



Matt Build Book Design & Printing Case Study

MATT BUILD

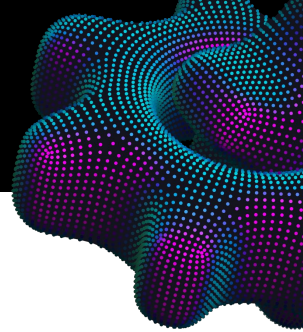
DISCOVER



Case Study

Matt Build Book Design & Printing

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This document will introduce you to one of the COG Branding graphic design and printing projects as a simple case study. A stunning portfolio coffee table book for one of Sydney's top home builders.

It supports our work experience and provides some insight to how we connect brand to business and provide value in our brand and marketing services.

Read through, enjoy, and get in touch anytime!

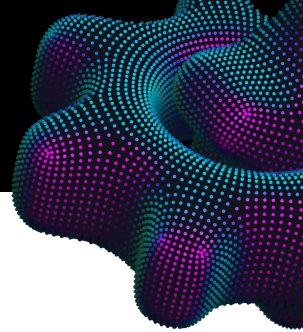


Luke Sullivan
Managing Director
COG Branding

MATT BUILD GROUP

1st Edition

START!
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We knew that Matt Build needed to elevate their business and brand positioning out of a middle range market position that is highly competitive and generalized.

Via a strategy that would provide a chance for the brand to reveal itself as a premium home builder and to truly showcase their project sin a more dynamic method.

To step away from digital and back into print, with the focus to provide partners and affiliates the chance to decorate their office foyers with a relevant coffee table book that would also showcase their own works in collaboration with Matt Build.

We also knew that the Matt Build brand needed to have proof of concept to their projects, and with a hardcover publication it would prove core proof to potential new customers of their ability as builders.



Based in the Sutherland Shire and operating in all Sydney regions, MATTBUILD are a team of respected builders who are highly regarded for quality service in an efficient and timely manner.

With over 25 years combined experience, their reputation is based strongly on satisfying the specific needs of their clients in all areas of construction.

Where most home builders promise to provide you with the best build possible, MATTBUILD promise to not only turn their clients' vision into reality, but to inform and educate through the pre, during and post-build stages of the project.

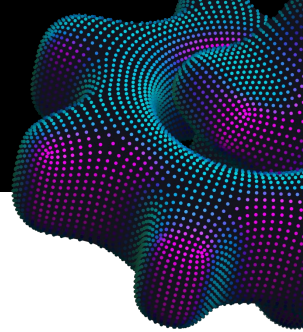




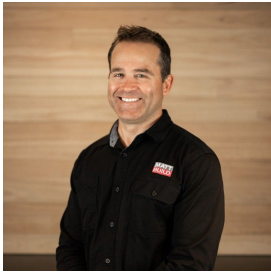
Case Study

From the client

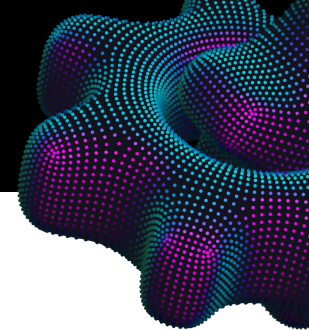
MATT BUILD



“Team COG Branding are great, they took our brand and elevated it to new heights. They took the time to educate us builder blokes on why brand is important and how we can educate and inform our customers on what we do and why things are the way they are in a home build”.



Matt Chapman
Managing Director
Matt Build



Portfolio Book Graphic Design

COG Branding design agency crafting the book begins with a comprehensive understanding of our client's vision and target audience. We conceptualized a theme, created a layout that balances aesthetics and readability, and selected typography and imagery that aligns with the narrative. Attention was given to paper quality and printing techniques, ensuring a tactile and visually stunning end product that enhances the reading experience and the projects themselves.

