

EROW

Welcome to a different
kind of brand building



our
proposition

We're digital originals with 25 years' experience
- working with major brands like yours.

We use technology creatively and playfully to help
your brand capture hearts and change minds.

Why we're here

To build brands through the innovative use of digital technology.

Our clients are engaged in unique battles to build their brand. We help them win. We'll help you win too.

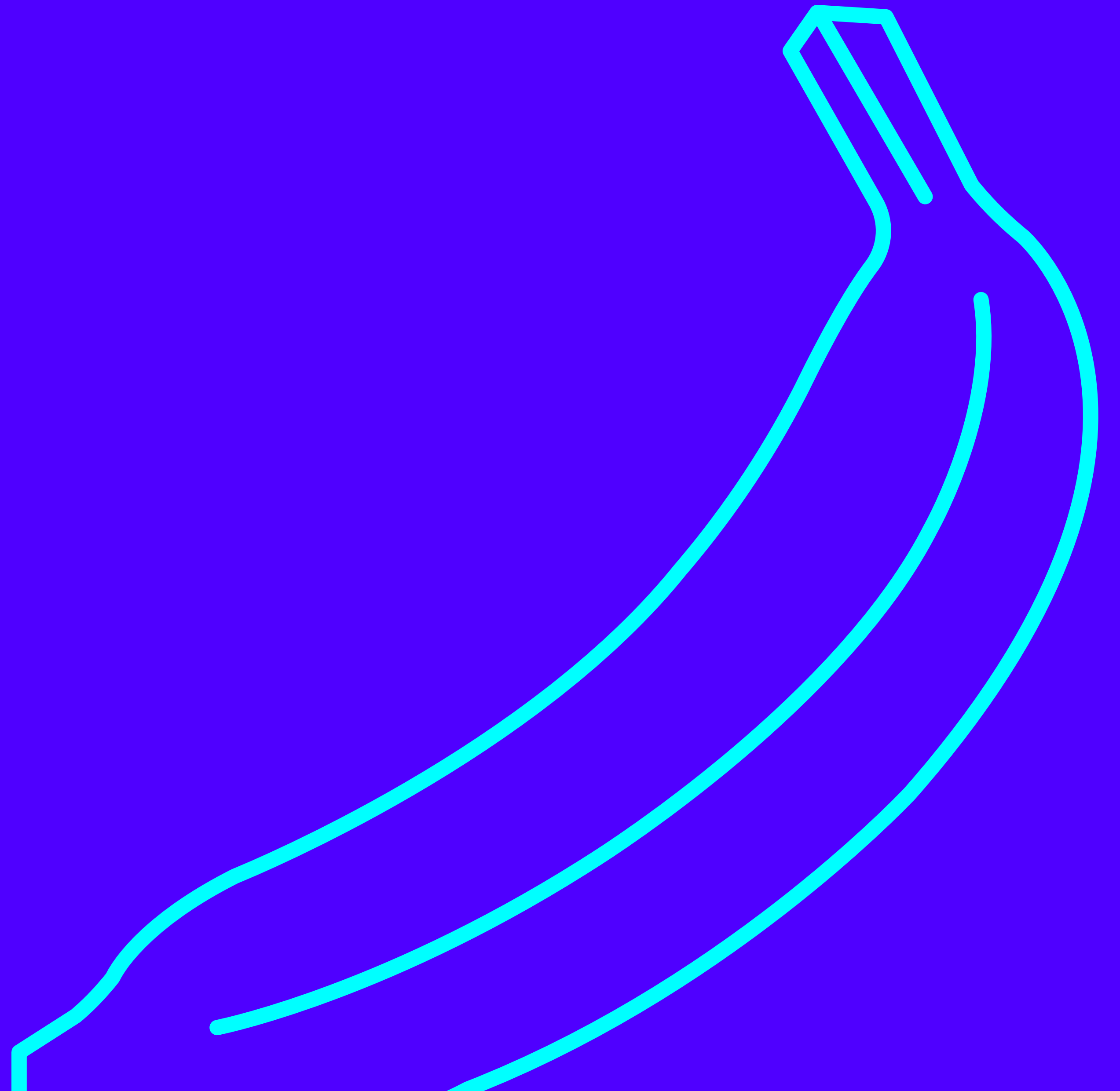
How?

By using our deep digital expertise and our ability to solve problems through creative strategy, technology, content and design.

How we think

**playful +
creative =
seriously great
work for you**

Whether you measure this by an uplift in ROI or a warm feeling inside, we aim to achieve both.



box-free

We don't think inside or outside boxes. We just think without them. We don't limit our inputs or influences. And we don't ration our imagination.



smart and inquisitive

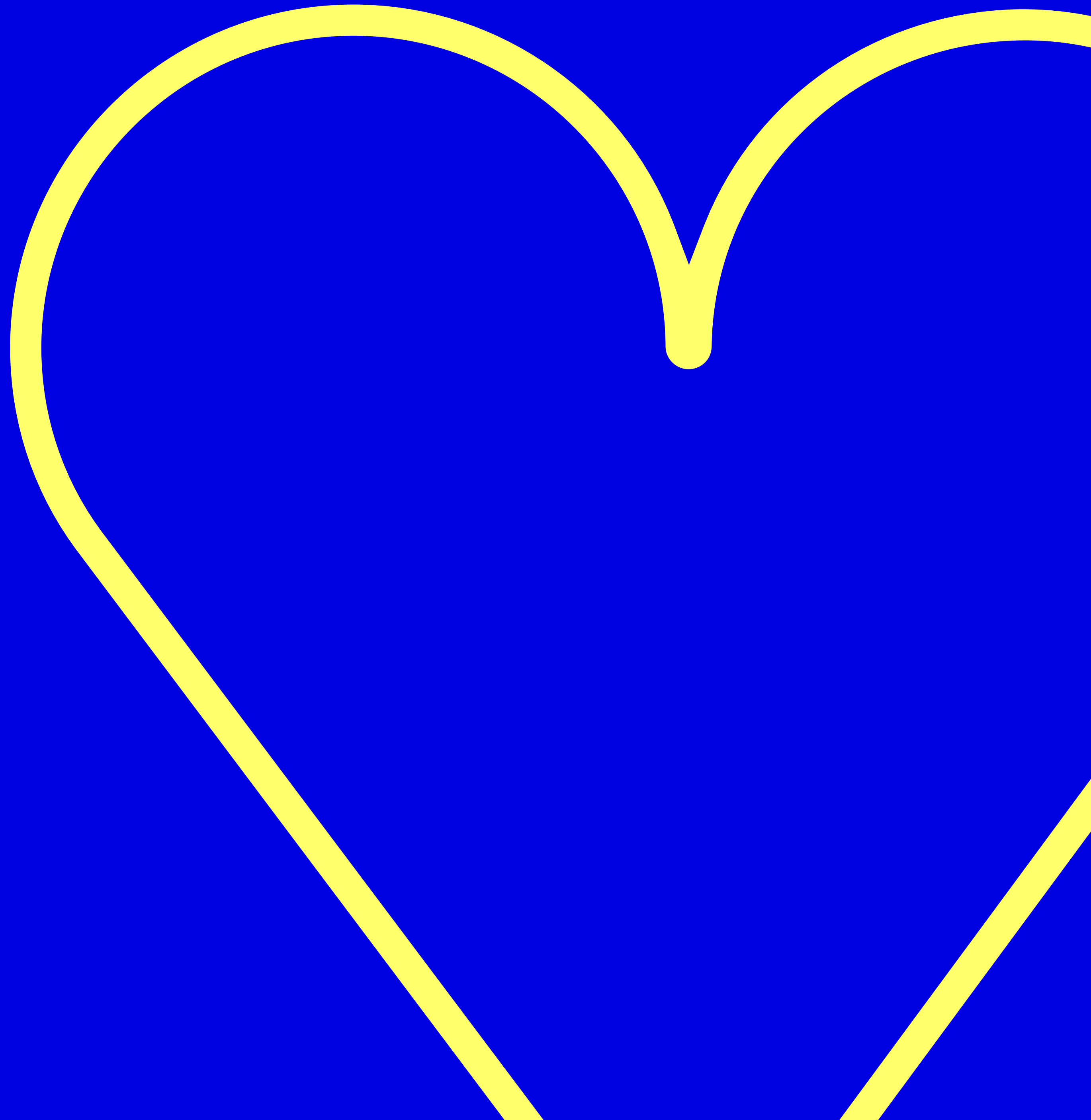
In 25 years, we've grasped how important it is to keep learning and adapting, by asking smart questions that challenge ourselves and our clients.



How we live

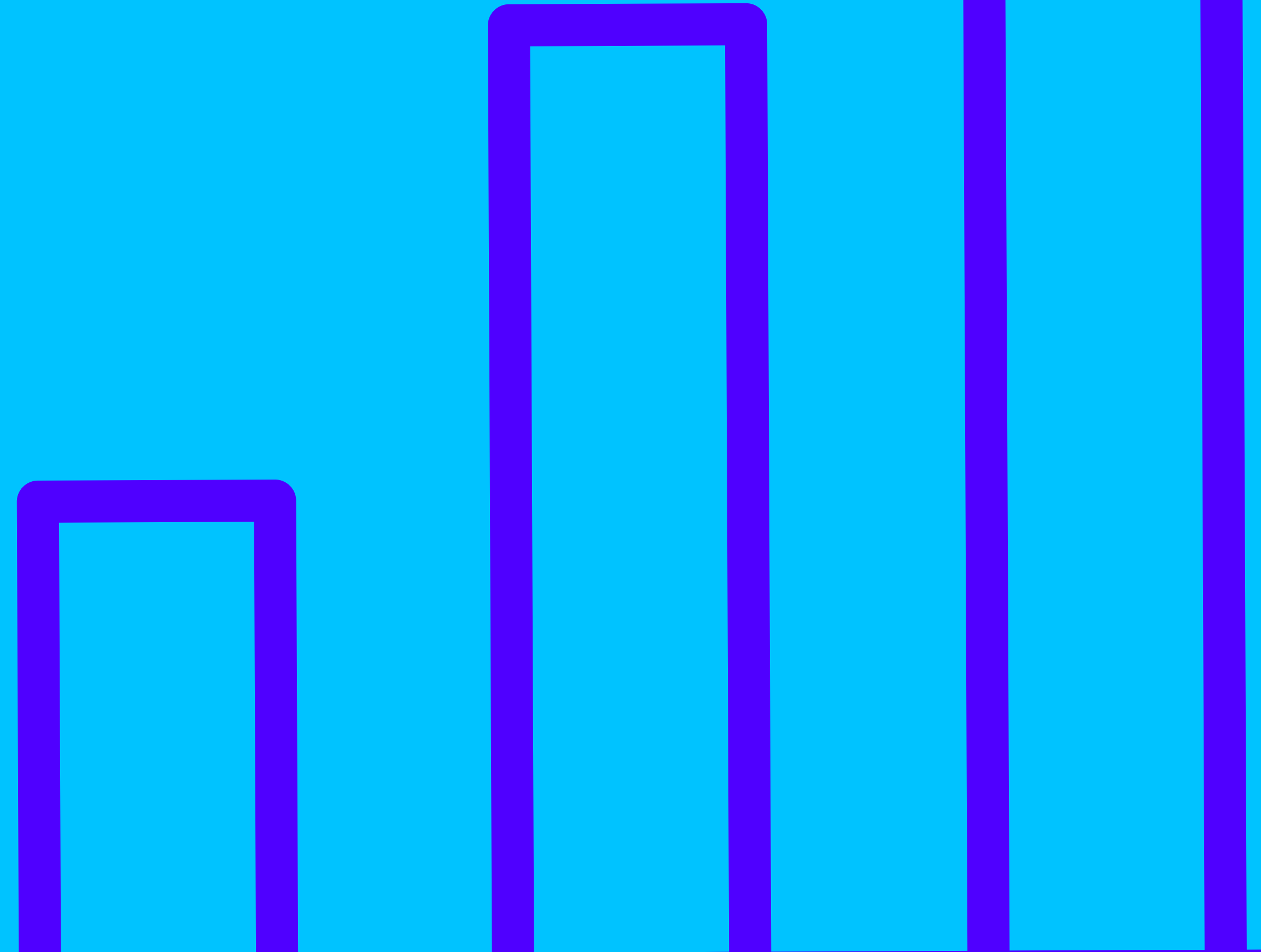
culturally engaged

We're plugged into the shifting culture that surrounds us all – it feeds our creativity and helps us understand the wider context in which customers and consumers meet your brand.



