

# **work overview**

selected brand guidelines and outcomes

**anykey**

# about us

We are Any Key Design Studio. We build brands for companies where trust is not negotiable: military tech, aerospace, fintech, regulated industries, and markets where credibility must be earned immediately.


We are a European brand studio registered in Estonia, with teams based in the European Union and Ukraine. Our work includes major Ukrainian UAV producers, aerospace companies, the Serhiy Prytula Foundation, fintech projects, and other high-compliance clients.

We understand sensitive industries, complex approval processes, and the need for brand systems that look serious, credible, and ready to operate from day one.

We are used to working under NDA, with restricted data, phased publication, semi-public case studies, and projects where only part of the work can be shown at any given time. Sensitive topics and controlled disclosure are a normal part of how we work.

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[info@anykeystudio.com](mailto:info@anykeystudio.com)

 [+351 914 374 583](tel:+351914374583)

# We focus on these services, but every project is different.

## Brand Foundations

- Brand Strategy
- Naming
- Visual Identity
- Logo Design

## Design & Production

- Graphic Design
- Packaging Design
- 3D Visualizations
- Social Media Templates
- Illustrations

## Digital Presence

- Web Design & Development
- E-commerce Web Design
- Marketing & Advertising
- Digital Marketing
- Automation & Optimization

our website

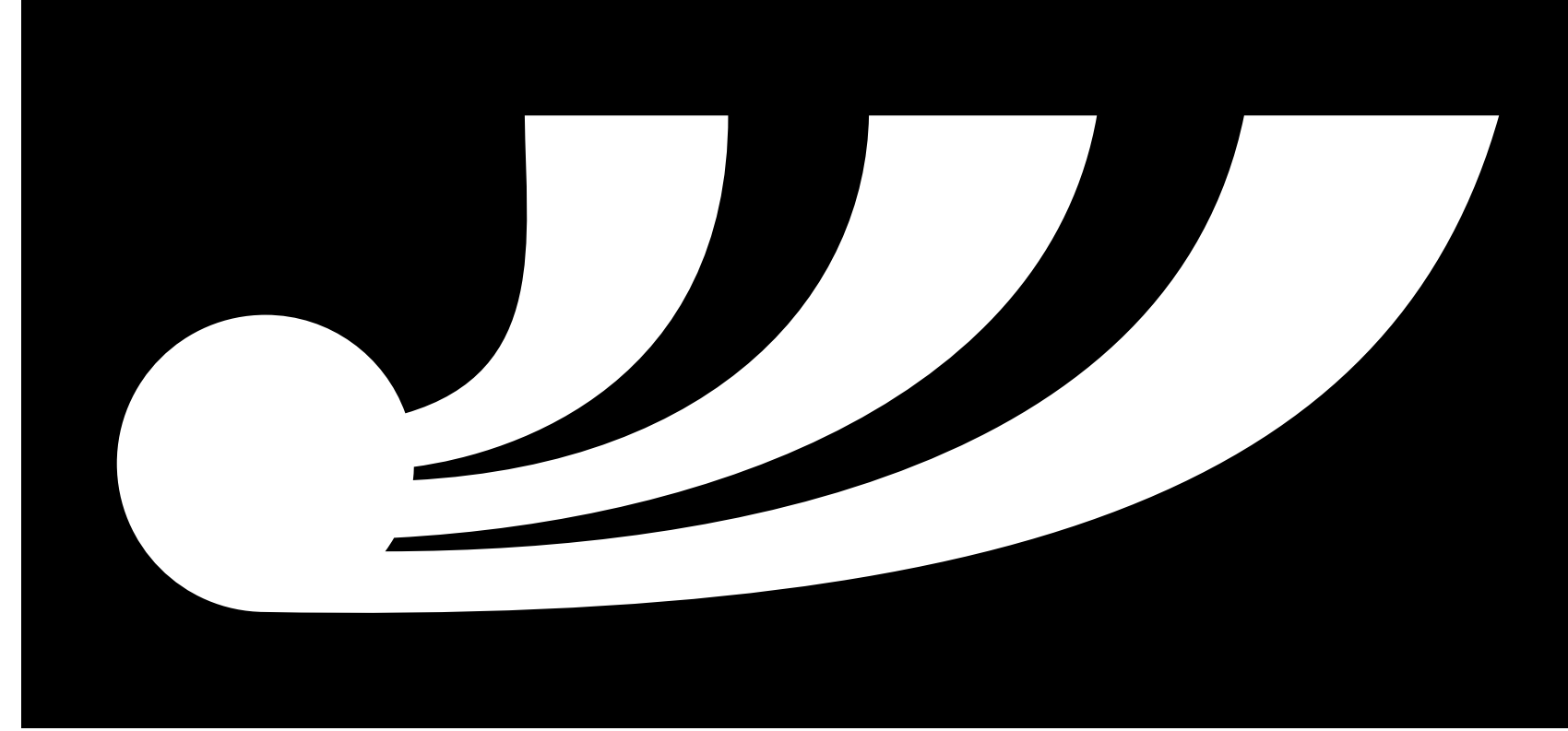


# Client — Momentum Aerospace

For Momentum Aerospace, we developed a full brand identity system shaped around the company's field, ambitions, and internal requirements.

The work included the visual identity, brand system, and website design, which was handed over for implementation.

Some parts of the project are still not public, so this showcase focuses on the elements of the identity we can share at this stage.



**MOMENTUM  
AEROSPACE**

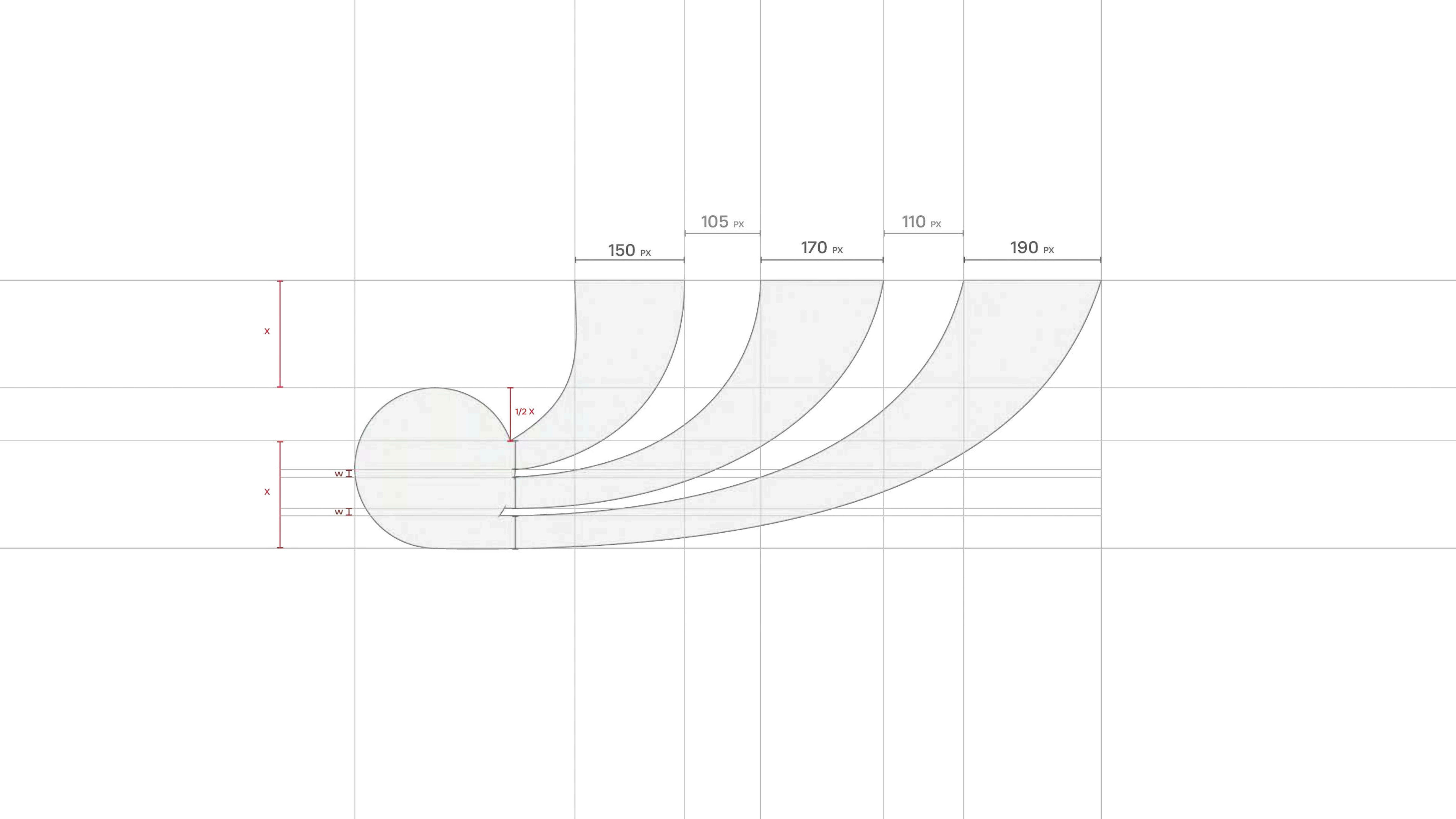
## **Primary Lockup (Contained Lockup)**

logo files here

**Use this version when the background is complex or out of your control** — event signage, sponsor bars where six other logos are crammed next to yours, co-branded materials, physical objects. The container keeps the icon readable no matter what's around it.

The choice between lockups isn't always rules-based. Sometimes it comes down to the controlled judgment of a designer based on context and layout.  
Same priority as the open lockup.





