



Here is supposed to be me :)

# 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.

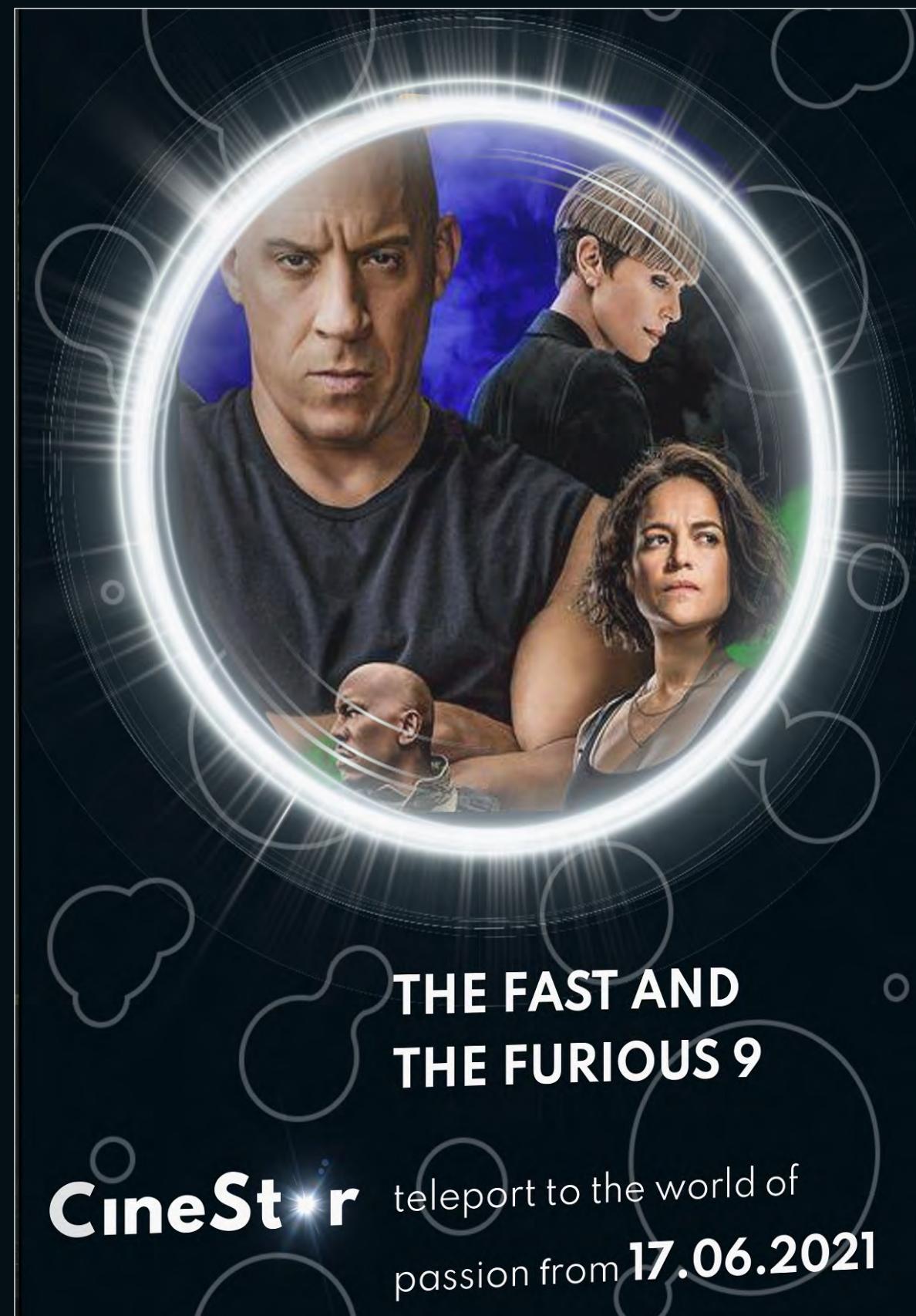


I think this approach is also connected with my love for fantasy and fictional worlds, science fiction and cinema.

# Anastasiia Lunova

A brand designer.

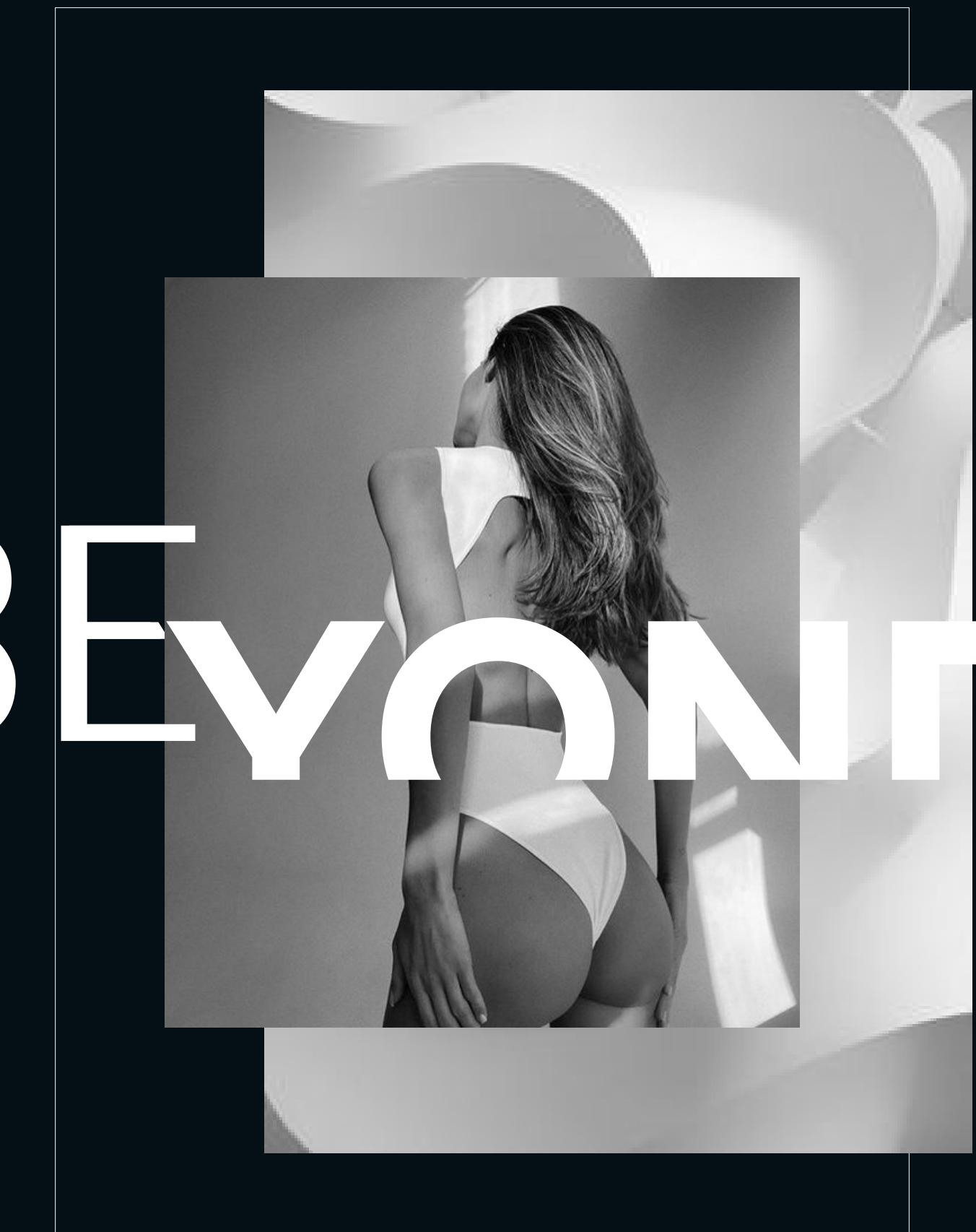
@: jsemlunova@seznam.cz



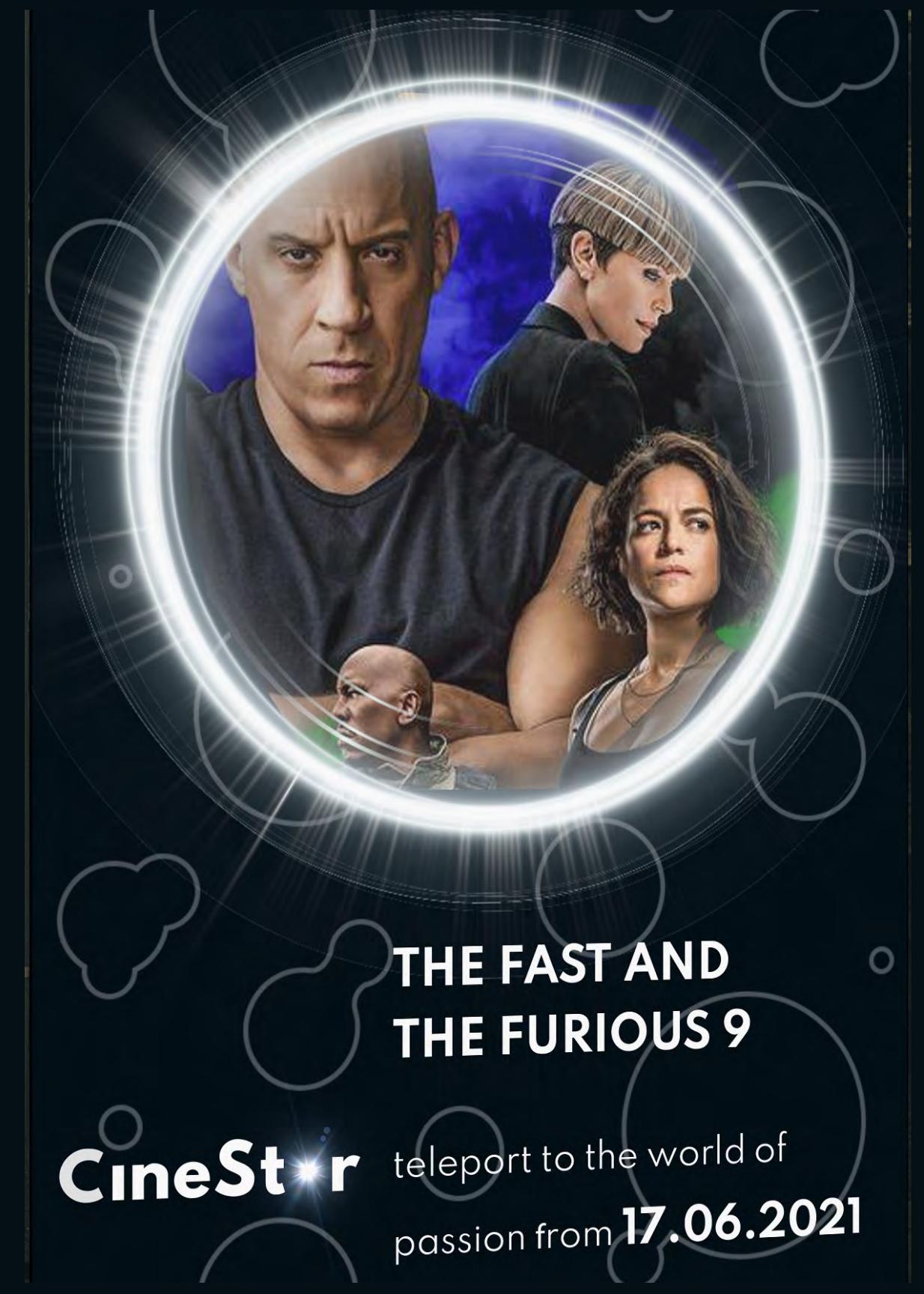
**CINESTAR**  
Case 1. Cinema rebranding  
School project



