

SPIRITS BRANDING  
EFFECTIVE  
SOLUTIONS

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**ARMBRAND<sup>®</sup>**  
WE ADD VALUE

December, 2023  
(b.o.)



# WE CREATE ADDITIONAL VALUE







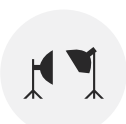
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We work with spirits, perfume and water brands. We make them engaging and emotional. We endeavour to help our partners achieve their goals and deliver sophisticated yet simple and effective solutions for most complicated tasks. Solutions which set our clients apart from the others.

We create difference and add value to the product.





-  Brand idea development or adjustment
-  Spirits naming
-  Effective trademark creation
-  State-of-the-art bottle shaping
-  Packaging and label design effective solutions
-  Corporate identity development
-  Appealing advertising and photography



# GREEN GIN: DESIGN FOR THE YEAR OF DRAGON

Chinese traditions are getting more and more to the Western culture, while adapting to it. Based on this, we created a gin line design in the beginning of the Green Dragon year.

Lettering of the logo is made in the style of strong alcohol, which fits other design elements and supports the gin theme itself, combining modern fonts trends with uniqueness.

The label forms an integrated whole with voluminous plant embossment on the bottle, and rhymes with it through a classic Victorian pattern.

To save for the customers time the time for decisions making, we've made diversity in the series through noticeable and understandable color coding. Unique personal illustrations complete the balanced image.

As the result, there's the actual gin line, noticeable on the shelf.





ВОДКА «Ai»

# ЛУНА – ЭЛИТНАЯ ВОДКА НА ВСЮ НОЧЬ

## КОМПЛЕКСНЫЙ ПРОЕКТ ДЛЯ КАЗАХСТАНА.

Это тот случай, когда клиент доверяет и нужно придумать идею для рынка с жесточайшей конкуренцией. Для Евразия Элит мы разработали комплексный проект (позиционирование, название, форма бутылки, дизайн логотипа, укупорки и этикетки) на рынок Казахстана и с потенциалом для экспорта.

Короткое название Ai (Ай – по казахски Луна) является сутью позиционирования: водка изготавливается в соответствии с фазами луны. Луна – архетипный символ, простой в запоминании и понятный любому. Все знают или слышали о её влиянии на состояние человека. Сочетание SKY-VODKA также поддерживает общую идею. Черное звездное небо в трендовой теме космоса выглядит премиально.

На этикетке мы применили различные технологии привлечения внимания, от Deep Lens френеля до свечения отдельных элементов в ультрафиолете. Дебоссинг в форме лунных кратеров на персональной бутылке «играет» на полке и усиливает коммуникацию. Фактурный винный материал этикетки приятен на ощупь. Необычная прозрачная пробка с черной ножкой увенчивает общий внешний образ продукта.

В результате появился аутентичный контрастный запоминаемый продукт, не имеющий аналогов на водочной полке.

КЛИЕНТ | EURASIA ELITE, 2023





# “ARISTOCRAT”: AUTHENTIC WHISKY FROM NEPAL

Continuing our collaboration with The Nepal Distilleries Pvt. Ltd, we have made a comprehensive project to create an external look of authentic Nepali whisky.

The goal was to create a modern image that can highlight the bottle on the shelf between local products, looks worthy against the background of world brands and applies directly to the young people.

A unique personal bottle with references to Doric columns creates an image of aristocracy. The bottom, sparkling as an award star, supports this impression.

The «wine» paper of the label makes a trend craft look. A large noticeable TM is read from afar. The use of understandable national symbols (elements of the Nepalese flag and colors) lets the product to become a good souvenir from Nepal. The gift box, with an iconography of The Bengal tiger as a symbol of the aristocracy of Nepal, is noticeable from distance.

As a result, there's a rich and communicative image of Nepali whisky, authentic, but meeting the modern trends.



# “GOLDEN SWORD”: UNDERSTANDABLE AND UP TO DATE IMAGE OF SPANISH WINE

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For one of the Russian wine market leaders we have created a comprehensive project (naming + appearance) of wine which refers to Spain.

The chosen name ESPADA DE ORO (“Golden Sword” in Spanish) echoes the word “España” and is capable of effective marketing communications. The volume golden sword made in the heraldic style maintains the name’s semantics and attracts attention. The Gothic-style logo fits the positioning of the wine. Color coding, contrasting and noticeable on the shelf, is reminiscent of Spain. The footer forms a set with a cap. The concept makes the line to be easy to scale for SKU.

As a result, we’ve got a notable design, actively highlighting the line on the shelf, with well-defining geometric shapes and the label that’s easy to remember.





# “THREE LINES”: THE IMAGE OF SPANISH WINE

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For AGORA, one of the Russian wine market leaders, we have developed a comprehensive project (naming, shaping and design) of the line that creates the image of Spanish wine.

The product has got a name TRES LINEAS (“Three Lines” in Spanish), which is intuitive to most Russian consumers and capable of effective marketing communications.

Modern heraldry and logo in Gothic style add a veracity and Spanish authenticity. The colour scheme refers to Spain’s national flag, it is positive and friendly, active and noticeable on the shelf. The footer harmoniously fits the cap. The concept is easily scalable for SKU.

As a result, there’s the notable classic design with well-defining geometric shapes and the label that’s easy to remember, which highlights the line on the shelf.



# REDESIGN OF BULBASH BITTERS VERSION 2.0

In this work, we returned to our own design, which made ten years ago the line of liqueurs high lighting and recognizable.

Every detail has been improved.

The ivory colour personal cap, gold embossed, fits the label and creates the elite product image. The upgraded block with brand icon and logo has become more contrasting and modern. A lace-cut label and imitation of textured paper added authenticity and perceived value. The typography has become more readable and alcoholic. The unique high-quality illustrations in a common style attract attention. The label footer shows the quality and naturalness of the product.

As a result, we have increased outstanding and readability on the shelf, have marked natural components and craft character. The product began to look more modern and, at the same time, national Belarusian, keeping the heredity of the popular line.





OLD





КРЕМЛЕВСКИЙ КОНЬЯК

# IMAGE OF THE KREMLIN IN THE BRANDY DESIGN

Brandy, first of all, is the Tradition and the conservative category of target audience. The goal was to create a noticeable and trustworthy design that contains recognizable Russian attributes.

We have developed the name and the shape of a bottle, reflecting a clearly readable generalized character of the Kremlin Tower. This unique solution with glass facets sparkling in the light, immediately distinguishes the product from competitors on the shelf.

The classic “brandy” color scheme creates a contrasting bright spot, that is noticeable from afar, and so does the understandable and readable TM logo. The stylistics of the state symbols of the Russian Federation that is used on the label adds some status. The official form with the signature and seal, as well as the individual number on each bottle, strengthen confidence in the product.

As a result, there's an image that fits modern Russian trends and gets consumer confidence.



КЛИЕНТ | МИНСК КРИСТАЛЛ ГРУПП, 2023



# FORETELLING OF A SNOWY WINTER

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In difficult times, the people wish something soulful and cozy, and a LIMITED EDITION 2023 creates such an image. The design concept consists of two parts that interact with each other. Bulbash's traditional circle has become a snowball (a popular souvenir symbol of Christmas and New Year), and snowflakes are pouring down from it on the background illustration. In the back of counter label there's a snow-covered landscape and a welcoming house with warm light in the windows, making a wish to get there. Golden moon as a glare on a ball is an archetypal image of a winter fairy tale. The dynamic composition changes during the moving along the shelf, attracting customer's attention.

The resulting image will help create a festive mood on the table.



# IVAN KUPALA STYLE

## CREATING A MANUFACTURER BRAND

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How to combine alco-brand, eco-trends and the image of Belarus?

We have created a complex design, which includes a corporate identity, a unique bottle and an exhibition stand.

The unique logo lettering in Cyrillic and Latin refers to the roots of the name (St John's night), reflects a theme of alcohol, looks significantly and contrasting. Drops in counterform of «A» add an interesting touch talking about the product.

The stylized fern emblem supports the name, combines with the logo and is easily reproduced at different scales on most surfaces.

Thanks to its round shape, it fits well into any format. Contrasting color combinations of dark green and burgundy remind of the official colors of the Republic of Belarus.

Tagline «NATURAL BELARUSIAN ALCOHOL» supports the name.





PROJECT | AQUAVIT DISTILLATE

# AQUAVIT: «WATER OF LIFE»

The design is created using a minimalistic Scandinavian style with Botanical theme. A bright contrast label with drawn floristic elements (fennel, cumin, coriander) is outstanding from afar on the shelf. The unusual cap design makes a whole image with the label.

As a result, this product has no analogues among Belarusian strong spirits.



CUSTOMER | ZAVOD BULBASH LLC, 2022



# PHILOSOPHY OF LIFE BY ARMBRAND

The uncommon design concept turns to the popular Russian philosophical and humorous allegory of life as an interleaving of black and white stripes.

The most contrasting and laconic color scheme is certainly distinguished on the shelf among competitors. The national pattern softens its austerity and adds luxury. The bright red logo fits perfectly the composition and marks the product out, as well as colourful blue plate with a gold seal. The cap composes one whole image with a label and makes the bottle looking higher.

