

# STUDIO JS

A Full-Service Design Studio:  
Crafting Brands with Purpose

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# ABOUT US

StudioJS is a design, branding and marketing studio with a mission is to help clients stand out in today's competitive market. By harmonising design with clear communication, we empower brands to connect authentically with their target audience, ensuring they are memorable for all the right reasons.

Our approach is rooted in understanding who our clients are and the people they want to reach. From custom website designs and comprehensive brand development to strategic marketing consulting, we provide end-to-end solutions tailored to each business's needs. At StudioJS, we don't just create visuals; we build cohesive identities that resonate across every platform, helping our clients achieve their marketing and branding goals with clarity and impact.

# WE BELIEVE

That every business has a **brand**, and our mission is to ensure that clients stand out in a competitive marketplace. Differentiation is no longer a luxury—it's a strategic necessity. I work closely with businesses to uncover their unique story and bring it to life through a distinctive visual identity, supported by clear and compelling messaging. By seamlessly aligning design with communication, we help brands forge stronger connections with their target audience. The result? Businesses that communicate their value with clarity and impact, ensuring they are remembered for the right reasons.

# YOUR CHALLENGES, OUR SOLUTIONS

Every brand faces unique challenges. At StudioJS, we specialise in transforming these obstacles into opportunities. Whether you're struggling with brand clarity, messaging, or optimising user experiences, here's a look at how we tackle some of the most common issues our clients face.

## **Lacking differentiation**

Many businesses struggle to stand out in a crowded market. Let's create a distinctive visual identity and message that sets you apart from competitors, ensuring we capture the attention of our target audience.

## **Inconsistent or unclear branding**

Many businesses struggle with maintaining a cohesive brand presentation and communicating their value effectively. We will craft clear and compelling messaging that resonates with your audience, making sure your brand is not only visually cohesive but also memorable and understood.

## **Ineffective marketing conversions**

Clients may have design and marketing materials that fail to engage or convert. We can redesign and optimise marketing collateral, from brochures to websites, to be more visually appealing and strategically aligned the the goals of the business.

## **Outdated or poor user experience (UX)**

Websites or digital platforms that don't offer a good user experience can harm client conversions. Let's design a modern, mobile-first website that enhance usability and drive conversions.

## **Difficulty connecting with target audience**

Some businesses struggle to connect with the right customers. Through thoughtful design and targeted messaging, let's bridge the gap between you and your audience, helping build stronger, lasting connections.

## **Lack of a strategic marketing approach**

If you lack a clear marketing strategy that integrates both brand and direct marketing efforts. We can provide strategic guidance, ensuring marketing is effective across multiple channels.

# OUR SERVICES

## **Brand Development**

Comprehensive brand development to ensure your business communicates a cohesive, compelling identity across all channels.

## **Websites**

Modern, custom websites that enhance user experience and engagement.

## **Marketing Consultation**

Strategic guidance to help you achieve effective marketing across a variety of channels, including print and digital.

## **General Design**

From marketing collateral, to comprehensive design systems, or bespoke visuals, we ensure consistency in both aesthetics and messaging.

# OUR APPROACH

- 1 Understand Who You Are**  
A documented approach to developing a strong brand story.
- 2 Define Who You Are Talking Too**  
Ensuring the right messages are shown the the right people.
- 3 Build Connections**  
With a holistic view of your brand and audience, we provide strategic guidance to create marketing that works across both print and digital platforms.
- 4 Measure and Improve**  
After implementation, we assess the effectiveness of your marketing efforts and make improvements to optimise results.

# TECHNOLOGY STACK

At StudioJS, we carefully select a suite of cutting-edge tools to create custom websites that are fast, scalable, and tailored to meet our clients' unique needs. From dynamic frameworks to powerful hosting and analytics solutions, we harness the best of modern web technology to ensure your brand stands out online. Here's a look at the technologies we use to build custom web solutions.

## NextJS

Next.js is a robust React framework that enables us to build dynamic, high-performance websites with ease. Next.js helps us create fast-loading, SEO-friendly sites that scale effortlessly, making it a perfect fit for our custom website builds.

## Astro

Astro is an innovative framework designed to deliver ultra-fast, lightweight websites by shipping minimal JavaScript. This unique approach allows us to create content-heavy sites with maximum efficiency, without sacrificing performance or design flexibility.

