

Design with intent.

Vanta House is an independent design house creating brands, spaces and experiences that are hard to ignore and built to work.

We believe design should do more than fill a page, decorate a wall or make a brand look polished.

It should create recognition, communicate something clearly, change perception and make people stop, look, understand and remember.

We bring together design thinking, visual creativity and real-world execution to create work that has both a point of view and a purpose.

WHY VANTA?

The name Vanta is inspired by the idea of Vantablack—a material known for absorbing almost all visible light and creating an exceptionally deep black.

For us, it represents something bigger than a colour.

It is about contrast. Depth. Presence.

In a world filled with visual noise, good design creates distinction.

Vanta House exists to create that distinction.

We use design to give brands a stronger presence—to create identities people recognise, spaces people remember and communication that doesn't disappear into the background.

And while the world is increasingly saturated with content, we believe the answer isn't simply more. It's better design.

AND THE HOUSE?

The word House is just as important.

Vanta House isn't built around one narrow discipline or a rigid agency structure. It is a creative home where different design disciplines, specialists and production partners can come together around a project.

- _Brand designers.
- _Graphic designers.
- _Spatial designers.
- _Illustrators.
- _Fabricators.
- _Printers.
- _Digital specialists.
- _Photographers.
- _Production partners.

The right people.

The right thinking.

The right execution.

All working towards the same outcome.



the work we do.

BRAND

We create visual identities that give businesses something distinctive to own.

From the first mark to the full visual system, we develop brands that are recognisable, flexible and built to exist beyond a presentation deck.

**Identity | Logo Design | Brand Systems |
Brand Refreshes | Guidelines | Brand Collateral**

CAMPAIGNS

We turn ideas into visual campaigns that people can actually see, understand and engage with.

We focus on the creative idea, the visual language and the execution—creating campaigns that can live across multiple touchpoints without losing their impact.

**Campaign Concepts | Creative Direction | Advertising |
Promotional Campaigns | Social Content | Digital Design
| Campaign Rollouts**

RETAIL

Retail is where design meets behaviour.

We create environments and communication systems designed to help customers navigate, discover, engage and make decisions.

From a single shelf communication piece to a multi-store rollout, we think about how the design will actually work in the environment.

**Retail Design | Point of Sale | Signage | In-Store
Campaigns | Gondolas | Displays | Window Graphics |
Rollouts**

SPACES & ENVIRONMENTS

A brand shouldn't stop at the logo.

We take visual identities into physical spaces, creating environments where architecture, graphics, messaging and customer experience work together.

**Environmental Graphics | Workplace Branding |
Healthcare Environments | Wayfinding | Wall Graphics |
Signage | Spatial Branding**

EXHIBITIONS & EXPERIENCES

A stand shouldn't simply tell people who you are.

It should give them a reason to walk over.

We design exhibition environments and brand experiences that attract attention, communicate quickly and create opportunities for meaningful interaction.

**Exhibition Stands | Conference Environments
| Activations | Experiential Design | Interactive
Experiences | Gifting | Event Branding**

PRODUCTION & EXECUTION

We like ideas that can actually be built.

From concept through to production, we consider materials, scale, budget, installation and the realities of the final environment.

Our supplier and production network allows us to take design beyond the screen and into the real world.

**Print | Signage | Displays | Fabrication | Branded
Materials | Installations | Production Management | Event
Management | Project Management**

How we think.

START WITH THE WHY.

Before we design, we understand what the work needs to do.
Not endless strategy documents.
Not unnecessary jargon.
Just the right questions.
What are we trying to achieve?
Who are we speaking to?
What needs to be communicated?
What should people notice?
What should they do next?
Then we design accordingly.

MAKE IT DISTINCTIVE.

There is no shortage of content, brands or visual noise.
So we look for the thing that makes the work own-able.
A visual idea.
A distinctive detail.
A different way of communicating.
A stronger use of space.
Something that gives the work a reason to be remembered.

MAKE IT WORK.

Design has a job to do.
A sign needs to be seen.
A campaign needs to communicate.
A retail display needs to attract.
A brand needs to be recognised.
An exhibition stand needs to start conversations.
We care about the beauty of the work—but we care just as much about whether it works.

TAKE IT ALL THE WAY.

We don't believe the design is finished when the artwork is approved.
The final result matters.
The stock.
The colour.
The scale.
The finish.
The installation.
The lighting.
The placement.
Because a great idea badly executed is still a bad experience.

design first.

We're a design-led house.
Strategy informs the work, but design is where we live.

IDEAS WITH A PURPOSE.

We aren't interested in design for design's sake. Every creative decision should have a reason.

FROM SCREEN TO SPACE.

We design across both two-dimensional and physical environments, allowing brands to maintain a consistent presence wherever people encounter them.

CREATIVE, WITHOUT THE THEATRE.

We like good ideas, good design and getting things done.
Less agency jargon.
More thinking.
More making.

BUILT FOR THE REAL WORLD.

We understand that the final design has to survive outside the presentation—on a shop floor, on a wall, at an exhibition, on a vehicle, in a digital feed or in someone's hands.

QUESTION → THINK → DESIGN → MAKE → DELIVER

We question the brief.
We think about the problem.
We design the solution.
We make it real.
And we deliver it spectacularly.
Simple.

THE VANTA HOUSE POINT OF VIEW

The world doesn't need more design.
It needs more considered design.
Design with a reason behind it.
Design with personality.
Design that creates distinction.
Design that makes people look twice. Design that works.

vd Welcome home.

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