PUT-IT-ON

Where leaders connect

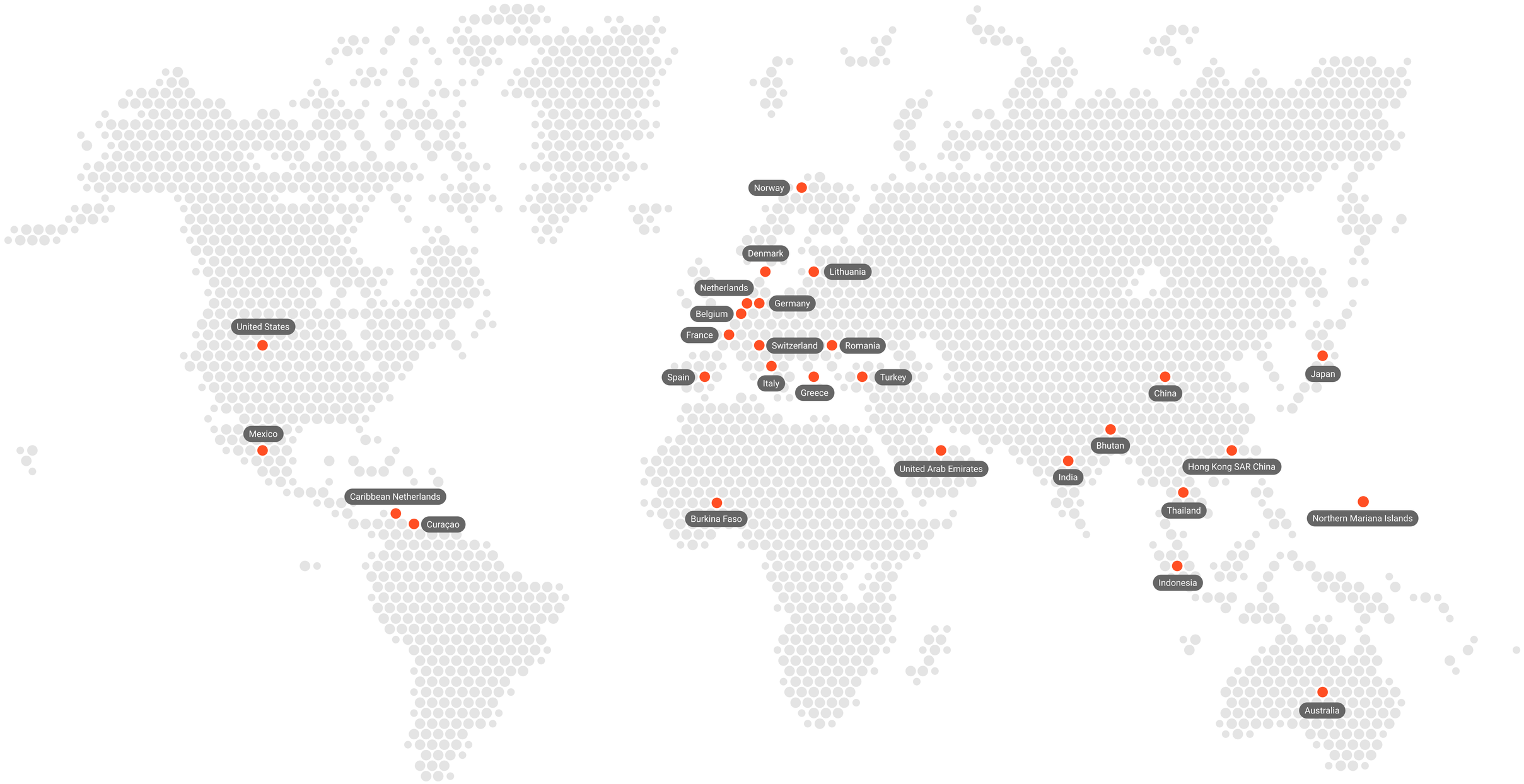
PUT-IT-ON BRAND BOOK 2026

PUT-IT-ON

WE DO DEV WORK

Are you on?

JOIN OUR GLOBAL JOURNEY



United Arab Emirates, Australia, Belgium, Burkina Faso, Caribbean Netherlands, Bhutan, Switzerland, China, Curaçao, Germany, Denmark, Spain, France, Greece, Hong Kong SAR China, Indonesia, India, Italy, Japan, Lithuania, Northern Mariana Islands, Mexico, Netherlands, Norway, Romania, Thailand, Turkey and United States.



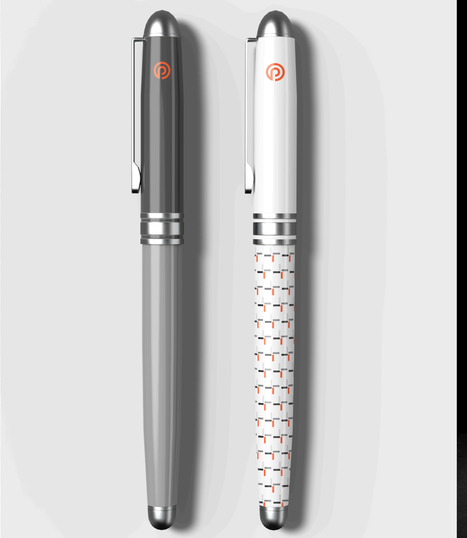
Sora font

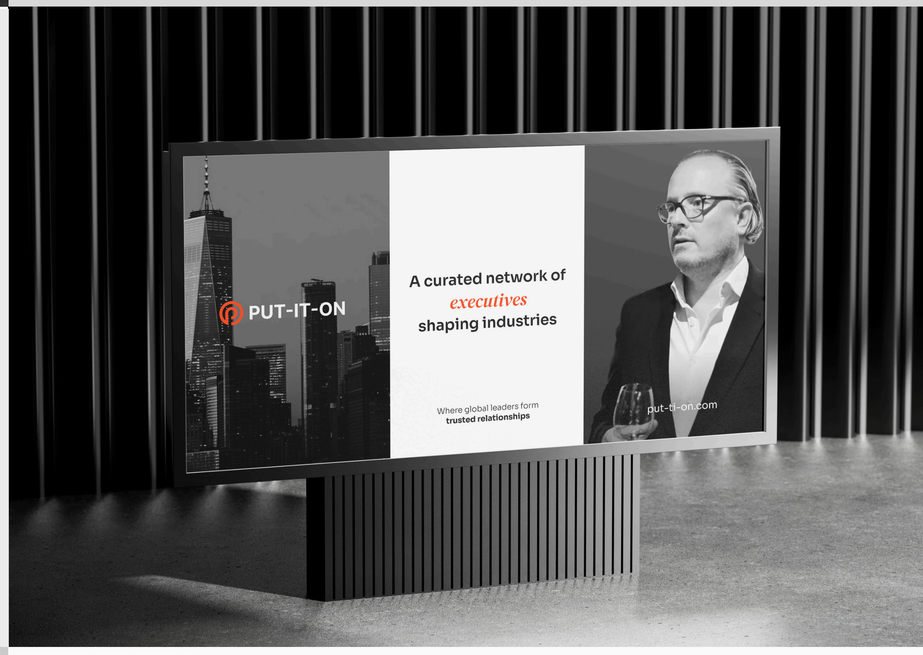
Aa

Entrepreneurs with world wide impact

A curated platform where executives, **founders and specialists connect through** verified identity and reputation.











CURATED CONNECTIONS
FOR INDIVIDUALS
SHAPING INDUSTRIES

PUT-IT-ON

Logo &
Symbolic logo

Brand logo

The PUT-IT-ON logo features a minimal circular outline enclosing a central “P.”

The circle represents “The Trusted Circle of the World’s Leading Professionals” a curated network built on trust, relevance, and shared standards. At the center, the “P” symbolizes both the brand and the individuals within it positioned at the core of influence, connection, and decision-making.

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Horizontal logo

The horizontal version is designed for clarity and readability, making it the preferred choice for most applications.

It is typically left-aligned, allowing the wordmark to flow naturally and ensuring easy scanning across layouts. This alignment enhances legibility, especially in digital interfaces, headers, and structured content.

Best used in environments where space is limited horizontally or where a clear, professional hierarchy is required.

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Horizontal version

PUT-IT-ON

Introducing PUT-IT-ON
Company page

ENRICH YOUR PERSONAL PROFILE
WITH THE PUT-IT-ON COMPANY PAGE

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Logomark

The logomark is used when simplicity and instant recognition are required.

Despite its minimal form, the circular mark with the central “P” remains a strong identifier of the brand—representing the trusted circle and maintaining visual consistency across all touchpoints.



Logomark



Favicon and App Icon



Social media profile

PUT-IT-ON

Logo variations

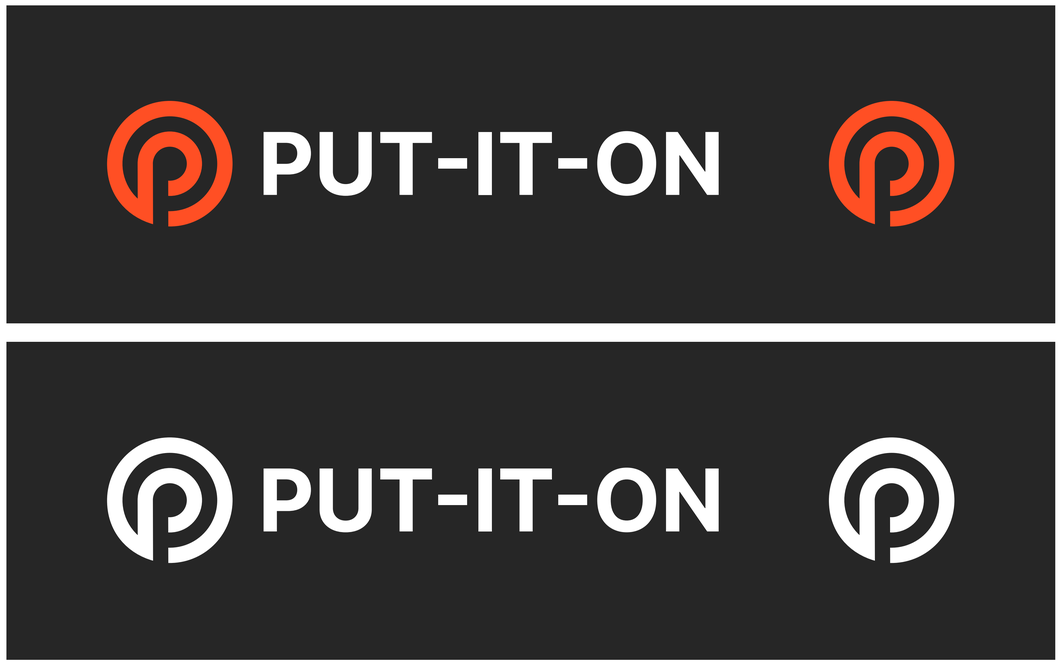
The PUT-IT-ON logo is designed to adapt seamlessly across both light and dark environments while maintaining clarity and consistency.

On **light backgrounds**, the logo appears in its standard dark form and ensuring strong contrast and clear visibility.

On **dark backgrounds**, the logo is reversed into a light version and preserving legibility and maintaining its refined presence.



