

// CASE STUDY //

Focus: Corporate design development



Each of our clients is unique, pursuing their individual visions and business ideas in their own way. Unequity has helped numerous start-ups and their passionate founders from a wider range of industries to create their distinctive look.

Unequity develops corporate designs (CD) and supports the company's initial market launch – both on and offline. The CD should reflect the concept, values, and culture of the company. The design reveals how the organization sees itself and how it wishes to be perceived – in short, the company's identity. Unequity tackles this critical mission with passion.

// SELECTED EXAMPLES //

New Work Women

The New Work Women initiative was launched in 2018 by Nadine Nobile (also the founder of CO:X <https://www.coplusx.de/>). New Work Women supports women in actively shaping the modern working world. Visibility for New Work Women's activities is primarily achieved through social media and at conferences and conventions.

www.new-work-women.jimdo.com

qashqade AG (Switzerland)

qashqade is a Swiss FinTech company providing software solutions for the alternative assets market. qashqade software helps investors and companies in this industry completely automate their carry calculations.

www.qashqade.com

OKTIC GmbH (Switzerland)

At the beginning of 2015, Oliver Freigang, former CEO of Equatex AG, a global administrator of employee shares programmes, founded his own consulting company in Switzerland: OKTIC GmbH. Since then, OKTIC has been active not only as a consultancy for corporate carve-outs and employee shares concepts, but also as a strategic investor and financial partner in small and medium-sized companies.

www.oktic.ch

SSIP AG (Switzerland)

Clients of SSIP AG's founder, Michael Sterchi, benefit from his 20+ years of experience in remuneration consultancy during his time at KMPG, specialising in incentive plans, employee participation plans, executive compensation, and social insurance plans (management pensions).

www.ssip.ch

// DIVERSE CLIENTS, DIVERSE DESIGNS //

Start-ups, SMEs, associations, and initiatives

Regardless of the industry or the type of organization – from financial consultancies, FinTech start-ups, or non-profit initiatives – Unequity can develop an entire corporate identity, including the logo, business stationery, and website. The client is always at the centre of the creative process. We take time to get to know the founders, then set up brainstorming sessions with them to develop a bespoke, future-proof design. Working closely with our clients, we create mood boards, logo drafts, colour samples, formats, and tactile elements to best represent the core identity of the company.



Colour play and logo test

// NEW WORK WOMEN //

The agency's task

The virtual network "New Work Women" hired Unequity in 2018 to develop a logo. As New Work Women primarily communicates and interacts via social media channels, the logo design had to be adaptable to be used online.

The result

Given the goals of the New Work Women initiative, the agency developed a unique logo in close cooperation with the client. The impactful and memorable design uses colour and typography to emphasise the core values of the network. In addition to the full logo, a logomark was created for use on social media. The company logo can also be used effectively on New Work Women business stationery or flyers.



Logomark and logotype used together



The logomark used offline and online



// OKTIC GMBH (SWITZERLAND) //

The agency's task

In OKTIC GmbH's founding year, 2015, the company commissioned Unequity with the creative design of the company's corporate identity. The agency's tasks included developing the company's CD and designing and producing the business stationery. The first step was the creation of the logo, including choosing CD colours and typography. Unequity also produced design proposals for the start-up's website.

The result

The agency worked closely with the client to devise a unique company logo. With the colour selection, geometric shapes of the figurative logomark, and the font selected for the logotype, the logo clearly reflects the professionalism of the consulting company and is appropriate for a company in the financial services industry.

Unequity developed templates for the OKTIC GmbH business stationery and produced high-quality business cards and personal greeting cards for the management team. Unequity was also responsible for the web design and copywriting for the company website.



OKTIC GmbH greeting cards



OKTIC



OKTIC GmbH business card for the founder

// QASHQADE AG (SWITZERLAND) //

The agency's task

For qashqade AG, Unequity took on the development of the company logo, based on an existing idea of the founders, and created a design for the company's first trade fair presence.

The result

Based on the customer's first rough drafts, Unequity developed a dynamic company logo, which reflects the business idea (Waterfall Configuration) through its symbolism of three circles standing inside each other. To generate recognition of the logo as quickly as possible, it was selected as the core element of the trade fair design. The counter and partition wall prominently display the logo on a modern, dark background. The side panels of the booth display keywords of the core business activities, and inspire conversations at the booth. The business cards are printed on high-quality paper, with the rings emphasised by a coated finish. Matching posters were also created with a variety of keywords related to the company's business model.



Partition wall and trade show booth counter for qashqade AG



Business cards with coated finish



Poster variations

// STERCHI SHARE INCENTIVES & PENSIONS (SSIP) AG //

The agency's task

The Swiss company SSIP offers professional remuneration models and pension solutions for organisations. After a fundamental restructuring in 2020, the company expanded its service offerings to include pension solutions. This change led to a new interpretation of the acronym "SSIP", which now stands for "Sterchi, Solutions for Incentives and Pensions".

