andrija * designs

UPDATED
MARCH © 2026

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.

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.

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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DESIGN
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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. →

IDENTITY PROCESS

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

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.

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?

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

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.

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

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 & Slack collaboration portal
03. Deep dive into your market, & ambitions

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

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

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

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.

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

SERVICE 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

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.

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 (design only)	400€–800€
02. LANDING PAGE & DEVELOPMENT	900€–1,800€
03. BRAND ANIMATIONS (logo, intro, patterns)	300€–900€
04. COMPETITOR AUDIT	300€–700€
05. NEWSLETTER TEMPLATES (5)	200€–500€
06. MERCHANDISE DESIGN	200€–600€
07. PRESENTATION TEMPLATE (8-12 pages)	300€–700€
08. SOCIAL MEDIA BRANDING KIT	250€–600€
09. PRINTED COLLATERAL	250€–500€
10. ILLUSTRATION & ICONOGRAPHY	300€–800€

CLIENT REVIEWS

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

"

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

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.

(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.

UNION™

UNION

union.com
Andreas Wild
Founder & Managing Director
andreas@union.com
Contact info:
San Francisco, California, USA

18:47
SIGN UP
UNION COMUNITY

11:52
Union
Friday
26
Calendar
Maps
Clock

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29 October, 2024
Marketing project
Dear Mr. Andreas,
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Sincerly,
Andreas Wild
Andreas Wild,
Founder & Managing Director
San Francisco, California, USA
andreas@union.com

UNION™

Guiding businesses to achieve their vision.
Andreas Wild
Founder

Worldwide projects with over 300 clients.
Highly effective strategies that make marketing achievable for business goals.
▪ Creative process
union.com
View more

Portfolio
2024
Brand Overview
union.com
View more

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union.com

(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.