Light version



Dark version

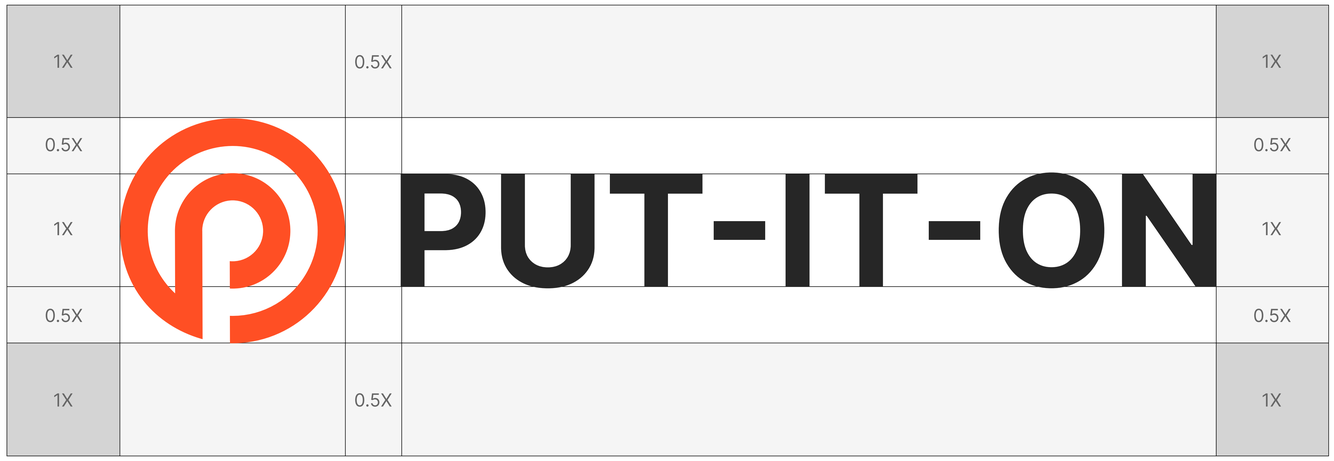
PUT-IT-ON

Logo spacing

To maintain clarity and visual integrity,
The PUT-IT-ON must always be surrounded by sufficient clear space.

This space ensures the logo remains distinct and unobstructed by other elements.

No text, graphics, or other visual elements should enter this area under any circumstances.



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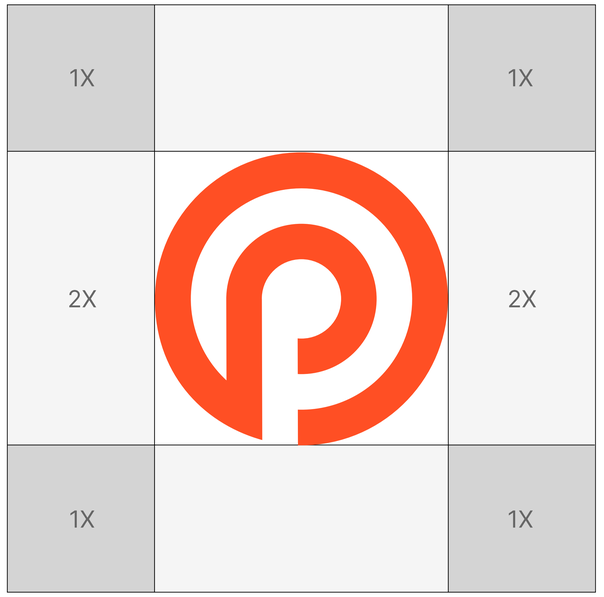
Logomark spacing

The minimum clear space is defined by the height of the icon, and should be applied consistently on all sides.

No text, graphics, or other visual elements should enter this area under any circumstances.



PUT-IT-ON

Minimum size

Establishing a minimum size ensures the logo remains clear and impactful across all applications. Due to higher resolution in print (300 dpi) compared to digital screens (72 dpi), the logo can appear sharper at smaller sizes in print.



Digital **98 px** | Print **20 mm**

Full version logo

Digital

To ensure clarity and readability across all screen-based platforms, the PUT-IT-ON logo should never be displayed smaller than 98 px in width.

Print

To ensure consistent visibility and detail in printed materials, the PUT-IT-ON logo should never be displayed smaller than 20 mm in width.



Digital **20 px** | Print **7 mm**

Logomark

Digital

To ensure clarity and readability across all screen-based platforms, the PUT-IT-ON logo should never be displayed smaller than 20 px in width.

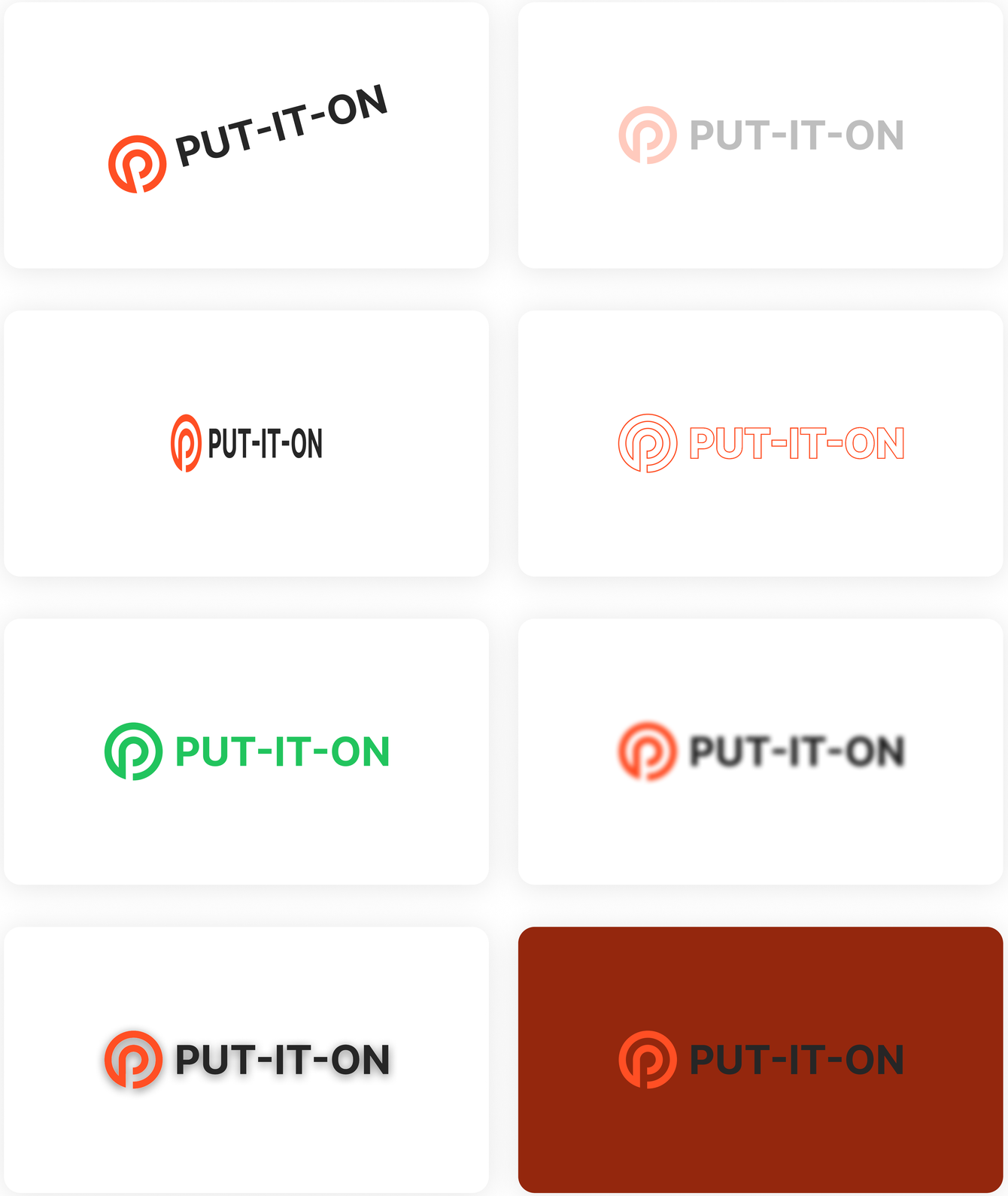
Print

To ensure consistent visibility and detail in printed materials, the PUT-IT-ON logo should never be displayed smaller than 7 mm in width.

PUT-IT-ON

Incorrect logo

Do not alter the proportions, colors, layout, or any visual elements of the logo beyond what is defined in these brand guidelines. Consistent usage is essential to maintain the integrity and recognition of the PUT-IT-ON brand.



Naming rule

The brand name must always be written as **PUT-IT-ON**.

This format is fixed and should be used consistently across all communications.
No variations, abbreviations, or alternative stylizations are permitted.

The use of uppercase letters reflects a bold and firm character of the members—expressing confidence and a willingness to stand out. It represents individuals who are comfortable claiming attention when it matters.

✓ **PUT-IT-ON**

✗ **Put-it-on**

✗ **put-it-on**

✗ **Putiton**

✗ **Pu ti ton**

✗ **PUT IT ON**

✗ **Put It On**

✗ **PIO**

Color &
Mood tone

PUT-IT-ON

Brand color

White serves as the primary color
Creating a clean, open foundation that reflects clarity, focus, and modern sophistication.

Orange is used as secondary color
Bringing energy and emphasis to key moments and interactions, and is featured within the logo icon.

Gray functions as a supporting tone
Adding balance, structure, and subtle hierarchy across layouts, and is primarily used in the text-based logo.

White

HEX
FFFFFF
RGB
255, 255, 255
CMYK
0, 0, 0, 0
HSB
0, 0, 100, 100%

Orange

HEX
FF4F25
RGB
255, 79, 37
CMYK
0, 89, 100, 10
HSB
12, 85, 100, 100%

Gray

HEX
262626
RGB
38, 38, 38
CMYK
71, 65, 64, 69
HSB
0, 0, 15, 100%

PUT-IT-ON

Color shades

The PUT-IT-ON color system includes a range of carefully selected shades to ensure flexibility while maintaining visual consistency.

All shades are designed to work harmoniously within the core palette—ensuring a cohesive and balanced visual experience across every touchpoint.

Gray-900 0A0A0A	Gray-800 262626	Gray-700 404040	Gray-600 525252	Gray-500 737373
Gray-400 A1A1A1	Gray-300 D4D4D4	Gray-200 E5E5E5	Gray-100 F5F5F5	Gray-50 FAFAFA

Orange-900 551000	Orange-800 771700	Orange-700 991E00	Orange-600 BB2906	Orange-500 DD3A13
Orange-400 FF4F25	Orange-300 FF7656	Orange-200 FF9E87	Orange-100 FFC6B8	Orange-50 FFEDE9

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Images mood

The visual direction of PUT-IT-ON imagery is grounded in authenticity, presence, and quiet power.

Lighting is clean and controlled, often natural or softly directional, emphasizing clarity, texture, and depth. Composition is minimal, allowing subjects and context to carry meaning without distraction.

Overall, the imagery should feel global, modern, and editorial—conveying influence through subtlety rather than spectacle.







