

LEVAN ASATIANI

Portfolio

TUTORIAL

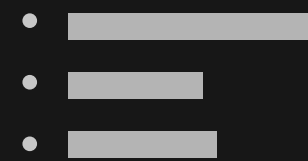
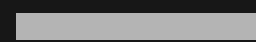


YELLOW BOXES ARE CLICKABLE



DELIVERABLES

SERVICES



YELLOW BOXES ARE CLICKABLE

YELLOW BOXES ARE CLICKABLE

CLICK TO VIEW



FALL 2016 ADMISSIONS COMMUNICATION CAMPAIGN

GeoLab is a Tbilisi-based mobile and web applications laboratory with a training center for design and programming.

As a member of the GeoLab academic team, I was commissioned to produce the admissions campaign for Fall 2016.

In addition to authoring the entire campaign concept around the idea that technology may be perceived as a sort of a miracle (hence the campaign message: "What we used to call a miracle is now called technology"), I devised the visual style and designed a variety of its visual components, including posters, stickers etc.

GEOLAB	DELIVERABLES	SERVICES
<ul style="list-style-type: none"> • 24hr Co-working space • Courses in design and programming • mobile and web applications laboratory 	Campaign	Creative Concept Campaign Art Direction Campaign Message



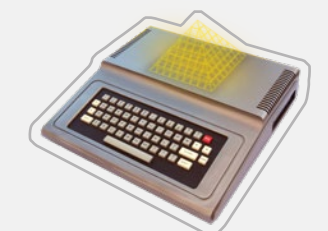
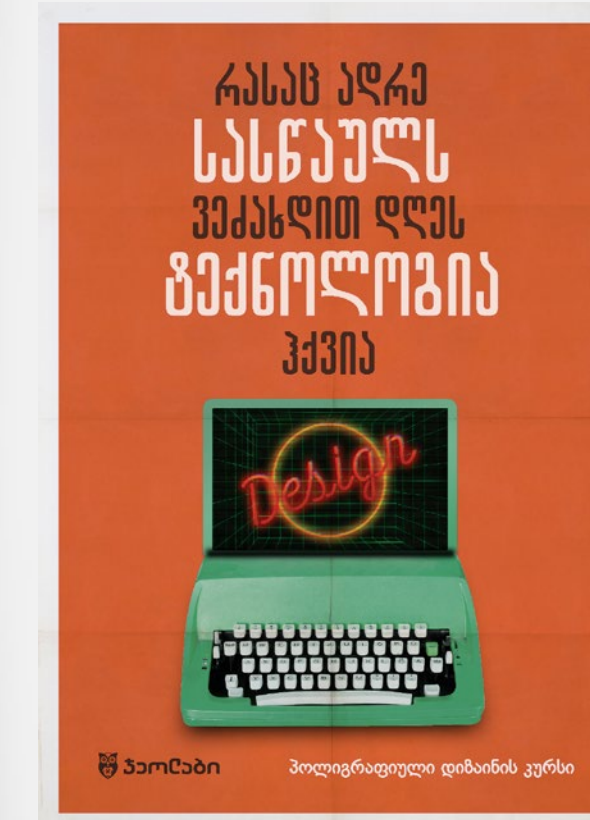
3D Design Course



STICKERS



Graphic Design Course



RUGBY SPECIAL EDITION PACKAGING FOR ICY BEER

Icy, one of the top beer brands in Georgia, is an official sponsor of rugby in Georgia.

I was commissioned to produce the creative concept for its special edition packaging for the international rugby championship in Japan.

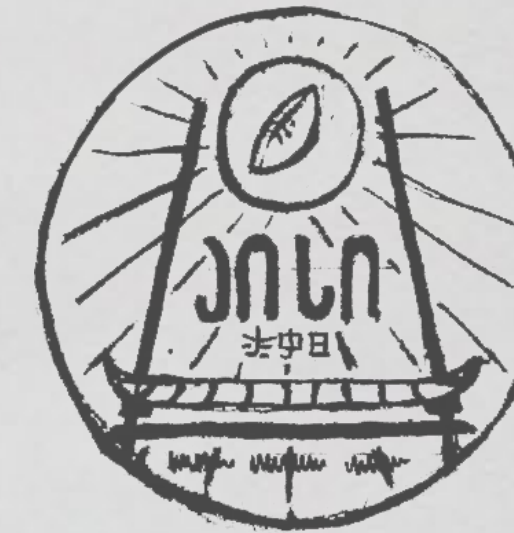
The very name of the brand, "Aisi," means "sunrise" in Georgian - hence the standard visual with the sun rising over the mountains. I replaced the mountains with a rugby gate, which also represents the Japanese torii, whereas the rugby ball substituted the sun.

The campaign included a video, key visuals for web and outdoor, branded merchandise etc.

