

BO

ND

VISUAL IDENTITY

for Tartu City

Index

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- 2. Our services & solutions**
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WE ARE
BOND*

*** DESIGN AGENCY OF THE YEAR IN ESTONIA, 2020**

We are BOND

bond-agency.com

We are designers, technologists and storytellers.

Crafting across different disciplines.

ACTION STADIUM
Brand & Experience Design
Five star activity park concept
Opening 2020, Birmingham UK



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Studios in Tallinn, Helsinki, London, Dubai & San Francisco.

Founded in Helsinki 2009 we remain true to our nordic roots.

DUBAI STUDIO

Haitham, a Saudi national in a photoshoot
Liwa desert, 2014

A large group of diverse people, including men and women of various ethnicities, are posing for a group photo outdoors. They are arranged in several rows, some standing and some kneeling or sitting in the front. The background features a large tree with green leaves and a building with a yellow facade. The overall atmosphere is bright and positive.

Team of 52, 16 nationalities, Bonding as ONE.

No heroes. No hierarchies.

Trusted by global and local brands.

DUBAI HOLDING

Agency of record for Dubai Holding
Various brand and experience development
projects for Jumeirah Hotels & Resorts

Trusted by
global and
local brands



British Airways



Microsoft



Dubai Holding



Jumeirah Hotels & Resorts



City of Miami Beach



Biomarket



BANYAN TREE

Banyan Tree Resorts



Tallinnk



Virus Keskus



University of the Arts Helsinki



Gren



Flow Festival



Moomin Characters



S group



Citycon



US Real Estate

**Awarded by
international
and recognised
organisations**

D&AD



Cannes Lions



Clio Awards



Awwwards



Dieline Awards



European Design Awards



Eurobest



Kuldmuna



Rebrand 100



Restaurant & Bar Design Awards



Type Directors Club



The Transform Awards MENA



Vuoden Huiput



Vuoden Toimisto



Under Consideration



Reddot Design Award



OUR SERVICES & SOLUTIONS



**What we do.
What we know.
What we love.**

Proposal

Tartu City
19 January 2022

bond-agency.com

SHIFTING BRANDS

Reimagining and reinventing brands

Creation of strategic brand identities and design systems. Complete brand transformation programs from repositioning and crystallising the simple brand idea to designing and crafting the fusion experiences across different channels.

MAKING PLACES & BUILDING JOURNEYS

Destinations and experiences

Development of holistic hospitality, tourism, retail and f&b concepts and experiences. Merging brand, spatial and digital design to create entire customer journeys and viable commercial concepts.

DESIGNING SALES

Driving sales in physical and digital channels

Designing retail and packaging concepts and digital interfaces that convert experiences into sales.

CREATING THE NEW

Designing new businesses and ventures

Working at the intersection of marketing and r&d to commercialise and launch new businesses, innovations, products and services to the world.

BRAND STRATEGY

BRAND IDENTITY & DESIGN SYSTEMS

CREATIVE BRAND PLATFORMS

BRAND ARCHITECTURE

NAMING & VERBAL IDENTITY

PACKAGING

PRINT DESIGN

LAUNCH & BRAND CAMPAIGNS

UI DESIGN

SERVICE & UX DESIGN

DIGITAL DEVELOPMENT

CREATIVE CODING

MOTION GRAPHICS & ANIMATION

RETAIL DESIGN

INTERIOR DESIGN



All about making a difference for our clients.

Selected highlights from our client work:

The background is a dark, atmospheric photograph of a museum gallery. Silhouettes of three people are visible in the foreground, standing on a reflective floor. The walls are covered with large, stylized letters in various colors (blue, red, white). The overall mood is modern and artistic.

DESIGN MUSEUM HELSINKI
Doubling the
number of visitors.

Proposal

Tartu City
19 January 2022

bond-agency.com

FLOW FESTIVAL
**"The world's most
achingly cool
festival."**

FORBES

FLOW FESTIVAL
Brand development
Helsinki 2015

**FLOW
FEST
IVAL**

BRITISH AIRWAYS

**Smoothen check in
experience with
40% decrease
in failures.**



Love it

SILI

57.14% Love it

**85% of employees
inspired by the
new identity.**

27.92% Like it

6.57% Ok

5.71% Naan

2.86% Horrible



AT BRAND FOR PRISMA
17 fold increase
in sales.

KOTIMAISTA, S GROUP

**25% increase in sales
volume and brand
awareness.**



THE JOURNEY WITH US



**Simple, engaging
and tested process.**



DIVE DIRECTION MAGIC DELIVERY



1

DIVE

We dive into your business, your brand and ambitions. We pursue customer-centric, analytically informed design.

2

DIRECTION

We search for clarity of your brand objectives. We set a simple direction for your brand.

3

MAGIC

We frame out, sketch and prototype alternative directions for your brand. The magic happens when strategy and design, verbal and visual, digital and physical evolve side by side.

