

Subject

Date

Page

NEWSLETTER

October 2003 : N02

1

→



Autumn 2003

QuA = Brand Environment Design

Design has the power to make brand values visible and tangible. With Brand Environment Design it is possible to develop a comprehensive environment for clients, in which they can build relationships that their customers value. Each element on the stage has its own purpose, adding up to a total consistent experience. It should reconfirm the known strengths of a brand, while at the same time provide surprises that create curiosity. The everlasting goal is to seek the delicate balance between unleashing meaningful emotions and the creation of a pleasant environment, in which brands can present themselves and where the customer can fulfil his practical needs.

Brand Environment Design is QuA's main business.

Subject

Discipline

Page

FINISHED

Graphic Design

2

→

Reader triggered by clear design

In our previous newsletter we mentioned the design of a new door to door magazine from the city district Amsterdam-Noord, called Noord op de Mat. This design concerns a pilot issue that was presented to a small group of people. Next to visual design, the accessibility of information and other content related elements were tested. The results showed firstly that the initiative of this new communication vehicle was greatly appreciated, and secondly, feedback regarding the visual design was to simplify the style. Because of this, the final design of the magazine that has been distributed door to door, contains less color than the initially proposed version. For the same reason, the initially used colored borders and heavy frame margins were adjusted to freshen up and simplify the overall layout.

In order to improve the accessibility of the entire magazine, much attention was given to the logic, routing and consequences of the visual design. On top of this, a number of changes were requested in regards to the content, impacting the layout. For example, it needed to be more apparent who was the sender of the magazine, and the usage of theme-based headers was deemed undesirable. These changes led to a consistent, open and clear layout, fitting to the sender as well as the target audience. The magazine will be published 4 times a year in this form.



client:
Amsterdam-Noord government
project:
**Final design of city district magazine
'Noord op de Mat'**
account:
Heleen van Loenen
creative:
Erik Schuur / Thomas Wansing*

* No longer employed by QuA

Subject

Discipline

Page

FINISHED

Graphic Design

3

→

Northern IJ-shore goes door to door

The Northern IJ-shore extends from the Sixhaven across from Amsterdam central station to the municipal border at Zaanstad. Over the next 30 years, this strip will be transformed from an extensive industrial region into a mixed and intensively used urban area.

QuA drafted the identity guidelines for the Northern IJ-shore in late 2000 and developed a brochure and website based on these. In mid-2003, the Noorder IJ-krant was made, of which two editions have been published so far. With this newspaper the project team notifies interested parties of developments in the area. The first editions of the Noorder IJ-krant have been very well received by the project team and a large group of readers.

The design of the Noorder IJ-krant is simple and clear for the reader and flexible in usage for supplying articles by the project team. The typical style elements of the Northern IJ-shore were only applied recognisably. The initially chosen diagonal lines, the multiple types of frame margins and the limited color scheme (red, black and white) were partly removed. However, the newspaper is still connected to the identity guidelines. This is mostly visible in line use, typography and illustration style on the cover. These show a link to the source of inspiration for the identity of the Northern IJ-shore: the Constructivist movement.

A sturdy, graphical illustration on the cover represents the main theme of the newspaper. Inside, white has taken the place of full page photography, as was done in the brochure. The typical style of mixed imagery (referring to design styles from the twenties and thirties) is found in the design of the articles, headers of recurring items and the overall page layout.

What distinguishes the style of this newspaper however, is the addition of color. This was needed to differentiate the sectors of the Northern IJ-shore from each other, while the multicolored design appeals to a larger audience on top of this.



client:
**Amsterdam-Noord government,
 Projectbureau Noordelijke IJ-oever**
 project:
Noorder IJ-krant
 account:
Heleen van Loenen
 creative:
Erik Schuur / Thomas Wansing*

* No longer employed by QuA

Subject

Discipline

Page

FINISHED

Graphic Design

4

→

A balcony to the city

The Shell terrain at the Northern IJ-shore will be transformed into an intensively used urban area for living and working. Re-development is now possible because Shell is decreasing its activities into a small area of the district. QuA was asked to create a communication concept consisting of a look & feel and a logo, for this project, in the preliminary phase. Based on this, various communication vehicles can be produced.

A moodboard for the identity was established through a number of workshops with the client, containing the following core values: Inviting, Escape from the Crowds, Open and Green, Comfortable, Residential, High-quality, Back to the IJ-river, Accessible, Independent and Balcony to the city. This moodboard represents the fundamentals for the look & feel and the logo. The look & feel contains a color palette, typography, grid, and regulations regarding the usage of imagery graphical elements. A link was established between the general colors of the Northern IJ-shore identity and a palette of natural colors fitting the Shell terrain. Regarding the typography, only 3 typeface-variations were chosen to establish a clear, quiet and functional layout.

