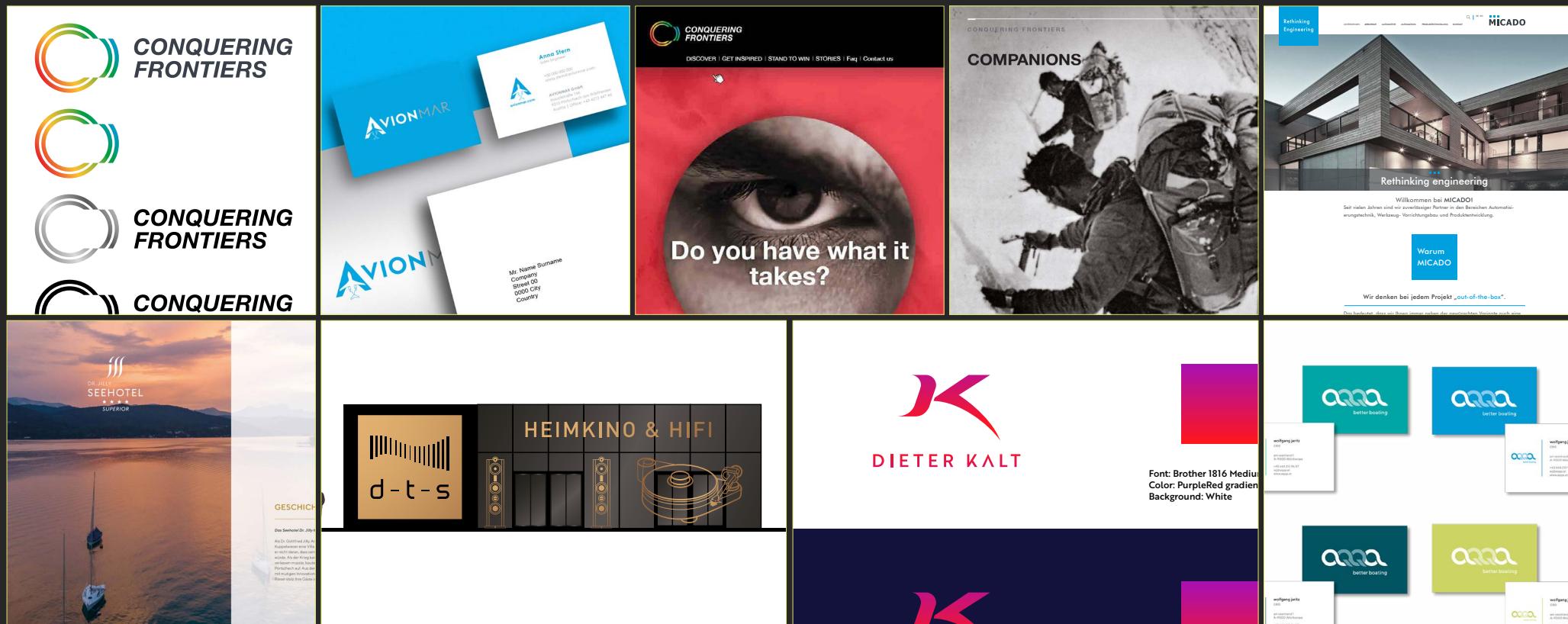


CORPORATE

STRATEGY. DESIGN. EXPERIENCE.



Strong brands thrive on consistent design. Corporate design conveys values, attitude and vision - both internally and externally. It creates orientation, strengthens trust and ensures recognisability in complex markets. It is more than just a visual appearance: it is a strategic instrument that makes identity visible, tangible and permanently distinguishable.



WE CAN DO IT.

Corporate service portfolio



DESIGN

PRODUCT

ANALYSIS

Target definition & positioning
Competitors and environment
Determination of needs (user + human)
Technical framework conditions

CONCEPT DEVELOPMENT

Product strategy & idea development
User & human centred design
Functional and aesthetic concept
technology integration
clarify feasibility
collection concept

DESIGN DEVELOPMENT

Development of design theme
Development of 2D and 3D design
Detail development in 3D
UX & UI design, product graphics
Definition of shapes, colours, materials, surfaces

CONSTRUCTION

Technical implementation in 3D with regard to
production, cost optimisation,
creating production plans in 2D

VISUALISATION

Definition of variants / collection
Photorealistic renderings, animations

SUPPORT PROTOTYPING

Organisation of prototypes

BRANDING

MARKET

MARKET POSITIONING

Competitor analyses
Best in class / worst in class assessments
Market expectation matrix (offer & customer ex-
pectation)
Positioning idea, concept
Definition of customer types, personas, needs
Derivation of the unique market positioning
Market development strategy (sales, communica-
tion)

BRAND VALUES

Development of corporate vision
Ethics (marketing & operational behaviour)
Brand pyramid
Definition of core brand values

CUSTOMER JOURNEYS

Analysis of customer interactions
Definition of all touchpoints
Development of a consistent message (experience)
Development of customer journey (1st contact -
invoice)
Harmonisation of off-site / on-site / digital expe-
rience

DIGITISATION

Analysis of degree of digitalisation
Scrutinising ALL business processes
Identification of digitalisation potential (customer
benefit)
Development of new (digital) services
Utilisation of digital competitive advantages

VISUALS

APPEARANCE

CI/CD DEVELOPMENT

Brand value/brand visualisation concept
Logo / design elements (new or redesign)
Development of claims, product logics / names
Corporate Colours & Signature
Corporate Wording
Strategy

BUSINESS EQUIPMENT

Stationery, envelopes
Business cards, MFGs
Quotation and invoice templates

COMMUNICATION

Magazine / Catalogue / Price lists / Folders
Daily information & daily items
Advertising campaigns, adverts / advertisements
Direct mailings, newsletters
Pictograms & signatures
Presentation templates

DIGITAL

Website Design (Graphical, Functional & Technical)
Social Media Post Templates & Campaign Ideas
Google Ad Design (Idea & Creative)

CI/CD/ DESIGN SPARINGPARTNER

Clearing centre for CI/CD/design issues
(materials, communication, on-site, interior,...)