# Orbitron

ABCDEFGHIJKL  
MNOPSTVXYZ  
abcdefghijklmno  
pqrstvxyz.(?&!)  
0123456789

Regular  
Medium  
SemiBold  
Bold  
ExtraBold

# TASA Orbiter

ABCDEFGHIJKLM  
NOPQRSTVXYZ  
abcdefghijklmnopq  
rstvxyz.(?&\$!)  
0123456789

Regular  
Medium  
SemiBold  
Bold  
ExtraBold



**MOMENTUM  
AEROSPACE**



**MOMENTUM  
AEROSPACE**



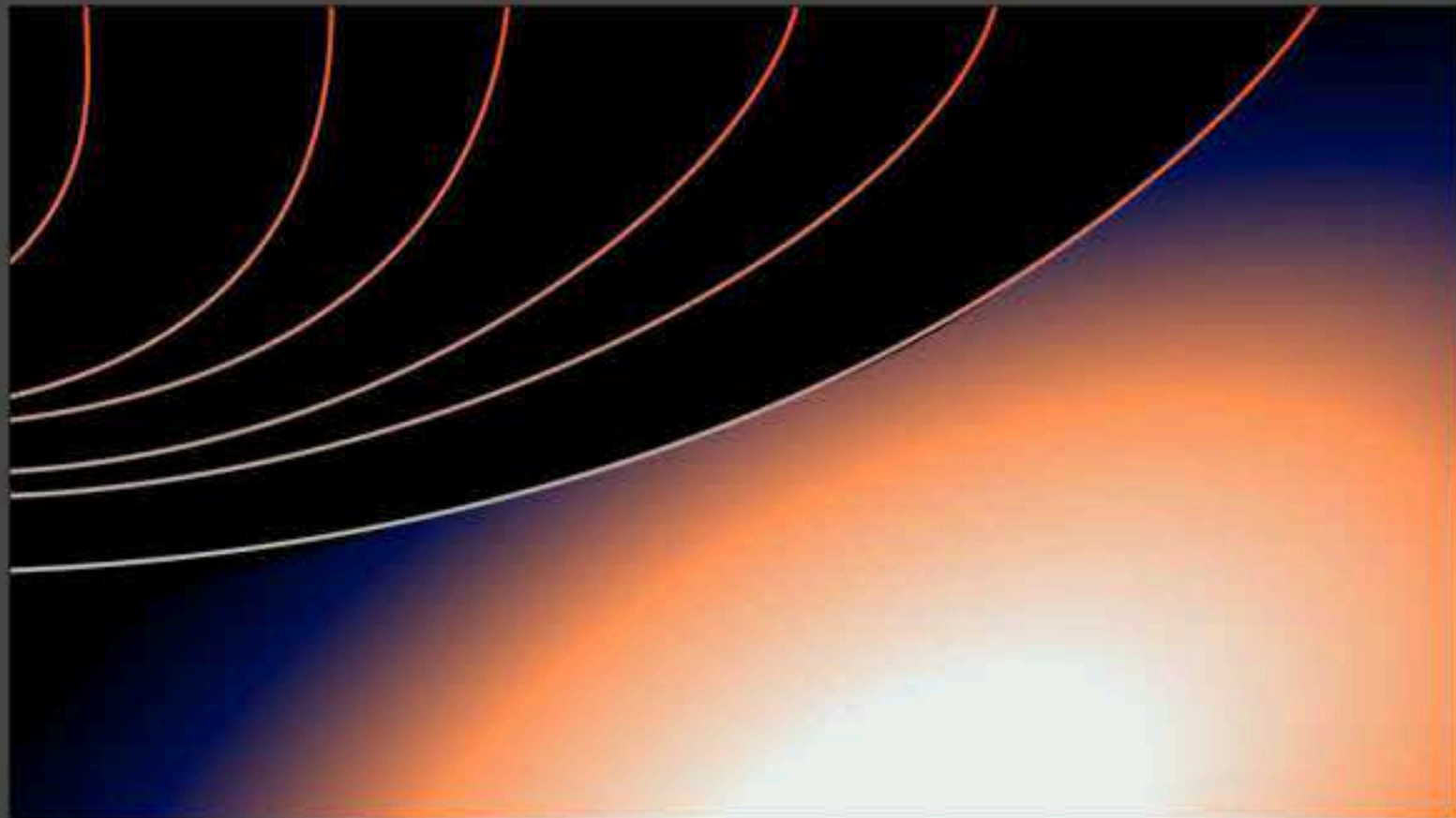
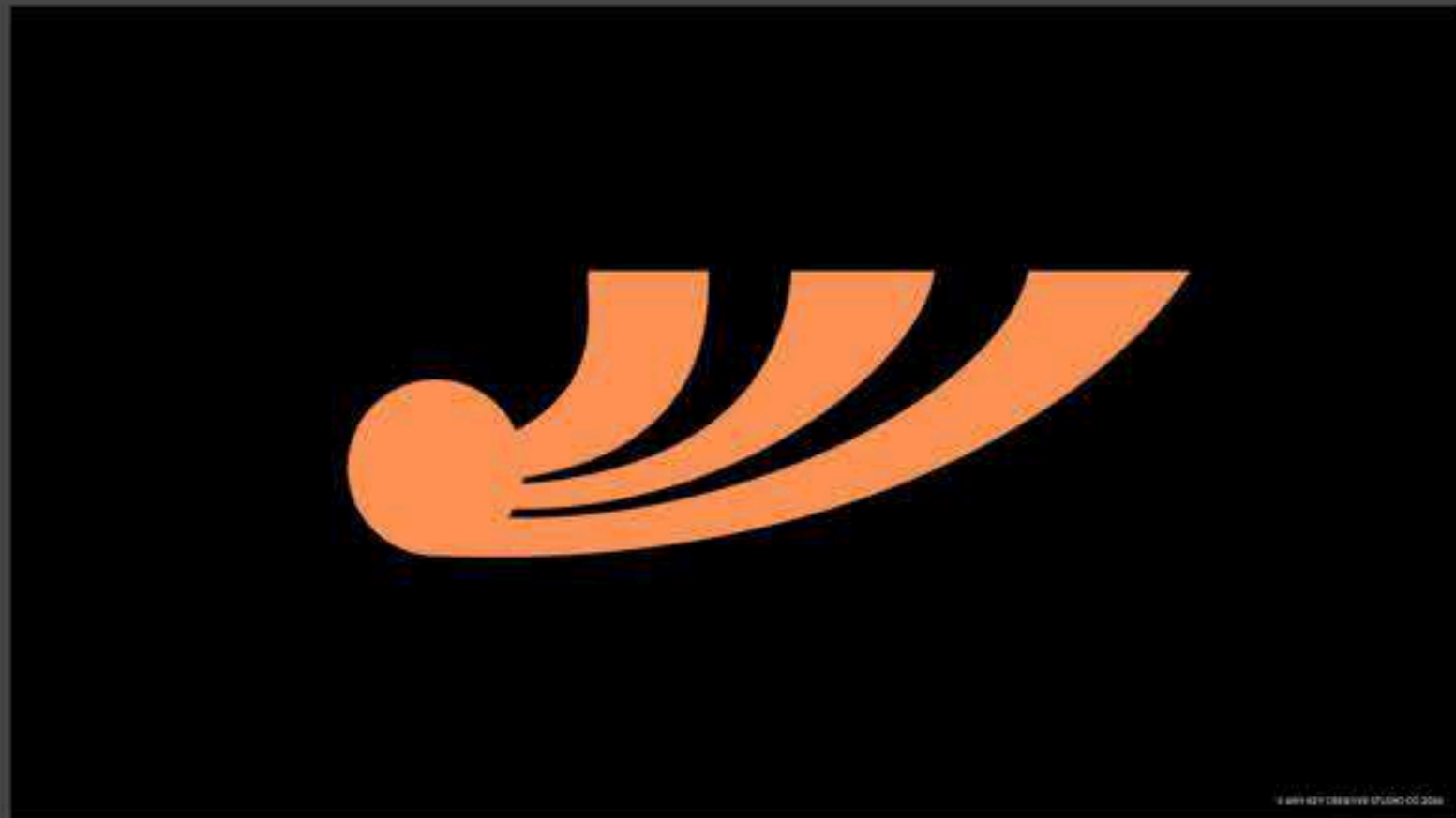
**MOMENTUM  
AEROSPACE**



**MOMENTUM  
AEROSPACE**



**MOMENTUM  
AEROSPACE**



# MOMENTUM AEROSPACE

SOMEWHERE BETWEEN THE FUEL AND THE FUTURE.

We started with a very simple belief that the way things move — the fundamental act of going from one place to another — hasn't been rethought in the way it deserves.

The underlying principle of what it means to generate force and apply it with intention. Everything we do traces back to that one conviction, and honestly, everything we plan to do for the next fifty years probably does too.



SOMEWHERE BETWEEN  
THE FUEL AND THE FUTURE

We built everything around that one idea.

<p>01 <b>Fire and patience</b></p> <p>We started with a very simple belief that the way things move — the fundamental act of going from one place to another — hasn't been rethought in the way it deserves. Not the vehicles. Not the payload. The motion its</p> <p>er — hasn't been rethought in the way it</p>	<p>02 <b>One material</b></p> <p>We started with a very simple belief that the way things move — the fundamental act of going from one place to another — hasn't been rethought in the way it deserves. Not the vehicles.</p> <p>Not the payload. The motion its</p>	<p>03 <b>Quiet until it isn't</b></p> <p>We started with a very simple belief that the way things move — the fundamental act of going from one place to another — hasn't been rethought in the way it deserves.</p> <p>Not the vehicles. Not the payload. The motion its — hasn't been rethought in the</p>
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# NOT JUST THE MISSION

The engine behind it.

# QUIET UNTIL IT ISN'T

We keep thinking about what happens when getting somewhere stops being the hard part. That's the whole company, really.

product

# MOMENTUM AEROSPACE

We don't predict the future.  
We engineer readiness.

Aerospace systems  
for modern defence.

Legacy built the industry

Integrated

defining





Innovation at altitude.  
Precision. Performance. Aerospace.

ARCHITECTURES

# Engineering resilience:

lessons from next-generation platform development

Clarity is the  
product

ENVIRONMENTS

Innovation Brochure



We don't predict the future.  
We engineer readiness.

Aerospace systems  
for modern defence.

Legacy built the industry.

Company



**MOMENTUM  
AEROSPACE**



Precision. Performance. Aerospace.  
Innovation at altitude.

advancing the edge of aerospace with Momentum Aerospace.

# Aerospace systems for modern defence.

Way out  
West exit Jubilee Plaza  
↑ DLR ↑  
↑ Elizabeth line ↑





# Client — NUMO Robotics

We built Numo Robotics from scratch — naming, identity, tone of voice, and brand archetype rooted in market research. The old name, Tank Bureau of Mamonov, no longer fit after ownership changes.

Hero and Creator archetypes drive the brand: practical solutions that reduce risk and raise effectiveness in combat operations.

The logo is the letter N, a depiction of their modular platform, and a repeating pattern — all in one mark. Military only. One of Ukraine's largest unmanned ground vehicle producers, featured in The Guardian, United24, and military media.



## HORIZONTAL LOCKUP

logo files here (confidential)

A comprehensive brand mark that includes a graphic element + text part. Used on title pages, main banners, official documents.

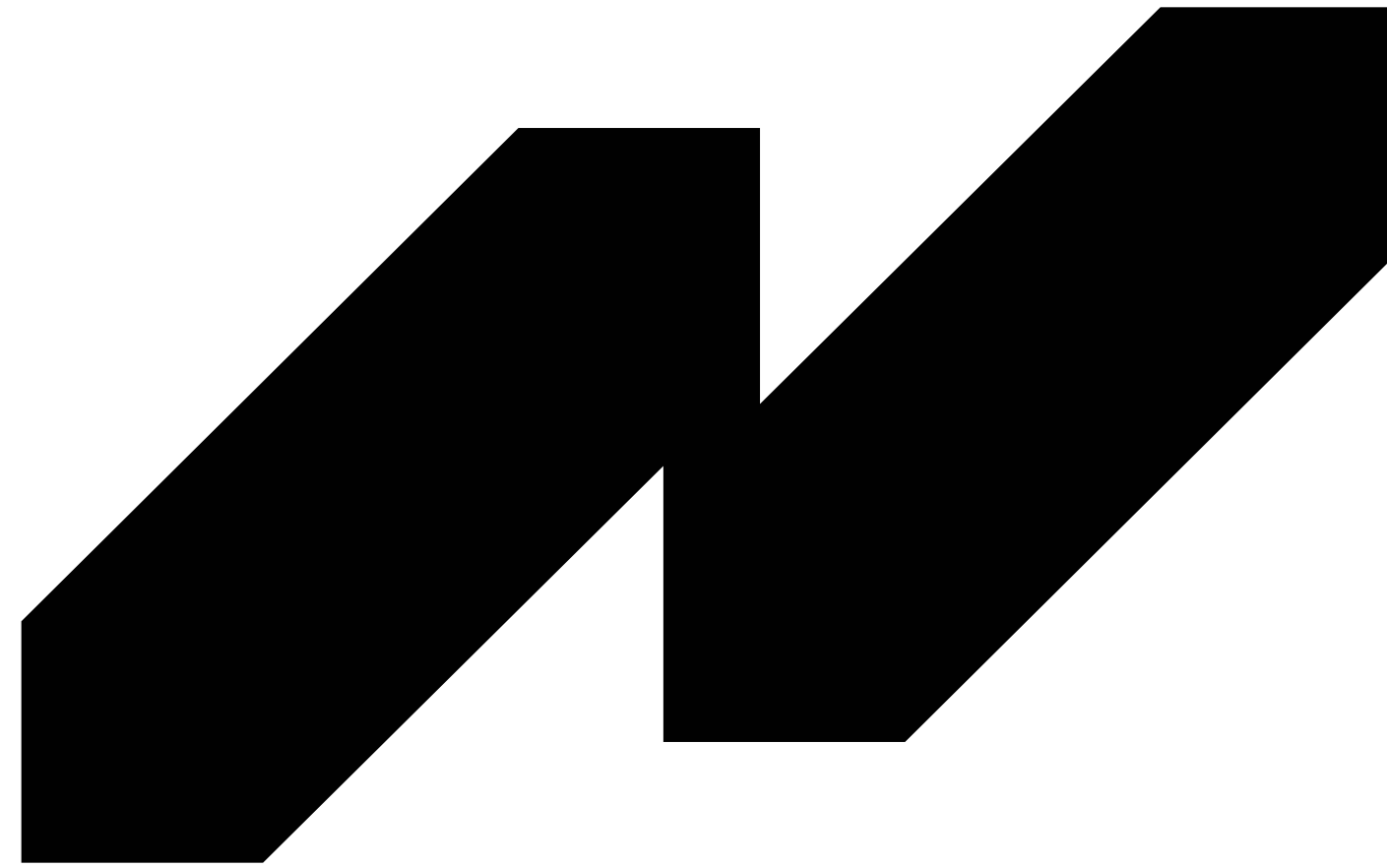
**Highest recognition and authority.**

Use the horizontal lockup (Logomark + Wordmark) for most applications where horizontal logo placement is appropriate. This is the "full logo" version.

**N** **NUMMO**  
**ROBOTICS**



**NULIMO**  
**ROBOTICS**

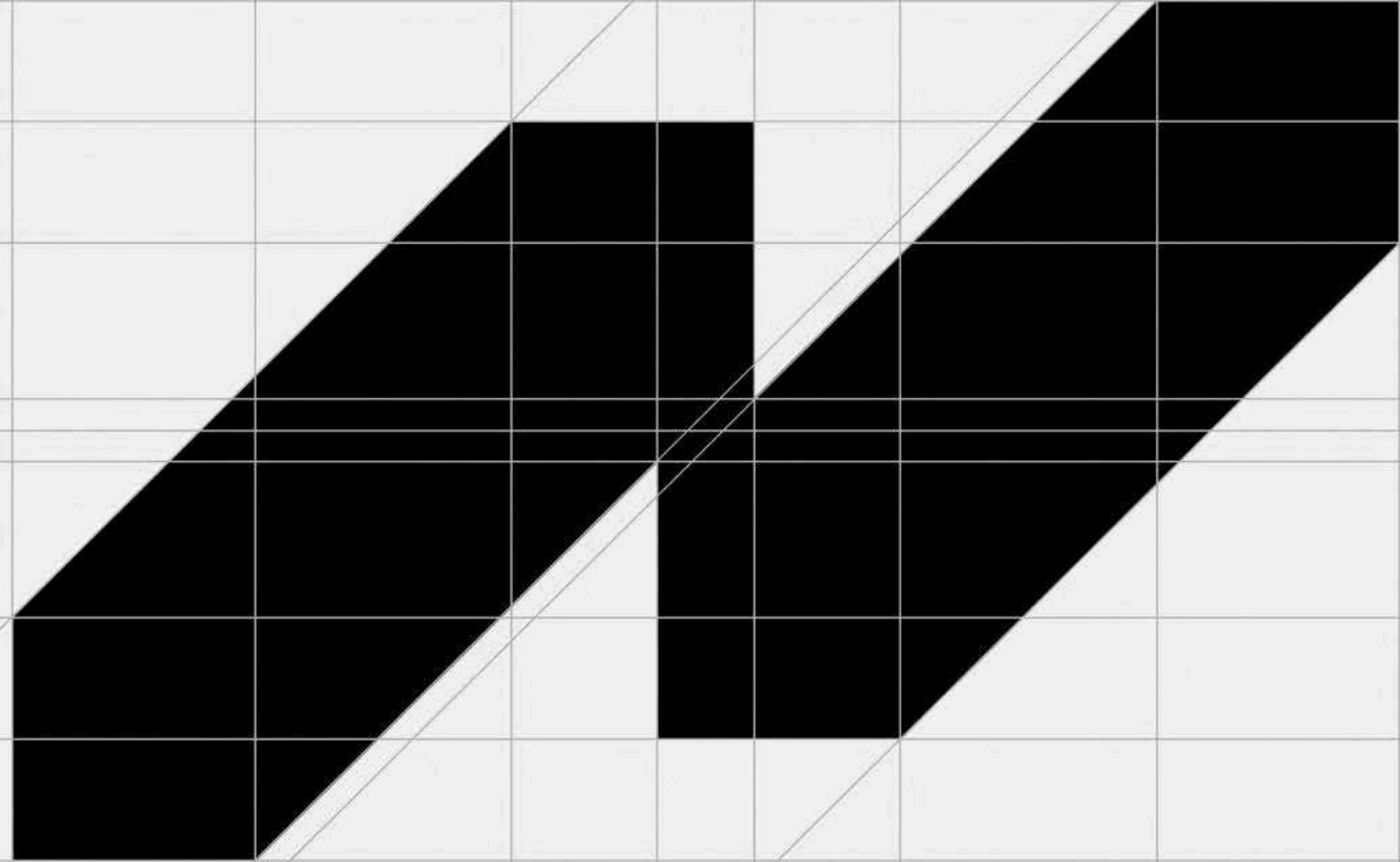


## Logomark

Graphic symbol without text.

