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BRAND

CONSULTING

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DEVELOPING YOUR IDEAS, ENHANCING YOUR TALENT



BLANK was established in Madrid in 2002. Today, it is formed by a team of graphic and interior designers, architects and programmers.

We strive to continuously learn, experimenting with creativity, graphic and production tools to offer results that exceed expectations. Always offering a distinguishing value to each project.

The study offers diverse graphic, publicity and architectural techniques; computer graphics, corporate image, packaging design, photography, space and stand design, video postproduction, web, etc. In a nutshell, all the necessary elements of a good marketing campaign.

Every project is special for us and we strive to ensure the creation process is as important as the final result.

"It sometimes takes another person or company to unveil your talent".

OUR CLIENTS, are companies both big and small.

Taking into consideration the need for prompt, quality service, developing each briefing point and transforming an idea into a great project.

Always communicating the full value of the activity developed, as every project is an important step forward in promoting and developing your company.

The value of brand reputation:
Our clients' perception, a success factor.

CONSTANT
CHANGE

YOU HAVE WEBSITE
therefore you are, but...

1990's - 2000's

every
day + Social Media + Impacts

BRAND = CONCEPT

“Companies make products, yet consumers buy brands.”

TIME
(AN UNSTOPPABLE FORCE)

We build and create brands in a professional way.

Our clients value us particularly because BLANK becomes involved not only in designing a brand, but also sharing advice, experience and unique models and tools throughout the process of evaluating, researching, selecting and recommending the best expression for their brand.

Designing a brand is as much of a challenge as knowing if you are moving in the right direction. Something that is often realized too little, too late. Thus, let professionals help you design and adapt your brand.

We help our clients to transform their brands and businesses in a clear, brave fashion. Developing a company's key strengths into its brand values.

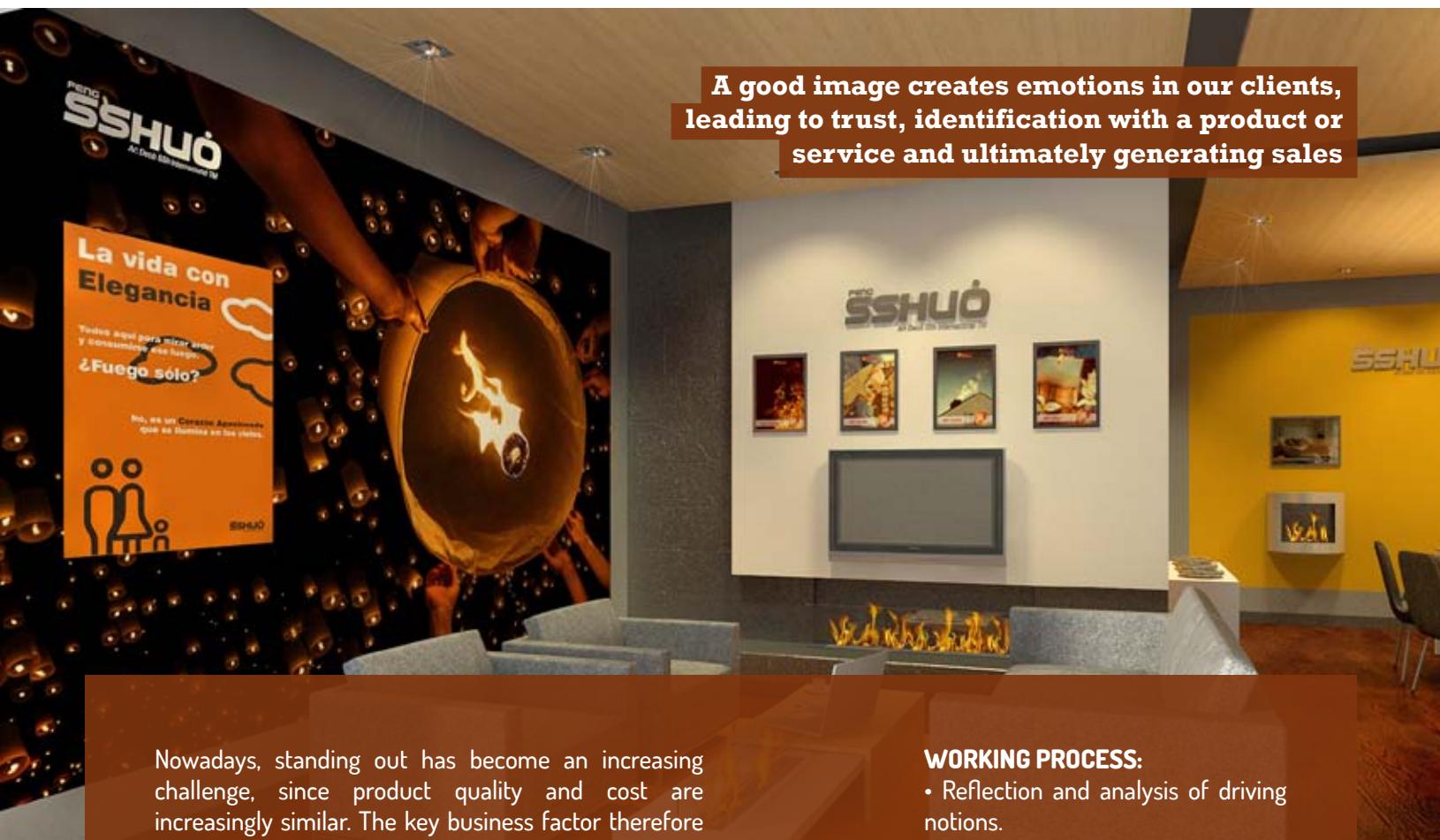
“Brands are born, they grow and transform”.

