



# portfolio

Ralitsa Stoykova

O1

**Greipi**  
Brand Identity

O2

**Brilcode**  
**Technology**

Brand Identity

O3

**Soul**  
**Stories**  
Logo Design

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**Other**  
**Projects**  
Logo Design

content



Greipi is an established software company that is launching in 2023 after a complete rebrand. The project included invention of new company name and logo, creation of brand identity, digital & printable assets and web page design.

# The Company Name

“greipi” was inspired by one of the moons of the Saturn planet - “Greip”.

The relation to the outer space is not random. On one side it is an expression of team’s vision for innovation, software advancement and future technologies. On the other side, it is a symbol of the company’s foundation and its very first project named after Saturn.



# The Logo

All graphic elements integrated in the Logo represent the Ring of Saturn and “Greip”, one of its moons.

The logotype is fully customized and inspired by “All Round Gothic” Font.



# Logo Variations

Logo

Brand Guidelines

## Logo Variations



Primary Logo



Secondary Logo



Logomark

# Color Palette

Brand Guidelines

Color

## Brand Colors

### Maximum Blue Green

Hex: #24BFC1  
RGB: 36, 191, 193  
CMYK: 81%, 1%, 0%, 24%  
HSV/HSB: 181°, 81%, 76%

Closest Websafe: #33CCCC  
Closest Pantone: 3252 C

### Prussian Blue

Hex: #032D53  
RGB: 3, 45, 83  
CMYK: 96%, 46%, 0%, 68%  
HSV/HSB: 209°, 96%, 33%

Closest Websafe: #003366  
Closest Pantone: 540 C

### Pure White

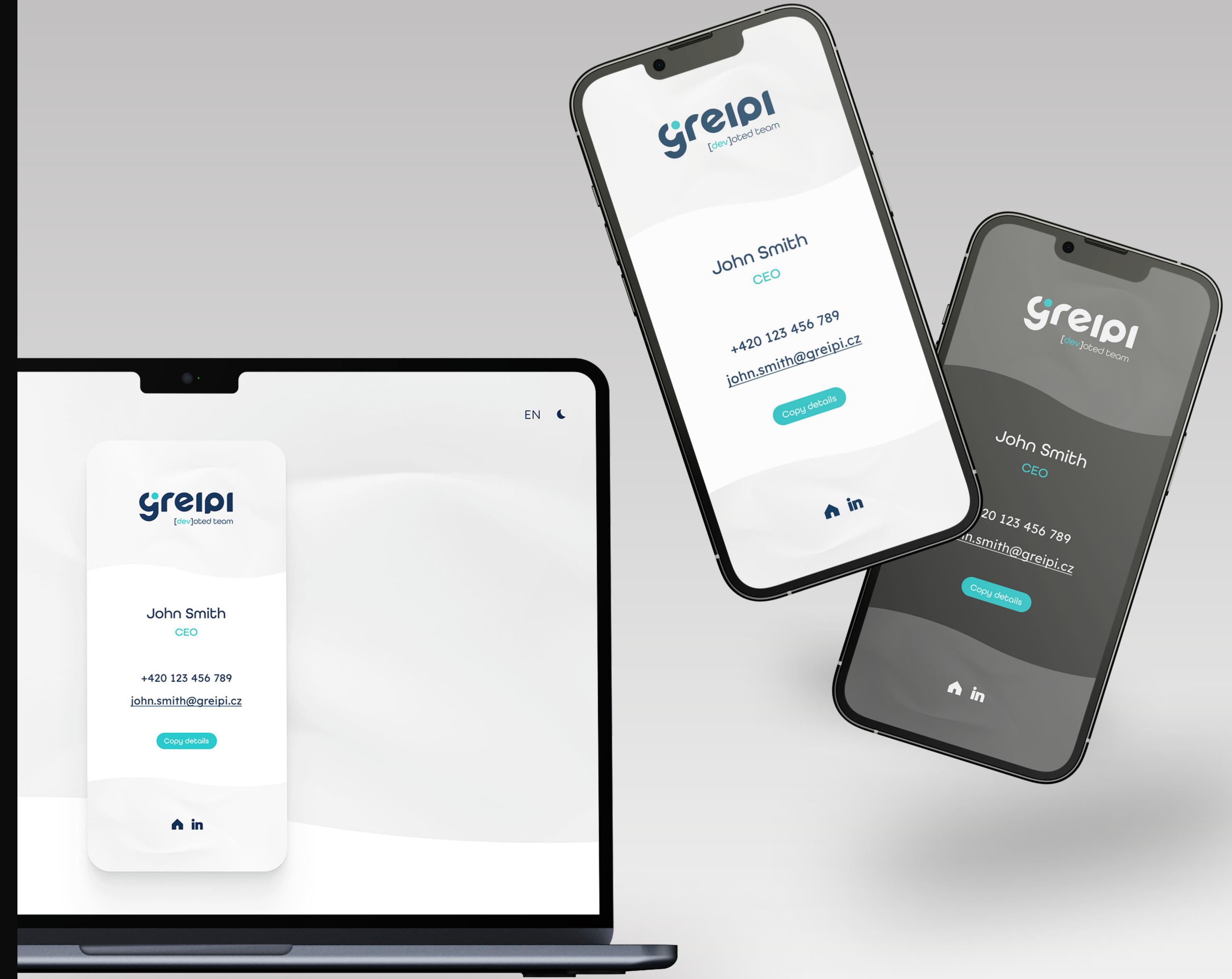
Hex: #FFFFFF  
RGB: 255, 255, 255  
CMYK: 0%, 0%, 0%, 0%  
HSV/HSB: 359°, 0%, 100%