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Incorrect images

Incorrect tone or color

Images must reflect a natural and controlled color grading that aligns with the brand’s refined and minimal aesthetic. Avoid overly saturated, warm, cold, or stylized filters that distort reality or feel inconsistent with the visual identity. Avoid using filters





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Incorrect images

Blur or low resolutions

All visuals should be sharp, clear, and high-resolution. Avoid any motion blur, focus issues, or compression artifacts that reduce professionalism or weaken the sense of trust and credibility.





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Incorrect images

Avoid using images with too many people in a single frame.
The number of subjects should be limited to **no more than 3–4 individuals**.

Crowded visuals reduce focus and make the image feel less intentional.
Keeping the number of people minimal ensures clarity, presence, and a stronger sense of connection.






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Typography

PUT-IT-ON

Brand typeface

The primary typeface for PUT-IT-ON is **Sora**.

Sora is a modern sans-serif typeface that reflects clarity, precision, and contemporary sophistication. Its clean structure and balanced proportions support the brand’s tone of confidence and restraint, while maintaining strong readability across both digital and print applications.

Sora

Aa

Bold

ABCDEFGHIJKLMNOPQRSTUWXYZ
abcdefghi jklmnopqrstuwxyz
1234567890!@#$%^&*()<>?/

Semi Bold

ABCDEFGHIJKLMNOPQRSTUWXYZ
abcdefghi jklmnopqrstuwxyz
1234567890!@#$%^&*()<>?/

Regular

ABCDEFGHIJKLMNOPQRSTUWXYZ
abcdefghi jklmnopqrstuwxyz
1234567890!@#$%^&*()<>?/

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Typography system

The PUT-IT-ON typography system is designed to ensure clarity, consistency, and readability across all screen sizes.

It includes a defined scale of sizes and weights—ranging from bold headlines to lighter body text—allowing for clear hierarchy and structured communication.

Headline

Desktop

Display - 56px (bold)

H1 - 48px (bold)

H2- 36 px (semibold)

H3 - 32px (semibold)

H4 - 24px (semibold)

Title - 18px (semibold)

Mobile

Display - 36px (bold)

H1 - 32px (bold)

H2 - 26px (semibold)

H3 - 24px (semibold)

H4 - 20px (semibold)

Title - 18px (semibold)

Body

Body - 1arge -18px (regular)

Body - medium - 16px (regular)

Label

NAV & FOOTER MENU - 14XP (REGULAR)

BUTTON - 12PX (REGULAR)

Caption - 14px (regular)

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Additional typeface

In addition to the primary typeface, PUT-IT-ON uses two supporting typefaces for expressive and contextual applications.

DM serif display is used as a secondary display typeface for editorial and decorative purposes. It introduces a sense of elegance and contrast within select applications, such as editorial highlights, quotes, or emphasis sections. It should be used sparingly to preserve its impact and maintain balance within the overall typographic system.

DM Serif Display (Italic)

48px (Italic)

Aa

ABCDEFGHIJKLMNOPQRSTUWXYZ
abcdefghi jklmnopqrstuwxyz
1234567890!@#$%^&()<>?/*

Example

A curated network of
executives
shaping industries

PUT-IT-ON

Additional typeface

In addition to the primary typeface, PUT-IT-ON uses two supporting typefaces for expressive and contextual applications.

Playwrite US trad is used exclusively for special and event-specific applications, including event logos and contextual branding moments. It adds a more expressive and distinctive character, differentiating limited or occasion-based communications from the core brand system.

Playwrite US Trad

25px (regular)

da

ABCDEFGHIJKLMNOPQRSTUWXYZ
abcdefghi jklmnopqrstuwxyz
1234567890!@#$%^&()<>?/*

Example



PUT-IT-ON

Text layout variations

Layout Accent – **Orange line**

The orange line serves as a key visual accent within the PUT-IT-ON layout system—introducing focus, direction, and subtle emphasis.

Derived from the brand's accent color, it is used sparingly to guide attention and create a clear visual hierarchy without disrupting the overall minimal aesthetic.

PUT-IT-ON

Entrepreneurs with world wide impact

A curated platform where executives, **founders and specialists connect through** verified identity and reputation.

Where influence meets influence

Where global leaders form trusted relationships that drive decisions, opportunities, and long-term impact.

Primary Accent (Headline Placement)

When placed alongside or before a headline, the orange line acts as a visual anchor—signaling importance and drawing immediate attention to key messages. It helps establish structure and reinforces the starting point of content.

Secondary Accent (Subhead Placement)

When used in a smaller scale with subheadings, the line becomes a supporting detail—adding rhythm and refinement to the layout. It subtly highlights supporting information without competing with the main headline.

Heading Color Usage

To maintain clarity and consistency, all heading text within the PUT-IT-ON brand is limited to two colors only.

Dark Grey #262626 is used on light backgrounds
Providing strong readability while maintaining a refined and understated tone.

White #FFFFFF is used on dark backgrounds
Ensuring clear contrast and a clean visual presence.

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Elements guideline

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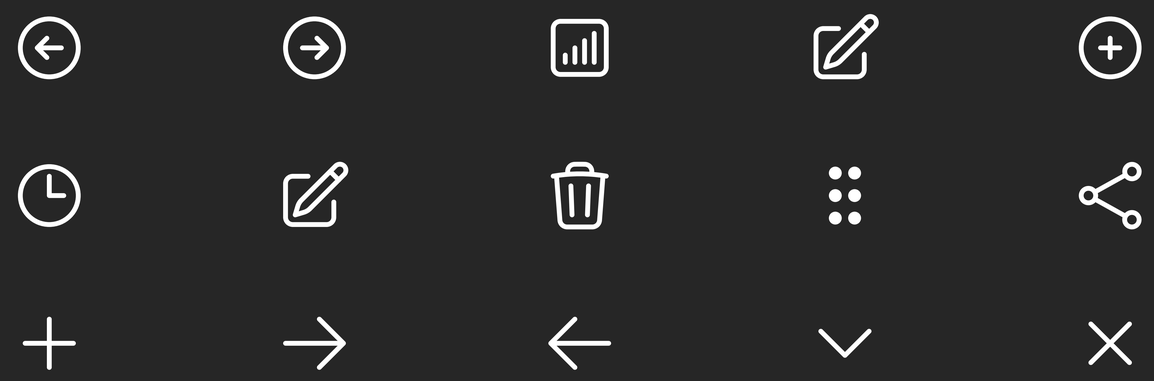
Icon

The outline icon is designed to maintain clarity and visual consistency across both light and dark backgrounds.

This consistent stroke-based system ensures the icon remains recognizable in all contexts, while reinforcing the brand’s refined and understated visual identity.



Gray : Hex **737373**



White : Hex **FFFFF**

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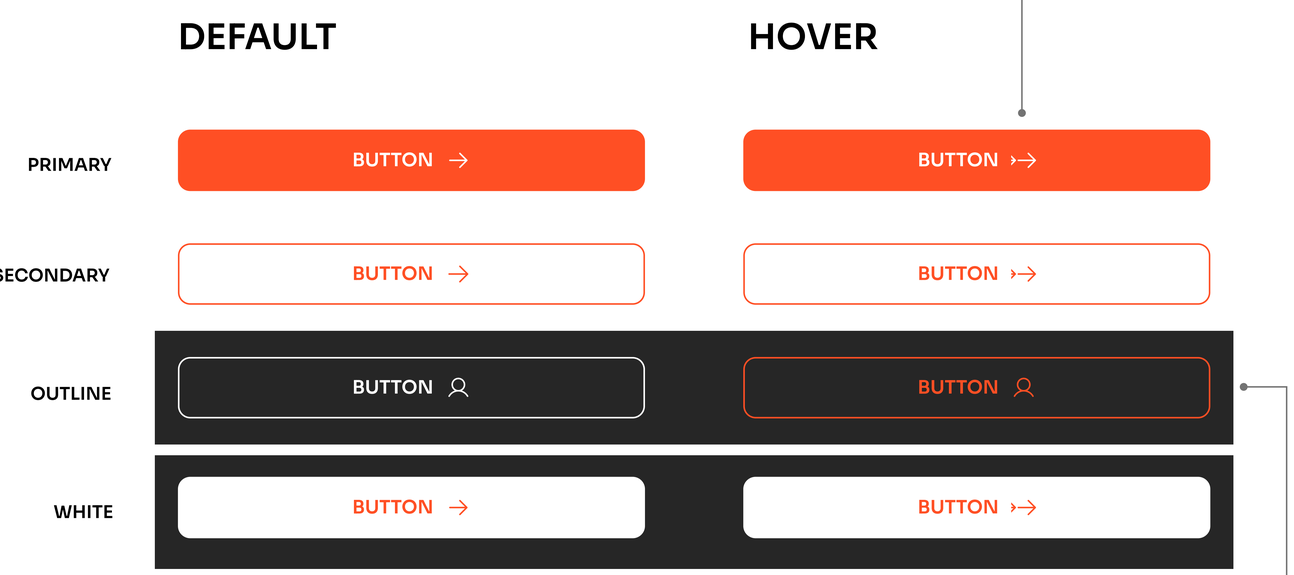
Solid button

Buttons in the PUT-IT-ON interface are designed to feel minimal, precise, and responsive—supporting a seamless user experience while maintaining brand elegance.

On interaction, the button responds with intentional motion and visual feedback, reinforcing a sense of direction and engagement. Hover states are used to signal interactivity without overwhelming the interface, maintaining a refined and controlled aesthetic throughout.

On hover, the button reveals a subtle arrow animation **moving from left to right**—signaling forward motion and progression.



The stroke color transitions from white to orange, creating a clear visual response that enhances interactivity and draws attention.