DESIGN
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HookMasters®

10:30
4
HookMasters

HookMasters
ADVERTISING &
UGC COMPANY
IMPROVING THE
PERFORMANCE OF
AD CAMPAIGNS
©OCTOBER 2024
HOOKMASTERS.IO

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UGC COMPANY
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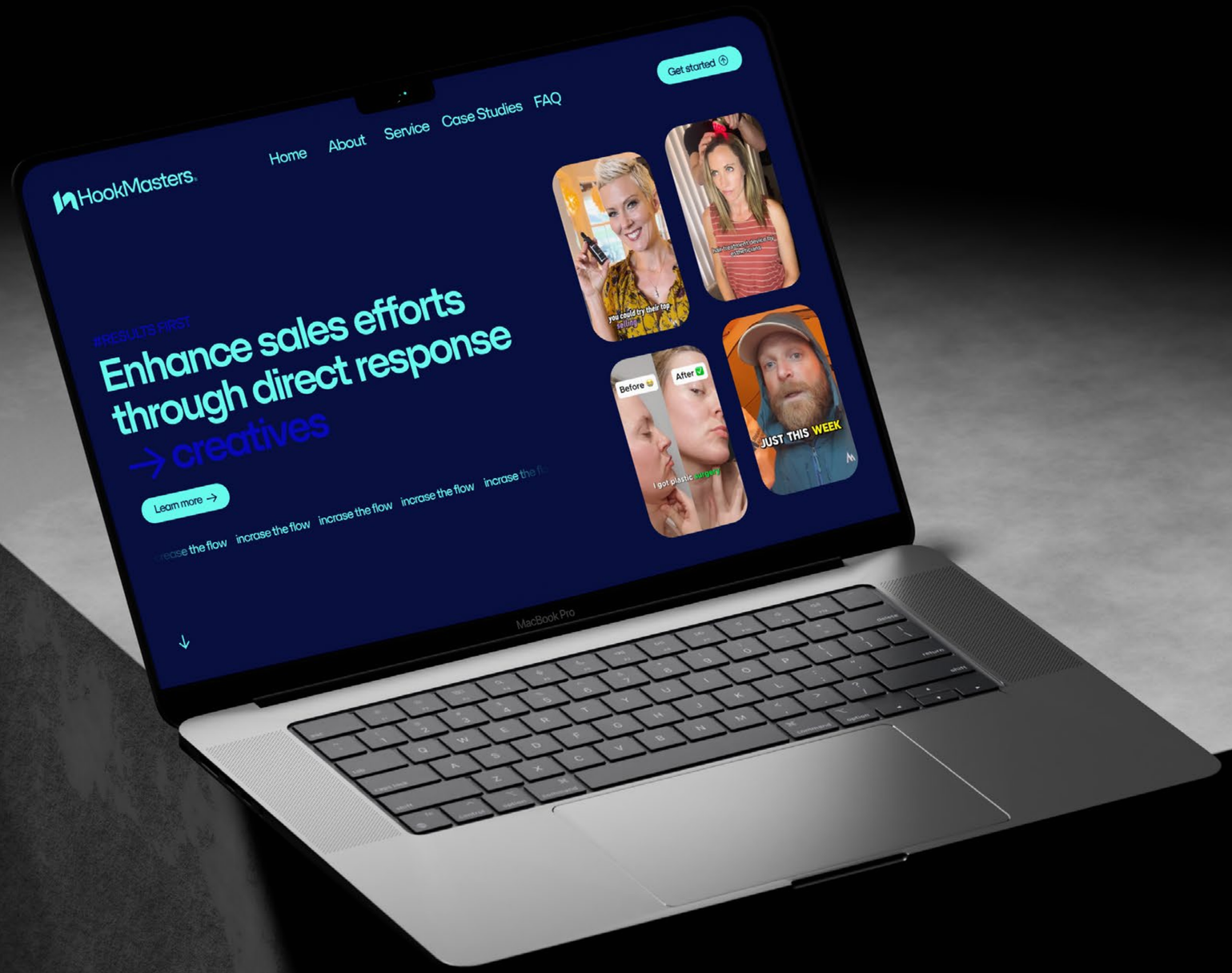
HookMasters
Home
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FAQ
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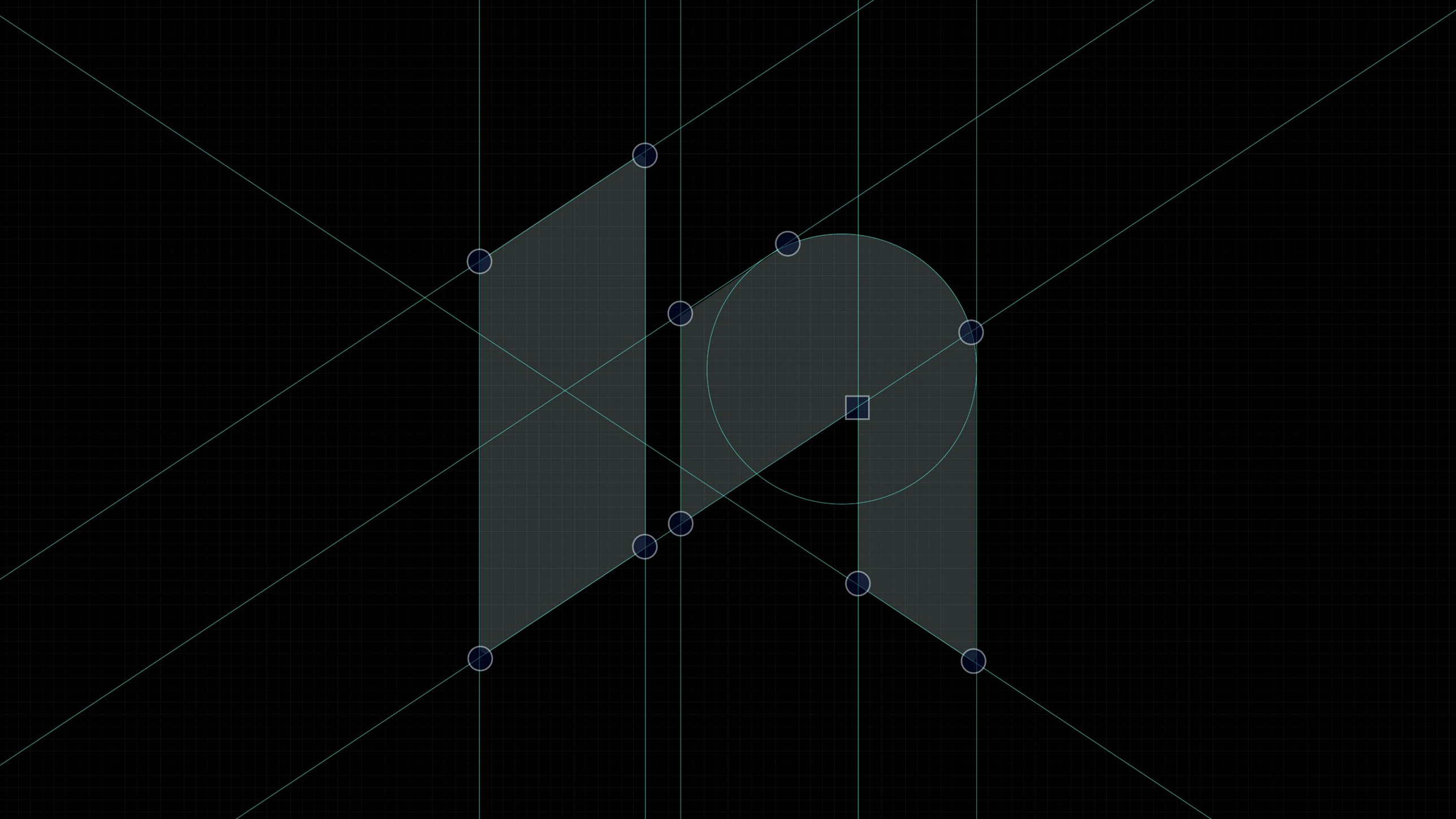
#RESULTS FIRST
Enhance sales efforts through direct response
→ creatives
Learn more →
increase the flow
increase the flow
increase the flow
increase the flow
Before
After
I got plastic surgery
JUST THIS WEEK
MacBook Pro



hookmasters.io
Effective
business
strategies
Advertising
UGC Company
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HookMasters

