



# 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.

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## CINESTAR

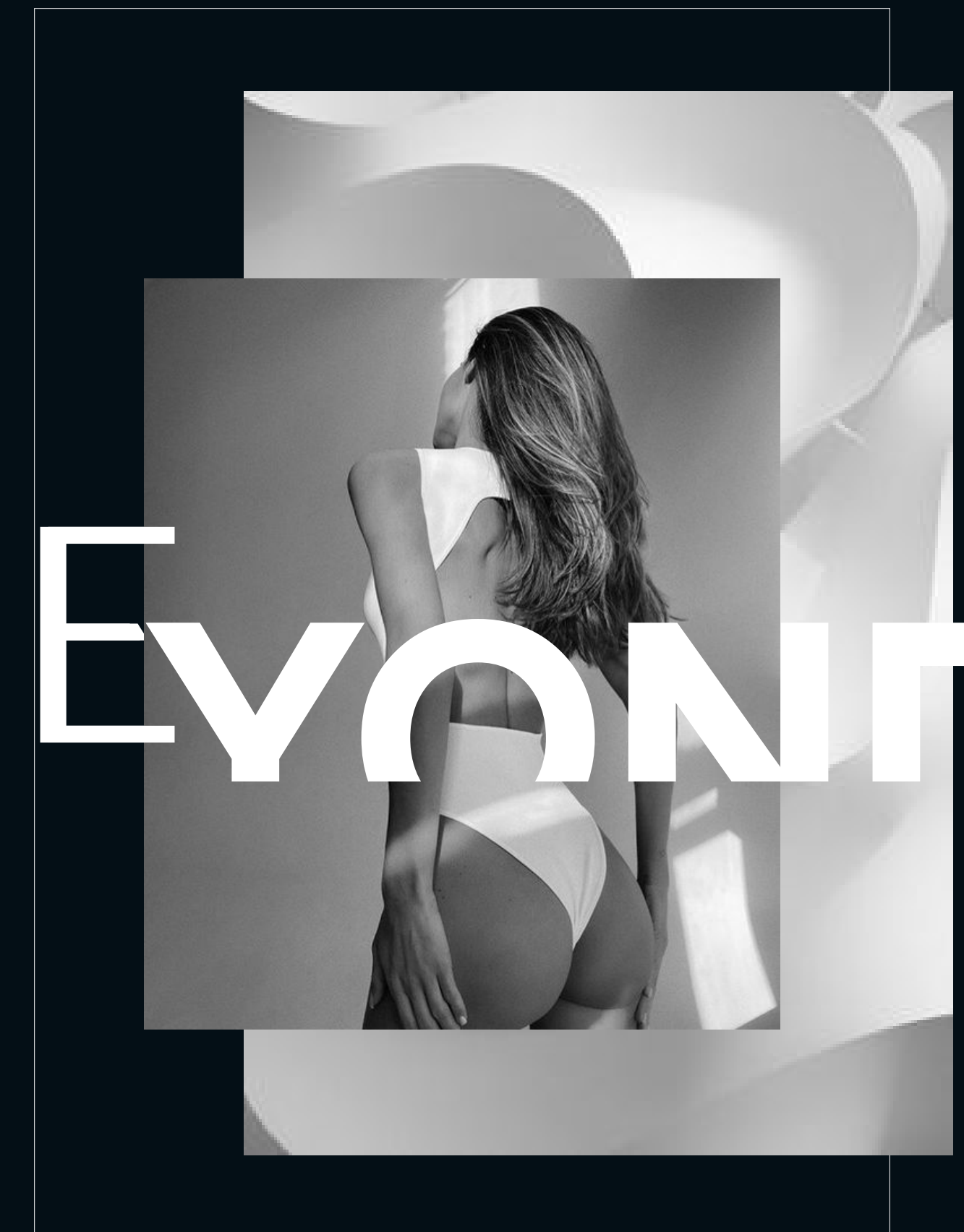
Case 1. Cinema rebranding  
School project



