



# COMPANY PORTFOLIO



PACKAGING & PRINT  
DESIGN



# CHAPMAN'S SUPER PREMIUM PLUS ICE CREAM PRODUCT LINE PACKAGING DESIGN



## DESIGN IMPLEMENTATION:

The first stage of the packaging design project is to analyze the Client's objectives, packaging market, competitors and target audience insights. This information allows us to find the right solutions to implement the goals set by the Client, to meet the needs of potential customers and make them loyal consumers, as well as to comply with the proper key elements architecture, taking into account current trends in design and country regulations.

Our creative team came up with the 5 conceptual design directions. After choosing one of them, the design was adapted to the 8 flavours, and the production process was accompanied by full support in the preparation of files for color proofs and DTP.

## DESIGN REQUESTS:

Premium and upscale compared to all previous package designs since the product is high-end

Stylish, minimalist, modern, and up-to-date, while at the same time, all the information should be easy to read, given the 500ml capacity of the package



# NESCAFE PACKAGING DEVELOPMENT

## DESIGN REQUESTS:

Absolute alignment with Nescafe's brand aesthetics, adhering closely to packaging guidelines, the brandbook, and local standards.

Create a diverse range of packaging formats, encompassing tin and jar labels, paper displays, various laminate daypacks, pouches, sticks, and corrugated packaging, while meeting all legal and production house requirements.



## DESIGN IMPLEMENTATION:

Nescafe's foremost goal is to ensure product safety, maintain freshness, offer clear usage instructions, minimize waste, and infuse creativity and user-friendliness into design. Placing the consumer at the core of our packaging development entails crafting products and packaging that are intuitively user-friendly, catering to diverse target audiences. Our endeavor has been to introduce a fresh, modern packaging design while preserving the quintessential Nescafé brand identity. The smooth collaboration between our designers and DTP specialists has facilitated the swift and efficient realization of this project.