Closest Websafe: #FFFFFF  
Closest Pantone: 7436 C

# Business Card



# Virtual Business Card



01

# Email Signature

The screenshot displays a dark-themed email client interface. A 'New Message' window is open, showing fields for 'From' (set to 'John Smith <john.smith@greipi.cz>'), 'To', and 'Subject'. The message body contains a placeholder 'Dear Partners,' followed by a block of generic Latin text. Below this, another 'New Message' window is shown, identical in structure but with a different message body containing a similar placeholder and generic text. At the bottom of the interface, there are two floating cards representing the generated signatures. The top card is a white card with a black border, featuring the 'greipi [dev]oted team' logo, contact information ('John Smith CEO +420 123 456 789 john.smith@greipi.cz'), and social media links. The bottom card is a dark grey card with a white border, also featuring the same logo, contact information, and social media links. Both cards include a small icon indicating they are part of a collection.

New Message

From John Smith <john.smith@greipi.cz>

To

Subject

Dear Partners,

Dear Partners,

Kind regards,

John Smith  
CEO  
+420 123 456 789  
john.smith@greipi.cz

greipi  
[dev]oted team

+420 123 456 789  
john.smith@greipi.cz

New Message

From John Smith <john.smith@greipi.cz>

To

Subject

Dear Partners,

Dear Partners,

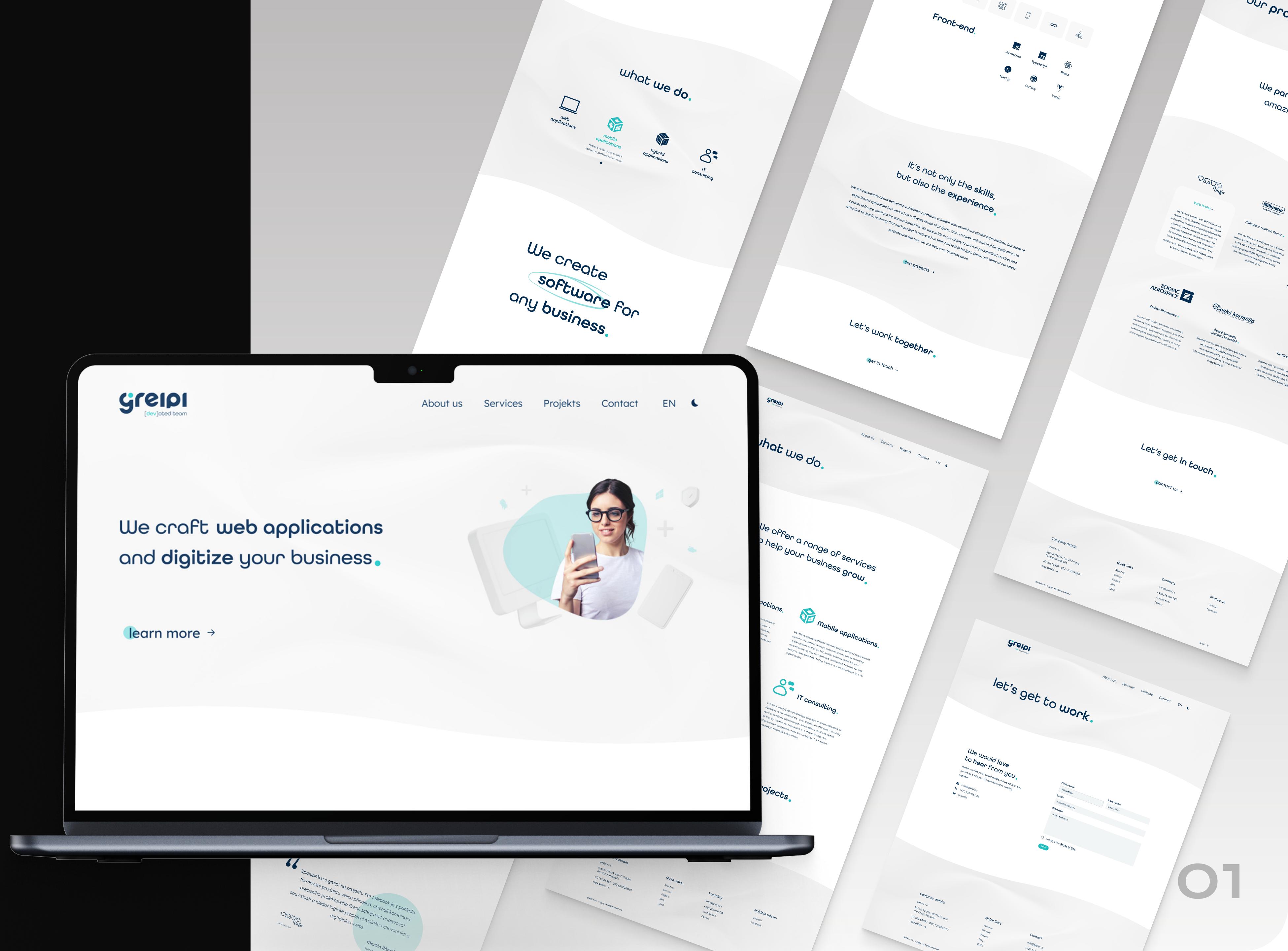
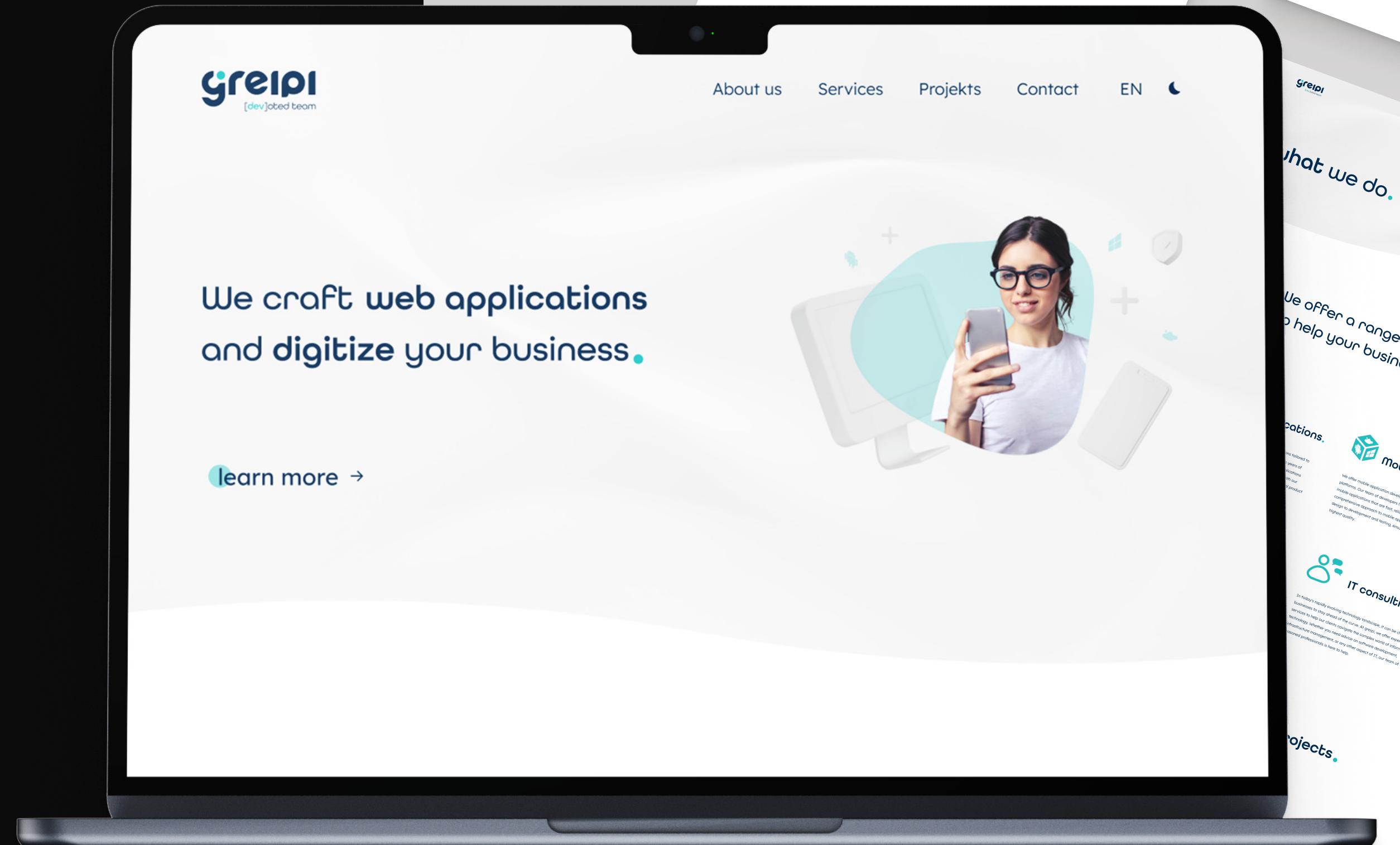
Kind regards,

