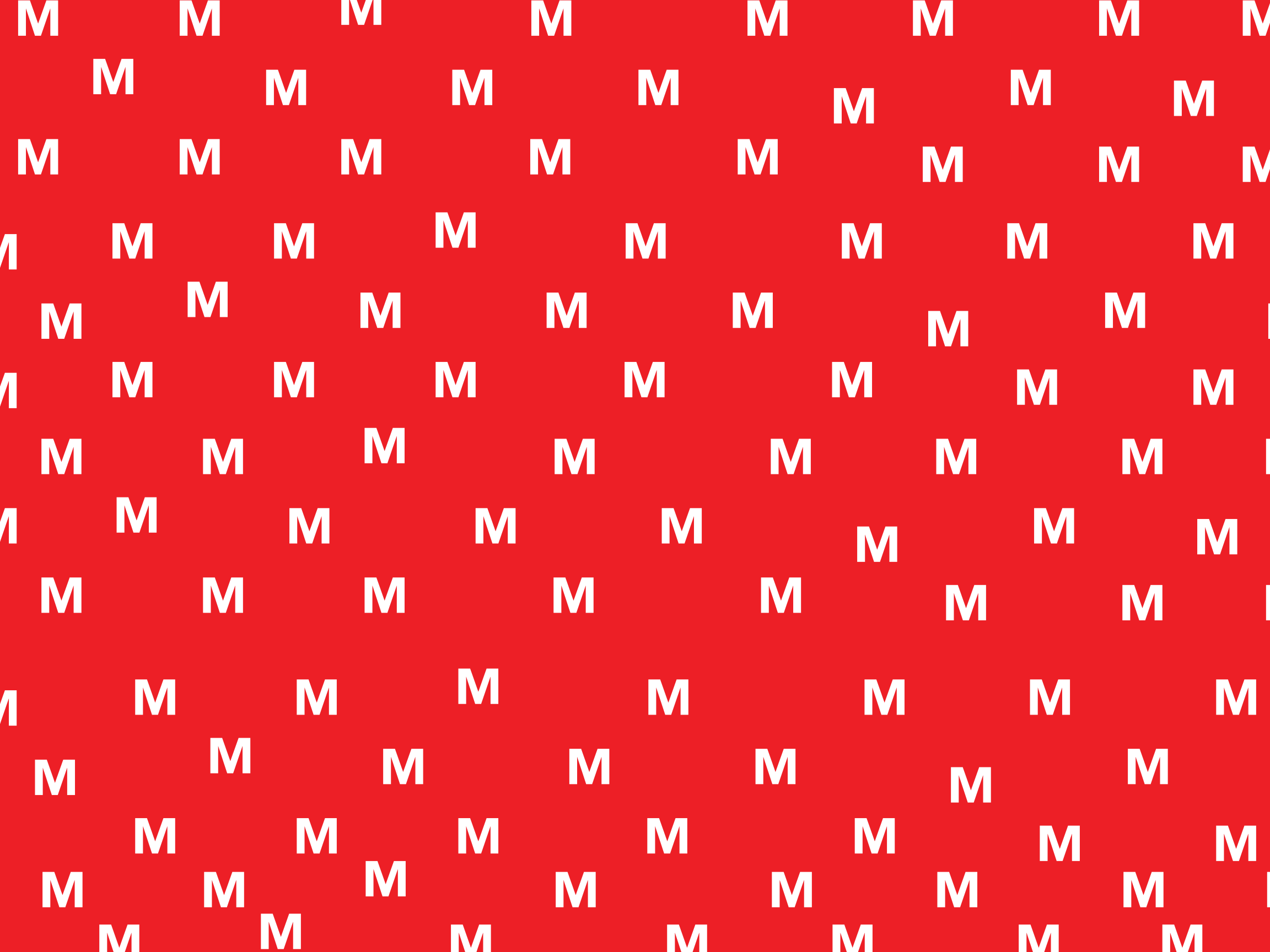


MetaDesign





MetaDesign

Colophon

This book details the history of MetaDesign, their clients and projects. It also talks about different clients they have worked with. This book was created at the Savannah College of Arts and Design in Fall 2018. This book is perfect bound and was done by Creative Approach and designed by Lynn Maarouf. The typefaces that were used are Avenir and Century Schoolbook. Avenir was designed by Swiss designer Adrian Fruitiger. Century Schoolbook was designed by American typeface designers Linn Boyd and Morris Fuller Benton.

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Introduction

MetaDesign is an international design consultancy known for branding and brand strategy. It was founded in 1979 by Erik Spiekermann. Their first headquarters were found in Berlin, Germany and then was later expanded in Beijing, Dusseldorf, Geneva, San Francisco, and Zurich. The consultancy company has over 250 designers working in all different locations. Erik Speikermann and Uli-Mayer Johansenn met for the first time about a possible collaboration alongside espresso and chocolate ice cream. 'Der Himmel über Berlin' playing at the theatres at that time, something that seemed to awaken Erik's typographical interest. They both agreed that the conceptual dimension of design in Germany had not yet reached its potential. They saw immense opportunity within the areas of corporate design and corporate identity. w Essentially that is how the foundation of the agency MetaDesign came together with Hannes Krüger, which, many years later was transformed into a corporation.



Erik Speikermann

Erik Speikermann, Founder of MetaDesign was born on the 30th of May in 1947 in Stadthagen, Lower Saxony. He is a German typographer, designer and writer. Speikermann studied art history at Berlin's Free University, funding himself by running a letterpress printing press in the basement of his house. Between 1972 and 1979, he worked as a freelance graphic designer in London before returning to Berlin and founding MetaDesign with two partners which is Uli-Mayer Johansenn and Hans Kruger.

In 1989, he and his then-wife Joan Speikermann started FontShop, the first mail-order distributor for digital fonts. FontShop International followed and now publishes the FontFont range of typefaces. MetaDesign combined clean, teutonic-looking information design and complex corporate design systems for clients like BVG (Berlin Transit), Düsseldorf Airport, Audi, Volkswagen and Heidelberg Printing, amongst others. In 2001, Speikermann left MetaDesign over policy disagreements and started United Designers Network, with offices locating in Berlin, London, and San Francisco.

Uli-Mayer Johanssen

Uli Mayer Johanssen, Co Founder of MetaDesign was born on April 10, 1958 in Osterburken. She is a German designer and brand specialist. [She is the co-founder of the branding agency MetaDesign AG. Johanssen received in 2010 the prestigious Horizon Award as "Woman of the Year Agency". Uli Mayer-Johanssen studied graphic design and visual communication at the Merz-Akademie Stuttgart and also obtained a diploma from the Berlin University of the Arts.

In 1990, Mayer-Johanssen and two partners founded the Meta-Design from which today's MetaDesign emerged. Under her substantive and strategic responsibility MetaDesign became the lead agency for various brands, such as: As Volkswagen, Audi, German Post or the Konzerthaus Berlin. At the end of 2014, after 25 years as Chairmen of the Executive Board, she ended her career at MetaDesign and founded her own company.





