

YOUR DESIGN
PARTNER.

OUR
CAPABILITIES

andrijadesigns.com
theandrijadesigns@gmail.com
[@theandrijadesigns](https://www.instagram.com/theandrijadesigns)



Hey! Welcome to Andrija Designs.

**WE BELIEVE GREAT BRANDING
IS DEEPLY HUMAN, CLEAR,
SIMPLE, AND MEMORABLE.**

**BECAUSE PEOPLE DON'T REMEMBER
COMPLEXITY—THEY REMEMBER CLARITY.**



ABOUT
ANDRIJA DESIGNS

BORN AS AN AMBITIOUS IDEA IN 2023, ANDRIJA DESIGNS GREW INTO A FULL-FLEDGED AGENCY BY 2024, LED BY FOUNDER AND BRAND DESIGNER ANDRIJA FILIPOVIC.

OUR HISTORY

Driven by the belief that every brand can and should be deeply human, we've rapidly gained recognition, earning multiple awards and features across prominent design platforms and esteemed organizations.

Our mission is clear: deliver consistent, digestible, and impactful solutions that resonate. In a world where differentiation is everything, the Andrija Designs approach brings a fresh, modern touch to timeless branding principles.

MEMORABLE BRANDS START WITH **CLARITY**.



PUBLICATION & RECOGNITION

VERIFIED AGENCY
DESIGNRUSH.COM

DESIGNRUSH

FEATURE

VERIFICATION

ANDRIJA DESIGNS

DESIGNRUSH

FEATURE

BEST LOGO DESIGN

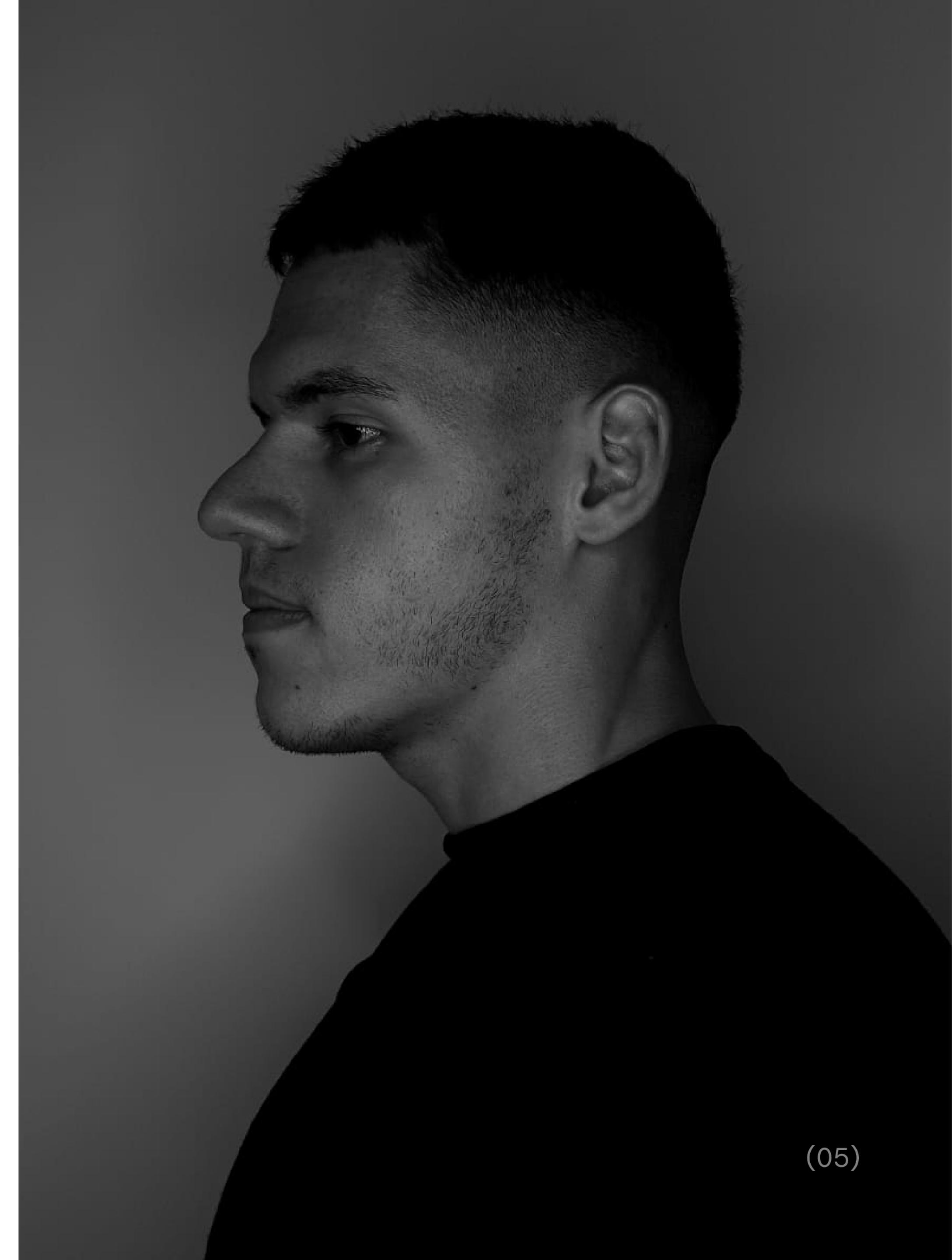
UNION DIGITAL



THE FOUNDER

My journey into branding began long before I gave it a name. I worked in design, refined my craft, and slowly realized that the strongest brands are not built on trends, but on clarity and connection.

Andrija Designs was born from that belief. What started as freelance work grew into something bigger: an agency dedicated to crafting brand identities that not only look good but also truly mean something.





SECTION
ONE

OUR SERVICES



LOOK, WE'RE NOT A BUFFET—WE DON'T DO
A LITTLE BIT OF EVERYTHING JUST TO KEEP
EVERYONE FED. WE'RE CHEFS. **SPECIALISTS.**

WE'RE NOT GENERALISTS

Why keep our capabilities intentionally small? Because spreading ourselves thin sucks. It dilutes impact, waters down creativity, and sacrifices depth for breadth. We believe branding demands relentless focus and precision. Less fluff. More punch.

Specializing lets us dig deeper, think sharper, and execute cleaner. It empowers us to amplify results where they matter most:

VISUAL IDENTITIES WITH HEART AND CHARISMA.



OUR SERVICES

IDENTITY
GRAPHIC
STRATEGY
REBRAND
LOGO
WEB
PRINT
ANIMATION
MARKETING
DIGITAL

Every service we offer is part of a larger ecosystem, designed to work together seamlessly.

Whether as part of a full identity engagement or an add-on, each element strengthens and reinforces the whole, ensuring consistency, clarity, and impact at every touchpoint.

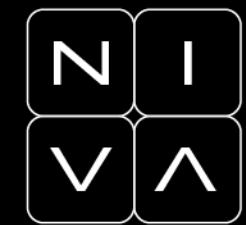
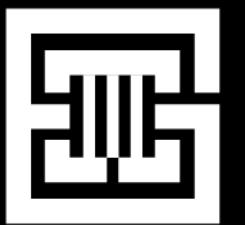
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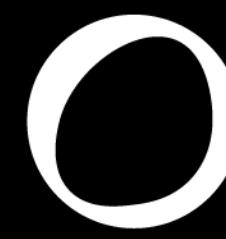
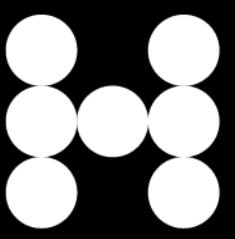


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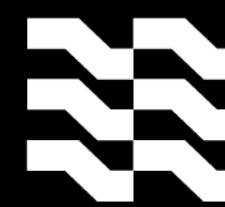


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CORE SERVICE

BRAND IDENTITY

Brand identity is at the core of what we do. It's more than just a logo—it's the entire system that shapes how your brand looks, feels, and communicates.

We guide you through a strategic process, from discovery to brand rollout, making sure every piece works together seamlessly. Curious how it all comes together?

LET'S WALK YOU THROUGH THE PROCESS.





SECTION
TWO

IDENTITY PROCESS



OUR
PROCESS

GOOD BRANDING ISN'T MAGIC—IT'S METHOD.



STEP – 01

INTRODUCTIONS

YOUR JOURNEY BEGINS WITH A MEANINGFUL CONVERSATION—YOUR ASPIRATIONS, OUR INSIGHTS, ALL COMING TOGETHER.

This isn't small talk; it's the spark that ignites trust. We listen closely, diving deep to grasp your goals, vision, and the heart behind your brand. It's where we set the foundation, align our minds, and kick off a collaboration rooted firmly in clarity and connection.

 WE'LL ASK QUESTIONS LIKE:

01. What sparked this branding journey for you?
02. How do you define success for this project?
03. Who needs to fall in love with your brand?



STEP – 02

PROPOSAL

WITH A SOLID GRASP OF YOUR VISION, WE MOVE TO OUTLINE THE ROADMAP AND BUDGET FOR OUR JOURNEY TOGETHER.

This proposal isn't just paperwork—it's your first look at what's possible. You'll see clear timelines, transparent budgets, and precisely defined deliverables. More importantly, it's designed to flex, giving you room to refine the scope and ensure every detail aligns seamlessly with your goals.

PROPOSALS INCLUDE:

- 01. Detailed project roadmap
- 02. Clear cost structure
- 03. Scope tailored to your objectives



STEP – 03

CONTRACT & DEPOSIT

GREAT BRANDS THRIVE ON CLEAR
COMMITMENTS, AND THIS IS WHERE
WE MAKE OUR PARTNERSHIP OFFICIAL.

Talk is great, but ink and a deposit make it real. You'll get a detailed SOW (Scope of Work) that lays out exactly what to expect—no surprises, no confusion. And your 50% deposit isn't just about money; it's proof we're both invested in making something incredible happen.

