

We are.

**Thank You  
For Clapping**

**Follow the dot.**



**We are a technology, design, and strategy driven venture development firm that turn ideas into meaningful brands, products and ventures.**

**We form partnerships with creative thinkers around the world to build aesthetic digital and physical products that people care for. Products that are accessible and meaningful to the user.**

What we do.



## Who we are.

**Amy Taylor**  
/ Copy

**Jacob Moesgaard**  
/ Strategy

**Jonas Berggreen**  
/ Art Direction

**Frederik Moesgaard**  
/ Product & Strategy

**Johan Wilkens**  
/ Project Manager

**Mads Færch**  
/ Design & Engineering

**Manuel Thomsen**  
/ Product & Engineering



## Our capabilities.

### Strategy

- / PR activation
- / Concept development
- / Business modelling
- / Marketing positioning
- / Social planning
- / Roll-out and marketing

### Product and technology

- / UX
- / Web applications
- / Mobile applications
- / Database and backend engineering
- / Frontend development
- / Information architecture

### Brand design

- / Logo design
- / Typography
- / Brand identity
- / Brand systems
- / Art direction
- / Digital design

### Product design

- / Product development
- / Product design
- / Packaging



## Some of our work.

### Projects.

/ Clean Sound

/ Get Clean

/ Hey Student

### Awards.

/ Red Dot Design Award

/ Core 77 Design Awards

/ German Design Award

/ IDEA

/ The Dyeline Awards

/ Art Directors Club

/ American Packaging Design Award



# Projects.



Client

**AM.**

Project

**Clean Sound.**

Services

**Brand strategy. Business strategy.  
Concept development. Product design.  
Packaging design. Digital strategy. Webdesign.  
Software implementation.**

Concept

**Just when we all thought vinyl, cassettes and reel-to-reel tapes had been consigned to the thrift shop bargain bin forever, these audiophile-favourites are defying the odds and staging a comeback.**

**We have developed a brand strategy and a range of vinyl and cassette cleaning products for AM referencing their very first product range and visual identity from the 70's.**

