

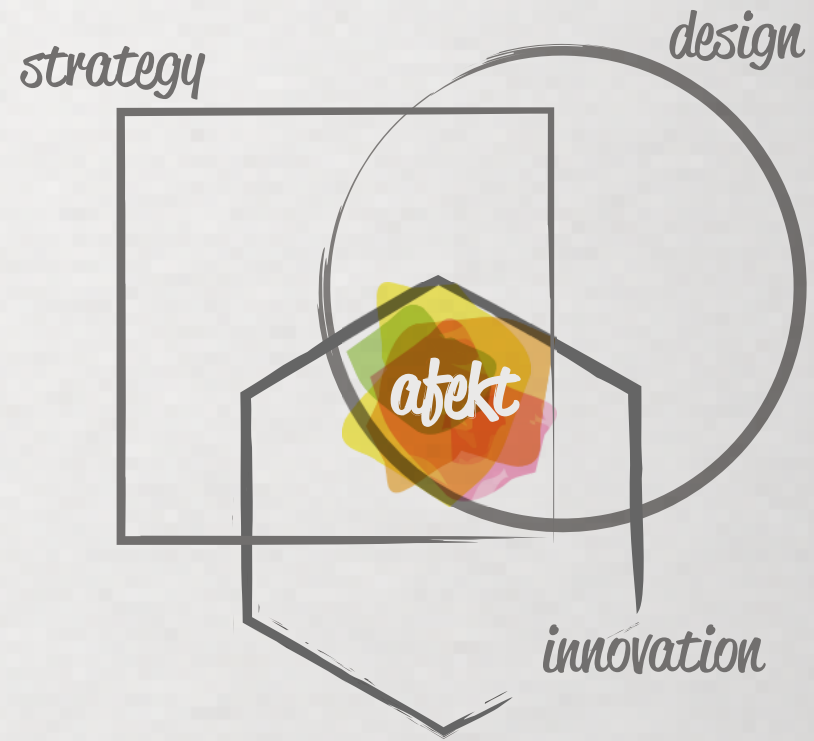
aspekt

CREATIVE
ENGINEERING
STUDIO

Helping brands to innovate, grow & succeed

We are an independent creative engineering studio with a mission to provide our clients with a true competitive edge.

Our approach is fully user-centric and driven by a tailor-made process, merging strategy, innovation, and design.





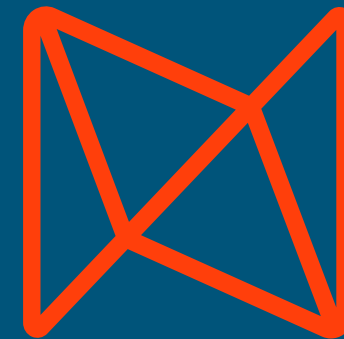
Growing and maintaining sustainable brands require clarity in strategic vision and direction.

Our job (& joy) is to support you to express your goals and transform them into powerful brand strategies.

We search for your authentic proposition, one that is different from all others but relevant to all of your stakeholders, and we provide you with all the needed tools to make it happen.

We then help you materialize such brand strategy into visual identities, design of products, projects and processes, unique online and offline brand experiences, and stories.

For the last 20 years, we have followed our clients on a journey of their ever-changing business needs - providing them with impactful creative solutions that help them change the world.



At Afekt, we're dedicated to crafting captivating brand journeys that empower businesses to evolve, engage with their audiences, and make a lasting impact.

Our comprehensive suite of services encompasses every aspect of brand development:

Brand Core Definition

Strategy Definition

Naming

Visual Identity Definition & Design

Brand Implementation

Creative Consulting

Whether you're a startup embarking on a new adventure, an established entity seeking rejuvenation, looking to strengthen your portfolio, or trying to (re)position yourself, we offer tailored solutions to elevate your brand's impact.

Our creative touch extends to projects, services, products, and companies across various industries. Committed to sparking innovation, we collaborate with you to explore uncharted territory and redefine possibilities for your brand.

Welcome to Afekt, where brands are born, transformed, and brought to life.

For more info and
contact please visit our
website www.afekt.cc or
scan the QR code





Client: **Nucleus / FER**
Brand Core Definition, Visual Identity Definition



Client: **EMHANCE**
Brand Core Definition, Creative Consulting, Visual Identity Definition

Brand Core Definition

Whether you're a startup forging new paths, an established entity rediscovering its essence, or aiming to enhance your market position, we excel at crafting stories that transcend traditional branding, ensuring your brand leaves an indelible mark. Together with you, we search for the core of your brand to establish profound connections with your audience and define them written and visual elements that cultivate lasting relationships.

