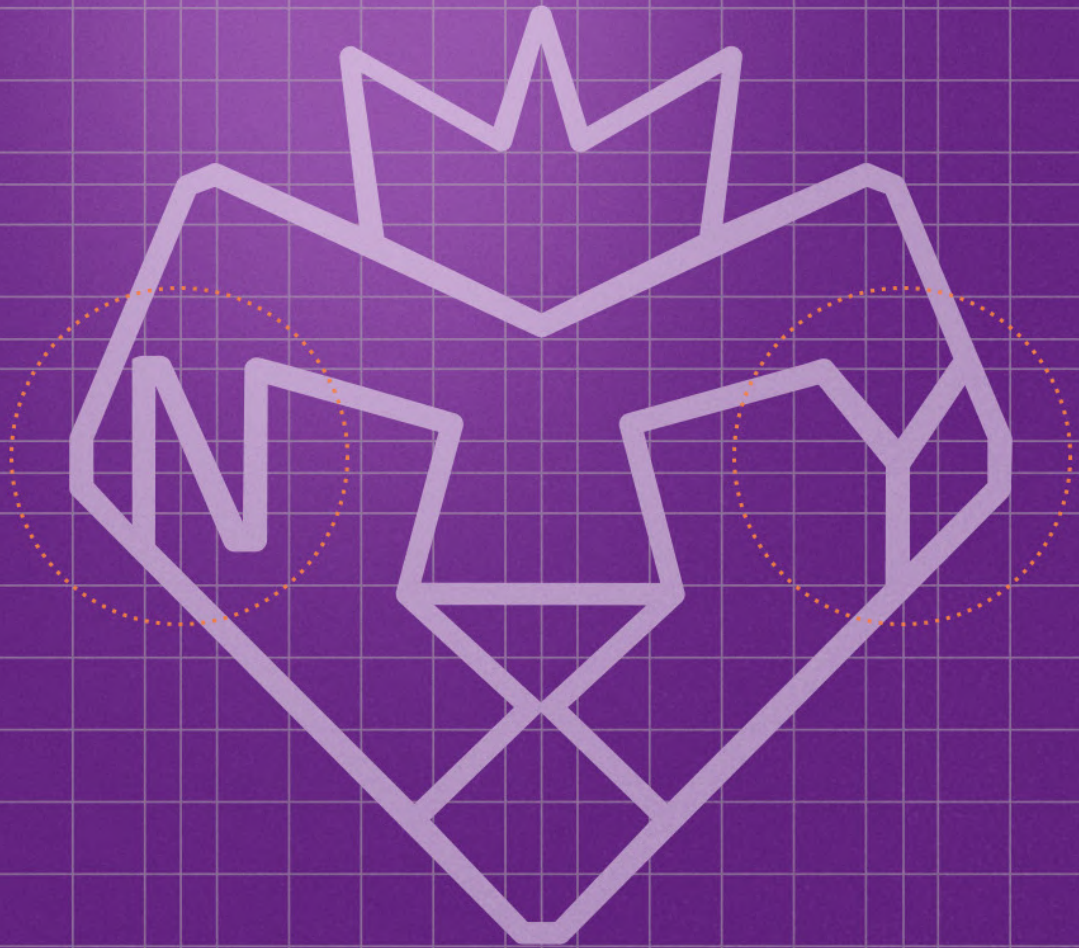




Nataly
Yeromenko

PRESENTATION

www.nataly.es



HELLO!

My name is Nataly, and I have around 18 years of experience in the advertising field as a **Creative Director, Graphic & Web Designer**, and content creator. I have a strong sense of urgency and a genuine love and passion for creative design. Communication is my niche, and I believe that being a good listener and expressing oneself clearly are essential skills.

My ability to lead projects from **initial concept to final delivery** ensures that my clients receive the best possible results. I always act in the best interests of my clients' businesses and strive to take on a leading role in managing projects to achieve larger marketing objectives.

GRAPHIC DESING SERVICES



Branding and logo making (corporate design, brand books, and guidelines)



Print design (posters, flyers, and other prints)



Outdoor advertising (billboards, city-lights, shop windows)



Magazine and brochure design (covers, page layouts, catalogs, presentations)



Packaging design (labels, boxes)



Photo retouch



WEB & SMM SERVICES



Wireframe and mockup (creating effective ideas for your on-line presence)



UI/UX (Corporate site, on-line shop, landing page, app)



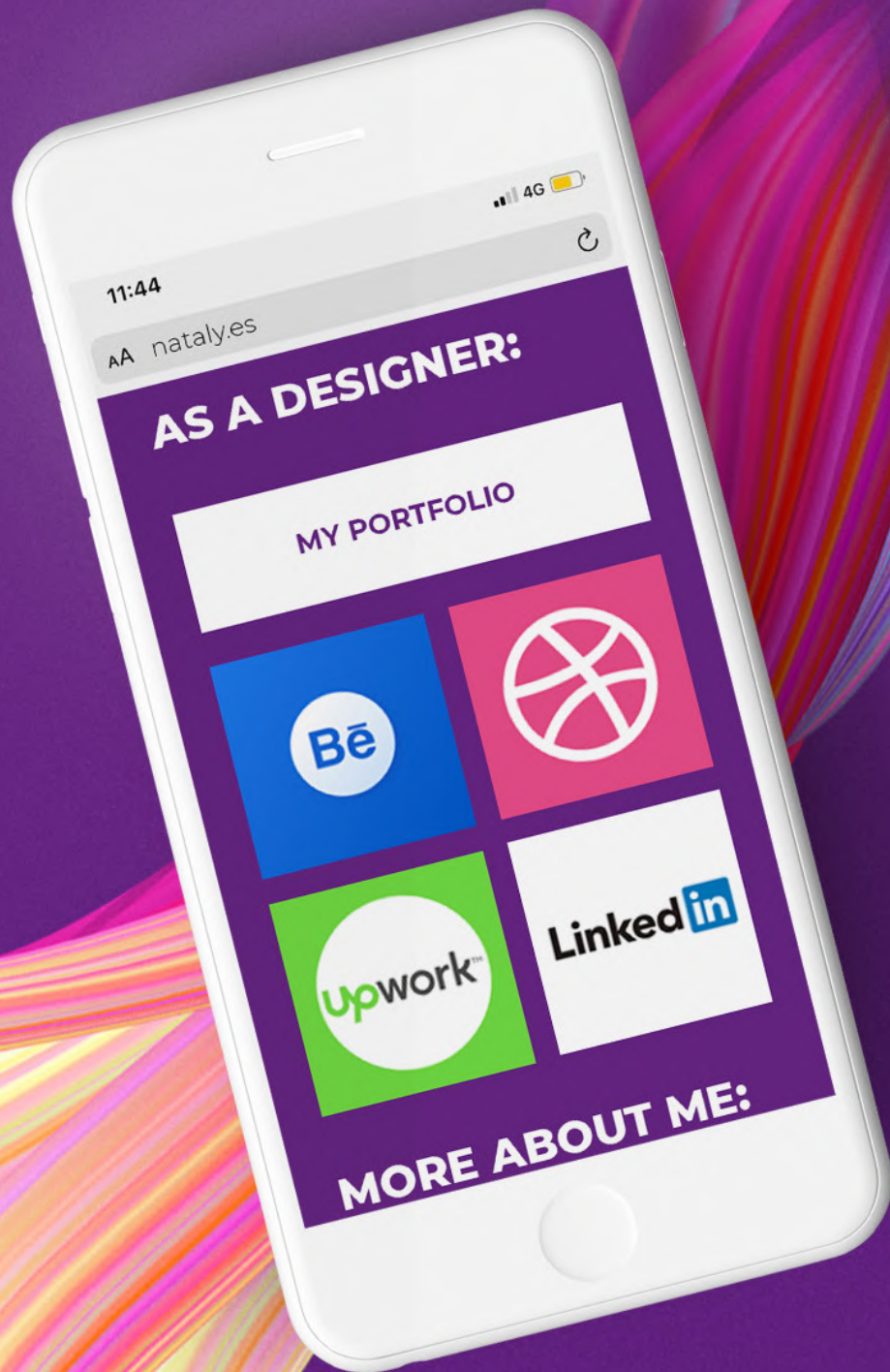
Quality assurance (QA - Requirement testing, Design evaluation, Functionality testing)



