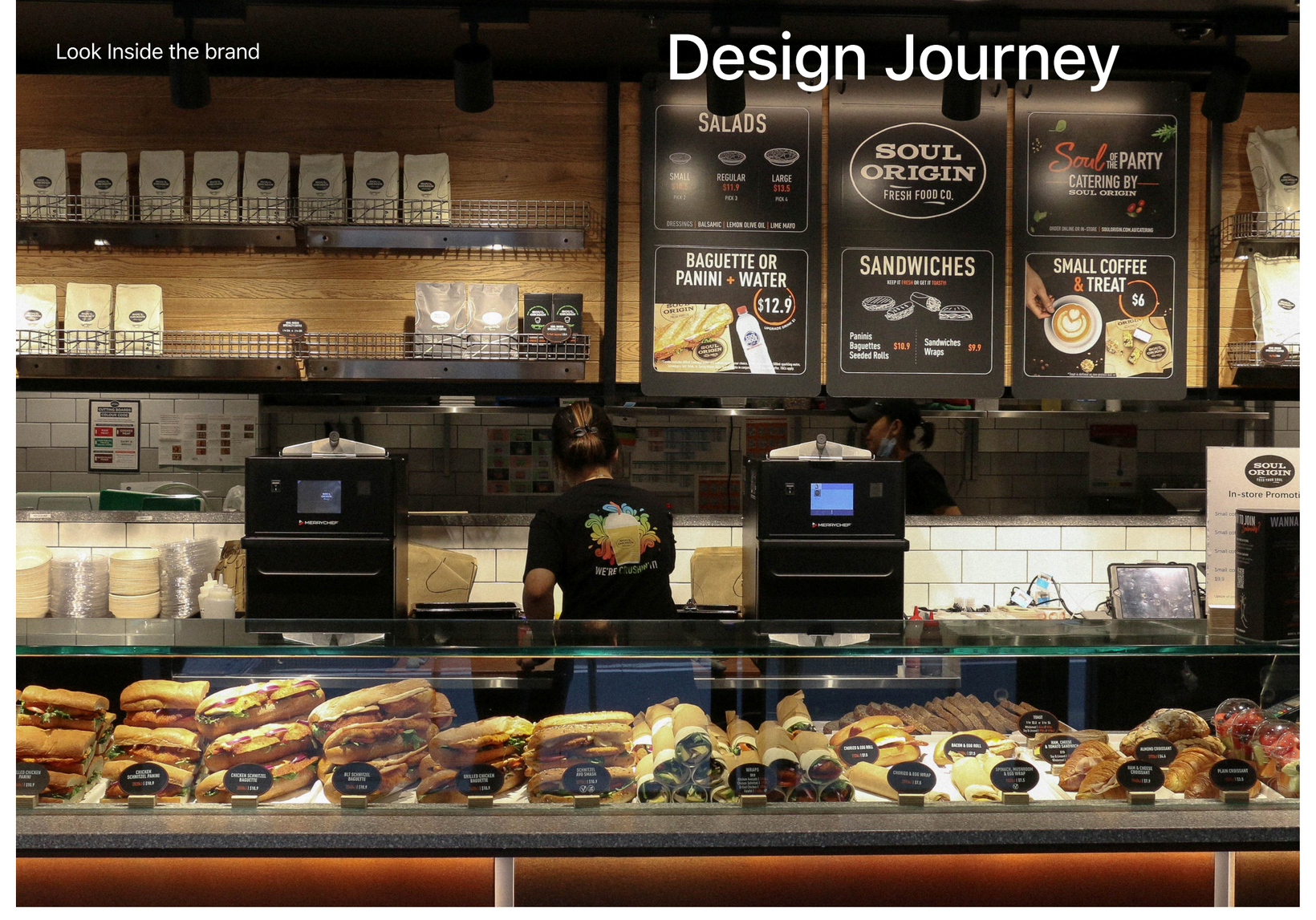
Design Journey



As the brand guardian and visual communicator for the marketing team, I have created comprehensive brand guides and corporate decks that have been utilised by internal and external stakeholders. Designed the award-winning loyalty program, loyalty app, catering platform and e-commerce websites.

In addition to my design work, I have managed the entire design team, including briefing projects, outsourcing work, and mentoring freelancers and junior designers. Director of photography for all campaign shoots and local store photography.