# COFFEE MATE PACKAGING DEVELOPMENT

## DESIGN REQUESTS:

Strict compliance with brand stylistics, packaging guidelines and brandbook

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

## 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

## 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

## 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.







# WEB & APP DESIGN



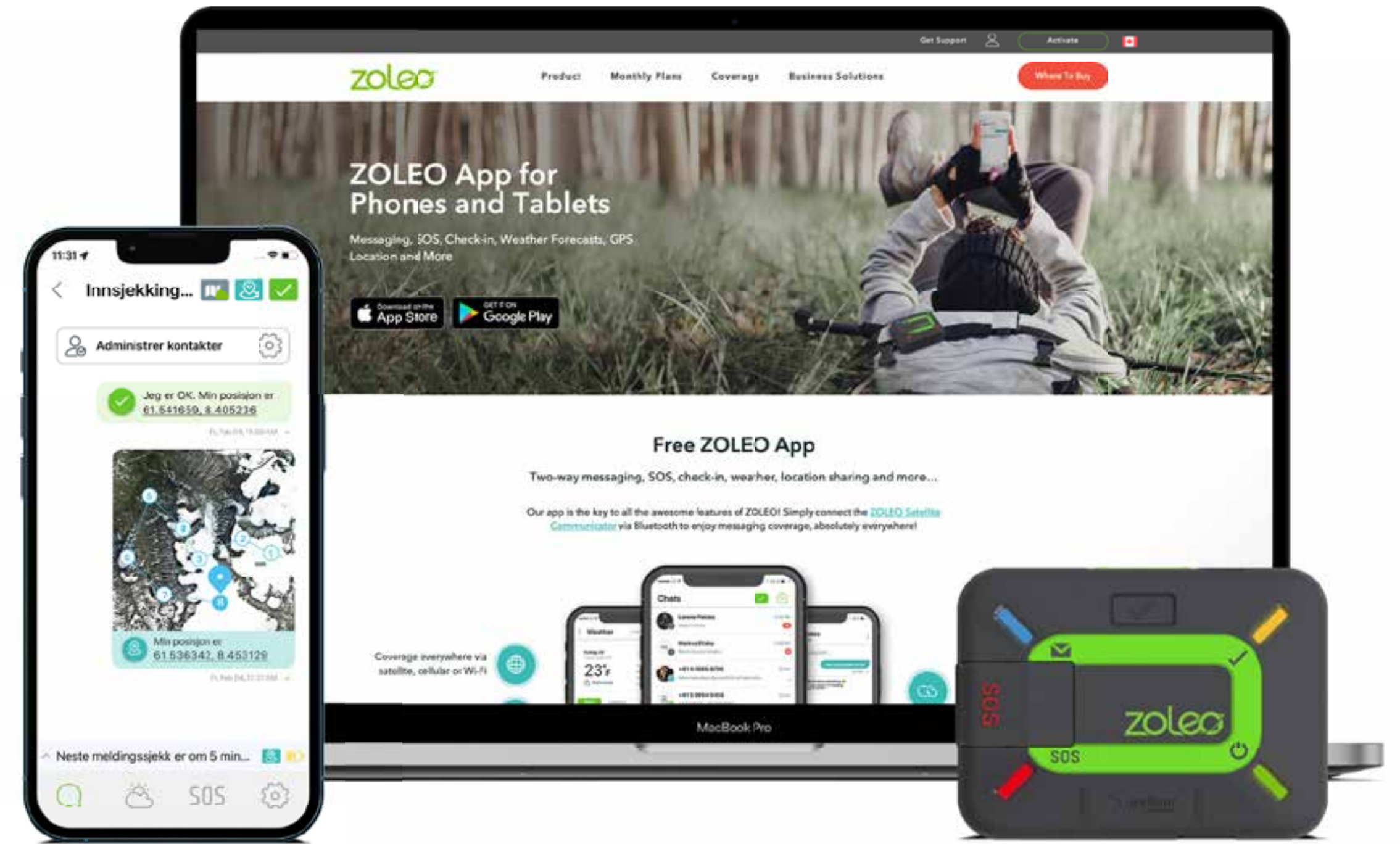
# ZOLEO SATELLITE COMMUNICATOR LAUNCH

## 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

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



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 account 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.





# POP & POS DESIGN



# KRONENBOURG 1664 ART STAND DESIGN DEVELOPMENT

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## DESIGN REQUESTS:

Art object and glorious design

Luminous neon tubes

French spirit

## DESIGN IMPLEMENTATION:

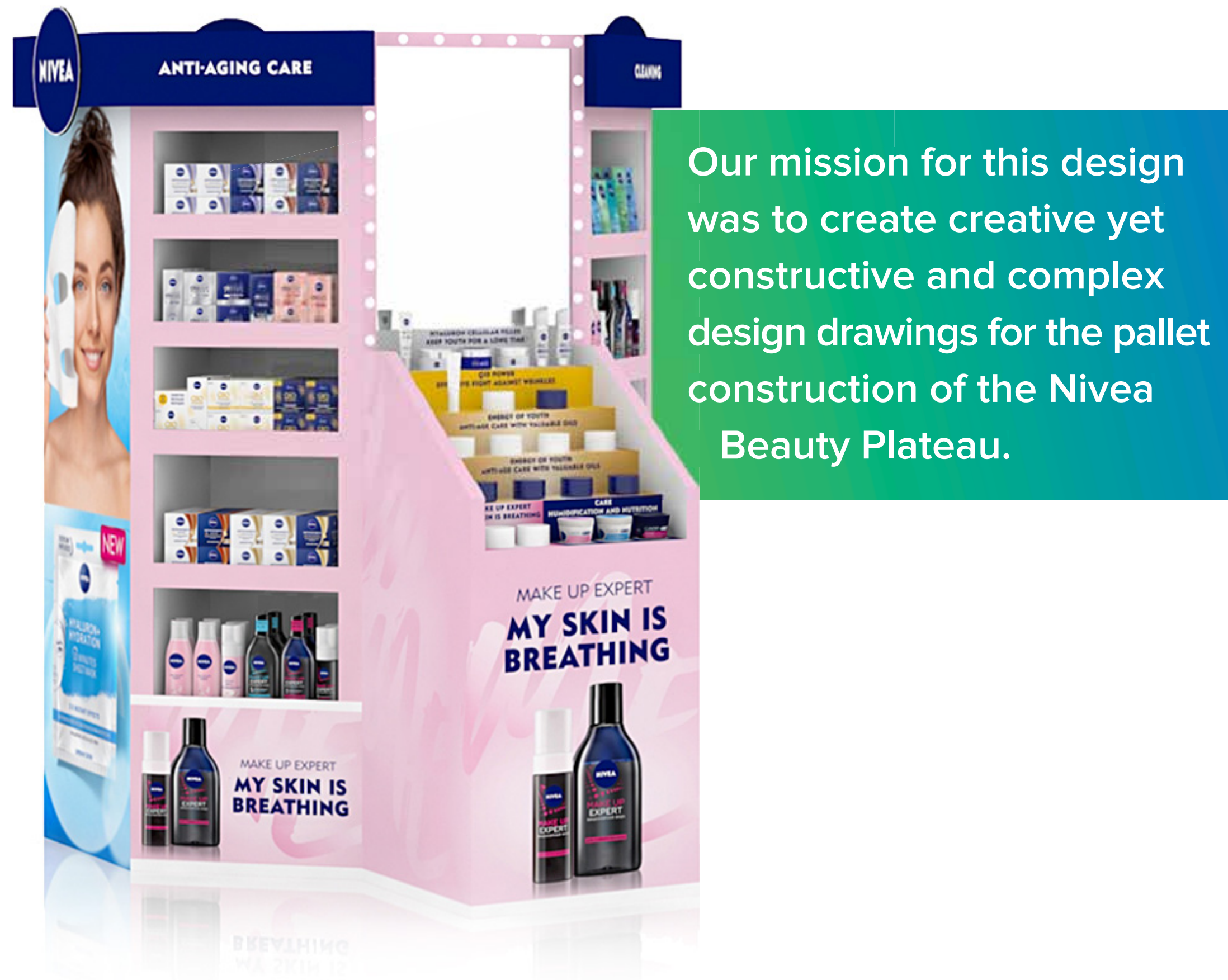
This work of art was developed for PJSC Carlsberg. The display is made of luminous neon tubes to highlight the dynamics of the construction, draw attention and create impact. The bottle not only represents Carlsberg, but captures the gracefulness of Paris. The design transfers the viewer not only to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



# NIVEA BEAUTY PLATEAU

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.