Social media design (Style and guidelines, templates, Instagram feed, recommendations, content plan, content creation)



Banners and animated reels



PORTFOLIO





INNA KOROTENKO

acumen
INTERNATIONAL





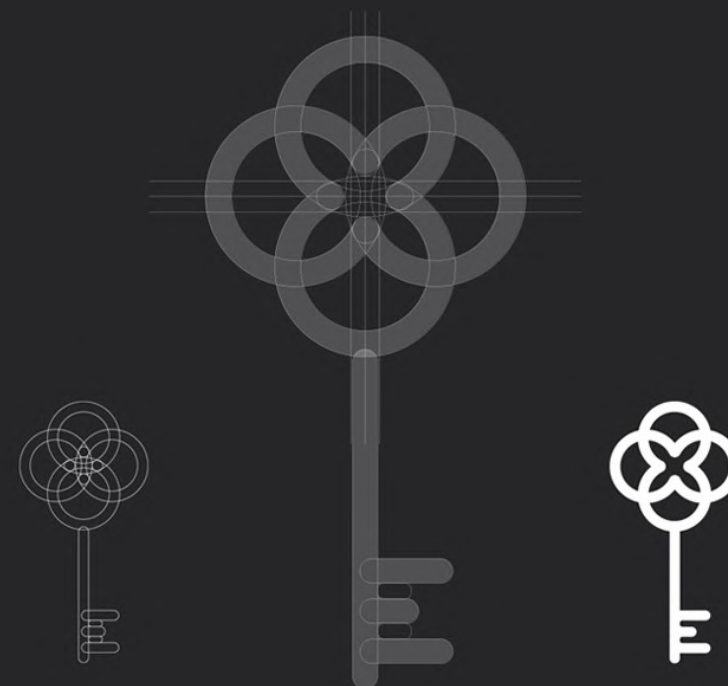
The logo was inspired by the famous flower symbol of Barcelona, known as the Panot, which is a tile with a flower inside. While the BQuality logo is not an exact copy of the Panot, it's similar in its construction and design, with a unique twist that makes it stand out.

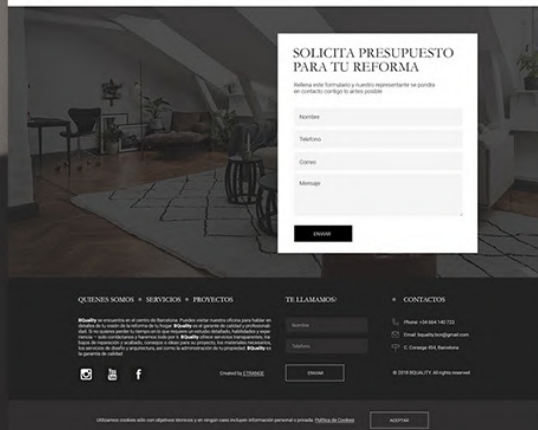
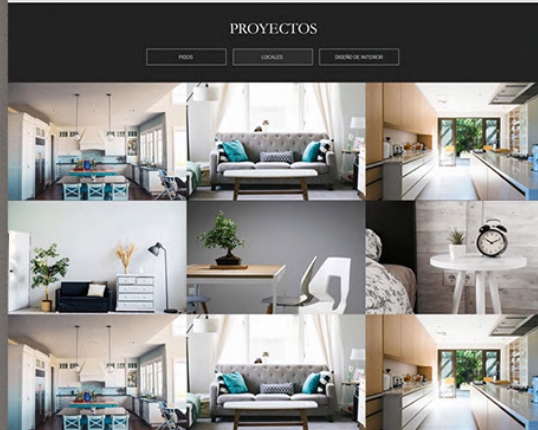


Creating a branding or logo that **truly represents the client's values** and stands out in their industry is my goal.



BQuality is a company based in the heart of Barcelona specializing in comprehensive reforms of flats and commercial properties. The logo features a combination of the flower and the key, with the key symbolizing the company's focus on property.