John Smith  
CEO  
+420 123 456 789  
john.smith@greipi.cz

greipi  
[dev]oted team

+420 123 456 789  
john.smith@greipi.cz

# Web Design



# Document Set



# Hoodie Concept





Brilcode Technology is a growing software company with a strong focus on fostering business-to-business partnerships. The project included company logo redesign and creation of brand assets. The creative approach emphasizes on simplicity and clarity, while also conveying a sense of professionalism and credibility that will help the company establish its brand identity in the market.

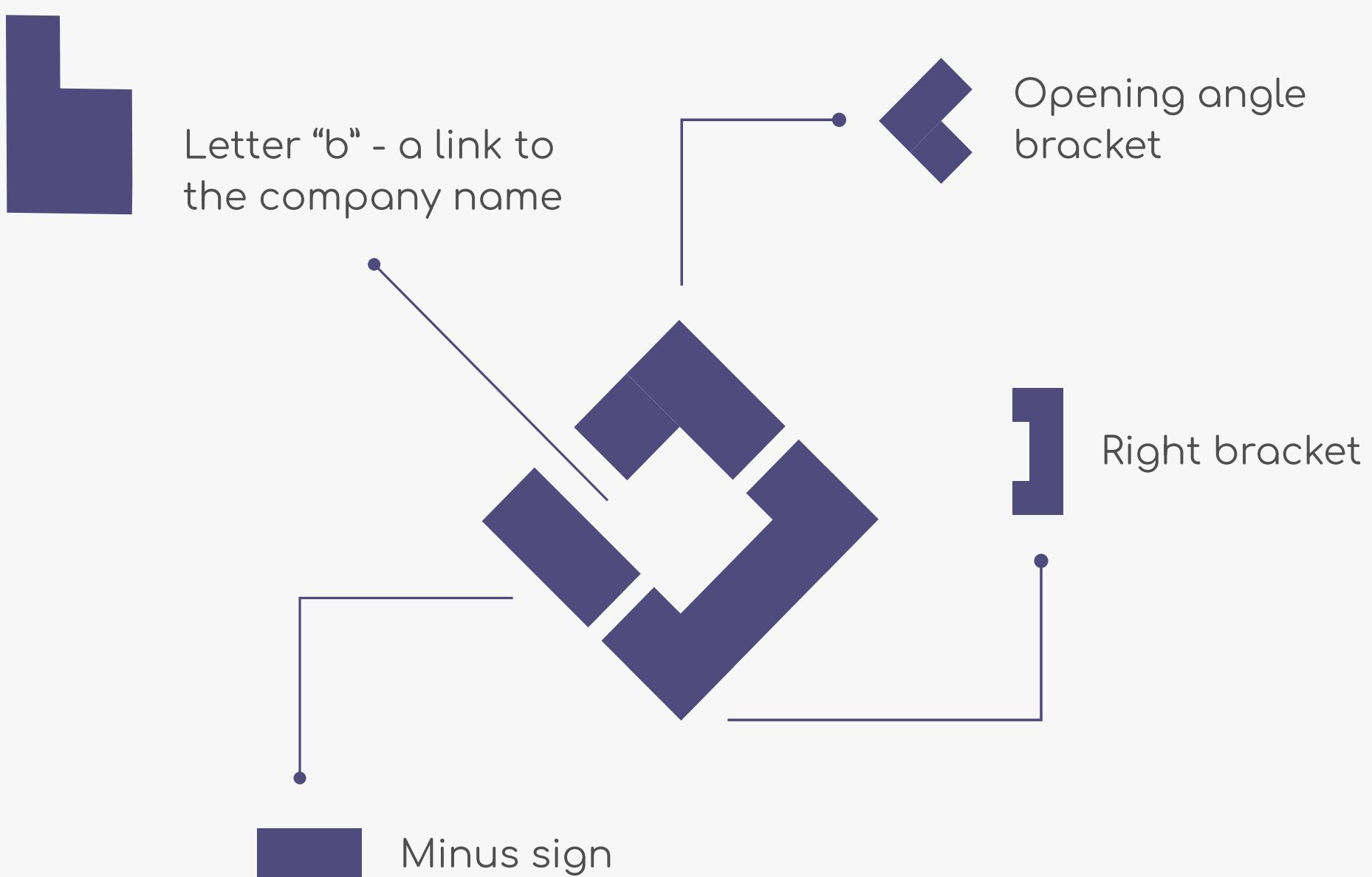
# The Logo



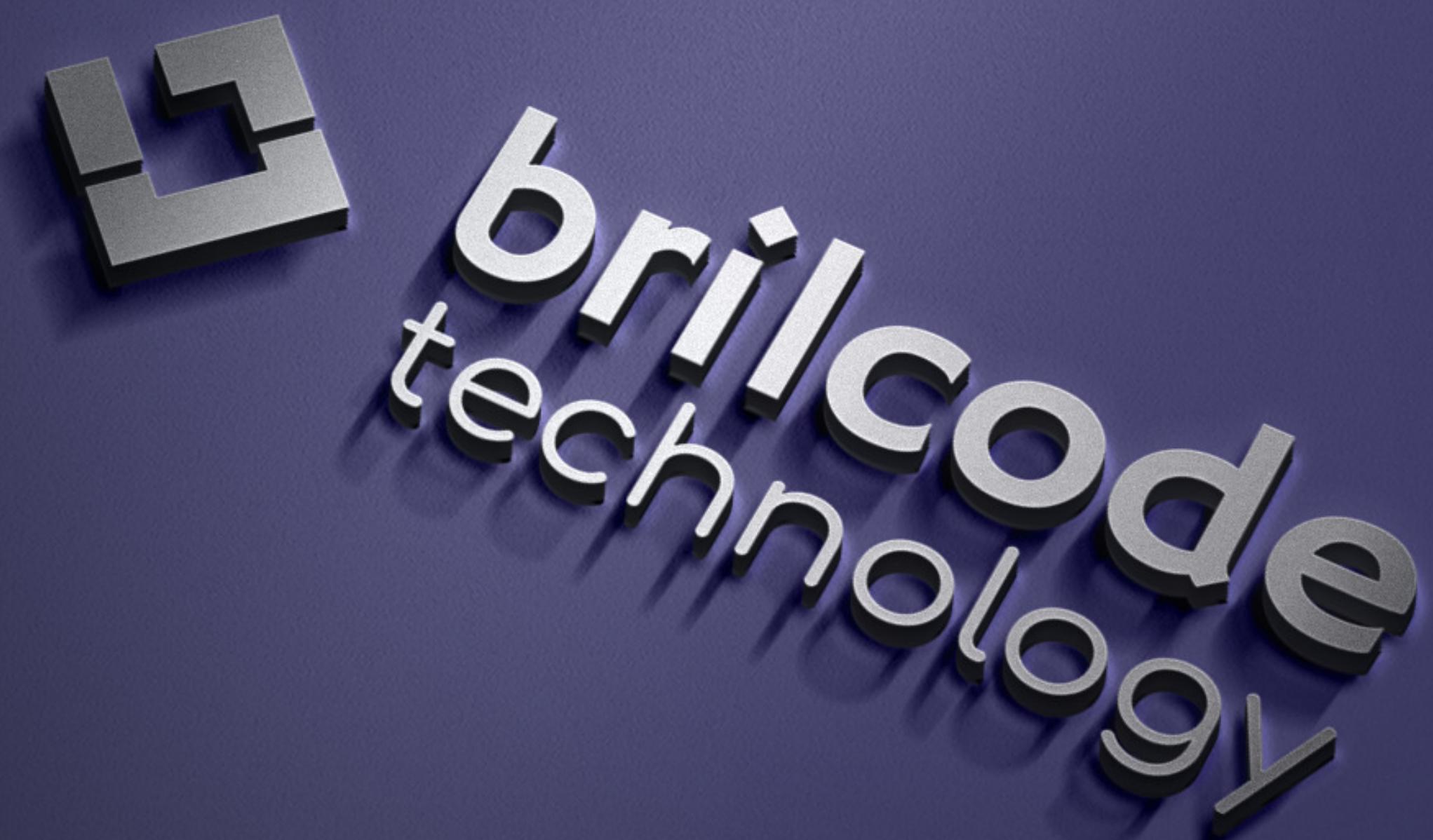
# The Logomark

The logomark includes three programming special symbols - “minus sign”, “opening angle bracket” and “right bracket”. They represent the process of coding and the usage of programming languages in the software development.

