

depot

BRANDING
AGENCY

01

About us



25

years of
experience



80

team
members



150+

professional and creative
awards

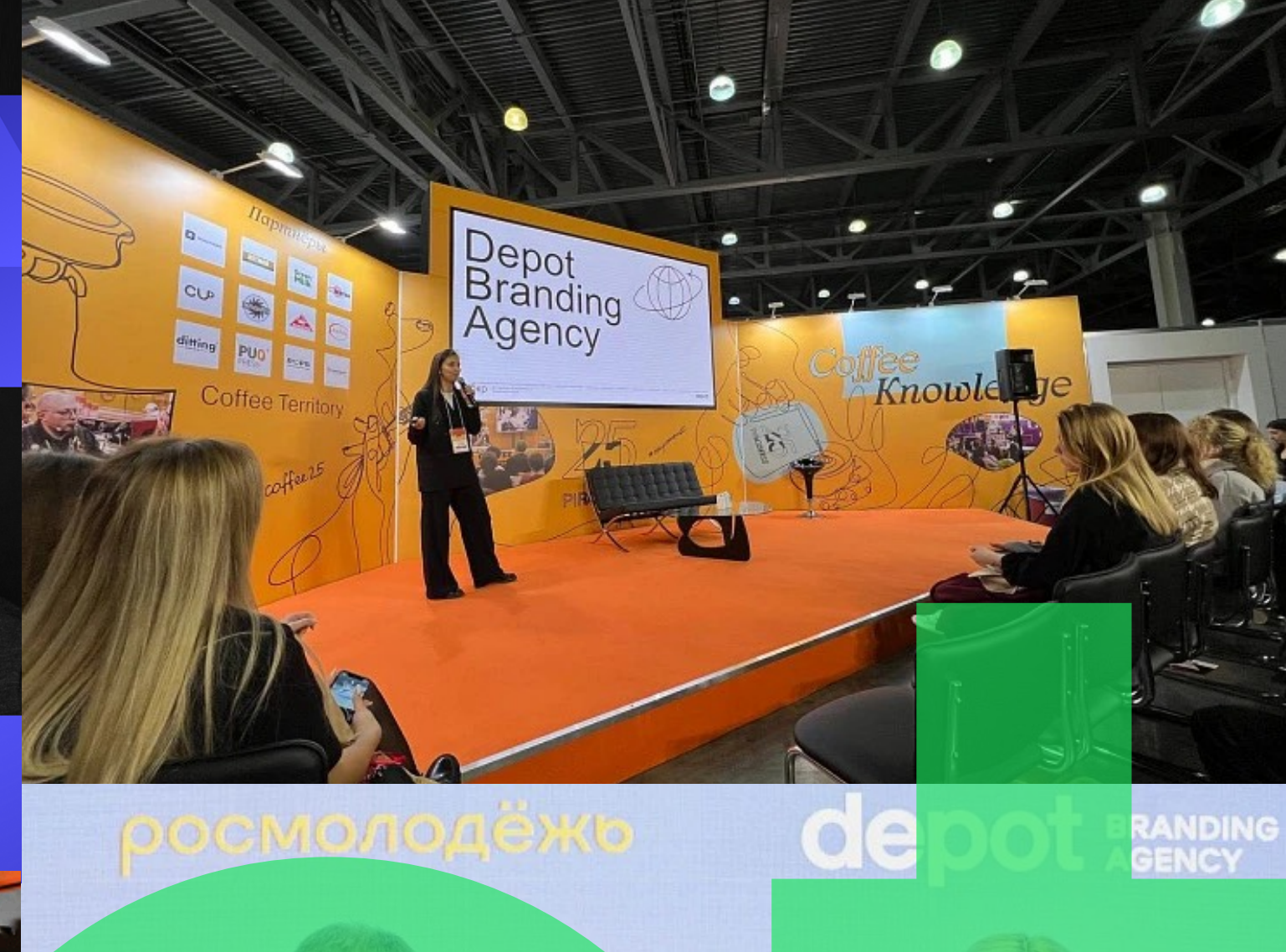


5000+

successful projects



АЛЕКСЕЙ АНДРЕЕВ
Брендинг. Стиль. Depot





Our most rewarded projects






depot



“ We don't just
draw pictures.
We solve
business
problems.

Our basic principles:

-  **Partnership** is at the core of our business. We are for open communications.
-  **We are flexible** and always ready to choose a project flow option that is convenient for everyone.
-  **We always give more** to achieve effective results.



