



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.

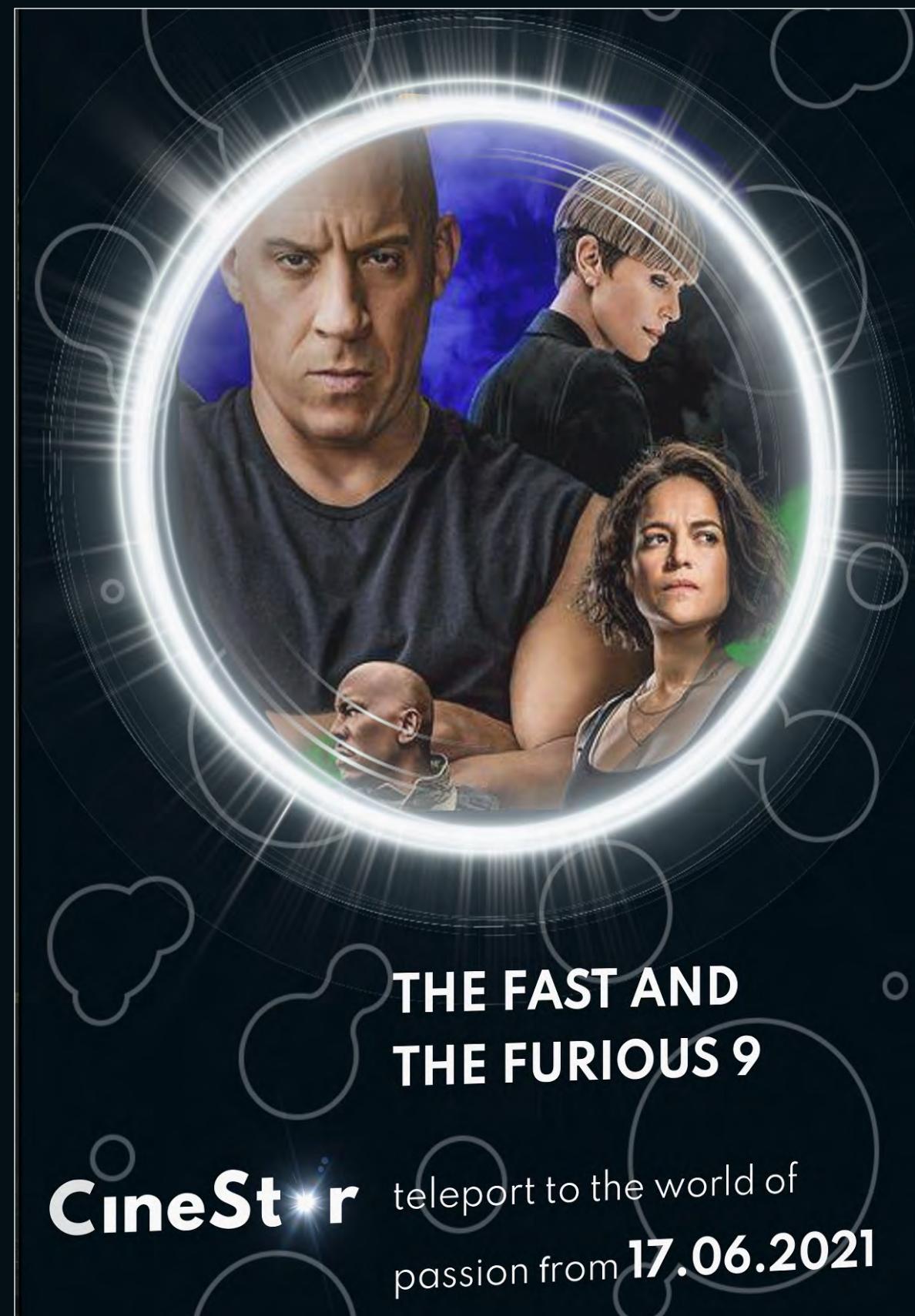
I think this approach is also connected with my love for fantasy and fictional worlds, science fiction, and cinema.

Anastasiia Lunova

A brand designer who cares about marketing.