Unequity was challenged to revise and refresh the corporate design. Alongside a new logo, SSIP required a consistent colour scheme and imagery, which were to be documented in a design manual. The newly developed design would then be used to update the website, business stationery, and the PowerPoint master.

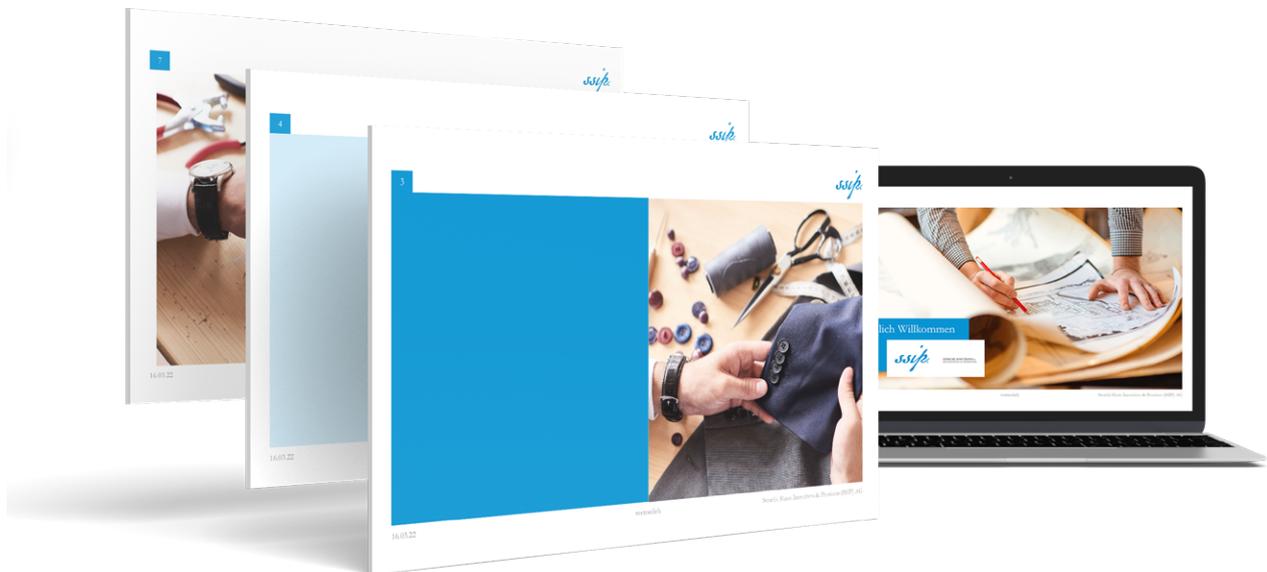


STERCHI SOLUTIONS for
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Realisation

The redesign of the corporate identity focused on conveying professionalism and reliability, to visually emphasise the strengths of SSIP – personalised consultancy and the development of bespoke solutions. A dark grey and a fresh blue tone were chosen as professional primary colours, with a warm yellow as an accent colour. The visual language for photo imagery was defined as natural, authentic, and approachable. The typography of the logo-type is similar to a handwritten signature and underlines the personal character of the company.

During the research phase, it was discovered that an internet search returned ambiguous results for the search term "SSIP". The domain extension ".ch" was added to the new logotype to make it instantly identifiable.



PowerPoint Master

// STERCHI SHARE INCENTIVES & PENSIONS (SSIP) AG //

When developing the logo, versatility was another important consideration. The new name resulted in a longer claim, which made the old logo look cluttered and heavy. The logotype and claim were separated to make them easier to read and more versatile. The logo can now be applied separately from the claim, depending on the usage.

Once the new design guidelines were established, they were used for the website reworking, and the complete business stationery. The new corporate design works equally well on the web, in print, and for PowerPoint presentations.

A design manual was developed to make the new corporate design available to all employees and service providers. It lays out rules for the use of the logo – with or without the claim – the colours, typography, and the imagery, and sets guidelines for the use in business stationery and PowerPoint masters.



Business card with QR code

The result

SSIP AG now has a brand with a strong recognition value. The new logo is versatile and the option to separate the logo and claim enables easy and appropriate usage for diverse marketing content. The addition of the domain extension .ch in the company name helps potential customers to find the website and ensures a top Google ranking.

The new design manual ensures that employees and service providers have easy access to the design guidelines, facilitates the consistent application of the corporate design, and thus supports a strong brand presence.



New design manual from SSIP

// SO WHAT CAN WE DO FOR YOU? //

Unequity takes great ideas and uses optimised communications to make them a success. Whether it's employee shares or management programmes, bonus plans, company car arrangements or offers for pension plans – we make your Compensation & Benefits programme a big win – for your employees and for your company.

Unequity. Good communications for good ideas.

UNEQUITY
communication

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