



Hi, I'm Anastasiia!

My feature is to give you a living brand, not just a logo.

In my work, I like to combine design, marketing, psychology and neuroscience. Each brand is a living entity, with its own character, features, voice, and behavior.

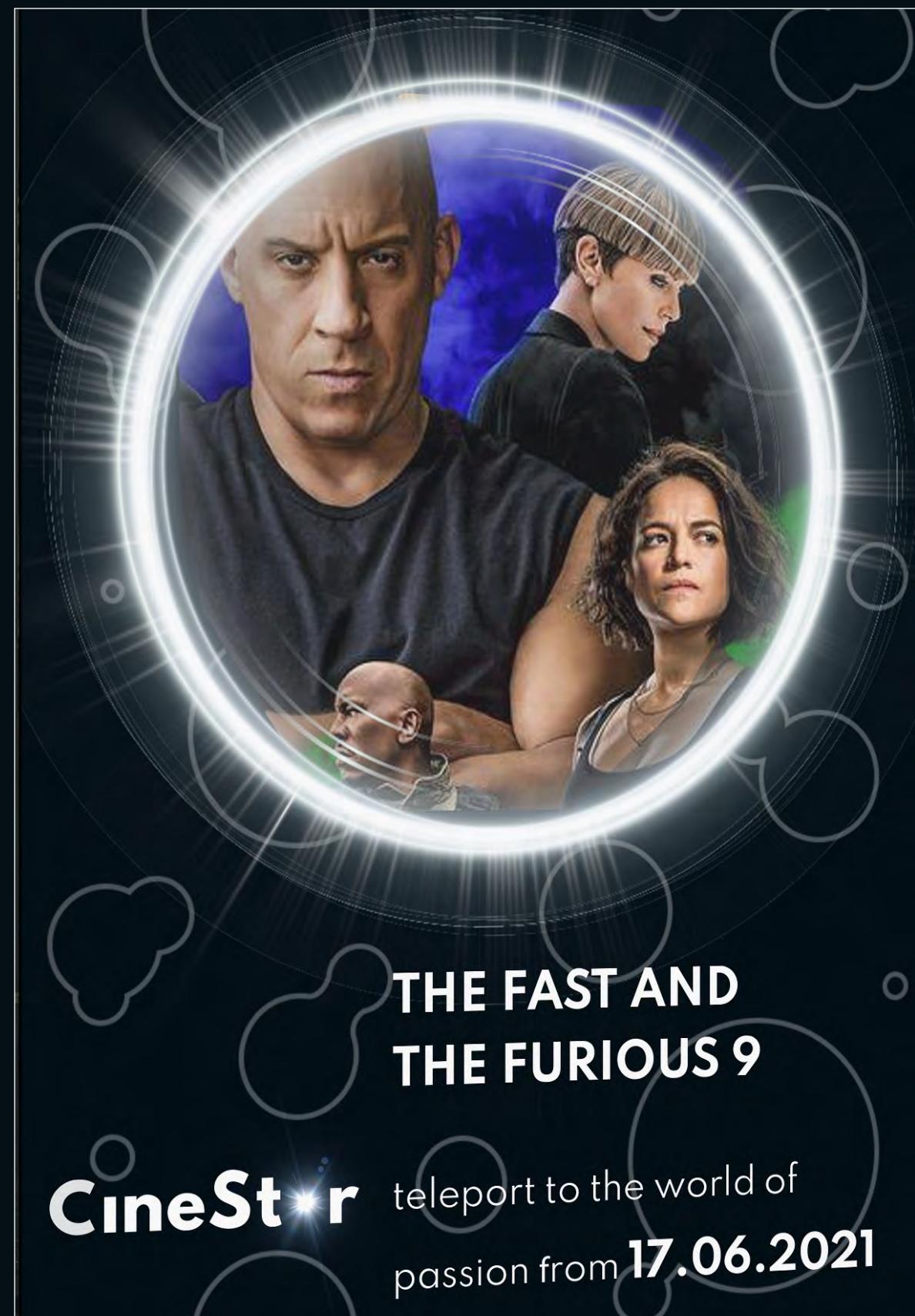
I think this approach is also connected with my love for fantasy and fictional worlds, science fiction, and cinema.

Anastasiia Lunova

A brand designer who cares about marketing.

+420 776 545 645

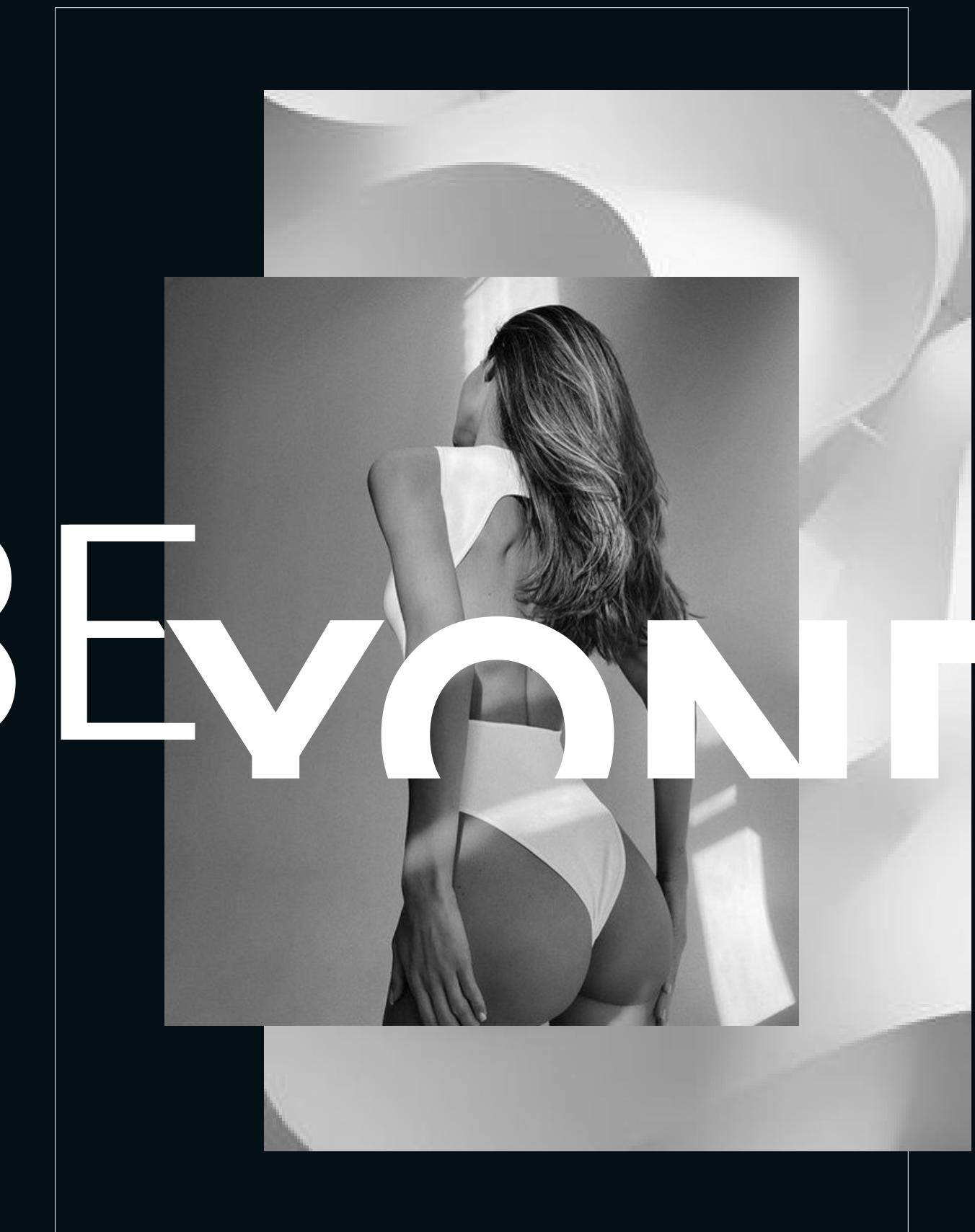
@: jsemlunova@seznam.cz



CINESTAR
Case 1. Cinema rebranding
School project



GRAY OWL
Case 2. Gel polish brand



BEYOND
Case 3. Care cosmetics brand



CINESTAR
Case 1. Cinema rebranding
School project

OBJECTIVE



- unify heterogeneous corporate identity
- brand modernization
- improving the perception of brand prestige

