

Client

# XXbyMexx

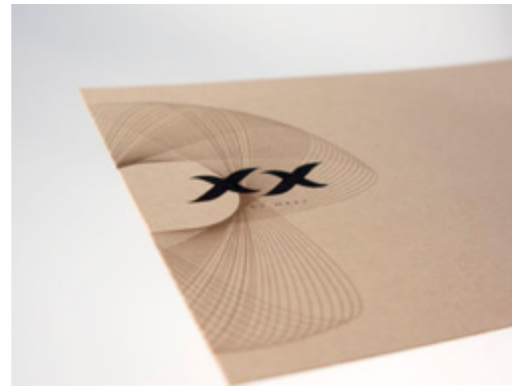
Starting with the redesigning of its logo in 2003 — inspired by both the XX chromosomes and the DNA double-helix strands, XX by Mexx's visual identity underwent a full transformation. The core of the identity was shaped around an eclectic use of typography, rough collage layouts and handdrawn details. It gave the edgy sub-brand a young and expressive image and made its communications look like unique collages and scrapbooks.

**What we did**

Visual identity, design direction.



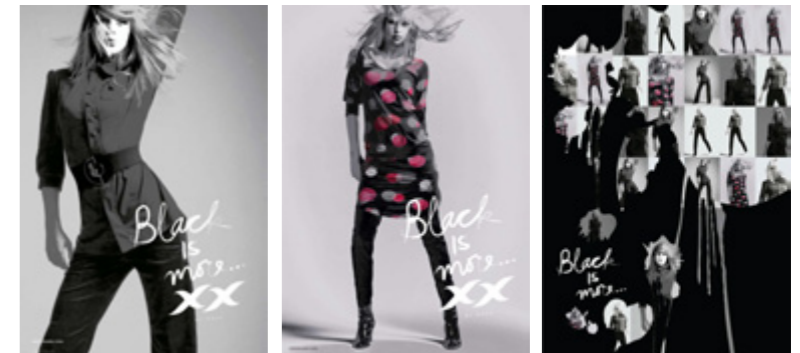
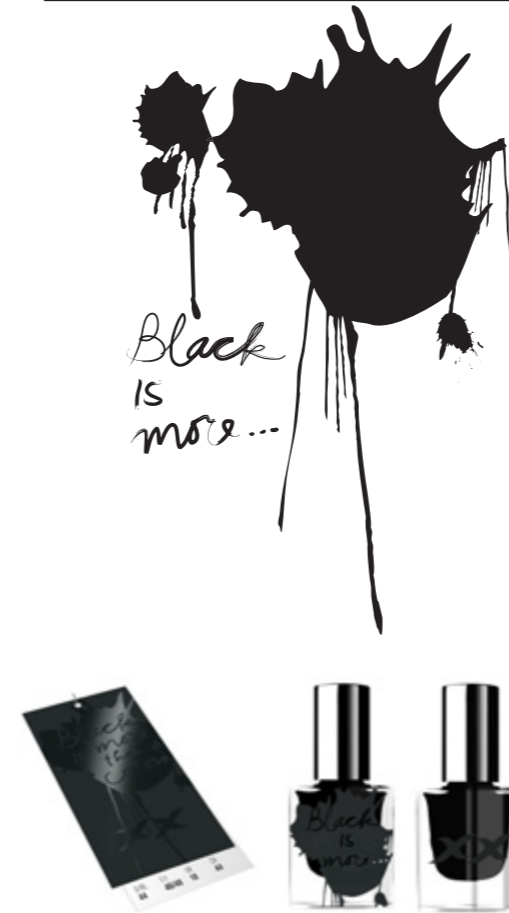
Identity and visual language



