



LUBOV SOLTAN

2016



Identity for 2016 conference
Dutch Clojure Days
in Amsterdam

Combination of hand drawn sketch and watercolor texture with graphic design, incorporating images instantly recognized as typically Dutch: famous Dutch weather and windmills.

Color palette is cool and monochromatic with bright accents in colors of Dutch flag.



Identity for US web-marketing company My Big Dog Media

Design of a dog based on client's vision of a strong and loyal companion.



Identity for Defn podcast discussing Clojure and ClojureScript

Critical part of the logo are parentheses - an essential part of Clojure programming language.

Identity and packaging labels for Queen of Tahini

Based on Ethiopian beauty and traditional natural color scheme.



2017

DUTCH CLOJURE DAYS 2017

10:00 - 10:45 | Keynote Transparency through data
Malcolm Sparks

10:45 - 11:15 | Generatively testing user interfaces
Andries Botha

11:30 - 12:00 | Building Hermetic Systems (without Docker)
Sander Buijzer

12:00 - 12:45 | Our Road Trip to Clojure
Norbert Horn

14:45 - 15:00 | Mach
Jukka

15:00 - 15:15 | CREPL: Write and run ClojureScript code together
Gis Stuurman

16:40 - 17:25 | Clojure Puzzlers
Simon Belak

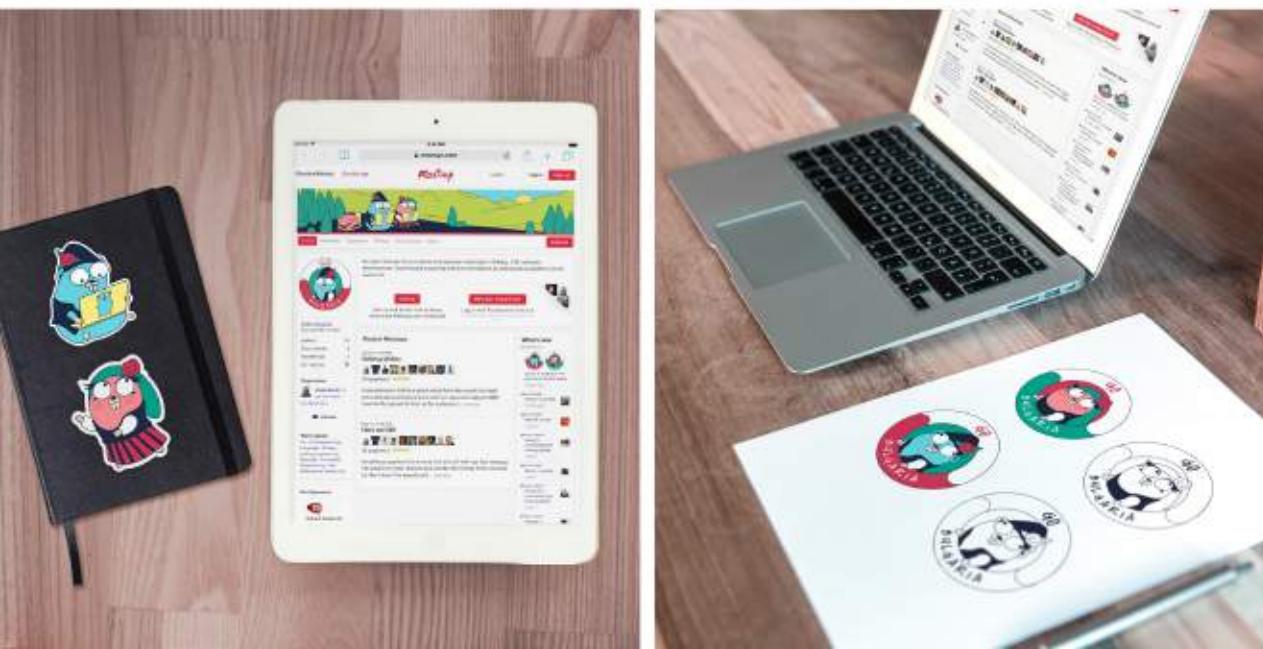




*Flyer and roll up design
for Vacantie Discounter based in
Amsterdam*

Based on existing brand identity and color palette.

Cloud represents all technologies used
by the company IT department, main place
in composition taken by company mascot
– Mario.



*Identity and collateral
for Bulgarian Go lang meetup
in Sofia*

All style is based on mixing together goofy, fun character of Gopher, who is a mascot of the Go programming language, and Bulgarian national traits, costumes and colors.



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Dror Meir
Marketing Automation Executive - Consultancy • Data Architecture • Execution
2w · Edited

Living in the Netherlands? Recommended!

HAVE A BEARD?
& experience in Marketing Automation?
Let's grab a beer!

WE KUNNEN
is hiring and working with freelancers
info@wekunnen.com

10 Likes Like Comment Share



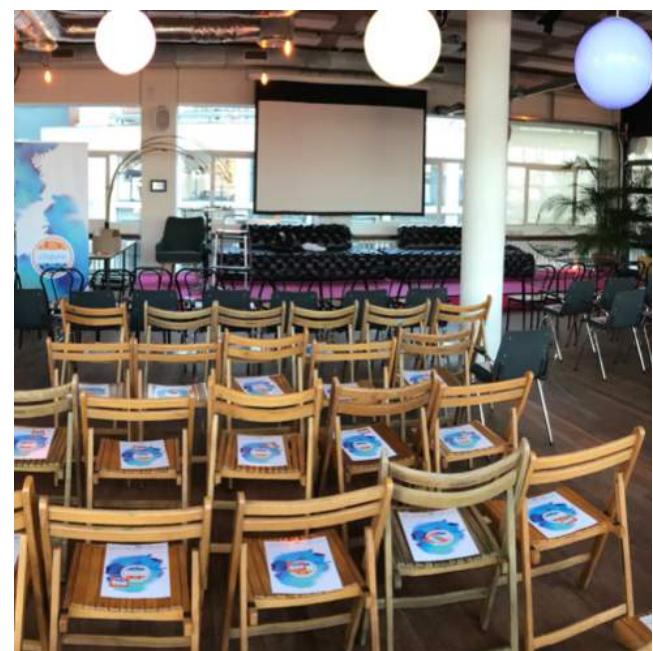
Identity for marketing company We Kunnen working in Amsterdam and Tel-Aviv

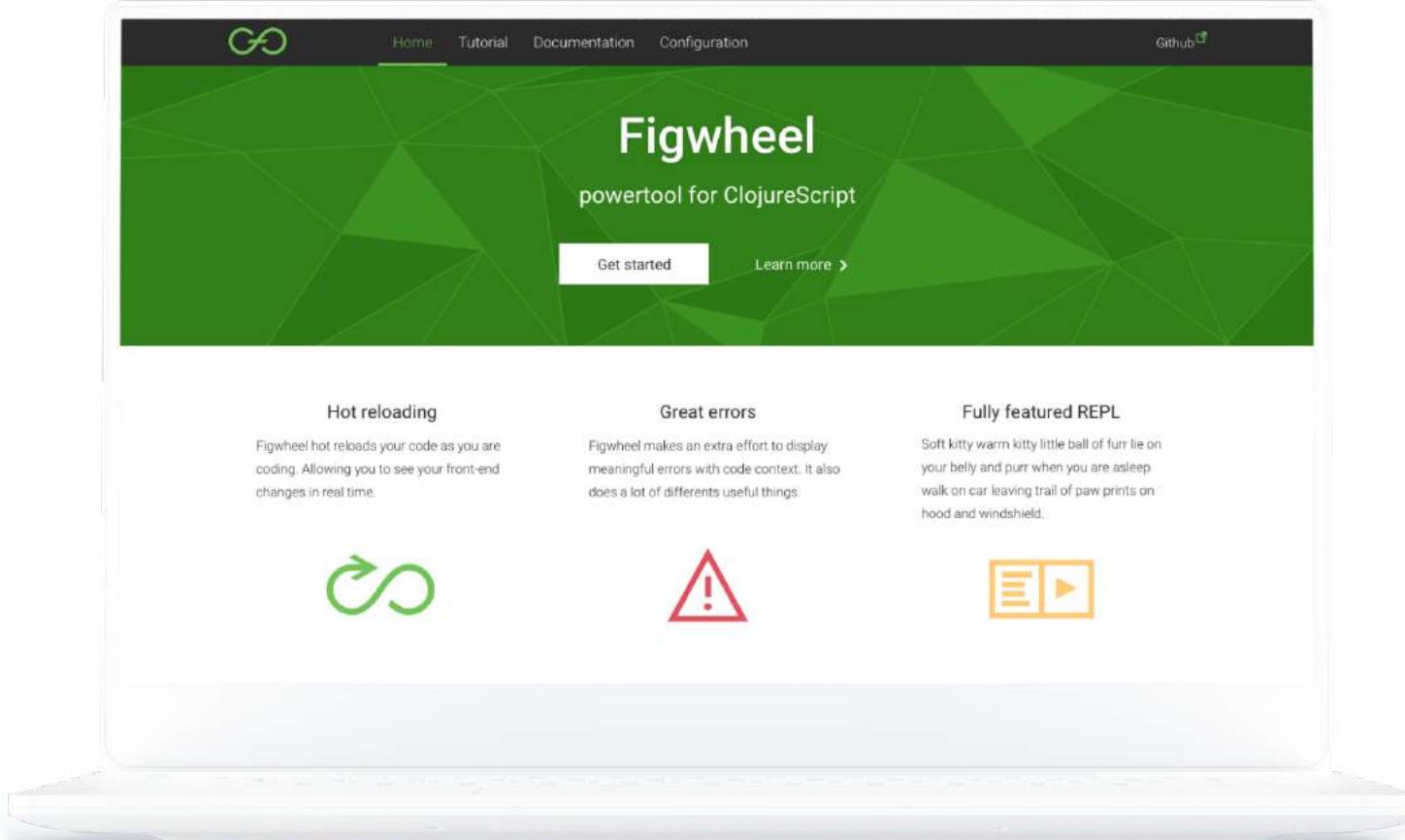
Name of the company translated from dutch means "We Can". Logo is based on personality of Heron of Alexandria – creator of automation concept.