Arne Brekenfeld

As the current Global CEO of MetaDesign, Arne Brekenfeld became a member of the executive board in 2003 and its chair in 2010. His focus is on the strategic development and internationalization of the agency group, developing and optimizing modern branding methods. As well as, managing select key accounts in the automotive and communication fields in the company.

Under his leadership MetaDesign has grown from a mostly Germany-focused design agency to a globally operating brand agency. He studied business and has worked in marketing at Lufthansa, as a consultant and strategic planner at Springer & Jacoby and BBDO Consulting, and was a member of the executive board at AG.

Locations

1 Berlin, Germany

Business Development
Nicolé Slowig
Markus Müller
+49 30 59 00 54 489
Corporate Communications
Farinaz Rastgoo
+49 30 59 00 54 216

2 San Francisco, USA

Business Development
Rupali Setinmeyer
+1(415)-436-9880
Corporate Communications
Hozy Rossi
+1(415)-436-9880

3 Zurich, Switzerland

Business Development
Bianca Gay
+41(554)-603-421
Corporate Communications
Florence Mayor
+41(554)-603-400

4 Beijing, China

New Business enquiries
Suria Chen
+86(108)-588-3258
Corporate Communications
Wendy Wang
+86(108)-588-3233

5 Dusseldorf, Germany

Business Development
Nicolé Slowig
Markus Müller
+49 (211)-690-78721
Corporate Communications
Farinaz Rastgoo
+49 (305)-900-54216

6 Geneva, Switzerland

Human Resources
Forence Mayor
+41 (445)-603-458
Business Development
Sandro Mesquita
+41 (223)-048-939



Berlin, Germany

MetaDesign's originally started in Berlin, Germany in 1979. At the MetaHaus, a former power substation, we believe in the power of collaboration. This is where architects, designers, digital and communication experts, market researchers, and strategists work together to make brands sustainable and ensure their long-term success.





San Francisco, USA

MetaDesign opened a second location in 1992 in San Francisco in the United States. MetaDesign San Francisco helps organizations of all sizes harness the power of brand to realize their potential. In close partnership with their clients, they develop insights, strategy, design, and communications that capture what is truly unique and meaningful in their work. Their goal is to create powerful brand identities that set their clients apart and evolve with them over time.





Zurich, Switzerland

MetaDesign Zurich was created in 2000 and it is located in Zurich, Switzerland. MetaDesign Zurich believes in creating meaningful change and help brands make a lasting impact. Together with their clients, they can take the time to explore and to let inspirations grow. Genuine curiosity and constructive debate makes them a true brand. This is how they understand brands in their very essence, and how they push brands forward and make them everlasting.



Beijing, China

MetaDesign Beijing was created in 2008 in Beijing, China. With a team as diverse as theirs, their “coffee” break can get a bit complicated, but they wouldn’t have it any other way. It’s the diversity that drives them to craft meaningful identities, spaces, and experiences for leading and emerging brands in one of the world’s most dynamic markets.





Dusseldorf, Switzerland

MetaDesign Dusseldorf was created in 2008 in Dusseldorf, Switzerland. MetaDesign Dusseldorf enjoys developing solutions not only for but especially with their clients locally and globally. As the flexible satellite of the red “mother ship”, they keep sight of the bigger picture while still staying at eye level.

STRATEGY

Develop a consistent strategy for the future

Paradigm

Brand development
Falcon
(OTT preparation)

Re-Branding / Extension
AMC Advertising

Entry Icons
Structure inform.
→ Guideline

Alignment of Ely brand
Project Portfolio → Joint
tutti light chart

New Brand Research
presentation format
incl. Partnering Crisis

Corporate
Marketing / Dream
Strategy → Presentation

Introduction of
BAC Structure

Too Online
Deal

EE(UK)
Brand Fade Out

Definition of scope
for legal defence of
our portfolio

Analogue Fairness
(Price, Contents)

"Attacker" / Mobile only
Concepts

Development of
new colour chart

Trademark use out-
side the licence
territory

regular Exchange
LBA



Geneva, Switzerland

MetaDesign Geneva was created in 2013 in Geneva, Switzerland. MetaDesign Geneva helps companies define compelling brand identities, and translates them into effective communication strategies and differentiating and enduring creations. They love to invent and develop strong, seductive, and creative brand narratives that exactly reflect the identity of their clients.



MetaDesign
Creative Strategies

CREATING
BRAND
LEADERSHIP.

IDENTITY
MANAGEMENT
SCIENCE
INNOVATION



Services

Branding Identity	Service innovation
Rebranding	Foresight and scenario studies
Packaging	Trend analysis and reporting
Digital	Innovation support and facilitation
Webs	Naming
Market analysis	Brand design
Brand positioning	Messaging
Brand story	Content development
Brand architecture	Brand campaigns
Communication strategy	Interaction design
Launch planning	Environmental branding
Brand localization	Content and asset management
Brand guidelines	Employee training
Brand management systems	E-learning tools
Brand support help desk	

Complete Brand Experience

In order for MetaDesign to create a powerful brand experiences that set their clients apart and evolve with them over time; they use the steps that completes the brand experience. The complete brand experience walks you through strategy, experience, management and innovation step by step in order to have an effective brand.

With this brand strategy we are able to identify what services each step by step needs. I also think it shows the different roles each team member will be working on and eventually combining it as a whole. This showcases how MetaDesign works as a team to accomplish their strategy plan.



Specialty

- Market analysis
- Brand positioning
- Brand story
- Brand architecture
- Communication strategy
- Launch planning
- Brand localization

Strategy

They start by trying to understand the purpose of a company through research and interviews. Then they define the brand and build a strategic foundation that aligns with the overall vision for the company. After, they examine and organize brand systems, names, and structures, and they adjust these them if it's necessary.

