



# ***STUURMEN***



We turn burning  
ambition into brand  
strategy and arm  
you with digital  
awesomeness.

*By Matias Flores – Pizarra Inc.*


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## KILL OFF THE AVERAGE

This document is the starting point for Pizarra Inc. very first project, a collaborative work with renowned company Stuurmen, which is established as an award winning branding agency.

Having been established as one of the most important branding agencies not only in the Netherlands, but also around Europe, Stuurmen is well known for their excellence and methodic work that brings the best out of their client's DNA into an outstanding new way of digital branding.



“Work hard, work hard. For us, work feels like play. Ambition bounces off the walls, every day again. With unbridled energy we set the bar high, and if possible, a little higher.”



Frank van Oudhuizen  
Brand & Digital Designer



Stijn de Jong  
Brand Strategist & Creative Developer



Sven Jeurgens  
Creative Developer

## WHO ARE STUURMEN?

Stuurmen is a branding agency for premium products and services located in the heart of Eindhoven, where they transform their client's DNA into strategy, strategy takes shape in super brand identities and award-winning websites.

They build brands with and for the ambitious. Those who pursue to kill off the average and break from the ordinary. They combine brand strategy, brand design and digital to transform businesses into brands that people will fall in love with.

# SERVICES

## Brand Strategy

They embrace an inside-out approach. They work hard to define what makes you, you. And why it should matter to your audiences.

Craftsmanship requires imagination. That's why they never put the brakes on creativity.

Research & analysis, brand positioning, brand personality, naming, storytelling, value proposition.

## Brand Design

Their design translates brand strategy to tangible and thought-provoking experiences.

By combining conceptual thinking with sharp aesthetics, they express the pure essence of the brand. Transforming businesses into brands that people fall in love with.

Identity design, brand guides, print design, photography, copywriting.

## Digital

They push the digital boundaries of what people consider possible. Making your digital presence one to envy.

UX/UI Design, interaction design, front-end development, headless & open source CMS.





## STUURMEN NEEDS

In this project, Pizarra Inc. was tasked with devising an idea for a tool that essentially would allow their client's marketing department, and if needed other departments, to assess changes to any of the elements of their brand style guide without having to relay too much on the IT department.

Essentially combining 2 other tools together, Digital Asset Management (DAM) and Content Management System (CMS), which is aimed to reduce the necessary steps to fulfill simple changes as well as develop new ideas on-the-go.

LE  CROWN



## PROJECTS

As a branding agency for premium products and services, Stuurmen has worked with some of the most exclusive brands and companies, making sure that they develop a clear idea of their branding without taking away what makes that premium product/service a top of the line brand.

Big or small, their clients all have one thing in common, they bring something unique to the table. They are goal-oriented with beyond average ambition and that is reflected in their product or service. They want to be the very best, like no one ever was.

The Stuurmen mission is to help clients make the leap. They get right to the very root of a business's DNA and help it transform itself into a brand that is destined for long-term impact.

## Examples

Some of Stuurmen most renown projects are:

- Triple & Crown



- Simplxr



- Abstraction

