

BE ∞ KRAYNIY

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IDENTICA

BRANDING FOR YOUR BUSINESS

exactly:

STRATEGY FOR LAUNCHING AND PROMOTING A PRODUCT OR BRAND.

CREATION OF A LOGO, CORPORATE IDENTITY,

DESIGN OF RESTAURANT MENU AND PRODUCT CATALOGS.

PRODUCT PACKAGING DESIGN AND EVENT BRANDING.

CREATIVE AND ART DIRECTION OF VIDEOS AND PHOTOS.

SLOGANS AND SCRIPTS

SMM: CONTENT PLANS, COPYRIGHT AND VISUALIZATION OF PILLARS

121
ONE TO ONE
JEWELRY



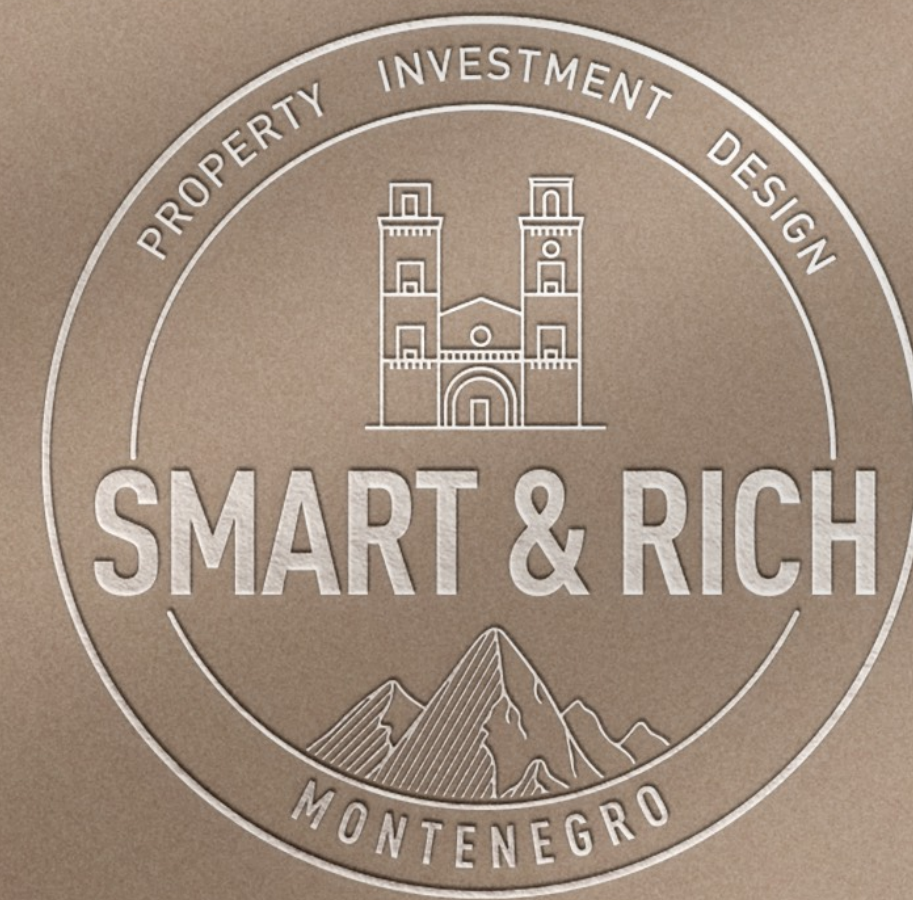
ONE TO ONE

2023

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LOGO AND BRANDBOOK / PACKAGING BRANDING

Development of a logo and a small concise brand book for the Russian jewelry house "121". Naming is based on the idea of a gift, which is usually given one—on-one, without witnesses. One to one is about an intimate and romantic moment, about a special occasion that requires privacy. An elegant and concise solution that is well suited for a jewelry brand focused on premium and mid-price segments.



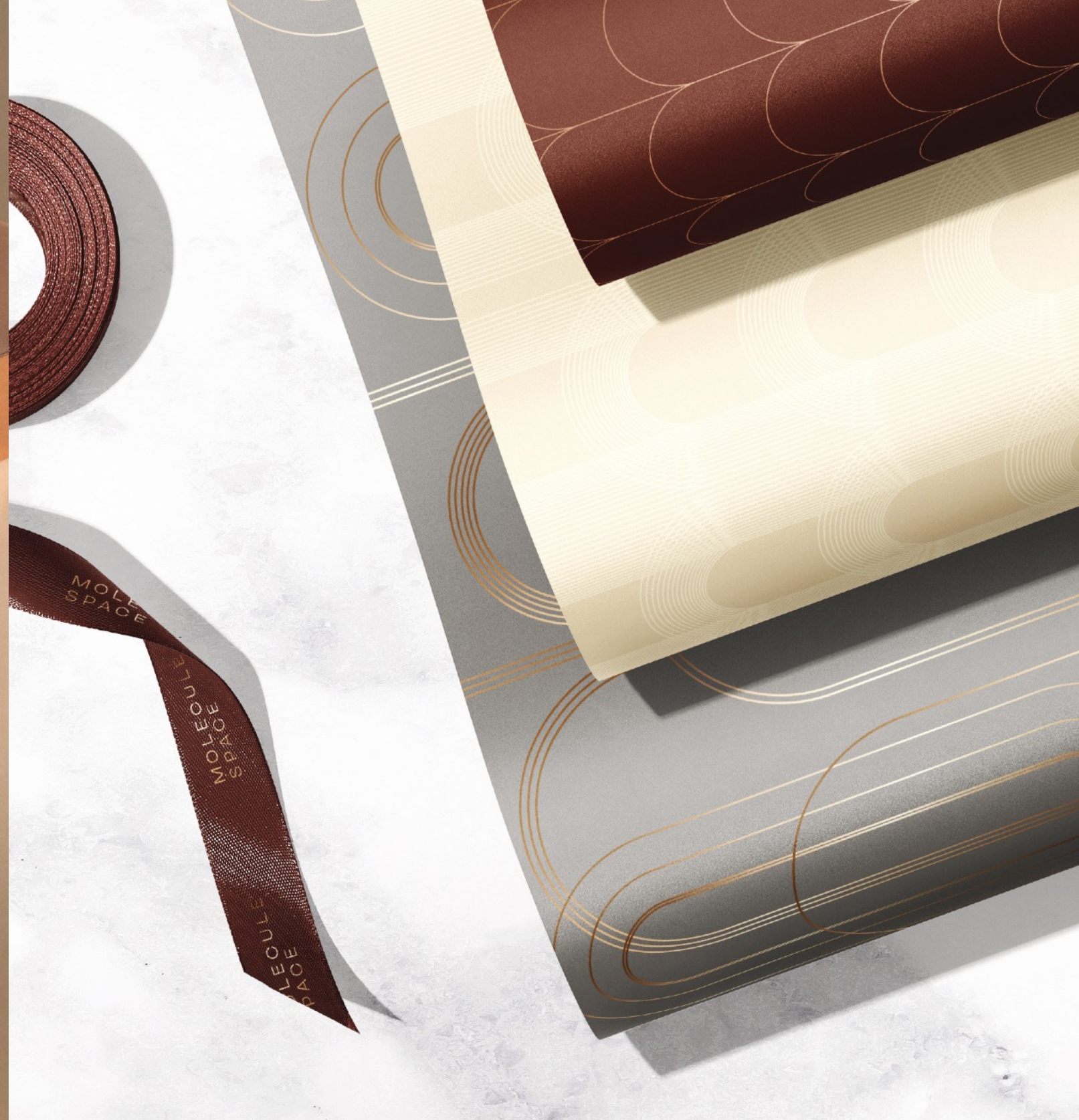
SMART AND RICH

REBRANDING (LOGO, BRANDBOOK AND PRESENTATION MATERIALS)

Rebranding of a developer based in Montenegro. The concept of the "gold coin" in the main version of the logo fully reflects the name of both the company and the territory of doing business. The logo in the form of a coin or a gold medal looks good on presentation materials, while it is modern and relevant in the abbreviated "lines" version.

