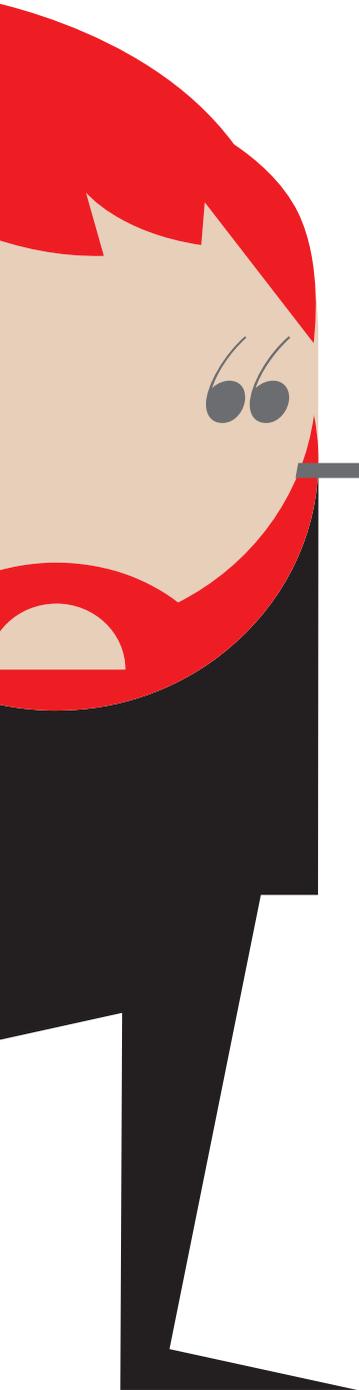


*Love
at first
light.*







“Hello!”

*Simple. Laconic. Concise. And -if it's well put- substantial.
Lots of encounters start like -or close to- this. And they grow big
and strong. In words, images, messages.
And they come and change your moment, your day, your brand.
This could be such an encounter.
We will talk to you about us. How we began, how we do what we
do, and every little "what", "how" and "why" that will help you un-
derstand us and our work better. And if you like what you' ll hear,
you can talk to us as well. About your brand's or product's needs
and aspirations. And we promise that we will incorporate our love
and knowledge about design, communication and promotion into
this relationship.*

*Hello. We are Eminence. Let's get to know each other a bit better,
shall we?*

Where do I begin...

Who can speak for you on a professional level, if not your work?

Even though for some time the testimonies were mostly printed, while nowadays they have been transformed into parts of a digital dialogue, thanks to social media and mobile apps. From large retailers to local traditional products, our team experience and works include almost every element of a successful campaign. Design that serves both aesthetics and functionality, adapted to every brand's profile and needs, and implemented to every necessary medium.

The team

We know the difference between self-awareness and introduction. And the latter is essential for you. To know the professionals behind the images, illustrations, packaging designs, texts and media plans. The people who invest their inspiration, effort and working hours in front of every sort of screens, in order to do their best for every client. The reason is simple; their best communication profile improves ours. Because how you look, reflects who we are and what we do...

Strategy

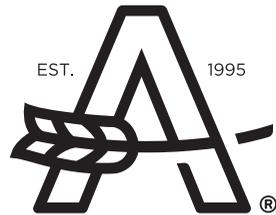
You know what you wanna say about it. But you don't know how. Or where. Or to whom. That's what strategy is about. It might sound like a pompous term (and it can be sometimes) but it is an essential approach that can transform a random pile of thoughts, ideas and applications into a solid weapon in a brand's communication armory (whether is a quivers or a nuclear silo). It's the answer to all these "how" "where" and "to whom" might come up, in order to make every investment in a product's advertisement worth it.

We are here to listen to you and your needs. Because you need to be heard out there. The right way, on the right places, and to the right audience.



“- Visual identity”

Recognition. It's all that matters in an ocean of brands. That's why your visual identity needs to incorporate all these elements that will make your brand to stand out. But above all, it has to be the elements that define you. Otherwise, all you have is a fake ID. Which will be more of a trouble than a marketing tool...



Albus

A stands for Albus bakeries, and their rebranding is placed around this initial, along with minimal patterns and vivid color contrasts.





OLOKYTA™
HOTEL PROJECT



Olokyta

A company that provides 360° services to hotel units in terms of construction and supplies. Strict, overall and stable were the keywords given as part of the rebranding brief that was given to us.



We're learning together

Education can be fun, and that's the approach of this program by the Latsis foundation, where the symbol of a pencil/spinning top stands for its two aspects: Learning and playing.



Fileto

A grill point with a history, and a visual identity full of retro references, from the logo's typography to the complementary visuals.



Agrocom

An export-oriented fruit distribution company, with an identity that represents its character through simple and clear lettering.



Mpelas

A dairy firm with a 90-year history, was in need of a new and fresh visual identity.



Logo



Logo 3d



Χρώματα

				
R: 255 G: 255 B: 255	R: 177 G: 179 B: 181	R: 255 G: 227 B: 0	R: 51 G: 193 B: 236	R: 0 G: 113 B: 203

Get All

An online mall that welcomes its visitors with a price tag-shaped logo, a direct reference to its prices, the brand's USP.



NRG Productions

Simple, curved lines and a speaker as a symbol. There are the visual elements we used for this audio design studio's re-branding.



Polis

A modern convention centre located right outside Thessaloniki. Its high level of services, along with its arches (an architectural point of reference of its facilities) were the key elements we based our branding.



Freskon by Helexpo

Helexpo's first fruit & veggie trade fair, needed a visual identity that would match its character and freshness.



Pax Homemade Burgers

With a history that goes back to New York, fast casual food's metropolis, Pax's presence in Thessaloniki was a breath of tasty air for the city's food culture. It was a matter of consistency to apply its character to the brand's identity. Red and brown typo and design elements on craft background create a profile for a burger joint meant to outstand!



