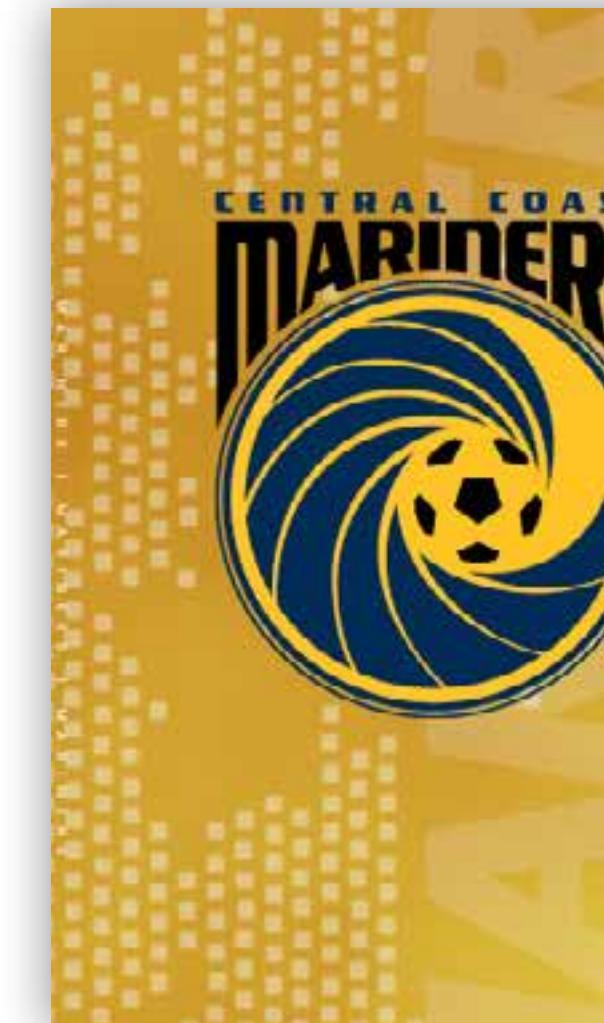
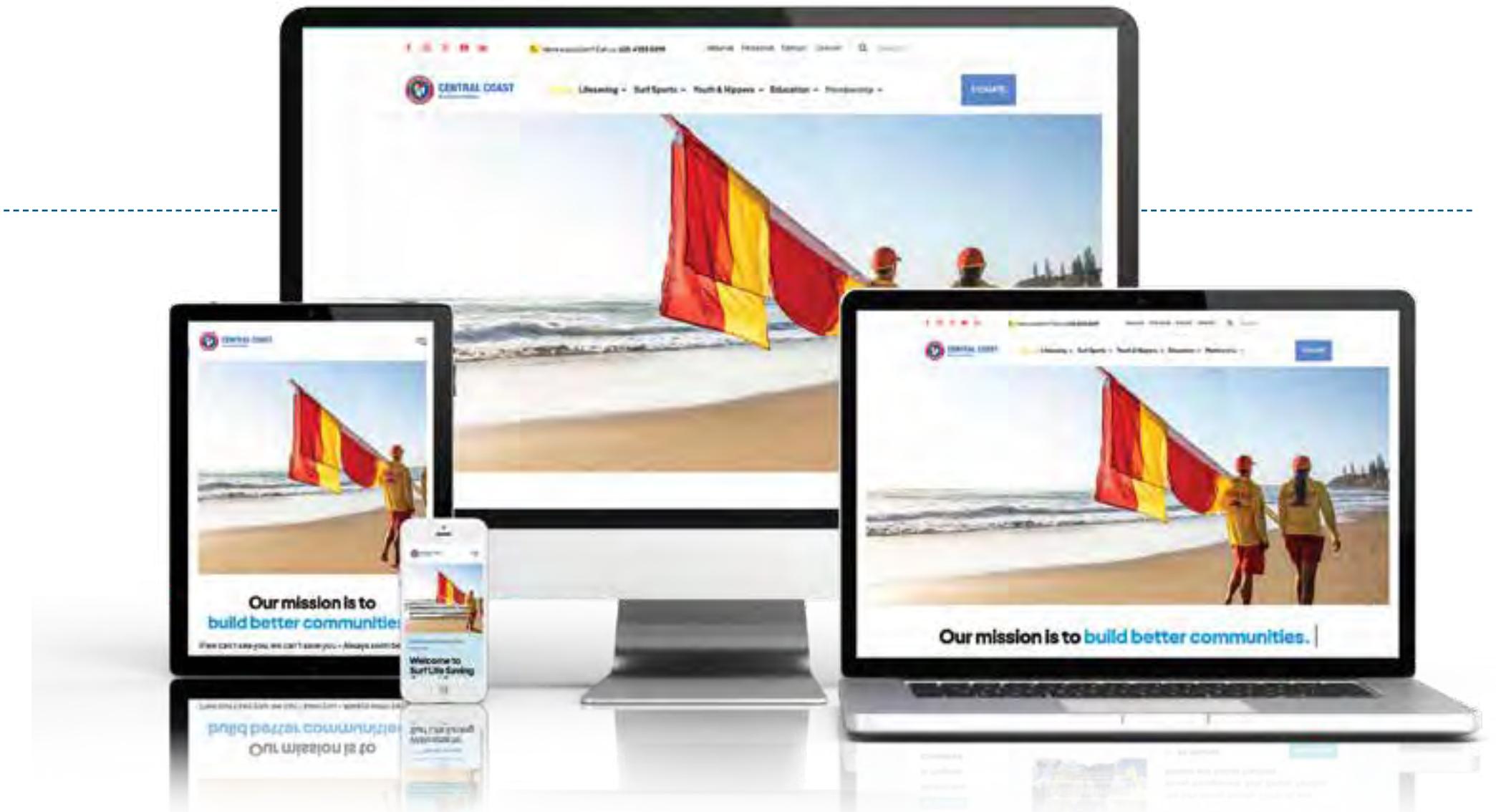


SIMONDARWIN

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.



PORTFOLIO

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.



ISSUE 133 | 8 DECEMBER 2023

JOIN TODAY

MEMBERSHIP

Your membership offic
tem re voluptae cupatur
a consequiam nonet rest
adipsum que elibus
explignatur?