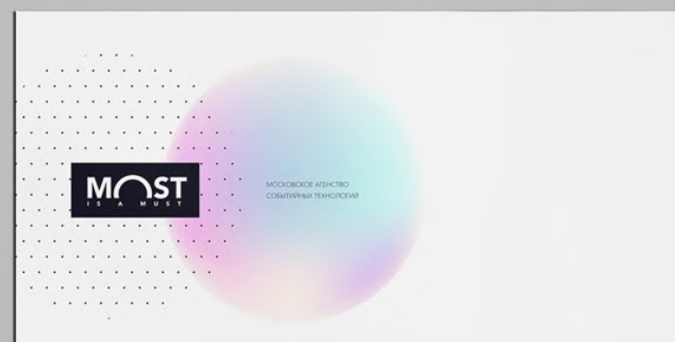




bqualitybcn.com



Nataly
Yeromenko



acumen
INTERNATIONAL



Your Global Employment Partner



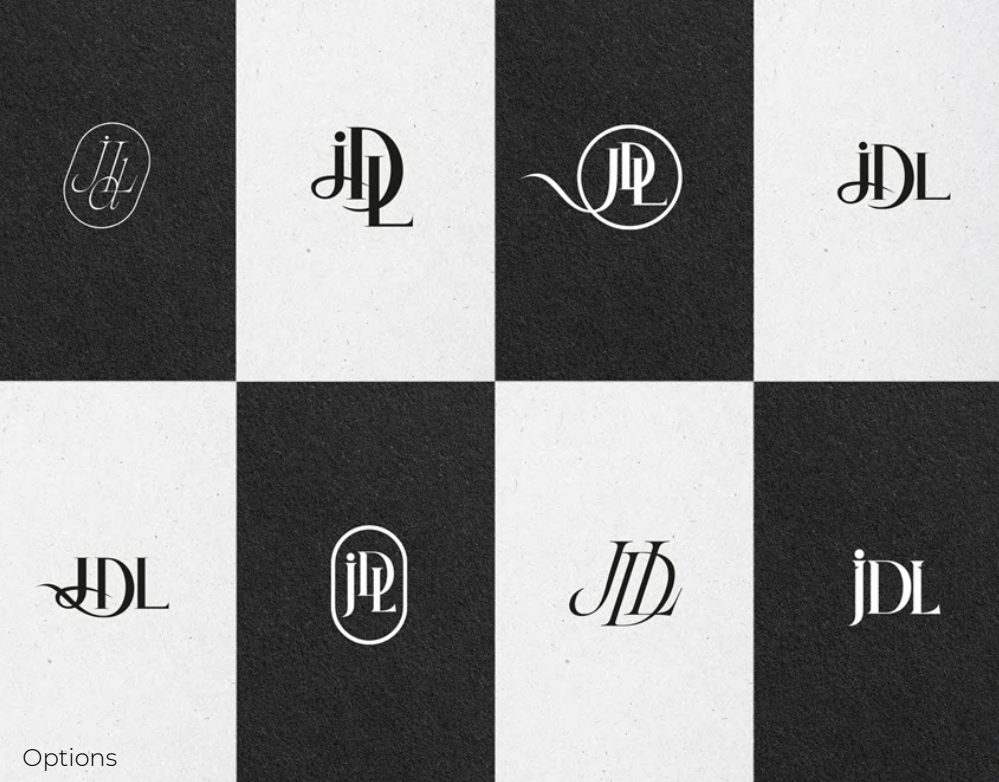
Your Global Employment Partner

acumen
INTERNATIONAL

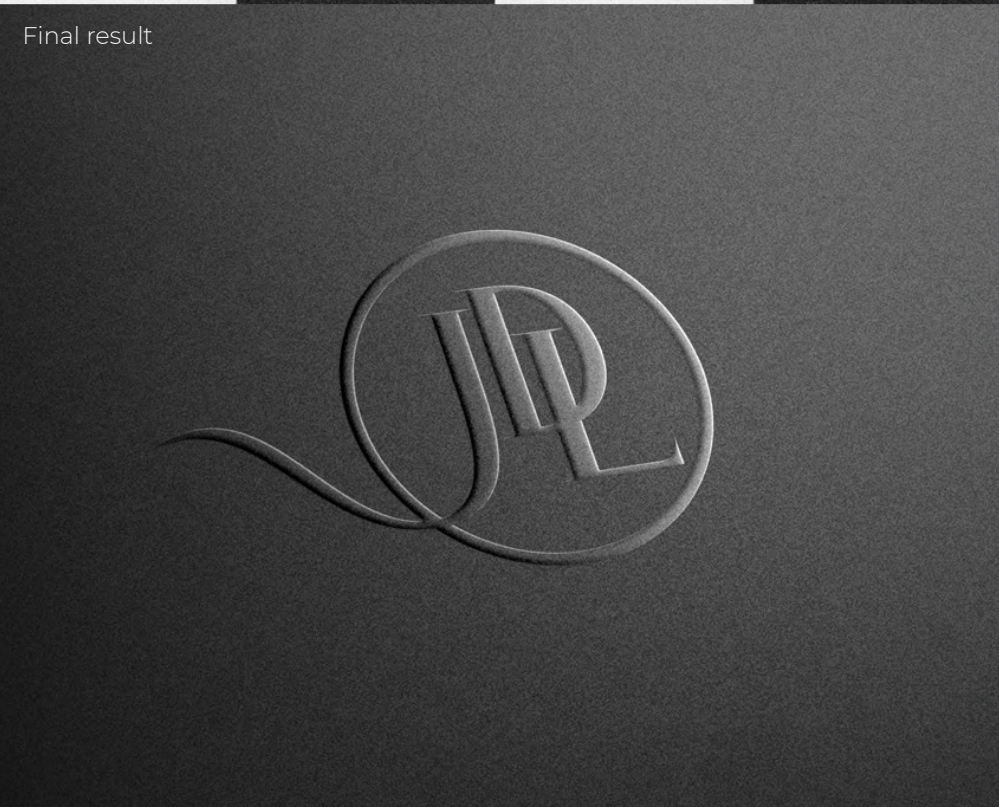


Your Global Employment Partner





Options



Final result

When it comes to creating branding or a logo for a client, I believe in offering a **variety of ideas to choose** from. As a graphic designer, I understand the importance of providing clients with options that can meet their unique vision and needs.







As a designer it's truly a pleasure to work on **branding projects that involve creating a new logo, brand book, website**, and bringing it all to life.

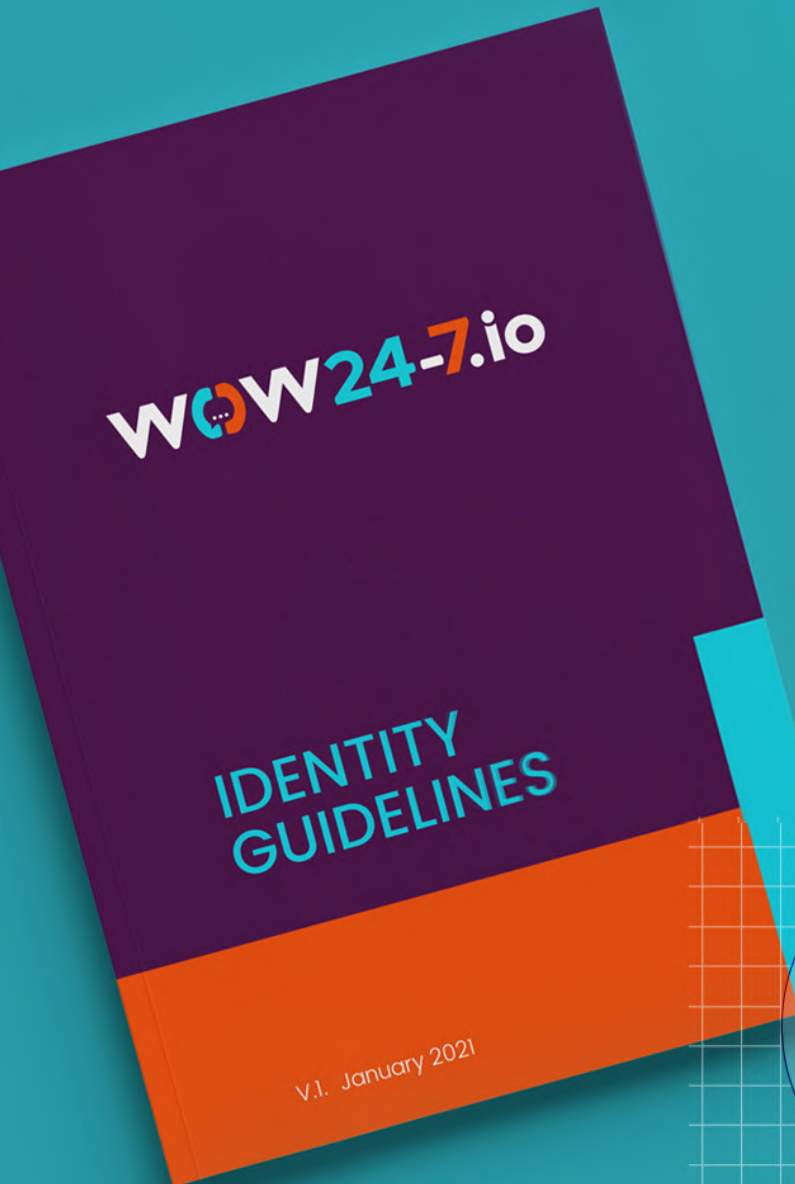
WOW24-7 is a fast-growing provider of frontline, back-line, a back-office customer support services for businesses worldwide. I redesigned their logo, created a brandbook and also created a fresh new design of their website, including social media templates. The client was thrilled with the final results!

before

WOW24-7.io

now

WOW24-7.io



should not be redrawn, repositioned, or modified in any manner.