KEY TO CRACK

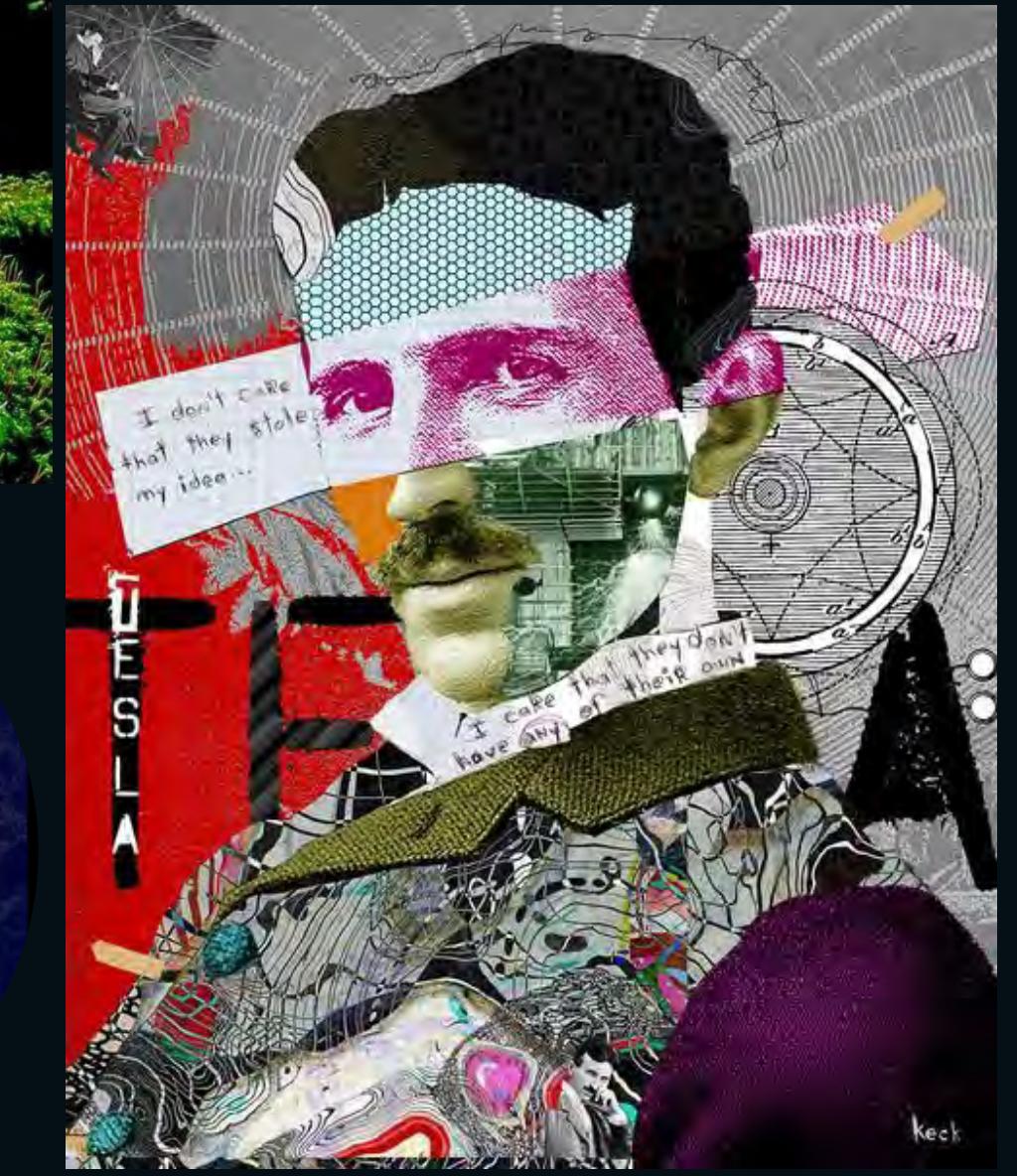
- exploiting the potential of existing unique interiors (the most expensive part in case of rebranding)
- archetype Magician



IMAGINATION



TRANSFORMATION



IRRATIONAL

INTRIGUING

Archetype Magician

INSPIRING

CONCEPT

TELEPORT

LOGO



+



+



=



teleport

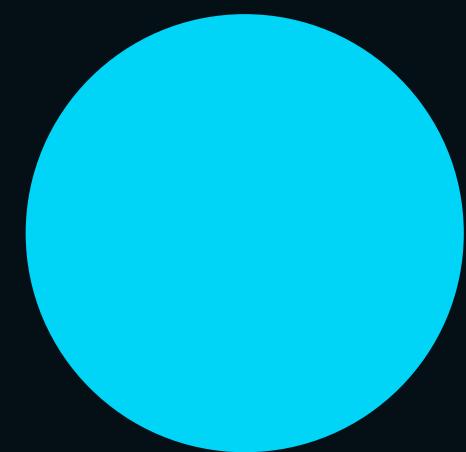
orbit;
a symbol of
closeness to
another reality

saving and
modernization
of the current
symbol

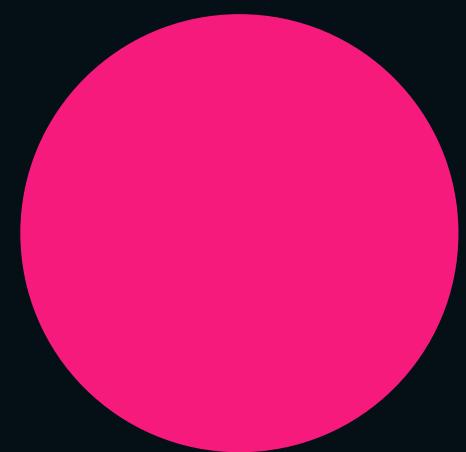
PRIMARY COLORS



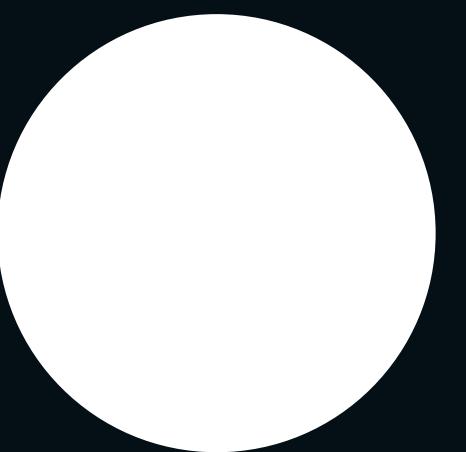
SECONDARY COLORS



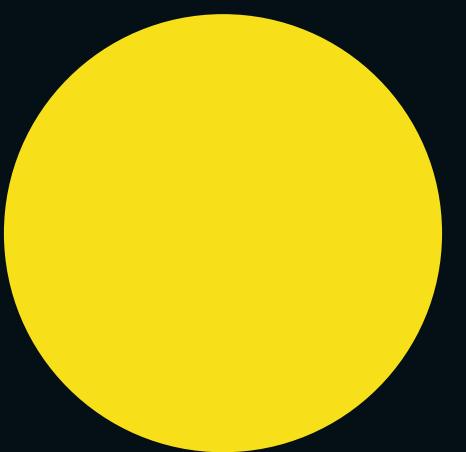
sci-fi,
fantasy



drama,
melodrama



action,
horror



comedy,
children's and
family

TITLE: League Spartan Bold

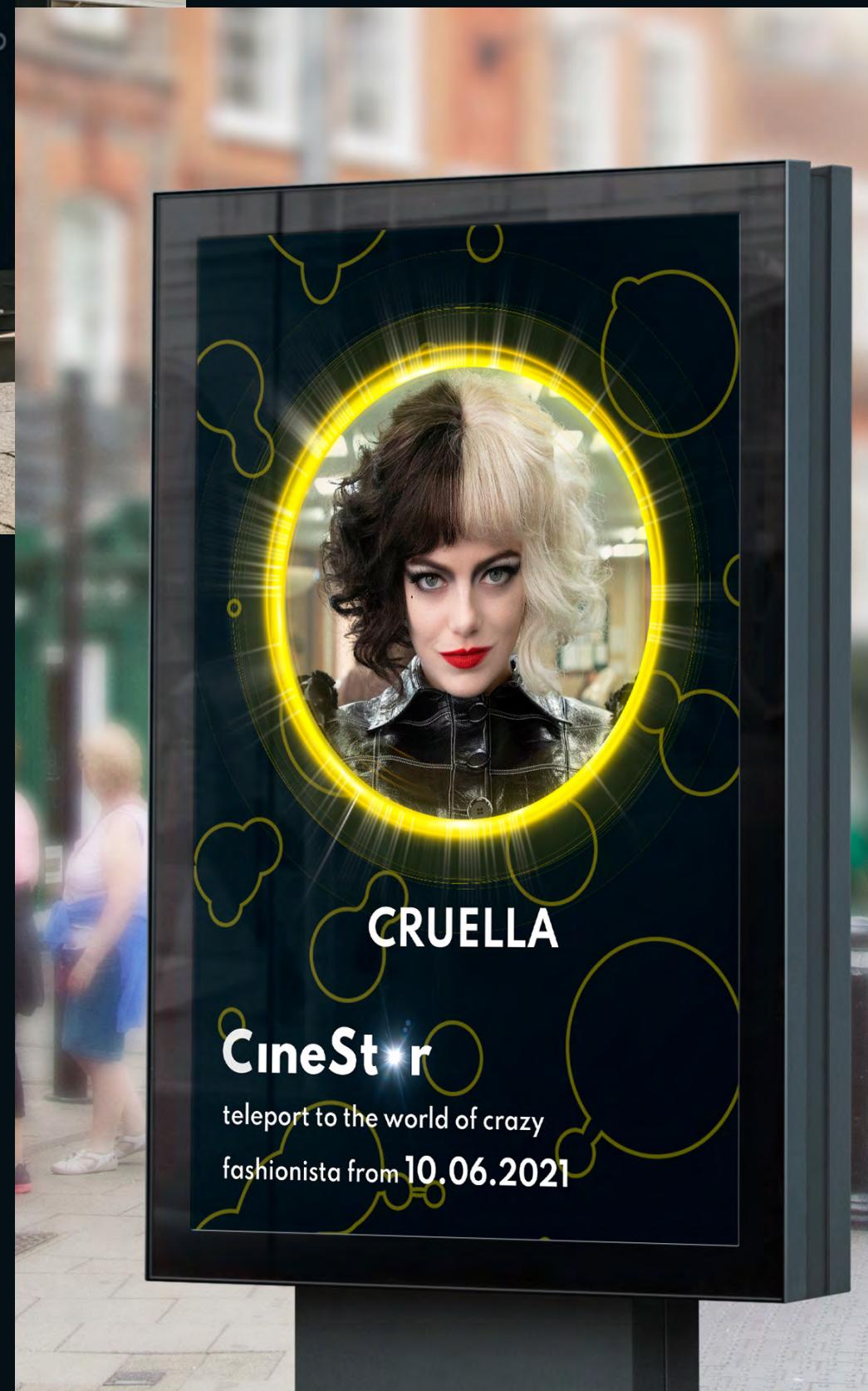
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (!@#\$%&.,?:;)

