Creative design & illustration at your fingertips

Achieve striking print, digital and video communications easily.

Spend your time wisely.
Visit fileroom.com

fileroom
Content creation made easy

Welcome to fileroom

We write, edit, design, format, illustrate, animate and produce print, digital and video communications for small, medium and large enterprises.

A simple, quick way of working has magnificent benefits

Fileroom is a secure, online content creation agency, not a freelance marketplace. We do it all for you – the fileroom platform brings our team and services directly to your desktop or mobile when you need us.

The sky is the limit

Our experience is genuinely extensive. We have an incredible team of experienced business consultants, graphic designers, illustrators, screen writers, copywriters, content writers, technical writers, journalists, editors, videographers, video editors, directors and producers, animators, motion graphics artists and colour grading specialists. We can work on a wide range of print, digital and video communications meant for any purpose. Our team has created a broad range of communications for business and marketing initiatives across a multitude of industries.

Our point of difference is that we make it convenient and easy for you to create content. Our team is world-class, and our skills speak for themselves.

Your One-Stop Content Creation Services

- Promotional Videos
- Professional Writing
- Proofreading & Editing
- Document Design & Formatting
- Graphic Design & Illustration
- Motion Graphics & Animation

End to End Content Production

Creative design, illustration & document formatting services

Start engaging your audience

We are all about your business and marketing content production. When you need a capability statement, promotional flyer, client presentation, advertisement or infographic to name a few items, we are right at the end of your desktop to help you create beautifully designed content quickly at a reasonable price.
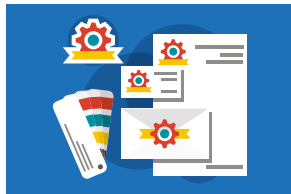
Visual Identity Design

We create the tangible elements of your brand to align with your brand values and the overall impression you would like to make in the market. This includes logos, fonts, icons, colours, corporate stationery and document templates, uniforms and style guides amongst other tailored requirements.

Art & Illustration

Our design team use a combination of media techniques to create a range of designs for print, digital and video communications. These include character illustrations, infographics, stills for motion graphics, book covers, technical illustrations and website skins.

Packaging Design

Packaging is an extremely valuable marketing tool as it communicates directly with your customers and tells the story of your brand. Our design team can create concepts, design mock-ups and produce print-ready files.

Publication Design

Publications are long form pieces that communicate with specific audiences. Think books, magazines, annual reports, newsletters and catalogues both print and digital. We can create layouts for a wide range of communications which include photography, graphics and illustrations.

Document Design & Formatting

Well designed documents showcase your organisation, communicate your brand and can have a great impact on your readers. We achieve effective document design using text, graphics, purpose written content and other visual elements to bring your communications to life.

Marketing & Advertising

Engage your target audience with print and digital communication pieces to promote your products and services. Our team can design a wide range of materials from advertisements, postcards and flyers, brochures, presentations, social media ads and graphics to vehicle wraps, uniforms, menus and signage plus much more.

Motion Graphic Design

These are a popular way to communicate facts, figures, data and messages in an attractive visual format. They breathe life into your communications in a colourful and memorable format. When combined with audio, they achieve strong audience engagement.

User Interface Design

UI design focuses on a user's visual experience through the design of on-screen graphic elements like buttons, menus, micro-interactions and more. We work with you to balance aesthetic appeal with the technical functionality of your application.

