

GOLDEN SEASON W/ *STUDIO MATTI*

AS SUMMER SLOWLY FADES, WE TAKE A MOMENT TO LOOK BACK. FROM OUR STUDIO IN BRUSSELS, WE'VE CONTINUED WORKING ON PROJECTS THROUGHOUT THE SEASON - CURIOUS TO SEE MORE?



VISUAL IDENTITY & BRAND BUILDING

Brand building is the core of everything we do. We believe that without a strong foundation, remarkable work isn't possible. Our brand building encompasses both verbal and visual identities. Verbal identity shapes your brand's voice for clear, consistent messaging, while visual identity creates cohesive design elements like logos and color schemes. Together, they ensure your brand communicates coherently 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. **more on www.studio-matti.com**

WEBSITE, UX, SEO & WEBSHOP

At Studio Matti, **website** services are integral to our core business. We specialize in creating customized websites that reflect your brand identity and enhance online visibility. Our bespoke designs prioritize user experience (UX) and functionality, ensuring your site captivates and engages your audience. We offer tailored solutions for various needs, from portfolios to e-commerce sites. Responsive design is key, with optimized versions for both desktop and smartphones. Our goal is to build trust and provide valuable data through a compelling online presence and SEO optimization. **more on www.studio-matti.com**

PRINT & PACKAGING

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 a digital age, print materials offer a memorable connection to your brand, reinforcing its identity and authenticity. **more on www.studio-matti.com**

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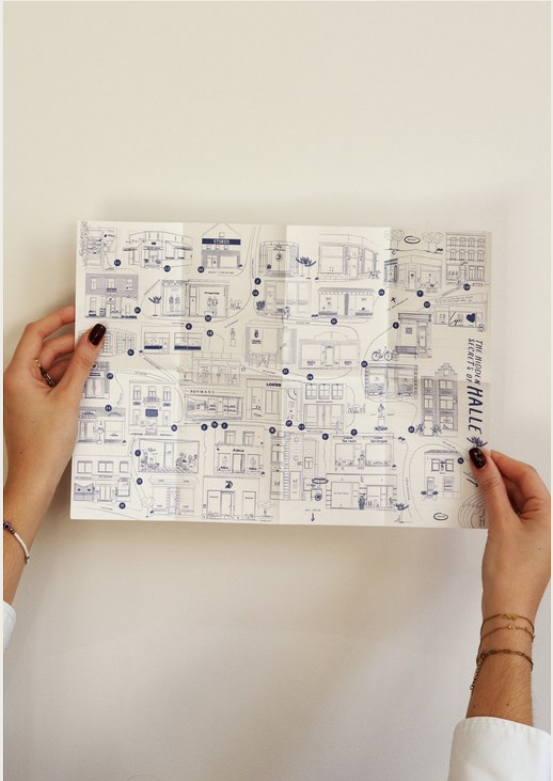
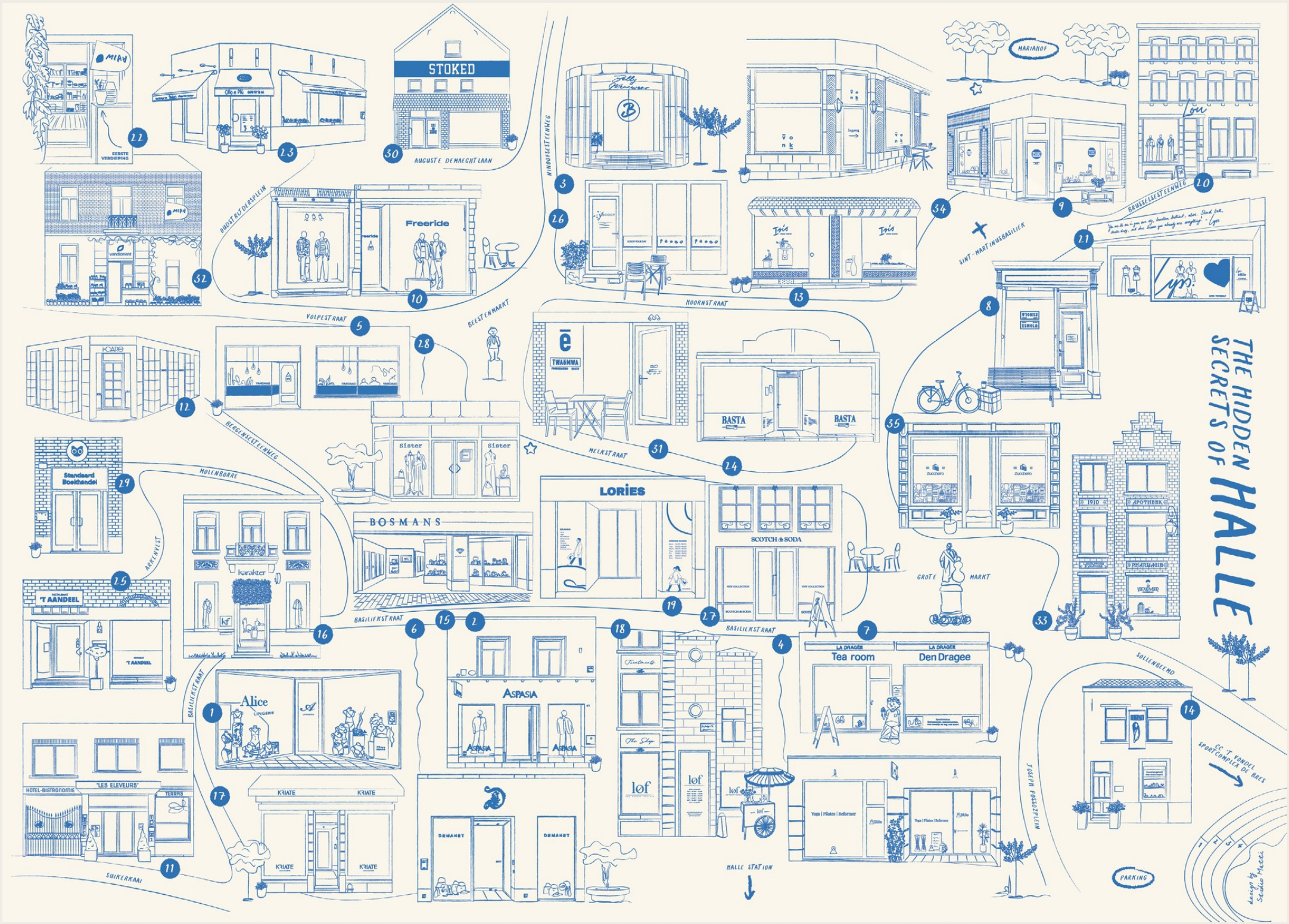
SOCIAL MEDIA, SEA & COMMUNICATION

