

2024

PORTFOLIO

GRAPHIC DESIGN.
IDEAS DELIVERED.

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ABOUT

My name is Anja, and I run my graphic design business, createwerx, as a sole trader based in Hertford, UK.

I specialise in providing tailored graphic design solutions for small and medium-sized businesses that may not have an in-house designer or are looking for an external perspective.

Additionally, I collaborate with creative agencies as a white-label designer, offering seamless support to their teams.



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FEATURED WORK



CLIENT

LDN London

TYPE OF CLIENT

Charity

CATEGORY

Print

BRIEF

Our collaboration with LDN London began in 2022 with the design of their annual report. Since then, we've produced a range of materials, including brochures, manuals, leaflets, and pull-up banners, helping to support the charity's promotional and reporting efforts.

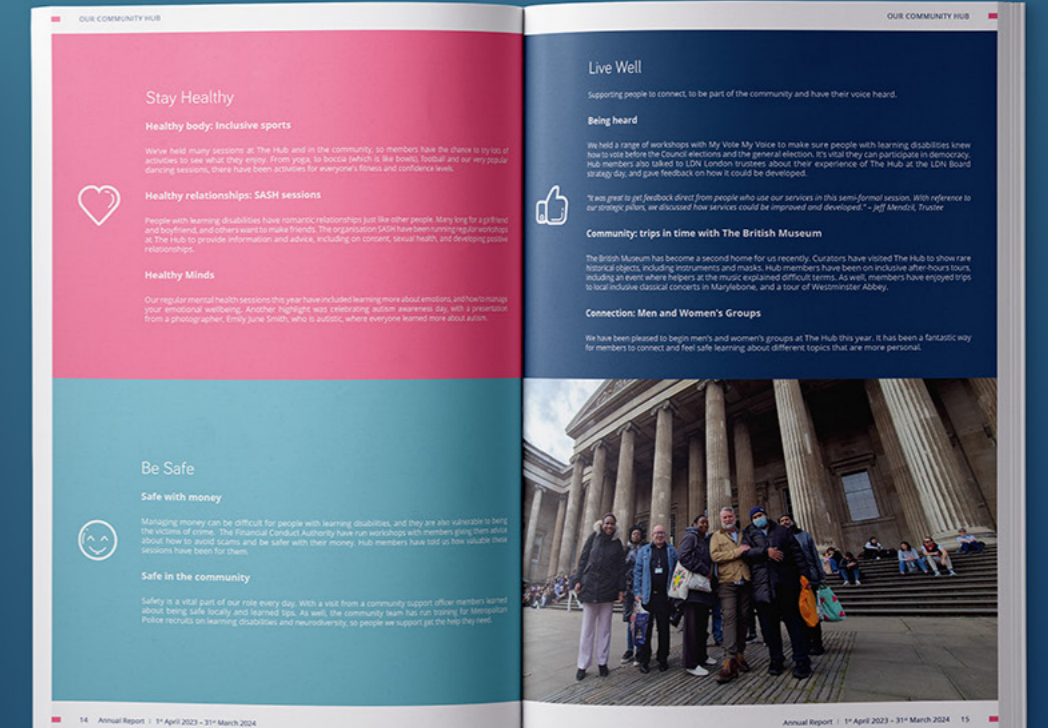


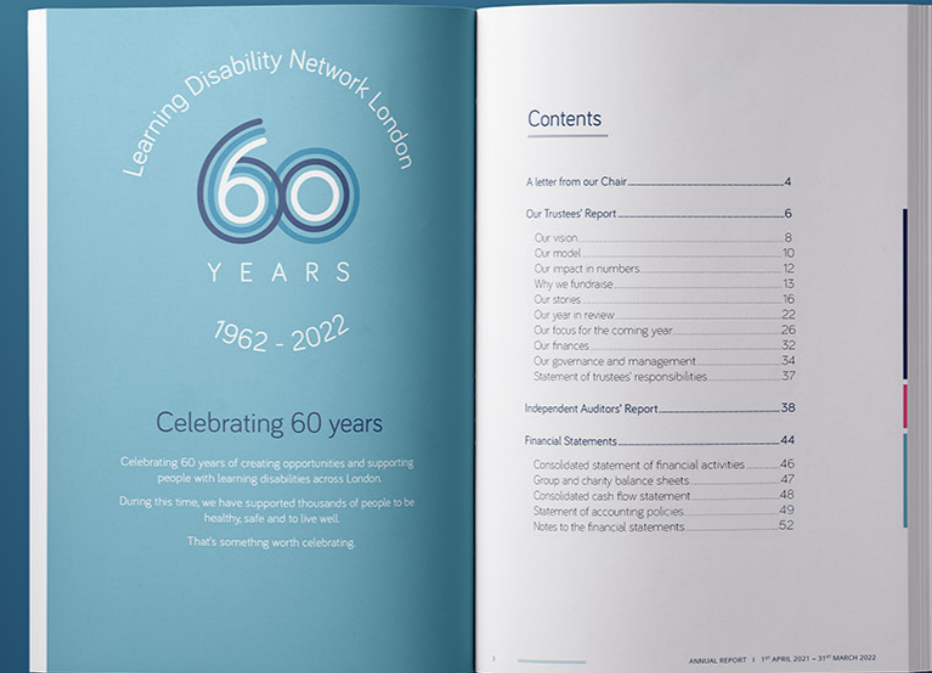
WHAT WE DID

LDN London entrusts us annually with the design of their annual report, relying on our expertise to craft a document that seamlessly combines engagement and information. Over time, we've also created staff manuals, award booklets, and other resources to support their initiatives. In 2024, our partnership grew further as we began developing assets for their Community Hubs.

