

GET
MAG

NET

ISED

HEY, NICE TO MEET YOU/HOW'S IT GOING

Magnetic London is a multi-disciplinary design and communication agency.

What we offer to our clients goes far beyond the expected. We seek, suggest, arrange and deliver exceptional ideas and products (or concepts) through a suite of superior services.

magnetic
LONDON



LOGO DESIGN AND BRANDING



OUR APPROACH TO YOUR PROJECT

DESIGN RESEARCH

At this stage we'll ask loads of questions and ask you to fill-in our client questionnaires...

CLIENT DISCOVERY

We kick-off logo design projects with some good quality conversations with the clients. We aim to learn as much as possible about the company culture, values and the way you do business, and then inject that message when we design a logo.

INDUSTRY DISCOVERY

Once we get to know you, we'll need to find out more about:

who is the logo for (the audience)

who you're up against (the competition)

That's why we will ask you to tell us as much as possible about the customers you are catering to — who are they, where they live, what they buy, how they dress, etc. The more we know about these target audience, the easier it will be for us to create a logo they can fall in love with.

The second, and perhaps more important part of this process is researching your competition. We need to see who else is out there and how their logos look, so we avoid doing something similar, or worse — doing something identical without knowing.

APPLICATION DISCOVERY

This phase is about answering one simple question: how and where will the logo be used most of the time? Different usage of the logo is typically referred to as “logo application.”

This is really essential for the logo design process because it tells us what can and cannot be done from a design point of view.

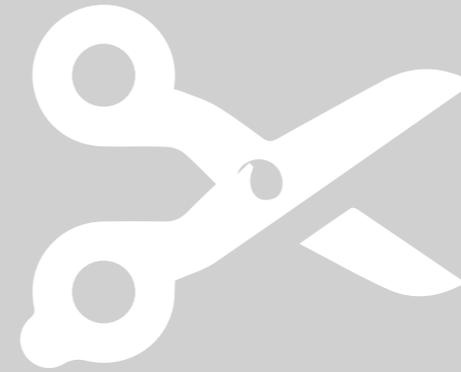


SKETCHING AND DRAFT DESIGNS

We do a lot of sketching, and have a visual brainstorming session with our creative team. The reason is simple — the only way to separate the good from the bad is to have a lot of things to pick from. Because of this simple truth, we usually sketch dozens of logo ideas during the brainstorming phase.

After we are done with the sketching process, we pick 5-7 of your best ideas and create some initial designs in Adobe Illustrator. The best ideas are not necessarily the nicest looking ones or the safe ones which look like everything else out there — they are ideas which have the chance to make you truly stand out in the market.

At the end of this stage we pick 3 of the best options, and present it to you for you to choose from.



REFINEMENT

The refinement stage is the longest one because it involves a lot of back and forth regarding the improvements and changes for the chosen logo alternative.

Colours, and other details are added, changed and thrown away during logo refinement stage. Various application mockups are developed to see how the logo will perform in different situations — sometimes a logo detail on paper doesn't really work well on a building.

IDENTITY DEVELOPMENT

Once we finalise the logo, we move on to develop the brand identity.