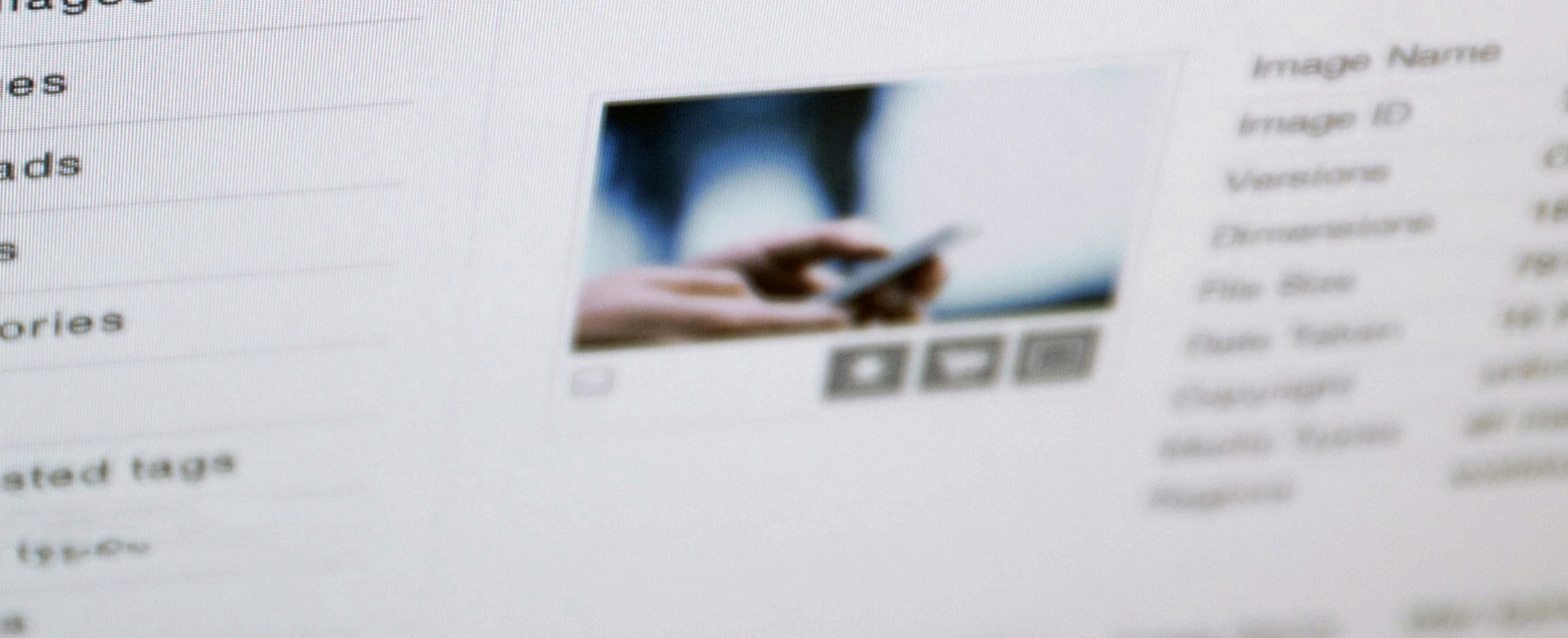


Specialty

- Naming
- Brand design
- Messaging
- Content development
- Brand campaigns
- Interaction design
- Environmental branding

Experience

Based on our strategy work, we create distinctive brand experiences that can cover every digital and physical point of contact and interaction with a brand. Our contributions keep the brand relevant in a changing world, set the brand apart from competitors, and build the brand's long-term equity.



Specialty

- Brand guidelines
- Brand management systems
- Brand support help desk
- Content and asset management
- Employee training
- E-learning tools

Management

We meet the challenge of managing brands globally through human and technological means. Our people drive brand education within a company and among its service providers. Our brand management system, Brand Expert®, simplifies the tracking, sharing, and updating of all brand assets and helps clients improve workflow and master the approval process.



Specialty

- Service innovation
- Brand ideation
- Foresight and scenario studies
- Trend analysis and reporting
- Innovation support and facilitation

Innovation

A well-managed brand can be a source of new products and services. We help companies identify new areas to explore and inspire change through innovation. We develop concepts for services, products, and even entire portfolios, and optimize touchpoints for consistently positive brand experiences.



Clients

Audi	New York Philharmonic
Volkswagen	Carl F. Bucherer
Porsche	San Francisco Ballet
ECOS	Medgate
Fuze	Whoohoo
vivo	Coccinelle
Coca-Cola	IMMMR
23andMe	GetSafe
Near Future	De Grisogono
DHL	Partner
BCG	Obentus
Lacoste	Automatic

Projects

This Chapter Showcases some of the projects that MetaDesign worked on throughout the years. These projects showcase some of MetaDesign's services. Some of their services are package design, environmental design, branding, print, landscape and lighting design.

We are able to see through these projects the usefulness of effective strategy and plan MetaDesign uses. We are able to see how they brand the companies in a very effective way and by just looking at the project you can already tell what it is about.



23andMe

Services

Graphic / Communication,
Packaging and Branding.

Company's look

A pioneer in the field of personal genetics, 23andMe needed a brand that would appeal to consumers without losing its scientific credibility.

The identity we created is unique within the stark healthcare landscape. Comprised of 23 distinct yet visually unified logos, it references the building blocks of DNA in a friendly, approachable way.

About the Company

23andMe is a privately held personal genomics and biotechnology company based in Mountain View, California. The company is named for the 23 pairs of chromosomes in a normal human cell. The company had a previously fraught relationship with the US Food and Drug Administration (FDA) due to its genetic health tests, but as of October 2015, DNA tests ordered in the US include a revised health component, per FDA approval. 23andMe has been selling a product with both ancestry in Canada since October 2014.



These 4 images shown showcase 23andMe packaging, branding, and print design.



Explore your DNA.

What do your genes mean for your health?

Where did your ancestors come from?

Which sibling are you most similar to?

Want to make an impact on the pace of genetic discoveries?

What do I get?

1. Health and Traits

Your genes influence your health. Knowing this information before you have problems could help you lead a healthier life. We follow the scientific literature and explain it in context of your genome so it's relevant to YOU. Continual updates keep the information current.

2. Ancestry

Follow your lineage back in time. 23andMe examines thousands of DNA markers across your genome, providing a unique exploration of your genetic past. Our service also provides maps, images and accounts of where and how your ancestors lived.

3. 23andMe Community

Meet others in the 23andMe community who share your interests in health and ancestry. Have your genetics questions answered by experts. Share and compare your results with others.

4. 23andMe Research

You can help us make new genetic discoveries that lead to better treatments for you and others. Join the 23andMe community and participate in our innovative research program. Fill out the online surveys and learn how you compare to the rest of the community.

Check out www.23andMe.com to learn more



ECOS

Services

Rebranding, Packaging, and Strategy.

ECOS

Originally asked MetaDesign to focus on the packaging, but they convinced the company to update ECOS logo and helped them develop a plan for consumers of the change.

Strategy Work

Their strategy work led us to identify the phrase “Pure Love” as a brand core. The messaging they wrote for the brand builds on that core

About the Company

They believe that what’s on the inside counts. That’s why we’ve spent nearly 50 years creating and perfecting thoughtfully sourced cleaners that work great and are safer for people and the planet and its environment.

Family owned and operated since 1967, we are a team of mothers, fathers, chemists, visionaries and pioneers who passionately uphold the idea that everyone should have access to delightful, affordable cleaning products.





Volkswagen

Services

Landscape design, lighting design, interior design and even staff uniform.

Design Concept

Following their design concept of “People Emotion,” using a split-level design to interconnect separate spaces with the building and create a dynamic atmosphere. The building is twisted at 0- to 90- degree angles and gradually opening to let in just the right amount of light.