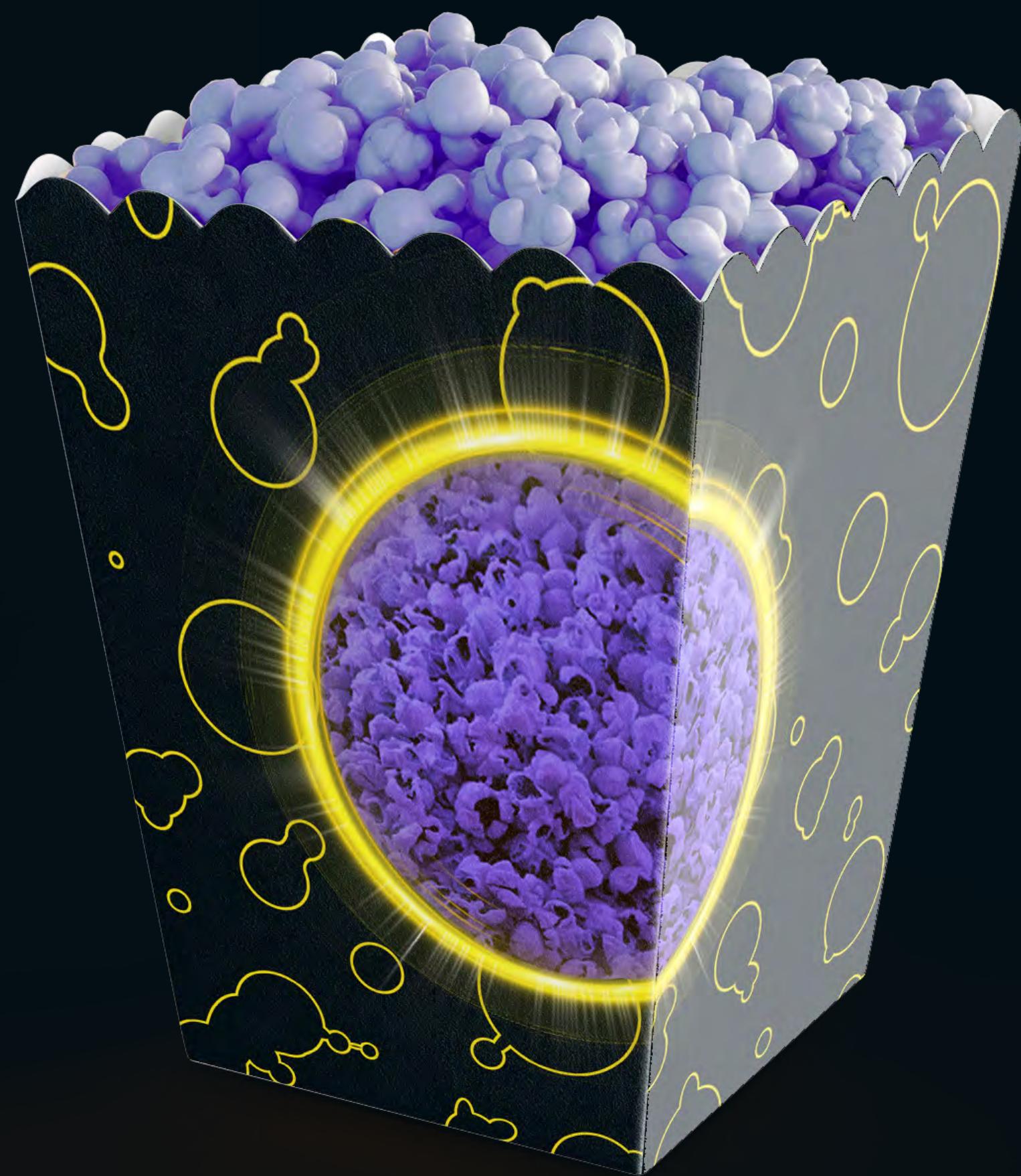
PARAGRAPH: Spartan

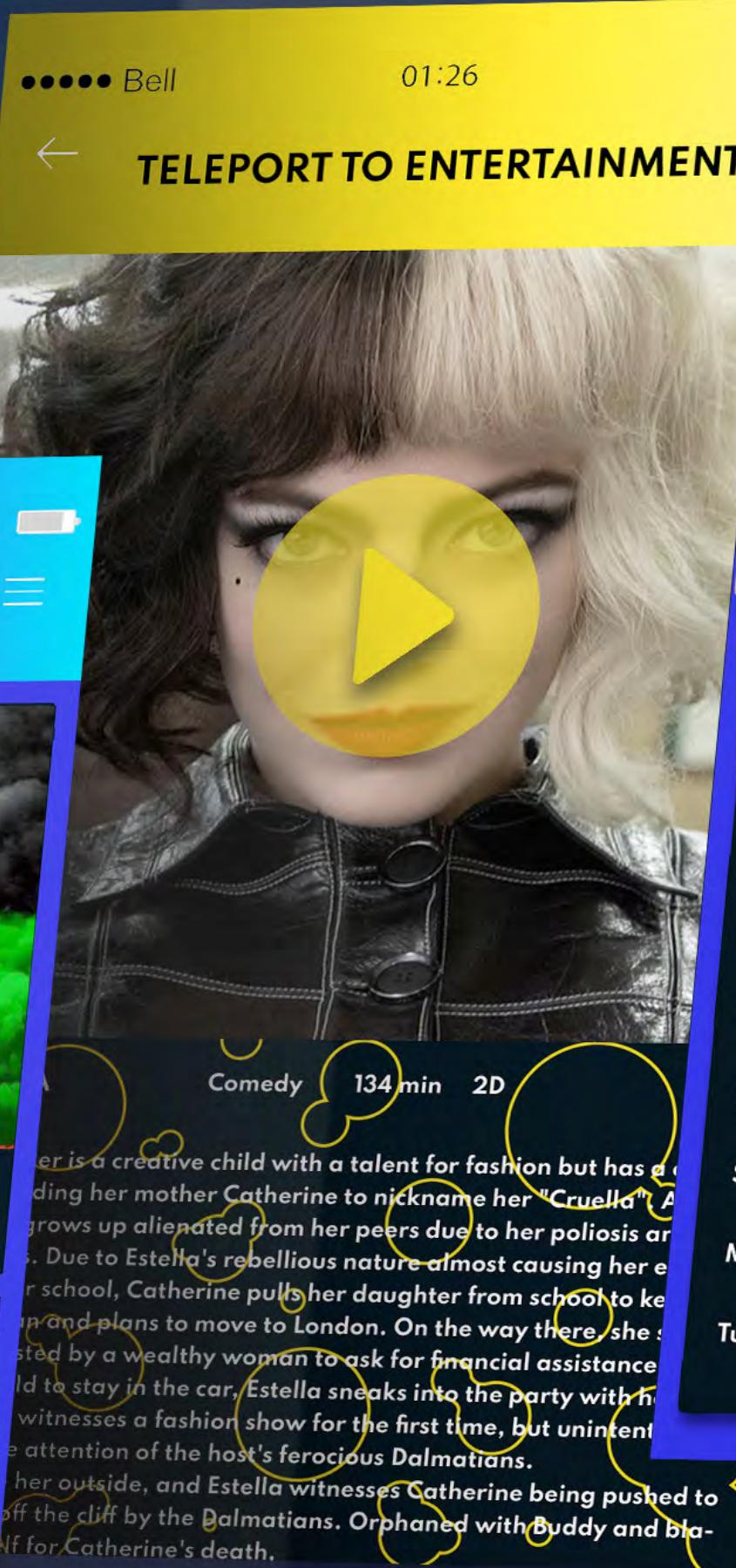
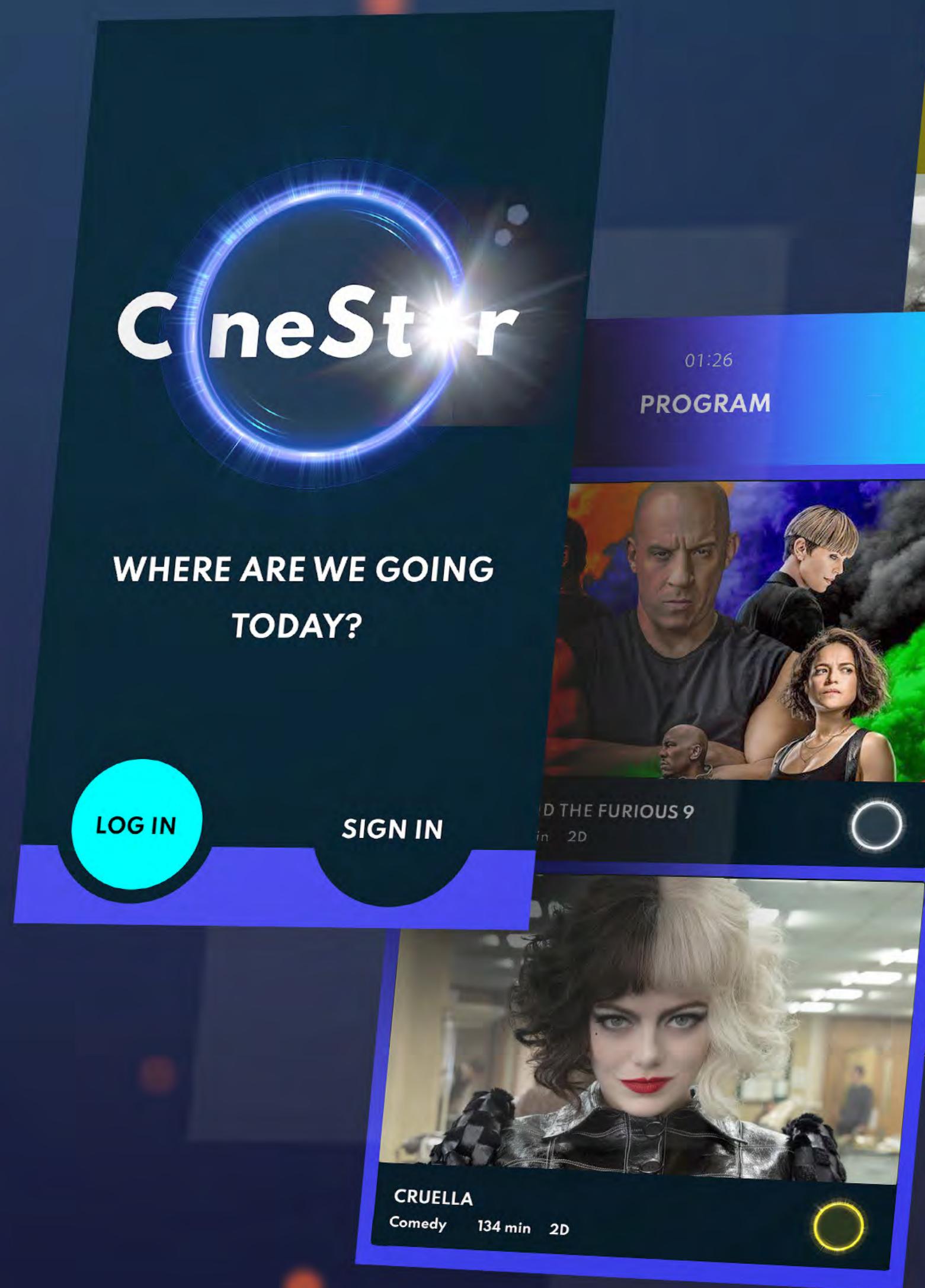
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0123456789 (!@#\$%&.,?:;)

