

BRANDING PORTFOLIO



Designed by:
Slice Consulting



We develop unique designs that capture attention by using design marketing and neuromarketing principles to ensure the brand's continued success.

Slice Consulting is a team of strategists and designers, specialized in brand development, maintenance, measurement, and improvement through the strategic use of creativity and design.

Branding projects

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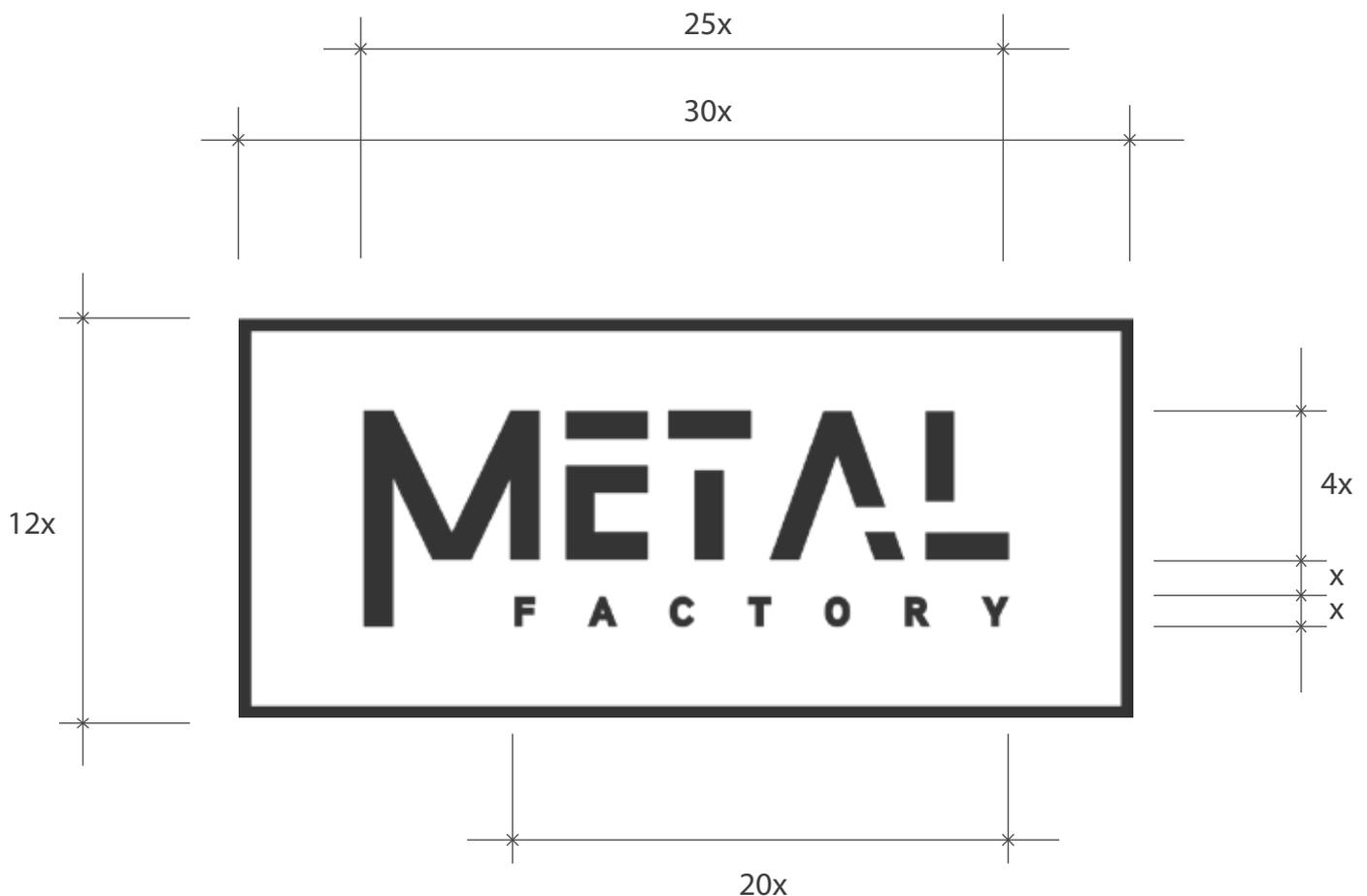
Branding project #1

Metal Factory

Naming

Metal Factory naming is made up to directly represent the activity of the company.