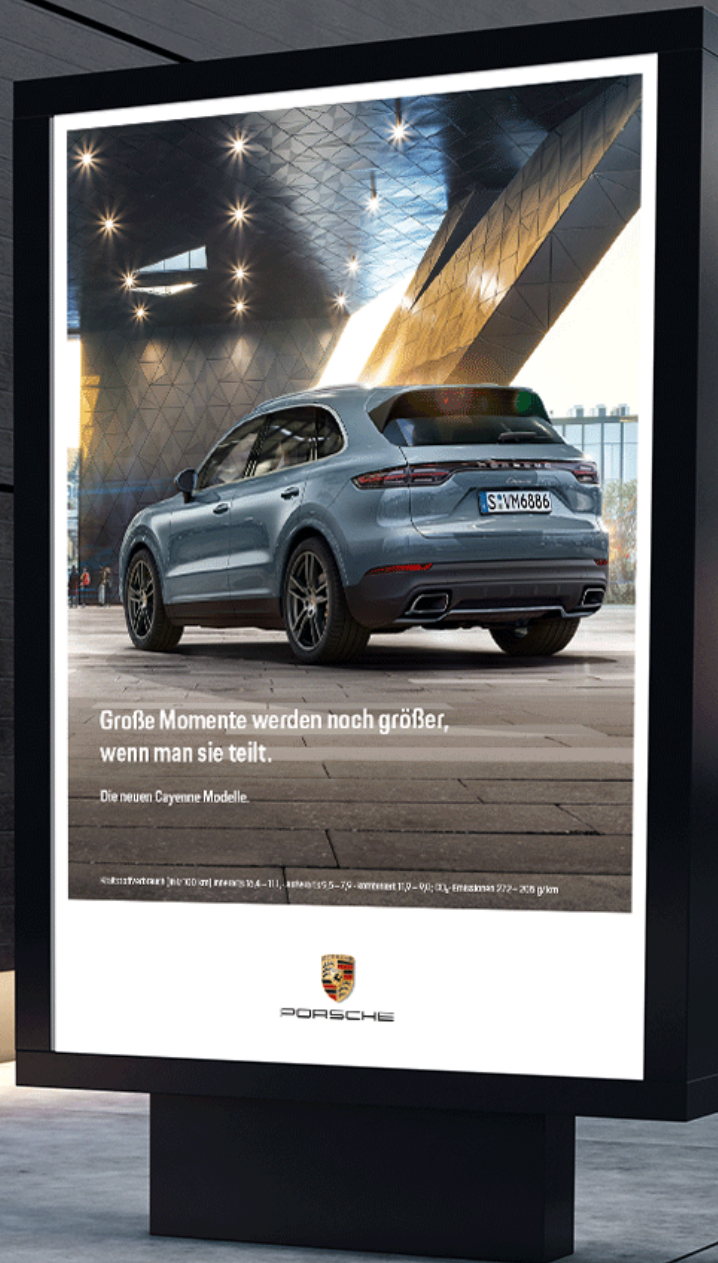
About the Company

Volkswagen shortened to VW is a German automaker founded on 28 May 1937 by the German Labour Front under Adolf Hitler and headquartered in Wolfsburg. It is the flagship marque of the Volkswagen Group, the largest automaker by worldwide sales in 2016. Volkswagen is German for “people’s car”, and the company’s current international advertising slogan is just “Volkswagen”, which is a reference of the name’s meaning.



These images showcase the Interior and lighting design that MetaDesign did to showcase the buildings intertwined as people's emotion.





Porsche

Services

Rebranding Identity, Digital, and Print.

Porsche

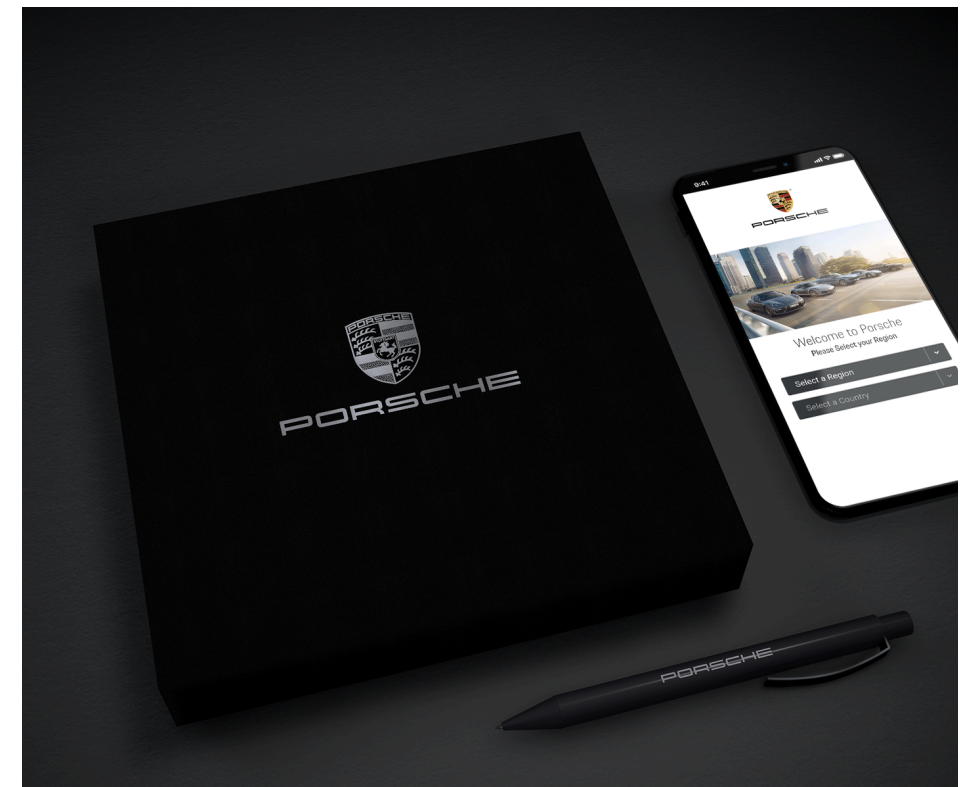
Wanted the design to be a consistent, modern appearance across all channels and to convey even more emotion, for example through the use of large images, and not to forget their roots.

