

S C H O O L

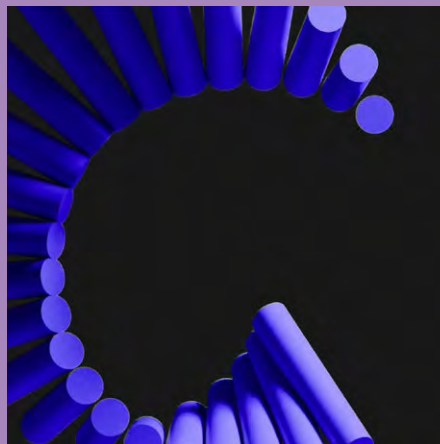
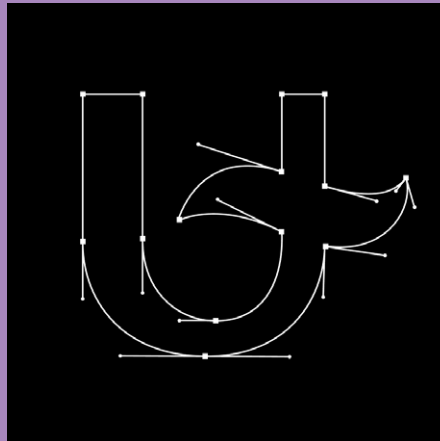
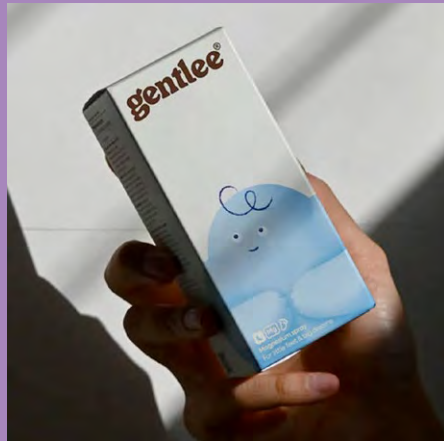
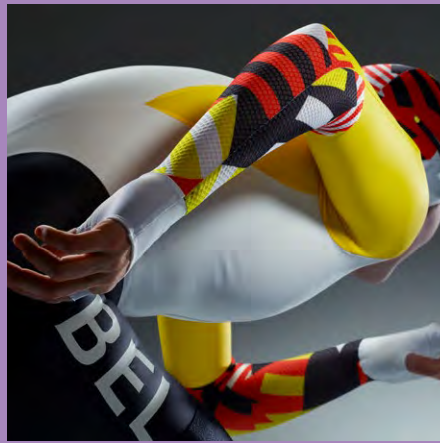
O

an Artevelde Academy
Postgraduate Course
2026 - 2027

F

BRANDING





In today's business arena, branding is more crucial than ever. In a world where competition is steadily increasing with the arrival of new, similar brands, companies are investing significantly in creating an emotional connection with customers. The goal? Becoming indispensable to that customer. After all, a powerful brand stands out from the crowd, inspires customers' love and trust.

Henk Willems —
Coordinator School of Branding
Artevelde Academy

The creative industry is changing at a pace we have never experienced before. Artificial intelligence, global competition and shifting expectations are redefining what it means to be relevant as a designer, strategist or brand builder. Certainties are fading. Roles are being questioned. And the bar is being raised — everywhere, all at once.

In times like these, standing still is not an option. Education can no longer simply transfer knowledge; it must actively shape confidence, critical thinking and ambition. It must prepare people not just for today's job market, but for a future that is still unfolding.

Belgium has long been recognised for its fashion, product design and architecture, yet branding has too often remained confined within local borders. And still, this country is home to internationally respected agencies, studios and thinkers. The talent is here. The mindset is shifting. What is needed now is depth, courage and a global outlook.

School of Branding was founded from that belief — and from a clear ambition: to become the leading programme in brand building in Belgium, and beyond. We immerse emerging designers and professionals in the full spectrum of branding: from strategy and positioning to visual identity, storytelling and brand management. Always grounded in real projects, real clients and real expectations.

What makes this programme different is not only what we teach, but how. Our curriculum evolves constantly, responding to a rapidly changing industry. Our lecturers are active professionals who bring the realities of the field straight into the classroom. And our students are challenged to think beyond the obvious, beyond the ordinary, beyond safe solutions.

School of Branding is not about keeping up. It is about setting a new minimum standard.

School of Branding students have the opportunity to learn from the best people in the field. School of Branding lecturers are not only experienced professionals, but also passionate mentors who are committed to training the next generation of brand designers. With their deep expertise in all aspects of branding, they provide valuable guidance to our students. Their knowledge is transferred not only through presentations, but also through intensive review sessions, where students receive valuable feedback on their work for real clients. Working with real clients not only benefits our students, but also the companies themselves. By working with our students, they not only gain access to new perspectives and innovative ideas, but also contribute to the development of future leaders in the branding industry.

Thierry Brunfaut is creative director and co-founder of Base Design, an international branding agency with offices in Brussels, New York, Geneva, Melbourne and Saigon. He is known for the 5-Minute poster series and is a regular speaker at design and branding conferences worldwide.

Jill Mathieu is the driving force behind Goodcopy.ink, a collective of copywriters for brands such as Ancienne Belgique, Cowboy and WHO. Her passion for meaningful words leads to effective communication for her clients.

Kurt De Vlieghe is the founder and CEO of Skinn, a company that began as a one-man operation and has grown to a team of more than 30 branding experts. The agency serves local, national and international clients from offices in Bruges, Antwerp and Amsterdam.

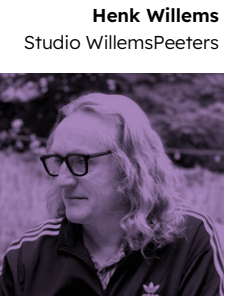
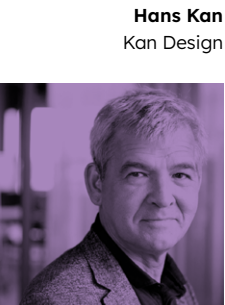
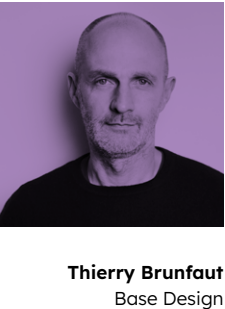
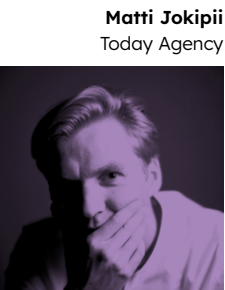
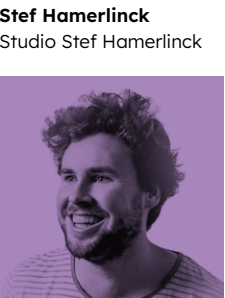
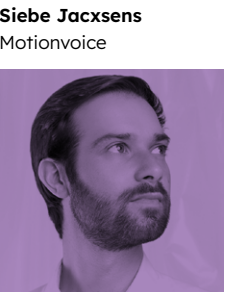
Sébastien Greffe is Creative Director at WeWantMore, where he creates successful brand identities for top Belgian and international brands. With over a decade of experience in branding agencies and advertising agencies, Sébastien brings a wealth of knowledge and craftsmanship to School of Branding. **Tom Andries** is the founder of Today

Agency and Partner at 62MILES. With 25 years of experience and a focus on future-proof identities and brands, Tom is an inspiration to the next generation of designers as a teacher and Brand Design Masterclass leader.

Hans Kan, founder of KAN, has more than 35 years of experience in branding and design management. His team of more than 20 designers provides branding solutions for local and international clients in a variety of industries.

Frédéric Vanhorenbeke has tensive experience in strategic design and creative direction for brands such as Komono, Deutsche Bank and Kanal Centre Pompidou, Frédéric is a creative director and strategist at Coast. He began his design career in London and founded Coast Design in 1999. His passion for brands and his critical perspective on society have remained unchanged since day 1.

Stef Hamerlinck runs his own brand consultancy and is known for his podcast “Let’s talk branding. He has a distinct voice in the branding industry and regularly appears as a speaker and expert in brand building.





Program

**Cycle for students
from September to June.
(3 days/week)**

School of Branding aims for (inter)national recent graduates (bachelor's or master's degree in a visual design program). In addition to numerous guest lectures, students work on a number of projects from real clients. They also receive a pitchweek during which they work on projects with the best branding agencies on location. A 15-week internship is included at one of our many partners, to practice and hone skills. After more than eight months, our students are ready to work as brand builders/designers in an exciting and growing pool of branding and communications agencies.



DESIGN LAB PROJECTS

Our students work on 5 real branding projects during the semester. Clients come to brief, after which teams of 5 students conduct intensive workshops with their clients. After developing a strategy, students each individually present their final visual proposals. This hands-on approach provides valuable experience in branding, client interaction and presentation skills, and prepares students for success in the branding world. The following pages show some images from the final visual proposals that students presented to clients.

MODE MUSEUM HASSELT
MUSEUM

Modemuseum Hasselt is a Belgian fashion museum dedicated to clothing and fashion history. It showcases a rich collection spanning from the 18th century to today through regularly changing exhibitions that explore fashion, culture, and design.



