



Everything starts with Once

once

Our vision:

**100 Market
Leaders on
the global
stage**

Our approach:

**We don't follow
golden rules —
we redefine them**

Our values:

once

01.

Aesthetics

02.

Distinctiveness

03.

**Joy in the
process**

04.

**Decisions backed
by insight**

Our superpowers:

01.

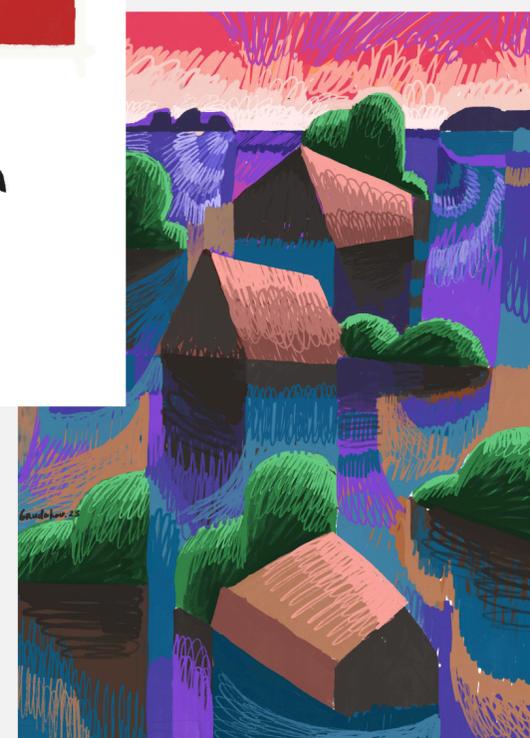
“It’s okay not to know what to do. As long as you know what you want — we’ll help you get there”

We’re easy to work with — and great at uncovering what truly matters. If your brief feels vague or unfinished — we’ll help clarify the challenge, find the focus and map out the steps



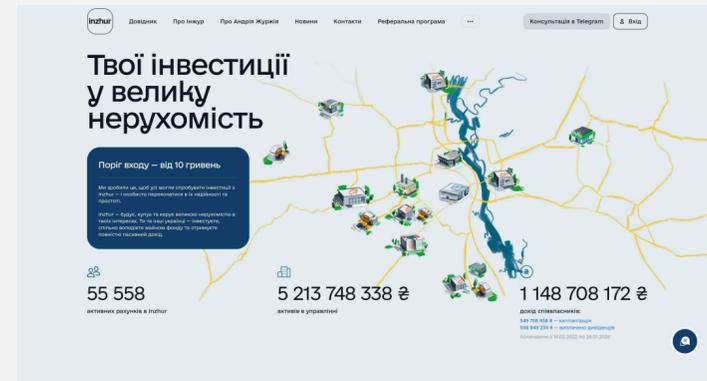
02.

We craft visual metaphors with depth, and illustrations so unique they verge on art

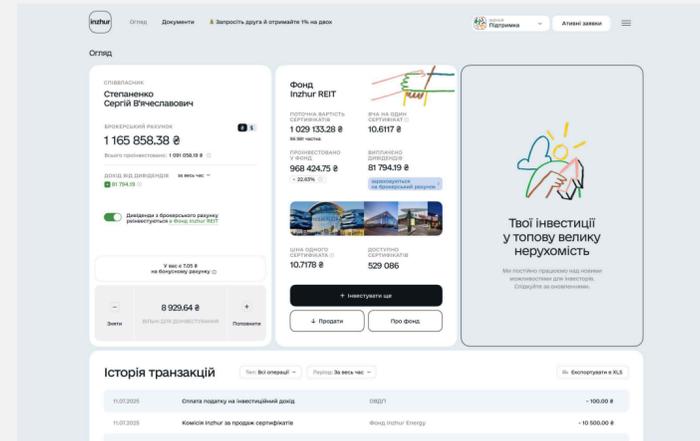


03.

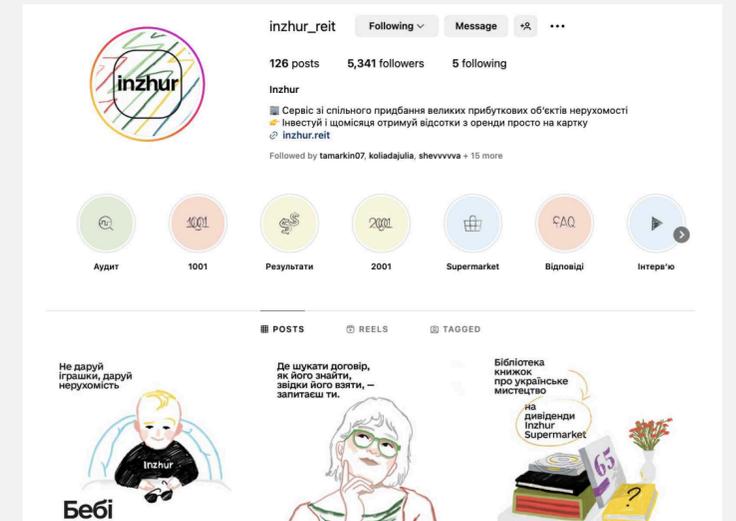
We turn ideas into real products and build complete brand ecosystems from scratch



Website



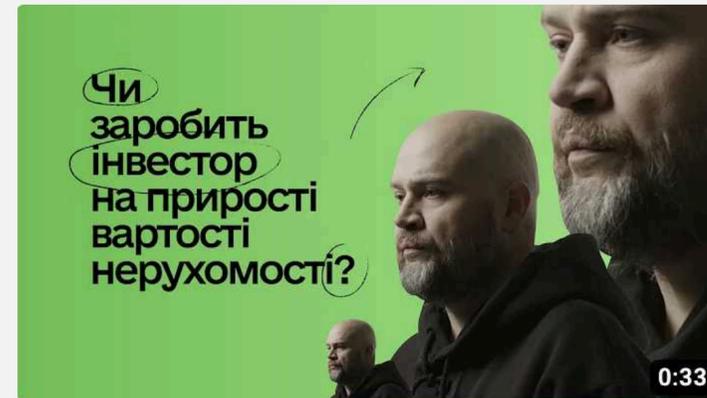
Client Portal



SMM



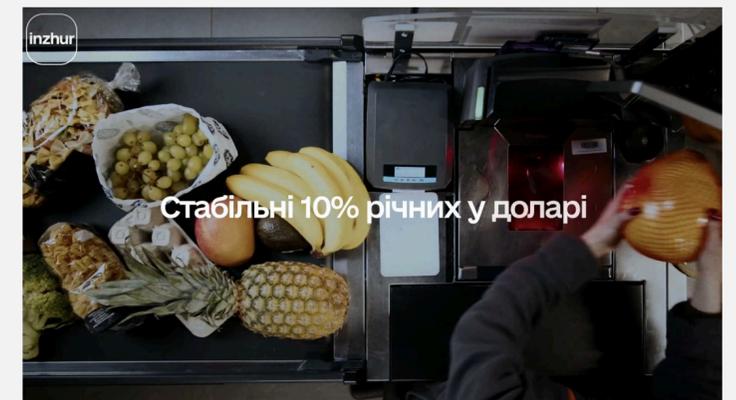
Branding



YouTube content



PR



Video & display ads

04.

We build long-term partnerships

Quick wins are great — but real impact comes from long-term collaboration. Many of our clients stay with us for years, so we know their brand inside out and seamlessly handle any task that comes up.

5 years

olymed.

5 years

goodwine

4 years



Sweet.tv

2 years

SANDI+

3 years



6 years

COLONNADE
A FAIRFAX COMPANY

Our Clients

once



goodwine



TORSUS



SQUAD

CABANCHI

*Файні
люди*

F A B O



SANDI+

**DAILY
DOSE
OF**

TwoCo.

ELiT

oly.med.

A-mega

THF

MONTELUX



Processes

once

How a brand becomes a living system

Client's idea / objective

What you want to build, how big you see it, and what success looks like to you

Value creation strategy

- Who our client is (audience profiles)
- Market segment for growth
- Key differentiation points / Unfair advantage
- Product value propositions

Brand positioning

Who do we want to become? What kind of character will we embody?

How do we want to be perceived – and what should people remember us for?

- Brand archetype
- Brand philosophy
- Vision & mission
- Core values
- Tone of voice
- Key brand messages and main content themes

Brand design

How your brand will look:

- Logo
- Color palette
- Typography
- Patterns
- Grid system
- Illustration style
- Photo & video treatment
- UX kit, etc.

Communication strategy

What we say, where we say it, who we say it to – and how. We prepare materials for the key touchpoints:

- Website
- Partner deck
- Internal/team deck
- SMM
- POSM
- Email campaigns
- Press materials

01.

Value creation strategy

Audit

1 week

After our joint session, we analyse brand materials, explore the niche, and prepare a qualitative research plan

Qualitative research

2 weeks

We conduct in-depth interviews and prepare a presentation with insights and hypotheses

Quantitative research (optional)

2 weeks

We design the research framework, select the most effective tools, and prepare a presentation with an interpretation of results

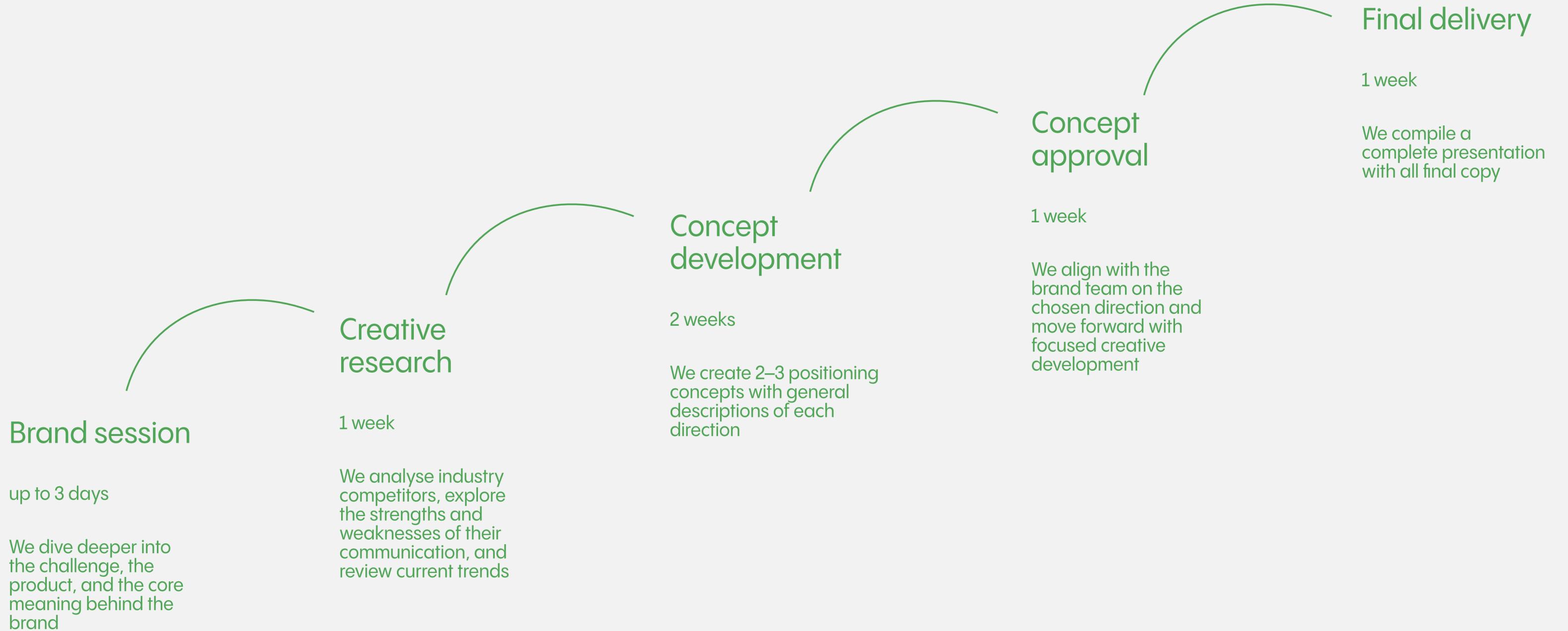
Update or creation of the value proposition

