

Branding Design & Art Direction

BY MIKE WEYTJENS



Mike Weytjens

For 18+ years I've been building brands as a designer and art director working for numerous design- and advertising agencies. With a keen insight in visual communication I conceptualize and implement messaging in print, digital, social and audiovisual media.

I have broad experience in sectors such as telecom, logistics, automotive, retail, utility, sports, cosmetics, banking, FMCG, pharmaceuticals, luxury and technology.

Education

Hogeschool Sint-Lukas Brussel*(2002 - 2006)

Bachelor: Graphic design & advertising

Master: Graphic novel & digital illustration

Degree: Master in visual arts (2006)

Additional credits in photo/videography (2007)

Teacher's license (2008)

Languages

Dutch - Native Proficiency

English - Full Professional Proficiency

French - Limited Working Proficiency

German - Elementary Proficiency

Personalia

Born: 12/1983

Nationality: Belgian

Place of residence: Vilvoorde

Driver's license: B

Contact

mike.weytjens@gmail.com

+32 [0]484 692 413

be.linkedin.com/in/mikeweytjens

Brand & visual identity design

The logo is a core aspect of a brand.

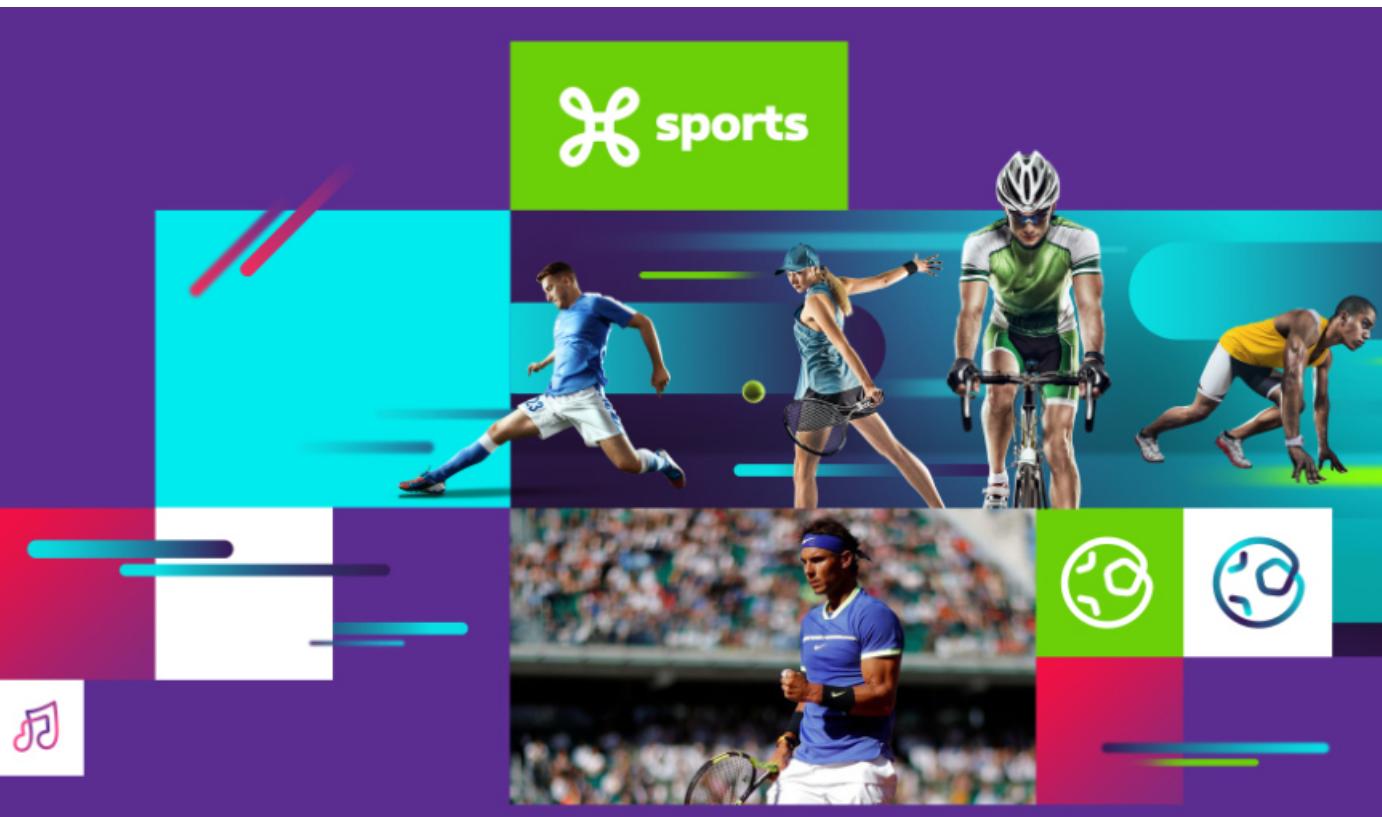
It is a universal signature that makes your brand recognizable.

No logo alone can tell a brands' entire story. Extend the brands' DNA to the full spectrum of its possible expressions and you find yourself with a very large canvas to paint.

Building a visual identity requires good art direction with an eye for detail, while keeping the larger brand ambition in mind.