Environmental Graphic Design

A great way to visually connect people to places to improve their overall experience through both static print designs and digital interactive displays. This includes signage, office branding, retail store interiors, event and conference spaces to name a few.
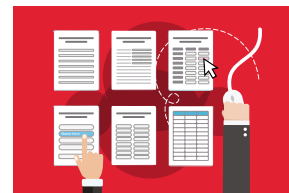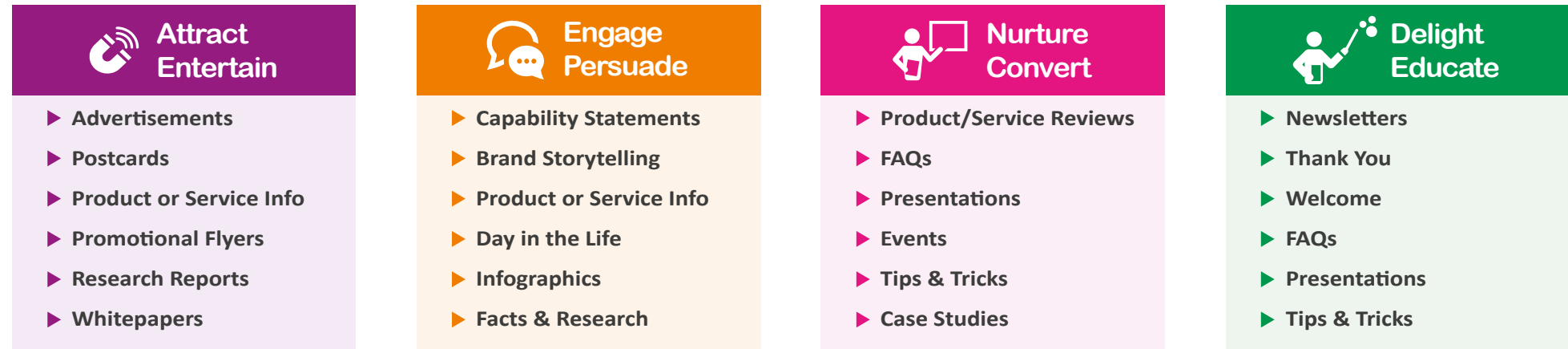
Interactive Forms & PDF Services

A range of PDF services including converting PDFs, combining files, editing PDF text and images, and organising pages, through to interactive forms. Our document specialists add interactive fields and data-gathering windows to static documents so your customers can respond electronically.

Create memorable & meaningful communications

Ways to use design and illustration in your content marketing strategy

Communicating effectively with employees, clients, partners or stakeholders can be challenging. When you build brand and design elements into your written content you can engage your audience, bringing you successful results.

Attract Entertain

- Advertisements
- Postcards
- Product or Service Info
- Promotional Flyers
- Research Reports
- Whitepapers

Engage Persuade

- Capability Statements
- Brand Storytelling
- Product or Service Info
- Day in the Life
- Infographics
- Facts & Research

Nurture Convert

- Product/Service Reviews
- FAQs
- Presentations
- Events
- Tips & Tricks
- Case Studies

Delight Educate

- Newsletters
- Thank You
- Welcome
- FAQs
- Presentations
- Tips & Tricks

Ways to use design and illustration as part of your internal communications strategy

Recruitment

Welcome & Induction

Training & Compliance

Corporate Strategy & Leadership Values

Stakeholder Communications

Tender, Award & Grant Submissions

Quality & Safety Management

Policies & Procedures

Internal Announcements

Annual Reports & Performance Highlights

Ready to discuss your project with us?

Call us anytime on **1300 345 376** or schedule a call with our Customer Care team at a time that works for you by visiting the following link: **info.fileroom.com/call**

