

andrija * designs

UPDATED
OCTOBER 2025

YOUR DESIGN
PARTNER.

OUR CAPABILITIES

andrijadesigns.com
theandrijadesigns@gmail.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 STUDIO 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 STUDIO
DESIGNRUSH.COM

DESIGNRUSH	FEATURE	VERIFICATION	ANDRIJA DESIGNS
DESIGNRUSH	FEATURE	BEST LOGO DESIGN	UNION DIGITAL



ABOUT
ANDRIJA DESIGNS

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, a design studio dedicated to crafting brand identities that not only look good but truly mean something.

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SECTION
ONE

OUR SERVICES



ABOUT
ANDRIJA DESIGNS

WE'RE NOT GENERALISTS

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

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.



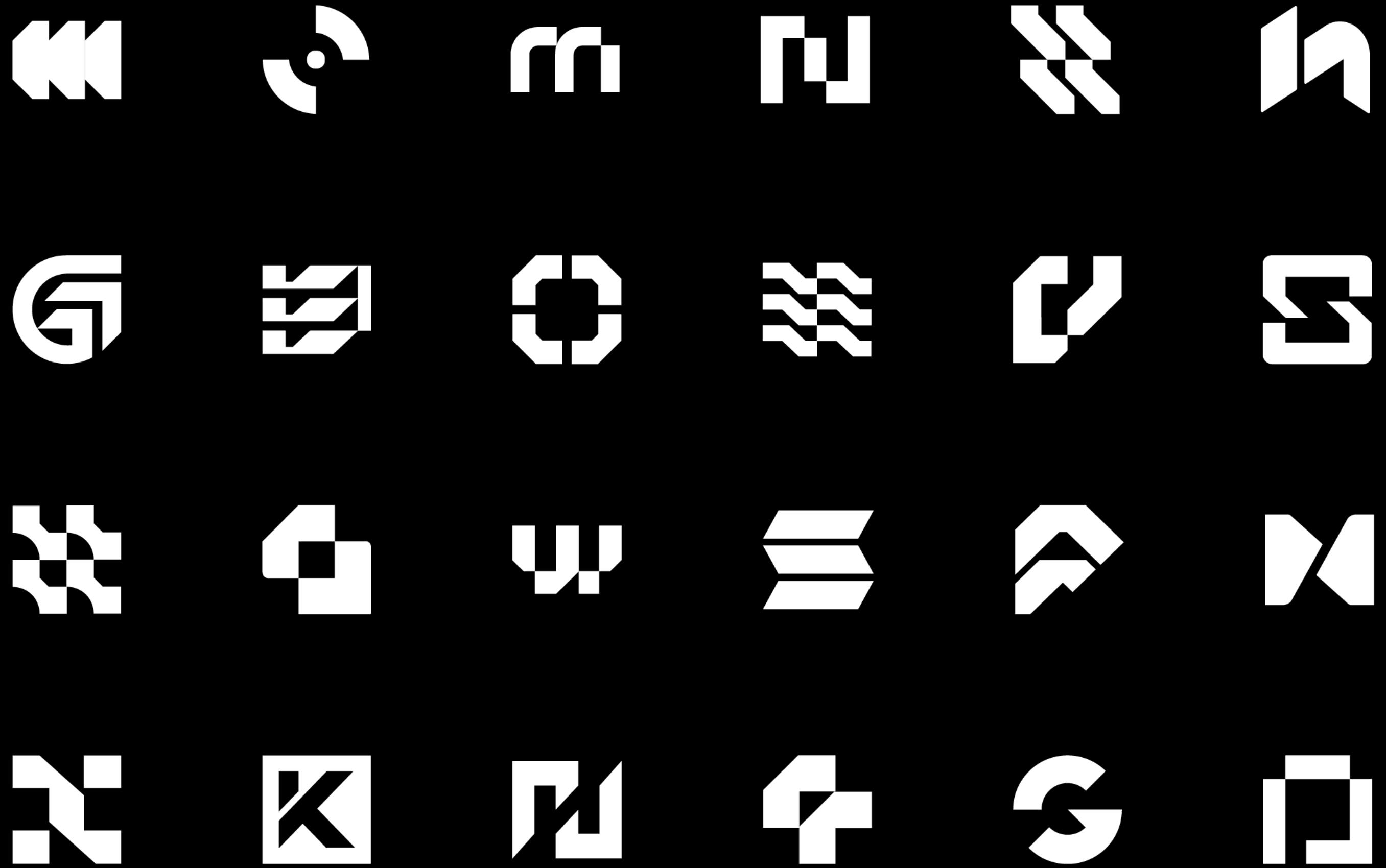
ABOUT
ANDRIJA DESIGNS

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.





