

HATCH



HI THERE, I'M MARCO, NICE YOU SEE MY PORTFOLIO.

I work under the name of Hatch. There is always an idea.

I'm glad to help shape the idea. I am a team player, multidisciplinary, have an eye for detail, always go the extra mile, love a challenge, always start with the 'why' question and am not afraid to take a small risk.

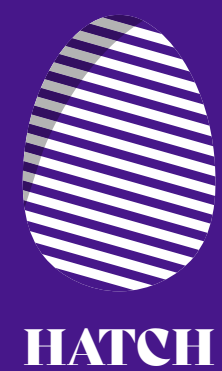
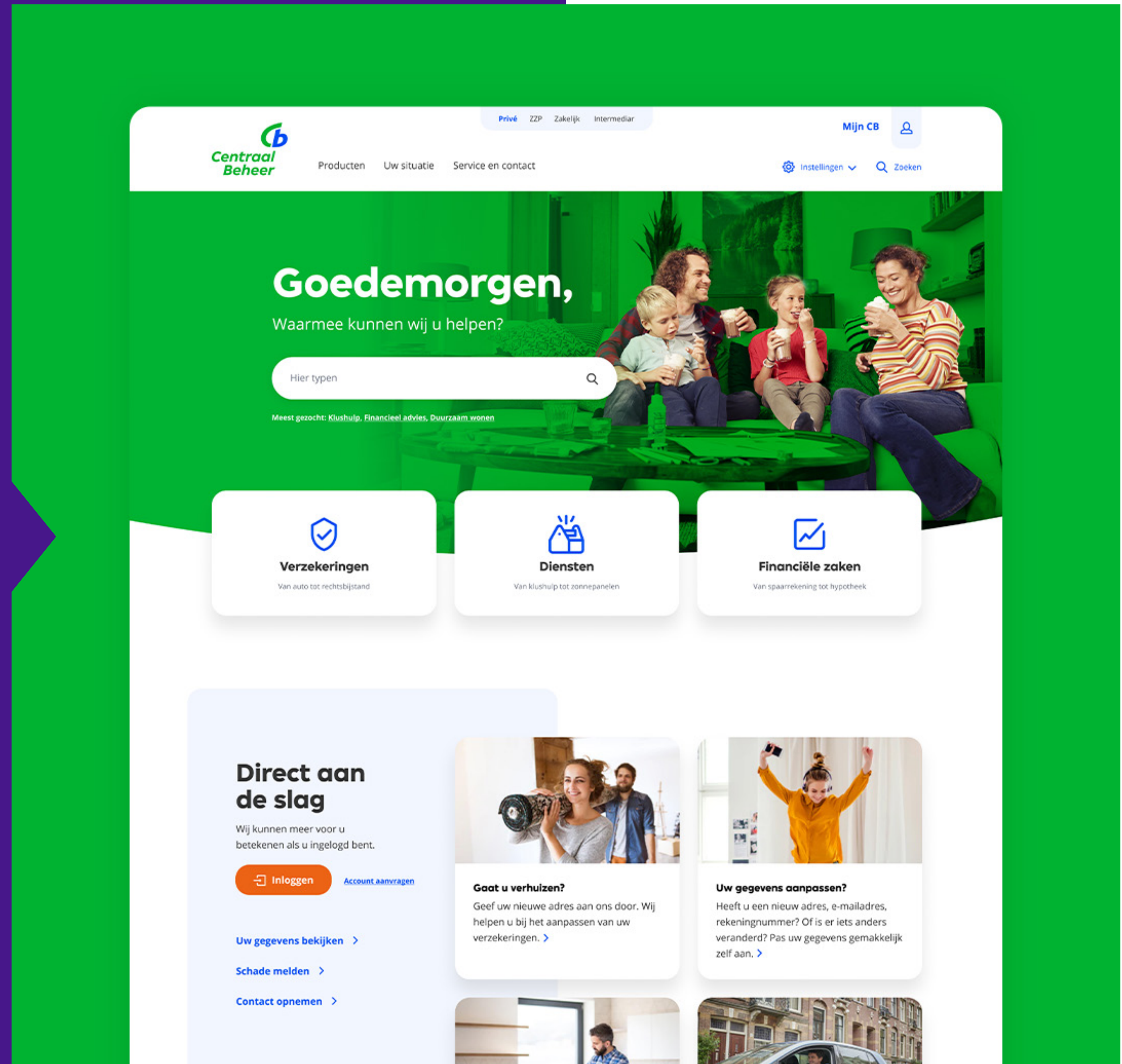


