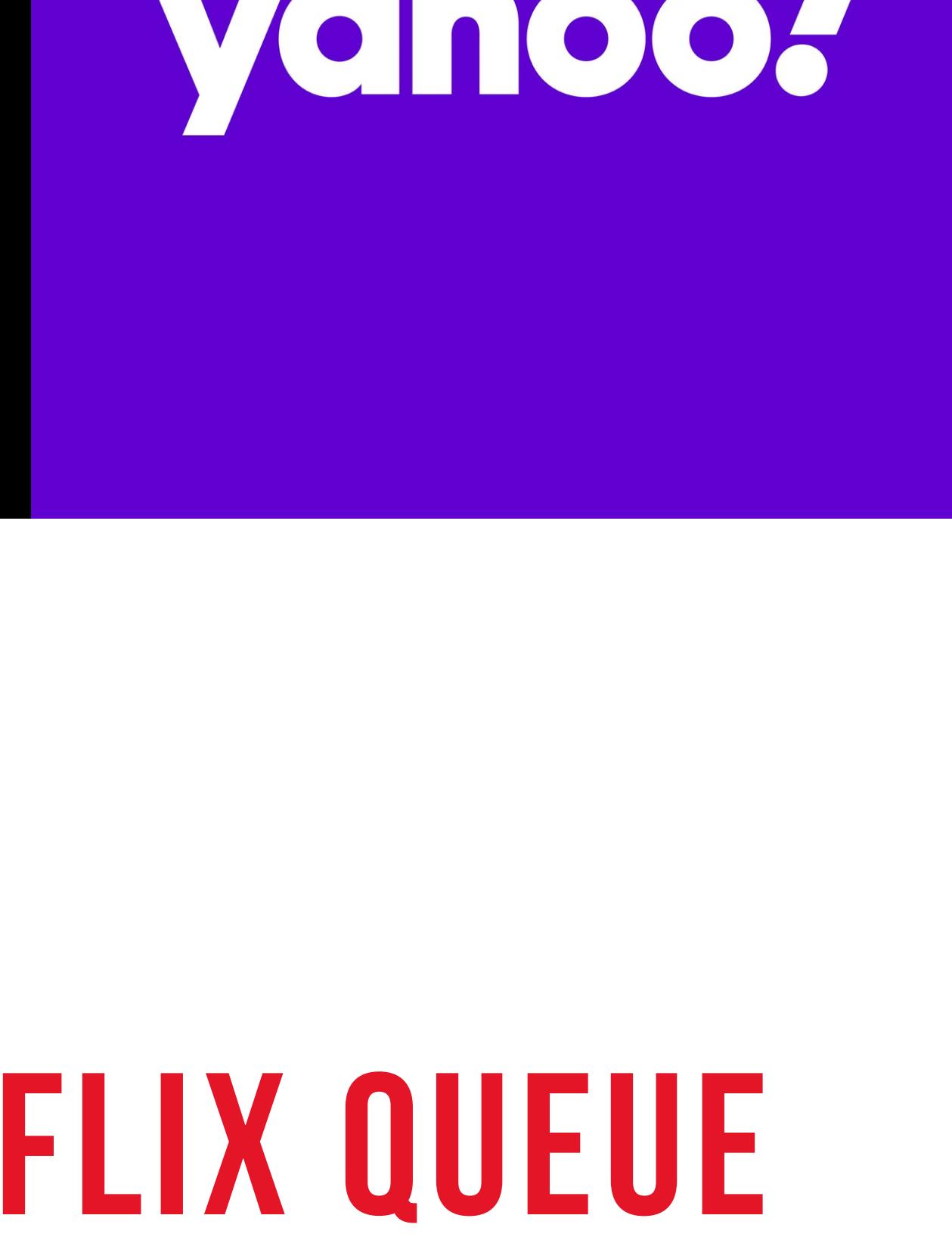
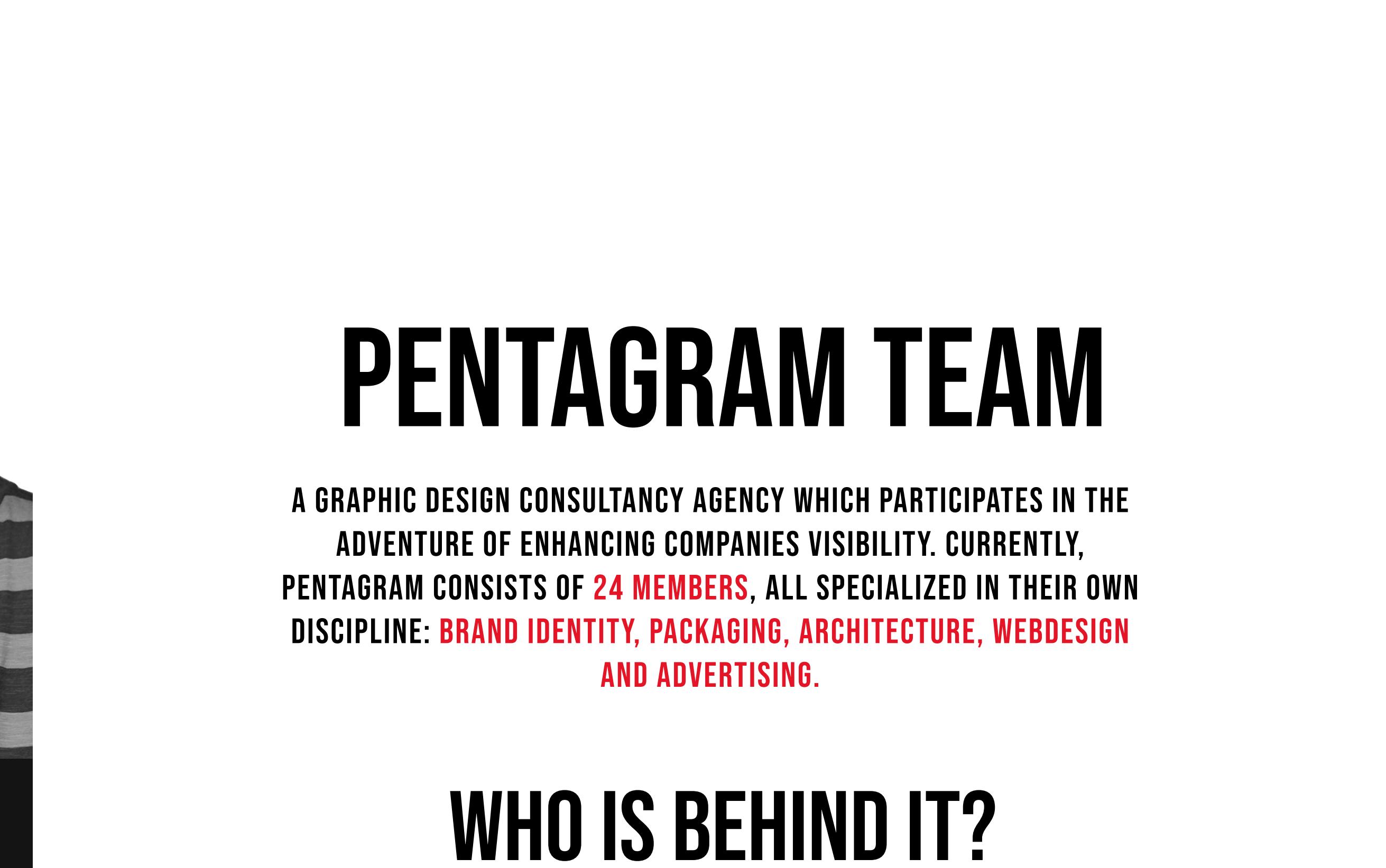