Milla Rövekamp en Marel Vanhoutte

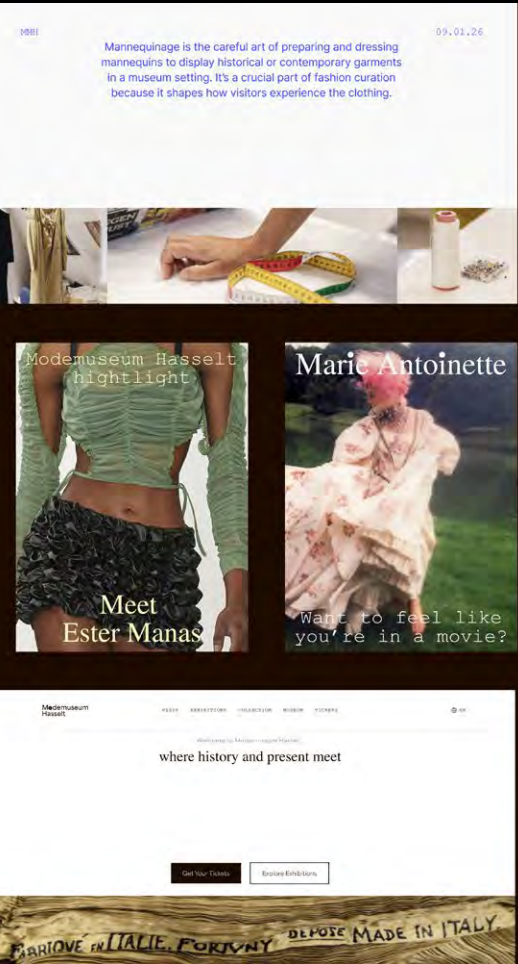
STRATEGY
VISUAL BRANDING

Milla Rövekamp en Marel Vanhoutte



Thijs Hamers

Eleonora Derynck



MARTIN MAPLE
CLOTHING BRAND

Martin Maple is a Belgian family-owned clothing brand offering high-quality shirts and knitwear for sophisticated men who value comfort and want to look effortlessly presentable for any occasion.

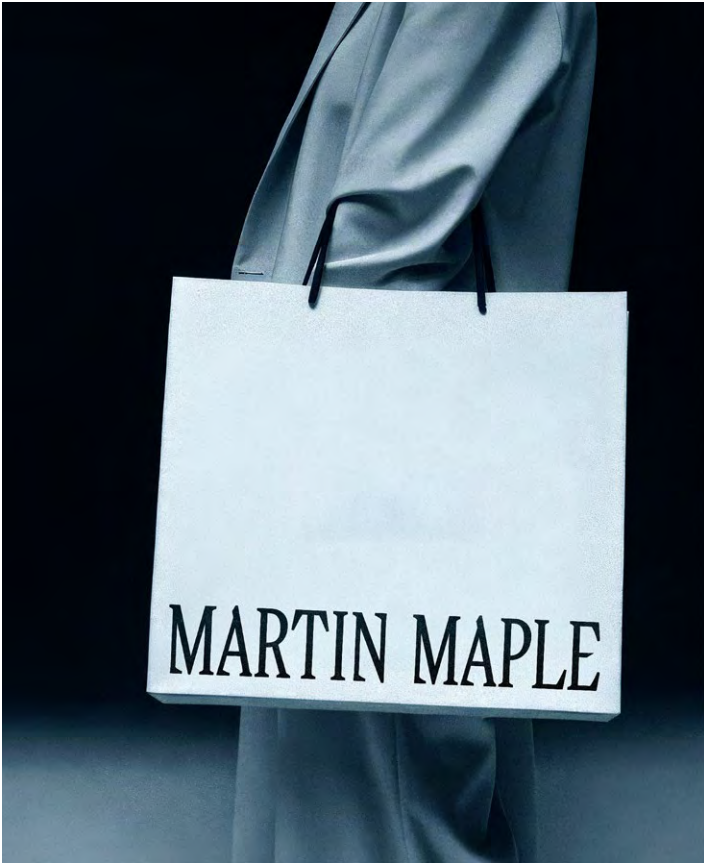
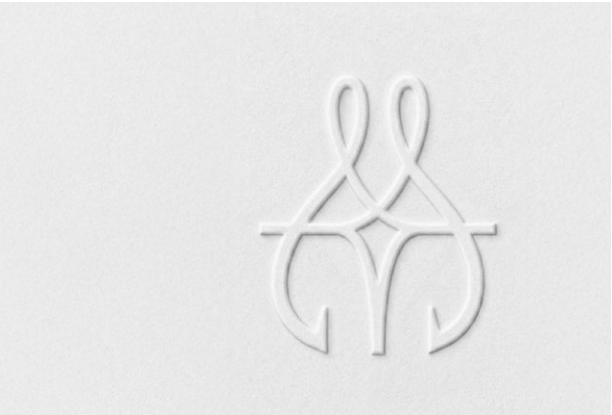


Charlien De Ble

STRATEGY
VISUAL BRANDING



Charlien De Ble



Janne Monard

Romy Vloors



Sonemon creates magical audio stories for young children that turn the everyday chaos of family life into moments filled with wonder, laughter and imagination. Through these stories; children learn and take on challenges with Bonnie and her friends. Today the focus lies on childrens bags, containing tags with these audiostories.



Louise Vanhille



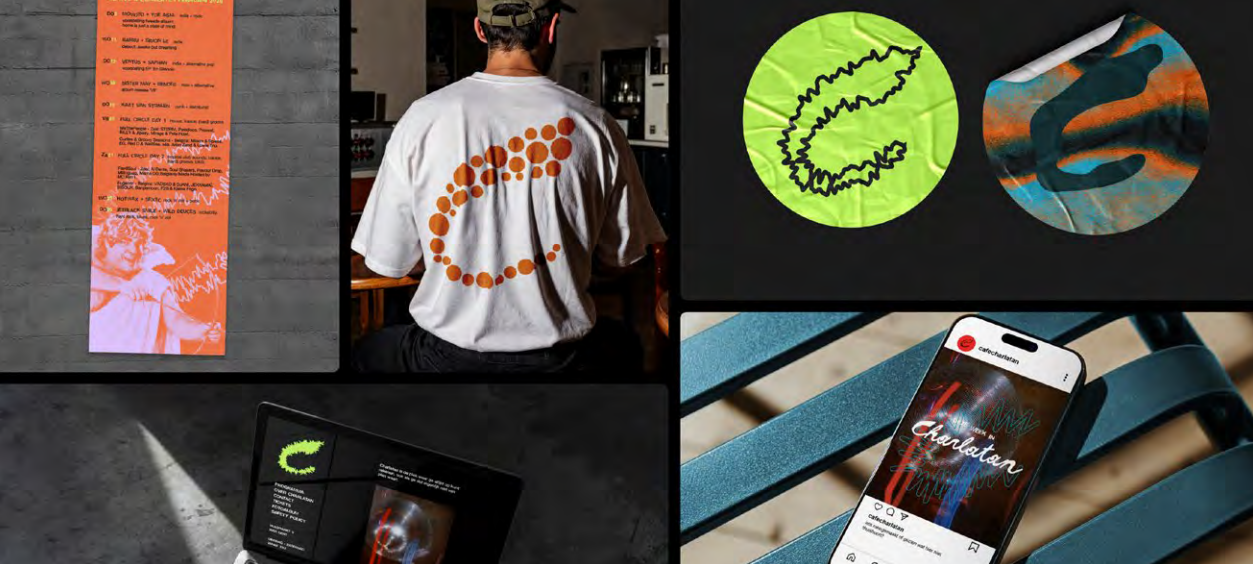
Evy Van Wymendaele



Charlatan is a well-known bar, café and club on the lively Vlasmarkt in Ghent, Belgium, and one of the city's staple nightlife venues. It's popular for its eclectic programme that includes live music, DJ-led club nights, comedy and other events across multiple spaces — from relaxed café areas to energetic dance floors. Charlatan has played a significant role in Ghent's night-time culture and even inspired parts of the Belgian film Belgica.



