

## We're adesign gency. Webuild brands.

Whether it's through branding programs, identity systems, corporate or consumer communications, packaging, promotional campaigns, spaces, publications or websites, everything we do helps build your brand.

**Our philosophy:** We've committed ourselves to creating honest designs that are no more and no less than exactly what is needed.

We have always worked to create hard-working solutions that are simple, relevant to the consumers' lifestyle, and that answer a true business need. In today's world, where everything is designed for design's sake, it has become even more important to affirm our belief in purposeful design. Blending knowledge and skill with creative intuition, we seek to engage and activate customers rather than simply entertaining them.

## Our methodology:



Your vision and ambitions are always our starting point, they become the DNA of the brand.

Building on the DNA and with the aim of bringing focus & alignment, we develop a brand strategy and identity system.

- DNA

- Promise - Tone-of-voice - Key messages - Visual language: Logo/symbols/ colours/shapes/ patterns/etc.

# Great design made simple and accessible.



## Brand Strategy & Identity

## Usual deliverables:





The strategy & identity form a brand platform that we apply to brand expressions at any of the company's touch points:

- Corporate branding
- Product branding
- Retail branding
- Environments
- Packaging
- Marketing campaigns
- Promotional campaigns
- Advertising
- Websites
- Sub-brands, etc.

begin the craft of creative branding



## As many of our clients aretas retailers, we've etail experts.

GB (China) WE Fashion Mexx XX by Mexx Gaastra Sandwich Nononsense Zuben y Genuby Olive&Olives Nike Reebok Mox

Spaces&Places Ruimtevolk Form Foundation NS/ProRail Fortis Bank

Culture&Lifestyle Cook a Dream Colgate Palmolive UniCura Voir Communications Hour, Montreal HeartWork EverClear Mumbai

Corporate Fortis Bank BWC Hong Kong TNT

## And it doesn't stop there. We work with international brands in a variety of fields, always aiming to exceed expectations no matter what's thrown at us.

## Fashion&Retail

# begin

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