

# BRAND DEVELOPMENT *Content*



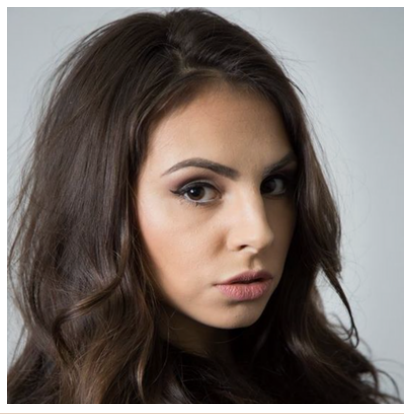
GABIJA PODERYTE (212683)  
EMMA VAN LOON (212803)  
KATERINA PLAMENOVA (212454)

# OUR TARGET AUDIENCE

The target audience for our brand is expats living in the Netherlands, either working or studying, from the age range of 18 to 30 years old. Our main focus in this group is arrivals in their first 12 months here.

# BRAND VISION

In a world in which expats struggle with integrating in a country upon first arrival, we believe that they deserve guidance in how to get their business in order because only then can they easily integrate into a new culture and society.



# ELENA IVANOVA

Creative Business student

22 year old female

First year student at Buas

Born and raised in Bulgaria

Extrovert

## BIO

Elena is a 20 year old girl that always lived in Bulgaria but decided to go study in the Netherlands because she wanted to study in an English programe and in an international atmosphere. She grew up in a middle-class family and had a happy childhood. She was an excellent student in school and always dreamed of studying abroad. She is very open minded and not scared of challenges or changes in her life. She is a confident and independent young woman. She is passionate about learning new things and exploring different cultures. She has a bubbly personality and loves meeting new people. She is also very disciplined and hardworking when it comes to her studies. She wants to learn everything about creative business and find her path in the industry as well as adapt to a new culture. She's interested in the media field and has a side job as a content creator but she is not sure how she can work in the Netherlands. She is an active, communicative person who is willing to start a new chapter in the Netherlands.

### MOTIVATIONS

- Meet new people and learn new skills for content creation.
- Get better job opportunities in the Netherlands
- Getting help for all the documents required to register in the Netherlands.

### FRUSTRATIONS

- Finding information about the new country through multiple media channels.
- Trying to avoid fake news or untrue information when it comes to the day to day questions she has.
- She also struggles with the language barrier and sometimes finds it difficult to communicate

## GOALS

- Make sure that the transition is smooth.
- Make sure to not get in trouble for missing or not knowing about certain laws.
- Finding a reliable housing.
- Excel academically and graduate with top grades.
- Improving English skills.
- Wants to get more experience in content creation and work in the Netherlands.

## MEDIA USAGE



# BRAND VALUES

## **Trust**

At our brand we think a person you should always be able to trust those around them to make sure they succeed.

## **Community**

At our brand we believe in building communities, to help our customers and locals at the same time. Being a part of a community and creating a network of people around you can be a struggle among expats.

## **Belonging**

In our opinion it is very important expats develop a sense of belonging in the new environment they have moved to.

## **Inclusion**

As a brand it is very important to us all expats get the guidance they may need. We make sure that all nationalities are included and have access to our help.



# VISUAL IDENTITY

## LOGO

Beyond



Borders

## LOGO MARK



## COLOUR PALETTE

#4E4187

#3083DC

#F8FFE5

#7DDE92

#FB6107



## TYPOGRAPHY

DREAMING OUTLOUD  
SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

CANVA SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

## MOODBOARD

