

renske verberne.  
*processbook.*





*hello there.*

This process book is designed and inspired

by Renske Verberne

It contains the process of different projects and work that were created the past few monthes. Clients such as Corsengo, Hornerhof BV. and TK-leder include graphic design and how it was created. The fonts and colors are based on the concept guide. This ensures full experience of my personal style. The photographs are from 'unsplash' or personal photography.

**enjoy and get inspired!**

# graphic design.

## Minimalism

Minimalism is used often in the graphic design world. Less is more. With a few small touches in a magazine or website, the company can stand out and have a unique design. For me minimalism is something that is an easy go to style. You can use this style/ trend with every company or client. The design are clean and timeless. The message can come across much stronger and influence the consumer.

## Bold and color

Bold colors and outspoken designs can give your brand a noticeable design. The colors can translate to attention. It is easy to relate to a brand with a different unique style. This style will be used by a few because it can be too much real quick. I like experimenting with this trend, to make a company stand out in a different way.

## Shapes and lines

Using shapes and basic lines can easily make or break your design. It ensures on a continuous look and gives the design more ease. The design is nice to look at and completes a presentation of a certain brand.



*the road to graphic design takes patience  
and a lot of difficult turns*



### *My personal experience*

For my personal brand, I designed different styles and ways that represent me. I think hand lettering is something that can define your design. That is why I choose to use a font that is close to my own handwriting. It gives my logo a personal twist. The design of the brand using simplicity and lines, shows that minimalism is often more powerful than using many colors and shapes. I used straight black lines. The overall design gives you a simple but powerful feel.

*unique  
open  
bright  
different  
out of the blue*

# business concept.

## Wonder Agency

We are a group of six enthusiastic, young, flexible Graphic Designers with different styles and cultures. We have a passion to create beautiful designs for our customers. For now we are focused a specific range of branches: events, restaurants and personal designs for social influencers.”

### *We are*

- Ambitious
- Motivated
- Self-confident
- Aiming high

### *Mission*

“We want to deliver short lines and fast communication with our customers and exceed the expectations of our customers in graphic design.

### *Vision*

To deliver timeless designs and get inspired through the journey.

### *What makes us different? USP*

- Different cultures (international)
- Different specialism
- Fast communication with our clients
- Six different visions on your project

*what makes our company different*

## *Our management team and our experiences*

Renske;

Different Designs for Student societies

Clothing design in London for Supreme

Concept development for 100.

Salma

T-shirts designs for the rapper Woodiesmall

Marketing at Model Agency – worked as model for Audi and sold a car during an event (exhibition hall).

Lea

currently working as an assistant marketing digital at Smartclic (Communication Agency) in France

Photography; artistic; landscapes; portraits.

Jonas

Worked for a company specialized at in-company sales training; Pieterman and Partners and gained a lot of experience in marketing, (premium) branding and sales. Also experience in product managing, and social media advertising.

Worked as Graphic Designer for real clients; political parties, ICT-tech companies.

*lea*



*jonas*



*salma*



Emily

Two projects for Weightwatcher combination between animation and video (flex program). 10 Recipe videos and 4 video’s about the Weightwatchers application. The recipe videos are findable on the Facebook of weightwatchers. And the result is stunning.

Teaser animation for Kraanpop. This is a festival in Berkel-Enschot.

NLQF; explication animation about the framework for employees and students to get an insight of what their degrees are worth on an international level.

Anouk

Project for “En de Mol”; very famous Dutch TV show; made a new TV-show about young lovers.

Made a concept for Merlin Entertainments Singapore; they have multiple concepts like: Madam Tousou in the Netherlands.

Worked for a club basis; folders, album covers.

I made a concept for TV Vreedenburg for the Halloween party and “dierendag” and made TV art for Vreedenburg



renske



anouk



emily

*Why*

inspire people with our personal touch

*How*

our graphic skills combined will achieve the ultimate result.

*What*

The company we inspire will improve personal and social quality of life by using our design in the work field. To create graphic design for our customers. To help them with their corporate identity.

SWOT-ANALYSE

STRENGHTS	WEAKNESSES
<ul style="list-style-type: none"><li>- Diverse cultures</li><li>- Different specialisms</li><li>- Affordable-Prized</li><li>- Different visions on one project</li><li>- Able to work on small projects</li></ul>	<ul style="list-style-type: none"><li>- Different specialisms (individualism)</li><li>- Different visions on one project</li><li>- Not able to work on “big” projects</li><li>- Small portfolio as a company</li><li>- No “spare” budget to spend in forehand</li></ul>
OPPORTUNITIES	THREATS
<ul style="list-style-type: none"><li>- Development of social media which gives us more options as a company</li><li>- Similar products that are more expensive</li><li>- Loyal clients or family and friends</li></ul>	<ul style="list-style-type: none"><li>- Company’s with more experience and investment can be competition</li><li>- Incredibility of our experience and school history</li><li>- Economy taking a downturn, which means less money to spend</li></ul>

## BMC-model

### *Customer Segments*

- Event branche
- Restaurants
- Focused on Dutch companies
- Small/ middle sized companies