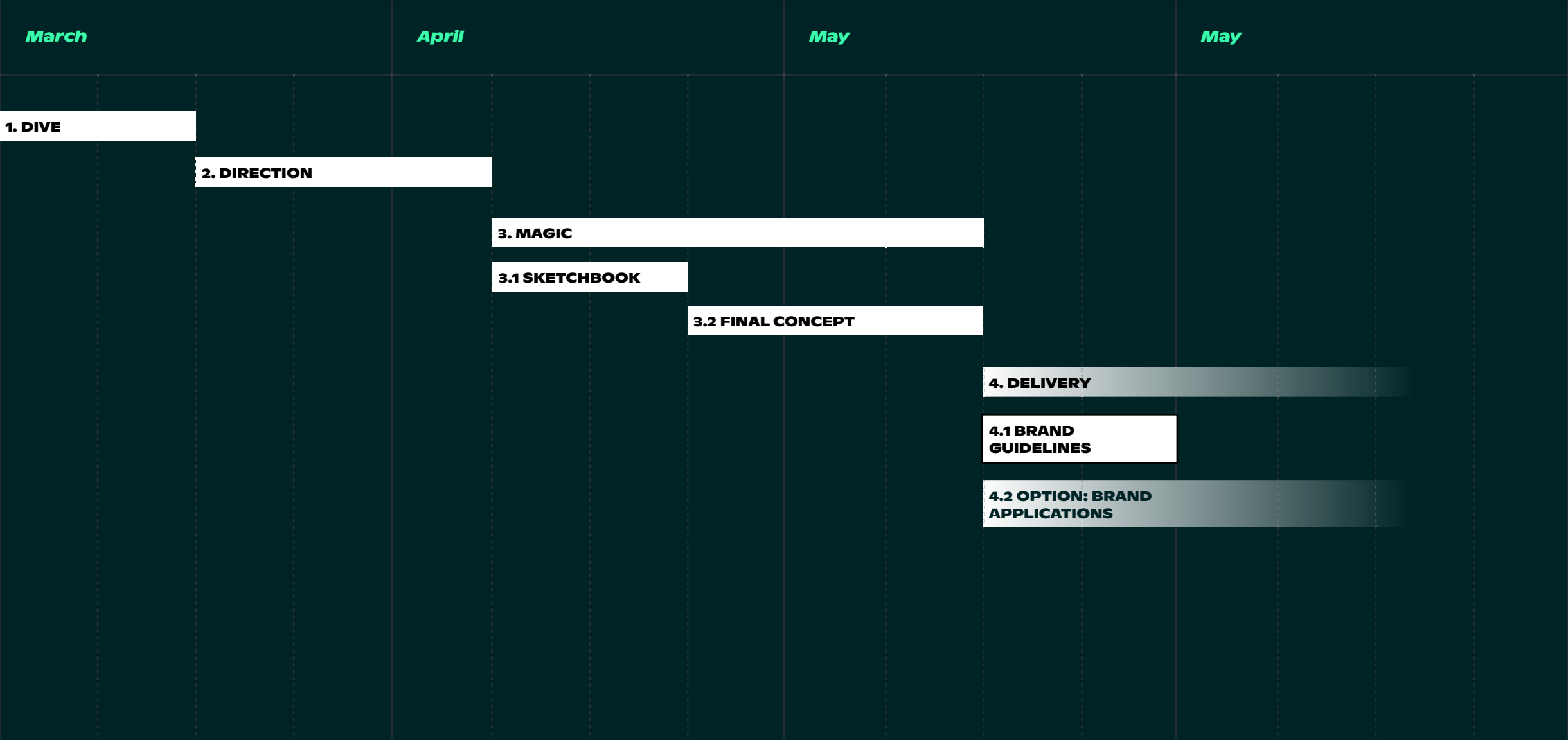
4

DELIVERY

We marshal expertise across disciplines to craft the fusion of experiences your customer has with you.

Fusion of strategy and design. Merging visual and verbal, digital and physical, functional and experiential.