## GRAY OWL

Case 2. Gel polish brand

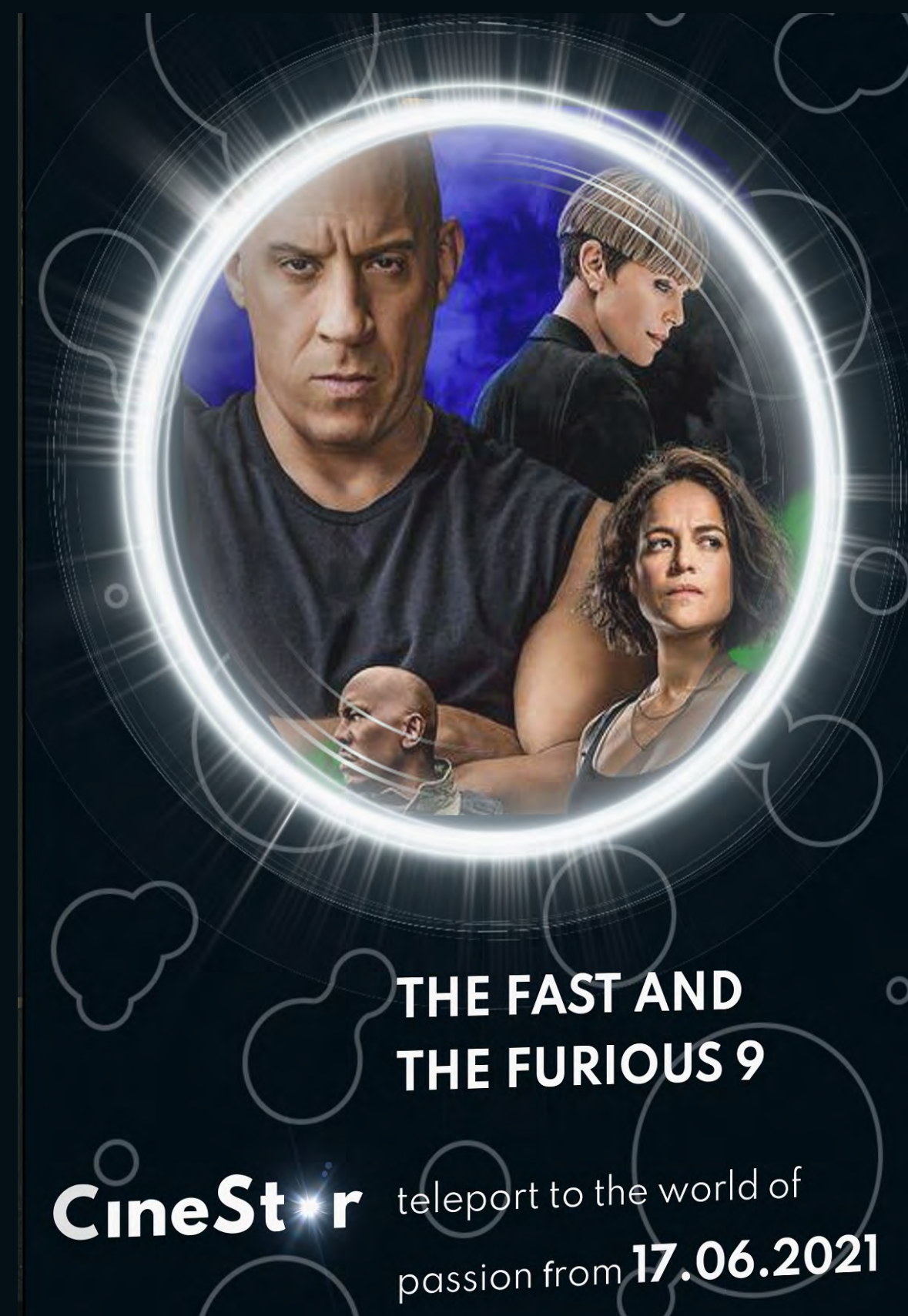
# BEYOND



## BEYOND

Case 3. Care cosmetics brand





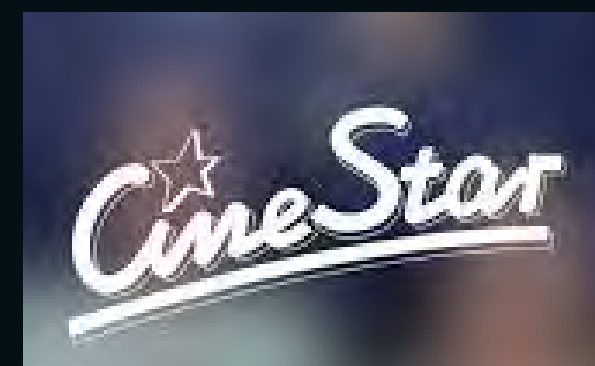
**THE FAST AND  
THE FURIOUS 9**

**CineStar** teleport to the world of  
passion from **17.06.2021**

**CINESTAR**

Case 1. Cinema rebranding  
School project





# OBJECTIVE

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

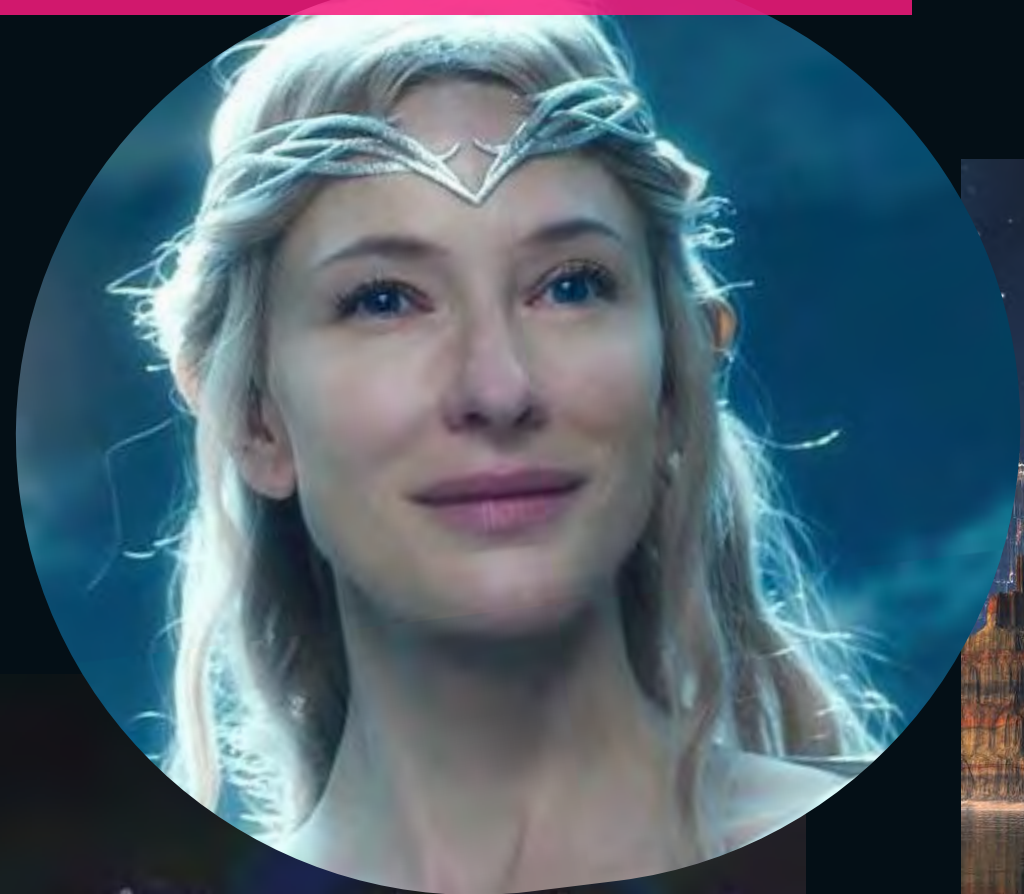
# KEY TO CRACK

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





**IMAGINATION**



# Archetype Magician

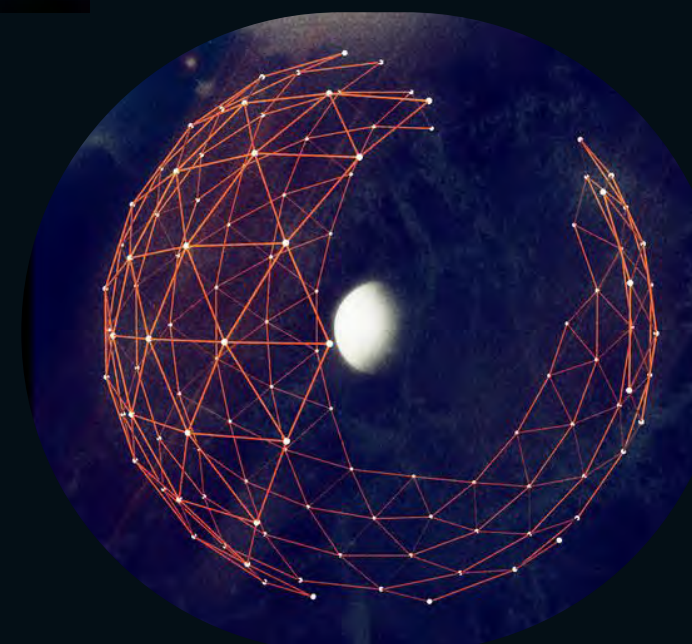
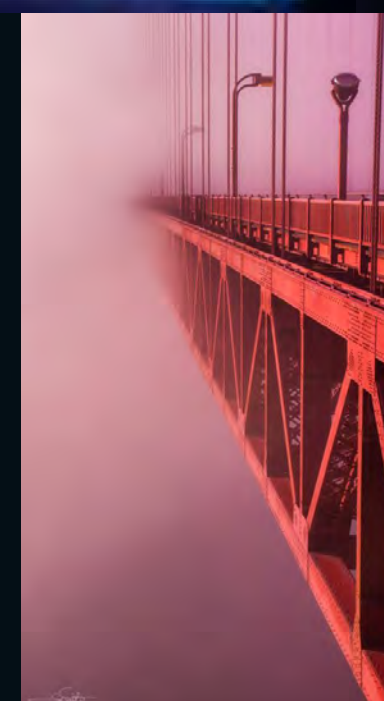
INSPIRING