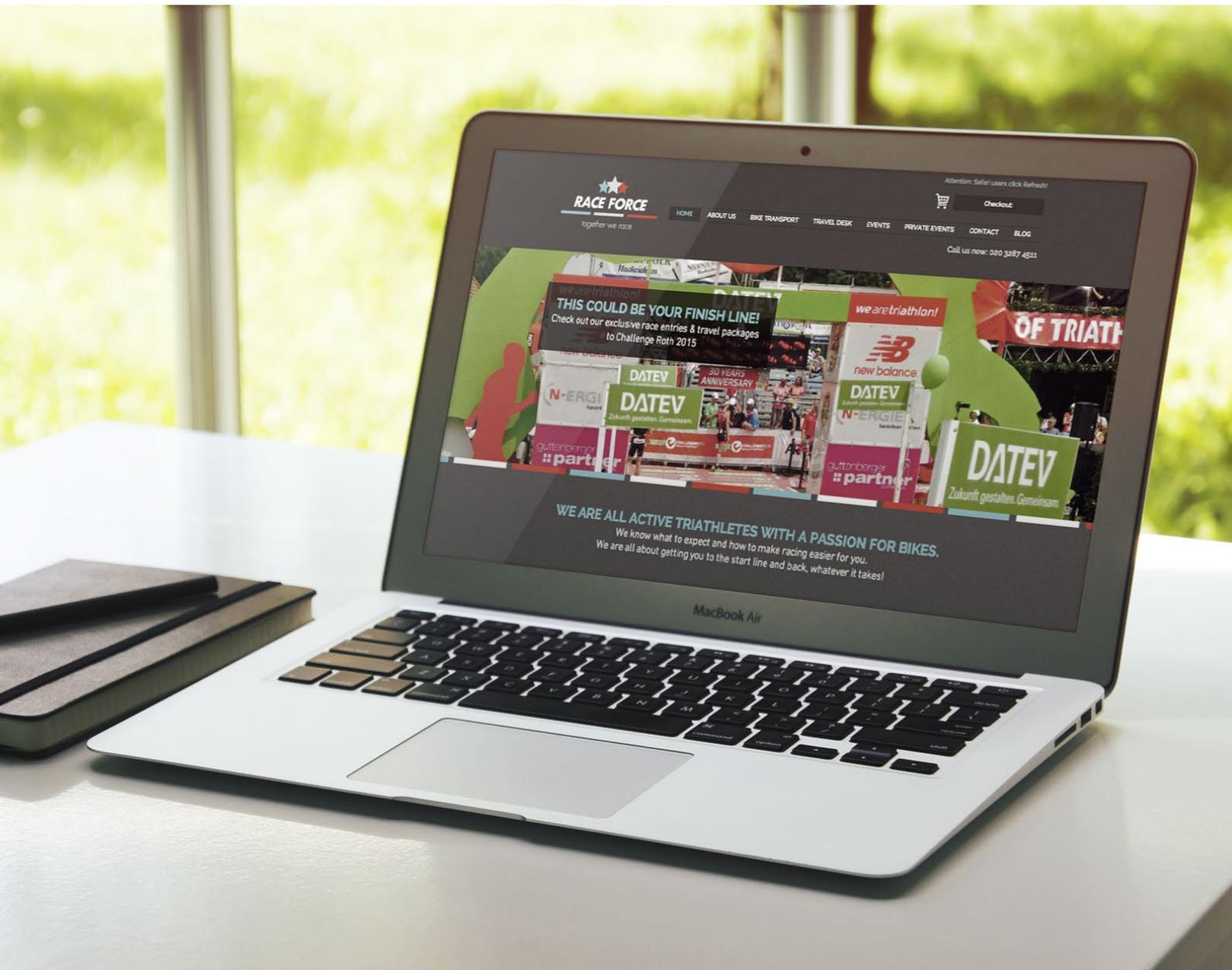
During this stage, all important logo applications are designed and standardised in a brand guidelines book, known simply as the “brand book.”

This book shows how to work with the logo and prescribes standard layout, colour, imagery and typography guidelines for common marketing materials. This way you make sure your identity is protected and guided by the same principles even when you switch designers or agencies.

RACE FORCE: ZERO TO HERO

Race Force are a team of active triathletes & mechanics with a passion for bikes. They provide a tried & tested bike transport service as well as RaceWheels rental & RaceBeds at event locations for all budgets.

Their goal is to make getting to the start line easier for everyone. We worked with the founding director; Kate, to translate her ideas and visions into her brand. Kate was very passionate about how she wanted the brand to be perceived so there is a lot of meaning and association built into it. We then went on to create the Race Force website and marketing materials.




together we race

add-ons
by RACE FORCE



Home pick-up

add-ons
by RACE FORCE



insurance

add-ons
by RACE FORCE



Checks

Bike check, degrease,
Tune & Lube & Brake Check

add-ons
by RACE FORCE



Basic Kit

Wet Suit, Shoes & Helmet



SWEAT THIS! BRANDING

Sweat This! is a London based start up aiming to be the daily sports wear of the young and physically active people, looking for smart, colourful and witty outfits for their daily exercise schedules.

Sweat This! benefitted fully from our 'Zero to Hero' design & communication consultancy package. We listened to the founders and challenged their ideas, and then created the brand, designed the outfits, shopping pags, price tags, and promotional materials. This is one of our ongoing projects, and we'll soon be sharing more about our Sweat This! related outcomes.

