



PORTFOLIO FOR THE DEVELOPMENT &  
RELAUNCH OF VISUAL IDENTITY



**Vsevolod Shcherbakov** Creative Director



**Kirill Makeev** Art Director



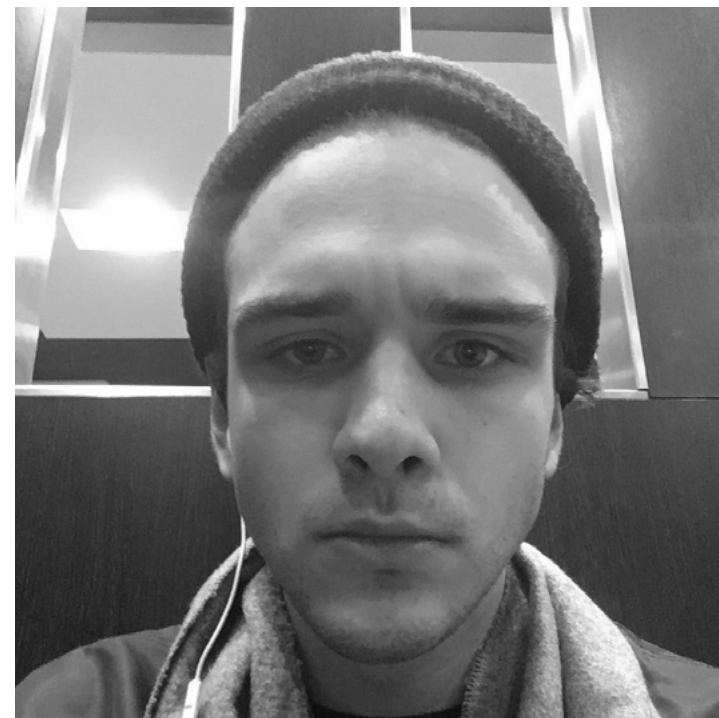
**Ann Bogonosova** Senior Graphic Designer



**Margarita Antonova** Senior Graphic Designer



**Alexandra Osipova** Graphic Designer



**Daniel Harchenko** Graphic Designer



**Natalia Ulianova** Communication Department



**Bogdan Zyryanov** Communication Department



**Daria Pozdnyak** Communication Department

CLIENT: VESPER

# Fairmont

LOGOTYPE

VISUAL IDENTITY

FULL PROJECT  
DESIGN SUPPORT

WEB DESIGN

Vesper and the legendary Fairmont Hotels & Resorts present a new project in Russia, combining a five-star hotel and de lux class apartments.

The concept of identity and it's further implementation is fully developed by ASTRA.

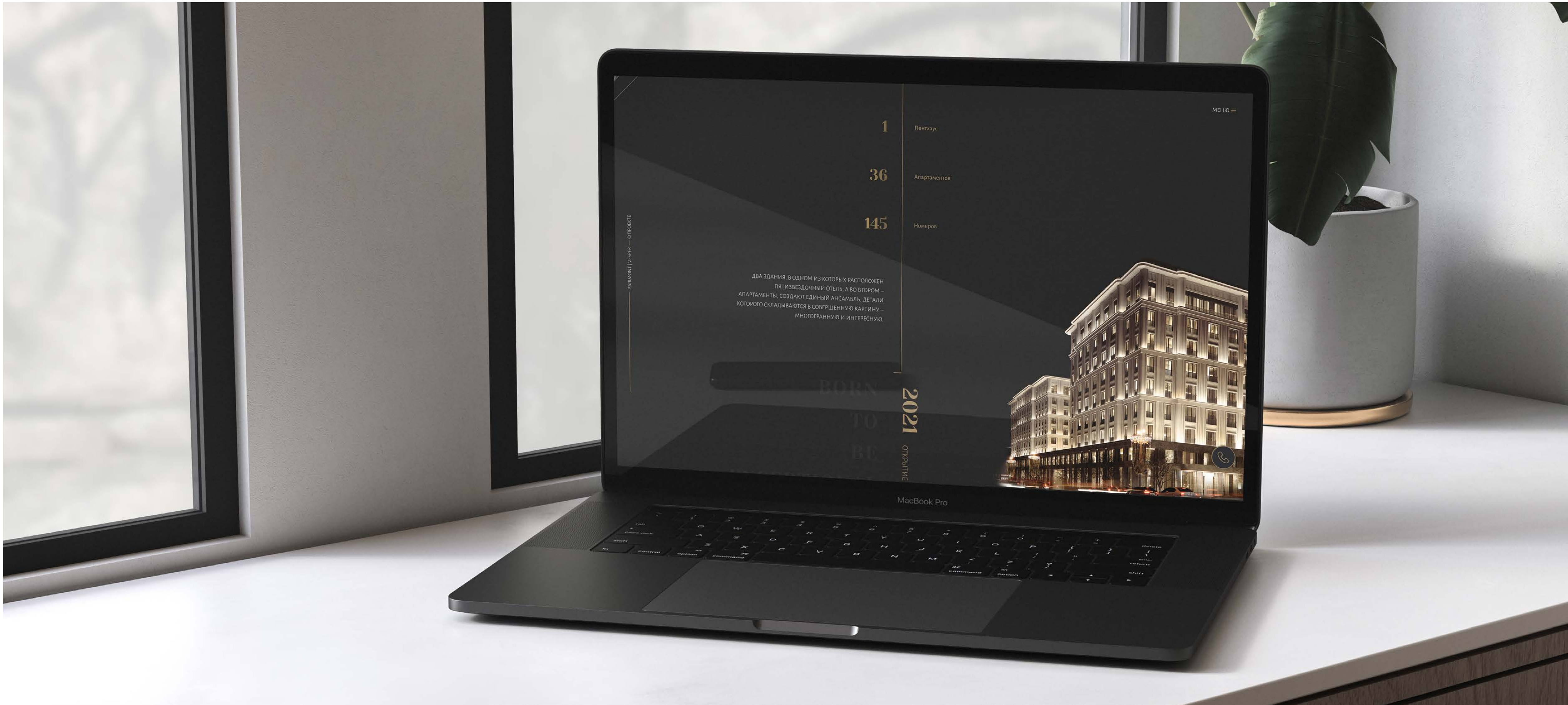








РАСПОЛОЖЕНИЕ FAIRMONT | VESPER RESIDENCES МОЖНО  
НАЗВАТЬ ИСКЛЮЧИТЕЛЬНЫМ. ПОСЛЕДНИЙ СВОБОДНЫЙ  
УЧАСТОК ТВЕРСКОЙ, ГЛАВНОЙ УЛИЦЫ ГОРОДА.  
1-Я ТВЕРСКАЯ-ЯМСКАЯ, 2



МЕНЮ ☰

1  
36  
145

Пентхаус  
Апартаментов  
Номеров

— РАБОТА | VESPER — О ПРОЕКТЕ

ДВА ЗДАНИЯ, В ОДНОМ ИЗ КОТОРЫХ РАСПОЛОЖЕН ПЯТИЗВЕЗДОЧНЫЙ ОТЕЛЬ, А ВО ВТОРОМ — АПАРТАМЕНТЫ, СОЗДАЮТ ЕДИНЫЙ АНСАМБЛЬ, ДЕТАЛИ КОТОРОГО СКЛАДЫВАЮТСЯ В СОВЕРШЕННУЮ КАРТИНУ — МНОГОГРАННУЮ И ИНТЕРЕСНУЮ.

BORN TO BE  
2021 ОТКРЫТИЕ

MacBook Pro

CLIENT: RSF

# Russian Skateboarding Federation

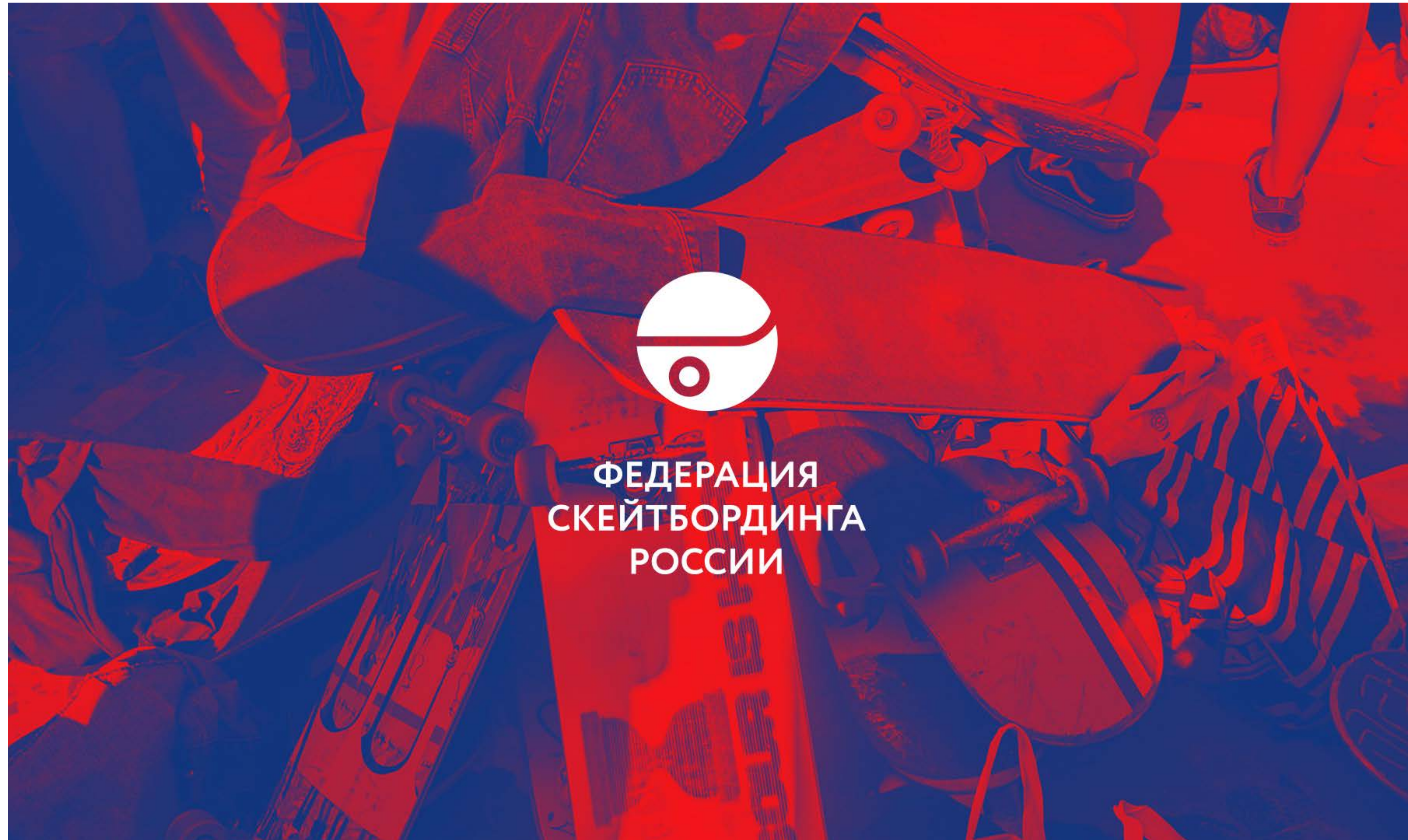
LOGOTYPE

VISUAL IDENTITY

FULL PROJECT  
DESIGN SUPPORT

Russian Skateboarding Federation was founded in 2016. Skateboarding will become an Olympic sport in 2020.