Standart Packaging



SE Packaging Concept



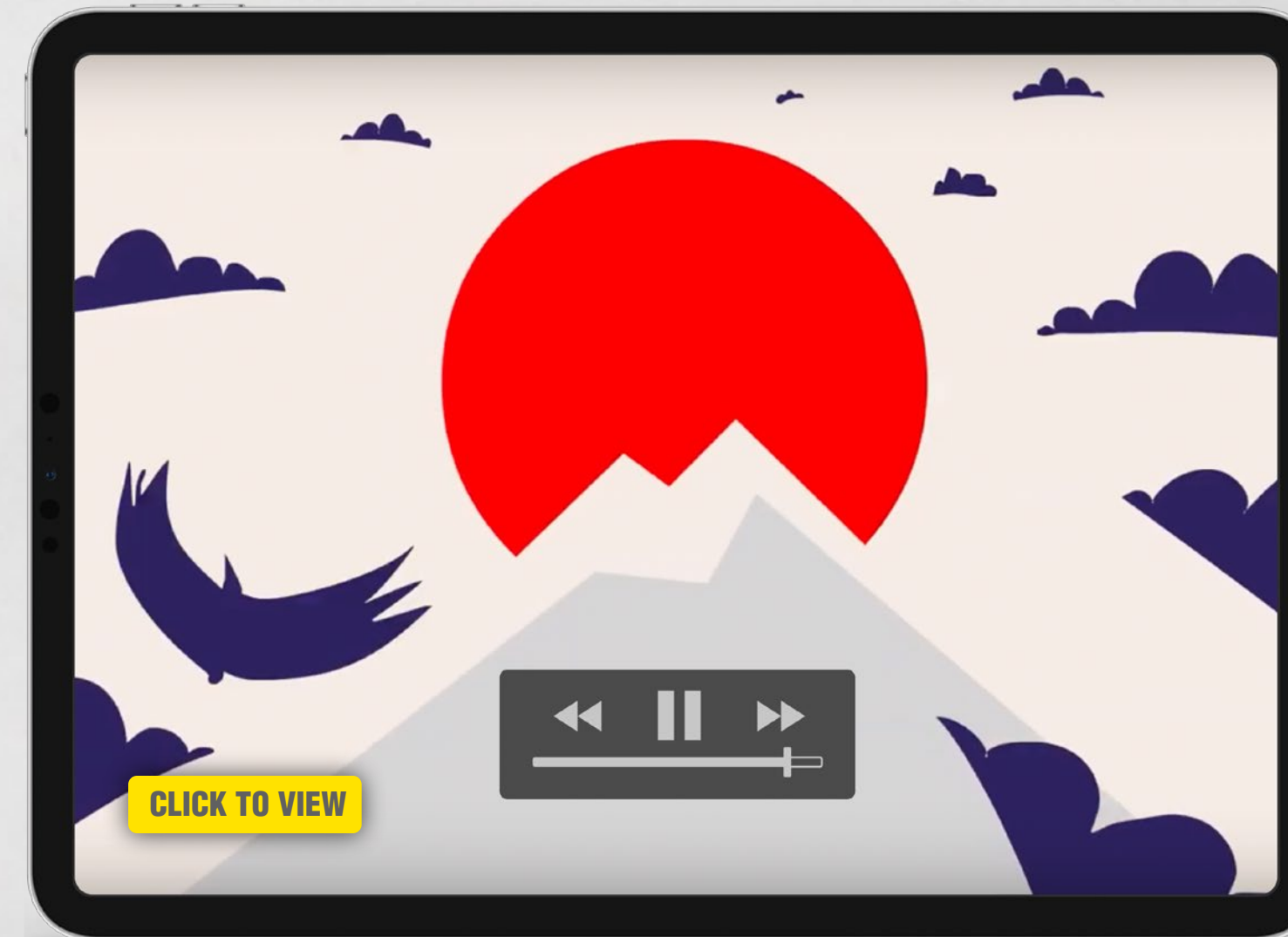
Key Visual



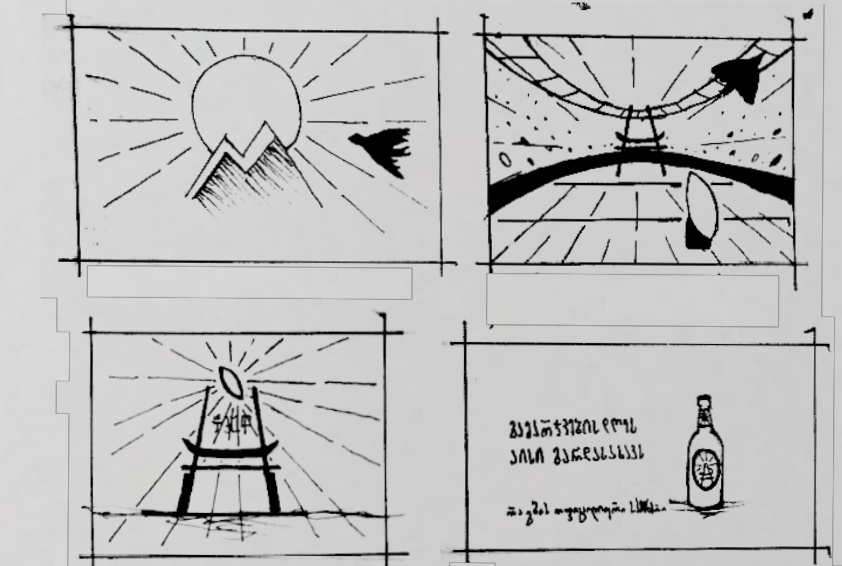
SE Packaging



TVC



TVC STORY BOARD



ICY

DELIVERABLES

SERVICES

Beer

- Campaign
- SE Packaging Design
- Visual Style
- Rugby Fan Merch

- Creative Concept
- Art Direction
- Packaging
- TVC Art Direction
- Story Board

LOGO FOR ROOMS DESIGNS CHESSBOARD

Rooms Designs is one of the top design studios in Georgia and beyond, with its projects including design of Rooms Hotel Tbilisi and Kazbegi, a variety of popular local bars and restaurants etc. The studio has received numerous popular international awards and had its work featured in top international design publications.

I was commissioned to design a logo for their special chessboard.



ROOMS DESIGN	DELIVERABLES	SERVICES
Interior and Product Design	Logo	Concept Logo Design



MUSIC LABEL BRANDING

Hundred Tapes is a tape-only music label founded by me and a friend of mine, Tete Noise, one of the top electronic music producers in Georgia.

The concept of the label was inspired by our belief that art should be palpable and shareable, and that it also comes in finite quantities, so to speak.

The visual concept I developed is based on a hundred lines featured on every cover. Each release is followed with a branded keepsake, such as a sweater, pencil etc.

First Release



Poster for First Release



Second Release



Sticker



Sweatshirts



Sticker



HUNDRED TAPES	DELIVERABLES	SERVICES
Music Label	<ul style="list-style-type: none"> Branding Visual Style Cover Design Brandid Materials 	Art Direction Creative Concept

200 - PAGE ONLINE ART AND DESIGN MAGAZINE

WAS is an internet magazine on art and design, authored by me and a friend of mine back in 2008.

The vision behind WAS was to connect the Georgian and international art scenes, as the internet gained momentum and allowed us to facilitate connection of some of our favorite artists and designers across the globe.

The project was completely non-commercial, and we came up with two issues of about 200 pages each.

Given the interest expressed from a variety of commercial companies to finance the magazine, we may continue to publish it in the future.