## TailwindCSS

TailwindCSS is our chosen styling framework, enabling us to design visually stunning and responsive websites with efficiency. TailwindCSS allows us to craft custom, consistent designs quickly without sacrificing creativity.

## Sanity

Sanity is our go-to content management system, chosen for its flexibility and developer-friendly interface. It allows us to build custom content structures that adapt to each client's needs, ensuring that managing and updating website content is intuitive and efficient.

## Vercel

Vercel is our preferred hosting platform for its seamless integration with Next.js and industry-leading deployment capabilities. Known for its speed, security, and global CDN, Vercel empowers us to deploy and scale websites effortlessly, ensuring top performance.

## Google

From Google Analytics to Search Console, we rely on Google's suite of tools to optimise our websites for performance, visibility, and user insights. These tools provide valuable data to improve SEO, monitor traffic, and refine user experience.



# OUR PRODUCTS

## **Brand Development**

From \$7,500

Uncover and define your brand's unique identity through a collaborative process that includes a brainstorming workshop, customer research, and a comprehensive brand book that serves as a guide to ensure cohesive, memorable branding.

## **Websites**

From \$14,500

From initial site mapping and information architecture to custom design layouts and CMS integration, our end-to-end website design services are built to enhance user experience and showcase your brand in a modern, mobile-first format.

## **Marketing Plan**

From \$5,500

Gain a comprehensive, actionable marketing plan tailored to your business goals. This includes budget planning, marketing mix selection, and reporting templates, with an option for ongoing management through a marketing retainer.

## **Marketing Consulting**

\$185 per hour

Receive expert advice on optimising your marketing.