As a result, there's an unusual design, outstanding from afar, capable of effective marketing communications. We cannot avoid black stripes, but the whites are ahead after all!





PROJECT | BELOVODYE VODKA

# BELOVODYE: ULTRA-PREMIUM “MOUNTAIN” VODKA

We created design for the small batch of ultra-premium single malt vodka produced in Altai mountain region.

A turquoise bottle of tinted glass with a thick bottom and a glass closure seems to be peeled out mountain ice. It's wrapped up the innovative label with a shape of the legendary Belukha mountain. The original cut, as a mountain river running from its glacier, attracts special attention when perspective is changing.

Unique TM typography with is in tune with the drawing. Personal illustration, made in gravure style, creates a rich craft image that allows to show the product characteristics from an emotional point of view. Great variety of interesting details motivates to take an attentive watching: there's told the legend of a hawk, deer and cedar who were looking for the best place on earth and found it in Altai mountings. Premium velvety «wine» paper, multi-level hot stamping, matte embossing and a contrasting combination of materials adds premium status. Translucent gift box with a bottle silhouette inside makes an intriguing mystery and creates added value.

As a result, there's an attractive status image of a high-quality product made in Altai.

CUSTOMER | KRISTALL-STOLICA LLC, 2021





# KALYADY BULBASH LIMITED EDITION 2022

The concept-2022 is based on the «Kalyady Star» that's typical symbol of the Slavic winter holidays, cause Kalyady is one of the brightest, mystical and fun performances. The unique solution was to leave a multicolored star in a circle as only one front label, there's no any brand logo. That means brand has grown so much that its round shape is recognizable itself. But, if you take the bottle, you could notice the famous Bulbash circle inside on the back side of the bottle, it brings some intrigue and helps to place a mandatory information.

The shiny aluminum embossed label and saturated color scheme let to mark the product out from afar. Besides that, the whole bottle is actively used for outstanding on the shelf. Ornamental rhythms, graphically rhyming with a star on a front label, create a balanced, noticeable and festive image. High contrast together with a distortion attract an attention of customer passing by the shelf.

As a result, there's brighting design for Christmas & New Year, based on a national cultural platform, and at the same time fitting the modern trends.



# BULBASH IN BLACK: REDESIGN OF THE MAIN LINE

For the third time in 10 years we have updated the design of the BULBASH vodka main line.

The large contrast label of the «respectable» shape adds more confidence and forms an additional area for harmonious arrangement of many elements accentuating the high quality of product. Using of thin aluminum with the relief hot stamping texture combined with the dominant black color makes the image high-status.

There have been created two versions: the Cyrillic one for the CIS market and the completely English export version which makes the product international and understandable for the global market. The design concept is adapted for a line of six volumes and three flavors.

The new image has become more premium, noticeable on the alcohol shelf, and at the same time providing the established consumer trust.





# MAY THE FORCE BE WITH YOU

DESIGN OF THE AUTHOR'S COLLECTION  
OF PREMIUM NAVR VODKA.

The series consists of two SKU — «Will Power» and «Life Power». The differentiation forms a contrasting black-and-white diptych that marks the product out on the shelf. For the label we created a mix of personalized aggression and massive lettering. A laconic design with large elements is highlighting on the shelf from afar. The impressive illustration that's been drawn in trending spirits style, emphasizes a naming.

The combination of velvety wine paper, two hot stampings (gold and silver), a multi-layer congrue embossing and blind embossing makes a luxurious status image appealing as for brutal golden youth as for the wealthy men.

As a result, there's a strong courageous image of premium alcohol, distinguished among competitors and attractive to target audience.



# BULBASH NANO: VODKA OF THE FUTURE

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A futuristic «space» design using innovations was created to strengthen the brand's position in the area of modern technologies and support the product UTP (a cap with unique filtration)

The unusual throat of a specially designed bottle looks as a whole with the InCap Fresher cap, visually enlarges it, being harmoniously inscribed to shaping lines. Debossing «HI-TEC FILTER» on the rim supports the cap as well. The gradual curves of the bottle's shoulders and sides look in harmony with the label and create an ergonomic shape convenient for keeping in the hand.

Design appeals for technological innovation. The personalized (what means protected) texture of holographic embossing creates the effect of a kinegram. The black oval with Bulbash logo looks like a spinning galaxy with flickering flashes, it echoes the pulsing effect expanding from the sticker that has the form of a holographic lens. Label lines that are built on arcs increase dynamics. The trending black color makes the product more masculine and status.





# CLASSICS OF WHISKY FOR EVER

A COMPREHENSIVE PROJECT  
FOR A LOW-PRICE SEGMENT

To make a low-cost Belarusian product competitive, attractive and desirable to customer, we have created a name and an image taking into consideration the popular world brands of blended whisky.

The name, color of the bottle glass and the large lettering «WHISKY» support the product category, add style and veracity. The TM contrast communicative set is highlighting on the shelf. A barrel-shaped element with a distiller signature enhances reliability.

Blint embossing on «wine» paper, imitating the wood texture, supports the naming, makes the image whole and raises the status of the product.

Finally, we've got out a classic trustworthy image, noticeable from a distance among its price segment on the shelf.





# CRAFT VODKA

WE HAVE CREATED AN IMAGE  
OF THE FIRST BELARUSIAN VODKA  
SUGGESTING CRAFT USP

«Bely Solad» («White Malt») is created in order for strengthening the position of the BULBASH brand in the field of Belarusian ethnics, craft production and uniqueness.

Copper embossing on «wine» paper and design elements of the label support the product positioning as authentic and hand-made. A large brand icon and a contrasting name are noticeable from afar.

The whole image fits the foreign vision to Belarus and the slogan «Made in Belarus by the hands of Masters».





# SCOTTISH STYLE WHISKY

A COMPREHENSIVE PROJECT  
FOR A LOW-PRICE SEGMENT

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To make a low-cost Belarusian product competitive, attractive and desirable to customer, we have created a name and an image taking into consideration the popular world brands of blended whisky.

The name, referring to the Scottish Highland ethnic music, gives veracity and national flavour. It is enhanced by the emblem made in classical Scottish traditions. Contrasting readable TM is supported by communicative elements.

Craft «wine» paper makes the friendlier image and fits to the whisky theme, increasing as well the product status.

As a result, there's a classic trustworthy image that highlights the product among a low price segment on the shelf.



# NEW FACETS OF BULBASH №1

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To strengthen the image and consumer loyalty of Bulbash brand leading in the spirits segment of Belarus, we have updated the design and shape of the Bulbash №1 vodka bottle.

The appearance has become more premium. The bottle is higher and wider, saving the same volume, its facets are brighter flashing on the shelf, creating a trending, slightly «perfume» image. The logo is transformed into English for maintaining the international status of the brand. At the same time, it has been keeping a continuity which is important for the customers. The design concept is adapted for the entire product line and volumes of 0.5 and 1 Liter.

As a result, there's a clear whole image of a prestigious product, outstanding on the shelf.





# THE MAGIC OF THE PAGAN NIGHT

## DESIGN FOR A LINE OF VODKA AND BITTERS “IVAN KUPALA”

All design details support the reference to Ivan Kupala fest as the embodying of folk rites and natural magic (Ivan Kupala's night is ancient traditional Slavic fete similar to Saint John's Eve).

For an illustration we have used the fern as a symbol of the mystery and miracles of the sacral night. The combination of modern printing techniques and holographic materials creates a sensation of magic, conveying brand communication. The noticeable color differentiation inside the line enhances the effect. Matte silver and copper used for label promote the perceived cost of the product. A unique logo with elements of Old Slavonic style and a ragged carving of label are referencing to ancient legends.

Such a design, bright and memorable, is noticeable on the shelf from a distance and complies to price segment.





# BULBASH POTATO

## AUTHENTIC VODKA FOR GENERATION Y

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Considering the global trends shifting towards craft production, we created Bulbash Potato vodka design strengthening the BULBASH brand's position.

Latin lettering BULBASH makes the product more international and understandable to the world market.

Contrasting combination of the black “wine” paper and copper foil, that was used for the label, adds a premium status for the image. The cap with a copper embossed pattern fits together as a whole with a bottle.

The general appearance and color scheme typical of whiskey rather than vodka mark the product out on the shelf and appeal to generation Y, whose preferences changed to distillates. The gift package-tube of an unusual oval shape is in tune with it.

As a result, there was created the modern trustworthy image supporting the brand.





PROJECT | KHUKRI RUM

# AUTHENTIC NEPALESE RUM “KHUKRI”

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We have made a redesign project of The Khukri Spice Rum, one of the products of The Nepal Distilleries Pvt. Ltd. We created an updated modern image that allows a bottle to stand out on the shelf among famous global brands, and applies directly to the youth.

A unique high individual bottle with a «manly» shoulder shape takes less space on the shelf than before. Branding by embossing raises perceived cost. Large prominent TM, convenient for extrusion in glass, can be read from afar. Due to using understandable national symbols (mountains and kukri, a traditional Nepalese gorkha's knife) the product can be a good souvenir from Nepal.