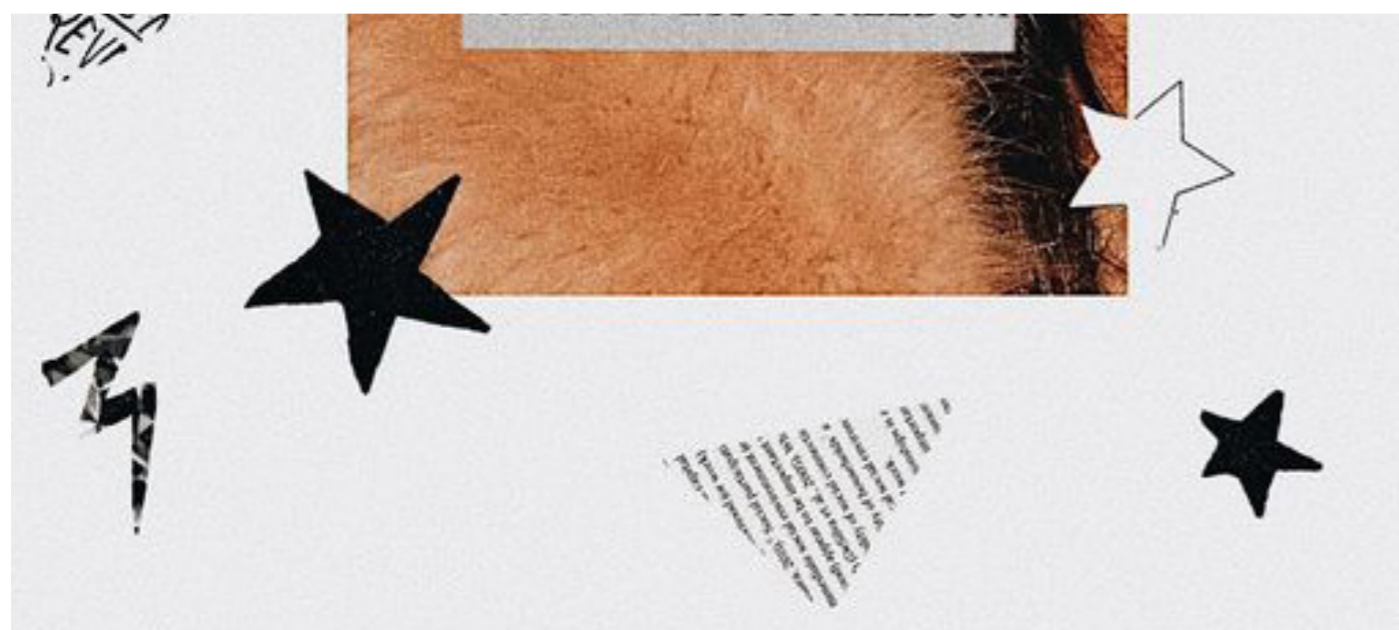
### *Value Proposition*

- Graphic Design agency
- Online and offline products
- Diverse international crew
- Not only focusing on graphic design, also concepting
- Different specialisms (photography, animation, video, printwork, corporate identity design, concepting, communication)
- Different cultures
- Fast communication with customers/ engagement
- Low-priced
- Flexible business consisting of students
- Six different visions on a project
- Affordable
- Following design trends
- Wide range of products/ services

### *Customer Relations*

- Engagement
- Work closely with our customers/ personal approach
- Meetings in person, calls, brainstorm sessions
- Clear deadlines with customers (beta, feedback moment, final version)
- Giving advice how to achieve the best results possible
- Low priced instead of big agencies so beneficial for the clients

*company unique selling points  
decisions*



*Channels*

- Social networks (Instagram, Facebook)
- Email campaigns
- Offline advertising (business cards)
- Word-of-mouth advertising
- Website (in the future)
- Phone

*Revenu Streams*

- Income from customers

*Key Resources*

- Camera, desktops/laptops, quality printing machines, designsoftware, textile print machine
- Workspace in Tilburg
- Database platforms (email, googledrive)
- Designers
- Constantly evaluating/reviewing designs with our customers

*Key Activities*

- Six different members with different visions and specialisms
- Personal approach
- Business-to-business company
- Creating concepts and products
- Approach new customers, but also maintain customer relationships

