

digitalkit[®]

BRANDING AND IDENTITY

INSOURCE

BRANDING FOR THE INITIATIVES DEVELOPMENT CENTER

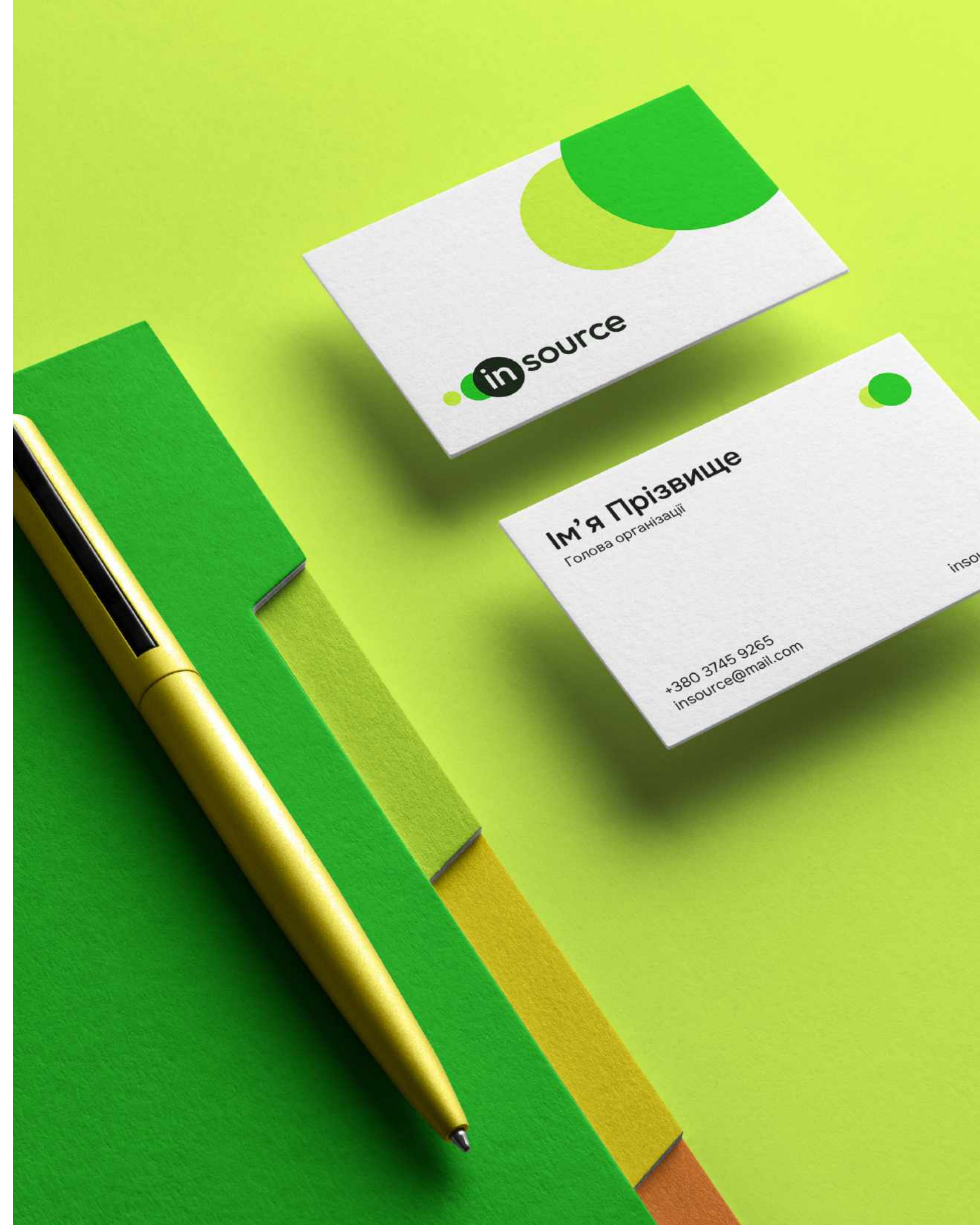
Logo