RESULT

LDN London now benefits from a comprehensive library of staff manuals. Each year, we handle the creation of their annual report, and the organisation has a suite of promotional materials specifically designed for use in their Community Hubs. To further support their marketing efforts, we've provided both finalised files and editable artwork, enabling their team to create variations independently.





CLIENT

Motorstep

TYPE OF CLIENT

Mobility equipment

CATEGORY

Web design, print, display

TESTIMONIAL

Anja was fantastic from the start, she completely understood the brief and delivered stunning looking brochures and great looking and functioning website in short space of time, It was so far better than I expected. I could not be happier with Anja at Createwerx and would have no hesitation in recommending Createwerx to others, thank you Anja.

DANIEL BENNETT, DIRECTOR

BRIEF

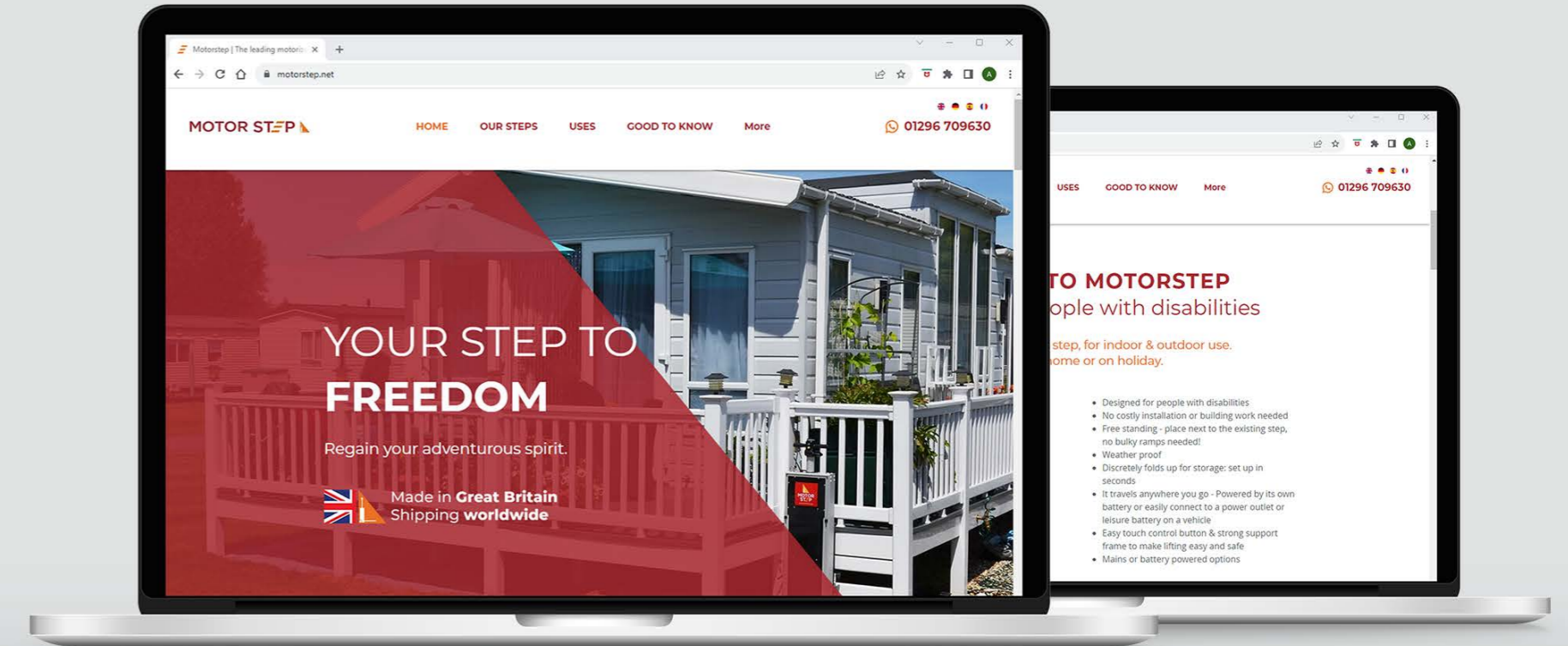
Motorstep sought to refresh its brand identity and elevate the impact of its marketing materials. Working in collaboration with Chirp Communications, who provided the copy-writing, we developed a bold and engaging new brand image that truly stands out.