Print

“- Can I see it in print?”. It’s not a reflex reaction to a 5-century norm. It’s not even the analog-digital connectivity gap, or the absence of the feeling of a page touched or turned. Print communication is still here. Strong, original, efficient. Actually, it was never absent – regardless of the fact that it has been drastically limited. Product catalogues, visiting cards, calendars, posters, a wide range of media, which if you use them well, they can become a set of unexpectedly efficient tools that can become an essential part of a complete communication plan.





Iraklis FC

Thessaloniki's Blues were in search of a new, improved look. From the team's typographic approach on names and numbers on the official outfits to its home stadium environmental graphics, we combined the club's history and passion in a series of powerful artworks that include both images and graphic elements, full of vigor and strength.

0 1 2 3 4
5 6 7 8 9

ΑΒΓΔΕΖΗΘΙΚΛΜΝΞΟΠΡΣΤΥΦΧΨΩ
ΑΒCDEF GHIJKL MNOPQRSTUVWXYZ
+ _ -) (* & ^ % \$ # @ ! ± ? > < | ' " ~



Inline typographic treatment based
on the typeface Kamtchatka for
the official 2015-16 kits.







1908





Freskon by Helexpo

Promotion material for Freskon, Helexpo's first fruit & veggie trade fair.



Lina Baby

Lina Baby is one of Greece's leading baptismwear brands. This is its product catalogue for 2015.



Lina Baby

Lina Baby is one of Greece's leading baptismwear brands. This is its product catalogue for 2014.



Phytosophia

When you have to present Greek nature's best, you try your best to keep it as minimal as possible in order to let the products out stand, without any unnecessary noise or exaggeration!



Massalia

A combination of vivid illustrations and descriptions is the key element of this menu we created for one of the top restaurants, with locations in Thessaloniki and Chalkidiki.



Polis

Promotion and information material for this high-quality conference centre, that follows in terms of character and style of the centre's overall image.



Top Line

Catalogs and promotion material for a plus-size women's fashion brand, where style and simplicity meet and create a unique image for every collection.



EYATH

Informative and communication material created for the company's presence in 82nd Thessaloniki International Trade Fair (September 2017) and redesign of the bill template.



Employ

A career and education counseling center based in Thessaloniki, which also implements and organizes a wide range of events and seminars throughout the year.



Jacques Hermès

Catalogs and promotion material for a men's fashion brand that specializes in shirt making.



Lida

Catalogs and promotion material for a women's lingerie brand, that combines elegance, sensuality and high quality fabrics.



Sail For Pink

Alma Zois (Leap Of Life) is a breast-awareness NGO, and Sail for Pink is its main public event.



Play On Board

The history of Neraida (Fairy), Latsis Foundation's museum ship, comes to life through a combination of creative activities, games and imaginative illustrations for its little visitors.



Taratsa International Film Festival

A 5-day movie fiesta which takes place in selected terraces throughout Thessaloniki, dedicated to short films from all over the world.





Avgodiatrofiki & Egg Pro

Promotion material for a large egg-production business dedicated to quality and innovation, its main product series and Egg Pro, a pasteurized-egg niche product.



GEYER

An automation novelty implemented by Geyer Hellas, was the central theme of a multilevel awareness campaign, which included over-the-counter POS displays, posters, and web ads.



AS Automation System Hellas

Communication and promotion material for a Greek company with a global scope and presence in more than 20 countries around the world.



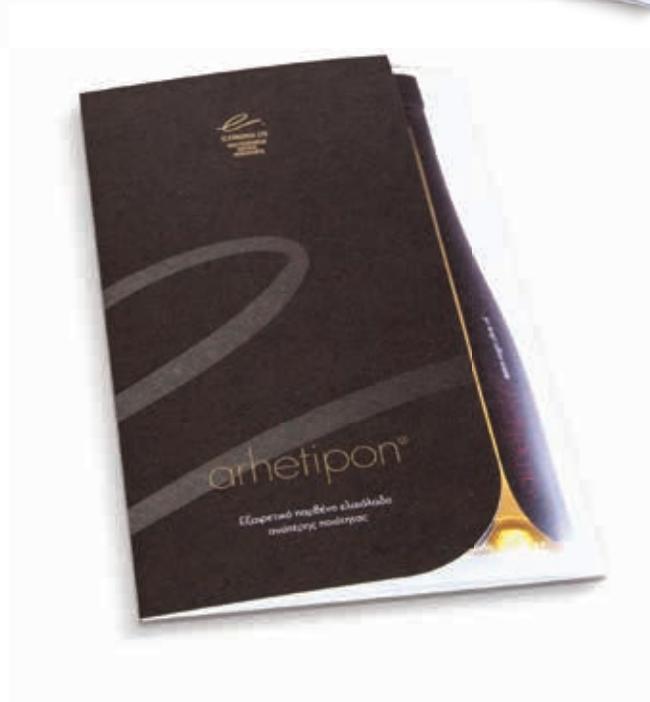
Thessaloniki Concert Hall

Poster design for TCH's event Music & Narrative.



Makedonia Palace

Print ads for the renewed hotel of Thessaloniki.



Arhetipon

Corporate folder for a premium olive oil brand.



Eleokomia

Corporate folder and product leaflets for a brand based in Peloponnese with a significant exporting activity.

INJUSTICE IN THE END PRODUCES INDEPENDENCE

**L'INJUSTICE
À LA FIN
PRODUIT
L'INDÉPENDANCE**

— VOLTAIRE

DENCE.

E



DANCE.





2015 Calendar

TwoThousand&Freefteen was dedicated to national independence days from around the world, that contained a total of 35 illustrations.



Ode To Code

A series of illustrated codes from more than 40 design firms and independent graphic designers, in a publication aimed to support the Therapeutic Community KETHEA ITHAKI. We were more than honored to contribute by designing its cover layout and providing 4 illustrations.





Hellenic Petroleum

Corporate conscience is a key element of Hellenic Petroleum's policy. This brochure presents the group's actions that support the local communities and contribute the broader society through a series of fact tables and infographics.



Masoutis

Masoutis' regular and seasonal (Christmas, Easter, summer) offers publications.