2023

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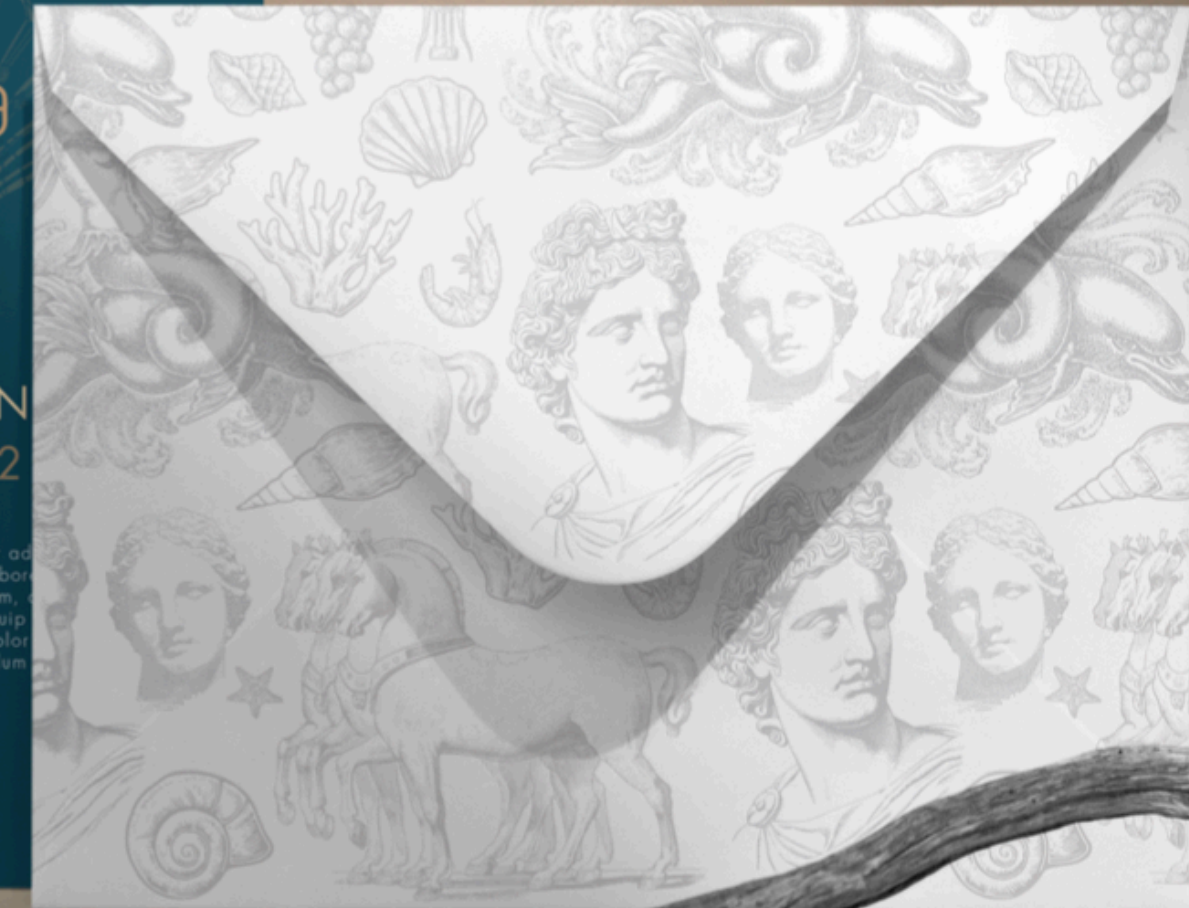
MOLECULE SPACE

2022

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NAMING / LOGO / BRANDING / BRANDBOOK

The project of a multifunctional beauty and health center (boutique of selective perfumes and cosmetics, diagnostic center, beauty salon, cosmetology clinic, IV-bar). A luxurious, truly refined space filled with technological solutions of the most advanced trends in the field of beauty and health industry.



ISPALINA

LOGO / BRANDING / BRANDBOOK / MENU / WINE CARD

Development of a logo and a small brandbook for a Mediterranean restaurant that opened in the prestigious Miami area (USA). The project turned out to be positive and airy, truly maritime. The created pattern is designed to remind American guests that the DNA of the brand is based on the European cuisine of Italy, Greece and France.

2022

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GOR MAISON

2021

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LOGO / BRANDBOOK / PACKAGING CONCEPT AND DESIGN

Premium Russian brand of scented candles scents for the home from the recognized market leader Evgeny Gore. All candles are made from natural ingredients of the highest quality and only on the basis of coconut wax. For more than ten years, Evgeny Gor has been a leading manufacturer and supplier of candles in Russia, which are produced under the UCANDLES brand.

The premium line of author's fragrances for interiors received the French name Gor Maison, which translates as the House of Gor. The concept of the product is designed to emphasize the author's approach of the master, inherent in manufacturers of selective perfumes and fashion houses.

UCANDLES
by GOR MAISON



UCANDLES

2021

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REBRANDING / PACKAGING CONCEPT AND DESIGN

One of the largest and most famous manufacturers of natural aromatic candles in Russia has decided to completely update the visual range of its products, and in addition, to bring the logo into a modern concise sound.

The BESKRAYNIY bureau created visual concepts for 7 fragrance collections, and in total, designs were developed for more than 50 SKUs.

PROSVET
MUSIC



PROSVET MUSIC

2021

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**LOGO / BRANDING / BRANDBOOK AND COPYWRITING /
CONCEPT AND ART DIRECTION OF VIDEOS**

Complete brand creation. The project of the music school, where the DNA of the brand is based on the famous rock project "Red Chemist", so the active red here not only acts as a symbol of creative energy, but also as part of the history of the school. In addition to identity, we have shot several films where the teachers of the school were able to reveal their approach and the secrets of mastery.



