

bureau
twentytwo

A Company of Creatives

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Brand management with quality and ease.
We help you investigate your true visual identity.

Has your brand been reported stolen?

DESCRIPTION

A holistic design bureau dedicated to creating high quality products offering a broad array of designer and developer services enabling visual brand management with quality, ease and pace.

MISSION

Our mission is to full-proof visual identities across the world from beginning to end by utilizing interdisciplinary practices to conceive, design, develop and test any analogue or digital product.

DISRUPTION

Bureau Twentytwo is A Company of Creatives based in Belgrade, Serbia. Our goal is to bring great design to life for up and coming companies by offering them a holistic approach to their visual identity through the principles of total design. Our planned expansion in the next 3 years introduces architecture, interior design, and software development, with which the bureau will be enabled to create any digital or physical experience from beginning to end, making interdisciplinary cross referencing our greatest added value, rendering brand progress convenient and easily manageable.

Observing the world through the eyes of beauty and placing design as our main pathway, we see function as an implied must - everything created should work flawlessly. Offering business solutions digital or analogue, we stand as a business consultancy that blends well designed, fully functional and easy to use products with improvement suggestions behind the scenes tailored to fulfill any needs imposed.

TEAM

Our team is a group of designers, engineers and business-oriented individuals that strive to learn new methods and techniques day in and day out. With self-improvement as a driver we work towards creating as much impact as possible within the current design scene. Understanding the pace of the zeitgeist we hold key values for supporting and scaling the contemporary, digital age business.

MANIFEST

[context]

To us, design represents the visual and functional beginning of any given physical entity, process, system or mechanism. We see design as having the positive aesthetic pull, alongside the functional solution being built in. One can ask what comes first? Once the goals for a project are set and the conditions aligned, design steps in.

[current state]

The previous and the beginning of this century has been distinct by high volume production, optimization, automation, data analysis, technological progression and a constant growth in market cap. This has clear effects on the design industry, positive ones as the increase in demand has been surging ever since, and negative ones due to the lack of focus with new techniques and technologies arising every day. These market conditions brought on a crowd that had a clear mind but the wrong intentions, resulting in numerous poor brand experiences. Another issue we discovered was the 'design as a complementary activity' that developer and marketing companies are addressing their clients with. Having design as the second or third driver can easily backfire, no matter the technical mastery linked to their core competence.

[design thinking]

Design is becoming an increasing value in everyday life. We see the significance of this and realize that a broader knowledge is implied when trying to achieve great design. Every designer must understand many different disciplines in order to respond to various requests in the right way. In business, the function of design is deeply interlaced with what is built (product), how its built (process), what the values are (marketing), and often supports or is directly linked an organization's mission and vision. Compassion and empathy are a big part of the equation, in order to fully respond, we need to understand a given problem or situation completely, as well as know who we are working for, in order to accent the values a solution offers.

[communication]

Problems arise in the lack of understanding between benefactor and executor. Most of it comes from vanity and ego that live within all creatives. Our greatest revelation from years of experience is that being humble and at service gives you greater freedom when making decisions instead of imposing them on the client. We are the experts, therefore we are the ones that have to manage client expectations and recommend good practices, instead of fulfilling our own desires.

[contribution]

We are interested in steering the design community towards an aesthetic and functional mindset by equipping them with resources from experience and years of collected assets(database). Continually evolving our skills through courses and new methodologies, our plan is to open source our know-how when a self-sustaining system is set-up.

[forthcoming]

We will continue to build on what design should be and work on its importance in the future, our image of the world is articulated by beauty. We welcome many to join the cause as our doors will always be open to anyone who is up for discussion or experiment.

WHAT WE DO

[branding]

logo design
brand kit
brand story
brand book/strategy
business cards
email footer
memo/document design
invoice design
posters
pitch decks
social media setup
social media posts
publications
book covers
interactive PDFs
GIFs

[video/animation]

voice over recording
sound design
2d animation
storyboard creation
script writing
motion graphic logo
video shoot
video editing
color grading

[product design]

packaging design
product design
product photography
product rendering
3d logo
3d motion graphic logo
3d icons
3d imagery

[ux/ui/web]

user personas
user journeys
flowcharts
wireframes
web page design
LP design
squarespace design
webflow design
wix design
mobile app design
web app design
interaction design
web development
web hosting

[SEO]

SEO audit
SEO strategy
on-page SEO
keyword research
technical optimization
blogging
LP copywriting
web page copywriting

[visual brand management]

brand manager
dedicated team
day-to-day tasks
consulting
expert advice