

## PRINT RESIZING AND CUSTOMIZATION

Using creative developed by the agencies, INHAUS will resize and customize as requested for:

- magazine and print ads
- sports programs
- on-line web banners

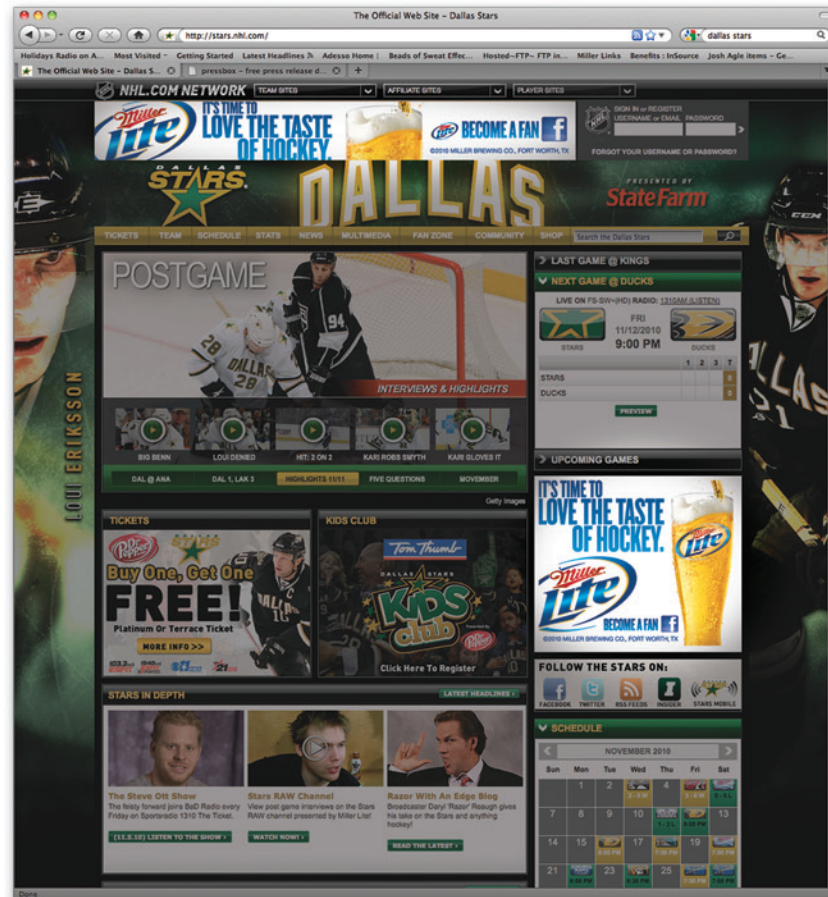


original art



original art

resized art: custom on-line web banner



MillerCoors  
**INHAUS**  
DESIGN

resized art: custom ads



# Onesize Finds Perfect Fit

**DUTCH CREATIVE TEAM STIRS VISUAL INDUSTRY**

BY SHANNA GREEN

Most freshly graduated design students are searching for an opening where they can pay their dues and work their way up to success, but the creative partners of Delft based, Dutch creative studio Onesize decided to just do it, and it paid off.

Creative partners Rogier Hendriks and Kasper Verweij met while studying graphic design at a small art school in Holland. Neither had a formal motion design background, but upon graduating in 2001, they knew they wanted to go into business together and thus Onesize was born.

"We did a lot of things together in art school, so it was normal for us to start together," Hendriks said. "We didn't want to work for someone else because we thought we couldn't do our own thing."

The duo began working out of Hendriks' house, taking on small jobs creating flash websites, web design and some print work, with the goal to move solely into motion design within a few years.

Their fascination with motion design started while they were still in school. Instead of doing normal graphic design, Hendriks and Verweij made experimental motion graphics movies and animations on their own dime hoping it would lead possible clients to discover them.

Needless to say, it worked. While their first reel mostly consisted of experimental projects, it got them noticed by Nike, who found it on the Internet and approached them about doing a job for an in-store video. After that, they were off and running and able to move into motion design full time.

"We were completely overwhelmed and

Hendriks agreed, but added that music more than movies generally speaks to him. "Music is a very big inspiration for me," Hendriks said. "Music or if something feels good. It can be food or something you smell. It's hard to lay your finger on what we think is actually inspiring for us."

And now that they've made it in the business, Hendriks and Verweij say their new objective is to stay true to what they love, motion graphics, even as the industry evolves and is sometimes overshadowed by the evolution of visual effects.

