



PORTFOLIO • 2012-2026

Brands we built, and then kept running.

Identity, print, packaging, signage and social media for businesses in
Australia, Pakistan and the United Kingdom.

HSHDESIGN.COM • HELLO@HSHDESIGN.COM

 PRO GREEN ENERGY	 LA TERRAZZA	 WARATAH ESTATE AGENTS	 SHANGHAI WOK
 AUSSIE-ASEAN EDUCATION	 SSK PROPERTY SERVICES	 MK GROUP	 MOVE ENERGY
 FEASTHOUSE	 ASM SOLAR	 SILVERSKY CONSULTING	 GONG ORGANICS
 ENTRECÔTE	 FITNESS ARENA	 CAFE 11	 WATSON & SON PAKISTAN
 ESSENTIQUE	 CHOCSTOP	 ASIAN KITCHEN	 BHATTI CATERING
 BURGERSTOP	 CAPS & CROWNS	 CHINA TOWN	 CHINABOWL
 FIABLE CARE	 FINCHLEY LEGAL	 ISMASH	 JULIO'S PIZZA
 KANTEEN	 CLOUD KITCHENS	 MEGA LECTURE	 SRA LOCUM
 TDC FUNDRAISER	 WARMBYTES		

A design studio since 2012, working for clients on three continents.

We design a brand once and then keep it consistent everywhere it appears: the shopfront, the van, the menu, the brochure and the social feed. Most of the clients in this portfolio have worked with us for years, not for a single job. Behind the studio is our own production platform, so every proof and every post is approved by the client before it goes anywhere.

FOUNDED

2012

COUNTRIES

3

BRANDS IN THIS PORTFOLIO

18

BRANDS SERVED

100+

One studio for the whole of a brand's presence.

01

Social media management

Monthly content calendars, post design, captions and scheduling, with every post approved by the client first.

02

Brand identity

Logos, colour and type systems, and the rules that keep them consistent across every touchpoint.

03

Digital presence

Profile and cover artwork, web graphics, ad creative, email signatures and the upkeep of all of it.

04

Print and packaging

Menus, brochures, corporate profiles, stationery, boxes, cups, bags and labels, prepared for the press.

05

Signage and vehicles

Shopfront and road signs, lightboxes, pull-up banners, vehicle livery and event graphics.

06

Photography and video

Product and food photography, drone footage, short-form video and motion graphics for social.

Who we work with.

Pro Green Energy	AUSTRALIA	La Terrazza	PAKISTAN	Waratah Estate Agents	AUSTRALIA
Shanghai Wok	PAKISTAN	Aussie-ASEAN Education	AUSTRALIA	SSK Property Services	AUSTRALIA
MK Group	AUSTRALIA	Move Energy	PAKISTAN	FeastHouse	AUSTRALIA
ASM Solar	AUSTRALIA	SilverSky Consulting	AUSTRALIA	Gong Organics	AUSTRALIA
Entrecôte	PAKISTAN	Fitness Arena	PAKISTAN	Cafe 11	PAKISTAN
Watson & Son Pakistan	PAKISTAN	Essentique	UNITED KINGDOM	ChocStop	UNITED KINGDOM

Also for

These clients' work is confidential, so it is not shown in this portfolio.

- Islamabad Chamber of Commerce & Industry
- British American Tobacco
- High Commission for Pakistan, Canberra
- Pakistan Tobacco Company

Pro Green Energy

ENERGY • SYDNEY AND GUJRANWALA • 2020-2024

A solar installer in Sydney, and its Australian-owned arm in Pakistan. One identity carried across both: vehicle livery, shopfront and road signage, accreditation badges, brochures, website graphics, and the announcement of a 1 MW system for the Sialkot oil refinery.

IDENTITY

VEHICLE GRAPHICS

SIGNAGE

BROCHURES

WEB GRAPHICS

SOCIAL



Pro Green Energy — selected work

SYDNEY AND GUJRANWALA



La Terrazza

HOSPITALITY • CENTAURUS MALL, ISLAMABAD • 2019-2026

A café and restaurant we have kept on brand for years: menus and room-service menus, takeaway packaging, cups and boxes, pull-ups, seasonal campaigns and the social feed, through to the Ramadan 2026 buffet.