02

We build the future.
Our own projects.

depot ecosystem

Sostav

Depot is the founder of sostav.ru
- the largest Russian website
about advertising, marketing,
business, creativity and PR.

Dream Creative Team

This is a large online
community in the creative
industry with an emphasis on
solving the problems of
business and the state.

brand hub[®]

An online platform designed
specifically to make branding
services accessible and
understandable for SME
entrepreneurs.

depot is more than a branding partner



Alexey Andreev

Depot Managing Partner

vice-president of AKAR, co-chairman of the commission for festival and competitive activities.

Depot is a member of the Association of Communication Agencies of Russia (ACAR)

AKAP



Anna Lukanina

Depot Managing Partner

President of ABKR (Association of Branding Companies of Russia).

Depot is a founder and a member of the Association of Branding Agencies of Russia (ABKR)

абкр

03

Depot is an
international agency

Clients

Russia
Uzbekistan
Armenia
Belorussia
Kazakhstan
Mongolia



Partnership



Moscow
New-York
Berlin
Shanghai
Istanbul
Sao Paulo
Brisbane

Global
Local
Branding
Alliance



04

Why
depot?

depot



We have launched and relaunched a record number of **successful** projects with proven **effectiveness**



Own **unique** brand methodology



We have the **strongest in-house team** in all areas of branding: strategy, creative, design.



Wide profile of our specialists: Digital, FinTech, B2B, FMCG, Retail

Feedback on our work

Depot is not just a contractor, but a full-fledged partner who is actively involved in the project, offers ideas, defends his opinion. We hold a brief and then forget about the project for 2-3 weeks. And as a result, we get a finished product that requires a minimum of refinement - 100% hit in our desires. I would like to note a clear, well-established process of interaction: a quick response to a request, setting deadlines - I always know at what stage a project is. Issues with paperwork were also resolved quickly.



Svetlana Bondareva,
Marketing project manager

We have been working with Depot since 2018 since the founding of our brand and continue on many projects so far (and it's already 2023 and there were quite a few projects). The time of cooperation speaks for itself. What we value in the Depot team is professionalism, flexibility, the ability to hear, courage, which allows us to go our own way and not be afraid to deviate from the usual patterns. Depot is not about a beautiful picture, but about solving strategic problems and only then a picture. We hope that in the future it will be possible to implement many more interesting things together.



Ekaterina Durr,
Deputy Head of
marketing management

Feedback on our work

To carry out restyling work, we held a tender, as a result of which we chose the Depot agency for cooperation. The task was not an easy one – to preserve the well-known and popular name of a major retailer in Kazakhstan, leaving the main elements of identification and recognition unchanged, and to bring this project to a new level of development.

In the course of working on the project, we received a new interpretation of our brand with quite foreseeable development prospects.

We note the high professionalism of Depot employees, in which the work was completed within a reasonable time and in full.

Agency staff provided:

- Competent management and coordination of work for each individual section of the project, on the way from development to implementation, including the development of recommendations on the selection of materials, design elements, distinctive "things" of the project;
- Author's supervision over the project for compliance of ideas with the final results.

Together with the Depot team, we developed a brand strategy, as well as a corporate identity for a large retail chain in Uzbekistan. The expertise of the team is undeniable. The final result was accepted by the company immediately, as the concepts and strategies were very clear and close to what the company expected from the agency.

It was important for the company to preserve its identity, but at the same time emphasize the importance of changes, both internal and external.

Thanks to a deep dive into the context, the Depot team managed to find the right balance.

An important factor that contributed to cooperation is an open and trusting partnership on the part of the agency.

magnum

Kamila Scherbakova,
Senior brand manager

ISHONCH

Zamora Rakhmanova,
Marketing consultant

We create turnkey brands



Strategy

Researching,
positioning
development and
brand creation

Copywright

Копирайтинг,
название,
слоган, легенда
бренда, tone of voice

Design

Разработка
фирменного стиля,
дизайн упаковки,
ритейл-дизайн,
дизайн среды,
Digital design,
брендбук