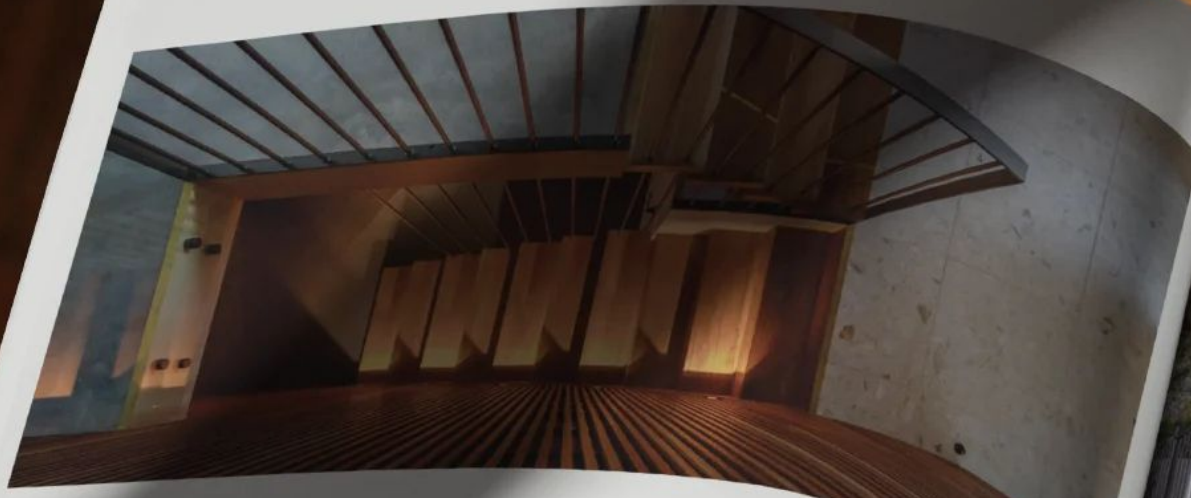
Art Direction

COG Branding guides this creative direction of the book project by establishing a cohesive vision through research and collaboration. We defined the book's theme, style, and tone, ensuring alignment with the Matt Build goals. Art direction, typography, and imagery were curated to convey the intended narrative. Iterative feedback loops and meticulous attention to detail was employed to achieve a visually compelling and cohesive final product.

Print Production

As a full service design agency we oversee the printing process of the book by coordinating with professional printers. We finalize print specifications, choose appropriate paper and finishes, and ensure color accuracy through proofing. Quality control is paramount, with the agency conducting press checks to verify production standards.

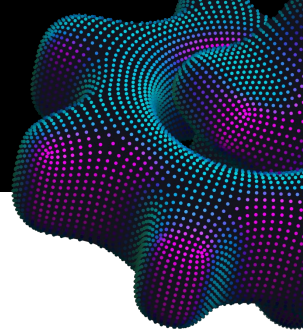
COG Branding managed timelines, addresses any issues, and ensures the final printed copies align with the envisioned design and client expectations.



DETAILS AND KEY FEATURES

- A holistic approach to design, utilizing a wide range of building materials.
- A completely unique approach to every bathroom, using contrasting materials to create a different vibe in each space.
- The handwood timber slat design creating a magical lighting effect highlighted with a galvanneal steel spine strip and black steel balustrading.
- The use of spotted gum timber at the entrance area that aligns on the internal porch ceiling and flows seamlessly through to the internal foyer, giving off a calming feeling on arrival.
- Burnt red concrete used on the living area level that meets the pool level for a unified view of the outdoor living area while never used to create visual flow as the sun moves over it throughout the day.
- The white side of the kitchen, the oven and bench areas, are to be defined in natural light.
- Crazy Pine timewoods, concrete stairs and black steel blade front fence – all giving the home of the home a first class look.
- Exposed reinforced concrete as a stone boulder in the backyard providing a great backdrop for the pool and external shower area.
- The spacious kitchen area with a generous walk-in pantry.
- Large alfresco area next to the tiled pool with a window that looks through to a covered lounge room below.
- A cleverly incorporated home office that is central to the home.
- A large master bedroom with an abundance of daylight, a substantial walk-in wardrobe and chic ensuite.
- Three and a half bathrooms spread out throughout the home.
- Two off street parking spaces.



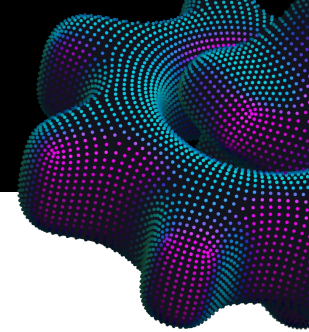


Whether you are starting your first project or have a lot of experience, one thing is for certain – there will be challenges!