## **General Design**

\$150 per hour

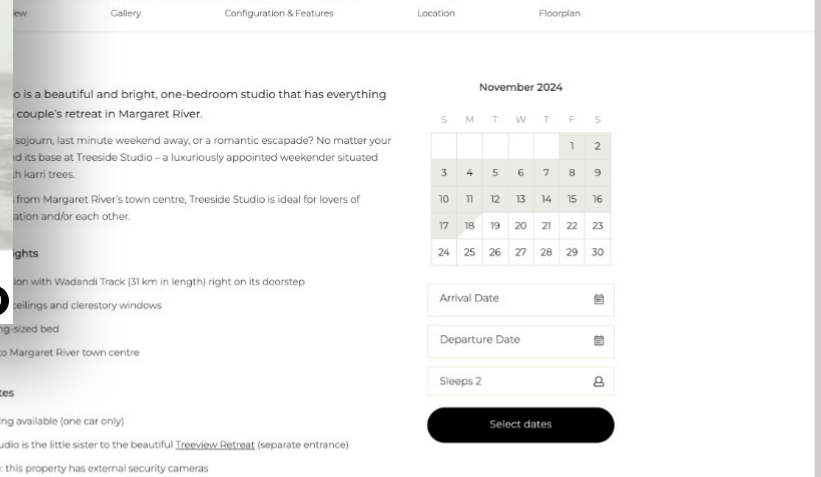
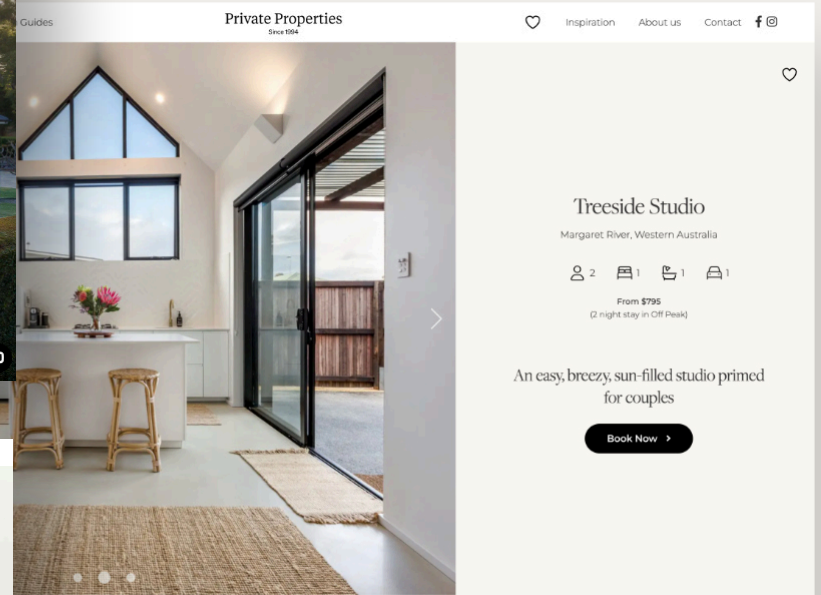
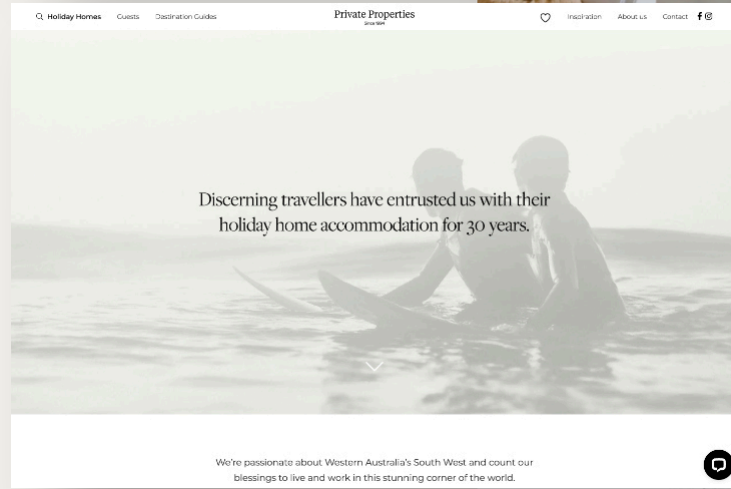
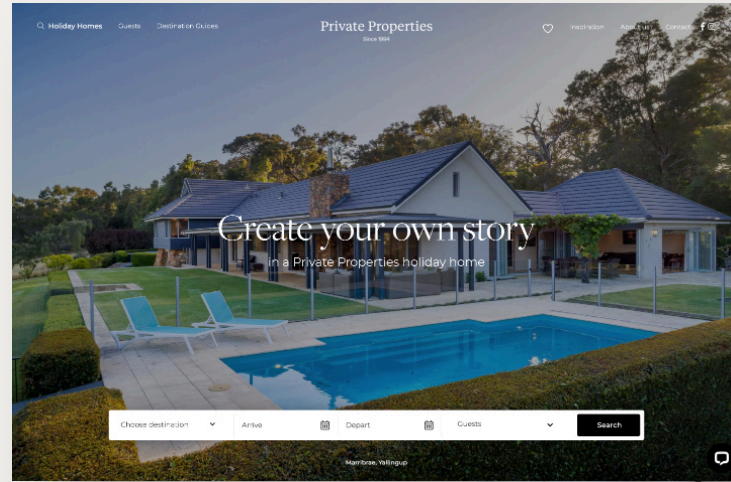
Graphic design solutions for any project, from marketing collateral to bespoke visuals

# PRIVATE PROPERTIES

StudioJS has been an integral part of Private Properties' growth and evolution assisting in shaping their brand into a distinct and memorable identity within the high-end holiday home market. From crafting an original visual identity to providing strategic marketing consulting, we have helped Private Properties consistently connect with and appeal to their target audience. Our work extends to designing and managing the user-focused website that embodies the brand's essence. Through a commitment to quality and creative precision, we've supported Private Properties in establishing a lasting, impactful presence in their industry.

## Services

- Brand Development
- Logo & Visual Identity
- Marketing Consulting
- Website Design
- Website Development



# Private Properties

Since 1994

Portfolio



Services  
In-house Magazine  
Design layout and artwork

8 Private Properties Portfolio

*"Our Coast & Country abodes are set in beautiful West Australian locations that afford guests a true taste of WA."*

**Luxury**  
A luxurious holiday both under the stars, a private dining experience in a secret garden and an afternoon aperitif between sars, spa and pool. Behind the door of a luxury Private Property you'll find high-end furnishings, walls dressed in local and international art, resort-style courtyards and an ever-changing array of delicious, local, countryside or beach. These homes are indulgent, special and sometimes, over the top. But honestly, we wouldn't have it any other way.

