



BRAND PRODUCT & SPACE

BRAND STRATEGY
IDENTITY
PRINT
ADVERTISING
PRODUCT DESIGN
RETAIL
WEB / INTERACTIVE

GOOD BYE MAXX/ 08/26/2008

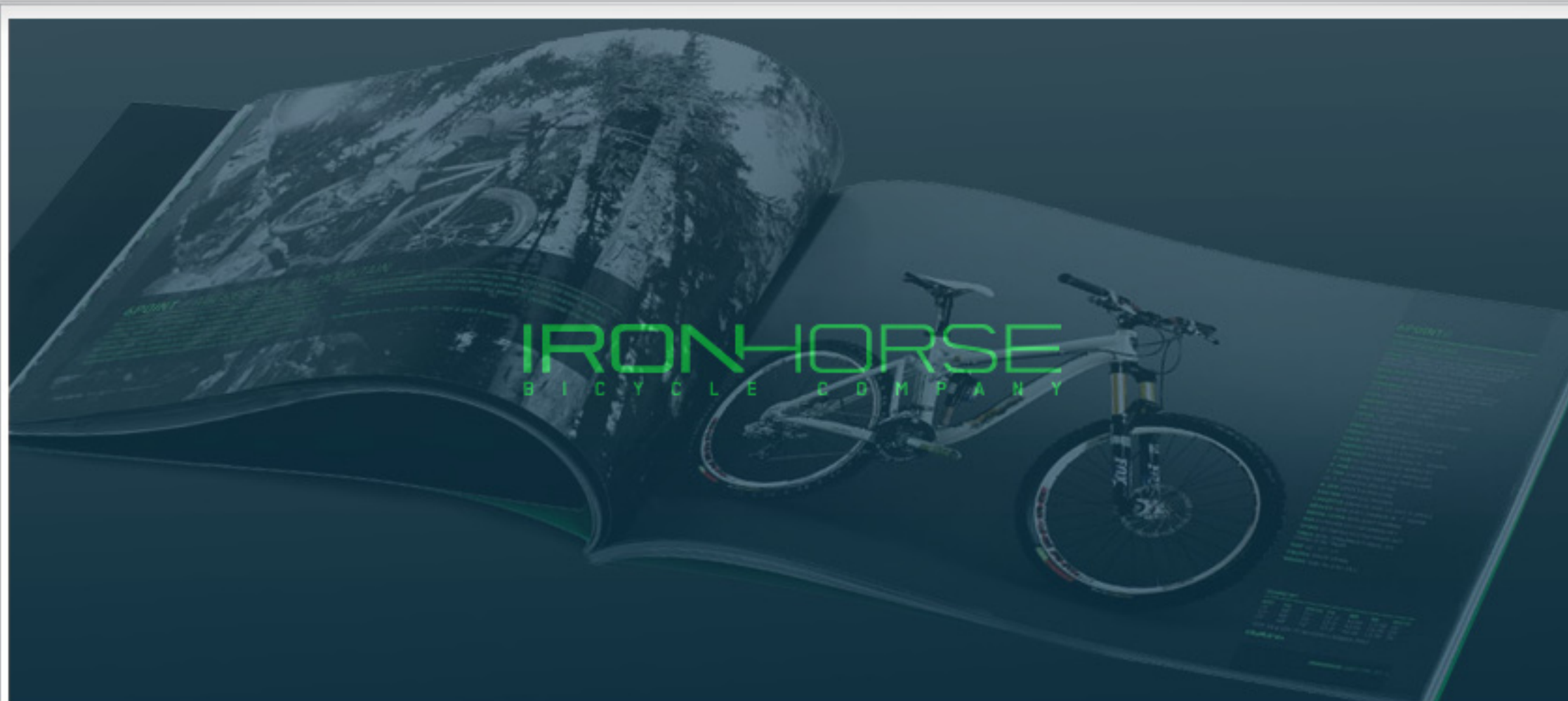
While Superbig hates to see Maxx leave so soon, we are happy that he is going back to the industry he loves, snow sports. He will leave Superbig in the capable hands of Erin Phillips, the new Operations Manager.

RESTAURANTS/ 06/18/2008

Superbig teams up with Elizabeth Blau and Associates, a worldwide restaurant consulting firm, to build the branding, collateral, menus, and environmental graphics for two five star restaurants: Simon Restaurant at the Palms Place Hotel in Vegas and Voice Restaurant and Lounge in Houston.