Design Concept

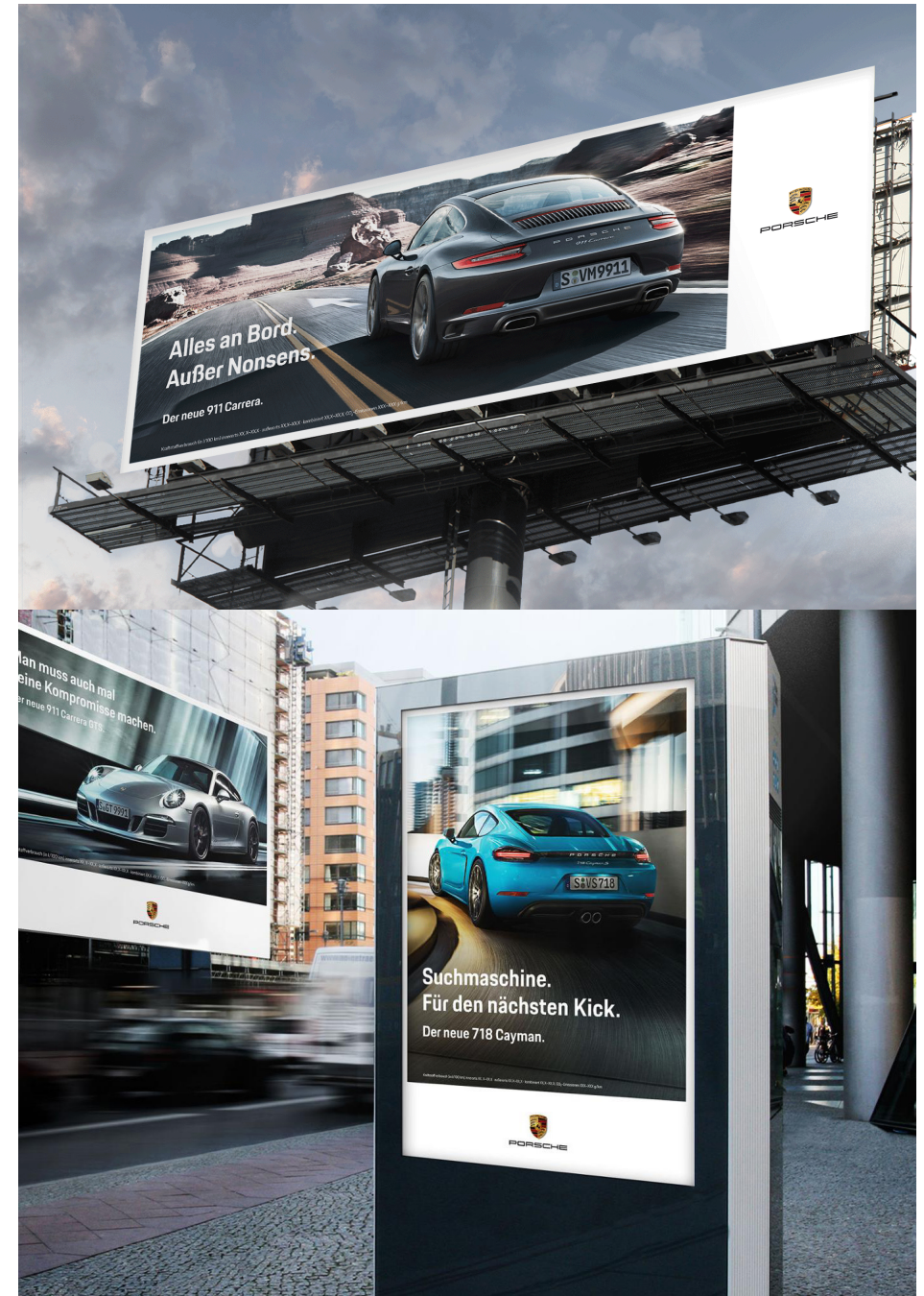
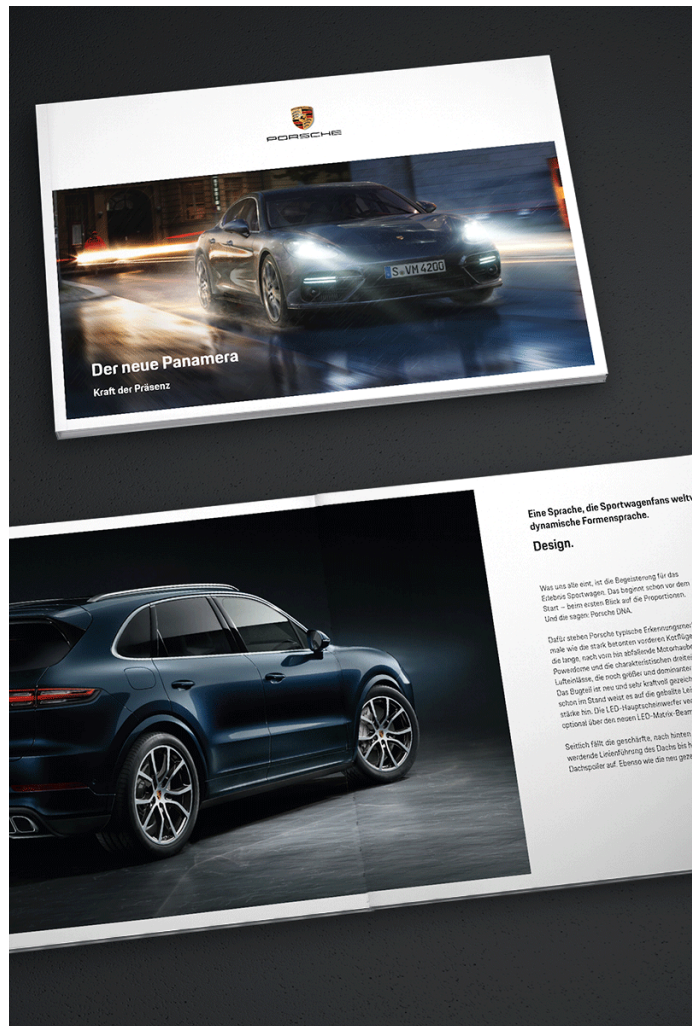
Making Porsche's Identity simple, modern, and emotion but still remain Porsche as of what we know it today.

About the Company

Dr.-Ing. h.c. F. Porsche AG, usually shortened to Porsche AG, is a German automobile manufacturer specializing in high-performance sports cars, SUVs and sedans. Porsche AG is headquartered in Stuttgart, and is owned by Volkswagen AG, which is itself majority-owned by Porsche Automobil Holding SE. Porsche's current lineup includes the 718 Boxster/Cayman, 911, Panamera, Macan and Cayenne.



All these images show-
case the brand identity
of porsche as modern
and emotional but still
remaining as what we
know porsche.





DHL

Services

Branding Management, Digital, Print and Package Design.

Design Concept

DHL is a dynamic company. That's why a flexible brand management system is vital to managing the DHL brand successfully. The design refresh shows this dynamism to the outside world as well. More than 10,000 templates, tools, and media are available on the DHL Corporate Net. The average number of clicks needed to find the right one: Two. That's "Excellence. Simply Delivered."