Re-branding Soul Origin

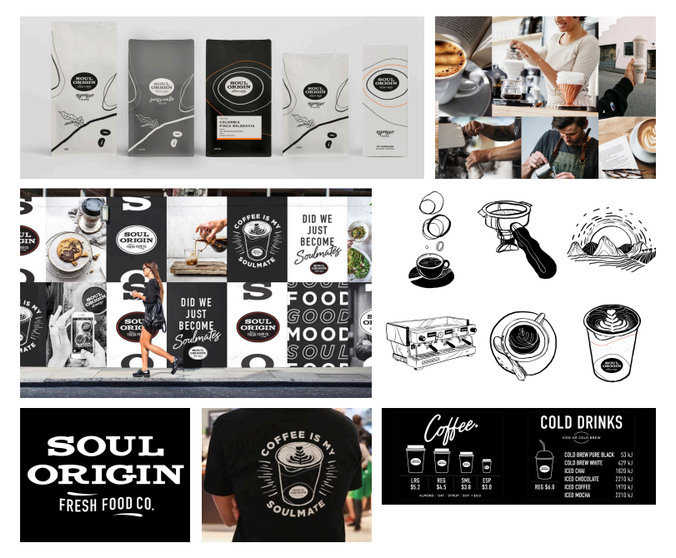
Soul Origin had outsourced the majority of its design work to multiple agencies across Australia since its inception. Over time, this approach diluted the brand, causing it to lose its tone of voice and connection with its audience.

In early 2020, the company aimed to bring design in-house, focusing on rebuilding its creative team internally with a Senior Designer and Marketing Manager.

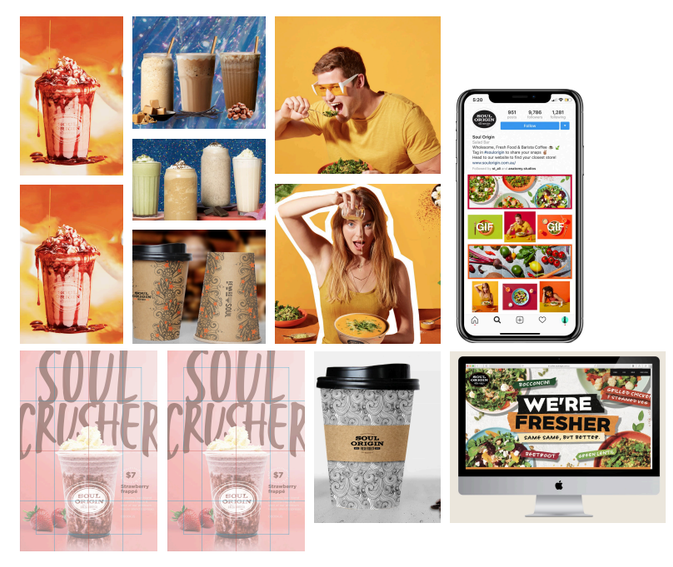
Meet the first ever in-house Soul Origin marketing team

When Samantha and I met, we instantly connected over our enthusiasm for great design and impactful marketing. We hit the ground running, identifying what we loved about the brand and what needed to go.

Things we liked



Things we didn't like



We both treated the brand like family and poured ourselves into shaping its identity. Together, we created a thoughtful and beautiful roadmap. As the team grew, the brand gradually evolved into what it is today.

Some questions we asked ourselves and the team

Who's our current target audience?

What can we streamline?

Where do we see the brand in 12 month's?

What do the franchise holders need?

The big changes:

In the first 3–6 months, we created a strategic roadmap to align the growing team, using Trello to prioritise tasks and track progress. We held daily check-ins and set clear weekly and monthly goals, with a strong focus on social media, digitising the loyalty program, designing targeted ads, and reaching specific demographics across key areas of Sydney.

We never stopped snacking :)

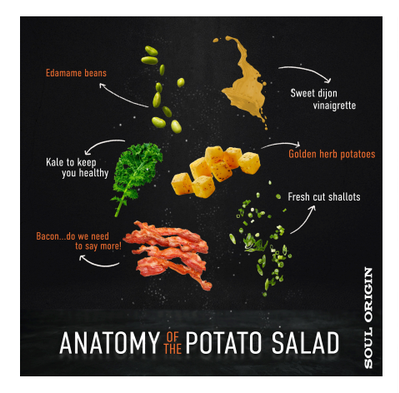
Key mile stones:

Within the first two months, we began developing new brand guidelines, started digitising the outdated loyalty program, ramped up our social media presence, and organised Soul Origin's largest-ever photoshoot to re-style and reshoot every item on the menu.

We visited stores to speak directly with franchise owners and customers, gaining insight into their challenges and day-to-day experiences. During these visits, we captured photos and videos of the in-store environment and customer interactions to use across our social media channels.

We also began targeting specific areas with tailored ads and localized digital assets to better connect with each audience.

