



**Legend.**



We are leaders in consumer-driven  
creativity, building brands people truly  
give a damn about.

**Legend.**



# Hi there, it's nice to meet you

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We are designers, web developers, marketers, and coffee lovers. Partnering with businesses and organisations (that's you!), we use our creative brainpower to help you grow and reach your customers in relevant and engaging ways.

Our never-ending quest is to tell your story, guide you to epic-ness, and make you and your business a complete legend.

## Say hello to our team

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**Zac Morgan**  
Director



**Danica Morgan**  
Marketing Strategist



**Emma Robinson**  
Website & Digital  
Marketing Assistant



**Deangalis Pedro**  
Web Developer



**Cassia Belmude**  
Administrator



**Penny Egerton**  
Graphic Designer



**Adrian Montenegro**  
Graphic Designer

# What we do

## Graphic Design

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Brand identity, Logos, Signage, Advertising, Social media content, Packaging, Animation, 3D modelling

We work with you to take your ideas from scribbles on a page to modern, eye-catching designs. From logos and business cards through to food trucks (yes, really), we make the magic happen.

## Websites

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Website design, Website builds, WordPress & Shopify CMS, E-commerce websites

We clear the confusion from the jargon and create beautiful websites that are easy to update and user-friendly.

Websites can get outdated quickly. Our web experts can help you maintain your website and drive more traffic to it. Using Google Ads and SEO, we discover your best audience and lead them to your website.

## Brand Strategy

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Brand purpose, positioning, personality, and story

Your brand is more than just your logo, name or slogan, it's the whole experience. We bring your competitive positioning to life and using our expertise we figure out when to best reach your customers and maximise your brand's potential.

## Marketing

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Marketing strategy, Marketing plans, Digital marketing, Social media strategy

Our marketing solutions ensure you have seamless integration across all your marketing channels, ensuring you connect with your consumer to deliver relevant content and a cohesive brand story.

# Our clients

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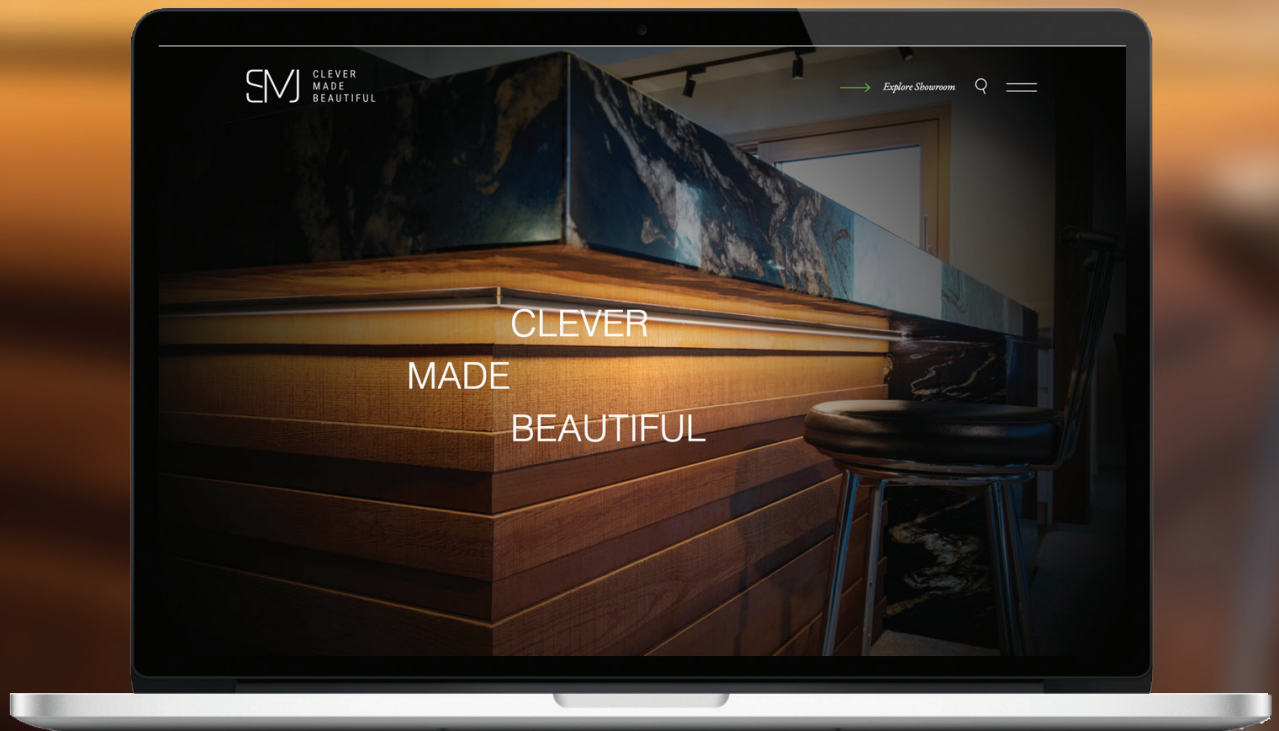


