fabula
branding company

www.fabula.by

WE CREATE BRANDS®

CONSUMER BRANDING

www.fabula-branding.ru

INVENTED / REGISTERED / REALIZED

300 TRADEMARKS · 550 NAMES AND SLOGANS · 800 DESIGN PROJECTS

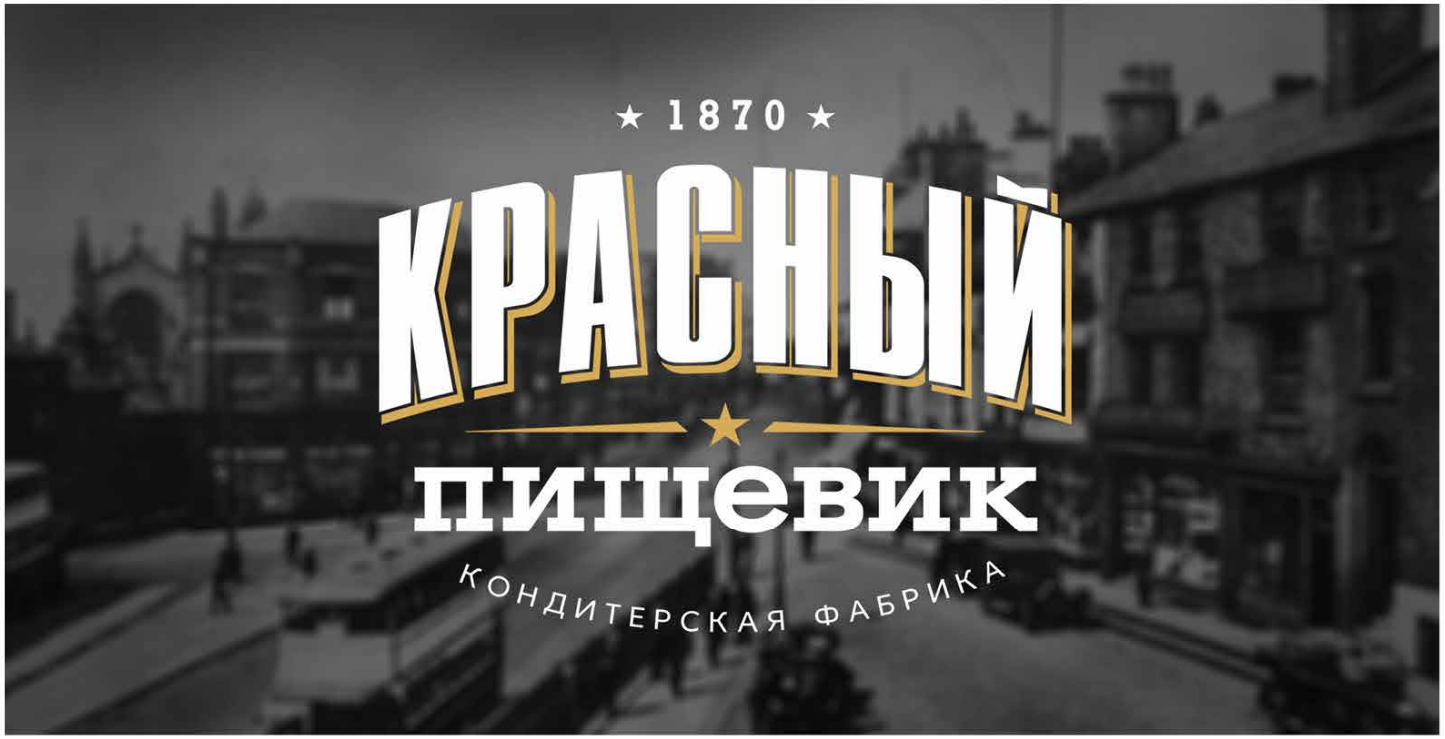
/ LESS TALK, MORE ACTION /

OUR ADVANTAGES:

- FULL SERVICE BRANDING AGENCY
- PROFESSIONAL BRANDING
- VALUE ADDED DESIGN
- HIGH LEVEL PROFESSIONALS
- IN-HOUSE PHOTO STUDIO
- PRESS CHECKING AND PRINTING

OUR CLIENTS:

Красный пищевик
Туровский молочный комбинат
DARIDA
ГИППО
БЕЛАТМІТ
Савушкин продукт
Бульбашъ
Воронежская кондитерская фабрика
Unilever
САНТА БРЕМОР
Коммунарка
Онега
Бабушкина крынка
КРЫНІЦА
белагропромбанк
INGMAN



Goal: Logo redesign and corporate identity development.

Solution: Improved memorability and adaptive characteristics of the logo with the preservation of the authentic "Soviet" sounding name.

