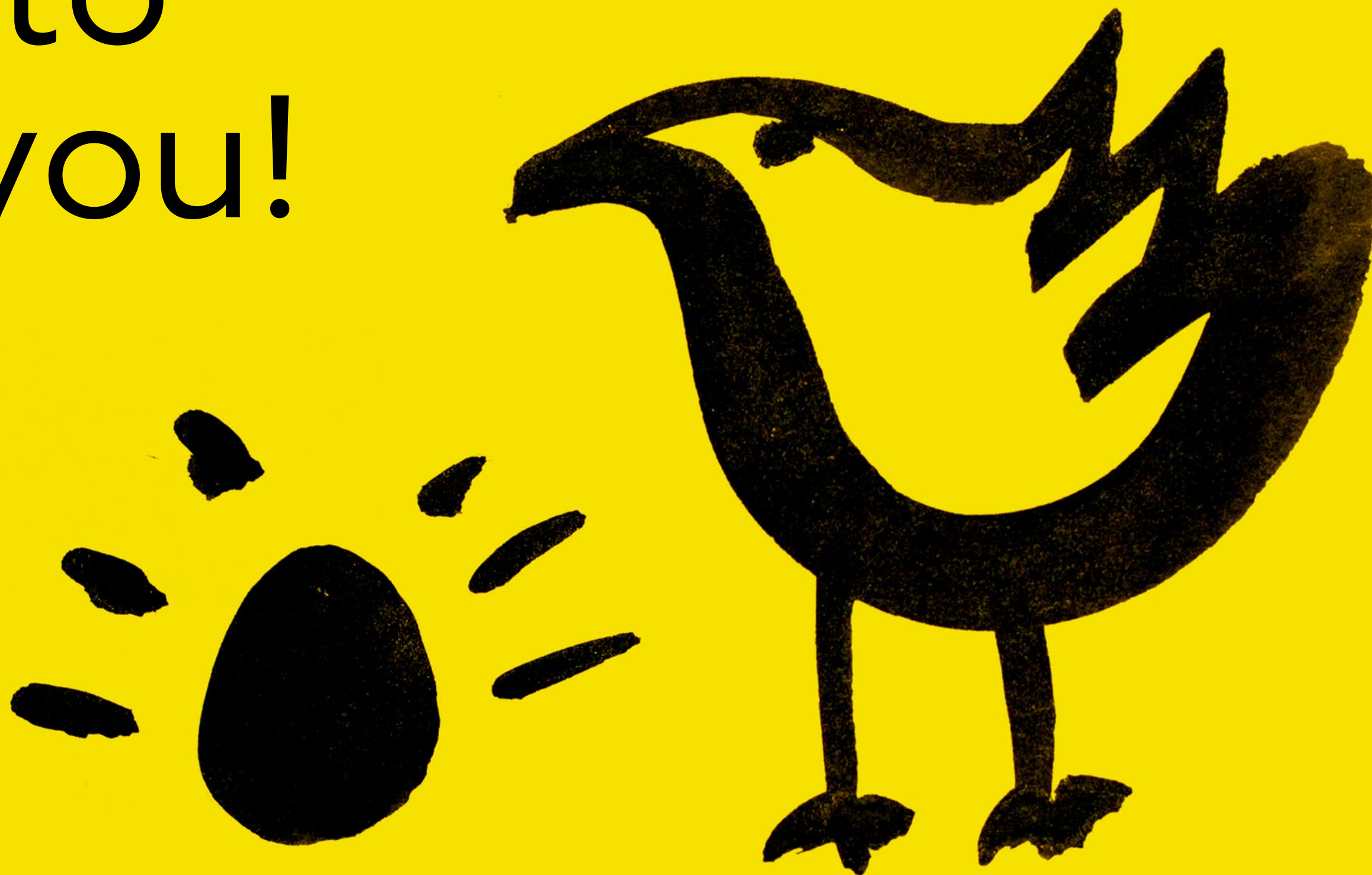


Great to meet you!

