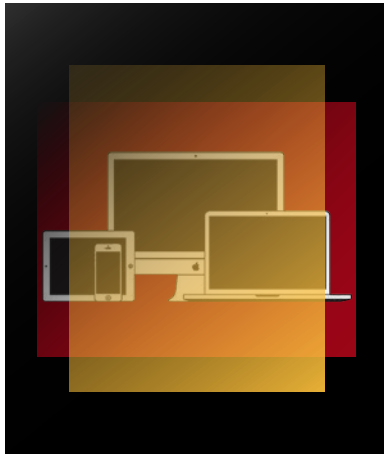


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4.0 !°EVOLUTION



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D2IGN\_UPGRADE



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d2iGN VAN DIERSELHUIS

\_Strategic approach & branding

POINT: 01 | 20

Your contact person:

**Marie-Luise Sommerfeld**

To whom may concern,

the following pages will give you a compact view who we are and also includes some views to what and how we do.

## HELLO @ YOU & YOUR BUSINESS,— THIS IS WHO WE ARE

\_who we  
are

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DIERSELHUIS

**D2iGN VAN DIERSELHUIS is a Design Agency** headquartered in Neuss (a city next to Düsseldorf), Germany which I **founded in 2015**.

My Name is **Christian Dierselhuis** and after the succesfull graduation (summa cum laude) at Germanys distinguished Design University (HSNR Krefeld) I had previously worked as an Art/Creative Director at various succesful projects and brands, so we can look back on longstanding experience in brand support for large, medium, and small companies.

We (8 certified design-, coding- and marketing-gurus) fulfill customer jobs in a fixed team and the support of our external specialist network for special requirements. Within our team, I **have the role of Creative Director** as well as handling our (and our clients) strategy and conception.



With this team of virtuose experts **we covering** succesfully **the entire range of classic communication**. From complex corporate design solutions to smart print- and digital-media **with german accuracy, perfectionism and always on time.**

— • —

Christian Dierselhuis | CEO



Kind regards

**Marie-Luise Sommerfeld** | ADM

\_BRANDING

\_CORPORATEDESIGN

\_CORPORATEWEBPROFILE

\_CORPORATEIDENTITY

\_CORPORATECONSULTING

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## HELLO @ YOU & YOUR BUSINESS,— THIS IS WHAT WE DO

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### WHAT WE DO

We develop, design and strengthen brands. To do this, we work in a holistic and interdisciplinary manner. Our areas of activity are brand strategy, brand design, brand ID and brand communication.

Our customer spectrum ranges from large and medium-sized companies to small Start-Ups.

### SOME TEASERS OUT OF OUR GERMAN-SPOKEN PROJECTS:

<https://www.d2ign.com/projekte/maki/>

<https://www.avhgneuss.de/>

### SOME TEASERS OUT OF OUR GERMAN-ENGLISH PROJECTS:

<https://www.comfort-parking.com/de>

<http://www.private-properties.com>

### SOME TEASERS OUT OF OUR DUBAI PROJECTS:

<https://www.d2ign.com/projekte/moevenpick/>

<https://www.d2ign.com/projekte/moevenpick-campaigns/>

### Our contribution<sup>\*1</sup>

CI | CD | EDT

CI | CD | WEB

CI | CD | WEB

CI | CD

CI | CD | EDT

CD | BRD

— • —

<sup>\*1</sup> CI = Corporate identity

CD = Corporate design

EDT = Editorial design

<sup>\*1</sup> WEB = Web development

BRD = Branding

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## HELLO @ YOU & YOUR BUSINESS,— THIS IS HOW WE DO

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**We are not creating** at or with beauty, — we only do **with math**.

### What does it mean?

Even in this age of digital transformation, the core values of successful work consist of established processes: starting with profound micro and macro analyses, followed by a carefully considered strategy, working out a coherent concept, developing the creation, implementing it, and of course, an evaluation as a monitoring step. Needless to say, the tools, channels, increasingly complex target groups or similar influencers are always changing.

