

new

ideas:

new

processes

twothousandtwentyfive

communication

for brands & objekts

>typenraum<

FOUR

DIMENSIONS

UNUSUAL ,
because we have grown with
architecture and think of communication
as a temporal-spatial sequence.

USUAL ,
Because our results prove themselves:
today and in the long term.

COMPLEX ,
because we combine analog intuition
and AI.

TRIVIAL ,
because digital data plays a role.

IN SHORT :
We connect people,
spaces, markets.
To do this, we must
think and act in terms
of connections.

HEIGHT **höhe** striking
WIDTH **breite** multichannel
DEPTH **tiefe** conceptual
TIME **zeit** sustainable

>typenraum<

HEIGHT

Striking

WIDTH **breite** multichannel
DEPTH **tiefe** conceptual
TIME **zeit** sustainable

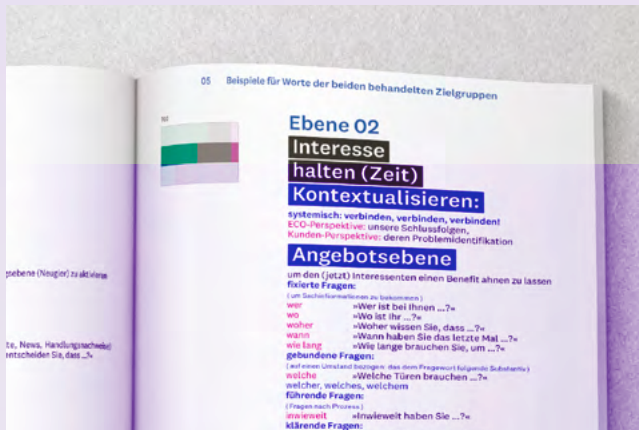
CLICK & VIEW ONLINE

A company is defined by its products and services, its employees, and its communication. The latter is a variable interplay of fixed values. Whether it's prompts, text, design, or social media ... when values remain tangible, corporate communication can surprise. We give your values structure and context.



CLICK & VIEW ONLINE

SEO, AI & prompts (text→text, text→image): Language is becoming increasingly crucial; keywords are catching up with key visuals, corporate language with corporate design. Companies need a language ID: manageable and open – predictable and playful.



CLICK & VIEW ONLINE

In brand communication, few things have changed more than marketing. The sender/receiver model is outdated. »Receivers« now send messages via social media, blogs, and “likes.” Publishing, editorial design, and PR must synchronize: dialogically.



= FINDABILITY & IDENTITY

Email, SEO, ranking bots, and text-generated AI are making language increasingly crucial.

This makes the systematization of language- and value-based building blocks the most important tool for brand and object communication.

breite

multichannel

HEIGHThöhe

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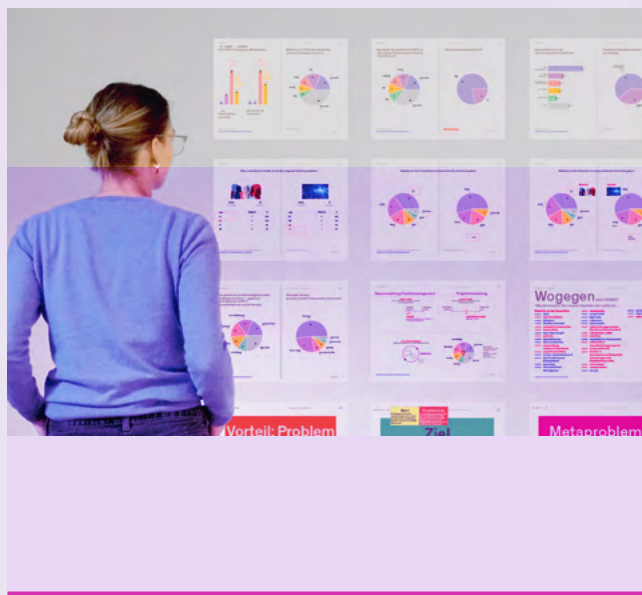
striking

conceptional

sustainable

CLICK & VIEW ONLINE

In order to meet the changing requirements of different communication channels, a common denominator is needed: corporate values. The more clearly these values are formulated and communicated within the company, the greater the scope for change without loss of identity.



CLICK & VIEW ONLINE

Unless it's your website or social media, people read first, then look. Texts follow the system fonts of the respective platform. On the internet, communication by “external authors” and source sites sometimes has the decisive voice. The CL ensures differentiability and authenticity.



CLICK & VIEW ONLINE

The varying requirements of social media channels call for a modular, open CD. A manual of initials & attractors instead of fixed to-dos that attempt to make everything look the same. Recognizability is evident between the lines & forms: in gestures.



ADAPTABILITY
Forward-looking property and brand communication stands and falls with openness: adaptable, variable, unexpected.

Traditional CD paradigms and opportunistic language make adaptive, cross-channel communication costly. Results and recognition become a gamble.