We are AVC,
branding agency
based in Minsk,
Belarus



WE CREATE EFFECTIVE BRAND COMMUNICATIONS

WE HELP OUR CLIENTS WITH BUILDING AND DEVELOPING BRANDS
OF THEIR COMPANIES, PRODUCTS AND SERVICES

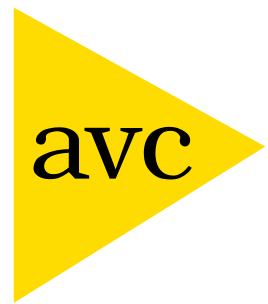
WE MAKE CLOSER BRAND AND AUDIENCE

OUR PROJECTS ARE WORKED OUT FOR RAPID AND COMFORTABLE IMPLEMENTATION

WE MAKE COMMUNICATIONS CLEAR AND COMFORTABLE FOR MODERN CONSUMER

AVC IS A BRANDING AGENCY
FOCUSED ON DESIGN AND
DEVELOPMENT OF VISUAL
STRATEGY OF THE BRAND

Our competence:



Brand
Strategy



Storytelling
Naming



Package
Design



Brand
Design



UI & UX
Design



Package Design

Case studies in FMCG
and related fields



Summerly mood in the design of the limited edition of cocktail “Danissimo”

Client: Danon

The special taste in “Danissimo – berries ice scream” is created for delight on a summer’s day. The limited edition design reflects the nature of the product: bright and rich.

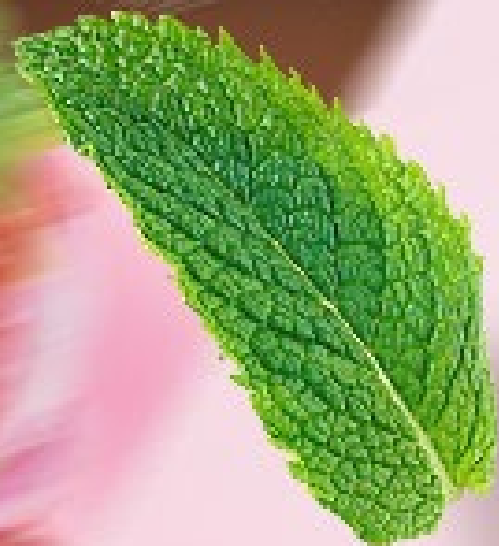
The large illustration of the cold delicacy and the light appetizing colours tempt to try the novelty and enjoy the taste. The contrast and brevity of the design make the packaging expressive and noticeable on the supermarket shelf.

