

R.BIRD

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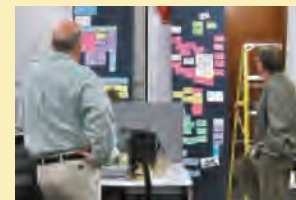
www.rbird.com

R.BIRD is a brand design firm with more than 25 years of experience creating market successes by design for strategy-minded brands and organizations, large and small, around the corner and across the globe.

procede®

Everything you expect.
Nothing you've seen.
And more.





We expand on your brief.
We don't rethink your purpose. We take another look at how customers choose and use your product.



This leads to greater perspective.
Our design team sees new ways to look at your challenge.



This is where surprises come from.
Not just exercises, but more solutions, all working to solve your problem.

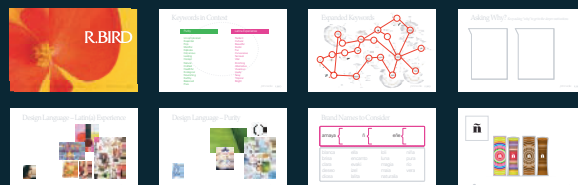


Linking context to design.
Areas of opportunity are encoded as keywords, colors and provoking imagery to focus our creative development.

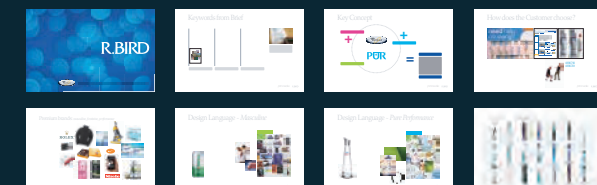


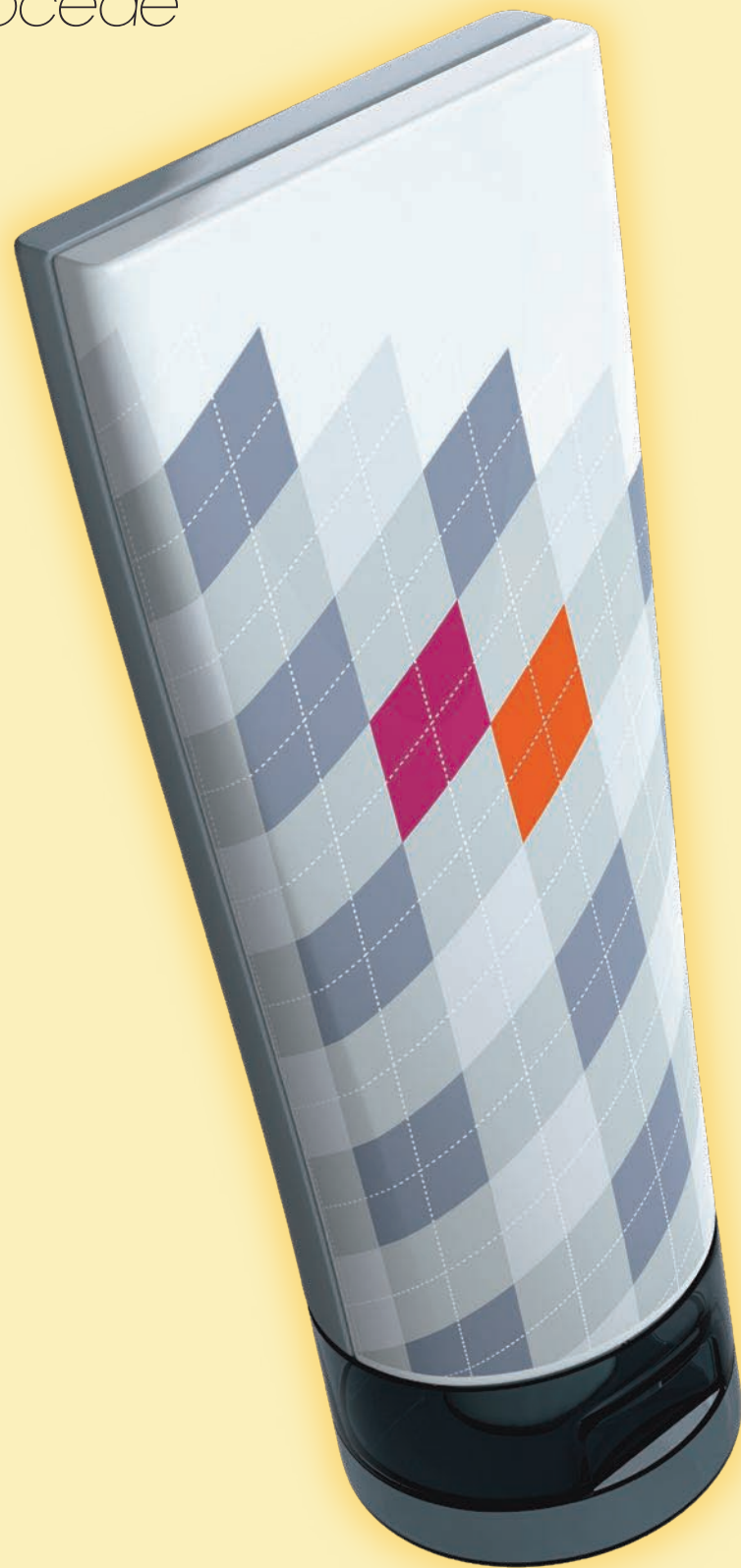
Everyone on the same page.
With a shared understanding of the problem, everyone is in an optimized, equally informed creative position.

