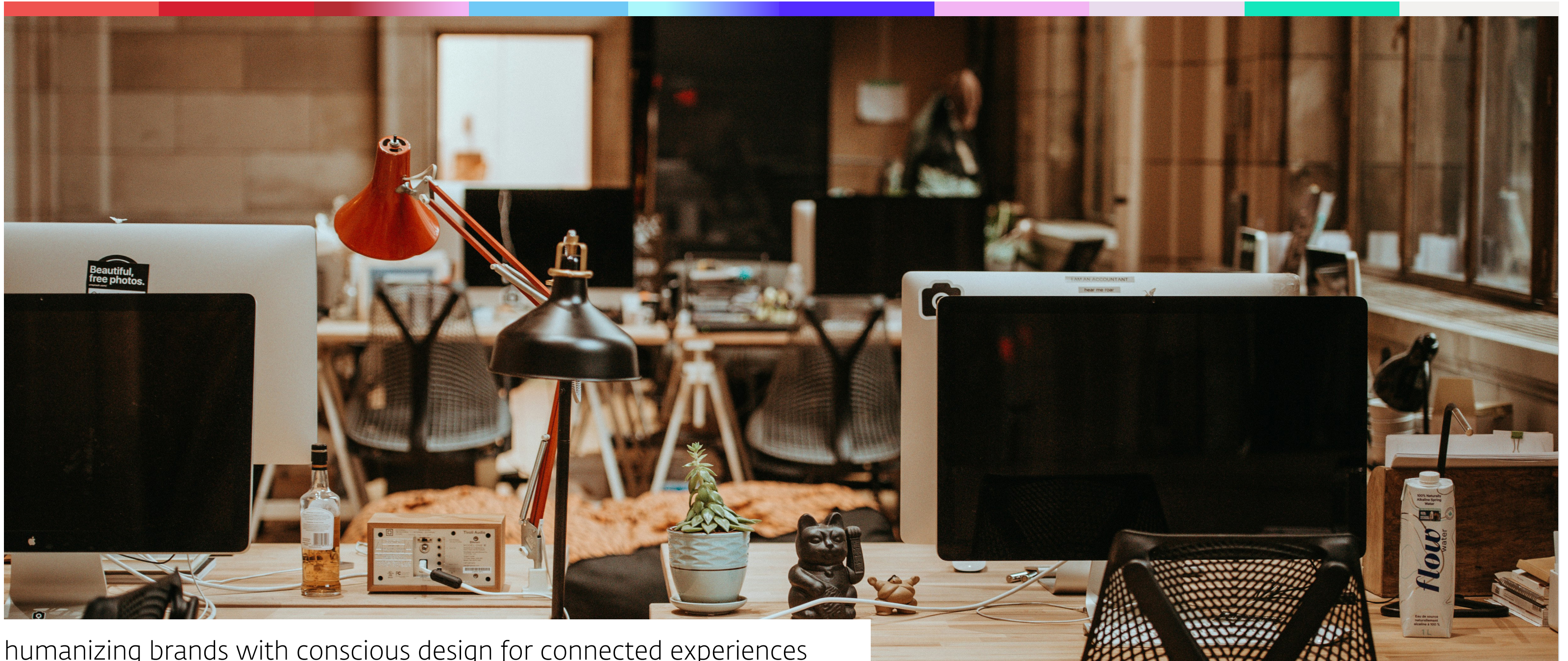




humanizing brands with conscious design for connected experiences

HANAN BOU AKL – Profile



HBA Design Consultancy
www.hananbouakl.com

We are based in the Netherlands;
we operate globally.

Email us directly at
hananakl@gmail.com

Find us on
[LinkedIn](#), [Instagram](#) & [YouTube](#)

Founded by Hanan Bou Akl in 2015, the HBA Design Consultancy is a creative studio specializing in Visual Design, Branding, Strategy, Service and Experience Design.

Our team is composed of communication and digital expert consultants, artists, developers, researchers and strategists, who continually perfect their craft and skills.

Our process is guided by research, diagnosis, then narrative, to build creative work that is guided by detailed analysis.

Who We Are

Do you feel your brand is **visually inconsistent** or needs a design refresh?

Is your brand **experience disconnected** and is this affecting your **sales**?