**Objective:** to make a unique recognizable identity equally relevant to both representatives of the sports industry and fans of this sport.

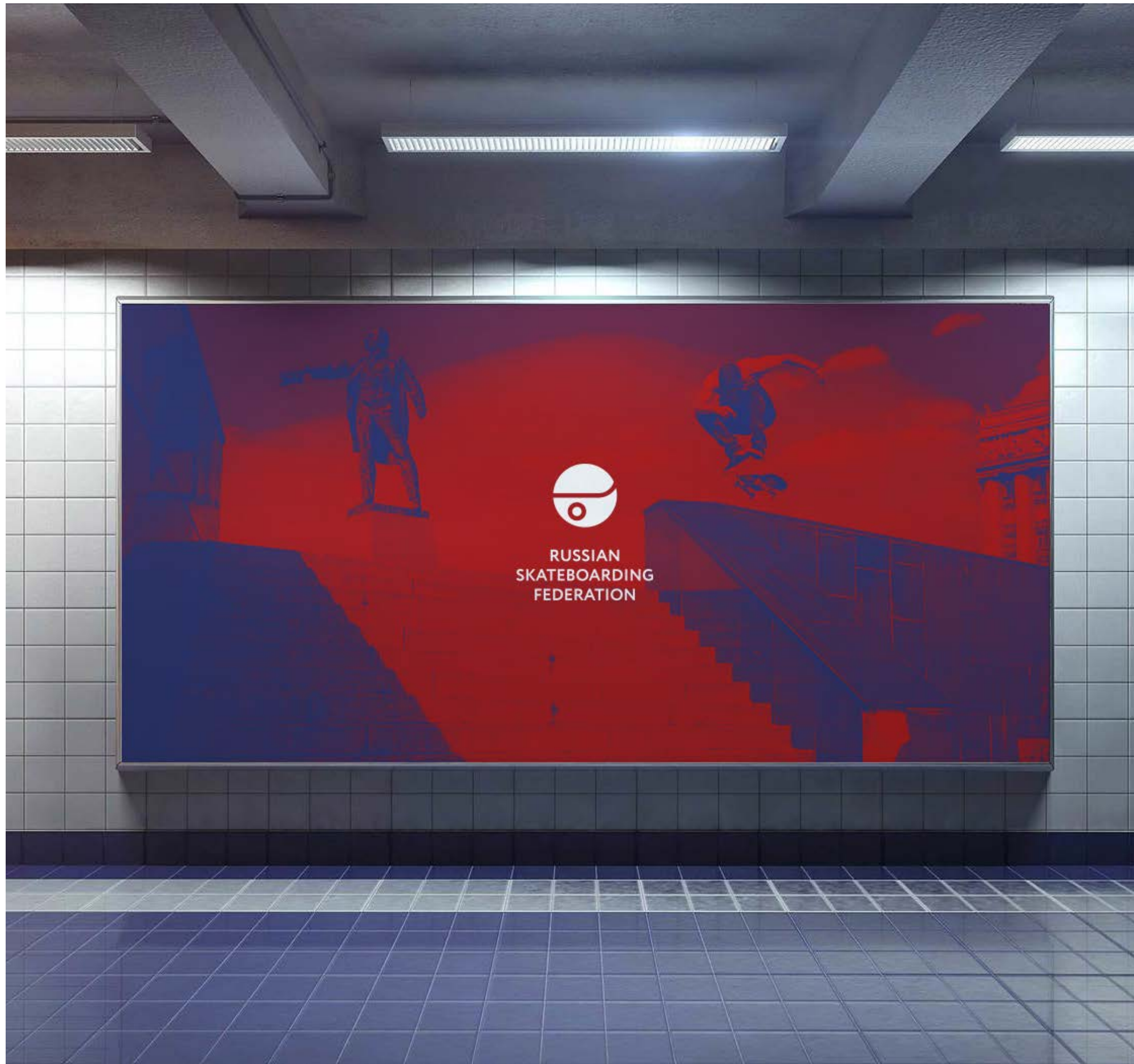


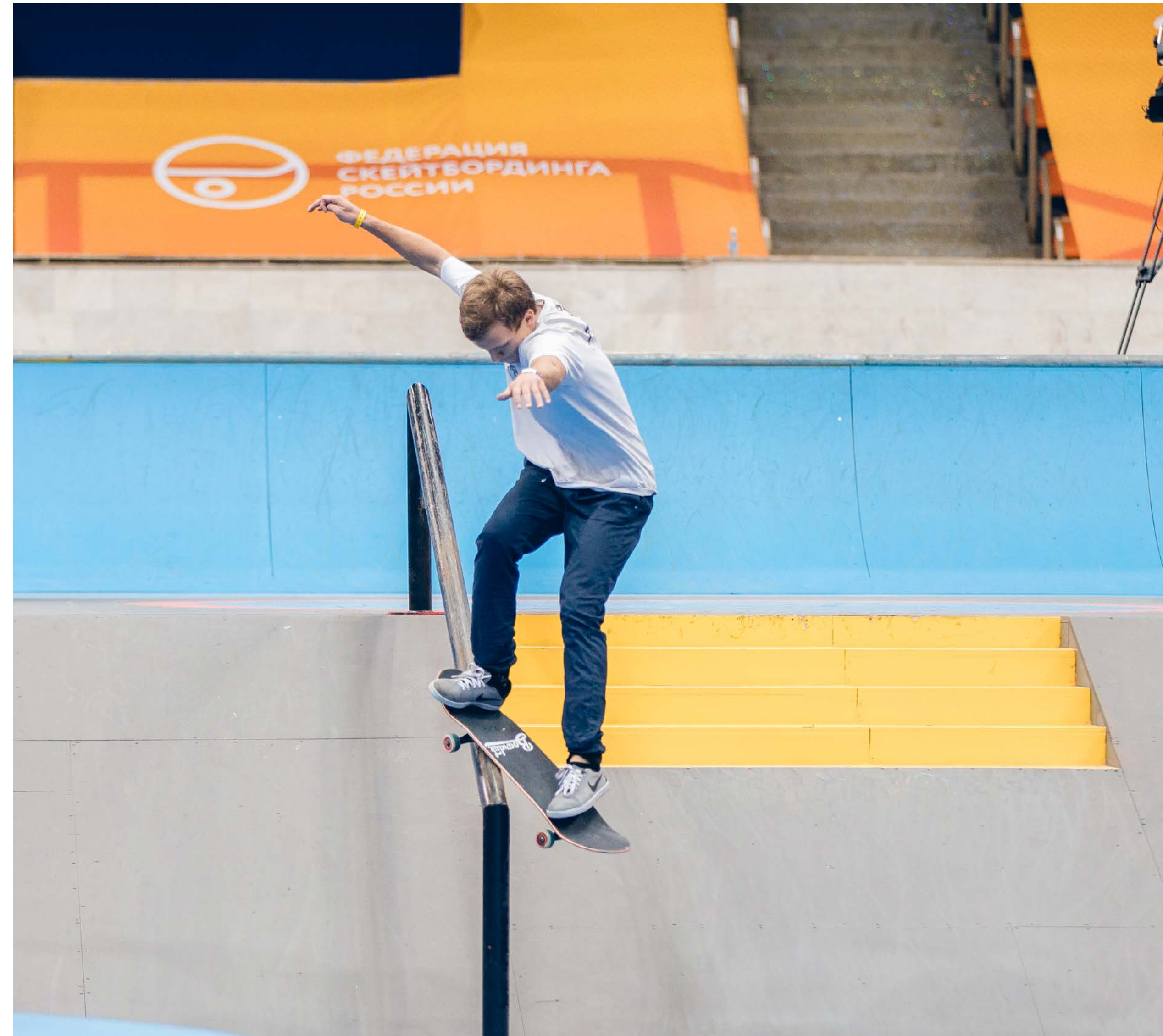












CLIENT: RFSO LOKOMOTIV

# Lokoball

RELAUNCH

LOGOTYPE

VISUAL IDENTITY

WEB DESIGN

FULL PROJECT  
DESIGN SUPPORT

Lokoball is the most full-coverage children's football festival in Russia with 47 thousand participants.

**Objective:** to develop a new graphic style that corresponds to the spirit of the time of international children's projects.