Welcome pack

Discount on food & drinks

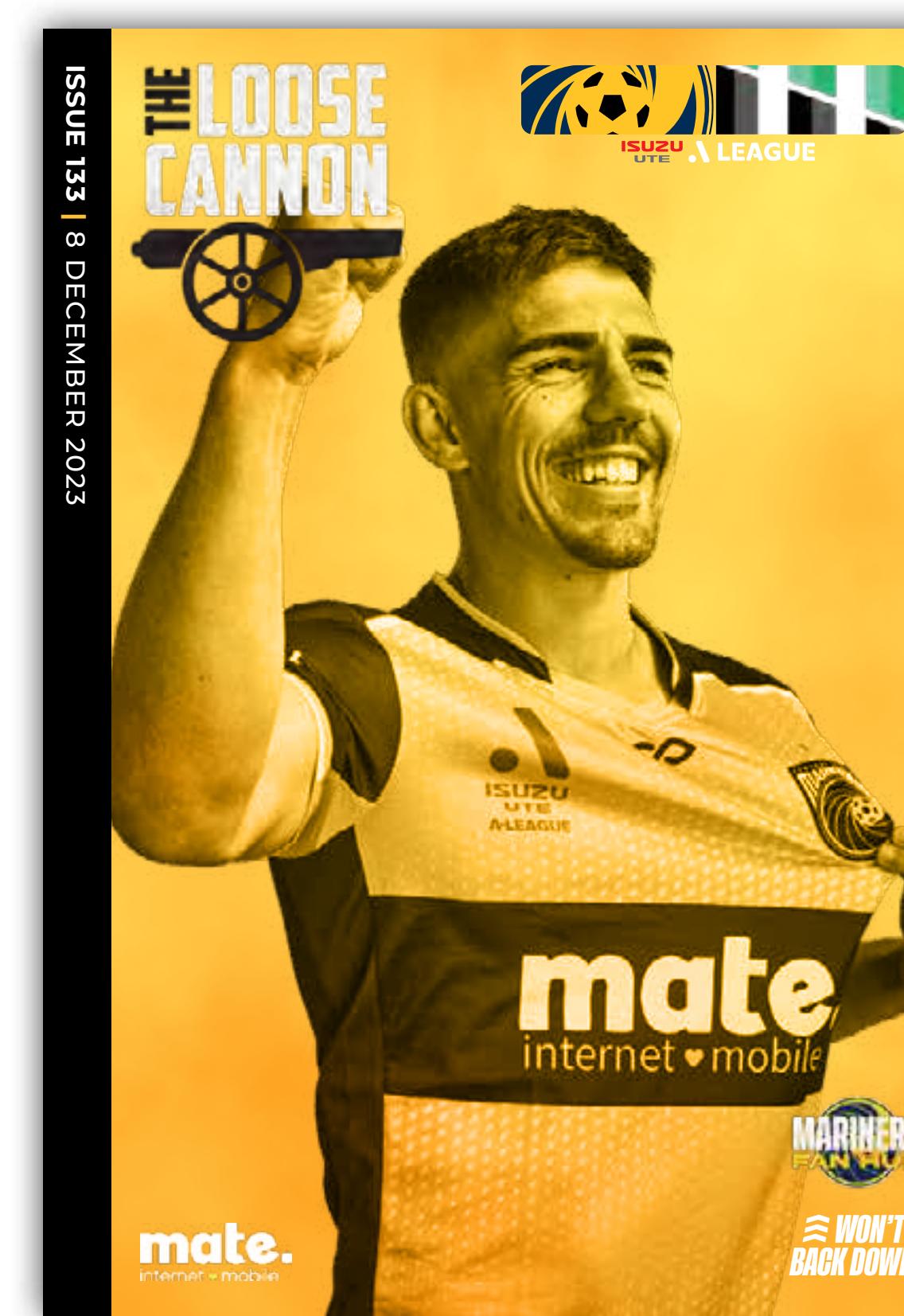
Exclusive happy hour

Birthday vouchers

GUILDFORD HOTEL

309 Guildford Road | guildfordhotel.com.au

DRINK RESPONSIBLY | [@guildford.hotel](https://www.facebook.com/guildford.hotel)



THE LOOSE CANNON

ISUZU UTE A-LEAGUE

mate internet • mobile

MARINERS FAN HUB

WON'T BACK DOWN



ACPIC
SYDNEY 2024

11-13 September 2024 | Sydney Masonic Centre

Paramedicine's evolution – Embracing the new era

Immerse yourself in the latest advancements, hands-on workshops, and dynamic networking opportunities at ACPIC24.

JOIN US AT THE ACP INTERNATIONAL CONFERENCE 2024

TICKETS
NOW ON SALE

www.paramedics.org

[@ACParamedicine](https://www.facebook.com/ACParamedicine)

Australasian College of Paramedicine

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)

Australasian College of Paramedicine

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

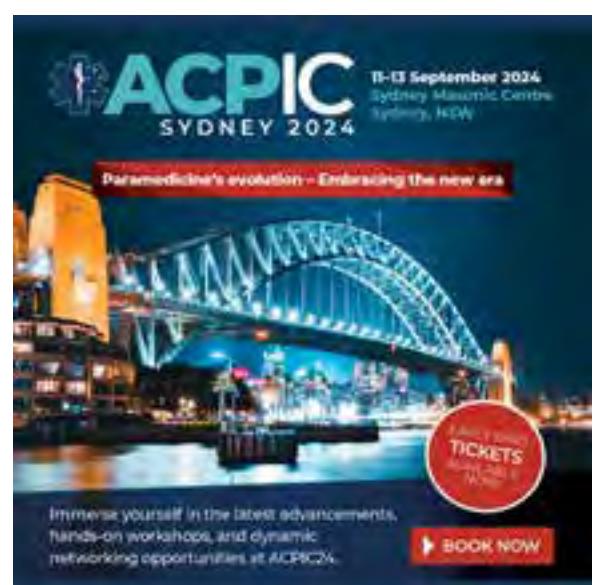
A



B



C



D



Australasian College of Paramedicine

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:

Software: Adobe InDesign, Photoshop, Illustrator



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

ABOUT THE AUSTRALASIAN COLLEGE OF PARAMEDICINE

The Australasian College of Paramedicine is the peak professional body representing and supporting paramedics to provide the best person-centred care to communities across Australasia through leadership, education, research and advocacy.

Paramedics are best known for their involvement in the delivery of out-of-hospital emergency medical care through their work with the various ambulance service organisations, in the industrial and private sector services, and as part of humanitarian and relief operations. The role of paramedics is now broadening as they become more integrated into primary care settings and are utilised in innovative models of care in the community.

Our members include paramedics at all clinical levels across health, community, industrial, military and hospital settings, paramedicine academics and researchers, student paramedics, doctors and nurses working in the emergency medicine field, non-paramedic qualified staff working in paramedicine, retrievalists, first responders, volunteers, call-takers and dispatchers.

2024-2028 Strategic Plan | Mahere Rautaki

In 2024, the College launched its 2024-2028 Strategic Plan | Mahere Rautaki, Evolution, which presents a vision that encapsulates the College's commitment to advancing the field of paramedicine for the betterment of our communities.