Never out of Style collection catalogue



Black program





Client

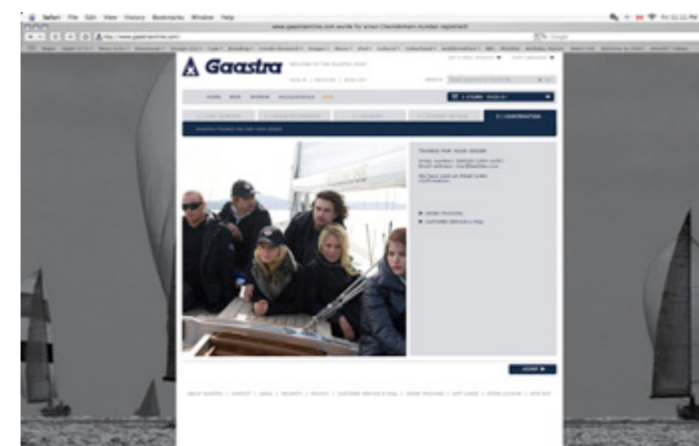
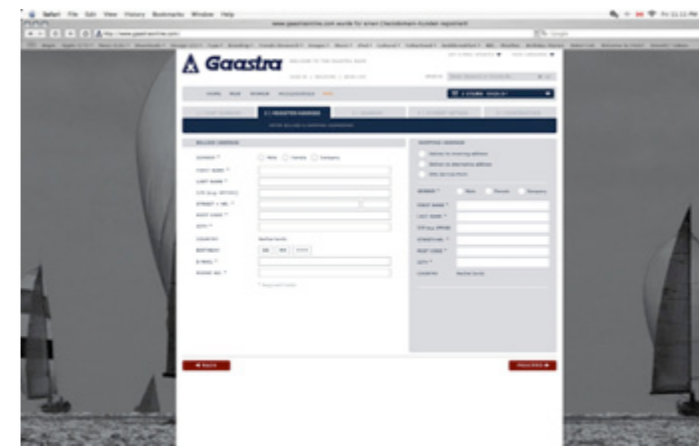
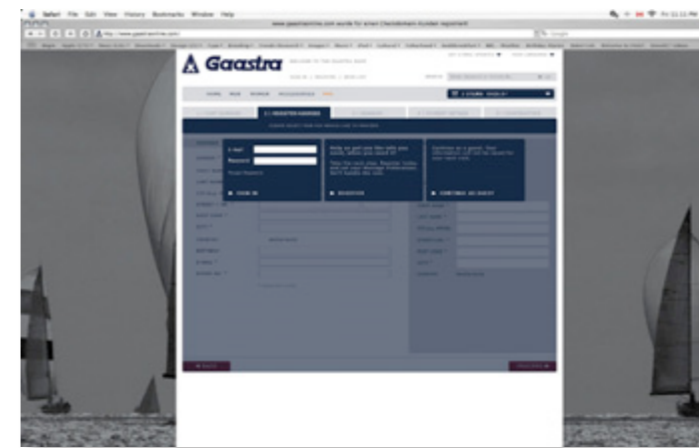
