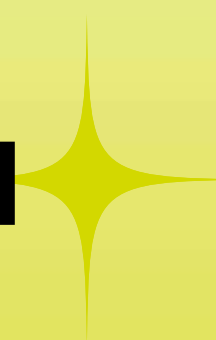


WISHNIA

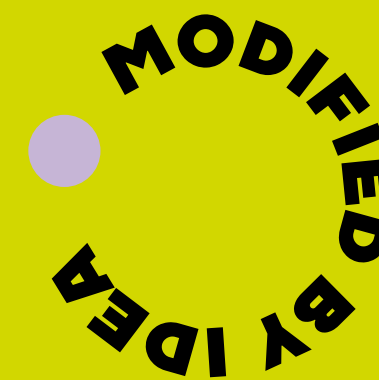
**modified by idea**





***FORMING CREATIVITY BASED ON  
ANALYSIS AND STRATEGY. NOT BY  
MARKETING ALONE BUT ON ITS STRONG,  
IMPRESSIVE FOUNDATION.***

**WE LOVE WHAT WE DO.  
WE DO:**



**BRANDING**

**STRATEGY**

**IDENTITY**

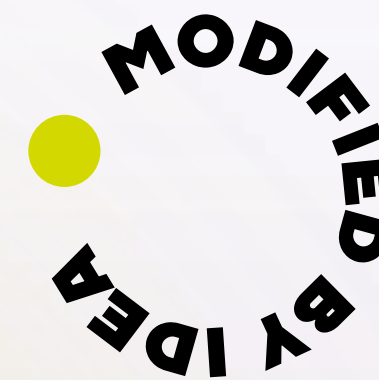
**ADVERTISING CAMPAIGN**

**NAMING**

**WEB DESIGN**

**PACKAGING**

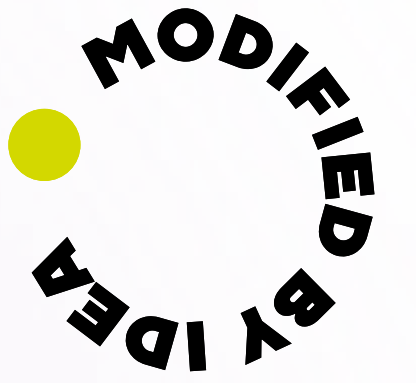
**AND HOW WE DO IT; SEE THE [LINK](#)**



**OUR CASES ARE OUR**



# VYRIY | 2022 | HORECA | BRANDING | UKRAINE



## task

- Analyze the travel market
- Define target customer profiles and segment the audience
- Develop brand positioning and concept
- Create a unique name
- Establish the verbal identity and brand voice
- Design the brand identity
- Draft a step-by-step implementation plan
- Bring the product to the market