Don't worry about it, **we can help you.**

With the support of our
experts and consultants, we
look forward to a creative
collaboration with you.

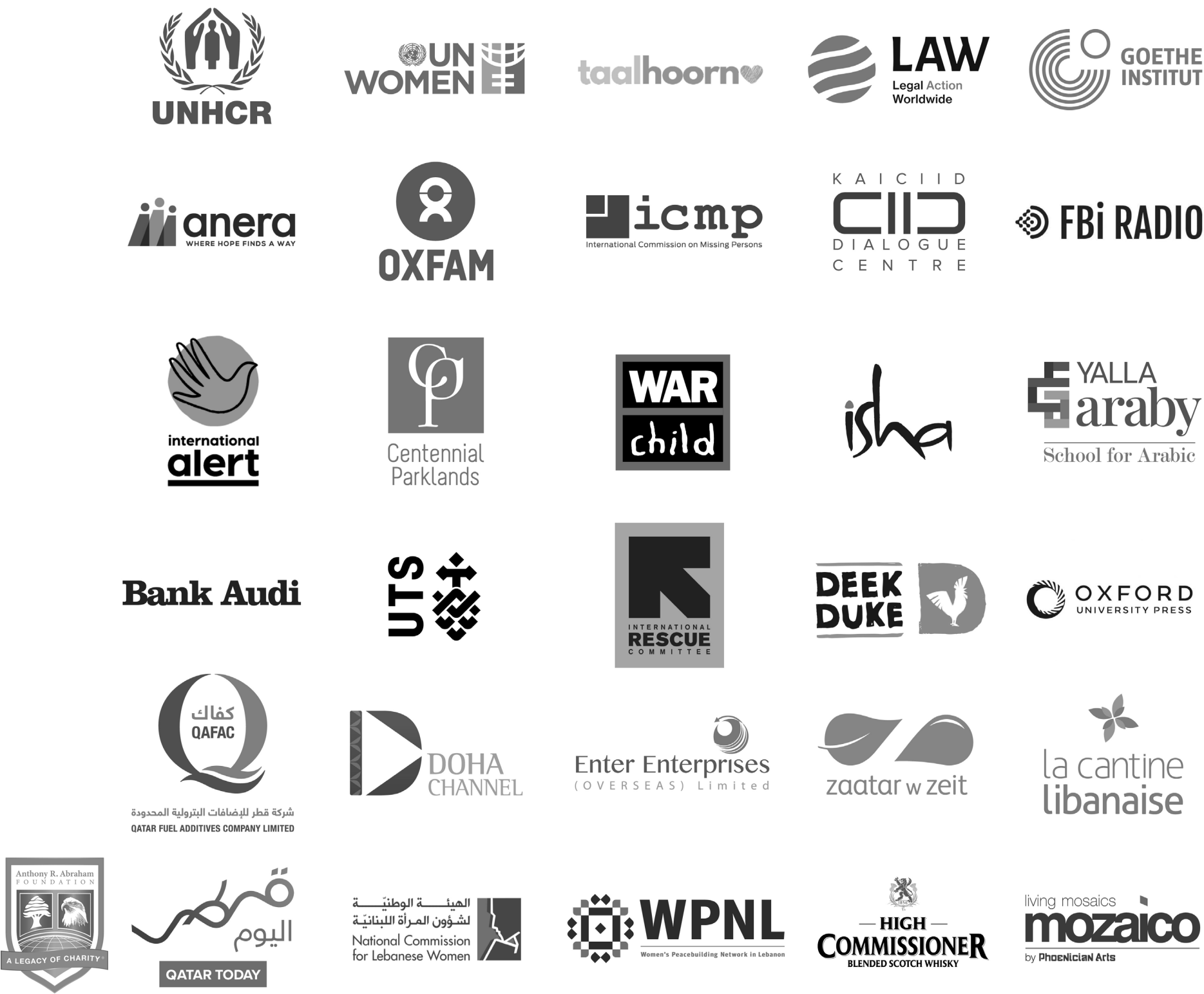
Our Clients

Some of our clients

The majority of our clients are international humanitarian organisations, wellness brands (coaches, teachers, fitness, health, yoga, ayurvedic doctors, etc.), startups and private-sector entrepreneurs (retail, food chains, etc.)