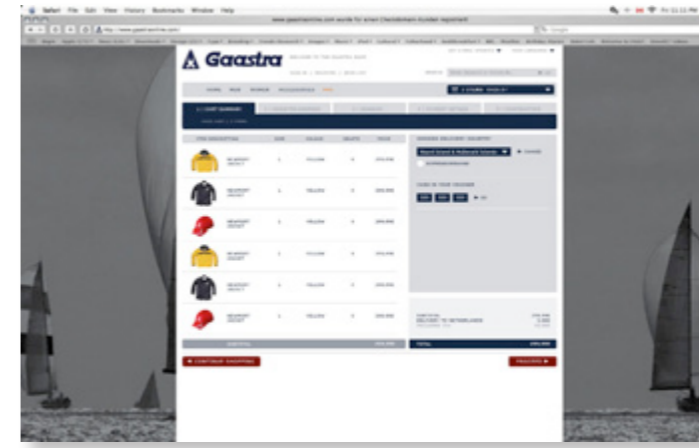
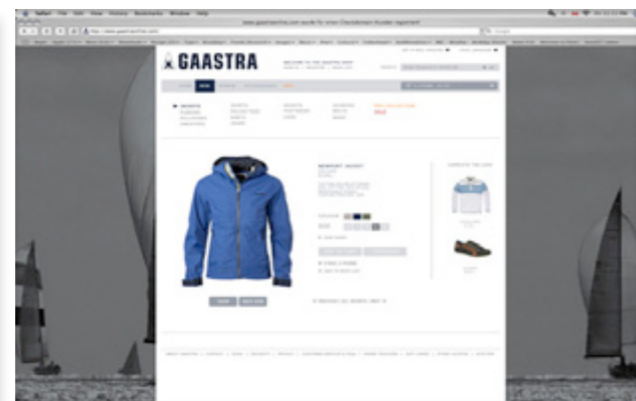
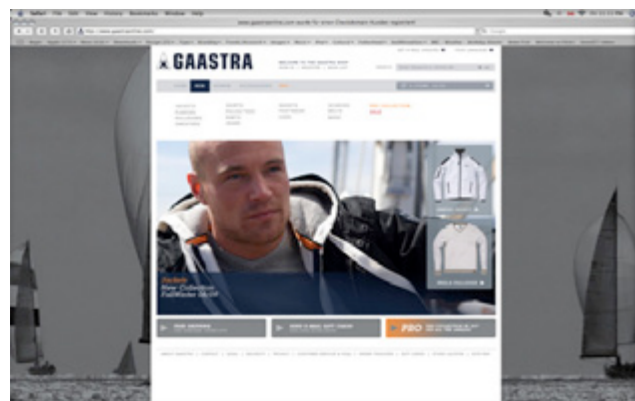
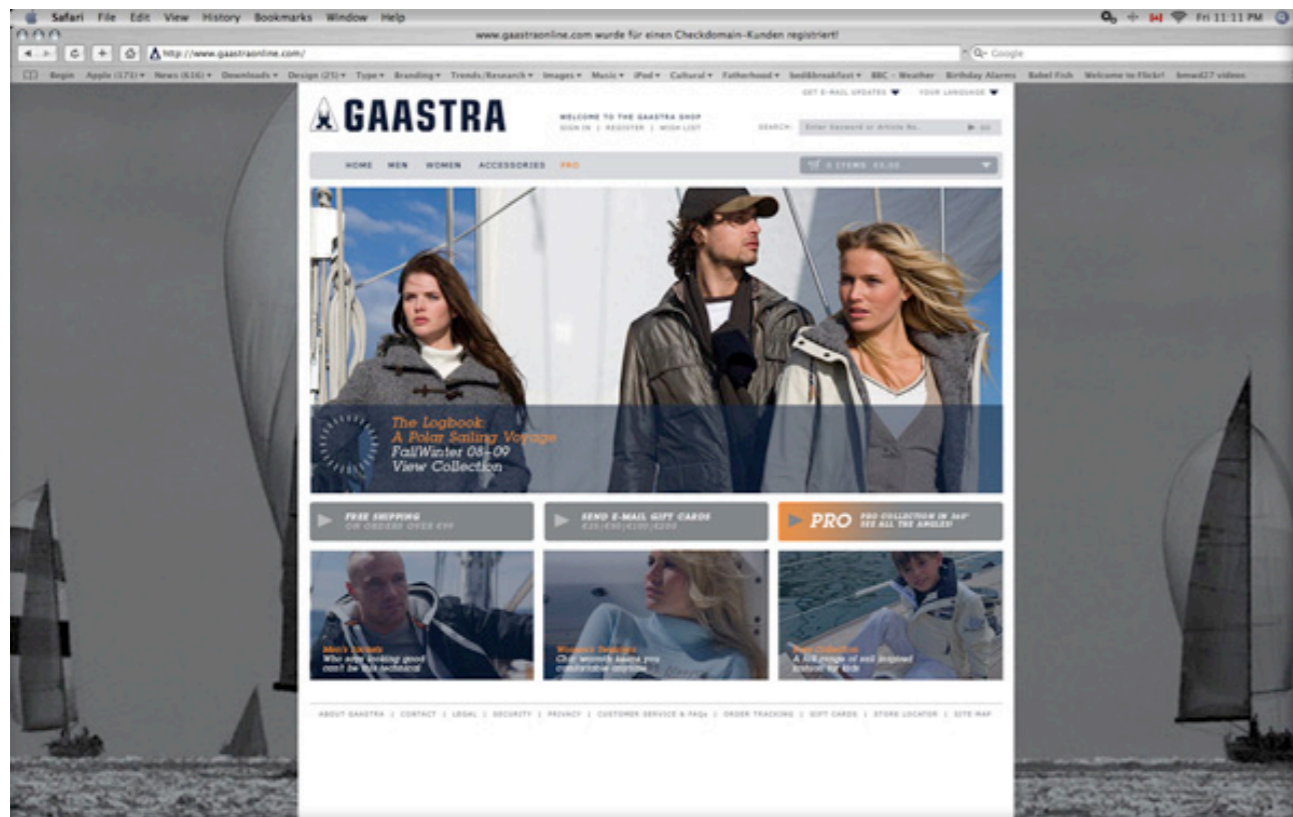
# Gaastra