**SWEAT
THIS!**

**THE
POWER
OF 3**



GLOCALISERS

Glocalisers is a Berlin based start-up with an office in London. They want to bring environmentally friendly and sustainable products to conscious young consumers who opt for their products as a lifestyle choice.

We worked really closely with Glocalisers from the very beginning. We helped them build their brand, website, and all printed collateral. We designed a simple, colourful, and cheerful concept boasting illustrations to express the variety and uniqueness of the brands they deal with all around the world.



THM

THM is one of Australia's leading sports marketing and communications agencies based in Sydney. They specialise in PR and media strategy for some of the biggest sports and entertainment organizations in Australia including Major League Baseball, the National Rugby League and the New South Wales Rugby League.

THM approached to us to redesign their existing website. However when we analysed their communication goals we realised that they needed a stronger identity. In the end we ended up designing a full identity kit and a complete new website to emphasise THM's dynamic, fresh, inclusive, personable, proactive and progressive character. We used big chunky typefaces, and strong colours like blacks, reds and whites to promote excellence and strength.

The logo consists of the letters 'T', 'H', and 'M' in a bold, red, sans-serif font. The 'T' and 'M' are significantly larger than the 'H', creating a strong visual impact.



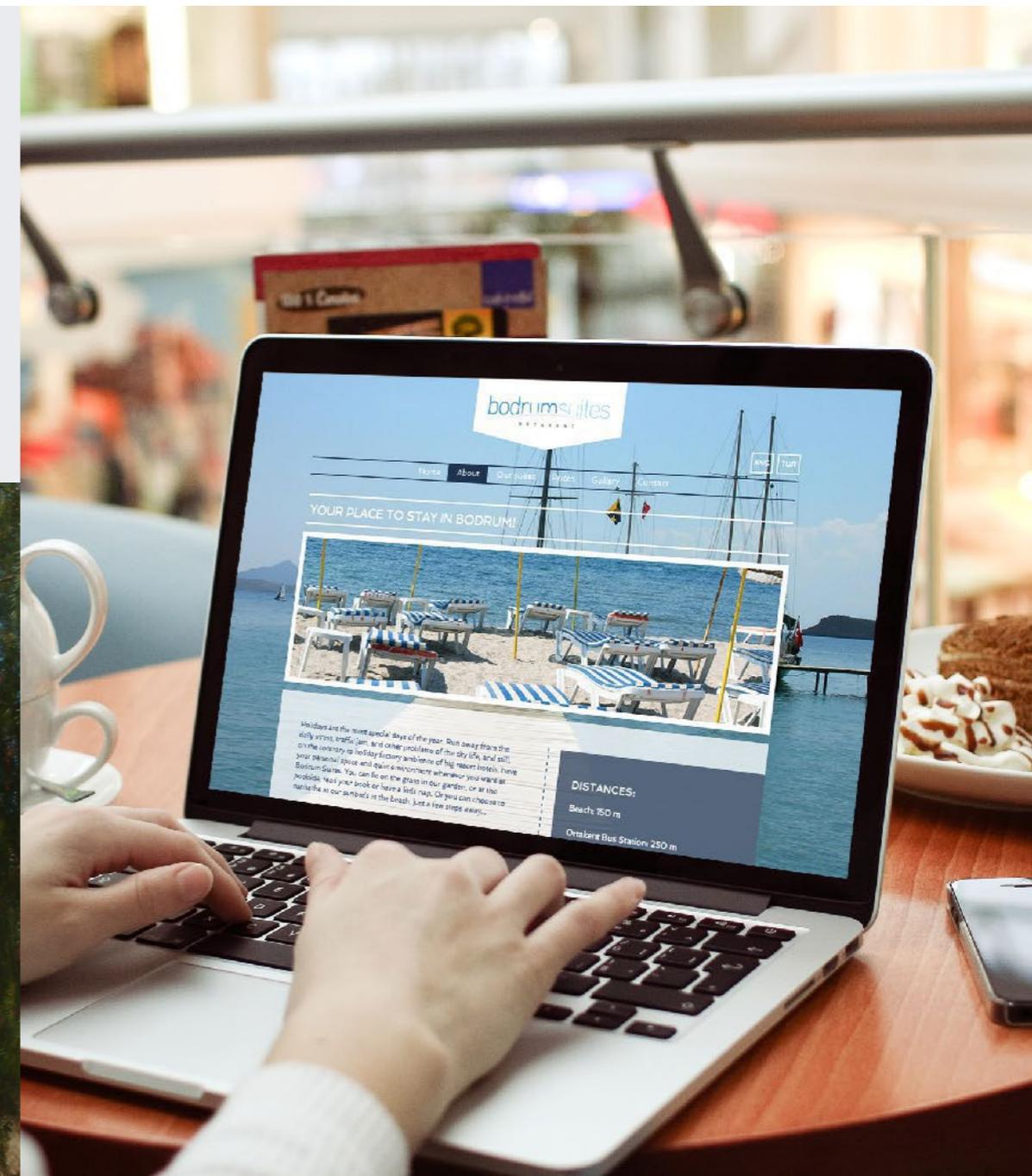
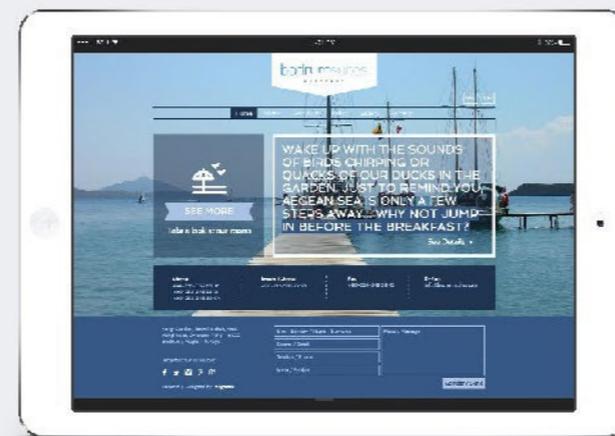
BODRUM SUITES

