

artemis

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13

THIS ISSUE
working in
wonderland



INTRODUCTION

Doors are about to close at Artemis Creative for 2015! Wow what a year! Anyone else think that went a tad too fast?

So we would like to just say a huge warm thanks to our clients, we appreciate your custom and we've really enjoyed working with you on some fun & wonderful projects. Some projects were out of the box, the kind of unexpected challenge we relish, it's great to get the opportunity to let the creative beast fly!

Okay now I am having images of what a creative beast would look like! I am sure our sketch pads might feature that over the Christmas break as well as some other random images from the scary realms of our imaginations, one of the reasons we like to have a break and restock that creative bank.

So have a great break, be safe, restock your bank and look forward to working with you in 2016!

Michelle Cooper
Creative Consultant | Artemis Creative

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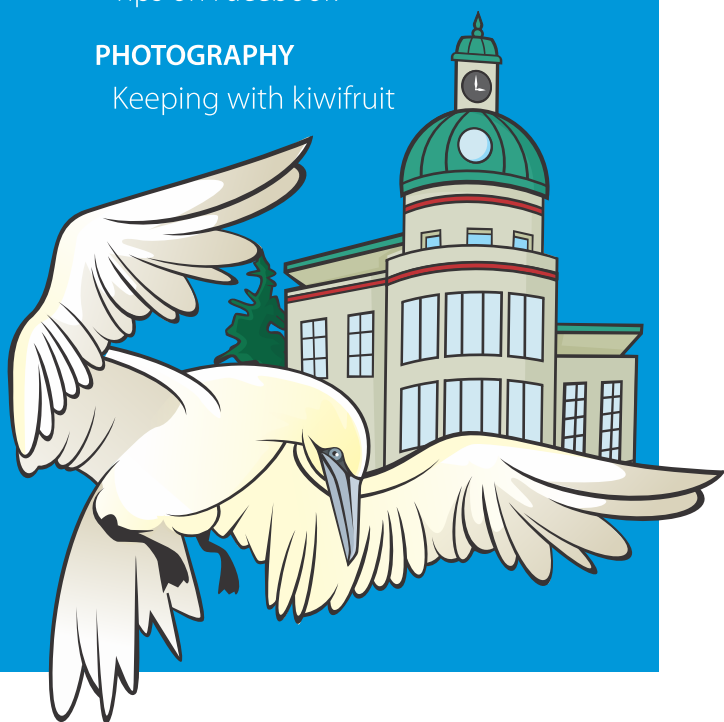
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 artemis illustration studios

NEWS



Samples

Artemis Calendar

With 2015 featuring so many film milestones we have decide to produce a calendar for 2016 going with the theme of the Silver Screen with some of our favour film moments illustrated.

In addition to the illustrations they will be full of trivia and random days to celebrate through out the year. These will be available on trademe in the new year or if you would like to reserve a copy for \$14.99 just drop us a line via email and will reserve one for you. Stocks will be limited ■

Murals & Window Painting

Some of you might not be aware that Artemis is a family based business. One of these family members, Daniel Holland has been getting traction window painting and joined me in creating the mural for Splash Planet.

He has a wealth of experience with paints and colour pallets which definitely came in handy with the Splash Planet Alice in Wonderland mural. Plus Daniel has an artistic flair which has got him acclaim this year as winner of a Wellington Based art competition. So moving forward we are looking to bring these skills and services into the pallet Artemis offers. In addition we will be promoting his strength with 3D model building. So if you are interested in having a mural or 3D art produced or even a temporary painting in your shop window, drop us an enquiry and see if we can help ■



Napier City Advent Calendar



We felt incredibly privileged to be involved in this year's Napier City Councils Advent Calendar promotion. It was a highlight on so many levels, not only was it exciting to sit in with meetings discussing what should and should not be included to show the 'Surprising little City' concept but to them actually go away and draw it!