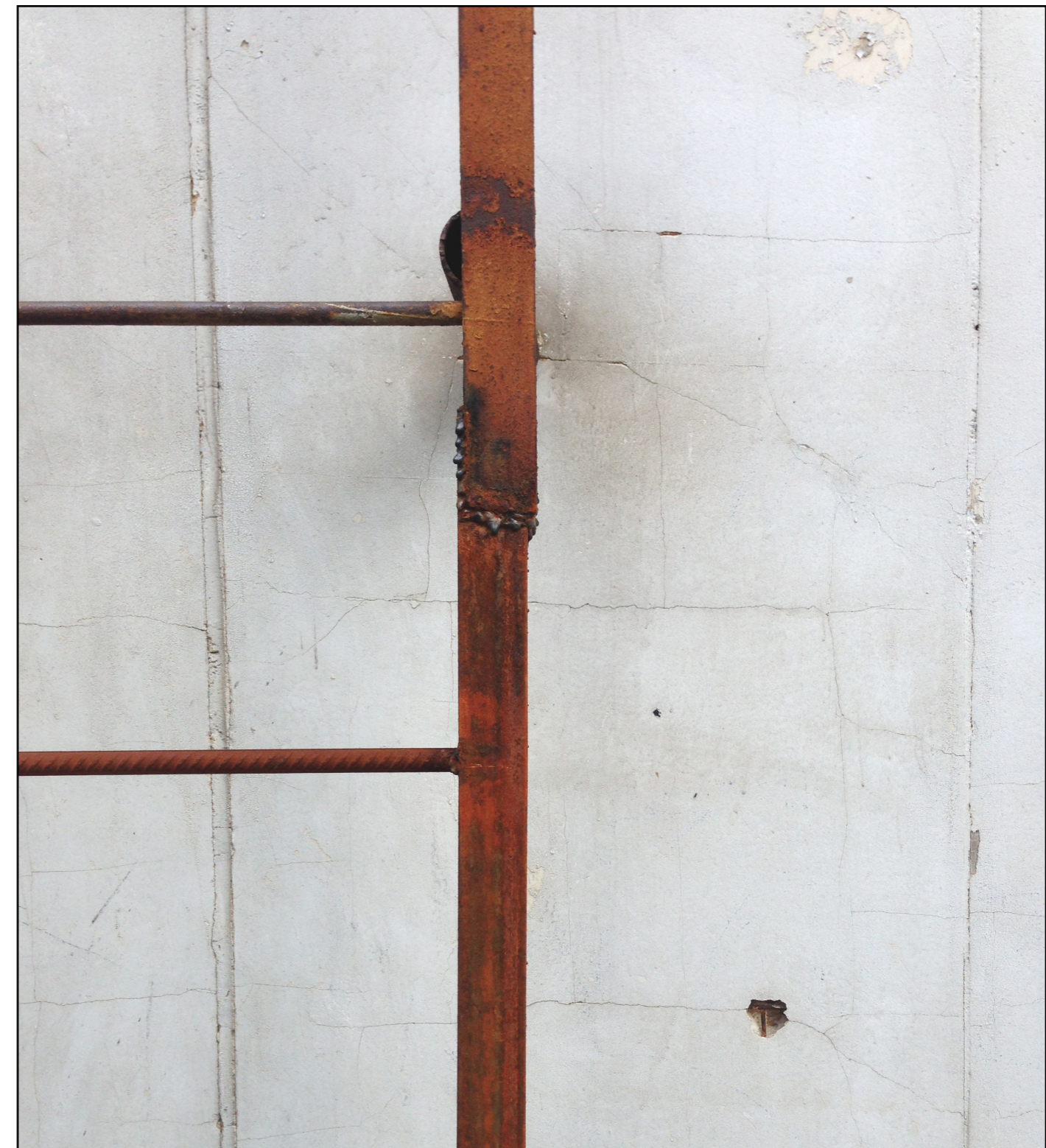
*Partners*

- Printing office
- Fontys Hogeschool Tilburg

*Cost Structure*

- Production
- Material costs
- Software costs

Affordable graphic design agency with different styles and minds,  
based on contantly challenging themselves



# team members.

## Anouk

Anouk is a Dutch communication student at Fontys, who lives in Utrecht. She is the youngest member (19) of this international design crew. Her strengths are a mix of marketing communication and creative concepting. She's willing to learn new skills in the field of graphic design and wants to improve them. Her heart lays in the dance industry, she works for several dance events, clubs and dj's as a graphic designer. Her specializations are InDesign, Photoshop, concepting, marketing, typography, dance industry and communication. Besides that, she loves to travel and gets inspired with other cultures.

## Renske

Renske is a dutch student currently living in Tilburg. With her travel experiences she is curious and ambitious for new challenges. Living in the USA has improved communication and social skills. Renske is 23 years old and currently studying International lifestyle studies. This studies focuses on concept development and trendwatching. Graphic design will improve experience and creating an own style. In her spirit time she works for clients and develops different concepts based on their values. She is passionate about photography, communication and lifestyle.

## Emily

She is a twenty-one year old communication & multimedia design student at Avans s'Hertogenbosch. Best described as creative, spontaneous and always up for a challenge. She likes to focus on different kinds of specialisms, such as: animation, concepting, graphic design, illustration and storytelling. Therefore she prefers working on different kinds of projects because of her diverse specialisms and interests. She is passionate about animation, film, music and illustration.