**cleansound.am**

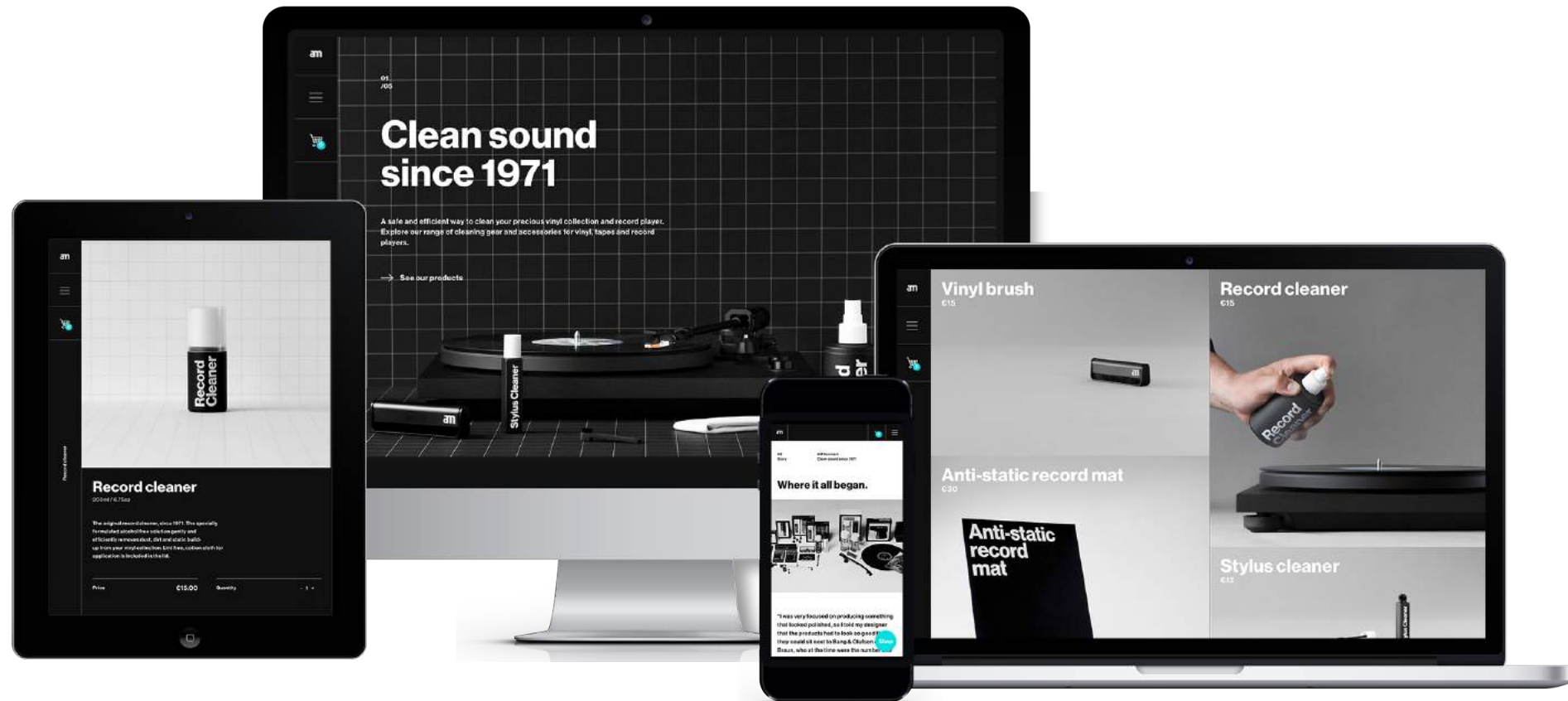






Service

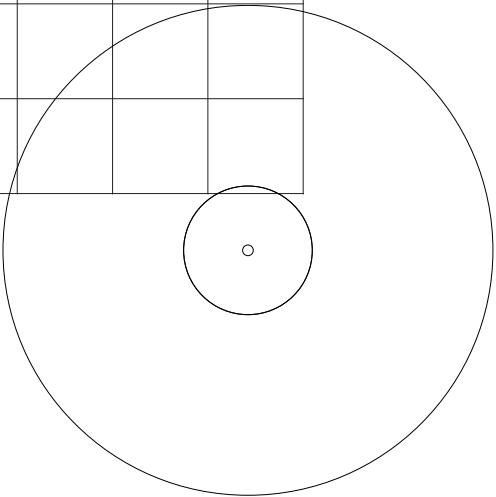
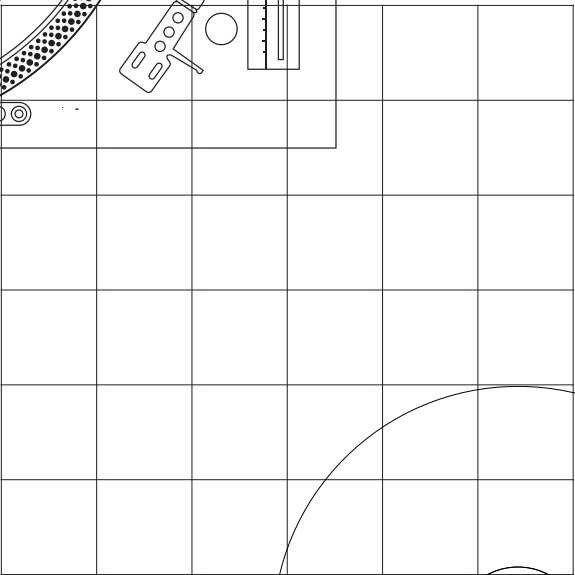
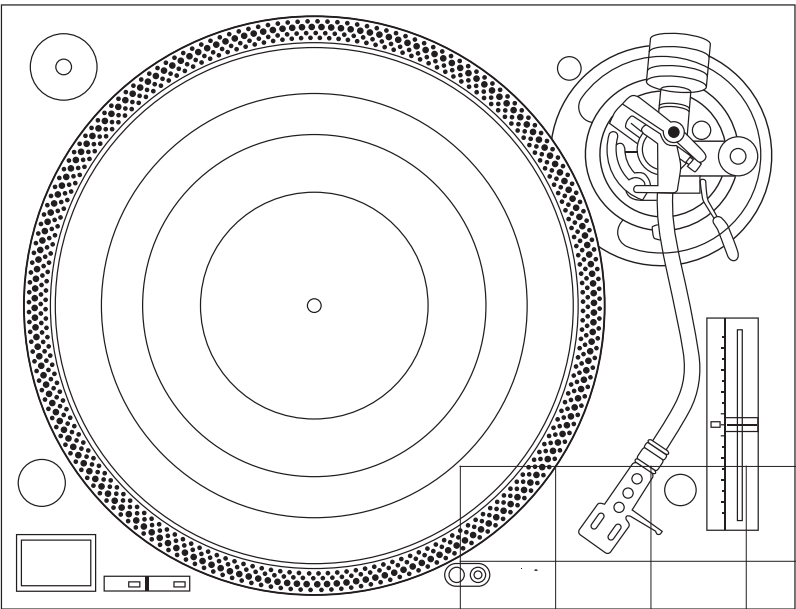
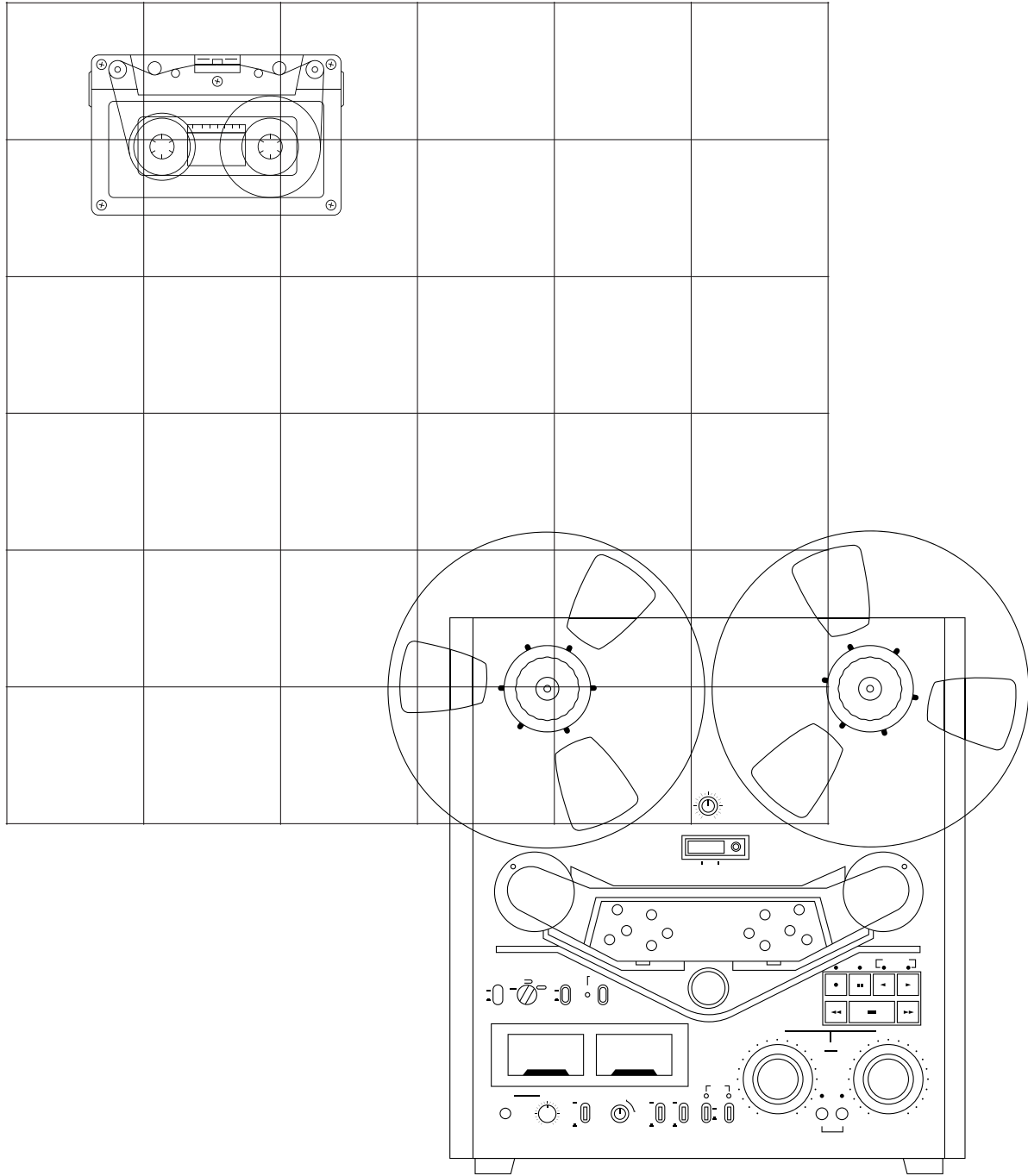
**Packaging  
& Product Design.**