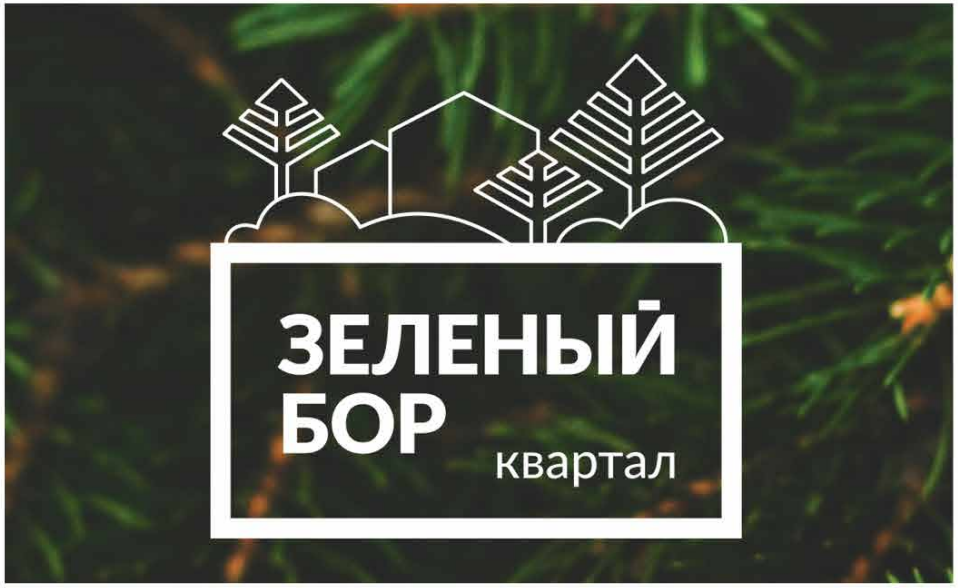
Goal: The introduction of a new logo for a packaging design.

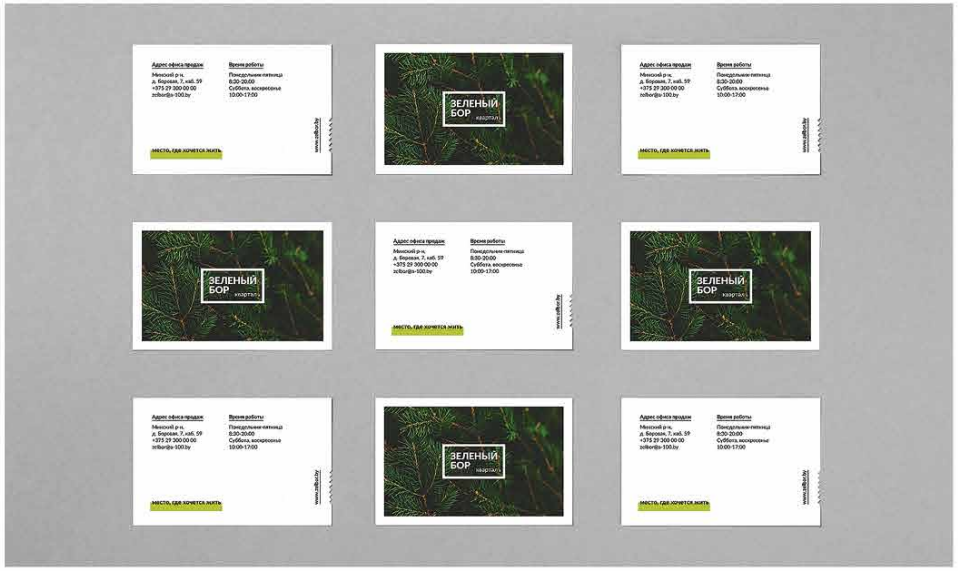
Solution: The carefully assembled combination of fonts allows this retro logo to look harmonious and stylish as part of a modern packaging.

КРАСНЫЙ пищевик КОНДИТЕРСКАЯ ФАБРИКА

Goal: Retail branding of the flagship store in Babruysk (Belarus).

Solution: Strict classic and gentle retro; effective organization of space based on corporate style constants.

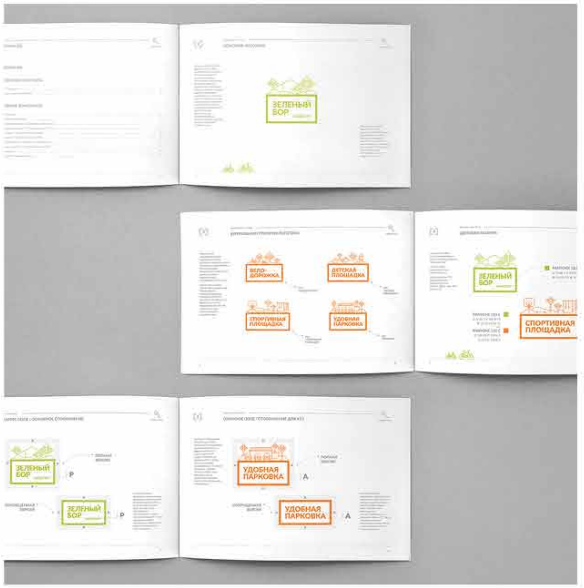




A-100

Goal: Logo redesign, brand guideline development, brand identity, booklets.

Solution: At the core of this identity-based brand – eloquence and flexibility of the logo, that served as a foundation to generate an entire system of illustrations and infographics.



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A-100

Goal: Development of a brand character and communications via the interior design of main entrances, hallway and lobby for residential apartments in Green Bor neighborhood.