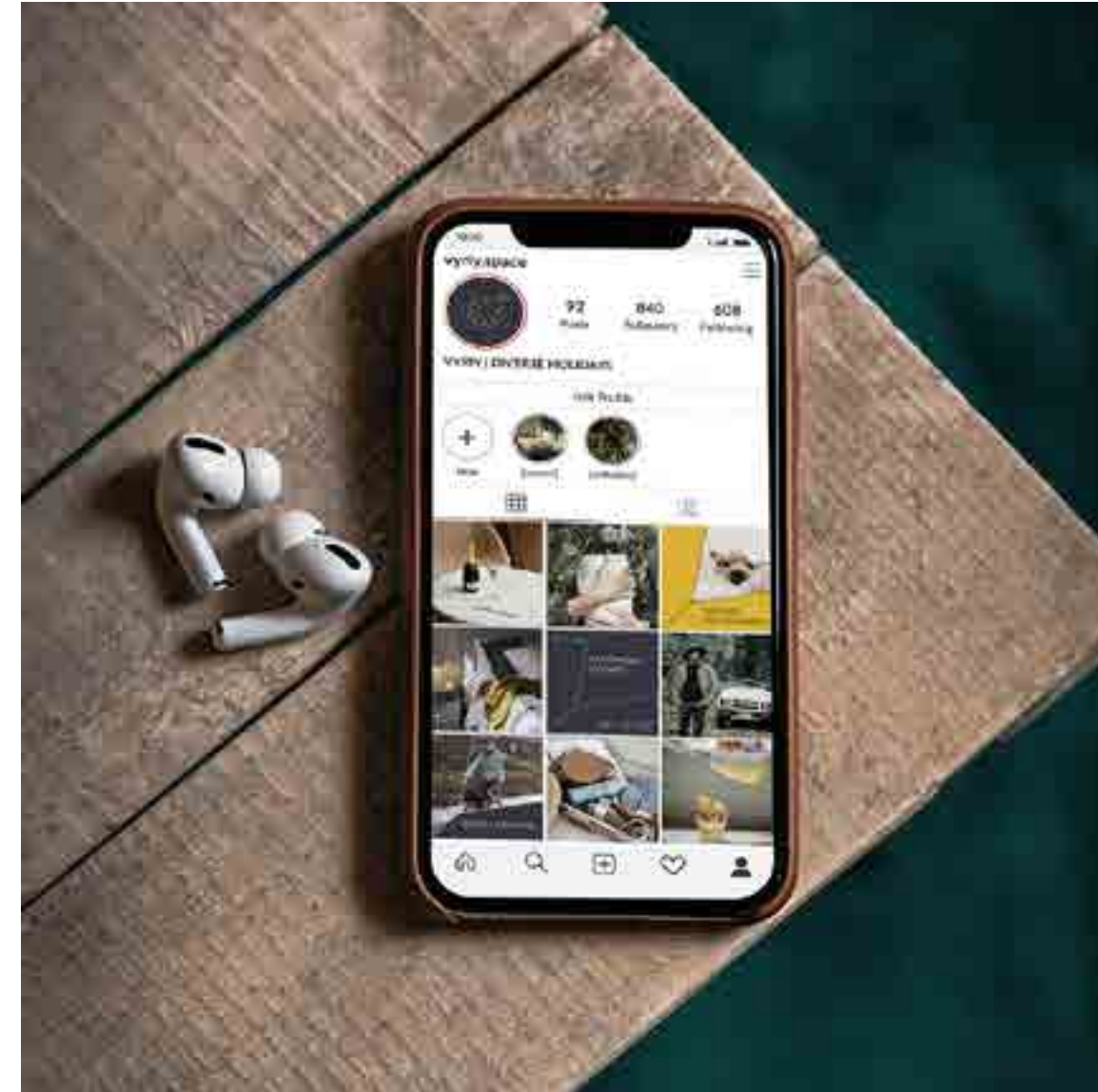
## solution

We conducted comprehensive market research and competitor analysis to develop a brand positioning that sets VYRIY, a vacation destination in nature that offers personalized leisure experiences. We segmented the target audience and created detailed customer personas. The branding narrative promotes VYRIY as a serene getaway with diverse recreational opportunities, and the name encapsulates the essence of an escape to a warm, inviting destination. The brand identity includes a versatile logo that symbolizes diverse activities and the unity of family and friends, with flexible variations for different media to ensure cohesive branding.

# VYRIY | 2022 | HORECA | BRANDING | UKRAINE

MODIFIED BY IDEA

wishnia inst



wishnia site

wishnia are on



[link to the full case](#)

wishnia fb



# AIONYS | 2023 | IT | REBRANDING | BULGARIA



## task

- Analyze the IT market and competitors
- Define target client profiles and segment the audience
- Develop positioning
- Outline the marketing funnel and customer journey
- Create a verbal brand system
- Design the brand identity



## solution

We're excited to unveil our latest project: the complete rebranding of IT powerhouse AIONYS! After an exhaustive analysis of the market and AIONYS' offerings, we've crafted a fresh identity that perfectly aligns with their vision. Our new branding reflects AIONYS' commitment to innovation and excellence, positioning them as a dependable technical ally for the future.

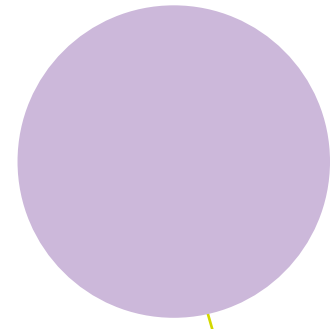


# AIONYS | 2024 | IT | REBRANDING | BULGARIA

wishnia inst

wishnia site

wishnia fb



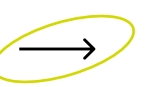
wishnia are on



MODIFIED BY IDEA

wishnia are on

[link to the full case](#)



# BLACK NINJA BURGER | 2023 | HORECA | IDENTITY | NAMING | PORTUGAL



## task

- Develop naming and brand identity for the burger shop
- Design the brand identity



