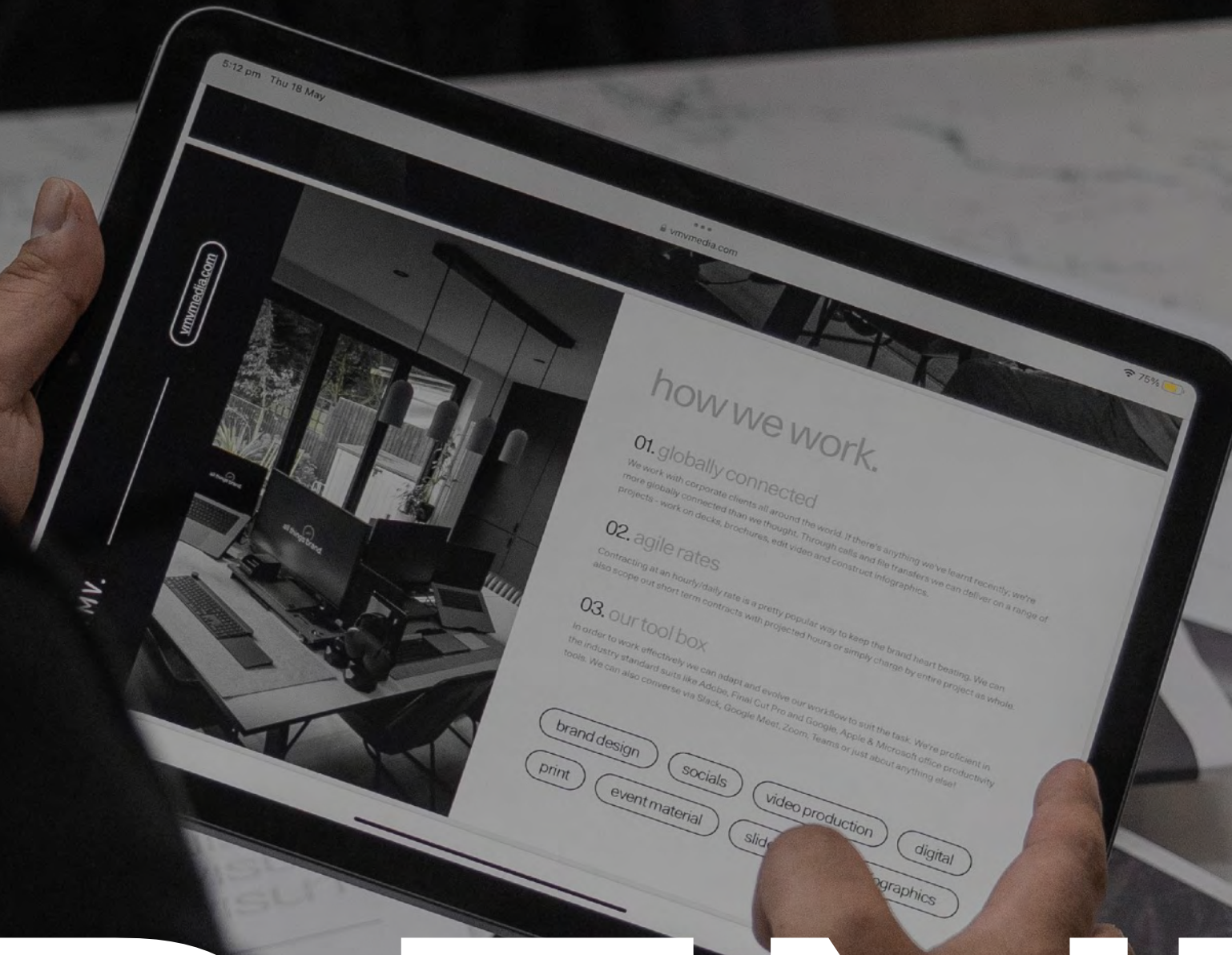


Bold moves make brands. Everything we create is purpose driven and built to make an impression so you can look the part, grow how you're meant to and go where you need to. [vmvstudio](#)



CREDENTIALIALS

look like you belong™

We're big believers that great visuals are a little more than just aesthetically pleasing; they play a pivotal role in helping brands, entities, and individuals align with the spaces they aspire to thrive in. We exist to bring this belief to life. Our core thinking revolves around the power of visual embodiment. We understand that a well-crafted brand identity, a compelling film, or thoughtfully designed campaign can serve as the gateway to an authentic connection and lasting impact. It's about more than just standing out; it's about belonging – truly resonating with your audience and leaving an impression.

Through our expertise in brand design, film production, and value-made visuals, we empower our clients to embrace their uniqueness and confidently claim their space in the world. We are passionate about exploring new creative mediums, collaboratively working with forces old and new, and breathing life into every project we undertake. We work closely with our clients, delving deep into their vision, values, and aspirations, and ensuring our commitment to excellence shines through every design, every frame, and every visual element we touch.

Our purpose is to celebrate the art of belonging, where we embrace the power of visuals to ignite connections, and where we make your journey to visual embodiment an attainable reality and create an enduring legacy that leaves a mark on the world. It's not enough to just know your space. Lead, pioneer, and overall, look like you belong.

VMV. — STUDIO


LOOK LIKE YOU BELONG™



brand design

selected works

visune



Products


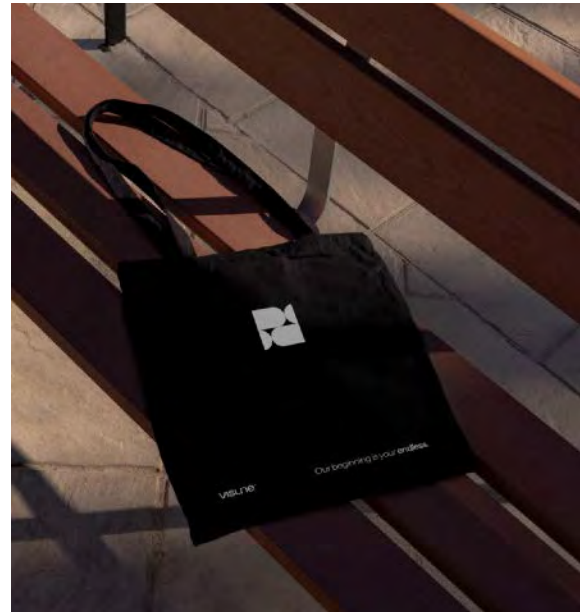
Create the Keyshot renders your products deserve

visune

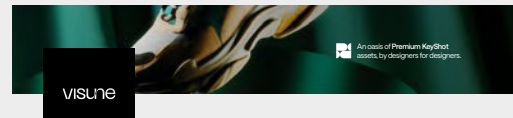
KeyShot resources by Visune

We recommend that you read the latest version of our instruction manual. Visit visune.io/manual or scan the QR code.


If the product you purchased contains any pre-configured variations, these will be stored in Studios. Click U on the keyboard to bring up this panel. To close this window go to the Image tab > Layers > unclick Use Frontplate.

visune

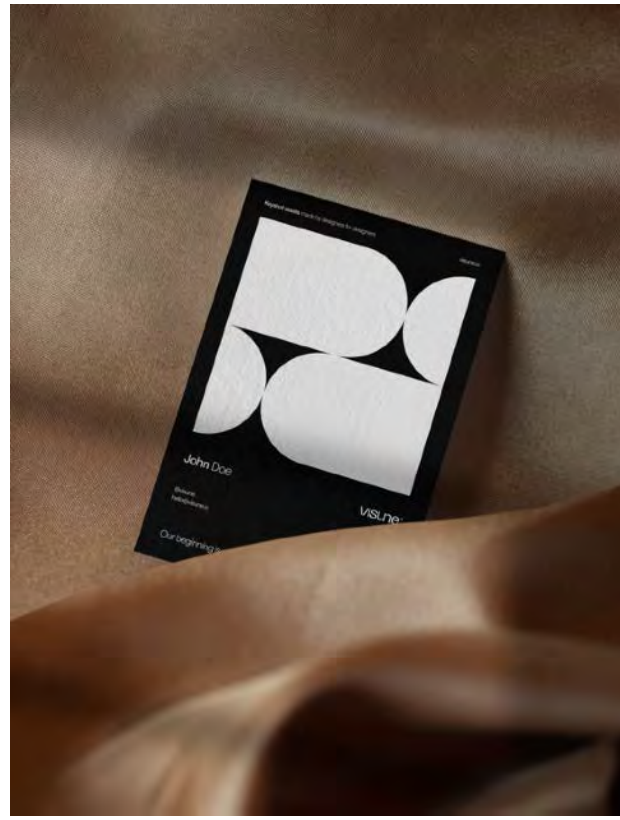


visune




visune

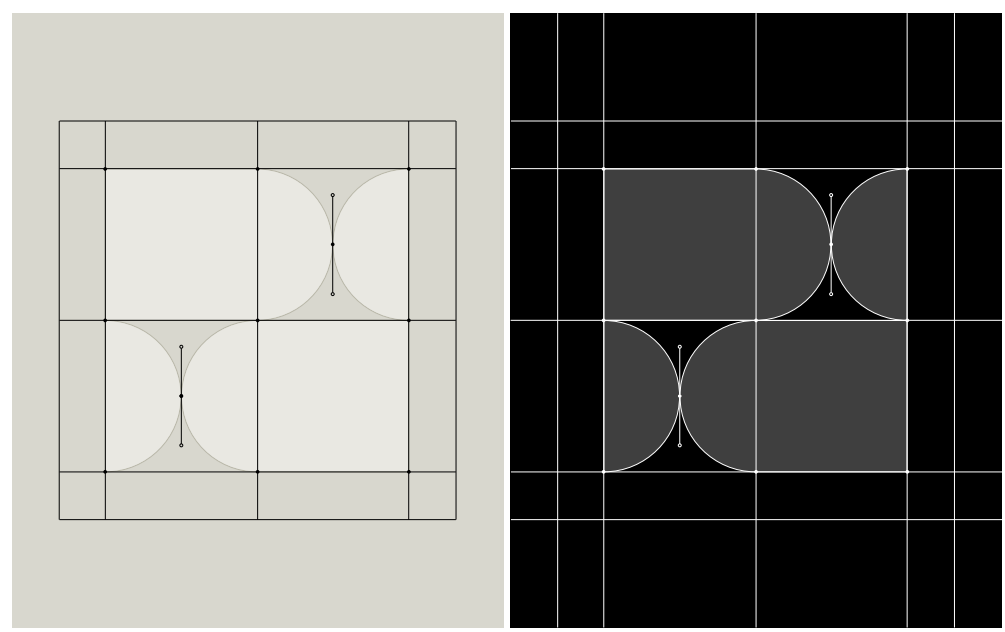
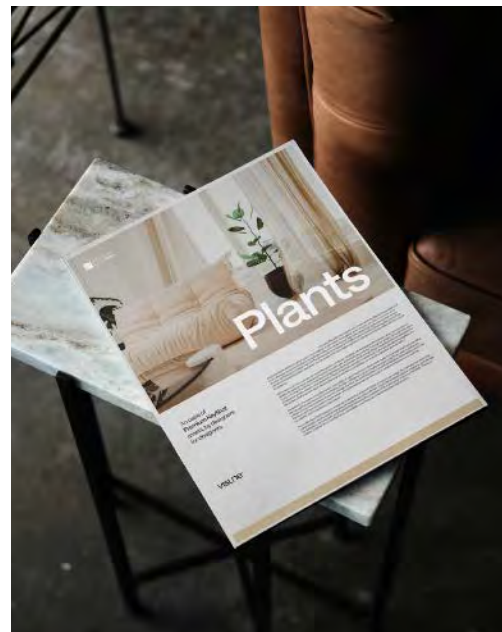
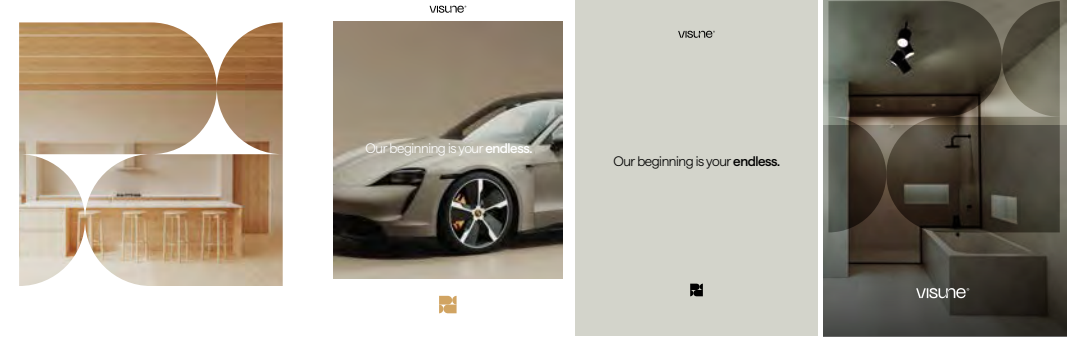
Interiors Studios Materials Decorations



Trifecta Studio

Rendered scene available as part of Sam Gwilt: The Encore Collection

Learn more at visune.io


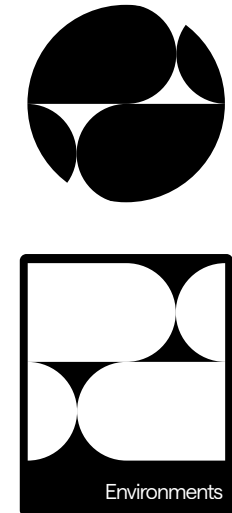


Headline

Materials Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wis enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea


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Call to action

visune


Create the **KeyShot** renders your products deserve



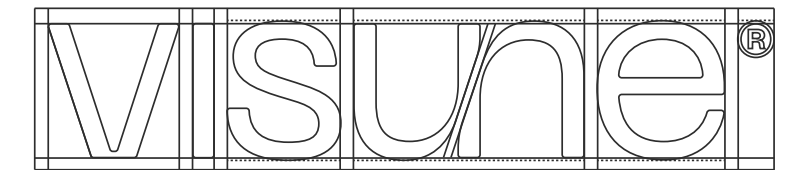
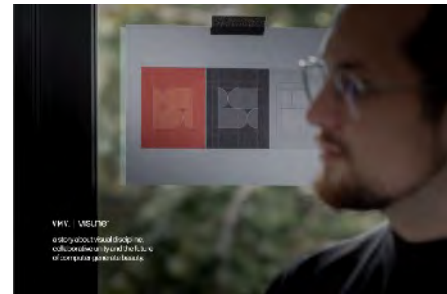
Spend more time designing with Visune **KeyShot** resources.

visune

Create the **KeyShot** renders your products deserve




visune®



Our beginning is your endless.

