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Dubai, UAE

Barcelona, Spain

San Francisco, USA

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sf@tbto.com  
+1 408 386-6149

# Portfolio.



## To our agency

We're a community of partners who have converted **15 years of experience** in product management and marketing into an independent brand mastering philosophy. We translate the essence of business into a strong complex brand. We work with both large corporations and startups at the MVP stage. We form a team of experienced professionals for each specific case, control the process in detail from the initial idea to its visualization and bring any project to a result that we'll be proud of together with the client.

# Main services

## Strategy

Painstaking research, analysis of the target audience and testing of a dozen hypotheses – we do everything to develop a strategy that the brand will need to make the next step forward.

- › **Strategic consulting**
- › **Digital strategy**
- › **Brand strategy**
- › **Communication strategy**

# Main services

## Branding

To communicate correctly with a person, the philosophy, ideas and values of the brand must be assembled into a system of visual elements. A proper conversation with the market begins with branding.

- › Analytics and audit
- › Positioning
- › Naming
- › Identity
- › Corporate identity and brandbook
- › Data media production

# Main services

## Design

The most noticeable product on the shelf, a corporate sweatshirt that you don't want to take off, a digital product created according to all the UX canons, a new visual language for the urban space — all this depends on high-quality design.

- › Graphic design
- › Product design
- › Key visual
- › Packaging design
- › Environment design
- › Merch concepts

# Main services

## Digital

Sophisticated hubs, neat landing pages for the project and non-standard special projects for promotions /activations are the digital minimum. Without it, it's impossible to imagine a brand online today.

- › **Websites**
- › **Landing pages**
- › **Special projects**

# Services

## Creative

- › Development and implementation of creative frameworks
- › Big ideas and conceptualization
- › Creation of turnkey investment concepts

## PR / Event

- › Organization of presentations
- › Organization of exhibitions
- › Organization of non-standard events

## Content

- › Development and implementation of creative frameworks
- › Big ideas and conceptualization
- › Creation of turnkey investment concepts

## Consulting and training

- › Audit of marketing and sales department
- › Definition of communication rules and corporate values
- › Corporate workshops
- › Trainings on design thinking

## Production

- › Product management
- › Searching and assembling a team for the project
- › Project implementation control

## Exclusive

- › Tasks that are difficult to attribute to one category or another. It's obvious that they should be handled by a competent group of experts from various creative fields.

# Cases

- › Groovy
- › HQ! Coffee
- › Cheesy
- › Lemonature
- › MKKH3
- › McKinsey & Company Gang
- › Sber Eapteka Merch
- › Post Office
- › Probka Hall Wine
- › Polar Dawns
- › Prokofiev
- › QKLA
- › RENDIP
- › Yasno



# Cases

## Groovy

**Date:** 2019

**Tags:** Brand Strategy, Naming, Identity, Design, Creative, Packaging

Estimate Project

### Request

To rebrand a chain of specialty coffee shops.

### Solution

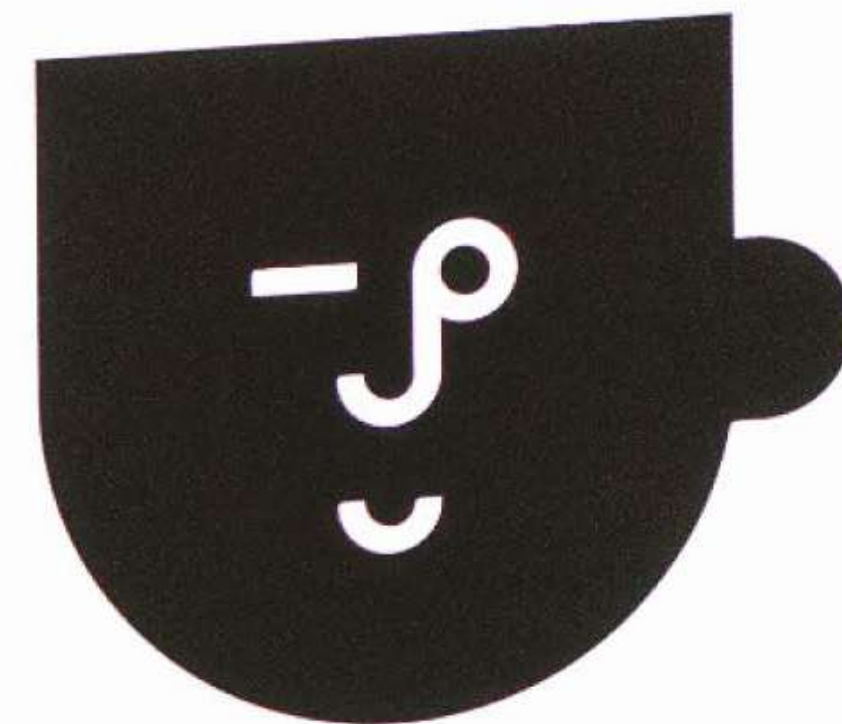
To form an up-to-date brand strategy to expand the audience and express this strategy in an identity.



### Details

The personality of the barista is crucially important in the specialty segment. Therefore, the path of the even greater "humanization" of the service was chosen in terms of the brand strategy. "Switched on coffee" is a new message that weaves the barista's professionalism with their hobbies. These hobbies are reflected in the design of coffee shops and create a welcoming atmosphere for customers who have embarked on the "Groovy" path.

ДАВАЙ ДРУЖИТЬСЯ?



Coffee is a cosmopolitan product. It unites people with different worldviews and hobbies. This idea backs up the concept of the Groovy brand of specialty coffee shops.

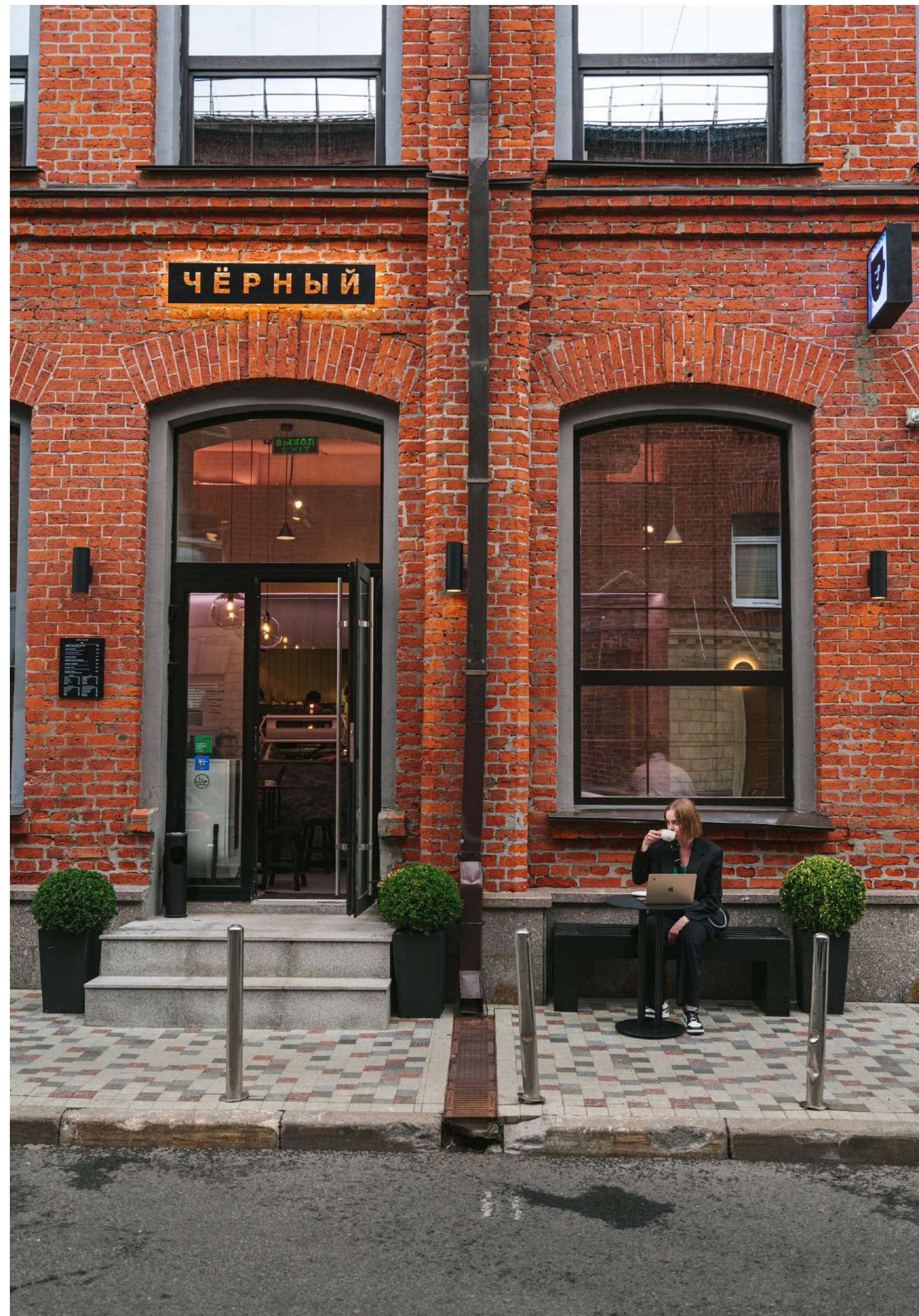




When you visit them, you'll see: this spot is dedicated to movies, this one is about barber haircuts, and succulents are bred in the third one. It's always more fun to spend time in such handmade places than in uniformed soulless chain cafes.

Estimate Project







Our first release of paper cups was inspired by worn-out polka dots, Gzhel ceramics and geometric patterns of Soviet dishes that evoke so many cordial emotions among our target audience

<p><b>двойной эспрессо</b> 100 р. 60 мл</p> <p><b>лунго</b> 160 р. 200 мл</p> <p><b>флэт уайт</b> 150 р. 220 мл</p> <p><b>капучино</b> 150/200 р. 150/300 мл</p>		<p><b>А В Т Ч</b></p> <p><b>латте апельсиновый трюфель</b> 250 р. 300 мл</p> <p><b>латте облепиха-карамель</b> 250 р. 300 мл</p> <p><b>латте банан-кокос</b> 250 р. 300 мл</p> <p><b>латте таежный</b> 150 р. 60 мл</p> <p><b>ванильный раф</b> 150 р. 60 мл</p> <p><b>матча-ромашка</b> 150 р. 60 мл</p>		<p><b>те гуань инь</b> 150 р. 300 мл</p> <p><b>цзинь хао</b> 150 р. 300 мл</p> <p><b>луи цзинь</b> 150 р. 300 мл</p> <p><b>ассам</b> 150 р. 300 мл</p> <p><b>пуэр гун тин</b> 150 р. 300 мл</p>	
<p><b>О Р С</b></p> <p><b>латте таежный</b> 150 р. 60 мл</p> <p><b>ванильный раф</b> 150 р. 60 мл</p> <p><b>матча-ромашка</b> 150 р. 60 мл</p>		<p><b>А</b></p>		<p><b>Й</b></p>	
<p><b>К Л А С С И К А</b></p> <p><b>латте</b> 200 р. 300 мл</p> <p><b>какао</b> 150 р. 60 мл</p> <p><b>матча</b> 150 р. 60 мл</p> <p><b>доп. шот эспрессо</b> 150 р.</p> <p><b>альтернативное молоко</b> 150 р.</p>		<p><b>К И Е</b></p> <p><b>V60</b> 200 р. 220 мл</p> <p><b>trinity</b> 200 р. 220 мл</p> <p><b>nitro</b> 250 р. 250 мл</p> <p><b>АЛЬТЕРНАТИВА</b></p>		<p><b>сырники</b> 150 р.</p> <p><b>смузи-боул</b> 150 р.</p> <p><b>каша</b> 150 р.</p> <p><b>чаа-пудинг</b> 150 р.</p> <p><b>сэндвич</b> 150 р. сёмга / тунец / буженина / курица / вегетарианский</p>	





That's how unique locations, new knowledge and interesting friends crop up! We welcome you to our common path — the Groovy path!



# HQ! Coffee



## Request

To develop a bold identity of a coffee shop that will fit into the strict corporate spirit of the MEDSI clinic network.

## Solution

To create a brand that is able, without attracting too much attention to itself, to speak an in-house language for insiders.

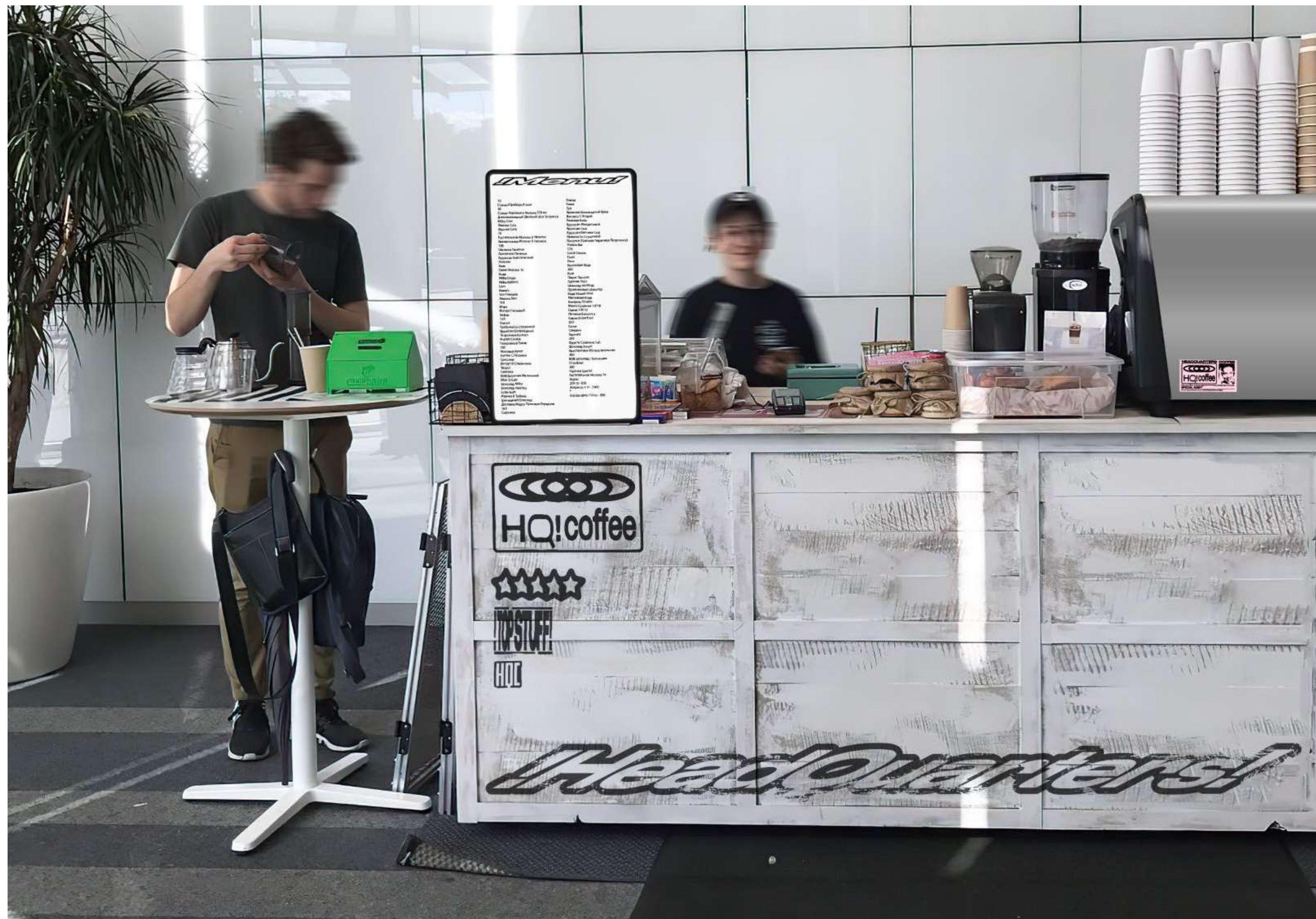
## Details

A coffee shop located in a clinic should be visually reserved. But its founders are not devoid of a rebellious spirit and they broadcast secret messages behind corporate images. The mission of the new visual style is to strengthen this broadcast. The logo resembles the sign of a secret organization. The identity is similar to the secret code "Friend vs. Foe". After solving it, you can immerse yourself in the world of HQ!, choose merch and accept the team's philosophy that is full of self-irony. Yes, the secret organization reveals itself that it's secret.