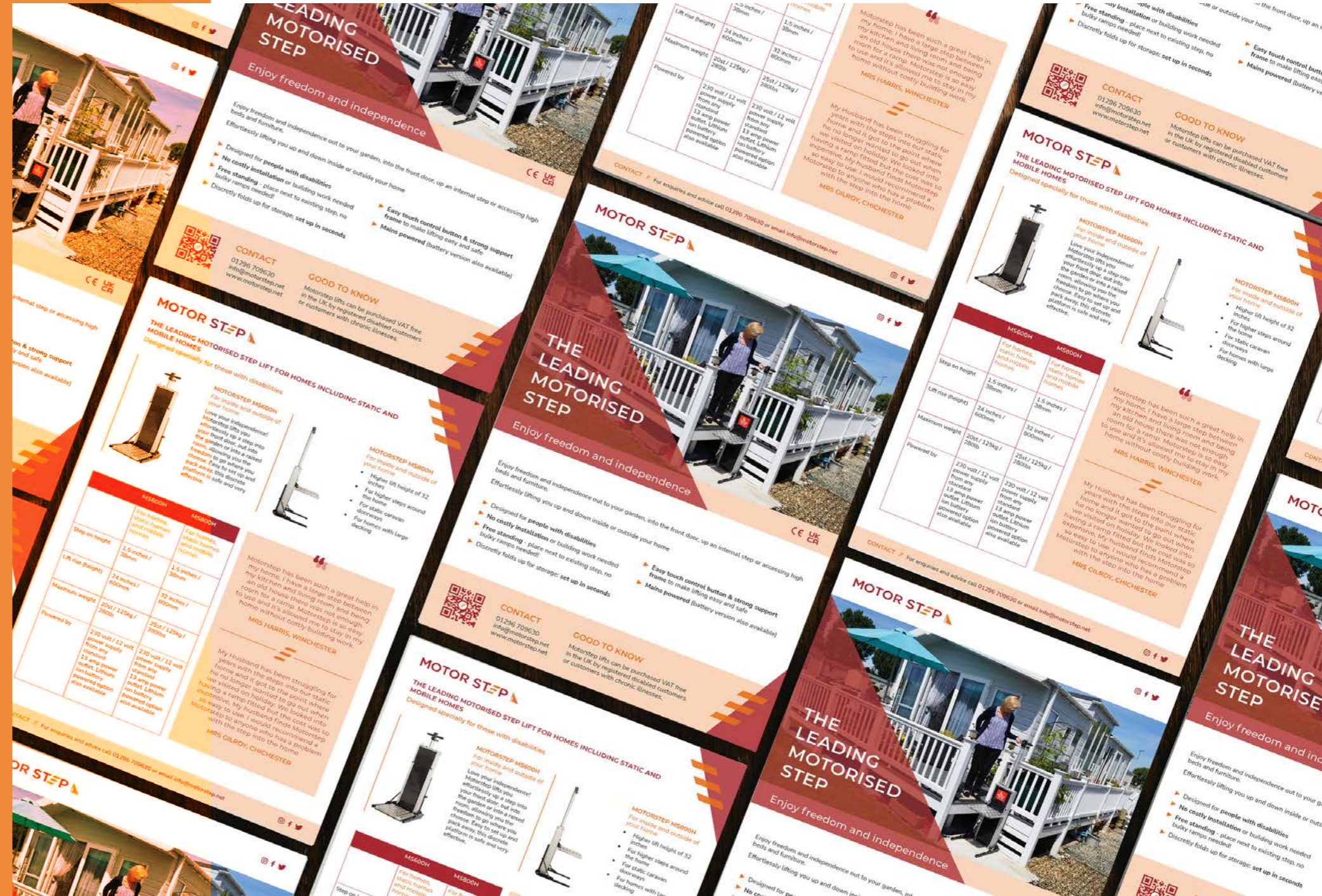
WHAT WE DID

Over the course of a year, we revamped Motorstep's brand with a new website, trade show booths, brochures, data sheets, flyers and other collateral. Our focus was on creating a cohesive and visually appealing identity to leave a lasting impression on their audience.

RESULT

The outcome was a fresh and modern brand look that resonated well with Motorstep's audience. The print materials complemented Motorstep's event schedule, and the new website garnered positive feedback for being informative, appealing, and easy to navigate.





CLIENT

Herts RFU

TYPE OF CLIENT

Sport

CATEGORY

Print

TESTIMONIAL

Anja's wonderful contribution to our marketing material and other publications has been invaluable. Anja is so easy to work with, her reliable and creative design work has taken the Herts Rugby communication tools to a new professional standard.

STEPHEN WALLER, DIRECTOR OF MARKETING

BRIEF

creatwerx serves as the official graphic design partner for the Herts Rugby Union, aiding them in the development of numerous assets.

WHAT WE DID

We developed programmes for Herts RFU matches, the annual print edition of the 'About Herts' magazine, and printed dinner menus for Herts RFU dinners.

RESULT

Herts RFU has achieved a new level of consistency and professionalism in its promotional materials. From match programmes to brochures and beyond, each piece of print collateral now adheres to the same standard, presenting a unified and cohesive brand image.





CLIENT

Hertford RFC

TYPE OF CLIENT

Sport

CATEGORY

Print, video, signage, web design

BRIEF

As our home club, Hertford RFC has relied on our graphic design expertise to enhance their match experience and pitch appearance.

TESTIMONIAL

Working with Anja has been a delight, she presented the benefits of sponsoring our club clearly, professionally and beautifully, within a short timescale. The brochure worked a treat and we sold all our kit sponsorship packages within a week of releasing them.

DAVID SUCKLING, COMMERCIAL DIRECTOR

WHAT WE DID

Since 2020, we have been the creative force behind Hertford RFC's materials, producing everything from signage, brochures and membership cards to match day assets.

RESULT

We've been consistent in delivering game essentials like printed programmes, team sheets, and engaging videos for supporters' lunches. In 2023, we marked the club's 90 years of rugby with a dedicated booklet, sharing the stories of rugby in Hertford throughout the decades.