DISABLE

DISABLE

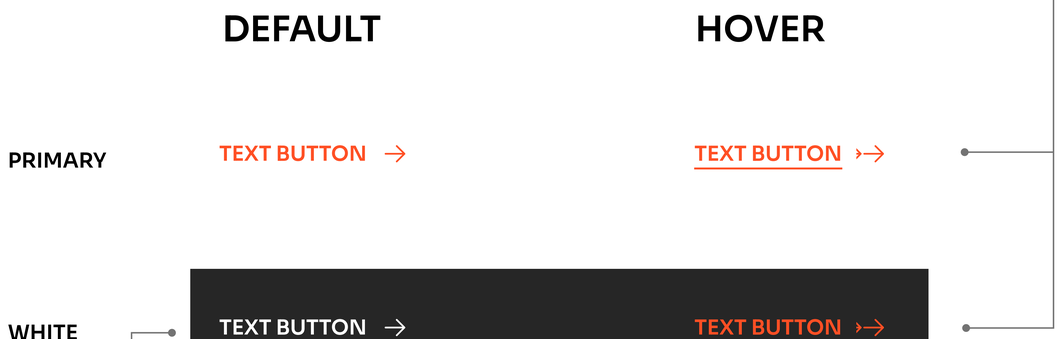
PUT-IT-ON

Line button

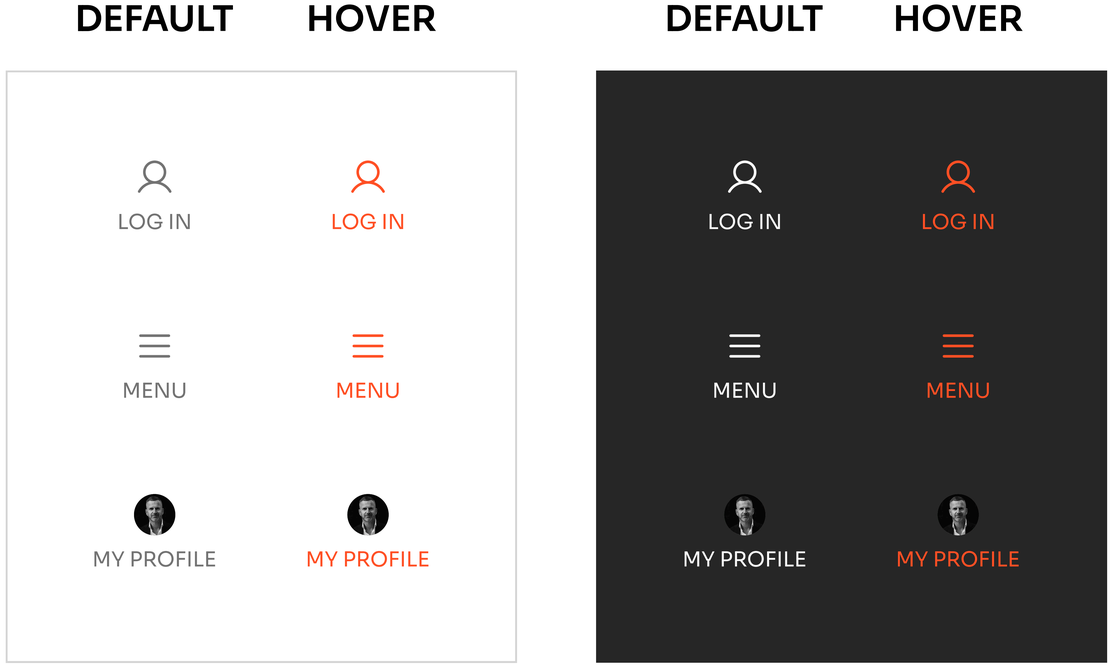
The line button is designed to feel minimal, refined, and lightweight—supporting interaction without overwhelming the interface.

Instead of relying on solid shapes or heavy backgrounds, the button uses subtle lines and motion to communicate interactivity. This approach keeps the visual experience clean while maintaining clear usability.

On hover, the button reveals a subtle arrow animation **moving from left to right**—signaling forward motion and progression.



The stroke color transitions from white to orange, creating a clear visual response that enhances interactivity and draws attention.



The stroke color transitions from white to orange, creating a clear visual response that enhances interactivity and draws attention.

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Additional button styles

In addition to the line button and filled button styles, Put It On may use other button variations depending on context and hierarchy.

These variations are designed to maintain consistency while supporting different levels of interaction across the platform.

DEFAULT

Verification

Our team conducts thorough background verification of all applicants.

HOVER

Verification

Our team conducts thorough background verification of all applicants.

On hover, **a black outline appears around the button**, adding contrast and reinforcing focus, making the interaction more defined and responsive.

	DEFAULT	HOVER	FOCUSED
PRIMARY	MEMBERSHIPS	MEMBERSHIPS	MEMBERSHIPS
WHITE	MEMBERSHIPS	MEMBERSHIPS	MEMBERSHIPS

Navigations button on hover, **a thin orange underline appears beneath the button**, animating from left to right until it fully extends across the width.

This motion creates a clear sense of direction and responsiveness, subtly guiding attention while reinforcing interactivity.

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Website navigation

The navigation system is designed to remain minimal, unobtrusive, and highly readable

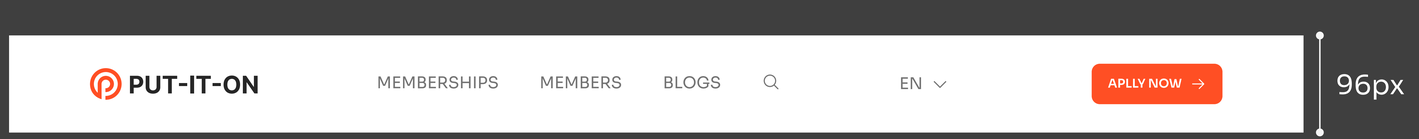
In its **default state**, navigation items appear on a transparent background, allowing the content and layout to remain visually open and uninterrupted.

On **hover**, a white background appears behind the navigation item, creating clear focus and contrast.

Default



Hover



Search focused



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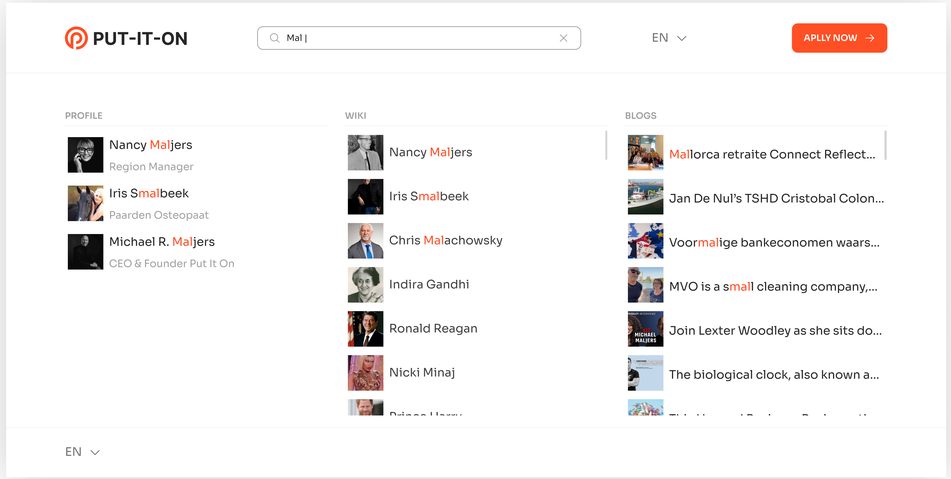
Website navigation

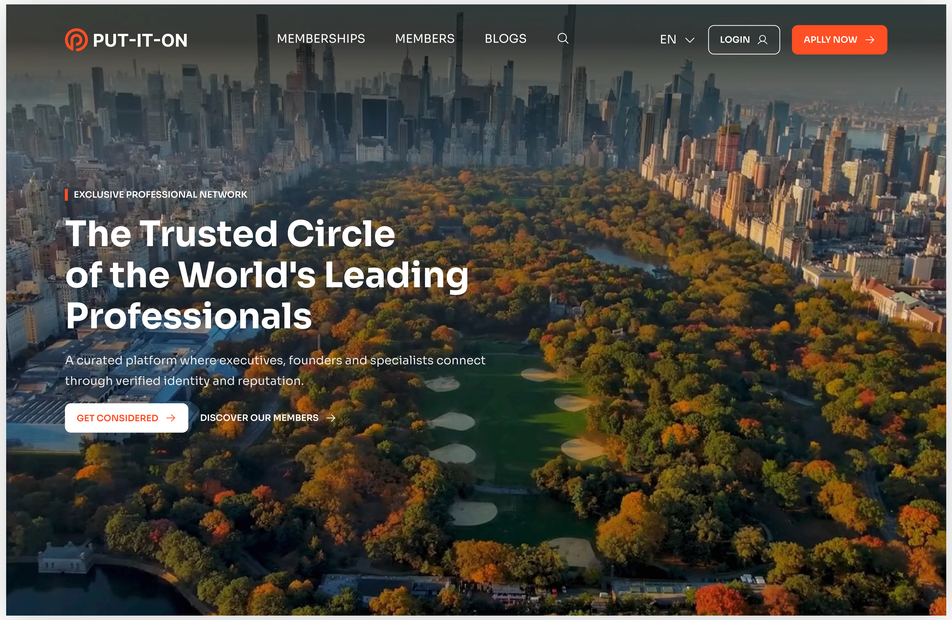
The PUT-IT-ON website navigation is designed as a structured yet minimal system that supports exploration, discovery, and clarity across the platform.

It is composed of three core elements: Mega Search, Hero Section, and Footer, each playing a distinct role in guiding user experience.

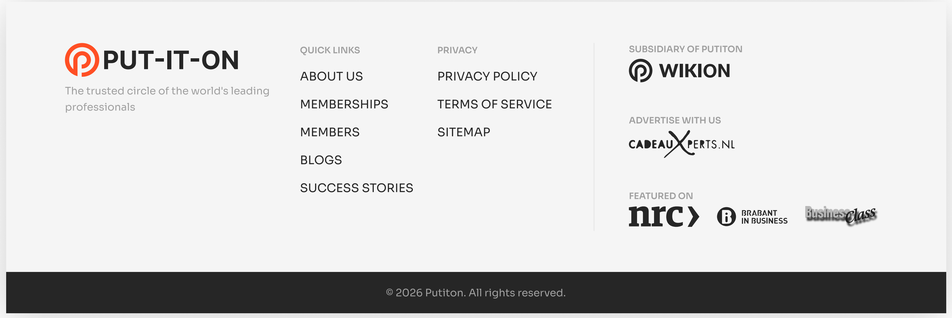
MEGA SEARCH



HERO SECTION



FOOTER



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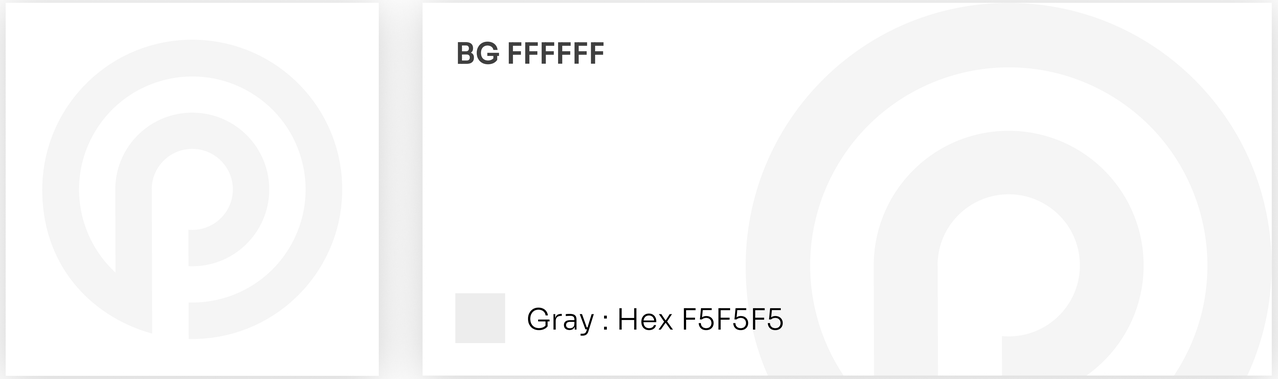
Background icon usage

The PUT-IT-ON logomark can be used as a background element to add subtle depth and brand presence within layouts.