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.



# BUONDI COFFEE CORNER DEVELOPMENT

## 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.



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.





# MILLENNIUM CHOCOLATE PALLET STRUCTURE DEVELOPMENT

## 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



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 colours 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

## 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.



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CORPORATE EXTERIOR  
& INTERIOR BRANDING

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# BUONDI COFFEE CORNER DEVELOPMENT

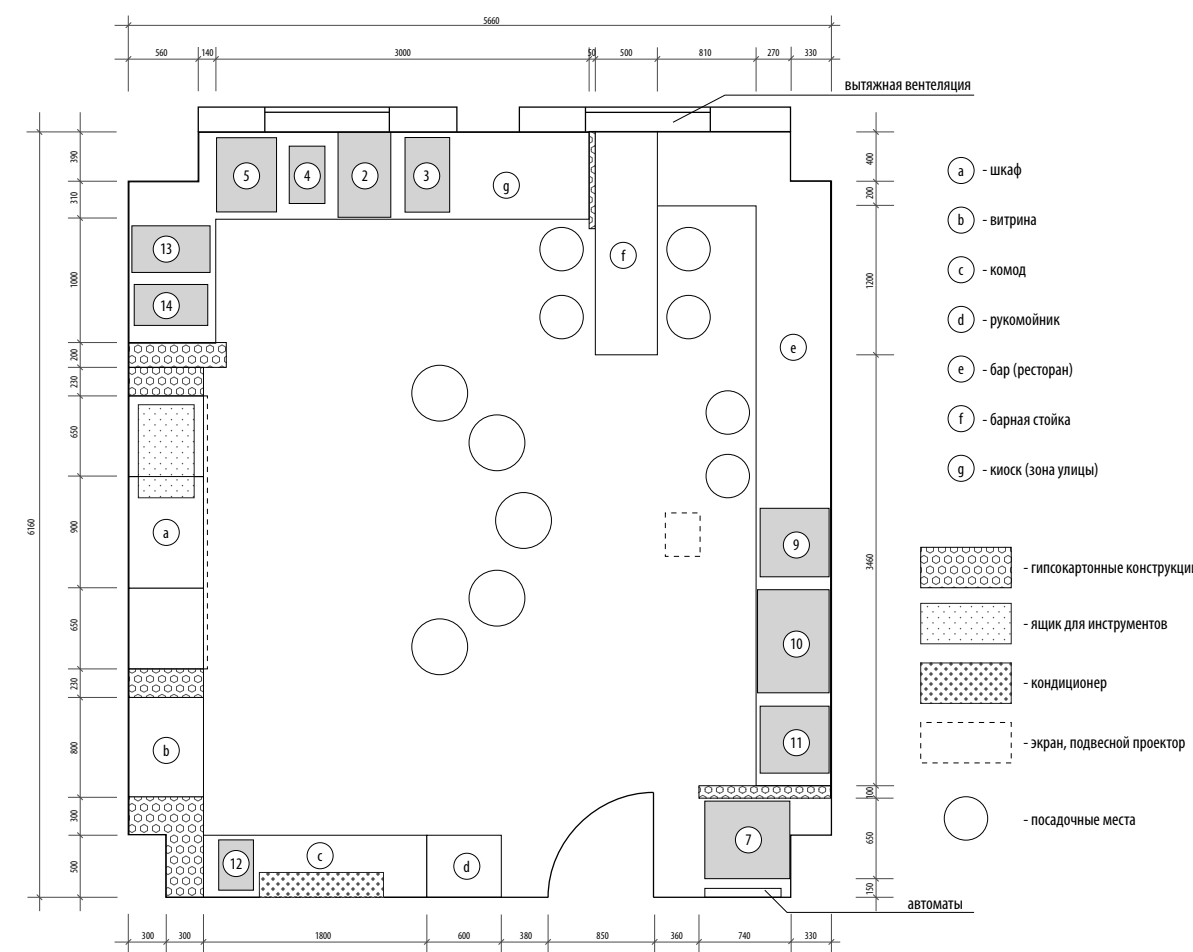
## DESIGN REQUESTS:

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

## 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 DEVELOPMENTD

## 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 m<sup>2</sup> 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.



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THANK YOU!