They come from various industries such as (but not limited to):

- Non-Profit
 - Wellness
 - Education
 - Environmental
 - Services
 - TV & Media
 - Hospitality & Entertainment
- Oil & Gas
 - Banking
 - Retail
 - F&B & FMCG
 - Art & Culture
 - Fashion & Beauty



The above is a small selection of our clients. [Check our full client list here.](#)

Our Purpose (The Why)

The bigger picture: **Bringing positive change into the world.**

We started this company with an intention to wake up everyday and make a conscious and creative impact on the world with **Inclusive, Humanitarian** and **Empathic Design**. In other words, to **Humanize Brands**.

To be a part of the solution, and not the problem.

To use our skill or talent for improving human lives.

To be of service and to help others in a way that provides wellness or indirectly enhances their lives.

We need **human brands** to help us grow human businesses.

We need human businesses to face the reality of planetary and humanitarian urgencies.

What is 'Humanizing Brands'?

Helping organizations and business owners, leverage their brand and impact with Visual Design and apply strategic Service Design tools to create a **seamless omni-channel brand experience** in a human-centered way.

How?

We humanize brands, inside out, using an **all-inclusive approach** in: strategy, branding, print, web, digital and service design.

We prioritize the process over the outcome, and we do this while keeping brand humanization at the core.

Prior experience and qualifications



Lead Team Members

NETHERLANDS, EUROPE & APAC REGIONS

Lead & Planning

Hanan Bou Akl

NA, MENA & GLOBAL

We collaborate with Consultants from around the globe in:

Strategy & Communication

Tech, Production & Content Creation

Content Development & Creative Writing

Finance, Admin & Operations



We have years of experience proudly serving humanitarian organizations, startups, wellness brands and private sector entrepreneurs across the globe.

16

YEARS OF EXPERIENCE

15+

COUNTRIES SERVED

9

TEAM MEMBERS

50+

CREATED IDENTITIES

We **connect the dots**
for insightful solutions.

Our Services & Bundles

Our Services

How Can We Help You Build your Impactful Brand?

Choose your path → Do you need a...

Our Services

How Can We Help You Build your Impactful Brand?

Choose your path → Do you need a...

CREATIVE PARTNERSHIP* or a **SINGLE PROJECT***?

Our Services

How Can We Help You Build your Impactful Brand?

Choose your path → Do you need a...

CREATIVE PARTNERSHIP* or a **SINGLE PROJECT***?

There is no right or wrong path, it's whatever works for you, your budget and timeline!

We'll work together to help elevate your brand's visual design and service experience.

STRATEGY

- + Brand Strategy & Development
- + Social Strategy
- + Customer Experience Strategy
- + Service Design Brand Strategy

**MEDIA
PRODUCTION**

- + Photography
- + Videography
- + Animation
- + Stop Motion
- + 3D Visualization

EVENTS & EXHIBITS

- + Immersive Experiences
- + Screen Graphics
- + Exhibition Stands
- + Theme & Ideation
- + Branded Collaterals

BRANDING

- + Branding & Rebranding
- + Product Branding
- + Brand Collaterals
- + Interior Branding
- + Packaging
- + Editorial

SOCIAL MEDIA & DIGITAL

- + Web Design & Development
- + App Development
- + User Experience & Interface
- + Content Development
- + Community Management
- + Reporting & Analytics
- + Campaigns

**AI, TECH
& FUNDRAISING**

- + Embracing AI
for Design
- + Fundraising
Strategy

EDUCATION

- + Moderation
- + Mentorship
- + Coaching

Full Brand Experience

For a business or organization that is ready for the next level. Includes an elevated visual brand identity, strategy, design and experience that tells a cohesive story across various channels.

Branding, Website design, Copywriting and Service Design for a seamless omni-channel brand experience across all touchpoints.

Includes: Strategy call, Brand mission, Brand personality, Target Audience, Positioning, Competitor analysis, Moodboard, Photography direction, Color, Palette, Voice and tone, Core messaging, Brand strategy book.

Service Experience

For business owners, industry professionals (health, retail, product-based, tourism, insurance, education, environmental, etc.) or Start-Ups: Benefit from a full Service Design methodology, prototyping and strategy for a seamless omni-channel brand experience across all touchpoints.