Comstrat

Разработка
коммуникационной
стратегии,
стратегический бренд-
консалтинг

Creative

Разработка
креативной
концепции,
креативной рамки,
дизайн
коммуникаций

05

Selected projects
of depot

STRATEGY

Звездный
Октябрь

БМЦК

БРЯНСКИЙ МОЛОЧНЫЙ КОМБИНАТ

КИНОПОИСК

askona



четыре лапы

COSMOS

HOTELS & MORE

МИР

ЦИФРА

COPYWRIGHT



ĒNITEŌ

kept



Maître de Thé



IDENTITY



росмолодѐжь



→ **МИГ**
КРЕДИТ ←



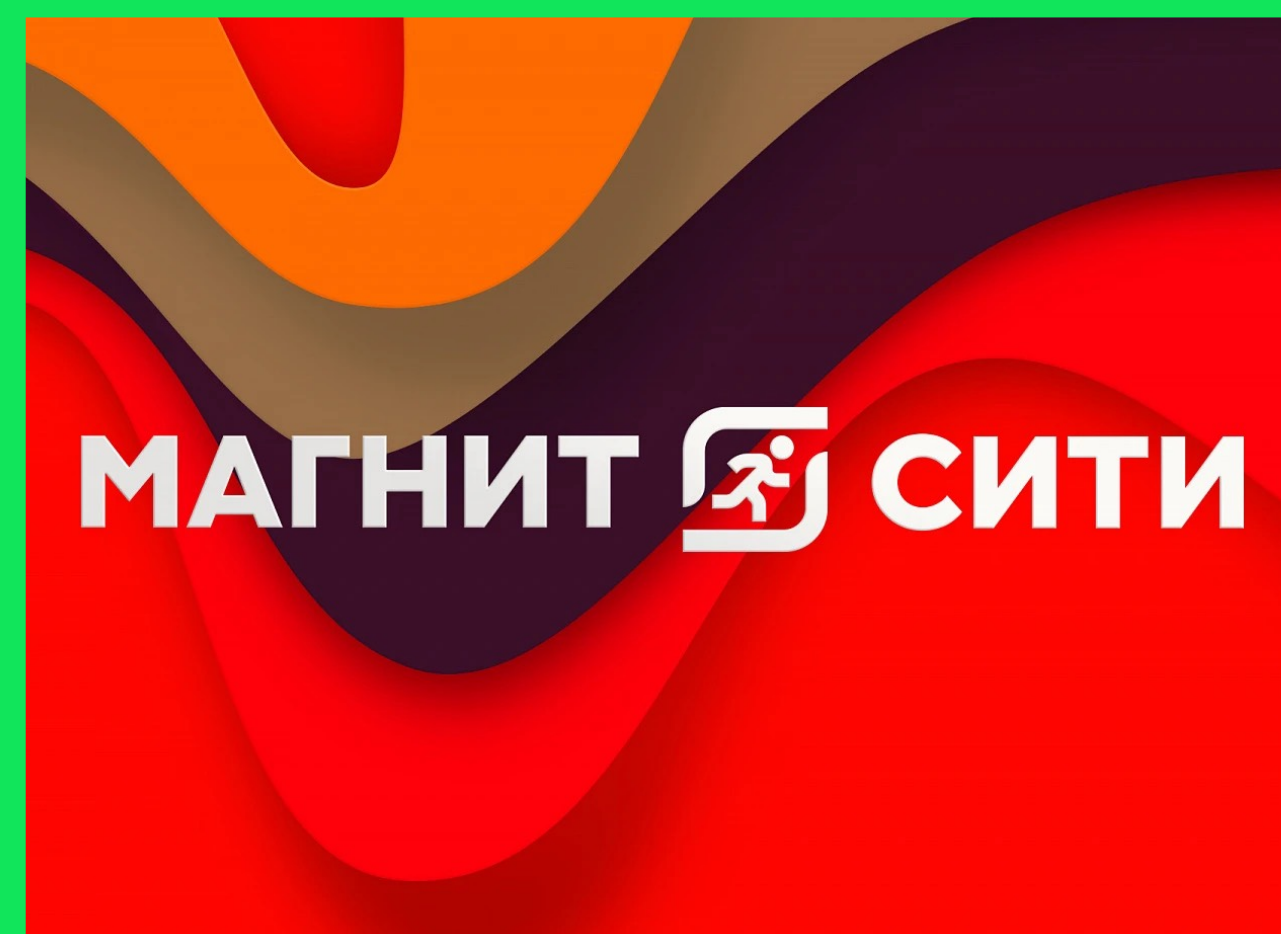
LAB
INDUSTRIES



РАСКЛАГИ



RETAIL



“The future
we create for
ourselves.



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Follow us on social media:



vk.com/depotwpf



[@t.me/depot_branding](https://t.me/depot_branding)



dzen.ru/depot

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