 WHAT YOU CAN EXPECT:

01. A detailed SOW, clarifying every deliverable
02. 50% deposit, locking in our undivided attention
03. Clear terms keep everyone aligned and focused



STEP – 04

DISCOVERY

GREAT IDEAS BEGIN WHEN WE DIG
DEEPER, AND THIS IS OUR CHANCE
TO FULLY UNDERSTAND YOUR BRAND.

Discovery is where clarity happens. It's an intensive 1–2 hour session designed to unpack everything about your brand: your competitors, your ambitions, and your fears. We set up a dedicated Notion portal to keep the dialogue flowing, ensuring nothing slips through the cracks as we align our thinking.

 WHAT YOU CAN EXPECT:

01. Strategy session to map out your brand
02. Dedicated Notion & Slack collaboration portal
03. Deep dive into your market, & ambitions



STEP — 05

VISUAL MOODBOARDS

WE TRANSLATE STRATEGIC INSIGHTS INTO
VISUAL INSPIRATION, CAPTURING THE
ESSENCE OF YOUR FUTURE IDENTITY.

Moodboards aren't decoration; they're a first look at your brand's potential identity. We craft 3–5 unique moodboards that translate abstract ideas into visual clarity, making sure our creative concepts perfectly align with your vision. It's inspiration you can actually see and feel.



STEP – 06

IDENTITY DESIGN

WITH MOODBOARDS AS OUR GUIDE, YOUR
BRAND IDENTITY COMES ALIVE THROUGH
THOUGHTFUL, INTENTIONAL DESIGN.

Guided by our moodboards, this phase breathes life into your identity. We'll meticulously craft and refine every visual detail, designing logo concepts, choosing meaningful typography, and selecting impactful colors. Don't be surprised if we check back in for extra insights—precision is everything!

 WHAT THIS INCLUDES:

01. 3–5 refined logo & identity concepts
02. Detailed brand colors & typography examples
03. Real-world contextual mockups and images



OUR
PROCESS

STEP — 07

BRAND KIT

WE ASSEMBLE YOUR BRAND'S CORE ELEMENTS INTO A COHESIVE, ACTIONABLE KIT, DESIGNED SPECIFICALLY FOR YOU.

We take all the carefully crafted elements—logo, colors, type—and bundle them neatly into a fully custom brand kit. It's your brand's visual bible, giving you confidence and consistency. You'll also pick two additional deliverables, like sleek stationery or social assets, to supercharge your rollout.

 WHAT THIS INCLUDES:

01. Comprehensive brand guidelines
02. Two additional deliverables of your choice
03. Fully organized files ready for use



STEP – 08

FINALIZATION & REVISIONS

THE FINAL TOUCHES MATTER
MOST, AND PERFECTION LIVES
IN THOUGHTFUL REFINEMENTS.

We wrap things up with careful precision, refining every element based on your feedback. This phase is collaborative and thorough, designed to make sure your brand identity is razor-sharp, fully polished, and launch-ready. Nothing leaves our studio until you're completely stoked.

 KEEP IN MIND:

01. This is the last chance for refinements
02. Think smart, the best choice may challenge
03. Gather input from all decision-makers



OUR
PROCESS

STEP – 09

BRAND ROLLOUT

LAUNCHING YOUR BRAND IS
ABOUT CLARITY, CONSISTENCY, AND
MAKING A MEANINGFUL SPLASH.

We ensure your brand hits the ground running, guiding you through a strategic rollout tailored specifically for impact. From digital to physical touchpoints, your identity will feel unified, intentional, and confident.

 FINAL DELIVERABLES:

01. Logo in all the file types you'll need
02. Any templates we've created
03. PDF style guide
04. All final brand kit deliverables



SECTION
THREE

SERVICE PRICING

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PARTNER.

TRANSPARENT PRICING
FOR REAL RESULTS.

(22)



Launching your brand is about clarity, consistency, and making a meaningful splash.

OUR CORE BRANDING SERVICES RANGE FROM:

2,500€-8,000€+

Our core branding services start at 2,500€ and scale based on scope, deliverables, and project complexity. Whether it's a full identity system or key brand assets, we tailor every engagement for maximum impact. From digital to physical touchpoints, your brand will feel unified, intentional, and built to last.

TOTAL ENGAGEMENT TIME:

WEEKS: 6-10

THE FULL PROCESS

01. INTRODUCTIONS

A conversation to align on goals.

02. PROPOSAL

Scope, timeline, and pricing.

03. CONTRACT & DEPOSIT

Agreement and commitment.

04. DISCOVERY

Deep dive into your brand.

05. VISUAL MOODBOARDS

Exploring design directions.

06. IDENTITY DESIGN

Logos, colors, and typography.

07. CUSTOM BRAND KIT

Essential brand assets.

08. FINALIZATION & REVISIONS

Refinements before launch.

09. BRAND ROLLOUT

Launching your brand.



Enhance your brand identity experience with hand-picked additions designed to elevate your brand's impact.

ADD-ONS & RATES

Our core identity process is powerful, but sometimes your brand demands just a bit more to feel truly custom and complete. These add-ons aren't afterthoughts—they're carefully selected enhancements that amplify your brand's uniqueness, ensuring every detail feels thoughtfully considered and precisely tailored to your audience.

i These special add-ons and their associated pricing reflect exclusive offerings available only as part of a comprehensive branding engagement or as follow-ups for past clients. They aren't standalone projects.

POPULAR ADD-ONS FOR OUR CORE SERVICE

01. LANDING PAGE (no development)	1,000€–1,250€
02. LANDING PAGE & DEVELOPMENT	1,500€–2,000€
03. BRAND ANIMATIONS (logo, intro, patterns)	600€–900€
04. COMPETITOR AUDIT	600€–900€
05. NEWSLETTER TEMPLATES (5)	400€–700€
06. MERCHANDISE DESIGN	400€–700€
07. PRESENTATION TEMPLATE (8–12 pages)	600€–900€
08. SOCIAL MEDIA BRANDING KIT	600€–900€
09. PRINTED COLLATERAL	350€–900€
10. ILLUSTRATION & ICONOGRAPHY	750€–1,000€



SECTION
FOUR

CLIENT REVIEWS

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DON'T JUST TAKE OUR WORD FOR IT!
HEAR IT FROM OUR CLIENTS :)

(25)



“

I COULDN'T BE HAPPIER WITH THE OUTCOME OF OUR REBRAND. IT'S NOT JUST ABOUT THE LOOK, IT'S ABOUT HOW IT FEELS AND CONNECTS.

The process was collaborative and inspiring, and we're excited to see how it impacts business.

ANDREAS WILD, MANAGING DIRECTOR, UNION

“

WORKING WITH ANDRIJA DESIGNS WAS A GAME CHANGER FOR US. THE BRANDING TRULY CAPTURES OUR IDENTITY, AND THE ICON ADDS A UNIQUE TOUCH.

We felt understood from the start, and the entire experience was smooth and rewarding.

LUKA DAVID JAIC, FOUNDER, HOOKMASTERS

“

ANDRIJA DESIGNS REFRESHED OUR BRAND, MAKING IT IMPACTFUL AND MODERN. IT FEELS AUTHENTIC AND PERFECTLY FITS OUR AUDIENCE.

The team understood our vision, and the result speaks for itself.

SOFUS GJESING, FOUNDER, GD LOGISTIK



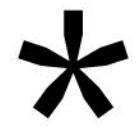
SECTION
FIVE

FEATURED WORK



GREAT WORK SPEAKS LOUDER THAN WORDS—SO HERE'S OURS.

Explore how we've turned brand complexity into clarity, crafted unforgettable identities, and created design solutions that genuinely resonate. These examples capture the essence of our approach, showcasing exactly how we solve real-world challenges similar to yours—covering identity design, visual language, web, print, and digital experiences.



CASE STUDIES

(SCOPE)

BRAND STRATEGY
BRAND IDENTITY
BRAND GUIDELINES

UNION

Union is a digital studio dedicated to helping businesses realize their vision and build meaningful connections. Beyond delivering results, they embrace "union," blending social and marketing responsibility into their work.

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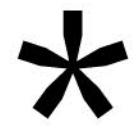
CASE
STUDIES





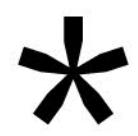
CASE
STUDIES





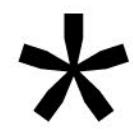
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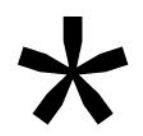
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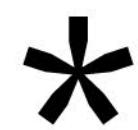
CASE
STUDIES





CASE
STUDIES





Worldwide projects with over **300** clients.

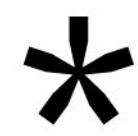
Highly effective strategies that make marketing achievable for business goals.

- Creative process

[union.com](#)

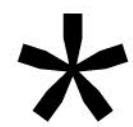
[View more](#) →





CASE
STUDIES





(SCOPE)

IDENTITY REBRAND
LANDING PAGE DESIGN
BRAND GUIDELINES

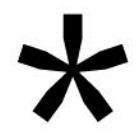
HOOKMASTERS

HookMasters is a dynamic, innovative UGC advertising brand specializing in creator sourcing, scriptwriting, video editing, and ad performance analysis. Unlike traditional agencies, they offer a full-service approach to maximize results.