This is for the business in need of elevating its Brand Experience (customer front-end and organizational back-end). Discover opportunities to expand, test ideas prior to implementing them or solve challenges with Systems Thinking.

Brand Intensives

For the entrepreneur who wants to skip the line and get their branding and website up asap – with a lighter investment.

Branding, Web design and copywriting (without the Service Design offering).

Includes: Creative direction, Primary logo, Secondary logo, Submarks, Color palette, Typography, Brand guidelines, Photo styling, Brand Book.

Post Brand Work

I operate as a full design studio with the ability to assist you with any projects you might have. While the entryway to working with me is through branding, once your brand is established, I provide on-going support with:

Visual Design, Event Collaterals, Favors, Internal Collaterals, Marketing Collaterals, Podcast Designs, Social Media Design, Packaging, Illustration, Data Visualisation, Infographics, Copywriting, Digital Design and more!

Brand Starter

For the business-owners who simply need a new brand logo and color palette. Or require an up-lift for their existing logo.



Our Portfolio



Our services are strategically crafted to help you activate a holistic humanized brand. [Click here to view our digital portfolio.](#)

We humanize brands
with conscious design.

We begin with a thorough understanding,
followed by meticulous execution.

Our Process



Humanization & Humanitarian Design



Everything we do is guided by the concept of humanization and being of service.

Humanization asks: if a brand's main purpose is to speak to humans, how can the look, feel and voice invoke emotional reactions and a relatable appeal that will genuinely encourage audiences to become loyal to the brand?

In the fast-paced age of social media, it is easy to want to develop and publish content very quickly, or to make quick creative directions to begin with the work immediately.

We believe in taking the time to truly study the audience, and the creative style that is most humanized, to achieve great results.

**OUR PROCESS IS GUIDED BY
RESEARCH THEN DIAGNOSIS TO
CREATE A COMPELLING STORY.
LET US WALK YOU THROUGH IT.**

Strategy & Branding

At HBA Design Consultancy, our relationships are of utmost importance. We believe that the process should always remain collaborative and not hierarchical.

You team's input, coupled with our strategy and planning expertise will allow us to develop a humanized brand that builds loyalty and excitement with the target audience.

We do this by conducting workshops to understand your brand essence that can be translated into a solid strategy to inform the visual brand, brand assets and social content.



Brand Development



Brand personality is the character of your organization. It's what makes you brand unique and is the sum of its values, traditions, beliefs, interactions, behaviors and attitudes.

Personality is as important as your strategy because it either strengthens or undermines your objectives.

[Brand Cultivation] is a study co-conducted with your teams and leaders developed to bring to life your vision of making a more brand personality-aligned business. The sessions are divided into three modules: discover, define, and align.



Service Design



With **Service Design**, we transform your **Brand Identity** into a **Brand Experience** on the front-end level (*customers experience, user-interface, products, etc..*) and on the back-end level (*staff, tech, internal processes, etc..*)

This is achieved using **Systems Thinking** and **Design Thinking** methodologies.

The primary purpose of **Service Design** is to improve the user experience by creating or enhancing services that are more effective, efficient, and **satisfying for both customers and the organization** providing the service.





Let us document
your story

creatively

Want to know more?
Keep going...

Prior experience and qualifications

HBA Design Consultancy Team: **Lead & Planning** / EUROPE, APAC, MENA & GLOBAL



Hanan Bou Akl

Hanan, the Consultancy’s founder since 2015, holds position as the **Lead Management, Design Director and Planner**. She is a multi-disciplinary Designer and Visual Artist, based in the Netherlands and has over 16 years of [experience](#). Her cross-cultural and human-centered design approach, serves both local and international clients. Through the company, she collaborates with humanitarian organizations, startups, wellness brands and private sector entrepreneurs.

Hanan lived, studied and worked not only in Lebanon, but also in France, Australia, USA and the Netherlands. Her travel experiences empowered her with a rich exposure to a plethora of visual cultures and fueled her multilingual approach to design aesthetics. With an interest in human behavior, she delves into human-centered design and strategic systems thinking. Hanan conducts workshops on service design, enabling individuals and organizations to harness their full potential.