**GRAY OWL**  
Case 2. Gel polish brand



**BEYOND**  
Case 3. Care cosmetics brand



**CINESTAR**  
Case 1. Cinema rebranding  
School project

# OBJECTIVE

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

# KEY TO CRACK

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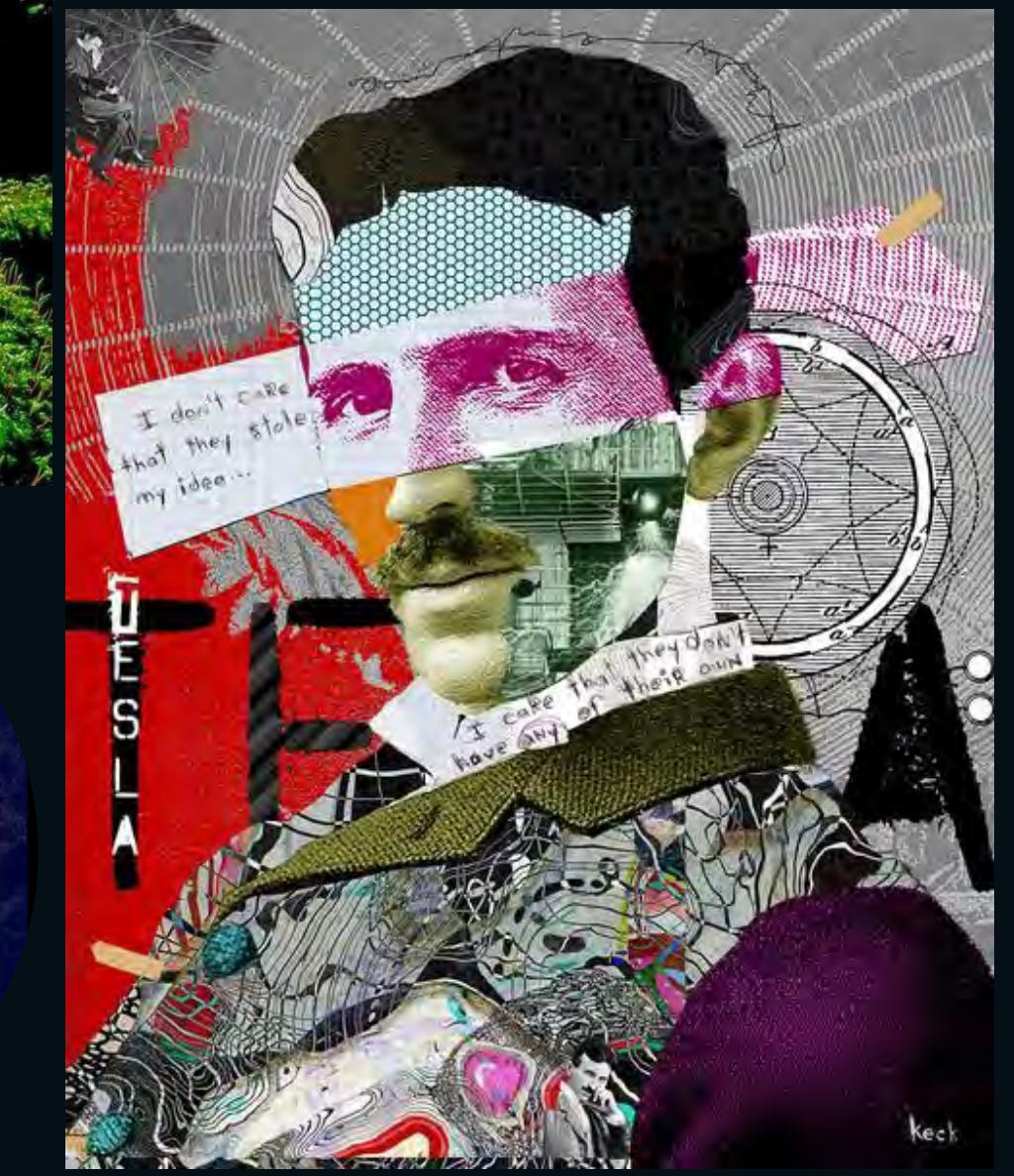
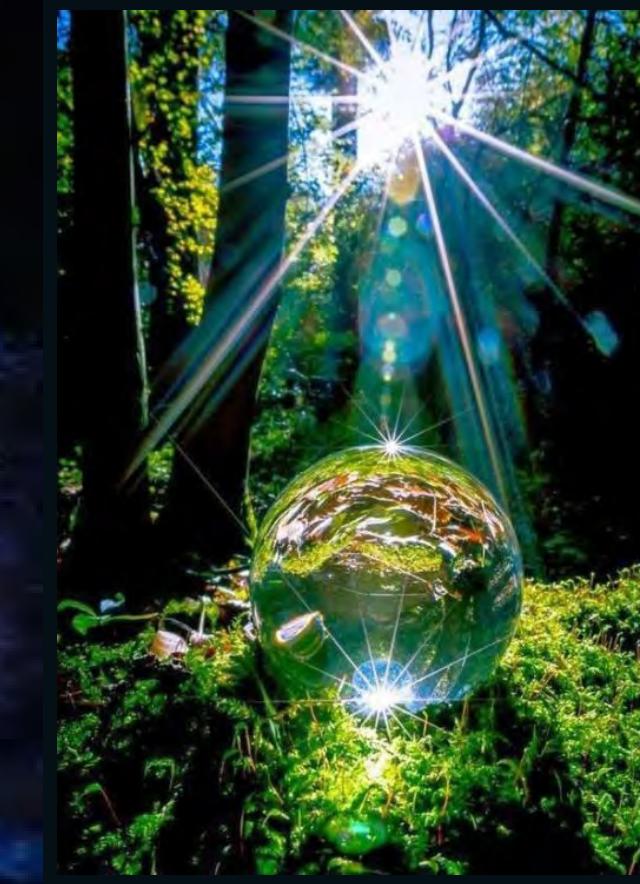
- exploiting the potential of existing unique interiors (the most expensive part in case of rebranding)
- archetype Magician



**IMAGINATION**



**TRANSFORMATION**



**IRRATIONAL**

**INTRIGUING**

# Archetype Magician

INSPIRING

CONCEPT

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# TELEPORT

LOGO



+



+



=



teleport

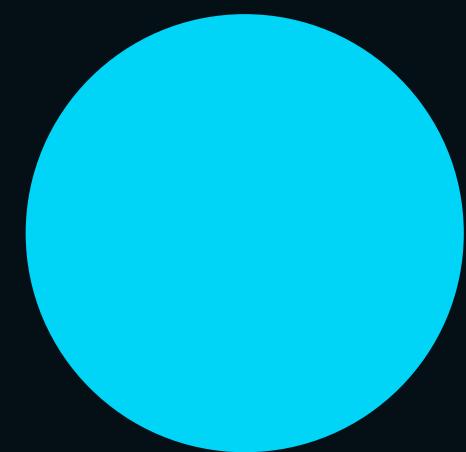
orbit;  
a symbol of  
closeness to  
another reality