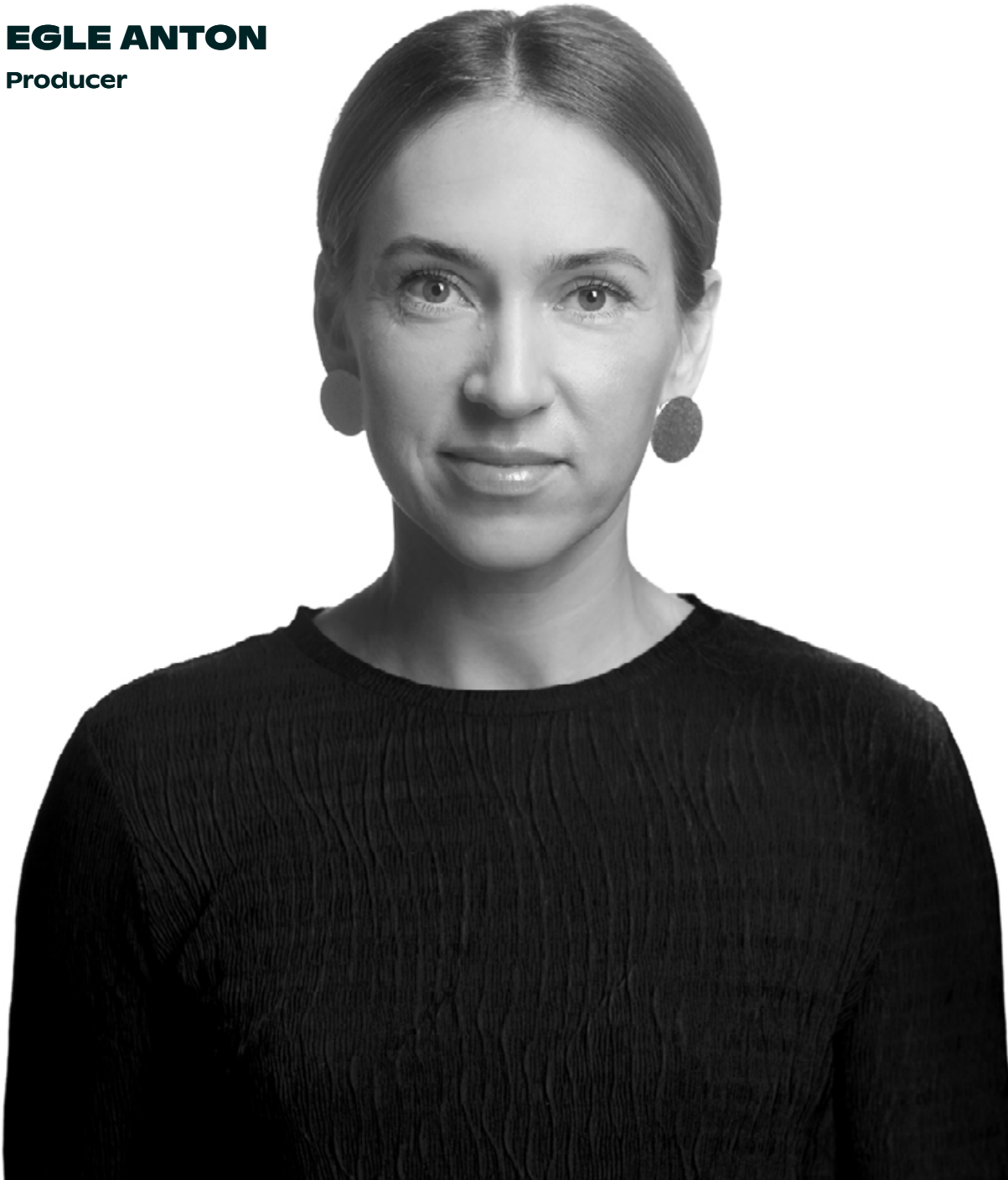
Preliminary project timeline



YOUR CORE TEAM

EGLE ANTON

Producer



Project role: **Project Manager**

bond-agency.com

Egle is a Producer at BOND with an extensive track record on both sides of the table: as a part of the creative team on the agency side, and on the client side as a member the marketing team.

This background and additional expertise in event planning make her a truly multidisciplinary link between client needs and creative magic, ensuring high quality outcome for any and every project.

Selected branding / identity projects

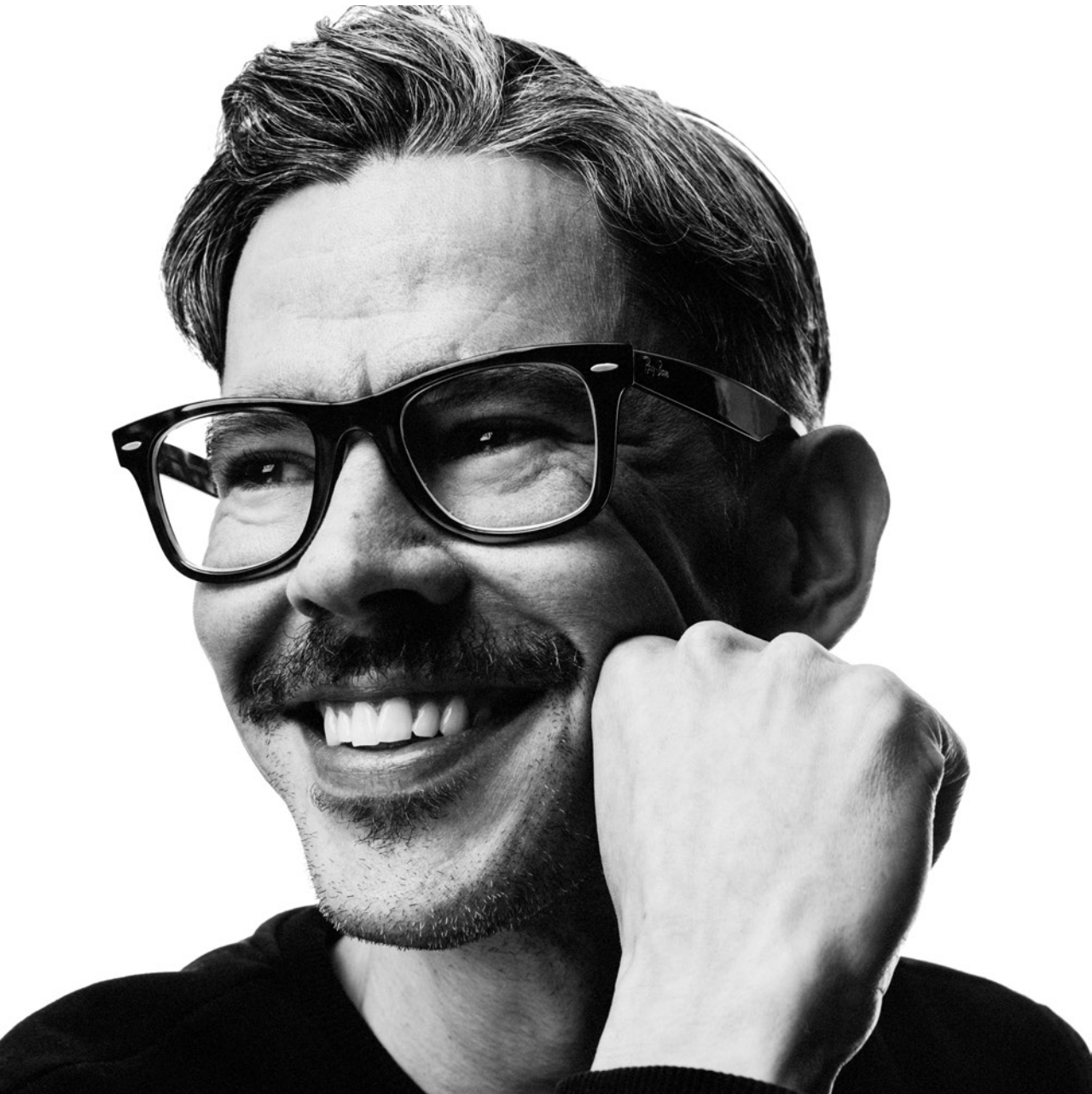
- Luminor, Farmi, Ülemiste keskus, Elektrum, TalTech University, Gren, Patarei Merekindlus (in process), Viru keskus (in process)

