

We build
brands building
a better future



We live and work on the unceded lands of the Wurundjeri people of the Kulin nation and the Gadigal of the Eora nation. We recognise their continuing connection to culture, country and community, and we pay our respects to their elders past and present.

It always was, and always will be Aboriginal land.



JUST FUTURES



MORE THAN A GAME GAME

THE FEMALE ATHLETE PROJECT



Your brand is more than just visuals: it scales your mission

- Good ideas are important, but the way they look and sound can be the difference between concept and impact. Brands shape behaviour: we help you use that power for good.

We work with businesses and organisations that look beyond profit. By linking your theory of change with a strong brand strategy, we help you scale your impact.



CHEEK MEDIA

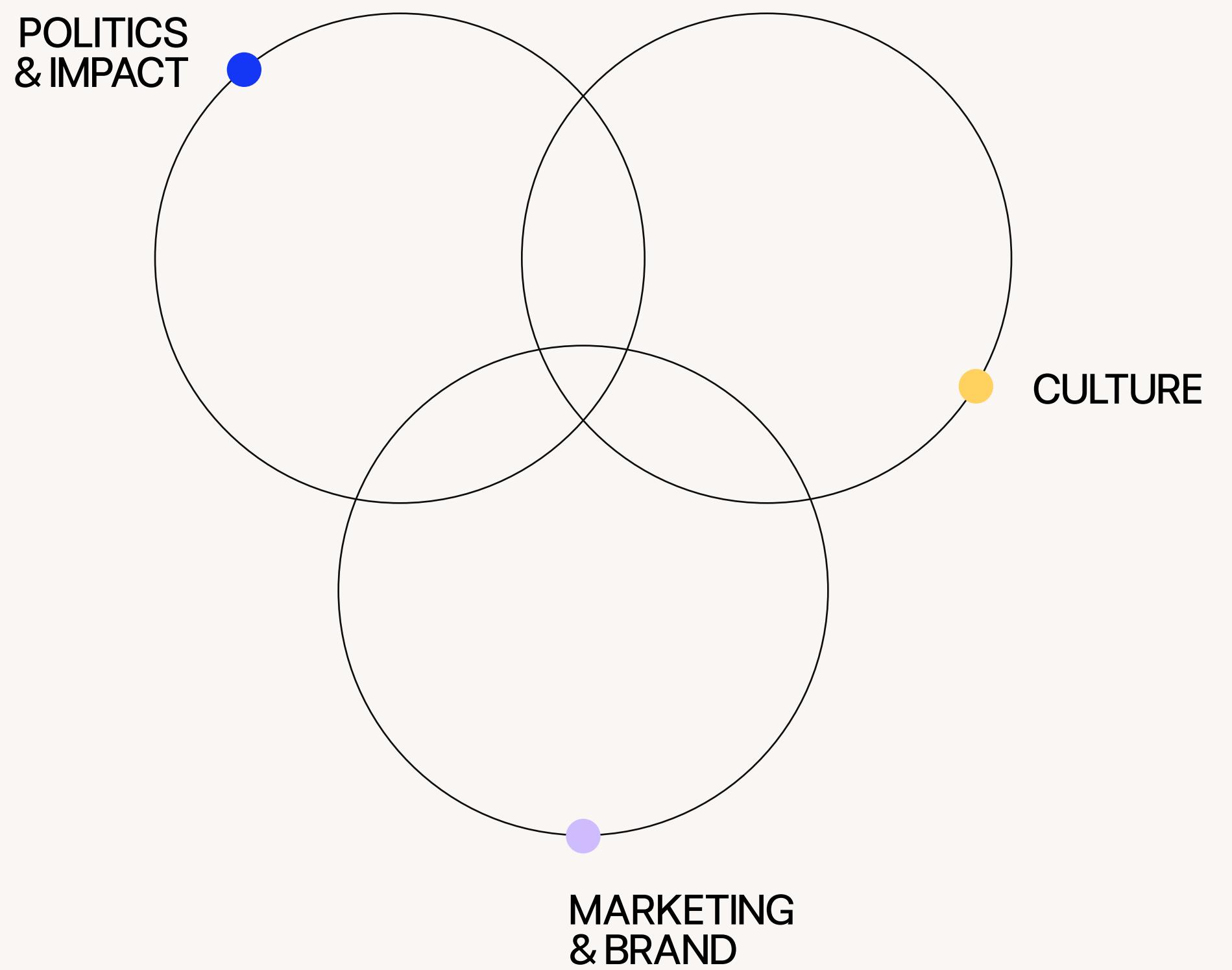
“Lizzie understood the vision for Cheek, took the time to know exactly what I was after and nailed it first go. I could not recommend Tilt more. It was a seamless process and I now have an entirely new brand design and website that fits like a glove. Absolute creative geniuses who I trust with my life.”