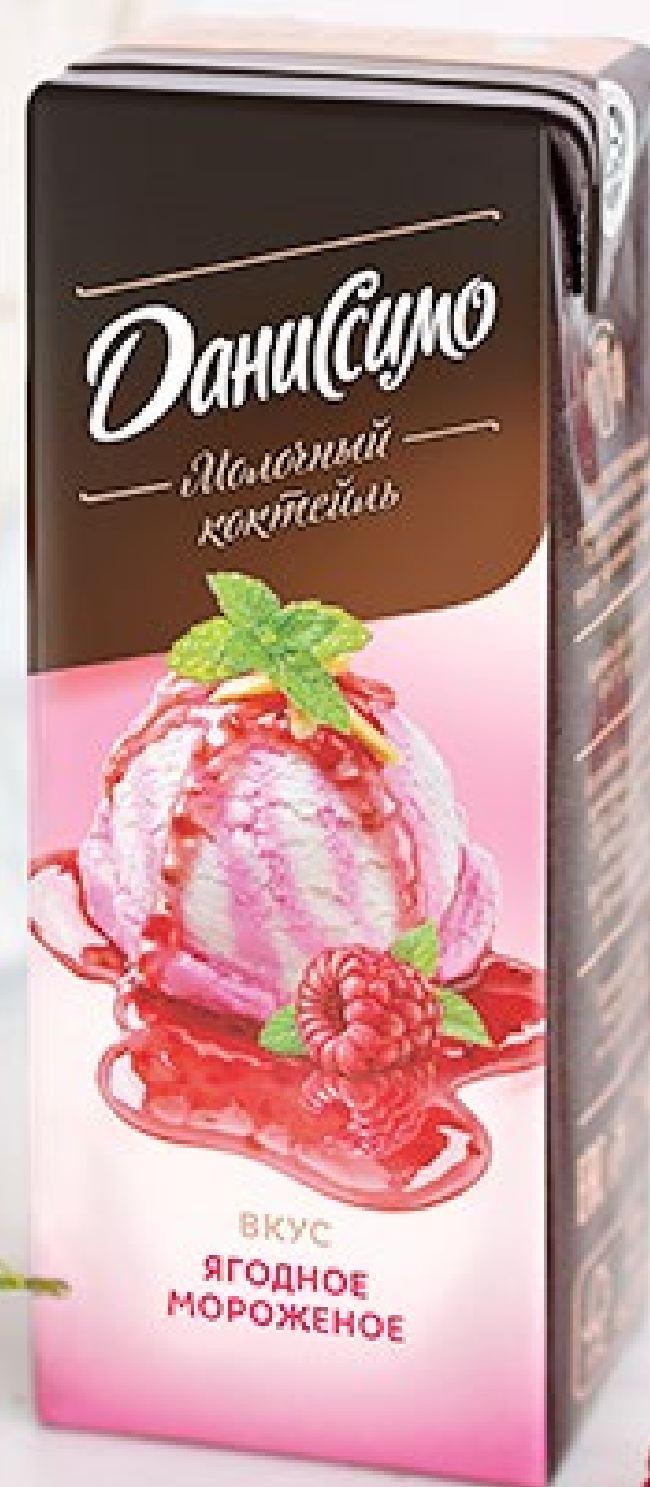
ДаниСимо

Молочный
коктейль



ВКУС
ЯГОДНОЕ
МОРОЖЕНОЕ









So different, yet together: packaging design of the limited edition milkshakes “Danissimo”

Client: Danon

For the upcoming spring season company “DanoneBel” has developed a brand new limited edition of milkshakes “Danissimo” “for him & for her” – two flavors, that were offered in duo. Packaging design describes the character and tells the exact needed emotional story.

Tasty foodzone of both packages has become a continuation of each other, adding the effect of romantic affinity. And such detail as different tubule color, underlines the respective nature of a “men” & “woman” side from the product perspective.

ДаниСимо

Моложный
коктейль

Для него

ДаниСимо

Моложный
коктейль

Для нее



ТЕМНЫЙ ШОКОЛАД
И ИМЕНА

ВКУС

Для
нее

ДаниСимо

Молочный
коктейль

Для
него

Для
нее



ВКУС
ТЕМНЫЙ ШОКОЛАД
И ИМБИРЬ

ВКУС
БЕЛЫЙ ШОКОЛАД
И МАЛИНА

И ИМБИРЬ
ТЕМНЫЙ ШОКОЛАД
ВКУС

И МАЛИНА
БЕЛЫЙ ШОКОЛАД
ВКУС

ТЕМНЫЙ ШОКОЛАД
И ИМБИРЬ

БЕЛЫЙ ШОКОЛАД
И МАЛИНА

ДаниСимо

Моложный
коктейль

Для него

ДаниСимо

Моложный
коктейль

ДаниСимо

Моложный
коктейль

Для
него

Для
нее



The mastery of latte-art in the design of coffee Barista Art packaging

Client: "Caravan" company

The "Caravan" company, whilst developing and perfecting the brand Barista, released a brand-new line of premium coffee – three author's blends from selected Arabia varieties, designed to supplement the collection of delicious impressions to the connoisseurs of coffee.

It was necessary to develop a package design that would not only attract and look aesthetically pleasing to the eye, but also reflect the new product status and a new level of quality, whilst remaining unchanged from the brand territory of passion.

The central element of the composition became an author's illustration, stylized as a model of "coffee painting" – latte art. The bright visual metaphor creates the necessary link between the drink and a work of art, through comparisons revealing the advantages and the nature of the product – like painted masterpieces, the coffee blends of Barista Art are unique, perfect as well as being created by a true master to excite and inspire.

The modern crisp design forms a noble and status image of the brand and conveniently makes the product packaging stand out on the supermarket shelf.