BEFORE/AFTER



**ЛОКОБОЛ**  
МЕЖДУНАРОДНЫЙ  
ФЕСТИВАЛЬ

**MORE THAN 45,000 PLAYERS**  
FROM RUSSIA AND BEYOND,  
INCLUDING THE THE CIS COUNTRIES  
AND THE BALTIC STATES

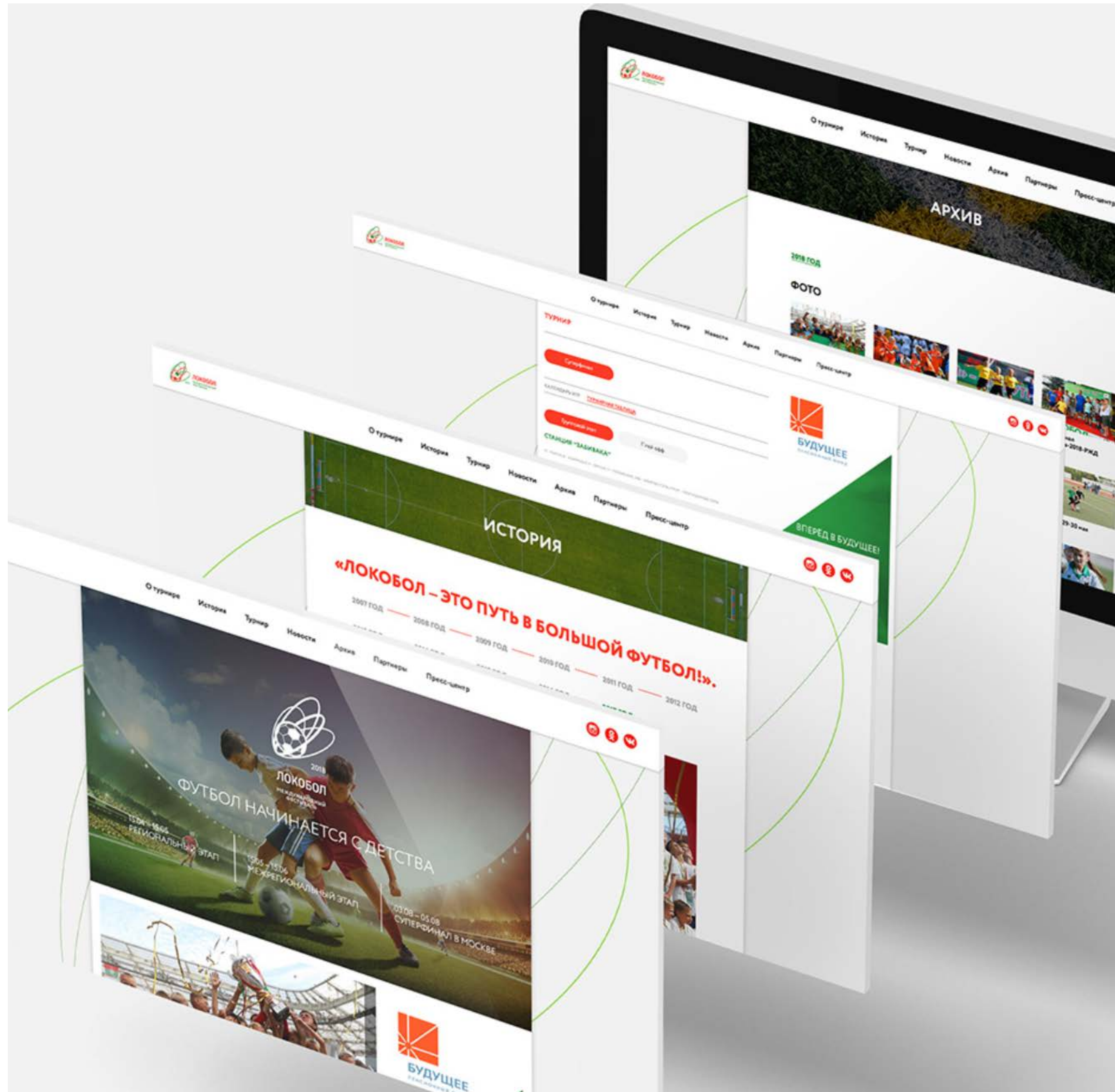


2018

**ЛОКОБОЛ**

МЕЖДУНАРОДНЫЙ  
ФЕСТИВАЛЬ







CLIENT: RFSO LOKOMOTIV

# RFSO Lokomotiv

RELAUNCH

LOGOTYPE

VISUAL IDENTITY

FULL PROJECT  
DESIGN SUPPORT

RFSO «Lokomotiv» – Russian physical culture and sports society, founded in 1936.

**Objective:** to preserve the traditions and awareness of society, to stand on one level with the world sports brands of the 21st century.



**BEFORE/AFTER**





КОЛИЧЕСТВО ОЛИМПИЙСКИХ  
МЕДАЛЕЙ, ЗАВОЕВАННЫХ  
СПОРТСМЕНАМИ ОБЩЕСТВА  
ЛОКОМОТИВА В 1952 Г.

ИЮНЬ

ПН	ВТ	СР	ЧТ	ПТ	СБ	ВС
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30



@rfsolokomotiv #рфолокомотив



CLIENT: ROSTECH



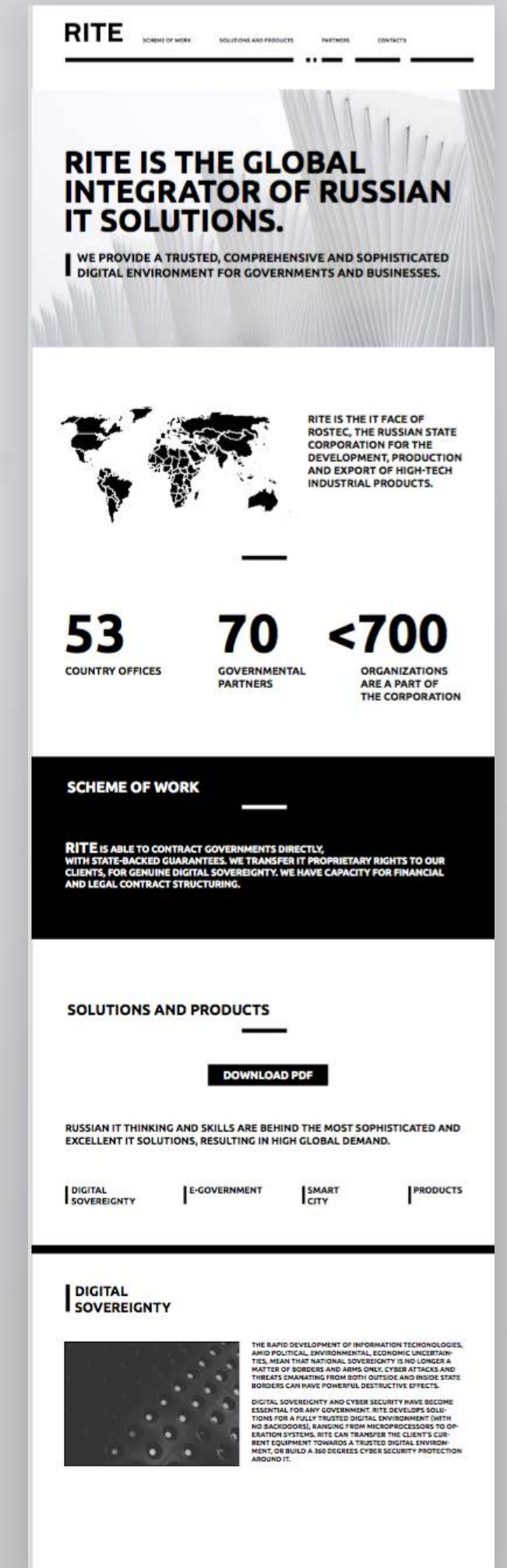
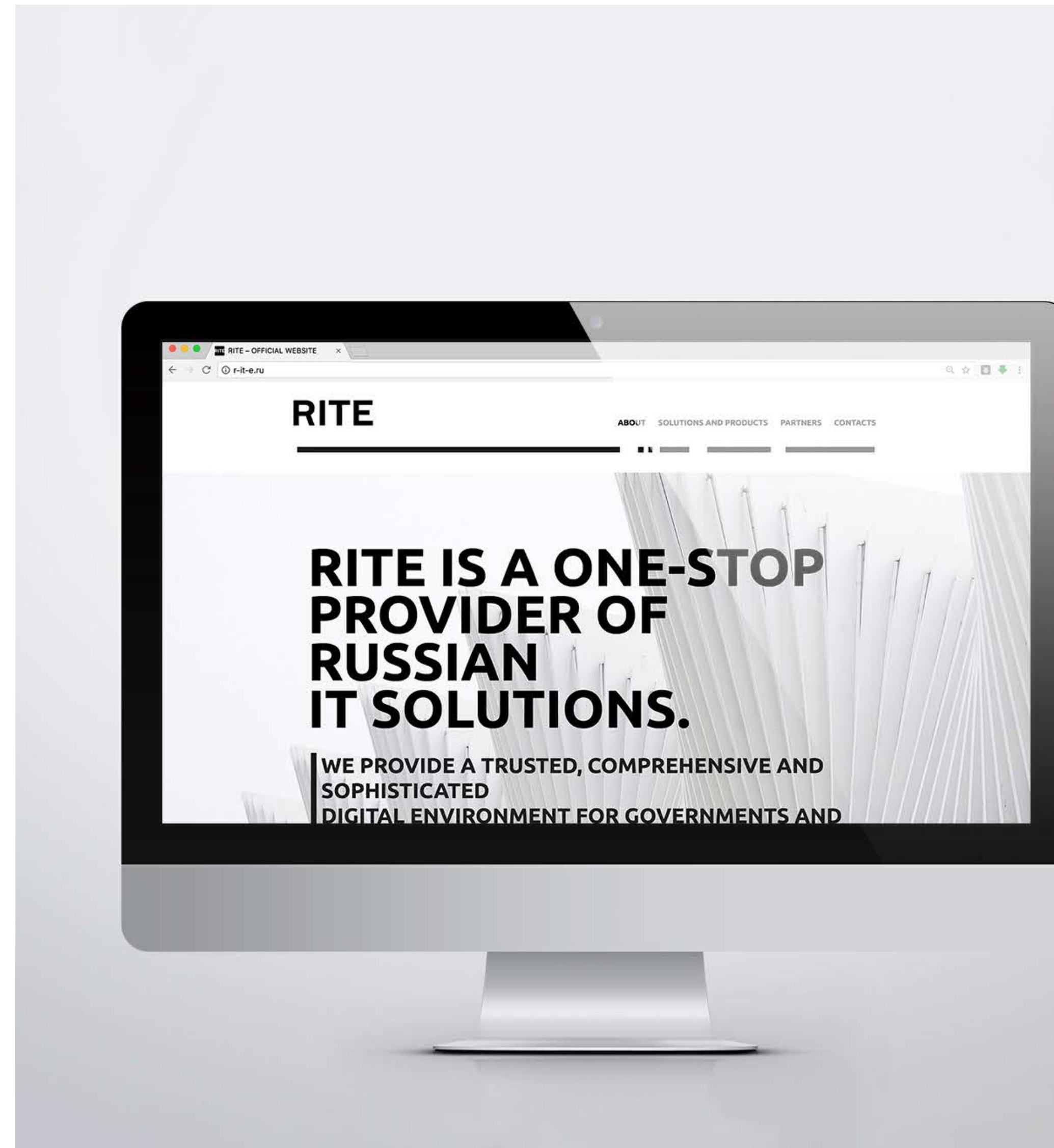
LOGOTYPE

VISUAL IDENTITY

WEB DESIGN

Integrator of IT solutions in Russia. The main activity of RITE is the sale of integrated Russian IT products and services to foreign markets.

Objective: to develop a visual identity that meets the requirements of the IT industry, reflecting an innovative approach and modern technological solutions.