Developing key strengths entails:

- Repositioning its product offering.
- Breathing new life into its organizational culture.

These are not just creative processes, but also techniques to build brand strategy and know-how and thus increase business profitability.

A good image creates emotions in our clients, leading to trust, identification with a product or service and ultimately generating sales



Nowadays, standing out has become an increasing challenge, since product quality and cost are increasingly similar. The key business factor therefore lies in Branding, or the power of the Brand as a distinguishing factor.

In fact, distinguishing factors rely on business intangibles: brand value, credibility and uniqueness.

The brand is what defines us and goes far beyond marketing or logos.

It has to do with passion, with the story we wish to tell, with the cause that defines our company. In future, stories and experiences will become more important than products, as the ability to create emotions is key.

"Brand and space as distinguishing factors".

WORKING PROCESS:

- Reflection and analysis of driving notions.
- Concept.
- Market positioning.
- Space: interior design strategy.

ATTRACT

RETAIN

**BUILD
LOYALTY**

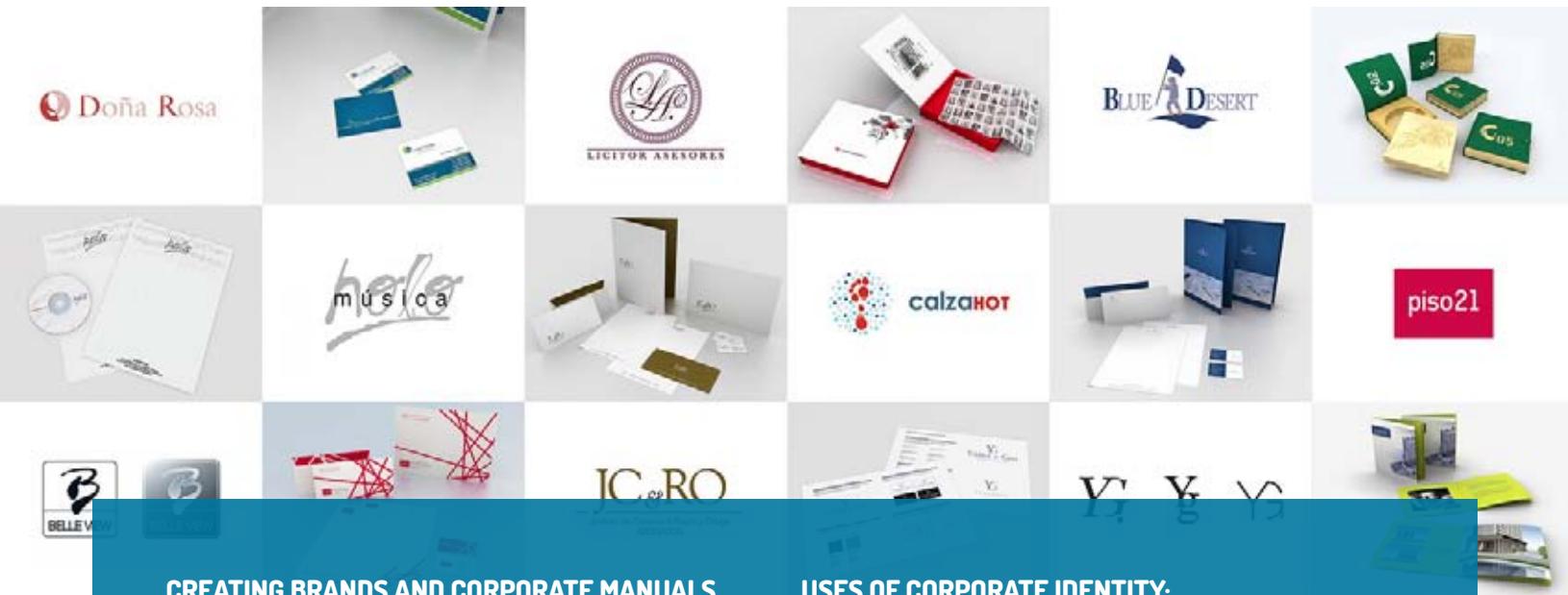
ACTION POINTS:

- Implementing brands, franchises and growing businesses.
- Designing and building stands and ephemeral spaces.
- Designing and building furniture.