visune


Create the renders your designs deserve



Click to learn more

visune

Take control of your visualisation with Visune KeyShot Resources

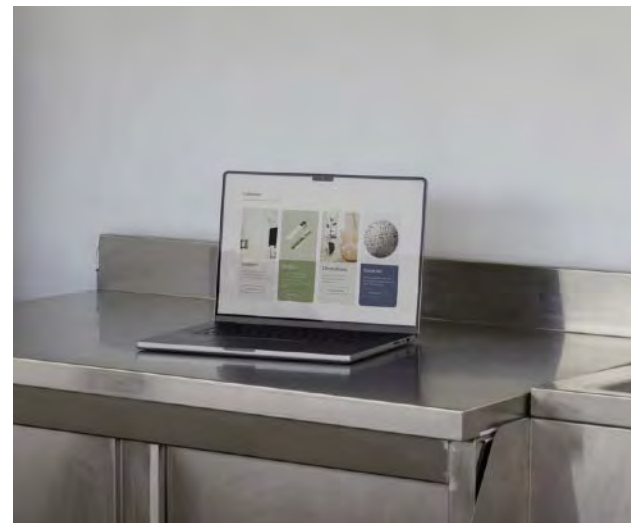


Click to learn more

visune

Professional KeyShot resources for designers

Learn how we can support you

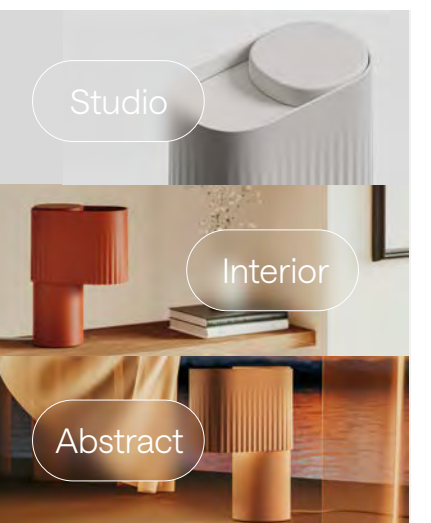


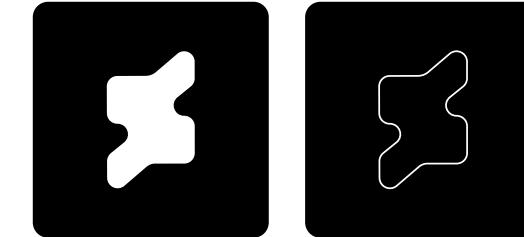
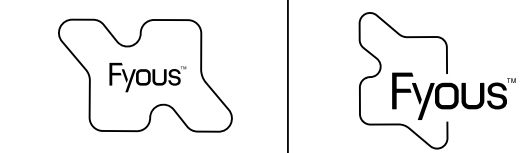
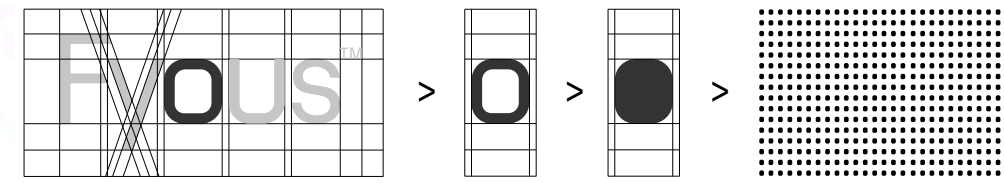
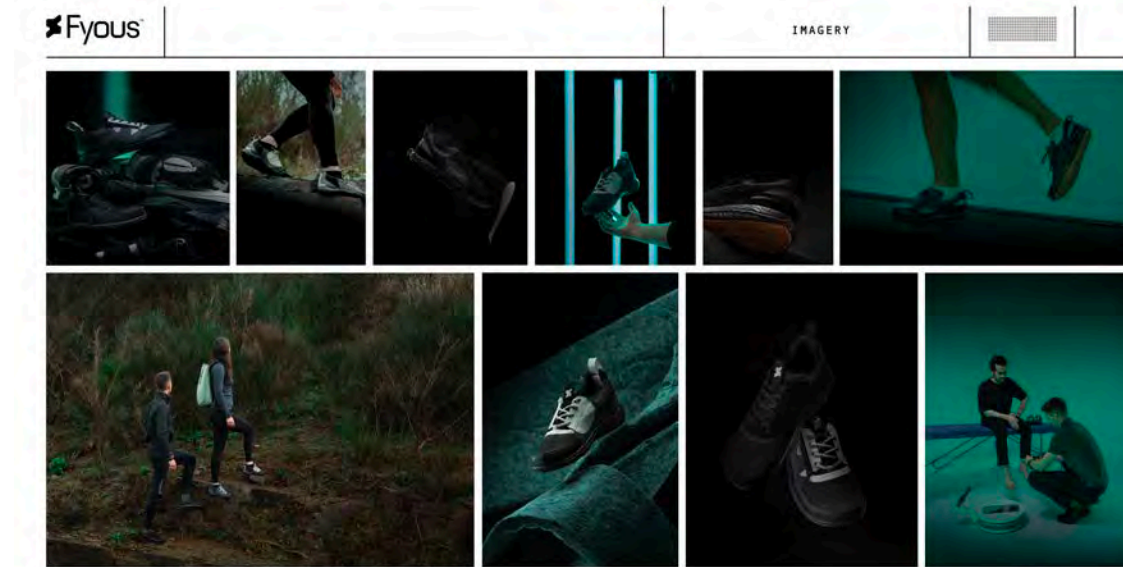
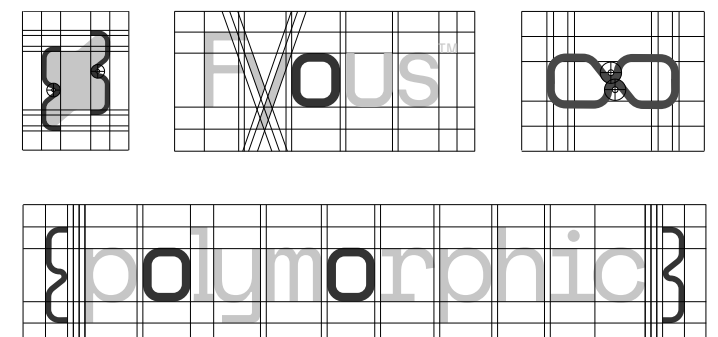
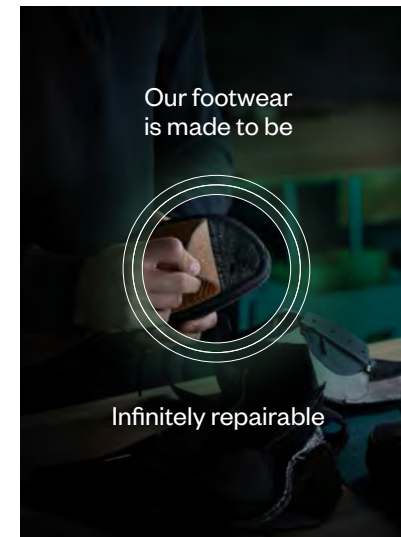
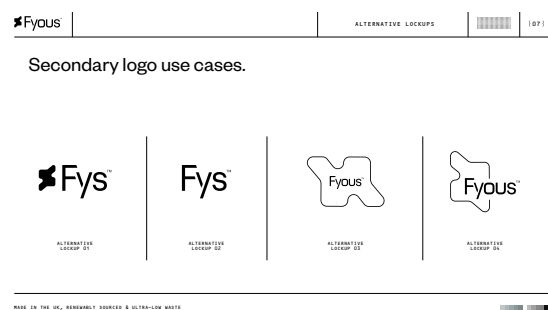
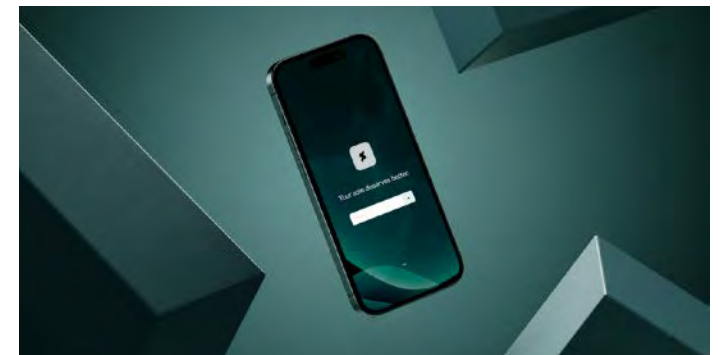
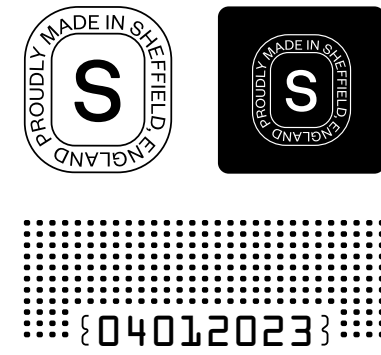
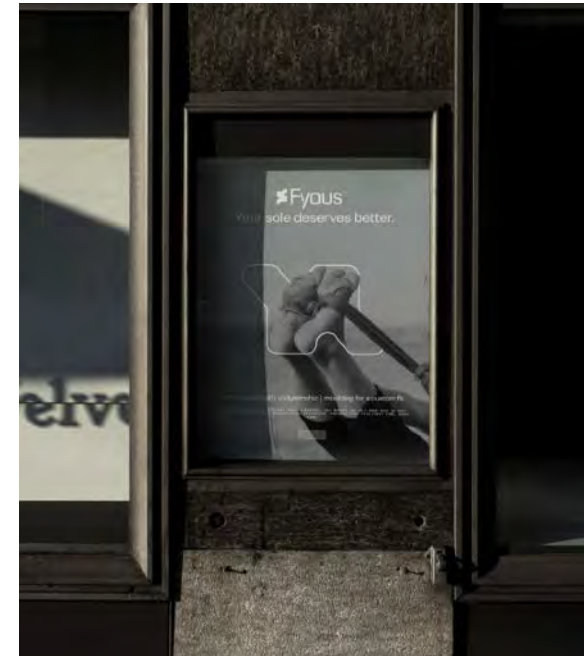
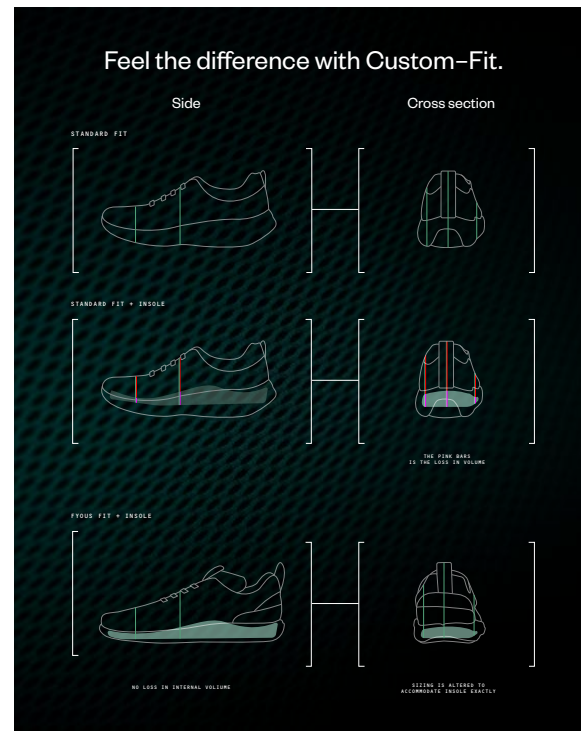
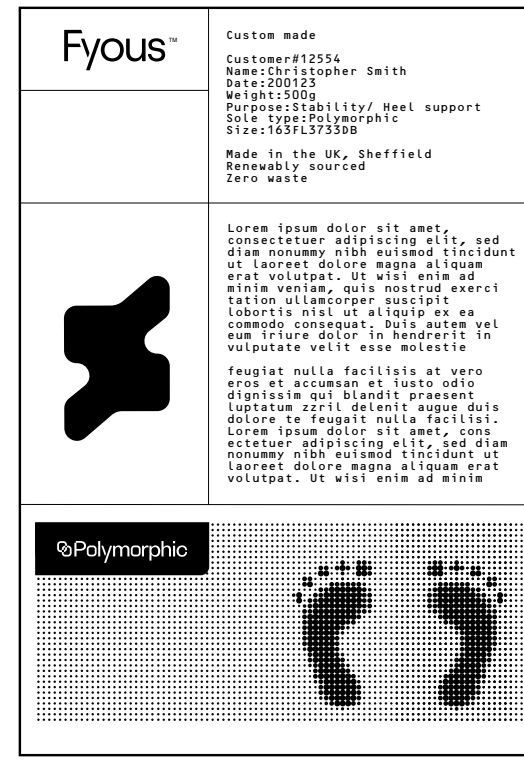
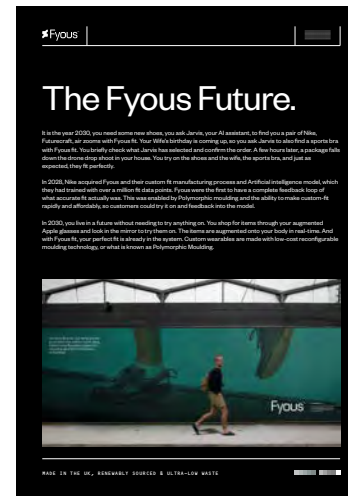
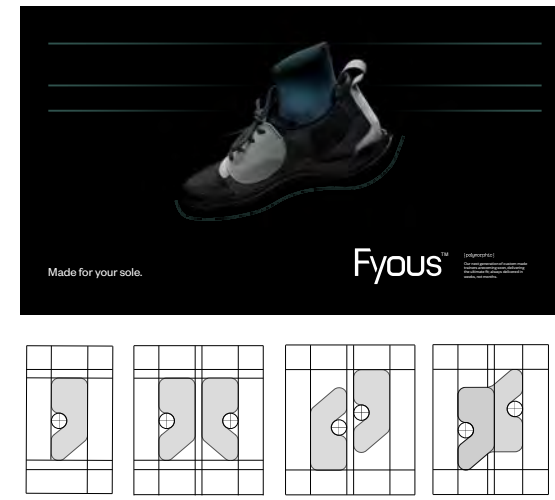
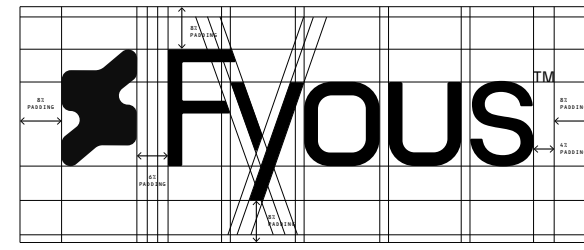
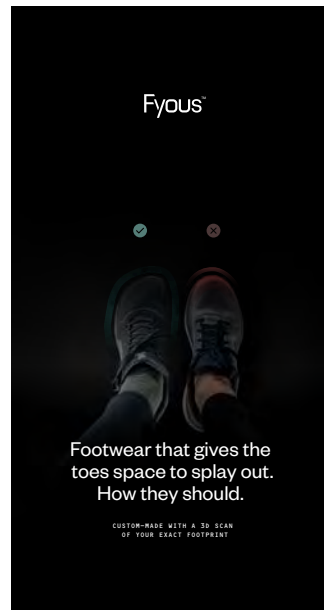
Sam Gwilt: The Encore Collection



The Encore Collection gives you an opportunity to jump inside Sam's workflow and render your products exactly as he does, with our seven brand-new **KeyShot** scenes.