That verbatim means that the company is an enterprise that produces numerous items from metal. And the far-reaching plans include the intentions to enlarge the activities that will be related to metal. Due to the correct naming, logo choice and thorough activity the company will occupy the appropriate niche of the market.



Typography

Armenian Helv

ABCDEFGHIJKLMNOPQRSTUVWXYZ

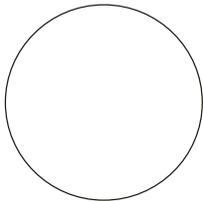
abcdefghijklmnopqrstuvwxyz

1234567890 (!?,:")

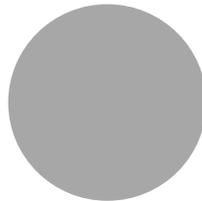
Logo variations



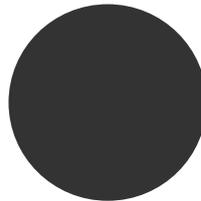
Color palette



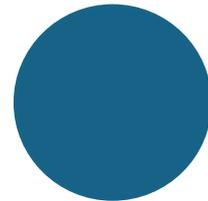
#ffffff
RGB 255 255 255
CMYK 0 0 0 0



#ababab
RGB 171 171 171
CMYK 36 27 28 6



#333333
RGB 51 51 51
CMYK 69 60 56 66



#076289
RGB 7 98 137
CMYK 90 52 27 11

Icons









Branding project #2

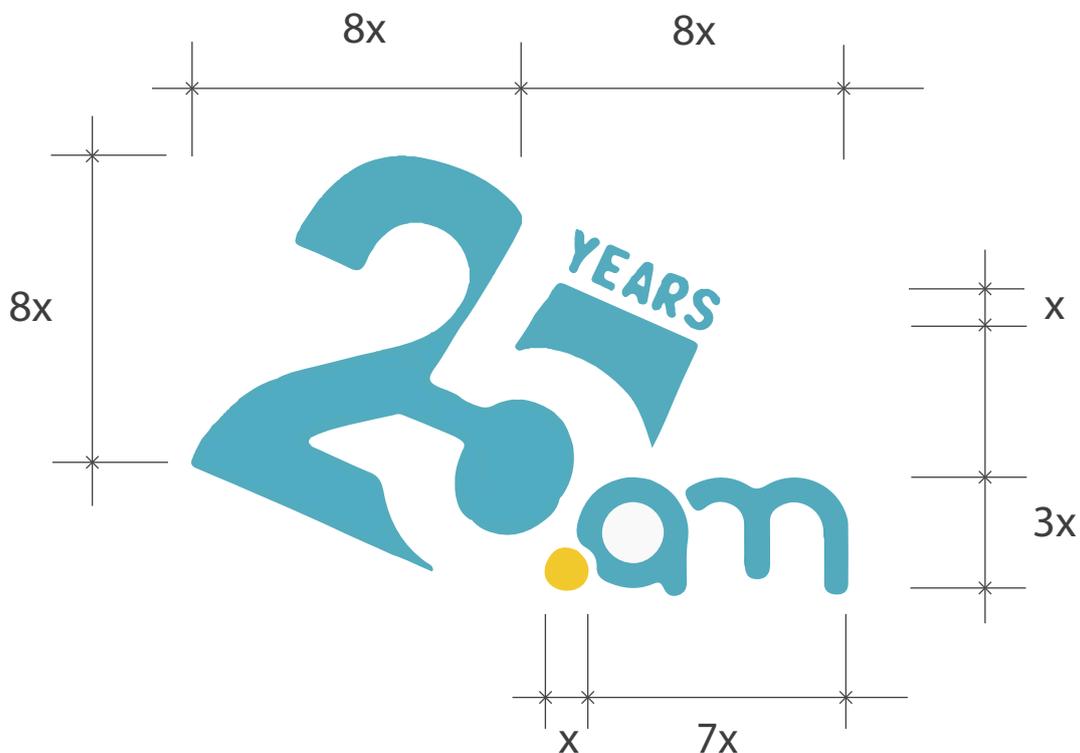
25.am

Naming

25.am is an event timed to celebrate .am domain existence on market throughout 25 years of their activity.

