

ON A JOURNEY W/ *STUDIO MATTI*

BRANDBUILDING—VISUAL IDENTITY—VERBAL IDENTITY—PRINT—
PACKAGING—CONTENT CREATION—PHOTOGRAPHY—VIDEOGRAPHY
—WEBSITE—SEO&SEA—COMMUNICATION—SOCIAL MEDIA



WE CREATE TIMELESS & REMARKABLE BRANDS, CRAFTING UNIQUE STORIES TAILORED TO EACH CLIENT, ENSURING YOUR BRAND STANDS OUT AUTHENTICALLY.

Studio Matti is driven by a passion for creating timeless brands rooted in trust and creativity. With a personal touch and dedication to perfectionism, we immerse ourselves in each client's industry, ensuring a deep understanding before crafting bespoke solutions. Our commitment to excellence extends beyond aesthetics; it's about fostering enduring partnerships built on transparency, trust, and exceptional service. At Studio Matti, every project is a journey of collaboration and innovation, where our clients' satisfaction is our ultimate goal.

At Studio Matti, our vision is to build timeless and remarkable brands on a foundation of strong brand building. Through our personal approach and dedication to quality, we create a solid basis that makes effective communication and engaging content possible. Our services are all-round, covering both digital applications and print materials, refining our services to meet the unique needs of each client.



MEET OUR TEAM



CREATIVE DIRECTOR & FOUNDER

MATTI VERBANCK

Matti, a creative visionary, leads Studio Matti. With expertise in graphic and web design, she crafts high-end content and builds impressive brands, websites, and effective data-based marketing concepts.



SOCIAL MEDIA MARKETEER & STORYTELLER

CAMILLE CAMPISI

Camille is our social media expert. She manages our client and studio communication. Her strong writing skills also contribute to our project copywriting.



GRAPHIC DESIGNER

LENA POELS

Lena is a web and graphic designer with a flair for illustration. Her creative vision seamlessly blends captivating visuals with engaging website experiences.



SEO & SEA EXPERT

SAM VAN REEPINGEN

Sam, our remote SEO and SEA specialist, leverages his London-based expertise to optimize our clients' online visibility and impact with strategic keyword strategies.



WE ARE LOOKING FOR

COMMUNICATION *INTERN*

Want to join our team as a marketing, social media, or communication intern? Send your application to job@studio-matti.com.



JUNIOR GRAPHIC DESIGNER

PAULINE SIRJACOBS

Pauline contributes to brand development alongside the design team. Her strong eye for photography complements her role in supporting content creation for the communication team.



VIDEOGRAPHER

SIMON POELS

Simon, our videographer, brings our clients' stories to life through captivating visuals that reflect each client's unique vision, adapting to every style and thinking outside the box.



FINANCIAL OFFICER & CO-FOUNDER

THIERRY BARRERA TORRES

Thierry, the co-founder and financial officer, supports our studio in managing financial operations to ensure the company's financial health and foster sustainable growth.



WE ARE LOOKING FOR

PHOTOGRAPHER *FREELANCERS*

Want to work together on some exciting projects as a freelance photographer? Send your portfolio to job@studio-matti.com

BRANDBUILDING

Brand building is the core of everything we do. We believe that without a strong foundation, remarkable work isn't possible. That's why every new client journey begins with our meticulous brand-building process, where we lay down the essential elements that define your brand's identity.

Our brand building encompasses both verbal and visual identities. Verbal identity crafts your brand's voice and messaging for clear, consistent communication. Visual identity develops logos, color schemes, and various design elements for a cohesive, recognizable look. This dual approach ensures that your brand speaks coherently and consistently across all platforms. Our focus is on authenticity and timeless, steering clear of fleeting trends to ensure your brand stands out for years to come.

Collaboration is key to our process. We immerse ourselves in your industry, taking the time to understand your story, values, and goals. Each client is special to us, and our personal approach ensures they feel valued and unique.

We believe in building brands that are not just visually appealing but deeply rooted in a well-thought-out strategy. Our visual identity services lay the basis for all future communication, ensuring a cohesive and powerful presence across print, web, and digital platforms.