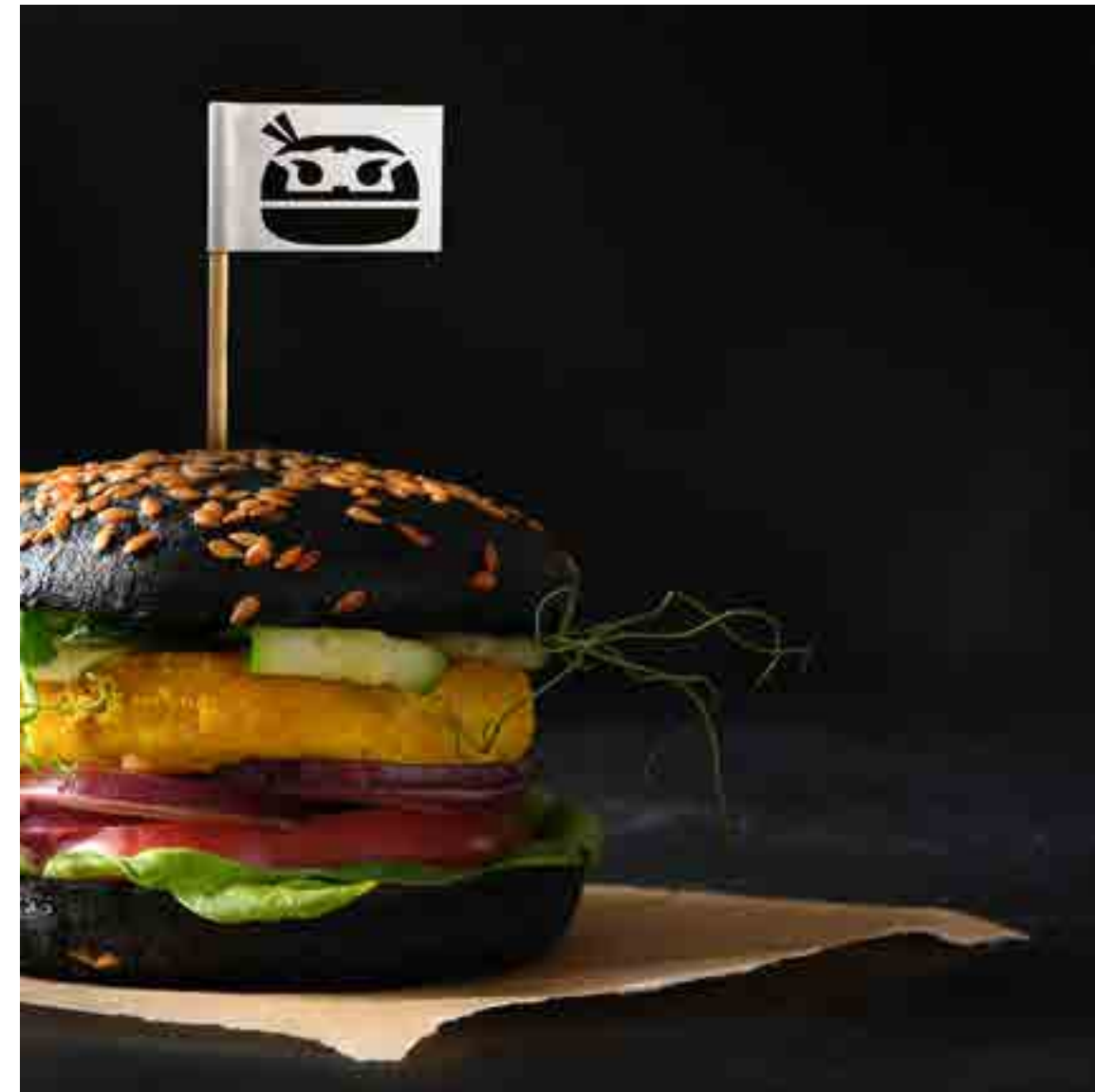
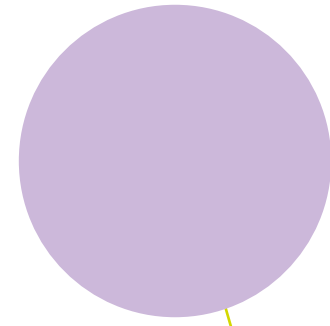
## solution

We developed a brand identity for the burger shop. We selected a font as fluffy as pastry and created a Ninja Burger for the logo. The colors for the identity became black and white, like a black burger bun and a white sesame. In general, voila — our new case, black ninja burger.



