



Creative &
Production
Agency

PRESENTATION

www.etrange.eu





HISTORY

Initially founded by two graphic designers **in 2006** in Kyiv, Ukraine, the agency started as a small Design Studio. Driven by ambition, hard work, and a shared vision, it soon evolved into a full-service Creative Agency, growing into a team of 12–15 talented designers, managers, and programmers. Over the course of a decade, we delivered hundreds of successful projects for top companies and startups across Ukraine, Europe, and the USA.

In 2016, co-founder and **Creative Director Nataly Yeromenko** relocated to Spain, marking the start of a new chapter for the agency. A year later, the Kyiv office was closed, and the agency transitioned to an online model. Nataly continued as Creative Director and designer, eventually rebuilding a new team with members based in both Ukraine and Spain.

Today, we specialize in offering a fusion of branding, marketing, web and graphic design, and content creation solutions. Our mission is to help companies engage wider audiences through every possible channel.

étrange

Our name **Étrange** in French means strange, unusual even unexpected.

GEOGRAPHY

The agency was most active in Ukraine, working with local clients and some European companies between 2006 and 2016. Now, as a Barcelona-based agency, we collaborate with clients from Spain, the UK, Mexico, and the USA.



Our big advantage - we speak four languages: English, Spanish, Ukrainian, and Russian. This multilingual capability allows us to establish strong communication and provide seamless digital marketing and design services to clients around the world.

OUR SERVICES

Strategy & marketing

Marketing strategy
Planning
Media purposes
and tools
Brand positioning

E

Logo & branding

Logotype
Corporate style
Guidelines
Brandbook

T

Graphic design

Packaging design
Posters, prints
Brochures, catalogs
Magazine Layouts
Presentations

R

Web design & development

Wireframes

Mockups

Landing pages

Corporate websites

E-commerce

A

SMM & digital marketing

Content planning and design

Paid advertising strategies

Re-targeting

Chat bots

Google Adwords, SEO

N

Photo & video production

Product photography

Drone photo-video

Mobile photography and content creation

G

Event marketing

Business meetings

Conferences

Corporate events

Private events

E

OUR ADVANTAGES

We are here to help ensure that you receive the most creative solutions and digital marketing strategies to overcome business challenges.



We are not a big agency, so **we are more agile and flexible**. We are team of experienced multifunctional specialists and we can easily adapt to different types of projects and even different types of deliverables.

You get tailor-made solutions. It is a huge advantage if you only want to outsource some part of your marketing, because we can whip up exactly what you prefer and be part of your team.

We are more efficient with budgets. We used to work with all kinds of budgets and know how to maximise resources to get the most out of every project.

Transparency and professionalism. Our goal is simple: provide high-quality services while maintaining transparency regarding pricing and timelines.

ÉTRANGE KEY PEOPLE



Nataly Yeromenko

Founder of the Agency | Creative Director | Designer

With 20 years of experience in graphic and web design, Nataly is also a content creator and artist.

[More about Nataly](#)



Oksana Zharkova

Marketing Director | Event Planner

With over 16 years of experience, Oksana is a skilled Marketer and the founder of the event agency EventWed.



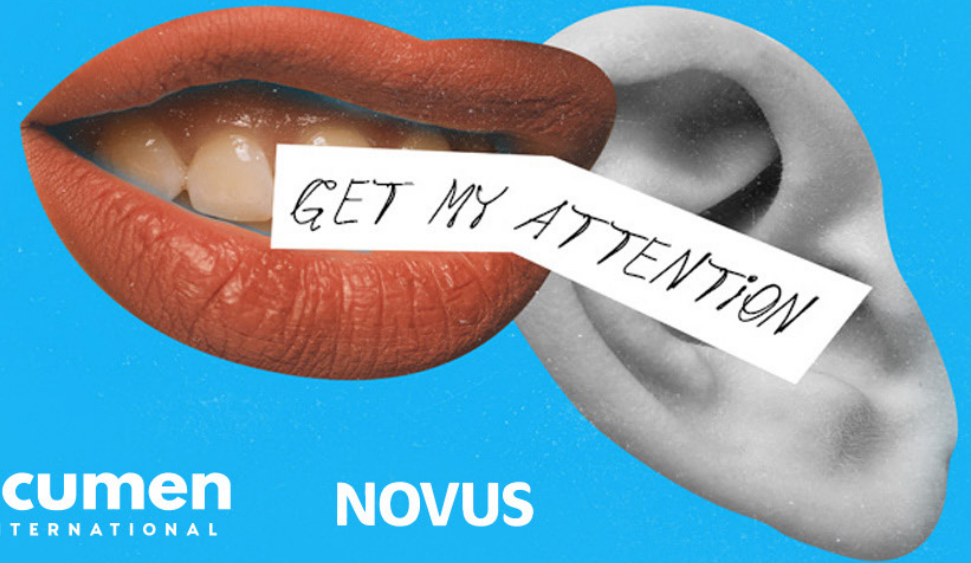
Serhiy Godz

Technical Director | Programmer

Over 10 years of experience as a web programmer, SEO expert, and Google AdWords specialist

CLIENTS

Some of our happy clients for the last 3 years



WOW24-7.io



acumen
INTERNATIONAL

NOVUS



SDK.finance



MEDITIN
Translational Medicine



SOURCETER



FEEDBACKS

What our clients say about work with us

Trabajamos en algunos proyectos juntos y fue muy fácil comunicarnos.

Reconozco que tienen creatividad y actitud para resolver todos los retos. Espero volver a trabajar juntos pronto. Un gusto.



Gerardo Yáñez
Gerente de proyecto Sonar de Marcas



I have been working with Etrange since 2007. Nataly and her team have ALWAYS been and remain high-class professionals obsessed with their work. That is why in different years in various projects we have repeatedly come to amazing results and various industry awards.



Alexey Vinichenko
CCO | CMO | Chief Marketing Officer



Our companies have been cooperating for many years. Thanks to their professional approach, unique design ideas, and high-quality programming – our startups are cost-effective and recognizable.



Pavlo Sidelov
CTO, Owner SDK.finance



We worked together on several projects. Nataly is a very experienced and professional designer and project manager. Her approach is attention to detail and keeping tight deadlines. She is always clear and specific in communication.



Max Kovalev
Digital Marketing manager



Con Etrange nuestra relación ha empezado justo cuando estaba creando mi propio proyecto TEN. Seguimos trabajando juntos hasta ahora. Son 6 años de buenos resultados y crecimiento



Elena Knestyapina
Doctora, la fundadora de proyecto TEN





PORT*f*OLIO

LOGOFOLIO

étrange

Here, you'll find our latest logotype creations, each uniquely tailored to reflect the essence of the brand it represents. But a logo alone isn't enough in today's world — it's just the beginning.



DRONE PHOTOGRAPHY & VIDEOGRAPHY



HARRY SCHULER



LOGOFOLIO

étrange

We don't just design logos — we craft the foundation of your brand's identity.



INNA KOROTENKO



BRANDING IS MORE... than just creating a logo

Before designing anything, we dedicate significant time and effort to thoroughly understand your brand.

Our process includes:

Research & analysis: In-depth exploration of your business, target audience, competitors, industry trends, and current brand position.

Strategy: Defining clear goals, brand values, tone, and messaging to align with your vision.

Mood boards & concept development: Visualizing the brand's personality and creating unique, compelling ideas.

Testing concepts: Refining and validating concepts based on feedback and insights.

Application across media: Ensuring consistency by applying the refined brand identity to all communication channels.

The result?

A powerful, cohesive brand identity built on a strategic foundation—not just a logo, but a comprehensive system for success.

RE-BRANDING

Tasked with a complete redesign for **WOW24-7**, a fast-growing provider of global customer support services, we delivered an updated logo, style guidelines, components, social media templates, and a full website redesign to reflect their dynamic growth and modern approach – creating a cohesive and scalable brand identity.

before

WOW24-7.io

now

WOW24-7.io

WOW24-7.io

IDENTITY
GUIDELINES

V.1. January 2021





The process began with offering multiple logo and color options. Ultimately, the client chose an updated logo that retained familiar elements to maintain audience connection.