ABOUT
ANDRIJA DESIGNS

YOUR BRAND, CLARIFIED
AND AMPLIFIED.

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.



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SECTION
TWO

IDENTITY PROCESS



OUR
PROCESS

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



OUR
PROCESS

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

STEP — 01

INTRODUCTIONS

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.

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 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?



OUR
PROCESS

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

STEP — 02

PROPOSAL

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

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OUR
PROCESS

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

STEP — 03

CONTRACT & DEPOSIT

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.

i 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

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OUR
PROCESS

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

STEP — 04

DISCOVERY

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 portal for easy collaboration
- 03. Deep dive into your market, & ambitions

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

STEP — 05

VISUAL MOODBOARDS

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.

-  WHAT THIS INCLUDES:
01. 3–5 curated moodboard concepts

02. Inspiration for logos and icons

03. Brand colors, typography, and identity examples



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

STEP — 06

IDENTITY
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

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

STEP — 07

BRAND KIT

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

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OUR
PROCESS

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

STEP — 08

FINALIZATION & REVISIONS

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

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OUR
PROCESS

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

STEP — 09

BRAND ROLLOUT

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.

i 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

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SECTION
THREE

SERVICE PRICING



OUR
PRICING

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

OUR CORE
BRANDING SERVICES
RANGE FROM:

1,000€–3,000€+

Our core branding services start at 1,000€ 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: 4–8

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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.



OUR
PRICING

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.

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POPULAR ADD-ONS FOR OUR CORE SERVICE	
01. LANDING PAGE DESIGN (no development)	300€–500€
02. LANDING PAGE DESIGN & DEVELOPMENT	500€–800€
03. BRAND ANIMATIONS (logo, intro, patterns)	100€–250€
04. COMPETITOR AUDIT	100€–250€
05. NEWSLETTER TEMPLATES (5)	150€–300€
06. MERCHANDISE DESIGN	150€–300€
07. PRESENTATION TEMPLATE (8–12 pages)	100€–250€
08. SOCIAL MEDIA BRANDING KIT	100€–250€
09. PRINTED COLLATERAL	150€–300€
10. ILLUSTRATION & ICONOGRAPHY	250€–500€



SECTION
FOUR

CLIENT **REVIEWS**



CLIENT
TESTIMONIALS

//

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 IDENTITY
PRESENTATION DESIGN
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







CASE
STUDIES





CASE
STUDIES





CASE
STUDIES







CASE
STUDIES





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







CASE STUDIES





CASE
STUDIES



HookMasters.

