

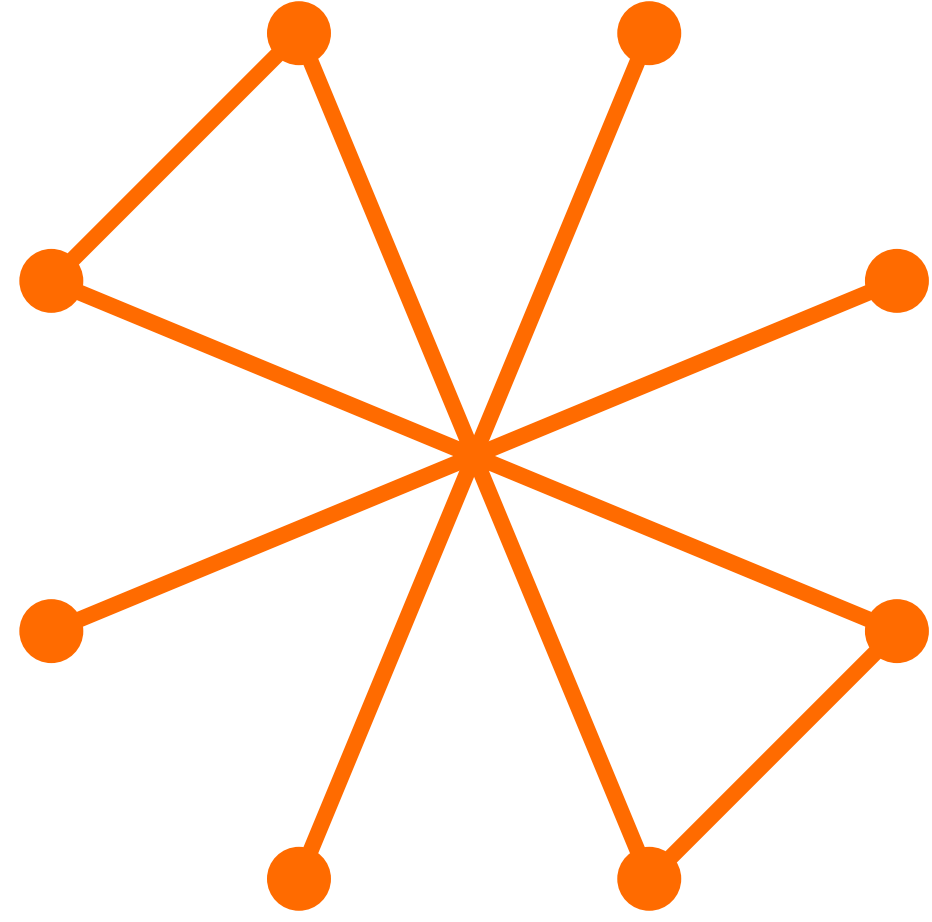
Branding System

Concepts

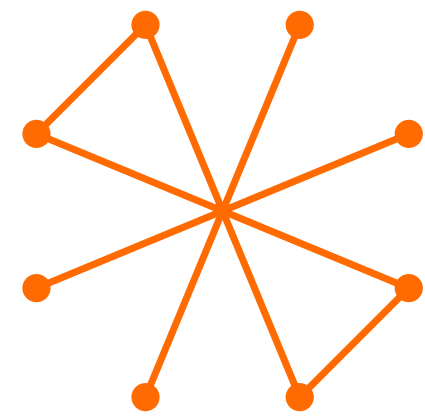
- 1. DSN Evolves**
- 2. What's in a Name?**
- 3. A Unified Vision**