**INTRIGUING**

**TRANSFORMATION**



**IRRATIONAL**





CONCEPT

T · E · L · E · P · O · R · T

LOGO



teleport

+



orbit;  
a symbol of  
closeness to  
another reality

+



saving and  
modernization  
of the current  
symbol

=





# PRIMARY COLORS



# SECONDARY COLORS



**TITLE: League Spartan Bold**

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

PARAGRAPH: Spartan

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

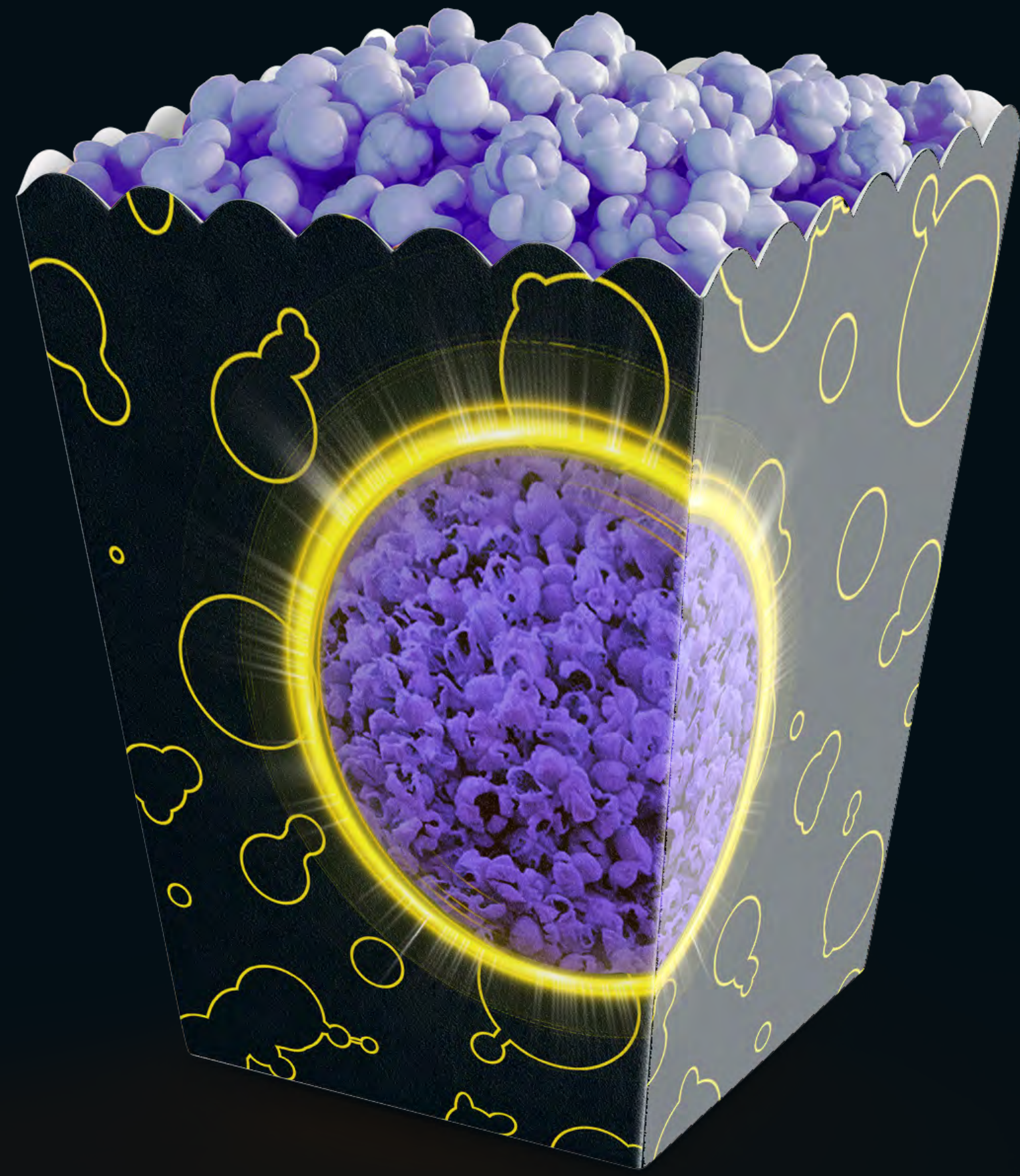
# PATTERN



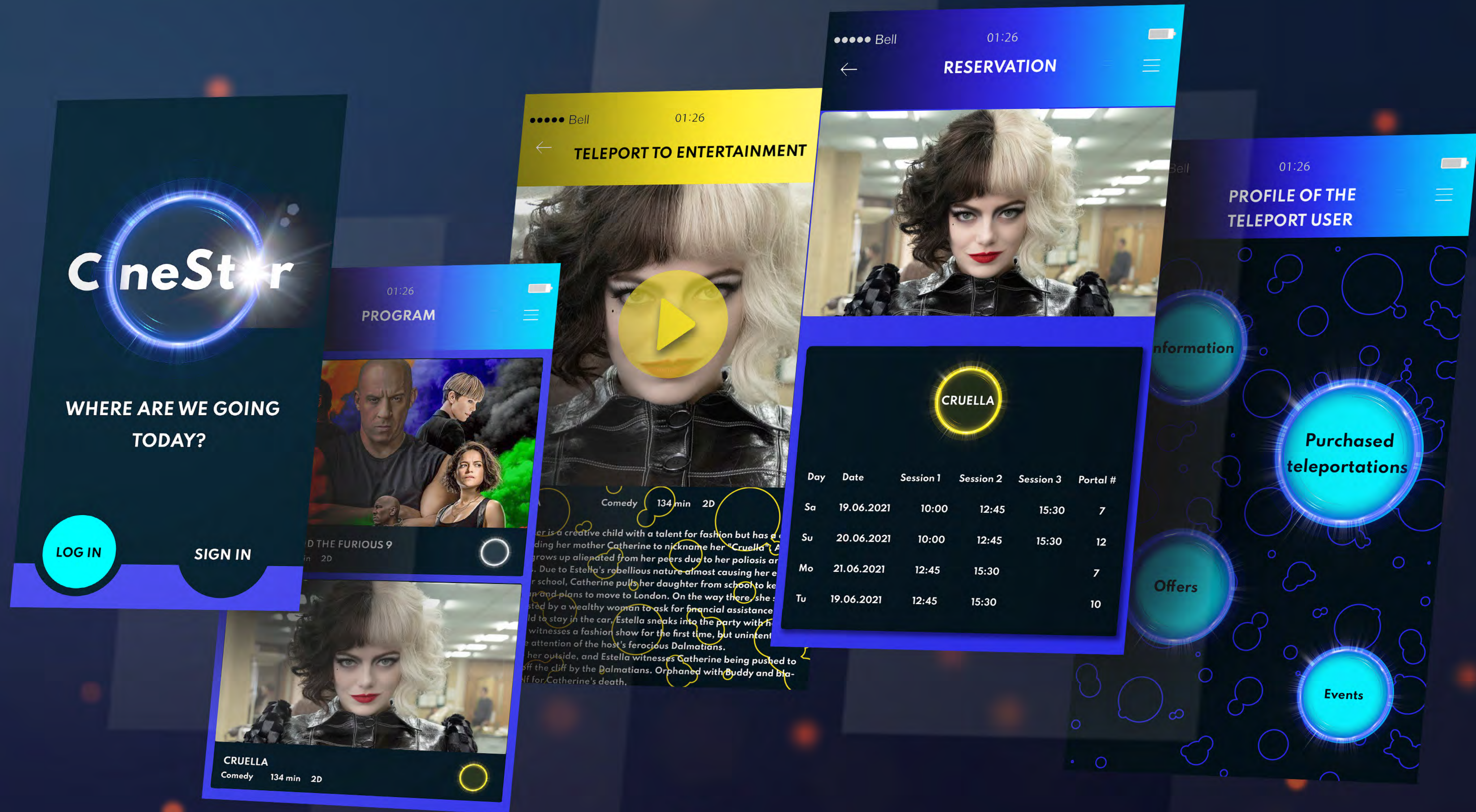












Mobile application instead of a customer card.





CineStar

WHERE ARE WE GOING  
TODAY?

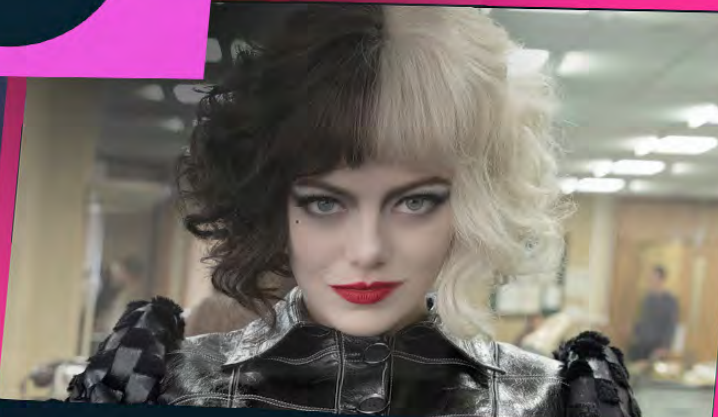
LOG IN

SIGN IN

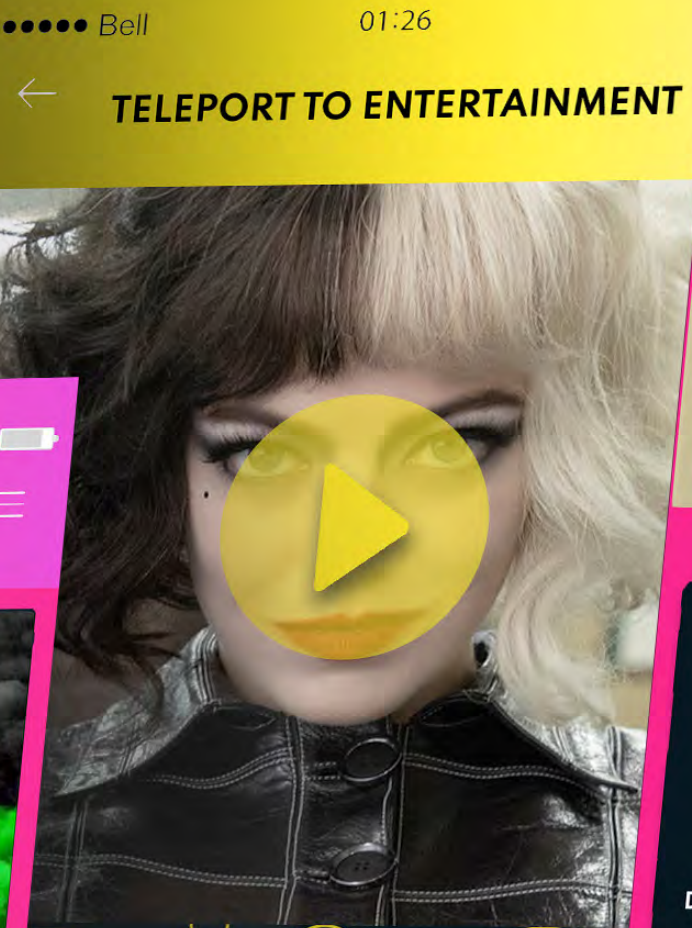
01:26  
PROGRAM



THE FURIOUS 9



CRUELLA  
Comedy 134 min 2D



Comedy 134 min 2D

er is a creative child with a talent for fashion but has e  
ding her mother Catherine to nickname her "Cruella". A  
grows up alienated from her peers due to her poliosis ar  
. Due to Estella's rebellious nature almost causing her e  
r school, Catherine pulls her daughter from school to ke  
y and plans to move to London. On the way there, she  
sted by a wealthy woman to ask for financial assistance  
ld to stay in the car, Estella sneaks into the party with  
witnesses a fashion show for the first time, but uninten  
e attention of the host's ferocious Dalmatians.  
her outside, and Estella witnesses Catherine being pushed to  
ff the cliff by the Dalmatians. Orphaned with Buddy and bla-  
lf for Catherine's death.