Work experience

- Producer, BOND (Estonia), 2020 -
- Marketing & communications, producer, Theatrum 7/2020 – 9/2021
- Marketing project manager, Endover Real Estate 12/2018 – 7/2020
- Project manager, IDEA AD 2/2017 – 11/2018
- Wedding and event planning, BeHappy 5/2015 – 1/2019
- Project manager, Newton Digital, 6/2012 – 5/2015

NILS KAJANDER

Head of Branding and Storytelling, Partner



Project role: **Strategist**

bond-agency.com

Nils is the Head of Branding & Storytelling and our Tallinn Studio Lead. He is a multidisciplinary creative with 20 years of experience in the fields of marketing communications, branding, design and digital. His past and present clientele consist of global brands and local start-ups alike, from car brands to creativity festivals, from breweries to betting firms.

In his role as Head of Branding & Storytelling, Nils perfectly ties together his experience, insatiable curiosity towards all things surrounding and a zeal for strategic thinking. It's where analysis, relevance, thoroughness and the magic of creative work meet.

Selected branding / identity projects

- North Star Film Alliance, Kalevala Jewelry, Cable Factory, Hansapost, Hobby Hall, Gren, Viru keskus (in process)

Work experience

- Head of Branding and Storytelling, Partner, BOND (Estonia), 2018 -
- Creative Lead at Idea AD (Estonia), 8/2016 – 12/2017
- Senior Creative at Mirum (Finland), 6/2014 – 7/2016
- Art Director at Dynamo (Finland), 2/2012 – 5/2014
- Creative Director at !NOOB (Finland), 1/2011 – 1/2012
- Creative, Partner at Detail Agency (Finland), 6/2009 – 12/2010
- Art Director at TBWA\Helsinki (Finland), 5/2007 – 5/2009

Selected awards

- ADCE Awards, 2 x Silver 2021
- Dieline Award, Second Place, 2021
- TDC Communication Design Competition, multiple awards
- Best of Estonian Advertising and Design, multiple awards
- ADC*E Estonian Design Awards, multiple awards
- Golden Hammer, 2015
- Cannes Lions, National Diploma, 2014
- Best of Finnish Advertising and Design, multiple awards

IVAN KHMELEVSKY

Designer, Partner



Project role: Creative Director

bond-agency.com

Ivan is an award winning Designer at BOND. Be it identity or wayfinding design, this Tallinn-based designer is very keen to explore different materials and techniques to elevate the design to a new level through production. Ivan is the former founder of The Bakery, a prestigious Russian branding agency. His portfolio includes brands such as McDonalds, Coca-Cola, Nike and Johnnie Walker.

Selected branding / identity projects

- City of Miami Beach, North Star Film Alliance, Balticbest, Rio Mall, PIK, Hansapost, Gren, Biomarket, Viru keskus (in process), Patarei Merekindlus (in process)

Work experience

- Designer, Partner, BOND (Estonia), 4/2018 -
- Founder & Creative Director at The Bakery (Russia), 9/2011 -
- Graphic Designer at Leo Burnett Moscow (Russia), 3/2008 - 10/2009
- Graphic Designer at Lion is the Sun (Russia), 5/2008 - 8/2011

Selected awards

- Type Directors Club Communication Design Competition, multiple awards
- Dieline Award, 2013
- Cannes Lions, print, 2010
- ADC*E Estonian Design Awards, multiple awards
- Best of Estonian Advertising and Design, multiple awards

TAAVET KOHAL

Designer

Project role: Designer

bond-agency.com

With a background as an Art Director, Taavet's experience ranges from creating creative concepts to producing and delivering brand touchpoints. Taavet has also worked on many different campaigns. His heart belongs to meaningful graphic design, infographics and branding. In 2018 he won the Gold and Grand prix in ADC Estonian Design Awards.

