harvey

Growth through customer insights, meaningful brands and memorable digital experiences.

Hi! [We're Harvey.](#) We exist to unlock the potential of the new economy to leave behind a better world.

[Read our manifesto →](#) [Latest impact report →](#)

What we do

Marketing strategy, customer research & analytics, branding & design and web development to grow.

Why we do it

We think businesses can be a force for good, and leave behind a better world.

How we do it

We offer low-bono and super-low-bono rates to clients contributing to the UN SDGs.

Envirotecture

HARA

Chaulk.

PENINSULA HOT SPRINGS

CPSN

thl

Jaunt

FELLTEN

Jasper Coffee
CAFFEINE DEALERS

Gewürzhaus

B Lab

We help conscious* businesses grow.

*Consider people and planet, avoiding harm. Low-bono rates if making direct positive impact.

thankyou.

Milkcan

Envirotecture

MERRY·PEOPLE

GlobalLeadership Foundation

Studio Schools of Australia

riaa

The Sociable Weaver

pixii.

COMMON GROUND

We love delivering results.

Brand & marketing

Research →

Strategy →

Impact →

Messaging →

Visual identity →

Graphic Design →

Web & eCom

Content →

UX & Design →

Web & App Development →

Integrations →

Analytics & reporting →

Meaningful branding
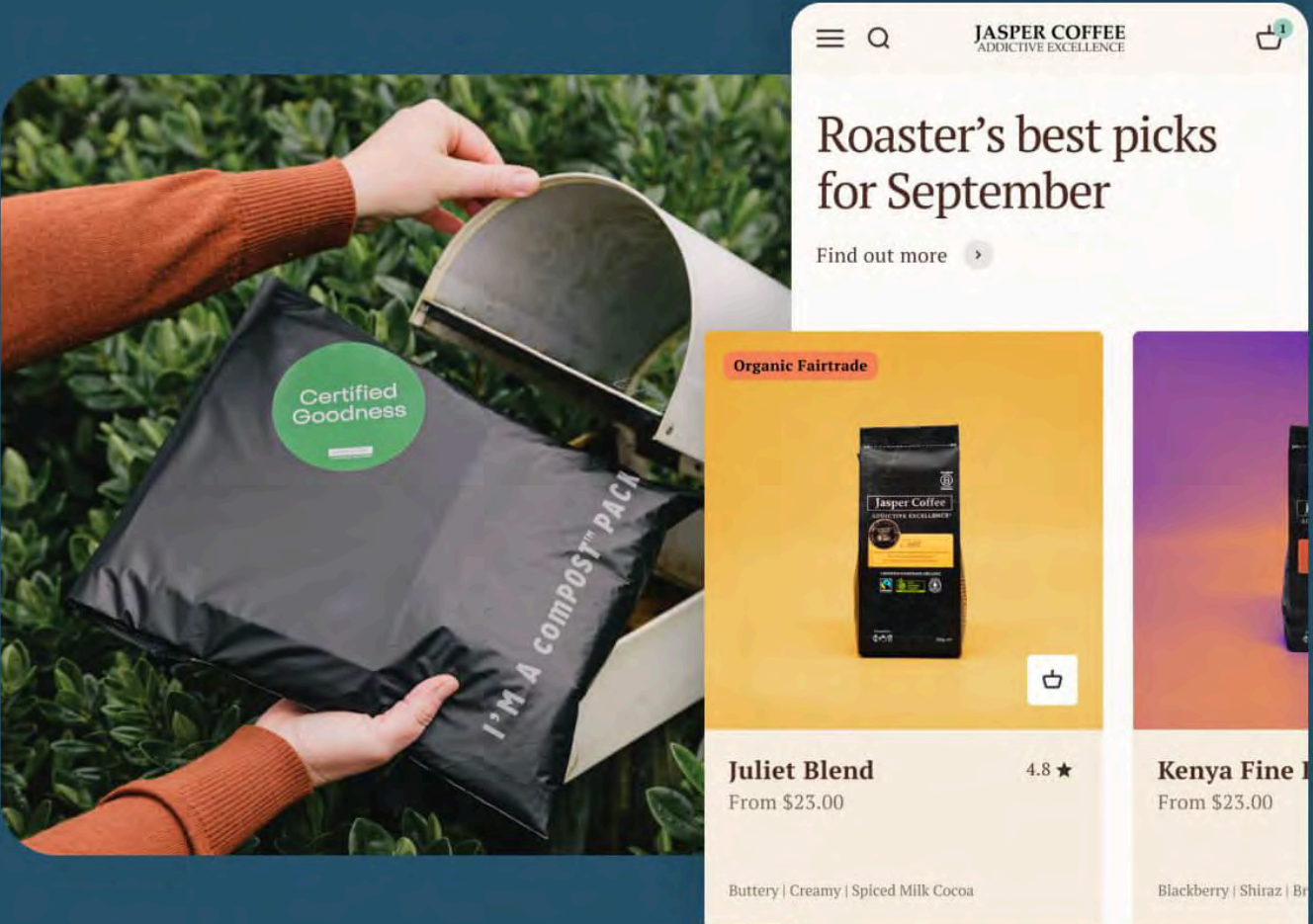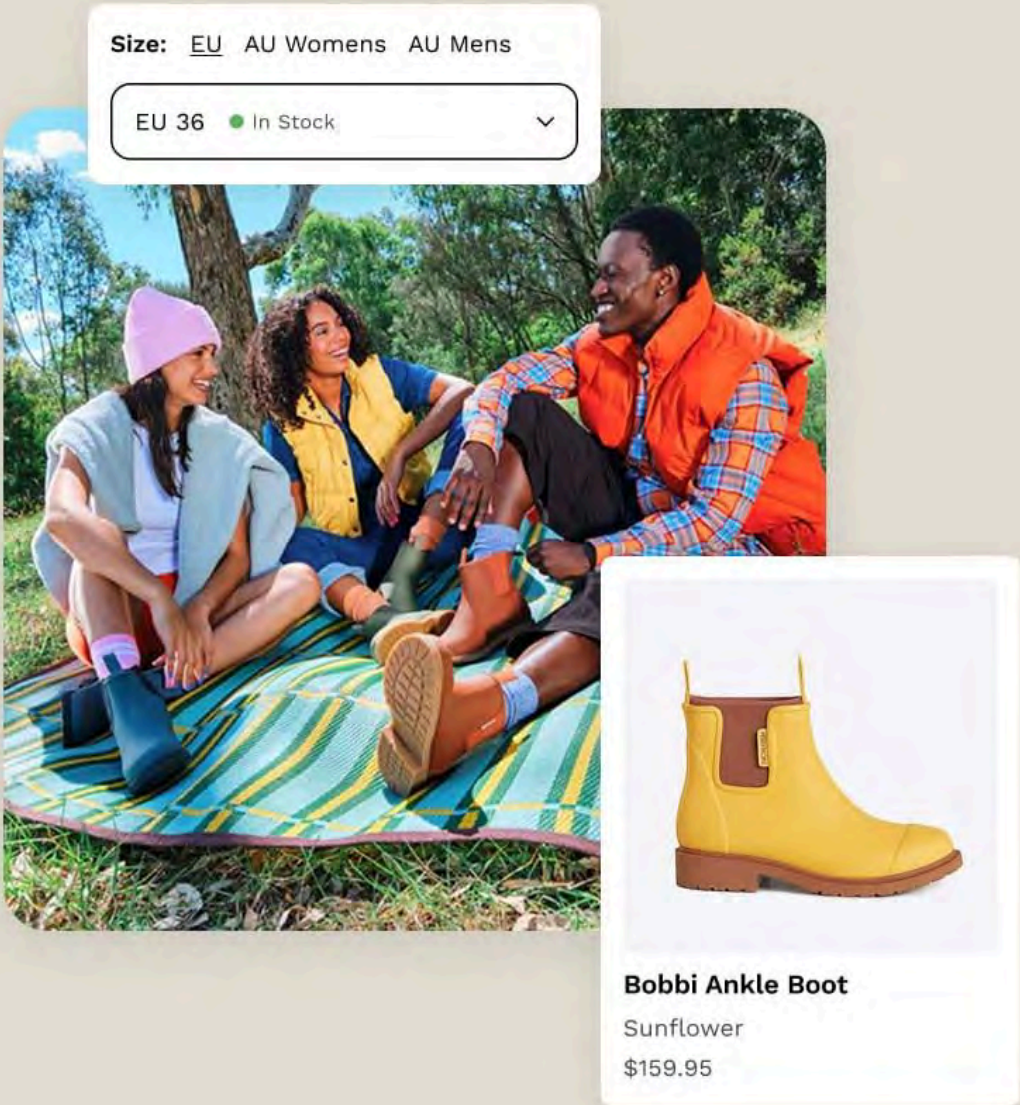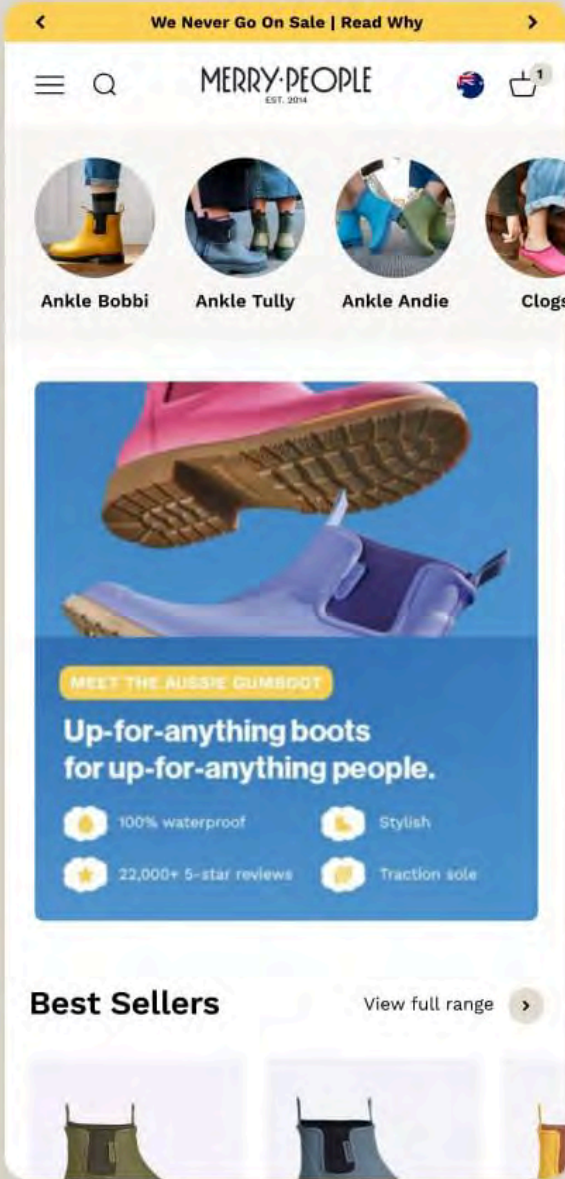
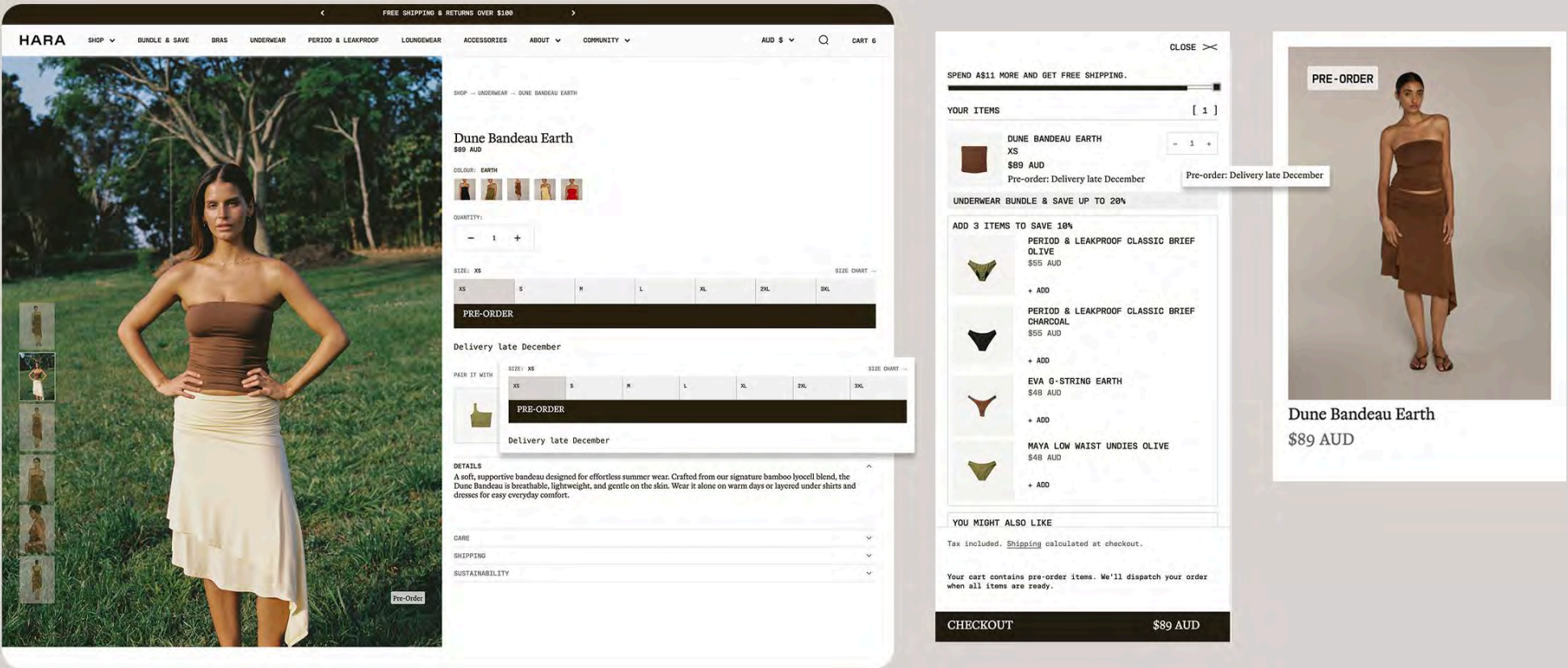to activate customers
and deliver on purpose