Building on Gaastra's spirit for sailing, we developed a fully customised online shopping experience including a unique transaction system.

## What we did

Online Visual Style, E-Shop Design.

Homepage, sectionpage & productpage designs



Shopping cart, information & payment system design

Client

# Palmolive

Market leaders in the bathroom with their range of Palmolive products, Colgate-Palmolive are looking to improve their visual style by introducing a consistent and striking visual language for the Dutch market.

Working together with Colgate-Palmolive's internal team and through our associates at Oy Communications, Begin defined the problem solving strategy and process, and then created the 'Zest Curve' system, along with accompanying communication guidelines & design templates.

What we did  
Visual language & system, communication guidelines & templates.



Example ad layouts for smaller layout formats

Example 'Naturals' ad layout using the Zest curve system



## Communications guidelines for the Zest system

**Palmolive**  
Palmolive Communications  
The Netherlands  
Design Style Guide 2008|09

### The Zest Grid System

Hierarchy of Information

- 1 Zest Ribbon
- 2 Image
- 3 White Bar
- 4 Product
- 5 Copy
- 6 Supporting Image
- 7 Logo & Web Address

All elements of the layout have been designed and coordinated to produce a sense of simplicity, purity, elegance and accessibility. For Palmolive, a friendly message is always the aim.

### The Zest Grid System

1. Zest Ribbon

The Zest ribbon design is based on the Palmolive logo. Its colours are tones of the brand's Pantone 327 colour and, like in the ribboned logo, a silver line runs along the edge.

The Zest's colour & form must not be adjusted. It can be proportionally scaled as necessary and can be used in full height or from the bottom up to its twist, as seen here.

- 1 Zest Ribbon
- 2 Image
- 3 White Bar
- 4 Product
- 5 Copy
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- 7 Logo & Web Address

### The Zest Grid System

Grid - A3, A4

The grid is made up by dividing the layout space into 3 equal columns (x) & 5 equal rows (y).

### The Zest Grid System

Colour System

The Palmolive colour system is based on two colours: Pantone 327 (Palmolive's brand colour) and black, plus white. This system will be used for all of the Palmolive product segments and lines, producing a fully aligned approach.

The central idea is to use lighter tones of the 327 to produce a pure & natural feel that delivers on the brand's key values. Reducing added colour to only tones of the 327 makes the branding highly effective and ownable.

For women & children products, tones of black are used to support, in the case of the Men layouts the black tones become primary.

