

# profile 2023

## Logo Design

MULTIPLE FILE FORMATS FROM **\$330**

## Business Card Design

TWO SIDED FROM **\$120**

## Business Card Printing

500 CARDS, CELLO & DELIVERY FROM **\$165**

## Letterhead Design

ARTWORK AND WORD DOCUMENT FROM **\$120**



## Email Signature Design

FROM **\$80**

## Newspaper Ad Design

COLUMN ADS FROM **\$180**

## DL Brochure Design

2 SIDED ARTWORK FROM **\$220**

Prices  
Exclude  
GST

with over 35 years of producing professional and affordable graphic design solutions in both print and web, I can confidently assure you **I am the right person** to assist you with your work.

### services

- EXPERT LOGO DESIGNER
- PRINT DESIGN AND LAYOUT
- PRINT FINISHED ARTWORK
- QUALITY PRINTING
- ADVERTS AND SIGNS
- PACKAGING, STATIONERY, BROCHURES AND FLYERS
- DOMAIN/WEB HOSTING
- MOBILE WEB SITE DESIGNS
- ADVICE AND HELP

### contact me

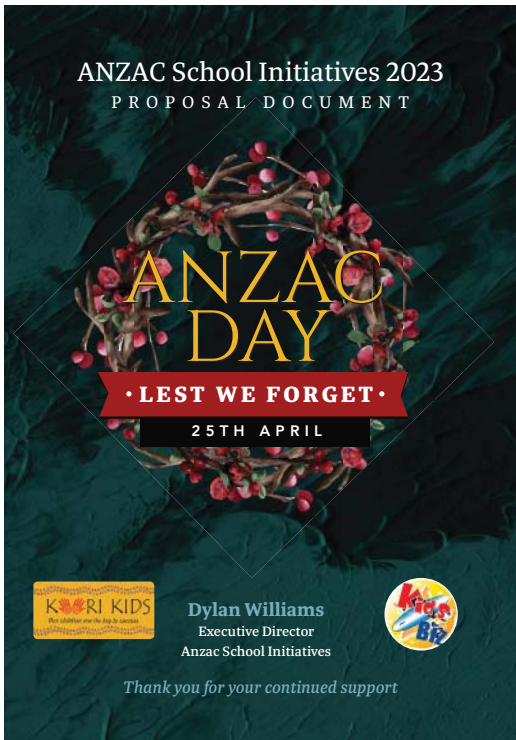
**Simon Creedy**  
Graphic Designer

37 Epping Road  
Lane Cove North  
Sydney NSW 2066

Email [simon@creedy.com.au](mailto:simon@creedy.com.au)  
Mobile 0411 888 478  
Phone (61 2) 9427 0632



Here are some representations of the work I do. Most of the work shown in this profile is from the past 3 years.



The ANZAC DAY project is a recurring project for Koori Kids and appears each year requiring a fresh look each time. Logo Design, Proposal Brochure, Entry Certificates, Final Report Brochure



Series of colourfully illustrated Prayer Books designed to commemorate the centenary passing of 'Abdu'l-Bahá, a central figure of the Bahai Faith. Book Design Cover and Interior

## about me

Although originally from England, I have worked as a Graphic Designer in Sydney for over 35 years.

I am a Graphic Designer with advanced abilities in multiple disciplines including, Graphic Design, Page Layout, Finished Artwork, Mobile Web Design, Branding, Packaging, Signage, Advertising and Printing.

In 1995, I started my own business using my own name and trading from my home producing Logos, Advertising and Print Graphics.

In the past 28 years, I have designed the graphics for hundreds of Logos, endless Adverts, Flyers, Brochures, Signs, Shop Fronts, T-shirts, Hats, Mouse Pads, Pens, Stationery, Bunting, Forms, Websites, Books and lots more.

