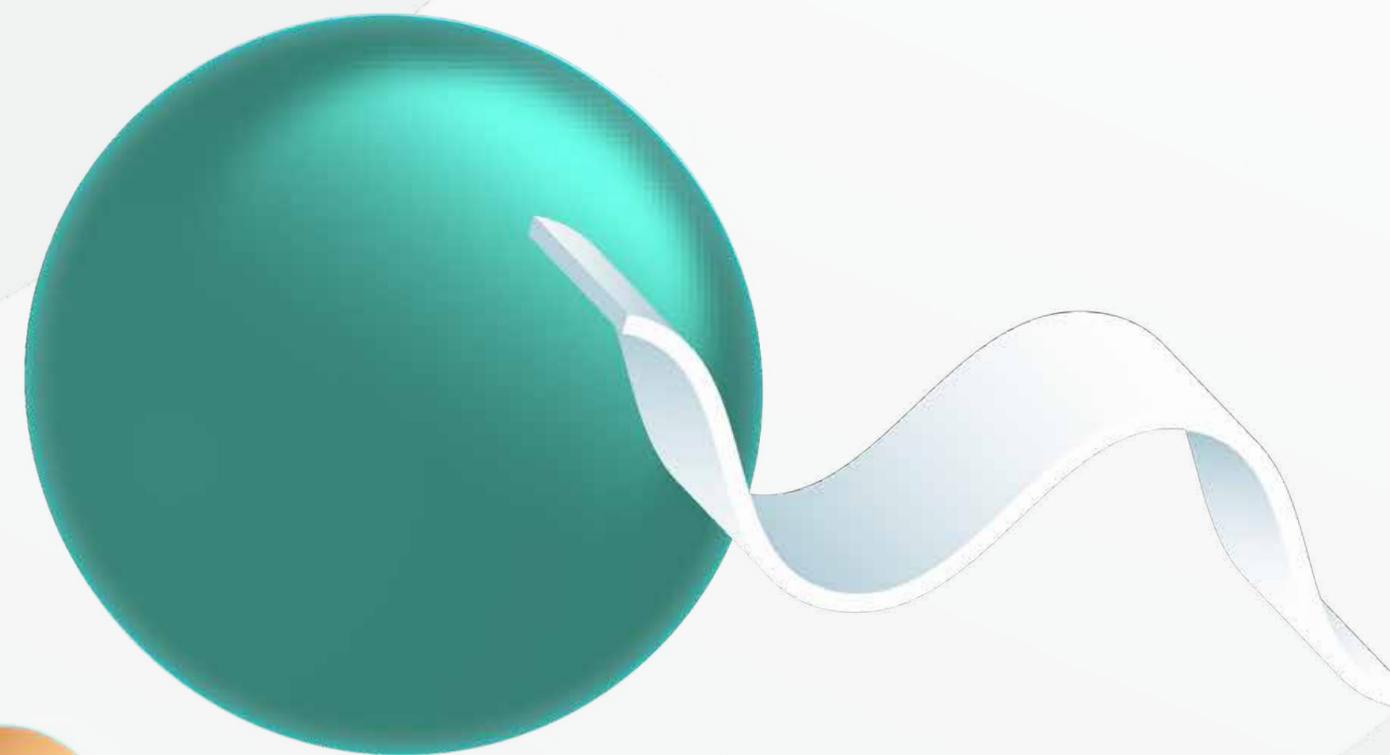




COMPANY PORTFOLIO^o



1

3D RETAIL DESIGN^o

KRONENBOURG 1664 ART STAND DESIGN DEVELOPMENT

3D RETAIL DESIGN

DESIGN REQUESTS:

- Art object and glorious design
- Luminous neon tubes
- French spirit

DESIGN IMPLEMENTATION:

This work of art was developed for PJSC Carlsberg. The display is made of luminous neon tubes to highlight the dynamics of the construction, draw attention and create impact. The bottle not only represents Carlsberg, but captures the gracefulness of Paris. The design transfers the viewer not only to the streets of Paris but captures the coziness and warmth of French coffee houses.



