



**Creative.**  
**Strategic.**  
**Bold.**

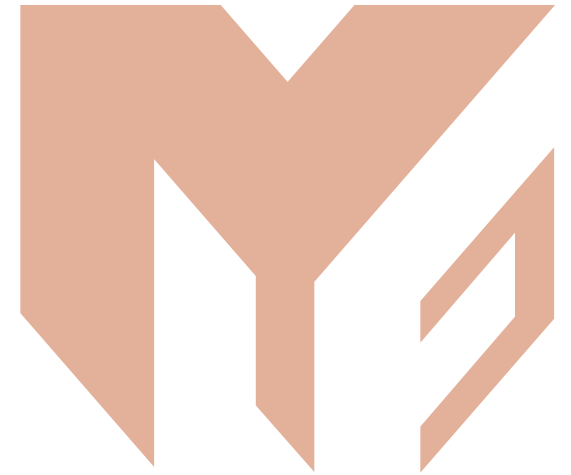
027 822 7281  
megan@mfcollective.com



# Creative. Strategic. Bold.

I run MF Collective, a creative agency focused on branding, marketing, and design. I work closely with businesses, entrepreneurs, and organisations to build brands that feel genuine, stand out visually, and actually connect with people.

Whether it's logo design and brand development, content creation, marketing strategy, or corporate publications, I offer tailored solutions that align with your goals and help elevate your brand across both digital and physical spaces. No cookie-cutter approaches, just thoughtful, creative work that's made to fit.



# Graphic Design.

I specialise in creating powerful brands that leave a lasting impression.

Whether you're launching a new venture or revitalising an established business, comprehensive branding services are designed to define your identity, connect with your audience, and differentiate you from the competition.

## Brand Identity

- Logo Design
- Colour Palettes
- Typography
- Iconography
- Brand Assets
- Brand Guidelines
- Signage Suites

## Social Media Content

- Templates for recurring posts (e.g. quotes, announcements)
- Instagram stories and highlight icons
- Infographics

## Marketing & Advertising Collateral

- Digital ads (banners, social media graphics)
- Print ads (magazine/newspaper layouts)
- Brochures, flyers, and posters
- Billboards

## Publication Design

- Reports
- Magazines and newsletters
- Slide decks and pitch decks

# Social Media.

I help businesses take the stress out of social media by creating content that's intentional, on-brand, and actually gets results.

Rather than just posting for the sake of it, I focus on building a strong, consistent presence that supports your wider business goals.

## Strategy & Planning

- Developing a clear content plan that aligns with your goals, audience, and brand tone, so every post has a purpose.

## Content Creation

- Designing and producing scroll-stopping graphics, photography, and copy that feels cohesive and true to your brand.

## Consistency & Scheduling

- Managing posting schedules and platforms to keep your brand active and visible without it becoming a time drain for you.

## Performance & Optimisation

- Reviewing what's working (and what's not) to refine content, improve engagement, and maximise reach over time.

# Corporate Publications.

I help businesses bring their corporate publications to life by turning complex information into clear, well-designed, and engaging content.

From internal documents to client-facing materials, I focus on making sure everything looks polished, on-brand, and easy to understand.

## Content Structure & Clarity

- Organising information in a logical, readable way so key messages are easy to follow and land clearly.

## Design & Layout

- Creating clean, professional designs that align with your brand and elevate the overall look and feel of each publication.

## Brand Consistency

- Ensuring typography, colours, imagery, and tone are consistent across all documents for a cohesive brand presence.

## Production & Delivery

- Managing files for both digital and print formats, ensuring everything is ready for distribution and production without headaches.

# 01.

## Deliverables

Packaged up neatly, your deliverables will be provided to you throughout the timeline.

Print ready files and accessible workable documents are all provided to you upon completion of the project.

# 02.

## Timeline

On average, my timeline is between 2-4 weeks.

Depending on the scope of works, your timeline could be shorter or longer.