### The Zest Grid System

Promotional System







Client

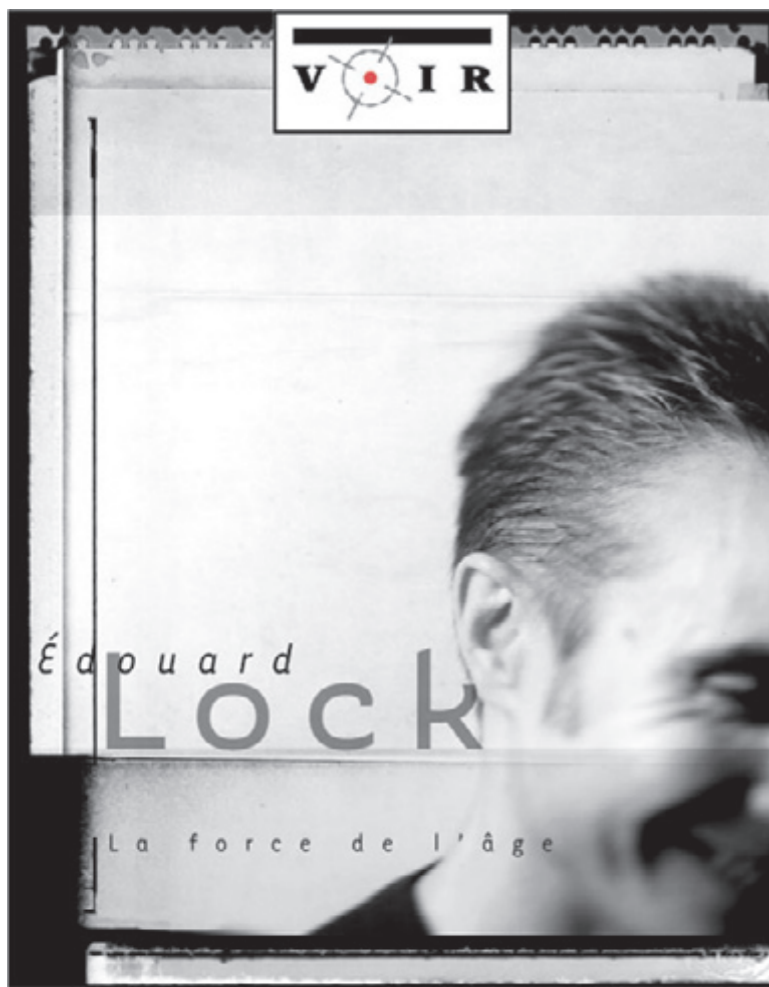
# Voir / Hour

Already famous for its cultural coverage since the mid '80s, Voir magazine made a name for itself in the design scene at the end of the '90s with its award winning covers under Begin's art direction. Hour, the english language cultural magazine was given a fresh look in 1999.

What we did

New Identity, art direction

Voir Magazine



**ACTUALITÉ** Les journalistes judiciaires risquent-ils leur peau? — La logique perverse des pédophiles  
**CINÉMA** Central Station **LIVRES** Errata, de George Steiner **THÉÂTRE** Brigitte Haentjens



# hour



Client

# ZYG

A new brand of city and mountain apparel inspired by the Zuben Y Genuby, a band of smugglers of the Pyrenees for a new breed of modern heroes.

**What we did**

Brand platform and Identity

Brand Story (photos used as inspiration until photoshoot)