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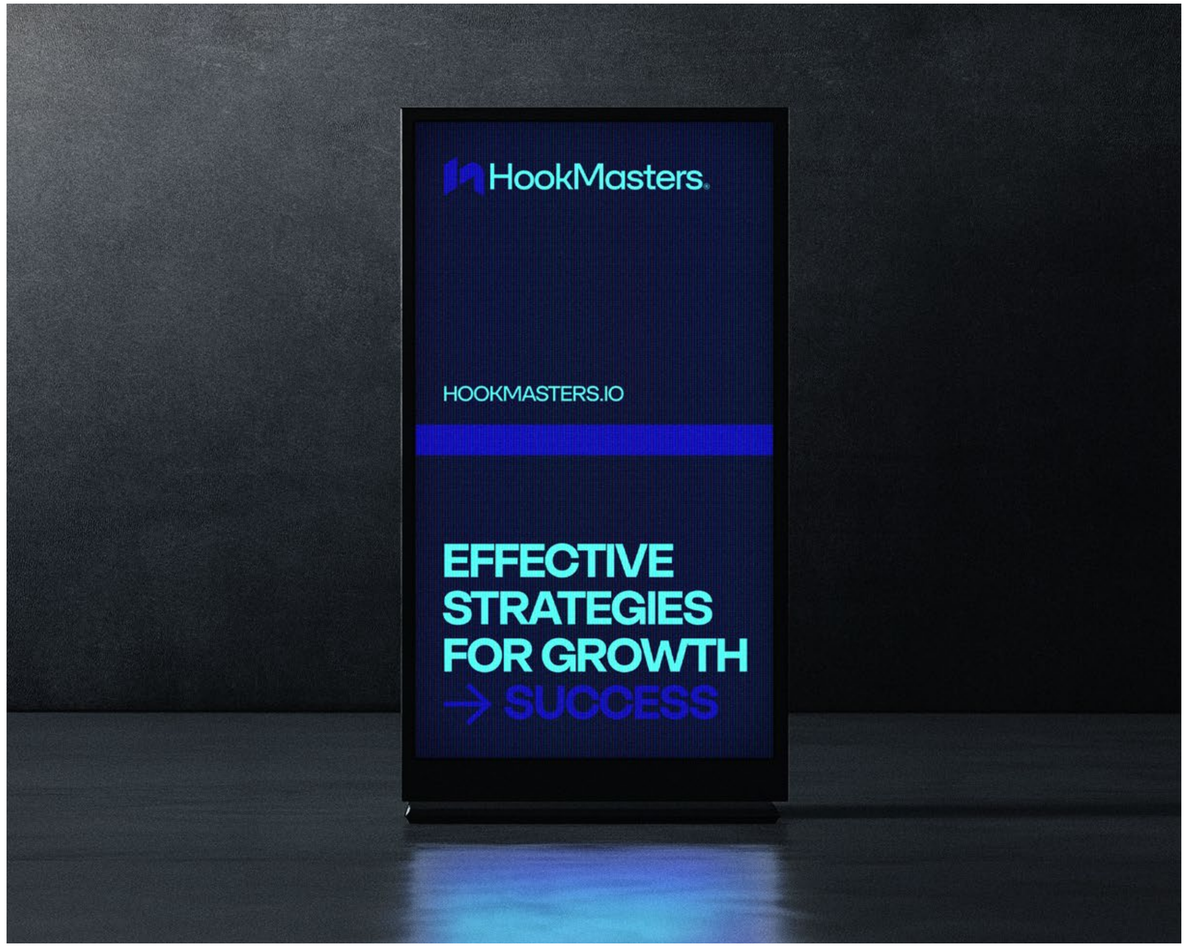
HookMasters.
HOOKMASTERS.IO
EFFECTIVE
STRATEGIES
FOR GROWTH
→ SUCCESS

(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.