01:26  
RESERVATION



CRUELLA

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

01:26  
PROFILE OF THE  
TELEPORT USER

Information

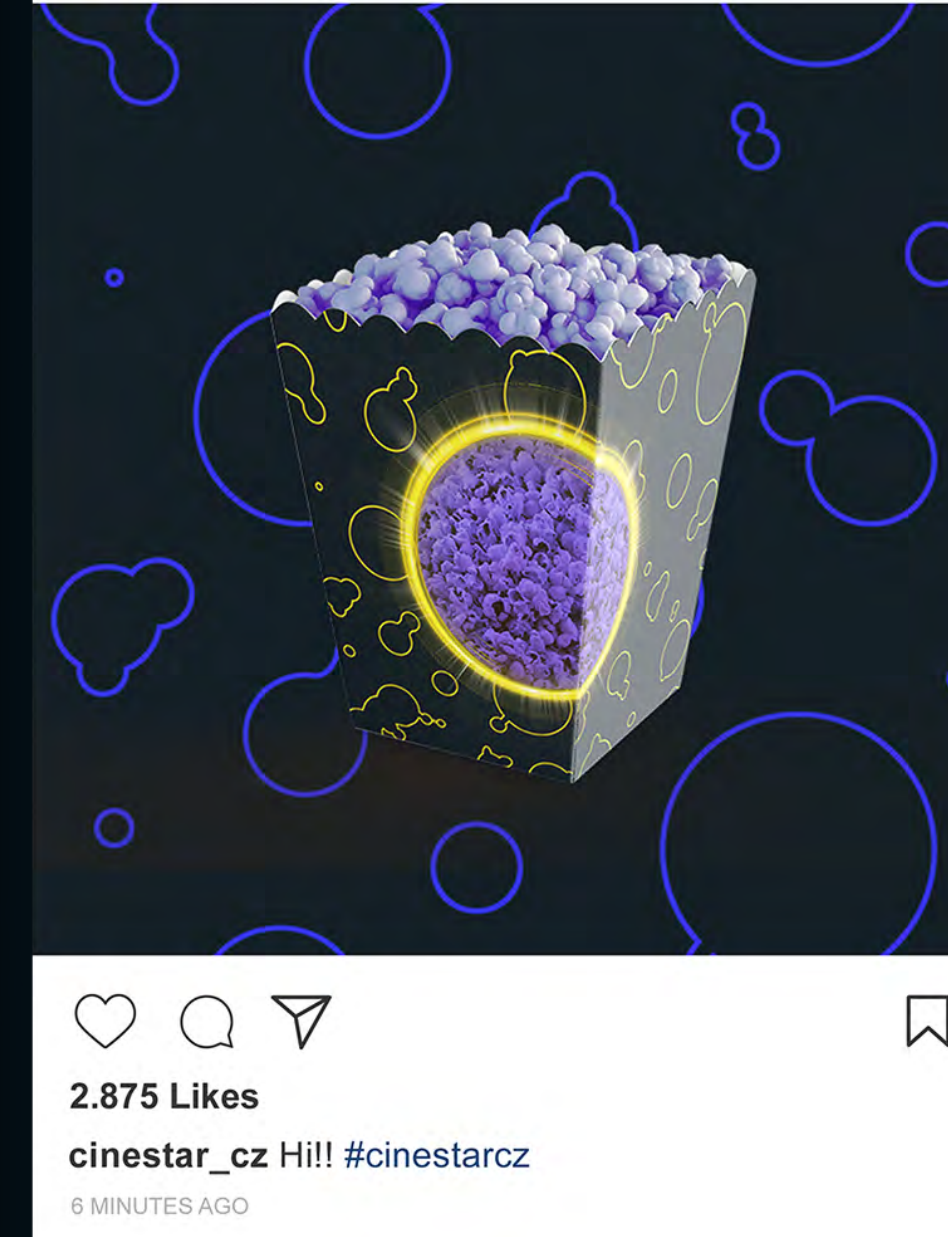
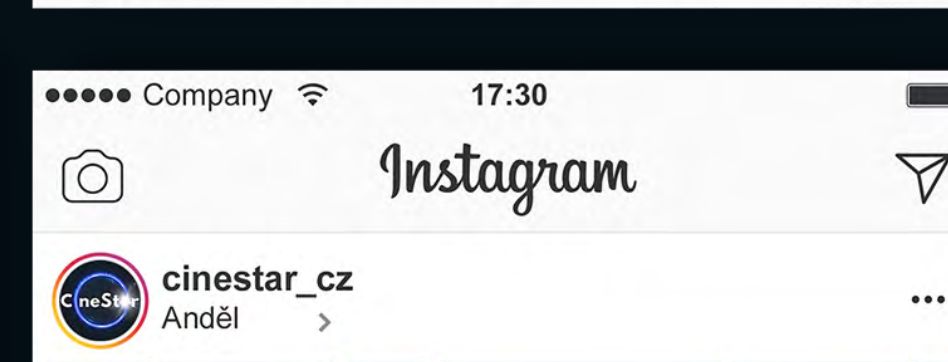
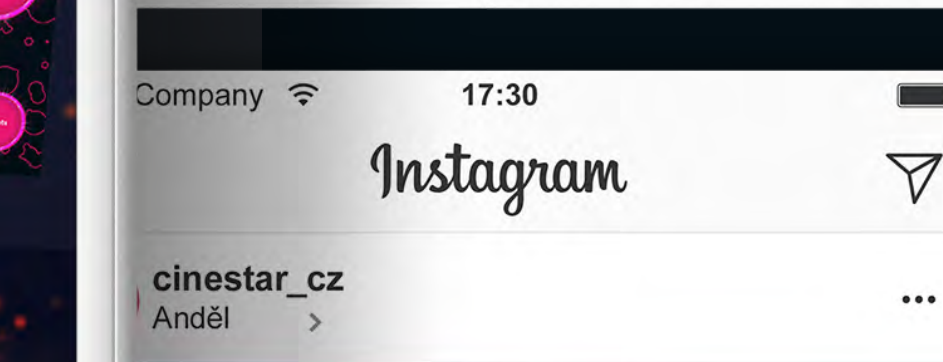
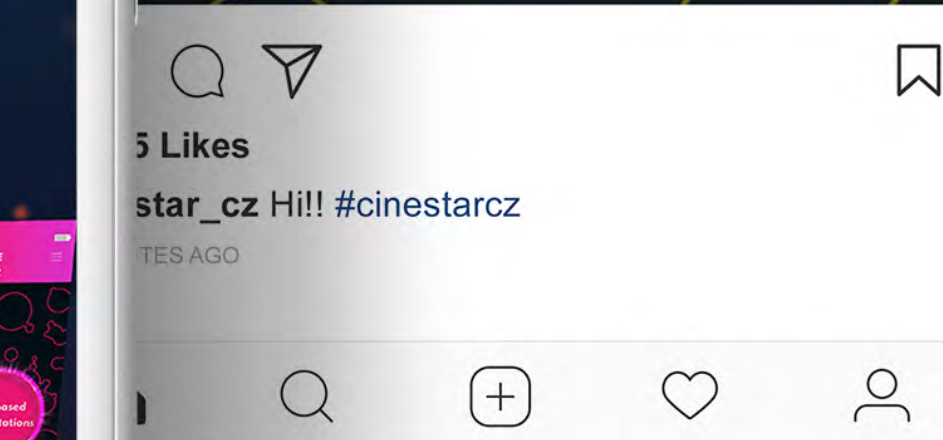
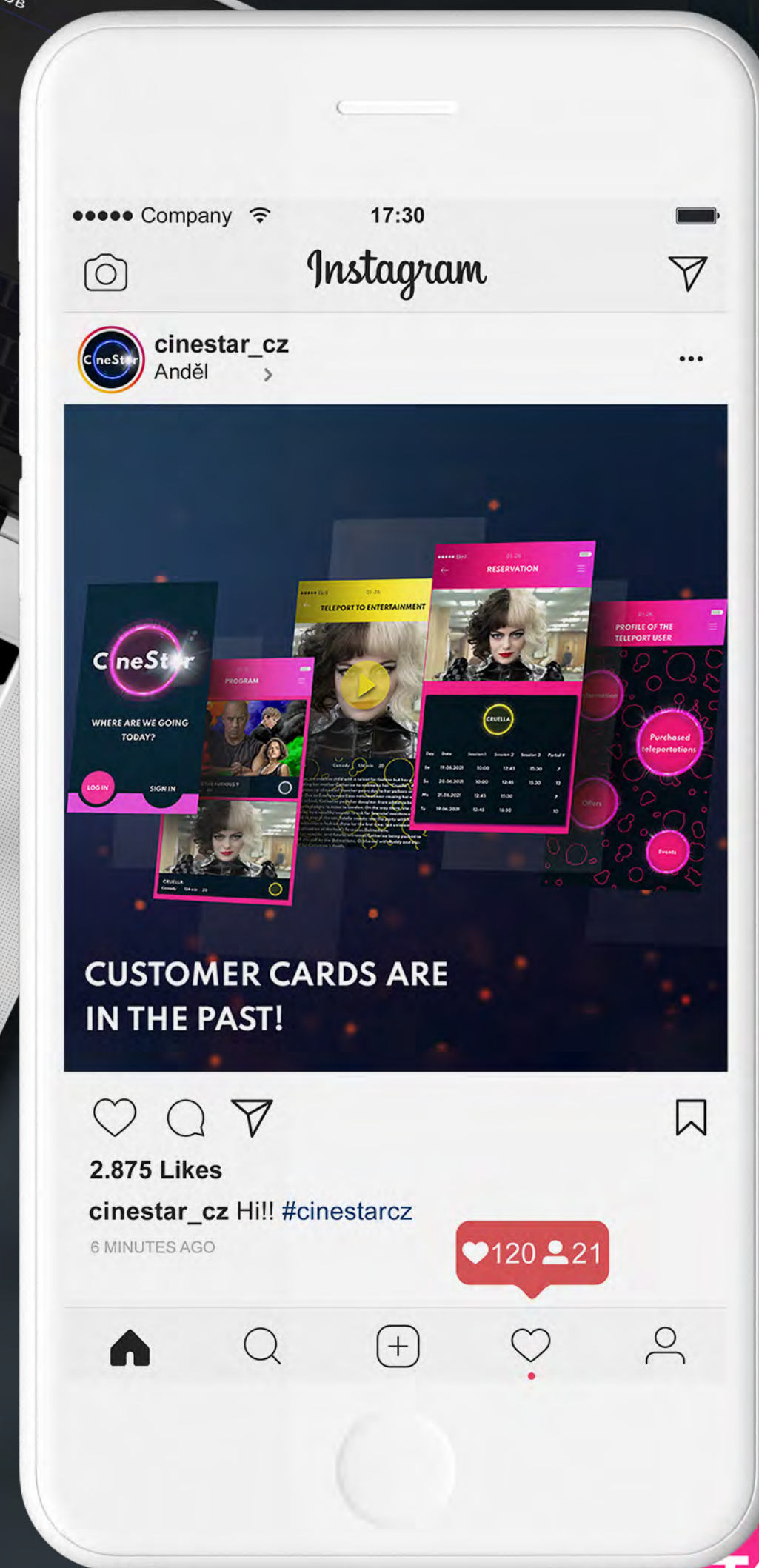
Purchased  
teleportations