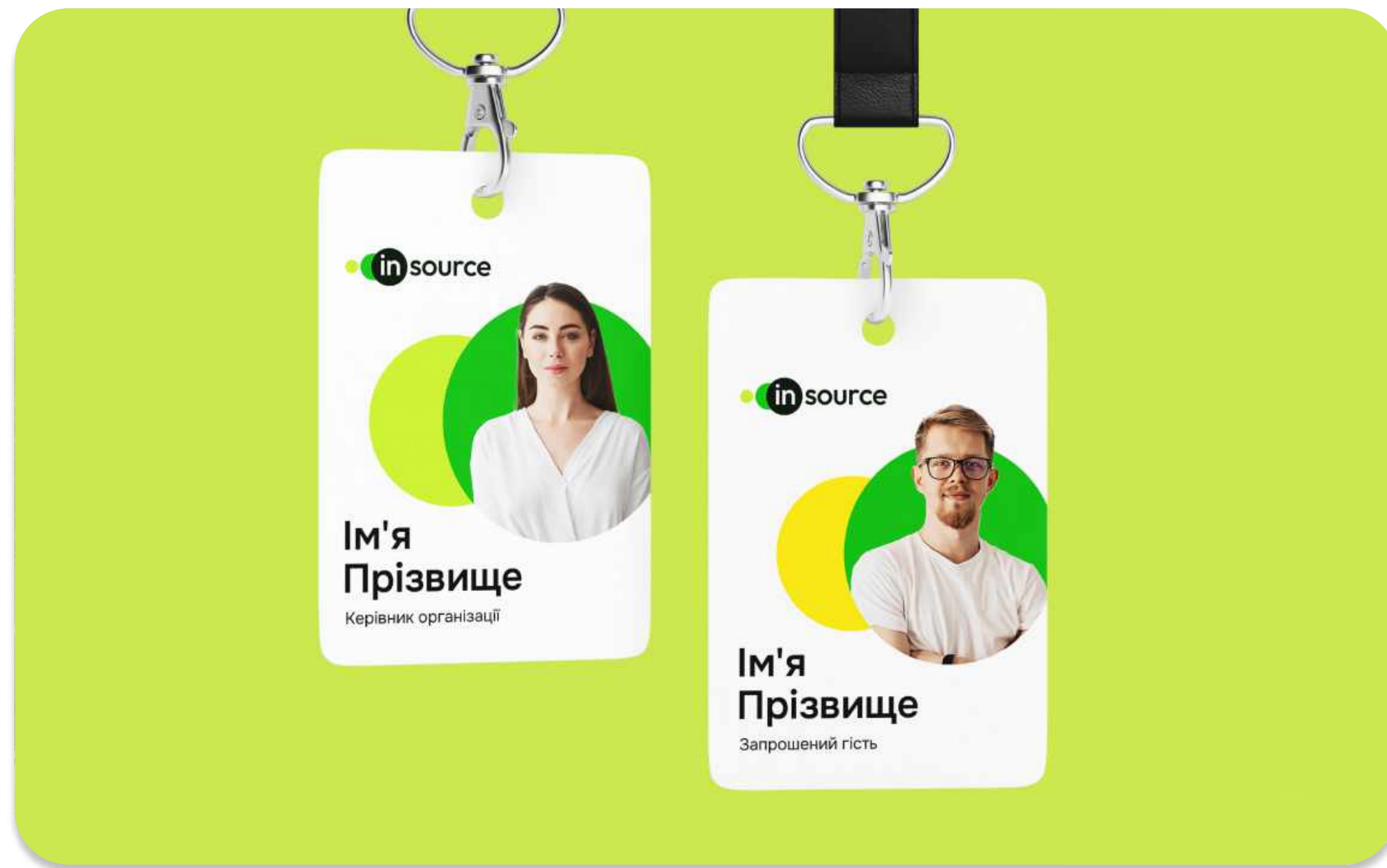
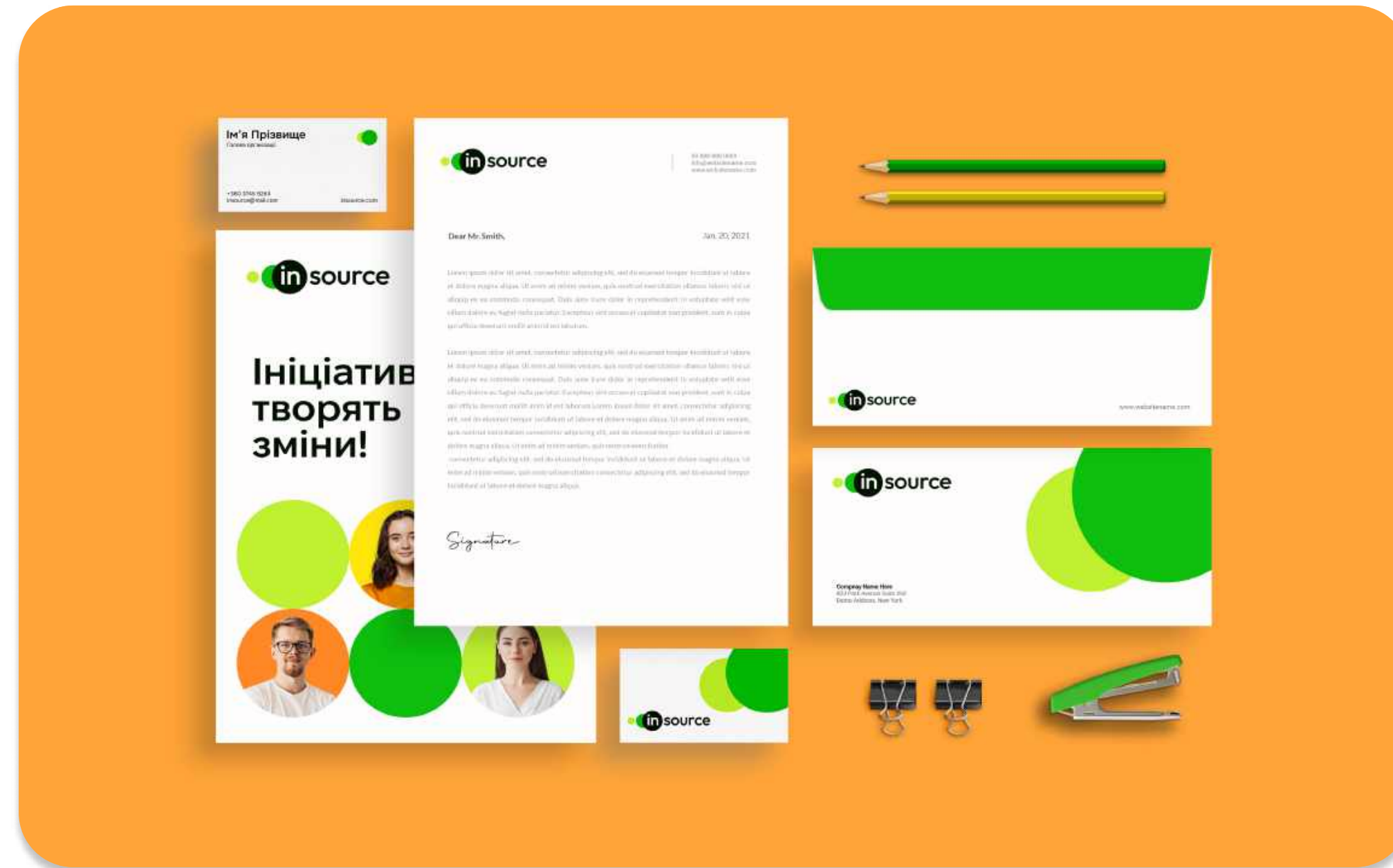
Brand Identity

