

simple solutions in complex times



Branding & Logo Design

Visual Edge is a design studio in Port Macquarie that specialises in successful brand building by design & brand strategy.

Appropriate visual branding is crucial to business success. We believe in effective branding that not only looks good & gets noticed, we believe that your brand should deliver a clear & emotive message to your target market. A good brand will also confirm your credibility, increase loyalty & motivate your buyer.

A strong brand is invaluable as the battle for customers intensifies in an increasingly competitive business environment. It's important to spend time investing in, researching, defining, & building your brand. After all, your brand is the source of a promise to your clients. It's a foundational piece in your marketing communication.

In an competitive media market, where consumers are confronted by more and more advertising, visual communications of your brand need to be more effective than ever before.

A great brand solution means great business growth.



"We would like to express our sincere thanks for your brilliant hard work and dedication. That we have been able to capitalize on this project is a tribute to your research and creativity. Lisa, we look forward to a continuing association, and would be pleased at any time to express our opinion of the extremely high professionalism of Visual Edge's services"

- Karol O'Brien, General Manager Willing & Able Foundation.



"My wife just stared at it with a jaw dropped expression - Thank you we love it"

- Chris West, Hopscotch Australia



Our goals are to help you achieve yours.

"The creation of our new name and logo line, thanks to Visual Edge was an extraordinary turnaround for us! We have been astounded at how well our clients have adopted the new image. Our business has grown substantially since the rebranding exercise and we attribute a great deal of this success to our new market position."

-Warrick Affleck, COMPASS Financial Management



"I absolutely love the work you did on my branding. I remember having a vision on how I would like to present my business to the World. I had no idea, how I could bring that to life. Through a business associate, my rough draft was sent to Lisa. Within a short space of time, a proof was created. It exceeded any creative ideas, I had held in my own mind. Lisa's work is sublime and the final finish is absolutely outstanding. I still receive compliments from clients. Thanking you again Lisa, for making my work look so darn good!"

- Bron Purdy, Spiritual Fitness with Bron.



"I have today received a card & letter from a friend who worked for Qantas in marketing for many years, then started his own marketing agency. His opening remarks in his letter were: I love the logo of your new business - great design! So, all compliments to you Lisa! - & from someone in the marketing world!"

- Glenda Hamilton, Perfectly Organised



making computers friendly

"Thank you so much! I absolutely love the designs and you were right about having a logo and what it does for the business. Thank you so much for being so fast in getting this done. I have really enjoyed working with you too and getting to know you better. Thanks so much for your professionalism!"

-Barbara Smith, The Roving Trainer



"Our new logo design looks great Lisa, we are very, very pleased. Thanks"

- Ray Willmott, The Villa at Hannam Vale



web sites that work!



"I can't begin to express how valuable Lisa's work has been for me. Investing in a good logo seemed a little hard to justify at the time, but it has transformed my business! I went from having a home designed, embarrassing businesscard, to one I am proud to distribute. Lisa's design then inspired me to finish my website and to have signage done on my car. Not only does having a fabulous image affect the way others see my business, but it affects my attitude to my business. I had always thought that success was all about how good you are at what you do, not how good you look, but now that I have a professional image, I realise that it's both. I would recommend Lisa to anyone who wants to create impact in business or at home."

- Zoe Pogonowski, XYZ Support



"Thanks for your prompt attention. Your work is lovely and it was a real delight to view the samples you forwarded. I felt like I was choosing a birthday present! I love the colours by the way, fresh, simple and bold".

- Moira Maraun, Practice Development Solutions



"We have been in a business relationship with Visual Edge since 2003. The required services range from window displays, point of sale material, branding, graphic design, brochures and printing. Lisa has the unique ability to quickly grasp what a business is about and to encapsulate various disciplines required to assist in making that business perform to its best. Lisa has a clear understanding that every business needs a unique point of difference and the importance of consistency in all aspects of branding and message delivery. Therefore, I can strongly recommend Lisa Christie from Visual Edge"

- Dean Irvine, Irvine's Jewellers



practical energy solutions

"We're THRILLED! Thanks for all your wonderful work!!

Really enjoyed working with you - do you ever go to the Hastings Business Women's Breakfasts?

I'd enjoy meeting you one day.

- Betsey Drake, The Energy Guys



"Thank you for all your hard work in designing a beautiful & unique logo, business card, postcard and banner for Smooch Cakes. You managed to capture the essence of my business and your by line 'simply beautiful cakes' just sums it up perfectly! I have grown in confidence since I began distributing my postcards and business cards. Smooch cakes has developed in the manner in which I had wanted it to, with a clean, crisp image which encapsulates elegance...it's beautiful! Thank you once again for making this happen for Smooch Cakes and for making me proud of my business image. I've been recommending Visual Edge to anyone who will listen and will be in touch in the future whenever I have design needs.

- Donna Clarke, Smooch Cakes



Thank you for the new logo - I feel a real connection to it! I feel proud of my brand and the image that the logo portrays for me and my business. The logo on my work shirts and vehicle confirms my professionalism - I meet carpenters on the job and they have been asking me if they can have one of my shirts!

-Dennis van Mill, Solid Stairs



"beautiful flowers for all occasions"