MORE ABOUT
[HATCH.CO.NL](https://hatch.co.nl)

/// DESIGN

CENTRAAL BEHEER NEW HOMEPAGE PROPOSAL

The proposal for the new homepage including the underlying navigation pattern of Centraal Beheer, whereby customers and prospects are treated equally. The highest goal, to see who the user is and to quickly give them an entrance to the place where they can fulfill their needs.



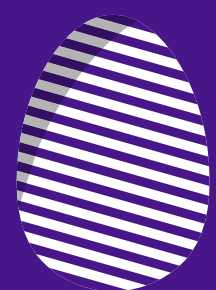
SEE COMPLETE PROJECT
BEHANCE.NET/MARCODEKORT

/// CONCEPT & DESIGN

CITY DOCK VISUAL IDENTITY

The Almere City FC stadium branded as an event location. A brand with the characteristics of the city of Almere.

A visual identity that created in addition to ACFC. What can operate independently, fits well in the stadium and is close to the core values of Almere City FC: young, ambitious and stubborn.



HATCH

SEE COMPLETE PROJECT
[BEHANCE.NET/MARCODEKORT](https://www.behance.net/marcodekort)



CITY DOCK

events &
inspiration
centre

Powered by

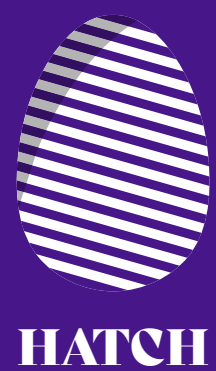


FULL LOGO

/// CONCEPT & DESIGN

BJÖRN BORG FOOTWEAR CAMPAIGN

A 360-degree campaign to introduce the new Björn Borg Footwear Collection. Consumers will be tempted off- and online through appealing and exciting forms of advertising and promotions. Based on the concept 'My Game, Your Style'. A concept where in this campaign, but also in upcoming campaigns, upcoming stars bring the key message.



SEE COMPLETE PROJECT
[BEHANCE.NET/MARCODEKORT](https://www.behance.net/marcodekort)

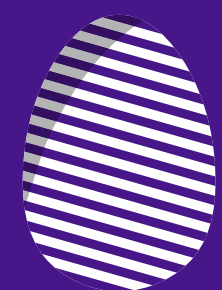
/// CONCEPT & DESIGN

YOUARE BRANDING

Airtracks in all shapes and sizes. For kids and teens to play with. But also for athletes who want to train in a safe way.

YouAre has developed their own airtrack in recent years and is starting to make a name for itself as a starting brand. It was high time for a professionalization campaign.

The mental and visual brand are documented and direction is given through a concept for brand activation.



HATCH

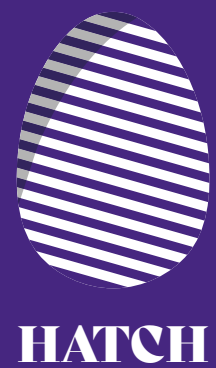
SEE COMPLETE PROJECT
[BEHANCE.NET/MARCODEKORT](https://www.behance.net/marcodekort)