étrange



GUIDELINES

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

If the item you are putting the logo on is smaller than on the page, the logo should be scaled to fit the space. Do not stretch or distort the logo.

It is important to keep Logotype clear from other graphic elements, to create this an exclusion zone has been established around the corporate mark. "space" = height of the last letter in the signature in the Logotype - "o".

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 encroach upon this space.

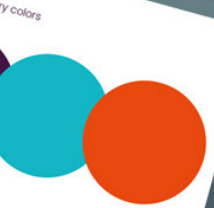
The WOW24-7 Logo is combined logo created with two elements, logo type and logo symbol. This combination of the symbol itself and our company name has a fixed relationship that should never be changed in any way.

Be wary when using the logo not to alter, tweak, mutilate, or take any personal creative freedom that breaks the specific rules set up put in this guideline. The following are merely a few examples of practices that would violate the WOW24-7 Logo

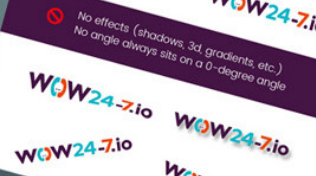


Please use only the provided files of the logo in the corporate folder and if you have any question please consult with a Marketing & Communications department. You can find electronic files of the logo in the corporate folder and if you have any question please consult with a Marketing & Communications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

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



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.



C 72	M 0	Y 25	K 0
C 0	M 82	Y 100	K 0
R 188	G 86	B 35	

C 3	M 7	Y 0	K 0
C 17	M 0	Y 5	K 0
R 241	G 86	B 35	

C 3	M 7	Y 0	K 0
C 17	M 0	Y 5	K 0
R 208	G 242	B 244	



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

2 COLOR SYSTEM

C 72	M 0	Y 25	K 0
C 0	M 82	Y 100	K 0
R 188	G 86	B 35	

C 3	M 7	Y 0	K 0
C 17	M 0	Y 5	K 0
R 241	G 86	B 35	

C 3	M 7	Y 0	K 0
C 17	M 0	Y 5	K 0
R 208	G 242	B 244	

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 | color, as well white/reverse logo is intended for use on colored backgrounds or on alpha 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 placed in an area that provides sufficient contrast so that the appearance of the logo is not diminished in any way.

3 TYPOGRAPHY

Careful use of typography reinforces our personality and ensure clarity communications. We have selected few fonts which helps to create the clear imagine about the company, support corporate style.

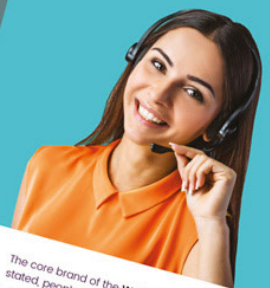
Aa Poppins Light
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

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

Available (Light, Regular and Bold) introduction

Poppins Medium
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

Poppins Semibold
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



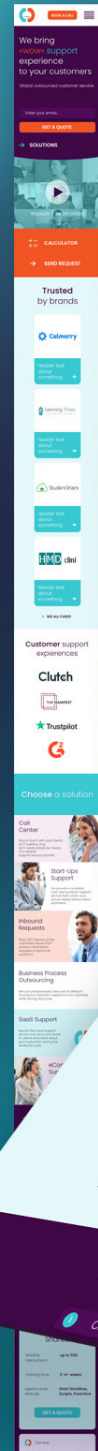
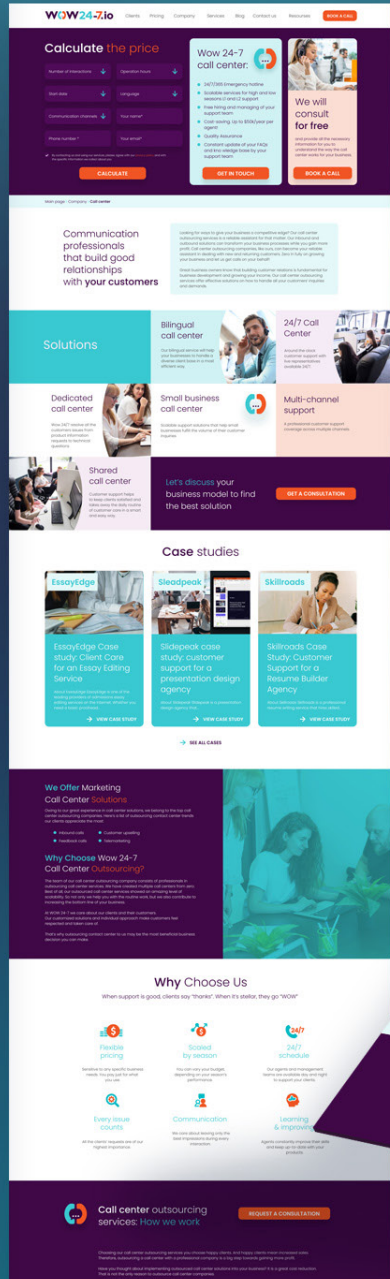
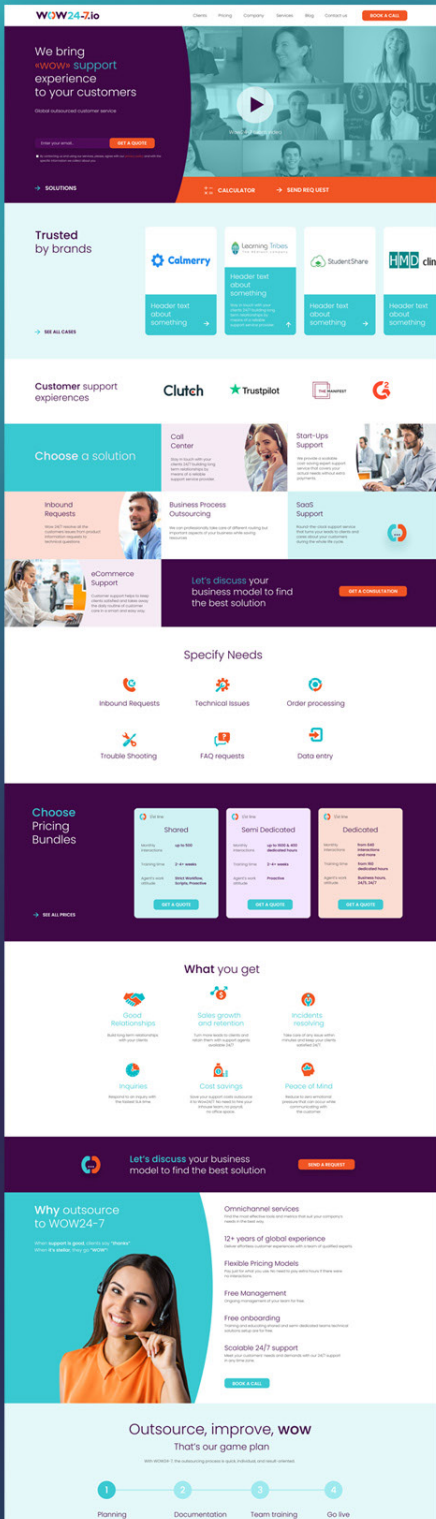
The core brand of the WOW24-7.io is, as stated, people focused. Corporate images transfer images