WOW24

The **WOW24-7** Logo is combined logo created with two elements, logo type and logo symbol. This combination of the symbol itself and our company name has a fixed relationship that should never be changed in any way.

Please use only the provided files of the logo (.eps, .ai) named **WOW24-7-logo** and don't try to build a new one.

You can find electronic files of the logo in the corporate folder and if you have any question please consult with a Marketing & Communications department.

Be wary when using the logo not to alter, tweak, multistate, or take any personal creative freedom that breaks the specific rules set up in this guideline.

The following are merely a few examples of practices that would violate the WOW24-7 Logo

No other combination or proportion with symbol and Type, no other style of Type

- No color effects (gradients, strokes etc.)
- No other color combination

We ask that designers and users respect the thought and craftsmanship that has gone into the WOW24-7 Logo by keeping it in it's pure form and within the rules specified in this guide book.

Careful use of typography reinforces our personality and ensure clarity and harmony in all **WOW24-7.io** communications. We have selected few fonts which helps to create the clear imagine about the company, support corporate style.

Available
(Light, Regular
and Bold)
introduction

Large headline
and Bold to p

Popping:

Aa Bb Cc Dd Ee Ff
Nn Oo Pp Qq Rr Ss
1 2 3 4 5 6 7 8 9 0

Poppins Semibol
Aa Bb Cc Dd Ee Ff Gg Hh
Nn Oo Pp Qq Rr Ss Tt Uu
1 2 3 4 5 6 7 8 9



Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Communications, such as corporate publications, web-site and other graphic materials should use this corporate typeface

3 TYPOGRAPHY

The I color, as well white/reverse logo is intended for use on colored background or on aloha wear. There may also be instances where the logo may need to be used on a photograph.

The monochrome version of the logo may be used on newspapers or black/white printing.

Be sure that the logo is used in a way that does not diminish its impact or meaning.

Be sure that the logo is placed in an area that provides sufficient contrast so that the appearance of the logo is not diminished in any way.

The photographic style of **WOW24-7** mirrors clean colors, minimalistic look, high quality, modern and businesslike, service-like.

It would be appropriate to use images of the real **WOW24-7** team. They should follow the rule – being clean, very light and with some corporate colours accents (like orange chancellery or furniture elements)

There are just 4 color combinations with a background color and logotype. Special situations may arise where the logo is used in a more commercial context and a background other than a solid colour is permitted.

The core brand of the **WOW24-7.io** is, as stated, people focused.

Colour is a key factor in ensuring rapid recognition of the logo. Like other elements of the design system, colour must be used consistently if it is to serve this purpose.

The extended colour palette acts in support of the core palette. Colours will be used either alone or in conjunction with some or all of the core brand colourways.

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact

No text, graphic, photographic, illustrative or typographic element must appear upon this space

It's important to keep Logotype clear of any other graphic elements, to regulate this an exclusion zone has been established around the corporate mark. This minimum amount of "breathing space" = height of the last letter in the signature in the Logotype -o-.

Size minimums are noted to ensure that **WOW24-7** Logo is legible and prominent in various media.

if the item you are putting the logo onto is smaller than on the picture — such as on a pen or lapel pin — it is acceptable to reduce the size and clear space. It can't be smaller than 5 mm of the height

WOW24-7.io 5 mm

Please in any case contact Marketing & Communications if project-specific guidance is needed.

Primary colors

C 72
M 0
Y 25
K 0

xc6

Additional

LI Mm
Ex Yv 2

27.4.

4 IMAGES

Secondary colors

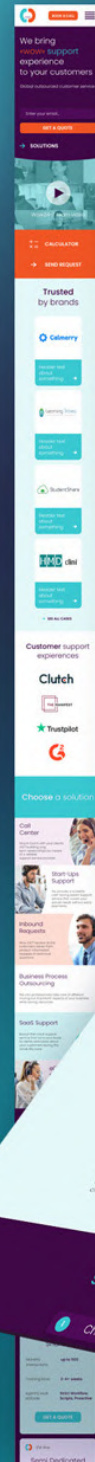
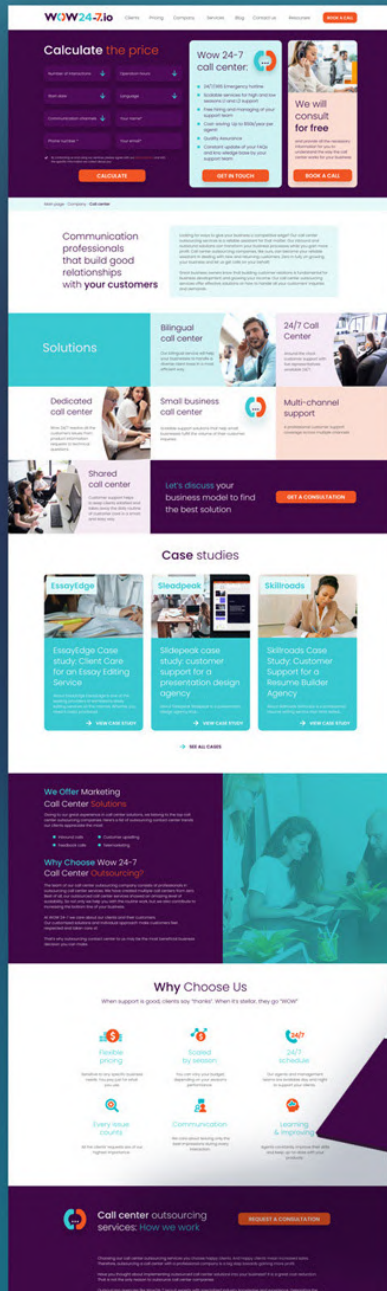
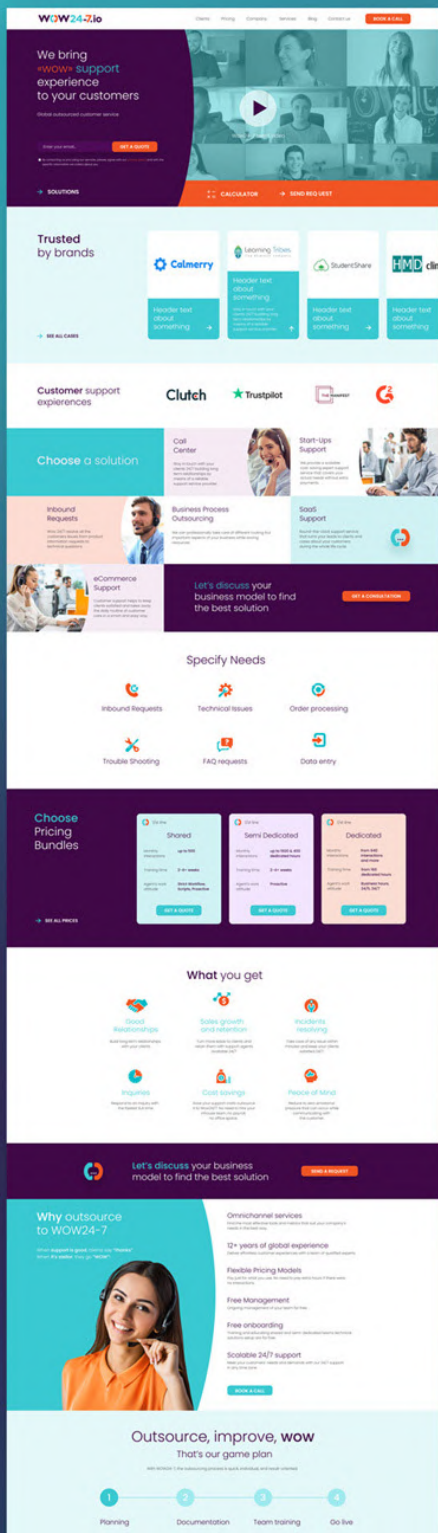
C3
M7
Y0
K0