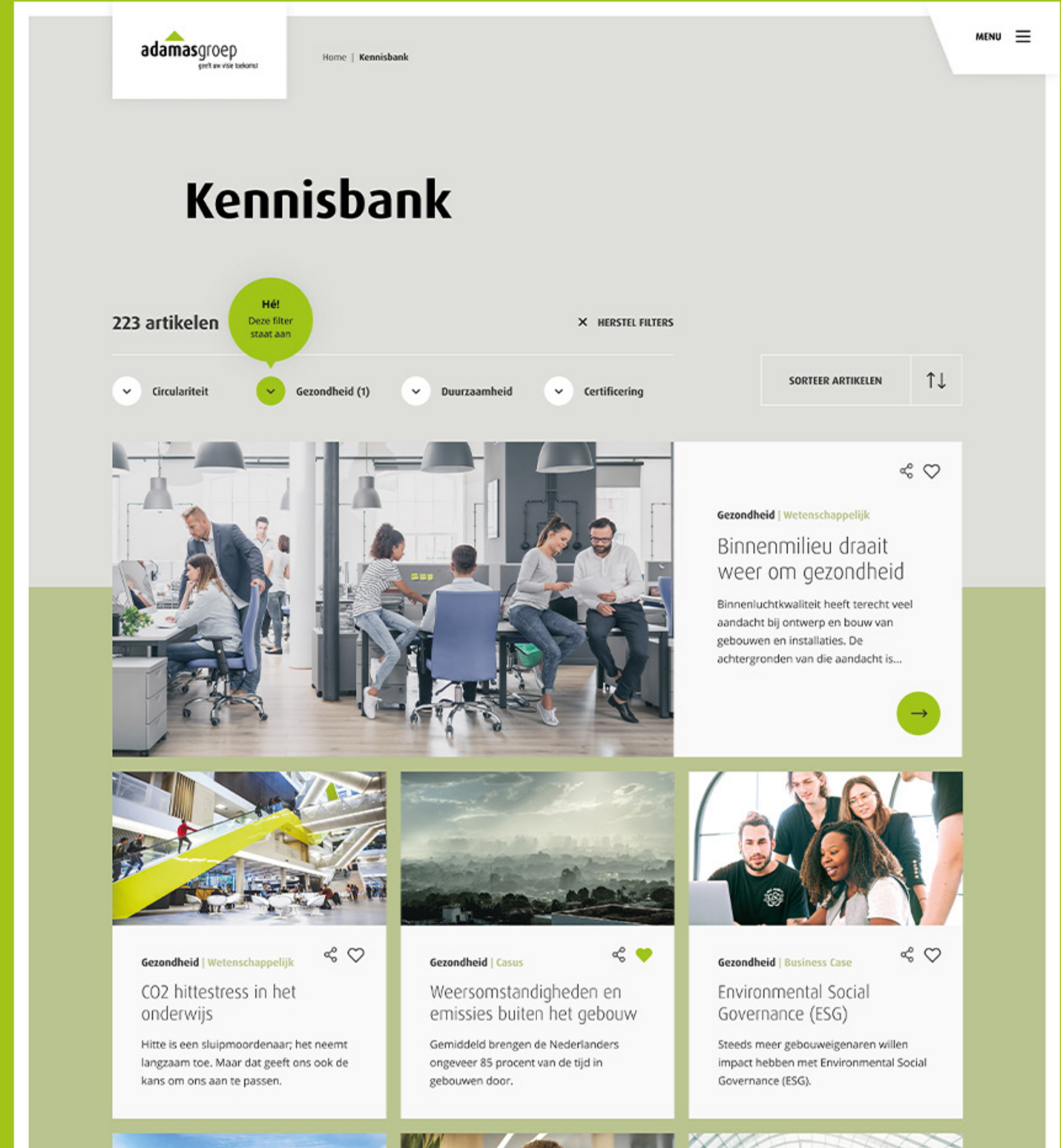
/// DESIGN

ADAMAS GROEP KNOWLEDGE BASE

The Adamas Group is the knowledge expert and therefore the sparring partner in the field of circular, sustainable and healthy construction. The vision is to help the potential customer by sharing knowledge, with the services / projects subtly interwoven. The result is a high branded and very user-friendly knowledge base.