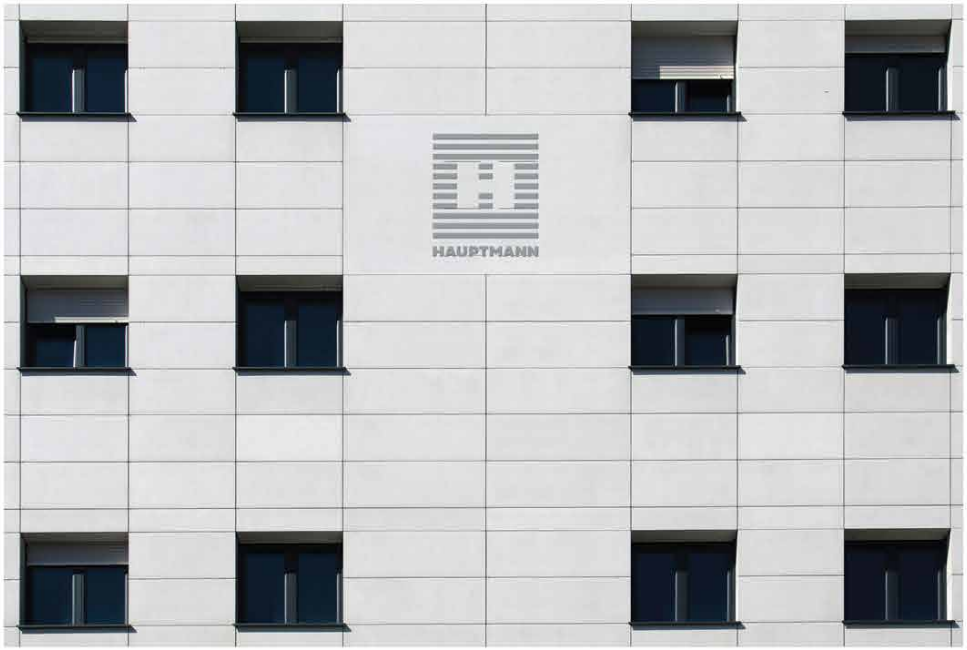
Solution: Friendly "managerial" Boris and funny phrases that cheer up guests and residents of the apartments.

ПРЕМЬЕР ЛИЗИНГ

ПРЕМЬЕР ЛИЗИНГ

Goal: Development of logo and corporate identity.

Solution: A “noble” color palette highlights the confidence and credibility of the company and makes the image more recognizable and easier to identify.



HAUPTMANN

Goal: Brand, built based on leadership values, stability and reliability.

Solution: Development of the brand (name, logo, guideline) for the dry construction mixtures and self-leveling floors.

МОЗЫРСКИЙ
спиртоводочный завод

Goal: Logo redesign.

Solution: A logo featuring water drop and wheat plant reflect the company's activities - production of alcohol products.

Воронежская
кондитерская фабрика
1934

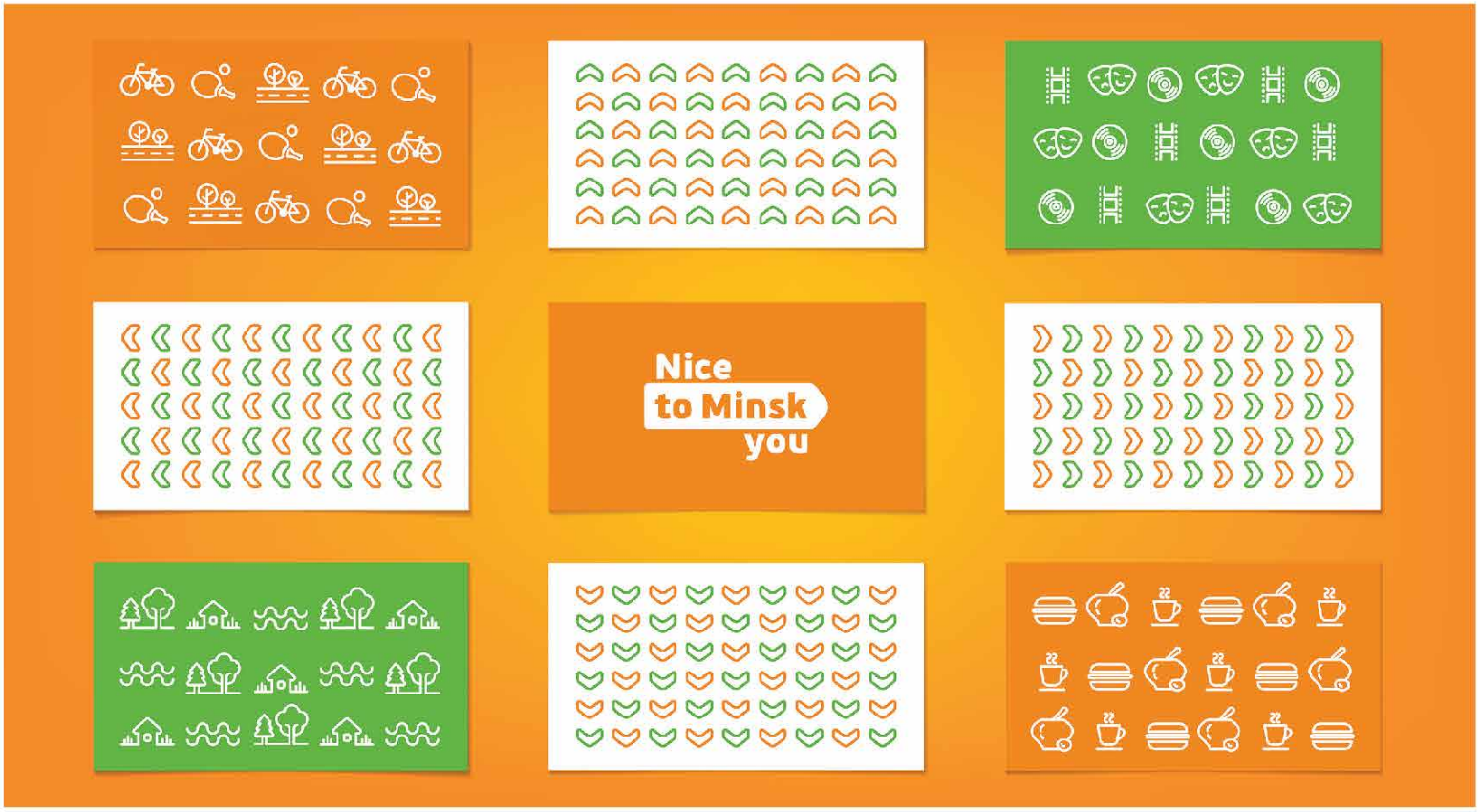
Goal: Development of logo and corporate identity, creation of a brand book.