DSN Evolves

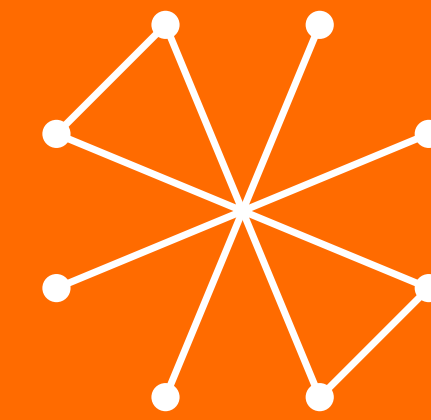
Concept 1



DSN



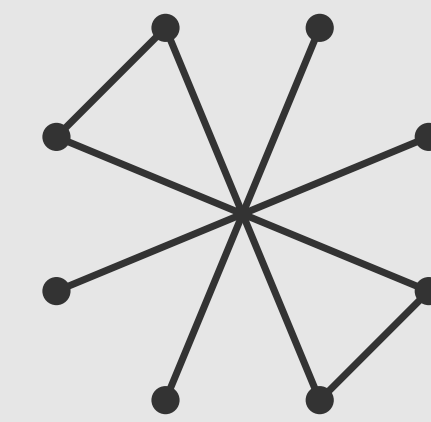
DSN



DSN

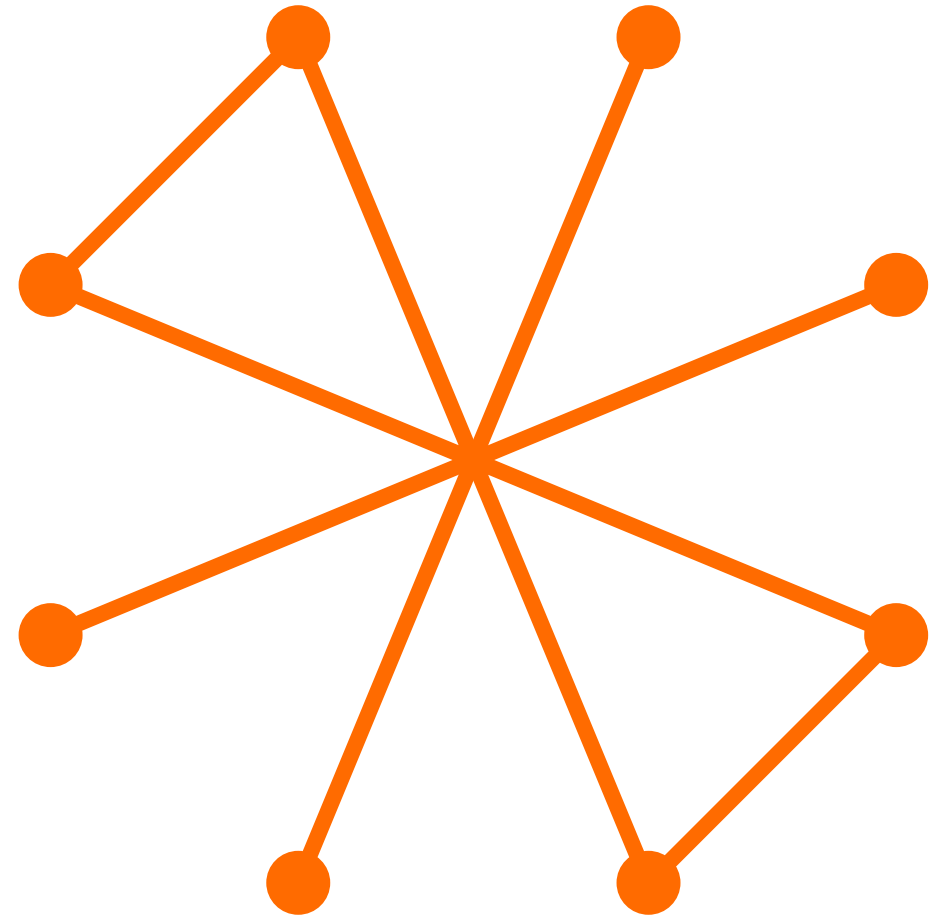


DSN

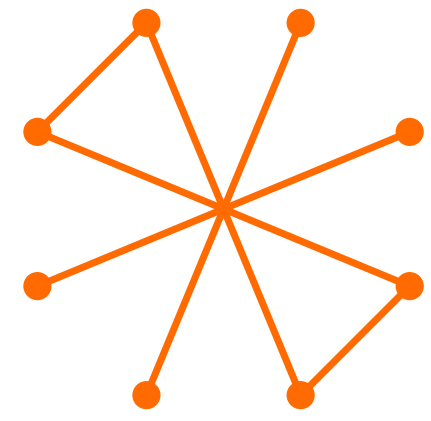


DSN

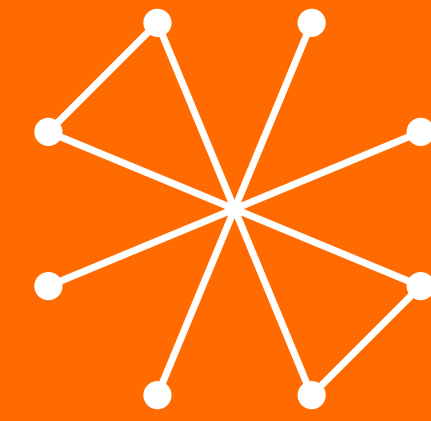
Concept 1



De Schutter'
Neroc



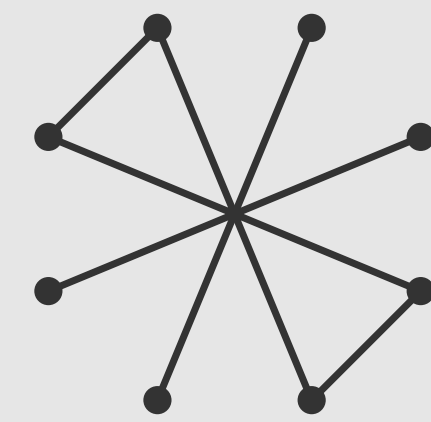
**De Schutter'
Neroc**



**De Schutter'
Neroc**

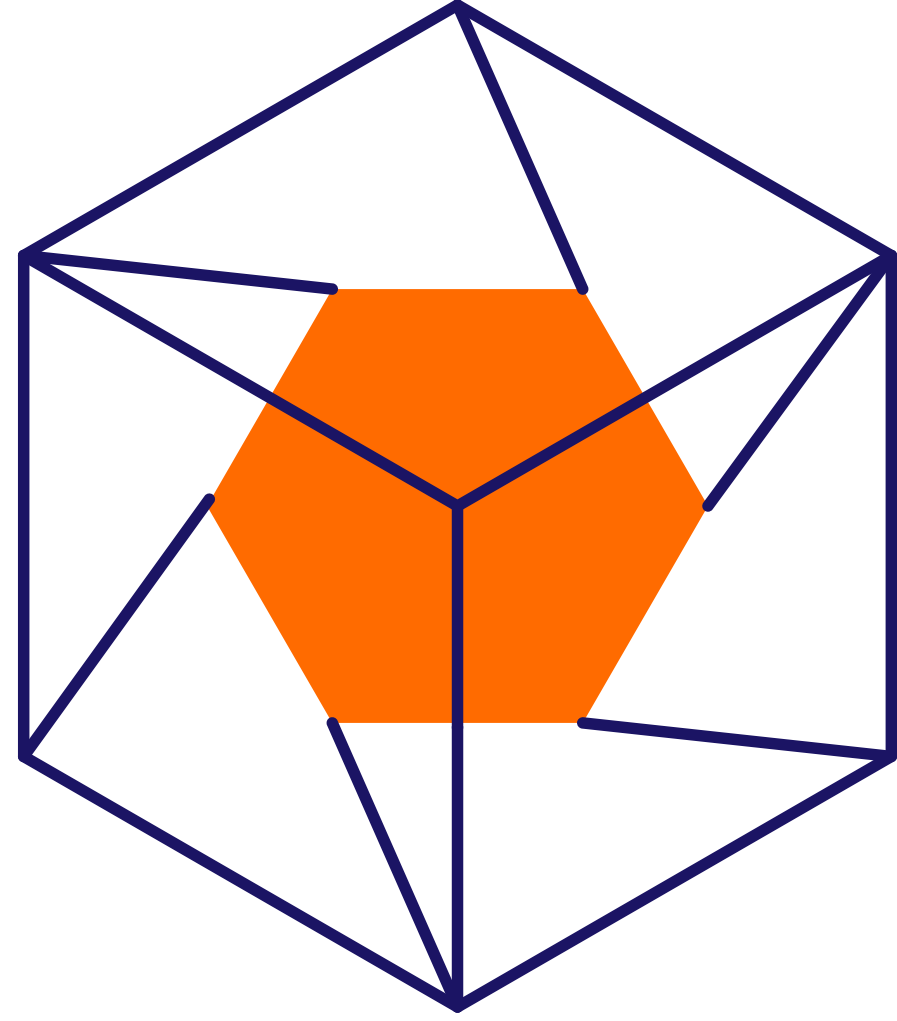


**De Schutter'
Neroc**



**De Schutter'
Neroc**

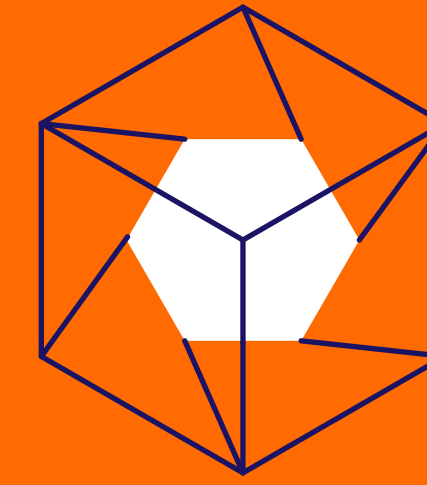
Concept 2



DSN



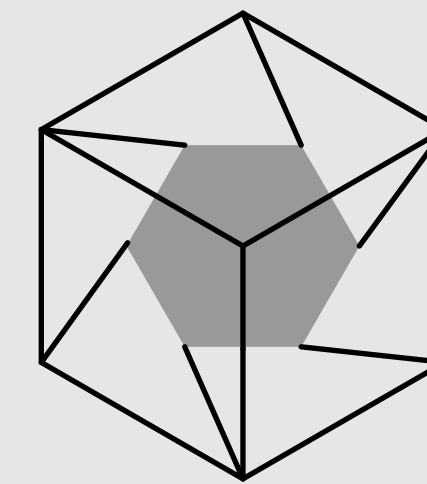
DSN



DSN

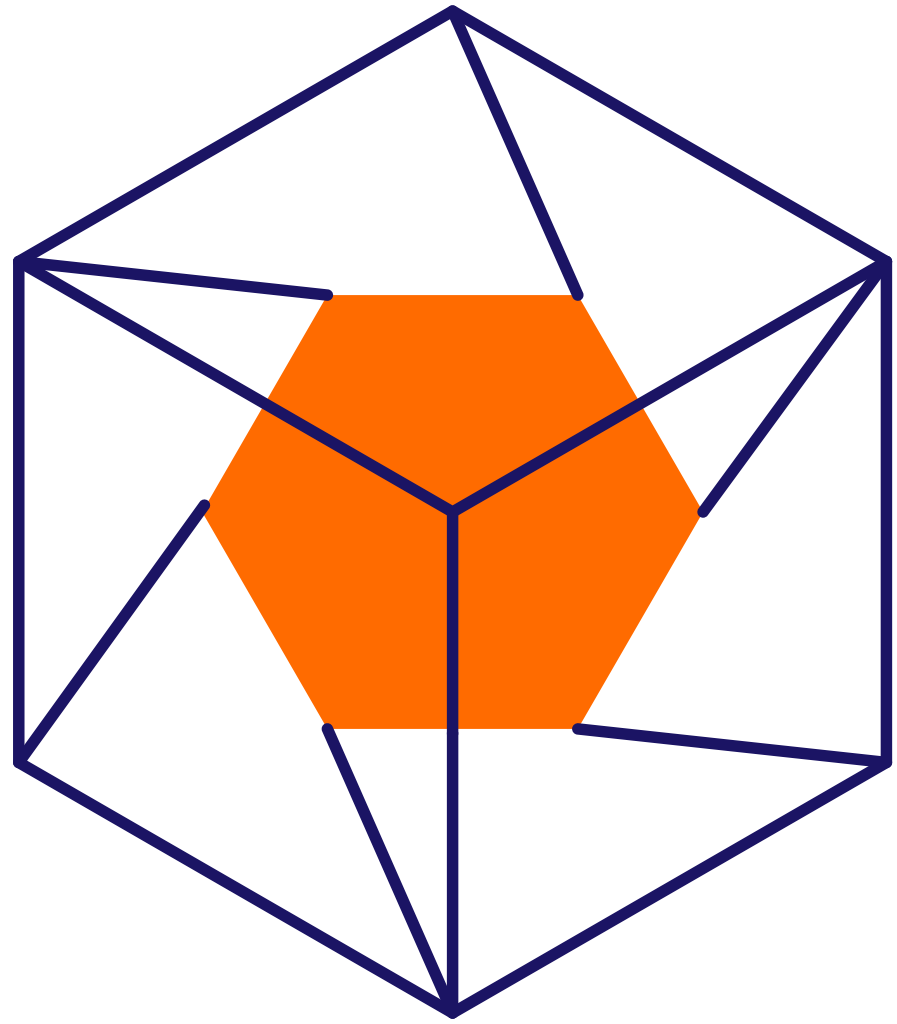


DSN

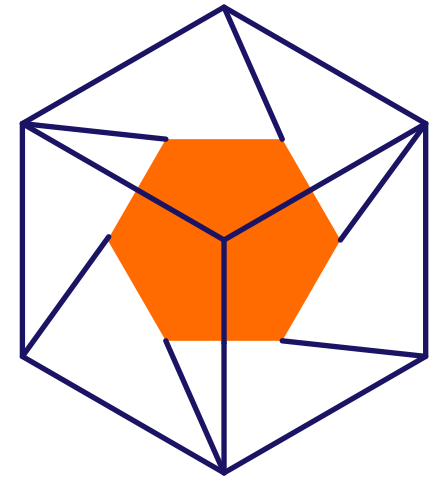


DSN

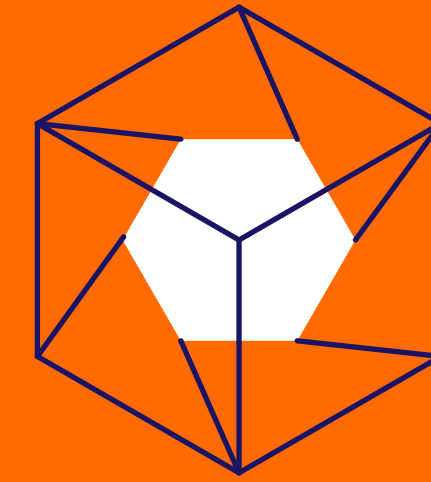
Concept 2



De Schutter'
Neroc



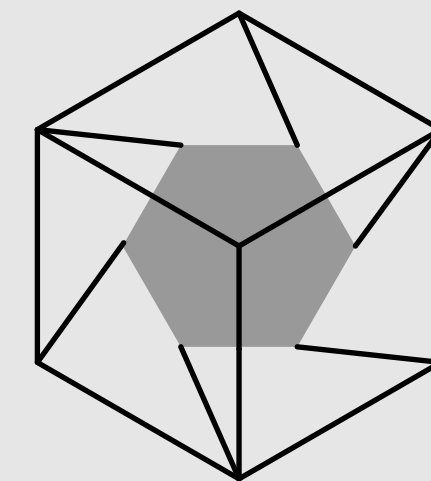
**De Schutter'
Neroc**



**De Schutter'
Neroc**

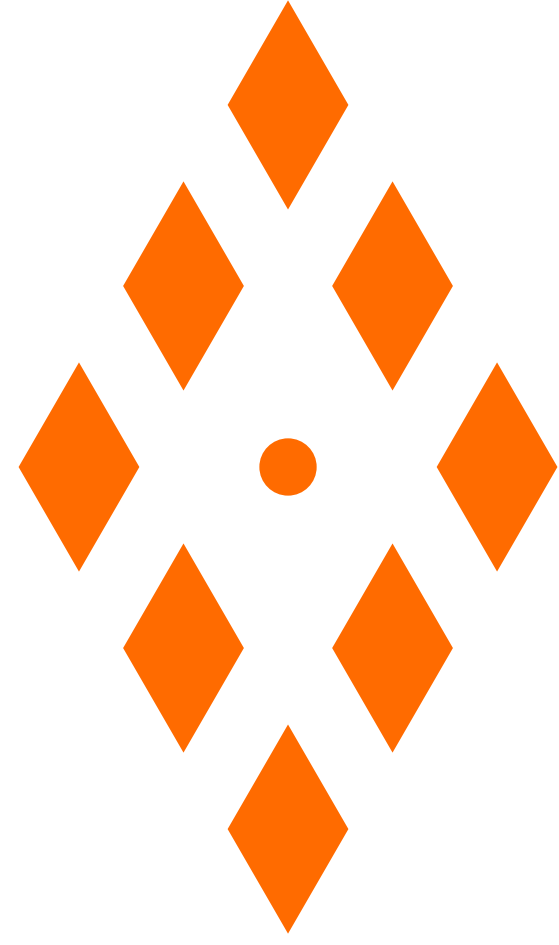


**De Schutter'
Neroc**



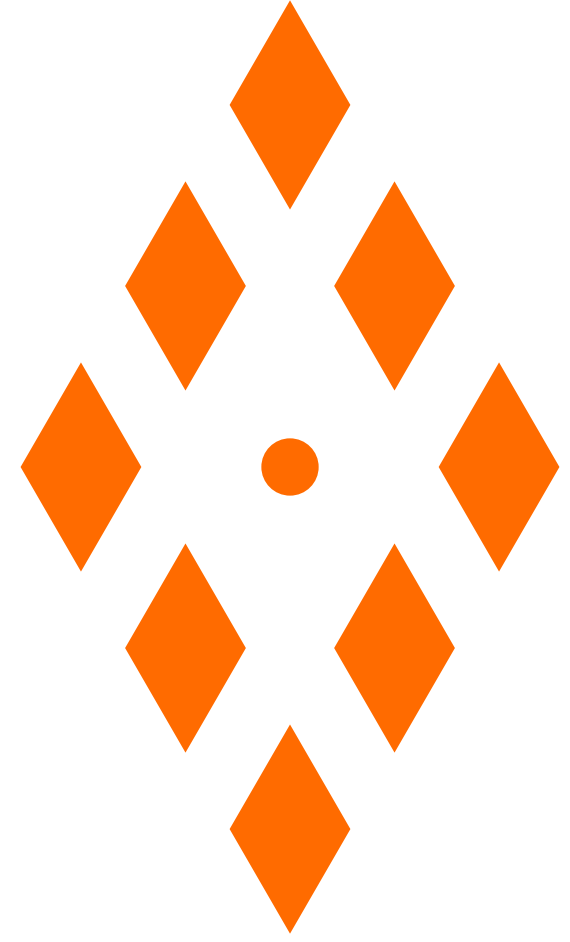
**De Schutter'
Neroc**

Concept 3



DSN





De Schutter'
Neroc



**De Schutter'
Neroc**



**De Schutter'
Neroc**



**De Schutter'
Neroc**



**De Schutter'
Neroc**

What's in a Name?

DSN

DSN

Brand Asset Production

De Schutter' Neroc

De Schutter' Neroc

Brand Asset Production

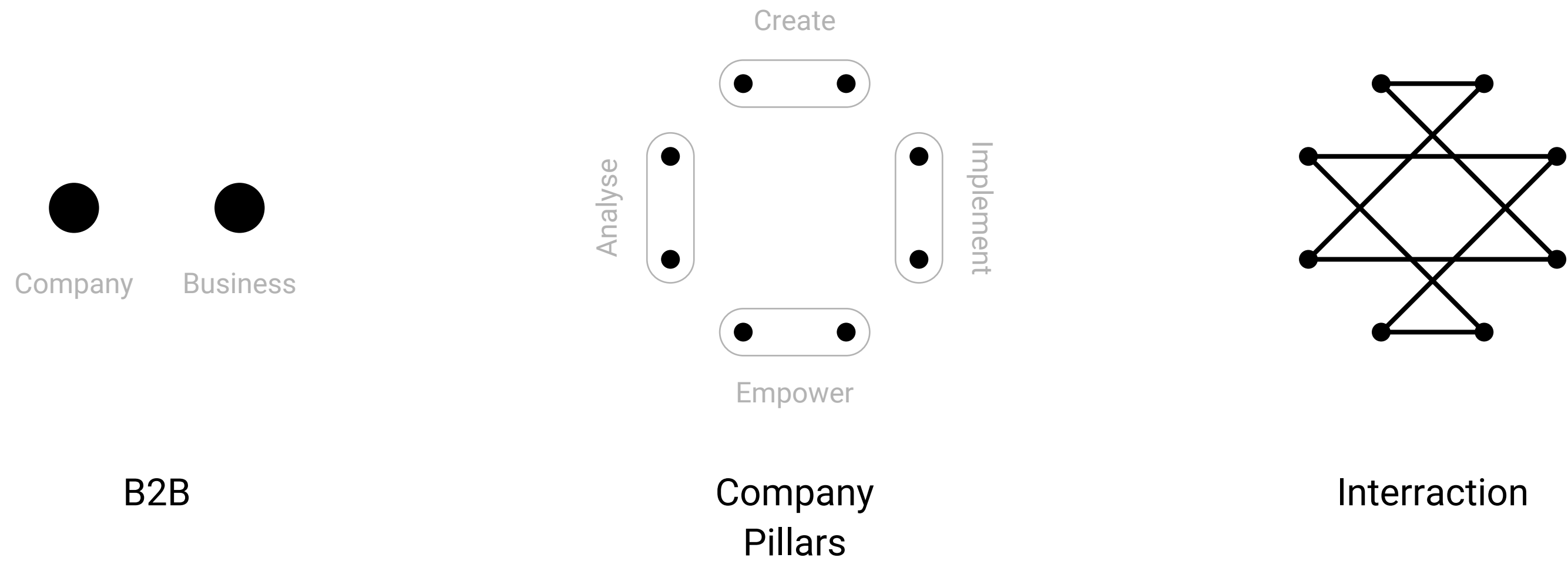
D S N

De Schutter' Neroc

A Unified Vision

Concept 1

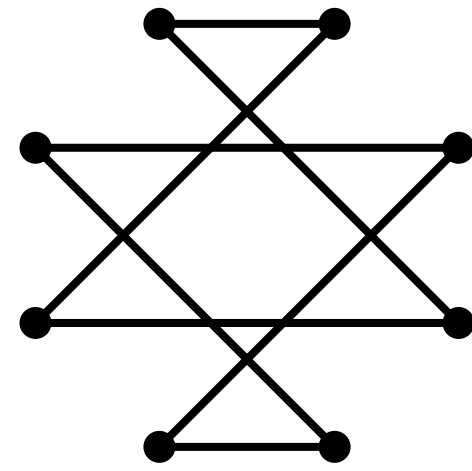
Symbol



Concept 1

The general idea is that the group of companies have many tasks in marketing branding, creative ideas, and each of them has its own way. But all tasks are united by the common integrated approach. Dots represent the communication between the company and the client (B2B). Four dots in the sign embody four company pillars: analyse, create, implement and empower. Connected dots represent communication between the company and a client on each stage. Many options of connecting dots allow developing images for a different scope of activities of affiliated companies.

System



Brand Quadergy

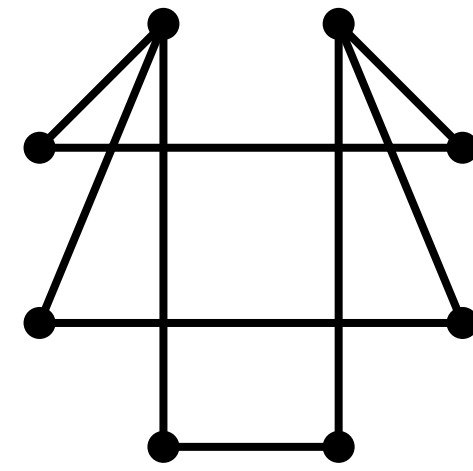
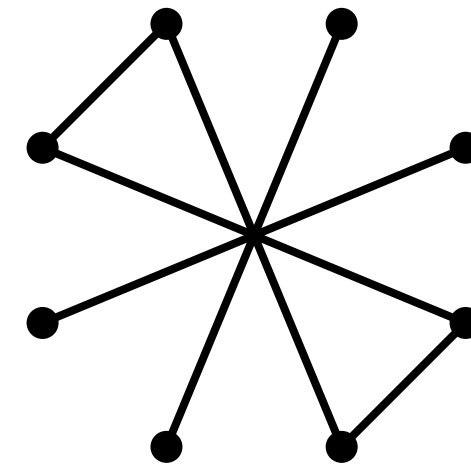
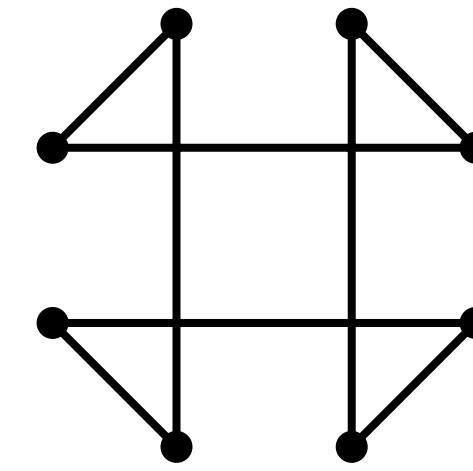


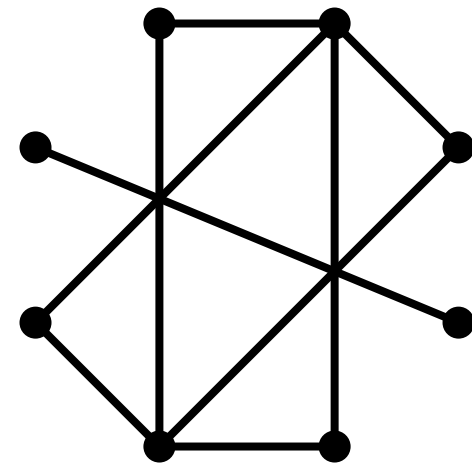
Photo Studio



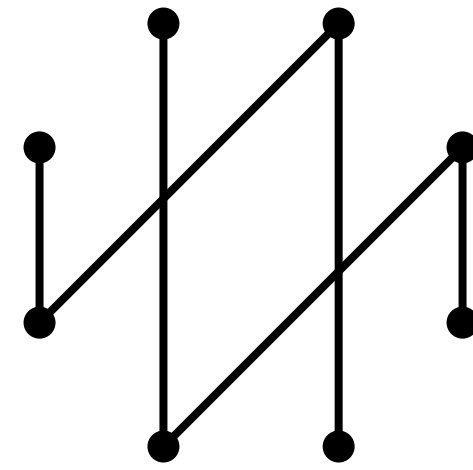
DSN



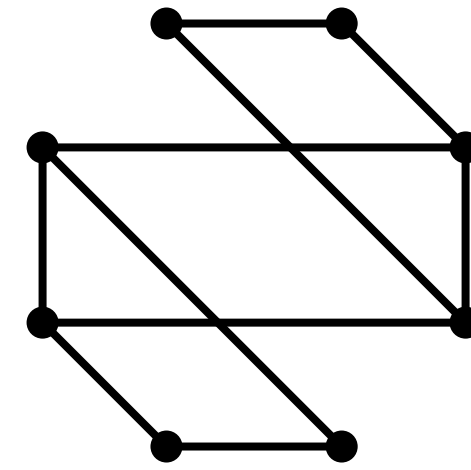
TGS



Design Board



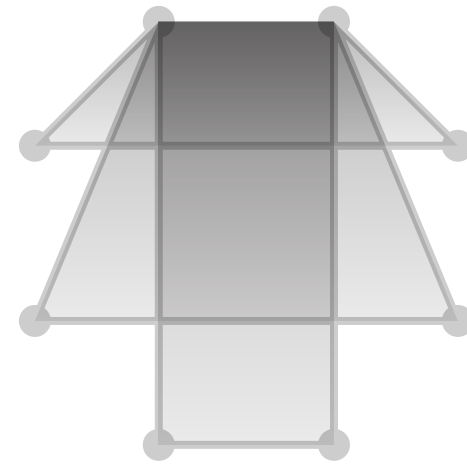
Promez



Pack Flow

Concept 1

Photo Studio



Lights

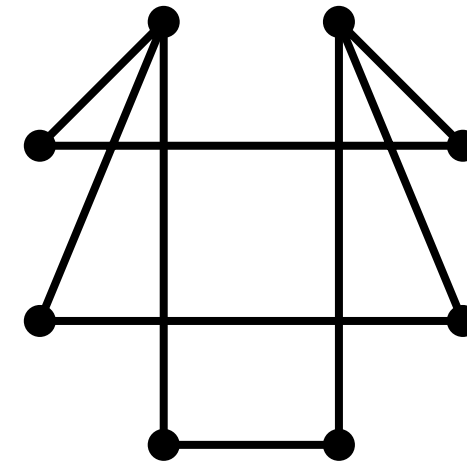
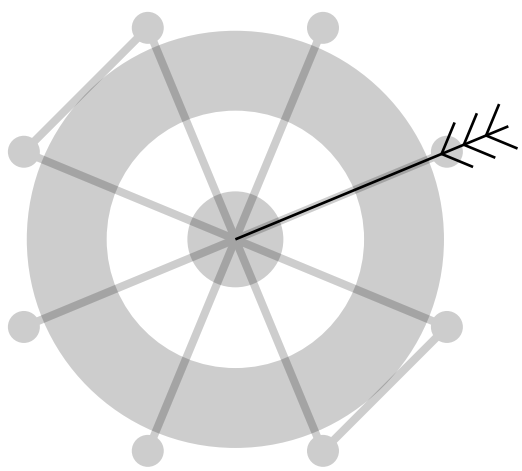


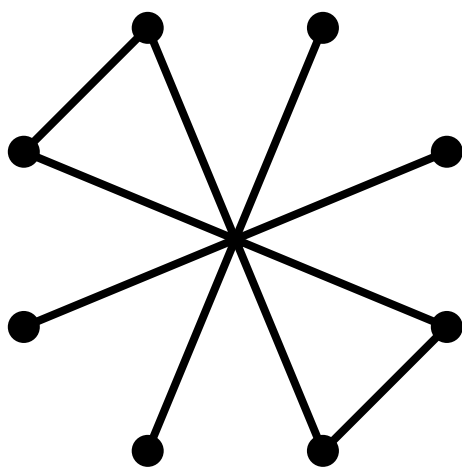
Photo Studio

Concept 1

DSN

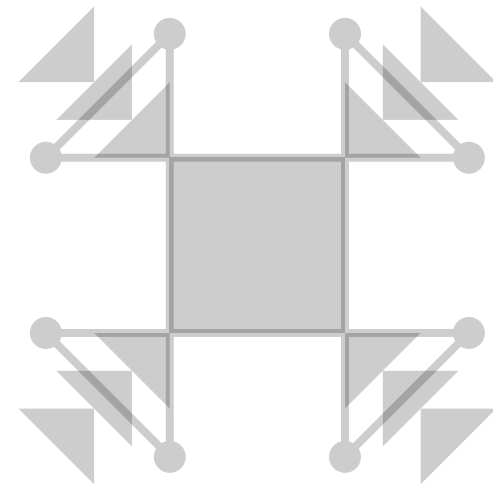


Target / Arrows



DSN

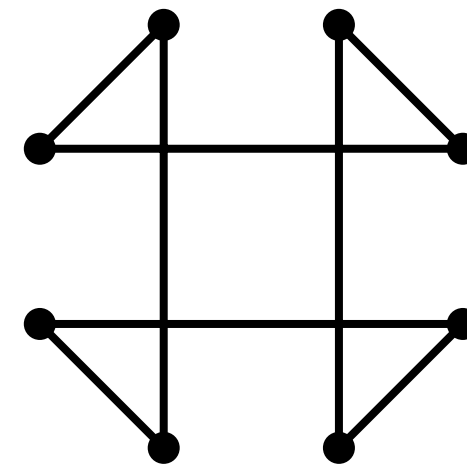
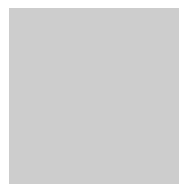
TGS



