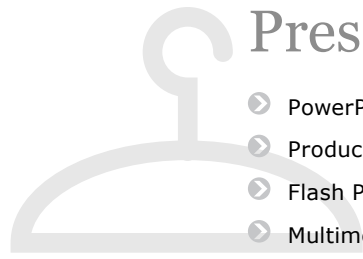


Custom design & User interface



[www.morethanicons.com](http://www.morethanicons.com)



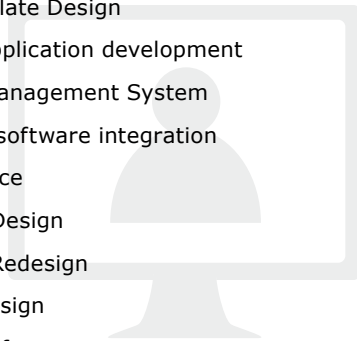


## Presentations and illustrations

- PowerPoint Presentations
- Product Presentation/Demo
- Flash Presentations
- Multimedia Presentations
- Tradeshow Booth Design
- Chart Design
- Visual Strategic Planning

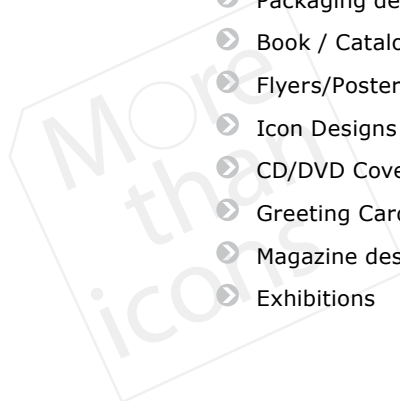
## User interface and web design

- Usability Analysis
- Web Template Design
- Custom application development
- Content Management System
- 3rd party software integration
- E-commerce
- Web Site Design
- Web Site Redesign
- Banner Design
- Flash interfaces
- CSS development
- RSS Feeds
- Podcast



## Branding and collateral

- Creative and art direction
- Brand positioning and strategy
- Brand Identity and Logo Design
- Corporate Stationery
- Naming / Name creation
- Brochure
- Packaging design
- Book / Catalogues
- Flyers/Posters
- Icon Designs
- CD/DVD Cover Design
- Greeting Cards Design
- Magazine design/layout
- Exhibitions





## User interface and web design

**Interactive applications and effective user interface (UI) design provide a value-added resource for a company and its customers**

### **Web applications interface**

More Than Icons excels in designing web applications and other web-based products.

Over the years, interactive applications and effective user interface (UI) design provide value-added resources for a company and its customers. More Than Icons has helped its clients build dynamic content engines, transactional systems, and database-driven solutions. Combined with our expertise in designing user interfaces, we have created environments that are easy-to-use and enhance a visitor's interaction with your brand.

### **Application screens (splash, about, install and wizard screens)**

Application screens are an important part of your software's visual design. For example, Splash, About, Install and Wizard Screens typically display graphics that include your company and product identity branding and your product's version information. They also display your copyright/trademark and any other pertinent information concerning your product. More Than Icons will develop custom application screens that will have visual impact and professional quality that your product deserves. Well designed screens will enhance your customers' visual experience in using your software.

### **Custom icon design**

More Than Icons will produce original icons, making sure your customers have a pleasant and unique experience in using your applications. We collaborate with software developers worldwide making sure your hard work stands out above all the rest.

### **Website development**

Website development is one area in which More Than Icons has considerable experience. By keeping informed and using the latest technologies and methods, doing cross-browser testing, and all that is needed to provide state-of-the-art web solutions,, we enjoy meeting the challenge of making a website look and function exactly how we designed it.

More Than Icons can update your existing website design giving it a fresh new appearance and improved functionality. A well designed, easily navigable website will attract more users, and raise fidelity, which will result in increased visibility and profits for your product and business.

More than icons

# User interface and web design





## Presentations and Illustrations

**Interactive demonstrations provide companies with a powerful opportunity to help visitors**

### **Interactive demonstration**

Whether your product is well established, or still under development, one of the key components to successful marketing is a professional looking demo. We utilize the latest interactive technologies to develop demos that are both informative and fun. As well, a demo is often a great way to sell or test out new product ideas.

Interactive demonstrations provide companies with a powerful opportunity to help users better understand the benefits of an offering, or to simplify the understanding of complex products and services. Interactive demonstrations created with More Than Icons' proven process help to build a stronger relationship with customers and prospects, working as a logical extension of your website or interactive promotion.

