



# Hello world!

Let's talk about branding  
and communication.

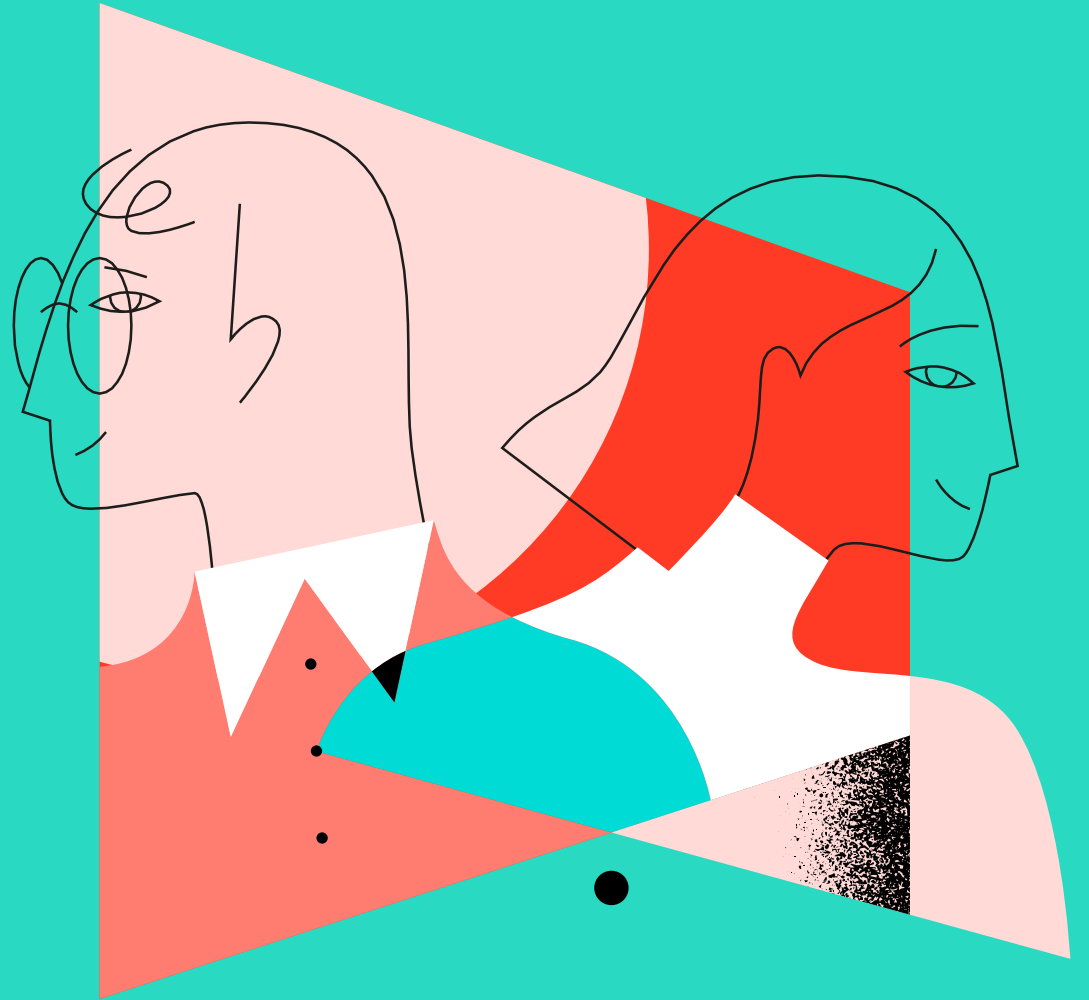


**Admind\_**BRANDING AND  
COMMUNICATIONS

# Branding is not about what we see.

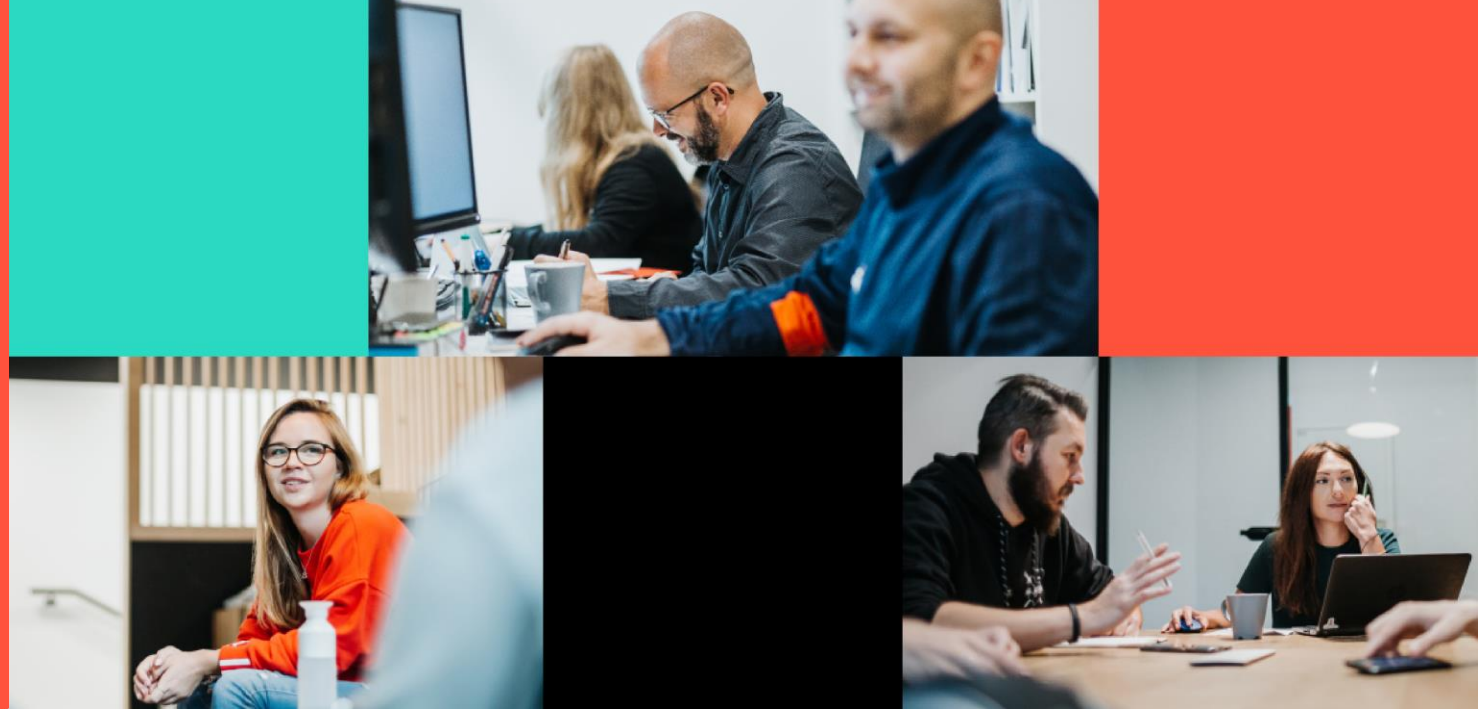
It's all about the constant  
exchange of thoughts, ideas,  
words, emotions, opinions, views,  
beliefs, feelings, theories,  
hypotheses, concepts, and minds.

It's all about good communication.



# A

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**For **ten years**, we have been discovering how design, branding, and our clients' experiences are changing - and how efficient, thoughtful communication plays a role in creating these experiences.**

This is the reason why we are here today. We want to present our approach to challenges to today's world and the role of a branding agency in shaping proper communication.

# We like numbers

But we still prefer branding  
and communicating more  
than counting.

**6**

offices in 5 countries



**14**

nationalities



**No. 1**

the biggest branding  
agency in Poland



More than

**100**

employees



**10**

years on the market





# **Creative Services**

New definition of „Multidisciplinarity“





#### CREATIVE SERVICES

**Creative Services will do magic to make brand stand out from the crowd. We'll create your brand ticking all the boxes all the way up - from print and packaging, through complex infographics and pictograms, to illustrations or 3D & motion elements.**

We believe in the power of visual thinking to build unique and consistent brands, always trying to find the most meaningful way to enhance your brand essence.

### Insight:

*Large organizations employing several thousand employees create more and more graphic materials each year. To react quickly to a rapidly changing reality, they must have as many sources of communication and formats as possible*

### Solution:

Centralized, multidisciplinary, and large teams that can provide any branding related service. For several years, we have built an international team of experts who can work on projects from scratch to implementing or developing the brand and all its resources. The 60-person creative team is designed to do just that.



# Ways of working



**Design Thinking**



**Agile processes**



**Cross-functional  
collaboration**





# Brand Advisory

To share knowledge.

To support brand development.



## **Insight:**

*We live in times when it is difficult to manage a brand with one brandbook. The brand changes every week and new materials are created every day at the request of brand managers from all over the world. We need a team that will work for the brand management and properly manage work from around the world. Fast and effective.*

## **Solution:**

Bearing in mind our clients' needs, we have created a department consisting of designers and communication specialists who advise, support, and conduct training for brand managers. Thanks to this, people who have a real impact on communication and brand development have better access to the latest rules and guidelines.

A woman with long brown hair is smiling and looking towards the camera. In the background, a man with a beard is looking at a whiteboard. The whiteboard has some handwritten notes and diagrams. The setting appears to be a modern office or meeting room with large windows.