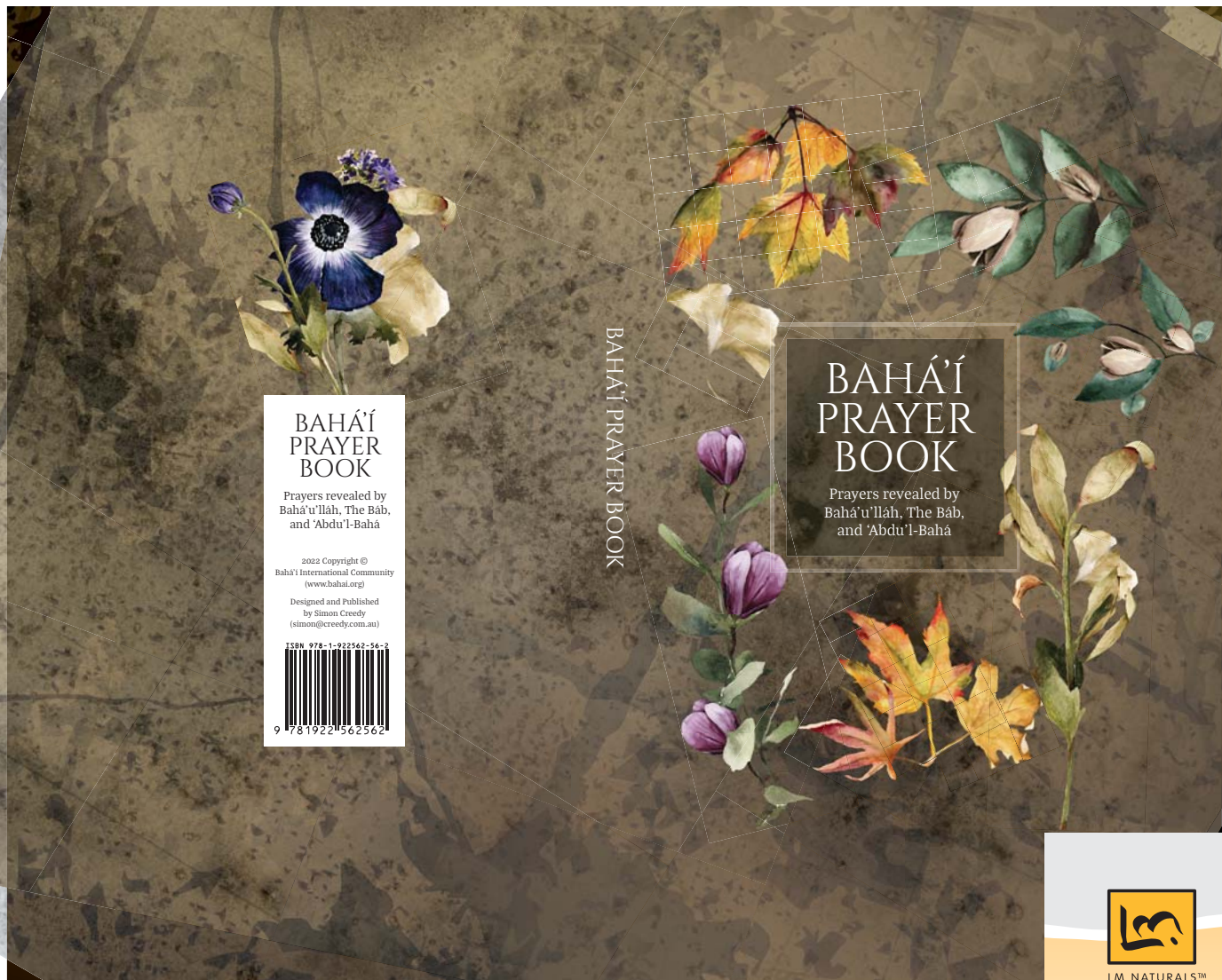
The very nature of being a freelance graphic artist is that you quickly experience a huge variety of different graphic issues and learn to think fast and smart to solve each of them. As time goes on, it all quickly becomes second nature.