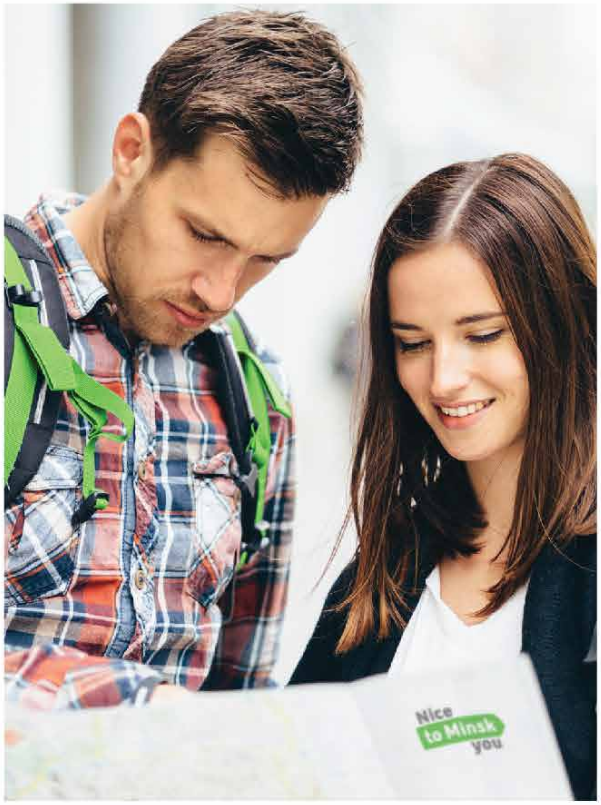
Solution: The basis for the brand concept was company's affiliation to the city, where the first professional Russian Navy was created.

BONMARKET

Goal: Development of the logo and corporate identity for the grocery stores.

Solution: A brand character in the style of the name, highlighting its French sounding origin and creating a friendly and memorable image associations.

