Engineer Advisory

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.

2025

200x

brand recognition, built from nothing

Situation. Engineer ApS was a brand-new consultancy with real technical depth and almost nobody who'd heard of it. That's a specific kind of frustrating: the skill is there, the work would be good, but none of it matters if the clients and partners who'd want it don't know you exist. A young firm has to be seen before it can win anything.

Task. The task was to build a brand people would actually recognise — across both the offline and online sides — and to turn the firm's engineering credibility into visible market presence, rather than leaving it as a well-kept secret.

Action. The brand was built deliberately and kept consistent. It started with a clear identity — a voice, a visual language, and a portfolio that led with concrete engineering outcomes instead of the vague "we deliver value" language everyone else uses. Then it ran across the channels that matter for this kind of firm — the website, LinkedIn, GitHub, in-person events — with every touchpoint saying the same thing rather than each drifting off on its own. The throughline was leading with real case studies and real results, so the credibility was something you could see evidence for, not just a claim.

Result. The founder reports a 200x increase in brand recognition from this work. This is the founder's account of the outcome. An independent brand-recognition measurement was not located; that absence does not disprove the reported result.

Bring this experience to your project

Use “A consistent identity across channels” as a starting point for a similar challenge in your organisation. The services behind this work are available for your project. Turning what the business wants into something a developer can build, and saying out loud what is not worth building.

Explore our services Get in touch →

Look behind the result

Read the situation, decisions and result in this example. We can discuss which parts transfer to your constraints and which need another approach. A consistent identity across channels — 200x brand recognition, built from nothing

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Need to get your brand noticed?

Talk through your project with the engineer responsible for delivery. We agree the scope, price basis and handover in writing before work begins.

Role context: Platform and Data Engineer. It draws on Product & Requirements, Stakeholder & Reporting and Brand & Marketing. And while you are here, we are rather good at Product Strategy & Requirements and Brand, Marketing & SEO.

Get in touch Explore our services

One piece of **a longer record** — and it is all on this site.

Every entry is written the same way: the situation, the task, what we did and what changed.

See the whole record

Define the improvement you need

Bring the decision, the people affected and the options already considered. We can make the tradeoffs explicit and leave a documented recommendation.

See what it costs Get in touch →

Need to get your brand noticed?

Ask about the decisions behind “A consistent identity across channels”. You will speak with the people who can explain the work and assess your own project.

Explore our services

welcome@engineer.company +45 50 10 61 84 Copenhagen, Denmark

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Contact card

Carefully Crafted With Love by D.

CVR 45969703 · Tagensvej 105C, 3. th, 2200 København N

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