Service

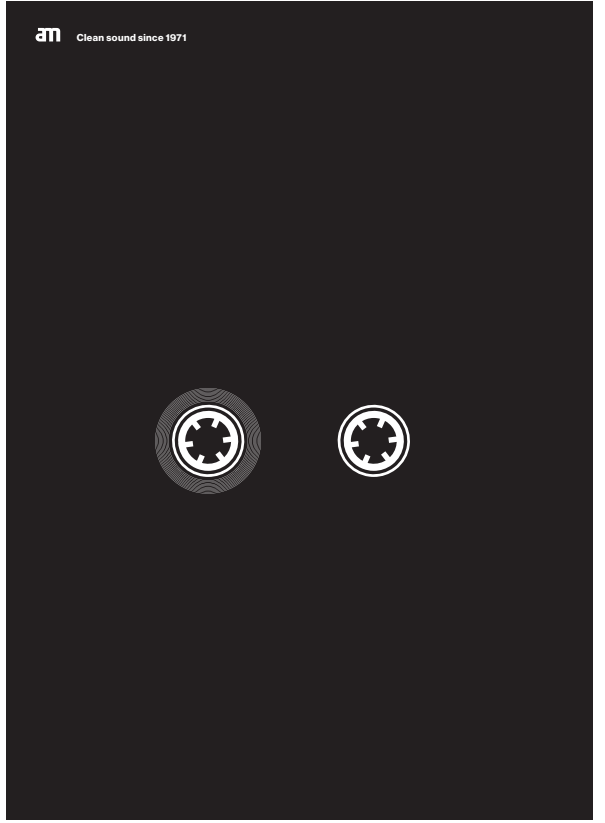
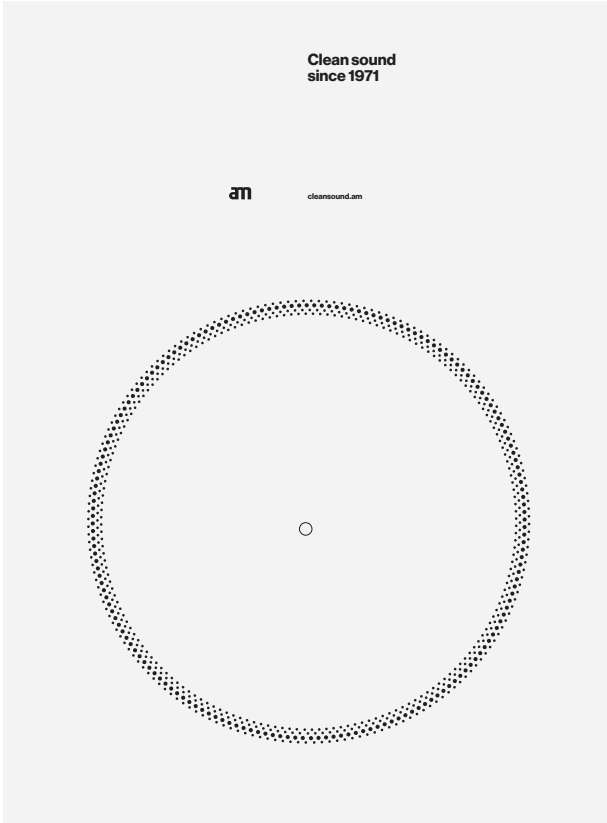
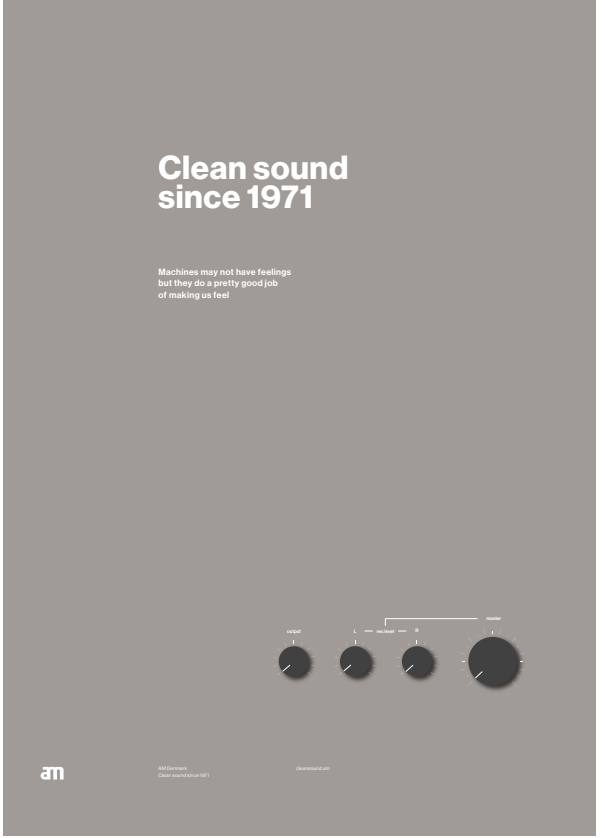
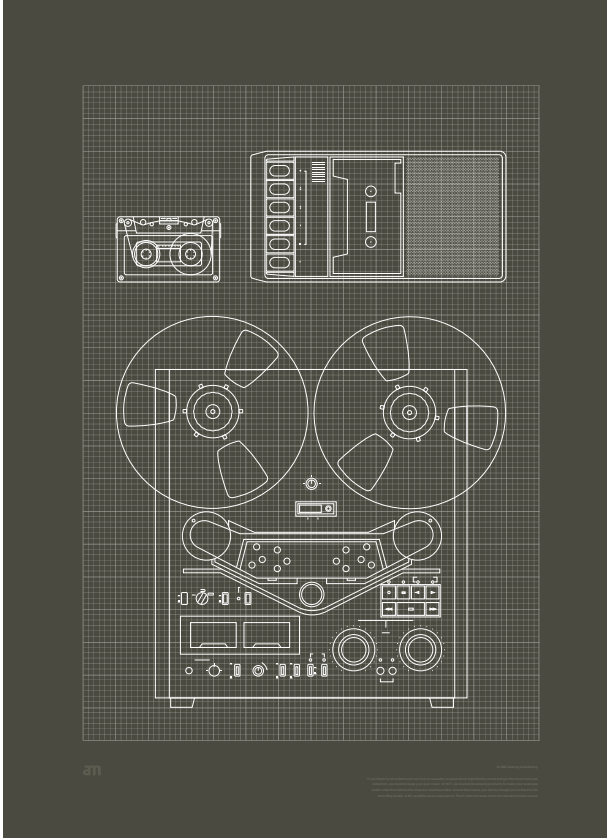
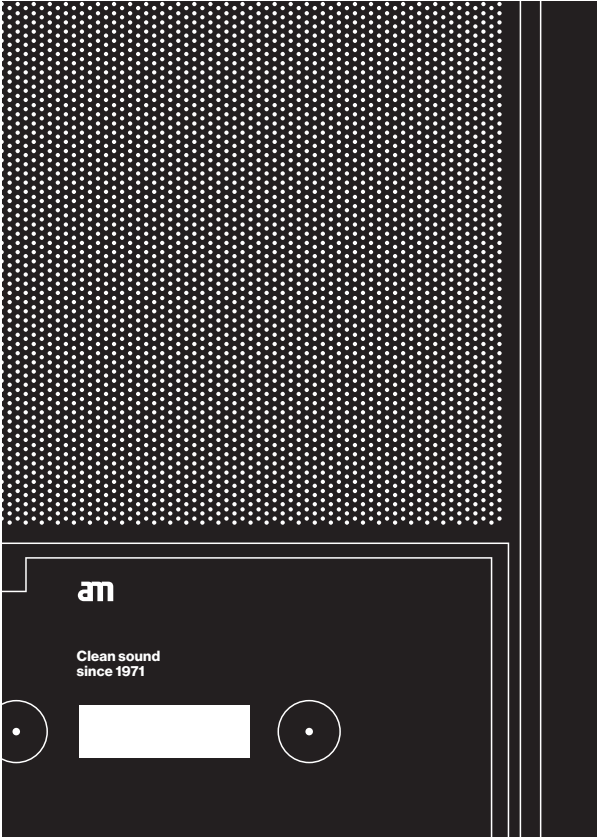
Webdesign.





