

Говорим по-русски!

[Govorim po russki]

Let's speak Russian!



QUANTUM
GRAPHICS
branding & design

No matter what language we speak,
important thing is that it is common for us.

Hello!

In Russian the word “Zdravstvuite” literally means “I wish health to you”. Often we do not think about the meaning of this word, but our colleagues, friends and close ones feel a bit of this “wishing all the best” message in every Russian greeting.

In Russia we sincerely greet new acquaintances like they are old good friends. So let us introduce ourselves.

Quantum Graphics was founded in 2005. Though careers of all the staff started long before that time, the year of 2005 became a milestone in terms of professional and career progress growth for all of us.

Each of us combines a number of skills and talents allowing using them effectively in order to meet the business purposes of our clients.



1. Anna Afinogenova – company founder and creative leader.
2. Alexander Zhurbenko – executive director, brand consultant
3. Svetlana Pronina – new business director.
4. Irina Polishchuk – strategy and new business overseas director
5. Irina Krucheva – art director

Team

When at work we feel ourselves at home. Our colleagues are reliable and faithful partners. Our clients get professional support at every or any stage from creative development to thorough pre-print material review.

During the last six years we have formed a unique company image and a pool of loyal clients thanks to active participation of each team member in every project.

We always offer more than it is expected, this is our specific feature and our clients can count on it.

Philosophy

Two brands are never the same like there are no two identical people. Therefore the creative approach we offer to our clients is always unique.

We work to pursue not only the short-term profit of the client but also taking into account the long-term perspective of the brand evolution.

Design and branding are the essence of our life. We have extensive experience in design industry. We never stop learning and progressing since design industry continuously evolving. We analyze trends, consumer and social preferences as well as the latest developments and technologies in packaging production. So our clients get the best solution possible today, and welcome for the new best solutions tomorrow!



Principles

We do business together with our clients while promoting their products. We find a place in the market for them, put forward the brand idea and find unique tangible forms for it. In order to ensure the above we have:

- skilled management – a team of individuals combining responsibilities of both account managers and brand advisors;
- strategic management – to find unique market niches to establish basis for brand communications;
- creative team – designers with higher education in fine arts.

Our clients are always welcome to use a number of opportunities we offer to them:

- We are dynamic and open for any client initiative.
- We progress fast always suggesting new top-level ideas.
- The solutions we offer always exceed expectations.
- We share our branding experience and design knowledge since we know how important it is for the client to understand the process details.
- We are open and flexible in pricing policy in an effort to succeed with each client – to our mutual satisfaction.



Wimm-Bill-Dann (PepsiCo)

Procter&Gamble

Unilever

United Confectioners

Rigla (Protek)

X5 Retail Group

Auchan

Khlebprom

Marven Food Central (Rollton)

Amado

Rosvodokanal

Russkart

Kira Plastinina

Campomos

Talosto

Lactalis (President)

Grain Holding

Moscow Nut Company

Russian Product

Gross

Alvisa Management

Red Line

Food Empire

FerroStroy



Unilever



Food Empire



РОСВОДОКАНАЛ
группа компаний



РИГЛА



Brand: Ground coffee Amado
Project: Package design
Client: CoffeeArt

Task:

Amado ground coffee line wanted to build their re-launch on the following insight: "in Amado we are real coffee professionals and we want this to be evident to our consumers. We will be happy to share with them a part of our deep knowledge about coffee".

Solution:

To fulfill the task, we suggested using in full packages abilities of a communication vehicle in addition to its rational functions. With the help of the package we demonstrate to consumers all basic stages of coffee production. Each of 7 SKU's bears a picture of one of the main coffee production stages: growing it up, collecting, drying, frying, etc. Big bright pictures, headlines, text blocks create the look of travel magazines, very popular amongst our target.



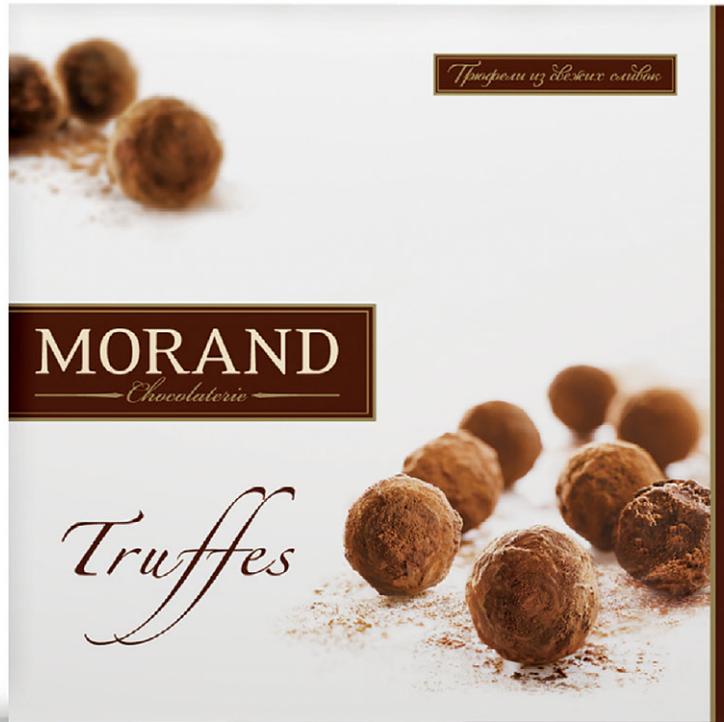
Brand: Morand Truffles
Project: Naming, package design
Client: Wimm Bill Dann (PepsiCo)

