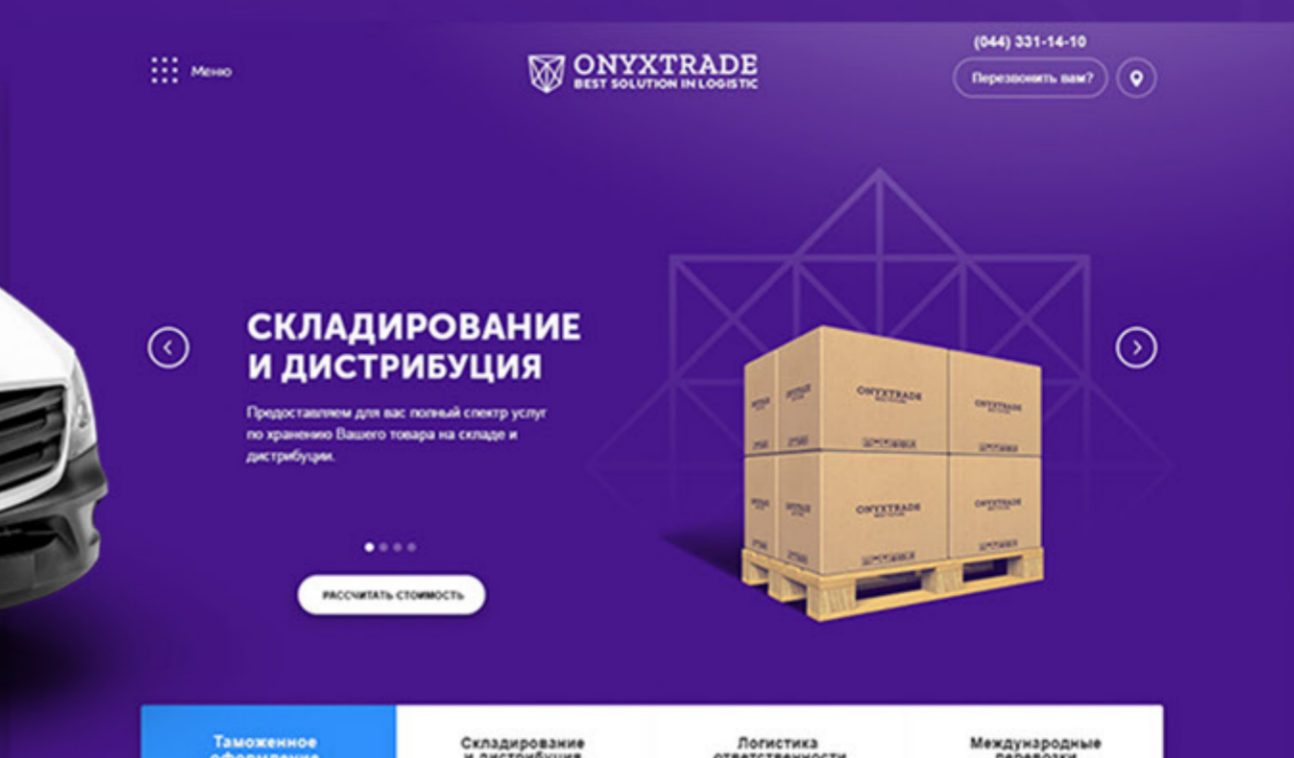
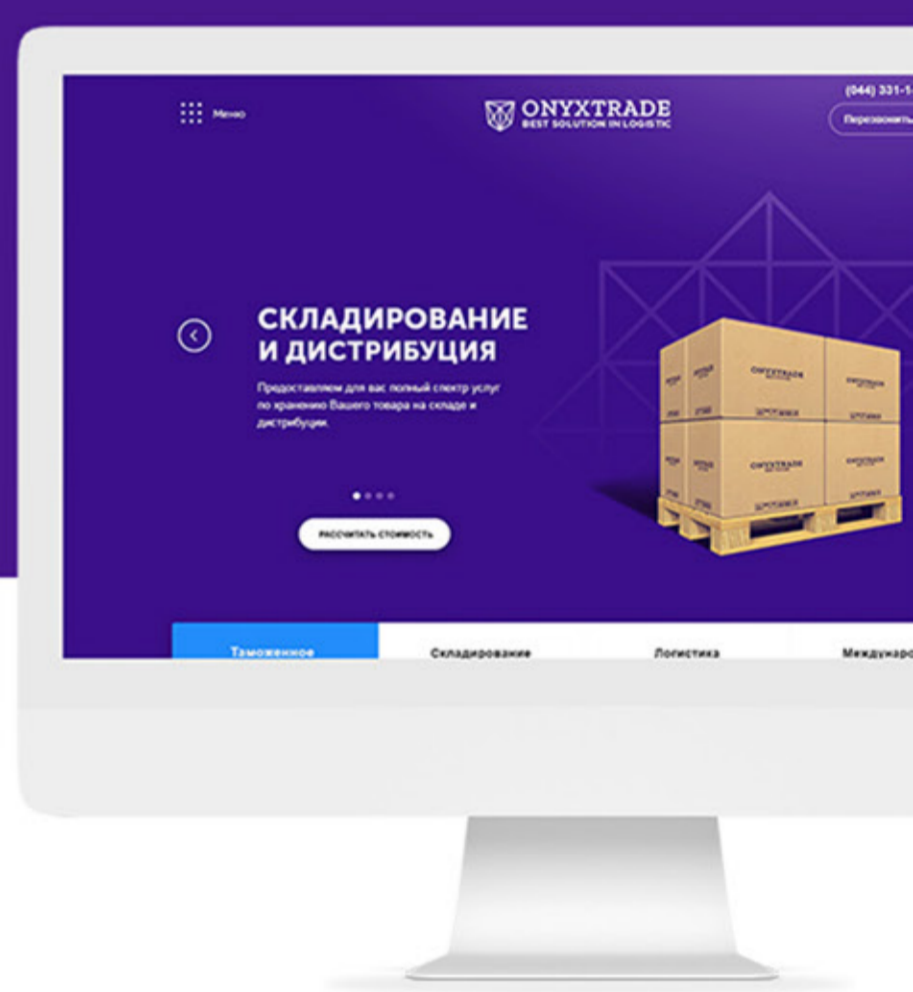
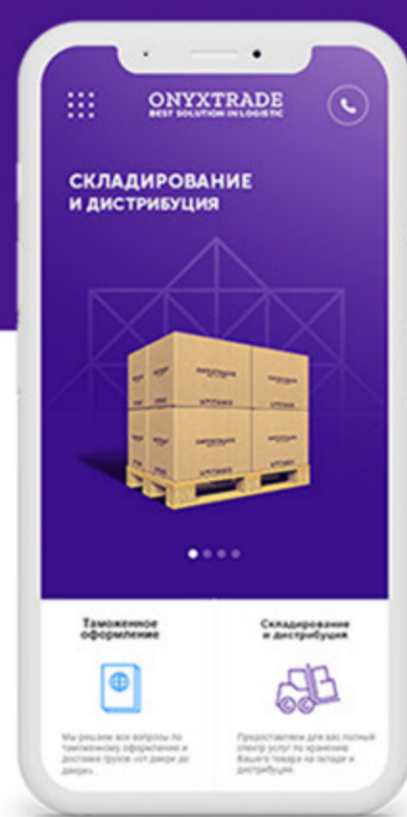