1-2 weeks

We present the first findings to the brand team, choose one direction together, and move forward with it

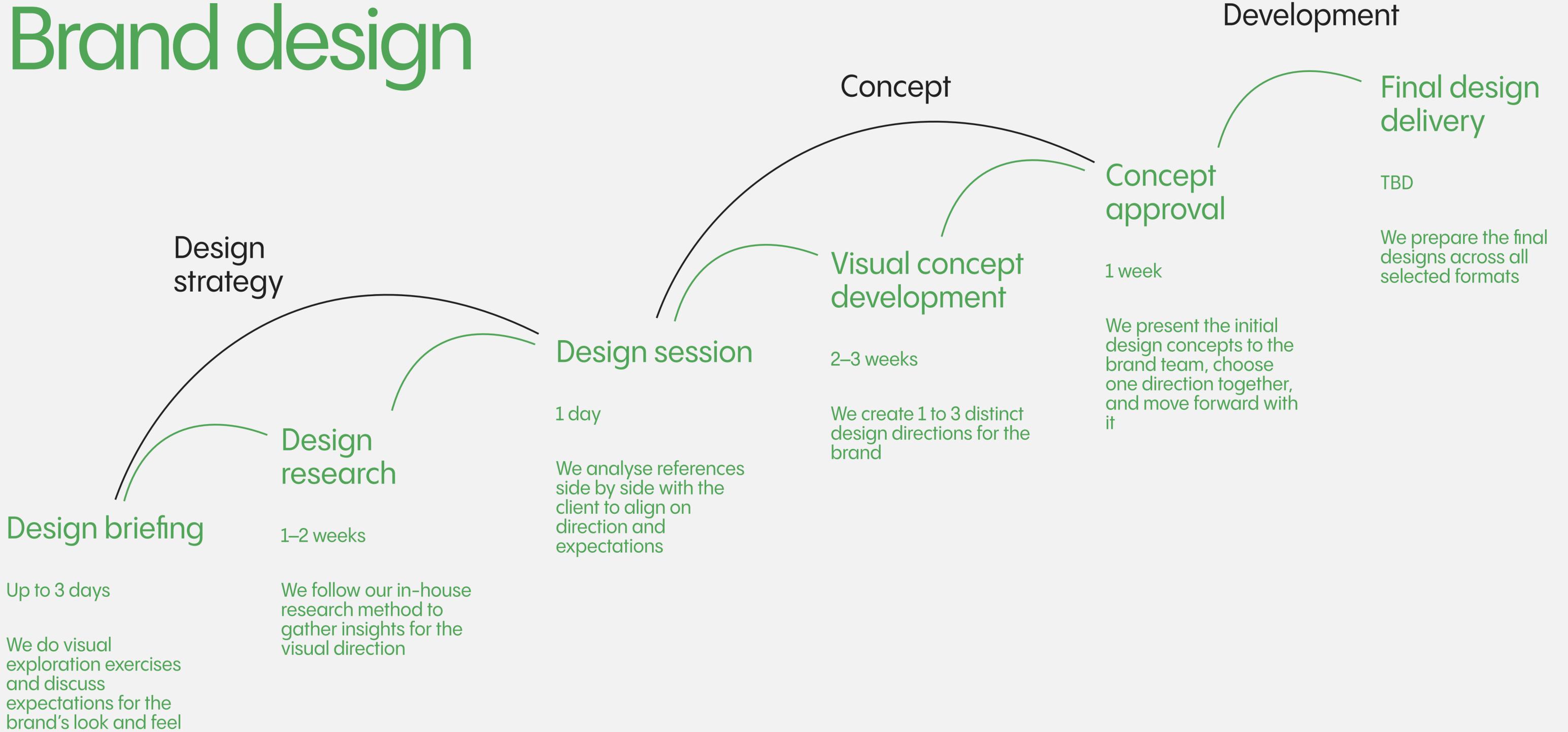
02.

Brand Positioning



03.

Brand design



03_1.

Design strategy

- **Similar case studies.** Analysing existing projects to avoid repetition and learn from past mistakes.
- **Coolhunting.** Spotting outstanding or unconventional work that evokes strong emotion.
- **Trendspotting.** Identifying global trends, future aesthetics, and the role of technology.
- **Category design history.** Reviewing how the visual language has evolved over time.
- **Design patterns.** Finding consistent visual traits in brands with relevant characteristics.
- **Category attributes.** Defining essential visual markers that help users identify the product/service.
- **Context.** Assessing the competitive landscape and how our brand should stand out.
- **Semiotic assessment.** Analysing signs, symbols, indexes, and conventions that shape meaning.
- **Materials & format.** Exploring physical applications, production processes, and new format potential.

04.

Communication Strategy

Analysis

1 week

Conduct a kick-off session.

Audit past brand communications (including umbrella brand specifics if applicable).

Prepare findings and recommendations

General Communication Plan

1 week

Prioritize channels and outline high-level brand presence

Creative Concept

2 weeks

Develop several creative directions for future communication.

Finalize the selected concept with mockups for key formats

Media Planning

1 week

Finalize budgets and distribution schedule across channels

Final content & asset production

TBD

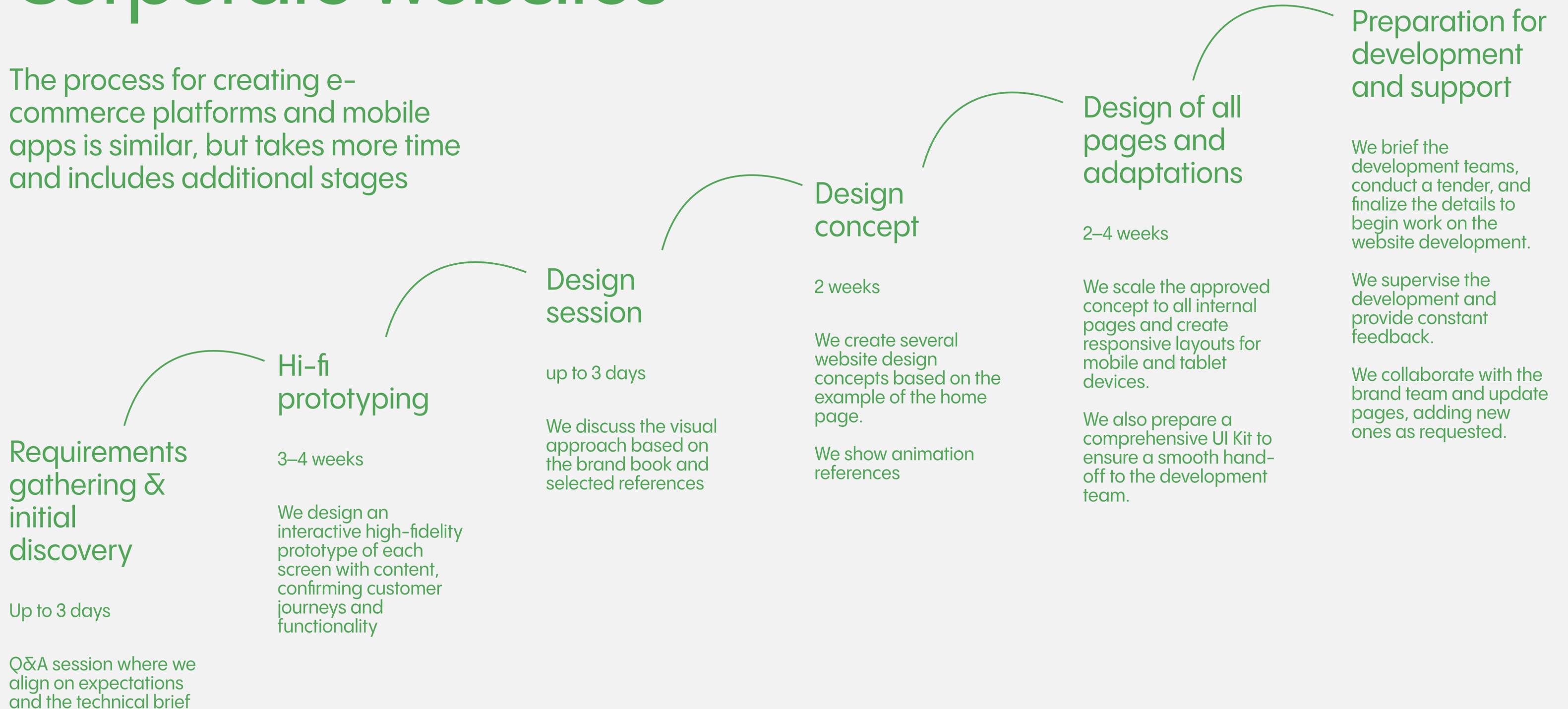
Produce banners, videos, social posts, photoshoots, scripts, articles, etc.

Create briefs for external teams and vendors

05.

Corporate websites

The process for creating e-commerce platforms and mobile apps is similar, but takes more time and includes additional stages



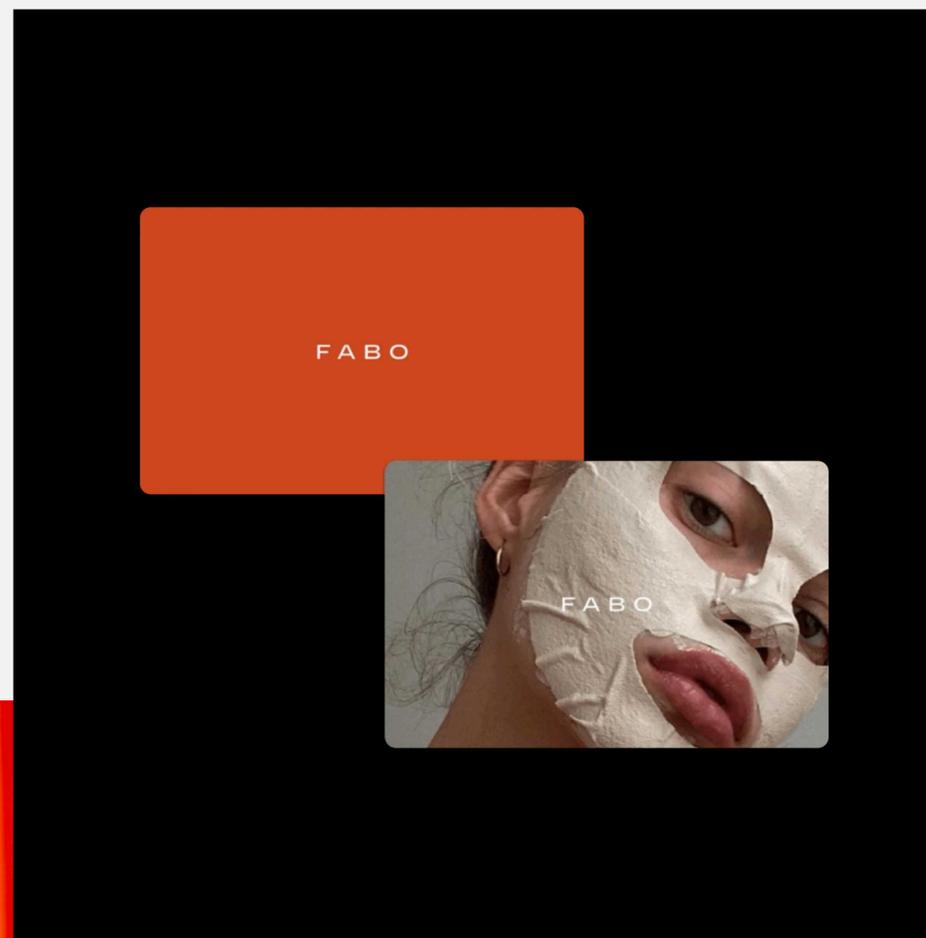
Selected projects

01.