PATTERN

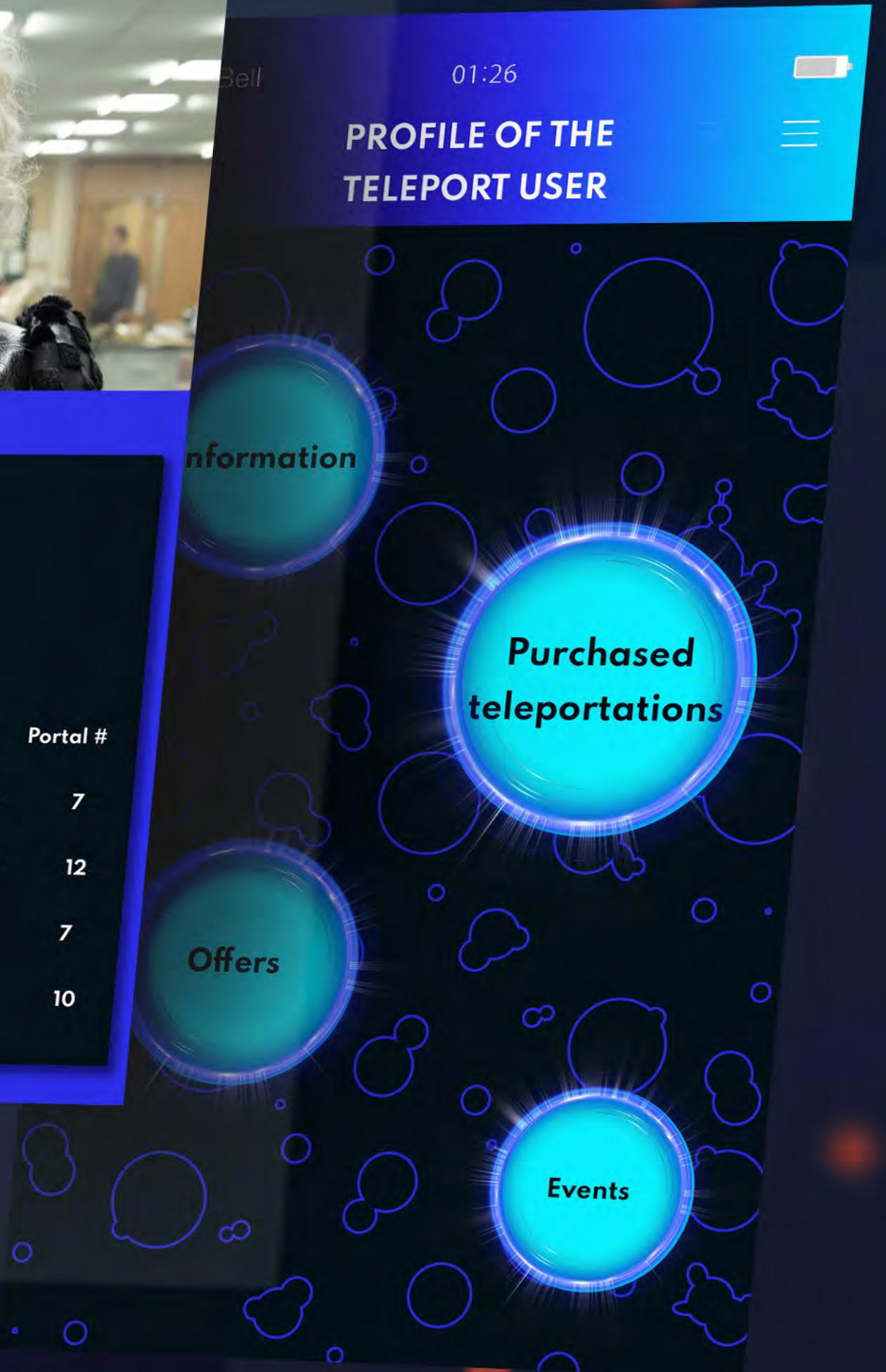






A reservation screen for the movie "CRUELLA". At the top, the title "RESERVATION" is displayed. Below it is a thumbnail of the movie poster. A table lists showtimes for four days: Saturday, June 19, 2021; Sunday, June 20, 2021; Monday, June 21, 2021; and Tuesday, June 22, 2021. Each day has three session times: 10:00, 12:45, and 15:30. The table also includes a column for "Portal #".

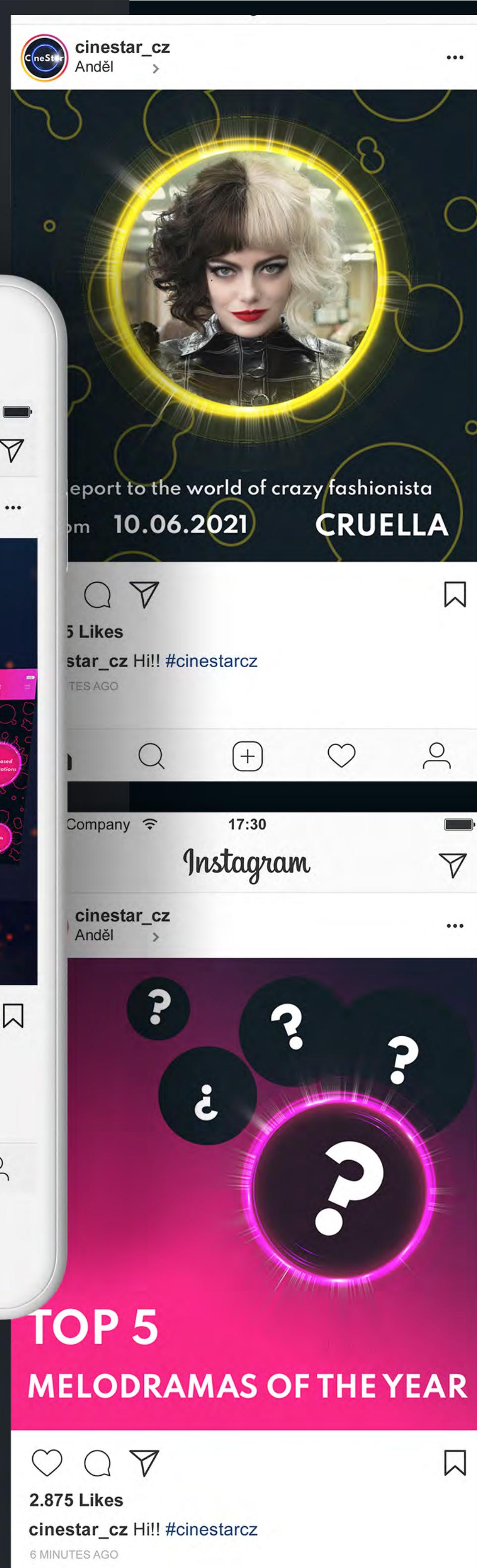
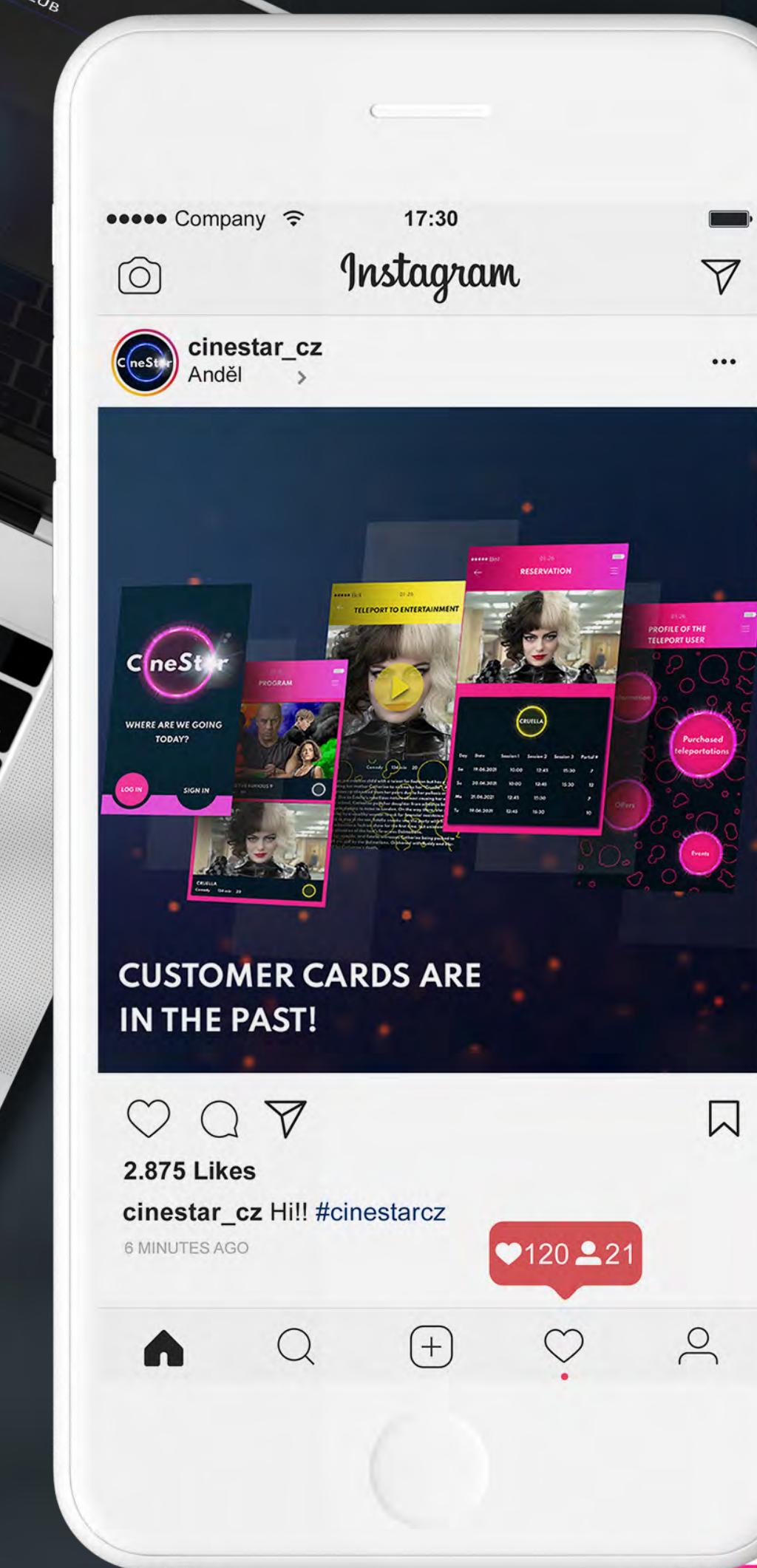
Day	Date	Session 1	Session 2	Session 3	Portal #
Sa	19.06.2021	10:00	12:45	15:30	7
Su	20.06.2021	10:00	12:45	15:30	12
Mo	21.06.2021	12:45	15:30		7
Tu	19.06.2021	12:45	15:30		10



Mobile application instead of a customer card.