Home About Service Case Studies FAQ

Get started

#RESULTS FIRST

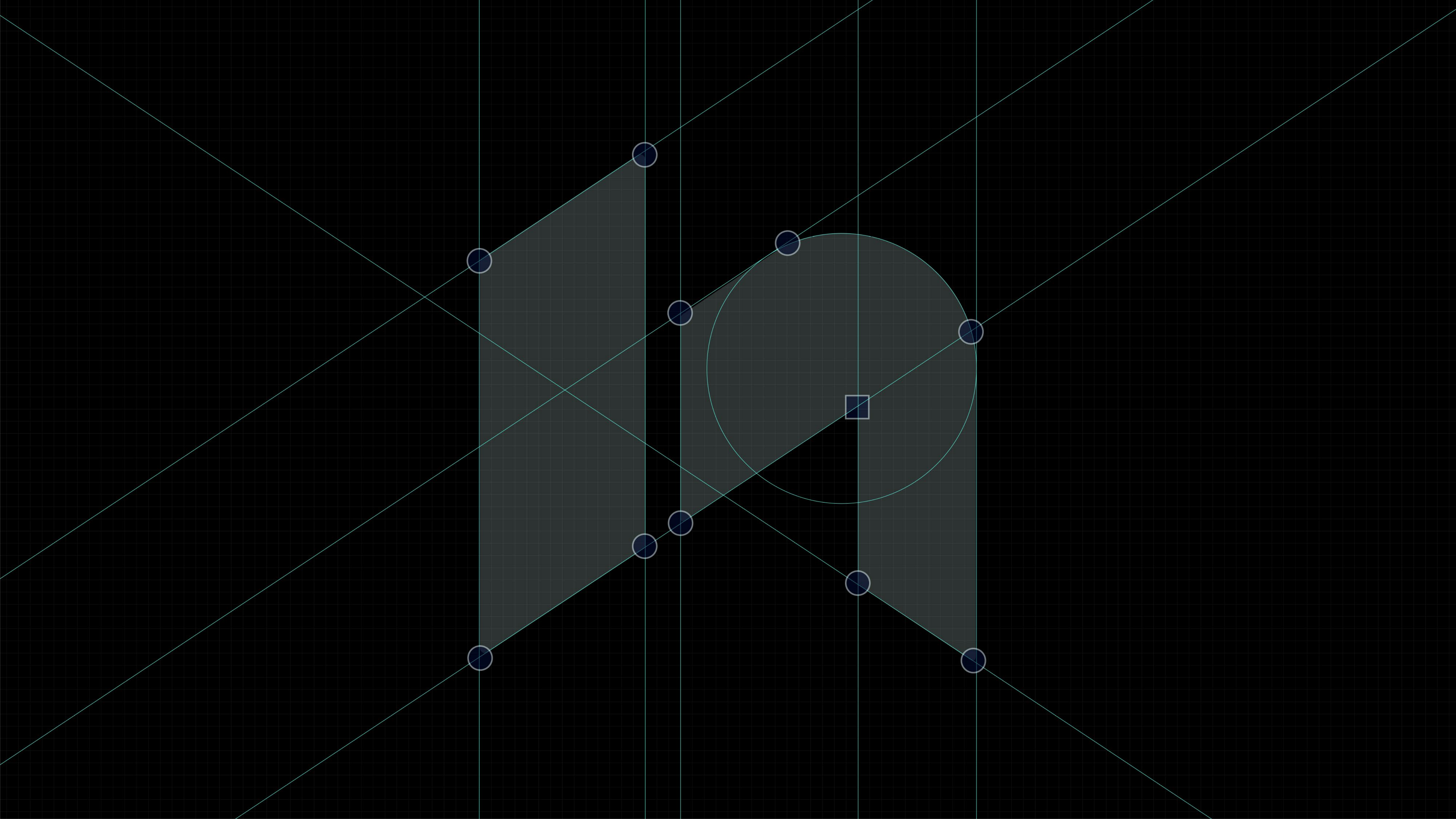
Enhance sales efforts through direct response → creatives

Learn more →

increase the flow increase the flow increase the flow increase the flow



MacBook Pro





CASE
STUDIES





CASE STUDIES





CASE STUDIES

(SCOPE)

IDENTITY REBRAND
LANDING PAGE DESIGN
BRAND GUIDELINES

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.

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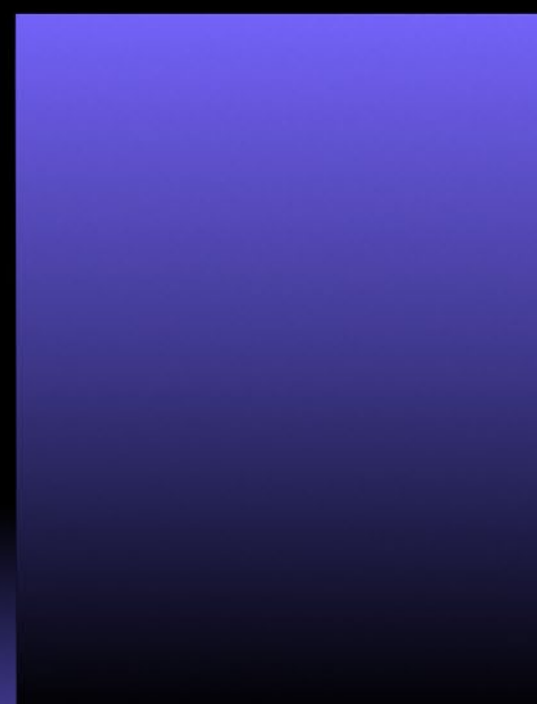


Voitone

[Home](#)[Trading](#)[About Us](#)[Media](#)[FAQ](#)

