

What we do,  
how we do it, and  
most importantly -  
why we do it.



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# Contents.

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Manifesto

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Meet Melissa

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**First Sense is a purpose-led visual strategy and design studio, elevating brands to speak volumes before a single word is said.**

Founded in 2018 by Melissa Fato, First Sense is the culmination of a lifelong passion for branding, design, and the psychology behind what makes brands unforgettable.

We believe in the power of first impressions. Those fleeting moments where a spark ignites, a connection is formed, and your brand has a chance to speak its first language: Sight.

Some might call it magic, but we know it's something a little deeper. Before words are spoken, what your audience sees shapes what they feel, and that feeling drives their decisions. As humans, we like to think we're logical beings, but at our core, we're driven by emotion. We choose, trust, and stay loyal to brands that move us, not just because of what they say, but because of how they make us feel.

At First Sense, we craft visual identities that don't just capture attention, they hold it. Through considered strategy, intentional design and meaningful visual storytelling, we elevate brands so that they resonate on a deeper level, forging connections that last long after that first glance. Because the right story, told well, turns first impressions into lasting relationships, and brand presence into measurable growth.

# Manifesto.

"I'm a big believer in trusting your intuition. You know the feeling when, on paper, option one seems more rational, a little more "safe", yet something about option two just feels right. You can't quite put your finger on it, but it draws you in it. You can't stop thinking about it. It's almost as if the decision has already been made, and all that's left now is to follow that pull.

That tension between logic and emotion has always intrigued me. It's what led me to branding and design, and naturally, to approaching both through a strategic lens rooted in human experience and feeling.

From young, I loved collecting cards, swing tags and brochures. I was obsessed with textures, finishes and materiality that made even the most mundane items feel special. It wasn't just about what they looked like; it was about how they made me feel. (And yes! I still have an 'inspo drawer' filled with all these eclectic little treasures; a physical reminder of how deeply I've always been drawn to thoughtful, tactile experiences.)

But my love for design doesn't end with paper and card. It extends to everything – interiors, fashion, food, architecture. It's the way a beautifully crafted chair can change the way you feel in a room, or how a carefully plated dish can transform a dining experience. Aesthetics, at their core, have the power to influence our decisions and overall experience, sometimes in ways we can't even explain. And so, this is the very heart of First Sense.

I'm passionate about creating designs that go far beyond looking beautiful, to truly stirring emotions and drawing people in. For me, branding isn't just about logos or colour schemes; it's about crafting a story and making your target audience feel something, through every detail. Our "first sense", sight, plays a powerful role in shaping perception, memory, and decision-making. This is how I came to decide on the name "First Sense".

My process is both intuitive and strategic. I work closely with a small number of clients each year to dive deep into their brand, their audience, and what makes them different. Together, we build a strategy that aligns with their values and communicates it through a refined, luxurious, and emotionally resonant identity, yet with depth, personality, and purpose.

This work is instinctive for me. I'm creatively wired to notice the details, chase the ideas, and burn the midnight oil, which is often when inspiration strikes. It's not a job, it honestly lights me up inside.

I love how every project brings an opportunity to explore, test boundaries, solve, and craft something really special. To make people feel something real. And we all know how rare that is nowadays.

I can't wait to bring your brand to life."



# Meet Melissa.



2.1

What we do

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2.2

How we do it

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2.0

Capabilities  
and services.

**Beautiful design can stop someone mid-scroll. But smart, strategic branding? That's what makes them stay. That's where we come in.**

Think clarity, confidence, and consistency, so that every touchpoint speaks directly to your audience and positions you as the obvious choice amongst the sea of competitors. No more awkward DIY, just a cohesive, elevated brand experience has an emotional pull on your audience.

The result? More leads. Better clients. Increased sales. A loyal community of brand ambassadors that tell their friends about your brand, without you even asking them to. And ultimately, a brand you're proud to call yours. Because it's doing the heavy lifting, even when you're not in the room.

