




WE ARE A MULTI-AWARDED
CREATIVE STUDIO
SPECIALIZING IN
BRANDING
GRAPHIC DESIGN
UX/UI DESIGN
CAMPAIGNS
EXPLAINER VIDEOS

LEVERAGING STORY DESIGN TECHNOLOGY



We weave the story,
craft the design,
and harness technology
to forge your message
into industrial-strength
communication tools
that advance your objectives.



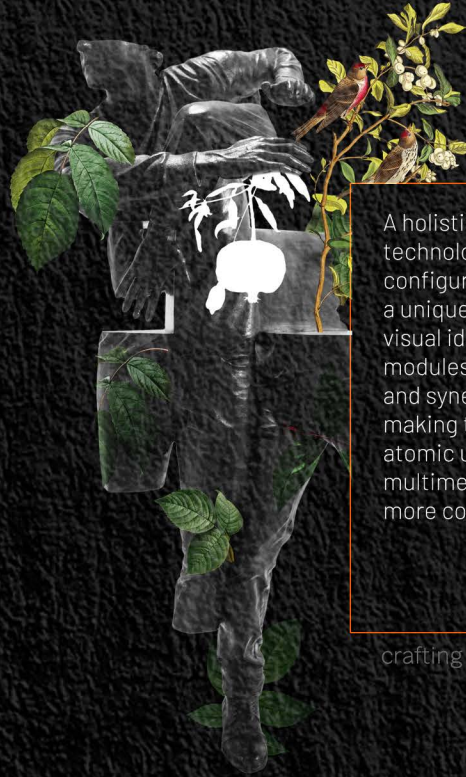
People are natural story tellers and listeners. Much of meaningful human conversation is through stories because stories plunge deep into and bond tenaciously to the soul. Over the centuries, humankind has wielded narratives that have influenced perceptions, ideas, feelings, beliefs, and behavior enabling us to adapt, survive, and progress. In the age of global digital technology where the volume and speed of information overwhelms, the innate engaging power of stories helps messages surface and detach from the digital noise.

weaving the **story**

STORY
Tell me the facts
and I'll learn.
Tell me the truth
and I'll believe.
But tell me
a story
and it will live
in the heart forever.

(Native American Proverb)

DESIGN
Back to simplicity.
Back to purity.
Less, but better.
(Deiter Rams, Industrial Designer)



A holistic integrated design of content and technology amplifies the power of stories. It configures the content with a clear point of view, a unique voice, an emotional hook, and a strong visual identity. The digital story is structured into modules of information for flexibility, expansion, and synergy across all delivery channels. Thus making the minimalist design efficient. These atomic units exploit the strengths of the different multimedia forms, such as video and music, for a more compelling narrative.

crafting the **design**

Digital technology transforms the abstract story into an engaging experience for the audience. An experience that is immersive because it is multisensory, drawing in and gripping attention. An experience that is participative because it is interactive—providing the audience choices of pathways to approach the story. The technology must be transparent—not calling attention to itself. And adaptive—aware of and responsive to the devices the audience use to engage with the story.

harnessing the technology



TECHNOLOGY
The art challenges
the technology,
and the technology
inspires the art.

(John Lasseter, Film Director)

The digital story is enduring because it resonates. It is collaborative; it builds a relationship by inviting and providing opportunities for people to be part of the narrative by commenting, sharing, following the story through subscriptions, updates, and alerts, and by contributing content.



WE HAVE EARNED
DECADES-LONG EXPERIENCE
AND SUCCESS IN
STRATEGY
CONCEPT DEVT
DESIGN
ART & MEDIA PROD
MOTION GRAPHICS
WEB DEVELOPMENT
DIGITAL MARKETING



WE NURTURE PROJECTS WITH CLIENTS AS PARTNERSHIPS

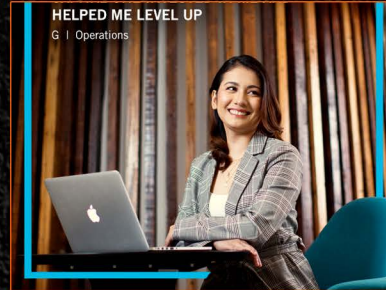
Asian Development Bank
Capital One
Cloudtech Solutions
Filinvest Alabang Inc.
Filinvest Land
Filigree
Fujitsu
Lawson Software (Thailand) Co., Ltd.
Kernel Consulting Co., Ltd. (Thailand)
SAP Philippines
JT International (Philippines)
USA Direct PHL
Jay Maclean
Equicom Group
Don Victor (Agbeam Farms Inc.)
Oasis Consulting Co. Ltd. (Thailand)
ABM Global Solutions
People Ignite Organizational Development
Algo Leasing and Finance Inc.
SM Keppel Land Inc.
The Minokaua
FoodX.ph

