

MAKING YOUR COMPETITORS JEALOUS

20



23

CREATIVE
DESIGN
SYNDICATE



KLAD IS A MULTIDISCIPLINARY DESIGN
SYNDICATE THAT PROVIDES COMPREHENSIVE LONG-LASTING
SOLUTIONS FOR PEOPLE. EVERY DESIGN WE DELIVER IS
ORIGINAL, AND EVERY PROJECT IS TREATED UNIQUELY. WE
TREAT OUR CLIENTS AS LONG-TERM PARTNERS.

REMOTE, WORLDWIDE リモート、世界的に УДАЛЕННО, ПО ВСЕМУ МИРУ

EGOR ZMAZNEV

PROJECT MANAGER

EGOR@KLAD.DESIGN

DARIA KRAVCHENKO

PROJECT MANAGER

DARIA@KLAD.DESIGN

ELENA SIVAKOVA

MOTION & 3D

KSENIA LEONTEVA

UI/UX & WEB

SASHA KURILENKO

ART DIRECTION & BRANDING

THE RIGHT
GIVING YOUR
SHADES

OUR PRINCIPLES



01. ENHANCING - NOT INDULGING

We push for the solutions that we find best.
We won't nod and agree to the ideas we find weak.

02. OPEN AND TRANSPARENT

We treat clients like partners and we believe that trust and openness are core components to ensure partnership's success.

03. ONLY ORIGINAL SOLUTIONS

Every project is unique for us. We will never reuse materials or drafts from the past project to cut corners.

04. QUALITY ABOVE ALL

We strive for the best quality we can deliver.
No compromises.

MULTIDISCIPLINARY EXPERTISE IS A CORE COMPONENT OF OUR STUDIO

PRODUCT

DIGITAL

BRANDING

Industries

Web3 & Blockchain
Retail & E-commerce
Lifestyle & Well-being

Food & Beverage
Banking & Finance
Architectural Engineering

Biotech & Healthcare
Jewellery Manufacturing
Logistics & Transportation

Tools

Figma
Adobe CC
Blender

Cinema 4D
ZBrush
HTML + CSS

JavaScript
Python

PHP
Logic Pro

Data Visualisation

UI/UX

Front-end

[OPEN PROJECT](#)

