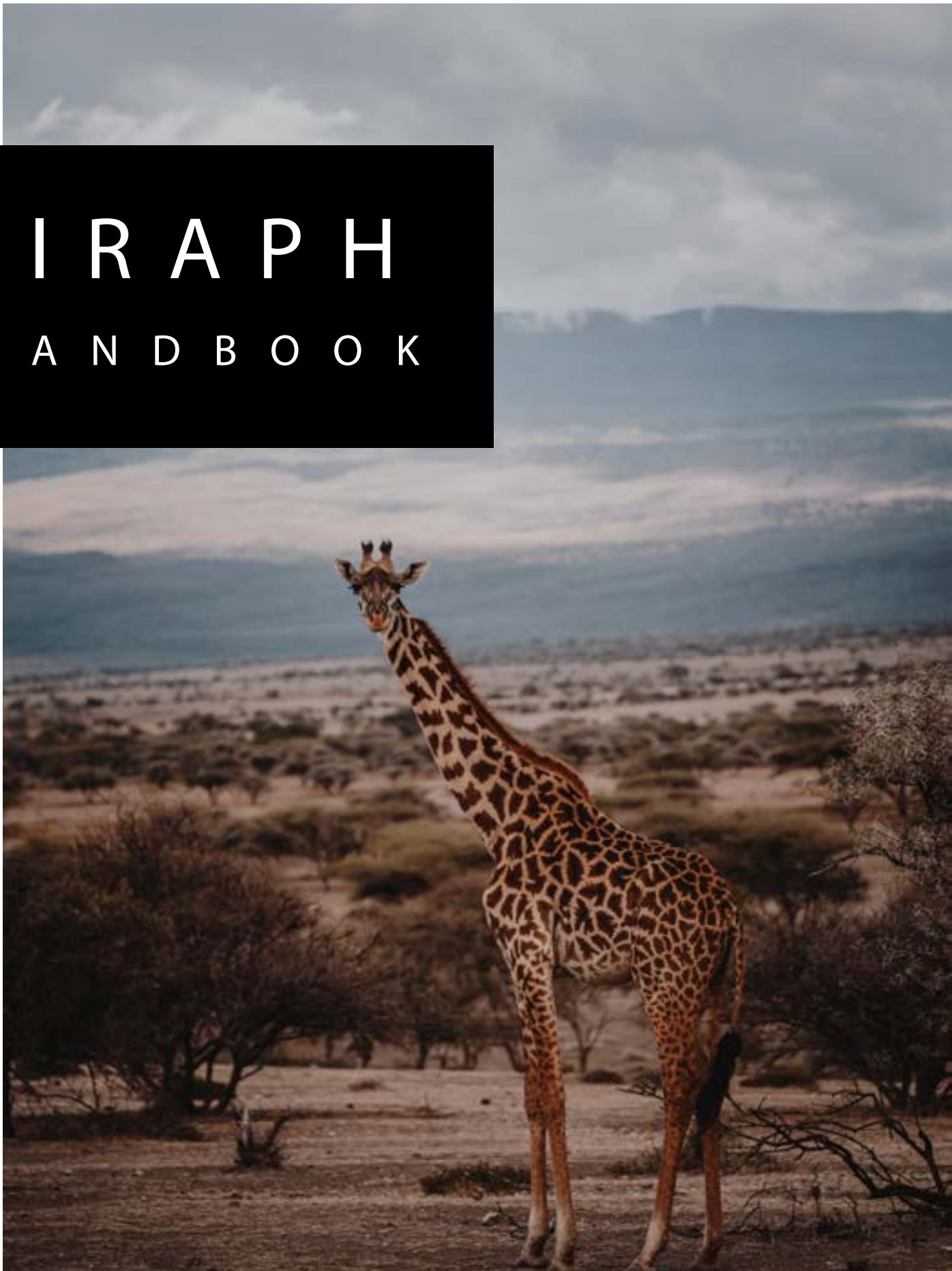


G I R A P H

B R A N D B O O K



G I R A P H

B R A N D B O O K

INTRODUCTION

Dear Reader,

We would like to welcome you into the new world of sharing expertise and services. Combining forces with different backgrounds, cultures, sectors, and continents is what GIRAPH stands on. We create the online shared workspace that connects individual specialists with a variety of tasks and projects.