DESIGN
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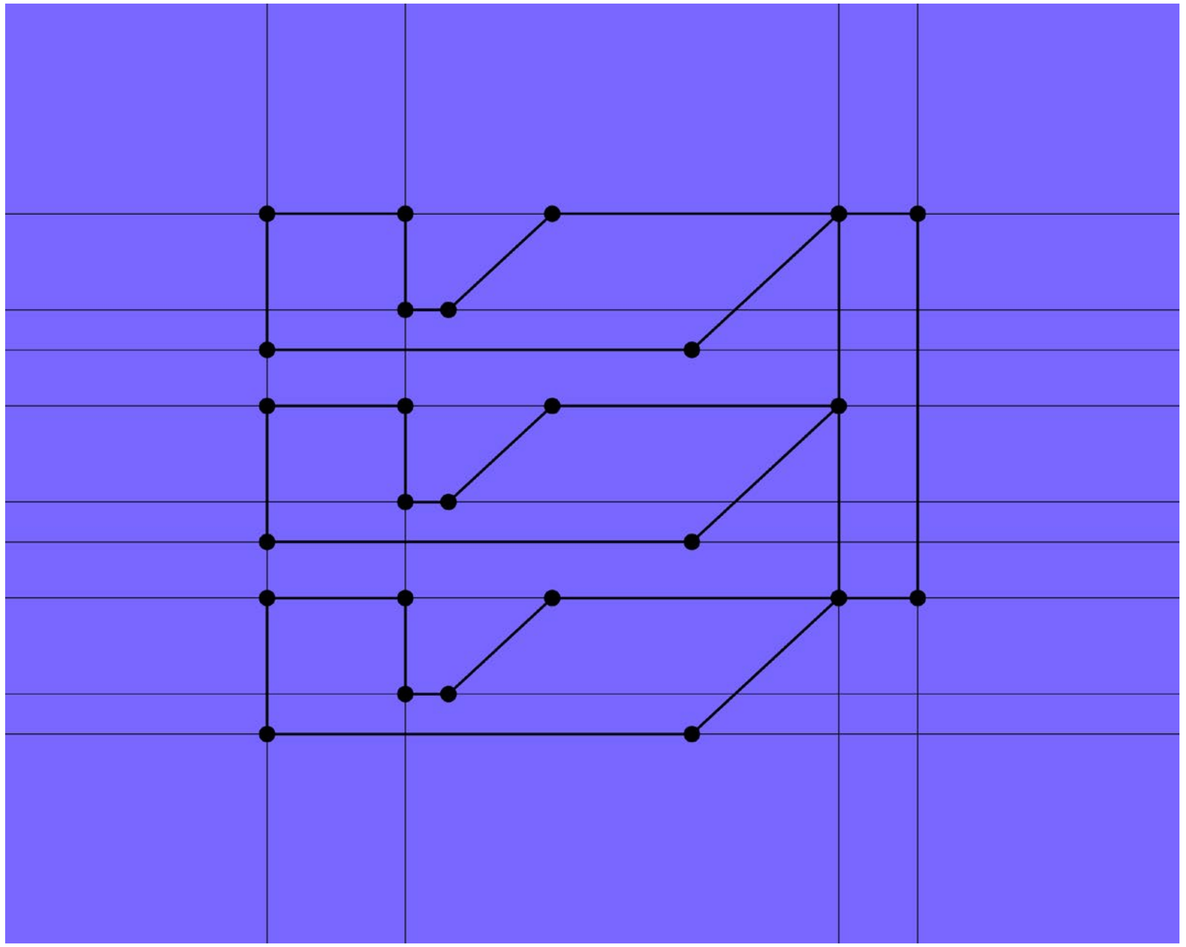
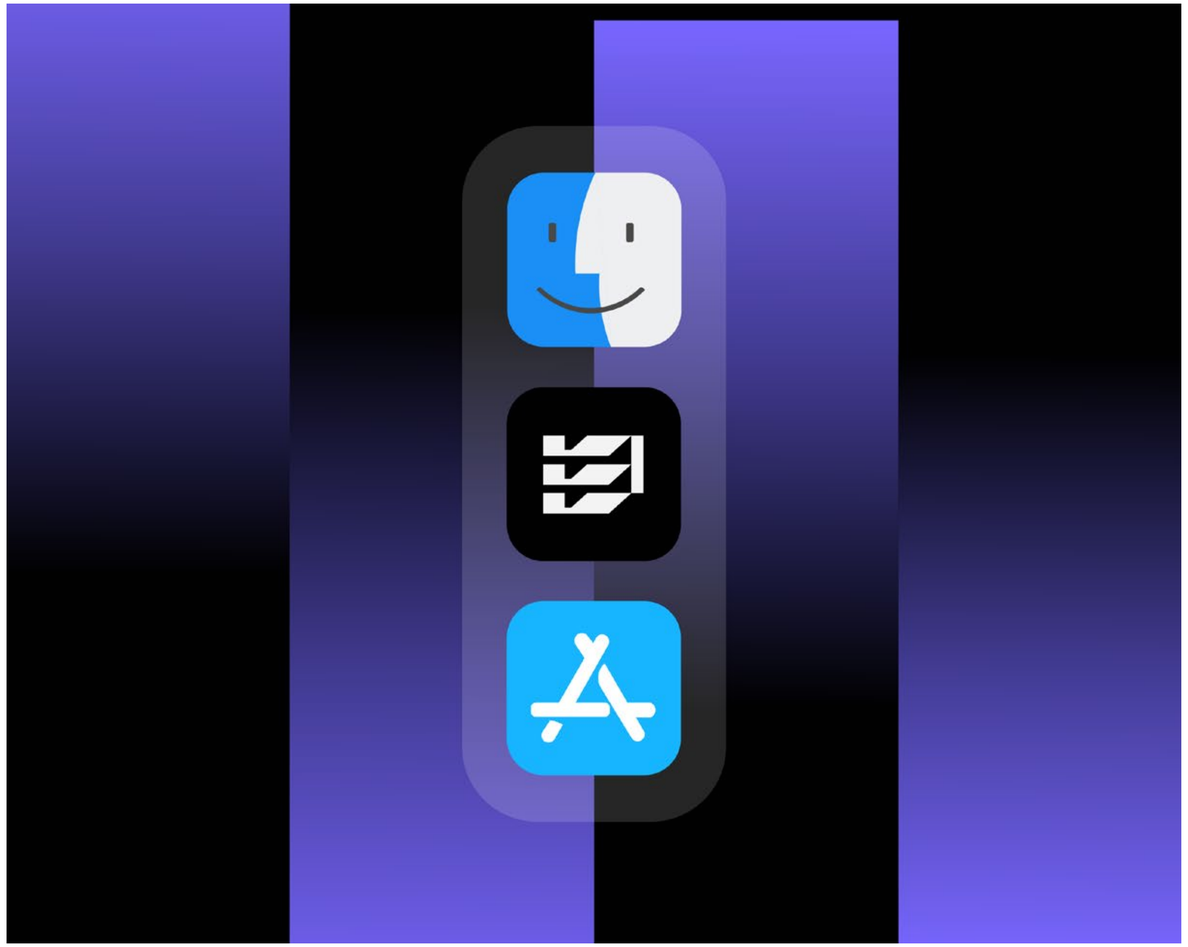
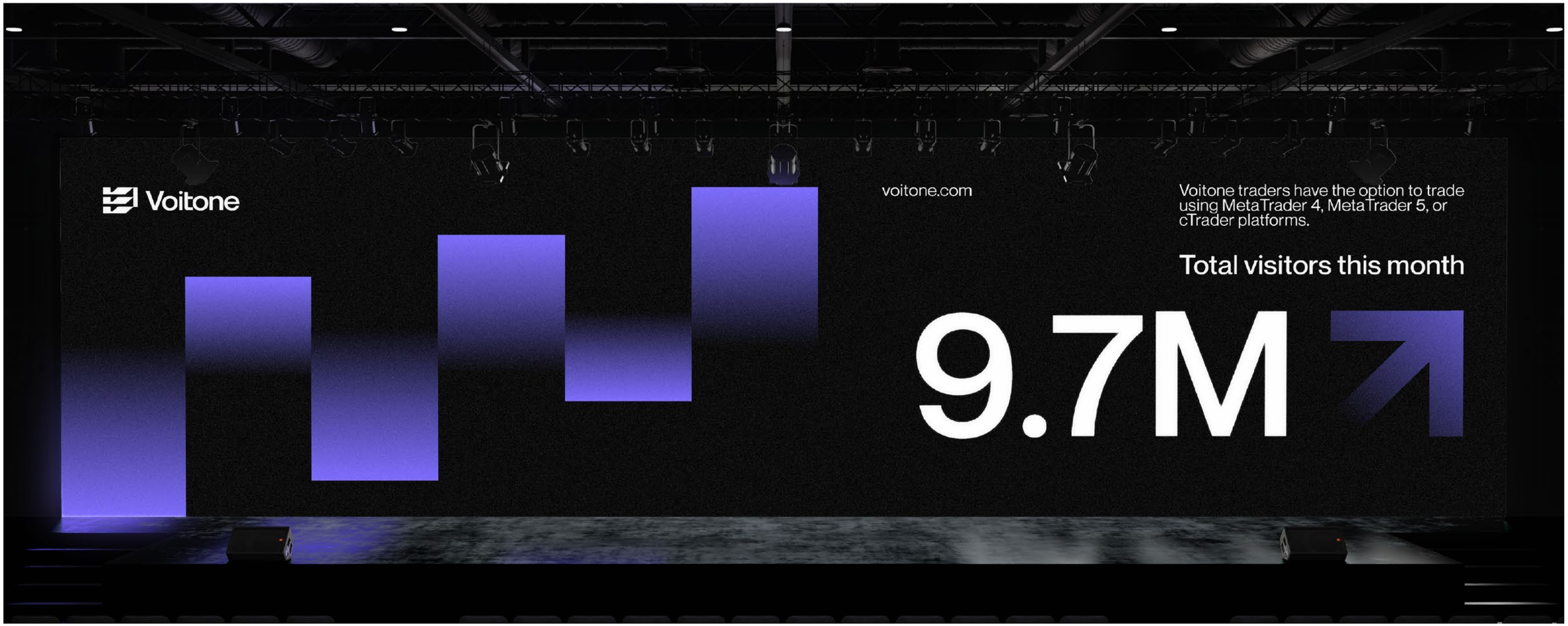
Voitone