Academically, she holds a Master of Design degree in Service Design, from UTS (University of Technology Sydney) in Australia, where she was granted the UTS Academic Excellence Award. Moreover, she holds a Bachelor’s degree in Graphic Design, with distinction, from AUST in Beirut. Professionally, her experience started in multinational advertising agencies, like Leo Burnett and TBWA, where she executed large-scale projects and campaigns. She’s also a trilingual designer with fluency in English, French, Arabic and a beginner in Dutch.

Finally, Hanan is committed to making a difference in the role of design and on how people navigate their world, through seamlessly designed experiences and visuals. Her aim is to use her skills to enhance human lives and visually address humanitarian or climate challenges.



Our Services & Packages

Brand Strategy

A study is co-conducted with your team to understand your brand essence, then we translate it into a solid brand strategy to inform the visual brand and brand assets. Once the strategy is complete, we use it as a guide to develop the visual brand. If you have an existing brand strategy, we offer you a branding service in which we develop three options for your brand identity. The direction you choose out of the three options will be developed further along with its brand applications.

Brand Personality

A virtual Workshop for your teams and leaders conducted over four focused sessions to bring to life your vision of making a happier and more prosperous work environments accessible for all.

Social Strategy

In a nutshell, strategy and branding, but we make it social. Here, we create a guidebook for your brand on how it looks, acts, feels and speaks on social media.

Copywriting

Our professional content writing combined with our experience in content strategy and planning, make us an ideal brand ambassador for our clients. We write multilingual content for websites, blogs, press releases, newsletters, social media platforms, scripts and internal communications; with a goal-oriented approach, taking into consideration search engine optimization, in addition to our clients' comms. strategies and calls to action.

Animation

The cherry on top of everything we do; motion graphics, stop-motion, frame by frame and 3D animation.

Packaging

Whether you have an existing brand or developing one from scratch with us, we offer packaging services that include fashion packaging, food containers, creative game boxes, innovative and promotional packaging, you name it. We love working with dielines and sometimes creating them from scratch.

Embracing & Leveraging AI

We help you discover and start using relevant AI apps for design, content, efficiency and much more, in order for your business to remain up to date with the advancements in tech.

Social Media & Content Creation

We will develop and create monthly content for your brand's social account, which is always informed by the social strategy and social branding. The content includes design, photography, video, and animation.

Media Production

Backed by over 25 years of experience in media production, our services include scripting, filming, producing, editing, and setting up television networks from A to Z as well as restructuring and revamping already existing ones; covering all platforms, from broadcast television to TV on demand and social media. We handle photography & video editing projects starting from art direction, to pre-production, casting, location scouting and styling by joining forces with our creative partners and collaborators.

Campaigns

We provide innovative solutions to your needs by crafting inspired campaigns that are both uniquely yours and collaborative.

Editorial Design

We offer editorial design services that include anything printed from books, posters, brochures, and the occasional board games.

Events & Exhibits

We provide Immersive Experiences, Screen Graphics, 3D Stands, unique themes, visual storytelling and branded collaterals for all your events or exhibits.

Design Mentorship

By collaborating with universities, academic institutions or students by offering group or one to one Design Mentorship and Coaching. This way young designers can launch their independent freelance careers or grow in their jobs. In addition to offering Online Design Programs.

Design Coaching

Suitable for Organizations and Business Owners:

- 1. Design Audit: Before you make an investment, get guidance first on whether your brand needs an up-lift or a full re-branding. Also, benefit from a design audit on your overall brand experience and visuals across multiple channels.
- 2. Design Coaching for your in-house designer to enhance your overall brand - with AI programs.
- 3. Business Development Idea Generation.

Moderation for Talks

Involves a moderator guiding a recorded Talk, ensuring it stays on topic, managing time, and facilitating audience engagement. The moderator acts as a neutral facilitator, introducing speakers, posing questions and ensuring a smooth flow of discussion. They also manage audience Q&A and summarize key points.

Fundraising Strategy

Supporting Causes: Apply communication strategies for effective fundraising. Learn how to raise donations or advocate to give back to the community.



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followed by meticulous execution.

Our Process (The How)

Strategy & Branding Process

At HBA Design Consultancy, our relationships are of utmost importance. We believe that the process should always remain collaborative and not hierarchical.

You team's input, coupled with our strategy and planning expertise will allow us to develop a humanized brand that builds loyalty and excitement with the target audience.