SPIERS* НАШЕ ВДОХНОВЕНИЕ
НА КУТУЗОВСКОМ

+7(495) 135-35-35 ТЕКТА

*СПАЙРС, ГОРОДСКИЕ РЕЗИДЕНЦИИ ЗАСТРОЙЩИК ООО «ТЕРВУД»
ПРОЕКТНАЯ ДЕКЛАРАЦИЯ НА САЙТЕ НАШ.ДОМ.РФ

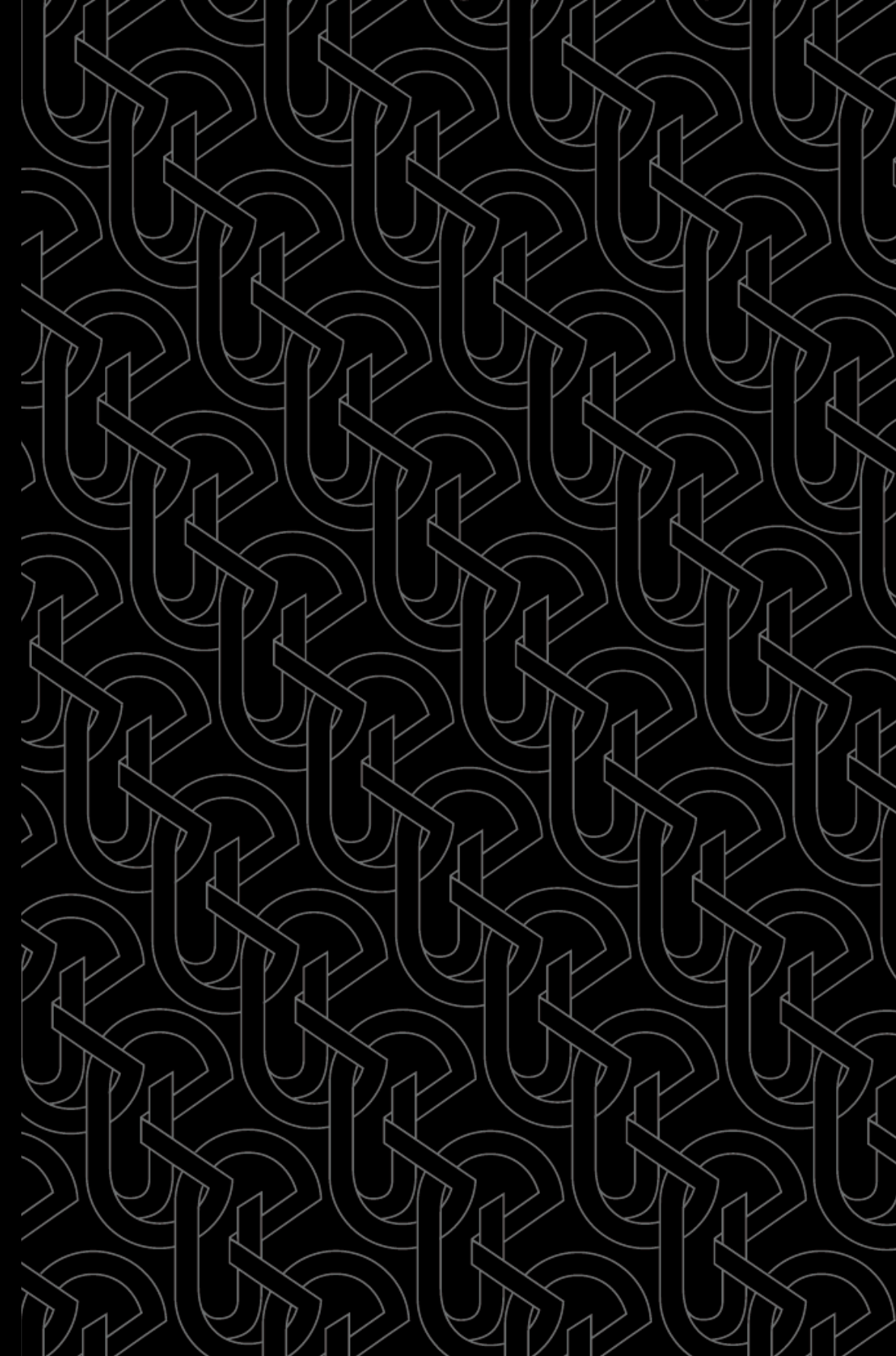
SPIERS

2021

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**ADVERTISING CONCEPT / ART DIRECTION OF THE VIDEO /
ART DIRECTION AND DESIGN OHH**

Two full-scale advertising campaigns for the SPIERS project of the developer TEKTA were created with the involvement of celebrities - Vladimir Presnyakov and Natalia Podolskaya, whose images were involved both in the video and in the image photography of outdoor advertising. The author of the presentation carried out the art direction of the game video and fully developed two concepts of outdoor advertising.



JK CUCINA

2019

BE ∞ KRAYNIY

BRANDING / BRANDBOOK / MENU / PACKAGING

Gastronomic Atelier is a service of personalized premium Italian cuisine. JK CUCINA is your personal chef! The project offers an individual and personalized approach to creating menus exclusively according to the client's requests and needs. The Italian chef prepares a menu for two days, based on any wishes and preferences, diets and nutrition concepts.

Logo, pattern, presentation materials, corporate identity, packaging, delivery boxes, menus in printed and mobile versions, branded souvenirs.



JK CUISINE

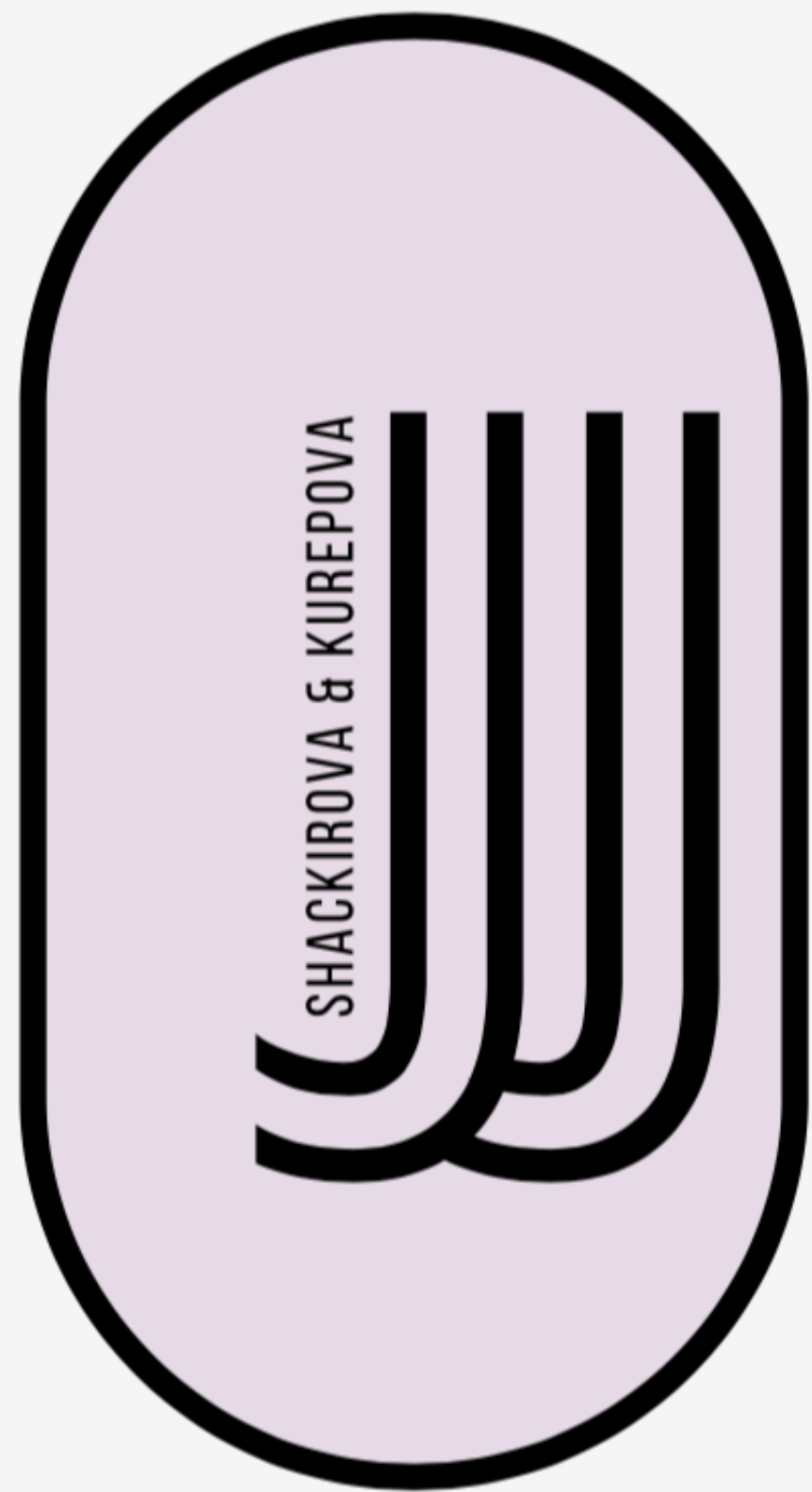
2021

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BRANDING / BRANDBOOK / MENU / PACKAGING

Development of the previous project, but in a broader scope. JK CUISINE has no limits and restrictions. You can ask to cook you any dish based only on your preferences and imagination.

Here, the tilt of capital letters symbolizes a new look at familiar things, a new perspective, a new approach that does not fit into the framework of the usual standards of delivery services and stereotypes of their perception. JK CUISINE is really different. Personally. Modern. Delicious.