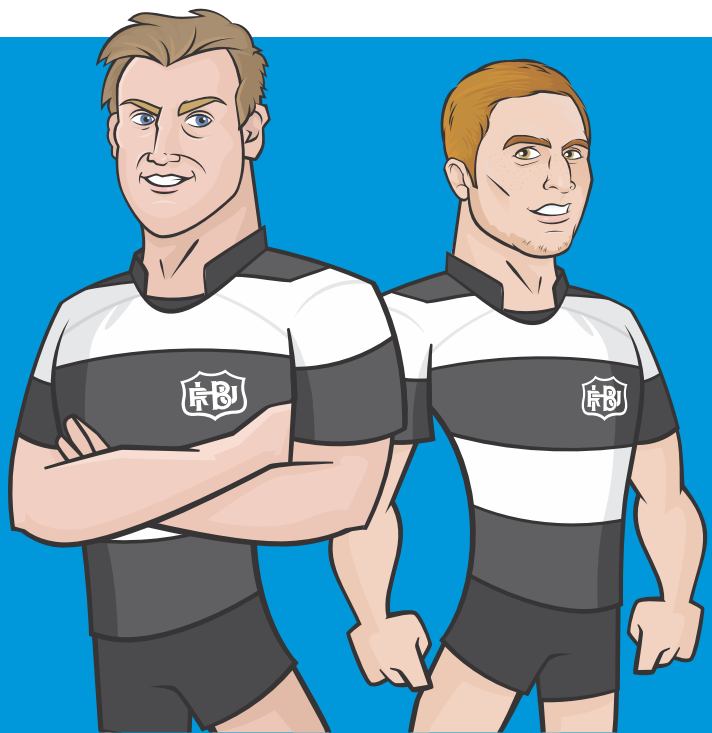
We would like to thank the people behind this project for having the faith in us to interpret these meetings into a visual media. Every bit of the project was exciting, from researching Napier and her buildings to creating icons for each one we choose, even the deadline made things fun! We even had the pleasure of opening the Hawkes Bay Today and finding that some little elves had leaked the story to the paper and included our name! To that little elf a warm thanks, was very unexpected.

We hope you have all had the chance to check it out online www.surprise.napiernow.nz. Let us know what you think, we would love your feedback



CARICATURE
Magpie Caricature

We are proud to announce our support for the Hawkes Bay Magpies has continued in 2015, providing illustration work if and when needed through their amazing season.



REFURBISH & REBRAND

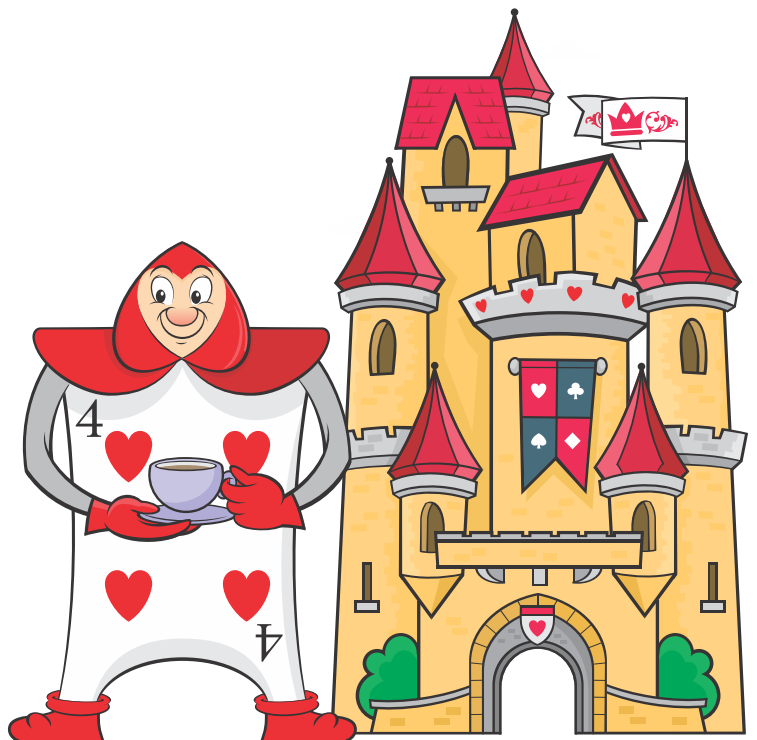
Splash of paint for Splash Planet



As with all things, over time paint fades and it was time to give the buildings and mini golf a bit of a spruce up. The team there thought it was a great time to think about revamping the Mini golf while they were at it and came up with the amazing idea of giving it an Alice in Wonderland theme.

At Artemis this had us rubbing our hands with delight and even reaching for a paintbrush. From golf numbers, to hand painting props and murals we dove right down the rabbit hole with this one. It was important to not step on any copyright was created a unique take on the old classic specifically for Splash Planet. So far have been getting some very positive feedback from the mini golfers!

Even the main buildings were in for a bit of a spruce and it was great to take a personal interest of mine (interior design) and put this to work in choosing the colour scheme for them and producing concepts for their approval. It has a very bright and fresh look now that you just can't miss! We are happy to provide this to any client who might be unsure moving forward with the rebrand of their buildings. ■



ILLUSTRATION

Wildlife Signs



Sample of illustrated signs created for Splash Planet.

CHARACTER DESIGN

Eye spy

Character design for vehicle signage for the property management company based in a Taupo.