Use the logomark when the full wordmark or lockup doesn't fit or when a simple mark works better — stamps, tags, watermarks, logos on equipment, website favicon

**Quick visual brand recognition.**





# 04 Typography

02 — **PERFORM TASKS, AND WE'LL TAKE CARE OF REPAIRS!**

01 — **NUMO  
ROBOTICS**

03 — **Ukrainian defence tech company that designs, manufactures and services modular ground robotic complexes (GRC).**

04 — Так, на NUMO можливо.  
NUMO стала основою для бойової системи Droid TW — дистанційно керованого розвідувально-ударного комплексу з бойовим модулем для кулеметів КТ-7.62 (ПКТ) або M2 Browning 12.7, розробленого у партнерстві з DevDroid.

05 — **Наші мобільні бригади:**  
• приймають вузли поштою та ремонтують на власних потужностях  
• виїжджають на локацію за запитом  
06 — • проводять діагностику та усувають несправності на місці

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• приймають вузли поштою та ремонтують на власних потужностях  
• виїжджають на локацію за запитом  
06 — • проводять діагностику та усувають несправності на місці

05 — **Our mobile teams:**  
• receive components by mail and repair them at our own facilities  
• travel to your location upon request  
06 — • perform diagnostics and fix issues on-site

## Font Hierarchy [Ukrainian examples]

- SPRINTURA** — logo, high-importance accents, quotes, key messages
- Tektur** — headings, subheadings, short texts up to 3 lines, information requiring attention
- Raleway** — large volumes of information, body text, long texts, documentation, presentations

- 01 \_ Sprintura
- 02 \_ Tektur
- 03 \_ Tektur
- 04 \_ Raleway
- 05 \_ Tektur
- 06 \_ Raleway



## ***NUMO ROBOTICS -***

Ukrainian defence tech company that designs, manufactures and services modular ground robotic complexes (GRC).

NUMO became the foundation for the Droid TW combat system — a remotely controlled reconnaissance and strike complex with a combat module for KT-7.62 (PKT) or M2 Browning 12.7 machine guns, developed in partnership with DevDroid.

**SOOT**

HEX #080604

RGB 8, 6, 4  
CMYK 0, 25, 50, 97

**GROUND**

HEX #27221C

RGB 39, 34, 28  
CMYK 66, 64, 71, 74

**STEEL**

HEX#34454C

RGB 52, 69, 76  
CMYK 78, 59, 54, 40

**SALT**

HEX #FFFFFF

RGB 255, 255, 255  
CMYK 0, 0, 0, 0

**CHALK**

HEX #EDECDA

RGB 242, 237, 221  
CMYK 4, 4, 13, 0

**CLAY**

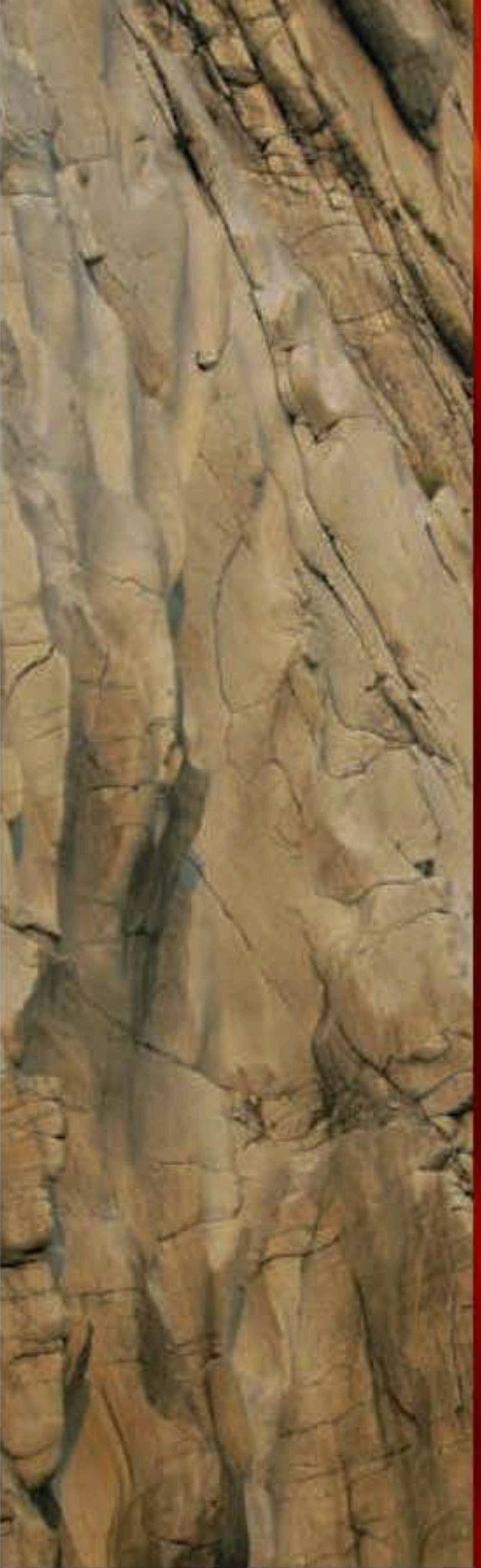
HEX #968969

RGB 150, 137, 105  
CMYK 41, 39, 63, 8

**HEAT**

HEX #FF814B

RGB 255, 129, 75  
CMYK 0, 62, 75, 0



**SOOT**

HEX #080604

RGB 8, 6, 4  
CMYK 0, 25, 50, 97

**GROUND**

HEX #27221C

RGB 39, 34, 28  
CMYK 66, 64, 71, 74

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**SALT**

HEX #FFFFFF

RGB 255, 255, 255  
CMYK 0, 0, 0, 0

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RGB 242, 237, 221  
CMYK 4, 4, 13, 0

**CLAY**

HEX #968969

RGB 150, 137, 105  
CMYK 41, 39, 63, 8

**HEAT**

HEX #FF814B

RGB 255, 129, 75  
CMYK 0, 62, 75, 0



## Ukrainian Army Officially Adopts NUMO Robotic Platform for Combat and Logistics

Ukraine's Ministry of Defense has officially codified and approved the NUMO ground robotic complex for use in military units.

Tank Bureau, the Ukrainian developer of the multi-purpose ground robotic complex, shared the details with Militarnyi on October 8.

According to Militarnyi NUMO is a multi-purpose tracked platform designed to perform both logistical and combat tasks in high-risk areas. It can deliver ammunition, food, or equipment to troops on the front line, significantly reducing risks for personnel of the Armed Forces of Ukraine.

The modular system allows for a wide range of configurations, including the installation of turrets, relay masts, barbed-wire cutters, or mine-clearing trawls. NUMO can carry up to 300 kilograms of cargo, has a total weight of 620 kilograms, and offers a range of up to 25 kilometers—or 40 kilometers with additional batteries—reaching speeds of up to 7 km/h.

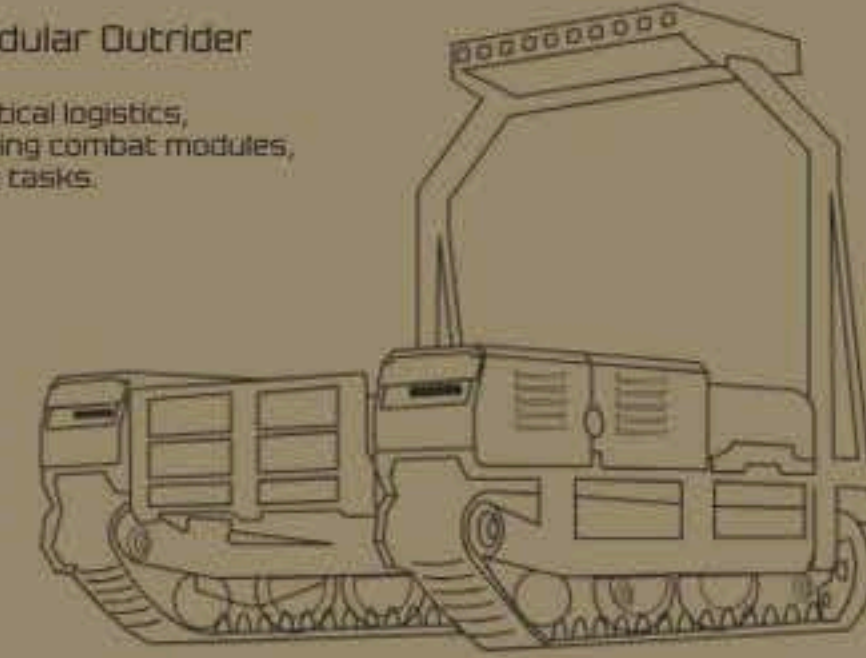
The platform can be deployed in under 10 minutes and has a ground clearance of 235 millimeters, Militarnyi reported.

According to the developers, NUMO supports five types of communication—Wi-Fi, LTE, DTC, Silvus, and Starlink—allowing for flexible control in various combat environments.

NUMO also serves as the base for the Droid TW combat system, a remotely operated reconnaissance and strike platform equipped with a KT-7.62 (PKT) or M2 Browning 12.7 mm machine gun. The Droid TW-12.7 variant, jointly developed by Tank Bureau and DevDroid, is already being used by 30 brigades on the front line.

### NUMO - Nomadic Universal Modular Outrider

A universal platform for tactical logistics, casualty evacuation, mounting combat modules, and performing engineering tasks.



The modular system allows for a wide range of configurations, including the installation of turrets, relay masts, barbed-wire cutters, or mine-clearing trawls. NUMO can carry up to 300 kilograms.



**CONTACT US**

+380 800 300  
755sales@numorobotics.com




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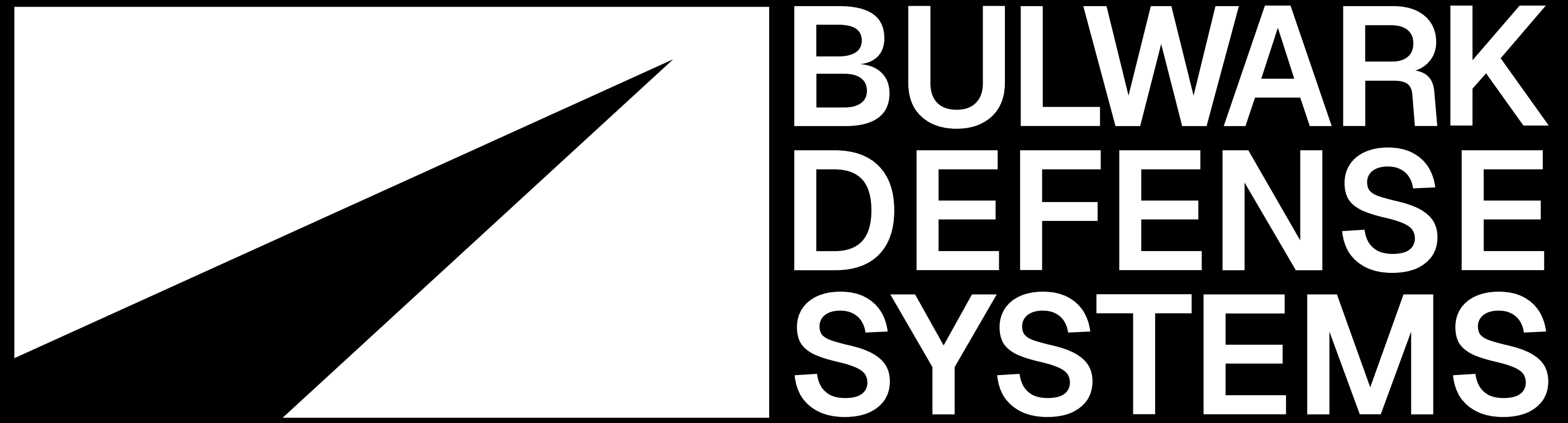
### NUMO ROBOTICS -

Київська defence tech компанія,

яка проектує, виробляє та

обслуговує модульні наземні роботизовані комплекси (НРК).