CAPITAL ONE

An American financial corporation and holding company with in-house offshore support service operations in the Philippines, the Capital One Philippines Support Services Corporation (the largest single contact center location).

Recruitment Campaign (Traditional and Social Media)

Research
Concept development
Editorial services
Graphic design
Art and media production
Activation
Media buy (offline and online)
Facebook marketing
Google Adwords



THE MINOKAUA

Music bar/restaurant/art gallery/coworking space/
events venue in Malate, Manila owned and
managed by Design Muscle.

Brand Identity

Logo development
Collateral design
Shirt design
Media production

Print

Editorial services
Menu design
Flyer design
Poster design
Art and media production

Social Media

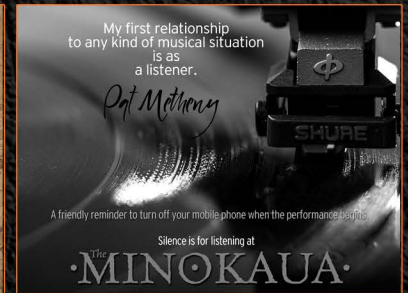
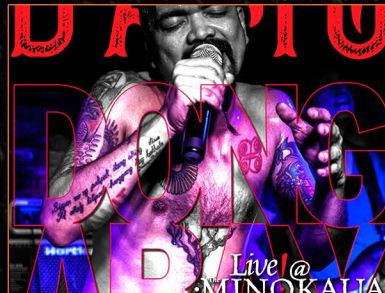
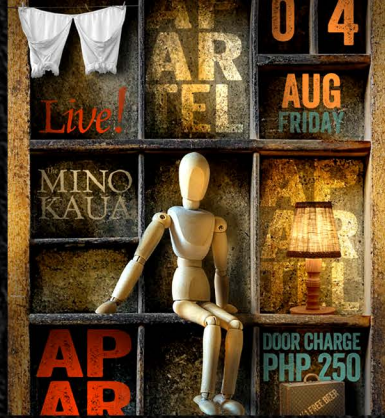
Editorial services
Media design
Art and media production
Facebook marketing

Environmental Design

Signage design
Interior artwork
Chair covers
Production

Motion Graphics

Editorial services
Media design
Art and media production
Video production



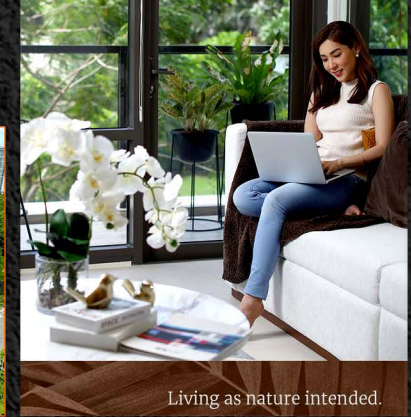
1951 M. ADRIATICO ST., MALATE, MANILA

BOTANIKA NATURE RESIDENCES (FILIGREE)

Botanika Nature Residences is a premium, low-density residential enclave of three mid-rise condominiums on prime property in Filinvest City.

Social Media

Research
Concept development
Editorial services
Graphic design
Art and media production
Social media production
Activation