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DESIGN STUDIO CONSULTANCY FIRMS:

PENTAGRAM

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PENTAGRAM TEAM

A GRAPHIC DESIGN CONSULTANCY AGENCY WHICH PARTICIPATES IN THE ADVENTURE OF ENHANCING COMPANIES VISIBILITY. CURRENTLY, PENTAGRAM CONSISTS OF 24 MEMBERS, ALL SPECIALIZED IN THEIR OWN DISCIPLINE: BRAND IDENTITY, PACKAGING, ARCHITECTURE, WEBDESIGN AND ADVERTISING.

WHO IS BEHIND IT?

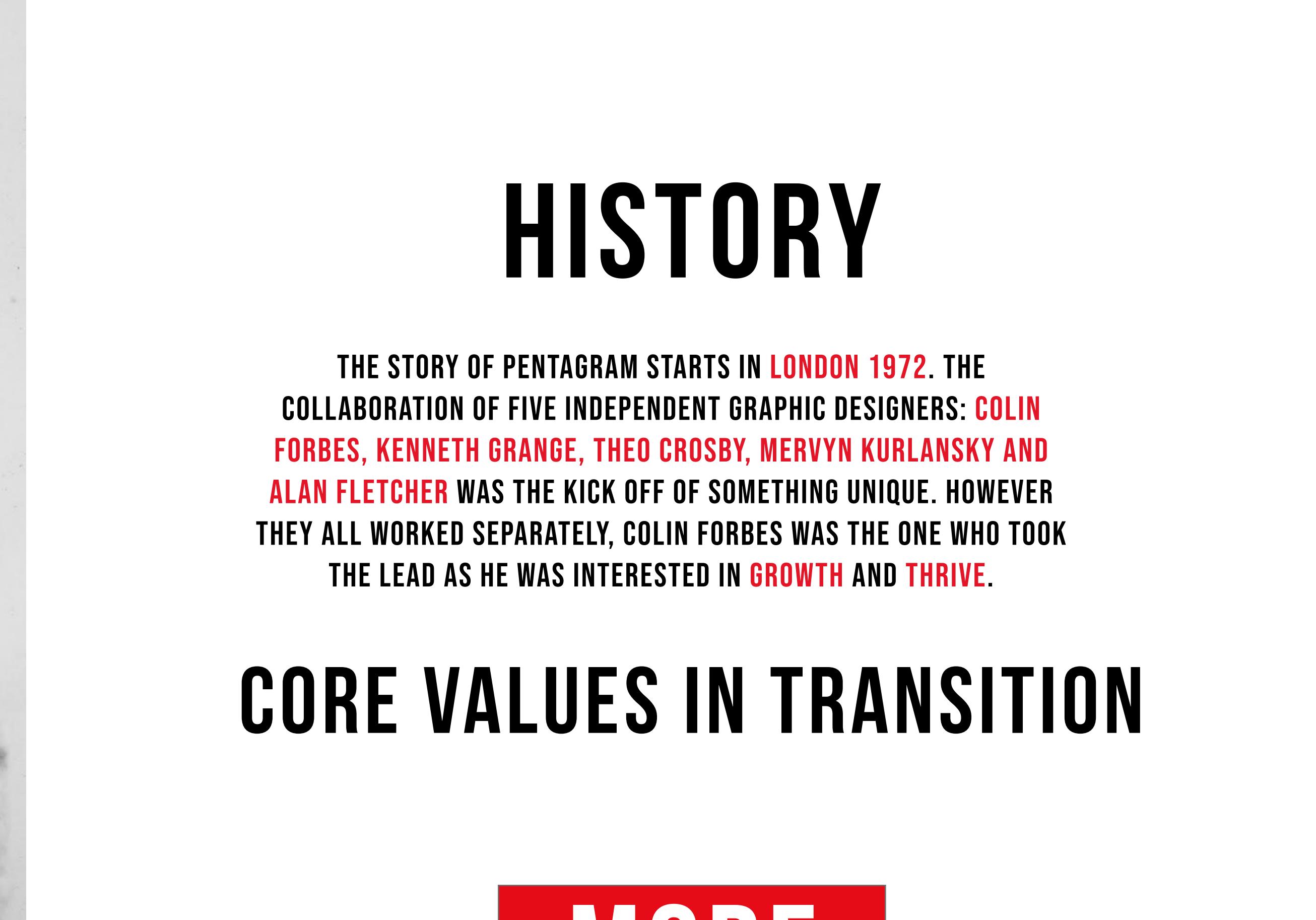
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CASE: NETFLIX QUEUE