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

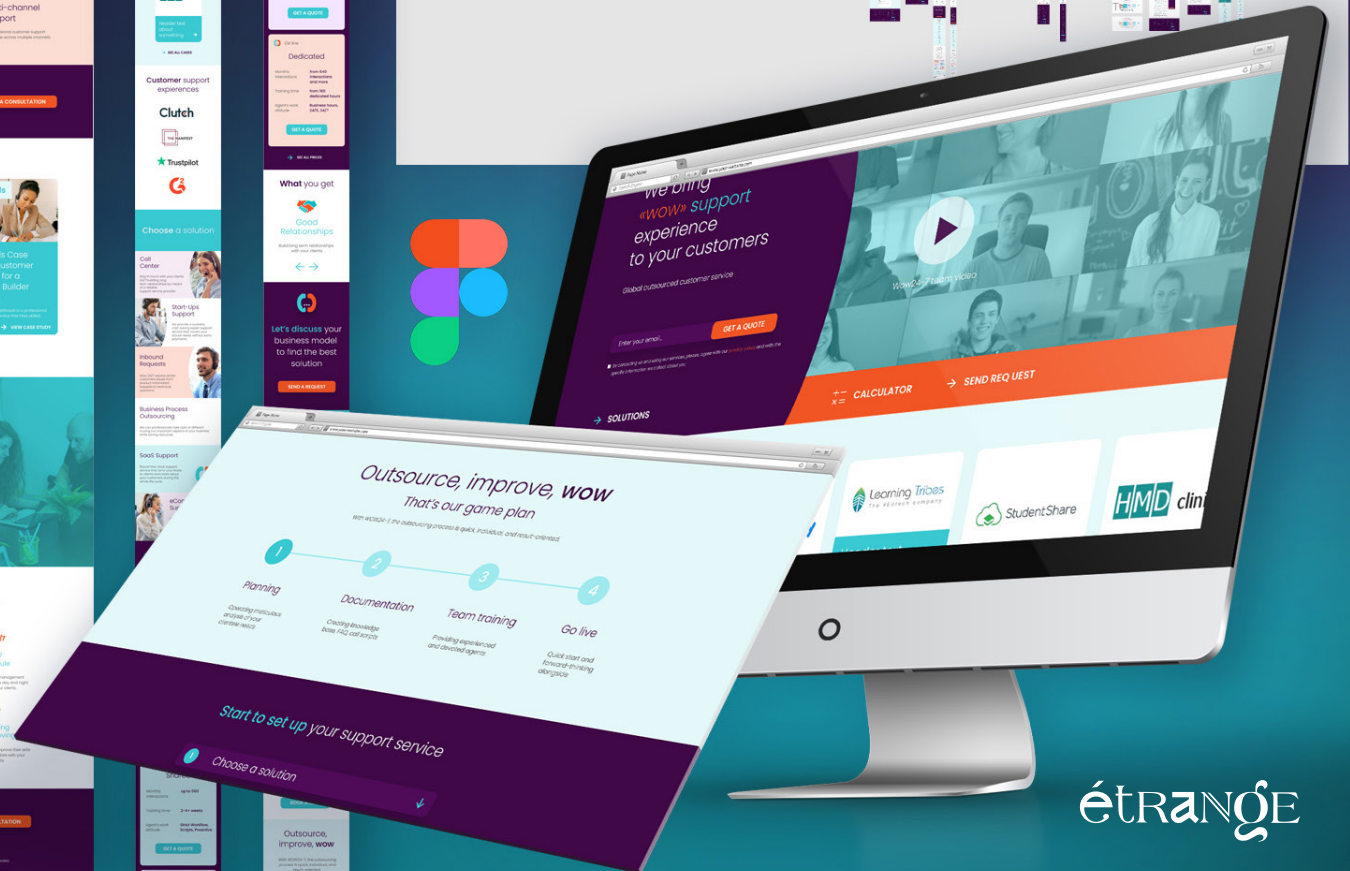
It would be appropriate to use images of the real WOW24-7 team. They should follow the rule - being clean, very light and with some corporate colours accents (like orange chancellery or furniture elements)



WEB DESIGN

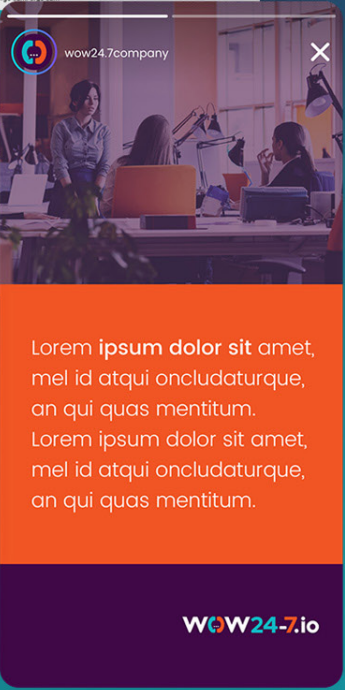
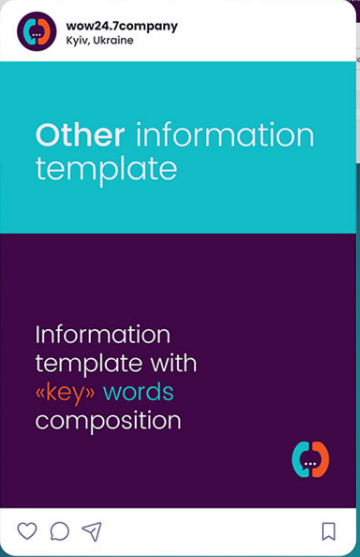
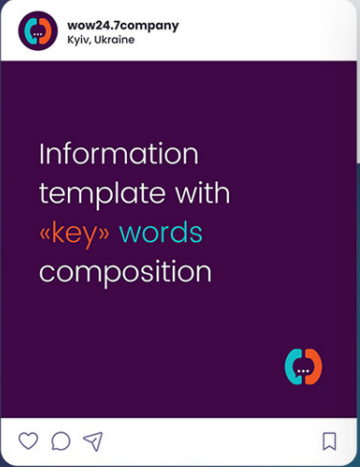
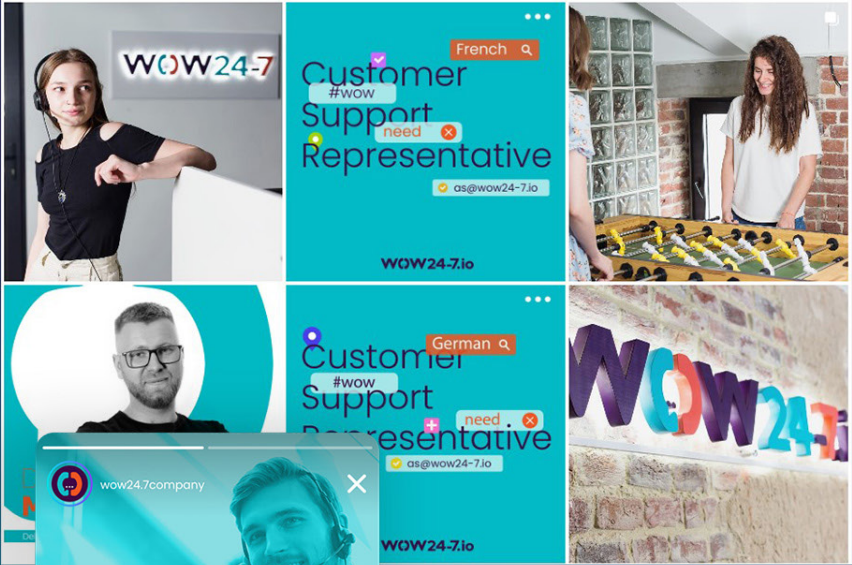
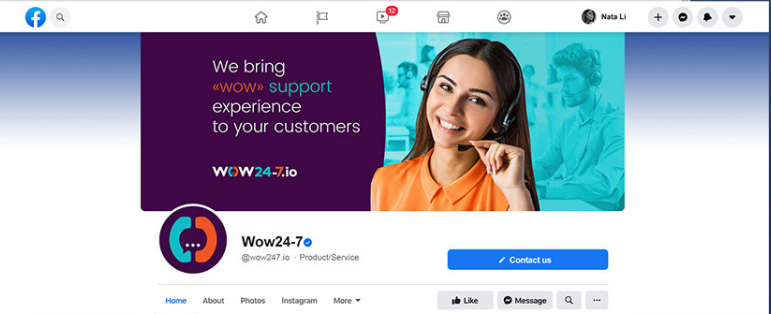
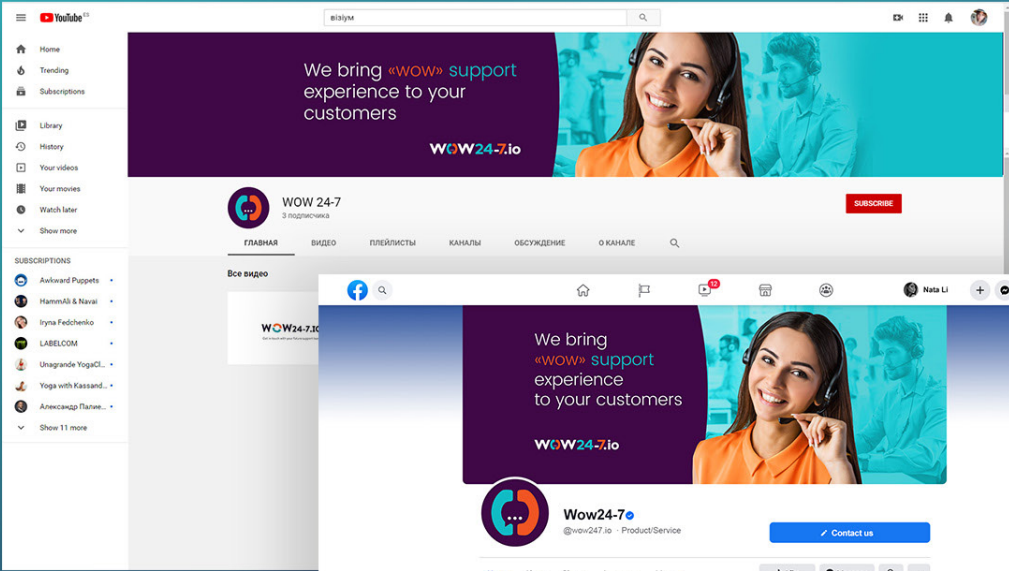