Client was given a variety of different detective characters to choose from and the below version is what was developed from the character they chose. ■



Logo Developed
by Clever dog signs

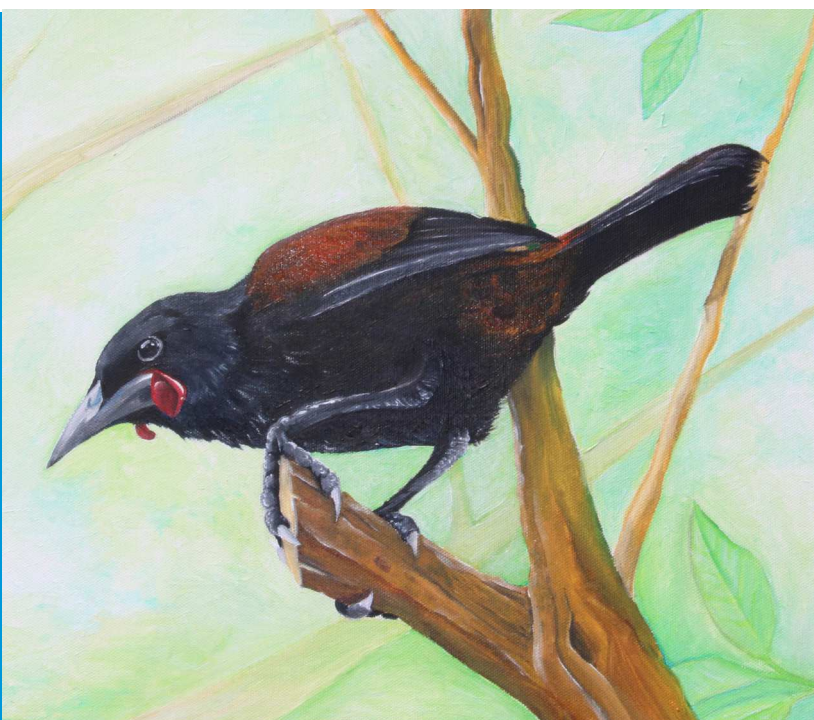
ART

Saddleback

Not that this years timetable has left alot of Canvas time, we did manage to squeeze in this little guy as a commission.

Its another bird, this time the native Saddleback, while I am not exactly sure that we will be sticking with birds in the future it is certainly the current theme.

The sketch book is full of ideas and concepts for future art, so look forward to kicking back these holidays with the easel. If you have any ideas you would like painted feel free to drop us a line, you never know we may inspire each other and you end up with a canvas on your wall. ■



BROCHURE DESIGN

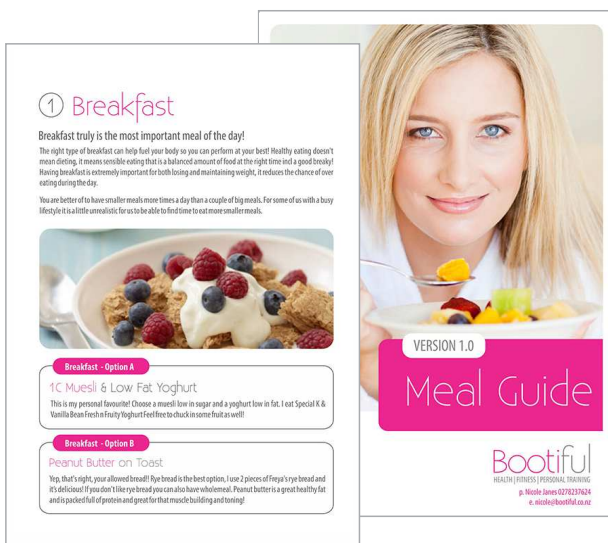
Out of this world



Great new Planetarium opens in Whangarei and are looking to develop a brand and we were over the moon (ok bad pun?) to be involved.

With such great back grounds to choose from, seriously all out of space, we wanted to keep the branding fairly clean and provide lots of room to display space images ■

Simply Bootiful!



Bootiful health & fitness was launched by peppy new personal trainer Nicole this year and we were excited to help her produce these workout and recipe books for her clients ■

WEB DESIGN

With websites taking over alot of the first point of contact for business's they are becoming more and more an important and effective tool.