Bodrum Suites is a boutique hotel located in Ortakent, one the cleanest beaches in Bodrum, Turkey.

We designed their brand from scratch, and built a theme around the Aegean Sea. The clever use of shades of blue provided a nice, fresh, summery feel.

Once we completed their logo and brand guidelines, we applied it to their website to achieve a coherent look.

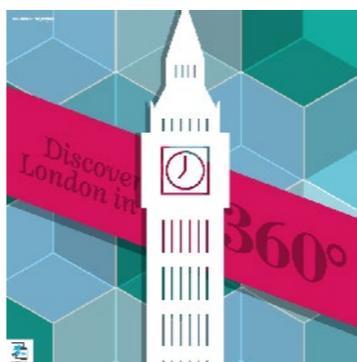
bodrum suites
ORTAKENT



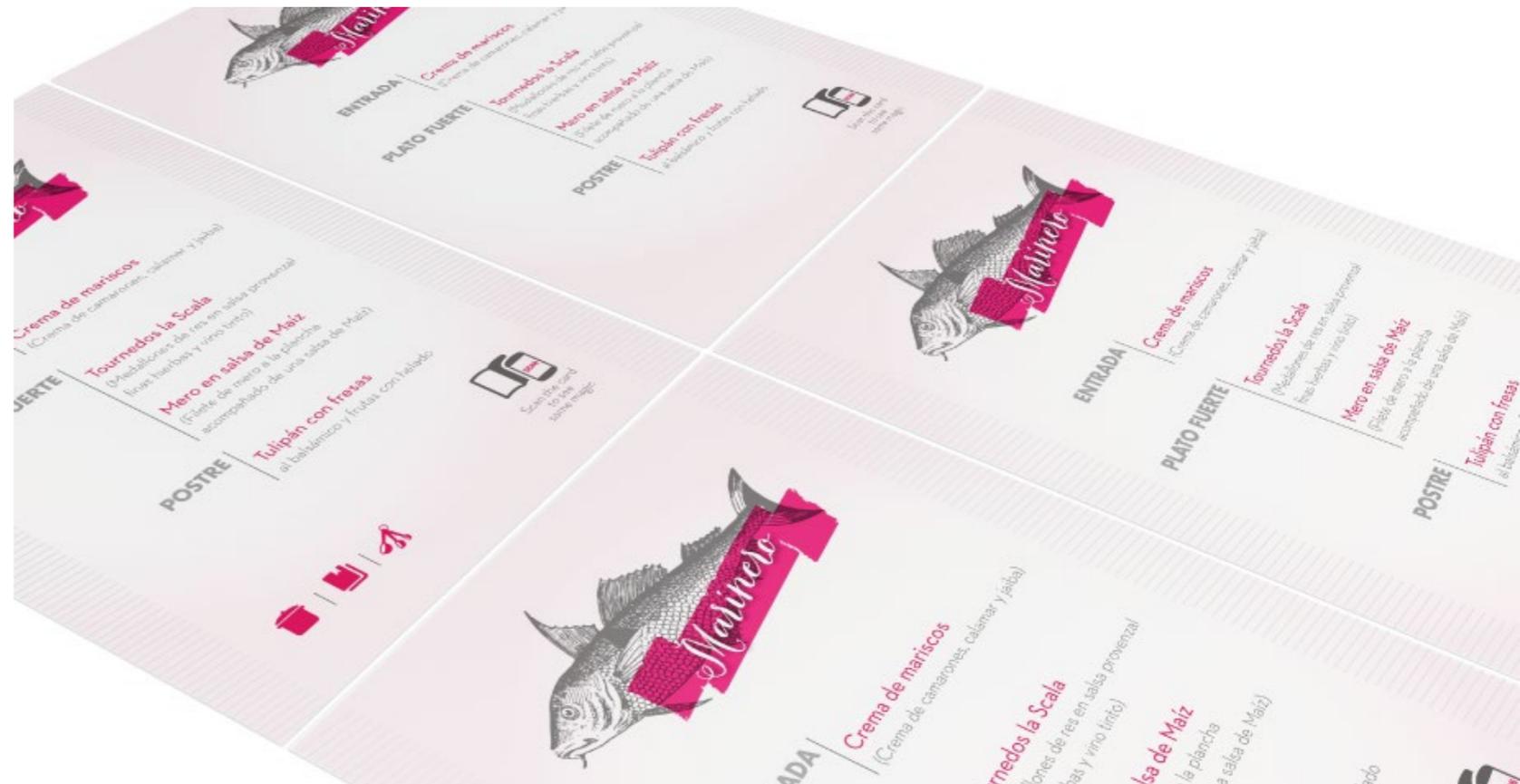
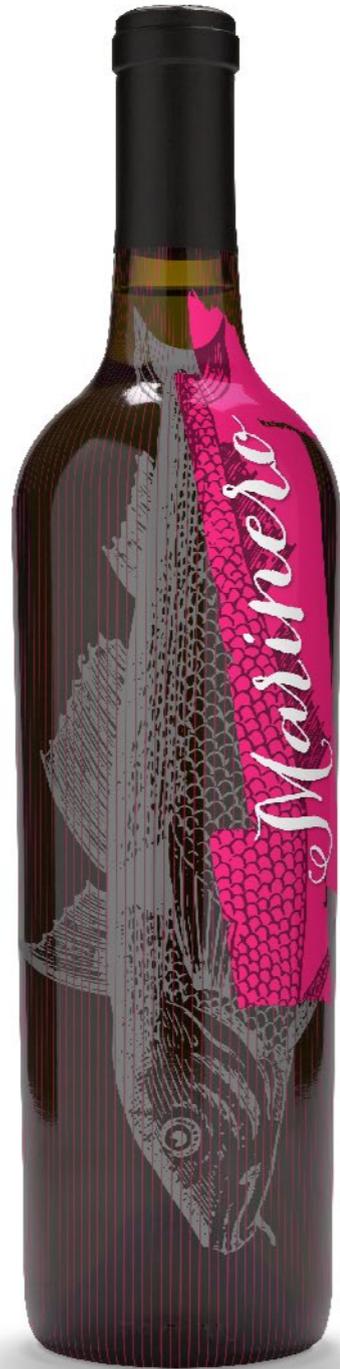
THE HQ

The concept of the HQ was born out of a necessity for a space that could be used as a base during London Fashion Week for bloggers and others to get access to a high speed internet connection, and also the lack of a coherent space which offered useful content for fashion week as well as a great ambience at no cost.

We created the whole concept from scratch in a very short period of time. The logo, the website, the cards, the leaflets, and the posters, are amongst the things we designed for this project.



MARINERO



TV IN A CARD - TURKEY

You recorded your introductory video, what to do next? Send out a DVD or put it online and who sees it?