Created around 20 fully custom-designed pages, each adapted for desktop (2 sizes), tablet and mobile. The client received a complete set of components, custom icons, and optimized page designs for a seamless user experience across all devices



SOCIAL MEDIA

Designed templates for social platforms to keep the brand's identity unified across all channels.



Maintaining a consistent visual identity across all media — using the same elements, typography and colors — is crucial for building brand recognition and trust. A unified look ensures the brand feels professional, cohesive, and easily recognizable, no matter where the audience encounters it

FULL SERVICE



VIZIUM

мережа офтальмологічних центрів

Visium – is a recognized leader in the field of high-technology ophthalmic services in Ukraine, includes a chain of 13 clinics.

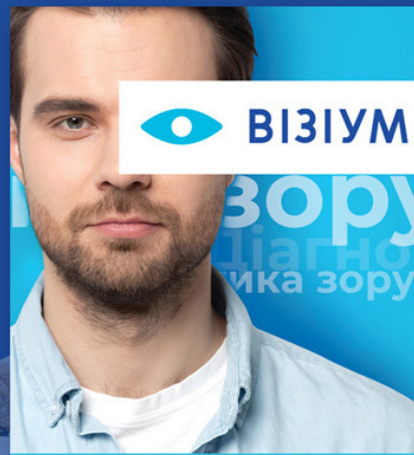
The client approached Agency with the task of boosting sales and improving their visibility both online and offline.

We began with a **creative strategy** and developed a **comprehensive campaign** that included big boards, city lights, various print materials, social media content and targeted Ads on Instagram and Facebook – Meta.



SOCIAL MEDIA

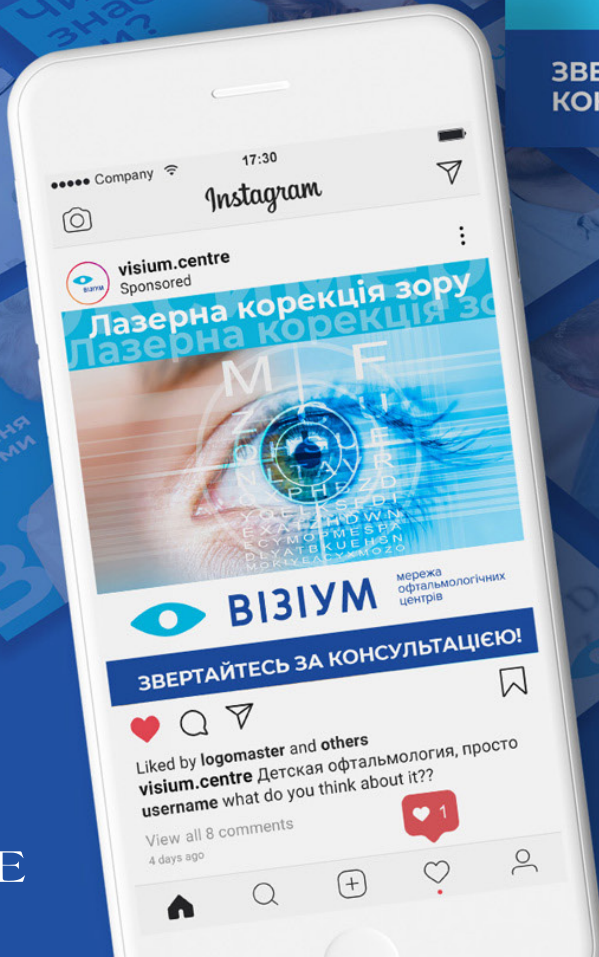
Created a new brand book for social media, a content plan and templates.



Якісна діагностика Вашого зору!

ЗВЕРТАЙТЕСЬ ЗА КОНСУЛЬТАЦІЄЮ!

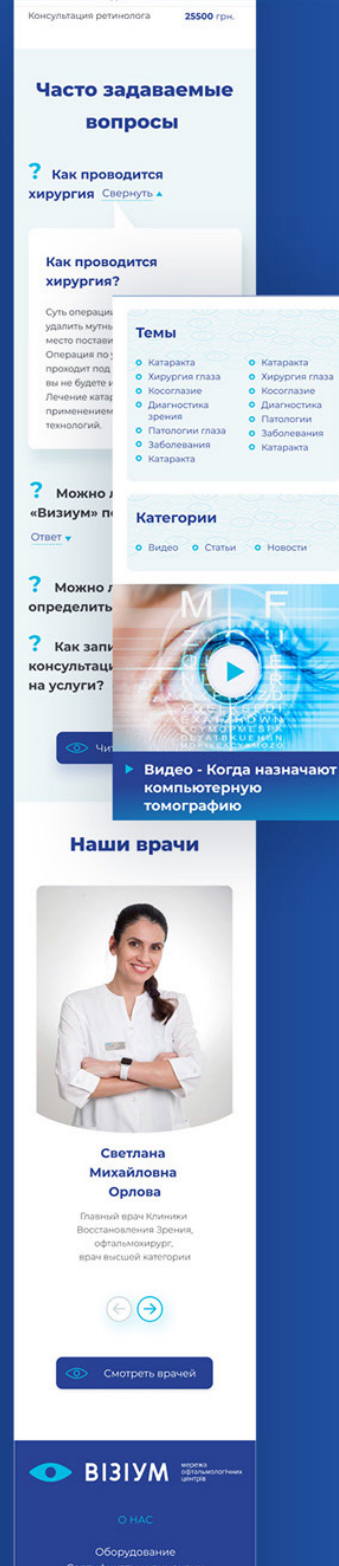
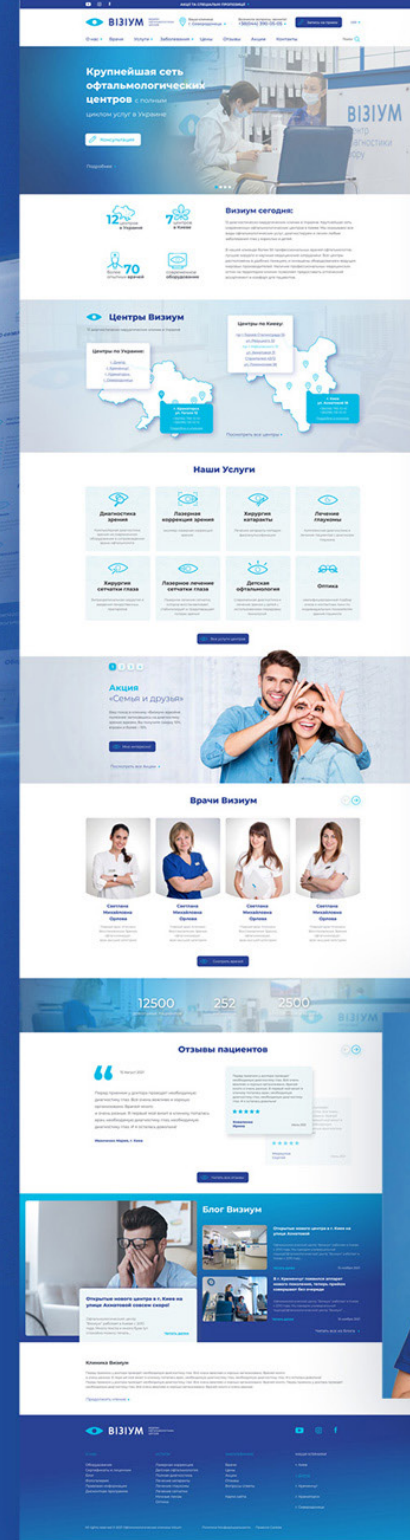
Targeted ads on Instagram and



UI/UX

Refined their website to be more efficient, visually appealing, and user-friendly.

