

May 2026

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PORTFOLIO

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Hello Cafe

Project	Disciplines	
Rebrand	Brand Strategy Brand Identity	<p>Hello Café needed a brand refresh to reconnect with its core purpose: bringing people together through conversation and human connection.</p> <p>The redesigned logo introduces a gentle, approachable character that embodies the café's values of warmth and human connection.</p> <p>At the heart of the palette sits orange – the colour of joy and optimism, radiating the energy and positivity that defines the Hello Café experience. Inspired by the nearby shores of Coogee Beach, the refreshed palette of bright orange, teal blue, and cream comes together to create a cohesive, inviting identity that feels true to the brand.</p>





Conversation Coffee Cups

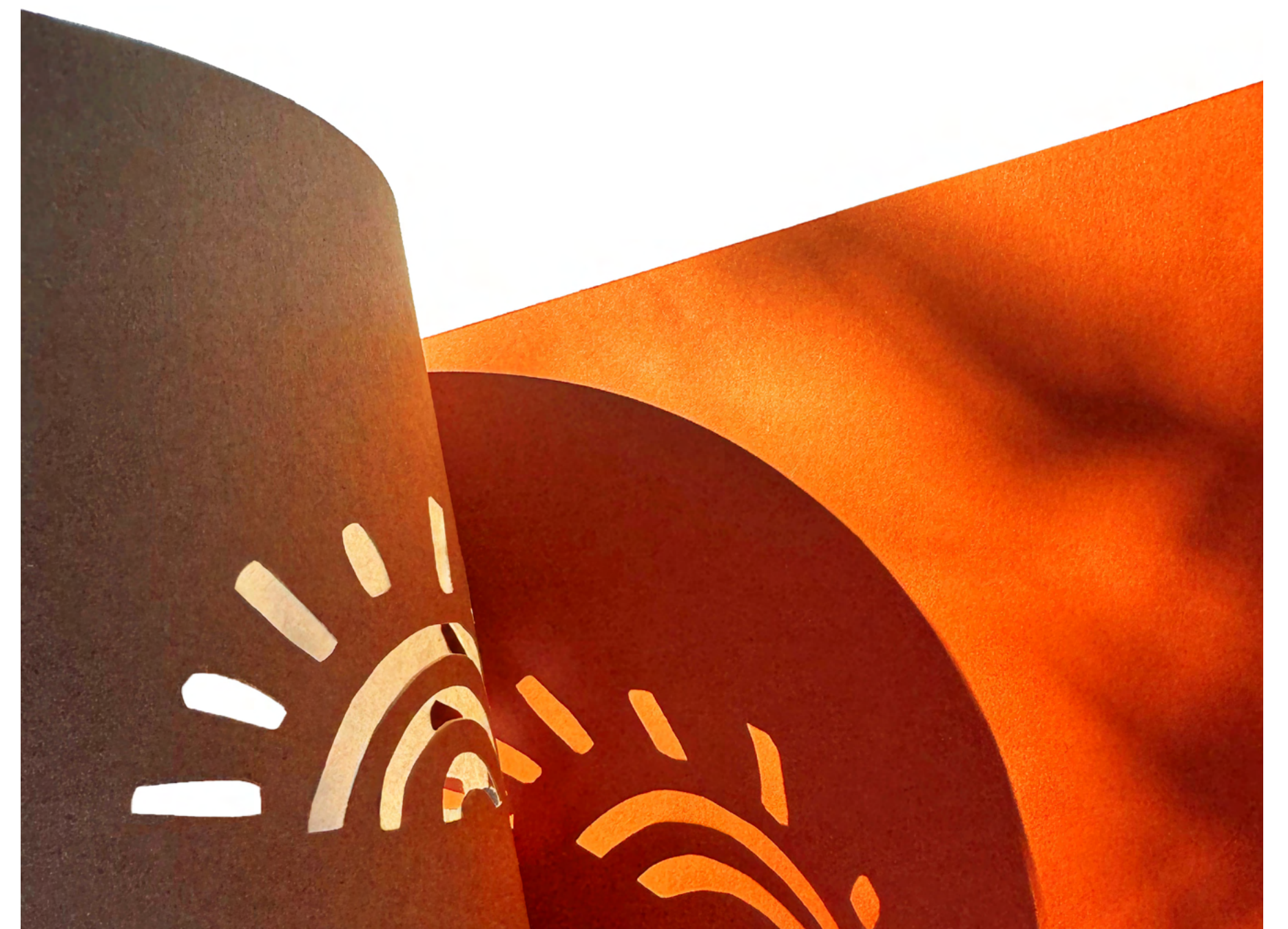
Each coffee cup is printed with a conversation prompt, inviting customers to spark conversations with other patrons.