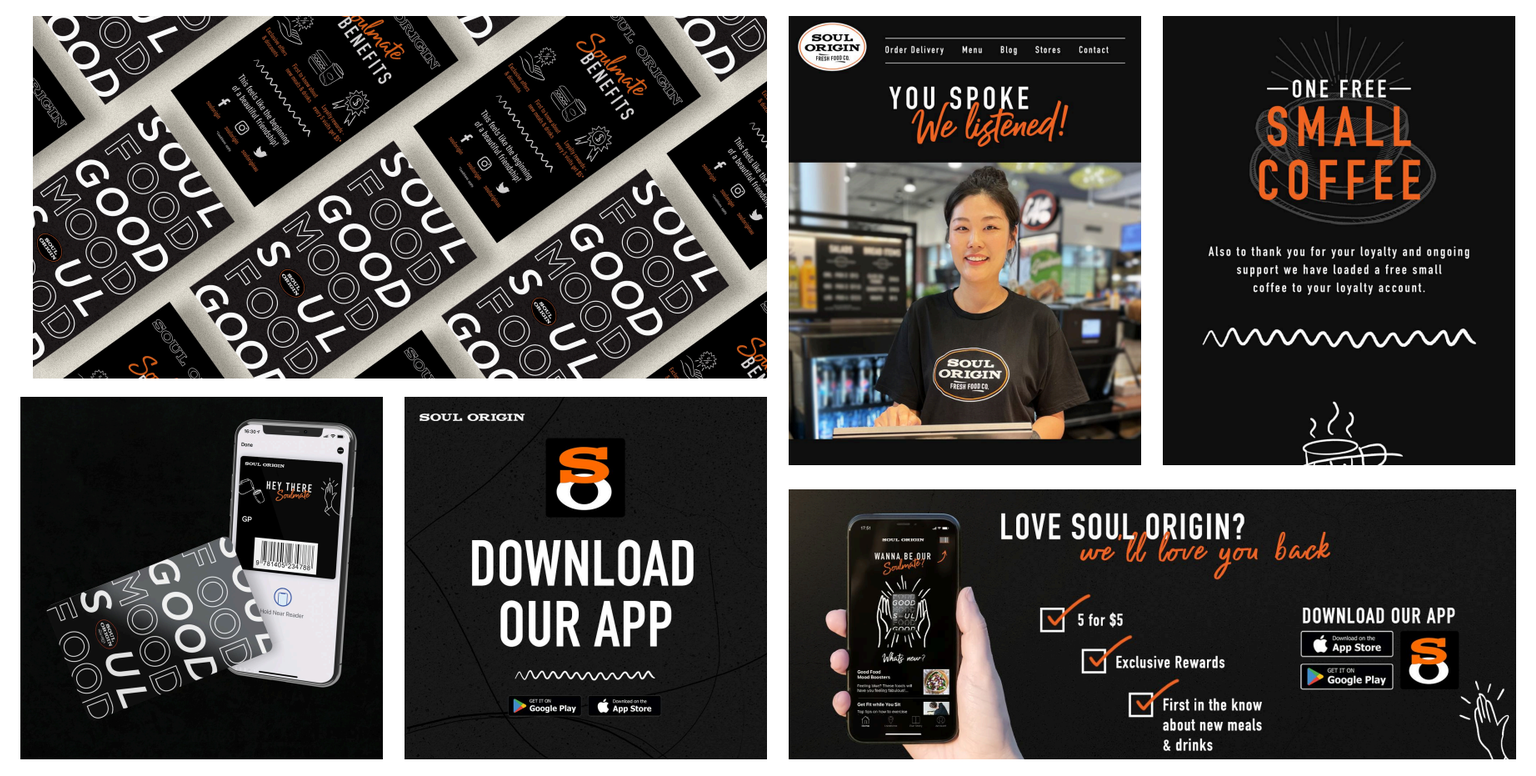
To truly understand the brand, it was important for us to maintain a strong connection between the head office and the franchisees on the ground who were driving sales.

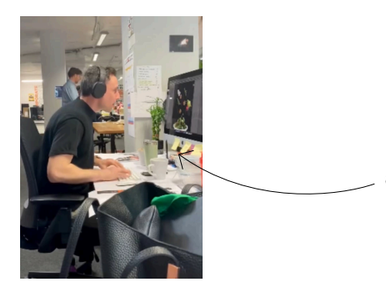

Edamame beans
Sweet dijon vinaigrette
Kale to keep you healthy
Golden herb potatoes
Fresh cut shallots
Bacon...do we need to say more?
ANATOMY OF THE POTATO SALAD
SOUL ORIGIN

The marketing team and I began working closely with the internal training team to develop a comprehensive brand and systems guide, helping ensure consistency across all stores.