WHAT'S ON YOUR QUEUE?

IT IS THE FIRST TIME THAT MOST FAMOUS STREAMING SERVICE 'NETFLIX' COMES UP WITH A JOURNAL/MAGAZINE. IT HAS BEEN NAMED 'QUEUE' FOR A REASON. WANT TO KNOW WHY?

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THE GREATEST

INTERVIEWS TEAM PROJECTS HISTORY EXAMPLES CONTACT

EXAMPLES

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DISCOVER INTERESTING INTERVIEWS
WITH PARTNERS OF PENTAGRAM

VIEWS



MICHAEL BEIRUT
NATASHA JEN

EVOLUTION OF DESIGN

MORE



LUKE HAYMAN

BUSINESS OF PENTAGRAM

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DISCOVER INTERESTING INTERVIEWS WITH PARTNERS OF PENTAGRAM

"PENTAGRAM: THE EVOLUTION OF DESIGN AND TURNING A CLIENT'S VISION INTO REALITY"

WITH MICHAEL BEIRUT AND NATASHA JEN

Brooke Francesi and Paul Trani at Adobe had the opportunity to interview Michael Beirut and Natasha Jen. These latter are both Graphic Designers and partners at Pentagram and joined in 1990 and 2012 respectively.

A first remarkable point in this conversation is the fact that the design process still is the same in the late 70s as it is today. Everyone asks to design covers of books, folders and magazines. The way they start working on these projects have not changed over time. The only thing that has changed is the presence of computers, as this impacted the way in which people communicate. On top of that, lots of businesses come to Pentagram to make a design for their websites, newsletters and web apps. Therefore, it was important to hire people that have particular knowledge in these branches.

Besides, Michael and Natasha emphasize that critical mass is so important today. A lot of people categorize them as just creative designers without any capacity to think how to enlarge brand equity. In contrary to this, all partners at Pentagram, before they start a project, think "how to create added value for the firm". If clients come to Pentagram and say "I need a website, web app and magazine for my firm", Pentagrams' partners first think whether all these needs are valuable. On top of that, maybe other ideas will suit better, so they really try to communicate in the best way possible to create value.

All-embracing this information, I certainly can conclude that these two partners at Pentagram know what they are talking about. They are truly passionate about their jobs and dedicated to the health of Pentagram.



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"THE BUSINESS OF PENTAGRAM" WITH LUKE HAYMAN

At the Element Talks Conference in Warsaw 2019, Luke Hayman was invited to talk about what Pentagram's business actually does. He talks about several projects, what makes Pentagram, Pentagram, and how things work there.

Whereas Pentagram is a world famous design consultancy firm, you would expect that they only do the bigger things, like Yahoo, Netflix, American Airline, and so on. However that is not the case, as they also give free consultancy advice to start-ups and even do small projects at local business that inspire them. So, they definitely not are chasing the big money.

An interesting fact why this business has been called Pentagram, is because they started with five founders with all of them having their own discipline or expertise.

Next to this, Pentagram uses a very different payment system from many other firms. Every month all profits are summed up and divided by the amount of partners. Every partner therefore will receive an equal amount, even though you are working there for a couple of months. Luke mentions that in the beginning this feels very odd, as longterm partners bring much more profit than yourself. So, this motivates a starting partner to really put an effort in receiving higher and higher profits.

Finally, Michael is talking about "how partners are chosen and why?". Whatever the person comes from in terms of social classes, everyone that is able to create amazing designs and attract new clients will be able to join Pentagram. So, overall there are no prejudices.

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WHO IS PENTAGRAM?