Service

Graphics  
& Illustrations.



Service

Posters.



## Client

**AM.**

## Project

**Get Clean.**

## Services

**Brand strategy. Business Strategy.  
Concept Development. Product Design.  
Packaging Design. Digital Strategy. Webdesign.  
Software implementation.**

## Concept

**In order to make cleaning more fun and colourful,  
we created an entire new product lineup and  
strategy for AM in collaboration with NY based  
design agency, Aruliden.**

**From ideation to brand strategy, we created a new  
product line from the ground-up, that will get rid of  
your Schmutz and bring back your favourite  
gadgets to their vibrant shinyness.**

**getclean.am**

## Collaborators

**/ Aruliden.  
/ HunterGatherer.  
/ Geoff McFetridge.**

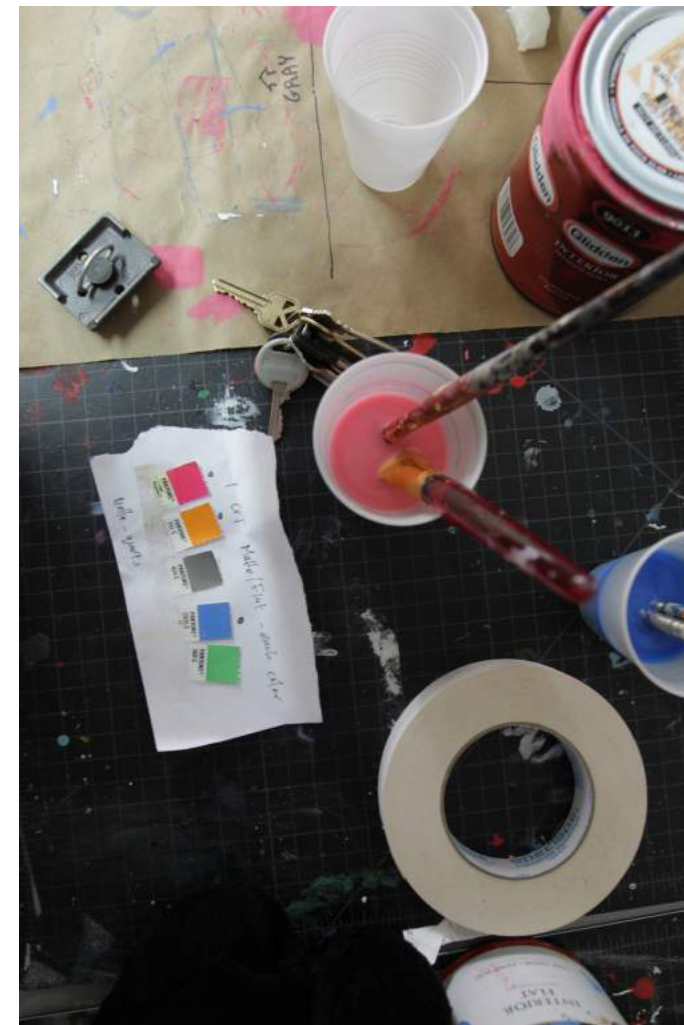
## Awards

**/ Red Dot Design Award.  
/ Core 77 Design Award.  
/ German Design Award.  
/ IDEA.  
/ The Dyeline Awards.  
/ Art Directors Club.  
/ American Packaging Design Award.**

