

Intheblack.®



Hello.

2016 agency credentials

Our story

We modernizing brands

We are brand agency that excels at modernizing iconic brands, helping them build momentum and recapture their beloved spirits.

We create iconic and redesign brands. Select clients form ACB, Standard Chartered Bank, Shop Decor, Fit Home, Cánh Cam to Cô Ba Xứ Quảng or Ciao Cafe...

We help new businesses and brands get started. We refresh and revolutionize existing ones for growth.



Vision is our name

Use in the black in a sentence

When making an investment, it's best to go with a company in the black as it means it's turning a profit.

It's great news for everyone that the company is back in the black this year after sales increased in the last quarter. Our business is finally in the black.

Definition of in the black: Profitable.



**We partner
ambitious leaders to design radically
better businesses.**

75

Intheblacker across 03 offices in 02 countries

04

Nationalities and cultures

12

Educational backgrounds

Our different

What makes us great? **Our people.**

We're not in the brand business. We're in the people business. We understand brands because we understand people.

Today, it's not enough to stand out. Brands must fit into people's lives in ways that are useful, genuine and enriching.

And we foster these relationships by aiming for the most powerful consumer touch point we know: the heart.

Nguyen Luan - Founder

Co Founder: An Đức, Brand 2 Asia, Shop Decor
Experience: StormEyes, Ogilvy & Mather



We'll gladly make your logo big, **really big!**



Nguyễn Đình Tư Duy
digital manager



Đặng Xuân Bách
data analytics



Nguyễn Hồng Hà
art director



Đặng Duy Khanh
account manager

Our fees

**Cost is more important than
a good design, but good
design is the best way to
reduce cost!**

Sean Bobak
creative director



Our client

We help the world’s most ambitious companies make what will matter tomorrow

Start - you are a starting business looking for the brand that fits you best.

Evolution - you are a brand looking for a way to grow.

Revolution - you are a brand dreaming of a radical change.

Financial

Ngân hàng ACB
Quỹ đầu tư BVIM
Allianz
Indochina Capital
Standard Chartered
Sacombank
Temasek

Real Estate

Phú Mỹ
MGM Mirage
Capitalland Vista
Long Điền

Healthcare

Chy Spa
UV 100
Bệnh viện Chợ Rẫy
Hoàng Minh Dental

Retail

Zakka
Hoàn Viên
Robin Store
Supper Sport
K-Discount
Nắng Laundry
Heys
Bà Út

Technology

Alpha Vision
Emerson
Yahoo
Beeline
ODS

Trading

Narai
Link 2 Digital
Tập phẩm Sài Gòn
Kỹ nghệ Việt Nam
Tata
Gali

Educations

Nguyễn Tất Thành
McGraw-Hill
Trần Nguyễn
Du Học DHT
Thành Công

Interior

Carmi
Shop Décor
Fit Home
Zofit
Fit Concept
Sóng Décor
Cao Trần
Sửa Nhanh

Services

Foodpanda
Indochine Media
Ventures
Cánh Cam
Di Central
Lifestyle
Sao Sáng
Nguyễn Thực
Huge Story
Phú Thái
Key Visual
Phù Nam Travel

Cosmetic

Avon
Asami
Render Vouz
Smell Z
Sapo
Nuskin

Hospitality

Tắm Tắc
Son Kitchen
Hồ Thông

Express

Santa
Kornet
Vietnam Airline
Citi Express
Sao Nhanh

Food & Beverage

3 Sạch
Di Linh Coffee
Shop 2T
Happy Cake
Phin Deli
Vinamilk
Beanstalk

Productions

Fujiya Việt Nam
Vladivostok Avia Lines
K.O.K Signboard
Tín Vinh
Phú Mỹ Kiên Giang
Sony-Viettronic
Orino-Hanel
Xuân Thu
Investimo
Tôn Hoa Sen
Hương Trung
Vạn Phát Đạt
Ngô Gia
Biển tần Etec



Where do we play?

Any agency can do pretty pictures,
but how many can see the big picture?



Design By Budget

Brand Communications
Design

Creative Branding
Design

Strategy Design
Consulting





We deploy many skills
but our best work comes together to form
what we call a brand world.

A world of choices culminating
in one cohesive experience.

Insight

Analysis and insight constitute the foundation of Intheblack's processes. Using the right mix of qualitative and quantitative methods, we dive into the world of our clients and reappear with unique data.

Ideation

Based on those newfound insights we instigate the ideation process. Our approach is multidisciplinary, co-creating to come up with the strategically sound solution for each client.

Implementation

Ideas become reality. We work closely with the client to ensure execution and maximum business impact of the solution we have jointly created.

A man and a woman in business attire are looking at a laptop screen. The man is in the foreground, wearing glasses and a light-colored shirt, smiling. The woman is behind him, also wearing glasses and a light-colored shirt, looking at the screen. The background is a blurred office setting with large windows.