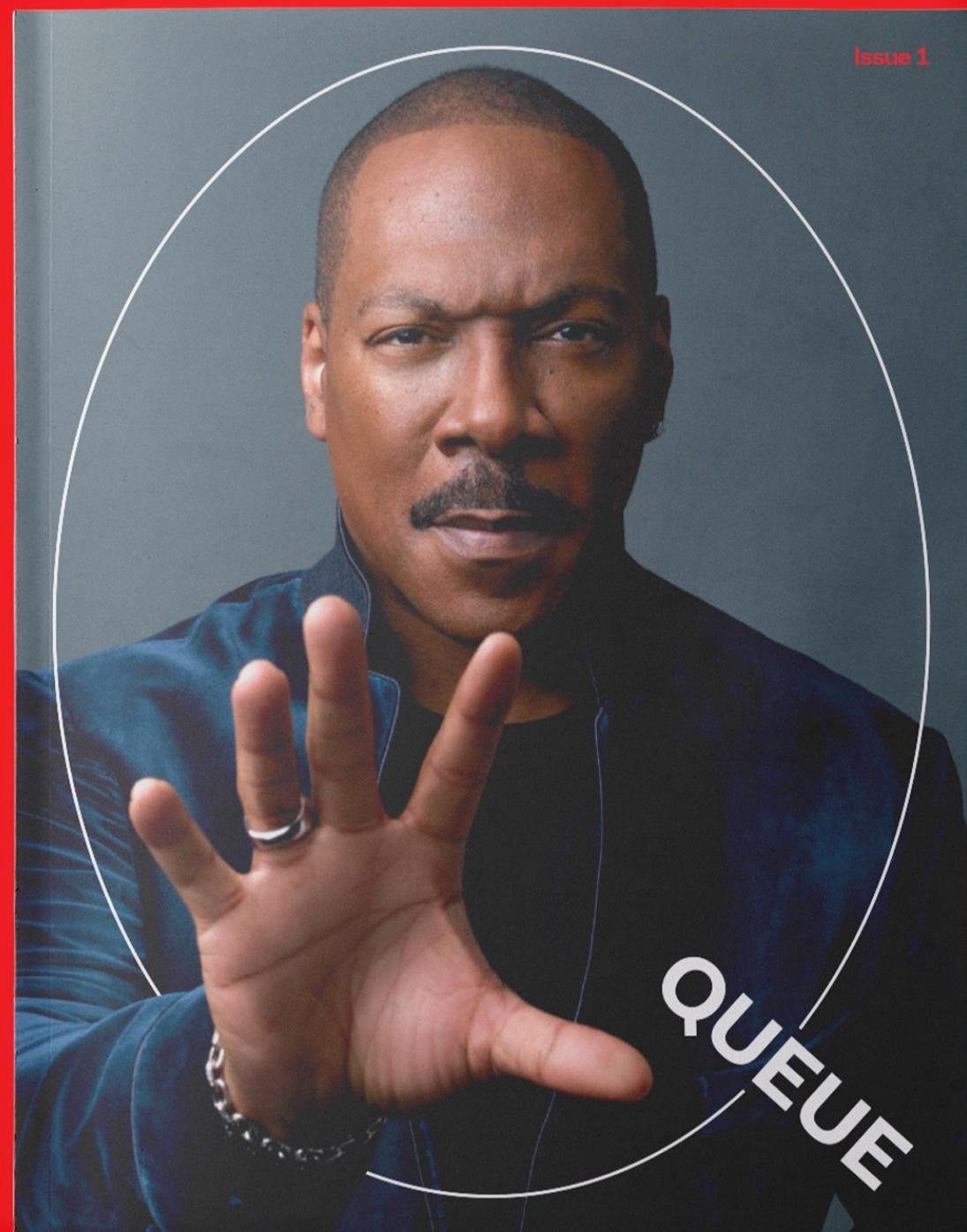
A graphic design consultancy agency which participates in the adventure of enhancing companies visibility. Currently, Pentagram consists of 24 members, all specialized in their own discipline: brand identity, packaging, architecture, webdesign and advertising. In order to create a synergy across the entire firm collaboration is the key of this success story.

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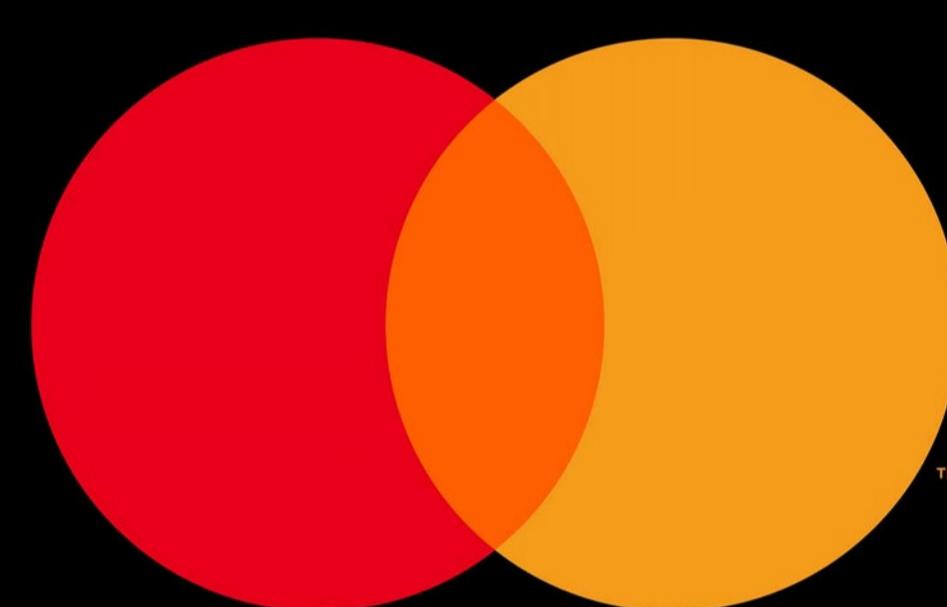
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NETFLIX QUEUE
WHAT'S ON YOUR QUEUE?