The collection includes categories such as...





We built out a brand identity which possessed the ability to work across two separate micro brands and together too.

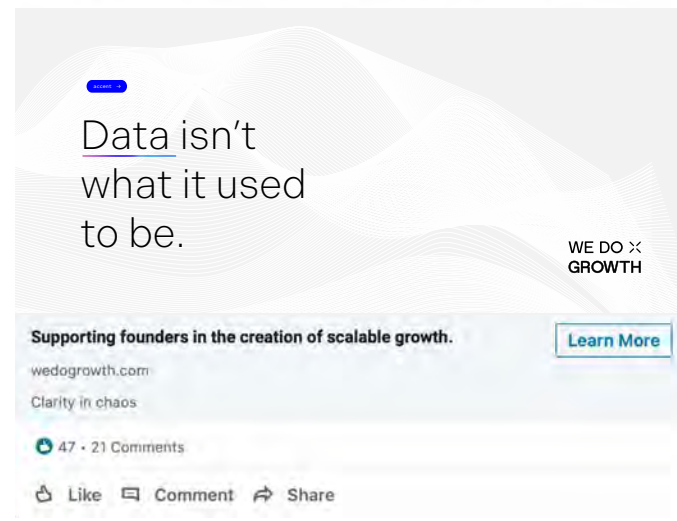
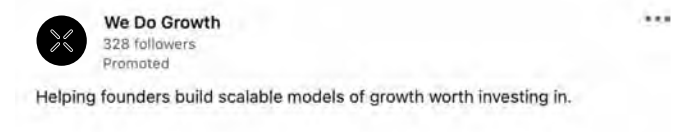
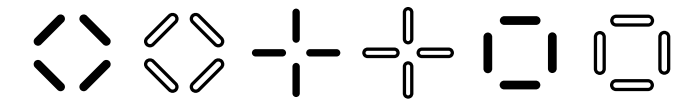
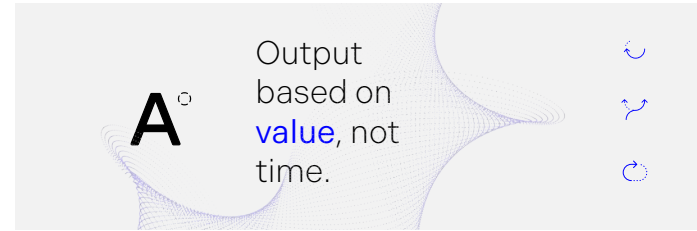
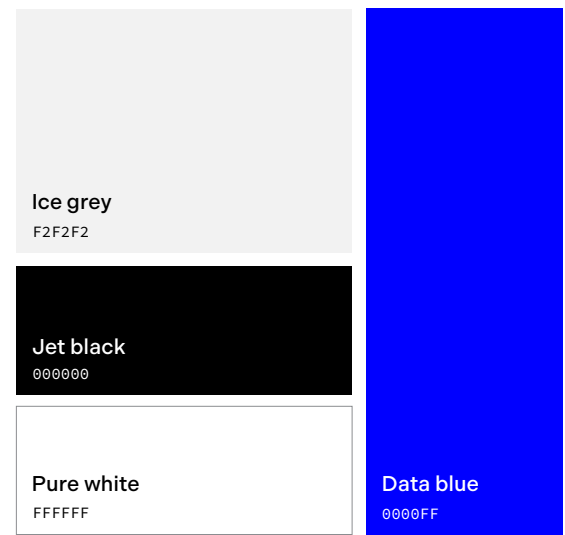
WD A/G
GROWTH MARKETING

VMV . STUDIO®

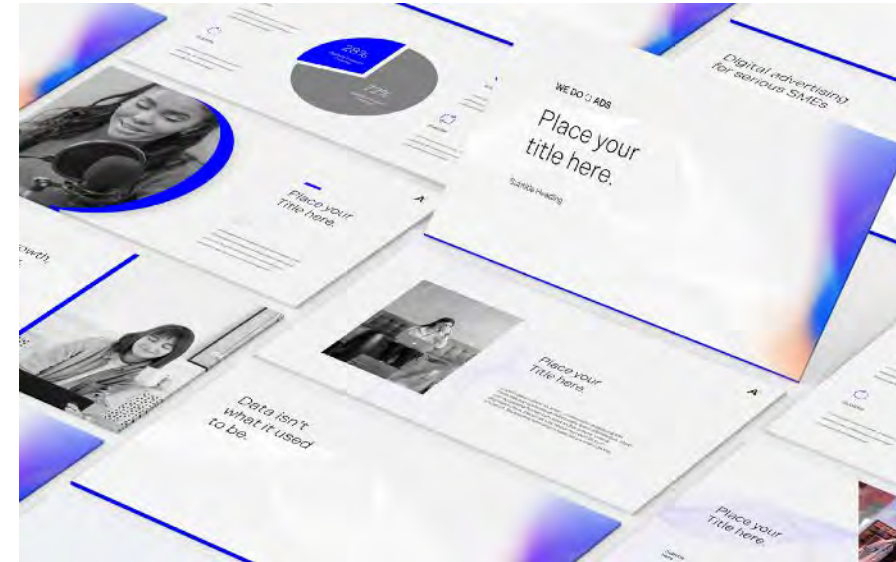
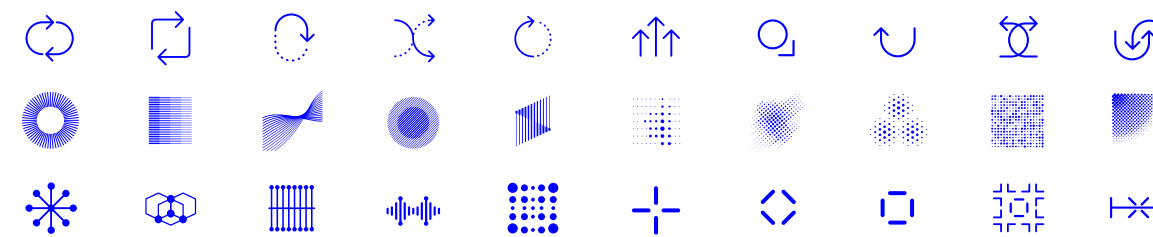
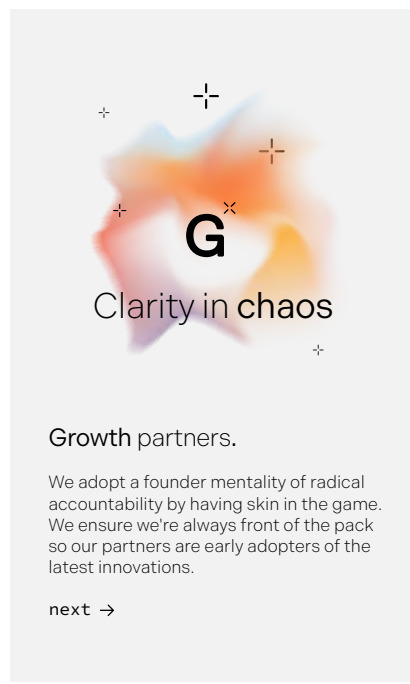


MONOCHROMATICS

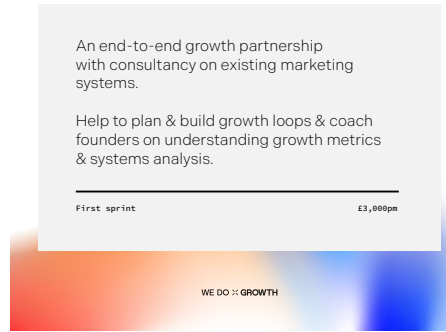
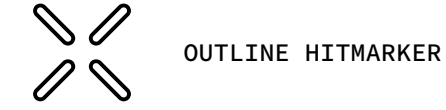
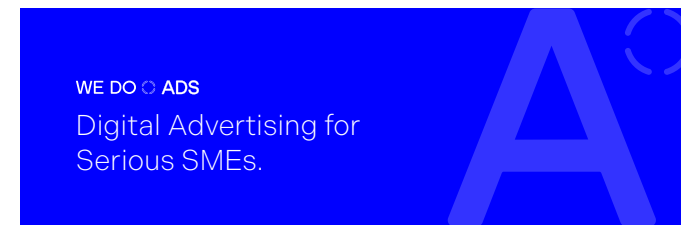
ACCENTS



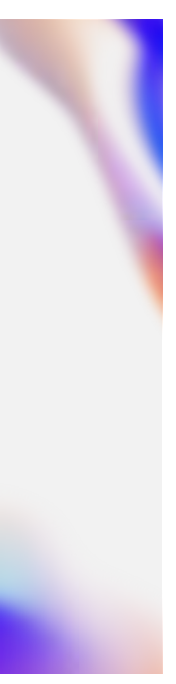
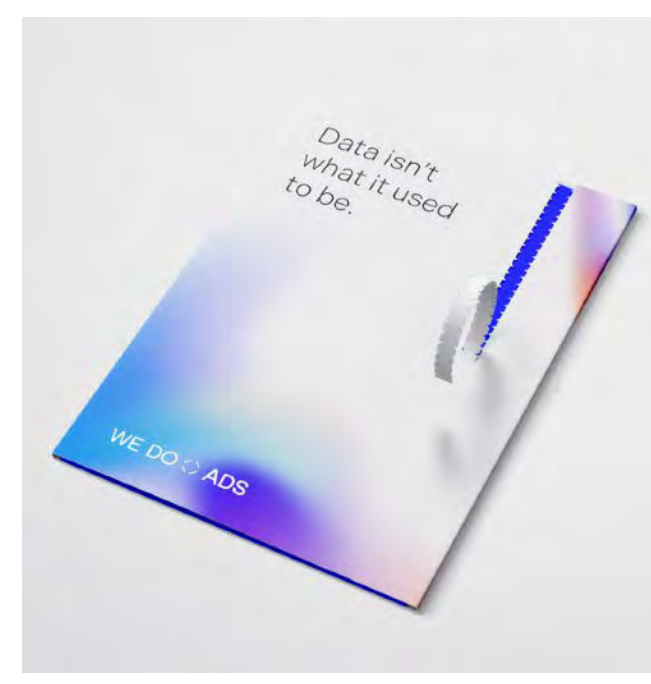
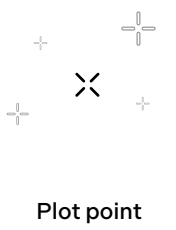
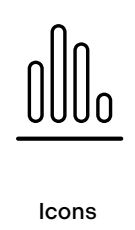
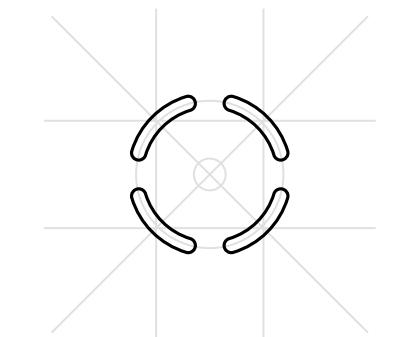
Fascinated by growth, driven by simplicity.



Indvisible light is highlighted with an off-kilter black bar, inspired by a type cursor.



WE DO X GROWTH



We constructed a brand facelift and implemented new core elements across print and digital comms.

M.C.Overalls
WORKWEAR FASHION

VMV . STUDIO®



HERITAGE

M.C.Overalls

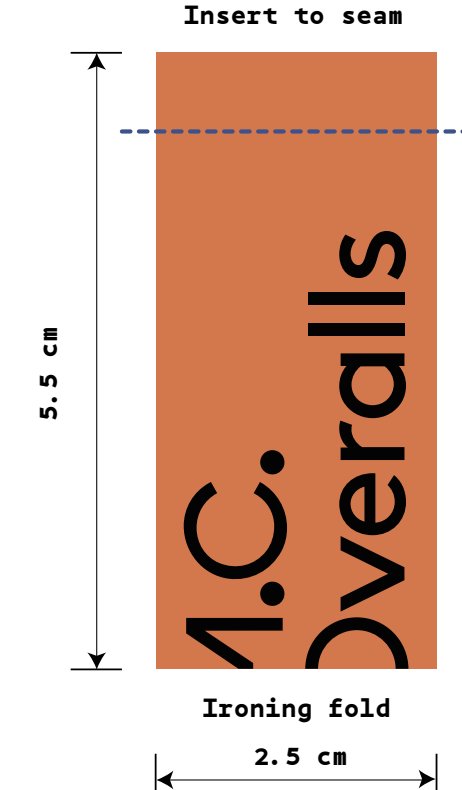
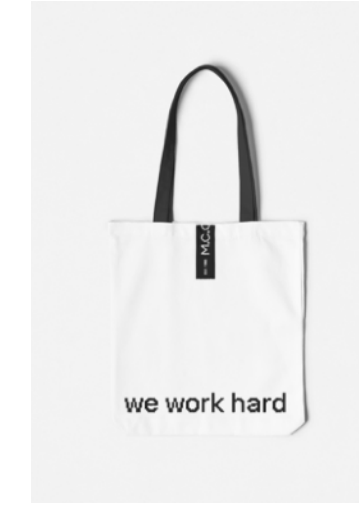
ESTABLISHED. 1908



PURPOSE

M.C.Overalls

we work hard



ESTABLISHED. 1908 | EST. 1908



yes, we're for self starters, crafters, and of course creatives alike.

