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WOLFF OLINS

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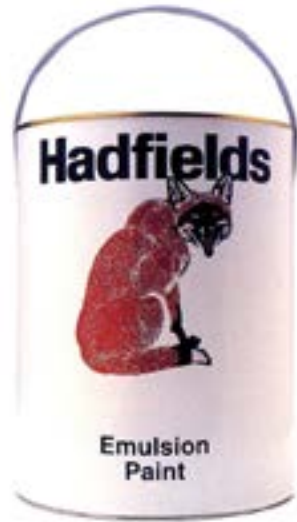
HISTORY & FOUNDERS

Wolff Olins is a brand consultancy company which is based in London, New York and San Francisco. They have been around for 55 years now, they were founded in 1965 and employ around 150 designers, strategists, technologist, programmed managers and educators. The company was founded by Michael Wolff and Wally Olins in Camden Town, London. Wolff left the business in 1983, and Olins in 2001; Wolff is still active in the field of branding, and Olins died on 14 April 2014.

The Wolff Olins parent company is Omnicom Group which is an American global media, marketing and corporate communications holding company, headquartered in New York City.

In 2002, Wolff Olins was selected by the British Library as a subject of their National Life Stories oral history project. In 2012 the London 2012 brand, was created and developed by Wolff Olins in 2007, The exhibit was about extraordinary stories about ordinary things, an exhibition of design that was shaped the modern world at the design museum in London. The cost of the logo was 400,000 pounds and heavily criticized by the British

public, many described it as "puerile". Also in 2012, the Orange and London 2012 brands were included in a retrospective examining design from 1948 to 2012 at the V&A in London. In 2012 Wolff Olins was recognized by the Sunday times as one of the best small companies to work for. By Ad Age as one of the best places to work in media marketing, in 2018 wolf Olins was named one of the most innovate design in the world by fast company. In 2017, Sairah Ashman was appointed as the first female CEO of Wolff Olins. These are a few things Wolff Olin's tackles while consulting your brand and cultural shifts in the world. Their goal is to be unique and stand out.



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They opened up offices all over the world in Madrid, Barcelona, New York, San Francisco and Tokyo. Olins left in 2001 and a management buyout team, led by Brian Boylan took over the company while maintaining the signature name. They continue to push identity design in new and changing directions while creating lasting work for international companies. In 1983 corporate identity in Europe was just coming up and becoming more well known in graphic design roots and showing signs of mutating into significant management, the states was a few years ahead when it came to branding and the significant of

brand identity. The corporate identity of Wolff Olins was asked to be designed by Design Council in London to write a simple clear guide about their corporation identity resource and had to explain how it could be used. Now identity has moved to a commercial area. We live in a world where everything has a brand identity. In today's day and age, it's pretty hard to think of an activity which doesn't involve a brand, logotype of comprehensive guide. The reputation of the brand or corporation affects things like recruitment, acquisition, sales, collaborative agreements. Identity and brands are a big part of corporate life today.

Companies which produce all identity work, which as design companies towards graphics and some PR companies, marketing consultancies and advertising agencies, have not made explaining the identity activity any easier. Many of them have compounded the confusion and they are all anxious about differentiating their work from the competitor to claim for its unique characteristic and advantages. They all have to coin all kinds of variations of words corporate, identity, strategy, images, brand and design. That's why

organizational identities, corporate voices, retail identities, brand identities, corporate identities, strategic design.

The company Wolff Olins has been around for 40 plus years now and seem to have kind of developed the plan to create an identity or a brand. Michael Wolff and Wally Olins founded Wolff Olins in Camden Town, London in 1965 by. Known for pushing the boundaries of identity and logo design, much of their work has been met with skepticism.



Michael Wolff
Founder



Wally Ollins
Founder



KEY PEOPLE



Sairah Ashman
Current CEO

At Wolff Olins the key people in history were the founders, Michael Wolff and Wally Olins as well as Brain Boylan and Tim Allen and Sairah Ashman. Brain Boylan, is the chairman of the Wolff Olins, Tim Allen who is the president, north America and Sairah Ashman who is the current CEO at Wolff Olins and also the first female CEO. Wolff Olins, in order to pursue his passion for branding he travelled around the world and worked in some unusual places from Northern Ireland, Lithuania, Mauritius, Poland to West Bengal. Some of the corporations would take Olins opinion next to Chairman's which is the testimony of the brilliance of his work. Other artists reviewed Olins work and identified the possible influences. Some believe that he was inspired by the abstract art movement, Colour Field.

The movement reported to have been started during 1940s and 50s in New York. Colour Field's work is characterized by large, flat areas of solid colour spread across the canvas. Olins' work also feature blocked areas of colour which is witnessed in his and Repsol works. His works reflect Colour Field's style which had bare minimum emphasis on brushstrokes and detail.

That characteristic of his work also associates it with minimalist style as he used rudimentary colours, textures and lines. Wolff Olins, in order to pursue his passion for branding he travelled around the world and worked in some unusual places from Northern Ireland, Lithuania, Mauritius, Poland to West Bengal. Some of the corporations would take Olins opinion next to Chairman's which is the testimony of the brilliance of his work. Other artists reviewed Olins work and identified the possible influences. Some believe that he was inspired by the abstract art movement, Colour Field.

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Ije Nwokorie took over as global CEO at Wolff Olins in April 2014. He now leads the business across its offices in Dubai, San Francisco, London and New York. Like Wolff Olins co-founder Michael Wolff, Nwokorie originally studied architecture, first in Nigeria, where he spent his early years, and latterly at Columbia in New York. He then moved into strategy and innovation, particularly around services. In 2006, he joined Wolff Olins as senior strategist, Strategy Director until his move to MD in October 2010.

At the Design Indaba conference in 2014, for example, he talked about branding as an increasingly 'messy' business that is less about a perfect, finished set of guidelines and more a collaborative process whereby the brand consultancy works with the client to prompt and inspire. If you think about the processes that matter to people democracy, relationships, change – they are all very messy things. At Wolff Olins we are becoming increasingly comfortable that what we do in the branding process is not control but rather inject some inspiration and create some starting points for people to make stuff.



Brain Boylan
Chairman



Ije Nwokorie
Previous CEO





BUSINESS APPROACH

Wolff Olins has always had clients who have been ambitious leaders as clients. Leadership practice doesn't stand still as it's always evolving into something new.

They are interested to know precisely about what is changing, so they interviewed 43 CEOs to get their thoughts on where things are headed. They set out to get a good balance of older and younger companies, as well as of the Americas, Europe, the Middle East, India and Africa. They also talked to ten leadership experts, drawn mainly from America and the UK.

They also surveyed over 400 people in their 20s who are the next generation of employees. Three impossible things The vast majority – 86% – of CEOs report big changes in their practice. The shifts they're making aren't simple or easy. Each creates a paradox, a contradiction, almost an impossibility. We were able to broadly characterize these changes to create sustainable performance, there's a marked swing from concentrating on outputs to inputs lasting, ethical culture.

Overall, 63% of our CEOs talk about a focus on inputs, with this figure consistent across geographies, as well as mature and young companies. Yet building a culture takes time: how can CEOs do this while still meeting short-term corporate targets? Let it go, almost. In turbulent times, consensus is just too slow. Instead, many CEOs prefer to experiment on many fronts with many small teams – 86% of our CEOs are actively doing this. The figures are highest, unsurprisingly, in America (92%) and in newer companies (95%).

Yet this kind of distributed leadership can lead to disintegration and even disaster: how can CEOs liberate, yet also keep their organization in one piece. Clear and fuzzy, And in the age of the tech-powered individualist, leaders are motivating people through a shared social purpose – 81% of our CEOs talked about this. Yet individual employees increasingly have their own purposes, and resist corporate conformity. Leaders are starting to find ways to would their.



Collaborative agreements and many other parts of corporate life. Companies which produce all identity work, which as design companies to wards graphics and some PR companies, marketing consultancies and advertising agencies, have not made explaining the identity activity any easier. Many of them have compounded the confusion and they are all anxious about differentiate their work from the competitor to claim for it unique characteristic and advantages for the company.

They all have to coin all kinds of variations of words corporate, identity, strategy, images, brand and design. that's why organizational identities, corporate voices, retail identities, brand identities, corporate identities, strategic design and with increasing frequency, cooperate branding. The company Wolff Olins has been around for 40 plus years now and seem to have kind of developed the plan to create an identity or a brand. Michael Wolff and Wally Olins founded Wolff Olins in Camden Town, London in 1965 by. Known for pushing the boundaries of identity and logo design, much of their work has been met with skepticism. But that has never stopped them from moving forward and evolving their business.