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CASE
STUDIES



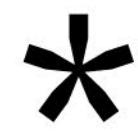


HookMasters®
ADVERTISING &
UGC COMPANY

→ IMPROVING THE
PERFORMANCE OF
AD CAMPAIGNS

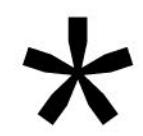
©OCTOBER 2024

HOOKMASTERS.IO



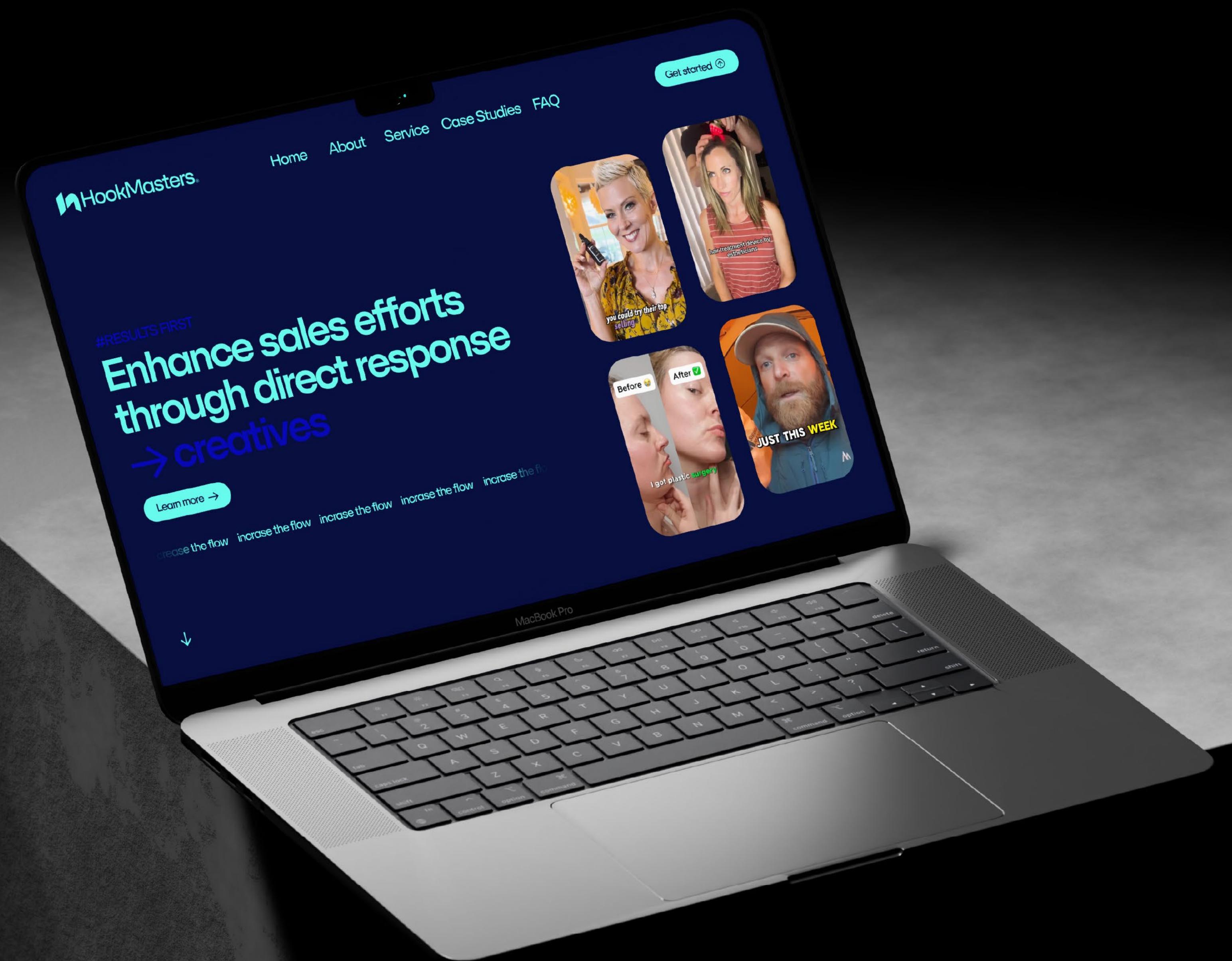
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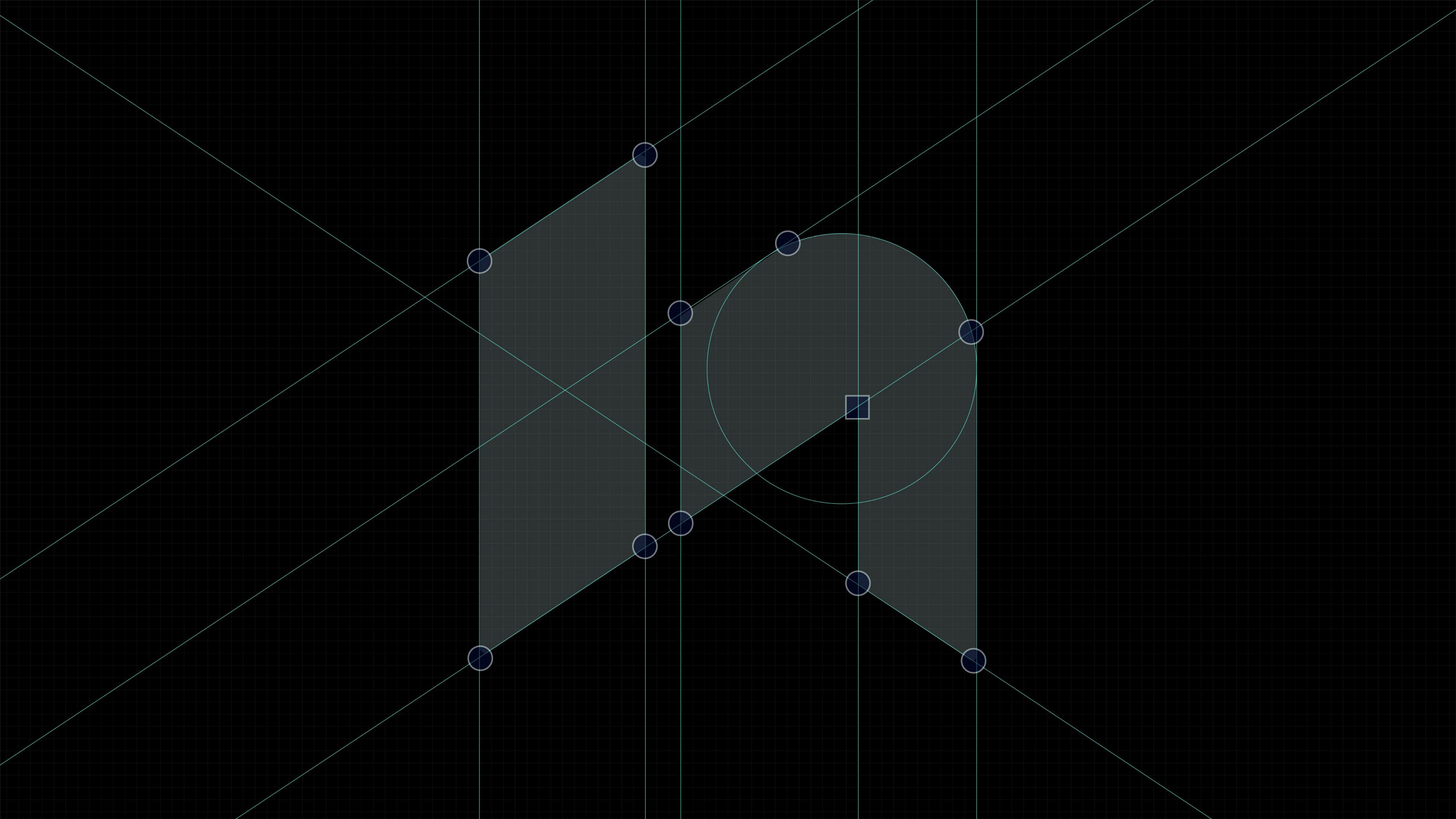


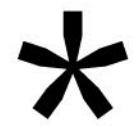


CASE
STUDIES









hookmasters.io

Effective business strategies

Advertising UGC Company

david@hookmasters.io
+385 91 580 03 60

HookMasters.



CASE
STUDIES





CASE STUDIES

VOITONE

Voitone, a proprietary trading firm known for its transparent, equitable, and efficient trading conditions. Traders have the option to trade using MetaTrader 4, MetaTrader 5, or cTrader platforms for a seamless experience.

DESIGN
PARTNER.

(SCOPE)