Pictured above is a selection of some of our clients. Our clients are like family (the side of the family you actually get along with). Our work spans a range of organisations. We work closely with large corporations, commercial entities, government agencies, not-for-profits, iwi, and SMEs. Let's chat and see how we can bring your brand to life.

# Our work

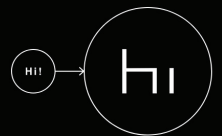
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## 2 CONCEPT DRAWINGS

On the completion of your concept drawing, we'll contact you to make an appointment to go over your design. This is where we really drill down to the little details. We discuss any changes you might want to make and answer any other questions you have. We can also indicate a price range for you.



## 3 REFINING & QUOTING

When everything's just right and we've finalised the design of your project, we'll meet with you to discuss the detailed quotation and costs.

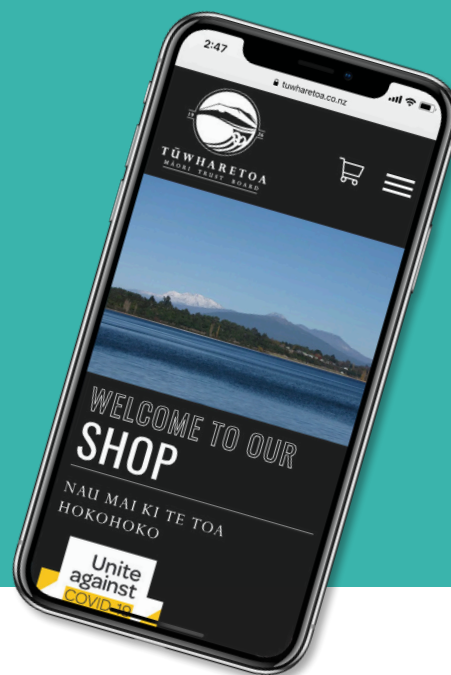
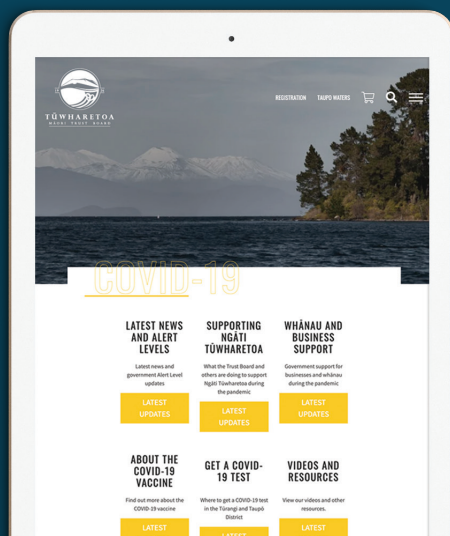
## SMJ: When stunning craftsmanship meets cutting-edge coding

**THE BRIEF:** Legend was tasked with creating a website as beautifully crafted and as seamless to use as the products SMJ creates.

**THE DESIGN:** We started with creating a tagline 'Clever Made Beautiful' and the website design and copy flowed from this. With stunning photography already on hand, the design was kept minimalist and elegant, using a simple black and white colour palette with pops of lime green.