Logo

Crest

# ZUBEN Y GENUBY



Monogram

Icon

# ZYG

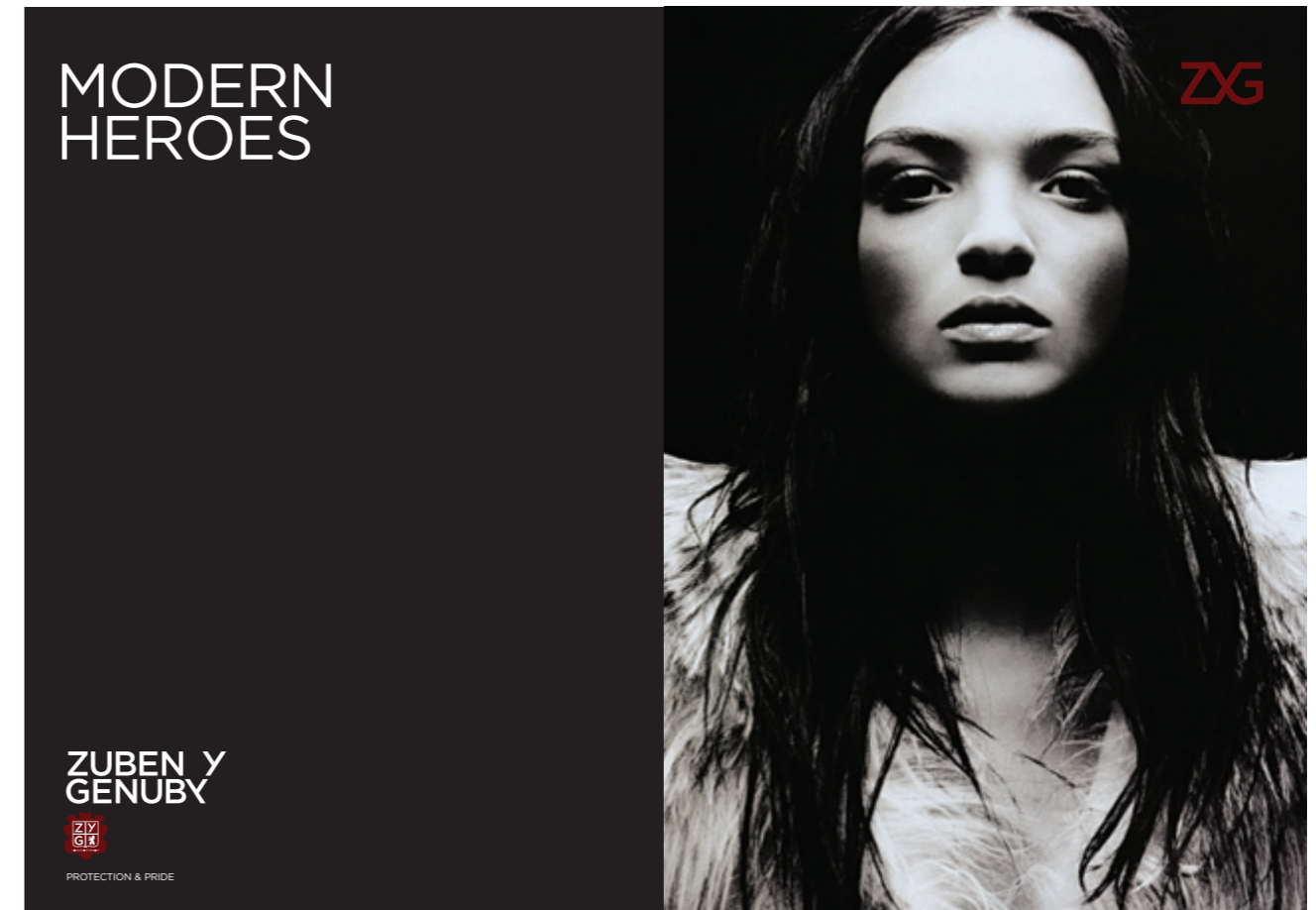


Pattern

Our Colours



**DIRT**  
**SWEAT**  
**BLOOD**



Product branding





Client

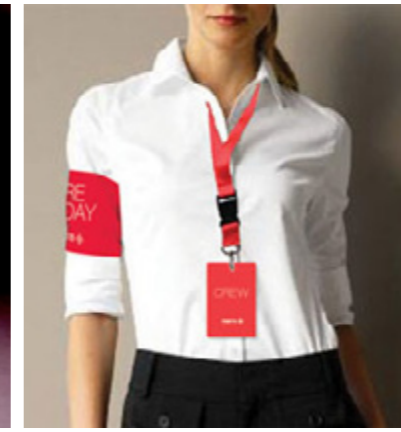
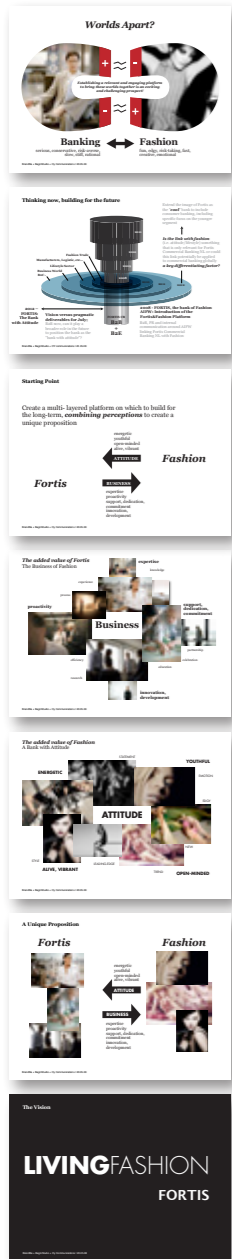
# Fortis