Comprehensive solutions
for premium services
and high-margin
products

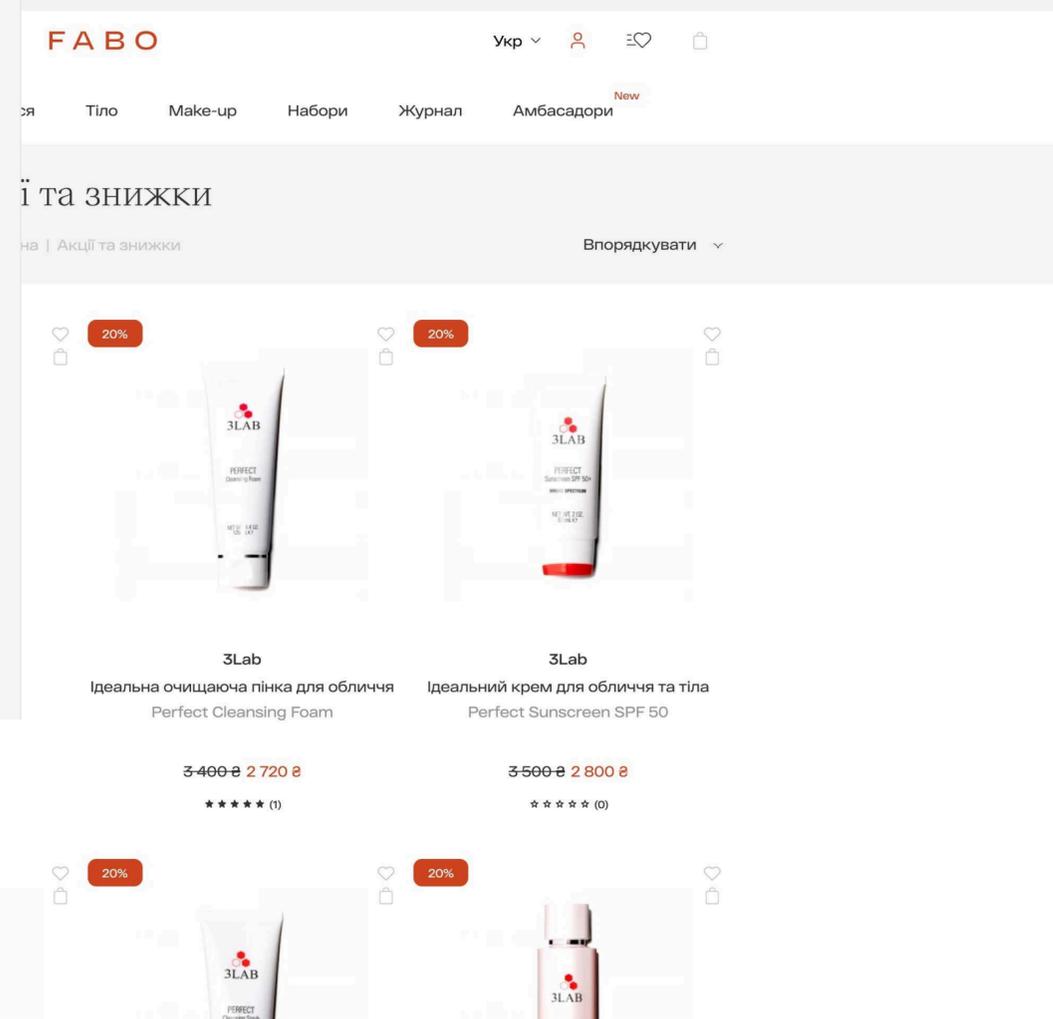
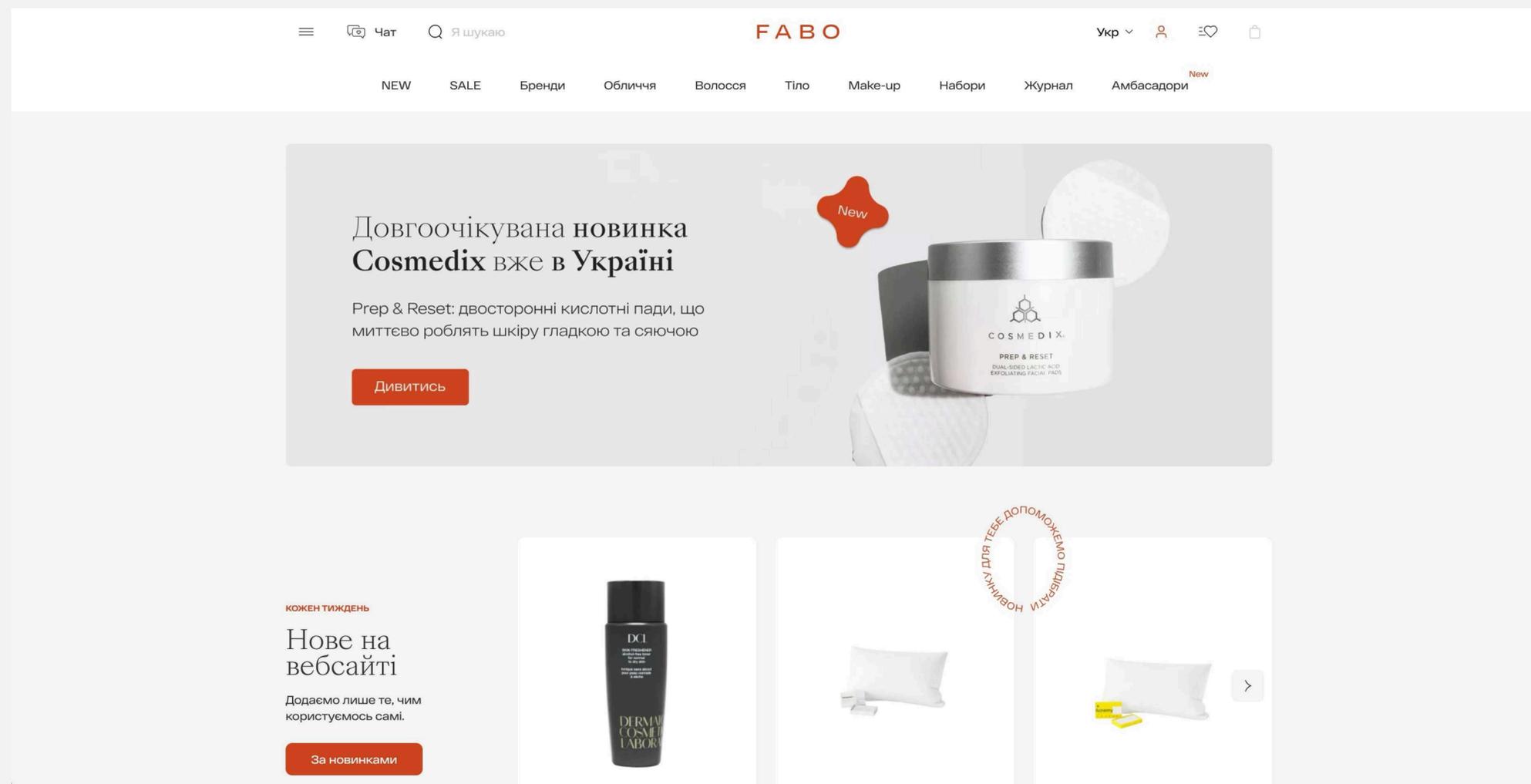
Branding, brand relaunch communication strategy, and e-commerce for a premium cosmetics chain

[Explore the case ↗](#)



