

*NOT ANOTHER CREATIVE



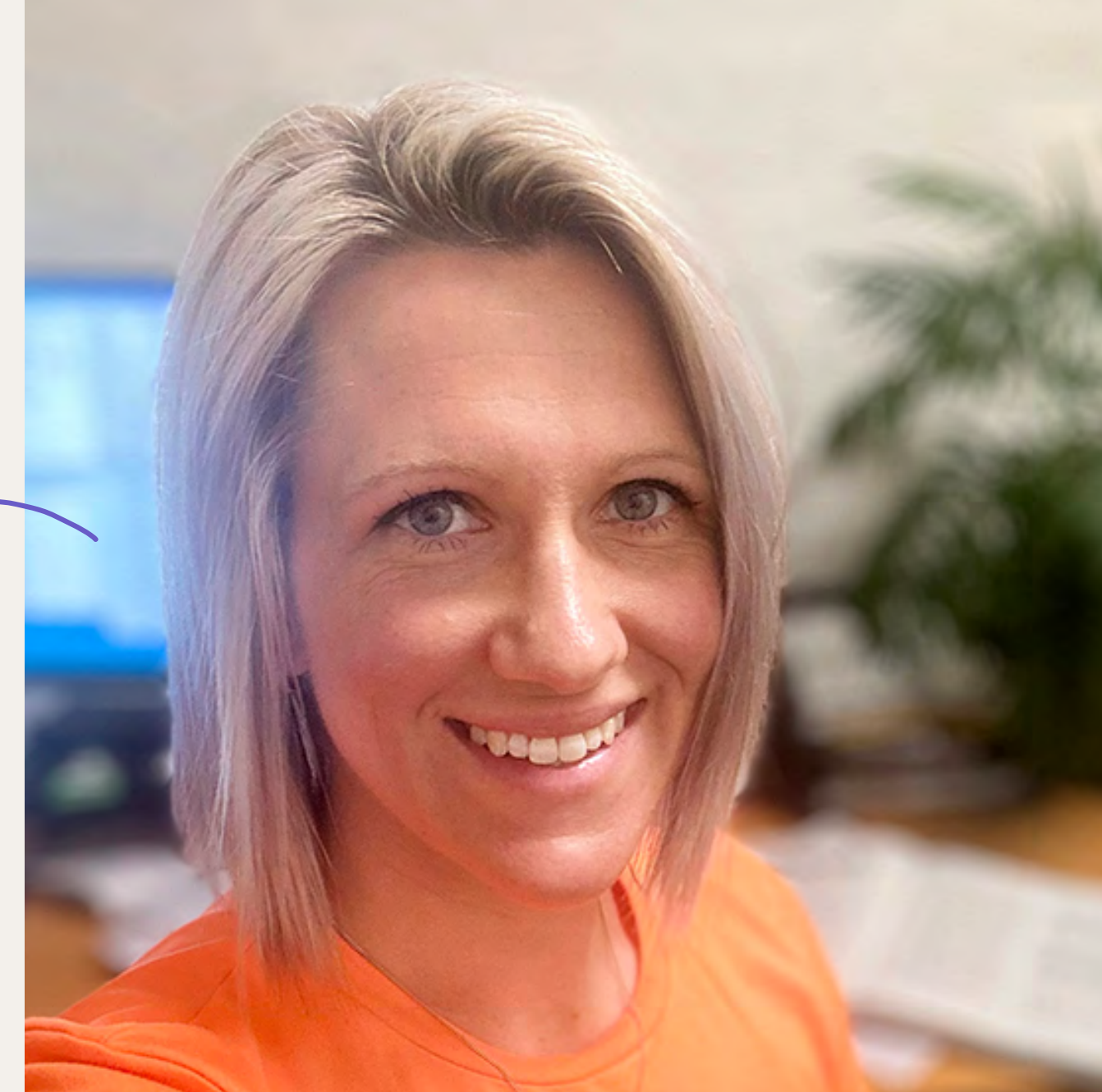
NAC
studio

Steph Boyle

Independent Graphic Designer

NAC

ME ←



**I'm Steph, an Independent Graphic Designer
with a knack for solving visual problems
across identity, print and digital design.**

FOR DESIGN



Not Another Creative (NAC) Studio stands for organisations who care about how they show up. It represents me, an independent designer with a knack for creating design that answers with clarity, purpose and strategic thinking.