The whole image has become noticeable and communicative. Modern and young, competitive with Western products, at the same time it is successive to the previous one.

CUSTOMER | THE NEPAL DISTILLERIES PVT. LTD., 2020





# UPGRADED BULBASH

## REDESIGN FOR THE MAIN VODKA LINE

For the successful brand it was important to keep continuity, making meanwhile the new image more luxury, modern and noticeable.

The bottle shape became well-defined and male, the bottle became slightly higher. Solid metal black cap with enlarged embossing national pattern promotes perceived value.

We enlarged the product zone on the top label, that's the brand's hallmark. We made downside label metallized and dynamic. Combination of silver material with contrast stripes look expensive and attract attention. Because of added width we have got a space for the harmonious location for different elements confirming the worthy product quality.

The design concept is adapted to the entire volume line. As a result, there's a premium product outstanding on the shelf, and, at the same time, still recognizable all over the world.





# HMELNOV BEER REBRAND

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To create a significant image in the mass market beer segment keeping a massive part of Belarussian market, we used a circle as the main composition element. Having been taken as the base of many successful world brands, this shape is distinguished in the current competitive environment. The simplicity and harmony of the general solution match the modern trends.

The unique TM is easy to read, the asymmetry adds dynamics and positivity. It is supported by the memorable sign «X» (first letter of Russian name). Hops and barley ears symbolize the ingredients. The green color of TM is associated with the naturalness and color of hops. For coding inside a product line there are used understandable contrast colors.

As a result, there's a whole consistent image continuing the previous and recognizable, that at the same time is more clear, confidential and outstanding on the shelf.





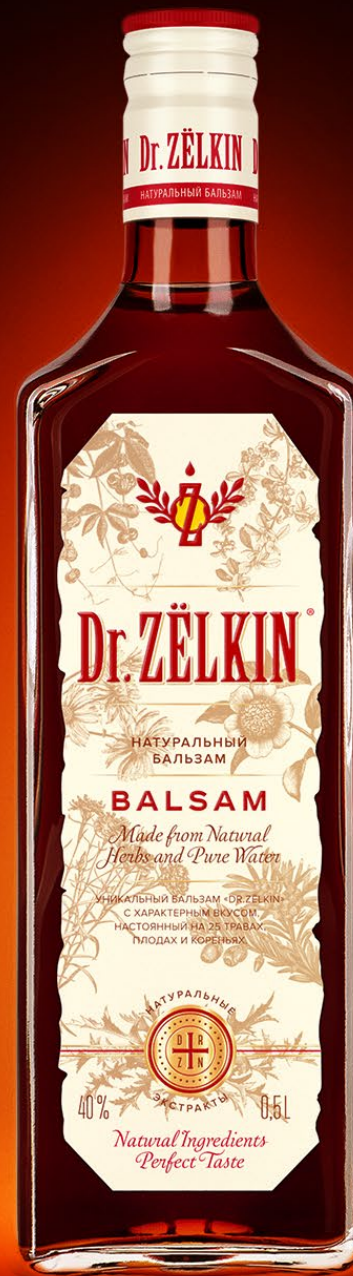
# “DR. ZĚLKIN”

## BELARUSIAN BITTER WITH NATIONAL COLOUR

The unique, memorable name associates with the medicinal product, indicates the ingredients («zölki» means «herbs» in belarussian), and simultaneously adding the national Belarusian color and bringing some humor understandable for CA.

The label of «ancient paper» color creates an authentic impression, as well as the illustrations that are made in the style of Botanical encyclopedia. The contrasting, noticeable, unique TM is supported by such elements as a brand sign symbolizing medicinal herbs extracts and a «stamp» with a red cross.

As a result, there's an attractive image, outstanding on the shelf, combining pharma pharmaceutical design with folk recipes.





# VEDZMA SPECIAL: MAGIC OF ICE AND FIRE

DUO OF NEW VODKA VEDZMA SPECIAL

VEDZMA Special is a concept of a diptych based on contrasts: Tenderness and Passion, Ice and Flame (as in «Game of Thrones»), Blue and Red (as pills in «Matrix»)...

The enlarged brand character marks out on the shelf, the light silver scheme (illustration is as pearls embroidered) creates a feeling of luxury and coolness, color coding on the inside of the label (blue and peach) makes the design modern and youth. The glow effect is like Tesla Lighting drawing attention to the character. The concept «harmony of contrast» is supported by naming and relevant formulation: Laskavaya («Tender») and Vognennaya («Fiery»).

Thus the VEDZMA vodka range is enriched with a new «Light» series, contrasting to the previous «Dark», both are highlighting together on the shelf.



# BULBASH IS SUPERHERO!

## NEW YEAR LIMITED EDITION OF VODKA BULBASH

We are first who got the idea to extend popular now superheroic theme to brand character and create an image of Belorussian National Superhero. It's Bulbash — a typical Belarusian man with “folklore” moustache, modest and kind, always ready for helping. BULBASH brand character has turned into the powerful hero dressed in the national flag colours suit. This transformation symbolizes the brand development: after having reached certain level, brand reaches new quality.

Flying snow under the town makes the bottle looking as a “snow ball”, popular winter souvenir. On the back side there's comics with an unexpected story: the Belarusian hero does not save the world from super-villains, he saves the Christmas eve!

This bright outstanding image interacting with the customer, is a good winter holidays souvenir.





# WHISKEY-FLAVORED STRICT DESIGN

## A WHISKY-IMAGE FOR THE BELARUSIAN SPIRITS

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How to highlight the economy segment product (whisky-flavored bitter) on the shelf? We created visually solid concept, competitive with the environment, based on heraldry and looking as “product with long history”. As well, we used some elements that are typical for whiskey design.

The contrast color combination makes the image male and noble. Together with unique, well-read TM it looks outstanding on the shelf.

As a result, there's collective, consumer-trust image of classic Scottish & Irish whiskey.



# BULBASH

## VODKA WITH CHAMPION CHARACTER

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For the European games 2019 in Belarus we created special design of Bulbash vodka Limited edition.

The design of the label, bright and modern, continue a line of vodka “Bulbash Special”. There are used some allusions to visual style of the European Games II: contrast blue-orange colours are characteristic of Evro-2019 art-style, as well as the “vytinanka” pattern, that’s is pulling attention to the Bulbash logo and reminds of the authentic Belarusian folk art.

The sports theme is supported by The Winner Cup, a Champion ribbon and Champion Bulbash medals forming a shape of the Olympic rings.

This way, it was created the image of souvenir alcohol associated with Euro-2019.





# BROWN'S POT STILL

## AUTHENTIC IMAGE

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How to make the budget product interesting and stylish?  
We used the historical background of spirits  
(foremost whisky) distillation.

A square bottle with rounded shoulders creates a historic handmade image that is also supported by half-mat paper and copper embossing. Copper distillation cube, being a main and well-known part of production, adorns the label and describes the product, in the same way as the color scheme typical for whisky. We drew the attention to small stylish details: congrue is upping the main elements of the label, the cap is decorated with a "seal", an abbreviation on it looks like a medieval alchemical sign.

This trustworthy, "handmade" image looks attractive for the customer and supports the product positioning.





# RELAUNCH OF “BELOVEZHSKAYA” NEW IMAGE OF THE FAMOUS BRAND

The complex project: relaunch of «Belovezhskaya», the most popular Belarusian brand that has 60-year history.

We created the unique bottle of an ancient form, while GPI makes the image modern. The trademark was completely updated using of the best properties of the Cyrillic font and became more contrast and marked. The print of fern, the subject of national folklore is a symbol of nature and forest secret.

For clear color-coding in a line we used natural shades of water, herbs and tree. The bison, embossed in the bottle, reminds of Bialowiezskaya Puscha – national pride of Belarus.

The created image fits well in market requirements and is attractive to target audience.





# SCOTTISH FLAG OVER BELARUSIAN WHISKY

To highlight low-budget whisky from competitive products, we've found the unusual solution: to use an image of Scottish flag, aka St Andrew's Cross. This noticeable image is based on the solid cultural and historical platform, that wasn't used for whisky segment yet.

Deep roots allow to create a legend, supported by heraldic elements and the stylized barrel. The diagonal cross and colors typical for heraldry but unusual for whisky, brightly distinguish a product from competitors. The combination with matte and glossy gold adds luxury, the verified alcoholic stylistics increases credibility.

As a result, we've got a fresh and original trademark conveying the heart of product and noticeable on the shelf.





# PREMIUM ZERNOGON AS SINGLE MALT WHISKY

For high-quality grain distillate we have developed stylish modern design typical of single malt whisky, what's increasing the perceived quality and the status of a product.

Compound colors, craft paper with copper stamping, unique TM, right angles, simple and adjusted lines — all that looks stylish and noble, like well-tailored classic suit. A pot still reminds of product history and emphasizes it is pure distillate. The sheaf of ears, as the background, add more naturalness. The name keeps in traditional communication with nature and handmade. The gift box extends reliability and status, as a frame of valuable picture.