Barista
art



100% ARABICA
PREMIUM COLLECTION

Author's blend №1

Barista
art



100% ARABICA
PREMIUM COLLECTION

Author's blend №2

Barista
art



100% ARABICA
PREMIUM COLLECTION

Author's blend №3

Barista

art



LECTION
Author's blend №2

100% ARABICA
PREMIUM COLLECTION
Author's blend №3

100% ARABICA
PREMIUM COLLECTION
Author's blend №1

100% ARABICA
PREMIUM COLLECTION
Author's blend

Barista
art

Barista
art

Barista
art

Barista
art

100% ARABICA
PREMIUM COLLECTION
Author's blend №3

100% ARABICA
PREMIUM COLLECTION
Author's blend





Barista

Barista
art



100% ARABICA
PREMIUM COLLECTION

Author's blend N°1

Barista

Barista
art



100% ARABICA
PREMIUM COLLECTION

Author's blend N°2

Barista

Barista
art



100% ARABICA
PREMIUM COLLECTION

Author's blend N°3



Barista
art



100% ARABICA
PREMIUM COLLECTION

Author's blend №3



Barista Special Edition. Coffee-gift

Client: "Caravan" company

The territory of the Barista brand is the territory of sensuality and love. A minimalistic solution, black color, red tape and the message "Wake Up & Be Passionate" emphasize and reinforce the sensual image of the brand.

A special series of Barista — a gift for the fans of the brand and all coffee lovers.





Barista^{MIO}

100% ARABICA
GROUND COFFEE

WAKE UP & BE PASSIONATE

Barista^{MIO}

100% ARABICA
GROUND COFFEE

WAKE UP & BE PASSIONATE



TOP Barista — a professional approach to coffee

Client: "Caravan" company

Comprehensive design solution for the two freshly roasted coffee products: "TOP Barista" and "TOP Barista MONO" that were produced at the "Coffe Academy" barista school specially for HORECA segment.

"TOP Barista" consists of six products, each with its own unique taste and ingredients. All of them were produced according to HORECA market demands.

"TOP Barista MONO" — meets the latest market tendencies. Three coffee mono-grades from Brazil, Ethiopia, Columbia for those who understand the subtleties of taste.

TOP
Barista

COFFEE ROASTERS

selectione
100% ARABICA

Elegant flavor
of fresh tropical fruit,
medium sweetness
and citrus acidity.
Soft long lasting aftertaste

CREATED SPECIALLY
FOR COFFEE MACHINES

grande
100% ARABICA

Delicate flavor with notes
of chocolate sweetness
and red grapes acidity.
Smooth pleasant texture
and long aftertaste

CREATED SPECIALLY
FOR COFFEE MACHINES

TOP

Barista

COFFEE ROASTERS

Brazil
MONO
ARABICA

A balanced, silky textured cup
with low acidity.
You can find caramel, cocoa
and roasted nuts in flavor.
Medium sweetness
and long aftertaste

EXCEPTIONAL
PRODUCT



Nostalgia spirit in the updated label of the beer “Zhigulevskoe”

Client: Heineken

The redesigned label of “Zhigulevskoe” is designed to brighten the brand on the supermarket shelf and to update the look of the product. At the same time, it was important to save the recognition and character of the brand beloved by many. The style-forming constants were rethought – the corporate yellow background as well as the logo on the blue dice. The colours have turned brighter, which sharpened the contrast. This added the necessary boldness to the packaging. Moreover, the diagonal position of the logo acts as a special effect to make the logo more noticeable. The heraldic elements, which are not quite relevant to the spirit of the times, were replaced with an engraving depicting Minsk in the 70s. Together with the stained-glass font, it supports the necessary nostalgic mood. The reference to Minsk and the translation of the label into the Belarusian language emphasize the Belarusian origin of the product, which for many customers is a sign of quality.



Мінск





МІНСК

Мядзельскае



"Hatni": a new image of the true Belarusian kvass

Client: Heineken

This kvass, created according to the original recipe from natural ingredients. In its communications, the brand shares the main values of Belarusians: family, home, friendship, traditions. The idea of the brand: "People's recipe for family happiness."

The agency's task is to refresh the design in such a way that it matches the long-term communication platform of the brand, and also offer a new composite and color label solution, taking into account the appearance of a new grade in the lineup.