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



Unlimited
Time
At Voitone, traders can enjoy
unlimited time to stay stress-free
during their challenges.




Voitone
voitone.com
Voitone traders have the option to trade using MetaTrader 4, MetaTrader 5, or cTrader platforms.
Total visitors this month
9.7M

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 →

Voitone
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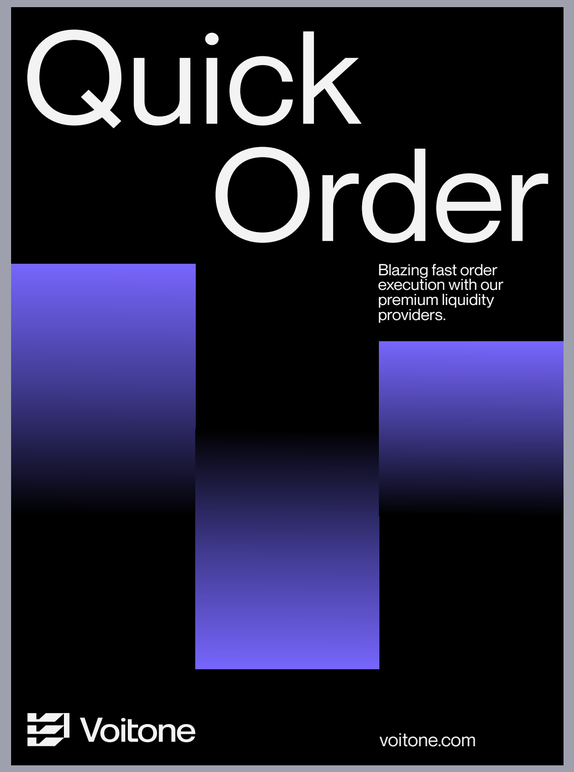
Quick
Order
Blazing fast order execution with our premium liquidity providers.
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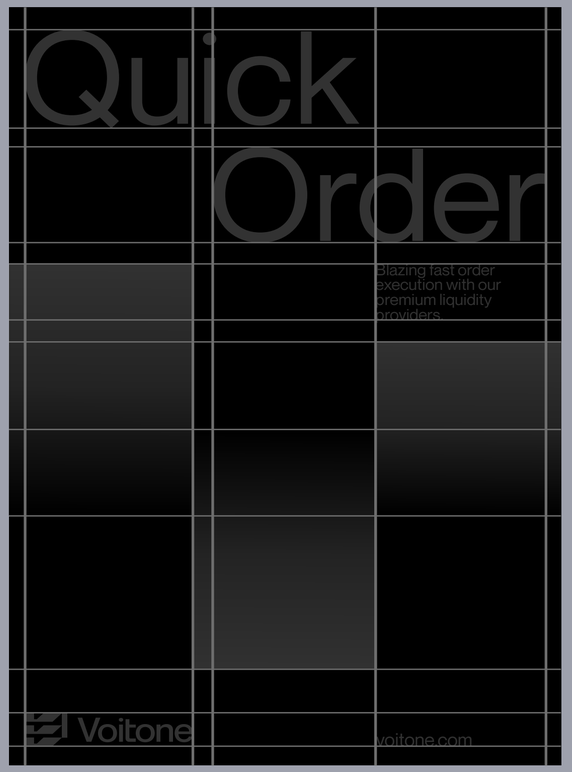
voitone.com


Quick
Order
Blazing fast order execution with our premium liquidity providers.
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Trading Company
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Voitone

(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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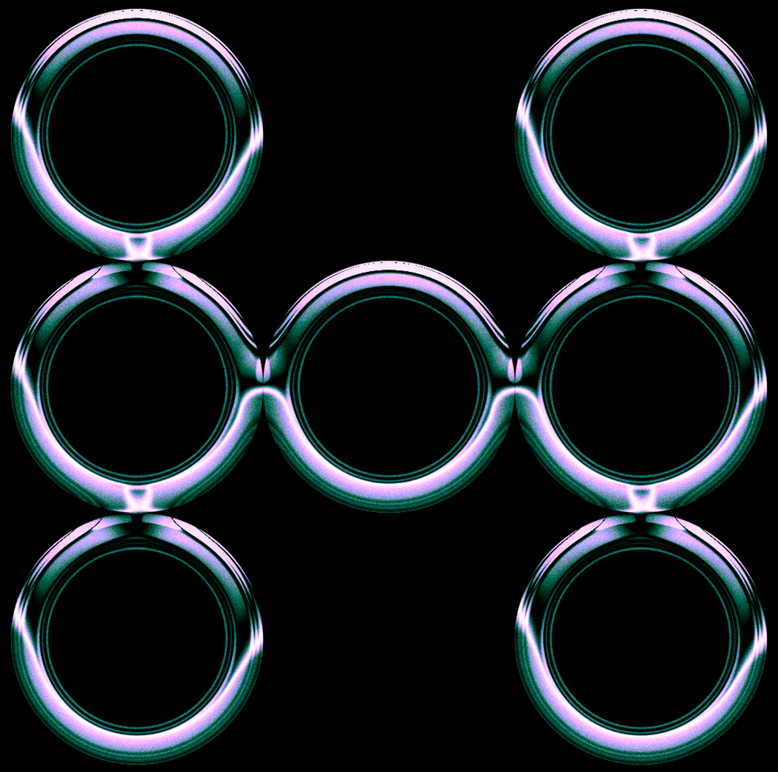