At Studio Matti, our promise is to create a brand identity that resonates with authenticity, leaving a lasting impression. We are committed to making your brand timeless and remarkable, ensuring it stands out authentically in a competitive landscape.

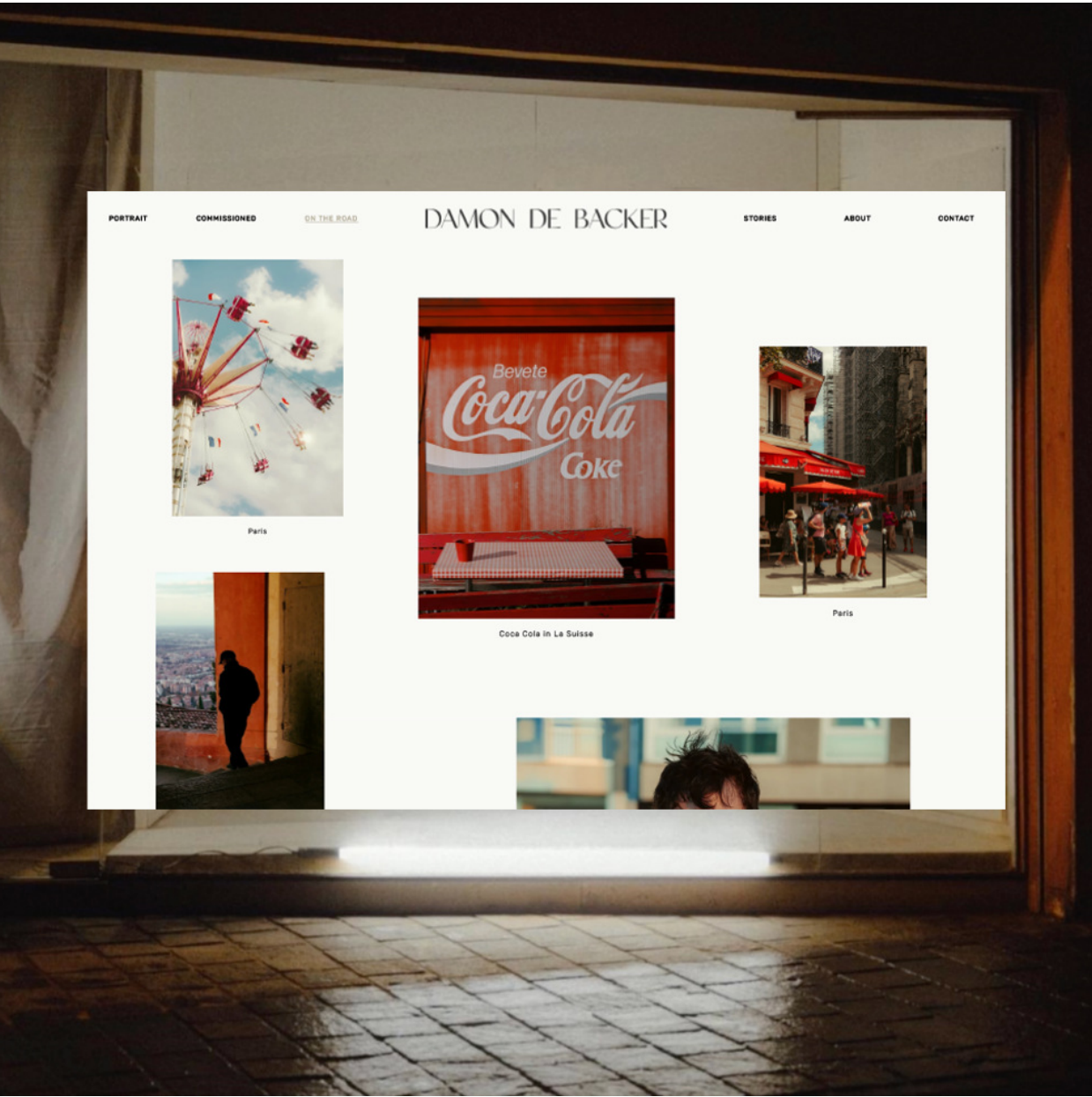
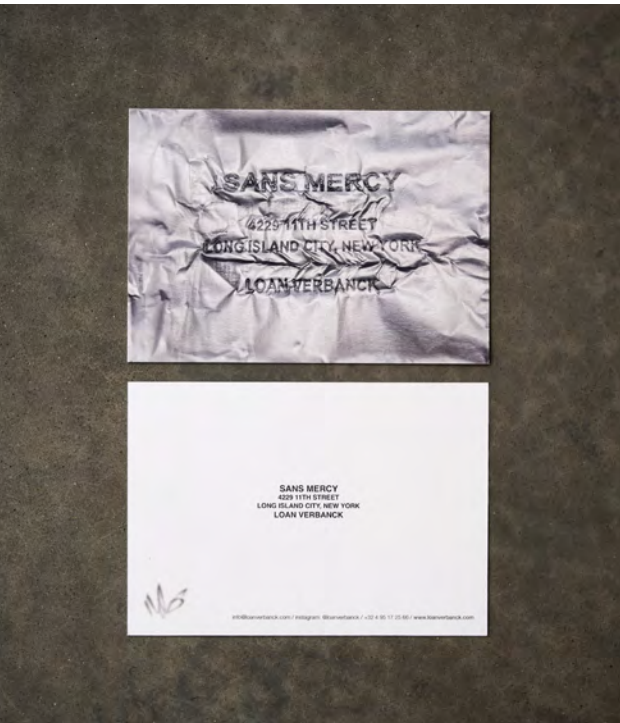
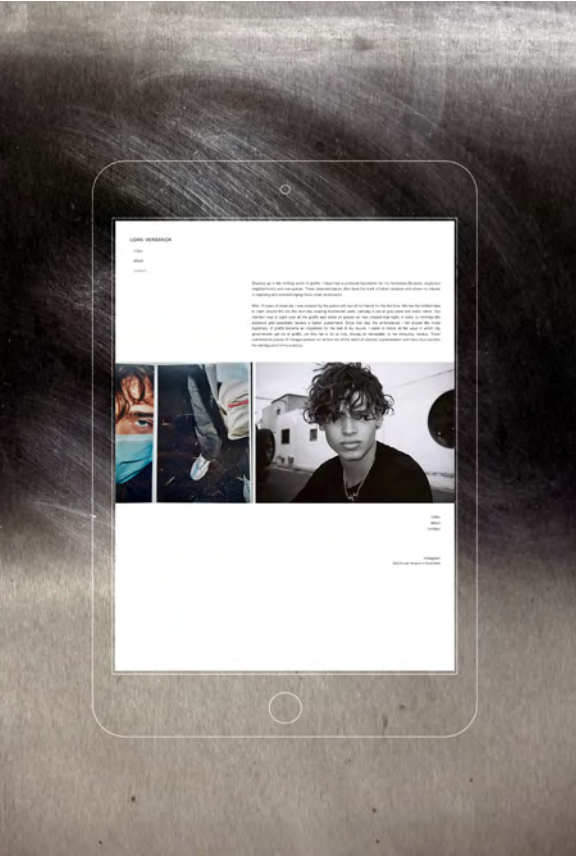
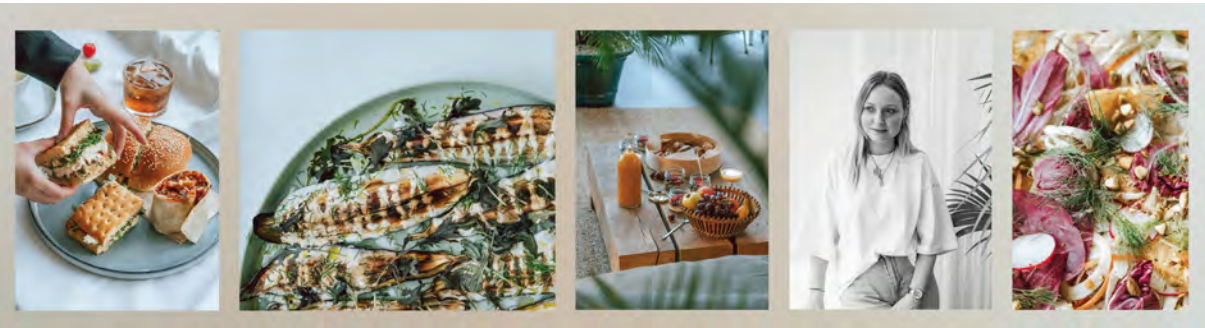
VERBAL IDENTITY · BRANDNAME · VISUAL IDENTITY · LOGO DESIGN · LOGO REFRESH · BRANDED ICONS · ILLUSTRATION