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MASTERCARD
THE IDENTITY CHANGE

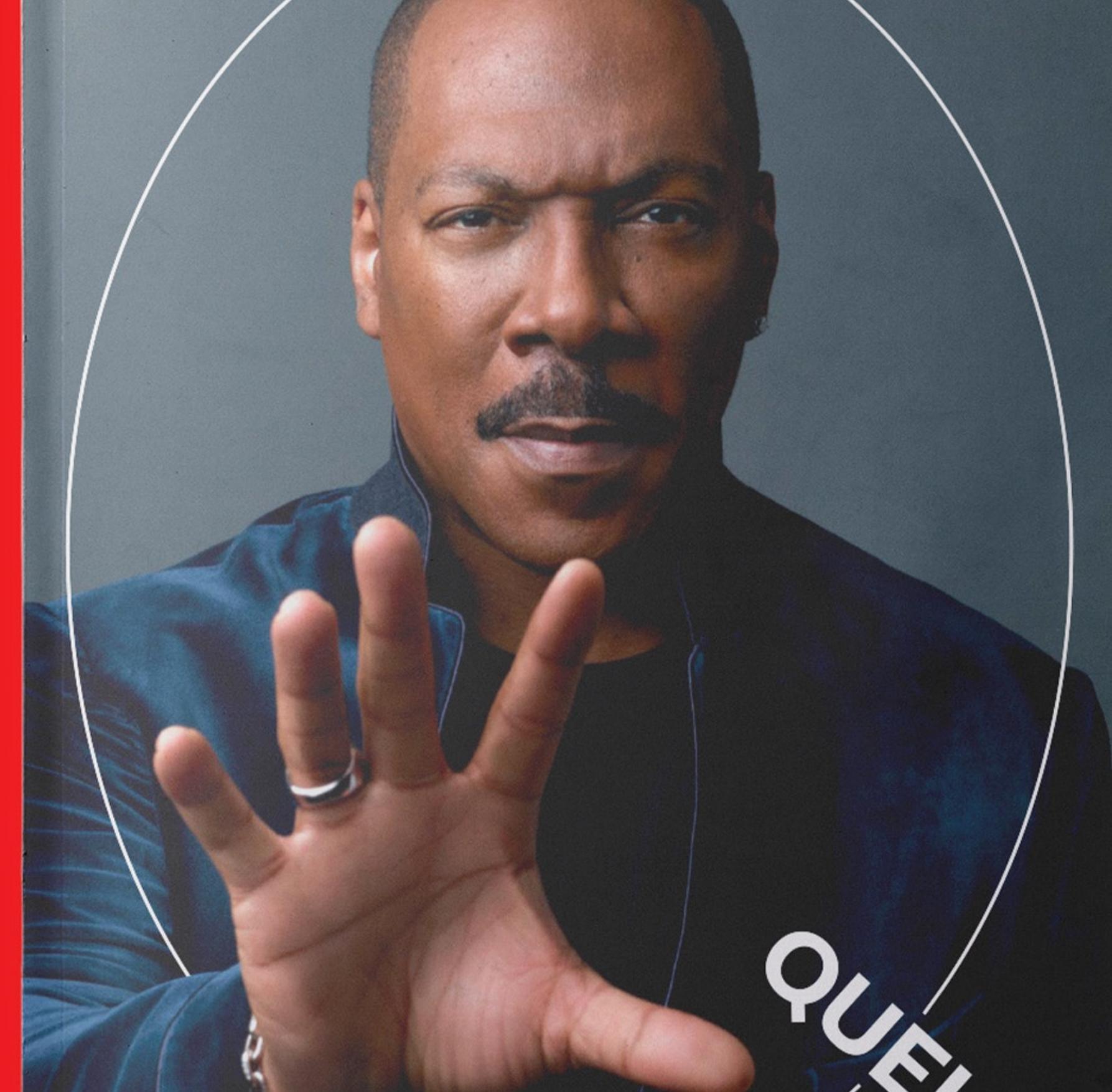
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NETFLIX QUEUE

WHAT'S ON YOUR QUEUE?

It is the first time that most famous streaming service 'Netflix' comes up with a journal/magazine. It has been named 'Queue' for a reason. The reason for that is Netflix's purpose of adding series and movies to people's list of what to watch next.

Pentagram is assigned to collaborate with Netflix for Queue's design. Netflix did not name its journal after itself, because they wanted to give Queue its own personality. However, at first sight I can notice the original colors of Netflix itself namely red, black and a little white. Eventually, Netflix wants to feel connected with Queue.

Furthermore, Pentagram did a study on different types of magazines. As well modern/stylish journals as classic journals from the 50s-60s. Hereby, they created a mix of different styles depending on the series or movie Queue is talking about. In addition, there are quick reviews which cover one singular page, but also longer taking reviews. In this way, people can decide to just browse or read thoroughly.

Considering the images Queue uses, the majority are an addition to the series and movies. I can notice, behind-the-scenes and cast-portraits, which are not shown in the series and movies themselves.

Overall, I must say that Queue is a step of Netflix to create a story around it's brand. This magazine is built to emphasize the uniqueness of Netflix and diversify from others streaming businesses. I guess using Pentagram as designer was a great choice, as their work is professional and good looking.



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THE IDENTITY CHANGE OF MASTERCARD