Digital Identity

Developing brand identity, we focused on the idea of organization as the source of change for small communities. Thus, three circles of different sizes were chosen as the main graphic element. Through their round and dynamic form, circles not only present the brand as the center of

change but also symbolize an aspiration to bring new opportunities into communities. Opting for bright colors and lightly separating the prefix “in,” we further amplified this message and provided Insource with a modern, meaningful identity.





REBRANDING & WEBSITE REDESIGN FOR THE DIGITAL MARKETING AGENCY

Brand Identity

Copywriting

User Interface Design

User Experience Design

Information Architecture Design

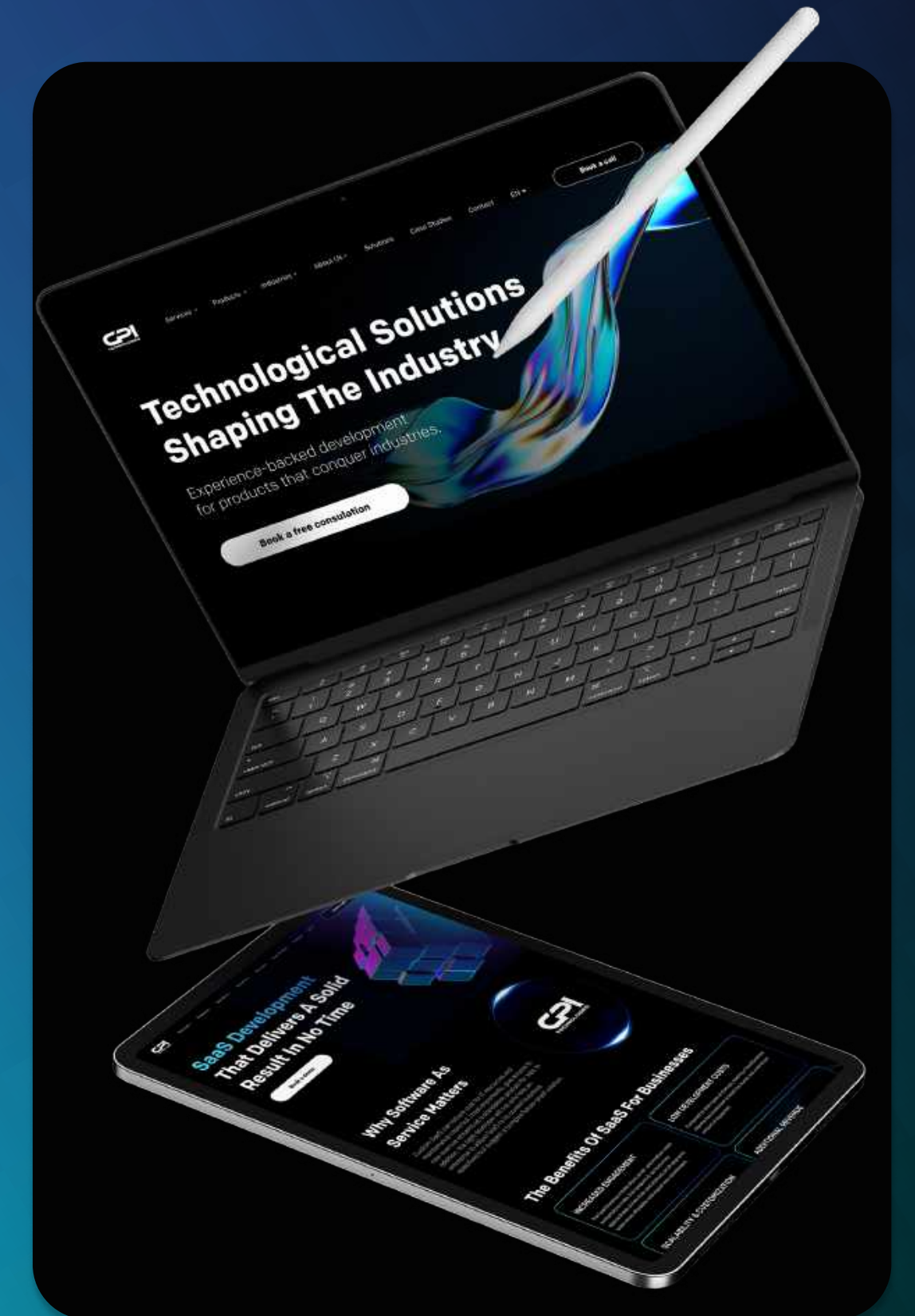
Our team helped the client implement changes in the company's brand identity through a new visual style. As the CPI Tech team shifted its focus to product solutions and software, our designers chose a predominantly black and white palette with the brand's blue accent

color. Thus, they preserved the familiar image of CPI Tech partners but gave the company a more modern character. In addition, by choosing futuristic 3D objects and a standardized page structure, we reflected the customer's connection with advanced technologies and digitalization.





Driving Your Success With Cutting-Edge Product & Software Solutions



INTOKIA

BRANDING FOR THE EUROPEAN DIGITAL INVESTMENT PLATFORM

Logo

Brand Identity

Marketing Materials

Intokia is a tokenization platform that basically divides assets into smaller units. To make this concept visual, we split the letter "O" in our name, forming the identity element that can be used separately. When working on the UX/UI of the

platform, we wanted to make the platform accessible and relatable to individuals with aspirations and goals rather than just emphasizing technical details and numbers.