Pads & tampons
at work and school.

Ever been
caught without?

pixii.

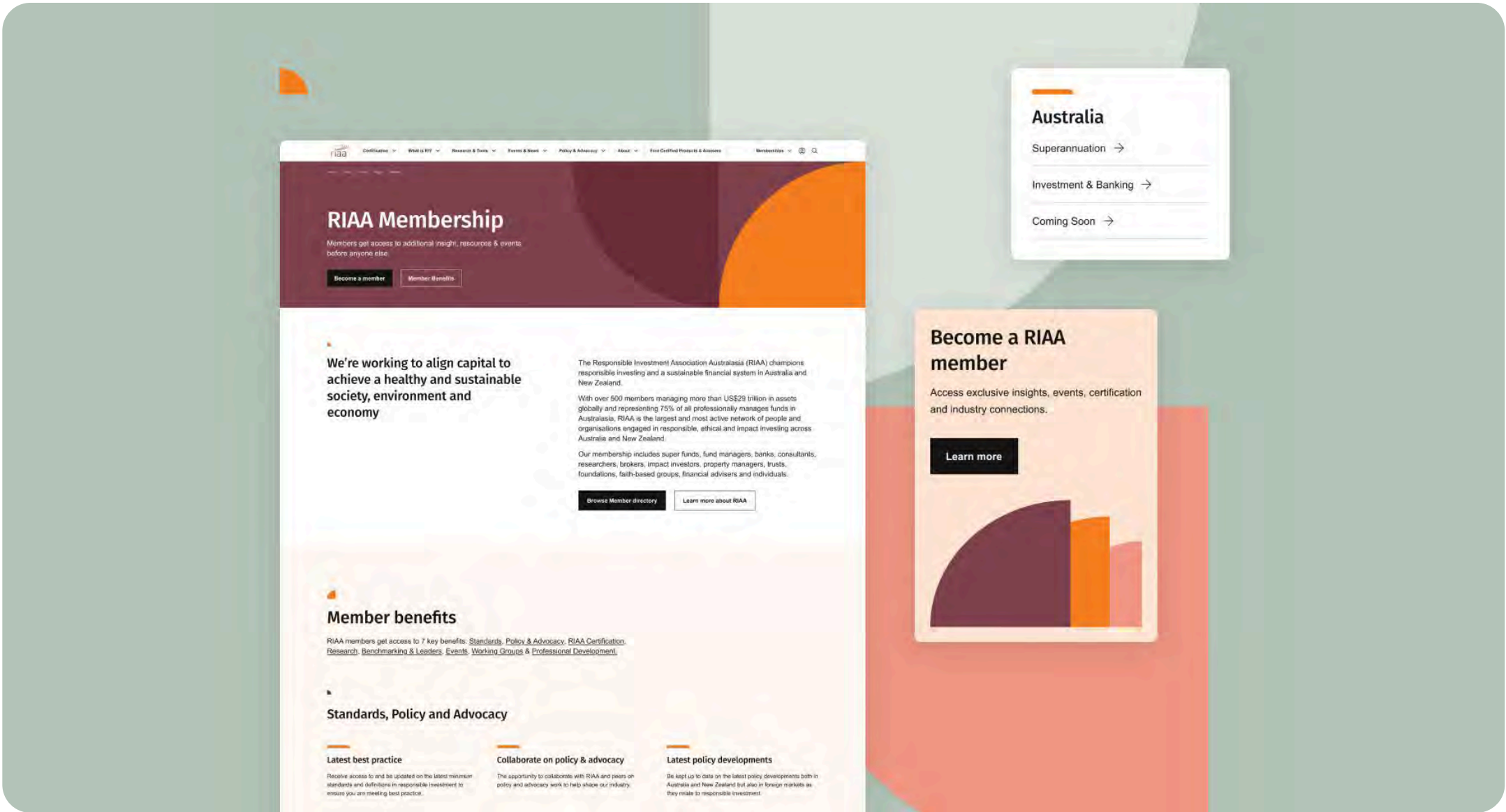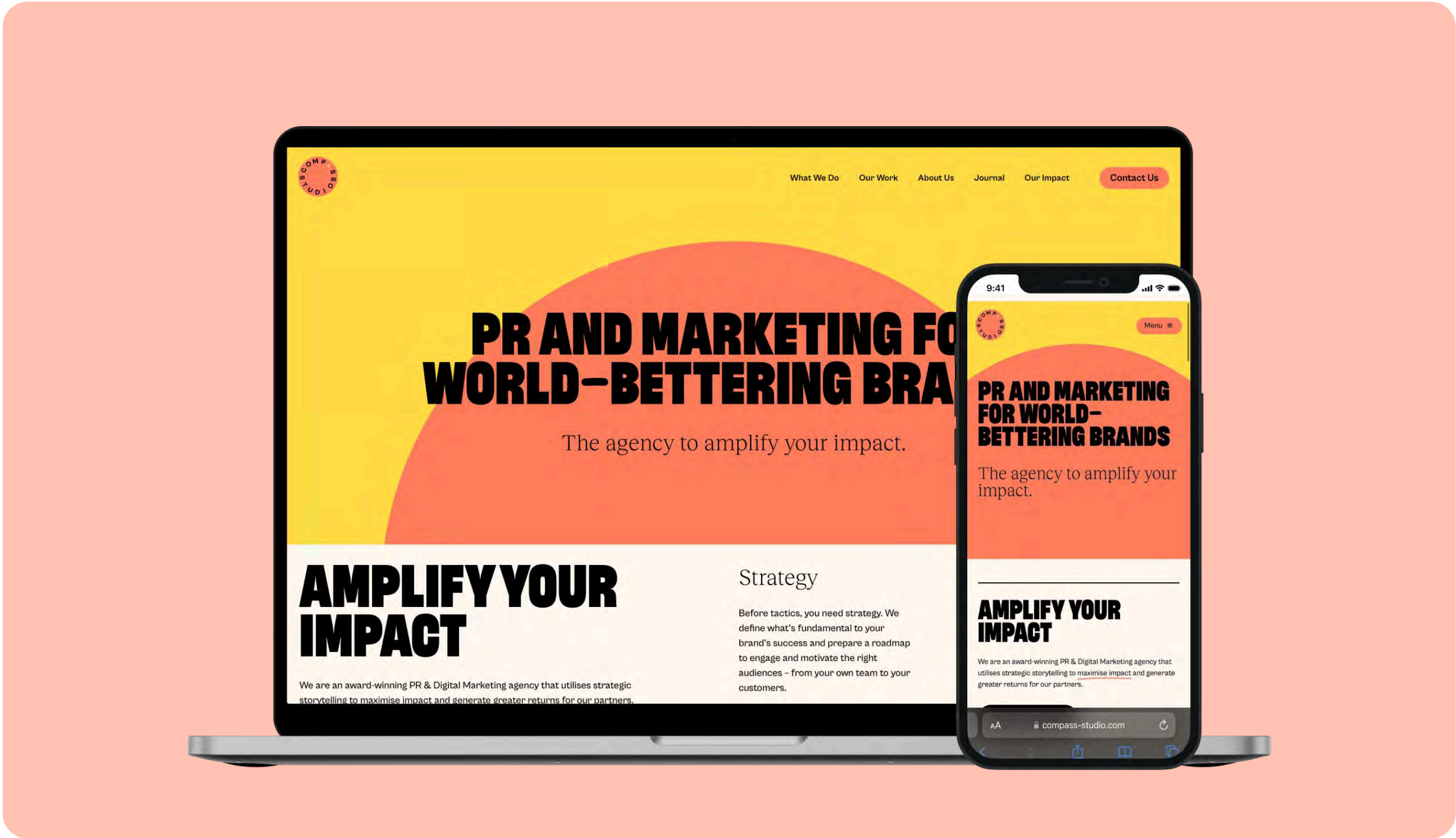# Exceptional eCom

converting customers
for products that matter

Engaging websites
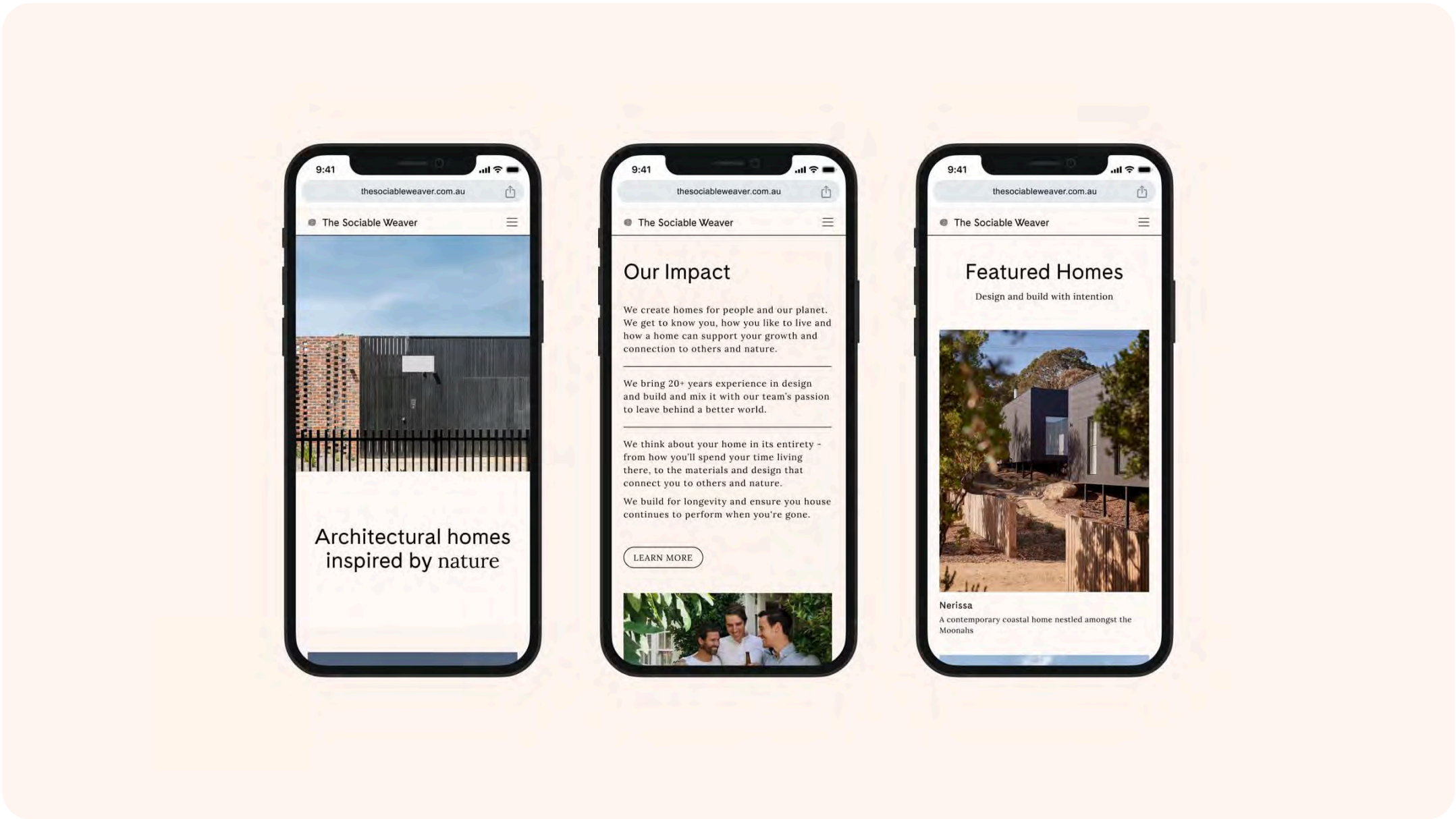that inspire & inform
for impactful orgs