IT solutions

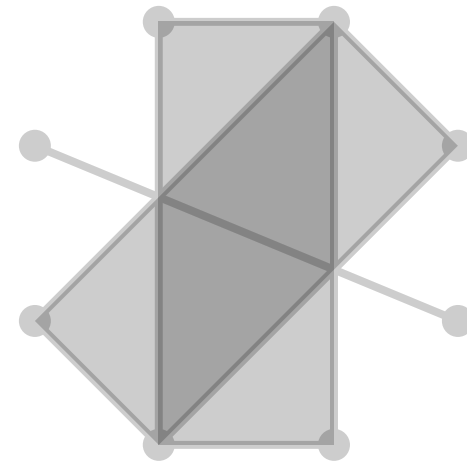


packaging system

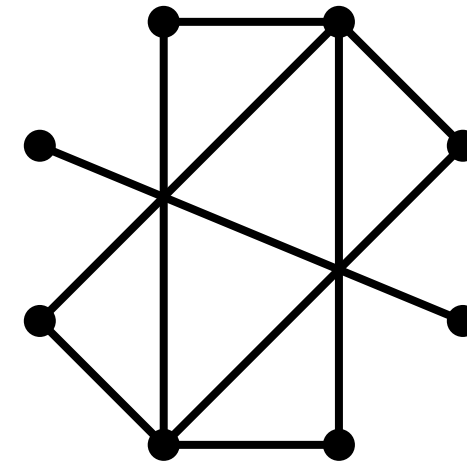


TGS

Design Board



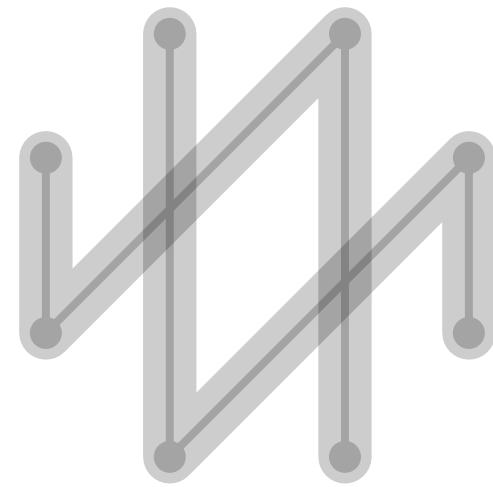
Design Boards



Design Board

Concept 1

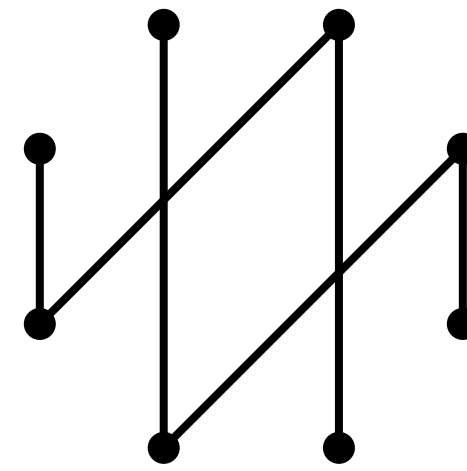
Promez



Workflow
Process

Charts

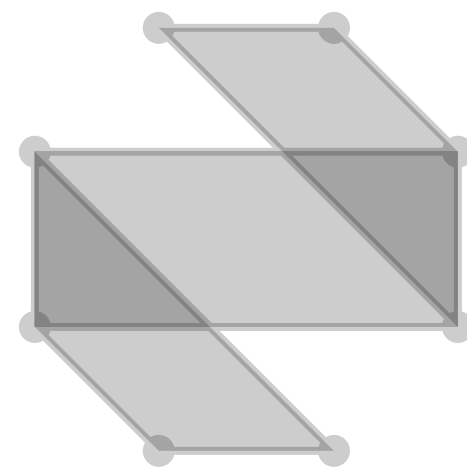
Strategy



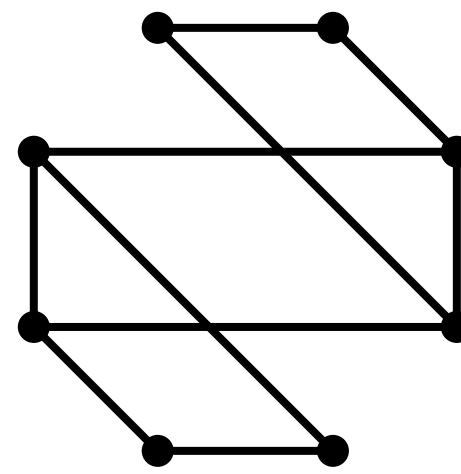
Promez

Concept 1

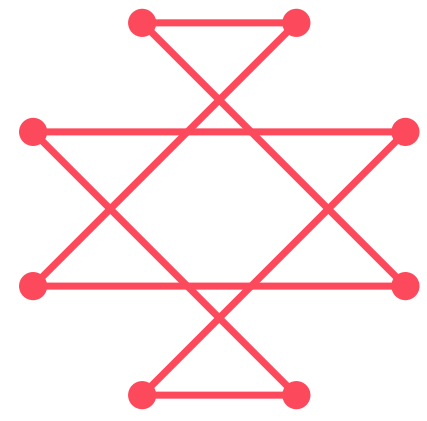
Pack Flow



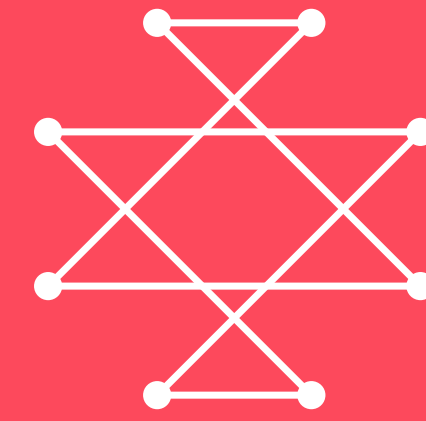
Parts of Package
Scheme of Package



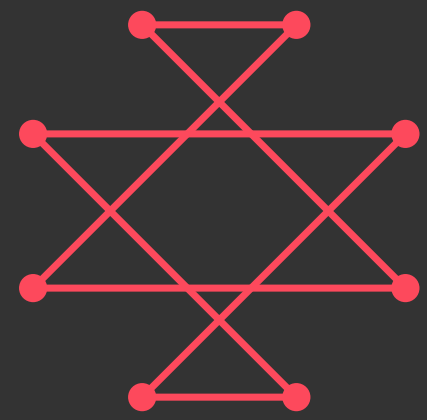
Pack Flow



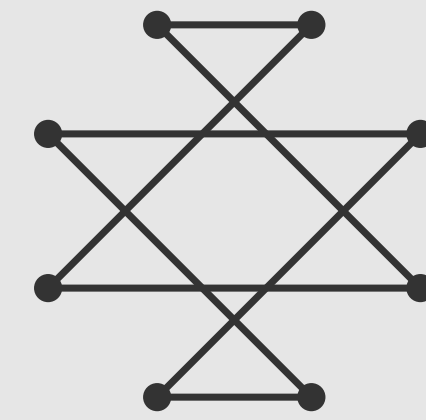
**Brand
Quadergy**



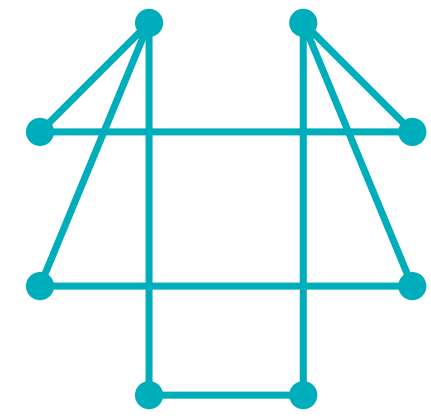
**Brand
Quadergy**



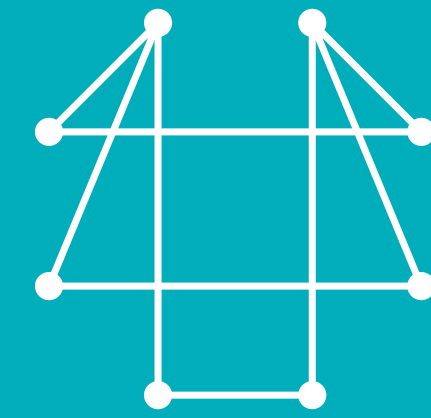
**Brand
Quadergy**



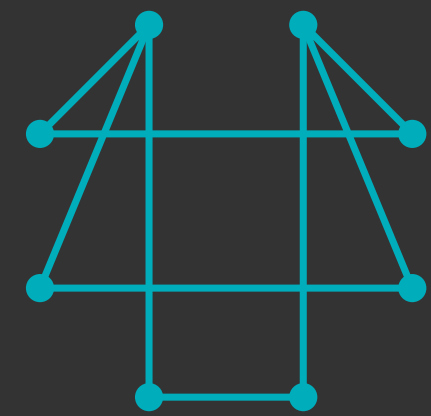
**Brand
Quadergy**



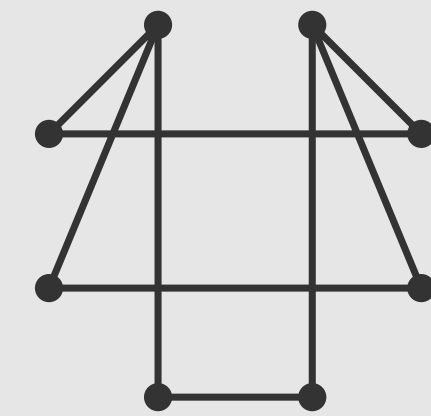
**Photo
Studio**



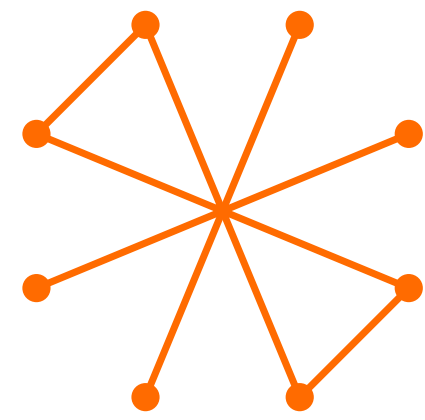
**Photo
Studio**



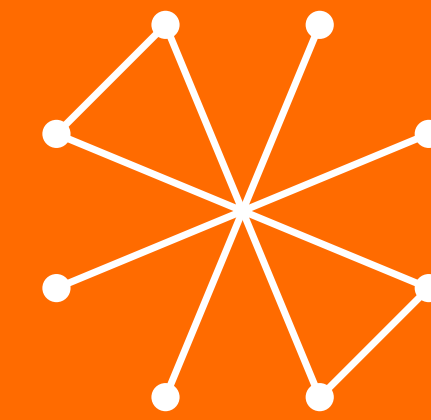
**Photo
Studio**



**Photo
Studio**



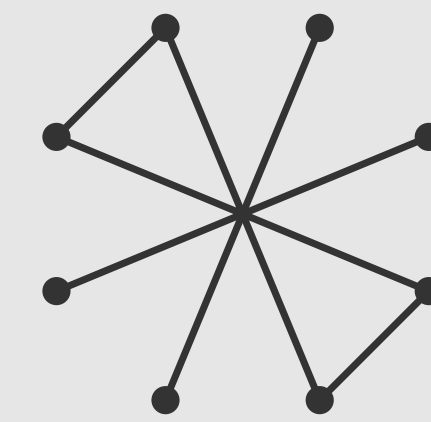
DSN



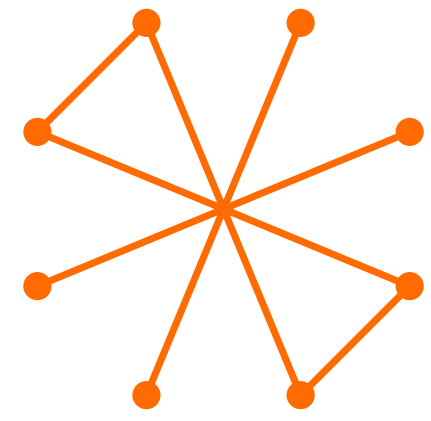
DSN



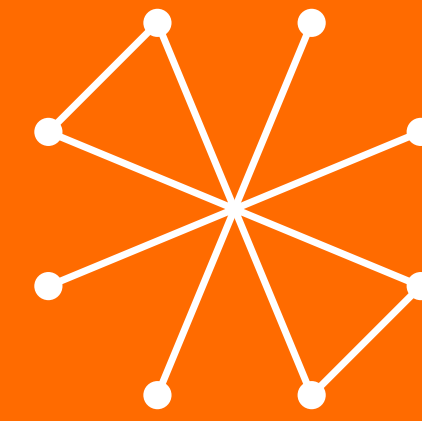
DSN



DSN



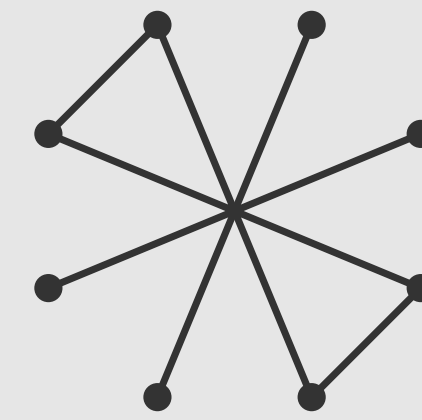
**De Schutter'
Neroc**



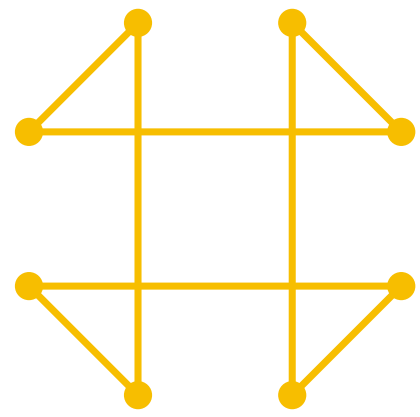
**De Schutter'
Neroc**



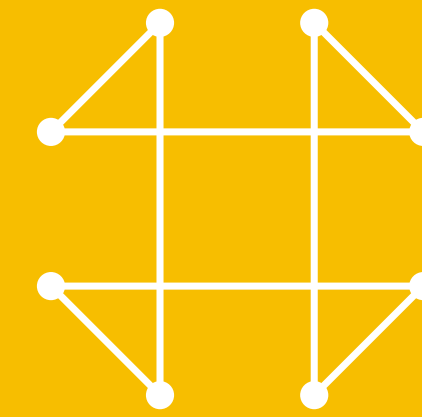
**De Schutter'
Neroc**



**De Schutter'
Neroc**



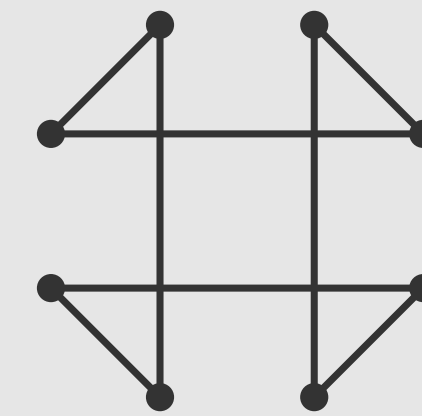
TGS



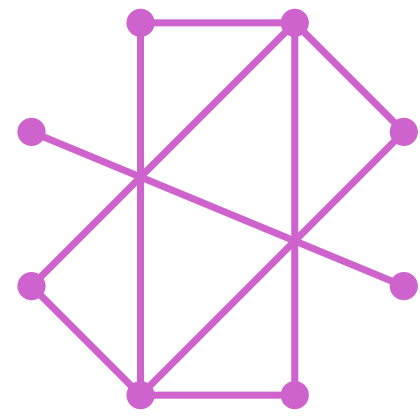
TGS



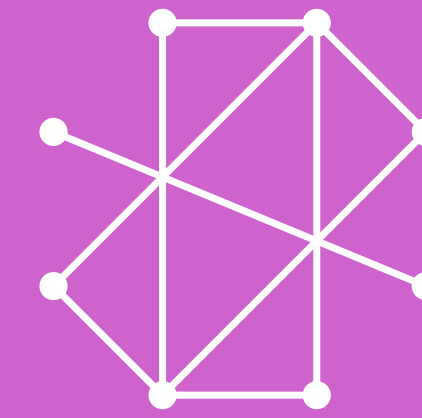
TGS



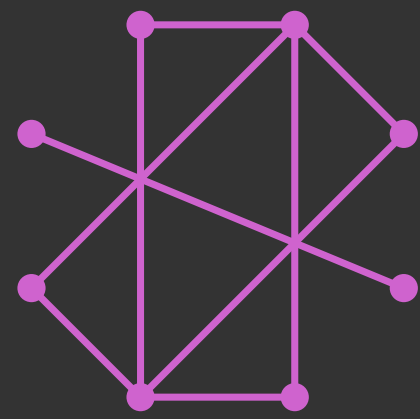
TGS



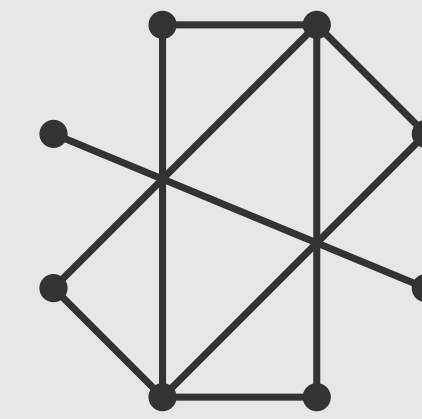
**Design
Board**



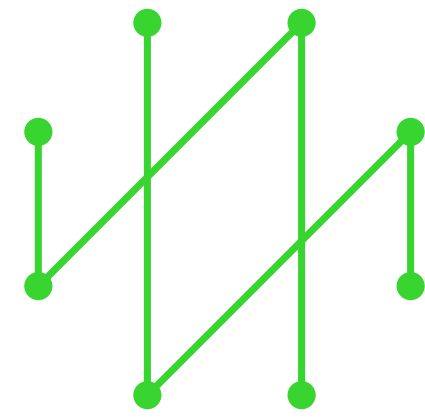
**Design
Board**



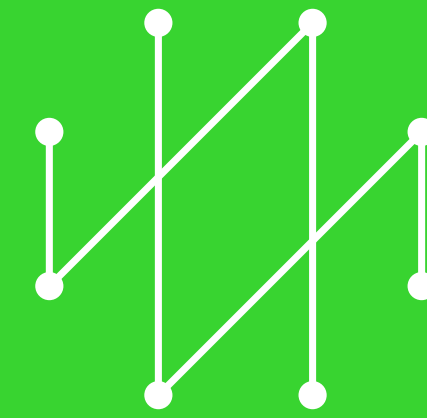
**Design
Board**