CLIENT: SCOS RF

# Modern Digital Educational Environment of RF

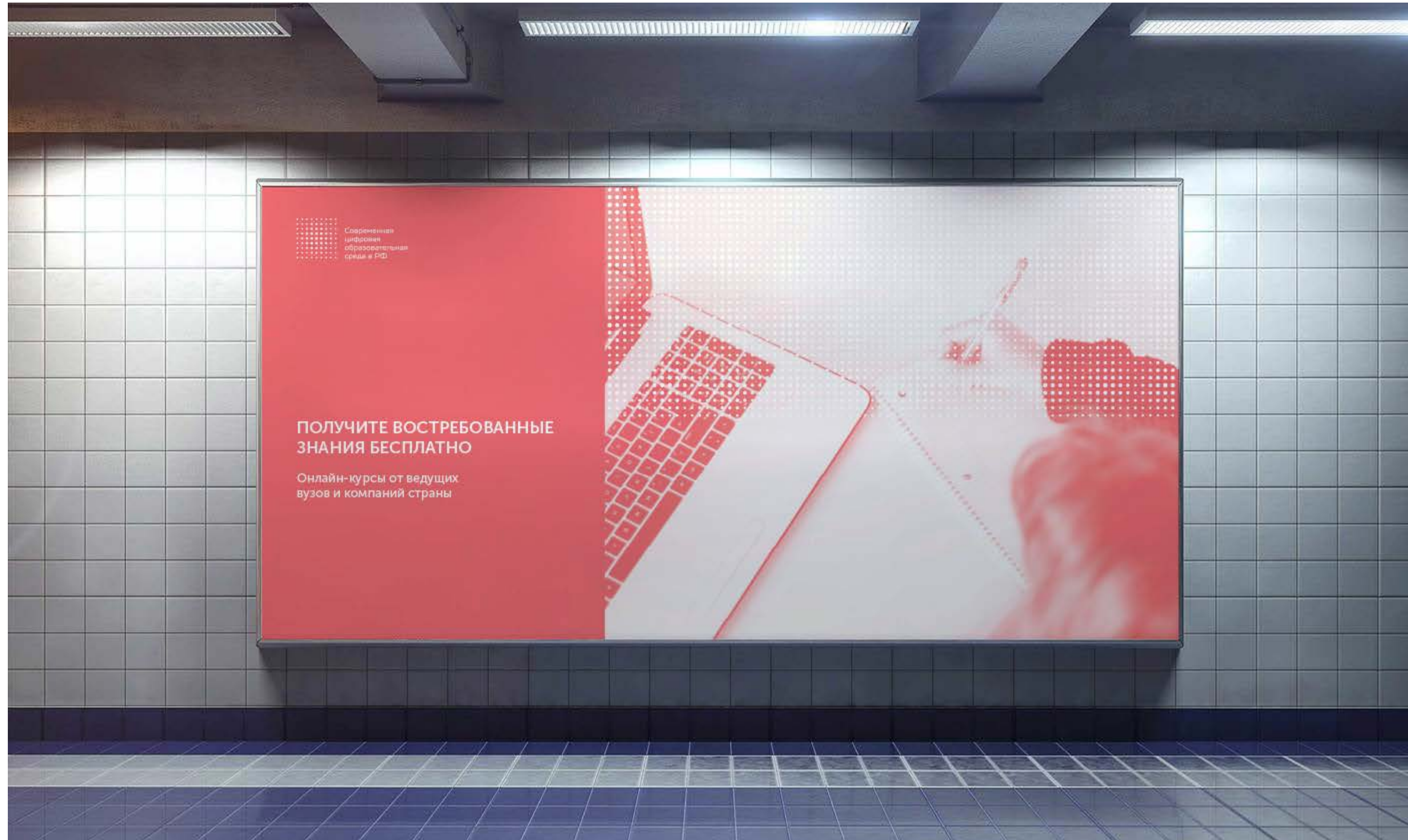
LOGOTYPE

VISUAL IDENTITY

FULL PROJECT DESIGN SUPPORT

Priority project aimed at providing quality & affordable online education for everyone via digital technologies.

**Objective:** to develop a graphic language responsible to modern educational demands for a wide audience.









CLIENT: TEALNET

Tealnet

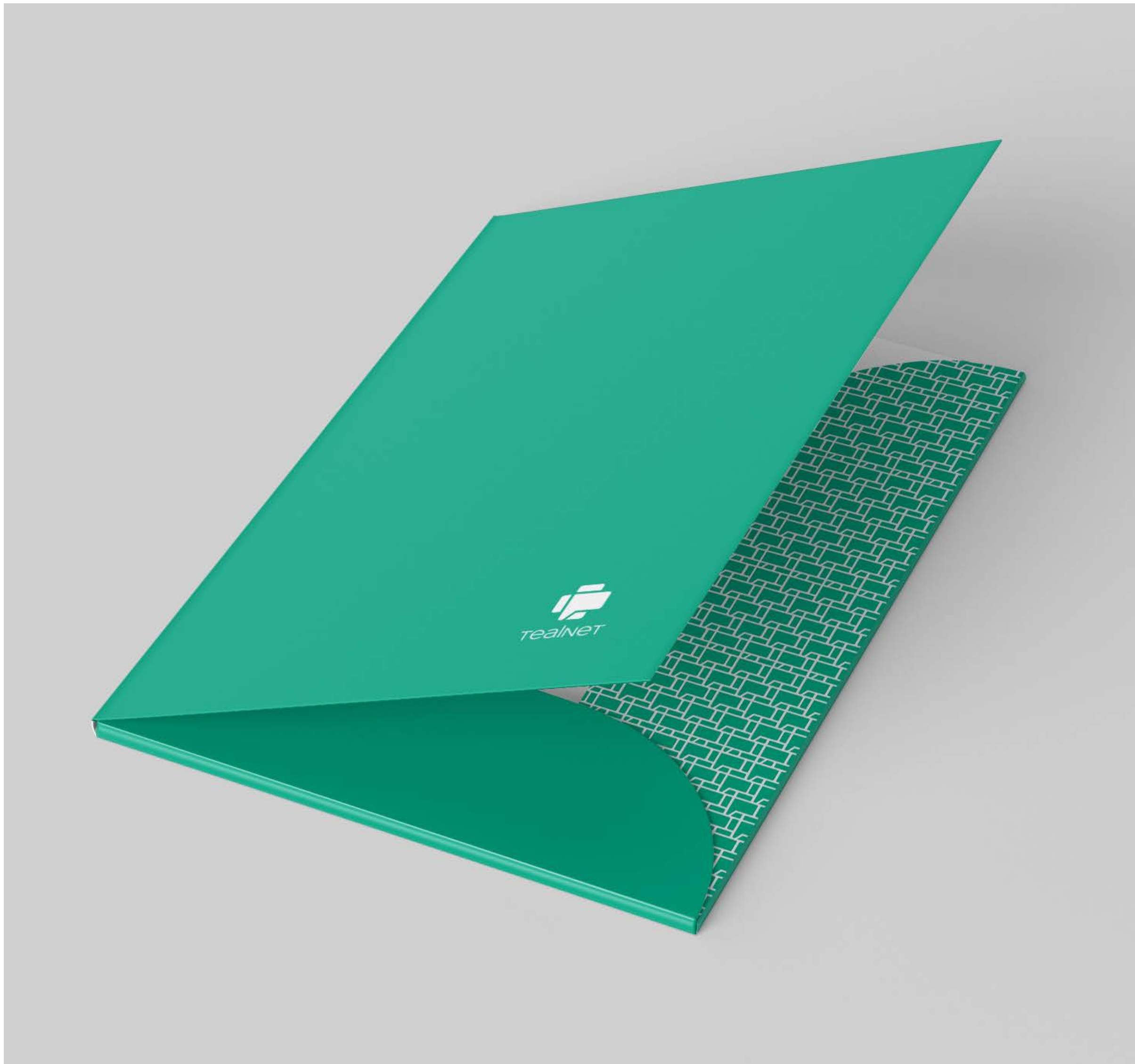
VISUAL IDENTITY

WEB DESIGN



Priority project aimed at providing quality & affordable online education for everyone via digital technologies.

**Objective:** to develop a graphic language responsible to modern educational demands for a wide audience.



Фактический адрес:  
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+7 495 678 91 23

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123456 Москва, Ул. Первая, дом 4/6  
+7 495 678 91 23