A quarter of century is a solid milestone with a step by step achievements, with constantly replenished staff, with on-going results. This significant interval of time should have been fixed separately thus the logo dedicated to this event was created.

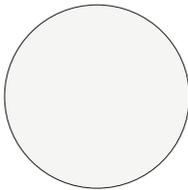
Logo



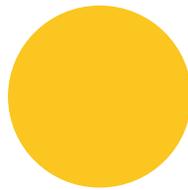
Logo Variations



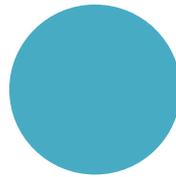
Color palette



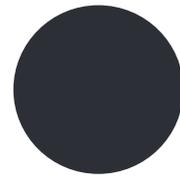
#fefefe
RGB 254 254 254
CMYK 0 0 0 0



#fecd1a
RGB 254 203 26
CMYK 1 19 96 0



#4fafc
RGB 79 175 199
CMYK 65 13 17 0



#2c2f34
RGB 44 47 52
CMYK 74 66 58 59







Branding project #3

Slice Tours

Naming

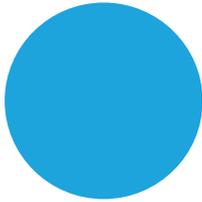
The naming "slice tours" was used to emphasize the possibility of getting both online and offline glimpses of new destinations. It was done on purpose to instill the notion that new slices of the planet that have yet to be discovered can be revealed.

This naming spurs to fancy a location to be transported to that only lives in imagination but can be explored up closely and personally. The slogan "juicy slices of the world" imparts the feeling of being a tourist who will return with a new perspective and experiences that he won't find anywhere else.

Logo



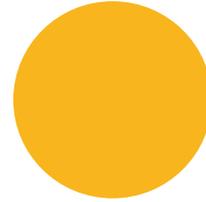
Color palette



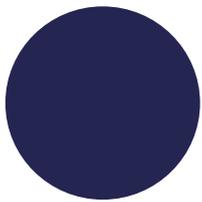
#1ea7e0
RGB 30 167 224
CMYK 73 15 0 0



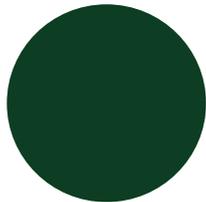
#a9c815
RGB 169 200 21
CMYK 43 0 100 0



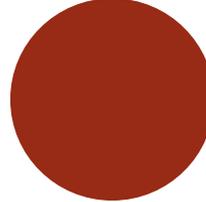
#fbb81a
RGB 251 184 29
CMYK 0 31 91 0



#262553
RGB 38 37 83
CMYK 99 96 33 32



#0e3e22
RGB 14 62 34
CMYK 91 47 91 59



#992b16
RGB 153 43 22
CMYK 26 92 99 25

Logo variations



Typography

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 (!?,:")

Vincent's Hand

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdefghijklmnopgrstuvwxyz

1234567890 (!?,:")

FuturaPressPress

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopgrstuvwxyz

1234567890 (!?,:")