Realizing the idea into a turn-key project.-

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BRAND CONSULTING: CREATING BRANDS AND APPLICATIONS



CREATING BRANDS AND CORPORATE MANUALS

When we build strong, long-lasting brands to inspire trust and loyalty in current and potential clients.

When developing a logo, we analyse all its possible uses and variations.

Uses on stationery, visuals, brochures, etc. and variations in shape, colour, size, etc. Creating a logo requires thought to avoid errors in the design process, that can later translate into mistakes in reading and interpretation.

The **corporate manual** is a reference document that needs to be consulted for indications on using a logo.

Contents of our corporate manual:

- Basic indications for building and developing corporate identity.
- Signs to use in media: promotions, advertising, etc.
- Fonts and application elements for corporate stationery: letterheads, envelopes, invoices, etc.
- Implementation on vehicles, uniforms, etc.

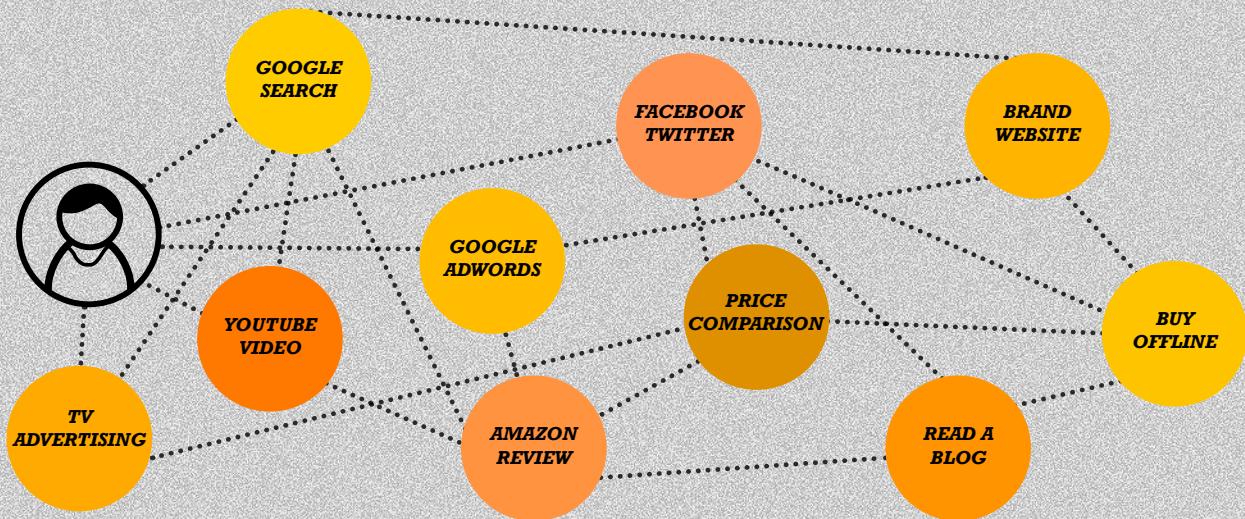
USES OF CORPORATE IDENTITY: STATIONERY, CATALOGUES, BROCHURES AND PACKAGE

Presentation is everything.

When designing an application, we collect the information that needs to appear, then analyse its functional aspect and contact the printers best suited to each job.

In order to provide fast, effective information.

Supporting your business needs.-



Web designed with HTML5 + content management (project database).

Tailor-made design and programming, no templates. Code developed for fast uploading and use on ipad, iphone or android.

SIMPLE MENU:

Designed for those interested in showing their products or portfolio. Can be updated with a personalized content manager to answer individual needs.

PROMOTION COVER

GALLERY: Collection of miniatures to showcase prior projects.

SERVICES: Brief overview with option of publishing a PDF brochure for further information.

CONTACT: Contact details, form and location on Google Maps.

Developments for other navigation options with prior audit.

USABILITY:

CONTENT MANAGER (do-it-yourself content uploading):
Low resolution pictures that can be enlarged.
Text editor.
Tags for each project.
Videos published on Youtube and Vimeo.

SEARCH

By project name.
By tag.
Filtering information by clicking on a tag.

SOCIAL MEDIA

Links to social networks (facebook, twitter, etc.)
Syndication by project for social networks (sharing information on wall).

NAVIGATION

On navigators for PC and Mac (Firefox, Opera, Explorer 9, Safari).
Iphone, Ipad and Android. Option of swiping through enlarged images.
Two languages.
Legal notice.
Sign up on Google Analytics statistics.



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