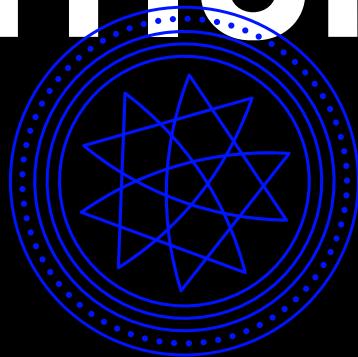


BRANDING PRESENTATION



www.tondo.design

www.tondo.design

TONDO

"**WE DON'T
DRAW PRETTY
PICTURES,**

**WE OFFER
BUSINESS
SOLUTIONS"**

**WE ARE A TEAM
OF BRAND
STRATEGISTS**

AND ART- DIRECTORS

united by a common approach and years
of experience gained by working for lead-
ing advertising and branding agencies.

Strategy and design are inseparable for us.

In the end, we create

A WHOLESOME PRODUCT

that provides

COMPLETE
BUSINESS
SOLUTIONS.

KVADRAT

#1

The real Roman pizza bar

TASK

Creation of a contemporary brand identity for a square pizza chain.
Packaging format: large pizza, 1/4; bright colors, flexible design elements.

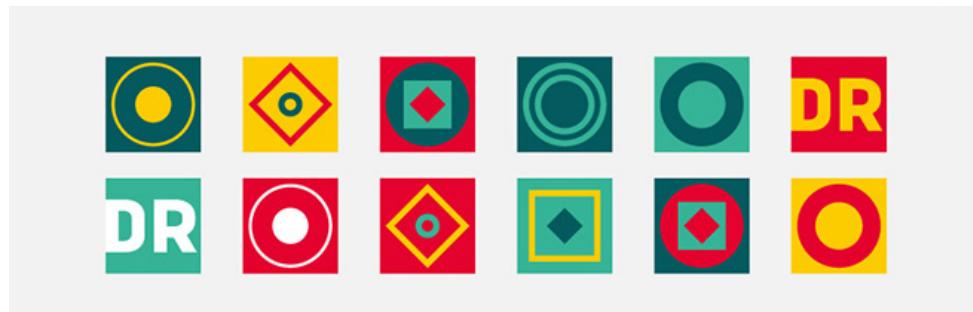
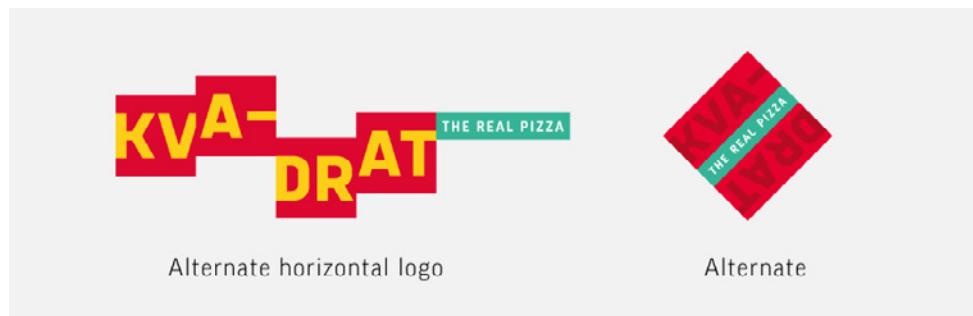
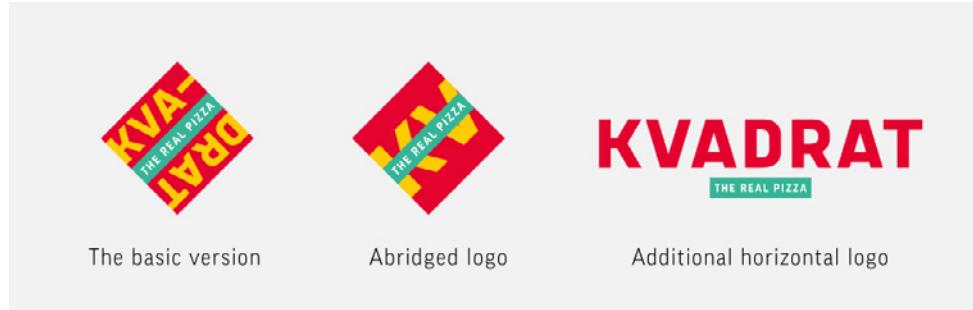
ELEMENTS