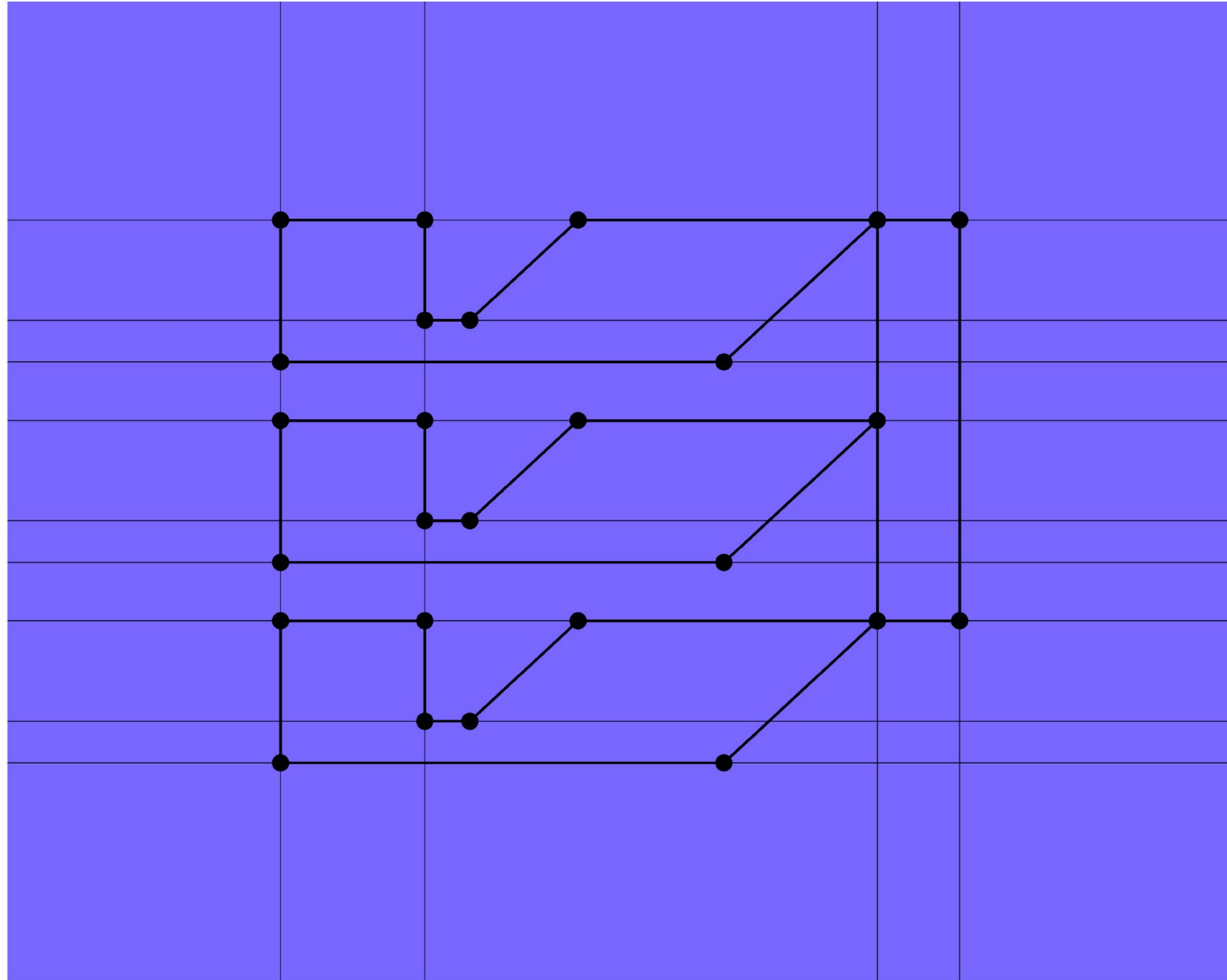
Smart Trade Generates Profits

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

[Get Started](#)