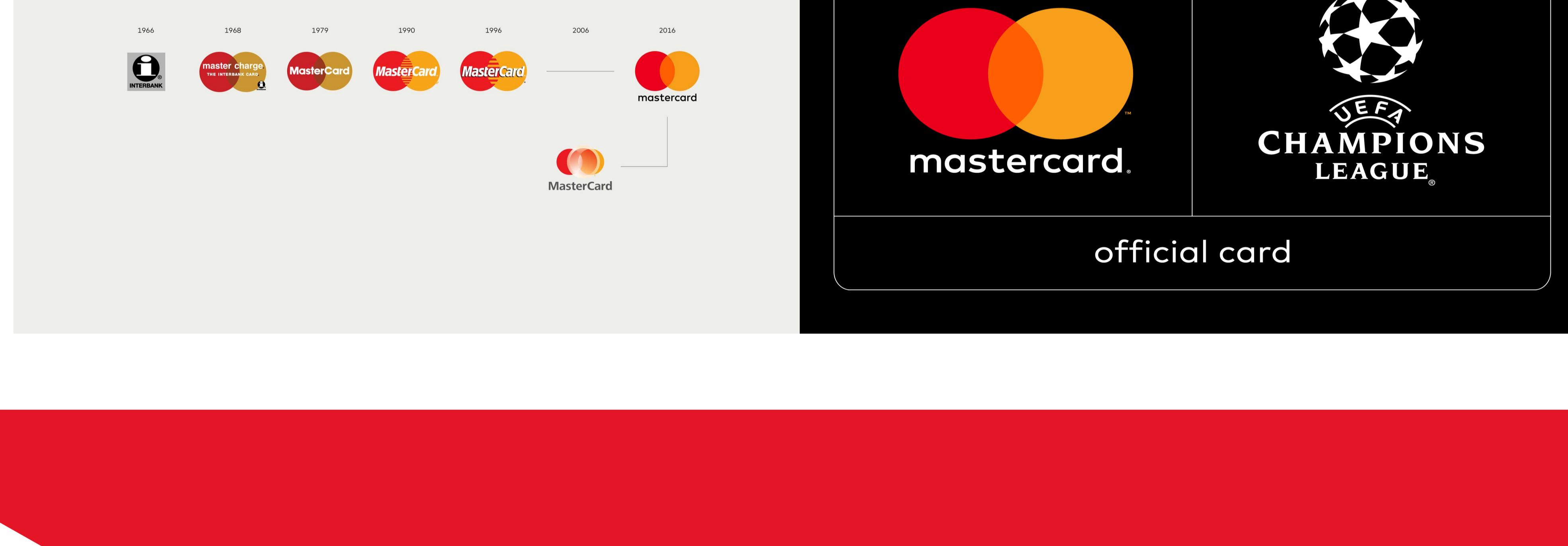
Mastercard is one of the world's most known brands. Around 2.3 billion cards are used with their brand name and logo displayed. I guess if I would ask to a large group of people: "what does the logo of Mastercard looks like?", I would get an anonymous answer: "two giant circles with red and yellow colors".

Therefore, it was not an easy job to rebrand the logo, since it's an iconic one. Pentagram started looking for ways to reuse the initial form, but create a different feel and look. Looking to the values of Mastercard, some characteristics come up like: simplicity, modernity, connectivity and seamlessly.

Before the rebranding, Mastercard's name was included inside the two circles. Due to the enormous brand equity of these circles, redesigning the logo without these two, is definitely not an option. Hereby, Pentagram's team decided to leave out the name and relocating it below the circles. Naturally, people will recognize Mastercard as long as the circles are in the display.

On top of that, the interlocking part of the two circles has been changed. Before, both colors were not mixed and displayed with stripes (see image). Now, colors have been mixed and a new kind of orange has arisen.

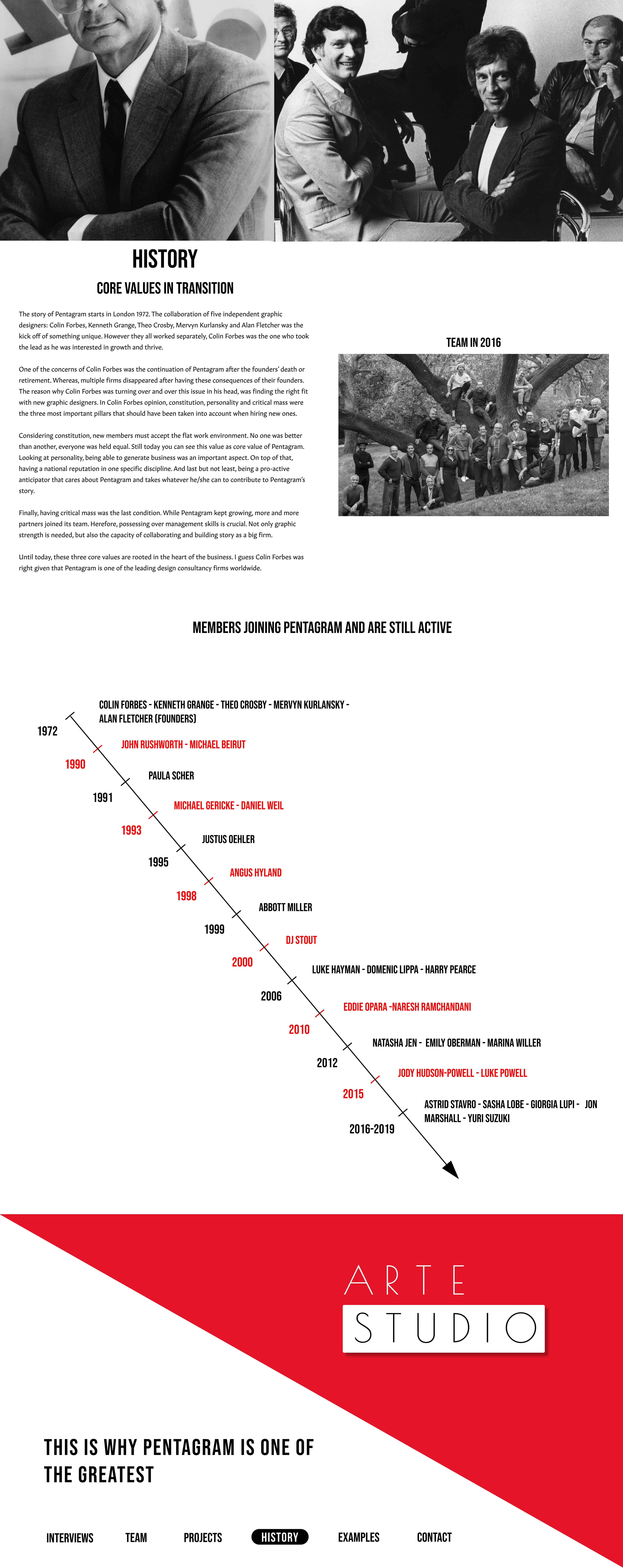
Overall, I can admit that the new logo looks more fashion and modern, whereas the old one looked outdated. In this case, Pentagram managed to created an added value without losing any brand equity.