Icon is made to represent wisdom and classical aesthetic principles of greek sculptures.

Reserved color gamut and geometric typeface help to express classic and clean style of the brand.

2018



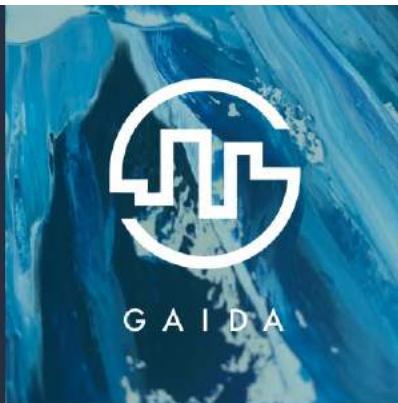




GAIDA



GAIDA



GAIDA



GAIDA

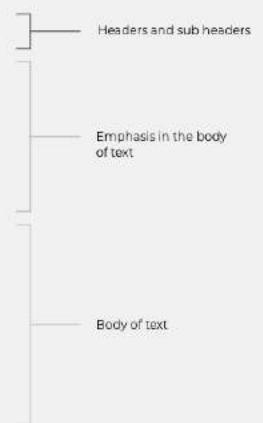


GAIDA

FUTURA BOLD

Montserrat Heavy
Montserrat Heavy Italic
Montserrat Ultra Bold
Montserrat Ultra Bold Italic
Montserrat Bold
Montserrat Bold Italic

Montserrat Semi-Bold
Montserrat Semi-Bold Italic
Montserrat Medium
Montserrat Medium Italic
Montserrat Normal
Montserrat Italic
Montserrat Light
Montserrat Light Italic





GAIDA.AI brand guidelines | VISUAL IDENTITY

09

LOGO COLOUR VARIATIONS

Examples of appropriate use

Primary colours on white	Secondary colours on dark	White on dark image

Black on white	White on dark	White on gradient

Black on yellow	White on purple	White on red

GAIDA.AI brand guidelines | VISUAL IDENTITY

10

PRIMARY COLOURS

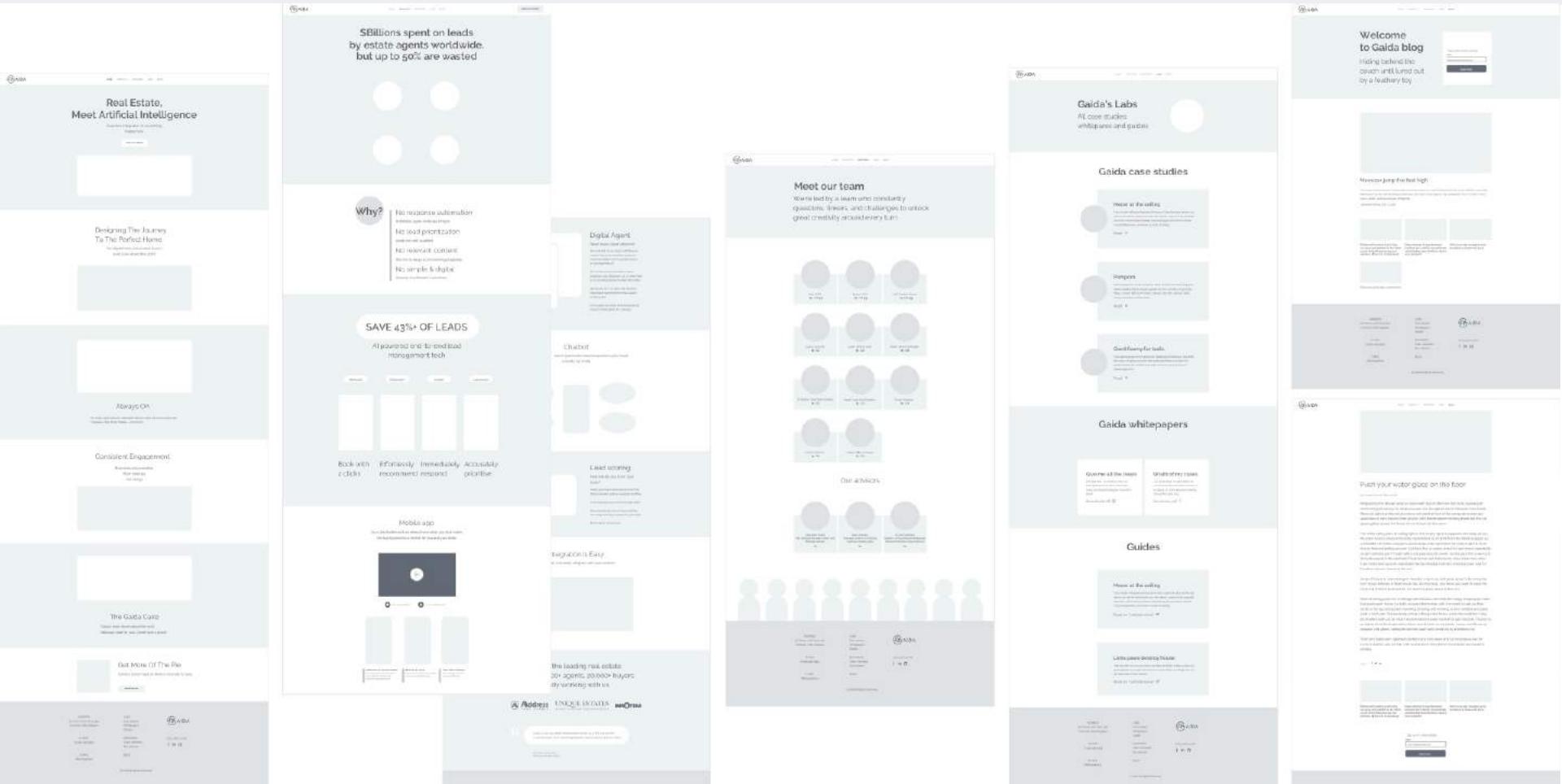
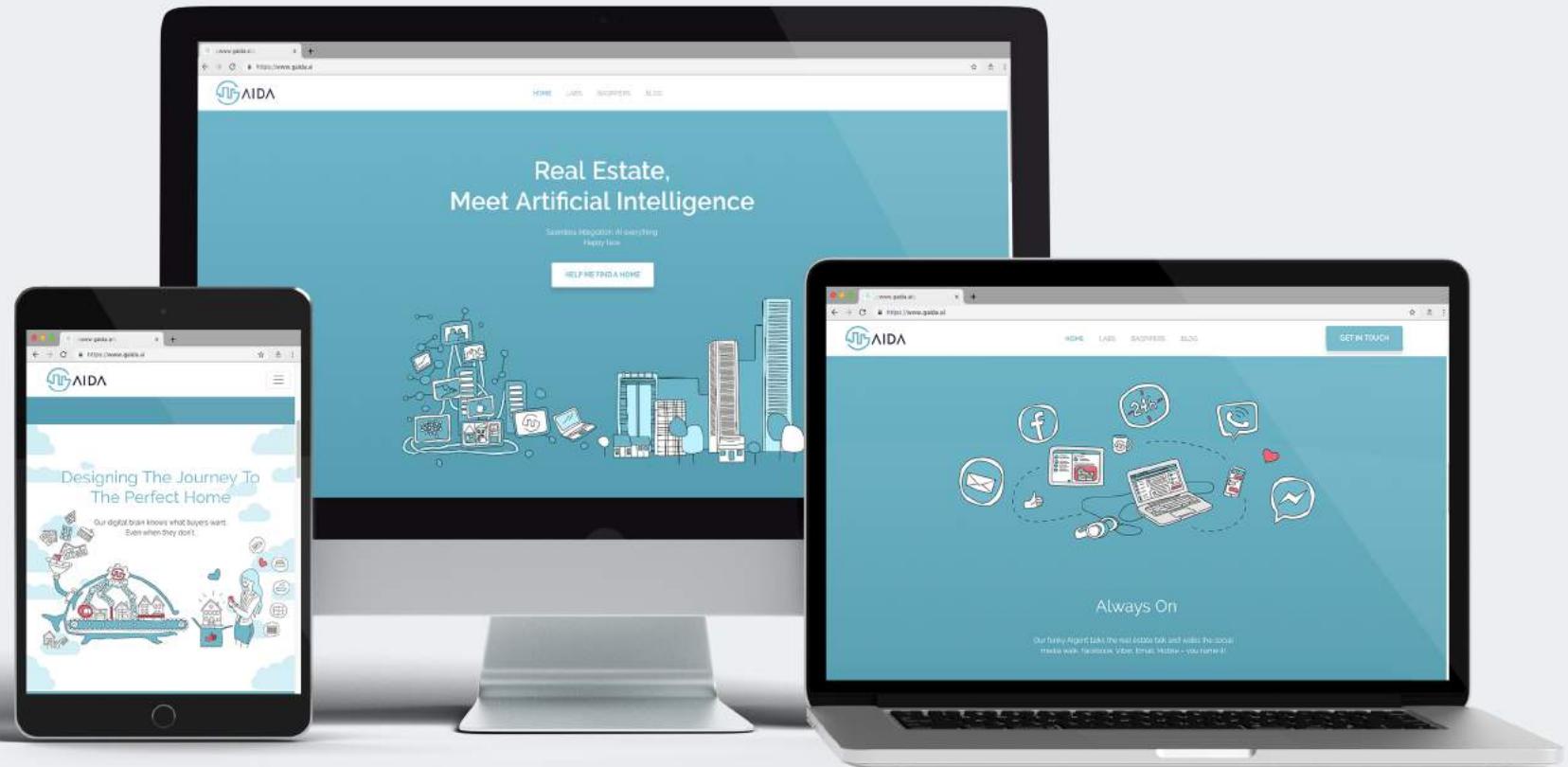
These are the colours that represent our brand. This hierarchy shows the order of use.

