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Design Portfolio

pygeon.com.au

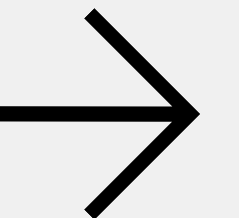


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OUR CREATIVE TEAM

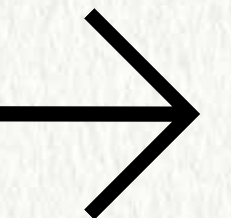
Pygeon was born from a simple belief that creativity can change the world. We use design, marketing, and strategy to help good businesses grow not just for profit but for purpose. We translate powerful intentions into actionable plans and compelling visuals. Our goal is to give purpose-driven brands the voice and visibility they need to scale their positive impact. When your brand succeeds, your community does too.

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Logo Works

We create logos that speak to your audience, whether pictorial, letterform, emblem, wordmark, or abstract. Each style serves a unique purpose, from bold and iconic to clean and modern.

Our goal: a logo that's instantly recognizable and built to last.



Logo Works

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1. Pictorial

(Illustrative Representation)



2. Letterforms

(Monogram-like)



3. Emblems

(Contained in or Referencing a Shape)



4. Wordmarks

(Stylized Type, No Symbol)



5. Abstract

(Symbolic)



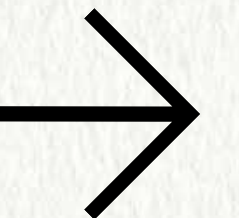
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Typography

We select or create typefaces that reflect your personality, tone, and professionalism.

From bold headlines to clean body text, every font choice shapes how your audience feels about your brand.

Our goal is to make your words look as powerful as they sound.



Typography

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media

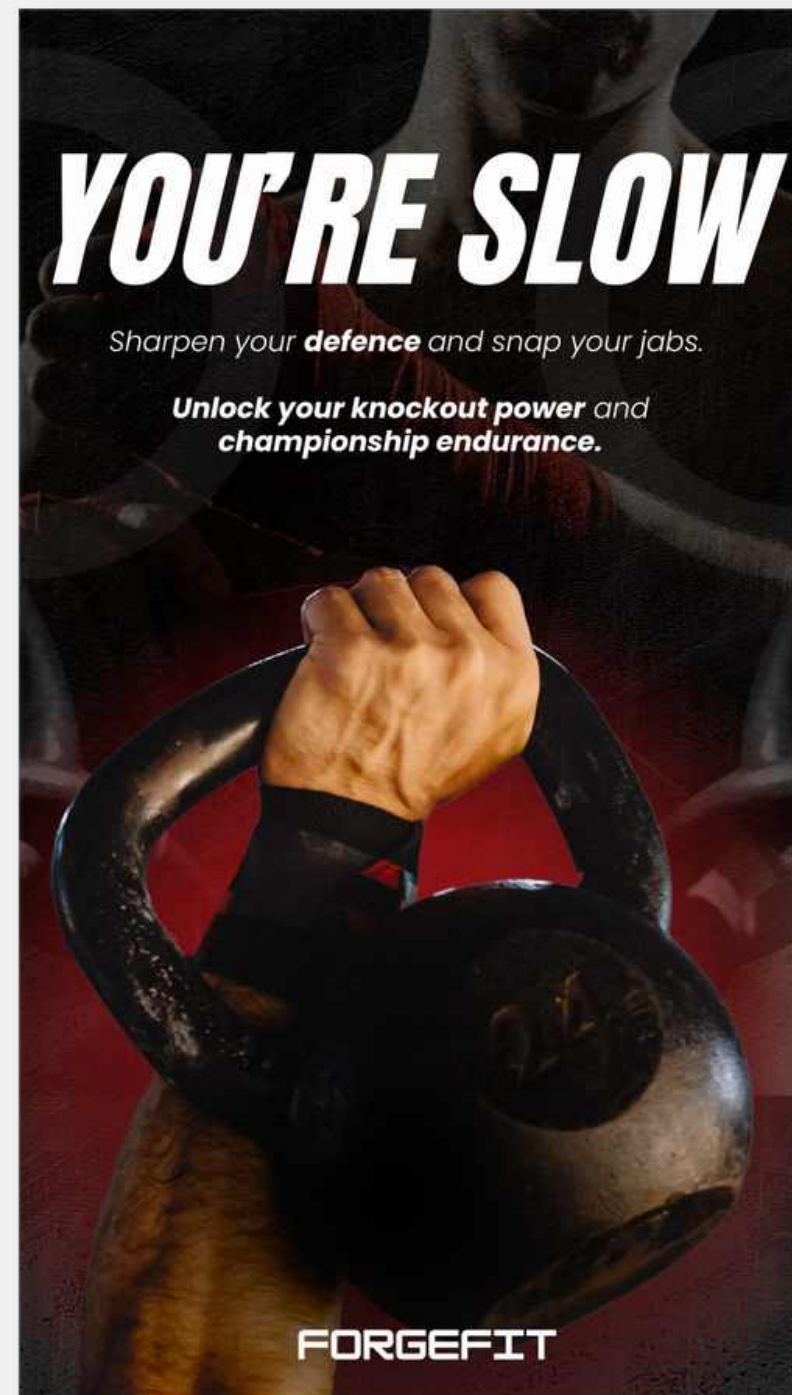
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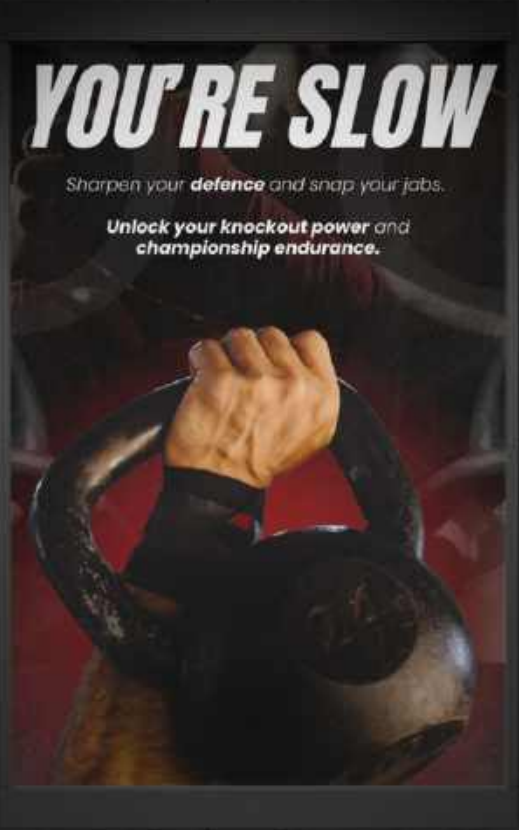
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Design Samples