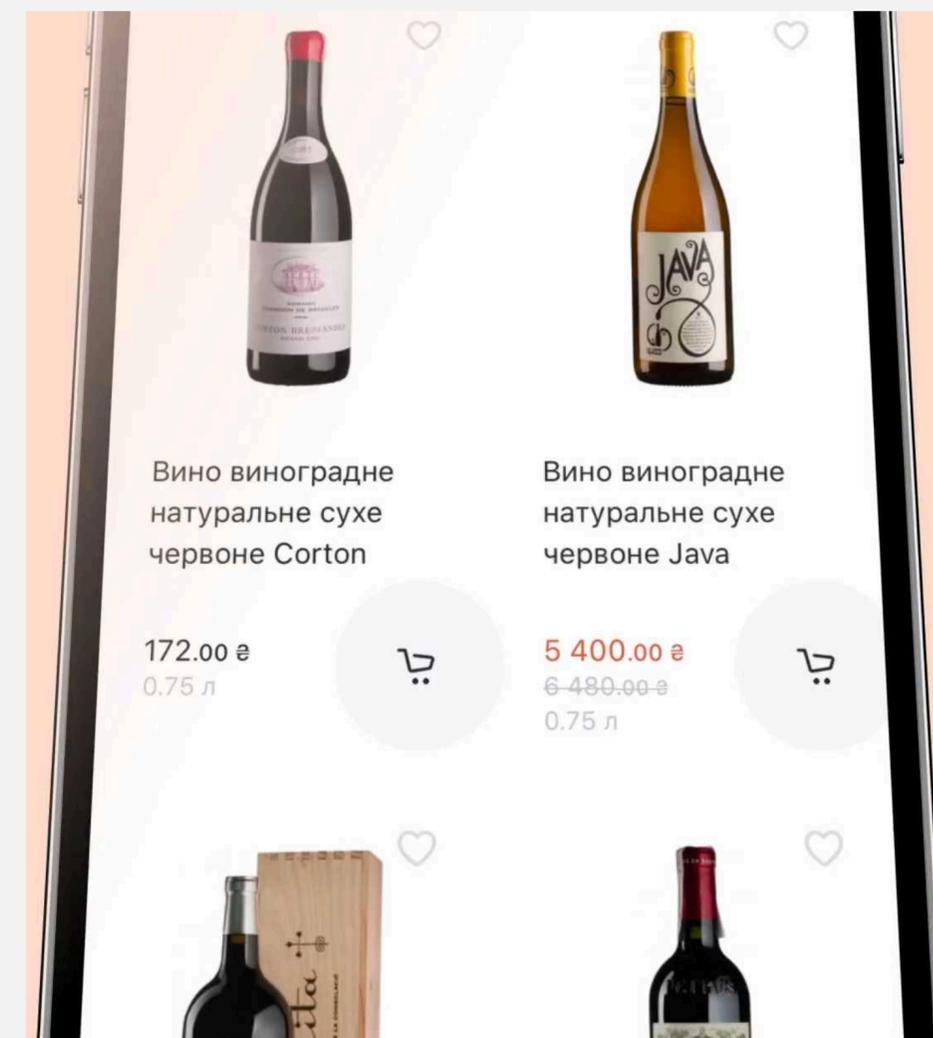
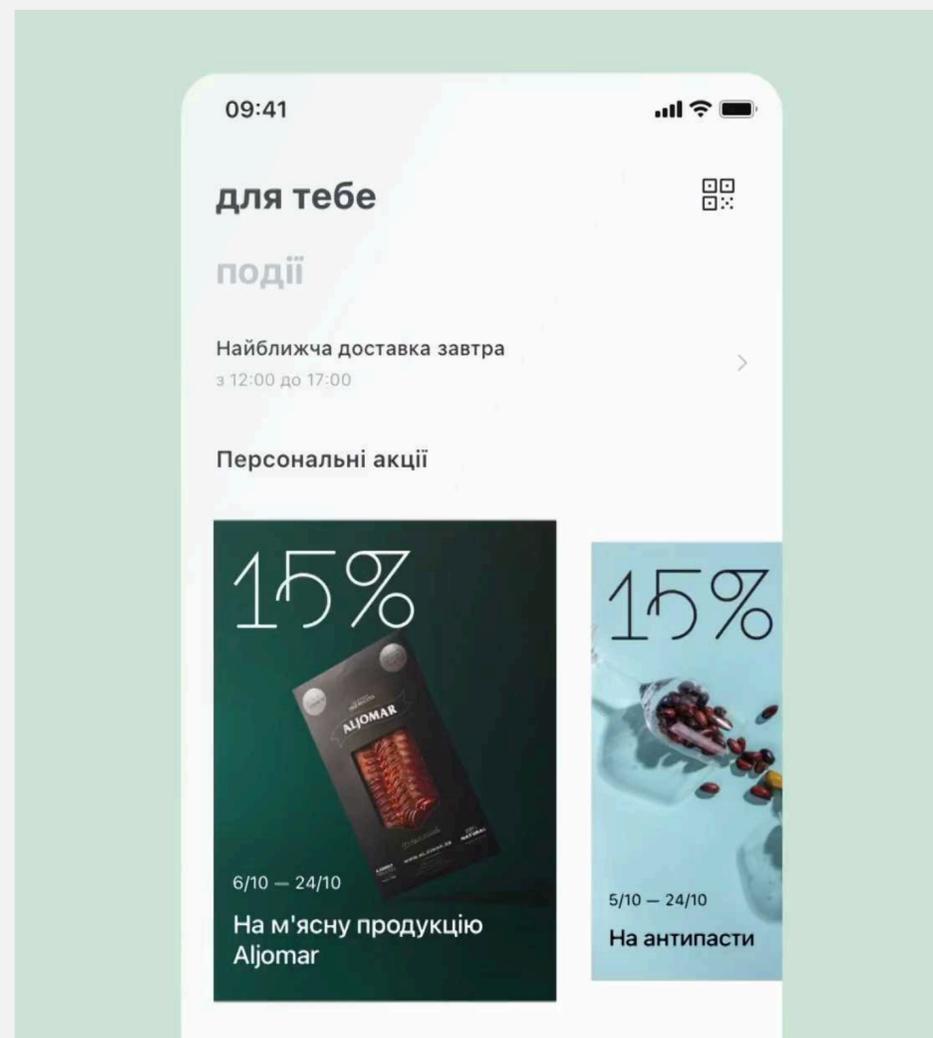
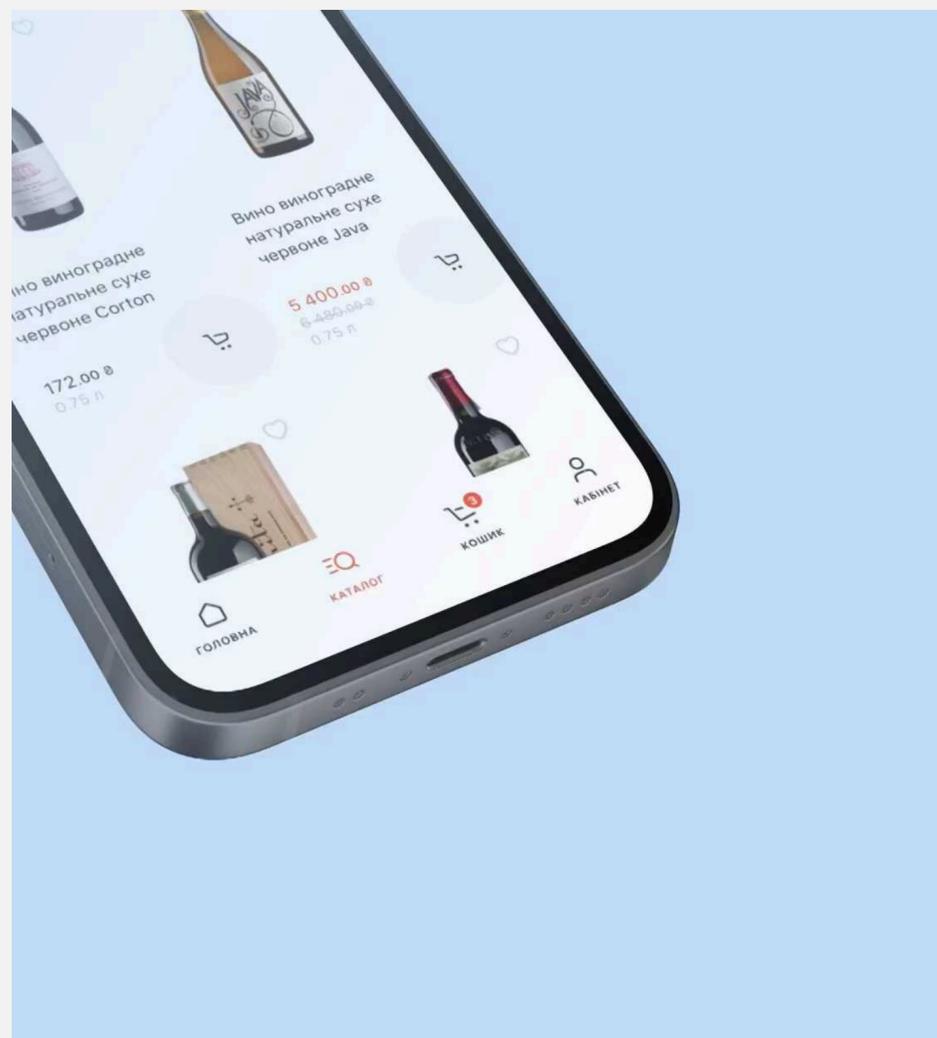
E-commerce for a premium cosmetics chain

[Go to website ↗](#)



Mobile e-commerce for a premium grocery chain goodwine

[Explore the case ↗](#)



Branding and website for a service powering long-haul ships

[Go to website ↗](#)
[Explore the case ↗](#)

hi marine company

[About us](#)

[Services](#)

[Locations](#)

[Contact us](#)

Your first port of call for all maritime requirements

We will help you create a very happy and fit crew

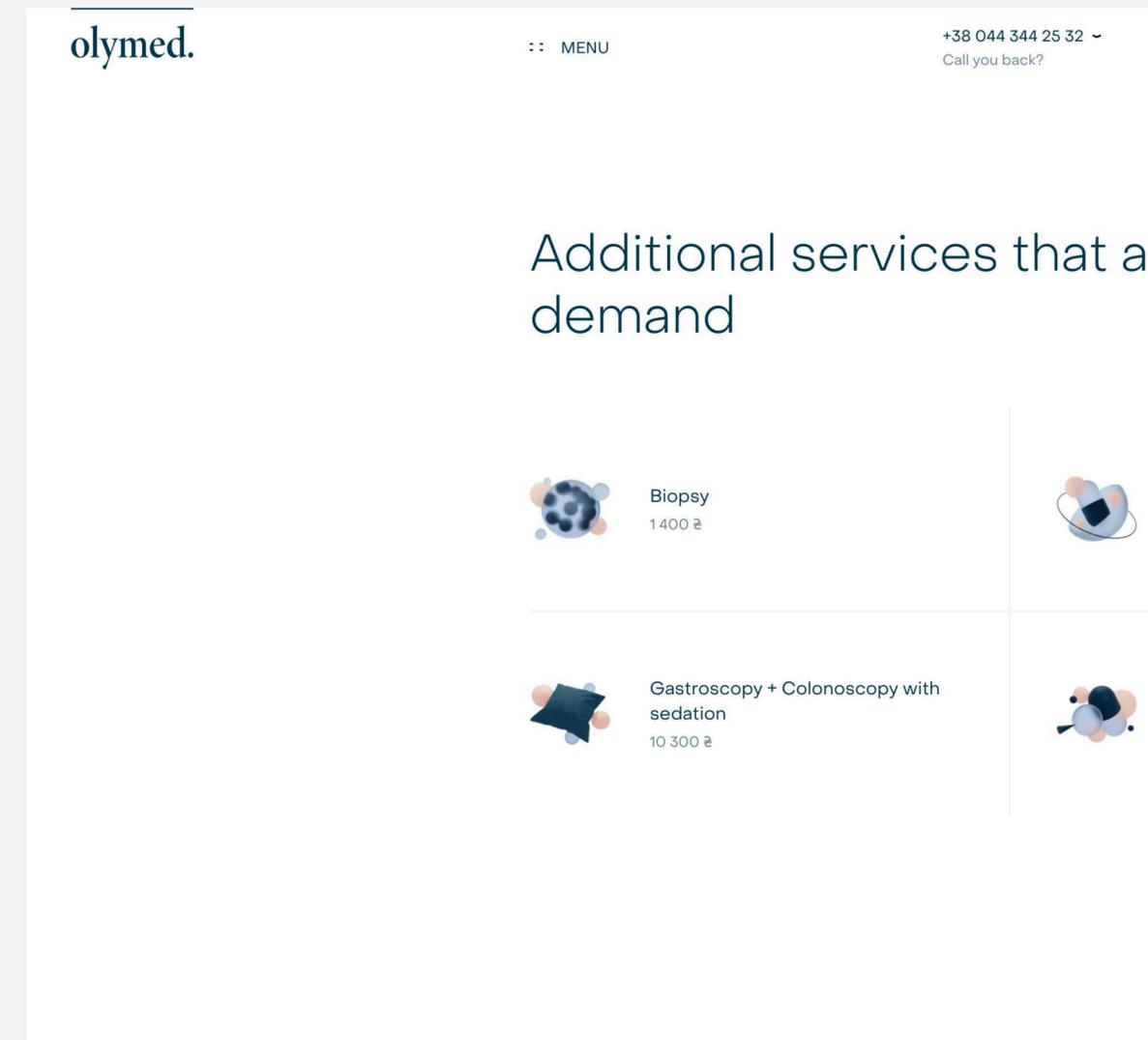
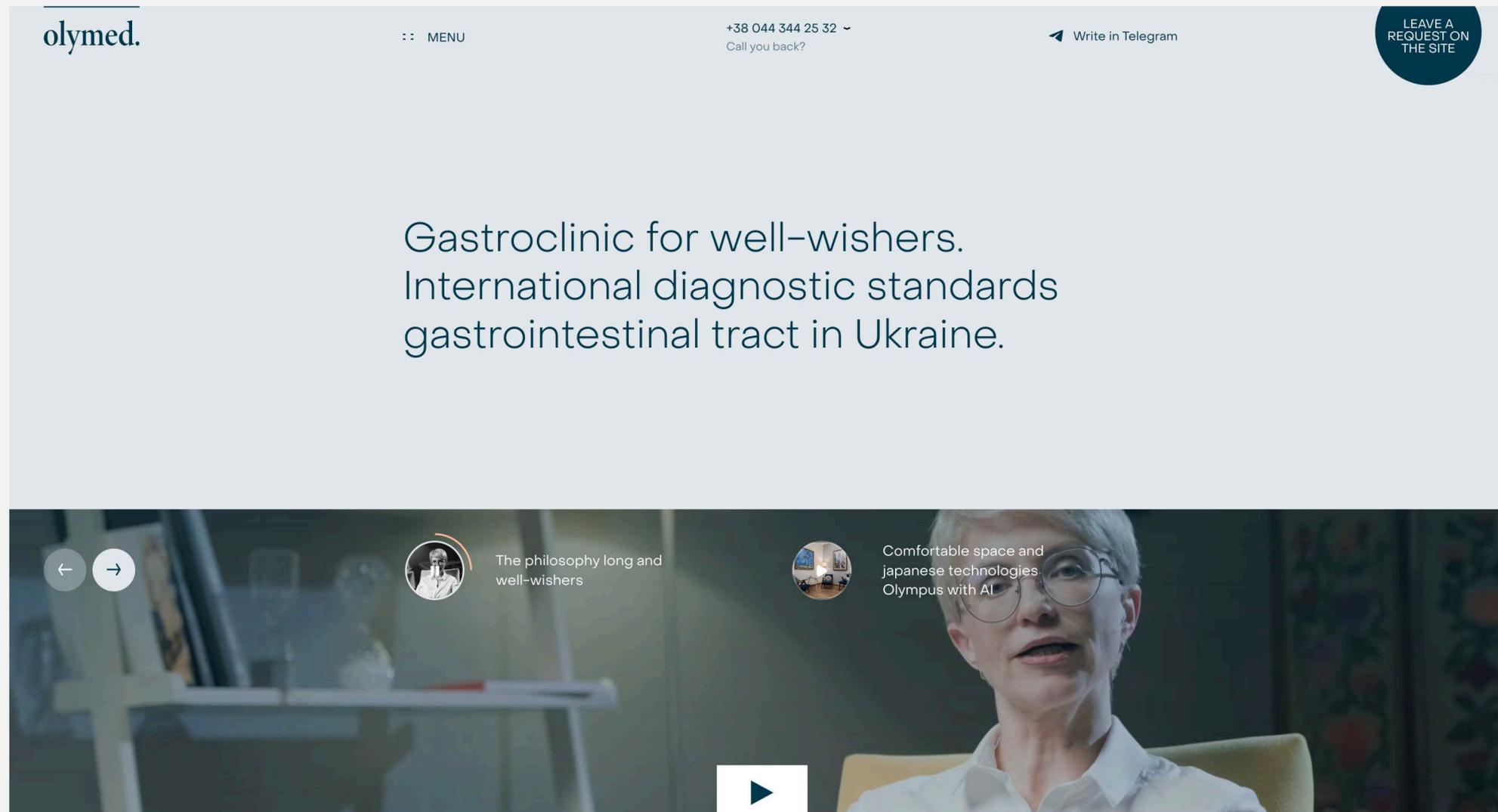
What can we supply?