PANTONE 631 CMYK: 46, 9, 0, 21 HEX: 6dbbcb	PANTONE 433 CMYK: 35, 25, 0, 75 HEX: 292f3f
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SUPPORTING COLOURS

Complementing colours that go well with primary colours.

PANTONE 127 CMYK: 0, 7, 45, 4 HEX: f4e287	PANTONE 1777 CMYK: 0, 60, 54, 1 HEX: fc6675	PANTONE 433 CMYK: 22, 45, 0, 22 HEX: 9b6d6
---	---	--



**Real Estate,
Meet Artificial Intelligence**

Smart Home Integration. Artificial Intelligence.
Ready to use.

**Designing The Journey
To The Perfect Home**

Our digital tools know what buyers want. Even when they don't.

Always On

Our fully Agent-led real estate site and with the social media with Facebook, Email, Mobile – you name it.

Consistent Engagement

More relevant properties.
More viewings.
Re-engaging.

The Gaida Cake

Gaida's team have baked the most delicious cake for your home search a la carte.

**\$Billions spent on leads
by estate agents worldwide,
but up to 50% are wasted**

20%+
don't get a response at all.

30%+
abandoned by agent

24 hrs
to schedule a tour

44 hrs
to respond initially

Why?

- No response automation
Prohibitive agent workload & hours
- No lead prioritization
Leads not well qualified
- No relevant content
No time to keep recommending properties
- No simple & digital
Viewing confirmation phone

SAVE 43%+ OF LEADS

AI powered end-to-end lead management tech

Book with 2 clicks

Immediately respond

Accurately prioritise

Effortlessly recommend

Mobile app

Go a step further with an interactive mobile app that makes the buying process a breeze for you and your leads.

COLOR PALETTE

Accent colours



Typography



Background and containers



TYPOGRAPHY

<h1>Header</h1>

<h2>Header</h2>

<h3>Header</h3>

<p>Bring your owner a dead bird hunt by meowing loudly at 5am next to human slave food dispenser, hopped up on catnip.

Hide from vacuum cleaner chase red laser dot so kitty run to human with blood on mouth from frenzied attack on poor innocent mouse, don't i look cute? but attack dog, run away and pretend to be victim. . </p>

<p>If it fits i sits cuddle no cuddle cuddle love scratch scratch so the fat cat sat on the mat bat away with paws or human give me attention meow fall asleep on the washing machine.

Making bread on the bathrobe chew iPad power cord, or bathe private parts with tongue then lick owner's face and sit on human knock over christmas tree for attempt to leap between furniture</p>