**Architecture & Design**  
Design isn't just a word. Our portfolio is home to some of the state's most iconic architecture, including a multi-million beach house by the late great Gill Triggs, a contemporary-chic home overlooking native bush, and an engaging, ocean-facing retreat set between an intricately landscaped rock and the sea. Each one of the homes within this collection are architecturally designed, from original heritage, or in touch with their surrounding environment in mind.

**Hopeless Romantic**  
For those who wear their hearts on their sleeves, who get caught up in love's magic, and always leave each other aching more. Beautiful settings worthy of any whimsical romance novel, these homes are cozy, cuddly and just what you need. Spend days here writing and dining, nights warming by the fire, and mornings languid after breakfasting on the beach.

**Coast & Country**  
Wake up to the chirp of native birdsong, watch the sun rise through trees, hear and peep frogs, and hang around the horizon and enjoy the glory of views of crystal clear water any time of the year. From the rolling coastline to Margaret River, to the towering karri forests in Denmark - our Coast & Country abodes are set in beautiful West Australian locations that afford guests a true taste of WA through a large open window, upstairs balcony or backyard gate.

**A Family Affair**  
Long summer holidays building castles in the sand, water sports, fueled by toasted marshmallows and accompanied with everything but the kitchen sink. Family get-togethers are especially crafted at our Private Properties holidays. These holidays include properties that have plenty of space, are safe for little feet and include entertainment for the kids (be it a movie or a private games' room!). A lounge area or two would't you wish, for us would a pool, a games room or direct access to the beach.

Our holiday homes are breath taking, scenic and unforgettable. Find yours in the upcoming season, or visit [www.privateproperties.com.au](http://www.privateproperties.com.au) for our latest offerings.

Inspiring homes,  
inspirational holidays

Discover what you can gain from Private Properties' collection of luxury holiday homes, and develop your own holiday home.

20 Yallingup Holiday Homes

**Shumalla**  
Sleeps 8. This secluded property ticks all of the boxes with a pool, spa and a games room.

**Three Rivers Cottage**  
Sleeps 5. Sea, sand, sun, and surf. There are oodles of it to be enjoyed from this seaside beach shack.

**Marlboro**  
Sleeps 10. Experience country grandeur in the heart of Yallingup.

**Stone & Wood**  
Sleeps 6. Where desert modern interiors and glazing meets nature.

**Kings Loochie**  
Sleeps 6. For lovers of elegant, understated luxury, this is one of our gems.



## Inspiring leadership excellence

Gerard Daniels is an International Executive Search, Board & Executive Leadership firm, operating in the Asia Pacific, Europe, Middle East, Africa and the Americas regions.

[Learn more >](#)

Gerard Daniels specialise in International Executive Search, Board & Executive Leadership throughout Asia Pacific, Europe, Middle East & Africa and The Americas

Delivering up-to-date market insight with access to unique perspectives, Gerard Daniels offers a refreshingly collaborative, reliable and personal service to clients. We are values-based, energetic and highly creative, able to take a perspective on new possibilities and ideas.

38 yrs	5 - 10+	52%	97%
Founded in 1986	Our average appointment tenure	Female appointment rate with a threefold increase in the last 3 years	Retention rate of 2 years or more

### OUR EXPERTISE

Our specialist consultants combine a comprehensive understanding of their sectors with a proven record in senior level executive search and consulting to boards of leading and emerging companies.



### Executive Search, Board & Executive Leadership London

Extensive experience gained from working throughout Europe, the Middle East and Africa (EMEA) has allowed Gerard Daniels to develop a significant presence in this important global economic zone.

Established in 2006, Gerard Daniels' London office has grown to become a regional centre of excellence, providing a truly collaborative and consultative service to our clients in the region. We understand the nuances of diversity and inclusion across our sectors and geographies and approach our research process with a view to providing our clients access to the widest possible talent pools.

### Our Expertise

### Supporting EMEA

Working cohesively as part of an integrated global network, we support clients across Europe, Middle East, Africa and the Americas. Our industry-leading specialist advisory services align with many significant market segments in EMEA, including natural resources, renewables, clean tech, private equity, defence, infrastructure, industrial engineering, manufacturing, and the financial sectors that support these markets.