As a result, “ZERNOGON” confidently takes a high-quality alcohol's position, creating an image of expensive whisky on the shelf.





# WILD LEGEND OF BELARUSIAN FOREST

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The name fits to the popular direction, being associated with the wild nature as a image of naturalness and purity and also creates communication with cultural layer of European and Asian mythologies and folklore.

For the illustrations we have chosen trendy Zentangle style. The mighty animals, as a symbol of power and greatness, look right to the customer, keeping his look on a bottle. The complicated technique with a multitude of details creates a fantastic image. Contrast black-and-white graphics marks it out on the shelf.

Combination of a white background with opaque metal, and elements highlighted by the gold drops raise the perceived value. Jagged cut label makes free wildlife image.

Original modern design, mysterious and attractive, singles a product out in the competitive environment.





# CHRISTMAS IMAGE FOR BULBASH VODKA

ILLUSTRATED BY THE MOST PUBLIC  
INTERNET ARTIST

Internet became a significant part of recent life, web memes and art are widely known. Therefore, for New Year limited edition we decided to collaborate with popular Russian network artist Vasia Lozhkin, and created a special subject:

Santa Claus, Snowman and Red Cat (the popular hero of Lozhkin's works) went to the forest for Christmas tree but settled to have some drink and snack. Their chainsaw "Druzhba" (Friendship), that's the nostalgic tool and popular jokes' subject, is a symbol of good company. According to our version, Ded Moroz (Father Frost) shows "like" to customers.

The famous BULBASH circle turned into the snowball which got to bottle glass, but, fortunately, didn't break it :-)

The bright funny image is outstanding on the shelf between of BULBASH line, as the celebrating card wishing Merry Christmas and Happy New Year!





# VEDZMA. PROVOCATIVE FAIRY VODKA

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Magic and miracles – that's the people miss living in the technogenic world. Therefore, we created VEDZMA brand, literally magic because it's produced using ancient spells. It's fairy tale for adults, the image mystical and a bit ironical.

The character (sorcerer, witch) attracts attention by strong sex appeal: as a beautiful erotic dream for men, as a realization of magic power and free flight for women. The authentic bottle form (as a flask), asymmetric label, holographically iridescent with different illumination, reminds about reality changing.

Numerous details of graphic illustration motivate to keep a bottle looking to details. The unique font, burning and contrast mix of Slavic and gothic style, marks the product out on the shelf.

This original and noticeable trademark has effective opportunities of advance through the character and involvement to subculture.



# ISTA — COMPLETED PROJECT FOR GASTRONOMIC STATUS VODKA

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Comprehensive project of premium “gastronomic” vodka, that’s ready for sale (including HORECA)..

The shape of the bottle, similar to decanter, emphasizes the category of gastronomic vodka. We used the image of expensive drinking water, which helps to fully reveal the taste of the meal, as a projection on high status quality vodka.

“Pearl” decoration makes the image more luxury. The clear transparent part is a bit raised up (for the easy decoration) and resembles a drop of clean water. Patterns flashes on the inner surface. Brand symbol, that completes the composition, can be used for marketing communications.

A booklet with marketing text adds to the image a bright delicious point — like a spoon of red caviar :-)

This minimalist, pure, modern and noticeable design marks the product out from the competitive range.





# “SYABRY DISTINCTIVE” VODKA WITH BELARUSIAN MOTIVES

Creating design of new souvenir vodka for foreign friends, we refused popular symbols and tried to discover new components of a national image.

The label looking like “vytinanka” (the carved openwork paper compositions with national pattern elements) forms hand-made & and home-made stile. Sheaves of ears – a fertility symbol – characterize a product and resemble State Emblem of Belarus. Cornflowers is a frequent element in folk art and a kind of country symbol. A coating of bright cornflower-blue color makes a bottle more unusual, more premium, more contrast, and marks it out on the shelf.

The prominent cardboard gift box allows to view a bottle right inside, and also works as eye-stopper.

As a result, we’ve got the bright and whole image of original distinctive vodka from Belarus.





# LINEN VODKA AS AN ALCOHOL NATIONAL TREND

New vodka is produced using special technology with the flax seeds extract and the linen filtering – so, we have replaced a TM black circle with the colour and texture of unbleached linen. Combined with copper stamping, it creates an image of the passed age of a handmade canvas and copperware, ecological and natural products. The blue logo and a flax flower supplement the colour combination, unusual for alcohol design.

Traditional Belarusian national pattern symbolizes linen filtration.

Matte holographic stamping creates an image more expensive and modern.

So, there's a typical national product that combines traditions and innovations.





PROJECT | «BELARUS SINEOKAYA» VODKA

# BOTTLE FOR VODKA “BELARUS SINEOKAYA”

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A unique high bottle was designed for highlighting on the shelf. Smooth shaping lines, tinted blue glass and embossing «circles on water» – all of it supports the name. The wide area for label offers great design opportunities. A narrow throat and an unusual punt complete a whole image.



CUSTOMER | OJSC «BREST DISTILLERY «BELALKO», 2017



# AMMO — BEER FOR WINNERS

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We have created a line of high-quality beer AMMO, which connects two realities: craft beer using culture with the world of the popular online militarized games gathering dozens of millions of fans.

AMMO means “SHELL” in international communication language. The form, as well as design of the label reminds fighting shells. The ligature MM reminds the attacks directions (the right flank, the centre, the left flank).

Separation in a line is made by the compliance of beer styles to shells types. For example, the most popular craft IPA compare with armor-piercing, Black IPA with cumulative shell. So AMMO beer is like “shells for gamers recharge”.

Slogan: “Winners’ beer” (“Beer of winners”).





# STYLISH PACKAGING FOR BOTTLES

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The stylish packing for a set of bottles has the form of a box for shells and intensifies “warhead” image, improves convenience of transportation and makes “unit of fire” a presentable gift.



# IDENTIFICATION FOR ALCOHOL HOLDING

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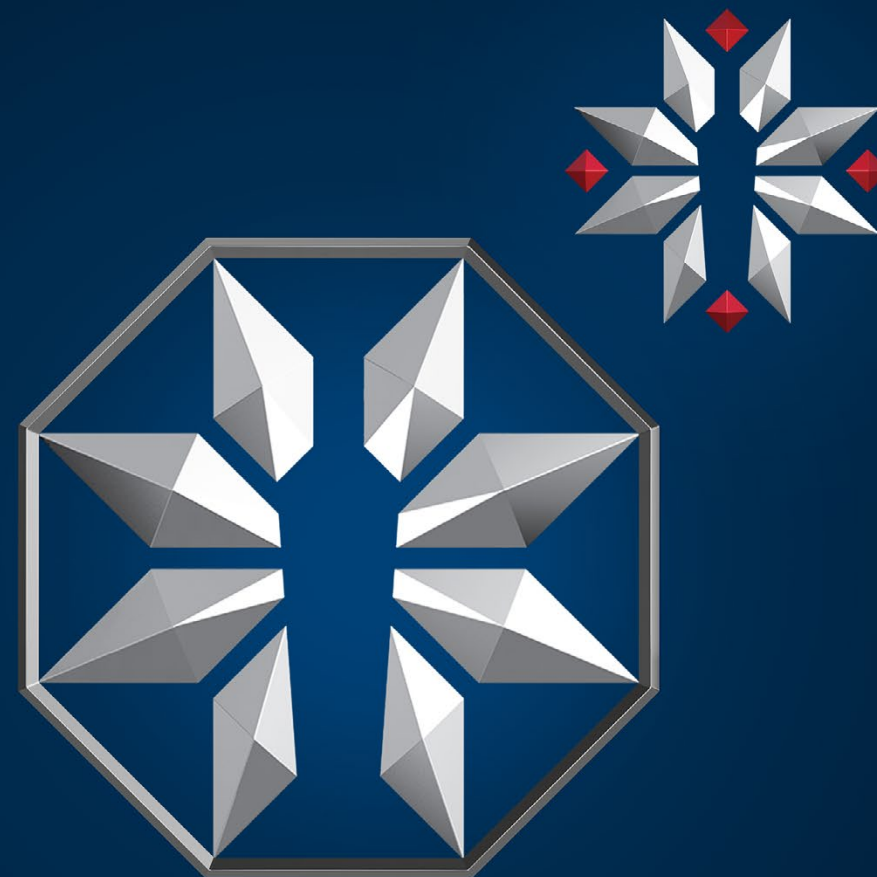
We have created the corporate identification for the largest alcohol producer of in Eastern Europe, MINSK KRISTALL GROUP holding, and its trading company.

As a basis we used eight-pointed star (a detail of a national ornament, a symbol of national holidays). It connects holding production with Belarusian national traditions. Eight rays symbolize eight plants united in holding and form a glow around a bottle.

The descriptor “BELARUSIAN SPIRITS” emphasizes the state status of holding raising it to the level higher comparing with private companies.

A holding mark makes harmonious couple with a mark of trading company MINSK KRISTALL TRADE where red rhombus-sparks symbolize all directions and, at the same time, expansion in the market.