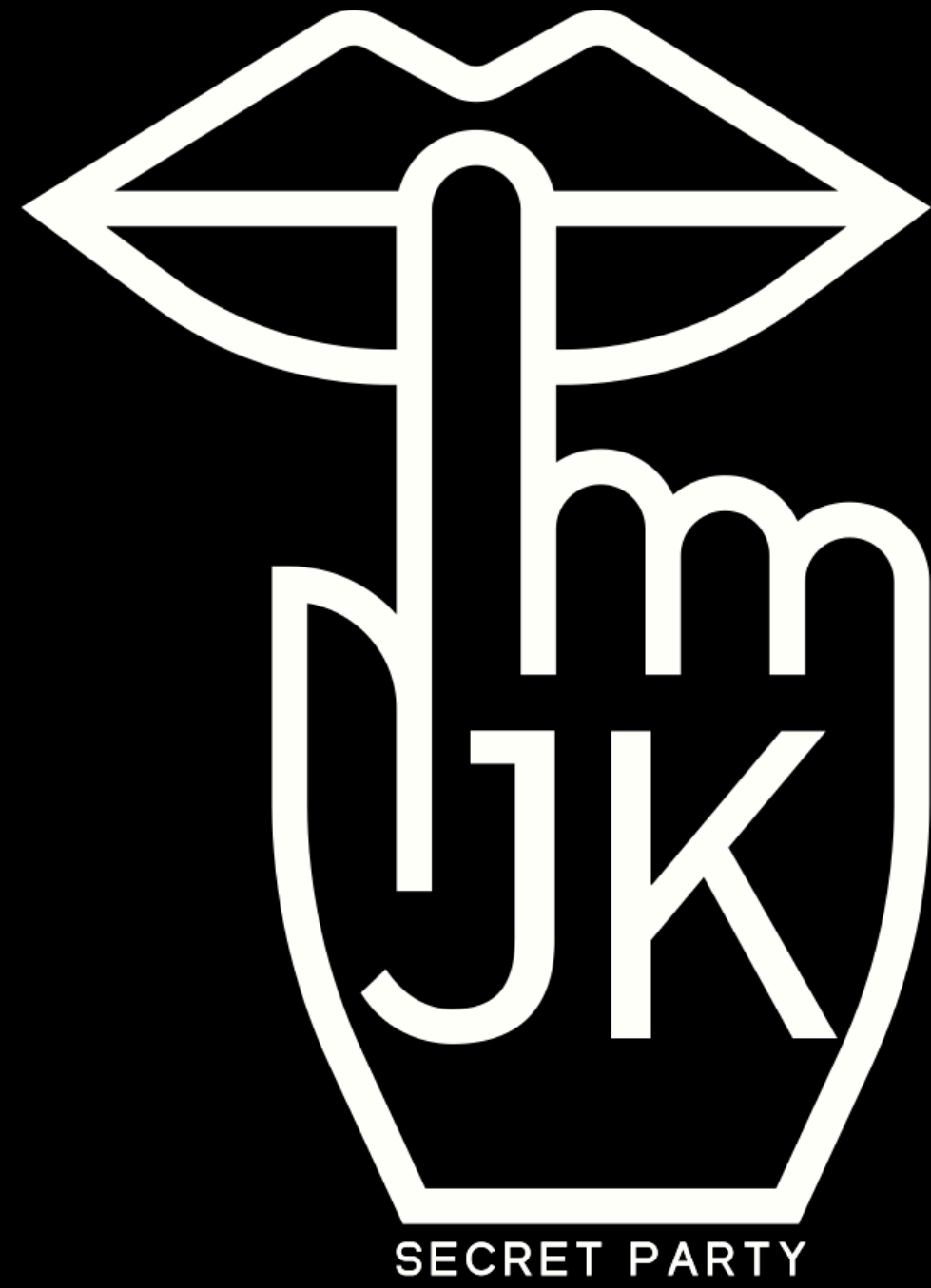
SHAKIROVA & KUREPOVA

2020

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LOGO / BRANDING

Just a logo for the New Year's Eve collaboration of two famous entrepreneurs, designers and just beautiful girls whose names begin with a capital J.



JK-SECRET PARTY

LOGO / INVITATION DESIGN / EVENT BRANDING / CONCEPT
AND ART DIRECTION OF VIDEO ANNOUNCEMENTS

One of the works of event branding. From the development of the event logo to the design of invitations, RSVP, including the production and installation of announcing videos.

2021

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DINA DZHAFAROVA

JEWELLERY



DINA DZHAFAROVA

2021

BE ∞ KRAYNIY

REBRANDING / LOGO AND PACKAGING

The name of the jeweler and artist Dina Dzhafarova is known among very sophisticated people. The highest level of craftsmanship and the high cost of her products make them accessible only to a very narrow circle of connoisseurs. Her restrained classics perfectly harmonize with the richness of stones and precious metals. The new logo and packaging emphasize the rigor and thoughtfulness of the approach. Modern luxury

**ID
CULT**
JEWELRY BUREAU



Револьверная вороненая сталь. Кольчужная вязка. Ты смотришь на огни маленьких городков Дикого Запада. Ты видишь потоки бурных рек и песок золотых пустынь. Вечность, словно однажды застывшая в стальном Черепе. Это стильное украшение достойно тех, кого никогда не останавливали любые границы и высокие стены, кто ходит по краю пропасти и не боится упасть



ID CULT

2019

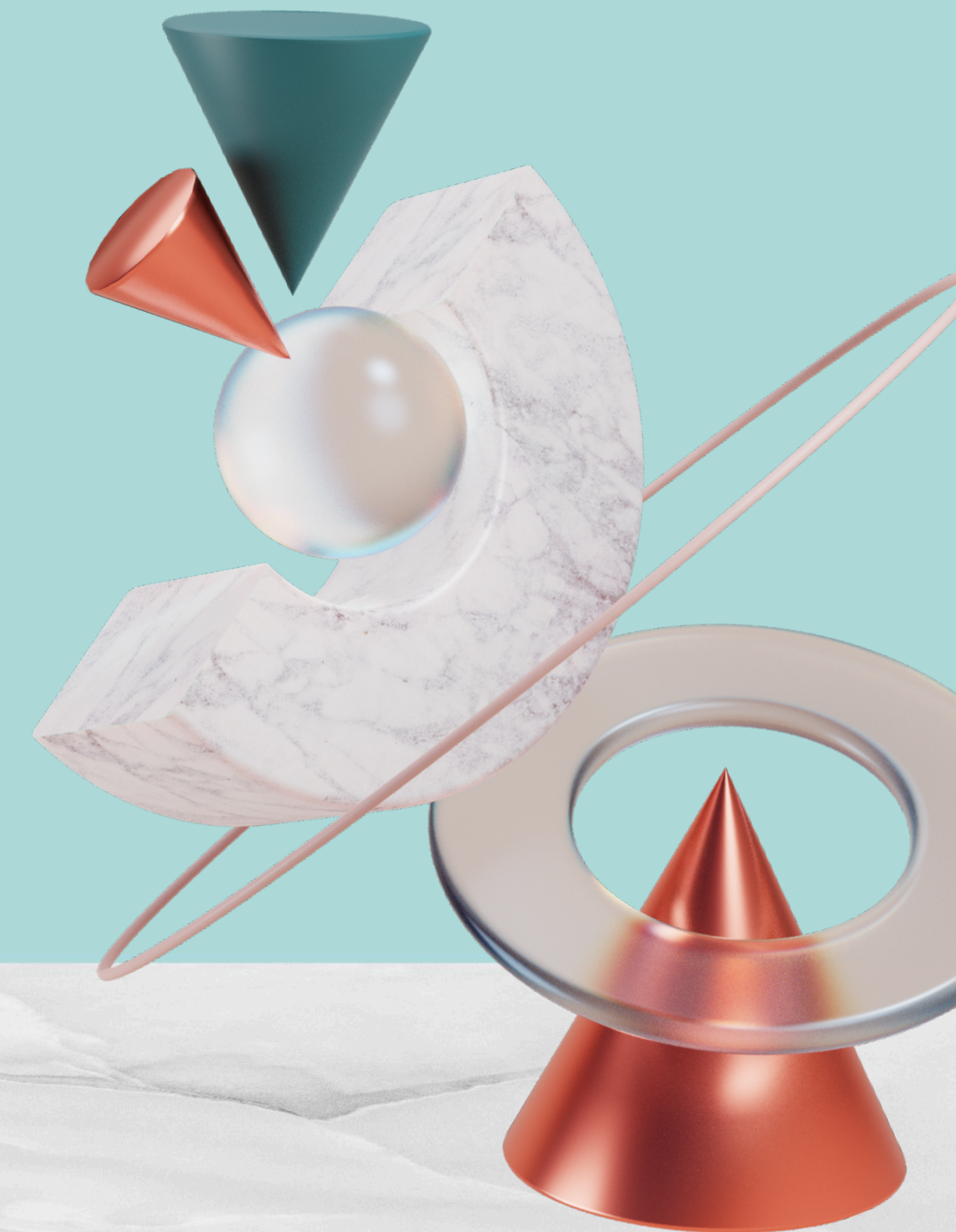
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**ID
CULT**
JEWELRY BUREAU

**NAMING / LOGO / BRANDBOOK / COPYRIGHT /
CONCEPT, ORGANIZATION AND ART DIRECTION
OF PHOTOGRAPHY**

Today, the ID CULT jewelry Bureau is known to connoisseurs of unusual author's products far beyond the borders of Russia. Bright and bold accessories and original jewelry are sold in the USA and in Europe, in China and Bali.

