Good. Easy. Done.

Connect with your community through great design.



pogo

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Hello.

I'm Jane Comben.
Your community-focused graphic designer that thrives on collaboration and building relationships. I love a bright idea and bringing it to life with a bit of bounce!



Do you need a designer on your team who *"gets it"*?

Someone who adds value, strategy, ideas and delivers? Who is friendly, builds good working relationships and is happy to help with a range of projects, large and small?

I'm an experienced designer who's flexible and understands the realities of working with the public sector and organisations. I partner with communication professionals to nail the brief, come up with great ideas and effective designs.

"Jane brings a blend of creativity and practicality to the table."

Allen Yip, Programme Manager,
WELLINGTON REGIONAL LEADERSHIP COMMITTEE

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You've got important

information

to communicate

But you're also juggling deadlines, budgets, multiple stakeholders, approvals and competing priorities.

- Do you wish you had a **graphic designer on your team**?
- Need someone flexible who can **work with the brand** you've got?
- Need designs that **communicate complex information** clearly and effectively?
- Want a stress-free design process that **delivers great work your team love**?

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Services

Graphic design

A full range including: annual reports, logo and brand development, digital documents, leaflets, newsletters, posters, pull up banners, infographics, signage and maps.

Working with existing brands

Already got a brand you love? I can be a ‘brand custodian’ that follows and maintains your brand standards across projects. Archiving them so we can find old projects easily.

Creative strategy

Tap into my 25+ year career’s worth of design thinking, insight and expertise. Creative collaboration to help achieve your plans and objectives.

Community engagement & event promotions

Visual storytelling to connect to your community. Interact and inform with placemaking and promotion.

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Here to help

Document design

Professional documents to inform and inspire:

- Brochures and leaflets
- Annual reports and consultation documents
- Newsletters and in-house magazines
- Survey and feedback forms
- Digital documents

Community engagement & events

Connect with your community through graphic design:

- Posters, flyers, postcards, adverts and invitations
- Pull-up banners and flags
- Signage, information and exhibition panels
- Event maps and guides
- Social media files

Information design

Transforming data into engaging, easy-to-digest visuals:

- Infographics
- Maps
- Diagrams, tables and custom icons
- Facts-on-a-page
- Interpretive signs and exhibition panels

Creative strategy & brand support

Strategic design solutions to enhance your brand:

- Brand strategy
- Logo design and visual identity
- Brand development and re branding
- Implement existing brand guidelines (brand custodian)
- Create new brand guidelines

Case study: Kāpiti Coast District Council

Community engagement Te Ara Whetū (Waikanae Library)

GOAL: Find out what was important to people and which options the community preferred.