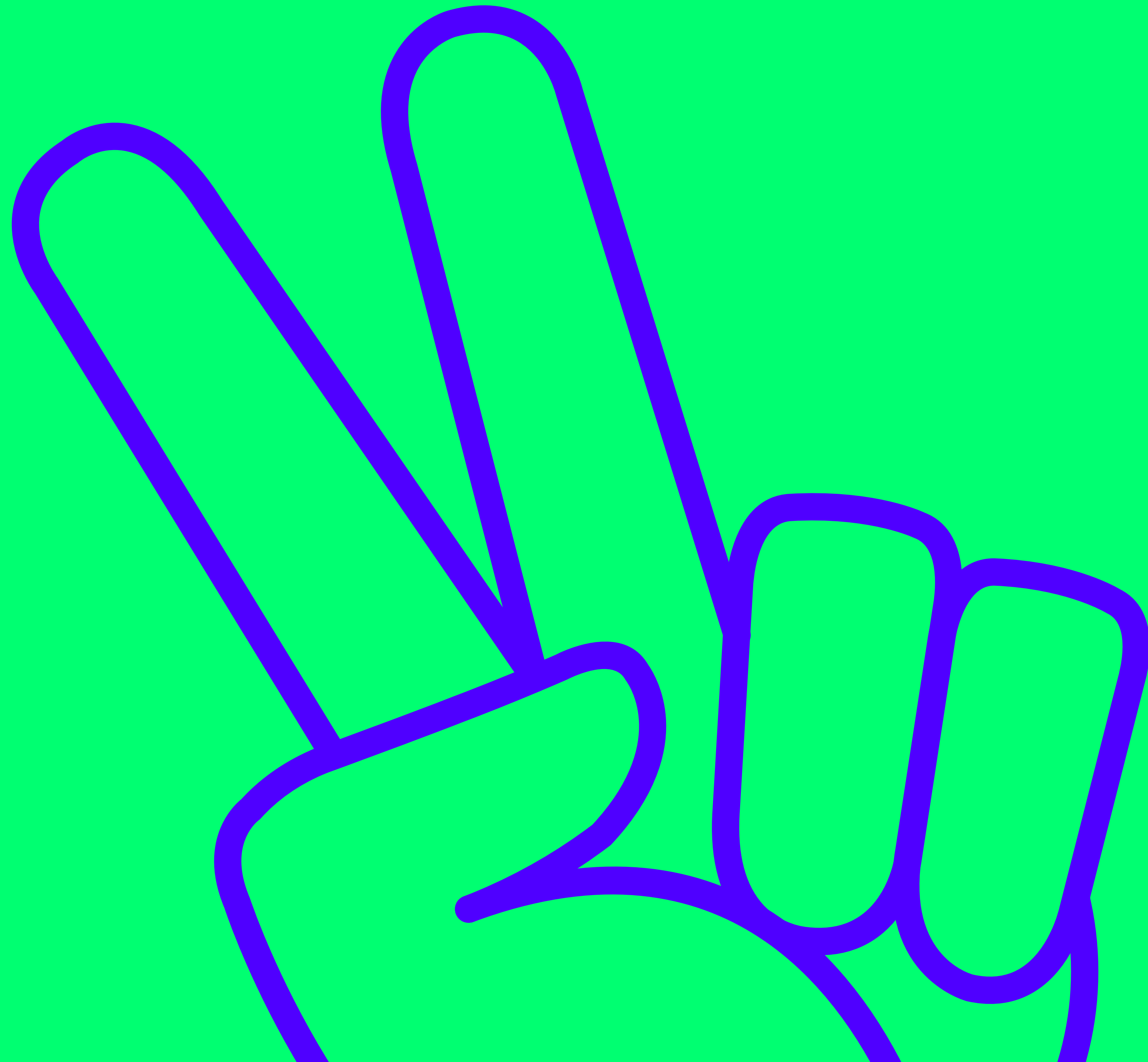
cultivating change

Deep dives into audience research and market insights help us create strategies, narratives and technology that sparks enthusiasm and inspires action.



helpful and fair

We want to be helpful. We want to do everything in a fair, open and ethical way. These are Ebow digital non-negotiables.



How we look

Colourful

Current

Global



our
services

Strategy

Creative thinking and direction about how your brand can thrive in digital spaces.

Technology

The components that put strategy into action.

A great digital brand doesn't fit in any box. But it does have four corners.

Content

Creative content and storytelling that engages and changes hearts and minds.

Design

Creative thinking and measurable output from first concept to final deliverable.



our
story

Back in 1999 when digital was shiny and new, a Computer Science student started a digital agency from his Dublin bedroom. He called it Ebow*.

Through a combination of creativity and hard work, Ebow grew in size and reputation. Along the way, we did a lot of great work, made a few rookie mistakes and learned some important lessons.

We learned we're at our best when using our digital know-how and creative brains to produce original solutions.

Today, Ebow is still growing - working in new places and sectors for new and established clients.

Opening new doors everyday.

***Where does the name come from?**

"I was designing a brand for an imaginary business and listening to an REM album - New Adventures in Hi-Fi. A track called E-Bow the Letter came on and I borrowed the word Ebow as a placeholder for the brand. The rest, as they say, is history."

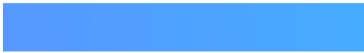


why
Elbow?



Tried, Trusted.

Our client list speaks for itself, and many clients have trusted us with multiple projects over the years. They know we always get the job done.



Well Connected.

Our network of partners includes digital innovators, a global footprint and a team dedicated to emerging technology.



Recognised, Respected.

Our work has won multiple awards.

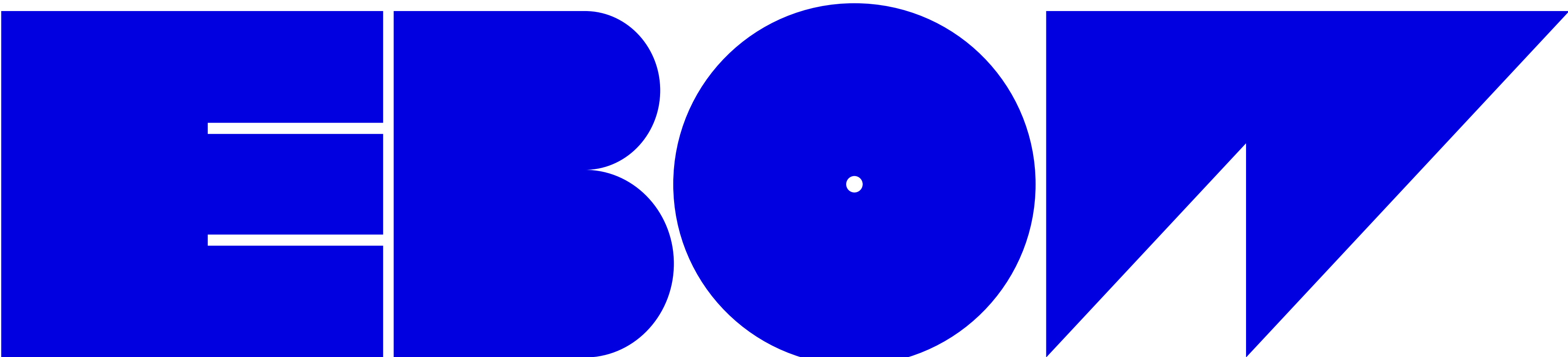


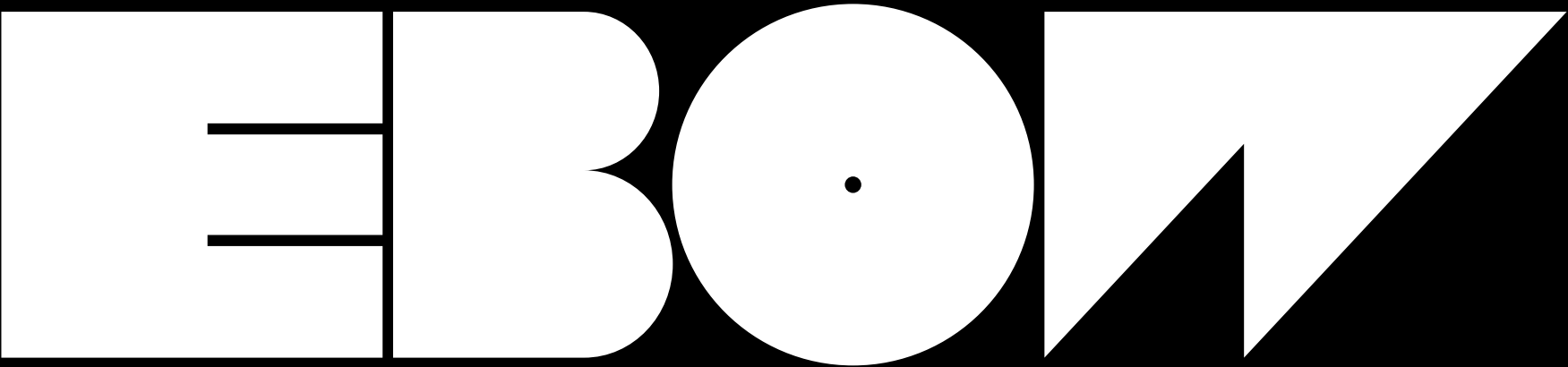
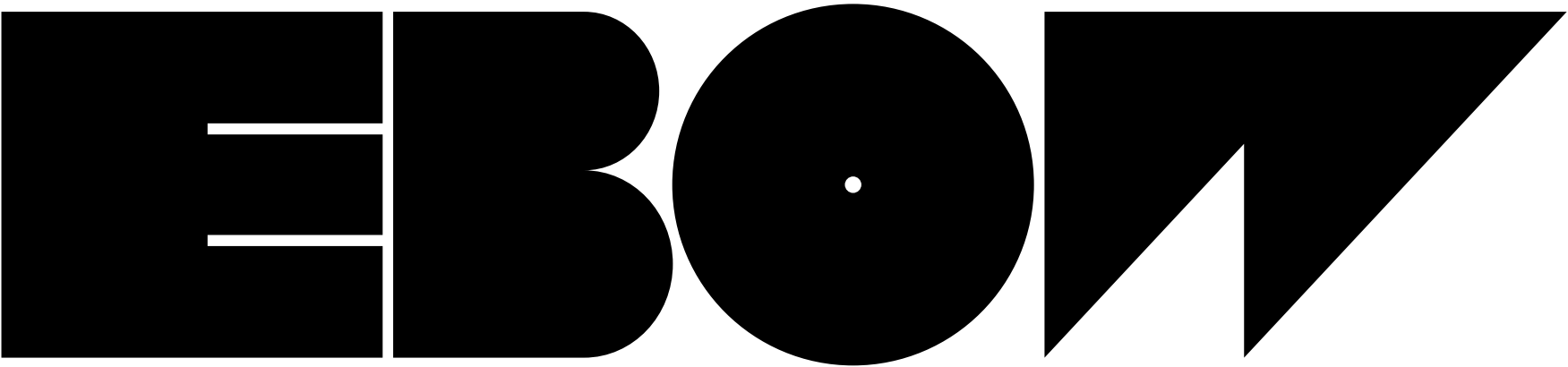
using
our
identity

