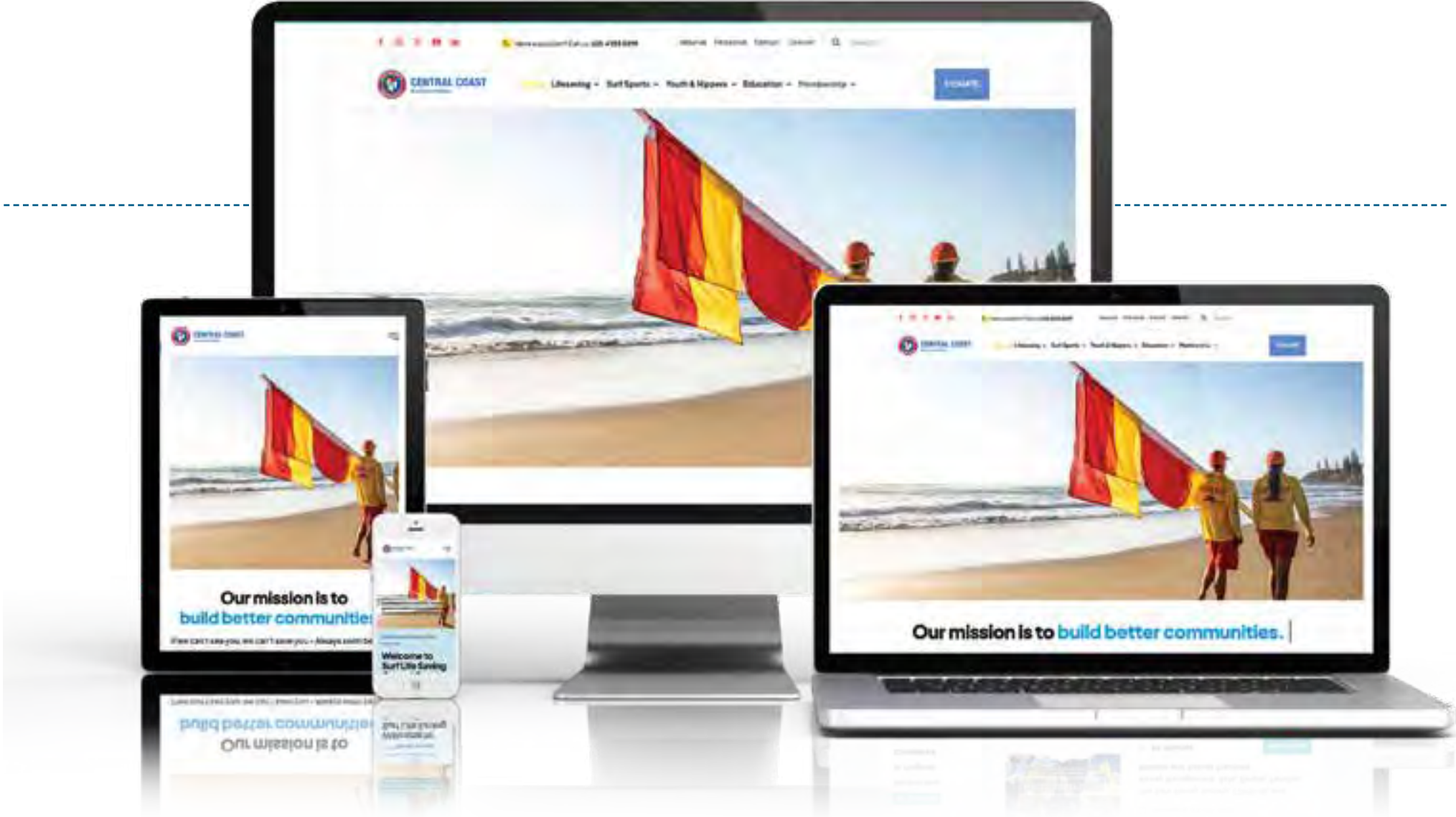


SIMON DARWIN

CREATIVE DESIGNER

PORTFOLIO



SIMON DARWIN

CREATIVE DESIGNER

I am a passionate and detail-oriented graphic designer with over 10 years of experience crafting high-quality visual content that tells stories and engages audiences across diverse industries. My journey in design has been driven by creativity and a love for transforming ideas into compelling visuals.

With a strong proficiency in a wide range of design software such as Adobe Creative Suite, alongside emerging design trends and tools such as AI-driven platforms, Adobe Express, and Canva, I thrive on conceptualising

and executing design solutions that not only look great but also serve a purpose. My expertise spans branding, print design, and digital media, allowing me to adapt my approach based on the unique needs of each project.

I take pride in my meticulous attention to detail, ensuring that every design element aligns with the brand's message and resonates with its target audience. I believe that great design goes beyond aesthetics – it's about creating meaningful connections

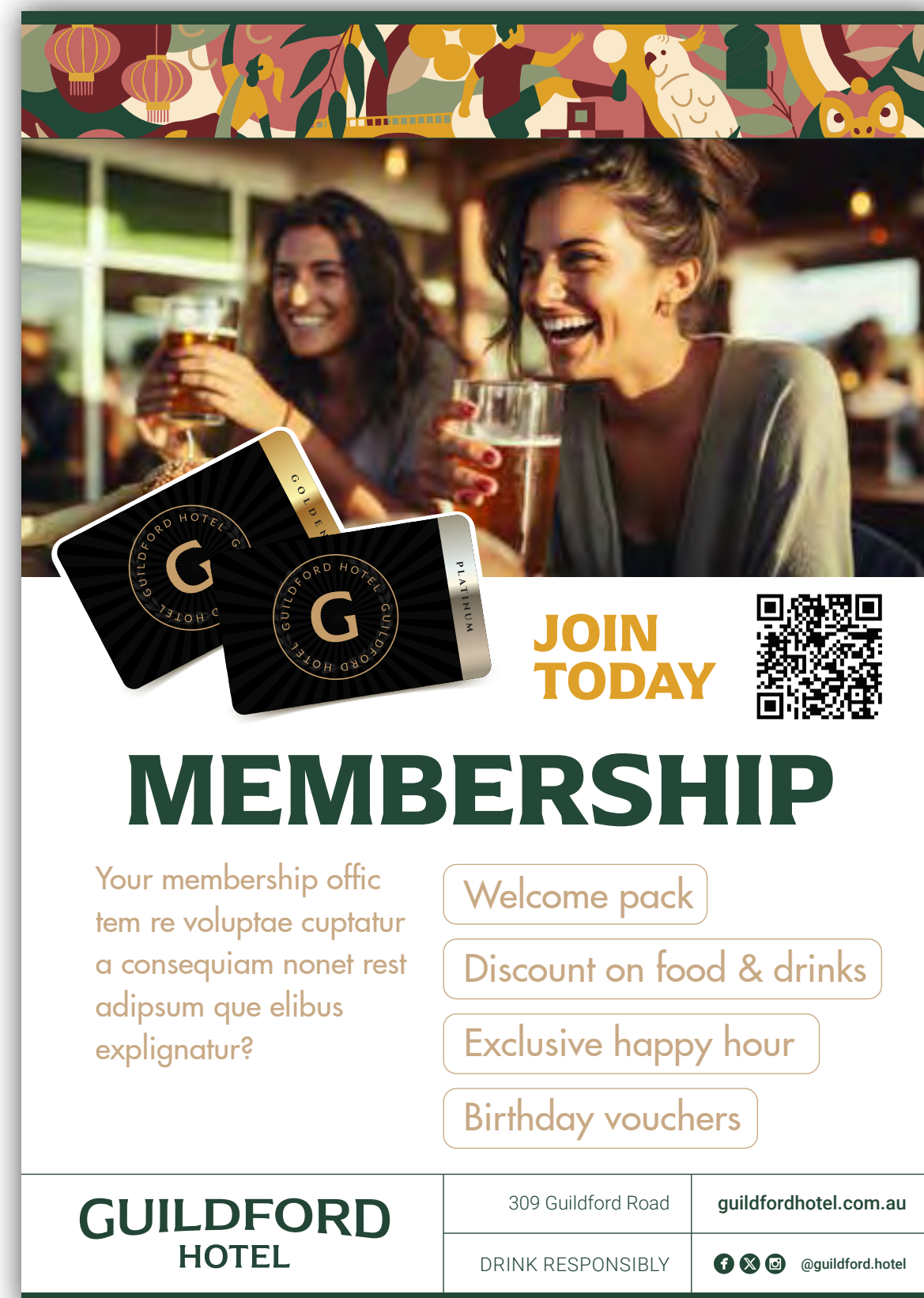
and experiences. My commitment to project management means I bring organisation and efficiency to my work, delivering projects on time without compromising quality.

In every project I undertake, I aim to blend creativity with strategy, ensuring that the final result not only meets but exceeds expectations. I'm excited to present a sample of the work that showcases my unique perspective and expertise to a team that values innovation and collaboration.



WHAT TO EXPECT FROM THIS PORTFOLIO

This portfolio showcases print, digital and web executions that include samples of company style guides, logo's, promotional campaigns, websites, magazines, presentations, proposals, reports, surveys and policy docs.