Rune Lijnen



Seppe Lesjeme

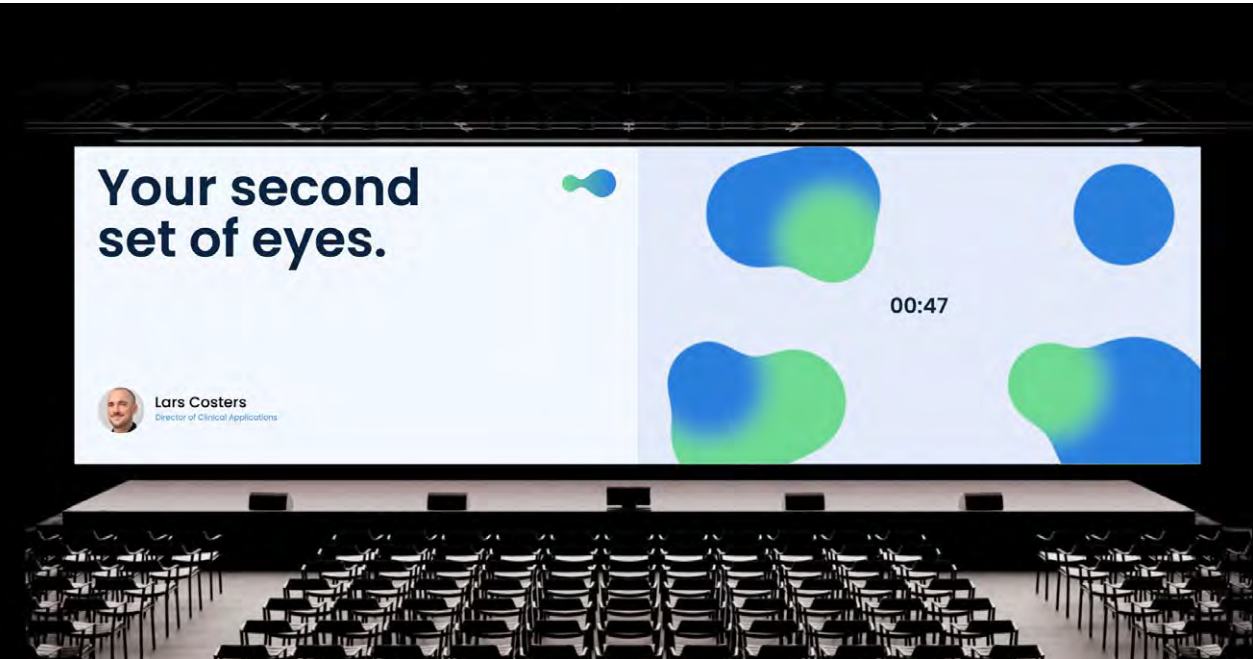


ICOMETRIX
BRAIN IMAGING AI SOFTWARE

Icometrix is a cutting-edge health technology company specializing in advanced medical imaging solutions, primarily for neurological conditions. Icometrix focuses on transforming complex brain MRI and CT scans into clear, actionable insights for clinicians and patients.



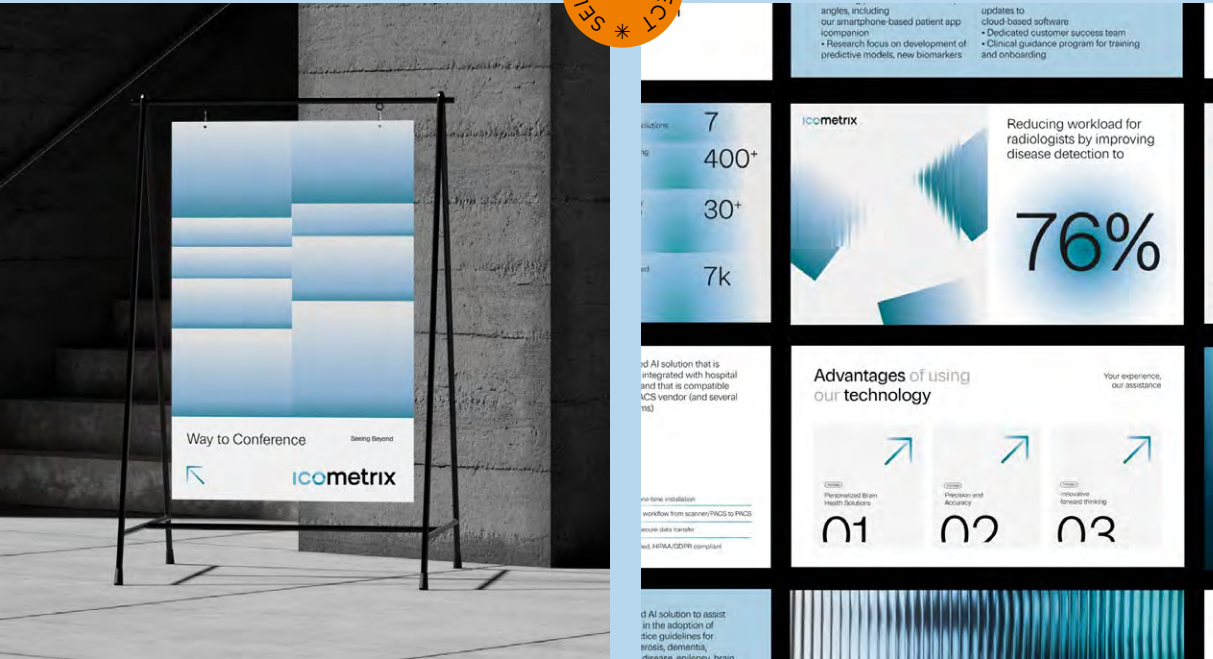
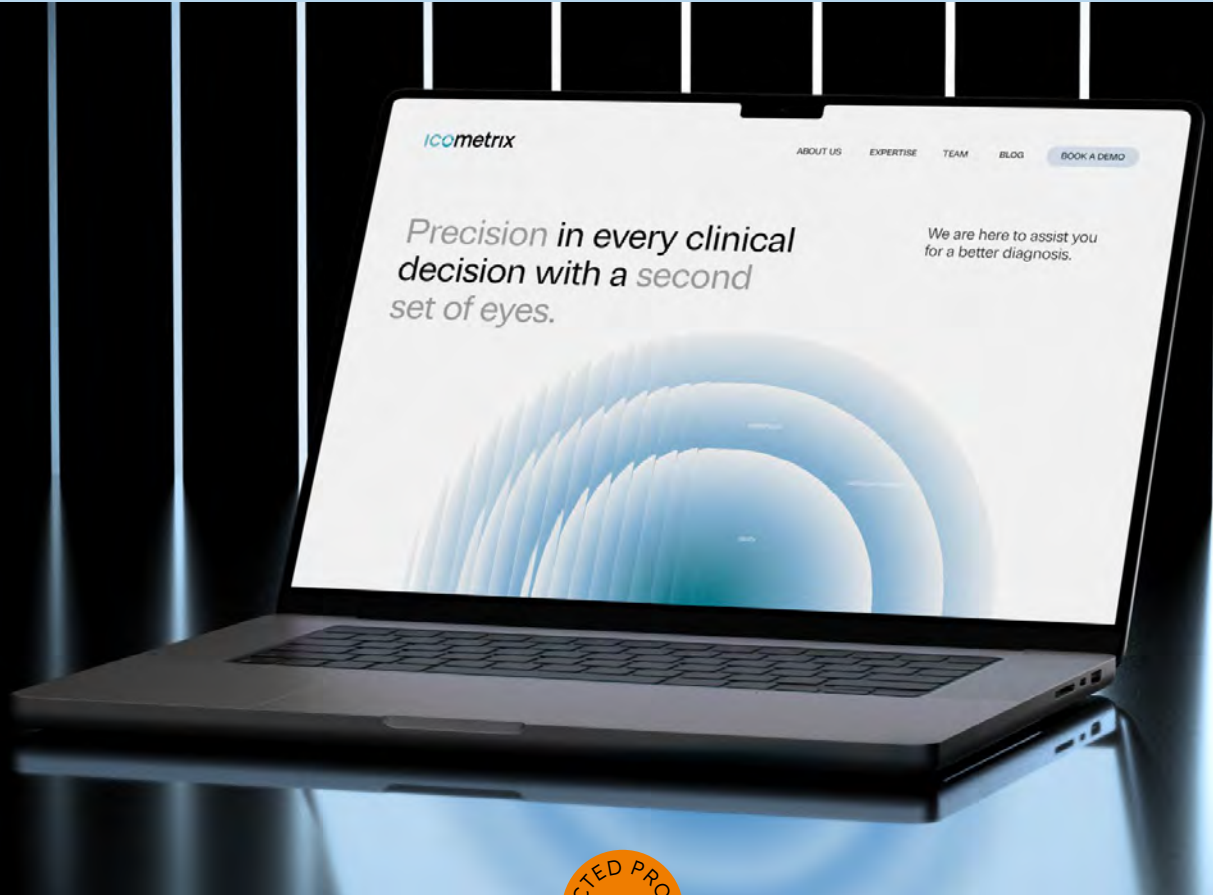
Featured on Times Square, NY – November 2025



Joey Kissen

STRATEGY
VISUAL BRANDING

Mercoo Seth



BONNEGUEULE
MEN'S FASHION, PARIS

BonneGueule is a men's fashion brand dedicated to simplifying style with expert guidance on building a versatile wardrobe, shopping smartly, and overcoming common fashion challenges. Through thoughtful content, practical advice, and a commitment to quality, BonneGueule helps men feel confident and look their best every day.

Their ideas were insightful, actionable, and beautifully executed, showcasing both a strong grasp of branding and impressive creativity.

— Louis de Saint Michel, CEO BonneGueule



Jan Vandormael

STRATEGY
VISUAL BRANDING

left: Quinten Van Ceerhoven - right: Sybille Deroo



SELECTED PROJECT



Jordi Verbruggen



NOT A DESK
OFFICE FURNITURE

Not A Desk envisions a world where workspaces adapt to the user, not the other way around, encouraging people to define their workspace on their terms, wherever inspiration takes them.