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, SEO and SEA strategies and time-limited communication takeovers. Effective communication integrates branding with print, web, and content, ensuring your brand stands out as both authentic and distinctive. **more on www.studio-matti.com**

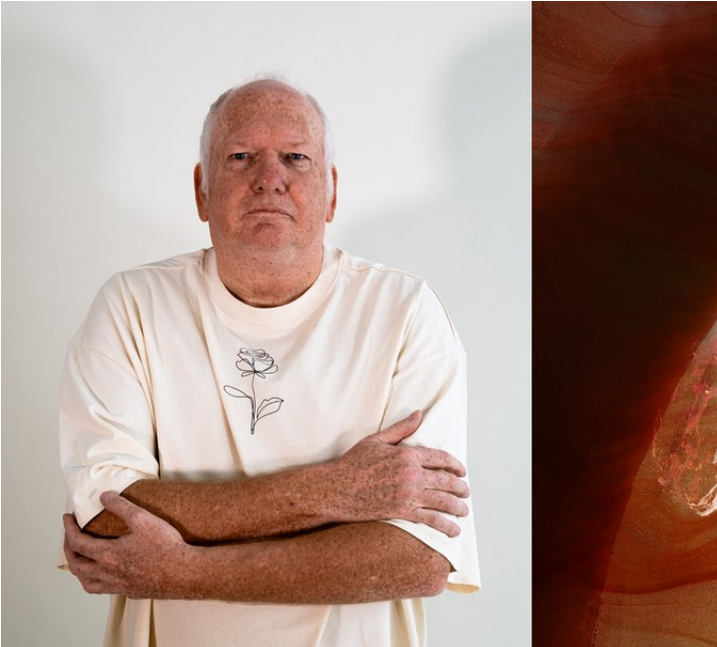
CASE: THE HIDDEN SECRETS OF HALLE

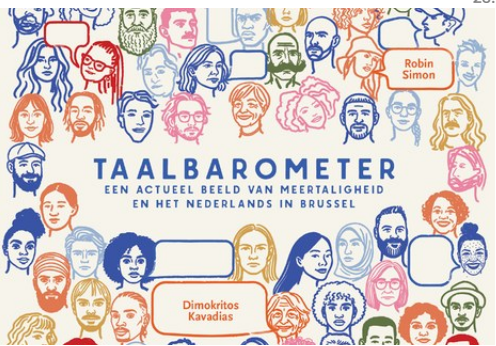
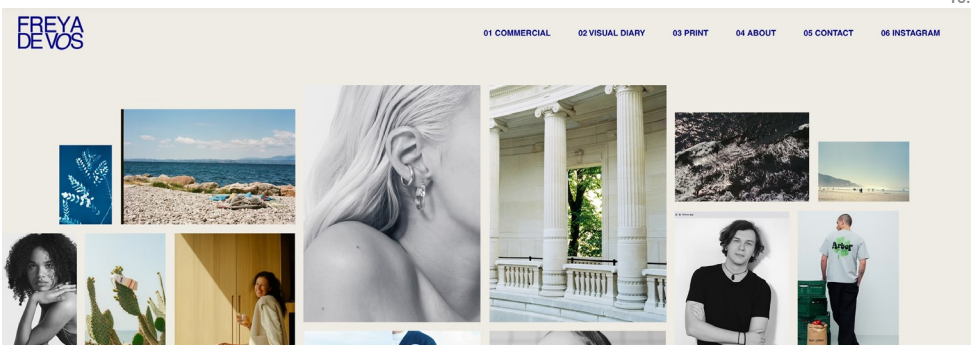
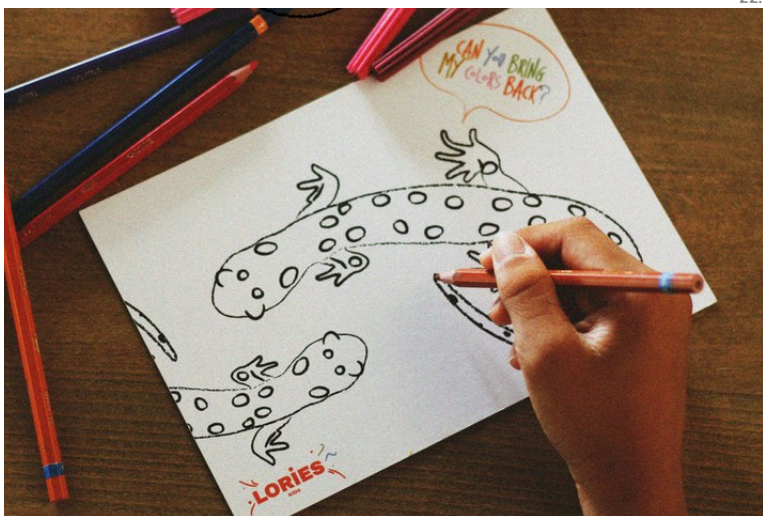
For **The Hidden Secrets of Halle**, we partnered with local merchants to truly capture the essence of the city. This collaboration allowed us to delve deep into the heart of Halle's commerce, showcasing its hidden gems through a unique blend of handmade illustrations and thoughtful design. Each illustration was crafted to mirror the authenticity of the city itself, making the map more than just a guide; it became a visual representation of Halle's soul. To ensure the map reached a broader audience, we took a 360-degree approach. We brought the illustrations to life with animated reels, showcasing the merchant's storefronts in motion. These dynamic visuals helped amplify the campaign's impact on social media, connecting with people both in Halle and beyond.

City Map of Halle - in partnership with select local merchants.