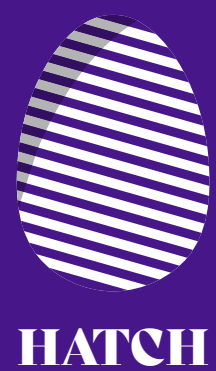
SEE COMPLETE PROJECT
BEHANCE.NET/MARCODEKORT



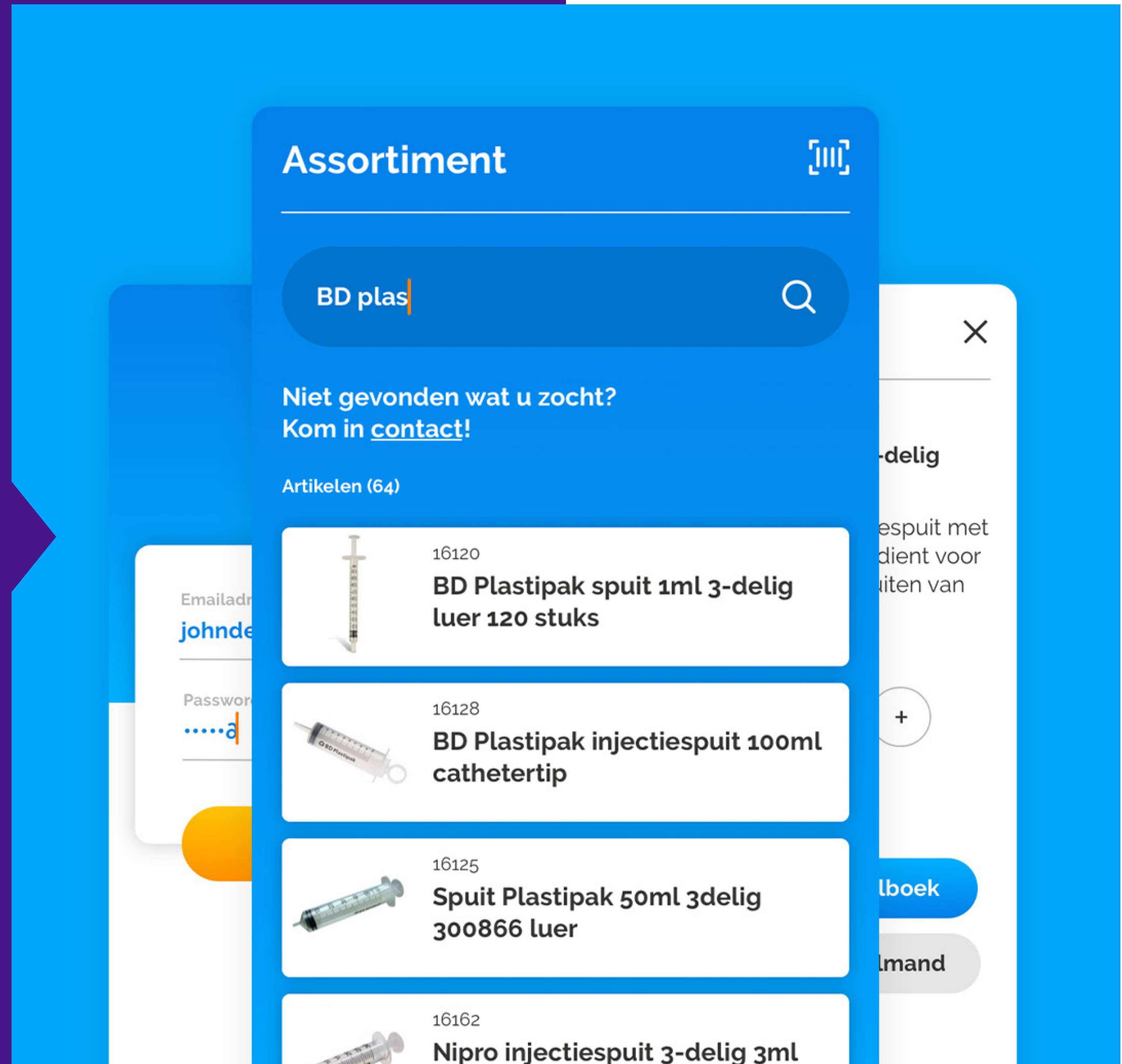
/// DESIGN

DAXTRIO STOCK MANAGEMENT APP

An app that makes stock management of medical items and ordering stock much easier. The app is connected to the order system, so that the customer has quick insight into what has gone out, but also has to go back in. The customer did not want to automate this, but did want to have manual control over it.