Selected branding / identity projects

- Gren, Biomarket, Sonorus, Oivan, Sponda, R-Kiosk, Hansapost, Crystal Rabbit, Hoob, Hobby Hall

Work experience

- Designer, BOND, 3/2020 -
- AD, Division, 2/2018 - 3/2020
- AD, Taevas Ogilvy, 2/2017 - 2/2018
- AD, Raket, 10/2013 - 2/2017

Selected awards

- Best of Estonian Advertising and Design, multiple awards
- ADC Estonian Design Awards, Gold & Grand Prix, 2018





Project role: Designer

bond-agency.com

Kirill is a multi-awarded Designer at BOND. He loves creating brand identities, packaging design and wild typography experiments. Before joining BOND, Kirill used to work at Voskhod — the most award winning agency in Russia.

Selected branding / identity projects

- Ural Opera Ballet Theatre, YIT, Accrue, Viru keskus (in process), Patarei Merekindlus (in process)

Work experience

- Designer, BOND (Estonia), 9/2021 -
- Freelance Designer, 10/2019 - 8/2021
- Senior Designer at Voskhod Creative Agency, 8/2013 - 10/2019

Selected awards

- D&AD Wooden Pencil, 2021 / Shortlist, 2019
- Dieline Bronze Award, 2021
- Cannes Lions, Multiple Shortlists, 2018 / 2019
- Type Directors Club Communication Design Award, 2018
- European Design Awards: Silver, 2021 / Best of Show, Gold, Silver, 2019
- Red Dot Communication Design Awards 2018 / 2019
- Eurobest Bronze 2018
- Epica Awards Bronze, 2018
- Red Apple, Multiple Awards
- Golden Drum, Multiple Awards
- White Square, Multiple Awards
- Art Directors Club Russia, Multiple Awards
- Art Directors Club Europe, Gold, 2018 / Silver, 2019

SELECTED REFERENCES

Where people and the new meet



Kaapelitehdas, 2021

Brand identity

Where people and the new meet

Re-brand for Cable Factory, the biggest cultural centre in Finland:

56 000 m2 and million visits per year. Over 300 tenants. From museums to galleries, from artists to musicians, from dance to martial arts and beyond.

A treasure trove of arts and culture, all about togetherness and new, unexpected encounters. Epitomised by positive collisions of people, ideas and activities. It's where a bassist dances aikido. It's where jazz juggles inspiration. Cable Factory tying together the world. Different cultures. Art forms. Everything.

Work inspired by the iconic mural "Let Me Be Your Mental Dentist", delighting the visitors of the centre since '94 – created by one of the forerunners of modern street art and "the original Berlin Wall artist", Thierry Noir.

Contribution:

Brand strategy
Brand identity
Logo design
Motion graphics
Graphic design
UI design
Copywriting



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CABLE^EFACTORY
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KAAP-ELITEHDAS
KAAP-ELITEHDAS



WALKS

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KAAP-ELITEHDAS

WALKS

https://kaapelitehdas.fi

MISSÄ JUDOKA TANSSITTA AIDETTA.



TÄNÄÄN
14.3
LUE LISÄÄ >

TÄLLÄ VIKOLLA
12.3-18.3
LUE LISÄÄ >

MAALISKUUSSA
2020
LUE LISÄÄ >

ETUSIVU TOIMIJAT TILAT VUOKRALAISET YHTEYSTIEDOT

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KAAPELITEHDAS



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MISSÄ JAZZ JONGLOORAA INSPIRAATIOTA.

MISSÄ KUVANVEISTÄJÄ LOUNASTAA SIRKUSTA.

MISSÄ JAZZ JONGLOORAA INSPIRAATIOTA.

MISSÄ KUVANVEISTÄJÄ LOUNASTAA SIRKUSTA.

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MISSÄ KUVATAITEILIJAN TANSII AIKIDOA.

MISSÄ VEKOTIN OPETTA KELLOSEPPÄÄ.

MISSÄ BARISTA MUSEOI HEVIMETALLIA.

MISSÄ KUVATAITEILIJAN TANSII AIKIDOA.

MISSÄ KUVATAITEILIJAN TANSII AIKIDOA.

MISSÄ VEKOTIN OPETTA KELLOSEPPÄÄ.

MISSÄ BARISTA MUSEOI HEVIMETALLIA.

MISSÄ KUVATAITEILIJAN TANSII AIKIDOA.

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■ 22 HELSINGIN SANOMAT MAANANTAINA 26.8.2019

KAAPELI

MISSÄ

Tallberginkatu 1, 00100 Helsinki Metro, Ruoholahti (600 m) Raitioasema 8 (pysäkki Kaapelitehdas)

JUJUTSUKA

Rekrytointimien kevätkauden tarjoukselle käynnissä kaikilla Kaapelitehtaan tarsoistotilla ja -studioilla.

