Engineer

Brand & Marketing

6 achievements

Connect the parts of your system

The work collected under “Brand & Marketing” shows one part of a working system. We can help connect that part to the rest of your operation. Turning what the business wants into something a developer can build, and saying out loud what is not worth building.

Explore our services Get in touch →

Find a comparable challenge

Follow an example that resembles your situation. Its review describes the decisions behind the result, beyond the technology label. A consistent identity across channels — 200x brand recognition, built from nothing

A consistent identity across channels Get in touch →

A consistent identity across channels

Developed Engineer ApS brand identity across offline and online material, connecting the presentation with its engineering portfolio. The founder reports a 200x increase in brand recognition from this work.

Brand communication informed by audience response

Used market research and audience feedback to shape Engineer ApS brand communication and outreach.

Combined web development with SEO and content

Drove client web success by combining custom website development and design with SEO, content strategy and copywriting.

Replaced 963 metadata blocks with one graph

Replaced 963 anonymous structured-data blocks that restated the company 1,671 times with one linked graph of 16 types minted from stable origin identifiers.

Fixed a sitemap with one shared timestamp

Fixed a sitemap where 172 of 176 URLs shared one modification timestamp, by taking the date from git history after establishing that the export rewrites every file on every run.

Built the visual identity from 2 drawings

Built the company's icon and favicon sets from two hand-made drawings, with every derived asset regenerated by script and a check that fails when a derived file was committed before its source.

Focus the engineering effort

Bring the decision, the people affected and the options already considered. We can make the tradeoffs explicit and leave a documented recommendation.

See what it costs Get in touch →

Put the subject in your context

Tell us how “Brand & Marketing” appears in your own system. We can help choose the relevant service and define the work around it.

Explore our services

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Contact card

Carefully Crafted With Love by D.

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