+420 776 545 645

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CINESTAR

Case 1. Cinema rebranding
School project



GRAY OWL

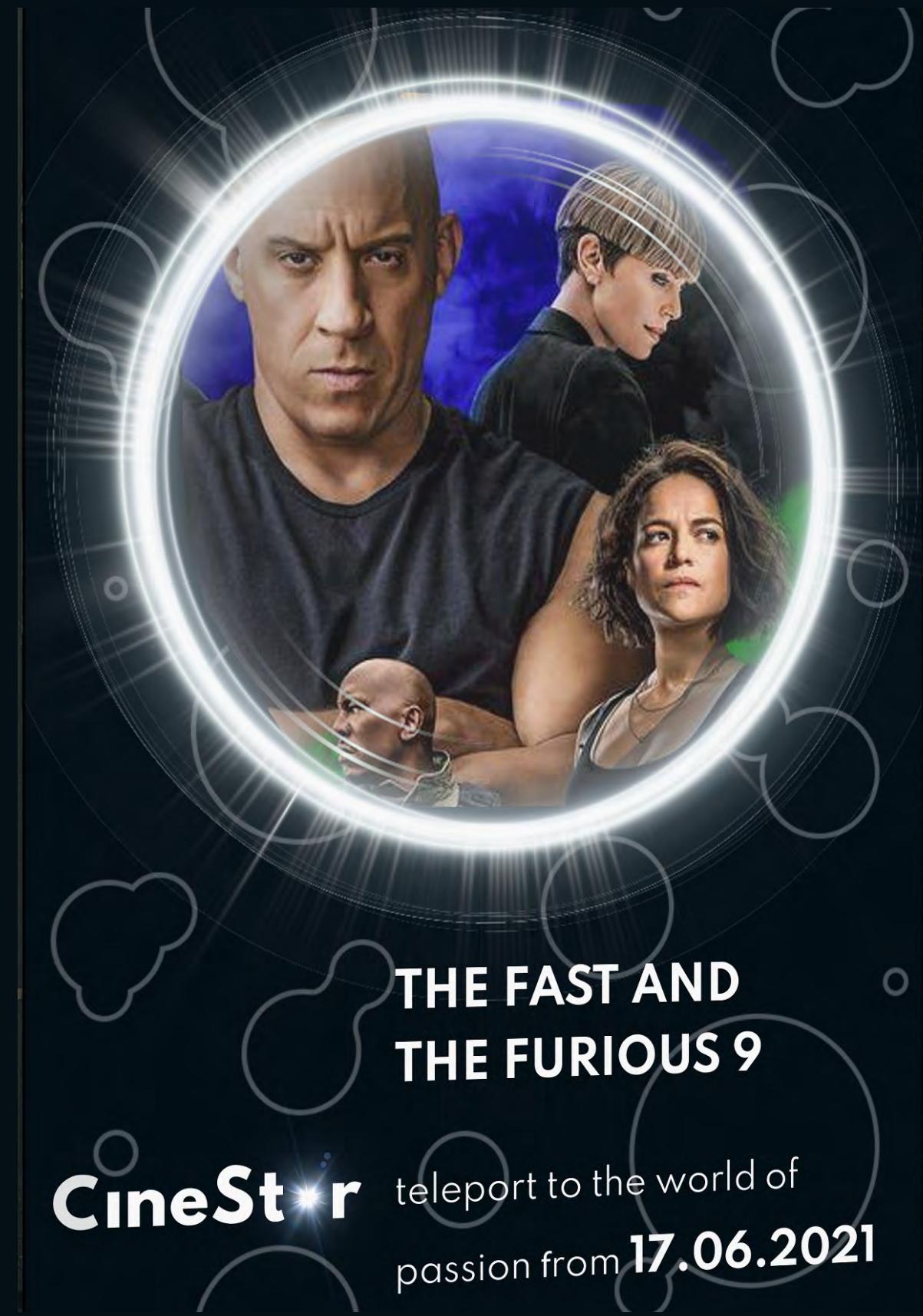
Case 2. Gel polish brand

BEYOND



BEYOND

Case 3. Care cosmetics brand



CINESTAR
Case 1. Cinema rebranding
School project



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

OBJECTIVE

KEY TO CRACK

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

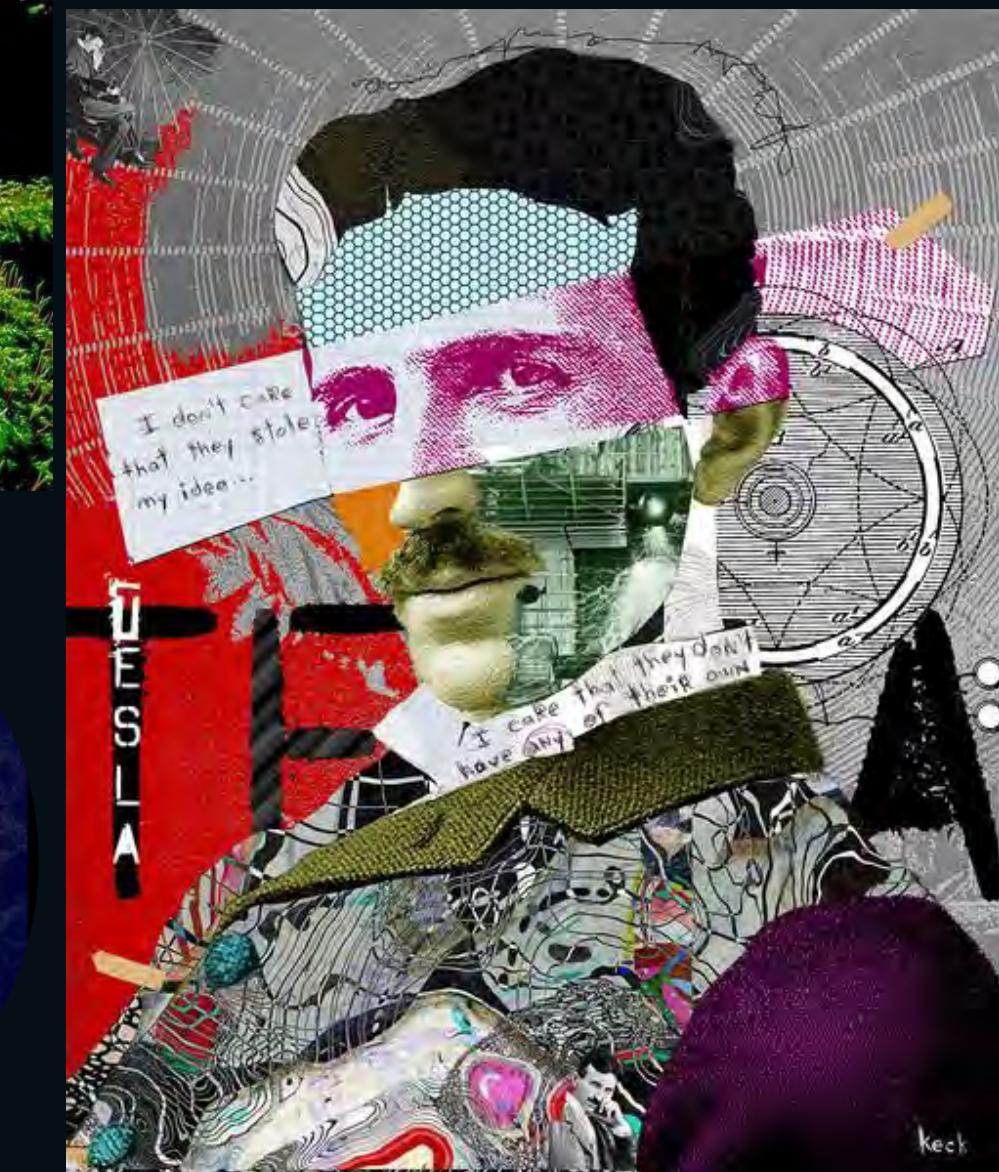


IMAGINATION

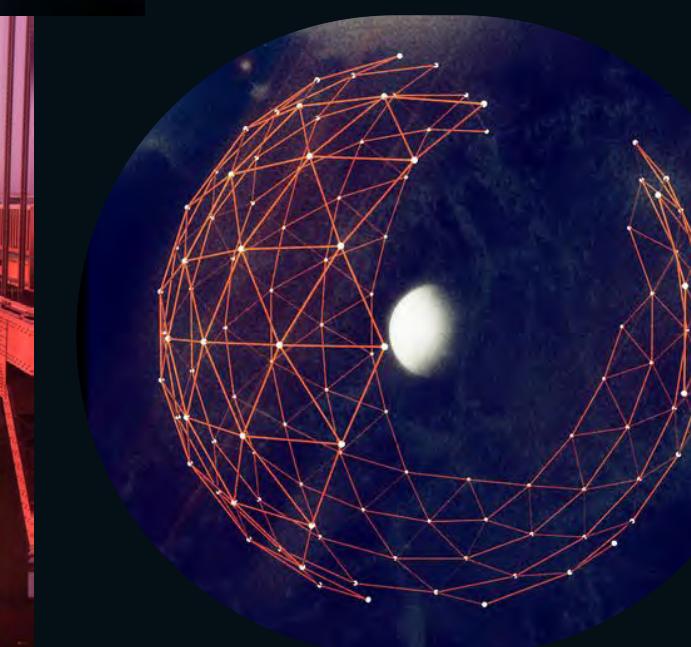


INTRIGUING

TRANSFORMATION



IRRATIONAL



INSPIRING

CONCEPT

TELEPORT