Light background version
Background: #FFFFFF
Icon: #737373

Dark background version
Background: #404040
Icon: #525252





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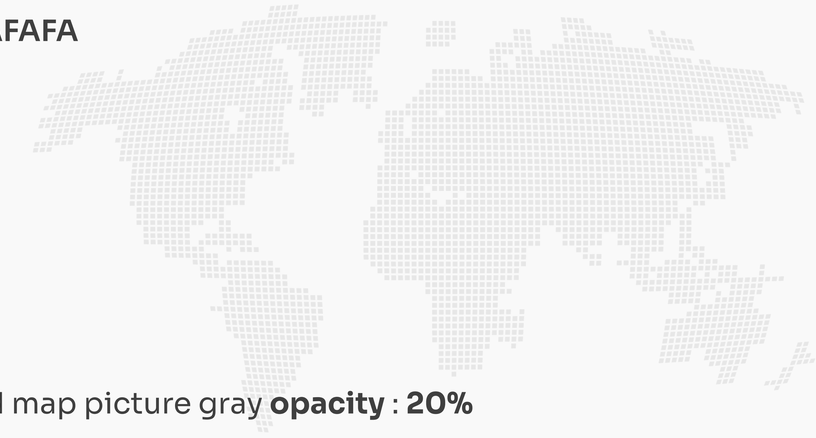
Background decoration

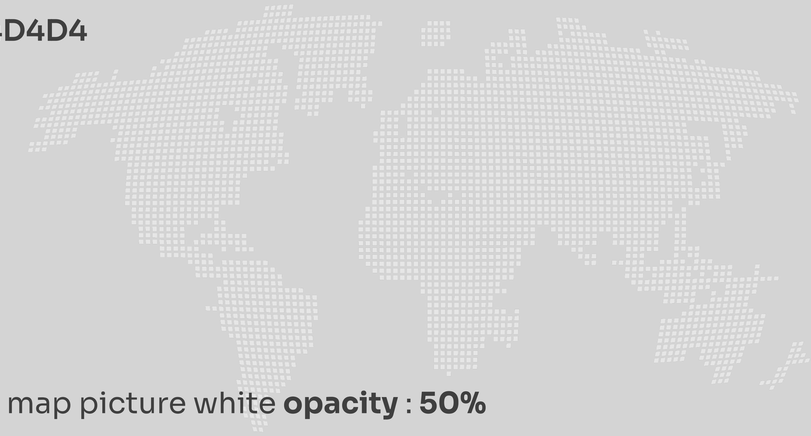
The world map is used as a background element to reflect the global nature of the PUT-IT-ON network.

BG FAFAFA



World map picture gray **opacity** : **20%**

BG D4D4D4



World map picture white **opacity** : **50%**

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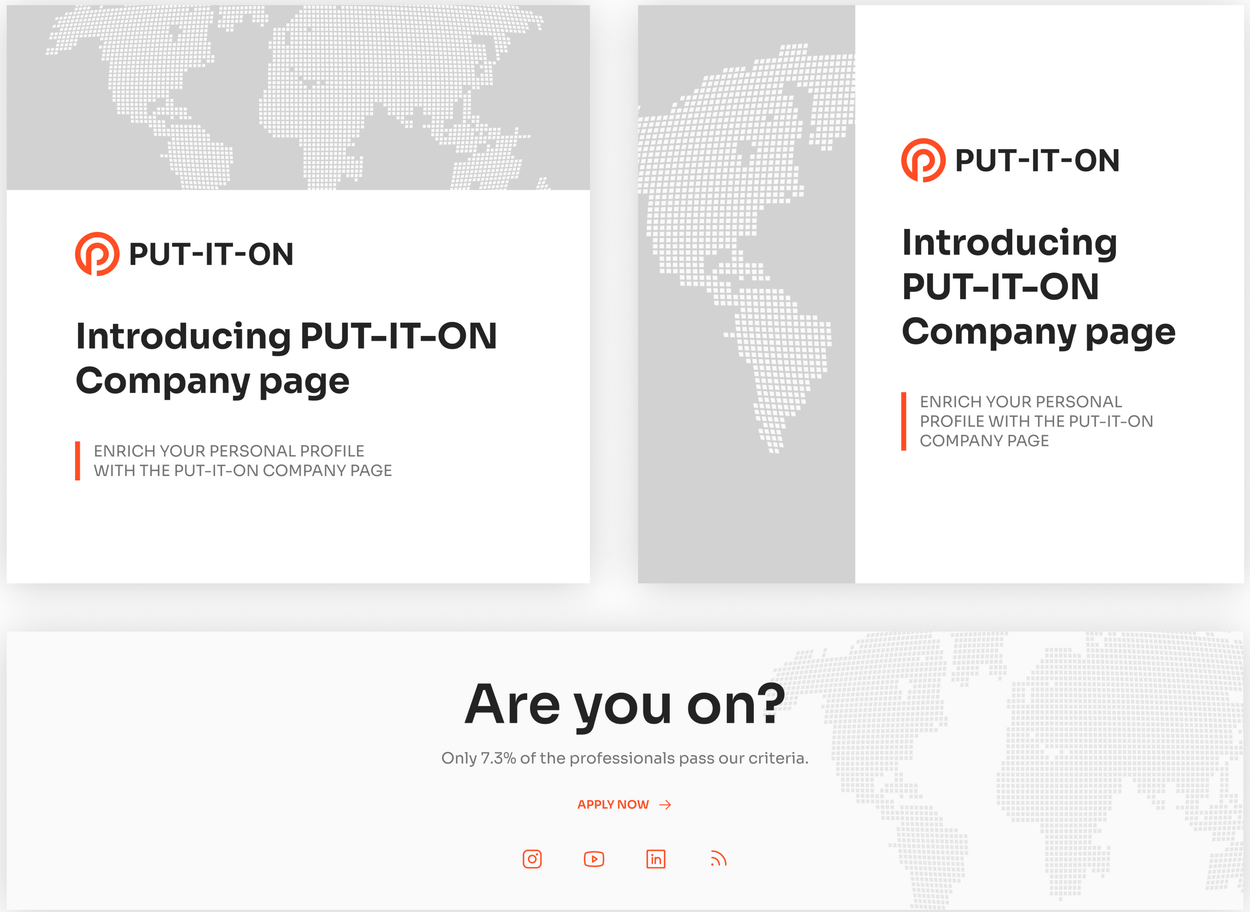
Element decoration

It is applied in a subtle and understated manner—serving as a visual context rather than a focal point. The map reinforces the idea of international presence, connection, and reach across regions.



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Layout assets

Layout assets in PUT-IT-ON are designed to support structure, clarity, and visual consistency across all brand applications.

These elements include lines, icons and background graphics—used to enhance composition without overpowering content. Each asset serves a functional purpose, helping guide attention, define hierarchy, and create a cohesive visual flow.

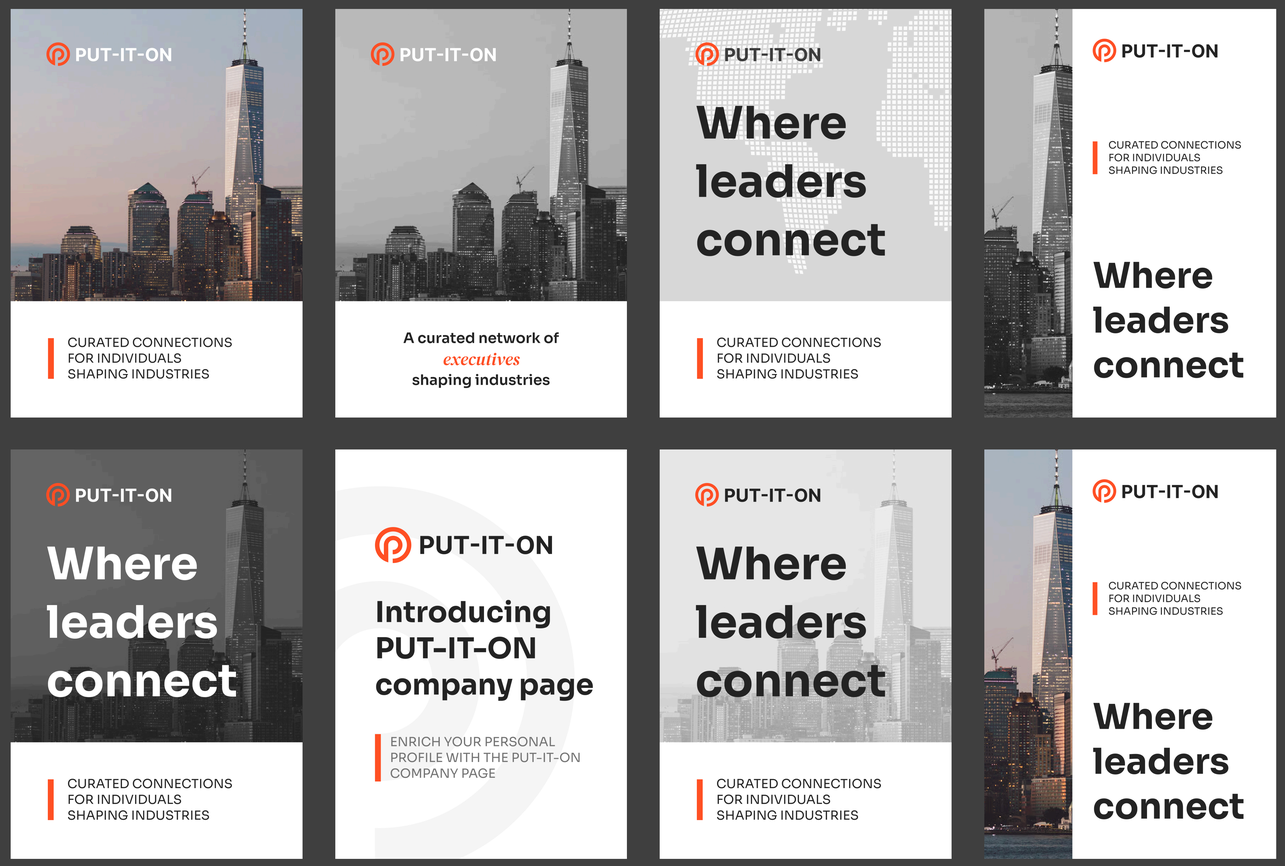

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Image layout

Image-focused layout
This layout prioritizes the image as the main element, with minimal or no additional graphics. It allows visuals to stand out without distraction and can be used with both color and black-and-white photography.









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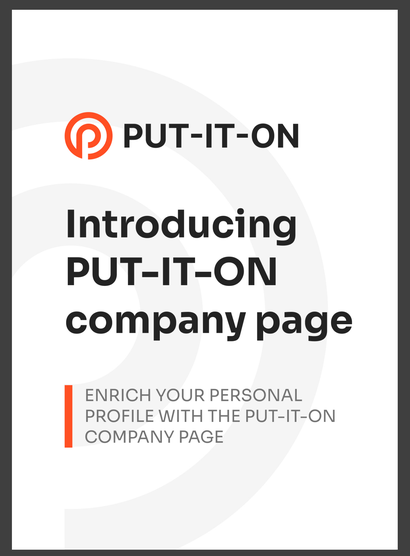
Text layout

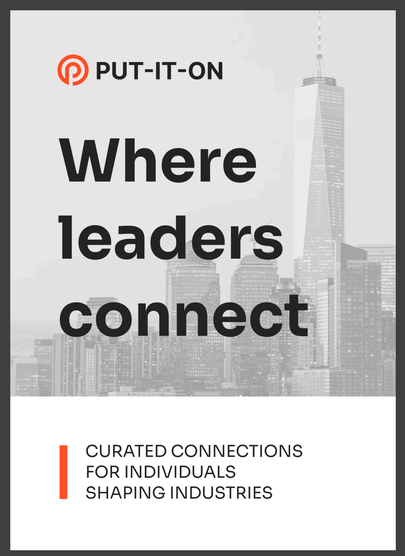
Graphic-enhanced layout
In this approach, brand assets such as the world map or icon background are introduced to support the composition.