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CLIENTS

TESCO

Tesco is Britain's biggest supermarket. But after decades of growth, Tesco faced tough new competition from discounters as well as serious reputation problems.

When new CEO Dave Lewis joined in 2014, he wanted to re-establish Tesco's central role in the nation's life. He knew that the brand was fundamentally strong, but that Tesco's complex branding needed first to be radically simplified, and then to be amplified, bringing back meaning to the old slogan 'every little helps'. We acted as creative partner, bringing together in-house teams and specialist

We helped simplify Tesco's brand architecture, with the idea that everything the company does should be 'proudly Tesco'. We created a fresh new visual identity system covering signage, store design, packaging, marketing communications, online, and even shelf-edge price labels. At the heart of this huge project, we created a new typeface, Tesco Modern, with type specialists Colophon.

We created an identity that's warm, passionate and tactile, instantly recognisable from a simple tile shape inspired by the union jack flag. By revitalising its heritage, Tesco has rediscovered its sense of self. Customer perceptions of the Tesco brand have improved dramatically, and Tesco is now outperforming its rivals in both volume and value.

Meanwhile, Jack's has established itself as the most exciting recent innovation in British supermarkets. Tesco now has the confidence to lead campaigns against food waste and plastic packaging, so that the business is once again a positive social force as well as a huge commercial success story. He knew that the brand was fundamentally strong, but that Tesco's complex branding needed first to be radically simplified 'every little helps'.

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UBER

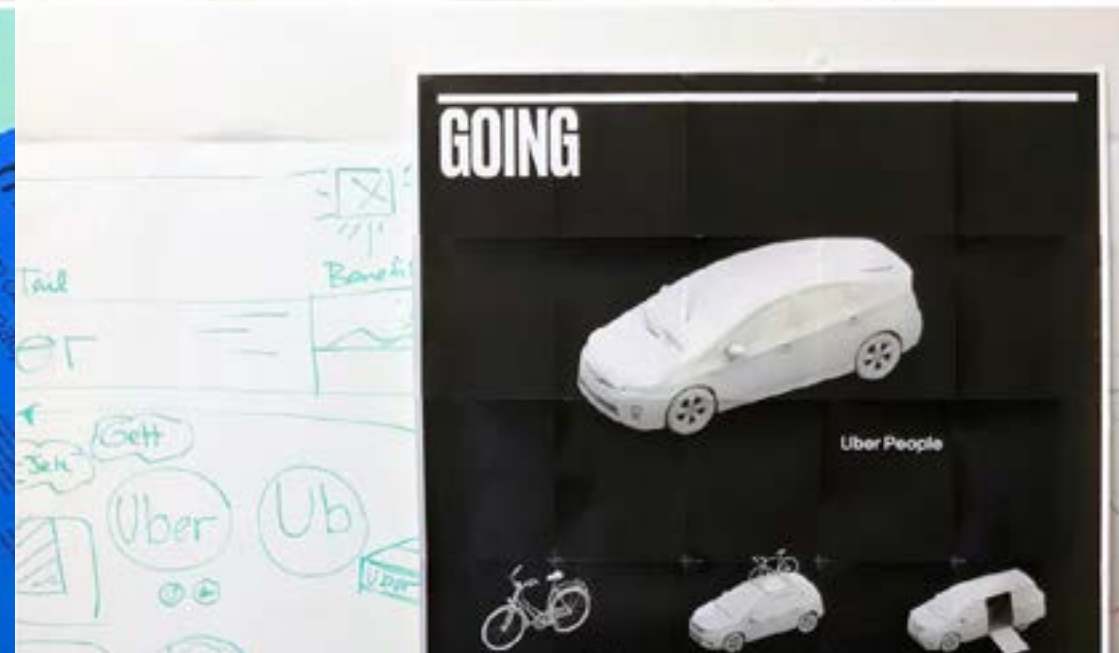
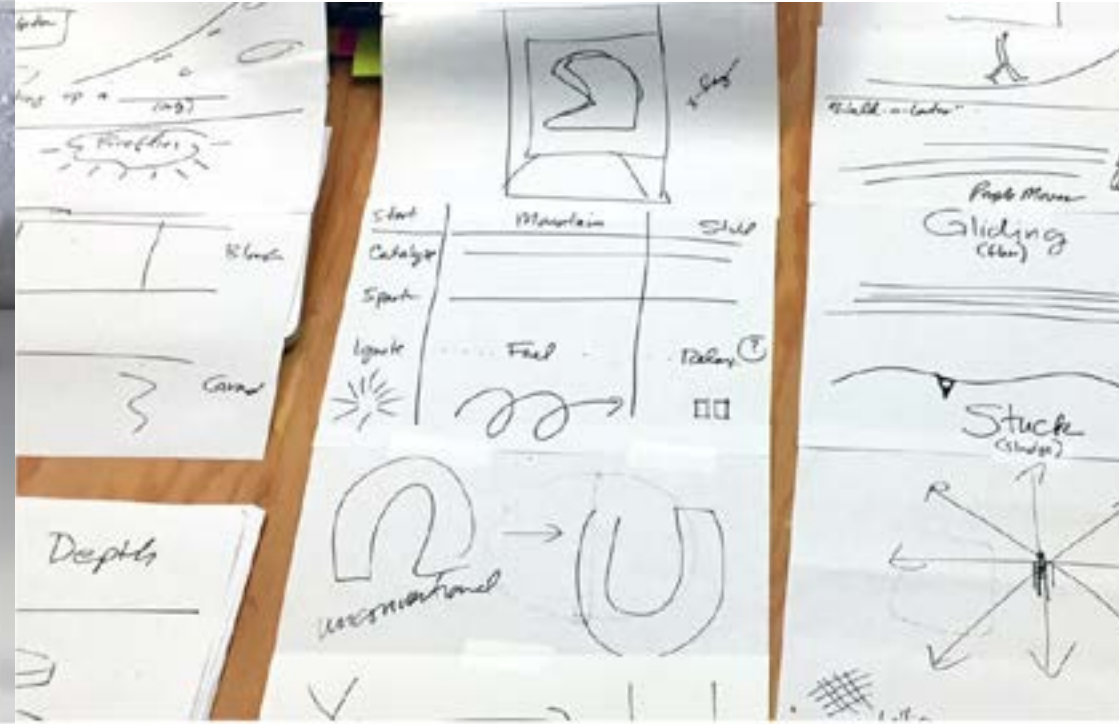
They have an entire process page on their website about uber and the work they have created for them.

Uber came to Wolff Olins at a time of enormous change. With a new leader team they helped shift the company from a rideshare company to a platform for global mobility; from a Silicon Valley perspective to a global outlook; from growth-focused to people-focused.

Since Uber operates in 660+ cities globally, encompassing bikes, tuk-tuks and flying cars, it needed a holistic brand system to accommodate them all. We worked alongside both product and marketing across five mega-regions globally to create a universal 'beyond-simple' brand — instead of pursuing a complex identity system, localised through colour and pattern. Key parts of the brand included a bespoke typeface, designed for hyper legibility across 13+ languages; driver-centric stories told through a supportive 'U-frame' composition; and a Safety Blue addition to the colour palette to indicate special moments of care and connection. Considering the decentralised structure of Uber, this flexible system enabled teams in diverse markets to make it relevant to their audiences with culturally specific content.

The new brand was launched September 2018 alongside a new mission statement and a renewed commitment to safety. We're thrilled to share that since our partnership, Uber's brand went up 51% in value. In May 2019, it went public to be valued at more than \$82 billion. For more details on the brand launch, check out Fast Company, AdWeek and Uber's own case study website. Thanks to our tireless collaborators MCKL Type Foundry and the Uber Brand Experience Team.







GOOGLE

We've partnered with Google teams to tackle over 50 diverse initiatives since 2010, helping serve billions of people across the world. Working centrally with Google Shopping, Travel, Cloud, Maps Platform, Express, Fiber, Creative Lab, DoubleClick, Accessories, Fit, Wear, Tasks, X, YouTube and many more projects, we help power and simplify users' lives every day. Google impacts everyone life everyday and simplifies users lives.

We help Google create new kinds of experiences, developing product visions the organisation can rally around. These reimagine entire sectors like shopping and travel. We create designs people want to use, tackling Google's broadest experience questions such as: how might Google behave across digital and physical? How might we connect users and merchants in search and How might we help people interact with Artificial Intelligence?

From the core motion and interaction behaviours of Google's visual identity, to changing the whole landscape of telecommunications with Google Fiber. Product, UX, Marketing and Agency teams are inspired, empowered and aligned through our work. Building and marketing products that help billions of people everyday.