When combined together in the logo icon they create a shape which resembles the letter “b” establishing additional connection to the company name “Brilcode Technology”.



Logo  
3D



# Color Palette & Fonts



Aa

Hammersmith One

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*

Aa

Comfortaa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*

# Business Card



# Document Set



02

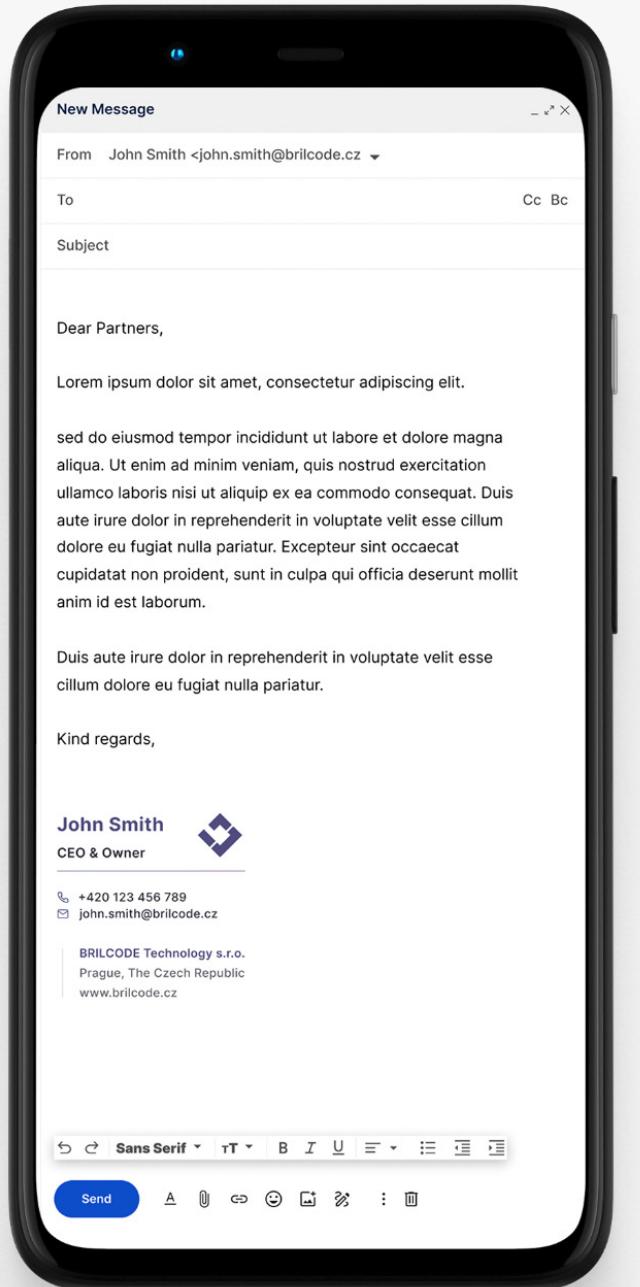
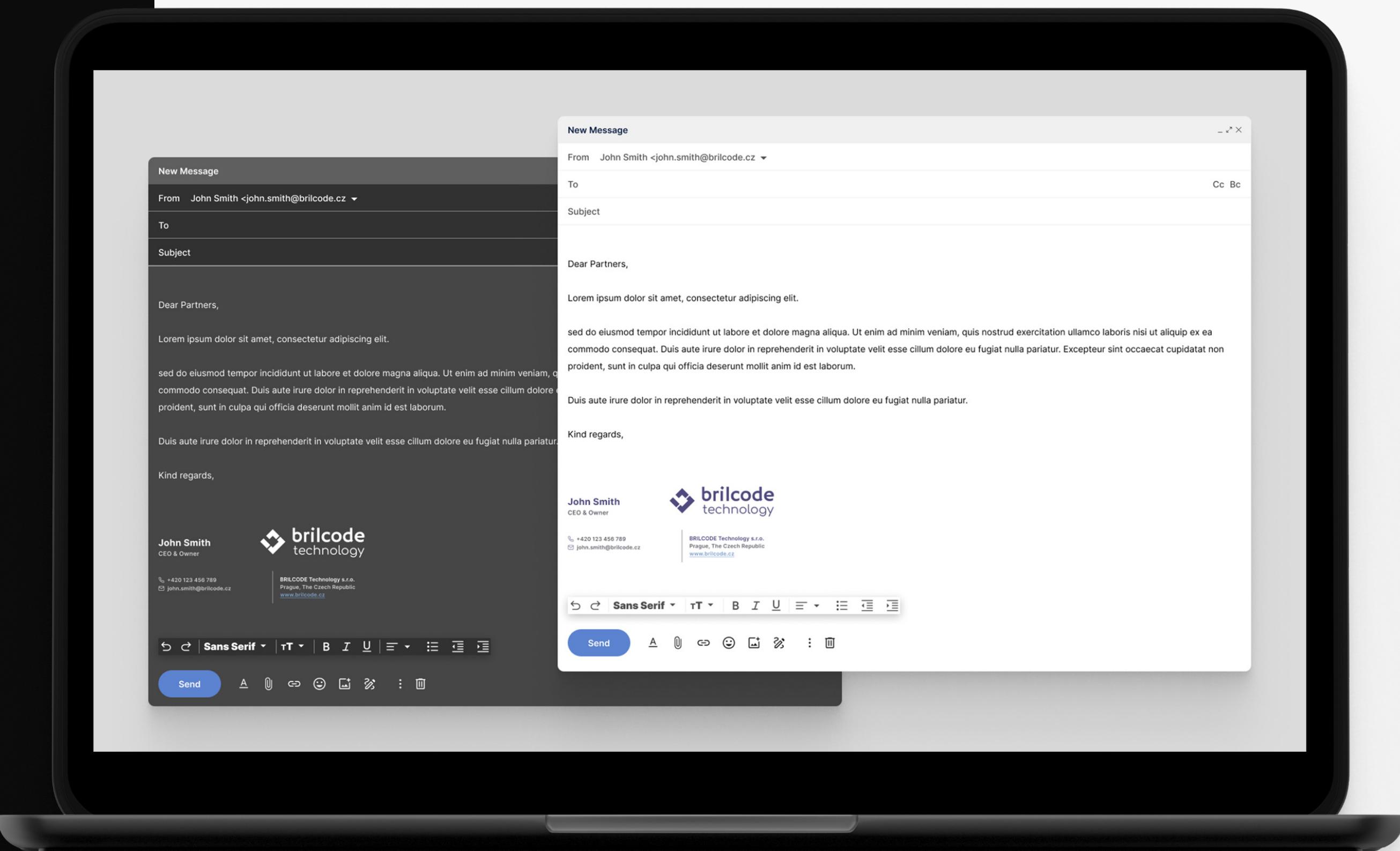
# Brand Pattern