Lea

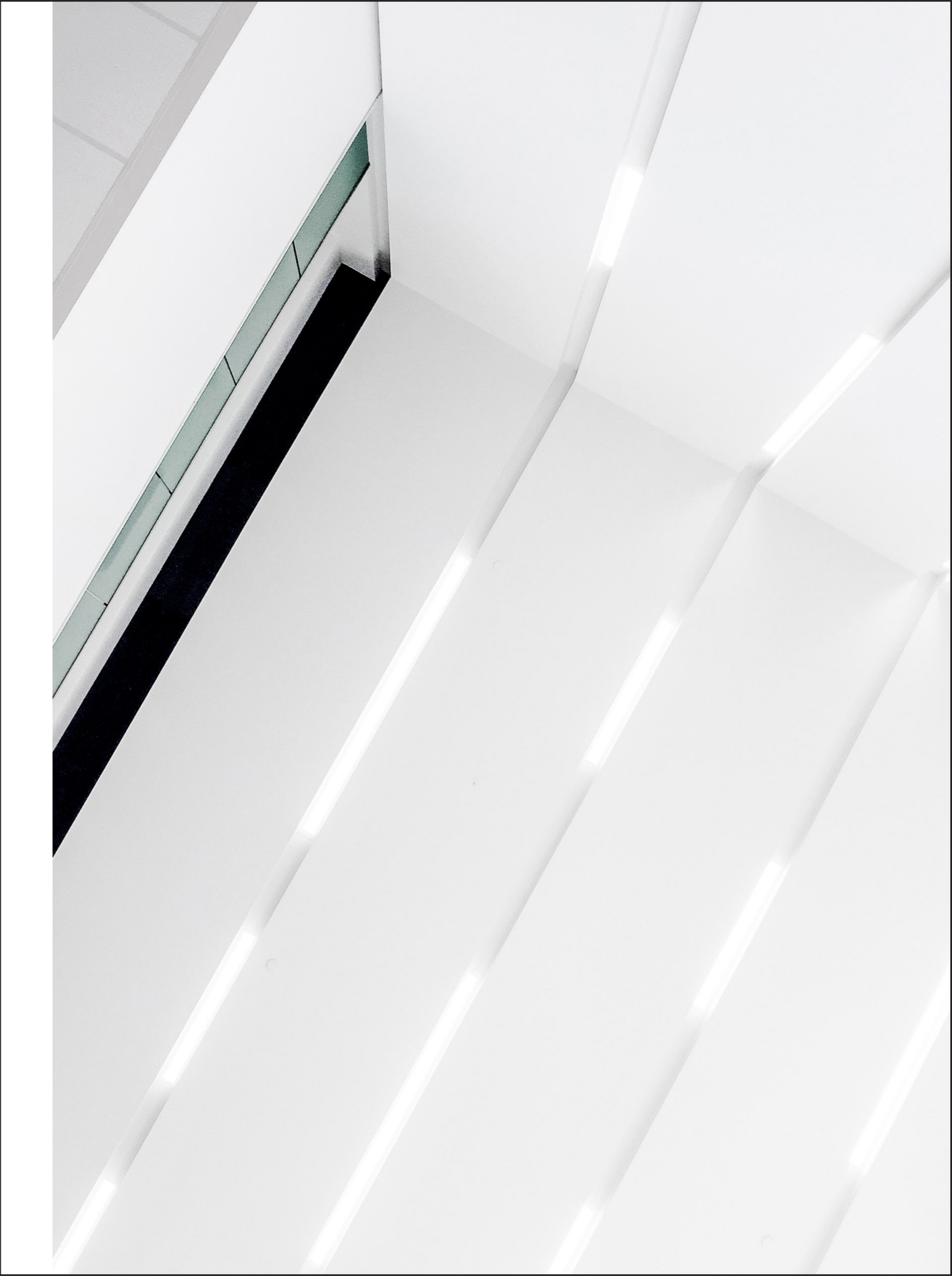
ART DIRECTOR - Léa is a French and Italian woman. Curious, organized and creative. She is twenty years old and studies communication at ISCOM Paris. For now she want to specialize in graphic design to improve her skills. Also, she is an assistant marketing digital at Smartclic, a communication agency based in South of France, to develop a BtoB digital project. She's passionate about photography, synchronised swimming, graphic design in particularly animation and illustration.

Salma

Salma is an international artist. She has lived in various countries including, Saudi Arabia, Belgium, Paris and Holland. Through this journey of her life she gained various educational differences such as, Fine Arts, Design Management, Writing and analyzing and Graphic Design. The educational systems she went in: Cambridge school and Paris College of Art and currently at Fontys. She have worked in modelling agencies and marketing with companies like Audi. Her curiosity drives her to explore the wonders of life in designing, researching, and expanding her relationships with people. She's always on the move, through that, she learns about different cultures, mentalities and how to communicate with different people. Her interests: she has a passion for sports, she collaborated with a fitness gym in Paris for a commercial video called Fitness Park.

Jonas

Jonas is a creative conceper. Helping others, giving feedback. Start thinking different. Start today. >> example for an video layout @ Instagram-mobile story advertisement <<





VIRIDIAN



FIN  
-  
PAIR

network.

Sector	Brand	Firs/ last name	Note
Incentives	Pieterman Clinics and incentives	Carla Pieterman	A very happy person who is looking for a royal identity
Non-profit	SWO Made	Riekje van Vught	The workplace of Jonas' mother, maybe for an non profit-client
Transport	Van Sterkenburg Group	Willian van Sterkenburg	
DJ	La familia		
Foodstore	T Lekkerste straatje	Gerrie Scheffers	
Band	Jazzy Swing collection	Jan van Bergen	
Daycare	Servicebureau kinderopvang	Nikita Peeters	
Profit	Fins company	Mohammed Khali	Finetech company is purpose to help with financial support- Professional and young logo

Pieterman Clinics  
and incentives

SWO Made

jonas

Phylax ICT

TK-Leder

renske

Hornerhof BV.

Gaston autoservice

Uerius Brabus

'T lekkerste straatje

emily

Jazzy Swing Collection

Powerslim

Islamic Development Bank Group

Corsengo

salma

lea

Fil De Soi

Smart Clic.