# BNB | 2023 | HORECA | IDENTITY | NAMING | PORTUGAL

wishnia inst



MODIFIED BY IDEA

wishnia site

wishnia are on

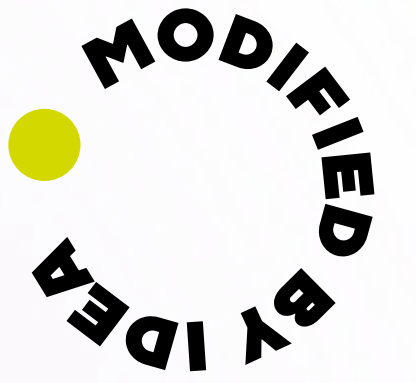


[link to the full case](#)

wishnia fb



# SANTELO | 2021 | COSMETIC | IDENTITY | NAMING | UKRAINE



## task

— Name and Brand identity for the Dead Sea cosmetics distributor.



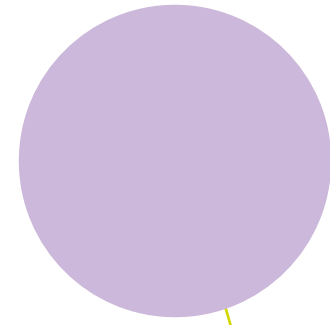
## solution

What could be more attractive than female beauty? It is the question we were asking when creating the identity and name of a company that distributes cosmetics from the Dead Sea.



# SANTELO | 2021 | COSMETIC | IDENTITY | NAMING | UKRAINE

wishnia inst



MODIFIED BY IDEA

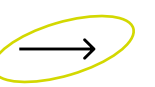
wishnia site

wishnia are on

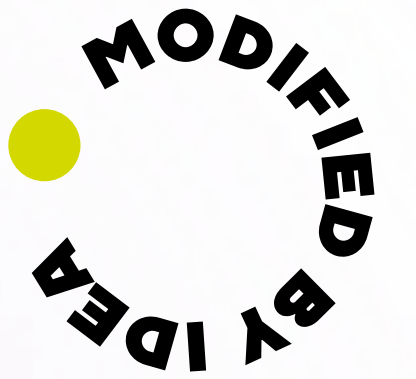


[link to the full case](#)

wishnia fb



# PINK BOOKS | 2024 | STORE | IDENTITY | PORTUGAL



## task

— Develop a logo and corporate identity.



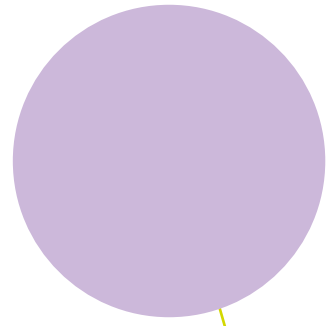
## solution

Check out our new logo for Pink Books, your go-to for fun children's books! Featuring two stacked books, it captures our lively spirit. The matching font is easy to read. We also have a fun falling books pattern and a unique split-message sticker idea.