TANSSITTA

Suomen vanhin voimailuseura, 1001 perustettu Helsingin Aiklettiklubi, still going strong Kaapelitehtaalla.

TAIDETTA.

Berta Kirkin "Violetti meri" Suomen Valokuvataiteen museolla syyskuun alkuun.

KAAPELITEHDAS
KAAPELITEHDAS

■ 22 HELSINGIN SANOMAT MAANANTAINA 26.8.2019

KAAPELI

MISSÄ

Tallberginkatu 1, 00100 Helsinki Metro, Ruoholahti (600 m) Raitioasema 8 (pysäkki Kaapelitehdas)

BALLERINA

Rekrytointimien kevätkauden tarjoukselle käynnissä kaikilla Kaapelitehtaan tarsoistotilla ja -studioilla.

BODAA

Suomen vanhin voimailuseura, 1001 perustettu Helsingin Aiklettiklubi, still going strong Kaapelitehtaalla.

VALOKUVAA.

Berta Kirkin "Violetti meri" Suomen Valokuvataiteen museolla syyskuun alkuun.

KAAPELITEHDAS
KAAPELITEHDAS

■ 22 HELSINGIN SANOMAT MAANANTAINA 26.8.2019

KAAPELITEHDAS LINEA SPAIN ON OSA KAAPELI
KAAPELI

MISSÄ

Tallberginkatu 1, 00100 Helsinki Metro, Ruoholahti (600 m) Raitioasema 8 (pysäkki Kaapelitehdas)

SAVI

Rekrytointimien kevätkauden tarjoukselle käynnissä kaikilla Kaapelitehtaan tarsoistotilla ja -studioilla.

KEHYSTÄÄ

Suomen vanhin voimailuseura, 1001 perustettu Helsingin Aiklettiklubi, still going strong Kaapelitehtaalla.

SIVELLINTÄ.

Berta Kirkin "Violetti meri" Suomen Valokuvataiteen museolla syyskuun alkuun.

KAAPELITEHDAS
KAAPELITEHDAS

AAAPPELITEEHOA
AAPELITEEHOA

Designing a university for the youth and children

Aalto University Junior, 2019

Brand identity

Designing a university for the youth and children

Aalto University Junior, an entity of Aalto University, encourages children and the youth to dive into science, arts, technology, and economics by organizing free time events.

BOND designed a brand identity, which is recognizably part of the Aalto University but still stands out from within the main brand as a playful bright spot. It appeals to the youngest of the family, yet also speaks to the adults. The end result, consisting everything from brand strategy to web design, is a combination of truth or dare, science, and childlike curiosity.

Contribution:

Brand strategy
Brand architecture
Brand identity
Logo Design
Motion graphics
Art direction
Graphic design
Web design

Awards:

European Design Awards, Gold, 2019

bond-agency.com







JUNIOR JUNIOR JUNIOR JUNIOR

JUNIOR JUNIOR JUNIOR JUNIOR

“Working with BOND is characterised by close collaboration and open, fruitful discussions. They have a unique capability to combine a deep understanding of the university with creative and unexpected solutions”

Jaakko Salavuo
Communications Director, Aalto University

A?

Aalto-yliopisto

bond-agency.com



Quirky storytelling as the brand identity



Quirky storytelling as the brand identity

North Star Film Alliance (NSFA) is a joint venture between Estonia, Latvia & Finland servicing global film and TV productions.

Taking quirky cues from TV production & movies we developed an identity which reflects the core proposition of the company — It's an enabler, not the star, but still stands out, shining brightly. Set for whatever vision. The concept not only communicating this – literally – but helping to connect on a personal level. Within an industry, where personal connections mean the world.

Contribution:

- Brand strategy
- Brand identity
- Typography
- Motion graphics
- Augmented reality
- Art direction
- Graphic design
- Copywriting

Awards:

Kuldmuna, 2 x Gold, 1 x Silver, 2020





**THIS IS THE NSFA
SCRIPT. AKA THE
BRAND IDENTITY
GUIDELINES.**

NORTH STAR FILM ALLIANCE

Chapters: Locations, Services, Cash Rebate, News, Contacts

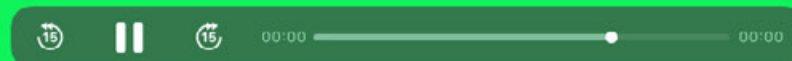
NORTH STAR FILM ALLIANCE

PRESENTS:

In Association with Interreg Central Baltic and
European Regional Development Fund

LALA LALA LANDING PAGE

Use the player below to navigate through the website
or choose one of the chapters for a direct jump.



Star Wars mode: off

Flow Festival, 2017
Brand identity

bond-agency.com

Festival Identity for all senses

[→ See full case](#)

Flow Festival, 2017

Brand identity

Festival identity for all senses

Flow Festival is one of Europe's leading boutique music and arts festivals, taking place in Helsinki, Finland. In 2017 BOND created a new visual identity for the festival for the third time. As Flow is not only about good music, this time we wanted to highlight the importance of all senses.