Why Hi?



Branding and website for a high-end gastroenterology clinic

[Go to website ↗](#)



02.

Full-scale service launches

once

Branding for a next-gen
investment platform

[Explore the case](#) ↗



**Real estate
that works
for you**

www.inzhur.reit

Blog, PR, SMM

Explore Instagram ↗

inzhur_reit Відстежується Повідомлення

131 дописів Читачі: 5 592 Стежить: 5

Inzhur
Сервіс зі спільного придбання великих прибуткових об'єктів нерухомості
Інвестуй і щомісяця отримуй відсотки з оренди просто на картку
inzhur.reit

Стежать tamarkin07, koliadajulia, shevvvva і ще 15

Аудит 1001 Результати 2001 Supermarket Відповіді Інтерв'ю

ДОПИСИ REELS ПОЗНАЧЕНО

Дивіденди для Inzhur Supermarket

Inzhur 1001
ВОЛОДАР ДИВІДЕНДІВ

Inzhur Supermarket виходить на українську біржу
(поки лише цей фонд нерухомості Inzhur)

Подавати, чи не подавати – ось питання.

Побачимось на Business & Legal Real Estate Forum
4 жовтня 2023 Київ

Не даруй іграшки, даруй нерухомість
Бєбі Лендлорд

Де шукати договір, як його знайти, звідки його взяти, – запитаєш ти.

Бібліотека книжок про українське мистецтво
на дивіденди Inzhur Supermarket

Секретний чат

Блог про інвестиції

Перший український REIT тепер на біржі

Інтерв'ю з інвестором

Фонд нерухомості Inzhur Supermarket вийшов на Українську біржу. Чому це круто для інвесторів?
Відтепер інвестиційні сертифікати Inzhur Supermarket можна купити та продати через будь-якого брокера на Українській біржі.

Куди інвестує, як обрав Inzhur і чому варто продовжувати інвестувати в українські проекти – спілкуємося з Денисом Кондаком

Чи зміг перший український REIT? Результати аудиту інвестиційного фонду нерухомості 1001

Запустившись за місяць до повномасштабного, перший український сервіс для спільного придбання нерухомості Inzhur REIT (Real Estate Investment Trust) мав усе шанси показати ефективність своєї бізнес-моделі або ж провалитися з тріском.

Новий фонд нерухомості: Inzhur Supermarket

Новий фонд нерухомості Inzhur Supermarket: за гречаним багетом у власний магазин 🍷

Перший український REIT (Real Estate Investment Trust) – компанія Inzhur – запустив вже третій інвестиційний фонд нерухомості – Inzhur Supermarket.

Фонд нерухомості 2001

Як стати співвласником будівель найпопулярнішої мережі фастфуду (і наступні 30 років заробляти на оренді)?

Під час військового стану існує мало законних інструментів для інвестування. Прибуткова нерухомість – один із них...

Гід з REIT: як інвестування у велику та прибуткову нерухомість стало доступним для кожного

Нарешті в Україні з'явився перший REIT – Real Estate Investment Trust з об'ємною дохідністю 10,1 у USD. Це новий для ринку інвестиційний інструмент, тож пропонуємо розібрати його на молекули та вершити.

Що вигідніше: купити власну оселю чи

Скільки можна заробити на

Website for a next-gen investment platform

[Go to website ↗](#)

inzhur Directory About Injur About Andriy Zhurzhiy News Contacts Referral program ... Consultation in Telegram Exit

Your investment in large real estate

Entry threshold – from 10 hryvnias

We did this so that everyone could try investing with Inzhur – and personally see for themselves its reliability and simplicity.

Inzhur – builds, buys and manages large real estate in your interests. You and other Ukrainians – invest, jointly own the fund's property and receive a completely passive income.

56 543
active accounts in Inzhur

5 257 558 091 ₴
assets under management

1 148 708 172 ₴
co-owners' income:
549,758,938 ₴ – capitalization
598,949,234 ₴ – dividends paid
starting from 02/14/2022 to 02/04/2026

Review Documents  Invite a friend and get 1% for both of you INJURY SupportActive applications 

Review

CO-OWNER Profile

Stepanenko Serhiy Anatolyovich

BROKERAGE ACCOUNT € \$

1 844.51 €

Total invested: 1 727.52 €

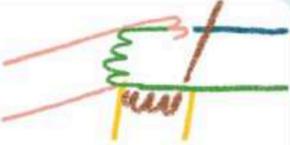
DIVIDEND INCOME for all time

123.74 €

Dividends from the brokerage account are reinvested in the Inzhur REIT Fund

− **9.74 €** +

Withdraw FREE TO INVEST Top up

Inzhur REIT Fund 

CURRENT VALUE OF CERTIFICATES **1 834.77 €**
173 shares

INVESTED IN THE FUND **1 727.52 €**

SELLING PRICE **10.6056 €**

DIVIDENDS PAID **123.74 €**
credited to the brokerage account



PURCHASE PRICE **10.6161 €**

CERTIFICATES AVAILABLE **2 302 506**

+ Invest more

↓ Sell About the fund



Your investment in top-notch real estate

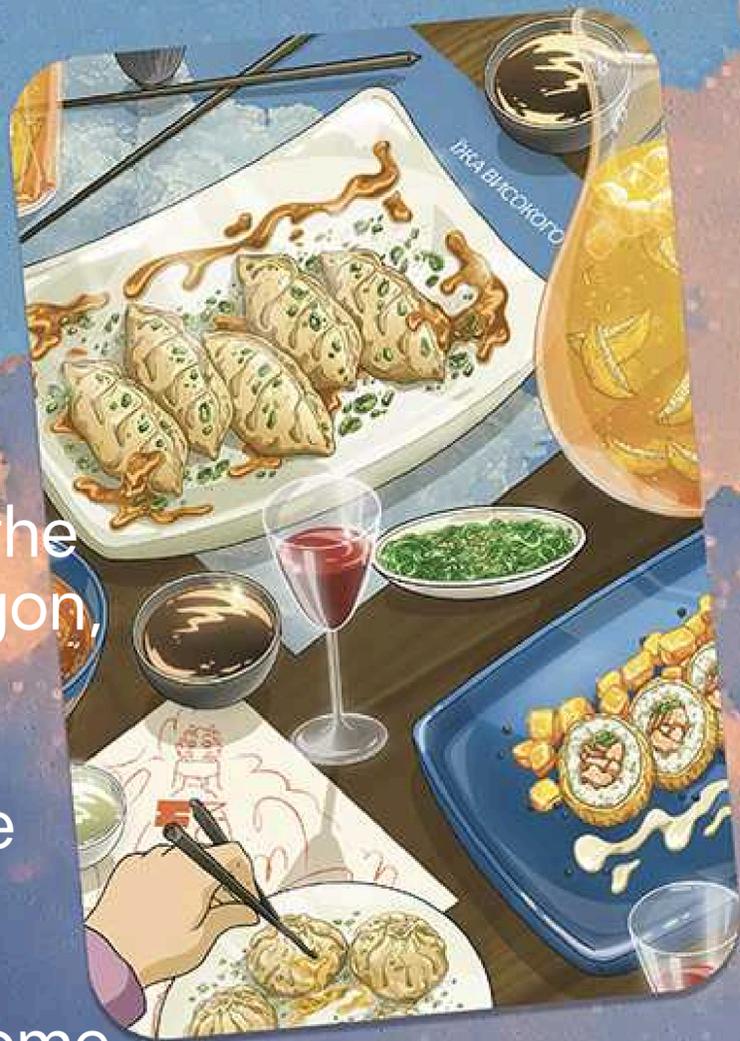
We are constantly working on new opportunities for investors. Stay tuned for updates.

03.

Branding and communication with strong visual metaphors

[Explore the case ↗](#)

For an Asian restaurant, we came up with the name Fat Dragon, invented the character, and built a universe where the real world meets anime – the home of our sushi-loving dragon



[Explore the case](#) ↗

once



We branded the most familiar shape in the category – the battery icon from a car’s dashboard. It became both a frame for the text and a visual dash after the first letter. Smart and simple