# PINK BOOKS | 2024 | STORE | IDENTITY | PORTUGAL

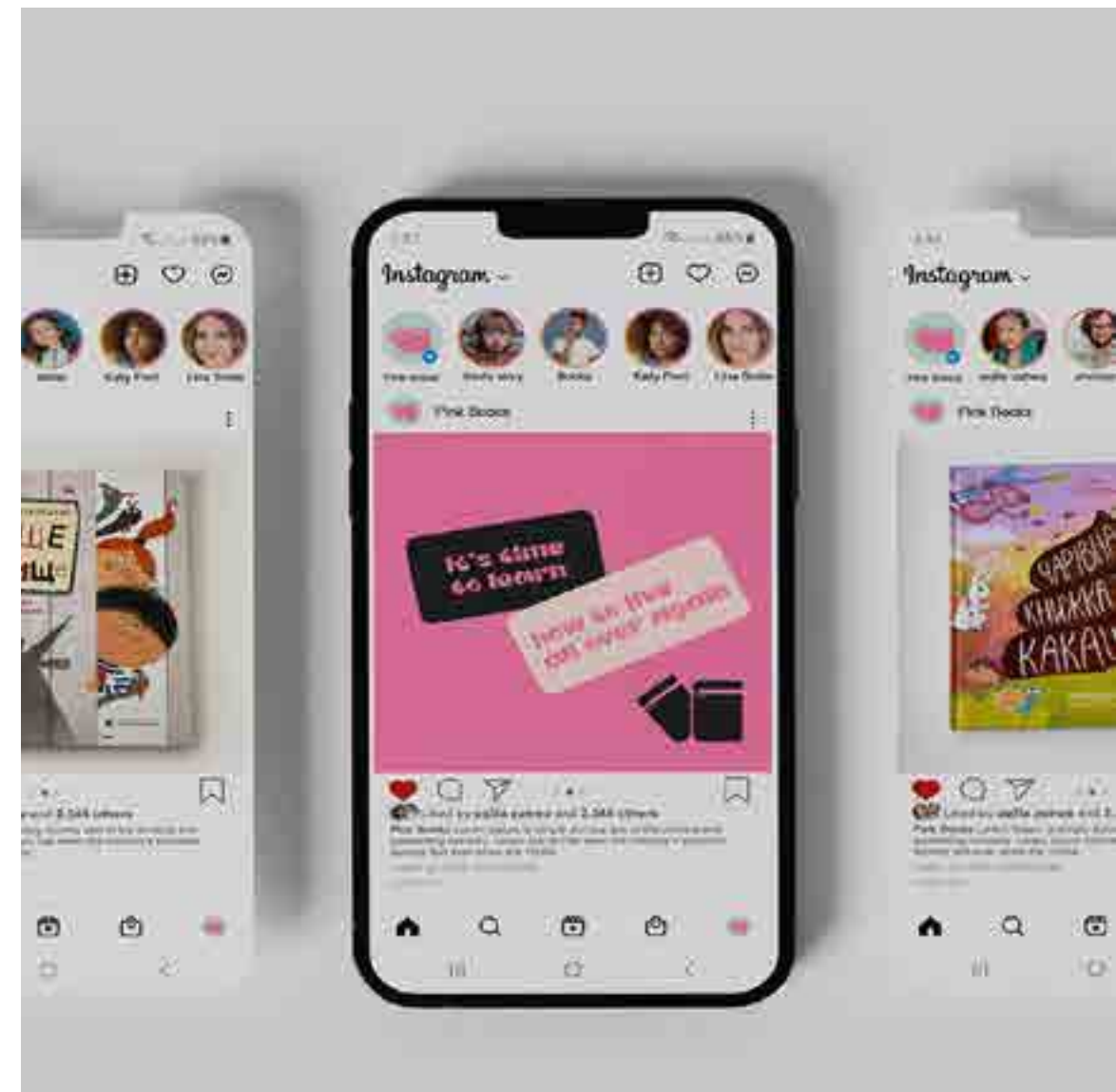
wishnia inst



MODIFIED BY IDEA

wishnia site

wishnia are on

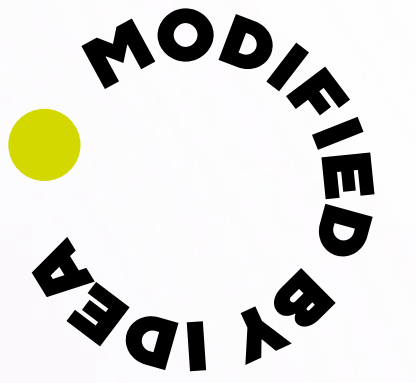


[link to the full case](#)

wishnia fb



# CTRL+POWER | 2022 | ELECTRICAL SERVICES | IDENTITY | WEB DESIGN | CANADA



## task

- Conduct an analysis of visual and verbal identification of competitors.
- Develop a logo and corporate identity.
- Brand the main media.



