

Communication for International Institutions and European Associations and Corporations.

Briefly

Why us?

Based in Brussels, founded in 1994.

Multi-lingual team.

Message-driven communication.

We advice, create and develop:

- Graphic Identity Strategy and Design
- Innovative and digital Communication Tools
(for social Marketing, electronic and web)
We love digital ideaas and we love producing them.
- Traditional Communication Tools
(Report, brochures, magazines...)

References

We do speak European.

We understand policies, procedures, culture, key people, and politics.

We use to create communication tools targeting: Government regulators, European Parliamentarians and Officers, Professional Associations, Journalists, Industry Experts, Academic Institutions, General public, Partners, Community organizations, volunteers, analysts, investors, Board of Directors...

Our proven track record is demonstrated by references from major European institutions, European Federations & Associations

Experience and expertise

The Tools have changed. The Fundamentals have not. The world is a noisy place filled with panoply of choice.

We help you to choose the best idea from the multitude of good ones.

Experience is time. Founded in 1994.

Dedicated to provide clients with effective communication material.

**We work at the intersection of strategic imagination,
intuition, design excellence and experience.**

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Things we have learned

Creative Dialogue

We collaborate to achieve extraordinary results – together.

No one does it alone.
We unify disparate elements in whole systems.

Coherence is not just surface consistency but inner coherence.

Building public awareness, preserving reputations and upholding value.

We make intelligence visible
Clarity, brevity and precision
Sensitive to nuance
A dance between the intuitive and intentional

To communicate, do you prefer a business card or a blog? Think about this together?

No unbridled creativity – A commitment to excellence

A structured and disciplined approach that link ideas and objectives in “end product”

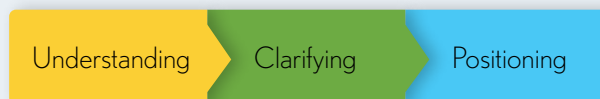
Success is measured by the ability to innovate as well as by the ability to match the original objective. We refuse copycat works.

Creative Director – he makes ideas happen
Brand Strategist – he makes things happen

Inspired by best practices

Both key contact client & various tasks handled by specialists.

The right skills across a broad range of specialities



Listen to all perspectives; share our viewpoint honestly; put all issues on the table. Regular checkpoints: everyone remains on the same page ;-)

A creative working environment and process.

A brief overview of some work procedures:

Brochure Procedure

> Design Cover System > Determine Typographic System > Determine Artwork > Design Colour System > Choose Standard formats > Specify Paper > Develop Prototypes > Develop Guidelines

Procedure Website

> Initiate Plan > Information Architecture > Define Wireframes > Prepare Content > Create Visual Design > Technical Design > Finalize Development > Testing > Launch and Maintain