

The ONE Branding & Marketing Journey

From launch to global brand:

Joël was part of the founding journey, helping shape the ONE brand. Starting with the logo and identity, he developed a full set of branding and marketing materials together with the founding partners.

As ONE grew, the setup scaled accordingly – supporting each phase with clear messaging, strategic marketing, and consistent brand execution.

What began as a full creative build now runs on a flexible plug-in model:

- Brand identity (logo, tagline, visual system)
- Company presentations, online presence
- Global branded campaigns (print & digital)
- Stationery, signage and templates
- PR, media and social media coordination
- Partner and investor communication
- Ongoing support via Plug-In model



Strategic branding and marketing have supported ONE’s global growth since 2019 – strengthening visibility, trust, and brand recognition across international markets. -- www.one-gs.com

200+ clients

130+ team members

€500bn+ serviced assets

8 countries

“Joël has been instrumental in shaping ONE’s brand since day one.

His flexible model allows us to build momentum fast, with professional output that scaled with our growth.”

Steve Bernat
Founder and Group Executive
ONE group solutions

