



Branding Agency

For eighteen years, through a gradual market research and positioning, we've been creating esthetic products that strike the heart of the target group.

After a careful briefing and thorough market research, we qualitatively implement the visual part of the project and provide product support at every stage of implementation.

Successful projects that drive up the statistics of client companies ensure that we continue to be needed and in demand.



PNFLV° What we do

01

Branding

02

Naming

03

Packaging
and sticker
design

04

Brand
platform

05

Positioning
strategy

06

Market
research

07

Creating
creative
promotion
concepts

08

Photo, video

09

Brand
therapy



PNFLV° What we do

400+

Branding
projects

That have brought
change for the better

100+

Packaging
projects

Goods that are sold
internationally

60+

Naming
projects

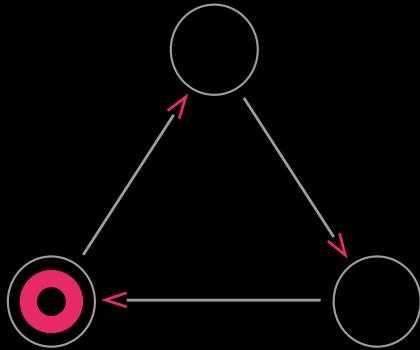
Names and slogans
you can't get out
of your head

We're good at FMCG packaging, alcohol packaging, HoReCa and corporate identity for industrial companies.

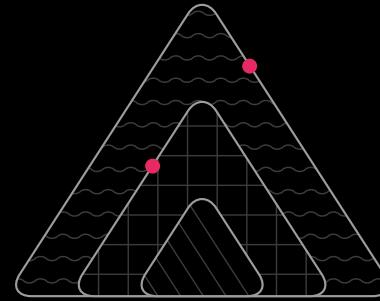
We've a lot of experience with big companies, but we also like small projects because we like to see you grow.

- «Batyanya», a construction products retailer we conceived and designed, survived the Russian crisis in 2008 and grew strongly, opening more than 12 new stores and continuing to grow.
- At «Snack Mania» sales increased by 500-600% in the first year after rebranding.
- The carrier GLT became twice as big.

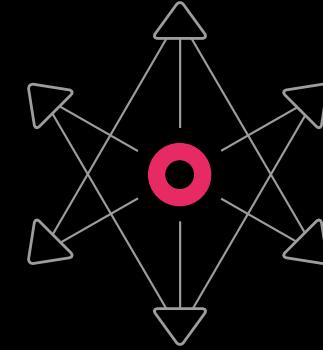
PNFLV° How we work



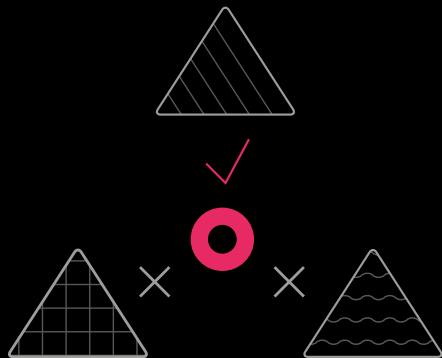
Interview
Raw outcome data



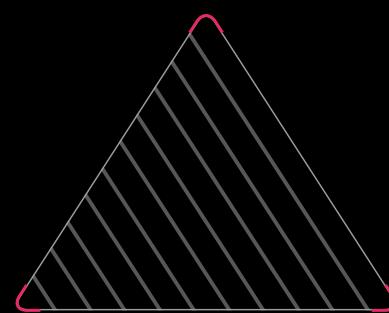
Hypothesis generation
Outcome - working pattern



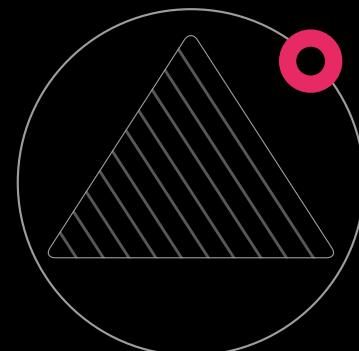
Analysis
Result - market positioning



Screening
Result - viral concept



Elaboration
Result - well thought out product



Implementation
and monitoring
Result - working product



PNFLV° Portfolio

Chateau Tamagne Select & Grand Select

Label for Select and Grand Select wines, one of the largest wineries in Russia Chateau Tamagne, inspired by suprematism

[select wine ->](#)

The Old Doctor

Label for a line of tinctures according to unique recipes >
label design | illustration

[make an appointment ->](#)



PNFLV° Portfolio

Brewsell

Branding for a brewery and a chain of pubs
with classic beer > came up with naming |
logo | guideline and corporate identity

wet your mustache ->

Pivoteka

Rebranding of a large beer retail >
development of strategy and positioning |
guideline | creation of characters | packaging
and personalization systems for points of
sale

get into it ->



PNFLV° Portfolio

Habez Gips

Already proven building mixes have received a new logo and packaging

everything will be smooth ->

Batyanya is a DIY retailer with charisma

One of the largest retail chains in the South of Russia for the sale of building materials, for which naming was invented, heroes were found and helped to occupy their niche

Father will not advise anything bad ->





PNFLV° Portfolio

Okrasheno

Branding of tinting centers where paints and decorative materials from brands from all over the world are collected >
logo | guideline | corporate identity development

consider shades ->

Uport technique

Branding of a Russian trading company specializing in the retail sale of large and small household appliances > naming | logo | guideline | corporate identity development

people meet technology ->



PNFLV° Portfolio

GLT – Global Logistic Transport

Rebranding of the largest private carrier in
the Russian b2b segment >
logo | guideline | corporate identity
development

let's go ->

Narat

Rebranding of one of the largest oatmeal
producers and cereals in Russia, including
components for baby food

grain to grain ->



PNFLV° Portfolio

Cheeseberry Cheesecakes

Packaging for the leading Russian manufacturer of frozen desserts > design concept has been created | layout and prepress of packaging

say cheeeese ->

Porridge «Prostokashino»

Packaging for oatmeal porridge > packaging, illustrations

delicious and healthy ->





PNFLV^o Contacts

+7 919 749 26 88
panfilofffff@gmail.com

Stavropol, Grazhdanskaya street 8
3rd floor, office 313

pnflv.com