# Client — Bulwark Defense Systems

We built Bulwark's brand and website military to the core — because that's exactly what they are. No dual-use, no civilian crossover. Artillery only. The identity system speaks directly to procurement officers and VCs, translating complex fuze technology into clear, credible communication. Every element signals reliability, because in defense, trust is the first gate, not the last.

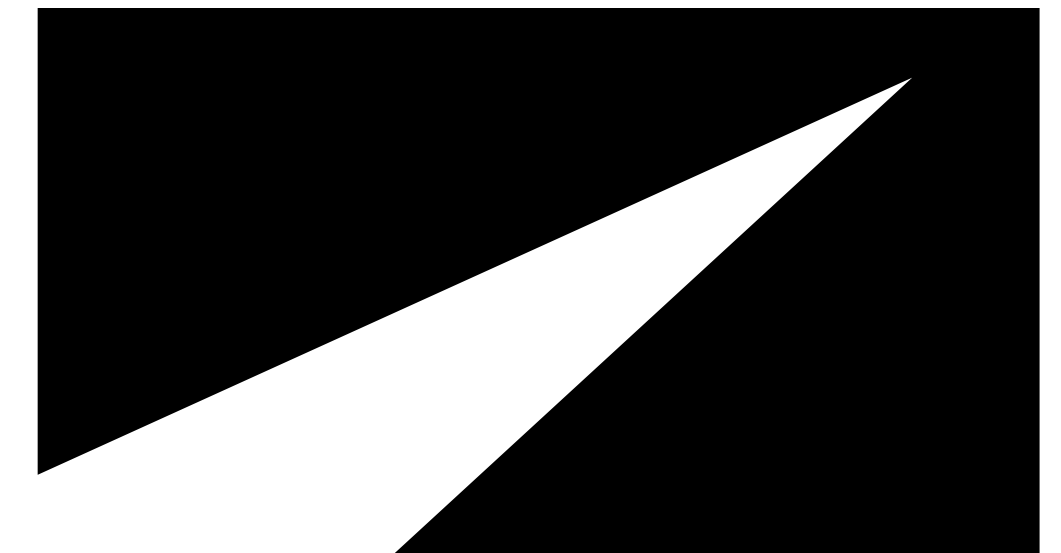
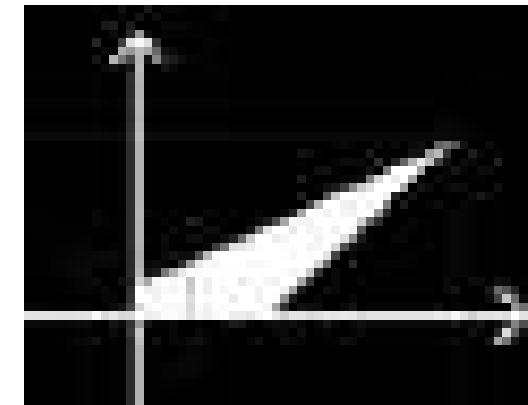
Bulwark Defense Systems makes GPS-independent smart fuzes that lock onto moving targets in jammed environments. The technology is precise. They needed an identity that could stand next to billion-dollar contractors and hold its ground.

**Website**

<https://buldefsys.eu/>

## CORE OF THE VISUAL CONCEPT

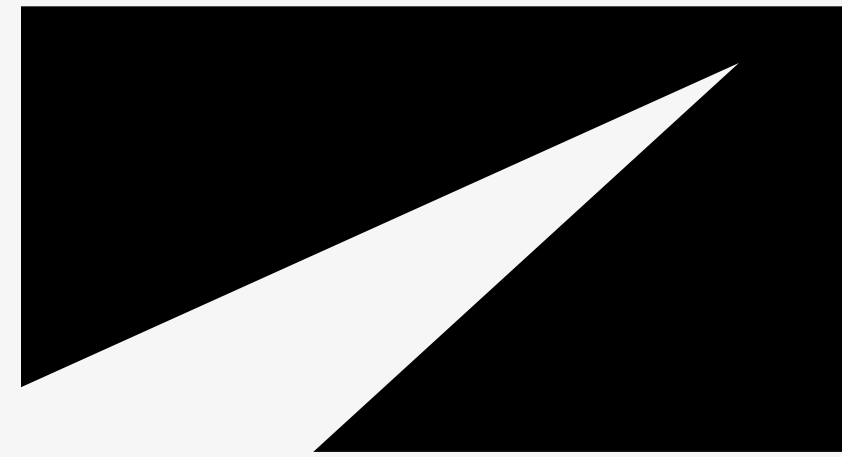
The strike path symbol is the brand's shorthand.  
It illustrates a missile's trajectory—direct, precise, purposeful.



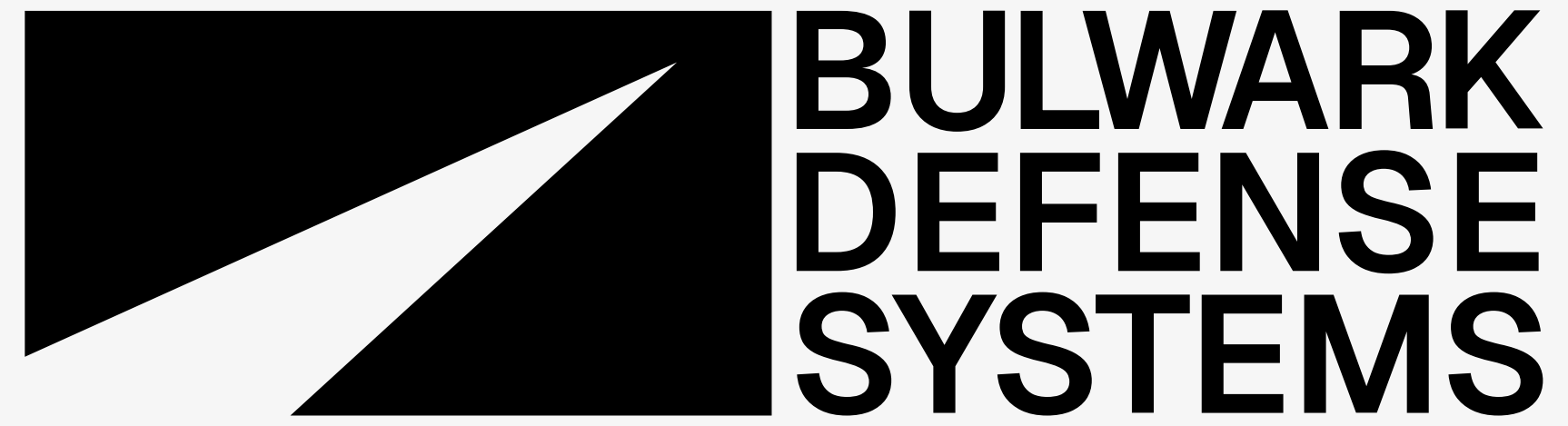
Pass



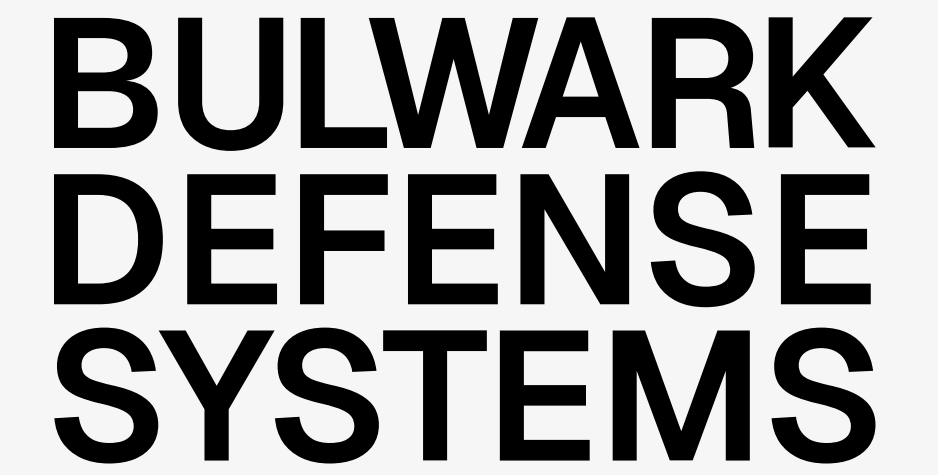
STRIKE PATH



logomark



main horizontal lockup

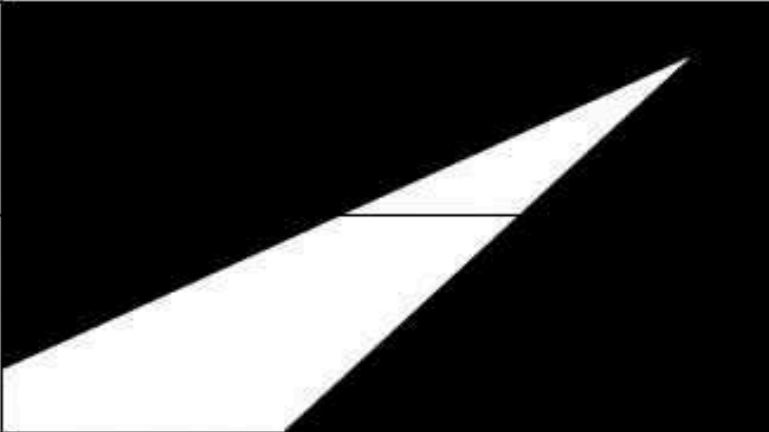


logotype

### MAIN HORIZONTAL

Use this full horizontal lockup (symbol + wordmark) for most applications where a horizontal logo fits.

- Priority: Try this first. Use alternate/stacked lockups only when space is too narrow or vertical.
- Clear space: Keep at least X of empty space on all sides (as shown). No text or graphics inside this area.
- 

	X		X	
	X			
	X	<b>BULWARK DEFENSE SYSTEMS</b>	X	



# GEIST

Use Geist as the typeface across all applications.

- Role: Primary and exclusive brand font.
- Sizing: Always keep large enough for clear legibility.
- Styling: All weights and styles may be used when appropriate.

Aa

font-  
**GEIST**

ABCDEFGHIJKLMNQ

RSTUVWXYZ

abcdefghijklmnop

0123456789.(?&\$)!

Color

PRIMARY PALETTE

Use only these brand colours across all materials. No custom tints, gradients, or off-palette mixes.

Print note: when black is needed, use standard Process Black (100K / CO MO YO K100).