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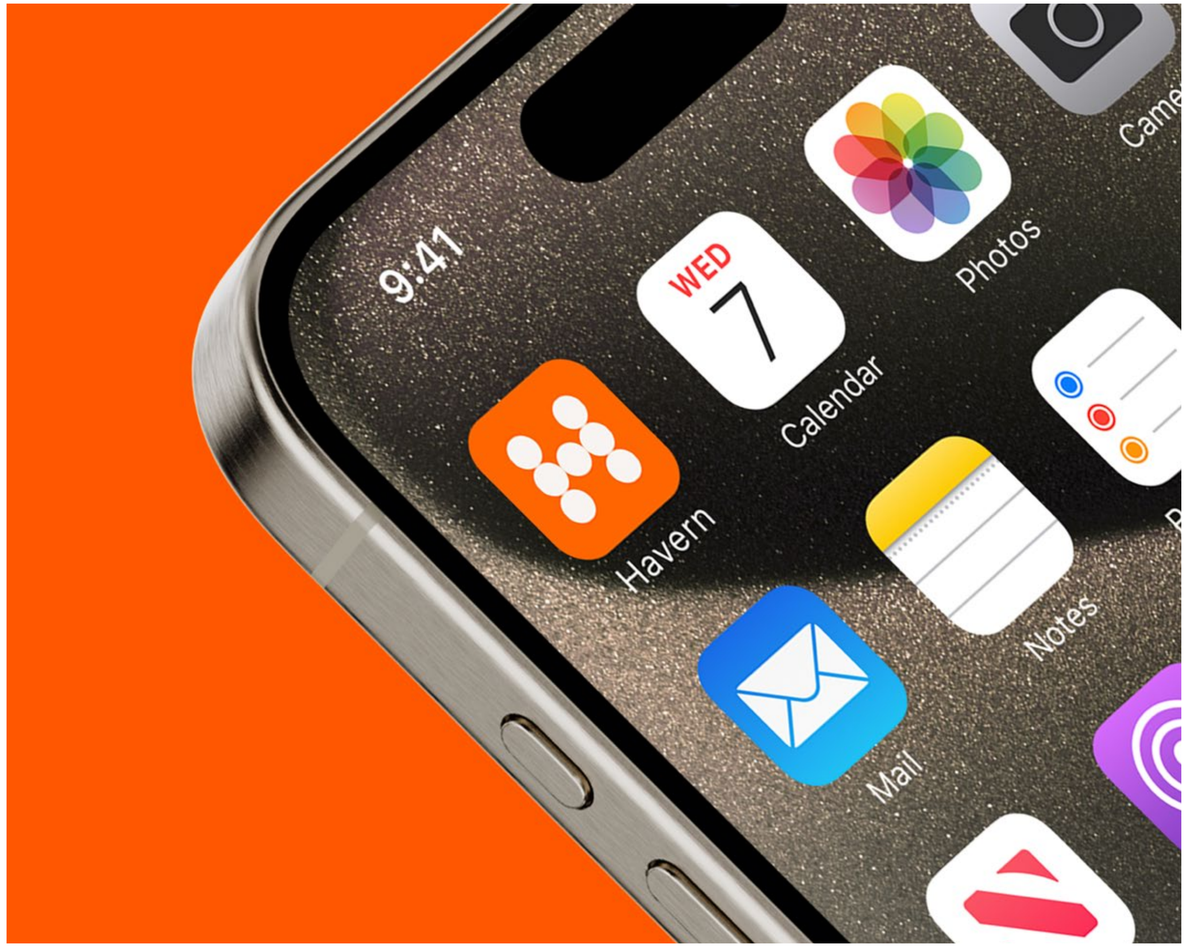
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Calendar
Photos