We do this by conducting workshops to understand your brand essence that can be translated into a solid strategy to inform the visual brand, brand assets and social content.

Together, we will be diving deep into the market to further understand and analyze your competitors or aspirations both in your local market and around the globe. Then, we will conduct an in-depth diagnosis to improve the viability of the brand and draw conclusions based on real data.

This will lead us to the target audience, which we will analyze together and create personas and customer journey maps to maximize our reach and strengthen our narrative. Later, we will craft the brand and social brand narrative and the core identity to create a full brand manual; including all of the above in addition to the messaging manual.

Strategy & Branding Process

This will cover understanding the industry and market with an overview of regional and international best practices, to draw conclusions that would inform the brands' objectives, KPIs and content planning.

Finally, we dive into visual branding, then content planning and creation, which your team will be involved in to ensure that their insights, needs and on the ground experience can be brought to life.



Brand Development Process

Brand personality is the character of your organization. It's what makes you brand unique and is the sum of its values, traditions, beliefs, interactions, behaviors and attitudes.

Personality is as important as your strategy because it either strengthens or undermines your objectives.

[Brand Cultivation] is a virtual Workshop for your teams and leaders developed to bring to life your vision of making a more brand personality-aligned business. The sessions are divided into three modules: discover, define, and align.

Brand Development also allows you to discover your team's personality and define the individual ways to align yourselves with a collective brand purpose. Primarily, we set for you the Brand Archetype which will dictate all your visual and communication guidelines.



Service Design Process

With **Service Design**, we transform your **Brand Identity into a Brand Experience** on the front-end level (*customers experience, user-interface, products, etc..*) and on the back-end level (*staff, tech, internal processes, etc..*)

This is achieved using **Systems Thinking** and **Design Thinking** methodologies.

The primary purpose of **Service Design** is to improve the user experience by creating or enhancing services that are more effective, efficient, and **satisfying for both customers and the organization** providing the service.

The process typically involves these key steps: understanding user needs, designing the service, prototyping and testing, and then implementing and refining. It's an iterative process, meaning these steps are revisited and refined throughout the project.

From a Brand Identity to a Brand Experience

Service design identifies inefficiencies and bottlenecks in service delivery, leading to streamlined processes and reduced costs. It helps your organization allocate resources effectively to support the delivery of high-quality services.

This involves understanding user needs and aligning them with business goals through a holistic approach that considers all aspects of a service.

By creating more efficient and user-friendly services, service design can also improve your employee satisfaction and productivity. By improving customer satisfaction and loyalty, service design can lead to increased revenue, market share and brand reputation.



Our Rates

Clarity on Pricing

We will provide you with a detailed and personalized pricing quotation after you request your design needs. The below is only a generic example for your reference. For more information, please get in contact.

Single Project Price Estimates	
small or local scale needs—such as a logo or basic branding	€ 500 to 2,000
medium projects like brochures, campaigns	€ 2,000 to 5,000
comprehensive branding work for larger businesses or organizations	€ 10,000 to 50,000
hourly rate when applicable	€ 80/hr
daily rate when applicable	€ 450
talk moderation	€ 500 for a 2 hrs session
coaching	variable
design workshop	variable