C17
M0
Y5
K0

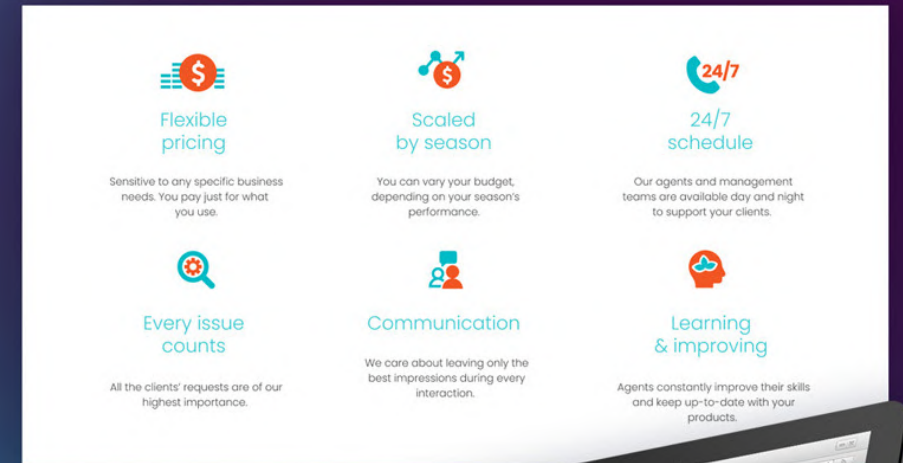
#d01214

#fcd9d3

#fcd9d3



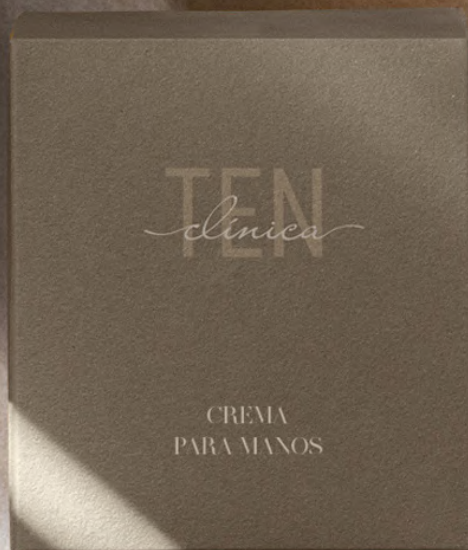
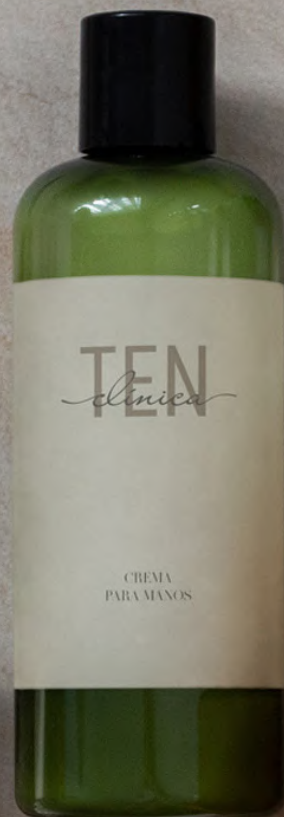
Responsive web design, ensuring adaptability across all devices and screen sizes



TEN *clinica*

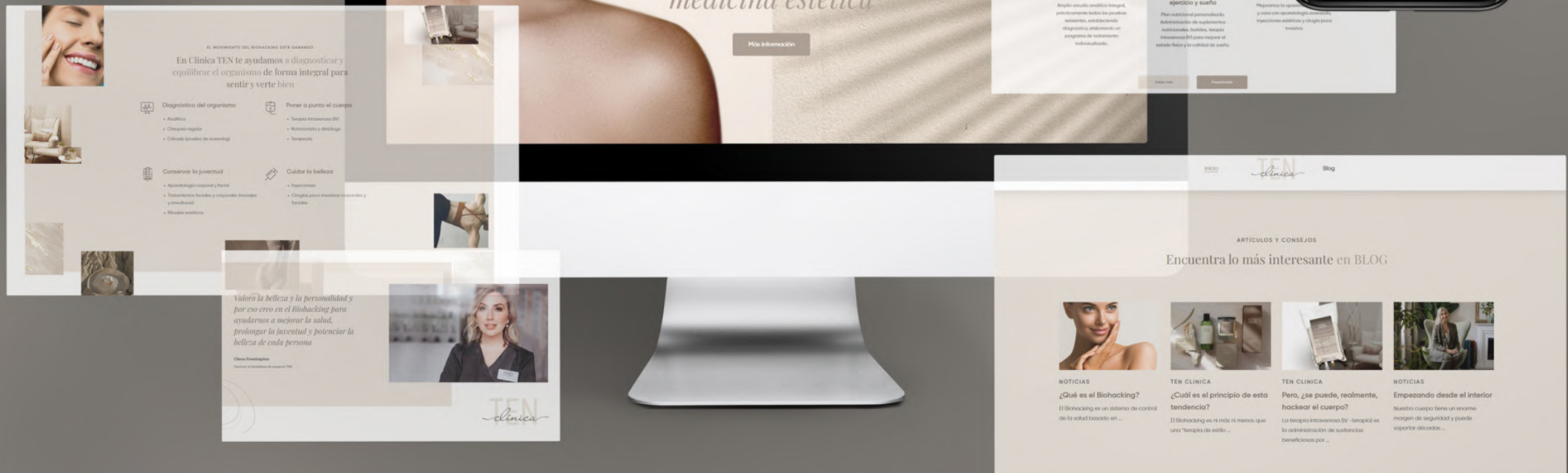
One of my recent projects was creating the brand identity for Ten Clinica from scratch. As a creative director, I conceptualized the entire project and provided strategic direction. I designed the logo, developed style guidelines, and created a new website, as well as optimized social media pages.