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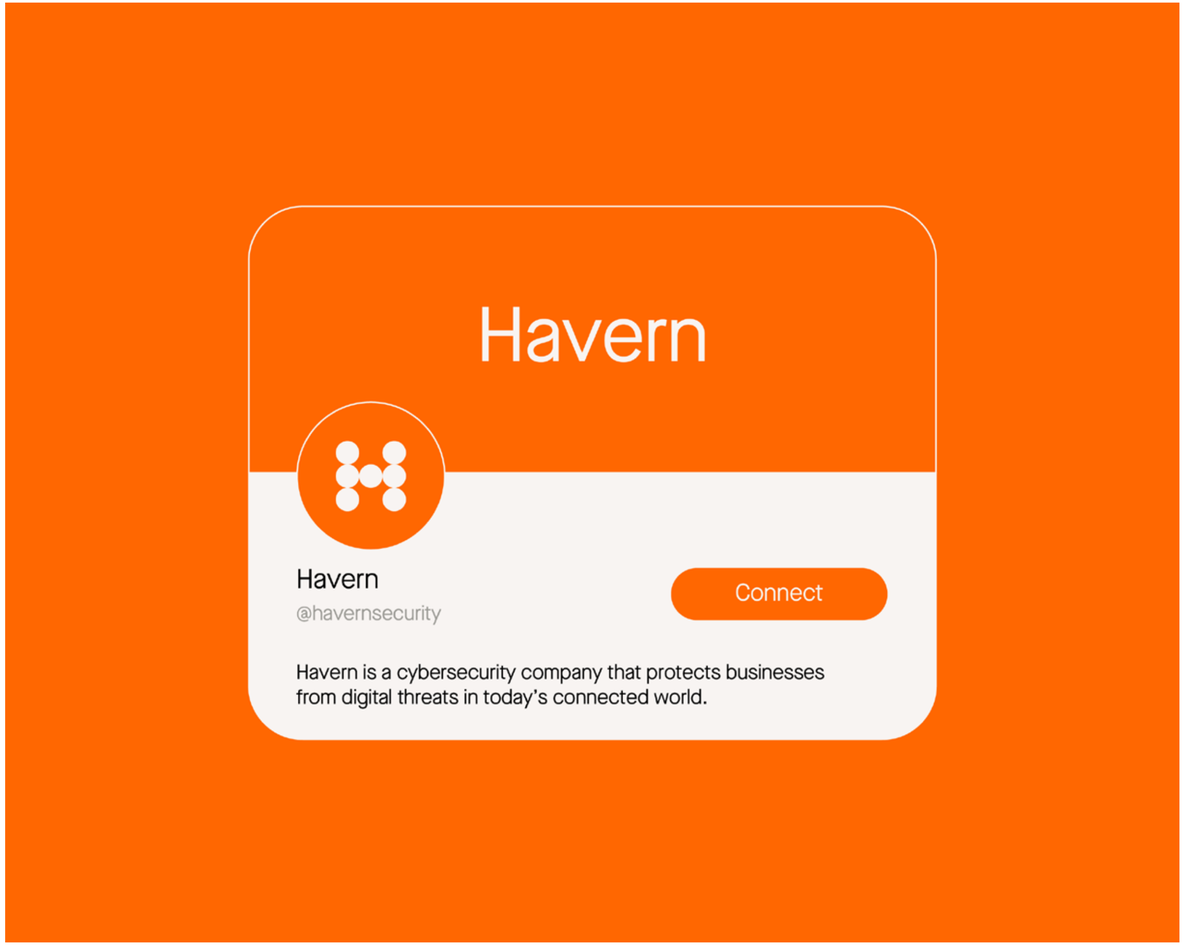
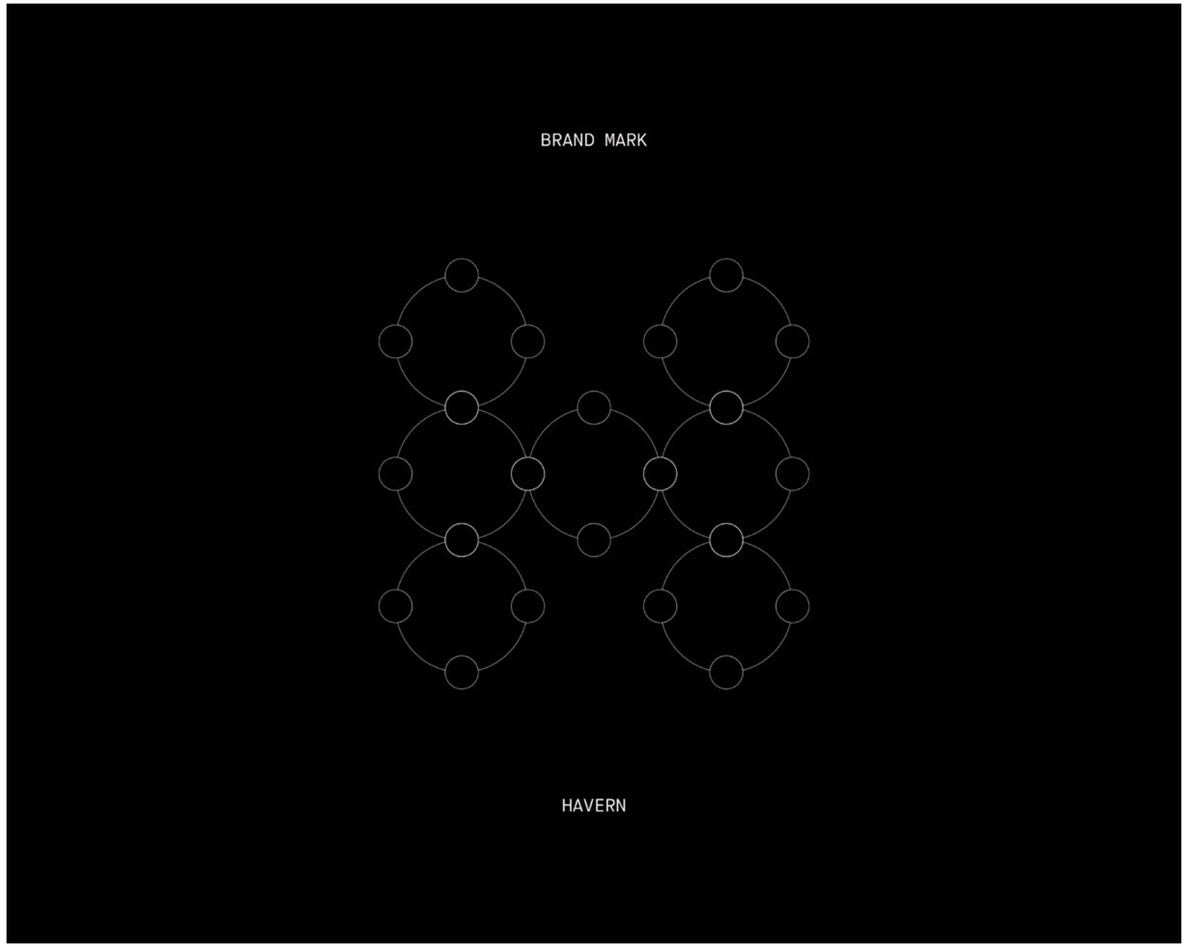
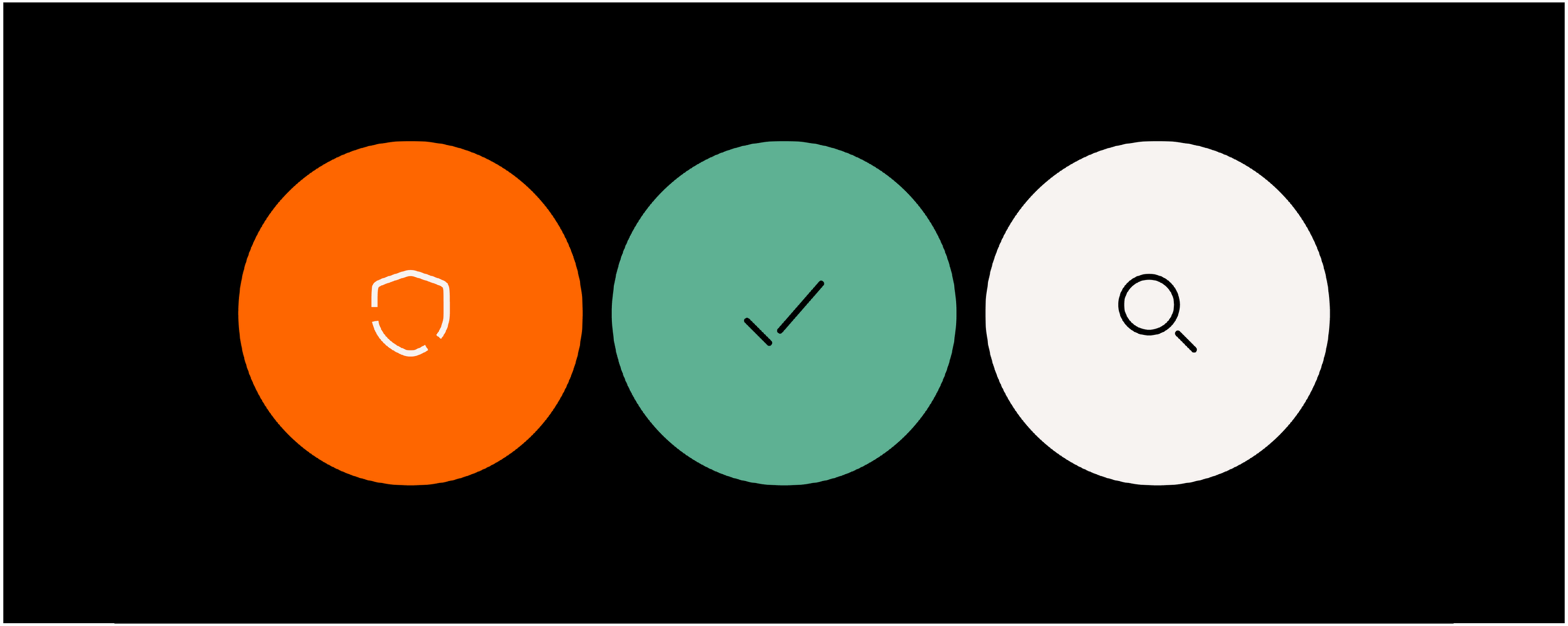