Skills + Experience

Adobe Creative Suite
InDesign
Illustrator
Photoshop
Adobe Express
Filmora
WordPress CMS
Website design
HTML
Microsoft software
Word
Power Point
Email marketing campaigns using
MailChimp
Brevo
Active Campaign
Video editing
Logo design
Branding
Typography
UI design
Social media design
Social campaigns
Leader and mentor
Strong communication skills
Streamtime (project manager)

Key points

The ACP annual conference is the showpiece event for the Australasian College of Paramedicine. With over 400 attendees from across Australia and New Zealand - the event is heavily promoted via a microsite, online and print advertising and a social campaign through FB, Instagram, X and LinkedIn

Shown here:

A – Large format poster

B – Passport interactive conference game

C – Digital tile

D – PowerPoint presentation cover

Software:

Adobe InDesign, Photoshop, Illustrator and Microsoft PowerPoint

A



B



C



D



Key points

RESPONSE publishes content of direct relevance to paramedic and emergency medical care including clinical updates, legal matters, mental health and wellbeing, profiles, research abstracts, industry updates and developments in education and training, local and world news and reviews.

RESPONSE is up to 64 pages and is published quarterly and distributed electronically to all members throughout Australia and New Zealand as part of their membership.

Shown here:

A – Autumn 2025 cover

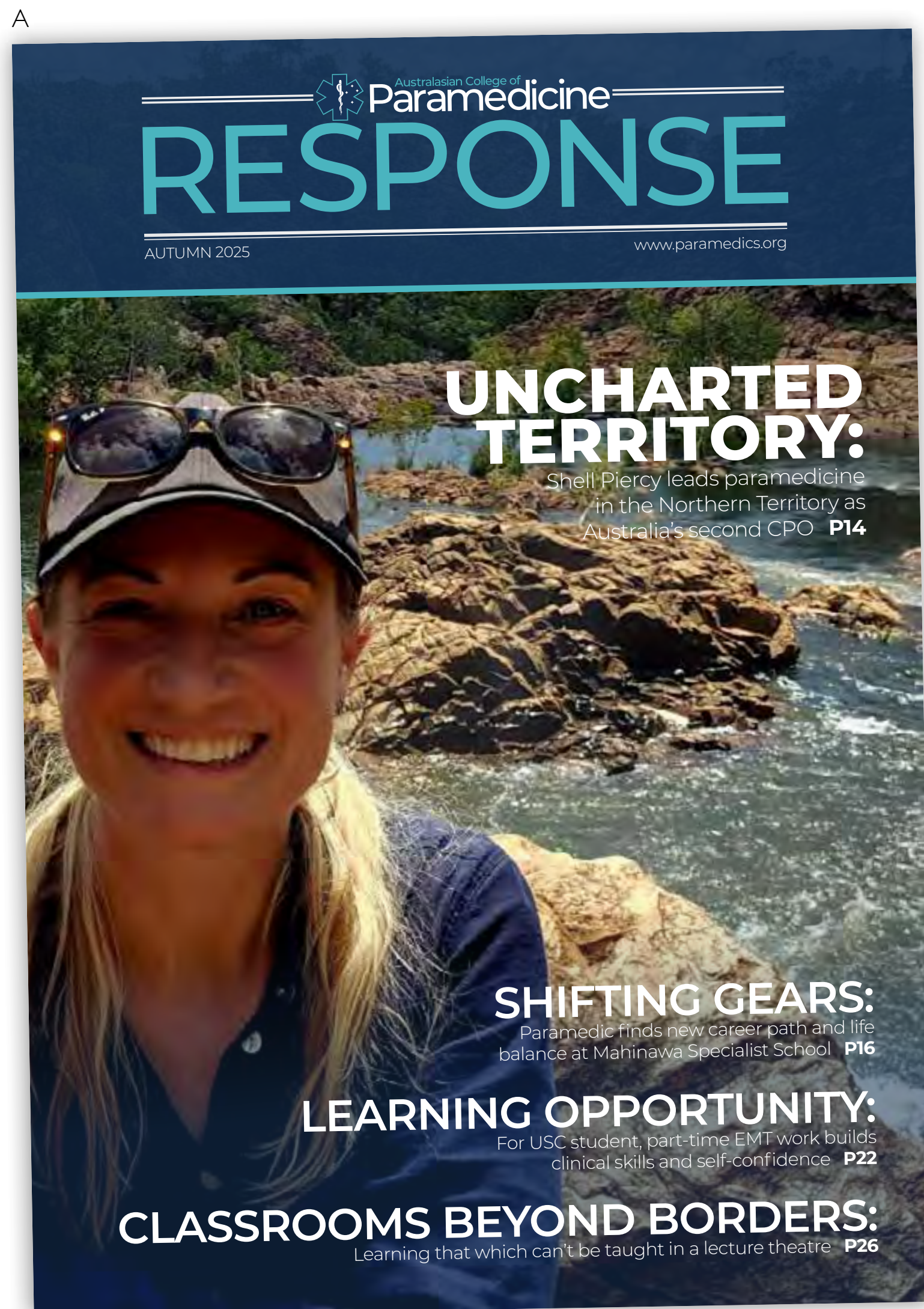
B – Digital tile promoting Response

C – Email signature graphic

D – Article spread from Spring edition

Software:

Adobe InDesign, Photoshop, Illustrator



B



C



D



Key points

The College annual report maintains the company brand guidelines to enhance the business presence when delivered to members and stakeholders.

Shown here:
A – 2023-2024 cover design

B – Double page spread about the College and some detailed stats on member engagement.

Software:
Adobe InDesign, Photoshop, Illustrator



B



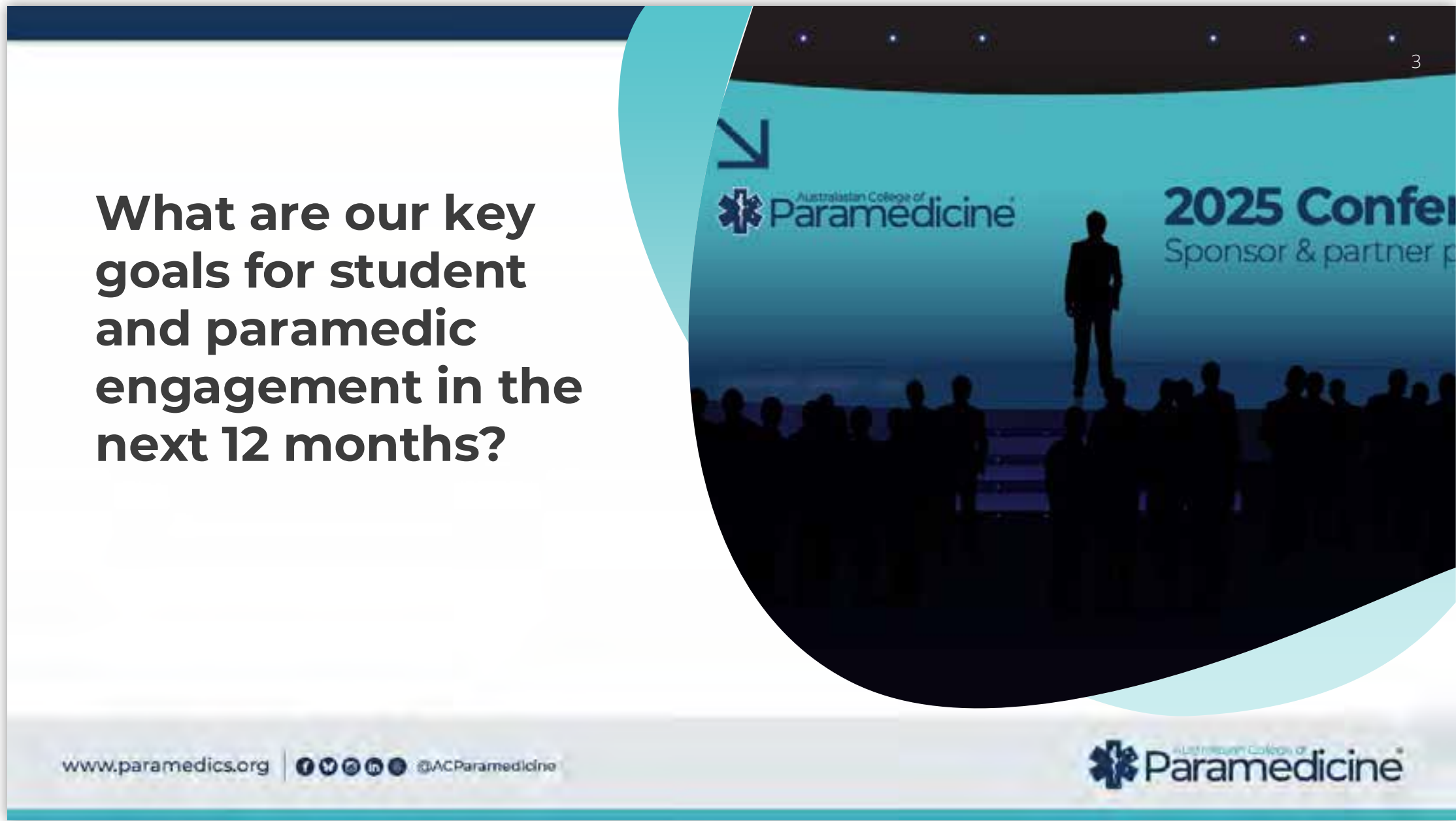
Key points

The College requires simple, easy to understand presentation documents to engage and interact with a broad audience.