A-mega

Automotive battery rebrand

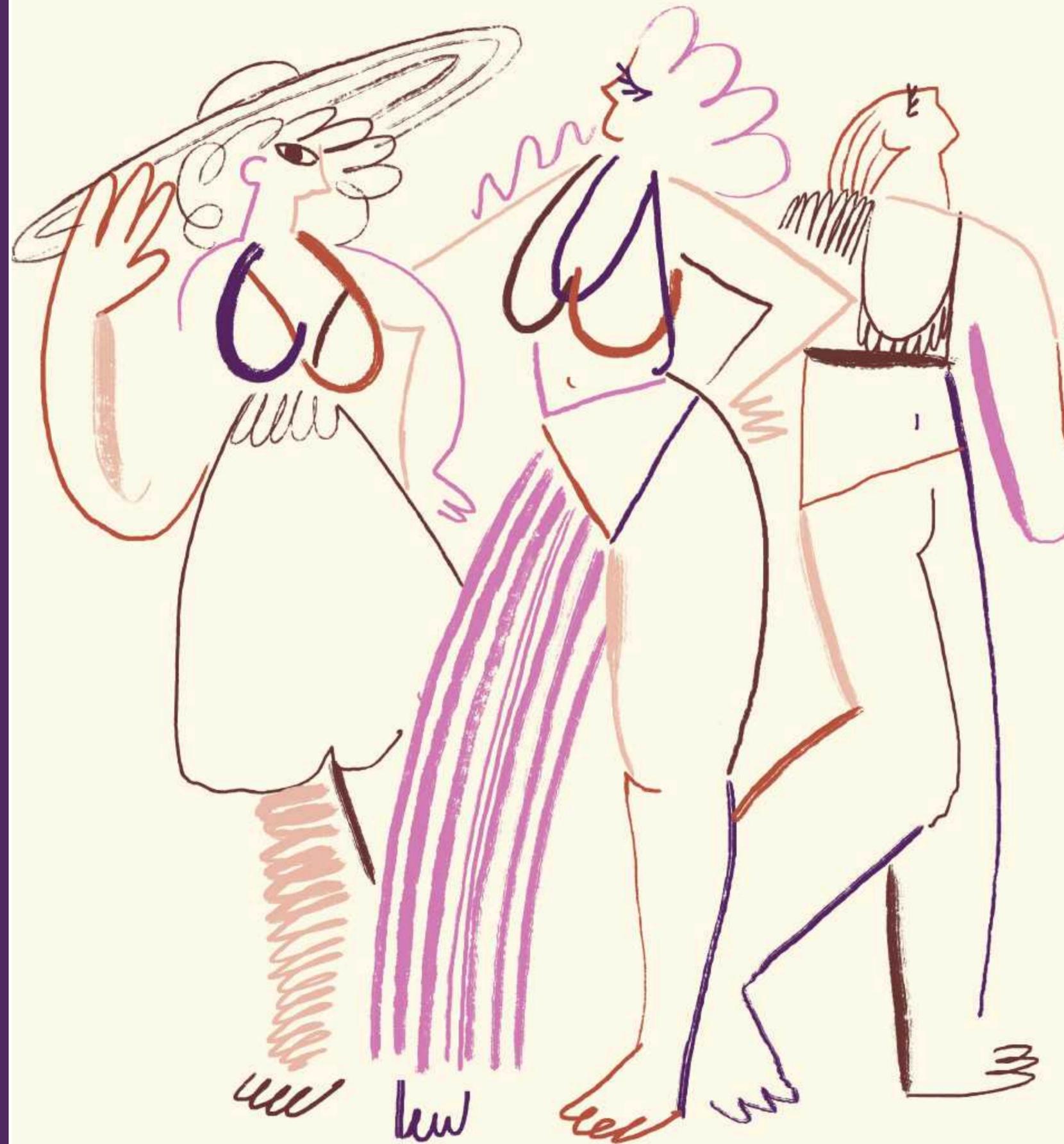


Before:



brarista

Brarista uses AI to match women with their ideal bra size. We created a friendly, intuitive illustration style that makes advanced tech feel simple and accessible





Where AI & Pro Bra Fitters co-exist

www.brarista.co

b



www.brarista.com

Getting fitted professionally from home.

b

www.brarista.com

brarista

www.brarista.com

brarista

www.brarista.com

brarista



brarista

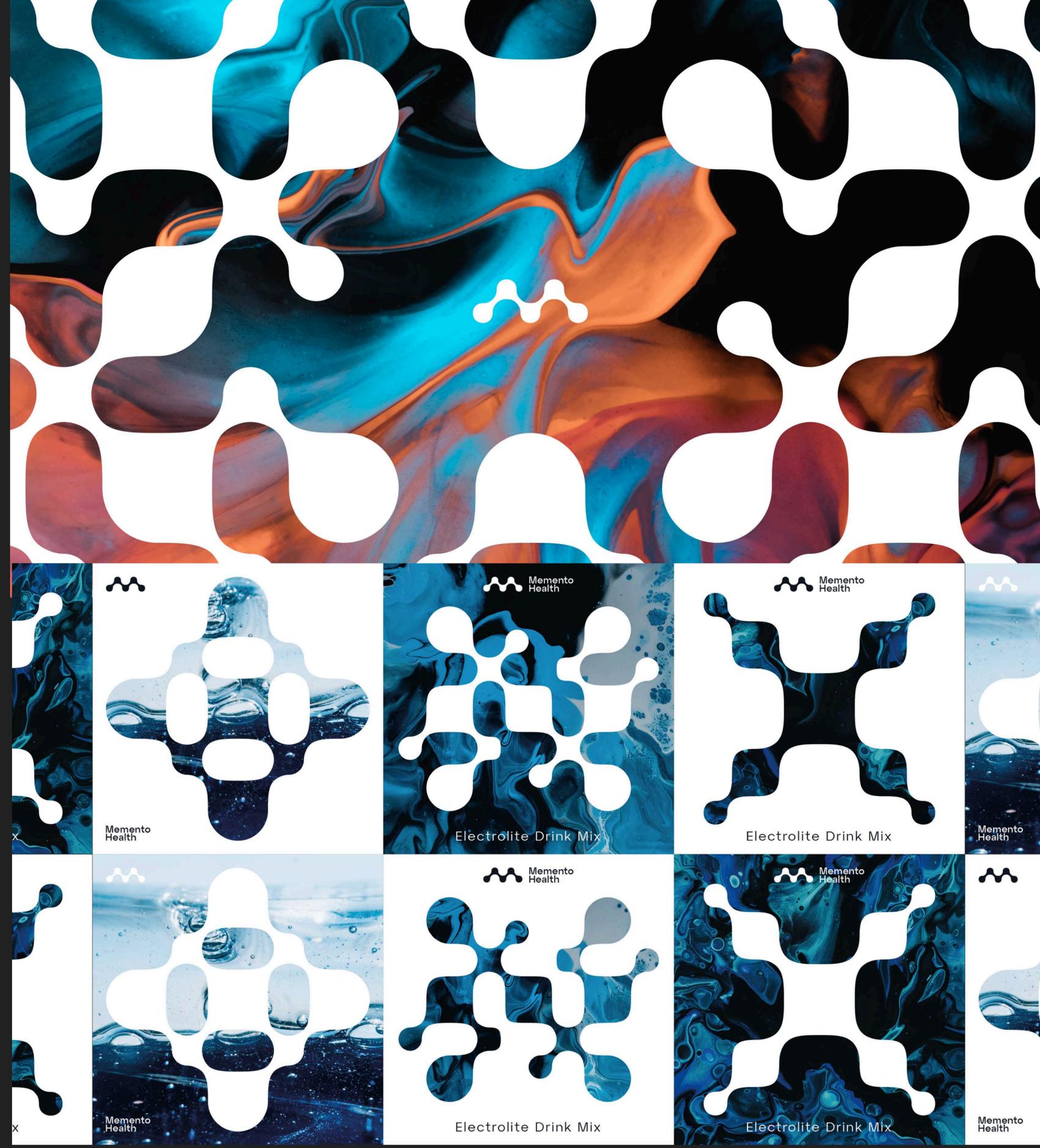
Where & AI pro bra fitters co-exist

www.brarista.co

[Go to website ↗](#)



For Memento Health, a US supplement brand, we built an identity that feels scientific and cutting-edge from the very first glance. A sleek, tech-driven logo grew into a rich visual system of patterns and textures



We refreshed the logo and built a full visual system around it for a company specializing in agri-logistics



Before:  **KOLO**



04.

Corporate websites with
beautiful content and
pleasant interactions

Europe's largest customs
service brand

[Go to website ↗](#)

Empowering Global Trade

Take your customs clearance to the next level!

Leverage our unmatched Industry Expertise and Digital Innovations to move your Goods across Borders with minimal Risk and maximum Efficiency.

 DISCOVER MORE



[Go to website ↗](#)

Europe's

No.1

Independent
Provider of Customs
& Trade Solutions



UK-based B2B platform for
private jet booking and
management

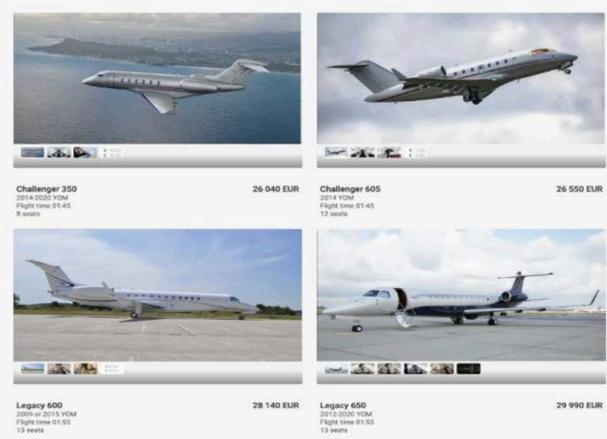
Your Back Office in Business Aviation

We are a B2B Private Jet Booking Service
Empowering Travel Professionals to Sell and
Manage Flights with Zero Effort

[Book a 15-min meeting](#)

[Request Quote](#)





Sell with Style, Wow with Innovation

Receive interactive private flight offers, branded with your logo. Save you time with our white-label approach and ensure a stylish, professional impression for your clients.

Download Offer Sample



European neobank
(Luxembourg)

[Go to website](#) ↗



Simplified procedures
Tailor-made support, 24/7
Transparent approach

EVERYDAY BANKING THAT PUTS YOU FIRST

Website for a Ukrainian Venture Syndicate



Your access to investments in fast-growing global startups

We grow capital by backing global, fast-scaling tech companies with solid fundamentals and a strong potential to deliver returns of up to 25% annually.

Our team handpicks every deal – and we invest our own capital in each one.

[Go to website ↗](#)

Become an investor from just \$5,000 

Become an investor ↗

1800+



**PARTNERS
HAVE JOINED TOLOKA**

22



**INVESTED
PROJECTS**

\$22.5 M+



**IN
INVESTMENTS**

Website for an innovative
Ukrainian school and after-school
education center



KARPATY – A PLACE WHERE NEW LEADERS GROW

AN EDUCATION THAT OPENS DOORS TO THE WORLD'S BEST
UNIVERSITIES AND PREPARES YOU FOR LIFE IN THE 21ST
CENTURY

[APPLY NOW](#)



INTERNATIONAL SCHOOL

EDUCATIONAL AND COMMUNITY HUB

International B2B platform for the OTT industry

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Unlock your OTT business potential

We know you can get more from your OTT business. Why? Because we do!

[Learn more](#)[Get free consultation](#)

We're the OTT market leader who understands what truly matters in the OTT business.
We provide seamless, innovative OTT solutions tailored to ensure your growth in the market



PHILIPS

SONY

Panasonic



TCL



Interface design for the first Ukrainian online auto insurance platform



Please fill in your car details.

State number ✓

State number
KA 7568 KA

[Edit](#)

Brand

- | | | | | |
|------------|--------|---------|---------|------------|
| Toyota | KIA | Renault | Hyundai | Skoda |
| Volkswagen | Nissan | Audi | Mazda | Mitsubishi |

Or select a brand from the list

Didn't find your brand [?](#)

Model

Year of release

Engine displacement, cm³

Place of registration

[Explore the case ↗](#)

Website for the Burevii
military unit

БУРБІЙ



FIRST PRESIDENTIAL
OPERATIONAL BRIGADE OF
THE NGU

[Home](#)

[Career in the brigade](#)

[Our divisions](#)

[Bot recruiter](#)

[Join](#)

Response within 24 hours

BECOME PART OF THE STORM

[Go to website](#) ↗



HEADQUARTERS NEAR KYIV

Convenient during the
recruiting process and during
rotations



THE BEST IN TERMS OF SECURITY

Mavics, FPV, artificial intelligence, Heavyslot,
light plates. What else do you need for
happiness?



FAST AND CONVENIENT RECRUITING

Write to our [Telegram bot](#). We will answer all
your questions and support you on your way
to the brigade.

WOULD YOU LIKE TO

WE HAVE SOMEONE WHO CAN HELP WITH
EVERYTHING

THEY TALK A LOT ABOUT US.

[Go to website](#) ↗

After all, we do a lot.