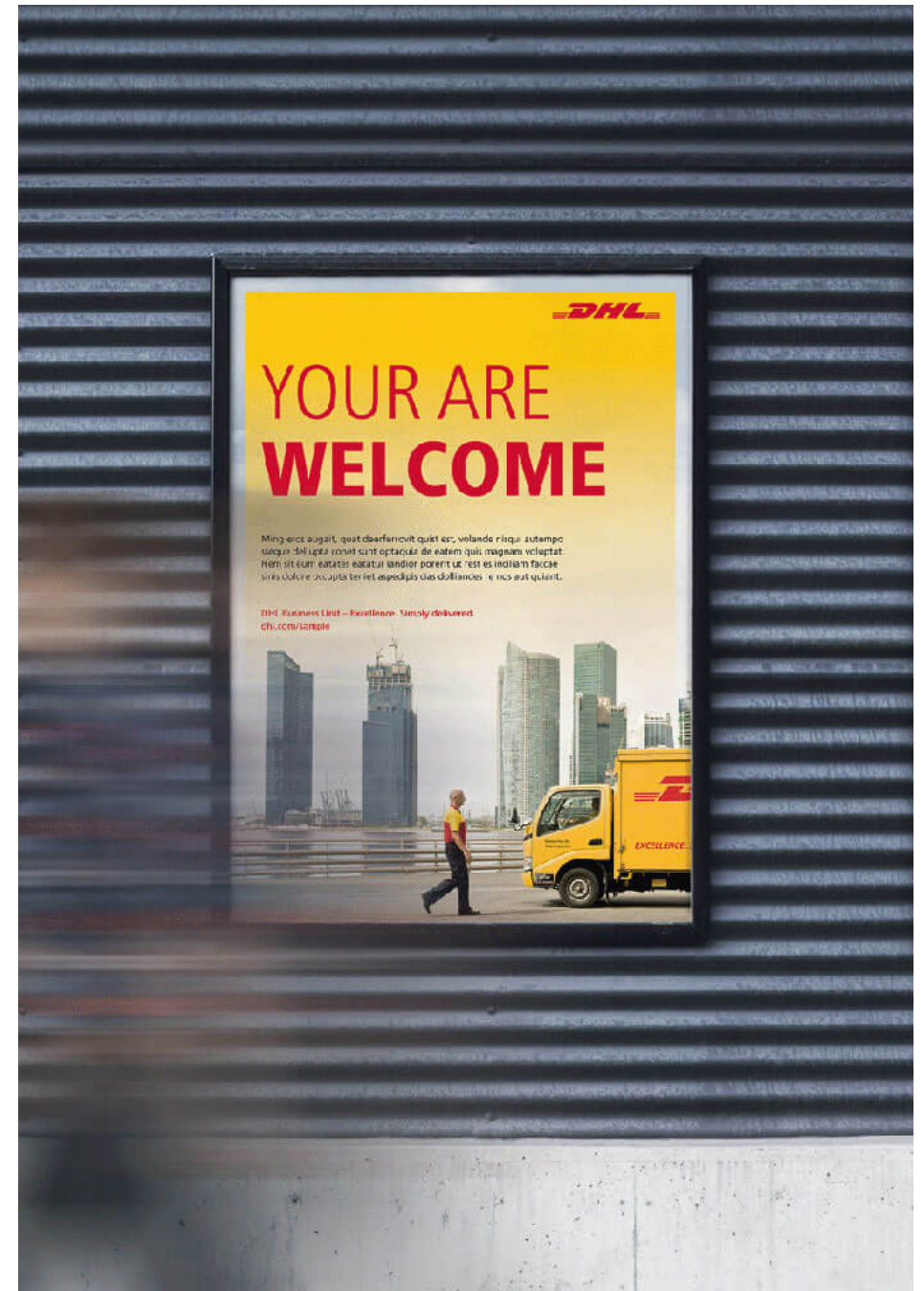
About the Company

DHL Express is a division of the German logistics company Deutsche Post DHL providing international courier, parcel, and express mail services. Deutsche Post DHL is the world's largest logistics company operating around the world, particularly in sea and air mail.

The company expanded its service throughout the world by the late 1970s. The company was primarily interested in offshore and intercontinental deliveries, but the success of FedEx prompted their own intra-US expansion starting in 1983.



These images showcase the Branding management system MetaDesign created for DHL and the dynamism of the company and the world as well.





New York Philharmonic

Services

New Identity, Enviromental and digital.

Design Concept

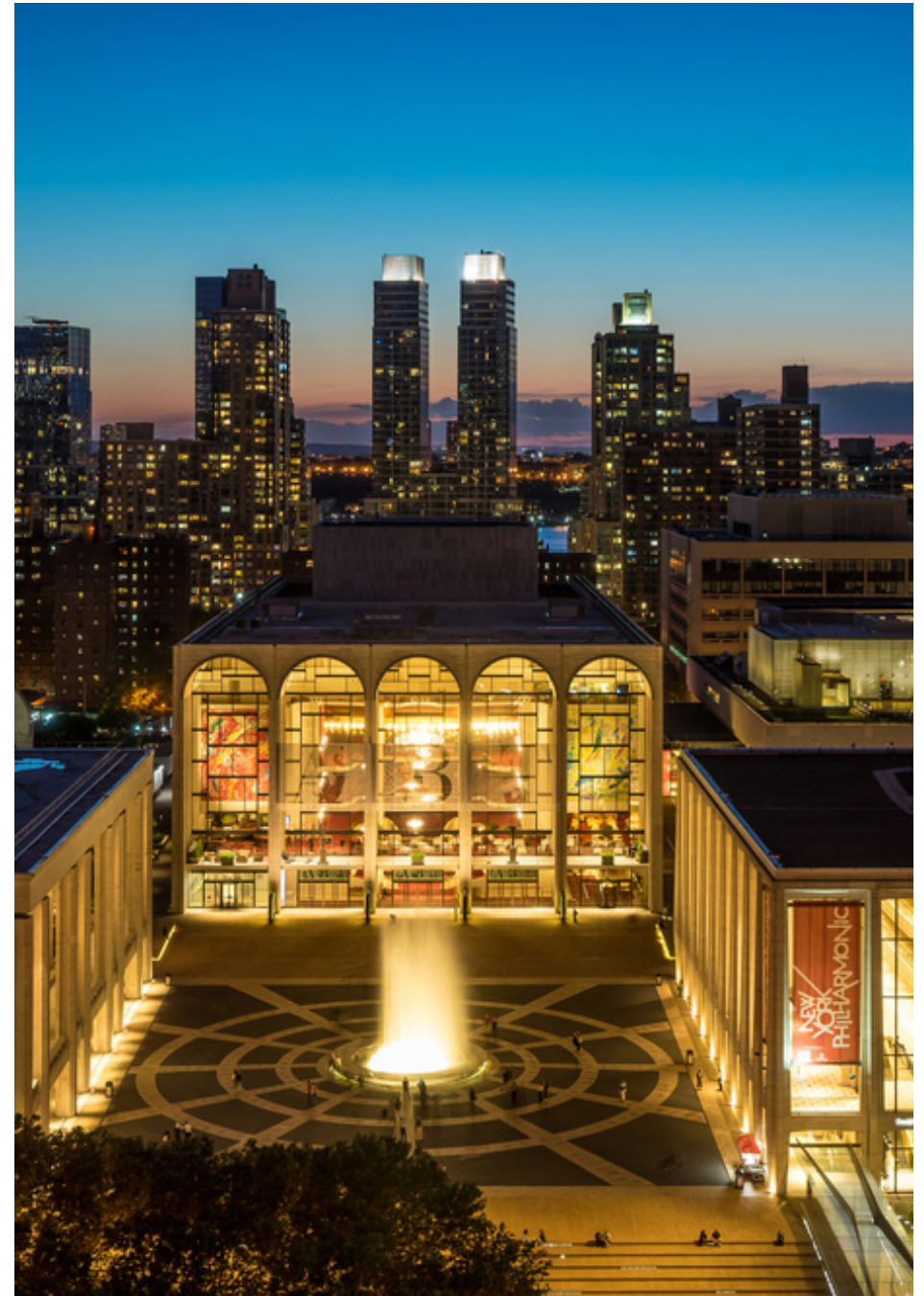
New York Philharmonic wanted a visual identity that would convey something of immediacy and excitment of its performances. The dynamic arrangement of letters in the mark suggests not only the excitment of the concert experience but also the harmony of a large ensemble working together in order to achieve a singular effect.