MISSION CRITICAL/ 01/30/2008

Check out our engineering and design handy work on the new Diamondback Mission Full Suspension bike featured in the February issue of Decline magazine.



WORK

Enough about us, what do you think of our work? All ego aside we know past triumphs are the best indicator of future results. Unlike the arty outcast with an empty binder, our folio overflows with work that shines in the harsh light of the real market. And rather than recycle style, chase trends or add a gloss and call it good, we have built identities, grown brands and designed widgets that still generate revenue. Basically, what we're saying here, is we rock.



WORK/

Enough about us, what do you think of our work? All ego aside we know past triumphs are the best indicator of future results. Unlike the arty outcast with an empty binder, our folio overflows with work that shines in the harsh light of the real market. And rather than recycle style, chase trends or add a gloss and call it good, we have built identities, grown brands and designed widgets that still generate revenue. Basically, what we're saying here, is we rock.



WORK

Enough about us, what do you think of our work? All ego aside we know past triumphs are the best indicator of future results. Unlike the arty outcast with an empty binder, our folio overflows with work that shines in the harsh light of the real market. And rather than recycle style, chase trends or add a gloss and call it good, we have built identities, grown brands and designed widgets that still generate revenue. Basically, what we're saying here, is we rock.



WORK/

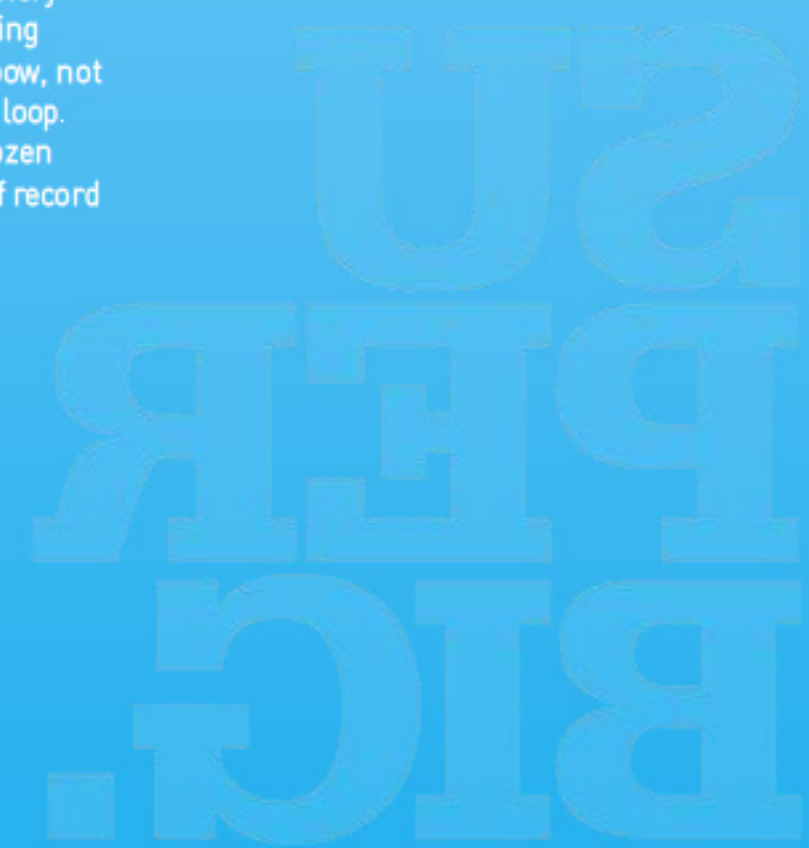
Enough about us, what do you think of our work? All ego aside we know past triumphs are the best indicator of future results. Unlike the arty outcast with an empty binder, our folio overflows with work that shines in the harsh light of the real market. And rather than recycle style, chase trends or add a gloss and call it good, we have built identities, grown brands and designed widgets that still generate revenue. Basically, what we're saying here, is we rock.



SERVICES

BRAND STRATEGY
IDENTITY
PRINT
ADVERTISING
PRODUCT DESIGN
RETAIL
WEB / INTERACTIVE

Stock service or custom project, our comfort zone includes every creative need on the marketing department list. From pushing pixels and molding Bondo to deciphering the Pantone rainbow, not even the most nebulous projects will throw us for a creative loop. RGB or CMYK, Pantone or Sepiatone, flash-drive or flash-frozen (well, maybe not raw fish), we are staffed to be the agency of record for all your creative undertakings.