Angie Vansteenkiste



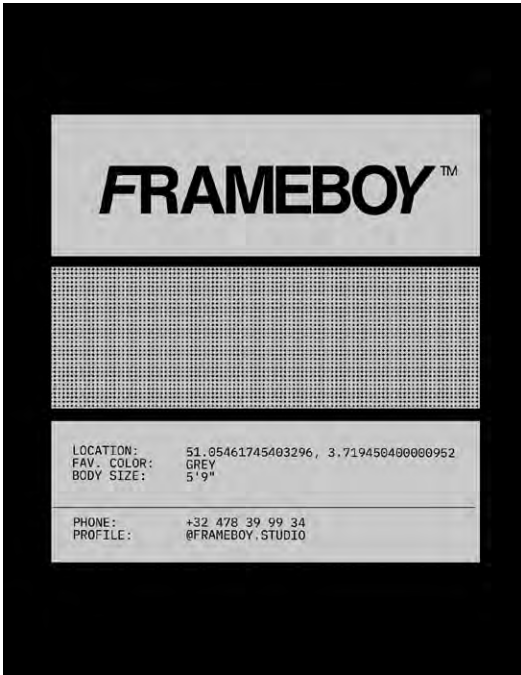
Left: Victor Ghyselen - Right: Céline Tavernier

STRATEGY
VISUAL BRANDING

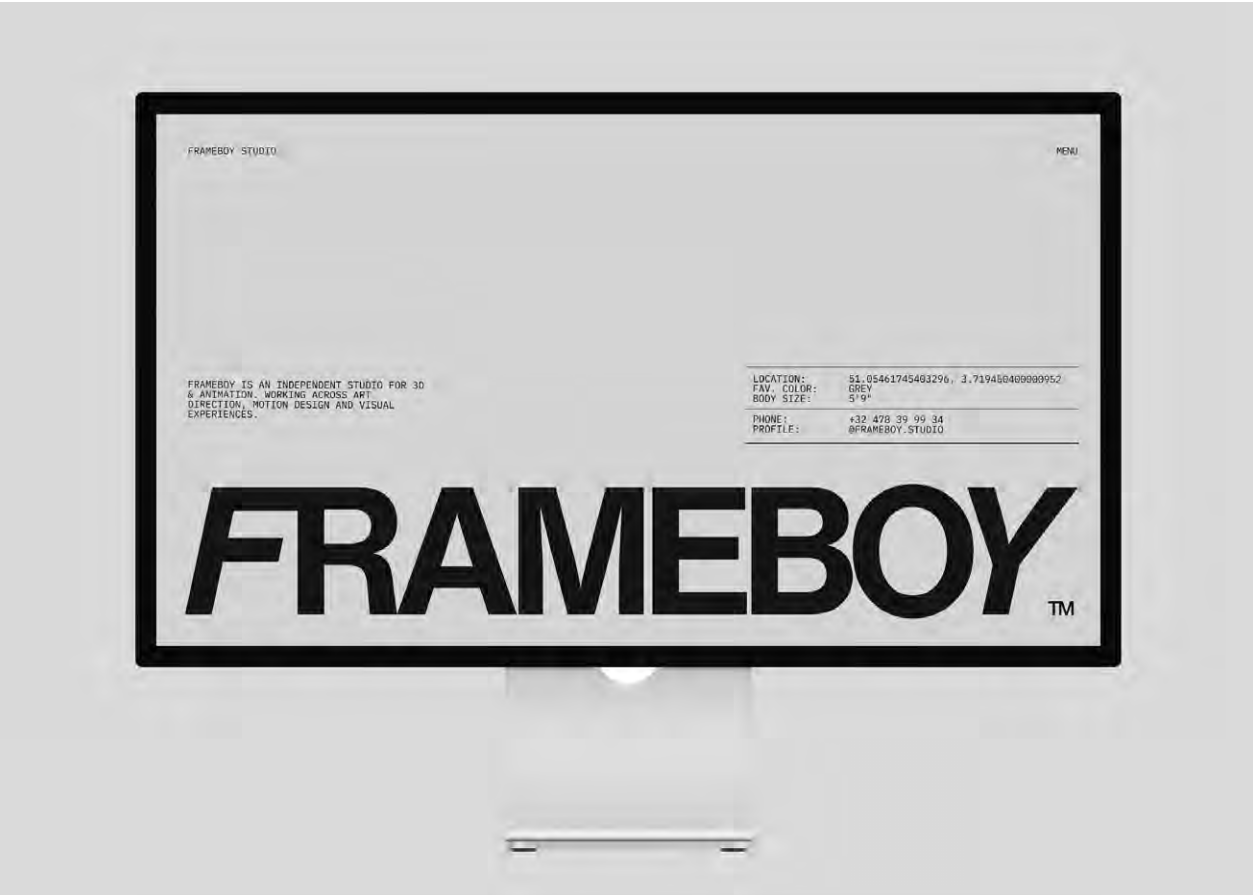
Céline Tavernier



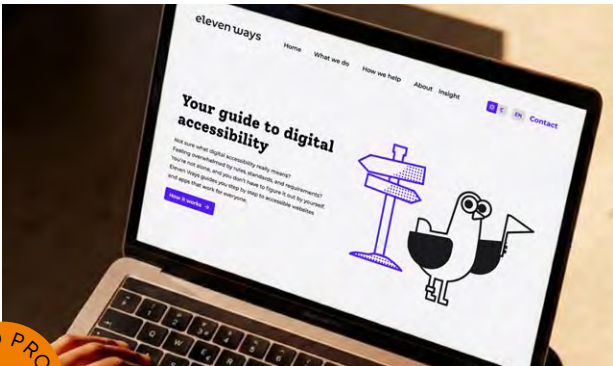
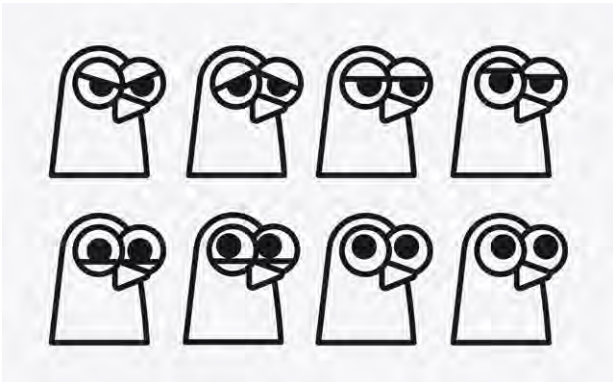
BonneGueule is a men’s fashion brand dedicated to simplifying style with expert guidance on building a versatile wardrobe, shopping smartly, and overcoming common fashion challenges. Through thoughtful content, practical advice, and a commitment to quality, Bonnegueule helps men feel confident and look their best every day.



Maarten Putman



Eleven Ways helps organizations make websites and apps accessible to all. Ensuring that everyone is able to navigate, understand, and use them easily. They offer consulting, audits, user testing, an empathy lab, trainings, and support.



Sara Roesbeke

BROUWERIJ MARTENS
KOMPA BEER

Brouwerij Martens (founded in 1758 in Bocholt) is a family business that has been active for 9 generations. Besides brewing their own brands, they mainly brew beer for private labels and are one of the most innovative and sustainable breweries worldwide.

STRATEGY + NAMING
VISUAL BRANDING



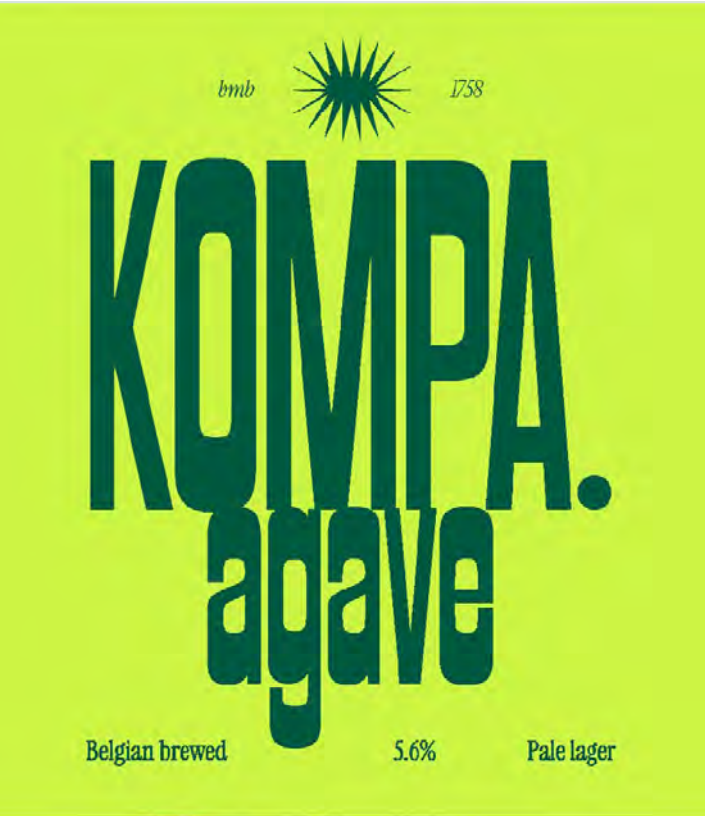
Left: Jolien Bogenmans - Right: Karneel Taelmans



Eoghan Florine



Julie Van Den Hove



DAUW
COSMETICS

Dauw sells luxury body care and wellness products from Thailand. All products are produced in Thailand. Essential oils are extracted only from natural raw materials.