Our Vision | Moemoeā
Lead the evolution of paramedicine to improve health outcomes for our communities.

Our Purpose | Kaupapa
Engage the profession, drive excellence, advance paramedicine.

Our Values | Whanonga pono
Values: Collaborative, Compassion, Inclusion, Integrity, Respect

Our purpose encapsulates the core principles that define our existence - engagement, excellence, and advancement. By actively engaging paramedics, students, and the broader profession, we seek to foster a sense of unity and collaboration. Through the pursuit of excellence, we strive to set new standards for paramedicine, constantly pushing boundaries to enhance the quality of care we provide. As we advance paramedicine, we contribute to the overall improvement of healthcare systems and outcomes.

We Collaborate:
We work together, sharing and fostering information and ideas, to achieve our objectives.

We are Compassionate:
We provide a culture of care where we listen to, acknowledge, and support each other.

We are Inclusive:
We welcome, include, value, and engage equitably with all people and ideas.

We act with Integrity:
We engage openly and honestly, take appropriate action, and own our outcomes.

We are Respectful:
We recognise our diversity and value each other's perspective and contribution.

SOCIAL MEDIA FOLLOWERS:

12,000	3,000	3,300	6,700	439

*Submissions are counted as consultation engagement i.e. surveys, written submissions, and group forums

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



What are our key goals for student and paramedic engagement in the next 12 months?

www.paramedics.org | @ACParamedicine

Australian College of Paramedicine 2025 Conference Sponsor & partner p 3

Understanding the Engagement Landscape

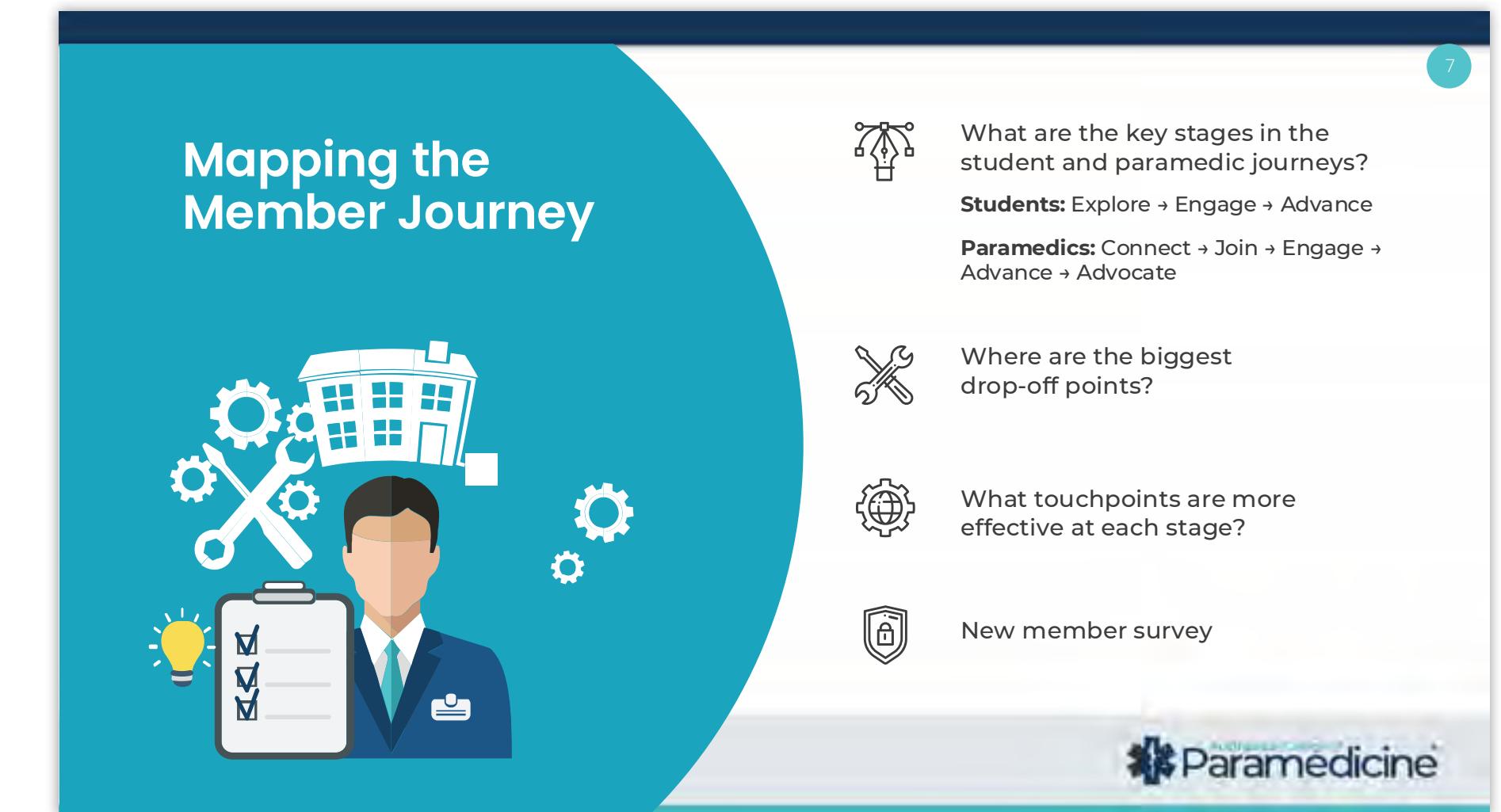
- What are the current engagement rates for students and paramedics?
- Why are students and paramedics not engaging despite access to high-value resources?
- What are the psychological or practical barriers (e.g., time, perceived value, awareness)?
- How does employer-provided CPD impact engagement with the College?



www.paramedics.org | @ACParamedicine

7

Mapping the Member Journey



- What are the key stages in the student and paramedic journeys?
- Students:** Explore → Engage → Advance
- Paramedics:** Connect → Join → Engage → Advance → Advocate
- Where are the biggest drop-off points?
- What touchpoints are more effective at each stage?
- New member survey

