

# brand new stars

Agency Profile: Corporate Identity  
Design and Brand Consultancy



MARTIN ET KARCZINSKI

Corporate excellence, strategic brand thinking and outstanding design have defined Martin et Karczinski as an agency since it was founded in the year 2000. The diversity of disciplines brings benefits and success to your business.

Confidence is created when what is valuable on the inside is perceptible in the external form. Only when your brand and company consistently and properly reflect the quality of your products or your service will you appear credible and genuine to your target audiences. The entire brand experience chain – from print and web through to trade fairs and point-of-sale – must be shaped so convincingly that it communicates trust, strength and appeal to customers at every point.

The agency has won 272 awards since it was founded, including:  
ADAM Award in Gold, Silver and Bronze  
ADC Award  
Annual Multimedia Award  
Automotive Brand Contest  
Berliner Type Award  
Best of Corporate Publishing  
Corporate Design Award  
DDC Award in Gold  
European Design Awards  
German Design Award  
Good Design Award  
iF Communication Design Award in Gold  
MfG Award  
PR Image of the Year  
red dot design award (best of the best)



Agency Martin et Karczinski, Zurich

+ communication-  
strategies with superior  
design quality



## Portfolio of services

Corporate Identity (CI)

Corporate Design (CD)

Consultancy

Media Design

Corporate Communications

Financial Communication

Digital Brand Management

Three-Dimensional Branding

Naming/Claiming

Operative Tools CI/CD

Identity/Character Development

Consistent, Unique Visualisation

C-Level Consultancy, Brand Strategy

Corporate Brochures, Product Catalogues etc.

Integrated Corporate Communications

Annual Reports, Supporting Media

Websites, Apps etc.

Trade Fairs, Point-of-Sale etc.

Target audience-focused naming at company or product level

CI/CD Manuals, Brand Portals etc.

Alape, Albin Kistler, AUDI AG, Cerletti Immobilien, Deutsche Börse Group, KUKA, Lufthansa, MAN, Miles & More, Nürnberger, Occhio, Parador, Siemens Gigaset, Sonova, Silhouette

Martin et Karczinski advises you in all aspects of communication and makes your brand the brightest star in your segment.

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