

We are an agency that specializes in the creation of brands and consults on challenges at the intersection of business and marketing.

Founded in 2010, QVI is active in Zurich and New York City.

▶ AGENCY

Identity Is Everything™

In a global marketplace where products and services are becoming less differentiable, your brand will become more important than ever. Identity is tied to our perception of self and how others perceive us. – You can manage perceptions by creating, modifying, and improving your identity.

▶ SERVICES

Brands

The development and creation of brands to gain and retain customer loyalty, including production services for almost any media vehicle needed to communicate your message effectively. The four services that underpin the 'Brands' offering are:

- ▶ **Brand Development**
- ▶ **Corporate Identity**
- ▶ **Corporate Publishing**
- ▶ **Web Development**

Clients

QVI is specialized in B2B assignments that require extensive customization and responsive service. Clients range from SMEs to large conglomerates in diverse industries.

Consulting

Business consulting services that address general business topics in conjunction with marketing concerns, such as brand and campaign audits.

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Ventures

QVI Ventures' mission is to identify and support promising media and media-related companies through financing, services and general partnerships.

Brands

- ▶ Brand Development
- ▶ Corporate Identity
- ▶ Corporate Publishing
- ▶ Web Development

Brand Development

This QVI consulting service offers clients a rigorous, structured approach to key branding challenges.

- ▶ Brand positioning, alignment with brand values
- ▶ Development of brand promise and purpose
- ▶ Company, product, and service naming, naming research
- ▶ Nomenclature, voice and tone, language checks
- ▶ Brand architecture and alignment strategies
- ▶ Brand governance, tools, training and support
- ▶ Brand assessment and audits
- ▶ Trademark screening and registration

Corporate Identity

At the intersection between strategic Brand Development and production services, Corporate Identity offers clients the creation, systematic implementation and manual formulation of visual identities.

- ▶ Execution of visual identity projects: Typography, color palettes, graphic assets, imagery
- ▶ Development of corporate and product brand systems

Corporate Publishing

A one-stop solution for clients with a recurring need for CI-compliant marketing materials.

- ▶ Concept, design and production of all marketing materials based on native QVI or third-party corporate identity guidelines

Web Development

QVI offers clients a fully integrated web development and digital services capability in collaboration with strategic partners.

- ▶ Definition of functionality requirements, project planning
- ▶ Wireframe designs, prototype development
- ▶ Agile implementation of projects through launch
- ▶ Ongoing maintenance and continued development

Consulting

Insight, advice and solutions at the intersection of business and marketing.

In addition to brand-focused consulting, QVI also accepts brand management and audit assignments.

For example, a Head of Marketing may wish to engage QVI to help manage complex agency relationships or internal marketing teams, conduct audits or accompany a brand launch.

- ▶ Extensive corporate identity projects
- ▶ Formulation of RFPs for clients hiring agencies
- ▶ Drafting of production plans, formulation of detailed production instructions intended of third parties
- ▶ Technical expert reviews (e.g. Web development and digital strategy, printing processes, etc.)
- ▶ Agency and campaign audits/reviews
- ▶ Media production, sub-contractor management
- ▶ General brand- or business related consulting in Swiss-American contexts and vice versa