All projects will encounter hurdles and toll gates that are tough to get through - here your partners are key. With strong leadership that drives astute and confident project management, any challenges will be met with gusto!

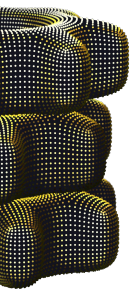
Our team proactively engages with our clients during the project planning phase to ensure we meet the exact requirements as well as understand the expectations.

- **HARVESTING IMAGES FOR HOME BUILDS.**
- **MANAGING LEGACY PROJECTS AND ARCHIVES.**
- **CREATIVE DIRECTION OF HUNDREDS OF PAGES.**
- **DELIVERING TO BUDGET.**



With a collection of outstanding projects to showcase, MATTBUILD were after a memorable solution to present this to potential their clients and suppliers. COG Branding were engaged to create a hardcover portfolio book that reflected the MATTBUILD brand and showcased their projects in a way that promoted the quality of their build as well as the unique aesthetics of each individual home.

As well as including project photography, the book needed to communicate details about each project, client testimonials, process notes and brand content. All of these assets were conceptualised and tested by COG Branding to achieve a strong creative direction from the outset. Once this was approved by the client, all 132 pages of the book were created.

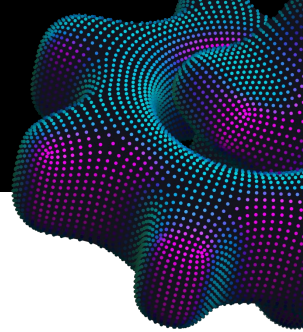






Case Study

Solutions summary

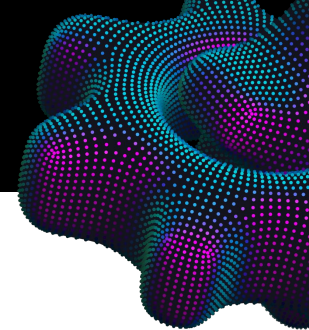


The COG Branding solution was one that promoted minimalism, sophistication and gorgeous aesthetics.

By choosing the most appropriate projects to showcase, and then designing page layouts that are tailored to each unique design and architectural style, the flow of design of the book remained simple yet sophisticated, allowing each project and associated imagery to take centre stage.

Being provided with amazing imagery of some of Sydney's best home building projects made our job much easier. Our design solution was one that focused on keeping the copy clean and consistent, allowing all the aspects in the book enough space to breathe and be consumed by the reader easily and equally.

As a result, the book maintains a premium look that places MATTBUILD's projects on a pedestal, giving them the exposure they deserve.



Delivered with success!

MATTBUILD were thrilled with the look and feel of their new portfolio book. The creative direction presented by COG Branding proved to be a strong foundation from the outset. With updates and changes required throughout the project, the design supported these changes, allowing for refinement to be a smooth and simple process.

With COG Branding being supported by COG Print, our design studio solutions were provided a premium hardcover perfect bound book solution for this project, resulting in a classic and durable final product that exceeded the client's expectations.

Our use of high-quality materials and finishes created for a polished and professional finished book that the client was proud to share with potential clients and partners.

- **Perfect Bound Book**
- **Case Bound Cover printed on Matt Art 170gsm Matt Celloglaze Laminating 1 side, wrapped over 2400 um board**
- **Unprinted endpapers on 140gsm uncoated**
- **132 pages printed on Matt Art 200gsm**
- **Finished Size: 325×280mm**



Where We've Earned Our Experience



CLAIM YOUR FREE 30-MINUTE BRIEFING SESSION

Getting results like this case study is only a phone call away.

If you're serious about dominating your market and maximizing — down to the last dollar — your marketing ROI, you must step up and take branding seriously.

If you have any questions, or would like our help on implementing the type of strategy we've presented here take advantage of our free 30-minute strategy session where we'll discuss your business goals and challenges.

Please note this is not a sales call. You will be speaking with one of our highly experienced marketing experts, not a salesman.

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