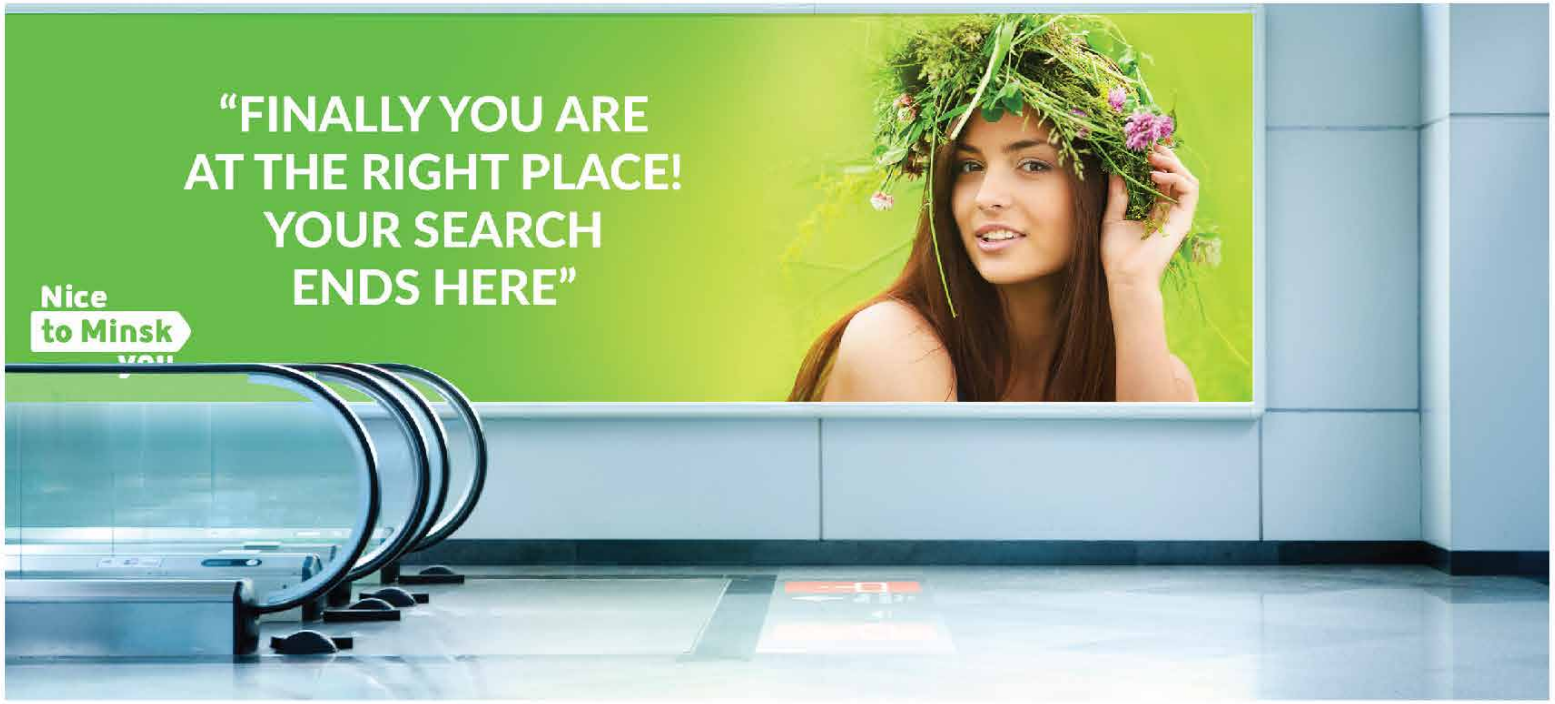


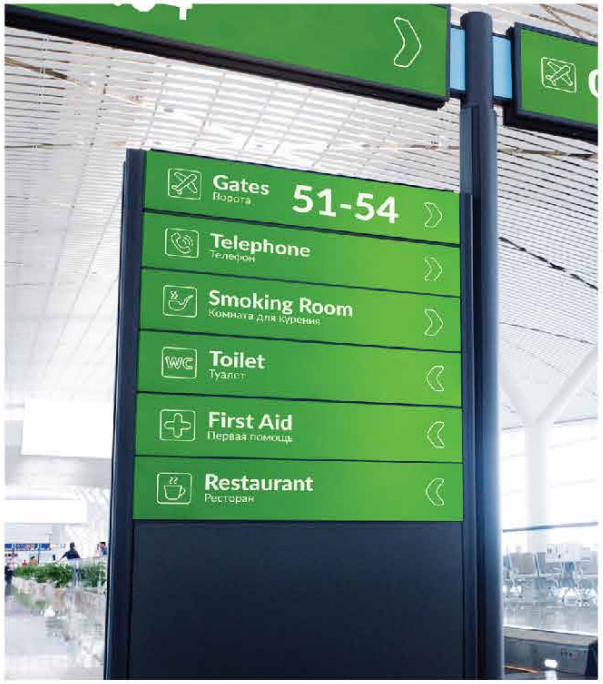


Nice
to Minsk
you

Goal: Development of Minsk as a brand concept.

Solution: Connect a name of the capital with good feelings because of pleasant experiences in the friendly city.





Nice to Minsk you

Goal: Development of the corporate style for the capital.

Solution: Arrow sign as a style-forming element and emotional identifier for the city.

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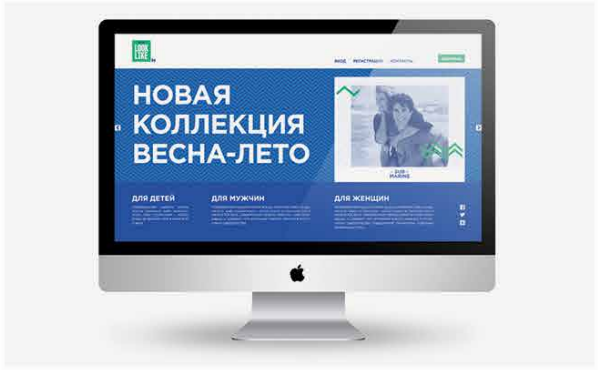


LOOK LIKE by

Goal: Comprehensive brand development for clothing and footwear online store

Solution: The bright, catchy and made in a youthful trendy style, the brand is fun with limitless possibilities.

SOLBERG

Goal: Development of a brand and corporate identity for a medical center, located in a Murmansk (Russia) city resort.

Solution: A brand with a Nordic character, built on the values of tradition, reliability and confidence.

ДЕЛЮКС
сантехника • плитка

Goal: Development of brand identity for a chain of "Deluxe" home improvement retail stores.

Solution: Playful rubber duck wearing a crown and a robe as a logo along with bright and rich colors create a positive and cheerful mood for this trademark.

Valeo Vita
NATURAL PRODUCTS

Goal: Development of logo and corporate identity for a tea producer company.

Solution: Graphic element in the form of the Latin letter V, made from the tea leaves, and green, nature-like pattern.

Легко!

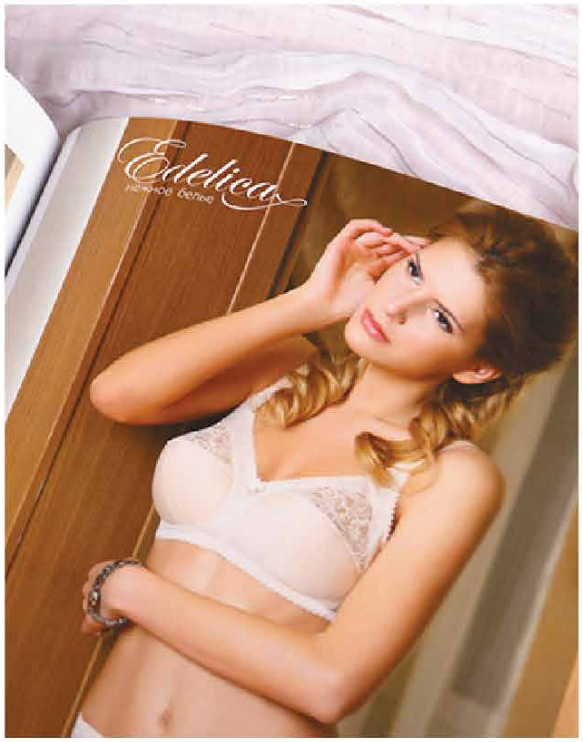
Goal: Comprehensive brand development for a network of shoe stores (naming, slogan, logo, interior design).