SEE COMPLETE PROJECT
BEHANCE.NET/MARCODEKORT

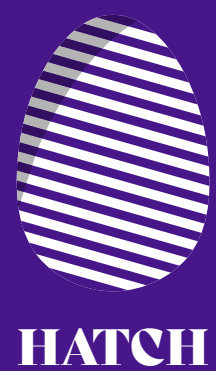
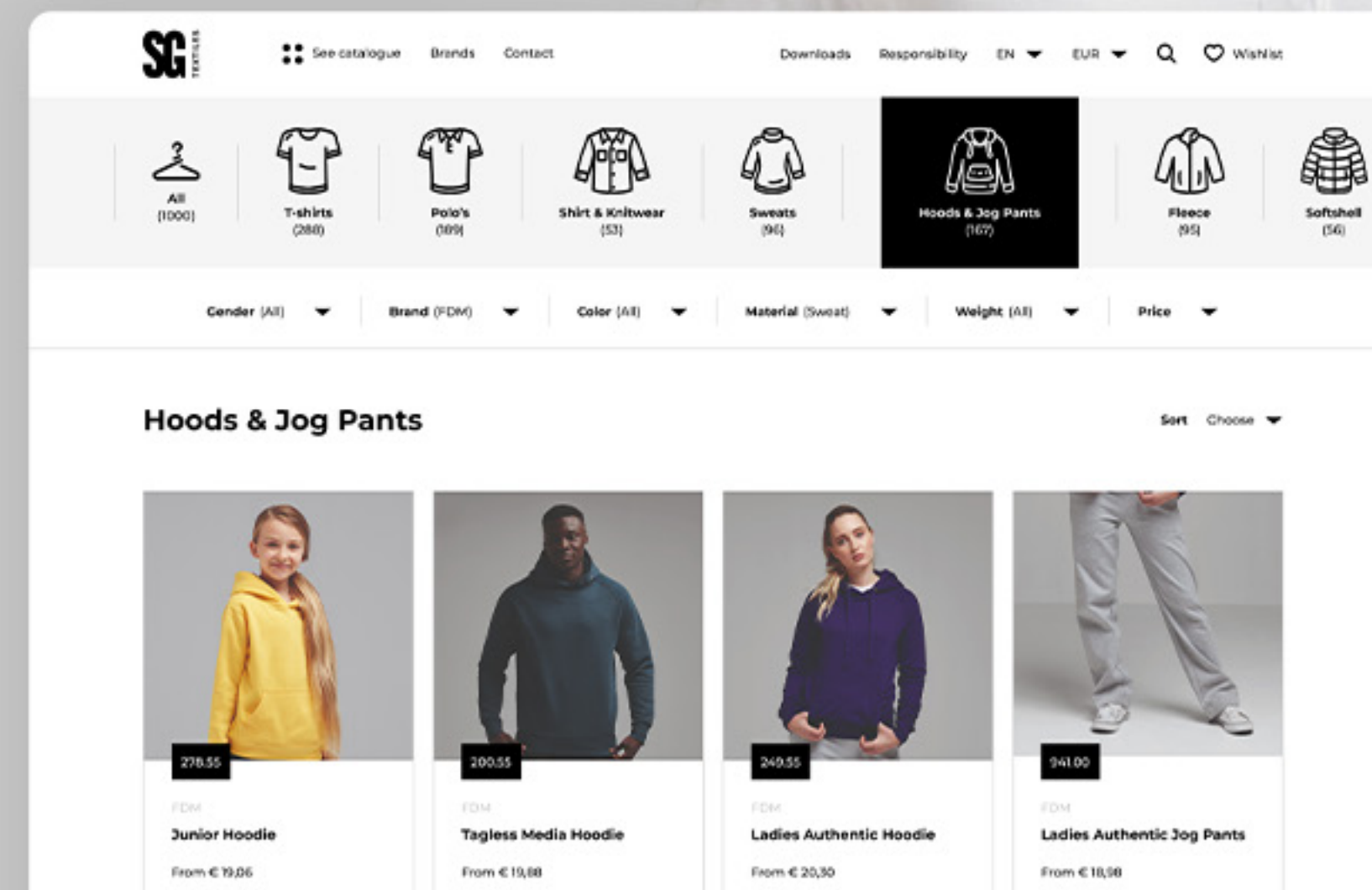
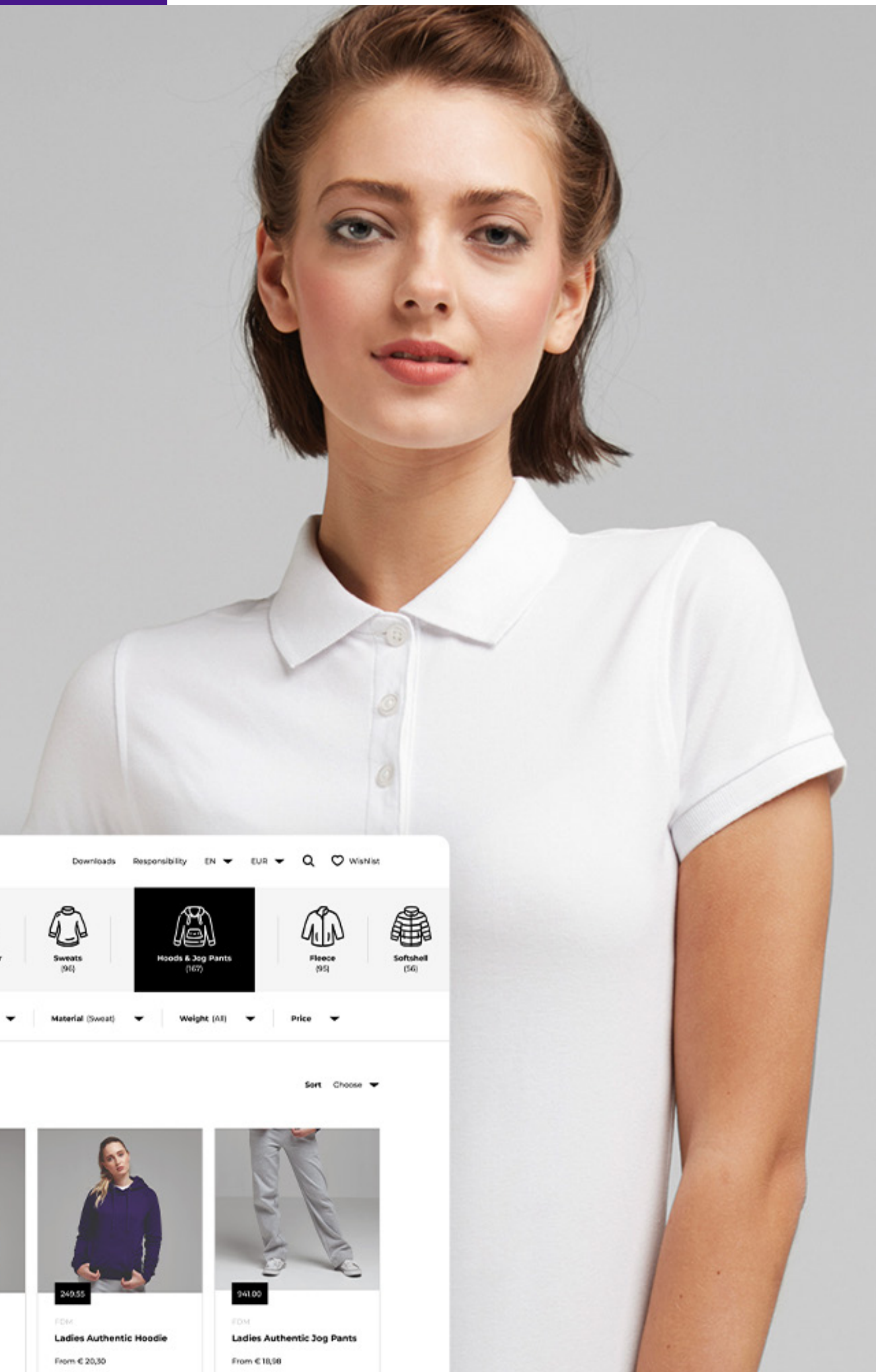