O2

# Email Signature



# Email Signature



O2

# Office Cups



O2

# Promo Pins



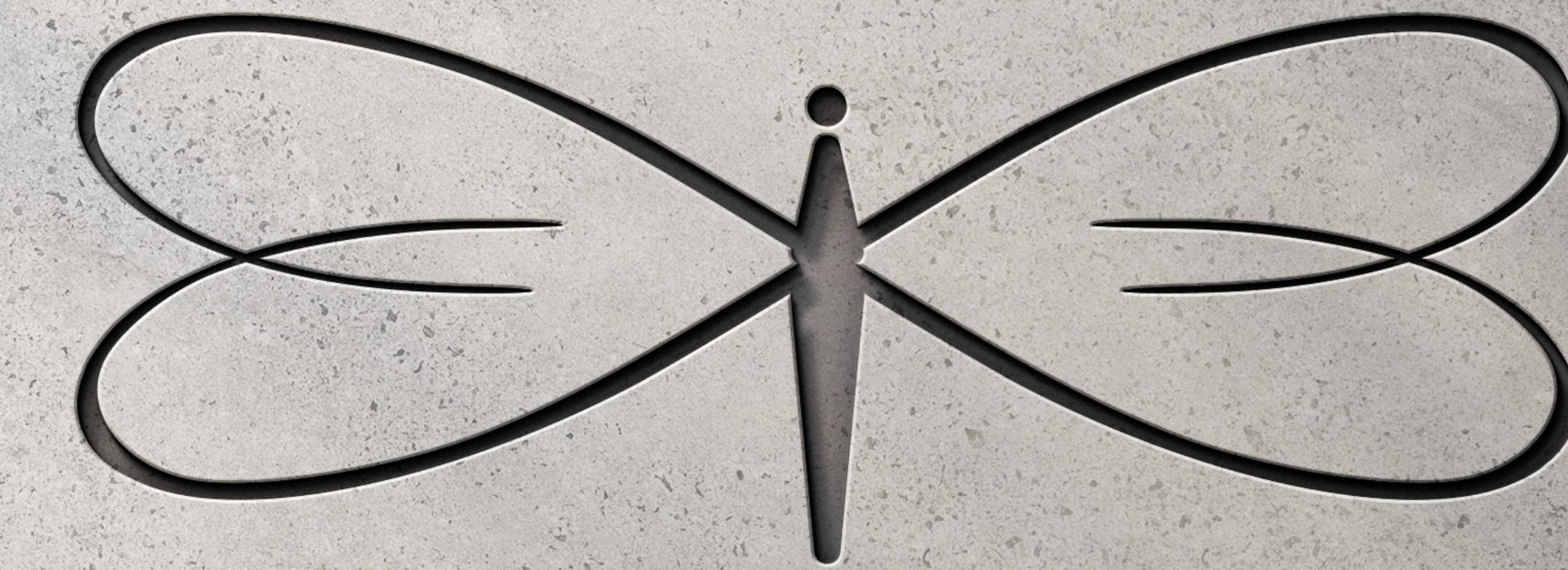


Soul Stories is a blog page created by the emerging writer, Gergana Strateva. Through this platform, she captivates her audience with inspiring and thought-provoking tales guiding readers on a transformative journey. Soul Stories encourages individuals to discover their true, authentic selves. The project consisted of creation of logo and print design.