Offers

Events

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

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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



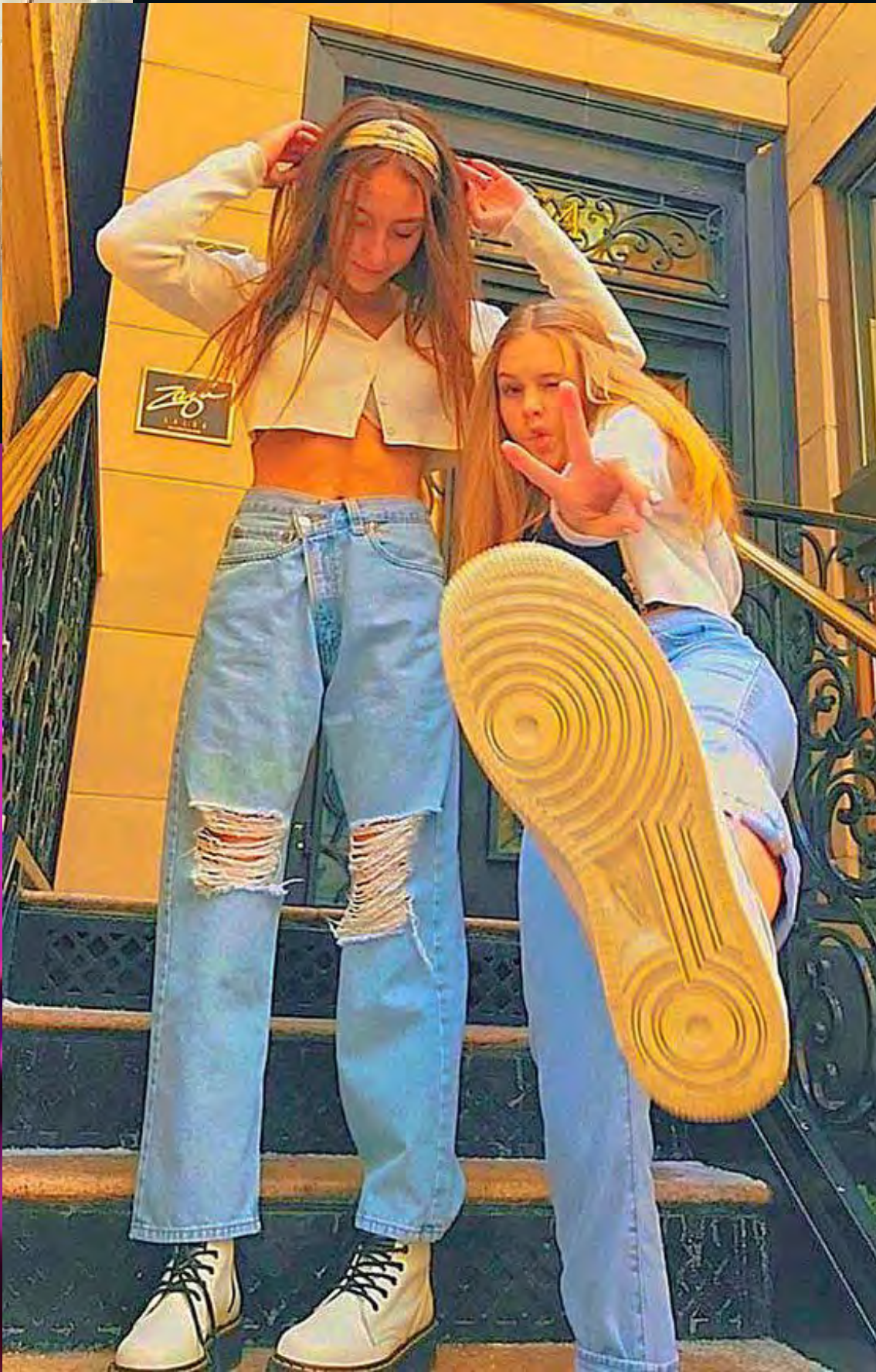
# KEY TO CRACK

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- atypical brightness
- more personal and informal communication



VARMINT



FUNNY

BRIGHT

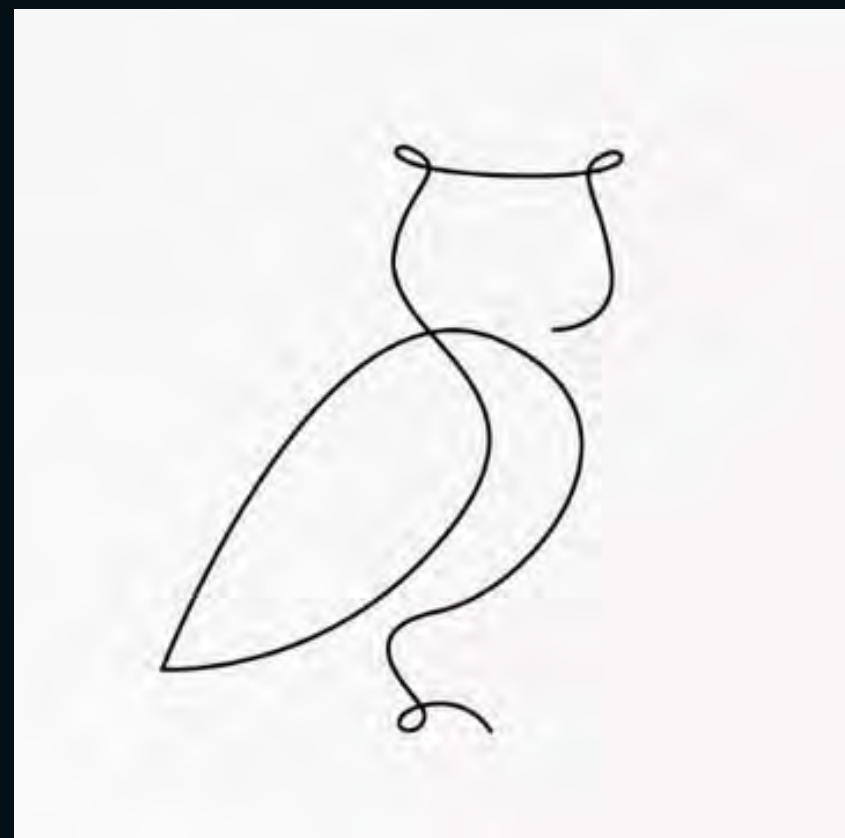
MOOD





# CONCEPT

LOGO



line tattoo

+



grunge mood  
font

=





COLORS



Montserrat  
Alternates

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
abcdefghijklmnopqrstuvwxyz&123456  
7890







**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

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

















# BEYOND

**BEYOND**

Case 3. Care cosmetics  
brand

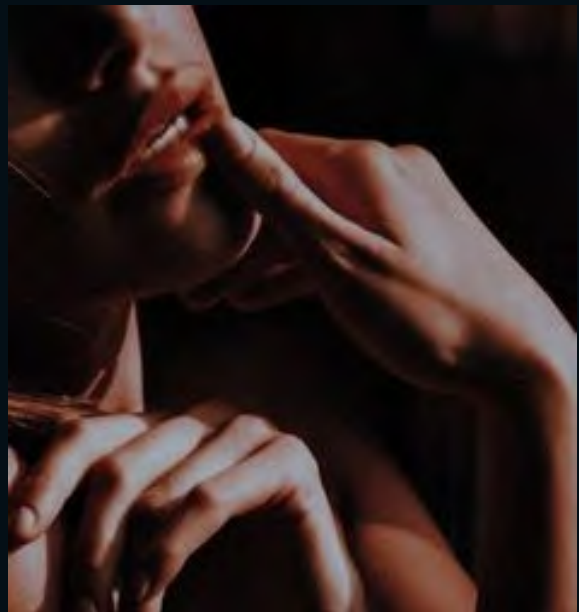
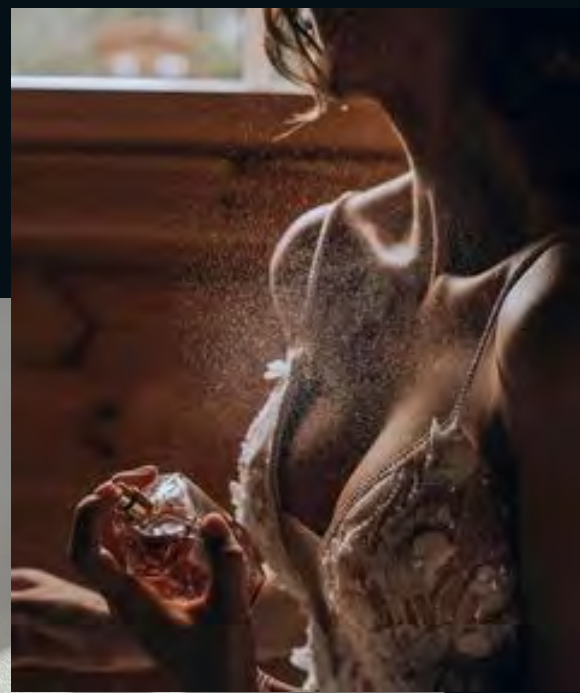
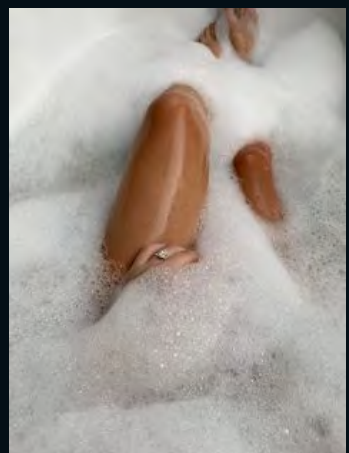
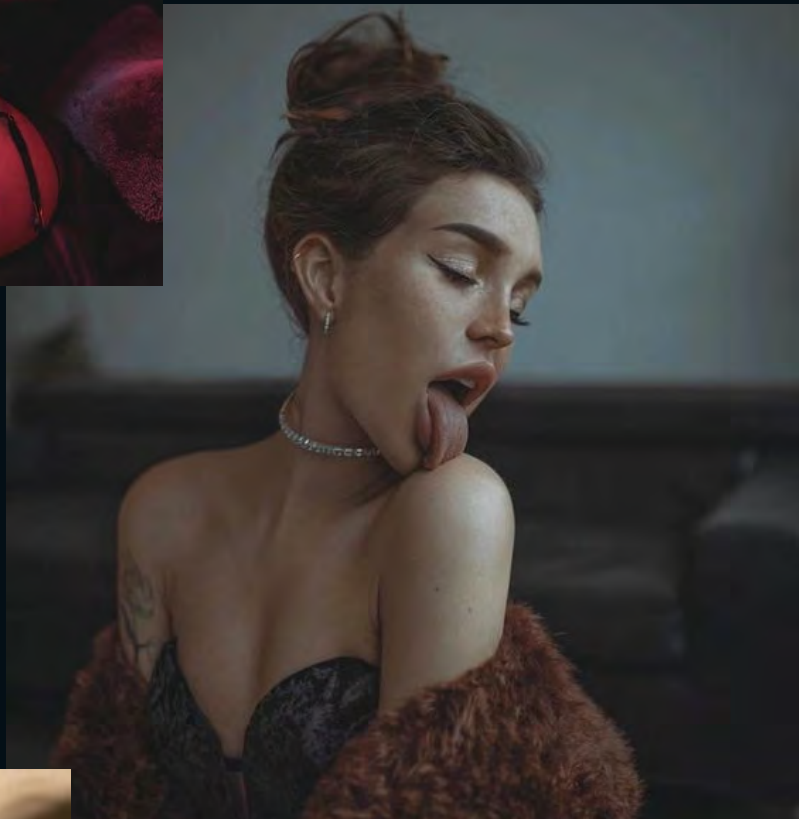