saving and  
modernization  
of the current  
symbol

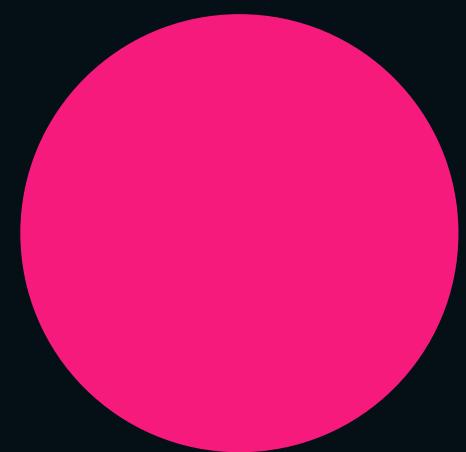
# PRIMARY COLORS



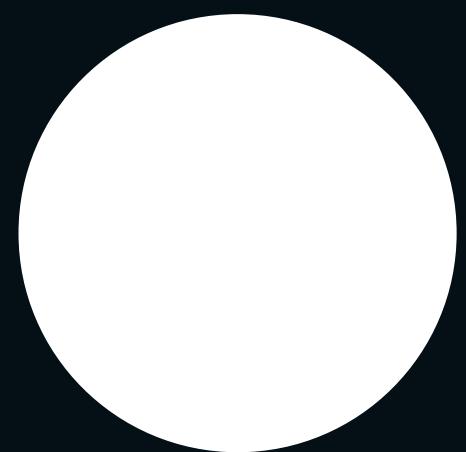
# SECONDARY COLORS



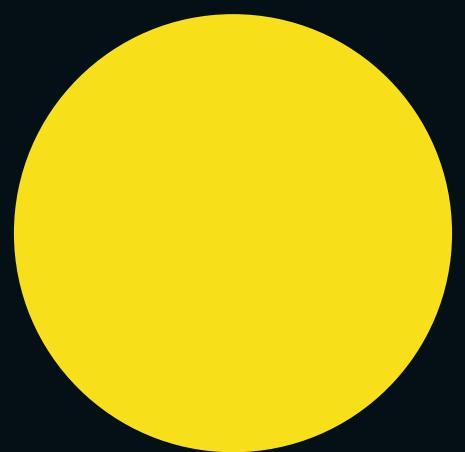
sci-fi,  
fantasy



drama,  
melodrama



action,  
horror



comedy,  
children's and  
family

## TITLE: League Spartan Bold

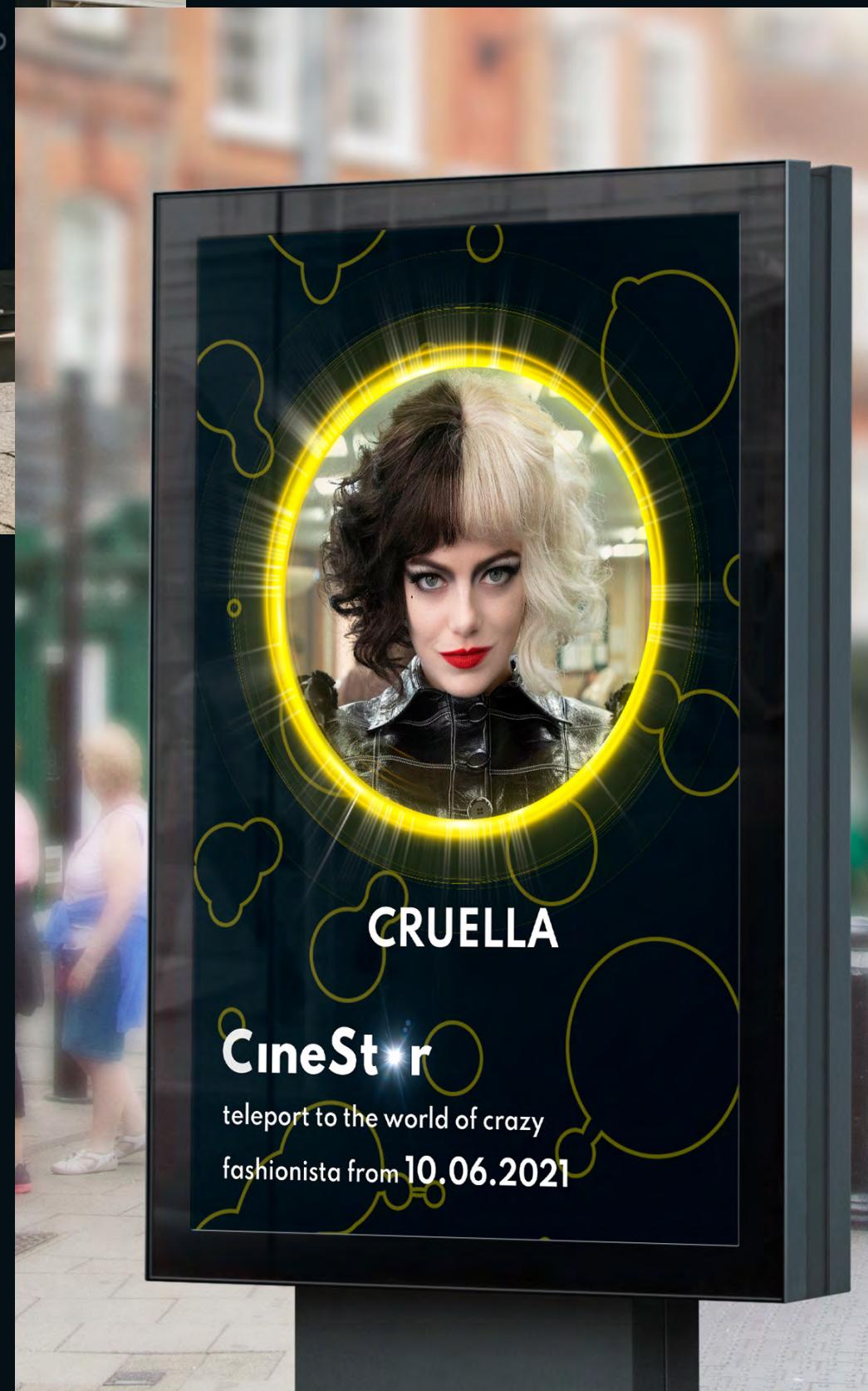
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 (!@#\$%&.,?:;)