MERLIN

LENGTH

28 weeks

COUNTRY

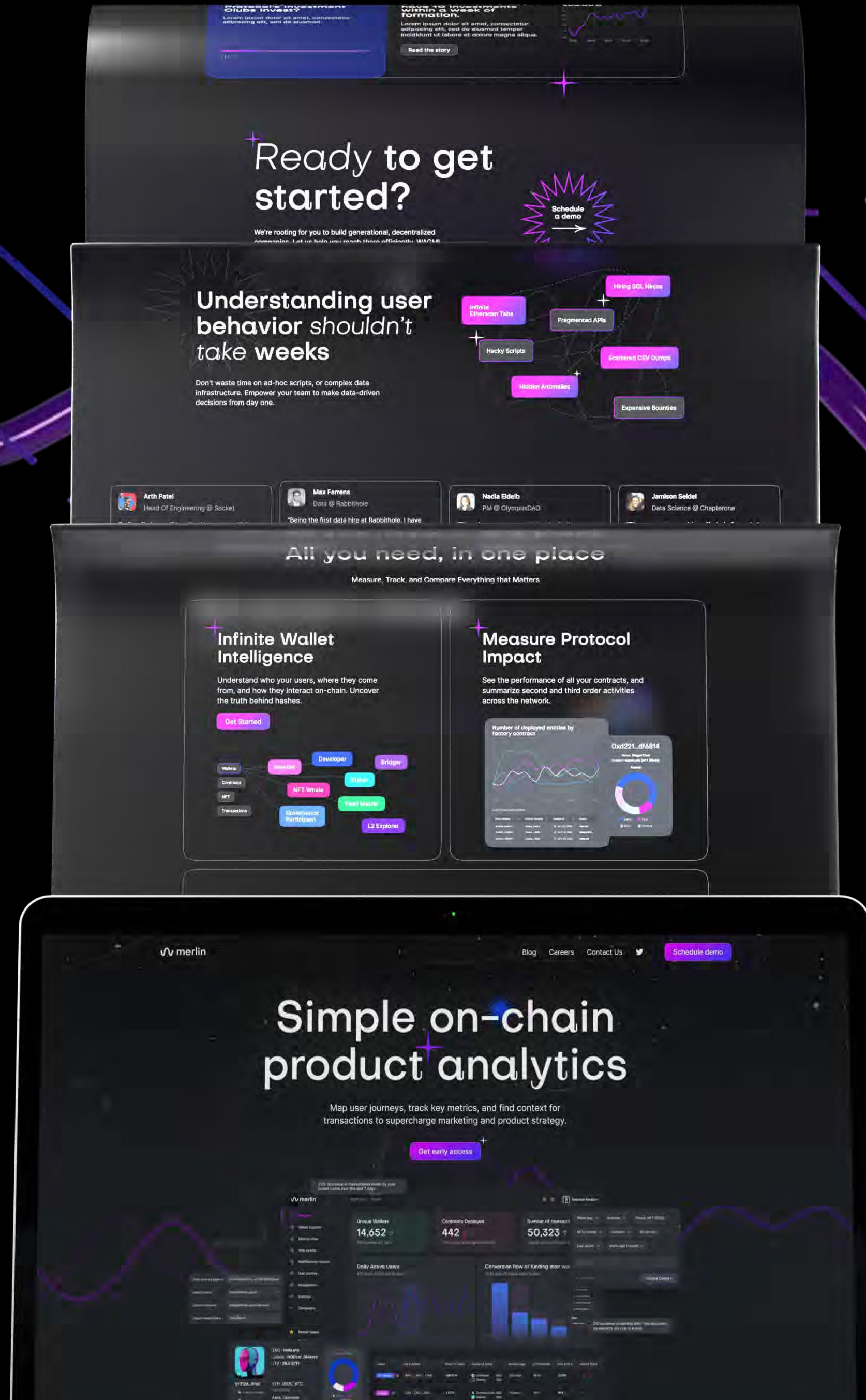
USA

INDUSTRY

Web3 & Blockchain

YEAR

2022



TASK

Preparing the company for the initial launch of a smart contract analytics web app. The client had already implemented backend but lacked, front-end and marketing materials.

SOLUTION

Created a “get early access” landing page with reusable React components, integrated Strapi blog & Vercel hosting. Designed a top-notch UI with UX mapping and iterative user feedback. Provided 6 months of front-end support and usability testing.

1SEC

TASK

Prepare the company for the initial launch in less than two months. The client didn't have any brand or design materials.

SOLUTION

Defined key positioning points further developed in naming and branding. Came up with the packaging direction and concept alongside the temporary solution just for the launch. Suggested a drop-based business model supported by a suitable web design concept.