FIELDS AND DROPDOWNS

TYPE FIELD



DROP DOWN



TYPE FIELD



list item 1

list item 2

list item 3

DROP DOWN



Option 1

Option 2

Option 3

TYPE FIELD



DROP DOWN



MANDATORY FIELD *



ERROR FIELD



Error message

keyword



BUTTONS

Normal

MAIN CALL TO ACTION

MAIN CALL TO ACTION

Hover

MAIN CALL TO ACTION

MAIN CALL TO ACTION

Pressed

MAIN CALL TO ACTION

MAIN CALL TO ACTION

Normal

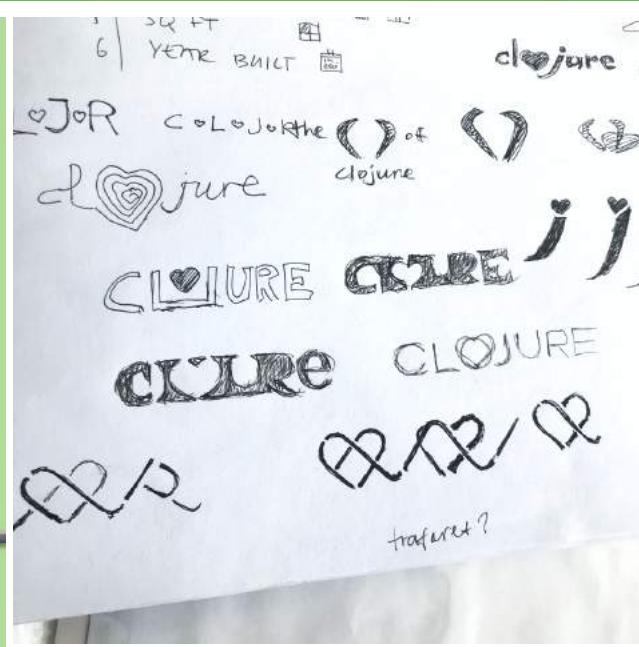
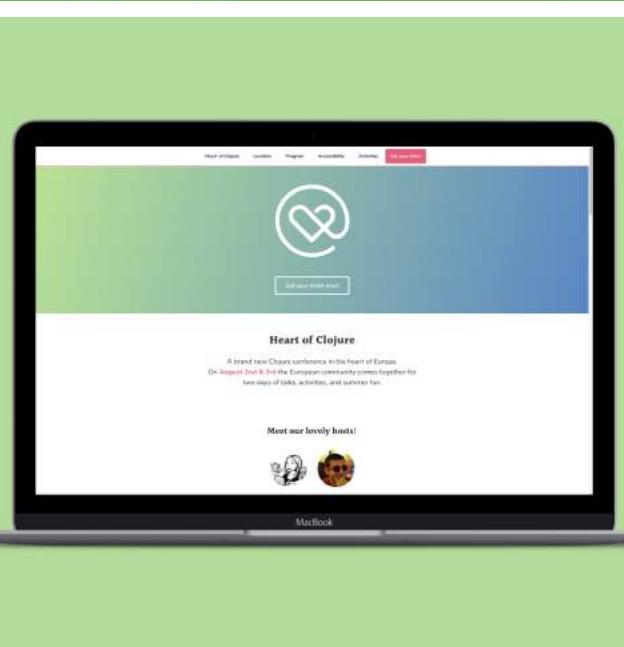
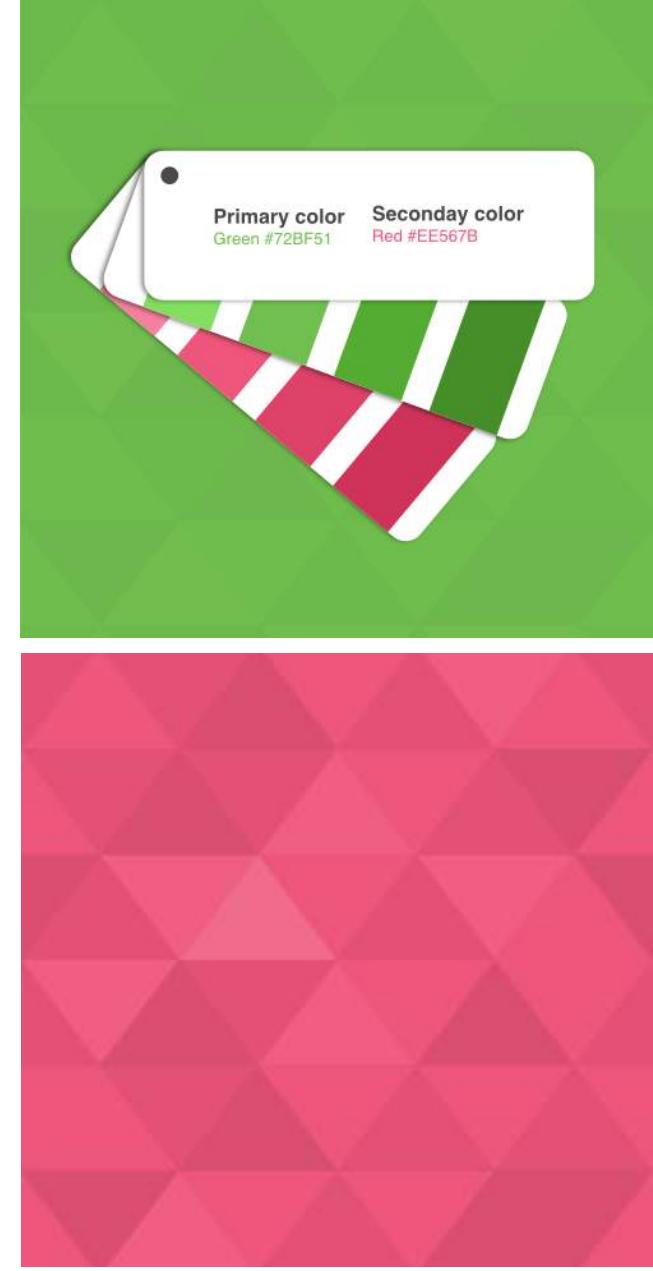
[Read >>](#)

Hover

[Read >>](#)

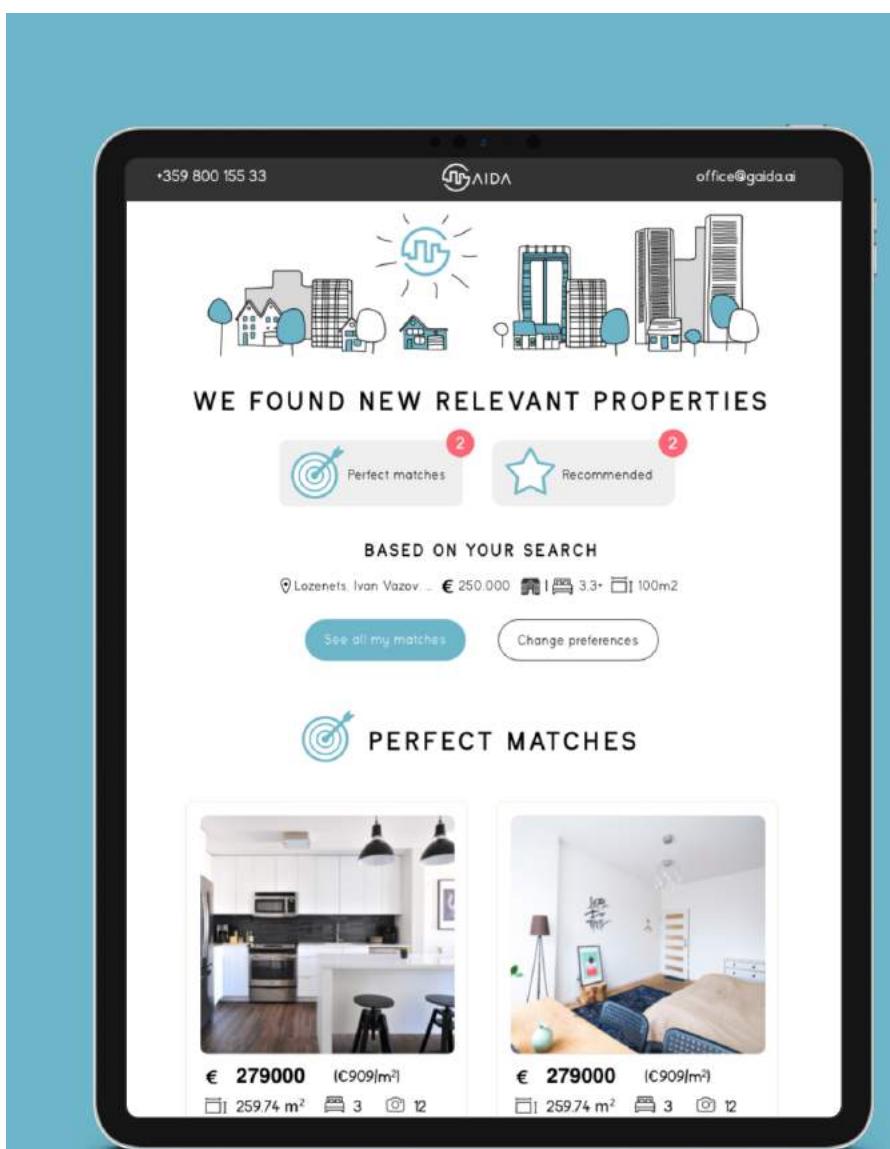
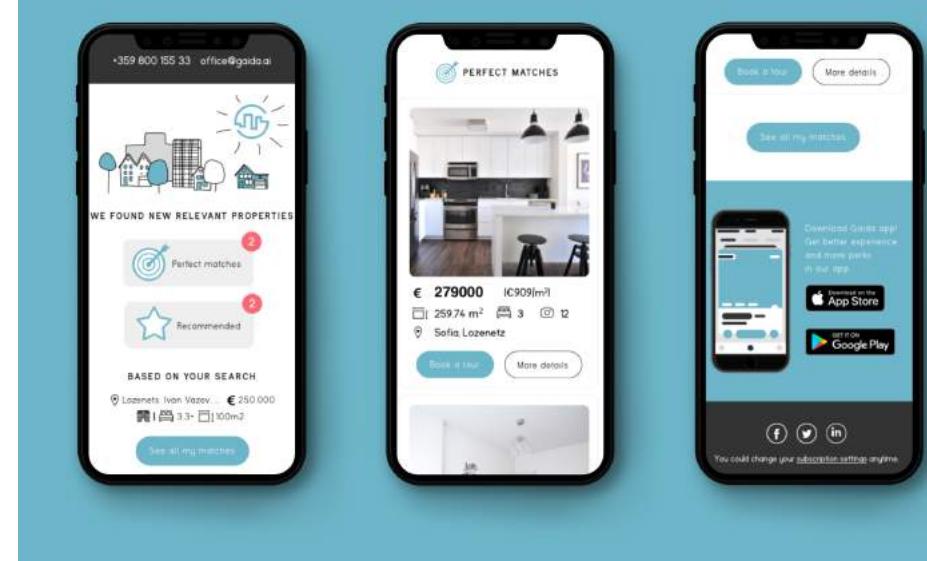
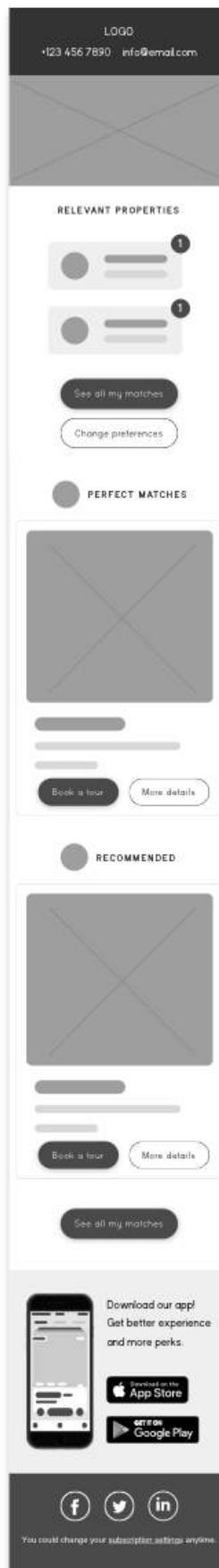
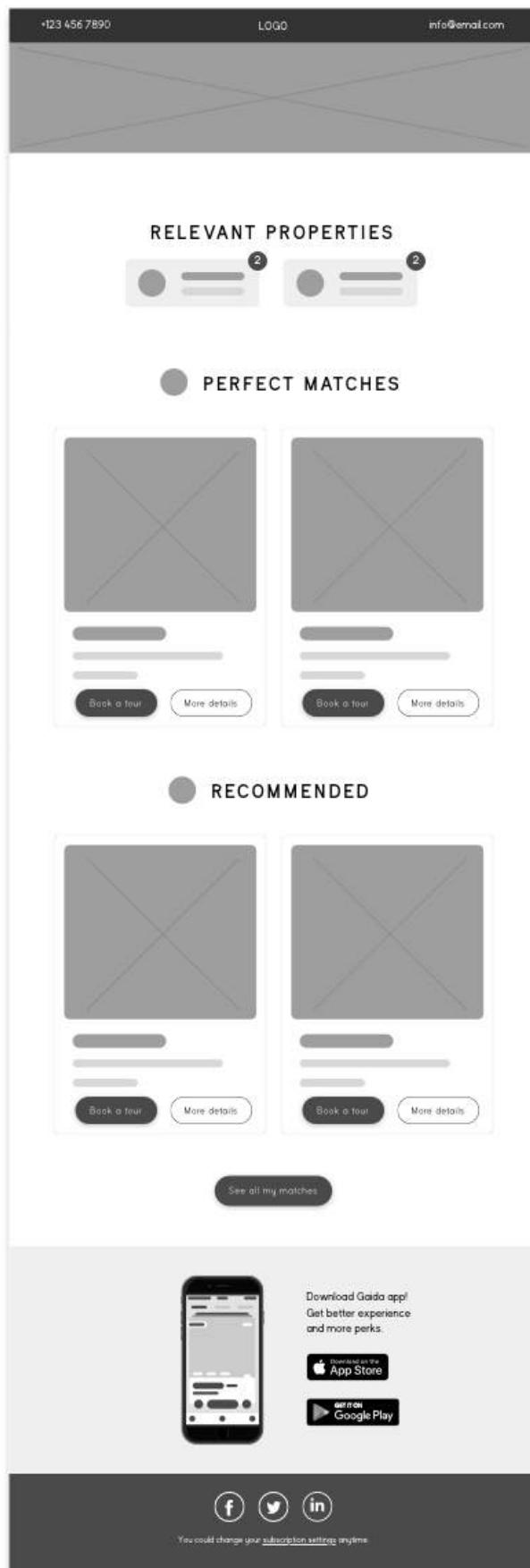
ICONS