We work closely with clients to create unique, stylish and usable designs for the brand.

We believe information and communication is essential while maintaining elegant simplicity.

We have a simple and highly effective four stage process we follow with every project tailored respectfully to its scope

WHAT

We make change happen

We start by asking a simple question – what do you want to change? And while it's helpful to change attitudes, the end goal is to change behavior.

It's remarkable the difference this simple question and this single-minded focus make. In particular, it is an amazingly potent springboard for great creative work.

WHY

We set potential free

Most Viet Nam brands have enormous unrealized potential. We work with our clients to define this potential.

And great creative work that is designed to create change – to change specific behaviors – is the key to unlocking this potential. Which helps brands grow, sustain or regain success.

HOW

We're brave together

Brave is embracing change. Embracing something that you've perhaps not seen or done before. But which will utterly pulverize the status quo.

Brave is transformative. But it is not a solo journey. It's a together journey.



What we do

We modernizing brands

We design for the future—in ways that make sense right now. We're strategic experts and creative explorers committed to solving complex challenges.

With shape tools and global resources, we examine the implications of every brand choice, create new experiences, and open doors to opportunity.

- Research & analytics
- Strategy & positioning
- Brand architecture
- Naming & verbal identity
- Identity & design
- Innovation
- Communications design
- Experiences & environments
- Brand engagement
- Interactive & media design
- Website, app design
- And things yet to be discovered

Our tools

<div>Shape™</div> <div>Brand Communications Development Toolkit</div>	First Applications						New Media					Below the Line							
	Brand Platform	Logo/Namestyle	Design Guidelines	Stationery	Buildings Signage	Corporate Brochures	Web Architecture	Content Strategis	CD and Video	SEO/ SEM	OOH	Sales Collateral	Recruitment Material	Benefits/HR Material	Product Manuals/Inserts	Sales Kit	Direct Mail	Print Publications	Web Publications
Consistent Vision, Positioning	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Consistent Personality	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Consistent Messages	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Consistent Tone of Voice	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Consistent Editorial Style	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Consistent Logo Usage	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Consistent Signature Usage	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Consistent Tagline Usage	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Consistent Typefaces	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Consistent Color Palette	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Consistent Style of Imagery	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Component Relationship	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
Intheblack can customize the tool to your brand applications, identity, or division/ product lines.																			

Brand/ Identity Elements Always Never

Our work

Done right!

To scan a QR code, explore the case studies to see how we've consulted that excels at modernizing iconic brands, helping them build momentum and recapture their beloved spirits.



Our icon

Why the Zebra?

Because it's a simple, graceful and highly adaptable creature—which we could say is an apt metaphor for how we work. But that's so serious.

We just love that icon. It's beautiful, whimsical and memorable. It makes people smile. Furthermore, it's been with us since 2010 and is a big part of who we are.

When the horse arrives, success is achieved!



The manifesto

Each job has a context.
We study it before we start.

First, concept.
Then, design.

We don't design for designers.
We design for people.

Every item we produce
is a communication tool.

We challenge design habits and medias.
We play with codes.

If it looks familiar,
we will try something else.

We freely mix
our creative disciplines.

We are not afraid to make mistakes.
We learn from them.

We believe there
is no bad taste or good taste.

We surprise.
We want people to smile.

We'd love to talk:

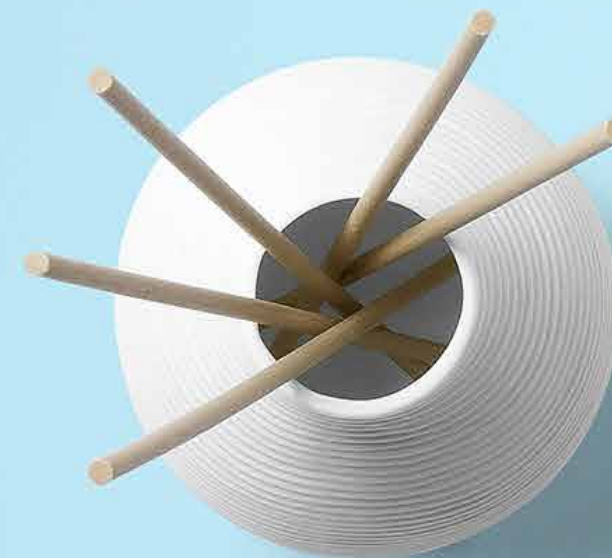
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If you hesitate between
us and another agency,
don't choose us.

We don't do pitches.

We compete on vision,
not price. If you are
interested in working
with us....

Great... please contact
us directly.



Thank you!

Thời trang chống nắng
sản phẩm dành cho phụ nữ

Visual Merchandising Concept
Nguyễn Đình Chiêu Store

That's what we're about.

Browse the work, meet our people
and see how we use insight.

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