I developed a sleek and minimalistic landing page for Ten Clinica, which successfully balances style and substance. By utilizing adaptive design principles, the page looks great on any device, providing a seamless user experience. It conveys a wealth of information, providing visitors with all the key information they need in an easily digestible format.

clinica.tenbcn.com





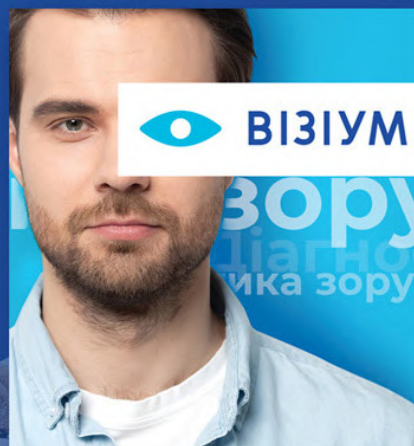
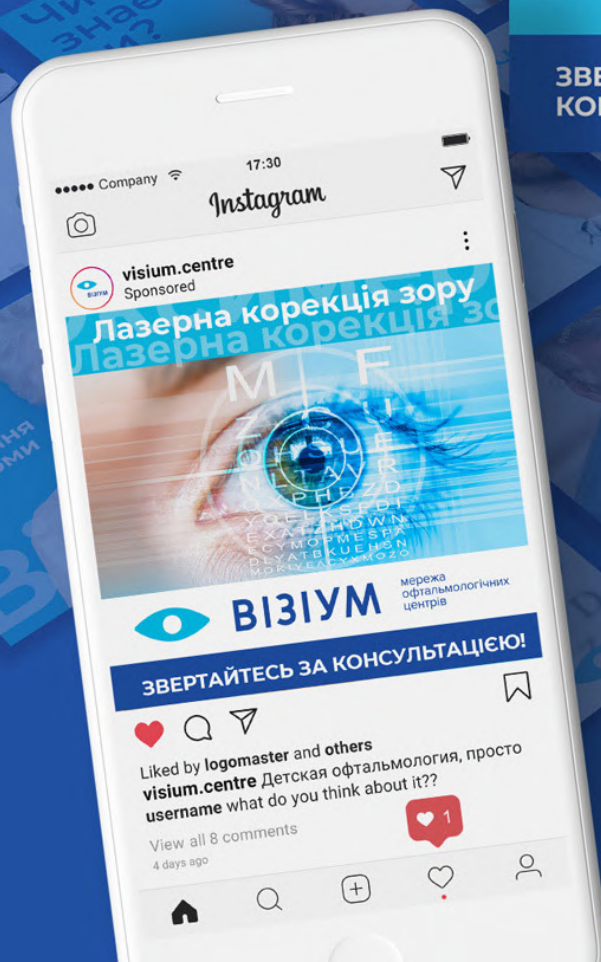
As the designer behind TEN clinic's brand style, maintaining consistency across all platforms was crucial. A cohesive Instagram feed reflects the brand's identity and helps keep the visual style intact. By ensuring that all social media content aligns with the brand's aesthetic, I strengthened their online presence and boosted engagement.

Designing a website isn't just about creating a beautiful picture. It's also about optimizing usability and maximizing conversion rates. As a UX/UI designer, I prioritize building a solid structure by creating a wireframe and testing different working ideas,

then move on to a color mockup before producing the final result. This process ensures that the website not only looks visually appealing but also functions seamlessly for the end-users.



Instagram has become a powerful tool for building brand awareness and connecting with customers. By utilizing a cohesive visual style, tone of voice, and messaging across all platforms, businesses can enhance their brand image and engage with their audience effectively.



ВІЗІУМ

Якісна діагностика Вашого зору!

ЗВЕРТАЙТЕСЬ ЗА КОНСУЛЬТАЦІЄЮ!



ВІЗІУМ

Підбір контактних лінз та окулярів

ЗВЕРТАЙТЕСЬ ЗА КОНСУЛЬТАЦІЄЮ!



ВІЗІУМ мережа офтальмологічних центрів

Чи знаєте ви?

Приймний бонус

Відгуки

Дякую

Якісна діагностика поруч з вами

Підбір контактних лінз та окулярів

Вплив COVID-19 на зір

Найбільша мережа сучасних офтальмологічних центрів

катаракти

Лікування катаракти

ЗВЕРТАЙТЕСЬ ЗА КОНСУЛЬТАЦІЄЮ!



Identity GUIDELINES

V1 November 2021

Table of contents

01	Introduction	1
02	Colour	22
03	Typography	27

Introduction

These guidelines describe the visual and verbal elements that represent **Qokoon** corporate identity. This includes our name, logo and other elements such as colour, type and graphics.

These guidelines are for **Qokoon** to build consistency and style. All elements described in these guidelines are **valuable company assets**.

Logotype Introduction

01

Each of us is responsible for protecting the company's identity. This includes the logotype, which is the visual representation of the company name.

qokoon

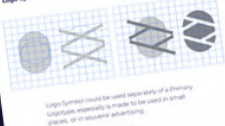
Our logo is a key building block of our identity. The primary visual element that identifies us.

The primary logotype is composed of the logo and the company name. This combination of the symbol and text is the **Qokoon brand identity**. It is a visual representation of the company that **should never be changed in any way**.

qokoon

The use of any stylized font, script, or other variation of the logo is not permitted. The logotype is the primary visual element that identifies us. The logo should not be modified, misappropriated, or misused in any manner.

Logo Symbol



Logo symbol must be used separately of a primary logotype. It is a valuable company asset that should be used consistently in all branding and marketing materials.

Logo Construction



Always use only the provided electronic files of the logo (EPS, PDF, AI) as provided in the guidelines. If you have any question please consult with a marketing & communications department.

Protective space



It's important to keep Logotype clear of any other graphic elements, to regulate this an exclusion zone has been established around the Logotype mark. This minimum amount of "breathing space" you can see on the picture.

qokoon

Whenever you use the Logotype, it should be surrounded with clear space to ensure its visibility and impact. No text, graphic, photographic, illustration or typographic element must encroach upon this space.

Minimal size



Size minimums are noted to ensure that **Qokoon Logo** is legible and prominent in various media. Make sure that the item you are putting the logo on is not smaller than the picture - such as a postcard or paper pin - it is acceptable to use primary logo on smaller items if some of the height, and the logo symbol smaller than 5mm.

Incorrect Logo application



1. No other combinations or proportions or style change with a symbol and type.
2. No proportional changes (symbol is horizontal).
3. No angle angles (only on a 0-degree angle).

Incorrect Logo application



4. No effects (gradients, shadows, other color combinations).

Colour system and colour use

02

Colour system and colour use. The primary colours are defined by the following hex codes: #1E1E50, #B8DSFF, #C3C8FF, #5050EB, #0F2373, #5050EB.

Primary Colours



The colours we use here has been created as a primary colours which comprise the one colour scheme. Consistent use of brand colours will contribute to the cohesive and harmonious look of the **Qokoon brand identity** across all relevant media. Use this palette as dominant for all internal and external visual presentations of the company.

Brand guidelines Qokoon 2021

17

Color usage



There are just 6 main color combinations. Special situations may arise where the logo is used in a more commercial context and a background color than a solid color is preferred. Any such deviation from the corporate colours must, however, be justified, and can be decided upon case by case by the Qokoon marketing department.