Little human things
a kind-eyed smile
a warm hello
a wholesome chat
with a stranger
a compliment
you didnt expect

make us happy
to be human

*What's the best
conversation you've
shared with a
stranger lately?*



Hello Cafe Menu

Handmade from brown kraft paper and bound with twine, the menu brings a tactile warmth, inviting customers to connect with Hello Cafe on a sensory level.

MENU

SPECIALS

BREKKIE

SUNSHINE RICOTTA PANCAKES

Fluffy ricotta hotcakes topped with seasonal berries, lemon zest cream, and a drizzle of warm honey.

HELLO GREEN OMELETTE

Three-egg omelette with baby spinach, feta, cherry tomatoes & fresh herbs. Served with sourdough.

LUNCH

WARM ROAST PUMPKIN SANDWICH

Roast pumpkin, halloumi, caramelised onion & rocket with house-made chilli jam on toasted ciabatta.

CHICKEN PESTO BOWL

Lemon-pepper chicken, basil pesto rice, roasted cherry tomatoes, avocado & crunchy seeds.



Belvoir St Theatre

Project	Disciplines	
Rebrand	Brand Strategy Brand Identity	<p>Belvoir St Theatre's identity felt fragmented, failing to capture the theatre's dynamism or distinguish between its two performance spaces.</p> <p>The solution was a unified identity system built around the staircase – one of theatre's most enduring symbols. Representing movement, transformation, and human connection, the staircase becomes a natural device for holding the system together while separating the upstairs and downstairs venues.</p> <p>The poster designs are raw and chaotic within a system – each one distinct in colour and texture, yet unified through a shared palette and energy. Like live performance itself, no two executions are the same.</p>