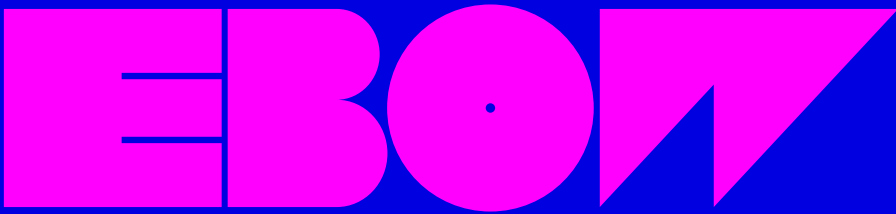
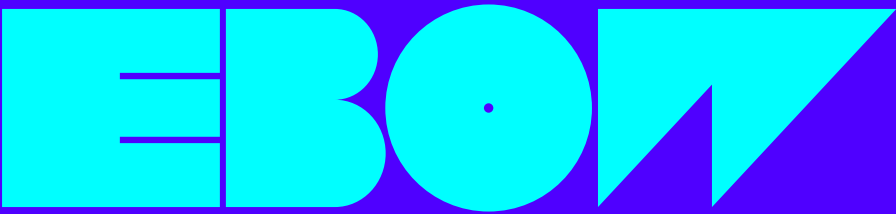
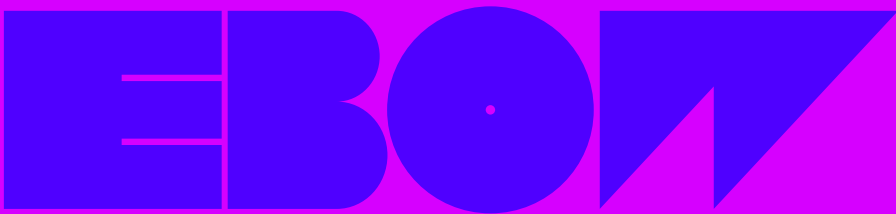
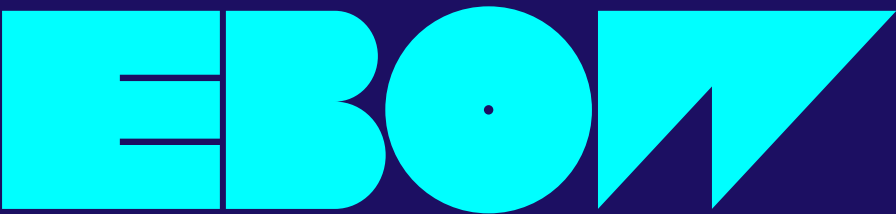
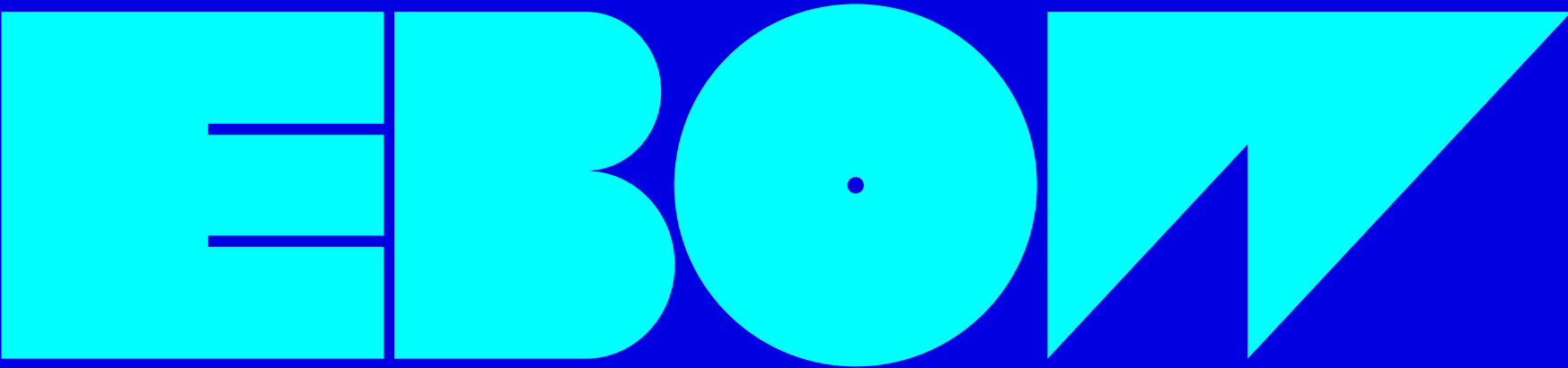
**Today's digital discourse is deafening.
People only notice brands that stand out.**

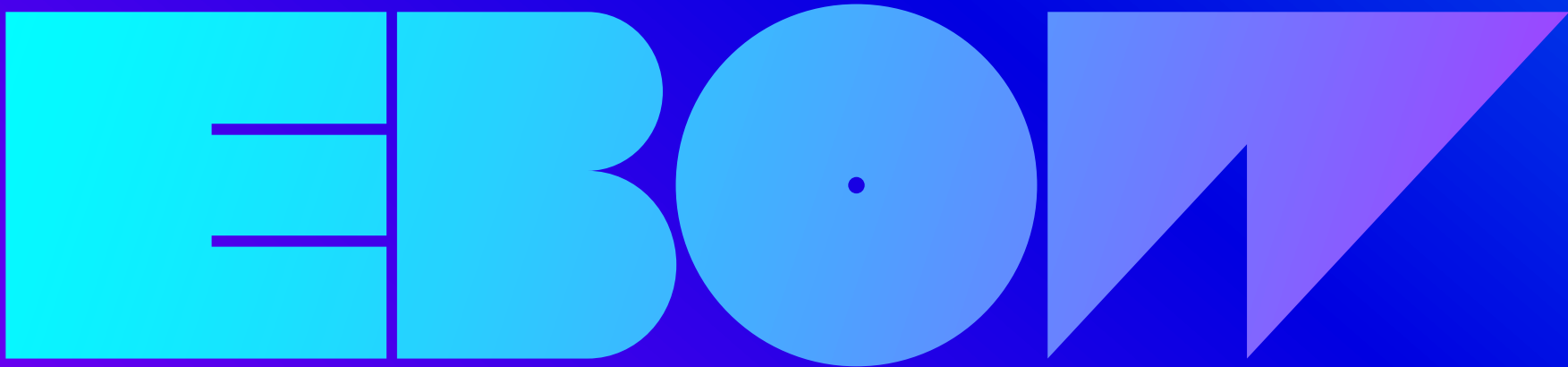
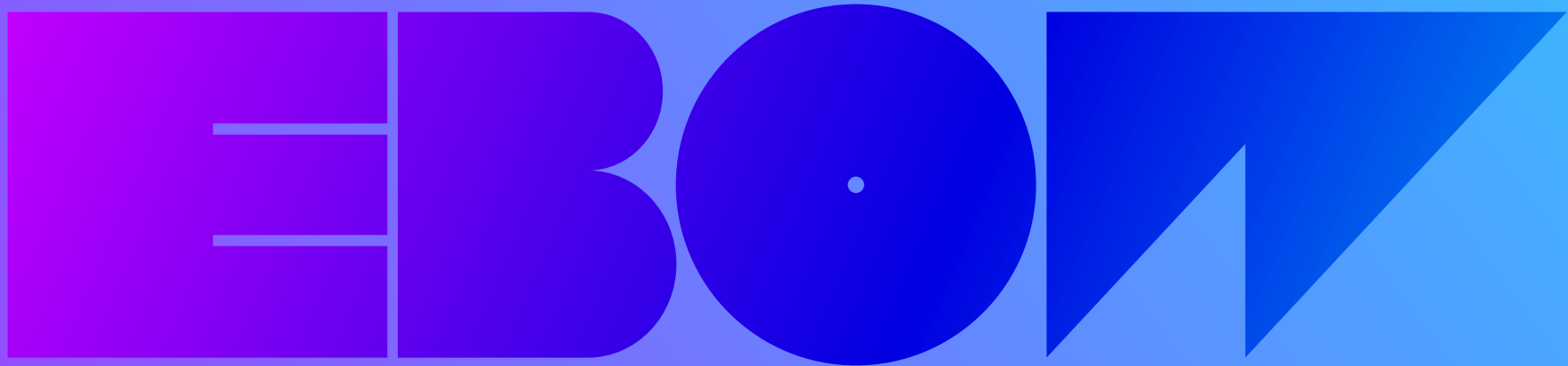
**If we want consumers to hear and listen to our
brand, it must be flexible, playful, relevant and
above all, different.**

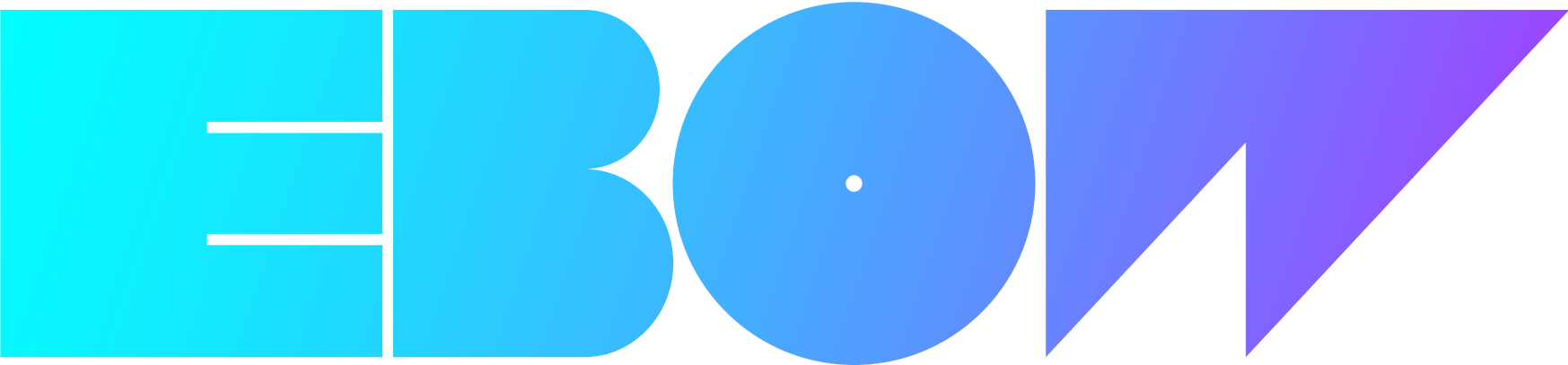
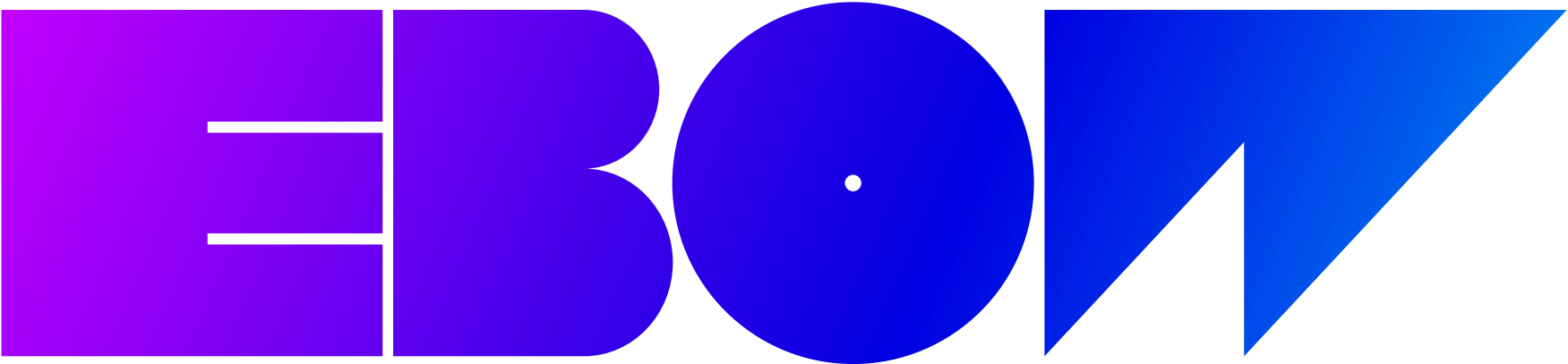
**Our brand has various executions to allow
it to thrive in this world.**









