

white rabbit

FORMERLY FEVE

Glass Packaging Europe.

Brand identity and website, ahead of the 50th anniversary.

The brief.

Following your members' endorsement of the new name, **Glass Packaging Europe**, the Federation is commissioning the next phase of its repositioning: a renewed **visual and verbal identity** and a **refreshed website**.

Two workstreams, delivered in parallel and building on the positioning already agreed, for a single launch on 1 December 2026.

2 parts

the two workstreams, in parallel

1 Dec 2026

brand and website, launched together

2027

the Federation's 50th anniversary

How we reach 1 December.

A two track method that keeps both workstreams aligned.

3

01

Discovery and alignment

An opening session with your team, an audit of the current brand, website and content, and agreement on priorities, messaging pillars and success criteria.

02

Identity

Verbal identity first (messaging, tone, boilerplate), then the visual system: logo, guidelines and templates.

03

Website

Information architecture, user experience and wireframes signed off by 10 September, followed by design, CMS build, content migration and redirects from feve.org.

04

Launch and handover

Board pack on 10 October, validation on 22 October, then final assets, accessibility and quality assurance, and go live on 1 December, with all editable source files transferred to you.

Positioning and identity.

VISUAL IDENTITY

- **Logo and icon system**, all the variants you need across digital and print: favicon, social banners, plus a logo animation.
- **Identity toolkit**, brand guidelines covering colour, typography, iconography and imagery.
- **Image style and art direction**, a moodboard and imagery direction tied to your messaging.
- **Template suite**: PowerPoint master, Word letterhead and email signature.
- **Brand architecture**: how the new identity relates to Friends of Glass and Close the Glass Loop.

VERBAL AND TEXTUAL IDENTITY

- **Tagline and descriptor** to carry the new name.
- **Messaging framework**: your value proposition and proof points, tied to your strategic priorities.
- **Tone of voice**, with practical guidance and examples.
- **Editorial style guide**: spelling convention, glossary, hashtags, and a do and don't word list.
- **Boilerplate copy**: short, medium and long descriptions for reuse across channels.
- **Launch roadmap**, a one page plan for sequencing the roll out.

Website restructure and migration.

A simplified feve.org, with a sharper value proposition and the new identity applied.
English only, accessible, and live at launch.

STRUCTURE AND EXPERIENCE

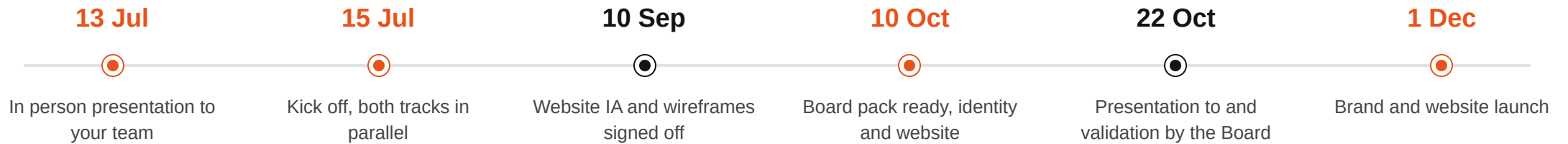
- **Information architecture and wireframes** on a simpler, clearer structure.
- **UX and key user paths** aligned to your stakeholders and priorities.
- **Design** applying the new visual identity.
- **Modern, responsive experience:** mobile first, with subtle motion and parallax for a contemporary feel.
- **Content advisory:** what stays, what goes, structure, length and format. You own and supply all content.

TECHNICAL AND MIGRATION

- **CMS implementation**, WordPress or comparable, easy for your team to edit.
- **Content migration** from the current site.
- **New domain set up**, with 301 redirects and SEO carry over from feve.org.
- **Accessibility** to WCAG 2.1 AA, plus basic SEO.
- **Launch support:** the site goes live with the brand. Optional hosting and maintenance from 2027, quoted separately.

One timeline, two tracks.

Brand identity and website proceed in parallel, on two independent tracks.



Comparable work.

EU federations and institutional clients we have supported with strategy, naming, identity and websites.

CAOBISCO

Chocolate, Biscuit and Confectionery Industries of Europe

New visual identity, logo redesign and **website**. A full rebrand for an EU food sector federation.

→ [view case](#)

CIUS

Committee of European Sugar Users

New visual identity and **website** for #EUSugarUsers, a logo system rooted in the molecular structure of sucrose.

→ [view case](#)

FERMA

Federation of European Risk Management Associations

Ongoing creative direction. Mother/Sister brand architecture and full visual identity.

→ [view case](#)

7

FERMA Forum 50

The 50th anniversary edition

Creative direction for FERMA's **50th anniversary** forum, end to end from event identity to social rollout. Directly relevant to your own 50th in 2027.

→ [view case](#)

PHILEA

Philanthropy Europe Association

Brand and communication support across a fragmented stakeholder landscape.

→ [view case](#)

TIE

Toy Industries of Europe

Naming, visual identity and stop motion animation for the Toy Safety Tips campaign.

→ [view case](#)

Your team.

A senior team leading the work directly, from kick off through to launch.



Alberto Maccari

Founder and Creative Director

20+ years in brand design and international advertising across Milan, London, Düsseldorf, Munich and Brussels, at TBWA, Havas, J. Walter Thompson and Isobar Dentsu Aegis. Specialised in brand identity and art direction, with a passion for innovation and automation.

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Lucie Basset

EU Client Strategy Director

15 years in strategic communications, project and account management, web and graphic design, and community building across the EU bubble and the tech industry. Previously 10 years at the European Climate Foundation, building its corporate communications function, and 2 years at NationBuilder.

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8

The two of us lead directly, backed by White Rabbit's in house studio: brand and motion design, plus a dedicated web team for WordPress development and front end build. Capacity is assured across both workstreams.

Estimation.

A fixed fee per workstream, within your indicative budget, itemised for full transparency.

Part 1: Brand identity

| | |
|------------------------------------|----------------|
| Discovery and verbal identity | €3,420 |
| Logo and visual system | €5,700 |
| Brand guidelines and art direction | €3,800 |
| Templates and launch roadmap | €2,280 |
| Subtotal | €15,200 |

Part 2: Website

| | |
|--------------------|----------------|
| Design and UI | €6,650 |
| Development | €13,300 |
| Content migration | €6,650 |
| Testing and launch | €2,850 |
| Subtotal | €29,450 |

Total fixed fee **€44,650** excl. VAT

Launch support: the site goes live with the brand. Optional hosting and maintenance from 2027, quoted separately.

Brand launch film.

An optional workstream, evaluated separately: a short launch film for the new brand.

VIDEO OPENER

New brand identity

A short film on the refresh: the journey, the why, and how the new brand identity and website come together.

€5,320 · 45"/1:00 edit

SECRETARY GENERAL INTERVIEW

In their own words

A filmed interview with your Secretary General on the vision behind the new positioning.

€2,850 · 45"/1:00 edit

Delivered as two separate edits plus one intercut version combining both, aligned with the 1 December launch.

Let's make some magic.

Glass Packaging Europe is repositioning a long established federation while preserving the substance of its mission: a new name, a clearer identity and a stronger website. This is precisely the work we do best, and we would welcome the opportunity to present it in person.

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Alberto Maccari, Founder and Creative Director