The display is made of luminous neon tubes to highlight the dynamics of the construction, draw attention and create impact

NIVEA BEAUTY PLATEAU

3D RETAIL DESIGN



Our mission for this design was to create creative yet constructive and complex design drawings for the pallet construction of the Nivea Beauty Plateau.



These designs needed to encompass the style and feel of the brand in a robust manner by providing a large product display. Our client wished to use easily utilized and recyclable materials for this design.

The placing of the entire line of Nivea's collection of women's products on one stand is already a difficult task. But to design a construction made of cardboard, leaving enough space on it for a large inventory, while providing a place for a tester zone that could be hidden for additional display, is a very bold task that our company has brought to life after careful design methodic. This stand needed to use thick paper, having an easy-to-assemble construction, and make use of post printing processing technologies such as selective varnish and lamination. This stand needed to be modular but have adaptive elements as well.



BUONDI COFFEE CORNER DEVELOPMENT

3D RETAIL DESIGN



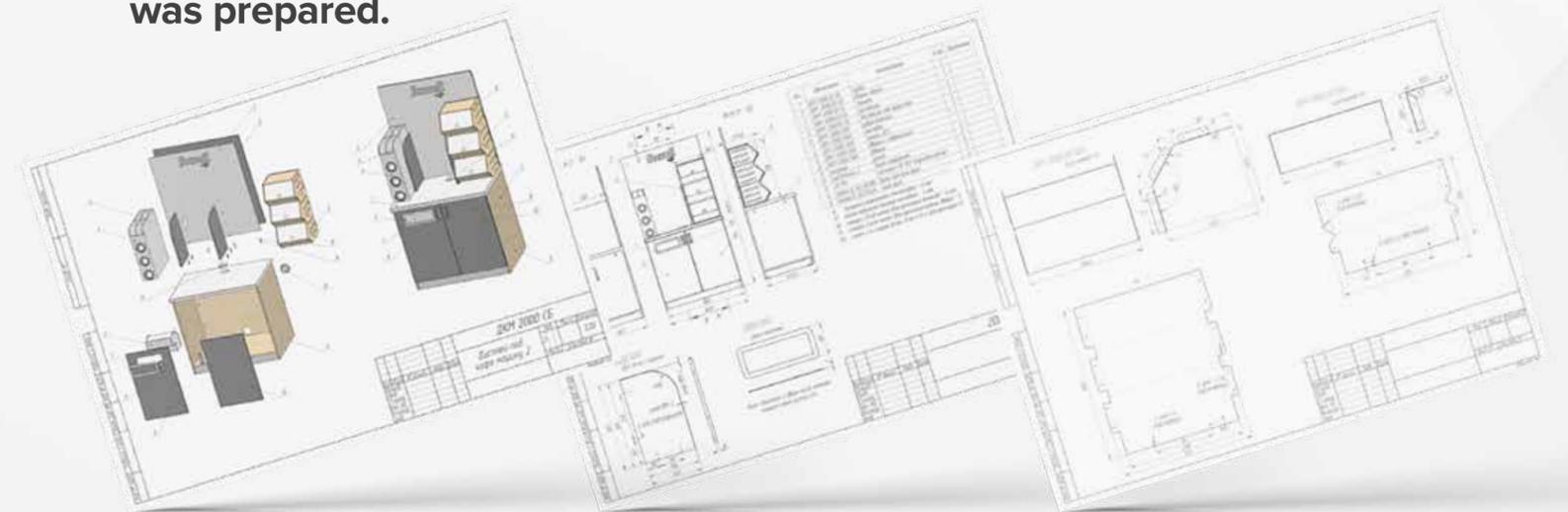
Creating a coffee corner in a real store is very demanding work that must be approached not only from the perspective of creating a beautiful design.