Adam's shoes

Adam's Shoes is a Greek shoes company with international presence. These are some samples from their semiannual product catalogues.

rules"
 "kicked
 "bed.
 Dog Year
 1918



Momentum
 90°



ΕΒΔΟΜΑΔΙΑ
 5-7 ημερες

It's about time.

The 2016 calendar theme is time and its units, where a total of 52 illustrations represent them along with complementary typography and additional information about them.





Upgrade

Folders and promotion material for a Thessaloniki-based consulting and training services company.



Chaitoglou Bros

Tahini is a sesame-based food with unique nutritional value, and Chaitoglou Bros is synonymous to quality and excellence in sesame-related business. The company's presence in international expos is supported by a series of information leaflets about the company's product line and services.





Packaging

If you like what you've learned about us, then this will bring us even closer. We believe that whether is placed on a shelf or an e-shop, packaging is a product's natural extension. It's the "meet and greet" element that attracts the consumer's attention, and its credentials to a constantly expanding and competitive market. That's why we try to incorporate brand elements and values through the use of specific materials, lettering, colors and symbols. This way, we don't just provide a suitable packaging to every product, but also a means to expand its promotion.

In a time where image is the king, what does your brand look like?





Απο τον τοπο mas

“Απο Ton Topo Mas” means “Made In Our Locus”. A series of local-made products, with a redesigned labeling that combines the crude character of a craft surface with a series of patterns as a reference to each product’s raw materials.



Avgodiatrofiki

Packaging design for Avgodiatrofiki's specialized product series Egg Pro.



Avgodiatrofiki

Packaging design for gourmet pickled quail eggs.



Blenders

HORECA packaging for a brand that specializes in ready-to-serve fruit mixes for smoothies or cocktails.



Mr. Greek

Retail packaging for ready-to-bake frozen pizzas and calzones for a local food company.



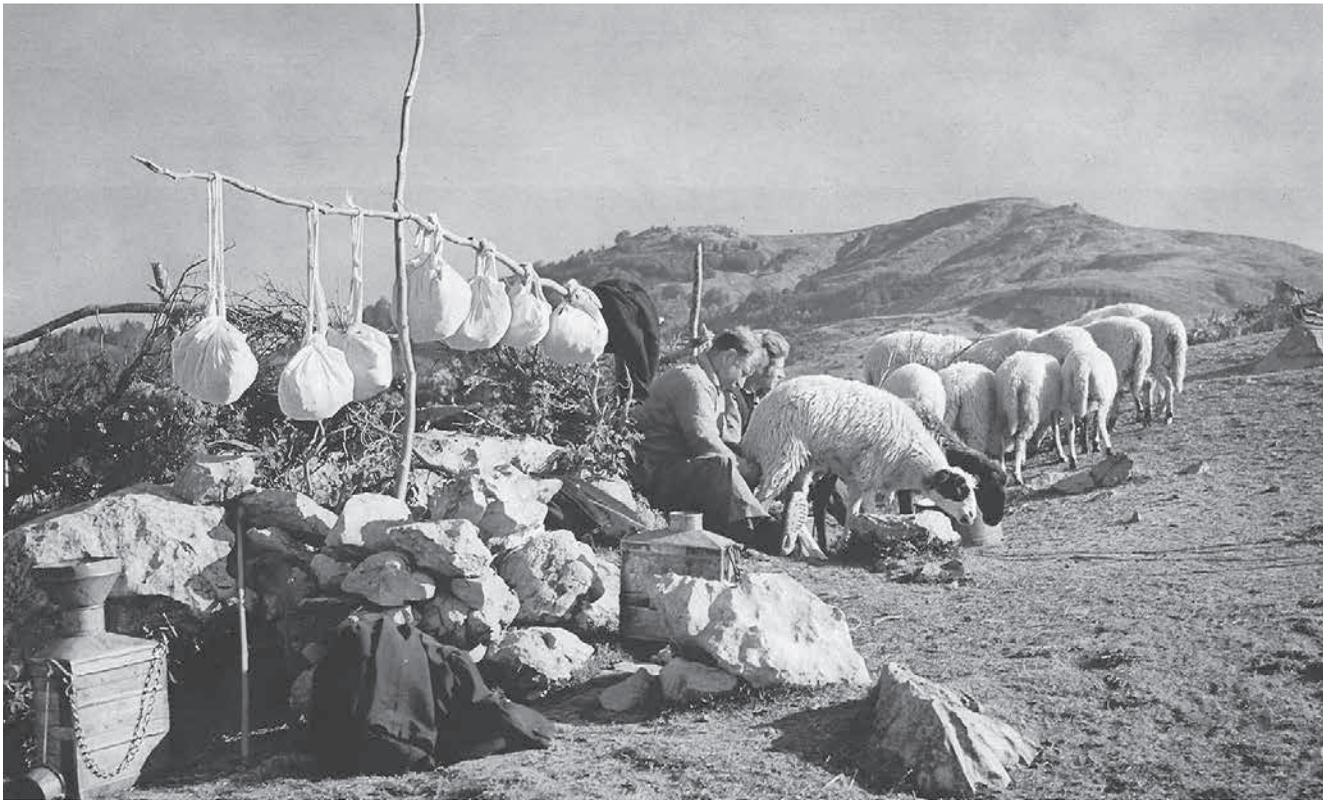
Melka

Product packaging for Melka detergent.



Il Mio

Packaging design for a series of coffee varieties (Turkish and espresso).



Tyrokomos

Product packaging for Tyrokomos' series of white and yellow cheeses.



Mpelas

Packaging design for Mpelas' series of feta and white and yellow cheeses.



Masoutis

Labels for two of the most prestigious wines of the Apo Ton Topo Mas series of food products where simplicity and elegance in typography support the label's character.



Mr. Grand

Olive oil and wine labeling for Masoutis' PL brand.



BioSelections

Extra virgin olive oil label for Masoutis bio PL brand.



Mr. Grand

A selection of food labeling and packaging for Masoutis' PL brand.