An essential part of the creative process was attentive to the details work with new wireframes, which allowed us to define and plan the information hierarchy for the latest web design.



acumen
INTERNATIONAL



Your Global Employment Partner

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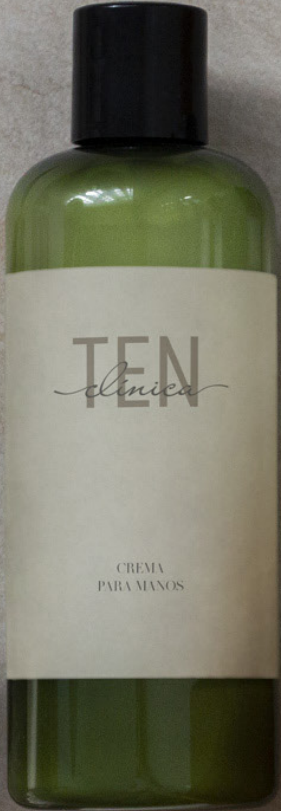


TEN
clinica

www.clinica.tenbcn.com
clinica@tenbcn.com

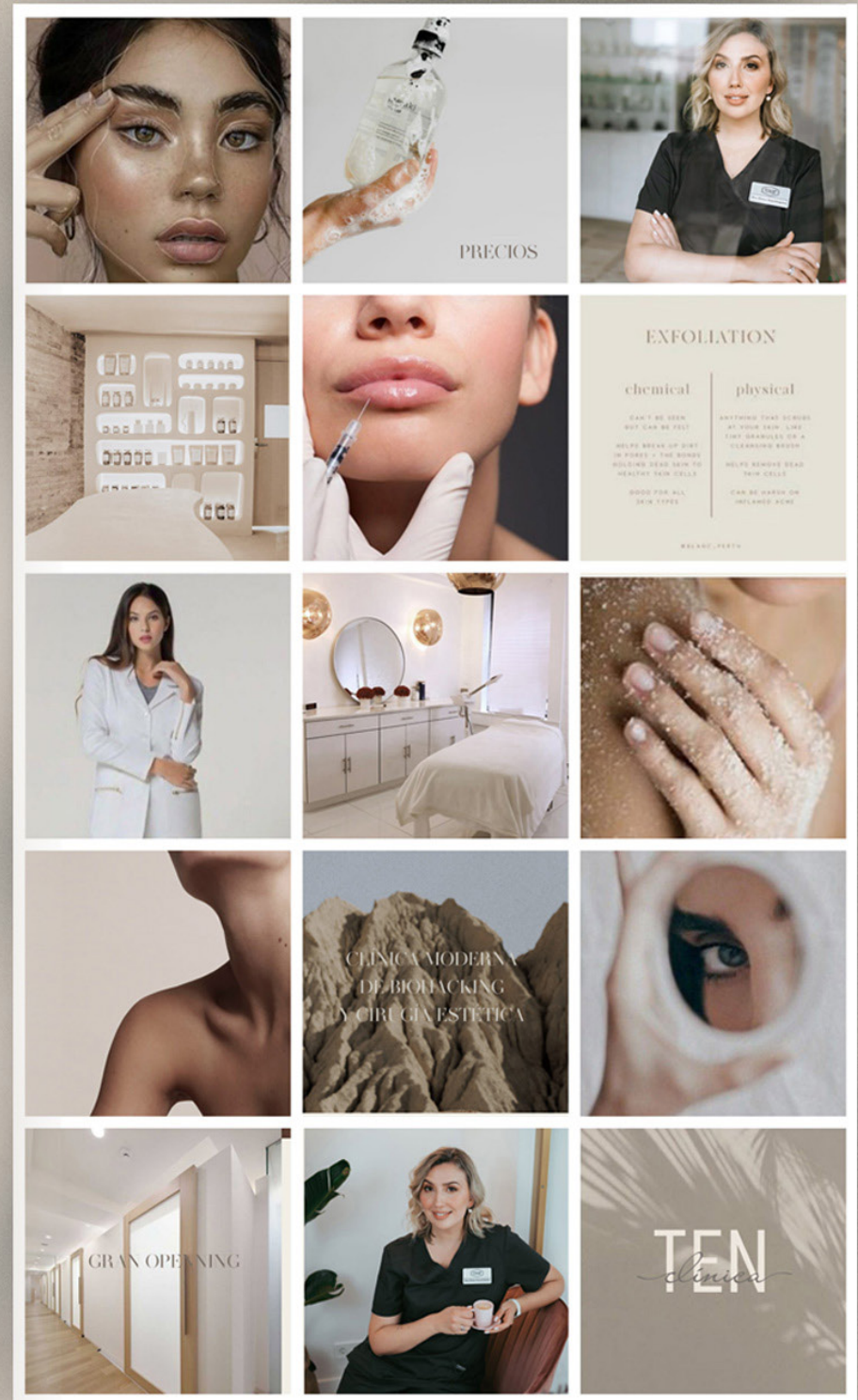
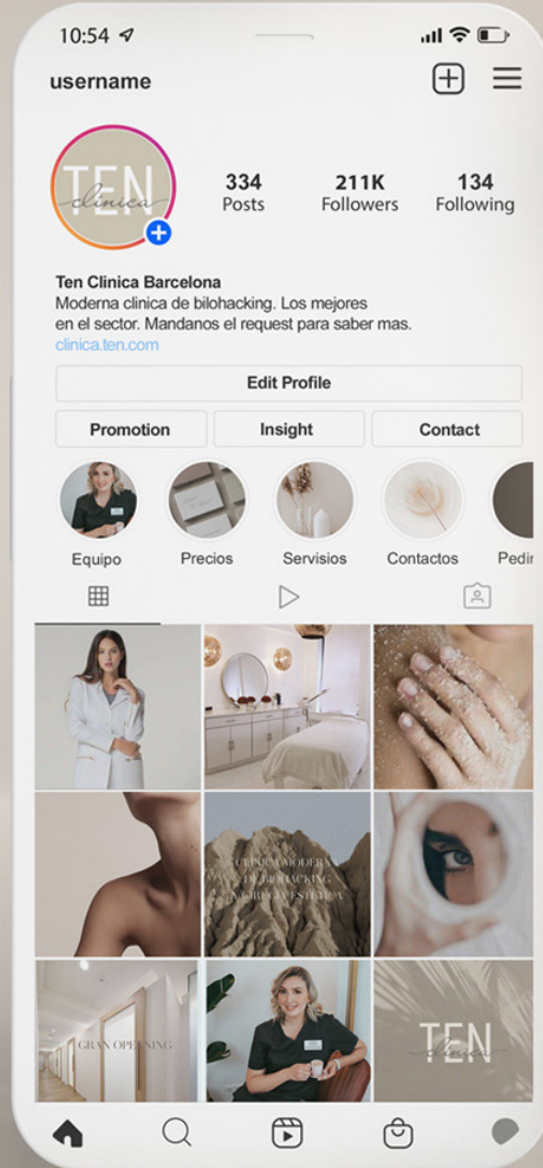
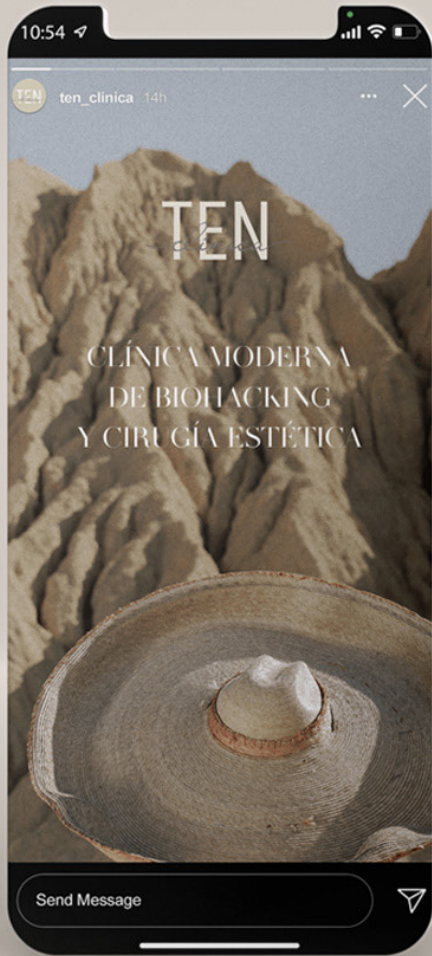
CLÍNICA MODERNA DE BIOHACKING
Y CIRUGÍA ESTÉTICA