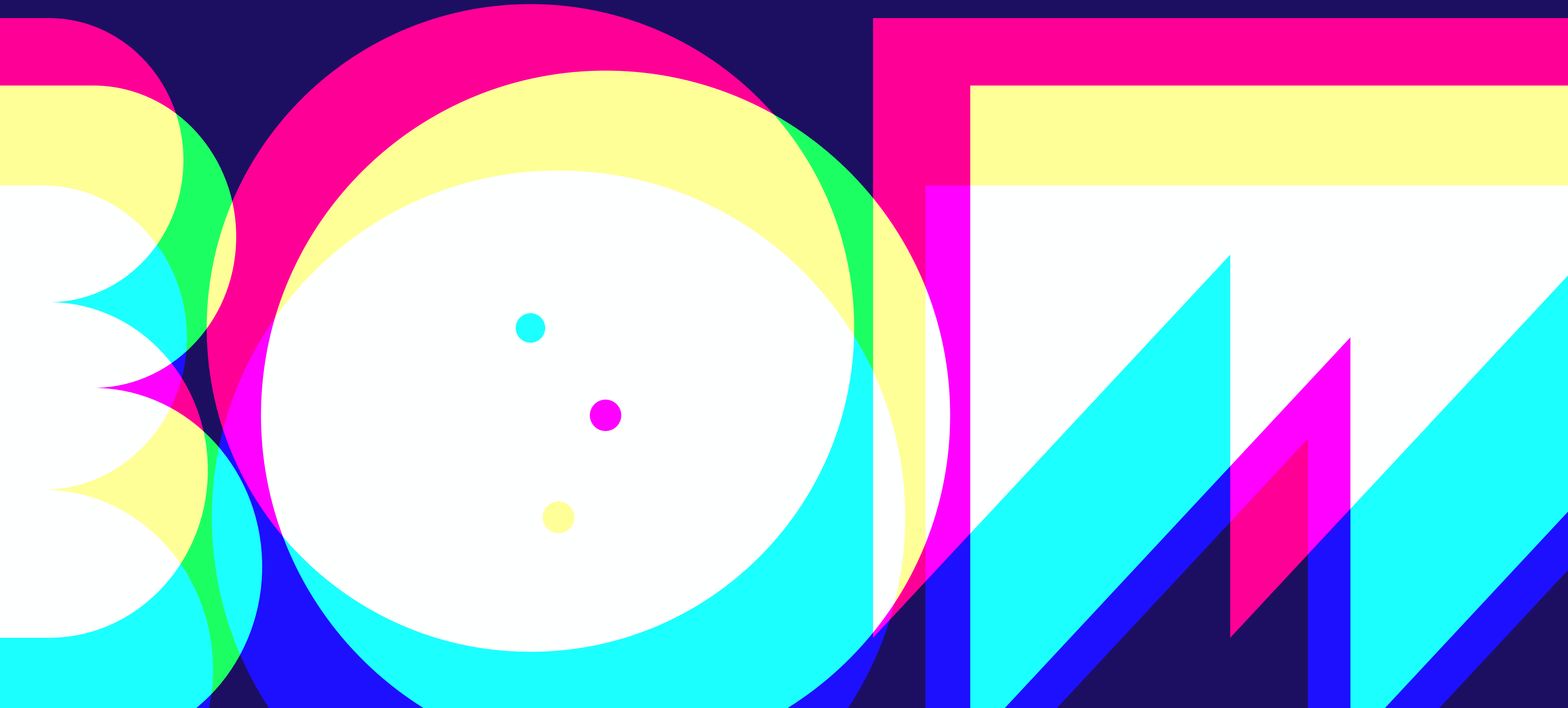


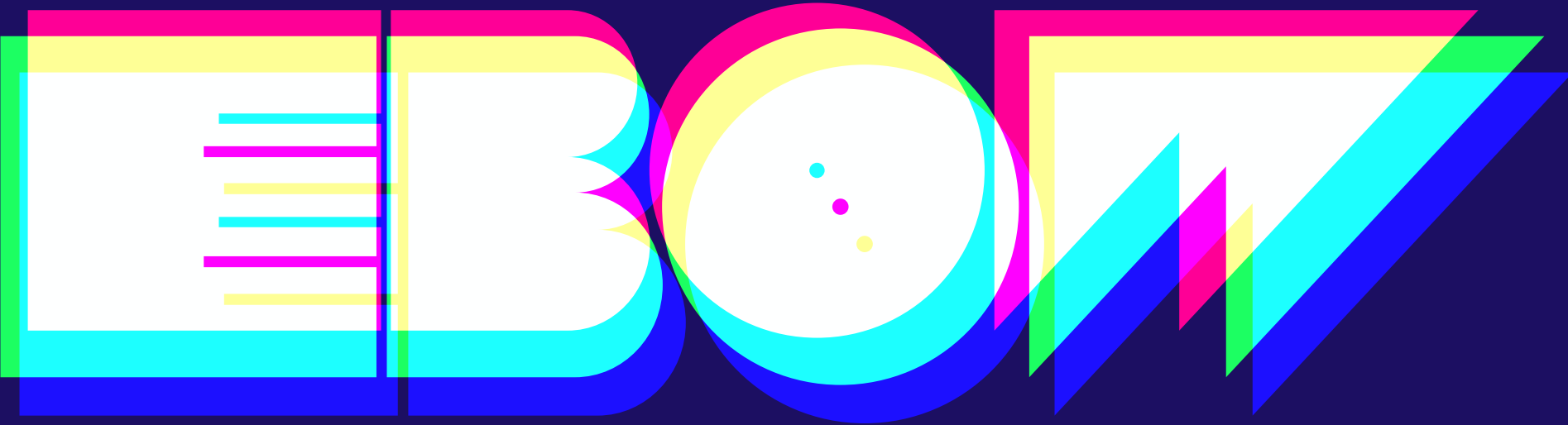
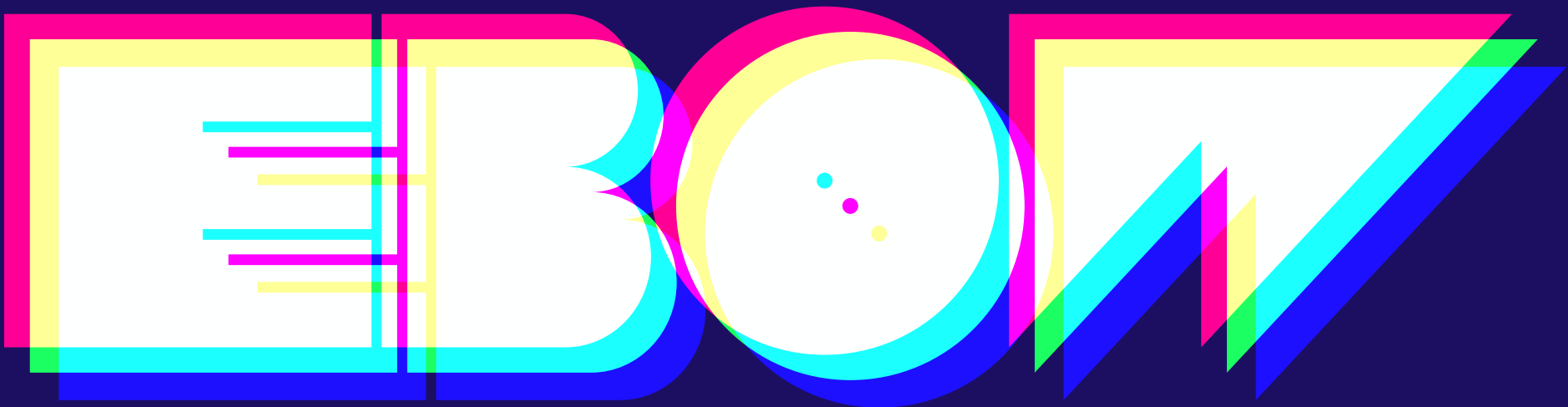
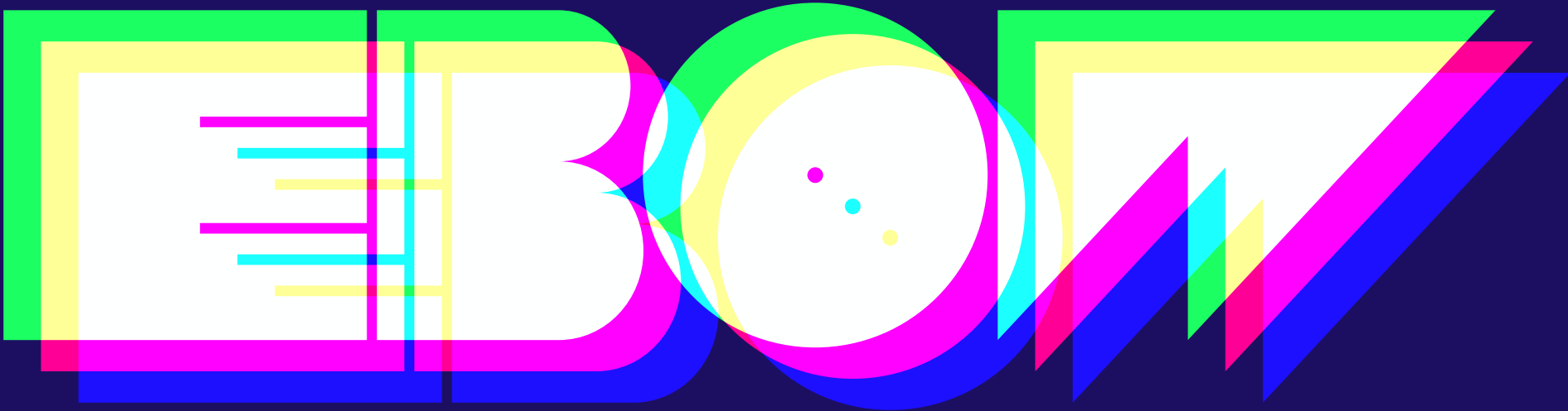
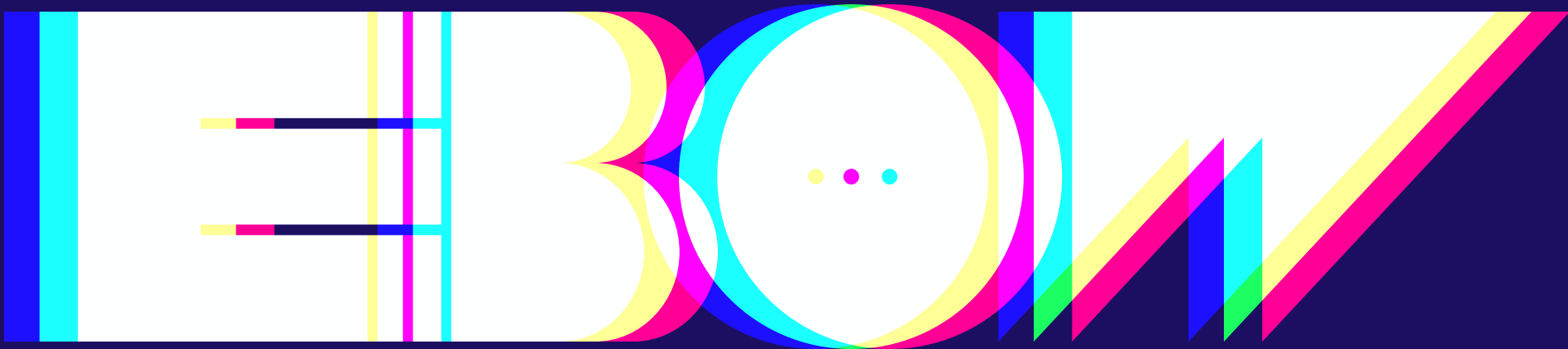
EBOW