**White**

HEX #FFFFFF

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

**Black**

HEX #000000

RGB: 0, 0, 0

CMYK: 0, 0, 0, 100

**Mist**

HEX #F6F6F6

RGB: 246, 246, 246

CMYK: 0, 0, 0, 4

**Haze**

HEX #C6CED9

RGB: 198, 206, 217

CMYK: 9, 5, 0, 15

**Ash**

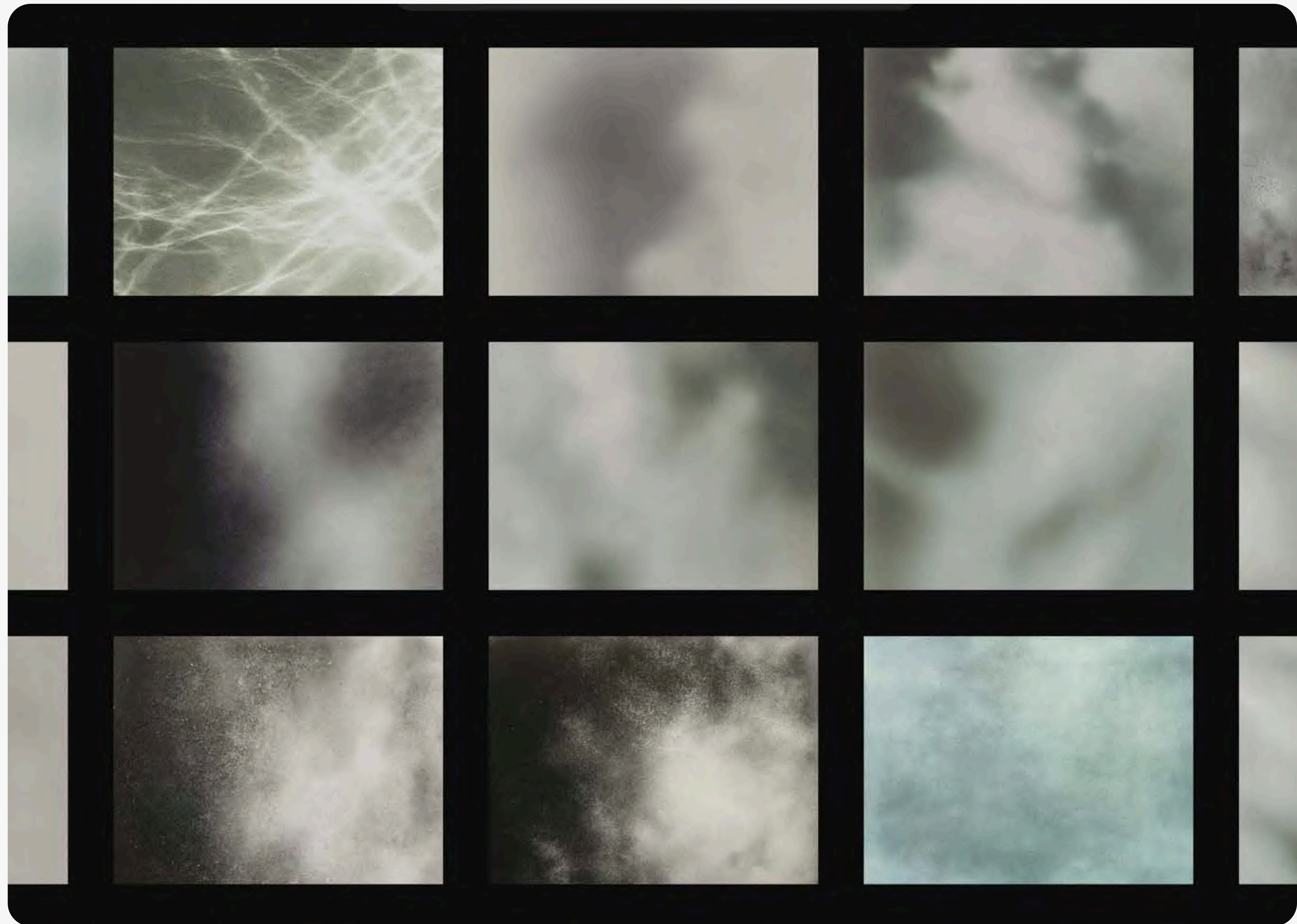
HEX #262626

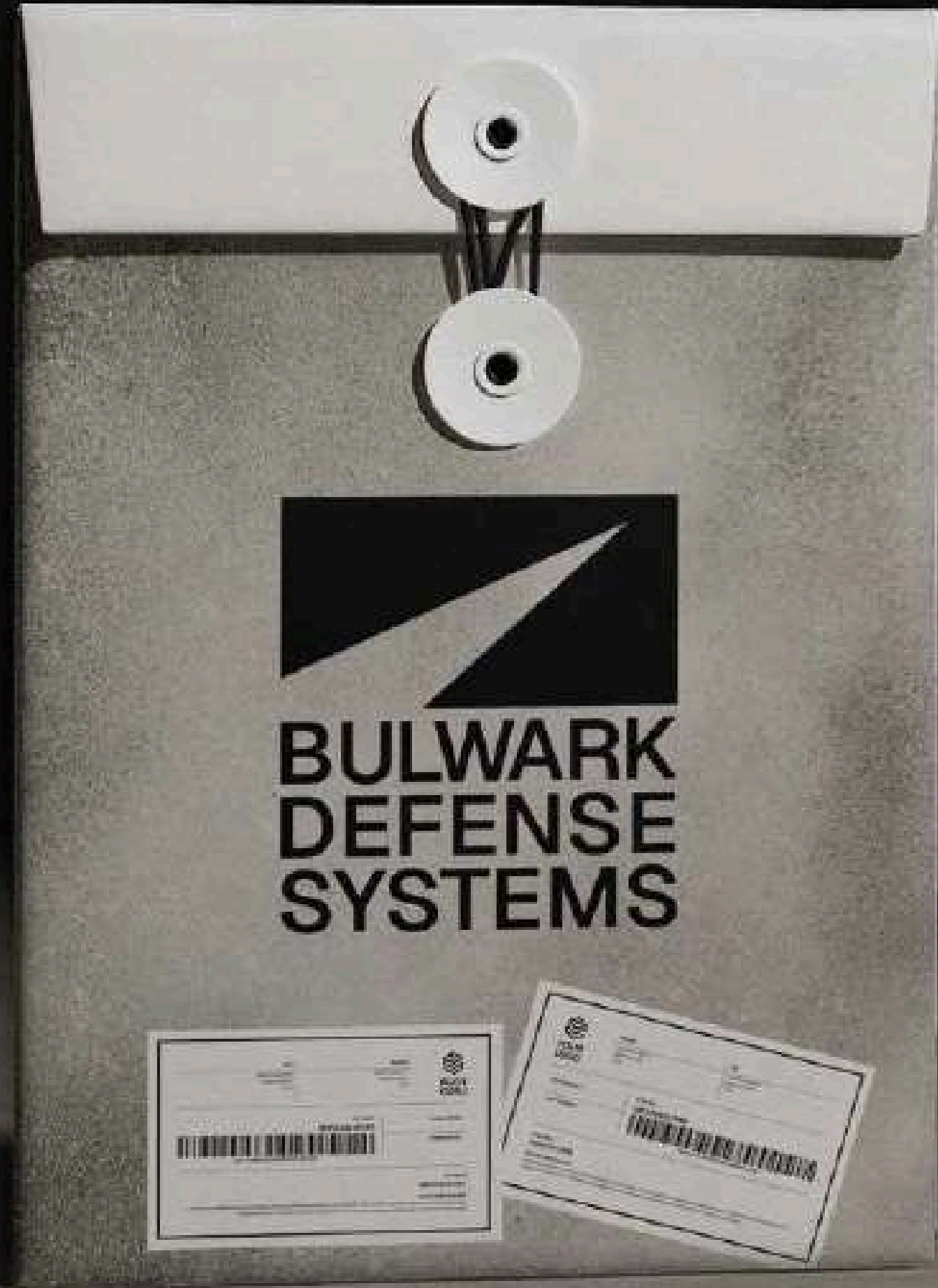
RGB: 38, 38, 38

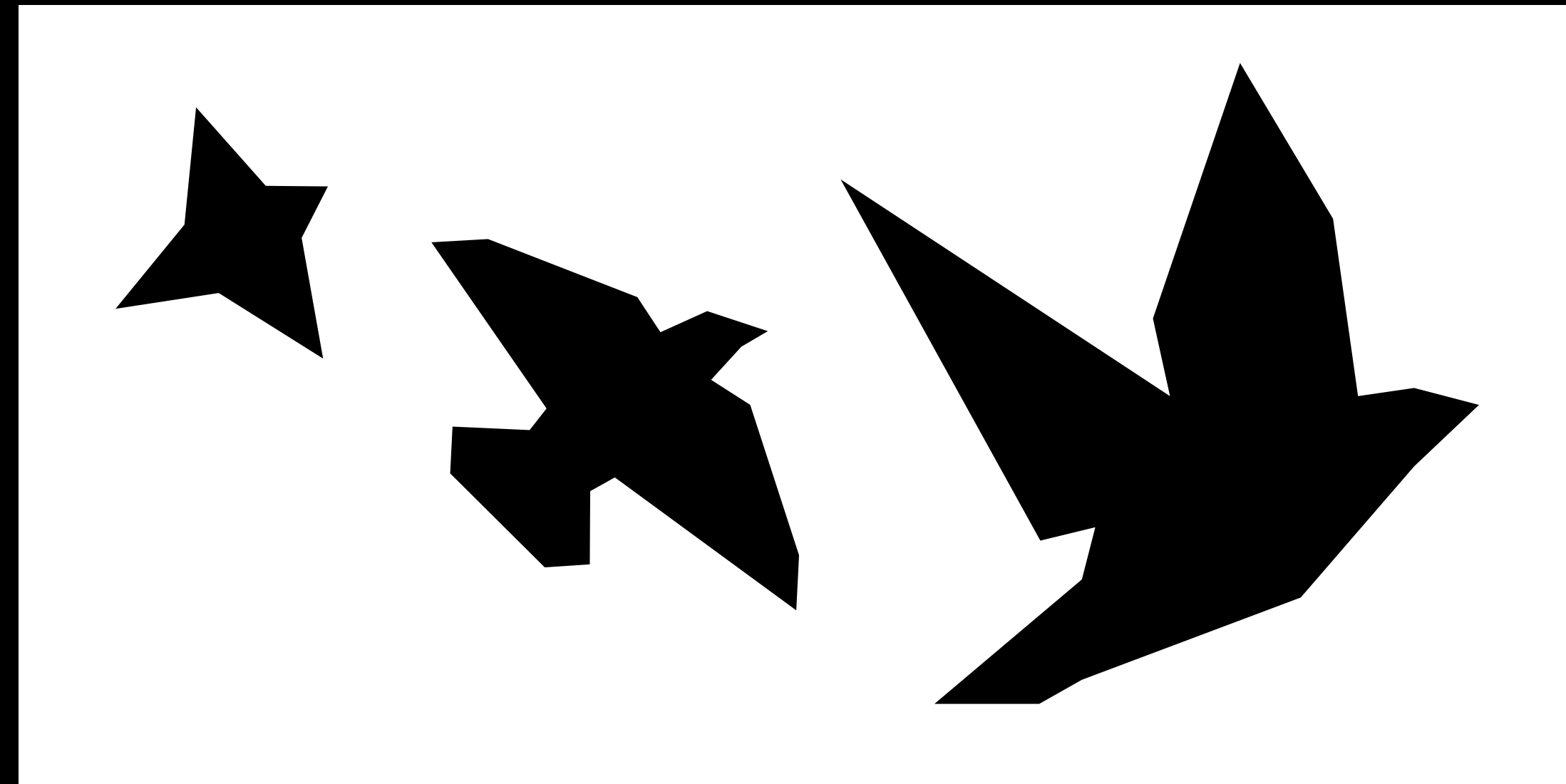
CMYK: 0, 0, 0, 85

## MOOD BOARD OF TEXTURES

Use these textures for presentations and digital assets (these are ai generated and royalty free)







**LUFTSCHAR**

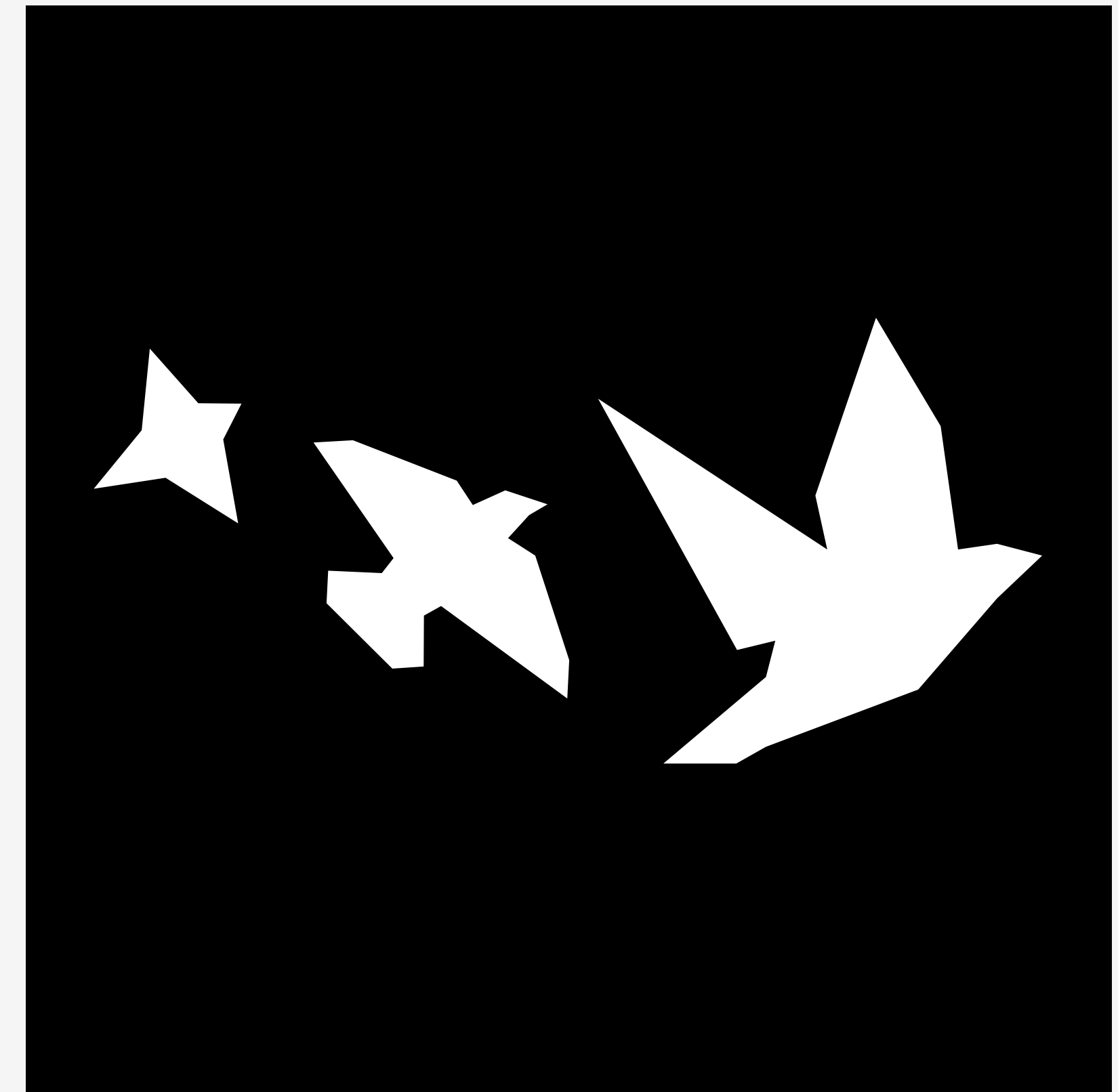
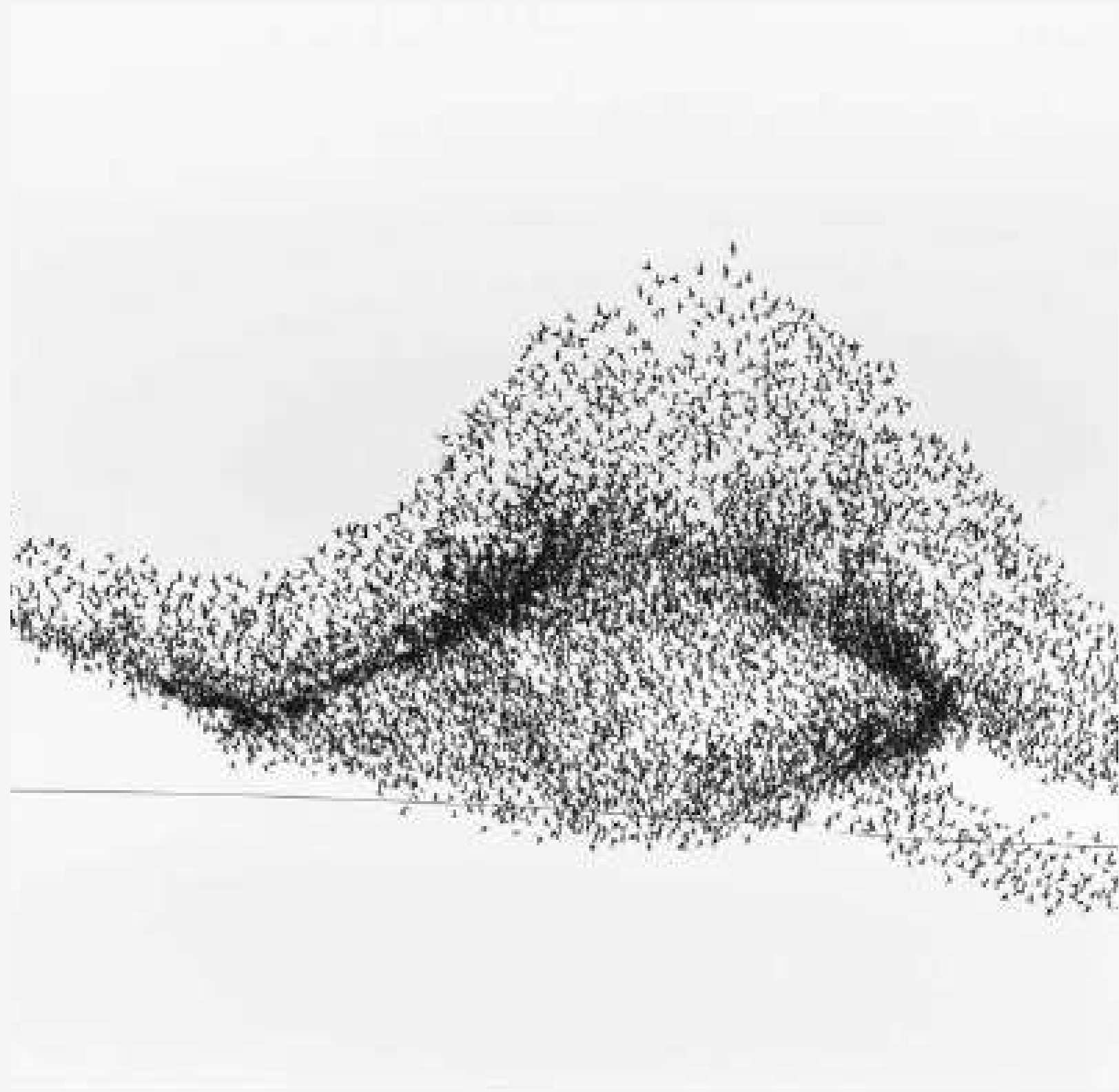
# Client — Luftschar