# OBJECTIVE

- 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.

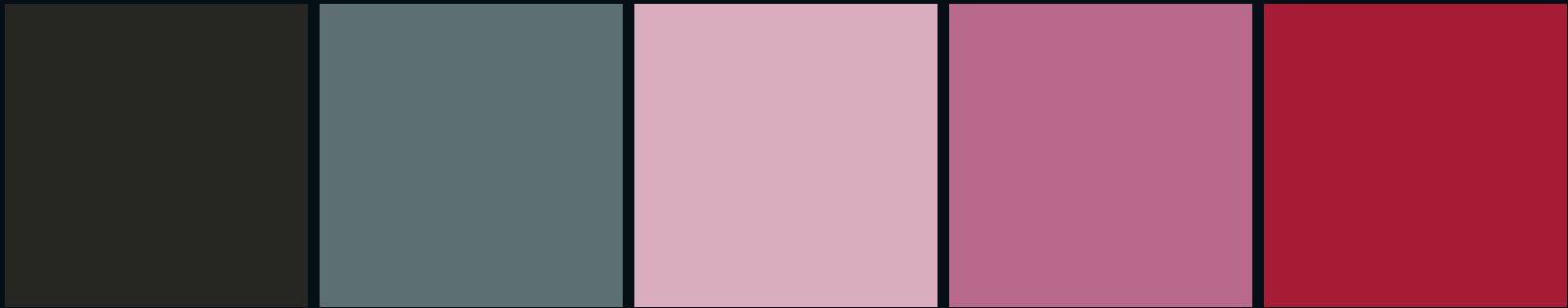
# BEYOND



hidden inner  
states




PAI FTTF:



FONT:







92  
Posts

55 840  
Followers

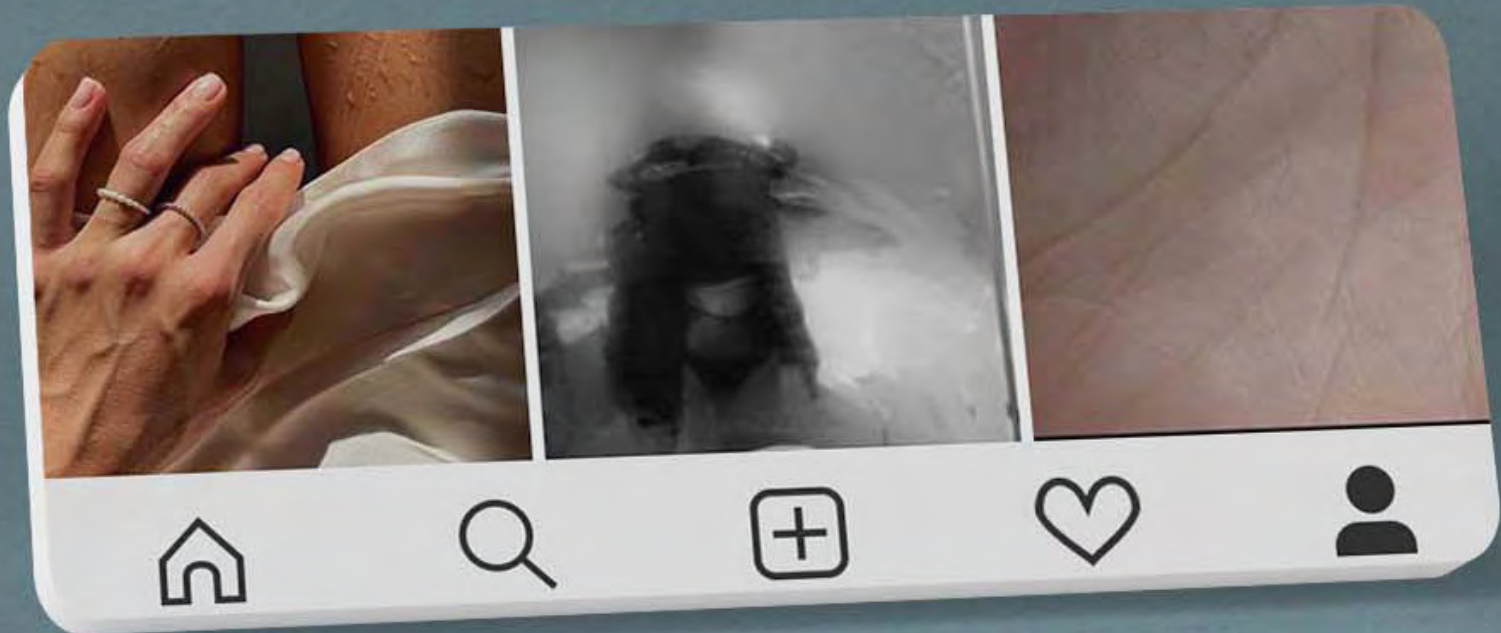
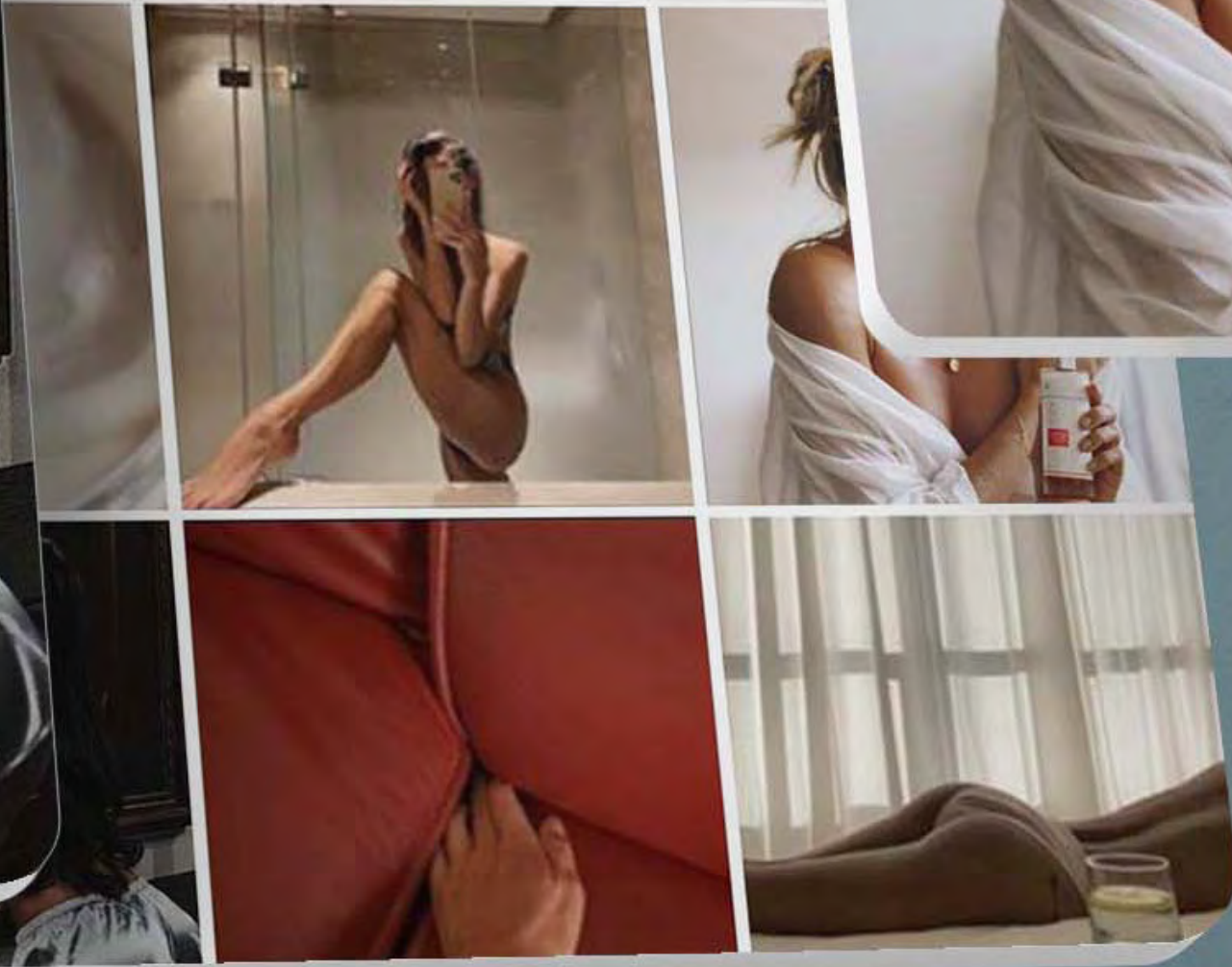
608  
Following