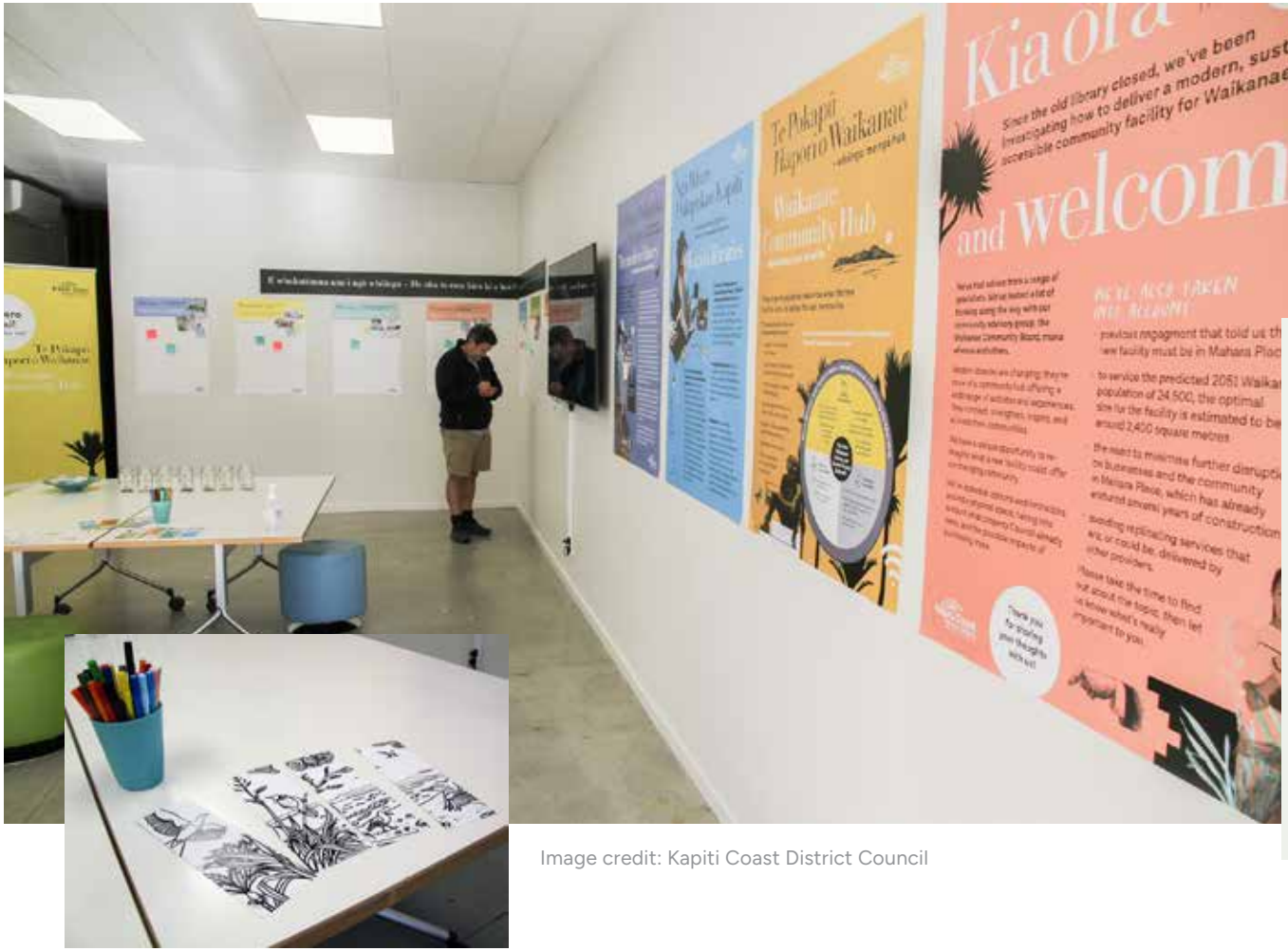


Image credit: Kapiti Coast District Council

BRIEF:

- Create visuals to tie the look of physical and digital consultation together.
- Work across a range of items: from posters, brochures to social media.
- Accommodate bi-lingual content.
- Show aspects of a modern library like community engagement, learning, performance, events and digital resources.

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APPROACH:
I used a collage technique on blocks of bold colours which allowed for:

- A family 'look and feel' while allowing for flexibility across shapes, sizes and channels.
- A mix and match suite of retro illustrations, photos, shapes and silhouettes that suggest aspects of a modern library without being too specific.

RESULT:

- The council agreed to the option selected by 50% of the respondents, and will refurbish the former library.
- More than 500 individuals visited the engagement centre or interacted at community markets and other venues.
- Over 3000 comments via post-it notes and online survey/ idea boards.

437
completed
feedback forms
and online surveys

"We're engaging this week. People love the posters!"











Image credit: Kapiti Coast District Council

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'you make life so much easier for us'

'This looks fabulous!'

'Thanks a million'

Why me?

'Original'

'nice job'



Good

CREATIVE
Bringing bright ideas that will work.

FOCUS AND INSIGHT
Asking the right questions to add value.

