

HANSONDESIGN

25 years of connecting people with brands

design. / **25** Years of Global Design. / **25** Years of Global Design. / **25** years of Global Design. / **25** Year

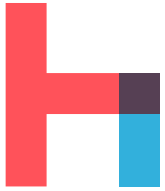




We Connect Brand Strategy, Design, and Technology

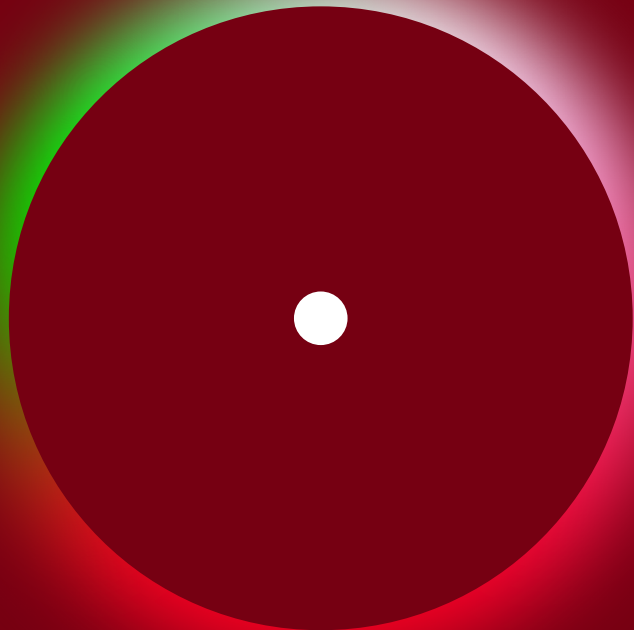
We aim to discover intrinsic value, foster genuine connections, and drive brand-led growth. We're in the business of building brands that people love and remember. Through deep strategy, design precision, and digital innovation, we turn brand potential into market performance.





We build brand-driven growth

Driving brand growth with strategic clarity, design precision, and technological insight. Our approach integrates brand wisdom, creative innovation, and digital advancement. We create a framework for your brand's long-term value and connectivity.





Services

Hanson Design, a leading brand design company, has established a strong reputation for empowering brands through strategic brand positioning, innovative technological solutions and intelligent design. With a commitment to delivering comprehensive solutions, Hanson Design has long been at the forefront of brand excellence.

This integration solidifies Hanson Design as the trusted partner for brands seeking intelligent design, strategic brand positioning, and market expertise. We engage in a consultative partnership, functioning not just as an agency but as an extension of your strategic team, sharing in your commitment to brand excellence. We create brand experiences that go beyond aesthetics, driving growth, connecting people, and empowering organizations to thrive in a competitive landscape.

Our Services

Brand Strategy

Shaping brands through deep planning & thorough analysis.

- ✓ Strategic Development & Consultation
- ✓ Market Research & Analysis
- ✓ Competitive Analysis & Brand Positioning
- ✓ Brand & Marketing Audits

Design

Translating your brand's strategic foundations into compelling brand expressions & systems.

- ✓ Visual Identity Creation
- ✓ Branded Collateral Design
- ✓ Customer Experience Design
- ✓ Design Systems & Ecosystem Integration

Technology

Move minds & metrics through an ecosystem that aligns with your brand.

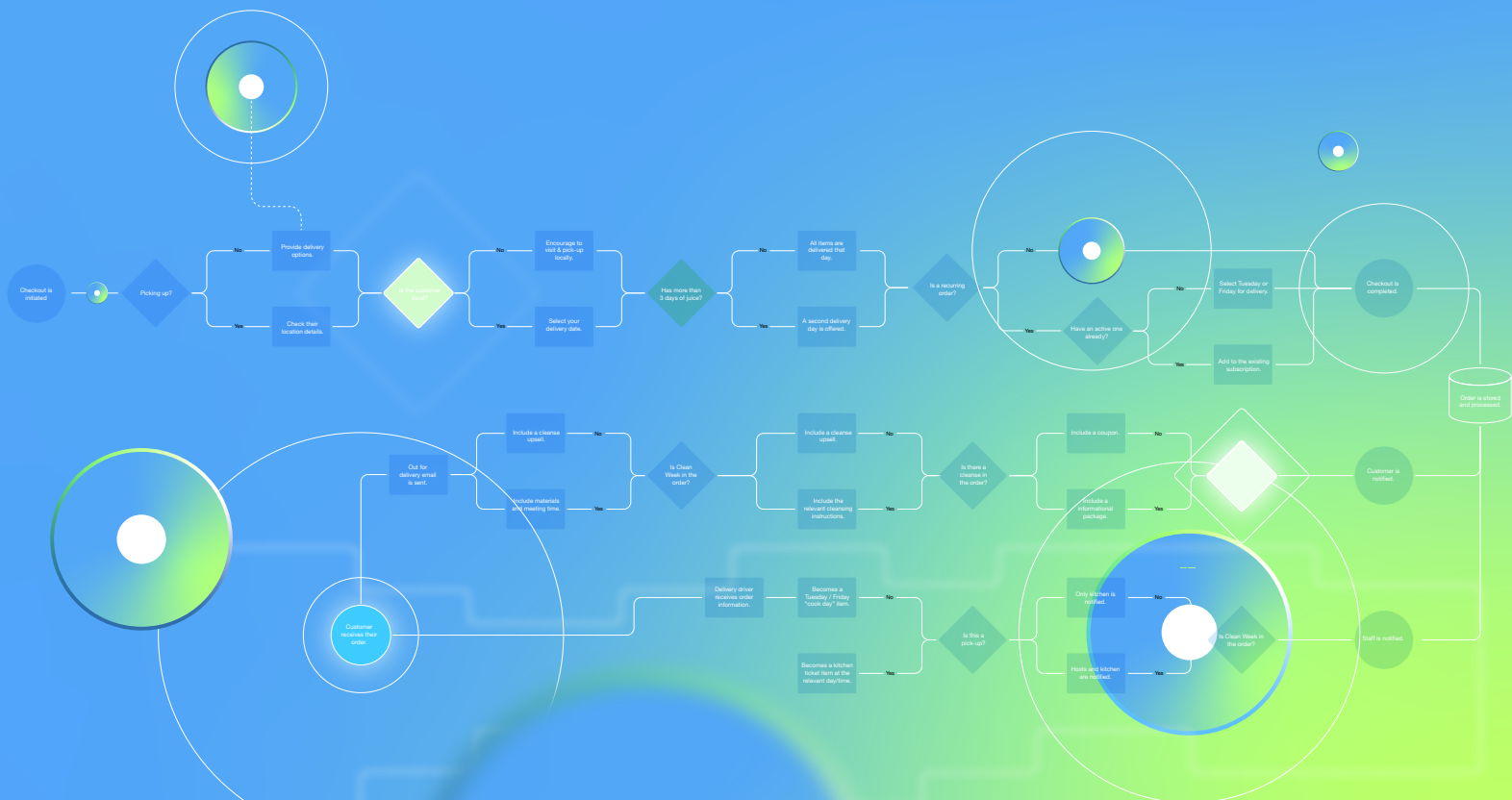
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Customer-Centric Innovation: Infusing Strategy and Design with Digital Ingenuity