Text-on-image layout
This layout uses imagery as a background to support typography. Images are typically adjusted into black or white tones, reducing visual noise and allowing headlines to stand out clearly.









PUT-IT-ON

Incorrect layout

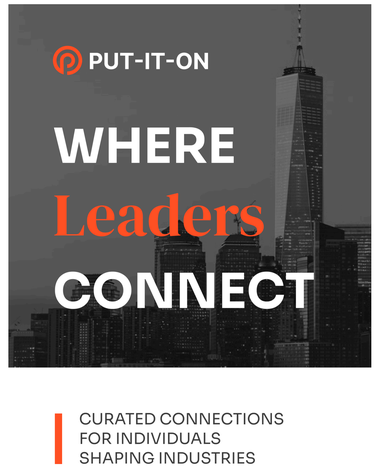
Avoid overusing black, as it creates a heavy tone that conflicts with the brand’s clarity.

Do not use excessive decorative typography, as it reduces consistency and readability.

Use orange sparingly—overuse can make the design feel less minimal and less refined.













Application apply

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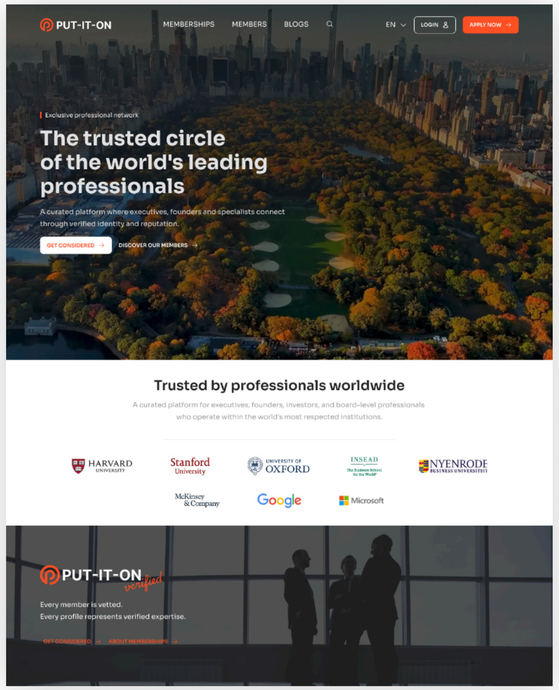
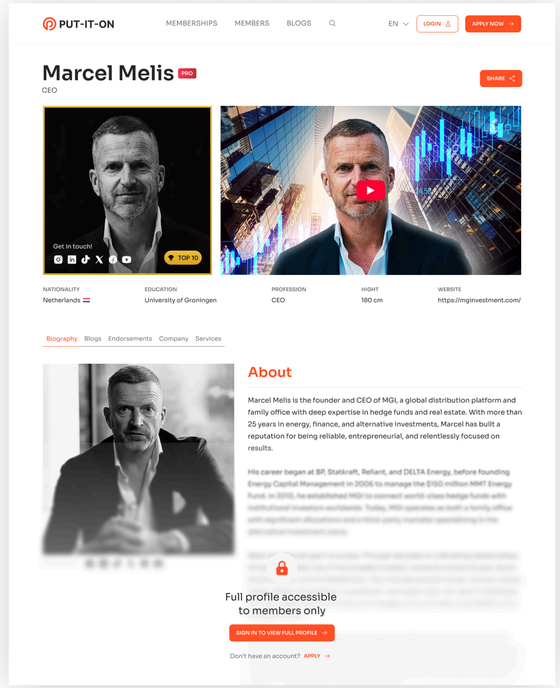
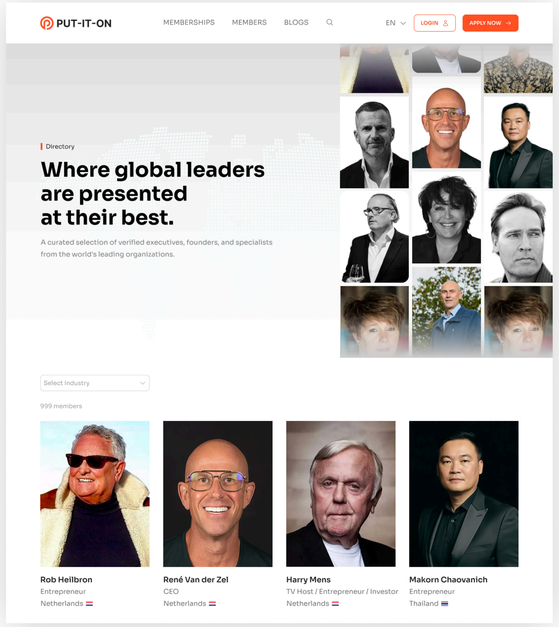
Platform - web

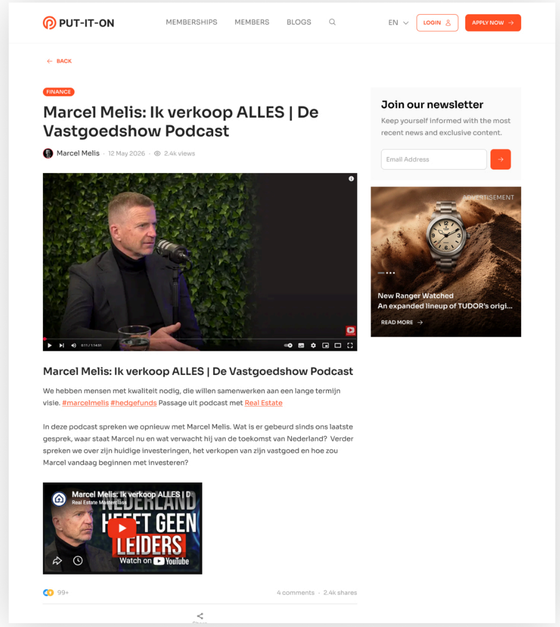
PUT-IT-ON platform is intentionally designed with minimal light themed & high quality images. Reduces noise and emphasising on what matters: the high quality content and our members.

Using mostly white, grey and accent colour orange the platform represents both classic business members as modern innovative entrepreneurs.







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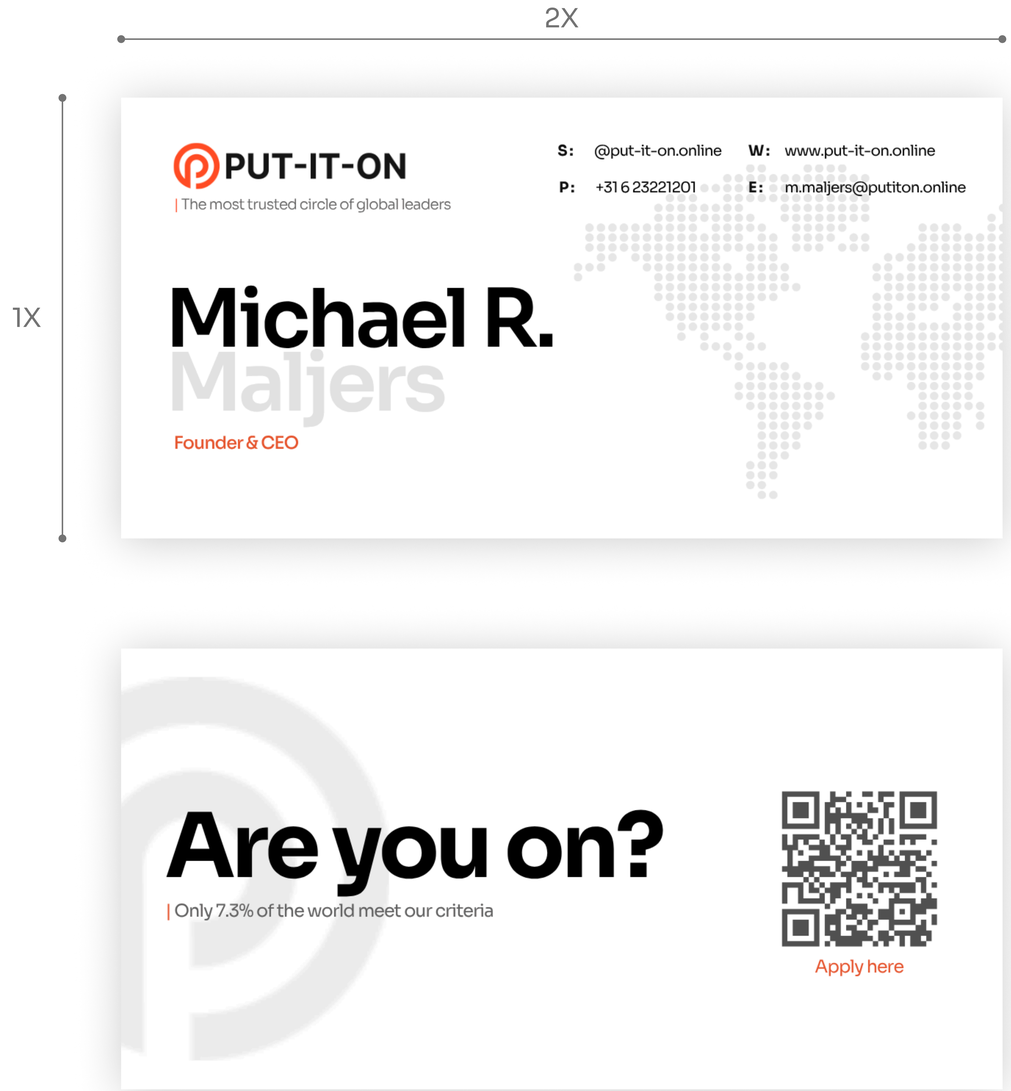
Business card

The PUT-IT-ON business card is designed as a refined representation of identity within the network—minimal, precise, and intentional.

The layout prioritizes clarity, featuring essential professional information in a structured hierarchy, supported by generous spacing and a restrained visual style. The design reflects the brand’s focus on trust, credibility, and high-level connections.



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Michael R. Maljers

Founder & CEO

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Email signature

The PUT-IT-ON email signature is designed to be minimal, professional, and consistent with the brand’s refined visual identity.

It focuses on clear hierarchy and essential information only, ensuring readability and a clean presentation across all devices and email clients.

Dear, Vincent Trienpont

Sorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam eu turpis molestie, dictum est a, mattis tellus. Sed dignissim, metus nec fringilla accumsan, risus sem sollicitudin lacus, ut interdum tellus elit sed risus. Maecenas eget condimentum velit, sit amet feugiat lectus. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos.