Profit	Leerwinkel Kuppens	Thijs Kuppens	Leather and reparation store with an older overall look. Client is open to any new changes.
Profit	Hornerhof B.V.	Frenk Puts	Snooker/pool/ bar. A family company which are open to any changes which creates more customers.
ICT	Phylax ICT	Menno Malta	

Hiphardlopen.nl

BASIS

anouk

Nachtcollege

Van Sterkenburg Group

La Familia

choosing a company



# acquisition plan.

## *How did we promote our company?*

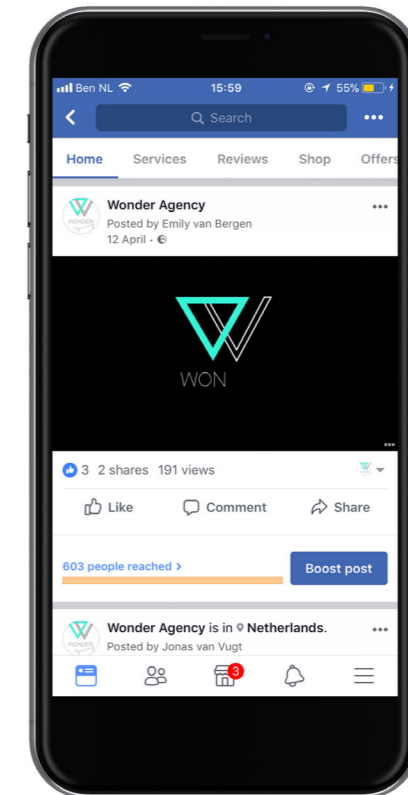
For our company we decided to create a website, facebook and communicate through acquaintances.

Our facebook contains videos and photo's of our company members and our work for different companies. Each member has described them selves and their qualities. The page shows our progress for the different clients we are working for.

The website of our company Wonder Agency contains a logo, description of each team member and the work we have done. The website is in theme of our logo and us as a group. The website is also linked to our facebook to engage more interaction.

Communicating through acquaintances has been our main resource. A few team members have reached out to family and friends to get new clients.

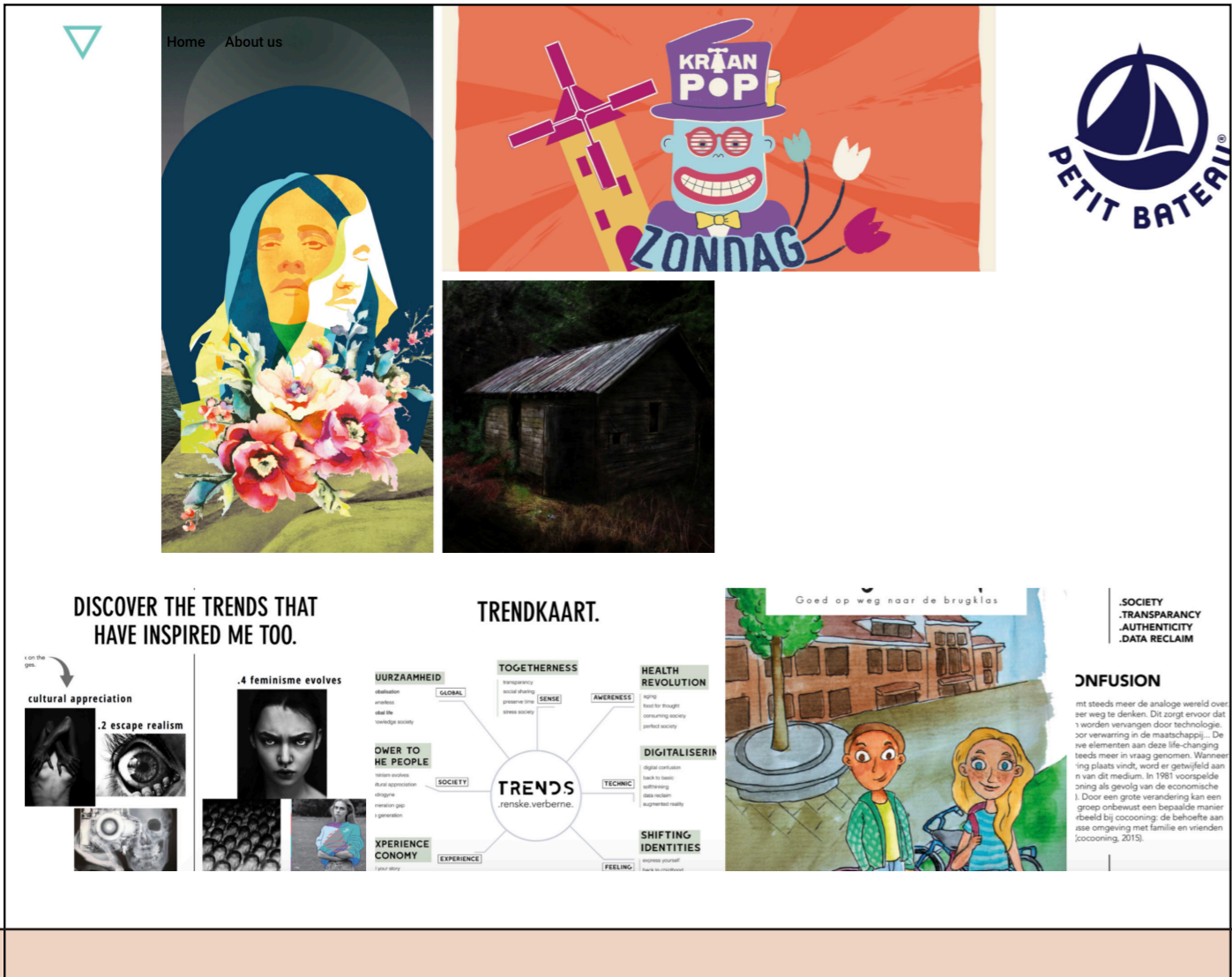
getting more clients through  
facebook  
website  
communication





www.agency-wonder.com

www.facebook.com/seekingforabetterdesign/



# 5 functions.

As a graphic designer there are 5 functions you need to have to create the best design. These vary from being creative to having good communication skills. In the end the functions can result to the ultimate design for a client or brand.