WEBSITE

At Studio Matti, website services are integral to our core business. Your website is where everything converges, reflecting your branding and brand building. When done right, it boosts your online visibility, builds client trust, and provides valuable data from communication efforts. Our bespoke approach ensures each website captivates and engages your audience. From portfolios to e-commerce sites, we specialize in customized solutions with a focus on user experience (UX). We prioritize unique designs that authentically reflect your brand identity, ensuring your online presence is both functional and visually compelling. We also create separate versions for desktop and smartphones, optimizing usability on all devices, making responsive design a priority.

WEBSITE · WEBSHOP · LIGHTSPEED INTEGRATION · SEO IMPLEMENTATION · COPYWRITING · TRANSLATION

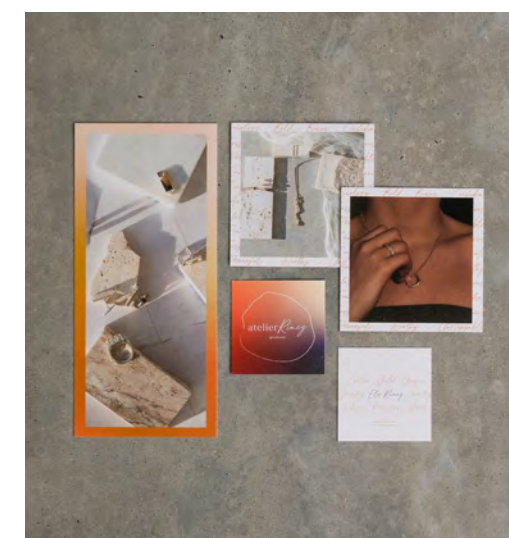
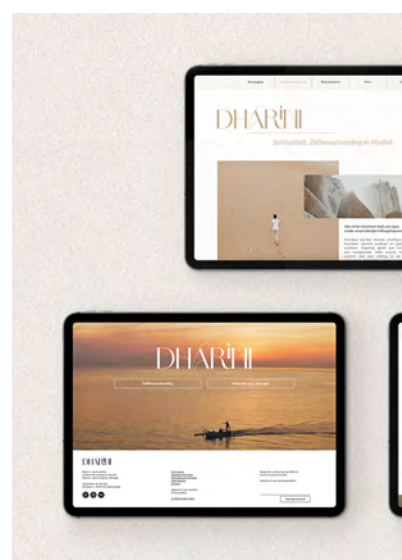
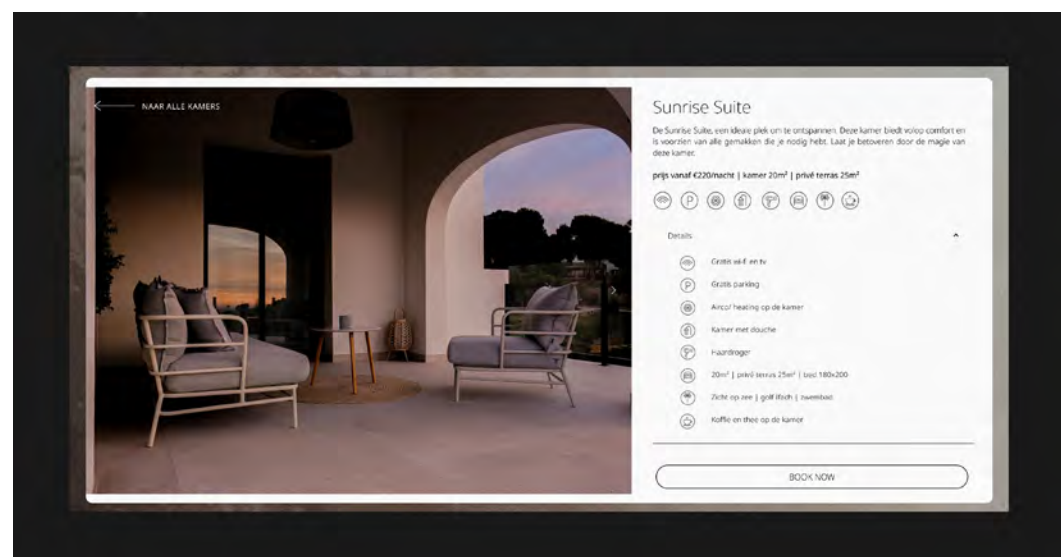