Date: 2022

Tags: Brand Strategy, Identity, Design, Creative, Packaging

Estimate Project



One day, the president of MEDSI clinics stopped by the headquarters of Sberbank and felt a pleasant, invigorating smell in the lobby. After talking to the baristas who brewed coffee for the bank's employees, he realized he wanted his clinics to greet patients with the same delicious aroma.



The venues of the network are located in the largest MEDSI clinics. These coffee shops enable medical professionals to relax in the midst of a work shift. They cheer up members of medical councils and raise the spirits of people who visit their dearest and nearest in the clinics.



HQC



HQ!coffee

name: \_\_\_\_\_  
rank: \_\_\_\_\_  
date: \_\_\_\_\_  
№ \_\_\_\_\_

Khoroshyovsky District,  
Moscow, Russia  
ВХОД № \_\_\_\_\_  
"\_\_\_\_" \_\_\_\_\_ 20\_\_ г.  
Khoroshyovsky District,  
Moscow, Russia

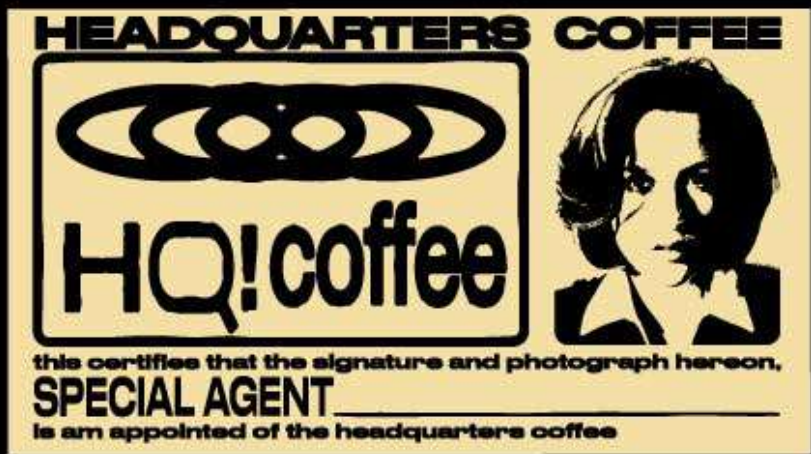
TOP SECRET

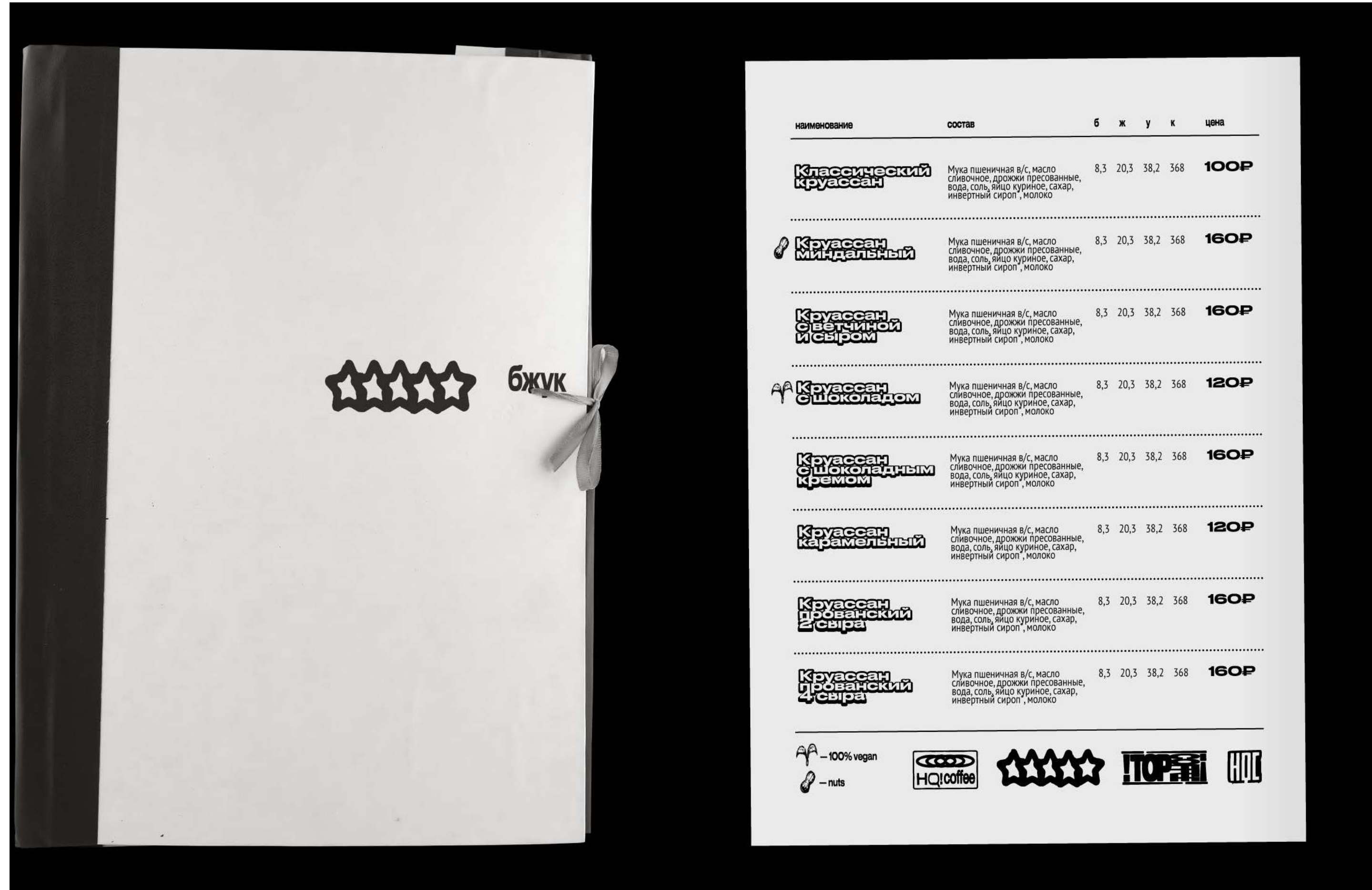
Handwritten text: **HEADQUARTERS** (written vertically along the right edge of the paper)

Thank \_\_\_\_\_  
\_\_\_\_\_ for \_\_\_\_\_  
\_\_\_\_\_ being \_\_\_\_\_  
\_\_\_\_\_ addicted

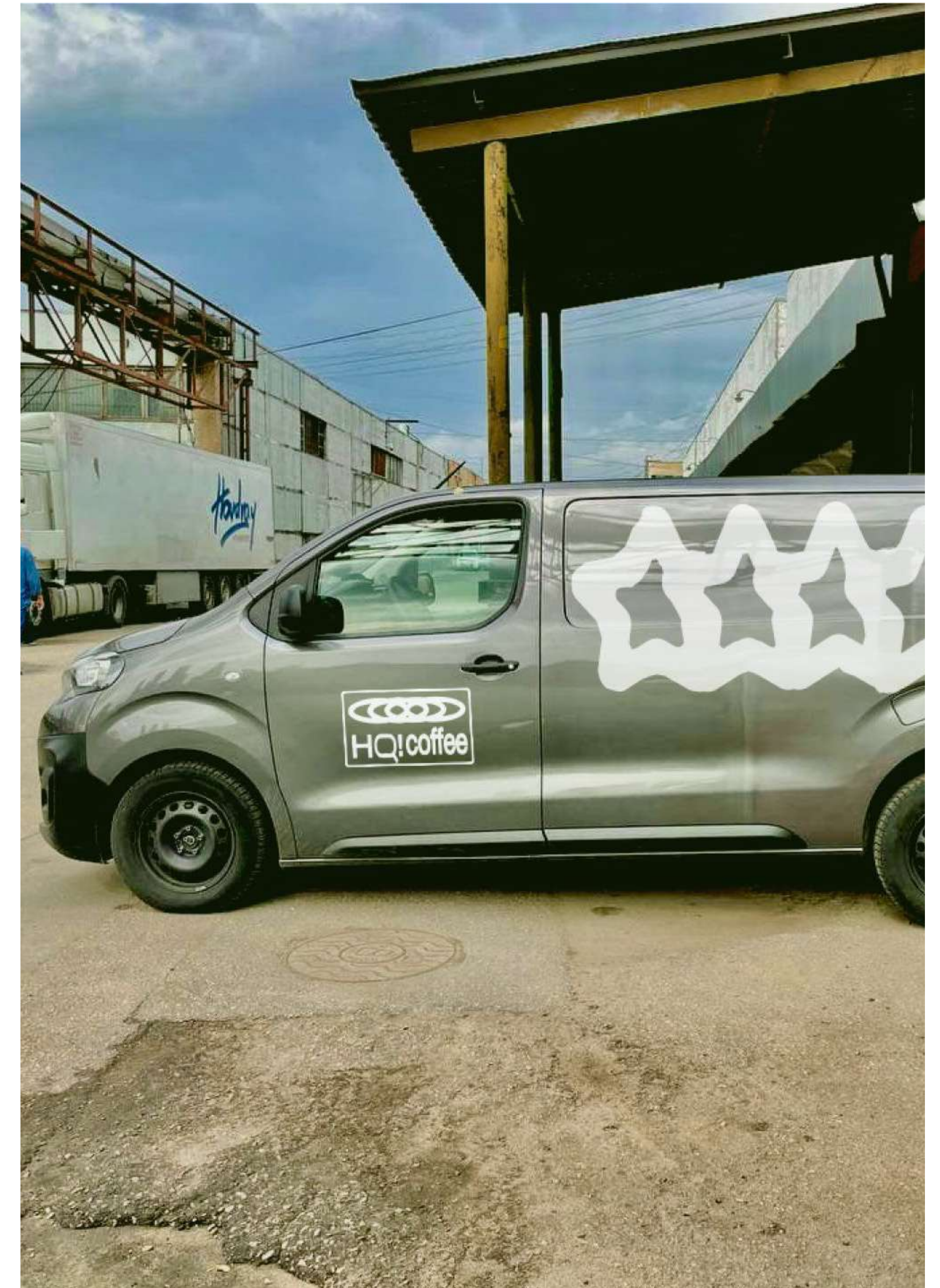


NAME: ДИМИТРИЙ  
RANK: Foma  
TEL: x(XXX)XXX-XX-XX  
ADD: Moscow  
MAIL: toma@hqcoffee





We've designed a line of merchandise for the brand's fans. It includes drip bags, coffee packs, posters, stickers, T-shirts, sweatshirts and even Scotch tape.





# Cheesy



## Request

To create a restaurant brand at the junction of the gastro-emotional concepts of Georgia and Italy.

## Solution

To implement a Southern-style approach to identity, brand strategy and positioning.

## Details

A modern restaurant, in addition to a strong culinary component, should also bring high-quality emotions to customers. Joie de vivre, abundance and hedonism are the essences of Georgian and Italian culture, whose cuisines have become the basis of the menu at Cheesy.

Within the framework of such a Southern-style restaurant concept, we prepared everything necessary for the launch: elements of corporate identity, interior and exterior. The images of authentic Italian and Georgian creators formed the basis of the identity. The logo and naming accurately reflect one of the main dishes of these Southern countries — cheese.

Date: 2022

Tags: Brand Strategy, Naming, Identity

Estimate Project





Our logo turned out to be incredibly graphic. It's based on the image of cheese. It works wonders both in the full and in the short version, simultaneously referring to the trademark sofas inside the venue.







Quaint images of popular Georgian and Italian actors and musicians helped us emphasize this irony in our identity.

Their lively and emotionally charged faces from non-stage photos have become part of our signature style.



# Lemonature



## Request

To come up with the Lemonature brand of natural lemonades for zoomers.

## Solution

To create an identity that combats the stereotype of "harmful soda" on a visual level.

## Details

Lemonature is a brand of natural lemonades without sugar and preservatives that contain a vitamin complex and natural juice. When deciding on the tone for the drink, we chose to be on close terms with self-conscious zoomers. The front part of the logo was created in the form of waves to convey constant movement. The signature sign, the eyes ●●, make the objects that they're applied on look more lively.

Blue is the color of water, air and nature. Yellow is the color of lemon, the sun and vitality. They became the main colors of the brand. The contrasting additional colors inform us about different tastes. Such a lively identity enables Lemonature to convey the idea that "a fizzy drink can and should be natural and delicious at the same time".

Date: 2021

Tags: Brand identity, Packaging

Estimate Project

The target audience of this brand is Zoomers (young people aged 20-30). They're aware of how harmful traditional fizzy drinks are to the human body. They opt for healthy foods and ingredients.