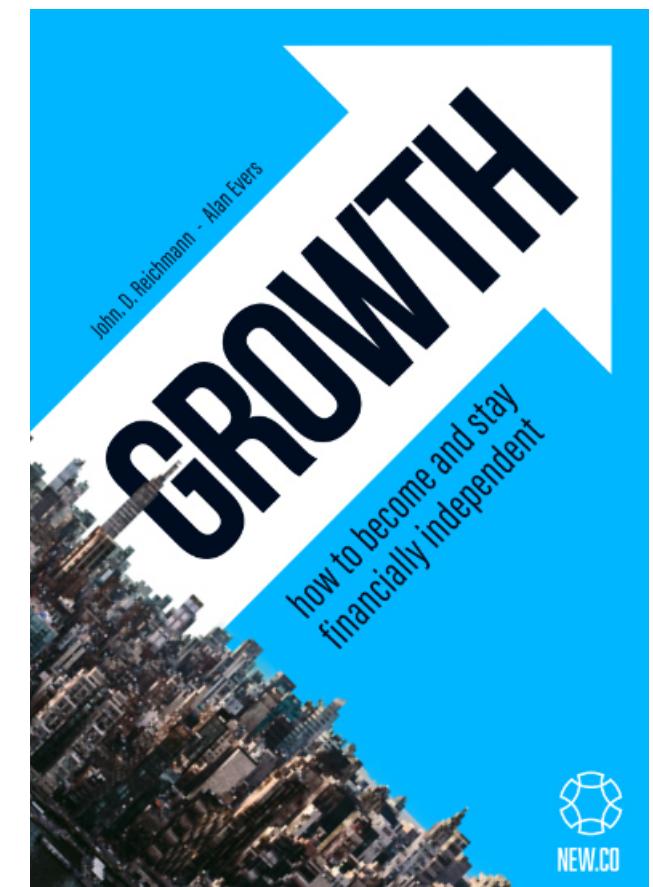
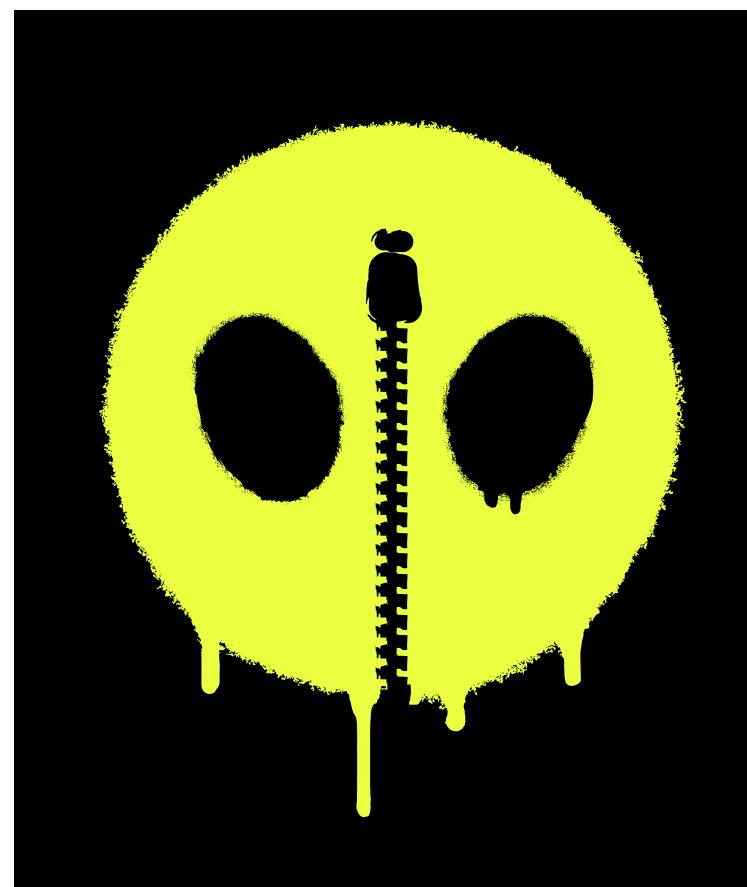
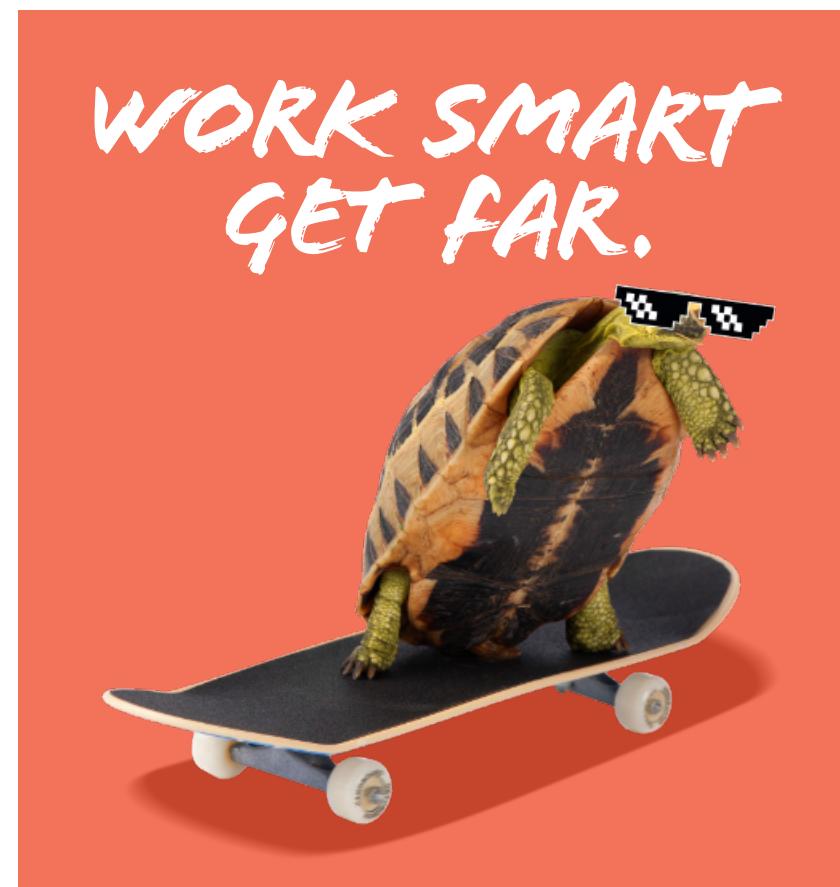
Logo variants	Typography	Icons & illustrations
	Gilroy Woford Regular Italic ExtraBold ExtraBold oblique	
	Colours Primary Light Blue Primary Dark Blue Gradient Accent #0000ff #000088 #e6f1ff #ff0000 Energy Recovery Supplements Gums #e92663 #add8ee #ffcc00 #ffcc00 #ff0000 #00ffff	
Voice visualisation 	Templates 	



Graphic concepts

'Minimal means, maximal meaning' is a design maxim I take to heart. Often a quirky copy line, beautiful type, a witty key visual or graphic device is all that's needed to powerfully express an idea.

As a 'full stack' creative I take on projects from start to finish, from concept to final art.