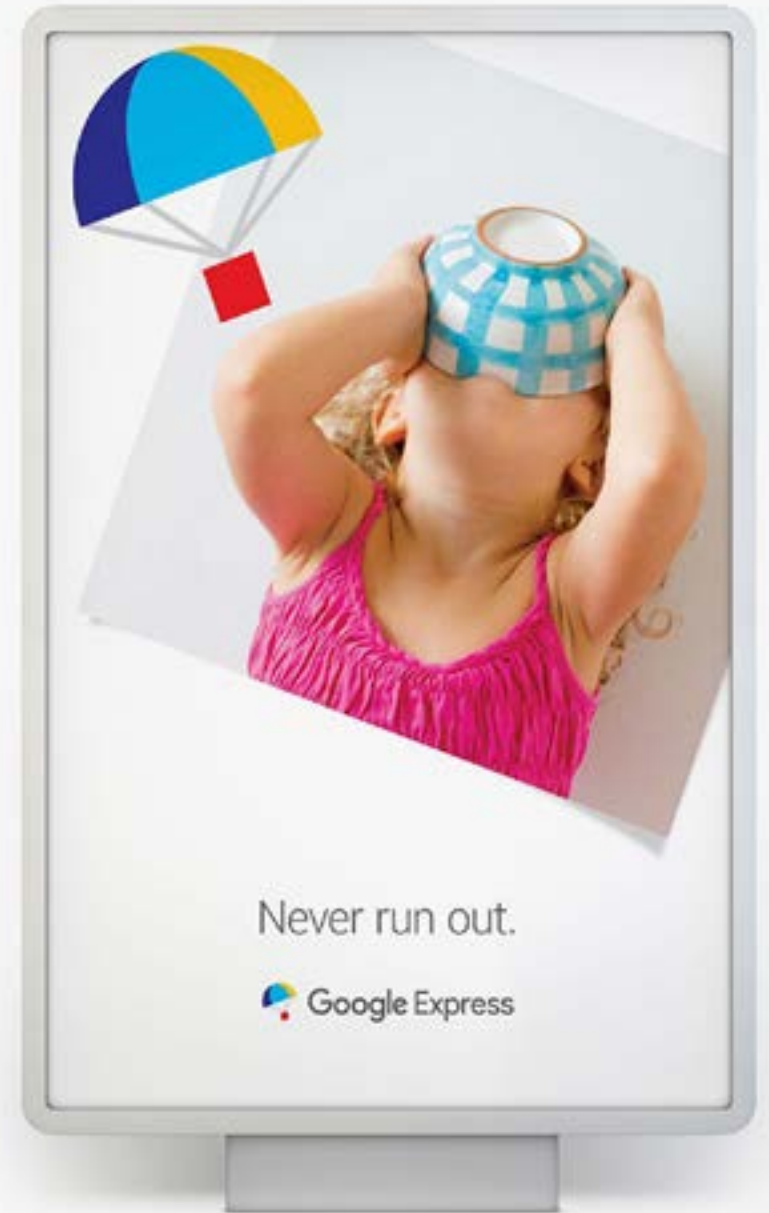


visual design system anchored
in Google dots.





Google Express





Wear OS by Google



GRUBHUB

America's leading prepared food delivery service connects millions of happy diners to tens of thousands of restaurants through its brands Grubhub and Seamless. After completing a successful IPO, it needed a strategy and brand to reflect its growing ambition. With founder Matt Maloney, we redefined the company's purpose and brand architecture.

Our research and insight helped us radically shift Grubhub from a food as fuel mentality to food for all occasions. We developed a new product roadmap, with innovative new features and a re-designed core experience. After creating a distinct new visual expression, we launched the new Grubhub nationwide.

Our work was named 2016's best branding by Fast Company. CMO Barbara Coppola said our new brand vision "helped us grow orders by 21% and revenue by 36% in 2016, based on year-on-year results." NYSE-listed Grubhub's market valuation grew seven times in two and a half years.







GOOGLE

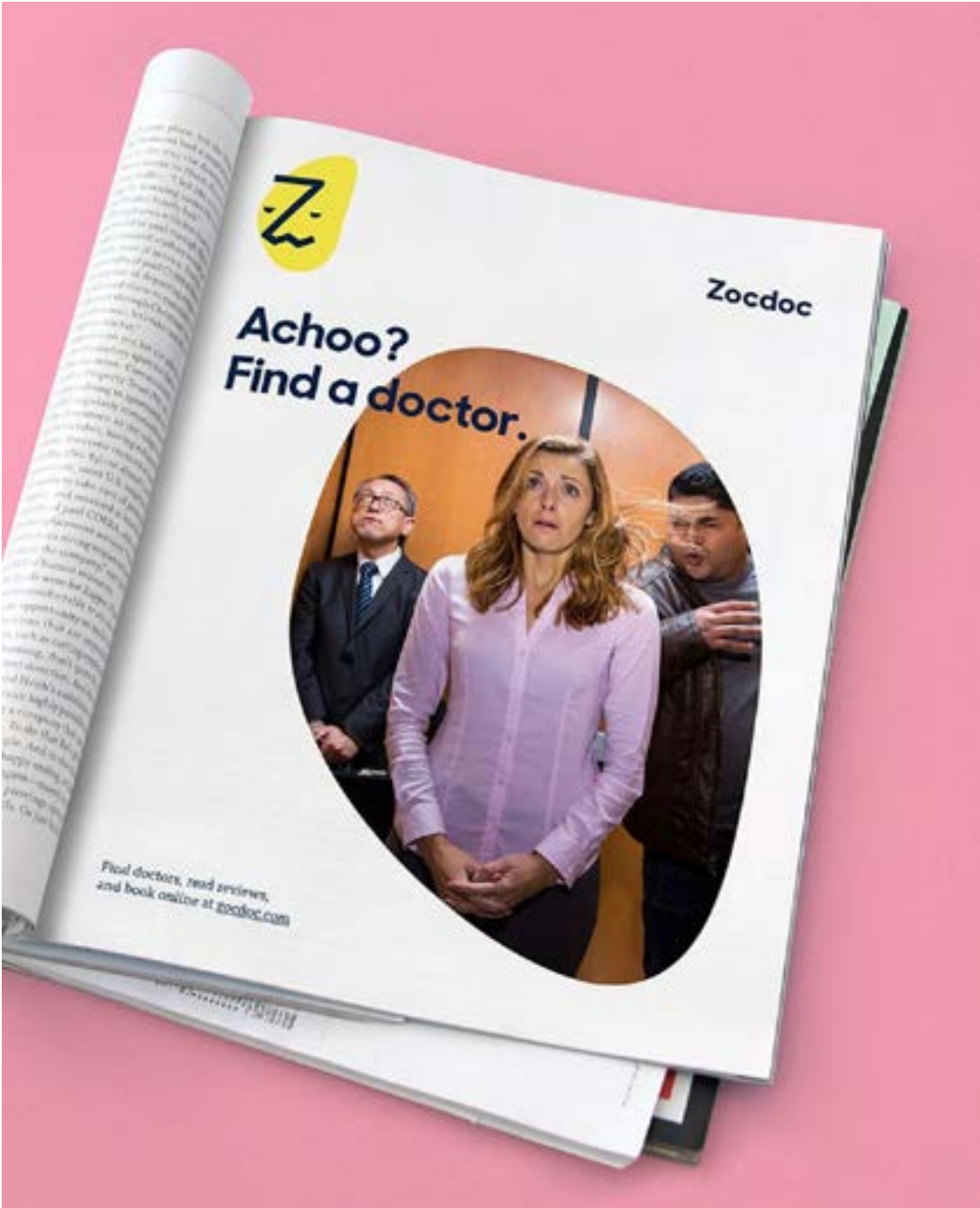
Some founders would be satisfied with helping millions of people get easier access to doctors. But Zocdoc CEO Oliver Kharraz and his team have bolder ambitions; their sights are on transforming the relationship we have with healthcare forever. They wanted to better respond to a patient's needs and emotions with an experience that felt radically different from a healthcare sector beset by complexity, bureaucracy and analog legacy.