LENGTH

6 weeks

Branding

INDUSTRY

Food & Beverage

Naming

COUNTRY

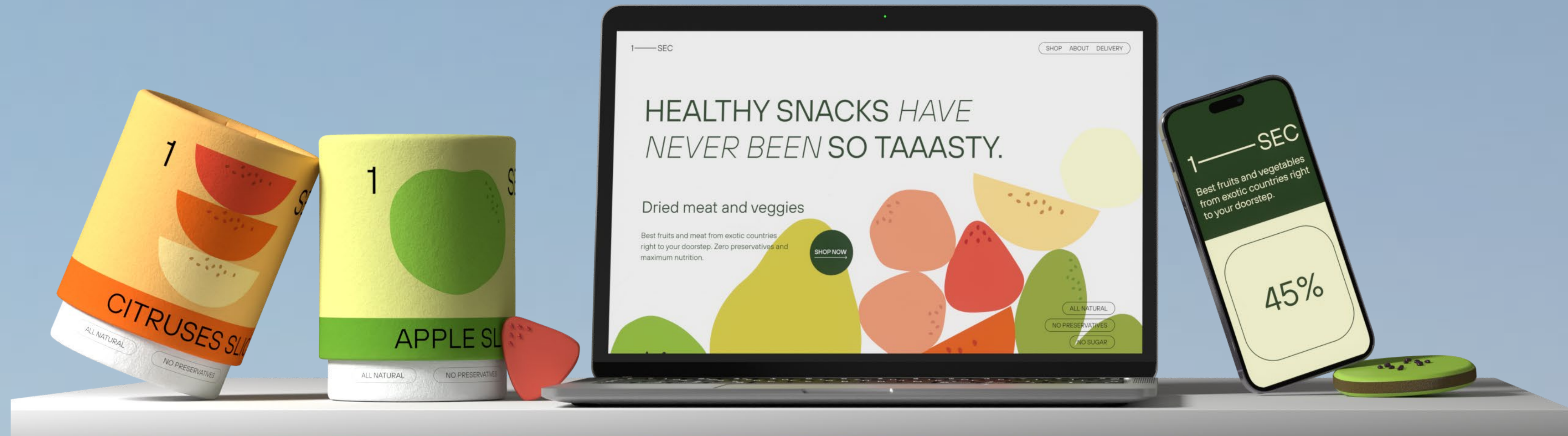
Singapore

Product

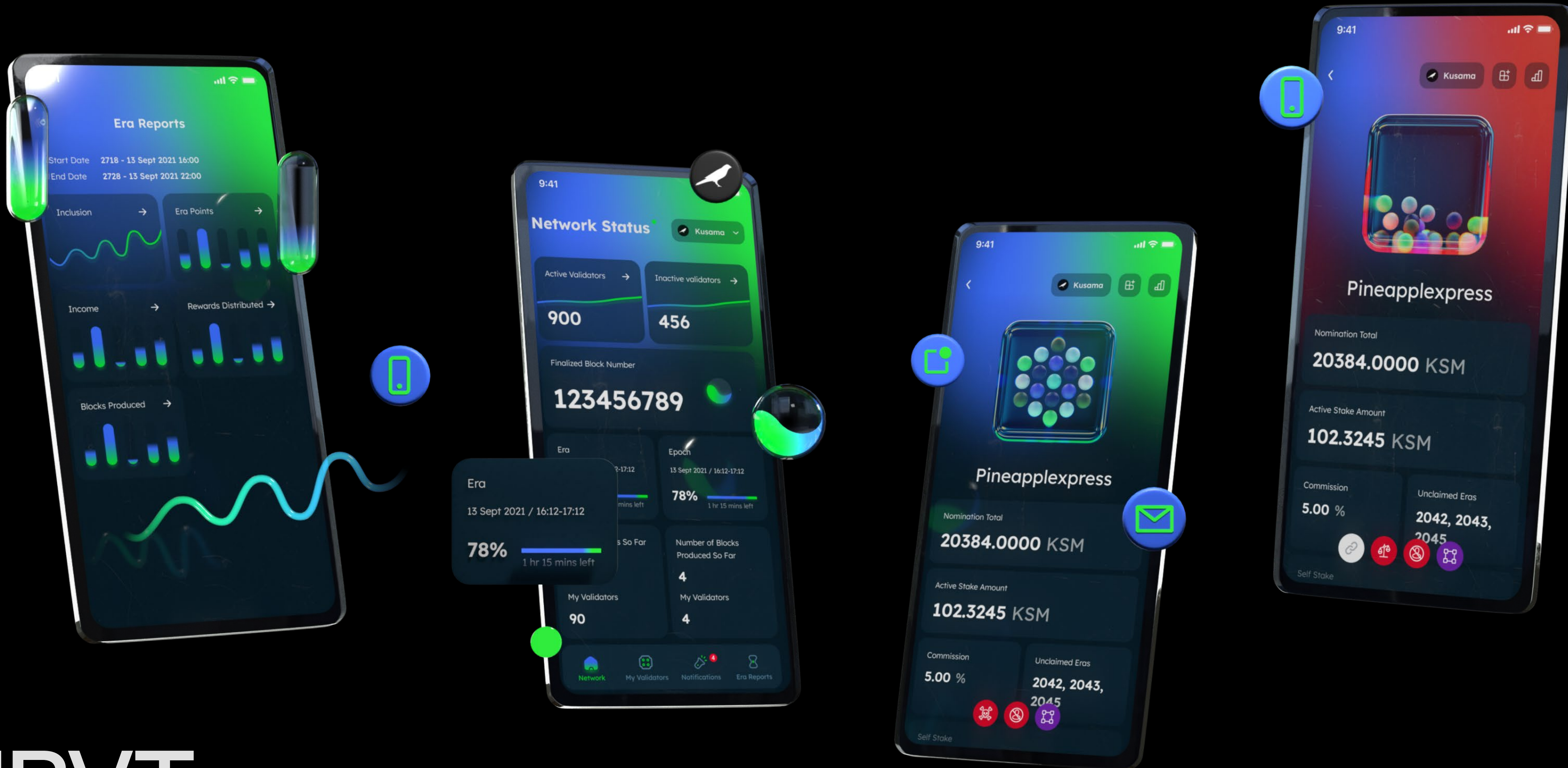
YEAR

2022

Web



OPEN PROJECT



SUBVT

TASK

The client wanted to create a visually appealing and modern design for the open-source node monitoring app for PoS validators.

SOLUTION

Prepared 3 branding concepts with UI examples. Collaborated on UX mapping for cross-platform design. Created component library with light/dark modes. Proposed and implemented 3D node model for app status and wearable version.

INDUSTRY

Web3 & Blockchain

UI/UX

COUNTRY

Turkey

Branding

LENGTH

16 weeks

YEAR

2021

OPEN PROJECT

VEEV

TASK

The company planned to create a lot of video content and asked us to prepare a brand motion library with reusable assets.

SOLUTION

Created three concepts based on the brand strategy and existing visuals. Developed a set of new brand animations that we provided as Adobe Premiere templates.