But personalise it, send it out in one of our catalogues and all your audience has to do is open the card, and everybody sees it! We wanted to promote this product on a separate website with more product specific details. We started with designing a new logo for the word "Ekranlı Kataloglar" (which means catalogues with screens in Turkish). After we were done with the logo and the whole brand guidelines we created the site suitable both for desktop and mobile browsing.



OUR MARQUE

CREATIVE, INNOVATIVE, ATTRACTIVE

It is our mission to help you realise the creative vision in your head or inspire you with our own ideas, helping you to understand the role that stunning designs can play in your wider business strategy.

Our team of business minds, with creative eyes have deep management backgrounds, so they will intimately understand the challenges and pressures you face. We strive for complete transparency, communication and collaboration at all stages of the creative process – with Magnetic, you know you are in safe hands.

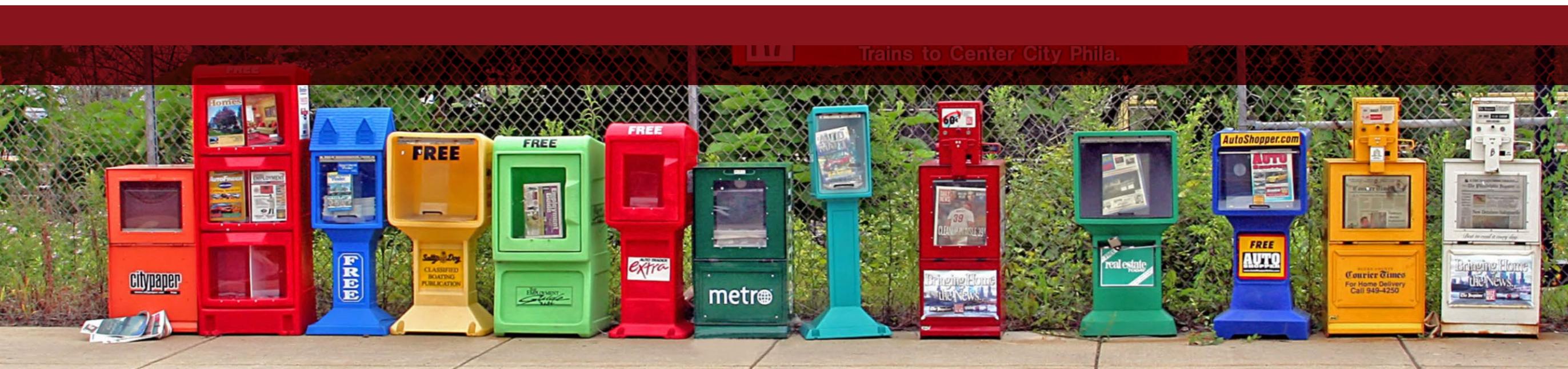


DYNAMIC AND BESPOKE

AT ITS HEART HOWEVER, WHAT WE DO IS SIMPLE

We can help you communicate effectively with your audience in a way that has real impact. Whether you need a new company logo or an entire communications strategy, we know what works and how the latest technology can best be leveraged.

Work with us and experience our 360-degree approach to design first hand. We'll help you build your entire communication strategy from the ground up, and we can guarantee that the results will be creative, innovative and attractive.



MAGNETIC PEOPLE

THE PEOPLE

Magnetic has a wealth of industry knowledge and design experience.

Our team has been part of ground-breaking campaigns such as the augmented leaflets designed for Jones Lang LaSalle for the World's biggest real estate expo - MIPIM in March 2014. We have a variety of experience from the project managers, graphic designers, web developers, producers, film directors, art directors, image consultants and relationship managers who all combine to deliver exceptionally to your need.



COMPLEXITY AND TECHNICALITY

OUR GOAL IS TO FACILITATE AND TO ENHANCE YOUR COMMUNICATION

Our broad range of design and communication services can be delivered as turn-key solutions - so sit back and relax, safe in the knowledge that an industry-leading design team is on the case

- / Augmented reality
- / Design for print
- / Web design
- / TV in a card
- / App and game design
- / Logo and corporate ID design
- / Videos and presentations
- / Design and communication consultancy