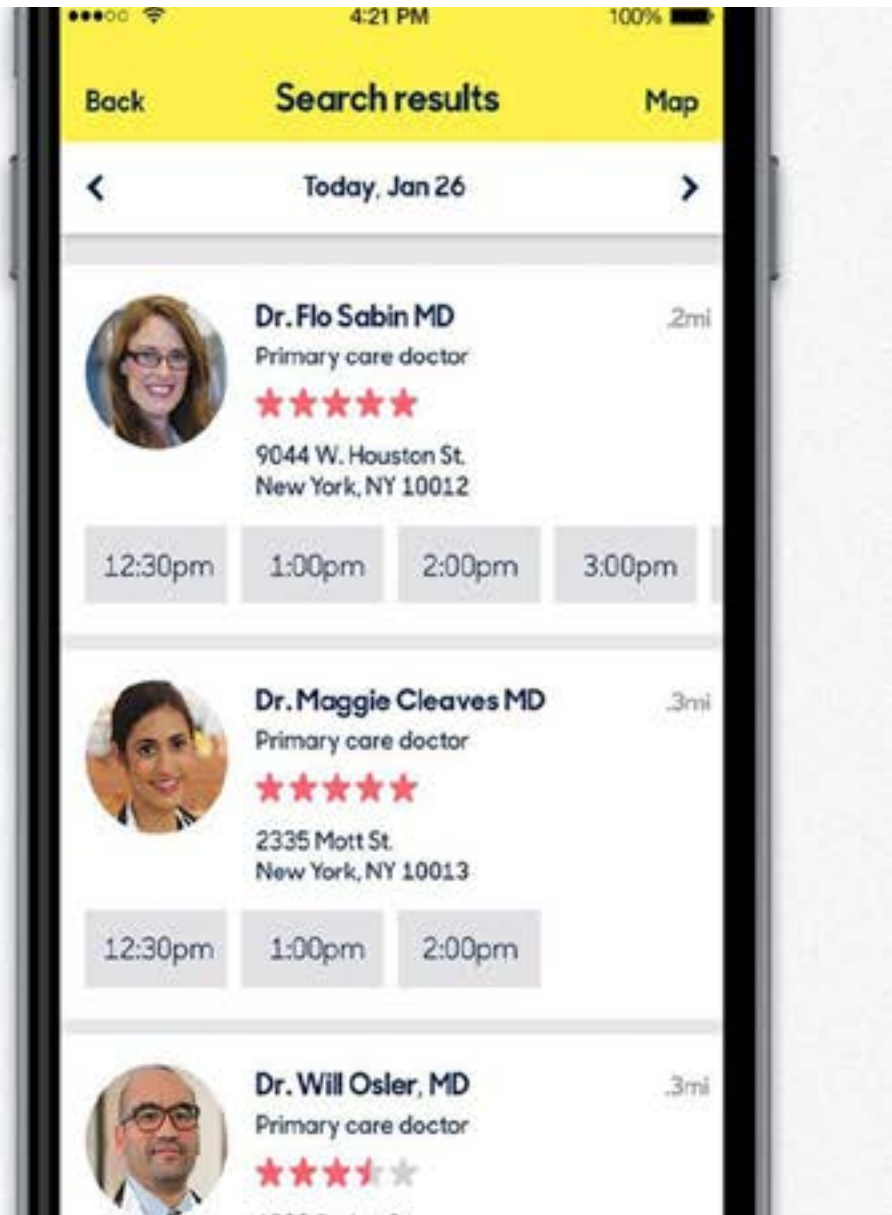
From a desktop-focused experience led by cartoon-like characters and a user flow focused solely on efficiency, we put forward a responsive, mobile-first experience. Graphically, the design is a marked departure from sector norms. The warm, yellow-led colour palette is optimistic, instead of clinical, in feel. Instead of corporate shields and crosses, we created Zee – a line drawing of a dynamic letter Z with eyes, evoking an ever-changing face. By subtly responding to situations in a human way, Zee helps patients feel like their journey is understood, and a true to life photographic style mirrors patients' day to day lives. Real patients were brought into the conversation.

Today, tech-first company Zocdoc helps millions of Americans find neighbourhood specialists, book appointments instantly and cut the form-filling. The platform is loved both by patients and doctors, enabling them to spend less time on admin and more on care. With 600 employees and a recent valuation of the company at \$1.8 billion, the Zocdoc team helps patients connect across a fragmented landscape as a trusted centre of care – the digital heart of the experience. With an experience designed to match their bold human vision, Zocdoc is now a better partner to millions of patients, and puts them in control of their own health.











BREAST CANCER

Breast Cancer is the most common cancer in the UK, with 1 in 7 developing it in their lifetime. A lot of progress has been made, but it still takes the lives of 11,500 women and 80 men every year. To tackle the disease faster Breast Cancer Now and Breast Cancer Care merged to unite.

Together, the new charity formed by the merger is the UK's first comprehensive breast cancer charity. The charity needed a new brand to unify the two heritage charities and raise the money needed to reach its vision: by 2050 everyone diagnosed with breast cancer will live and be supported to live well. We helped the charity define its new proposition, name, identity and tone of voice.

We helped the team recognise that bringing world-class research and care together gave the charity a unique perspective; a complete view of the disease and of people's experience of it. So, the charity can improve outcomes and offer more personalised approaches, through world class research and life-changing support. We built the proposition from this: "The complete view. The whole way through."

The identity reflects this idea of the complete view of individuals' journeys. 'The embrace' – which represents the joining together of research and care to support those affected by the disease – it's used throughout the identity, as well as being a frame for photography, showing the experiences of people affected by breast cancer on the inside, and the charity on the outside. As it moves, it reveals different angles of people's journeys and the charity's work. The colour palette which again draws on the legacy brands and tone of voice is designed to have stretch to be both bold and reassuring.

The colour palette demands stand-out compared to the sector's 'pink fog' and also includes a purple shade to help represent the serious nature of breast cancer, including secondary breast cancer. We also developed a handwritten typeface to give the charity a more personal presence.

The brand launched at the start of October 2019, in time for Breast Cancer Awareness month – and we wish the new charity the very best of luck in its fundraising efforts. The company stands for Breast Cancer Care merged to unite.



BRINGING EVERY
STORY INTO VIEW





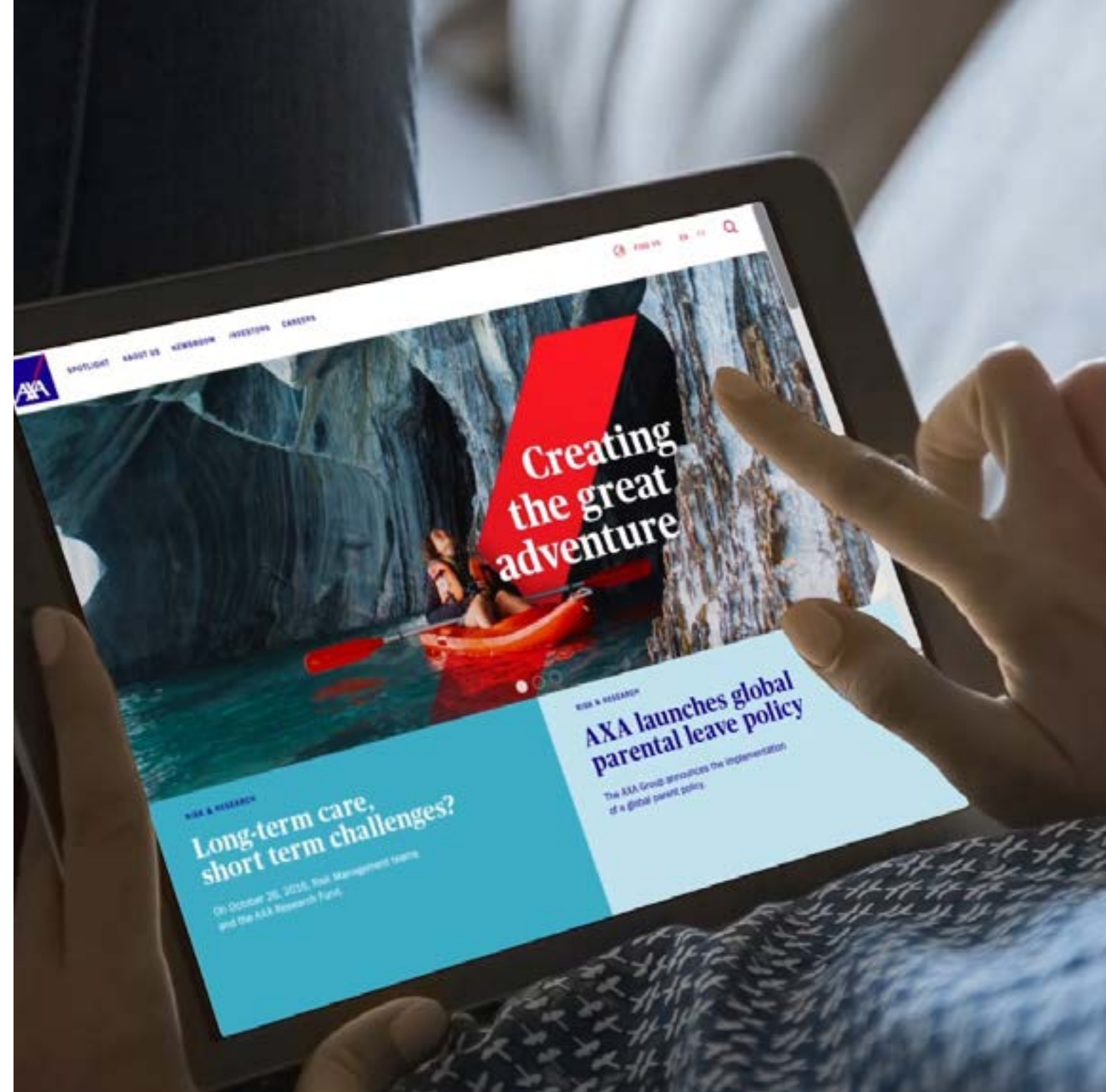
The traditional model of insurance where everyone pays premiums but only 20% claim leaves many feeling left out. People have started to expect more. To create a successful business model, and maintain its leading position at a time when new, tech-driven insurers are capturing people's attention, AXA wanted to change. Rather than being a payer that only supports when things go wrong, it's aiming to be a partner that encourages.