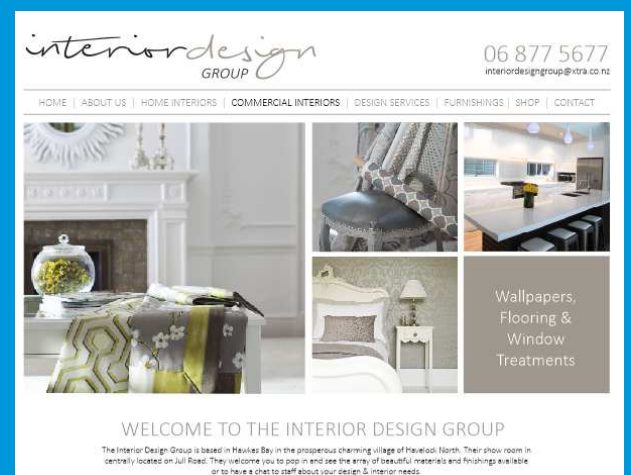
Alot of companies jumped on the first wave of websites, they were onto it and hip then but they are now finding with the demands of running a business they forget to up date and move with the times and trends. And you may be thinking well this takes years surely, not at all. In the last few years the way we browse the web and what consumers want to see has changed radically. So how does your website rate? We can take a look for free and advise.

Minty Fresh



Liking the trend on one page scrolling and to roll with their new logo design, Mint Tech are currently working with us to create a new minty fresh website, with a design brief of keeping it simple and clean.

Interiors Online



Having rebranded th shop frontage of Interior Design Group we are now looking to take that brand over to her website, including building a large gallery to promote all her amazing interiors ■

MARKETING INSIGHTS

Facebook tips for your Business

It's definitely a trend for business's to have a presence on Facebook and its free so even better, but some business don't give it much thought and approach it as an after thought. Anything with your brand attached to it should look professional so you do. Take a look at big companies for ideas for professional looking Facebook sites. But if you are struggling with the brand we are happy to look at your site and give some advice. Here are some tips below:

Your profile picture.

This will be displayed quite small when ever you comment etc so what your looking for is an icon or part of your logo that will be easy for your potential fans to recognize. Being recognizable is important to getting found and Liked. It is a very common mistake to upload logos which don't actually fit into the square shape and so when ever you post or comment it looks messy. When choosing a photo, keep in mind that Facebook requires your profile picture dimensions to be 180 pixels by 180 pixels, if your unable to create this we can help.

Engaging cover photo.

Next, you'll need to pick an attractive cover/banner photo. Again think of brand and impact. If you were unable to use your full logo on your profile picture, you might want to put it here. Since your cover photo takes up the most real estate on Facebook choose something engaging to your visitors. Keep in mind that Facebook cover photo dimensions are 851 pixels wide by 315 pixels tall.

Combine your profile picture with your cover photo.

If you want to get extra creative, try coordinating your profile picture and your cover photo in a creative way. Have a look around Facebook some companies like coke have done this very well.



FACEBOOK FACELIFTS



Web Graphics don't need to be a pest

Mayfair Pest Control originally came to us for a Digital Advert. It soon developed that some brand updating was required and we were more than happy with their requirements.

When it came their Facebook page, like many companies, they were using graphics that didn't fit properly and didn't match their other branding. We are happy to report they now have consistency over their web, Facebook and advertising, helping to strengthen their brand worth. ■

BE IN TO WIN A FACEBOOK MAKEOVER!

Just like our facebook page or Email 'Facebook' to us to go in the Draw

Add a call-to-action button.

To add a call-to-action button to your cover photo, click the 'Create Call-to-Action' button located on your cover photo. You'll then be able to choose a button and where online you want it to go. To get data on how many people are clicking your button, simply click the drop-down arrow on your button and select 'View Insights.' We have simply connected to the contact page on our website, it can be that simple.

Fill out your 'About' section

Lastly don't forget about one of the most important sections of all, your 'About' section. It's one of the first places people will look when they're scanning your page and its important to provide your company info here. Who are you, what do you offer and how do they find you.

Hope you found this helpful, happy facebooking. ■

PHOTOGRAPHY

Keeping with Kiwifruit



It's Chemistry

Kenso NZ have a wide agricultural range of products. As well as creating brochures it is required from time to time to take product shots as well as New Zealand stock photos.

Pretty simple stuff but make brochures and other promotional material far more attractive to the eye and helps provide better product information to the client, picture is worth a thousand words right? ■



From time to time we find that a design job will end up going that one step further and see us behind a camera. The occasional label design turns into 'Can you send us a photo of the label on the bottle or the product in the wrapping?'

That what happened with Kiwi Pure new label design we created. Its nice to put on a new hat and look at things down a lens for a change.

We always advise there is a level where they need to look at hiring a professional photographer but for placement, staff and some product shots we are more than happy to offer our services. This can work quite well if we are designing the job as we know what shape, colour or angle would look good on the final job.



Hope you all have a safe and happy Holiday.

See you in the New Year.