## Co-branding

**/ Ghostly.  
/ MoMA.  
/ Colette.**





Service

Collaborator

**Product  
development.**

**Aruliden.**





Service

Collaborator

**Product &  
packaging design.**

**Aruliden.**

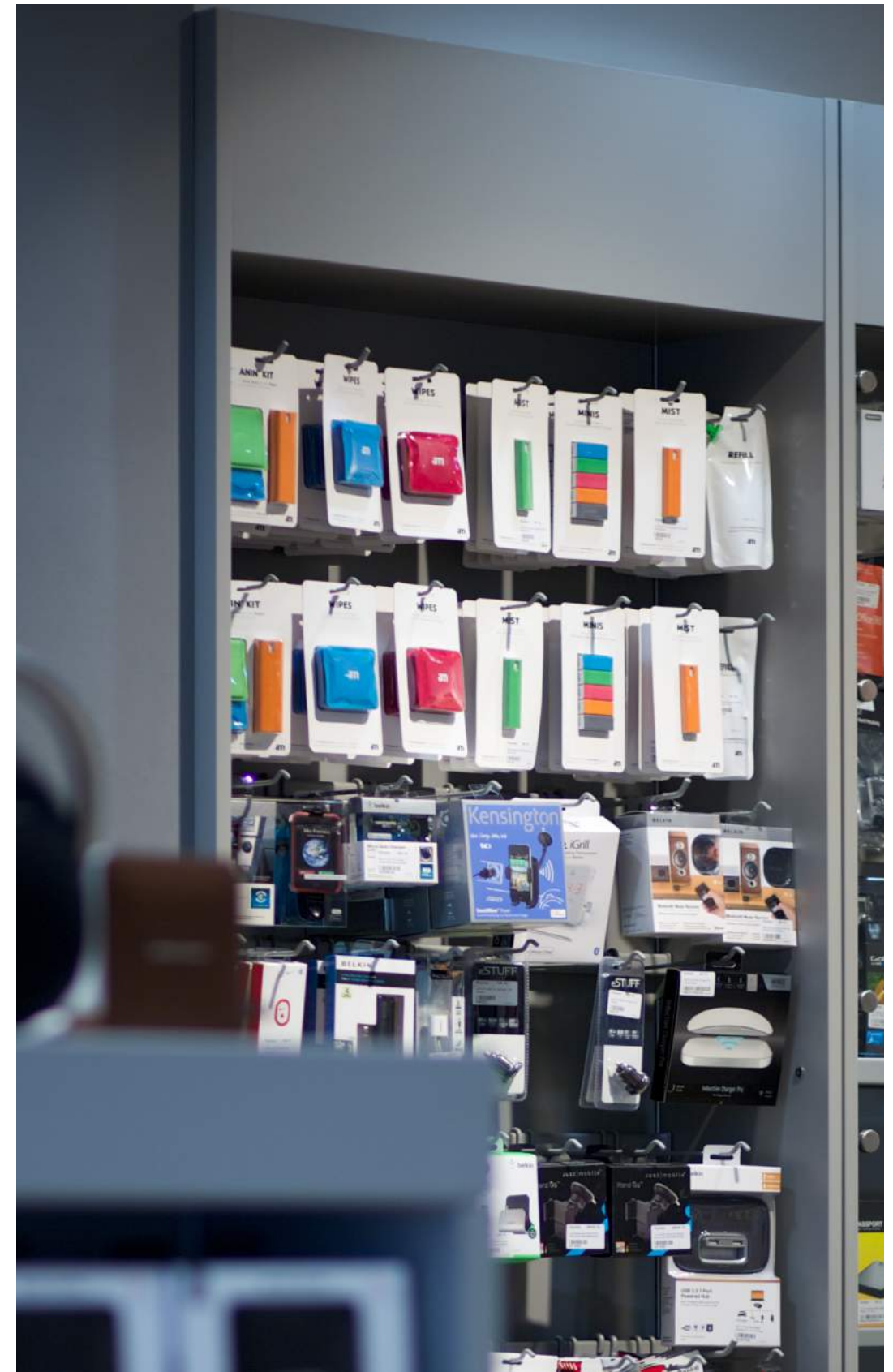


Service

Collaborator

**In-store  
design.**

**Aruliden.**





NEW YORK

"Make cleaning all your tech gadgets easy, highly accessible and even a little fun."



"When it comes to the fight against germs, good design can be a pretty powerful weapon."

Wallpaper\*

"Who thinks to regularly wipe down all the electronic gadgets that run our lives? Not me, for sure, at least not until several eye-pleasing cleaning tools appeared on my desk."

WIRED

"The AM products range in price from \$12.95 to \$29.95, but with studies finding alarming quantities of the bacteria responsible for diarrhea and flu on phones, it seems like a small price to pay."

The New York Times

"As users become increasingly reliant on touch screens, cell phones, and other handheld technologies, AM fills the gap in the market for a safe and well-designed products that brings back the 'pristine' in screens."

FAST COMPANY

"If you don't think a smartphone cleaner was an essential part of your personal hygiene armoury, you probably do now, which is where AM comes in. This Copenhagen-based firm has launched a stylish range of sprays, sponges, pumps and wipes to leave your mobile as sterile as Walter White's meth lab."

THE WALL STREET JOURNAL.

"Danish company AM is determined to clean up our digital acts, one filthy iPhone at a time. Their new line of cleaning kit ranges from neatly packaged wetwipes and microfiber squares and sponges to a spray cunningly contained in a microfiber-covered bottle, for on-the-go Schmutz-busting - all in zingy, Appleesque colors."

Daily Mail

"The chemicals used in the AM system are powerful enough to eliminate fingerprints, dirt, and 99.9 percent of all common bacteria, but are non-toxic and alcohol free, making them easy on screens. The bottles are refillable and the microfiber cases are replaceable, making the collection a win for the environment and fashion-conscious clean freaks."