Kind regards,

Michael R.Maljers
Founder & CEO

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W www.put-it-on.online
P +31 6 23221201

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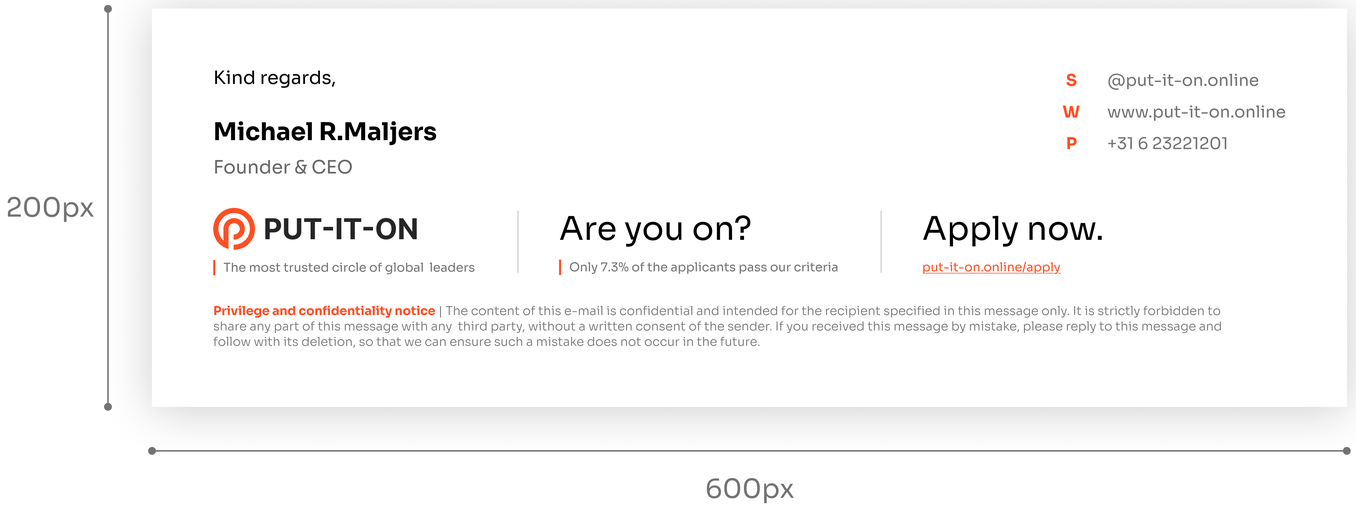
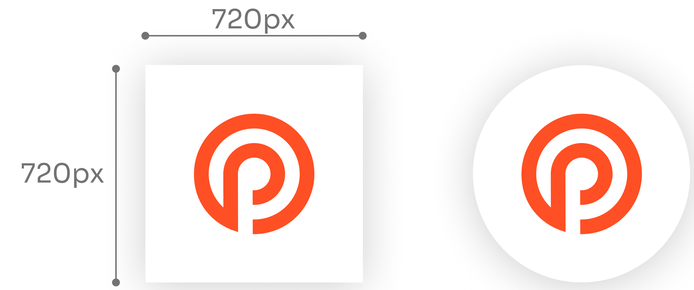


PUT-IT-ON

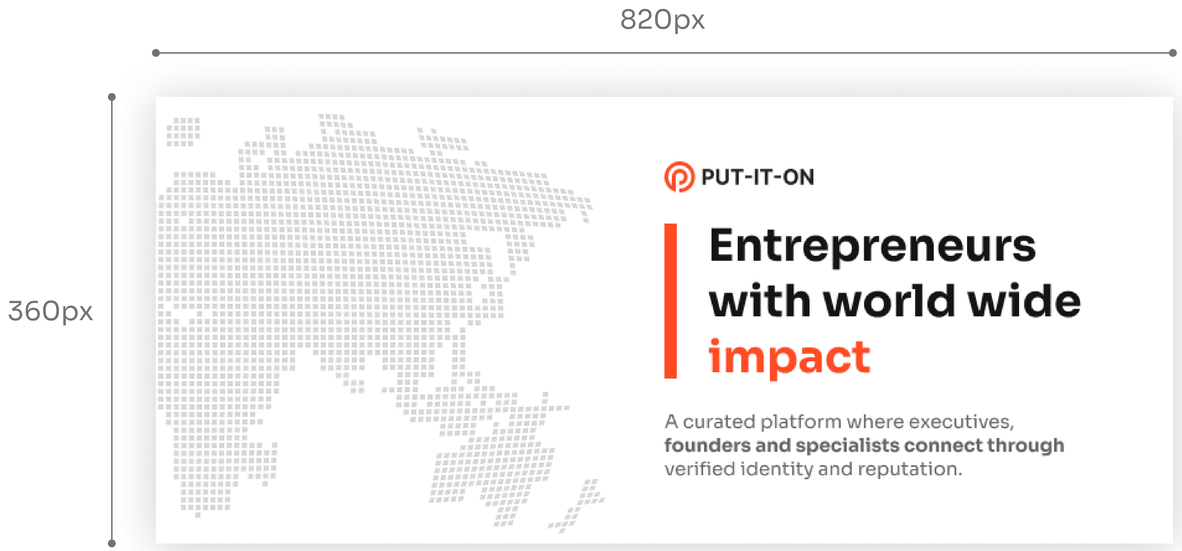
Facebook profile

Profile image
The profile image should use the PUT-IT-ON logomark for clear recognition at small sizes.

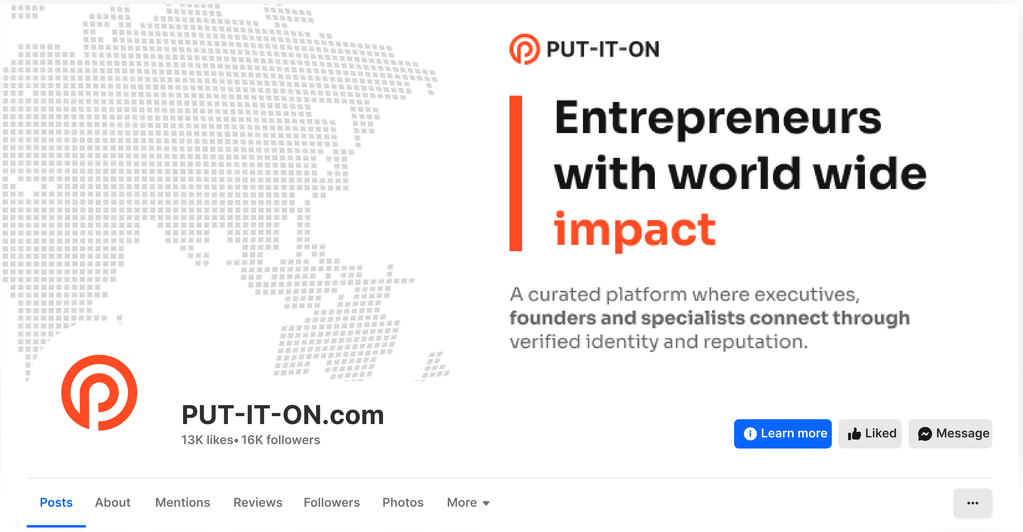
Cover image
The cover image should reflect the brand identity through clean design



Facebook profile



Facebook Cover



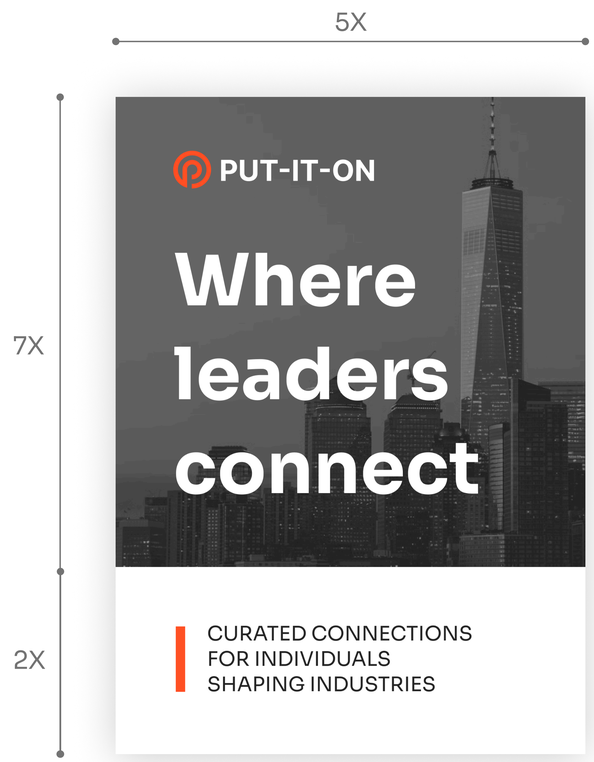
PUT-IT-ON

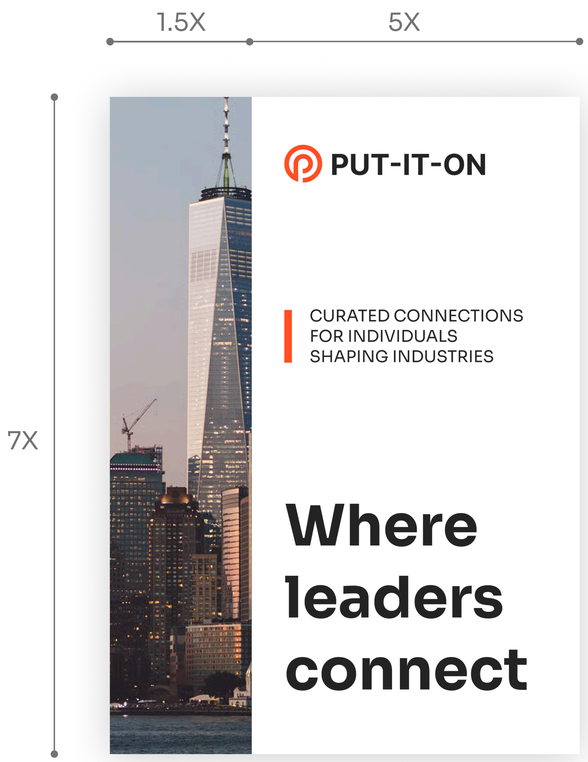
Billboard

The PUT-IT-ON billboard is designed for maximum clarity and impact with minimal elements.

It uses bold, concise messaging paired with strong negative space to ensure immediate readability from a distance. The layout is intentionally simple, allowing the core idea to be understood within seconds.

Typography is large, confident, and restrained, supported by a clean visual system that reflects the brand’s premium and selective nature.