PROCEDE® shows you an expanded range of valid, potential solutions – greater possibilities that help get to a better match with strategy.



PROCEDE lets us put more of our designers to work on every project, which results in a rich, fertile range of options. The important thing is: you will see these options, instead of wondering 'what if'?





How to capture emotion?

We work fast for visually pure, emotionally charged concepts. The passionate core of each idea remains strong.



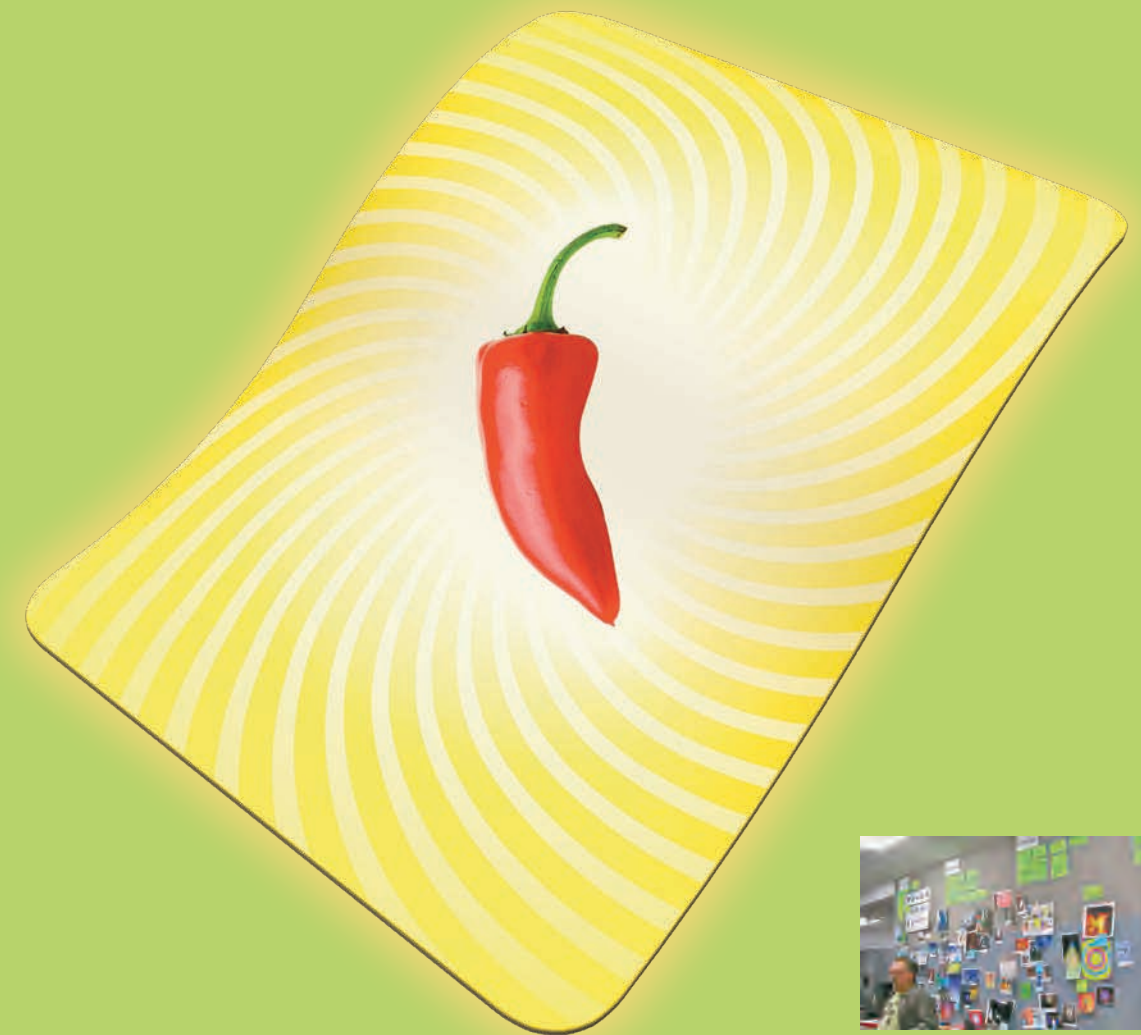
Inclusive rather than Exclusive.