We helped shape a new promise for the AXA brand: Know You Can. It positions the organisation as a brand that enriches people's lives, it guides the business to act differently, and it invites employees to pursue their goals. And most importantly, it makes it imperative for AXA to become an encouraging partner.

To signal a change, we created a refreshed identity system, working together with Rob Bailey, Sixième Son, Publicis and Animade. The red switch, which has been part of the identity for over 20 years, sits at the heart. Liberated from the logo and amplified in size, the switch takes on new presence and meaning. The upward angle

represents forward progress and possibility, linking to the 'Know You Can' promise, and it's always shown with people, either through photography or illustration, to show the connection between AXA and its customers. This representation with photography and illustrations creates more interest for audience for advertising.

The new brand promise was the foundation for a global advertising campaign which has increased consideration for AXA by up to 13 points and increased intention to buy by up to 9 points. It has also shaped a new, global approach to customer experience and innovation, helping teams launch new propositions and services that deepen AXA's relationship with its customers.





Insurance

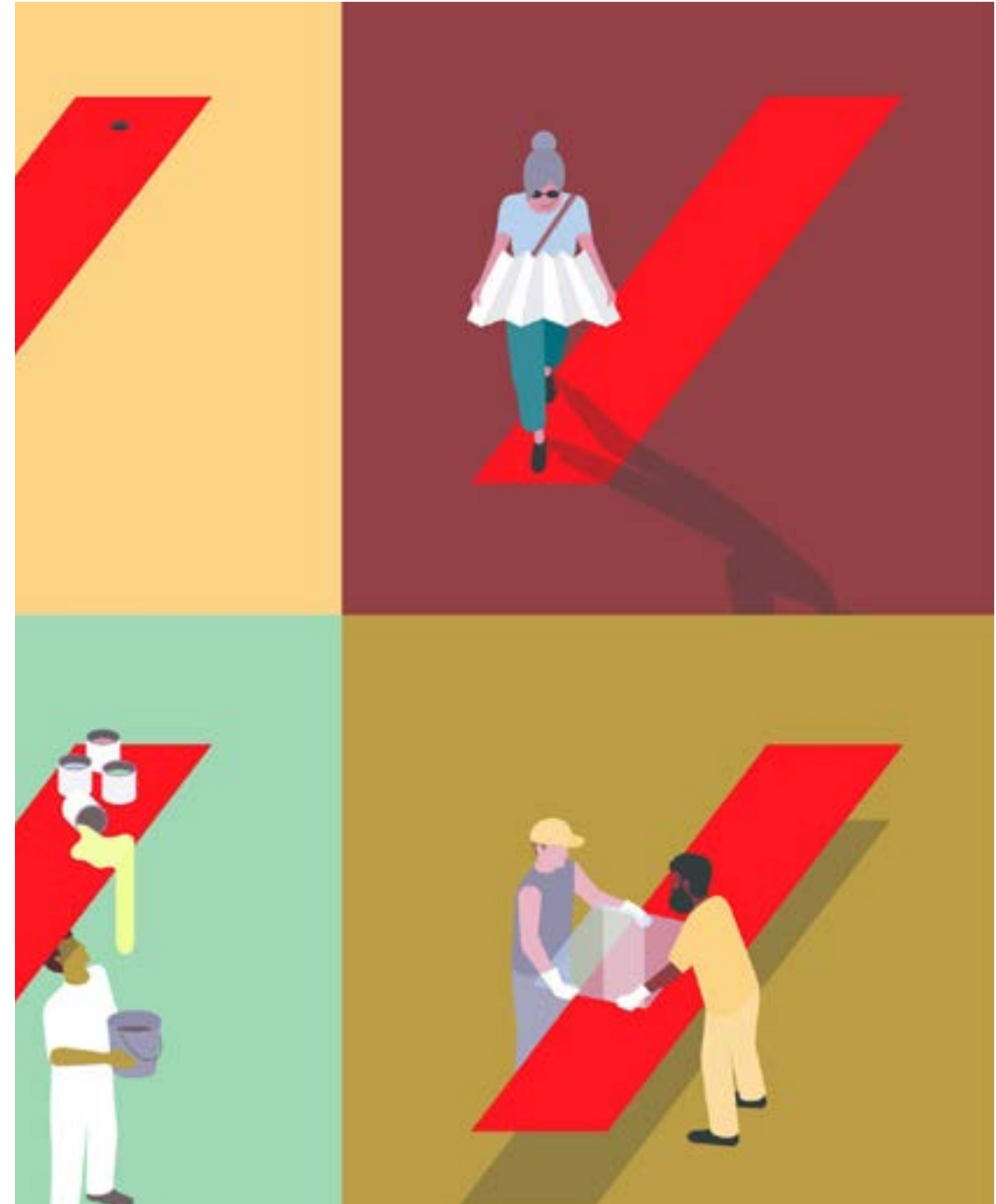
We've
got your
back

Stretching out on the beach?
Climbing a rock face? Whatever
your holiday angle, you can relax
with our travel plans. We're by
your side, wherever you get to.

axa.com/insurance



#KNOWAXA



There when things
go wrong



SAGE THERAPEUTICS

For too long, people with brain and mental health disorders have been left behind, contending with stigma, treatment options that are often inadequate and pharma companies abandoning a field they deemed too complicated to tackle. Biopharma company Sage Therapeutics is pursuing new ways to treat brain disorders and was on the cusp of bringing an important, and innovative, new drug to market. Before it could set a new standard of treatment for disorders ranging from depression to epilepsy to Parkinson's disease, Sage needed a brand that could work harder as the company advanced its mission to develop therapies and help people get better faster and through an app, which helps people get help.

As Sage evolved from a clinical to commercial-stage company, we helped express its distinctive approach shifting the conversation from mental health as subjective experience to biological condition, with solutions that have the potential to radically improve people's lives. We reframed the brand around its core belief that seeing the brain differently makes a world of difference. This language lets Sage own the 'brain health' space and embodies its commitment to destigmatize and treat the brain with the attention and urgency given to other vital organs.

The design system puts an emphasis on an optimistic depiction of the brain and the patient stories behind it. At the heart of the visuals is the new logo that tells the story of a united, collaborative approach to brain health. Bold colors and illustrations challenge industry of inaccessible scientific imagery and suffering patients.

In 2019, Sage brought to market the first and only treatment specifically approved by the U.S. Food and Drug Administration for postpartum depression, a condition that affects up to 1 in 9 new mothers. We are proud to have created a new, optimistic brand to help launch Sage's first treatment and we're eager to see the brand continue to help change how people see and treat brain conditions.





