

the other ones.

# All you need to know about us

the other ones. design studio

We create to make a difference.

Munich, 2023

Why work with us?

**Building your business holistically while balancing various creative challenges  
does not sound like a good solution for us.**

# We do things differently

highly-focused

tailored

powerfull

Hey, we are »the other ones«

**Not just another  
graphic design studio.  
But the creative force to  
(re)launch and develop  
your brand and business.**

Combining the benefits of a boutique studio with the thinking from big brand agencies, we strive to help ambitious brands adapt, adjust and succeed. We believe in the power of teamwork. That's why our team is as diverse as our tasks.

We rely on our highly focused core team and specialised experts to meet the needs of our clients individually. Therefore we bundle our strengths and offer extraordinary and real solutions.

# Hard facts:

**Munich,  
Germany**

**1 studio +  
100 % remote**

**since  
2019**

**5+ agile team  
members**

**Gender**  
**60 % 40 % 0 %**  
Male Female Non-binary

**1 office  
dog**

**28+ hungry  
clients**

**500+ great  
projects**

**8+ manifold  
sectors**





# Our team

Our small, agile and diverse team  
is built to meet your needs and requests.



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**Our studio is where brand expertise meets real solutions. As companions and challengers, we combine strategy, design and interaction – analog and digital, competent and bold.**

# Our creative services. Everything your brand needs.

- We create identities
- We design experiences
- We shape communication

Our services

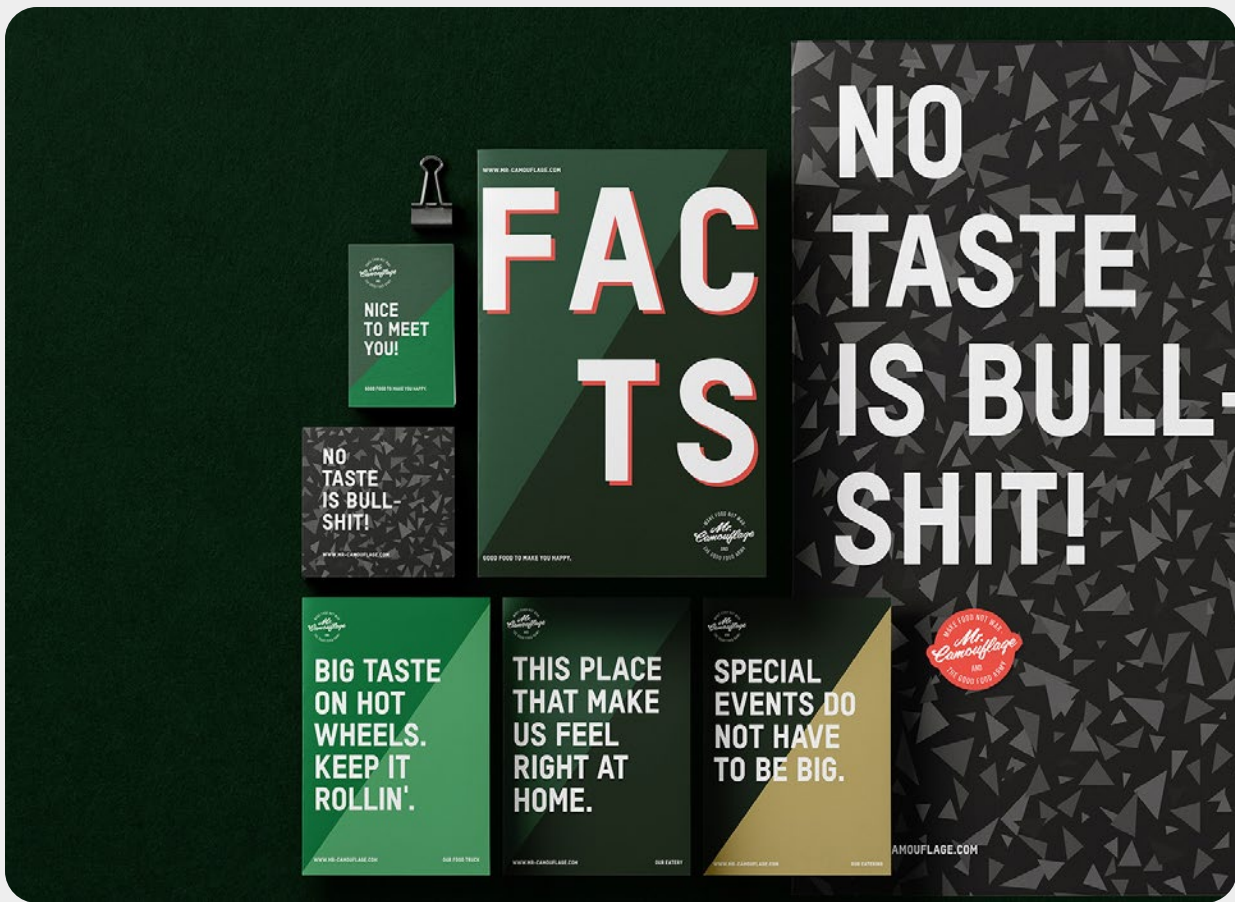
# We create identities

We define values, create the identity and make visions visible and sensible. For brands, companies, initiatives and people.