In 2008, as part of its on-going strategy to support local fashion manufacturers and designers, Fortis Netherlands became head sponsor of the Amsterdam International Fashion Week. To brand the event, Fortis looked to partner with an agency that had valuable experience in the business of Fashion. In collaboration with Fortis' global communications agency, Begin developed a strategic approach for the merging of Fortis and Fashion, and, based on this platform, created a visual identity for the AIFW events sponsored by the bank.

## What we did

Develop platform & strategy plus collaterals for sponsorship of fashion culture & commerce.

Logo





Client

# Reebok

To launch their newest innovation, the EasyTone shoe, in Europe, we collaborated with Reebok by first developing a fully outfitted campaign concept and then using it to build and roll out a retail package in various countries.

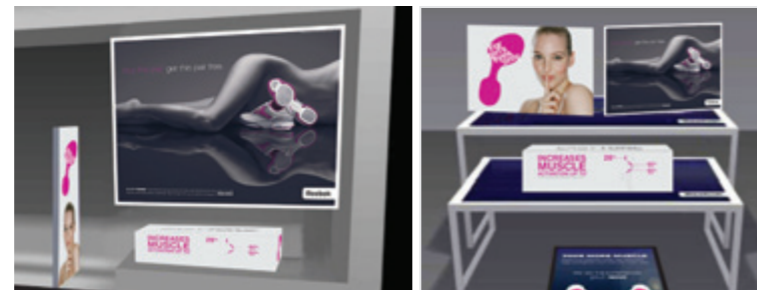
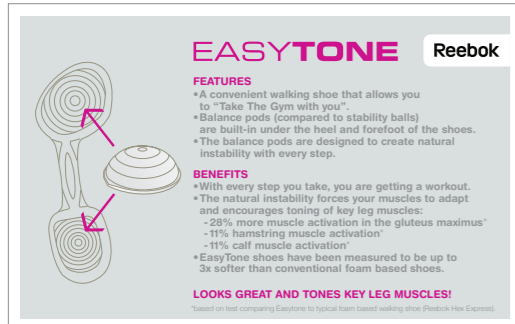
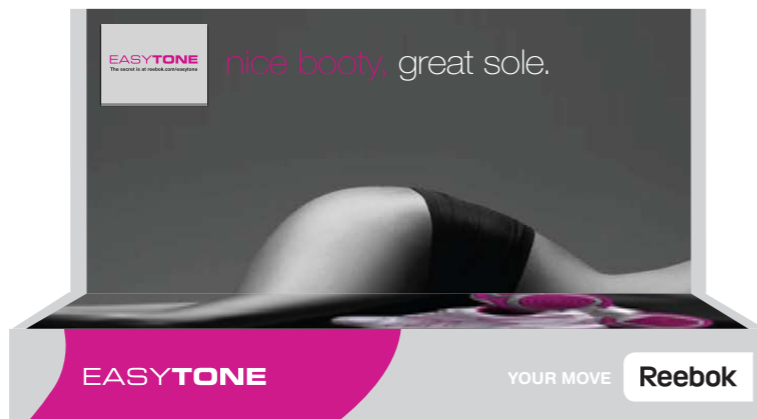
**What we did**

Easytone Promotion campaign concept and visual style for Europe, the Middle-east and Asia.

Ask me  
the secret to  
great legs and butt  
Reebok



POS material





# begin

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