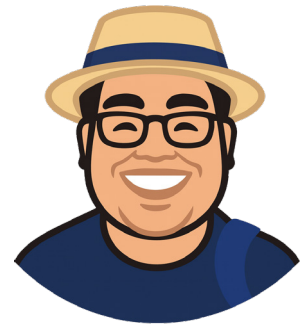


The Odd Hat Creative



Design Isn't One-Size-Fits-All

At The Odd Hat Creative, I believe every brand deserves design that fits just right. That's why I wear many hats—switching from strategist to storyteller, minimalist to maximalist—depending on what your project needs most.

I help brands, businesses, and ideas find their voice through design that's not just seen, but remembered. Whether it's a bold new identity, a polished campaign, or a story told through visuals, I craft work with just the right amount of oddness to make it stand out.

What I Offer

Brand Identity & Logo Design

Build a strong foundation with visuals that capture your essence—logos, style guides, and brand systems that are consistent yet flexible.

Marketing & Communication Design

From brochures and posters to digital ads and campaigns, I create designs that connect with audiences and deliver results.

Editorial & Publication Design

Years in publishing taught me how to balance storytelling with clarity—whether it's magazines, reports, or layouts that need both polish and readability.

Digital & Social Content

Engaging visuals for web, social media, and digital platforms that keep your brand active, relevant, and share-worthy.

Creative Consulting

Sometimes you don't just need a design—you need perspective. I help teams refine ideas, reframe challenges, and discover creative solutions.

Why “Odd Hat”?

Because every project is different. Some call for boldness, others for subtlety—the trick is knowing which hat to wear, and when. With years of experience across industries, I bring versatility, adaptability, and a touch of creative mischief to every brief.

The Odd Hat Creative Studio

Freelance Graphic Design Services

Singapore-based, working with clients worldwide

Brand Builders

Crafting your visual identity so you stand out with clarity and confidence.

- **Logo & Identity Design**
— from **SGD 1,200**
- **Brand Guidelines Kit** (logo usage, typography, color palette, templates) — from **SGD 2,000**
- **Corporate Identity Package** (logo + stationery + brand deck) —from **SGD 2,800**

Digital Presence

Visuals that strengthen your online brand and drive engagement.

- **Website Visual Design** (WordPress banners, hero images, layout styling) — from **SGD 1,200**
- **Social Media Branding Kit** (cover photos, profile templates, post templates) — from **SGD 600**
- **Email Marketing Templates** —from **SGD 400**

Creative Retainers

Perfect for SMEs and startups who need ongoing design support without a full-time hire. Includes print and digital assets: social posts, brochures, ads, presentations, and more.

Plan	Monthly Fee	Included Hours	Perks
Starter	SGD 900	Up to 10 hours	Core assets, email support
Growth	SGD 1,800	Up to 20 hours	Faster response, monthly review
Premium	SGD 3,200	Up to 40 hours	Priority turn around, quarterly planning

Why Work With Me?

- 18+ years of design and creative direction across APAC, EMEA & Oceania
- Experience with tech, lifestyle, scientific, and FMCG brands
- Both project-based and retainer packages available
- Singapore-first, with the flexibility to support global clients

Print & Publishing Essentials

Professional design for materials that leave a lasting impression.

- **Corporate Collateral** (brochures, flyers, annual reports) — from **SGD 600** per item
- **Editorial & Magazine Layouts** —from **SGD 1,500**
- **Event Materials** (posters, banners, trade show graphics) — from **SGD 800**

Visual Storytelling

Photography and multimedia to bring your brand to life.

- **Product Photography** (clean, styled, or lifestyle shots) — from **SGD 800/session**
- **Video Editing** (corporate reels, brand stories, social content) —from **SGD 700/project**



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