### RECENT APPOINTMENTS

- COO, global listed offshore technology company
- CFO, private equity backed geothermal development company
- COO, listed international hydrogen electrolyser manufacturer
- Executive Vice President, private equity backed industrial equipment manufacturer
- General Counsel, global listed offshore energy services company
- Group Financial Controller, listed global industrial equipment manufacturer

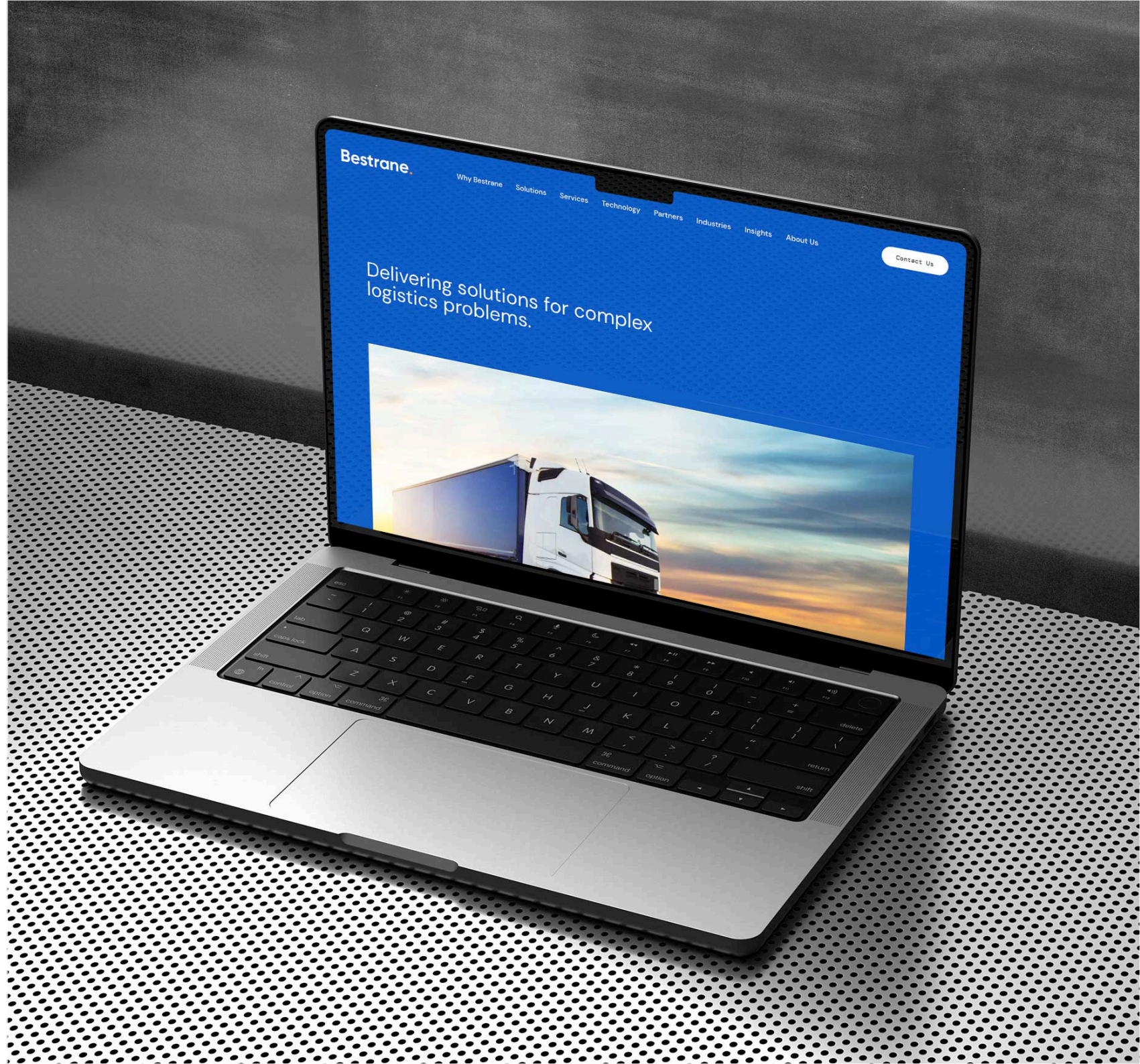
### OUR INDUSTRY SECTORS

### Meet the EMEA team

Our team is comprised of highly experienced professionals who bring their industry expertise and understanding to assist clients in the appointment of successful leaders and the provision of board consulting services.