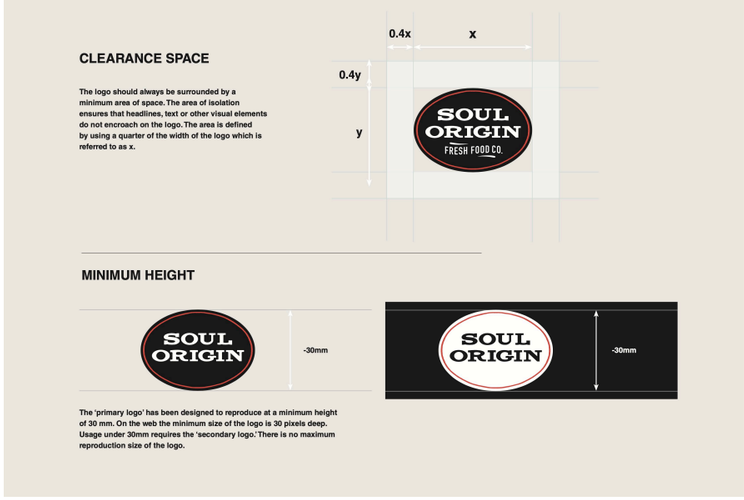
We also partnered with high-turnover locations to launch promotional campaigns and pilot our new digital loyalty program.

The loyalty program was a major focus for us and served as a defining initiative for the new marketing team. It had to work it was the dealbreaker. We poured all our resources into making it a success.


Soulmate BENEFITS
GOOD FOOD GOOD MOOD SOUL
YOU SPOKE We listened!
ONE FREE SMALL COFFEE
Also to thank you for your loyalty and ongoing support we have loaded a free small coffee to your loyalty account.
HEY THERE Soulmate
DOWNLOAD OUR APP
LOVE SOUL ORIGIN? we'll love you back
5 for $5
Exclusive Rewards
First in the know about new meals & drinks
DOWNLOAD OUR APP



Getting stuck in



CLEARANCE SPACE

The logo should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo. The area is defined by using a quarter of the width of the logo which is referred to as x.