Australian College of Paramedicine

Key points

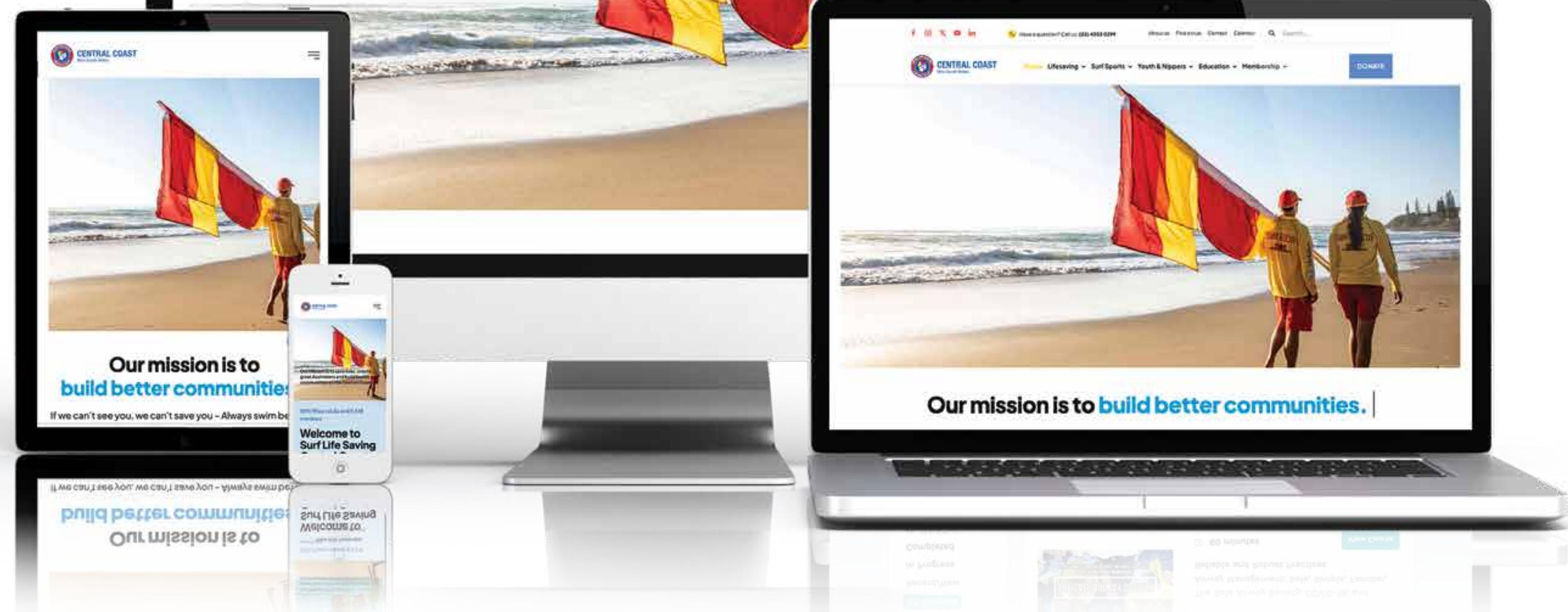
SLSCC had an old and under developed WordPress website that did not engage with the audience. The new site has delivered a slick design, user friendly interface, responsive style that enables the members to find what they need in an efficient way.

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

Software:

WordPress CMS, Adobe Photoshop
and Illustrator

A



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

If we can't see you, we can't save you.

Be safe, always swim between the red and yellow flags.

- Always swim at patrolled locations
- Swim between the red and yellow flags. They mark the safer area for swimming
- Always swim under supervision. Read and obey the safety signs
- If you are unsure of surf conditions, ask a lifesaver/lifeguard
- Don't swim under the influence of alcohol or drugs
- Never run or dive in the water, even if you have checked before as water conditions can change
- If you get into trouble in the water, stay calm. Signal for help, float and wait for assistance
- Learn how to spot a rip and keep clear of it
- A rip can be recognised by sand coloured or rippled water running out to sea when the water on either side is generally cleaner. The waves may also be larger and breaking further out to sea on both sides of the rip

Courses & Events

- SILVER MEDALLION PATROL CAPTAIN
- SILSOE EVENT
- BRONZE MEDALLION
- Silver Medallion Patrol Captain
- Raising Of The Flags
- Intensive Bronze Course

Latest News

- SLSCC 2024/25 SURF SPORTS CALENDAR
- New Surf Sports Calendar
- Remote Area Rescue Tube Roll Out
- LWC24

Thank you to our sponsors and supporters

Acknowledgement of Country

We acknowledge the traditional custodians across all the lands on which we live, work and patrol, and we pay our respects to Elders past, present and emerging.

CENTRAL COAST
New South Wales
Saving Lives Since 1938

Services:

- Lifesaving
- Surf Sports
- Youth & Nippers
- Education
- Membership
- About Us

Facebook:

Get In Touch:

02 4353 0299
7/4 Teamster Close Tuggerah NSW 2259
Get In Touch With Us

Links:

© 2023 - 2024 Surf Life Saving Central Coast - All Rights Reserved • Website by [Australasian College of Paramedicine](#)

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



03.1 Colour palette

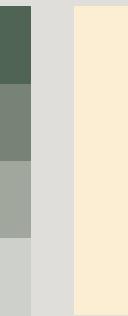
The Guildford Hotel colour palette consists of carefully selected colors that represent our brand identity and values. Consistent use of these colours across all communication materials is essential for maintaining brand recognition and integrity.

Primary Colours

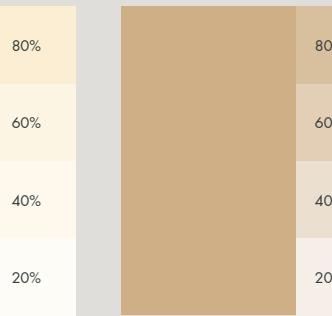
Green



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

Secondary Colours

BISTRO COLOR CODES	80%
CMYK C13 M39 Y99 K0 Pantone PANTONE 131 C RGB R224 G162 B3 Web e0a102	60%
	40%
	20%

SPORTS BAR COLOR CODES	80%
CMYK C20 M70 Y56 K3 Pantone PANTONE 702 C RGB R200 G100 B96 Web c86360	60%
	40%
	20%

COCKTAIL LOUNGE COLOR CODES	80%
CMYK C34 M89 Y77 K44 Pantone PANTONE 7421 C RGB R118 G40 B37 Web 762825	60%
	40%
	20%

BEER GARDEN COLOR CODES	80%
CMYK C47 M30 Y62 K5 Pantone PANTONE 7489 C RGB R150 G155 B111 Web 95a6f1	60%
	40%
	20%

COLOR CODES	80%
CMYK C20 M70 Y56 K3 Pantone PANTONE 702 C RGB R200 G100 B96 Web c86360	60%
	40%
	20%

COLOR CODES	80%
CMYK C20 M70 Y56 K3 Pantone PANTONE 702 C RGB R200 G100 B96 Web c86360	60%
	40%
	20%

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, $1X = \text{Text Cap Height of last "D" in GUILDFORD LOGO}$, 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