PROFESSIONAL
Great, practical solutions based on experience you can trust.

Easy

RESPONSIVE
Friendly, flexible and reliable support with no gatekeepers.

COLLABORATIVE
A great team player that works well with others and aligns with your values.

EFFICIENT
Getting it right the first time, with speed and accuracy.

Done

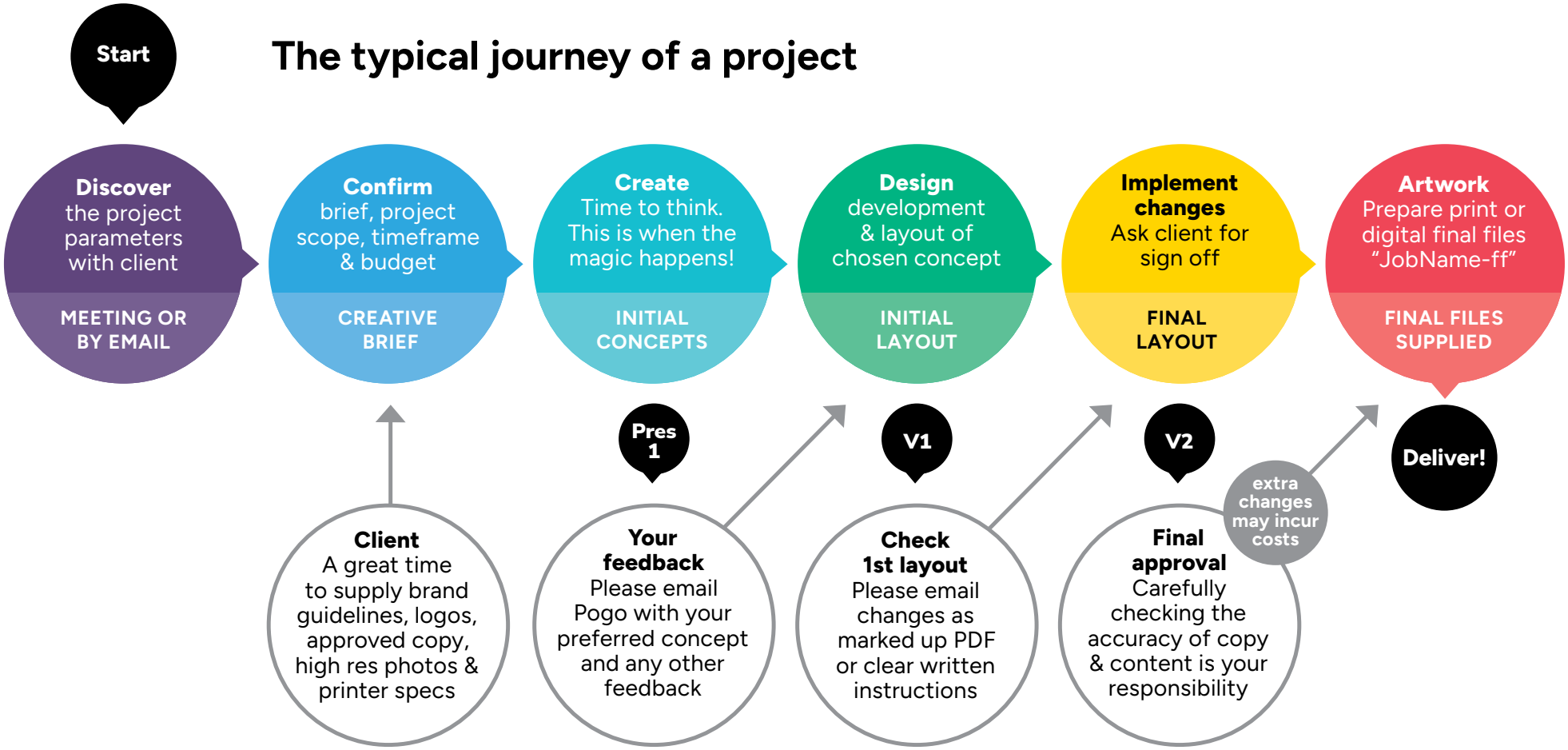
DELIVERY
Bringing your vision to life, on time, on budget and without drama.