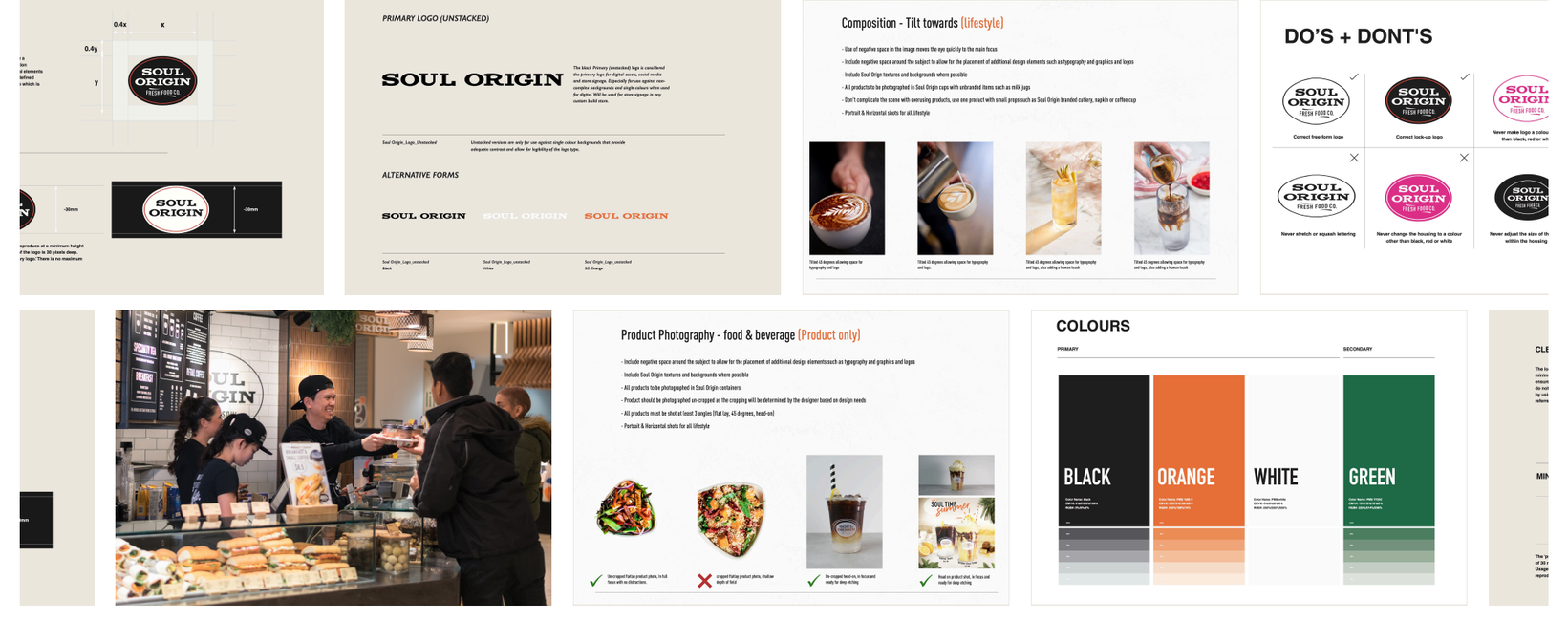
MINIMUM HEIGHT

The 'primary logo' has been designed to reproduce at a minimum height of 30 mm. On the web the minimum size of the logo is 30 pixels deep. Usage under 30mm requires the 'secondary logo.' There is no maximum reproduction size of the logo.

0.4x
x
0.4y
y
-30mm
-30mm

Alongside the campaigns and loyalty program, the brand guidelines were a constant work in progress, as we were aligning and rebuilding the brand from the ground up.

The brand guidelines were essential to establishing the new look and feel of Soul Origin. We made them accessible to every employee, franchisee, and training team member to ensure everyone was aligned and working from the same foundation.


PRIMARY LOGO (UNSTACKED)
ALTERNATIVE FORMS
Composition - Tilt towards (lifestyle)
DO'S + DONT'S
Product Photography - food & beverage (Product only)
COLOURS
BLACK
ORANGE
WHITE
GREEN

IT'S SOUP SEASON!

special combo
REGULAR SOUP, WATER AND A ROLL
FOR ONLY
$11.9

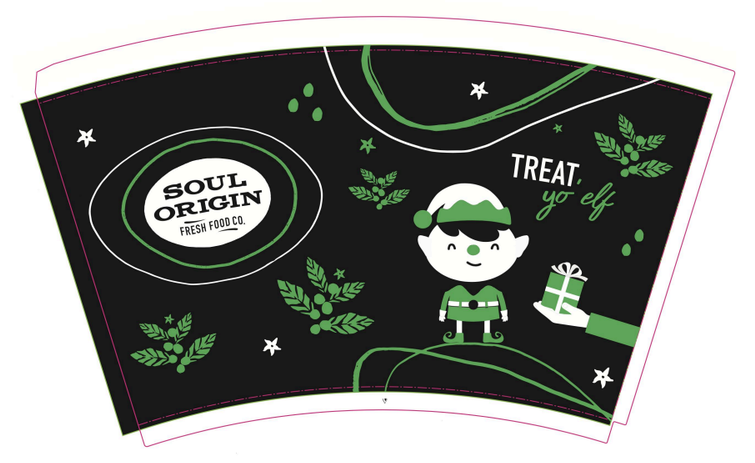
With soup season approaching and our campaigns planned at least 3-4 months in advance it was time to launch our winter soup campaign. We aimed for impact through simplicity, using our newly developed brand elements, such as hand-drawn icons, to bring warmth and character.

The photoshoot was styled around the idea of enjoying soup in a cozy home setting, reinforcing comfort and connection through both visuals and tone.

In addition to digital assets, I was also heavily involved in print design. One year, we decided to design and produce custom Christmas cups—a project that kicked off as early as February to anticipate supply chain demands. With 152 stores to supply, planning ahead was essential.

Coordinating the design, production, and distribution of branded cups at that scale was no small task, but early execution ensured everything was delivered on time and aligned with the holiday campaign.

TREAT yo' elf
YOU'RE sleigh-ing it
REIN-DEER to dream


TREAT yo' elf

At the time, Soul Origin had no sonic identity no sound that captured the essence of the brand. We kept asking ourselves: What does Soul Origin sound like? We knew what it looked like and what it stood for, but it was missing an audio presence.

As we were heavily investing in social media, we wanted to create a unique sound that embodied the sensory experience of Soul Origin especially the sounds of coffee.

Declan, a longtime friend and one of the most creative people I know, helped us bring this idea to life. We trusted him to capture the full process of making coffee recording everything from grinding beans to the final pour. The result was an original audio signature, crafted specifically for use across TV, radio, and social platforms.