The solution: we "turned" the paper scroll and visually enlarged the label space to highlight the logo block, to make it more expressive. Added familiar brand-characters and thanks to multi-design the consumer has the opportunity to choose his favorite character.





2015



2017









Zlatý Bažant Radler

Client: Heineken

In the design it was important, on the one hand, to maintain continuity to existing products in the line of radlers, on the other - to create a bright novelty in the segment. As a result, a juicy and bright birmix from Zlatý Bažant turned out to be the main taste of this summer.







Evolution of beer design “Bobrov”

Client: Heineken

“Bobrov” is a brand of Heineken, which is included in the top-5 beer brands of Belarus. In 2015, after the redesign, problems were found: the product was lost on the shelves, changes in the color and compositional labeling solutions were necessary.

The task of AVC was to eliminate the inaccuracies of the previous version of the design, doing this in the most consistent way, so as not to confuse the consumer with frequent changes of design.

The work was carried out in two directions: design and optimization of printing technology.

The first direction included updating the color solution, working with the composition of labels, balancing scales and details of all design elements. Thanks to this “inconspicuous” restyling the design of labels “Bobrov” became expressive and bright.

The second direction included the development of technological “tricks”, the preparation of working files, the control of test prints and the beginning of circulation. The result is effectively printed labels, obtained due to the competent preparation of files for different printing methods, work with the use of transparency on a metallized basis, white and special colors.

Within the framework of restyling, the line has expanded — the launch of the novelty “Bobrov № 5” is a light beer with an alcohol content of at least 5%, distinguished by its bright, rich taste and memorable name. “Bobrov № 5” has made in a new color for the brand.



2015



2017











Taste of carefree summer

Client: Minsk Sparkling Wines Factory

MixBerry – an easy wine cocktail with a variety of fruit and berry flavors for girls who feel comfortable in the modern rhythm of life, who open to everything new, strive to be in the “trend”. The playful and easy character product. A cork with an open muse, color solution, a handwritten plastic font in the title, tactile illustrations and charming bubbles – all elements are charged for the summer mood and warm emotions.





Mix Berry
Wine cocktail
...Peach...



Mix Berry
Wine cocktail
...Cherry...



Wine cocktail
MixBerry
... Cherry

Wine cocktail
MixBerry
... Peach ...



Fresco Bellissimo – all layers of taste

Client: «Morozprodukt» company

Fresco Bellissimo – premium segment line of ice cream with a natural fillers. Italian name sets up the product character and visual solution for packaging. Key design feature — focus on the product. Food zone has been implemented with the help of appetizing illustrations, where we've managed to show all the layers & textures of the elegant dainty.







“Chitorio”: special pleasure

Client: Confectionery factory “Slodych”

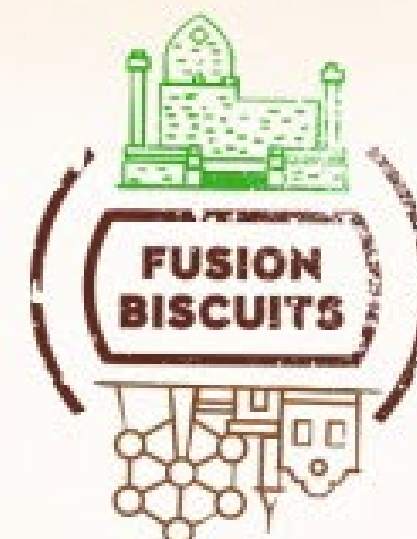
Concept of a new trademark: world fusion – the brand new cookies collection, where confectionery traditions from all over the world get together. Name “Chitorio” comes from Italian “chicche de laboratorio” – dainty’s laboratory. The place where ingredients in a magic way were mixed together and as a result, they’ve become delicious cookies. The idea of combining two tastes continues in a visual image. On the packaging front side, we’ve placed appetizing food zone, which on the shelf creates a united and effective image. Freely, plastic logo like if it was sprinkled with flour, speaks about the breadth of possibilities and naturalness recipes. On the backside – witty story reveals us flavor features of each kind of cookies and attracts the attention of those who is in search for new delicious discoveries.