COUNTRY

USA

YEAR

2022

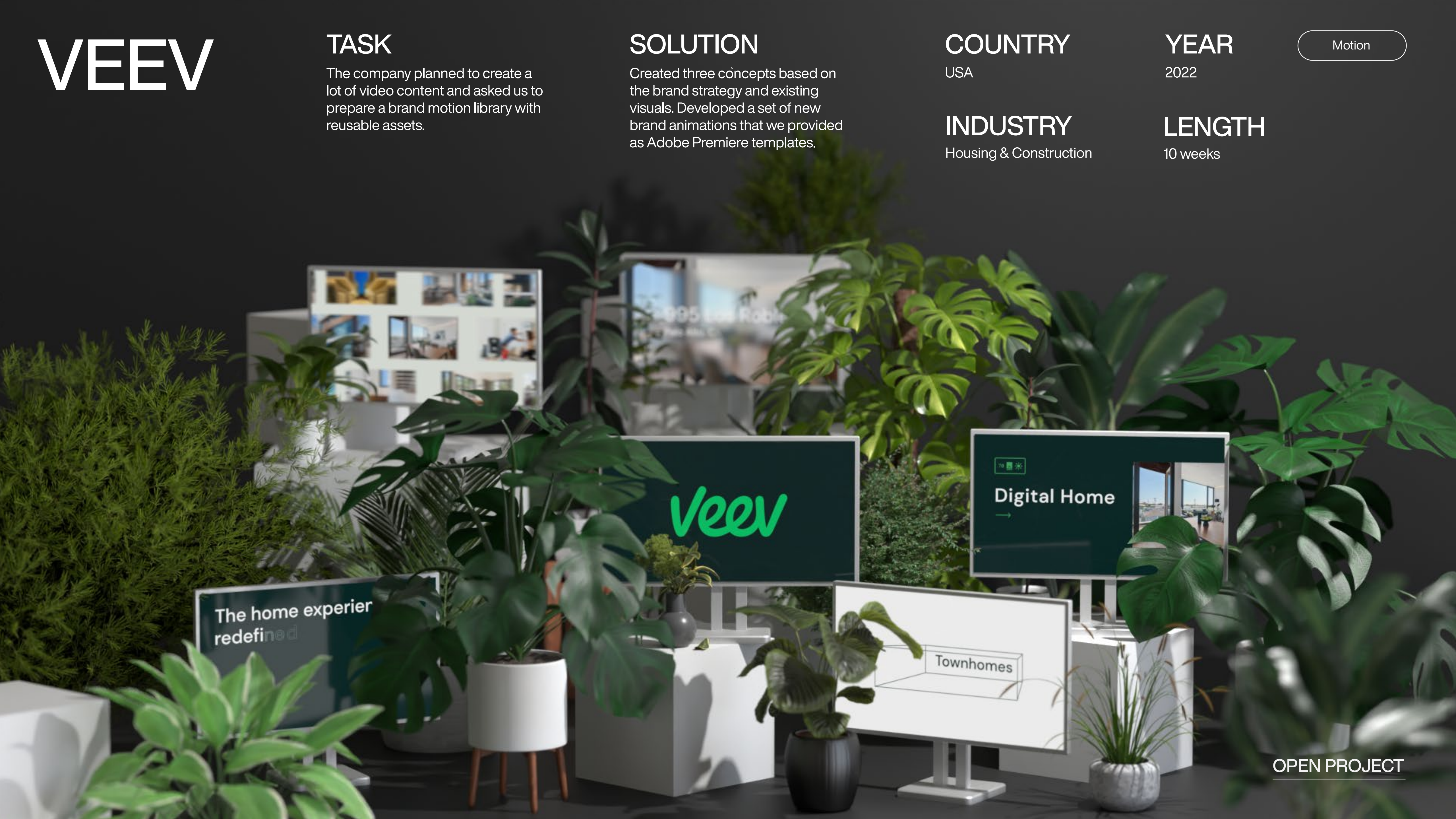
Motion

INDUSTRY

Housing & Construction

LENGTH

10 weeks



[OPEN PROJECT](#)

OMNIA

Web

Brand redesign

TASK

Company wanted to do the redesign without actual redesign as they had a lot of physical materials and interior design that has old visuals.

SOLUTION

Started website update and markup. Discovered and fixed redundant web infrastructure. Redesigned website, created new brand visuals & elements for windows decals. Developing brand starter packs for new clients as a part of the ongoing collaboration.