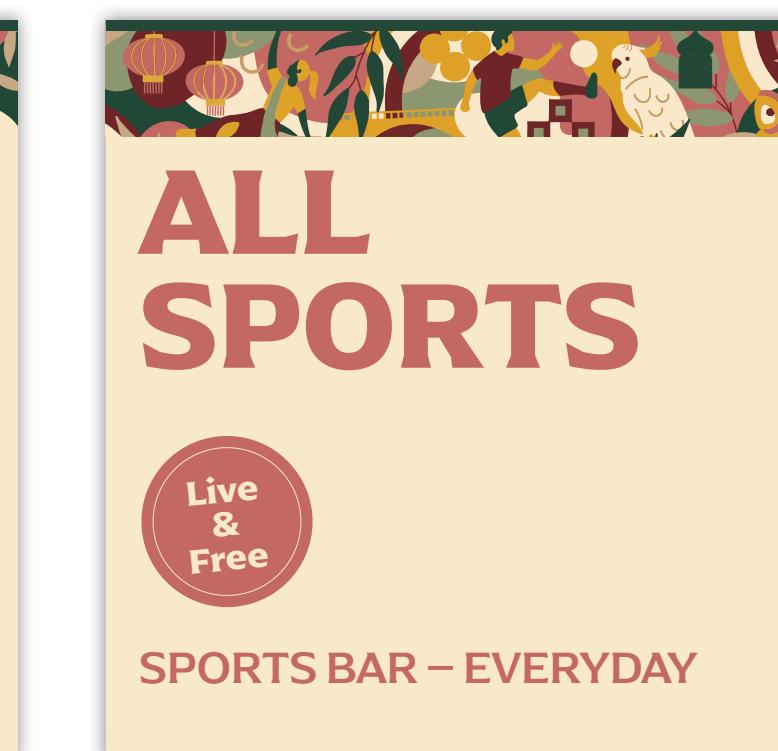
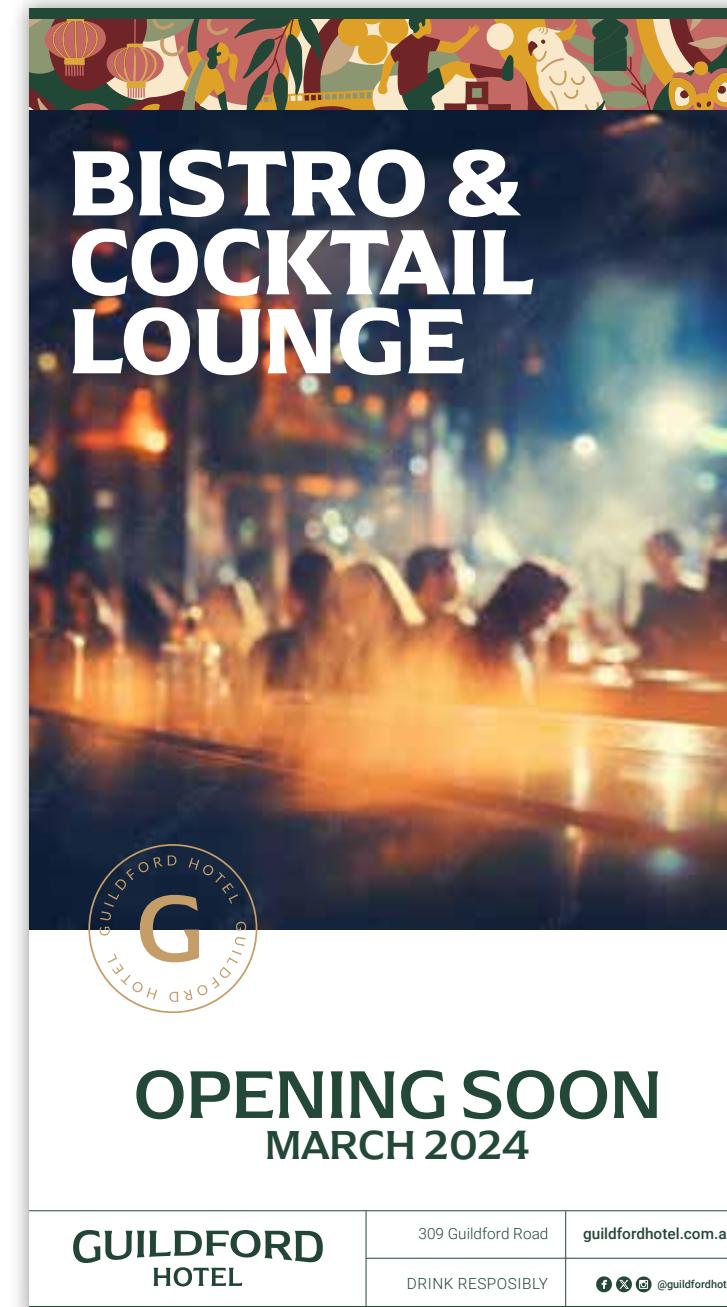
Key points

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



MEMBERSHIP PROGRAM



YOUR MEMBERSHIP



SILVER MEMBER

- 1. \$2 discount on food items, \$0.50c discount on drinks, \$2 discount on Cocktails
- 2. Exclusive happy hour
- 3. Welcome pack with a different voucher each week for 4 weeks
- 4. \$20 Birthday voucher

GOLD MEMBER

- 1. Upgrade reward
- 2. Extended happy hour
- 3. Gold member card
- 4. \$25 Birthday voucher

PLATINUM MEMBER

- 1. VIP bookings and invites to exclusive events
- 2. Platinum Card
- 3. \$50 birthday voucher

C



Small Bites

- 1. Brie & Honey (150g) 14/18
- 2. Scotch Fries (300g) 14/18
- 3. Chicken Thigh Skewers 14/18
- 4. Fish & Chips (400g) 14/18
- 5. Lamb Kump (220g) 14/18
- 6. Hush Puppies (100g) 14/18

From the Grill

- 1. Rump Chop (210g) 14/18
- 2. Scotch Fries (300g) 14/18
- 3. Chicken Thigh Skewers 14/18
- 4. Fish & Chips (400g) 14/18
- 5. Lamb Kump (220g) 14/18
- 6. Hush Puppies (100g) 14/18

Sides

- 1. Chips (150g) 14/18
- 2. Garden Salad (150g) 14/18
- 3. Creamy Potato Smash (150g) 14/18
- 4. Grilled Broccoli (150g) 14/18

Burgers

- 1. Wagyu Beef Burger 14/18
- 2. Grilled Chicken Burger 14/18
- 3. Veggie Burger 14/18

Kids Meals

- 1. Cheeseburger 14/18
- 2. Grilled Chicken Burger 14/18
- 3. Spaghetti (150g) 14/18
- 4. Buttered Fish 14/18

Desserts

- 1. Selection of Slices & Gelato with Wafers 14/18
- 2. Chocolate Brownie 14/18
- 3. Lemon Drizzle 14/18
- 4. Cheesecake 14/18
- 5. Chocolate Fondant 14/18

10% OFF WITH THE GUILDFORD HOTEL PASS

Not to be used in conjunction with any other offer. Valid on current menu items only. Minimum spend required. T&C's apply. Valid for 12 months from date of purchase. Not to be used in conjunction with any other offer. Valid on current menu items only. Minimum spend required. T&C's apply. Valid for 12 months from date of purchase.