Orange 18-462 TPK HEX #F72E2E RGB 243-46-23	Dusty Pink 18-462 TPK HEX #F72E2E RGB 243-46-23	Navy 19-361 TPK HEX #1C3334 RGB 28-48-68
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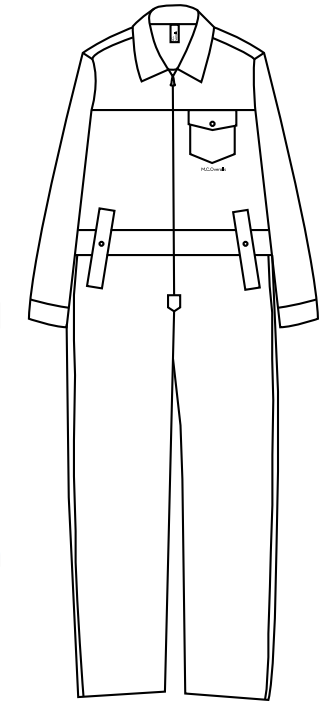
NeueBit-Bold.
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz



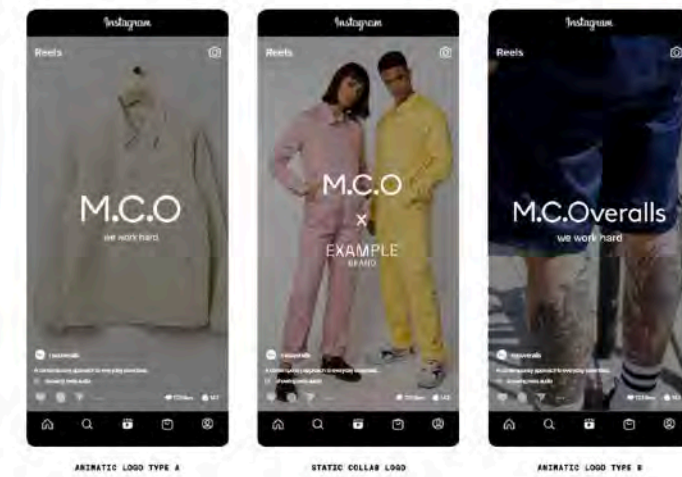
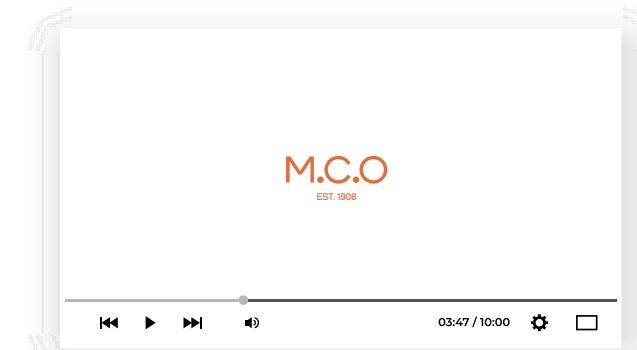
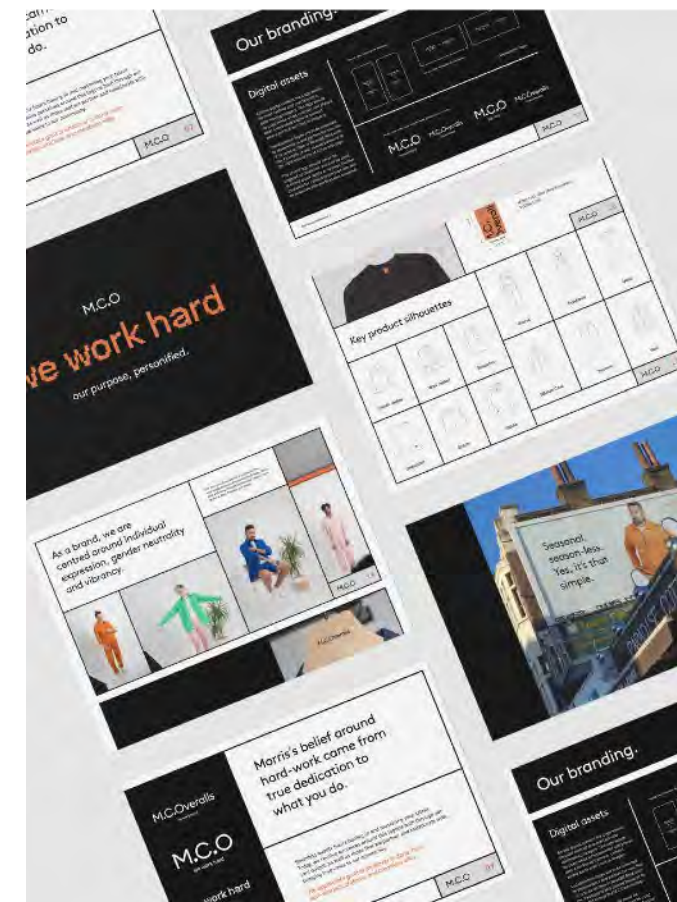
M.C.Overalls **M.C.Overalls**
we work hard ESTABLISHED 1908



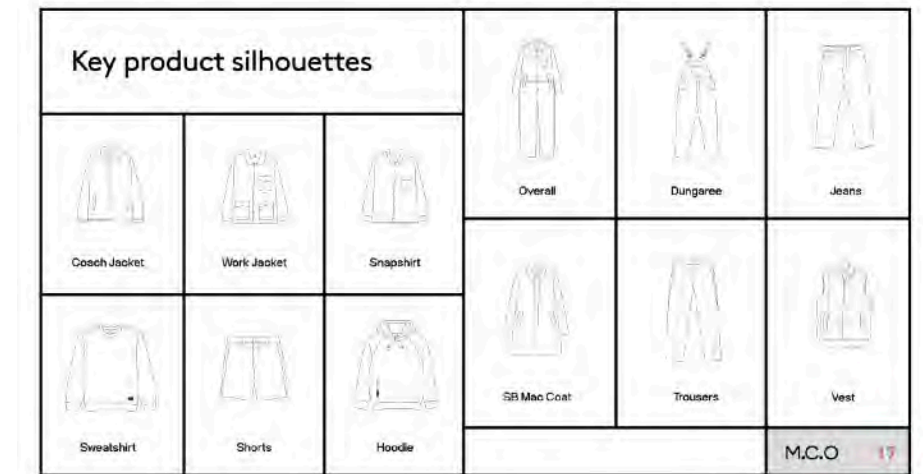
Aa
Aa
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Overall



M.C.
Overalls





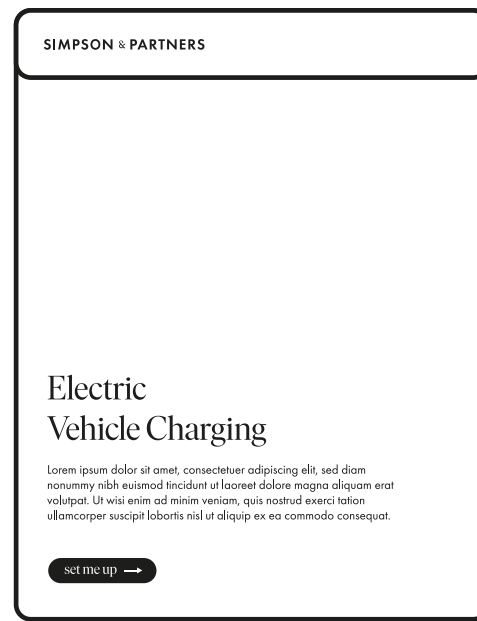
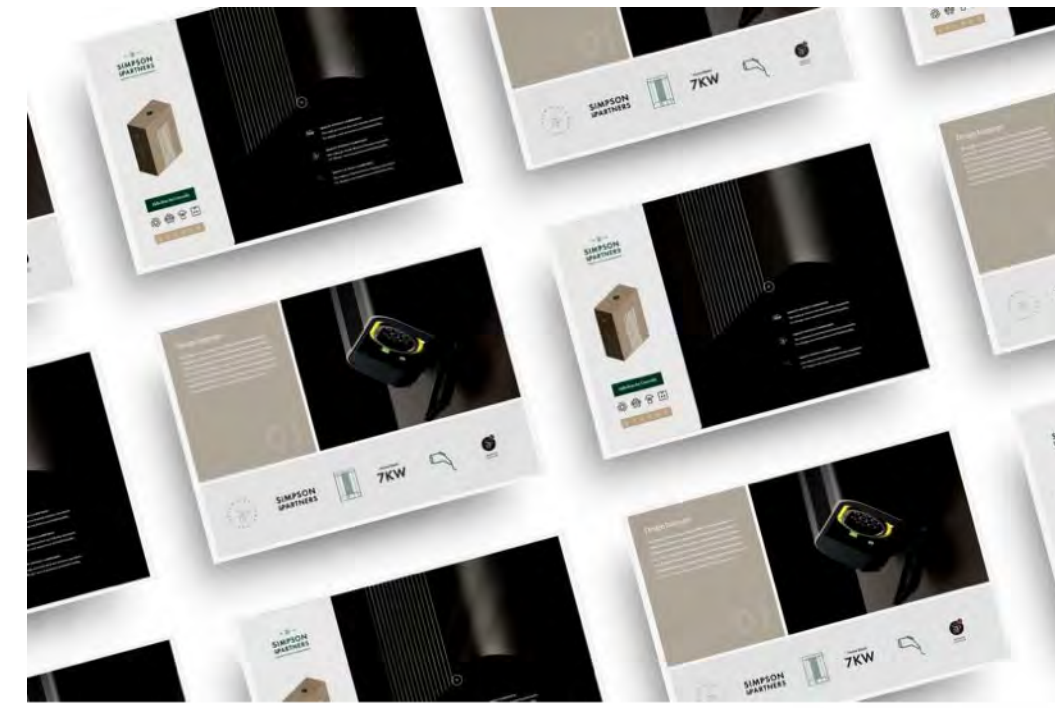
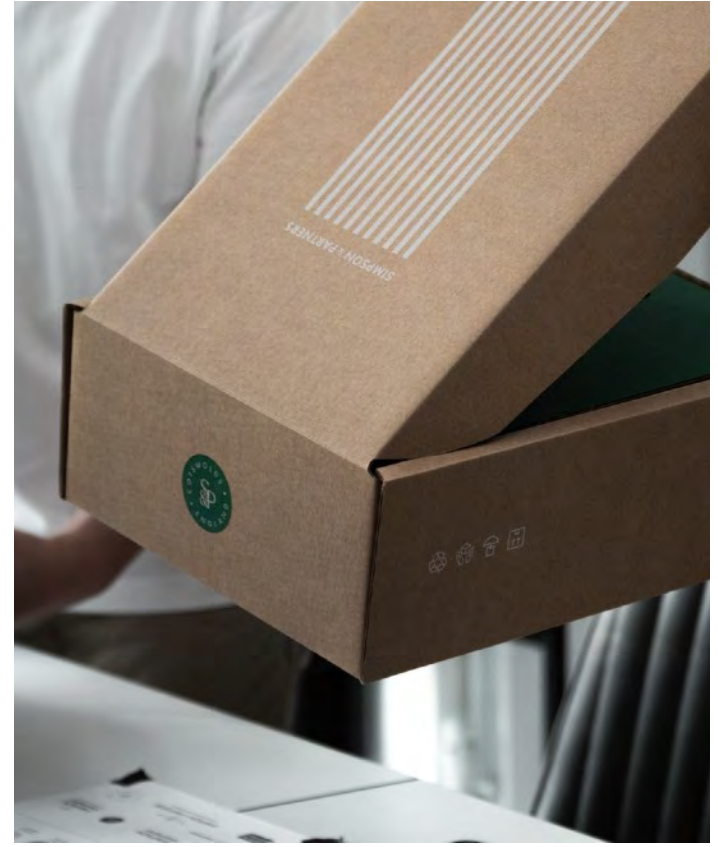
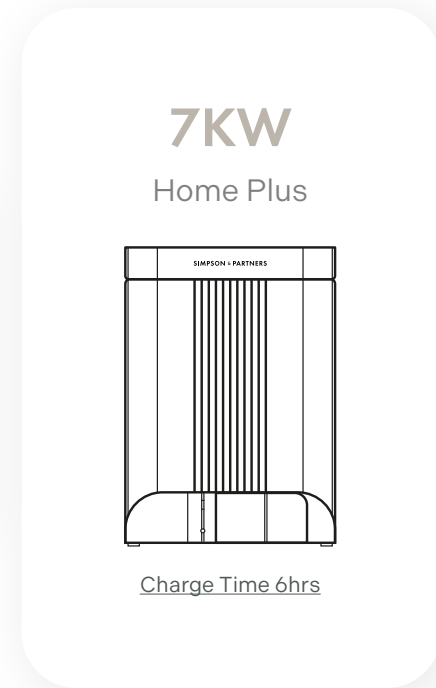
SIMPSON & PARTNERS
Colour Guide

CORE BRAND COLOURS

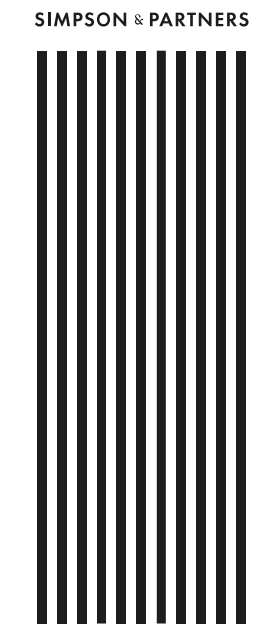
HYPERGREEN #003A3	FOREST GREEN #003A3	COTSWOLD #D9C9B8	OFF-BLACK #1D1D1D
C:100 M:95 Y:0 B:0 R:0 G:0 B:100	C:100 M:95 Y:0 B:0 R:0 G:0 B:100	C:0 M:0 Y:100 B:0 R:100 G:0 B:0	C:10 M:10 Y:10 B:10 R:90 G:90 B:90

ACCENT AND ACCOMPANYING COLOURS

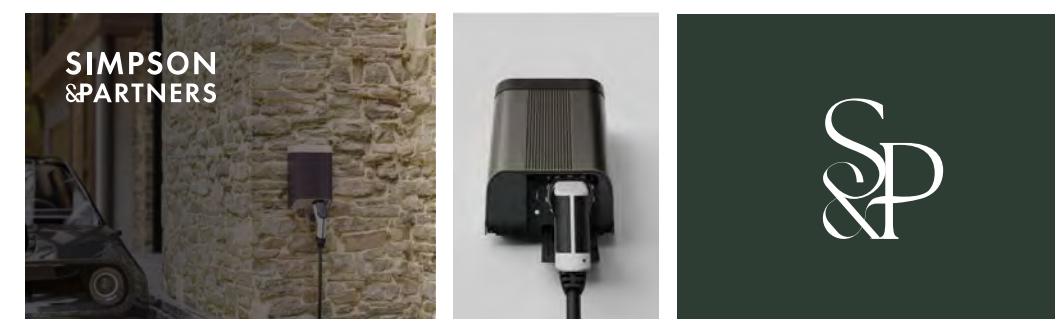
PURE WHITE #FFFFFF	ICE GRAY #E0E0E0
C:0 M:0 Y:0 B:0 R:255 G:255 B:255	C:10 M:10 Y:10 B:10 R:240 G:240 B:240
TERACOTTA #A52A2A	CHARCOAL #333333
C:0 M:10 Y:10 B:0 R:170 G:85 B:85	C:10 M:10 Y:10 B:10 R:85 G:85 B:85
SLATE GREEN #006400	AT BLACK #000000
C:100 M:0 Y:0 B:0 R:0 G:0 B:0	C:100 M:0 Y:0 B:0 R:0 G:0 B:0