About the Company

The New York Philharmonic, officially the Philharmonic-Symphony Society of New York, Inc., globally known as New York Philharmonic Orchestra or New York Philharmonic-Symphony Orchestra, is a symphony orchestra based in New York City. Founded in 1842, the orchestra is one of the oldest musical institutions in the United States and the oldest of the “Big Five” orchestras. Its record-setting 14,000th concert was given in December 2004.



The Left Image shows the orchestra playing a show in the city for the crowd. We are able to see in the right image the location of New York Philharmonic and its beautiful landscape surrounding it. On the bottom left, New York Philharmonic logo was designed by Metadesign to fit the excitement and performances that they have.





San Francisco Ballet

Services

Brand Identity, Print, and digital.

San Francisco Ballet

For its 75th anniversary, they wanted to evolve the brand so that it would both celebrate the past and the future.

Design Concept

The new logo combines elements from Didot, a nineteenth-century typeface, and Galaxie Polaris, created in 2005. The result fuses the spirit of modern choreography with the tradition of classical and contemporary ballet.

About the Company

San Francisco Ballet School was founded in 1933 as part of the San Francisco Operatic and Ballet School when Gaetano Merola, the founder of the San Francisco Opera, perceived a need for an institution where dancers could be trained to perform in opera productions. Under the direction of founding ballet director, Adolph Bolm, the San Francisco Operatic and Ballet School opened in 1933 and offered classes in ballet, tap, modern, and interpretive dance.



The left and right Image both showcase the 2019 classical respiratory ballet. The bottom left Image showcases the 70th anniversary Identity that was designed by Metadesign.



Ballet

SAN FRANCISCO BALLET
HELGI TOMASSON . ARTISTIC DIRECTOR



NEAR FUTURE

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The Near Future Summit will convene 250 highly curated vanguards in an intimate setting, leading to scale #worldpositive solutions—from food to health to energy. This is an opportunity for inventors, investors and entrepreneurs to share the coolest new products, co-create and develop lasting partnerships.

SPEAKERS



Near Future Summit

Services

Branding visual Identity, Print, Digital and Web Design.

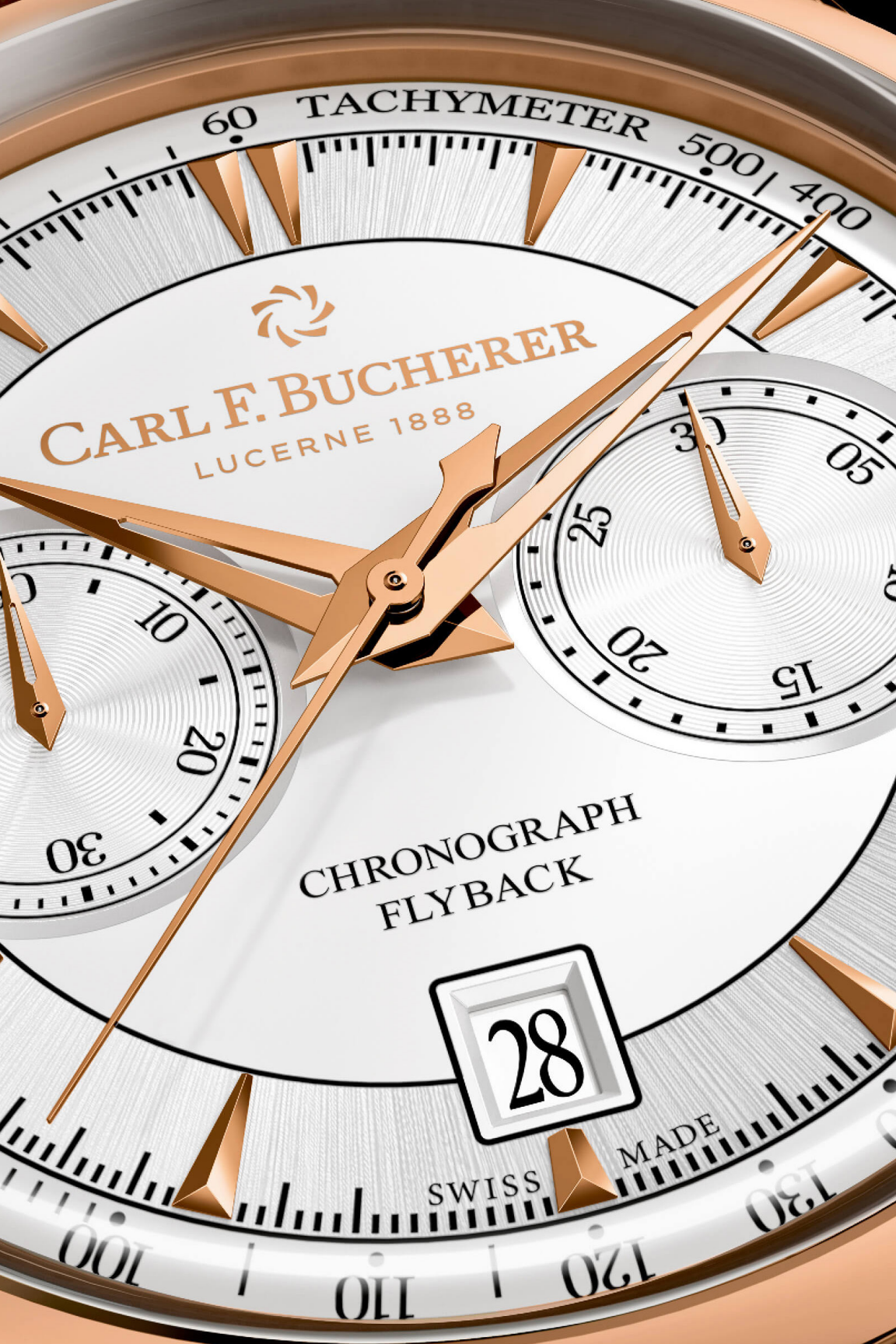
Design Concept

A brand's visual identity should align with its mission. Near Future's mission is to create a new kind of forum, one in which the presentations inspire real action. An invitation only gathering of leaders in science, technology, and media, the Near Future Summit aims for far-reaching impact and enduring partnerships – all in the name of building a better future.