# Logo Variation



# Logo Imprint

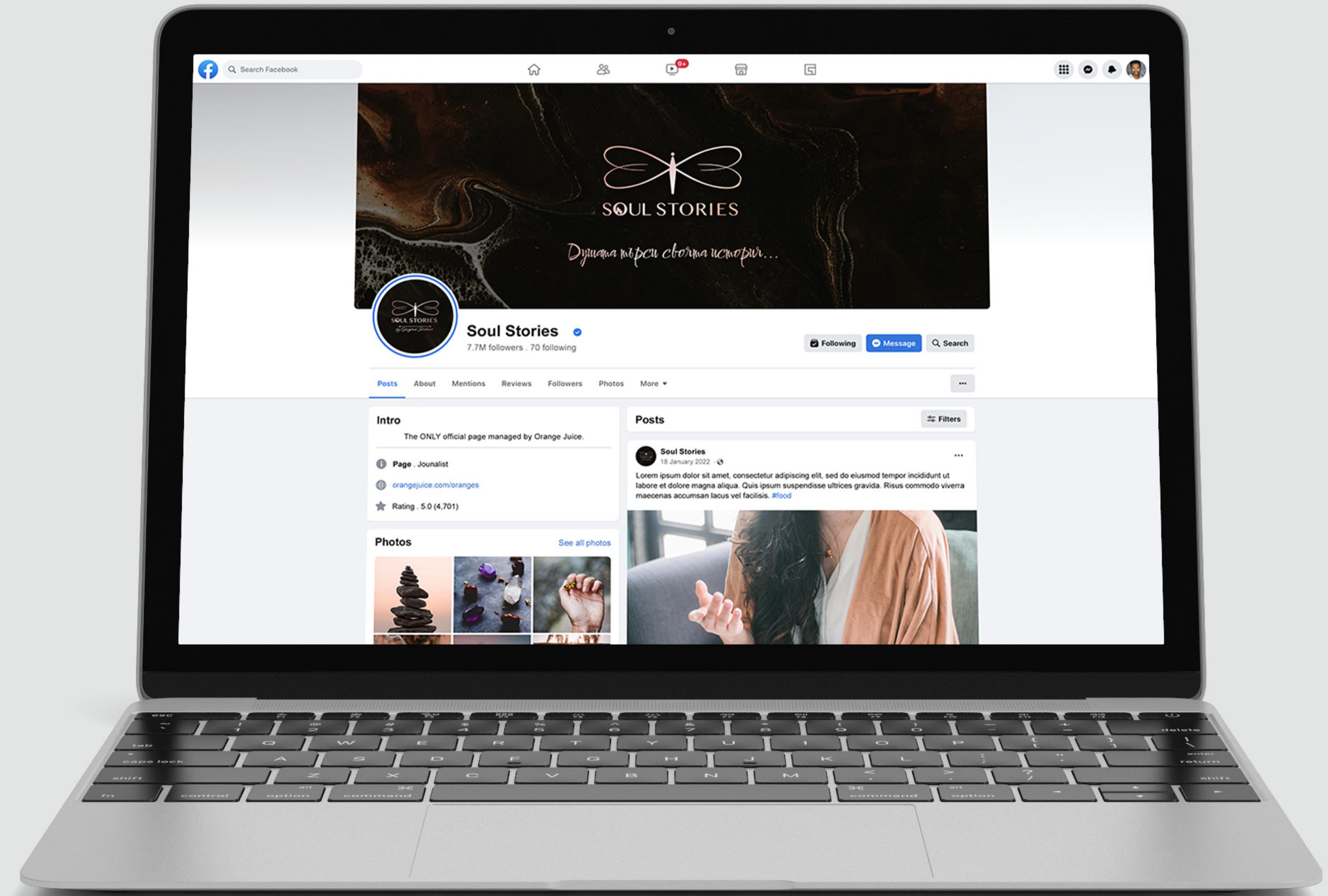


# SOUL STORIES

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*by Gergana Strateva*

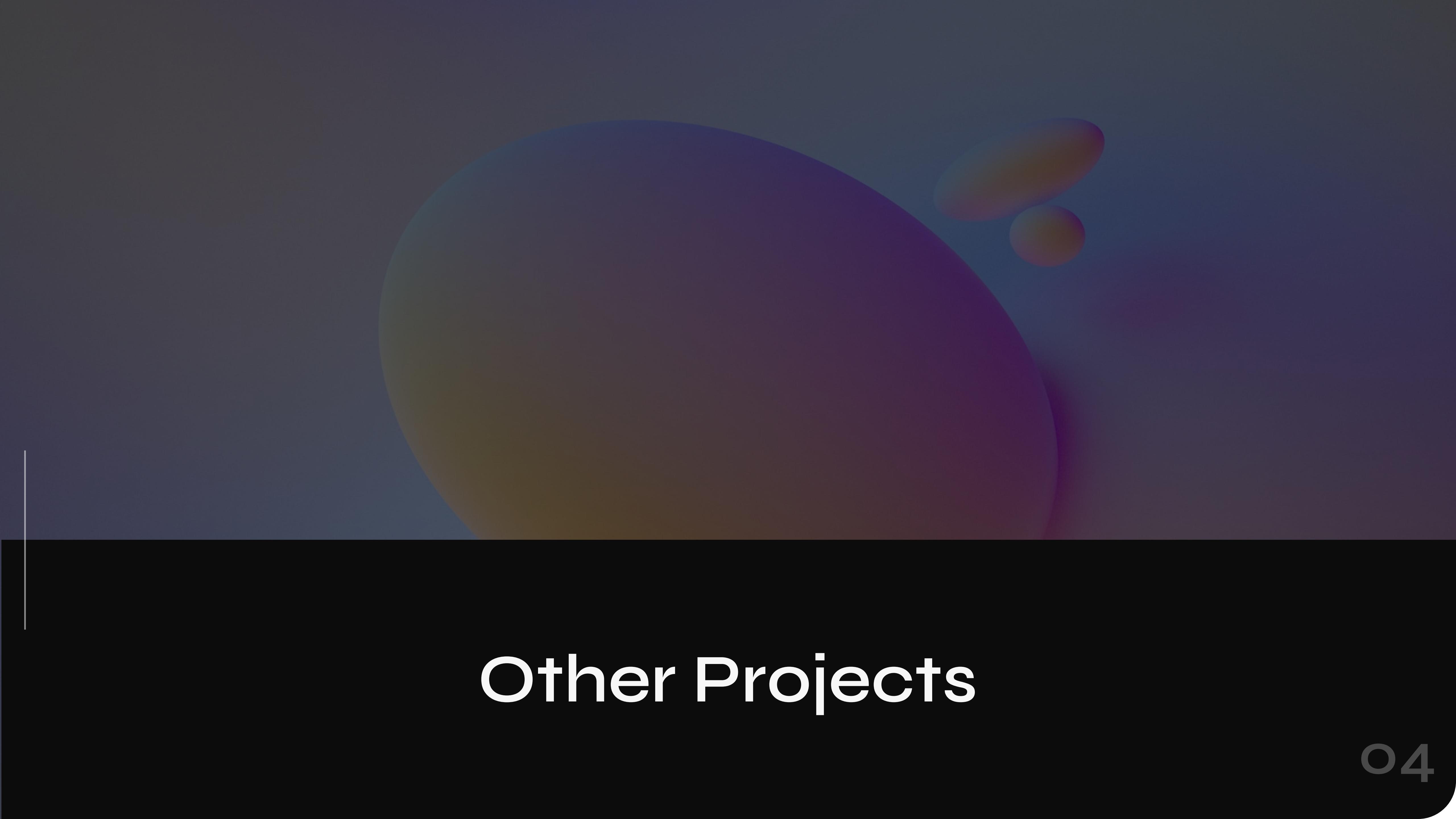