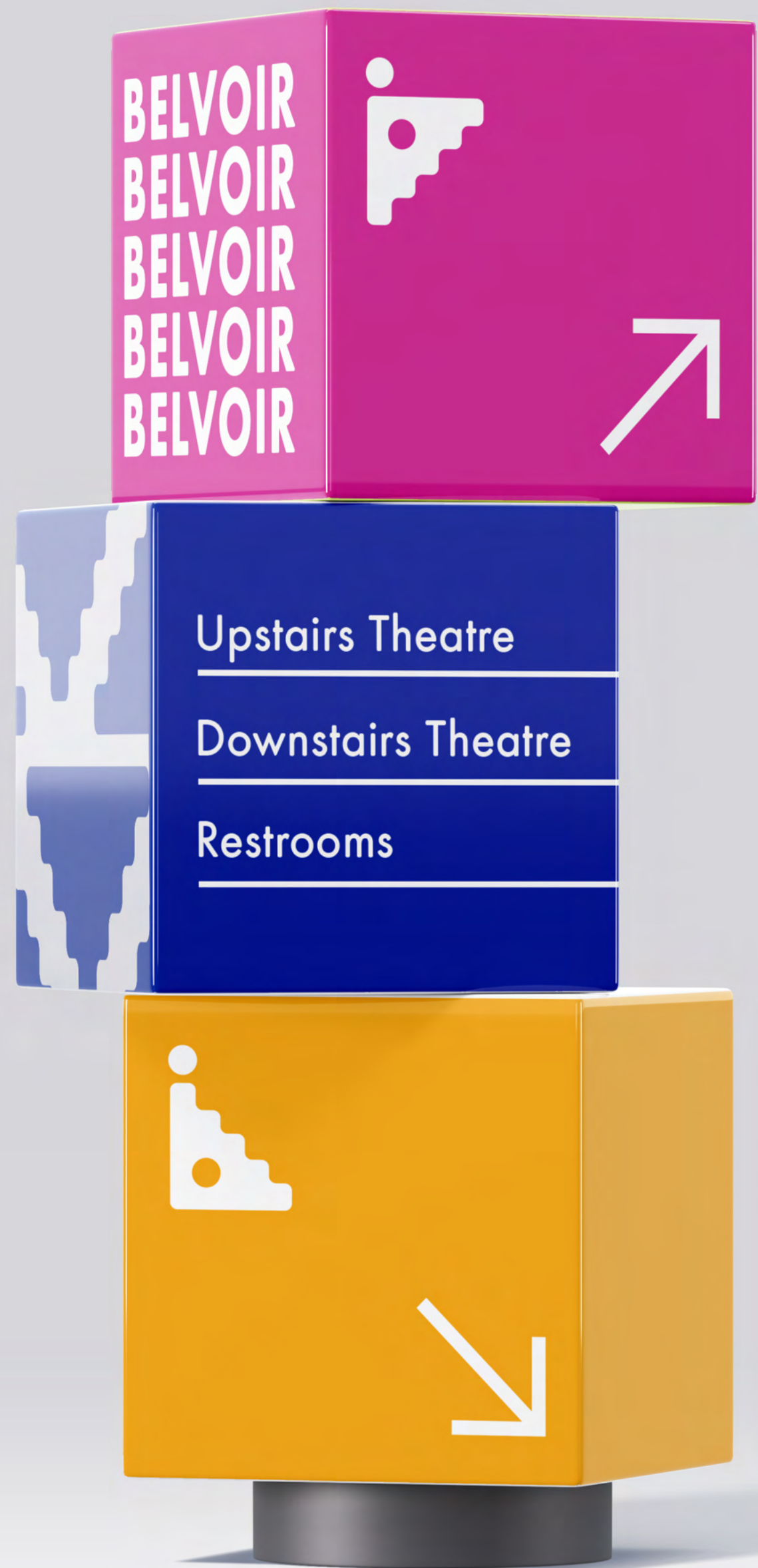


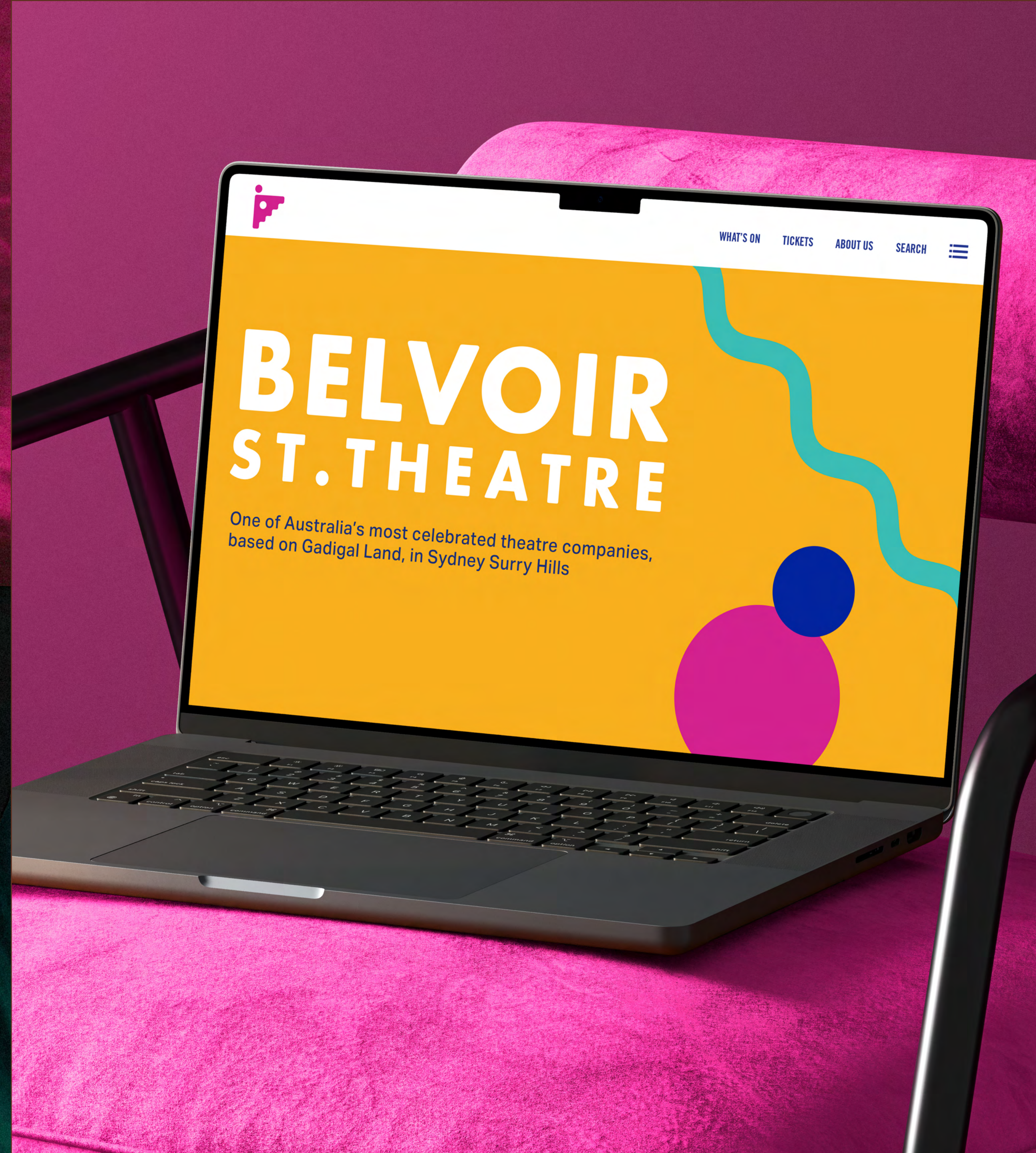
Upstairs Theatre

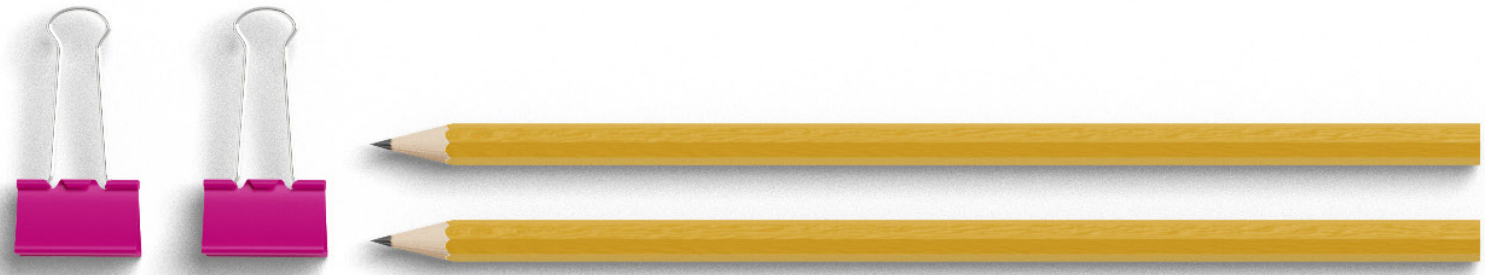


Downstairs Theatre











26 March 2026

Maya Jones
110 Edgeware Road
Enmore NSW 2042

Dear Ms Jones,

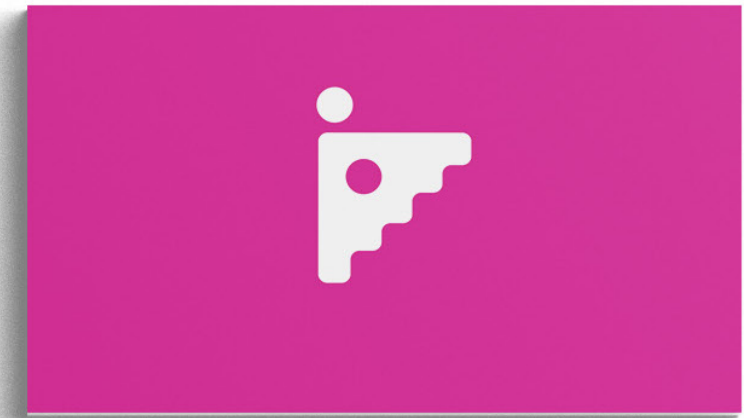
We are delighted to reach out from Belvoir to express our appreciation for your continued interest in our work and vibrant creative community. Belvoir has always been built on the belief that great theatre begins with passionate storytellers and deeply engaged audiences, and it's wonderful to know you share that generous spirit.