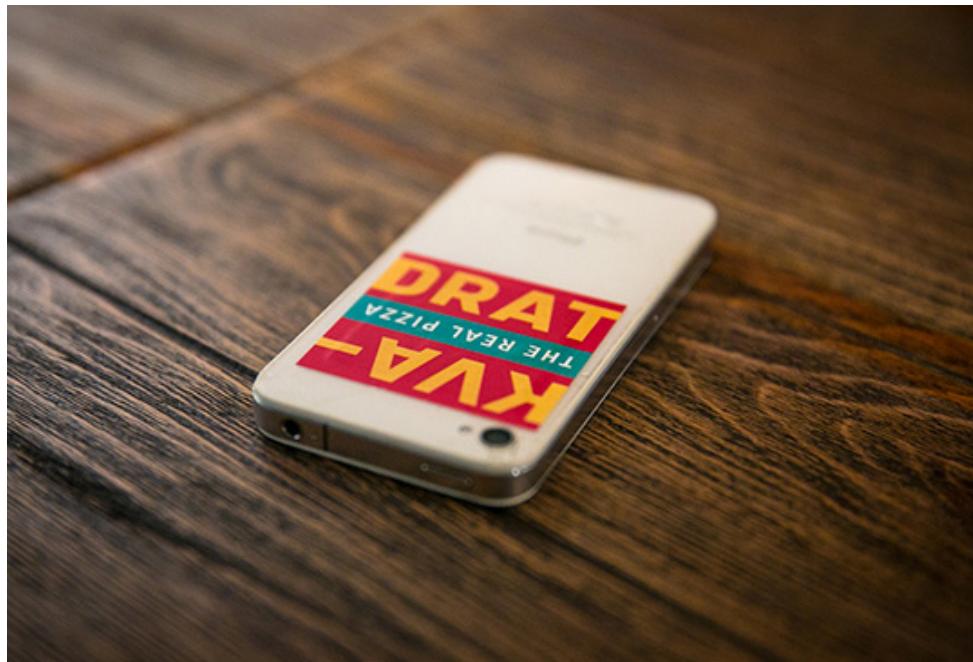
Logo in several variations • signboard • fonts • branded pattern • menu •
price-tags • business cards • communicational templates • interior design •
participation in website creation

01 / 2014

tondo.design/kvadrat









NEVER SLEEP

#2

Tour operator for youth

TASK

Creation of a non-standard, brave, and rebellious corporate style for a tour operator that organizes trips specifically for the younger audience. Development of a souvenir line that will have a big practical value to its' users.