webflow   HubSpot   .ıl Google Analytics

Impact

We offer low-bono and super-low-bono rates to businesses that are contributing to one or more of the UN Sustainable Development Goals (SDGs).

Latest impact report →

Here's some of the impact we've made so far.

|	
84% of our clients are contributing to one or more SDGs	**29%** of our time is donated to conscious businesses
5% of our revenue goes to regenerating the environment in the first 3 years	**$84k** donated to Greening Australia & Beyond Zero Emissions

Certified
B
Corporation

We are B Corp Certified

From the clients we work with to the suppliers we choose, we try to generate as much positive impact as possible.

What we learnt when becoming a B Corp

HARA

Beautiful, Sustainable eCom

Shopify UX, theme and custom development

eCom   Website

Built with **◆ shopify**

Check it out →

Shopify overhaul with elevated brand & UX, dynamic cart bundles & promos

Harvey partnered with Hara to transform their new brand designs into a high-performing Shopify site that enhances accessibility, usability, and customer experience. We refined the UX, navigation, and layout to make shopping smoother and more intuitive while ensuring the site was easy for Hara's team to manage and scale. Custom development balanced design precision with performance - optimising visuals, functionality, and responsiveness without compromising brand integrity. The result is a fast, accessible, and flexible Shopify site that delivers a better customer experience, supports loyalty and growth, and positions Hara confidently for their next peak season.

This work was directed by an exceptional brand, design system & site designs created by 1of1 Studio. Their craft, clarity, and creative vision set a strong foundation for the build. Our role focused on refining UX, interactions, and detailed behaviours, and it was a privilege to build on such a thoughtful and beautifully crafted branded.
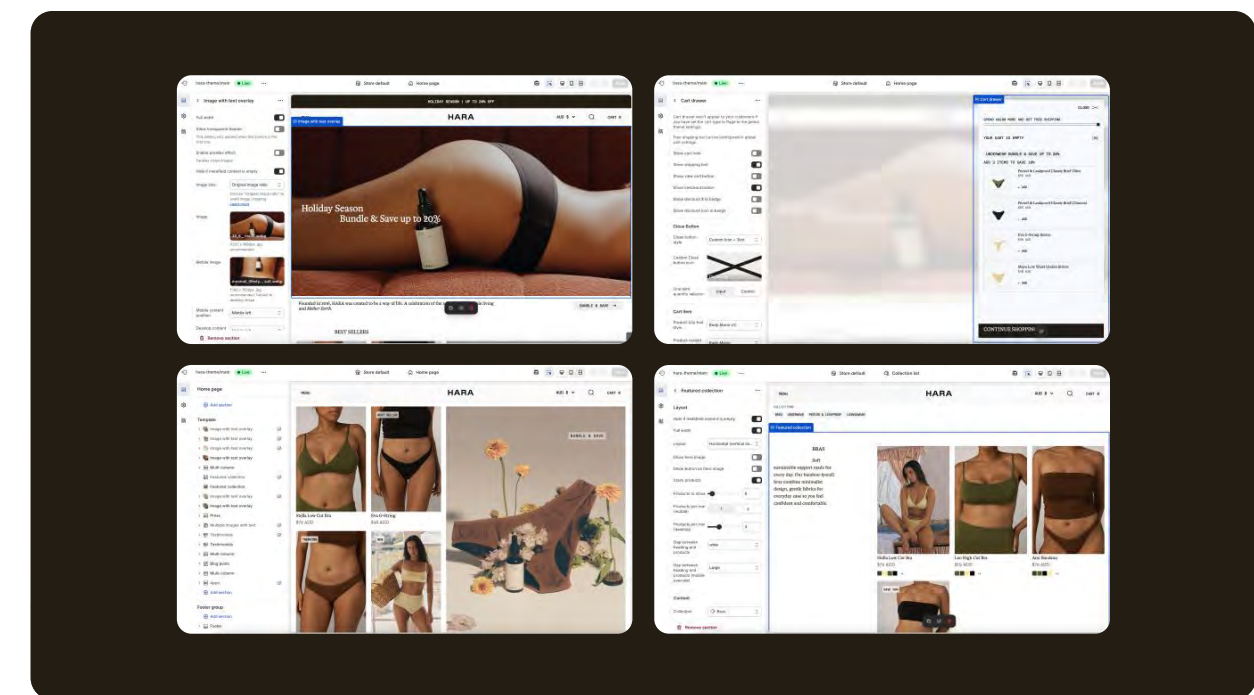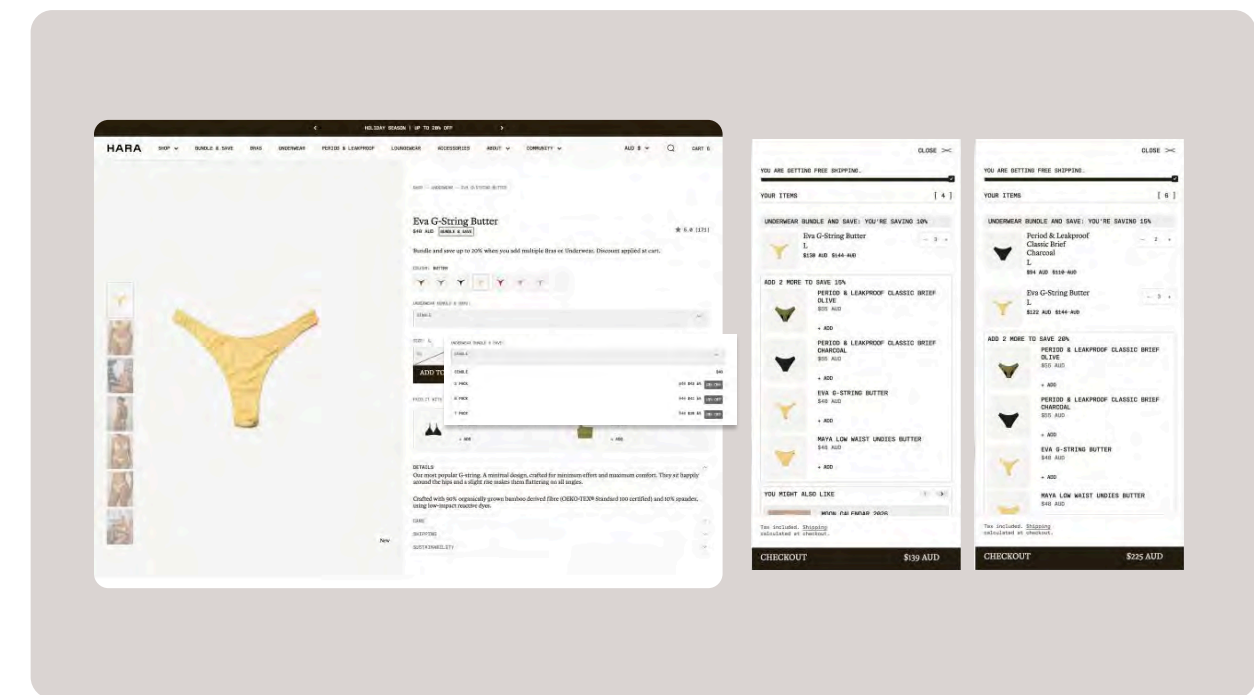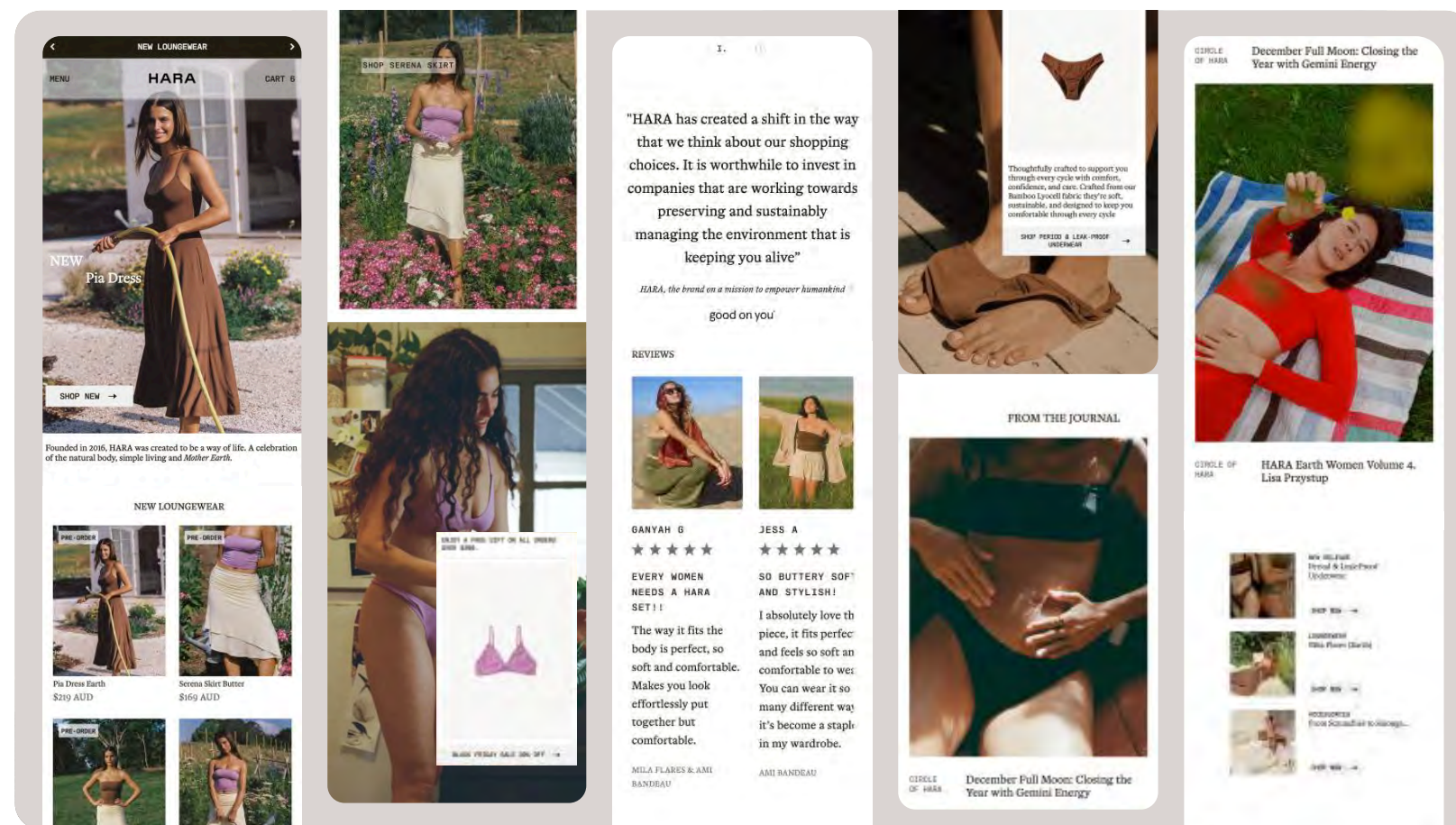
❋ **CPSN**