Mpelas

Packaging design for Mpelas' series of yellow cheeses.



Mpelas

Packaging design for Mpelas' series of feta and white cheeses.



Viotros

Packaging for the company's parmesan analogue cheese, where the product's high quality and prestigious character is shown through the use of a gold & black as its key colors.



Masoutis

Labels for three wine types (white, red and retsina) of the Apo Ton Topo Mas series, where their simplicity in typography meets an equally simple symbol of reference.



Royal Pellet

Pellet packaging, where yellow and black were used as superiority in quality elements.



Mr. Grand

Intense, marker-like typography on white, with a yellow ellipse as a reference mark for the product. Simple, yet solid packaging, for a product destined to out stand both in terms of shelf presence and taste.



Chaitoglou

Packaging for a new series of sesame snacks made by one of Greece's top food brands.



Jannis

The company created a new series of nougat bars with fruits and nuts. This is the first product that hit the shelves, designed by us.





Web

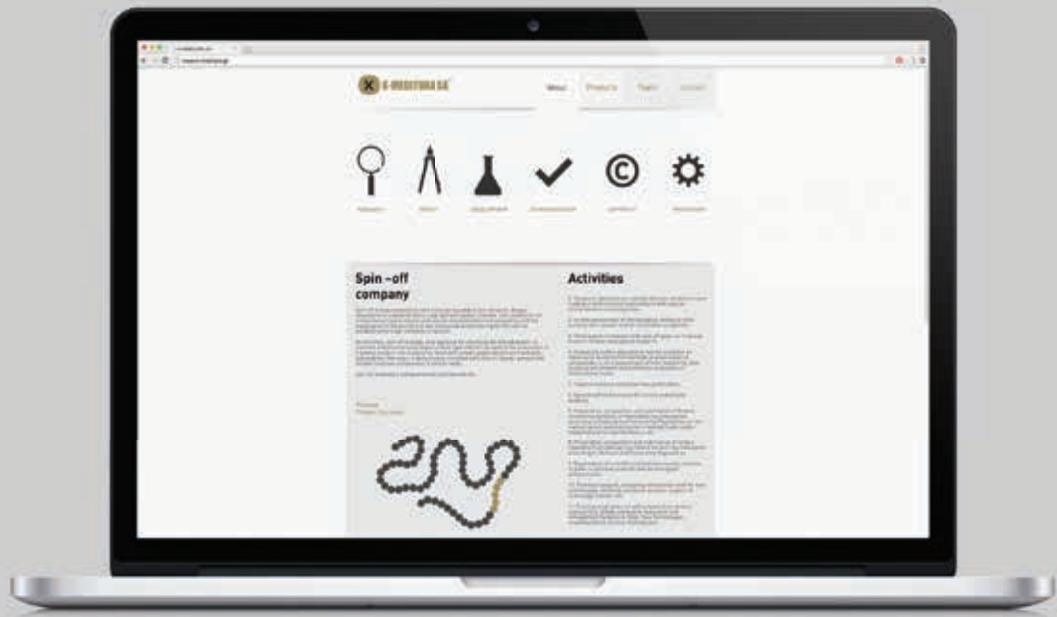
Click. Zoom. Swipe. Pixels that follow other pixels, on screens that change as fast as our days and lives. A brand's user experience boundaries expand to new, digital horizons. The equation "website=sole means of online presence" has been replaced by a grid of digital implementations, which redefine the fields of expression for the product, and the ways we can connect it to its audience. And the better you exploit these ways, the more meaningful and substantial your brand's connection with the outside (analog or digital) world becomes.

The rest, soon to a screen near you...



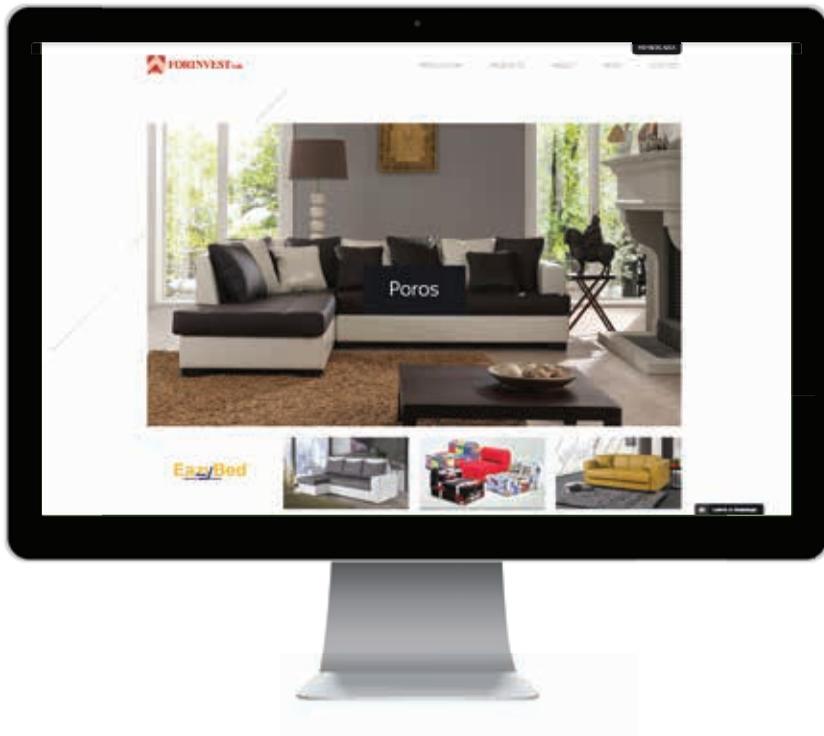
Passias

Website design for Passias S.A., one of Greece's oldest and biggest cold cut brands.