tealnet.com

CLIENT: TEALNET

# Triumvirate

LOGOTYPE

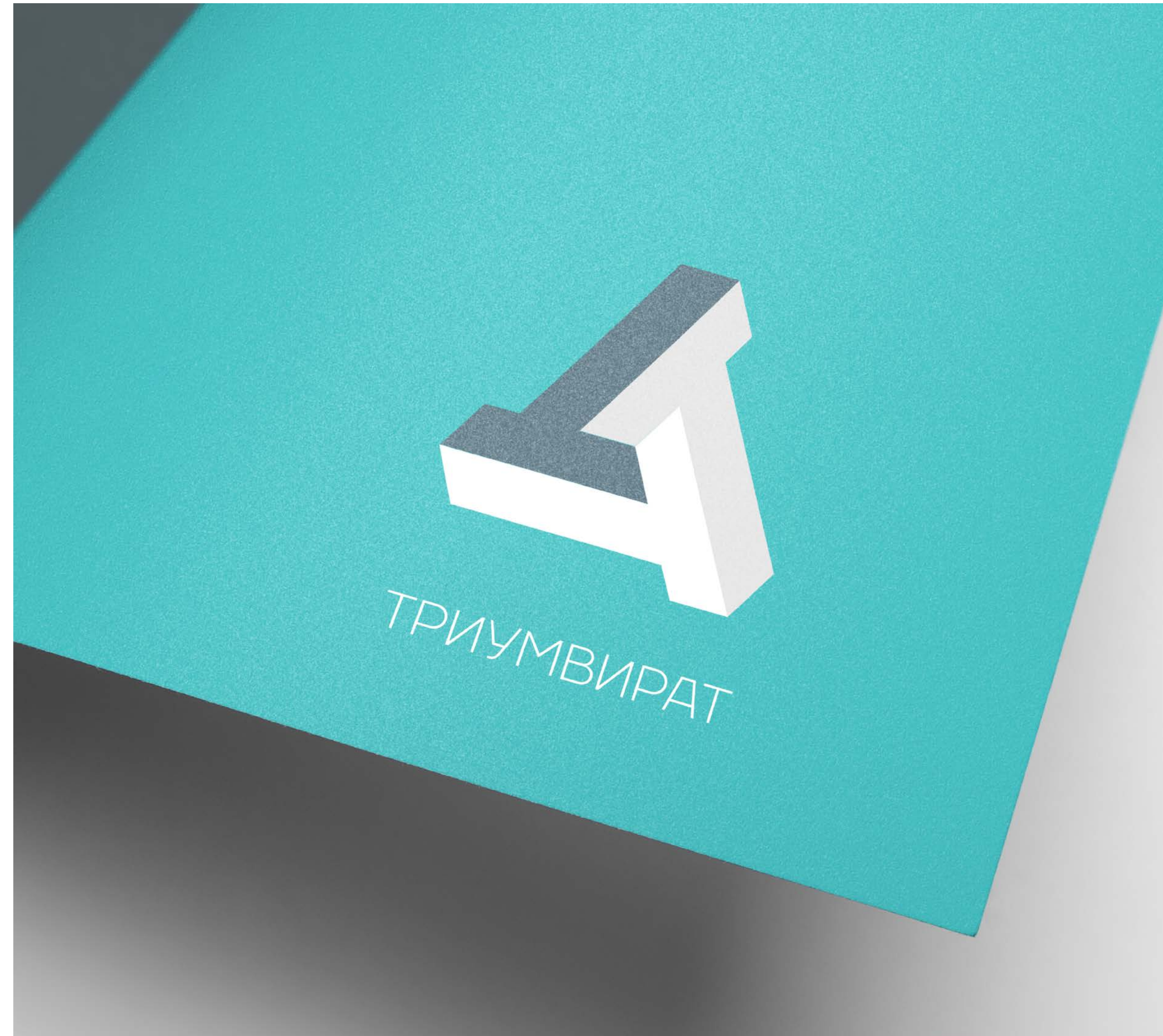
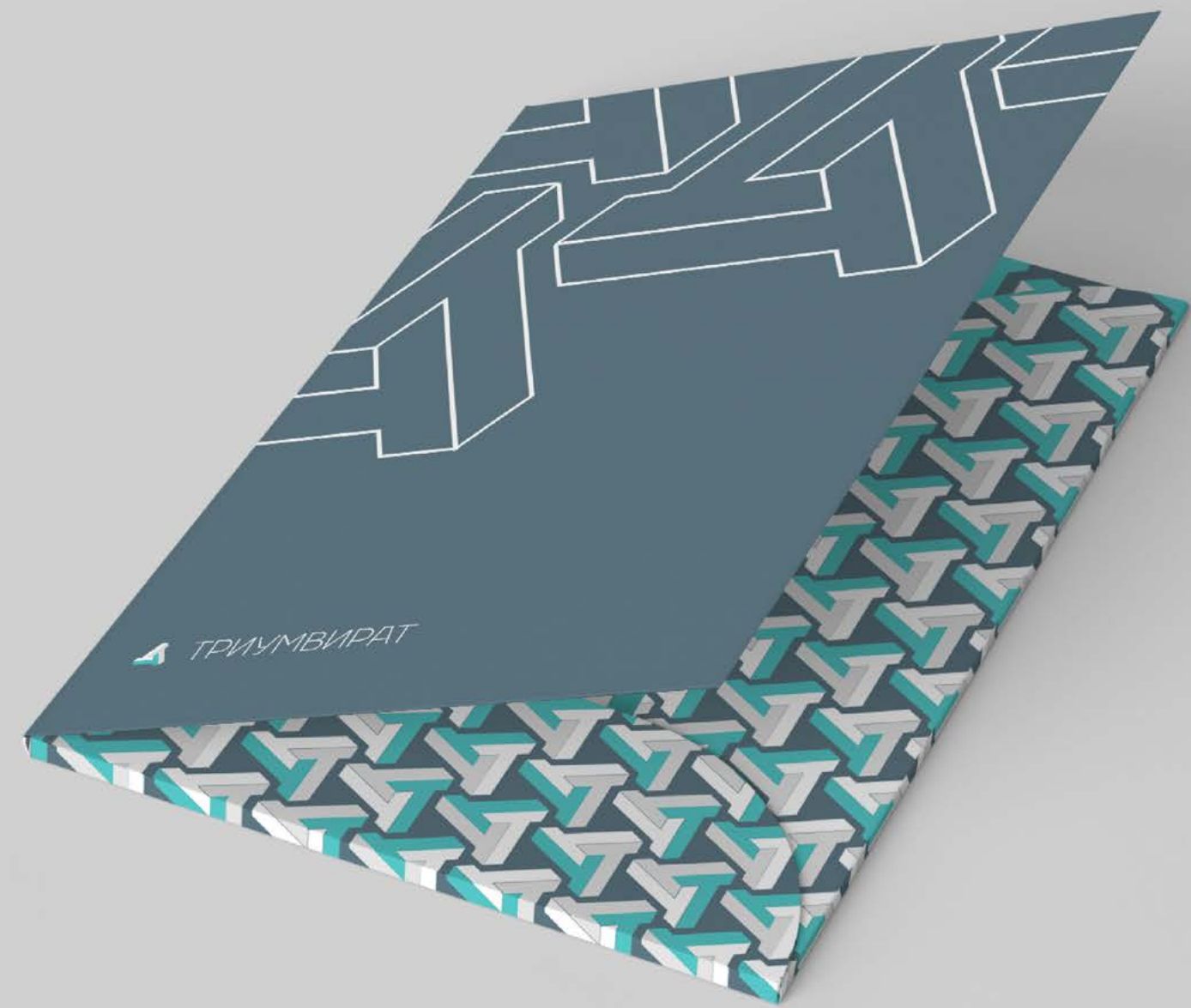
VISUAL IDENTITY

Unites patients and doctors to provide honest, open and convenient medical care with feedback at all stages of interaction.

**Objective:** to develop a graphic language responsible to modern medicine demands for a wide audience.







CLIENT: NOVIKOV GROUP

# BRO Meat Restaurant

LOGOTYPE

VISUAL IDENTITY

Arkady Novikov's restaurant is located in the most trendy place in Moscow. In the summer of 2017, two institutions opened under the same roof and under a common name at the Patriarch Ponds.