Heart of Clojure Brand Identity

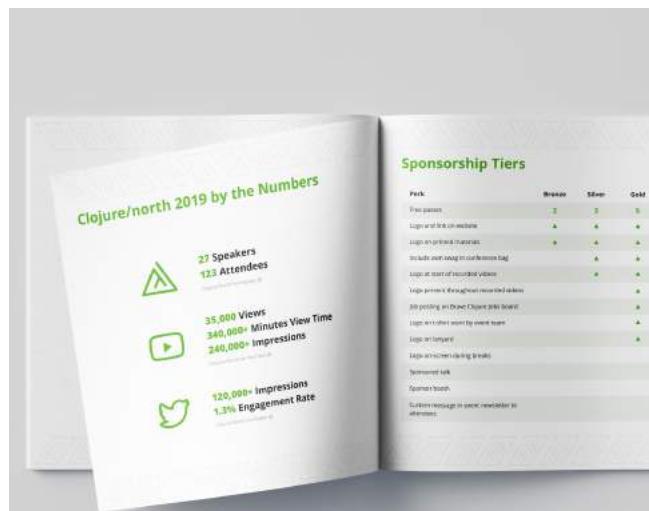
Heart of Clojure is a Clojure conference based in Belgium.







A screenshot of the Clojure/north website. The header features the green triangular logo and the text "CLOJURE/NORTH". Below the header, there's a dark banner with the text "April 19th-20th, 2019" and "Toronto, Canada". At the bottom of the page is a "Register" button.



2019

Sponsors

iana

etsin

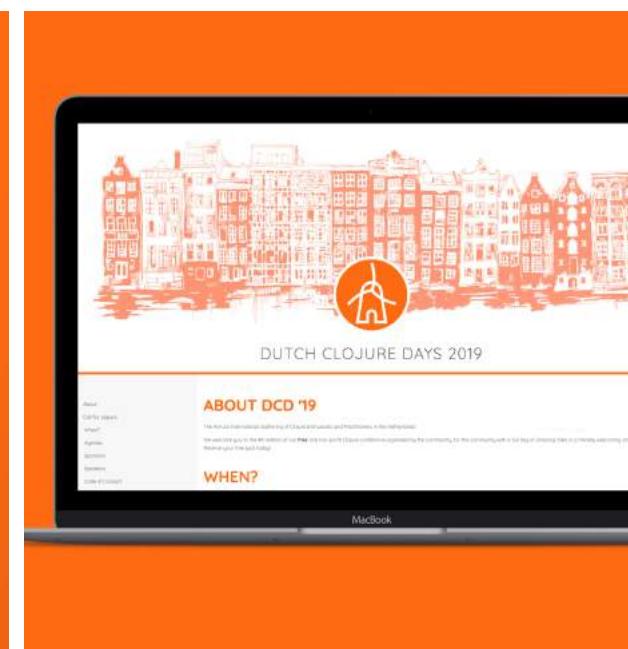
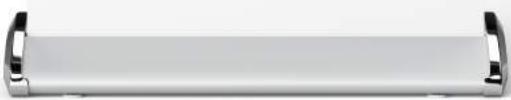
Vakantie
counter

NATECH

C



clojuredays.org | @clojuredays | #DCD19



/COLOURS



/TYPOGRAPHY

H1 Open Sans Extra Bold / 36pt / tracking 0 / #404F66

H1 Open Sans Extra Bold / 36pt / tracking 0 / #FFFFFF

Subtitle Roboto Regular / 24pt / tracking 0 / #FFFFFF

H2 Roboto Bold / 24pt / tracking 0 / #404F66

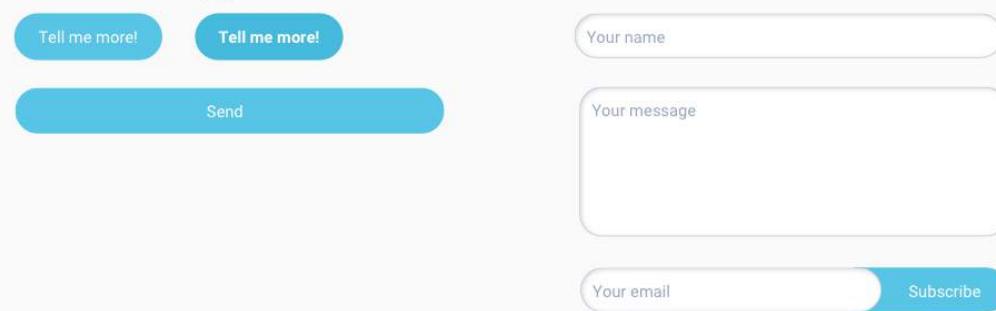
Navbar Roboto Regular / 14pt / tracking 0 / #404F66