# 21 036

Brand Advisory queries

# 5

years of activity

# 1 310

people signed up for trainings

# 117

trainings conducted

## BRAND ADVISORY

**This service guides consumers, employees, and vendors through the visual aspects of the brand, educating and promoting knowledge of the brand.**

It creates consistent brand communication across the whole company and aligns different business agendas, worldwide locations, roles, and skills.

It combines three factors: brand support and advising, knowledge sharing, as well as brand development and implementation.



# Ways of working

## **Brand Manager on the client's side**

Twice-weekly meetings where we discuss the most crucial topics.

## **Brand Portal Team**

Takes care of all technical aspects of the Brand Portal and the Media Bank.



## **Principles Team**

Monthly alignment to gather feedback from the community, develop principles further, and update the existing principles.



# Team Principles

Brand expansion specialists



## TEAM PRINCIPLES

### Insight:

*Our brand is constantly developing, expanding, and codifying the brand structure's existing rules and resources. We are focused on business development and communication, but we need a partner to constantly support us in creating clear instructions for designers who will work with the brand in the future.*

### Solution:

We created a special team of designers, copywriters, and strategists whose highest ambition is to provide reliable and specific yet open directions that leave enough room for other designers to be inspired and adapt the brand to any needs arising in its everyday application.





## PRINCIPLES

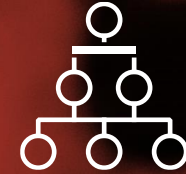
**This service progresses your brand into new areas, stretching its reach to advanced media, through varying circumstances and applications: simultaneously advancing it while maintaining coherency and clarity.**

New formats and react to emerging trends, the need for describing new visual identities and for protecting brand equity is more evident than ever.

**Team Principles can**  
**support you both in**  
**matters of design and**  
**brand coordination:**



**Brand  
Design**



**Brand  
Consistency**



**Brand  
Control**



**Brand  
Vision**



# Ways of working

## Specialized Designers

Highly qualified designers with more exotic skills often work with Team Principles on complex projects.



## Brand Manager on Client's side

Team Principles supports the Brand Management with insights on brand development, usage and necessary updates.

## Brand Portal Team

Team Principles cooperates with both the Brand Portal and the Media Bank teams.



## Team Principles



## Brand Advisory Team

Team Principles assists the Brand Advisory team in corner cases



## Third Party Designers

Feedback from designers actually working with the brand is crucial, hence Team Principles often interviews them to make sure that any brand construction rules are clear and easy to use.





# Brand Portal

Brand is content.

### Insight:

*In a large organization, access to the most important materials must be easier, and the management of the portal, which collects resources important for the development of the brand, must be of the highest level. The ongoing introduction of changes, modifications from the perspective of the user path, and UX in terms of the transparency of the entire portal can bring real savings of time and money for the entire organization.*

### Solution:

Designing, creating, and managing a Brand Portal concentrates the most important materials for brand managers and third parties from around the world. Team serves as a hub for all parties involved in brand development and end users as well. Our experts actively solicits requirements from businesses, stakeholders and users and other teams to deliver effective and useful brand web/digital platforms.



## BRAND PORTAL

**Brand Portal team delivers comprehensive service to help companies choose or build effective digital platforms, which can be used as an enhancement of corporate identity communication.**

From product visioning, digital assets management to consultancy and guidance – all lead to a better and tailored digital solution.



**Our team **helps** customers find a product vision by defining the goals and deliverables.**



**Contact with  
administration**



**Research on  
UX improvements**



**Technical  
support**



**Legal  
support**



# Ways of working



**Businesses**



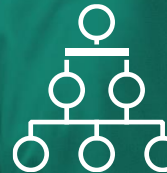
**Visual designers**



**Brand Portal Team**



**Developers**

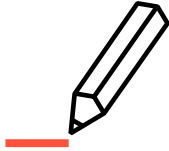


**Solution architects**



**To sum up...**

## FOUR DEPARTMENTS, ONE SPECIFIC GOAL



**Creative  
Services**



**Brand  
Advisory**



**Principles**



**Brand  
Portal**

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Four different departments, four areas, and one specific goal: **maintain brand consistency for big companies.**

This model of our work is oriented towards business development and supporting effective communication of the company. **This is a future of conscious branding.**



# About to finish

It is said that presentations with an attractive final slide are 46% more persuasive. That's why we put this picture here.

This is only part of an extraordinary team whose undeniable value is continuous development.





Every day we expand our knowledge about our clients, their expectations, as well as branding and the methods of effective communication.

**We learn from the best to become the best.  
Now we are ready for the next challenges -  
as **Admind**, and as your partner.**



# Thank you



[admindagency.com](http://admindagency.com)