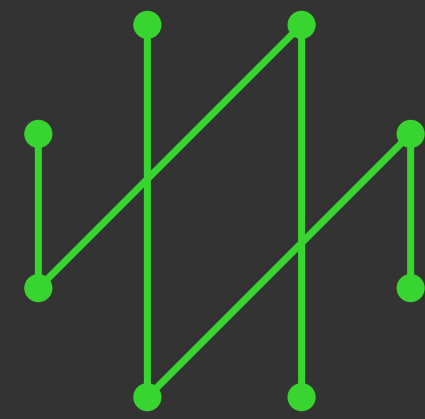
**Design
Board**



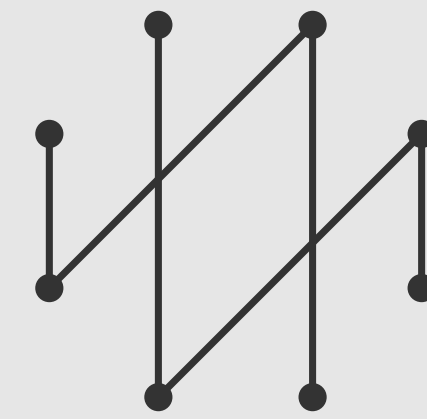
Promez



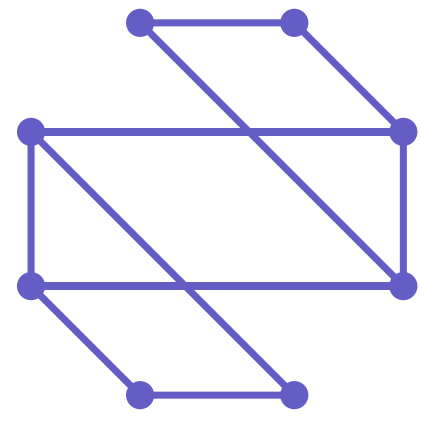
Promez



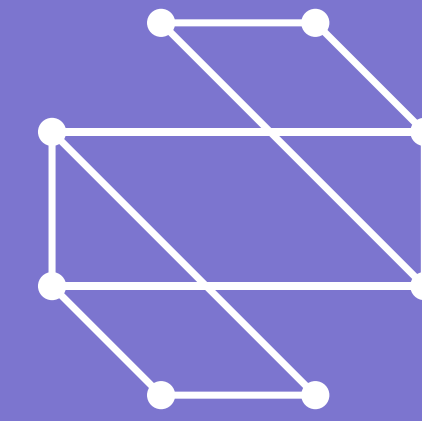
Promez



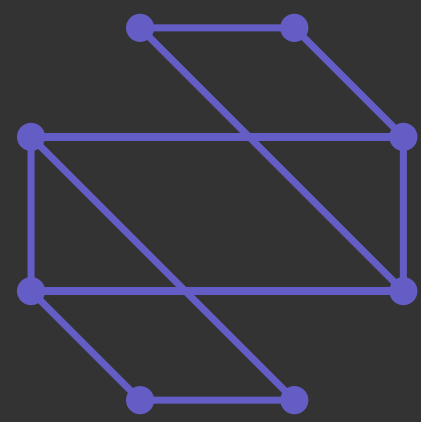
Promez



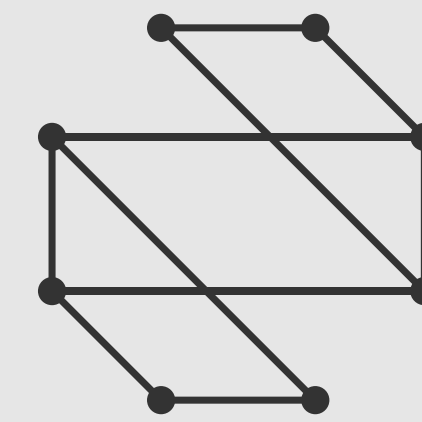
**Pack
Flow**



**Pack
Flow**



**Pack
Flow**



**Pack
Flow**

Font / Poppins

Aa Aa Aa Aa Aa

Aa Aa Aa Aa Aa

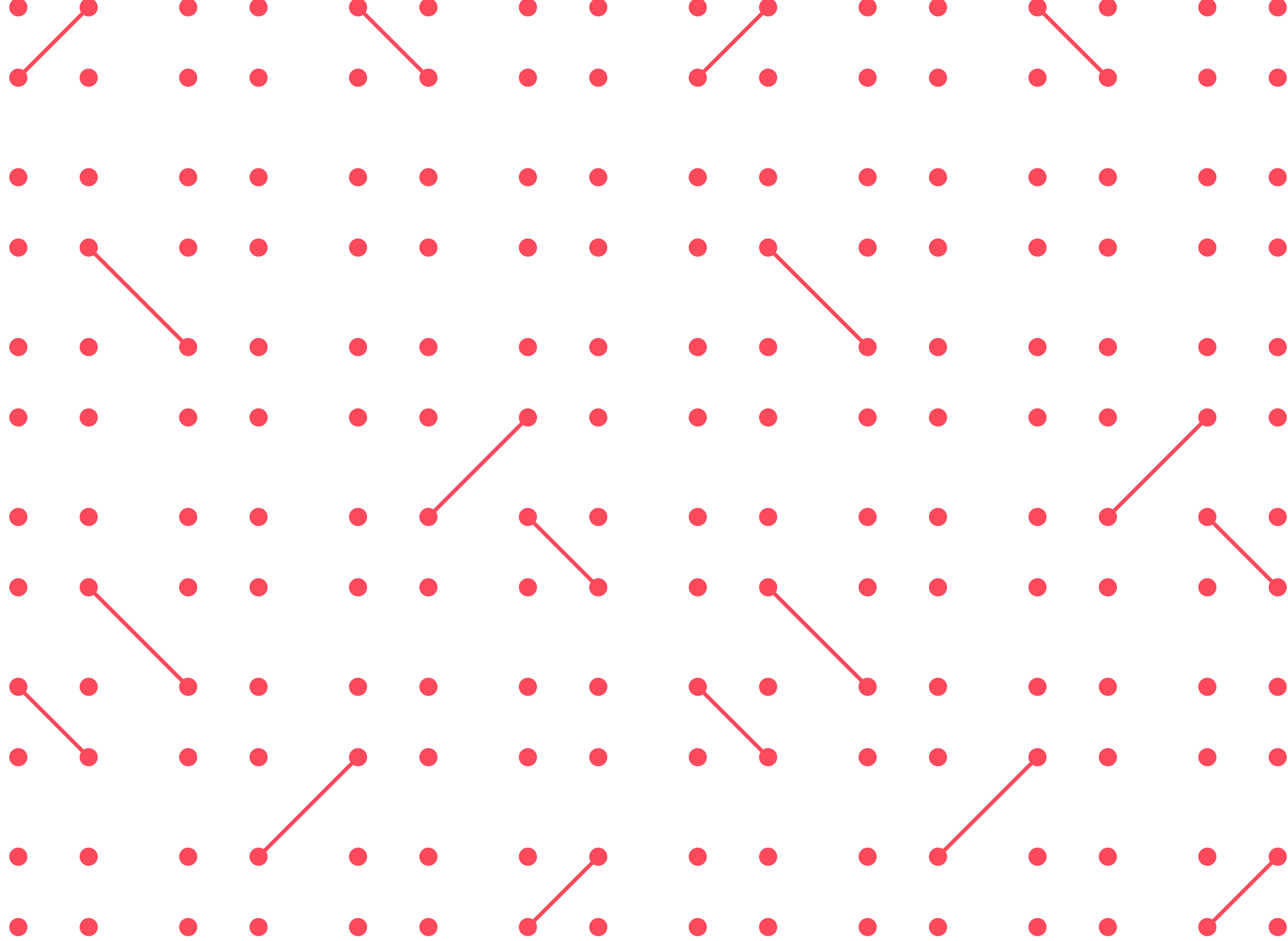
Lorem ipsum dolor

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit.

*The quick brown
fox jumps over
the lazy dog*

Concept 1

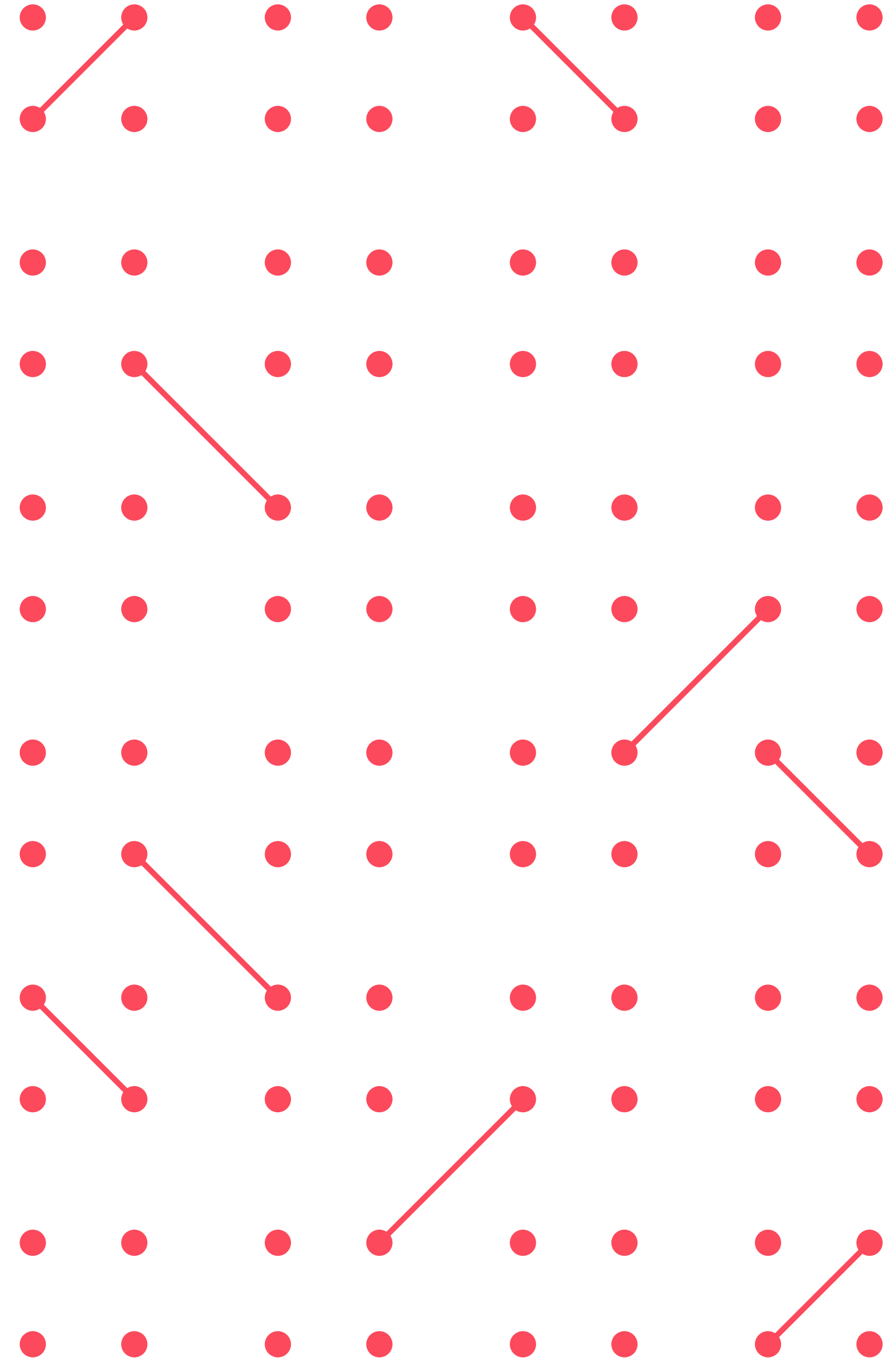
Pattern Example





Just What Brands Need

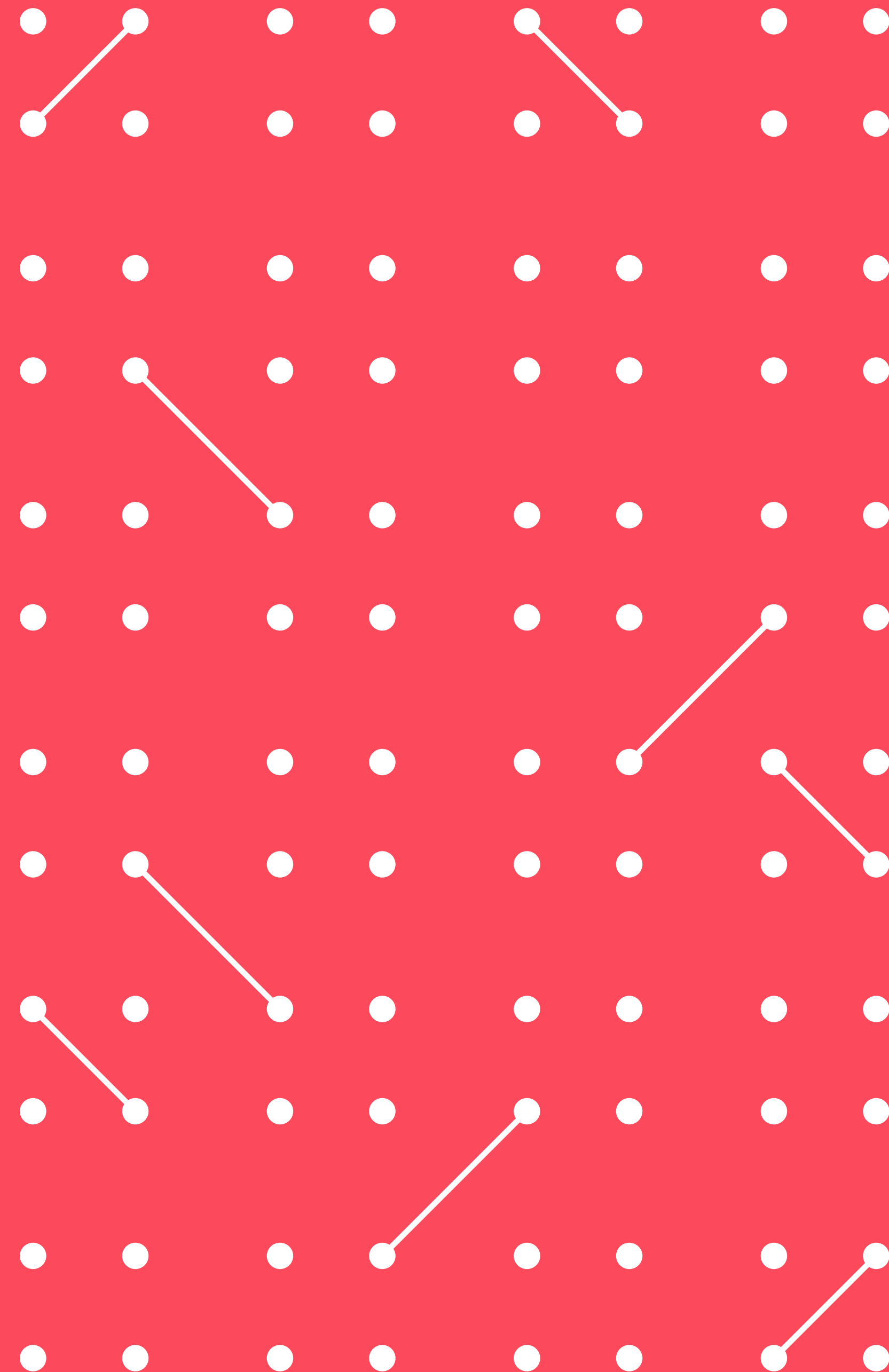
Quadergy is a word we coined to mean the synergy of four. We created it not on a whim, but out of the necessity to express something extraordinary: the brilliance and beauty of the synergies that emerged from the uniting of our companies. These companies did not come together by chance.





Just What Brands Need

Quadergy is a word we coined to mean the synergy of four. We created it not on a whim, but out of the necessity to express something extraordinary: the brilliance and beauty of the synergies that emerged from the uniting of our companies. These companies did not come together by chance.



Concept 1



Concept 1



Concept 1



Concept 1

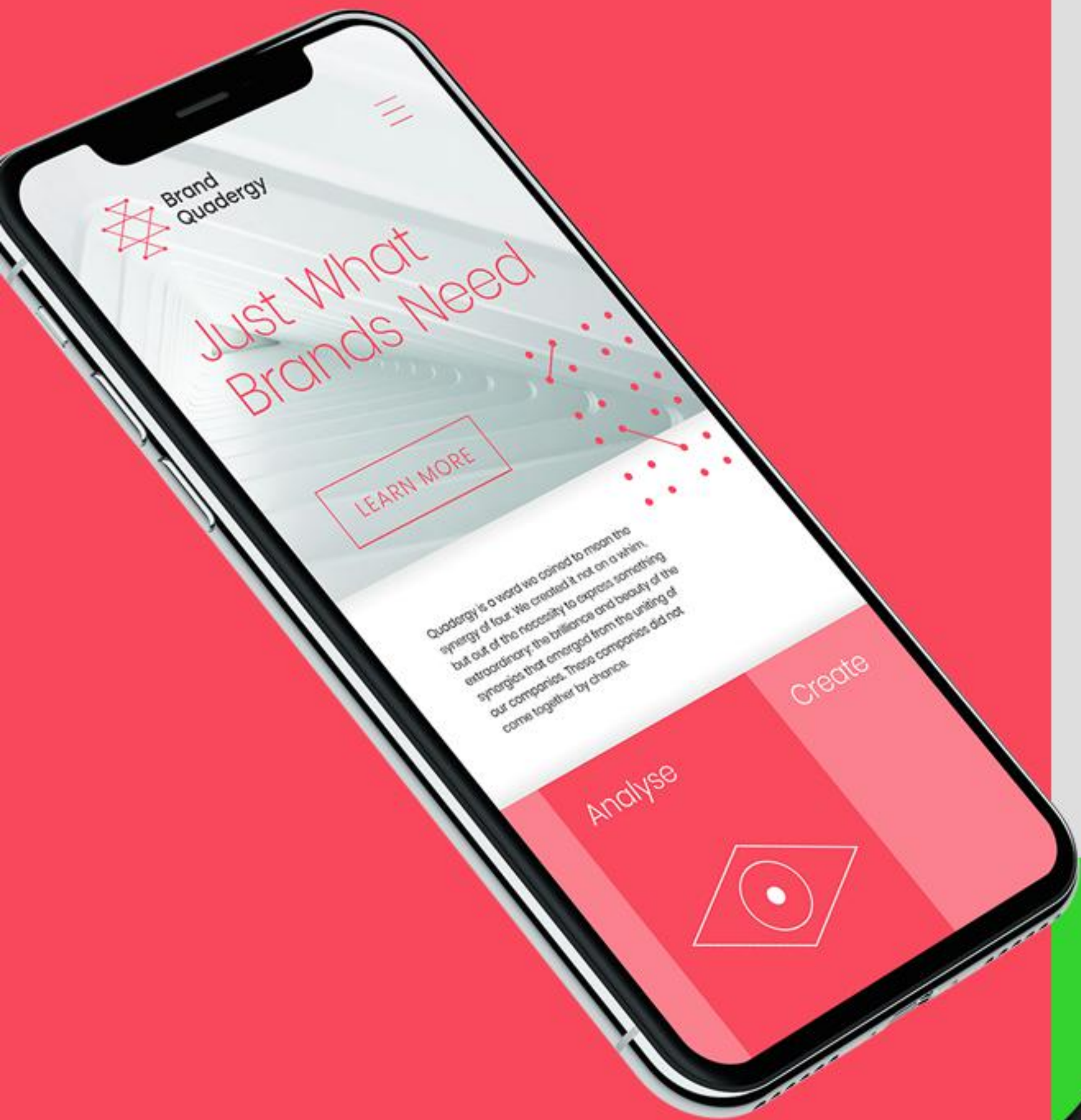


Concept 1



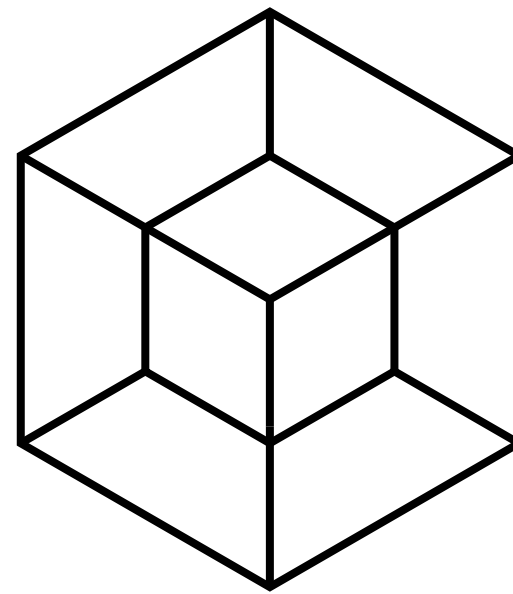
Concept 1





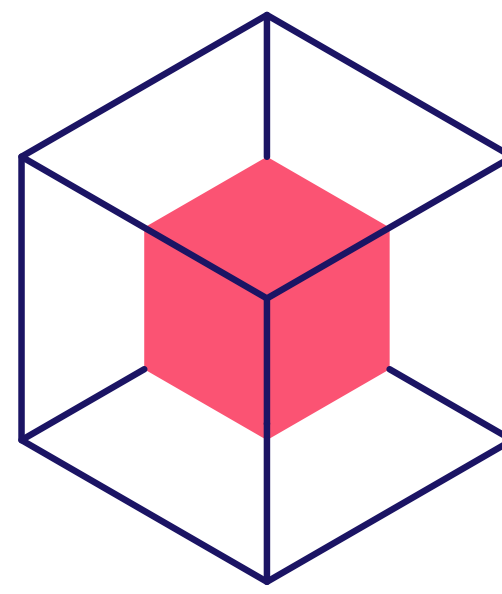
Concept 2

Symbol



Tesseract

4 dimensions
4 company pillars



Basic
symbol

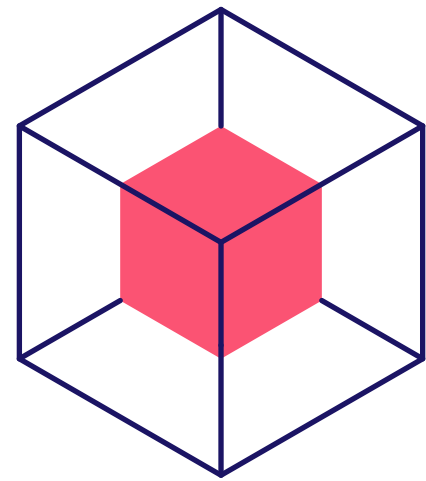
Concept 2

Tesseract is the four-dimensional figure that represents four company pillars like the work in the four dimensions, deep involvement and understanding of each process.