## my Inspiration

Creative and/or clever solutions are not imagined at the time (as I at first thought many years ago). They are devised from the knowledge gained from many years of looking at solutions, thinking about communication, and fully understanding requirements & processes.

A great graphic communicator is achieved by soaking in all that you see and experience. After a lot of reflection it becomes infused into you and is accessible as a resource which you are then able to tap into and produce the exceptional.





This is the artwork for the cover of the new illustrated Bahai Prayer Book.

LM Naturals is a company that provides skin cream for women. Here is an example of the packaging design that was used. Logo, Colour Scheme, Font Choice, Packaging Design and Artwork.



A Slice of Life is a company that offers both community type activities that include NDIS Services and Global Specialty Tours. Logo Design, Colours, Font Choice, Sticker Design and Artwork.



## contacting me

I am mostly contacted either via email, a website form or just a phone call (my preference).

I will get back immediately by phone or email depending on what is required.

My work comes largely from word of mouth which is enhanced by my 5 star Google reviews.

I charge \$120 per hour plus gst and have done for more than 15 years.

## how I work

I use a lot of different problem solving techniques, built up over the years from seeing and working in different mediums, with wide ranging products and services. My experience shows that no two clients or jobs are the same.

My work incorporates a wide variety of software programs required to achieve graphic outcomes required to incorporate into my work. These can include a perfectly Retouched Photo or a complex Brochure/Flyer/Ad layout.

## software

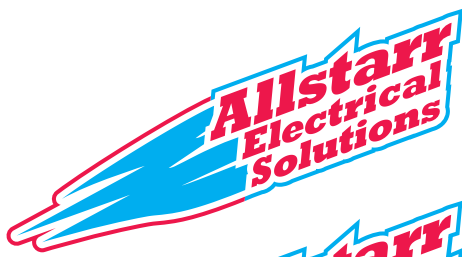
**In Design CS5,**  
Layout and Artwork

**Illustrator CS5**  
Logo Design and Illustration Work,

**Photoshop CS5**  
Photo Manipulation and Creative Effects

**Mobirise 5**  
Website Building

**Microsoft Office**  
Word, Publisher and Power Point



Various Logo Designs



ASH & LEAF



100 HOLIDAY HOMES  
RELAX UNWIND & ENJOY



Patrick Böhm Massage Therapist  
Business Card and Walk in Sign



DownUnder Enterprises produces essential oils and sells globally. Logo Design, Brochures, Flyers, Posters, Adverts.

## my philosophies

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

- I work alone (much less stressful)
- My clients are always right
- The last touch on a job is what makes it perfect - so stand back and take a good look before letting it go
- Everyone gets simple
- There is always one more typo
- Printers and Couriers are always late so plan for it - leave plenty of time
- Great Service and Love are commodities a client is unlikely to pay more for - but you they will always return for more if they love what you do
- People expect Loyalty and Honesty but appreciate Kindness, Extra Care and a Fast Service
- If it doesn't look quite right... then find out why and fix it

## don'ts

Do not recommend a business you haven't tried and tested yourself because clients need to rely on everything you do and say.

Do not expect your work to be right first time, be patient with your client.

Give people time to pay. Some clients can pay immediately but for others that extra few days can make a difference between coming back to you or going elsewhere.





**How Can We Help?**

**Nursing, Aged & Disability Support Services**

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Please complete and email to [nursereliefnt@gmail.com.au](mailto:nursereliefnt@gmail.com.au)

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**How Can We Help?**

**Nursing, Aged and Disability Support Services**

**Sylvia Treacy SRN**  
NURSE SPECIALIST - DIRECTOR

**0410 146 056**

[nursereliefnt@gmail.com.au](mailto:nursereliefnt@gmail.com.au)  
[www.nursesupport.com.au](http://www.nursesupport.com.au)

SPECIALISTS • EXCELLENCE • CAPABLE • TIMELY • OPTIMISTIC • RELIABLE

Sylvia Treacy is an SRN working in the North Queensland and offers a Nursing, Aged Disability Support Service. Logo Design, Stationery, Email Signature, Image Retouching, Multiple Complex Forms, a Brochure and Website.