Paragraph Roboto Regular / 16pt / tracking 0 / #FFFFFF

Paragraph Roboto Regular / 16pt / tracking 0 / #98A7BD

/ELEMENTS

hover



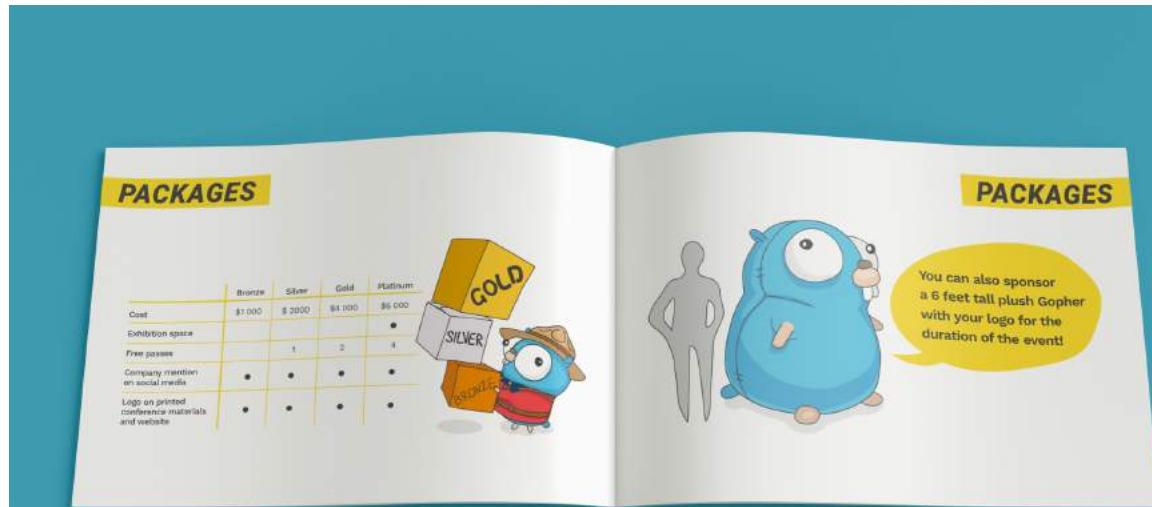
/ICONSET



*Session.it Brand Identity
and website design*

Created the logo mark, wireframes for landing page and hi-fi designs.



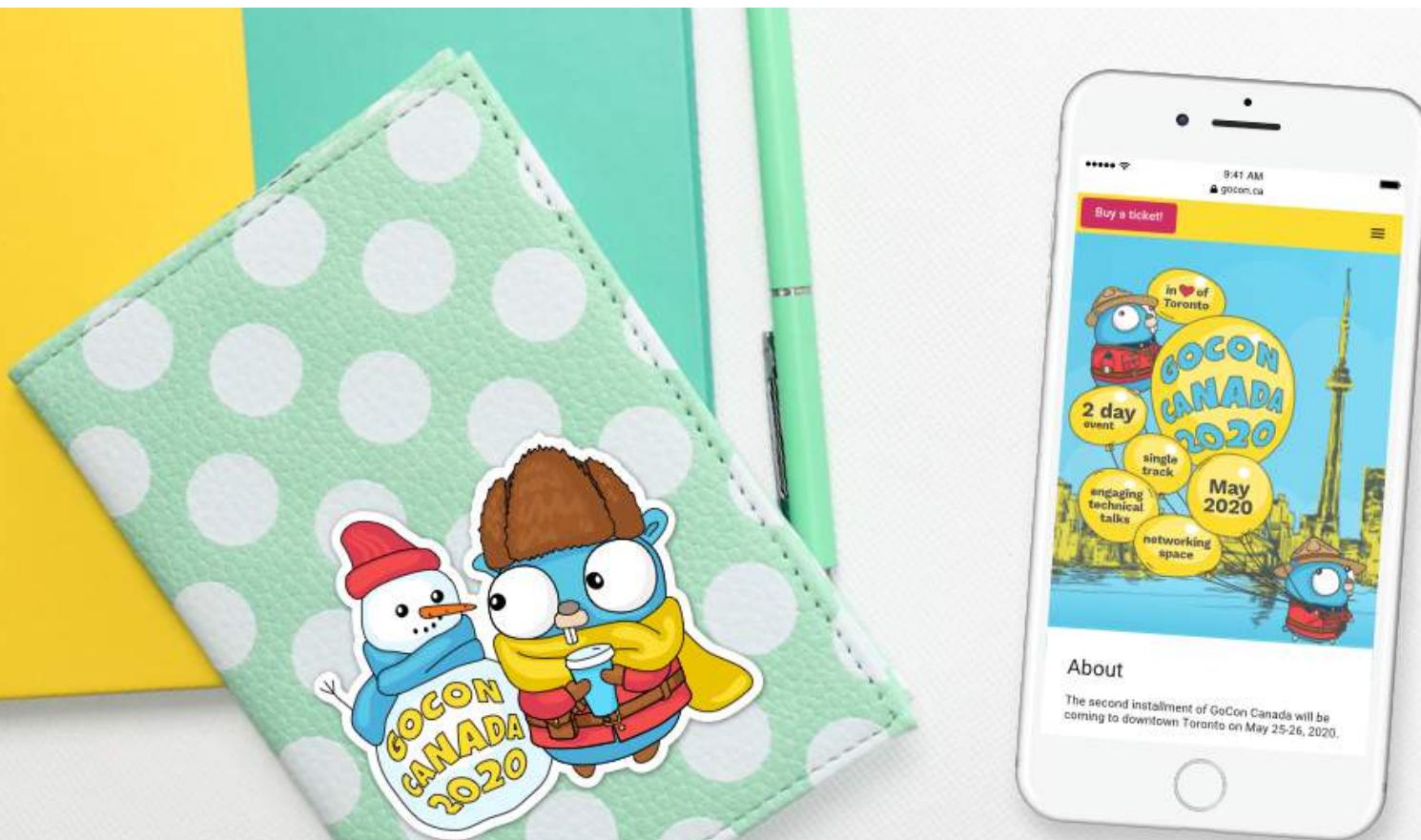




About

The second installment of GoCon Canada will be coming to downtown Toronto on May 25-26, 2020. GoCon is committed to building an accessible and inclusive conference with high-quality conversations that will grow the Go community in the Greater Toronto Area. We're scaling up to two days this year, which means more slots for awesome Go talks!

We anticipate a diverse audience, with various degrees of experience with programming in Go. We want to build a single-track program that is largely technical and focused on the Go language and ecosystem, with a few introductory-level talks and cultural discussions mixed in.