Color usage



The 1 colour, as well as the 6 main colors is intended for use on colored backgrounds or on white. These may also be integrated into the logo only when used in a photograph. Be sure that the logo is visible on the area that provides sufficient contrast so that the recognizability of the logo is not diminished in any way.

Incorrect application



At times, the use of the logo in non-commercial and non-marketing contexts may be required, such as for internal communications, internal use only, or for internal use only. In such cases, the logo should be used in a way that does not diminish its recognizability or impact.

Incorrect Colour application



Colour is a key factor in ensuring rapid recognition of the logo. Use other elements of the design system colour must be used consistently if it is to serve this purpose. Please don't create new colour combinations.

Typography fonts use

03

Font use of typography is an essential part of the brand identity. It should be used consistently across all internal and external visual presentations of the company.

Primary Font

Montserrat

Light
Medium
Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Inter
light medium bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

Use this font in all design materials. This font comes with different weights we use: **Light**, **Medium**, **Bold**. Use **Bold** to make an element or a key message in name of the brand **Qokoon**.

Got questions?

You can find electronic files of the logo in the brand folder. If you have any questions please consult with the marketing department for more information or guidance. Thank you!



qokoon

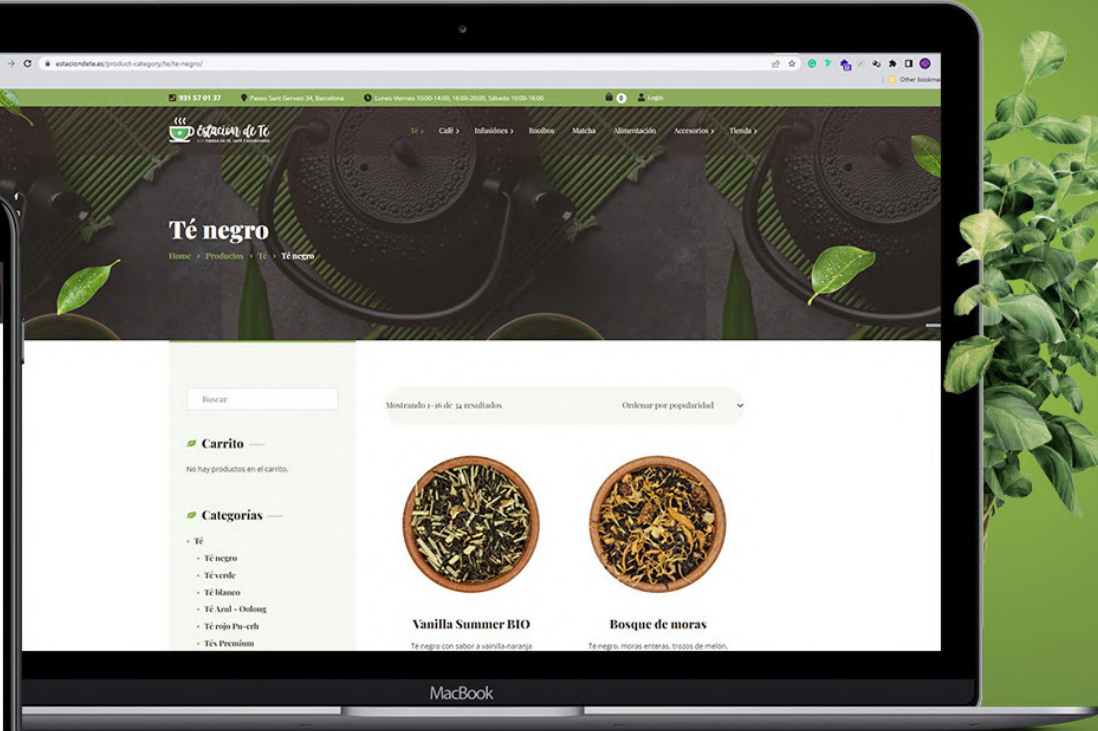
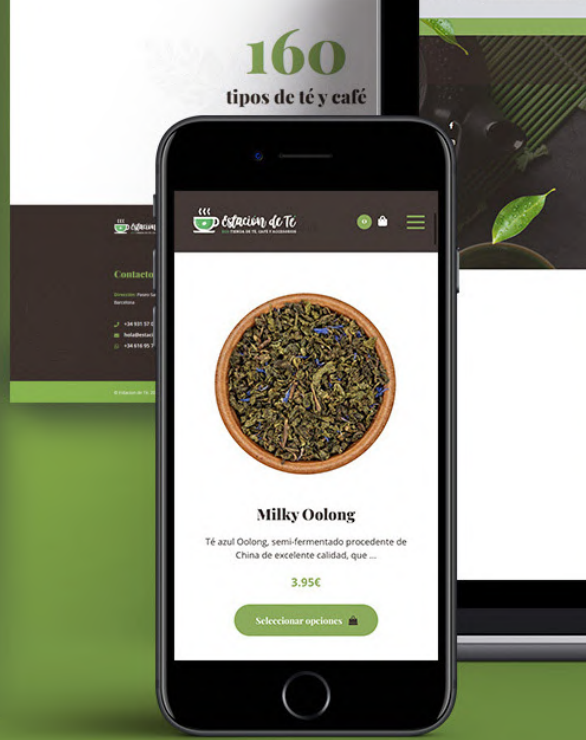
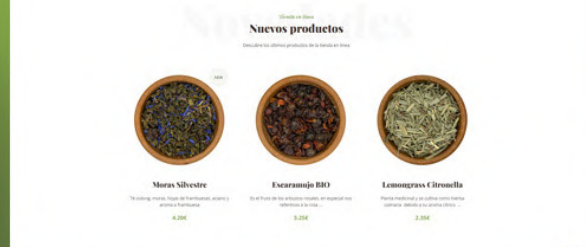
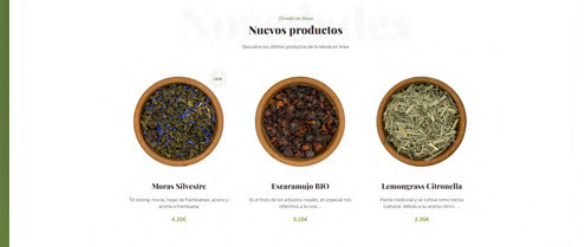


qokoon.ai





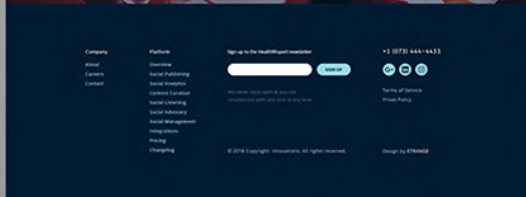
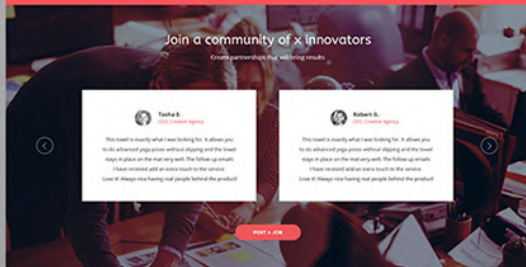
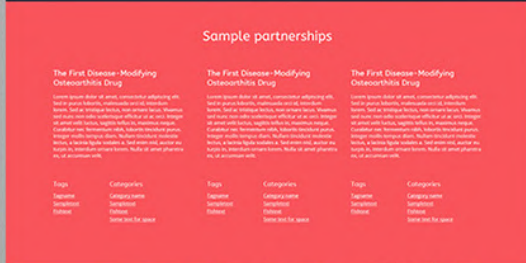
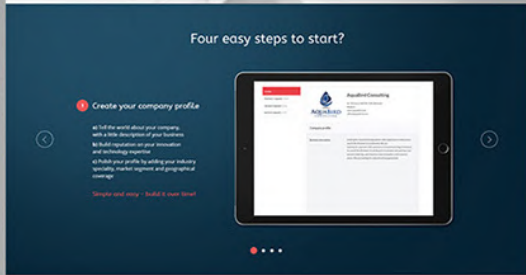
Following the brand color palette is fundamental in communication with client-brand.