SIMPSON & PARTNERS



01 Big Futura numbers.
Main Header Style.
modern header.
FUTURA PT DEMI
SPACED SUBHEADING
Text button in paragraph.
button style →
EST. 2011 Elevated

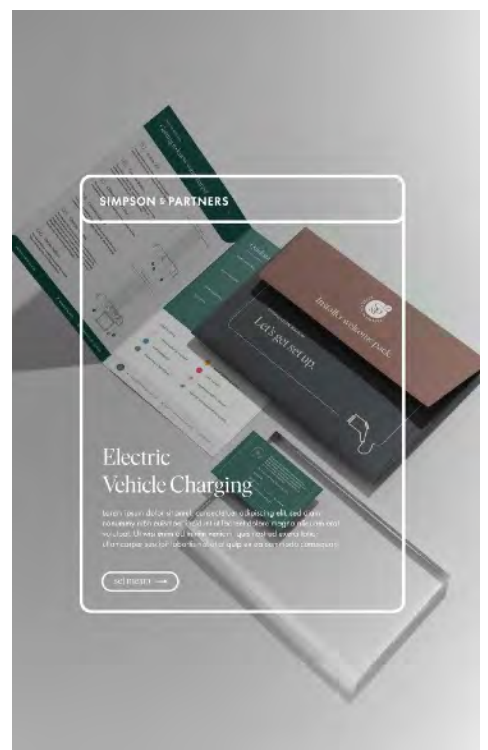
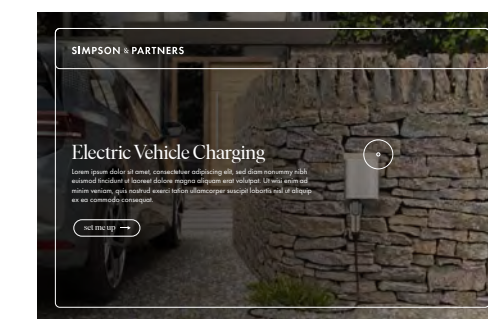


EST. 2011
SIMPSON & PARTNERS
ELECTRIC VEHICLE CHARGEPOINTS

John Toderita
MANUFACTURING DIRECTOR
john.toderita@simpson-partners.com
+44 7740783240

LinkedIn Instagram Facebook Twitter

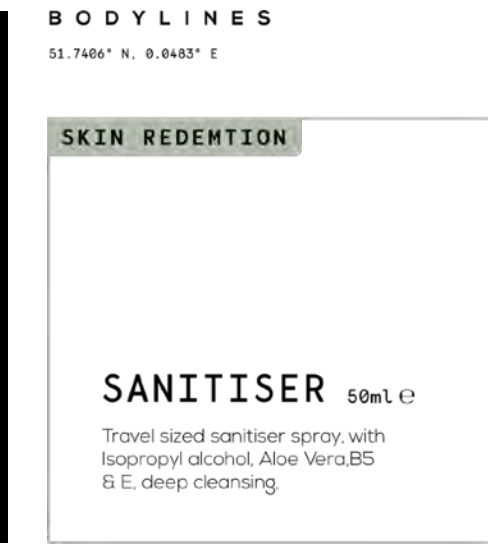
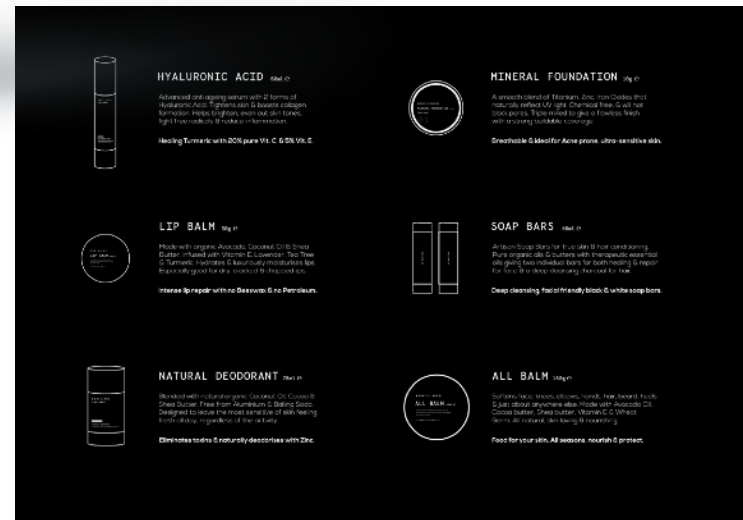
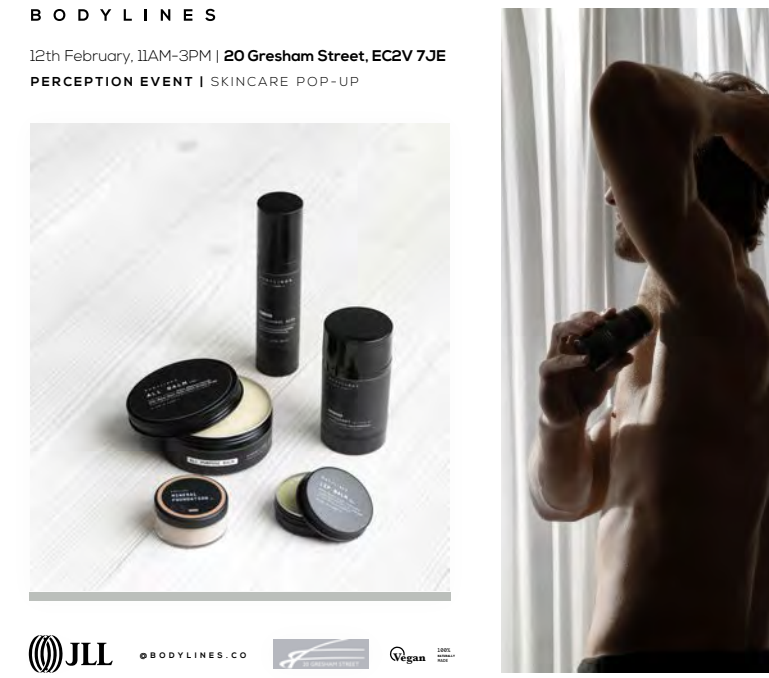
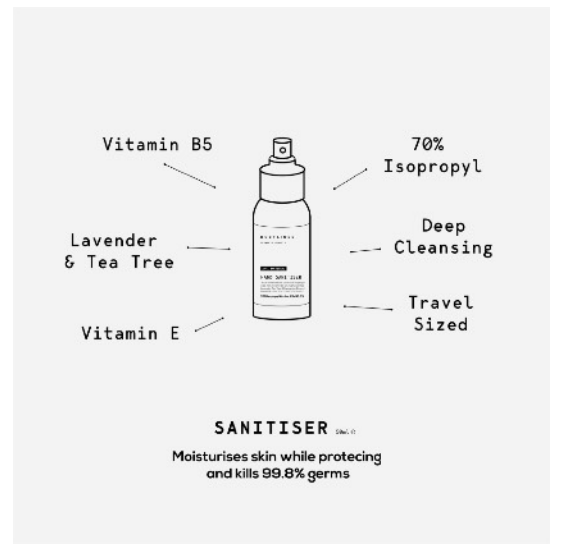
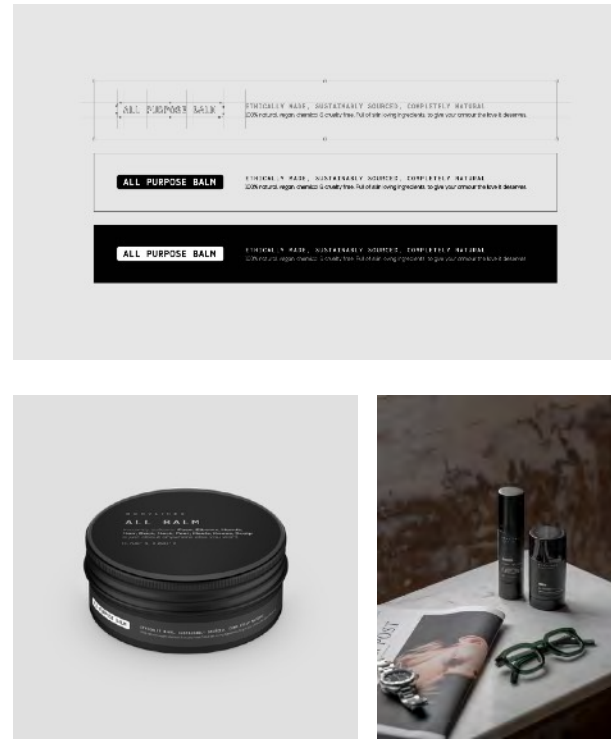
simpson-partners.com



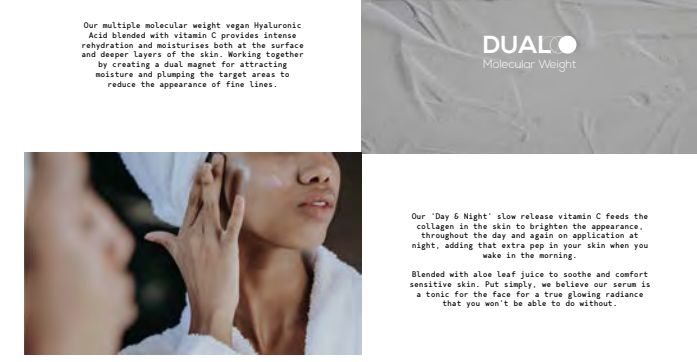
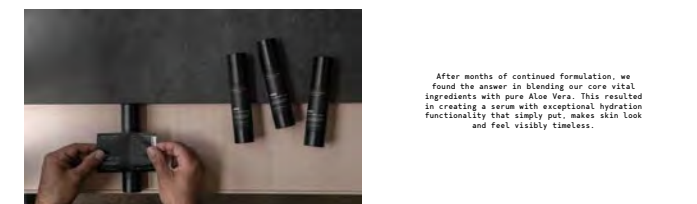
We produce 100% of their creative; all visual media, packaging, print, marketing material, social media and website.

Bodylines
SKINCARE

VMV . STUDIO



BODYLINES



The nutty guide to using cashew

How can I make a return?

Once the store has processed your return, any installments paid will be refunded to your bank account within 7 working days.

Shop with ease, shop with cashew

Shop now, pay later

Swipe here for our exclusive discount code!

cashew

Shop now, Pay later!

Split your payments into manageable interest-free installments.

No interest. No hidden fees. No catch.

Shop now, pay later!

Split your payments into manageable interest-free installments.

cashew

Take control of the way you pay.

Access the things you love, fast and easy. We can all do with more financial freedom.

Let's get going

Already have an account? [Login Here](#)

The way you pay, changes everything.

cashew

cashew

What you can do to help financially de-stress.

- Choose: Add your favourite items to your cart
- Scan: Scan this QR code you see here
- Pay: You'll pay your first installment at checkout and the rest later!

Pay your way

cashew

Pay your way. Smart and simple shopping.

More flexible payment options, for life's important moments.

Pay Big, Pay small. When you have to invest in the "big" purchases, pay later for a better way to manage your money.

Shop responsibly by splitting your payments.

20% off (valid site-wide - up to AED 40.00)

cashew

Pay your way with interest-free installments

cashew

Change Payment Option

Card

VISA Ravi Talreja XXXX XXXX XXXX 1236

MasterCard Ravi Talreja XXXX XXXX XXXX 3214

Add Card

No interest, no fees, no catch.

Fill your cart / Scan the QR code

Pay your favourite items into your basket and head to checkout as usual.

Select cashew as your payment option for eligible orders between AED 40 and AED 400.

Complete your purchase

Pay over time!

Pay in 3 or 6 monthly installments, taken automatically and with no additional fees* when used on time.

*Not applicable on missed payments

take control of the way you pay

learn more →

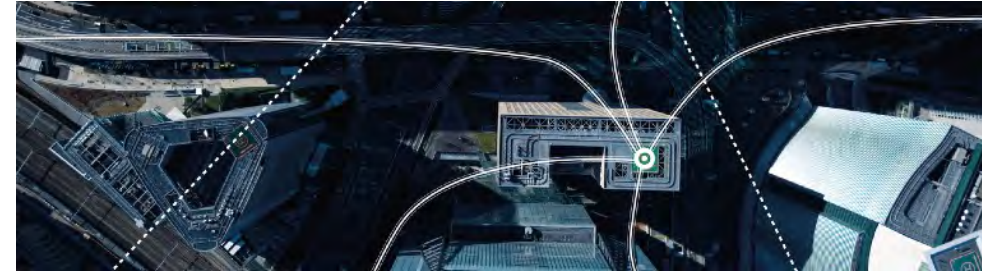
cashew

Split the cost

Pay better with cashew for interest-free installment options.

UNITED STATES - UTM (NASA)

EUROPE - U-SPACE (SESAR)



Airbus UTM + DroneDeploy

Paper & Code Linked Below



AIRBUS

1-2 People are in support or in strong support of UTM

KEY FINDINGS - DEMOGRAPHICS

COUNTRY	MEXICO	SWITZERLAND
INCOME	\$9K-7K	\$7K-2K
AGE	28-4	48-7
GENDER	MALE	FEMALE
AREA	URBAN	RURAL
TRANSPORT	BIKESHARING	BUSING
COMUTE TIME	25 MIN	19 MIN

THE CONCERNS

- 55.8% of respondents are concerned about the safety of the aircraft on the ground.
- 49.2% of respondents are concerned about the type of noise generated.
- 48.8% of respondents are concerned about the volume of noise.
- 48.8% of respondents are concerned about the time of day.
- 48.8% of respondents are concerned about the altitude at which the aircraft is flying.

Design exploration

As traffic over a region increases, airspace will become more disordered if it is not managed. Simulations run by Altiscope17 show that increasing disorder leads to lower safety levels, including a loss of separation and increased collision rates. Ensuring safe operations means employing routing strategies to keep the airspace ordered. Several routing strategies exist, each with their own tradeoffs between freedom for the individual aircraft and amount of ordering it provides to the airspace. The most appropriate choice will depend on the exact local criteria.