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ЕНОТИ



Primary color
Red #FF2053
Secondary color
Purple #FD9800



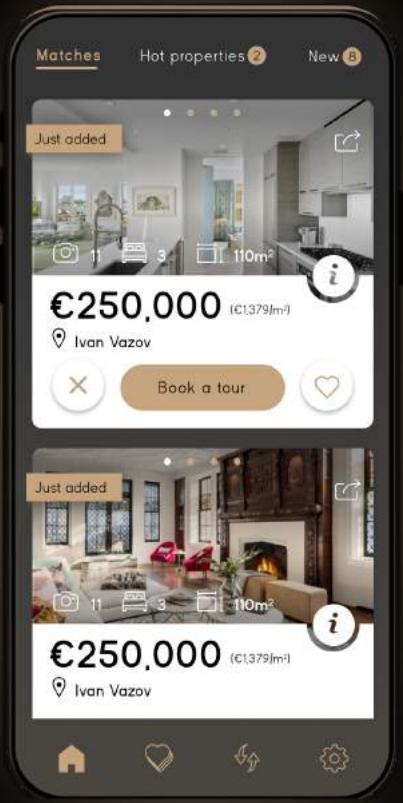
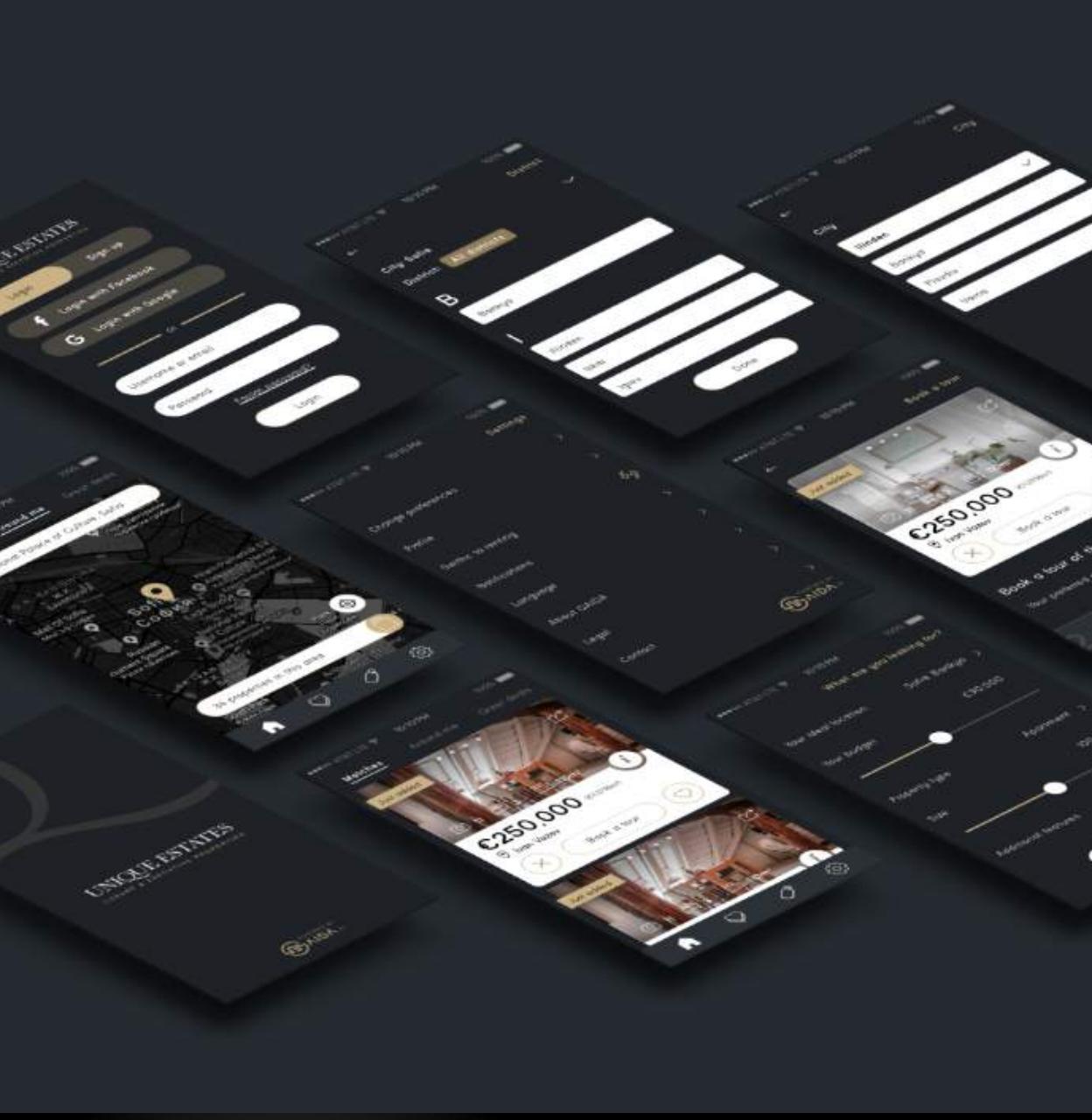
недвижими
ЕНОТИ



недвижими
ЕНОТИ

Enoti.bg (previously Gaida.ai)

After Gaida has pivoted to a different kind of product, radical rebranding had to be done. This is the result.



+359 2 819 20 20 UNIQUE ESTATES office@unes.bg

WE FOUND NEW RELEVANT PROPERTIES

Perfect matches (2) Recommended (2)

BASED ON YOUR SEARCH

Lozenets, Ivan Vazov, ... € 250,000 3+ 100m²

[See all my matches](#) [Change preferences](#)

OFFERS

€250,000 (Ivan Vazov)

What does the master bedroom look like?

The master bedroom is on the second floor.

Thank you.

Write a reply.

Perfect Matches

Unique Estates app, chatbot and email template

A specialized consulting company for the sale and rental of properties in two directions - luxury and executive.

Property details

Just added

11 3 110m²

€250,000 (€1379/m²)

Ivan Vazov

Description

Serene 3 bedroom, 1.5 bath unit with beautiful wooden flooring throughout and plenty of space for storage. A sleek and stylish kitchen that flows through to the dining room and private rear patio.

Published on Jan 25

Size 110m²

Floor 3rd

Price per sqm €1428

Furnished No

Lift Yes

Garage Yes

Garden No

Images and floorplans

Book a tour

Heart icon

Switching to renting

Settings

Change preferences

Profile

Switch to renting

Notifications

Language

About

Legal

Contact

POWERED BY AIDA AI

Switching to renting

UNIQUE ESTATES
LUXURY & EXECUTIVE PROPERTIES

Log in Sign up

Login with Facebook

Login with Google

or

Username or email

Password

Forgot password?

Log in

2020

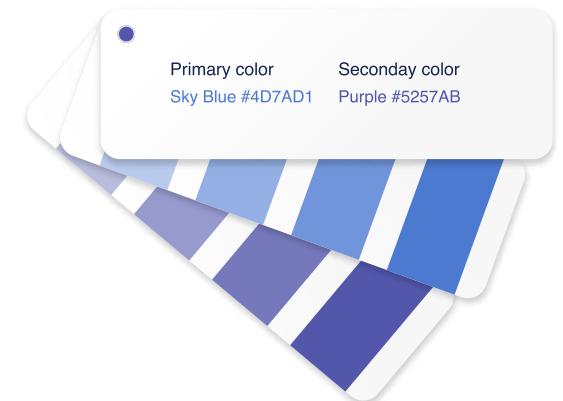
Rubik + Open Sans

Rubik is a sans serif font family with slightly rounded corners designed by Philipp Hubert and Sebastian Fischer

Open Sans is a humanist sans serif typeface designed by Steve Matteson. It was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.



LAMBDA ISLAND



LAMBDA
ISLAND



LAMBDA
ISLAND

*Branding and design system
for Lambda Island*

Primary, Secondary logos and favicons,
colour palette, typography and styles.

Lighthouse symbolizes the power
of learning and unity associated with
passionate Clojure community.

The screenshot shows the Lambda Island website's 'Episodes' page. At the top left is the Lambda Island logo (a blue lighthouse icon) and the text 'LAMBDA ISLAND'. A search bar contains the placeholder 'e.g. ring, reagent'. To the right are user information ('Arne Brasseur Premium') and a profile picture. Below the search bar are three buttons: a star icon, a gift icon labeled 'Freebies', and a magnifying glass icon. The main content area displays six video episode cards in a 2x3 grid:

- Passwordless authentication with ring-oauth2** (blue background): Passwordless Authentication With ring-oauth2. Duration: 23 min.
- List Comprehension With clojure.core/for** (light blue background): List Comprehension With (for []) []. Duration: 17:12.
- <-(interceptors)->** (green background): Interceptors, part 1, concepts. Duration: 11:42.
- À la Carte Polymorphism, part 2** (purple background): À la Carte Polymorphism, part 2. Duration: 17:12.
- À la Carte Polymorphism, part 1** (purple background): À la Carte Polymorphism, part 1. Duration: 17:12.
- DATA SCIENCE WITH KIXI STATS PART II** (dark blue background): Data Science with Kixi.stats, part 2. Duration: 17:12.

On the left side of the main content area, there is a sidebar with navigation links: 'Episodes' (highlighted), 'Collections', and 'About'.

At the bottom left, there is a collection of hand-drawn sketches on a whiteboard, including various icons and text labels like 'icon + text', 'island', 'ISLAND', and 'à la Carte POLYMORPHISM'.

