



Steve Edge  
Creative Director & Founder

## STEVE EDGE

### REDISCOVERING THE IMPORTANCE OF STORYTELLING IN BRAND DESIGN

Last spring, as part of the IE NextGen program's Business of Design lecture series, IE University hosted Steve Edge, the founder and creative force behind global branding agency Steve Edge Design. The London-based studio, which specializes in brand identity, brand strategy and digital design and build, believes that behind every good brand is an even better story.

During the event, Steve shared his story—one of a dyslexic young boy from an underprivileged family living in London's Shoreditch district who would go on to reimagine iconic brands, design sets for the legendary George Lucas and even "show a little leg" in front of Harrison Ford.

#### STORYTELLING IN THE DIGITAL WORLD: "YOUR STORY. BEAUTIFULLY TOLD."

At Steve Edge Design, the approach to branding is as one-of-a-kind as its founder. Never one to blend into the crowd, as his geometric print suit and bold black glasses suggest, the son of two artists in 1960s London had a somewhat unconventional childhood. Branded as "too disruptive" for school at the age of four, he was sent home to learn not from books but from "glitter, magic markers and plastic scissors."

Steve explains that as a dyslexic child and now adult, sitting down and reading a book has never been a viable way to gain new knowledge. Instead, he turned to building models, sewing his own clothes and learning through creating. After winning the European Artist of the Year competition at the age of 15, Steve's professional design career gained momentum—and never slowed down.

His first job was at the design agency that handled The Muppet Show. It was an experience that would make George Lucas take notice of Steve's work and later invite him to work in the art department for Star Wars.

"I was just 17; everyone else was 25 or older. But when they told me 'there's been an attack on the Dagobah system and you need to make the stormtroopers look like they lost a battle,' I knew exactly what I had to do." Steve continued to work with Lucas on the popular show and, later, in Raiders of the Lost Ark, where he even shaved his legs and stood in for the female stunt double in the snake pit scene.

After years of designing sets for one of the biggest names in cinema, Steve decided to start his own design agency. And since its launch in 1985, Steve Edge Design has helped brands create their own image and tell their unique story through brand design. One of the agency's first clients was the well-known French luxury jewelry brand, Cartier. They turned to Steve to bring them into a new era while still maintaining their timeless identity.

The key to Steve Edge Design's branding strategy is to never "throw too much information or jargon at someone. Instead of being informational, we want to be inspirational." In fact, they strive to step away from a formulaic approach to branding to look at each client for what they are—a unique business driven by its own unique story.

Steve has helped many companies across a spectrum of industries—from architectural firms and luxury jewelry designers to construction companies and wifi providers—shape and share tell their brand stories in a way that resonates with their audience. His personalized approach ensures every brand finds its true essence through a well-defined look, voice, tone, and digital strategy.

"As a man with dyslexia, I know that the best messages are the ones you don't have to read. So that's how I approach brand design. You know a brand is successful when people see them and immediately know who they are and what they stand for."