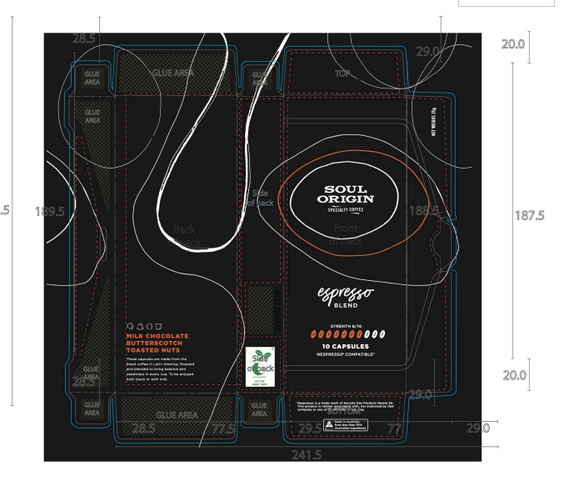
He'd literally kill me if he found out I put his photo in here :)

Everything was coming together. We had successfully executed several major digital and print campaigns, completed a full re-shoot of all menu items, and launched our award-winning QSR app.

Our move into e-commerce was driven by direct feedback from franchise partners, who told us that customers were regularly asking where they could buy Soul Origin's coffee beans. It became clear there was a strong demand for our products beyond the in-store experience, and we saw an opportunity to extend the brand into customers' homes.

In response, we began developing an online portal that would allow customers to purchase a curated range of Soul Origin products—starting with our signature coffee beans, pods, and a selection of brewing utensils. This wasn't just about launching an online shop; it was about translating the in-store brand experience into a digital space that felt just as personal, polished, and trustworthy.

SINGLE ORIGIN


espresso
246.5
187.5
20.0
20.0

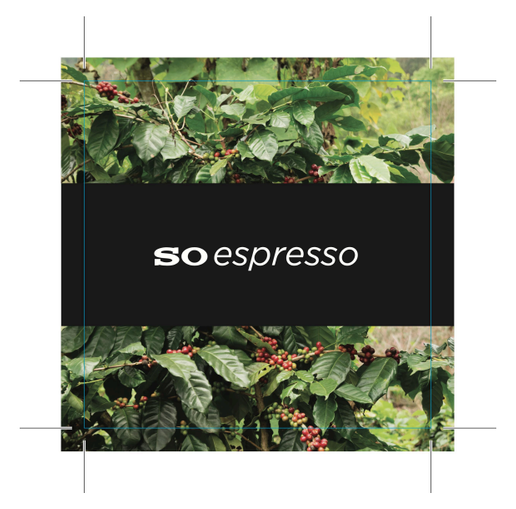
So-spresso: A Sister Brand Is Born

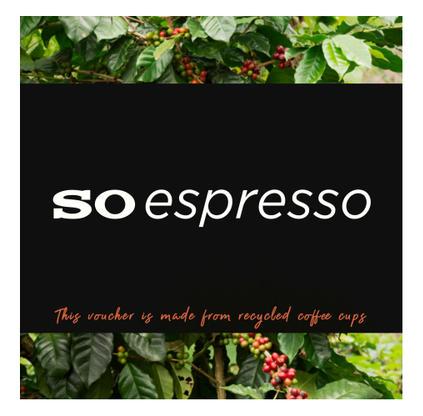
To support our growing e-commerce efforts, we launched So-spresso a sister brand to Soul Origin. Designed as an easy-access portal, So-spresso gave customers a seamless way to purchase branded merchandise, coffee beans, and brewing equipment from the comfort of their homes.

We developed a marketing plan around the launch, ensuring the brand had its own identity while still staying true to the Soul Origin ethos. Email triggers were integrated into the Soul Origin app to drive awareness and engagement, and we rolled out a series of promotional offers both in print and digital formats.

So-spresso not only expanded our product offering but also gave us a new platform to build a deeper relationship with our most loyal customers.