# 03.

## Revisions

Two revisions are included in the initial scope. Revisions include tweaks and minimal changes, not whole redesigns.

Further revisions are charged at \$60 + GST per hour.



“

“Working with MF Collective has been an absolute game-changer for our business. From our very first meeting, the team took the time to understand our brand, goals, and challenges.

What followed was a seamless, collaborative process that not only elevated our visual identity but also helped us connect more meaningfully with our audience.”

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**Brendon White**  
Grit Motorsport Director | Event Lead



# Previous Projects



# RAISE THE BAR

## NZ Senior Managers Conference 2023

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'Raise the Bar' is Fulton Hogan's annual senior manager's conference. This is held internally, with senior managers from around the country gathering to discuss business updates and future projections.

For the 2023 conference, Ben Hayward, Fulton Hogan NZ CEO, took charge of the theme and made it his own. Ben wanted to 'raise the bar' and set a standard for the business. This meant creating a brand identity including a logo pack, powerpoint templates, table talkers, digital signage and necessary collateral, which followed the newly created brand identity.

Name tags



**RAISE THE BAR**  
NZ Senior Managers Conference 2023

**Ben Hayward**

**Fulton Hogan**

Agenda



**RAISE THE BAR**  
NZ Senior Managers Conference 2023

**Day 1**

8.30 - 9.10	Kick off
9.10 - 9.30	Introductions
9.30 - 10.45	Guest speaker keynote
10.45 - 11.00	Refresh break
11.00 - 12.00	What's on the CEO's mind?
12.00 - 12.45	Lunch
12.45 - 1.40	Hear from key business units
1.40 - 1.55	Refresh break
1.55 - 2.45	Hear more from key business units
2.50 - 3.10	Summary of the day and Q&A session
3.15 - 5.00	Social activity - get to know the Garden City

**Fulton Hogan** 



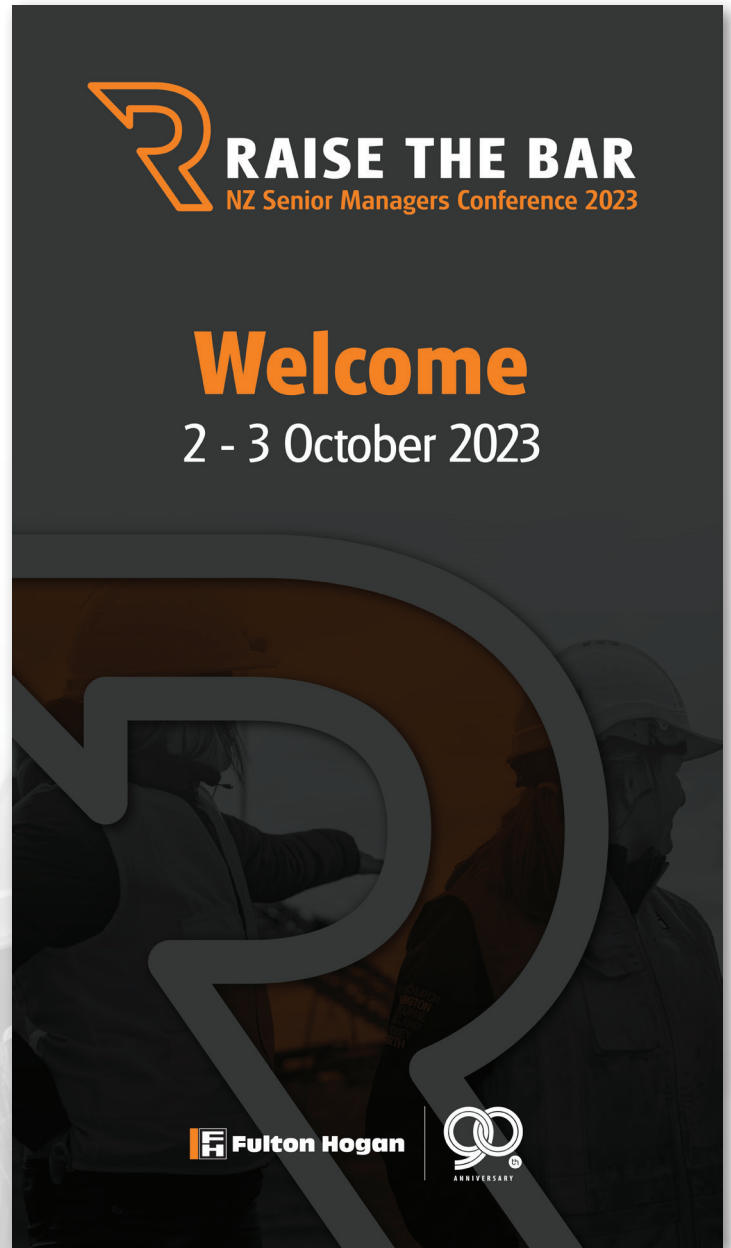
**RAISE THE BAR**  
NZ Senior Managers Conference 2023

