

DIGITAL PRESENCE. BRAND IMPACT. BUSINESS GROWTH.

We make ambitious businesses look like the best choice.

Premium websites, brand identities, marketing campaigns and graphic design built around one goal: helping your business earn attention, trust and action.

Web

Strategy, design and development

Brand

Identity and business collateral

Market

Campaigns and creative production

WHO WE ARE

A creative digital partner with business thinking built in.

MzDigital helps organisations present themselves with clarity and confidence. Since 2004, we have combined strategic thinking, polished design and practical production to create brand experiences that work across screens, campaigns and real-world touchpoints.

20+

years of digital and creative experience

4

connected disciplines under one partner

1

consistent brand experience across every channel

01

Strategy before decoration

We clarify the audience, offer, message and desired action before design begins. Every creative decision has a commercial reason.

03

Design made to perform

We balance premium visual quality with clarity, usability and calls to action that move customers forward.

02

Consistency that builds trust

Your website, proposals, social media and marketing material should feel like one capable business, not separate pieces.

04

Production-ready delivery

From responsive code to print-ready artwork, files are prepared for the channel, supplier and format where they must work.

WEBSITES & DIGITAL GROWTH

Your hardest-working sales asset.

We design and build websites that make the value of your business easy to understand, easy to trust and easy to act on.



01 Website strategy & design

Information architecture, user journeys, responsive layouts, content flow and conversion-focused calls to action.

02 Website development

Fast responsive builds, enquiry forms, WhatsApp paths, analytics, integrations, testing and launch support.

03 SEO foundations

Keyword direction, search-ready page structure, metadata, local cues, image optimisation and technical essentials.

04 Lead generation

Campaign landing pages, quote funnels, conversion copy, tracking and focused paths from click to enquiry.

Company websites

Landing pages

Website redesigns

Maintenance

Analytics

BRANDING & IDENTITY

Make every impression feel intentional.

A strong brand gives customers a clear reason to remember, trust and choose you. We build practical identity systems that stay consistent wherever your business appears.

Clarity #4C35F2	Energy #FF7F8E	Confidence #008F7C	Momentum #D99B28
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MzDigital

01

Brand foundations

- Brand discovery and positioning
- Audience and competitor review
- Core message and brand direction

02

Visual identity

- Logo suites and brand refreshes
- Colour and typography systems
- Iconography and visual language

03

Brand applications

- Business cards and letterheads
- Email signatures and templates
- Company profiles and presentations

04

Brand management

- Usage guidelines and asset libraries
- Editable business templates
- Ongoing creative support

MARKETING & CAMPAIGNS

Creative that carries one clear message into the market.

We translate business goals into focused campaign ideas, content and channel-ready creative. Whether the objective is awareness, promotion, lead generation or launch support, every piece works together.

Campaign planning

Campaign themes, offers, audience direction, content calendars and channel recommendations.

Social media creative

Post templates, promotional graphics, carousels, stories, reels covers and paid-ad artwork.

Digital campaigns

Landing pages, web banners, email graphics, lead magnets and conversion-focused campaign assets.

Sales enablement

Pitch decks, proposal templates, product sheets, note cards and branded presentation material.

ONE MESSAGE EVERY CHANNEL.

GRAPHIC DESIGN & PRODUCTION

Correct format. Clear message. Premium finish.

Artwork is supplied at platform-ready or print-ready specifications. Custom sizes are available for publishers, printers, venues and media owners.

Digital & social	PIXELS
Instagram / Facebook square	1080 x 1080
Instagram portrait post	1080 x 1350
Story / Reel artwork	1080 x 1920
Facebook / LinkedIn landscape	1200 x 628
YouTube thumbnail	1280 x 720
LinkedIn company cover	1128 x 191

Web advertising	PIXELS
Leaderboard banner	728 x 90
Medium rectangle / MPU	300 x 250
Wide skyscraper	160 x 600
Large leaderboard	970 x 90
Billboard banner	970 x 250
Mobile banner	320 x 100

Print essentials	FINISHED SIZE
Business card	90 x 50 mm
A5 flyer	148 x 210 mm
A4 flyer / poster	210 x 297 mm
A3 poster	297 x 420 mm
DL flyer	99 x 210 mm
Square flyer	210 x 210 mm

Large format	POPULAR SIZES
Pull-up banner	850 x 2000 mm
Event backdrop	2250 x 2250 mm
Fence / outdoor banner	2000 x 1000 mm
Wide outdoor banner	3000 x 1000 mm
Gazebo artwork	Supplier template
Vehicle / signage	Measured to fit

PRODUCTION NOTE

Print artwork is normally prepared in CMYK at 300 dpi with 3 mm bleed. Large-format resolution and bleed are set to the printer's final specification. Source or editable files can be included by agreement.

HOW WE WORK

A disciplined process from brief to final delivery.

Good creative work needs clear decisions. Our process keeps the project focused, transparent and moving toward an agreed business outcome.

- 01** **DISCOVER**
Define the win. We clarify the audience, goals, offer, scope, channels, timing and technical requirements.
- 02** **DIRECT**
Choose the idea. We establish the message, visual direction, content structure and creative approach for approval.
- 03** **CREATE**
Build with purpose. We design, write or develop the agreed deliverables with channel and production needs in mind.
- 04** **REFINE**
Review what matters. We consolidate feedback, make focused revisions and check consistency, accuracy and usability.
- 05** **DELIVER**
Prepare for action. Final files, website builds or campaign assets are tested, packaged and supplied in the required formats.

WHY ONE CREATIVE PARTNER?

Less fragmentation. More consistency.

When web, brand, campaign and graphic design decisions happen together, your message stays clearer, assets are reused intelligently and every customer touchpoint reinforces the same professional standard.

START A PROJECT

Ready to present your business at its best?

Tell us what you are building, promoting or improving. We will recommend the clearest way to bring your website, brand and marketing together.

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Web design

Development

SEO

Branding

Marketing

Graphic design