ЯБЛОКО — КОРИЦА
ПОЛЬША — ШРИ-ЛАНКА



КОКОС — АПЕЛЬСИН
МАЛЬДИВЫ — ИСПАНИЯ



ШОКОЛАД — ФИСТАШКИ
ИРАН — БЕЛЬГИЯ





«Snow crab» — the taste of a real crab

Client: ««Santa Bremor» company

Snow crab is a Santa Bremor's product, premium quality surimi with the taste of a real crab. Packaging design has become obsolete so it was about the right time for the packaging redesign.

At the core of design concept — minimalism and bright visual method. Image of a crab claw brings transparent association, helping consumers easily identify product and thus creating more emotional, “alive” brand image.

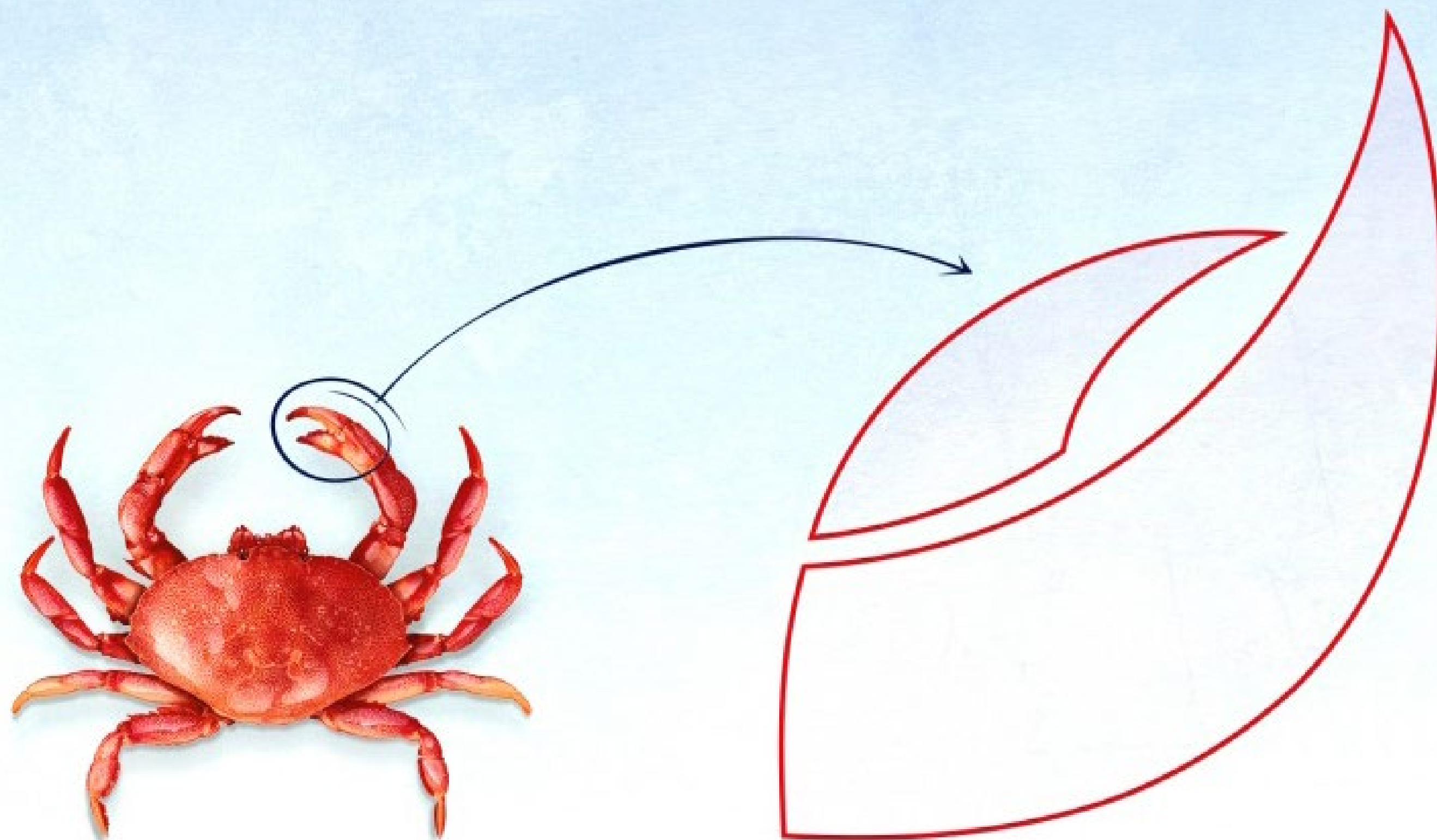
White color of package underlines product name and adds to premium nature of the product. Pictograms are strengthen product communications, focusing on flavor qualities and recipe.