DESIGN REQUESTS:

- Conformity to the brand style and creation of association with modern coffee shops
- Ergonomic arrangement of the coffee machine and communication connection to water, electricity, as well as bakery products

DESIGN IMPLEMENTATION:

Creating a coffee corner in a real store is very demanding work that must be approached not only from the perspective of creating a beautiful design. It is important to calculate the ergonomics of a given place, where to put the coffee machine, how to connect it to electricity and water, the side where it would be most convenient to put a pusher mechanism with cups, where to put fresh baked goods, and the location of a waste bin along with many others. All these issues are brilliantly thought out in this project in respect to the layout of stores and gas stations, which makes it easy to install the equipment in the right place. Also, throughout this project, a complete package of engineering and technical documentation was prepared.



MILLENNIUM CHOCOLATE PALLET STRUCTURE DEVELOPMENT

3D RETAIL DESIGN

DESIGN REQUESTS:

- Robust construction with a large display of products
- Compliance with the style of the brand
- Isolation of Millennium Riviera product

DESIGN IMPLEMENTATION:

Riviera, Cote d'Azur, Festival de Cannes, is rewarding... We decided to stylize the construction of the island structure as an award that is presented at international festivals. The base is presented in the form of a truncated inverted pyramid. We added gold lettering at the corners of the base, reminiscent of a theater curtain revealing the protagonist of the festival – Millennium chocolate. The design topper is made in the form of a box of chocolates on a gold pedestal.



Riviera, Cote d'Azur,
Festival de Cannes, is
rewarding ...



PEPSI SNOWMOBILE ISLAND STAND DEVELOPMENT

3D RETAIL DESIGN



This “snowmobile” stand was designed and engineered by 360 Branding for “Pepsi” brand to increase impulse buys, and promote the product during Christmas period. This stand highlights drive and emotional part of the brand. The product is visible from all sides, and is easily accessible. The stands also use brand colors as well as LED lighting to help them stand out. Due to the slim but fairly large size, it can be easily placed in the middle of the store for maximum exposure to customers.

NESCAFE 3IN1 FLOOR DISPLAY DEVELOPMENT

3D RETAIL DESIGN

DESIGN REQUESTS:

- Robust design with a large product display
- Consistency with the style of the brand
- Highlighting the Nescafe 3in1 product

DESIGN IMPLEMENTATION:

Designing the floor display was one of the stages of the project to relaunch the entire line of Nescafe 3in1 sticks. The use of sackcloth elements, chalk drawings, and the slate board combines the design of the sticks and the display. The use of the Original red accent color maximizes the attention in the TT to such equipment.



The use of Nescafe Original's accent color red draws maximum attention in the TT to such equipment.

2

**PACKAGING &
PRINT DESIGN** ☆

COFFEE MATE PACKAGING DEVELOPMENT

PACKAGING & PRINT DESIGN

DESIGN REQUESTS:

- Strict compliance with brand stylistics, packaging guidelines and brand book
- Preparation of two types of packaging can labels and doypacks, as well as corrugated packaging for them
- Obligatory compliance with legal requirements



Compliance with technical requirements and a creative approach to packaging design is the way to a proper relaunch of any product.



DESIGN IMPLEMENTATION:

Adapting the packaging design of a well-known brand is always associated with a dilemma in the verge of new design solutions and the recognizability of the product with the past launch. It is very important to maintain this edge and not to tip the scales to one of the sides. Coordinated work of our designers and DTP specialists helped to quickly and efficiently implement this project.

ZOLEO SATELLITE COMMUNICATOR PACKAGING DESIGN ADAPTATION

PACKAGING & PRINT DESIGN

DESIGN REQUESTS:

- Consistency with ZOLEO brand identity
- Unambiguous and intuitive communication for three types of products: the device and two types of accessories for it
- Infographics to clearly explain the function and benefits of the new device



When creating the premium packaging for the innovative satellite communicator ZOLEO, we used a minimalistic approach to all the elements, using UX/UI developments on the Client's website and mobile application. This approach allowed us to place the maximum amount of information about the product, talk about its benefits and features, as well as distinguish the product from competitors.