BRANDING V1

THE PROGRAM. CAN BE USED AS A PATTERN, WATERMARK OR ALTERNATIVE LOGO.

THE OFF WHITE BLOCK. USED TO SUBTLY DISPLACE ELEMENTS SUCH AS LOGOS OR TEXT.

GRADIENTS. USED IN ILLUSTRATIONS AND ICONS FOR INFOGRAPHICS OR PRESENTATIONS.

Airbus UTM: Defining future skies.

Come see our talks!

Peter Sachs, Safety and Risk Architect, Airbus UTM
Wednesday, 13 March 12:45-13:45
FABEC Ops Theatre

Isabel Del Pozo de Poza, Head of Airbus UTM
The Path to ATM-UTM Integration
Wednesday, 13 March 14:00-14:50
Nokia ATM Theatre

See our offerings in action at Stand 1259
AIRBUSUTM.COM

How we work:

- Airspace Design and Operations Consultancy for an automated future.
- Aviation-grade platform to interface with UTM and ATM functions.
- Fully customizable UTM services.

Experience our live demos:

- Automated SORA Risk Assessment
- Airspace authorizations

Building the UTM digital infrastructure to keep our skies safe, secure, and efficient.

Join our innovation team!

AIRBUS UTM



NEEWER™

brand design

our methods





When building identities, the design should reflect a reason to exist. A brand's Mission breathes life into its existence. It is a powerful declaration of your crusade, a north star that guides every endeavour. From a creative perspective, the mission serves as a catalyst for imagination and innovation. It paves the way to craft meaningful narratives, visuals, and experiences that align with the brand's core values and resonate with its target audience.



The ability to see beyond the present and envision a future that is brimming with possibilities. A brand's vision fuels new imaginative ideas, It challenges identities to have rational behind their designs, captivating visual devices, and immersive experiences that bring the brand's future aspirations to life. Your brand vision is also malleable, meaning it can waver or evolve as the world around it does, and your brand should be robust enough to palette those changes.



It's the DNA for why you exist, reminding you that what you do extends beyond, and questions why. From a creative perspective, purpose propels us to design with intention and create impactful experiences that transcend superficiality. Purpose-driven brand architectures are authentic, connecting with audiences on a deeper emotional level. By weaving purpose into our pathways, we contribute to a larger narrative of positive change, aligning brands with the values and aspirations of their customers.

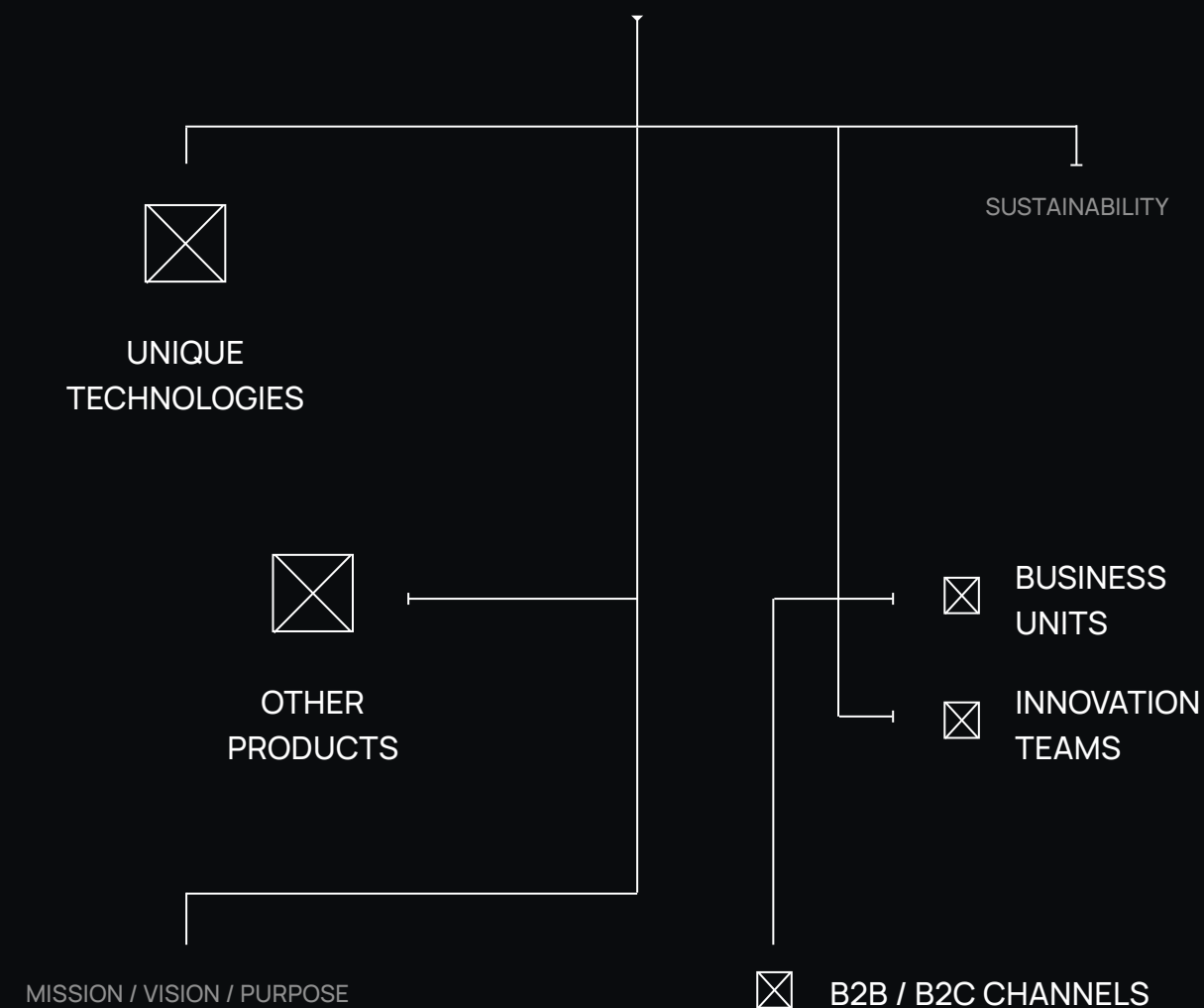


Voice encapsulates the brand's personality, values, and attitude in every communication, offering a sense of consistency and familiarity to audiences. Just as visual elements like logos and colour palettes provide instant brand recognition, a consistent tone of voice fortifies brand identity, making interactions feel genuine and building trust with the target audience. Whether playful, authoritative, or empathetic, it's the nuanced inflections of brand language that resonate, ensuring the message isn't just heard, but truly felt.



When we begin the design process with purpose, it's akin to building a structure on solid bedrock. These core elements become our north star, guiding every creative decision and ensuring the final design is steeped in meaning. We craft a visual identities that are not just appealing, but also deeply aligned with the brand's soul and message, ensuring authenticity in every interaction.

brand architecture



In essence, brand architecture within identity design is a strategic approach that goes beyond aesthetics. It's about communicating the brand's complex structure in an intuitive manner, ensuring clarity for both internal stakeholders and external audiences.

In the intricate landscape of branding, it's crucial to recognise that a brand often isn't a singular entity. Brands often have sub-brands, product lines, and micro brand identities under their umbrella. Recognising and addressing this multi-layered structure is where the concept of brand architecture within identity design comes into play.

HOLISTIC UNDERSTANDING

Dive deep into the brand's ecosystem, capturing the essence of the main brand, sub-brands, and micro brands. Understand their respective roles, audiences, and interconnections.

HIERARCHY & RELATIONSHIPS

Designate a clear hierarchy, visually defining the relationship between the primary brand and its entities. This involves striking a balance between a unified brand theme and distinct elements that differentiate sub-brands and micro identities.

DESIGN DISTINCTION

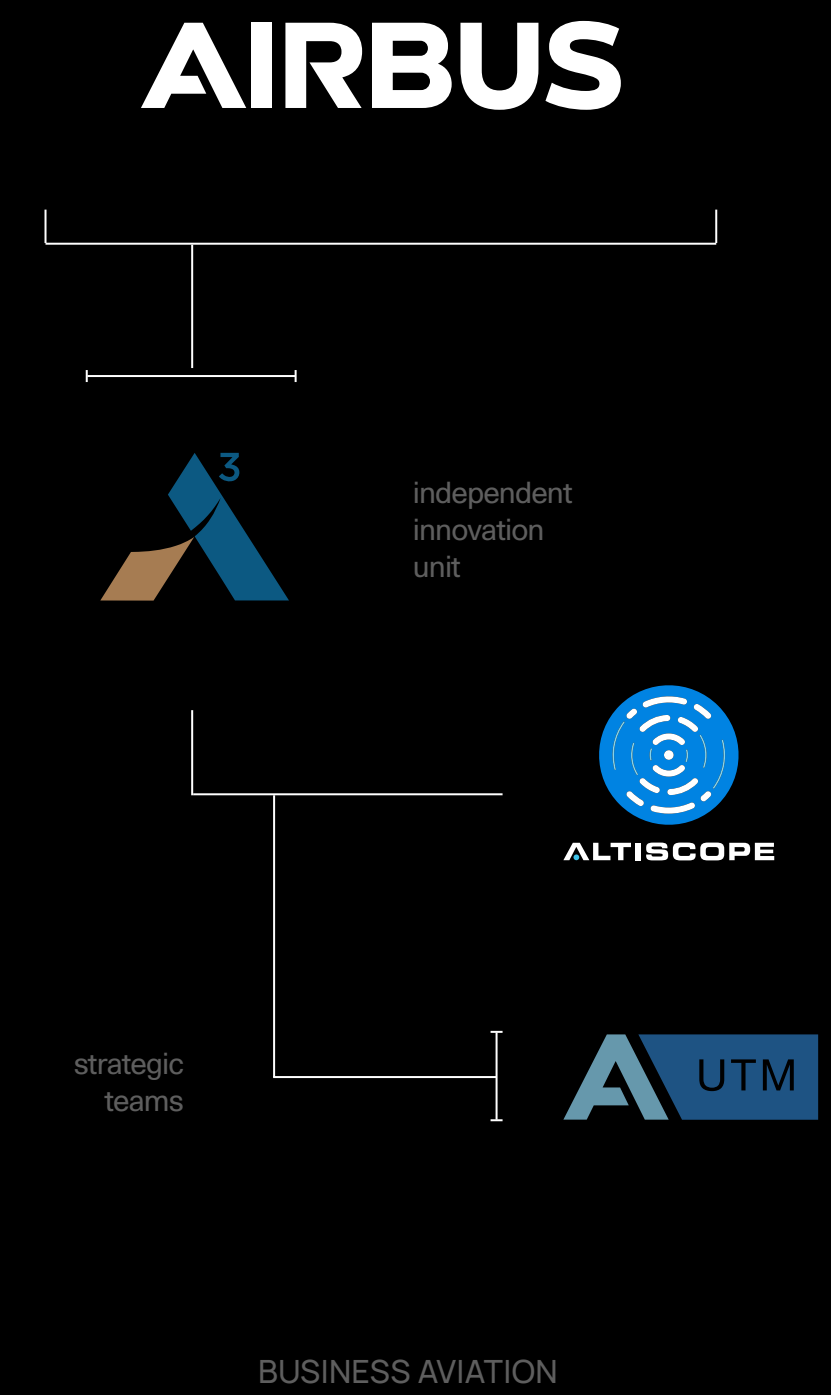
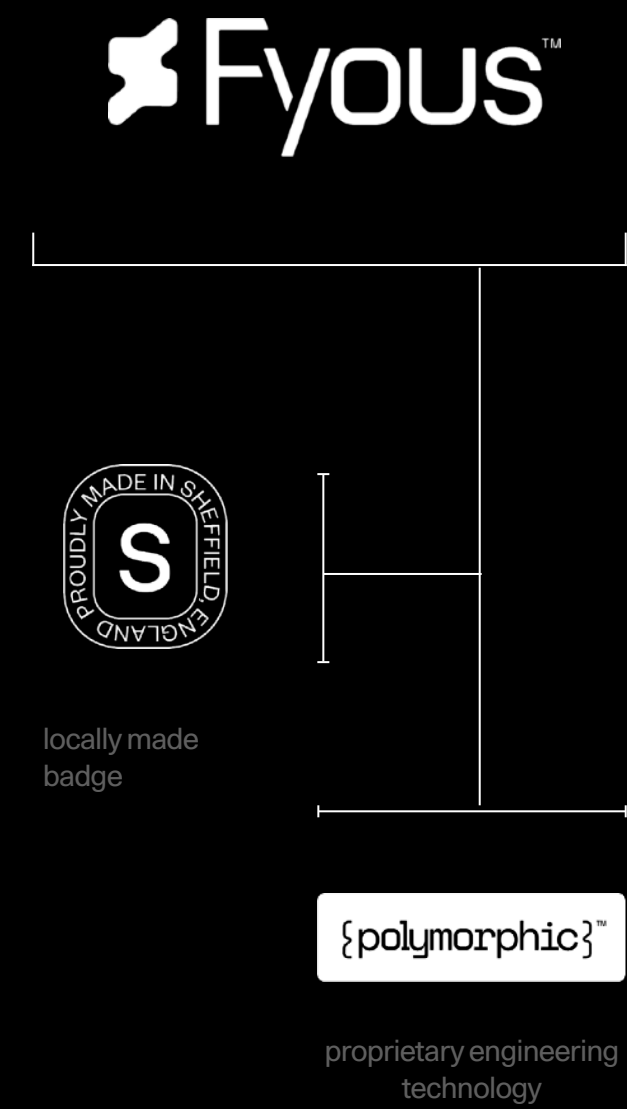
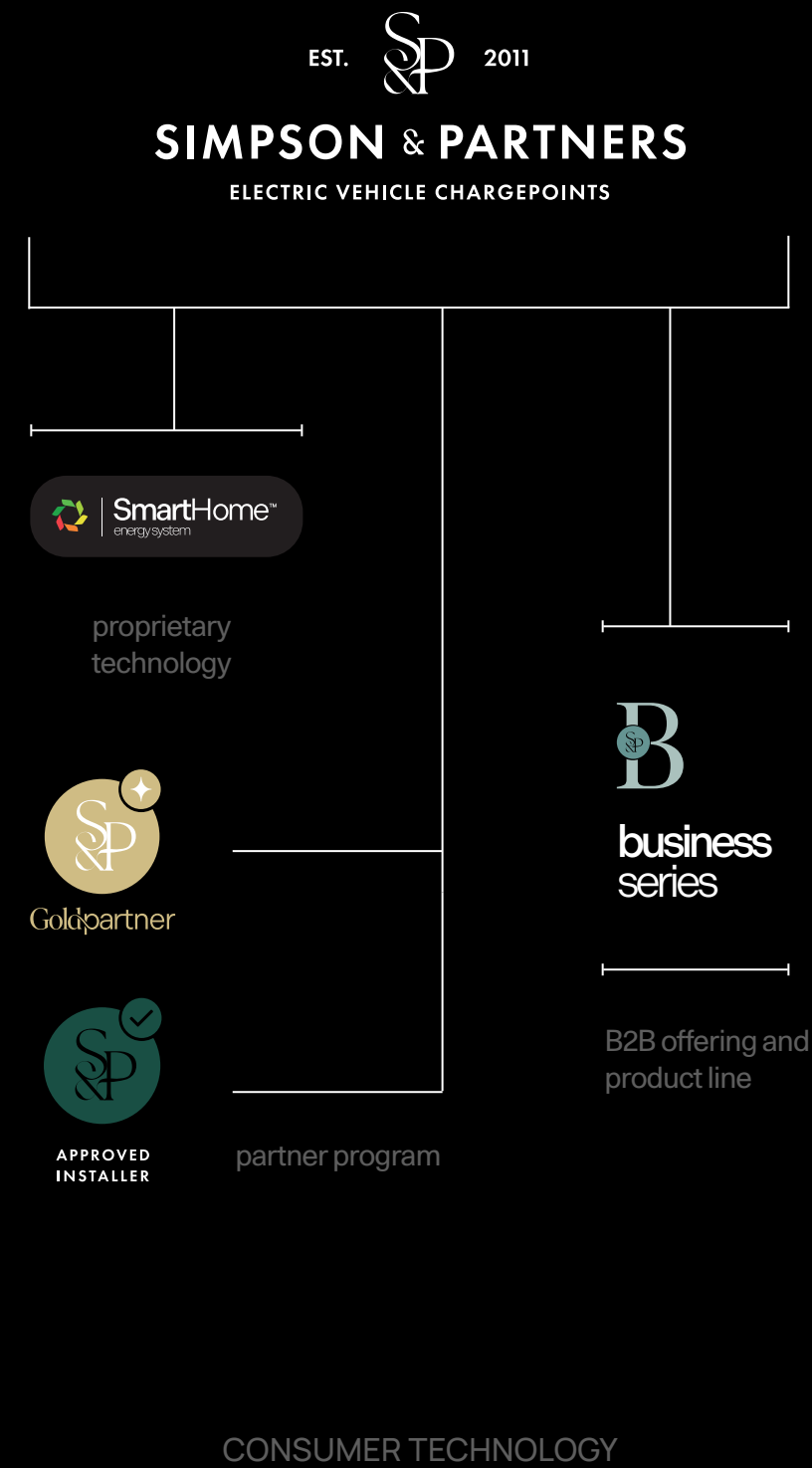
Employ logos, colour schemes, and typography to subtly signify the connections and distinctions between the parent brand and its offshoots. Each element should communicate the brand's structure and the unique value of its components.