БЫЛО

СТАЛО





«Vitaplant». Herbal Tea

Client: «Valeant» company

The main insights of target audience were taken as a starting point of the creative concept: modern women, who live in cities. They care of health, appreciate beauty and romance.

These women really like to feel safe and get a gentle care for their health.

We created plenty of original flower illustrations according to the composition of each tea of «VitaPlant» trade mark







Вита Плант – это уникальные рецепты ароматных травяных чаев, основанных на традициях средиземноморской культуры и многовековом опыте европейских травников.

15 натуральных рецептов

С трепетной заботой о Вашем здоровье



- ✓ Коллекция травяного чая Vita Plant отличается приятным вкусом и нежным ароматом.
- ✓ Изготавливается из натуральных трав, выращенных в экологически чистых районах Франции без использования удобрений.
- ✓ Не содержит искусственных ароматизаторов, красителей и консервантов.



СТР № RU.77.99.11.053.E.038880.09.11 от 21.09.2011
СТР № RU.77.99.11.053.E.038873.09.11 от 21.09.2011





JOY. Pleasure of choice

Client: Coca-Cola HBC Belarus

The starting point for a new design was the concept of "pleasure of choice available to everyone. New package design of JOY associated with fruit stalls at the market where each consumer can choose the most qualitative and effective goods at affordable price.



JOY®

нектар
апельсиновый

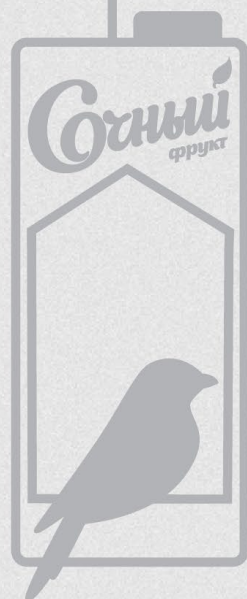
JOY®

нектар
мультифруктовый

JOY

нектар
яблочный





"SOCHNY" SPECIAL EDITION

"Sochny frukt" is the flagship brand in the portfolio of the company Oasis. The new special edition packaging has a logical development of creative brand platform "In the house where love lives".

The idea was "To make a bird feeder together".

Box of juice turns into a bird feeder after simple manipulations. The packaging posted step by step instructions on how to create bird feeders and advice on choosing the right food for birds.

"Sochny" proposes to share the warmth of home with those to whom it's so necessary.

