

CASE STUDIES



CASE STUDY 1

The **Victoria Point Sharks Sporting Club** engaged us to create a more modern logo to match the renovations they had planned, whilst also capturing the essence of the dynamic nature of our Redlands community.

The colour palette chosen reflects the golden sands and turquoise waters that adorn the Victoria Point coastline, whilst the clean lines and modern typography symbolise the club's commitment to staying relevant in an ever-evolving landscape.

As well as the brand re-design, PFS Creative have supplied new uniform shirts for the Management Team to reflect the fresh new branding.

PREVIOUS LOGO



NEW LOGO

VICTORIA POINT

SHARKS

SPORTING CLUB



CASE STUDY 2

Knight Pool Safety Inspections was a new small business located in Cleveland QLD. They engaged with us to create their brand story, including a logo design, uniforms, business cards and Flyers.

The logo design incorporated the “knight’s shield” to reflect protection, safety & security. The blue swirl elements representing the turquoise pool water.

We also had the pleasure of creating and designing their website. It needed to be bold, informative, and easy for prospective clients to enquire and/or book their services.





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