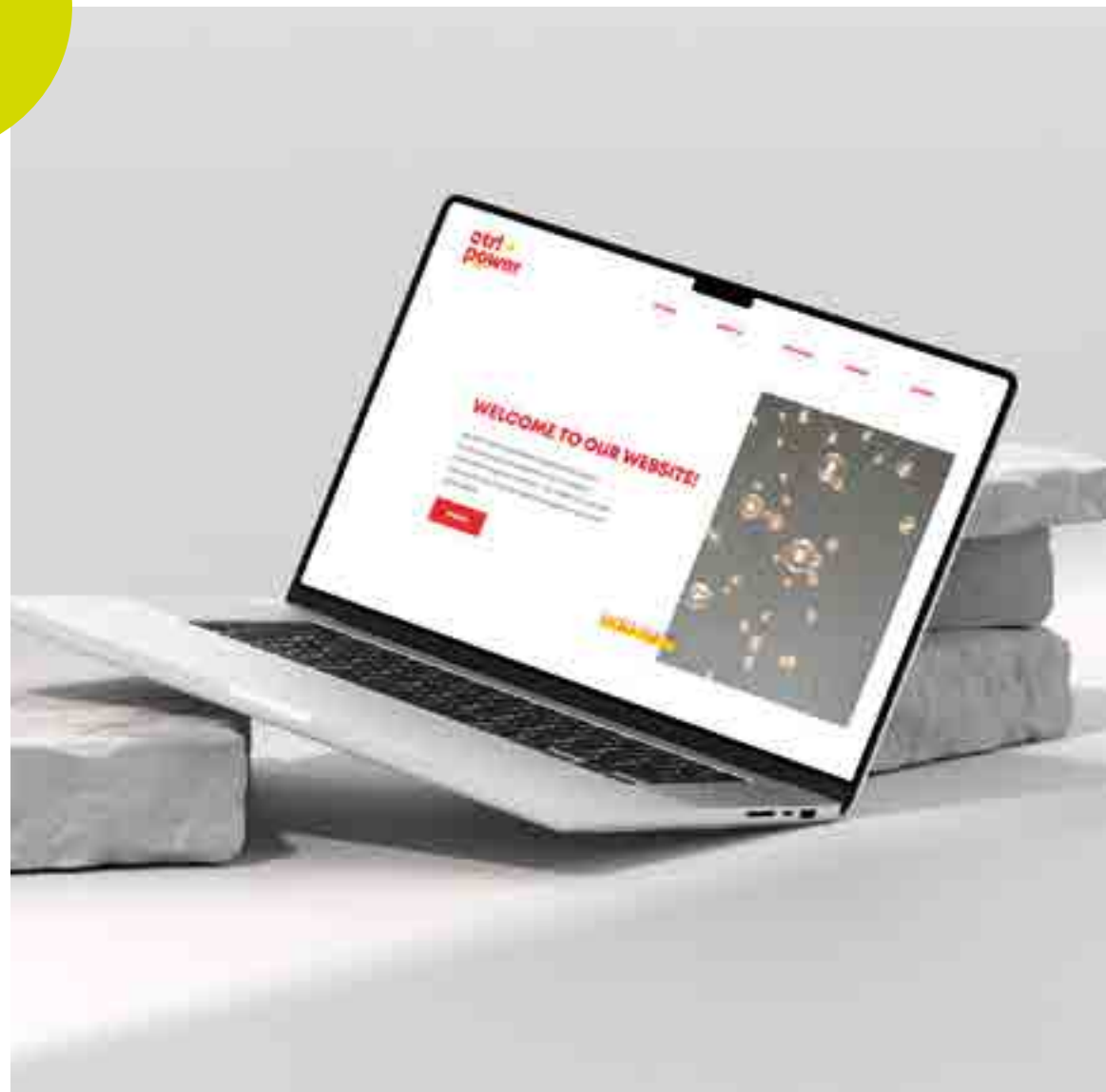
## solution

We've just wrapped up an exciting project with Ctrl+Power, an electric company in Canada, where we developed a brand identity that emphasizes their commitment to brightening their customers' lives. It is the second time they've hired us, as we previously created the name and identity for their accounting firm. For Ctrl+Power's new brand, we introduced the tagline «Add Light» and incorporated a beam of light into the identity. Collaborating closely with Ctrl+Power, we ensured their vision was fully realized. If you're in Canada and need an electric company prioritizing customer happiness, check them out!



# CTRL+POWER | 2022 | ELECTRICAL SERVICES | IDENTITY | WEB DESIGN | CANADA

MODIFIED BY IDEA



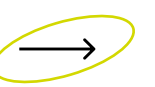
[link to the full case](#)

wishnia inst

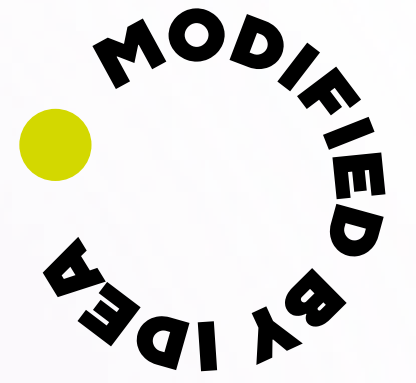
wishnia site

wishnia fb

wishnia are on



# KIND TEA | 2021 | CHARITY PROJECT | BRANDING | PACKAGING | UKRAINE



## task

- Create branding and packaging design.
- Raise awareness about Misha and Max's illness.
- Boost tea sales and increase donations..



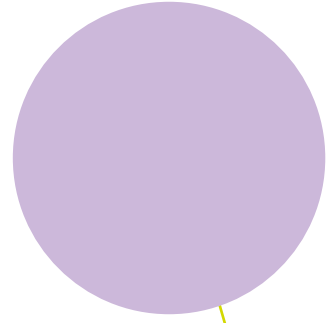
## solution

Tea of Kindness is a project by Misha and Max. Both boys share the struggle of Duchenne muscular dystrophy and sell tea to raise funds for their rehabilitation. Given the minimal budget, the label design was adapted to fit the packaging of the purchased batch. The main character in the design is the friendly Totoro, from Hayao Miyazaki's anime. Totoro is featured on the merchandise, manages the website, and helps the boys become young entrepreneurs..