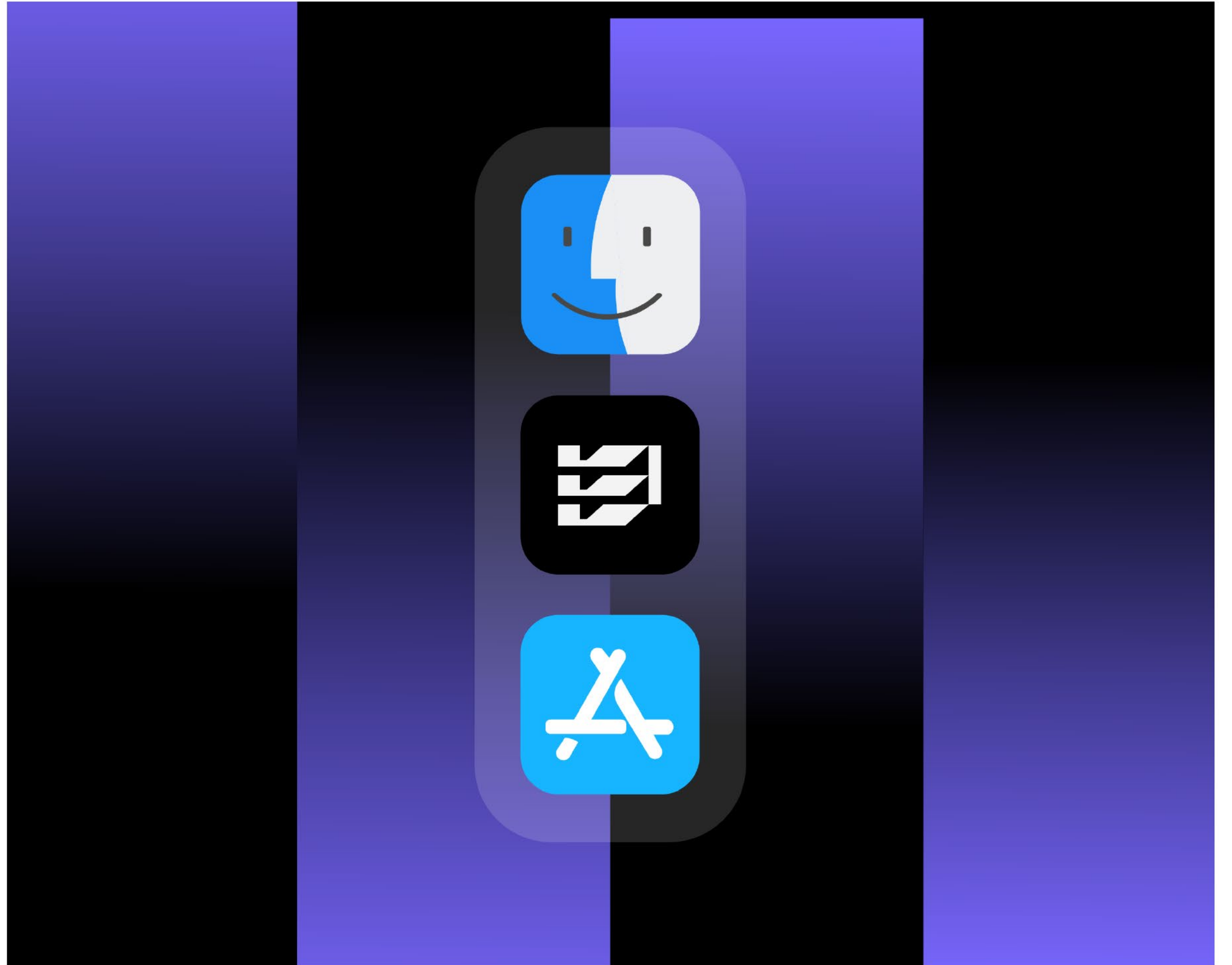
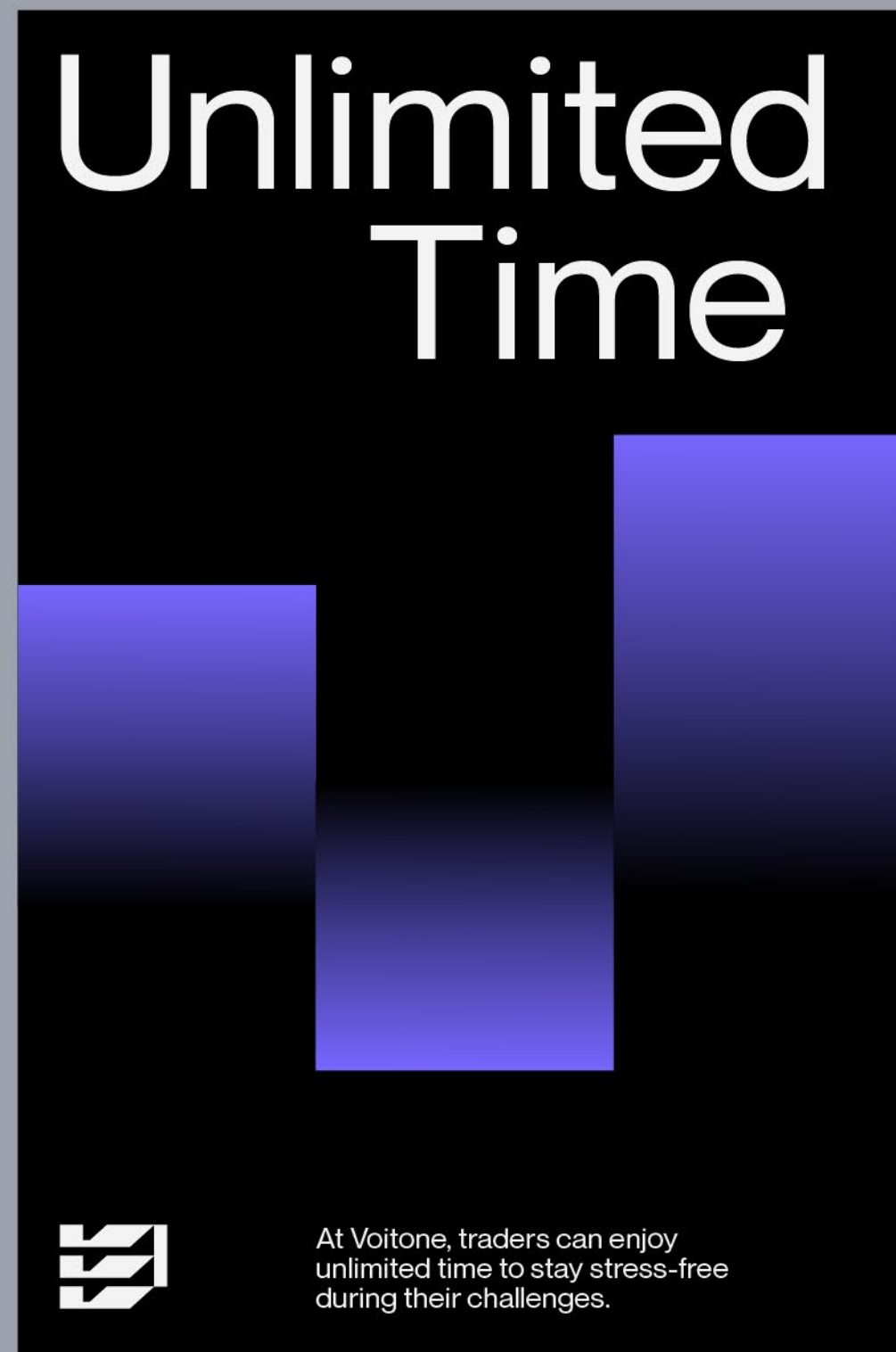
CASE STUDIES