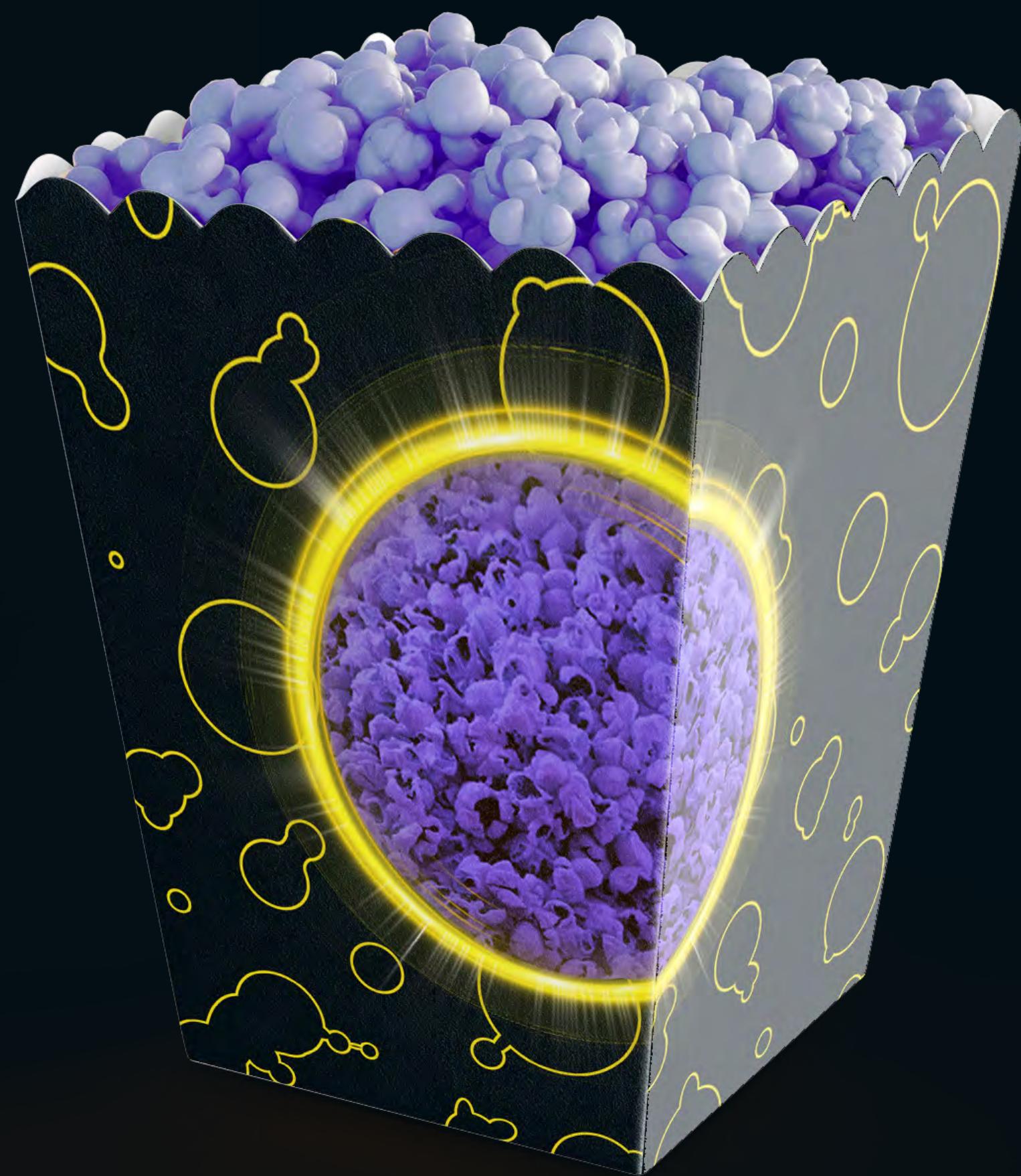
## PARAGRAPH: Spartan

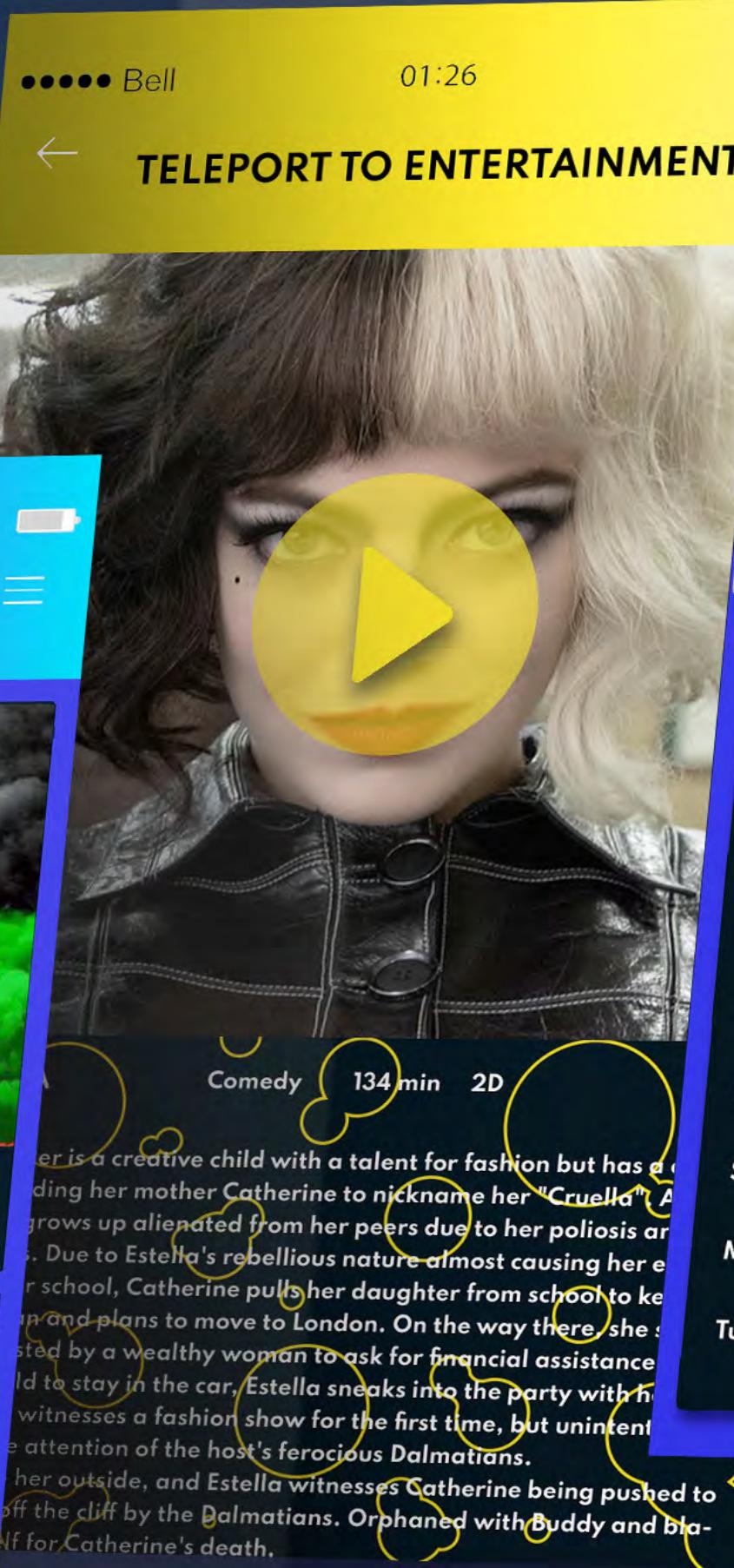
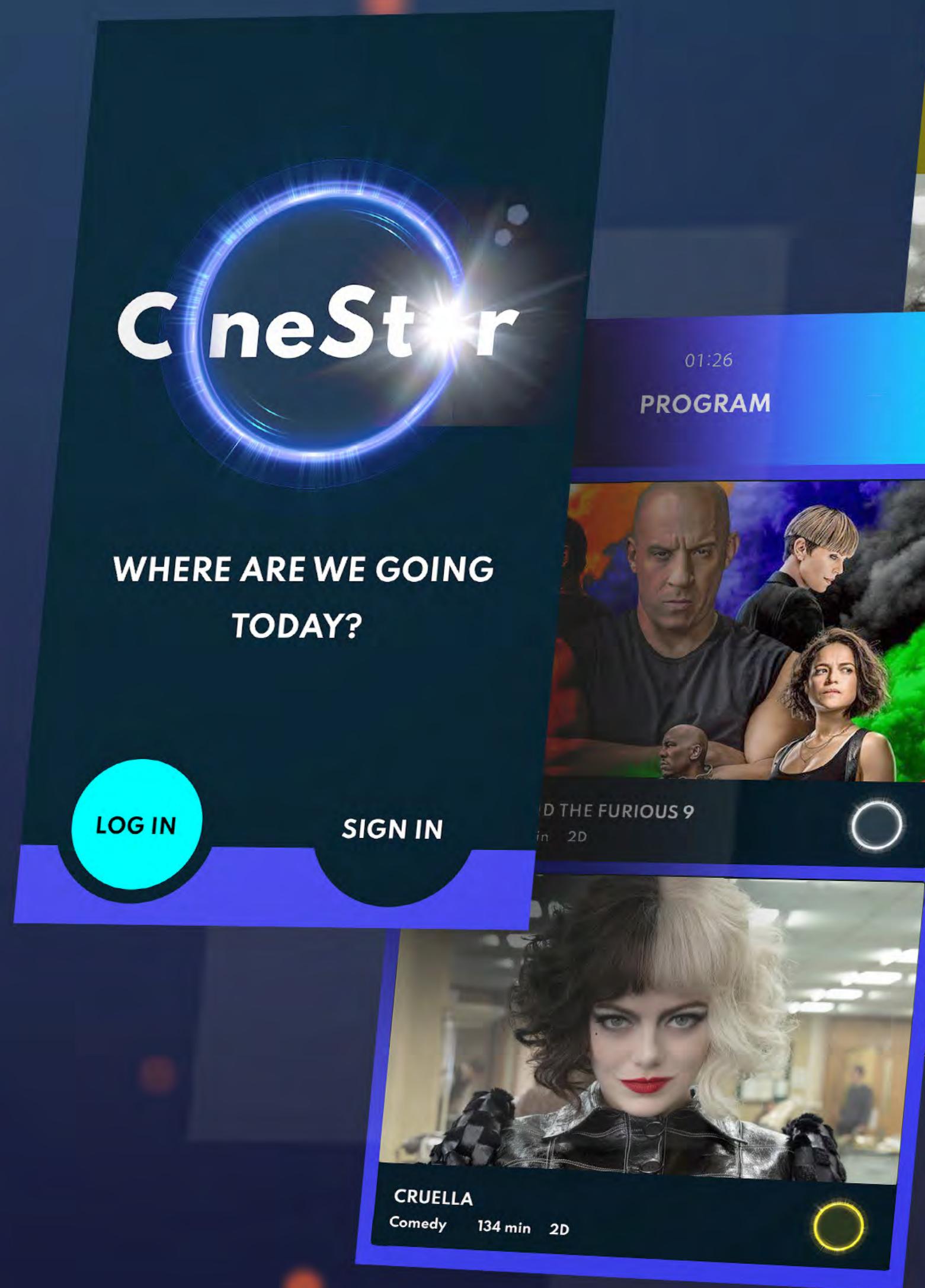
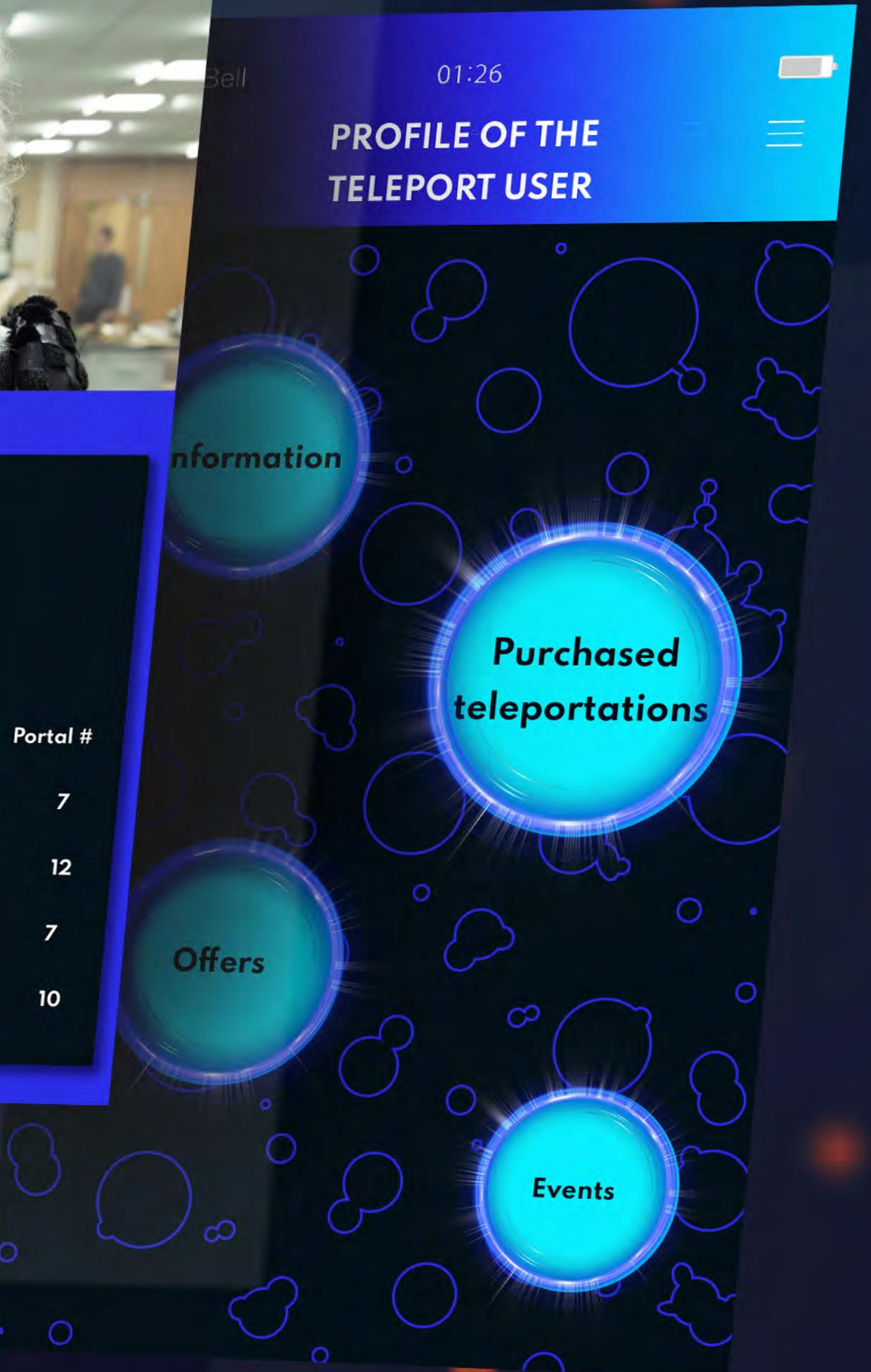
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ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789 (!@#\$%&.,?:;)

## PATTERN





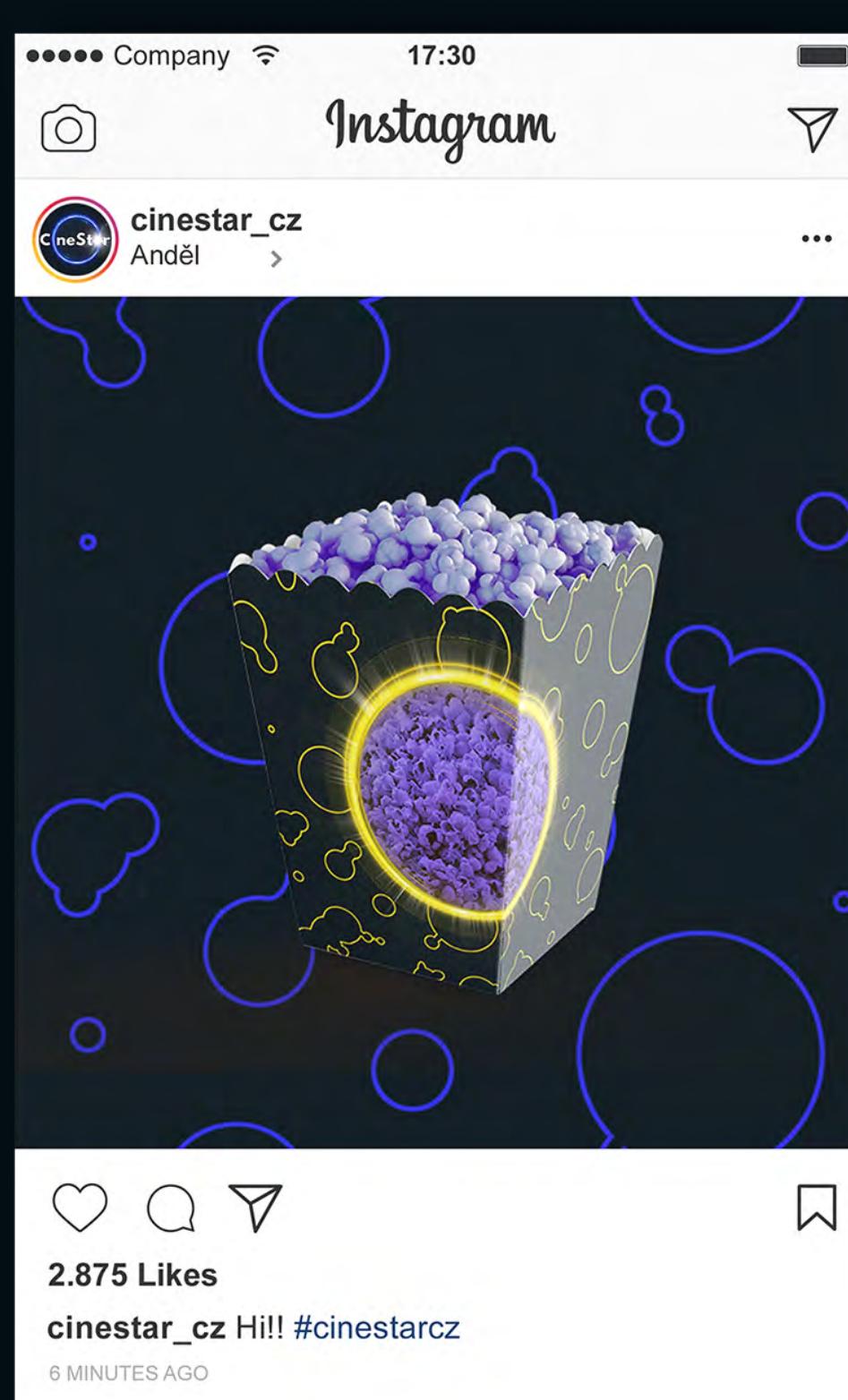
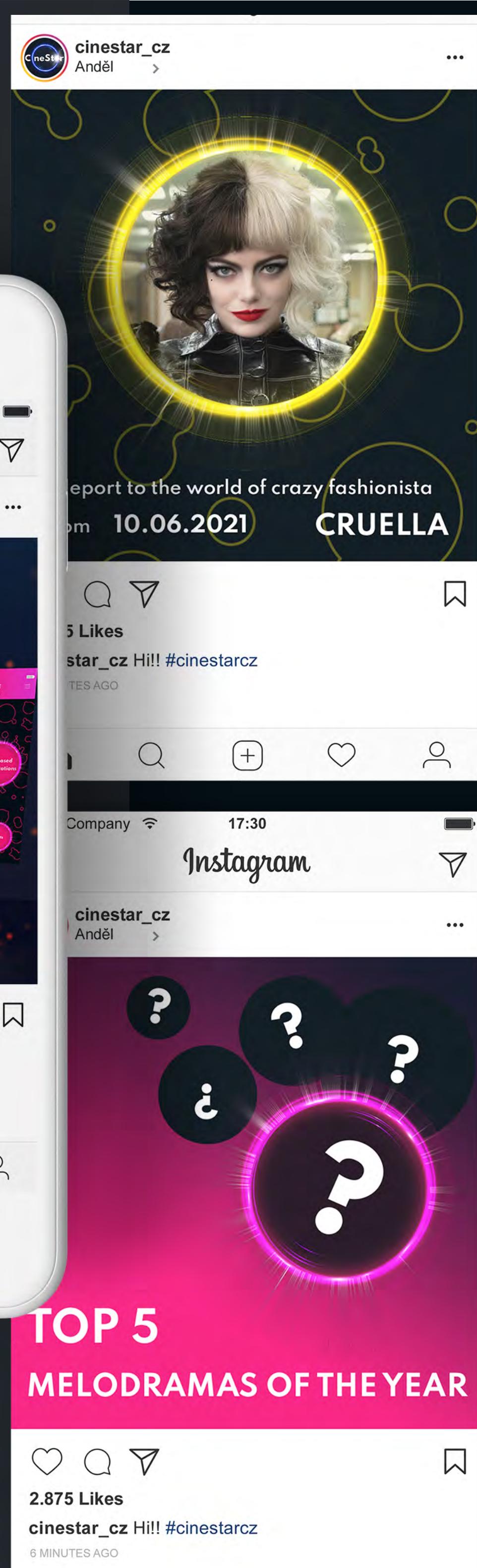
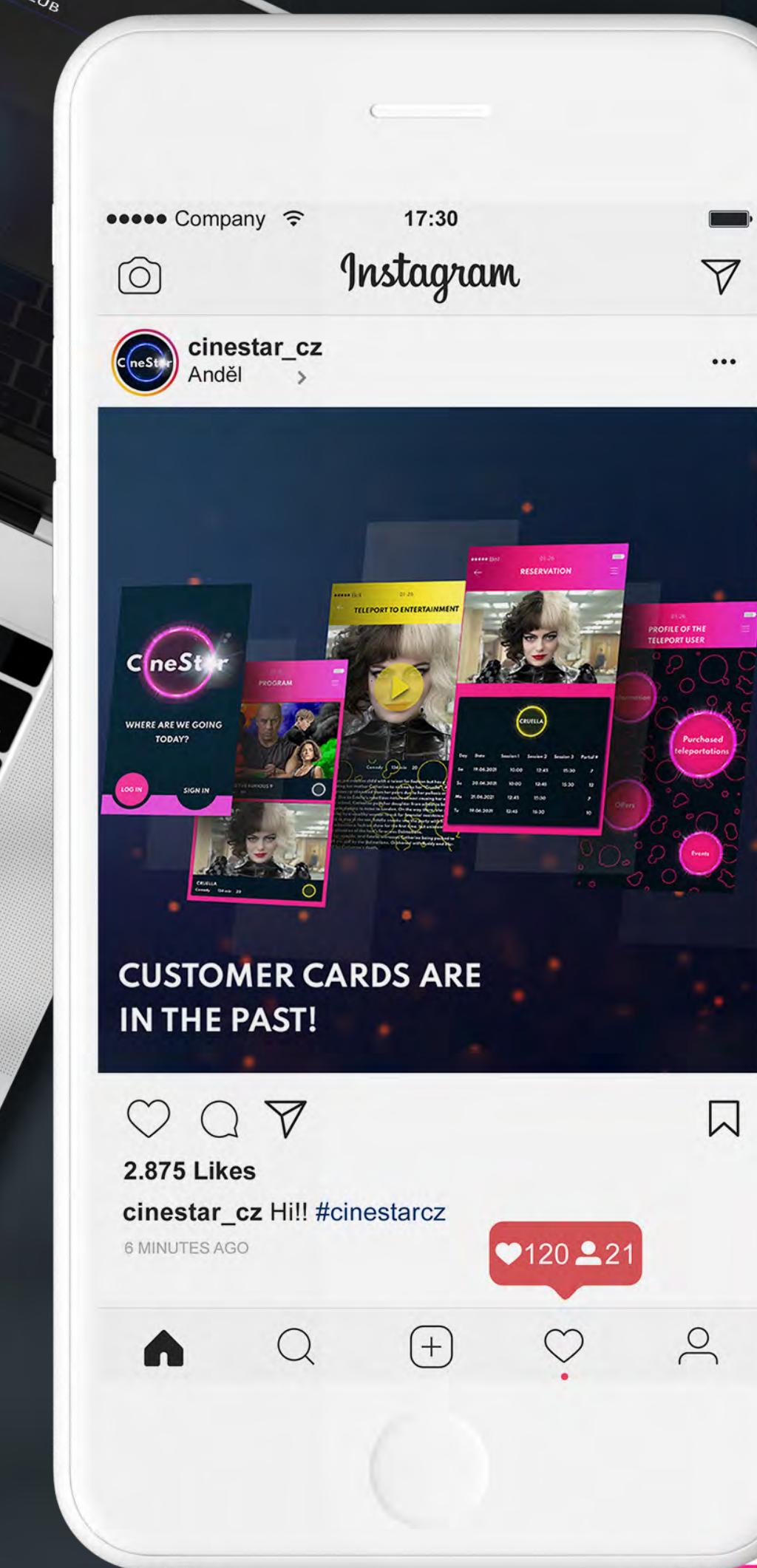