About the Company

Near Future is a carefully curated community of brilliant and concerned ass-kickers tackling serious challenges without taking ourselves too seriously. Finding viable cross-disciplinary solutions using a systems approach to drive action, we tap into global trends so that we can stop ruminating and together help expedite a positive future.





Carl F. Bucherer

Services

Identity, Package, Print, Enviromental and Website Design.

Design Concept

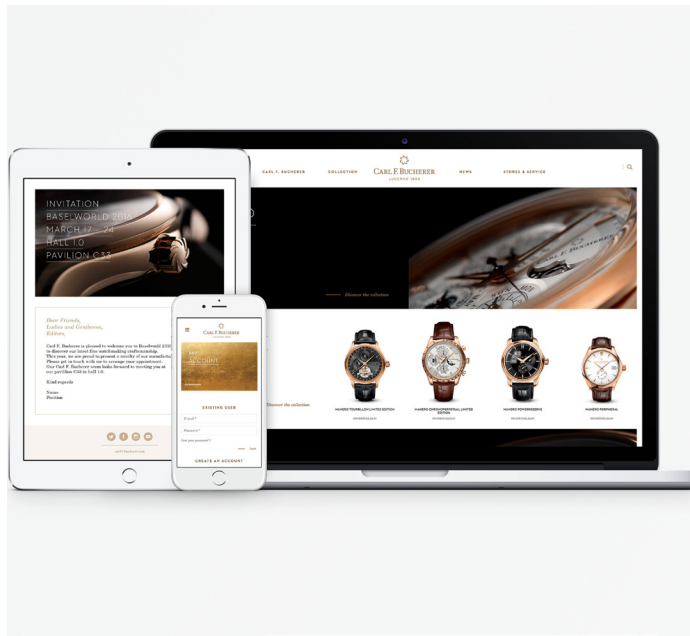
As distinctive as the identity is the new appearance. The elemental force of Central Switzerland is staged as a supporting element of the visual world. The consistent use of the color gold and the "Minimal Baroque" twist underline the exclusive character. Sascha Moeri, Chief Executive Officer of Carl F. Bucherer: "Uncompromising quality, independence and passion for watchmaking: three values that have grown over more than 125 years of history.

About the Company

Carl F. Bucherer is one of the few Swiss watch manufacturers that is still owned by its founding family. The Carl F. Bucherer brand is deeply rooted in the cosmopolitan spirit of Lucerne, and this is reflected in powerful brand imagery, with images in minimalistic gold that tell the brand's success story set against the baroque heritage of its hometown. This has been the setting for the creation of Carl F. Bucherer's luxurious products and sophisticated designs for 130 years. "Made of Lucerne" perfectly captures the essence of the brand, which epitomizes the finest Swiss watchmaking.



These images showcase enviromental, website and package design for Carl F. Bucherer. Through the use of Gold and black and wite we can see the elegance and get that luxurious feel of the brand.



Citation

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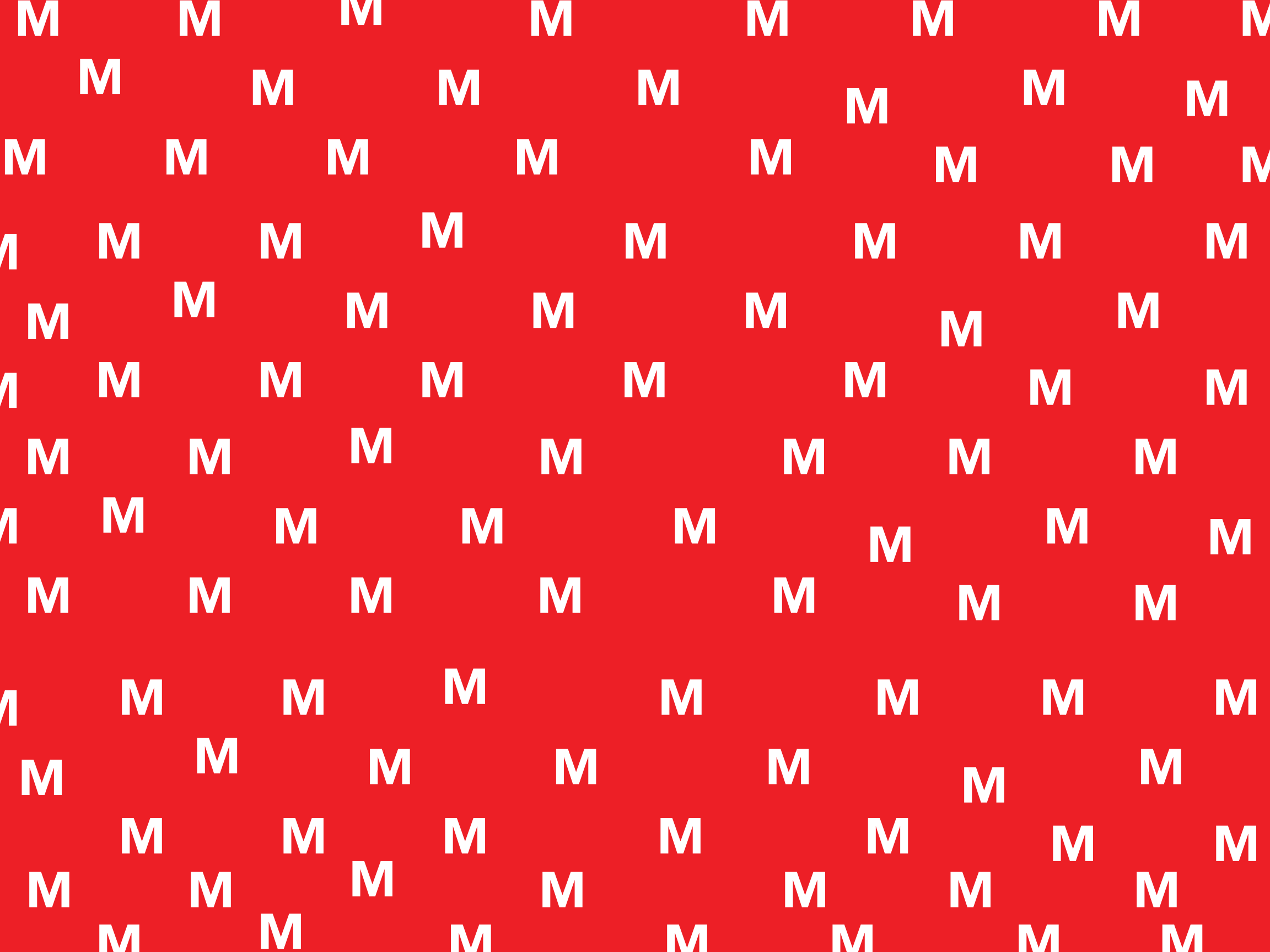
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MetaDesign