End to end creative design process
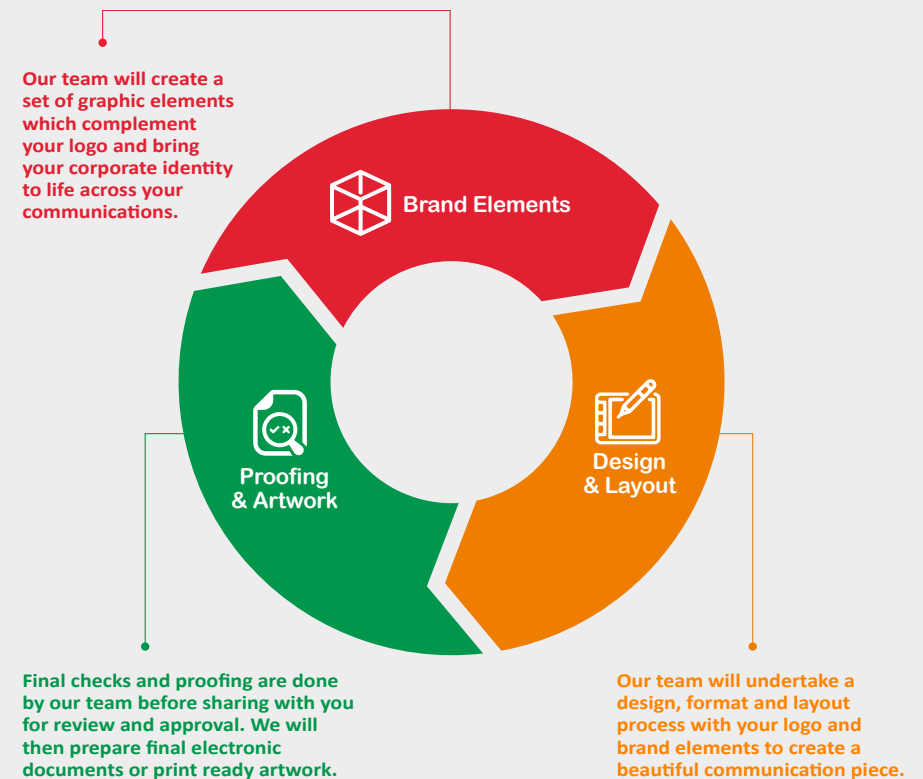
Start engaging your audience with creative design and build beautiful, original documents and communications.

Our vision is to create beautifully branded documents and communications every time and our mission is to engage with our clients through technology to save time and money.

Our team will create a set of graphic elements which complement your logo and bring your corporate identity to life across your communications.

Brand Elements

Design & Layout

Proofing & Artwork

Final checks and proofing are done by our team before sharing with you for review and approval. We will then prepare final electronic documents or print ready artwork.

Our team will undertake a design, format and layout process with your logo and brand elements to create a beautiful communication piece.

"Design adds value faster than it adds costs." *Joel Spolky, Trello*

Why effective creative design is essential to your business & marketing communications materials

Effective graphic design establishes your brand identity, increases brand awareness and retention, and sets you apart from your competitors. You can increase the perceived value of your business and build greater audience engagement when you take the time to design your communications content.
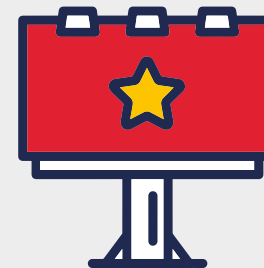
Interesting Facts

60.8% of marketers claim that visuals are integral to successful marketing.
Source: Micro Creatives

47% of buyers view at least 3 to 5 pieces of content before deciding to engage with you.
Demand Gen Report

7 out of 10 drivers make shopping decisions while driving, making billboards impossible to miss.
Source: Medium.com

Visual appeal is assessed by your audience in 50 milliseconds.
Source: Red Design

65% Studies show that people can recall 65% of the visual content they see almost three days later.
Source: HubSpot

30% of marketers use professional designers and 10% of marketers use freelancers to create original content.
Source: Venngage

47% of marketers find it difficult to produce consistent visual content for their brand.
Source: Venngage

Engagement

40% boost
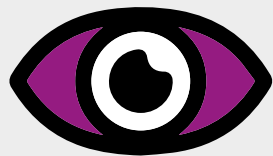Offline marketing activities boost online effect by 40%.
Source: EConsultancy

41.5% of marketers say that original graphics, like **infographics** perform best.
Source: HubSpot

People follow visual instructions 323% better than written instructions.
Source: Instructables