A reservation screen for the movie "CRUELLA". The title "RESERVATION" is at the top. Below it is a photo of Emma Stone as Cruella de Vil. A table lists showtimes for four days: Saturday, June 19, 2021; Sunday, June 20, 2021; Monday, June 21, 2021; and Tuesday, June 22, 2021. The table includes columns for Day, Date, Session 1, Session 2, Session 3, and Portal #. Session times are 10:00, 12:45, and 15:30. Portal numbers range from 7 to 12.

Mobile application instead of  
a customer card.



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





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

BEFORE

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AFTER

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**GRAY OWL**  
Case 2. Gel polish brand

# OBJECTIVE

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- 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

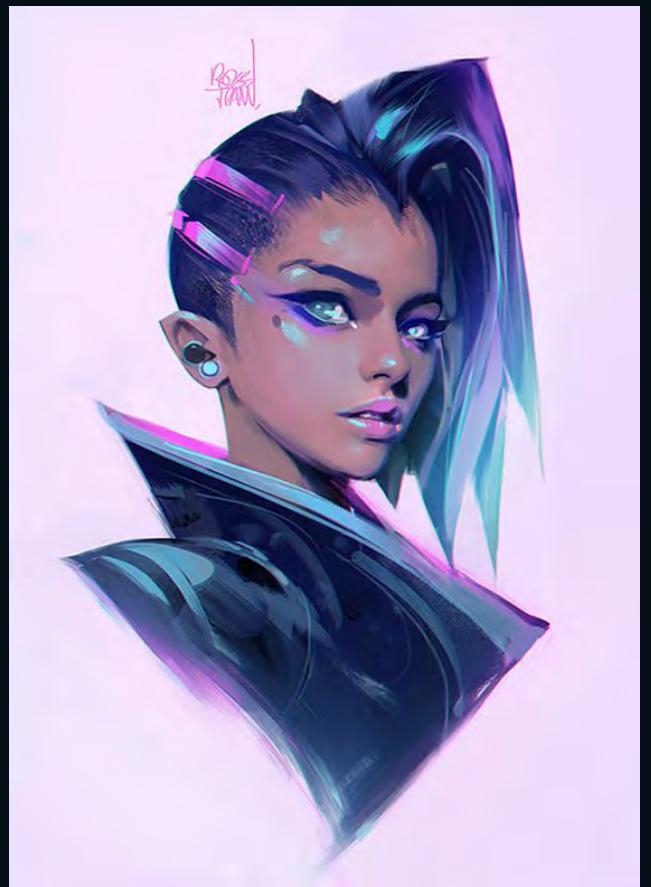


## KEY TO CRACK

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- atypical brightness
- more personal and informal communication

# VARMINT



# FUNNY



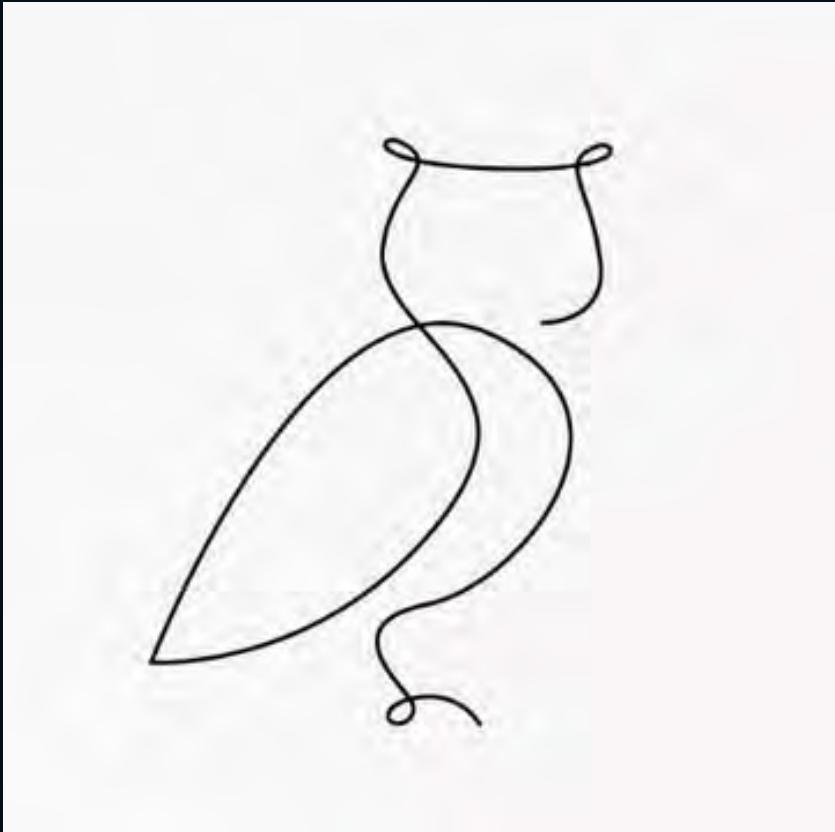
# BRIGHT

# MOOD

# CONCEPT

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LOGO



line tattoo

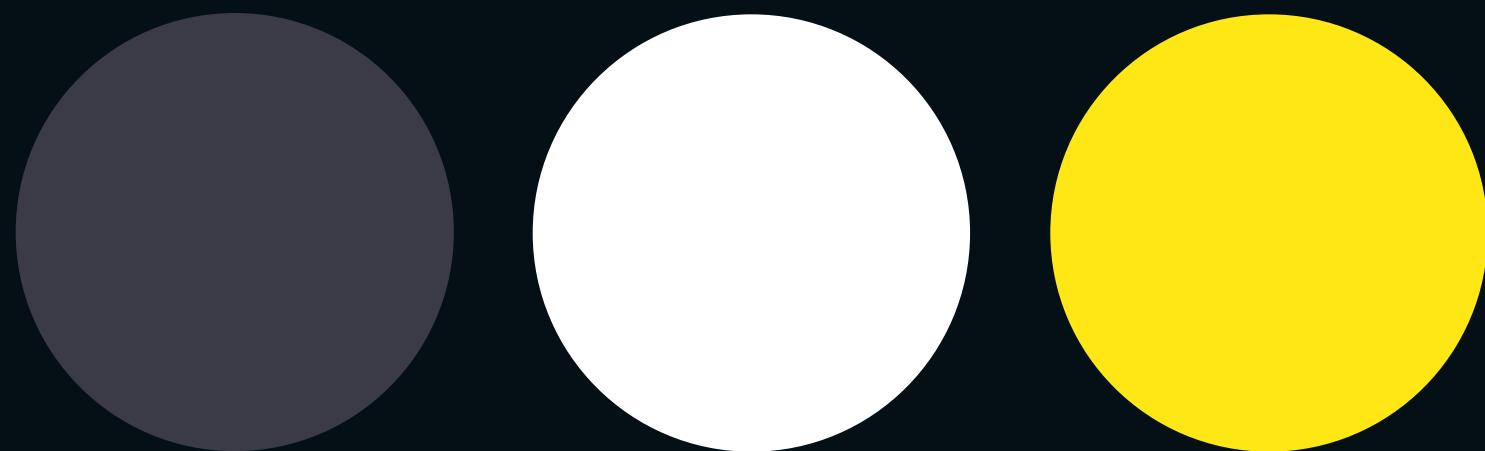
+



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 À Å É Í  
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 à å é ï ö ü &  
1 2 3 4 5 6 7 8 9 0 (\$ £ € . , ! ?)