# CASES



## ONYX TRADE

We have carried out a full audit of the international logistics company "ONYXTRADE" whose management, with our support, made the decision to conduct a complete rebranding and create an entirely new website, completely rejecting the previous one.



The site is adapted for use on mobile, tablets and PC versions.



An absolutely new brand philosophy and ideology was incorporated into the logo. The new logo demonstrates the emotions of trust and strength due to the playing up in it of such elements as: a shield, onyx stone and a sea container, symbolizing the relevance of this sphere. Examples and the process of creating printed materials, corporate identity, typography and updating of new company colors:

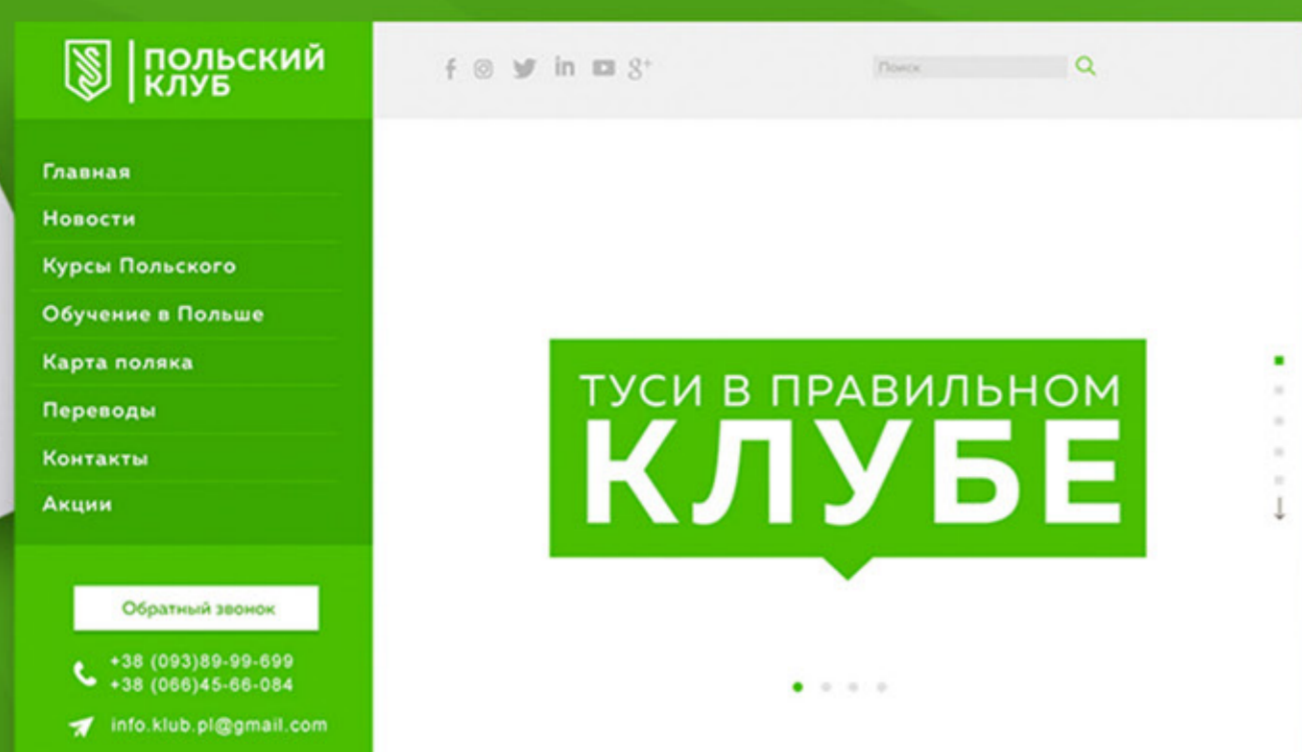


ZILLA SLAB REGULAR  
ZILLA SLAB MEDIUM  
ZILLA SLAB SEMIBOLD  