WAS

Online Magazine

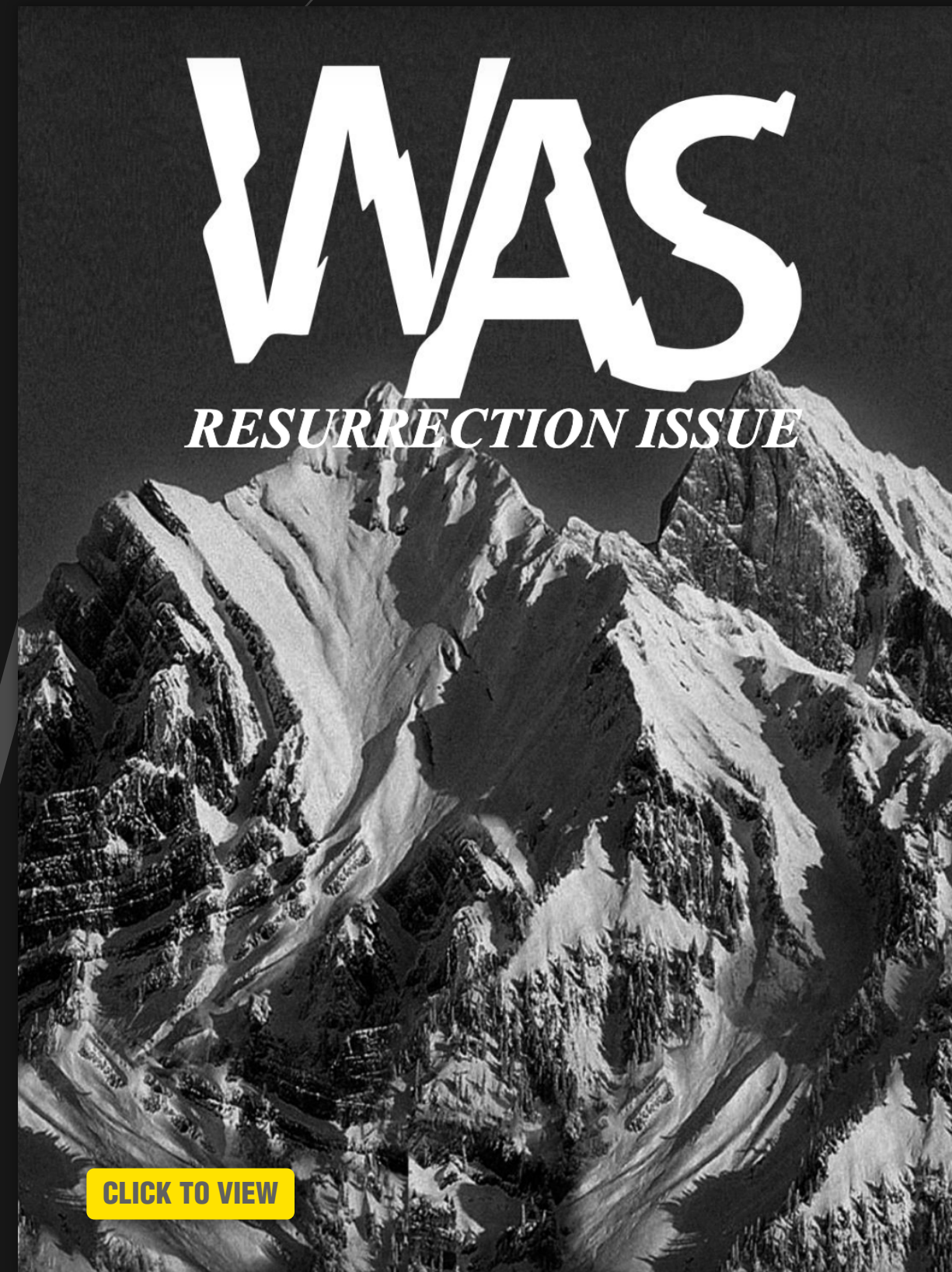
DELIVERABLES

- Curation of Local and International Artist
- Identity and Visual Style
- Design

