

CLIENT
PORTFOLIO

An aerospace engineering and industrialization company needed a brand identity that tied to its' Swiss roots while still being *tech forward*.



SwissBecks is a cutting-edge aerospace company that specializes in providing a wide range of services to its clients. One of the services provided is 3D printing. The company's advanced 3D printing technology enables it to produce high-quality, lightweight parts for aerospace applications. These parts are not only cost-effective, but also highly reliable and efficient, making them ideal for use in a wide range of aerospace applications.

Another area of expertise for SwissBecks is cable industrialization. The company's advanced cable assembly processes ensure that cables are manufactured to the highest standards of quality and reliability. This makes SwissBecks a trusted partner for a wide range of aerospace companies that rely on complex cable systems for their operations.

DELIVERABLES

- Brand Identity, which included full logo suite, color palette, typography systems, guidelines and more.
- Website Development
- Social Media Templates
- Brand Collateral, such as employee handbook, procedure documents and more.





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THE SOLUTION

Develop and implement a comprehensive brand identity that addressed each of the company's marketing needs. As a result, SwissBecks was able to increase brand awareness, communicate its technical expertise more effectively, streamline the sales process, diversify its client base, and deliver value-based pricing. With a stronger brand presence in place, SwissBecks is well-positioned for long-term growth and success in the aerospace industry.

A place for creative solutions to modern problems, this art museum is an oasis of futuristic *creativity*.

NewMuse will display exhibits that show the potential effects of today's climates – political, environmental, social and technological. This will make people think about how their actions affect the future. Additionally, there will be a section that imagines the future that could happen if humanity comes together to solve these issues vs if they don't (dystopia & utopia exhibits).

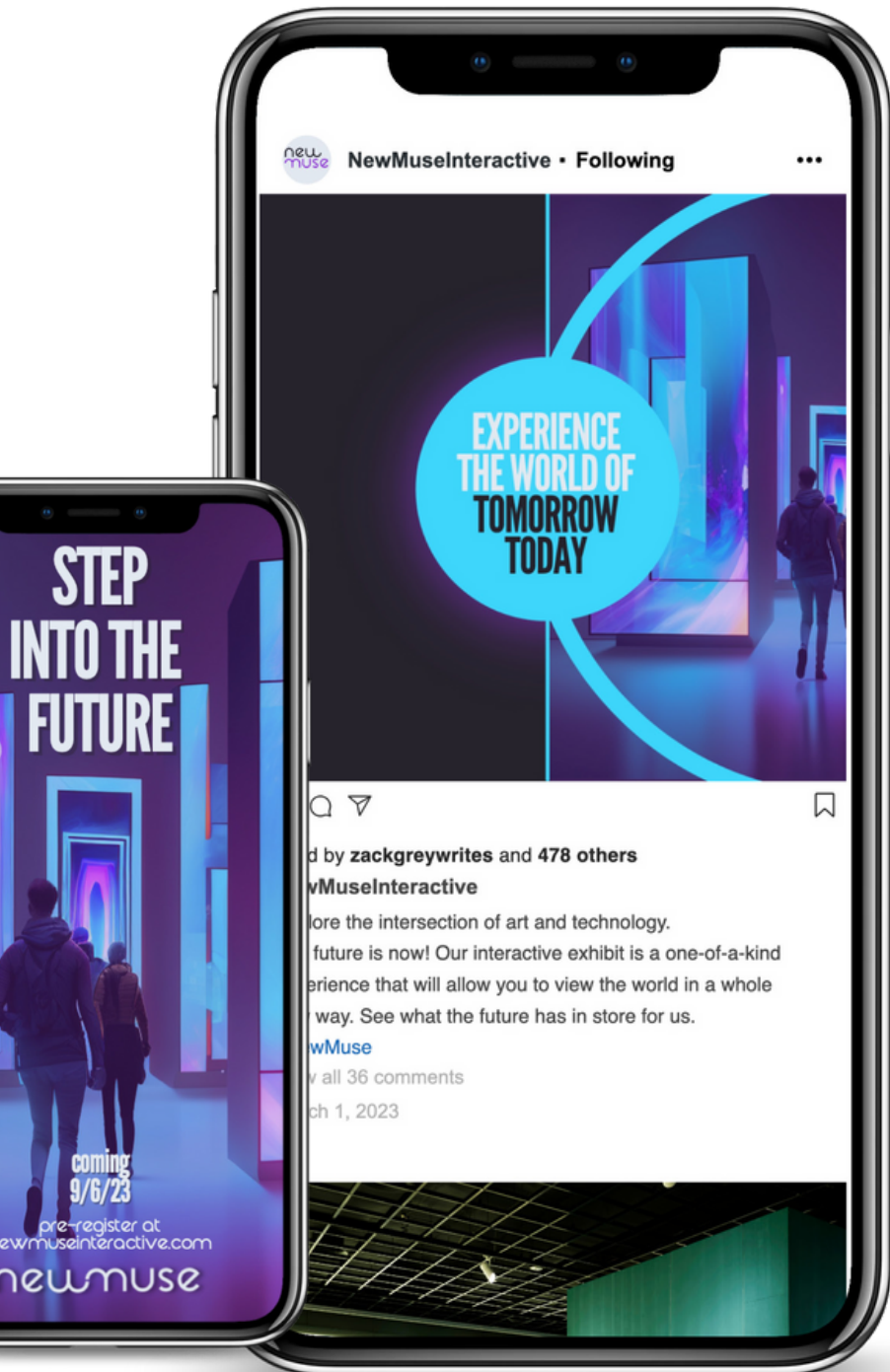
Throughout the museum there will be interactive installations and instagrammable moments that attract the fun-going and social media crowds.