[SERVICES/](#)

Some say specialization is the new black. Sure, cranking out the same parts and pieces for every client might make it rain green but we take pride in creating signature styles inflected with the distinct personality of each individual brand. With a skill set that ranges from web and motion to illustration, our firm is staffed to pivot quickly, get it done and still maintain a wider focus on the bigger visual picture. And that—we are fairly certain—is a better use of time than updating our Myspace page.

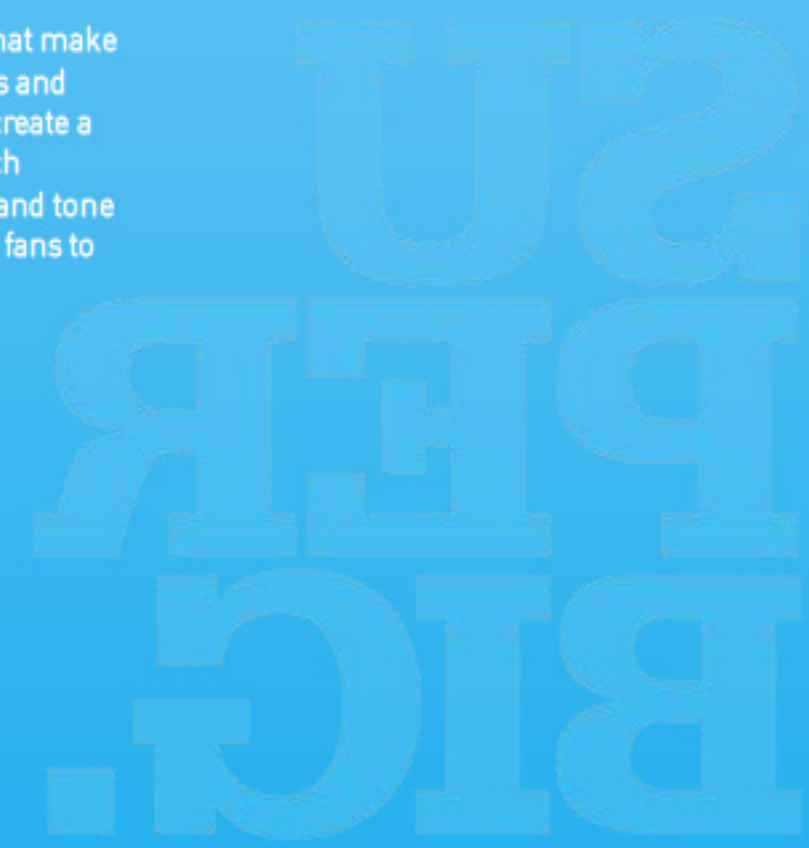


SERVICES

BRAND STRATEGY
IDENTITY
PRINT
ADVERTISING
PRODUCT DESIGN
RETAIL
WEB / INTERACTIVE

BRAND STRATEGY/

Building a brand is like telling a story: it is truth and detail that make it real. With expertise that extends far beyond Pantone colors and Adobe applications, we know the careful seeding it takes to create a deeper emotional connection to the customer. Through such defining elements as company values, graphic presentation and tone of voice, we put strategies in motion that cause your biggest fans to identify personally with who you are.



SERVICES/

Some say specialization is the new black. Sure, cranking out the same parts and pieces for every client might make it rain green but we take pride in creating signature styles inflected with the distinct personality of each individual brand. With a skill set that ranges from web and motion to illustration, our firm is staffed to pivot quickly, get it done and still maintain a wider focus on the bigger visual picture. And that—we are fairly certain—is a better use of time than updating our Myspace page.



SERVICES

BRAND STRATEGY
IDENTITY
PRINT
ADVERTISING
PRODUCT DESIGN
RETAIL
WEB / INTERACTIVE

IDENTITY/

More than just a mission statement, new ad campaign or glossy logo, an identity is the heart and soul of every brand. Drawing out this persona with sophistication, style and texture is the true black art of design. And unlike high school, where trying out a new look each semester was awkward but acceptable, we show the true self of an emergent brand by fusing elements from font to feel with premeditated confidence.



SERVICES/

Some say specialization is the new black. Sure, cranking out the same parts and pieces for every client might make it rain green but we take pride in creating signature styles inflected with the distinct personality of each individual brand. With a skill set that ranges from web and motion to illustration, our firm is staffed to pivot quickly, get it done and still maintain a wider focus on the bigger visual picture. And that—we are fairly certain—is a better use of time than updating our Myspace page.