Carrer de Santaló, 105, Barcelona, 08021
+34 691 384 443



étrange

SMM. STYLE



GRAPHIC DESIGN



Giulietta
BEAUTY CENTER



Giulietta

Consulenze

Per studiare il percorso viso o corpo migliore per te siamo a disposizione per una consulenza mirata della durata di mezz'ora, in cui analizziamo a fondo la pelle svolgendo un'anamnesi professionale utilizzando dispositivo professionale.

29 euro / 30 min.

Pulizia viso Hydraskin

Pulizia viso in grado di rendere la pelle pulita e luminosa senza utilizzo di vapore. Pulizia viene fatta tramite gli ultrasuoni, ossigenoterapia e crioterapia che permettono di non irritare la pelle, questo rituale è adatto, a pelli sensibili che si arrossano facilmente e soggette a couperose.

55 euro

2 Rituali viso



Giulietta

Pedicure con fresa	35 euro
Pedicure Calluspeeling	45 euro
Pedicure +semipermanente piedi	50 euro
Gel piedi	30 euro
Smalto semipermanente piedi	30 euro
Rituale Spa piedi	25 euro

Rituali corpo 19



Giulietta

Benessere Mani e Piedi

Manicure	25 euro
Smalto semipermanente	da 35 euro
Ricostruzione con Gel	da 60 euro
Refill con gel.	da 45 euro
Rituale SPA mani	25 euro



18 Manicure



Giulietta

Rituale viso Active Pureness

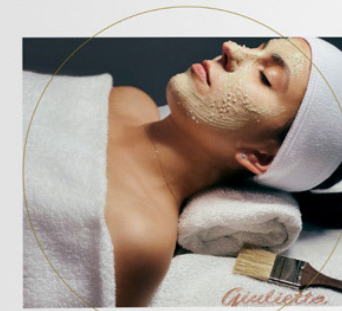
Trattamento di pulizia viso profonda che dona immediatamente un aspetto luminoso, levigato e uniforme. Dimostra una particolare efficacia su pelli impure, segnate, oleose e a tendenza acneica. Caratterizzato da un'innovativa maschera peel-off all'alga spirulina opacizzante in abbinata con la fototerapia Led Photon.

60 euro

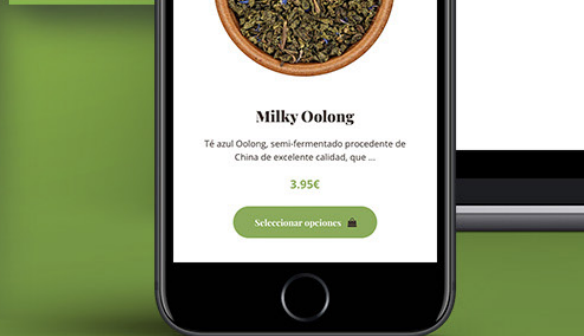
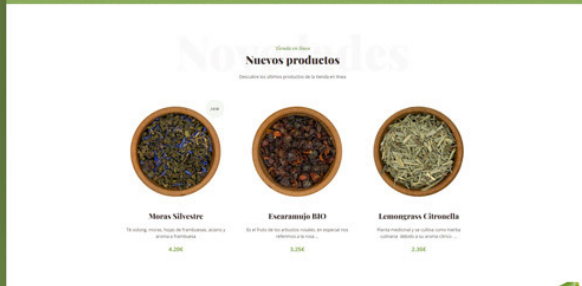
Rituale viso Hydramemory

Trattamento profondamente idratante e antiossidante per viso, collo e décolleté. Lascia la pelle idratata e setosa. Ristabilisce compattezza, nutrimento e luminosità, previene la secchezza e l'invecchiamento precoce. Reso unico e maggiormente piacevole ed efficace grazie alla sua specifica applicazione della maschera con tecnologia degli ultrasuoni ed esclusivo massaggio Comfort Touch con i pennelli.

65 euro

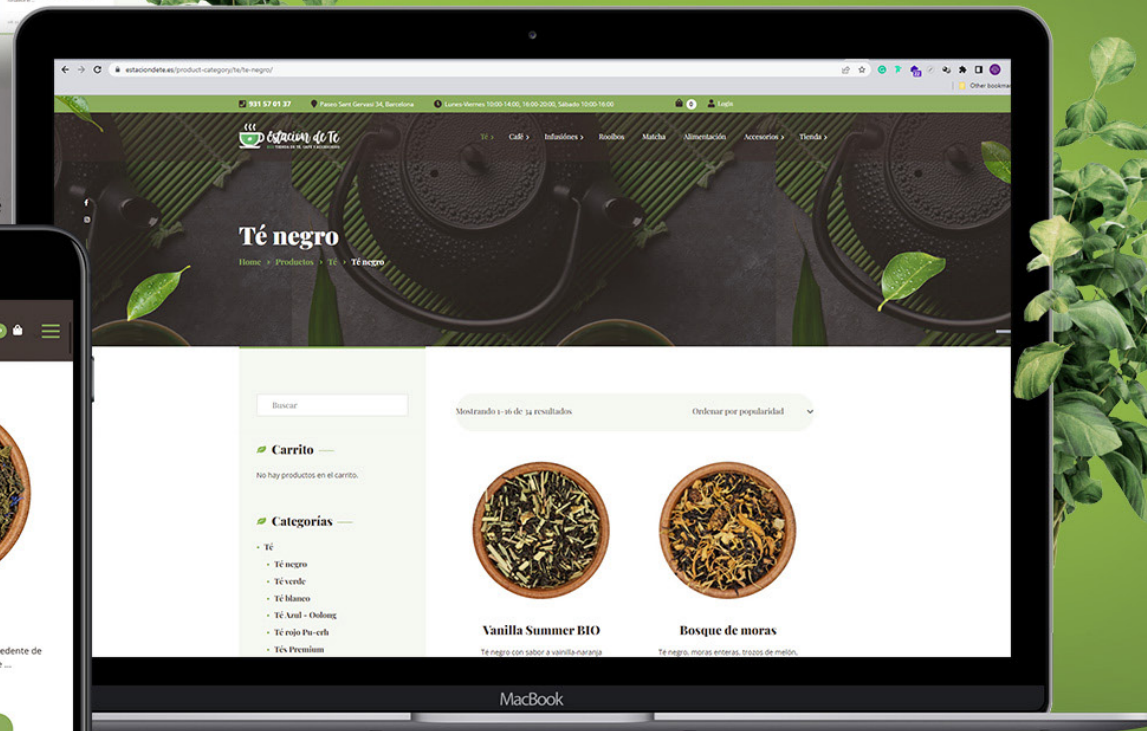


3



WEB SHOP

Estación de té - Spanish brand, eco-shop selling teas, and other infusions online and offline. A good web design was a priority for the business and we created an excellent online shopping website. Before that, we made the logo and brand book.



