



SmallBigBang Capabilities

A brand design studio for the impatient.

Small things. Done properly. Create a big bang.

SmallBigBang is an independent creative studio built at the intersection of brand, design, digital experience and technology. We engineer ideas from the big picture to the smallest detail — creating brands, identities, experiences and systems designed to work in the real world, not just look good in a presentation.

The smallest decision can change the biggest idea.

BRANDS WE'VE WORKED WITH

		DIAGEO		
	IQOS	L'ORÉAL	 MAZDA	
	 NEDBANK	 NELSON MANDELA FOUNDATION <i>Living the Spirit</i>	 Nestle	
NOKIA	 Pick n Pay	 PRINCETON UNIVERSITY	SONY	

Adaptive Brand Design™

Adaptive Brand Design™ isn't another service we offer. It's the way we think about brands.

It's a methodology I've developed from more than 20 years of working across brand, digital, technology and creative direction. It starts with a simple belief: a brand shouldn't be designed to behave the same everywhere. It should be designed to remain recognisable while having the freedom to adapt to different audiences, platforms, environments and moments.

The result is a brand system with a strong core, but no unnecessary rigidity. One that can evolve, respond and express itself differently without losing what makes it unmistakably itself.

One brand. Multiple expressions. No loss of identity.

Adaptive Brand Design Process™



01 Understand

We uncover what matters.

We immerse ourselves in your business, audience, category and competitive environment.



02 Define

We establish what the brand needs to mean.

We distil discovery into a clear creative territory.



03 Imagine

We identify the idea that makes it distinctive.

We develop distinctive creative concepts that give the brand something ownable.



04 Create

We build the visual identity.

We design the system — not just the logo.



05 Adapt

We make the system work across every touchpoint.

We test and evolve the brand across the places people actually experience it.



06 Perfect

We obsess over every detail.

We scrutinise every element until it feels right.



07 Activate

We put the brand into motion.

We create the tools your team needs to launch and evolve the brand.

Seven steps. One powerful outcome.

The outcome: A brand that moves with you.

With SmallBigBang's Adaptive Brand Design™, your brand doesn't just look good — it works. It adapts, evolves, and stays relevant wherever your business goes.

What we do.

Adaptive Brand Design

A brand that knows when to hold its shape — and when to break it.

Brand Origination

We create brands from the ground up — engineering the idea, from the name to the positioning, personality and foundations.

Brand Strategy

Finding the one idea with enough force to move the whole brand.

Brand System Design

Make complexity make sense — without making it boring.

Brand Identity Design

Strategy turned into identity systems people recognise, remember and connect with.

Digital Design

Interfaces that make complicated things feel beautifully obvious.

Packaging Design

Designed to be picked up, remembered, and impossible to mistake for anything else.

Motion & Sound Design

Make it move. Make it sound. Make it stick.

Physical Environments

Turn your brand into something people can walk into.

Selected projects

Image to follow

Neptune Oil

PETROLEUM

Image to follow

LuCENTIAL

AUTOMATION SOFTWARE

Image to follow

Mazda South Africa

AUTOMOTIVE

Image to follow

Test Drive at Home

AUTOMOTIVE

SELECTED PROJECTS

Image to follow

IQOS — Club 95

TOBACCO

Image to follow

Brij

FINTECH

Image to follow

El Decor

INTERIOR DESIGN

Image to follow

Yakeva

RETAIL

Let's start something.

Tell us the problem, not the deliverable.

We'll come back within 24 hours. Probably sooner.

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