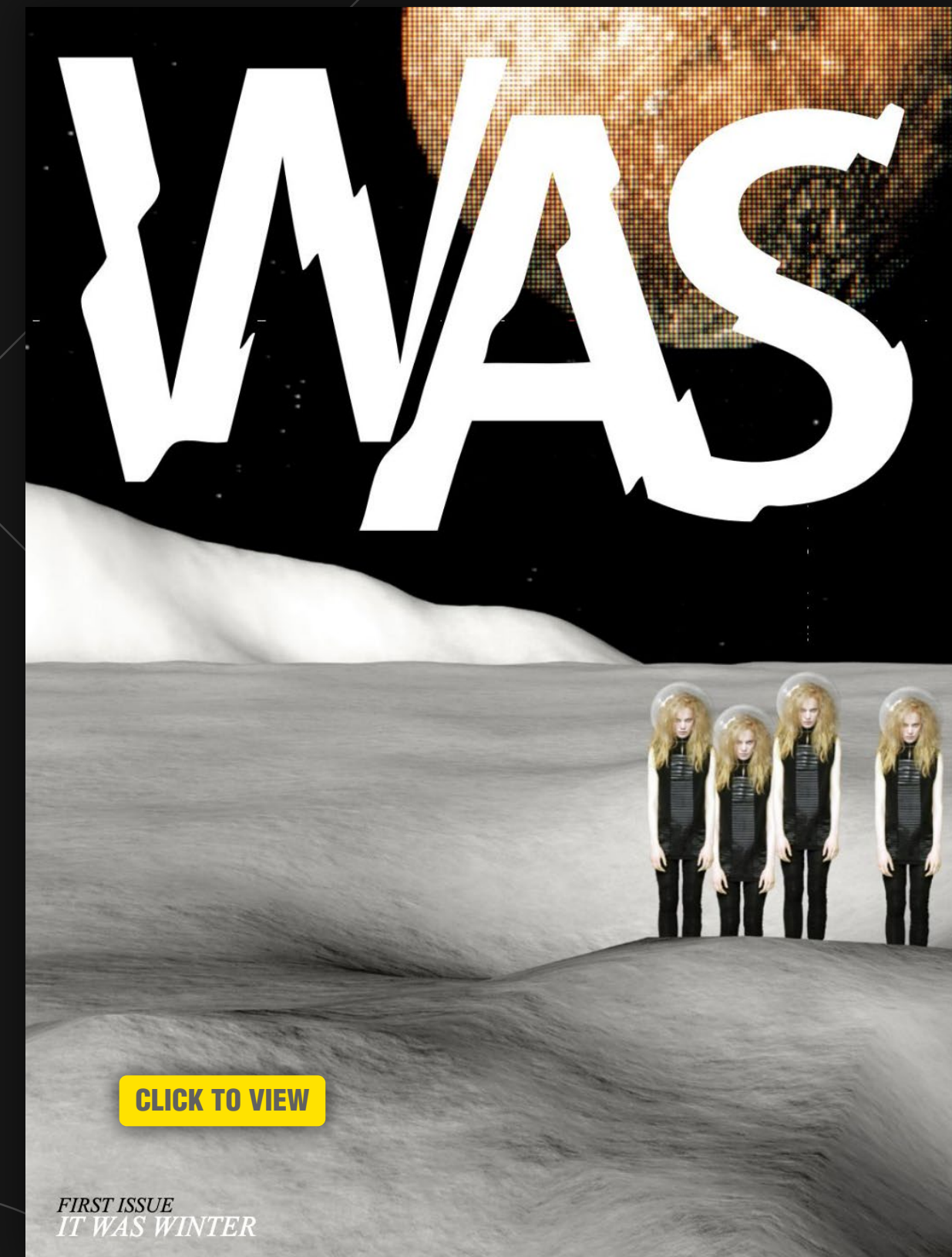
SERVICES

Art Direction
Creative Concept
Branding

Second Issue



First Issue



||O

Portfolio

WAS

REFORMER IDENTITY DESIGN

Reformer is a youth organization focused on developing and implementing strategic projects within a variety of fields in Georgia. It is a powerful platform for young people from a variety of industries to come together and collaborate.

I was commissioned to develop bold, contemporary and simultaneously Georgian identity for the organization, whereas each of the strategic directions of its work had to be labeled/visualized with a unique corresponding look.

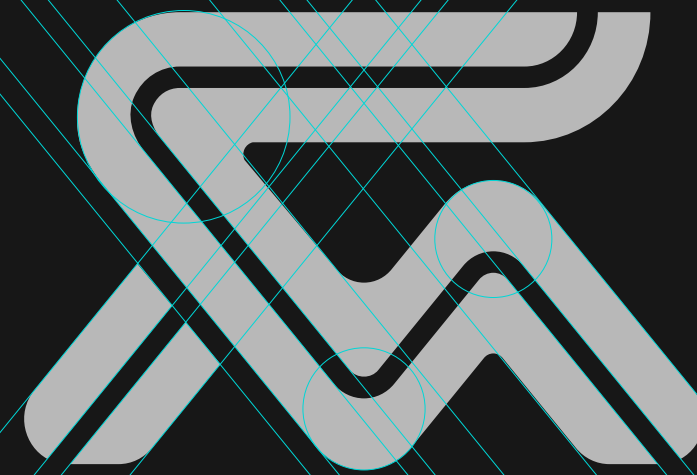
The logo created is comprised of an upward path to emphasize the mission of the organization, while patterns of strategic spheres are based on details of the logo, combined with corresponding colors.



Logo



Sketch



Symbol

DIRECTIONS

Bussines



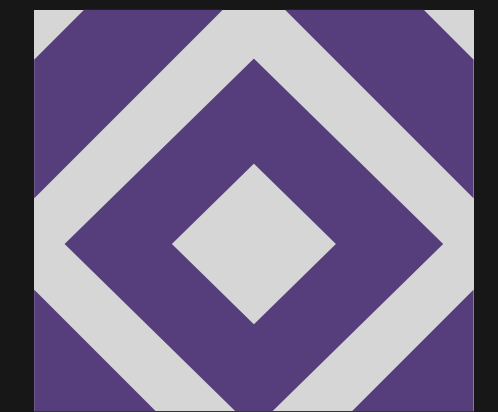
Graphic Elements: Color: C: 99 M: 77 Y: 3 K: 0 R: 2 G: 82 B: 160

Industrie



Graphic Elements: Color: C: 4 M: 91 Y: 46 K: 0 R: 229 G: 61 B: 100

Technologie



Graphic Elements: Color: C: 79 M: 89 Y: 21 K: 7 R: 87 G: 61 B: 124

Education



Graphic Elements: Color: C: 3 M: 9 Y: 98 K: 0 R: 247 G: 236 B: 34

Healthcare



Graphic Elements: Color: C: 63 M: 0 Y: 84 K: 0 R: 63 G: 0 B: 84

Justice



Graphic Elements: Color: C: 0 M: 38 Y: 100 K: 0 R: 251 G: 170 B: 25



Georgian "R"



English "R"