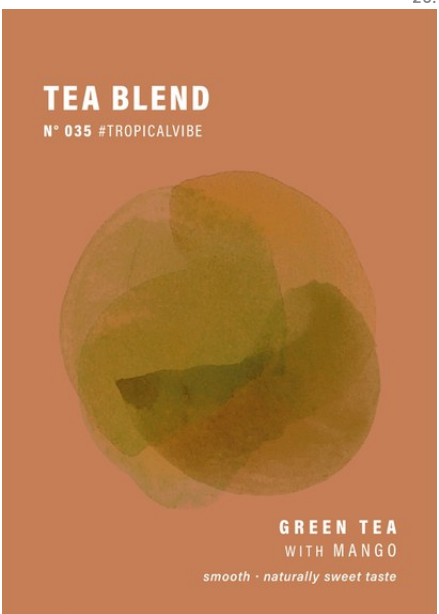


SUMMER '25 IN PROJECTS





BE YOUR OWN
bobbi



1. Contentshoot for the kimono collection of **KINU Kimono** in Málaga, Spain / @kinu.kimonos
2. Contentshoot for multi-brand fashion store **LYSS by Leen** / www.lyssbyleen.be
3. Photoshoot for jewelry designer **Atelier Rimez** / www.atelier-rimez.be
4. Website for **Metier Experten** - experts in construction and property / www.metier-experten.be
5. Contentshoot for optician **i-Care Halle** / Bergensesteenweg 17, 1500 Halle
6. Fresh businesscards for **Metier Experten** / @metier.experten
7. New packaging for **LYSS by Leen** / discover the canva bag in store
8. Contentshoot for **Tipi & The Moon** under the Moroccan sun / @tipiandthemoon
9. Logo & Visual Identity for optician **i-Care Halle** / more on studio-matti.com
10. Campaign for the anniversary weekend of **LYSS by Leen** / @lyss_by_leen
11. Logo & Visual Identity for multi-brand fashion store **ANAÏS** / launching autumn 2025
12. Window & Print for multi-brand shoe store **LORIES** / www.lories.be
13. Print for the anniversary weekend of **LYSS by Leen** / more on studio-matti.com
14. Logo & Visual Identity for multi-brand kids store **Bobb**i / launching autumn 2025
15. Photoshoot & Campaign for jewelry designer **Atelier Rimez** / @atelier.rimez
16. Print & Visual Identity for optician **i-Care Halle** / @icarehalle
17. Contentshoot for multi-brand shoe store **LORIES** / @lories.be
18. Contentshoot for pizzeria **Campisi's Málaga** / @campisisofficial
19. Website for photographer **Freya De Vos** / www.freyadevos.be
20. New packaging for tea brand **Tasting Tea** / www.tasting-tea.com
21. Logo & Website for videographer **Flourish in Visuals** / www.flourishinvisuals.be
22. Print for multi-brand shoe store **LORIES** / more on studio-matti.com
23. Illustration & Book cover for **Taalbarometer** - **Academia Press** / launching september 2025

Consistency builds connection. Campaigns spark momentum.

Two tools, two rhythms – each with its own role in your brand’s story.

Social media moves fast. Consistency helps you keep up. It feeds the algorithm, builds brand awareness, and creates space for your audience to connect with you over time. In a crowded feed, showing up regularly is the only way to be remembered. It’s not about being loud, it’s about being present.

That’s where a takeover comes in.

A takeover is your structure. It’s the daily rhythm of your brand. Visuals follow your identity, topics are thoughtfully planned, and posting becomes a habit rather than a question mark. It’s the strategic base that keeps your presence going – visibly, clearly, cohesively.

But it doesn’t stop there.

Because with consistency comes insight. Month after month, we begin to understand what your audience connects with: what content lands, what doesn’t, and why. These learnings shape the content ahead. That’s why we always include a monthly report: to analyse performance, track evolution, and fine-tune the strategy. A takeover isn’t just about showing up. It’s about growing, step by step.

But consistency alone isn’t always enough. Sometimes you need a spark.

That’s where a campaign steps in.

Campaigns are more conceptual, more playful. They’re built around one specific goal: a launch, an event, a limited offer, a seasonal focus. They’re also a chance to reach beyond your usual audience to speak to new people in new ways. A good campaign plays out across multiple channels, from social to print, video, or physical activations. But it also takes time: to shape the message, to spread it, to see results. Three months is often the sweet spot.

In short?

A takeover is your foundation. A campaign is your amplifier. The best results happen when they work together when your consistent rhythm makes space for a creative boost.

A strong communication starts with a clear plan.

Before investing time and energy into social media, it’s essential to define the direction. Without a clear strategy, consistent posting becomes difficult, and communication risks becoming reactive instead of intentional. Just as visual and verbal identity are key pillars of brand building, the communication plan is the foundation of all content efforts.

A communication plan provides clarity and structure. It starts with a full analysis of the brand’s current positioning and ambition. This includes not only internal insights, but also an understanding of the wider landscape – what competitors are doing, where the audience is active, and how communication can best support long-term goals.