We built Luftschar's brand around a murmuration — the way starlings move as one coordinated body. It's a direct translation of how their swarm technology works: many drones, one pilot, fluid coordination. That concept is the key to the logo, the identity system, and every brand application from pitch decks to 3D-printed hardware.

Luftschar builds autonomy modules that let one operator control multiple drones without GPS — used in both military and civil applications. They had working tech and growing demand, but a visual identity that couldn't be used in most scenarios. The old logo fell apart at small scales and said nothing about what makes their product different. We fixed that.

## CORE OF THE VISUAL CONCEPT

Starlings navigate visually—tracking about seven neighbors at a time. That same logic powers Luftshar. Native to Ukraine and famous for the world’s biggest murmurations, the starling embodies our mission.



Murmuration



Starling Navigation



Logo

## MAIN HORIZONTAL LOCKUP

Use this full horizontal lockup (symbol + wordmark) for most applications where a horizontal logo fits.





**LUFTSCHAR**

### SOME LOGO PALETTE VARIATION

Use these approved colour pairs when the primary lockup doesn't fit the layout. Stick to them to keep contrast and brand consistency.

In all contexts.



## PRIMARY PALETTE

Use only these brand colours across all materials.

Print note: when black is needed, use standard Process Black or “Double Black” (all CMYK values to be asked at a specific print-shop of your choice)

**Wing White**  
HEX #FFFFFF  
RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0

**Thicket Sage**  
HEX #A0AA82  
RGB: 160, 170, 130  
CMYK: 40, 25, 55, 1

**Murmur Black**  
HEX #000000  
RGB: 0, 0, 0  
CMYK: 0, 0, 0, 100

**Beak Gold**  
HEX #E6B400  
RGB: 230, 180, 0  
CMYK: 10, 30, 100, 0

**Roost Umber**  
HEX #876E55  
RGB: 135, 110, 85  
CMYK: 40, 50, 65, 20

**Perch Olive**  
HEX #55644B  
RGB: 85, 100, 75  
CMYK: 65, 45, 72, 30

WING WHITE

Color

BEAK GOLD

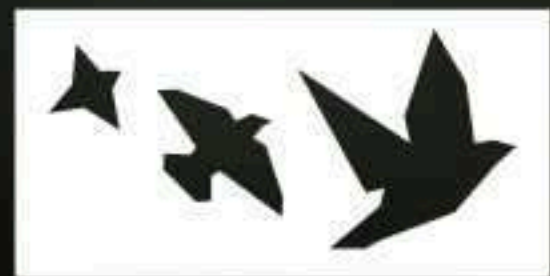
THICKET SAGE

PERCH OLIVE

ROOST UMBER

MURMUR BLACK





**LUFTSCHAR**

Autonomous group navigation module for a swarm of drones

Modern UAV Challenges

**Single FPV kamikaze drones have an average success rate of only 10-20%**



Modern UAV Challenges

**Recon/bomber drones are bound by one-flight coverage**



Modern UAV Challenges

**Significant logistical and time costs for preparing each individual mission**



### Solution

An easily plug-in connectable module that transforms a group of individual drones into a **single, coordinated 'swarm'**.



drones

our module

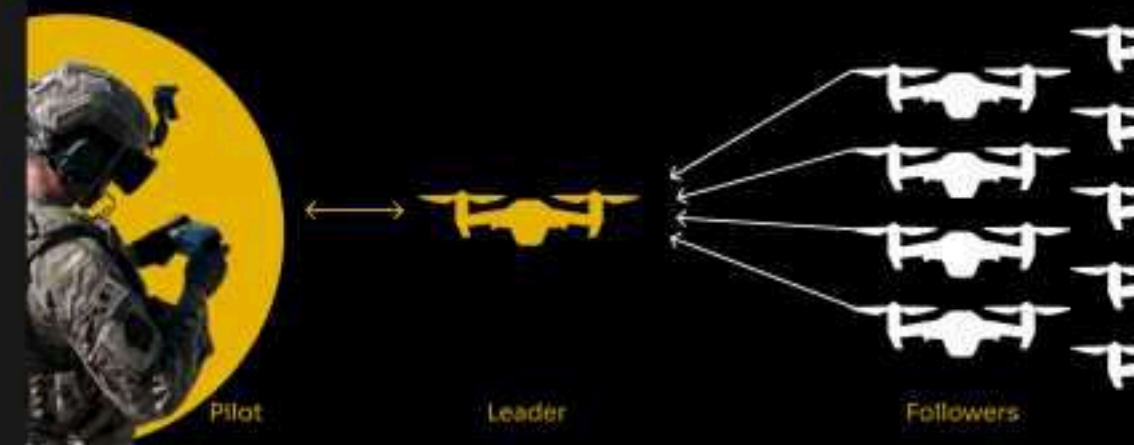
coordinated swarm

**EFFICIENCY** Allows a single operator to control an entire group as a single unit.

**VERSATILITY** Connects to any FPV quadcopter or bomber.

**FLEXIBILITY** The swarm can consist of different types of drones (kamikaze, scouts, bombers).

## How it works



Pilot

Leader

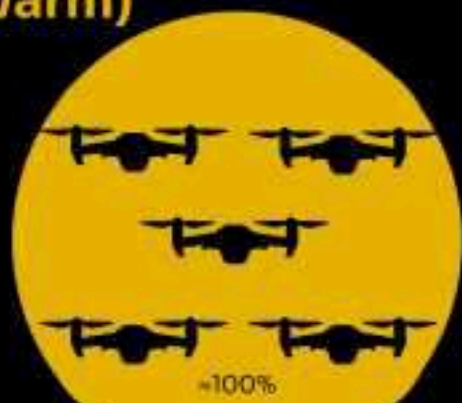
Followers

## Our unique advantage

- Components of European and British origin. No dependence on risky markets.
- Four engineers with deep expertise in robotics, UAVs, and direct contacts in the military sphere.
- Direct access to FPV platforms through a partnership with DroneAid Collective for rapid integration and implementation.
- The cost of the module is significantly lower than the value it adds by increasing the efficiency of each drone.

Application Scenarios

**Kamikaze swarms increase target hit probability from 10-20% (single drone) to ~100% (5-drone swarm)**



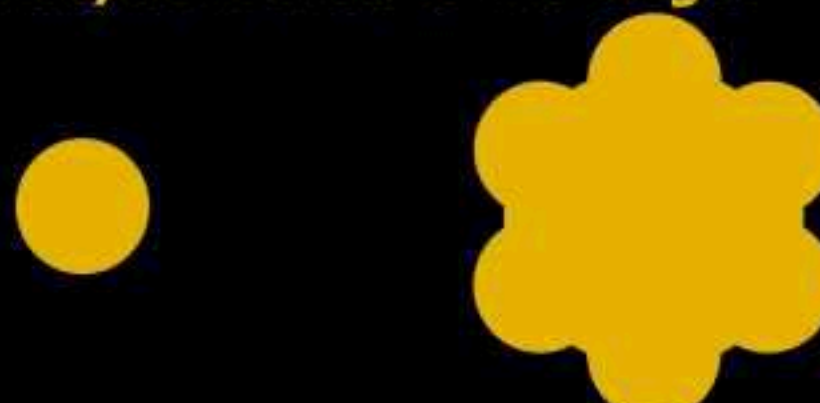
Application Scenarios

**Multiple increase in reconnaissance area**



Application Scenarios

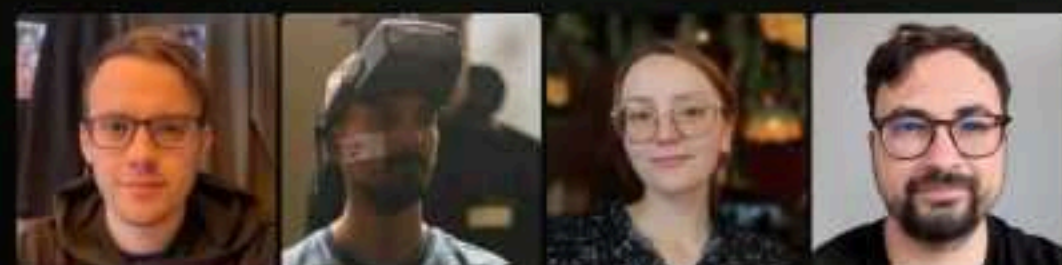
**Multiple increase of the total payload (bombs) delivered to the target**



## Roadmap



## TEAM



Ihor Burian

Anton Chaika

Daryna Datsenko

Vadym Vasylenko

radio communications

systems integration, FPV pilot

robotics

electronics and mechanical engineer

## Our Market

**120 k** advanced drones

**2 million** kamikadze drones

## Our Ask

**\$xxxxxxx** We are raising to fuel our launch





**LUFTSCHAR**

# SORA

Use Sora as the typeface across all applications.

- Role: Primary and exclusive brand font.
- Sizing: Always keep large enough for clear legibility.
- Styling: All weights and styles may be used when appropriate.

**Aa**  
font-  
**SORA**

ABCDEFGHIJKLMN  
QRSTUVWXYZ  
abcdefghijklmnop  
0123456789.(?&\$)!