●●  
**LEMONATURE**

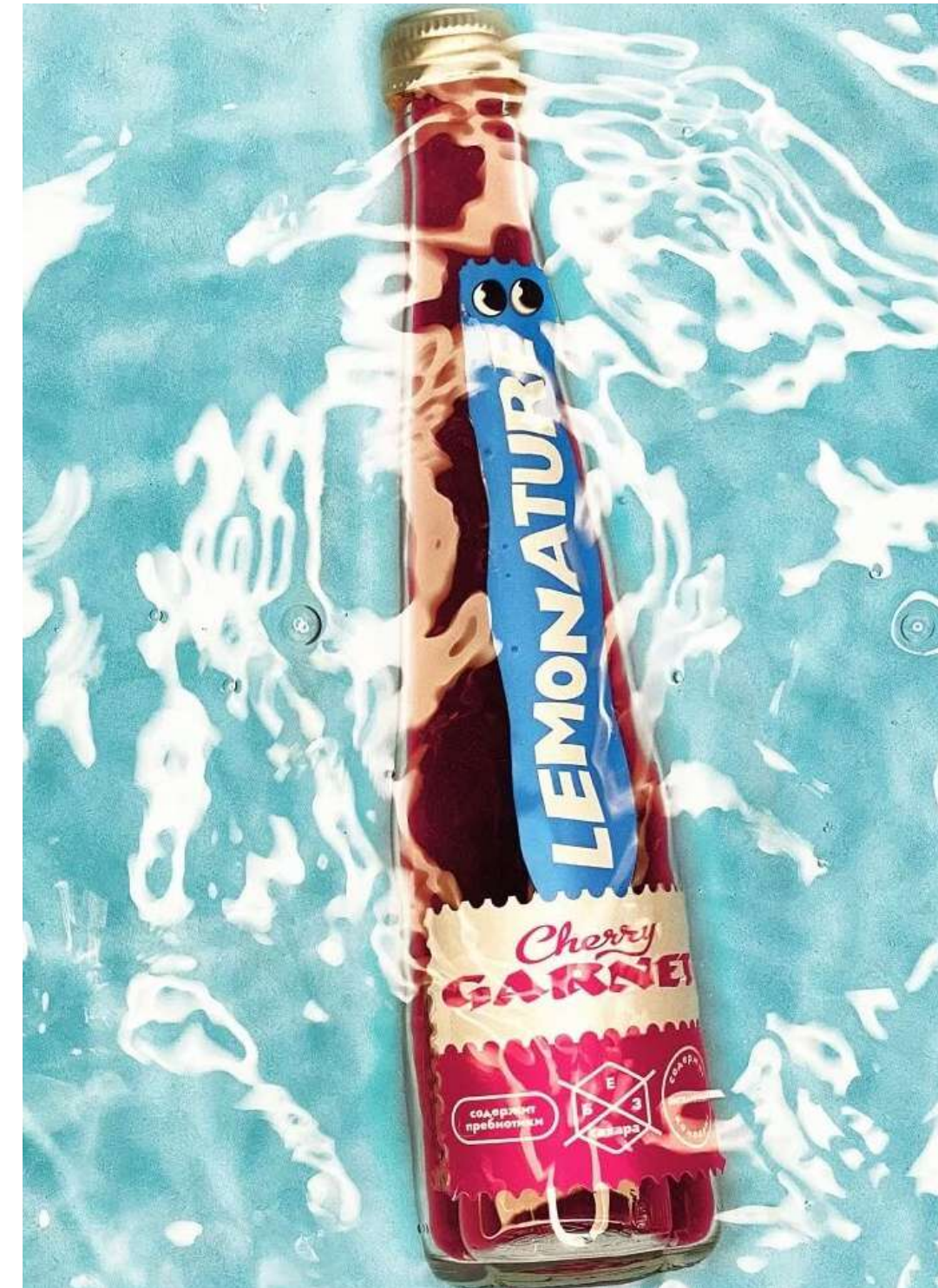
# ORANGE SPRITZ

содержит пребиотики

~~Е~~  
~~Б~~ ~~3~~  
сахара

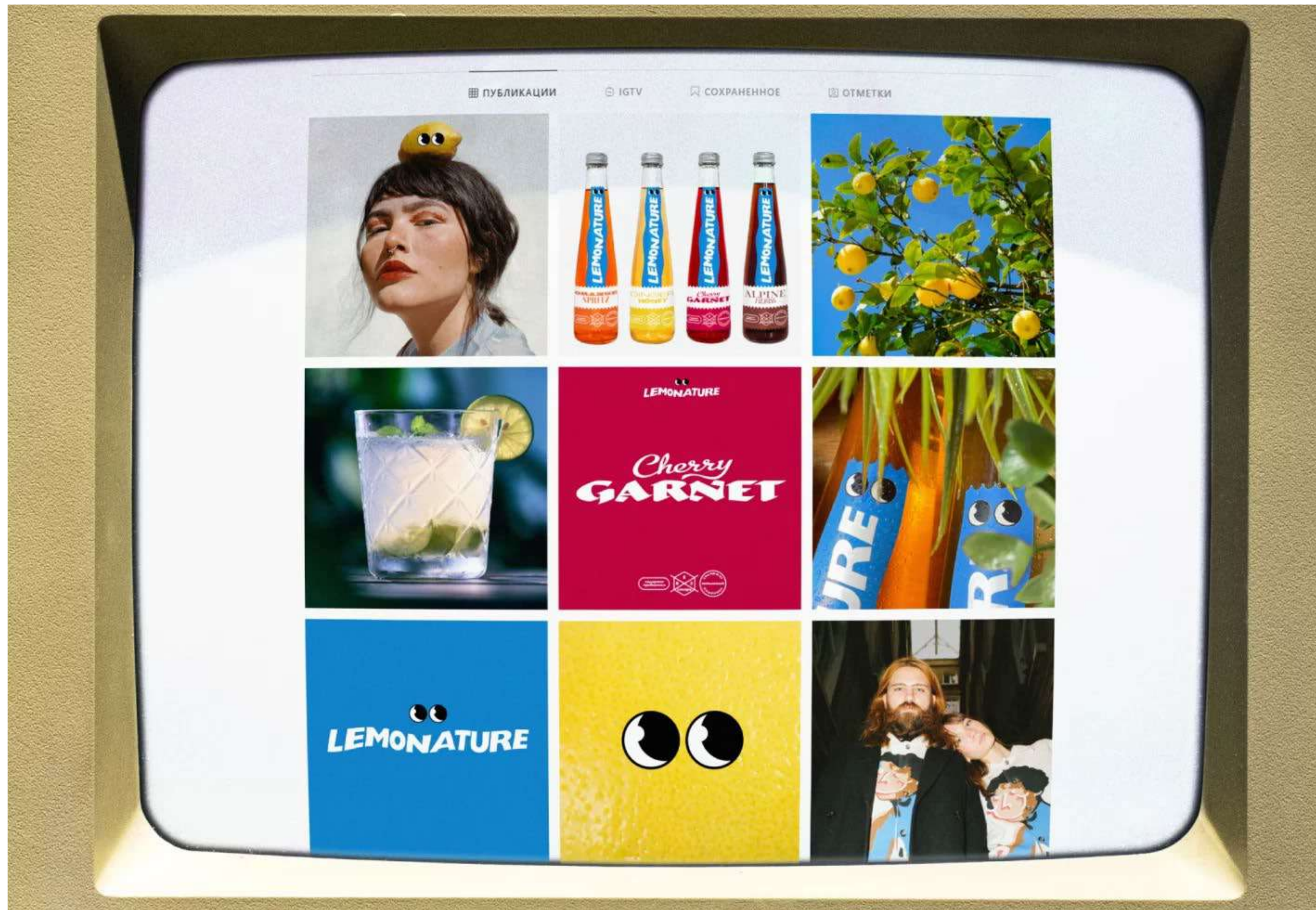
содержит витаминный комплекс







The bright and emotional style of our brand is easy to remember. It precisely fits the tastes of its target audience. First, our drinks lift the consumer's mood with their looks. Then, they raise people's spirits with their tastes.





# MKKH3



## Request

To develop a merch for the expanding team of McKinsey & Company data scientists.

## Solution

To abandon the conservative style and sew not a sweatshirt but a bold statement.

## Details

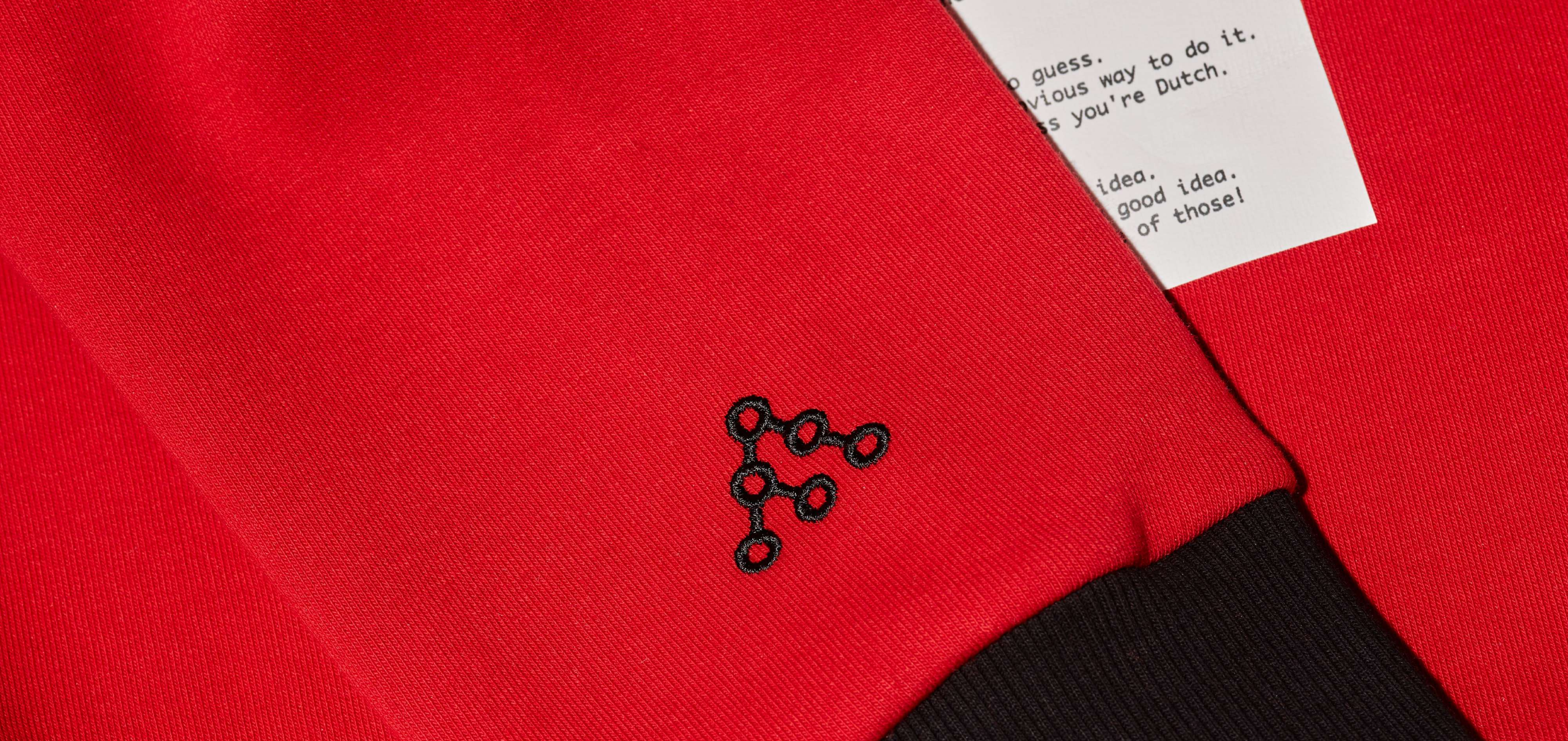
We made over a thousand sweatshirts with various application techniques and tidbits for our in-house team. A large MKKH3 label was made in puff technology. Below, a program code was written with a special plastic. It's the so-called Zen of Python, whose author is Tim Peters, the creator of this language. The We're Made of Data inscription hints at the area of interest of the sweatshirt's owner. One of the sleeves is decorated with the tree sign, which is the symbol of choice. Special numbered chevrons on the shoulder accentuate the exclusivity of each item.

Date: 2019

Tags: Creative, Design, Merch Production

Estimate Project





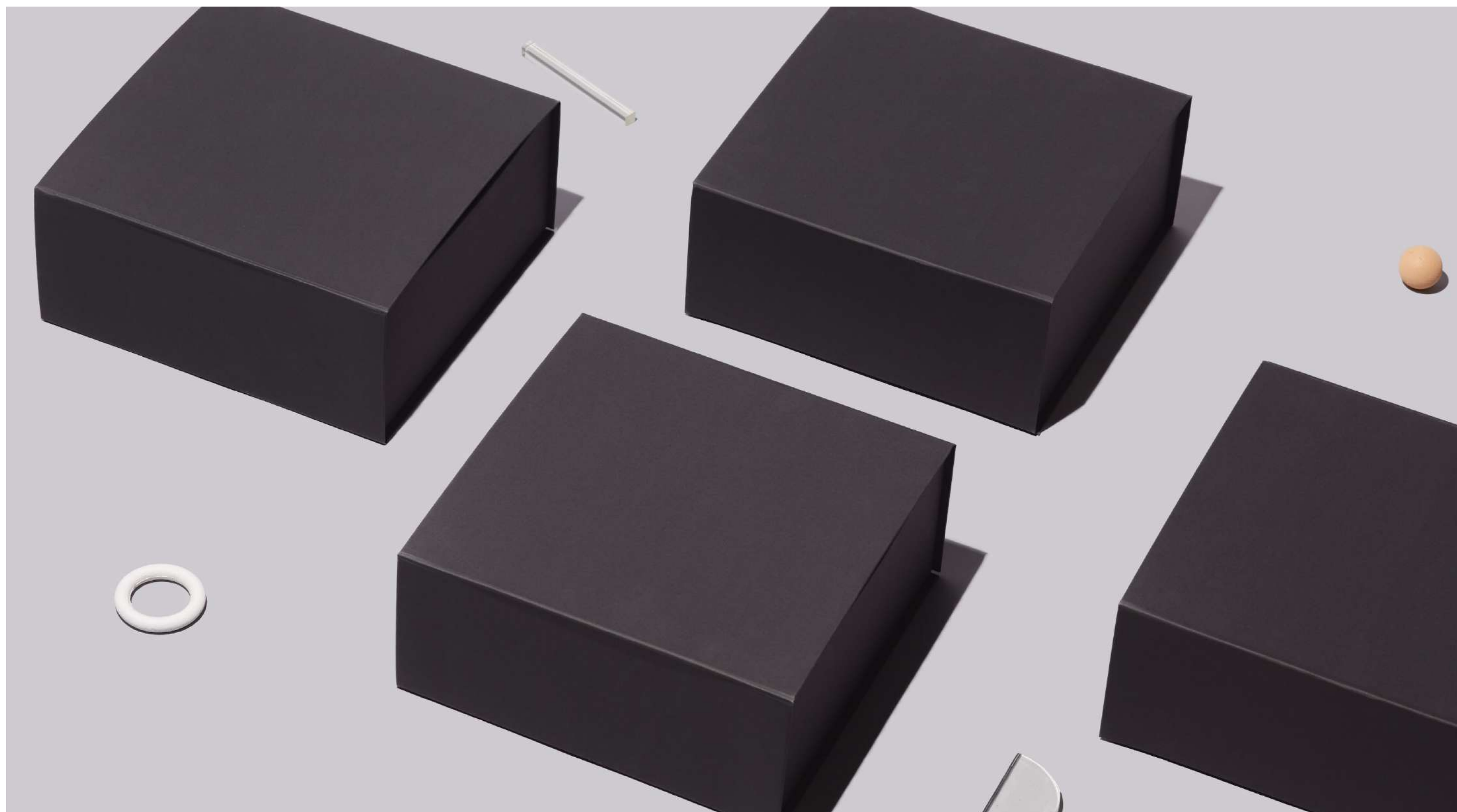
The sign of the "digital tree" is the symbol of choice, generally accepted in the programming environment. It's embroidered on one of the sleeves.

Estimate Project





# McKinsey Gang starter pack



## Request

To come up with a merch kit for the McKinsey & Company HR department and produce it.

## Solution

To escape from the official business style and unite HR specialists into a real gang.

## Details

Inspired by Kanye's latest releases and the LOT2046 project, we used strict and minimalistic typography as a basis. The new logo is ironically painted over the corporate helvetica of the word Team and changes it to the rebellious Gang. The kit itself is a box made of premium cardboard with a collection of absolutely black objects. It includes a specially created guide that describes the purpose of each item. For example, popit is a stress checker that will help you cope with a difficult situation. All items are packed in matte bags with a black sticker. Each label was created with a manual typewriter.

Date: 2021

Tags: Creative, Design, Merch Production

Estimate Project



The kit itself is a box made of premium cardboard. It contains a collection of items for each team member. All items are packed in matte bags with a black sticker. Each sticker was created with the help of a manual typewriter.



THE STRESS CHECKER

THE UNIFORM

1001 ANIMALS & INSECTS

JUST A PEN

THE DOODLES BOOK





# Sber Eapteka Merch

## Request

To tell about the Sber Eapteka merch in digital format.

## Solution

To conduct a casting and organize a stylish photoshoot.

## Details

The concept of the No Contraindications merch is based on funny and concise lines. It was invented by the in-house client and was applied to various clothing items: "Antibody", "Vaccinated! Hello in 2021", "Tablet/Pill", "Vaccination enthusiast" and many others.