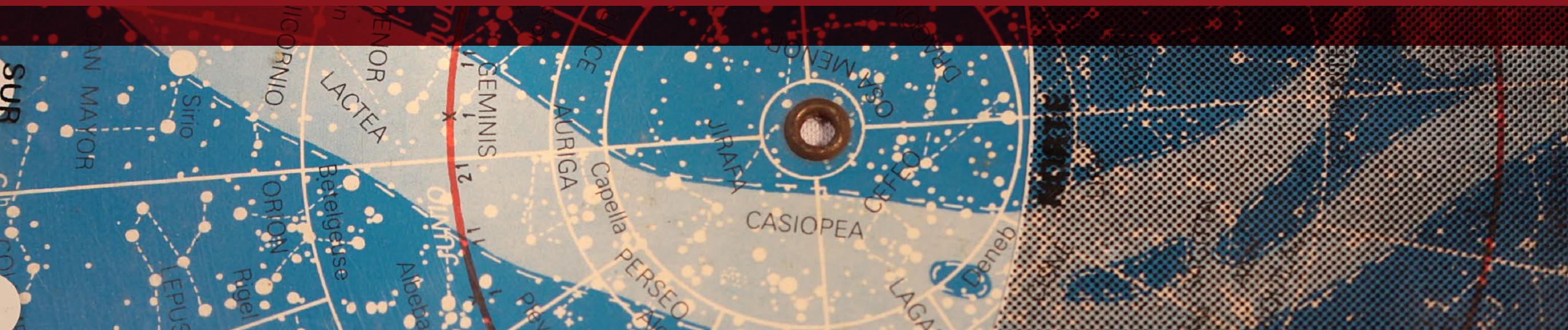


CUTTING THROUGH THE BLURRED LINES

WE WORK AT THE VERY EDGES OF WHAT'S POSSIBLE

At Magnetic, we work closely with our clients to develop razor-sharp communication strategies with plenty of clout. Crisp, attractive design is at the heart of everything we do, and we're not afraid to innovate using the latest technologies to help our clients reach out to their audiences.

In a world where customers are bombarded with confusing messages from every angle, we use eye-catching design and a detailed knowledge of our clients' businesses to help organisations engage and grow their audiences as effectively as possible.

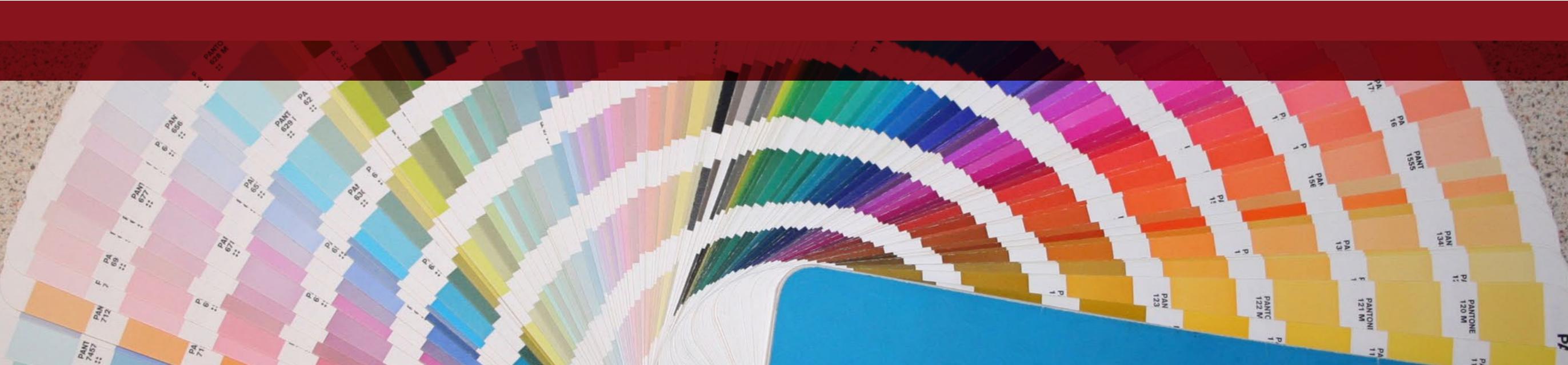


MORE THAN JUST HOT AIR

ARTISTRY

We work at the very edges of what's possible, blurring the digital world with the real world, using cutting edge technologies – like augmented reality – to achieve results that were science fiction just a few years ago.

We work with clients across the globe from our London base and our studio in Istanbul. Our team of multilingual designers are original, bold and bubbling with passion for what they do - which translates to success in any language.



LET'S GET STARTED GET MAGNETISED

We are glad to welcome you on board...

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LONDON