REFORMER

Youth Organisation

DELIVERABLES

- Identity Design
- Creative Concept

SERVICES

Art Direction
Creative Concept
Branding



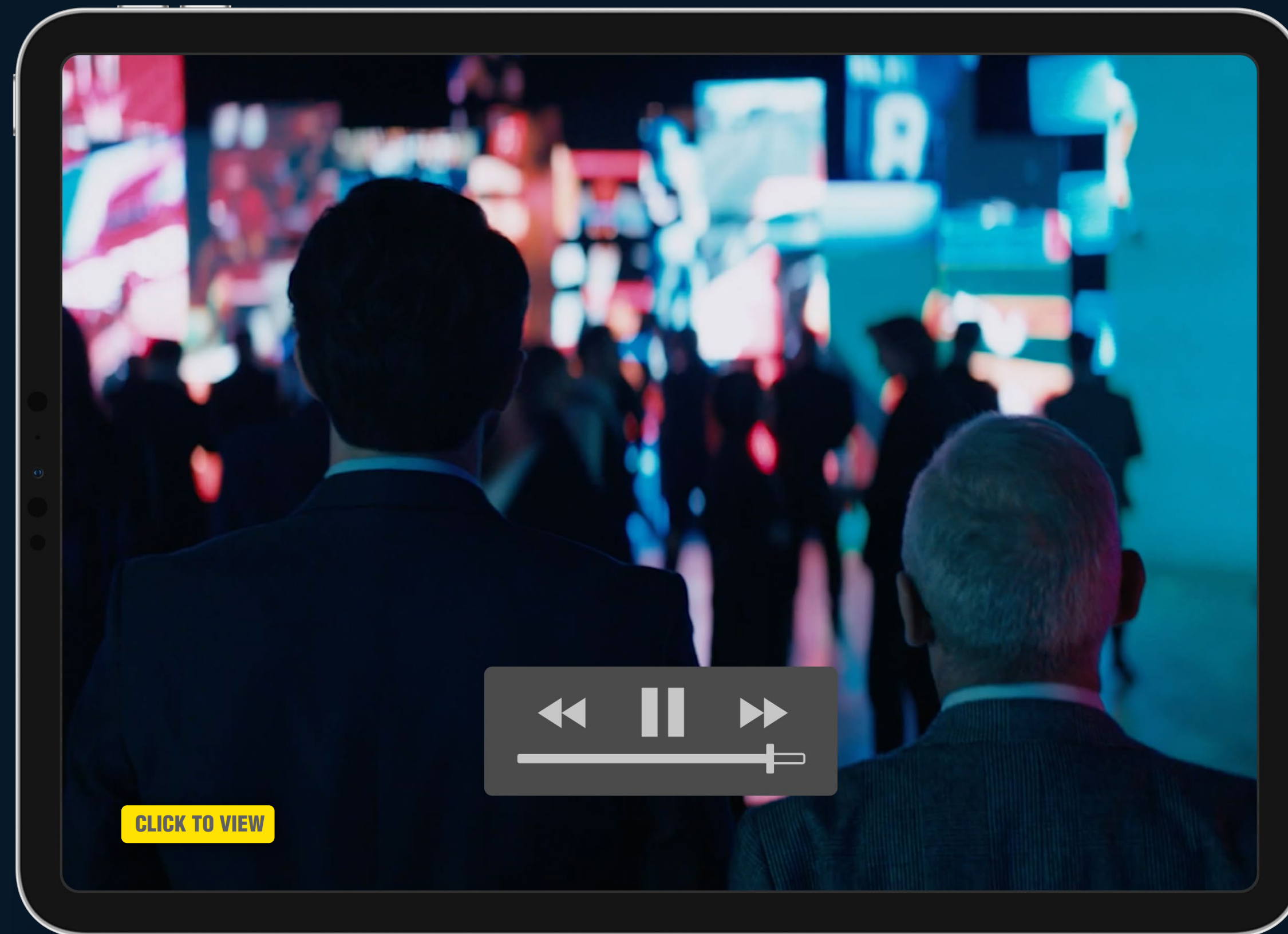
INTERACTIVE FILM FOR ADJARABET

Adjarabet, the largest online casino in Georgia, commissioned Metro, one of the largest production and creative agencies in Tbilisi, to produce a largescale ad campaign in 2019. The key message to be communicated was that each player had to stay in charge of the game.

As the Senior Art Director of the agency at the time, I worked with the creative team to develop the concept for the campaign, directed the production process and designed the entire identity of the campaign.

The result was an interactive film, which encouraged the viewer to make decisions and alter the scenario, and simultaneously showcased every product of the company in a very subtle manner.

The film was a massive hit, with over a million views and millions of interactions.



ADJARABET

DELIVERABLES

SERVICES

Online Casino

- Creative Concept
- Campaign Execution

Campaign Art Direction
Film Art Direction
Identity Design



GPC PHARMACY CHAIN REBRANDING CAMPAIGN

GPC, one of the largest pharmacies in Georgia, decided to invest into its brand equity enhancement and commissioned a brand new strategy going forward.

Our team authored the transformative strategy for the brand, suggesting its complete rejuvenation and positioning as a fun, interactive and approachable brand on the market. We created its integrated communication platform and came up with a creative concept for the “Be well” slogo (slogan and logo combined).

The idea behind the concept is to integrate GPC into a variety of everyday lives of its customers by offering them special healthy packs for dining, general wellness, lifestyle etc.

The strategy also envisioned co-branding projects with a variety of established Georgian brands, including Entree to offer a special healthy “Be well” meal, Radio Fortuna to play a special calming playlist etc.



Slogo



Outdoor Ad



Entrée x GPC Lunch Box



Sunglasses



Box for GPC Goods



Record With Calming Music

GPC	DELIVERABLES	SERVICES
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- Pharmacy
- Health Products

- Transformative Brand Strategy
- Communication Platform
- Creative Solutions Identity Design

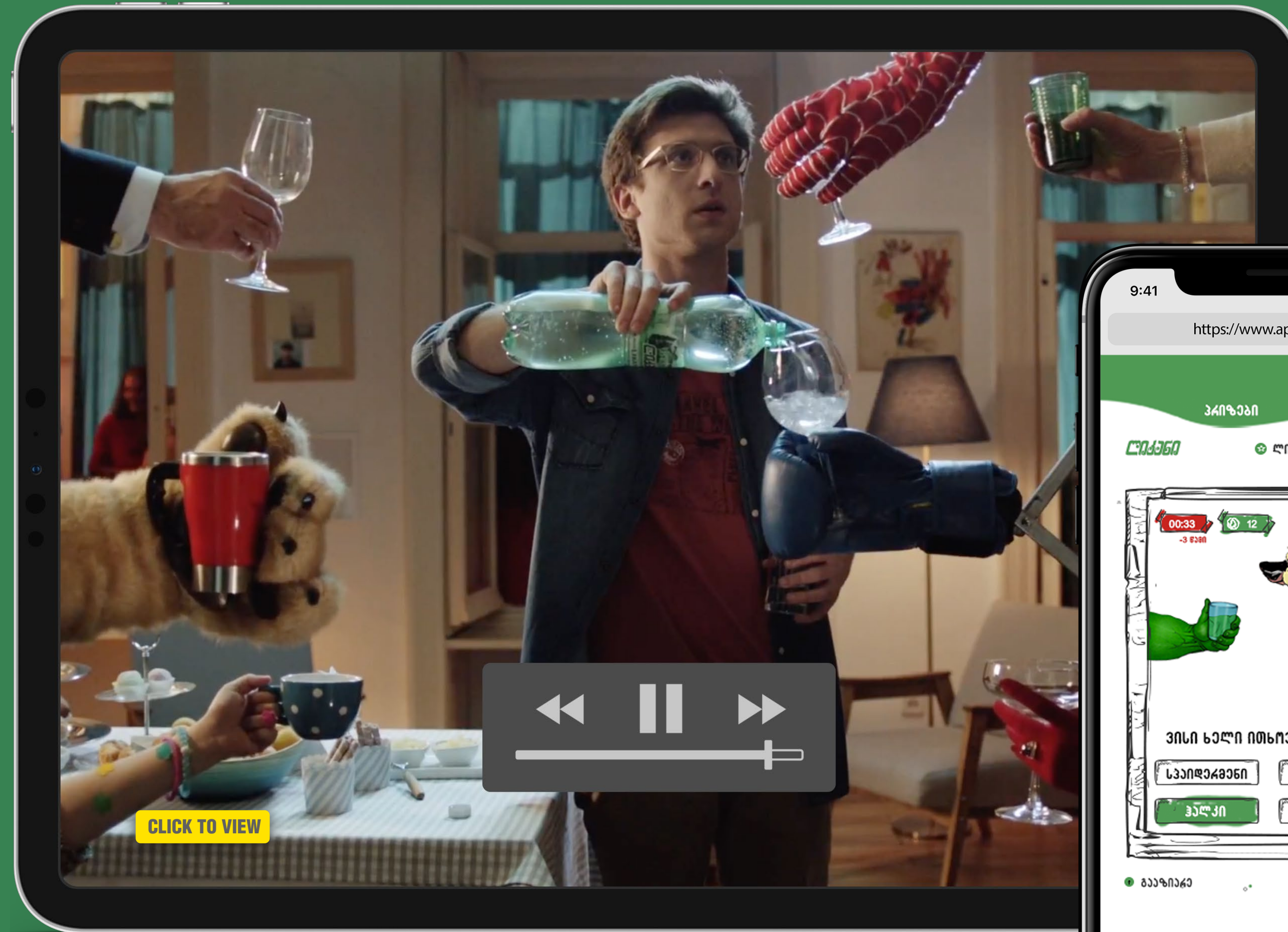
- Art Direction
- Creative Concept
- Creative Message
- Slogo
- Visual Identity