Besides a mark, we have developed the corporate style for holding and trading company and the detailed passport of using standards.





PROJECT | BULBASH LIMITED

# BULBASH LIMITED – THE ADULTS' TOYS

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We've created traditional festive Limited Edition line for Bulbash company. The bottles look like the real decoration on the table and simultaneously super-noticeable on the shelf.

The bright shining bottles remind the Christmas decoration what is topical on the Christmas eve. It's a mirror toys for adults' holiday table. Magnificent frosty patterns on the label and the key visual intensify association with winter holidays. But at the same time the design is rather universal to be suited for any celebration at all seasons of the year.



CUSTOMER | ZAVOD BULBASH LLC, 2016



# KRAMBAMBULA BITTER

We have created premium export design for traditional Belarusian bitter KRAMBAMBULA, made only of natural ingredients according to ancient recipes.

Contrast colours help to select a bottle on the shelf. The unique trademark tracing, the label form and the “wax seals” point out the product authenticity, addressing a national pride and bringing us to the past, to the palaces with lancet windows and magnificent feast of a prosperous nobility. Premium bottle with an ultra-heavy bottom emphasizes the high status. At the same time, the laconic design and bright saturated orange colour make the modern youth image.

The authentic and simultaneously modern image returns the elite status to national Belarusian alcohol.





# BULBASH SOUVENIR ALCOHOL PACKAGE

For LLC «Bulbash factory», the Belarusian alcohol producer, we created a gift box for set with shot glasses, the souvenir double-pack set, as well as quadro-pack and six-pack for the small volume containers..

We have designed ingenious package with the pronounced national style. Avoiding accustomed texture combinations, we have chosen a contrast combination: velvety kraft-cardboard and smooth shining metal stamping. The concentric pattern with Belarusian ornament elements reminds sunshine and makes effect of volume and pulsation.



# TRIPLE SEVEN VODKA – A PERFECT PREMIUM PRODUCT

Triple Seven Vodka is a blend of seven spirits filtered through coal, silver, and nano-filters.

Taking into consideration the customer’s regard to the color palette, the agency interpreted the product story as three multi-colored stripes, which correspond to the sequential filtration stages. On this background, the simple, bold and contrast trademark looks remarkable.

The symbol, three figures “7” turned in a circle, reminds of a rings in the water.

Among several suggested variants of bottles the customer had chosen the one of a classic shape, and the agency designed a bottle with a hollow for the decoration area, a heavy bottom, and the symbol debossed in the lower part and on the bottom.

Light bottle glass toning and decorated Vinolok glass stopper relate the Triple Seven Vodka with premium-class products. It’s the brand for accomplished young people who value high quality in everything they do.





# NATURAL LIQUEURS FOR CHEERFUL WOMEN

Dance is a sweet liqueur for females. When working on the new design, we used contrast colors which attract the audience's attention.

The red area with the trademark is relevant to the bottle shape and attracts attention. The product indication area is designed as realistic and juicy illustrations. Each illustration is covered with glossy varnish which makes the image feel three-dimensional, while the label becomes shiny. The lower label echoes the bottle shape, its unique shape and the large and clear surface also make the product stand out. The smooth lines are attractive for women. The quality mark shows the liqueur's unique selling point – infusion of natural products.

Generally, the design conveys the feeling of a light, sweet and natural product.





PROJECT | DESIGN CONCEPT OF AN AUTHENTIC LIQUOR

# BALBAL. THE SECRET LIQUOR OF THE SCYTHIANS

We designed a product for those who want to retain the belief in magic, tribal bonds, and nature even in the post industrial society.

Balbals are ancient steppe stone sculptures erected to commemorate the power and dominance of the chiefs — they are perceivable phallic symbols. In the Turkic languages, bal also means honey.

We used the coincidence to conceive the bottle for a honey liqueur and honey-containing arkhi, a traditional alcoholic drink made of distilled milk, with ginseng, which is long-known as aphrodisiac, and Altai herbs. A premium product in the range, Balbal in the metalized bottle, is a triple distilled horz.

The mold shape wears out over time — glass bottles, just like stone sculptures, will gradually change their appearance.

Two topics pervade the project: traditions and sexuality. Stories and history stir up interest and elicit trust, while sex is a no fail trigger for discussion. The bottle shape may be used for effective marketing communications. The brand slogan is “BALBAL. Ancestors’ powers”.





# FACELIFT TO THE BULBASH VODKAS BASIC RANGE

The most important thing when redesigning Bulbash vodkas was consistency: the brand is easily recognized by the audience, and the customer wanted to keep it up. We refined the well-known black circle: besides composition changes, we introduced glossy embossing in the form of Belarusian patterns, thus intensifying the brand's cultural identity.

We also decorated the closure with traditional patterns. They look favorably on the shelf, protect from forgery and ensure traction. The label features the brand character and signature of person responsible for quality, while the embossing now lies horizontally, thus creating more space for labeling.

Bulbash now conforms to modern design trends, but still is easily recognizable on the shelf.





# BULBASH SNOWMAN — LIMITED EDITION VODKA

Limited editions are a chance to withdraw from conventions. That's why the usual Bulbash logo in the form of a black circle is white, as a lower snowball of a snowman. The snowballs are covered with white paint and silver hot stamping, the combination of which tunes in with winter, snowfall, holidays. The snowman stands on his head, and only by turning the bottle to pour vodka, can one place his feet on the ground, literally.

The new cap design features traditional Belarusian patterns. Not only is it more remarkable on the shelf, it is also a safeguard from fake vodka, since it can not be imitated without the use of special technologies. Besides, it ensures traction between the cap and the consumer's hand and make bottle opening more convenient.

The reverse of the back label is red, which complements the festive ambience and draws the customers' attention through a 3D-image effect. The snowflakes twinkle due to optical refraction.





# CLASSIC COGNAC

FOR ADHERENTS  
OF THE CATEGORY

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We created design for a line of brandy “Bastion”, classical budget product for the conservative consumer. The unique logo is suiting to the name and combined well with a fortress emblem illustration. The label of warm “cognac” colour imitates the ancient paper. Colour coding and indication of mature term make a distancing inside a line. The gift box looks as the burned wooden bar, still hot inside, surrounded with a metal hoop. It’s like fragment of the old fortress having sustained a siege and the enemy’s fire, that’s fitting well into TM concept.

As a result we’ve got the trustworthy image with own character and history, conforming to product category.





# A NEW TAKE ON TRADITIONAL LIQUEUR DESIGN

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Redesigning Grand Amaretto, we wanted to rethink the sebcas which are traditionally the basis for traditional liquors design. In order to invigorate the product, to make it clearer and more trustworthy, we followed the latest design trends.

The communication is based around the big almond, which is alternately brown and embossed with gold, which visually adds volume and creates unusual and engaging texture, and a big red solid area with easy-to-read art deco styled typeface.

A modern and alluring design is an eye-stopper and changes the audiences' attitude to sweet light alcoholic drinks.





# BELAYA RUS' FOR HIGH-RANKING GUESTS

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The studio was commissioned by the Property Management Directorate of the President of the Republic of Belarus to design Belaya Rus' (translated literally as 'White Russia', which is another name for Belarus) vodka. The product is to be used as a gift and during important events. Among the tasks set by the customer was to make the bottle look prestigious and abundantly decorated, as well as to use Belarusian symbols.

Today, Slutsk sashes are known well beyond the country borders, while at the times of the Grand Duchy of Lithuania they were a symbol of the nobility: such a present to a high-ranking guest has a deep symbolic meaning.

The image of Belaya Rus' is that of a high-profile and lush vodka.





# SAVORY MEANS BEAUTIFUL. BULBASH BALSAM DESIGN

Balsam is a herbal liqueur made with natural ingredients mixed in pure vodka.

The design follows the line of traditional Bulbash products and reflects the brand's values, like use of natural herbs and berries combined with modern technologies and traditional recipes. In the same time, we abandoned the common balsam design elements, thus drawing attention of the customers.

The label design is based around the illustrations of the balsam ingredients — flavorful and savory images following the decadent Dutch still-life painting. The combination of matte and glossy textures adds volume, while the color score mixes well with the color of the drink.





# TRADITIONAL BULGARIAN MOTIFS IN RAKIA DESIGN

The studio was to refresh Kailashka, a Bulgarian rakia brand. The new image was to reflect the Bulgarian values and culture and still have a contemporary and remarkable look.

The design stems from traditional patterns and colors. The label shape refers to the Bulgarian mountains and their reflection in water. A diamond-shaped label stands out among the classic labels. The solid red area is successive to the original design and draws attention, while the new bottle embossing enhances the perceived quality. We also developed a Cyrillic logo which suits the product's character.





PROJECT | BULBASH CHAPION VODKA DESIGN

# BULBASH CHAMPION- LIMITED VODKA EDITION FOR SPORTS CHAMPIONSHIPS

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Before Ice Hockey World Championship and 2014 FIFA World Cup our task was to develop a design which would reflect the festive atmosphere and be a nice souvenir comprehensible to the foreigners.