Elevating the impact for people with CP

Brand uplift, Website, Marketing Management

(Brand) (Marketing) (Website)

Built with **𝕎 Webflow**

Check it out →

Clearer, stronger voice for Cerebral Palsy Support Network

In 2023 we partnered with CPSN to simplify their messaging, strengthen their position in the disability sector, and highlight what makes them unique. All delivering higher quality leads, clients & revenue growth. We developed new messaging strategy, rebrand, ongoing marketing & channel strategy, and a new website. Beyond elevating the brand, growing revenue & improving processes, we are most proud of how the brand celebrates and empowers people with CP.
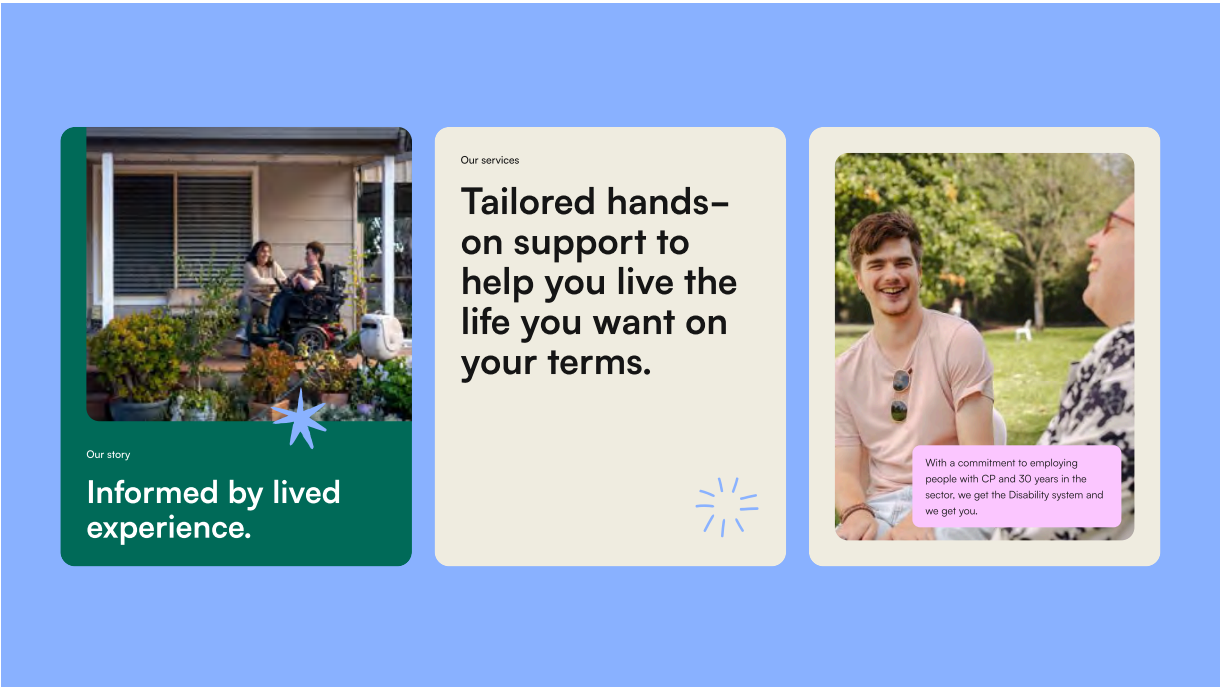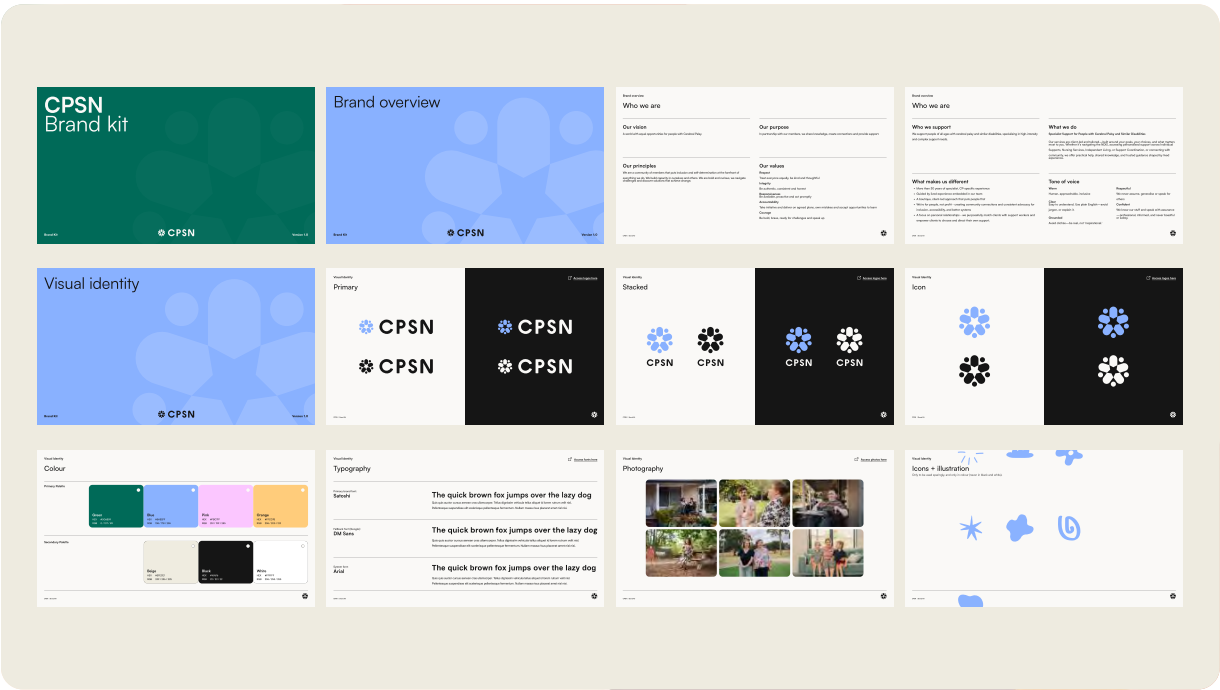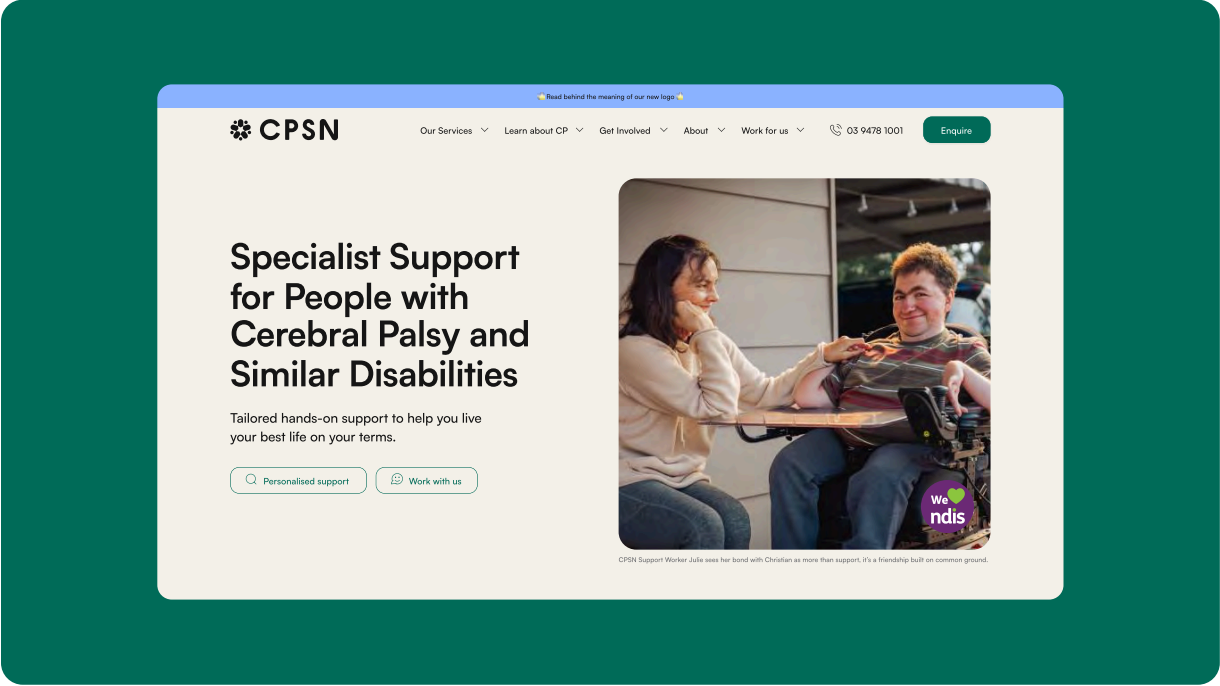
Making online shopping more merry