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ADVERTISING
SAMPLES



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Case Study Demo

A case study shows the real results of our work in action.

It highlights the client's challenge, our creative process, and the measurable outcomes achieved.

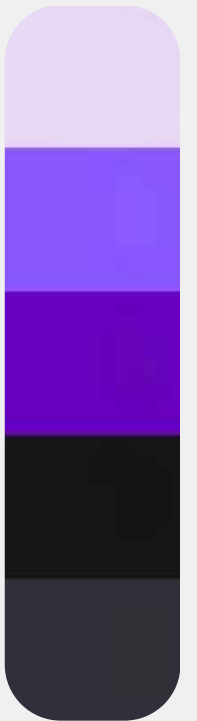
Each story demonstrates how strong design and strategy drive real business growth.

Our goal is to prove that great design doesn't just look good, it **performs**.

 **A Studio** Typography
& Colors


A Studio

 **Urbanist**
Aa



Case Study Demo 01

‘PygeonPay’

Client Request:

A SaaS-based platform that requires a modern, future-focused visual identity.

The design should feel clean, innovative, and technology-driven while maintaining a trustworthy aesthetic suited for credit card or financial services.

The client has expressed a preference for green as the primary colour theme.

What we did



PygeonPay
PygeonPay



Aa

Helvetica World

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz

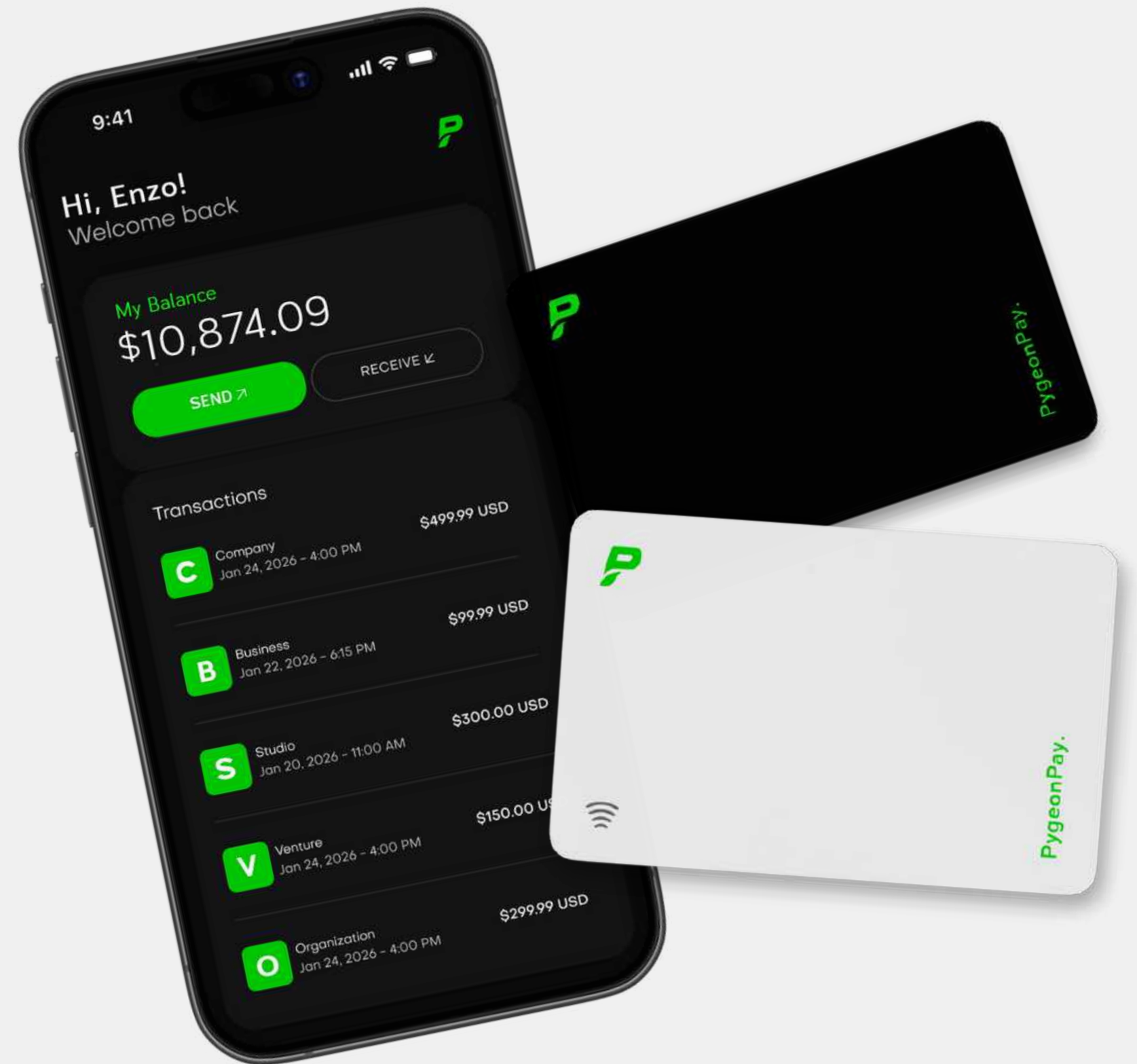


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How it looks

The design feels like a modern, futuristic card that's sleek, minimal, and premium.

The green theme gives it a sense of **innovation**, **trust**, and **forward growth**, while subtle gradients and clean lines create a tech-inspired aesthetic.