The solution is based around the idea to transform the circle, the Bulbash logo, into a medal on a blue ribbon. Complementary colours, blue and yellow, is characteristic of vodka packaging design, while the glitter reflects the cheery and jubilant atmosphere.

The name, Bulbash Champion, in Russian semantically and rhythmically sounds like a chant, and may well be used like that.

CUSTOMER | ZAVOD BULBASH LLC, 2014





# LIMITED VODKA EDITION REDESIGN UNDER SNAKE SKIN!

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Customer engagement and brand interaction with the audience are the latest marketing trends, for action is best remembered by people. We are attracted by discoveries and new emotions. That's what Bulbash Reborn offers.

The off-beat idea represents the vodka redesign and reminds of the year change. Just like the snake, the symbol of the past year 2013, sheds its old skin, Bulbash Nano reveals its new design within the limited Reborn series.

As a result, the limited edition bottles interact with the audience, keep the customer in suspense and surprise them. Bulbash delivers joy and discovery to the loyal audiences.





# BULBASH PREMIUM VODKA NO. 1 DESIGN

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We were to create a premium design which would assert the brand's leadership in the domestic market, as well as its status of the first Belarusian vodka brand to be recognized abroad.

We made the bottle shape somewhat more masculine. The design claims the brand's prestige through number "1" and austere colours differentiating the products within the series. A trick of light creates an illusion of a striped bottle and draws the customers' attention.

Neat and memorable Bulbash No. 1 design reflects the product's cachet and genuinity.









# GREENLINE SERIES DESIGN: SIMPLE AND NATURAL

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Green trends are gaining popularity roughly everywhere. It suggests a new twist of the mundane for Belarusian design issue of natural ingredients.

The Bulbash Greenline design is based around a circle which refers to the basic Bulbash vodka series design. The product area conceived as a radial composition is a state-of-the-art representation of Belarusian traditions. The concise design conveys the feeling of freshness, while the pure bottle design reveals the Bulbash GreenLine nature.

The product filled the niche of environmental and modern liquor in the average price segment.











# CLASSIC VODKA DESIGN, CONCISE AND MASCULINE

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We created a vivid vodka brand which shall not be lost among the competitors.

Radamir is now impersonified as an image impressed onto a coin which adds more distinctiveness and honour. Simple masculine colours and a unique logo against a contrast white area paired with the glossy patterns shift the product to a completely new level.







# SWEET LIQUEURS SERIES: LADIES ONLY

Bearing in mind the nature of the product, a series of sweet liqueurs, we adjusted its positioning, “lady’s drink”. The palms silhouettes against the sun relate the product to the prominent and widely known beverages, such as Malibu and Passoa. The high bottle shape, not typical of the product category, contributes to the overall aesthetic allure of the drink.

An arresting label close in shape to the hurricane glass communicates the thickness of the product and alludes to the name, Laguna, with the colour. Gold and saturated blue lead to a rich and bold image. The product area is icon-shaped, in line with the contemporary design tendencies, and does not overcharge the composition.











# GRAMULKA (A DASH, LITERALLY) — VOLUME UNIT INSIDIOUS IN ITS ABSOLUTE RELATIVITY

Comprehensive development of a new trademark involves unique positioning — vodka promotion through small packaging.

A typical Belarusian vodka flask is 200 ml, while the 250-ml Gramulka bottle looks quite impressive. The label designed to look like modern lubok illustrations is appealing and candid. Numbers are woven into the brand name and create a simple yet compelling differentiation within the series.

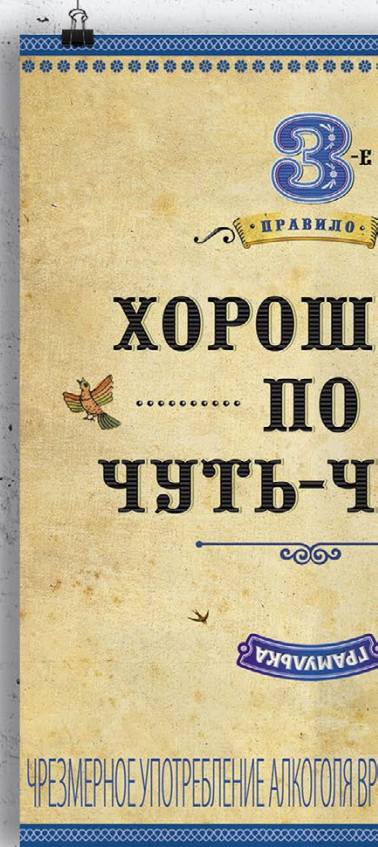
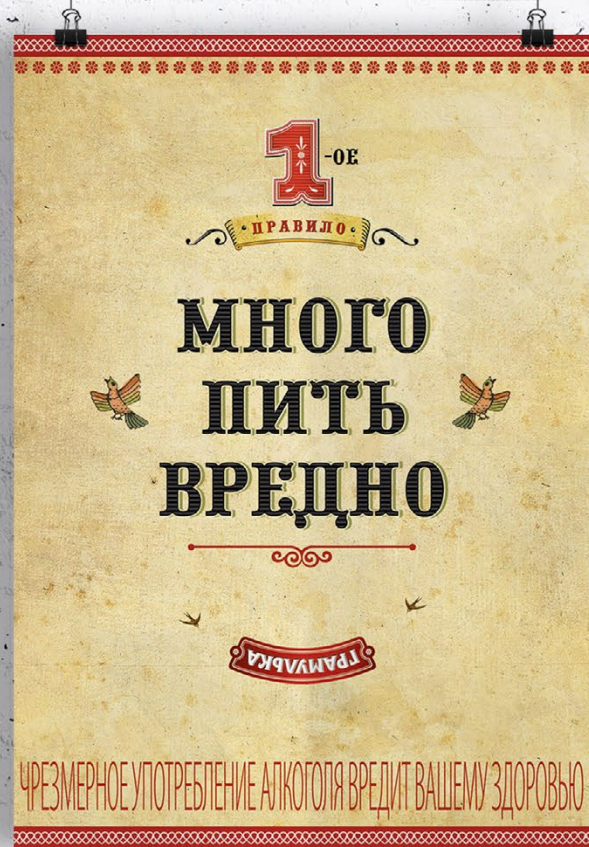
The general message is that it's OK to treat yourself with a little bit of vodka. Overindulgence in booze is harmful ;)





# FOLK WISDOM AS PROMO SUPPORT IN POINTS OF SALE.

We developed POS posters which, being a kind of conundrum, refer to the name and justify booze consumption in small doses. The trademark name is the key, and by solving the riddle, the buyer is most likely to remember the name.





# BULBASH CORPORATE IDENTITY AND BRAND SUPPORT

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We adjusted the brand platform, namely its mission, values, personality and benefits, which defined other brand elements. Brand communication strategy comprises communication strategies and channels. We have also developed brand visual identity which, together with other brand elements, such as the paperwork design and branded items design, is described in the Brand Guidelines.

As a result, the visual identity of the first and only Belarusian brand to be named Vodka Brand Champion by The Business Spirit comprehensively covers all brand communications.

A large, three-dimensional white logo in Cyrillic script, reading 'Булбаш' (Bulbash), is mounted on a dark, textured surface. The letters are thick and have a slight shadow, giving them a 3D appearance. The background is a dark, almost black, material with a fine, wood-grain-like texture.



# COMPREHENSIVE SOLUTION FOR NEW YEAR LIMITED EDITION VODKA

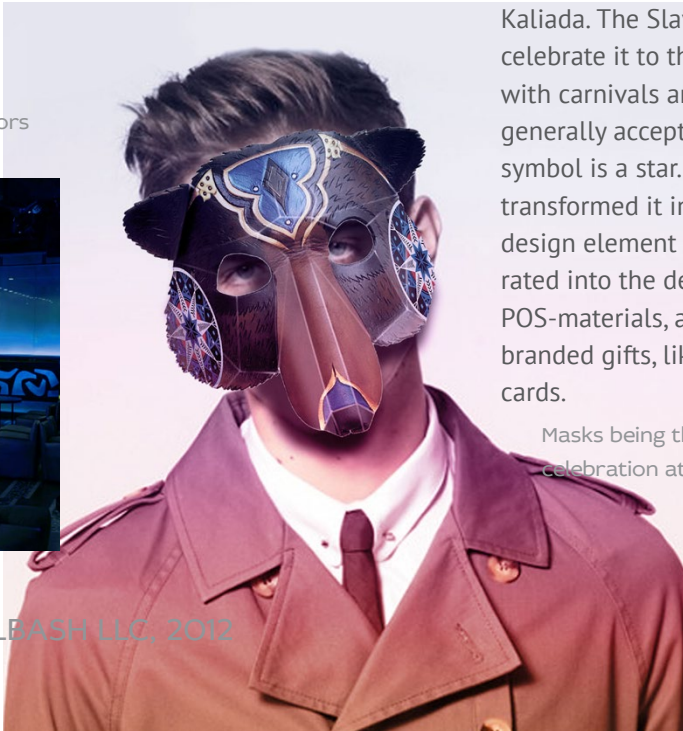
New Year symbol in HoReCa interiors



New Year bottle design

The basic idea behind this limited edition vodka is customer involvement. The idea is built upon a beloved Slavonic winter festival, Kaliada. The Slavs widely celebrate it to the present days with carnivals and gifts. The generally accepted festival symbol is a star. Eventually, we transformed it into the central design element and incorporated into the design of vodka, POS-materials, as well as into branded gifts, like masks and cards.