PATIENTS &
CAREGIVERS

HEALTHCARE
PROVIDERS

THERAPEUTIC
FOCUS

OUR
MEDICINES

PROGRAMS &
RESEARCH

Investor/Media

Clinical Trials

Contact Us

ABOUT US

WORKING
AT SAGE



Seeing the brain
differently
*makes a world
of difference*

LEARN MORE ABOUT OUR THERAPEUTIC FOCUS

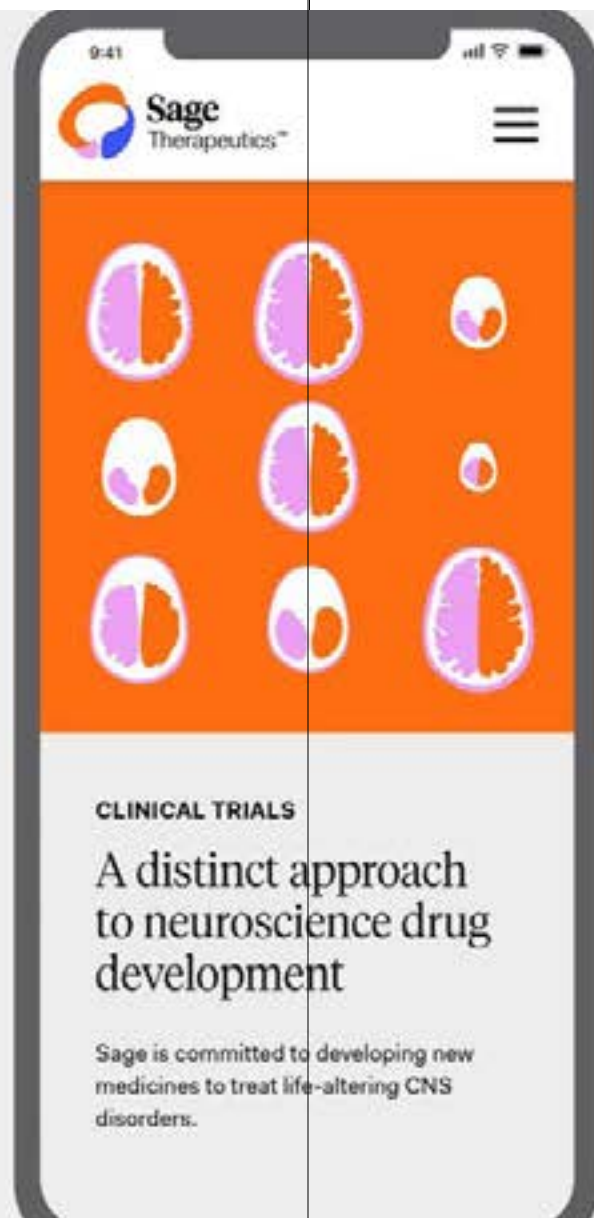
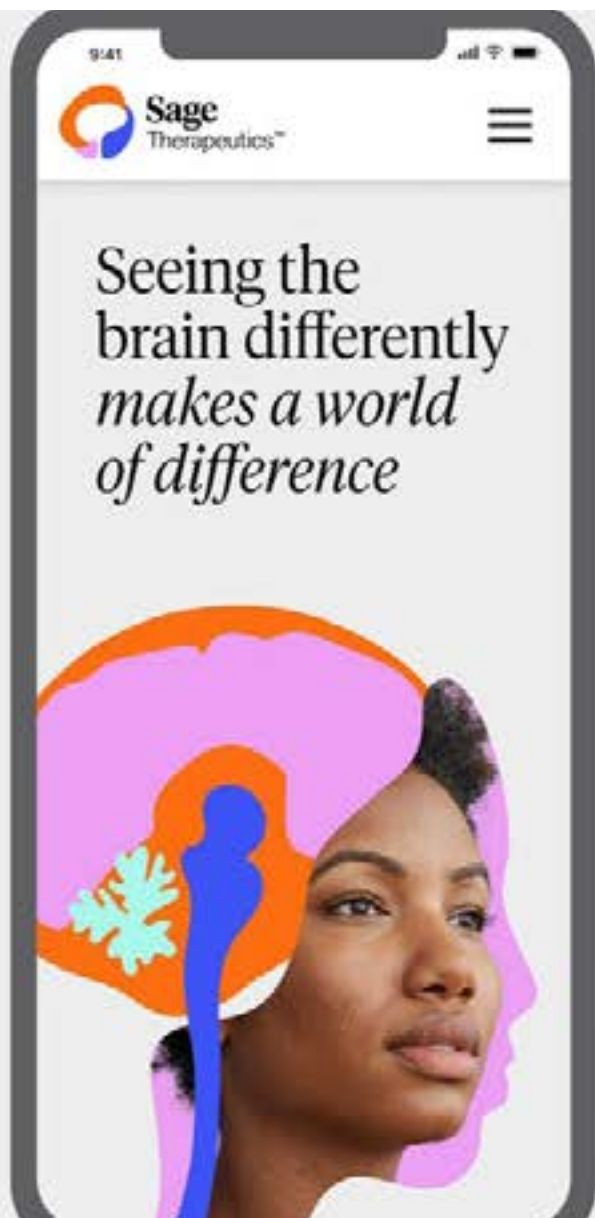


Back to
myself



Back to
being whole again





TREATWELL

Treatwell was already Europe's no.1 hair & beauty booking marketplace when our relationship began. But with a renewed focus on creating more, and more lasting, relationships with partners (salons and stylists) and an ambition to expand into multiple new markets in 2020, it needed a reimagined B2B brand to set the stage for its next chapter of growth.

We explored partners' needs, conducting a quant attributes study with almost 500 partners. This revealed the building blocks for a new needs-based proposition led by 'Work Beautifully,' giving Treatwell a new way to organise and talk about its offer.

'Work Beautifully' also set the direction for a new partner experience. Verbally, through tonal principles and a messaging framework to tell a clear and compelling story. Visually, with a new identity to create a distinct B2B presence. Experientially, with a new approach to partner engagement to ensure maximum impact with every interaction. We activated 'Work Beautifully' with a digital toolkit and roadshows designed to equip teams to take Treatwell to market in a better way, and create a better experience.

Our work has given Treatwell clarity, momentum, and a platform for growth. It has helped teams talk about the Treatwell offer in a way that elevates above products and services, to needs and benefits. It has united and energised the organisation around a singular direction. And it has equipped Treatwell with a brand that can be implemented quickly and easily. Just weeks after our project ended, Treatwell launched a successful city-wide partner brand campaign in London; the first of many to come as it grows and take the hair and beauty industry by storm.



treatwell

Platform ▾

Resources ▾

Pricing

Log in

Sign up

Work beautifully

All the tools it takes to build a brighter hair and beauty business. One, easy place.

Let's work some wonders together.

Partner with us



Essential

We focus on what matters most – communicating with clarity and urgency.



Vibrant

We are upbeat and smart to reflect the partners in our industry.



Relatable

We put ourselves in our partners' shoes to craft experiences that are true to their reality.



Outcome focussed

We lead with the benefit to help partners feel optimistic about what's to come and never overwhelmed about the present.