The interface changes depending on the genre of the most watched movies. The statistics are from the history of purchased tickets.





If there are **halls** in other cinemas,
there are **portals** in CineStar!

BEFORE



AFTER





GRAY OWL
Case 2. Gel polish brand

OBJECTIVE

- brand of gel polishes specifically for marketplaces
- must be able to compete in price and at the same time arouse interest among a huge number of offers
 - **sale in sets (specificity of the place of sale)**

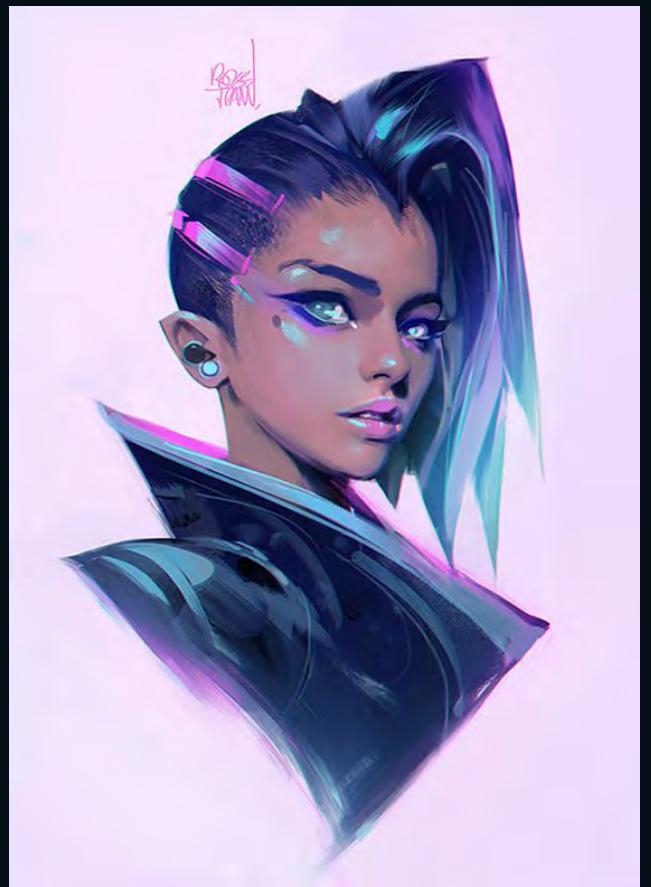
COMPETITIVE ENVIRONMENT



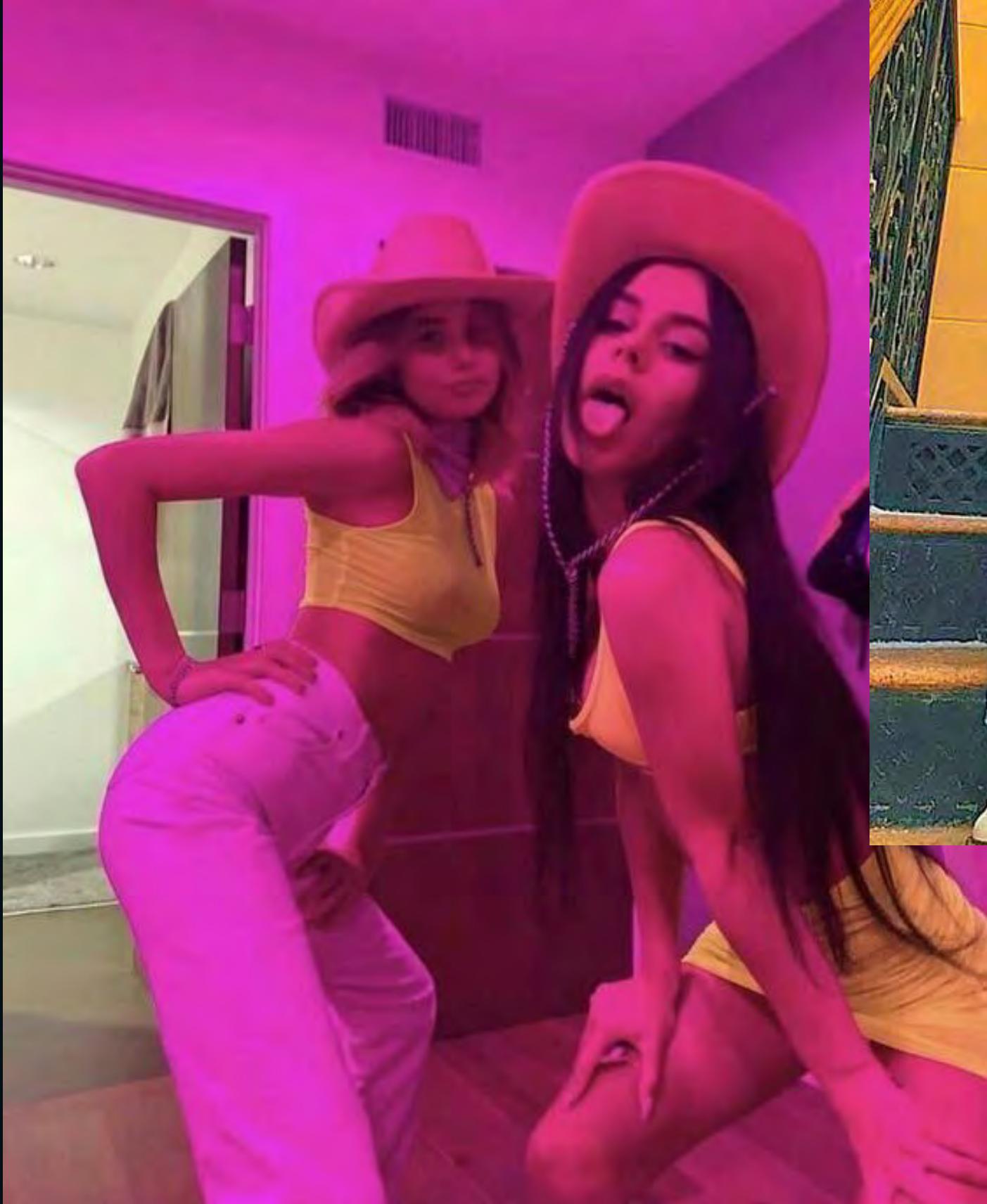
KEY TO CRACK

- atypical brightness
- more personal and informal communication

VARMINT



FUNNY

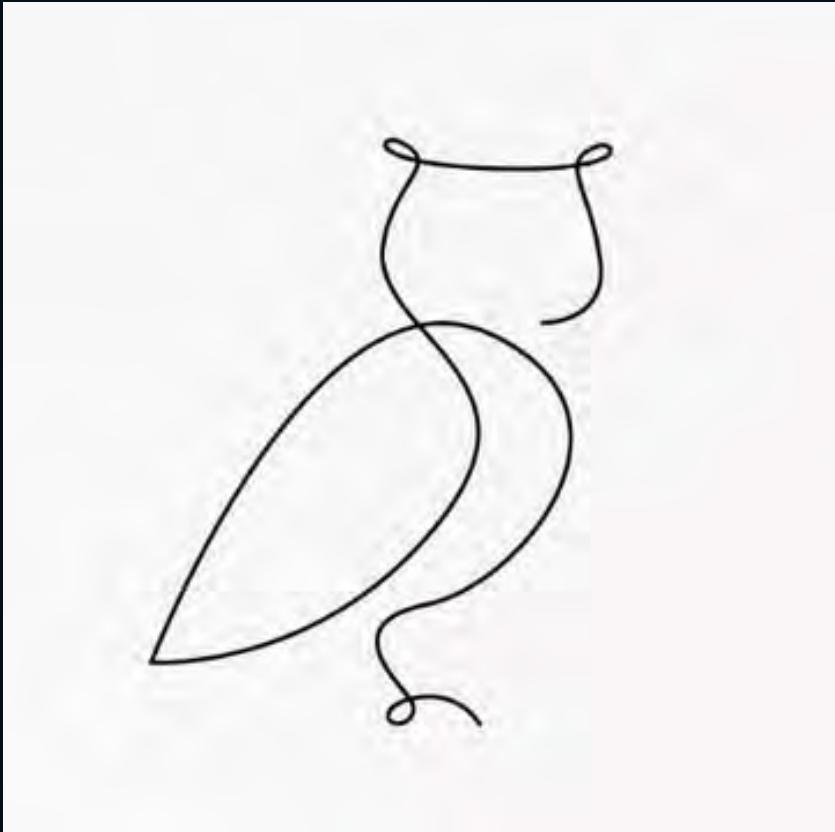


BRIGHT

MOOD

CONCEPT

LOGO



line tattoo

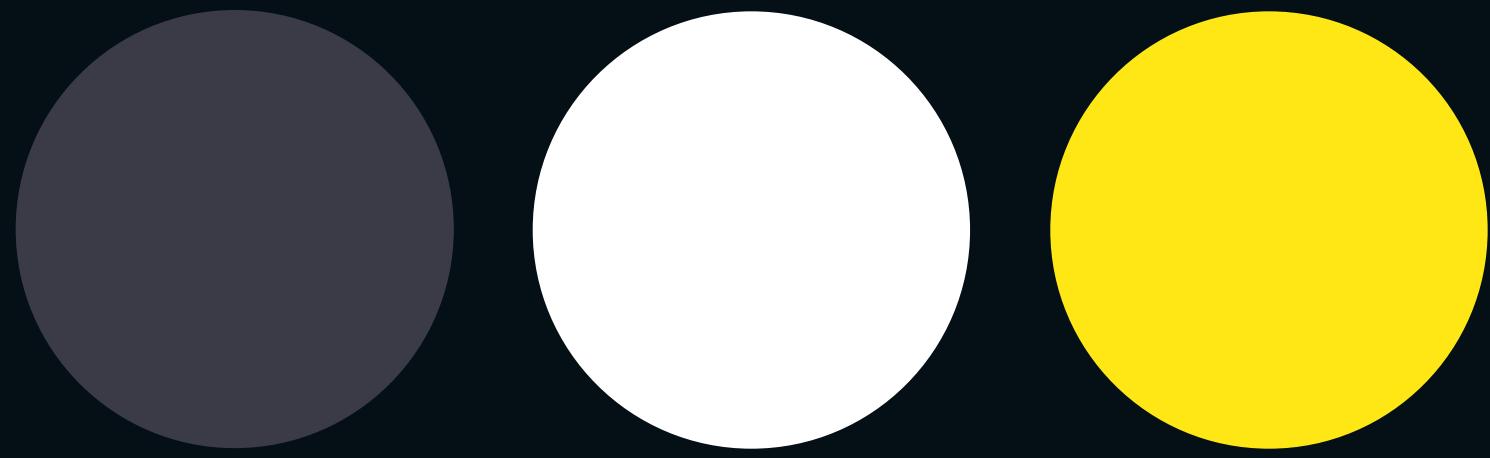
