

MY PROFILE | KEEP IT SIMPLE | DIFFERENTIATE



GRAPHIC DESIGN SYDNEY | SIMON CREEDY

#### BRANDING

I am Simon Creedy, a Graphic Designer working in Sydney. I have an extensive experience creating, managing and designing branding to help build your business, and help increase sales for getting your products noticed.



#### WEB

Let your website talk for you. It is important to introduce your products and services in just the right way ... talking to your customers in just the right way is everything.

I build websites that are customised to include galleries, interesting menus and sliders showing your products cleanly and in a spectacular way. Have a look at [www.sydney-graphic-design.com.au](http://www.sydney-graphic-design.com.au) and you will see what I mean

#### PRICING

Most work is costed on an hourly basis but I will attempt to accurately quote for final amounts where ever possible in the most cost effective way for you.

Contact me today to find out how I can help you make your business look fabulous.

It starts with a no-cost conversation  
Phone 02 9427 0632, 0411 888 478  
or email [simon@creedy.com.au](mailto:simon@creedy.com.au)

## HOW MUCH IS IT REALLY WORTH

PICASSO WAS IN A PARK WHEN A WOMAN APPROACHED HIM AND ASKED HIM TO DRAW A PORTRAIT OF HER. PICASSO AGREED AND QUICKLY SKETCHES HER. AFTER HANDING THE SKETCH TO HER, SHE IS PLEASED WITH THE LIKENESS AND ASKS HOW MUCH SHE OWED TO HIM. PICASSO REPLIES: "\$5,000."

THE WOMAN SCREAMED,

"BUT IT TOOK YOU ONLY FIVE MINUTES."

"NO, MADAM, IT TOOK ME ALL MY LIFE," REPLIED  
PICASSO



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### BACKGROUND

I am originally from England where I studied Graphic Design at college for 5 years in the late 70s in Southampton. I arrived in Australia in 1989 and worked with Colin Hamilton in a boutique agency called Artworks finally becoming senior designer after 4 years.

In 1995 I started my own Graphic Design Studio working predominantly in logo design, graphic design for print, web design, working closely with marketing companies to help build business identities

### GRAPHIC DESIGN & LOGOS

I do not specialise in only one area of Graphic Design but instead offer a wholistic approach covering all aspects.

I have extensive knowledge of Logo development and start up business identity graphics.

I am well versed in all forms of advertising graphics, web design, logo design, packaging design and all types of print design such as brochure, business cards, letterheads, flyers, tshirts... the list goes on.

### INSPIRATION

My main source of my inspiration is from continually being aware of what graphically presents itself around me.

Just like the skill of sketching, it is the continual looking and practice that makes a designer good.

Using google, art magazines and the graphics that surrounds us every where for inspiration. I am continually inspired by the creativity of every thing around me.



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## PROCESSES

I am firm believer in making a client feel comfortable and at ease before starting any work. Usually a client will contact me via web or just phone me. I will ask them for a Free Consultation so they can explain what they want easily and comfortably with no thought to the costs of simply explaining.

I will then work as closely with the client as possible to achieve an outcome. I am extremely time conscious and will notify a client if I can foresee any issues coming.

## THE FIRE WITHIN

"THERE MAY BE A GREAT FIRE IN OUR HEARTS, YET NO ONE EVER COMES TO WARM HIMSELF AT IT, AND THE PASSERS-BY SEE ONLY A WISP OF SMOKE."

VINCENT VAN GOGH

## CONQUER FEAR

"THE MOST DIFFICULT THING IN THE WORLD IS TO REVEAL YOURSELF, TO EXPRESS WHAT YOU HAVE TO. AS AN ARTIST, I FEEL THAT WE MUST TRY MANY THINGS — BUT ABOVE ALL WE MUST DARE TO FAIL.

YOU MUST BE WILLING TO RISK EVERYTHING TO REALLY EXPRESS IT ALL."

JOHN CASSAVETES



## TECHNIQUES

I use many different techniques, built up over the years from seeing and working in different mediums, with wide ranging software and products that I operate with skill and expertise.

The style and quality of my work is continually changing and evolving. There is always something new and I like to think I improve with age.

## SOFTWARE

The various software I am comfortable in are... Indesign, Quark Xpress for page layout, Illustrator for logo design and illustrations, Photoshop for photo manipulation and creativity with images, Dreamweaver for Web Layout, Flash for web animation and the usual Microsoft products that aren't really designed for designers but get used by everyone else including Word, Publisher and Powerpoint.

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## CREATIVITY

"WITHOUT AN AESTHETIC, DESIGN YOU HAVE EITHER THE HUMDRUM REPETITION OF FAMILIAR CLICHÉS OR A WILD SCRAMBLE FOR NOVELTY.

WITHOUT THE AESTHETIC, THE COMPUTER IS BUT A MINDLESS SPEED MACHINE, PRODUCING EFFECTS WITHOUT SUBSTANCE.

FORM WITHOUT RELEVANT CONTENT, OR CONTENT WITHOUT MEANINGFUL FORM."

PAUL RAND

## GOOD DESIGN

DESIGN IS NOT JUST INSPIRATION, IT'S MANIPULATION, MEDIATION, CONCENTRATION AND PERSPIRATION.

THE FIRST IDEA ALWAYS REQUIRES MORE WORK

SIMON CREEDY



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## PHILOSOPHIES

Here are a few philosophies I have adopted over the years.

If you work alone you are responsible.

My clients are **always** right.

It is important to add a few more minutes to a job to make it brilliant... even if they aren't paid for.

Keep things simple.

Always choose to work with exceptional and reliable people because they make everything you do better.

Always **check** your work.

Always **double check** your work.

Have the client **check and approve** your work **in writing** before printing.

Don't ever expect print to arrive on time its either early or late.

Fairness and cost effectiveness is a big part of what I do to retain existing customers and attract new ones.

Any idea can be made to work there are really no bad ones.

## MY DETAILS

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Sydney Graphic Design

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