A name was developed for the brand, a logo was created and a small brandbook was assembled. In addition, the concept of photography was invented, a photographer was selected and models were found, a catalog of products was created.



BIO LINE TRICHOLOGY

2021

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LOGO / BRANDBOOK / PACKAGING OF 3 PRODUCT LINES

The Russian company AMD specializes in professional hair treatment. By order of the company, the logo of a new product line of special products for the treatment and care of hair was developed. This product had three main directions: treatment, recovery and care. In total, a design was created for 35 SKUs, which included shampoos, balms, masks and multiphase medications.



CUT LET

2018

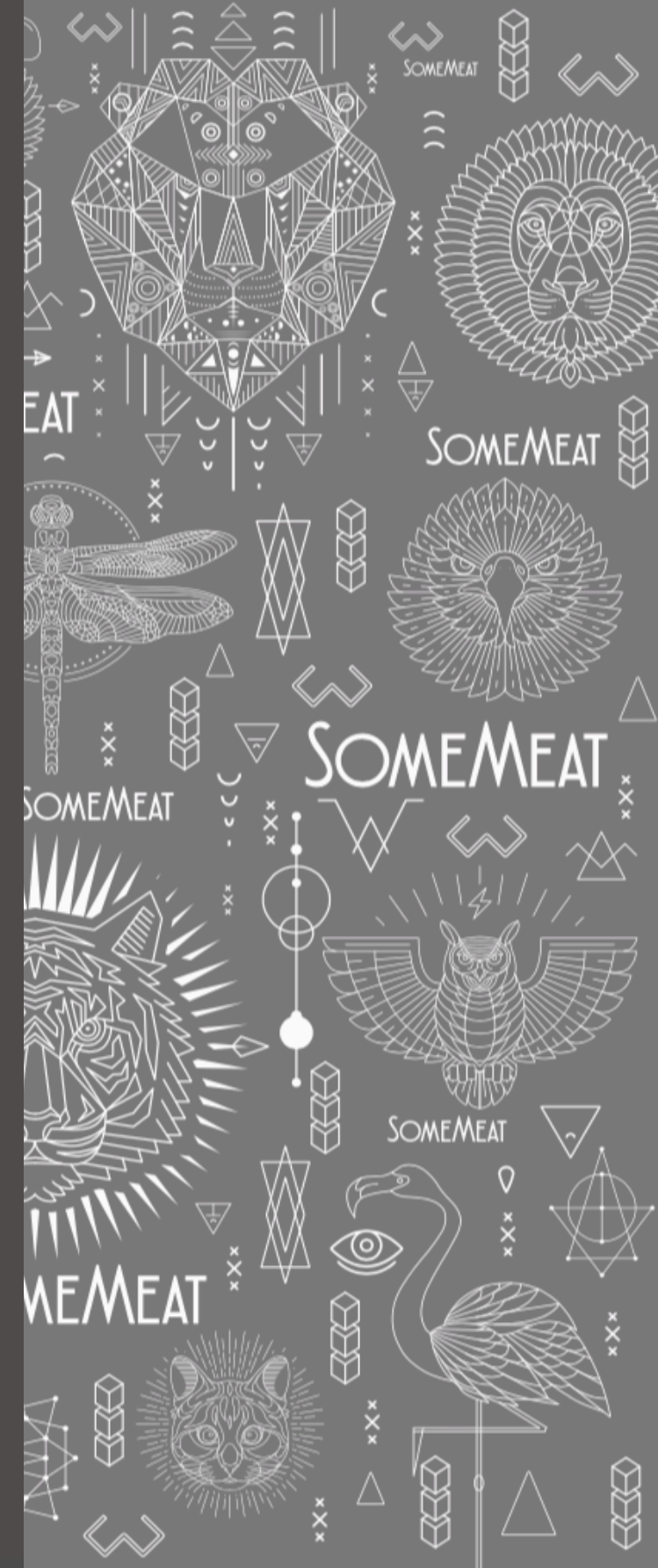
BE ∞ KRAYNIY



LOGO / BRANDING / BRANDBOOK / MENU / PACKAGING / RESTAURANT DESIGN CONCEPT

The project of restaurateur Marina Levina — the author of the famous and unsurpassed meat El Gauchito. Relatively democratic CUTLET is a burger chain with premium meat.

The full packaging of the brand was carried out: from the development of the logo, menu design, packaging and corporate patterns to participation in the visual design of the chain's restaurants.



