Design basic components of corporate identity and promotional materials

Our goal - is realizing the business specifics, after analysis, create materials which fully meet the objectives of the client.
Works

- Logo, colors, fonts
- Presentation templates
- Corporate documentation, forms, envelopes, folders
- Handouts, souvenirs
- Presentation brochure
- Presentation video
Our team

For all project, we form a group of experts

- Managers
- Creative design
- Technical design
- DTP engineer
- Analytic
- Copywriter

Art director
Account manager
Technical designer
Creative designer
Copywriter
Analytic
Our works

It's not just beautiful graphics and a good marketing tool that brings profit to the client.
Corporate identity
for
Juscutum

www.juscutum.com
Corporate identity for the Ukrainian Association of Internet advertising
Logo and icon for ETOV
www.etov.ua
Corporate identity and design for IDCEE
Logo and design for Zakaz.ua

www.zakaz.ua
Outdoor advertising for Zakaz.ua

www.zakaz.ua
Logo for REL investments group

www.relinvestmentsgroup.com
Logo for Ukrainian Agribusiness Club

www.ucab.ua
Corporate identity for Ukrainian council of lawyers

www.rada-advokativ.com.ua
Logo and design for Startup Crash Test

www.sctest.org
Corporate identity and design for Concept

www.iecc.com.ua
Corporate identity and design for NivkiCity

www.nivkicity.kiev.ua
Outdoor advertising for NivkiCity

www.nivkicity.kiev.ua
Corporate identity and design for Citrus Fresh
Naming and branding for DEPOT

www.ddgroup.com.ua
Branding and design for Kotsyubynsky

www.kotsyubynsky.com.ua
Promo materials for Kotsyubynsky

www.kotsyubynsky.com.ua
Naming and branding for SORTIS

www.sortis.com.ua
Concept of the magazine for “House-Communal Services” of Ukraine
Branding for Tiburon

www.tiburon.com.ua
Website creation and promotion
Our main task –

create a platform for communication with the target audience, taking into account all the features and processes of the client.
Analysing and Design

- Analysis the market and the brand
- Definition of strategy and brand development for online
- Defining your target audience and user portrait
- Focus on users and tasks
- Interface design
- Development
The scheme is being implemented after the approval of the interface prototype.
Team

For all projects, we form a group of experts.

- **Project:**
  - Specification
  - Wireframes, Prototyping
  - Graphic design
  - Html/css coding
  - Programming
  - Testing
  - Deployment

CTO

Project manager

Account manager

UX/GUI designer

Technical designer

Creative designer

Html/Css developer

JS/AJAX developer

PHP developer

Senior PHP developer

Quality engineer

System engineer
Technology

About technologies and our CMS
Content management system
Vi-Site CMS 3.0

Technologies

Programming language: PHP 5.4
PHP framework: Laravel 4.2 (in the world for the year 2014)

Databases:
MySQL 5.5, MongoDB, Redis

HTML framework: Foundation 5
JS framework: JQuery

Client technologies:
HTML5, JavaScript, CSS 3

Caching technologies:
Memcached, Nginx

All pages are dynamic, with the possibility of administration. High speed is achieved by reducing requests to the HDD.

mail to support@vis-design.com for test access.
Content management system
Vi-Site CMS 3.0

Functionality

- **Convenient catalog**
  dynamic filters, sorting, comparison, personified the search.

- **Best deals**
  the promotional kits, styles, discounts when buying, cross-sell, recommended and seasonal goods.

- **Qualitative description of goods**: Photo Gallery and 3D-overview, description and characteristics, status and promotional prices, reviews, and tips on care.

- **Customised configuration**
  of the catalog and item card in accordance with the needs of the customer.
Content management system
Vi-Site CMS 3.0

Functionality

- Operational management system
  shop sales statistics, order management, management of prices and remainders.

- Private profile
  access control, order statuses, archive, wishlists, Favorites, preference settings, personal discounts and bonus programs.

- Automating purchases
  Online payment, connection API with popular services delivery, SMS-notification to the buyer, an online consultant.