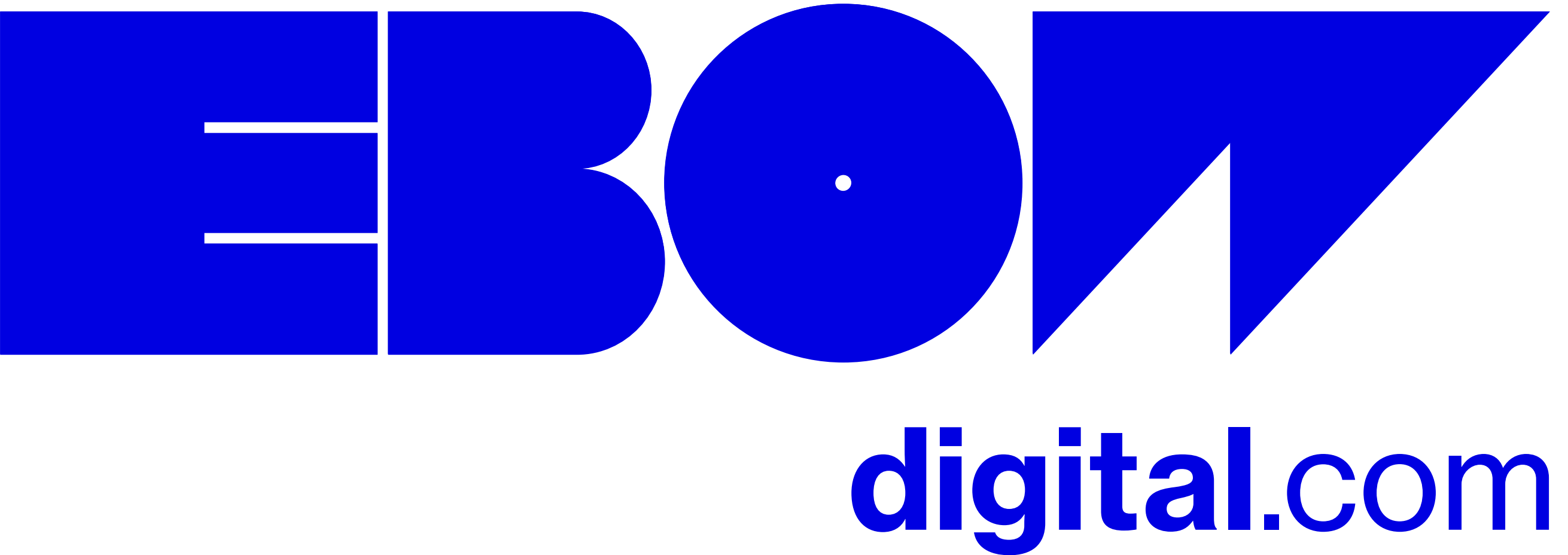
EBOW

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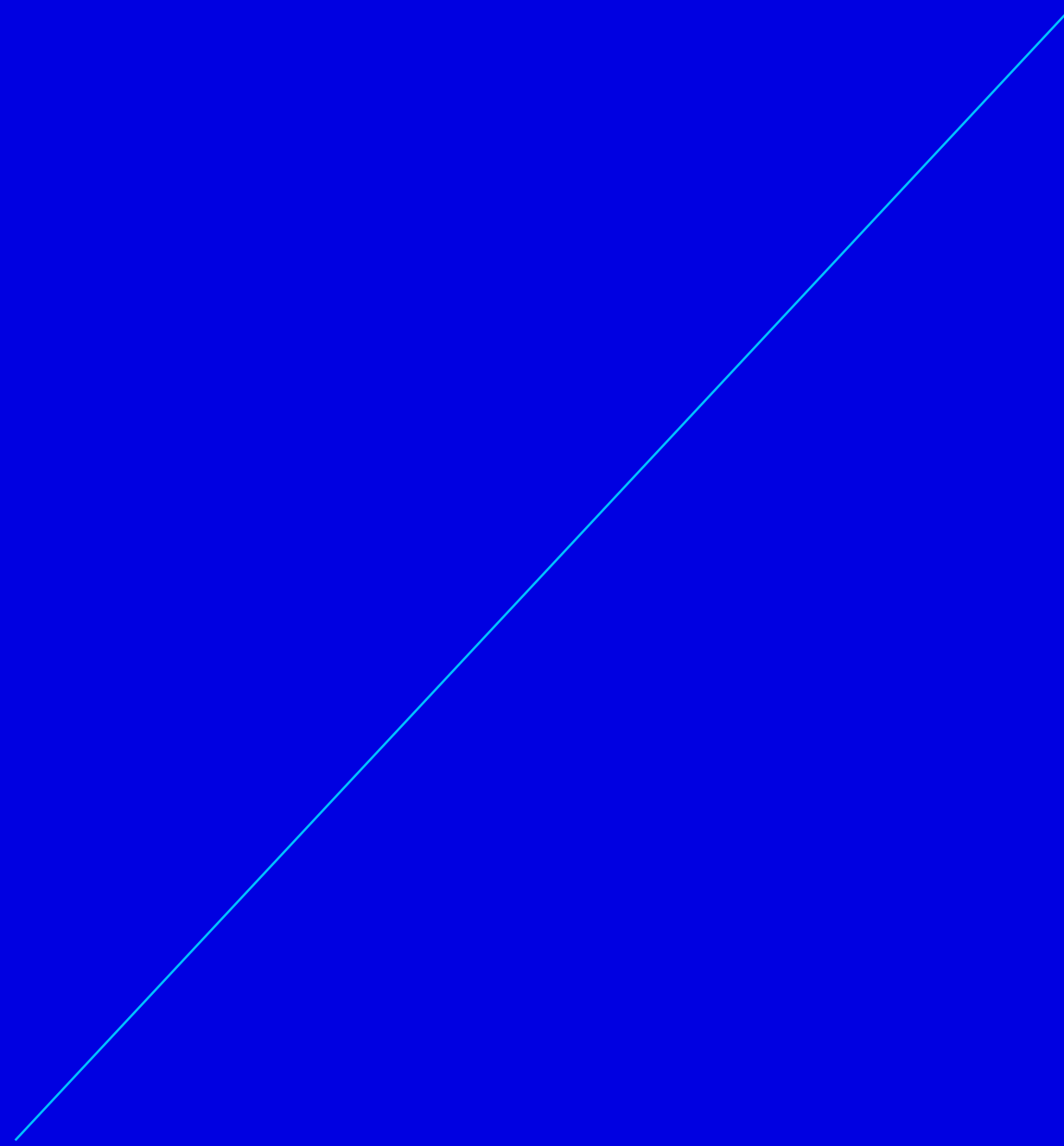
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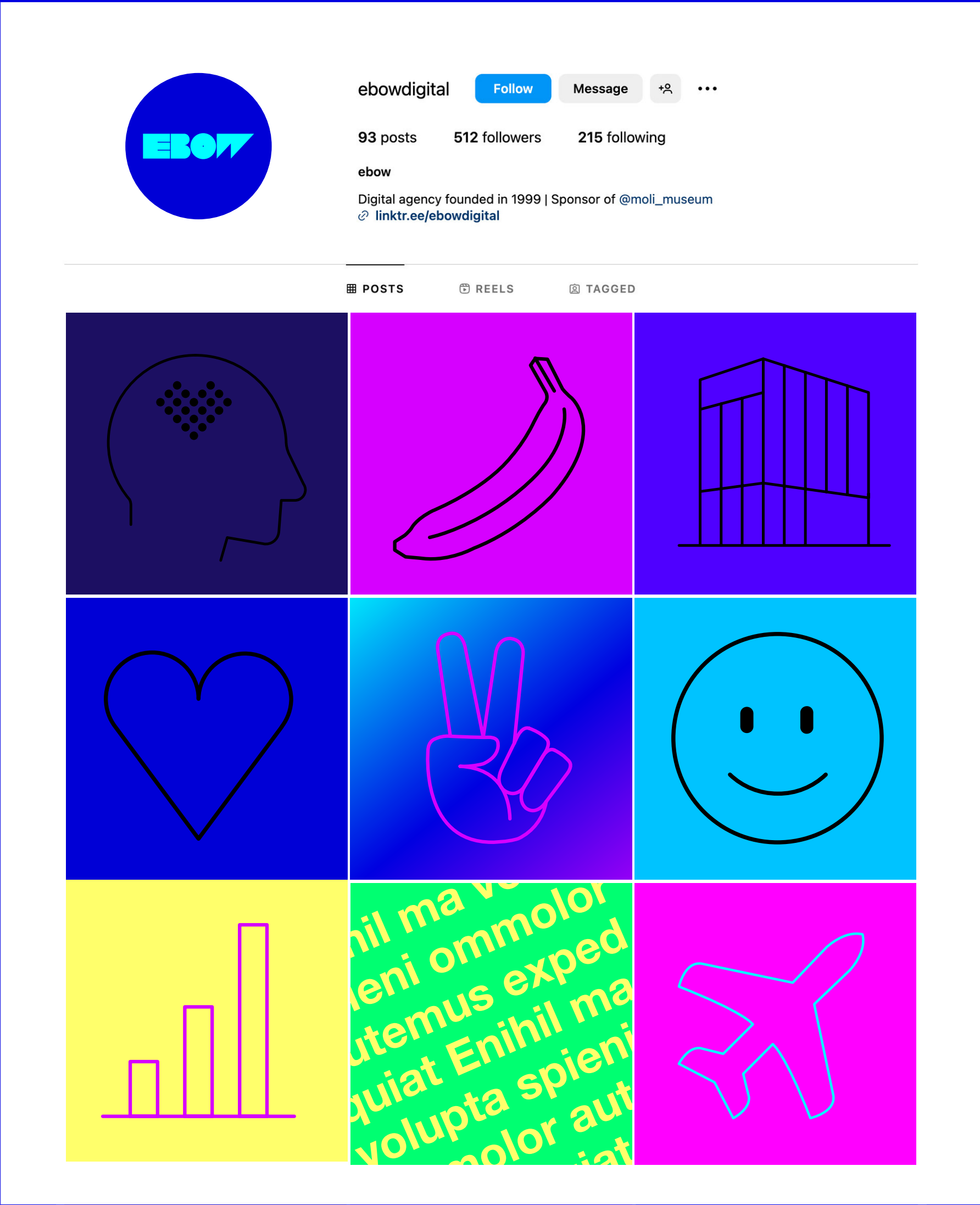