COUNTRY

Netherlands

LENGTH

9 weeks, ongoing

INDUSTRY

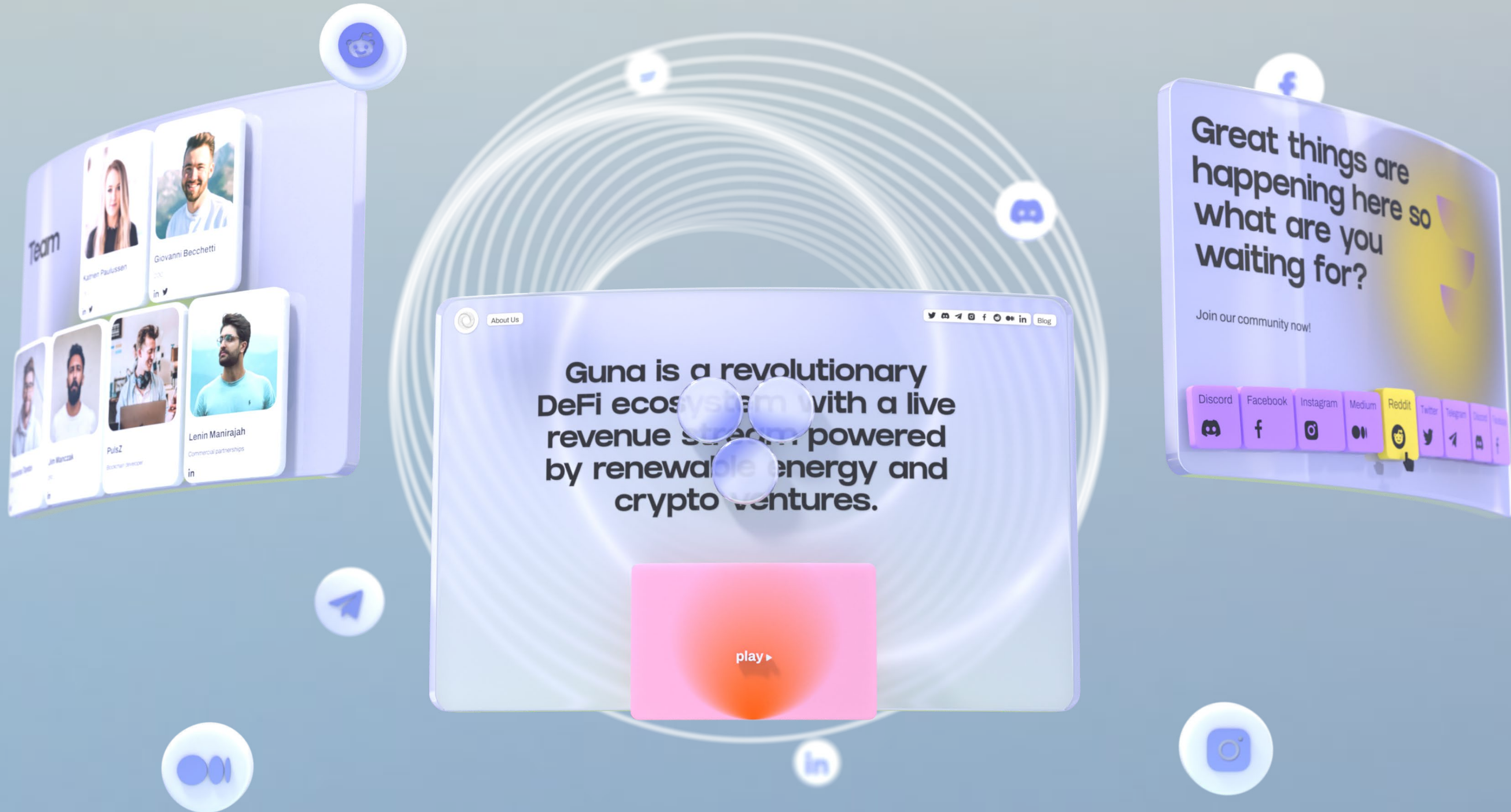
Lifestyle & Well-being

YEAR

2022



OPEN PROJECT



GUNA

TASK

Refresh the brand elements to match web3 space and make a simple yet engaging landing page focusing on the brand.

SOLUTION

While we didn't change the symbol part of the logo, we decided to update the brand's core fonts and colours. To make the landing page more engaging, we have created a 3D model of the logo that follows the mouse cursor.

LENGTH

5 weeks

Branding

INDUSTRY

Web3 & Blockchain

Web

COUNTRY

Australia

YEAR

2022

OPEN PROJECT

MIESTILO

TASK

The jewellery marketplace planned to create a new subdivision, which would be focused on design and manufacturing, yet reference the core brand.

SOLUTION

Opted for dynamic branding with a changeable central logo color/texture while keeping the brand name consistent. Each element would reference different jewelry materials and metals.