At Studio Matti, each plan includes:

- **Market analysis:** goals, unique strengths, target audience, competition
- **Social media:** current performance, platform relevance, and tone of voice
- **SEO & SEA:** keyword research, visibility strategy, and search behaviour
- **Advertising:** budget allocation, campaign structure, and conversion objectives

Beyond the data, a communication plan defines clear strategic directions. It helps identify where to be present, how to speak, and what content formats fit the brand best. It also provides the basis for an editorial rhythm that supports both consistency and flexibility over time.

Applying a strategy takes time and structure. Consistency means posting multiple times per week, responding to audience feedback, and adjusting based on performance. Content creation remains one of the most time-intensive aspects, which is why many clients choose to continue the journey with creative and operational support—from concept to visuals to reporting.

[read more insights on studio-matti.com/stories](https://studio-matti.com/stories)



GRAND OPENING +
5 YEARS OF STUDIO MATTI.



WELCOME TO OUR STUDIO – RUE AUX LAINES 45, 1000 BRUSSELS



stories / insights

Found... or forgotten? That’s the difference good SEO can make.

SEO – or Search Engine Optimization – is all about helping your website show up in the right place, at the right time, for the right people. It’s what allows you to appear on search engines like Google without paying for ads. That’s the difference with SEA (Search Engine Advertising), where you pay to be seen. SEO is organic – and when done right, it keeps working for you over time. Search engines are still the number one traffic source for most websites. So making sure your SEO is in shape is not a nice-to-have. It’s essential.

Why does SEO matter?

First, it brings the right audience to you: When your keywords are aligned with what your ideal client is searching for, search engines recognize the match and put you in front of the people who are most likely to connect with your brand.

Second, it improves the user experience: A well-optimized website is easier to navigate. Content is clear, loading times are fast, structure is logical. That means visitors find what they’re looking for more quickly – and are more likely to stick around.

Third, it boosts your visibility: The better your SEO, the more your website climbs up the search results. That means more eyes on your brand, without paying for a campaign.

Keeping your website up to speed.

SEO isn’t a one-time fix. To stay visible, your website needs to evolve. Algorithms change, trends shift, and new tools become available to improve your online experience.

One major factor? Loading speed. If your site is too slow, users leave – and search engines take note. That’s why performance matters.

It’s also worth refreshing your content, integrating new functionalities, and making sure your platform stays up to date. The tools we use today are far more powerful than those from even a few years ago – and your website should reflect that.

stories / insights

If SEO helps you get found, GEO helps you get chosen.

The digital world is shifting fast. While SEO is still essential to rank well on traditional search engines, a new layer of visibility is becoming just as important: GEO, or Generative Engine Optimization. But what is GEO and why does it matter?

GEO focuses on how your content is picked up, understood, and reused by AI engines. While SEO is about ranking high in search results, GEO is about becoming a trusted source for AI tools that answer people’s questions directly. That means ensuring your website’s content can be scanned, interpreted, and selected by large language models (LLMs) like ChatGPT, Perplexity, or Google Gemini. Understanding what GEO is, though, is only part of the picture. Let’s look at what it’s meant to achieve.

The goals behind GEO

GEO aims to increase visibility, attract more targeted traffic, and build long-term credibility. It’s not about writing for AI but about making your content clear, structured, and accessible to AI. Think of it as making your website “readable” for LLMs, so they can use it as a source when users search for something specific. This includes anticipating the kind of queries people might ask and making sure your content offers relevant, human answers.

GEO & SEO: same mindset, different logic

SEO and GEO share some DNA: both are about clarity, relevance, and structure. But their mechanics differ:

- SEO optimizes for search engine crawlers and page rankings.
- GEO focuses on making your content usable in generative answers where there’s no list of links, just one response.

A strong strategy needs both: one gets you seen, the other gets you cited. The two are not in competition, they’re complementary. And as digital behavior continues to evolve, both are essential. We believe that visibility today means more than just ranking high. It’s about relevance – both in search and in conversation. SEO and GEO each play their part.

[read more insights on studio-matti.com/stories](#)

INTERN CALL

Looking to kickstart your career as a graphic design or communication intern? We know how important it is to gain hands-on experience, and we're excited to share ours with fresh minds. If you're ready to learn, send your application to job@studio-matti.com.