**ZILLA SLAB BOLD**



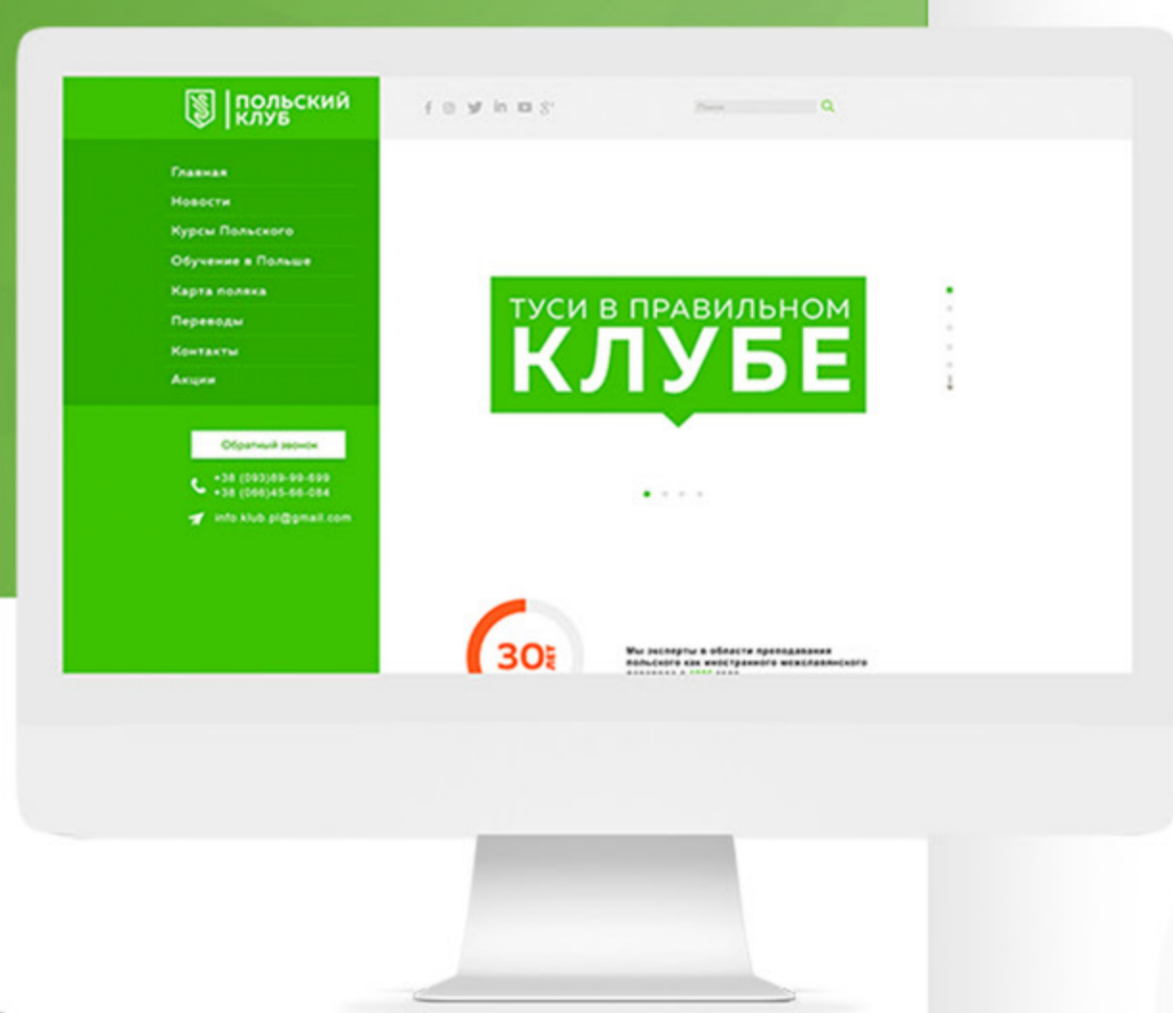
We also optimized the process of creating and selling printed products considering the needs of this area in the regular production of products.

ONYXTRADE



## POLISH CLUB

The owner of the international linguistic company "Polish Club" made an order for the phased implementation and development of rebranding. An interesting fact is that it had been the first rebranding in 30 years since the company was founded.



A simple and intuitive interface was developed specially for the website since the courses include programs for different-aged people from pupils to adults.



The new logo shows the Celtic dragon symbolizing the eternal life and the wisdom of its owner, and in our case the company. The colors, typography and printed materials of the company were also updated.