Design, UX & Development, Data & Tracking
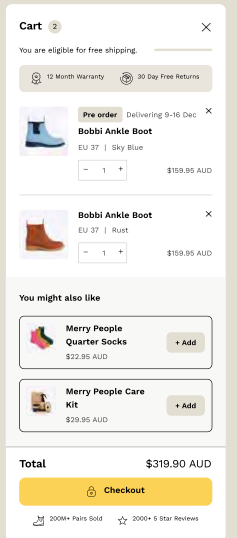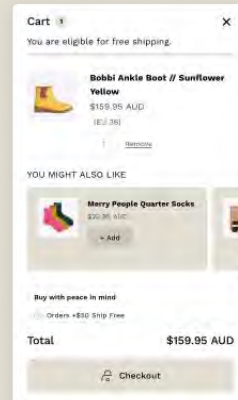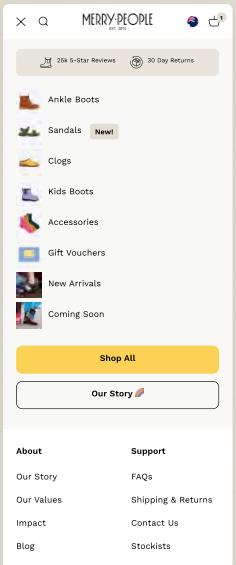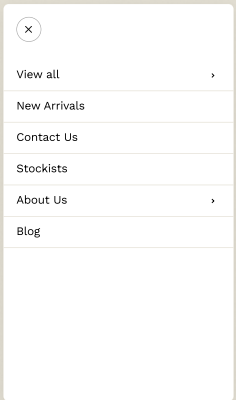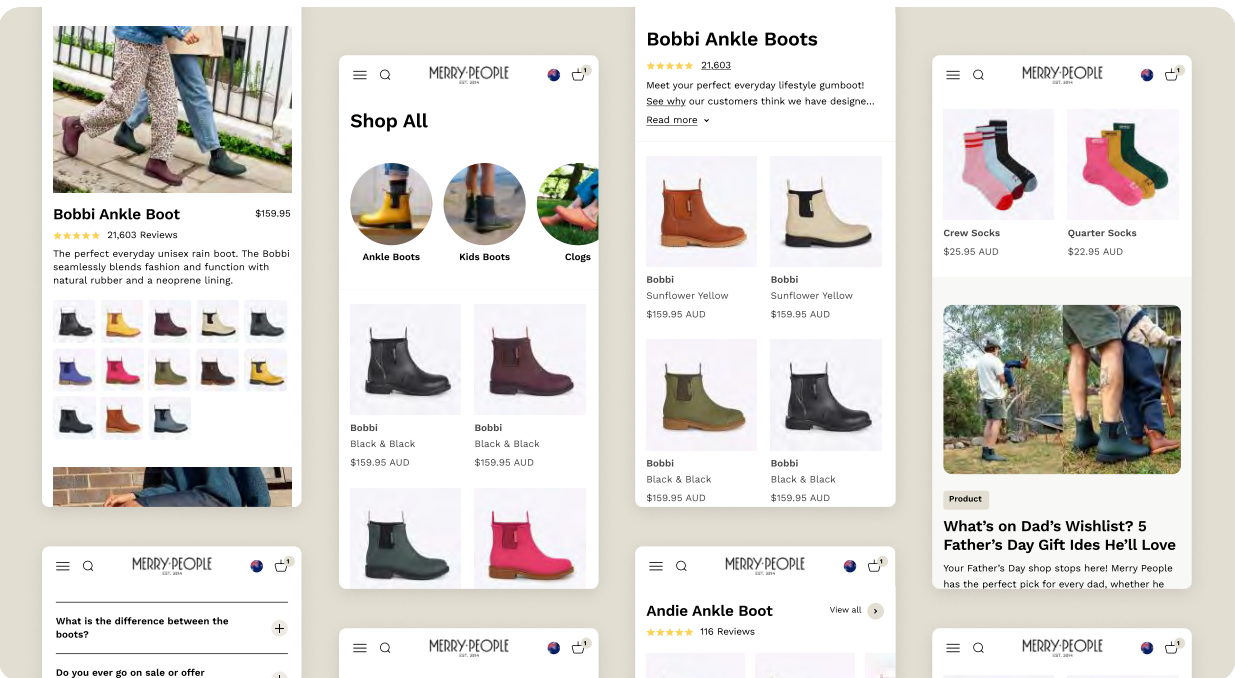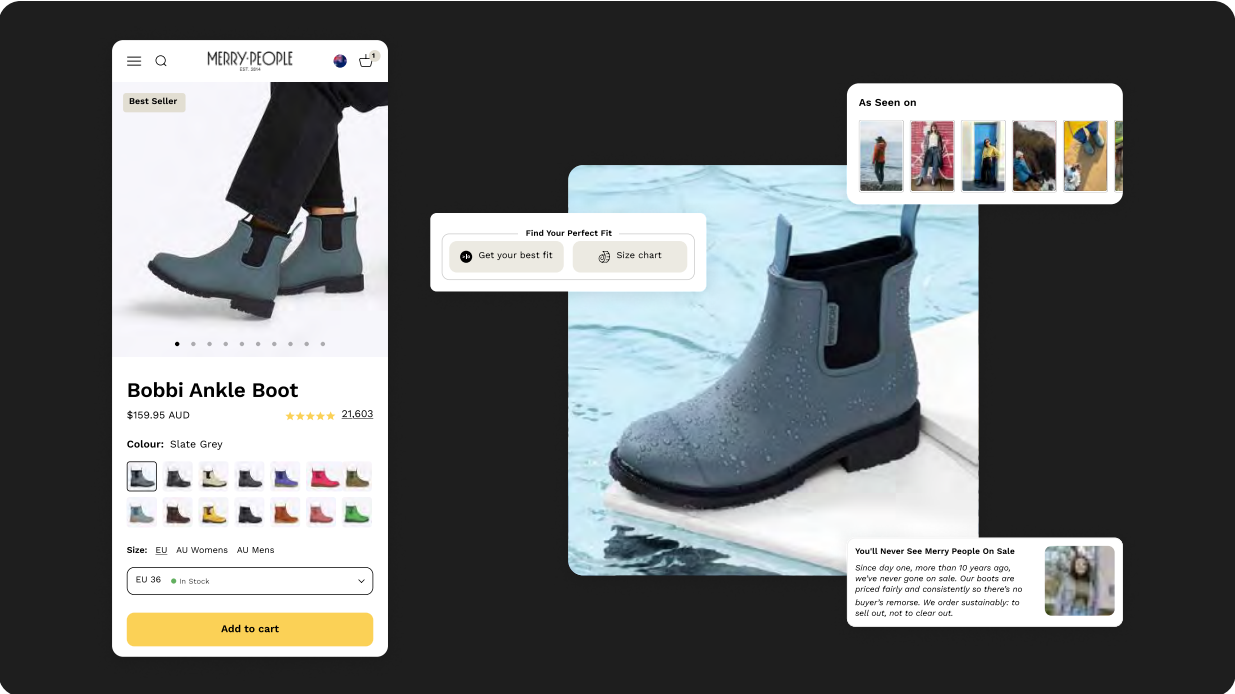
[Website] [Technology]

Check it out → shopify klaviyo

A platform built to grow with Merry People

Merry People are known for their colourful, 100% waterproof boots, designed to be both stylish and practical. After conducting research to support their expansion into new markets, the team came to us as their e-commerce website wasn't meeting expectations.

To support their growth and global expansion, we migrated them to Shopify Theme 2.0, redesigned and aligned the visual experience, and built a scalable platform to improve conversion and streamline the online shopping experience. Over the past three years, we've implemented ongoing optimisations, integrations, and custom apps to continually improve results—supported by a tight, test-based feedback loop to ensure each change delivers incremental value and informs future updates.

The result is a faster, more flexible solution that empowers the Merry People team to make updates easily.
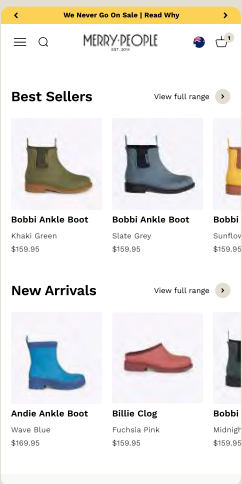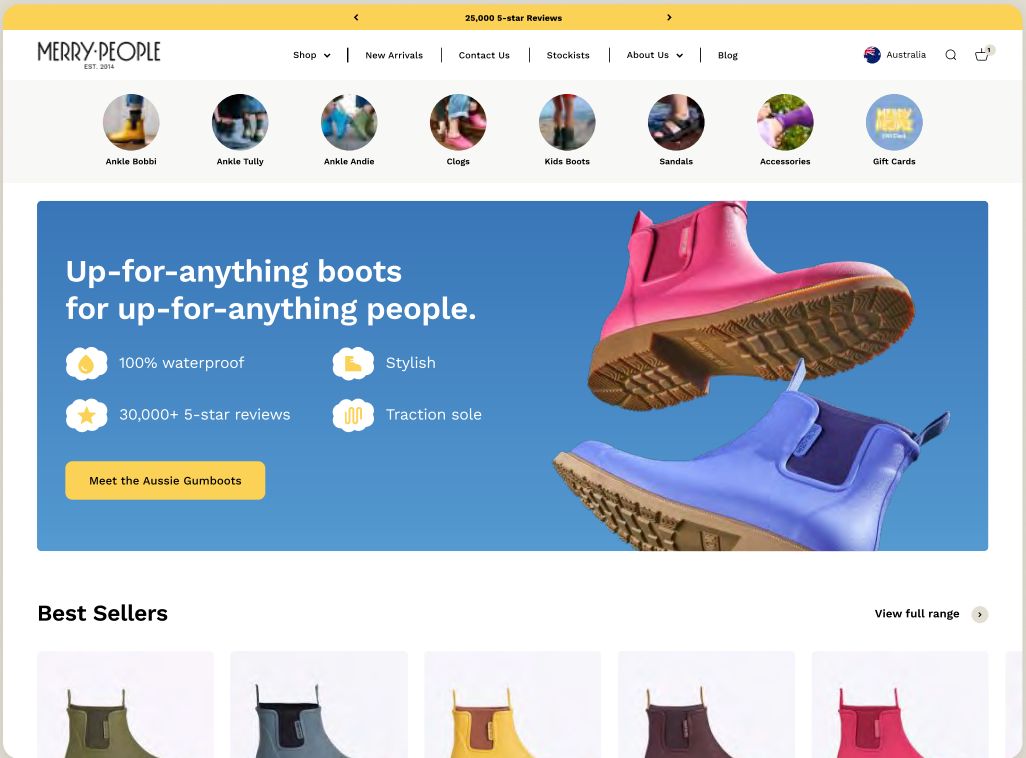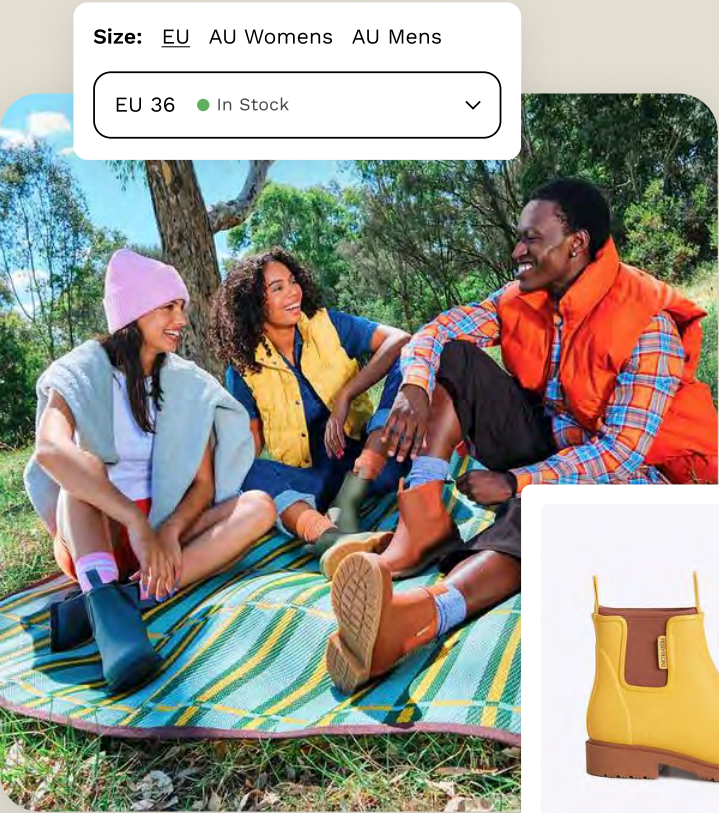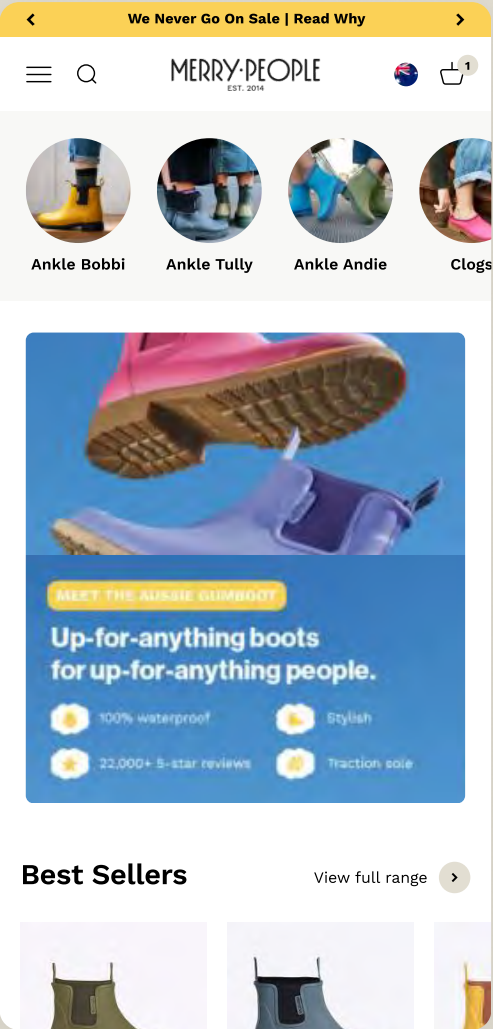
Advancing responsible investment

Brand uplift, website and tech integrations for ethical finance

Brand   Website   Technology

Transforming RIAA's digital ecosystem

Responsible Investment Australia (RIAA) champions a sustainable financial system, setting high standards for financial services to drive positive change for people and the planet. We believe that evolving financial systems is crucial to solving global challenges, and RIAA's role is essential in this transformation.