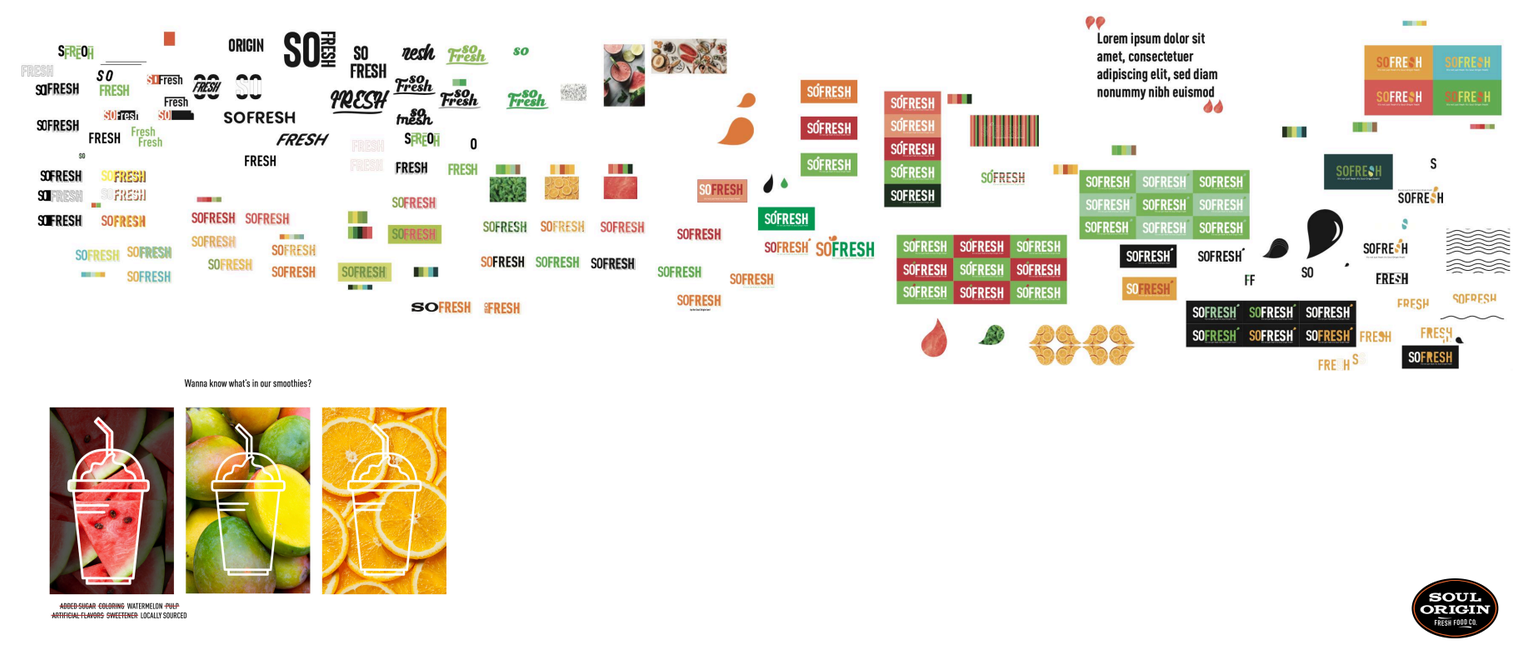
so espresso
PURE BLACK
COLD BREW COFFEE


so espresso


so espresso
This voucher is made from recycled coffee cups

By this point, many new elements and styles had been introduced into the refreshed brand. While we had complete creative autonomy—which was great for maintaining control and protecting the brand's values—we also allowed ourselves the space to experiment. A lot of our creative ideas were born organically through team collaboration and playful exploration.

Some of these experiments led to lasting additions. For example, we developed a set of charming little characters, which became a fun and recognisable part of our brand personality. They were later featured in our summer drinks campaigns and used across email newsletters.


SOFRESH
Wanna know what's in our smoothies?

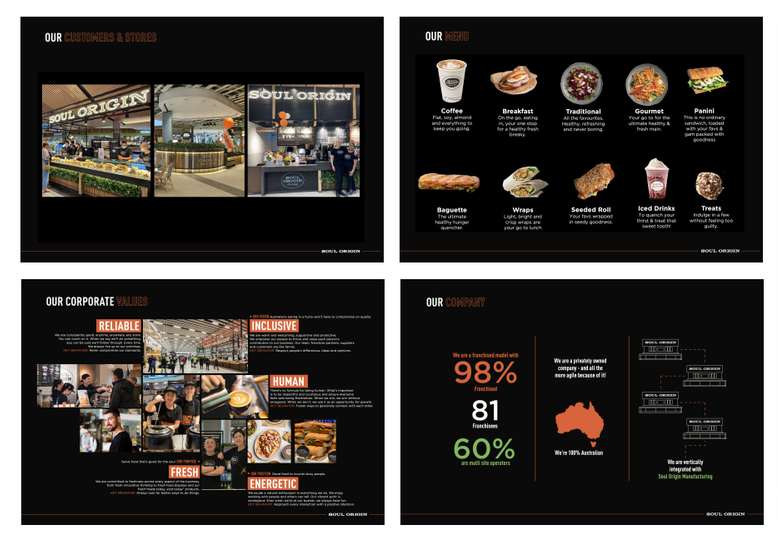
A campaign that's particularly close to my heart is the Summer Drinks Campaign, as it marked our team's first major launch and it coincided with the rollout of the new digital loyalty program. It was a pivotal moment that brought together product innovation, brand storytelling, and integrated marketing.