IDENTITY REBRAND
LANDING PAGE DESIGN
BRAND GUIDELINES



voitone



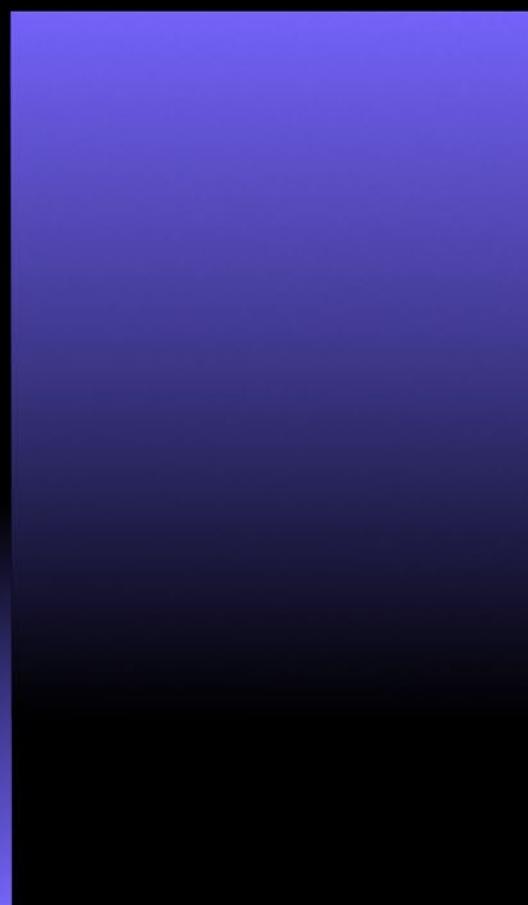
Home Trading About Us Media FAQ



Smart Trade Generates Profits

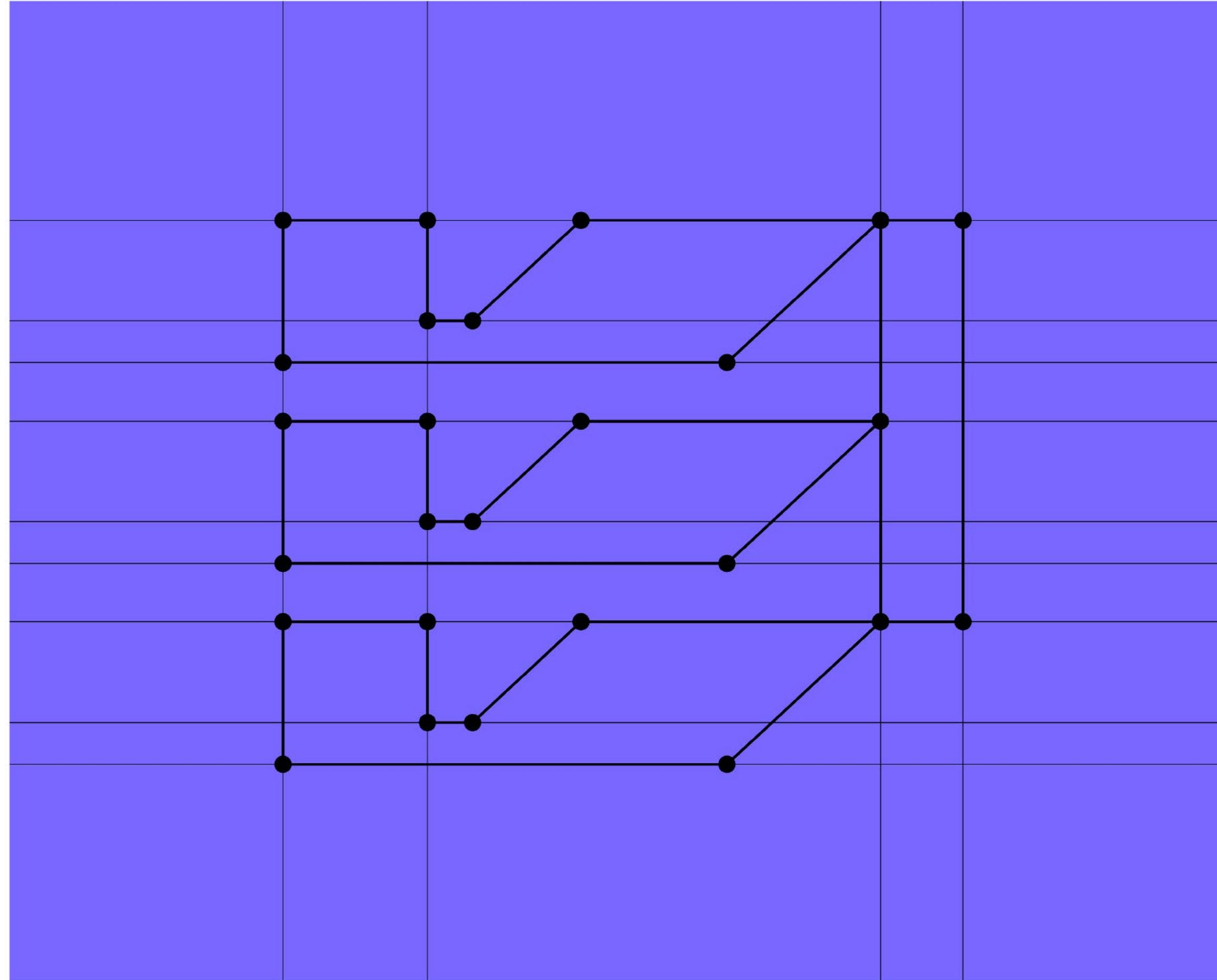
Upgrade to a Voitone Account with a trading limit
of \$250,000 and earn up to 95% of your profits.

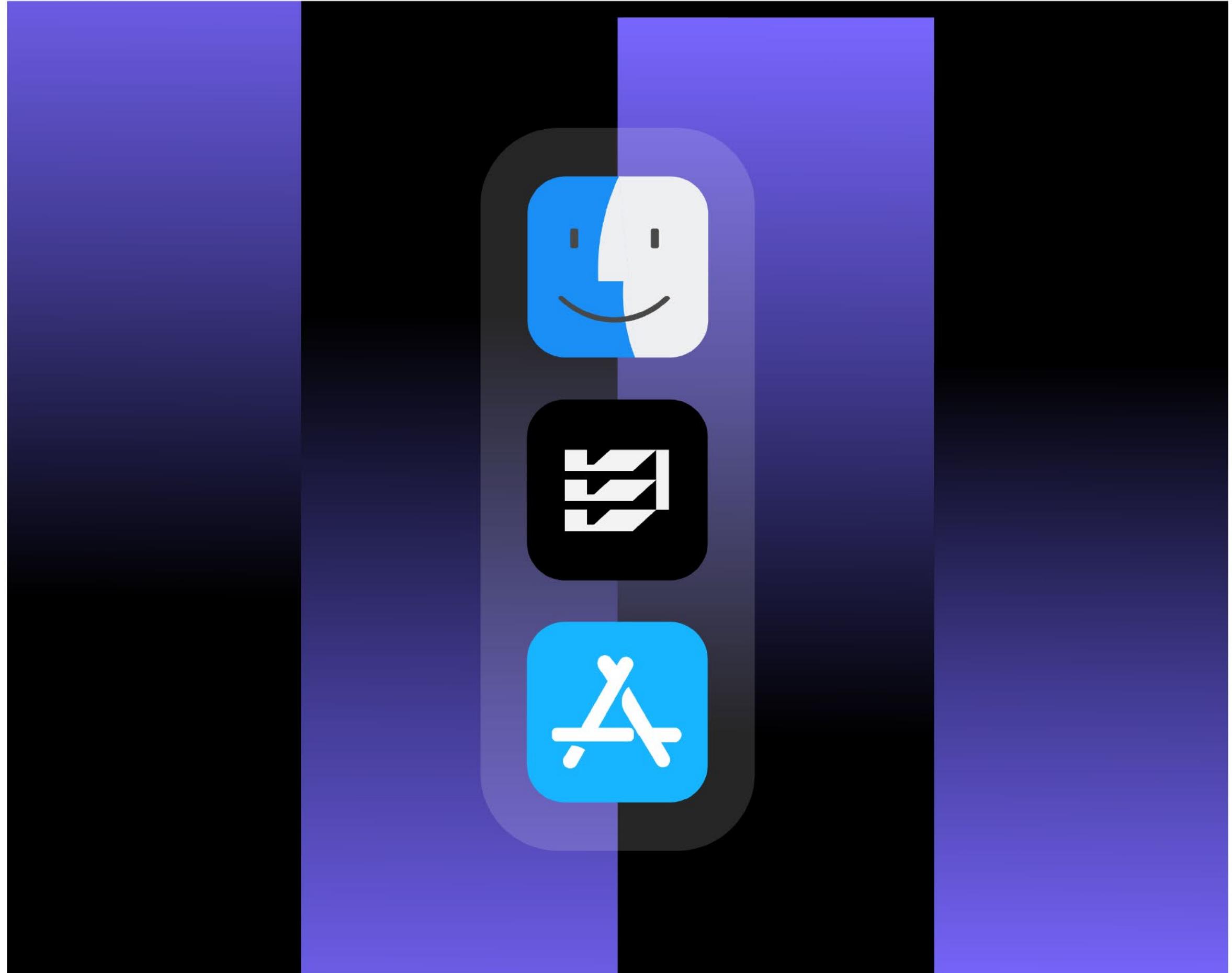
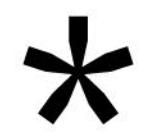
Get Started →

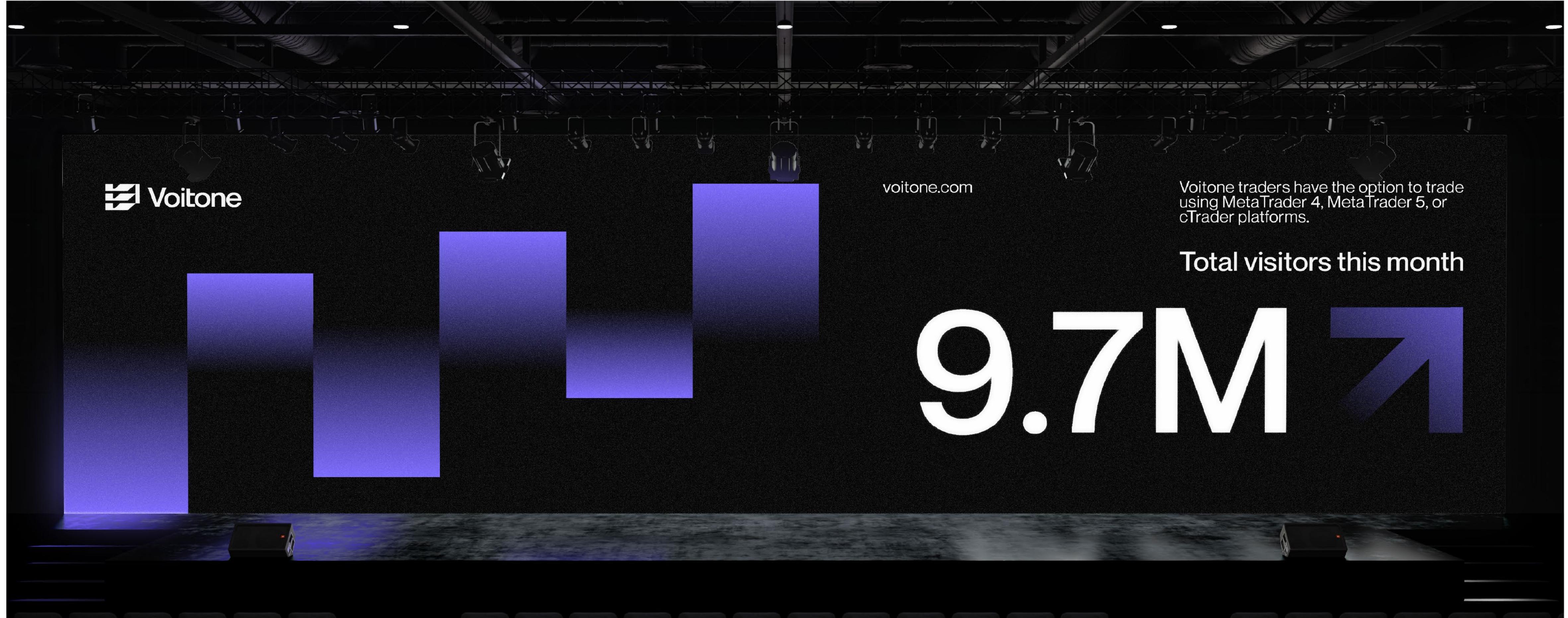
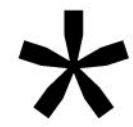