## *Creativity*

Being creative speaks for itself. As a graphic designer you need to be able to have different and unique ideas for each individual client. This is the basic function that can always be useful.

## *Typography*

Having a background in typography can come in handy when designing. This gives each client a personal style. A logo or flyer can be unique when using another typography style.

## *Software*

While designing, an experience with multiple softwares can fasten your creations. It gives you the opportunity to move fast and come up with the perfect design for your client.

## *Webdesign*

Nowadays the internet is the main key of communicating with your clients or customers. It is important that you can use web design when, for instance, creating a portfolio or website. This communication resource is used very often in different companies.

## *Communication*

In the end your communication skills are more important than any other factor. When you have an amazing design but don't know how to communicate this to a client, the message won't be understood. Creating something that fits with the client, is the most important issue of all.



quotations.



The quotations and invoices in the following documents are for the company Hornerhof BV. and TK-leder. At first I created a quotation to describe the project and my role. After finishing the assignment for the client, I send them an invoice with the exact costs.



Invoice [0022]

invoices.

WONDER AGENCY

Professor Goossenslaan 1  
Tilburg, 5022 DM



DATE

June 6, 2018

TO

Frenk Puts

SHIP TO

Same as recipient

Quantity	Description	Unit Price	Total
1x	Logo	6h	210
1x	Facebook posts / onderhoud	6h	210
1x	Menukaarten	4h	140
Subtotal			560
Sales Tax			-
Shipping & Handling			-
Total Due By [Date]			30-06-2018

Contact informatie:

Frenk Puts

T: 0653178485

WONDER AGENCY

Professor Goossenslaan 1  
Tilburg, 5022 DM



DATE

June 8, 2018

TO

Thijs Kuppens

SHIP TO

Same as recipient

Quantity	Description	Unit Price	Total
1x	Logo	6h	210
1x	Vaste kosten	1 jaar	120
1x	Website design	50h	1750
1x	Website aanpassing	10h	350
Subtotal			2430
Sales Tax			-
Shipping & Handling			-
Total Due By [Date]			30-06-2018

Contact informatie:

Thijs Kuppens

T: 0650623854

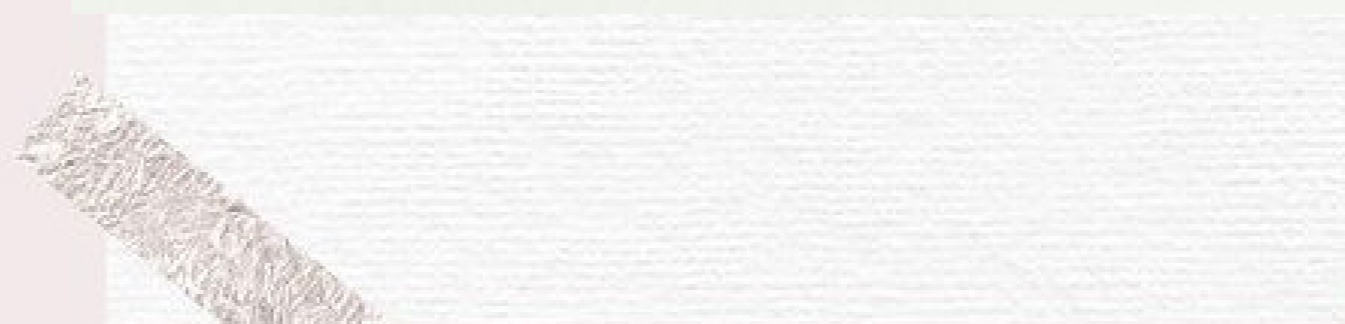
Invoice [0021]

Tel: +31 6 11068292      Email: renske.verberne@hotmail.com  
Web: agency-wonder.com

Tel: +31 6 11068292      Email: renske.verberne@hotmail.com  
Web: agency-wonder.com



Quote of the day



# corporate design.

## Introduction



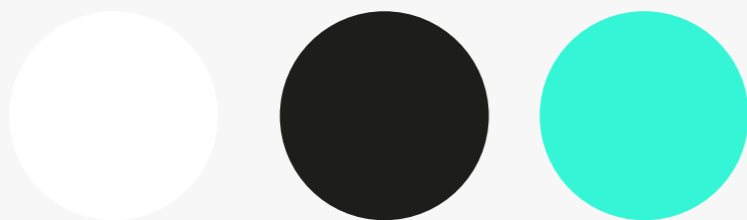
A group of six enthusiastic, young, flexible Graphic Designers with different styles and cultures. We have a passion to create beautiful designs for our customers. For now we are focused a specific range of branches: events, restaurants and personal designs for social influencers.

## Primary logo variations



There are four different variations that cover all applications. Most often the logo will be presented in full color, as displayed on the top right. The logo on the top left is a black version for printed material, mostly used for print material. This logo can also be used on a black background, in a white version and a full color version as well.