Service

PR Activation.





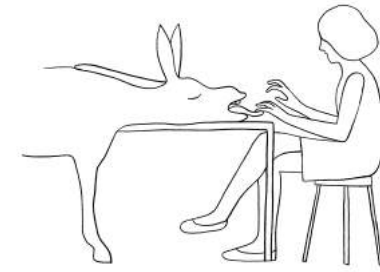
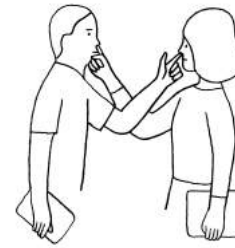
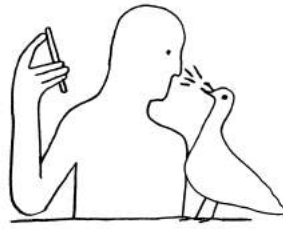
Service

Collaborator

**Stop-motion.**

**HunterGatherer.**

RING  
RING

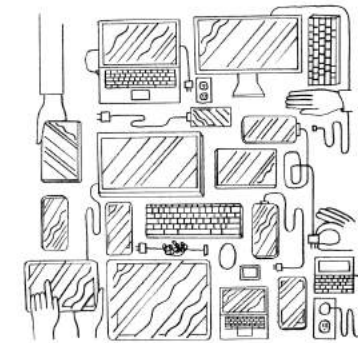
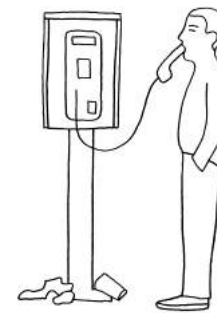


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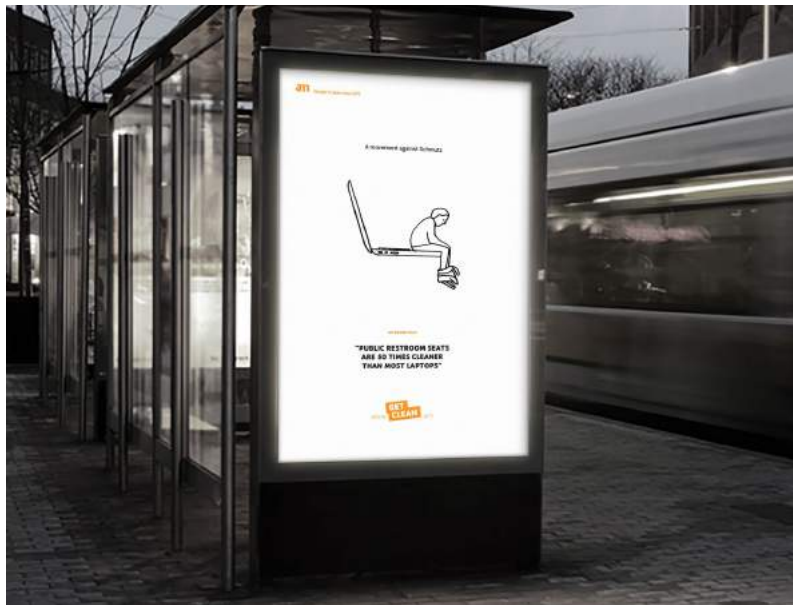
Collaborator

**Illustrations.**

**Geoff McFetridge.**







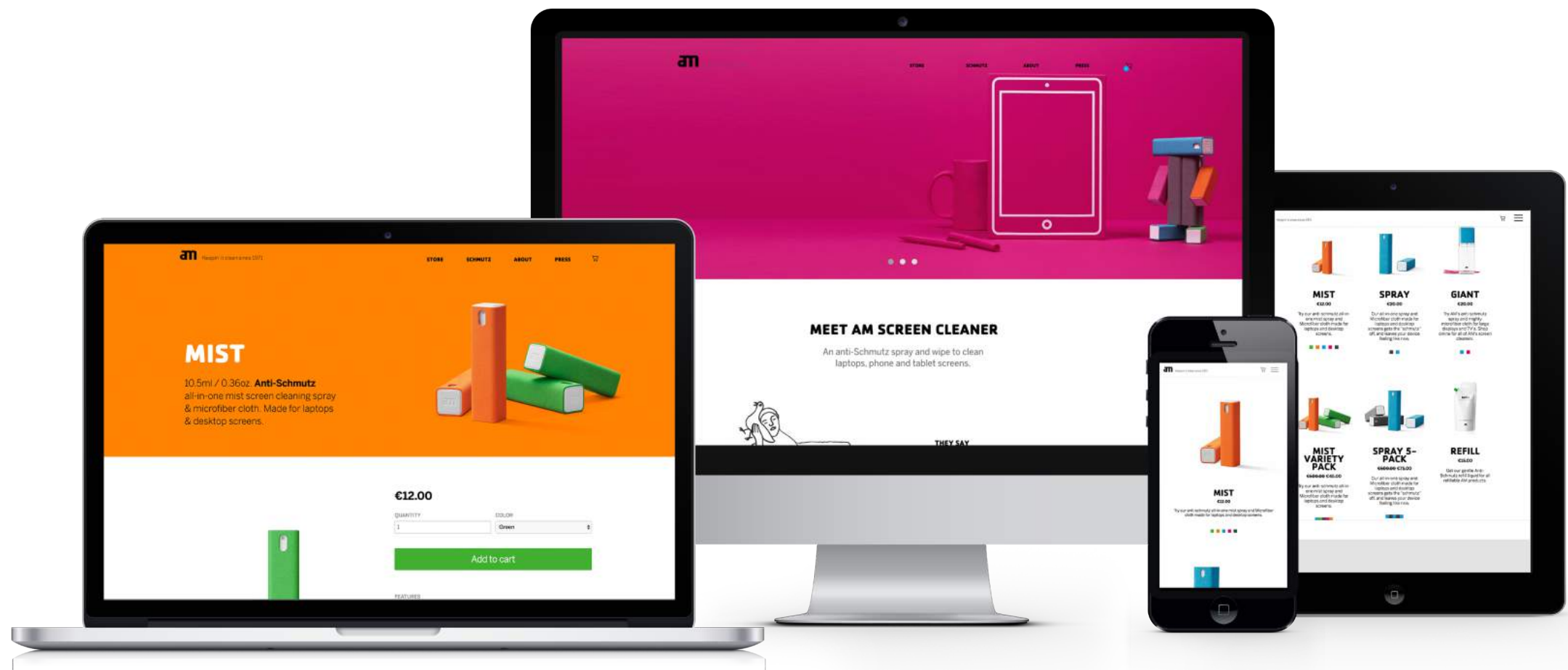
Service

Collaborator

Advertising.