CASE STUDIES









Pro +

The most popular package amongst Voitone trades

1 Step 2 Step

Account sizes from

\$6K - \$200K

- ✓ Up to 95% Profit Split
- ✓ 15% Profit Share in Challenge Phase
- ✓ No Time Limit
- ✓ News Trading Allowed
- ✓ Up to 150% Challenge Phase Fee Reward on 1st Withdrawal
- ✓ Withdrawal Every 5 Days

Choose Plan



Pro

The only package that offers free retakes

Account sizes from

\$6K - \$200K

- ✓ Up to 95% Profit Split
- ✓ 15% Profit Share in Challenge Phase
- ✓ Up to 10% Maximum Loss
- ✓ News Trading Allowed
- ✓ Up to 150% Challenge Phase Fee Reward on 1st Withdrawal
- ✓ Withdrawal Every 14 Days

Choose Plan



Basic

The package offers profit shares without needing 5% growth

Account sizes from

\$6K - \$200K

Account sizes from consistency
\$6K - \$100K

- ✓ Up to 95% Profit Split
- ✓ 15% Profit Share in Challenge Phase
- ✓ Up to 10% Maximum Loss
- ✓ News Trading Not Allowed
- ✓ Up to 150% Challenge Phase Fee Reward on 1st Withdrawal

Choose Plan



Lite

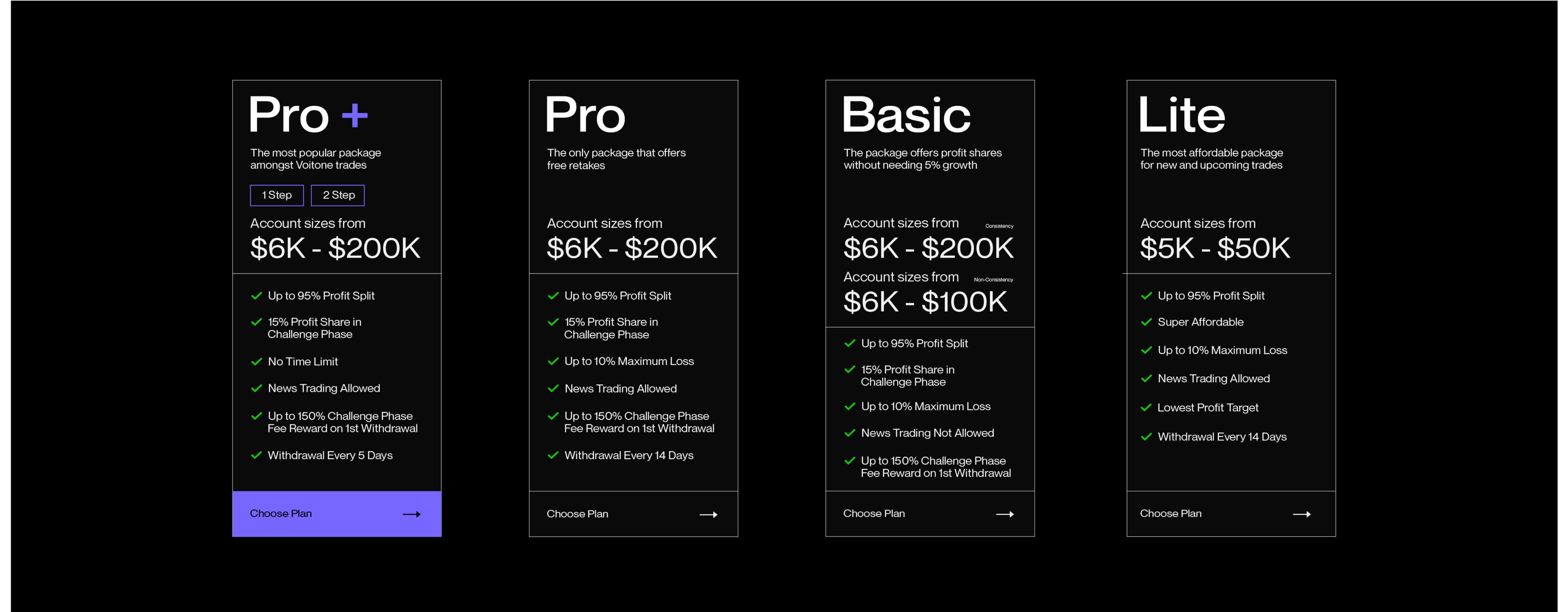
The most affordable package for new and upcoming trades

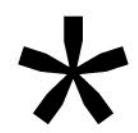
Account sizes from

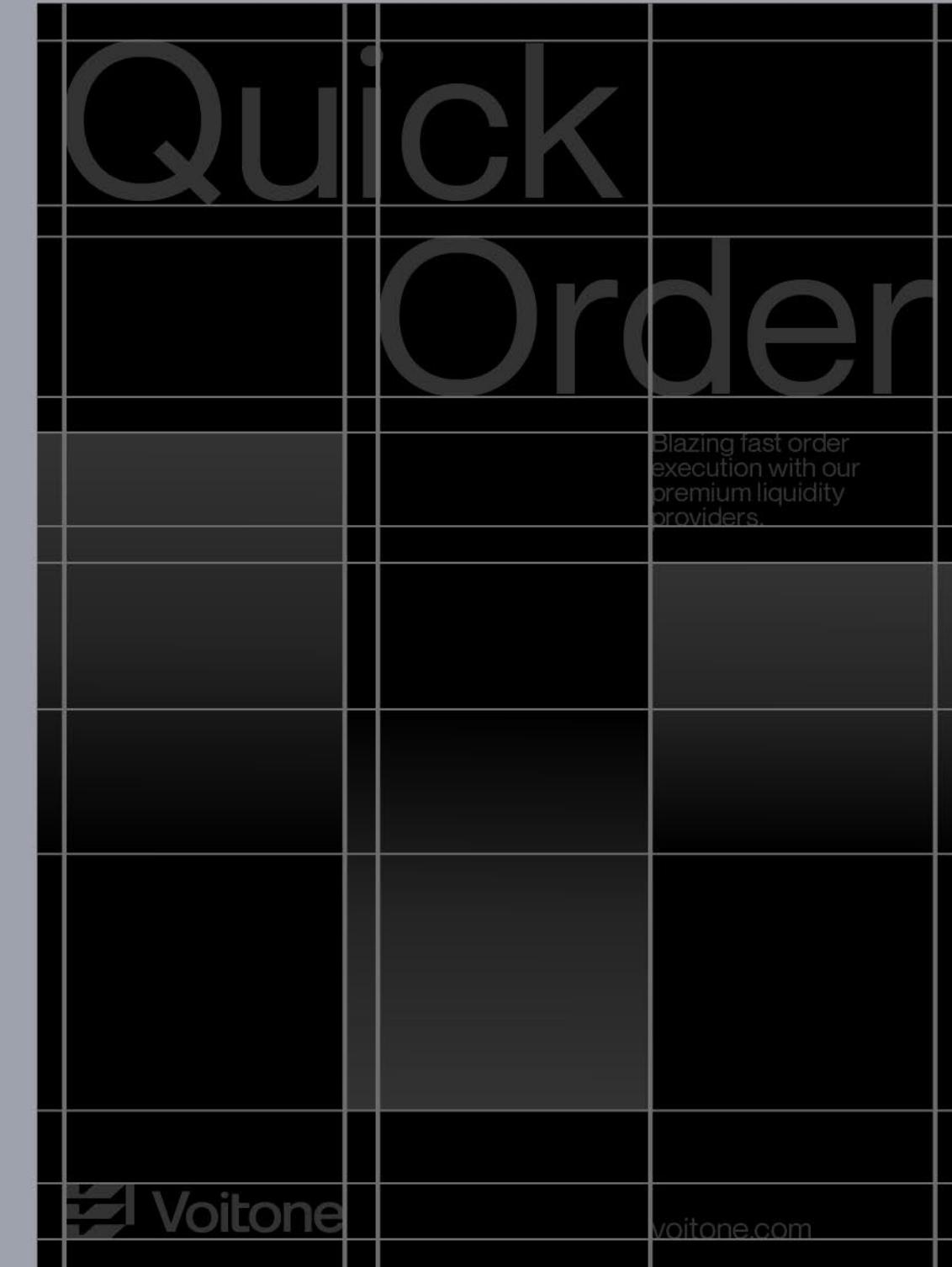
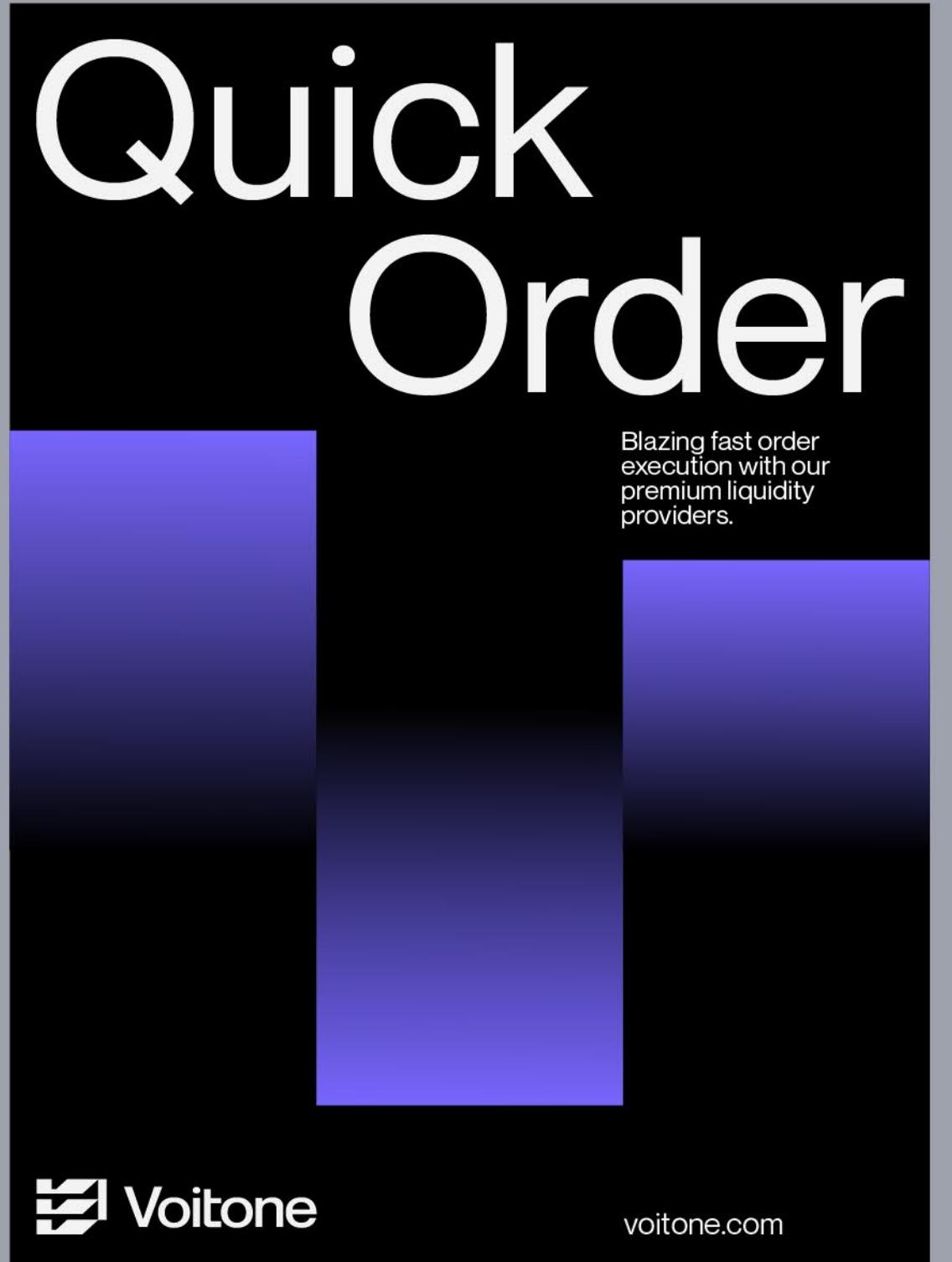
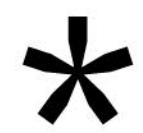
\$5K - \$50K