Contribution:

Brand strategy
Brand architecture
Brand identity
Advertising
Motion graphics
Art direction
Graphic design
Web design

Awards:

Best of Finnish Advertising and Design, Silver Award,
2017

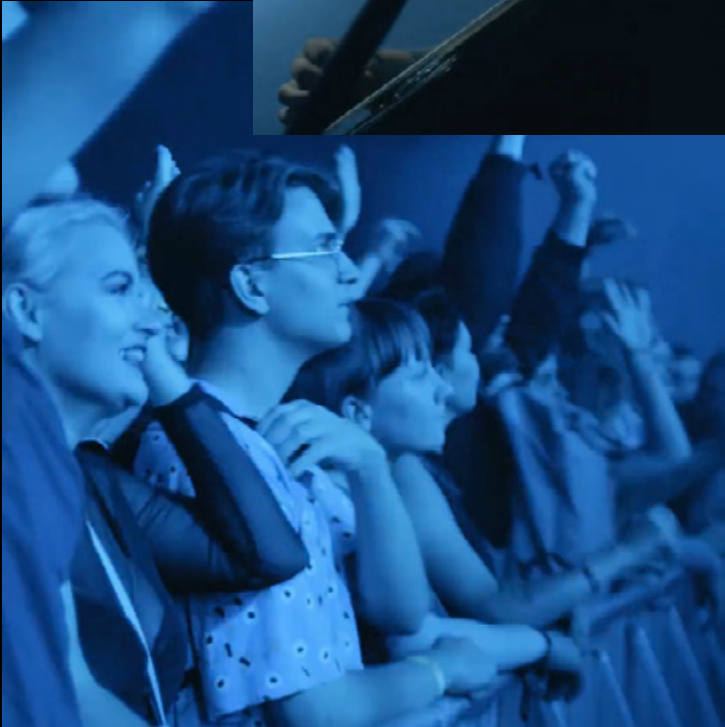
bond-agency.com



**FLOW
FEST
IVAL™**

**FLOW
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IVAL™**

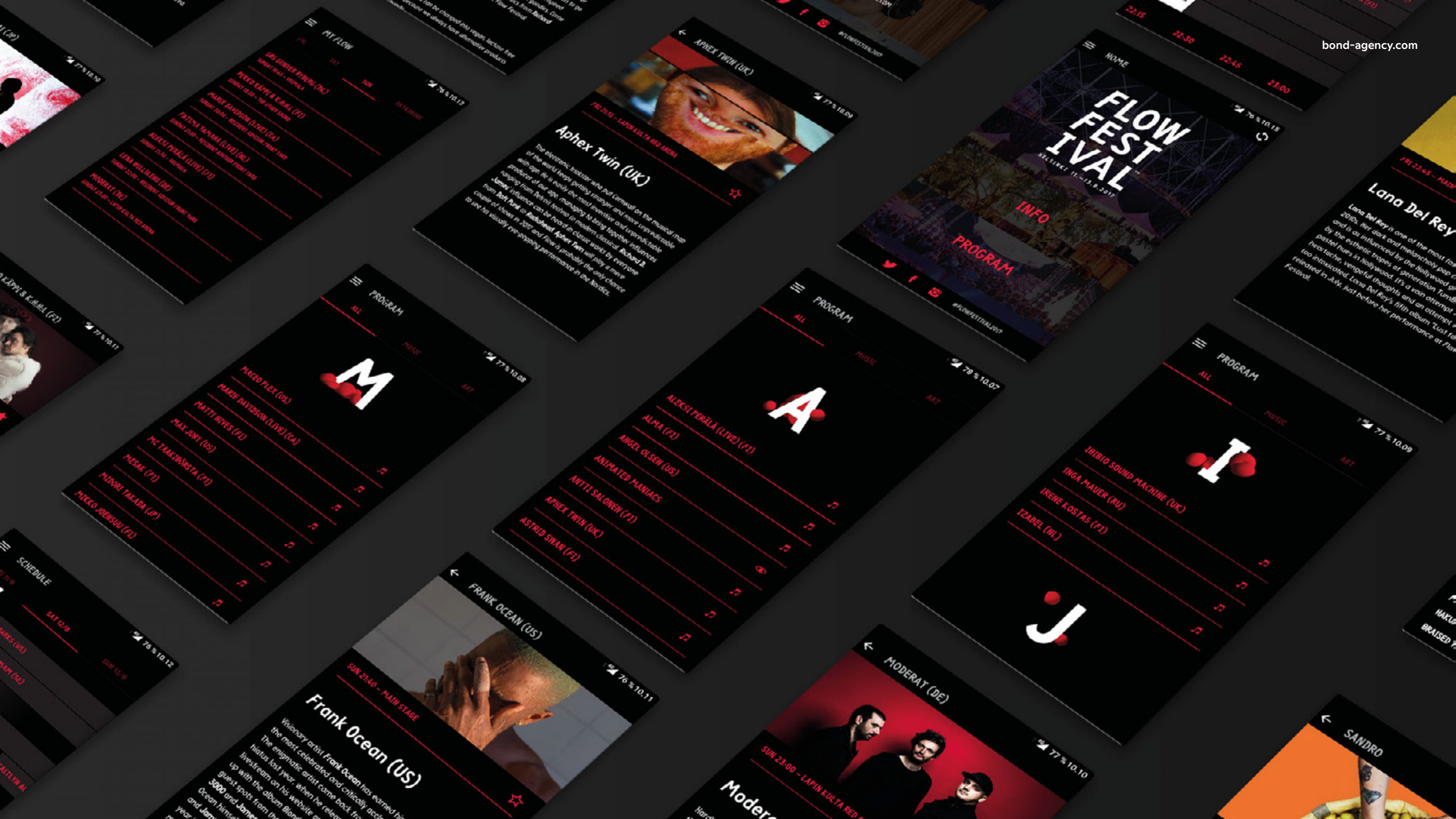
**FLOW
FEST
IVAL™**



FLOW









CLEAR CHANNEL

HELSINKI 11.-13.8.2017
WWW.FLOWFESTIVAL.FI

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IVAL

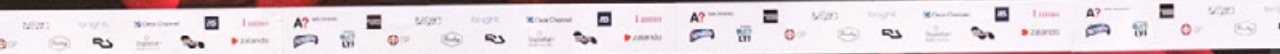
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For more visit:

bond-
agency.com

INVESTMENT & TERMS

Preliminary
cost estimate

VAT 0%

Detailed scope to be
agreed mutually.

#	Stage	Notes / scope	Fees
1.	Dive	<ul style="list-style-type: none"> Kick-off meeting Audit & desk research Stakeholder interviews 	€3000
2.	Direction	<ul style="list-style-type: none"> Direction workshop Branding strategy (incl. brand architecture) Brand platform (incl. positioning, narrative) Initial verbal identity 	€4000
3	Sketchbook	<ul style="list-style-type: none"> Sketchbook; 3 alternative initial identity concepts 	€6800
3.1	Final Concept	<ul style="list-style-type: none"> Development and finalisation (2x iteration rounds) of the visual and verbal identity alongside identity elements (ready to use) 	€8800
4.1	Brand Guidelines	<ul style="list-style-type: none"> Identity Guidelines, in PDF-format, one language 	€4400
4.2	Option: Brand Applications	<ul style="list-style-type: none"> Implementation of the identity (website, presentations, materials etc) To be quoted separately based on application specific briefs if needed 	TBD
5	Option: Launch	<ul style="list-style-type: none"> Launch campaign concept Implementation of the campaign to be quoted separately, based on the idea and media choices etc 	TBD
Note: Work that is outside of the scope of this proposal will be quoted separately/later, as well as optional additions to the scope and deliverables.			TOTAL €27 000

Hourly rates

VAT 0%

Type of work	Role(s)	Fee / hour
Creative work / Design	<ul style="list-style-type: none">• Creative Director• Designer• Copywriter (if needed or relevant)	€100
Graphical production	<ul style="list-style-type: none">• Designer	€70
Strategy / creative strategy	<ul style="list-style-type: none">• Strategist	€120
Project management	<ul style="list-style-type: none">• Producer	€70
Meetings	<ul style="list-style-type: none">• Creative Director• Designer• Strategist• Producer	€70