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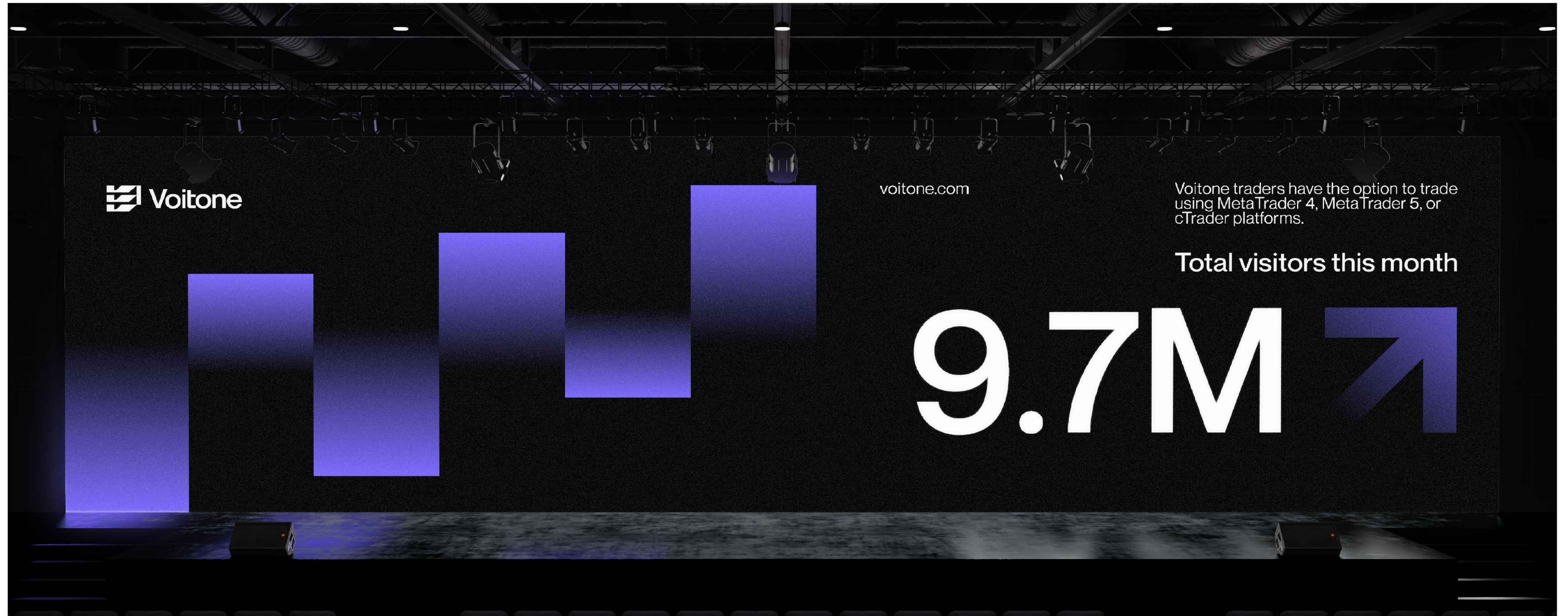