**Day 2**

7.00 - 8.00	Breakfast
8.00 - 8.30	Yesterday's takeaways
8.30 - 9.45	Guest speaker keynote
9.45 - 12.30	Breakout exercise - crack the code (includes working morning tea & lunch)
12.30 - 2.30	Teams, present your solutions
2.30 - 3.00	Vote for your favourite solutions over afternoon tea
3.00 - 3.30	Winning solutions announced
3.30 - 4.30	Leaders Q&A session
4.30 - 4.45	Recap and get on the road


**Fulton Hogan** 

Digital Signage



**RAISE THE BAR**  
NZ Senior Managers Conference 2023

**Welcome**  
2 - 3 October 2023

**Fulton Hogan** 

## Welcome

to 'Raise the Bar'  
NZ Senior Managers Conference 2023

## Title Page

Sub heading here

### Title here

- Key point
- Key point
- Key point

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### Day 1

8.30 - 9.10	Kick off
9.10 - 9.30	Introductions
9.30 - 10.45	Keynote from world champion rower, Eric Murray
10.45 - 11.00	Refresh break
11.00 - 12.00	What's on the CEO's mind?
12.00 - 12.45	Lunch
12.45 - 1.40	Hear from key business units
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### Day 2

7.00 - 8.00	Breakfast
8.10 - 8.30	Yesterday's takeaways
8.30 - 9.45	Keynote from leadership expert, James Laughlin
9.45 - 12.30	Breakout exercise - crack the code (includes working morning tea & lunch)
12.30 - 2.30	Teams, present your solutions
2.30 - 3.00	Vote for your favourite solutions over afternoon tea
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# PHOTOGRAPHY



# good work awards

NEW ZEALAND 2023

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'Good Work Awards' is an annual internal award ceremony recognising Fulton Hogan's employees. There are various categories, where entries are opened for managers and employees, to nominate their fellow colleagues.

This year, following the 'Raise the Bar' conference, our team were looking to refresh all collateral and theming, with a '2023' approach to things.

Table Menu

**Fulton Hogan** | **90th ANNIVERSARY**

**good work awards**  
NEW ZEALAND 2023

**Entrée**  
Slow-poached chicken with curried butternut, puffed millet, candied walnuts and spiced aioli *(at gr)*  
Local market fish with watercress, orange, chilli-jam and coconut ginger salad *(at gr)*

**Main**  
Beef cheek with spiced carrot purée, horopito hollandaise and crispy potato hash *(at gr)*  
Lumina lamb rump with pea purée, fondant kumara and port wine sauce *(at gr)*