Solution: The idea of lightweight and cheerfulness, ingrained in the title, came to life as a logo in a shape of a cloud with pure vibrant colors.

Edelica
нежное белье

Goal: Comprehensive development for the lingerie brand.

Solution: Tenderness – for dessert! Name, slogan, corporate identity and naming collections emphasize the emotionality and sensitivity of the brand.



Edelica
нежное белье

Goal: Development of lingerie catalogs with a "dessert" naming concept.

Solution: Style and femininity in every detail – from small icons to the entire color palette.

Edelica
нежное белье

Goal: The establishment of corporate identity for the retail space.

Solution: The emotional aura of elegance, charm and beauty.

Edelica
нежное белье

Goal: Photoshoot images for the lingerie catalog.

Solution: Careful consideration of each image and use of deep, rich colors.

EVELNES
ЭВОЛЮЦИЯ ФОРМЫ

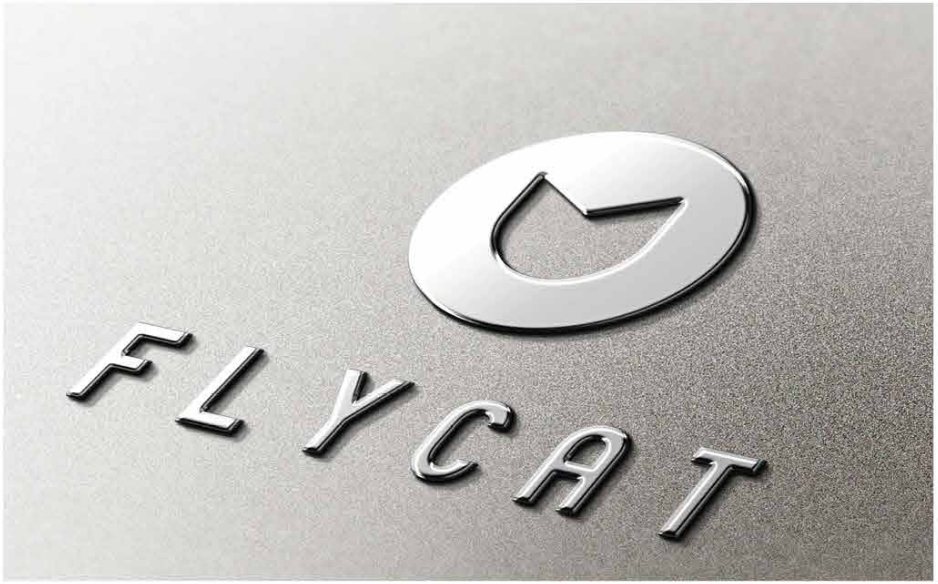
Goal: Comprehensive brand development for corrective underwear.

Solution: The idea of the evolution of movement and shape towards perfection lies in the title, formulated in the slogan, established with the logo and comes to life in a corporate style.

ANNO DOMINI
—ANNODOMINI.BY—

Goal: Create a women's clothing brand, corporate identity development.

Solution: Appeal to Italian style due to the traditionally high reputation of fashion brands in the region.



FLYCAT

Goal: Development of the name, logo and packaging design for tablets.

Solution: Emotional appeal and mental images of the brand.

кухни & гардеробные
ARDECO

Goal: Logo redesign and corporate identity development for furniture gallery.

Solution: Large, noticeable brand name and a small part of a font based on the proportions in the sign.

кухни & гардеробные
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EVOKADO

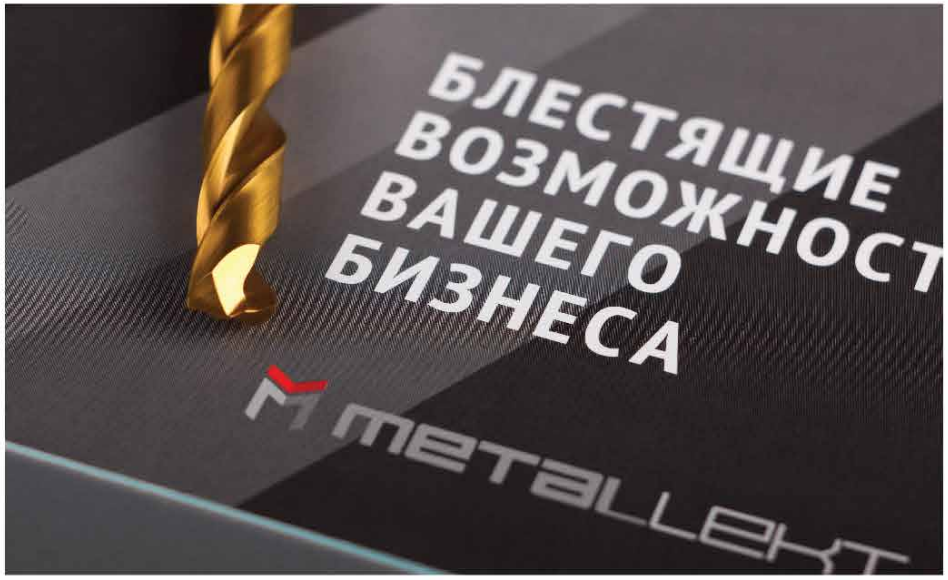
Goal: Comprehensive brand development (name, logo, corporate identity) for digital technologies stores.