## Colour palette



White		Color 01		Colour 02	
RGB	255, 255, 255	RGB	29, 29, 27	RGB	52, 246, 214
CMYK	00, 00, 00, 00	CMYK	00, 00, 00, 100	CMYK	53, 00, 30, 00
HEX	#FFFFFF	HEX	#1D1D1B	HEX	#34f6d6

The primary colours are the key indicators of the WONDER AGENCY brand. The white colour is mostly used on black or coloured backgrounds. Colour 01 is most often used for typography. Colour 02 is a bright sparkling colour wich pops out on digital use.

## Brand Typeface

UCIANDA SIN REPRO DIT OCCULLA BORATQUE VELIT UNTIAM FUGA

Bebas  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%&\*!?

ELECTUR RECTUS COMNIS ESTIBUS CIISTES TOTAESTORUM IPICIPI

Signerica Thin  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&\*!?

BITATIORE PERIANIT ODITAE EST. CON EXPEDI OFFIC TESEQUAS QUI

Raleway  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%&\*!?

The first font, BEBAS, can be used for minimal texts like titles, quotes, but this font can't be used for body text because its in capital letters.

The second font, Signerics Thin, is mostly used for quotations. Not for body text.

The primary Raleway font should be used for body text. This font is a clean, simple to read and minimalistic. This font should be used in the regular way.

! typography is the key to  
understanding your concept !

*corsengo.*

Corsengo is a delivery company that is based in France. Lea and I worked together on this project. We both designed different logo's that fit with the company and then choose one to present to the client. She went to France to discuss the options with the client and then chose one to use for business cards. Each of us created multiple business cards to decide on. The cards needed to be outspoken and simple. We decided that square cards would be a good fit for the company. In the end the client was very happy with our designs and used these online and offline.



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**Corsengo**

Hicham EL Bachiri  
400 Route de Gattieres  
06640 Saint-Jeannet  
0760082025

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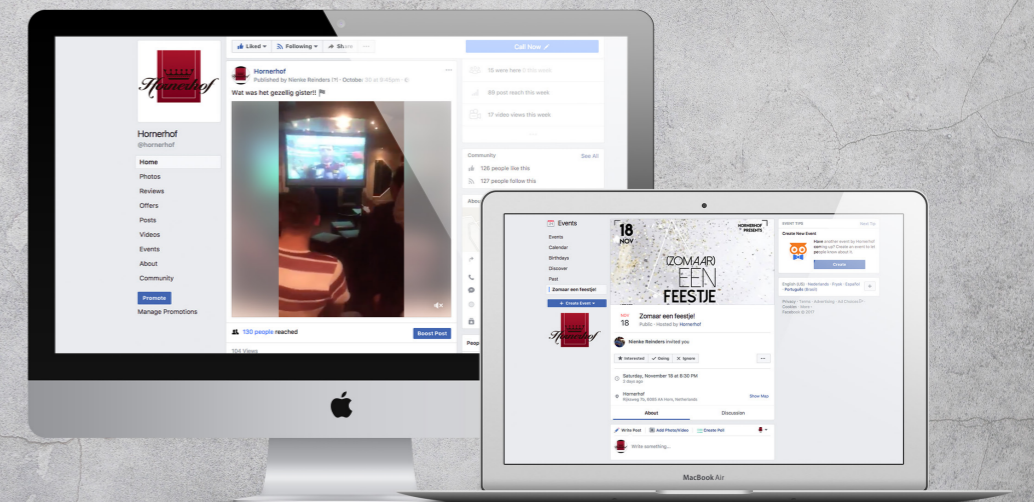
contact@corsengo.fr

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hornerhof bv.

For Hornerhof BV I design a folder, Facebook page and menu-card. The company, a pool/snooker bar, has a branding from a couple years back. I discussed the possibility with the client and looked at different adjustments which can ensure more customers overall. It was my job to research and come up with options for the company. The logo is very classic looking, but the customers are young adults. This is why I chose a more updated look for the project. It speaks more to the generation that visits the company. The client was pleased with the outcome and used it right away. I am still owner of the Facebook page and update it regularly.

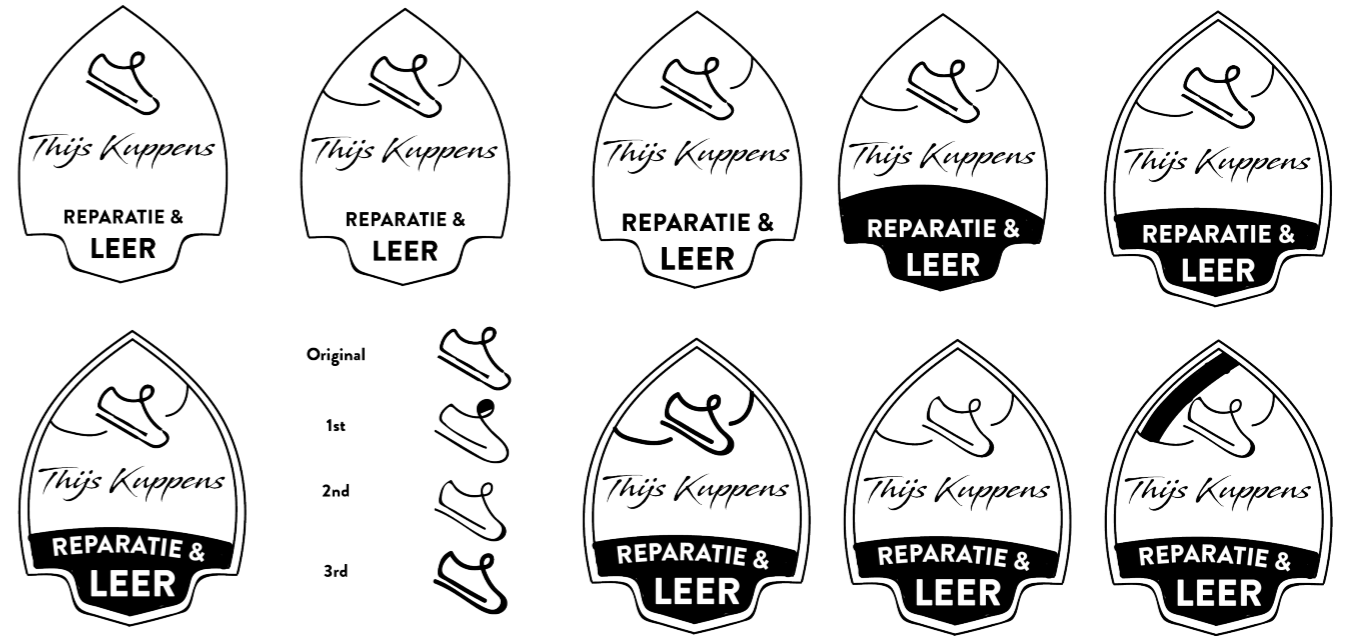
young adults  
playfull  
social media  
facebook  
party events  
pool snooker  
modern look