**INTERVIEW WITH
BRIGADIER GENERAL
ANTON ZADOROZHNY**

 [Video on YouTube](#)



ZELENSKY'S ADDRESS

 [Video on Telegram](#)



**INTERVIEW WITH OFFICER
VITALY MARKIV**

 [Video on YouTube](#)

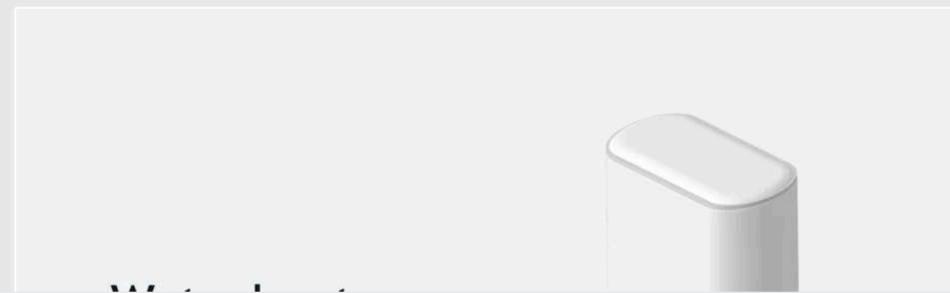
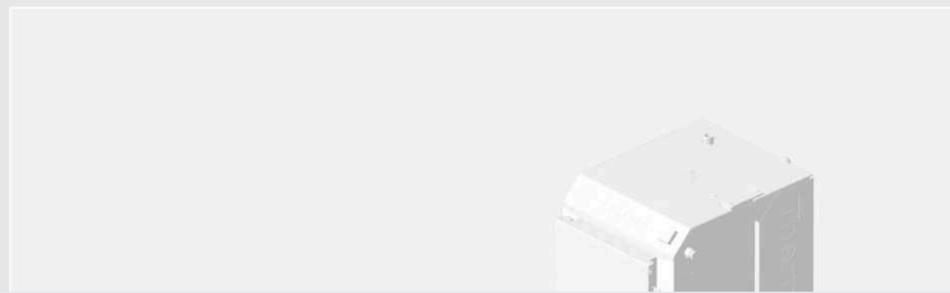


Website for a Ukrainian heating equipment manufacturer

[Go to website](#) ↗

Warm to the maximum costs at a minimum

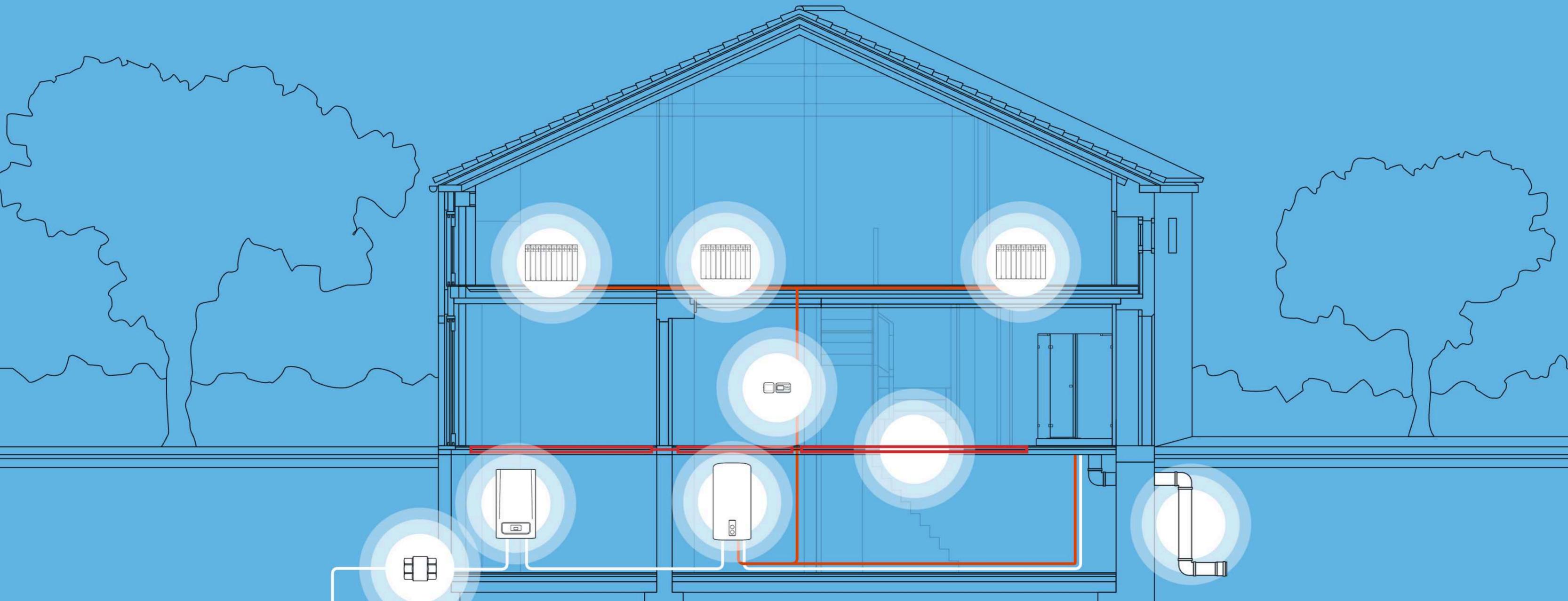
Comprehensive and point solutions for heat and water drainage



We are protected by heat at 360

[Go to website ↗](#)

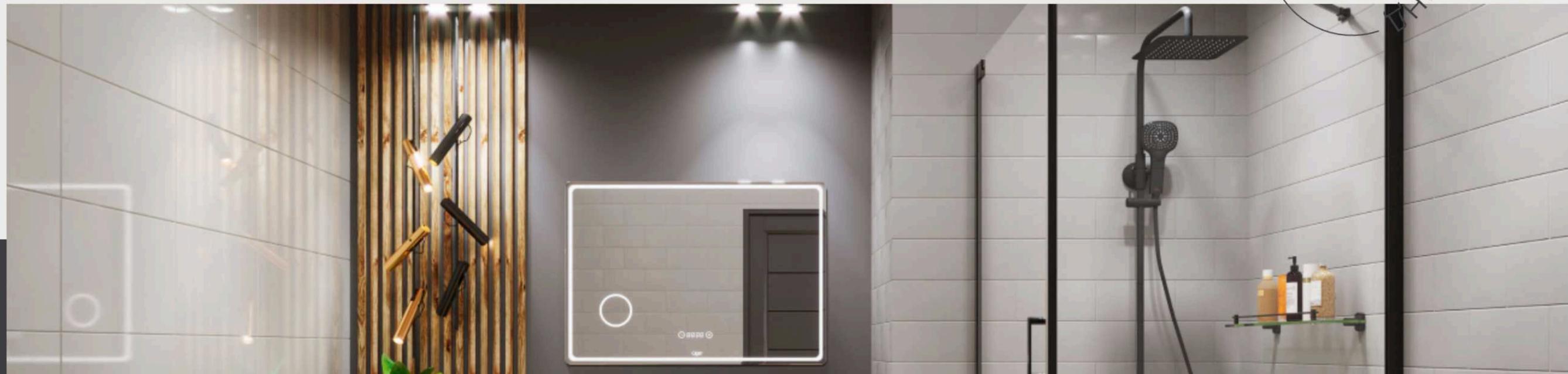
Click on a category and learn more



Website for a sanitary ware brand

QTAP

Inspired by people.
Engineered for life



Dutch sustainable development group

About

Portfolio



News

Contacts

[Go to website](#) ↗

[Explore the case](#) ↗



FIND OUT MORE · FIND OUT MORE ·

BUILDING LONG LASTING IMPACT

[Go to website ↗](#)
[Explore the case ↗](#)

2022



Land investment management dashboard

Do you have **5 documents for signature** and we look forward to **1 payment**

15 plots, 48.0002 hectares in your ownership

48 out of 100 hectares

[Go to Plots](#)

8 plots in Favorites

Time to make a request for a commercial offer. Plots in the Favorites are stored for 4 days

[Go to Favorites](#)

73 873 € from 103 423 €

Rent payments received for 3 out of 10 plots. Check the status in the income section

[Go to My income](#)

Do you want to continue investing?

[Get a consultation](#)

Agreements at work

[Go to deals](#)

Agreement	Cost	
Agreement number No. 1245 dated 02/20/2022	Your Circle Commission 14 773 € Pay by 17.01.2023	Commercial offer
Total area 30.3323 hectares (3 plots)	Cost of plots 1 069 259 €	Booking agreement
	Notary fees 24 007 €	View plots
Total amount	1 108 039 €	

Reservation of plots 1/5 Stages

You have a contract for the provision of consulting services to sign.

[Sign in Вчасно](#)

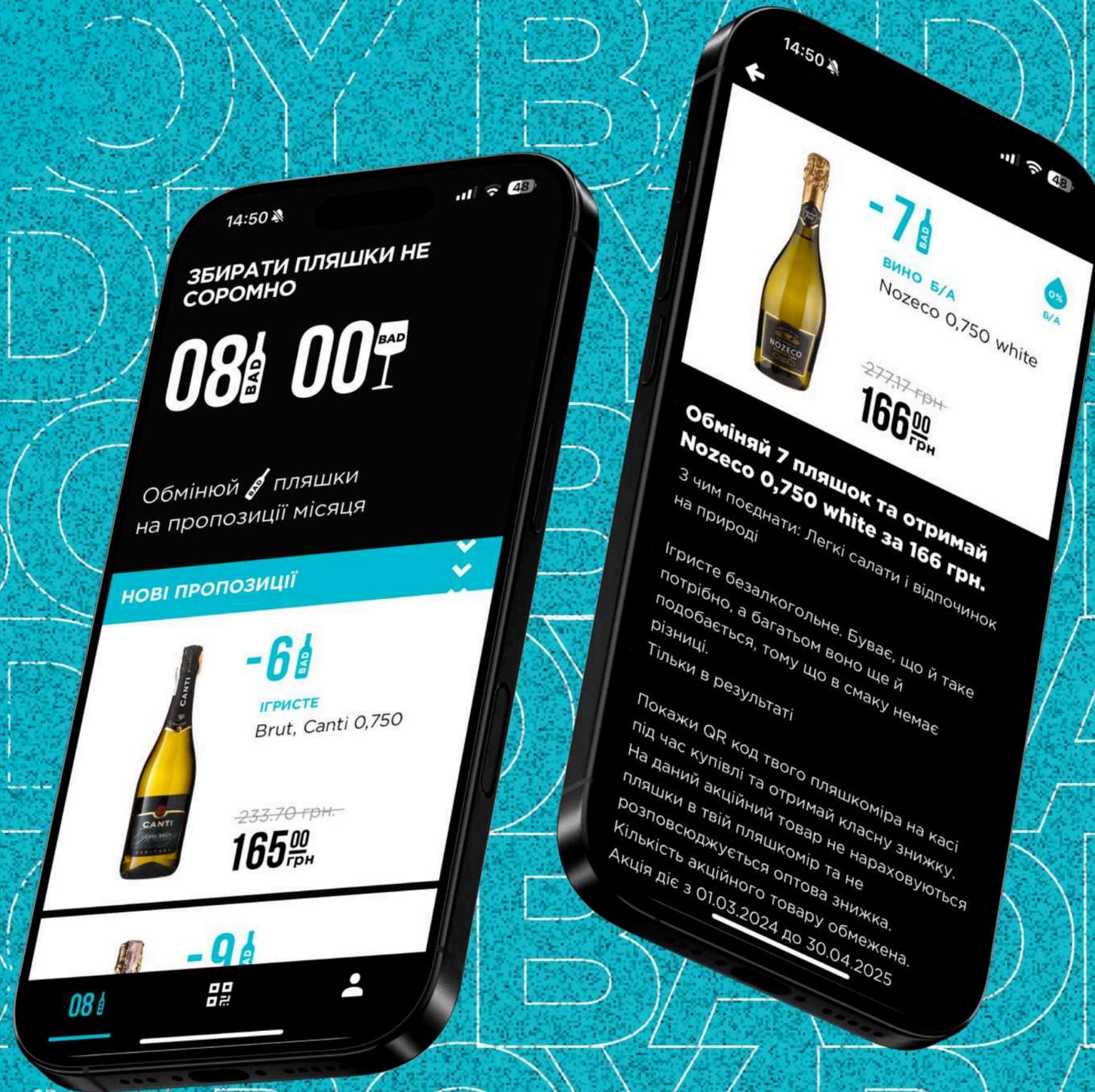
We are waiting for payment of 1 invoice for 14,773 € of commission Tvoe Kolo