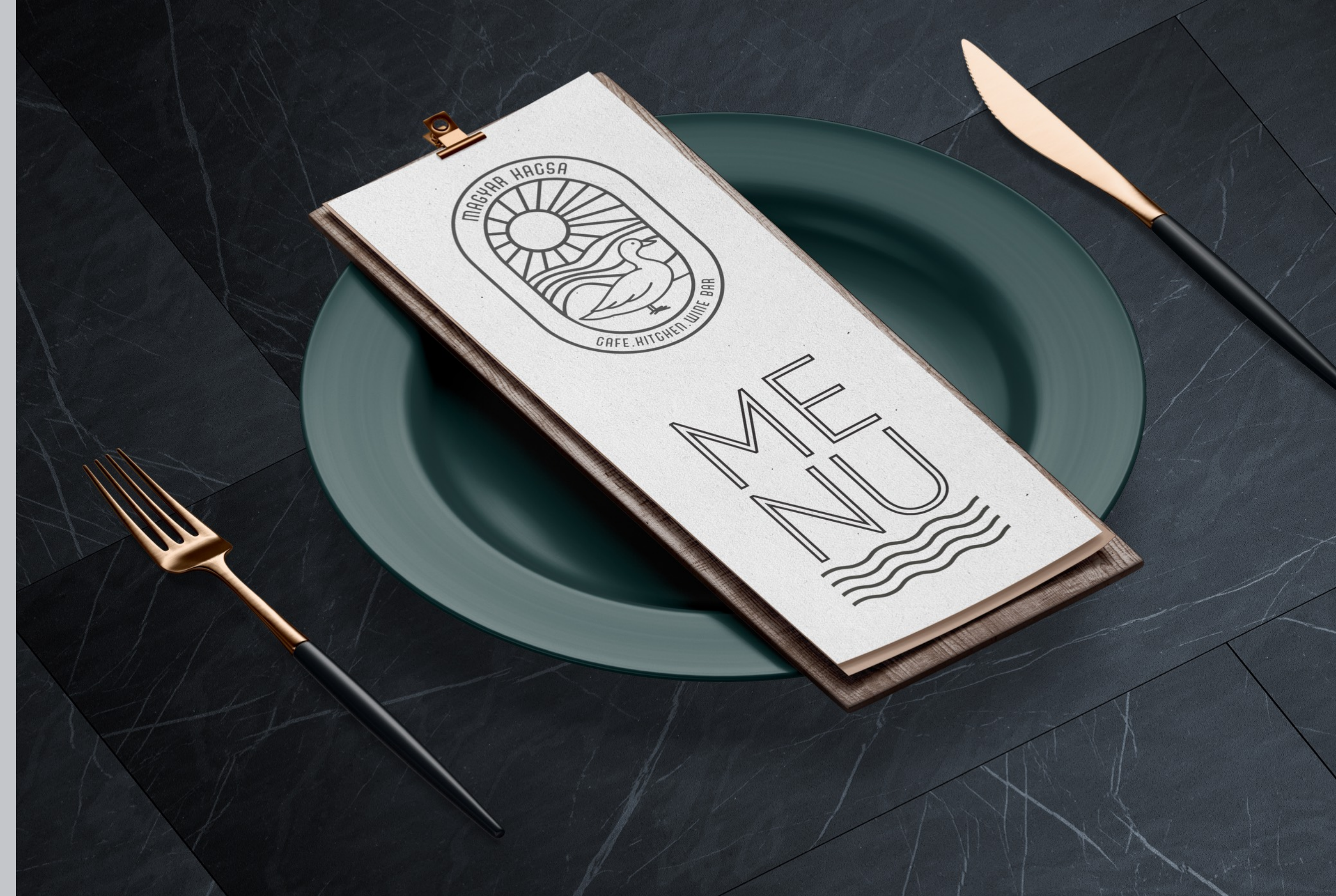
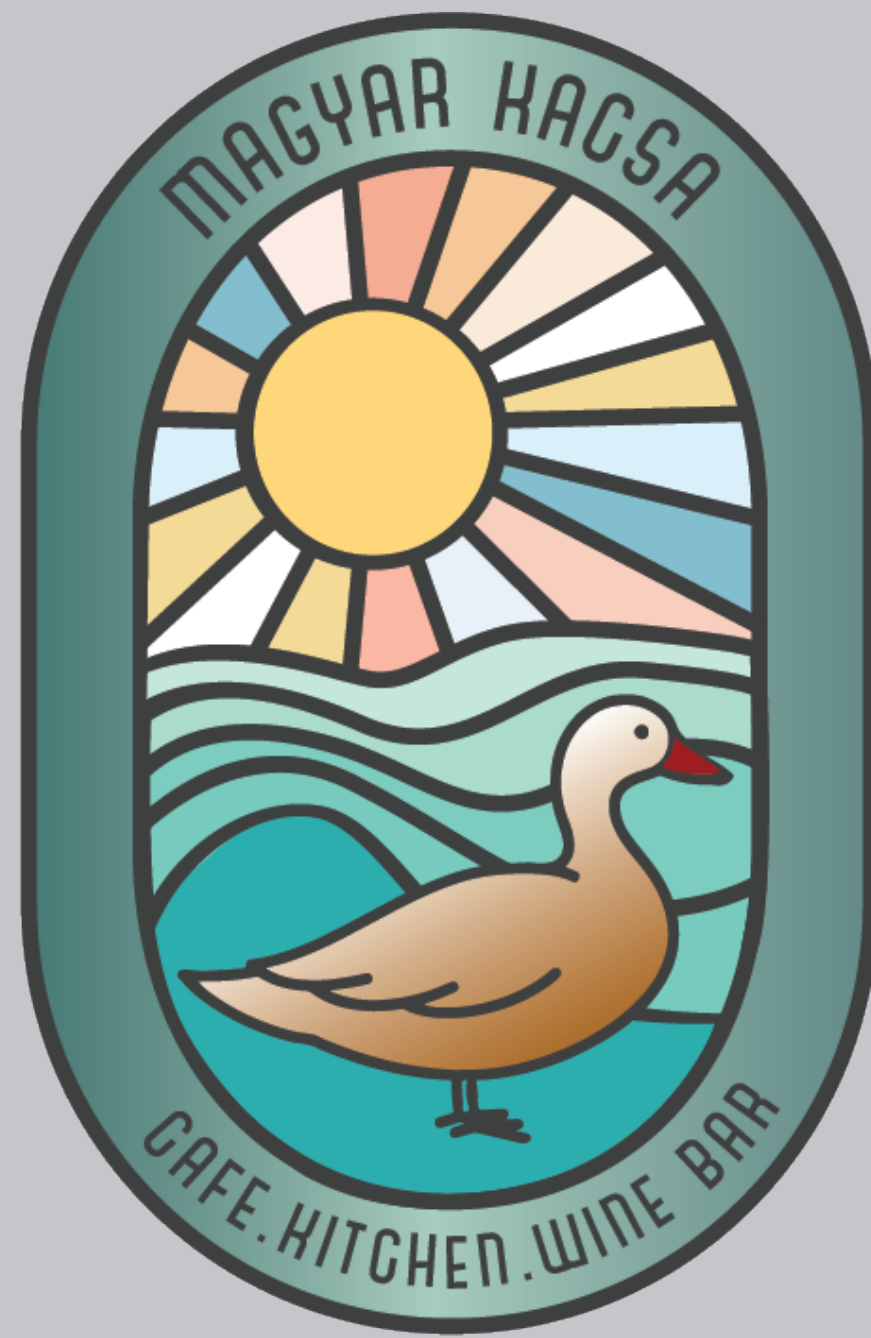
SOME MEAT

2017

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NAMING / LOGO / BRANDING / BRANDBOOK / MENU

The restaurant next to the residential complex "Dubrovka" was created specifically for those who live in cottages for millions of dollars, have good taste and high income. Hence the name... The summit is a representative assembly, a summit meeting. And Some Meat translates as "a little meat..." Meat restaurant. In addition to the name, the author of the presentation created a logo, a corporate pattern, branding of the key areas of the institution (reception area, wardrobe and stage), as well as developed the concept and design of the menu, a voluminous wine list.



MAGYAR KACSA

2021

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LOGO / BRANDING / BRANDBOOK / MENU

A cozy and modern restaurant has opened in the heart of Budapest, the cuisine of which is built around the Hungarian national delicacy — duck liver.

The positive "stained glass" logo of the institution is designed to emphasize the emotional character of Hungarians and remind about the European history of this country. And the restrained and concise menu deliberately contrasts with the bright presentation of the author's dishes, enhancing the emotional feeling of each position in it.



FARINA LAB

MILANO - MOSCOW

ПАСТА		FARINA LAB MILANO - MOSCOW	
АЛЬО ОЛЬО ПЕПЕРОНЧИНО	салатты, оливковое масло, чеснок, красный перец	АПЕРИТИВО	
ГОРГОНЗОЛА	паста диамента, сыр Боргонола, молоко, сливки	САЛАМИ И ВЕТЧИНА	800
ВЕДЖАТЕРИАНА	паста фузилли, цуккини, баклажан, томатный соус, оливковое масло, соль	НАРЕЗКА СЫРОВ	800
ПЕСТО	паста диамента, базилик, мажорановый сыр, сыр Пармезан, оливковое масло, соль	АПЕРИТИВО МИКС	1100
КАРБОНАРА	салатты, сыр Пармезан, грунчале (бекон), яйца, молотый черный перец	СУП	
СРЕДИЗЕМНОМОРСКАЯ	паста «ригончи», консервированный тунец, оливки, томатный соус, соль	КУРИНЫЙ БУЛЬОН	290
ПОМОДОРО СТРАЧАТЕЛЛА	диамента, томатный соус, сыр Страчателла, оливковое масло	курица, морковь, репчатый лук, соль, домашняя баранина, старинный мёд	
ТРЮФЕЛЬНАЯ	салатты, трюфельное масло, трюфельный соус		

ПИЦЦА		FARINA LAB MILANO - MOSCOW	
ФОКАЧЧА	розмарин, кукурузная соль, оливковое масло	ДЕСЕРТЫ	
МАРИНАРА	томатный соус, маорсы, оливковое масло	ПИЦЦА ДОЛЬЧЕ	430
МАРГАРИТА	томатный соус, моцарелла, оливковое масло, листья базилика	ТИРАМИСУ	350
САЛАМИ ПИККАНТЕ	томатный соус, моцарелла, острая салями, оливковое масло	НАПИТКИ	
ТУНЕЦ С ЛУКОМ	томатная паста, консервированный тунец, репчатый лук, оливковое масло, молотый перец	СОК	120
ПРОШУТТО ФУНГИ	томатный соус, моцарелла, прошутто, шампиньоны, оливковое масло	SAN PELLEGRINO	150
4 СЫРА	моцарелла, пармезан, свистарца, фонтана, молотый черный перец	AQUA	100
ГРУША ГОРГОНЗОЛА	сырная груша, сыр Боргонола, оливковое масло	ГАЗИРОВКА	120
СТРАЧАТЕЛЛА	томатный соус, сыр Страчателла, базилик		
ВЕДЖАТЕРИАНА	томатный соус, цуккини, баклажан, оливковое масло, молотый черный перец		
ПРОШУТТО ДИ ПАРМА	томатный соус, моцарелла, сыровяченая «Парма»		
МОРТАДЕЛЛА И ФИСТАШКИ	томатный соус, моцарелла, мортаделла, фисташковая паста, кешевые фисташки		
ТРЮФЕЛЬНАЯ	сыр Страчателла, трюфельный соус, трюфельное масло		

FARINA LAB

LOGO / CORNER BRANDING / BRANDBOOK / MENU / ART DIRECTION OF TWO FOOD SHOOTINGS

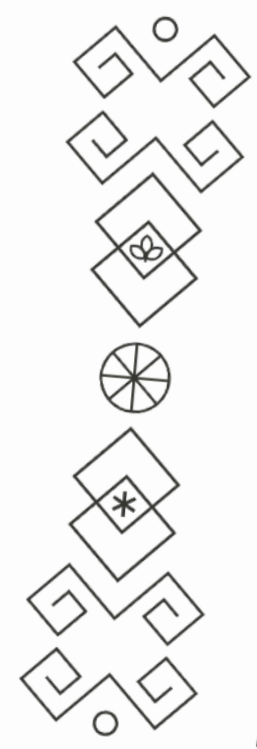
A truly Italian pasta made from Italian flour, created by the hands of the Italian Frederico. The branding is based on a laconic and slightly industrial Milanese style, which looks especially relevant today. This is not just another project of Italian home cooking, but a laboratory where they work, experiment and create the perfect Italian pasta or pizza.