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PAULA SCHER

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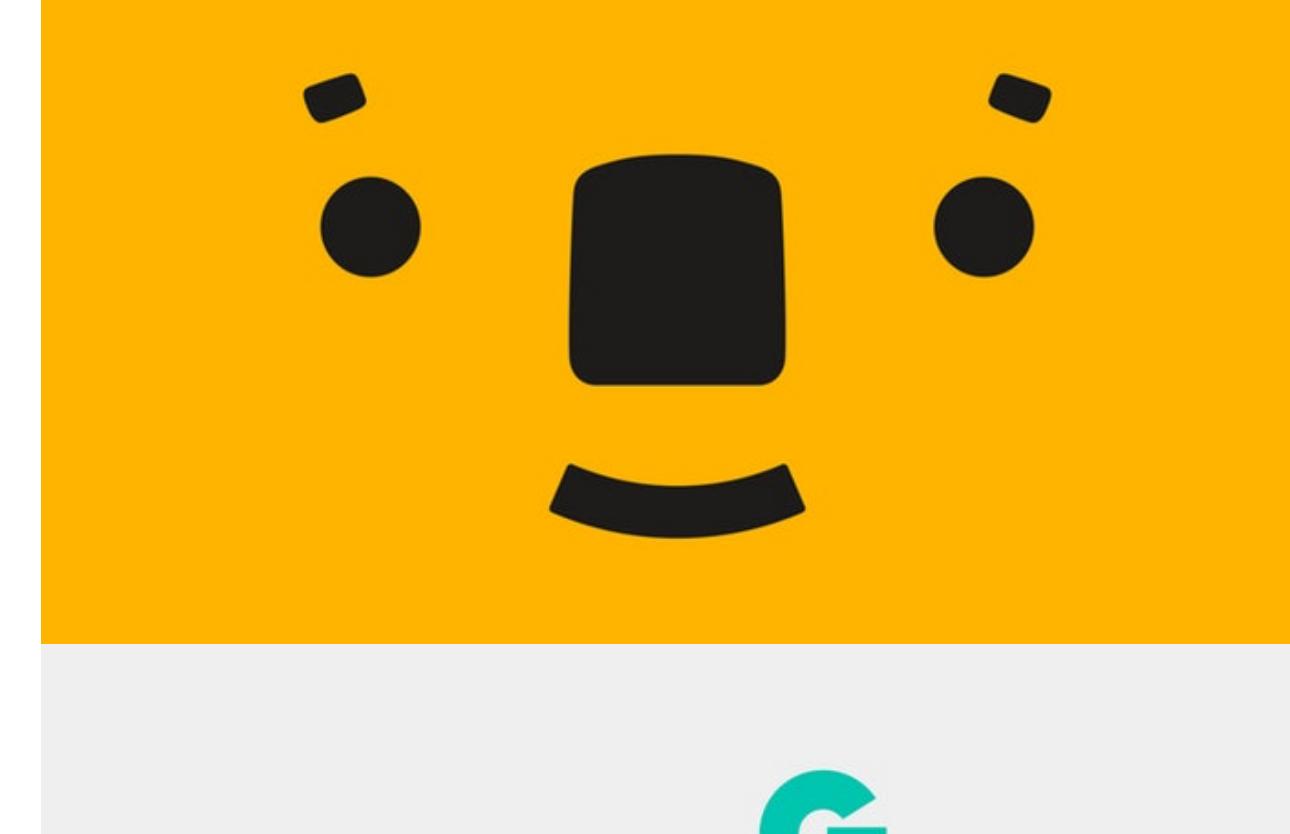
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DISCOVER SEVERAL EXAMPLES OF
PENTAGRAM

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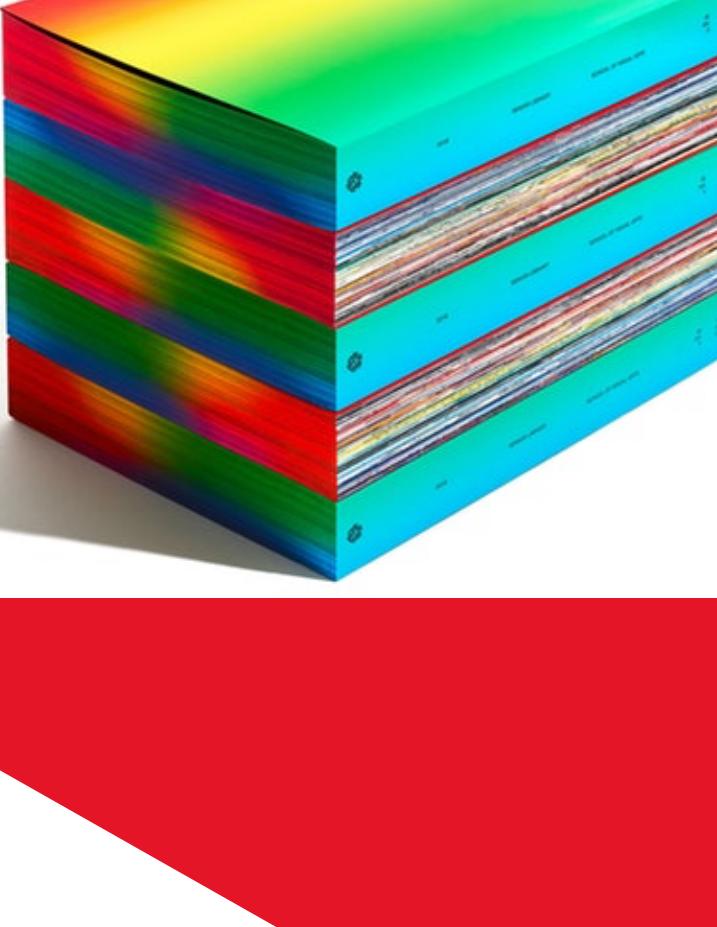