- Brand Identity
- Brand Design
- Brand Architecture
- Rebranding
- Logo Design
- Naming & Claim
- Positioning & Strategy
- Brand Support
- Employer Branding
- and more ...

Curious about a concrete project?  
[➤ See how we do it](#)

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**Brand Identity** Creating a brand by developing a strong and structured visual design considering all the brand's facets.



**Naming & Claim** Accompanying the brand launch by developing a strong name and claim expressing the brand's core values.



**Employer Branding** Forming an employer brand by creating a consistent and flexible design and toolkit meant to be developed further.



**Logo Design** Designing a logo by transferring the brand's promise into a visual seal of quality and trust.



Our services

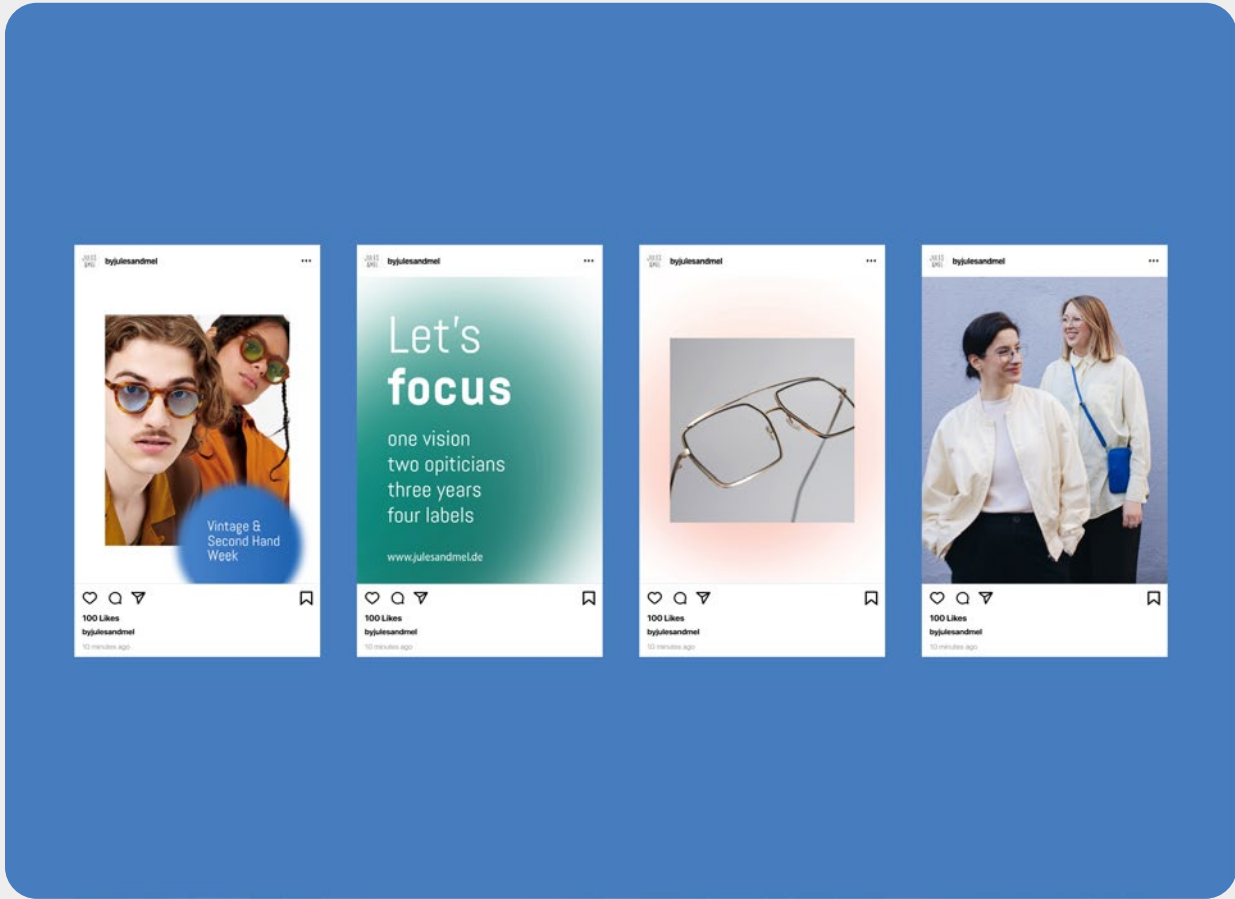
# We design experiences

We create experiences that inspire and surprise.  
Across all channels and media - in digital or space and printed.

- Websites
- Digital Design
- Content Creation
- Booklets / Brochures
- Magazines / Editorial
- Illustration
- Packaging
- Brand in space
- and more ...

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**Content Creation** Bringing a brand to social media by deducing the brand's elements for digital empowering a flexible and playful use.