● HANNAH FERGUSON

Our approach

Experienced, creative and in a constant existential crisis about the future of life on this planet, our team has worked with more than 80 businesses and organisations to develop strategy, craft brand identities and deliver impact.

From supporting clients to scale from \$15k to \$500k+ monthly revenue, to helping almost 600,000 Australians get election ready through Build a Ballot, we combine commercial and marketing expertise, a proven framework for impact and a culture-led creative approach to develop brands that stand up and stand out.





Lizzie Hedding

CREATIVE DIRECTOR

A former elite long jumper, Lizzie has built a career at the intersection of advocacy, design and communications, grounded in a deep understanding of the power of brand to drive change.

Through her marketing experience with businesses such as cult-favourite SÜK Workwear, she saw first-hand how brands can shift hearts and minds - as well as commercial outcomes.

Following the Black Summer bushfires of 2019-20, Lizzie began exploring how the tools she'd honed in commercial environments could be applied to creating real-world impact.

As co-founder of Project Planet - the charity behind the viral 2025 Build a Ballot tool - Lizzie brings together deep political and impact expertise with a proven brand philosophy to help organisations turn intent into impact.



Katy Mane

BRAND DESIGNER

Katy is an experienced brand designer who blends storytelling and thoughtful execution to craft visual identities that are as strategic as they are beautiful. Since graduating from the University of Technology, Sydney (UTS) with a BA Design in Visual Communications, Katy has worked across 70+ brands, leading Tilt's design work that spans industries and styles.

Always travelling and chasing inspiration, she believes that good design comes from staying curious and pushing beyond the familiar.



Jess Phillippi

COPYWRITER

Jess is a copywriter and brand strategist with a knack for finding the right words to help brands hit home.

A chronically online multi-hyphenate with a penchant for dry humour and niche memes, Jess's eclectic career trajectory is anything but ordinary, including a theatre degree and career on stage, a wine certification, a barre teaching qualification, and work as a fragrance specialist - all of which inform a playful, creative approach to brand storytelling.

KNOW
THE REAL
SCORE

Only 28% of
Australians think
racism is a problem in
their favourite sport.

While 51% of
Australians think
Racism is a
problem.

LAUNCHING SOON

- Only 28% of Australians think racism is a problem in their favourite sport.

- While 51% of Australians think Racism is a problem

LEARN

MORE

KNOW
THE REAL
SCORE

Only 28%
Australians
think racism is a
problem in their
favourite sport.

NO 2ND PLACE, ABC, VIC HEALTH

KNOW THE REAL SCORE

From idea to impact

Whether you're sketching on napkins or scaling your impact, we've got services to match.



ZERO TO ONE

GROWTH READY

SUSTAIN & SCALE

BRAND

Move Fast & Make Things
Brand Basics

Brand Essentials

Retainer support:

- Graphic design
- Web design & development
- Copywriting
- Content idea generation

WEB

Web Sprint

Web System

STRATEGY & SUPPORT

Foundations Workshop
Brand Bootcamp

Activate Workshop

Ongoing consulting
Custom workshops & strategy

Zero to one .



BRAND

Move Fast & Make Things

A brand in a week. Brand files, taglines, templates and tone of voice guidelines all delivered before Friday drinks.