Harvey was engaged to significantly enhance RIAA's digital presence by integrating their main website with their certified products and adviser directory, previously known as Responsible Returns. The goal was to improve user experience, and streamline processes for both members and team, by addressing outdated content, tech infrastructure and design.
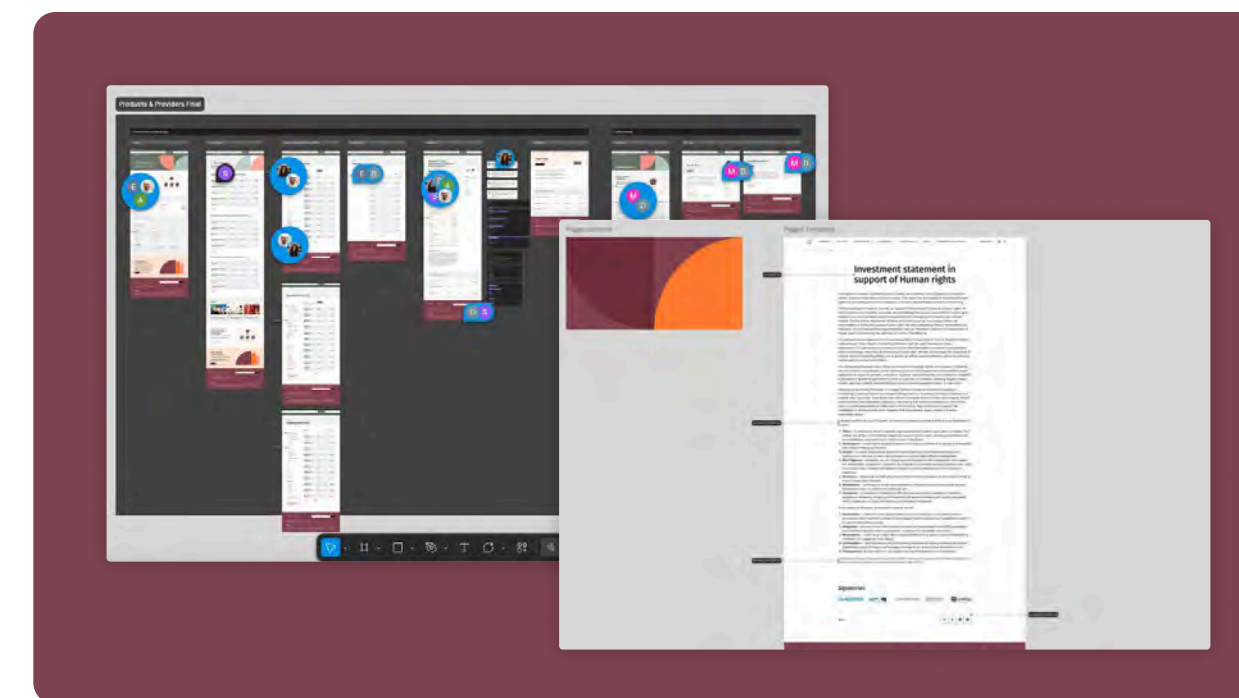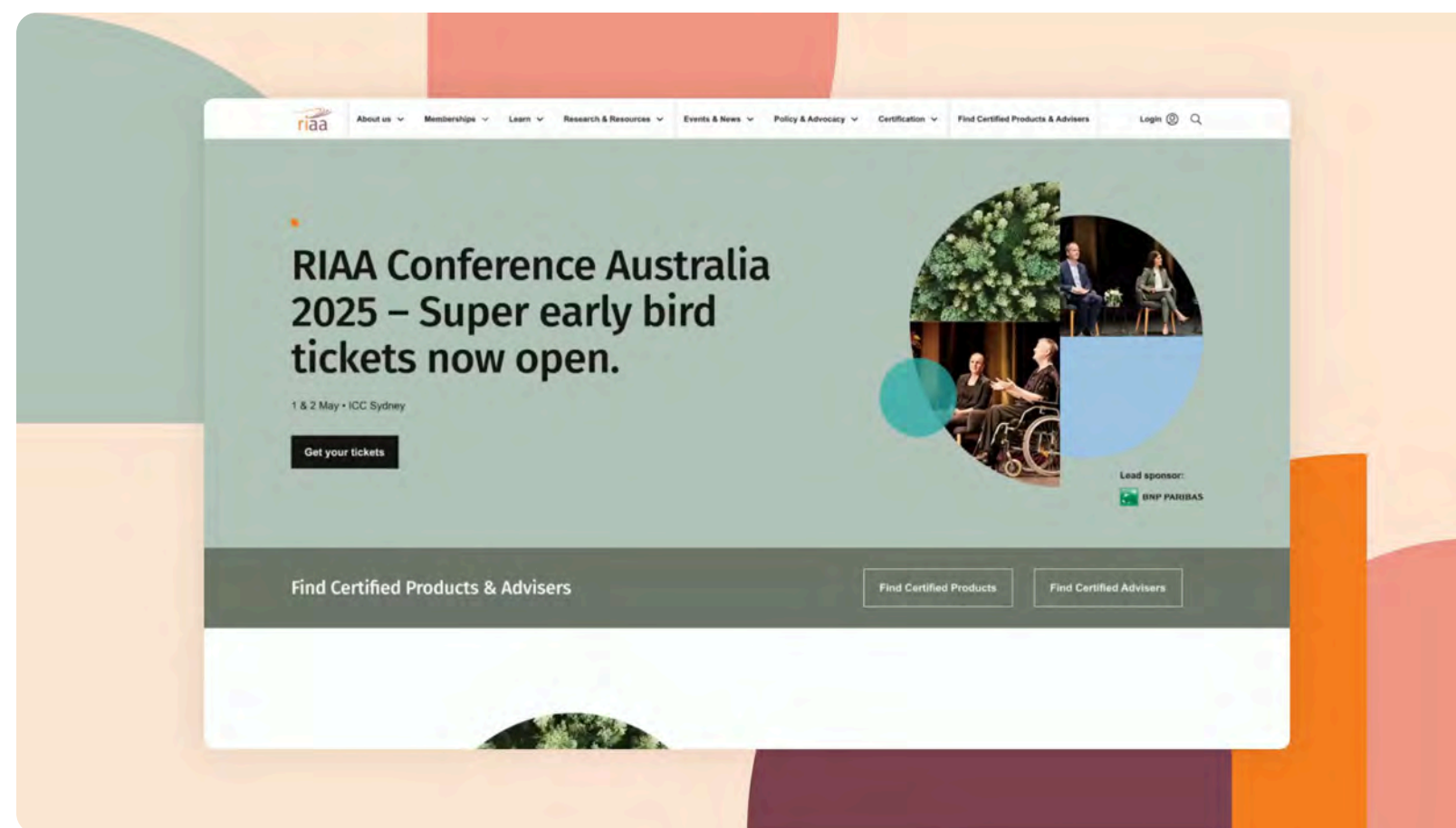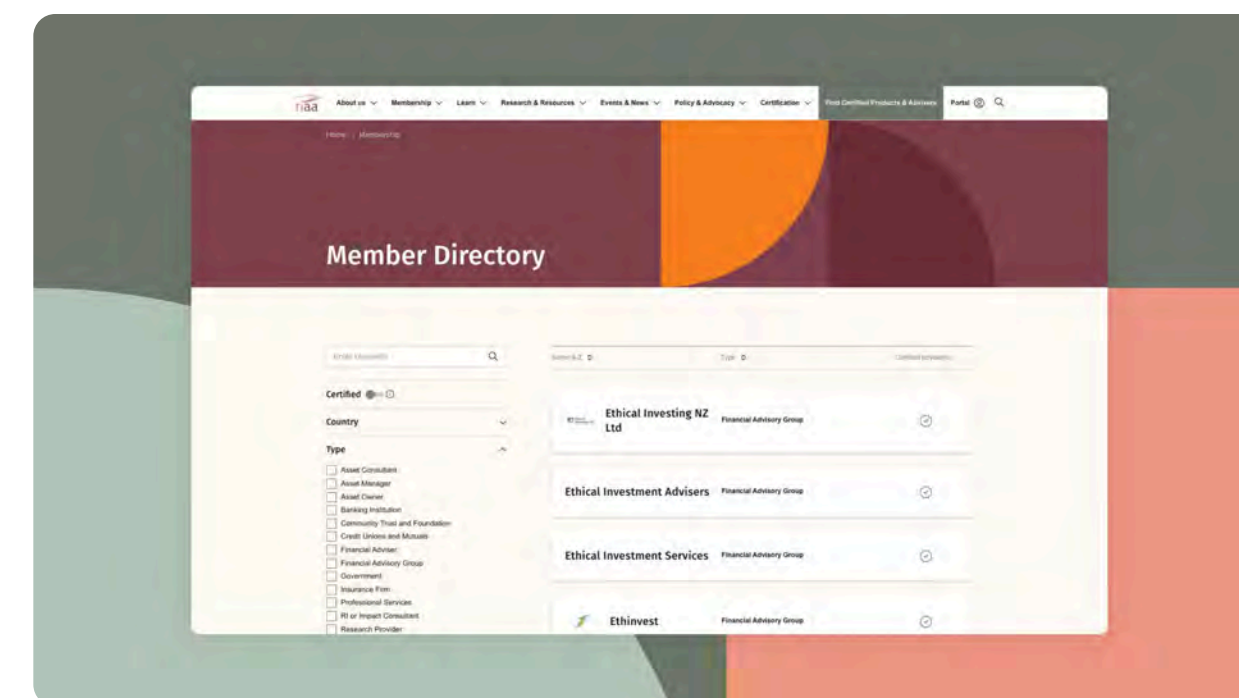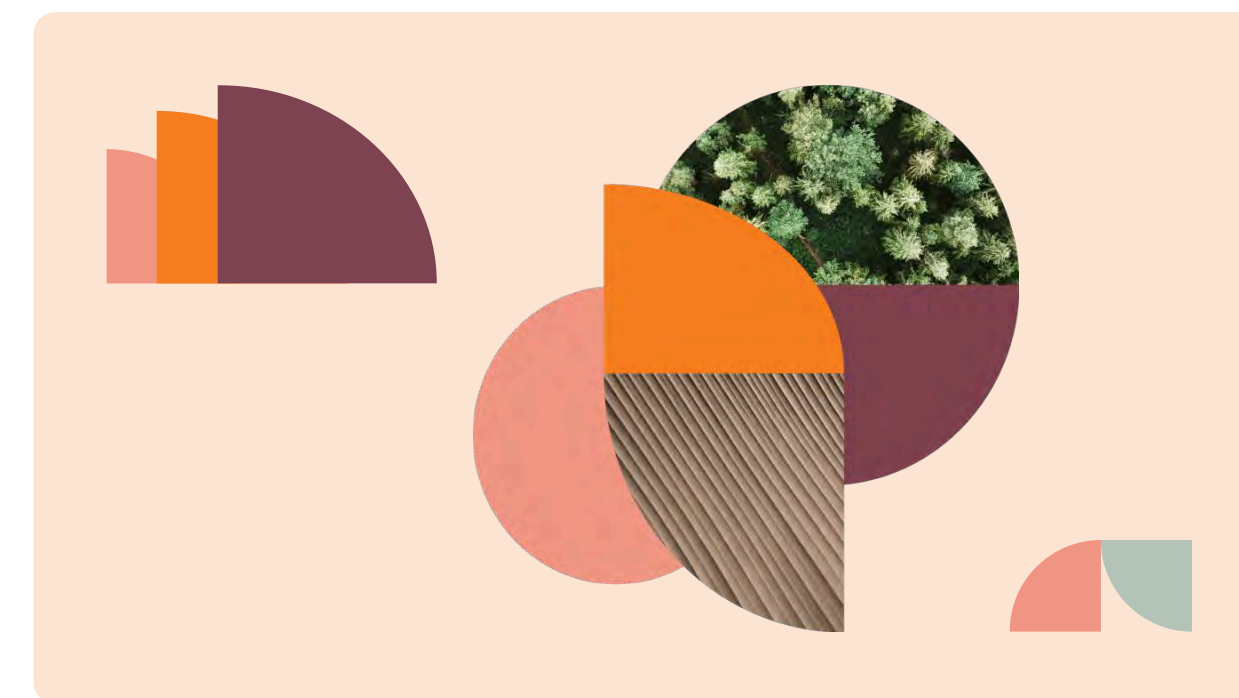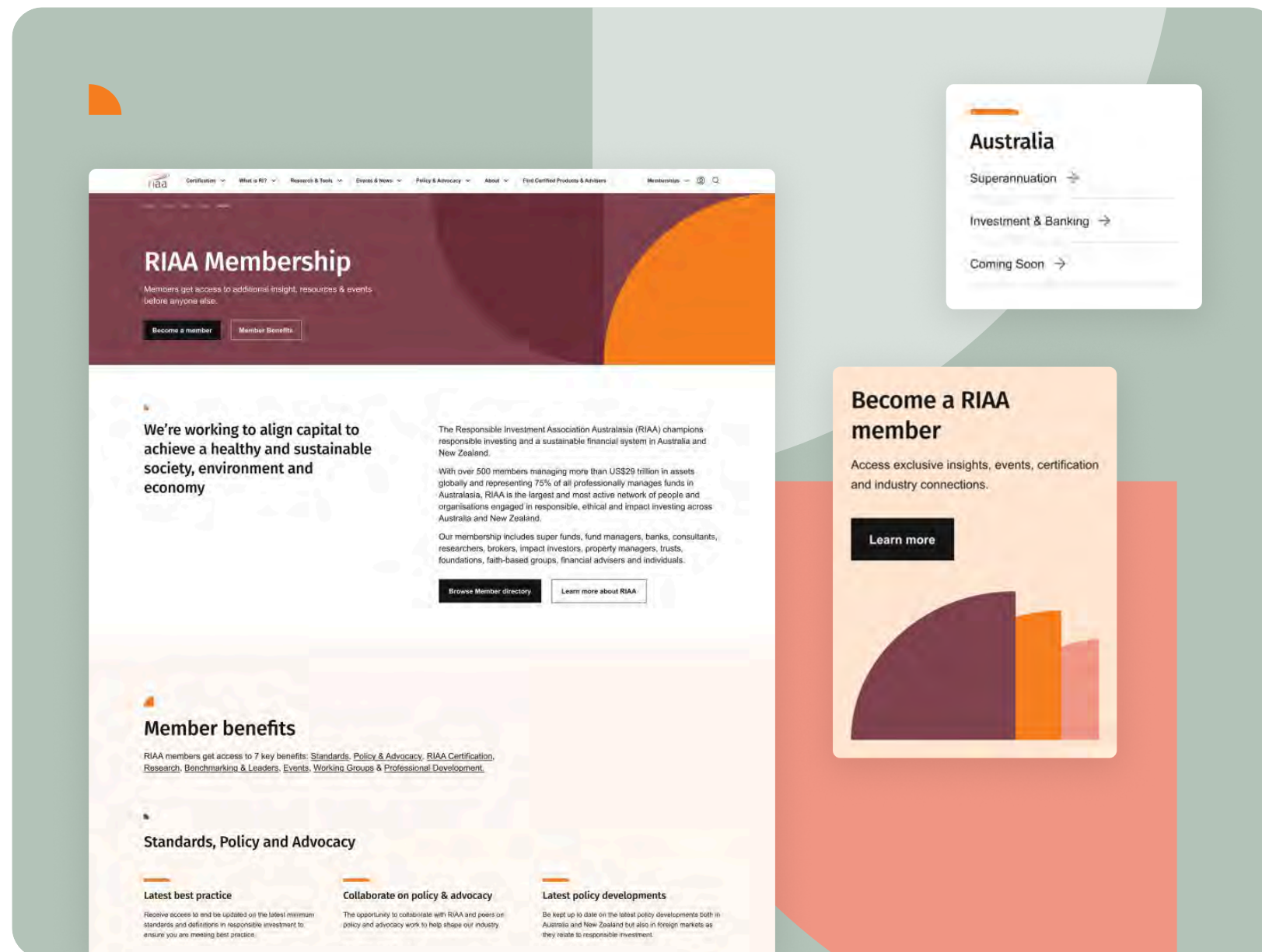
COMMON GROUND