The inner cube can change its position, turn around and stretch through the external cube. This allows developing different images with a permanent recognisable shape.

Colour coding is intended to further divide different companies and products inside the common systems.

System



Brand Quadergy

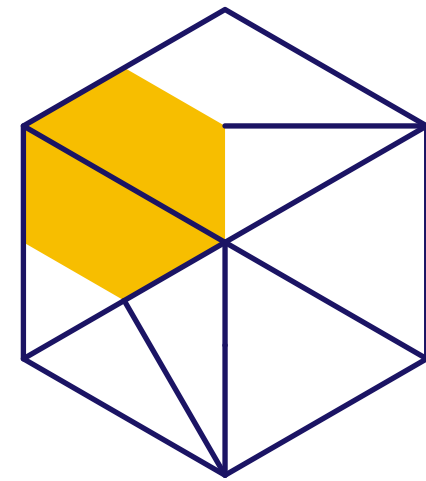
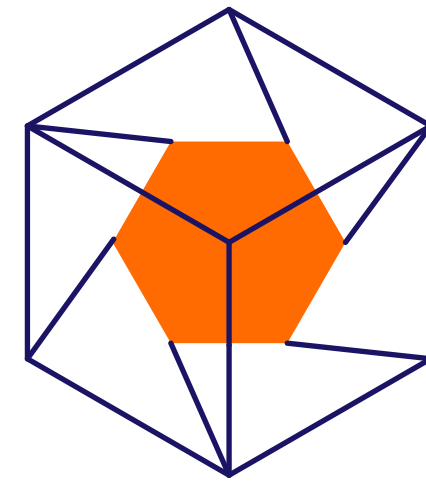


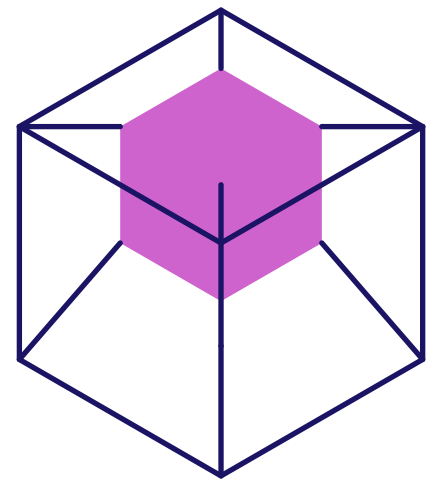
Photo Studio



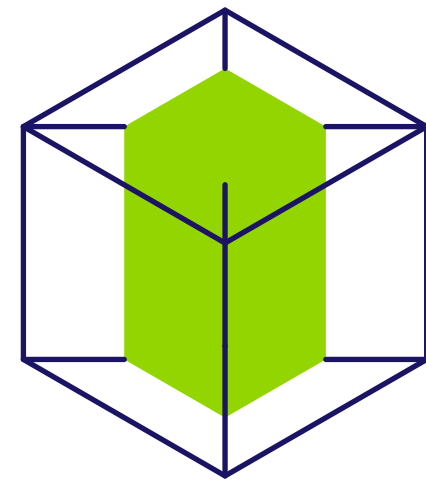
DSN



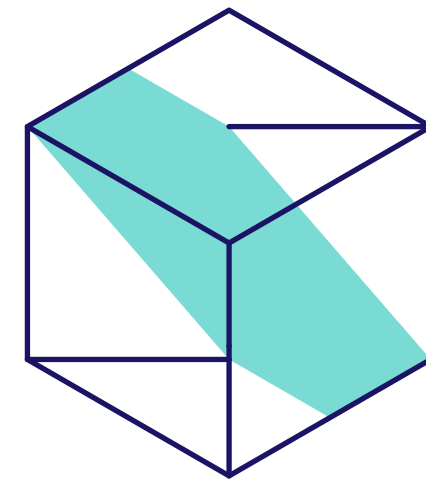
TGS



Design Board



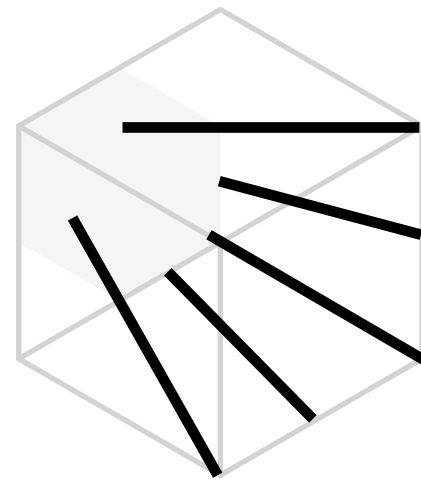
Promez



Pack Flow

Concept 2

Photo Studio



Lights / Studio

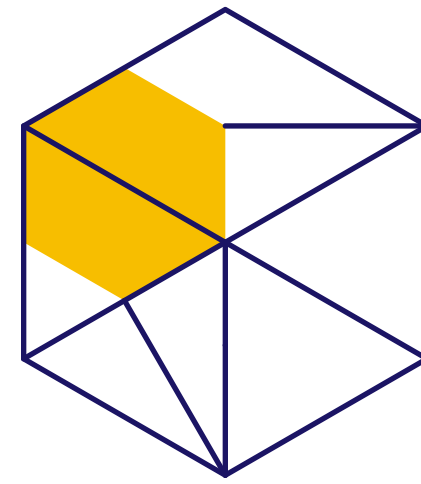
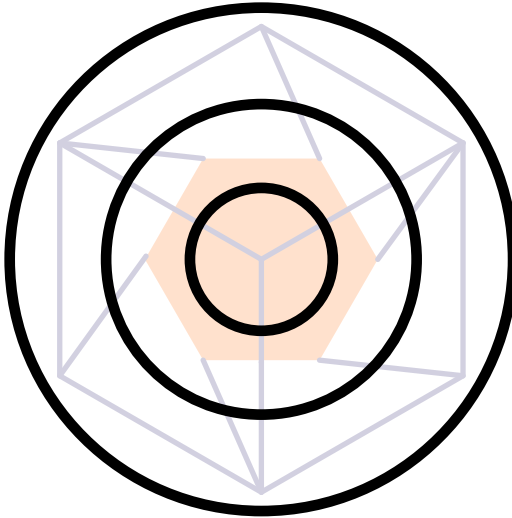
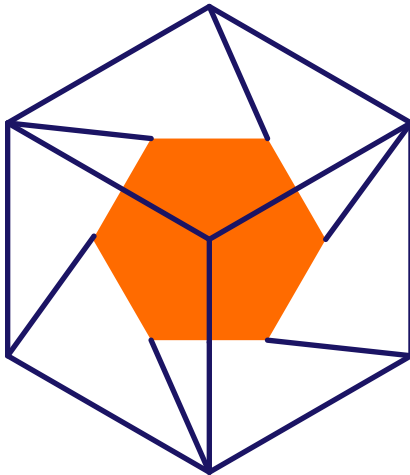