DELIVERABLES

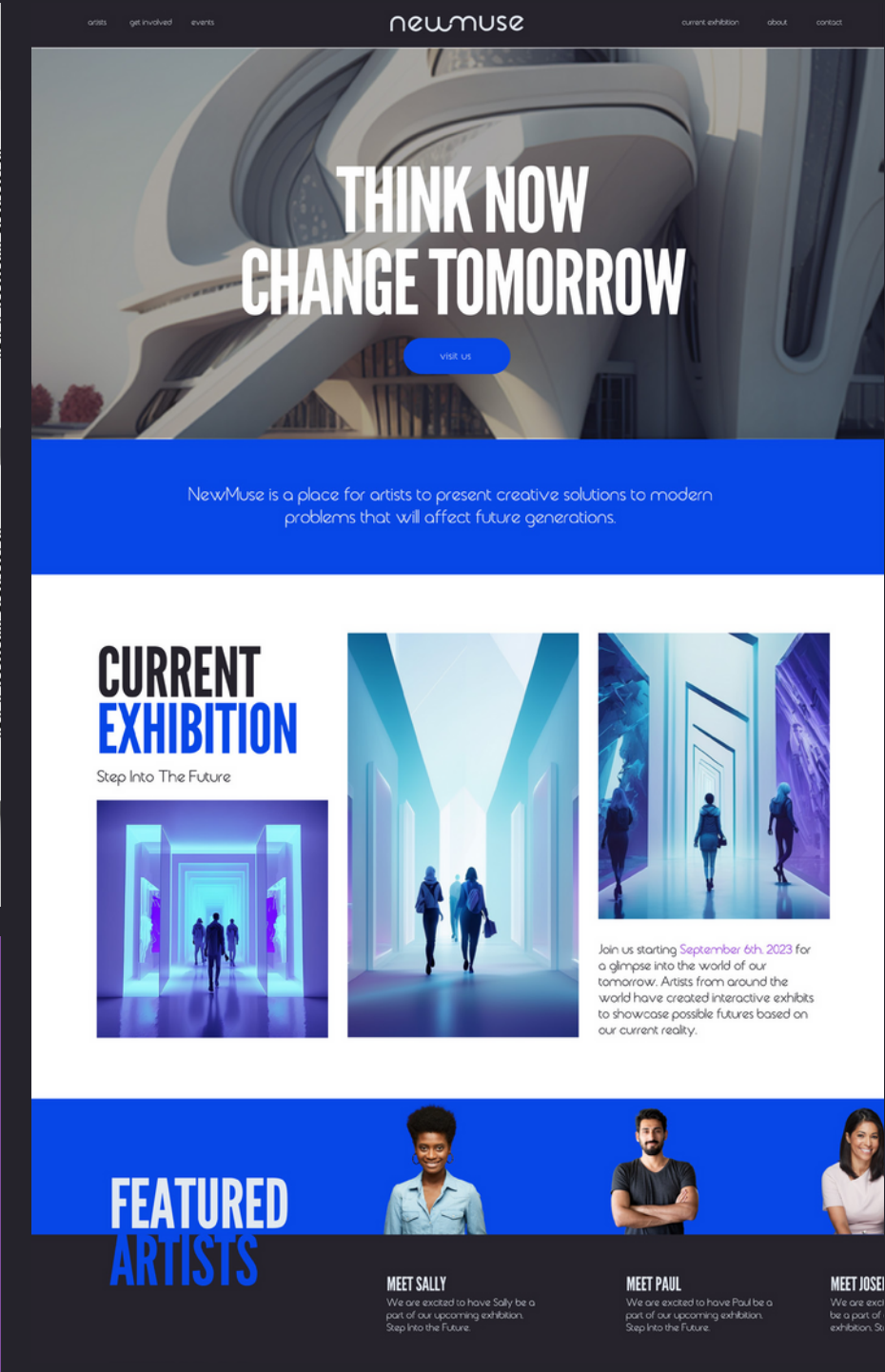
- Brand Identity, which included full logo suite, color palette, typography systems, guidelines and more.
- Voice and Messaging
- Website Development
- Social Media Campaign





SOCIAL CAMPAIGN

NewMuse needed a social media campaign to bring attention and pique interest in their opening day exhibit "step into the future". The futuristic design of the campaign creates the sense that the viewer is going to experience something new.





THE SOLUTION

Develop and implement a comprehensive brand identity that addressed the story of NewMuse in a way that generates interest from the common community it's based in. As a result, NewMuse will be a place for creative solutions to modern problems that will affect future generations.

newmuse