Masks being the indispensable celebration attribute



POS advertising



New Year symbol in outside advertisements

The bold star symbol is used in various promotional materials either at the points of sale or on the net.







# SERIES OF BALCAN-ISH LIQUEUERS

In furtherance to the Akvativ distillery rebranding, we created a Western Slavonic image of Akvativ liqueurs. We named the products by adding -ica suffix to the stems which is associated with the Balkan-Slavonic culture. Although in Latin, the names cannot confuse the customer.

Bright product area frames the logos and hints at the product taste.

The Akvativ liqueurs stand out due to vivid colors and expressive illustrations. The design is sharp and remarkable on the shelf.







# KLUKVICA

*Original from Belarus*

НА ЯГОДАХ КЛЮКВЫ







# MODERN HERALDRY IN HARD LIQUOR MANUFACTURER BRANDING

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Letter A lies at the heart of the new Akvdiv logo. It stands for the distillery name, as well as for the proper artesian water source. The wheat ears are, naturally, high-quality raw ingredients. The seven-pointed star is the amazing process of turning wheat and water into vodka. The logo perspective, according to the product image, elevates the logo. The logo design is typical of the hard liquors and has both, Cyrillic and Latin faces.

The manufacturer decided to embed the new identity into two products right away, for the best place to introduce a new logo to the customer is, actually, the contact point. We also developed designs for vodka and herbal liqueur which complement each other.







# MODERN HERALDRY IN HARD LIQUOR MANUFACTURER BRANDING

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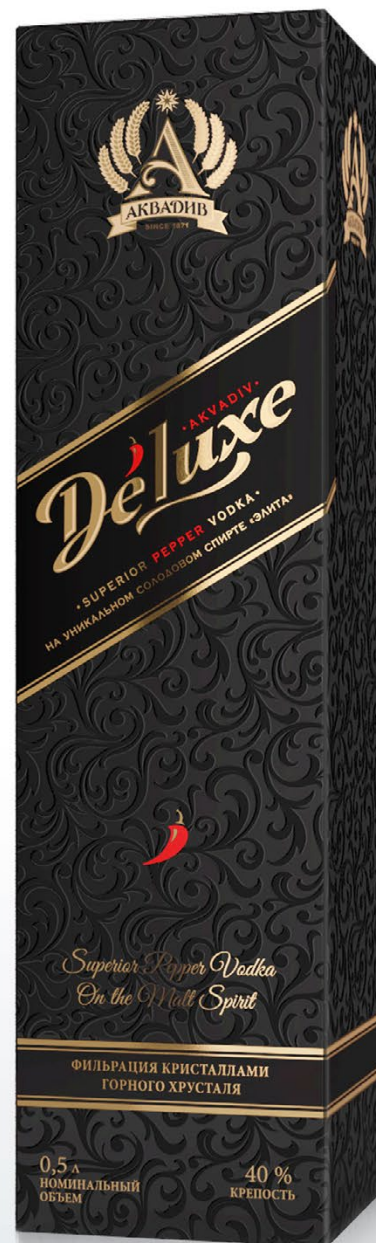




# DYPTYCH: PREMIUM MALTED GRAIN VODKA

We positioned the vodka as superior vodka manufactured of unique malted grain alcohol and high-quality wheat and saccharificated with malted milk from sprouted grain. White and golden design – for Akvadiv Deluxe vodka – black and golden – for Akvadiv Deluxe Pepper – complement each other. The unique trademark logo is embedded into the label which runs around the bottle by 540 degrees, thus creating a dynamic product image. Such a label goes well with the texturized glass typical for the Akvadiv vodkas.

We created an abundant and eye-catching image inspired by the Belarusian nobility in the time of its prosperity.









# HARD AND BITTER LIQUEURS WITHIN BULBASH RANGE

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# LIMITED EDITION AS A WAY OF VODKA PROMOTION

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A limited edition coinciding with a noteworthy event is usually a favorable promotional opportunity engaging a large number of people. It is normally perceived as a gift to a loyal customer, a game or just an issue to be discussed. A nice occasion for a limited edition is New Year celebration, for it is the right moment for gifts, surprises or even miracles.

The Bulbash 2012 vodka design concept reflects the 2012 year symbol according to the Chinese Zodiac, a Dragon. The Ice Fire-Breathing Dragon is the central design element, for the Bulbash vodka itself comprises two essences: ice (on the outside) and fire (on the inside – the image of the dragon creates a festive impression. The bottle acts as an eye-stopper.





PROJECT | LIMITED VODKA EDITION DESIGN

# LIMITED EDITION AS A WAY OF VODKA PROMOTION

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A limited edition design is not constrained with tough packaging construction restrictions. It is close to gift, deluxe packaging but is based around an unconventional idea. It can be radical, striking or eccentric. It attracts attention, promotes the brand and appeals to customers' emotions.

CUSTOMER | ZAVOD BULBASH LLC, 2011





# CONTROVERSIAL NAME AND FAVORED VODKA

We gave a facelift to the Nu Chto (which means, “well..?”) series of vodkas. The product became more amusing and prominent.

The difference with the previous version is just like between a magazine and a newspaper. The new logo and slogan position the series as an audacious product for the upbeat. The modular grid enhances the perception and facilitates the text formatting.

Characteristic illustrations blend with the jokes printed on the label and stand out.

CUSTOMER | ZAVOD BULBASH LLC, 2012







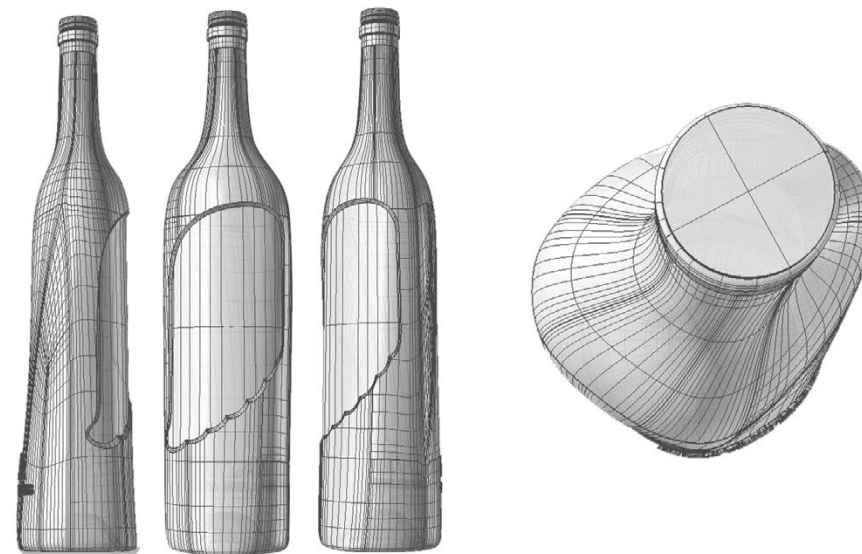
# BELARUSIAN AUTHENTIC VODKA BRAND AND BOTTLE SHAPE DESIGN

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The brand is positioned as a 100% Belarusian national product. The trademark name is a neologism we conceived from the word “busel”, that is “stork” in Belarusian and could be a diminutive name for a female stork. The thin bottleneck articulates the image. The bottle itself resembles the classic USSR vodka bottle shape and a home-brew bottle. This artisanal impression is emphasized with the shoulder level difference and the bottle non-central form shaped with due regard to the hand shape.







The handwritten trademark complements the bottle shape, while the faint pattern on the label emphasizes the folk style and authenticity of the product.

On the Belarusian market, the brand can excel due to the individual bottle numbering, the aluminum kendo closure and unparalleled, unique bottle shape.

The product is likely to be perceived as personal, manufactured by hand in a distinctive and cordial country. The concise black-and-white palette enriches the image with austere classiness and sharpness.

We managed to create a wholesome, simple, yet memorable image of an authentic Belarusian vodka.





# REMARKABLE TETRA PAK WINE LINE: INTERWOVEN GRAPE BUNCHES

The trademark name, Loza Reserve, is instinctively understandable for any Russian-speaking customers and brings in added value for a customer wishing to be a kind of “wine expert”. A prominent and sharp seamless pattern of grape bunches creates a solid block, a kind of billboard-on-the-shelf. The central diamond-shaped graphic element performs the function of color coding and product differentiation. The grape color also indicated whether the wine is red or white. The distinction between normal and fortified wines is made with the background colour (white and black).