FROM \$7,500

Brand Basics

A streamlined package that lays the foundation for your brand's next steps. Just your brand files, but with more revisions that Move Fast to make sure we nail your vision.

FROM \$7,500

WEB

Web Sprint

Semi custom sites that bring your brand to life in weeks - not months. Built from our in-house template library and perfectly tailored to your brand's visual language.

FROM \$5,000

STRATEGY & SUPPORT

Foundations Workshop

Fine tune your opportunity, positioning and theory of change through an expert-led workshop. Available online or in person if you're in Melbourne or Sydney.

FROM \$1,200

Brand Bootcamp

Workshops and training to help your team use your brand and templates with confidence.

FROM \$800

Growth ready .



BRAND

Brand Essentials

Our signature brand package, designed for brands who are ready to get clear about who they (really) are.

We work closely with your team to evolve a brand identity that's unique, strategic and ready for what's next.

Full identity and brand system, taglines, tone of voice and a full template suite.

FROM \$12,000

WEB

Web System

Custom websites that do more than just look good. Built from your audience journey up, we design and develop fully integrated sites that help scale your brand, goals and impact.

FROM \$10,000

STRATEGY & SUPPORT

Activate Workshop

Wherever you're going, we unpack how your brand will help you get there.

A deep-dive workshop to align your goals, actions and theory of change - clarifying how your brand supports your next chapter.

FROM \$3,000

Sustain & scale .



SERVICES

Retainer services

Ongoing retainer services for graphic design, web design & development, copywriting and content idea generation.

Minimum 10 hours per month (aside from web maintenance), 25% of hours can be 'banked' to a future month, and an additional 25% can be rolled over to the following month if unused.

FROM \$125 P/H

One off services

Custom or one off graphic design, copywriting and web services. Limited availability, with priority given to our retainer and project clients.

FROM \$150 P/H

STRATEGY & SUPPORT

Ongoing consulting

Part sounding board, part strategy session. Ongoing consulting gives you regular time to unpack big questions, refine your positioning and find smart ways to grow your impact.