- ✓ Up to 95% Profit Split
- ✓ Super Affordable
- ✓ Up to 10% Maximum Loss
- ✓ News Trading Allowed
- ✓ Lowest Profit Target
- ✓ Withdrawal Every 14 Days

Choose Plan











(SCOPE)

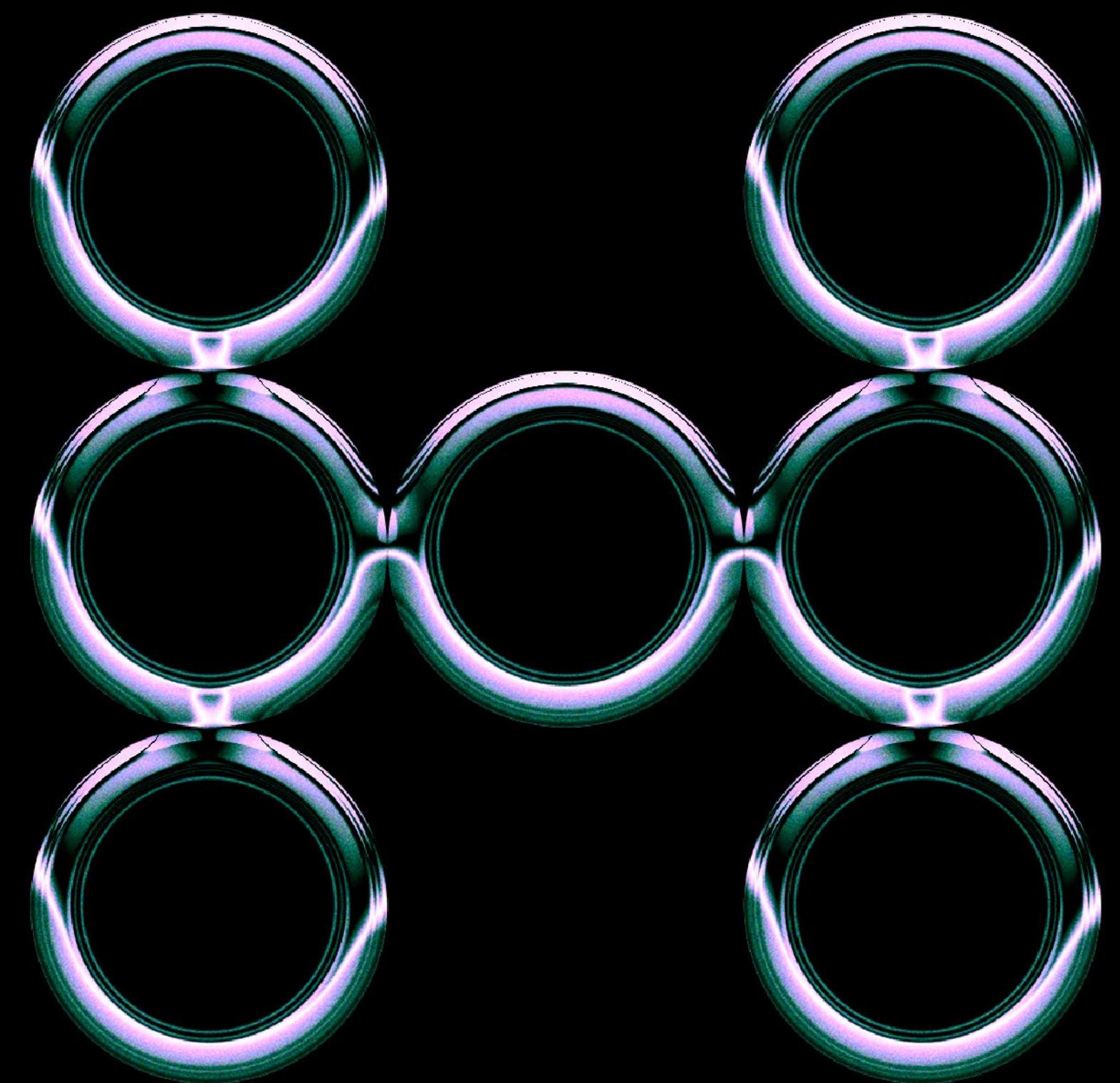
BRAND STRATEGY
BRAND IDENTITY
BRAND GUIDELINES

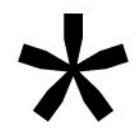
HAVERN

Havern is a cybersecurity company that helps businesses operate with confidence by preventing digital threats before they cause harm, combining advanced technology with expert monitoring and rapid response.

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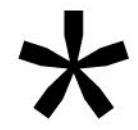