**Objective:** to develop a corporate identity for the meat restaurant.







МЯСНОЙ РЕСТОРАН

BRO

20  
17

20  
17

EST

EST

MOSCOW





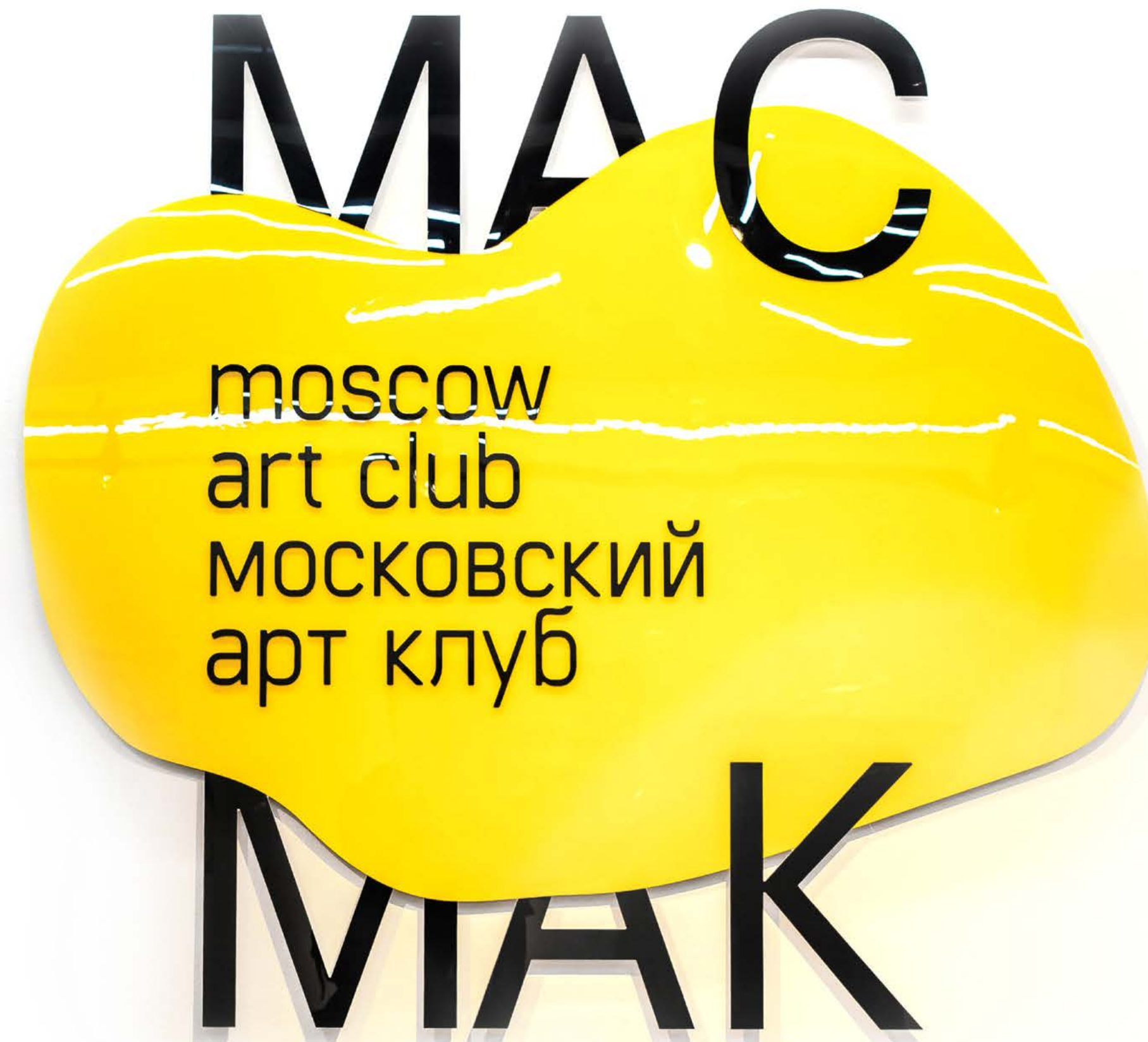
CLIENT: MMOMA

# MACMAK Moscow art club

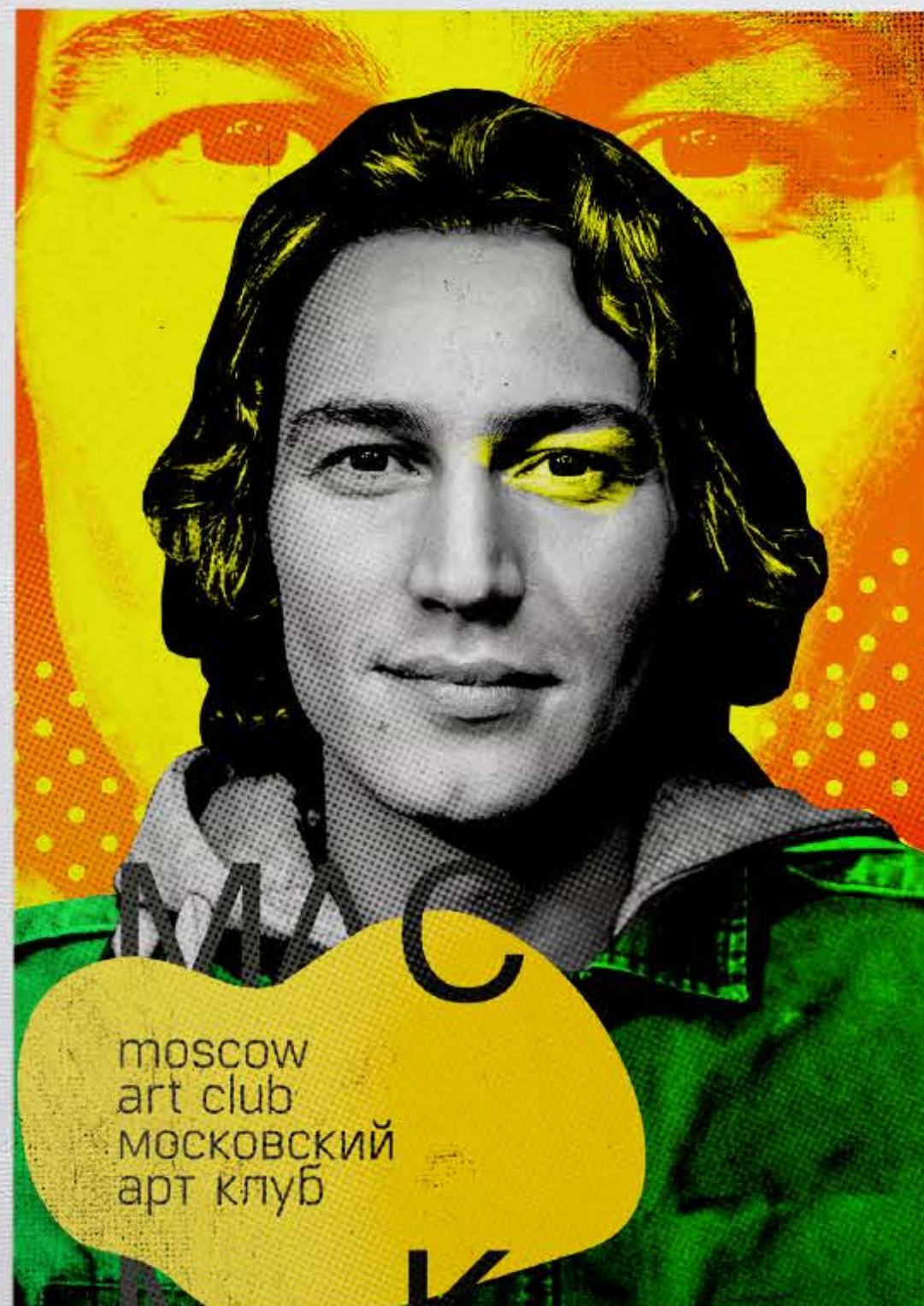
LOGOTYPE

VISUAL IDENTITY

FULL PROJECT  
DESIGN SUPPORT



MACMAK (MOSCOW ART CLUB)  
is a universal creative space located  
in the main building of Moscow  
Museum of Modern Art (MMOMA).





CLIENT: MYBRAIN

**MyBrain**

**LOGOTYPE**

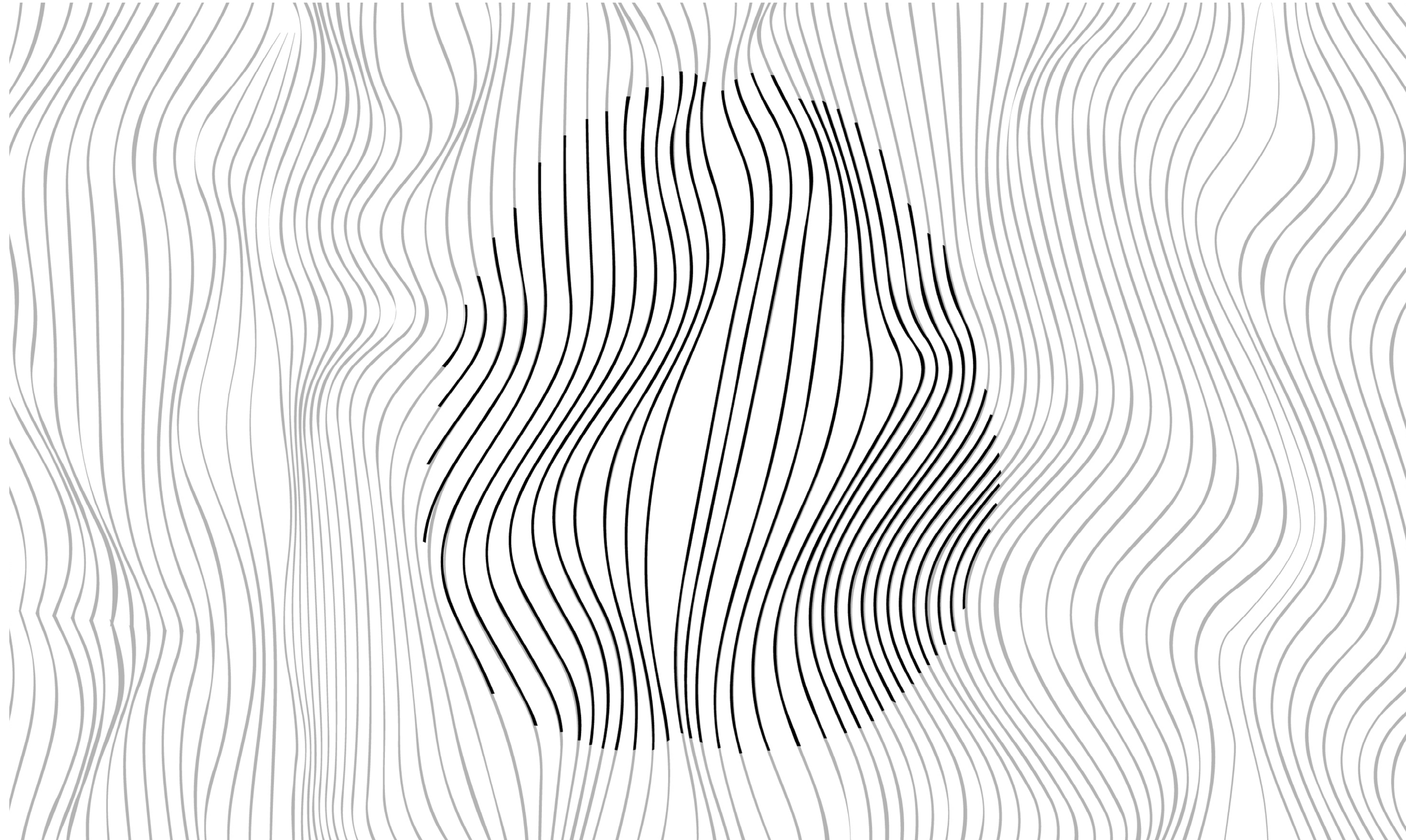
**VISUAL IDENTITY**

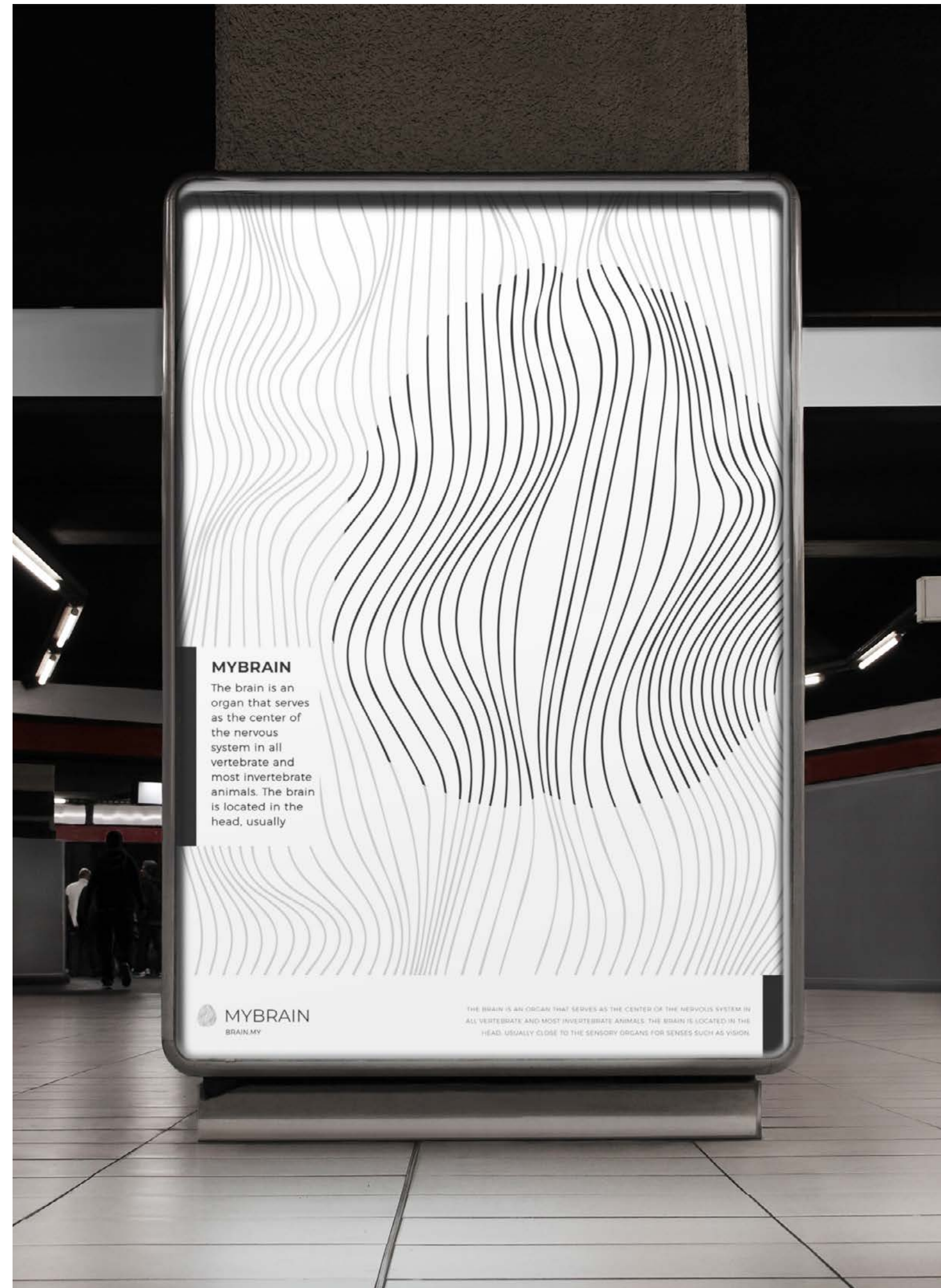
**PACKAGE DESIGN**

**WEB DESIGN**

MYBRAIN is a complex of substances that can positively influence the cognitive abilities of the human brain, and also have a preventive effect on the cellular structures of the brain and nervous system in order to protect against brain and nervous system diseases and prolong the natural cycle of life.