LOGO



+



+



=



teleport

orbit;
a symbol of
closeness to
another reality

saving and
modernization
of the current
symbol

PRIMARY COLORS

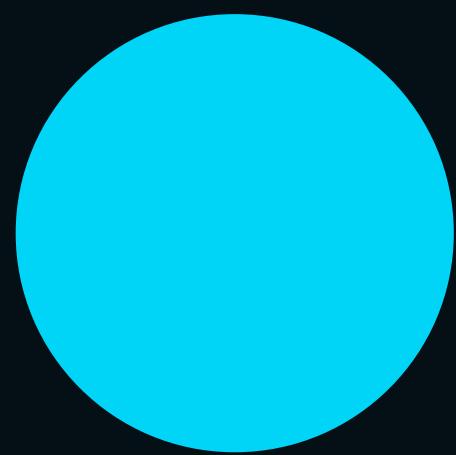


basic

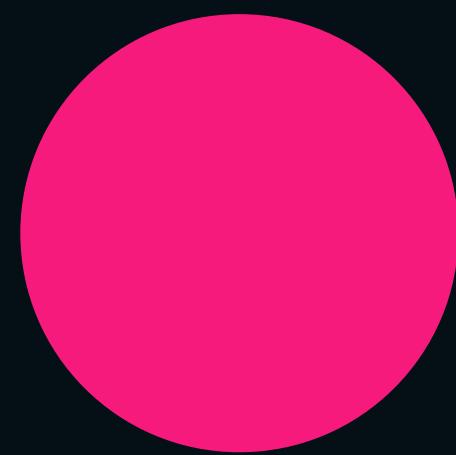


bg

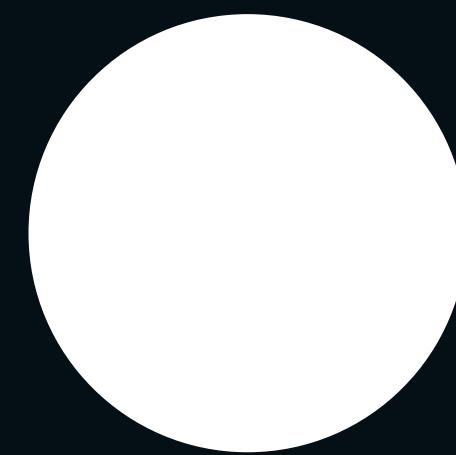
SECONDARY COLORS



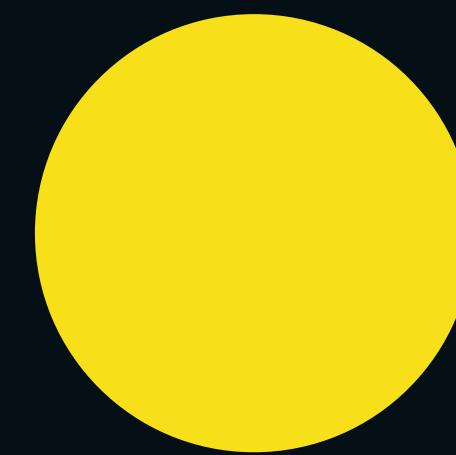
sci-fi,
fantasy



drama,
melodrama



action,
horror



comedy,
children's and
family

TITLE: League Spartan Bold

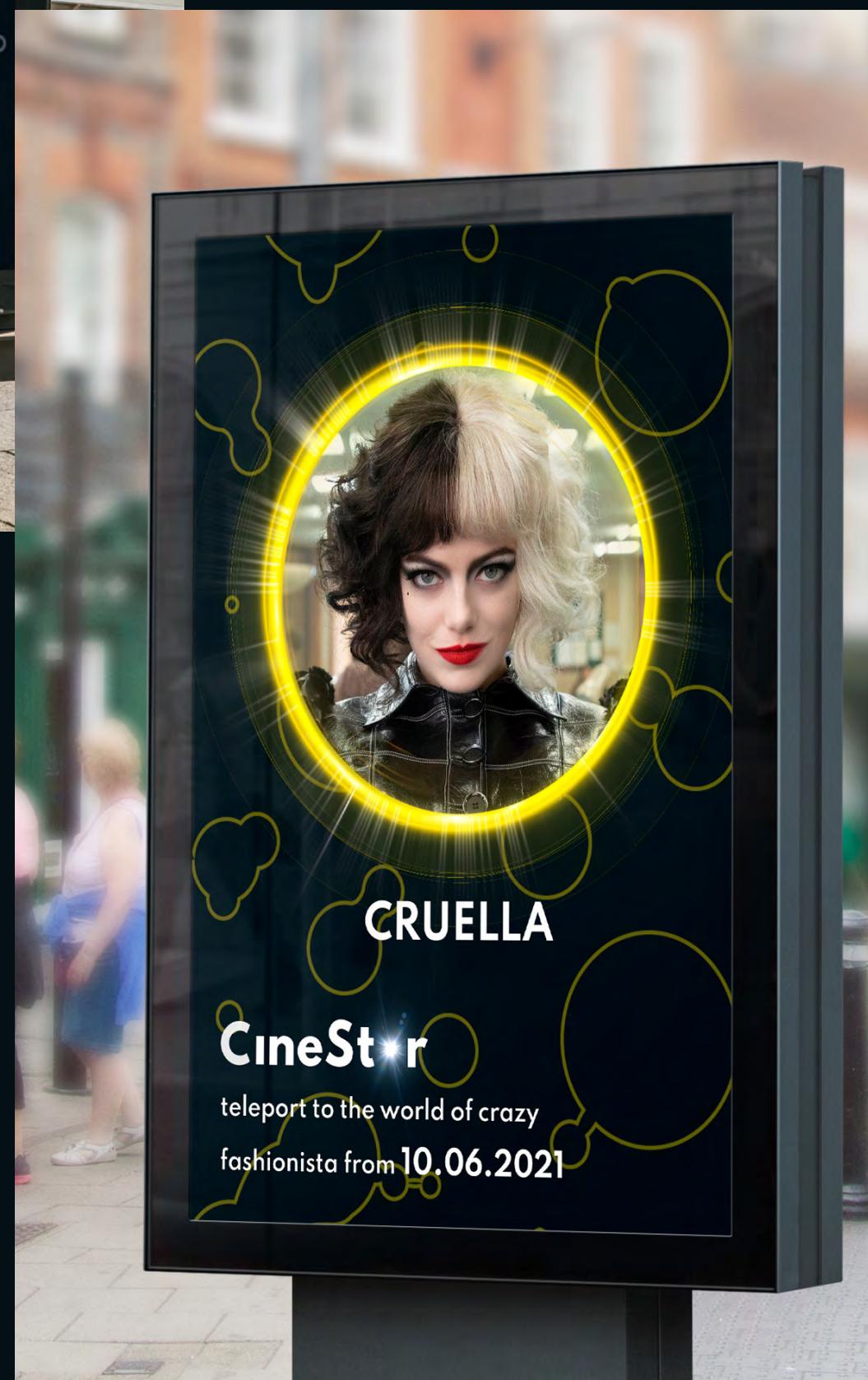
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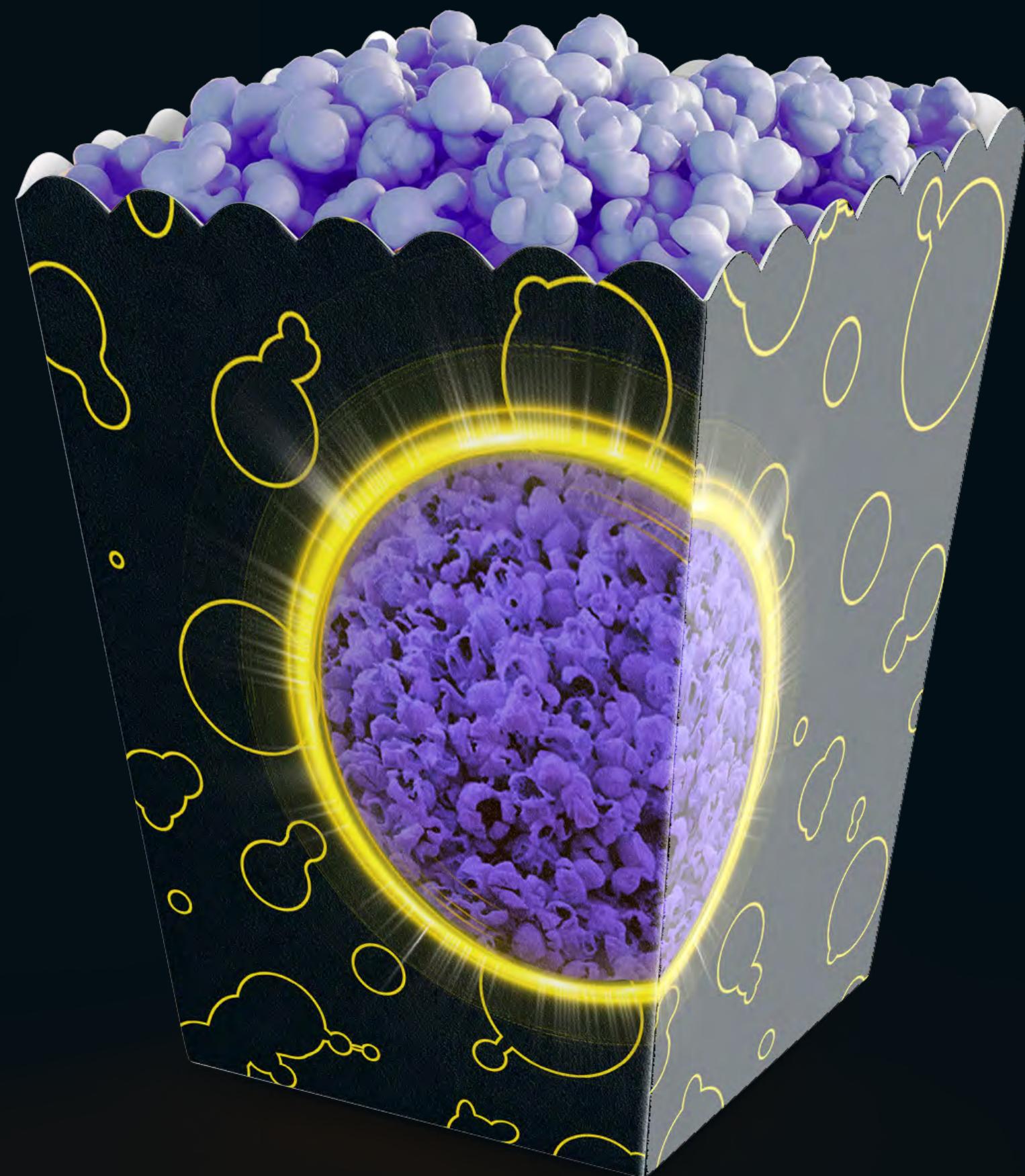
PARAGRAPH: Spartan