FROM \$1,000 P/M

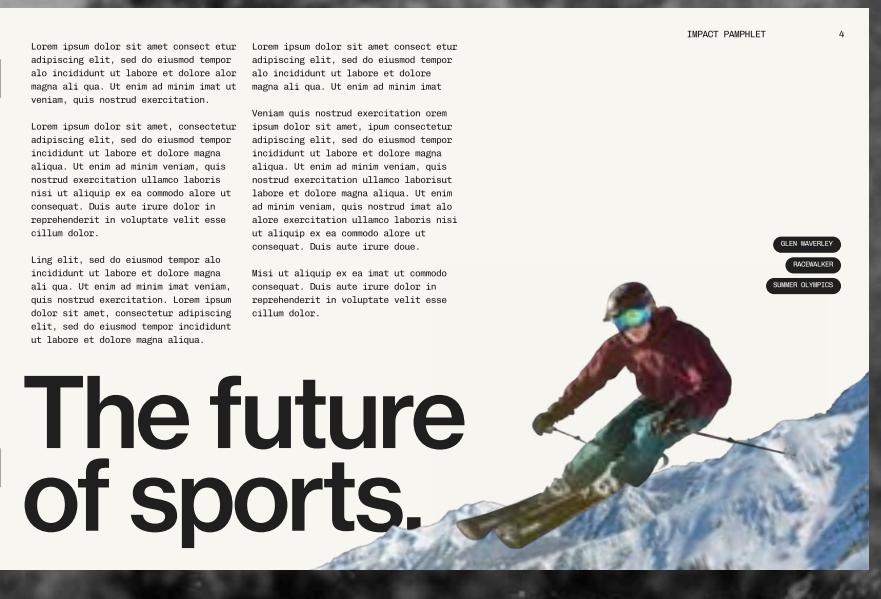
Custom workshops & strategy

FROM \$2,000



Sports Climate

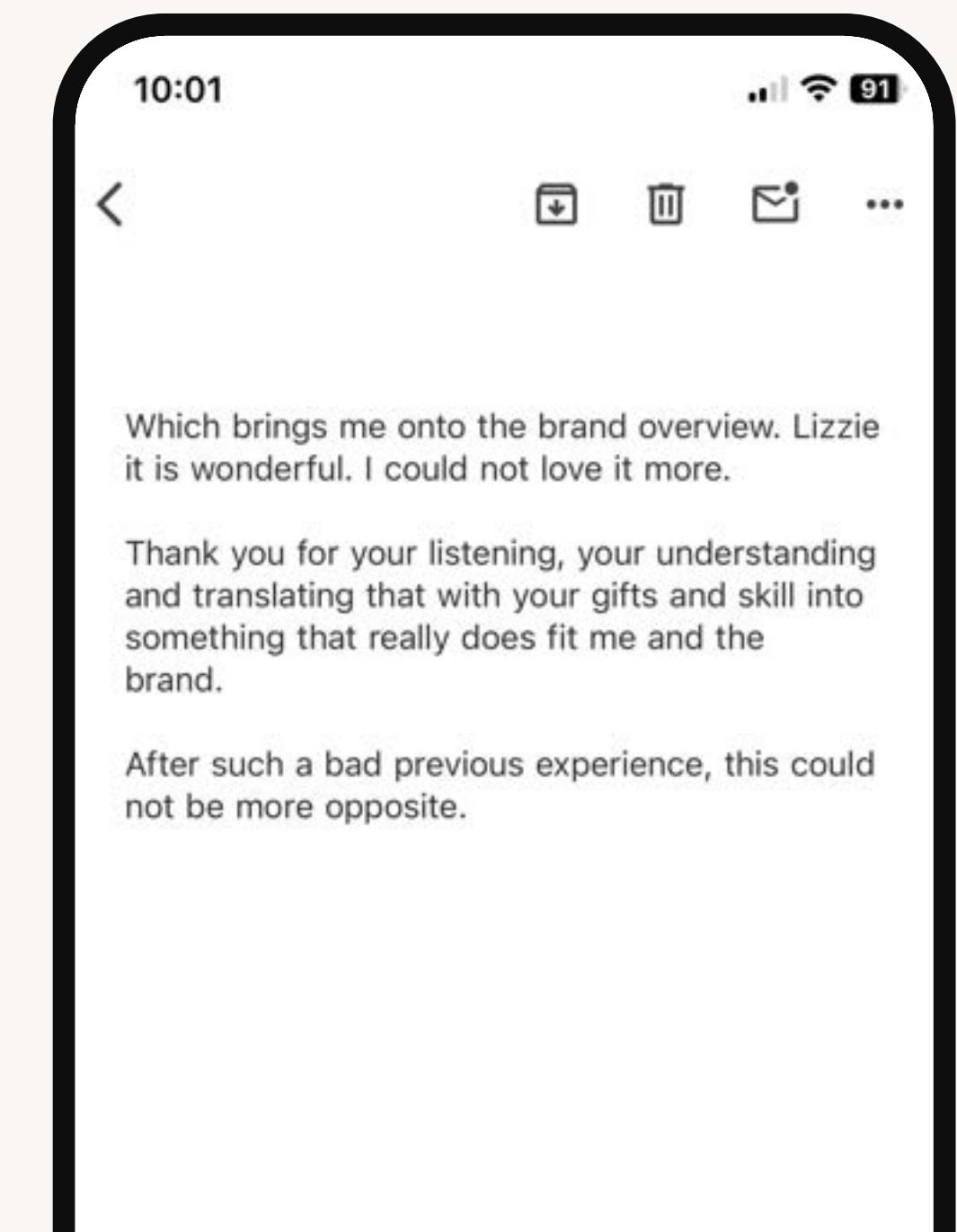