Solution: Unusual name, juicy color and multi-layered logo buildup distinguish retailer among competitors.

INDELA

Goal: Logo redesign and corporate identity development for aviation design bureau.

Solution: The central characteristic is a font based block, stressing the idea of adaptability, closeness and innovation by the company.



METALLEKT

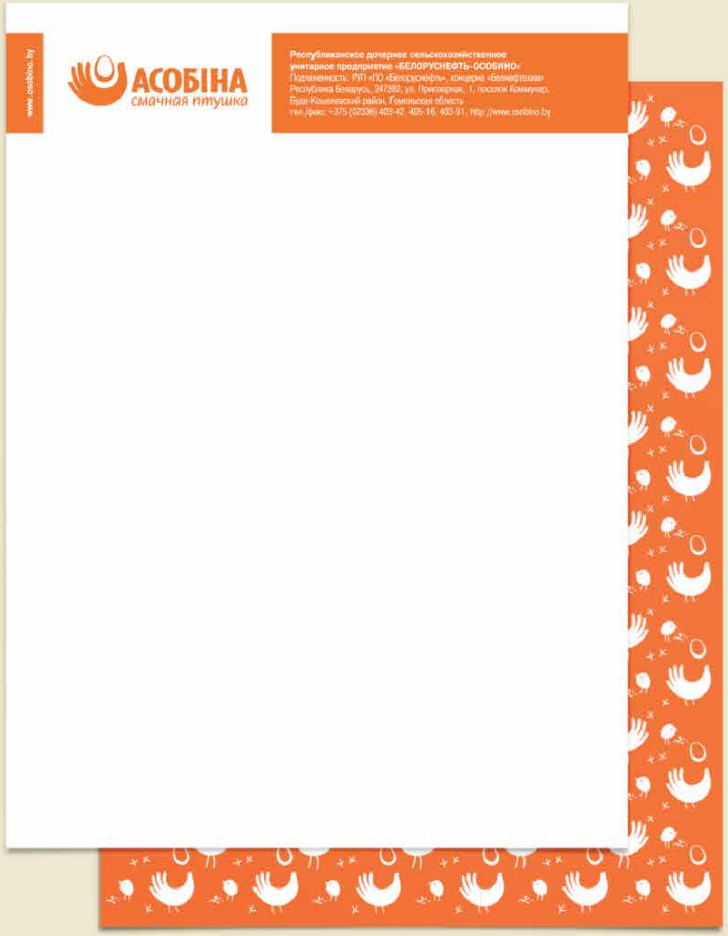
Goal: Comprehensive brand and trademark development for the company, selling high-precision tools.

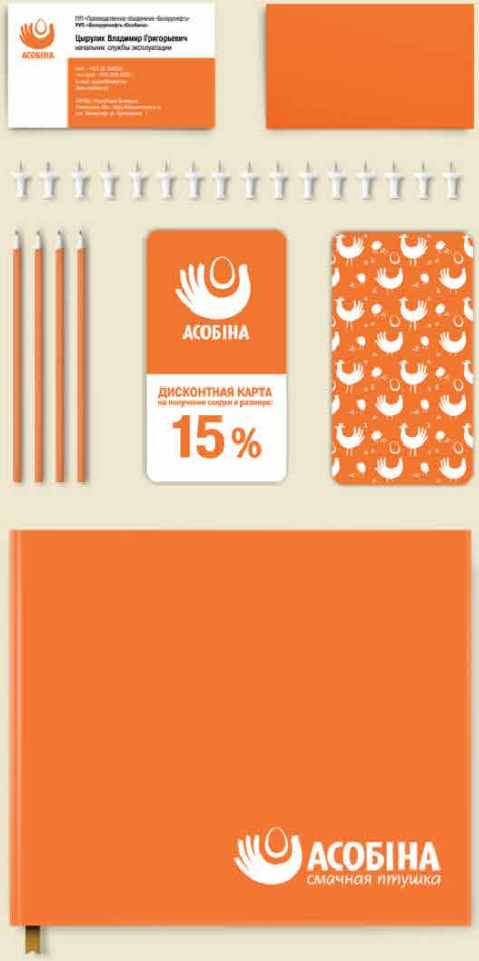
Solution: Polish and strength of the metal “play” a big role in title, slogan and corporate identity.

ПАК
ГРУППА КОМПАНИЙ

Goal: Logo redesign, corporate identity development.

Solution: Black text with a yellow background, and conceptual and logically complete logo.