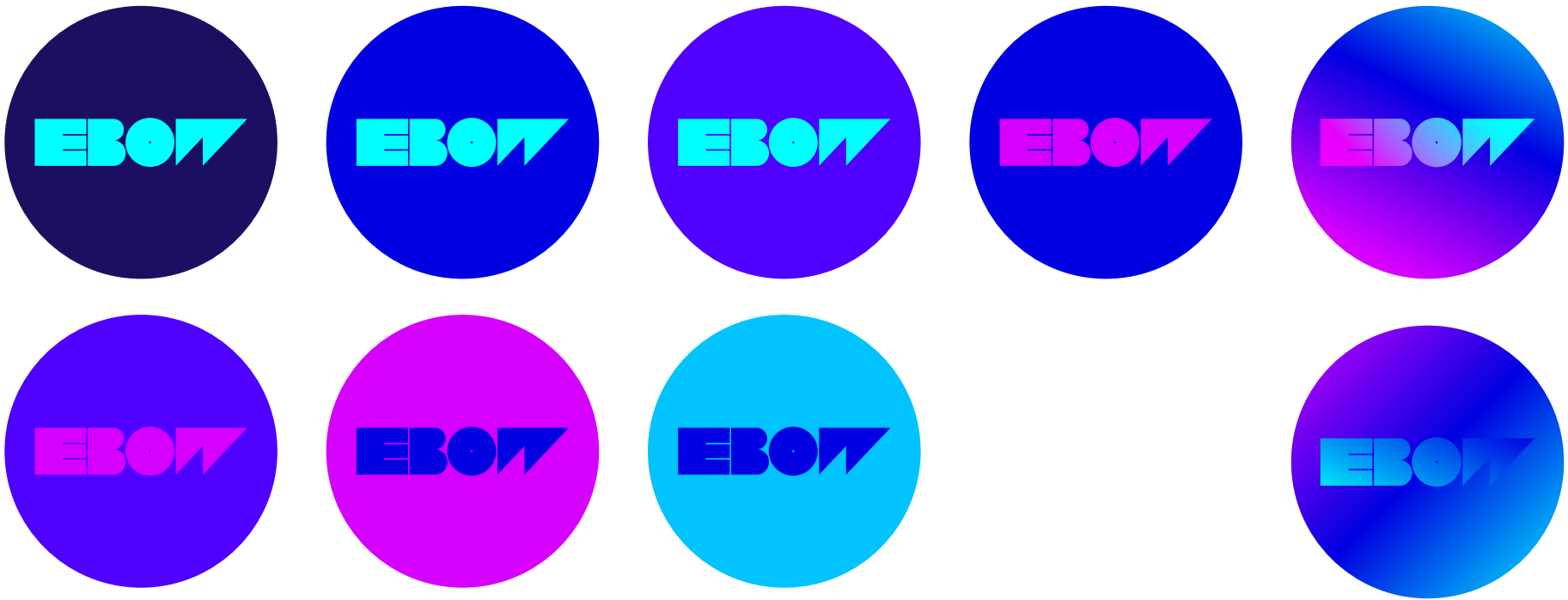


social

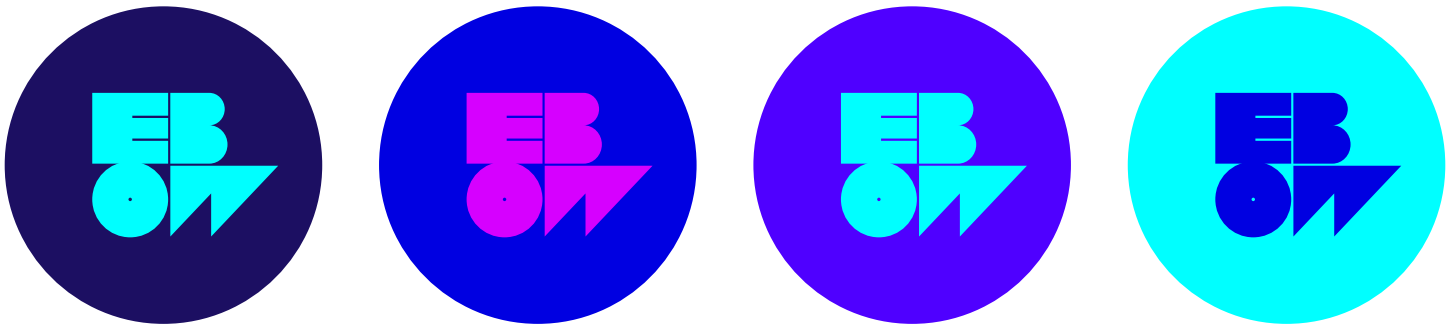




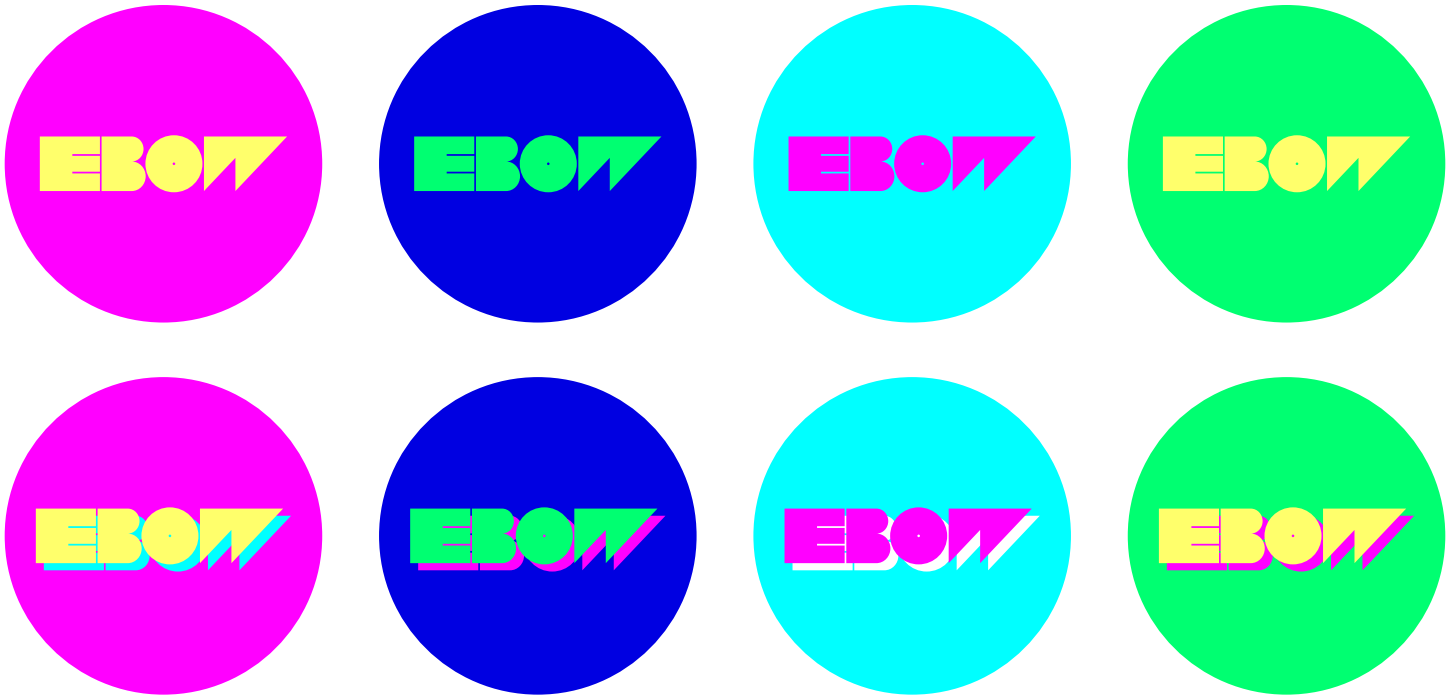
Primary V1



Primary V2



Secondary



colour

01

Deep Purple
R28 / G15 / B98
#1c0f62

Hot Pink
R214 / G0 / B255
#d600ff

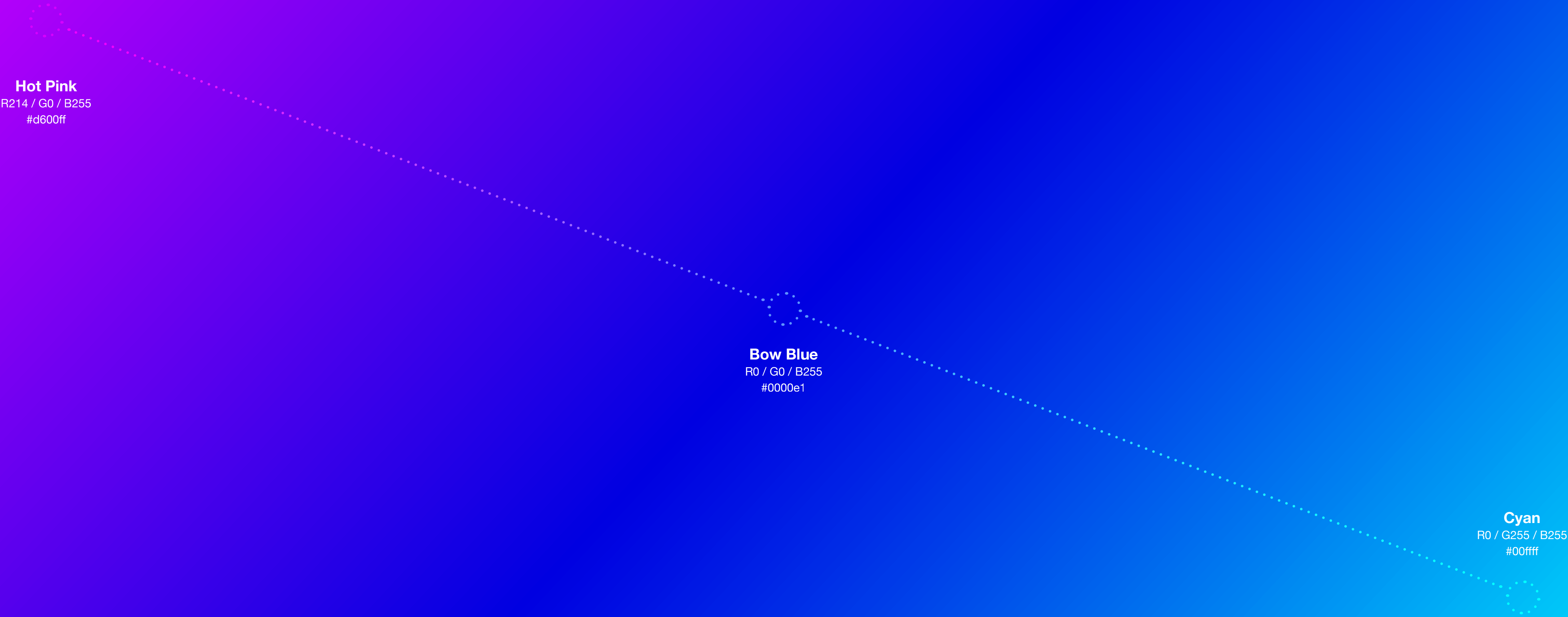
Lilac
R79 / G0 / B255
#4f00ff

Bow Blue
R0 / G0 / B255
#0000e1

Cyan
R0 / G255 / B255
#00ffff

Baby Bow
R0 / G195 / B255
#00c3ff

White
R255 / G255 / B255
#ffffff



colour

02

Magenta
R255 / G00 / B255
#ff00ff

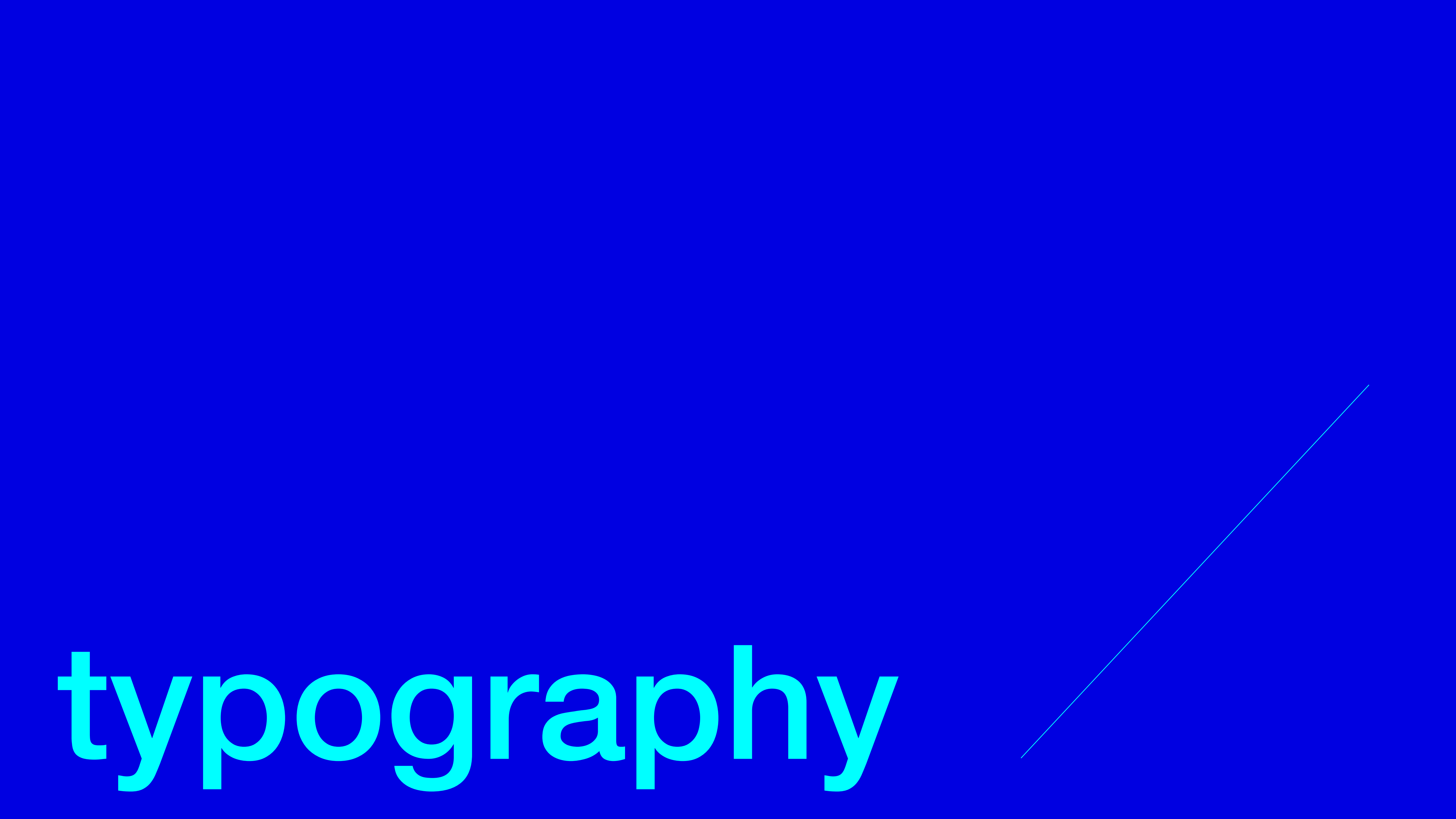
Bow Blue
R0 / G0 / B255
#0000e1

Cyan
R0 / G0 / B255
#00ffff

Wired Green
R0 / G255 / B113
#00ff71