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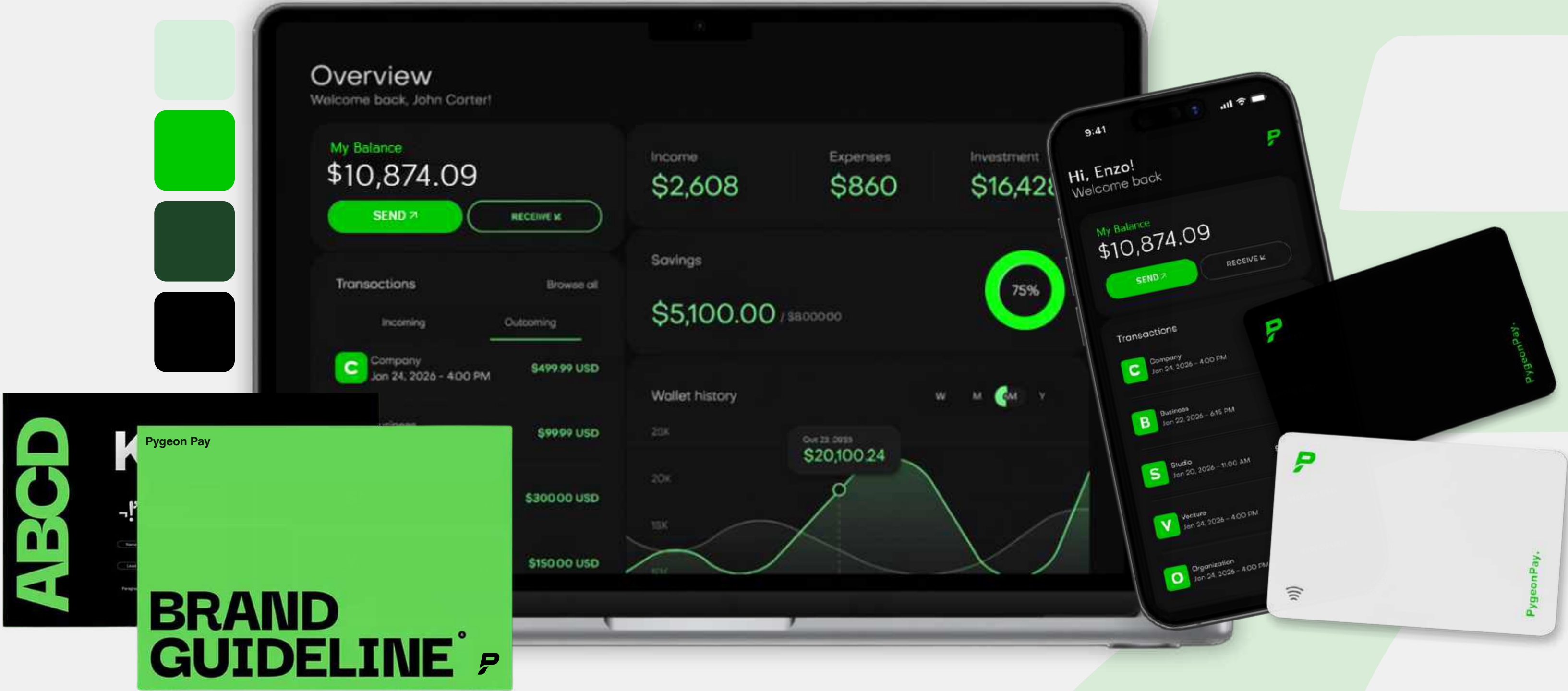
How it feels

It feels confident, digital-first, and ready for the future of financial technology.

The green instantly evokes **success** and **growth**, making it feel like your stocks are up and your business is thriving.



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Case Study Demo 02

‘ForgeFit’

Client Request:

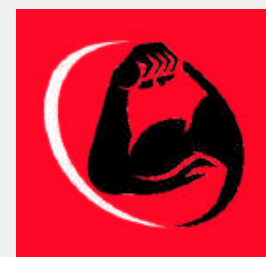
Rebrand a gym with a bold, muscle-inspired logo enclosed in a circle, paired with a clean, strong typeface that can extend across future merchandise and branding materials.

The client wants a red, black, and white colour palette to create a powerful, high-impact theme that reflects strength, energy, and confidence.

What we did



FORGEFIT
FORGEFIT



AA

HK Modular

A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z



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How it looks

The logo stands bold and circular, featuring a strong muscle icon balanced with a clean, modern typeface.

The red, black, and white palette creates a sharp contrast that's instantly recognizable and perfect for apparel, signage, and gym equipment. Every element is designed to look powerful, professional, and built for growth.



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How it feels

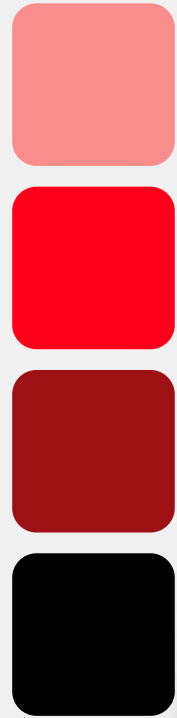
It feels **strong, energetic, and unstoppable.**

The red adds passion and drive, the black conveys power and authority, and the white balances it with clarity and focus.

It captures the spirit of a gym that pushes limits and inspires confidence.



FORGEFIT FORGEFIT



Our Creative Team

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Enzo Pygeon

Creative Director

About Me: Love doing websites + guerrilla marketing

Fav Food: Tonkotsu Ramen

What Keeps Me Going: Transforming Businesses

Fun Fact: Recovering Coffee Addict



John Everest

Lead Designer

About Me: I always do doom scrolling

Fav Food: Adobo

What Keeps Me Going: Backlogs

Fun Fact: I like chonky cats



Mitch Kibō

Junior Creative

About Me: Youngest designer in the team

Fav Food: French baker breads

What Keeps Me Going: Deadline

Fun Fact: love keyboard thocks



LET'S WORK TOGETHER!

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*WE'VE COMMITTED 20% OF EVERY PROFIT TO FUTURE COMMUNITY PROJECTS THAT
CREATE REAL OPPORTUNITY AND LONG-TERM IMPACT.*