Work beautifully



ENEL

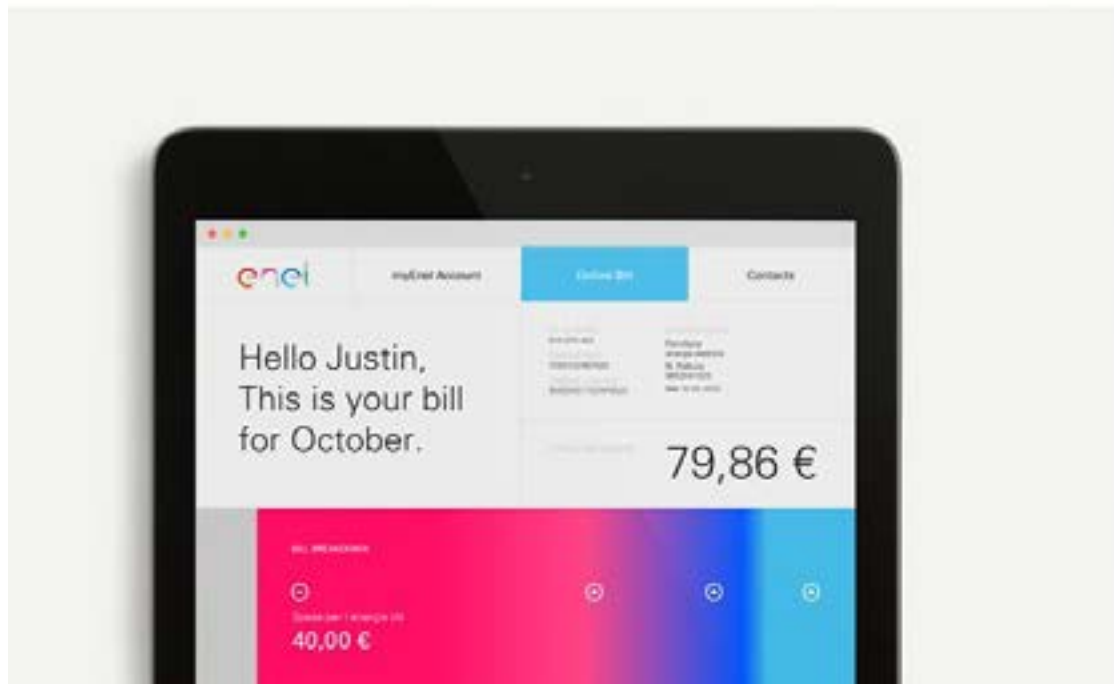
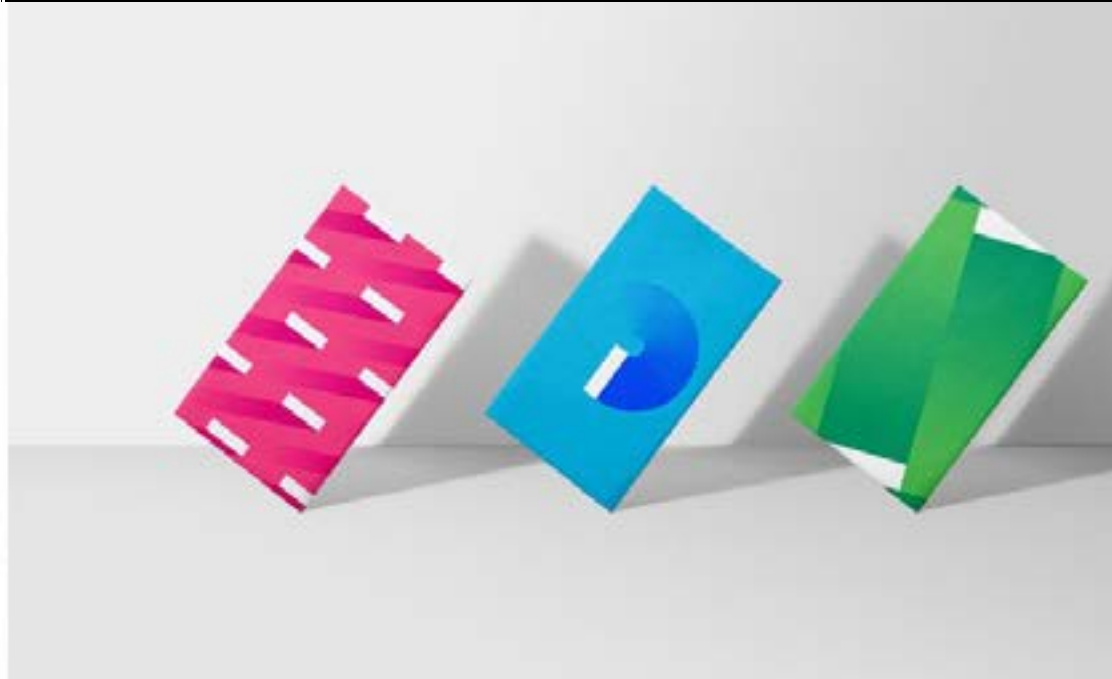
Enel is one of the world's biggest energy companies, the largest producer of renewable energy and runs the only fully digitised energy grid. Its leadership team decided to develop a transformative brand to help it shape and lead a new, participatory era for the sector where people will produce their own energy, technology will convert energy into new opportunities and the world will thrive on more sustainable energy resources.

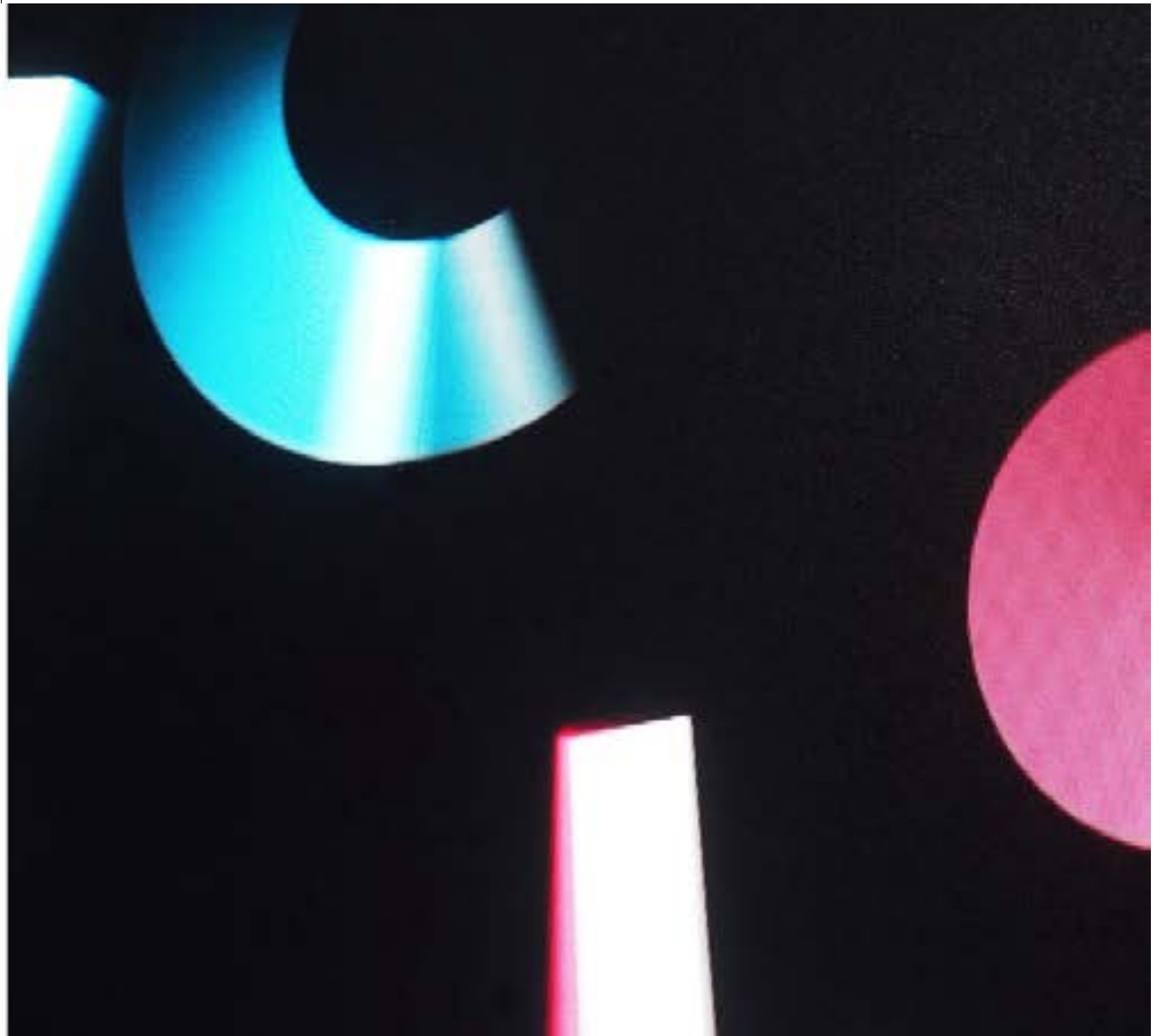
We worked with Enel to develop its brand proposition 'Open Power' as a strategic platform for growth. Offering a clear rallying call to unite the organisation to shift the entire sector from a production oriented, conservative mindset towards a people centric philosophy that truly engages its customers, partners and stakeholders to open new opportunities.

This philosophy was then brought to life through a new brand architecture including the creation of the Enel X services brand and a new visual identity built around a cursor energy's starting point that's always moving and energetic.

The Enel brand has had a truly transformative impact uniting an organisation and several product lines across 30 countries, as well as driving growth and preparing the organisation for the digital age. It has also helped the company experiment and innovate for the future, including the creation of the future-facing Enel X brand that will transform energy into a new power for people and businesses.