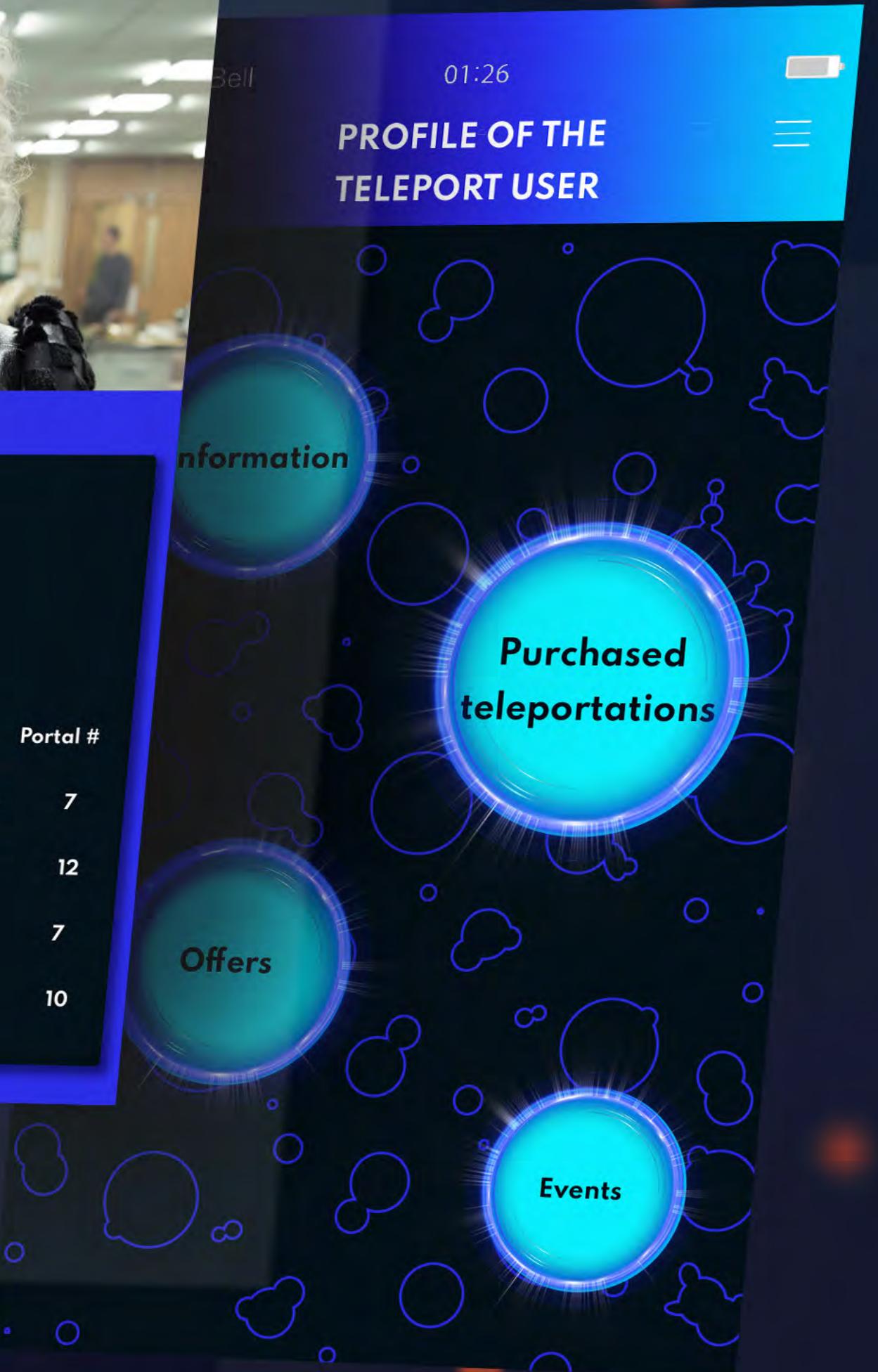
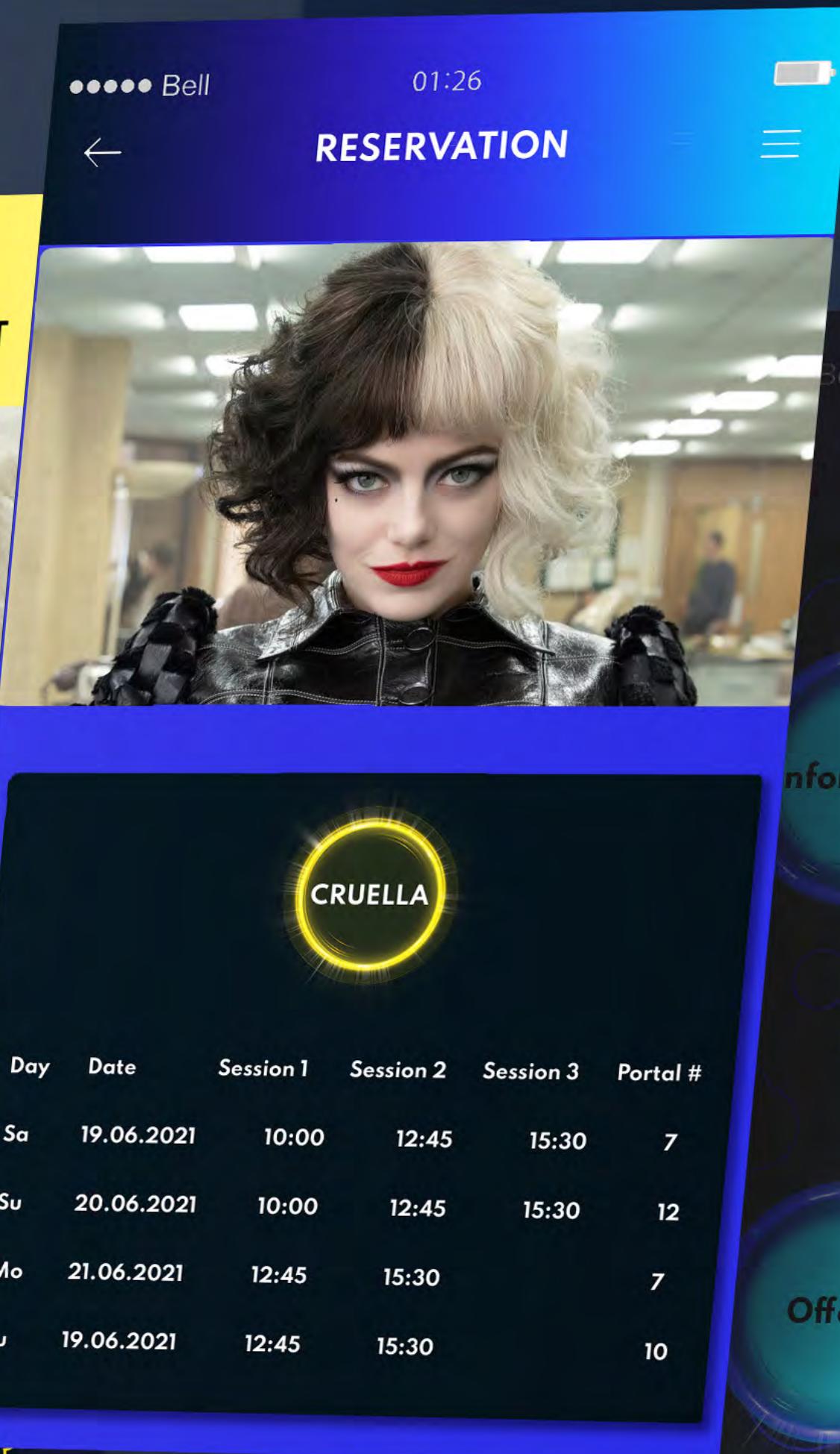
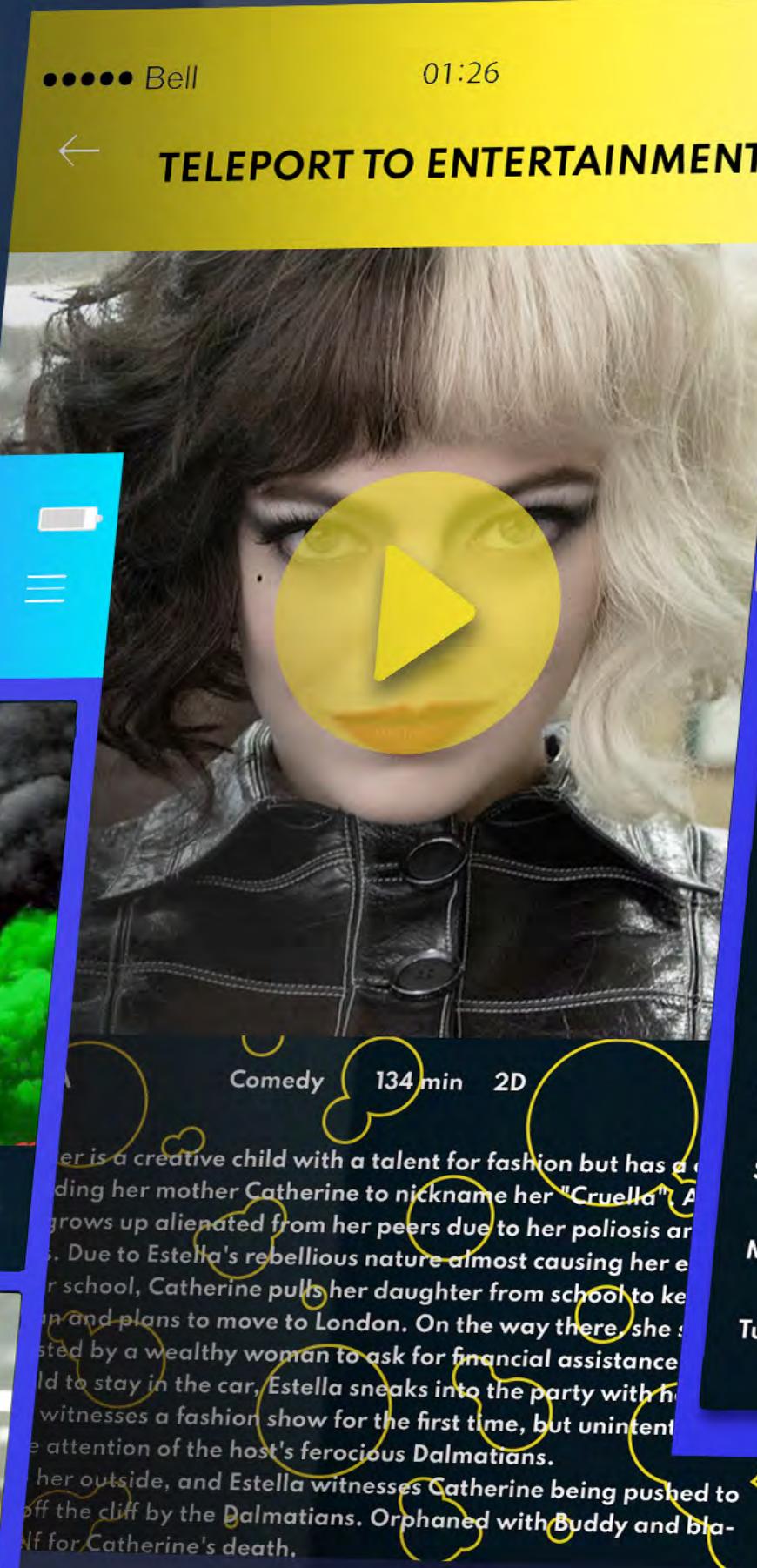
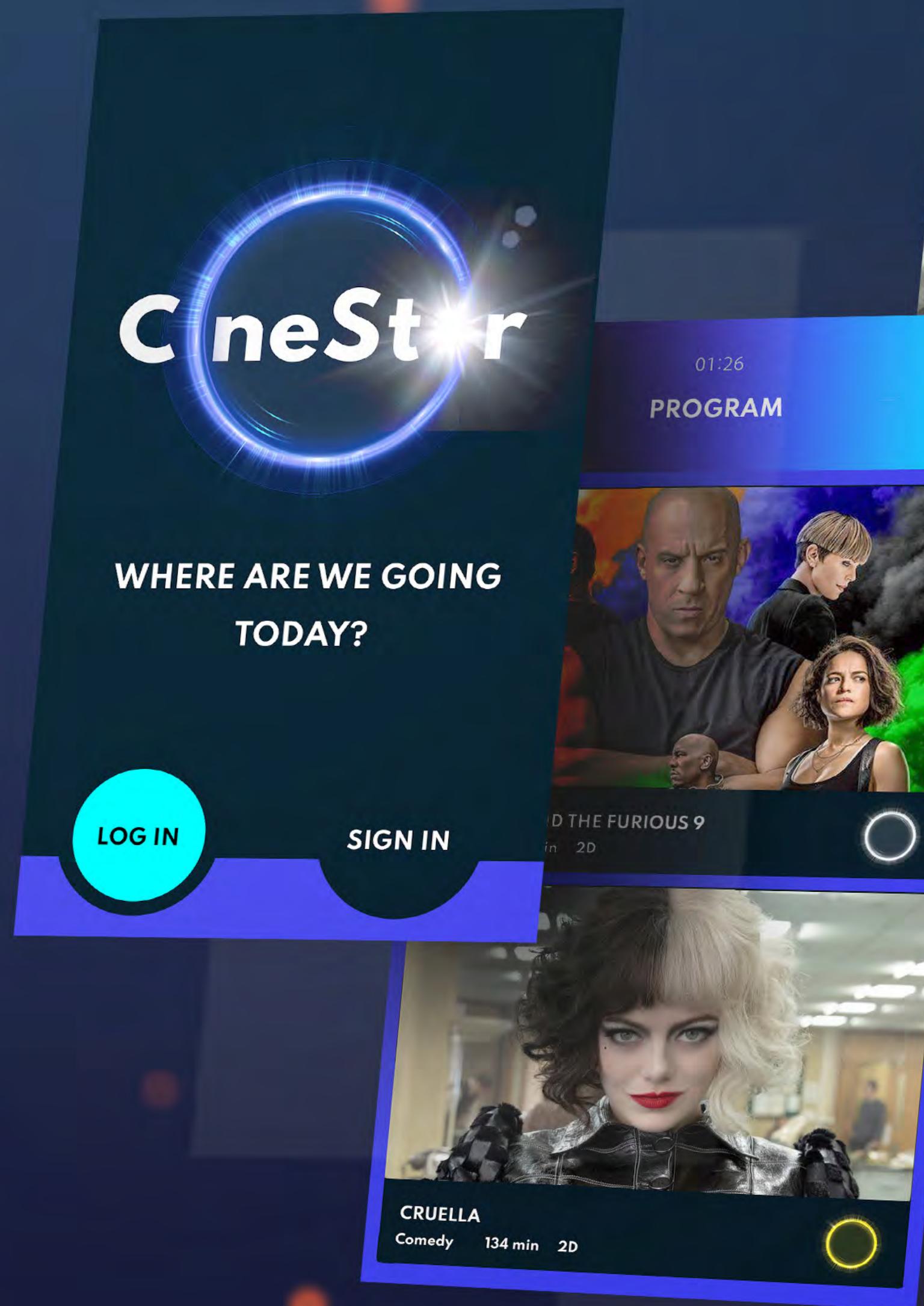
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 (!@#\$%&.,?:;)