Date: 2021

Tags: Creative, Casting, Photo Shoot

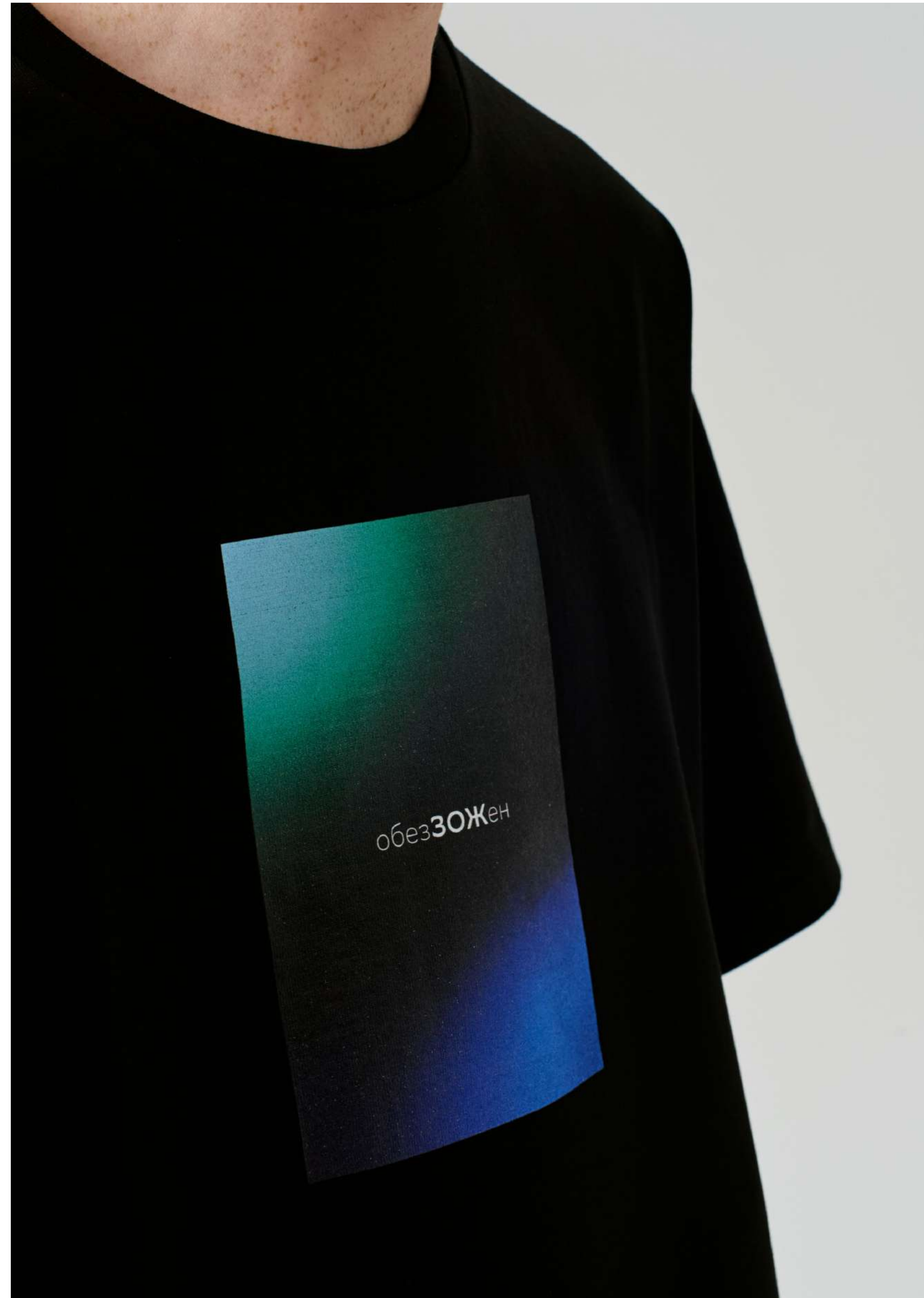
Estimate Project













The series is based on funny and concise lines. They were invented by the client within the team. These lines were applied to oversize T-shirts and hoodies: "Antibody", "Vaccinated!", "Health nut", "Tablet/Pill", "Vaccinee", "What the doctor prescribed" and so on.

Estimate Project





ТО, ЧТО ДОКТОР ПРОПИСАЛ

# Post Office



## Request

To develop the concept of the Post Office restaurant by order of the Dobro Pro restaurant group.

## Solution

To go from developing a brand strategy to recording an SFX playlist from the life of the post office of the early XX century.

## Details

The post office has become for us a symbol of the connection between people, culture and cosmopolitan cuisine. To convey these meanings, we developed a semantic logo and typographic compositions. We selected colors that compliment the interior and defined the rules for using photos and illustrations. The design code of the future space and unusual visual moves emphasize the aesthetics of the bureau and add considerable dynamics. There is a wardrobe with a conveyor belt. A sign in the form of a mechanical scoreboard of an old airport scrolls the Post Office name in different languages. Bills are delivered by pneumatic mail. Naturally, the place itself works like a real post office — from here you can officially send a postcard with a stamp. A lot of attention was paid to audio and aroma marketing. A dynamic playlist was assembled. Sound scenes from the daily post office life are played in the background.

Date: 2019

Tags: Brand strategy, Identity, Layout

Estimate Project



Мы хотим рассказать вам историю. Исто-  
идеи создать в Москве ни на что не похо-  
куда захочется возвращаться вновь и вновь.  
Не просто хороший ресторан, а на долгие  
визитную карточку города с постоянной  
туристической проходимостью. Ресторан  
вне времени и вне рамок.

Здесь мы хотим изложить ключевые при-  
и идеи, которые легли в образ ресторана  
концепции «Почтовая Контора». Страни-  
за страницей вы вместе с нами пройдете  
от концептуальных скетчей до стройного  
бизнес-плана, готового к реализации.

Приятного изучения.  
Авторская группа «Почтовая Контора».

15

## ИНВЕСТИЦИИ

Поддача концепции не предполагает  
детального разбора и представления  
бизнес-плана. Это отдельный  
документ, который при желании  
может закупить инвестор  
и который точно необходим  
для планирования закупок

Однако важно определить ключевые  
финансовые показатели и метрики.  
Предлагаем рассмотреть следующие

04

Период окупаемости  
первоначальных  
инвестиций, рассчитанный  
с учетом дисконтирования  
денежных потоков (DPP)

Капитальные затраты

Маркетинг

54

Почтовая Контора

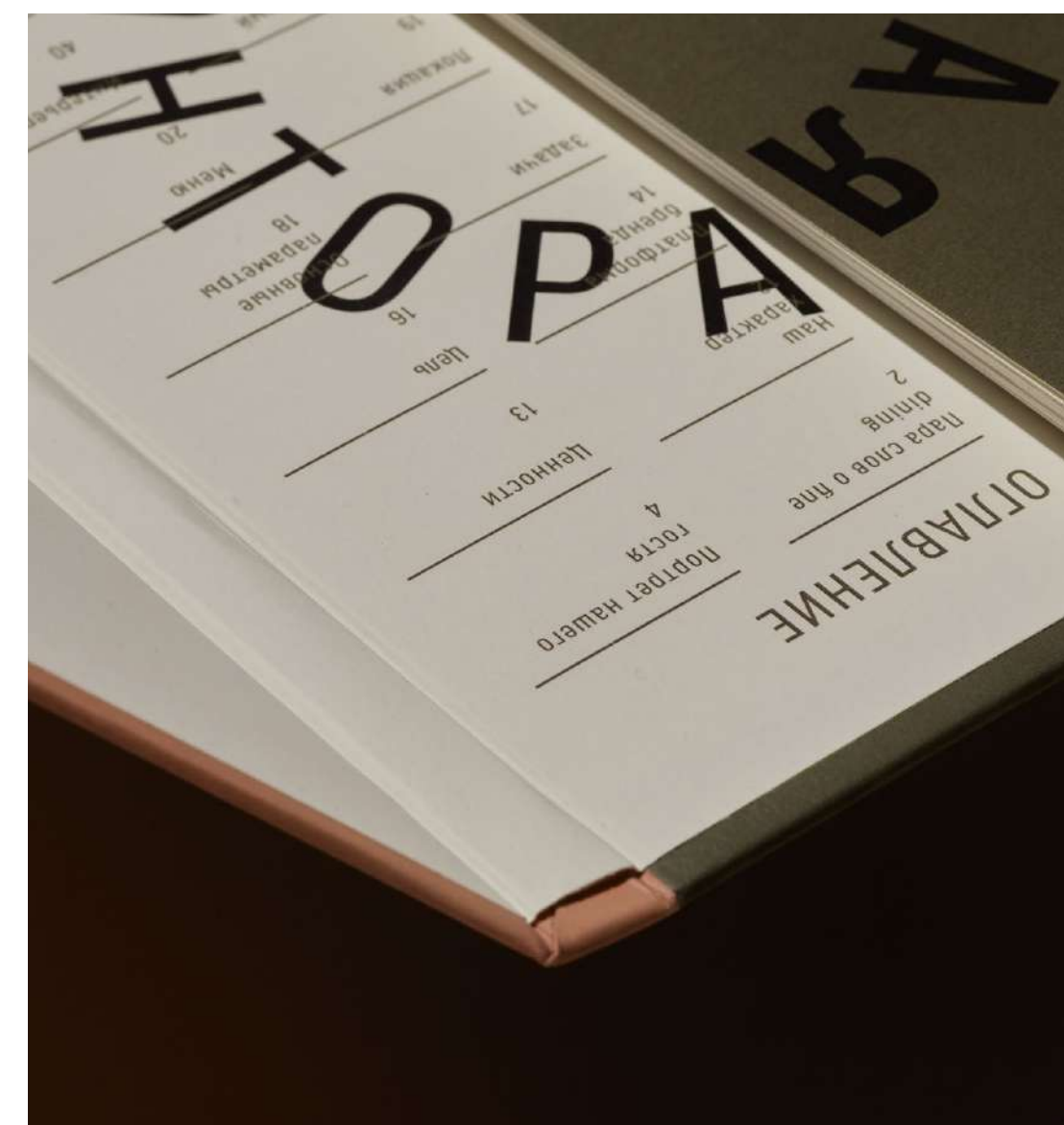
54

Контакты

57







# Probka Hall Wine



## Request

To draw a label for a collectible blend of wine to mark the tenth anniversary of the Probka Hall chain of stores.

## Solution

To find an unexpected rhyme and use the drawings of the customer's ten-year-old son in the design.

## Details

Probka Hall stores released a limited edition of the author's blended wine of the autochthonous grape variety Krasnostop Zolotovskiy and Merlot grown in the Lower Volga region. Krasnostop Zolotovskiy is an old-time grape from Don. We depicted it as a young dandy of the beginning of the previous century. We emphasized his bud with red silk-screen printing. For the golden elements, we used foil stamping. Merlot is alive and active, like a boy's drawing. We presented it in the form of a blob of UV varnish covering a man's face. A cheerful drawing created by a child's hand was placed on it.

Date: 2021

Tags: Packaging design, Rendering

Estimate Project





The client told us an interesting introductory story: "It coincided that my son turned 10 this year. I asked him to draw something funny and he drew Albert Einstein's face with his tongue sticking out."

"Please use this drawing somehow in the design." At that moment, we realized that it would be great to capitalize on the historical contrast and create a sheer visual metaphor to "mix" the two grape varieties!

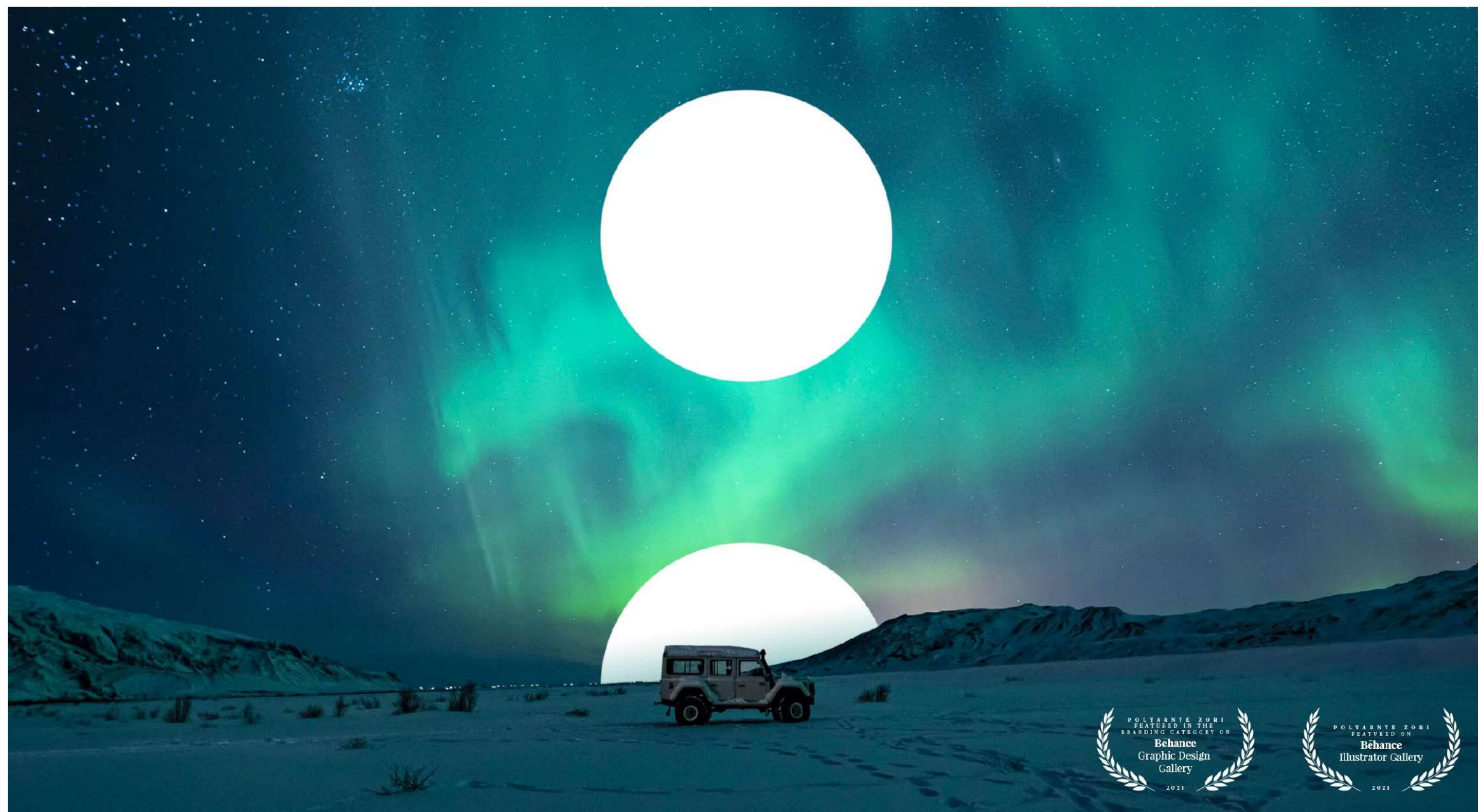
№ 367



КРАСНОСТОП  
&  
ЗОЛОТОВСКИЙ  
МЕРЛО

2020  
МУЗСКИЙ ДУБ • 12 МЕСЯЦЕВ • РЕГИОН • НИЖНЯЯ ВОЛГА

# Polar Dawns



## Request

To offer a new positioning and identity to the town of Polar Dawns in the Murmansk Region.