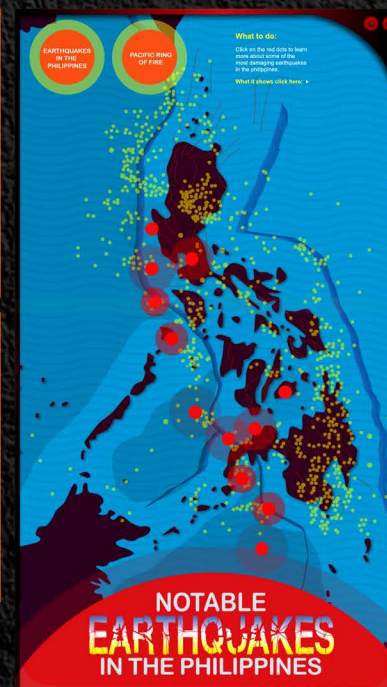
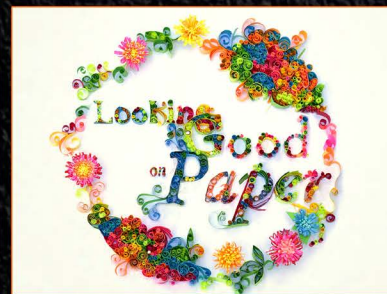


The largest interactive science museum
in the Philippines.

- Concept development
- Copy and scriptwriting
- Art and media production
- Programming
- Installation

- Concept development
- Art and media production
- Programming
- Installation

- Concept development
- Copy and scriptwriting
- Art and media production
- Programming
- Installation



ASIAN DEVELOPMENT BANK (ADB)

Manila-based regional development bank for the economic development of countries in Asia and the Pacific region.

Print and Publications

Cover and layout design:

Books, reports, atlases, and event collaterals

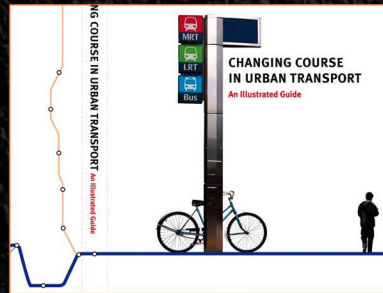
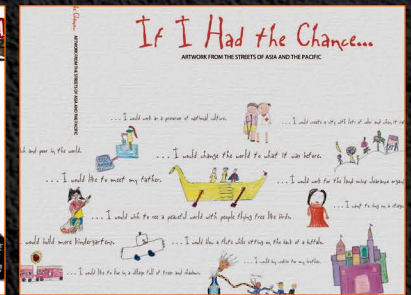
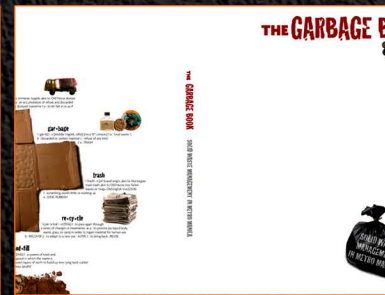
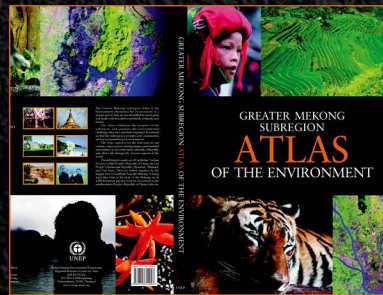
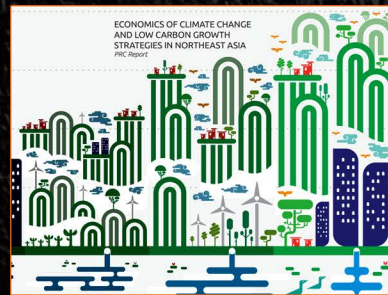
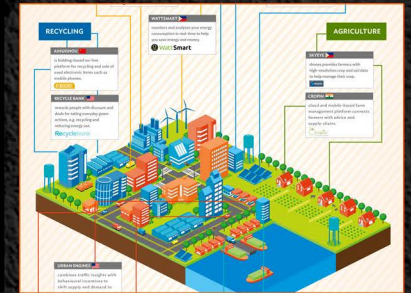
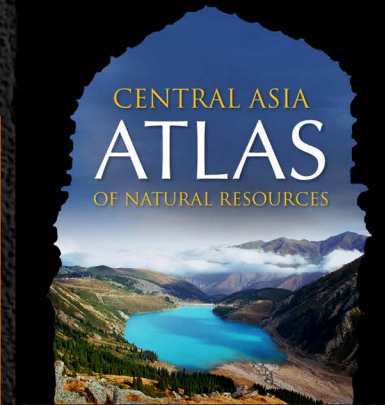
Infographics: Books, reports

3D graphics development

Art and media production

Layout

Prepress production



foodX

Online food business directory owned and managed by Design Muscle.