Task:

Wimm Bill Dann – one of the biggest Russian dairy products and juices manufacturers (recently acquired by PepsiCo) launched a product in a new category for the market – truffles made with fresh cream. The recipe had been created by one of the best Swiss chocolatiers. Product supposed to be sold at the cold shelves in food stores. Agency's task was to create brand with clear communication of the above advantages.

Solution:

Product is a “star” and all identity elements should emphasize its uniqueness. Thus fresh appetizing Morand truffles became the main “heroes” of minimalistic package design. The color, the font and the composition all communicate freshness and lightness of the product, European origin and premium quality.



Природа [Priroda] Nature



Brand: Agraniq (natural fertilizer)

Project: Logotype development, package design

Client: Agraniq

Task:

Development of logo and design concept for an absolutely new product which is a unique paste-like fertilizer extracted from the lake bottom in the Tver Region, Russia.

Solution:

Usage of bright contrasting colors makes the package remarkable. Logo and illustrations with plenty of green communicate product naturalness.

Brand: Sesto Senso
Project: Package design
Client: Sesto Senso

Task:

Our client Sesto Senso was entering the market with a new product for the Russian consumer: coffee pods for coffee machines ESE standard (Easy Serving Espresso). Our task was to communicate the main advantages of this product:

1. Making coffee becomes really easy and peasant with Sesto Senso
2. You always get coffee full of taste and aroma as it preserves all its qualities in the inert atmosphere since grounding until cooking.

Solution:

“With Sesto Senso you feel like a client of an Italian restaurant” – the key thesis that inspired the design process. We introduce 6 brand characters, different for each of 6 coffee tastes. They are vivid Italian waiters, each having his own appearance, mood and name. Each character’s name reveals his own personality depending on the taste: Dolce Lucia (Irish Cream), Fortunato Antonio (Espresso Classic), Felice Simona (Chocolate coffee), Allegro Giovanni (Ethiopia), Grazioso Maurizio (Natural Espresso), Simpatico Marco (coffee lungo). Taste versions are easily differentiated by bright background colours.



Горячий [Goryachiy] Hot



Brand: MacChocolate (hot chocolate)

Project: Package design for instant chocolate drink line

Client: Food Empire

Task:

To communicate the renewed product recipe, attract consumer's attention with the new tastes in product line.

Solution:

We paid much attention to new tastes introduction and tastes differentiation within the line. Extended product area with quality product photographs and colour patterns specially designed for each taste make the consumer's choice easier.

Brand: Skrabbles (colored and flavored rye biscuits for kids)

Project: Logo, package design

Client: Meridian Plus

Task:

To create identity of the new brand for kids, given the communication territory “the exceptional quick wit”.

Solution:

We created brand characters – playful boys and girls, interacting with the flavors (ketchup, cheese, pizza, hotdog, etc.) in an extravagant and witty way. The product story is told in an untypical manner, attracting our target by the bright funny pictures and playful tone of voice.



Brand: Krasnaya Liniya (hair care)

Project: Package redesign

Client: Krasnaya Liniya, Russian cosmetics in value segment

Task:

Brand package rejuvenation.

Solution:

Introduction of illustrated product descriptors made the differentiation between SKUs easier and more logical. The logo is redesigned to improve the brand name readability and to give it a more elegant and unique look. The new design is evolution of the previous one as we kept unchanged the fundamental elements of identity: package form and colour and the red ribbon.



Brand: Kubanskaya burenka (dairy products from Kuban)

Project: Package redesign

Client: Wimm-Bill-Dann (PepsiCo)

Task:

Kubanskaya burenka brand appeared in 1990. During the next 17 years package design remained the same. In 2007 the solution was taken to refresh the design, making it more up-to-date. The product line included different dairy products (total of 18 sku).

Solution:

A new look of the cow character was developed, making it nicer and more attractive to the consumer. Principles of color encoding for different product groups were introduced making navigation between products easier.



Шоколад [Shokolad] Chocolate

Brand: Russian Chocolate
Project: Package redesign

Client: United Confectioners

Task:
Package redesign, logo restyling.

Solution:
The new package design is based on the emotional brand values – nostalgia and pride of Russians for the traditional Russian chocolate quality. Especially for this project we have developed graphic illustrations with the views of old Moscow. The logo also has obtained a retro look.



Сыр [Syr] Cheese



Brand: President Master of sandwich
Project: Package redesign
Client: Lactalis

Task:
To create package design for President individually packed spread cheese.

Solution:
Appetizing pictures in the product zone illustrate product usage, transparent window lets see the real product inside. Bright color encoding differentiates cheese varieties of flavours.