АСОБІНА смачная птушка

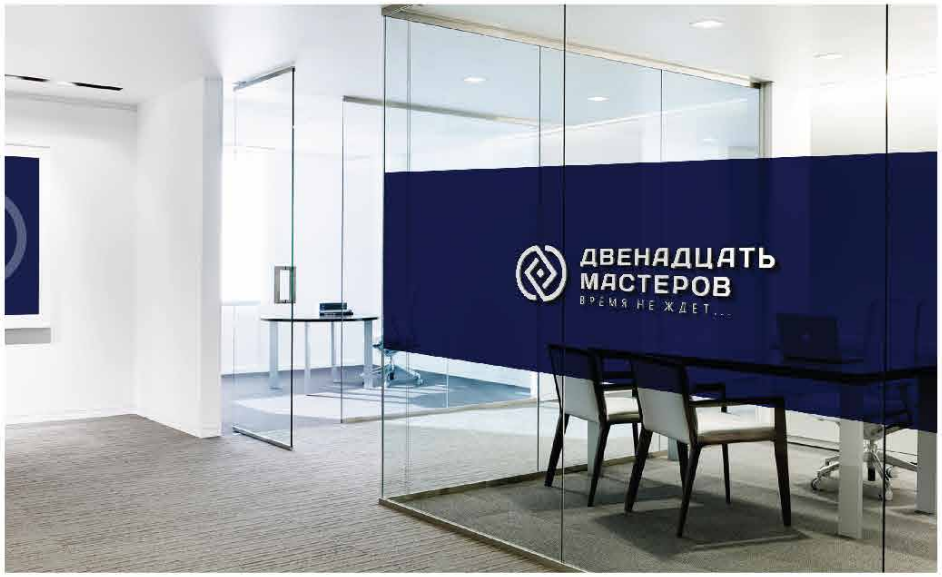
Goal: Development of brand identity for the largest poultry producers based in Gomel (Belarus).

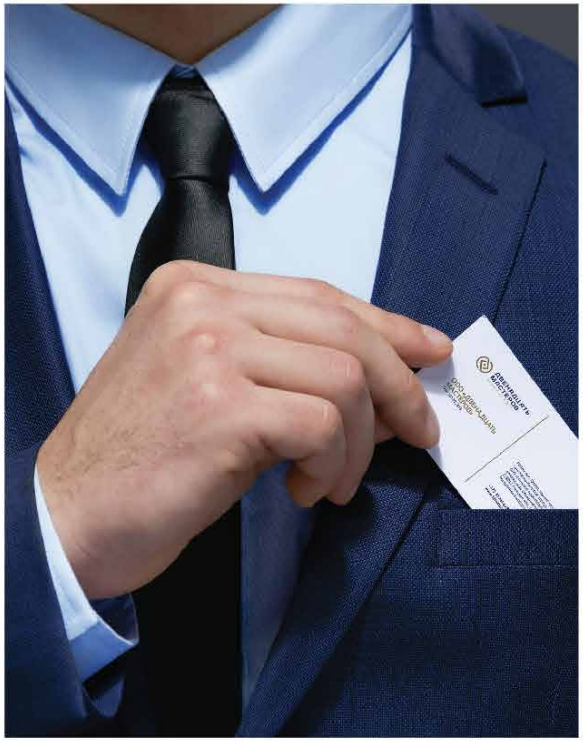
Solution: Logo, at first glance, reflects the essence of the product, and a color palette creates the mood for a bright and rich life.

НОГИ В РУКИ

Goal: Comprehensive brand development for inexpensive footwear stores (Naming, logo, interior design).

Solution: Logo in bright contrast colors and introduction of a brand character as a purse smiley, symbolizing affordable prices and the inclusiveness of this trademark.





ДВЕНАДЦАТЬ МАСТЕРОВ

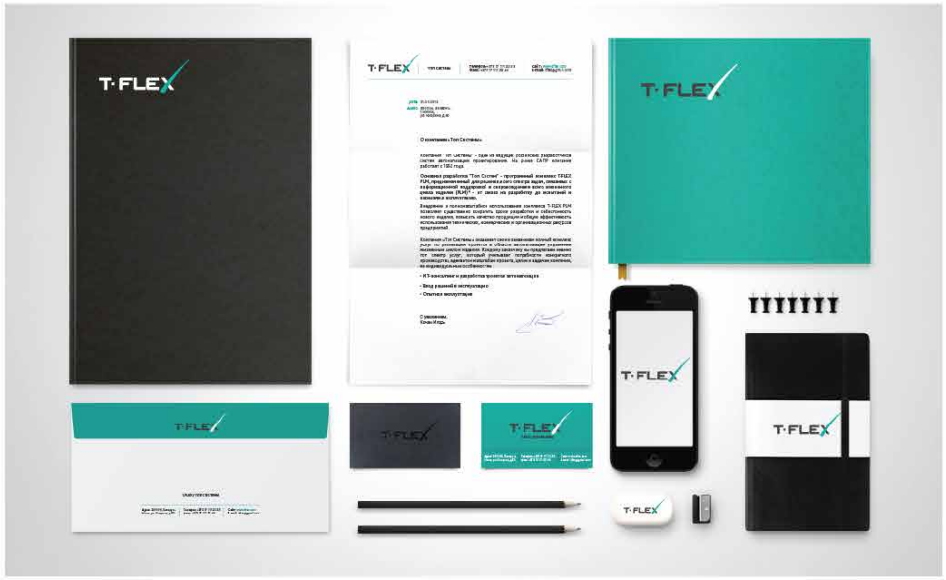
Goal: Development of logo and corporate identity for a meat producer.

Solution: Calm and using company's colors palette emphasize prestige of the enterprise and the logo reflects the new vision for the future.

GRASSHOPPER

Goal: Comprehensive brand development for garden tools.

Solution: Confidence, quality and determination “announce” rhythmic name, logo and font work.



T·FLEX

Goal: Development of corporate identity for software product developer company.

Solution: Constructed logo conveys the message of reliability and an advancement, and the font elements with the use of corporate colors are key for brand identity formation.

BELARUS

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