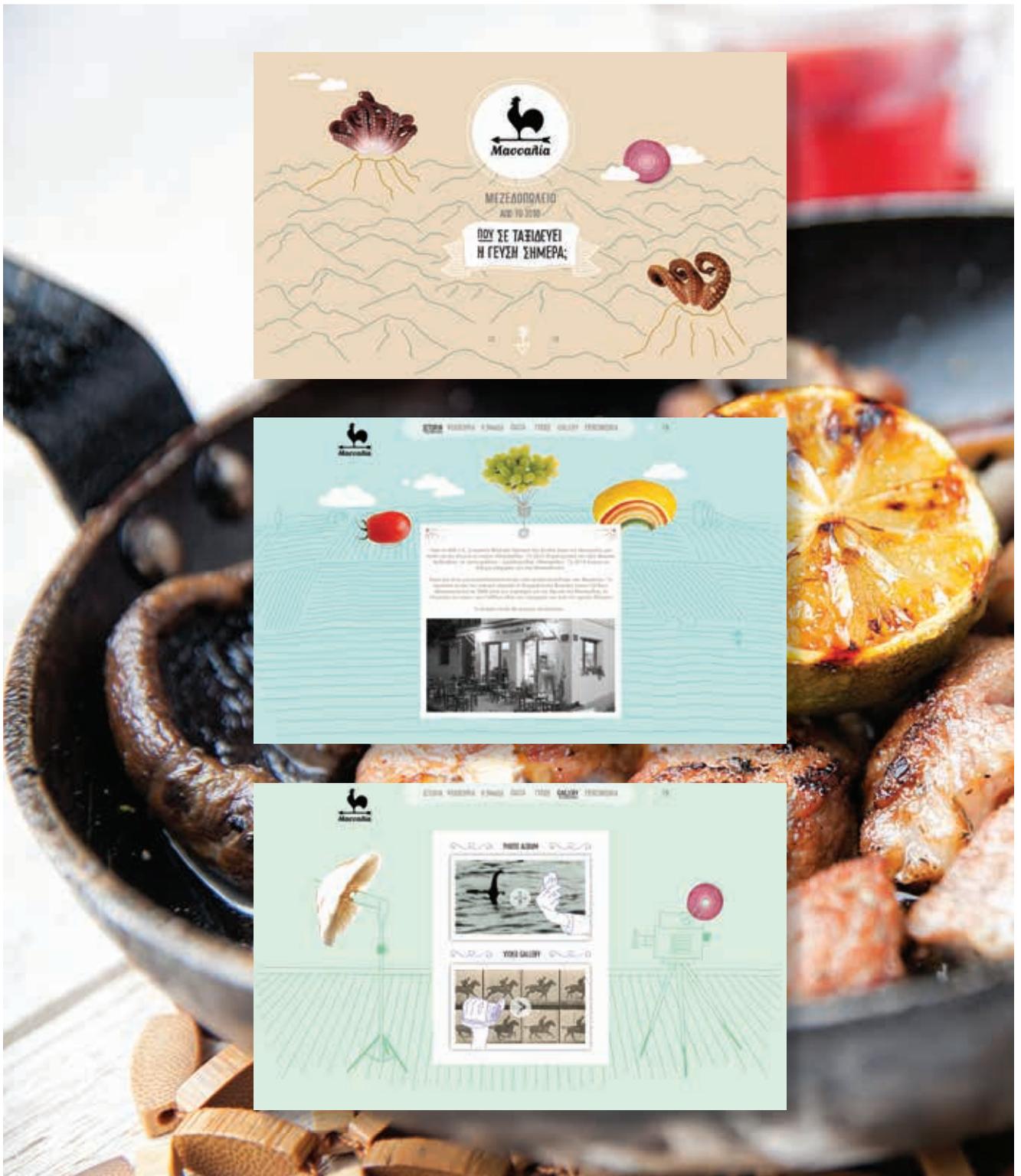
Kaplanidi Mills

Website design for K-Meditura, a spin-off company of Kaplanidi Mills S.A.



IMS

Website design for IMS, one of Balkans' leading furniture brands.



Massalia

We are scrolling down the taste lane, with a series of vivid illustrations as our companions, a reference to the restaurant's promotion material.



Lina Baby

Large images and lifestyle images are the key elements for this website, destined to function both as a B2C and a B2B tool.



ArchPaper

An architecture-oriented smartphone application, with news and references from around the world.



Helexpo

Website design for Helexpo S.A., Greece's leading expo & trade fair organizer.



MyTicket by Zorpidis

An online booking portal by Zorpidis SA, one of Greece's top travel agencies.



EggPro

EggPro, a pasteurized-egg product series by Avgodiatrofiki, has its own website, containing everything you want to know about this innovative novelty!



NRG Productions

A website for one of the top audio design professionals, with a high degree of functionality and a series of additional tools (such as its voice casting room with all the available options provided by the studio.)



Social media

So, congratulations on your new page or Instagram profile. Now, what? Because it will take more than a nephew “who knows Facebook” or your 300, 500 or even 1,500 friends who will turn into page likers to actually work. Social media is much more than a sum of pretty images, fancy one-liners and an avalanche of special offers. It is a constant, substantial interaction with the entire (digital) world, who doesn't differ at all in terms of behavior with the one we live into. All it takes is persistency, consistency, and a well-structured approach. Well, would you like something like that?