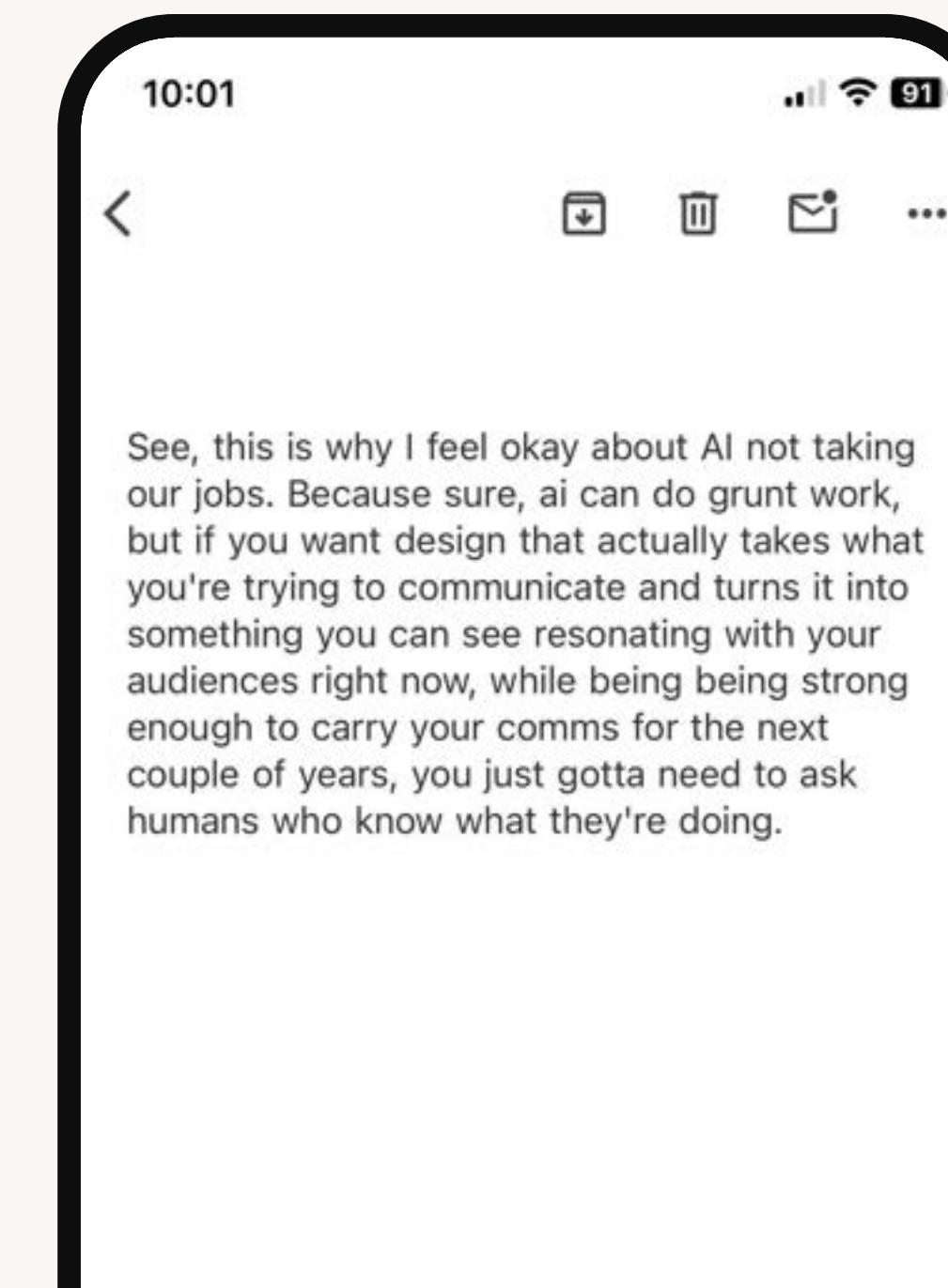
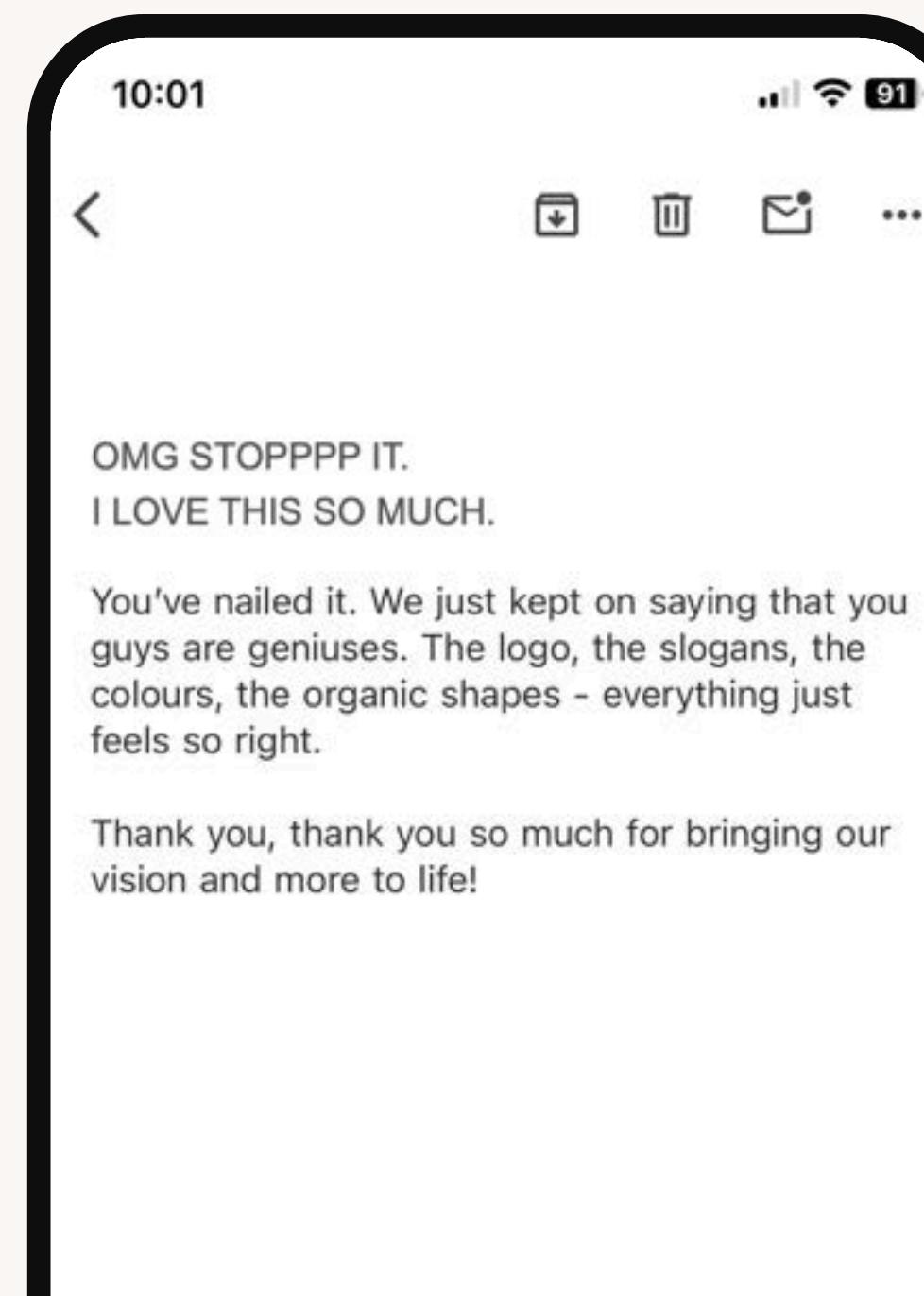
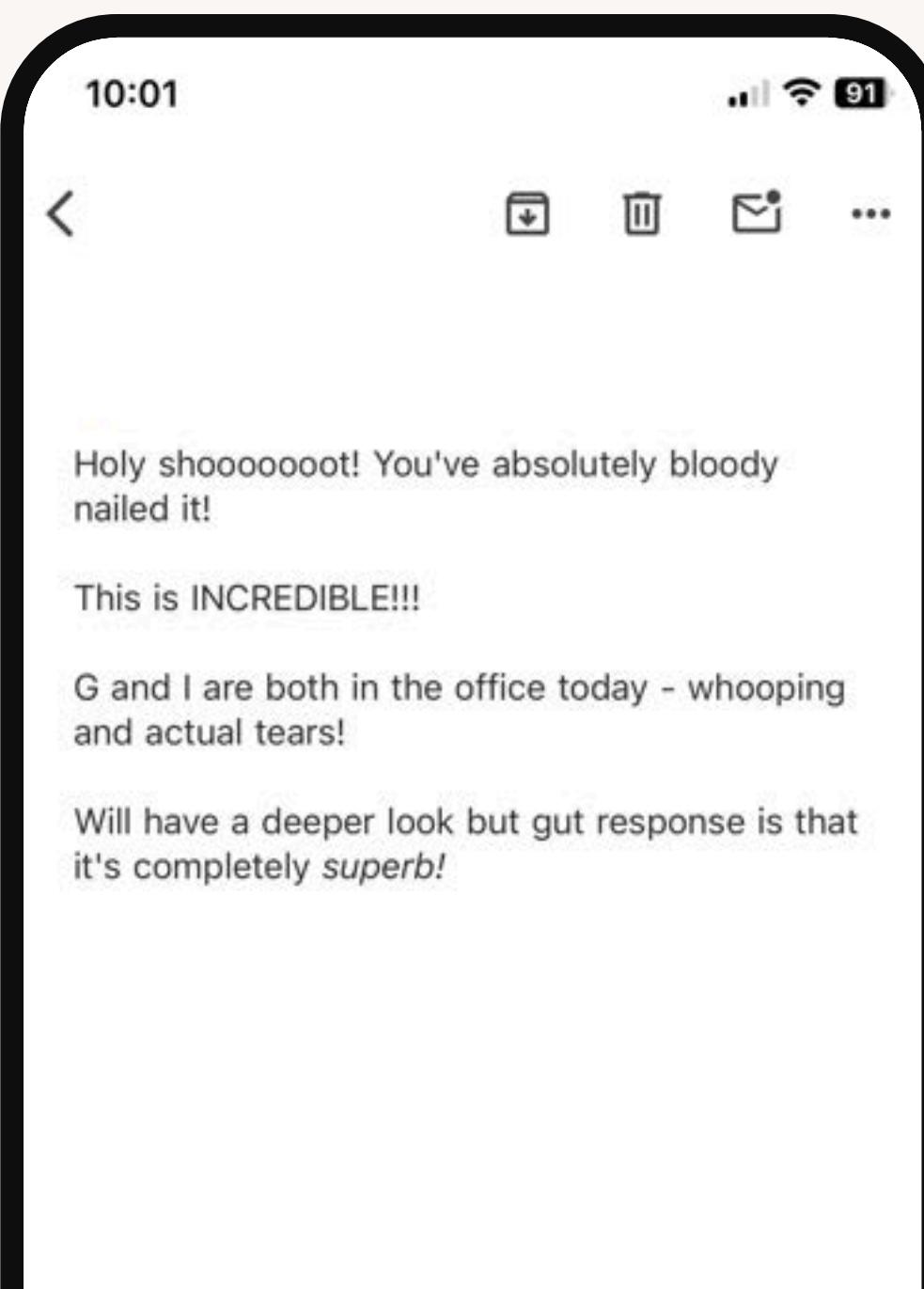
FRONT RUNNERS



“Ten out of ten would recommend Lizzie and her team. From nailing our brand design, to website building, to seamless communications and process, and a real commitment to understanding what we actually want and need, they are a dream to work with!”

● EMMA POCOCK

Kind words



Interested to learn more?

Reach out to lizzie@tiltstudio.com.au or fill out [our enquiry form](#) to book in a free discovery call.