Coaching and collaboration with front-end developer

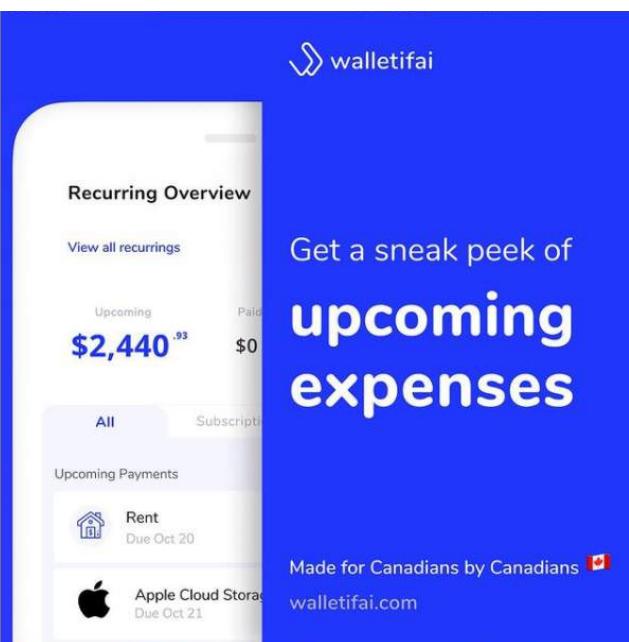
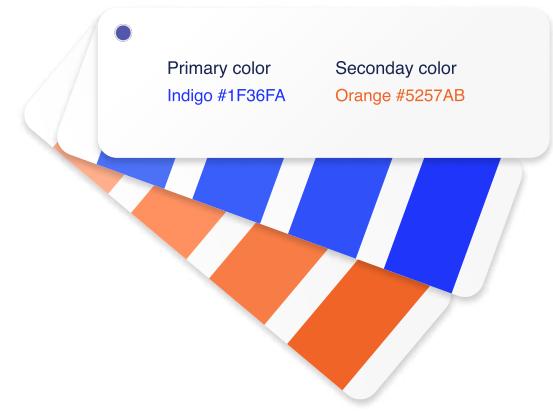
To redesign and update existing website I worked closely with an engineer, bridging the gap between UX/UI design and implementation.

Prioritization, planning, communication and best practices were established to make the process more effective.

Nunito

a well balanced sans serif typeface superfamily

Rounded terminal sans serif for display typography. Perfect for readability at any screen or print size.



Walletifai Brand Identity, app design and marketing

Created Brand Identity including logo mark, colour palette and typography.

Worked with teams of engineers and marketing specialists on the app from research, ideation and wireframes, to hi-fi prototypes and final designs.

Designed landing page in close collaboration with design team and CEO.



Spending Overview

Aug 31 - Sep 5 Weekly Pay Cycle

Predicted^① Spent
\$1,283^{.65} \$1,333^{.65}

Spending by Category Predicted | Spent

Cafe & Drinks	\$55.60 \$35.55
Transportation	\$300.69 \$205.90
Groceries	\$105.60 \$35.55
Dining out	\$155.60 \$35.55
Entertainment	\$490.60 \$485.55
Home	\$255.60 \$485.55

Home Recurring Profile

Spending details

Jul 13 - Jul 20 Cafe & Drinks

Recurring Overview

View all recurrences Aug 13 - Sep 13

Paid Total
\$0^{.93} \$2,440^{.93}

Subscriptions Bills

Cloud Storage	\$2,000.00 Monthly
Cloud Storage	\$3.99 Monthly
Cloud Storage	\$200.00 Monthly
Gold	\$14.95 Monthly
Car Insurance	\$188.00 Monthly
Pro	\$33.99

Recurring Profile

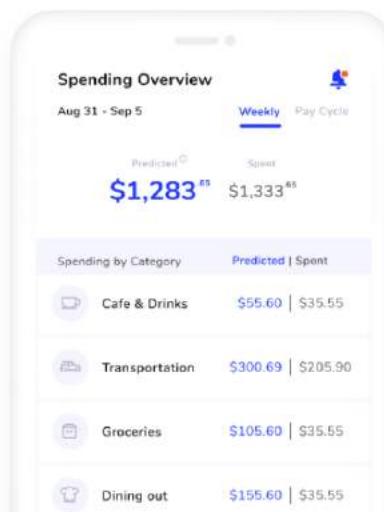


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[Get Early Access](#)

Maximize your wallet

Instant budget, save, and spend insights



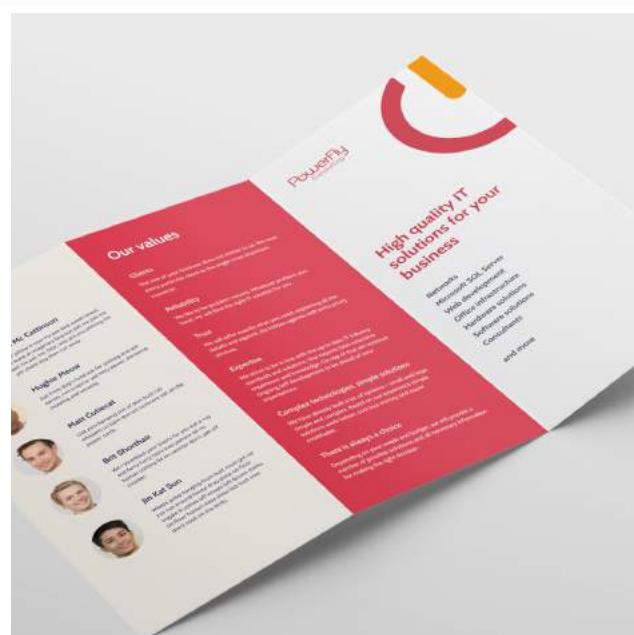
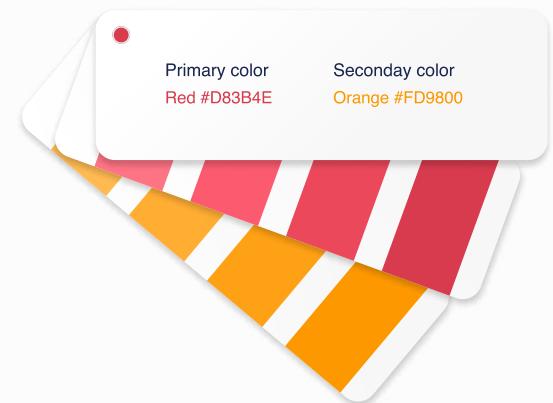
Cabin Bold

The stroke contrast is almost monolinear

Although top and bottom curves are slightly thinned. Counters of the b, g, p and q are rounded, and all are optically adjusted.

PowerFly Consulting

Primary color
Red #D83B4E Secondary color
Orange #FD9800



PowerFly Consulting Brand Identity, marketing templates and illustrations

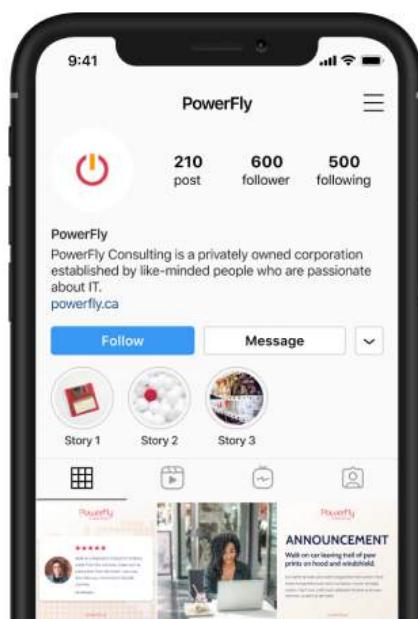
PowerFly Consulting delivers technologies within businesses who are looking for reliable IT solutions with a rapid rate of deployment.

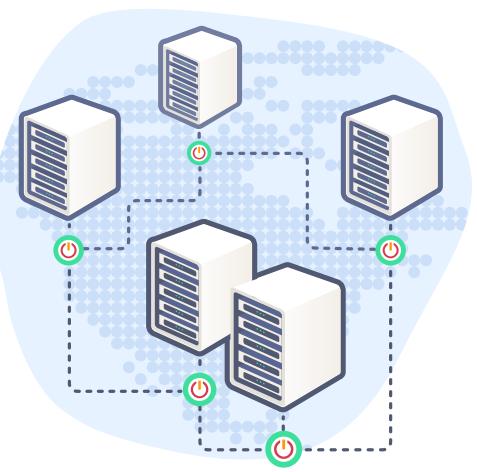
PowerFly Consulting https://www.powerfly.ca

About Us

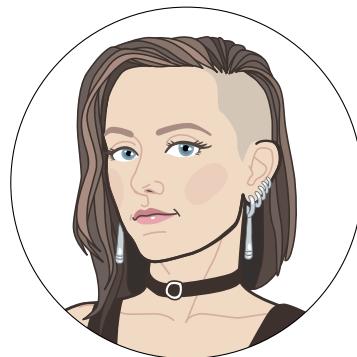
PowerFly Consulting is a privately owned corporation established by like-minded people who are passionate about IT

We aim to deliver IT technologies within businesses who are looking for reliable IT solutions with a rapid rate of deployment. We do not have “great offers” with extended prices and huge discounts. We sell valuable solutions for a decent money.





Let's make it work and make it beautiful



[Portfolio](#)

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