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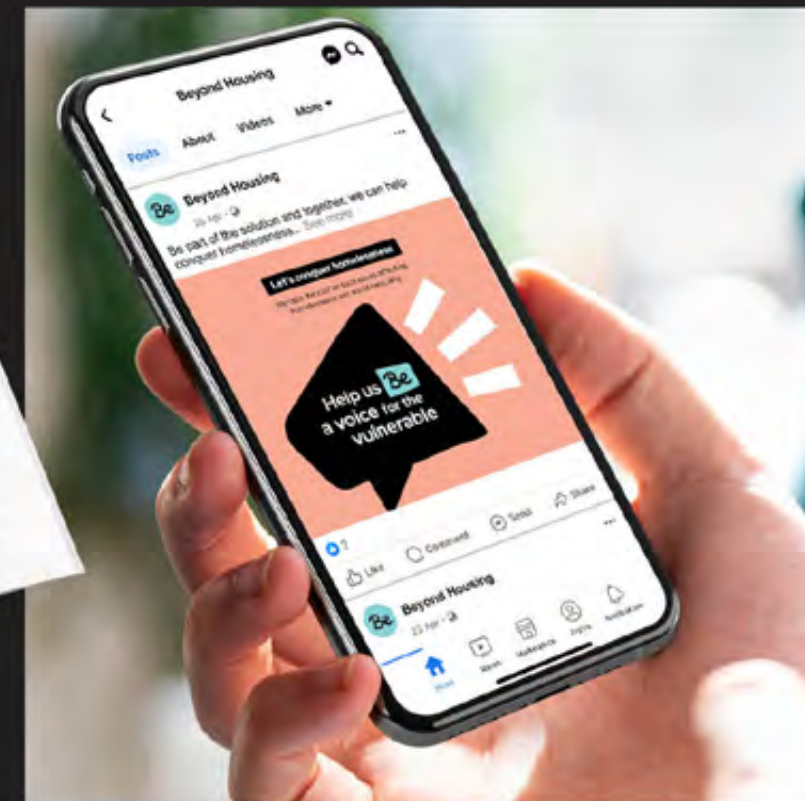
PORTFOLIO