Key points

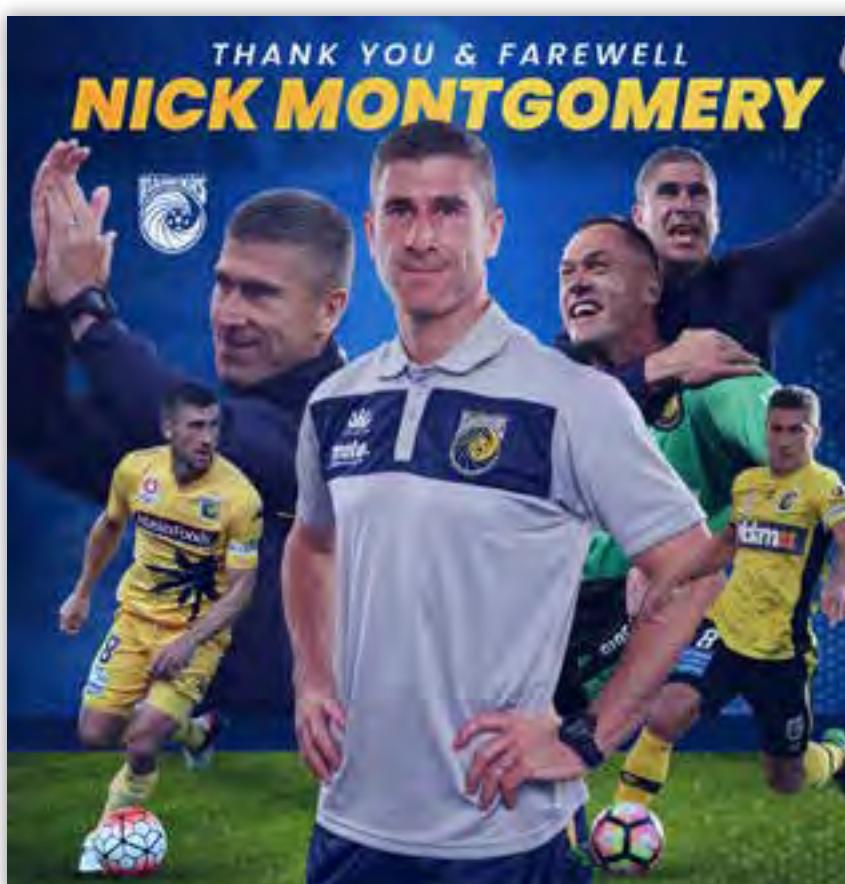
The Central Coast Mariners A-League football club required asset updates on a weekly basis to communicate match day events and promotions.