+

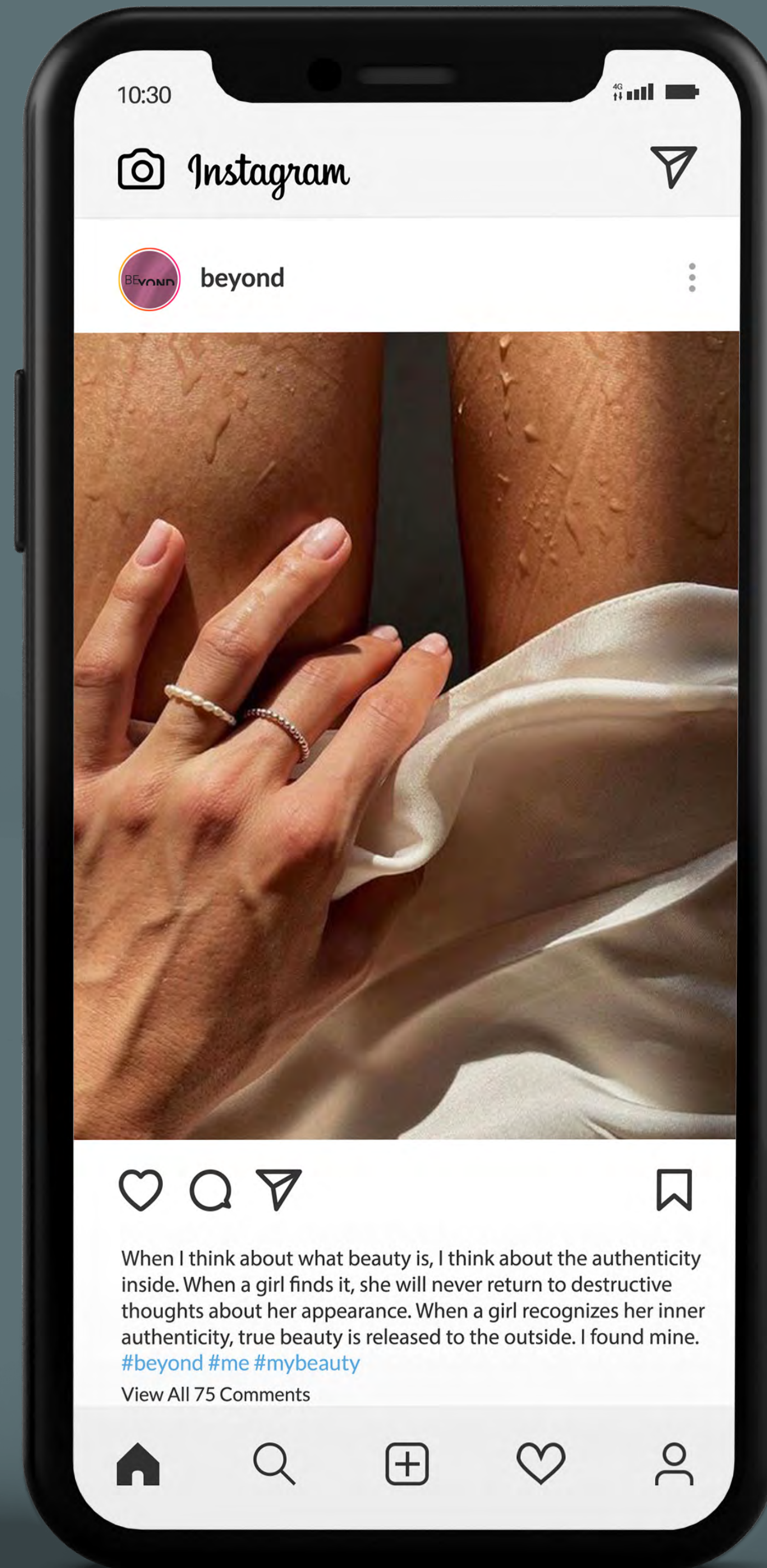
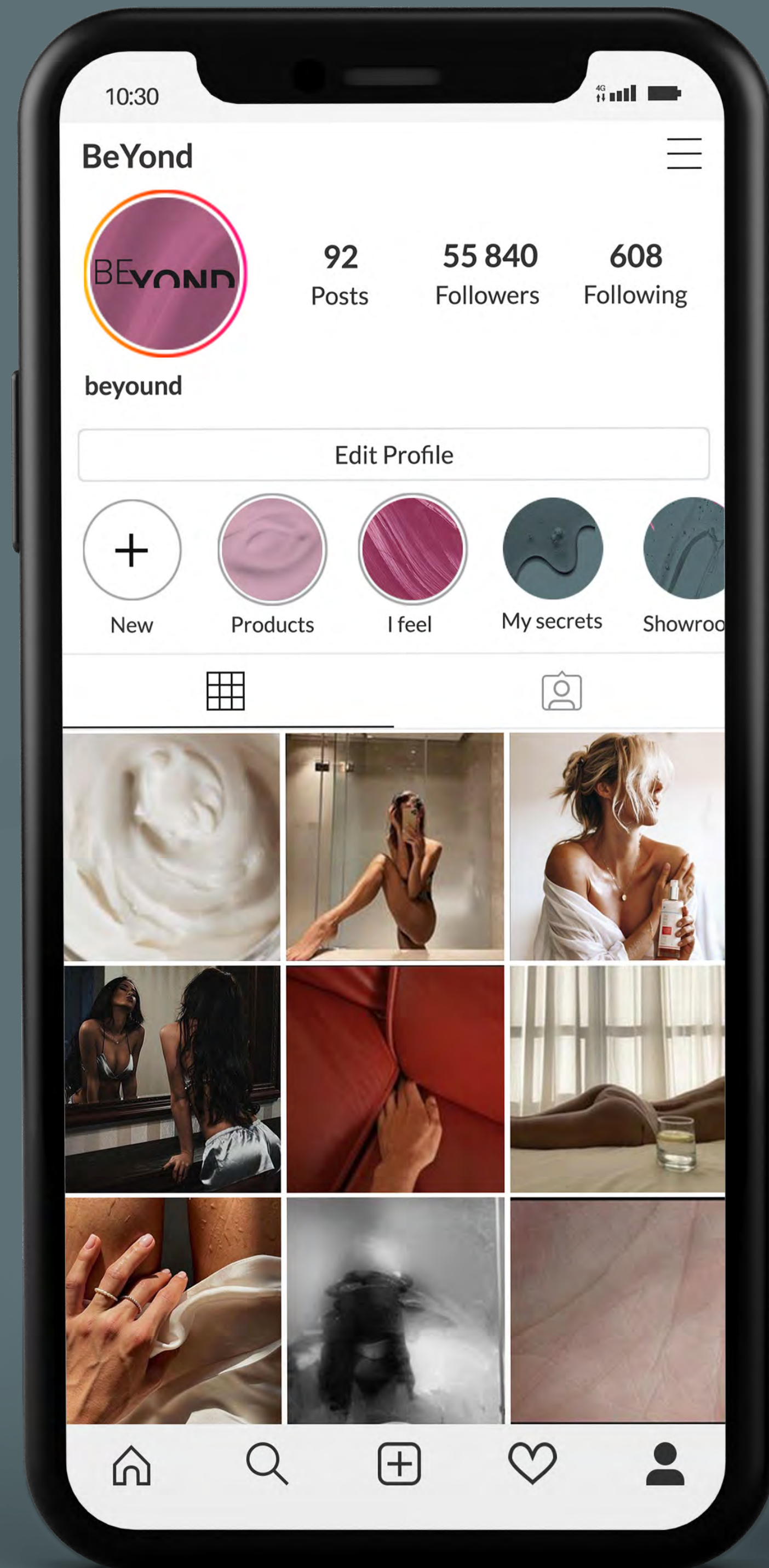
  