In this brand book, each aspect of GIRAPH is clarified and an overview of culture, spirit and overall workflow is shared. You will be guided through the savanne where new concepts arise and the strongest ones survive. Without a doubt, GIRAPH will be the one who has the highest point of view and detect barriers and opportunities before anyone else. The safari is waiting.

All the best

GIRAPH

WHAT WE OFFER

Community

International connectivity of brilliance
Sharing the expertise
Knowledge
Network in the digital savanne

Service

Offering 360° digital marketing services
Coudsourced with international talents

G I R A P H

CONTACT

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Mechelen 2800
-
Belgium

E V E R Y O N E C A N B E

G I R A P H

A P A R T O F G I R A P H



WE INTRODUCE
A **NEW** WAY OF THINKING

GIRAPH introduces a new way of **creative thinking** and developing **disruptive** marketing plans. Talents with different backgrounds can combine forces to elevate creativity and surround themselves with new aspects of working. They learn and up-skill from each other thanks to the variety of individuals who share thoughts and perspectives.

Our **virtual hub** will create a community of individuals with all similar and complementary characteristics regarding **digital marketing**. They share and **connect** their **visions** on a project to enhance the creativity factor while building **relationships** and learning from each other.



GIRAPH IS
FOR EVERY BRAND
WHO WANTS TO BE
AHEAD OF THE PREDATOR

G I R A P H

VISION

Build the most **compelling** marketing campaigns with a **global** network

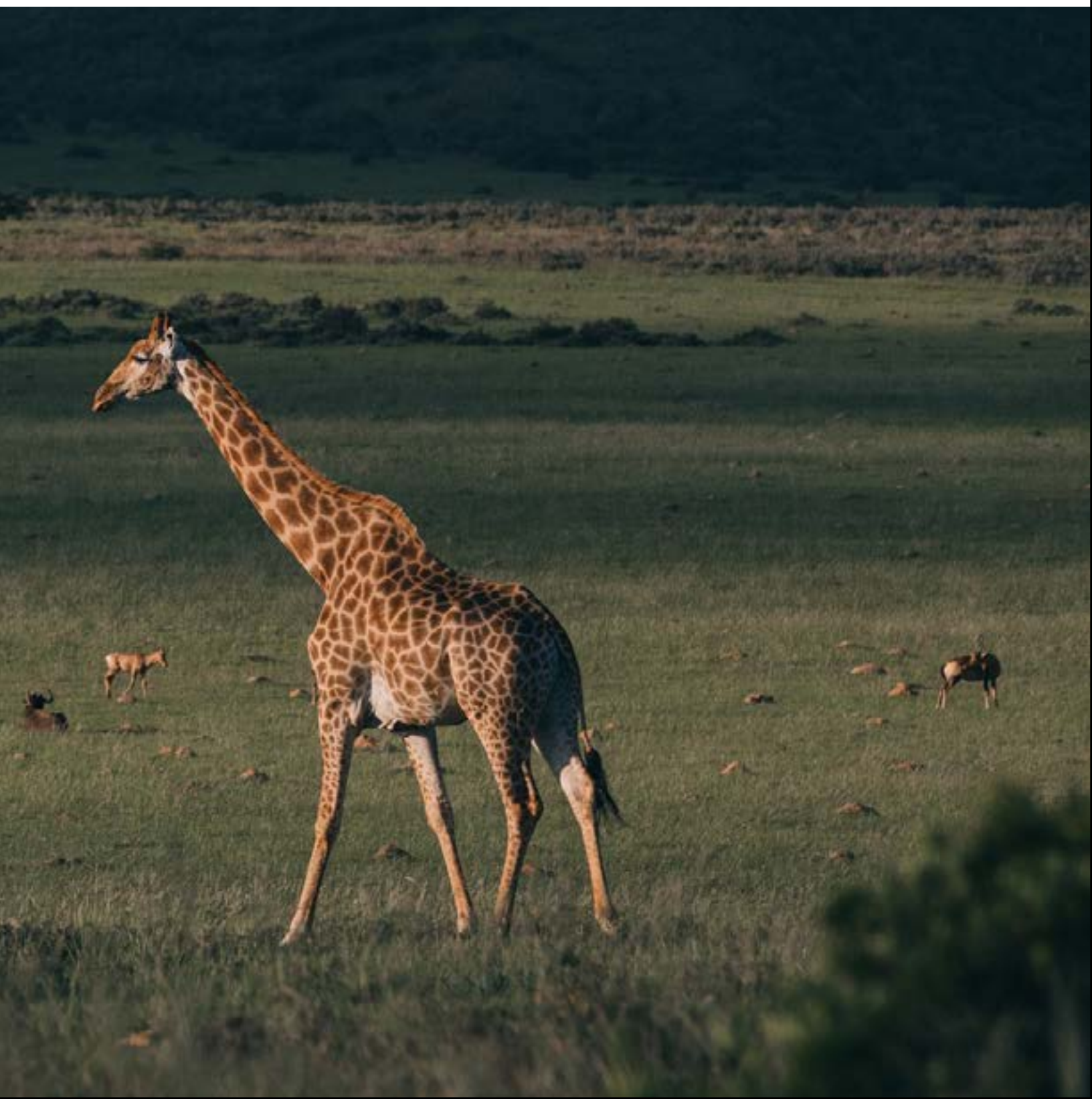
MISSION

GIRAPH is a **virtual hub** where individual talents can unite and acquire specific tasks in the matter of digital marketing. We believe passionately in the power of sharing ideas from different backgrounds and perspectives to elevate the point of view on every aspect of a brand's communication. On GIRAPH, we're building an **epicentre** of creative exchanges and a community of talented souls to engage with ideas and each other.