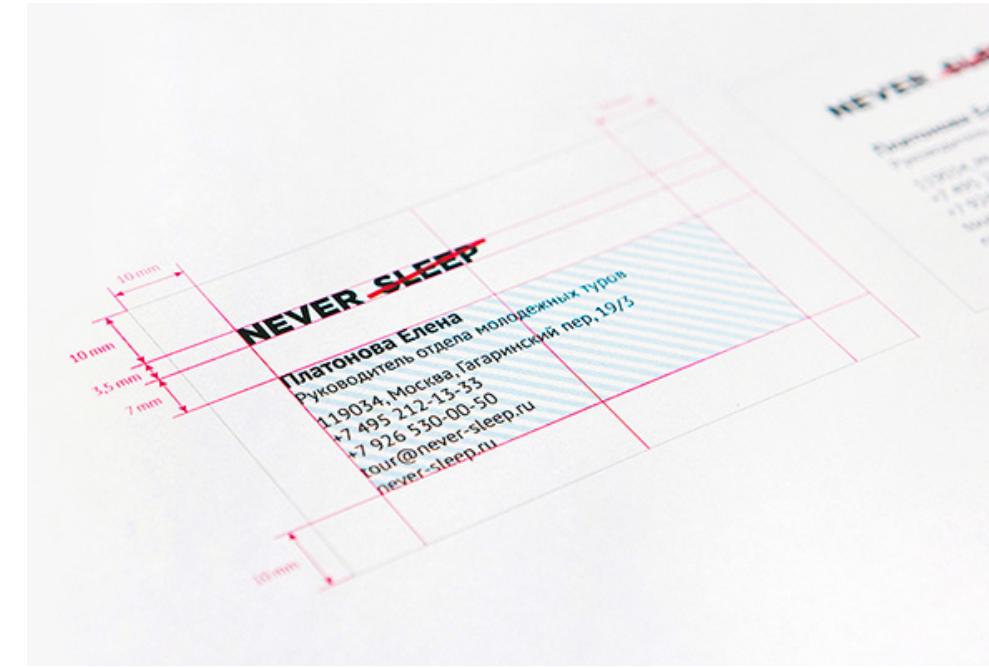
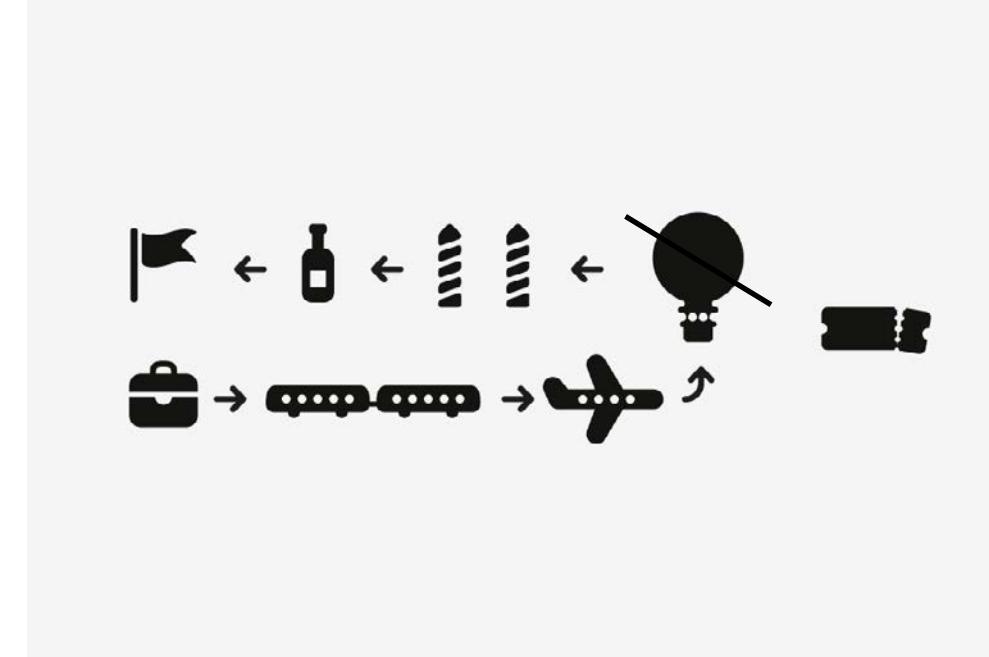
ELEMENTS

Several version of the logo • a set of icons • business documentation • slogans • branded graphic elements and word play • guide book

06 / 2013

tondo.design/never_sleep





TONDO NEVER SLEEP

~~ADONIS~~ ~~ONOR~~ ~~SITAMEN~~ ~~SECTETUP~~ ~~DISCING~~ ~~ELIT~~.

~~VITA~~ ~~MAGNA~~ ~~SED~~ ~~ULTRIO~~

~~OPEN~~ ~~SECRETI~~ ~~WIL~~

~~WAN~~ ~~VITAE~~ ~~SCHE~~

~~YAC~~ ~~MA~~ ~~SCHE~~

~~TONDO~~ ~~TONDO~~ ~~TONDO~~



STERLITAMAK

#3

Citybranding

TASK

Creation of a lively, vibrant design, supporting Denis Vizgalov's strategy and the idea of number "3" and "Voluminous life". A pyramid as a visual element was selected to represent the trinity, the volume and the depth of the idea.