Terms & Conditions

Terms of payment 14 days net.

All costs shown are VAT 0%. VAT will be added to all costs as necessary. Fees do not include any local authority submission fees, withholding tax, local tax and other statutory fees and disbursements that may be applicable.

Costs shown in the quotation are based on estimates made upon the brief/assignment. In case of meaningful changes in the scope of work, production plan or the brief, Bond will update the estimates.

Production related third party costs (i.e. printing, digital productions, illustrations, photography, photo retouch, reproduction, film production, audio production, animation, translations, media purchases, font purchases, 3D-images, model fees, space rent, props, prototypes, fit out) are not included in quotations. If needed, separate offers are requested from suppliers for client approval before commencing with the productions. All parties involved in production invoice the client directly and are responsible for the quality of their own deliveries, unless agreed otherwise.

Material costs (i.e. prints, boards, postal and courier expenses and other materials needed for the project) will be charged as actual costs. Upon request Bond will estimate these costs.

Interior and spatial environment design projects do not include HVAC-, architect- or permit images. If needed, these will be quoted separately.

In web and digital projects hosting services are quoted separately if needed. Hosting prices are subject to change. All components of the hosting plan need to be cancelled before the start of a new invoicing period.

Possible travel expenses (e.g. travel tickets, accommodation) will be charged on an actual basis.

Client gains unlimited international copyright to all final work delivered by Bond, but excludes all names, designs, concepts that are not selected and finalised. The client is responsible for trademark registrations, protection of intellectual property rights and possible third party claims. Compensations for photos, illustrations, films, video, music etc. content rights are agreed upon separately.

Launching a project requires written approval of the quotation in email or signing a separate contract. During the process the client may choose to suspend the work. In case of suspension, only executed work and accumulated costs will be charged.

Work that is outside the scope of work of this proposal will be quoted separately.

**EGLE ANTON
PRODUCER**

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+372 551 6186**

Let's bond?

bond-agency.com