CASE: LYSS STORE

Leen trusted us with her passion project, LYSS, and we couldn't be prouder of the result. Over the course of a year, we developed a complete brand experience - from designing a unique logo that blends boldness and based on her own signature to developing a lightspeed-integrated website for effortless stock management, we maintained every detail was perfect. With Lyss, we captured Leen's story and vision, creating something truly special.



CREATIVE HIGHLIGHTS &



RECENT CASES

PRINT

Print services include all physical materials aligned with your branding and brand building efforts. These materials serve as impactful supports that create a lasting impression, enhancing the overall brand experience for clients. From business cards to brochures and beyond, print plays an integral role in how brands connect tangibly with their audience. In an era dominated by digital communication, having tangible print materials ensures your brand remains memorable and accessible to audiences who may not engage solely through social media. It provides a physical representation of your brand's identity, reinforcing authenticity and leaving a lasting impression.

BUSINESSCARDS · MARKETING PRINT · BROCHURE · BOOK DESIGN · PAPER & PACKAGING · WINDOW DESIGN · STICKERING



CONTENT CREATION

Our content creation services focus on crafting unique, high-quality visuals that enhance your brand's presence on social media and websites. Visuals encompass photographs, videography, graphics, and motion design, ensuring your brand stands out across all physical and digital platforms. With AI verifying content authenticity, having original images is essential for strengthening your brand. Unique photos not only make your content more relatable but also enhance your SEO. We collaborate closely with our clients to find the perfect angles and create custom visuals that help your brand stand out and leave a lasting impression.

PHOTOSHOOT · PHOTOREPORT · PRODUCTSHOOT · VIDEOSHOOT · USER GENERATED CONTENT · MOTION DESIGN



COMMUNICATION

We believe that without a clear and robust brand, communication efforts will fall short. Our communication services create plans that analyze competitors, highlight your strengths, and develop digital strategies for consistent and engaging social media presence. We offer comprehensive communication takeovers, handling everything from content ideas to creation and programming. We also provide targeted campaigns with specific goals and time-limited communication takeovers. We provide monthly reports focused on data-driven results, showing the true impact of our communication efforts.

We provide SEO and SEA strategies to boost your online visibility and attract the right audience. Effective communication integrates branding with print, web, and content, ensuring your brand stands out as both authentic and distinctive.

COMMUNICATIONPLAN · DIGITAL STRATEGY · SOCIAL MEDIA BRANDING · SEO · GOOGLE ADS · COMMUNICATION TAKE-OVER · REPORT & MONITORING



CASE: BEAUTY&SOUL JOURNEY

We transformed Beauty Soul Journey with a full brand overhaul, including a new logo, website, webshop, and marketing materials. We infused Japanese and Ibiza influences to create a bohemian oriental feel. Building on BSJ's success, we then launched KINU, Keiko's new kimono brand, with a vibrant Ibiza photoshoot and managed the campaign to grow both brands in Brussels and beyond.





BEHIND THE SCENES & BACKSTAGE IMPRESSIONS



MEETINGS

Fosbury&Sons Alfons
Alfons Gossetlaan 40, 1702 Dilbeek



STUDIO

Coming for January 2025
Wolstraat 45, 1000 Brussel