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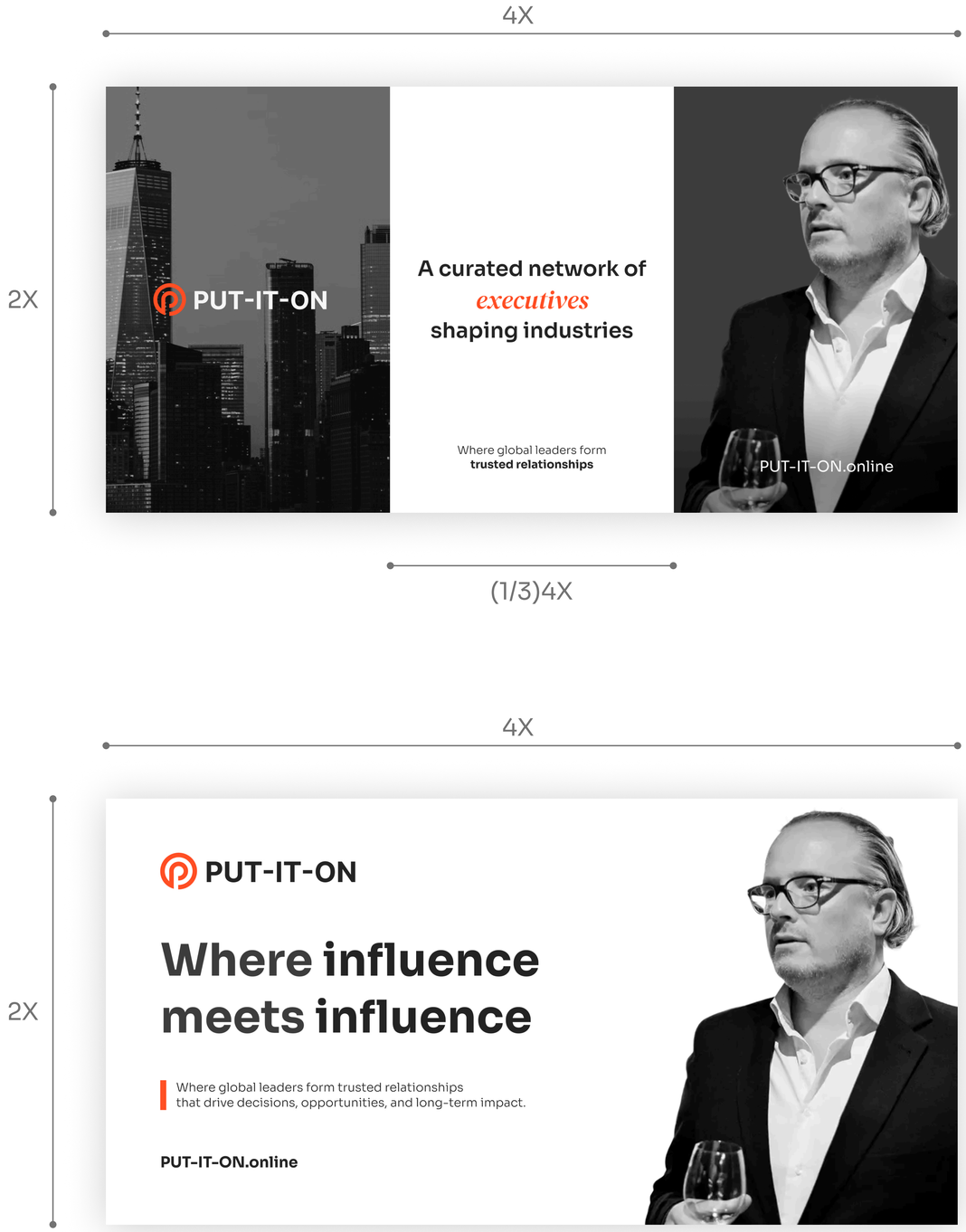


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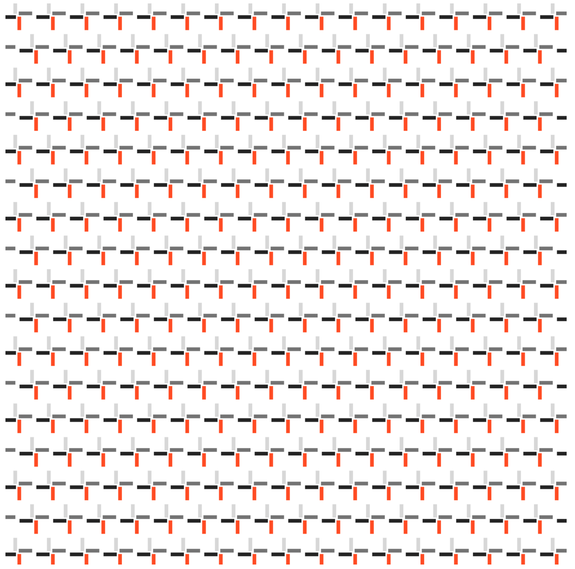
Pattern

Logomark pattern
Derived from the circular logo, this pattern uses the brand's core symbol as a repeating visual element. It is applied in a restrained, low-contrast.

Line pattern
Inspired by the windmills of the Netherlands—symbolizing movement, alignment, and a system where individual parts work together as one.

This pattern represents the coming together of individuals within the network.

ICON PATTERN



LINE PATTERN

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Umbrella

The PUT-IT-ON umbrella is designed as a functional extension of the brand—combining practicality with a refined and understated identity.

The overall design remains minimal, featuring a clean silhouette and neutral color base to align with the brand’s visual language. Branding is applied with restraint, typically through a small logo placement or subtle detailing.



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Pin

The PUT-IT-ON pin icon is a small but meaningful expression of identity within the network.

Designed using the circular logomark, it serves as a subtle symbol of belonging—representing connection, trust, and shared standards among members.

Its form is minimal and refined, allowing it to be worn or applied across different contexts without feeling excessive. Despite its size, it carries strong symbolic value—recognizable to those within the circle while remaining understated to others.



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Polo shirt

The PUT-IT-ON member polo shirt is designed to balance professionalism with subtle identity—clean, refined, and quietly distinctive.

This approach ensures the polo maintains a polished and professional appearance, while quietly reinforcing the identity of a curated and trusted circle.

Concept for our upcoming collaboration with fashion brand: A fish Named Fred



PUT-IT-ON

Blazer uniform

The PUT-IT-ON blazer is designed for distinguished guests and high-level business engagements—elevated, refined, and intentionally understated.

The result is a garment that feels personal, elevated, and symbolic—designed not just to be worn, but to be recognized by those who understand.

Concept for our upcoming collaboration with fashion brand: A fish Named Fred





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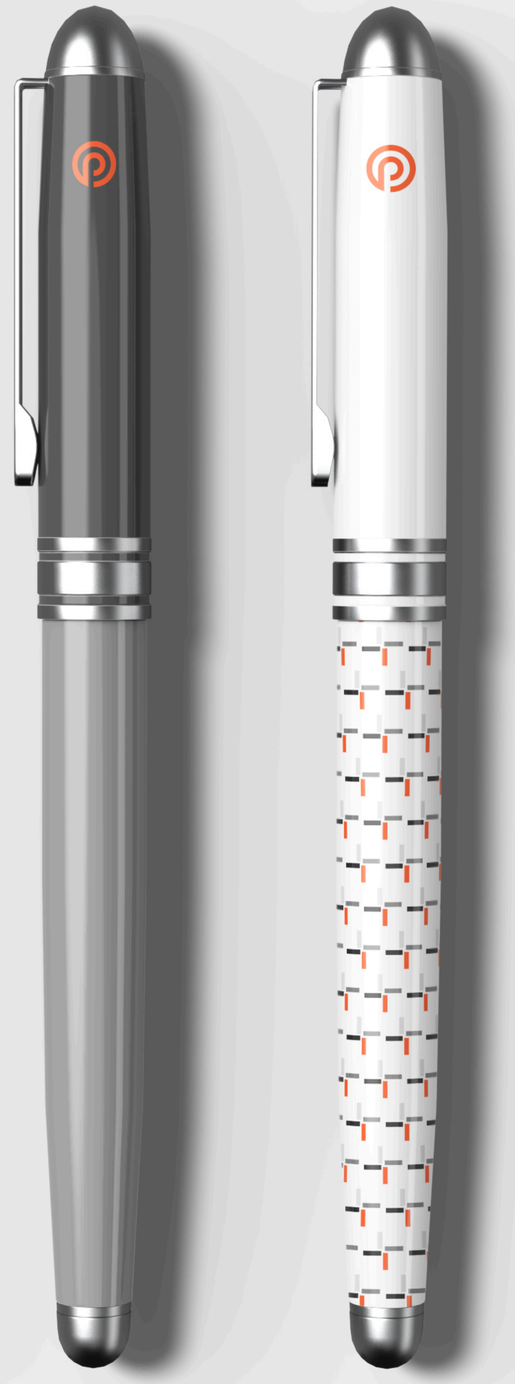
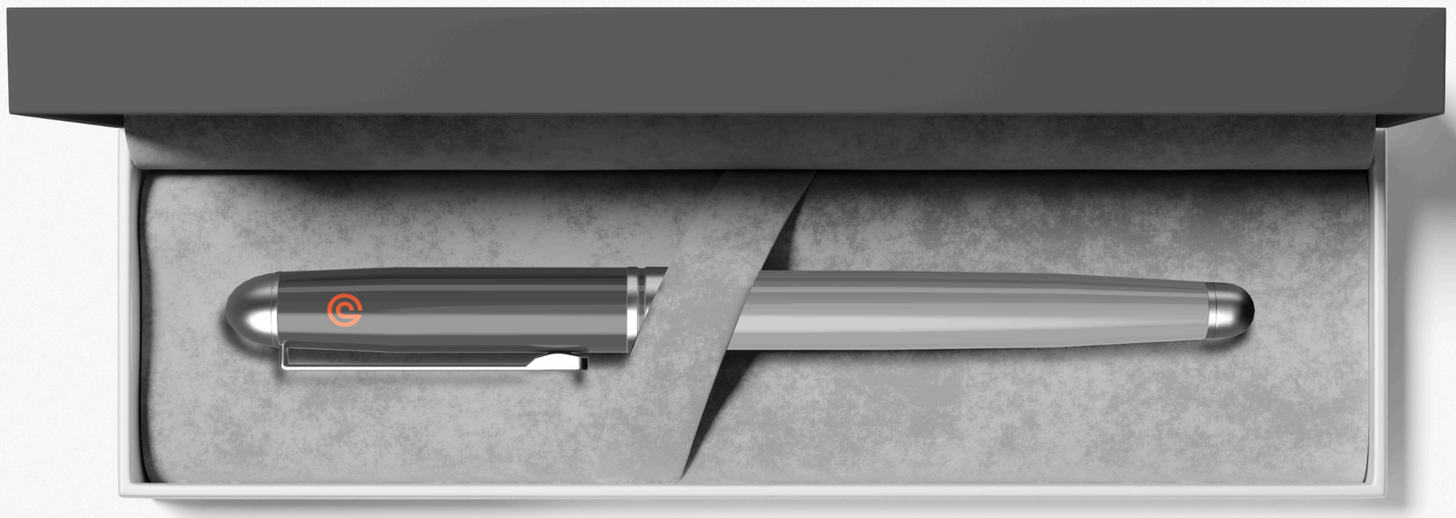
Pen

Solid version
A clean, minimal design using the brand’s grey tone—offering a professional and understated look suitable for everyday use.

Pattern version
Incorporates a subtle brand pattern, adding a layer of identity while maintaining a restrained and premium appearance.

Both versions are designed to feel balanced and intentional—ensuring consistency with the overall brand aesthetic.





Michael R. Maljers

Founder & CEO PUT-IT-ON

" Let's write history together "

Collaboration

PUT-IT-ON x CadeauXperts

PUT-IT-ON

Partnership

About the partnership
We Do Dev Work (WDDW) is the official technology and product development partner of PUT-IT-ON as of 2026. In this role, WDDW is responsible for shaping and building the platform’s digital infrastructure, ensuring it meets the standards of a premium, high-trust global network.

About We Do Dev Work
We Do Dev Work is a Bangkok-based digital product development agency building scalable, high-impact platforms for entrepreneurs and organizations.

Led by Vincent Trienpont (Founder & CEO) and Kitar Chanwan (COO), WDDW combines international perspective with strong technical expertise to deliver products designed for long-term value.

WE DO DEV WORK

PUT-IT-ON BRAND BOOK 2026