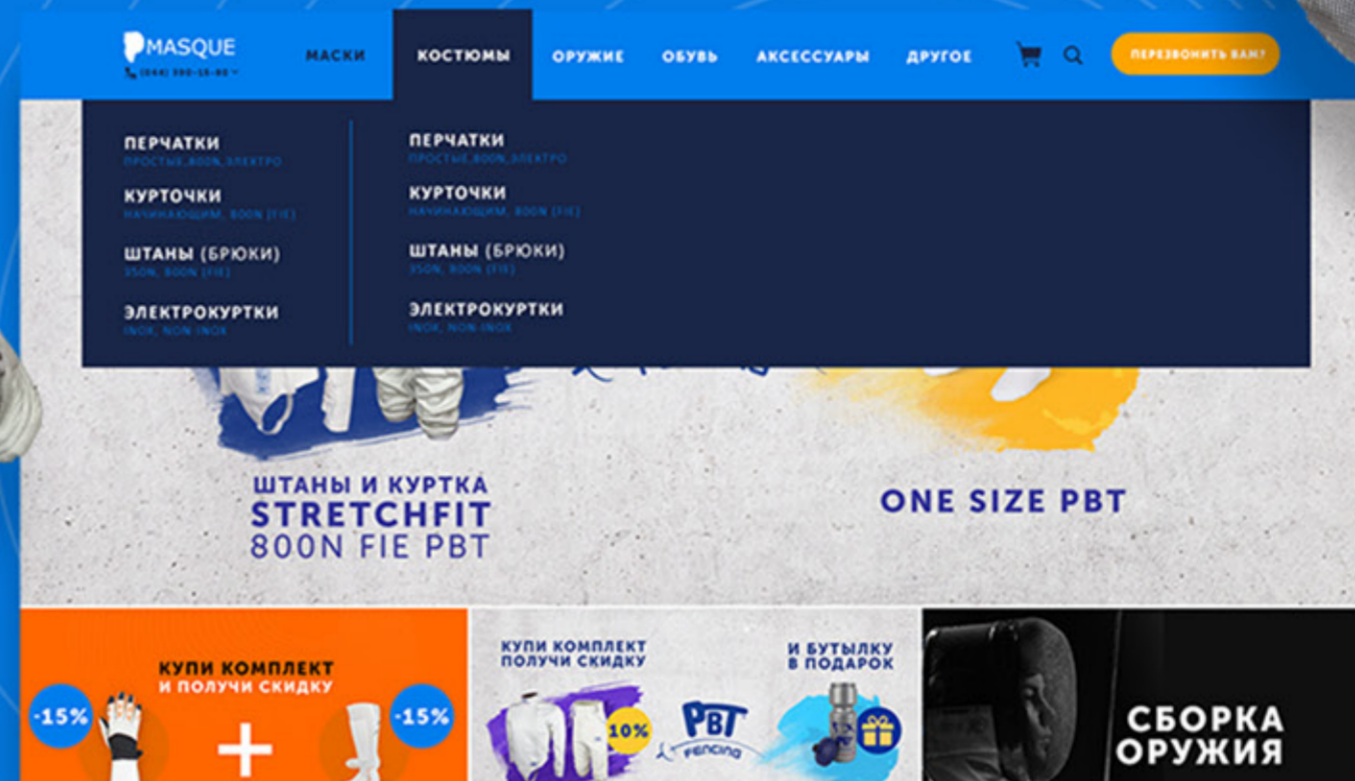


MULLER REGULAR  
MULLER MEDIUM  
MULLER MEDIUM  
**MULLER BOLD**



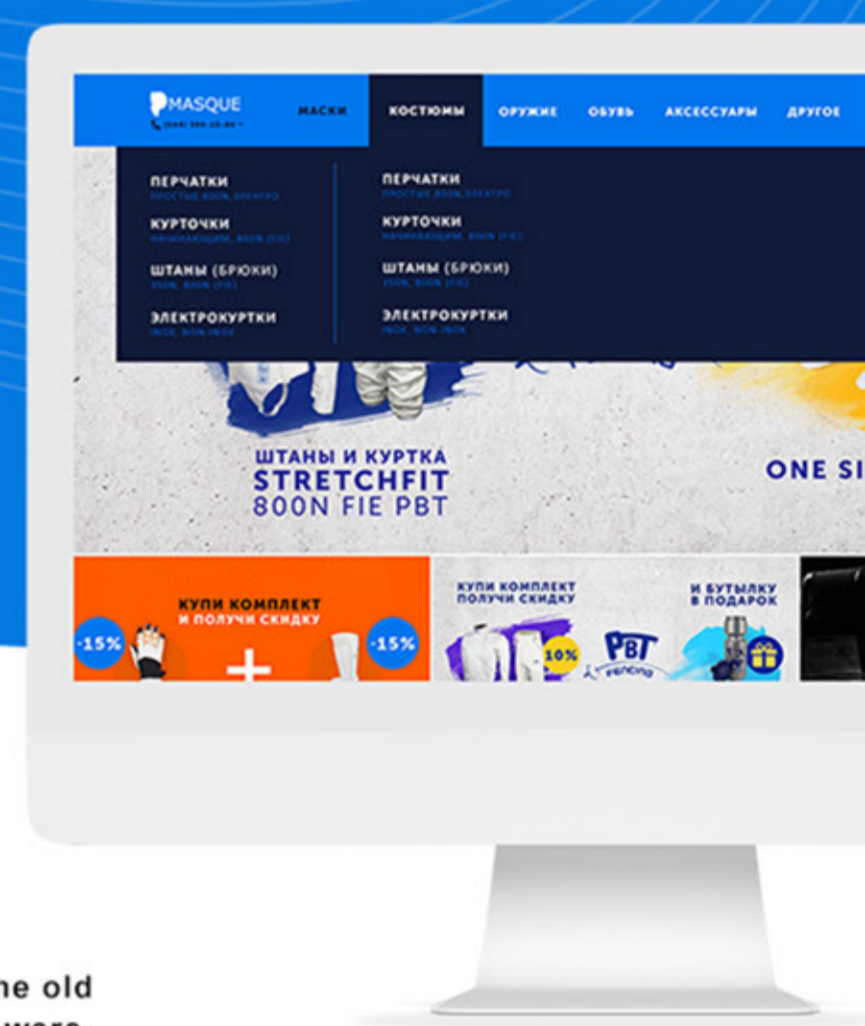
A post analysis of our work showed that the influx of customers was increased by 30% thanks to a well-designed strategy of promotion and selection of the desired target audience.