## Solution

To change how local residents perceive the town by offering them a positive agenda.

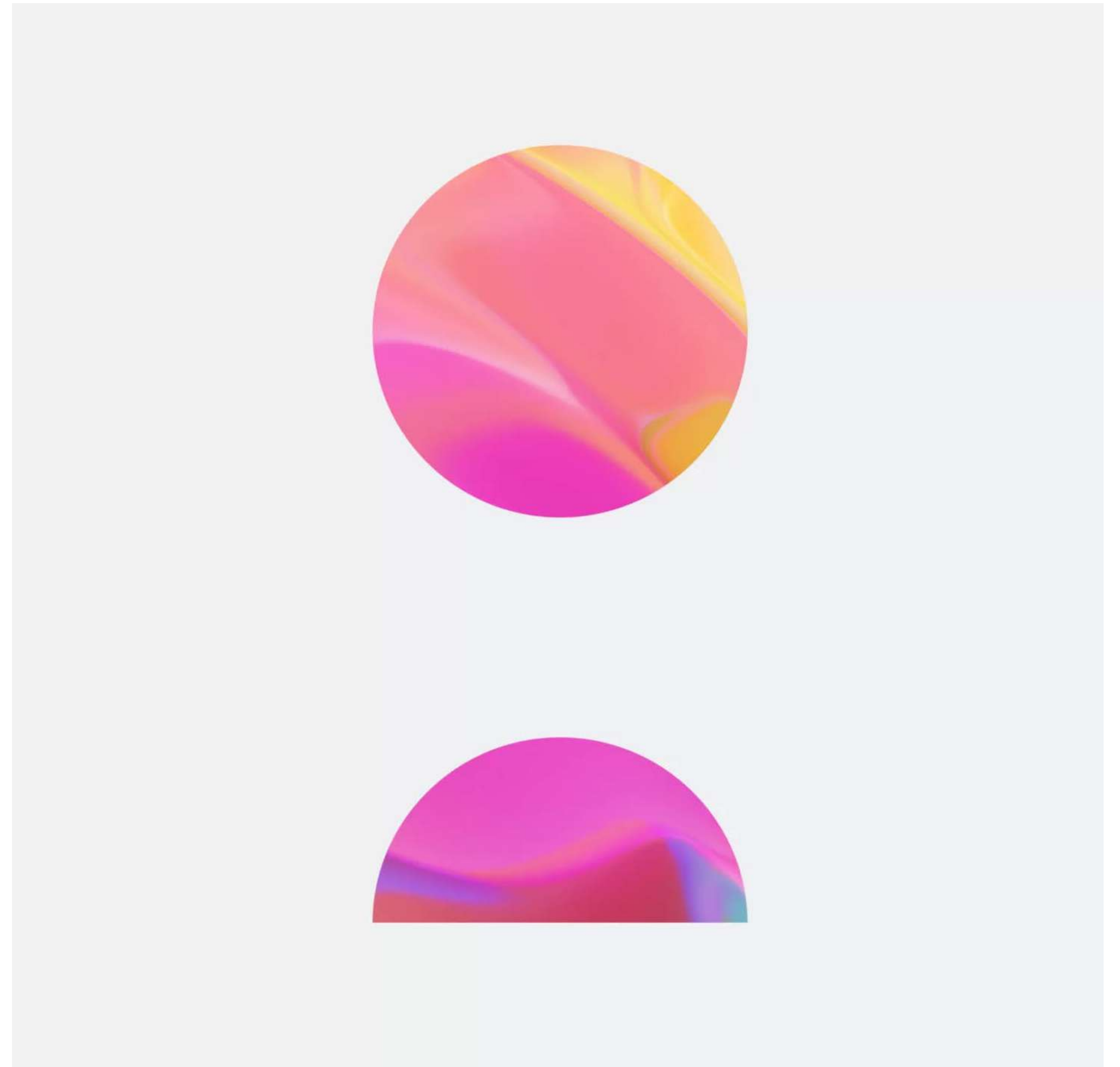
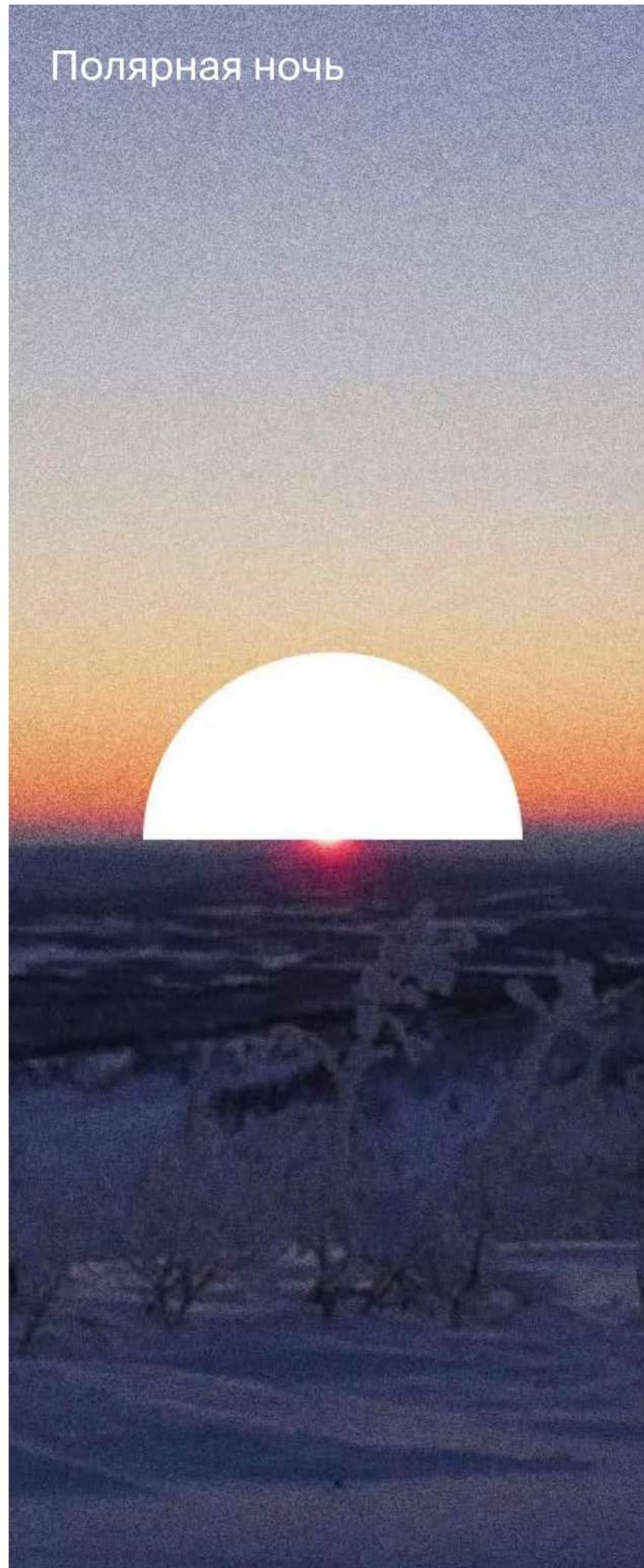
## Details

There is a high migration out of the town. The best graduates of schools and universities leave it. In the course of strategic work with residents, administration and tourists, the essence of the brand was revealed. It's a town that doesn't promise anyone a better tomorrow, doesn't brag about its past but works on the well-being of its residents now. This approach is reflected in the succinct phrase Bright Present, which formed the basis of the town's brand.

**Date:** 2019

**Tags:** Brand strategy, Identity

Estimate Project



14.08—17.08

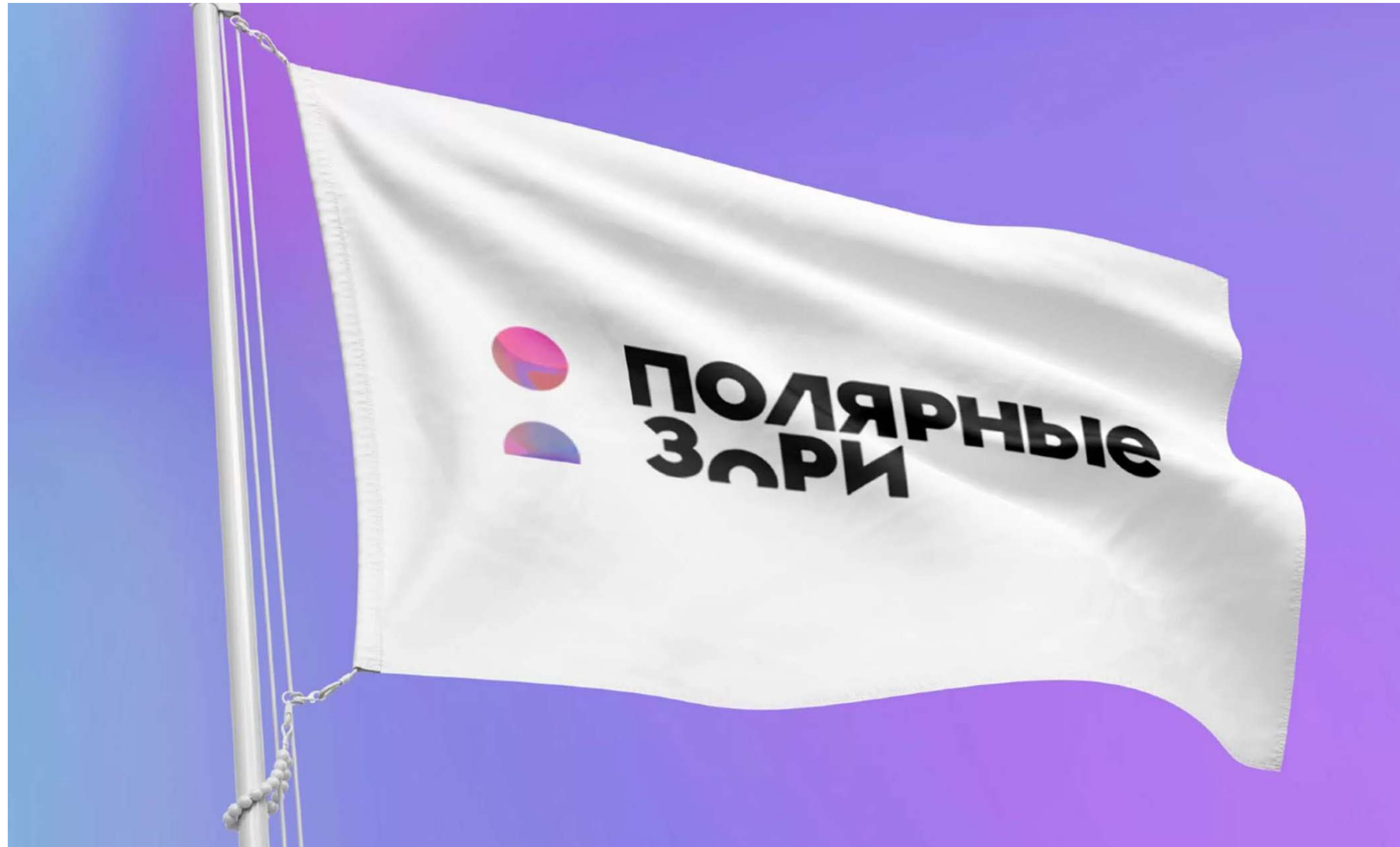
# Фестиваль СВЕТОВОГО ДИЗАЙНА

[pz-city.ru](http://pz-city.ru)



● ПОЛЯРНЫЕ  
▲ ЗОРИ













# Prokofiev

## Request

To develop a brand of a modern urban coffee shop with the expectation of scaling.

## Solution

Not to invent a cool coffee point but to thoroughly work out the cultural code of the business.

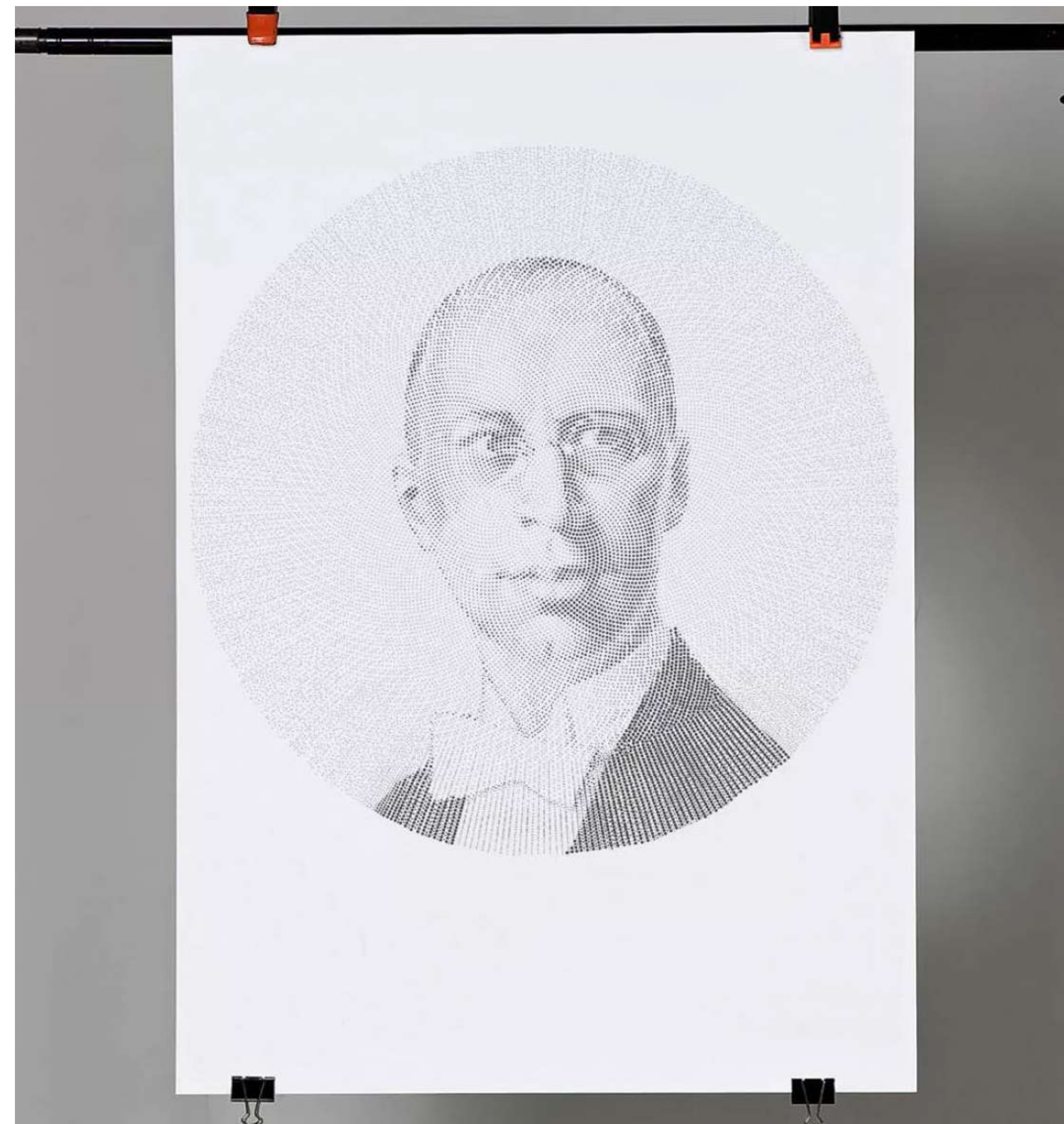
## Details

Initially, the client assumed the interpretation of the name Prokofiev as a joke about coffee. However, we decided to delve into the composer's personality. We found an amazing texture and chose to build a brand around it. We came up with a step-by-step guide that includes all aspects of opening a coffee shop. We reflected in detail the principles of using each element of the coffee shop: from the packaging of coffee beans to barista aprons.