Geoff McFetridge.





Service

Webdesign.



Client

**TYFC.**

Project

**Hey Student.**

Services

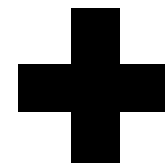
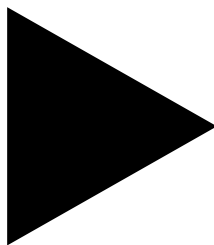
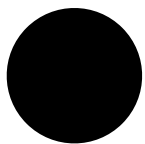
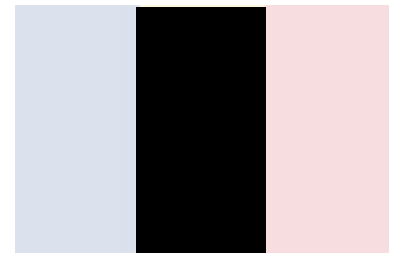
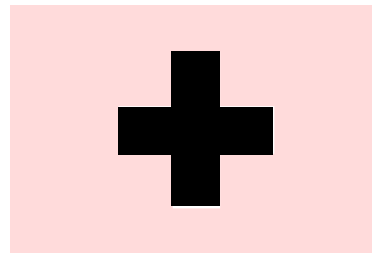
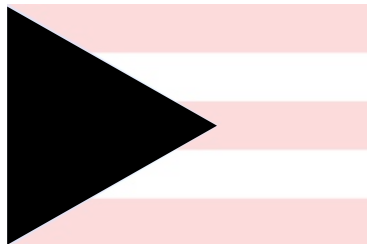
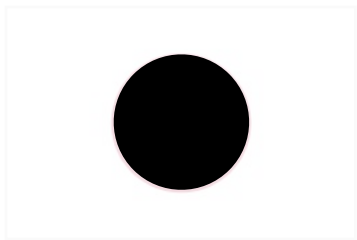
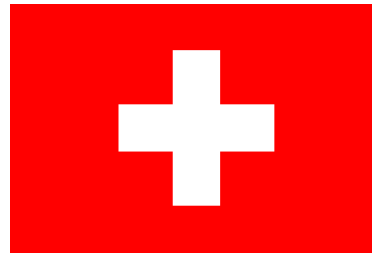
**Brand strategy. Business Strategy.  
Concept Development. Digital Strategy.  
Webdesign. Software implementation.**

Concept

**Every year 20.000 international student are coming to Denmark to study a semester or two. Hey Student is making it easy for students to find, book and move in to a place to stay when coming to Denmark.**

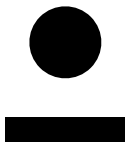
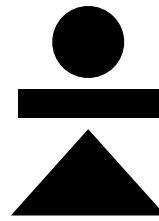
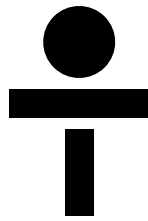
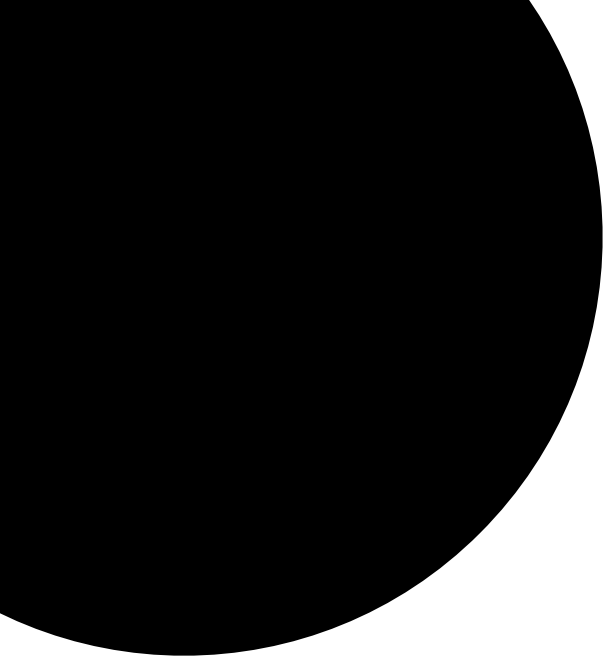
**Our aim is to make Hey Student the #1 housing platform and community for international students, by creating a seamless digital experience and user journey from beginning to end.**