NEW SKU LAUNCH CAMPAIGN

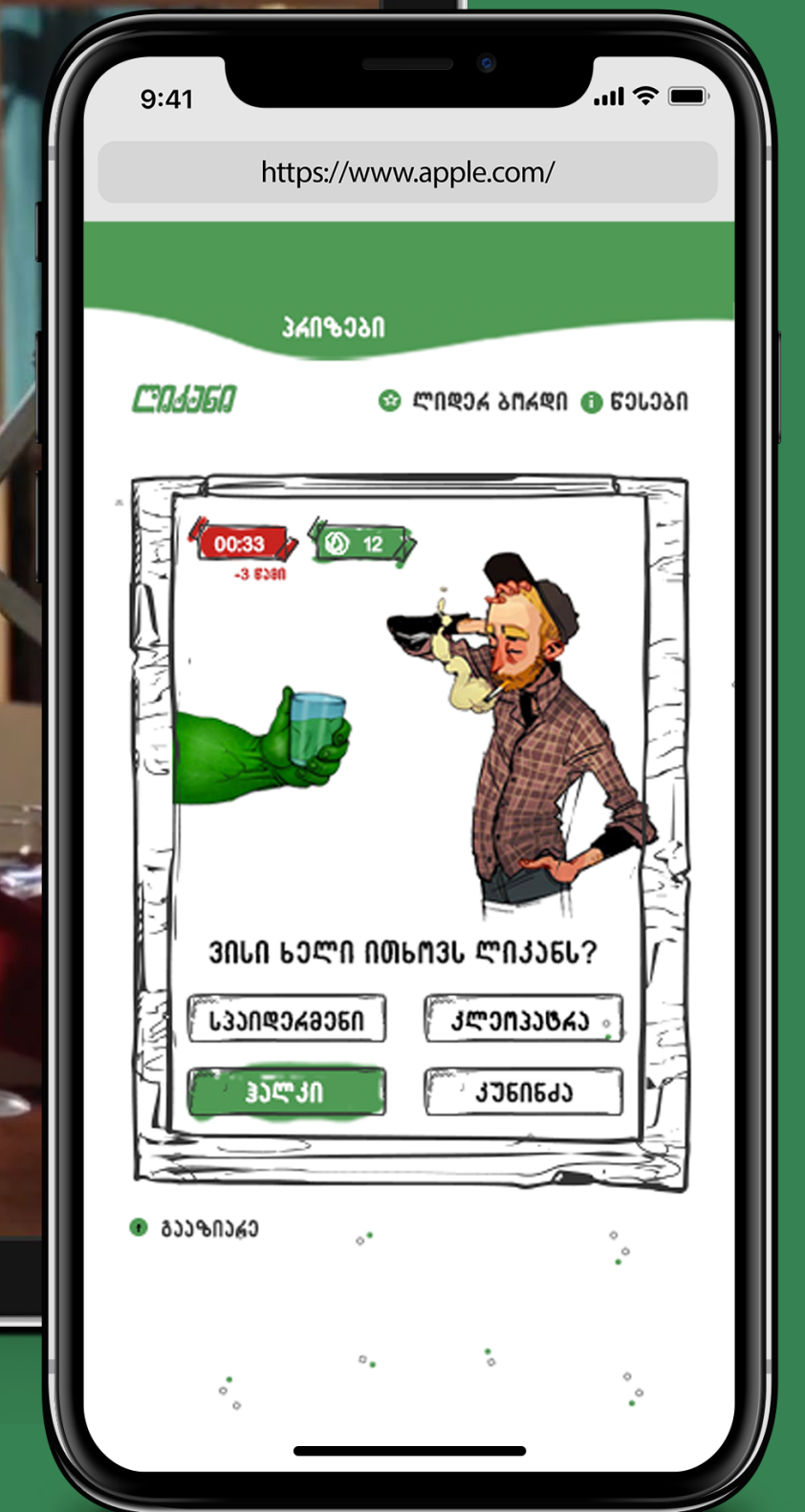
Likani, one of the largest mineral water brands in Georgia, released a new 1.5L SKU and commissioned our team for its launch campaign. The challenge was to target the potential audience of families and large gathering hosts.

In addition to authoring the creative concept for the campaign and serving as the Art Director of the entire campaign, I also came up with the key message of the campaign and developed a small website as a gamification element, which was relatively new on the market at the time.

The campaign was a huge success, with thousands of participants visiting the website to take the quiz and claim prizes.



Website



LIKANI	DELIVERABLES	SERVICES
Spring Water	<ul style="list-style-type: none"> • Campaign • TVC • Website 	Creative Concept Campaign Art Direction Campaign Message TVC Art Direction Web Game