But the real magic happens beyond the launch. Like any good investment, your brand needs to be nurtured and protected. I partner with clients long-term to help bring their identity to life across ongoing content, campaigns, ensuring everything remains consistent, elevated, and true to the original vision. Think of me as an extension of your team: here to support, design alongside you, and keep your brand presence just as strong as the day it launched.

In a time where AI can churn out content in seconds and Canva templates lack personalisation, true connection can't be automated. It's the emotional hook, the nuance, the consistency, the thoughtful design and brand storytelling that keeps an audience loyal and engaged.

# What we do.

**Visual Brand Strategy and Identity**

- Brand strategy
- New visual identity creation  
(logo, colour palette, brand typefaces)
- Visual identity rebrand/realignment
- Brand style guide development
- Logo suite for print and digital applications  
(including brandmarks, icons, vectors)
- Curated library of brand-aligned visuals  
(License-free and/or licensed)

**Brand Execution and Collateral Design**

- Branded stationery design  
(ie. Business cards, letterheads)
- Marketing collateral design  
(ie. Brochures, flyers)
- Digital content creation (static and video)
- Presentation design  
(ie. pitch decks, workbooks, branded PDFs)
- Signage and wayfinding design
- Packaging and merchandise design
- Art direction

**Web and Digital**

- Social media content creation  
(Adobe or Canva templates)
- Website skin designs
- Full website builds for service-based businesses  
(Wix or Squarespace)
- Email template design  
(EDMs and newsletters)

**Ongoing Brand Management**

- Monthly brand/content strategy meetings
- Social media content strategy and/or management
- Brand awareness campaign concept development  
and execution
- Email marketing support
- Ongoing visual design support across all print  
and digital touchpoints
- Brand consistency auditing and oversight

# How we do it.

# 3.0

# The Process.

What sets First Sense apart isn't just the final design. It's the depth of thinking that leads us there. In an age of quick-fix logos and AI-generated shortcuts, what we offer is something far rarer: strategy, meticulous care, and creative integrity. Something exclusive and customised that can't be replicated.

At the heart of every visual identity we create is a rigorous and reflective four-phase process:

### 01 Research

The most important phase, and one many designers rush through or skip altogether. As a Visual Brand Strategist, I dive deep into your world: your audience, your industry, your competitors, your nuances. We explore what your brand truly offers, beyond your product or service, identifying the emotional truths that drive human connection. Because branding isn't just visual, it's visceral.

### 02 Exploration

This is where the visual storytelling begins to take form. Think moodboards, colour psychology, typographic inspiration and brand symbolism, all carefully curated to build out potential design directions that align with the essence of your brand. These elements form the early creative threads, each one a potential path that reflects the heart of your identity.

### 03 Experimentation

Now it's time to test, push and refine. We trial type pairings, customise lettering, craft iconography, and play with composition until the pieces start to sing in harmony. This phase is highly iterative (a creative lab of sorts) where each decision is made through a strategic lens. It's not just about what looks good, but what feels right and holds up across touchpoints. Always circling back to your "why." Always elevating.

### 04 Concepts

At last, everything sharpens into focus. Here, we present a curated suite of standout concepts, each backed by rationale, mockups, and deep intentionality. You're not just choosing a logo; you're stepping into a well-rounded visual identity that's emotionally grounded, strategically aligned, and built to endure.

# The Process.



4.1

Glimpse

4.2

Focal point

4.3

Optimal

4.4

Peripheral

**Ideal for:**

Those unsure of where to start, or in need of a strategic visual brand pulse-check before investing further.

**INVESTMENT:**

**\$650.00 + GST**

After having you complete a tailored questionnaire, we will undergo deep research into your brand's digital and print footprint. Once complete, we prepare a 4-page Findings and Recommendations Report and schedule in a 20 minute Zoom session to guide you through our analysis.