Hannah Boogaerts



STRATEGY + NAMING
VISUAL BRANDING

Lara Vleugels



Nicolas Tollenaere

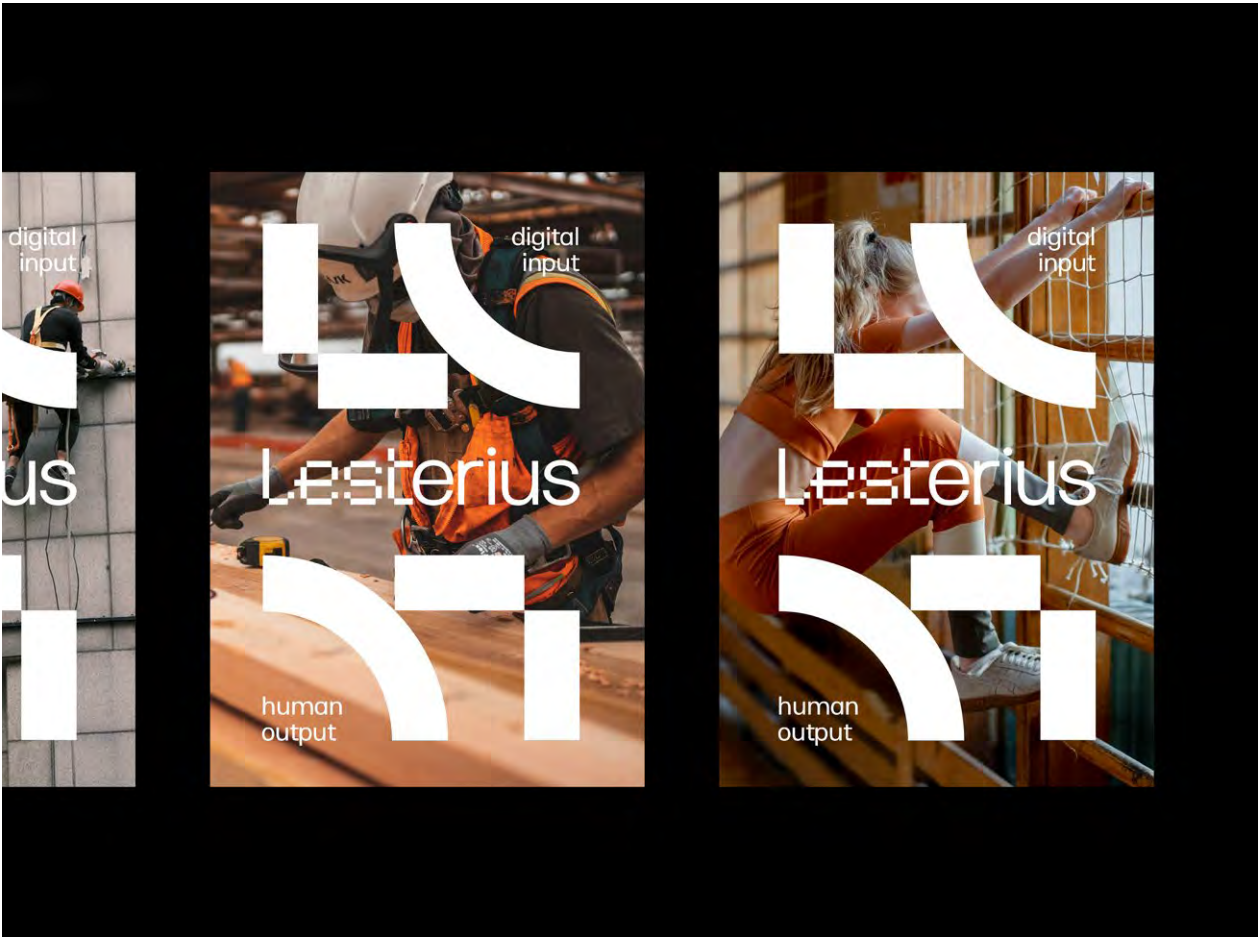


LESTERIUS
WELLBEING AT WORKPLACES

Lesterius is a Belgian IT company that develops custom software solutions to help organizations work more efficiently. With over 25 years of experience and offices across Europe, it specializes in low-code development using the Claris FileMaker platform, delivering tailored applications, automation, and related services.

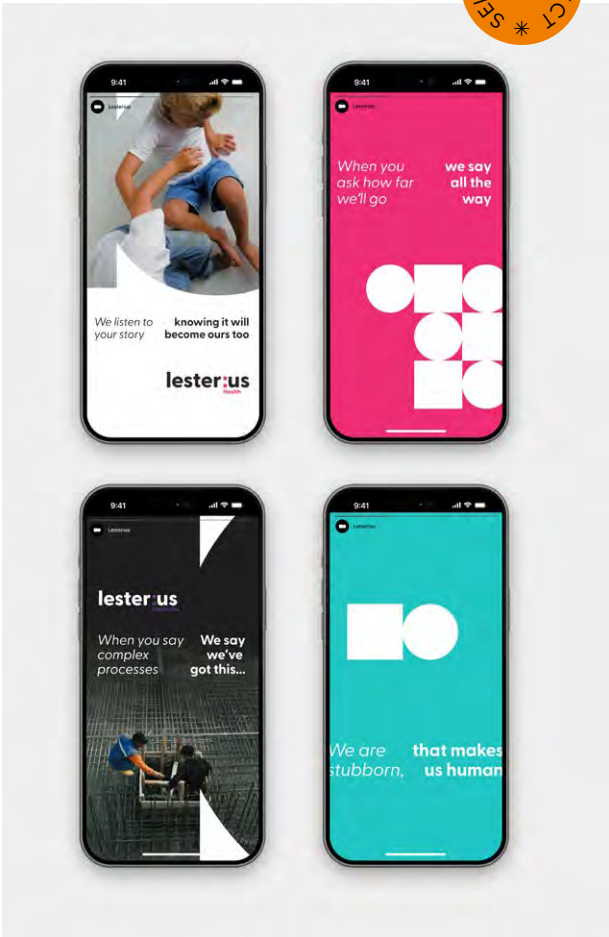
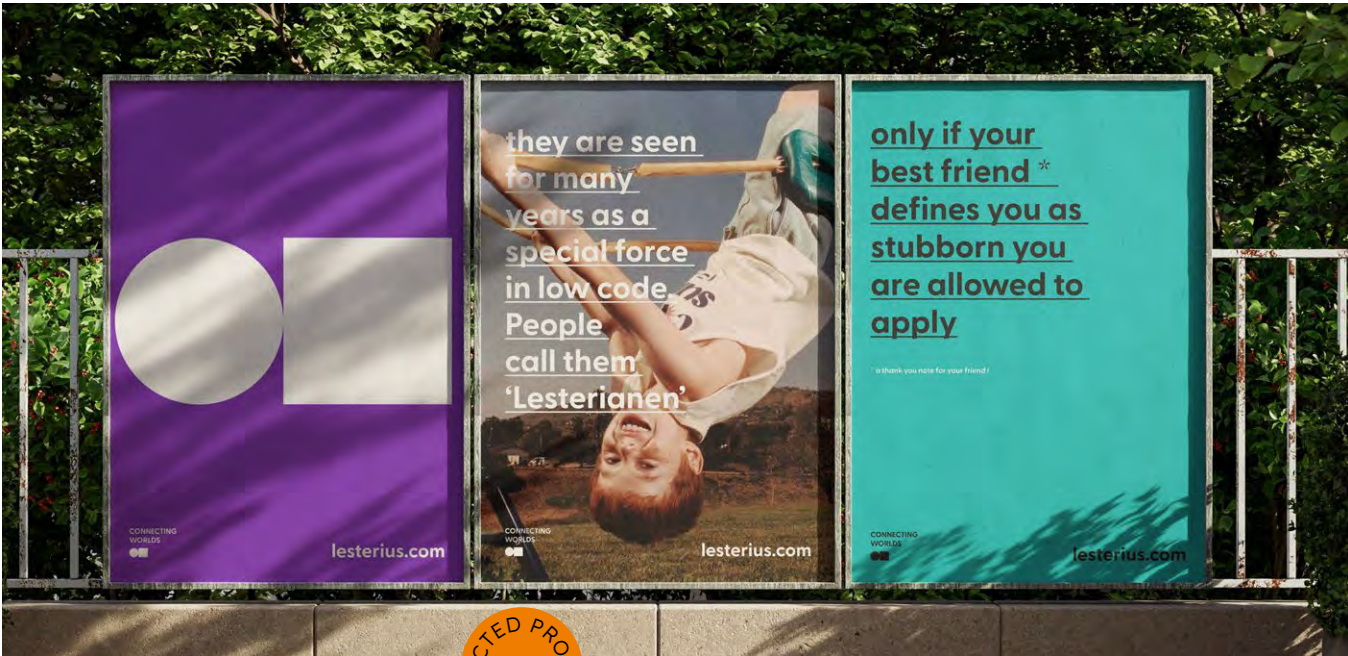


Wim Vandersleyen



STRATEGY + NAMING
VISUAL BRANDING

Hanne Ninclaus & Michiel Van Nueten



School of Branding? This was a Master's in Branding! Astonishing – as if we were pitching with specialised branding agencies. Over the course of six months, we experienced branding from every angle.

— Laurent Gerniers, Sales Manager Lesterius

Ledge is a Belgium-based men's shoe label founded in 2020. Ledge shoes redefine the age-old boring black and brown dress shoe - by adding a modern twist, new technologies, innovative lines and a splash of color.



Johanna Van Sichen De Cambe



Alexandra Lup



Aaron De Peismaecker

School of Branding
provides a diversity of
design styles applied to
branding for the brand.
It creates an overwhelming
choice of students with
unique design styles.