FUTURE-PROOFING

Craft flexible and scalable identity systems. As brands grow and diversify, designs should adapt, reflecting the brand's evolving architecture without compromising its core identity.

brand architecture

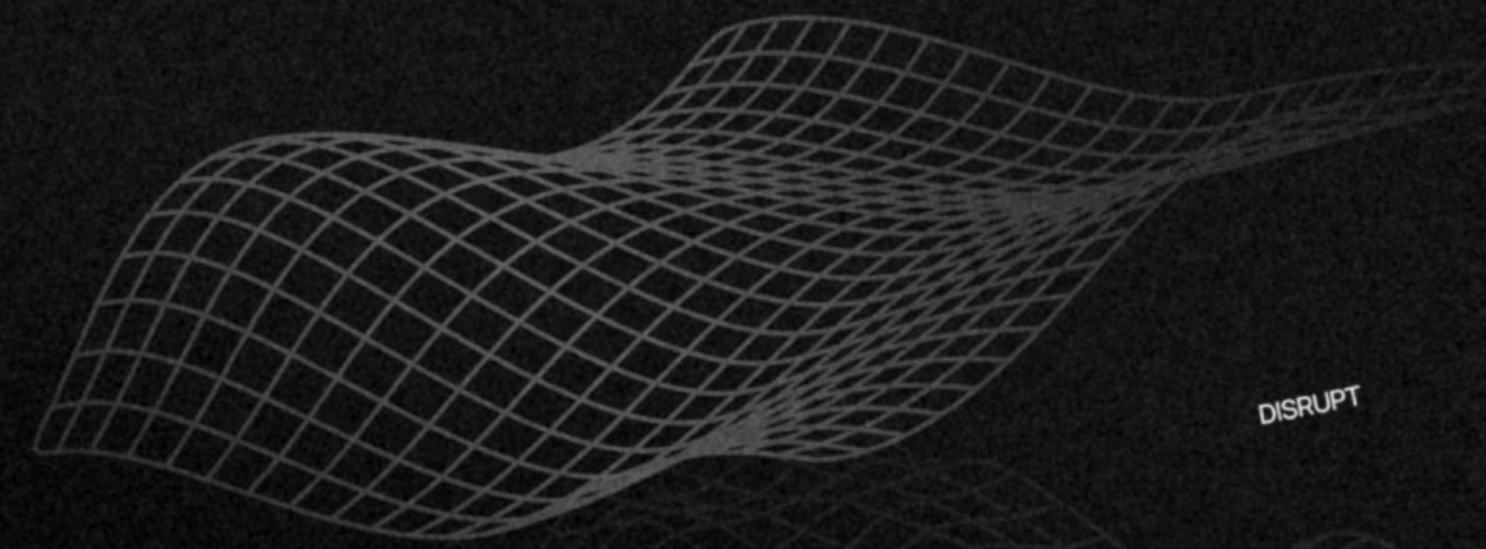
EXAMPLES OF BRANDS WE HAVE FORMED



bold moves
make brands.

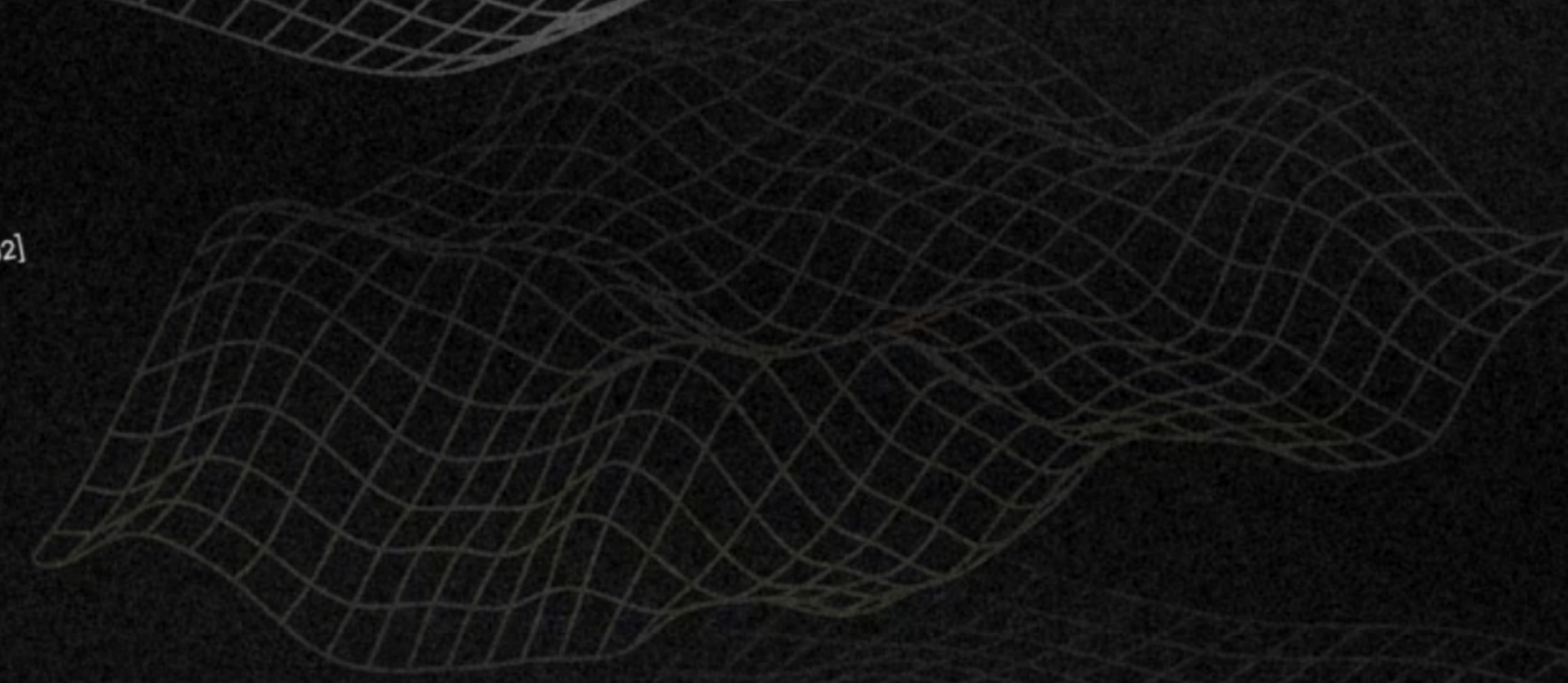
[03]

EXIST



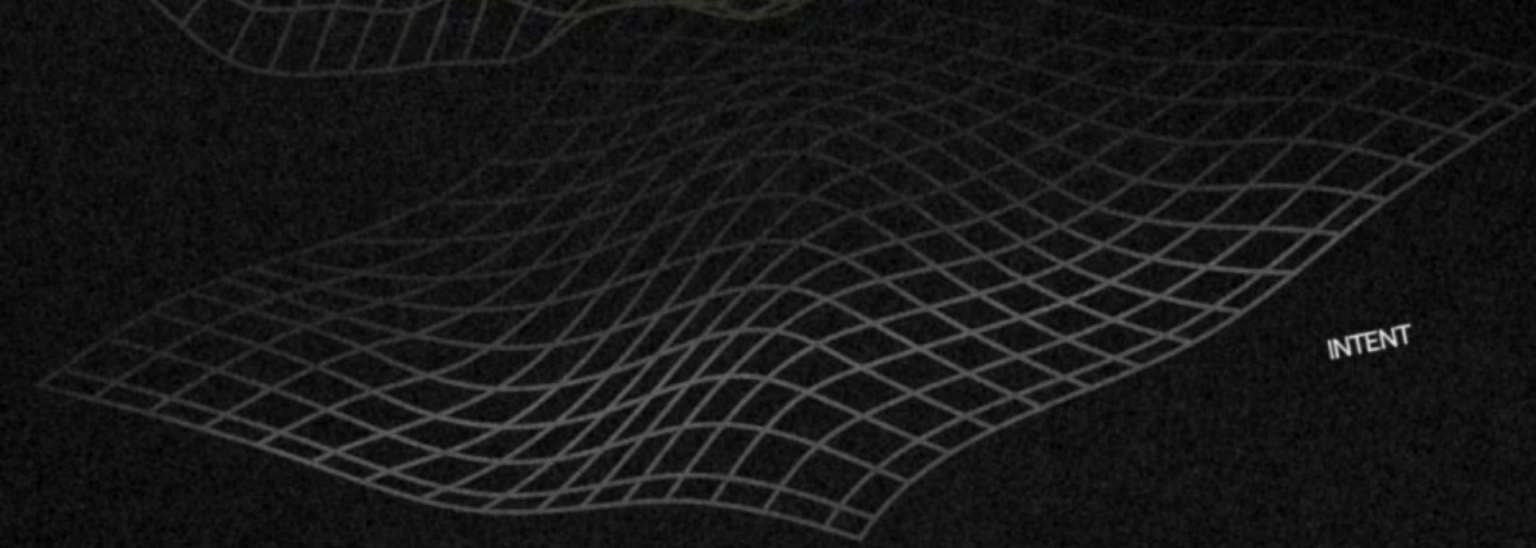
DISRUPT

[02]



INTENT

[01]



brand design

design process

01.

DISCOVERY

VISUAL SPACE

In this initial phase, we gain an in-depth understanding of our client's business, their target audience, and the marketplace in which they operate. We delve into the core of what the business represents, its vision, mission, and values.

TRENDS AUDIT

We observe market trends, competitive landscape, and the brand's existing strengths and weaknesses. This comprehensive understanding allows us to identify unique opportunities for brand differentiation.

STYLESHEETS

we put it to good use by shaping initial brand stylesheets. These are like quick identity roadmaps that give a glimpse into what the brand could look like.

From colour palettes to typography, logo drafts to illustration styles, these stylesheets represent a starting point for the brand's visual identity.

They're inspired by everything we've learned in the discovery phase, and are just the first step on the journey to a unique and compelling brand.

02.

FOUNDATION

CORE IDENTITY DEFINITION

This is where we define the brand's essence, its core beliefs, mission, and vision. We determine what makes the brand tick - its personality and the unique value it brings to its customers. This step lays the groundwork for all brand decisions and sets a clear direction for the brand's journey.

BRAND POSITIONING

Here, we carve out a unique space for the brand in the competitive landscape. We analyse market trends, competitor strategies, and the target audience's needs to identify a unique and compelling positioning for the brand. This helps the brand stand out and resonate with its intended audience.

MESSAGING STRATEGY

In this phase, we develop key brand messages that articulate the brand's unique value proposition. These messages, based on the brand's core identity and positioning, will inform all future communications.

This ensures a consistent, recognisable voice that reinforces the brand's identity and connects with its audience on an emotional level.

03.

CONSTRUCTION

DESIGN LANGUAGE

This stage is all about creating the brand's visual face to the world. It involves developing an iconic logo, defining a compelling colour palette, and establishing a consistent typographic approach.

But it's more than just these individual elements. We also build a comprehensive design system, essentially a visual language that will guide how these elements interact and are implemented across different mediums.

This ensures a coherent and consistent visual experience, no matter where the audience encounters the brand.

EXAMPLE COLLATERAL AND USE

In this stage, we create a suite of example brand collateral, which might include business cards, social media posts, digital presence direction, or product packaging.

We also outline various use cases, demonstrating how the visual and verbal elements of the brand come together in real-world scenarios.

This helps the brand understand how its identity will be lived out across various touch points, ensuring a seamless brand experience.

04.

ACTUALISE

DESIGN LANGUAGE

We take the visual identity, design system, and tone of voice and apply them to all brand touch points. This includes everything from internal communications like email signatures and staff badges, to external materials like marketing campaigns, social media platforms to ensure that the brand's identity is consistently and compellingly expressed, both within and outside the organisation.