Shown here:
A – A presentation to members attending the Clinical Care Clinic Summit 2025.

Software:
Adobe InDesign, Photoshop, Illustrator and Microsoft PowerPoint

A



Key points

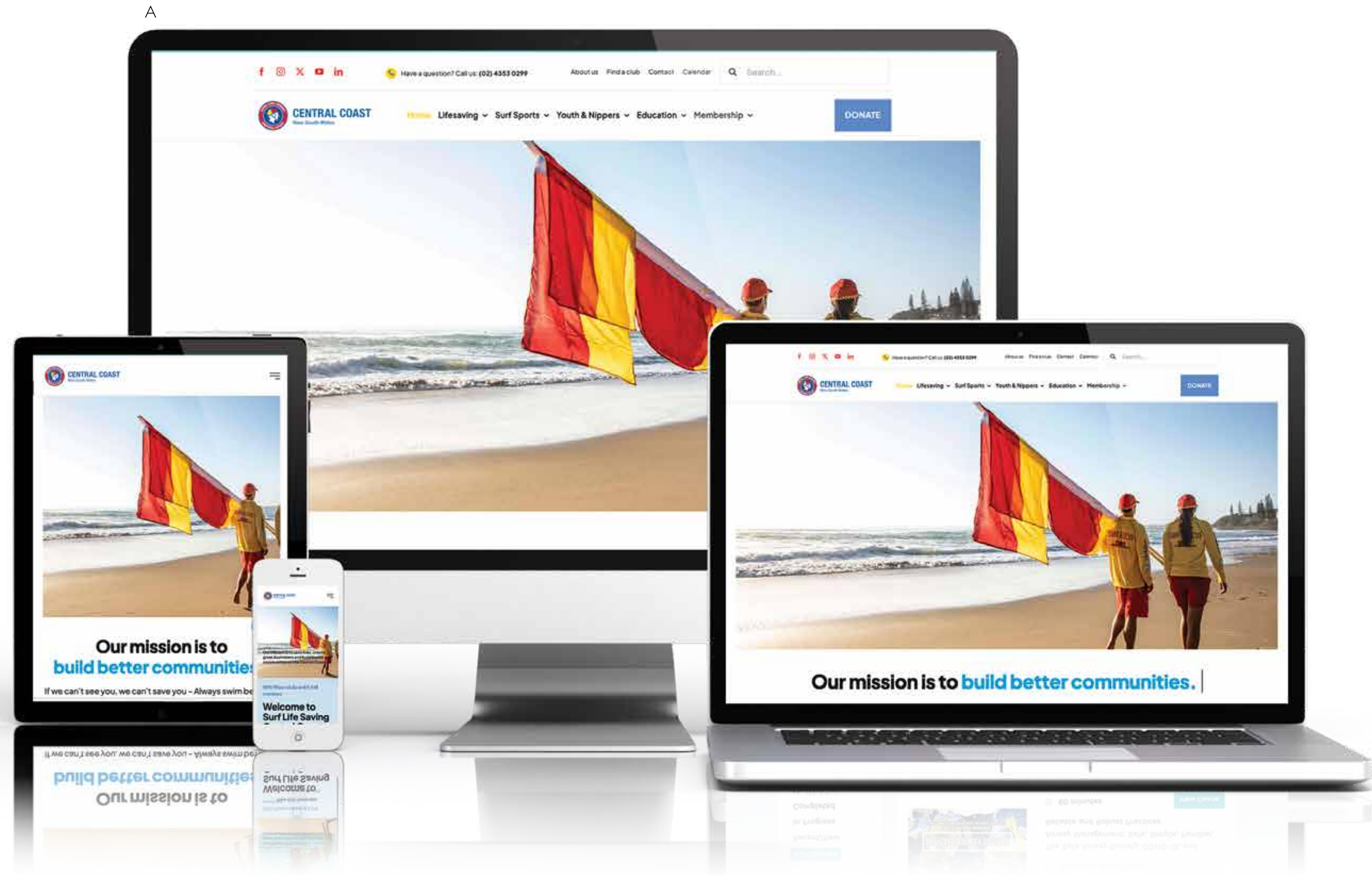
SLSCC had an old and under developed WordPress website that did not engage with the audience. The new site has delivered a slick design, user friendly interface, responsive style that enables the members to find what they need in an efficient way.

Shown here:

A – The new SLSCC website on desktop, laptop, tablet and mobile devices.

Software:

