

nextwavecreative™
EST. 1998

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design. brand strategy. creative execution.

NEXTWAVE CREATIVE

Who We Are

About Nextwave

We are a marketing and design firm **focused** on brand strategy, graphic design and strategic communications

Designing for the Future

Design has never been more important, nor more challenging. In the last five years, the capabilities of creative professionals - and the expectations of consumers - have evolved by leaps and bounds. As a result, the groundbreaking innovations of yesterday - interactive web sites, mobile apps, streaming videos, social media presence - are no longer impressive luxuries; they are staples of the marketing process.

At Nextwave, we're immersed in that reality on a daily basis, working to modernize our clients' brands and redefine their visual identities. Far beyond logos and pretty pictures, effective design creates a cohesive, engaging brand experience across every touch point. It differentiates, educates, motivates. At Nextwave we help companies connect - visually, verbally, and emotionally - with the people who matter most.

We've been winning hearts and minds for more than 20 years. And as the pace of change accelerates, we keep finding new ways to define the word "creative."

Why Clients Choose Us

We stand out from the crowd (in our business, that's important). Here's why:

We've been around. We started Nextwave in 1998, with plenty of experience already under our belts. We've worked as designers and creative directors at major ad agencies and Fortune 500 companies. We've watched technology explode and revolutionize the design world. Yet we also understand that some things never change, like the power of images to inform, educate and persuade.

We're businesspeople too: We understand that your project has to do more than just look good. It has to get results. That's why we take a consultative approach to understand your company's mission and your project goals, set targets to define success, and follow-up with measurement and modifications.

We're versatile: Different audiences require different design styles. With diverse experience in B2B, B2C, and H2H marketing, advertising, internal communications and more, we adapt to meet your needs.

Your Story ... Brilliantly Told

Any message, expressed with energy, clarity and passion, can move people to action. And that's why clients come to Nextwave - to move people. Whether it's drawing in customers or reinvigorating your workforce, we can help. Our product is the creative union of images, words and technology, artfully blended to capture your message and evoke a response.

More importantly, we bring continuity to the entire brand experience. Every creative element is a piece of a bigger picture, working in harmony to create valuable relationships with your customers and employees. That's why we think of ourselves as more than "designers" - we are creative strategists focused on producing business results.



Strategy Implementation

- Cross-Channel Campaigns
- Concepting
- Messaging & Positioning
- Corporate Event Content
- Social Media
- Brand Management
- Communications Planning
- Corporate Events



Design

- Branding
- Digital Media
- Holograph
- Prototyping
- ui/ux Design



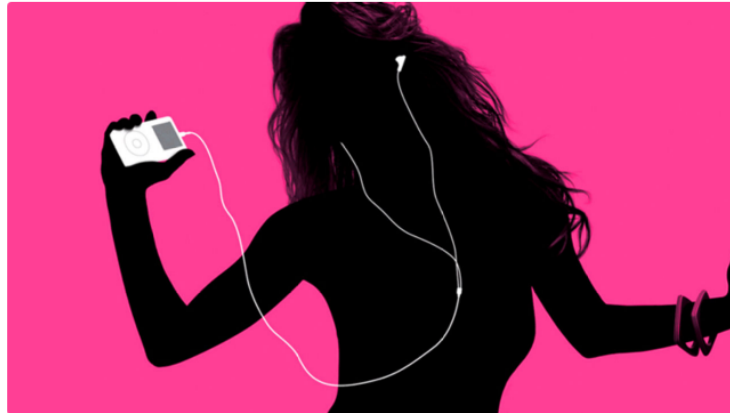
Production

- Digital Content
- Photography
- Video



04
AUG 2015

Hues are huge: the powerful role of color in branding



Here's a quick branding pop quiz. In the list below, which companies come to mind when I mention only their industry and their prominent brand colors?

- Orange home improvement store
- Brown shipping company
- Red cola
- Pink cell phone service provider
- Green coffee shop

I don't even have to post the answers upside down at the bottom of the page - you already know them. That's how powerful colors can be in developing and maintaining a recognizable brand.

In Nextwave's experience with Fortune 500 companies (first as internal brand managers and now as a creative agency), color is always a hot topic in design meetings. If applied intelligently, color

SEARCH

CREATIVE BEAT

What it takes to get behind our clients brands and other creative thoughts.

CATEGORIES

- > Brand
- > Concept
- > Content Creation
- > Design
- > Inspiration
- > Marketing Communications
- > Wild Card

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