NEW PLATFORM FOR TBC BANK

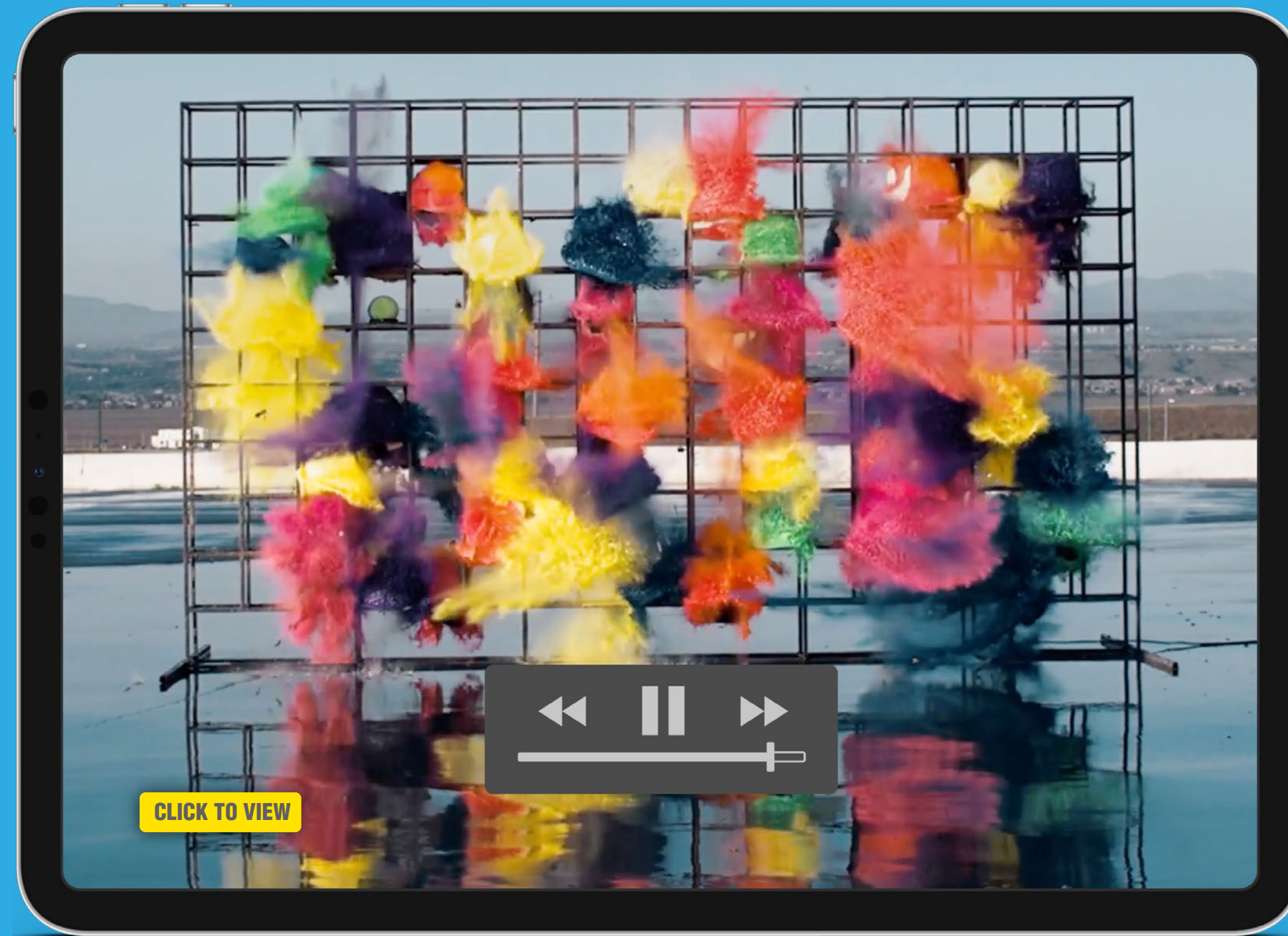


“You” was a new platform for TBC, one of the largest commercial banks in Georgia, which aimed to erase the line between the bank and its customers and position the customer as the key variable in the equation.

As part of the creative concept for the platform authored by me, we also commissioned a variety of up and coming Georgian artists to submit their artwork for the campaign slogo.

The campaign video and artwork was a massive hit, contributing to TBC’s brand equity enormously.

The platform is still up and running, offering customers a variety of novelties from time to time.



TBC

DELIVERABLES

SERVICES

Bank

- Platform Concept
- Campaign
- Execution

Creative Concept
Campaign Art Direction
TVC Art Direction

ICY CREDENTIAL CAMPAIGN

Icy, one of the top beer brands in Georgia, commissioned a communication campaign for its signature ice filtration technology, which helps the beverage maintain its fresh flavor.

Our team came up with the creative concept for the campaign, which intended to juxtapose mundane activities that everybody wishes would end soon with the taste of beer, which, of course, should always last as long as possible.

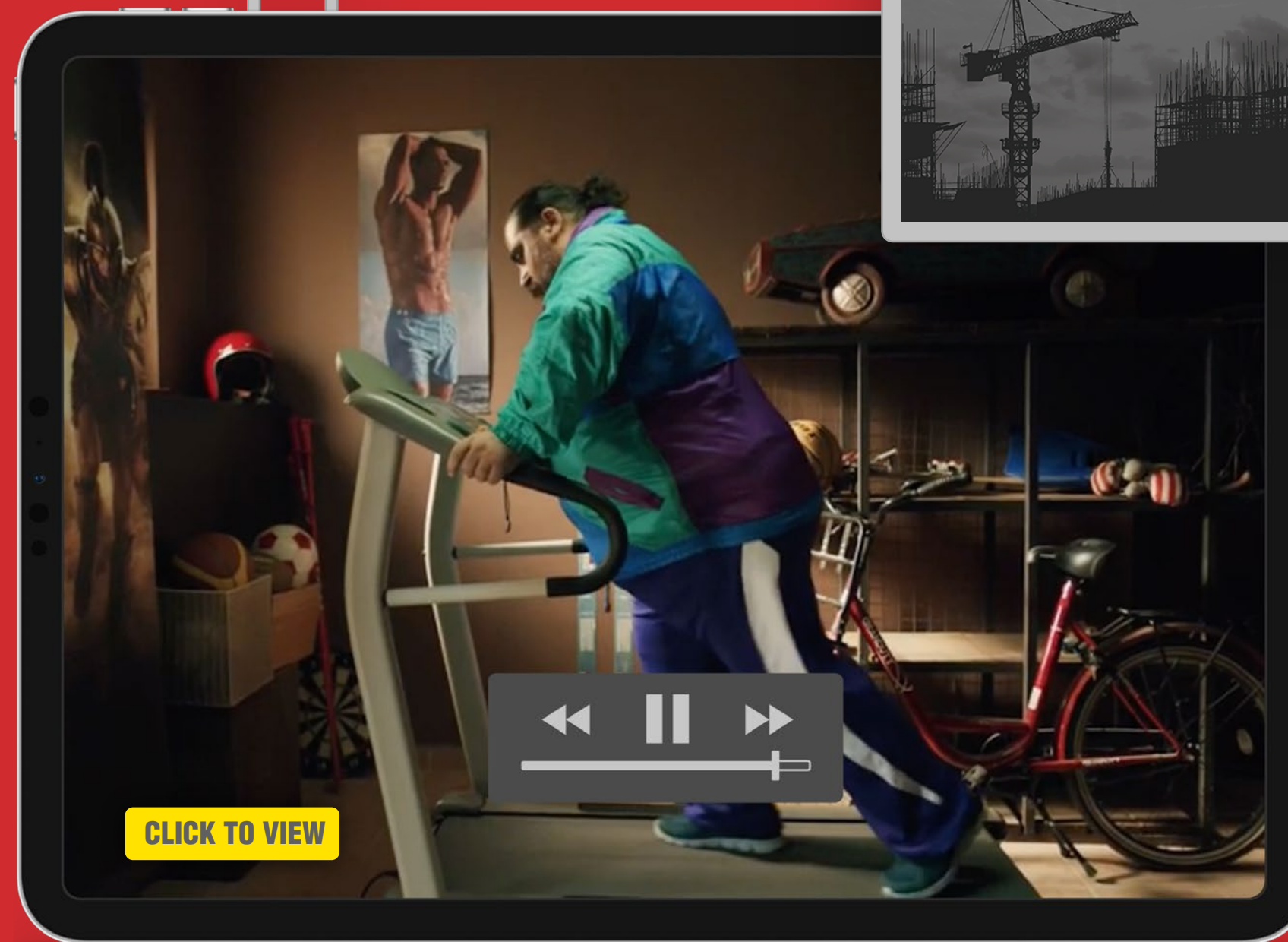
As a result, we created a fun video and innovative key visuals, which aimed to target customers in the very process of doing something they wished would end soon e.g. an Icy billboard would appear in the midst of a traffic jam etc. One of the visuals even targeted the occupation zone (refer to the visuals on the right).