WordPress CMS, Adobe Photoshop and Illustrator

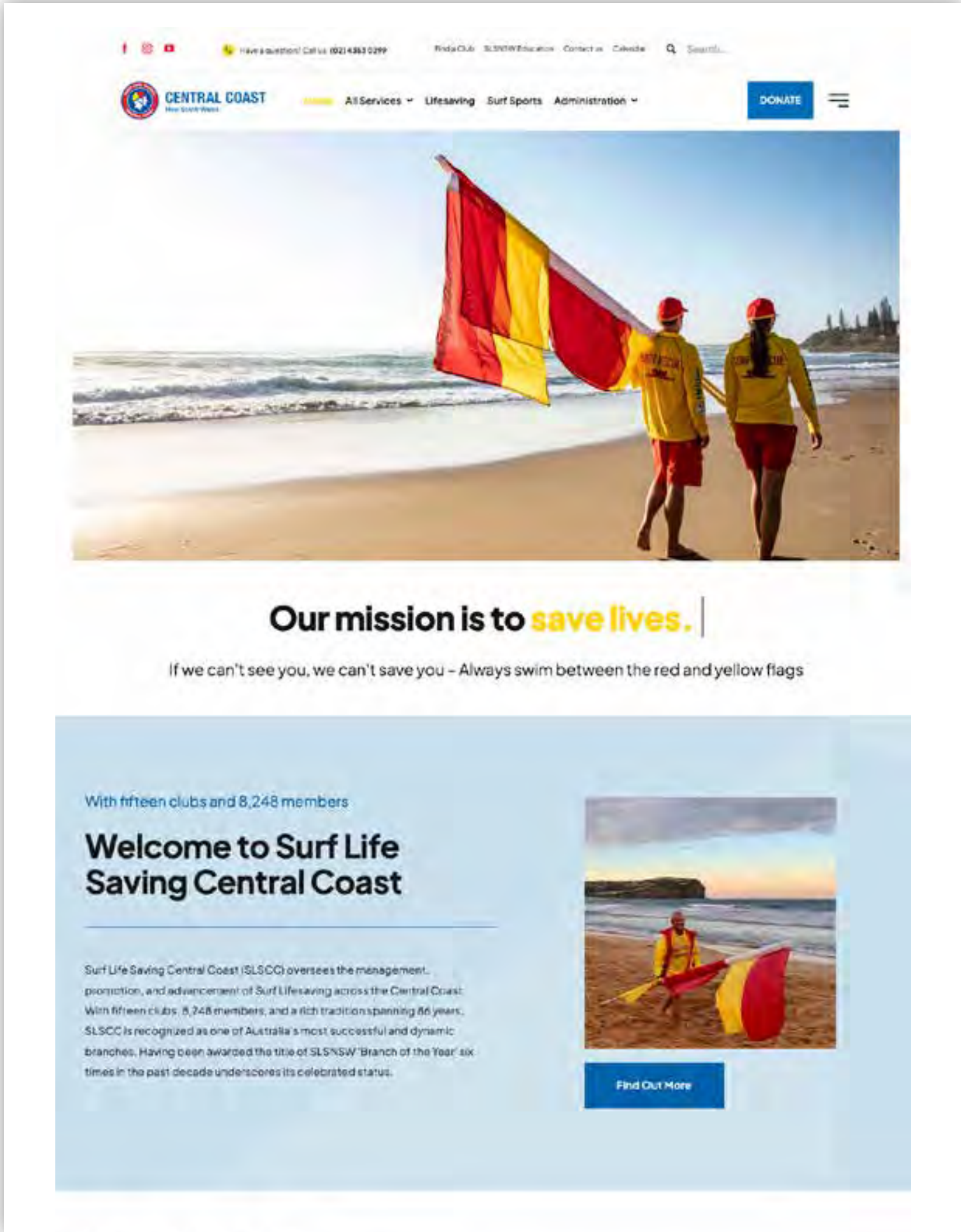


Key points

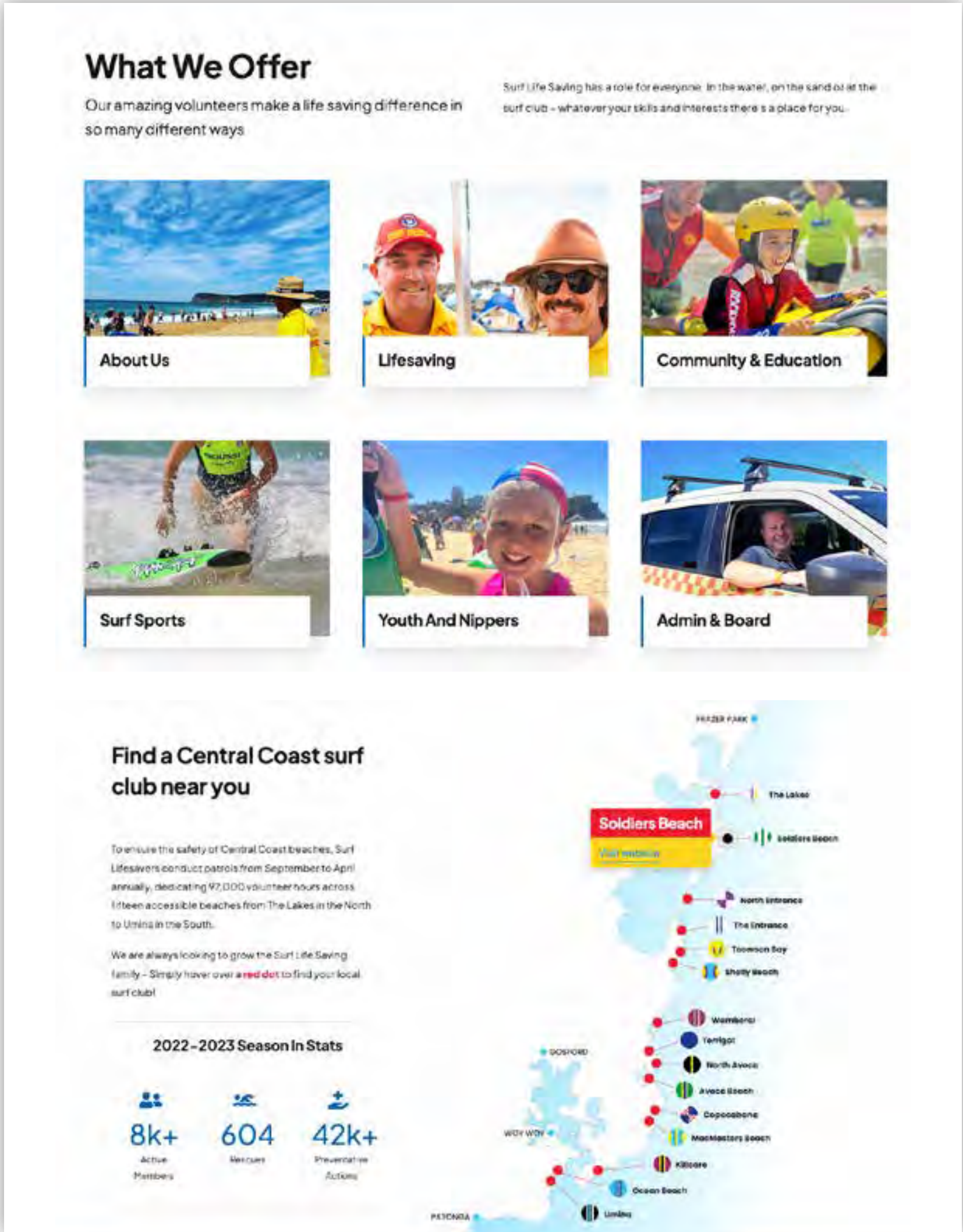
A brighter, cleaner, on brand home page with info packed navigation and header section – the home page is the 'go to' page for all services available to the audience (A). Clear visual links to the services pages and an interactive map of where to find your local surf club (B).

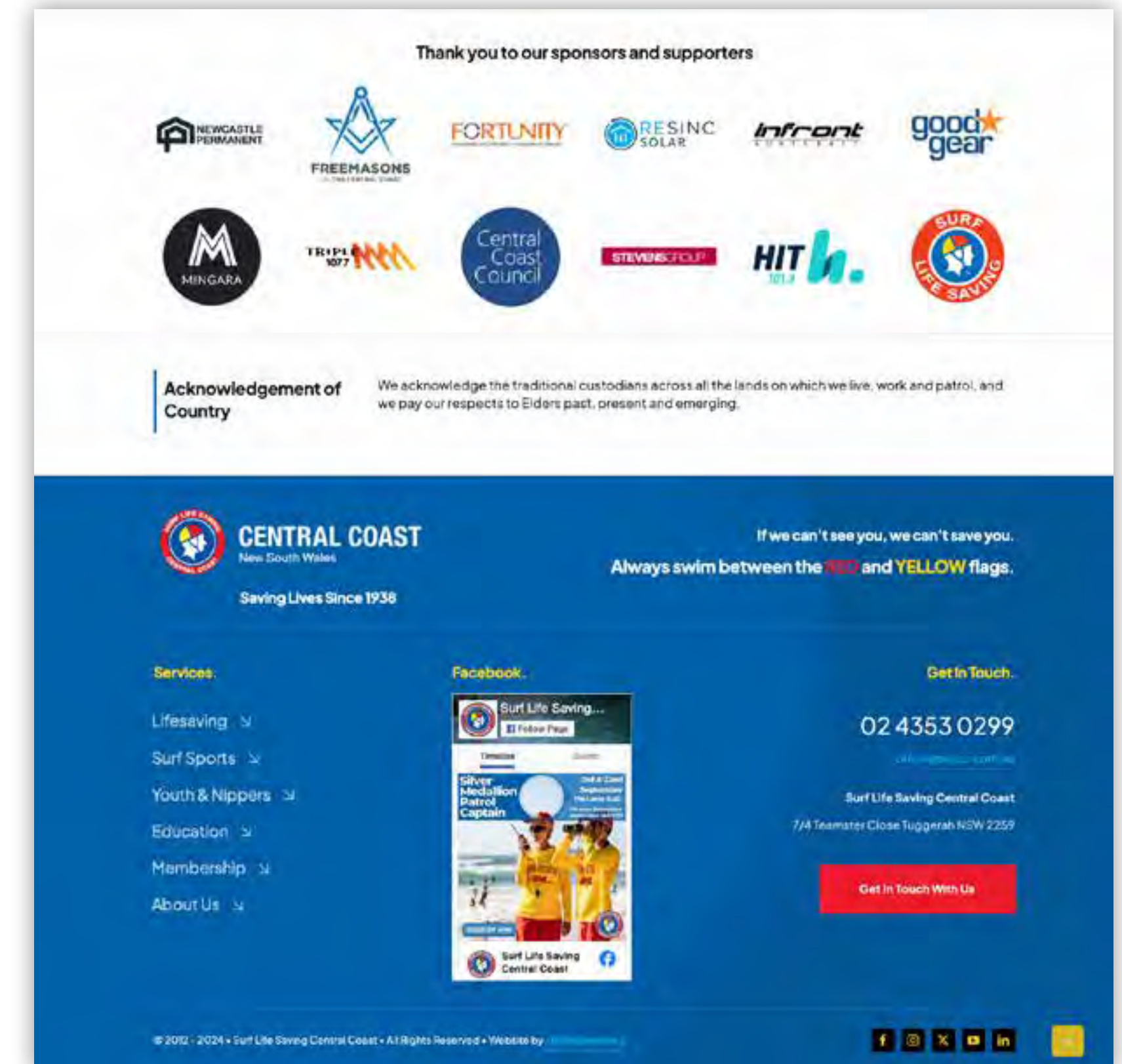
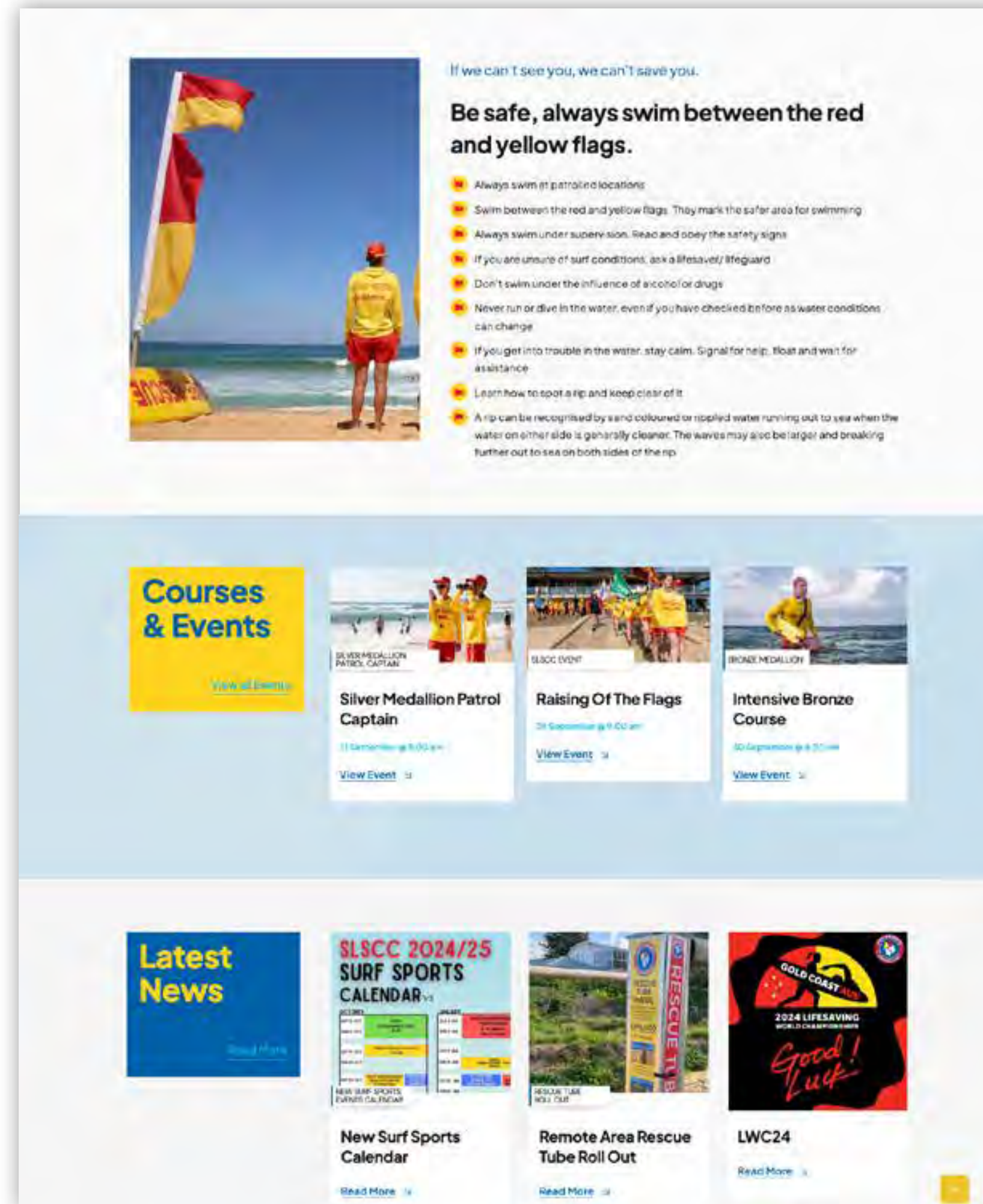
Software:
WordPress CMS, Adobe Photoshop and Illustrator