# ANCIENT PAGAN SYMBOLS IN MODERN HARD LIQUOR DESIGN

The Slavyanskoye Zoloto (Slavonic Gold) vodka series design stems from the jewellery design motifs. The basic communicative sign is a wheel, an ancient Slavonic solar symbol embodies the solar energy and the solstices. The image is archetypical, noticeable, easily narrates the brand story. It can also be registered as a trademark, molded as a souvenirs or placed on the closure. A common golden closure side with the brand name.







# BELARUSIAN IMAGE: HEARTFELT VODKA DESIGNED AS COUNTRYSIDE HOMEBREW

Siabrouka, translated from Belarusian as female friend, is a mid-price vodka. We created a self-consistent vodka image stylized as quality Belarusian home-brew.

Smooth label resembling the traditional body shirt cuffs emphasizes the folk character of the product. The slogan, life of the party, correlates with the product name, while archetypical Belarusian patterns convey the national character projected at the feminine image and differentiate the products within the line with the help of color coding.







# VINTAGE AND TRUSTWORTHY HARD LIQUOR BRAND FROM THE COUNTRYSIDE

In tough liquors advertising constraints make brand personification one of the most powerful promotional tools.

We intentionally alluded to worldwide brands like «Jagermeister» and «Glenfiddich» to create a more European image. The brand character allows to convey brand messages more easily.

We created a series of vodka, liqueur, and herbal liqueur positioned as a product originated from the 60s and 70s of the previous century. Trust is the key brand message.









# PREMIUM RUSSIAN VODKA

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Since Russkaya Berezka is a low-premium vodka widely sold in Russia, one of the main goals of the project was to make the vodka stand out.

Russkaya Berezka does catch the eye due to its unique shape and imaginative, white in green on different products in the series, label. The gift packaging resembles a birchbark scroll and performs the eye-stopping function. Together with illustrations and typefaces, such solutions led us to the creation of a comprehensive and tempting image.

Carried out in cooperation with FANTASTIC BRAND OOOO

CUSTOMER | ALLIANCE VINTEGRA, 2010







# OTHER COMPANY PROJECTS



## CHER-CHER LA FEMME

Cher-cher La Femme apple cider. The label communicative design creates a festive, light and vivacious atmosphere. A uniquely inscribed trademark suggests temptation and elegance. The bottle collar shape communicates the femininity and brings to mind a carcanet and bears the picture of the brand character capable of efficient marketing communications.



## PSHENICHNAYA SLEZA

Straight and descriptive design backed up by traditional cultural values.

## ZOLOTOYA VYDERZHKA

Classic flask-like brandy design performed in accordance with the golden ratio canons. The big solid area in the lower part leaves enough space for product differentiation.



## DELASY EXTRA DRY

The central communicative element (the pair dancing in front of the moon which lights the night cityscape) is shifted to convey the white nights atmosphere.







# 5 QUALITY THESES

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## DIFFERENCE

Before actually getting down to business, we examine the supermarket shelves. Assessment of solutions in always prejudiced terms of good and bad is pretty abstract and inadequate. We benchmark the brands we create against those on the shelf. Our designs never look mundane.

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## CREATIVITY

We add value to brands. Under otherwise equal conditions (and vodka does imply equal conditions) that's the perceived brand benefits that motivate to buy the product.

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## COURAGE

Our solutions are extraordinary. We are sure the future is already here, although it is not yet mainstream. We are always a step ahead.

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## EMOTIONS

Just like the right spices make a set of foodstuff an exquisite dish, emotions make a product a brand. Just like with spices, it crucial not to get anything wrong. We appreciate emotional design.

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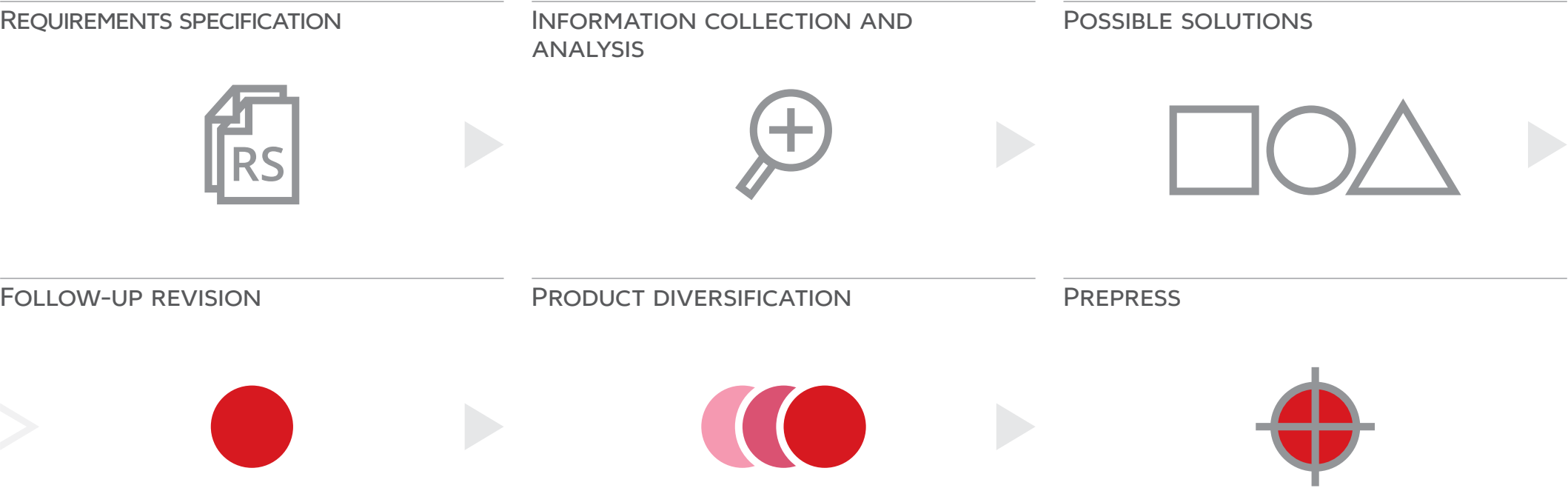
## POTENCY

We create ample brands. Our concepts are extensive enough for your brand to grow and develop. For we know that the brands we make always go great guns.

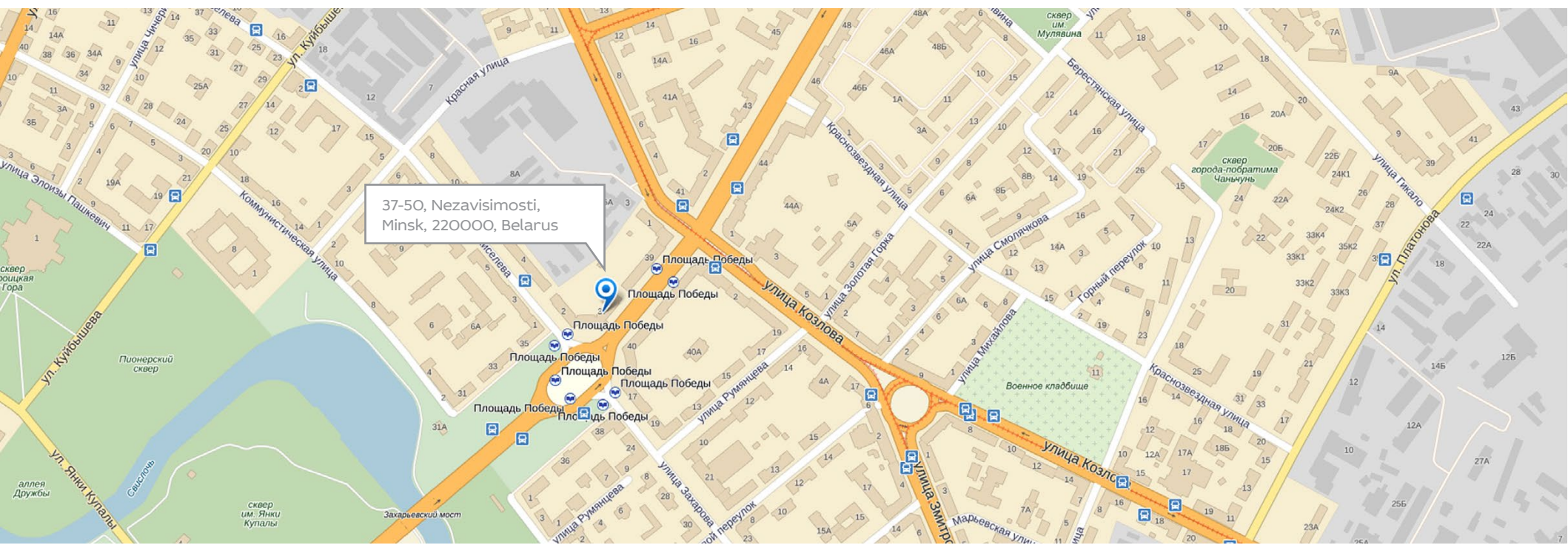




# STANDARD PROJECT WORKFLOW







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It's always nice to hear from you. We enjoy learning more about your goals and the ways we can help you achieve them through our creative vision, design and branding skills.

Take care and rock on,  
ARMBRAND effective solutions team



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