SMJ are renowned for their attention to detail and incredible carpentry skills. We built on this adding dovetail joints throughout the website to open and close windows.

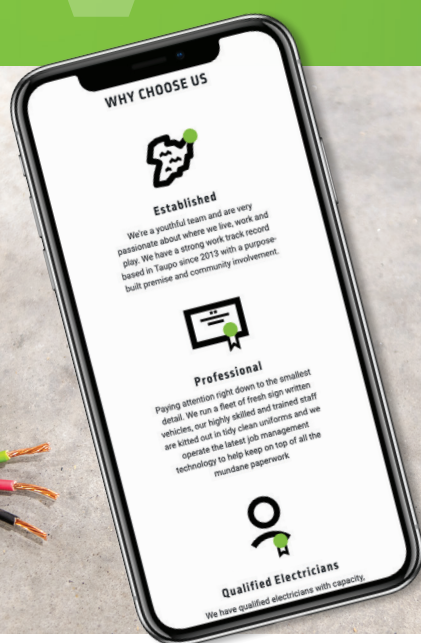
We animated the SMJ logo, creating a moving brand that is now used in email signatures and across digital advertising.



## Tūwharetoa Māori Trust Board

**THE BRIEF:** Tūwharetoa Māori Trust Board approached us when they had outgrown their old website. The brief to the Legend team was to create a better user experience, showcase their news, and make it simple for iwi to apply for relevant grants, and access important information. A simple e-commerce store also needed to be integrated.

**THE DESIGN:** Tūwharetoa had existing brand guidelines for Legend to follow, ensuring a consistency of brand identity, while also being respectful of the story and culture. We worked closely with a cultural representative to bring māori design to life throughout the website. Since first going live the site has grown and developed to house important Covid-19 content, that gets regularly updated.



## Alex Stewart Electrical: Shining a light on an innovative electrical brand

**THE BRIEF:** Alex Stewart Electrical came to us to update their existing website. Through further discussions it was decided a full brand re-fresh was in order. We were tasked with creating a fresh brand identity that could be rolled out over web, print and signage that would give Alex Stewart a consistent contemporary look that reflected the company's dynamic and innovative difference.

**THE DESIGN:** Inspired by the transfer of energy, we created a unique logo mark using two very simple shapes – the rectangle and the ball. These two shapes have been used to create a huge family of icons for the company values and services and even form the basis for a unique pattern to add texture to the vehicles and collateral.



## Miraka Brands: Taking Taupō dairy to the world

**THE BRIEF:** Taupo Pure is a consumer milk brand produced by Māori-owned milk company, Miraka. Internationally, consumer milk powder is a crowded category, so it needs to stand out from the competition. We tackled this challenge head-on by working closely with key Miraka stakeholders to build the sourcing and location story - from the heart of New Zealand.

**THE DESIGN:** Using strong storytelling and photography we created the brand from scratch, along with the supporting brand elements, to ensure Taupo Pure grabbed the attention of target consumers. Since the production of Taupo Pure whole milk powder, we have worked on a further 10 consumer products for Miraka.

# Testimonials

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**Traceylee Hooton**

Director, Four Seasons Kindergarten

"Just wanted to pass on our gratitude for the mahi you and your team did on our website.

The measure of a great website from our perspective is when a new whanau visits it and gets a sense of who we are and what we do, prompting them to enquire about us as a possibility for their child to spend their early childhood education with us."



**Louise Foley**

Partner, Le Pine & Co

"The team at Legend have been instrumental in helping us build an incredible online and paper-based presence throughout our region.

Working with the team is always an absolute pleasure; they are responsive, effective and think outside the box.

An awesome team doing awesome work!"



**Clare Stewart**

Director, Alex Stewart Electrical

"I had previously had the pleasure of working with Legend so when it came time to refresh our brand and website we knew they were the right team for the job. Although we were clear and direct on our vision they still managed to infuse incredibly creative ideas and elements into each segment taking everything to that next level, helping us to create a project we are incredibly proud of."

# Let's do this

*GOT A QUESTION? PLEASE GET IN TOUCH*

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## Legend.