LENGTH

9 weeks

INDUSTRY

Jewellery
Manufacturing

COUNTRY

Russia

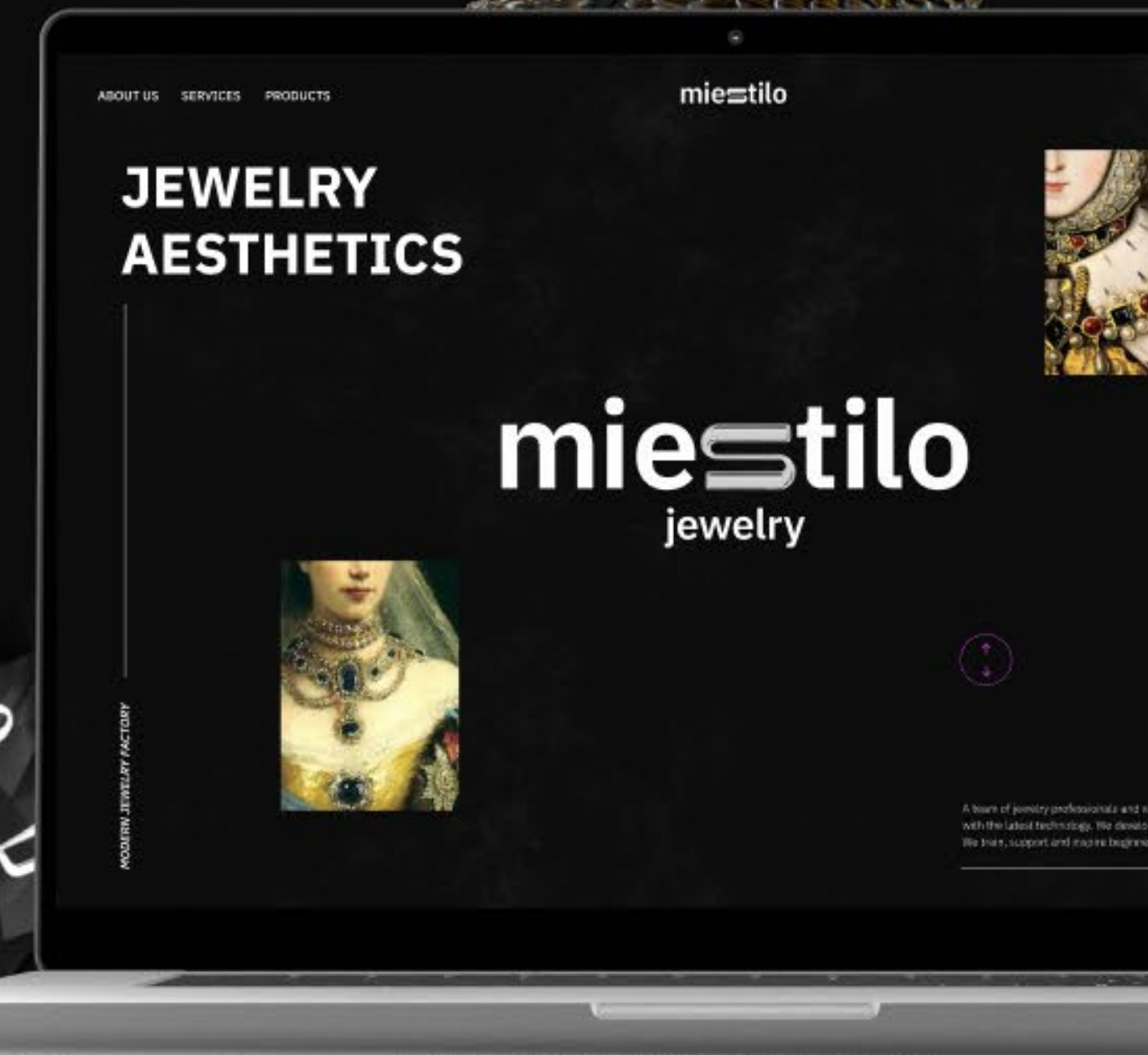
YEAR

2021

Branding

Web

3D



OPEN PROJECT

LGT

Product

Motion

3D

[OPEN PROJECT](#)

TASK

The industrial lighting company was struggling with the annual catalogue update as it took way too long to conduct all of the photoshoots and prepare marketing materials.

SOLUTION

We decided to go with the 3D modelling solution as it was reusable for catalogue production, marketing and architectural planning. Then, we created a script for rendering flagship models with swappable scenes and querying up to 5 different models simultaneously.