The outcome? Insight into how your brand may currently be perceived by your target audience and some actionable steps that can be taken to realign your brand positioning, close any industry and target audience gaps, and opportunities to elevate your visual brand.

This is a perfect first step for brands wanting clarity and direction before diving deeper.

**Ideal for:**

Businesses ready to create or elevate their visual identity so that it attracts and resonates deeply with their target audience.

**INVESTMENT:**

**\$3,750.00 + GST**

For those that say they need a logo but don't realise what they really need is a comprehensive visual identity crafted with purpose that brings their brand's story to life.

Built on First Sense's signature 4-step process — Research, Exploration, Experimentation, and Concept — this is a deep dive into what makes your brand visually unforgettable.

Every creative decision is backed by strategy and psychology, designed to reflect not just what you do, but how you wish to make your audience feel.

The deliverables? An extensive suite of logo assets for print and digital mediums (including logo variances for different applications, brandmarks and vectors), a detailed Brand Style Guide to guide you in your visual identity's execution and maintain consistency as your brand grows, and a curated library of licence-free, brand-aligned visuals to support your content creation from day one.

These are the essentials you require for your brand to show up with intent and cohesion, positioning it perfectly for the audience you wish to attract and convert.

# Focal point.

**Ideal for:**

As the name suggests, Optimal represents the gold standard in visual branding. It is for businesses that understand that true impact lies not just in what a brand looks like, but in how it is brought to life. When First Sense leads both the vision and the execution, every detail works harder to tell your story with consistency, confidence, and clarity.

**INVESTMENT:**

**Starting at \$5,500.00 + GST**  
**(Payment plans available)**

Optimal includes everything in Focal Point, the comprehensive visual brand identity built through First Sense's signature 4-step process, but extends the experience from concept to complete, considered rollout. Because let's be honest... what's the point of investing in an identity if it falls apart in execution?

This package is about ensuring every touchpoint, from your stationery and branded collateral to your website and social templates, align seamlessly with the identity we've thoughtfully created. No guesswork. No Canva shortcuts. Just a cohesive, beautifully executed brand that holds its presence wherever it shows up.

With Optimal, you'll receive a full suite of logo assets in both print and digital formats, a detailed Brand Style Guide, and a curated library of brand-aligned visual assets.

From there, the identity is brought to life through a custom designed stationery suite (up to 3 pieces), 5 social media templates and 5 static web-page skin designs. For service-based businesses, there is the option to add full development on Wix or Squarespace.

Email templates and branded items such as brochures and/or flyers can also be added. This package can be customised based on your individual business needs and marketing channels.

# Optimal.

**Ideal for:**

Businesses that value brand and design, but don't need a full-time in-house team. Peripheral is for brands that see their identity as a living, breathing asset worth nurturing, and want a creative partner to work with ongoing that knows their brand inside and out, to help keep it sharp, strategic, and deeply human.

**INVESTMENT:**

**Tailored monthly retainer based on scope and deliverables.**

Your brand isn't static, and neither is your audience's attention. Peripheral is designed for brands that want to keep showing up with intention and consistency, long after the launch or rebrand.

This is retainer-based brand support for businesses that know the power of ongoing presence. Each month, we'll connect for a 60-minute strategy session to review what's needed most, whether that's fresh content for your socials, that bi-annual brand awareness campaign or seasonal email campaigns through to lead magnets, event collateral, or thoughtful brand-aligned updates to your branded assets.

Working as an extension of your team as your brand gatekeeper, I protect the integrity of the brand, evolving it as your business grows, and ensuring every touchpoint continues to tell the right story, never veering.

# Peripheral.



We believe that we find the right people, places, and paths exactly when we're meant to. Could this be a sign?

If something resonated with you, feel free to get in touch, send through a brief, or just follow along for now on socials. Looking forward to connecting when you're ready.

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first  
sense

VISUAL NARRATIVES