PATTERN





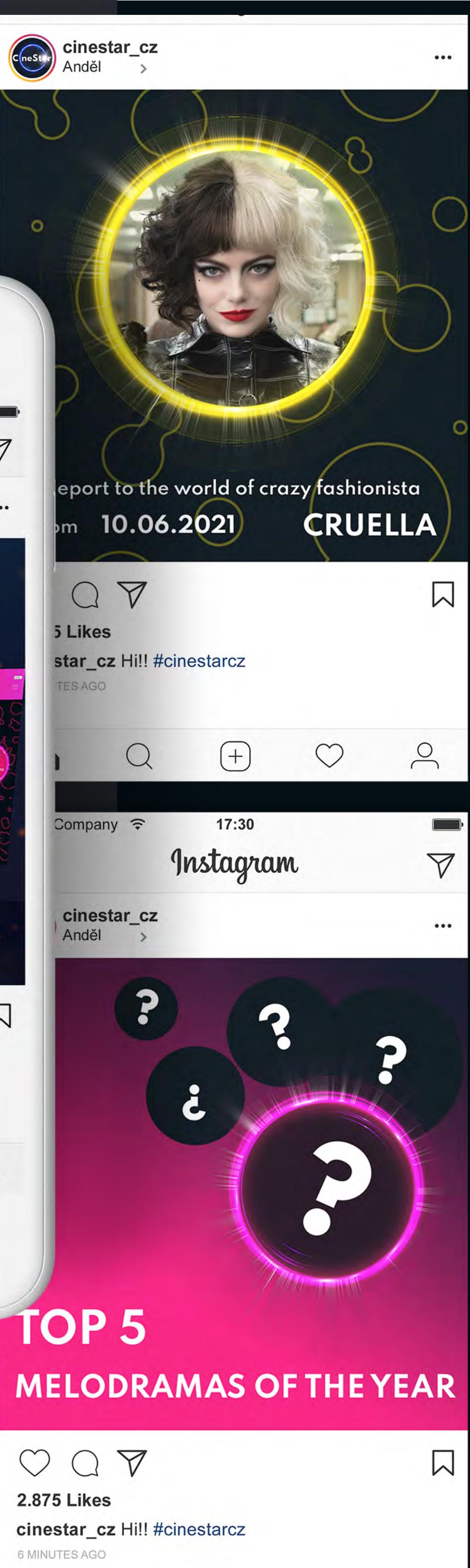
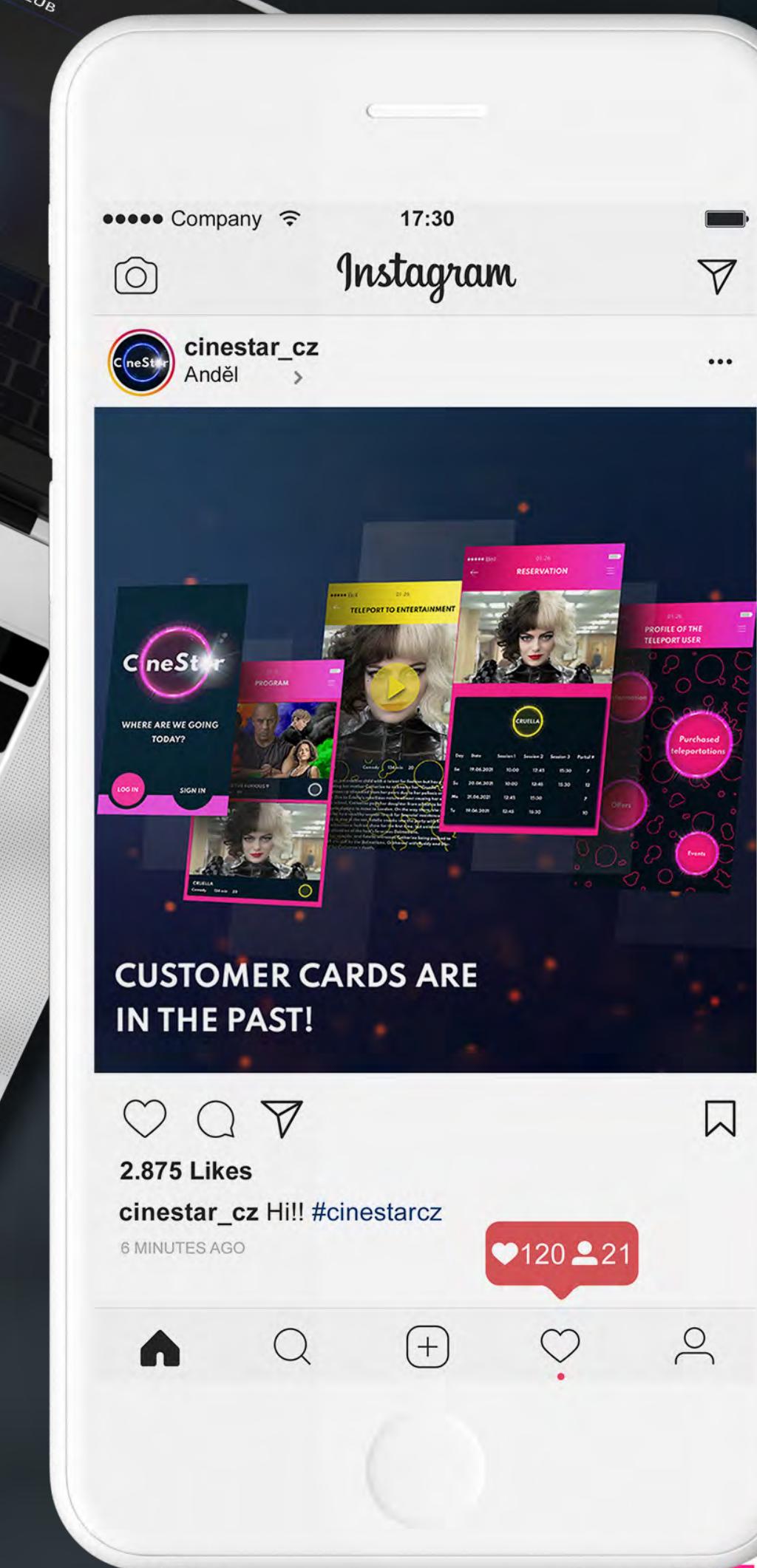




Mobile application instead of a customer card.



