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issue #4 | English version

FOR INCUBATORS & EDUCATORS

# **tAIWANESE DESIGN**





**BETTER  
BRANDING  
BETTER  
RESULTS**

**tAIWANESE  
DESIGN**

Starting creatives and designers need all the help they can get.

They need to grow, not just creatively,  
but also as entrepreneurs and business people.

We help your organization deliver those extra skill sets  
that can spell the difference between success and failure.

Our additional toolkits, trainings, workshops, lectures and courses  
in international branding, marketing and storytelling  
fit within your existing curriculum.





# FLEXIBILITY IS KEY

**tAIWANESE  
DESIGN**

Helping Taiwanese design get off the island and into the wide world  
requires a customized approach.

Each university, each incubator is different.

That is why each of our solutions is completely unique and fully adapted to your needs.  
We boost your core programs and make them more successful from the bottom up.

The result?

**Higher success rates and results you can proudly claim as your own.**



# UPGRADE YOUR OWN IMAGE

**tAIWANESE  
DESIGN**

It all starts with looking good:  
professional, confident, user-friendly.

That means strong copywriting in faultless languages,  
professionally designed collateral and a story that resonates with your target audiences.

Your organization represents the future of Taiwan:  
it deserves to look like it, too.

**We help your organization make  
that all-important score-on-sight impression.**





# BRAND TAIWAN

**tAIWANESE  
DESIGN**



You represent the best Taiwan has to offer:  
quality in design, reliability, integrity, innovative thinking.

We help you spread the message:  
**Taiwanese design is cool and deserves more attention from the world.**

# PROGRAMS THAT WORK FOR YOU

tAIWANESE  
DESIGN



Every solution we offer is unique:  
from small workshops to keynote speeches,  
from long-term support for selected startup-candidates  
to a simple upgrade of your own “brand”.

# OUR PROGRAMS

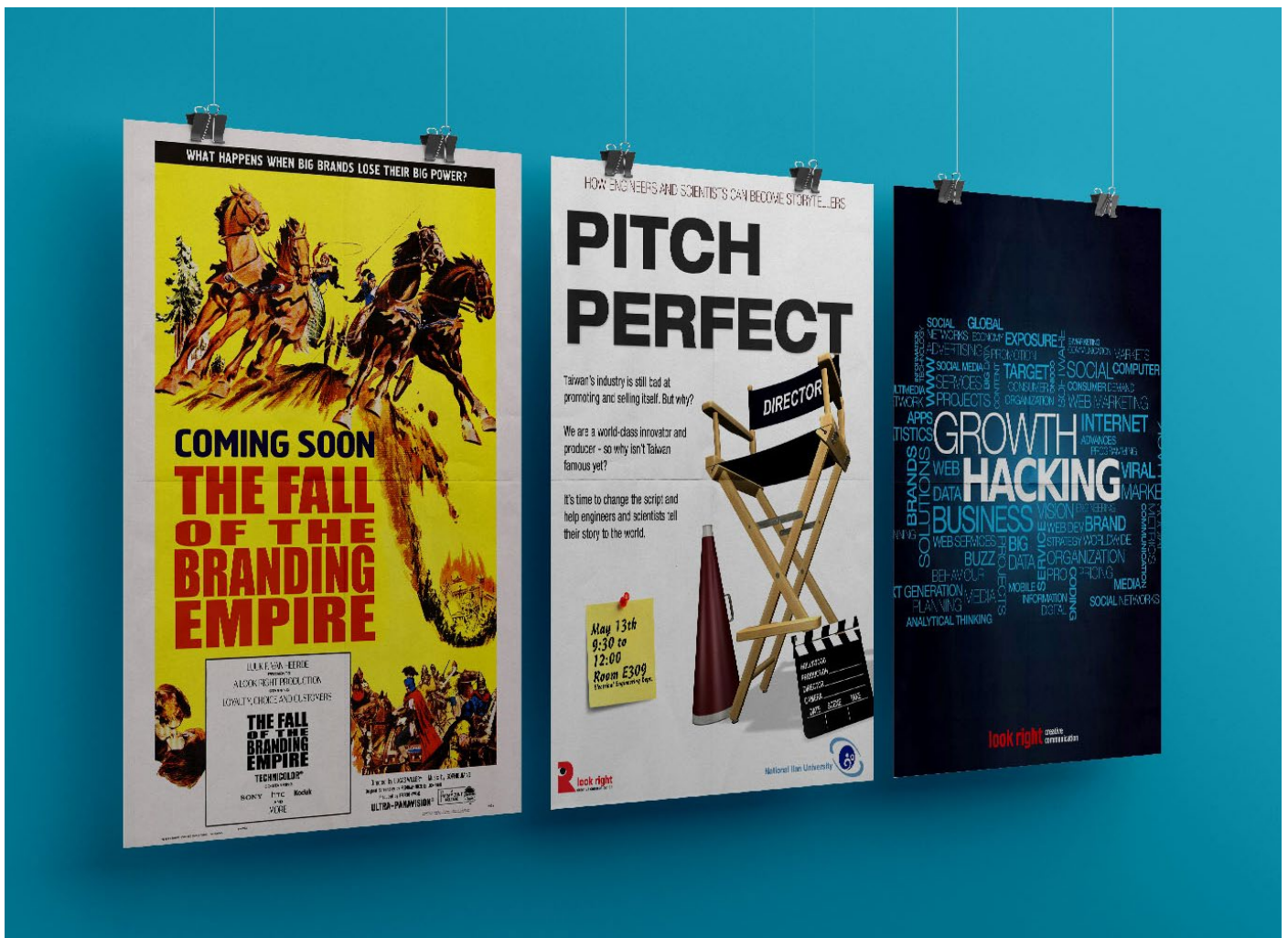
We conduct workshops, training and events with topics such as:

- Commercial Design Thinking
- Branding Tools
- Startup Challenges
- Business Survival 101

We raise your own organization's identity to a higher, international standard and make it more contemporary and relevant to the rest of the world.

We write effective and grammatically correct press releases, profiles, description and statements in several foreign languages to ensure you look professional and international.

We create a regular social media feed in several languages that showcases your successes and achievements.





# ABOUT US

Look Right is a different kind of branding agency.

Based in Taiwan, but with a distinctly global outlook and a portfolio of international clients.

We have a passion for Taiwanese design and have been actively supporting it for almost 15 years.

Our experience covers the entire spectrum.

We have worked with small creative Taiwanese entrepreneurs and large global clients - even whole countries, like the Republic of Haiti.

We are storytellers.

We want tell the story of Taiwanese design to the world and show the global community what Taiwan is capable of.

Talk to us. We would love to hear what your story is!

Give us a shout-out at:  
**[info@taiwanesedesign.com](mailto:info@taiwanesedesign.com)**

# OTHER PUBLICATIONS

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## issue #1

Taiwanese Design  
for Designers & Artists

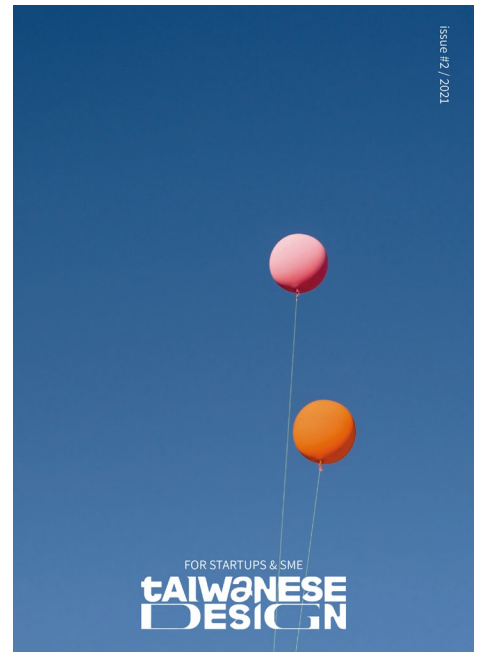
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