CASE
STUDIES





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 Consistency

\$6K - \$200K

Account sizes from Non-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

→

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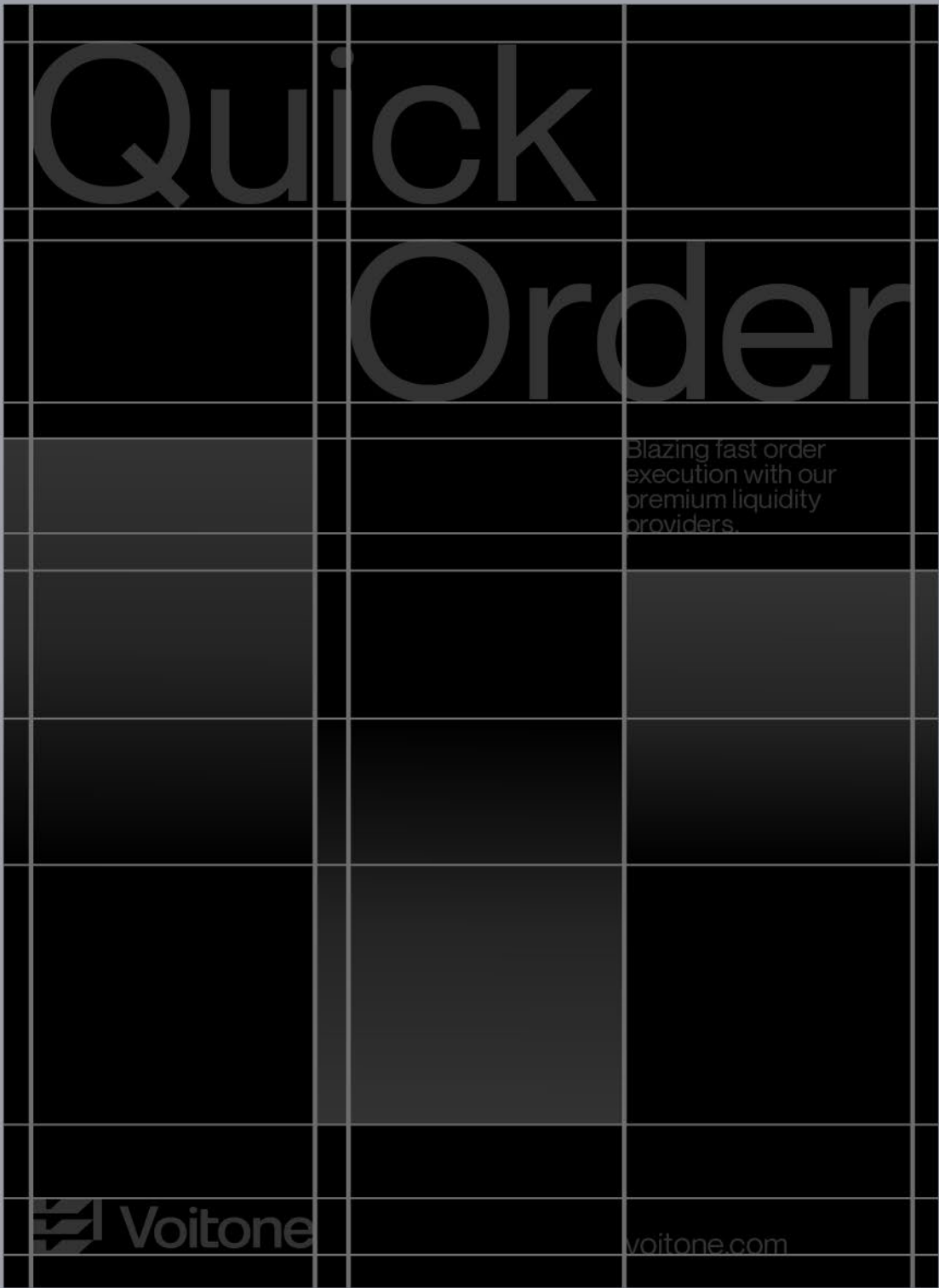