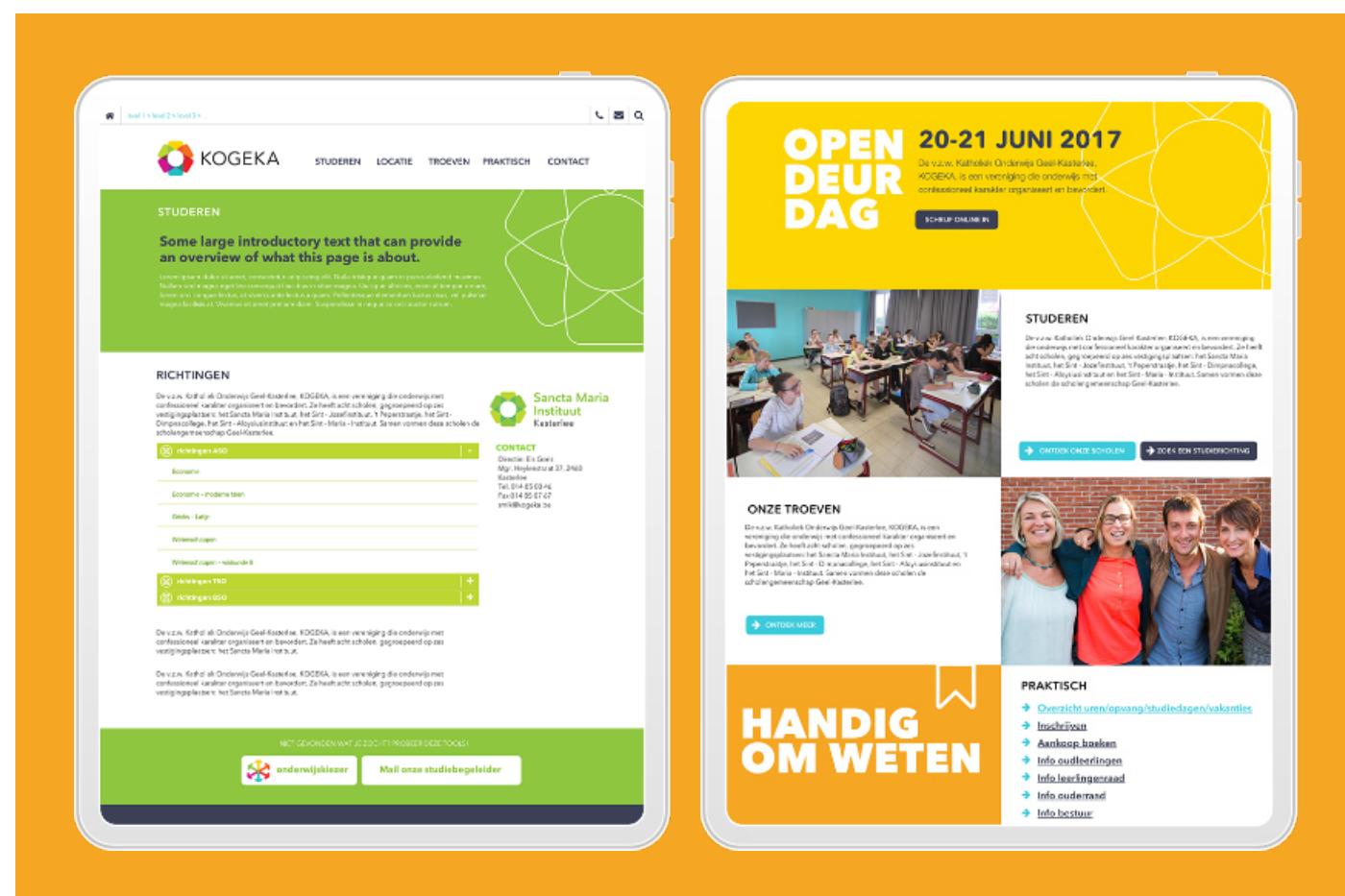
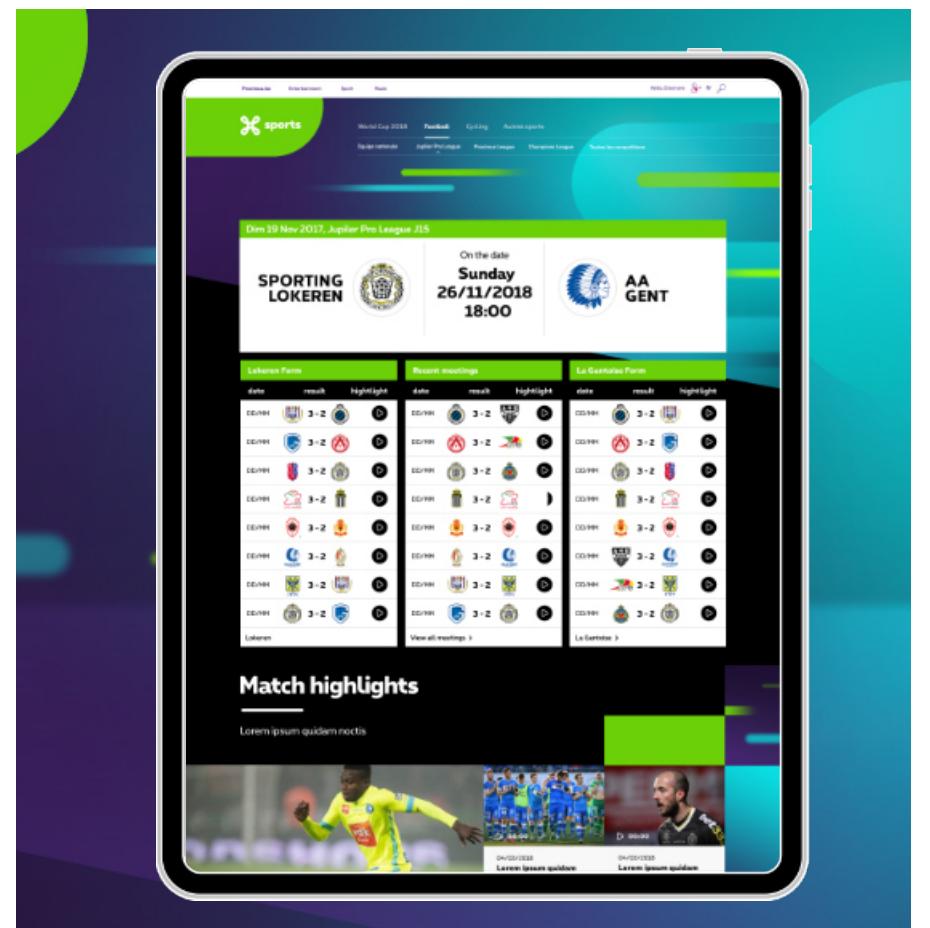
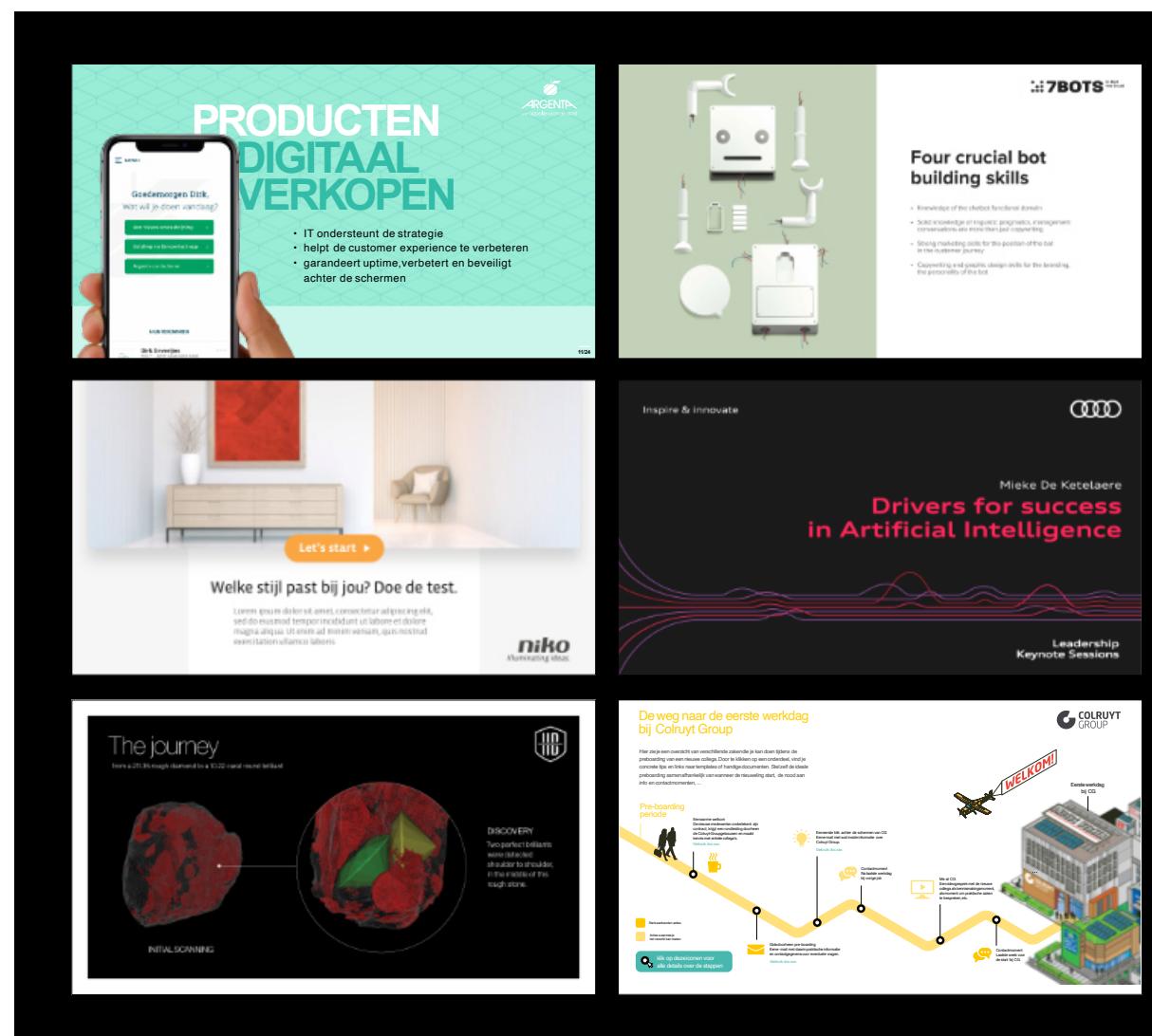
Physical media