2020

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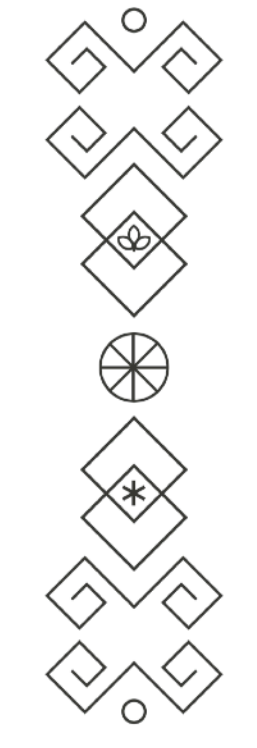
РЕЗЕРВ
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@russianseasons.ufa



ОСЬМИНОГ С СОУСОМ МАТЧА
Экзотика, которая постепенно стала частым гостем на столах русских дворян и купцов, путешествовавших по средиземноморским курортам Франции и Италии в конце позапрошлого века. А в начале XX века пролетарский писатель Максим Горький лакомился жареными осьминогами, обильно записав их французским шампанским, коротая свои дни на итальянском острове Капри в тяжких трудах над романом «Мать». Времена изменились, теперь осьминог доступен не только живым классикам и богеме, отдыхающей на Ривьере, но и простым смертным. Гурманы оценят вкус нашего нежного осьминога с соусом «матча», который приготовлен на основе зелёного японского чая матча, сливок и хрена.



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ДЫМНЫЙ ГУСЬ
Гусь. Его Величество Гусь! Особая птица, которую в Башкирии принято считать праздничной. Гуся здесь вялят, гуся запекают и подают целиком в дни великих торжеств и побед, с гусем делают знаменитый оливье. А вот во Франции, Германии и Англии гусятина на столе считается символом достатка и благополучия. Парижане традиционно готовят гуся на Рождество. Гусь подкопченный, затем запечённый и обжаренный, в окружении маринованного винограда и виноградного желе с эстрагоном, тимьяном и розмарином подается в ресторане «Русские Сезоны» с картофелем конфи и карамелизированными яблочными шариками и с утиным соусом на основе утиного бульона, сливок и сыра горгондзола.

РУССКИЕ СЕЗОНЫ

[RUSKIE SEZONY]

2019

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LOGO / RESTAURANT BRANDING / BRANDBOOK / MENU / COPYRIGHT MENU / CONCEPT AND SCRIPT OF COMMERCIALS ON THE RADIO

The main restaurant in Ufa is called "Russian Seasons". Today, it serves delicious dishes of Russian and Bashkir cuisine, but in the author's interpretation of one of the leading chefs of WRF. The place turned out to be fashionable and very gastronomic. At the same time, the logo managed to show both seasonality, and the Russian world, and purely Bashkir symbols of abundance and well-being.



БЮРО ОБОЕВ

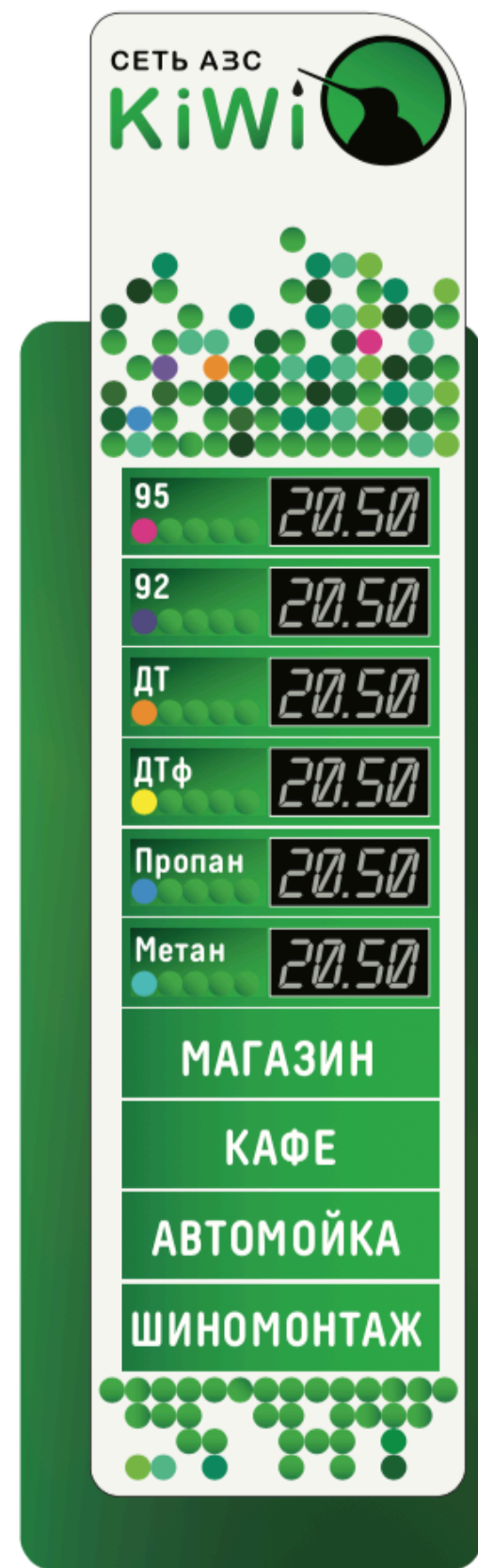
[BURO OBOEV]

2019

BE ∞ KRAYNIY

NAMING / BRANDING / BRANDBOOK

Salon of expensive exclusive wallpapers. Bureau. Small, very intimate and cozy. Beautiful elegant ladies offer you to sink into a deep leather armchair and look through the stunning beauty of catalogs in the form of folios in suede bindings, and besides coffee there are always cigars and expensive cognac.



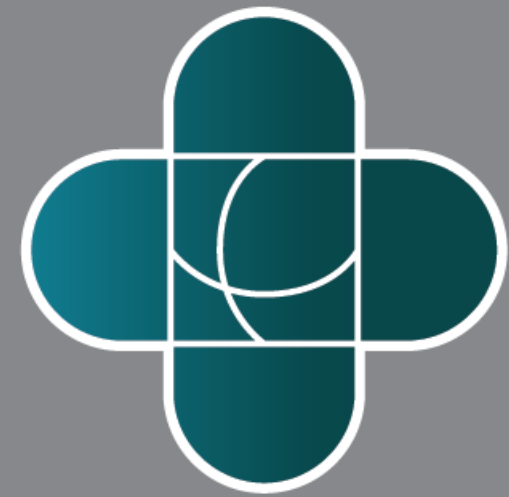
GAS STATION «KIWI»

2019

BE ∞ KRAYNIY

LOGO / BRANDBOOK / BRANDING AND DESIGN OF THE GAS STATION SPACE

Network of Bashkir gas stations. The name and concept of the character were suggested by the client and were a prerequisite. The task included the creation of a logo, the development of the most complete brand book, as well as the branding of stations, gas stations, the design of information columns and navigation elements.