CLIENT

Dukes Consultancy

TYPE OF CLIENT

Speaker coach

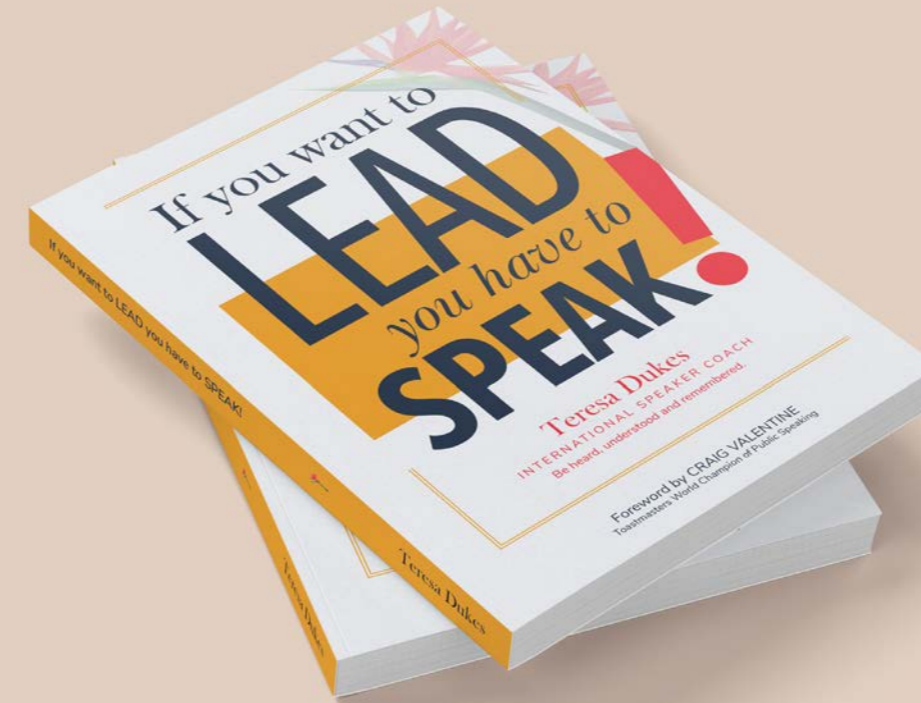
CATEGORY

Print, book cover

TESTIMONIAL

Anja was referred to me by a colleague and what a fantastic referral! She got straight to the point of what I was looking for in order to creatively enhance and build my business through speaking. She took my brand and helped bring alive what I do, who my clients are, and how they benefit from my services. Thank you for your patience and dedication to giving me such a perfect professional flyer. We are only just getting started.

TERESA DUKES, EXECUTIVE COACH, INTERNATIONAL SPEAKER, BESTSELLING AUTHOR



BRIEF

creatwerx was recommended to Teresa by our long-term client, Bob Ferguson of Bob Ferguson Communications. Her goal was to craft an A4 one-pager to promote her businesses and the services she offers. Later on, she also released a fantastic book for which we created the cover envelope.

WHAT WE DID

In response to Teresa's goal, we successfully produced a visually appealing A4 flyer, featuring content on both the front and back to effectively promote her businesses and the range of services she offers.

RESULT

We extracted a colour palette from her logo, ensuring a cohesive look throughout the flyer. We incorporated this palette across the document, enhancing visual consistency. We then rolled this design out to her book cover, making it easy to recognise the Dukes Consultancy brand.



CLIENT

Bob Ferguson Communications

TYPE OF CLIENT

Speaker coach

CATEGORY

Branding, print, book cover

TESTIMONIAL

Not only did Anja produce high quality graphic designs but she guided me through the design process. I started off asking her for a design without really understanding what I wanted. Through a series of chats and showing me different options, she helped me understand what brand image I wanted to create and how to achieve that in the design. She was very patient, easy to work with, and not at all upset by me changing my mind from time to time!

BOB FERGUSON, FOUNDER

BRIEF

Bob sought a fresh brand identity and marketing assets, and createwrx was there to provide the creative solutions needed to bring his ideas to life.