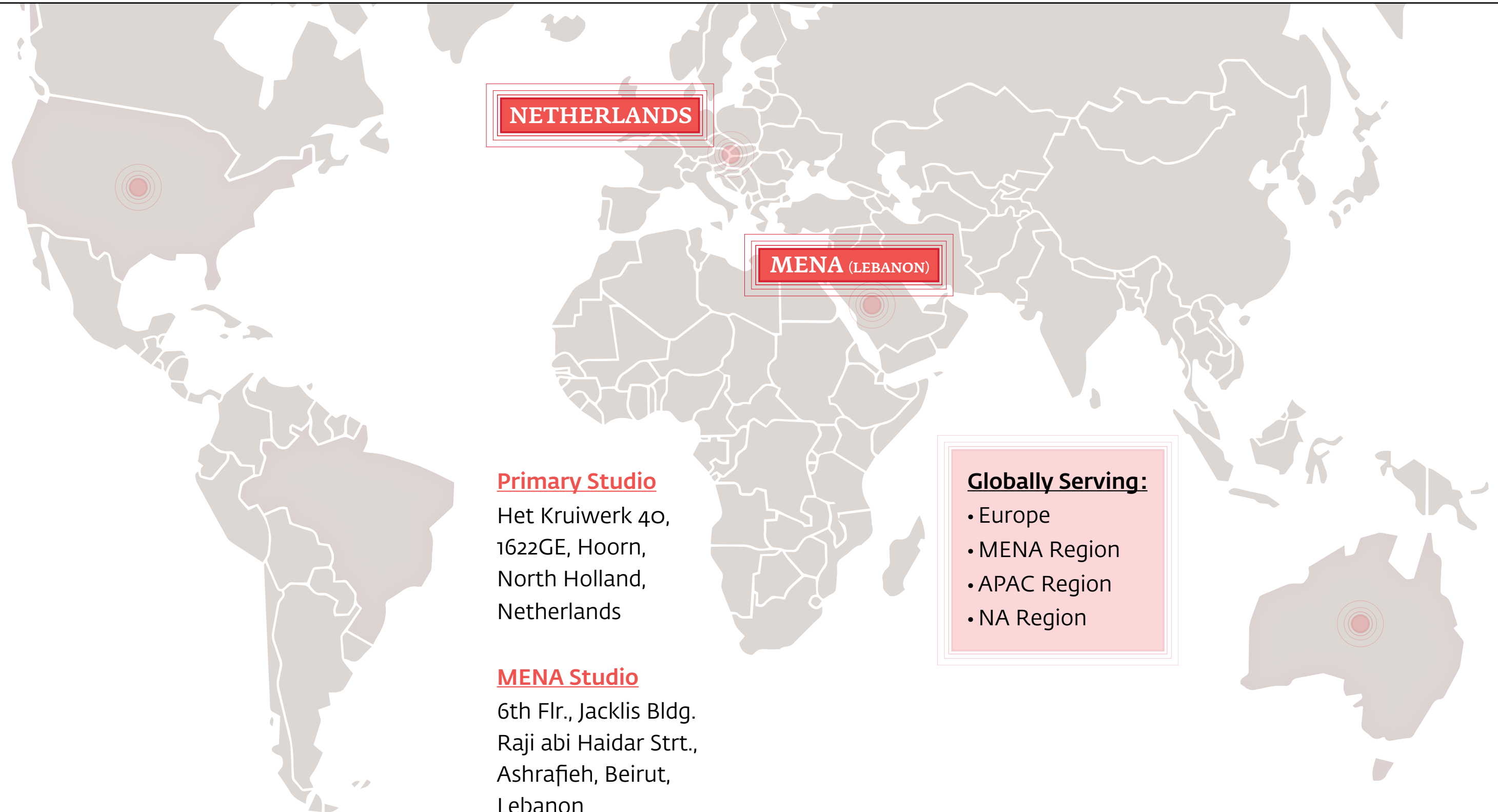
Design Bundles Price Estimates	
Full Brand Experience	Small businesses/startups: € 2,000 ± 10,000 / Mid-sized enterprises: € 10,000 ± 50,000 Big corporations or global brands: starting at € 50,000+ depends on scope and customization
Service Experience	
Brand Intensives	€ 1,500 to 5,000
Post Brand Work	hourly and daily rates can apply
Brand Starter	€ 700 to 1,500

Creative Partnership Price Estimates	
Retainer Montly Rate	€ 500 to 5,000 (depends on deliverables)

- * The price estimates are excluding 21% VAT.
 - * A creative partnership is invoiced monthly.
 - * A single project is invoiced on the project completion date.
- What Affects Pricing?**
- **Scope and Complexity:** For example UX design, illustration, animation or strategy add to cost. In addition to several rounds of feedback.
 - **Deliverables:** Logos only vs. complete visual systems (guidelines, stationery, templates). Also quantity of deliverables makes a difference.
 - **Contract type:** Hourly VS. Fixed-fee VS. Retainer packages – bundles often offer savings.



Our Studios



Ready to dive in? Let's talk.

[Book an Intro Call](#)

or Send Your Design Request

[Fill the Form here](#)

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Hanan Bou Akl Design Consultancy is registered in the Dutch Chamber of Commerce, KVK #91463238, Netherlands.