Design that works beyond the page.

BRAND IDENTITY · PACKAGING · PRINT & SIGNAGE · MERCHANDISE

INDEPENDENT CREATIVE PARTNER

Commercial thinking. Practical execution.

AS Design is the independent practice of Andrew Smit. Since 1991, the work has spanned brand identities, packaging, catalogues, campaigns, vehicle branding, signage and product ranges. Creative direction is informed by first-hand experience in production, manufacturing and business ownership.



WHAT I DO

From first concept to considered, production-aware artwork

01 BRAND IDENTITY & SYSTEMS

Logos, visual identities, campaign direction and consistent branded applications.

02 PACKAGING & PRODUCT

Packaging concepts, labels, product presentation and artwork for supplier handover.

03 MERCHANDISE & RETAIL

Coordinated ranges, original patterns and thoughtful product applications.

04 PRINT, SIGNAGE & CONTENT

Catalogues, brochures, promotional design, vehicle graphics and large-format signage.

SELECTED WORK

Four disciplines. One consistent approach.



BRAND IDENTITY
Red Oven



PACKAGING
DCP



VEHICLE BRANDING
Waterfront Signs



SIGNAGE CONCEPT
Discovery Health

35 YEARS
Commercial experience

IDEA TO ARTWORK
Practical design process

INDEPENDENT
Senior creative support

HAVE A PROJECT IN MIND?

A conversation is a good place to start.

www.sunburnroots.com

VIEW PORTFOLIO / DISCUSS A PROJECT