Physical media, often printed materials, allow the consumer to experience brands on a more visceral level; either through the feel of the material and/or through scale.



Digital media

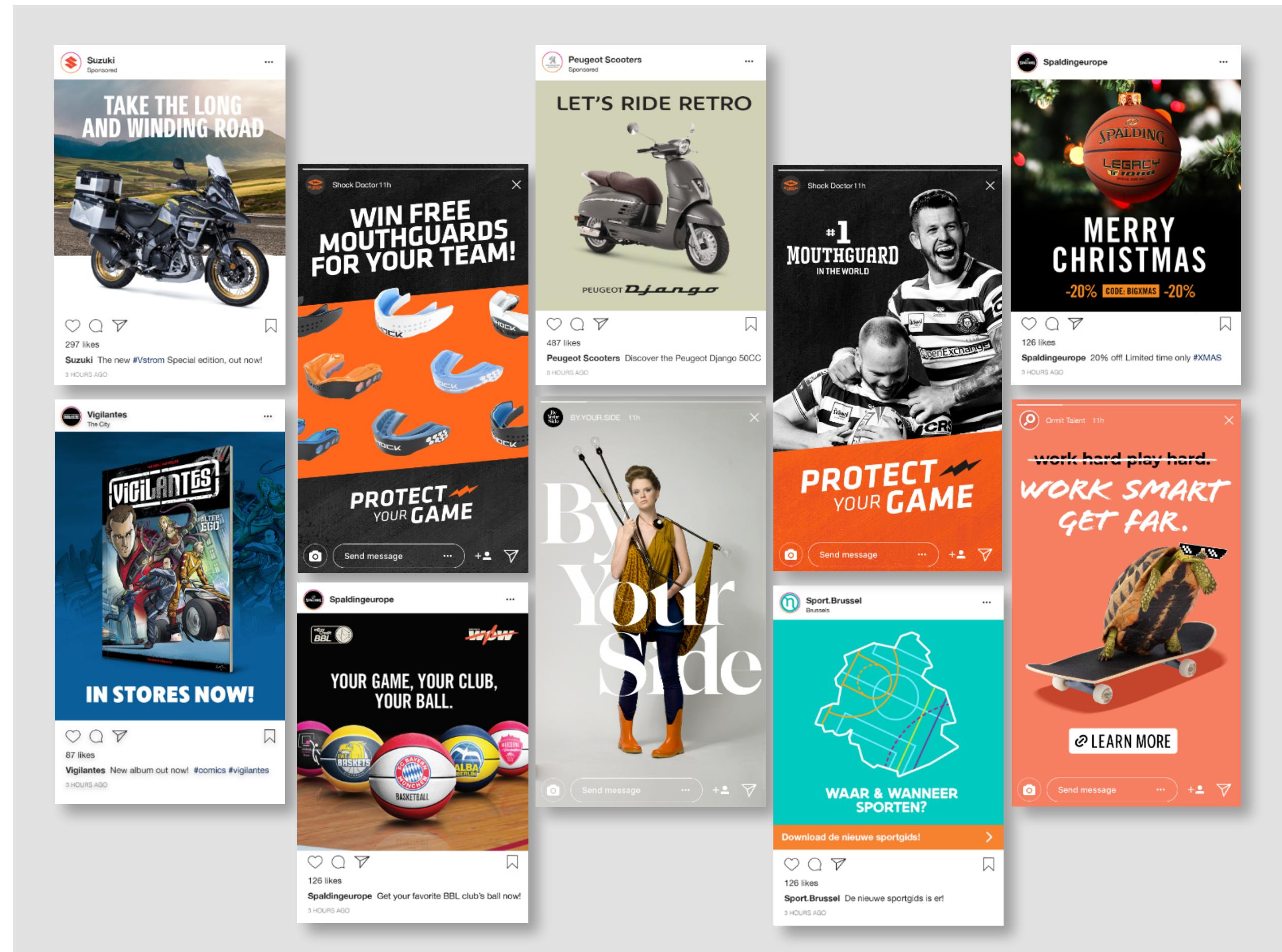
I implement brands in digital channels such as websites, social media, display screens, applications, keynote presentations and more.