BY PURCHASING THIS PRODUCT, YOU HAVE  
SUPPORTED OUR SAVE-THE-OWLS PROJECT!

**MALDIVES**  
OWL-IN!

BY PURCHASING THIS PRODUCT, YOU HAVE  
SUPPORTED OUR SAVE-THE-OWLS PROJECT!

**HAWAII**  
FIRST OF OWL

BY PURCHASING THIS PRODUCT, YOU HAVE  
SUPPORTED OUR SAVE-THE-OWLS PROJECT!

**CUBA**  
ALL YOU NEED IS OWL







# BEYOND



**BEYOND**

Case 3. Care cosmetics  
brand

# OBJECTIVE

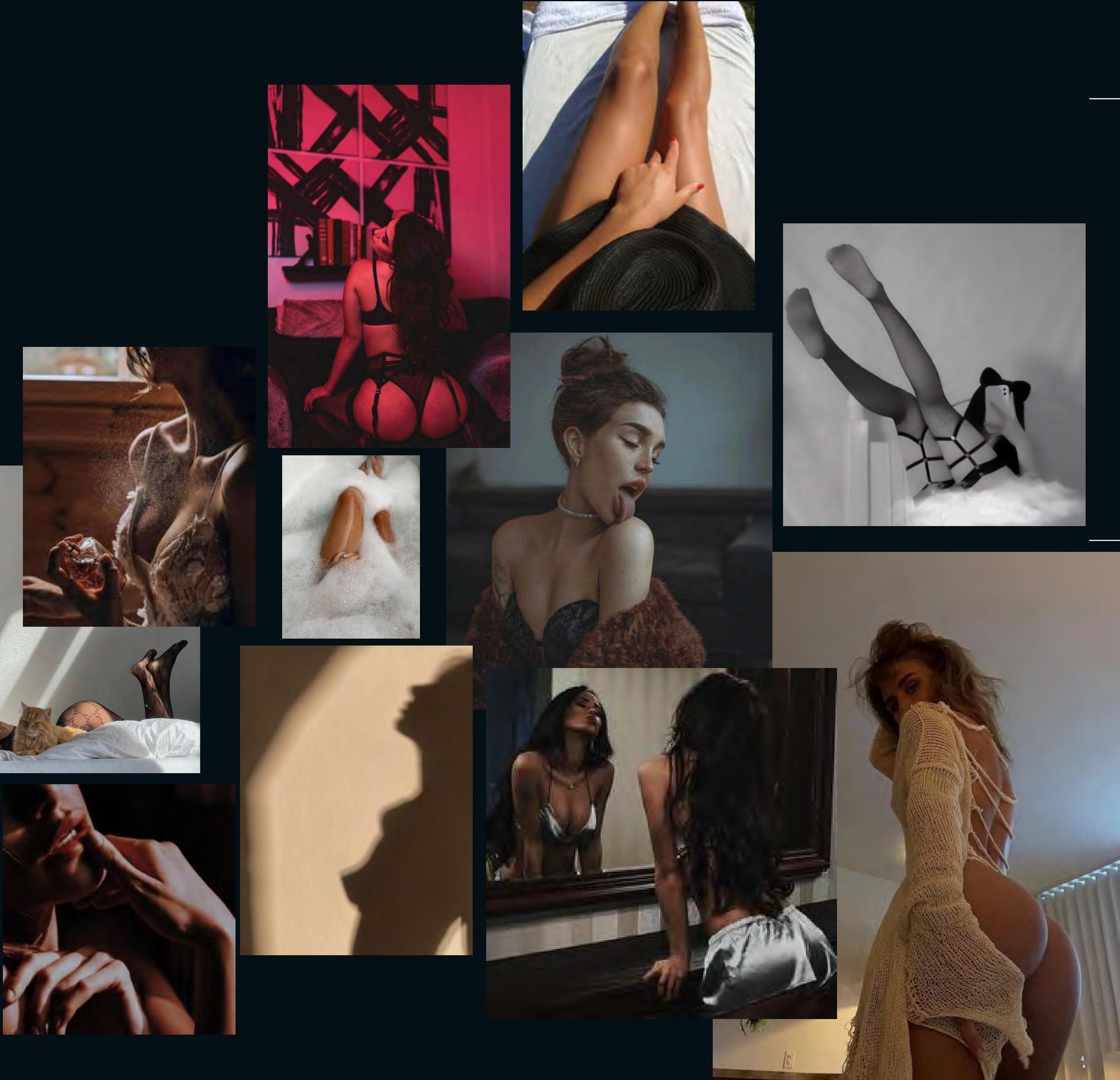
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- sexy and slightly provocative vibe
  - fragrance is in the spotlight
- bathroom products for women
  - also need a name

# KEY TO CRACK

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



## CONCEPT

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

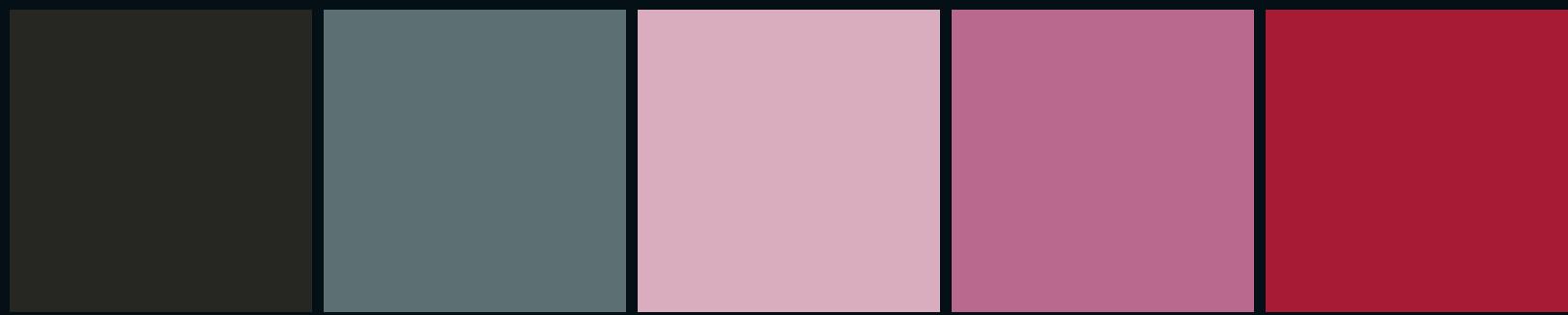
Beyond the “border” is a process of enjoying and self-love.

# BEYOND

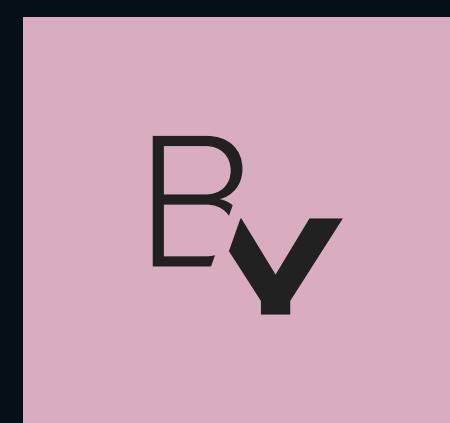


hidden inner  
states

P&I FTTF:



FONT:

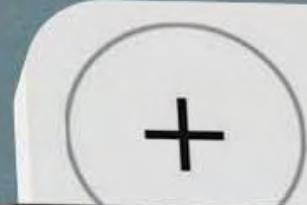




92  
Posts

55 840  
Followers

608  
Following



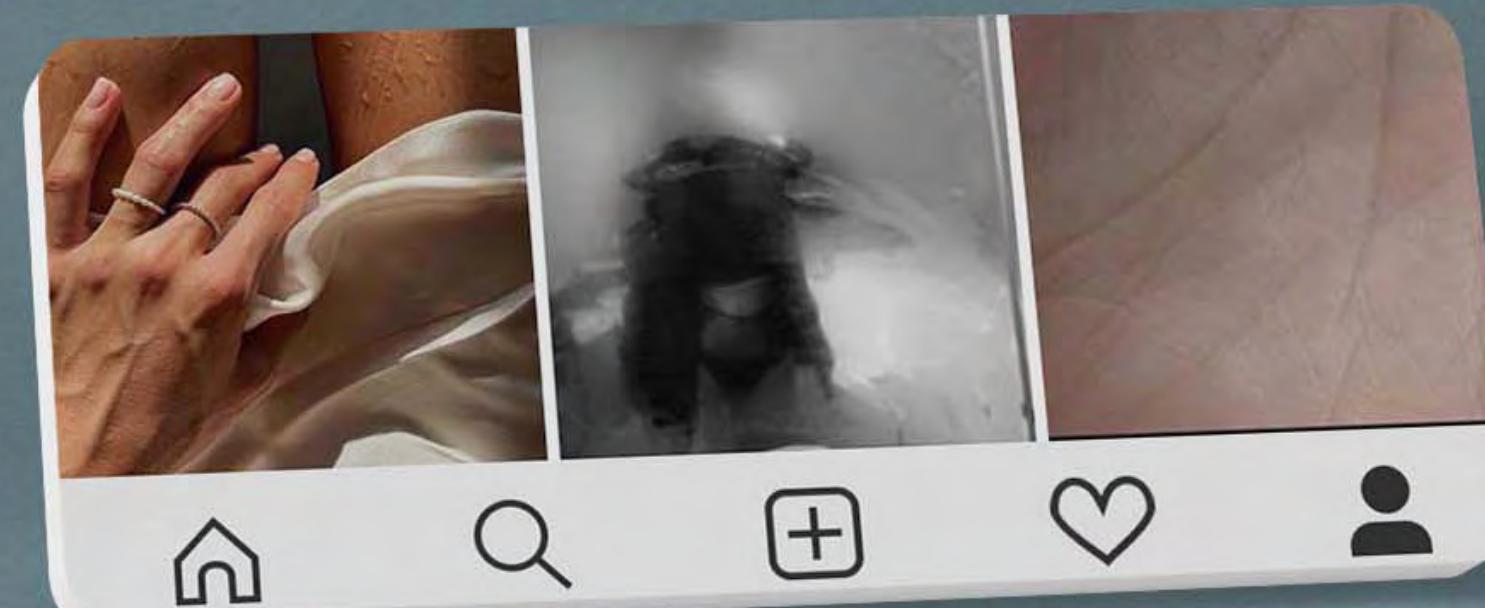
Products

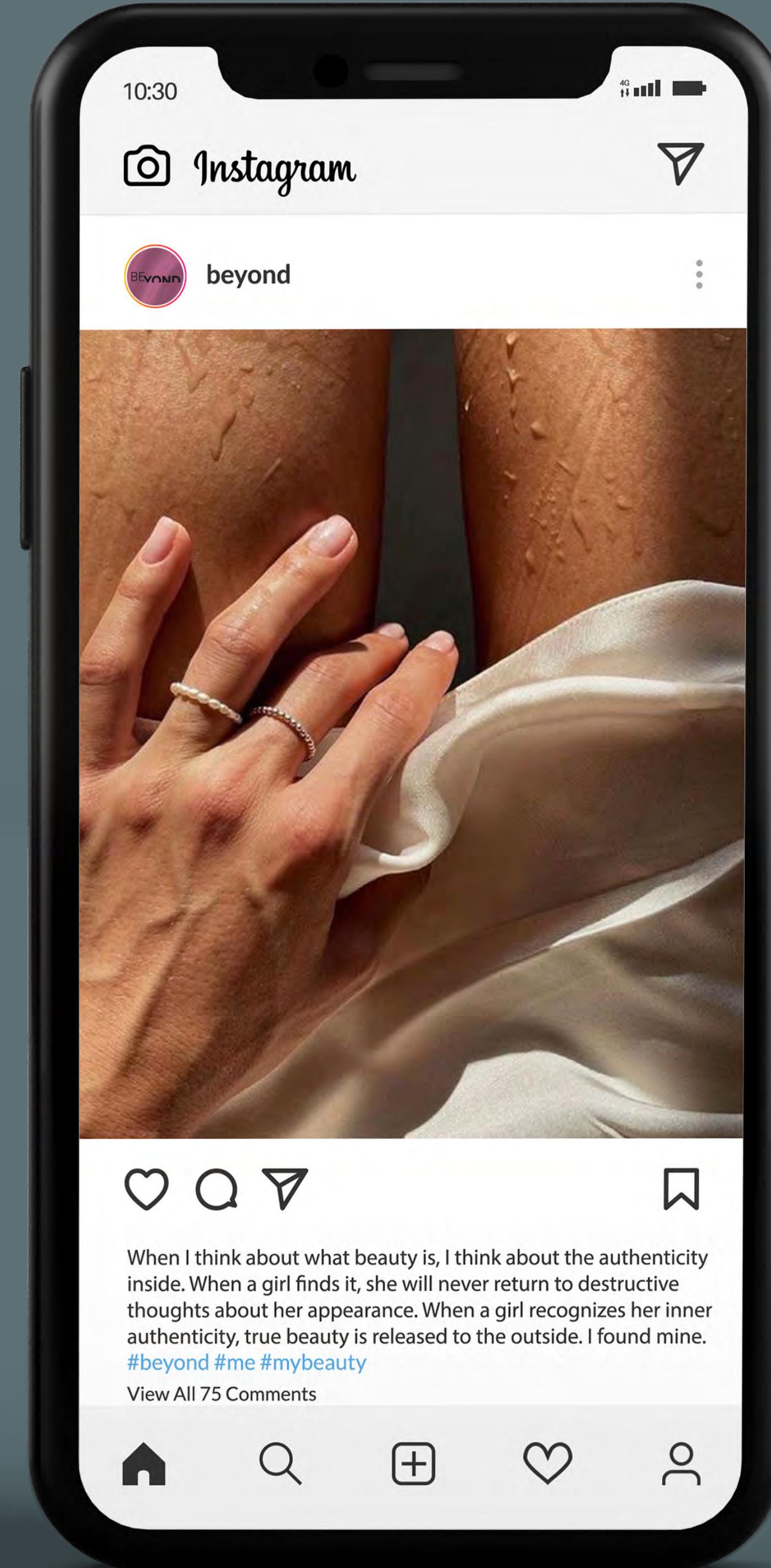
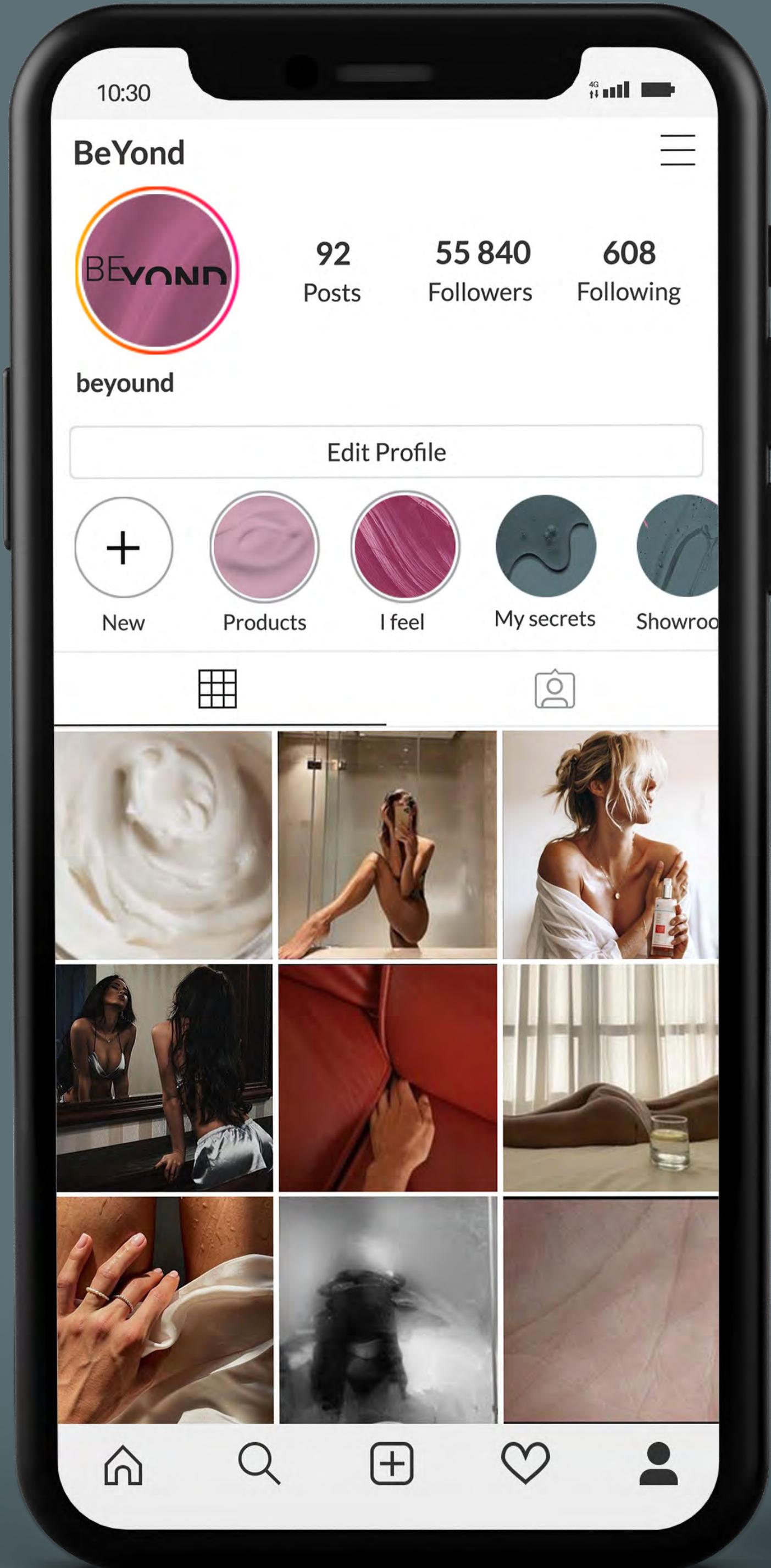


I feel



My secre





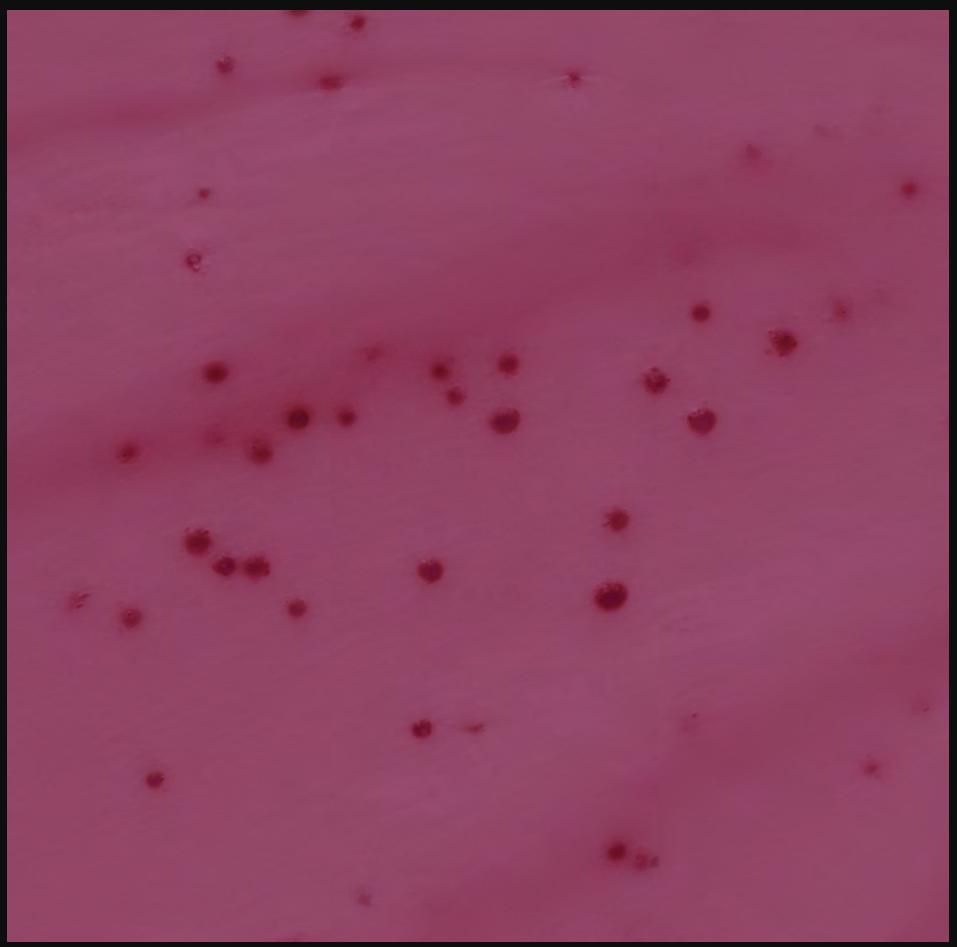


priority packaging format:

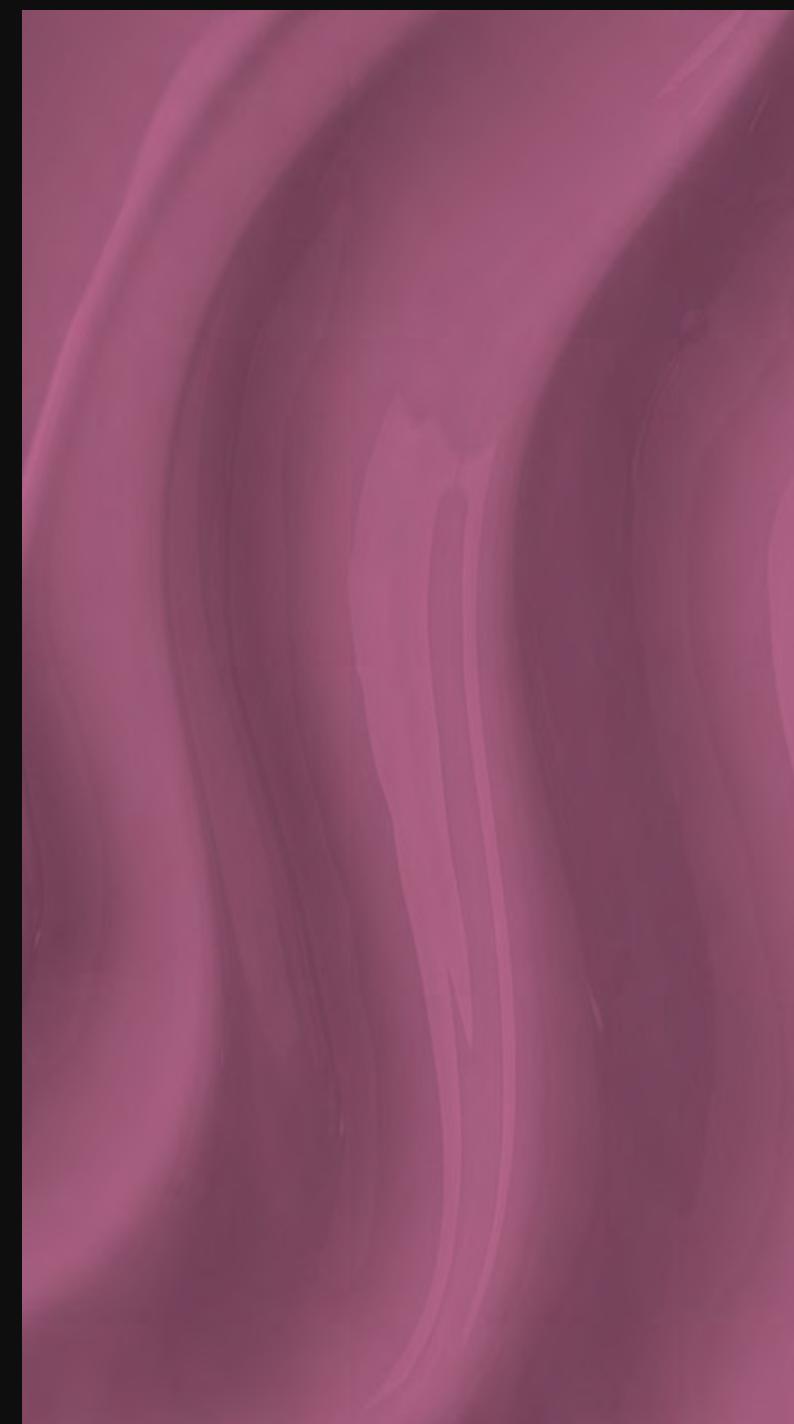
- matte
- soft touch
- total look in color
- logo, name and USP of the product — pad printing

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

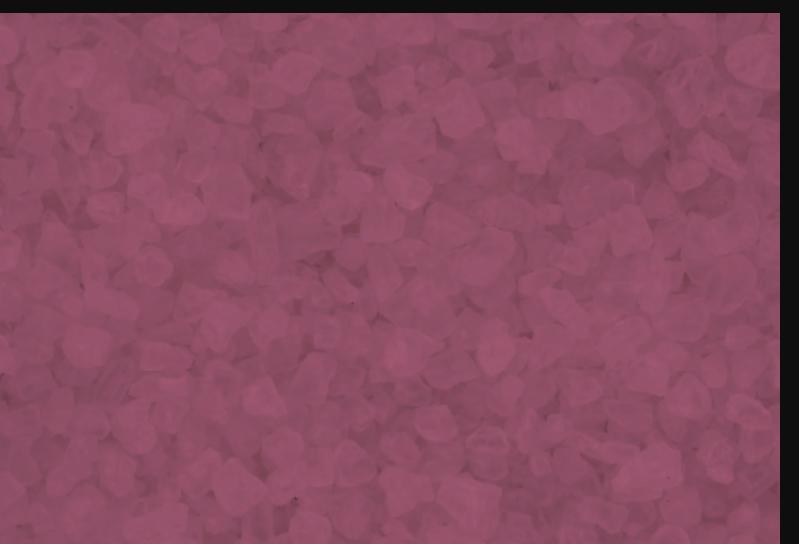
aroma indicator - a label printed with aromatic inks (aroma printing technology)



scrub



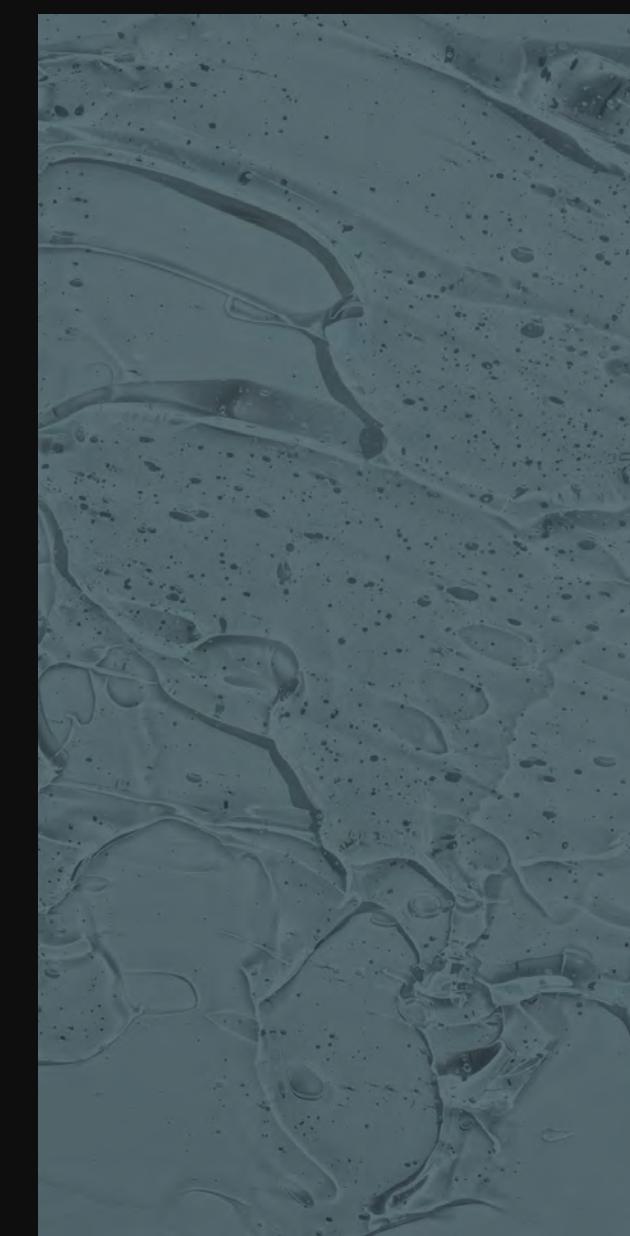
hand cream



salt bath



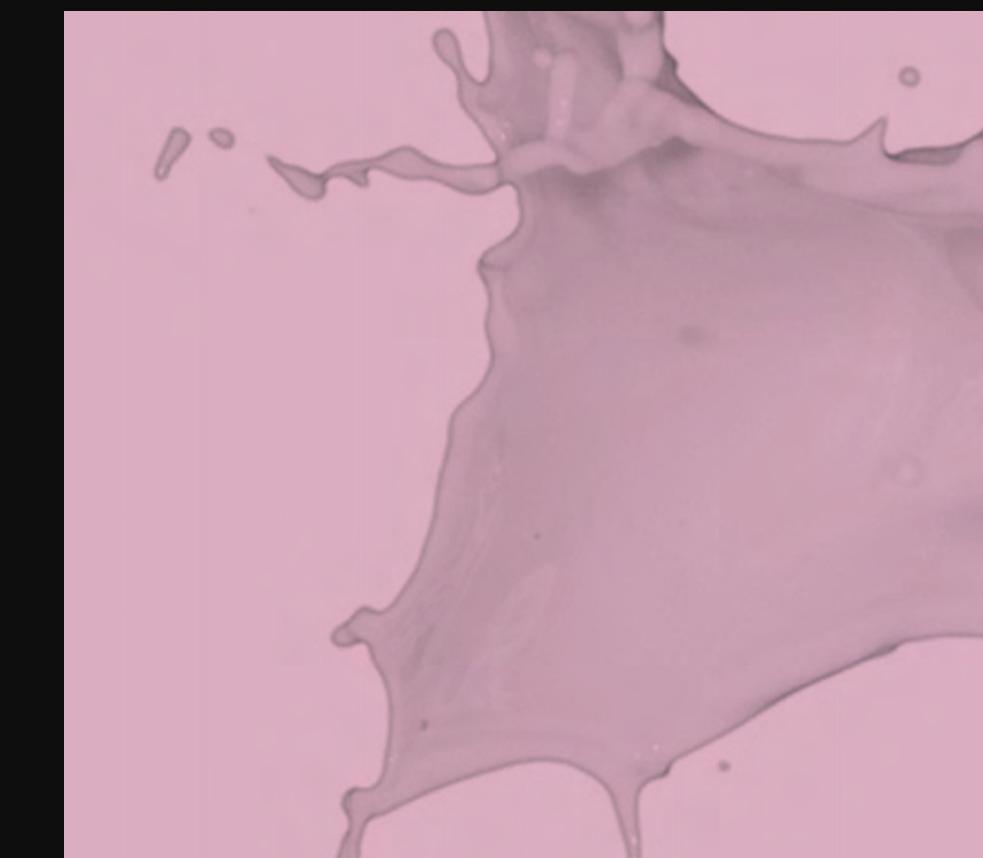
shower gel



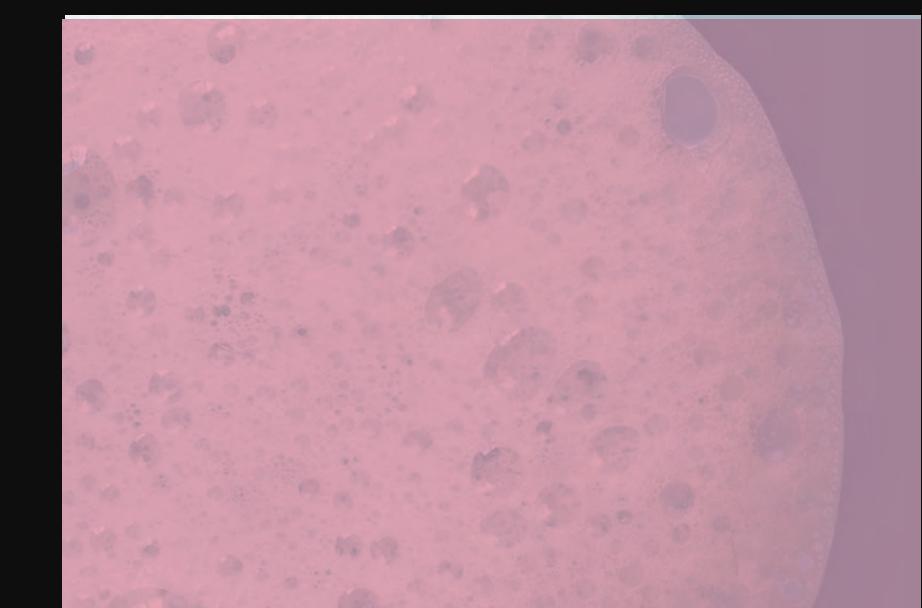
shampoo



face cream



face mist



face cleansing