ICY	DELIVERABLES	SERVICES
Beer	<ul style="list-style-type: none"> Campaign Concept Execution 	Concept Creative Copy Campaign Art Direction TVC Art Direction

Billboard Near Occupied Territorie



Billboard



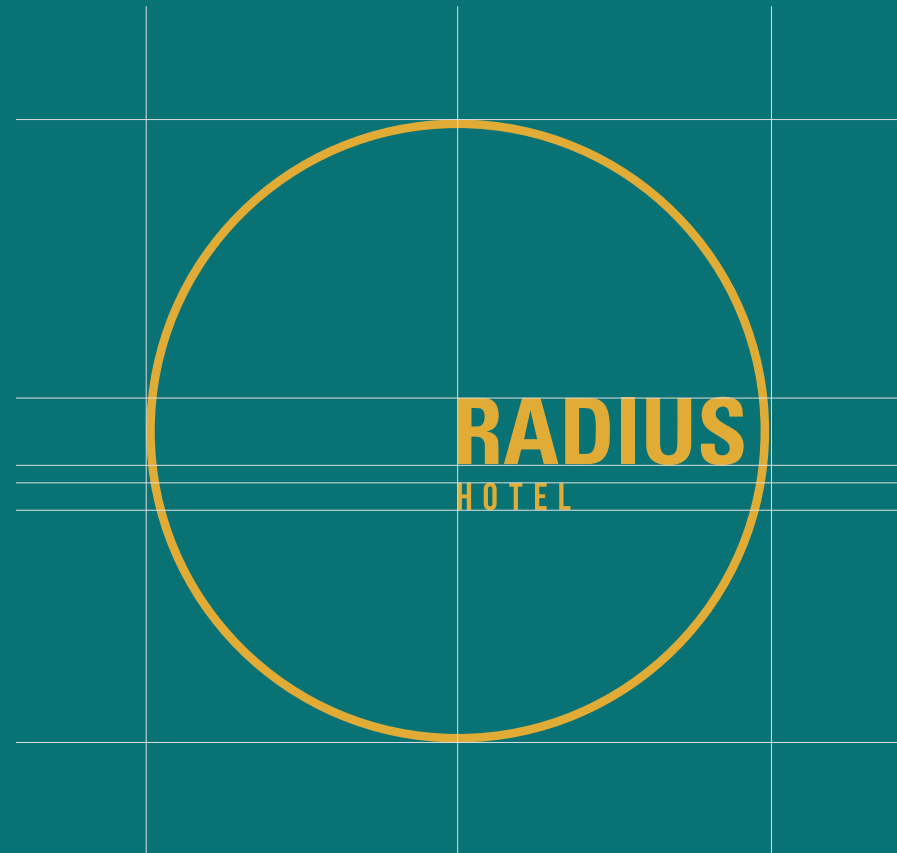
RADIUS HOTEL BRANDING

Radius Hotel is one of the projects of the Georgian Co-Investment Fund, located in the center of Tbilisi, in the place of the historic department store near the Liberty Square.

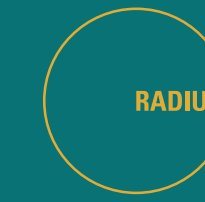
The key objective of the branding project was to come up with a concept that would emphasize the strategic location of the hotel in the very heart of the city. This was precisely the inspiration of the name.

The idea behind the logo was to create a simple, straightforward visualization of the name, whereas the overall identity concept was intended as a modern, clean, minimal style of virtually every medium for communication.

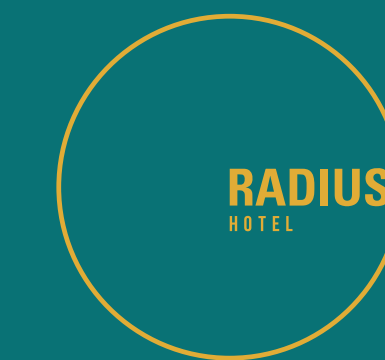
I authored the brand book, outdoor and indoor signage, visual concept for social media and print communication, uniforms, branded merchandise and even details of the interior etc.



32 px



70 px



130 px



CMYK: 88/38/50/14
RGB: 9/114/117



CMYK: 12/3/92/0
RGB: 226/173/56



CMYK: 91/57/56/42
RGB: 16/68/74



CMYK: 4/6/21/0
RGB: 244/233/205



CMYK: 244/233/205
RGB: 228/105/64

RADIUS	DELIVERABLES	SERVICES
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Hotel	Identity Brand Book Creative Concept	Identity Design Brand Book Art Direction Creative Concept
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**THANK
YOU**