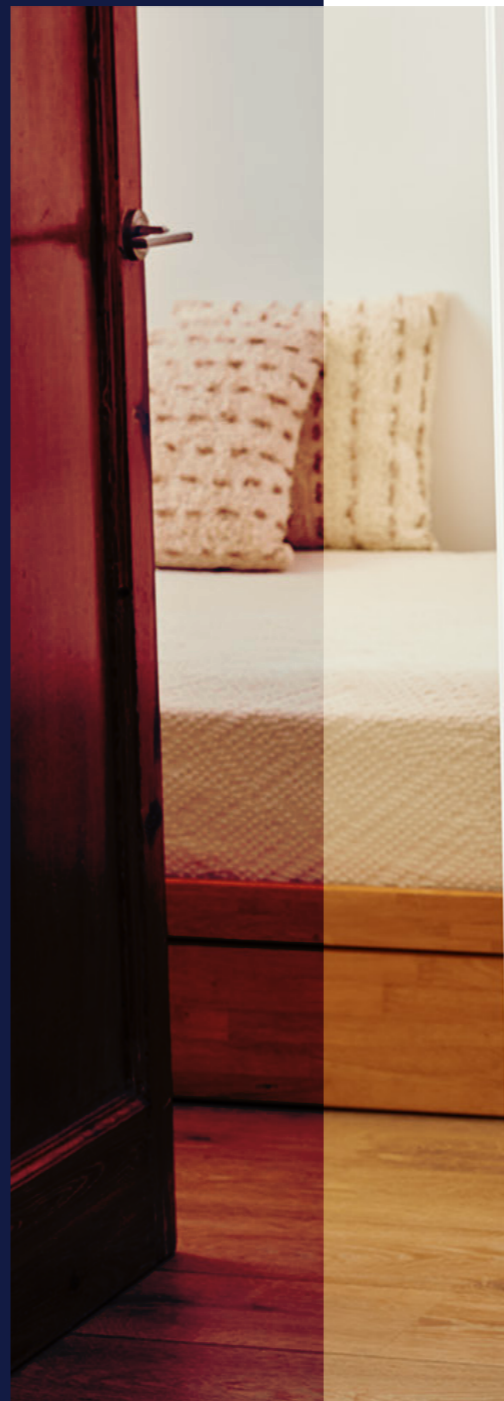
WHAT WE DID

We created Bob's brand with a new logo and identity, along with crafting essential marketing materials such as flyers, brochures, business cards, and a book cover envelope.

RESULT

The collaboration with Bob began in 2020 with the creation of his new logo, marking the start of several years of partnership. Since then, we've collaborated on numerous marketing assets, graphics, imagery and his book cover.





CLIENT

DSCO Chartered Certified Accountants

TYPE OF CLIENT

Financial

CATEGORY

Web design, print, office signage, video

TESTIMONIAL

Working with Anja is so positive and creative. We have had such great feedback and results from the projects she has helped us with.