MENUS

PACKAGING

PULL-UPS

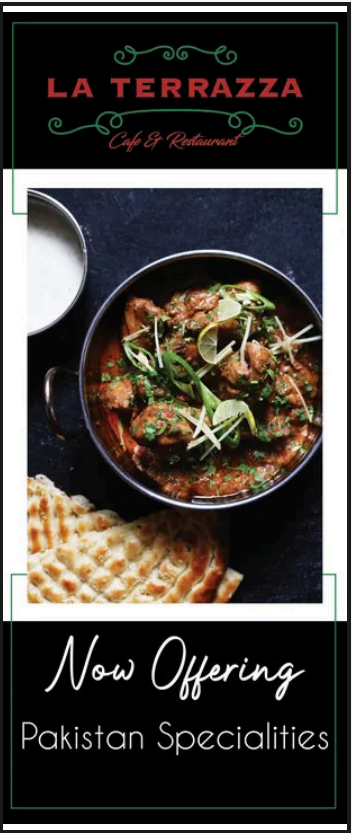
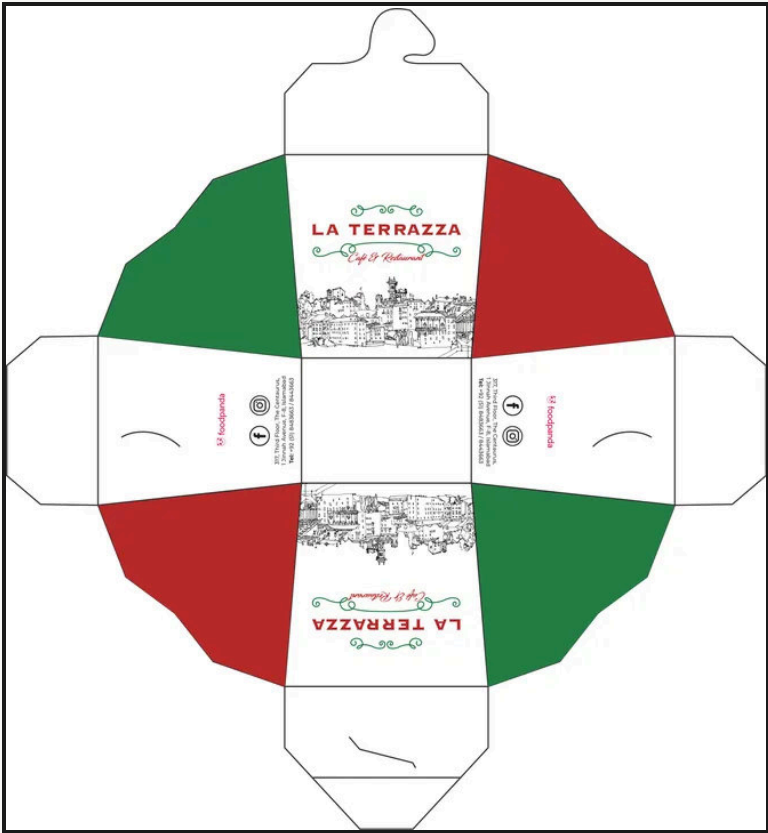
CAMPAIGNS

SOCIAL



La Terrazza — selected work

CENTAURUS MALL, ISLAMABAD



Waratah Estate Agents

REAL ESTATE • NORWEST, SYDNEY • 2024-2025

Marketing for a Glenwood and Norwest agency: identity, letterbox flyers, listing and sold posts, appraisal campaigns and testimonial pieces, all built around the principal so every piece reads as the same agent.

- IDENTITY
- FLYERS
- LISTING POSTS
- CAMPAIGNS
- SOCIAL



Waratah Estate Agents — selected work

NORWEST, SYDNEY



Waratah

Estate Agents

GLENWOOD • NORWEST

HARVINDER BEDI - 0412 127 549

Waratah

Estate Agents
GLENWOOD • NORWEST

27 Boonderoo Ave, Glenwood

5 3 1.5

AGENT
Harvinder Bedi
0412 127 549

AUCTION
Sunday, 21st of September 2025
Auction Time: 4:00pm
Auction Venue: Onsite

INSPECTION
As Advertised

02 9131 2040
waratahstateagents.com.au
norwest@waratahstateagents.com.au

Waratah

Estate Agents
NORWEST

PROPERTY PRICES ARE CHANGING!

Whether you're selling, investing, or just curious, get a free market update from our expert team today!

Harvinder Bedi L.R.E.A.
0412 127 549

To Enquire
waratahstateagents.com.au
harvinder@waratahstateagents.com.au

Waratah

Estate Agents
NORWEST

YOUR INVESTMENT YOUR NUMBERS. OUR PRIORITY.

At Waratah Estate Agents, we understand that your property isn't just a place — it's an investment. Whether you're a landlord, developer, or homeowner, the numbers matter.