Social media

Implementing the brand in relevant social media in accordance with your brands' needs and target audience.

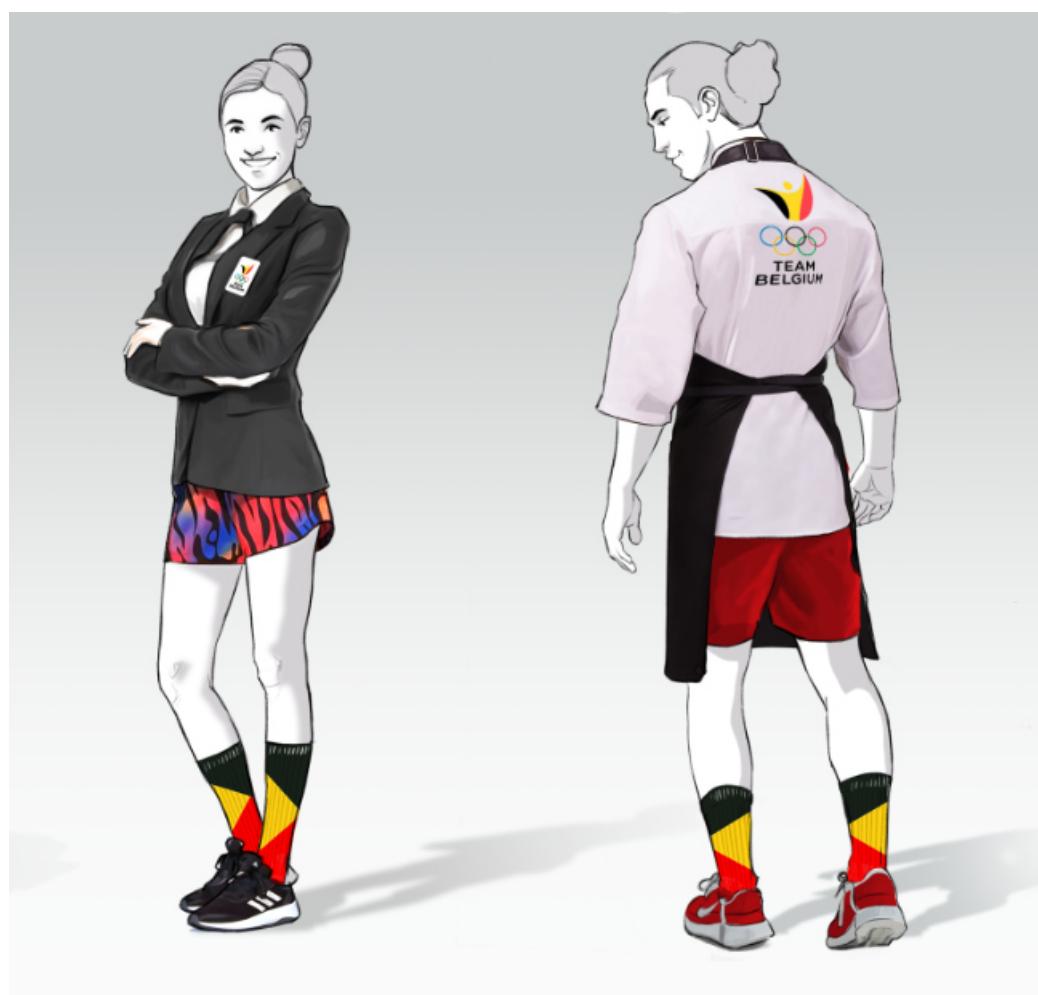
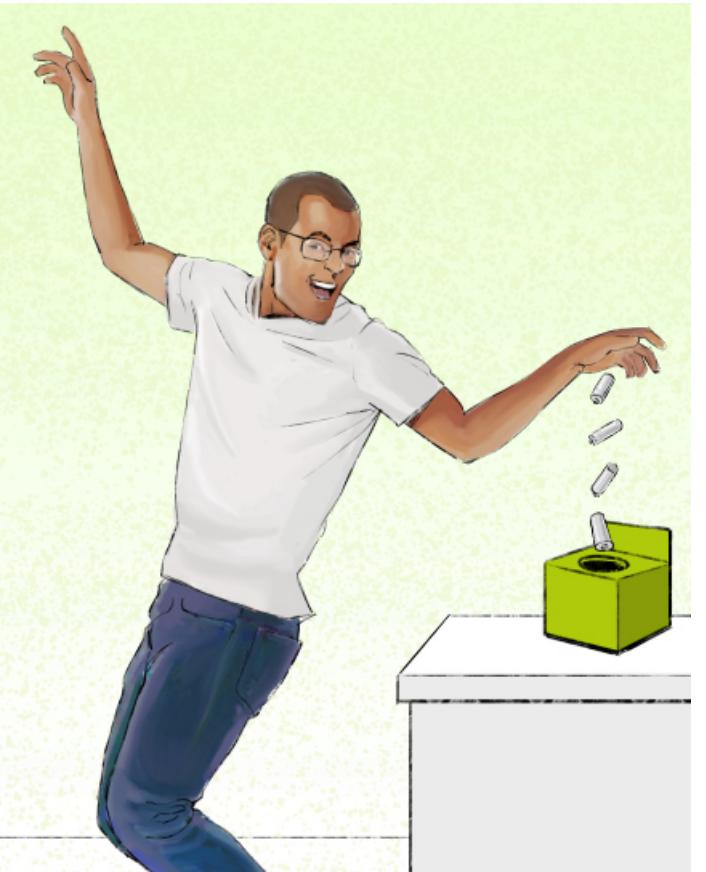
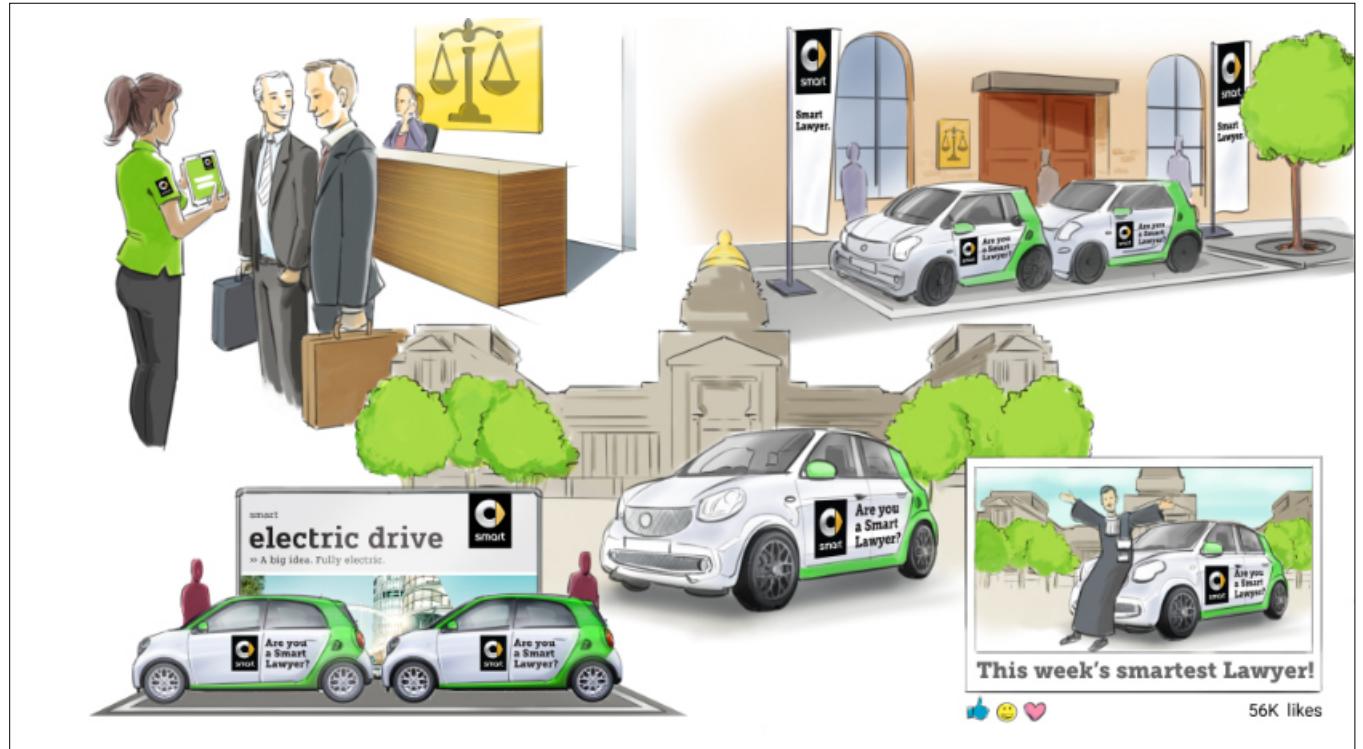
Whether through owned or paid channels, we'll make your brand shine on social.