Thijs Kuppens has a company called TK-leder based in Horn, The Netherlands. The leather company sells different kinds of leather and does repairing of shoes and bags. The client asked me to create a website for his company. He showed me different websites that he had in mind. I started with creating an account on hosting.nu and wrote down the dividing of the website. Working with him was easy, which made me have a lot of freedom.

website  
simple  
leather  
reparation  
older generation  
easy to use  
order

tk-leder



ventoux.

bike  
ride  
charity  
colorfull  
playfull  
animation  
blue green

The non-profit organization Ventoux3 is a charity ride for MS. People ride the Mont Ventoux in France to raise money and support the illness MS. As a group we designed different elements for the charity cause. My job was to design the start and finish flag and a banner for Ventoux. We decided as a group to use illustration and the colors blue/green and white as a base. The color and typography combined show a playful side for the otherwise heavy subject.





tk-leder.

Like described in the previous assignment, I designed a website for Tk-leder. I did everything in this project on my own. I wanted to have more experience in designing a website from beginning to end. Because the client was happy with anything that looked like a website, I was free in every way. We discussed my designs every once in a while, to show him the process of the design. It was satisfying to have an actual website in the end which fit within the company. I enjoyed working for him and the communication was enjoyable.

For the website I chose to inspire myself with the examples that he provided. I tried updating the designs that it can be timeless and used for the future.

*website design  
same logo  
army green  
simplicity and easy use*



- Leder
- Kunstleer
- Vellen
- Riemen
- Leerkleuren
- Leerbanden
- Gereedschap
- Accessoires
- Leer garen
- Leerzorg
- Leren riem
- Lederen rok



LEERSHOP

NIEUWS

FORUM

CONTACT

LOGIN



Leren bekleding



Kleding leer



Imitatieleer



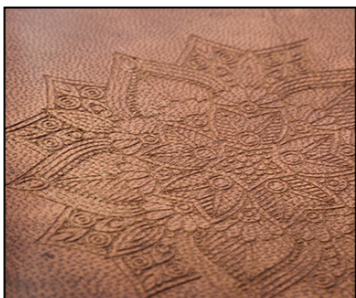
Leerbanden



Leer riemen



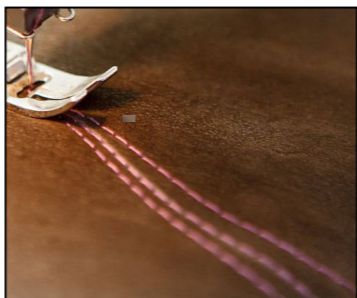
Leer accessoires



Leerzorg



Autoleer



Glanzend leer

[Das Team](#) | [Impressum](#) | [Bank](#) | [Anfahrt](#) | [Inhaltsverzeichnis](#) | [Newsletter](#) | [Datenschutz](#) | [AGB](#) | [Informationspflicht](#) | [Mitglied](#) | [Firmenzugang](#)  
Tel. - Beratung: 0900 1122330\* (0,50 €/min, aus dem deut. Festnetz) | Tel. - Verwaltung: 0203 518860-0 | Fax: 0203 518860-29

sketches



www.tk-leder.nl



## financial overview.

Company	Debit	Status	Team / individual
Pieterman Incentives	€210	Not payed	Salma & Jonas
Pieterman Incentives Website hosting + domain	€50.82	Payed	
Corsengo	€135	Payed	Lea
van Sterkenburg	€200	Payed	Anouk
Hornerhof BV.	€560	Not payed	Renske
TK-leder	€2430	Not payed	Renske



*working for actual clients gave me the  
opportunity to design the perfect design that fit  
within the company*

*my personal experience gave me inspiration*



## what can you expect ?

This process book is designed to show you my process throughout the projects.  
Wonder Agency was created together with 5 other students. Look at the process  
and how we came up with our logo.  
It also includes clients such as Corsengo, Hornerhof BV. and TK-leder.

## get inspired and read all about it !

design is all about the process.

who is the client?

what does the customer want?

what is your competition?