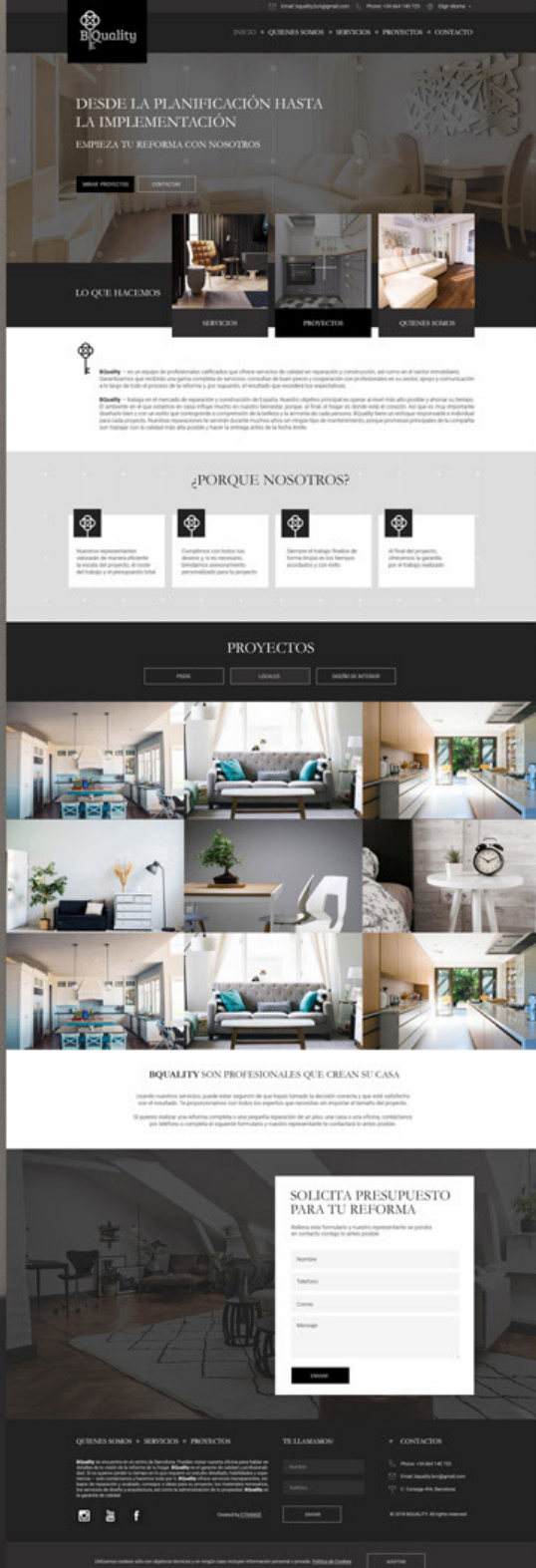
étrange

SMM



étrange



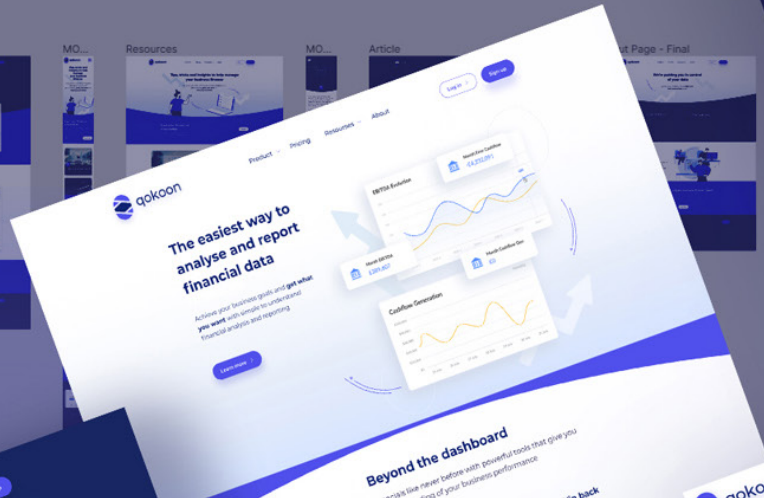


CORPORATE WEB



étrange

CORPORATE WEB



The easiest way to analyse and report financial data

Activate your business goals and get what you want with simple to understand financial analysis and reporting.

qokoon

Product Pricing Resources About

EBITDA Evaluator
Net Profit
Cashflow Generation

Log in Sign up



The easiest way to understand your business finance and prepare your monthly reports

Your business performance is too important to be hidden. Understand it, learn from it and use it to grow your business - and even get more.

qokoon

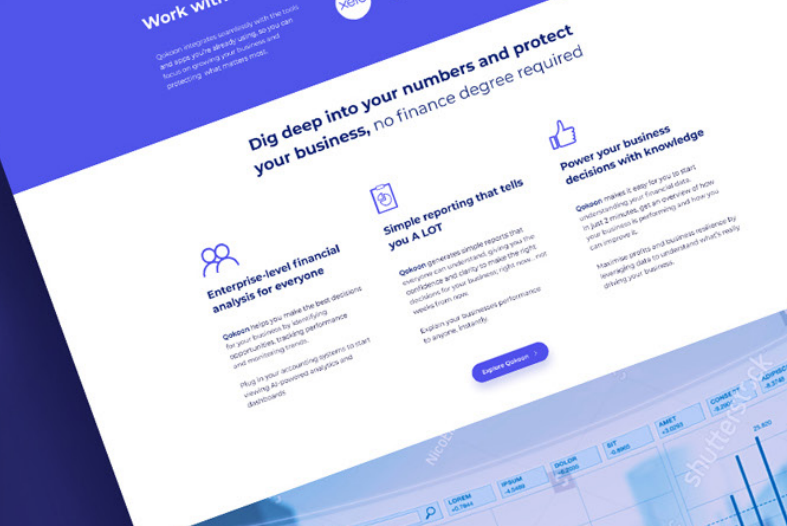
Product Pricing Resources About

EBITDA Evaluator
Net Profit
Cashflow Generation

Log in Sign up

Work with

XERO quickbooks sage



Dig deep into your numbers and protect your business, no finance degree required

Enterprise-level financial analysis for everyone

qokoon helps you make the best decisions for your business by identifying opportunities, tracking performance and monitoring trends.

Plug in your accounting systems to start viewing 30+ powerful analytics and dashboards.

Simple reporting that tells you A LOT

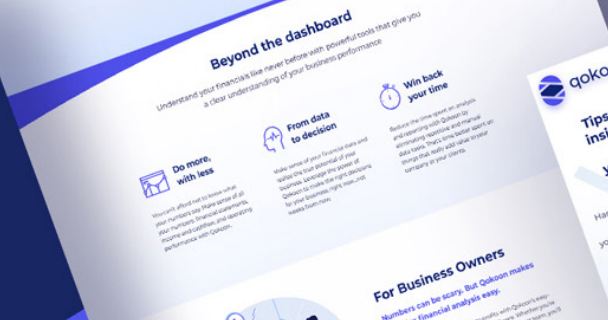
qokoon generates simple reports that everyone can understand, giving you the confidence and clarity to make the right decisions for your business, right now - not tomorrow.

Maximize profits and business resilience by leveraging data to understand what's really driving your business.

Power your business decisions with knowledge

qokoon makes it easy for you to start understanding your financial data in just 2 minutes, get an overview of how your business is performing and how you can improve it.

Log in Sign up



Beyond the dashboard

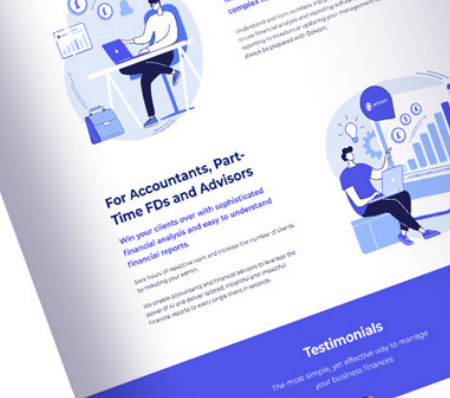
Understand your financials like never before with powerful tools that give you a clear understanding of your business performance.