Photo Studio

DSN

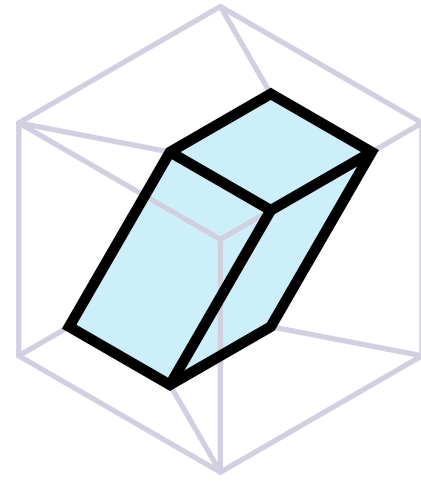


Target



DSN

TGS

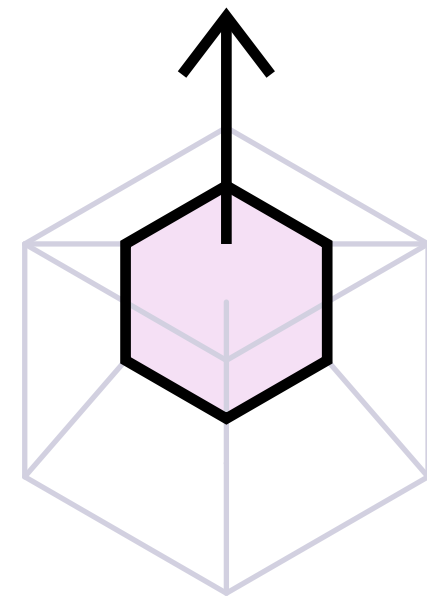


Packaging

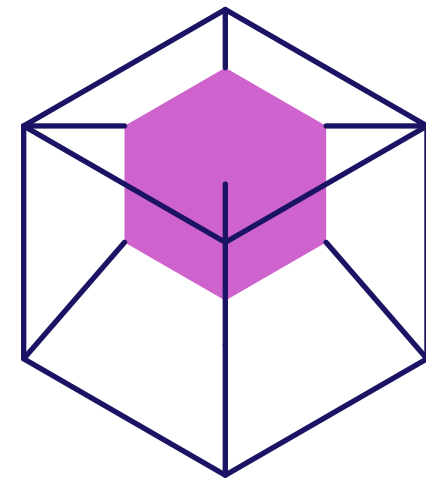


TGS

Design Board



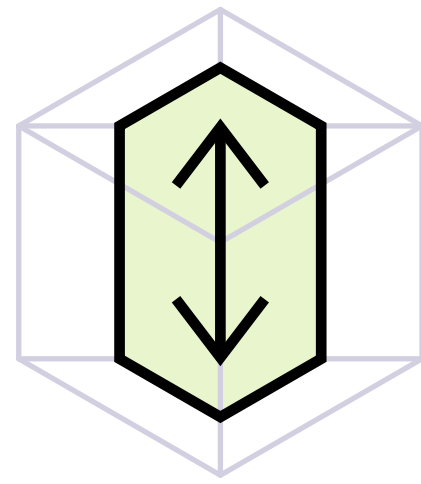
Out of the box
thinking



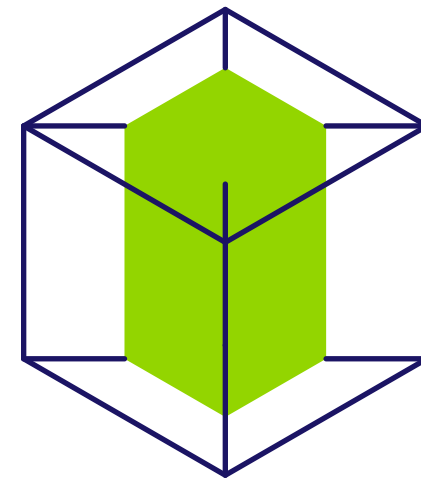
Design Board

Concept 2

Promez

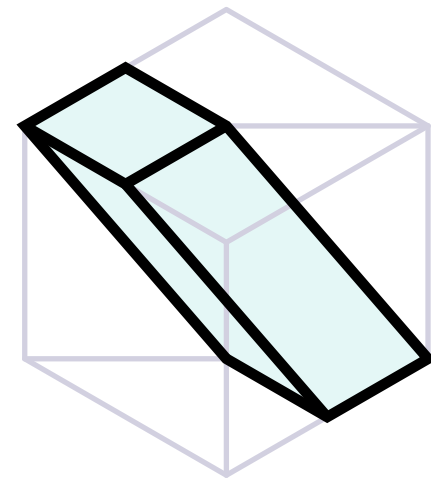


Product
Development

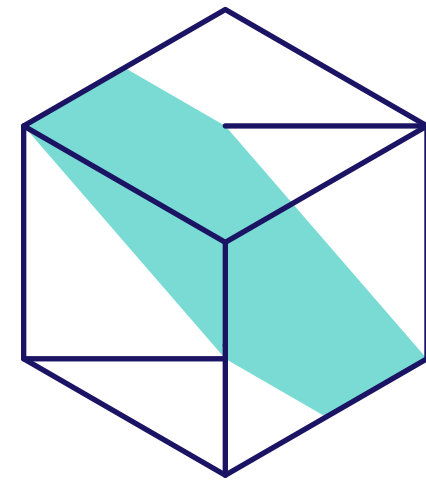


Promez

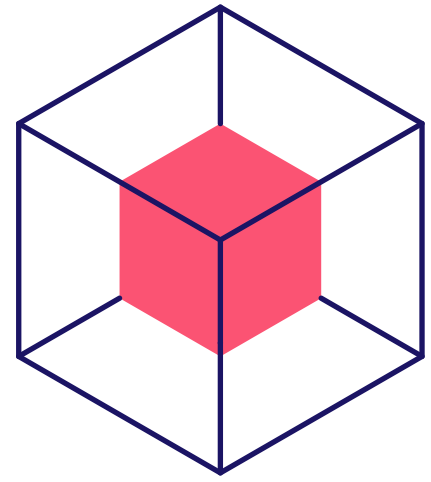
Pack Flow



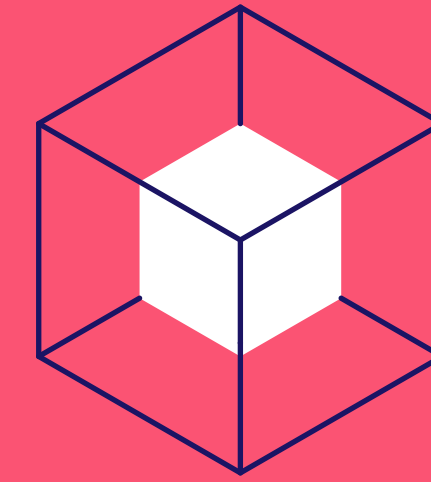
Packaging



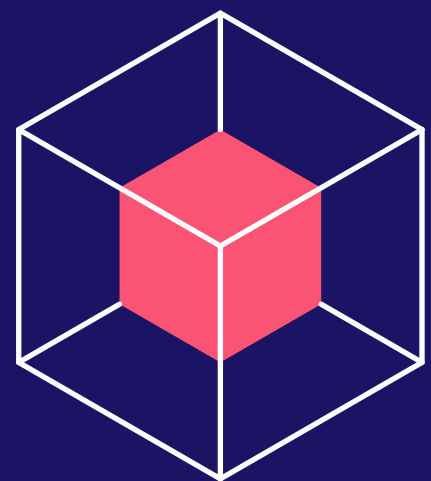
Pack Flow



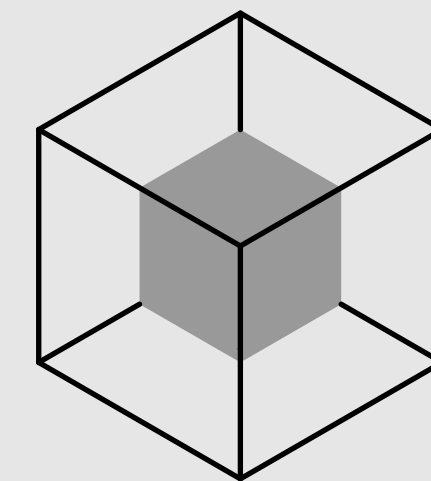
**brand
quadergy**



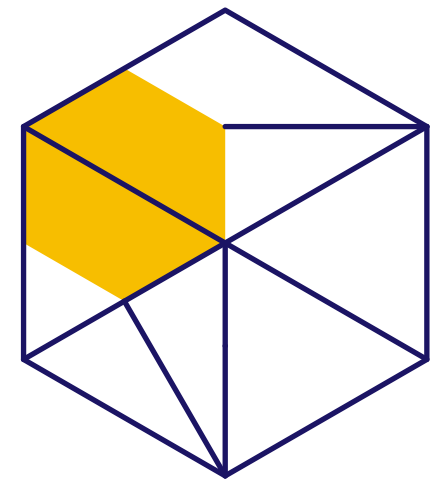
**brand
quadergy**



**brand
quadergy**



**brand
quadergy**



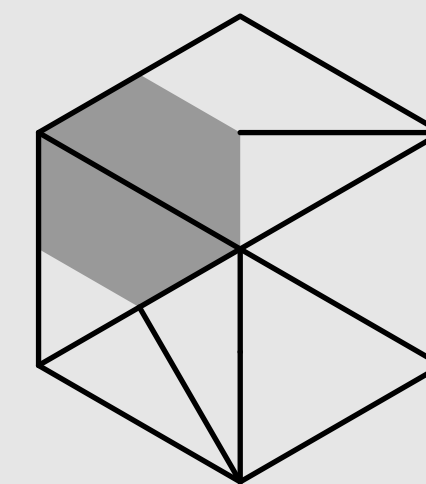
**photo
studio**



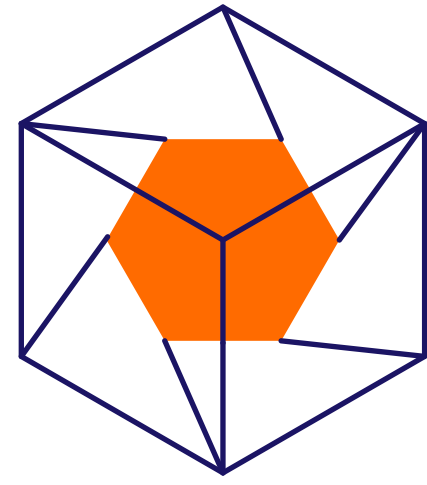
**photo
studio**



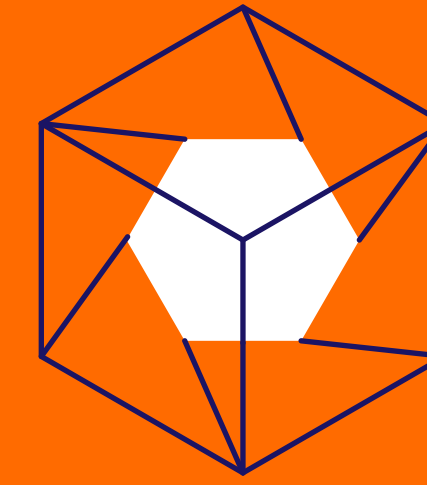
**photo
studio**



**photo
studio**



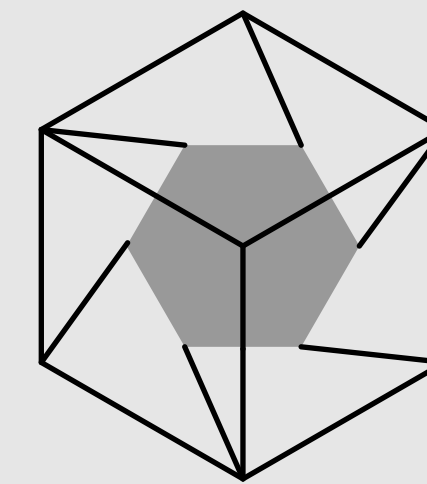
DSN



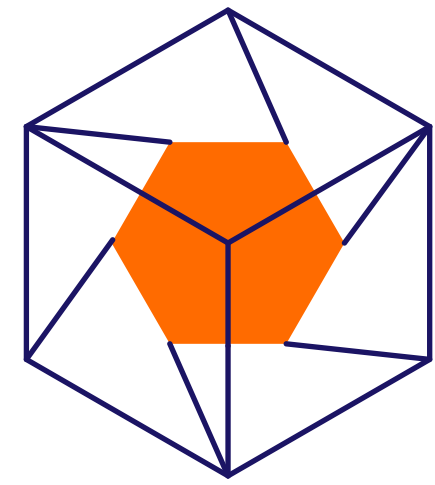
DSN



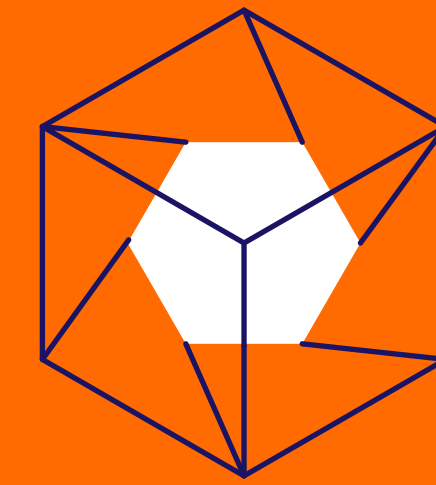
DSN



DSN



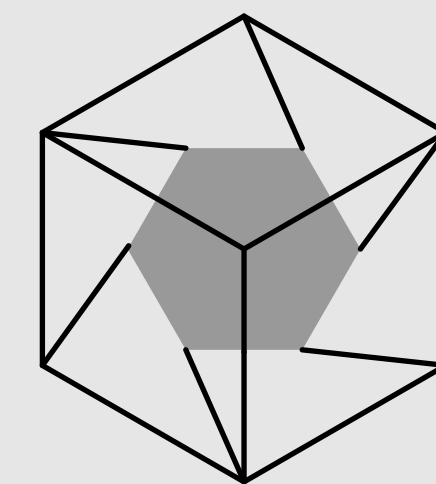
**De Schutter'
Neroc**



**De Schutter'
Neroc**



**De Schutter'
Neroc**



**De Schutter'
Neroc**



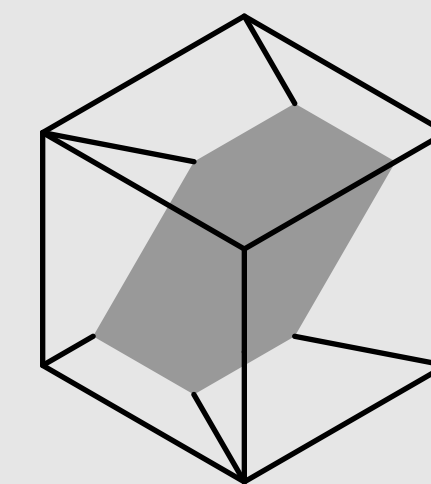
TGS



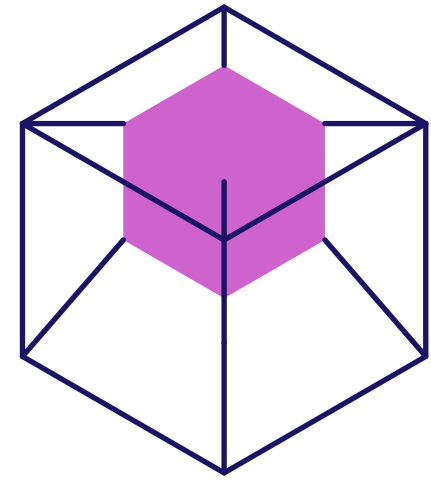
TGS



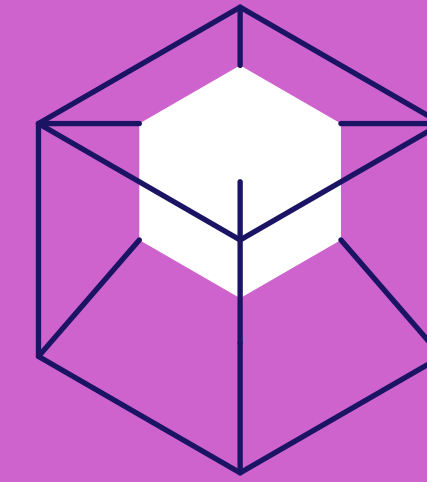
TGS



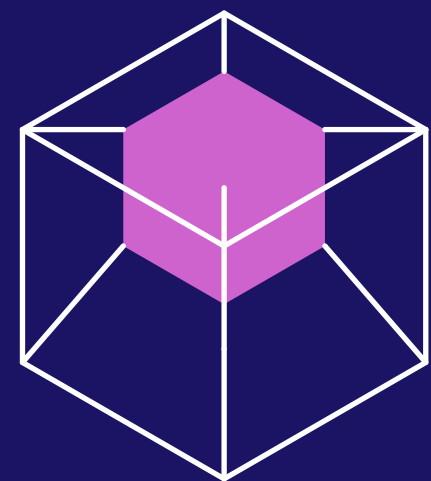
TGS



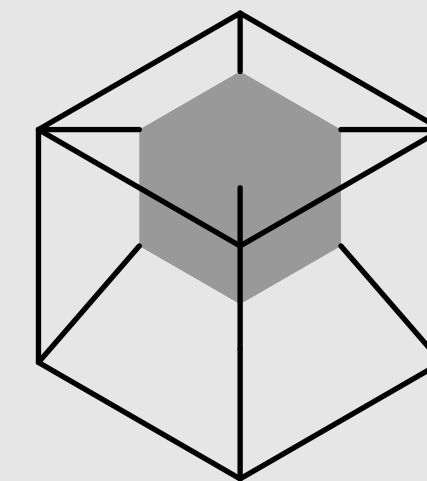
**design
board**



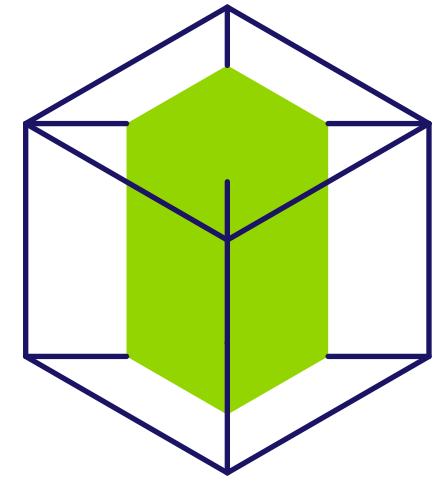
**design
board**



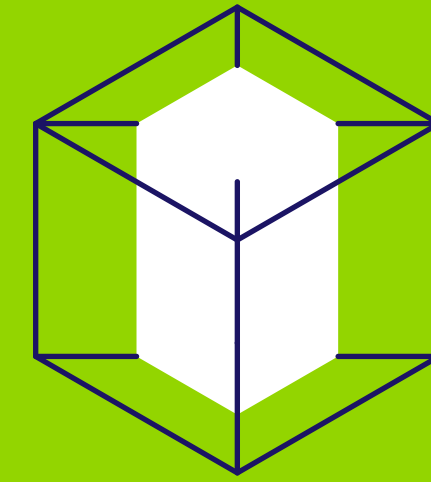
**design
board**



**design
board**



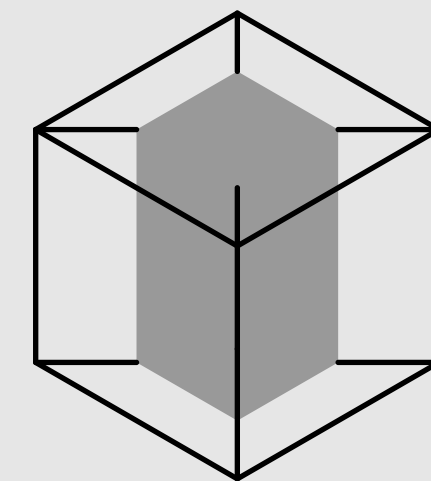
promez



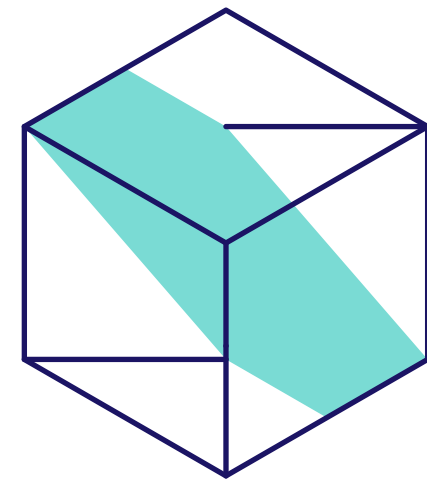
promez



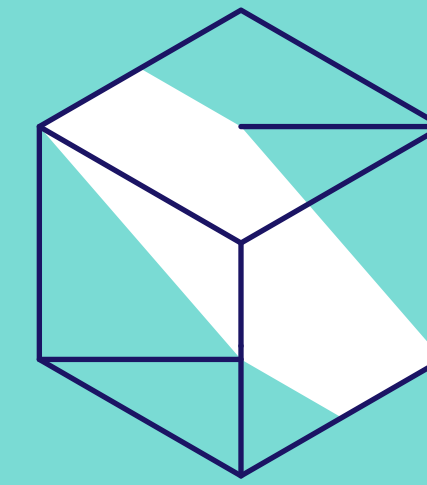
promez



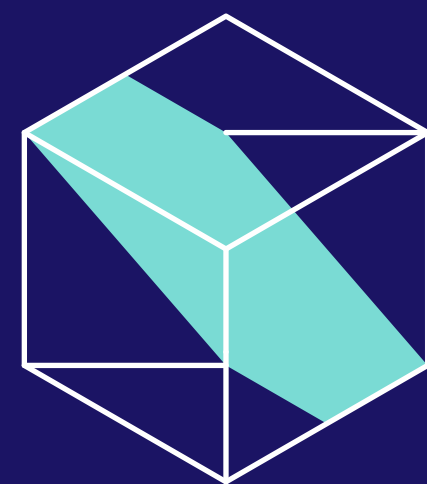
promez



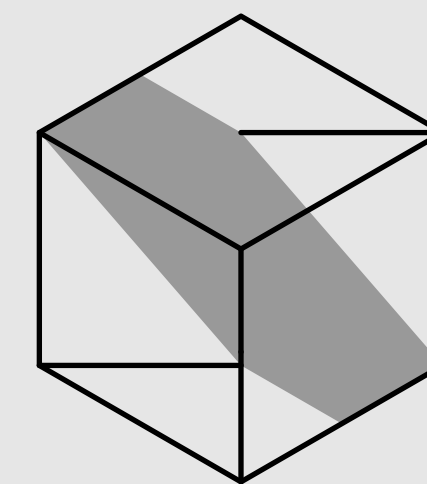
**pack
flow**



**pack
flow**



**pack
flow**



**pack
flow**

Font / Roboto + Roboto Slab

Aa Aa Aa **Aa**

Aa Aa Aa **Aa**

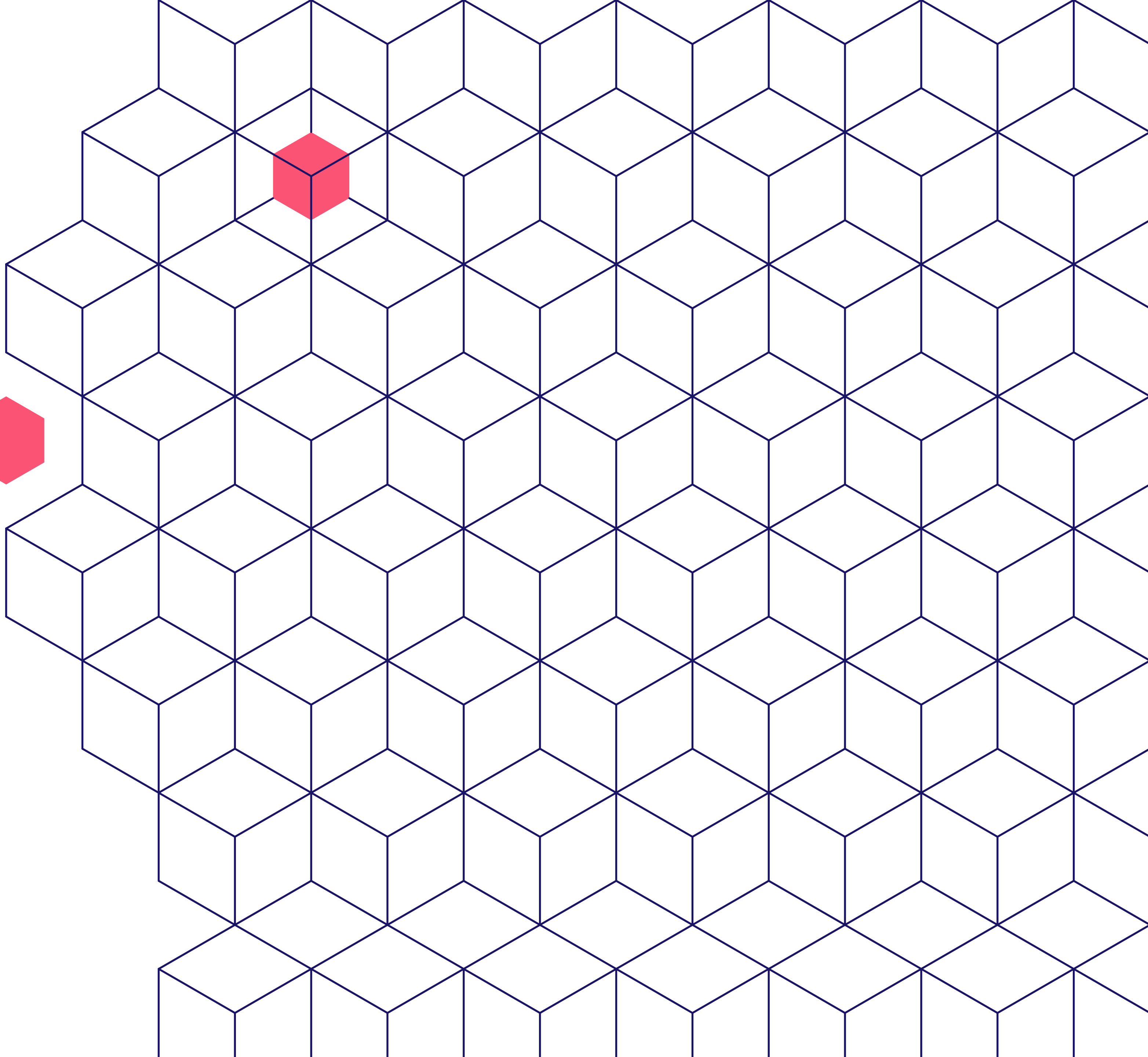
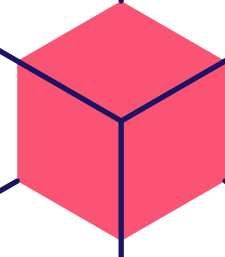
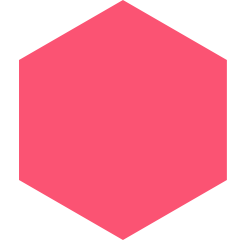
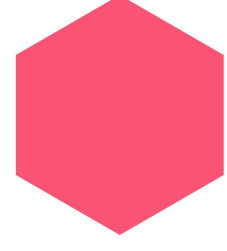
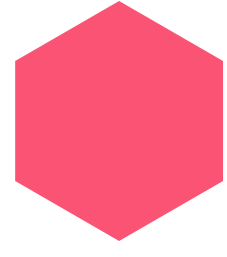
LOREM IPSUM DOLOR

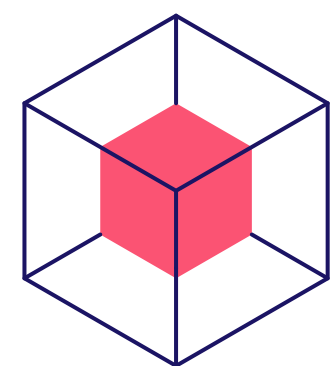
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit.

The quick brown
fox jumps over
the lazy dog

Concept 2

Pattern Example



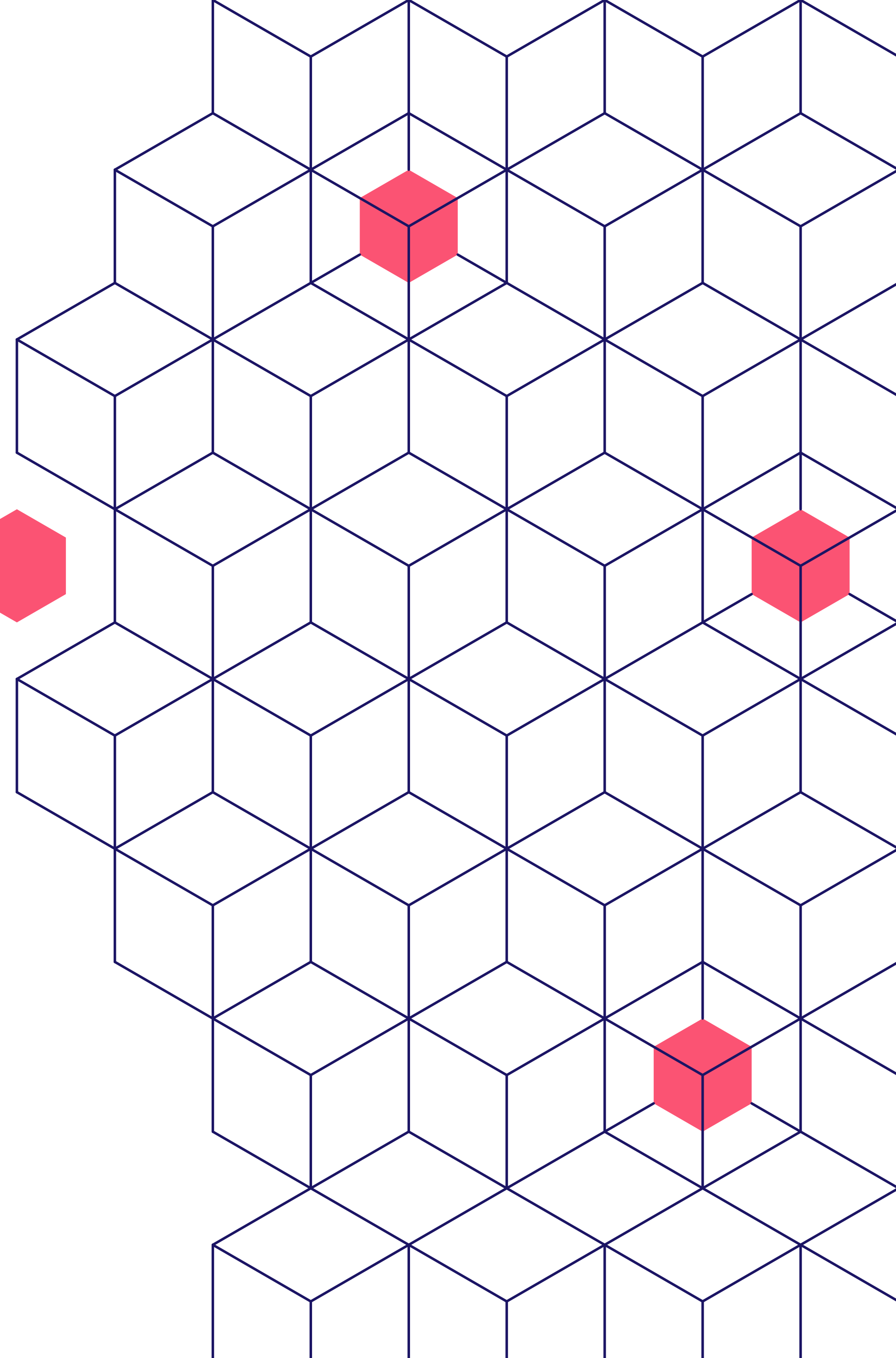
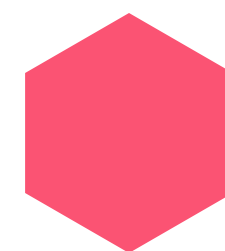
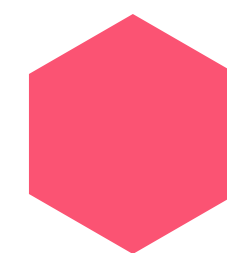
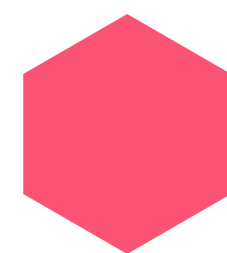


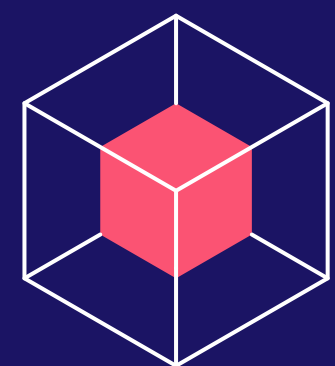
brand
quadergy

Just What Brands Need

Quadergy is a word we coined to mean the synergy of four. We created it not on a whim, but out of the necessity to express something extraordinary: the brilliance and beauty of the synergies that emerged from the uniting of our companies. These companies did not come together by chance.