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



PORTFOLIO

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

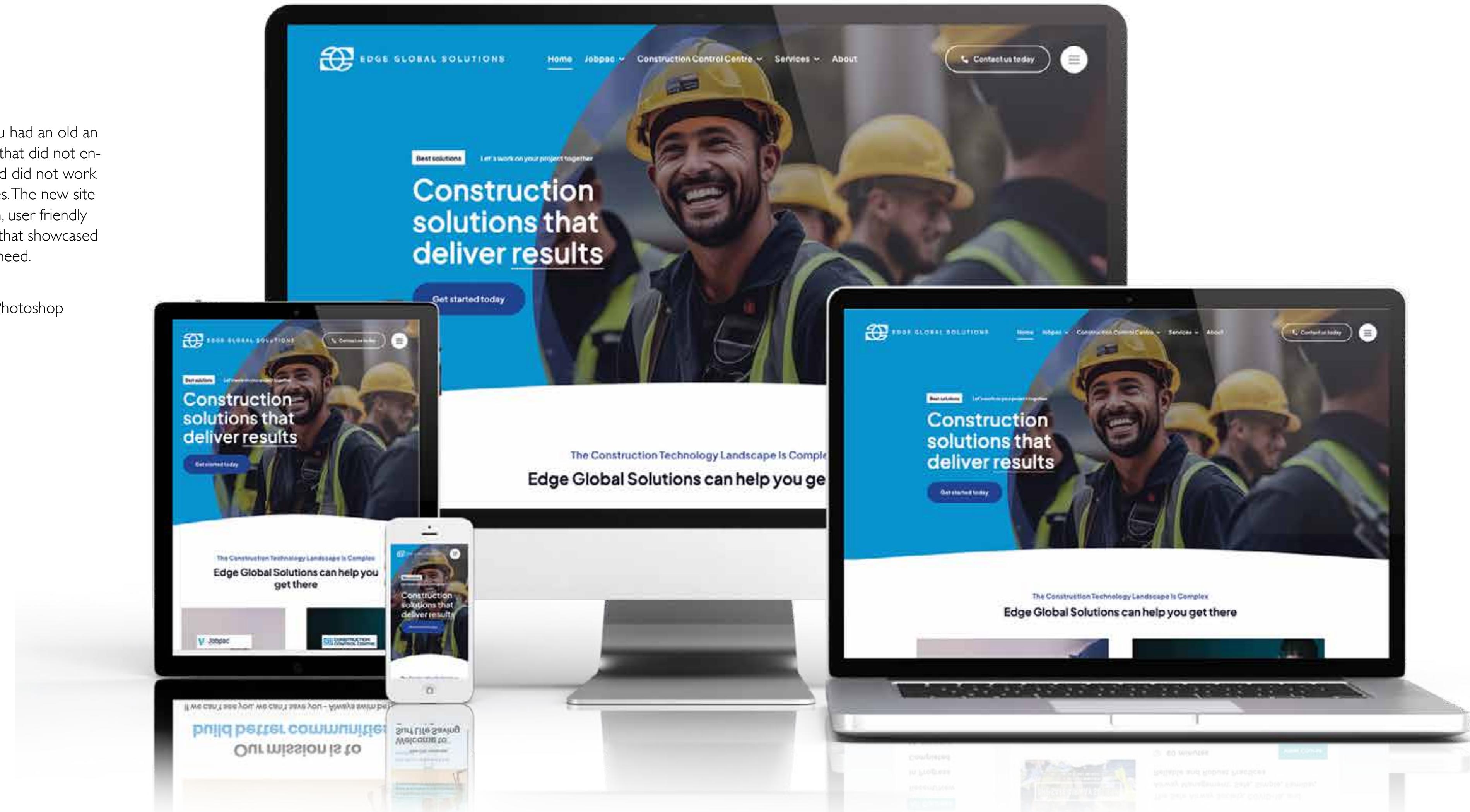


Key points

edegglobalsolutions.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

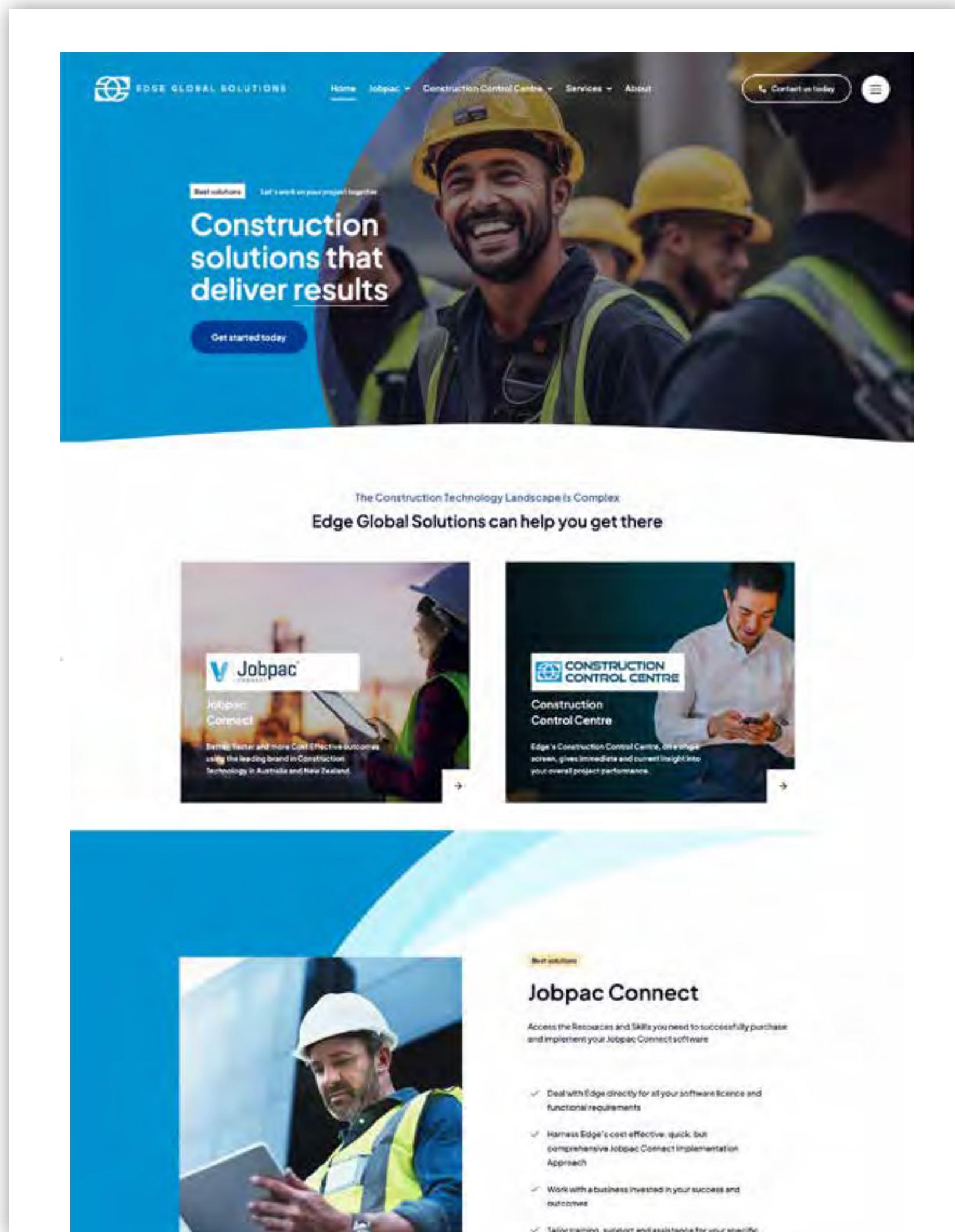
A more construction related on brand home page with info packed navigation and header section – the home page is the 'go to' page for all products and services available to the building and construction industry decision makers

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

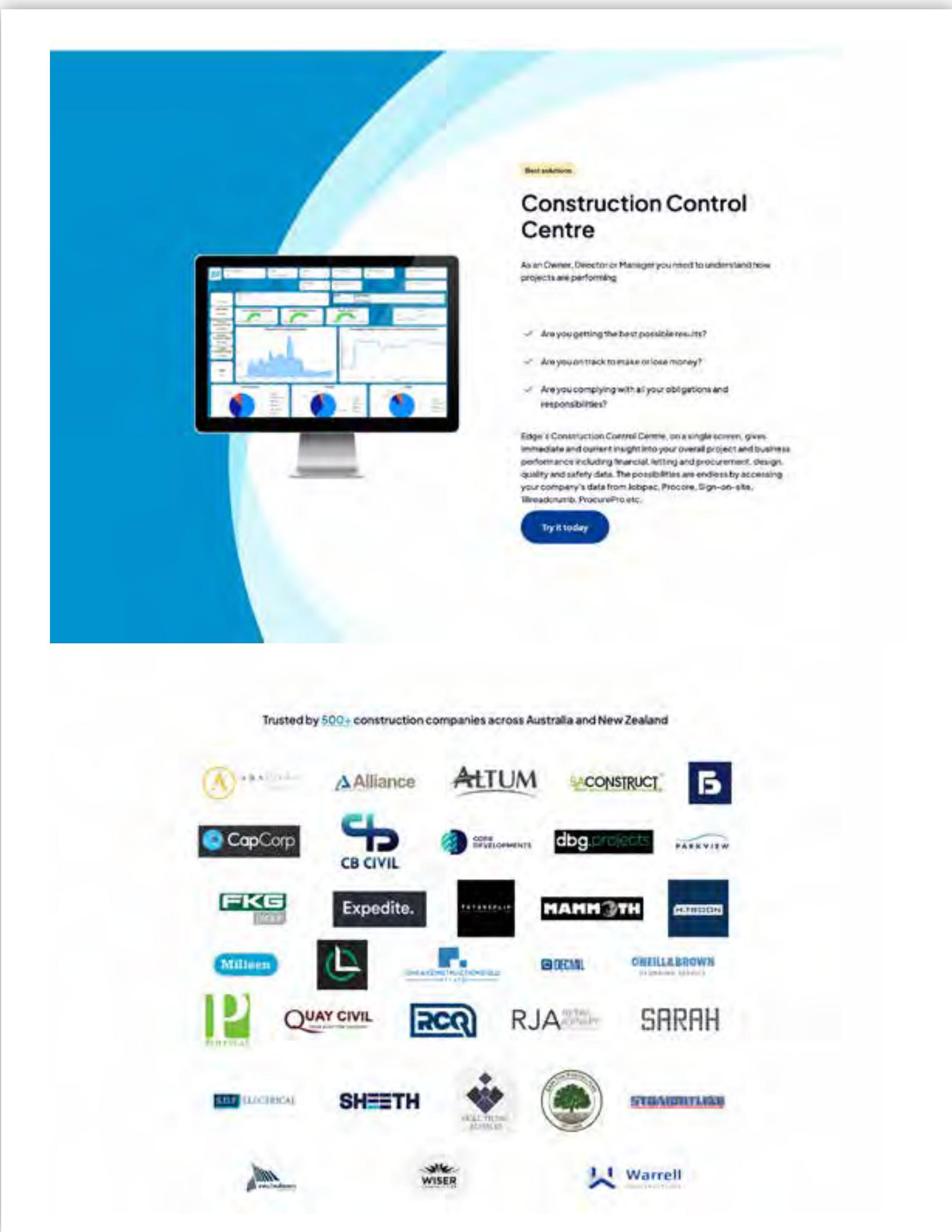
Software:

WordPress CMS, Adobe Photoshop and Illustrator

A



B

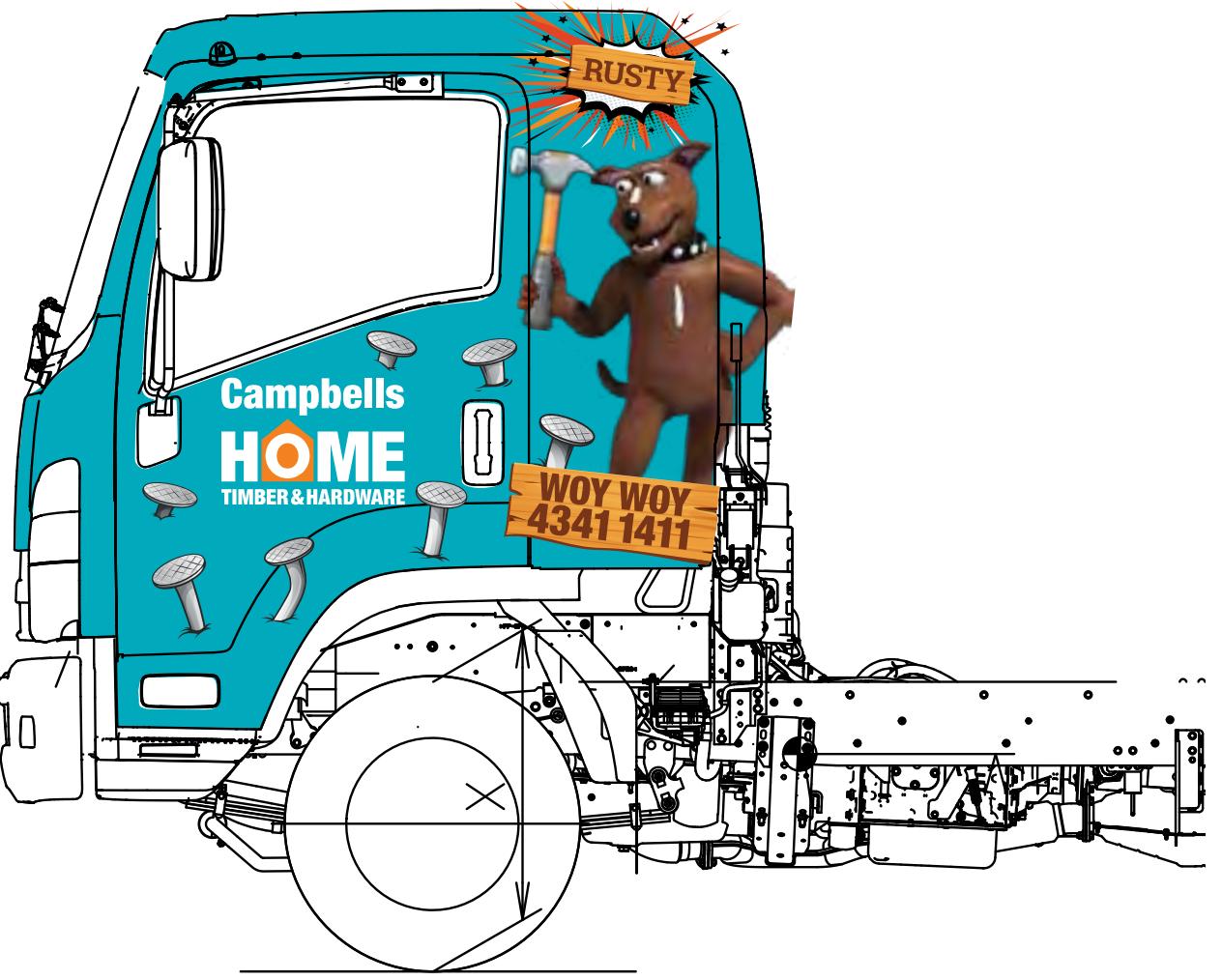


Key points

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



Testimonials



“

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

”

“

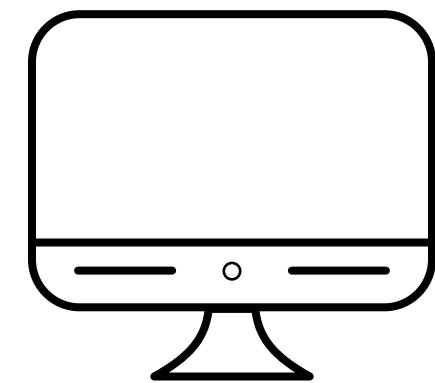
Simon has been a rare find for our business and a great resource as we re-branded Donington Qld as Turning Point Partners and then embarked on the creation of MyCareerMyMove.

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.

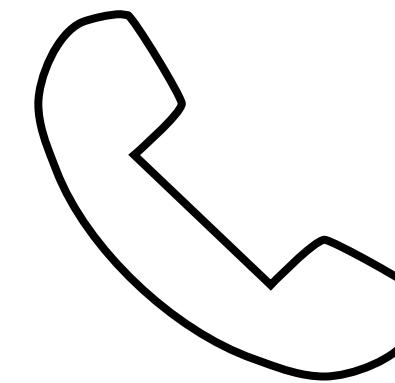
Mark Brand
Peer Advisory Group Chair and CEO at TEC, The Executive Connection
| Executive & Leadership Coach | Career Coach

”

Feel **free** to contact me!



Email me here:
simonsgfdarwin@gmail.com



Call me directly:
0415 580797



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

THANKS FOR YOUR INTEREST