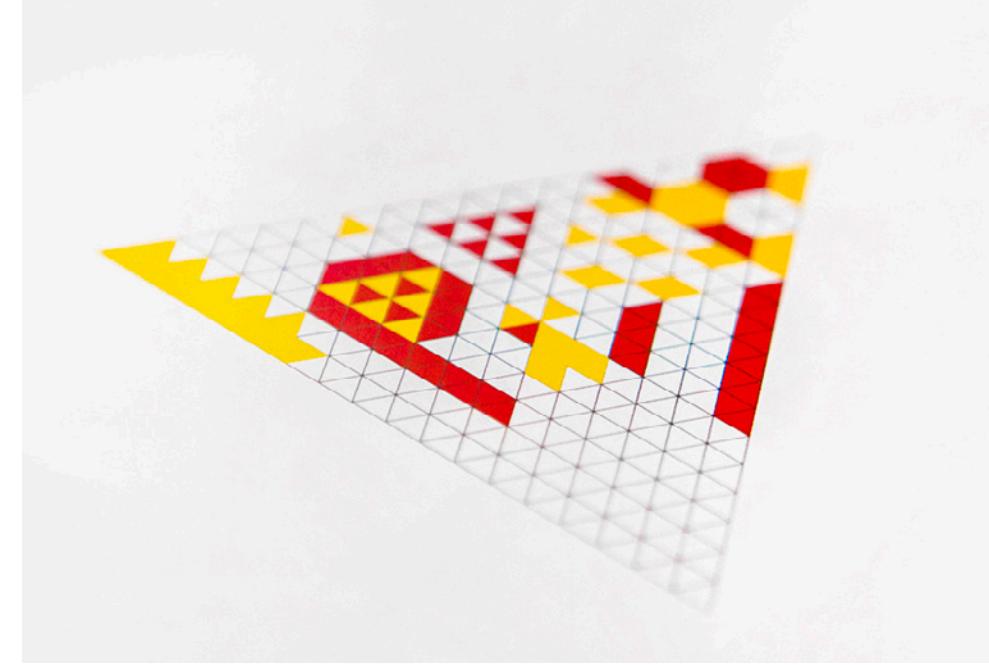
ELEMENTS

Logo • additional graphic elements • city formats • souvenirs • city design • conference design • street navigation and transport design • guide book









CHEMPIONIKA

#4

Children's football club

TASK

Creation of a bright, sporty and active identity for children's soccer team.
The base is the pentagon of a classic soccer ball.

ELEMENTS

Logo • optimized version of the symbol • typography in Russian and English •
print templates • branded icons • 20+ branded carriers • guide book

08 / 2015

tondo.design/chempionika









BEER BROS

#5

Craft brewery

TASK

Etiquette design for a craft beer company. The design had to be vibrant and different, visible on the shelf and easily adaptive to new brews.

ELEMENTS

Logo adaptation • a product line of 4 brews • color suggestions for the upcoming products • business documentation • social platforms page design • web-design

04 / 2016

tondo.design/beer_brows_brewery









TITSES

#6

Very cute chocolate

TASK

Daring and fun chocolate packaging design.