PETER BLAMEY, MANAGING DIRECTOR

BRIEF

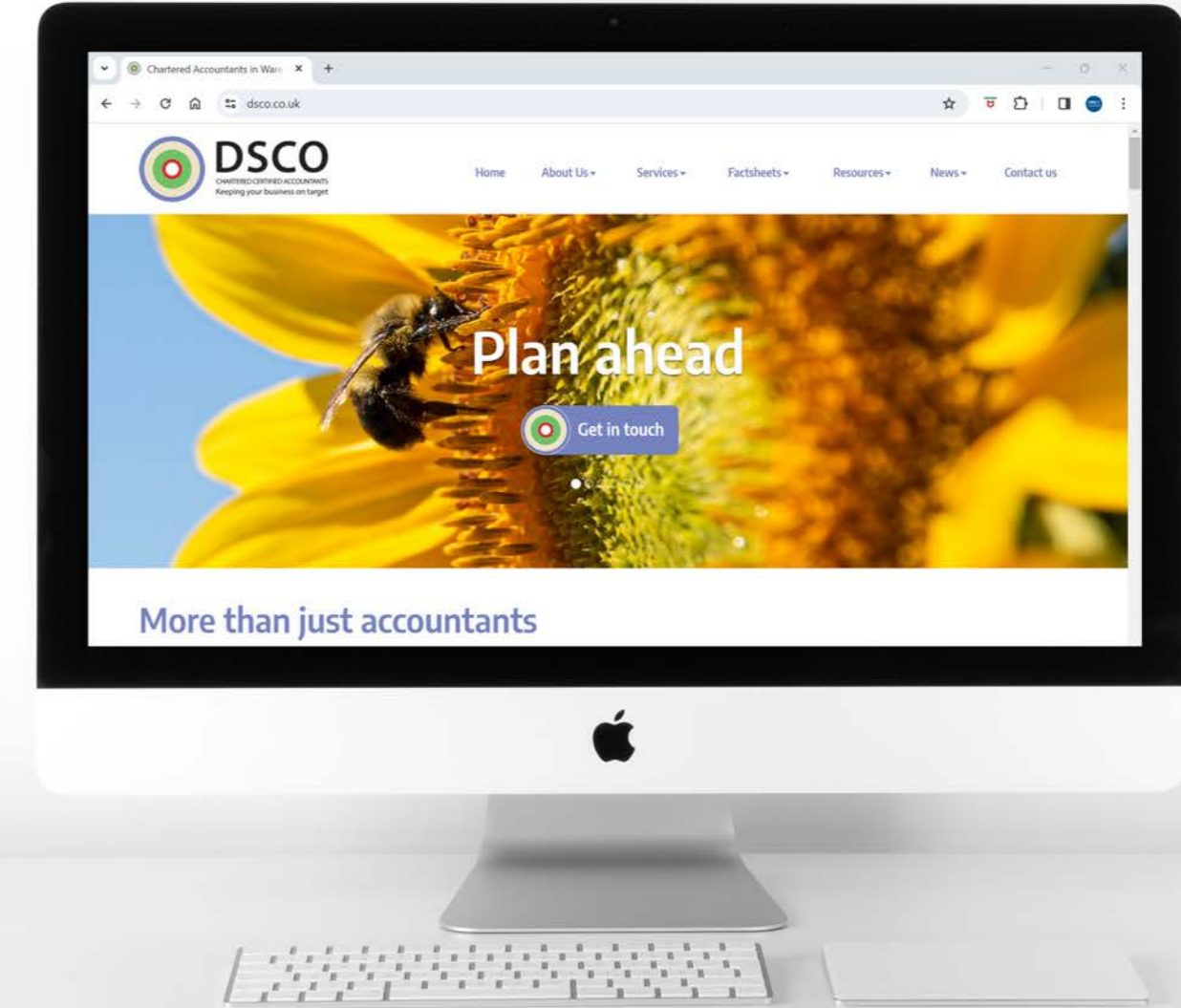
Five years ago, we embarked on a collaborative journey with DSCO, assisting them in creating impactful marketing materials. Over this period, our partnership has flourished, leading to the successful completion of numerous projects together.

