

## DNA – The Personality of a Company

**Complex. Amazingly simple.**

Let's assume for a moment that every company has a personality, including character traits, a profile, and an individual face. This personality would express itself in the company's products, in its corporate design and in its communications.

milani design & consulting AG have developed a method that allows filtering out this most essential of all corporate aspects. The DNA Analysis helps companies recognize and acknowledge their individual personality. Having thus laid the proper groundwork, the agency will proceed to make tangible the results by all available means of communications and design.

This comprehensive approach may become visible in the products; it may result in a successful trade fair presence, in new branding or packaging, in inspired Corporate Design or consistent Corporate Identity. It is about strengthening existing potential by better positioning or clearer differentiation, about isolating assets and accentuating the company's values. Just like every cell carries the genetic information of an organism, the visible result of cooperating with milani will be an improved representation of the company personality.

This way, all visible elements will be in harmony with the company personality, so that they may be perceived and accepted as an organic part.

milani design & consulting AG, the most renowned agency for industrial design in the market, has been a synonym for innovative design in modern medical engineering since 1963. Today, the portfolio also contains quite a number of clients from other attractive industries. 90% of them are leading global players, from the medical engineering business, consumer and investment goods, as well as transportation and smaller, interesting start-ups who milani gave the initial spark.

The thing that makes milani so unique is a perfect synthesis of brilliant design and unerring strategic logic. The agency is run by two women, both experienced designers with a solid business background. They are supported by an outstanding, interdisciplinary team of people who know how to act independently and think unconventionally. One thing all "milanese" have in common is the urge to swim against the design and branding mainstream. The agency strives to always find the best solution for any given problem, the more challenging the better. In other words: "Complex. Amazingly simple."