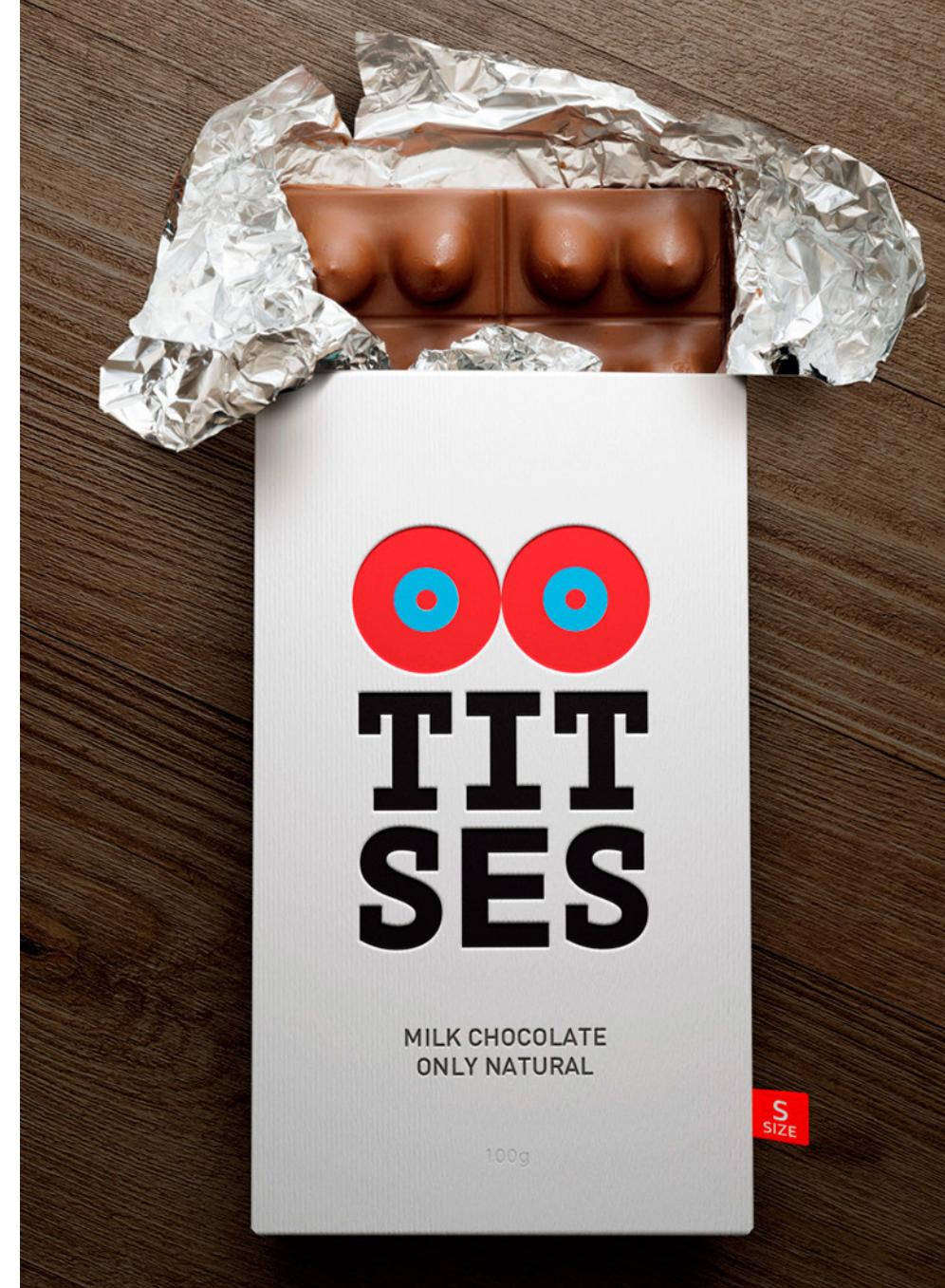
ELEMENTS

Product line of three SKU

11 / 2015

tondo.design/titses







NIGHTS OVER THE VOLGA

#7

Youth Tourism Festival

TASK

Identity creation for an educational fest, organized by Never Sleep tour operator. The festival is held in several cities located on Volga river's bank. Events include lectures, tours, concerts, excursion.