The pace for developing adequate results has also increased – but in our opinion, the core of the work processes remains the same. You just need the courage and get involved with the constantly evolving circumstances. To get this courage we don't just use our personal flavours or simply try to hit the one of our employers. We are only working with mathematical terms and conditions, because:

### Flavour isn't subjective!

**By math it's possible to create** everything in a way everybody (yes, — 10 of 10 Peoples) likes! If you create things or strategies appropriate to cosmic rules (like and by math) it's not even possible to dislike the results, — or do you know anybody who criticize the shapes of trees, stones or vortexes? Fibonacci, the golden ratio and fractals are just three of many examples to get into the blueprints of our work. So all in all, we are not simply creating design, — no! It's nothing less than generating:

### Cosmic conform design!

— • —

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**Marie-Luise Sommerfeld**

The slide features the d2iGN VAN DIERSELHUIS logo and tagline in the top right corner. The main title 'UPGRADE SPECTRUM' is centered, with a small icon to its right. Below the title, the text 'Brand Identity / Corporate Identity' is displayed. To the right of this, a vertical list of services is provided, each preceded by a bullet point. A small circle icon is located at the bottom right of the list.

**UPGRADE SPECTRUM**

Brand Identity /  
Corporate Identity

- Brand analysis
- Positioning
- Strategy
- Brand development
- Brand classification
- Brand architecture
- Brand restructuring

• • • • •

— • —

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\_CORPORATE IDENTITY    \_CORPORATE CONSULTING

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**UPGRADE****SPECTRUM**

**Brand Design /**  
**Corporate Design**

- Logo development
- Names and claims
- Guidelines and manuals
- Office equipment
- Iconography
- Branding measures



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\_CORPORATE **WEBPROFILE**

\_CORPORATE **IDENTITY**

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The slide features the d2iGN VAN DIERSELHUIS logo and tagline in the top right corner. The main title 'UPGRADE SPECTRUM' is centered, with a small icon to its right. Below the title, the text 'Analog media' is positioned to the left of a list of items. The list includes: Books and catalogs, Magazines and brochures, Business units, environmental reports, Advertisements, posters, flyers, visiting cards etc., and Packaging. A small circular icon is located at the bottom right of the list.

**UPGRADE SPECTRUM**

Analog media

- Books and catalogs
- Magazines and brochures
- Business units, environmental reports
- Advertisements, posters, flyers, visiting cards etc.
- Packaging

• • • • •

— • —

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**Marie-Luise Sommerfeld**

The slide features a dark background with a grid layout. In the top right corner, there is a logo for d2iGN VAN DIERSELHUIS and the text 'Strategic approach & branding'. The main content area is divided into two sections. On the left, the text 'UPGRADE SPECTRUM' is displayed in a large, bold, sans-serif font, with 'UPGRADE' in white and 'SPECTRUM' in a light blue color. Below this, the text 'Digital Media' is written in a smaller, white, sans-serif font. On the right, a list of services is presented in a white, sans-serif font, preceded by a bullet point: 'Websites', 'Microsites', 'Brand portals', 'HR portals', 'Online shops', and 'Online marketing'. A small, light blue circular icon is located in the bottom right corner of the slide.