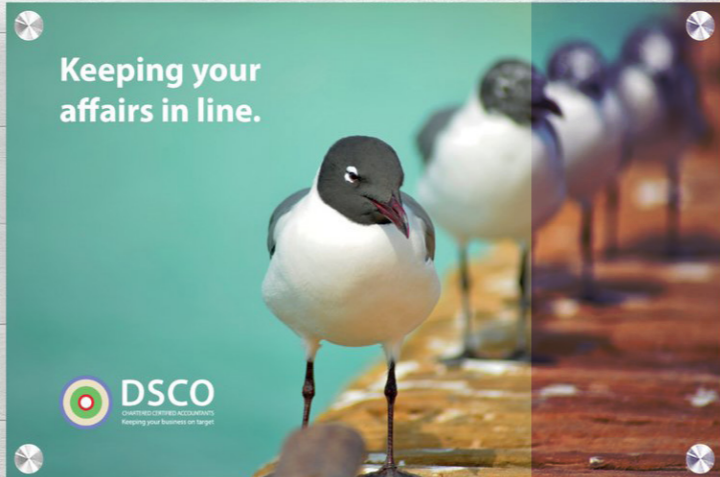
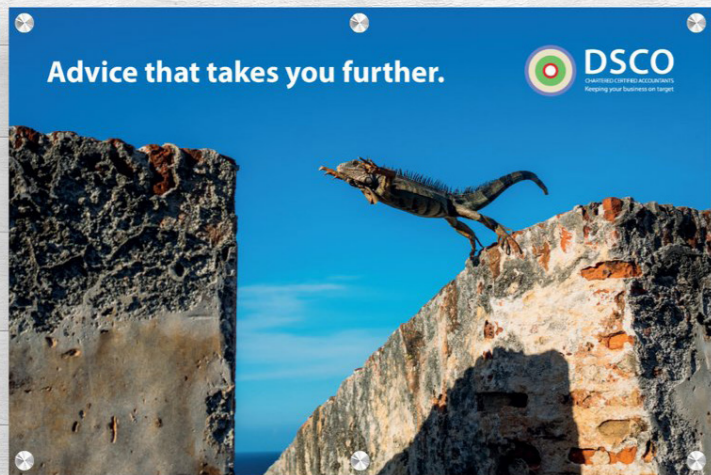
WHAT WE DID

The projects we delivered include printed newsletters, promotional material, signage and office design as well as business cards and video material.