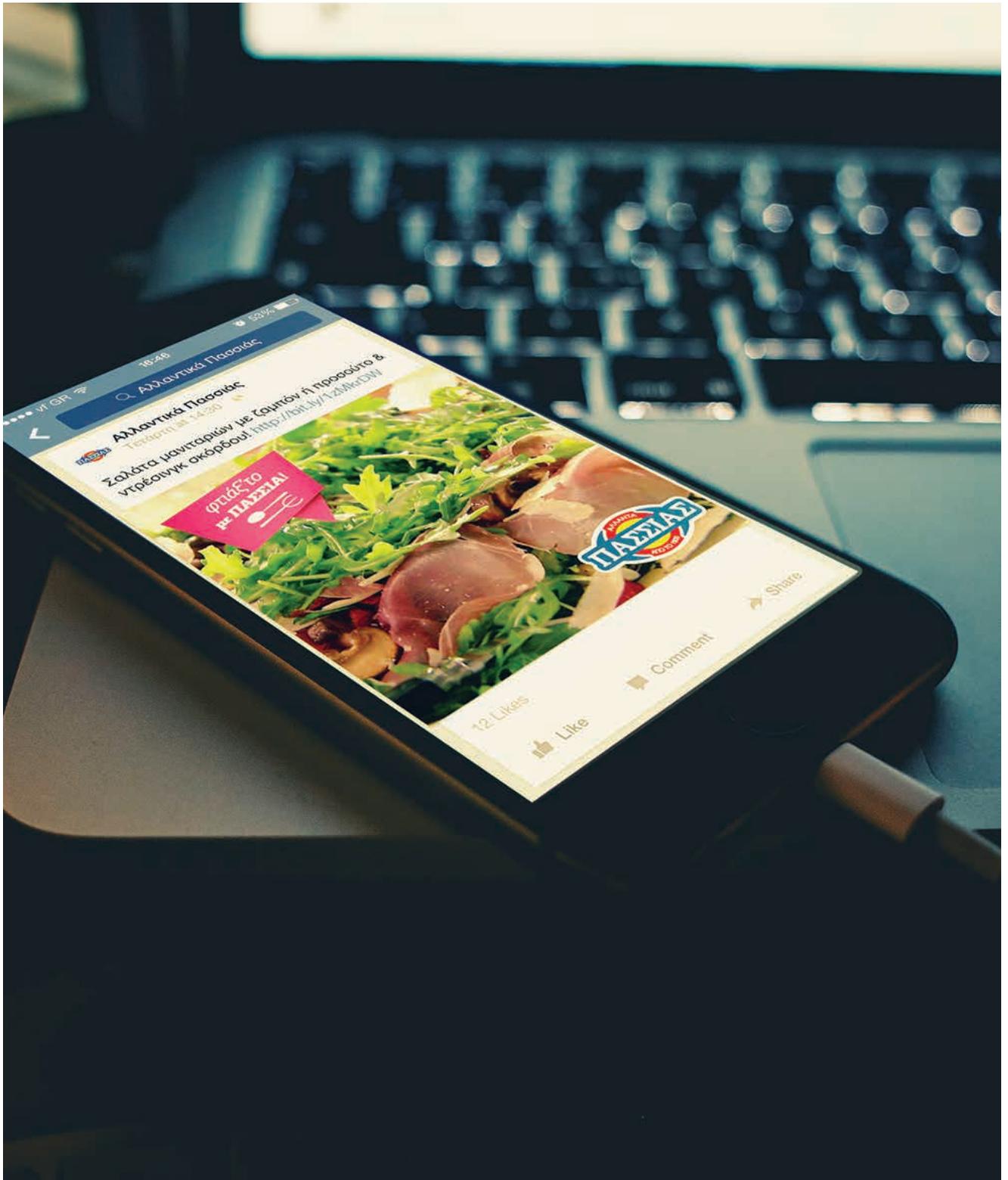
BabaQ

Content creation and management for BabaQ, a burger franchise based in Thessaloniki.



DEI

Content creation and management for one of Greece's leading private colleges Facebook page.



Passias

Website design for Passias S.A., one of Greece's oldest and biggest cold cut brands.

Status Photo/Video Life Event

What's on your mind?



Terkenlis

October 8, 2014 · 🌐

Κρουασάν #terkenlis γεμιστά με κρέμα bavaria.
Μπουκιά και απόλαυση! #delicious #bakery