BRAND REBRANDING



## MASQUE

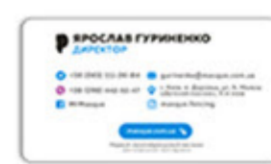
№1 multi-brand fencing shop in Ukraine began its scaling with our support. We developed an advertising strategy, redesigned the website and have done the work to optimize the reception of online applications.



While working on the redesign of the old site, age categories of consumers were taken into account. While working on the redesign of an old website, age categories of consumers were taken into account. A user-friendly interface was developed, understandable even to people unfamiliar with this kind of sport.



Printed materials and outdoor advertising were changed. Promo and media materials were created for advertising on social networks.

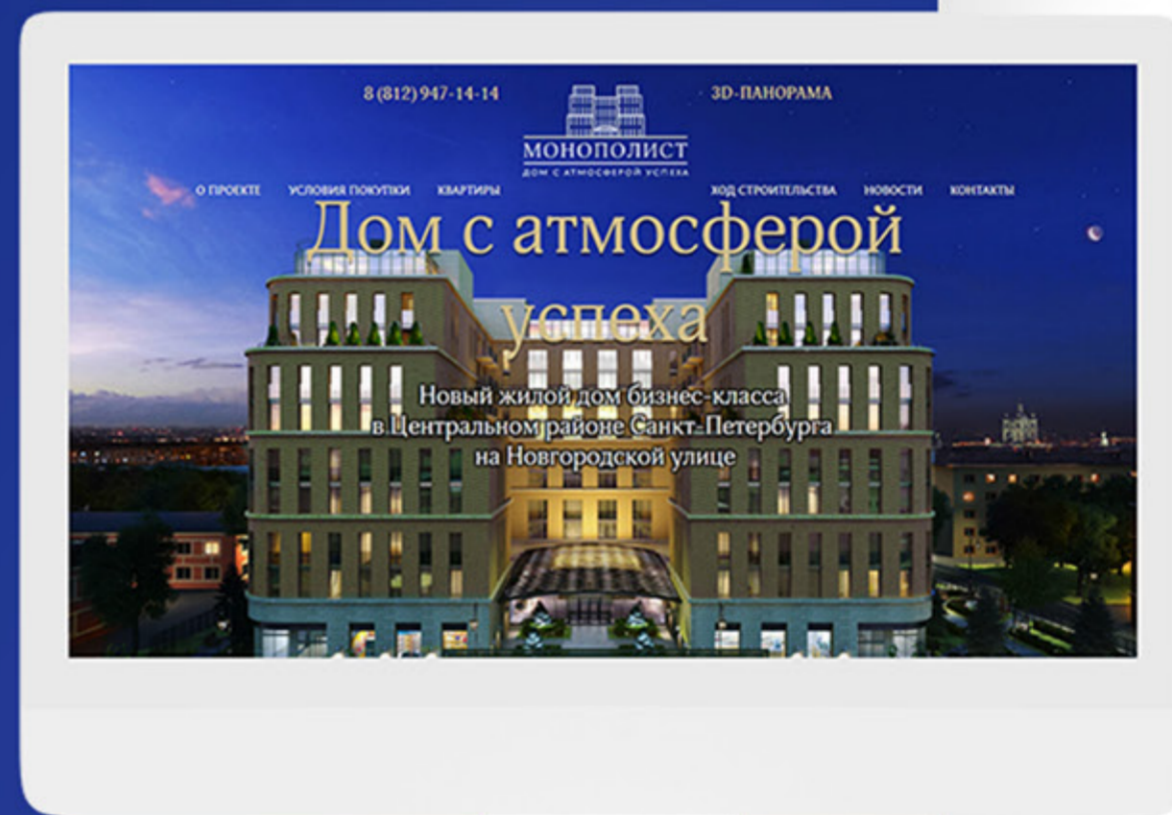


MASQUE



## RESIDENTIAL COMPLEX MONOPOLIST

One of the best real estate developers of elite housing in Russia was ordered to develop an advertising strategy and create a website for the residential complex "Monopolist". The work was done with the support of the international network of elite sports clubs "Worldclass".



Our main task was to create an absolutely user-friendly site with the ability to view apartment layouts directly on the site, without downloading additional files, which usually affect the speed of the site.



For the implementation of the advertising strategy, "Worldclass" has allocated light-boxes and stands for us within a radius of 1 km around the clubs. We also developed the design of printed materials and outdoor advertising.



TEST COPY MONO

STUDENT'S FREEDOM



## STUDENT'S FREEDOM

The task was to develop a youth news portal for the Department of Student Liberty, in order to replace the old version of the website and to facilitate the use of the functions of the Journalism Department by updating the administration panel. Before the project was launched, an agreement was signed on "non disclosure of party internal processes". We are grateful for the trust shown at such a high level.



For the correct reflection of the design on displays of different sizes, a web page layout and layouts of key pages were created: mobile, tablet and pc versions.