— Dempsey Pauwels, Ledge Shoes

Antwave specialises in building advanced web shops and optional warehousing with permanent support and accessibility to the code. Antwave is a reliable partner with years of technical and operational expertise, a strong analytical view and a team of smart cookies. So that entrepreneurs can simply be entrepreneurs. Without worries. Without fuss.

We walked out with fresh insights and branding that was spot-on and ready to use. On top of that, the students are a different caliber – they just have it!

— Stefaan De Leenheer,
Marketing Director Kick and Rush



left: Lukas Haentjens - right: Alexander De Cock



Jens Asselcoos

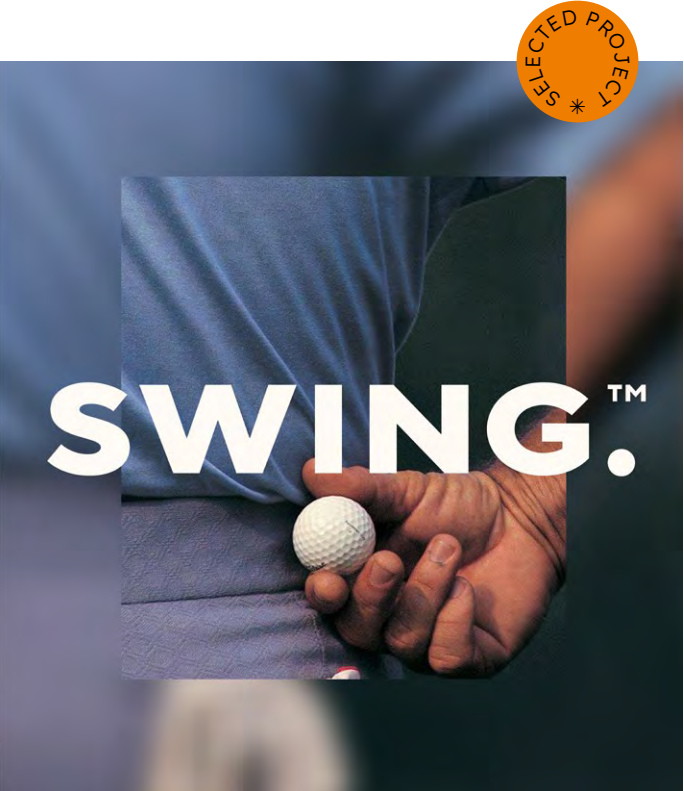


SWING
INDOOR GOLF EXPERIENCE

Always more than just indoor golf. Swing Indoor Golf Club offers a slice of the outdoor golfing experience, brought indoors. Each of our facilities are built around a sense of community. Where everyone from die hard players to first timers are welcome to play. That's our promise.



Karroc Brion



left: Annelies Collevaert - right: Kristof Rosschaert

STRATEGY
VISUAL BRANDING

Céline Vannieuwenhuijse



WELLOW
WELLBEING AT WORKPLACES

Wellow is developing an on-fits-all platform where employees can self-identify what they do or do not need during their period of absence. Wellow makes managers and employees aware that needing and daring to ask for help is more than OK. Wellow creates an open door to a culture of mental well-being in the workplace through an accessible platform.



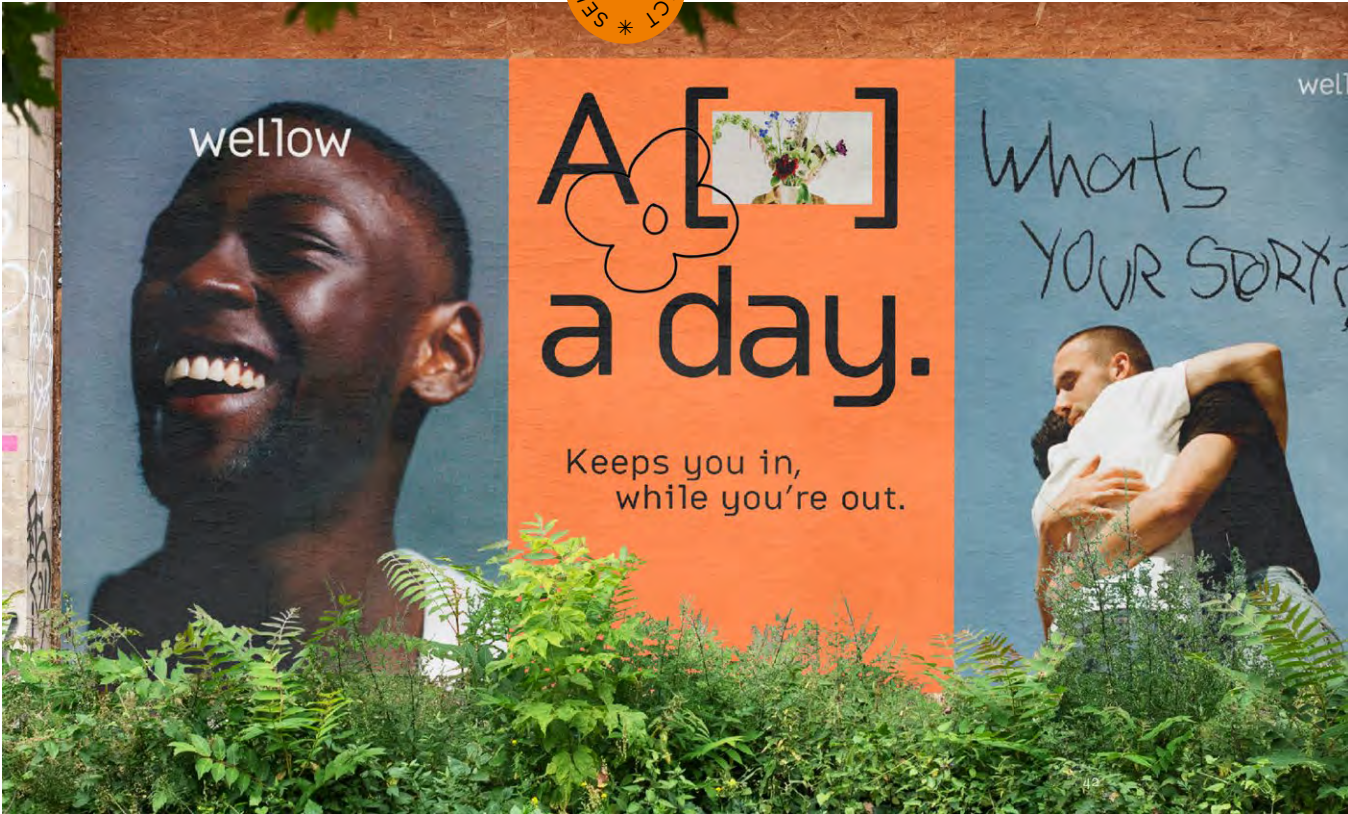
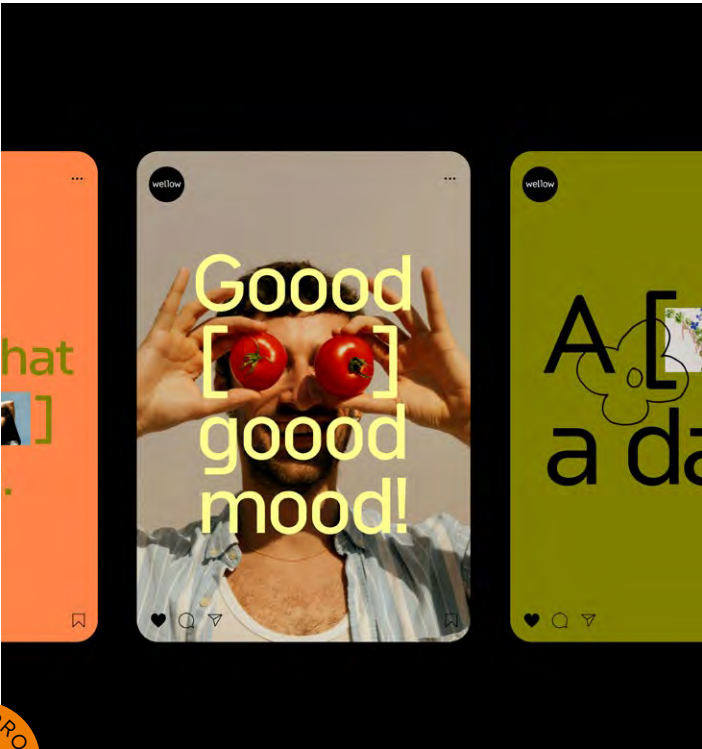
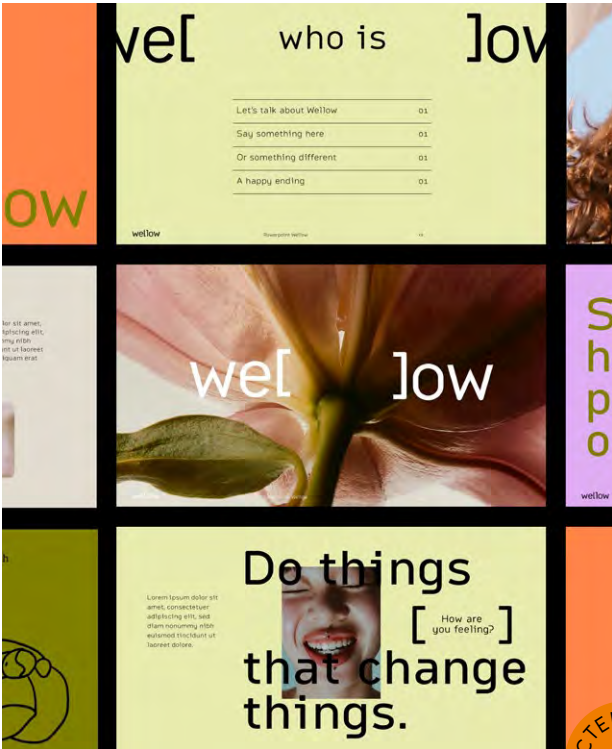
Bram Skoormans