Mellow Yellow
R255 / G255 / B107
#ffff6b

White
R255 / G255 / B255
#ffffff



typography

Primary font

Helvetica Neue



Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz()&?!
*abcdefghijklmnopqrstuvwxyz()&?!
123456789.,:;”/*



Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz()&?!
*abcdefghijklmnopqrstuvwxyz()&?!
123456789.,:;”/*



Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz()&?!
***abcdefghijklmnopqrstuvwxyz()&?!
123456789.,:;”/***

Website font / ebowdigital.com

Neue Haas Unica Pro



Light

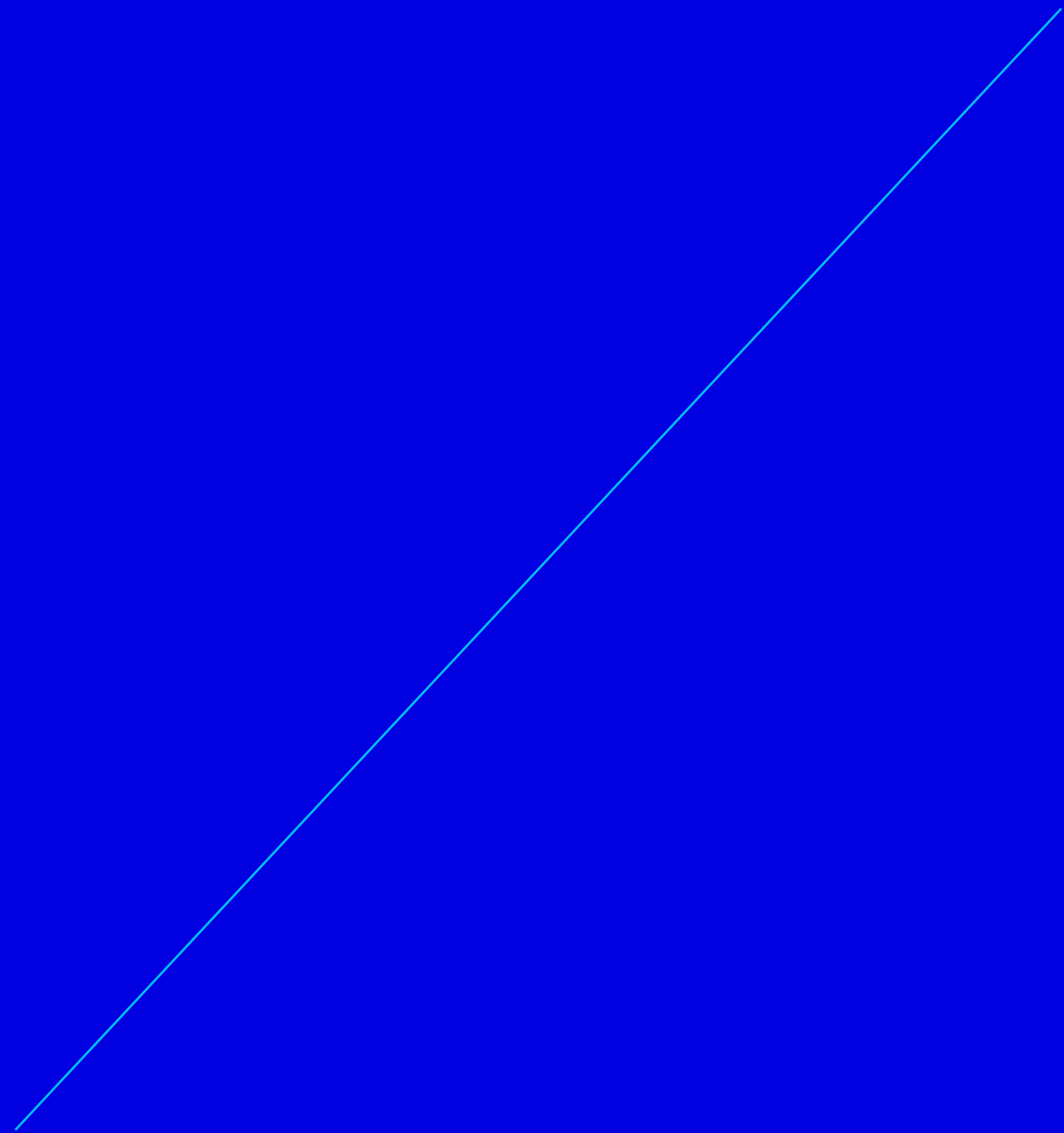
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abcdefghijklmnopqrstuvwxyz()&?!
123456789.,;:'"/