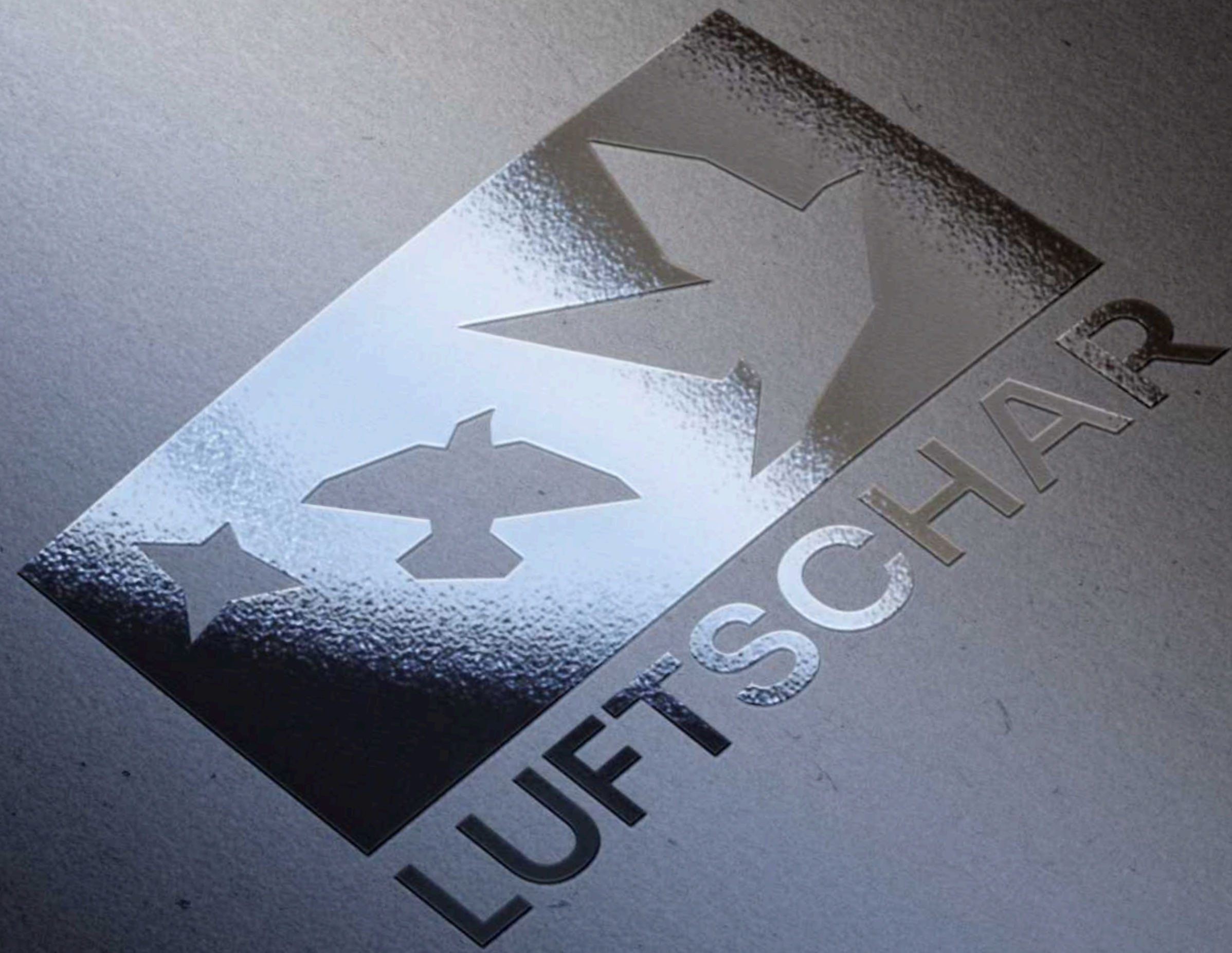
# LUFTSCHHA

antchaika@drone-aid.pt



A close-up photograph of a light green t-shirt. The shirt has a dark blue ribbed crew neck collar. On the chest, there is a dark blue logo consisting of a stylized star with a trail of three smaller stars to its right. To the right of the star logo, the word "LUFTSCHAR" is printed in a bold, dark blue, sans-serif font.

 **LUFTSCHAR**





# Client — SECTA Research

**Website**

[www.sectaresearch.org/](http://www.sectaresearch.org/)

SECTA Research is a specialist advisory firm that uncovers how individuals and organizations bypass international sanctions. Governments and private-sector teams rely on SECTA for straight-talking, evidence-led reporting that exposes weak spots and keeps defenses airtight.

## **Challenge**

SECTA's old site and communications didn't reflect their depth of expertise—or their mission.

It felt crowded, dated, and anonymous. The brand lacked distinctiveness, which made recognition (and trust) harder to earn with high-stakes audiences.

SECTA also had a very specific ask: Build a text-first, deliberately restrained identity—bureaucratic and technocratic by design. More public-interest investigator than consultancy. (Closer to a documentarian style you might associate with open-source investigation teams)

## **Solution**

Grid System (Swiss-inspired). A standardized typographic grid became the backbone of every deliverable—site, reports, briefs, and print. The grid enforces hierarchy, keeps pages calm, and makes multi-author work look consistent.

**o secta**

# Keeping pace with evasion networks

- NEWS
- ABOUT
- EXPERTISE
- CONTACT

## Keeping pace with evasion networks

SECTA Research provides clear insights about sanctions circumvention for governments and the private sector. Our unique typology reporting helps organisations in all sectors to understand emerging sanctions evasion risks.

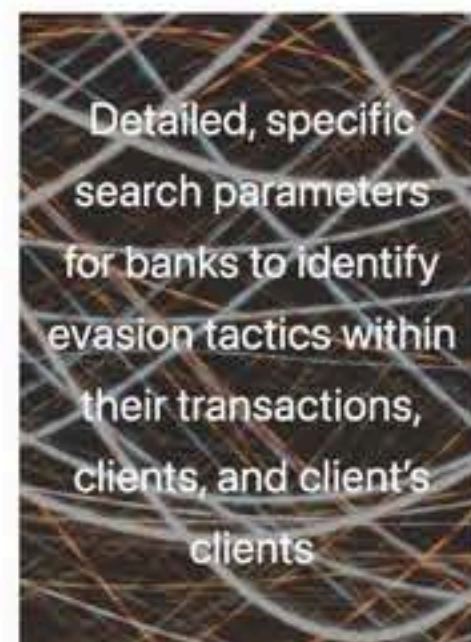
[Learn more](#) ↓

### About us

SECTA (Sanctions Evasion & Circumvention Typologies Alerts) fights sanctions and export control evasion networks. Our agile, intelligence-led investigations generate:



Real-world evasion typologies to assist targeted disruption efforts inside the financial sector and beyond



Detailed, specific search parameters for banks to identify evasion tactics within their transactions, clients, and client's clients

### Our rationale

Sanctions evaders move quickly but rely on trusted networks we can disrupt. They open and close shell companies around the world. They change routes, logistics and financing methods to ship military, dual-use and economic commodities while evading detection. Our investigations must be agile and action-oriented to disrupt them. But they rely on trusted networks, often involving people and businesses with a track record of sanctions circumvention, or close links to security and intelligence services, which we can identify. Identifying networks and network types will have a greater impact than

before

## About Us

### SECTA (Sanctions Evasion & Circumvention Typologies Alerts) fights sanctions and export control evasion networks. Our agile, intelligence-led investigations generate:

01

Unique, detailed typologies expressed as specific search parameters to help banks and companies identify evasion tactics within their clients and transactions. Businesses can use these search strings to identify high-risk populations of customers and transfers.

02

Intelligence-led reporting of new and emerging sanctions evasion and circumvention networks for government institutions, regulators and policy-makers.

Our rationale

Sanctions evaders move quickly but rely on trusted networks we can disrupt.

They open and close shell companies around the world. They change routes, logistics and financing methods to ship military, dual-use and economic commodities while evading detection. Our investigations must be agile and action-oriented to disrupt them.

after

Core of the visual concept

# Grid System

- simple
- precise
- official

- systemised
- text oriented
- trustworthy
- versatile
- for work



Sanctions evaders move quickly but rely on trusted networks we can disrupt. But they rely on trusted networks, often involving people and businesses with a track record of sanctions circumvention, or close links to security and intelligence services, which we can identify.

Identifying networks and network types will have a greater impact than targeting any single person or shell company, solving the "whack-a-mole" problem.

They open and close shell companies around the world. They change routes, logistics and financing methods to ship military, dual-use and economic commodities while evading detection.



They open and close shell companies around the world.

They change routes, logistics and financing methods to ship military, dual-use and economic commodities while evading detection.

Our investigations must be agile and action-oriented to disrupt them.

# secta

Sanctions evaders move quickly but rely on trusted networks we can disrupt.

Keeping pace with evasion networks

## SECTA Research

(Sanctions Evasion & Circumvention Typologies Alerts) fights sanctions and export control evasion networks.



secta

They open and close shell companies around the world. They change routes, logistics and financing methods to ship military, dual-use and economic commodities while evading detection.

Our investigations must be agile and action-oriented to disrupt them.

But they rely on trusted networks, often involving people and businesses with a track record of sanctions circumvention, or close links to security and intelligence services, which we can identify.

Identifying networks and network types will have a greater impact than targeting any single person or shell company, solving the "whack-a-mole" problem.



Contact Information  
(Phone, Email, Website)

Full Name  
Job Title

Keeping pace with evasion networks

They open and close shell companies around the world. They change routes, logistics and financing methods to ship military, dual-use and economic commodities while evading detection.



## WHITE

HEX #FFFFFF

RGB 255 255 255 255

CMYK 0, 0, 0, 0

## BLUE - GREY

HEX #F7F8FB

RGB 134 148 197 100

CMYK - (only for web)

## GREY

HEX #F6F6F6

RGB 246 246 246 100

CMYK 0, 0, 0, 4

## BLACK

HEX #000000

RGB 0 0 0 0

CMYK 00, 00, 00, 100

CMYK 60, 40, 40, 100\*

## BLUE

HEX #8694C5

RGB 134 148 197 100

CMYK 32, 25, 0%, 23

## PRIMARY PALETTE

Use the Uppercase Lockup only in documents, reports, and presentations when a single-line full name is required.

It reads heavier and more assertive—use sparingly to avoid visual overload.

secta  
research

Contact Information  
(Phone, Email, Website)

secta  
research

Contact Information  
(Phone, Email, Website)