A



B





Key points

Working with the head of marketing at the Nelson Meers Group (Now Sonnel) we developed a logo, image style and brand executions along with the brand guidelines. A brighter, open and friendly venue for a new generation of pub goers.

Shown here is some key pages from the Brand Guidelines book.

Software:
Adobe InDesign, Photoshop and Illustrator



06.1 Images – People



The Guildford Hotel will build a consistent image library which will contain images in the following themed styles

People /
Hero object /
Blurred backgrounds /
Dark settings /
Food /
Drinks /
Fun / Music / Sport / Entertainment / community /

03.1 Colour palette

The Guildford Hotel colour palette consists of carefully selected colors that represent our brand identity and values. Consistent use of these colours across all communication materials is essential for maintaining brand recognition and integrity.

Primary Colours

Green	Cream – Accommodation	Gold – Gaming
COLOR CODES CMYK C81 M47 Y75 K48 Pantone PANTONE 357 C RGB R43 G74 B55 Web 2b4a37	COLOR CODES CMYK C2 M7 Y22 K0 Pantone PANTONE 7401 C RGB R252 G238 B210 Web fbedd1	COLOR CODES CMYK C23 M32 Y51 K0 Pantone PANTONE 466 C RGB R207 G175 B134 Web ceaf86

Secondary Room Colours

BISTRO	SPORTS BAR	COCKTAIL LOUNGE	BEER GARDEN
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Secondary Colours

BISTRO COLOR CODES	80%
CMYK C13 M39 Y99 K0	60%
Pantone PANTONE 131 C	40%
RGB R224 G162 B3	20%
Web e0e102	
SPORTS BAR COLOR CODES	80%
CMYK C20 M70 Y56 K3	60%
Pantone PANTONE 702 C	40%
RGB R200 G100 B96	20%
Web c86360	
COCKTAIL LOUNGE COLOR CODES	80%
CMYK C34 M89 Y77 K44	60%
Pantone PANTONE 7421 C	40%
RGB R118 G40 B37	20%
Web 762825	
BEER GARDEN COLOR CODES	80%
CMYK C47 M03 Y62 K5	60%
Pantone PANTONE 7489 C	40%
RGB R150 G155 B111	20%
Web 959a6f	
COLOR CODES	80%
CMYK C20 M70 Y56 K3	60%
Pantone PANTONE 702 C	40%
RGB R200 G100 B96	20%
Web c86360	
COLOR CODES	80%
CMYK C20 M70 Y56 K3	60%
Pantone PANTONE 702 C	40%
RGB R200 G100 B96	20%
Web c86360	

01.3 Logo clearspace

To retain the integrity and clarity of the logo, a clear space zone has been established. The clear space zone formula, 1X = Text Cap Height of last "D" in GUILDFORD LOGO, is the same across all the brandmarks (see examples below).

Ensure the zone is clear from any other visual elements such as graphics, complex photography and partner logos.

Primary logo clear space



Secondary Stamp Logo

The secondary logo stamp application has no clearspace requirement. The stamp logo must appear at an angle, and can appear on white space, dark space and on top of images,

Primary Stamp Green



Primary Stamp Cream



There are 3 Secondary Stamp Logo colour varieties

Secondary Stamp Black



Secondary Stamp White



Gold Stamp Gaming

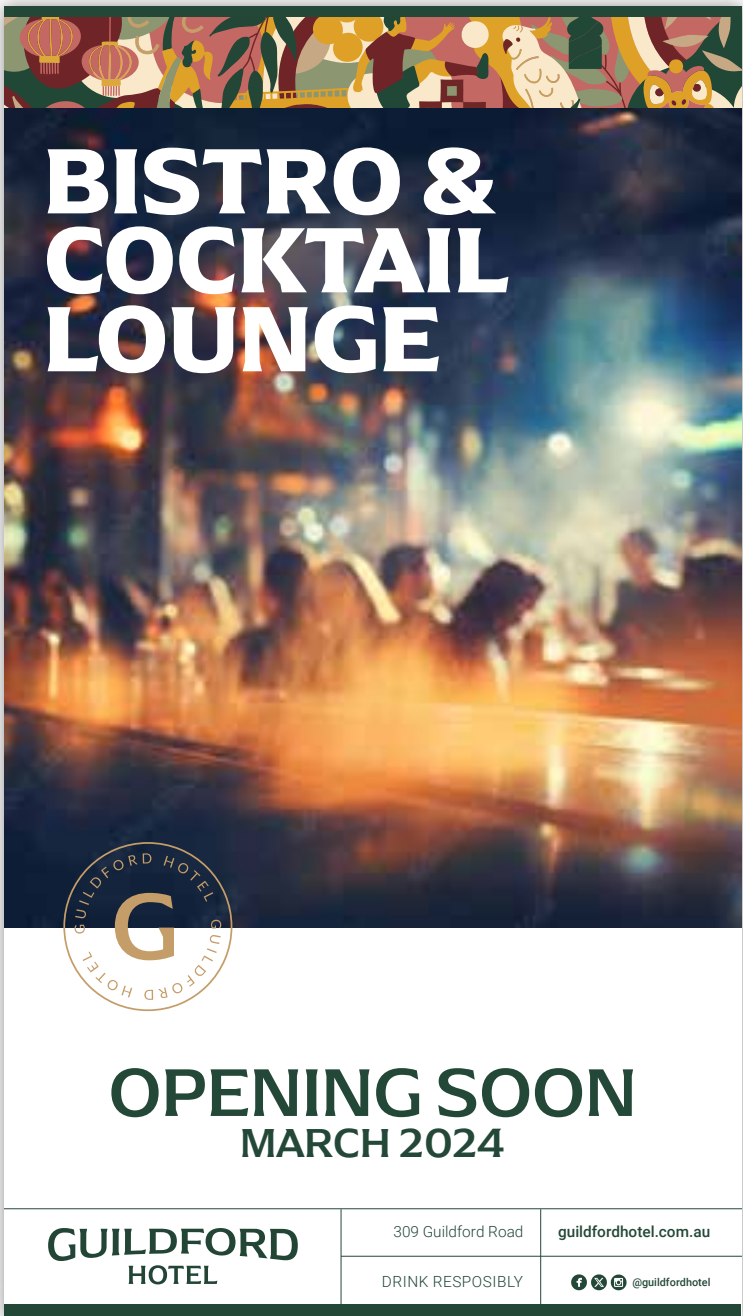


Key points

A social media campaign to launch the newly refurbished Guildford Hotel incorporated a standard 1080px square social tiles and reels 1080px x 1960px. Shown on the FB and Instagram platforms to help promote a new menu, happy hour and opening date.

The illustration featured in these ads and on various artwork is a commissioned work by a local artist and it appears in full inside the Hotel.

Software:
Adobe InDesign, Photoshop
and Illustrator



Key points

The membership program was designed to encourage a new audience and offer discounts and weekly specials to members only. Other branded items included the coasters and food menu.

Shown here:
A – Membership program document
B – Coasters
C – Food menu.