Date: 2016

Tags: Brand strategy,  
Identity, Packaging

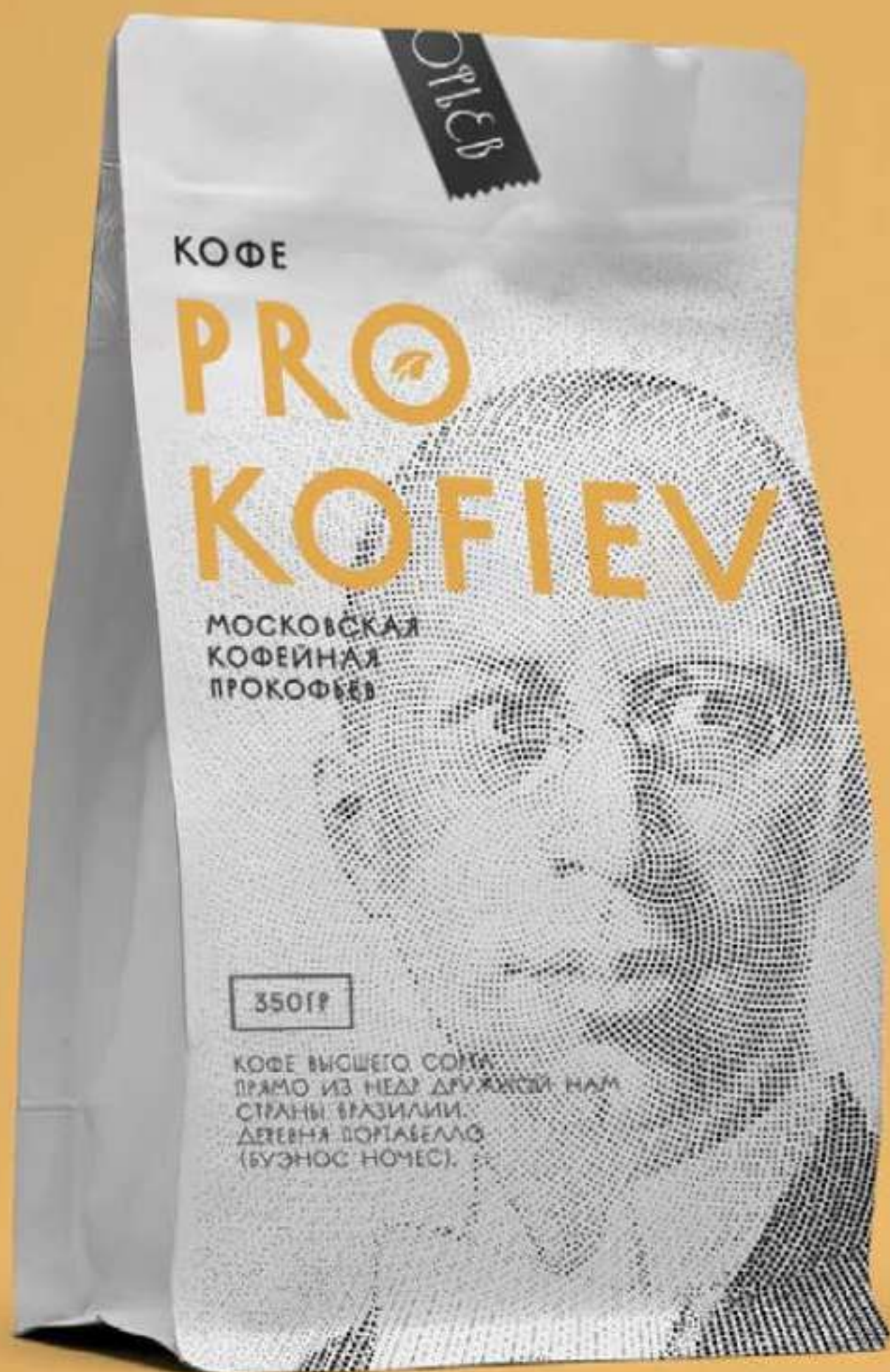
Estimate Project





Estimate Project

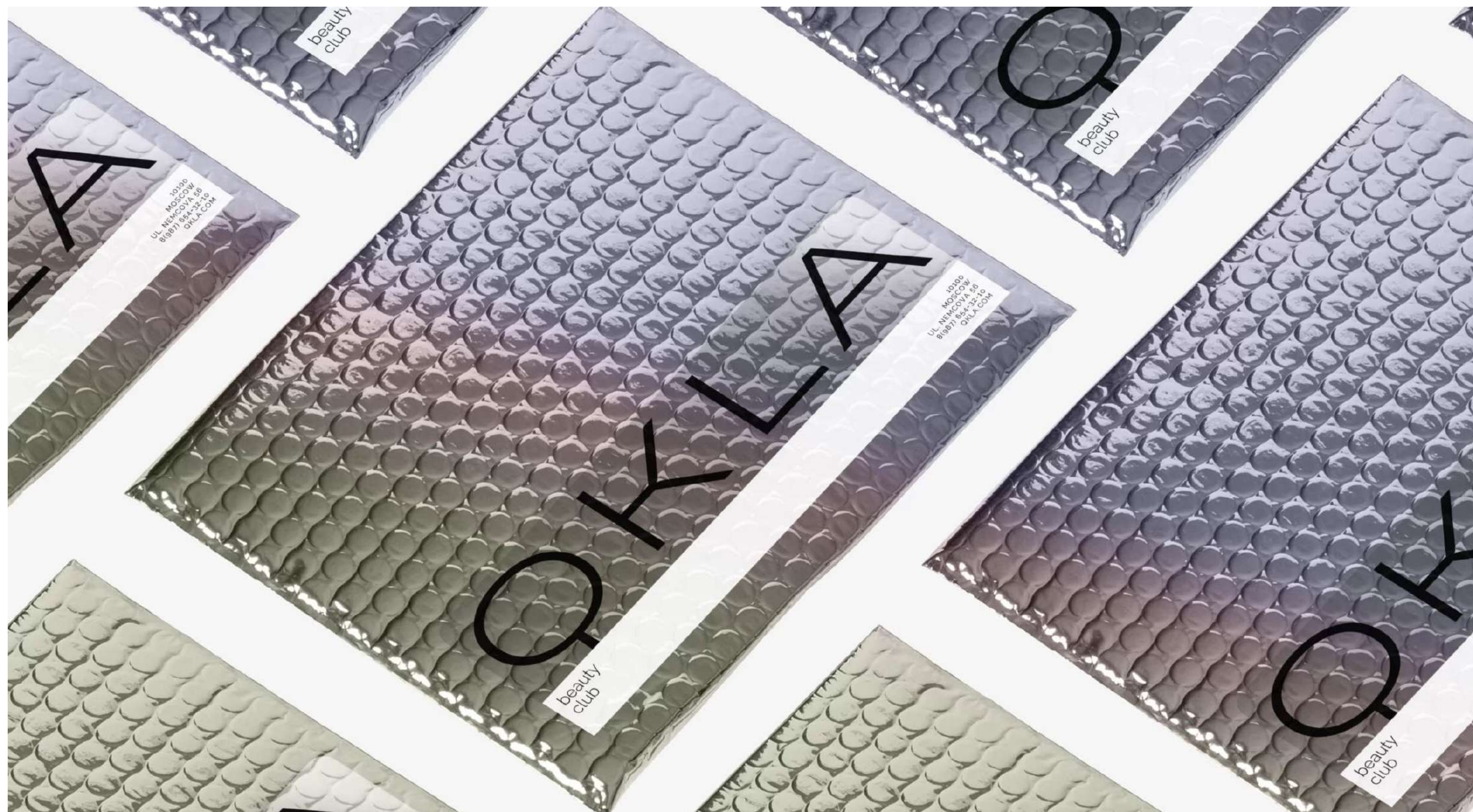








# QKLA



## Request

To stand out against the background of ordinary beauty salons.

## Solution

To suggest avoiding the creation of just another beauty salon.

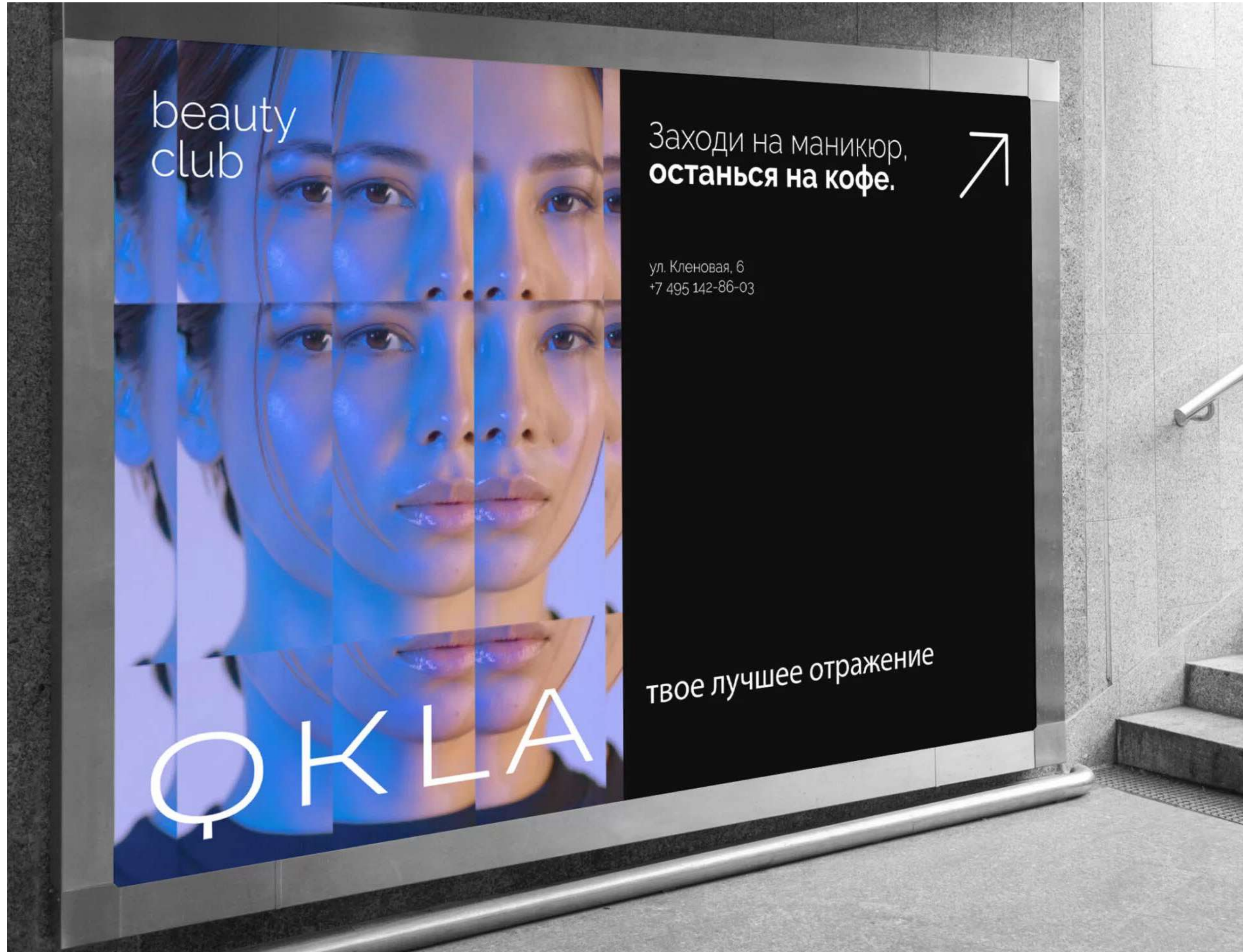
## Details

Strategic analysis led us to the term "beauty community". It's a place where each participant can concentrate on herself and at the same time, see the beauty both in others and her own reflection. This game of mirroring can be traced both in the identity and the materials on which it is executed. These are textured business cards made of reflective plastic, modern reflective surfaces and much more.