secta  
research

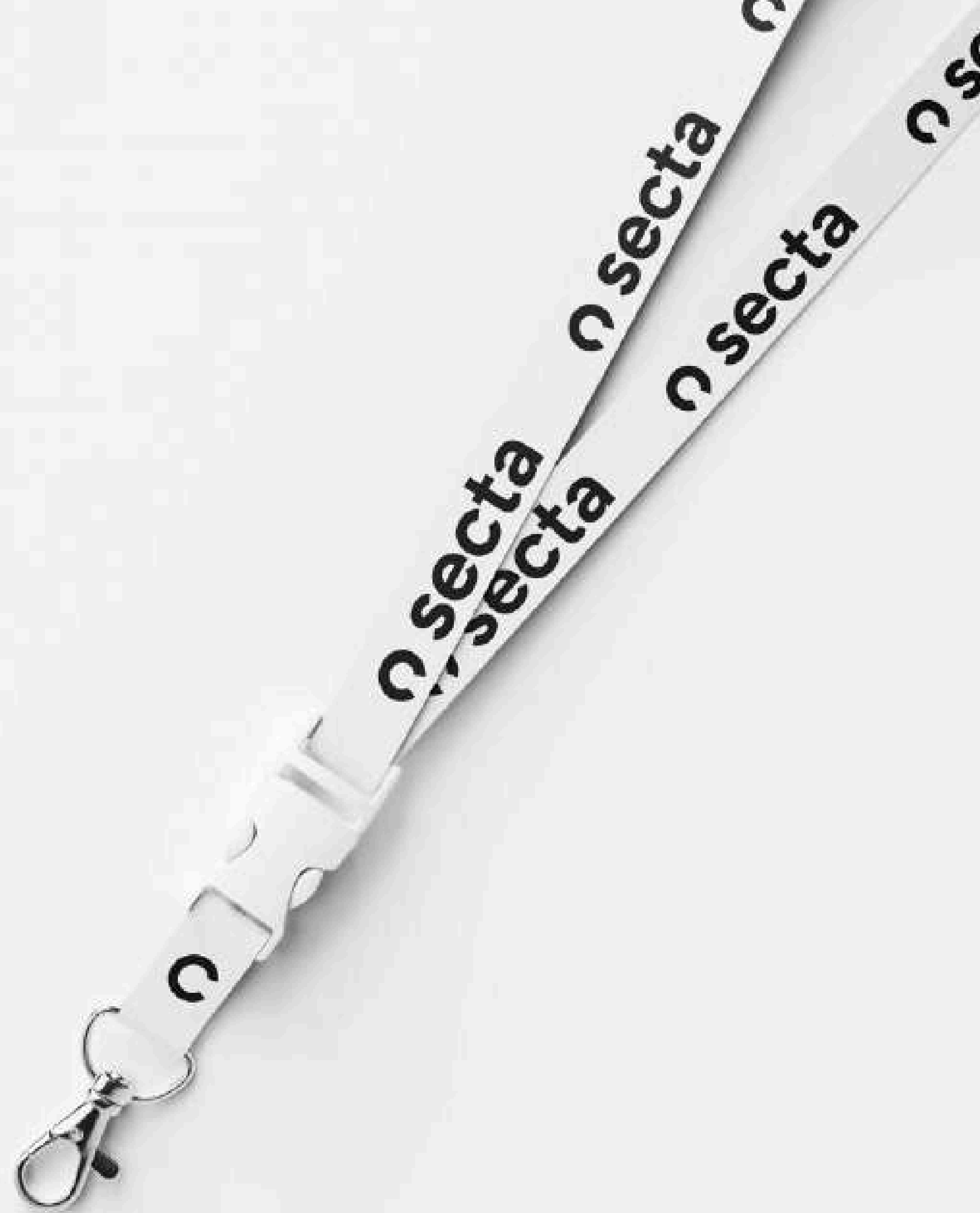
Full Name

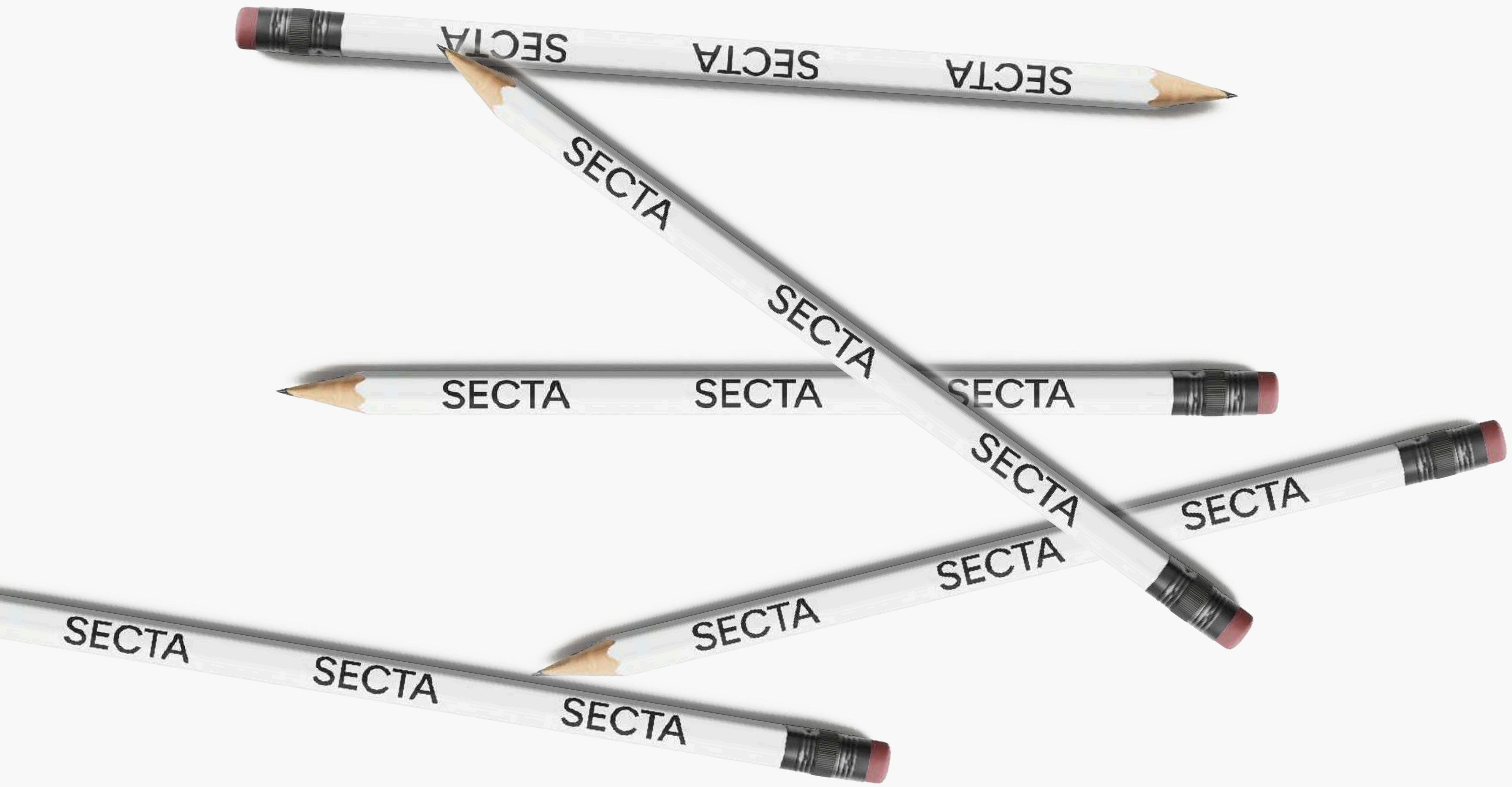
secta  
research

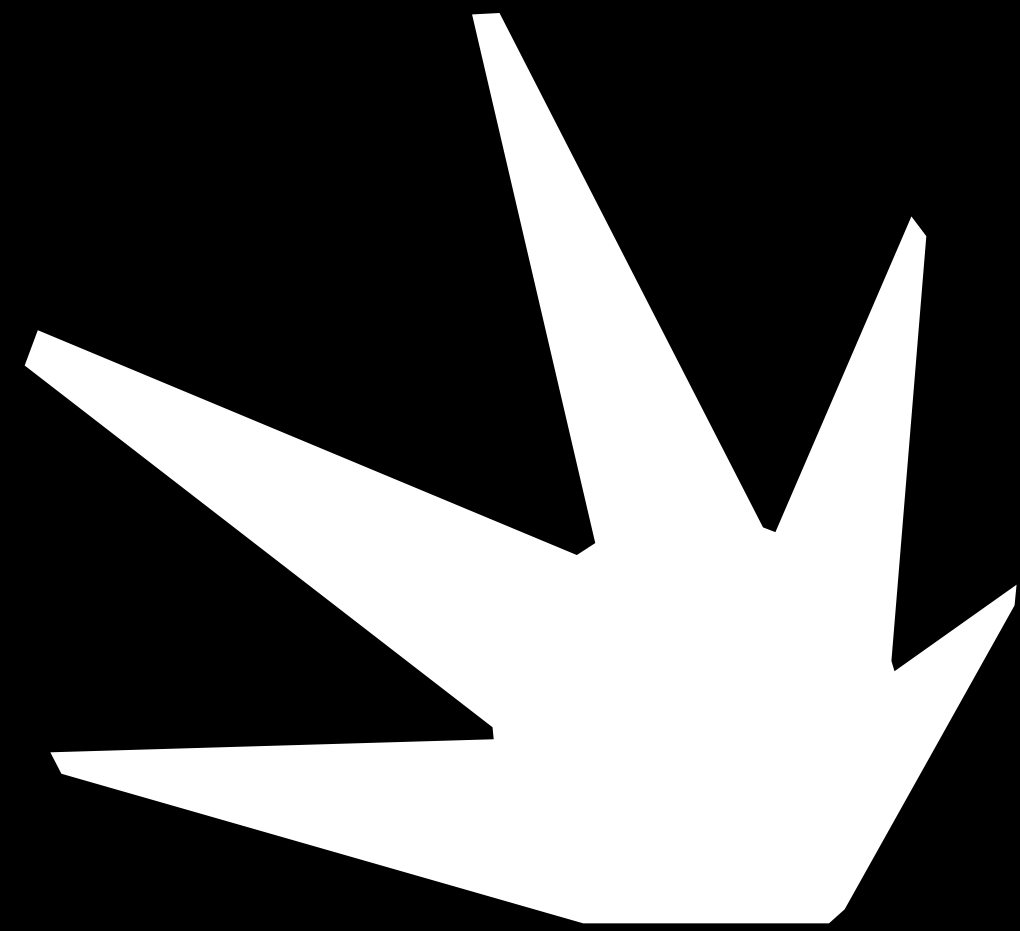
Full Name  
Job Titles

Contact Information  
(Phone, Email, Website)

Contact Information  
(Phone, Email, Website)







**ГУРТОМ  
ТА ВЩЕНТ**

# Hurtom ta Vshchent

Hurtom ta Vshchent ("Together and Beyond Repair") is one of Ukraine's most recognized podcasts.

Hosted by Serhiy Prytula—founder of one of the country's largest wartime charities—alongside comedian Anton Tymoshenko, it does something critical: gives people relief from the stress of war while raising money for defense and recovery.

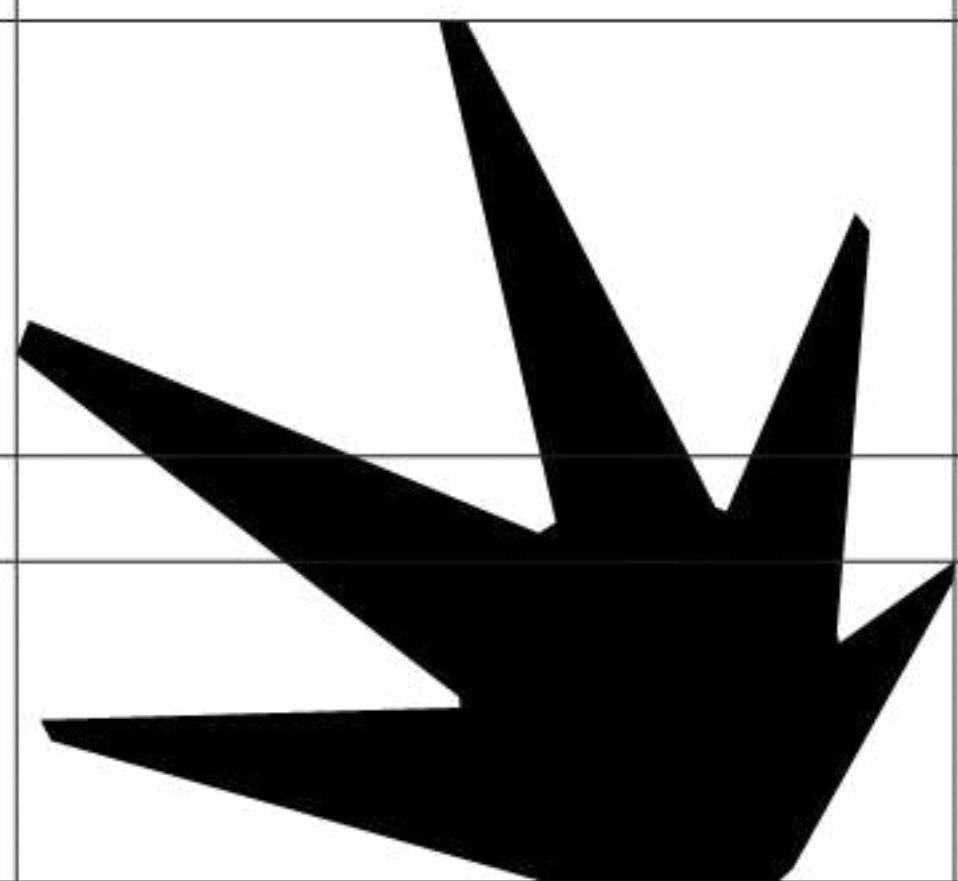
The foundation has mobilized tens of millions of dollars. The podcast had built strong brand recognition.

**Brand Guidelines:** Logo system, color palette, typography. Clear enough that anyone on the team can stay on-brand without needing design skills.

**Merch Strategy:** Pulled concepts directly from the podcast itself. Pitched ideas rooted in specific moments, recurring jokes, and the personalities people tune in for. Worked with the foundation's team to finalize what would sell and what could actually be produced.

**ГУРТОМ**

**ТА ВЩЕНТ**



ГУРТОМ

*x-height*

ТА ВЩЕНТ

*1/4 x-height*

α

α

ВІД СПІЛЬНОТИ

**ГУРТОМ ТА ВЩЕНТ**

**WHITE**

HEX #FFFFFF

RGB 255 255 255

CMYK 0, 0, 0, 0

**GREY**

HEX #DCD2CD

RGB 220, 210, 205

CMYK 13, 14, 15, 0

**ORANGE**

HEX #FF822D

RGB 255, 130, 45

CMYK 0, 65, 100, 0

**GREY 2**

HEX #322D28

RGB 50, 45, 40

CMYK 65, 65, 65, 65

**BLACK**

HEX #000000

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CMYK 00, 00, 00, 100

CMYK 60, 40, 40, 100\*







НЕ БУДЬ ПЕНЬКОМ



ГУРТОМ  
ТА ВЩЕНТ

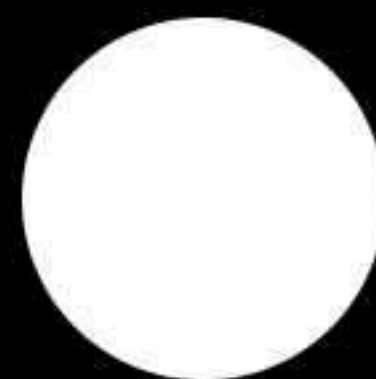


**Aa**

**ERMILOV**

**Aa**

**FIXEL**



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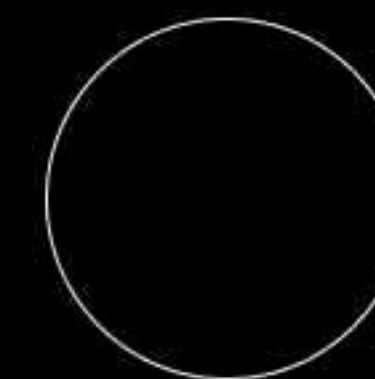
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CMYK 13, 14, 15, 0



ORANGE  
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CMYK 0, 65, 100, 0



GREY 2  
HEX #322D28  
RGB 50, 45, 40  
CMYK 65, 65, 65, 65



BLACK  
HEX #000000  
RGB 0 0 0  
CMYK 00, 00, 00, 100  
CMYK 60, 40, 40, 100\*

**ГУРТОМ  
ТА ВЩЕНТ**



**ГУРТОМ  
ТА ВЩЕНТ**



**Website**

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**email**  
**info@anykeystudio.com**

**designed by**

**anykey**