Design crafted to honour, elevate and centre First Nations stories

Brand   Design

Visual design that backs First Nations storytellers and cultural learning

We partnered with Common Ground to elevate the design of their storytelling and education work, creating a cohesive suite of social media assets, campaign branding for NAIDOC, contributor guidelines, and digital learning resources. Our support focused on producing flexible social templates, accessible PDFs, and polished visual materials that help Common Ground amplify First Nations voices, strengthen the storytelling ecosystem, and drive deeper learning across communities. Read more about Common Ground's impact here.
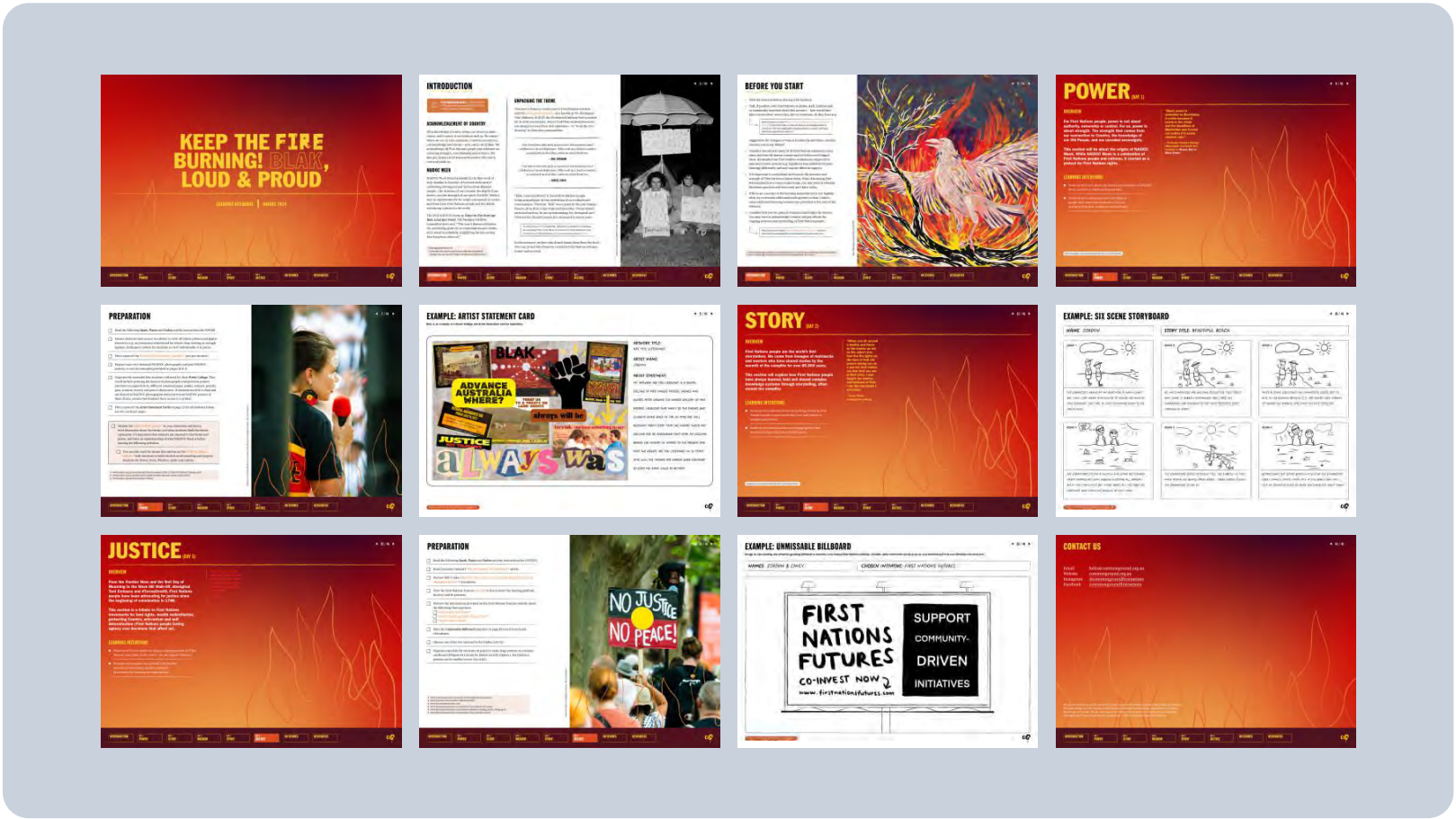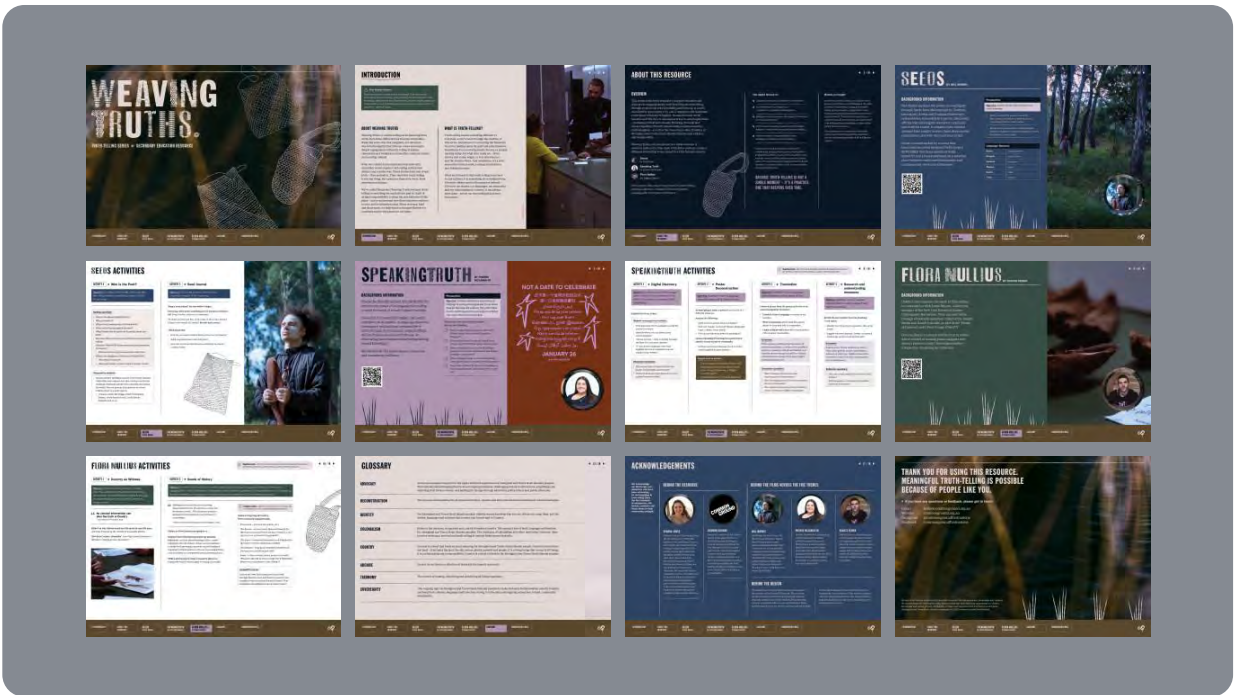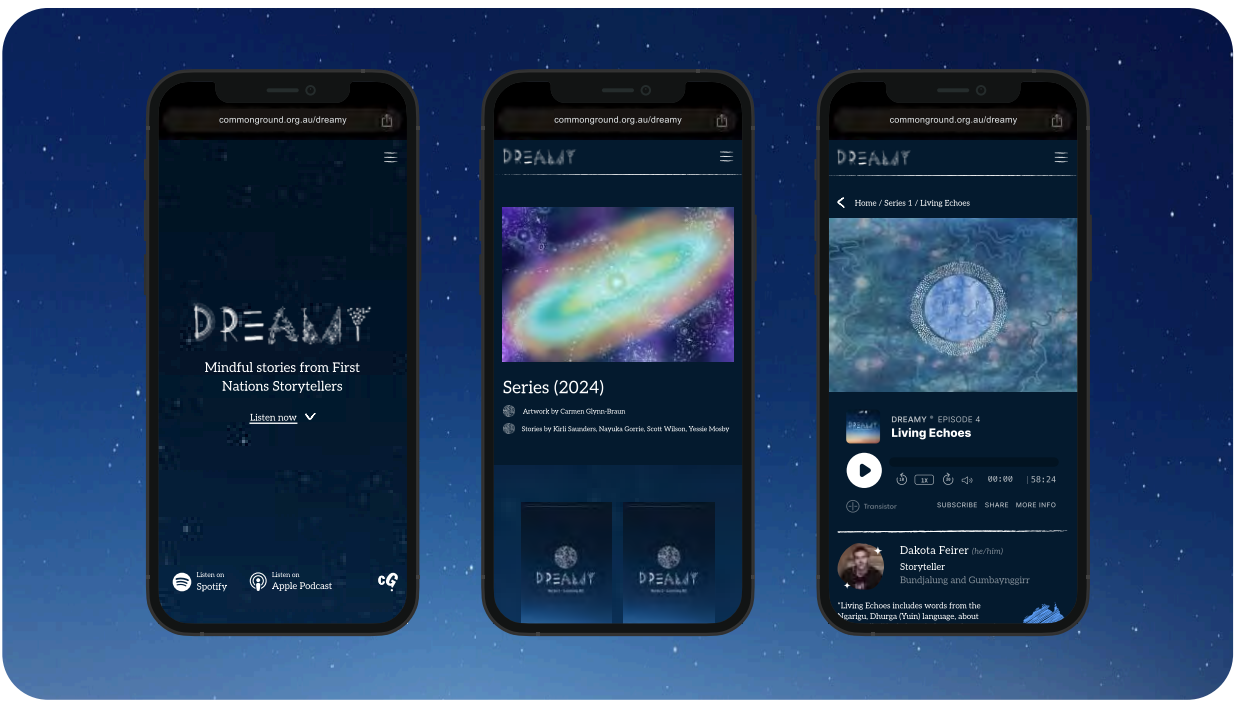
Envirotecture