PURINA GOURMET GOLD PACKAGING DEVELOPMENT

PACKAGING & PRINT DESIGN

DESIGN REQUESTS:

- Compliance with the brand style and Gourmet guidelines
- Packaging should communicate a promotional campaign buy 3 products and get one free, as well as, the presence of products in it four different flavors



Consistency with brand style, informativeness and correct specification for mass production of large runs



DESIGN IMPLEMENTATION:

The project was marked by the development of two types of packaging for one product, but for completely different marketing goals of the Client:

- Conducting a promotional campaign with a free gift in the form of one product;
- Systemization and optimization of the display and transportation of the four flavors of the product.

Well-coordinated work of our design department helped to promptly and qualitatively translate all Client's ideas into real packaging, taking into account the development of optimal specifications for production of large batches.

HOMKA PACKAGING DEVELOPMENT

PACKAGING & PRINT DESIGN

DESIGN REQUESTS:

- Consistency with the style of the HOMKA brand
- Unambiguous and intuitive communication of taste

DESIGN IMPLEMENTATION:

The development of packaging design is a separate, specific and complex type of communication with the consumer in terms of creativity, compliance with all technical requirements and legislative norms. An important factor in working on this kind of projects is not only distinguishing the product against competitors in the category, but also intuitive identification of flavors in the lineup, as well as compliance with all brandbook and guideline restrictions. The design in the project turned out to be stylish, laconic, bright, and most importantly exceeded all expectations of the Client.



3

**EXTERIOR & INTERIOR
BRANDING[△]**

BUONDI COFFEE CORNER DEVELOPMENT

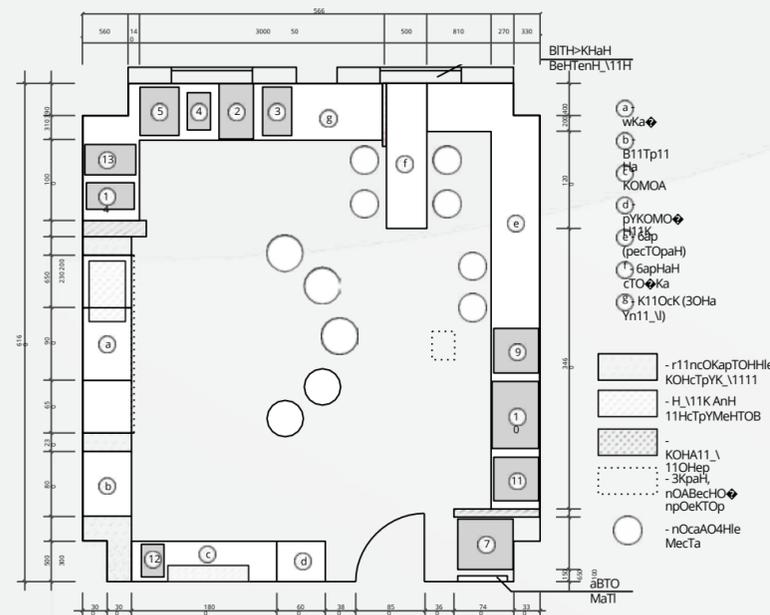
EXTERIOR & INTERIOR BRANDING

DESIGN REQUESTS:

- Compliance with the style of the Buondi and Nescafe brands
- Implementation of the project in the style and using the stylistics of “third wave” coffee houses
- Ergonomic placement of coffee equipment and branding
- Allowing connections to water, electricity, and lighting brings out the coffee machines



This project was a challenge for our creative and engineering teams.



DESIGN IMPLEMENTATION:

We have combined the following in a single design concept: three directions of the Client’s business, electrical equipment that is necessary in a coffee shop, kiosk and cafe, space for presentations for the B2B direction of Nestle Professional, two brands of coffee Nescafe and Bondi, a projector ..., providing zoning, ergonomics and functionality of the entire space of the room. Our experts have carefully planned each gear and bolt of this Showroom. Also, the complexity of the project was due to the restrictions on space, ventilation, and electrical connections in the room.