КАПСУЛА
СЕМЕЙНАЯ СЕТЬ СЕМЕЙНЫХ АПТЕК

КАПСУЛА
[KAPSULA]

2017

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NAMING / LOGO / PHARMACY BRANDING / BRANDBOOK / PACKAGING OF DIETARY SUPPLEMENTS AND WATER

The CAPSULE family pharmacy chain was established in 2012, and in 2017 a rebranding was carried out: the logo and color code completely changed, and a year later the CAPSULE began selling dietary supplements and water under its brand. There are about 20 SKUs in total.

JK
beachwear



JK BEACHWEAR

2020

BE ∞ KRAYNIY

LOGO / BRANDING / BRANDBOOK

A light, romantic logo and corporate identity for a brand of stylish author's swimwear and beachwear. The pool of works included the creation of a product catalog, packaging design, tags and labels.



SHVARTS VENUE

2021

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LOGO / BRANDING / BRANDBOOK

The concept of the logo is based on the unity of different typefaces — the surname of the founder of SHVARTS, where the exquisite and handwritten typeface symbolizes the author's and unique, always individual approach to the implementation of any project, and the word VENUE, which designates the venue of an event or meeting. The second word — a strict, stylish and concise outline of which — tells that this is a modern company, and it is based on a modern approach to comfort and service.



TORTUE ETOILE

2019

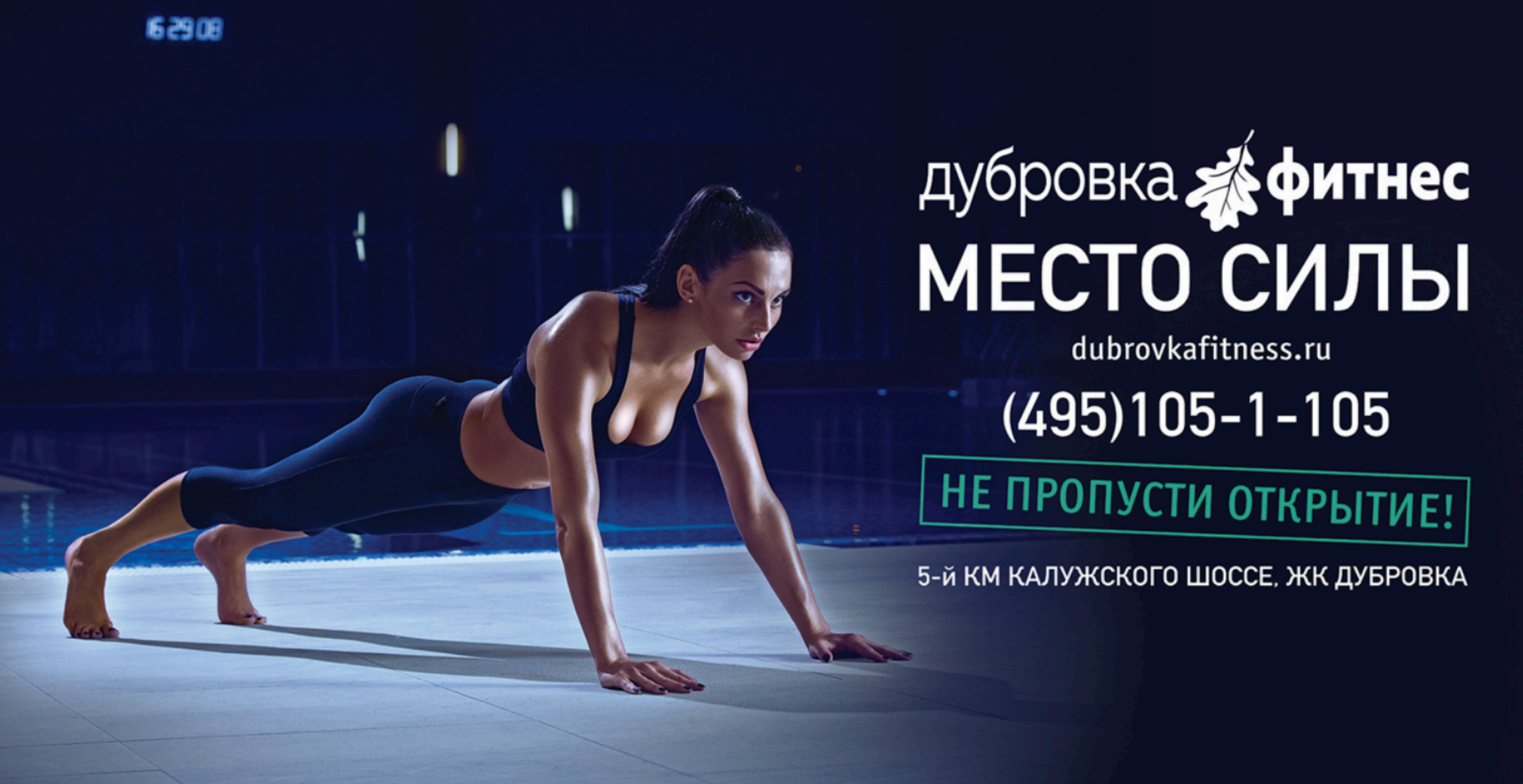
BE ∞ KRAYNIY



LOGO / BRANDING / COPYRIGHT / BRANDBOOK / WEBSITE DESIGN / PACKAGING

Full development and packaging of the international brand of premium women's clothing for leisure and travel Tortue Etolie. Translated from French — "Star Turtle". It was the turtle as a symbol of the marine environment, relaxation and tranquility that inspired us to create a brand logo that combines southern carelessness and elegant femininity. Impeccable materials and verified images of cruise collections required thoughtful and stylish solutions.

62908



дубровка  фитнес

МЕСТО СИЛЫ

dubrovkafitness.ru

(495)105-1-105

НЕ ПРОПУСТИ ОТКРЫТИЕ!

5-й КМ КАЛУЖСКОГО ШОССЕ, ЖК ДУБРОВКА

дубровка  фитнес
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МЕСТО СИЛЫ

[MESTO SILY]

2018

BE ∞ KRAYNIY

NAMING / CLUB BRANDING / ADVERTISING CONCEPT / ART DIRECTION AND OHH DESIGN / STAFF UNIFORM

The name, strategy and advertising campaign of the luxury fitness club located in the residential complex "Dubrovka". Immediately after the opening, the MESTO SILY (PLACE OF POWER) became a real and main leisure center for residents of the cottages of the elite village on the Kaluga highway.

ROASTNMILL



LOGO / BRANDING / BRANDBOOK / PACKAGING DESIGN

Coffee enthusiasts are roasters whose cheerfulness and energy allowed them to travel the whole world in search of the best beans. In ancient Rome, the fox personified the deity of fire and flame. And in Scandinavia, the fox always accompanied the mischievous and very intelligent god Loki. Our Fox is the personification of what is called mastery. Mastery of working with fire, mastery of working with coffee. Its colorful positive coloring reminds you that RNM offers coffee from all over the world, and a bright red nose symbolizes a red coffee berry.

ROASTNMILL

2018

BE ∞ KRAYNIY





By ROASTNMILL



FOX DAILY

2019

BE ∞ KRAYNIY

BRANDING / MINI BRANDBOOK / PACKAGING DESIGN

Having started as a ROASTNMILL coffee company, the logical continuation was the creation of a small network of student coffee corners, which were called COFFEETERIUM FOX DAILY. Fragrant selected coffee for every taste and budget, a good selection of TAKE AWAY dishes, including fresh sandwiches prepared according to a special recipe with an emphasis on healthy lifestyle, as well as a pleasant and affordable merch — all this is FOX DAILY.

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BE ∞ KRAYNIY

BRANDBOOKS, MENUS, DESIGN OBJECTS, CORPORATE IDENTITY ELEMENTS AND OTHER INFORMATION ABOUT THE PROJECTS INDICATED IN THE PRESENTATION CAN BE PROVIDED UPON REQUEST

[I@beskrayniy.ru](mailto:info@beskrayniy.ru)

THANKS FOR THE ATTENTION!
I WILL BE GLAD TO COOPERATE

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An illustration of a hand in a suit sleeve holding a small bottle with a stylized 'B' logo. Several small stars are falling from the bottle's opening.