Software:
Adobe InDesign, Photoshop
and Illustrator

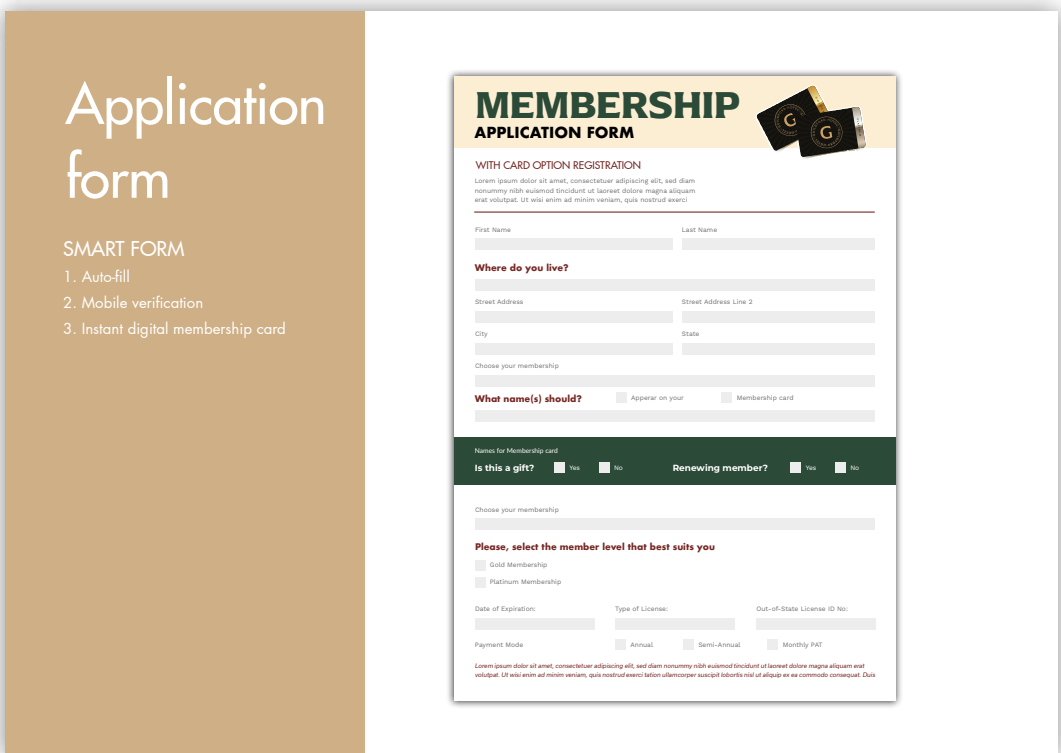
A



B



C



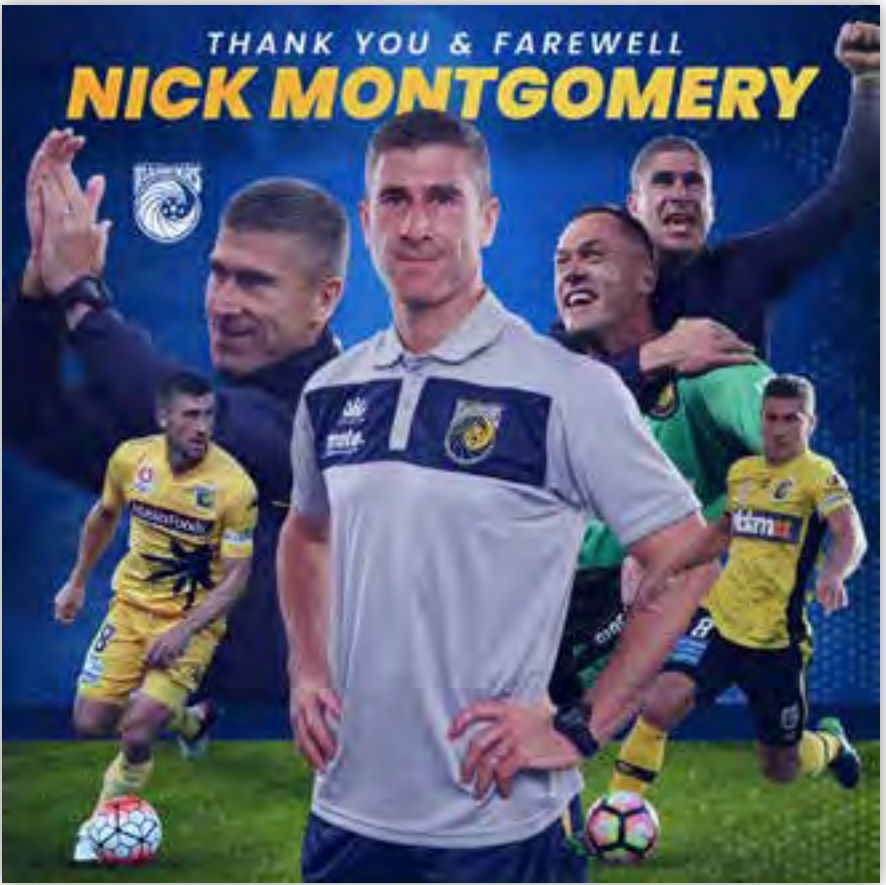
Key points

The Central Coast Mariners A-League football club required asset updates on a weekly basis to communicate match day events and promotions.

Shown here is some social media tiles (A) and large in stadium LED screens to promote the next match (B).

Software:
Adobe InDesign, Photoshop
and Illustrator

A



B



Key points

The Loose Cannon is the Central Coast Mariners Match Day Program which was produced in the week leading up to all home games. It featured player profiles, club activities and news (A).

Large format in ground LED screens that promoted game day and future matches, events and merchandise sales (B).

Software:

Adobe InDesign, Photoshop
and Illustrator

A



B



CLIENT

Edge Global Solutions

Key points

Edge Global Solutions is a unique business that offers very niche software platforms to the building and construction industry. We rebuilt their website from the ground up which enabled it to work responsively on many devices. We transferred the new look to feature in other marketing material including pull up banners, brochures and flyer's.

Software:

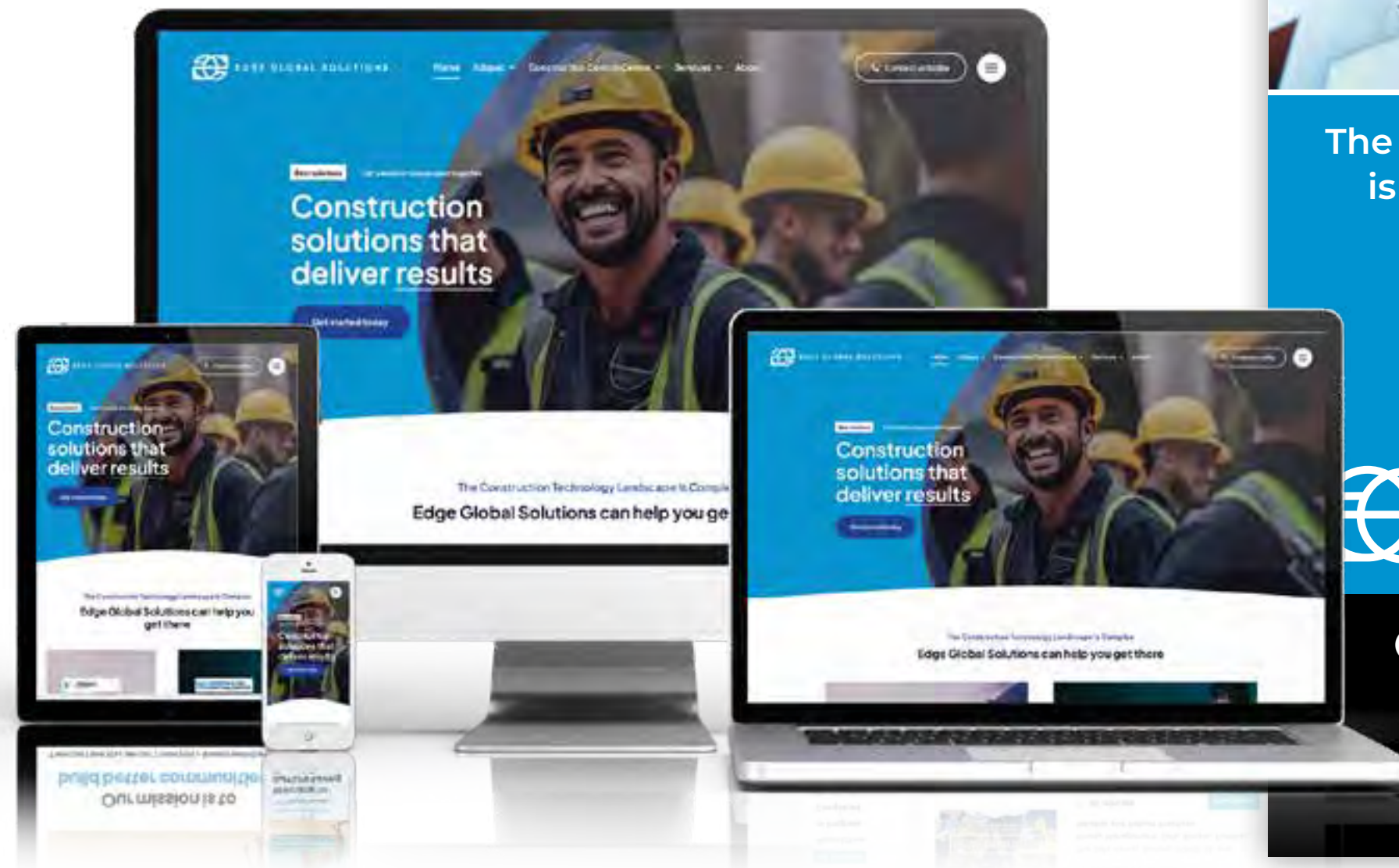
WordPress CMS, Adobe InDesign, Photoshop and Illustrator