**Booklets / Brochures** Designing media by translating the visuality of a building and its quarter into a strong visuality bringing the design to life.



**Websites** Setting up a landing page by creating a simple but agile CMS enabling the brand to stay relevant and close to its customers.



**Illustration** Illustrating a brand's services by explaining and visualising its key topics strengthening the brand's mission.



Our services

# We shape communi- cation

We tell strong, authentic and exciting stories.  
Visual, verbal and straight to the point.

- Campaigning
- Brand Communication
- Storytelling
- Brand Language
- Keyvisual
- Text
- and more ...

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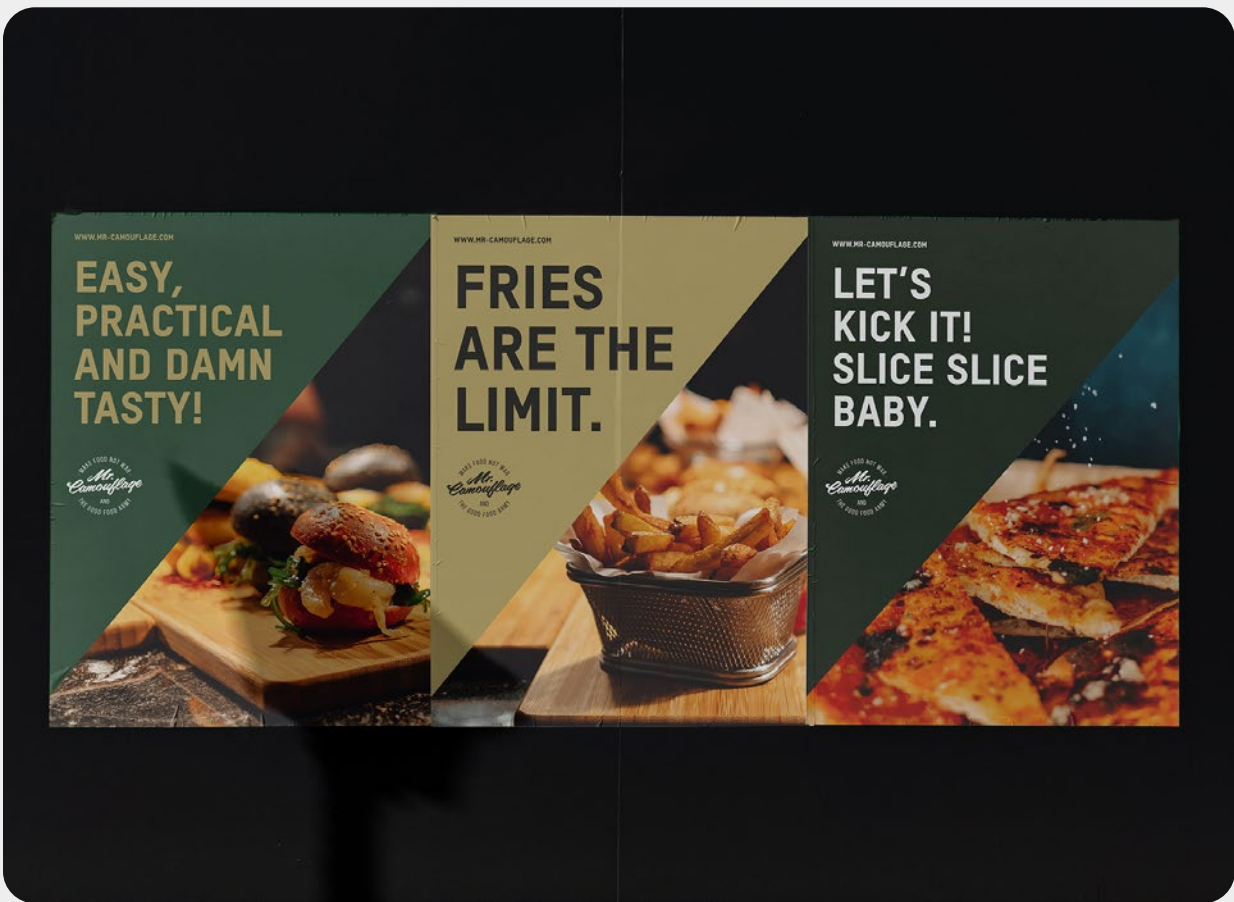
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**Storytelling** Connecting a brand with its customer by developing authentic storytelling enhancing real interaction with the community.



**Brand Communication** Implementing an employer brand inside and outside by creating personal brand communication raising sympathy for the employer.



**Brand Language** Giving a brand a modern and fun touch by developing a brand language engaging directly with the customer.



**Text** Bringing brand content to life by wording messages to the point matching them perfectly to the brand.

Interested?  
Let's talk about your project.

➤ **hey@theotherones.team**

A circular graphic composed of four segments, each containing a phrase: "SAY HI" at the top, "ARRANGE A" on the left, "COFFEE" on the right, and "TALK" at the bottom. The segments are separated by small dots.

To discuss how we can help with your brand ambitions and challenges, please drop us a line with your details and let us know what you need.



# Thank you!

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