CASE
STUDIES

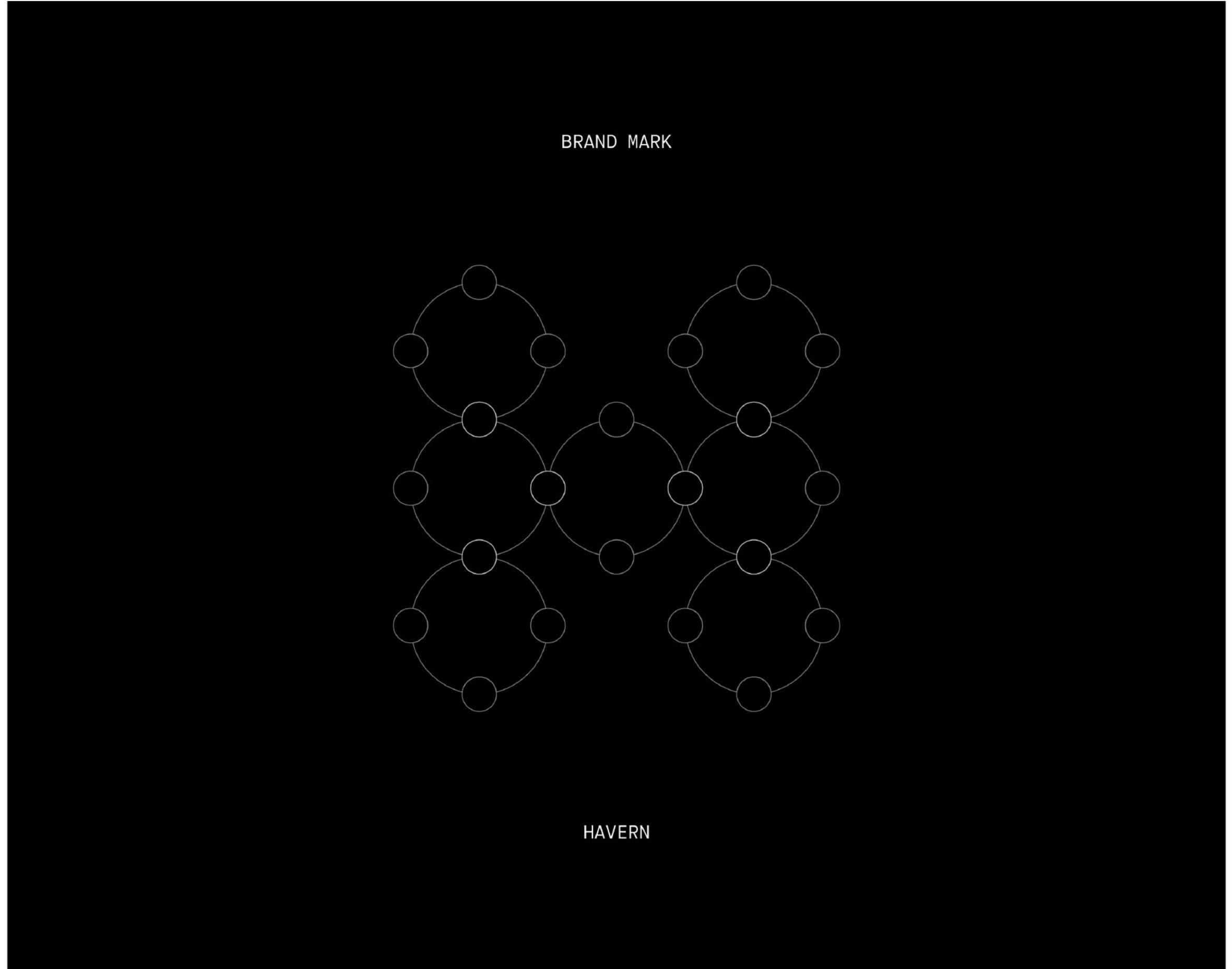


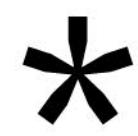


CASE
STUDIES

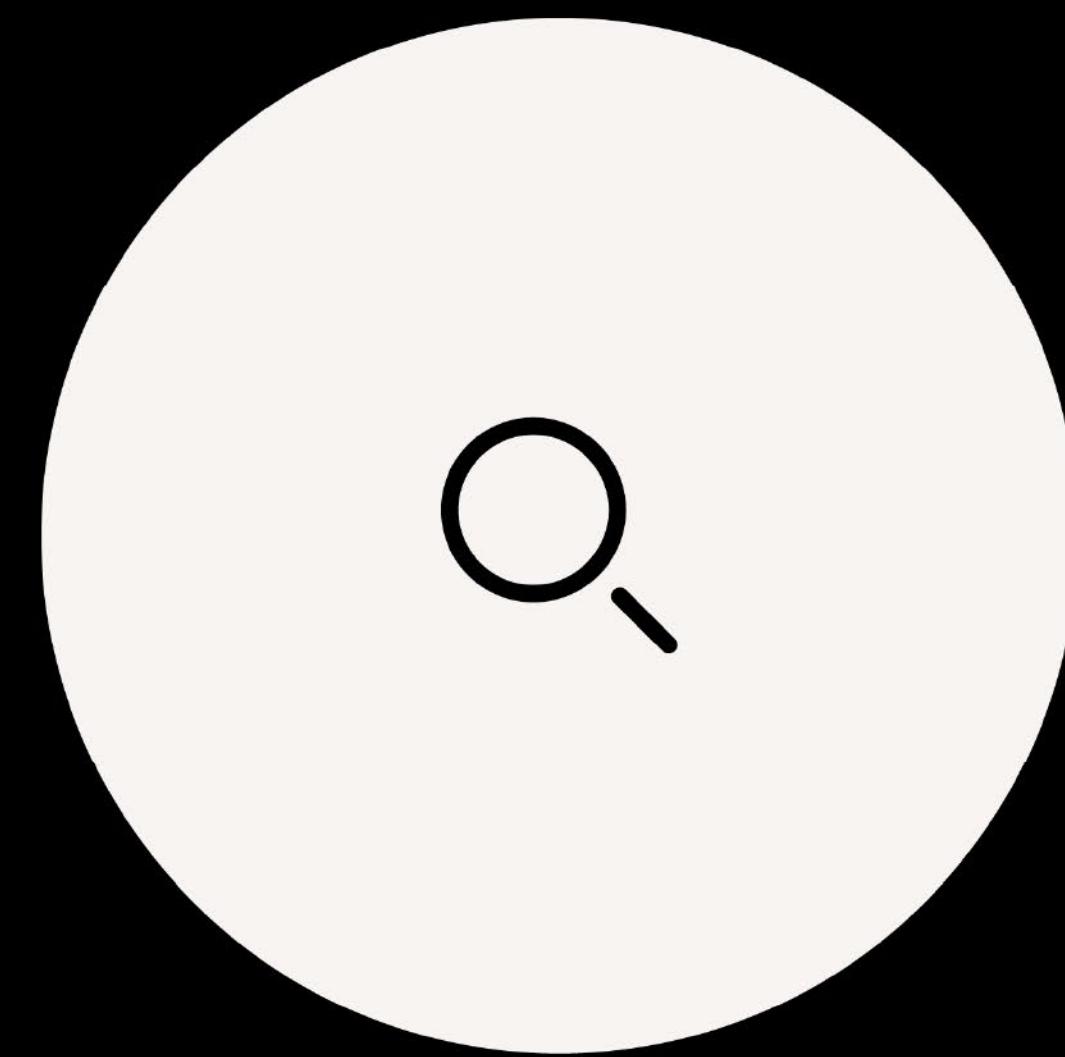
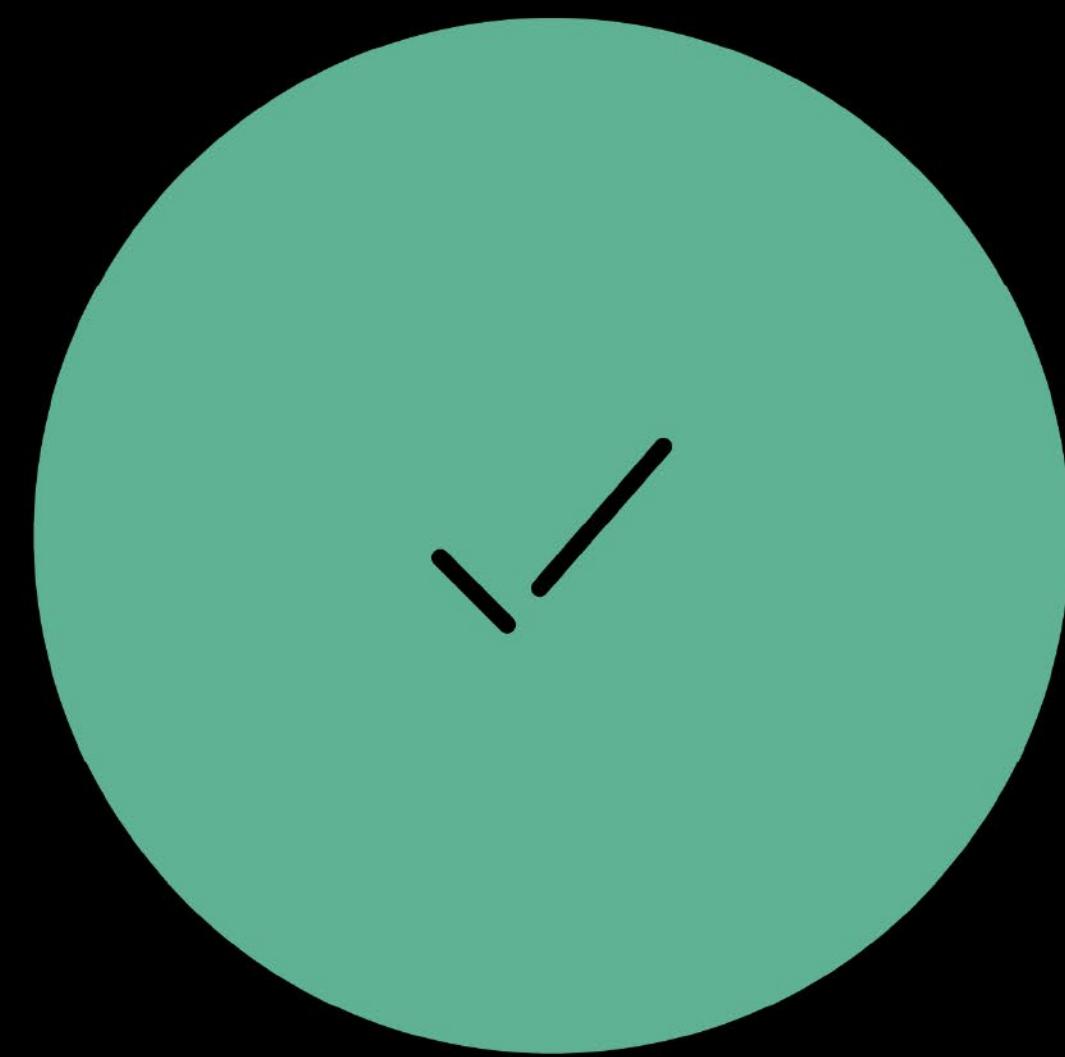


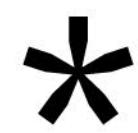
A case study card for Havern, a cybersecurity company. The card has a white rounded rectangle on an orange background. It features the Havern logo (a white icon of three dots arranged in a triangle inside a circle), the company name 'Havern' in large white font, and the tagline 'Havern is a cybersecurity company that protects businesses from digital threats in today's connected world.' in smaller white font. Below the tagline is a 'Connect' button. The card is set against a white background with a black border.