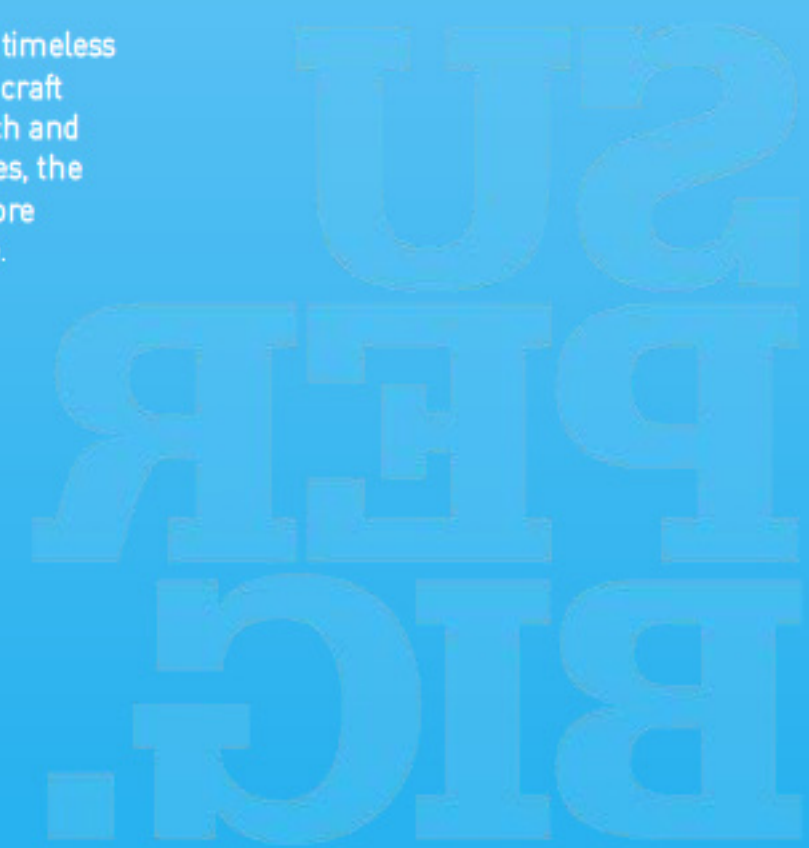


SERVICES

BRAND STRATEGY
IDENTITY
PRINT
ADVERTISING
PRODUCT DESIGN
RETAIL
WEB / INTERACTIVE

PRINT/

In an age of overload, the printed page retains a classic and timeless feel. Stock, saturation and typography are at the root of our craft and we create print materials with a noticeably different touch and feel. As rapid-fire multimedia overwhelms and overstimulates, the tangible four-color method retains the power to create a more lasting impression, which, makes the old school in us smile.



[SERVICES/](#)

Some say specialization is the new black. Sure, cranking out the same parts and pieces for every client might make it rain green but we take pride in creating signature styles inflected with the distinct personality of each individual brand. With a skill set that ranges from web and motion to illustration, our firm is staffed to pivot quickly, get it done and still maintain a wider focus on the bigger visual picture. And that—we are fairly certain—is a better use of time than updating our Myspace page.



SERVICES

BRAND STRATEGY
IDENTITY
PRINT
ADVERTISING
PRODUCT DESIGN
RETAIL
WEB / INTERACTIVE

ADVERTISING/

Advertising is a constant undertone of modern existence, but memorable campaigns seem so few and far between. The reason being there exists no mathematic formula to engage the consumer or connect with their collective recall. Skip the models and slogans, we see the solution as a true fusion of image, copy and construction that is different from what came before, which brightens the spotlight on what you seek to sell.



SERVICES/

Some say specialization is the new black. Sure, cranking out the same parts and pieces for every client might make it rain green but we take pride in creating signature styles inflected with the distinct personality of each individual brand. With a skill set that ranges from web and motion to illustration, our firm is staffed to pivot quickly, get it done and still maintain a wider focus on the bigger visual picture. And that—we are fairly certain—is a better use of time than updating our Myspace page.



SERVICES

BRAND STRATEGY
IDENTITY
PRINT
ADVERTISING
PRODUCT DESIGN
RETAIL
WEB / INTERACTIVE

PRODUCT DESIGN/

Conventional wisdom holds that bells and whistles sell more product. Yet the reality is that clean, functional and evolutionary design connects with a consumer on a higher level. A mix of market awareness and industrial design expertise allows us to see the future in segments and build products that appeal to that niche. From suspension bikes to composite snowboard bindings, our record shows we know how to make a shiny object of desire.