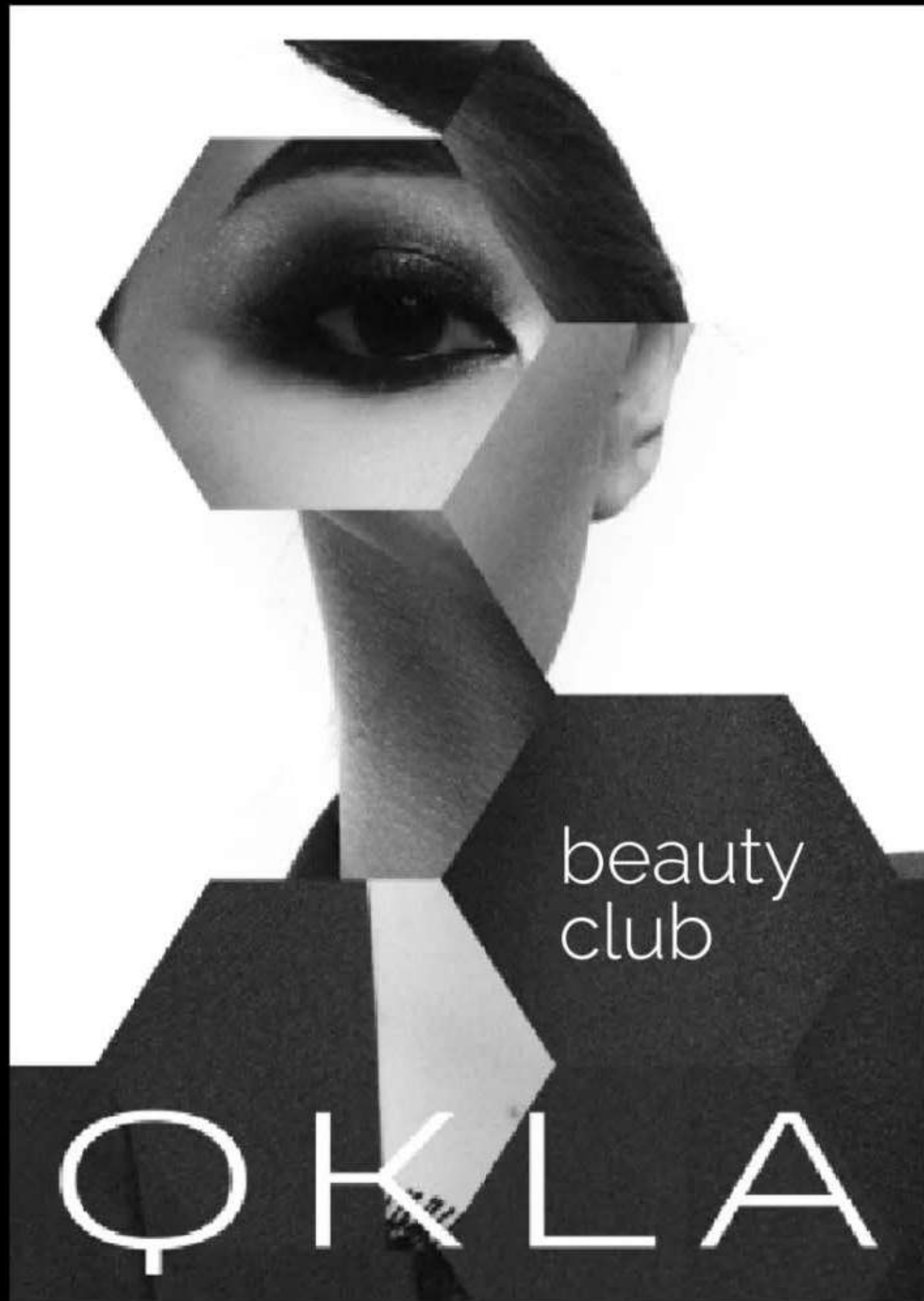
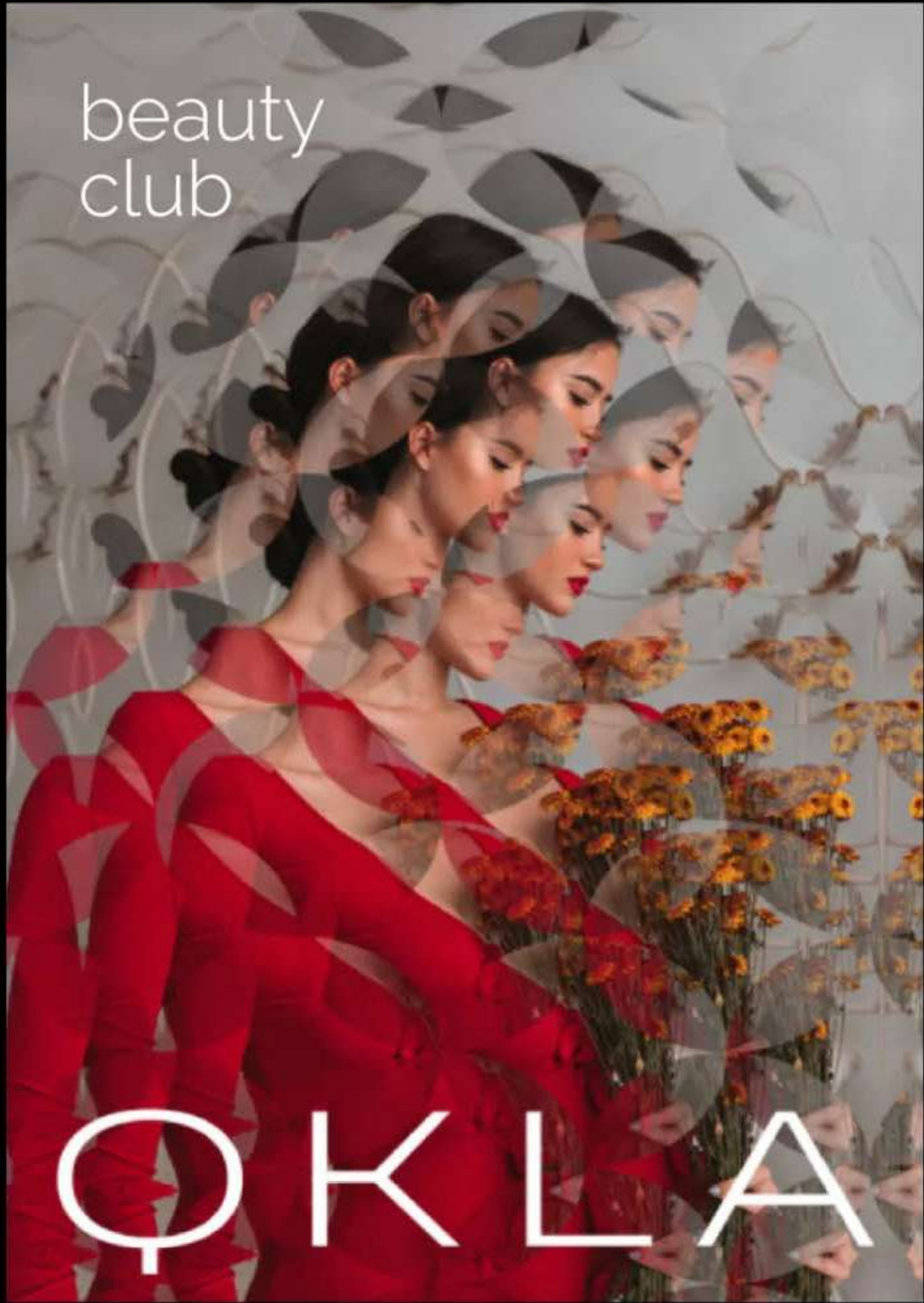
Date: 2019

Tags: Brand strategy, Identity, Communication

Estimate Project











# RENDIP



## Request

To help companies in the field of facial recognition technologies attract investors.

## Solution

To intrigue end customers with an approach to the brand's self-presentation.

## Details

The company's technology is based on the principle of serendipity — the ability to find what you weren't looking for intentionally by making deep conclusions from random observations. We translated this principle in a strict but flexible identity, avoiding industry cliches. The positioning that we found is based on the philosophy of external simplicity for the sake of internal content. Dosed communication rebelliously announced the victories in the leading industry competitions, without revealing all the cards.

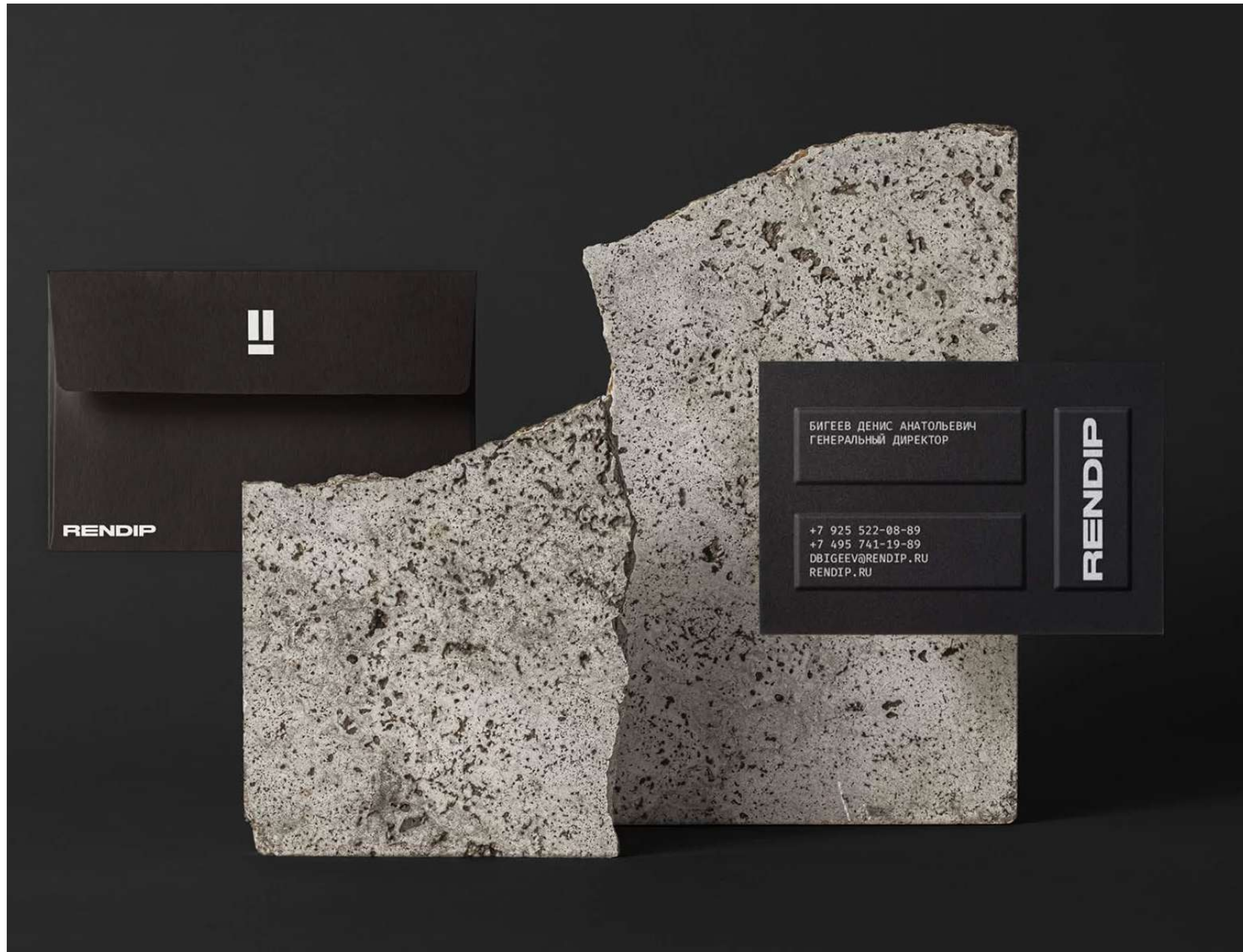
Date: 2019

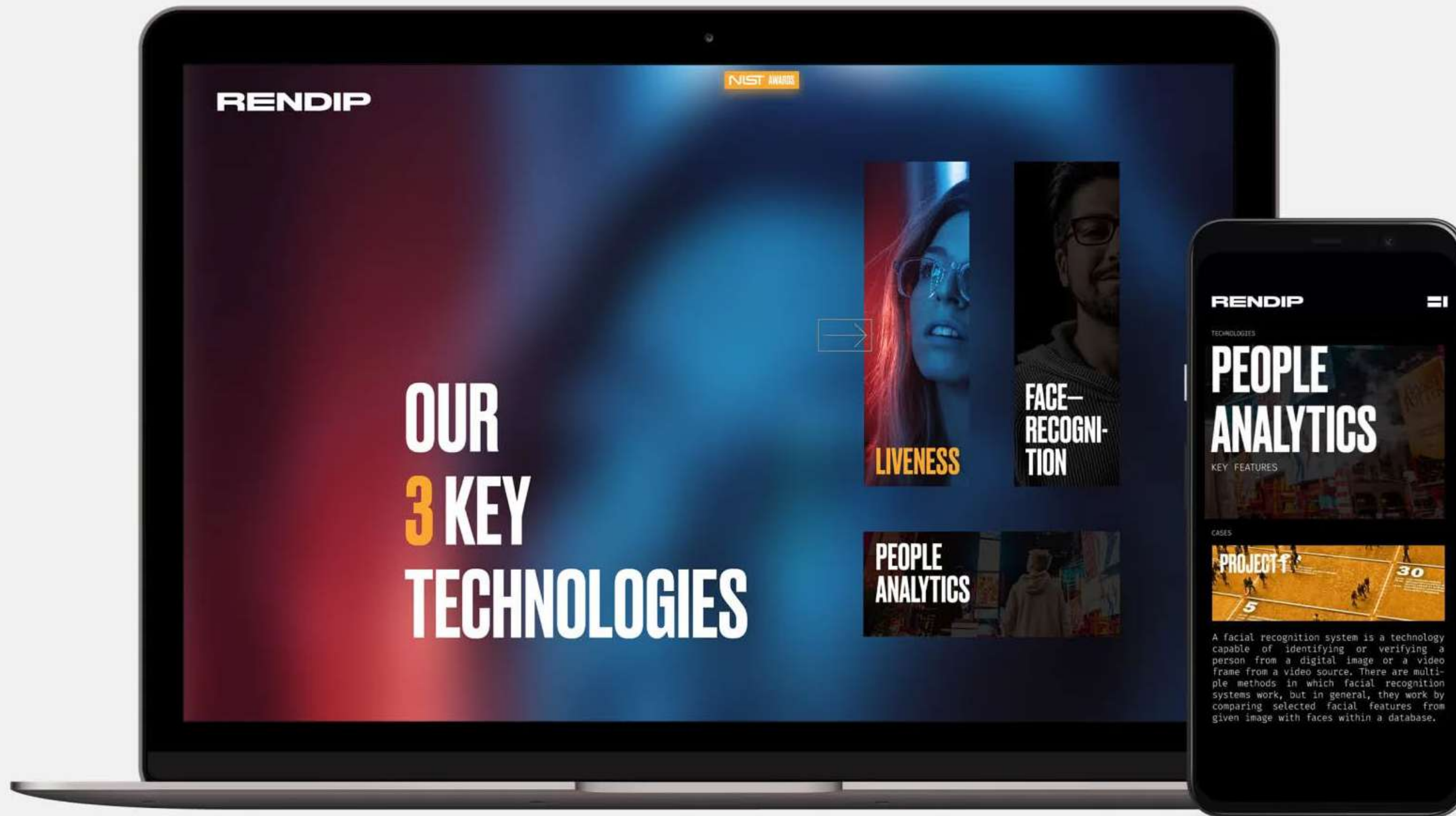
Tags: Brand strategy, Identity

Estimate Project











BEE

# Yasno

The image shows the Yasno logo, which consists of the word "yasno" in a lowercase, white, sans-serif font. The logo is centered on a background that features a vertical gradient from purple on the left to red on the right, with a white-to-red gradient on the right side.

## Request

To develop a brand of a cryptocurrency exchange for those who don't understand anything about cryptocurrencies.

## Solution

To clarify a complex economic topic at the stages of branding and naming.

## Details

Studies have shown that many people would like to engage in crypto trading but this process looks incomprehensible and risky for them. We came up with a simple and memorable name that accurately conveys the key advantage of the platform. Bold and bright visualization highlights the simplicity of the service. It allowed us to differentiate the brand from most of its competitors with a dark and heavy identity.