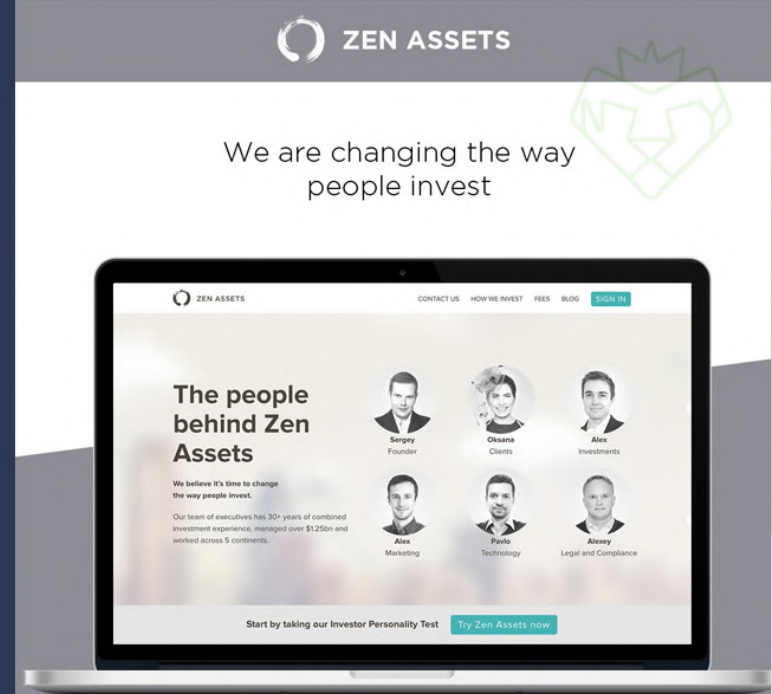
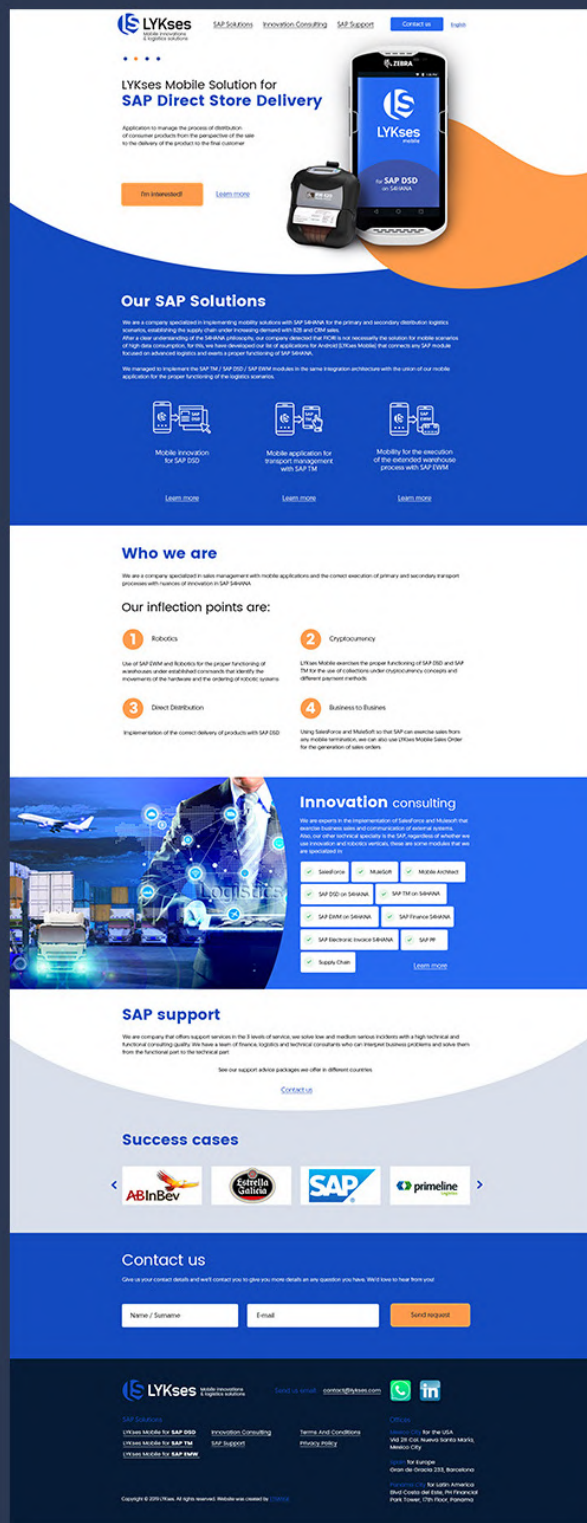


Ensuring the quality of a website is crucial after its implementation.

That's why I always **conduct a thorough quality assurance** check on every project I work on. This ensures that the final result is not only visually appealing but also fully functional, providing a seamless user experience.

estaciondete.es





Each project, whether it's a website or a brochure, serves its own purpose. Design is a tool for effectively conveying information. Style is the language through which a brand communicates with its consumers.







ARSI



spice

** garlic * pepper * star *
* turmeric * onion * parsley *
* ginger * anise * basil **





RESUME

My portfolio showcases only a glimpse of the projects I've worked on. One of my strengths is my ability to adapt to **different project requirements**, which has allowed me to work with clients from various industries, including Fashion, Technology, Consulting, Healthcare, HoReCa, Media, Travel, Real Estate and Entertainment. I am also comfortable working on different mediums, from print to digital, and have a deep understanding of the design principles necessary to create compelling visual content.

However, my portfolio demonstrates my versatility, creativity, and ability to deliver results that meet any my clients' needs.

THANK YOU

for taking the time to review my portfolio

MY CONTACTS



hola@nataly.es



+34 658 32 68 78



nataly.es



[/in/nataly-yeromenko/](https://www.linkedin.com/in/nataly-yeromenko/)



I am always eager to take on new challenges and expand my skillset, and I believe that my experience as a Graphic and Web designer and Creative director **makes me an asset to any project.**

If you have any questions or would like to discuss potential projects, **please feel free to contact me.**

I speak **4 languages:** English, Spanish, Ukrainian and Russian
Location - **Barcelona**, Spain