AGENCY CREDENTIALS & SELECTED WORK

13

Forma & Field

Brand Strategy · Identity · Digital



ILLUSTRATIVE PHOTO



Brands with character. Experiences with intent.

An independent creative agency shaping how ambitious businesses are understood. We connect strategy, expressive identities and digital experiences into one coherent story.

03	CREATIVE DISCIPLINES	**02**	FEATURED CONCEPT BRANDS	**01**	CONNECTED BRAND SYSTEM

THE PROFILE IN CONTEXT

We are a multidisciplinary creative studio working at the intersection of business direction and brand expression. Strategy gives the work a clear idea; art direction gives it character; digital design makes it tangible. We work closely with decision makers and specialist partners, keeping the reasoning visible from the first creative route through the final handoff. Our aim is a brand system that feels distinctive in a campaign and stays useful in everyday applications.

Brand strategy · Visual identity · Art direction · Digital experience · Campaign systems

Focus	**Founder-led and evolving brands**
Approach	**Strategy through implementation**
Partner model	**Core studio + specialist collaborators**
Work shown	**Original fictional concepts**

Mumbai · Working across markets

FICTIONAL SAMPLE

CAPABILITY / CONTENT / EVIDENCE

From the idea to the experience

01

Positioning and narrative

Make the audience, offer and differentiating point of view clear enough to guide decisions.

Positioning platform + narrative framework

02

Identity and expression

Translate a strategic idea into typography, color, imagery and a coherent design language.

Identity system + application toolkit

03

Digital and launch

Bring the brand into a useful website and a coordinated launch experience.

Website direction + launch assets

Selected worlds we shaped



HOSPITALITY / BRAND SYSTEM

Common Ground — a place to gather

CONTEXT

A fictional hospitality concept needed a welcoming identity that could work across physical and digital touchpoints.

CONTRIBUTION

Developed an expressive wordmark direction, communal table motif and flexible information system.

Brand concept, menu system, signage and landing-page design.



B2B / DIGITAL EXPERIENCE

Vela Works — complex services, clearly told

CONTEXT

A sample B2B studio struggled to describe a broad technical offer in a meaningful way.

CONTRIBUTION

Reframed the service story around buyer questions and paired it with a precise visual language.

Messaging hierarchy, identity direction and website architecture.

> These examples show the intended content structure. They are original fictional studies—not verified clients, completed research, clinical outcomes, endorsements or product performance.

FICTIONAL SAMPLE

APPROACH / EXPECTATIONS / NEXT STEP

A shared creative process

01

Discover

Understand the business, audience and tension.

02

Define

Agree the strategic and creative direction.

03

Design

Build and test the identity across real applications.

04

Activate

Prepare rollout assets, guidance and handover.

How the studio is organized

Strategy

The idea needs to earn the execution

Research questions, audience insight and business context shape the creative brief.

Design

Distinctive, then systematic

A memorable expression should still work in everyday applications.

Collaboration

The right team for the assignment

Specialist photography, motion, writing or development is explicitly scoped.

GOOD FIT

Organizations ready to connect business direction with a distinctive brand experience.

IMPORTANT BOUNDARY

Logo-only expectations disguised as a full rebrand, unlimited revisions or unsupported impact claims.

Do you handle implementation?	Implementation can be included when scope, responsibilities and specialist needs are clear.
Are these real client campaigns?	No. All displayed brands and assignments are fictional concept work.
How are projects priced?	Pricing follows agreed deliverables, complexity, usage and collaboration requirements.

THE NEXT CONVERSATION

Start a project conversation.

forma@profile.example · placeholder only

USEFUL CONTEXT TO SHARE

- → Brand and business challenge
- → Deliverables and decision makers
- → Budget range and launch ambition

This is not a live contact channel. Use verified details in a real profile.

FICTIONAL SAMPLE