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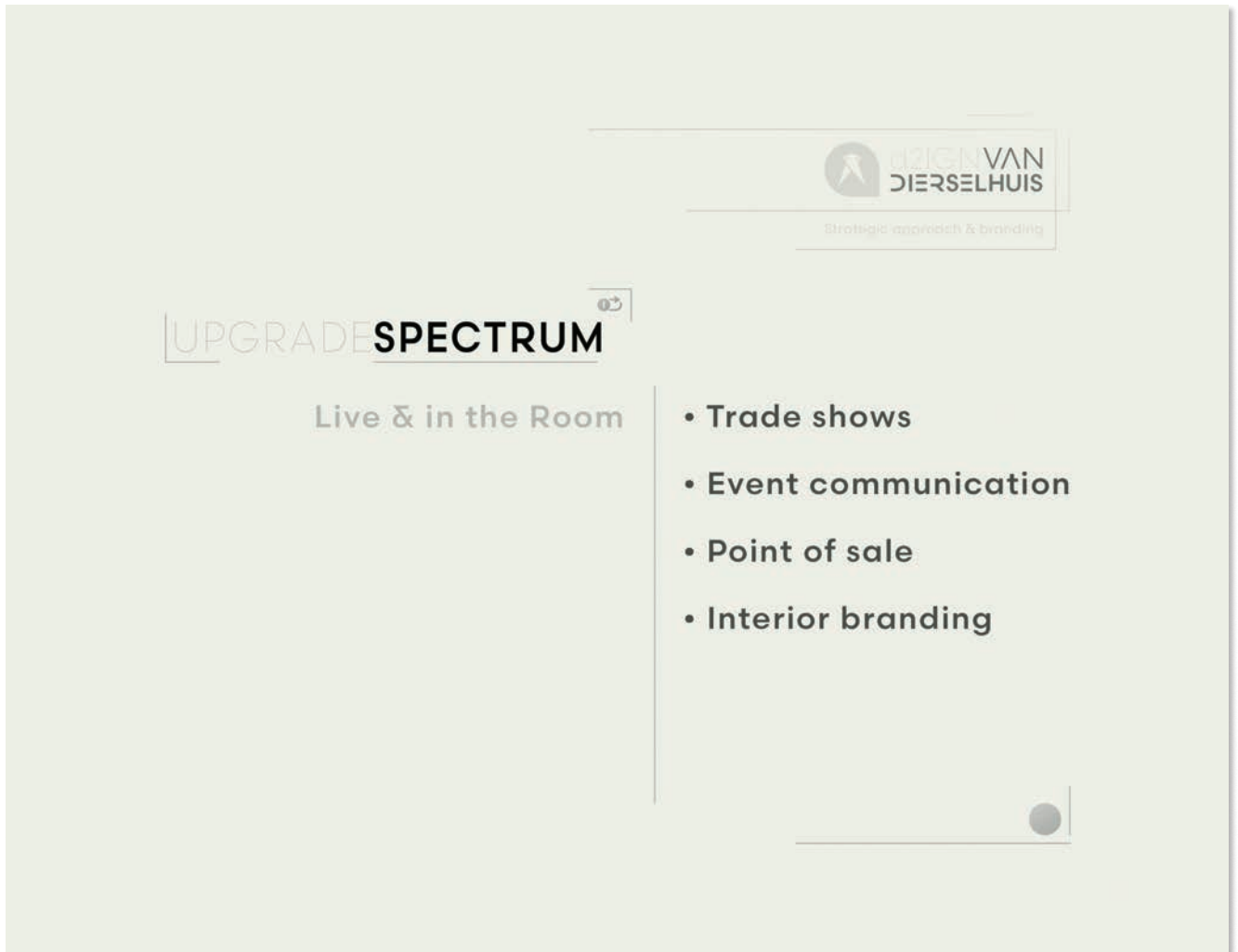
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## \_our RATES & PACKAGES

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Your contact person:

**Marie-Luise Sommerfeld**

To whom may concern,

the following pages will give you a compact view about our rates and also inform you about our exclusive top-sellers: Our **D2iGN\_Packages**.

## RATES

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rates

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d2iGN VAN  
DIERSELHUIS

**D2iGN VAN DIERSELHUIS enables** every business to face every kind of market with our alluring German design tools.

Have a look at our efforts. Find the ones which are fitting to your vision. Place an order and we'll start instantly to generate your vision.

We allow us to invoice for our services an hourly rate of pay:

**\_1HOURD2iGN<sup>\*1</sup>**

**129,- EUR<sup>\*2</sup> | 149,- USD<sup>\*2</sup> | 549,- AED<sup>\*2</sup>**

<sup>\*1</sup> **excluding** taxes.

<sup>\*2</sup> If client wants us to use buyable content (Such as pictures, movies etc.), technical features (such as plugins, themes etc.) or buyable digital placements (such as GoogleAdWords etc.) this can be generate follow-up costs.