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



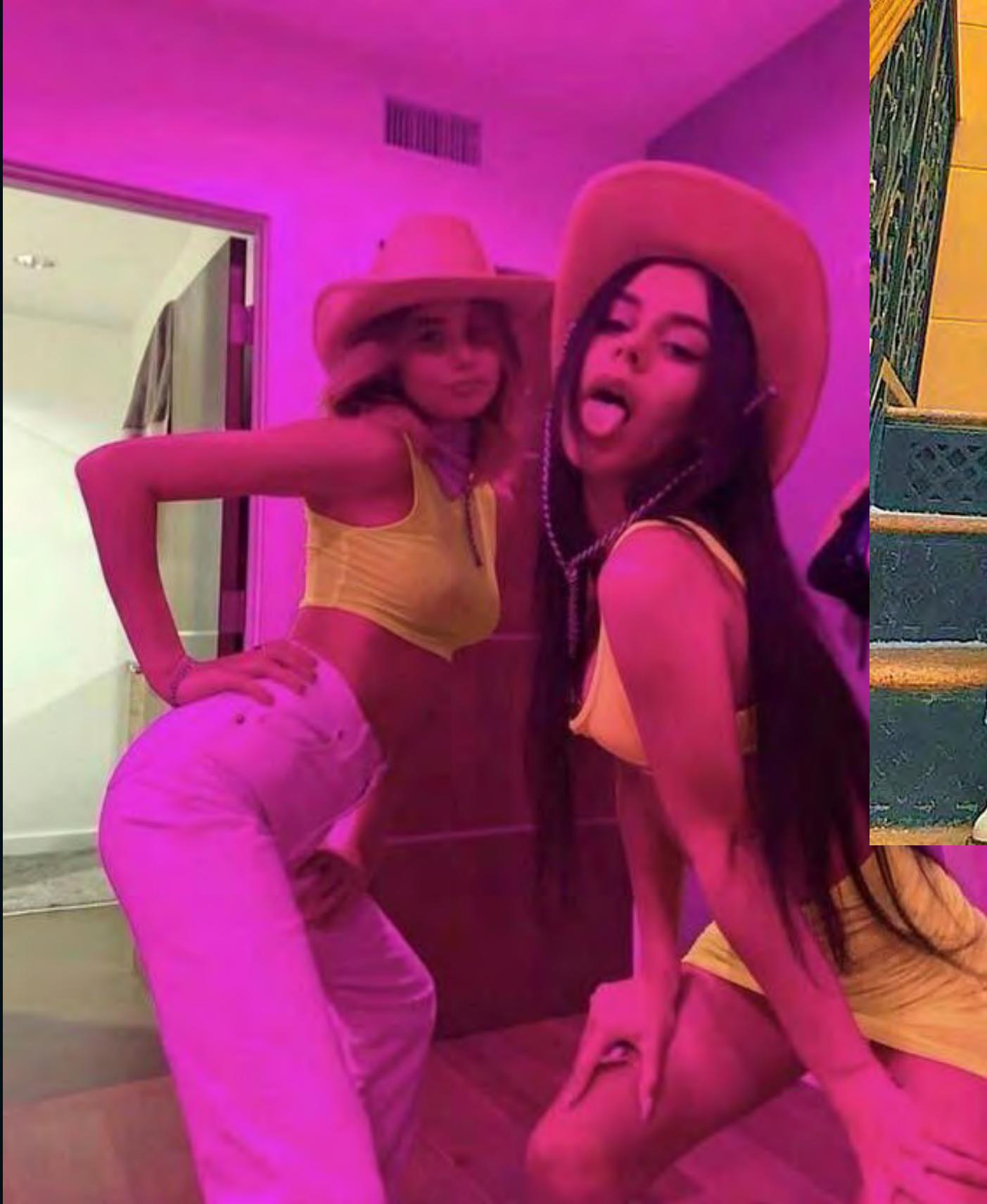
KEY TO CRACK

- atypical brightness
- more personal and informal communication

VARMINT



FUNNY



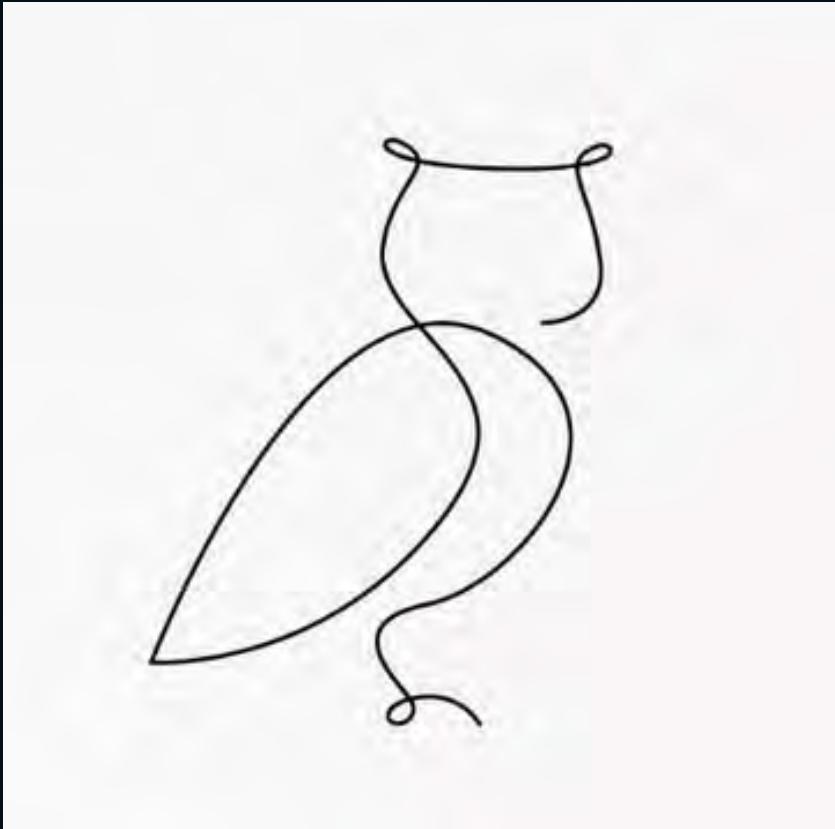
BRIGHT



MOOD

CONCEPT

LOGO



line tattoo

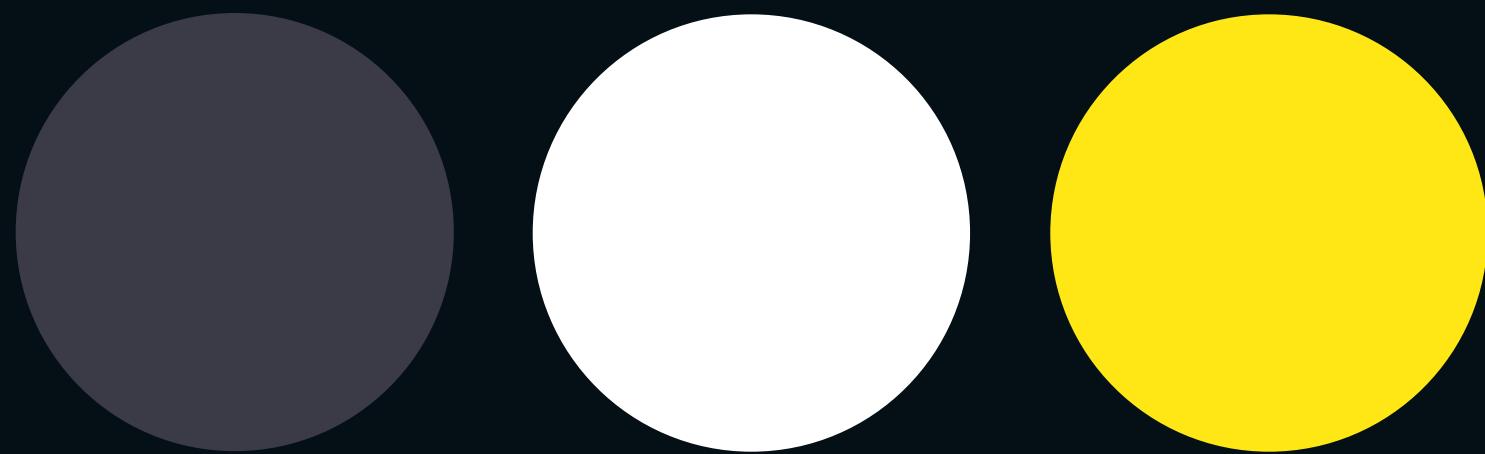
+



grunge mood
font



COLORS



Montserrat
Alternates

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnp
qrstuvwxyz&123456
7890











BEYOND



BEYOND

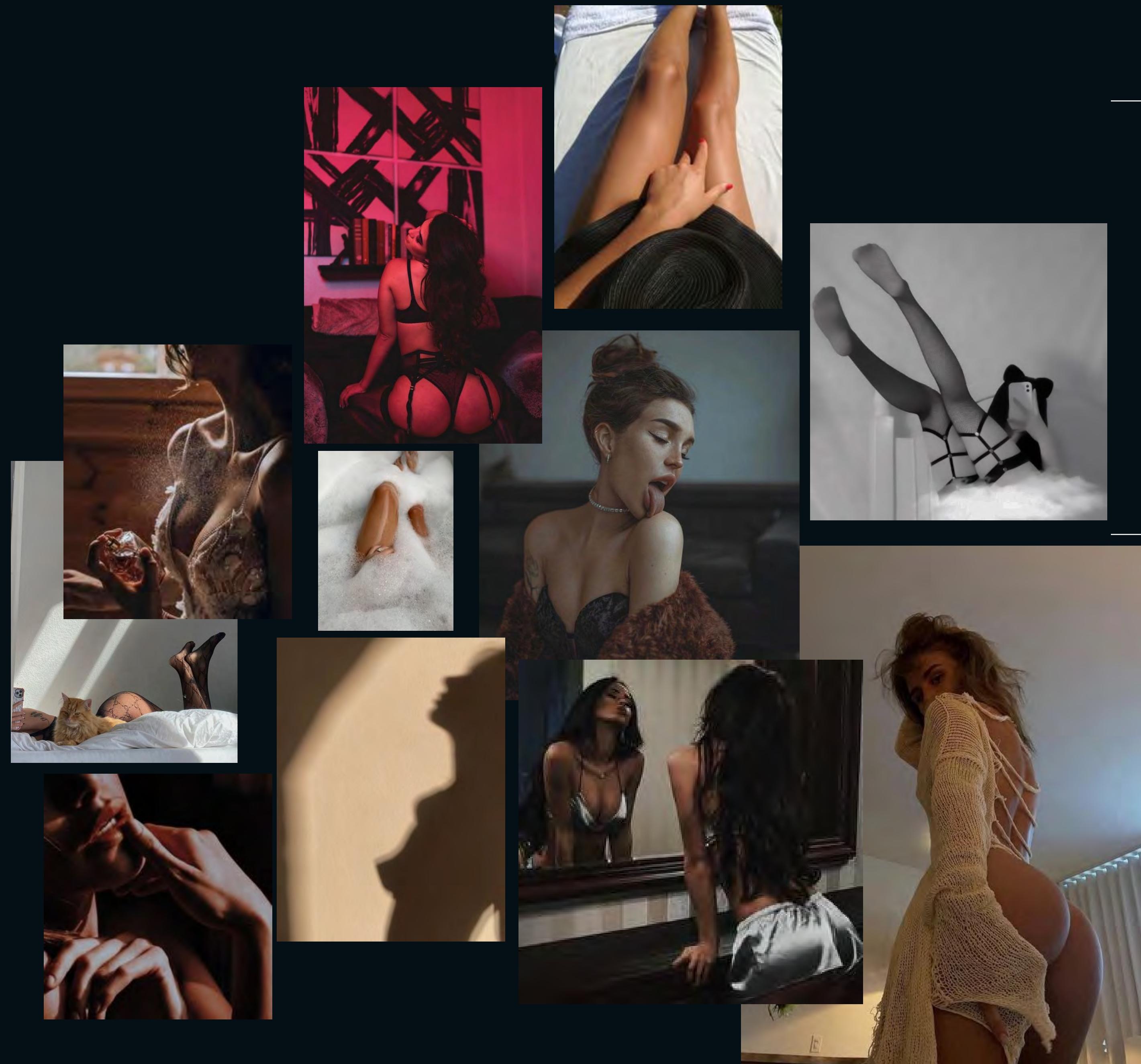
Case 3. Care cosmetics
brand

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

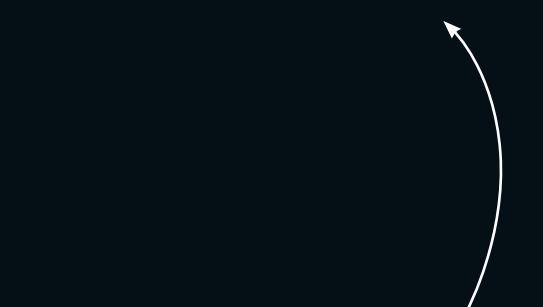


CONCEPT

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

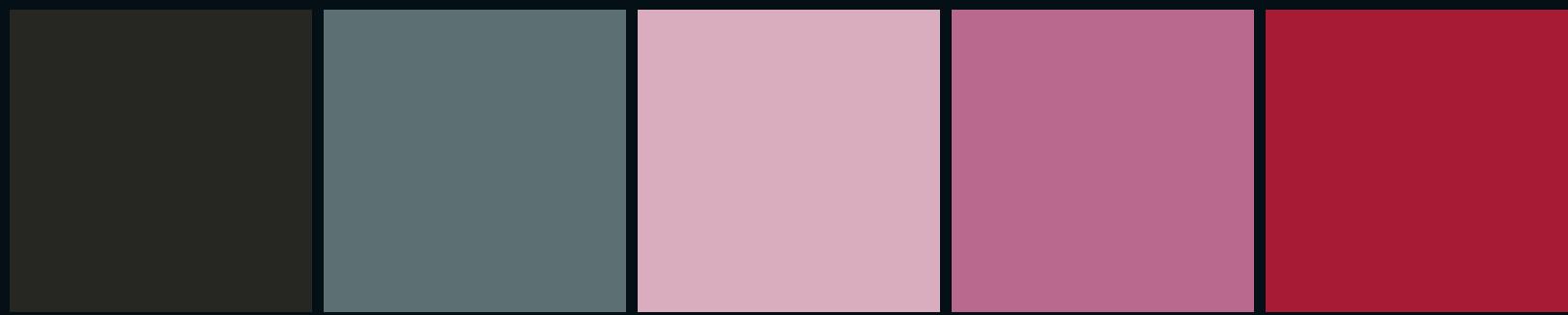
Beyond the “border” is a process of enjoying and self-love.