Products

  
I feel

  
My secret









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

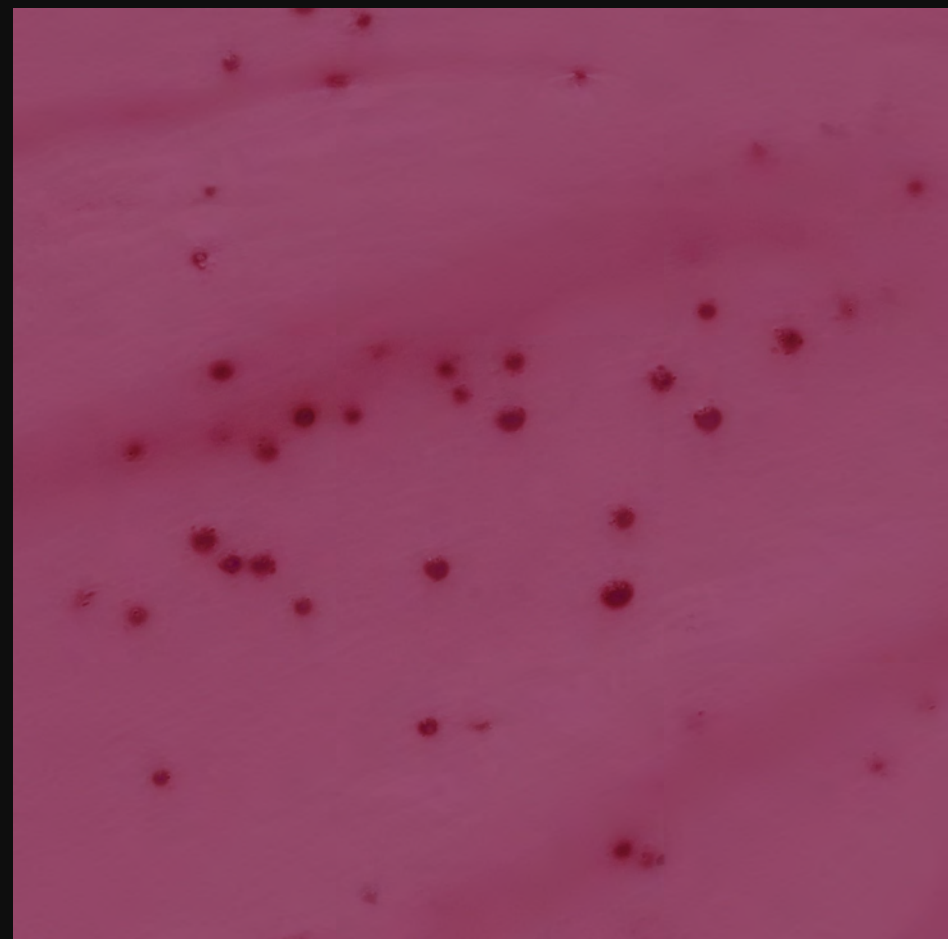


priority packaging format:

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

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

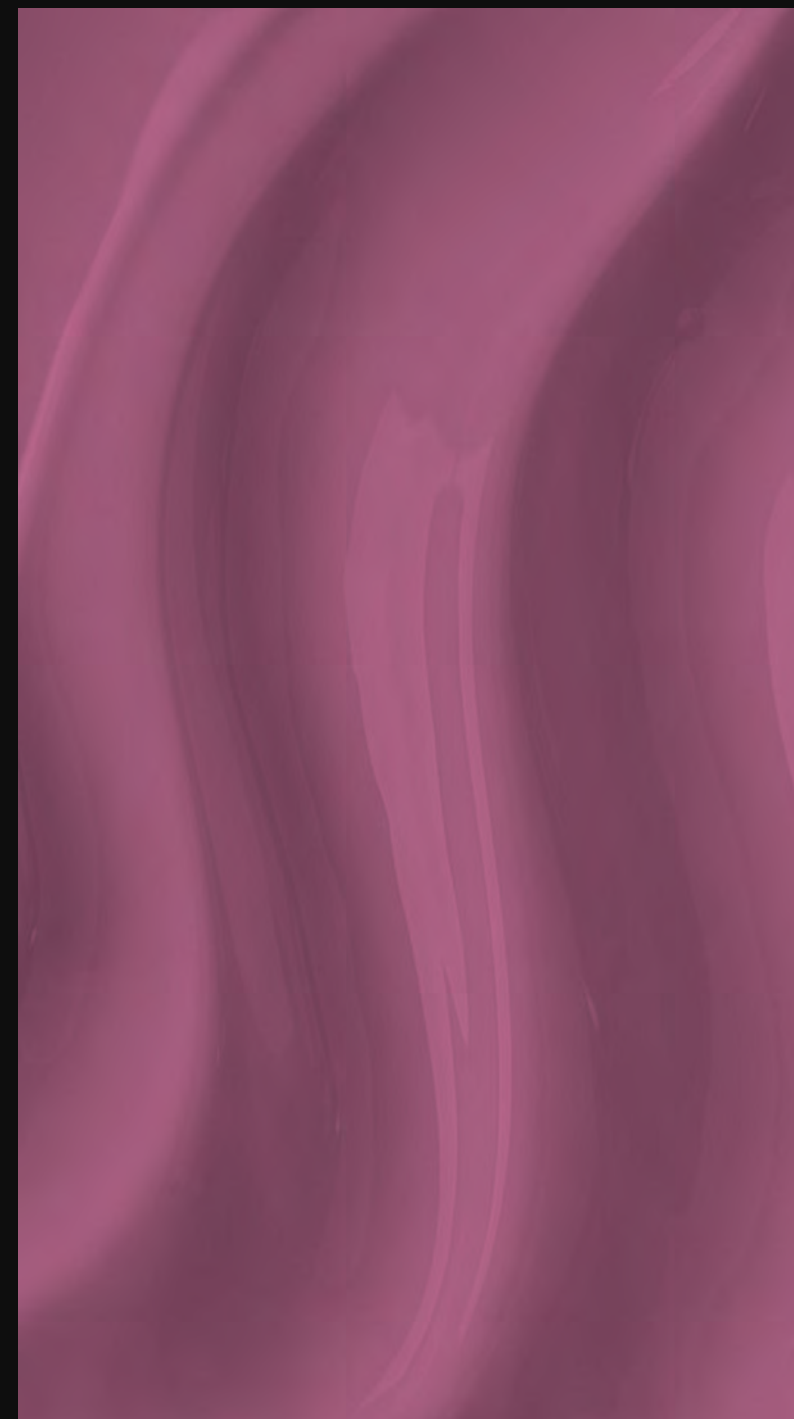




scrub



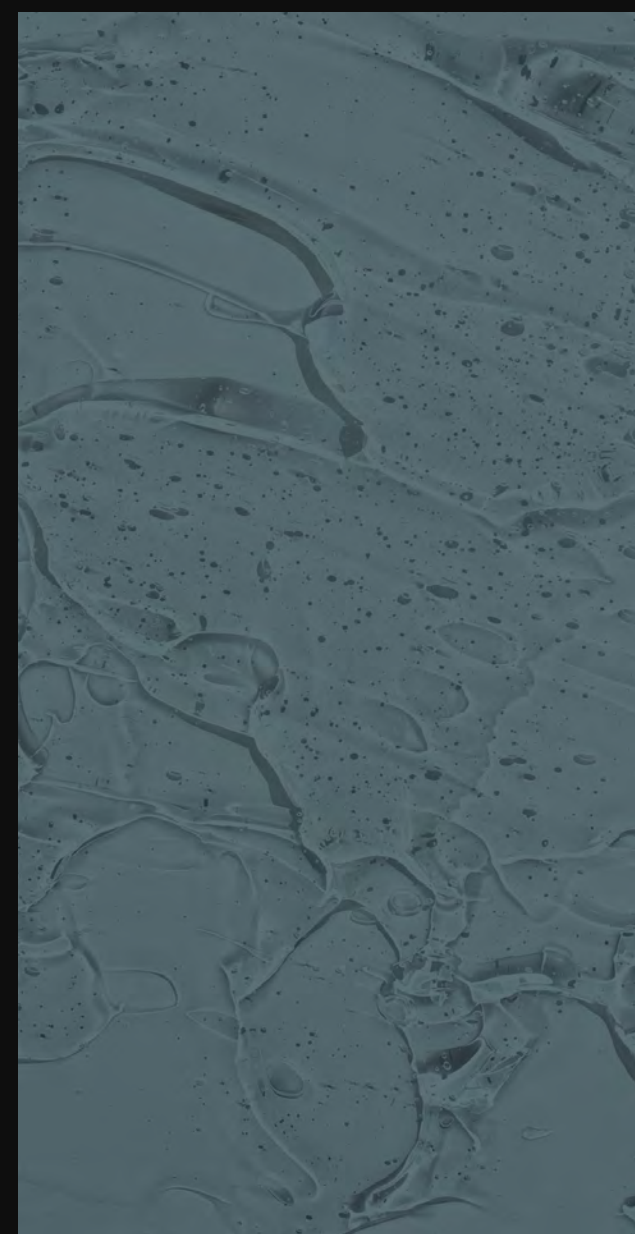
salt bath



hand cream



shower gel



shampoo



face cream



face mist

face cleansing