Everyone sees what others have come up with as it happens, sparking even more ideas.



Creative parallel processing.

Allows for a greater range of potential solutions to be included for consideration.



Here's where it's really different.

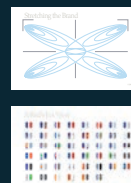
See simple ideas and outrageous ideas, whether 10 or 50.



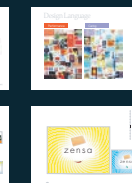
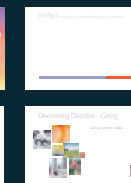
How more becomes useful.

What we've just created becomes a tool set. One of these concepts will be the spark that leads to the solution you never thought of.

Early in the process you get to review a broader spectrum of possible solutions as real design references rather than imaginary options.

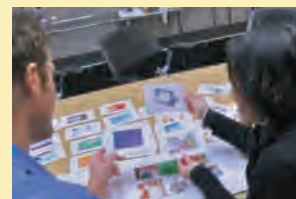


Our mission is to find the most interesting paths toward your goal. As valued guides, we explore a full range of directions.



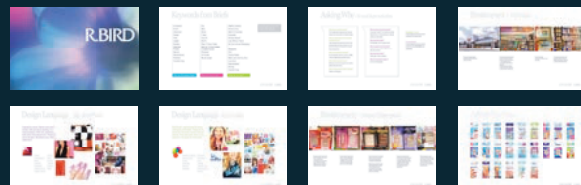


Now, a toolset of answers.
Discover the direction that's best from an exciting field of valid concepts.



You. Back in the process.
Start quickly with broad direction. Develop further the ideas that seem refreshingly new. More control. More choices.

See a range of solutions that may be larger than you are accustomed to – with the reasoning that inspired them and tools for decision-making.



Getting to the one.
We present the ideas in a context book that shows all our observations and discoveries.



Speak the same language.
Make group decisions quickly and confidently with a shared set of visuals and evaluation tools.

PROCEDE puts you ahead of the game with more relevant, innovative opportunities and informed decision-making. Aren't you curious?

PROCEDE does not affect the process you now have. It defines the way we work as a design firm and the power of results for you.



proceede®



- Make no assumptions*
- Build real understanding*
- Expand the possibilities*
- Include, rather than exclude*
- Reach beyond the ordinary*
- Eliminate the superfluous*
- Adapt, evolve constantly*
- Guidance is suggestive*
- Decisions are collective*

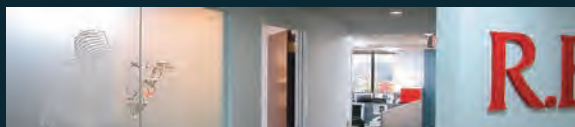
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MAXIMUM INNOVATION

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