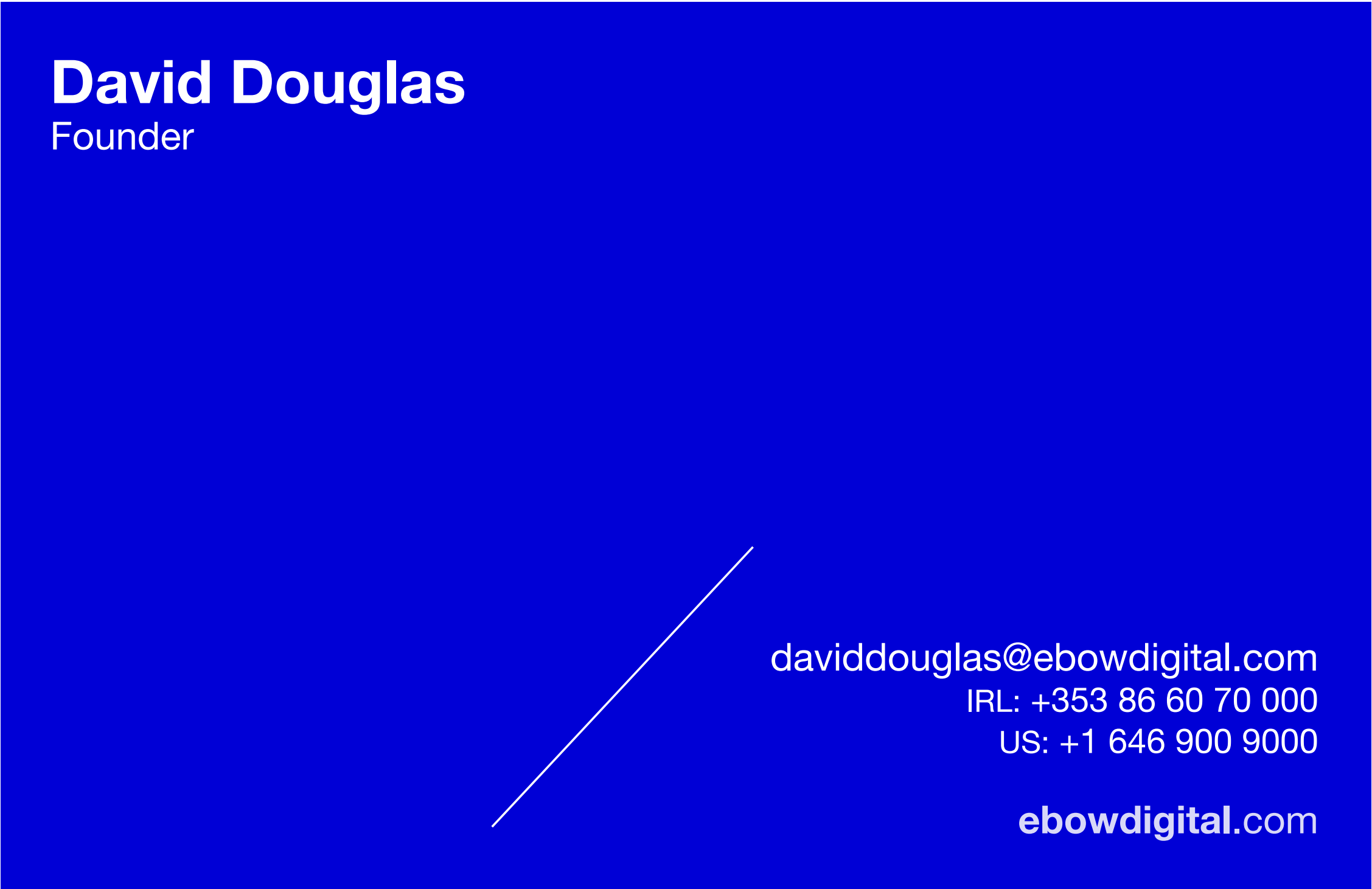


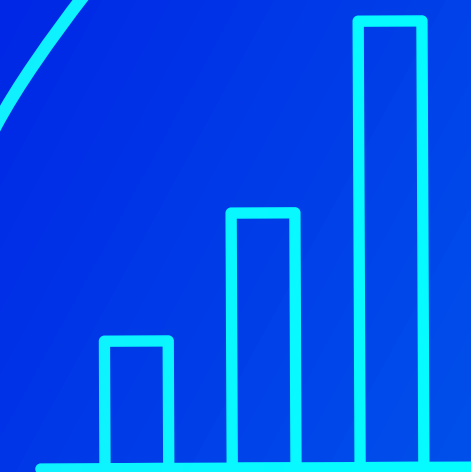
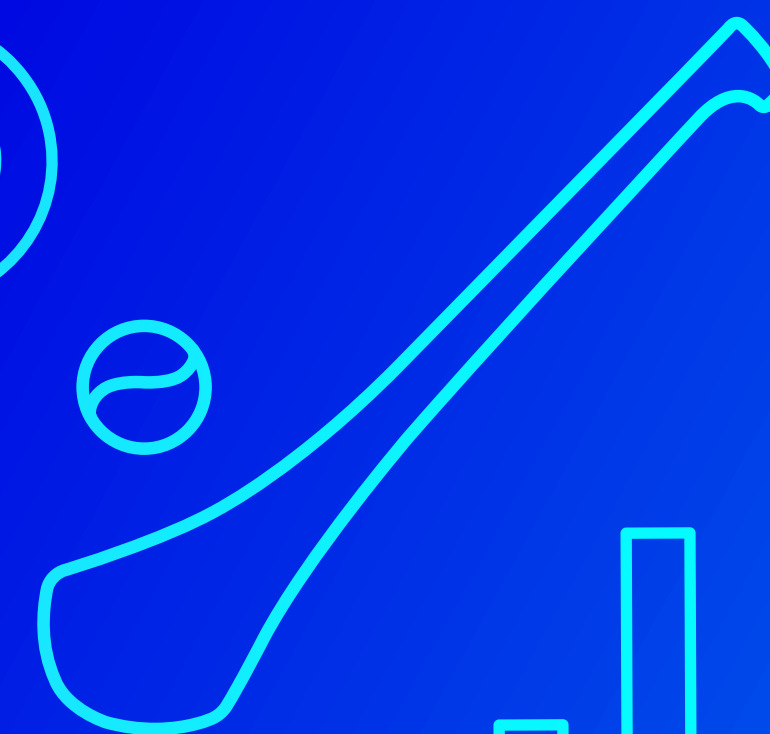
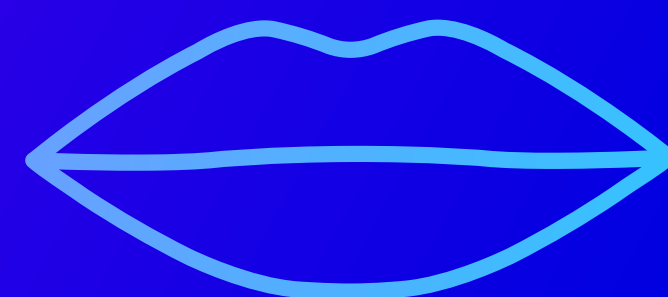
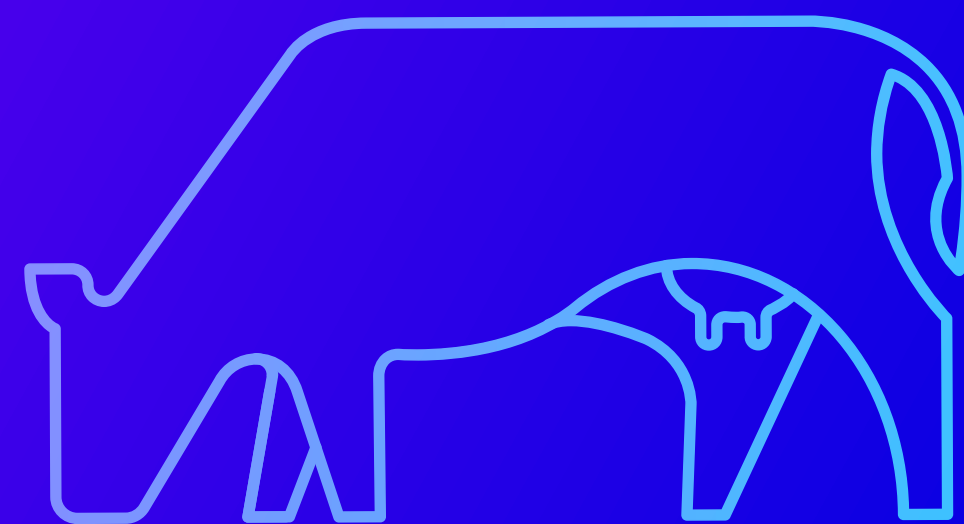
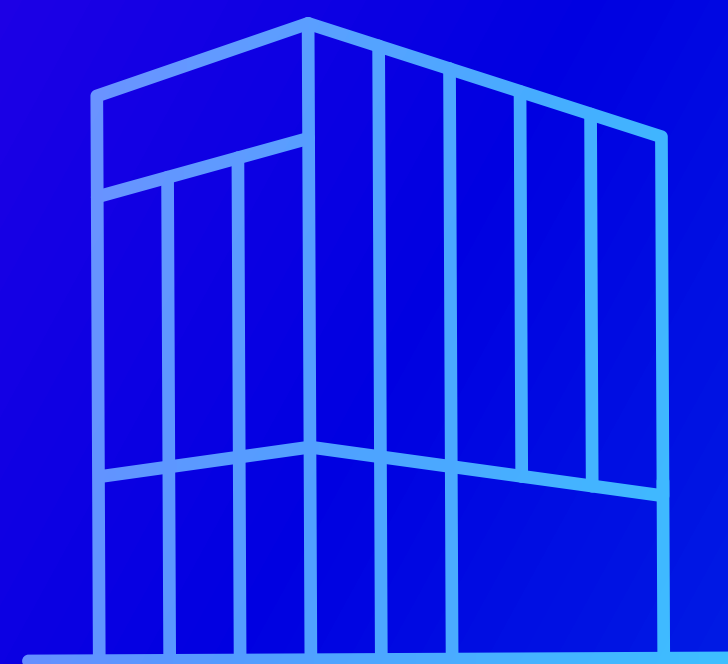
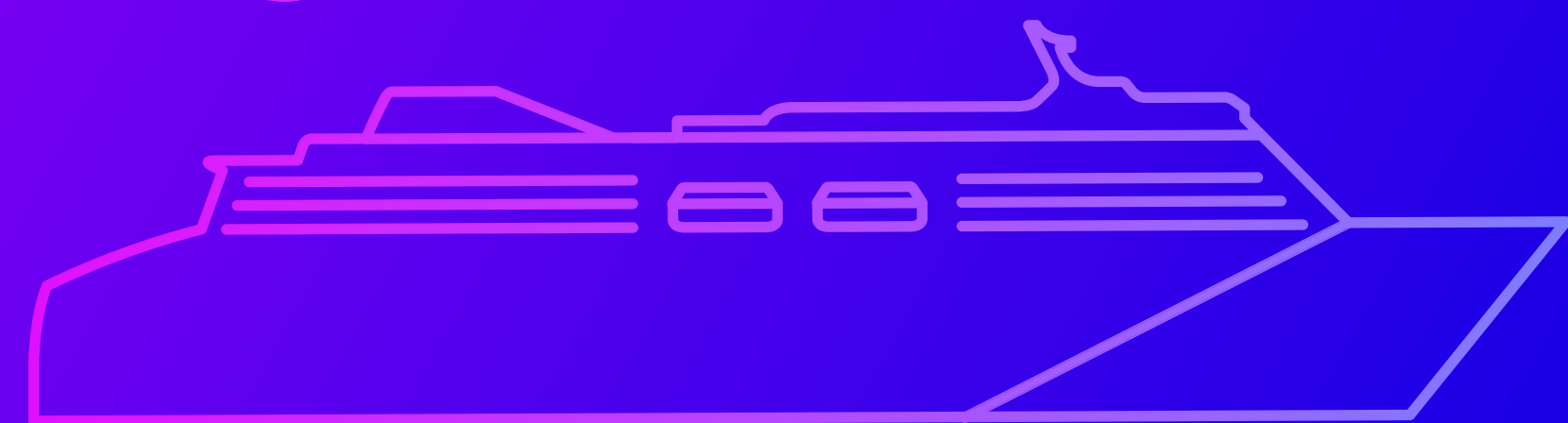
Medium

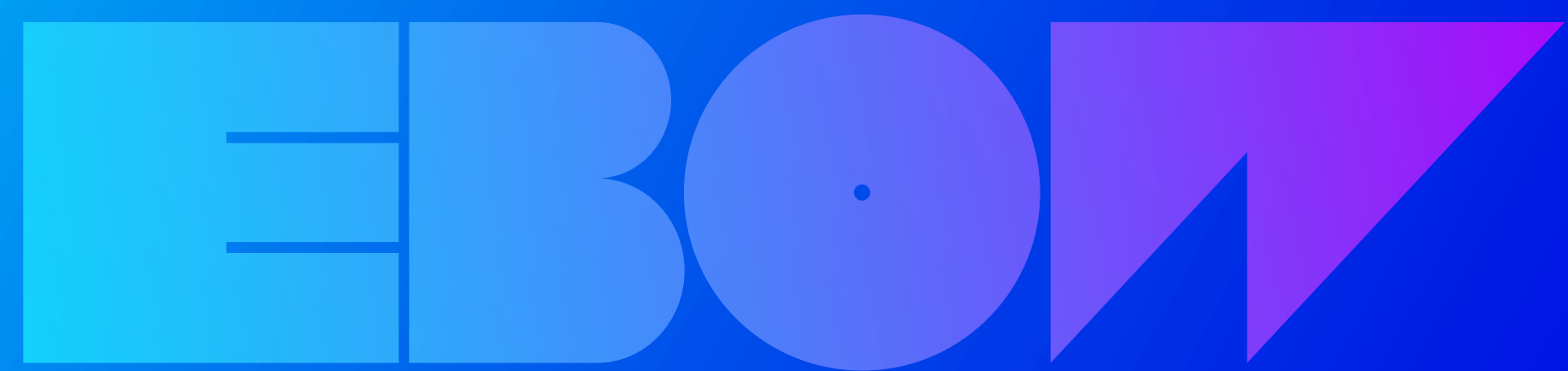
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz()&?!
abcdefghijklmnopqrstuvwxyz()&?!
123456789.,;:'"/

stationery









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