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**Angela Rose Perou**  
PRINCIPAL, L.R.E.A. (CLASS 1)

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**0414 554 122 Angela Perou 9960 1535 Lisette Papaanni**



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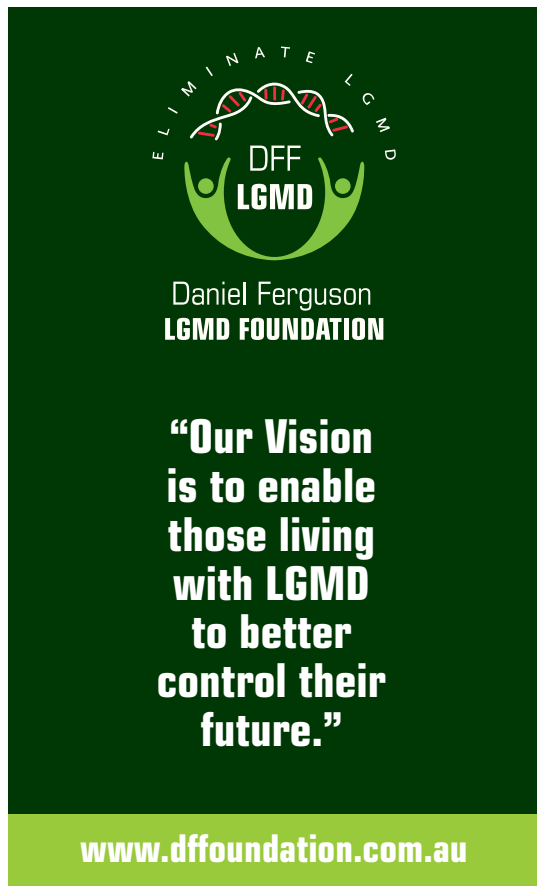
**Master Builders Association**  
New South Wales

Wansaplex Building Services - Master Builders, building luxury homes. Shade Cloth Design 10 Metres

Daniel Ferguson LGMD  
Foundation, Logo,  
Brochures, Posters,  
Pop up Signs



Bay Road.  
Modern Design for a  
Natural Deodorant  
in a can.  
(this product  
smelled and felt  
amazing)  
Logo, Packaging  
Design.





collaborate • support • care



home  
is  
where  
your  
heart is

SUPPORT WORKER HANDBOOK  
& CODE OF CONDUCT



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www.centralishomecare.com.au



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Kurt's Rubbish Removal fast friendly service  
Newspaper Advertising

# Kurt's

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Call Kurt Now 4778 0091

Cordouan Health - A game changing app called Mentality  
Logo Design, Image Creation and Retouching, Brochure  
and Letter Design and Artwork.

# mentality

BY CORDOUAN HEALTH

THE GAME CHANGING APP MONITORING YOUR BEHAVIOURAL PULSE™

[www.cordouanhealth.com](http://www.cordouanhealth.com)

# mentality

BY CORDOUAN HEALTH

**THE GAME CHANGING APP MONITORING YOUR BEHAVIOURAL PULSE™ AND ENTERPRISE PLATFORM ENABLING LARGE-SCALE PREVENTATIVE MENTAL HEALTH SOLUTIONS**

**The Big Issue**  
It is universally recognised that mental health has now become a global multi-trillion dollar issue impacting individuals, companies and economies. There has been a massive rise in treatments, platforms and consumer apps to address existing mental health conditions but little to prevent them. Now employers, their employees, individuals and governments are seeking a more preventative approach.