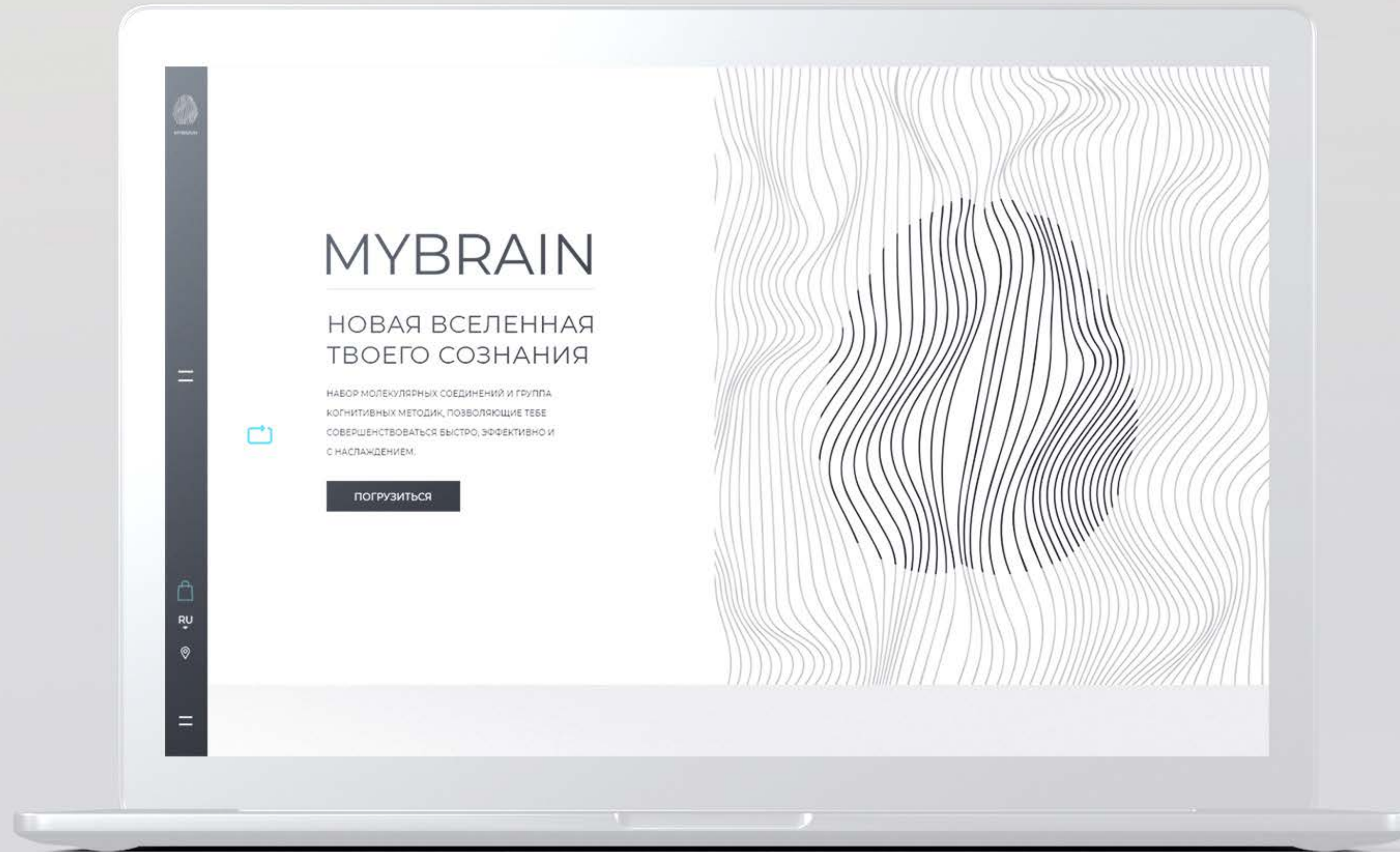
**Objective:** to develop a visual identity, ergonomic packaging that meets modern requirements in the spheres of medicine.











CLIENT: STANDART

# STANDART HOTEL

LOGOTYPE

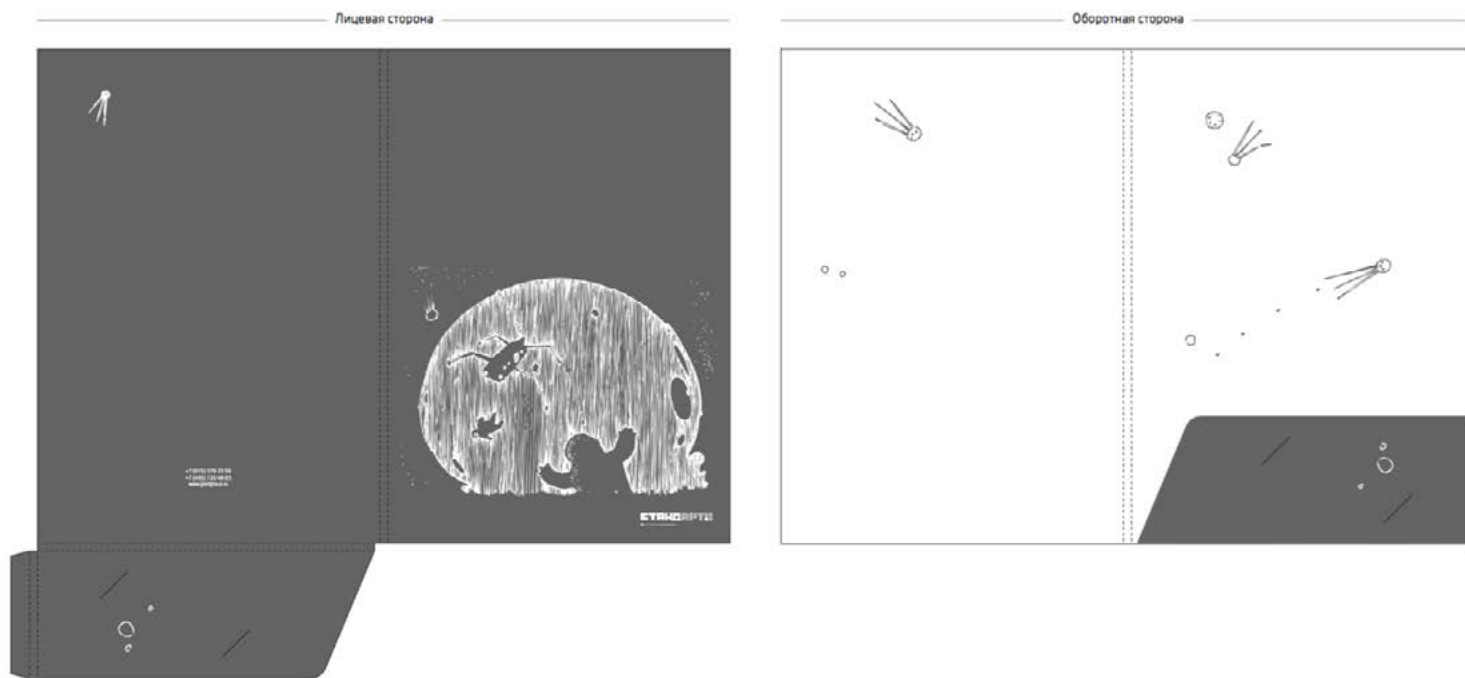
VISUAL IDENTITY

FULL PROJECT  
DESIGN SUPPORT



СТАНДАРТ

STANDART



CLIENT: CHESS AND JAZZ

# Фестиваль Chess & Jazz

VISUAL IDENTITY

FULL PROJECT  
DESIGN SUPPORT



Awards: Best music event  
of 2018

Chess & Jazz Festival was held  
at Hermitage Garden — one of Moscow's  
favorite parks.

**Objective:** creating a bright corporate  
identity that distinguishes the festival  
from other urban projects, graphic  
language as a competitive advantage  
and sales trigger. The festival instantly  
became one of the most discussed events  
of the summer.







Chess & Jazz

7 июля  
Сад «Эрмитаж»

Фестиваль  
Джаза и Шахмат

CeeLo Green  
Cory Henry & The Funk Apostles  
Kamaal Williams  
Secret Atelier  
Moscow Ragtime Band

ЭРМИТАЖ









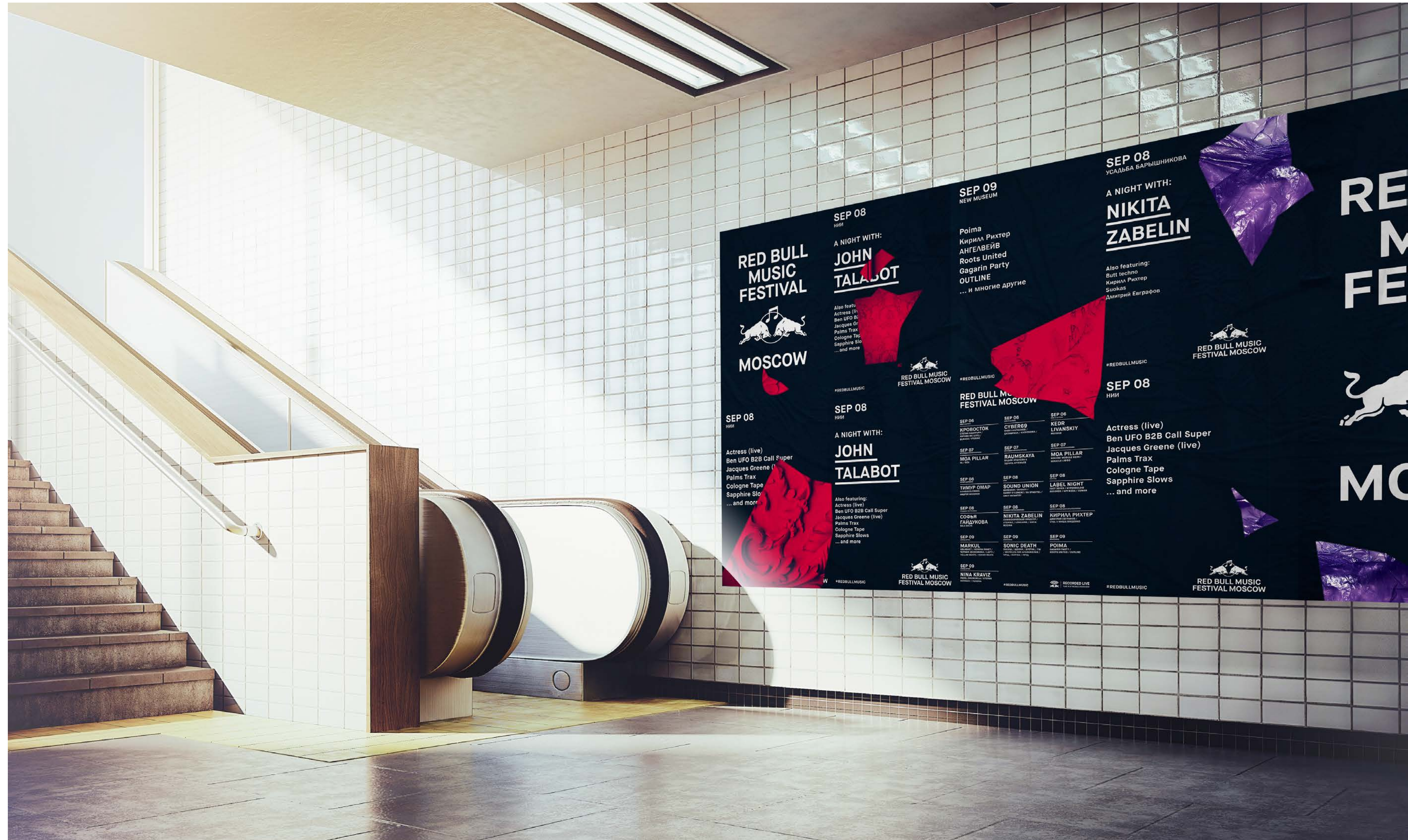
CLIENT: RED BULL

# Red Bull Music Festival

VISUAL IDENTITY

KV

WEB DESIGN



First RED BULL music festival in Russia.