LAFAYETTE ANTICIPATIONS

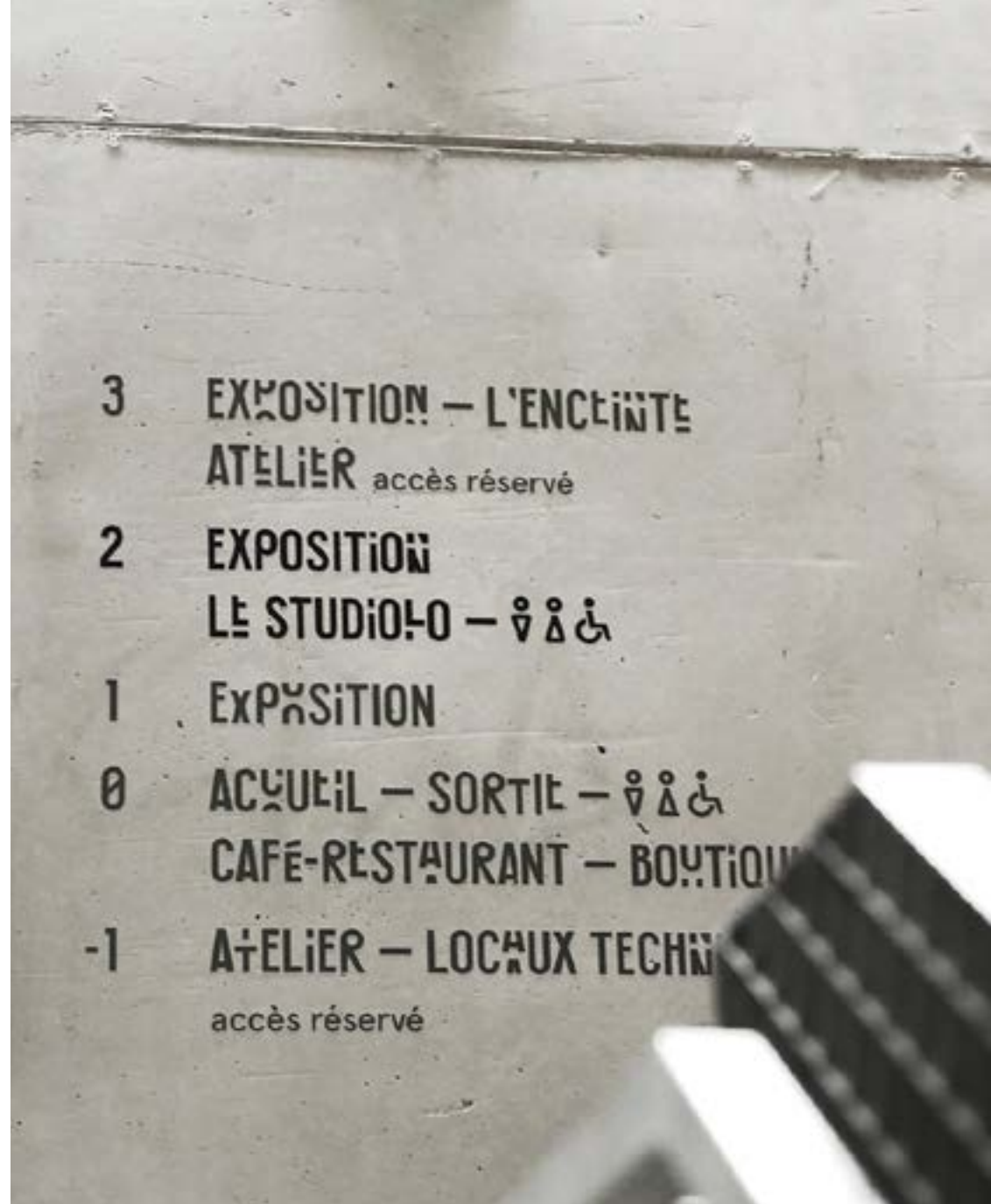
When considering the launch of a world class cultural institution to rival those of Guggenheim, Cartier and Louis Vuitton, Galleries Lafayette founder Guillaume Wesey had a bigger ambition: to nurture artists in the development of their work rather than simply celebrate the outcome. Guillaume and Francois Quentin, the newly appointed curator and Director of Lafayette Anticipations, asked Wolff Olins to create a brand strategy and experience that would reinvent arts patronage.

Inspired by both its ethos and the modifiable building architecture, we anchored the brand around a bespoke typeface. Created in partnership with Colophon, the letters are revealed and hidden in parts, creating a sense of anticipation. To ensure no two words look the same, a special algorithm was created to yield different combinations. We developed the spirit of the identity as Newness and Nowness. Newness a place where artists challenging themselves to work in new ways and for the public to see work totally different from what they expect from the artist. And Nowness a space where the project in process is the work and where the public's experience of the work will change every visit.

This interconnected system of responsive assets, is an example of intelligent identity at work. Since the start of the year it's received over 400 pieces of press coverage, including in Design Week and Dezeen. Lafayette Anticipations launched on March 10 with an inaugural exhibition by Lutz Bacher, to wide acclaim from artists, influencers and the public. It won a Silver Award in "Creation of A New Brand Identity" at Cannes Lions International Festival of Creativity, two Wooden Pencils from D&AD, and a Fast Company Innovation by Design award in 2018.











SHOP SM

The SM Store introduced the nation to the shopping mall and has become central to how Filipinos live and shop. As Filipinos have become digital, e-commerce in the country has grown far more slowly than the rest of the world. It was time to take The SM Store online and give people a whole new way to shop the store.

We created a new name, ShopSM, and a new identity, The Super Standard. The identity takes standard things from the everyday and makes them super. It represents what ShopSM sells, stands out in the market, reflects The SM Store's standard setting heritage, capturing the new shopping behaviour the brand promotes.

Launched in Summer 2019, ShopSM makes it more convenient and more exciting for the Philippines to shop for the essentials that make their everyday brilliant. The recent launch sets the standard for other brick-and-mortar retailers in the Philippines and establishes a positive path for other national retailers to follow.

Men Women Baby Home Toys Health + Beauty Travel + Lifestyle Shoes Kids

3DS

Online 3-Day Sale Up to 75%

Wednesday 30 January

Starts in **13 08**
Days Hours

Earn SMAC Points
 Cash On Delivery
 Authentic Products
 Pick Up At The SM Store

Most Popular

Shop More

Mens Casual White Shirt	Casual Crew Socks 3-Pair Set	Mens Polo Shirt Dark Green	Parisian Ladies Zariah Handbag in Taupe	Mens Club Mens Polo Shirt (Red)
P599.75	P319.75 P159.75	P499.75	P699.75 P299.00	P499.75

3DS

Online 3-Day Sale Up to 75%

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ALIBABA CLOUD ET

Alibaba Cloud is the cloud computing arm of Alibaba Group. At the heart of this lies ET Brain, best described as an intelligent, adaptive technology platform with one goal in mind, to help solve the most complex problems that plague not only business but also society. It has the ability to revolutionise established systems, influencing everything from urban traffic flow and environment management, to healthcare practice. And as a highly technical and radically new proposition, it needed to establish itself in the world.

Our task was to create a visual, audio and behavioural language that would feel natural, friendly and human, whilst still feeling future-facing. We called this 'Evolutionary Technology' a technology that understands us, evolves with us and is for everybody. Using motion as the starting point, we focused on a core set of behaviours and built out subtle animations that mimic the way people behave when waiting, listening, thinking and speaking. These would give a sense of what the technology was doing, but also how it might be feeling. The identity would be used to represent both the technology and the company on and off screen from an interface to an Olympic mascot.

ET Brain was launched to the world at 2018 Winter Olympics in Pyeongchang, as part of a 12-year partnership with the Olympics. The work was also given an honourable mention by Fast Company in their Innovation by Design awards. ET Brain is an exemplar of intelligent identity going beyond visual identity to create a truly meaningful brand.

**POWERING
YOUR
CITY**

Evolutionary
Technology
for Cities

**ET
BRAIN**
ETAM

This billboard features a city skyline at sunset. The text 'POWERING YOUR CITY' is at the top. Below it is the tagline 'Evolutionary Technology for Cities'. At the bottom left is the ET BRAIN logo and 'ETAM'.

**ET BRAIN
FOR OLYMPICS**
ET 奥运大脑

Evolutionary Technology
for the 2020 Tokyo Games

This billboard features a tennis player in action. A large white hexagon logo is overlaid on the player's racket. The text 'ET BRAIN FOR OLYMPICS' and 'ET 奥运大脑' is in the center. At the bottom is the tagline 'Evolutionary Technology for the 2020 Tokyo Games'.

**THE
BRAINS
BEHIND
YOUR
BUSINESS**

Evolutionary
Technology
for your business

**ET
BRAIN**
ETAM

This billboard has a purple-to-teal gradient background. The text 'THE BRAINS BEHIND YOUR BUSINESS' is at the top. Below it is the tagline 'Evolutionary Technology for your business'. At the bottom left is the ET BRAIN logo and 'ETAM'.

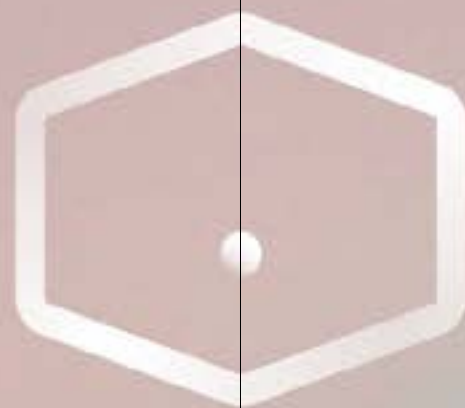




ET BRAIN

FOR CITY

ET城市大脑



ET BRAIN

FOR INDUSTRY

ET工业大脑



ET BRAIN

FOR OLYMPICS

ET奥运大脑