LENGTH

7 weeks

INDUSTRY

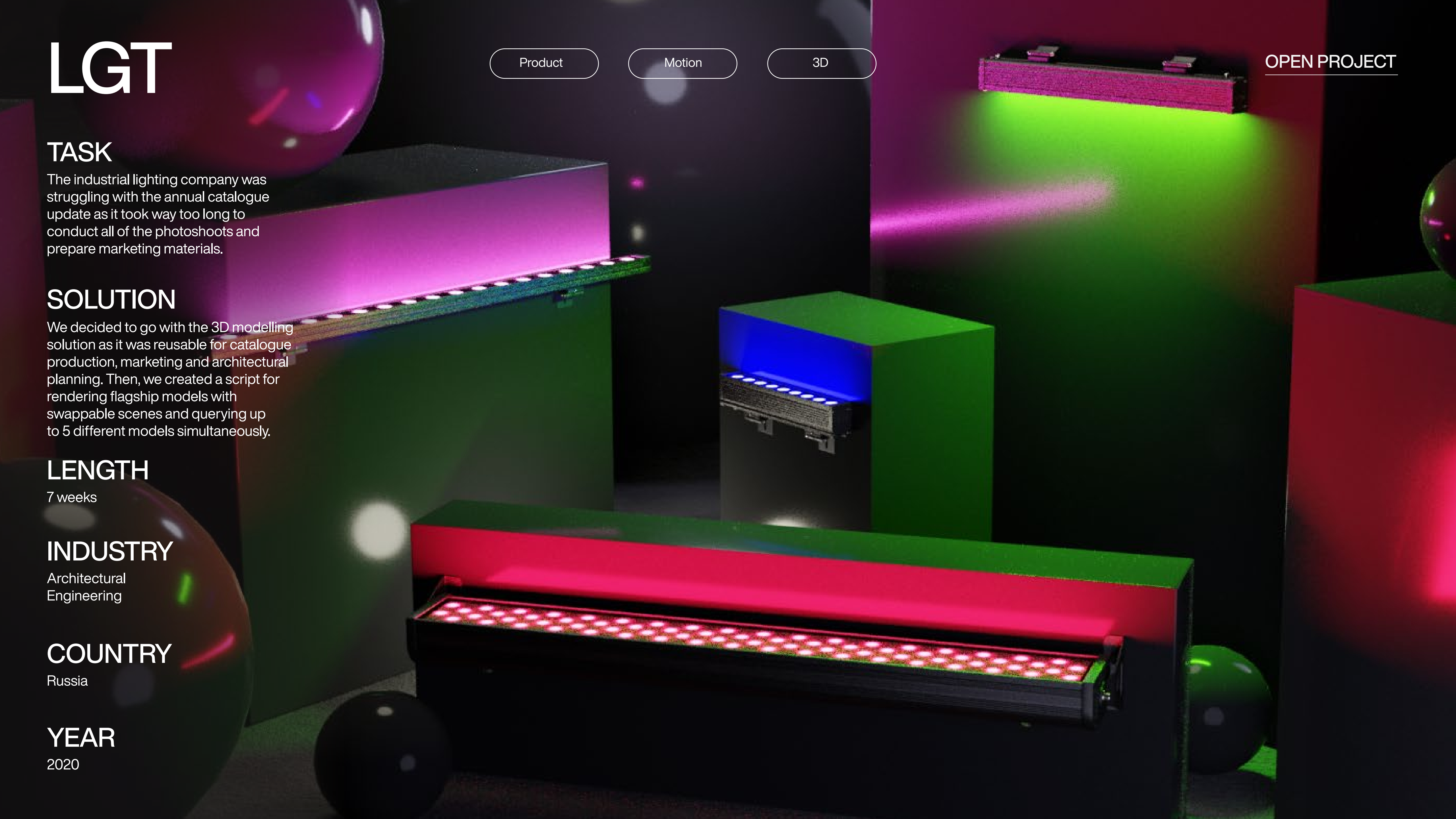
Architectural
Engineering

COUNTRY

Russia

YEAR

2020



PROJECT-BASED

Each project is quoted separately based on discovery sessions and briefing. Most weeks, we'll bill between 30 and 40 hours per person, and it's pretty rare that a project we take on is under six weeks of work.

PARTNERSHIP

Close collaboration with the internal teams. We can work as an outsourced design department or as a design support for the in-house team. Every collaboration is assigned with a personal manager that is responsible for all of the communication with our team.

60 EUR/HR

STUDIO HOURLY RATE

TYPES OF ENGAGEMENT





BOOK A QUICK DISCOVERY CALL NOW

KLAD SYNDICATE

info@klad.design

W: klad.design
BE: [@klad_design](https://www.instagram.com/klad_design)

LN: [@klad](https://www.linkedin.com/company/klad)
TG: +995 591 017 066