# Facebook Page



03

# Branded Diary





# Other Projects

# Personal Logo

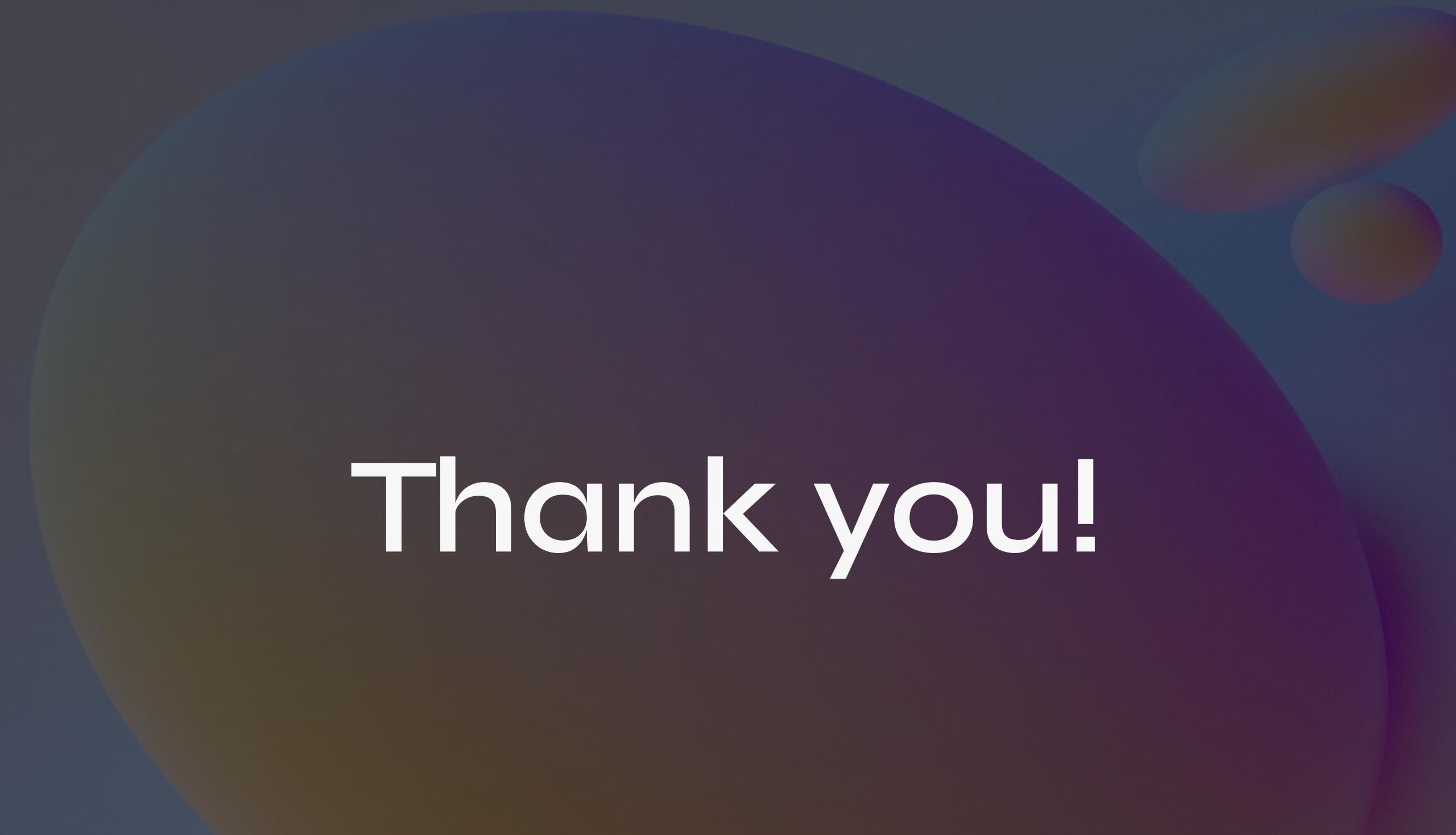


# Video Creators Logo



# Flags Concept





# Thank you!

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