TRUSTED

Harvinder Bedi L.R.E.A.
0412 127 549

To Enquire
waratahstateagents.com.au
harvinder@waratahstateagents.com.au

Waratah

Estate Agents
NORWEST

LOCAL ADVICE YOU CAN TRUST

Even if you're not ready to sell, knowing your property's current value can help with planning or refinancing — and we're happy to help.

Harvinder Bedi L.R.E.A.
0412 127 549

To Enquire
waratahstateagents.com.au
harvinder@waratahstateagents.com.au

CUSTOMER SERVICE AWARDS

2X SUBURB WINNER (Marsden Park - 2020, 2024, 2025, 2022, 2021)

2X NATIONAL TOP 100 (Sydney - 2020, 2022)

Waratah

Estate Agents
NORWEST

TESTIMONIALS

MORE THAN 400 SATISFIED CLIENTS WITH 5 STAR GOOGLE REVIEWS

★★★★★
"The Best Agent"
Harvinder helped to sell me properties in short period and reasonable price. Impressed about his passion and attitude. Very Professional.
Miranda Zhang

★★★★★
"Great Work"
Greatwork and well done.
Andrew Chen

★★★★★
"Excellent Agent"
He did a very good job on selling my property.
Yicheng Ren

★★★★★
Great experience associated with Waratah Estate and Mr Harvinder Bedi, our association with them has been almost now close to 10 years, great engagement, super customer service and very proactive approach.
Prabhjot Singh Paul

★★★★★
Harvinder and his team have been managing one of our assets for almost 10 years now. He has always been direct and honest with his approach.
Manu Sharma

★★★★★
This is to express my appreciation to Waratah Estate Agents and in particular Mr. Harvinder. Through out the process of purchasing a lot of land in Schofields area for myself and selling a house in North Kellyville, Mr.Bedi provided excellant and highly professional service. I am satisfied with the outcomes he achieved for me.z
Numan Alshawar

★★★★★
"Great to work with"
Lovely agent to work with, was always happy to help in anyway he could. Highly recommended.
Elise Willis

★★★★★
Been a pleasure dealing with Harvinder at Waratah Norwest over many years that he has helped me in property searches as well as with my rentals. Keep up the good work Harvinder and team!!!
Charan Jeet Singh

AGENCY OF THE YEAR

by ratemyagent

2018 & 2019 SCHOIELDS

2021, 2022, 2023 & 2024 MARSDEN PARK

Top 100 Property Management Agencies

Address:
Suite 4.01, 8 Elizabeth Macarthur Dr Bella Vista NSW

T: 0412 127 549
W: waratahstateagents.com.au

Shanghai Wok

HOSPITALITY • F-7 MARKAZ, ISLAMABAD • 2019-2020

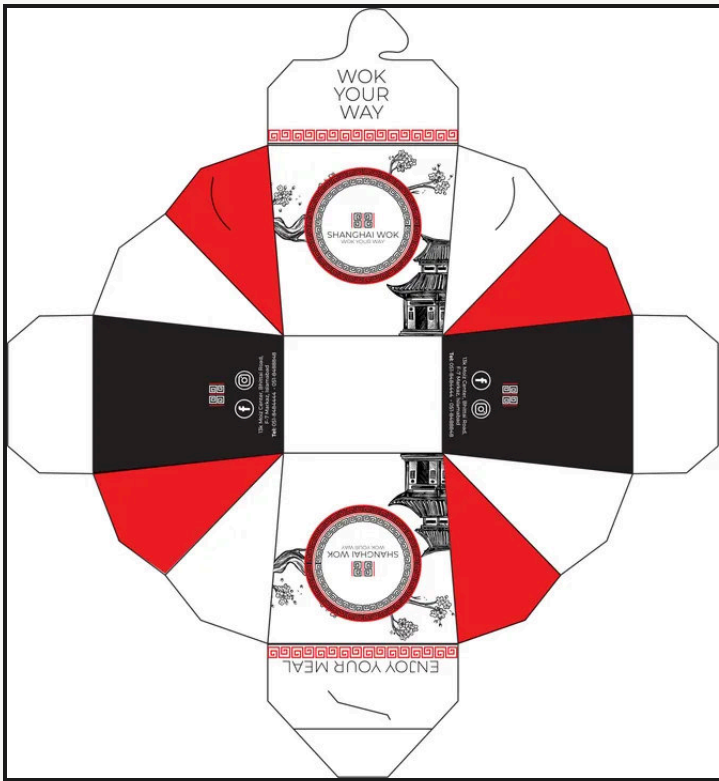
A wok bar built from one motif, from the logo outwards: bowl and takeaway menus, packaging dielines, the lightbox sign on the street, the interior backdrop and the launch campaign.