Brand Identity

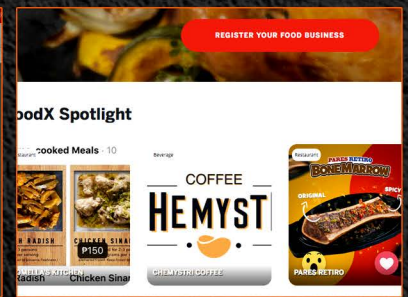
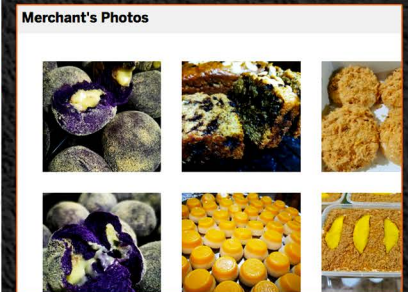
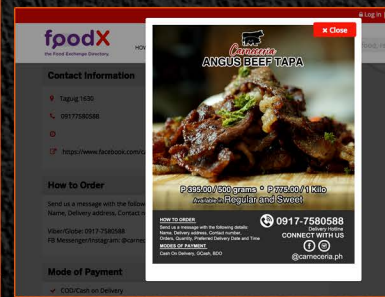
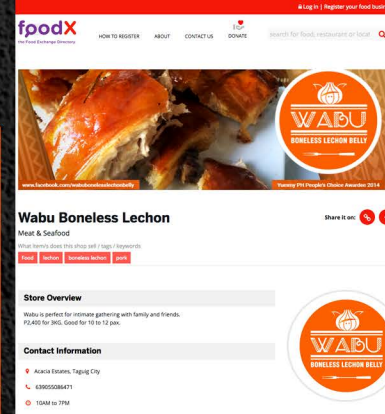
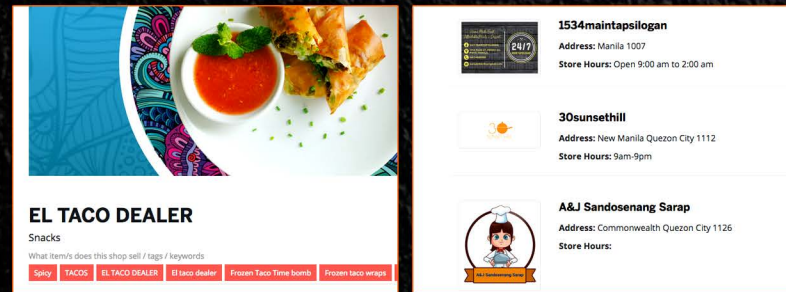
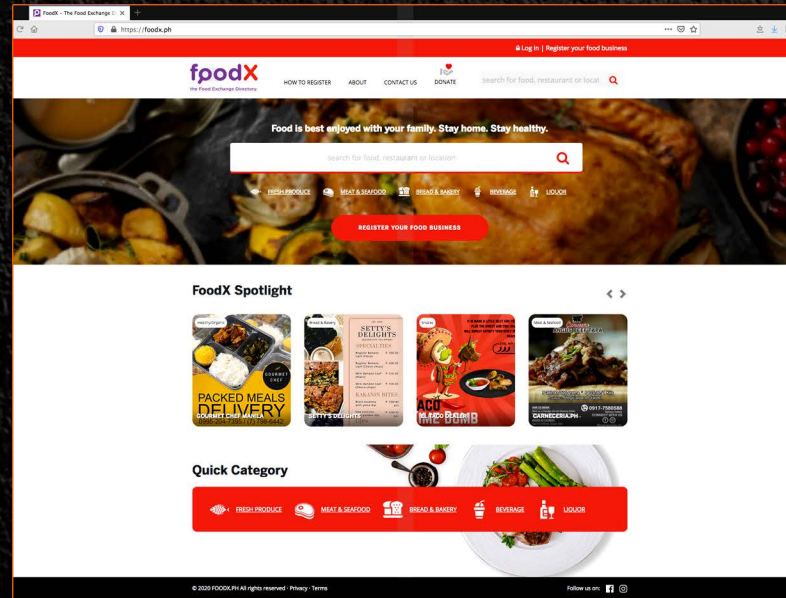
Logo development
Collateral design

Web and Internet

Information architecture
User experience design
User interface design
Editorial services
Art and media production
Web development
Content management system development
Database development

Social Media

Editorial services
Media production
Activation
Facebook marketing



FoodX is your online Food Exchange Directory where you can browse for any kind of food item for your next meal.