FUTURE USE

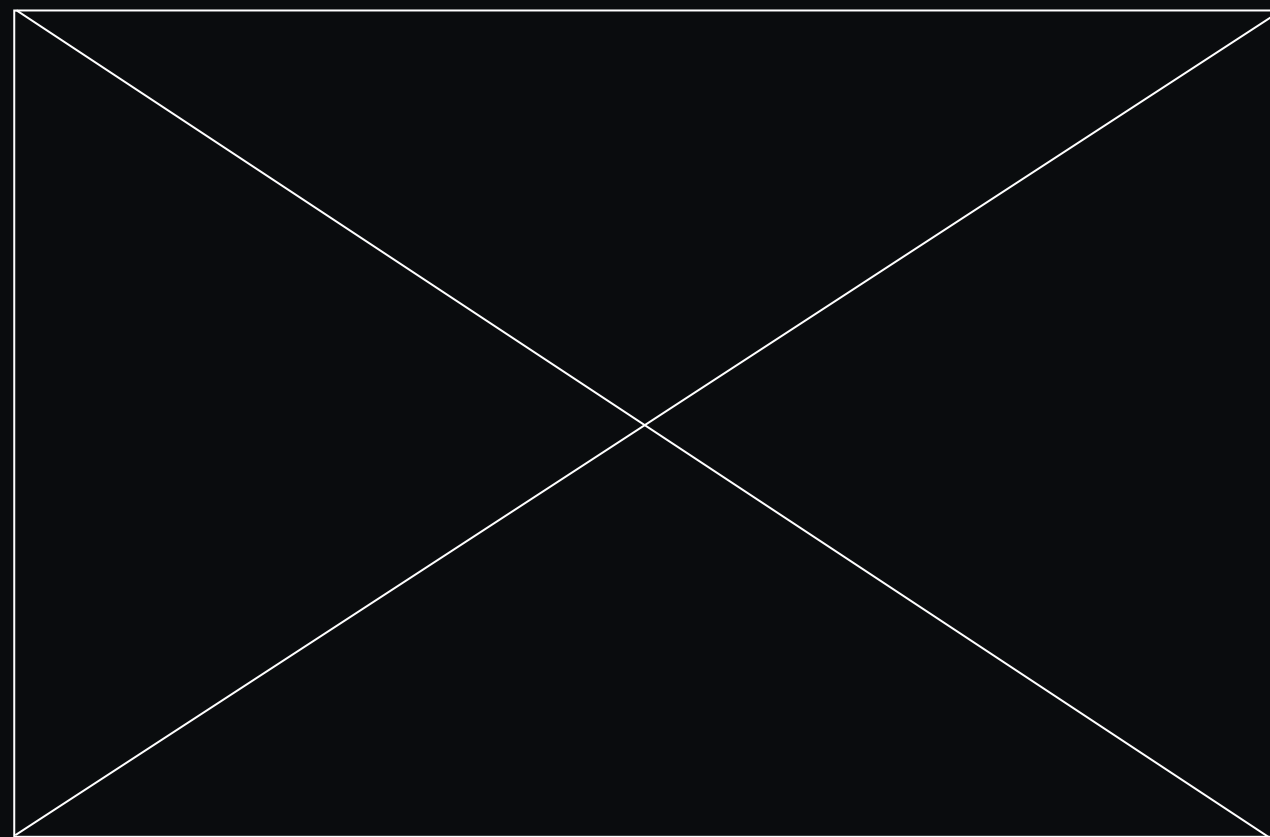
We then prepare for the brand's future needs by creating a variety of templates based on the design system and brand guidelines. These could include templates for social media posts, presentation decks, blog articles, email newsletters, and more.

These resources empower the brand to maintain visual and verbal consistency as they create new content and campaigns, ensuring the brand identity remains strong and distinctive over time.

DELIVERY OF ASSETS

We deliver a comprehensive package of all brand assets, including high-resolution logo files, typography, colour palettes, image styles, and more. We also provide all created media, from print-ready files to digital banners, ensuring the brand has everything they need to hit the ground running.

☒ brand guidelines



Upon completion of the branding process, we will provide a comprehensive brand guidelines document that serves as the foundation for brand management.

This document includes detailed explanations of all brand identity elements, such as the primary logo, colour palette, and typography, ensuring a cohesive visual representation across various platforms.



BRAND IDENTITY ELEMENTS

The brand guidelines will outline the proper usage and variations of the primary logo, along with clear spacing guidelines to maintain visual integrity. It will also specify the primary and secondary colours, along with their corresponding values, and provide guidelines for typography to ensure consistency in all brand communications.

DESIGN SYSTEM AND ADAPTABILITY

The document will feature a comprehensive explanation of the over arching language and design system, showcasing how brand elements can adapt and respond to diverse contexts while preserving the brand's essence.

BRAND VOICE AND TONE

Another crucial aspect covered in the brand guideline document is the brand's voice and tone. By providing guidelines for the appropriate language, style, and messaging, the document ensures a consistent and cohesive brand voice across all written and verbal communications.

USE CASES

Ultimately the document will feature hero use cases of all the key collateral created and comprehensively outline do's and don'ts for the brand.

film ↔ design

BOLD MOVES _ MAKE BRANDS

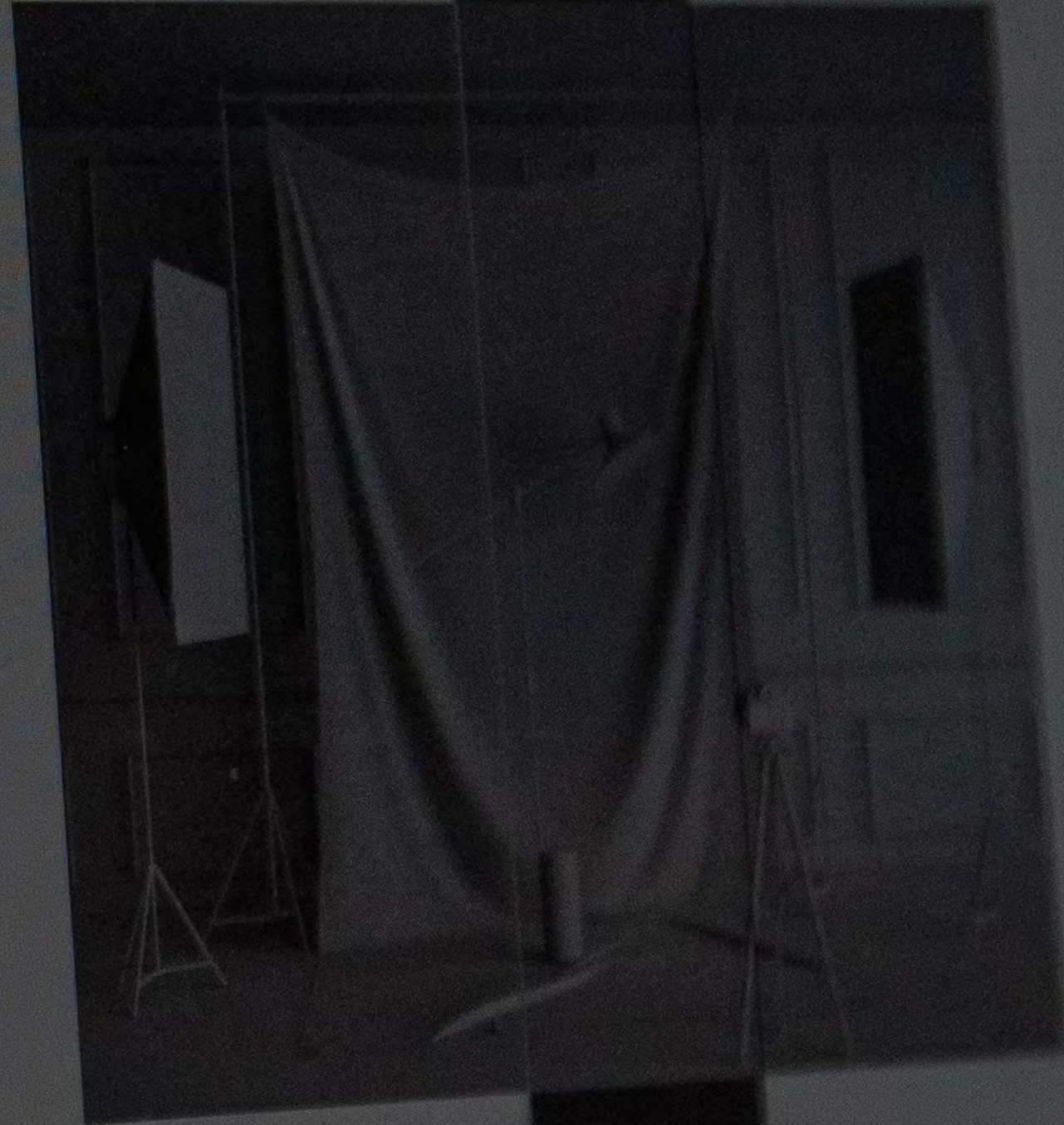
We know how to do visual, but do it right, do it by elevating every aspect of what you communicate and create a better world in the process. We are dedicated to elevating brands, spreading messages, and connecting people through visually stunning and impactful work.



film ↔ design

VISUAL MADE VALUE

We know how to do visual, but do it right, do it by elevating every aspect of what you communicate and create a better world in the process. We are dedicated to elevating brands, spreading messages, and connecting people through visually stunning and impactful work.



brand design

what we do [overview]

ground work

mission, vision, purpose
discovery & trends audit
brand tone of voice
brand architecture

visual design

wordmark / brandmark
design system language
packaging design
brand guidelines
brochure / catalogs
infographic creation
slideware / formatting
microbranding
social media plan
social campaigns
communication system
crowdfunding campaigns

digital design

static website builds
compressive web direction
UI / UX direction
digital campaigns

motion graphics

kinetic design system
animatic logos
3D visualisation [scope]
animatic videos

direction

art / creative direction
message framing
experiential strategy

visual media

photography	location scouting	set design / style
videography	casting & crew	editing / sequencing
script / narrative	colour grading	social media ads

VMV. — STUDIO

LOOK LIKE YOU BELONG™

brand design

ways of working

VMV.

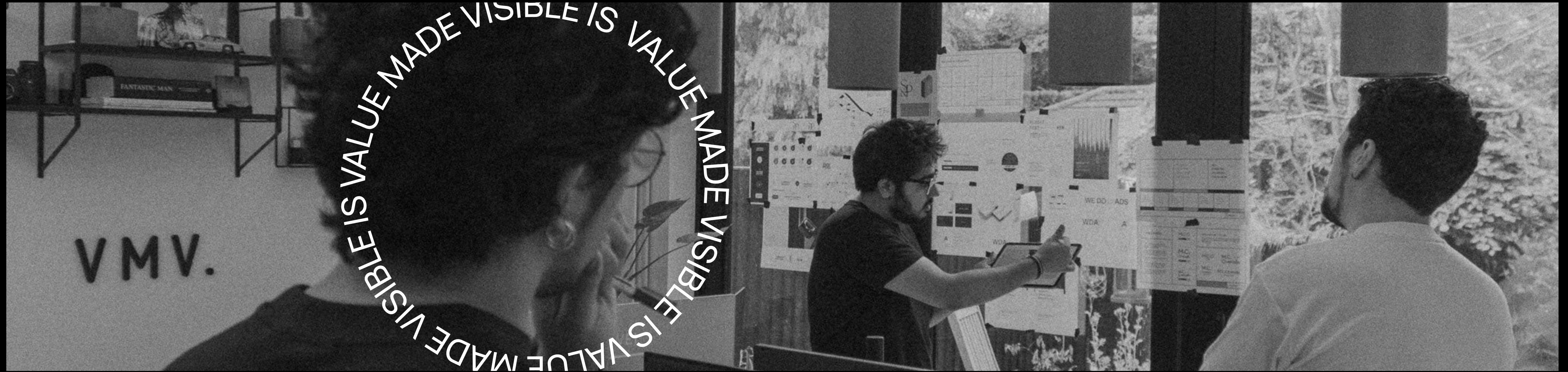


PAY-PER-PROJECT

When working on larger campaign briefs or long term projects with more people and moving parts, it's more cost effective for everyone when we can place a cost to a set out brief and establish the output. We'd iron out a response, scope and approach and cost each project individually.

SUBSCRIPTION BETA

The visual space is becoming more fluid and brands are finding that they need more consistency and discipline within the way they live on through their collateral. A new subscription model would allow brands to set out a flat monthly budget, reserving dedicated design time to churn out larger and more organised bulks of creative.



LEGACY

We firmly believe that great branding is an investment in the legacy of a business. Our brand identity design costs reflect the dedication, creativity, and meticulous craftsmanship we pour into each project. We understand the profound impact a well-crafted brand can have on a business or service. It is more than just a logo; it is the embodiment of a brand's mission, vision, and purpose. Crafting an effective brand identity takes discipline and a deep understanding of our clients' aspirations. We take pride in our ability to accurately represent their essence, leaving a lasting impression that resonates with their target audience. With each design, we build legacies that stand the test of time and propel our clients toward success.

TIME

We understand the urgency that some businesses may face, and we are always willing to accommodate tight schedules when necessary. However, it's crucial to emphasise that our pricing is not solely based on time constraints but on the intrinsic value we bring to each design project. While faster turnarounds may result in additional costs to accommodate the extra efforts and resources required, rest assured that the output will never compromise on quality. Our dedication to creating impactful and timeless brand identities remains at the forefront of every project.

WHAT OUR CLIENTS SAY

We stay busy, and that's thanks to the wide range of clients we work with. We've been super lucky to be able to maintain relationships with the founders, marketing managers, visionaries and creators we work with. Here's a little look at the nice things they have said and we feel very valued creating and contributing to their successes.

film ↔ design

Bodylines Skincare

If it wasn't for VMV, there would be no 'Bodylines'. They have been with us from the very start and are integral to the creative aspect in all we do. We are eternally grateful to have them as a part of our team."

DR. ANISHA RADIA



film ↔ design

Reika Carry & Bags

"Working with VMV, has been a great experience, the team go above and beyond. I'm very excited to see where our journey takes us."

SAM WHETTON



film ↔ design

Cashew Payments

"VMV, are a dream to work with. They have been on hand through the tradition of our rebrand and their response to adhoc requests and tight deadlines are always impressive"

HUSAM HAMID



film ↔ design

Simpson & Partners

"We love working with VMV, their knowledge in the creative space is invaluable. Their speed and attention to detail is something we love most. They have become an extension of our team that we can not be without."

MANDY SIMPSON



VMV. — STUDIO®

LOOK LIKE YOU BELONG™

Bold moves make brands. Everything we create is purpose driven and built to make an impression so you can look the part, grow how you're meant to and go where you need to. [vmvstudio](#)