# Designing brilliant buildings for people and planet

Brand, design & new website

(Brand) (Design)

View website →

The Brief

Envirotecture approached Harvey to refine how they communicate their identity, work, and values to a broader, like-minded audience. The main objective was to refresh their website, effectively conveying their high-quality, science-driven approach, as well as future-proofing their digital presence with a timeless visual design and practical marketing templates.
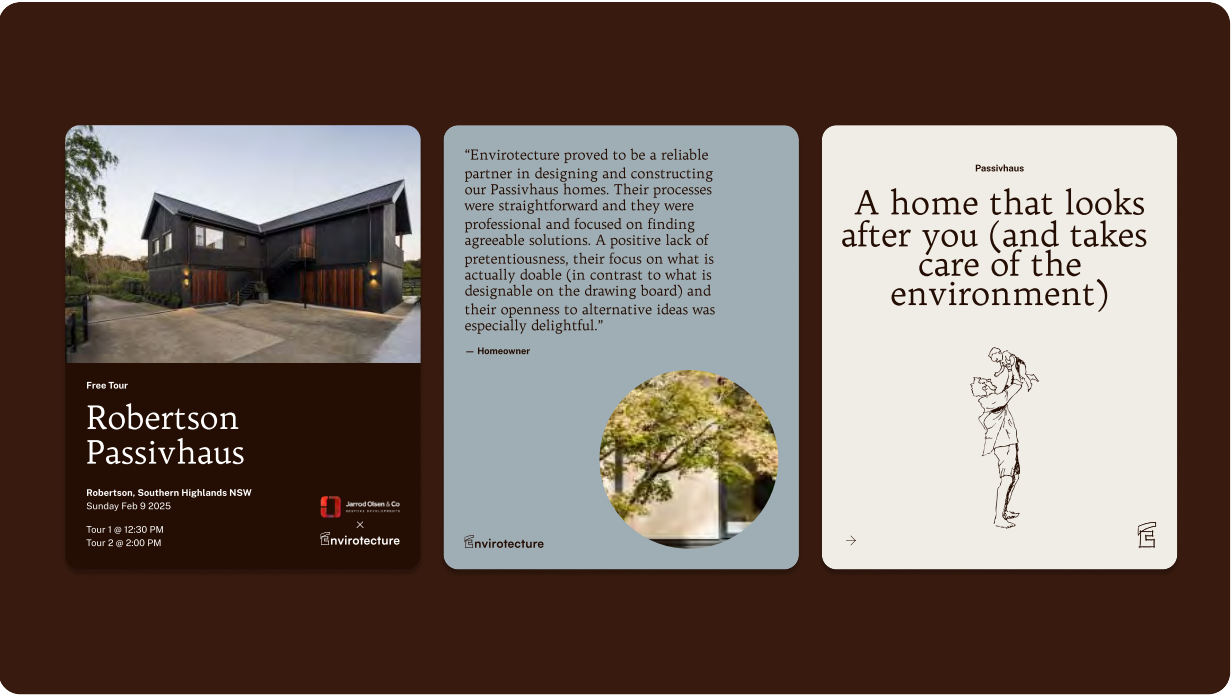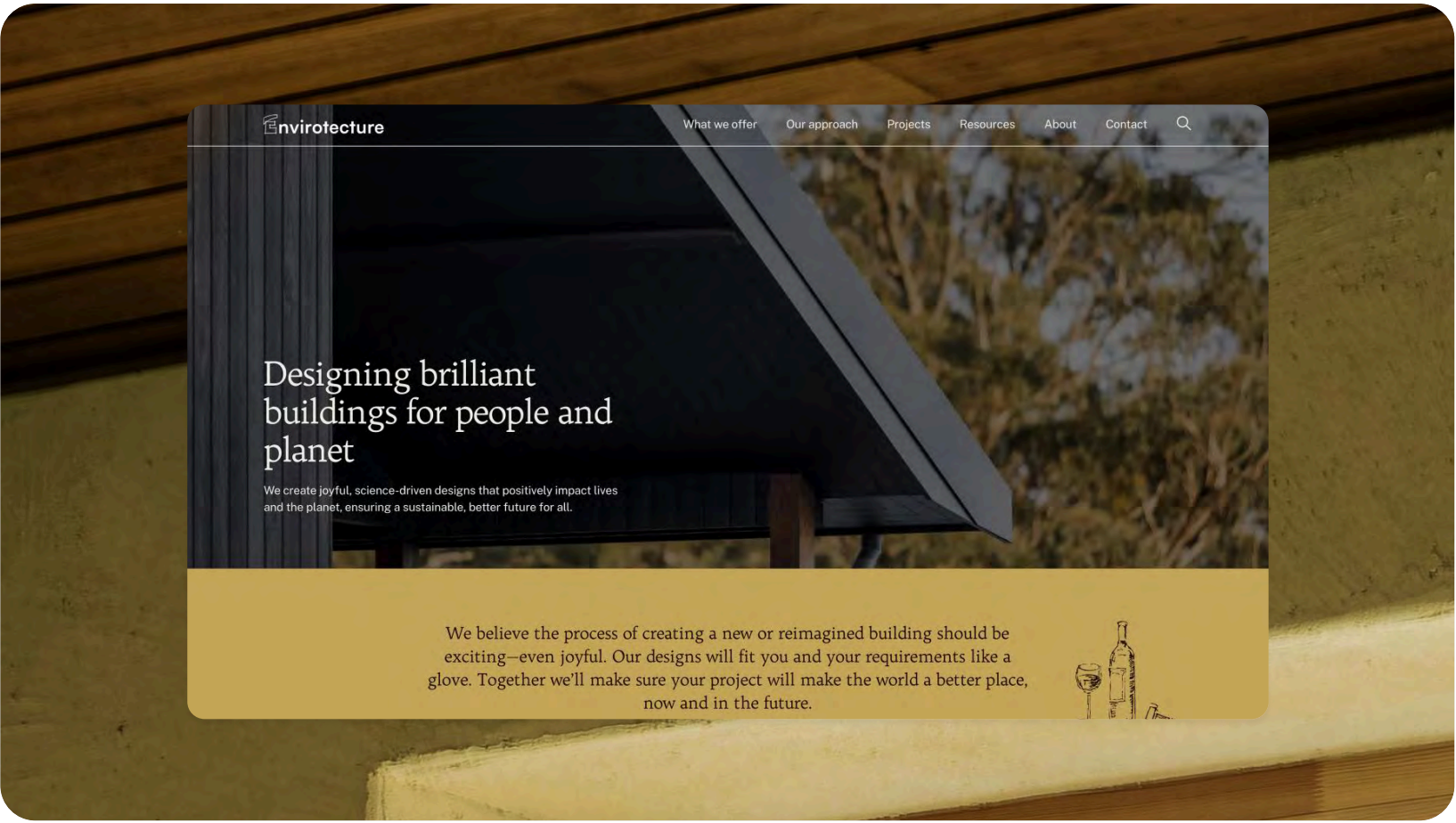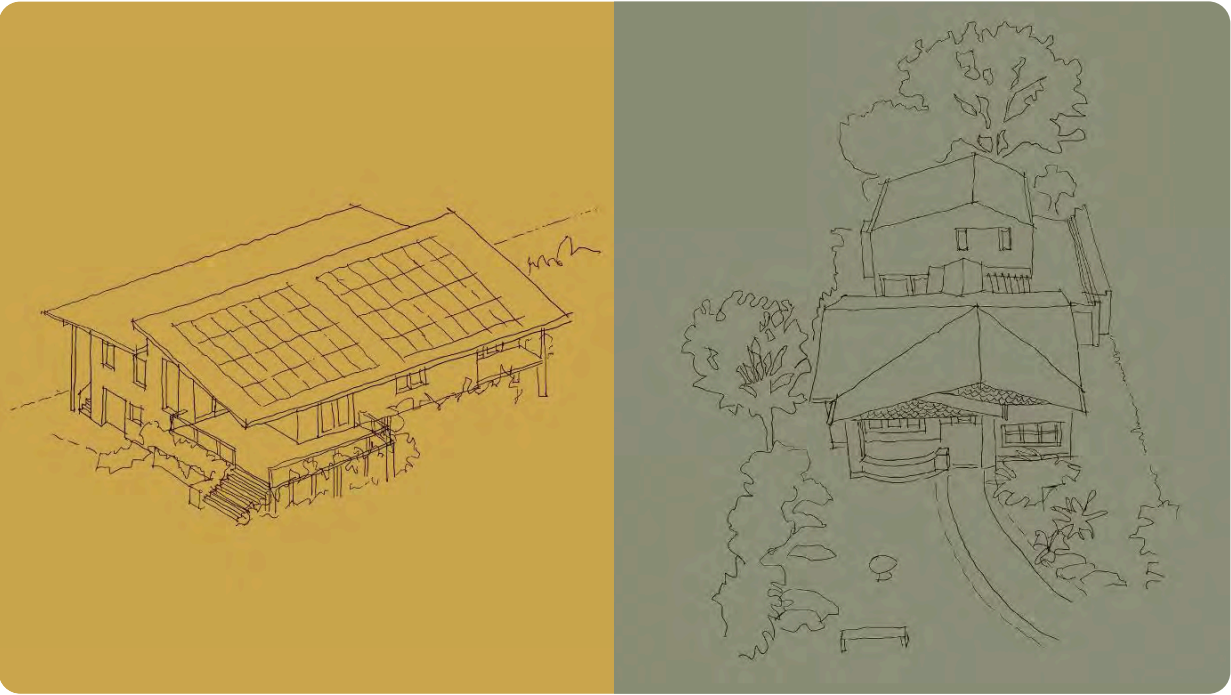
Thank you

hello@teamharvey.co
teamharvey.co