Concept visualization

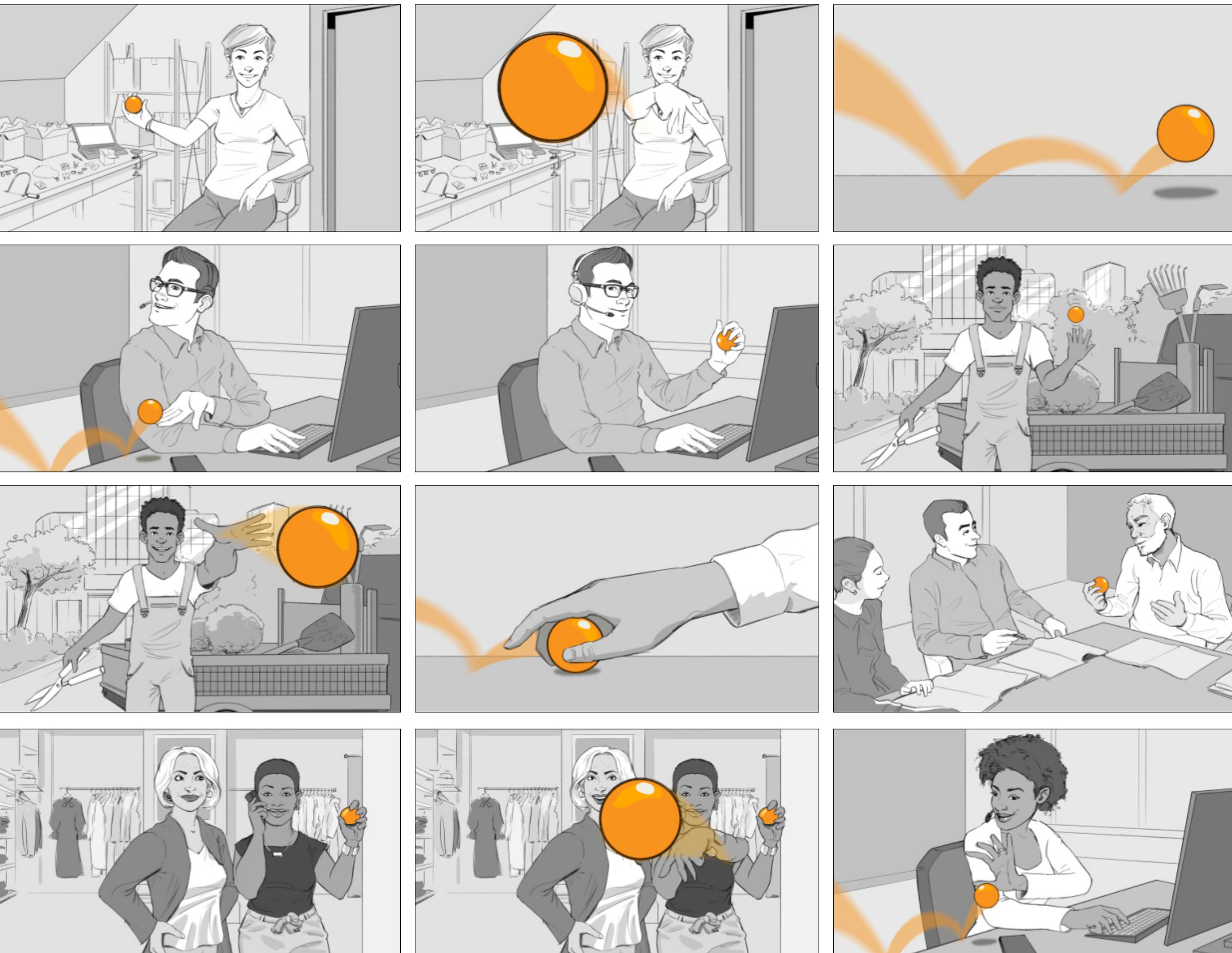
These pre-production visuals and storyboards are tools to visually translate concepts, strategies and scripts for the clients, help get stakeholders on board, provide a roadmap for production and offer a first glimpse at the final result.