Less Intermediaries

— More Potential Investors



intokia



intokia



intokia



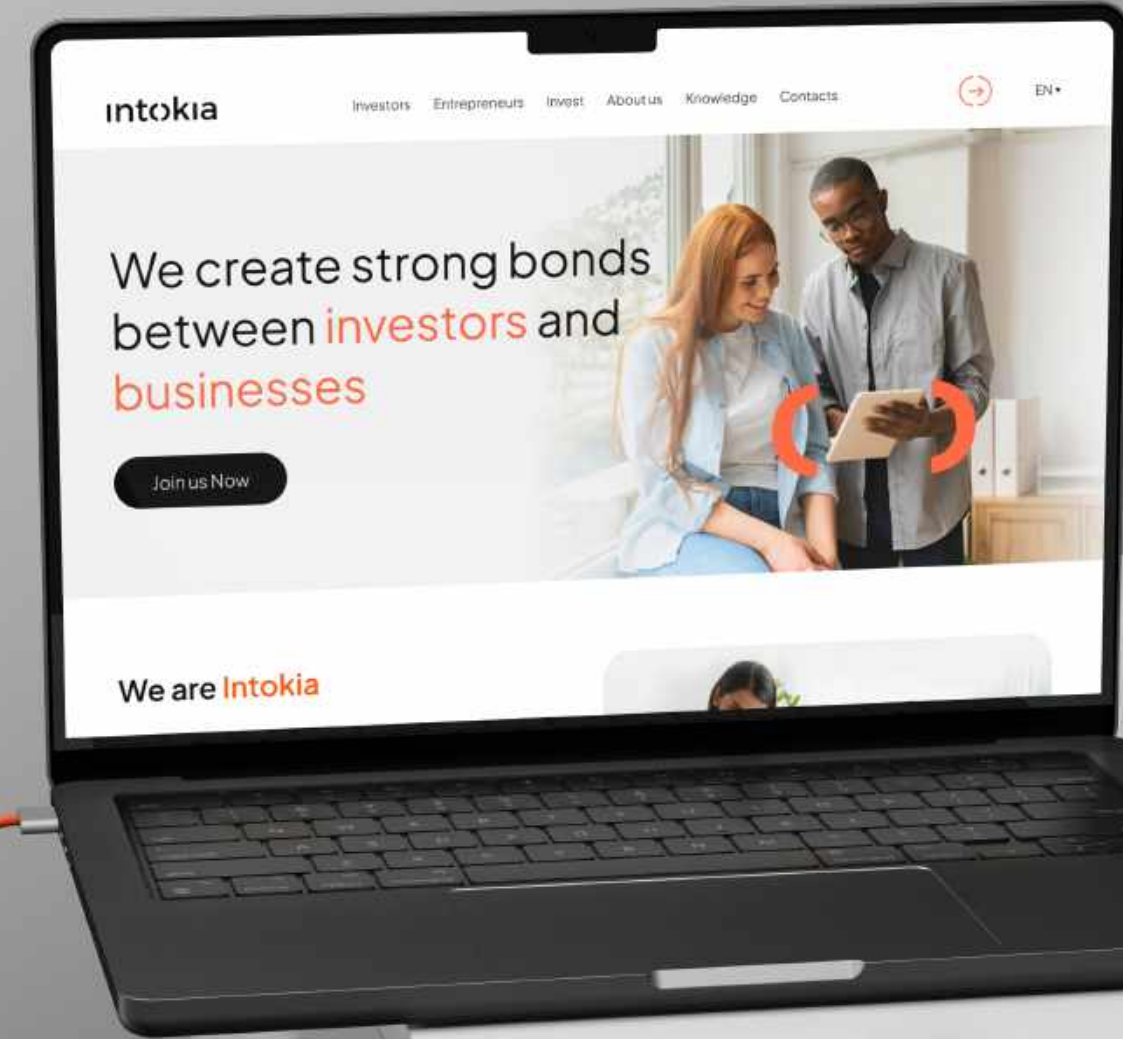
Is Your Portfolio Built for Today's Market?

WEDNESDAY
29.11 | 7 PM

Join Free Webinar



intokia



THINKPAL

WEBSITE & BRAND IDENTITY FOR THE DIGITAL MARKETING AGENCY

- Logo
- Brand Identity
- Copywriting
- User Interface Design
- User Experience Design
- Information Architecture Design

Our clients were young professionals who wanted to conquer the industry. That's why in the design, we used bright and bold colors combined with geometric shapes and 3D objects to emphasize that.

We moved away from the corporate style and chose a tone that allows us to reflect the experience of specialists but to accentuate a friendly approach to clients and partners.