Theatre has the remarkable power to bring people together — to spark conversation, stir emotion, and remind us of our shared humanity. Every time someone like you steps through our doors, you help breathe life into that magic. Your presence and curiosity allow our artists to keep experimenting, pushing boundaries, and telling Australian stories that reflect the beauty and complexity of our world.

Whether you've joined us recently or have been part of our journey for some time, we truly value the imagination, warmth, and enthusiasm that supporters like you bring to our theatre. We look forward to welcoming you to Belvoir again very soon to share in the stories, conversations, and ideas that make our corner of Sydney such a vital cultural home.

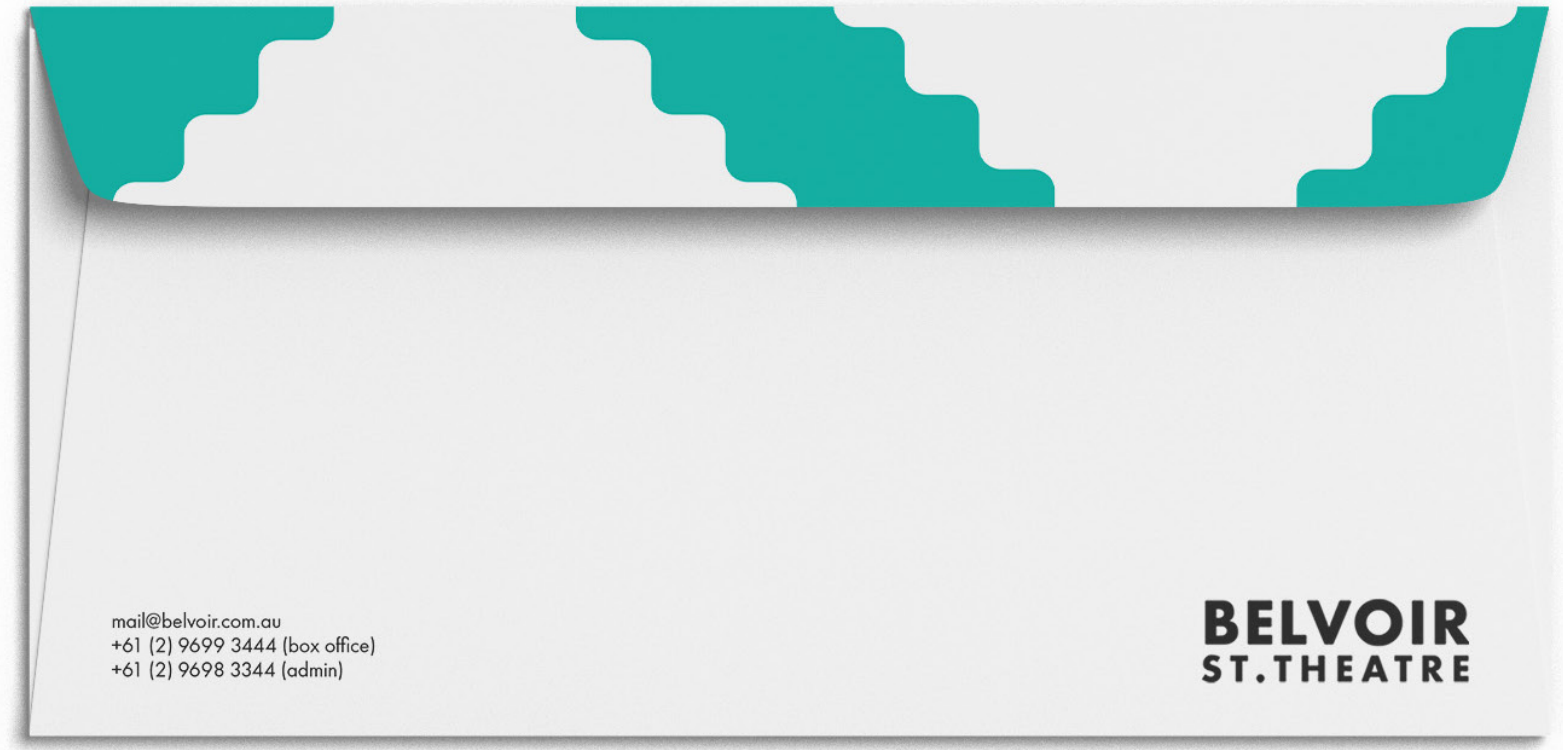
Warm regards,
The Belvoir Team

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BELVOIR ST. THEATRE



Destroy,
She Said

"Do you want to
make me desperate?"