Do more, with less

Visualize all of your financial data and spend the full potential of your business. Increase the power of your numbers. Break down complex income and expense data into easy-to-understand performance with Qokoon.

Win back your time

Before the time spent on analysis and reporting will be over, you'll already have the insights and information you need to make the right decisions for your business, and you'll have more time to spend on your clients.



For Business Owners

Numbers can be scary. But Qokoon makes complex financial analysis easy.

Understand and communicate the growth and Qokoon's real-time financial analysis and reporting software. Whether you're looking for a new way to manage your business, you'll want to try Qokoon.

For Accountants, Part-Time FDs and Advisors

Win your clients over with sophisticated financial analysis and easy to understand financial reports.

Save hours in manual work and increase the number of clients by automating your reports.

It's made understanding and financial reports so easy to generate that all your clients will appreciate the impact. Revenue needs to be a simple job in Qokoon.



Testimonials

The most simple, yet effective way to manage your business finances.

"I had CFOs, Board Members etc. have a real-time understanding of financial data. It was so powerful in a simple and easy-to-use format."

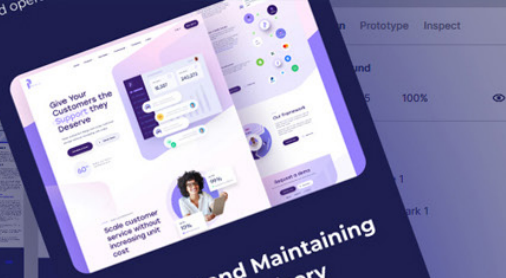
John Doe, CEO of ABC Company

"I have used Qokoon for several years and it has been a game-changer for my business. The insights and reports are top-notch and the customer support is excellent."

Jane Smith, CFO of XYZ Company

The only financial data tool you'll ever need

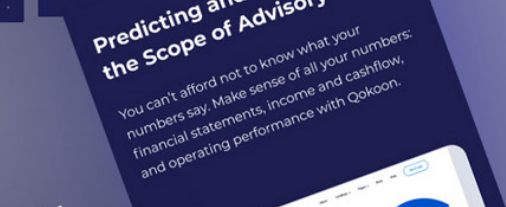
Log in Sign up



Give your Customers the Insights they Deserve

Scale customer service without increasing cost

Log in Sign up



Predicting and Maintaining the Scope of Advisory

You can't afford not to know what your numbers say. Make sense of all your numbers, financial statements, income and cashflow, and operating performance with Qokoon.



Tips, tricks and insights to help manage your business finance

Handy how-to guides, articles and updates to help you run your business, grow your sales and improve your profits.

Log in Sign up



Fuel your financial knowledge

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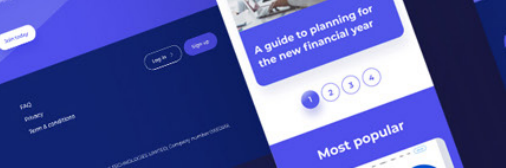
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КОМАНДА ЗМІН Бачиш проблему — знайди рішення! Подай пропозицію і твій проєкт реалізується

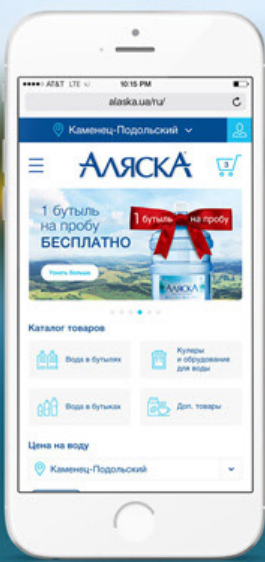
- 1 Офортлення бланку пропозиції
- 2 Подати пропозиції керівнику ПП
- 3 Поповнення пропозиції з керівником напрямку
- 4 Оцінка пропозиції та нарахування балів
- 5 Визначення команди з реалізації та створення виробничої пропозиції
- 6 Щоквартальне підсумки
- 7 Додаткову інформацію про участь у програмі Ви можете дізнатися у керівника ПП

Активним учасникам придат матеріальні винагороди

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POSMs, flyers, banners, corporate books, magazines — so many projects we created for this client during 5 years of cooperation.

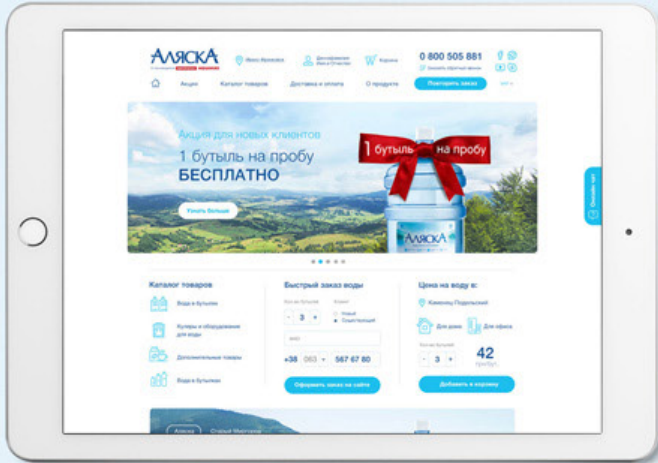
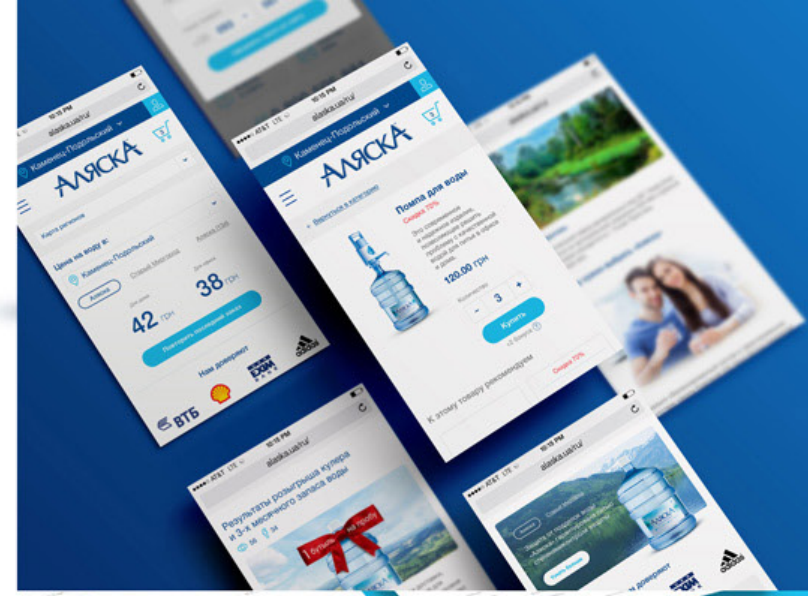
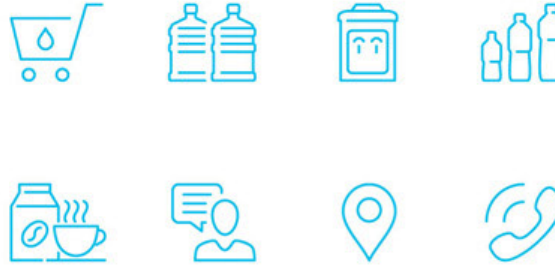




АЛЯСКА

Во время работы над этим проектом, наша команда нарисовала более **40 экранов** и **40 уникальных иконок** выпила 20 литров кофе и съела 10 пицц :)

... и более 40 уникальных иконок



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Кристалльная чистота
и гарантированное
качество





PACKAGING DESIGN





HOW TO WORK WITH US

Brifing

Reach out to the agency via email: hello@etrange.eu

Let's schedule a meeting!
We can connect via Zoom to discuss your project, go over the brief, and set clear business goals.

Contract

A project evaluation, followed by a commercial offer.

Once agreed, a 50% prepayment is required to proceed.

Process

We start from scratch, building concepts step by step.

For larger projects, we present in phases.

The remaining 50% is due upon completion.

**Got a new idea?
Let's talk**

**Send us message now
hello@etrange.eu**



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Thank you!