[Go to payment](#)

[Go to website ↗](#)

Mobile app redesign for the BadBoy loyalty program

[Explore the case ↗](#)



Website for a gadget distributor



About ▾

B2B platform

Own retail

Service center

Contacts

En

Рус

Укр

Innovative Distribution. We Create Value

01 / 07

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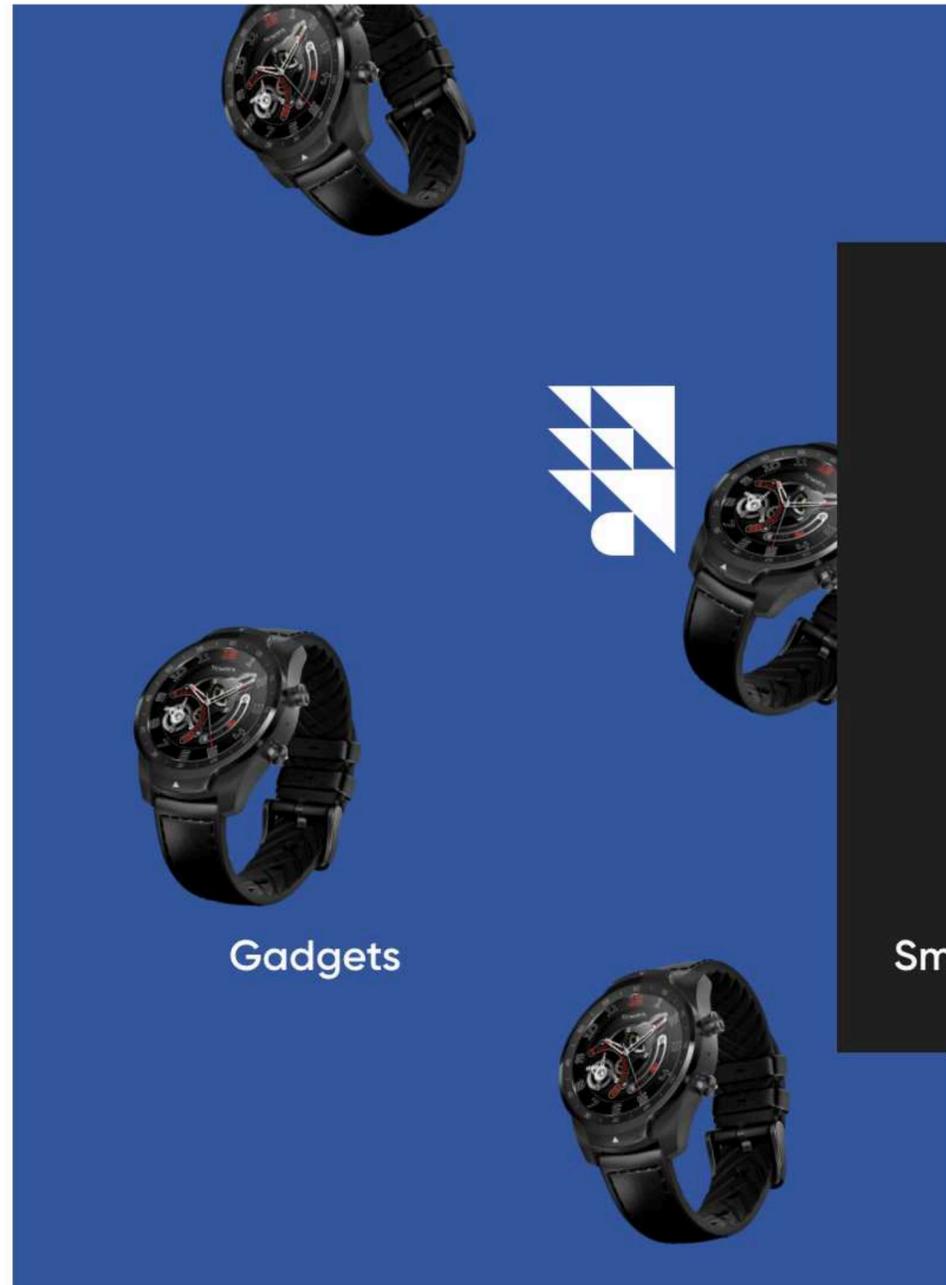
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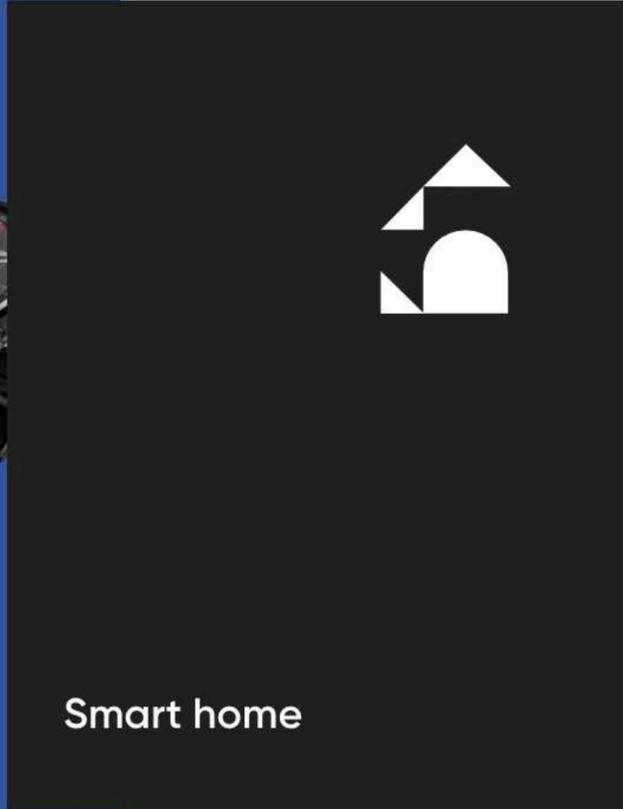
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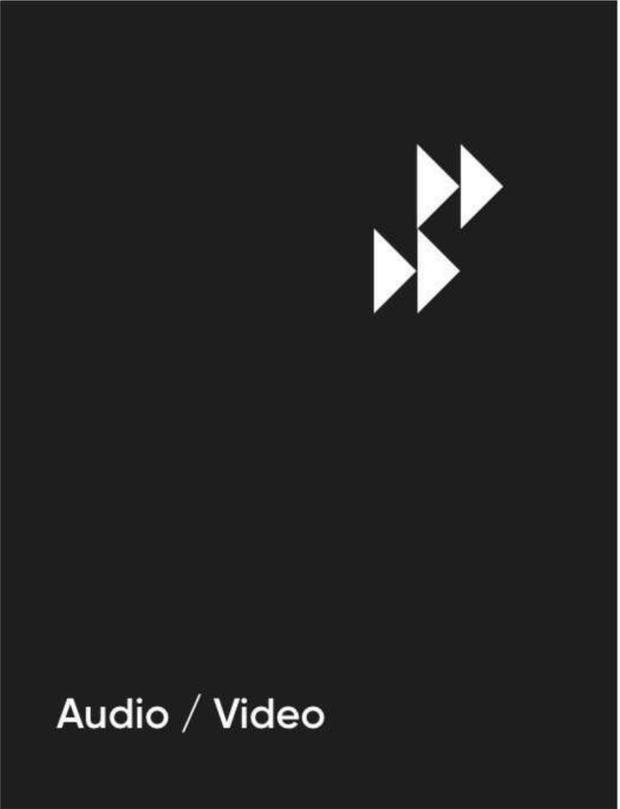
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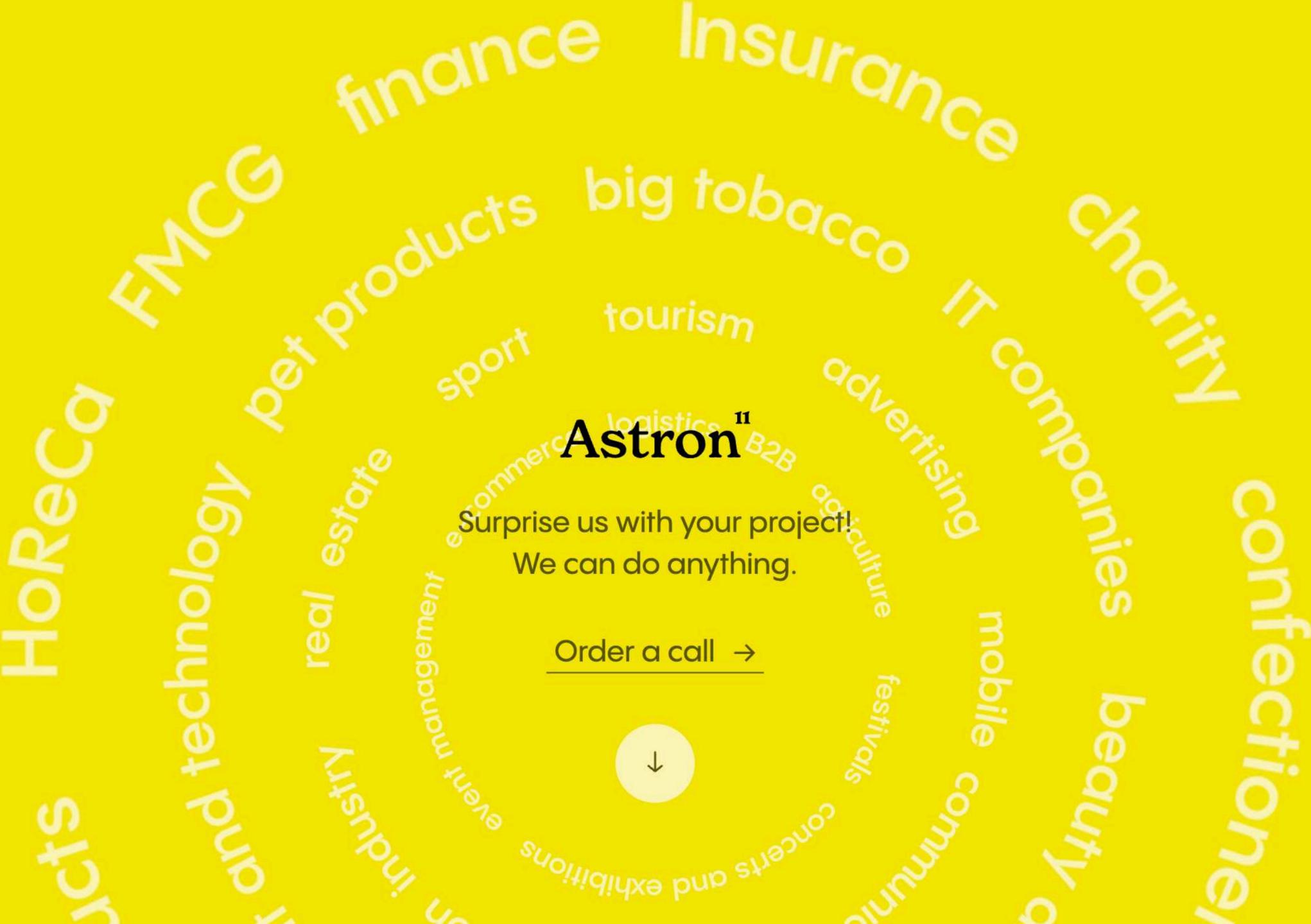


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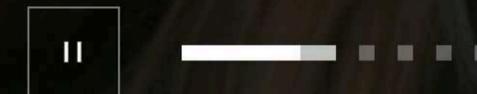
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