SERVICES/

Some say specialization is the new black. Sure, cranking out the same parts and pieces for every client might make it rain green but we take pride in creating signature styles inflected with the distinct personality of each individual brand. With a skill set that ranges from web and motion to illustration, our firm is staffed to pivot quickly, get it done and still maintain a wider focus on the bigger visual picture. And that—we are fairly certain—is a better use of time than updating our Myspace page.

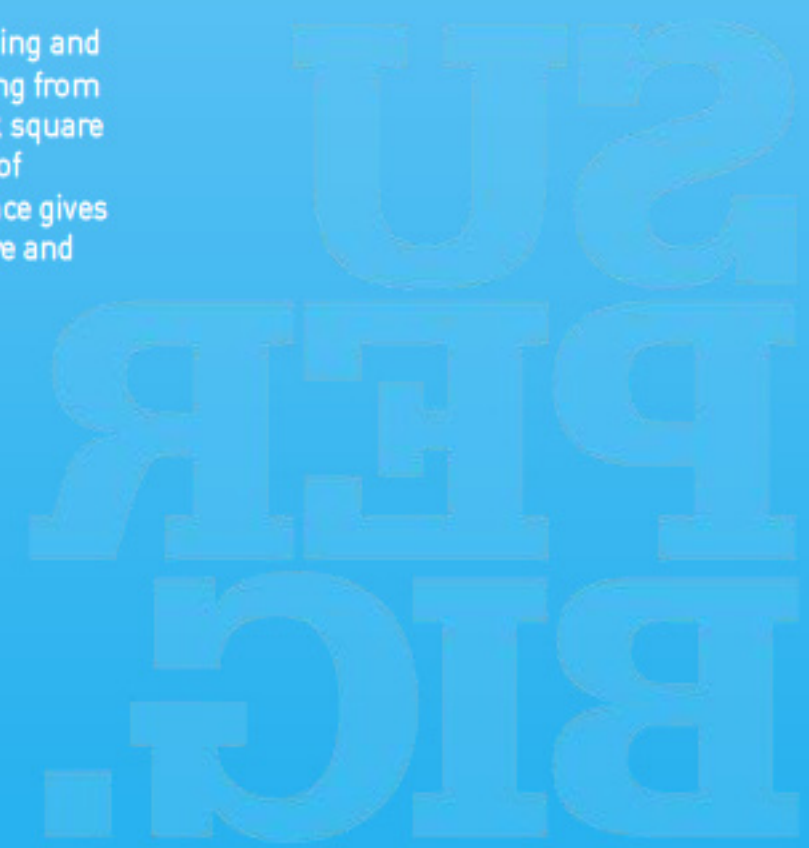


SERVICES

BRAND STRATEGY
IDENTITY
PRINT
ADVERTISING
PRODUCT DESIGN
RETAIL
WEB / INTERACTIVE

RETAIL /

A space is just space until its inner character shines. Developing and designing distinction—through the collective feel of everything from lighting and signage to fixtures and flow—is what turns stock square footage into a charismatic retail space. At Superbig, our mix of cultural awareness, visual recognition and shop rat experience gives us an edge in creating retail environments that sparkle, thrive and bring in the Benjamins.



[SERVICES/](#)

Some say specialization is the new black. Sure, cranking out the same parts and pieces for every client might make it rain green but we take pride in creating signature styles inflected with the distinct personality of each individual brand. With a skill set that ranges from web and motion to illustration, our firm is staffed to pivot quickly, get it done and still maintain a wider focus on the bigger visual picture. And that—we are fairly certain—is a better use of time than updating our Myspace page.