# KIND TEA | 2021 | CHARITY PROJECT | BRANDING | PACKAGING | UKRAINE

wishnia inst



wishnia site

**wishnia  
are on**

wishnia fb



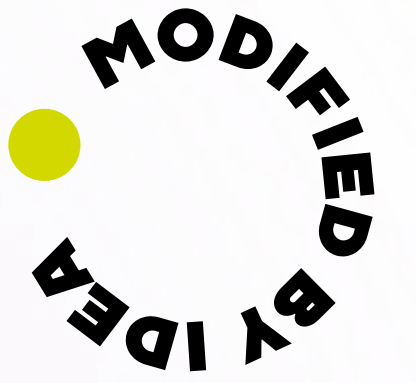
MODIFIED BY  
IDEA



[link to the full case](#)



# BROTHERS FIX | 2023 | LOGISTIC | IDENTITY | USA



## task

Create new brand identity for Brothers Fix — the go-to experts in installation, warehousing, maintenance, and logistics in the USA.



## solution

Our logo features a dynamic yet stable font that conveys our company's speed and reliability. The dot at the end symbolizes our completion of the last stage of renovations and preparatory work.

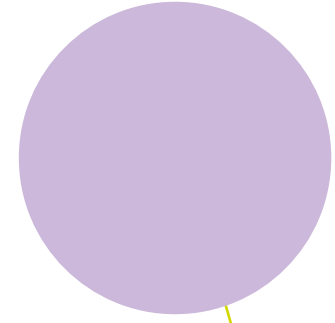
The logo includes a font and a graphic component and is prominently displayed on all significant branded media. The color combination of the logo varies depending on the background it is placed on.

In addition to the logo, we use a system of graphic elements to create a cohesive brand identity. Our accent circle, derived from the logo dot, draws attention to critical information and can create a friendly pattern that complements the media. We can also use corporate color dice to simplify text hierarchy and highlight important information.



# BROTHERS FIX | 2023 | LOGISTIC | IDENTITY | USA

wishnia inst



wishnia site

wishnia are on

wishnia fb

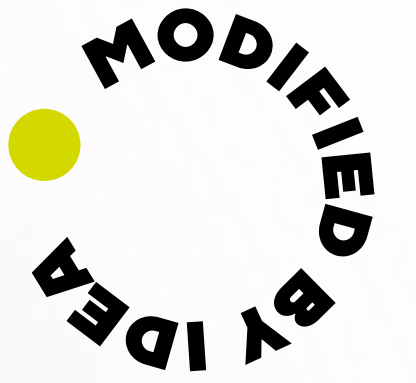


MODIFIED BY IDEA

[link to the full case](#)



# MIRADEX | 2023 | STORE | BRANDING | BULGARIA



## task

- Branding of online shop.
- Develop a name, slogan, descriptor and legend for the brand.
- Develop a logo and corporate identity.
- Draw up a plan for implementing a marketing strategy.
- Bring the product to the market.



## solution

We started by analyzing competitors and their communications. Identifying the target audience, we pinpointed key segments and created profiles to identify touch points and effective customer interactions.

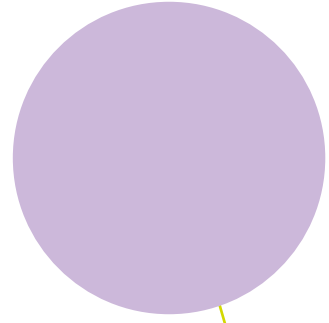
We used this information to develop positioning, create a unique offer, and establish a communication platform, followed by a market introduction plan.

This marketing work laid a foundation for design development. The brand identity reflects the company's values and ideology, transforming the world into a space of creativity and harmony. Our design incorporates the values and visions we aimed to embed in the brand.



# MIRADEX | 2023 | STORE | BRANDING | BULGARIA

wishnia inst



MODIFIED BY IDEA

wishnia site

wishnia are on



[link to the full case](#)

wishnia fb



# CENTRVET | 2018 | VETERINARY MEDICINE | REBRANDING | UKRAINE



## task

- Analyze the market
- Define target customer profiles and segment the audience
- Develop brand positioning and concept
- Establish the verbal identity and brand voice
- Design the brand identity
- Draft a step-by-step implementation plan



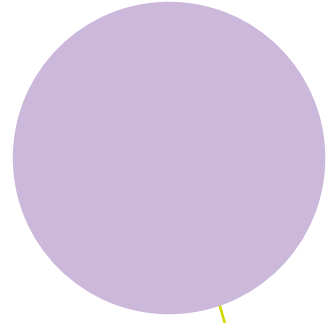
## solution

Instead of demonstrating stuffy expertise, we focused on the main thing — the veterinarian's love for the animal and respect for its owner. So we built a strategy using a sensitive doctor's words: «You are a super owner.» We also added the image of a mischievous pet to the identity: a soft font logo juxtaposed with bright colors and animal designs.



