

## What is Superbase?

Welcome to a new kind of consultancy: brand builders, design disrupters, social media strategists, and value creators. Superbase is a small team - much smaller than the average agency - yet with the capabilities required to work with a variety of clients ranging from early startups to international enterprises. Decades of combined experience and great chemistry are key ingredients to doing awesome work, and doing awesome work for our clients matters to us. Welcome to Superbase.

## What do we do?

Superbase is hell-bent on helping good brands become great brands by focusing on a few key services: Design, Branding, and Storytelling. Combining design expertise with thoughtful brand marketing strategies, we work at the forefront of visual communications to help you do the things that your brand needs to stand out from your competitors. In short, we create unignorable brands. So let's get together, storm the gates, and make something remarkable happen.

### Creative Direction

This is far more than just a few new ideas. Authentic creativity is one of the most crucial attributes of a successful brand, and many companies get severely stuck when they undervalue the importance of good Creative Direction. Creativity solves problems, innovates products, and connects people. This is why more and more companies are starting to tap into the creative resources of experienced teams like Superbase.

"The best way to predict the future is to create it" - Abraham Lincoln

We collaborate with existing in-house marketing and design teams to create the future.

### Design

Design is truly the beginning of everything. It is the foundation of all that we do at Superbase. Look, feel, color, typography, composition. We nerd-out over this stuff more than anyone you've ever worked with.

"Good design lasts longer" - Massimo Vignelli

We obsess over the details of everything we do. Our services include Logo Design, Graphic Design, Experience Design, and Product Design for a broad range of clientele. From concept to execution, we add remarkable value and help you put your best foot forward.

### Brand Building

A brand is not merely a logo, a website, or a product. "A brand is the set of expectations, memories, stories and relationships that, when taken together, account for a consumer's decision to choose one product or service over another." - Seth Godin

Why would your customers choose your product over another? A good business is not always a good brand, and a good brand is not always a good business. Knowing the difference and how to excel at both is a key to branding success.

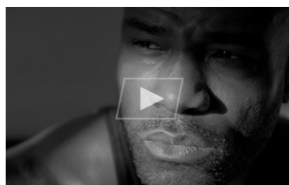
Whether you're launching a new brand, considering a re-brand, or trying to strengthen your existing brand, Superbase seriously loves it. Bring doughnuts.

### Social Media

You may have a social media profile, but do you have a social media strategy? Some brands are winning at this, many are losing. And despite what they may tell you, it's not all about the numbers. The modern iteration of word-of-mouth marketing, social media can be amplified on a global level while still being extremely one-on-one. Instant storytelling.

"No matter what you do, your job is to tell your story" - Gary Vaynerchuk

We help pilot you through the ever-changing world of social media and develop a customized strategy, organically increasing your follower count through a focus on quality content and optimal engagement.



Thanks to ongoing partnerships with some of the most talented young media producers in the world, our creative capabilities reach far beyond that of traditional design studios.

View our short reel highlighting some of this collaborative work and the undeniable power of quality media. Imagine how content like this could help your brand tell its story.

Enough about us, [let's talk about you](#) »