**Spotlight:** Kasper Verweij and Rogier Hendriks  
by: Onesize

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**Coors LIGHT**  
Cold Activated Bottle

## OOH RESIZING AND CUSTOMIZATION

Using creative developed by the agencies, INHAUS will resize and customize as requested for:

- outdoor boards
- stadium signs
- transit shelters
- stage banners
- bus/truck wraps, etc.

original art



resized art: custom outdoor billboard



original art



resized art: custom signage



## POS CUSTOMIZATION

Using the creative developed by our agencies, INHAUS can resize artwork, add alliance logos, and adapt copy for local programs, including:

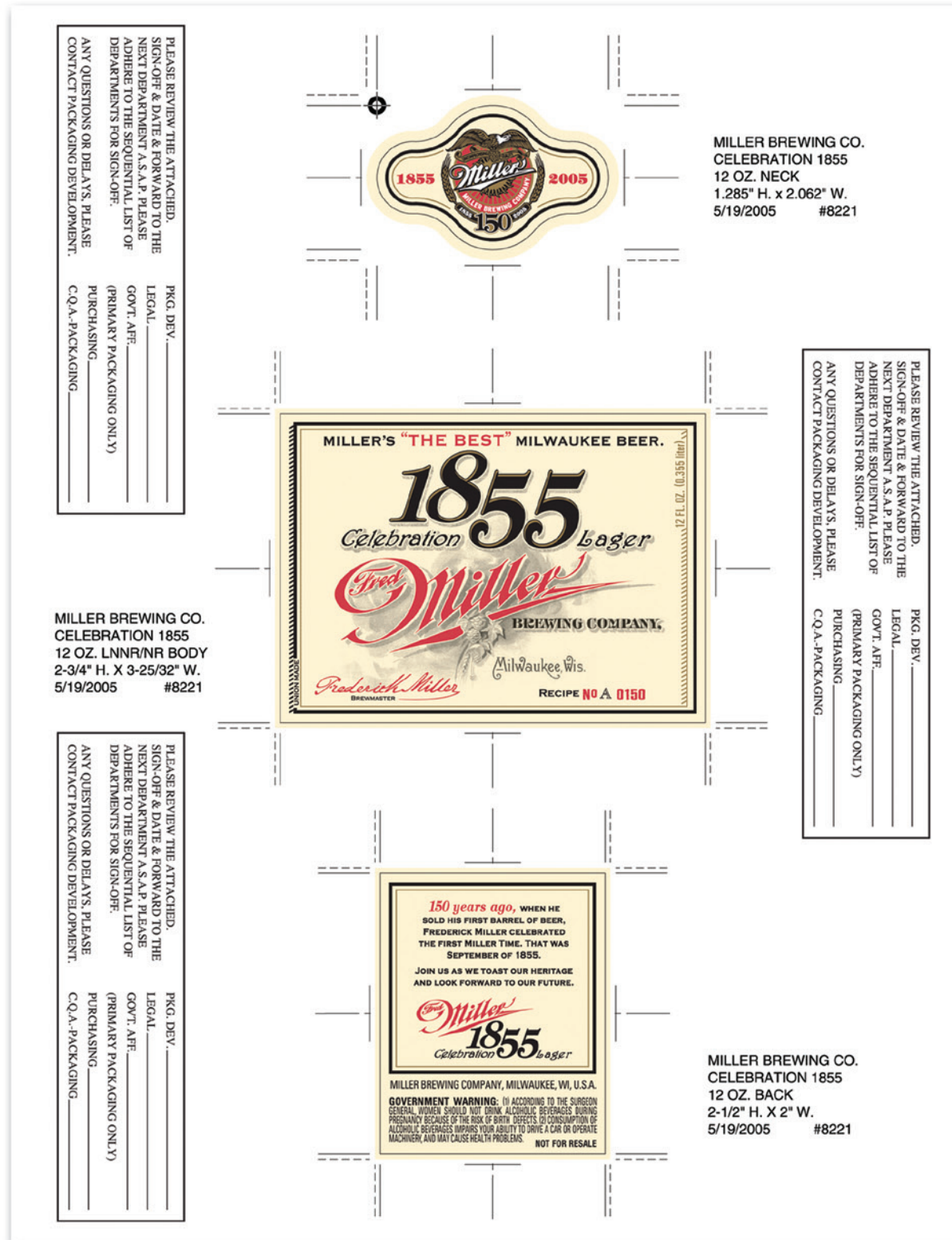
- banners
- cooler door decals and wraps
- display case cards
- posters
- table tents
- shelf strips
- singles rack inserts
- flex pieces



# PACKAGING UPDATES

Using artwork developed by our packaging agencies, INHAUS will execute simple packaging updates, such as changing a UPC code, legal mandatory, or adding/updating a logo.

## original art



custom art:  
type change

custom art:  
type change

custom art:  
type change  
& logo addition