

# Trollbäck + Company

## About:

Trollback and Company is an all-inclusive Emmy **award winning design firm** with offices in New York and Los Angeles. They are known throughout the television and design industries for their **high-contrast graphics** and clean, spare text animation for the big and small screen. A small staff of 20 comprises 8 nationalities in their Manhattan headquarters. Designers are assigned to projects based on their individual interests, rather than on seniority, allowing everyone to work across disciplines and develop multiple talents. An abbreviated client list would include Nike, HBO, AMC, and Court TV.

Founder and current creative director, Jakob Trollback believes that the relationship between director and designer is key: "The talent and trust of both people is what it comes down to. The director has to believe the designer is talented enough to let them get on with it. And both need to believe that the title **design can encapsulate the movie.**"

## "Diversification is what keeps any creative endeavor alive"

Trollback and Co's philosophy has always been "cultivate your curiosity. They never intended to be just the "motion-graphics guys". While acknowledging their Hollywood chops, they strive for a broader spectrum to keep the work exciting. For this reason, Trollback has also been charged with jobs ranging from the design of workspaces and lobbies to magazine identity, although the firm does not particularly specialize in the area.

## Cases:

MetLife