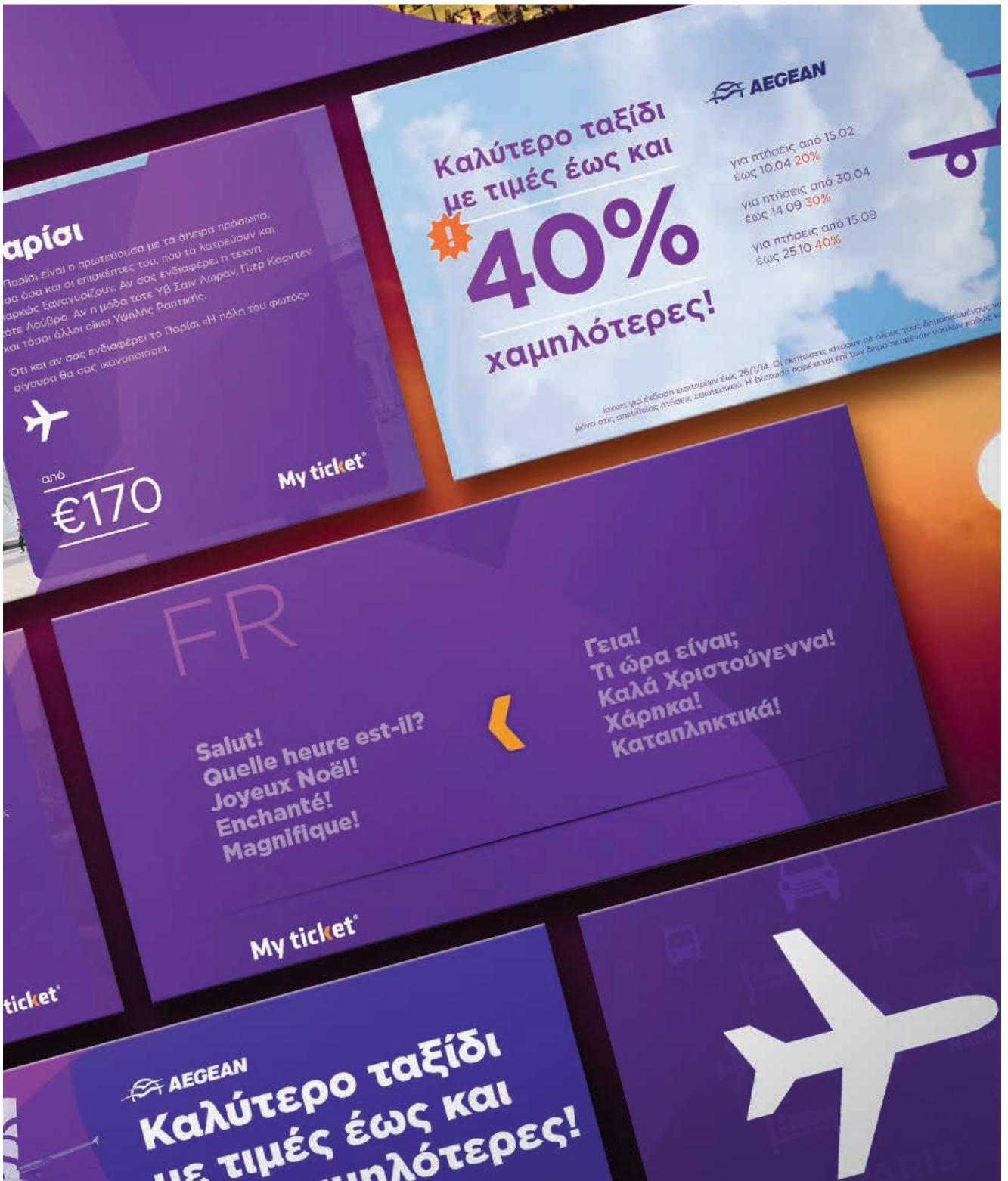
Like · Comment · Share

👍 55 people Like this.

💬 View 20 more comments ▾

Terkenlis

Content creation and management for Terkenlis, one of the oldest pastry shops, and well-known for its specialty, the traditional tsoureki (sweet, egg-enriched bread).



MyTicket by Zorpidis

Content creation and management for a new travel portal by Zorpidis S.A.



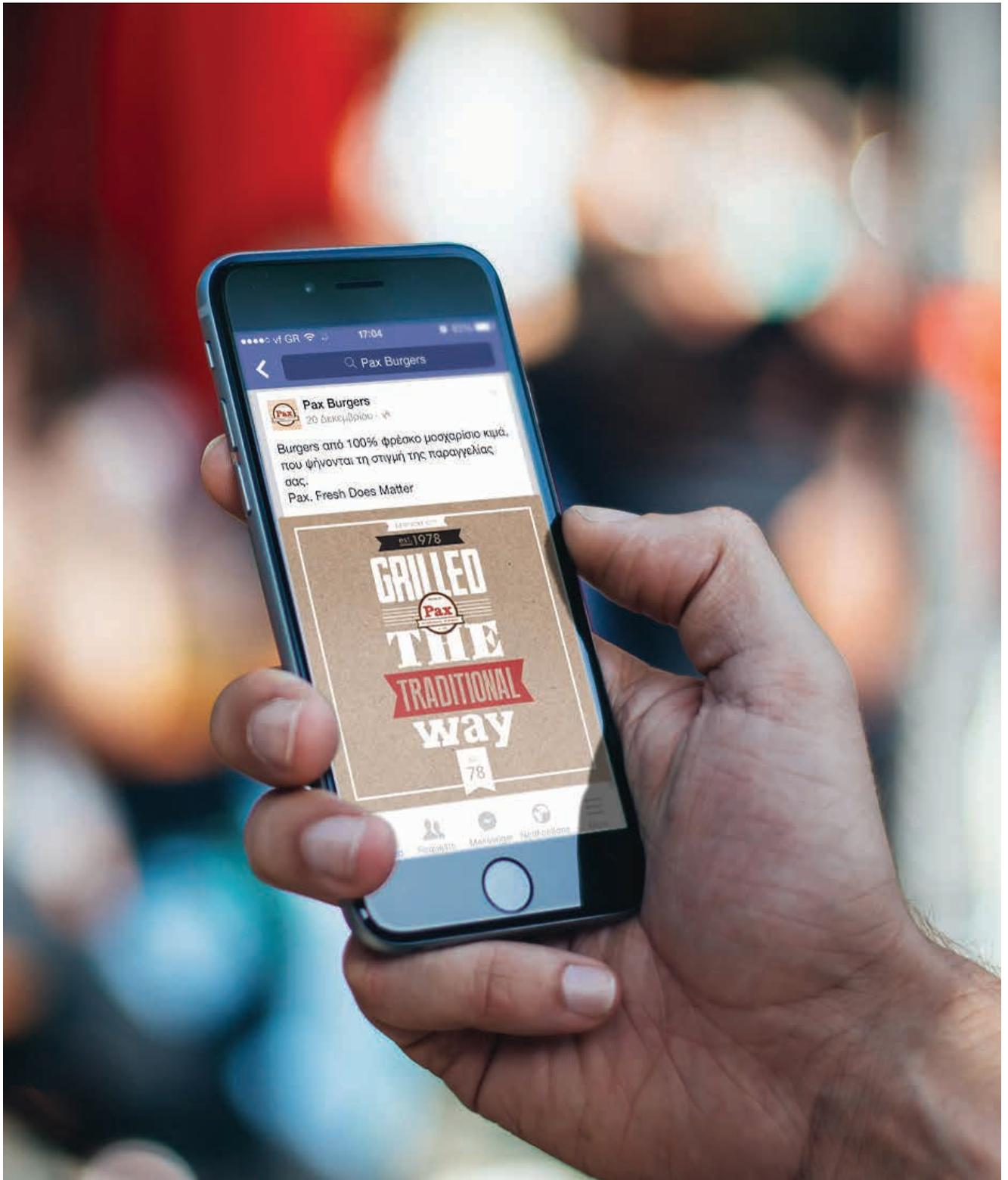
Sandy.S

Content creation and management for Sandy.S, a men and women shoes franchise.



Champion

Content creation and management for Champion croissant, one of Greece's most popular snacks.



Pax Homemade Burgers

Content creation and management for Pax Homemade Burgers, a fast casual spot located in Thessaloniki.



Klea Fine Bakery

Content creation and management for Klea, an exquisite bakery located in Thessaloniki.