The notion of "Balcony to the city" has had a large influence on how the grid and graphical elements were treated. This resulted in a collage of photography and graphics. The imagery used can be categorised in 3 main layers: artist impressions, reference imagery and maps. The logo symbolises the district by using the most recognisable landmark in the area, the Overhoeks tower, as an icon. The geographical location of the area, which is right across from the city centre of Amsterdam, has been made visible with a pointing arrow.

The elements are visibly combined into a brochure regarding the public participation process, information panels and a powerpoint presentation. In the meantime QuA has also developed a communication plan for the Shell terrain that describes a strategy for the coming 18 months.



client:
**Amsterdam-Noord government,
 Projectbureau Noordelijke IJ-oever
 ING Real Estate**
 project:
**Communication strategy, identity and
 communication vehicles Shell terrain**
 account:
Heleen van Loenen
 creative:
**Katja Rickert*, Renata Alvarez*, Erik Schuur,
 Thomas Wansing***

* No longer employed by QuA

Subject

Discipline

Page

FINISHED

Graphic Design

5

→

Good morning and evening by QuA

The Dutch trade organisation for designers (BNO) has focussed her efforts mainly on the owners of Dutch design agencies for many years, while it has importance for everybody working in this field: around 2,400 employees. In order to increase awareness and collaboration with this group of people, the BNO has created a platform bearing the name "Goeiemorgen!" (Good morning!). The platform organises and facilitates events like parties, workshops and conferences, increasing the interest to the BNO. Platform member Erik Schuur designed the identity for Goeiemorgen! and does the graphic styling for the first Goeieavond!: a party taking place on the 16th of October.

The name Goeiemorgen! refers to the connection between colleagues, and how they collaborate within the platform itself. Goeiemorgen! connects colleagues: it is the first thing uttered in the morning when arriving at work. The design concept for the identity was to use the meaning of the word Goeiemorgen! literally.

The notion 'morning' (waking up, getting up, eating breakfast) was combined with working in an office in an ironic fashion. Boring office colors like blue and grey were picked to create a sharp contrast with the so-called hip and fast life of designers. Cliché images from the advertising world are placed over a school book line-grid, portraying the different stages of a typical morning routine. The typography choice is based on the same irony with references to times long gone.

Among others a digital newsletter, an invitation and illustrations were developed for Goeiemorgen!. For the design and styling of the first event with the theme Love and Hate, the same principle was applied, while contrasting red and green were picked for colors and the imagery refers specifically to the event itself. For Goeieavond! an invitation and a series of entrance tickets were developed.



client:
BNO
 (Beroepsvereniging Nederlandse Ontwerpers)
 project:
 Identity for "Goeiemorgen!" (platform voor bureaumedewerkers) and Styling "Goeieavond!" nr. 1 'Love and Hate'
 creative:
Erik Schuur

Subject

Discipline

Page

FINISHED

Graphic Design

6

→

Corporate identity fits Accent Grave

QuA and Accent Grave (copywriters) have greatly enjoyed working together in the past years. The most successful example of this collaboration is a brochure for organisational advisors Van de Bunt: it won a nomination of the first edition of the Dutch Design Awards (Nederlandse Designprijzen). The partnership has recently been topped off with a new corporate identity for Accent Grave. The identity consists of printed matter (letterhead, business cards, labels), and digital elements (website, email and Word templates). The studio set up and type of work were the main starting points for the design concept. Secondly, the working method (no nonsense, flexible, reliable, intelligent and surprising) drove the direction for the new identity.

Accent Grave consists of Kerstin van Tiggelen and Els Zeestraten, both strong and willful personalities. One letter from the abbreviation AG (Accent Grave) was assigned to each of them, as a personal symbol. In addition to this, 2 clearly separate units were created through the choice of color: the elements specifically geared towards Kerstin are fierce green, while those applying to Els are hard orange.

The nature of copywriting as a trade provided a second layer of design. A copywriter always remains backstage: they tell someone else's story. The design concept that originated from this fact was to always display the letters A and G partially cut off. The placement and size of the letters changes with each application, but they are never fully visible. The space in between the 2 letters is reserved for the actual (mutual) product: the copy. This is displayed in a blend of green and orange: a warm brown. A series of typographical elements were added for visual support: a bracket, a comma and a quotation mark.

The variable elements and colors create the distinguishing nature of the identity and fit Accent Grave's personality: strong, willful, surprising and intelligent.



client:
Accent Grave
 project:
New corporate identity
 account:
Ruud Kempers
 creative:
Erik Schuur

Subject

Discipline

Page

WORK IN PROGRESS

Interior Design

7

→

Moodboards for new hospital

In 2007 the new hospital for Mesos Medical Center is planned to be inaugurated. QuA is responsible for the interior design of the premises, that measure a total of 47,000 m². In order to create the right look & feel for 'the hospital of the future', we arranged for a series of workshops together with the client and architect de Jong Gortemaker.