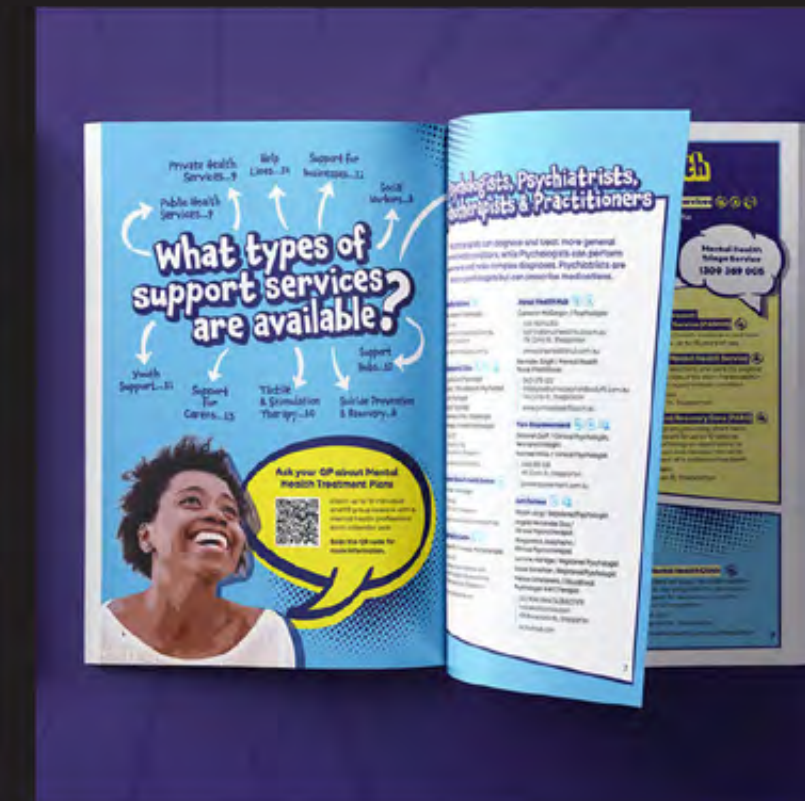
The Bridge Youth Service



Greater Shepparton Foundation



Beyond Housing



The Big Ask



**Greater Shepparton
City Council**

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The Bridge Youth Service

The Bridge Youth Service is a not for profit work with young people aged between 12 and 25 years. The programs are designed to increase their sense of belonging and create a community connection with value and respect. They are the instigators of positive change.

Brief

Rebrand with emphasis on modernising the logo and simplifying key messages to support future use and promote positive outcomes.

Solution

A youth centric visual identity with a focus on the letter 'u' in the word youth, to imply a personal service and play into the abbreviation of words and phrases commonly spoken by young people.

Provided

- Logo Design
- Branding
- Infographics
- Annual Reports
- Brochures
- Retractable Banner



THE
Bridge
Youth
SERVICE



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Greater Shepparton Foundation

Healthy Child Report

Greater Shepparton Foundation coordinated 4 x community-based sessions, bringing Afghani and Congolese women together to discuss barriers and challenges experienced by our culturally diverse community when accessing Maternal and Child Health services. From the findings, 8 challenges and solutions were identified.

Brief

Create a multiple page document to put forward report findings to funders and organisations that can help implement the proposed solutions utilising provided photography and illustrations from the sessions.

Solution

Layout design including reformatting and additional copywriting to ensure key messages were highlighted and the document flowed from a reader point of view.

Provided

- Print layout design
- Incorporation of supplied illustrations
- Additional copywriting to support layout and messaging
- Font sourcing to support illustration style



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Beyond Housing

As the largest community housing organisation in North East Victoria, Beyond Housing work with people experiencing homelessness and housing disadvantage, proving them with a pathway to home.

Brief

Refresh the brand to adhere to colour accessibility requirement and design and roll out of the Annual Report to reflect new branding.