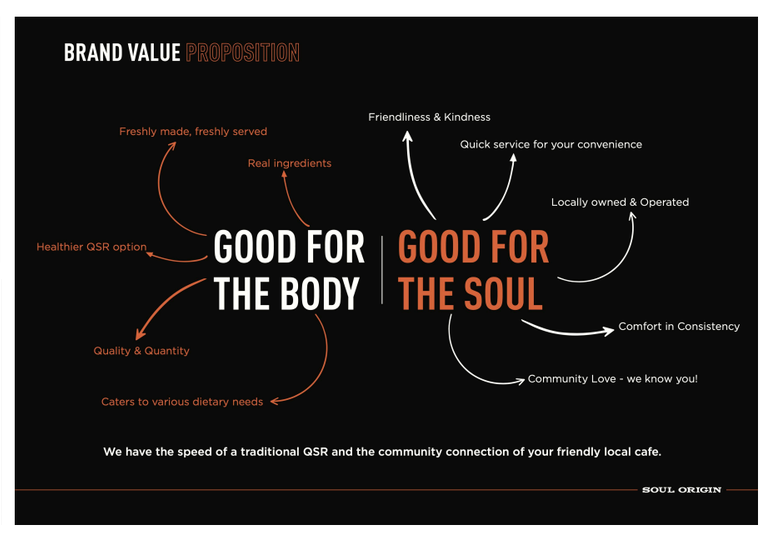
We developed an entirely new range of summer-inspired drinks and flavours, then launched the campaign across both digital and in-store channels. This included custom promotional materials, print signage, and even branded t-shirts for staff, helping create a cohesive and festive customer experience.

have a SOUL TIME summer

Ensuring brand consistency across all internal documents was a key priority. To support this, we decided to redesign all of our corporate decks, franchisee training materials, and internal portals to align with the updated brand guidelines.

This not only elevated the overall professionalism of our communications but also helped reinforce a unified brand experience at every level of the business.


OUR CUSTOMERS & STORES
OUR MENU
OUR CORPORATE VALUES
RELIABLE
INCLUSIVE
HUMAN
FRESH
ENERGETIC
OUR COMPANY
98%
81
60%



BRAND VALUE PROPOSITION

GOOD FOR THE BODY | GOOD FOR THE SOUL

Freshly made, freshly served

Real ingredients

Healthier QSR option

Quality & Quantity

Caters to various dietary needs

Friendliness & Kindness

Quick service for your convenience

Locally owned & Operated

Comfort in Consistency

Community Love - we know you!

We have the speed of a traditional QSR and the community connection of your friendly local cafe.

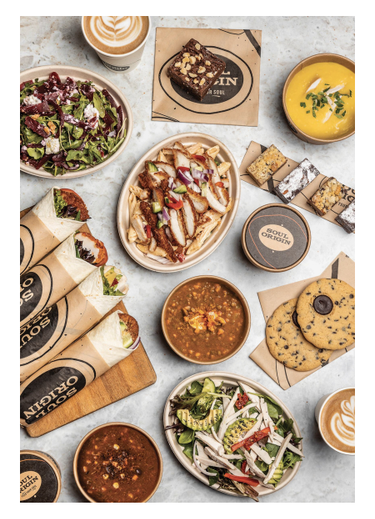
Catering was one of our biggest and most exciting projects. We realised we had a unique opportunity Soul Origin could potentially become the only franchise brand in Australia offering catering services in every state. To support this vision, we built a dedicated catering portal on the website, designed to streamline the ordering process and make it easy for customers to place large-scale orders across multiple locations.

This initiative not only opened up a new revenue stream but also helped position Soul Origin as a more versatile and accessible brand for corporate and group events nationwide.

Soul of the PARTY
CATERING MADE EASY
Order online or in-store today!

We delivered a wide range of digital campaigns—both big and small and had full autonomy and creative control over the brand. It was a true journey of exploration and refinement. Along the way, we weren't afraid to discard ideas that didn't resonate, keep what worked, and introduce bold changes that have since stood the test of time. This process helped shape a brand identity that felt both authentic and enduring.

Soul of the PARTY
CATERING MADE EASY
Order online or in-store today!



FREE COFFEE DAY
COFFEE | SANDWICHES | WRAPS | SALAD | TREATS