A wide-angle photograph of a savanna landscape. In the foreground, a herd of animals, including a giraffe on the left and several wildebeest, are grazing in a lush green field. The middle ground shows a vast, open plain with scattered bushes and trees. The background is dominated by a dark, dense forest or mountain range under a bright sky. The text "THE ONLY CROWDSOURCING MARKETING AGENCY" is centered in the upper half of the image.

THE ONLY CROWDSOURCING
MARKETING AGENCY

G I R A P H





G I R A P H I S F O R
W H O W A N T S T O
C O N N E C T , G R O W
A N D E L E V A T E
B R A N D S

T A L E N T S

GIRAPH's pack of talents consists out of individuals who all have a skill set in digital marketing or visual support. They all possess a [growth mindset](#) and have transparency of paramount importance. Nonetheless, they all share their insights and are willing to collaborate on modern communication to move the pack forward.

C L I E N T S

Our clients range from B2C to B2B companies, from start-ups to corporates. They are willing to start from scratch or uplift their current communication activities. We work for and with brands that want to step on the train of the [modern sharing economy](#) and develop a cross-cultural developed campaign.

CORE VALUES
C 4

Cross-cultural bonding
Connectivity
Cost efficiency
Creative ownership

LOGOTYPE EXAM -

PRIMARY LOGO



G I R A P H

WE INTRODUCE NOT ONLY
NEW BRANDS BUT ALSO
BRAND NEW WAY OF
AWARENESS

FONT EXAMPLE

VOLLKORN

VOLLKORN

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

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G I R A P H

T Y P O G R A P H Y A N D H I E R A R C H Y

H E A D L I N E

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25 pt type / 26 Leading

H E A D L I N E T I T L E

C O N T E N T T E X T

Source Sans Pro - Regular
8 pt type / 13 Leading

Source Sans Pro - Capitl Letter
9 pt Type / 13 pt Leading / Tracking 300



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FOR FURTHER INFORMATION
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