[LEARN MORE](#)





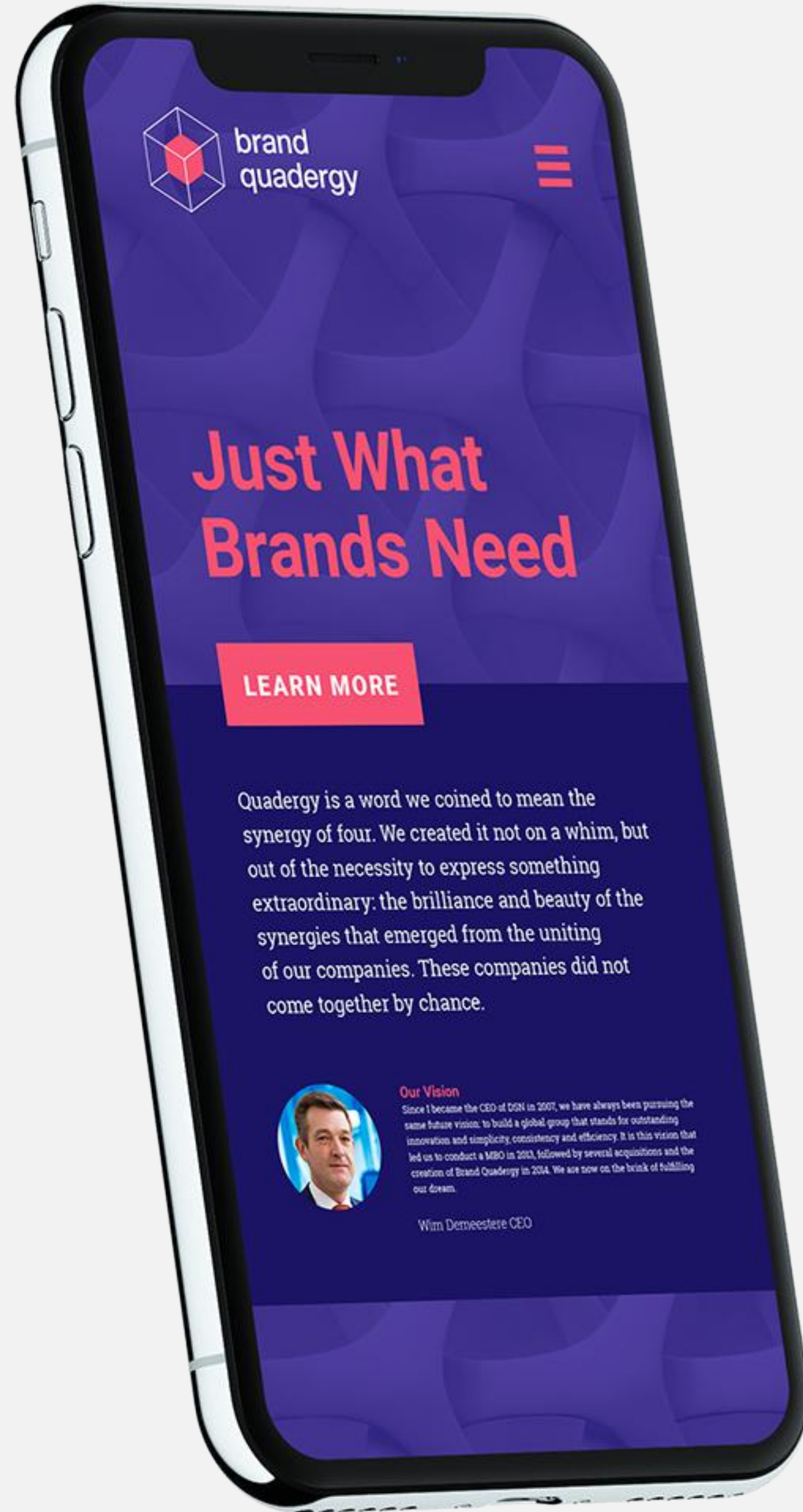
brand
quadergy

Just What Brands Need

Quadergy is a word we coined to mean the synergy of four. We created it not on a whim, but out of the necessity to express something extraordinary: the brilliance and beauty of the synergies that emerged from the uniting of our companies. These companies did not come together by chance.

[LEARN MORE](#)

Concept 2



Concept 2



Concept 2



Concept 2

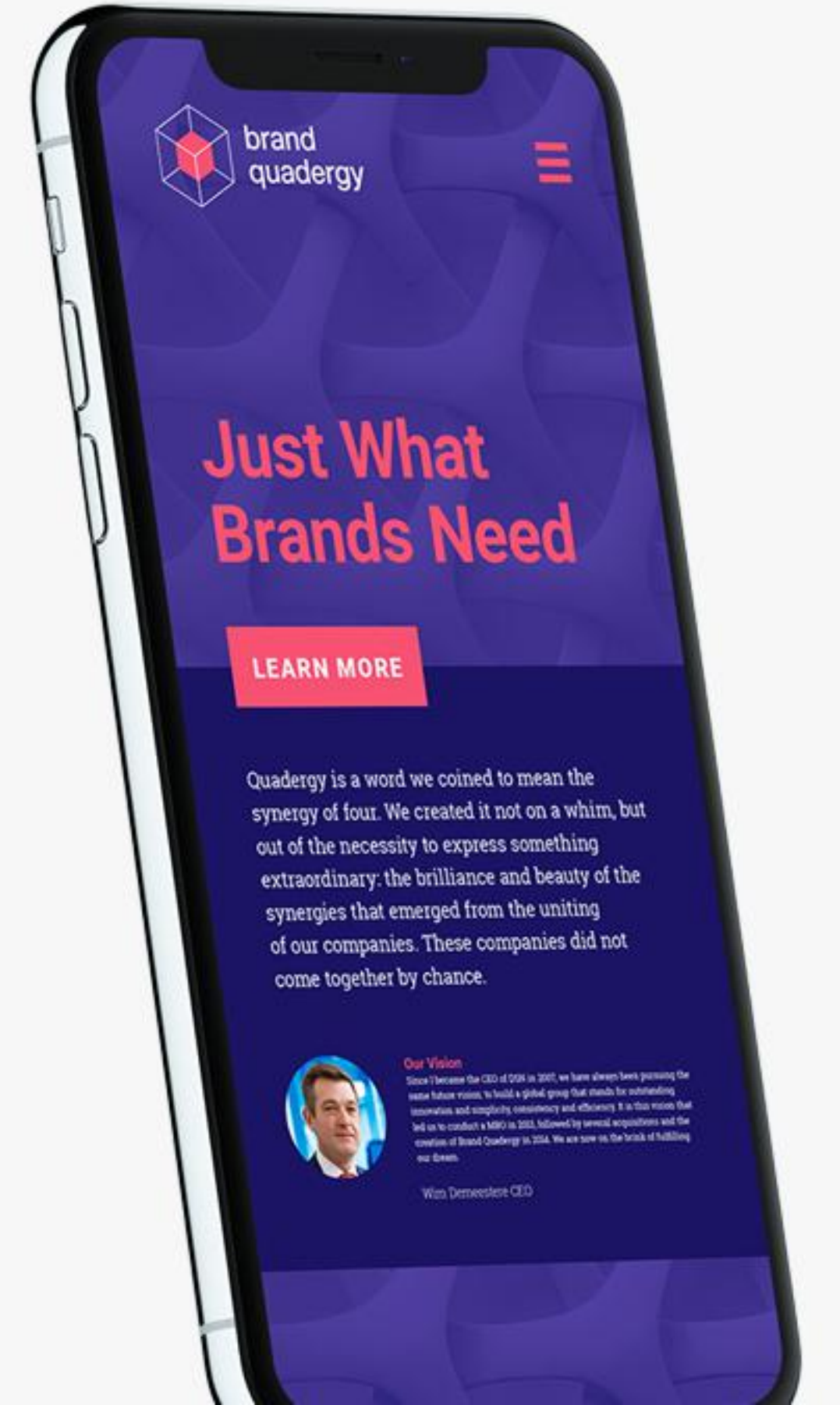


Concept 2



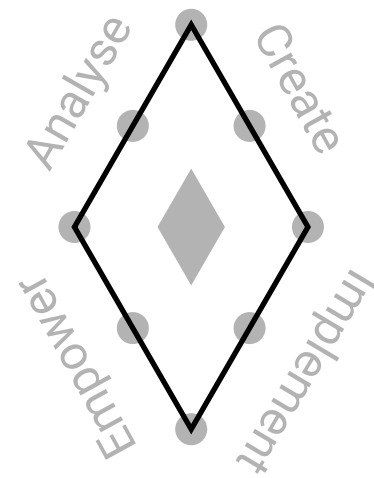
Concept 2



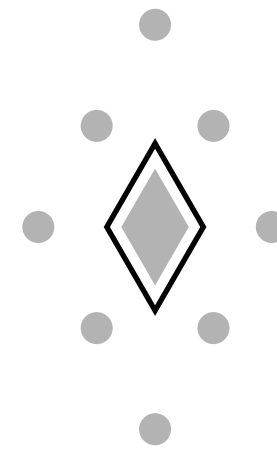


Concept 3

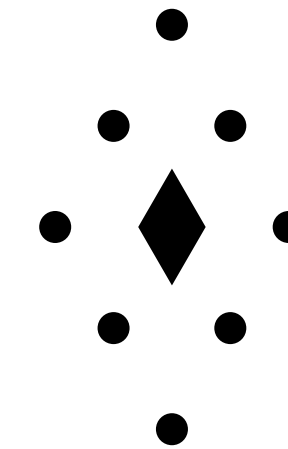
Symbol



Company
Pillars



Core
of Group



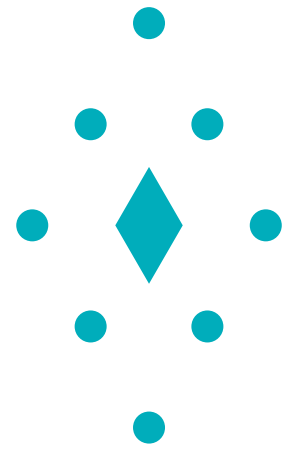
Symbol

Concept 3

The shape of the logo reminds of a gem with four faces, representing four company pillars. The core located in the centre of the main logotype embodies the process management.

The simple shape of dots and rhombuses allows developing a large number of new signs by changing a combination of elements.

System



Brand Quadergy

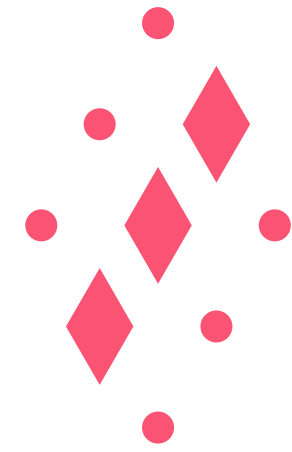


Photo Studio



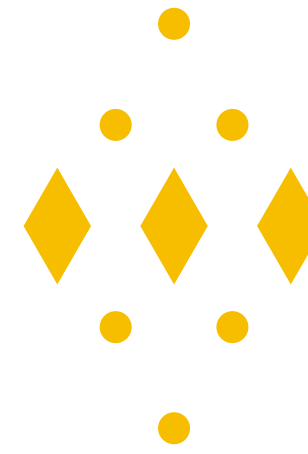
DSN



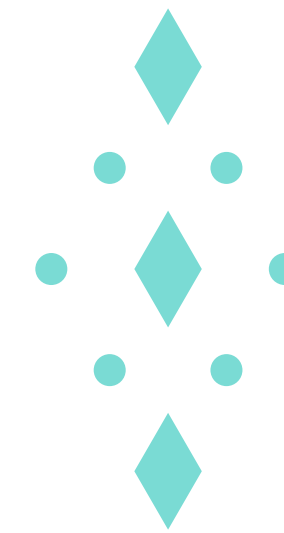
TGS



Design Board



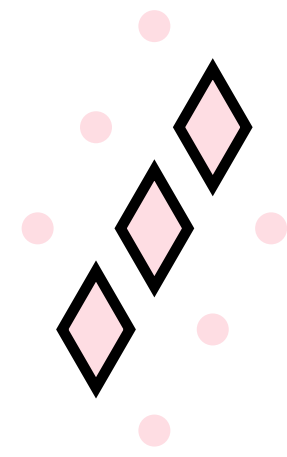
Promez



Pack Flow

Concept 3

Photo Studio

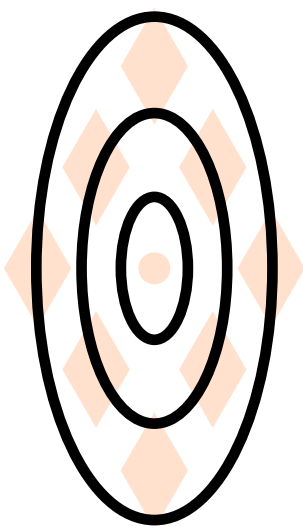


Photoshots



Photo Studio

DSN

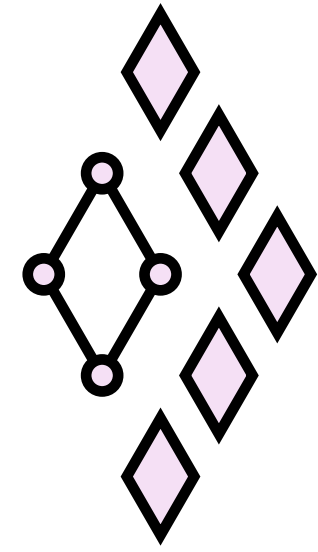


Target



DSN

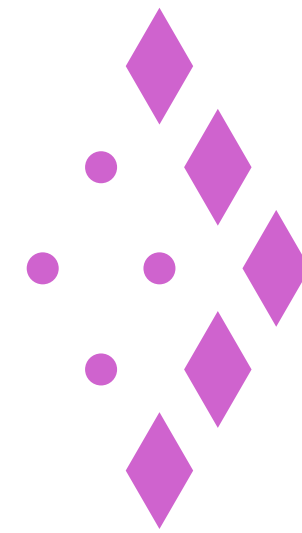
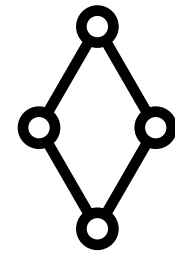
TGS