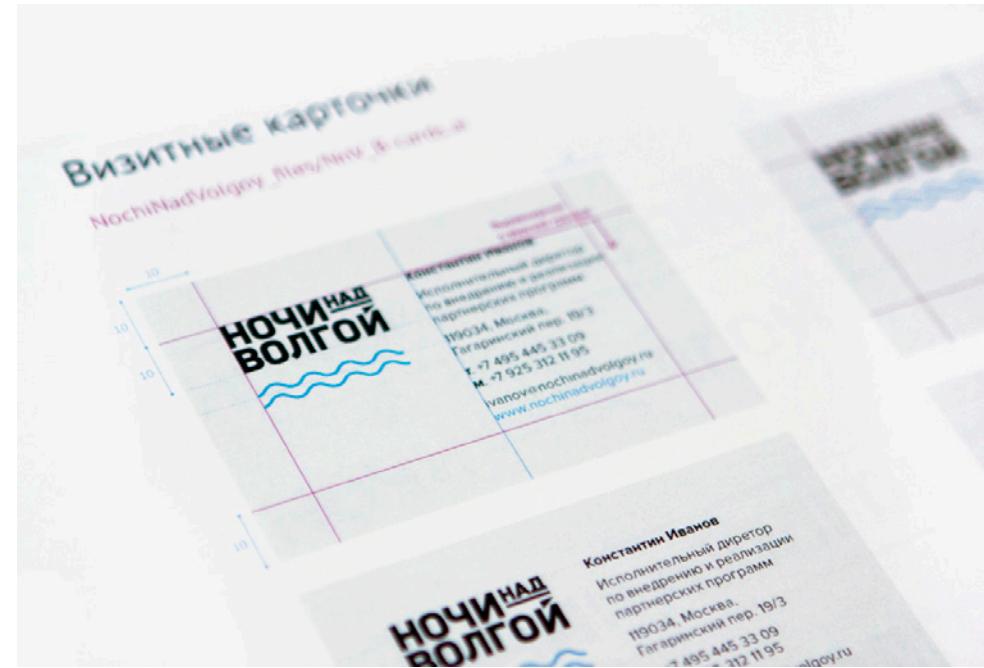
ELEMENTS

Logo • set of icons • graphic elements • 25+ souvenirs design • banners • animated shorts • study materials

08 / 2015

tondo.design/Nights_over_Volga









HEINZ BLOODY MARY

Vodka & tomato

TASK

New drink packaging.

ELEMENTS

Packaging • etiquette

Heinz bloody mary
Packaging

08 / 2016



Heinz bloody mary
Packaging

08 / 2016



HAUDEGEN

#9

New lineup of beer

TASK

Creation of an identity which combines two epochs. The ancient tradition of brewing and uncontrolled club parties. Months spent in the basement of the monastery and non-stop crazy night party.

ELEMENTS

Packaging • etiquette • coasters

02 / 2017

Packaging





Hauddegen
Packaging



NASTOYASHAYA

#10

Traditional vodka

TASK

Vodka packaging.

ELEMENTS

Packaging • etiquette • stamp

04 / 2016

Packaging





FINGER- LICKIN

#11

So delicious jam sweets that you wish to lick your fingers
(Russian idiom)

TASK

Original and fun candies identity and packaging.

ELEMENTS

Logo • set of characters • packaging • product line of three SKU

07 / 2013



ГЗХЕЛКА

#12

Vodka named like the well-known
Russian national crafts

TASK

Vodka packaging and etiquette.

ELEMENTS

Packaging design with a modern interpretation of the "Gzhel" painting •
etiquette

09 / 2016





DIFFERENT PACKAGING OF DRINKS











**WHAT YOU
GET FINALLY**



1. BRAND concept

- Target audience analysis.
- Brand identity description, tone of voice creation for communication with customers, partners and employees.
- Definition of emotional and practical advantages of the brand.
- Brand platform definition (mission, promise, vision, goals).

2. LOGOTYPE

Original, vertical, horizontal, short version, long version, blocks with slogans and descriptors, monochromatic version, etc.

3. COLORS

Corporate colors in RGB, CMYK, HEX, Pantone, Oracal.

4. TYPOGRAPHY

Corporate fonts, headlines, typography, proportions.

5. COMMUNICATION AND BANNERS

Communication templates for messages and images.

6. ADDITIONAL GRAPHICS

An important and contemporary brand element. Corporate pattern, icons, additional graphic elements.

7. STANDARD BEARERS

Business cards, envelopes, folders, badges and other more unique carriers.

8. SOUVENIR PRODUCTION

Tees, pens, mugs, watches. single products and sets.

9. BRANDBOOK

Brand platform description, definition of main elements, key principles of the brand identity creation and utilization.

10. FILE LIBRARY

Editable, in all necessary formats.