- IDENTITY
- MENUS
- PACKAGING
- SIGNAGE
- LAUNCH CAMPAIGN



Shanghai Wok — selected work

F-7 MARKAZ, ISLAMABAD



Aussie-ASEAN Education

EDUCATION • SYDNEY, MELBOURNE AND PAKISTAN •
2020-2022

A student and migration consultancy: identity, corporate profile, course flyers, university event pull-ups, walking signs and branded merchandise for recruitment events in Australia and Pakistan.

IDENTITY

CORPORATE PROFILE

EVENT GRAPHICS

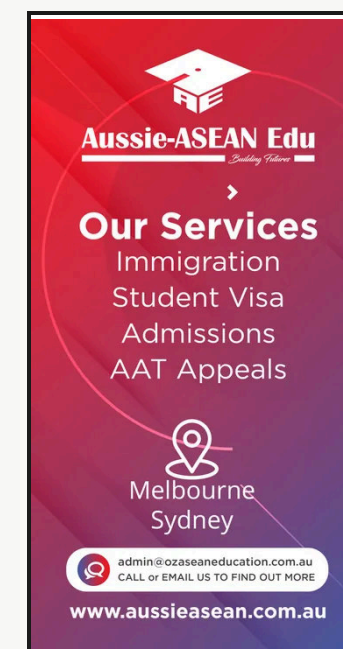
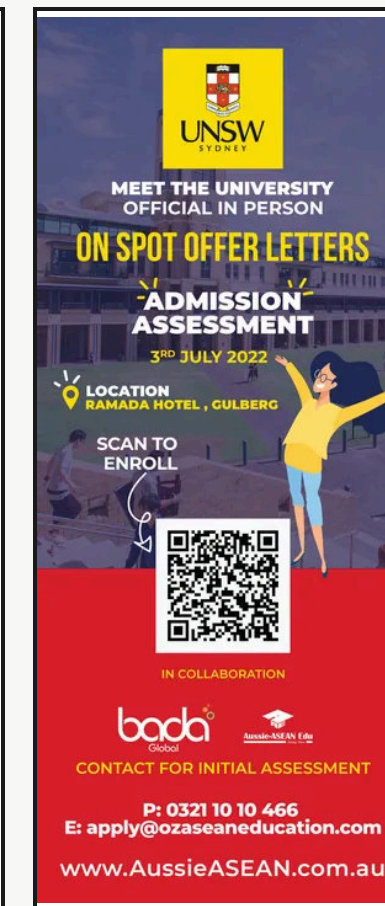
FLYERS

MERCHANDISE



Aussie-ASEAN Education — selected work

SYDNEY, MELBOURNE AND PAKISTAN

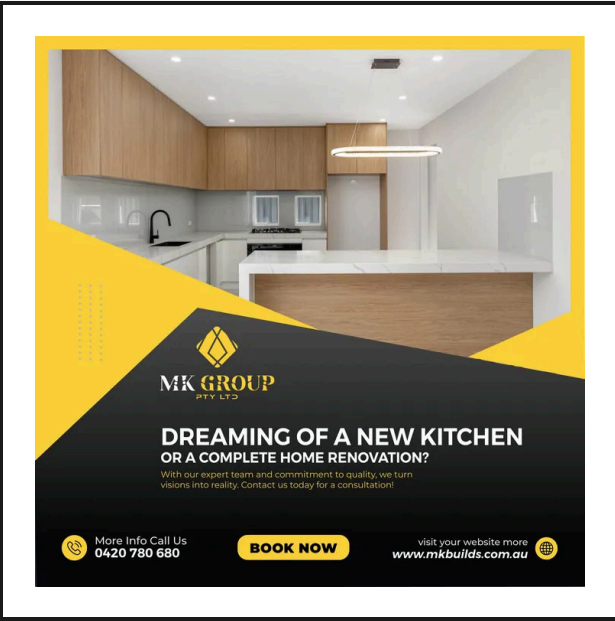




SSK Property Services

PROPERTY SERVICES • SYDNEY • 2023-2025

A commercial cleaning company: identity, a service icon set, DL flyers, business cards, fridge magnets and a steady run of social posts.



MK Group

CONSTRUCTION • BONNYRIGG, SYDNEY • 2023-2024

A builder specialising in home extensions and kitchen renovations, trading as MK Builds: identity, email signatures and social campaigns built around their own finished work.