IT solutions



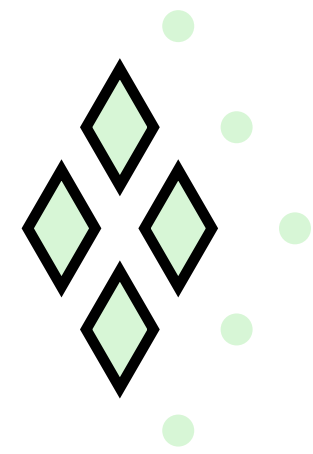
packaging system



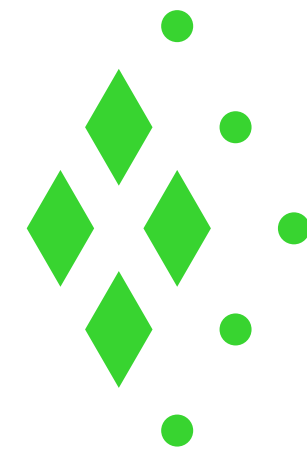
TGS

Concept 3

Design Board



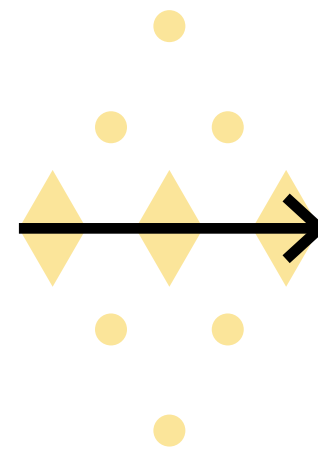
Design Boards



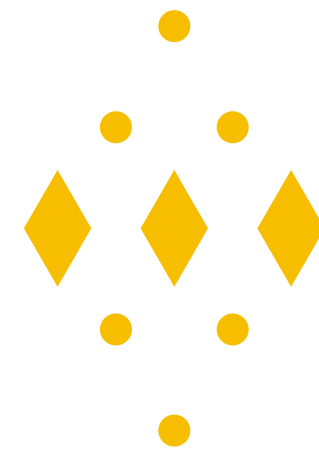
Design Board

Concept 3

Promez

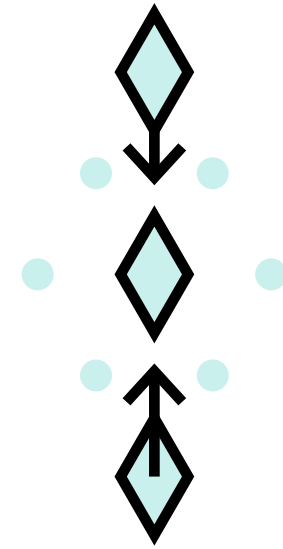


Workflow
Process



Promez

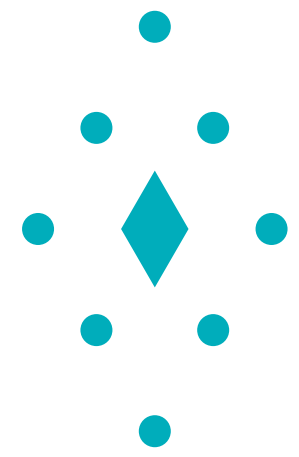
Pack Flow



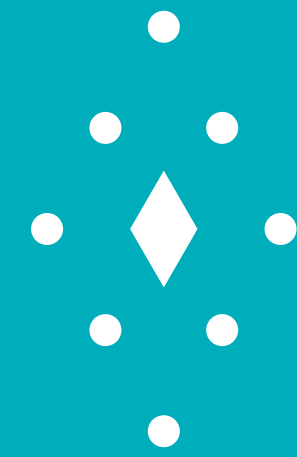
Parts of Package



Pack Flow



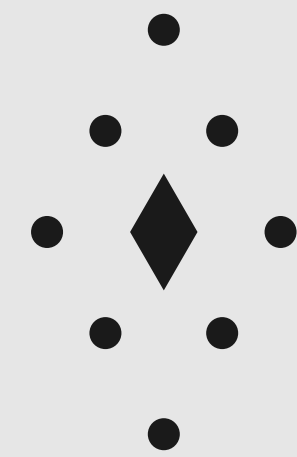
Brand
Quadergy



Brand
Quadergy



Brand
Quadergy



Brand
Quadergy



Photo
Studio

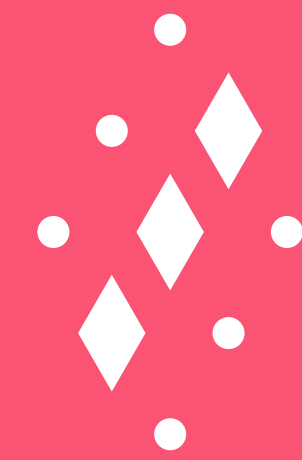


Photo
Studio



Photo
Studio



Photo
Studio





**De Schutter'
Neroc**



**De Schutter'
Neroc**



**De Schutter'
Neroc**



**De Schutter'
Neroc**



**De Schutter'
Neroc**

Brand Asset Production



**De Schutter'
Neroc**

Brand Asset Production



**De Schutter'
Neroc**

Brand Asset Production



**De Schutter'
Neroc**

Brand Asset Production



DSN
De Schutter' Neroc



DSN
De Schutter' Neroc



DSN
De Schutter' Neroc



DSN
De Schutter' Neroc



DSN

Brand Asset
Production



DSN

Brand Asset
Production



DSN

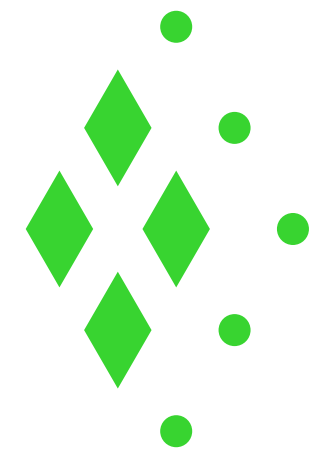
Brand Asset
Production



DSN

Brand Asset
Production





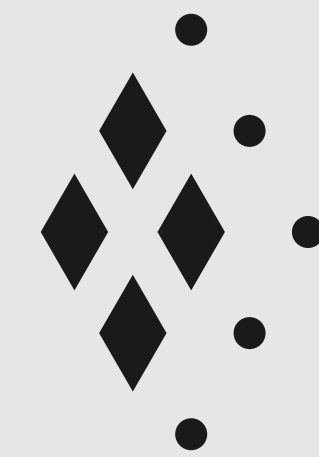
Design
Board



Design
Board



Design
Board

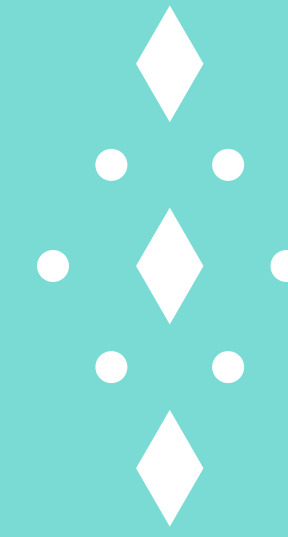


Design
Board

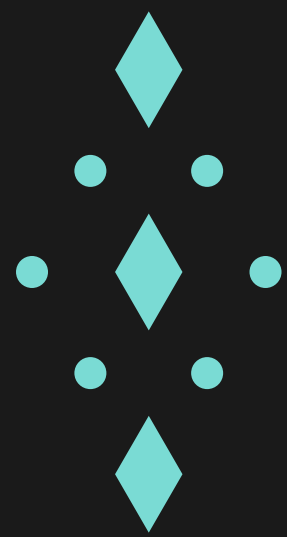




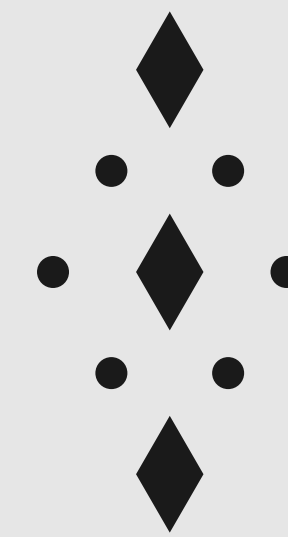
**Pack
Flow**



**Pack
Flow**



**Pack
Flow**



**Pack
Flow**

Font / Montserrat + Open Sans

Aa Aa Aa **Aa**

Aa Aa Aa **Aa**

Lorem ipsum dolor

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit.

The quick brown
fox jumps over
the lazy dog

Concept 3

Pattern Example



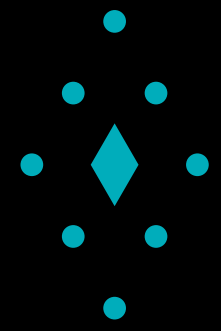


Just What Brands Need

Quadergy is a word we coined to mean the synergy of four. We created it not on a whim, but out of the necessity to express something extraordinary: the brilliance and beauty of the synergies that emerged from the uniting of our companies. These companies did not come together by chance.

[LEARN MORE](#)





Brand
Quadergy

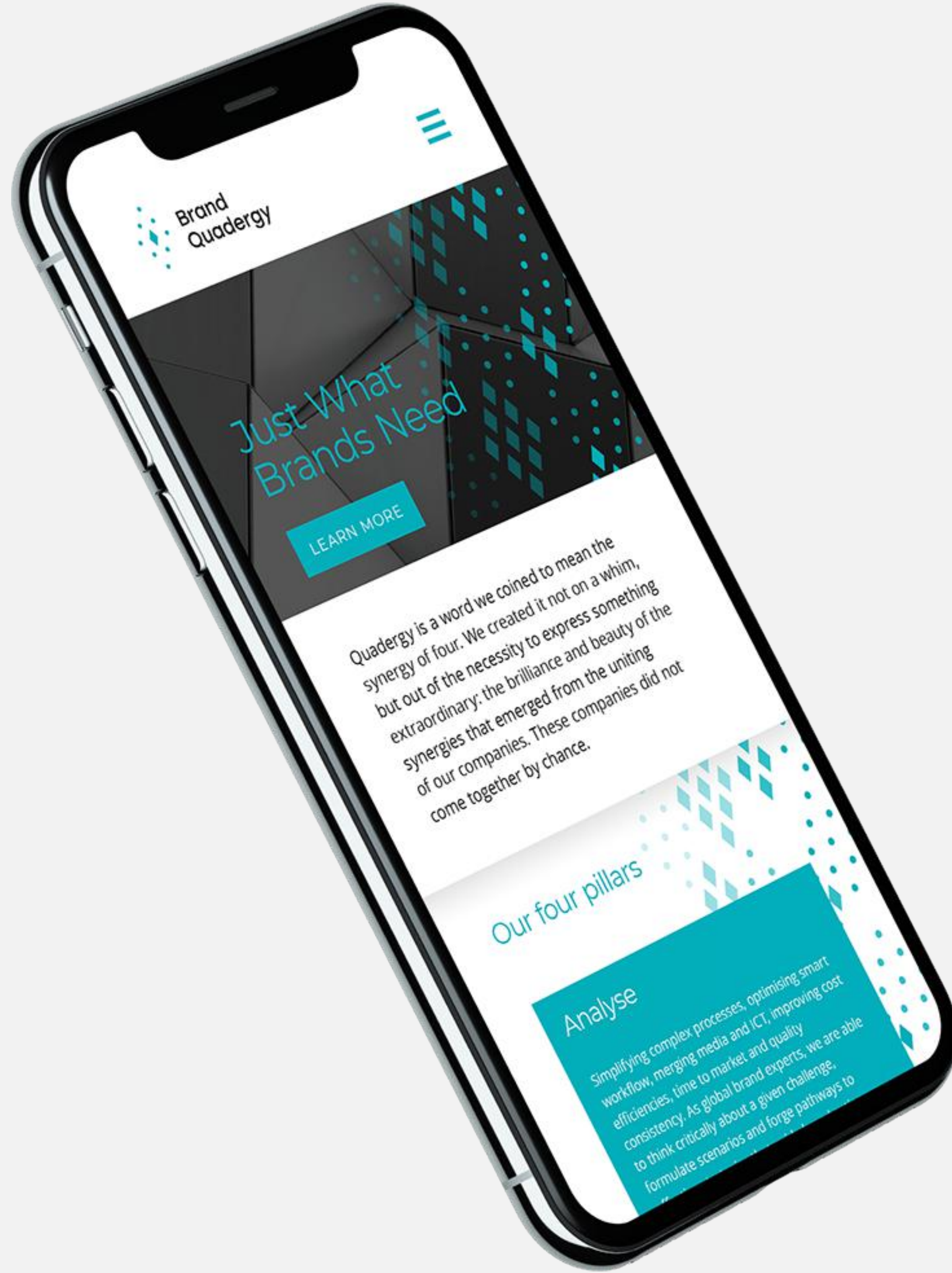
Just What Brands Need

Quadergy is a word we coined to mean the synergy of four. We created it not on a whim, but out of the necessity to express something extraordinary: the brilliance and beauty of the synergies that emerged from the uniting of our companies. These companies did not come together by chance.

LEARN MORE



Concept 3



Concept 3



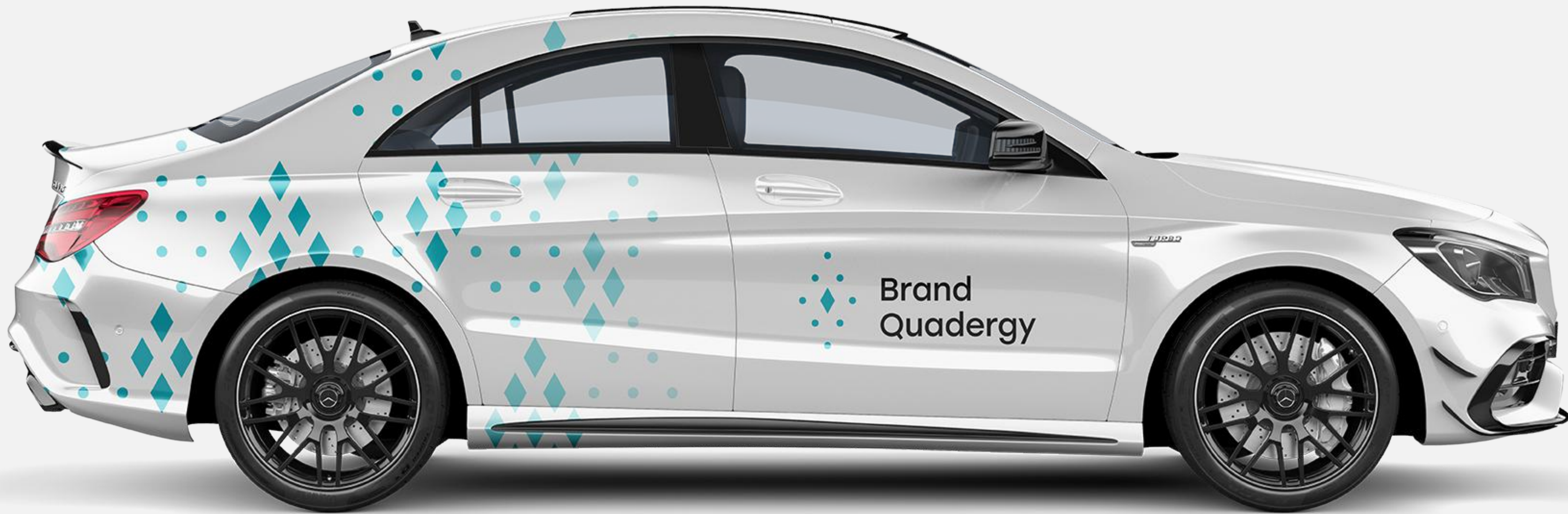
Concept 3



Concept 3

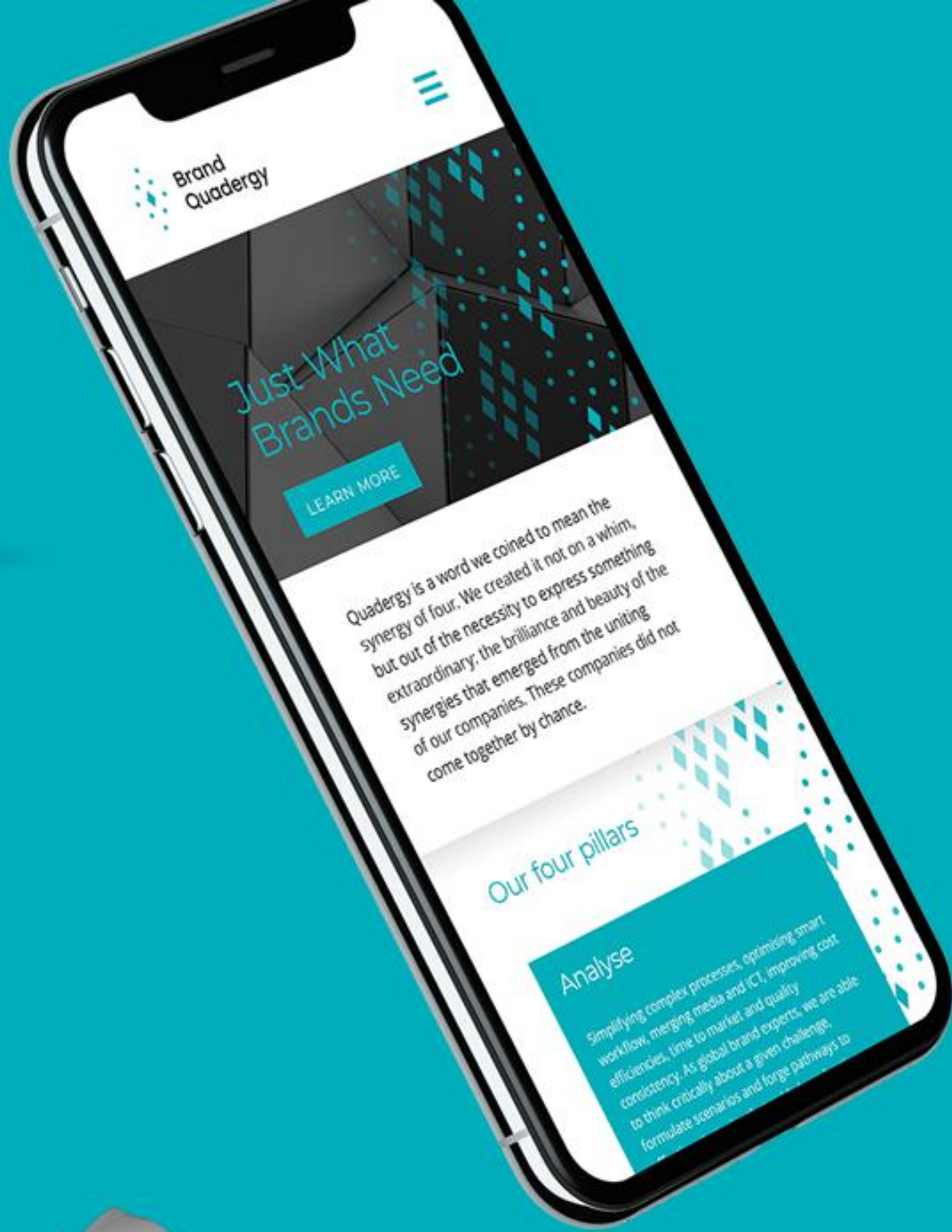
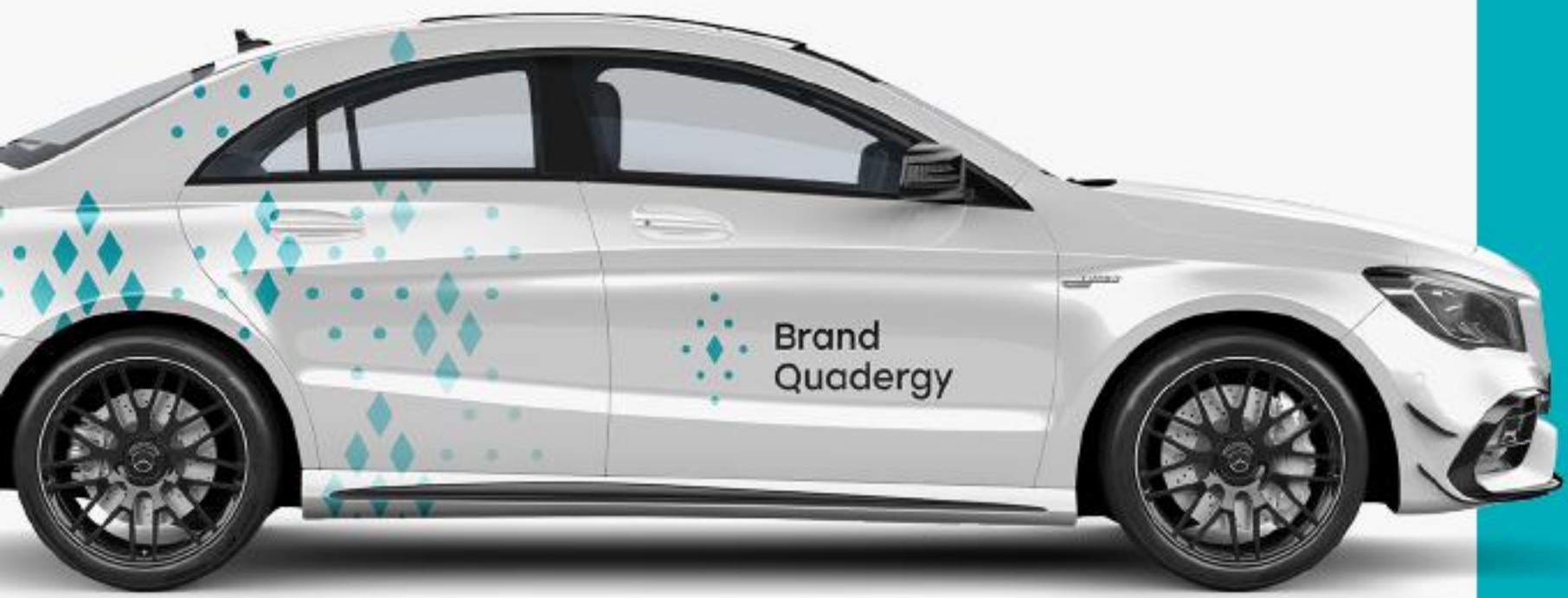


Concept 3



Concept 3





Thank You!