### **Corporate or product presentation**

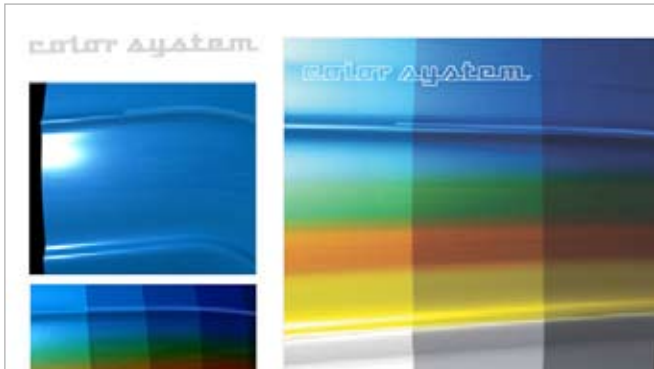
More than Icons produces professional presentations with the style and expertise that you deserve. With proper branding, you are guaranteed a professional image when broadcasting your message, ideas and core vision. Having a high quality presentation in a variety of formats that suits your needs is a powerful marketing tool.

### **Illustrations**

Our graphic design team has illustration skills that can be used in a variety of contexts: visual demos and coaching, printed or web based promotional materials, user guides, and so on.

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## Presentations and illustrations



## food and wine lab





## Branding and collateral

**Effective corporate branding has become an essential part of the complex communication process**

### Logo design

Logo design is the first and most important creative task after (or even before) establishing a business.

Together with our customers, we identify the most logical direction for theme and style, eliminate undesired combinations of fonts, colors, shapes and proceed with concept design.

When layout is approved, we produce logo files in various formats, orientations and colors. We prepare print and screen versions, formulate logo usage rules, identify compatible typefaces and complementary colors. We also supply your Visual Manual Identity (style guide describing correct identity uses).

### Branding and collateral

Strategic brand development is crucial to the success of any company. More Than Icons design develops brand/corporate identities based on the image and value proposition a company wishes to convey to its target market. In each identity project, we generate multiple concepts to give your customers a range of approaches varying in palette and design yet working within your established corporate model to ensure we effectively hit the mark.

Our company's mission exploration helps us focus on what kind of visual branding strategy is desirable for your constituencies and how to best visually portray the promise your company has made to your customers. We then integrate your brand into collateral marketing and packaging: sales brochures and other printed product information, posters and signs, visual aids used in sales presentations, web content, sales scripts, demonstration scripts, product data sheets, product white papers, creating highly functional and effective brochures and business systems.

More than icons

# Branding and collateral





## Main customers

**Boehringer Ingelheim**, Pharmaceutical

**Soccorso Clown**, ONLUS

**Zanichelli**, Publisher

**Fondazione Palazzo Strozzi**, Modern Art Museum

**Targetti spa**, Architectural lighting

**Teamwork**, Work management software

**Comune di Firenze**, Public Service

**Regione Toscana**, Public Service

**Eldes**, Radar and Software

**Silicon Biosystems**, Bio-medical research

**Istitut Cultural Ladin Majon di Fascegn**, Ladin Institute

**Istitut Cultural Ladin Micurà de Rù**, Ladin Institute

**Chambra d'Oc**, Occitan community

**Ars Hotels**, Hotels chain in Florence

**San Gallo Palace**, Hotel in Florence

**Estate Il Palagio**, Tuscany farm

**Stefano Bemer**, Fashion Brand

**Paola Quadretti**, Fashion Brand

**Museo "la Specola"**, Natural History Museum

**CDC Centro Diagnostico Cernaia**, Medical Center

**Okolab**, Bio-medical research

**Art for The World**, ONG

**Città Nascosta**, Art and guided tours

**Fabbrica Europa**, Contemporary Art Foundation

**CNR Ieni**, Research Center

**Automobile Club Genova**



## Company

More Than Icons's core services include creative design and technical integration. These services are combined into a proven process that deliver energized interactive communications. Simply put, we help our customers build stronger branding.

Our team has grown organically and refined a process and methodology for "fusing" market branding, artistic and purposeful design, and proven technology applications. The result is a suite of customized solutions that are driven and supported by our customers' goals and objectives.

More Than Icons is a brand of **Open Lab**, an Italian design and software factory established in 2001. Morethanicons covers the design department, and Open Lab software core areas are:

**Teamwork**, a web based software solution for managing work and communication through projects in any field, adopted worldwide;

**Smallcodes**, a web based software solution supplying linguistic resources for lesser-used languages.

### Contacts

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[www.twproject.com](http://www.twproject.com)  
[jblooming.blogspot.com](http://jblooming.blogspot.com)