BEYOND



hidden inner
states

PAI FTTE:



FONT:





92
Posts

55 840
Followers

608
Following



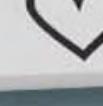
Products

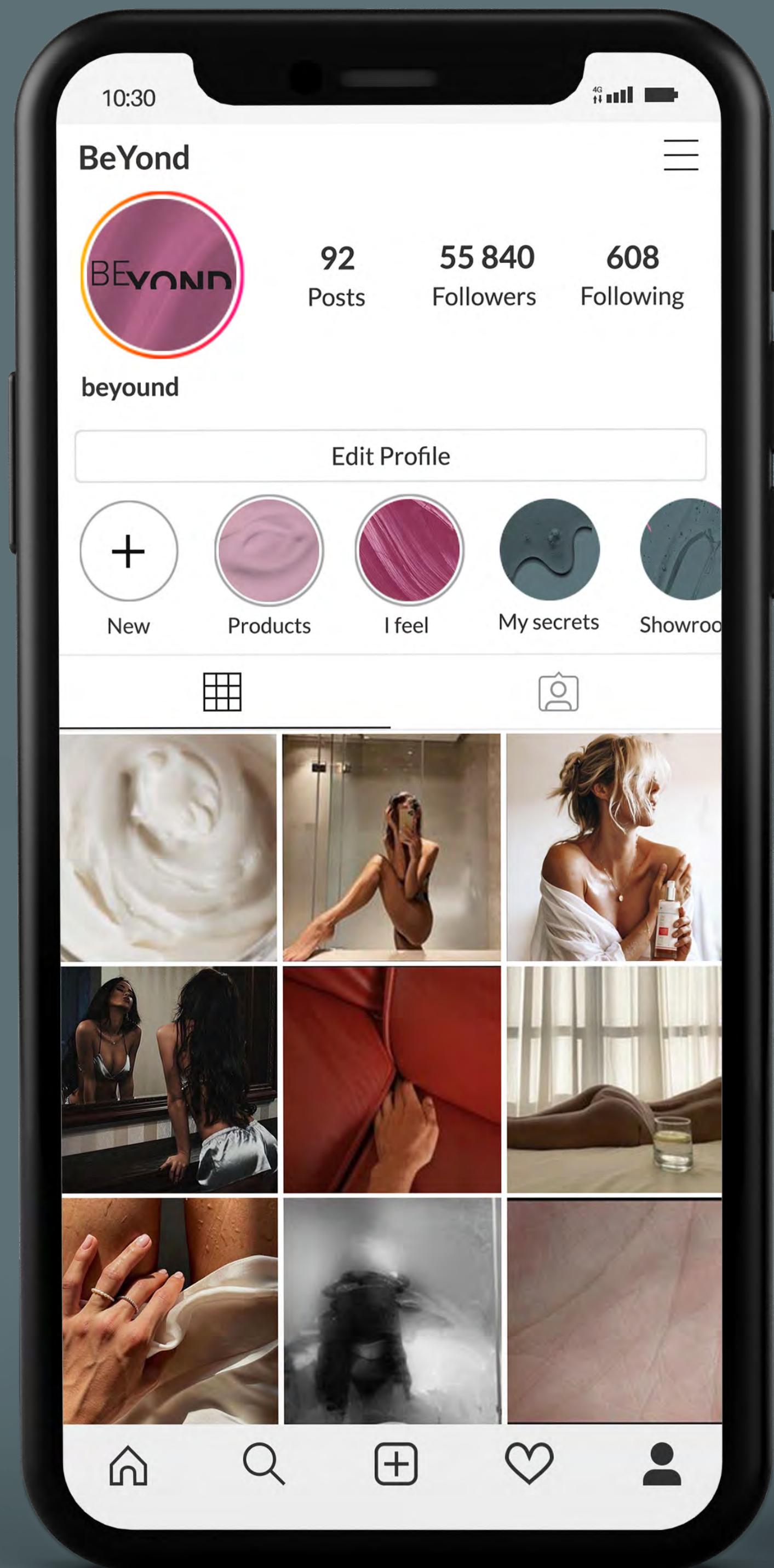


I feel



My secre





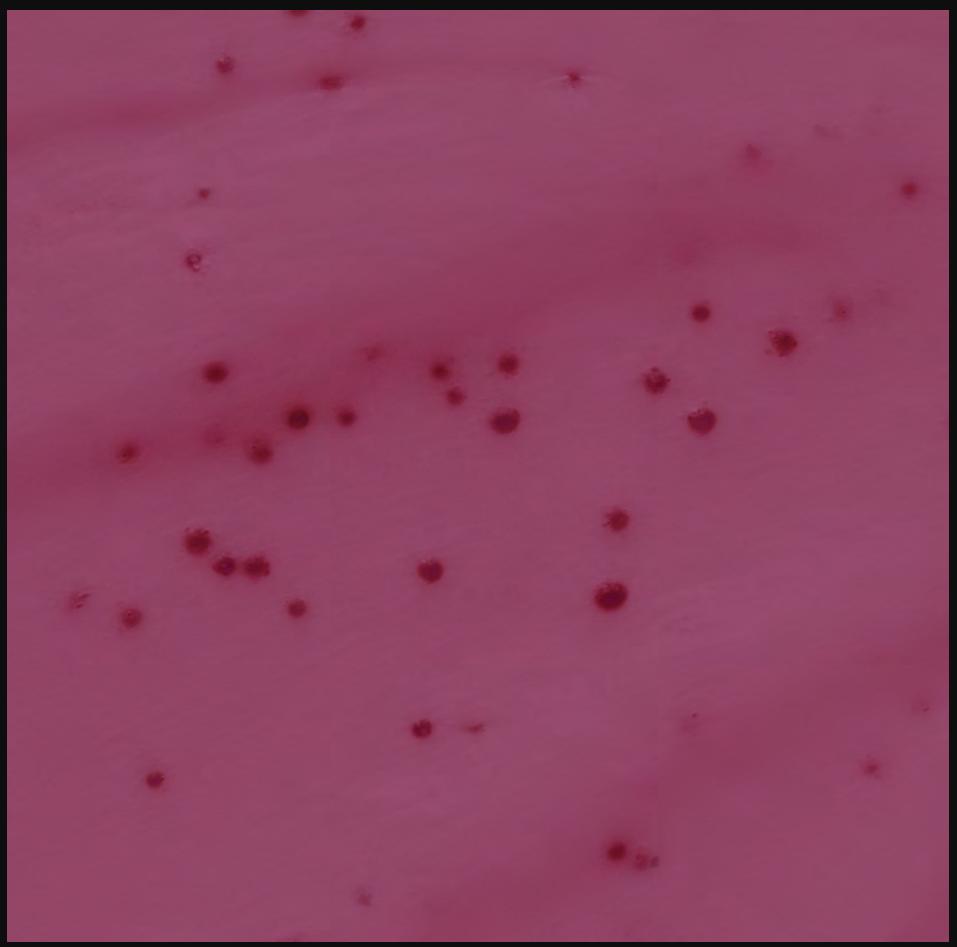
the color of the packaging determines the product category: body / hair / face



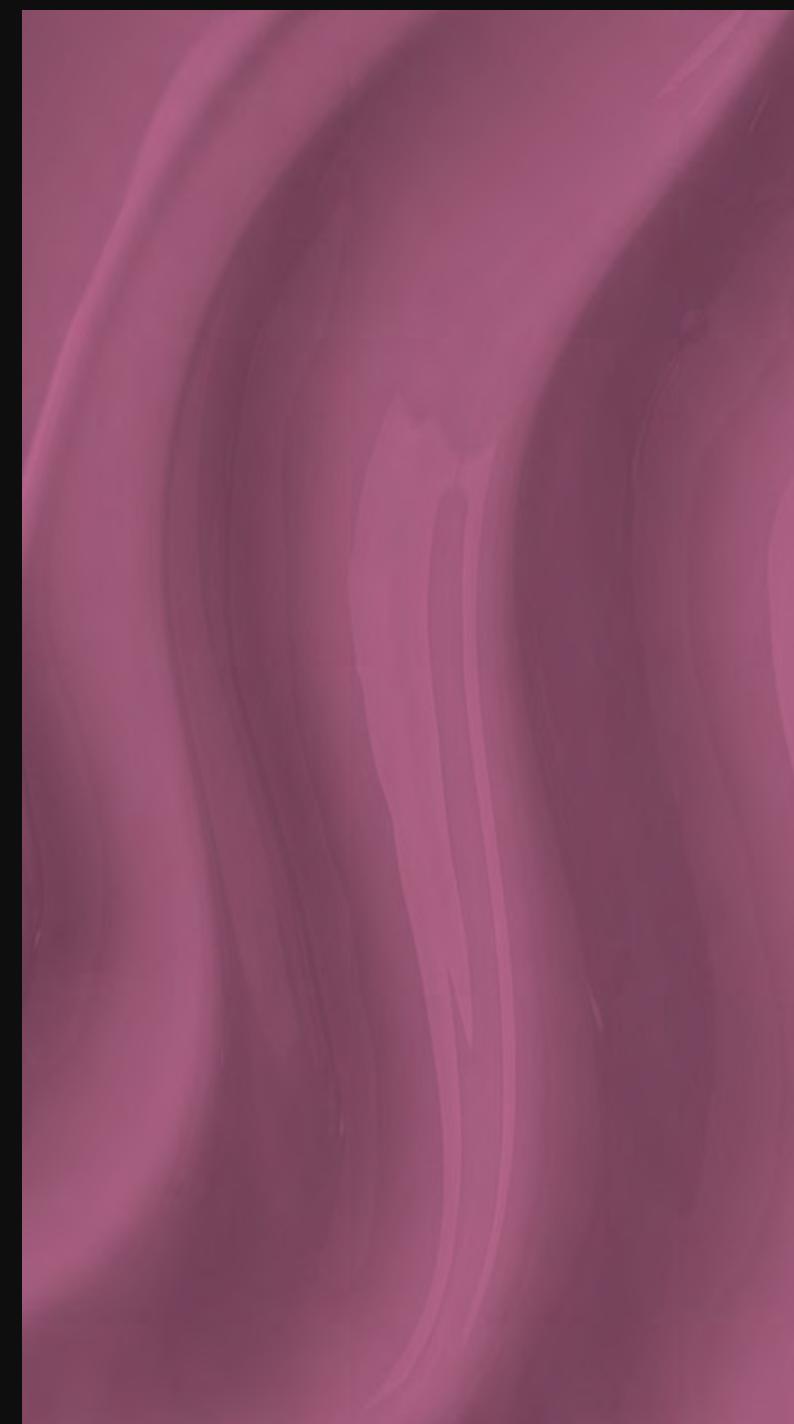
priority packaging format:

- 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



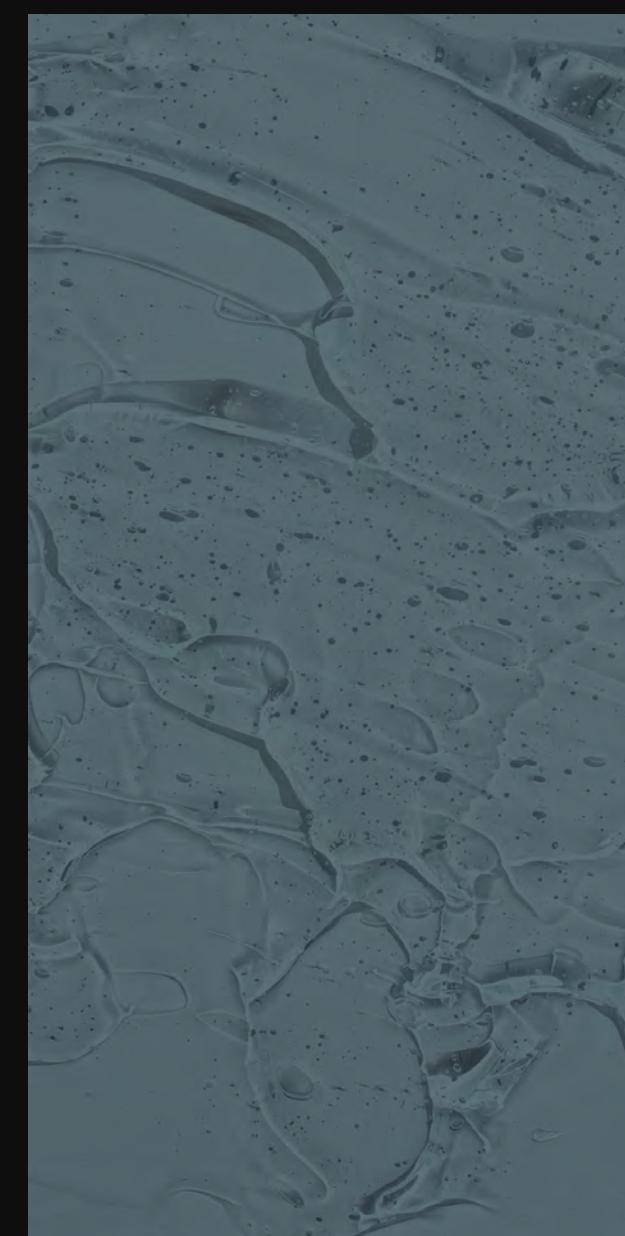
hand cream



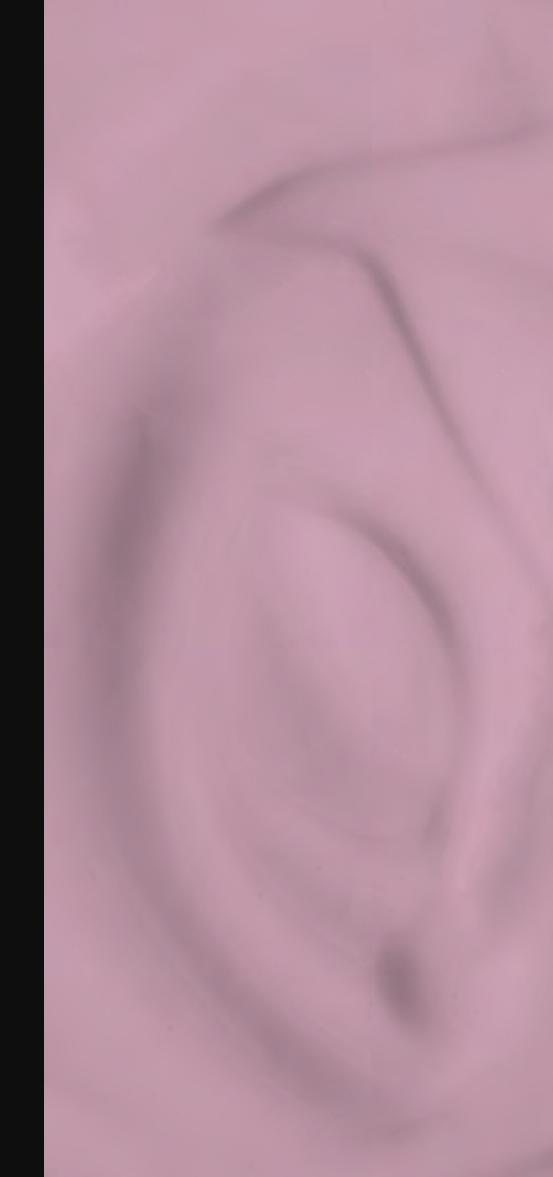
salt bath



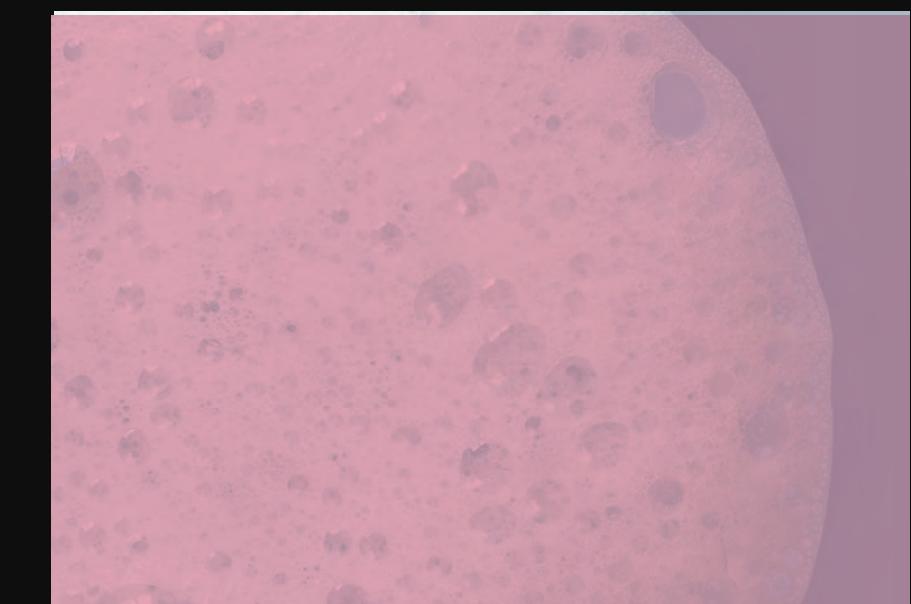
shower gel



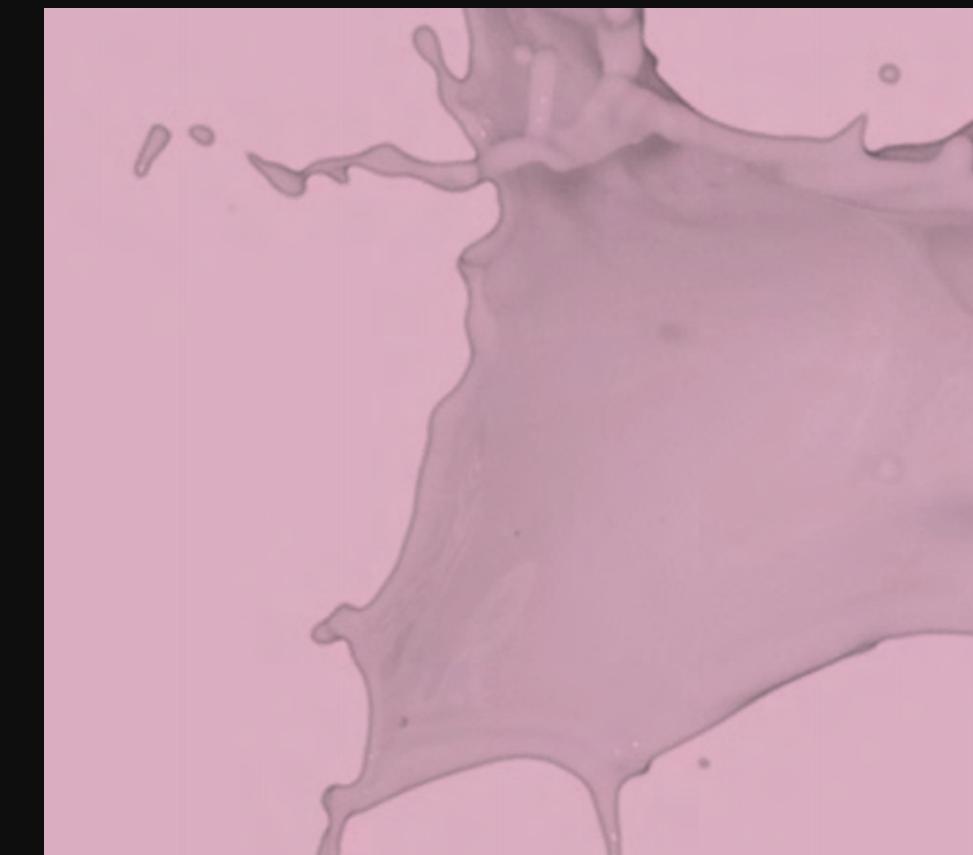
shampoo



face cream



face mist



face cleansing