+



grunge mood
font



COLORS



Montserrat
Alternates

A B C D E F G H I J K L M
n o P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z & 1 2 3 4 5 6
7 8 9 0











BEYOND



BEYOND

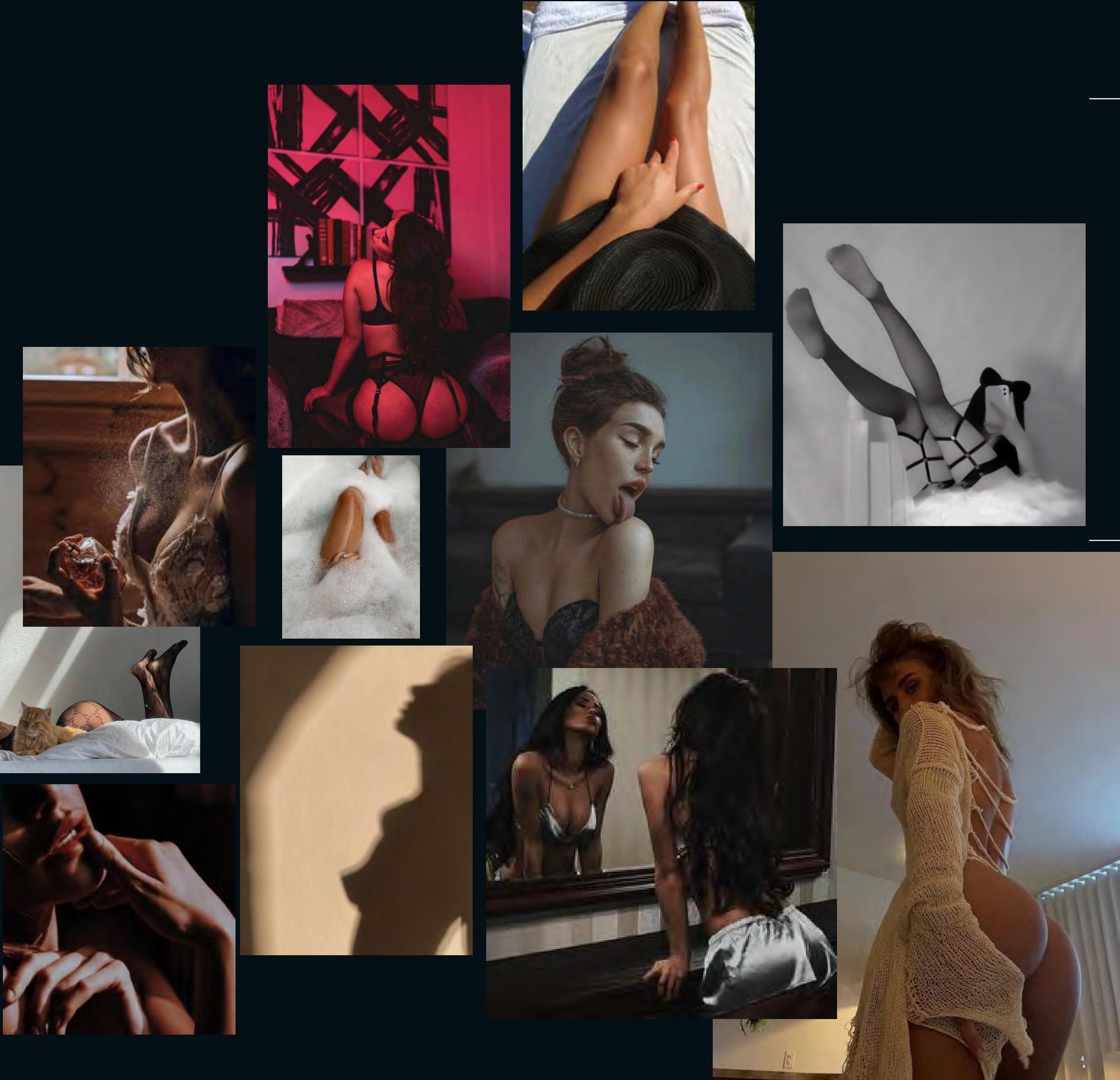
Case 3. Care cosmetics
brand

OBJECTIVE

- sexy and slightly provocative vibe
 - fragrance is in the spotlight
- bathroom products for women
 - also need a name

KEY TO CRACK

- activation of personal inner sexuality
 - five senses
- me-communication from the brand



CONCEPT

The “border” is the transition from the “everyday state” to the inner deep feeling of one’s own femininity.

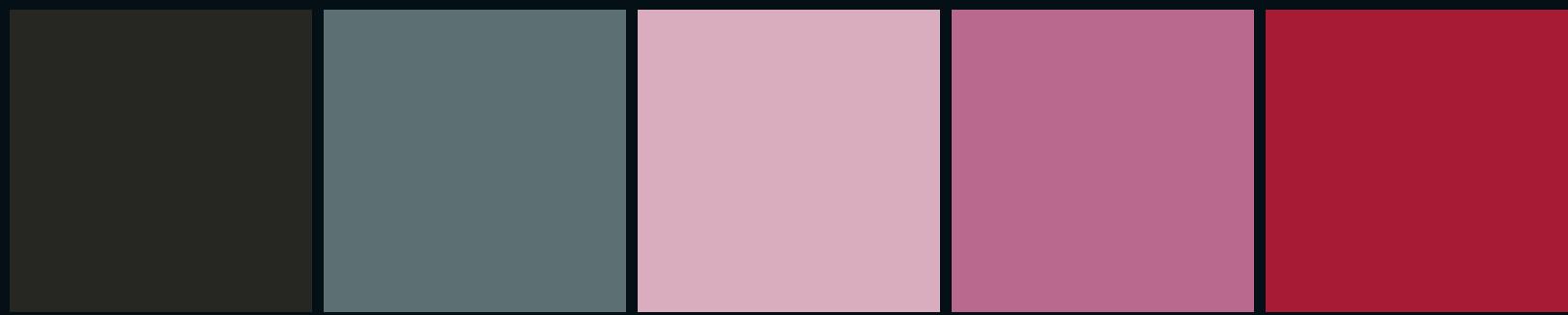
Beyond the “border” is a process of enjoying and self-love.

BEYOND

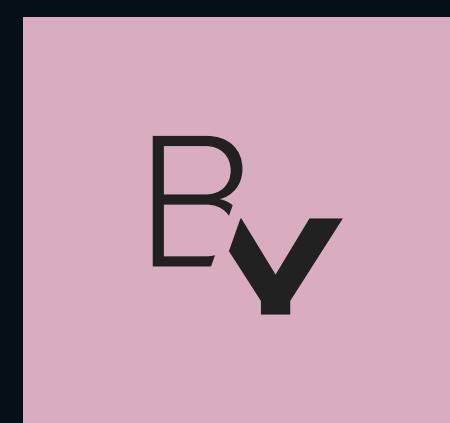


hidden inner
states

P&I FTTF:



FONT:

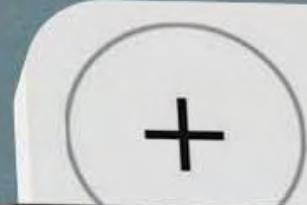




92
Posts

55 840
Followers

608
Following



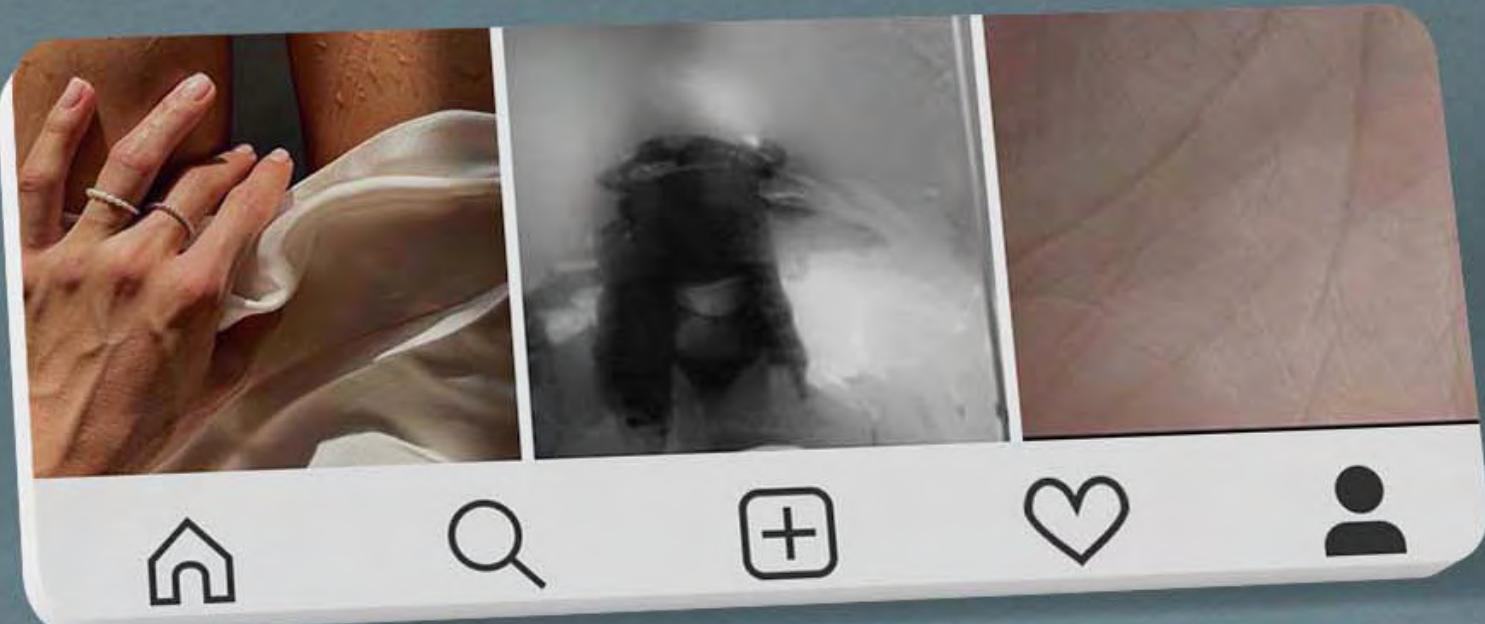
Products

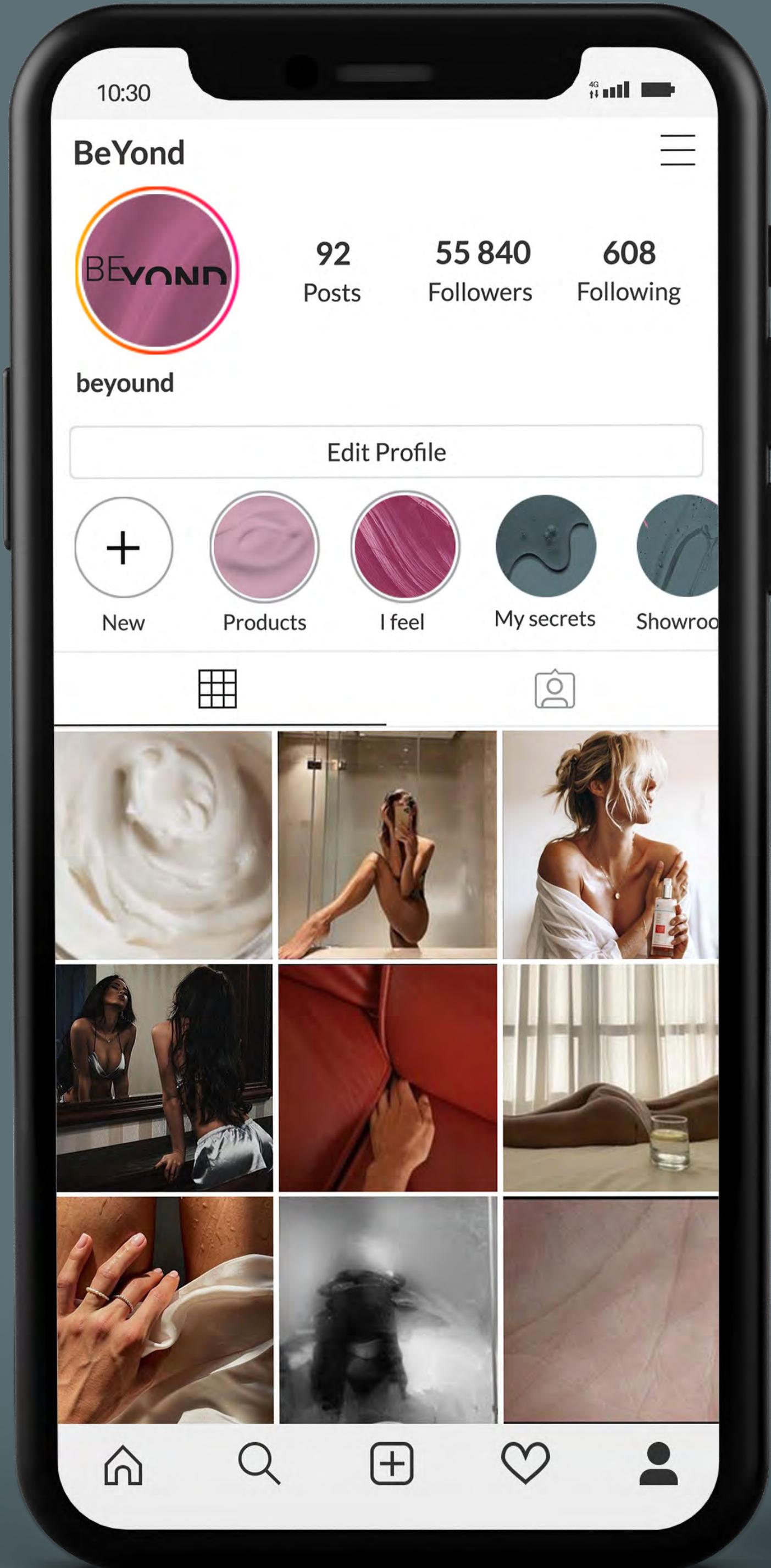


I feel



My secre





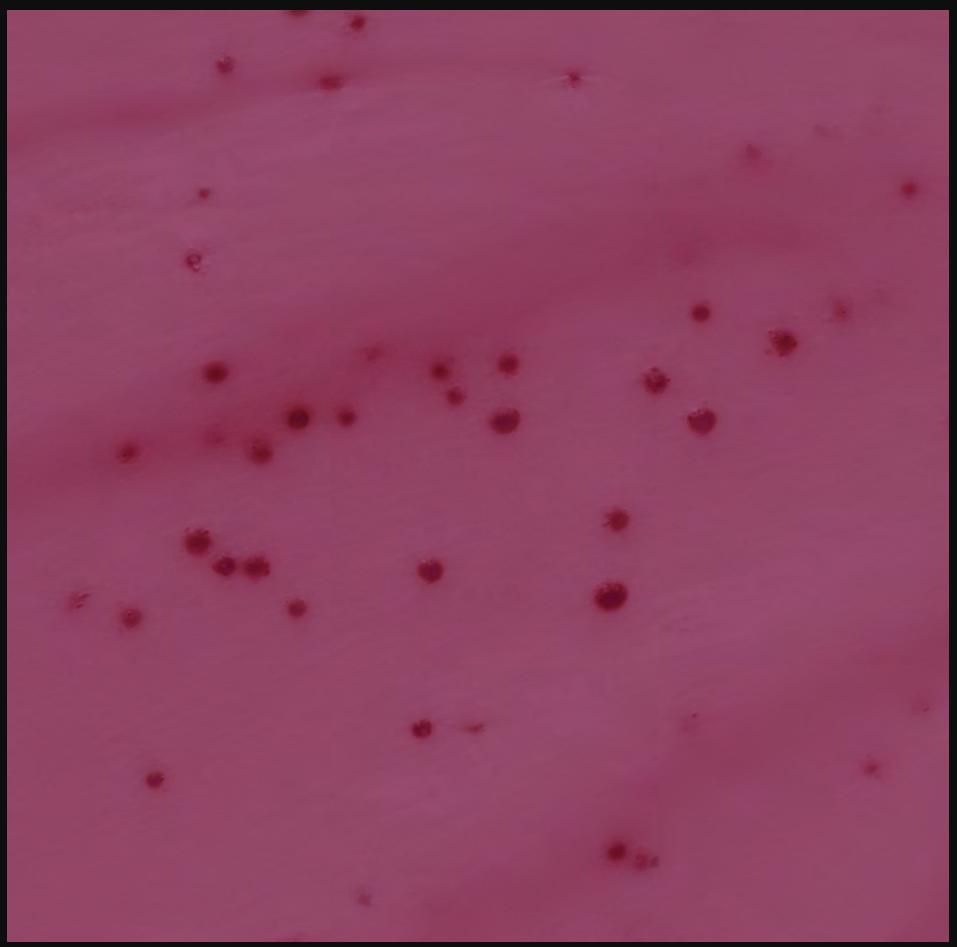


priority packaging format:

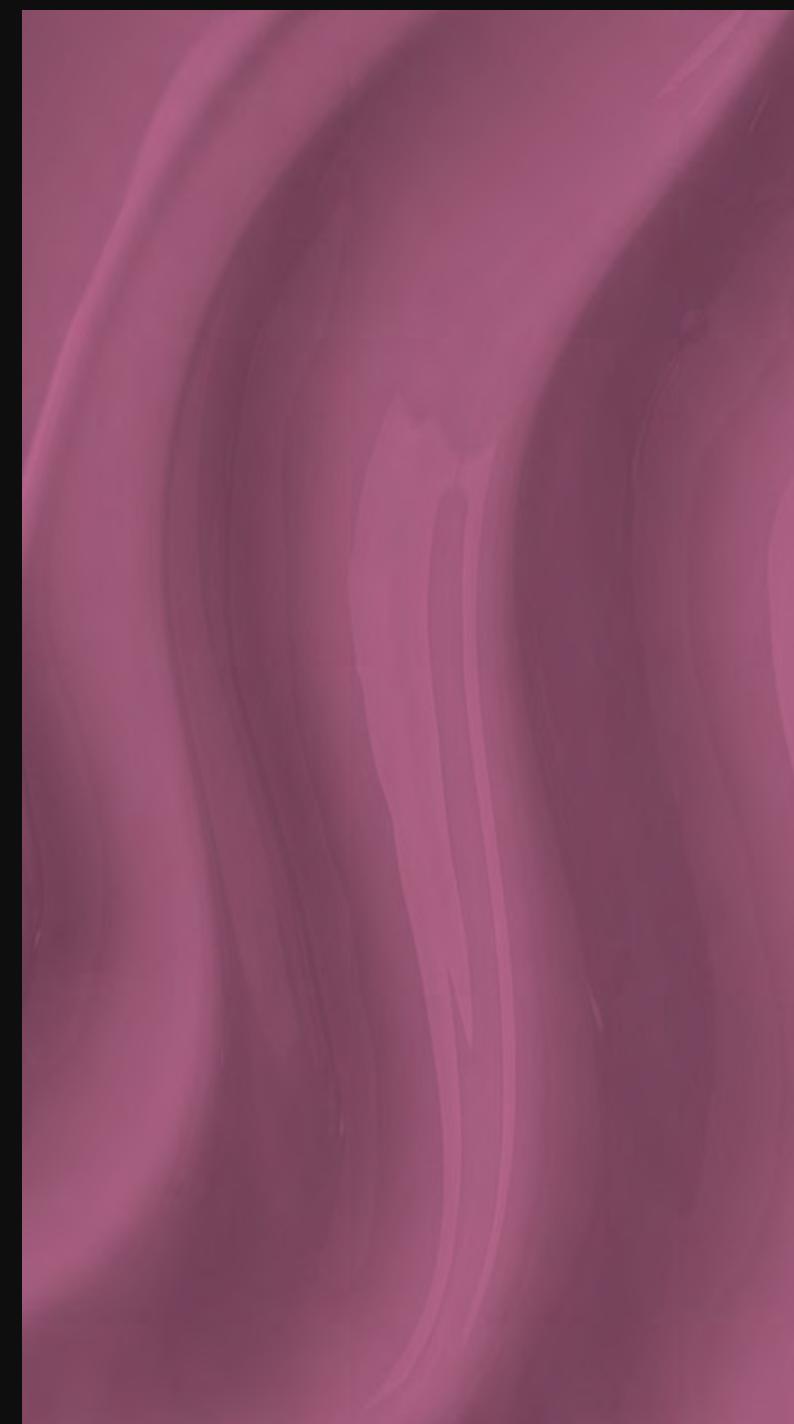
- matte;
- soft touch;
- total look in color;
- logo, name and USP of the product — pad printing.

the color of the packaging determines the product category: body / hair / face

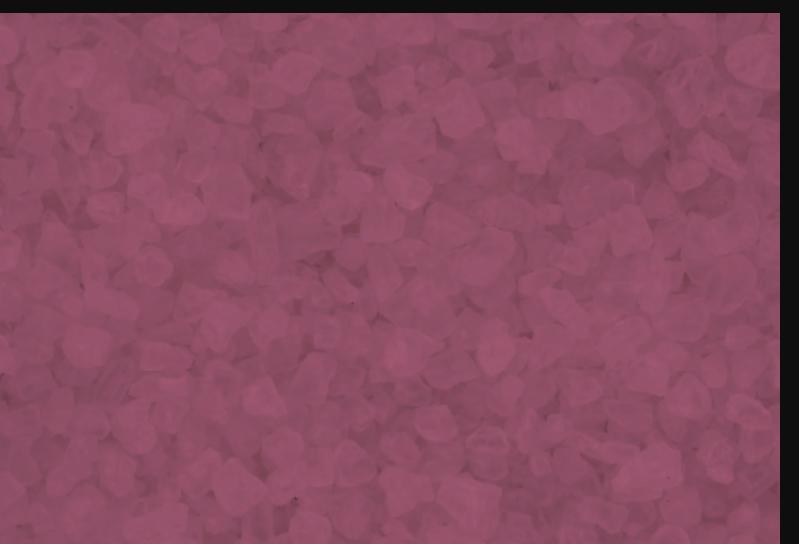
aroma indicator - a label printed with aromatic inks (aroma printing technology)



scrub



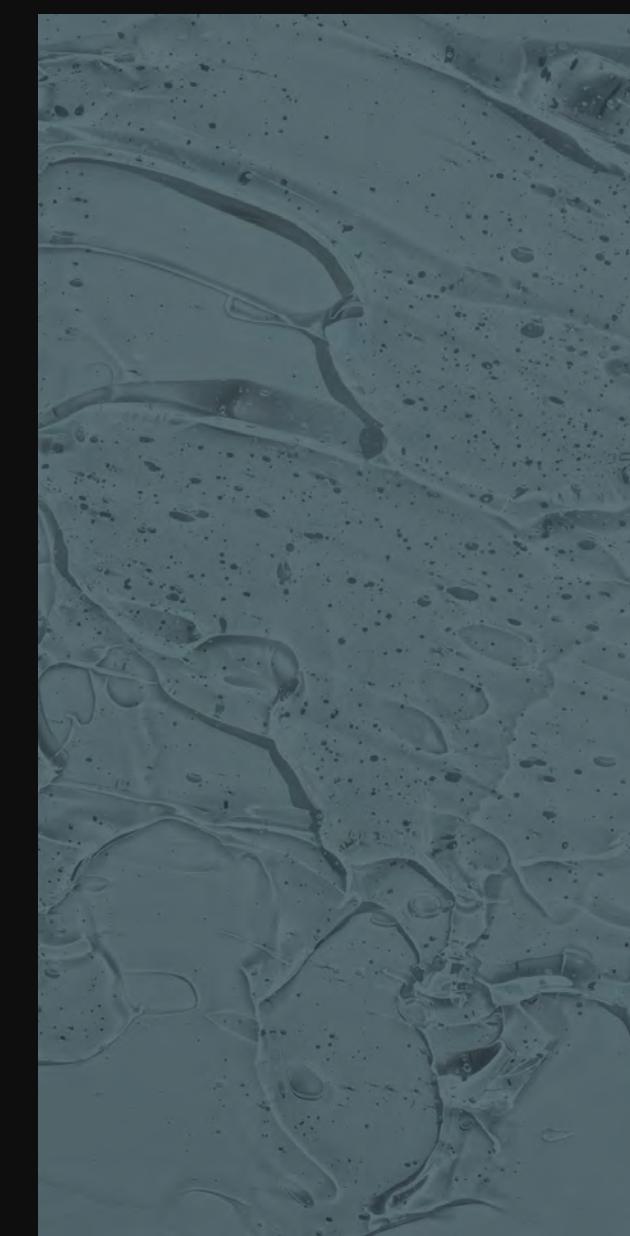
hand cream



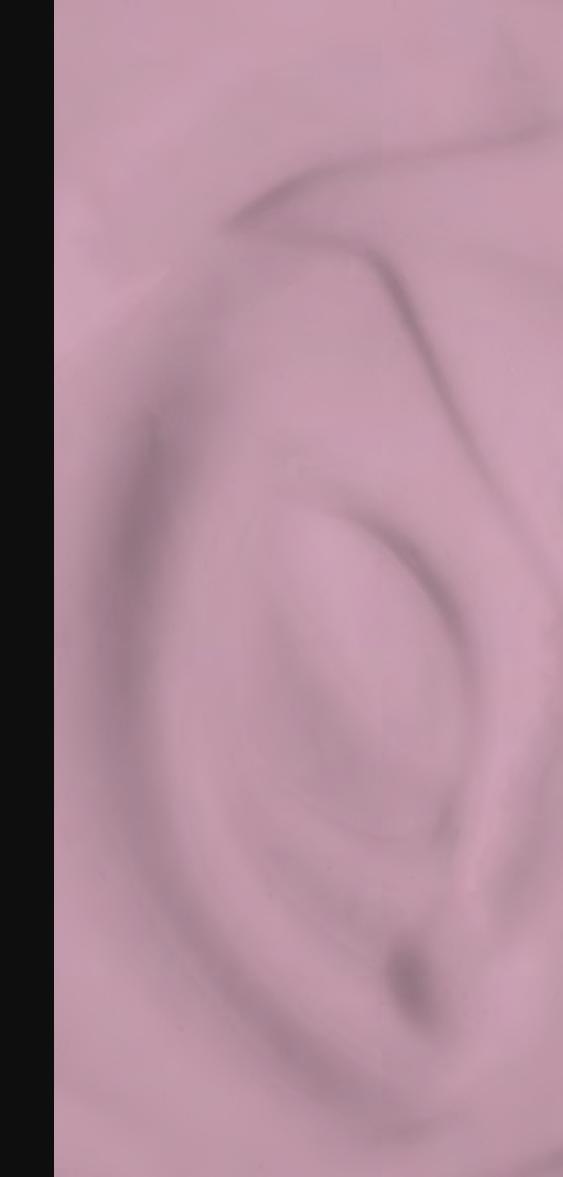
salt bath



shower gel



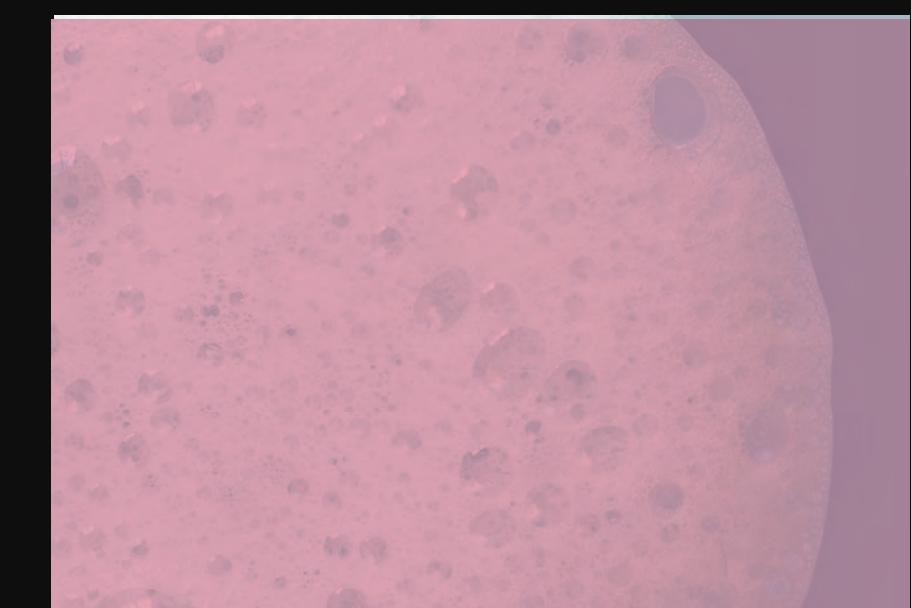
shampoo



face cream



face mist



face cleansing