RESULT

From printed newsletters and eye-catching promotional materials to impactful signage and a thoughtfully designed website, our collaboration extends to creating distinctive business cards and engaging video content.





BRANDING





O L I O

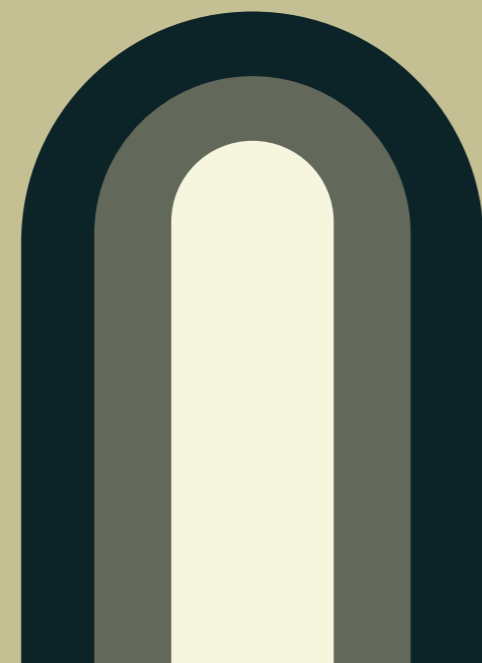
THIS IS OLIO

A premium olive oil brand

Step into the essence of Tuscany with Olio, where tradition meets excellence in olive oil production. Hand-picked olives, carefully crafted, yield a rich and velvety oil that embodies the heart of Italian cuisine. Taste the heritage of Tuscany in every drop with Olio.



O L I O





ABOUT

CALLING ALL WOMEN
READY TO DISCOVER
THEIR TRUE SELVES
AND OWN THEIR
POWER!

The whole world is yearning for peace and unity. The time is now for women to rise as voices and creators of harmony. **Breakthrough Women**—those resilient, courageous souls transforming challenges into opportunities for growth and positive change.





COLOUR PALETTE

- 
 C87 M78 Y55 K71
 R16 G23 B39
 #101727
- 
 C0 M82 Y78 K0
 R233 G74 B55
 #e94a37
- 
 C3 M2 Y2 K0
 R250 G 250 B 251
 #fafafb
- 
 C34 M36 Y55 K3
 R171 G151 B122
 #ab977a
- 
 C35 M28 Y28 K0
 R180 G177 B177
 #b4b1b1

Primary

Secondary

TYPEFACE

Headings

Raleway
 Use full family as required

Body

Proxima Nova
 Use full family as required



SERVICES



We specialise in visual communication, turning your messages into impactful visuals across web, print, display, and brand platforms. Our expertise lies in crafting compelling narratives that captivate your audience.

BROCHURES & PRINT

We design impactful print materials, including brochures, flyers, annual reports, and billboards. Your design and print solution starts here.

VISUAL IDENTITY & BRANDING

Starting fresh or looking for a brand makeover? We specialise in crafting visual identities and branding solutions to give your business a distinctive and compelling look.

DESIGN FOR WEB & DIGITAL

Your website is your primary marketing tool! Allow us to assist you in building a strong web presence and creating impactful digital assets.

ADVERTISING & NEWSLETTERS

Promoting your message through newsletters and adverts? Let us craft compelling campaigns for you, seamlessly blending digital and print mediums.

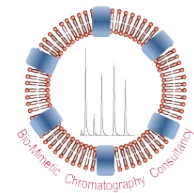
DISPLAY & POS

Capture attention with a compelling brand presentation through engaging display and POS (Point of Sale) solutions.



CLIENTS





createwerx®

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