**Desserts**  
Petit fours, Pastry Chef's selection of mini desserts

**Tonight's menu**  
served alternately around the table

Finalist Certificates

**Fulton Hogan** | **90th ANNIVERSARY**

**good work awards**  
NEW ZEALAND 2023

**FINALIST**

People  
**REAL Values Award**

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**Gail Gibbens**

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Ben Hayward  
New Zealand Chief Executive Officer

Recognising excellence

Table Numbers

**1** **good work awards**  
NEW ZEALAND 2023

**2** **good work awards**  
NEW ZEALAND 2023

**4** **good work awards**  
NEW ZEALAND 2023

Digital Signage

**Fulton Hogan**

**good work awards**  
NEW ZEALAND 2023

**Congratulations and good luck**  
to all of our award finalists

**90th ANNIVERSARY**

# Te Ao Māori Collateral

Greetings Guide

## Greetings and farewells guide

**He mihi - greetings**

*Formal greeting*  
**Tēnā koe** (name) - Greeting one person (can add name)  
**Tēnā kōrua** - Greeting two people  
**Tēnā koutou** - Greeting three or more people

*Informal greeting*  
**Kia ora** - Hello (to any number of people)  
**Kia ora kōrua** - Hello to two people  
**Kia ora koutou** - Hello to three or more people

*Time specific greetings*  
**Mōrena** - Morning  
**Ata mārie** - Good morning  
**Ngā mihi o te ata** - Greeting in the morning  
**Ngā mihi o te ahiahi** - Greeting in the afternoon  
**Ngā mihi o te pō** - Greeting in the evening


**Mihi Poroaki - farewells**

**Kia pai te rā** - Have a good day  
**Ka kite anō** - See you later  
**Mā te wā** - Until next time  
**Hei āpōpō** - See you tomorrow  
**Hei tērā wiki** - See you next week  
**Haere rā** - (said to someone leaving)  
**E noho rā** - (said to someone staying)  
**Pō mārie** - Good night

*Mihi whakakapi - ending an email*  
**Aku mihi** - my regards  
**Ngā mihi** - regards/thank you  
**Ngā mihi nui** - many regards  
**Ngā mihi matakaukū** - joyful regards  
**Ngā mihi manahau** - cheerful/happy regards  
**Ngā mihi maioha** - affectionate regards/with appreciation  
**Ngā manaakitanga** - take care  
**Noho ora mai rā** - stay well  
**Kati ake i konei** - Let's leave it there for now  
**Hei kōwhiri mai** - Goodbye for now  
**Tēnā rawa atu koe** - many thanks  
**Kia pai te rā** - have a good day  
**Kia pai te rā whakātā** - have a good weekend  
**Nā, ( )** - From (Name)  
**Nāku, nā ( )** - Yours Faithfully (Name)  
**Nāku noa, nā ( )** - Yours Sincerely (Name)  
**Ngā mihi o te tau hou** - Happy New Year  
**Ngā mihi o te Kirihimete** - Seasons greetings

**Fulton Hogan**

Karakia Bookmark



**Karakia whakatuhera**  
 To start your meeting:

**Kia Mārama,**  
 Be clear,  
**kia hua,**  
 be productive,  
**kia tutuki,**  
 achieve your goals,  
**kia ora,**  
 be well,  
**Haumi ē, hui ē, tāiki ē**  
 united, to this we all agree

