



BRAND+
IMAGE

Brand & design consulting

**WE CREATE
PROACTIVE BRANDS**

BRANDIMAGE

Out in the wild all communication is reactive! In order to fulfil its goals, it seduces, creates leaders, motivates teams, states unique positions, suppresses weaknesses and generates opportunities.

Just like animals, brands communicate through colours, textures, sounds, personality, behaviours, scents and habitats, they react to their business environment in order to maintain their existence and to perpetuate their genes.

WE CREATE PROACTIVE BRANDS

BrandImage+ is a branding agency that delivers creative award-winning brands, with offices in Lisbon, London and Luanda.

We make brands that work, thanks to our methodology, based in the Design thinking process and refined through scores of successful client assignments. It is fundamentally a qualitative approach, tailored to our customer's specific goals, needs and budget.

Nowadays market is filled with passive brands, designed with the sole purpose of representing an institution, product or service. This demands a big investment to achieve a relevant presence in their market, depending on expensive advertisement campaigns.

We create proactive brands! Brands that work on their own, accomplish goals by their genuine values and their daring concepts, becoming viral by their relevance to everyone who live them.

This is why we believe in proactive brands. Brands which are loved by their clients and imprinted in their memories. Brands which deliver results through their proactive nature. Brands which praise the efficiency of their own design strategy.

SERVICES:

- + Branding
- + Strategy
- + Design Thinking
- + UX Design
- + Web Design
- + Editorial Design
- + Mobile APP



PROACTIVE BRANDS ARE SUCCESSFUL BRANDS

**THEY ACT UPON THE POSITIONING OF THEIR COMPETITORS
FACING THEM WITH CREATIVITY AND UPON THEIR
CUSTOMER'S DESIRES BY SATISFYING THEM.**

The design process of a proactive brand begins with a thorough study of the company's market and the pin pointing of its competitive advantages based on the customer's expectations.

Only then can we create solid communication strategies based on valid arguments. Strategies which when applied are expected to meet its goals and lead to the return on investment.

The outcome is a brand synthesized on its identity, effective in all its domains and coherent through its communication, behaviour, architecture and products, or services. All the areas must be in sync so that every time the consumer comes across the brand the message is accurately passed on.

We want to make your brand impactful, as well as meaningful to its audiences. Brands which deliver real results and are loved and lived by their clients, suppliers, employees, business owners and shareholders.

**We look forward for the opportunity to
mark your brand's territory as well!**





Perform
to perfection!



CROSSJOIN



CROSSJOIN SOLUTIONS

Crossjoin is an experienced company in the field of information systems embracing national and international projects with major players in various markets, namely in Belgium, Chile, UK, USA, Brazil, among others.

The concept of the new brand took inspiration from the performance of Kendo's (Japanese martial art) and came from the insights of the company's stakeholders, through the methodology of Design Thinking, where Crossjoin's precision and effectiveness in solving their client's problems were identified as its major assets.

In that sense, Kendo's have emerged as the obvious solution for this challenge because of their capabilities: they are the most valuable resource to be called for by those who seek to solve the problem quickly, cleanly and accurately.

The new positioning of Crossjoin is reflected in the tagline of the brand:

Perform to Perfection!



CROSSJOIN



AFRICAN CONSULTING GROUP > consulting industry | Branding & Strategy Management



WEALTH ETIQUETTE > consulting industry | Branding & Strategy Management



SIBS > finance industry | Branding & Strategy Management



LATAM
TECHUK

WE
SPEAK YOUR
LANGUAGE





VALOR SOLUTIONS > consulting industry | Branding & Strategy Management



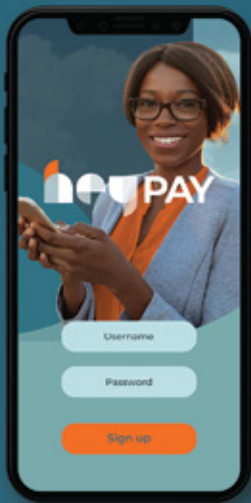
CITIUS > public sector Branding & Strategy Management



SENDIT > IT industry | Branding & Strategy Management



LIFE MADE
EASY



- ✓ No agreement fees
- ✓ No time consuming
- ✓ No issues



OUR  PORTUGAL



BUZZ



Buzz is a Destination Management Company which after a decade of sustained growth felt the need to rethink its communication plan for the next 10 years.

Brandimage was asked to update it and make it coherent with the client's brand/values.

THE PROBLEM

Buzz wants to share with the world Portugal's best kept secrets. It provides its customers with unique travelling moments thanks to the unmatched knowledge of its employees. Travellers can experience places as a local, changing a seemingly simple holiday into a lifetime event. In spite of this key differentiator, Buzz was perceived as too digital, without 'humanlike' elements, unable to highlight its ability to provide authentic experiences with a human touch.

SOLUTION

Before addressing its communication plan, it was crucial to reposition Buzz's brand in order to communicate its real values: humanity, friendliness and singularity.

The new brand underlines the ability to bond with others but also aims to celebrate the destination, the journey and the people who make it happen.

Buzz's brand identity was crafted through handmade paper cuts, so that the brand could be seen as humanized, unique and close.

This allowed it to stand out and to differentiate itself from the competition. The illustrations used bring out the emotions, the uniqueness of the experience, as well as, the beauty, colours, scents and sights of Portugal, in all its splendour.

The new tagline, "Our Portugal", exudes pride, love and joy which the brand nurtures for its country.



BUZZ
unveiling Portugal





TRAFIGURA MINING GROUP > extractive industry | Branding & Strategy Management



Business in Portuguese > trade association | Branding & Editorial Design



LM GROUP > engineering | Branding & Strategy Management



an entire network
of opportunities





MSD - Merck Sharp & Dohme > pharmaceutical industry | Branding and communication - 10 anos Sitagliptina



MSD - Merck Sharp & Dohme > pharmaceutical industry | Mobile Solutions and Infographics

Inovamos
para um futuro
mais fértil



Des. Rural

Desenvolvimento
Rural, lda.



MOURO - Gourmet Olive oil > Food industry | Branding & Internacional Strategy Management



CAPOEIRA > food industry | Branding & Strategy Management



XÉ-NU - Restaurant > hospitality industry | Branding & Strategy Management

AROMA PORTUGUÊS



AROMA PORTUGUÊS

ERVA DE SÃO ROBERTO

Com o seu sabor puro e fresco, o chá combina com os alimentos como nenhuma outra bebida quente.



TRANSFORMERS > third sector | Branding & Strategy Management



IMATERIAL - Genuine Gifts > fashion industry | Branding & Strategy Management



MACALÉ > food industry | Branding & Strategy Management



NYANA > food industry | Branding & Strategy Management



BLUEMOON > media industry | Branding & Strategy Management



RING - Properties > construction | Branding & Strategy Management



Mission

We believe in proactive brands!

Brands which are loved by their clients and live on in their memories, brands that deliver results through their effective nature, brands which boost the efficiency of their own design strategy.

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Partners

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- › Storytelling Course - IDEO
- › Bachelor in Communication and Design, with post-graduation in Design Management - IADE
- › Training in motion graphics and digital branding - RTP
- › Founding Partner and CEO - Global Design

Miguel Fragoso de Almeida

- › Head of Strategy and Partner - Brandimage
- › Design Thinking Course - IDEO
- › Master in Branding and Visual Culture - IADE
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Jorge Medeiros

- › Account Director | Brand Researcher - Brandimage UK
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www.brand-image.co.uk