 James Christian Managing Partner EMEA	 Nona Sichinava Partner	 Kester Guy-Briscoe Associate Partner
 James Nichols Head of Global Research	 Jarryd Saliba Research Associate	 Berta Fernandez Diaz Research Associate

**BESTRANE**



**Services**  
Website Design  
Website Development

PRIVATE PROPERTIES

# Private Properties

A Private Properties holiday home provides the perfect setting for families and loved ones to enjoy some downtime. From pre-arrival planning, to inspiration on what to do, together, we'll make sure you have a holiday that's unique to you.

The perfect holiday does exist.

[www.privateproperties.com.au](http://www.privateproperties.com.au)



Services  
Advertising



Litehouse

Toby Bird

toby@lite-house.com.au

M. 0411 727 576

5/15 Lime Street, North Fremantle

# Litehouse

By fostering a spirit of like-minded cooperation and pooling our collective expertise, we create extraordinary and thoughtful spaces, tailor-made for each client, their style and their site, providing them with a unique home to live in and enjoy.



The Little Albion



Tree House

## Services

Logo & Visual Identity

Website Design

Website Development

# PROPERTIES & PATHWAYS

Services  
Website Design  
Website Development

The screenshot shows the homepage of the Properties & Pathways website. The header features the company logo and a navigation menu with links for Investments, Investors, Assets, About, FAQs, Insights, Login, and a prominent Contact button. The main hero section has a dark blue background with a grid pattern and features the headline "Creating a shared investment journey in Australian real estate." Below this is a sub-headline and a "Get to know us" link. A statistics section follows with four white boxes containing: 21.97% average annualised investor return, 86.13% reinvestment rate, 11 years of successful investing, and 200+ co-owners. A "Welcome to commercial real estate ownership" section includes a paragraph about shared wealth and a "Hear our story" link, accompanied by a photo of the team. The footer contains the company name, address, and a detailed navigation menu.

PROPERTIES & PATHWAYS

Investments ▾ Investors ▾ Assets ▾ About ▾ FAQs Insights ▾ Login [Contact](#)

## Creating a shared investment journey in Australian real estate.

An investor-first commercial property syndicator in Australia, providing transparent investment journeys through managed property funds. Don't just invest in real estate—own it, alongside us.

[Get to know us →](#)

**21.97%**  
average annualised investor return (completed syndicates)

**86.13%**  
reinvestment rate since inception

**11 yrs**  
of successful investing

**200+**  
co-owners investing alongside us

### Welcome to commercial real estate ownership.

Property is more than just about returns. It's about safely moving towards lasting wealth. And sharing that journey—co-owning high-quality Australian commercial real estate that will accelerate in growth for years to come—strengthens that wealth more than a solo journey ever could. We should know: we've helped hundreds of investors prosper since 2012.

[Hear our story →](#)

PROPERTIES & PATHWAYS  
100 Roberts Rd, Subiaco WA 6008

Investments  
Income Focused Investments  
Capital Growth Funds  
Balanced Property Funds

Investors  
Family Office  
Private Investors  
Institutional Investors  
New to Investing

Assets  
Current Assets  
Previous Assets

This block shows a partial view of the website's right side. It includes a navigation menu with links for Investments, Investors, and Assets. Below the menu are three columns of content, each with a header and a brief description. The first column is titled "Income Focused Investments" and describes secure and passive income. The second is "Capital Growth Funds" and describes finding comfort with capital growth. The third is "Balanced Property Funds" and describes a perfect blend of reliability and growth. Below this is a section titled "The road to wealth is paved..." with a photo of two men in business suits. The footer of this section includes a "Sign up" button and a "View Investment Opportunities" link.