branding agency
www.a-v-c.by

avc

ЗАБОТЛИВЫЙ
Оранжевый
Фрукт

ДЕЛАЕМ
КОРМУШКУ ВМЕСТЕ

1
ВЫПЕЙТЕ
СОК ДО
ПОСЛЕДНЕЙ
КАПЛИ

3
ПРИКРЕПИТЕ
ВЕРЕВКУ
И ПОЛОЖИТЕ
КОРМ

2
ВЫРЕЖЬТЕ
УКАЗАННЫЕ
НА КОРОБКЕ
ОТВЕРСТИЯ

4
РАЗВЕШИВАЙТЕ
В ДОСТУПНЫХ
МЕСТАХ

ПЕЧУНИНОВ ОУИПОВИЧ
ОСВЕЩЕННАЯ ПУСТОТЫ
И АСЕТТИВЕСКА ПУСТОТЫ

ВЫПОЛНИТЕ В НАПРАВЛЕНИИ
УКАЗАННОГО СТРЕЛКИ

ПРИКРЕПИТЕ К ВЕРХНЕЙ ЧАСТИ

КОРМУШКИ

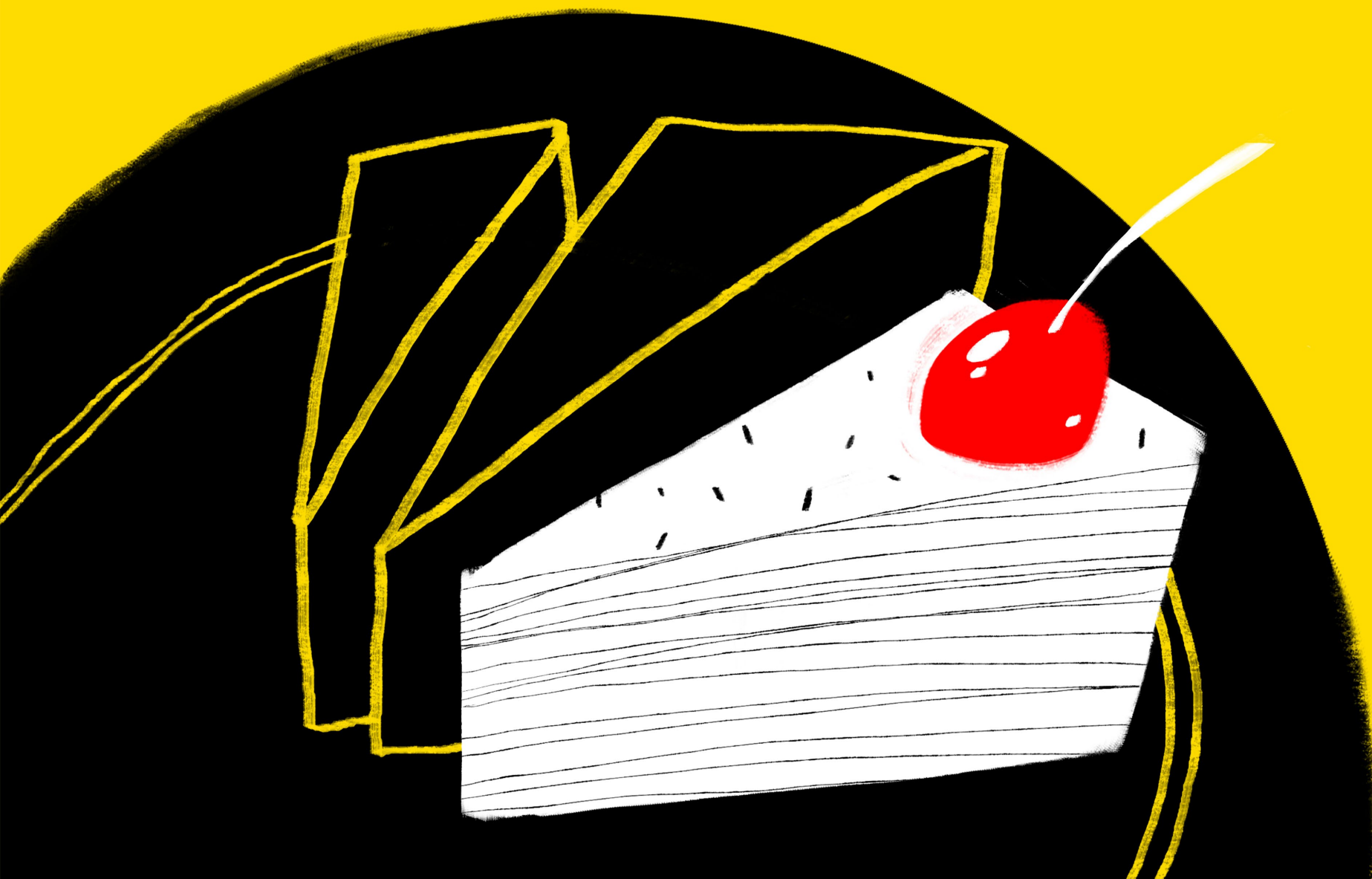
ПРИКРЕПИТЕ К ВЕРХНЕЙ ЧАСТИ

КОРМУШКИ

Foodstyle

Accumulated experience and a large number of implemented projects led to the creation of separate service style products in visual branding.

Meet the works of
AVC Food-style team.





























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