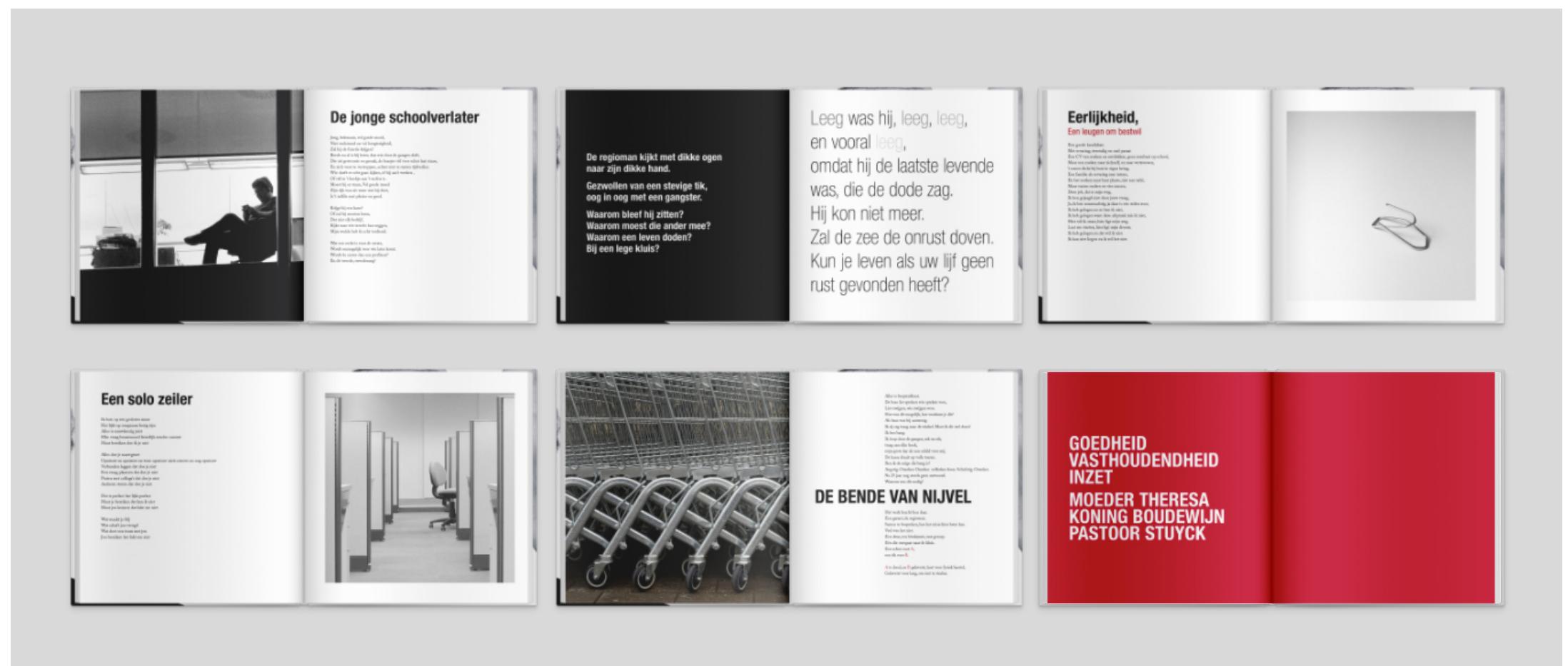
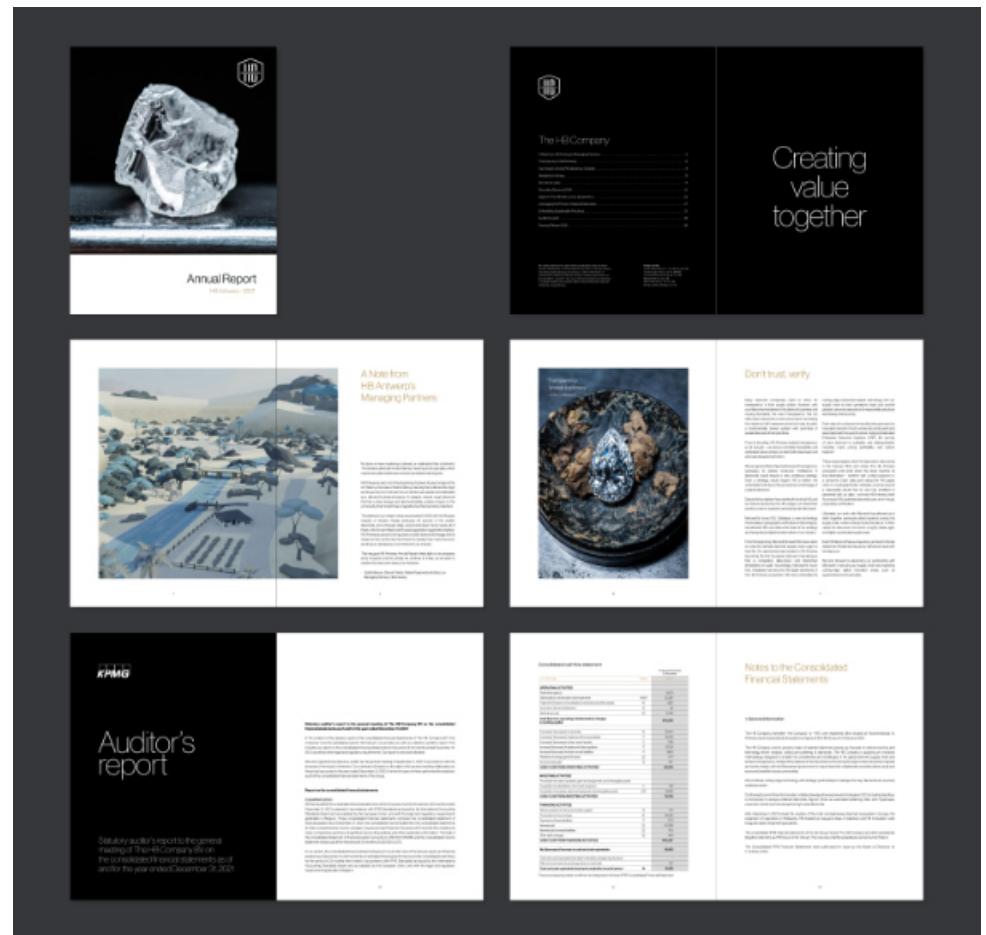
Storyboards