Kato Janssens

STRATEGY
VISUAL BRANDING

Mona-Lisa Venier



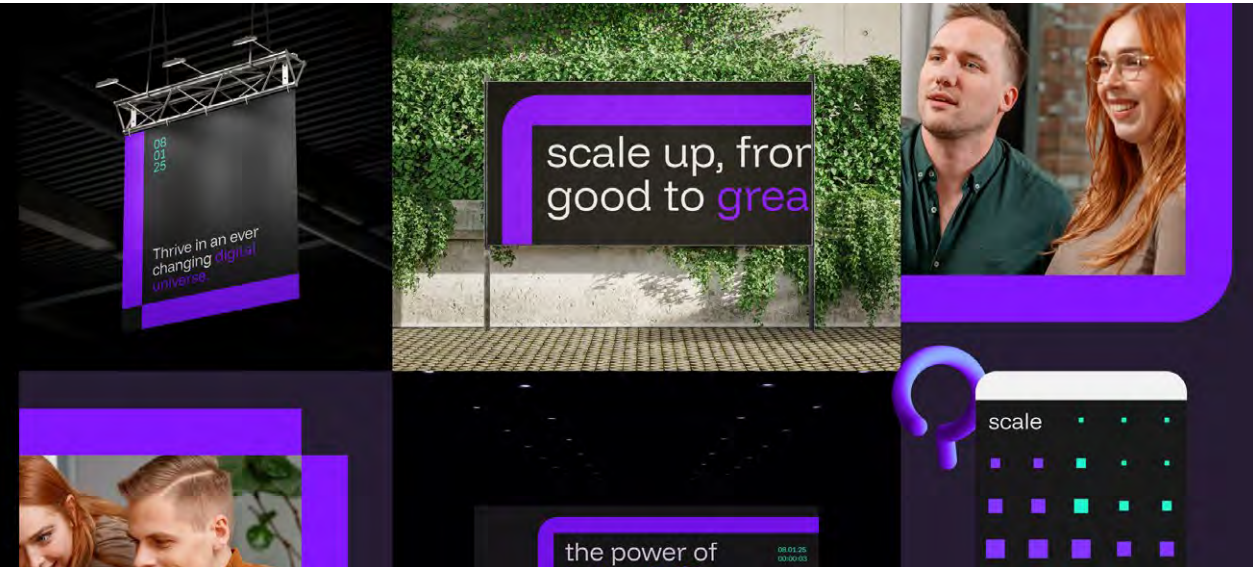
Growl is an agency that helps companies grow and succeed online. They achieve this through targeted online digital marketing and web development, enabling businesses to attract more customers and increase sales. Growl’s target audience consists of Construction B2B & SME. Growl also has several SAAS projects on the side.

We were impressed by the creative diversity in the concepts that were developed, allowing us to truly choose what suited us best. Highly recommended for anyone looking to take their brand to the next level!

— Neal van der Valk, Founder Growl



Giel Van Impe



Mikhaela Kulsdom



Pauline Wijn

SURPLACE
MOBILE BICYCLE REPAIR SERVICE

Surplace is a network of skilled, independent mobile bicycle mechanics, delivering expert on-site maintenance and repairs for nearly all bike brands, serving both corporate clients and private riders.

STRATEGY + NAMING
VISUAL BRANDING



Ewout Moens



BRAAI BBQ
BBQ SEASONINGS

BRAAI BBQ is a premium range of bold barbecue seasonings and sauces created by Dimitri Zetzsche, renowned BBQ King and competition pitmaster. Inspired by years of championship-level BBQ across Europe and the USA, BRAAI BBQ delivers deep, smoky flavour for beef, pork, poultry and more.



STRATEGY + NAMING
VISUAL BRANDING



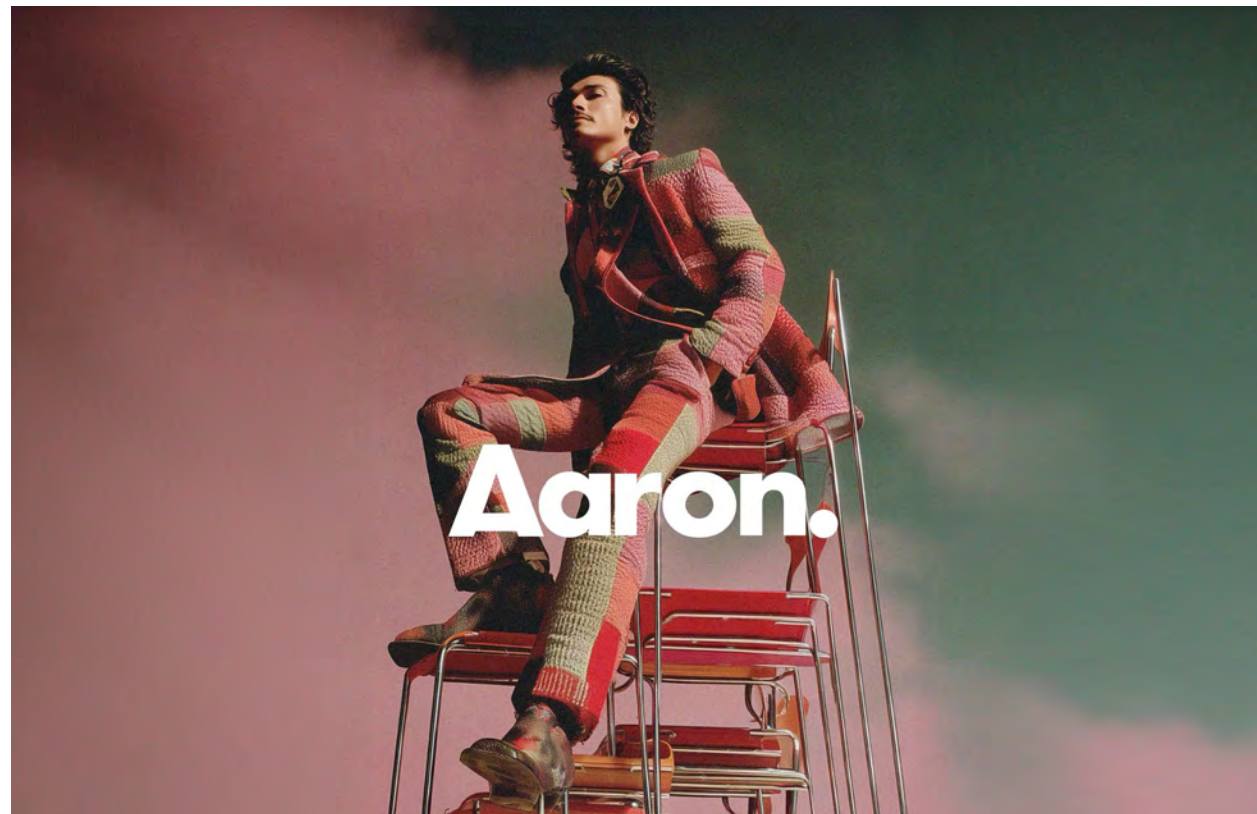
Joris Thys



In 2023, Belgian actor, singer, and presenter Aaron Blommaert rose to national fame after winning the third season of The Masked Singer. Following his victory, he launched his solo music career with the release of his debut single 'Zonde'. Universal Music approached us to help shape the future of the Aaron brand. We developed a fresh, authentic visual and strategic identity that reflects Aaron's artistic versatility and emotional depth—laying the foundation for a dynamic presence across music, media, and beyond.