/// CONCEPT & DESIGN

SG TEXTILES VISUAL IDENTITY

SG Textiles is a bundle of 5 own brands of the parent organization Falk & Ross. The parent organization would like to give more attention to its own brands. Within their current catalog, their brands are intertwined with more than 50 other brands. The brands come together within the new digital catalog of SG Textiles.

SG TEXTILES



SEE COMPLETE PROJECT
[BEHANCE.NET/MARCODEKORT](https://www.behance.net/marcodekort)

/// CONCEPT & DESIGN

ZEM NAMING & VISUAL IDENTITY

ZEM is the brand name that was devised for health insurance especially for European flexmigrants. The parent organization 'Zorg en Zekerheid' has deliberately chosen to position this insurance separately. In addition to the brand name, a complete visual identity has been developed.



SEE COMPLETE PROJECT
BEHANCE.NET/MARCODEKORT

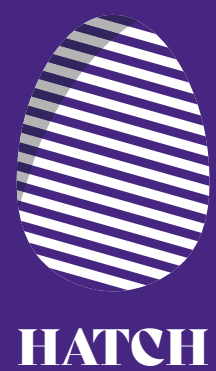


HATCH

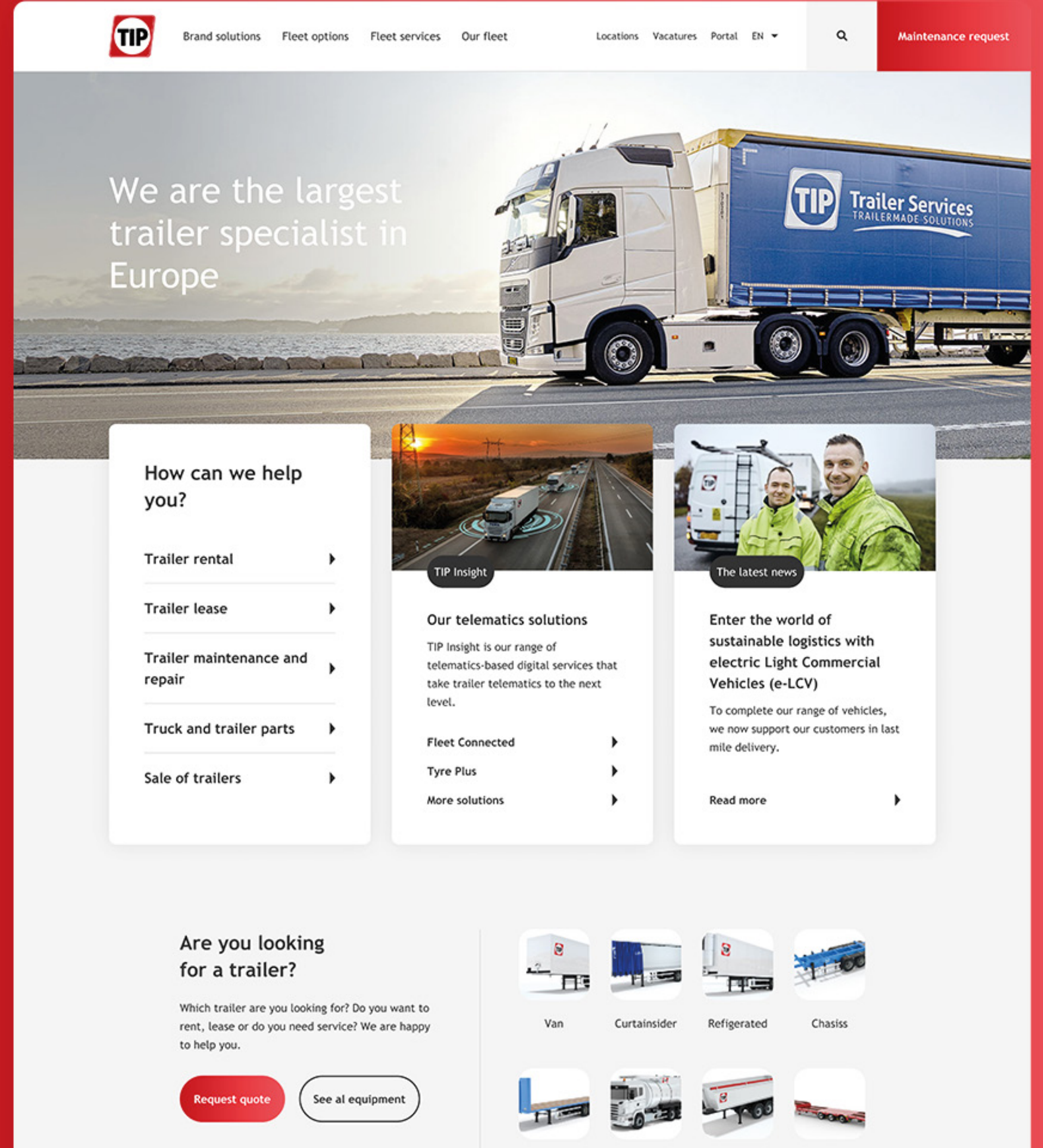
/// DESIGN

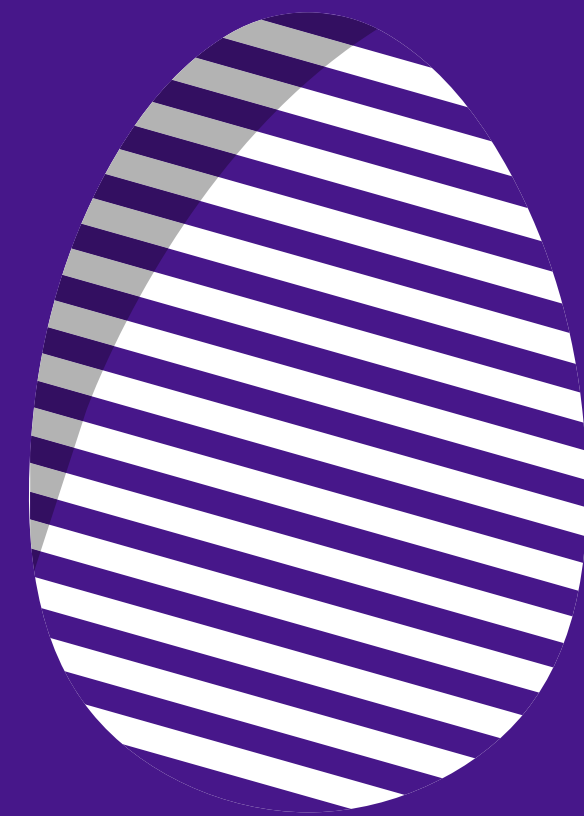
TIP PLATFORM

TIP is the largest trailer specialist in Europe. TIP rents, leases and sells (used) trailers. A platform has been developed that contains unique content in 17 countries. With this platform, TIP has moved from a traditional sales organization to a more digital sales organization.



SEE COMPLETE PROJECT
BEHANCE.NET/MARCODEKORT





HATCH