A – WordPress website

B – Pull up banner

C – Brochure

A



B



C



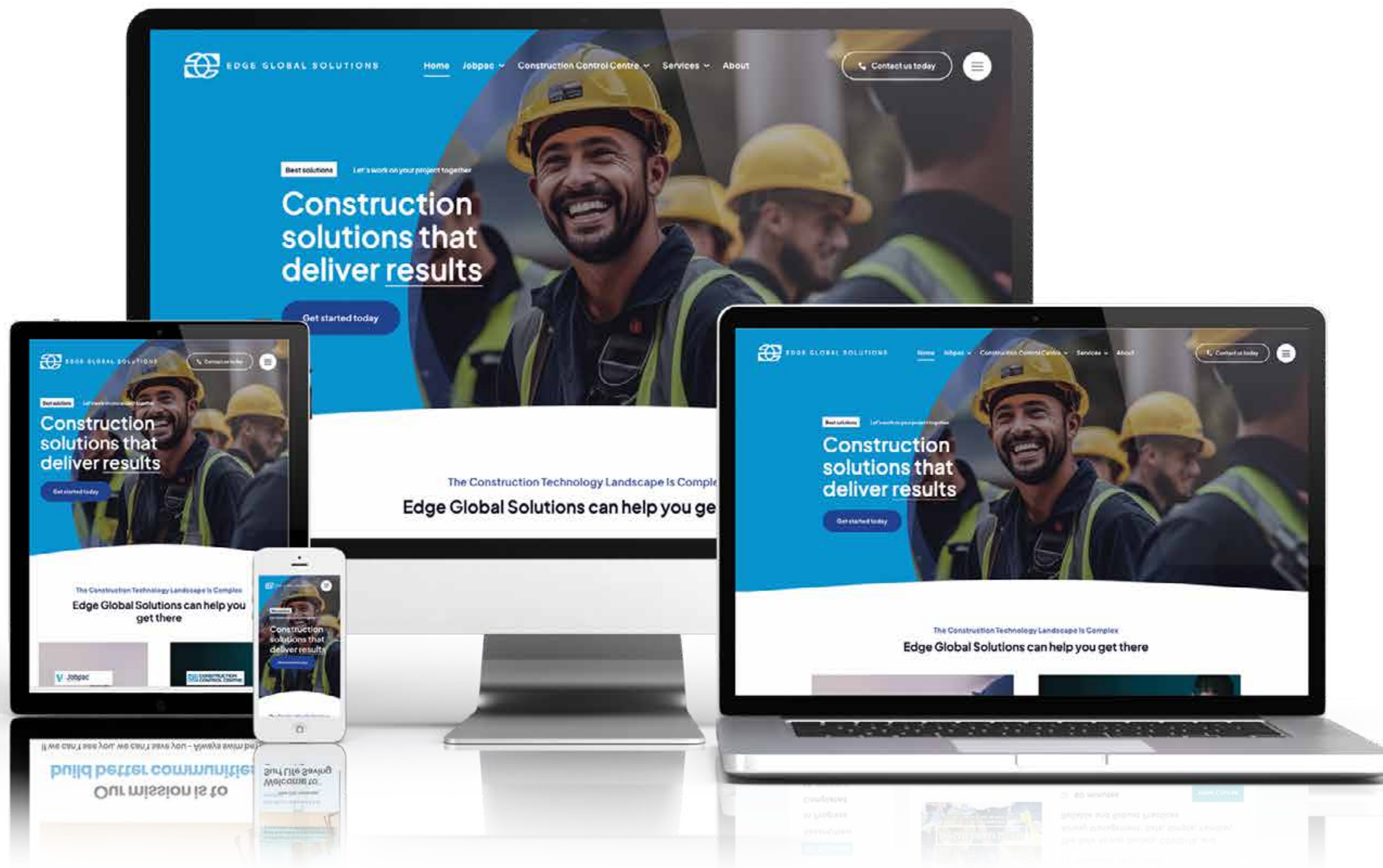
PORTFOLIO

Key points

edeglobalsolutions.com.au had an old and under developed website that did not engage with the audience and did not work on mobile or tablet devices. The new site has delivered a slick design, user friendly interface, responsive style that showcased the tech that their clients need.

Software:

WordPress CMS, Adobe Photoshop and Illustrator



Key points

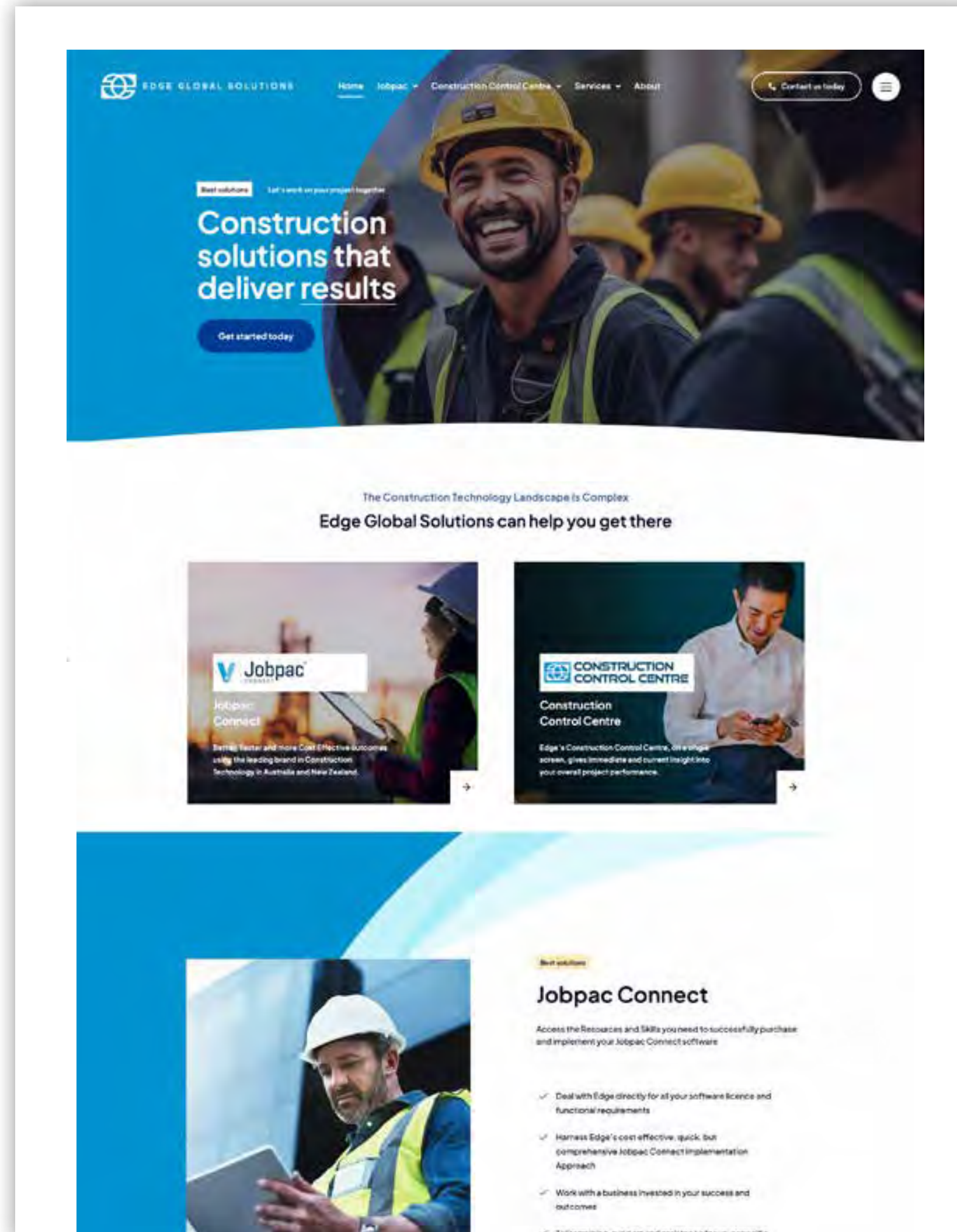
A more construction related on brand home page with info packed navigation and header section – the home page is the 'go to' page for all products and services available to the building and construction industry decision makers

The home page was a continuous scroll design showcasing the software products available and a call to action on how to get them.