**Objective:** to develop a visual identity that meets the general mood of the festival around the world.

# RED BULL MUSIC FESTIVAL



# MOSCOW



## RED BULL MUSIC FESTIVAL MOSCOW

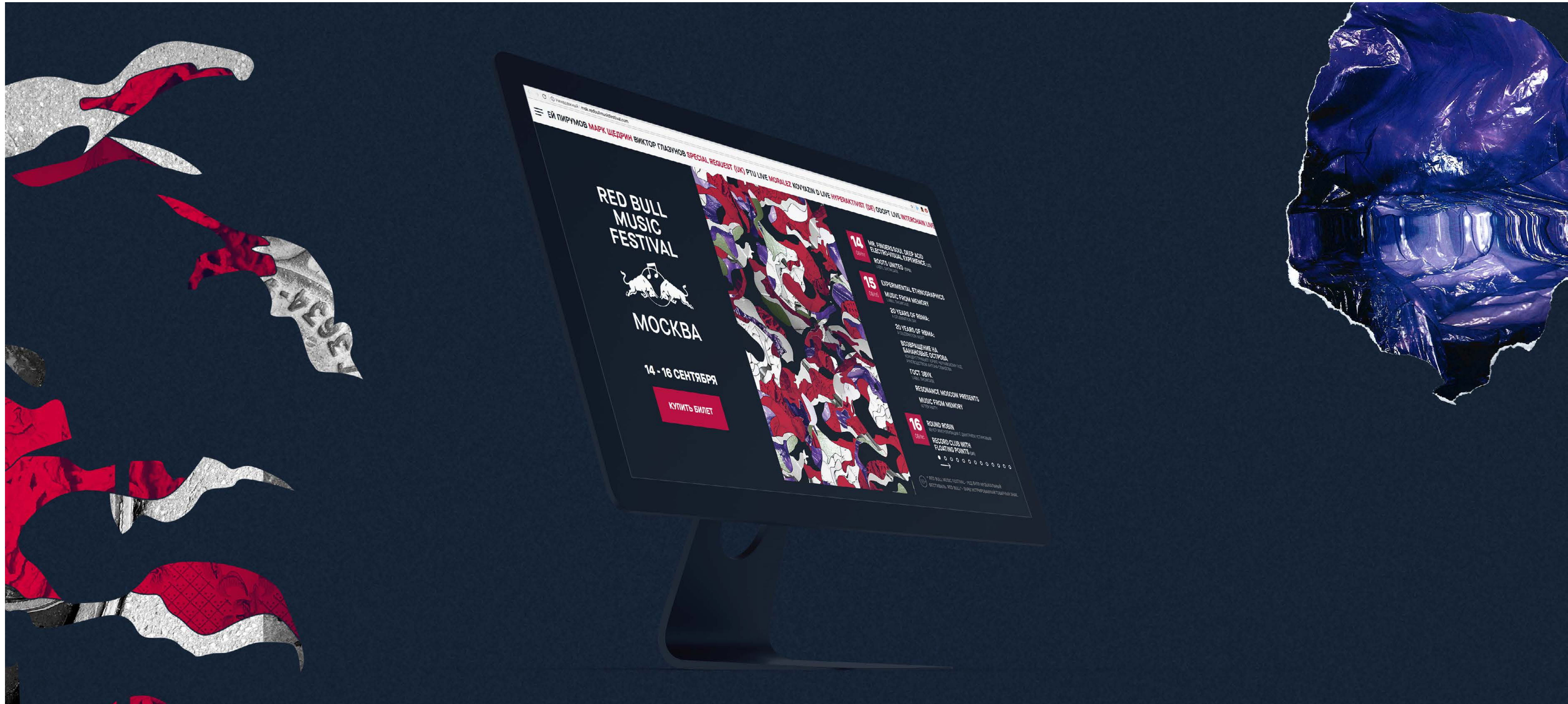


<p><b>SEP 06</b> <small>НИИ X ALPBAU</small></p> <p><b>ПРОВОСТОК</b> <small>ГЕПАН КАЗАРЬЯН / УТОНА MC (LIVE) / JRAGO / VTGNIKE</small></p>	<p><b>SEP 06</b> <small>НИИ X ALPBAU</small></p> <p><b>СYBER69</b> <small>ПАВЕЛ КАРМАНОВ / ДАХАБРАХА / КАЗУСКОМА /</small></p>	<p><b>SEP 06</b> <small>НИИ X ALPBAU</small></p> <p><b>KEDR LIVANSKIY</b> <small>MUJUICE</small></p>
<p><b>SEP 07</b> <small>УГОВАЯ КИНОПАНОРАМА</small></p> <p><b>MOA PILLAR</b> <small>/ DZA</small></p>	<p><b>SEP 07</b> <small>КРУГОВАЯ КИНОПАНОРАМА</small></p> <p><b>RAUMSKAYA</b> <small>ВАДИМ ЭПШТЕЙН X ЭДУАРД АРТЕМЬЕВ</small></p>	<p><b>SEP 07</b> <small>КРУГОВАЯ КИНОПАНОРАМА</small></p> <p><b>MOA PILLAR</b> <small>НОСОВ / MODULE WERK / MIRACLE LIBIDO</small></p>
<p><b>SEP 08</b> <small>ЗЕИ ДАРВИНА</small></p> <p><b>ИМУР ОМАР</b> <small>СКДИСКО / CROSS ИДРЕЙ ФИЛОНОВ</small></p>	<p><b>SEP 08</b> <small>НИИ</small></p> <p><b>SOUND UNION</b> <small>BOREDOM / BUGAEV / DANNY O'LUMERZ / DJ SPASITEL / GREY INFANTRY</small></p>	<p><b>SEP 08</b> <small>ПАУТОН</small></p> <p><b>LABEL NIGHT</b> <small>ГОСТ ЗВУКН / HYPERBOLOID RECORDS / КРУЖЕВА / ХUMAN</small></p>
<p><b>SEP 08</b> <small>УСАДЬБА ЧЕРТКОВЫХ</small></p> <p><b>ЮФЬЯ АЙДУКОВА</b> <small>LA SVETA</small></p>	<p><b>SEP 08</b> <small>УСАДЬБА БАРИШНИКОВА</small></p> <p><b>НИКИТА ZABELIN</b> <small>СИМФОНИЧЕСКИЙ ОРКЕСТР / VTGNIKE / LONGARM / SOFIA RODINA</small></p>	<p><b>SEP 08</b> <small>ЦЕНТРАЛЬНЫЙ ДОМ АРХИТЕКТОРОВ</small></p> <p><b>КИРИЛЛ РИХТЕР</b> <small>ДМИТРИЙ ЕВГРАФОВ / VTOL X МИША МИЩЕНКО</small></p>
<p><b>SEP 09</b> <small>ВОД АРМА</small></p> <p><b>MARKUL</b> <small>ЭЛАДАЕТ / ЛЕНИНА ПАКЕТ / ЭРНАЯ ЭКОНОМИКА / LARTI / ILLAH BEATS / KOVSH BEATS</small></p>	<p><b>SEP 09</b> <small>ВИКЗАВОД</small></p> <p><b>SONIC DEATH</b> <small>ПАСОШ / ШЕНКИ / БУЕРАК / ГШ / BICYCLES FOR AFGHANISTAN / ТРУД / ПУРГЕН / ПРУД</small></p>	<p><b>SEP 09</b> <small>ВИКЗАВОД</small></p> <p><b>POIMA</b> <small>GAGARIN PARTY / ROOTS UNITED / OUTLINE</small></p>
<p><b>SEP 09</b> <small>ВОД АРМА</small></p> <p><b>IINA KRAVIZ</b> <small>VEL ZMUNCHILA / STEPAN OVIKOV / TUNDRA</small></p>	<p>#REDBULLMUSIC</p>  <p><b>RECORDED LIVE</b> <small>TUNE IN AT REDBULLRADIO.COM</small></p>	









RED BULL  
MUSIC  
FESTIVAL



МОСКВА

14 - 16 СЕНТЯБРЯ

КУПИТЬ БИЛЕТ

ЕЙ ПИРУМОВ МАРК ШЕДРИН ВИКТОР ГЛАЗУНОВ SPECIAL REQUEST (UK) PTU LIVE MORALEZ KOUYAZIN D LIVE HYPERAKTIVIST (DE) ODOPT LIVE INTERCHAIN LIVE

- 14 09:00 MR. FINGERSOUL DEEP ACID ELECTRO-VISUAL EXPERIENCE (US)
- ROOTS UNITED (US)
- 15 09:00 EXPERIMENTAL ETHNOGRAPHICS
- MUSIC FROM MEMORY (US)
- 20 YEARS OF PUMA: (US)
- 20 YEARS OF PUMA: (US)
- ВОЗВРАЩЕНИЕ НА БАНАНОВЫЕ СТОЛЫ (RU)
- ТОСТ ЗВУК (US)
- RESONANCE MOSCOW PRESENTS MUSIC FROM MEMORY (US)
- 16 09:00 ROUND PABIN (US)
- RECORD CLUB WITH FLOATING POINTS (US)

\* RED BULL MUSIC FESTIVAL - НЕ ЯВЛЯЕТСЯ ИСТИННЫМ ИСТОЧНИКОМ ИСТОРИИ. \* RED BULL - БИЗНЕС-МАРКА И ТОРГОВЫЙ ЗНАК.





CLIENT: LAMAY

Lamay  
Laskovyi Mai

LOGOTYPE

FULL PROJECT  
DESIGN SUPPORT





**THANK YOU**

-

Malaya Dmitrovka, 25c1

8 906 710 55 96

[ASTRA-Channel.com](http://ASTRA-Channel.com)