**Date:** 2018

**Tags:** Brand strategy, Naming, Identity, Website, Communication

Estimate Project



**ВНОШУ  
ЯСНОСТЬ!**

**yasno**

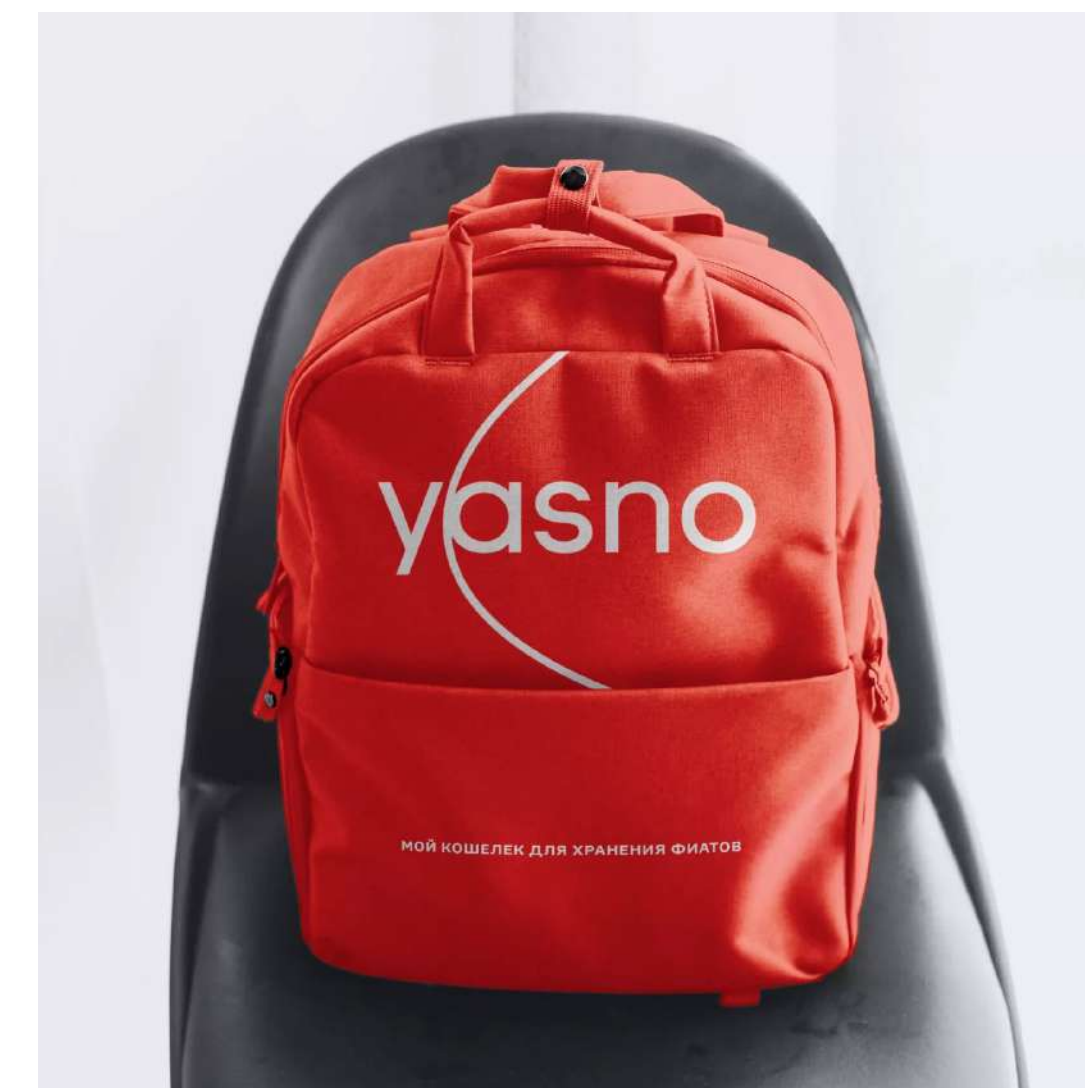
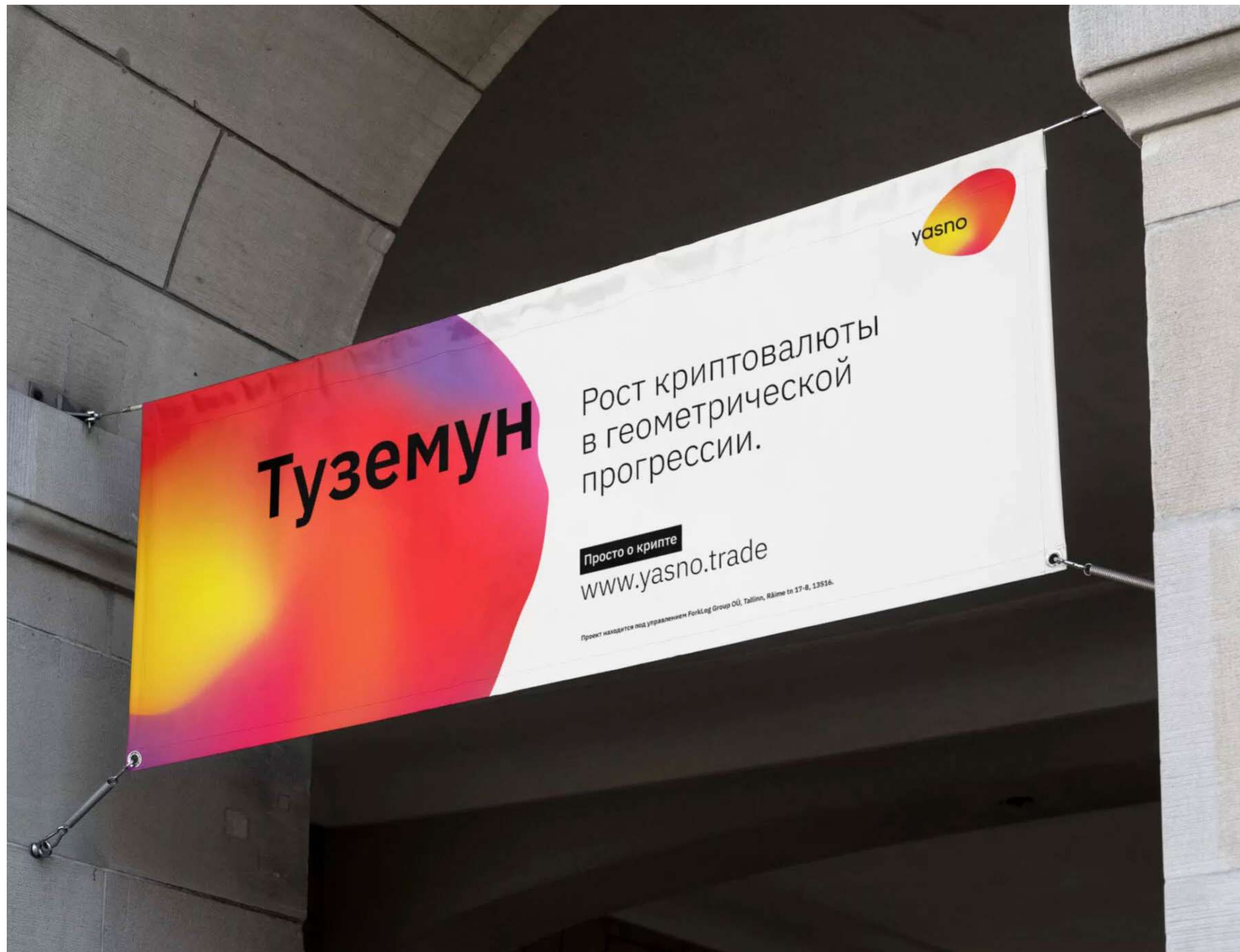
Первая народная  
криптобиржа  
**ysn.trade**



**Ясные  
МЫСЛИ!**

**yasno**

Первая народная  
криптобиржа  
**ysn.trade**

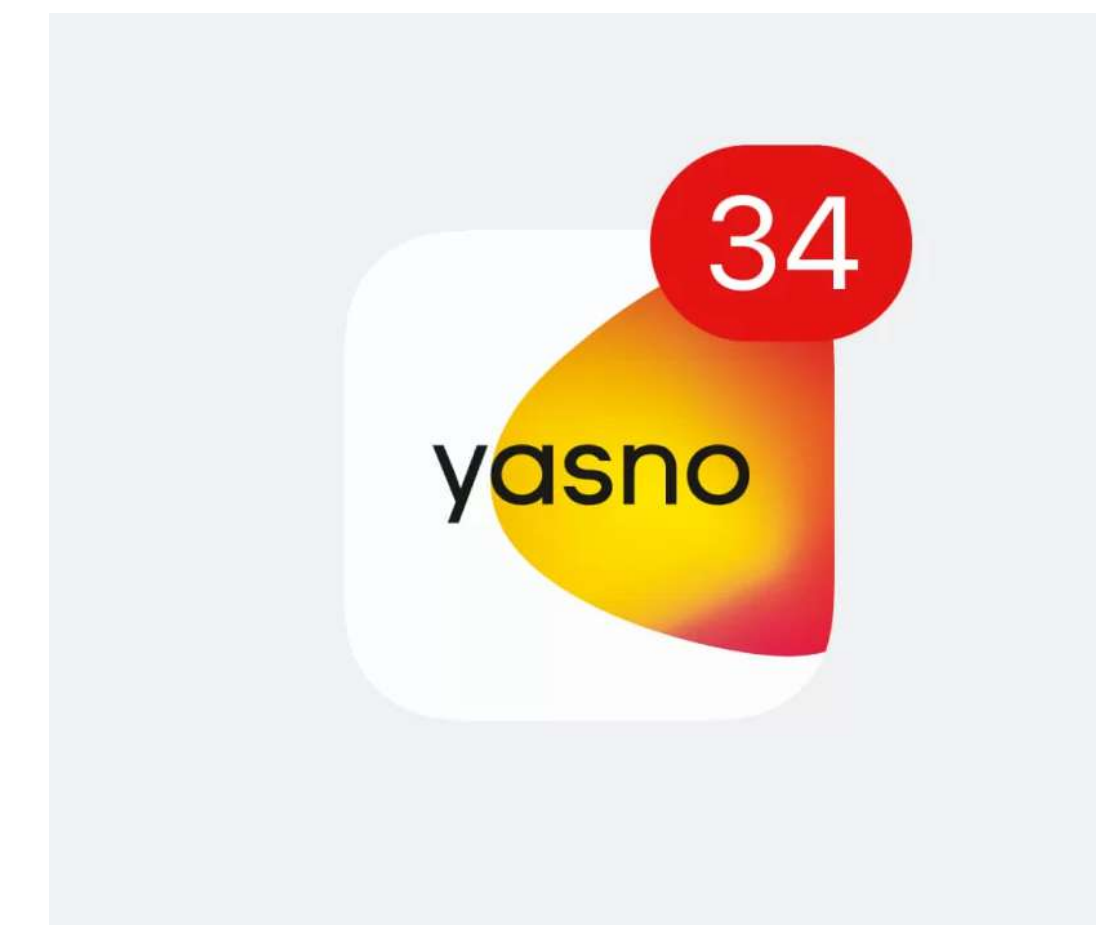
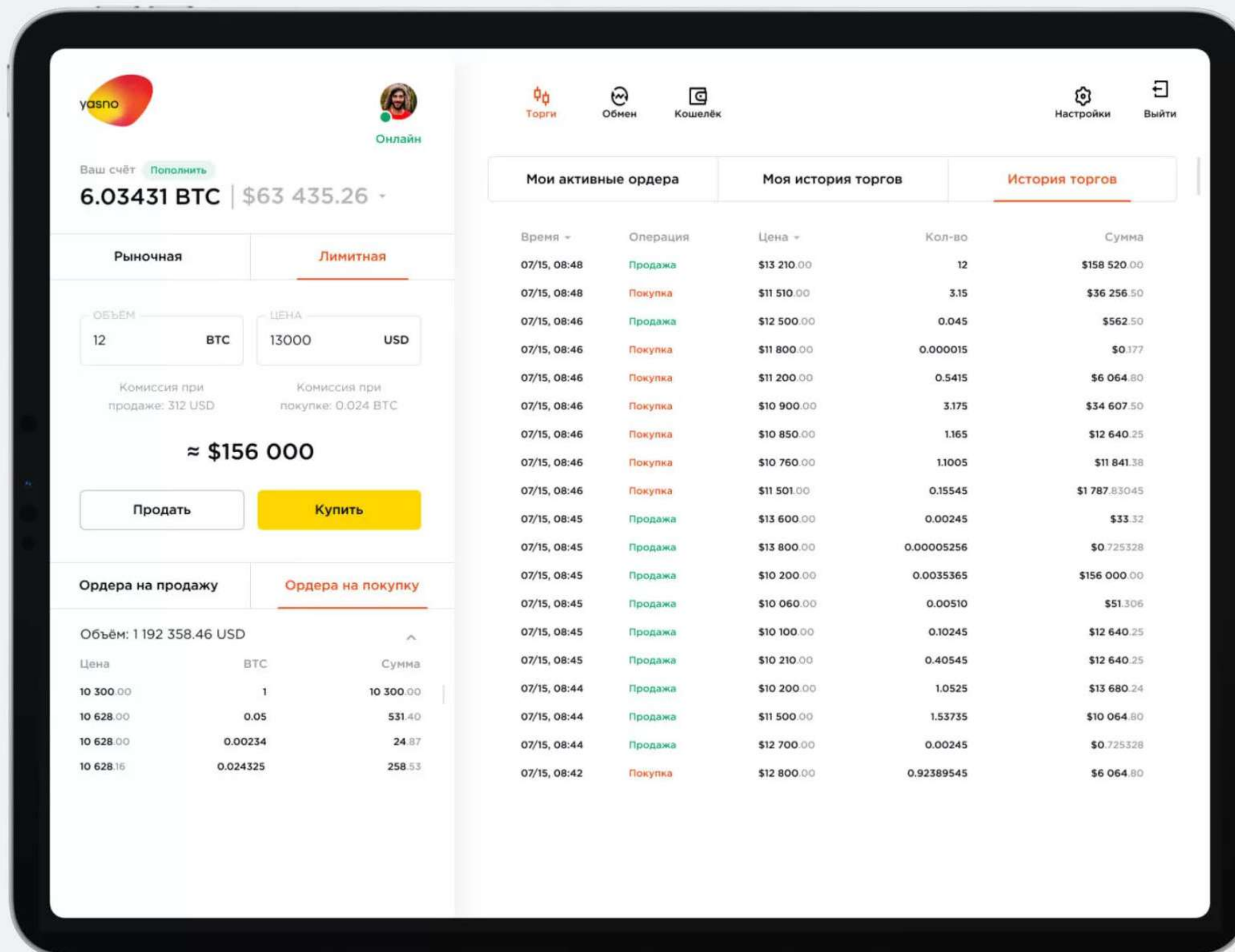


Просто о крипте

**Биткоин делает  
с банками то, что  
электронная почта  
сделала с почтовой  
индустрией.**

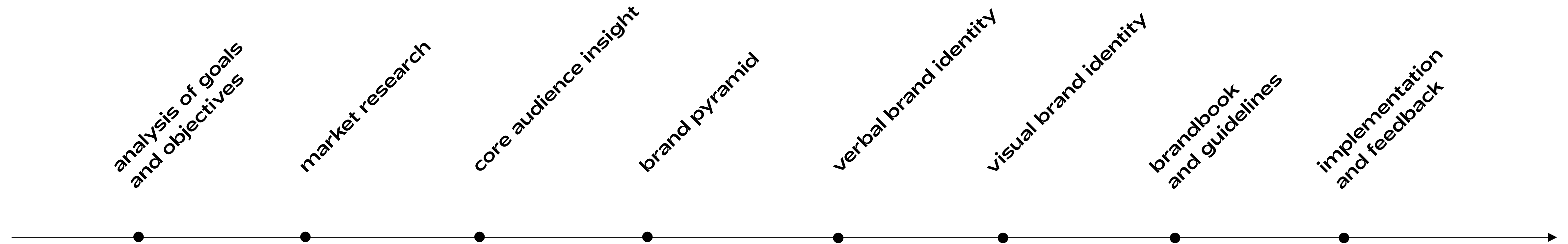
yasno





# Clear steps instead of creative exploration

Our work is based on a proven complex methodology where each subsequent decision is substantiated, clear, and explainable. A brand created this way knows exactly what to say, how to say it, with whom, and where.





Estimate Project

## Robert Dertsyan

tbtbo co-founder and  
managing partner

I specialize in designing the user experience. **Since 2008, I've been helping companies create brands and develop products, from concept and strategy to market launch.** I've worked in Europe, the US and Latin America. I've handled both local seed-stage projects and large international brands, such as McKinsey & Company, Freedom Finance, J'son & Partners, momondo and others. In my work, I'm guided by the principles of the Stanford School of Design Thinking and TRIZ methods.

Member of the MSU Alumni Association, mentor of the #Estcontact program of the MSU Faculty of Economics. Curator of educational programs.



Estimate Project

## Alexey Evdokimov

tbtbo co-founder and  
creative producer

I specialize in brand building, product strategy and creating integrated communication campaigns from scratch.

**I have 17 years of experience in tactic marketing** for large IT corporations: Microsoft, Optima, IBS, PMT. I've completed over 100 branding projects: Nespresso, Johnson & Johnson, McKinsey & Company, Mobil 1, MTS, SBER EAPTEKA, OZON and others. In my work, I'm guided by a combination of high aesthetic standards and a business approach.

Speaker of the IKRA School of Innovation and Creative Thinking  
Curator of the mobile development of the Medialog medical information system  
Speaker on the application of Artificial Intelligence L-Tune on all music streaming platforms

# Our clients



OZON

körting<sup>since 1889</sup>

momondo

MTS

pmt

McKinsey  
& Company

MR GROUP



KEARNEY



SIMPOTEKA

# Contacts

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**Thank you.**