**Cordouan's Unique Solution for Prevention - The Behavioural Pulse™**  
Every individual has a unique Behavioural Pulse™. The Cordouan Health app enables the ability to monitor that Pulse complied using AI-driven behavioural analysis of phone usage and data. It also notifies when deviations or unusual changes in the Pulse are detected and suggests interventions to help maintain mental health balance and life connectivity. Put simply the Cordouan Health app first establishes and then continually monitors each person's unique Behavioural Pulse™ and provides nudges, when required, to maintain a good Pulse within a normal and healthy range, pre-emptively and beneficially impacting the individual's mental health.

**Designed to support individuals and enterprises**  
The Behavioural Pulse™ provides personal and group-based insights. The Cordouan Health enterprise platform logs all anonymised individual deviations and can then aggregate them into a group based Behavioural Pulse™, allowing meta-analysis of user data while preserving the absolute data privacy and security of the core platform.

**More Accurate Data by eliminating self-bias**  
Cordouan Health has eliminated the need for users to continually input information about their mental wellbeing, mood, and feelings by engaging directly with the individual's behaviour indicators. It then passively monitors changes in those indicators for and on behalf of the individual and engages with the individual when most needed to prevent mental health issues emerging. This approach removes the inherent self-perception bias, and the observational inaccuracies of other digital platforms in the behavioural space.

**How We Are Different**  
Uniquely, the Cordouan app doesn't wait for the user to provide information; it uses, with permission, existing data already collected on phones and devices. The app doesn't let deteriorations in behaviours persist for prolonged periods of time; it responds to subtle initial aberrations in an individual's indicators. The app doesn't need to wait for a mental health condition to be material enough to be diagnosed; it engages with an individual early to help prevent conditions arising and protect emotional wellbeing.

**Large Scale Rollouts**  
Pilot agreements are under discussion with organisations and a leading university in the UK and Australia and partnerships are being discussed for complementary content, products and services. Mass roll-outs will commence to a broader range of corporates, associations, individuals and via API/SDK following completion of the pilots. The app functions both standalone and integrated with other applications.

**Enterprise Solution**  
Cordouan's enterprise solution interfaces a data repository with its content repository, allowing scaled analysis of anonymised metadata to offer unprecedented insight into real time status of user cohorts, scalable from local to global. This enables organisations to target support and programs to relevant groups.

**Powerful Business Model**  
Cordouan generates revenue through enterprise subscriptions either as standalone app or integrated into existing employee benefits systems and platforms via SDK or API. Margins are also generated from product and services embedded into nudges.

**Proven Team**  
The Founders have a record of successfully creating and commercialising new business opportunities. Over the last six years they have created, built and sold a healthcare AI driven physical health screening platform app. They also built and sold a fintech asset management platform with embedded Robo-advice. Prior to this the Founders have concluded two successful IPOs on the ASX and other significant trade sales. The broader team capabilities cover technology, advanced data science analytics, security and encryption plus many years in the consumer healthcare sector as well as drawing on the academic sphere.

**Life Connectivity - The Key to Mental Health**  
The Cordouan app provides real time, actionable and specific feedback to enable deeper understanding of behaviour and emotional wellbeing and ensure that life connectivity and mental balance are maintained.

**The app and enterprise platform which promotes whole of life connectivity**

**Cordouan Health Limited**  
Suite 3, Level 2, 66 Clarence Street, Sydney, 2000, Australia

71-75 Shelton St, Covent Garden, London, WC2H 9JG, United Kingdom

[www.cordouanhealth.com](http://www.cordouanhealth.com)



EasyCare - Logo and Shopfront Design and Artwork



Aid Property - rebuild Logo and produce Shopfront Design and Artwork

Ironman Security - Steel Security Grilles in Sydney - Logo - Brochure - Website - Security Door Drawings

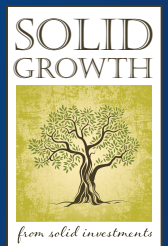






WHITTAKER  
• PROPERTY MANAGEMENT •

ST JAMES HALL



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