

We are Medium.

The Medium logo, a stylized white 'M' with a period, set against a solid orange background.

Branding:

Branding creates brand awareness.

Branding makes a memorable impression on consumers and let them know what to expect from your company.

It is a way of distinguishing a brand from other competitors and clarifies what you offer and what makes a brand better choice.

Your brand is built to be a true representation of who you are as a business and how you wish to be perceived.



Branding creates a unique and continuous offline and online experience.

Branding creates recognition.

Branding increases business value.

Branding generates new customers.

Improves employee pride and satisfaction.

Creates trust within the marketplace, engages the customer.

Branding supports advertising.



Our main branding package includes design and guidelines for:

Logotype design

Logotype standards for print/ digital / outdoor

Colors and usage standards

Brand typography standards

Brand visuals / photography standards

(Color balance and corrections, product/people /styling standards)

Iconography standards

Illustration language standards

Advertising standards for billboard, poster, magazines and web banners

Social media page standards (Instagram, LinkedIn, Youtube, Facebook)

Interior graphic standards (Brand color adaptations, wayfinding+signage standards, outdoor signage, flag standards, interior graphic adaptation standards)



Additional packages

1- Corporate standards:

Business card

Letterhead

Envelopes (A4 / A3 / Diplomats / Invoice)

Corporate folder

Packaging (Paper bags, Totebag, Wrapping paper,
Gift packages, Stickers etc.)

Gift card

Notebooks

Form standards (Cover+inner page template)

E-signature standards

E-newsletter standards

2- Printed documents:

Required printed documents (invoice etc.)

Brochures

Catalogues

Leaflets

A stylized, handwritten signature logo in white, consisting of a large, flowing 'M' followed by a period.

Website design:

Corporate website design (UX/UI)

Backend development for the website and CMS (Customer management system panel)

Interior graphics and wayfinding design:

Adaptation of corporate identity standards specific for interiors

Tailor-made interior graphics

Indoor and outdoor signage, wayfinding design

Interior communication signages

(Aisle / Discounts / Covid19 measures signages / Cassier desk information graphics etc...)



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