ON BRAND
Knowing your brand and providing continuity across projects.

VALUE FOR MONEY
Providing cost-effective solutions for organisations that make a difference.

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The typical journey of a project



Job process

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We've worked with Jane for several years. ***Her consistent and pragmatic approach towards the design of our magazine and annual report make the process really easy for us.*** *Her attention to detail and ability to turn projects around quickly is impressive and we look forward to working with her with each new publication.*

Laura Dalby, Communications Manager, **QEII TRUST**

Jane is great to work with. ***Not only is she an excellent designer, she is responsive, accommodating*** *and a kind person (an underrated quality). Thanks Jane!*

Local Government Senior Communications and Engagement Advisor

Jane has worked with me on several projects. She's pragmatic, always finds a suitable design solution, and can work with a wide range of different briefs. ***PLUS she's fast, flexible and easy to work with.***

Robyn Cockburn, Director, **LUMIN**



Community-focused

Graphic design to connect, inform and engage. Delivered on time and on budget.

BETTER TOGETHER

I believe teamwork and collaboration get the job done. Let's build working relationships that focus on delivery not unnecessary drama.

BRING THE BOUNCE

Expect a friendly, responsive graphic design service whether you're after an annual report or a simple poster.

BRIGHTER IDEAS

Powered by curiosity and creativity, listening and asking questions feeds focus and insight.

BUILD COMMUNITY

Stronger connections help us all thrive. I love working with organisations that want to make a positive difference for their communities.



"We found working with Jane from Pogo Design to be a pleasure. She was very efficient and helpful.

Jane's concepts were fresh and exciting and the finished products were a perfect fit for purpose."

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Frequently asked questions

FAQs

How does it work?

Make contact with me and we can work out what you need and the best way to achieve that. After an initial email or call I'll usually suggest we meet to discuss your requirements and my process (in person or by video call).

I'll also let you know if I don't think I'm the best fit for your project, or lack availability, and suggest alternatives.

What do I need to do?

After our initial meeting I'll guide you through the process and let you know what I need, when.

My ***'Job process'*** diagram gives you an idea of the typical journey of a project.

Are you on the All-of-Government (AoG) panel?

Yes. Pogo Design is pleased to have been appointed as a panel provider for the All-of-Government (AoG) Creative and Media Services contract.

Who do you work with?

I love working with long-term clients that want to connect, educate and inform their audiences to make a difference.

Usually that's communications professionals and managers in not-for-profit, local government, public sector and charity organisations.

This builds on experience working locally and overseas with small business and larger corporate clients.

Can you work from existing brand guidelines?

Sure! For several of my clients I've used their existing guidelines and produced a wide range of projects which sit in their brand family.

I can also match your existing work's look and feel in a new project.

What if I want a logo refresh or new brand guidelines?

I can help update your logo or and create a simple guideline. Or an extensive brand guidelines that reflects all aspects your brand.

How much will it cost?

For new clients, I'll give you an estimate for the cost of your project and a more detailed proposal if required. For additional work I'll charge an hourly rate.

How quickly can you deliver?

Timelines depend on the scope of the project, but I'm known for my quick turnarounds while maintaining high-quality results.

Can you make templates?

Yes. Together we can work out what sort of template would work for you and how best to supply it.

Do I get social media files too?

I deliver the files you need, be that print-ready pdf or digital files for social media.

"Our copies came back from the printer this morning and as always, they look fabulous."

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Need a trusted designer on your team, creatively bringing your vision to life?

Someone who's responsive, easy to work with and gets your projects delivered without drama?

Let's talk!

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Mā te wā

Bye for now!

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