

Good. Easy. Done.

Connect with your community
through great design.



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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 the goods? 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 in the public sector and with not-for profit organisations. I partner with communication professionals to nail the brief, come up with great ideas and effective, eye-catching designs.

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

Allen Yip, Programme Manager,
WELLINGTON REGIONAL LEADERSHIP COMMITTEE

Do you...



- Wish you had a **graphic designer on your team?**
- Need someone who can **work with the brand you've got?**
- Need designs that **communicate complex information** clearly and effectively?
- **Feel frustrated** by inflexible, slow or unresponsive design support?
- Look for a stress-free design process that **delivers great work your team love?**



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.



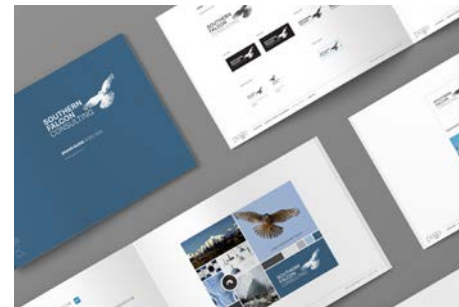
Creative Direction

Let me help you with the big ideas. Through brainstorming we'll come up with a creative strategy and concepts for effective growth.



Working with Others

If you've got more than design on your mind, I can bring together a team of photographers, web designers and communications professionals to meet your needs.



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.

437

completed
feedback forms
and online surveys



APPROACH:

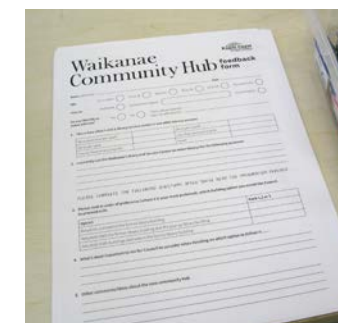
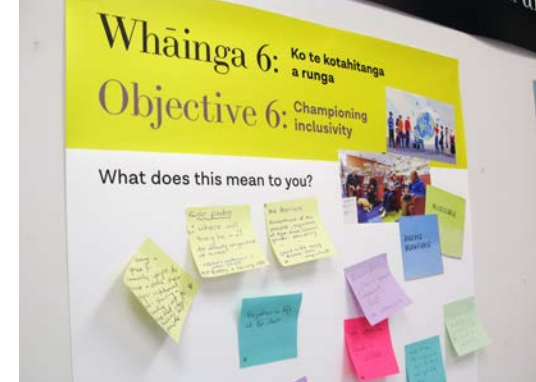
I used a collage technique on blocks of bold colours which allowed for:

- 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.

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



'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

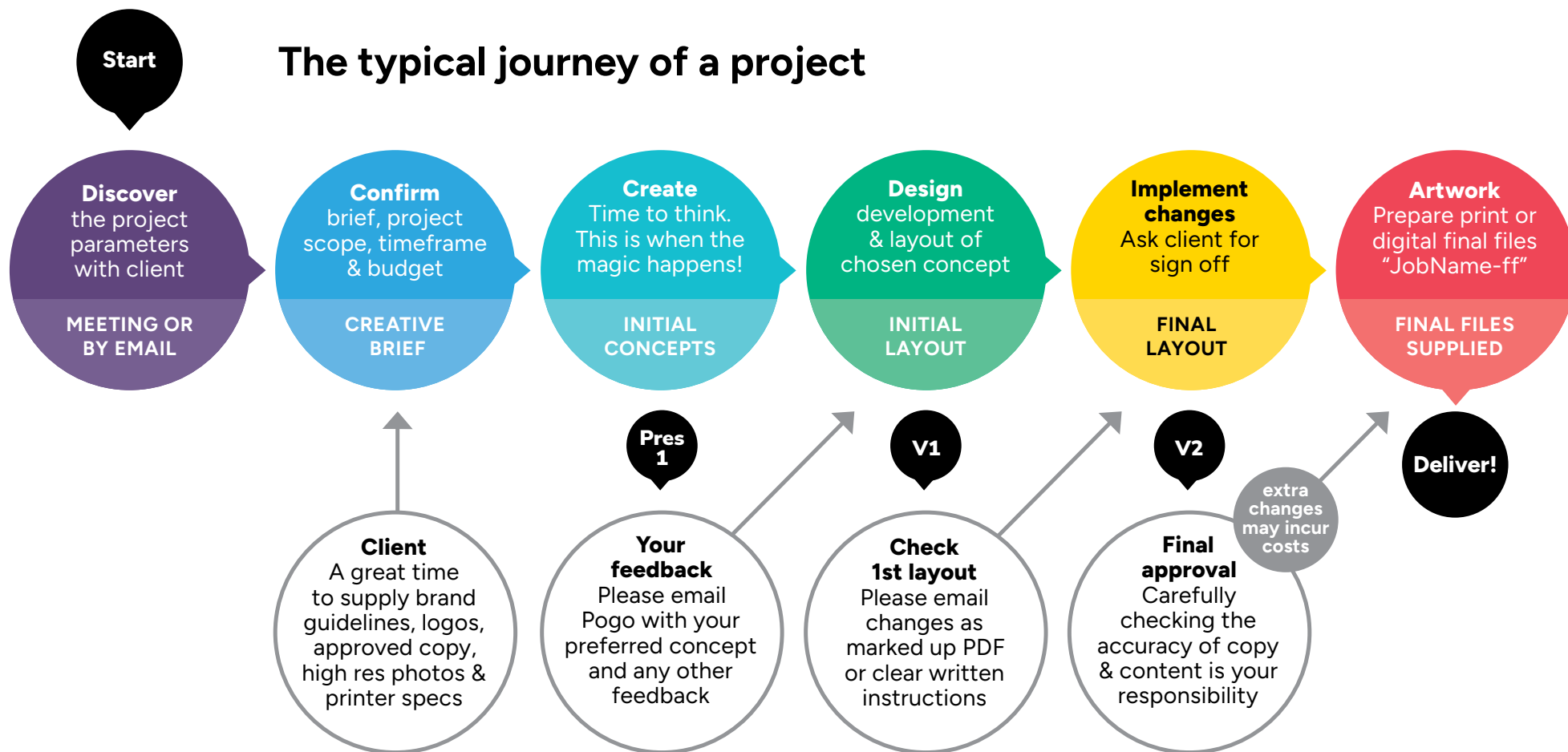
Bringing your vision to life, on time, on budget and without drama.

ON BRAND

Knowing your brand and providing continuity across projects.

VALUE FOR MONEY

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



Job process

“

*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."

Frequently Asked Questions



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.

Do you design websites or write copy?

No, I have a network of professionals that I work with who can help with writing copy, designing websites, photography, proof-reading and printing.

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."

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!