FoodX was cooked up to help the food industry during this crisis by providing micro, small, and medium enterprises (MSMEs) an online platform where they can feature their products and essential information without the need of developing their own website.

Through FoodX, foodies can easily search for their cravings, browse menu items, find out necessary order information, and connect with sellers especially those that have limited online visibility compared to big market players.

FoodX is not just an online search platform for foodies but also an avenue for you to help MSMEs in your own way to thrive and survive during this pandemic and beyond. Our [Donate](#) section allows you to send financial help dedicated to the food industry's COVID-19 frontliners.

As we continue to build this community of food entrepreneurs, please do share this [Register your food business!](#)

MORE PROJECTS

Brand Identity

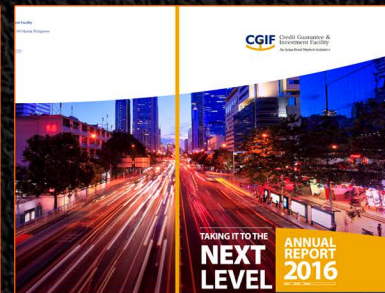
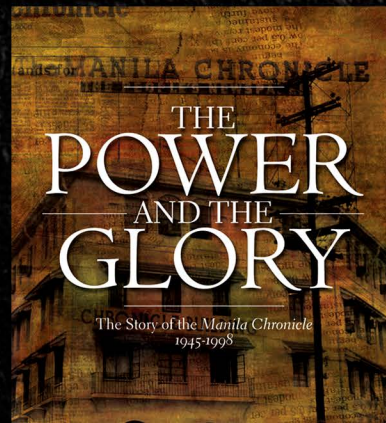
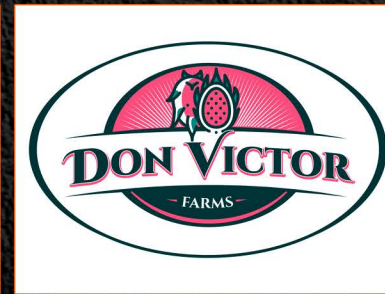
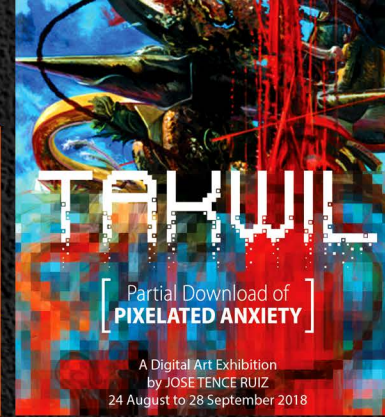
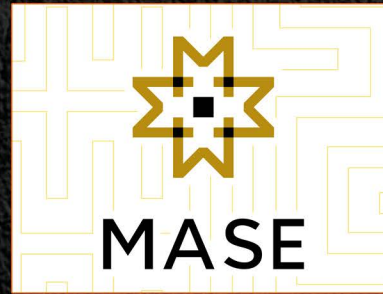
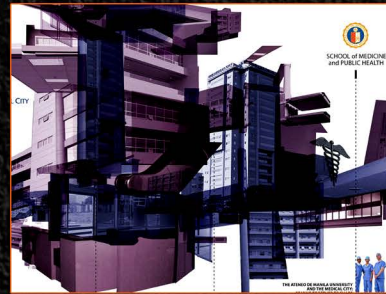
Logos
Corporate identity manuals

Print and Publications

Books
Brochures
Reports
Posters
Advertisements

Web and Internet

Environmental Design
Billboards



Even before the current health crisis, DESIGN MUSCLE was organized mindset-, skills-, and resource-wise to work in any situation. Incorporating the simplest and most ubiquitous online technology, our existing processes and practices were developed to be efficient and effective under any trying condition.

We enable international organizations to plan and execute communication and media projects without personal face-to-face conferences for the whole project duration. Without travel and attendant expenses. Without the set-up costs and steep learning curves of collaboration applications.

HAVE A PROJECT IN MIND?

Please send us an email
or give us a call.



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