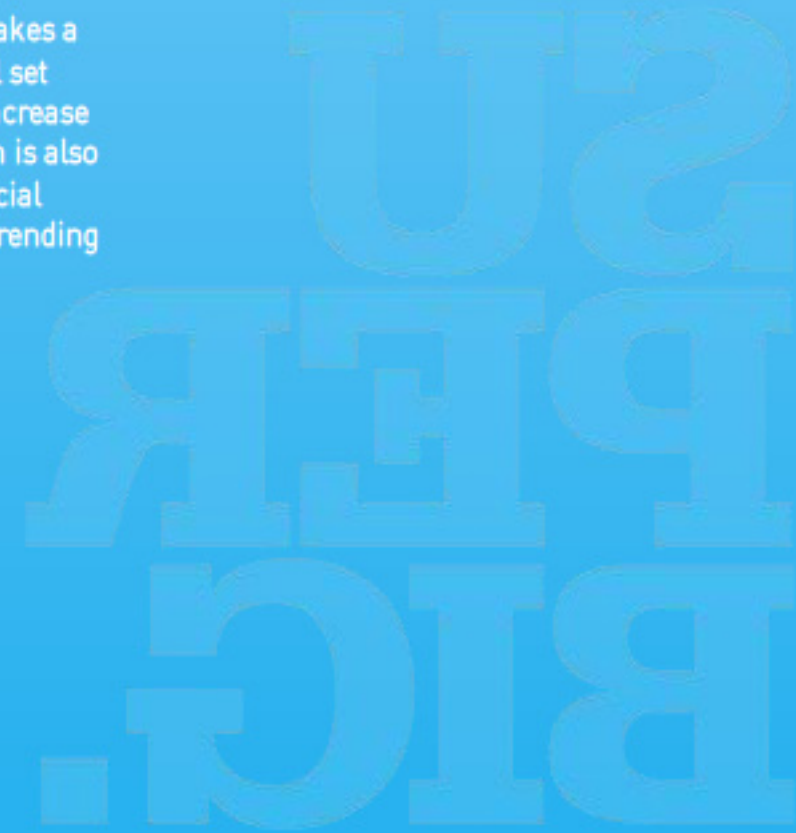


SERVICES

BRAND STRATEGY
IDENTITY
PRINT
ADVERTISING
PRODUCT DESIGN
RETAIL
WEB / INTERACTIVE

WEB/INTERACTIVE/

In a world where even your dog sitter has a Web presence, it takes a special site to stand out from the pack. Our multimedia skill set enables us to create engaging, interactive content that will increase page views and generate return traffic. Yet each site we design is also organized to function logically as a presentation of commercial information, which is a welcome sight in a medium rapidly trending toward chaos.



SERVICES/

Some say specialization is the new black. Sure, cranking out the same parts and pieces for every client might make it rain green but we take pride in creating signature styles inflected with the distinct personality of each individual brand. With a skill set that ranges from web and motion to illustration, our firm is staffed to pivot quickly, get it done and still maintain a wider focus on the bigger visual picture. And that—we are fairly certain—is a better use of time than updating our Myspace page.



CLIENTS

IRON HORSE BIKES
K2 BIKE
RIDE SNOWBOARDS
FUEL TV
ABSINTHE FILMS
HELLY HANSEN
DIAMONDBACK BMX
LIFETIME CLOTHING

STANDARD FILMS
JONES SODA
SMITH OPTICS
BELL HELMETS
TOMMASO BIKES
K2 SNOWBOARDS
OPTION SNOWBOARDS
DRAGON

SKI WASHINGTON/PNSAA
SUMMIT AT SNOQUALMIE
OUTDOOR RESEARCH
MACK DAWG PRODUCTIONS
JOHNSON AND JOHNSON
SEATTLE SEAHAWKS
TARGET

CLIENTS/

Without our family of clients, who provide both input and interaction, we'd have more time to play pong, cruise YouTube and find lower rates on car insurance. But limiting contact between proposal and presentation is not our style and we are not too busy to shed the headphones for a few minutes of quality time. Actually listening, rather than just paying lip service, is what allows us to dial in each project until it elicits the right adjectives and expletives. Not sure about all those big words, but you get the idea.



STUDIO

ABOUT US/SUPERBIG

SUPERBIG is a Seattle-based creative agency that thrives by linking dynamic brands with strong visual identities. Populated by designers who know how to point and click yet still charge nearly every weekend, our South Lake Union studio specializes in the development of brand, product and space within the action-sport, pop culture and entertainment worlds. Our over-caffeinated crew has made a name by elevating consciousness for emerging brands without taking ourselves, our look or our industry too seriously.



STUDIO/

Our South Lake Union studio is stacked with almighty Macs, a bitchy server and a stealth exit to the adjacent vodka bar. The volume oscillates between ambient hum and cranked to eleven, but this internal environment is where we make the magic happen. Yet unlike designers who rarely see daylight, our space is where we work, not where we live. Breaking out plugs us in to scenes or subcultures that bubble up in our design and free us from working in a vacuum. And we have a skylight, so that helps.