DEPTH

HEIGHThöhe

striking

WIDTHbreite

multichannel

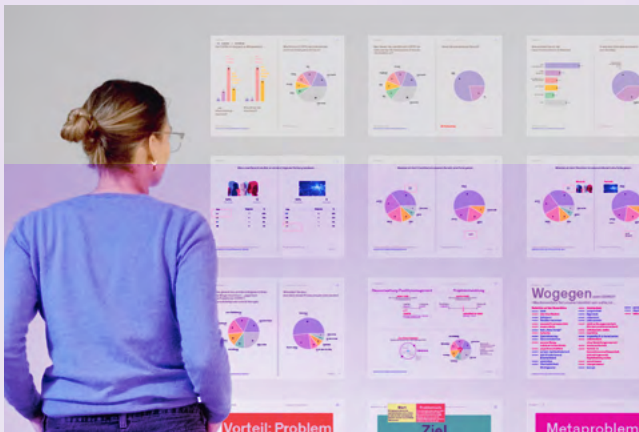
TIMEzeit

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CLICK & VIEW ONLINE

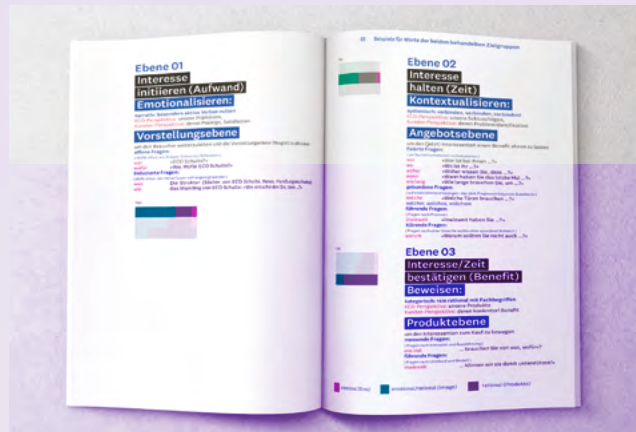
The breadth of digital communication with its diverse requirements makes quantity part of quality and diversity part of consistency. To strengthen the authenticity and recognizability of your company, readers/viewers must feel your values: no matter where, no matter how. To achieve this, values must be explicitly formulated and contextualized.



CLICK & VIEW ONLINE



The advance of virtual space also demands brand identity that can be experienced in real space. Navigation, branding, duty, and pleasure merge in New Work & User/Visitor Experience. Workspace is living space that should inspire and be enjoyable. The guidance system becomes an active part of brand identity and its emotions.



CLICK & VIEW ONLINE

From virtual tours for real estate projects to static logos and messages brought to life through animation: communication mostly begins on the computer and in absence. What moves there – moves.



SPACE FOR STORYTELLING
Space is not a container to be filled, but rather the product of social and communicative actions in four dimensions – including time.

The temporal connection between actions is called »storytelling.« Physical and virtual movement are part of the story.

TIME

Sustainable

HEIGHT **höhe** striking
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CLICK & VIEW ONLINE

CLICK & VIEW ONLINE

Public relations and image carriers are pro-, inter-, and reactive maneuvers of time. Their motives follow less a separate purpose than a gap in the overall system that needs to be filled. The explicit connection to temporal, spatial, or media environments is indispensable.



A picture says more than a thousand words; an animation or film evokes more emotion than a thousand pictures. Life itself is not written in isolated bits, but in moments linked together in time. Animations are to authenticity what influencers are to brands.



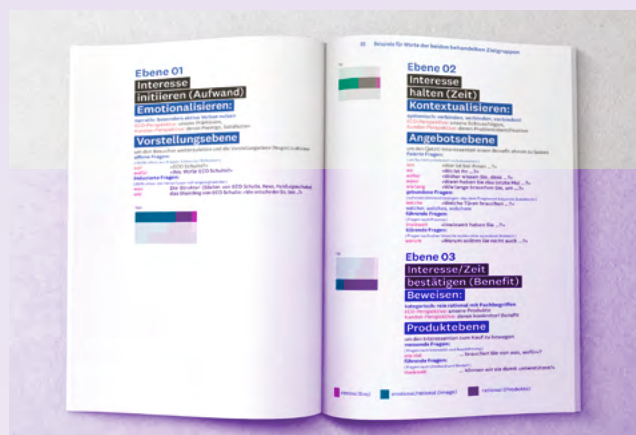
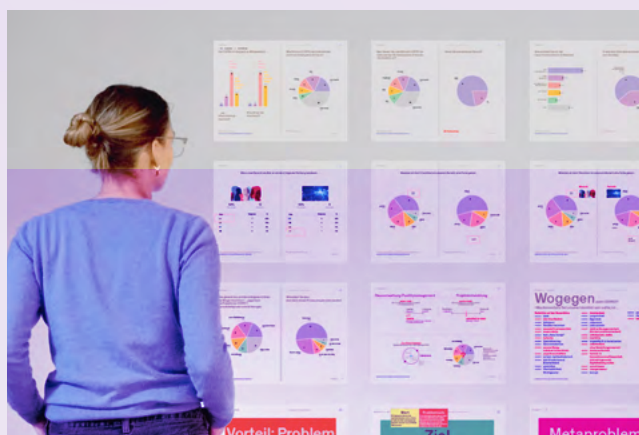
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Our EaaS aims for unpredictable, surprising interactions and impulses. Take advantage of our experience as an agency for corporate language, corporate design, PR, and guidance systems for partial events, your new website, interim solutions, or social media campaigns.



COMMUNICATION AT EYE LEVEL
No building block is as time-dependent as communication on equal terms.

Because eye level has more than one vertical value. It must be adapted to the horizontal current events: local, global, and economic situations with their unpredictable market trends. All of this modulates what people want and expect »today.« Eye level is today.



values

COACHING / VALUES / CONCEPTS

design

CORPORATE DESIGN / CORPORATE PUBLISHING / VIRTUAL MOVEMENT / SOCIAL MEDIA / WEB / AI

language

CORPORATE LANGUAGE / CORPORATE PUBLISHING / NAMING / PR & EDITORIAL

space

WAYFINDING / DESIGN IN SPACE / AUGMENTED REALITY / SMART SPACES & AI

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WHERE

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HOW