**Fulton Hogan**

Pocket Handbook

<p><b>Karakia   Timatanga</b>  <b>To begin</b></p> <p><i>Kia tau te mau o runga                  Kia tau te mau o raro                  Pāhoretia te ture wairua                  Pāhoretia te ture tangata                  Hei pou arahi i a tātou i tēnei wā                  kia tika te whakairo</i></p> <p><i>kia tika te kupu                  Tihē Mauri Ora</i></p>	<p><b>Karakia   Whakanoa kai</b>  <b>To bless food</b></p> <p><i>Nau mai, e ngā hua                  e hira nei                  nō wai tāi                  nō wai māori                  Nō Rangī e tō iho nei                  Nō Papa e takoto ake nei</i></p> <p><i>Haumi e! hui e!                  Tāiki e!</i></p>	<p><b>Karakia   Whakakapi</b>  <b>To close</b></p> <p><i>Tākuna te wairua kia rere ki te                  taumata                  Ko te matakitia te mātaipono hei                  arahi i ngā mahi                  Ka arotahi te tira kia eke panuku,                  kia eke Tangaroa                  Haumi e, hui e, tāiki e</i></p>	<p><b>Manu Tiria</b></p> <p><i>Manu tira, Manu tira,                  manū wendua                  Ki te poho o Te Rāka                  Ka tau rēree                  Ka tau māi i te ruhi                  E tau e koia                  Koia koia                  Ko tararauki                  Ki mai i Mōiwi                  E hāne i te Whitu,                  Me te Wāru e                  E tau, e koia                  Koia!</i></p> <p><b>Fulton Hogan</b></p>
<p><b>Karakia</b></p> <p>In this instance karakia is a ritualistic clearing, allowing your mind and thoughts to be open.</p> <p><b>Mihi</b></p> <p>These mihi are an acknowledgement to those who have gathered at this time.</p> <p><b>Waiata</b></p> <p>Waiata are often used to show support for a speaker who has spoken on behalf of the group.</p> <p><b>Whakakapi</b></p> <p>Whakakapi, literally means to conclude (or close).</p>	<p><b>Mihi</b>  <b>When visiting</b></p> <p><i>ki ngā maunga                  ki ngā awa                  ki ngā waka                  ki ngā iwi                  Tēnā koutou</i></p>	<p><b>Mihi</b>  <b>When hosting</b></p> <p><i>Tēnā koutou                  kua hui mai nei                  ki tēnei whare/wāhi                  ki te kōrero                  ki te whakarongo                  ki ngā kaupapa o tō tātou hui                  Nau mai, tauti mai                  Tēnā koutou katoa</i></p>	<p><b>Toku Mihi</b></p> <p><i>Nō (sincerely) ōku tipuna                  Ko (family name) tōku whānau                  Ko (your name) tōku ingoa                  Tēnā koutou</i></p> <p><b>Fulton Hogan</b></p>

Fulton Hogan will be releasing their new Te Ao Māori Strategy for 2023/24. As part of the company wide roll-out, collateral was designed to help the staff learn common phrases and karakia.

# Fleet Track.

LOGO



BUSINESS CARD



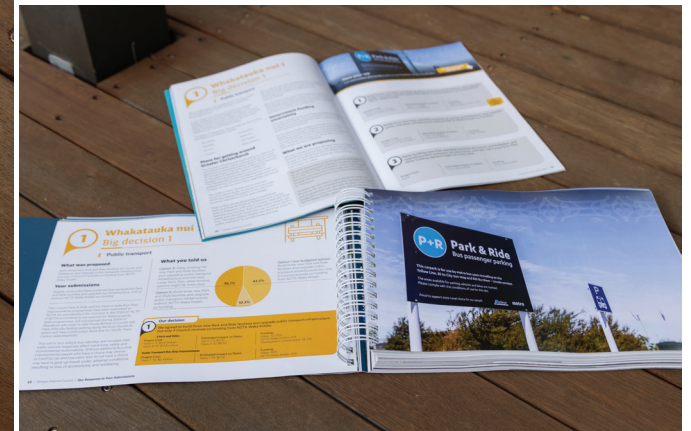
EMAIL SIGNATURE



FACEBOOK COVER IMAGE



# SDC Long-Term Plan



# D1NZ National Drifting Championship



# Any questions or thoughts?

Or maybe you just want to say hello?

Contact Megan via email at [\*\*megan@mfcollective.com\*\*](mailto:megan@mfcollective.com)

Or give me a call on **027 822 7281**

Maybe check out the website [\*\*www.mfcollective.com\*\*](http://www.mfcollective.com)