At Hanson Design, we harness technology as the catalyst that fuses strategy with design, building solutions that resonate deeply with your audience. Our approach leverages cutting-edge digital tools to translate strategic vision into brand realities, ensuring every brand touchpoint is optimized for engagement and impact.

By integrating more efficient technological solutions, we enhance brand presence and create agile strategies that evolve with market dynamics. This infusion of technology with our strategic and creative processes results in lasting brand elevation.





Clients





Partners



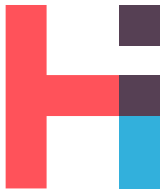
NovaMerge offers a complete suite of brand marketing design for companies who want to expand their market presence in Brazil, the U.S., and the Americas. Today's reality of the need for synergistic branding in multiple cultures has spawned NovaMerge, a marketing design alliance offering a total creative suite for brands, corporate marketing, retail design, consumer packaging, and digital communications in North America and South America. Commcepta's robust digital brand interactive offerings in Brasil combines with Hanson's consumer and corporate brand design communications experience in the U.S. to give clients a powerful strategic brand design partner that engages targeted audiences at multi-levels across the Americas.



The creative objective of Xhilarate is to win the mind, heart, and soul of clients by creating thoughtful, effective, and engaging visual communications that embrace common collective experience. Xhilarate helps clients to stand out, enabling them to communicate to their respective target markets. Creating human-centered experiences that transform brands, Xhilarate grows businesses and makes people's lives meaningful through fresh ideas, innovation, and technology. Xhilarate unites with organizations large and small with wide-ranging budgets and timelines with a singular focus; to do great work...always.



Hanson Design's brand design alliance with Cape Town-based agency Berge Farrell combines robust consumer brand packaging experience with digital interactive marketing. Together, we offer a complete creative suite for packaging, retail and digital design in North America, Europe, Africa, and Asia. BF+H has developed strategic, award-winning solutions for many well-known global brands, including American Express, Aramark, Brown Forman, Cadbury, Chivas Regal, Colgate-Palmolive, Kraft, LVMH, McDonald's, Pepsi, Pernod Ricard, SAB Miller, Sodexo, and Unilever.



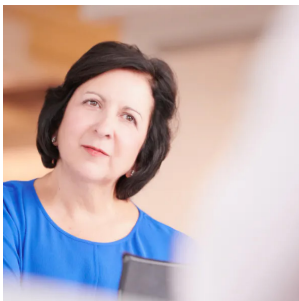
Team



Gilman Hanson / Brand Strategist

✉ gil@hansondesign.com

Gil consults on brand design as it relates to business and audience empathy. He and his team of creative thinkers and designers create brands, web tools, and retail designs for clients such as American Express, Campbell Soup Company, Colgate-Palmolive, JPMorgan, Aramark, Pernod Ricard, and most recently, Saudi Aramco Gil graduated from the Rhode Island School of Design and has studied at Fleming College in Florence, Italy and Colby College in Waterville, Maine.



Donna MacFarland / Brand Strategist

✉ donna@hansondesign.com

Under the guidance of Donna MacFarland, a seasoned marketing strategist, and qualitative moderator, the Hanson Design team brings an added layer of expertise to every engagement. With over 30 years of experience in financial services marketing, Donna has led transformative initiatives that have driven substantial business growth. Her qualitative research proficiency, including conducting focus groups, in-depth interviews, and ideation sessions, further amplifies the strategic value offered by Hanson Design.



Winston Sordoni / Designer

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With more than 15 years of experience developing award-winning brand designs for Fortune 500 companies, mid-caps, and start-ups, Winston brings a high degree of creativity and design sensitivity to the Hanson team. Winston has a holistic view that allows him to create designs that scale across multiple contexts including design, web, motion, and sound design and sound, delivering world-class creativity to our clients.



Sam Tietjen / Developer

✉ Sam@hansondesign.com

Sam uses his two decades of digital development experience to help creative professionals execute their best work. For the past ten years his independent studio has been sought after by award winning agencies, startups, and enterprises alike for its multidisciplinary approach. At Hanson Design, Sam orchestrates the execution of digital strategies.