Alyssa smiles,
"Yes. Don't say anymore."

Greater Sunrise

5 - 21 April 2026
Downstairs Theatre



Morality

"A bold, thought-
provoking look at
power, profit and
their price."

**Dili, East Timor. A post-
occupation playground
where government and
commercial interests collide.**

Enter Joana: an Australian aid worker who
has just arrived in the 21st century's newest
nation. There are dinner parties to host, village
ceremonies to plan and a Nobel laureate
to meet. As the arrival of Australia's Foreign
Minister looms, Joana must decide where her
allegiances lie. It's a decision that will take her
all the way to The Hague.

Greater Sunrise takes us behind the closed
doors of the biggest government scandal
you've never heard of; a visiting Foreign
Minister, Australia's aid program, and billions
of dollars hidden beneath the sea.

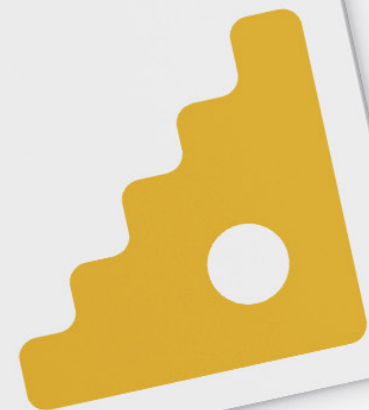
Showing Times
Tuesday 6.30pm
Wednesday to Friday 8.15pm
Saturday 2.15pm and 8.15pm
Sunday 5.15pm

Previews
8.15pm, 3rd October
8.15pm, 4th October

Opening Night
8.15pm, 3rd October

Running Time
Approx 1 hour & 15 minutes

Choice



Thor and
But when Max's young wife
the veneer of rest and recuperation comes
crashing down. In the confines of this desolate
place, Max, Alissa and Stein enter into a
dangerous game with their fragile companion.

Obsession



Life is a
dream

"What a strange and intoxicating...
half waking dream"

2-21 SEPT
DOWNSTAIRS THEATRE

How do you decide?
What you're willing to do?

Greater
Sunrise

5-21 APRIL
DOWNSTAIRS THEATRE

Destroy,
She Said

"Do you want to
make me desperate?"

Alyssa smiles,
"Yes. Don't say anymore."

2-26 MAR
UPSTAIRS THEATRE

Metamucil

Project	Disciplines	
Rebrand	Brand Strategy Brand Identity Packaging	<p data-bbox="1639 377 3078 517">An everyday packaging product needed repositioning for a premium market segment. The goal was a design that felt genuinely elevated, while staying true to the brand.</p> <p data-bbox="1639 551 3078 789">Through extensive brand research, three foundational values were identified as the basis for the design system: honesty, care, and comfort. The strategy centred on making honesty the conceptual and visual cornerstone of the packaging – both as the brand’s defining principle and as the lens through which every design decision was made.</p> <p data-bbox="1639 823 3078 913">The result is a packaging system that earns its place in the premium segment not through surface signals of luxury, but through genuine brand integrity.</p>

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Meta
MUCIL.

