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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Divus Design

By Van Freytag

Divus Design by Van Freytag

Divus Design is a graphic design business located in South East Sydney Australia offering creative services including logo design, corporate identity, website design, promotional design, brochure design, documentation & design, business stationery, print design & management and all general graphic design services. We at Divus Design know how important your business identity is and it's more than just your sales team and the people who answer your telephones that portrays the image of your business. When not in direct contact with your firm, your customers or potential customers use the impression in their heads or on paper about your business. It is usually your corporate look that they think of when they think of you. The first impression of your company for a customer will probably be your logo, which they will use to make assumptions about your business. If your an IT company and your logo is sharp swift and technically advanced, thats the exact first impression that your customer will have of you and your business. – You konw what they say, first impressions last!

Our designs are creative and conceptual designs that work well and look good! We design from scratch every time making your corporate identity, logo, covers or advertisments one of a kind, and this is important in a competitive market more so than most would believe. Most of the time buying a product or service the decision is made subconsciously by the creative side of our brains. Our eyes pick up the easiest shapes and objects to recognise and the most asthetically pleasing images talk to us the best. At Divus Design we have few rules and bouderies to our work, however we always structure our creative thinking around these four words – CLEAN – SIMPLE – FRESH – CONCEPTUAL.

Our services include:

- * Logo Design & Corporate Identity
- * Website design
- * Corporate Stationery
- * Annual Reports
- * Promotional Material
- * Flyers & Brochures
- * Newsletters

- * Packaging
- * Point-of-sale Marketing
- * Company & Product Booklets
- * Posters & Banners

After studying for 4 years in the field of graphic design at one of Australia's prestigious design colleges (Enmore Design Centre Sydney), Van spent 6 months in the industry before starting DivusDesign. The company was built with nothing but love for design and skills to match. Now one of the most original and effective designers in Sydney. Van uses a four words to create his designs:– CLEAN – SIMPLE – FRESH – CONCEPTUAL.

Corporate Identity

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Corporate Identity by Van Freytag

This article is about the importance of good Corporate Identity, and it's more than just your sales team and the people who answer your telephones that portrays the image of your business. When not in direct contact with your firm, your customers or potential customers use the impression that they already have in their heads of your company. When we remember something we use images to categorize in our heads what we are trying to remember, when it's a company we remember things about it by thinking about the corporate identity (usually the Logo and colours used).

In conclusion it is usually your corporate look that customers think of when they think of your business. The first impression of your company for a customer will probably be your logo, which they will use to make assumptions about your business. If your an entertainment or events company and your logo is dull boring and been done before then thats the exact impression that they will have of your services. If your an IT company and your logo is sharp swift and technical, thats the exact first impression that your customer will have of you and your business. – You know what they say, first impressions do last! On the same note Corporate Identities are remembered.

Your Corporate Identity is also an important attraction mechanism for your company, therefore it must look good and be aesthetically pleasing to the customer as well as having a conceptual meaning behind it in accordance with what products and/or services your business provides. Your logo must be an easy object for the eyes to pick up and for the brain to remember, this is because if your competitors logo is much easier to remember the client will remember it first! You'll loose that customer, and many more.

We at Divus Design know how important Corporate Identity is and our designs reflect that knowledge. At Divus Design Studio we serve our clients with creative and conceptual designs that work well and look good! We design from scratch every time making your corporate identity, logo, brochures or advertisements one of a kind, and that is important in a competitive market, more so than most would believe. Most of the time when buying a product or service the decision is made subconsciously by the creative side of our brains. Our eyes pick up the easiest shapes and objects to recognize and the most

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aesthetically pleasing images talk to us the best. Make your Corporate Identity number one when it comes to strategically marketing your business.

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At Divus Design we have few rules and boundaries to our work, however we always structure our creative thinking around these four words: –

– CLEAN – SIMPLE – FRESH – CONCEPTUAL –

Come and visit our website at www.divusdesign.com.au or contact us directly at

info@divusdesign.com.au – Mobile 0407 894 561. Regards, Van Freytag.

Education: Cambridge Business College Hurstville (Public Relations Certificate 4). – Lidcombe TAFE (Design Fundamentals). – Enmore Design Centre Sydney (Advanced Diploma Graphic Design). – Ultimo TAFE (IT Website Design_To be completed). Full time industry experience as employee at two different companies. – Owner and Managing Director of Divus Design.



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