— • —

Kind regards

**Marie-Luise Sommerfeld** | ADM

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## D2iGN\_PACKAGES<sup>\*1,2</sup> | #1 PRE-PRESS\_MEDIA

### ELEMENTAL\_PACKAGE

1 Logo design  
1 Visiting card design

**1.200 € | 1.340 \$ | 4.915 AED**

### AMBITIOUS\_PACKAGE

1 Logo design  
1 Visiting card design  
1 Letterhead design  
1 Flyer design

**1.999 € | 2.240 \$ | 8.195 AED**

### ADVANCED\_PACKAGE

1 Advanced Brand analysis  
1 Naming  
1 Logo design  
1 Visiting card design  
1 Letterhead design  
1 Flyer design  
1 Roll up design

**2.999 € | 3.360 \$ | 12.290 AED**

### COMFORT\_PACKAGE

1 Comfort brand analysis  
1 Naming or claim design  
1 Logo design  
1 Visiting card design  
1 Letterhead design  
1 Flyer design  
1 Roll up design  
1 Placard design

**3.999 € | 4.480 \$ | 16.390 AED**

### SUPREME\_PACKAGE

1 Supreme brand analysis  
1 Naming and claim design  
1 Logo design + reduction  
1 Visiting card design  
1 Letterhead design  
1 Special flyer design  
1 Roll up design  
2 Placard designs  
1 brochure design (20 pages)

**5.999 € | 6.695 \$ | 24.575 AED**

<sup>\*1</sup> **excluding** taxes.

<sup>\*2</sup> If client wants us to use buyable content (Such as pictures, movies etc.), technical features (such as plugins, themes etc.) or buyable digital placements (such as GoogleAdWords etc.) this can generate follow-up costs.

Kind regards

**Marie-Luise Sommerfeld** | ADM



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**Marie-Luise Sommerfeld**

## D2iGN\_PACKAGES<sup>\*1,2</sup> | #2 DIGITAL\_MEDIA

### ELEMENTAL\_PACKAGE

1 Logo design  
1 Screen design

1.200 € | 1.340 \$ | 4.915 AED

### AMBITIOUS\_PACKAGE

1 Logo design  
1 Screen design  
1 Basic Google MyBusiness  
makeover (Logo + 2 Pix)

1.999 € | 2.240 \$ | 8.195 AED

### ADVANCED\_PACKAGE

1 Advanced brand analysis  
1 Naming  
1 Logo design  
1 Screen design  
1 Google MyBusiness  
advanced makeover  
(Logo + 4 pics  
+ advanced set up)

2.999 € | 3.360 \$ | 12.290 AED

### COMFORT\_PACKAGE

1 Comfort brand analysis  
1 Naming or claim design  
1 Logo design  
1 worked premium  
word press theme  
(till 10 Pages)

4.999 € | 5.599 \$ | 16.390 AED

### SUPREME\_PACKAGE

1 Supreme brand analysis  
1 Naming and claim design  
1 Logo design + reduction  
1 bookmark icon  
4 branding booster pix  
1 worked premium  
word press theme  
(till 16 pages)

7.999 € | 8.925 \$ | 32.770 AED

<sup>\*1</sup>excluding taxes.

<sup>\*2</sup> If client wants us to use  
buyable content (Such  
as pictures, movies etc.),  
technical features (such as  
plugins, themes etc.) or  
buyable digital placements  
(such as GoogleAdWords  
etc.) this can generate  
follow-up costs.

No fitting package for your business? No problem, we generate an individualized one for you.  
Just send us an email with a list of your imaginations and we'll create the fitting one for you.

Kind regards

**Marie-Luise Sommerfeld** | ADM

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## KONTAKT

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\_yes,— we're also  
**sellin'art**



Kind regards

**Marie-Luise Sommerfeld** | ADM



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**Please feel free** to get in touch with us about any visions and projects you would like **to realize**.

**We look forward** to hearing from you and your suggestions **to create and generate your 4.0 design**.



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