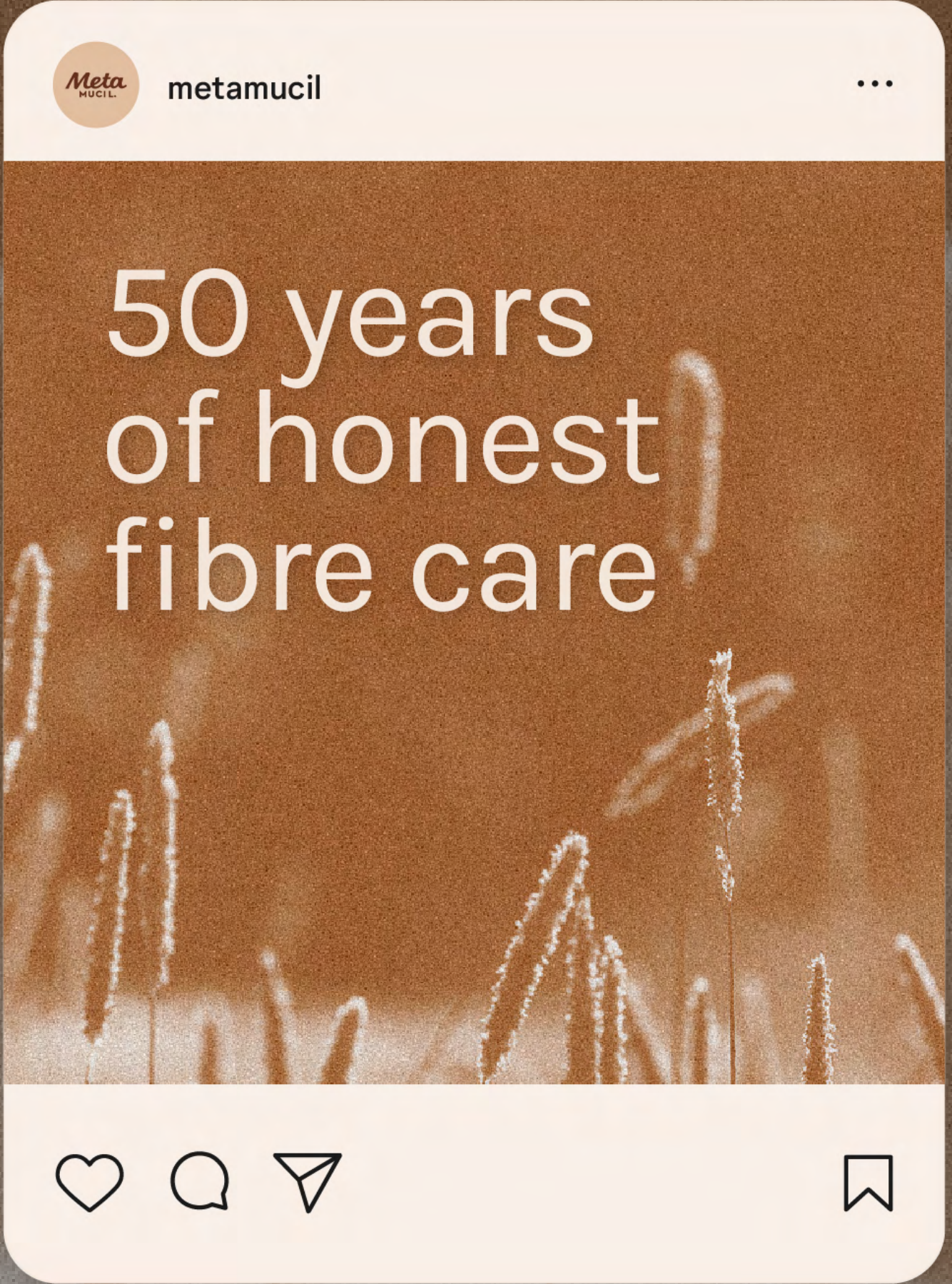
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Your morning
rhythm starts
with Metamucil

SHOP NOW










Meta
MUCIL.

Part of your morning rhythm.



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Metamucil Sachet Design

The sachets are designed to stand upright within the box like an open field of psyllium husk. This design introduces a tactile and experiential quality to the unboxing experience. By referencing the ingredient's natural origin, the design communicates honesty, making the product feel transparent and true to its source.

2025 Winning Re:act Seatbelt Campaign

Project	Disciplines	
Rebrand	Advertising Campaign	'Short Trips Count' was the winning entry for the Re:act Campaign (in partnership with TAFE NSW). The seatbelt safety campaign reminds drivers that even brief journeys pose real risks and highlights how most crashes happen close to home.





BUCKLE UP EVEN ON SHORT TRIPS

shorttripscount.com.au

re:act
Inspiring change

in collaboration with



TAFE
NSW



Transurban



MILK

FRESH DAIRY

BUCKLE UP EVEN ON SHORT TRIPS

shorttripscount.com.au

re:act
Inspiring change

in collaboration with



TAFE NSW

ZURICH
Resilience Solutions



Transurban

oh!
unmissable

Thank you!

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