Investments  
Investors  
Assets

Income Focused Investments  
Capital Growth Funds  
Balanced Property Funds

Family Office  
Private Investors  
Institutional Investors  
New to Investing

Current Assets  
Previous Assets

### The road to wealth is paved...

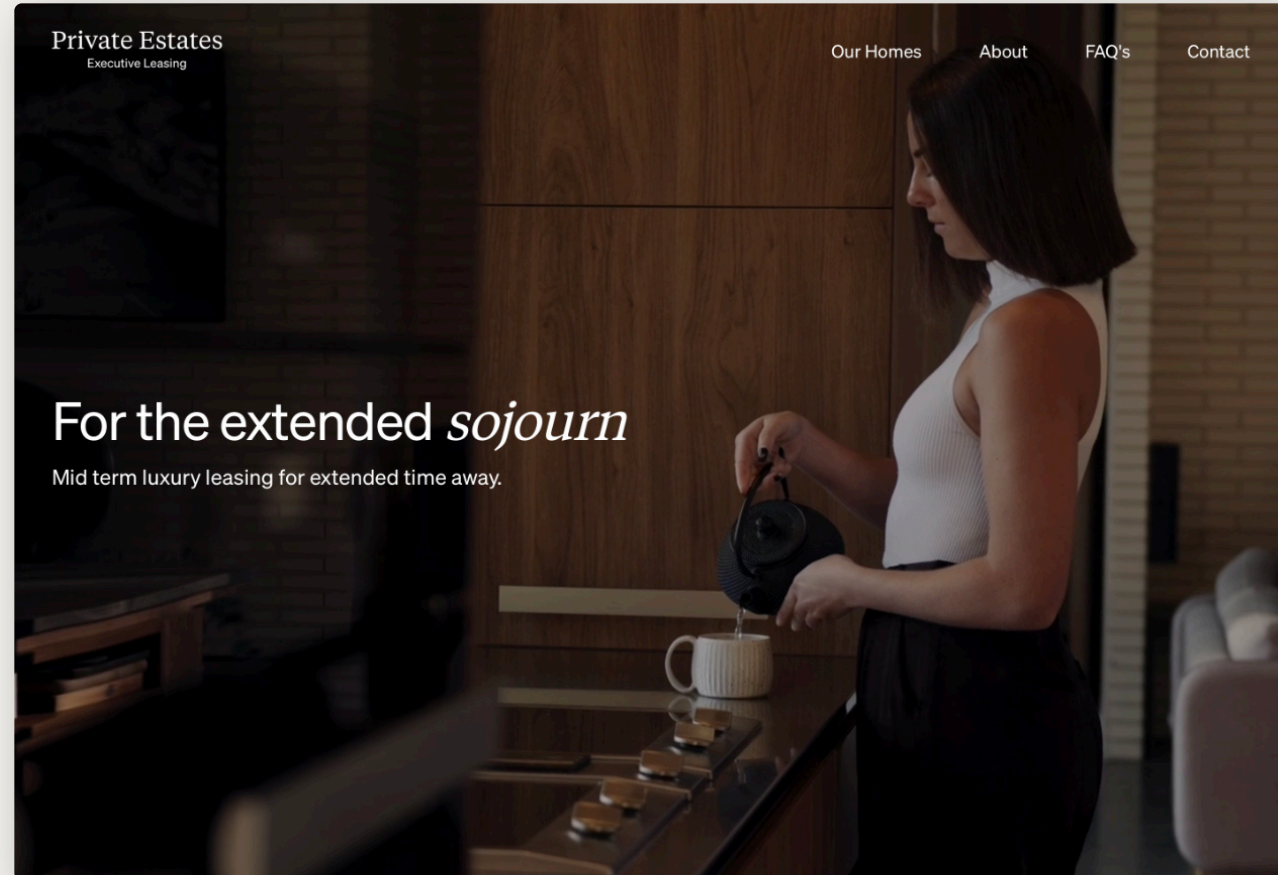
Our investments are shared, but your goals are not. We offer a range of property funds that cater to your objectives. Want to know more? Take a look at our investment opportunities.

[View Investment Opportunities →](#)

[Sign up →](#)



# PRIVATE ESTATES



## Services

Logo & Visual Identity

Website Design

Website Development

# CONTACT US

**Ready to stand out from the competition and communicate your brand's unique story?**

Let's collaborate to create a visual identity and messaging strategy that will resonate with your audience and drive results. Get in touch today to discuss how we can help your business look different and connect with purpose.

**Jeremy Stewart**

Mobile 0417 935 101

Email [jeremy@studiojs.com.au](mailto:jeremy@studiojs.com.au)