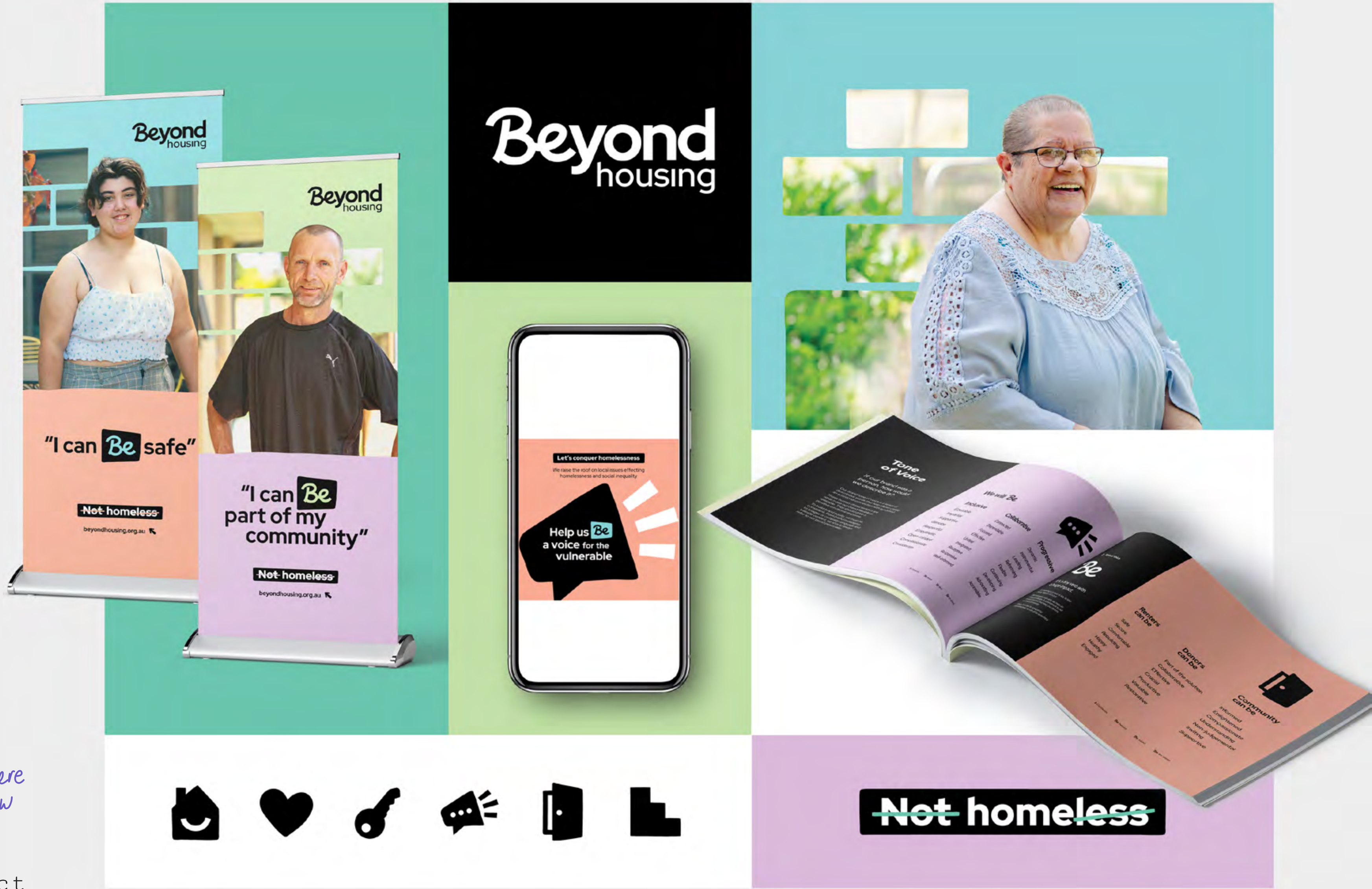
Solution

The new brand is leveraged off the word 'Be'. Whether you are a renter, client, donor, or member of the community, when it comes to conquering homelessness, we can all 'Be' something.

Provided

- Branding + Brandbook
- Tone of voice + brand language
- Accessible colour palette
- Icon suite
- Annual Report (Web & Interactive PDF versions)
- Promotional videos & photography
- Social media assets
- Digital presentations

[Click here to view](#)



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The Big Ask

Mental Health Forum

The Big Ask is an open forum run at the beginning of 2023, about mental health for people to learn and discover what services are available and to break the stigma and talk about it. Proudly created by Simon and Francesca Quattrocchi from GV Finance Brokers.

Brief

Create an event brand that inspires people affected by mental health issues to be part of discussions, ask questions and find out about support groups and services.

Solution

The comic, pop art style has been utilised to be to play on the storytelling aspect of comics, which present conversation as thoughts or in speech bubbles.

Provided

- Event branding
- Graphics
- Advertising and posters
- Retractable banner
- A5 print and digital services guide copy writing, layout and material sourcing
- Social media assets



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Greater Shepparton City Council

Economic Development Department

Greater Shepparton City Council's Economic Development Department specialises in the areas of business and industry growth, investment and attraction, new business development, place activation, grants, training and business networking events.

Brief

Transform a detailed report on the impact of the Goulburn Murray Valley (GMV) Queensland Fruit Fly (QFF) Area-Wide Management (AWM) program into a visually engaging and user-friendly document to encourage further funding.

Solution

Branded a 48 page document to make content flow and information easier to digest with stylised graphs, maps and page layouts.

Provided

- 48 page document - print and digital versions
- Map designs
- Graphs and stat graphics
- Source imagery and photo editing

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