In the first workshop we established the wishes and complaints of the client. Those of the personnel were discussed during the second workshop. Thirdly, we explained the (dis) advantages of different sorts of routing and tried to create a look & feel conform personnel wishes. All these workshops resulted in 3 moodboards with key values and images. For the fourth and last workshop, the 'Reality Check', we made a summary of all moodboards into one moodboard that covers all established key values. This moodboard is the starting point for our concept, and the translation of this concept into interior. The planning is to deliver final designs before Christmas.



client:
Mesos
project:
Interior design Mesos Medical Center
account:
Hannah Reefhuis
creative:
Gesina Roters

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Porsche showroom under construction

Previously we gave a little preview of the project we're doing for Pon Porsche. During the last month we have made all necessary decisions for the project to reach its final phase: construction and implementation. All designs are finalised, and handed over to our partner in this project, PVO Interieur, who will be responsible for the actual construction and implementation of our designs.

In the meantime, we have also developed a logo for the celebration of '40 years Porsche 911', last September (congratulations, Porsche!). The new showroom is set to open the 27th of October.



client:
Pon's Automobielhandel / Porsche
project:
Restyling showroom Porsche
account:
Hannah Reefhuis
creative:
Jim Smith / Linda Voogd



An office building with bird houses

In 2000, QuA was approached by the municipality of Utrecht to decorate a building. Because of the small budget, it was decided to work on the entrance or façade only.

Ideas like placing plant boxes and decorating the awnings were dismissed because of the minimal impact they would provide. Eventually, the idea of placing a multitude of birdhouses on the most visible corner of the building was executed. This came when the client called themselves "vreemde vogels"; literally translating into "strange birds".

The birdhouses were manufactured in a social workshop, where they were painted red and white, referring to the city crest of Utrecht. They were made so that they cannot be used by actual birds, to prevent any possible inconveniences. The houses have become a recognisable aspect and have been in place up to this day.

client: **Municipality Utrecht**
project: **Decoration of an office building**



Louk



Dries

Frank

QuA expands management

Louk de Sévaux started recently as Managing Director at QuA. Over the past 6 years he worked as Managing Director Europe at Exhibits International, a Canadian project management and design firm with international clients such as Nike, Heineken, Lego and Levi Strauss Post.

"I have always worked in environments where the integration of design disciplines is central. Initially, when founding design studio Lava, and later, as a freelancer doing various projects for television, film and retail. QuA's leading position in the field of integrated design has definitely played a major role in my decision. The creative work inspired me the most, however."

Since a couple of months, Dries van de Beek and Frank van Beuningen have been functioning as Advisory Council for the management of QuA. Both stand outside the everyday rush of the company, having a so called 'helicopter' view over how QuA is functioning in general. The advisors are developing a vision on QuA's future, taking into consideration the internal corporate culture and philosophy, the current conditions of the competition and the economic situation in The Netherlands.

Dries has worked in various managerial and advisory positions in both the industrial and banking fields. His experience ranges from company mergers and marketing to product development and organizational questions. He was a founder of the VSB-foundation. Currently, he is a corporate director and a business advisor. As well as this, he is a manager of a series of charitable institutions. "I think Arno and his crew belong to the absolute top in The Netherlands and they are on the brink of a succesful expansion. I consider helping them with that as an honor and a challenge!"

Frank had his own company in both sails and clothes for the sailing and surfing industry for 15 years. Since then, he has been working for 12 years as a independent advisor for, and an investor in, young or small companies in various fields. He has a preference for working with managers who strive for an added social value.

"QuA is a beautiful company. Its creativity and way of thinking mean that QuA is being approached for advice by rather big clients. I envision long-term continuity for them."

Subject

Page

UPDATE

New clients & prospects / News / Awards

10

BOOK NOW

Next spring a book will be published on how QuA brings brands to life. With an overview of design during 18 years of experience, anyone will notice that passion is a powerful driver for turning ideas into solutions that entail both aesthetics and effectiveness.

An announcement of the book was published recently, in which parts of the book are being revealed, while a clear image of the QuA philosophy and working method is presented.

Contact Denise van Velzen at denise@qua.nl or 020-494 6565 to order a copy.

Batavus

After a pitch BATAVUS has selected QuA to develop it's new brand identity. BATAVUS is one of the leading bicycle brands in The Netherlands. We are now in the research

phase of the project. After an initial investigation into the core values, we will soon start work on the visualisation of the new brand identity.

Mobilion

Together with Publicis Van Sluis Consultants, QuA was selected for a pitch to reposition Mobilion, a communication centre, owned by the Ministry of Transport, Public Works and Water Management. The Ministry aims to

transform Mobilion into a national or partly international knowlegde and experience centre with a total number of 40.000 visitors in 2005.

MORE INFORMATION ON ALL OF THE ABOVE AS WELL AS OTHER INFORMATION CAN BE FOUND ON OUR WEBSITE

Subject

Page

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Untill next time!