BUONDI CAFE DEVELOPMENT IN THE AIRPORT BORISPOL

EXTERIOR & INTERIOR BRANDING

DESIGN REQUESTS:

- Buondi brand style
- Implementation of the project in the style of the brand and using the approaches of third wave coffee shops, as well as the concept of drink&go
- Ergonomic placement of coffee equipment, branding, seating, lighting with a focus on the brand

A design of a well-known brand of cafe is a complicated process in terms of combining design and ergonomics



DESIGN IMPLEMENTATION:

A design of a well-known brand of cafe is a complicated process in terms of combining design and ergonomics, especially if the cafe is located in the main air gate of the country. The use of a non-standard approach in the placement of a large number of seats, non-standard forms, modern and reliable materials allowed to qualitatively implement a complex task.

NESTLE PROFESSIONAL EXHIBITION STAND DEVELOPMENT

EXTERIOR & INTERIOR BRANDING

DESIGN REQUESTS:

- Compliance with the style of the brands Nestle Professional, Nescafe and Buondi
- Ergonomic placement in all areas of the stand

We were able to harmoniously unite into a single architecture all areas of the stand required for exhibition work



DESIGN IMPLEMENTATION:

Development of the design and ergonomics of an exhibition stand with a size of 100 m² consisting of the correct zoning of the space, the development of a path for visitors to the stand, and the use of non-standard solutions in accordance with the style of the brands.

We were able to harmoniously combine not only the three brands Nestle Professional, Nescafe, Buondi, but also unite into a single architecture all areas of the stand required for exhibition work:

- reception,
- coffee machines and Nescafe coffee,
- coffee machines and Buondi coffee,
- a meeting room hidden from the eyes of visitors,
- cafe with seating,
- area for master classes.

The experience of our company in these kinds of projects allows you to correctly utilise the work of a professional team from the moment the client's need arises up to the production process.