Move Energy

ENERGY • GUJRANWALA • 2024

A solar company: identity, the 2023-24 corporate profile, project nameplates such as the 270 kW system at Allama Iqbal Trust Hospital, signage, Urdu-language campaigns, and drone photography of installations.



FeastHouse

HOSPITALITY • SYDNEY AND WOLLONGONG • 2022-2023

A Pakistani caterer with a truck-art identity: logo, catering and TV menus, pull-ups, weekly deal posts and weekend breakfast campaigns.



ASM Solar

ENERGY • NEW SOUTH WALES • 2023

A solar and electrical contractor: the mark, install announcements and a social campaign built on their own jobs.



SilverSky Consulting

EDUCATION • SYDNEY • 2023

An education and training consultancy: stationery, course flyers and social campaigns for recognition-of-prior-learning programmes.



Gong Organics

FOOD • NEW SOUTH WALES • 2025

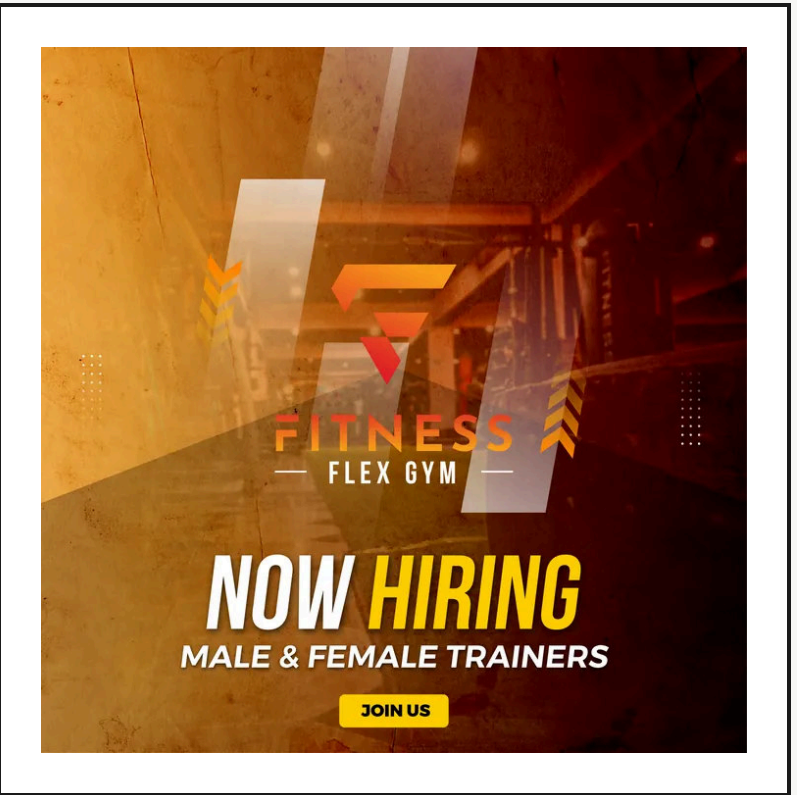
Product photography and social content for an organic producer, shot on location.



Entrecôte

HOSPITALITY • ISLAMABAD • 2021-2022

A steak house and café: identity, the four-page menu, flyers and social campaigns.



Fitness Arena

FITNESS • ISLAMABAD • 2022-2025

A gym: two identity marks, brochure, class timetable, staff t-shirts, signage and social campaigns.



Cafe 11

HOSPITALITY • ISLAMABAD • 2020-2021

Logo, menus, a lunch-deal campaign and food photography for a café with a view.



Watson & Son Pakistan

FOOD • KARACHI • 2021-2022

The Pakistan launch of a New Zealand Manuka honey: retail banners, availability posts and the social calendar.



Essentique

FASHION • UNITED KINGDOM • 2024

A womenswear label: identity, garment labels, collection launch artwork and pull-ups.



ChocStop

HOSPITALITY • UNITED KINGDOM • 2020-2022

A dessert café: logo refresh, cake boxes, cups, menus and seasonal social posts.

Nothing goes out that the client did not approve.

We run our own production platform. Clients mark up proofs and approve social posts from their phone, with no login, and every sign-off is recorded against the job.

01

Brief

What the brand, the campaign or the month needs to do.

02

Design

Concepts built on the brand system, not from scratch each time.

03

Client approval

Pins, notes and sign-off on every proof and every post.

04

Production

Print-ready files, signage, packaging, or scheduled publishing.

05

Recap

What went out, what was approved, and what comes next.



Let's build your brand's next chapter.

Tell us about the brand and where it shows up today. We will come back with what it needs, what it costs, and how we would run it month to month.

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