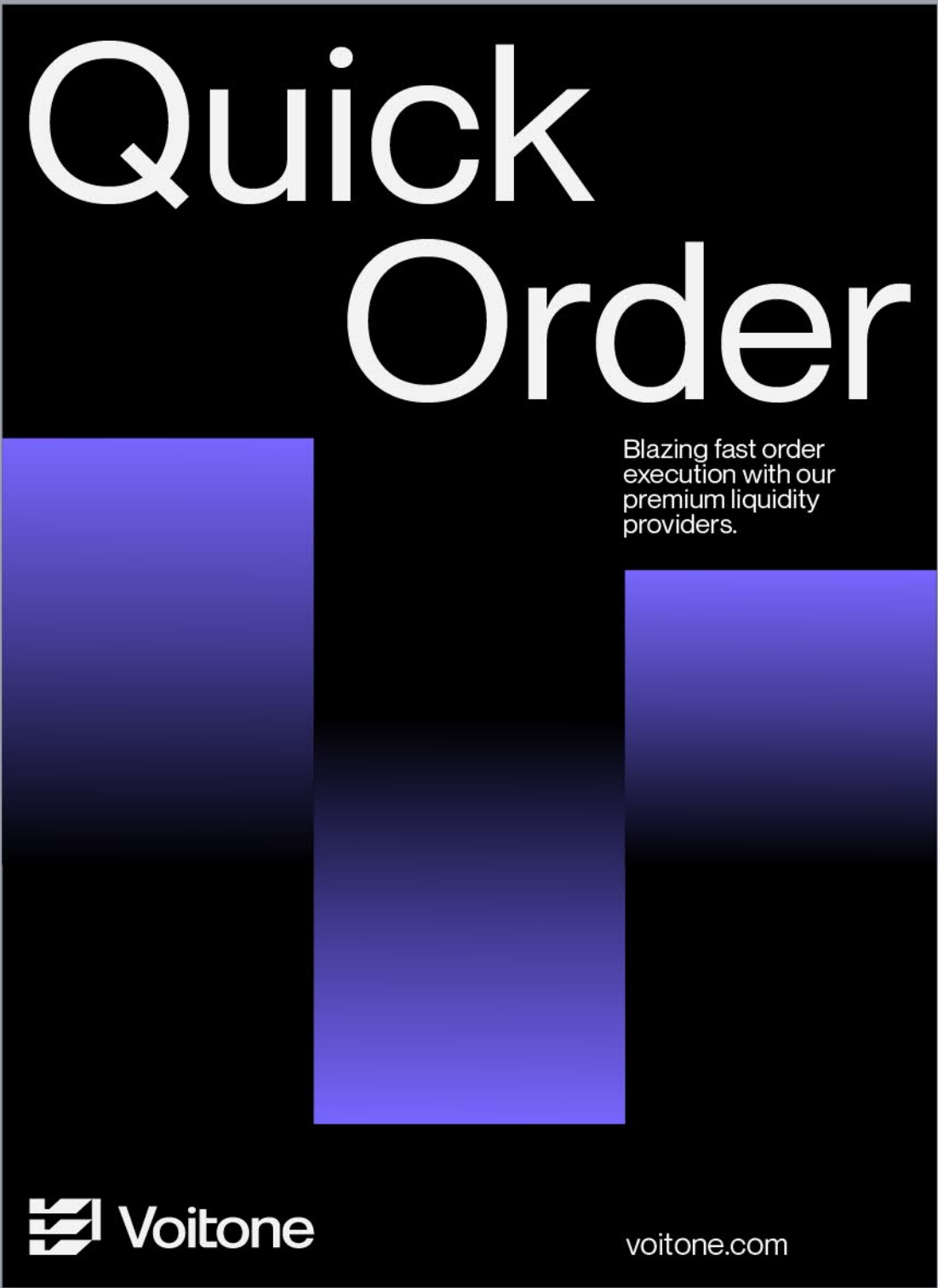


CASE
STUDIES





CASE
STUDIES





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This is where your brand begins.

andrijadesigns.com
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When you're ready let's chat :}