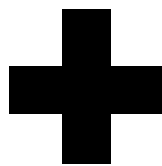


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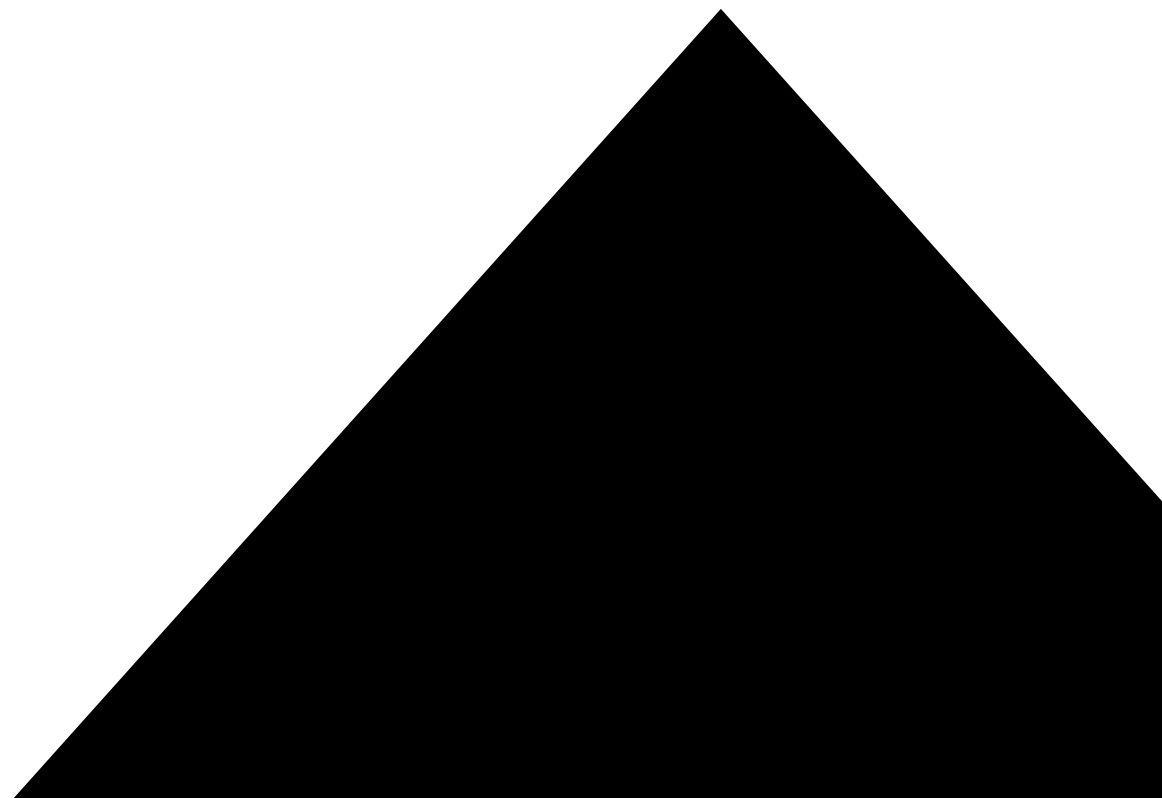
**Identity design:  
Flags of the world.**



Service



Shapes.







Service

Graphic  
Elements.

## HEADER

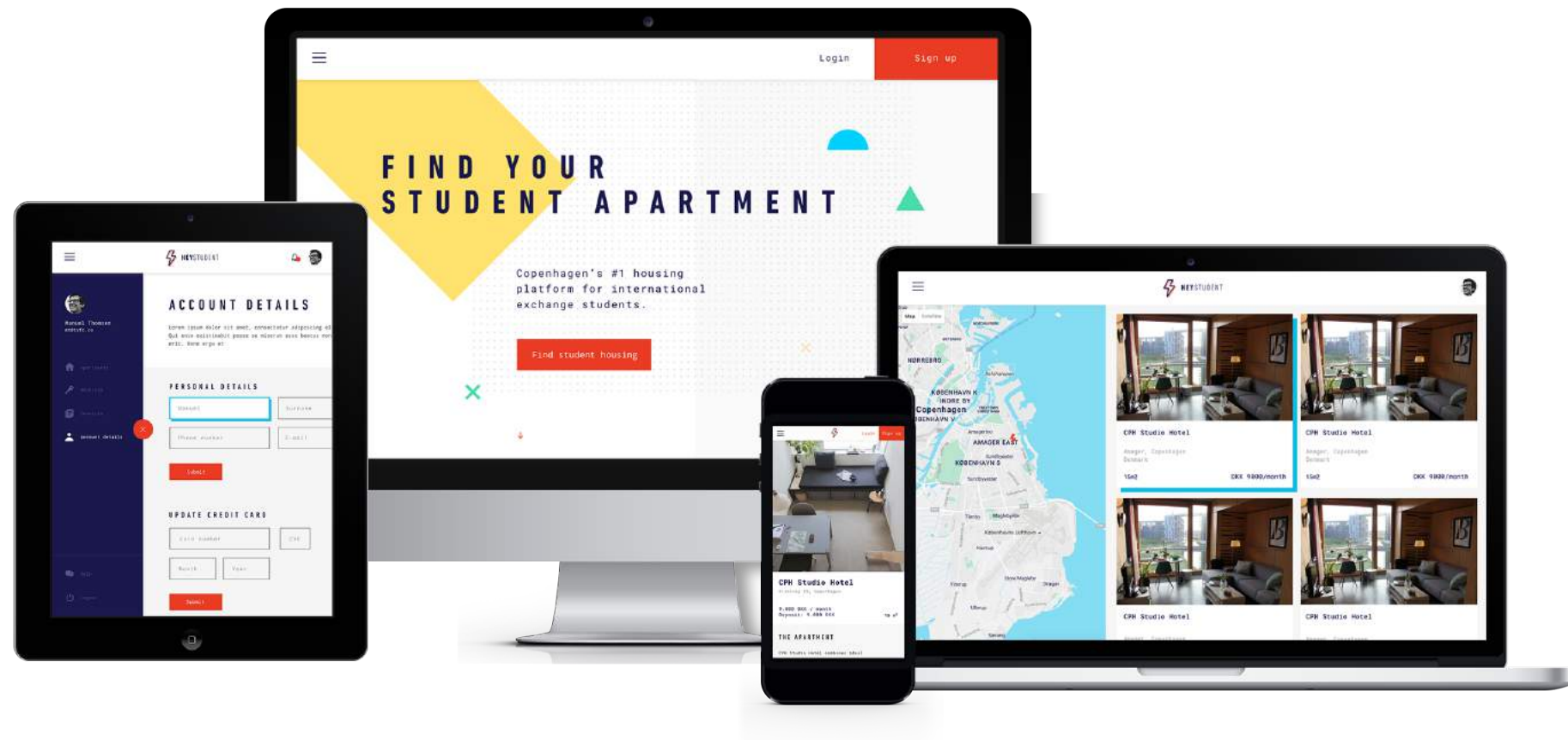
DIN NEXT PRO CONDENSED

A B C D E F G H I J K L M N O P Q R  
S T U V W X Y Z

## Body

Roboto Mono

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz



Service

Webdesign.





Address

**Skudehavnsvej 1  
2150 Nordhavn  
Denmark**

Contact

**Frederik  
fm@tyfc.co**

**T Y  
F C**