# CENTRVET | 2019 | VETERINARY MEDICINE | REBRANDING | UKRAINE

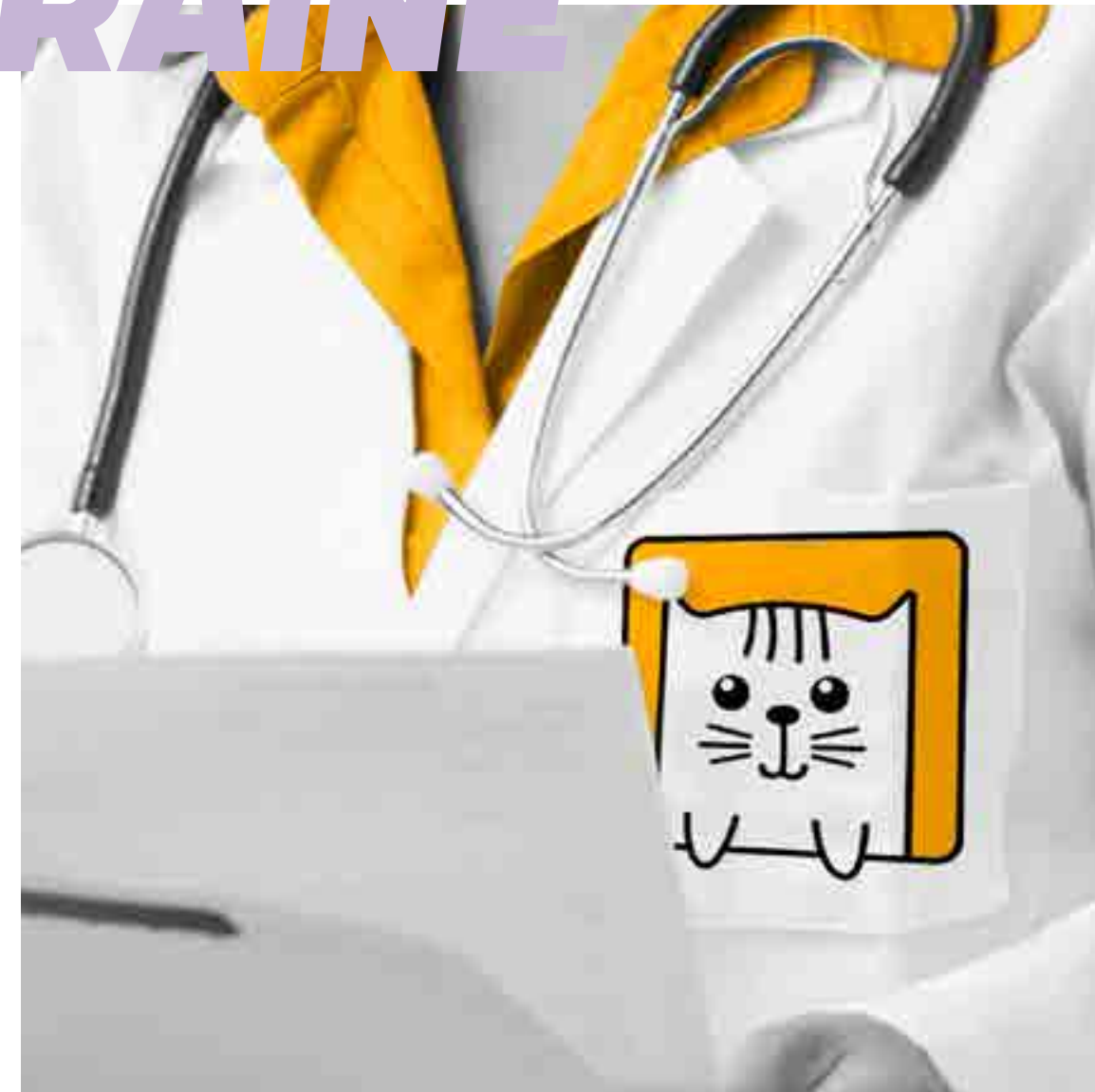
wishnia inst



wishnia site

wishnia are on

wishnia fb



MODIFIED BY IDEA



[link to the full case](#)



***WISH YOU WERE HERE***