Μασούτης

Content creation and management for Masoutis, one of the top retail brands in the country.



EggPro

EggPro, a pasteurized-egg product series by Avgodiatrofiki has its own page, where everyone can get a (digital) taste about its advantages and range of uses!







“- *Space*”

Brand consistency is not just a matter of time, but also of space, whether it's a POS or an exhibition stand. Your brand's space lies beyond your arm's stretch or your physical presence. It can go all the way to that trade fair in Shanghai where you will present yourself and your brand to a new market. Or, it can simply differentiate your cozy store to such a memorable degree, that can make a visitor or a tourist recall it and talk about it back home...



Trofelia

A food-related company which promotes all aspects of Greek taste throughout the world, needs an elegant and solid expo presence.



AS Automation System Hellas

A Greek company with a global scope and presence in more than 20 countries around the world -and a related expo presence.



Avgodiatrofiki & EggPro

Vivid colors and curves -a direct reference to the shape of the egg- are the key visual elements for a company that specializes in egg farming and egg-related products.



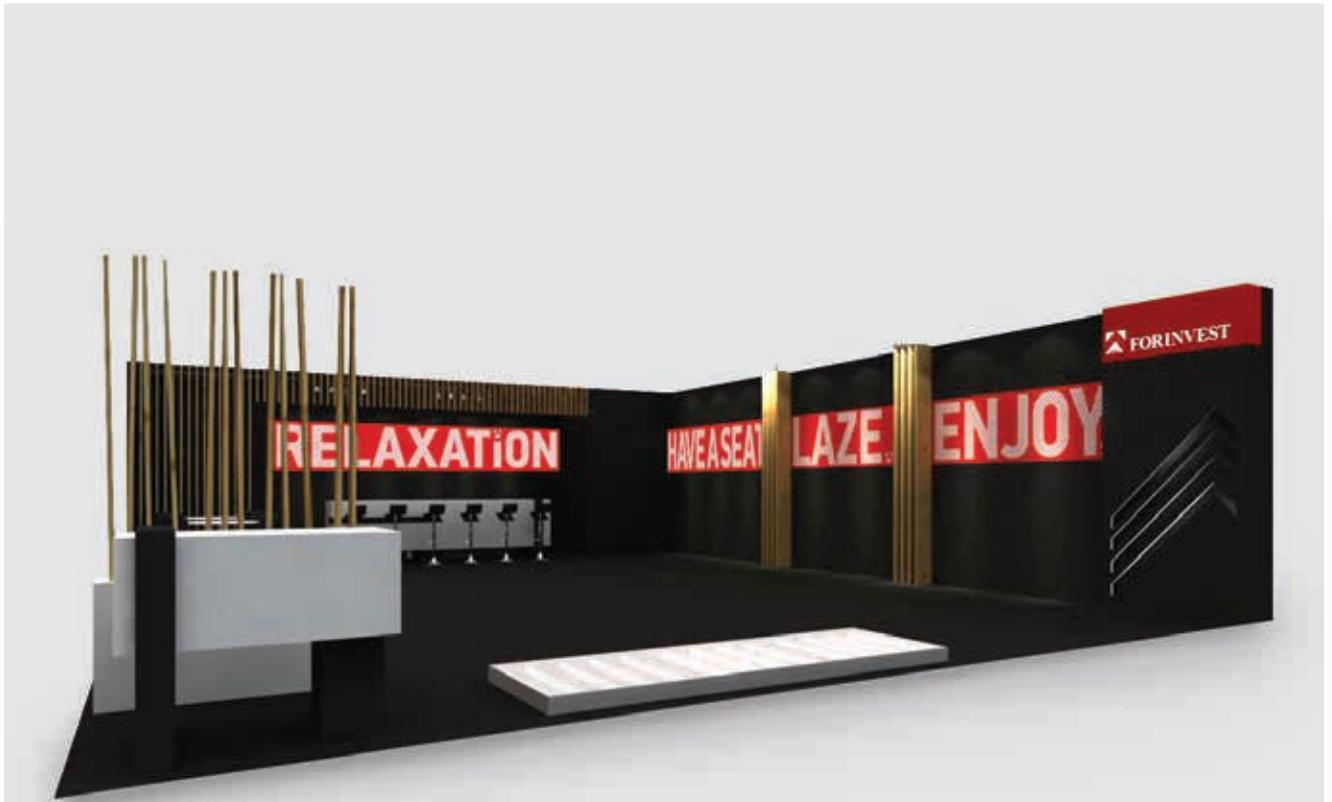
Condito

Exhibition kiosk, specially designed for HORECA trade fair.



Express Market

Exhibition kiosk for Express Market, a franchise retail brand with more than 800 stores nationwide.



IMS

Exhibition kiosk for IMS, one of Balkans' leading furniture brands.



Nefeloudis

Exhibition stand for Nefeloudis, a food additives company based in Thessaloniki, Greece.



Pindos poultry

Exhibition kiosk for Pindos, one of the top domestic poultry farms, located in Epirus, Greece.





Photography

If an image is worth a thousand words, a great image can worth thousands. Photography, besides being a basic pillar in terms of fashion brands communication, is nowadays a necessity for the promotion of every product. Aspects such as atmosphere, attitude, tone and concept, can transmit in black and white or in color a brand's identity, either digital or in print.



Top Line

Every shooting for this plus-size women's fashion brand was based on style and simplicity in order to create an outstanding image.





Lida

Lingerie doesn't need that many extra visuals in order to be presented. All it takes is the right positioning and movement, a simple, minimal space as a background, and the right atmosphere -all three in symmetry and balance, with the model placed in the center.





Bitsiani

How do you capture motion, without caging it?

How do you incorporate vividness into something strict, without damaging its character?

By adding fashion and choreography to solid, concrete spaces.





! EBΓE 2015

! EBΓE 2016

! EBΓE 2017



Type
Directors Club
2017



Awards

It is good to be appreciated. That's why we are glad that our consistency in design and communication concept is an element valued by our clients' audience and awarded by established institutions.

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