- Scalable platform
  Integration with 1C and many CRM and ERP, the possibility of refining and connection of additional functions.
Communication during development

Tight communication with the client

+ Worksection

Use project management system.
After launching the site very important stage is the integrated promotion of the project in both Online and offline.

Project promotion

- SEO
- SMM
- Google adswords
- Banners
- Retargeting
- PR-material
- E-mail marketing
- Viral marketing
- Targeting + landing pages
- Teaser ads
- Offline ads
Support

- Analytics
- Development recommendation
- Support
- Content support
- Security support
Result

This is not just a beautiful site - it is a good marketing tool which brings profit to the client.
What is included in the budget

- Development documentation, hosting test site.
- Adaptive HTML for desktops, smartphones and tablets.
- UX/UI interface creation
- Tests
- Help with content
- Development
- SEO
- Launch on the official domain (+ recommendations on the hosting)
- Training of employees of the client
- Guaranteed fix our bugs
- Analytics and recommendations after starting
About us

- Since 2003
- Team of 28 members
- Created 300+ projects
- TOP 10 by rating Runet and CMS Magazine
- Industry leader 2014
Our partners
Our projects

Service creation and order business cards online
www.vizitka.ua

Service helps solve problems with a failed parking
www.auto.vizitka.ua

Content management system
www.vi-site.me

Online service of order of printing and souvenir production
www.printmarket.in.ua

Service to create the design and purchase of any creative product
www.mademycreative.com

Budget sites on the basis of ready solution
www.site-prosto.com.ua

Service for order digital printing online
www.vis-print.kiev.ua
Our clients
Exclusive, adaptive ecommerce for FIORI

www.fiori.ua
Modern ecommerce for WINETIME

www.winetime.com.ua
Adaptive website for Bank Mikhailovsky

www.mbank.kiev.ua
Adaptive project for transfer of funds to the Bank Mikhailovsky

www.mexpress.mbank.kiev.ua
Adaptive promo site
VISA Platinum for Bank Mikhailovsky

www.platinumcard.com.ua
Adaptive landing page for Bank Mikhailovsky

www.footballcard.com.ua
Website for AlfaBank Ukraine

www.alfabank.ua
Adaptive website with the parallax effect for the Mart Group

www.martgroup.com.ua
Site with online orders with mobile version for Sushiya

www.sushiya.ua
Design and HTML for portal Address.ua

www.address.ua
Ecommerce project for the First Sewing

www.1sew.ru
Adaptive website for Amstor

www.amstor.ua
Adaptive website for BBG

www.bbg.ua
Adaptive B2C site for VERES

www.veresfood.com
Adaptive B2B site for VERES

www.VERES-group.com
Interactive promotisite for MeliDadi

www.melidadi.com
Site for INTERNATIONAL INVESTMENT BANK

www.ii-bank.com.ua
Site for Ukrainian Processing Center

www.upc.ua
Site for ATMosphere

www.atmosphere.net.ua
Our all services

- Development and implementation of marketing and advertising strategies
- Development and support of Internet projects
- SMM and SEO
- Graphic design
- Polygraphy and production
The clients recommendations

Yegor Anchishkin
CEO
www.Zakaz.ua

We worked with VIS-à-VIS developing the interface for our site Zakaz.ua. Work was comfortable, and everyone enjoyed it. Professional approach, careful operation and high speed of perform tasks. And most importantly, we became good friends ;)

Valery Baev
Head of IT-department
www.WineTime.ua

When it comes to creating a Web site, the most important thing is the quality of the work done, so I focus on the skill of the performer. But doubly cool to work with nice people. Vis-a-vis is exactly the case when professionalism combined with great human qualities, and working with such a team is a pleasure. I sincerely hope that we will have to work more!

Maxim Shkolnik
CEO
www.Address.ua

With a team of VIS-A-VIS we met back in 2004. While site development lasted we had time to make friends. Since then we good cooperate on various projects. We like them Quality and approach to work. In general by classic's words: «For a long time we know each other and understand. And the rest - think out himself» ;)}
Thank for your attention

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