THIS

- Iced coffee
- Deadline panic
- Desk lunch
- Notebook sketches
- Muted beige
- Silence to focus
- Highly perfect
- Quick brainstorm
- Messy desk
- Digital detox
- Handwritten notes
- Solo work session
- Sunrise energy
- Smooth design
- Instagram
- Spontaneous travel

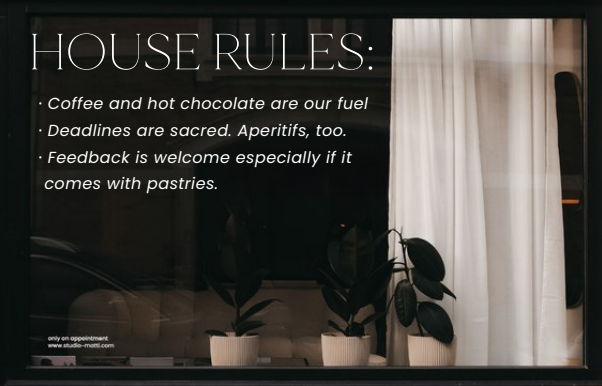
THAT

- Endless espresso shots
- Chill on time
- Terrace brainstorm
- Digital moodboards
- Bold gradient
- Playlist on repeat
- Done but messy
- Long reflection
- Organized chaos
- Always connected
- Digital reminders
- Team brainstorming
- Moonlit focus
- Textured layers
- TikTok
- Planned adventures

Mark your answers and see what your choices say about you. Want to see if we're a match for you - client or team? Fill in this or that and bring it to your next appointment.

HOUSE RULES:

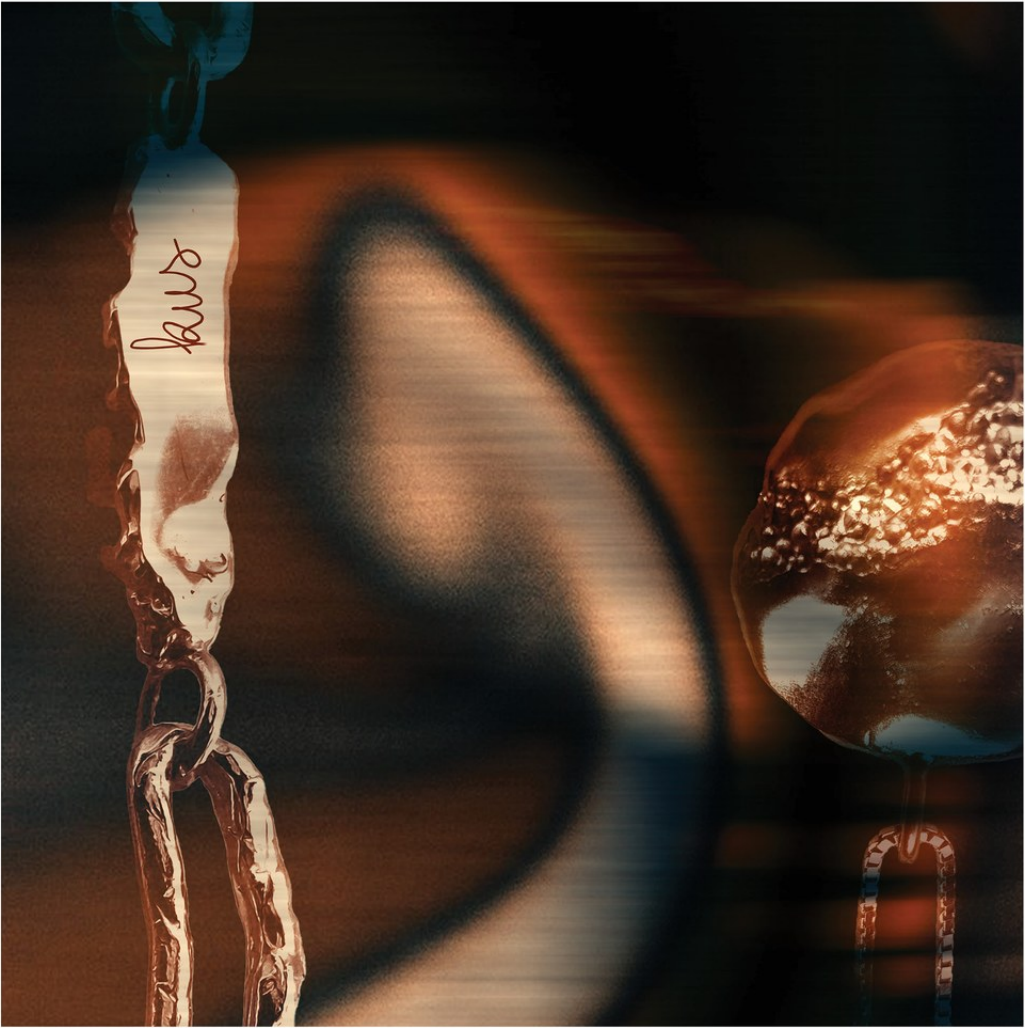
- Coffee and hot chocolate are our fuel
- Deadlines are sacred. Aperitifs, too.
- Feedback is welcome especially if it comes with pastries.



