

// CASE STUDY 2014 - 2018 //

FOCUS: Corporate design development



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

Unequity develops corporate designs (CD) and helps support a company's first launch on the market – both on and offline. The CD is meant to reflect the ideas and values of the company as well as those of its founders and employees. The look should show how a company is structured and how it wants to be seen. It represents its identity. These important tasks are what Unequity does. And we do it with passion!

// OUR CLIENT //

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-size companies.

www.oktic.ch

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 to completely automate their carry calculations.

www.qashqade.com

New Work Women

The New Work Women initiative was founded in 2018 by Nadine Nobile (also founder of CO:X <https://www.co-plusx.de/>). New Work Women helps women to actively shape their modern working lives. Visibility for their activities is primarily achieved through social media as well as at conferences and conventions.

www.new-work-women.jimdo.com

// DIVERSE CLIENTS, DIVERSE DESIGNS //

Start-ups, SMEs, associations and initiatives

Regardless of the industry or the type of organisation, or whether it's financial consulting, a fintech start-up or the New Work Women initiative – Unequity can develop everything from your logo and your business letterhead to your website and your company's overall presence. The client is always the focus of the creative process. We take our time to get to know the founders and to approach the brainstorming process together in order to come up with a customised, forward-thinking design. Working closely with our clients, we create mood boards, logo drafts, colour samples, formats and tactile elements to illustrate how the new company's essence can be presented.



The draft logos for New Work Women.

// OKTIC GMBH (SWITZERLAND) //

The agency's task

In the year it was founded, 2015, OKTIC GmbH contracted Unequity with the creative design of the company's corporate identity. The agency's task included developing the company's CD and creating the various elements of the company's letterhead. The beginning focused on getting a logo in play, including choosing CD colours and typography. The start-up's website also required that Unequity develop some design suggestions.

The result

The agency worked closely with the client to devise a unique company logo. With the colour selection, geometric shapes of the figurative trademark and the font selected for the word mark, the logo clearly illustrates the professionalism of the consulting company and also harmonises with the overall look of the finance market.

Unequity developed templates for the OKTIC GmbH letterhead as well as produced high-quality business cards and personal greeting cards for members of management. Unequity also took on the task of designing the website and creating its content.



OKTIC GmbH greeting cards.



OKTIC GmbH greeting cards.

OKTIC GmbH business card for the founder.



// QASHQADE AG (SWITZERLAND) //

The agency's task

On behalf of qashqade AG, Unequity assumed the task of developing the company logo, based on an existing idea presented by the founder, as well as creating a design for the company's first trade fair presence.

The result

Based on a first draft from the customer, Unequity developed a dynamic company logo that reflects the three integrated components of the business idea in a symbolic waterfall configuration. In order to generate recognition of the logo as quickly as possible, it was also selected as the core element of the design of the trade fair. The counter and partition wall prominently display the logo on a dark, modern background. Posters for the side panels of the booth use keywords to indicate the company's area of activity and offer entryways to the booth for meetings. The business cards are printed on high-quality paper with a coated finish for the rings. Matching posters were also created with a variety of keywords related to the company business model.

The partition wall and the trade show booth counter for qashqade AG.



The elegant coated finish makes the business cards stand out.



The posters for qashqade AG.

// NEW WORK WOMEN //

The agency's task

The virtual network "New Work Women" hired Unequity in 2018 to develop a logo. The logo concept needed to emphasise the network's online presence because "New Work Women" primarily communicate and interact via social media channels.

The result

Given the goals of the "New Work Women" initiative, the agency developed a unique logo in conjunction with the client. The entire look and feel of the colour and typography underscores the core values of the network and gives the initiative an expressive and at the same time easy-to-remember design. For use in social media, a functioning figurative trademark was also created in an addition to the complete logo. Beyond that, the company logo can also be nicely placed on the letterhead or on advertising flyers for New Work Women.



The initiative's logo on letterhead.



The New Work Women logo can be nicely placed on both greeting cards or on websites.





The Unequity Team.

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

Unequity takes a great idea and uses optimised communications to make it a success. Whether it's employee shares or management programs, bonus plans, company car arrangements or offers for pension plans, we make your compensation & benefits program a big win – for your employees and for your company.

Unequity. Good communications for good ideas.

UNEQUITY
communication

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