51%
of B2B writers put visual content at the top of their list of priorities.
Source: Jeff Bullas

Make your blogs visual
When publishing blog posts to your site it is important that you add brand design and images. It was found that **blog posts with images are viewed 94% more than posts without**.
Source: HubSpot

30% of marketers use **design companies** to create original graphics to get ahead of the pack.
Source: Jeff Bullas

People share infographics 3x more than any other type of content.
Source: HubSpot

Infographics can **increase web traffic by up to 12%**.
Source: HubSpot

Social Media

80%
of marketers use visual content in their social media content.
Source: HubSpot

You get 37% higher engagement on Facebook if you use a visual and **40%** if your **visual is unique**.
Source: Jeff Bullas

Tweets with visuals are retweeted 1.5x more.
Source: Buffer

Articles with an image once every **75-100** words received **double the social media shares** as articles with fewer images.
Source: BuzzSumo

Working with fileroom brings you many great advantages

$ **Competitive Rates**

Plentiful Revisions

Experienced Team

Express delivery options for those urgent jobs.

Great Service

Improved Productivity

Streamlined review process to ensure change requests are not missed.

Collaboration tools to reduce time spent writing and reviewing communications content.

Peace of Mind

"Design creates culture. Culture shapes values. Values determine the future." *Robert L. Peters*

How fileroom works

We can be involved in the whole process with you from concept through to completion, or any specific step you need help with along the way.

Our delivery cycle

1. Select your service/s
2. Choose your delivery time
3. Accept your quote
4. Sign-in or sign-up to fileroom
5. Order processing & payment hold authorisation
6. Complete the job brief
7. We complete your job
8. Job revisions if required
9. Approve your job & final payment
10. Review our services

"The secret of getting ahead is getting started." *Sally Berger*

Enjoy peace of mind with fileroom

You can breathe and focus your time where it matters most, while you leave the fiddly work to us.

Experienced Team

We have an incredible team of experienced business consultants, copywriters, content writers, technical writers, journalists, editors, graphic designers, video editors, directors and producers, animators and document specialists.

Secure Platform

Fileroom operates on a highly secure cloud application platform. We apply security best practices and manage platform security proactively, so our clients can use our online services with confidence.

Trust & Safety

Count on peace of mind when you sign-up, upload and develop content in the fileroom platform. We automatically issue you with a non-disclosure agreement. Keeping your content safe is our priority.

Brand Asset Management

Upload, manage and store all your brand assets and master files in your very own brand room. Any content we produce for you will be added to your brand room for you to access and use as you need. We create it, you own it.

Order Tracking

Accessed from your fileroom dashboard, our live job tracker monitors your jobs and makes it easy for you to confirm they are on schedule. You can track from order through to delivery.

Pay When You Approve

We believe that happy clients are long-term clients. We hold payment authorisation when you place an order. Payment is only processed once you have reviewed and approved your order. Your job is then delivered to your fileroom delivery box.

Frequent File Program

When you register, you can select to join our frequent file program where you can earn points to redeem against future orders.

Satisfaction Guarantee

We want you to be happy with our Services. We will only hold authorisation for payment on receipt of your order. Final payment will be processed once you have approved and accepted your job.

What sets us apart

Working with fileroom is a great way to embed a full-service content production team into your business, enabling time savings and improved productivity. We take away the pain and frustration from the content creation, production and review process.

We achieve this by integrating our management consulting experience into a unique and seamless strategic execution of your business objectives through our service delivery model.

- Knowledge & Experience
- Ingenuity & Service
- Commitment & Dedication
- Communication & Respect
- Learning & Improvement
- Passion & Creativity

Working with fileroom is easy.

Sign-up for free today and receive 25 frequent file points to use for your first job. That's $25.

**Try something new.
Nothing ventured, nothing gained.**

Visit fileroom.com to get started

fileroom
Content creation made easy