Havern
Havern
@havernsecurity
Connect
Havern is a cybersecurity company that protects businesses from digital threats in today's connected world.


BRAND MARK
HAVERN



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CYBERSECURITY

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CONFIRMATION

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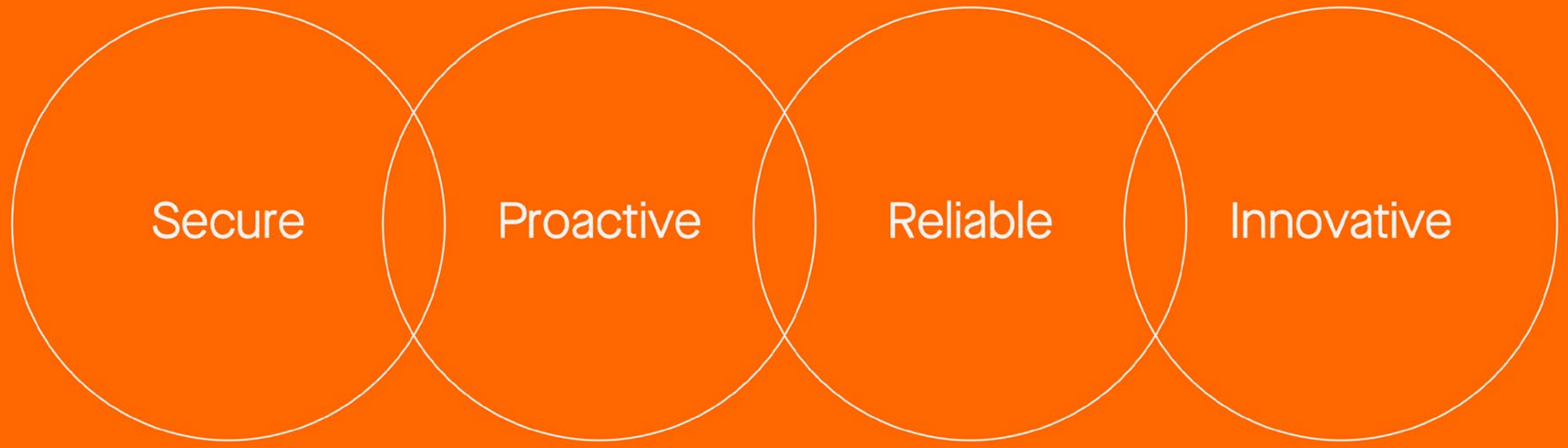
Secure
Proactive
Reliable
Innovative

(SCOPE)

BRAND STRATEGY
BRAND IDENTITY
BRAND GUIDELINES

NIVA

NIVA is a smart home brand designed to integrate quietly into everyday life, transforming intelligent technology into calm, intuitive, and emotionally engaging living environments that adapt naturally to you.

DESIGN
PARTNER.

NIVA

Living

Energy

Light

Comfort

Space

Flow

Access

Because
your
home
should
think too.
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NIVA

WHERE
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INTELLIGENCE
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NIVA®

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Founder & CEO
Alex Nivaldi
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Alex Nivaldi
Founder & CEO

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Better Living.
Experience the
future of home
living with NIVA.
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home
should
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THIS IS WHERE YOUR BRAND BEGINS.

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WHEN YOU'RE READY LET'S CHAT :}