Have you spotted Blend's return?
If not, it's time to catch up and listen now!



STUDIO MATTI INVITES ATELIER RIMEZ



SEPTEMBER 26TH - VERNISSAGE: 4 PM - 8 PM
SEPTEMBER 27TH & 28TH - DOORS OPEN: 10 AM - 6 PM

LOCATION: WOLSTRAAT 45 / RUE AUX LAINES 45, BRUSSELS 1000

THE EXHIBITION REMAINS OPEN FOR PRIVATE VIEWINGS BY APPOINTMENT THROUGHOUT OCTOBER.

PETITES ANNONCES

THE WINTER CLOSING DAYS

Studio Matti is taking a **winter break from 15/12 to 16/01**. We'll still be working behind the scenes, but responses may take a little longer. **Planning a project?** Why not book an intake with us now? Let's make sure your ideas are ready to take off in the new year!

SEARCHING: HORECA PROJECTS

At Studio Matti, we don't just work for our clients, we work with them. They become part of our extended family - we'll help you with your branding, send you postcards from our holidays, and probably remind you to drink more water. Now, **if you happen to run a hotel or restaurant, we'd be more than happy to expand the family.**

COMING SOON: WORKSHOPS

We know how easy it is to get lost in the endless sea of design tools, camera presets, and shifting trends on social media. That's why with BLEND, we're here to help you find your way, specialize, and even uncover new passions along the way. **Stay tuned at www.blendbrussels.be** workshops are coming soon!

MISSING: PASTEL FLUO MARKER

Attention, creative minds of Studio Matti: Camille's beloved pastel fluo **has been missing for 3 months now, and it's reached a critical point.** Creativity is starting to fall apart without it. If you've seen it, please bring it back to the office so we can keep the ideas flowing smoothly.

SEARCHING: REVIEWS & SPEAKERS

We've had the pleasure of working with some amazing brands, and we'd love to hear what you think. **If you've worked with us and enjoyed the experience, feel free to share a review.** We're always excited to hear how our projects have supported your journey. Reach out via Google or at hello@studio-matti.com.

CALL US FOR CO-WORKING DAYS

Looking for a creative space to work? We're opening our doors for co-working days, where you can get inspired and share ideas with other creatives. Interested? **Reach out to hello@studio-matti.com to reserve your spot.**

FIND YOUR FONT ENERGY

POPPINS

The one who brings the agenda and the Aperol organised, but never boring. Pixel-perfect layouts by day, Pinterest party boards by night.
Motto: *"It's structured, but make it cute."*

TAN SANS CANARD

The design snob with a soft side. Minimalist, mysterious, probably wearing Margiela. Loves white space, hates clutter, secretly cries at moodboards.
Motto: *"It's not cold, it's considered."*

Comic Sans MS

The chaos intern you can't fire. Unpredictable. Unapologetic. Possibly running on sugar. Makes terrible ideas sound... kind of brilliant.
Motto: *"Let's just try it and see what happens?"*

PANDEMIC

The one who was born in a storm and likes it that way. Dramatic, scribbly, probably left-handed. Signs emails with "x" and forgets to attach the file.
Motto: *"It's messy, but it feels right."*

MONTSERRAT

The default that's somehow in charge. Always looks good. Rarely questioned. Slightly overrated but knows it. Smooth, confident, probably doing five projects at once.
Motto: *"I'm just here to keep things running."*

BOOK YOUR INTAKE AND LET'S MAKE A BRAND.

mail us on hello@studio-matti.com