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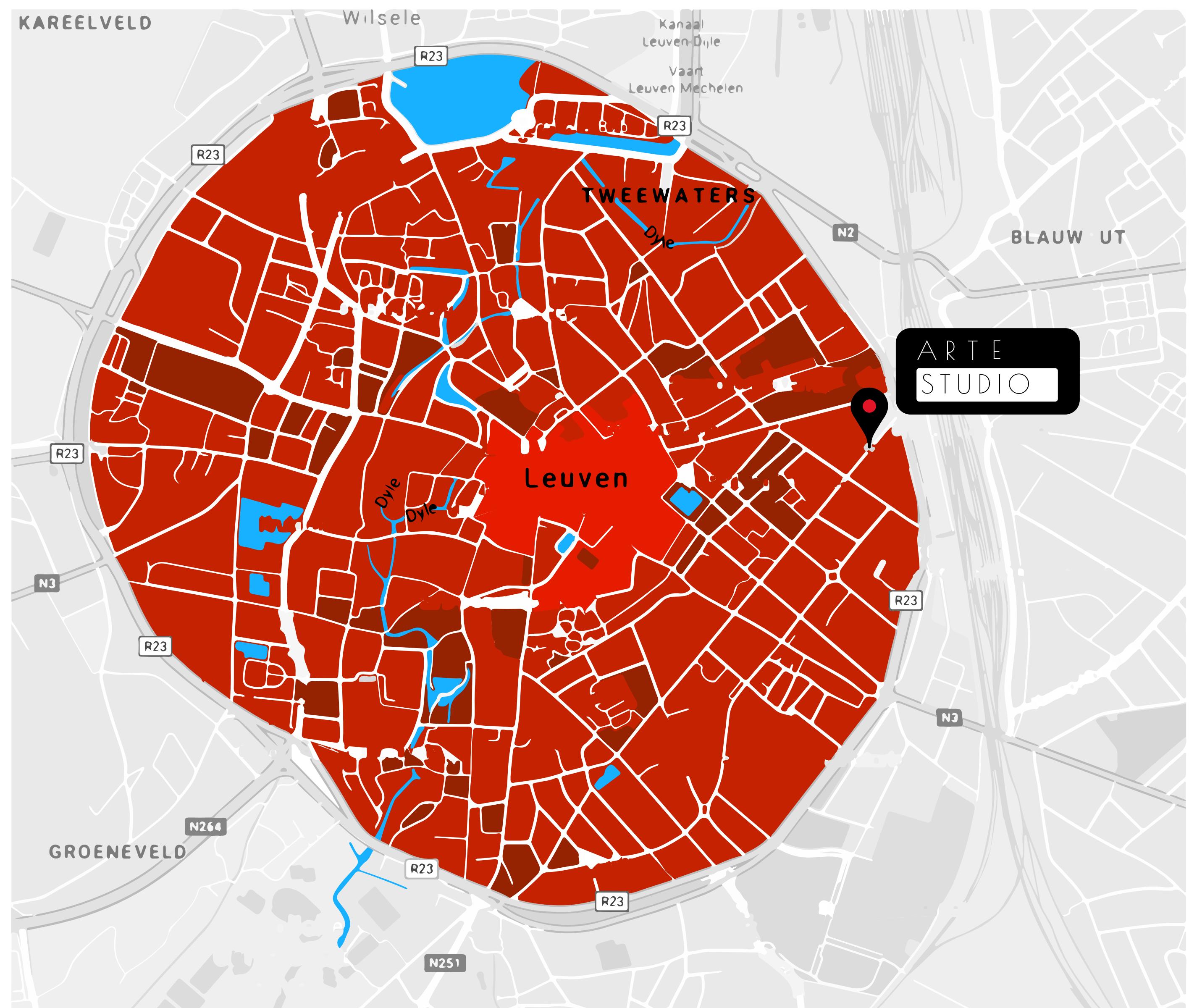
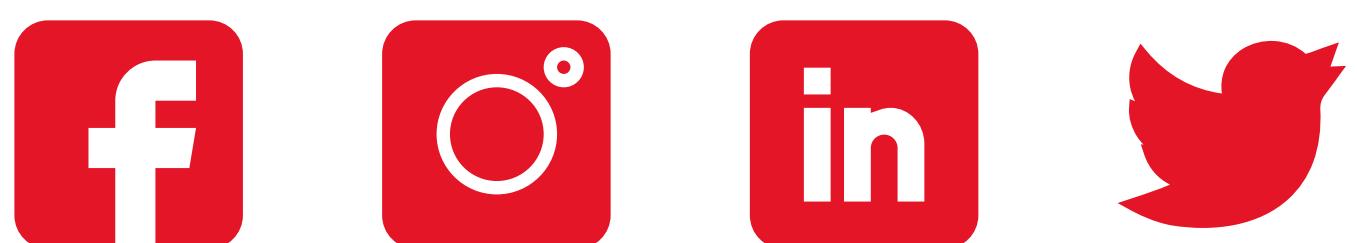
E-MAIL
ARTE@STUDIO.COM

PHONE NUMBER
0032 349 93 34

ADRESS
MARIA THERESIASTRAAT 96

CITY
LEUVEN - 3000

COUNTRY
BELGIUM



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