During our work, it was decided to carry out a rebranding of the "Youth Party", create a new font for the "Liberty party" (which is now used in the youth party "Student Svoboda"), develop a new logo, as well as completely renew business and printed matter.

АБВГГДЕЄЖЗ  
!?,.- ІІЙКЛМНОП  
РСТУФХЦЧШЩ  
БЯЮ

With our support, the site traffic has increased by 50%, 100% of which was the target audience. Additional projects have been created to increase conversions.



АКАДЕМІЯ ПОЛІТИЧНОЇ АЛЬТЕРНАТИВИ

Purpose of the project: to teach and familiarize young and ambitious students with the processes of political work in our country.



ЦЕНТР ДОПОМОГИ СТУДЕНТАМ

The purpose of the project: to provide urgent assistance to students and to consolidate students' regional teams into a single structure.



The projects are currently in the testing stage, detailed information about the projects is not disclosing!



WINNER  
2016-2017

# IMPERIAL YACHT CLUB

Our task was to create a brand book and redesign the corporate style of printed and business products for our regular customer and one of the best real estate developers of luxury housing in Russia. As a result of our work, this project became the winner of the competition and received the «European Property Awards» for the best design project 2016-2017.



## CUSTOMER BOOK

29 days were spent on the creation of the book, 20 specialists were involved, 120 pages were created about the company's history, ideology, projects, layouts, architecture and much more. The book is sharpened for reading by potential buyers as a result of which a positive consumer image about the company of our client is created.

**120+**

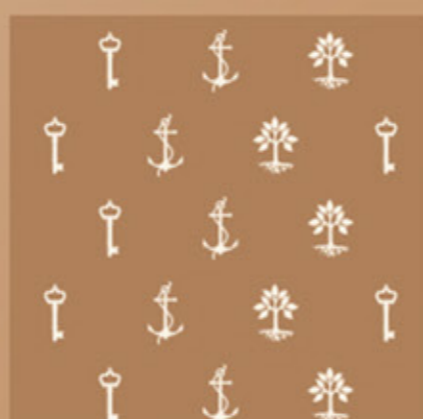
Designed Pages

**20**

Specialists were involved



Especially for the corporate style, we created icons and chose colors for printed products. In contact with the customer, this corporate identity associates with nature, tranquility and reliability, without a word hinting that you are touching the philosophy of the "Imperial Yacht Club" simply by taking a pen or looking at a folder



BRAND  
YACHT CLUB

# LOGO