I'll sketch visuals and storyboards based on an elaborate script, napkin scribbles and anything in between. While I'm drawing I'm focussing on several things at once: narrative clarity, emotion, flow of action, variation in shots angles, contrast and visual language.



Publications

Catalogs, workbooks, financial reports, novels, textbooks: whichever your need, I can provide an exquisitely designed document to be distributed and enjoyed by the reader on paper and/or screens.



Illustration

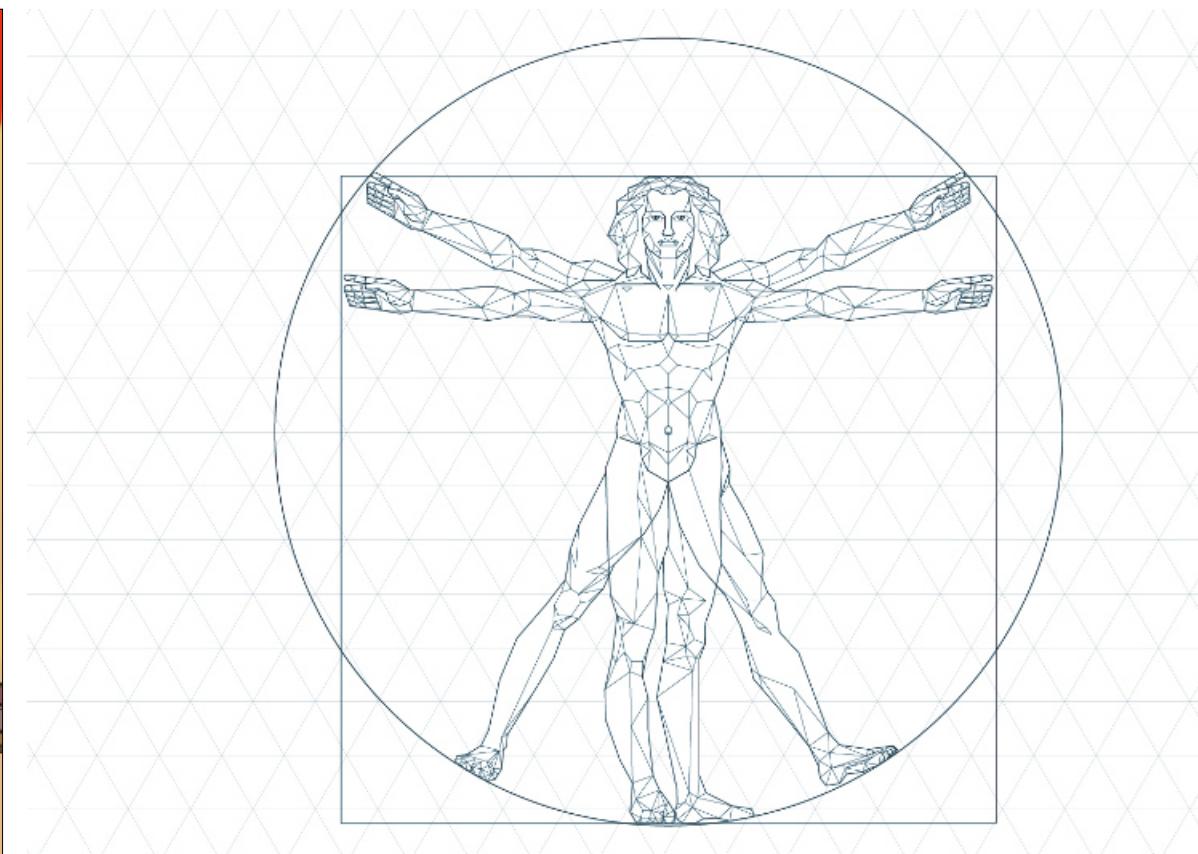
I create custom illustrations in both traditional or digital media and different art styles dependent on the look and feel of the brand or context of publication.



**ELK BOEK EEN
NIEUW AVONTUUR**

Ontdek en bestel ze nu
op www.boektoppers.be

van in



Kummerspeck
Het gewicht dat je bent
aangekomen door te eten
wanneer je verdrietig bent



Betonfrisur
Een kapsel dat muurvast
zit door een massa gel
of haarlak



Kopfkino
Dagdromen, fantasie



Glühbirne
Een gloeilamp



Muskelkater
Spierpijn na sportieve
inspanningen



Kabelsalat
Een puinhoop

Get in touch

mike.weytjens@gmail.com
+32 484 692 413

Feel free to reach out to discuss current and upcoming opportunities. I'd be happy to assist with any and all communication challenges your organization may face.

Enjoy the rest of your day,
hope to talk soon!