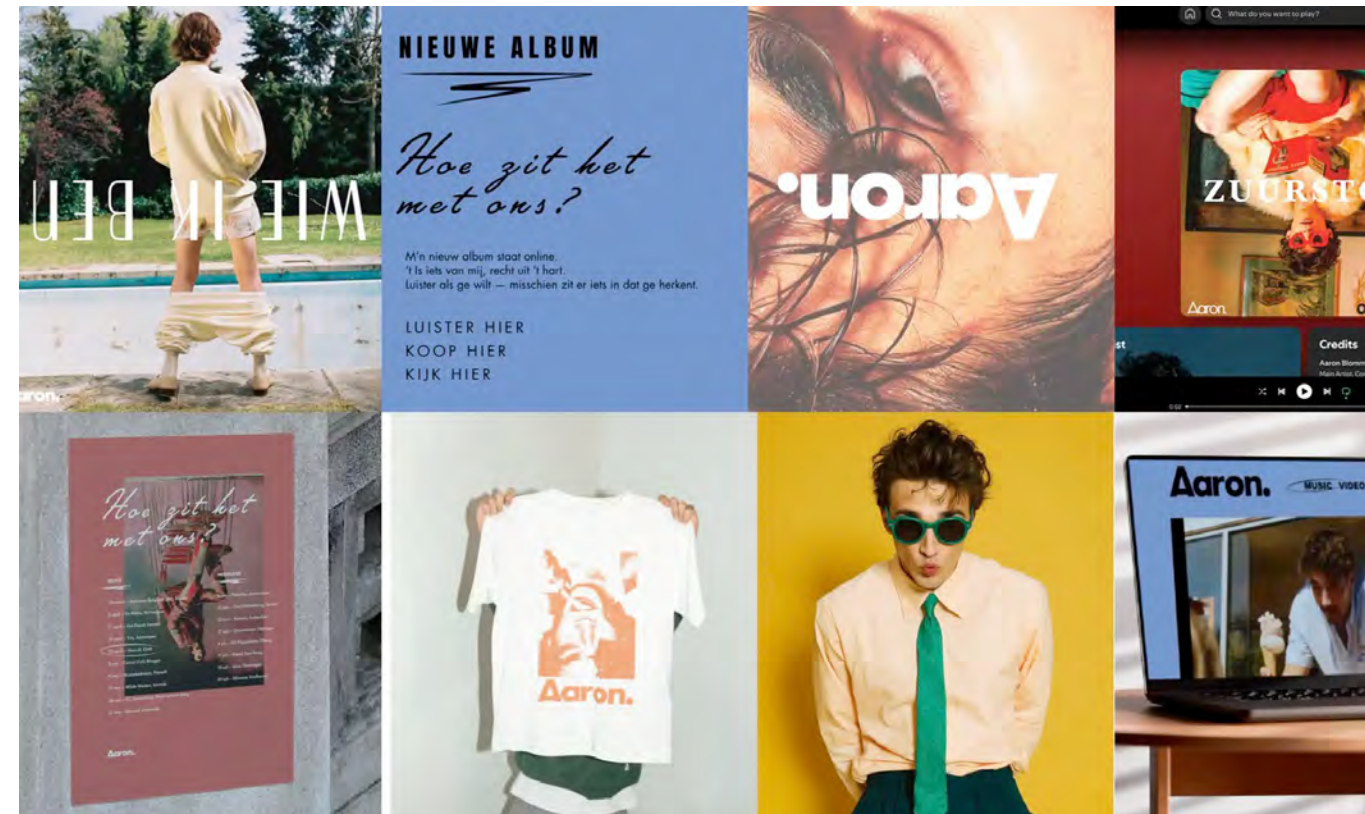
Annabel Bruneel



Arnaud Boone



Graziella Scherpereel



Arnaud Boone



both a strategic discipline and a creative practice. Branding today extends far beyond visual identity or communication tactics. It is about positioning, narrative coherence and meaning — about shaping brands that are distinctive, authentic and future-proof.

Each new cohort raises the bar. Participants enter with experience and curiosity; they leave with sharper strategic insight, stronger conceptual clarity and the confidence to translate brand stories into coherent and compelling concepts. The work presented in this brochure reflects that journey. It is not a curated selection of highlights, but a complete overview of the projects developed throughout the year. Together, they demonstrate creativity, critical reflection and perseverance — and above all, the ability to connect strategy with expression.

These projects reveal what becomes possible when talent meets expert guidance, when ambition is matched with structure, and when professionals dare to question their own assumptions. The result is work that is thoughtful, grounded and bold — branding with a clear and distinctive point of view.

I am deeply proud of what has been achieved this year. The quality of these projects is a testament to the dedication and resilience of our participants. It also reflects the commitment and expertise of the lecturers, coaches and colleagues who invest their time and energy in making this programme possible. School of Branding is a collective achievement, and it is inspiring to witness what can emerge when ambition, expertise and trust converge.

I invite you to explore this year's work and to discover the clarity, precision and boldness that characterise our School of Branding.

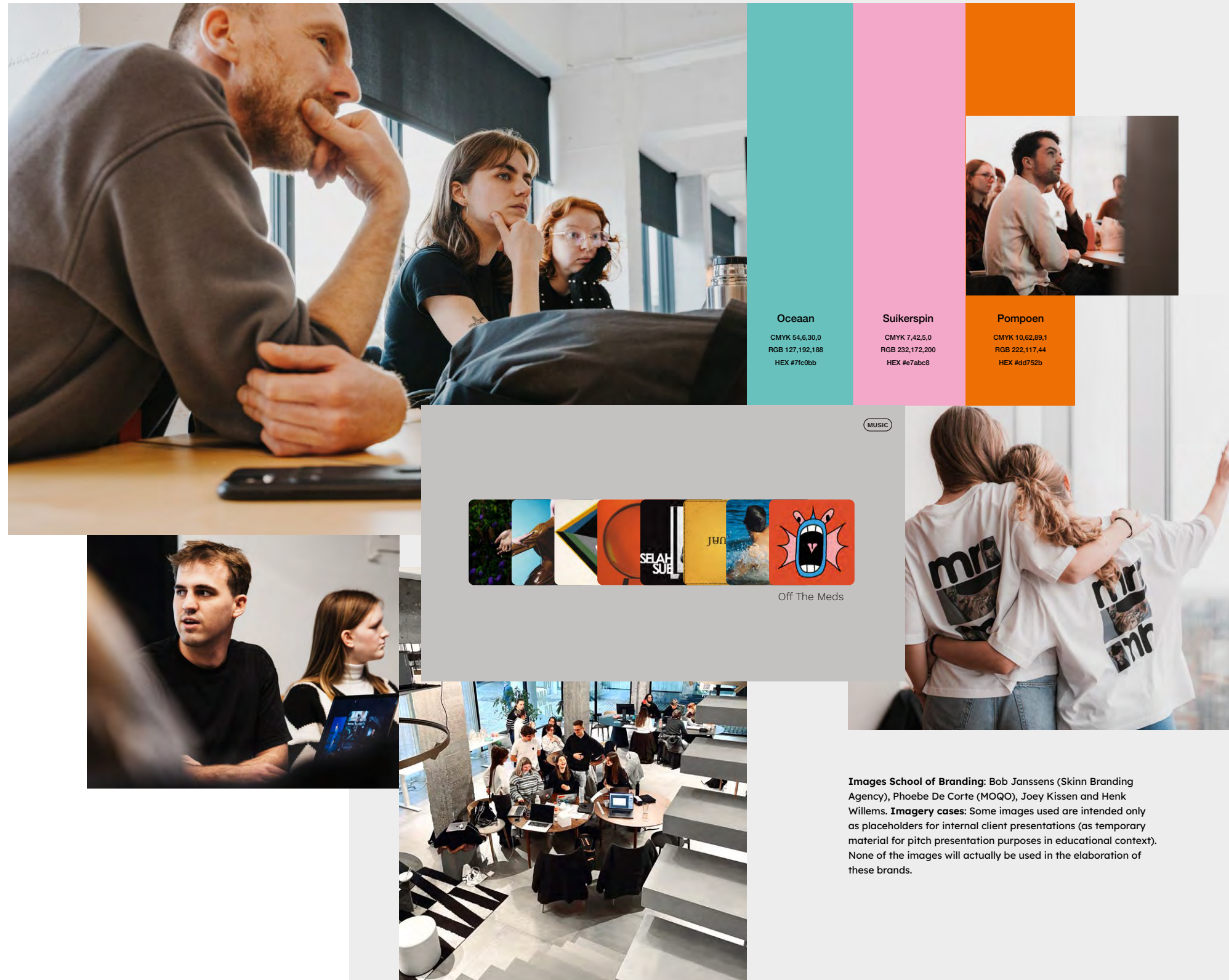
Lien Vanassche
Business Developer
Lifelong Learning BMG & CMD

At Artevelde Academy, lifelong learning is not an abstract concept — it is a deliberate commitment to professional growth, relevance and impact. We create learning environments where professionals refine their expertise, broaden their perspective and challenge their own standards.

School of Branding translates that commitment into a focused and ambitious programme. This postgraduate brings together creatives, strategists and communication professionals who want to deepen their understanding of branding as

Would you like to become an
internship agency for one of the
School of Branding students
...or work together for a
(re)branding of your company?

Does your branding agency want to benefit from the talent and expertise of our School of Branding students? These students, with a background in graphic design (bachelor or master), were carefully selected and intensively trained in all facets of branding, from strategy to copywriting and from ideation to successful pitch presentations. They are ready to strengthen and add value to your agency for four months. Interested? Please contact us via henk.willems@arteveldehs.be



Images School of Branding: Bob Janssens (Skinn Branding Agency), Phoebe De Corte (MOQO), Joey Kissen and Henk Willems. **Imagery cases:** Some images used are intended only as placeholders for internal client presentations (as temporary material for pitch presentation purposes in educational context). None of the images will actually be used in the elaboration of these brands.



SCHOOL OF BRANDING INTERSHIP AGENCIES	SKINN™ BRANDING AGENCY	Base	WeWantMore
KING OF HEARTS®	KAN	TODAY	NEWDAYS
	SUNE20	HARTSTIKKE	Karakters™
MUTANT™	hunt.	MOQO™	Total Design®
kpot	BILLIE BONKERS	Mirror Mirror	K
Focus Advertising		Silo	▶▶BBC