Engineer Brand

{ Brand, Marketing & SEO }

Being found and looking the part

A name, a look and a website that turn up when somebody searches for what you sell, and read the same everywhere you appear.

Still working out what you need?

Tell us what is going wrong, or what you are trying to build. We will tell you what it would take, roughly what it would cost, and whether we are the right people for it.

From 1,400 DKK an hour, excluding VAT — and less per hour on a longer booking.

Get in touch See what it costs

Selected work demonstrating this service.

Turn the service into a result

Make “Brand, Marketing & SEO” serve a business outcome. We can connect the technical work to the users, operations and decisions it needs to support. A name, a look and a website that turn up when somebody searches for what you sell, and read the same everywhere you appear.

Get in touch

Examine the relevant work

Use the related work on this page to examine our approach. Ask about the tradeoffs and the conditions behind each result. A consistent identity across channels — 200x brand recognition, built from nothing

A consistent identity across channels Get in touch →

A consistent identity across channels

Developed Engineer ApS brand identity across offline and online material, connecting the presentation with its engineering portfolio. The founder reports a 200x increase in brand recognition from this work.

Brand communication informed by audience response

Used market research and audience feedback to shape Engineer ApS brand communication and outreach.

Combined web development with SEO and content

Drove client web success by combining custom website development and design with SEO, content strategy and copywriting.

Replaced 27 font sizes with a 6-step scale

Replaced 27 rendered font sizes whose nearest neighbours were 0.6% apart with a six-step Major Third scale, and wrote the linter that fails the twenty-eighth.

Generated 495 pages from a SQLite export

Generated 495 achievement pages across three languages from a read-only SQLite export, with the page address authored as data so that correcting a sentence no longer moved the page and broke the link.

Closed the colour system at 28 colours

Closed the colour system at 28 documented colours with a linter that fails a value painted but undocumented, documented but unpainted, mis-measured, respelled as a literal, or within a perceptual distance of 0.02 of one already there.

Replaced 963 metadata blocks with one graph

Replaced 963 anonymous structured-data blocks that restated the company 1,671 times with one linked graph of 16 types minted from stable origin identifiers.

Cut the stylesheet bundle from 87 KB to 31 KB

Cut the stylesheet bundle from 87 KB to 31 KB by taking a base64 font out of it, and dropped 756 KB across 22 files that were published on every deploy and referenced by nothing.

Fixed a sitemap with one shared timestamp

Fixed a sitemap where 172 of 176 URLs shared one modification timestamp, by taking the date from git history after establishing that the export rewrites every file on every run.

Built a 48-token macOS design system

Built a 48-token design system on the platform's own glass material and wrote the linter that rejects a magic number, a hardcoded font size, or an animation that ignores the reduce-motion preference.

Built the visual identity from 2 drawings

Built the company's icon and favicon sets from two hand-made drawings, with every derived asset regenerated by script and a check that fails when a derived file was committed before its source.

Looking for Brand, Marketing & SEO?

Use the linked work to judge relevant experience. Tell us what you need to build; we can discuss the scope, delivery approach and handover.

Get in touch Full portfolio

Scope the work before commissioning it

Describe the audience, the message and the places your identity needs to appear. We can agree a practical set of assets, their delivery formats and the rights you will receive.

See what it costs Get in touch →

Talk through your requirements

Tell us what you need from “Brand, Marketing & SEO”, including the deadline and the team that will maintain it. We can discuss a practical way forward.

Get in touch

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Contact card

Carefully Crafted With Love by D.

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