CASE
STUDIES

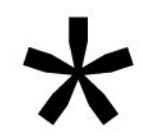




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STUDIES

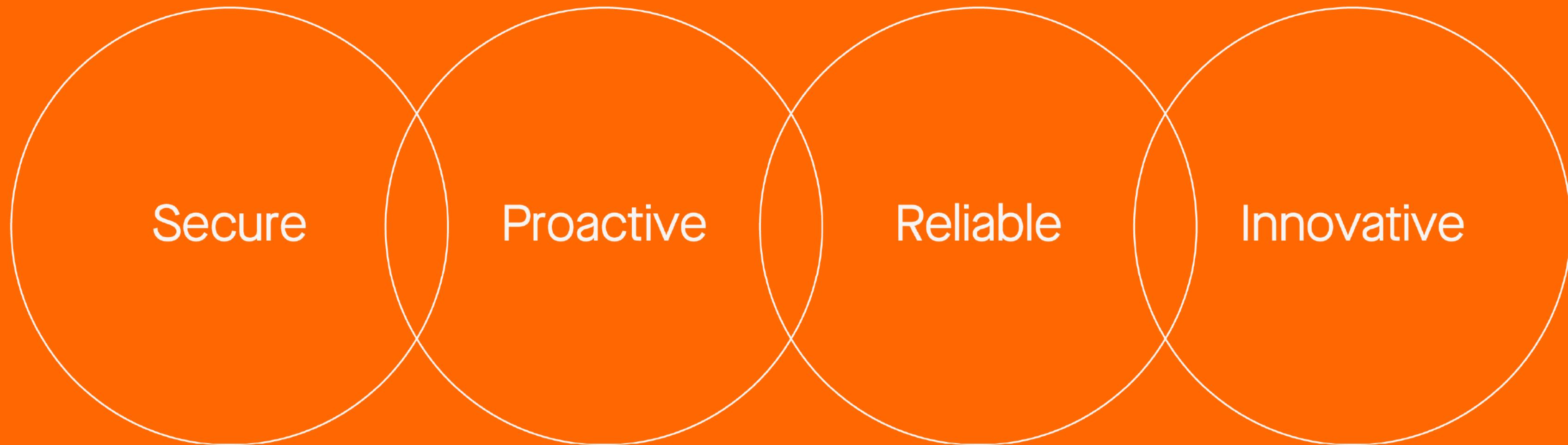






CASE
STUDIES









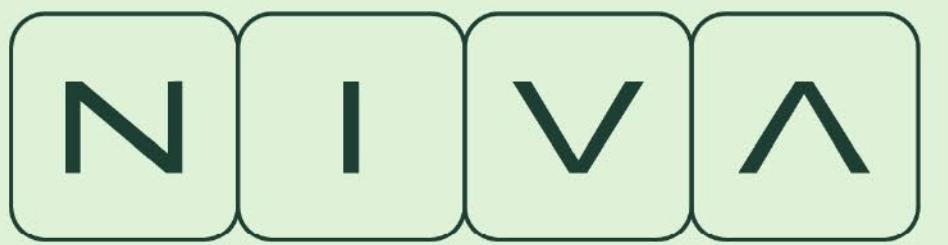
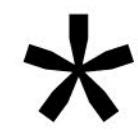
(SCOPE)

BRAND STRATEGY
BRAND IDENTITY
BRAND GUIDELINES

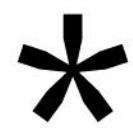
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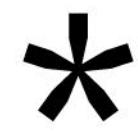


CASE
STUDIES



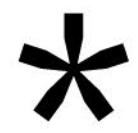






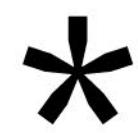
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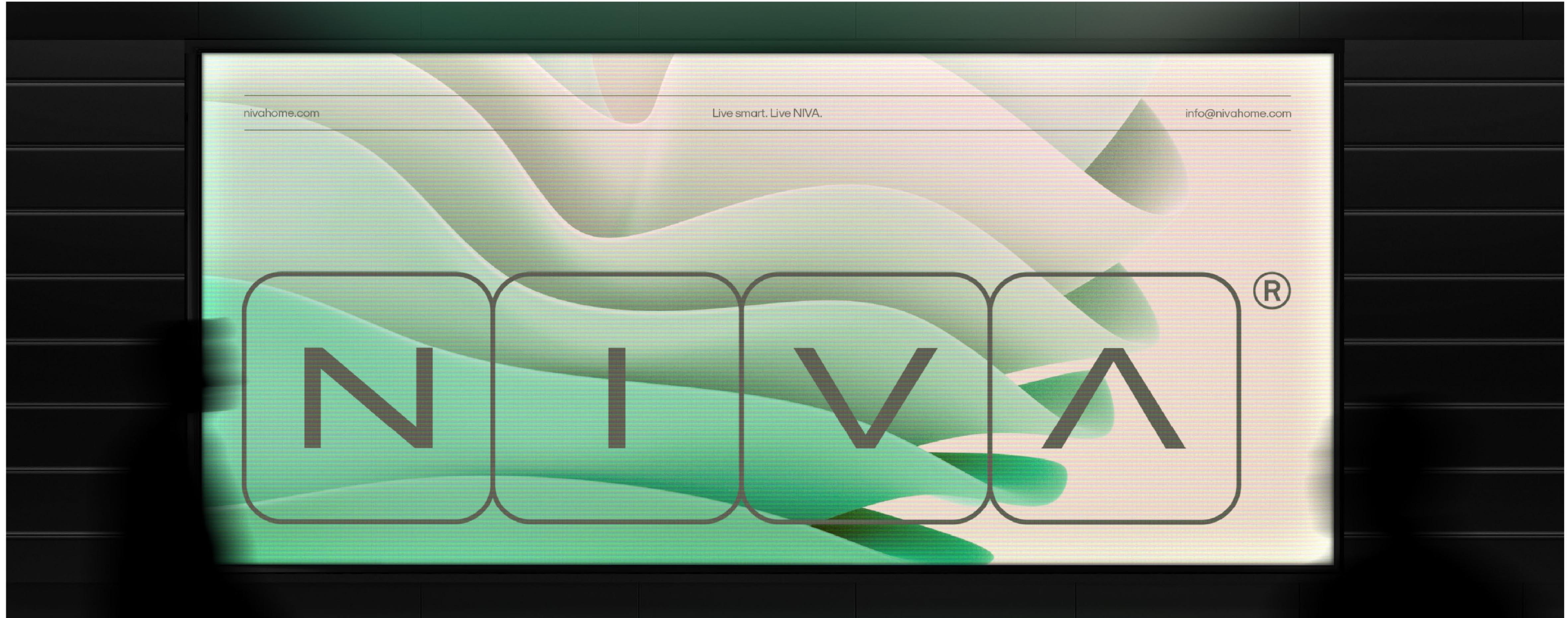


CASE
STUDIES





CASE
STUDIES



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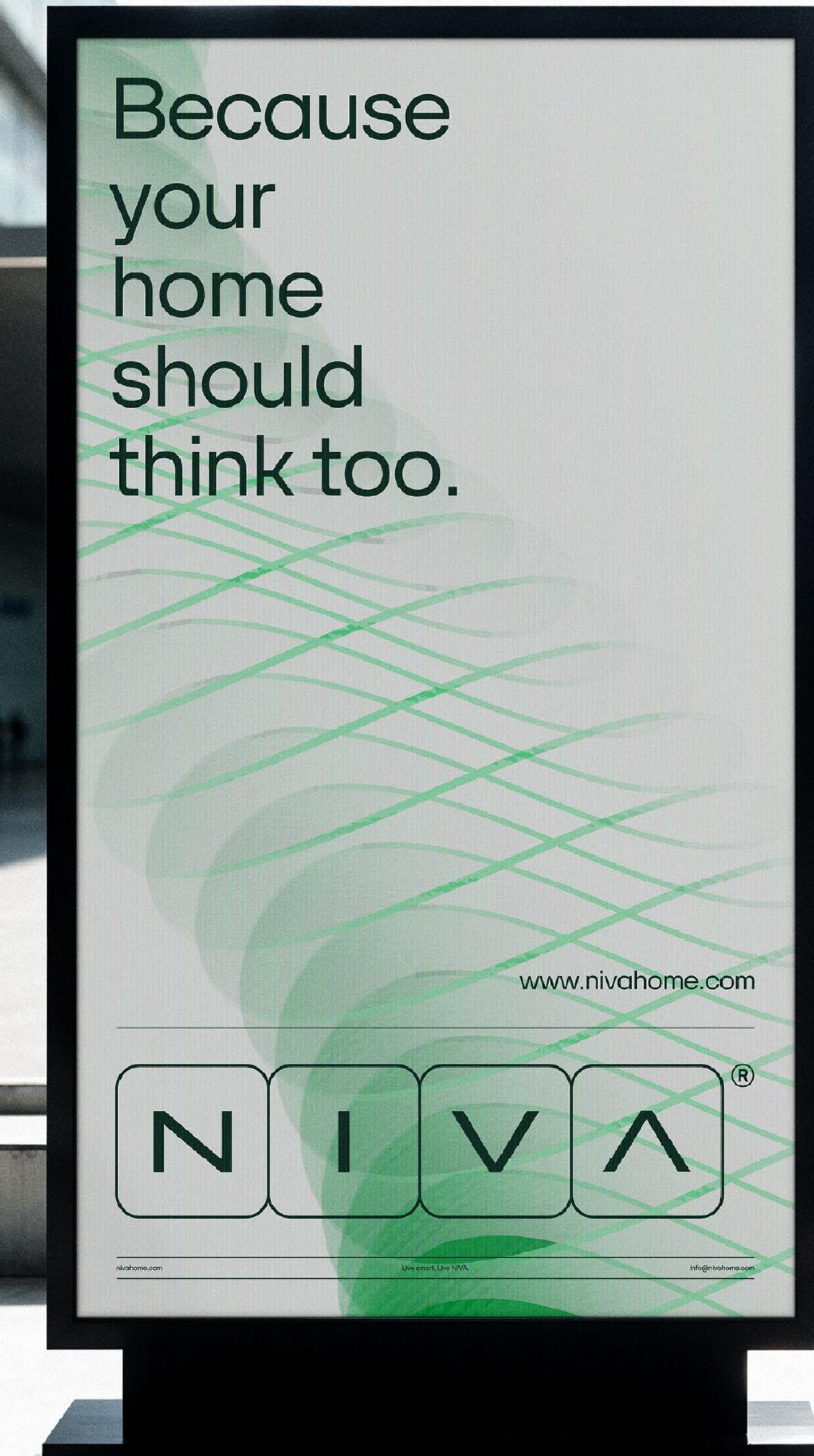
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