HUB385

Client: **HUB385**
Business concept, strategy and implementation,
Brand Core & Strategy Definition, Brand Implementation

Brand Strategy

Strategies we create together with you, serve as your compass in a landscape where creativity and innovation are the keys to triumph. Startups find their footing with strategies that resonate from day one, and established entities discover renewed relevance through reimagined strategies that breathe fresh life into their brands, ensuring their preparedness for the future.



Client: **EQUATOR**
Brand Core Definition,
Visual Identity Definition



Client: **XYLLION**
Brand Core Definition, Brand Naming, Creative Consulting
Visual Identity Definition

The logo for ULTRAX features the word 'ULTRAX' in a clean, uppercase, sans-serif font, set against a vibrant, abstract background of swirling purple and blue light.

Client: **ULTRAX**
Brand Core Definition, Brand Naming & Visual Identity definition

The logo for Woolly Rouge features the brand name in a white, elegant script font, overlaid on a vibrant, abstract background of swirling pink, blue, and orange colors, with a woman's face partially visible on the left.

Client: **Stitch22**
Brand Core Definition, Brand Naming, Visual Identity Ideation

Brand Naming

We are the wordsmiths who breathe life into your brand's identity. Whether you're embarking on a fresh start, reimagining your brand, or seeking to enhance your market position, we excel at crafting names that go beyond labels. We conceive brand names that instantly resonate, forming the cornerstone of a robust market presence. Our bespoke naming methodology ensures stable foundation of your brand.



Client: **mobilityONE**
Brand Core and Strategy Definition, Visual Identity Definition
Brand Implementation, Creative Consulting



Client: **Include.eu**
Brand Core & Strategy Definition, Visual identity Definition,
Communication design, brand Implementation, Creative Consulting

Visual Identity Definition

Our approach to Visual Identity crafting extends far beyond design of unique logotypes and visuals. We're storytellers who sculpt all elements of visual identities, creating narratives that resonate deeply with your audience. Our designs not only captivate but also ensure consistency and memorability, forging emotional connections that endure.



Client: **Backstage**
Brand Core Definition and Visual Identity Design



Client: **STEMI.education**
Brand Core Definition, Crowdfunding campaign ideation & execution, Communication Design, Brand Implementation



Client: **Steora smart bench for Include.eu**
Product design, Brand Implementation

Brand Implementation

With our teams of seasoned creatives, we design immersive brand experiences for all types of brands. Whether your brand needs a website, a compelling presentation, a new product design, or any other visual necessity, we support your daily operations by crafting online & offline brand presence that deeply resonates with your target audiences.

The image shows a vibrant concert scene with a bright yellow and orange sun-like glow in the background. In the foreground, the silhouettes of a crowd are visible, with many hands raised in the air, some pointing upwards. The word "unison" is written in a stylized, lowercase font with a circular graphic element replacing the 'o'.

Client: **UNISON association**
Brand Strategy, Definition, Visual Identity Definition, Creative Consulting

Creative Consulting

Your journey with us is a partnership in igniting your brand's creative potential. Whether you're a startup venturing into new horizons or an established entity seeking innovative breakthroughs, our mission is to provide insights and guidance that expand your creative perspectives. We empower your brand's vision, fuel your potential and enable you to explore uncharted territories in creativity and design.

The image is a collage of various elements related to the Mobello brand. It includes a close-up of a red and white control panel with buttons and a joystick, a stylized illustration of a forest with tall, thin trees, and a green and white abstract design. The overall aesthetic is modern and creative.

Client: **Mobello**
Brand Core and Strategy Definition, Creative Consulting

Our clients:

MOBELLO

Angelo
d'Oro

XYLLION

EQUATOR

NUCLEUS

UNISON

VELIKO POLJE

FREEDOM
ONLINE
COALITION

**HUB
385**

infoart

CroCert

EMHANCE

LUKA foundation

backstage.

mobilityONE

WoolyRouge

NAVBIZ

include

CORE

Libricon

in2

ULTRAX

GODAN

Stone Beach

T

Pine Beach
PAKOŠTANE

PLAYBOY

onethr

Vlada
Republike
Hrvatske

KL!K

PROFICIO

symphony

EIHP

iskon

stemi

What can we do for you?

Are you ready to kickstart your brand's transformation journey, or you simply want to find out how we could help with your existing or future brand challenges?

Let's connect and ignite your brand's creative potential.

Call us, send us an email, or contact us on linkedin.



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