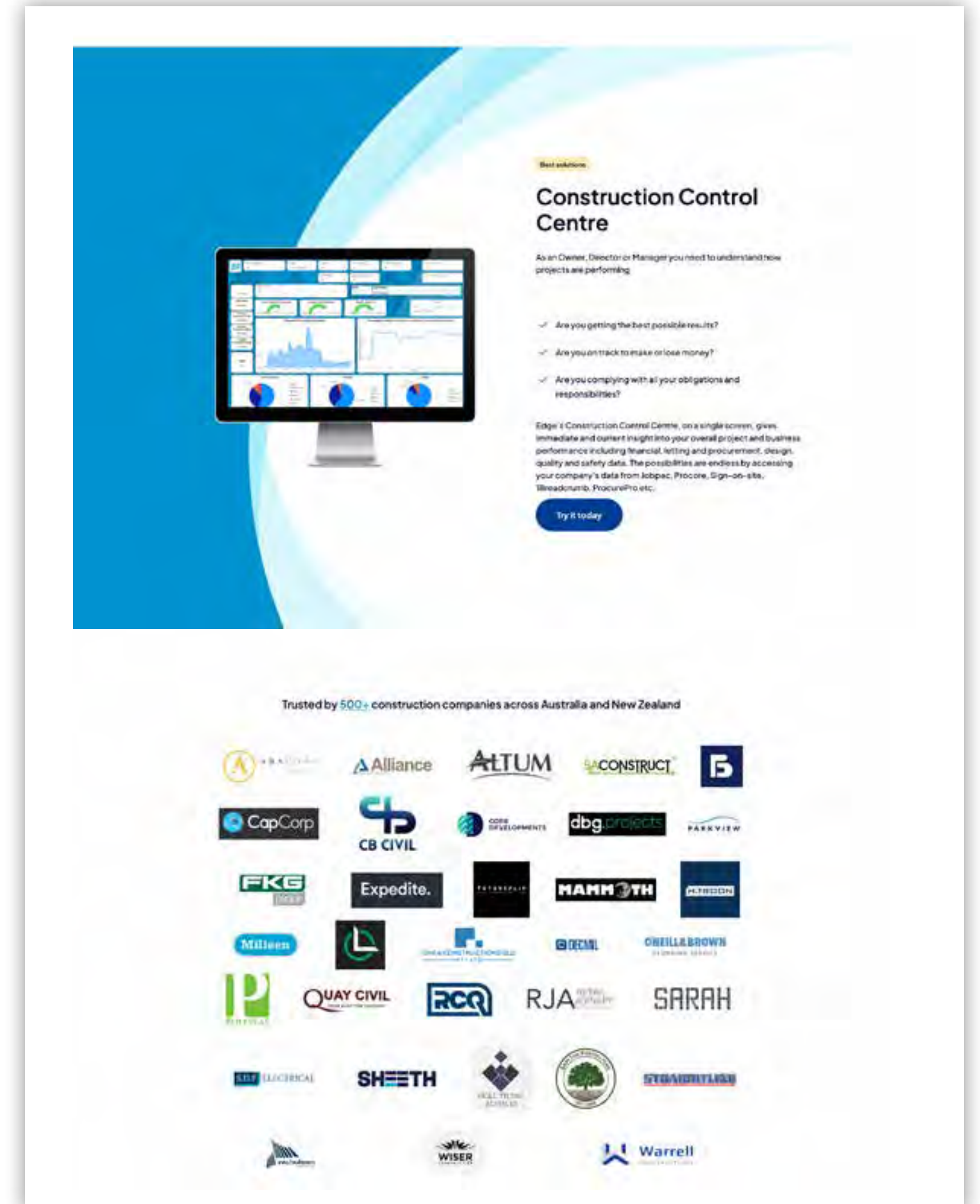
Software:

WordPress CMS, Adobe Photoshop and Illustrator

A



B



CLIENT

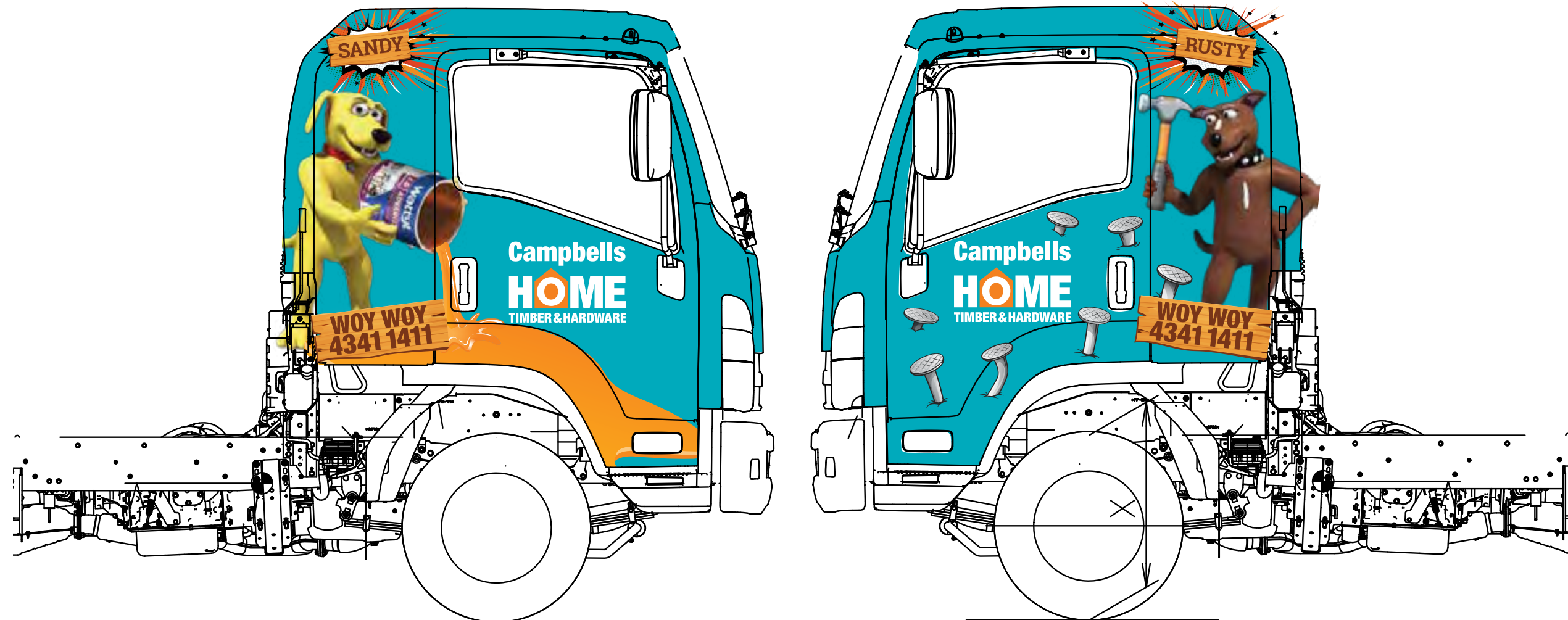
Campbell's Home Timber & Hardware

Key points

Briefed to bring the ever popular Home brand dogs to life on the local delivery trucks. We took the original "Sandy" and "Rusty" illustrations and enhanced the value with actions like pouring "Wattle" branded paint over the truck. Applying the brand colours of Teal and Orange making the trucks a bright and colourful addition to their fleet.

Software:

Adobe InDesign, Photoshop and Illustrator





Thanks Simon – you were a joy to work with as well. You listened to what we wanted and improved on our vision. Our branding is simple but really effective.

Our capability statements look fantastic and we really appreciated your management of the whole process, including arranging the printing!
An easy, stress-free collaboration.

Belinda Kimber
Account Manager, Niche Environment and Heritage

Simon is unbelievably good at what he does. He keeps you in the loop as he works with your business and really works hard to find you the best design solutions.

I would recommend Simon for any graphic design job. He really knows his stuff!

Fletcher Ruddick
Manager, Vision House Creative Studios

Simon is great to work with because I can give him a detailed brief and he comes back with such great options, I always have trouble choosing which one I like best!

He's great at bringing to life in images what goes on in my head in words and I am very happy to recommend the services of Simon and StickyGreenfrog.

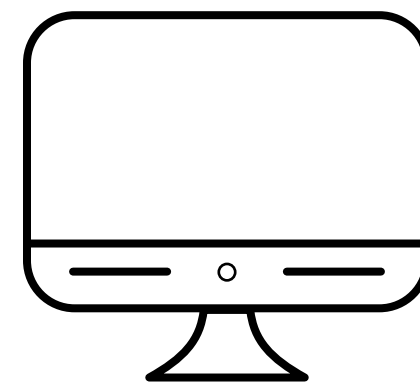
Karen Moloney
Owner, The Elearning Experts

Simon has been a rare find for our business and a great resource as we re-branded Donington Qld as Turning Point Partners and then embarked on the creation of MyCareerMyMove.

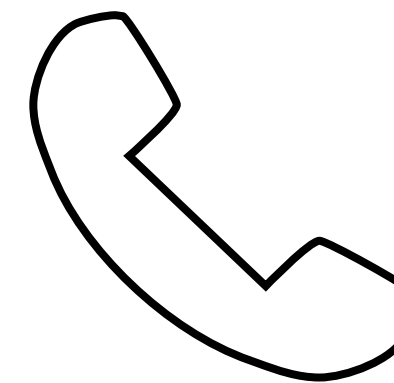
Simon provides practical, quality design and branding solutions whilst taking the time to properly understand the business objective and target audience. A pleasure to work with and highly recommended.

Mark Brand
Peer Advisory Group Chair and CEO at TEC, The Executive Connection
| Executive & Leadership Coach | Career Coach

Feel **free** to contact me!



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simonsgfdarwin@gmail.com



Call me directly:
0415 580797



<https://www.linkedin.com/in/simondarwinsgf/>

THANKS FOR YOUR INTEREST