**WEB & APP
DESIGN** 

4

ZOLEO SATELLITE COMMUNICATOR LAUNCH

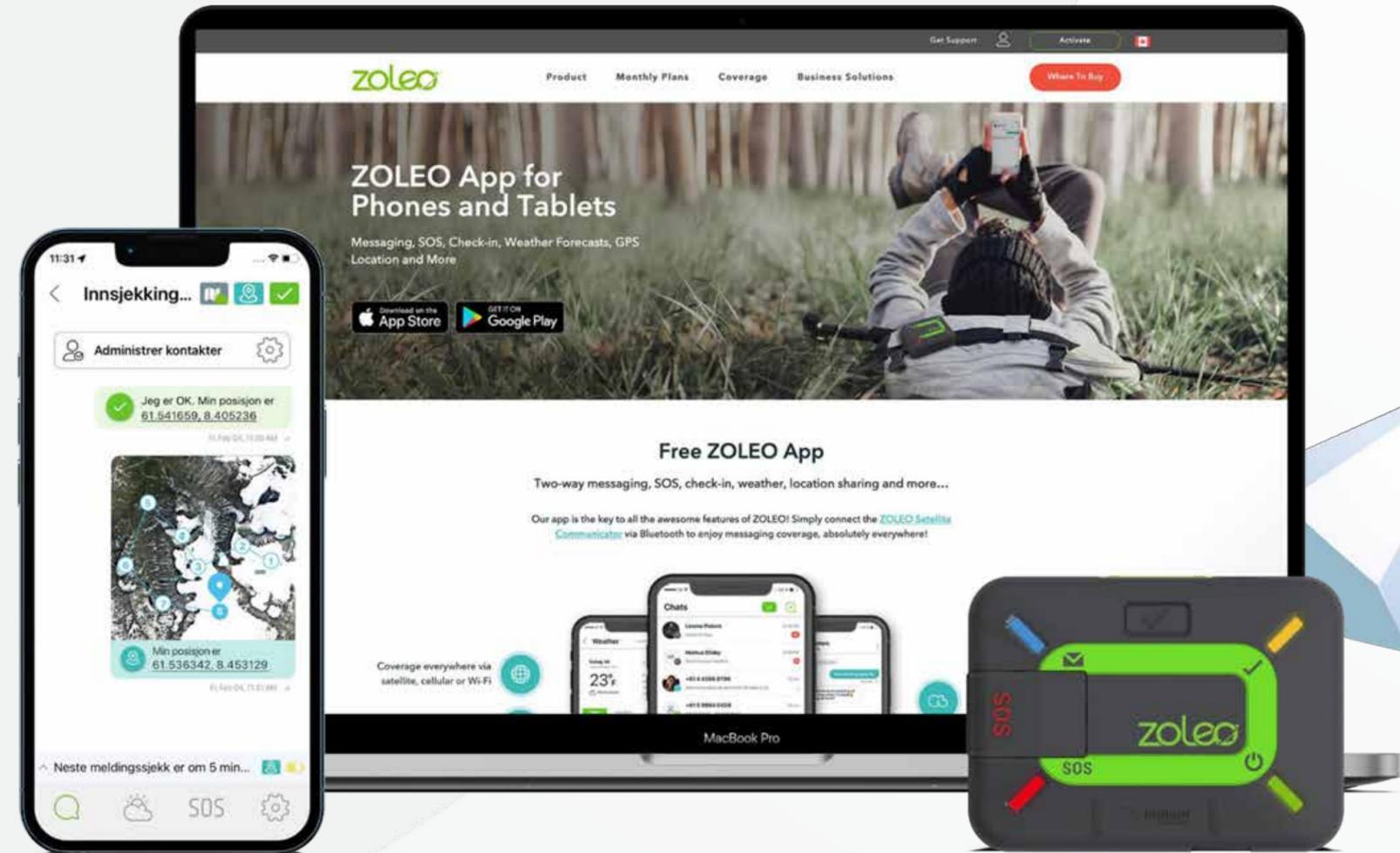
WEB & APP DESIGN

WEB DESIGN

Prior to the launch of ZOLEO's new website (www.zoleo.com), our UX and UI specialists analyzed the wireframes and made recommendations for ensuring everything was in line with the best modern practices. We helped optimize and improve the design of the artboard and the site (10+ pages).

MOBILE APP DESIGN

To ensure that the ZOLEO App mobile application resonated with the brand's target market, we designed main screens that incorporated the best modern practices and recommendations for UX and UI. We also designed a user-friendly tutorial screen and an animated splash screen (JSON).



In addition to the website and mobile app, 360 designed a number of supporting materials for the digital space.

DIGITAL ASSETS

This included the ZOLEO store page and ZOLEO product page on Amazon, 50+ visually pleasing web banners for usage on partner sites and online marketplaces, a social media brand guide, 10+ promotional videos, 10+ marketing letters for prospective users and corporate clients.



NYX MARKETPLACE LANDING PAGE DESIGN

WEB & APP DESIGN

COVERAGE: Central and Eastern Europe.

OBJECTIVES:

- Conducting a UI/UX analysis of all current content.
- Designing and developing a commerce-based website.
- Restructuring product formatting and differentiation for the best possible consumer experience.



Our team was tasked with developing an E-Commerce web design for this specialized cosmetic store.

DIGITAL ASSETS

This included the NYX store page for online marketplace and social media materials. Our UX and UI specialists create the wireframes and made design in line with the best modern practices for web commerce projects.

LOOKSAR PRO AR SERVICE DEVELOPMENT

WEB & APP DESIGN



Help your brand story reach
new dimensions with
LooksAR Pro

Our team was tasked with creating an adaptive desktop and mobile application capable of using augmented reality technology.

COVERAGE: Global.

PROJECT MILESTONES:

- Designing and developing the architecture of the application.
- Developing the application's database and personal, user capabilities.
- Developing the site's functionality to be capable of supporting the augmented reality application.

LooksAR Pro is a complex software that allows brand owners and AR software developers, reach a new level of proficiency.

Unique recognition
and tracking algorithm



Physically-Based
Rendering (PBR)



3D Object-Tracking



Customization
of Application



24/7 Technical Support



Geolocation and
Time Recognition



Content
Cloud Storage



Content
Management
System



AR SDK



Supports a wide
range
of mobile devices



CONTACTS

Website

360www.ca, 360branding.ca

Email

support@360branding.ca

Phone

+1 (289) 981 1755

Address

700 Third Line Oakville, L6L 4B1, ON, Canada



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THANK YOU!