Brand: Kiss (female cigarettes)
Project: Package design
Client: Donskoy Tabak

Task:
Package design for the new aroma line of female cigarettes Kiss. The design should appeal to the female audience and attract attention with the new flavours (mohito, dessert, etc).

Solution:
We created illustrations imitating painting with the use of decorative cosmetics (lipstick, eye-shadow, eye-liner). Especial brightness and attractiveness of the package is achieved with the help of printing effects such as: Pantone printing, Congreve stamping, coating with UF lacquer.



Торт [Tort] Cake

Brand: James Baker (waffle cakes)
Project: Package redesign for a line of waffle cakes (5 tastes)
Client: Khlebprohm

Task:

To meet the challenge of the growing competition in waffle cakes segment. The new bright and appetizing package design should attract the consumers' look, announce new tastes in the line and emphasize that James Baker cakes are sold in slices. The latter was considered as the important competitive advantage.

Solution:

Unlike all competitors in waffle cakes segment showing their products with the help of artificial computer illustrations we recommended making real high-quality product photographs. This let us obtain a very attractive product representation. We show several cake slices in a perspective view to communicate the product advantage. The package front is divided into two equal zones (the brand zone and the product zone), that gives to the design a laconic, noble look of a high quality product.





Brand: Softlife (hygiene products, private label of Rigla pharmacies)

Project: Logo and package design development for the products line

Client: Rigla Pharmacies

Task:

To create identity for the new hygiene brand, communicating natural softness of the products (cotton pads, toilet paper, fresh towels, etc).

Solution:

The agency has developed a design solution that can be used for all the existing and future products within the line. White background, floral graphic illustrations and dynamic logo with the dandelion as letter "l" 's head create a clear, fresh and airy impression.

Products for kids and babies have live kids drawings.

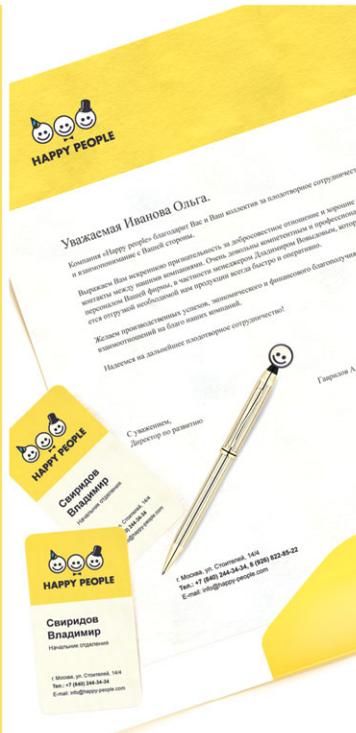
Brand: Happy People
Project: Brand Identity creation
Client: Happy People event agency

Task:

Our client is a young and bold event agency. Our task was to create a bright company image communicating the company's creativity on the one hand, and ability to work with different event formats, not limiting to childrens' holidays and corporate parties on the other.

Solution:

Series of interviews with the agency's founders revealed the main motif in their work – they are happy to bring fun to other people. This prompted to us the agency's name – Happy people. We created a triple graphic symbol consisting of 3 characters (by the number of the agency's founders): master of ceremonies, clown and a juggler. These characters may vary depending on what kind of events they represent, but there should also be three of them. The central character is always the master of ceremonies, who introduces new characters.





Brand: ToyGurt

Project: Baby food package concept
(self promotion)

Solution:

Baby food package is at the same time an educational toy. After the food is eaten, the package will continue bringing joy to the child, will help him/her to improve logic thinking abilities and fingers motility. The game principle is – “match the shape”. Baby yogurt is packed into cups of different shapes – hearts, flowers, stars, etc. The tray for the cups has corresponding hollows of the same shape. The task is to put all cups to corresponding hollows. By giving the additional educational function to the package, we make its life longer and decrease the volume of garbage. The package will be made of recyclable materials such as pressed cardboard.



Brand: 24/7 coffee

Project: Package design for Interpack exhibition

Client: Self Promotion (joint project with PDA and STI)

Task:

To create coffee package design for the Interpack 2011 Exhibition. The die-line was provided by German package manufacturer STI. The set of packages included 3 items: coffee aroma pack, dispenser for coffee-pods, paper bag to carry 3 coffee cups.

Solution:

Awakening of senses – is the main motif of the first concept. We tell a little story of the beautiful girl character with the help of an interactive hook: when the package is closed the girl is “asleep” and her eyes are closed. But as soon as you open the package, the girl “wakes up”, attracted by the wonderful coffee aroma.

The main “hero” of the dispenser for coffee pads is an «inspired» coffee cup with wings. The cup is placed around the die-cut window making play of the contents and of the form.





“Our coffee 24/7 will fill you with inspiration 24 hours 7 days a week” – the second design concept introduces amusing characters, whose thoughts, actions and words are related with coffee. The number of characters is 7, by the number of the days. Expressive hand drawing technique and minimalism in colors give a natural and simple look to the packages, make them friendly to potential consumer.

Consumer branding

Package Design

Corporate style

Photo production

Internet branding

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