Icons



Sticker packs







slice tours



Nalbandyan 50
www.slicetours.com



Juic
of t

Branding project #4

Bama

Inspiration

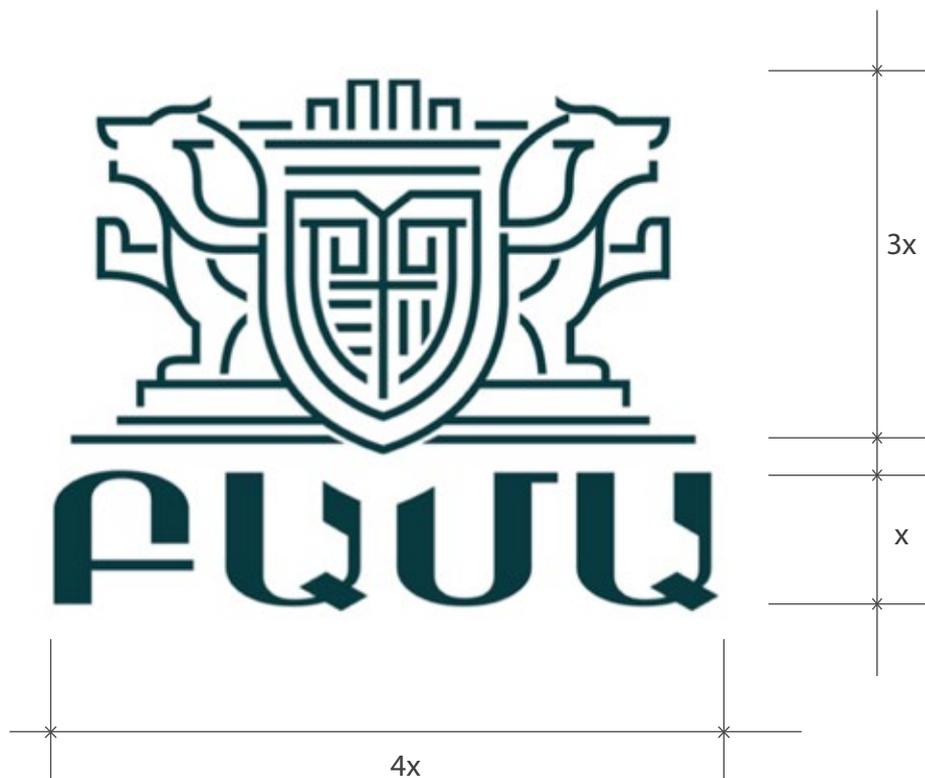
BAMA is an umbrella company that retains positive dynamics in all key business indicators.

And it gradually develops its projects in manifold directions.

Characterized as a reliable company BAMA values customers' trustful attitude most of all.

The motto of Bama is to remain steadfast and resolute in corresponding business fields and build the firm trust in the customers.

Logo



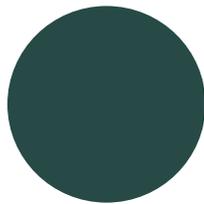
Typography

ArTarumianVahan

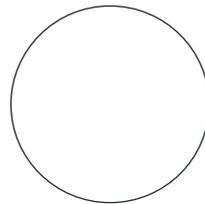
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!?,:")

ԱԲԳԴԵԶԷԸԹԻԼԽՍԿՅԶԸՄ
ՅՆՆՈՉՊՁՈՍՎՏՐՑՈՒՓՔԵՎՕՖ
աբգդեզըթիլխծկհծղմ
յնչոչպջռսվտրցուփբևօֆ

Color palette



#274a46
RGB 39 74 70
CMYK 82 51 63 42



#ffffff
RGB 255 255 255
CMYK 0 0 0 0







Branding project #5

Union of Operators

Naming

Operating as an entity consisting of more than one telecom operators on the territory of RA we resorted to the method of graphic image of dates and lines.

Moreover, the mission of our activity lays in broadband internet development projects by cooperating eith consimilar unions throughout the world.

Thus, the logo chosen in the shape of globus depicts the essence of alike operator unions operating all over the world.

Logo



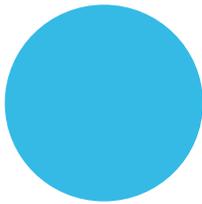
Typography

AVANTI UNI REGULAR

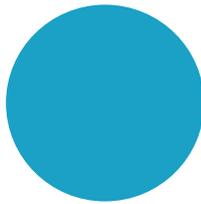
ABCDEFGHIJKLMN OP
QRSTUVWXYZ
abcdefghijklmnopqrstu vwxyz
1234567890 (!? ,: ")

Ա,Բ,Վ,Գ,Ը,Ե,Զ,Ը,Ի,Կ,Լ,Մ,Ն,Օ,Փ,Ր,Տ,Թ,Ս,
Փ,Մ,Շ,Չ,Պ,Պ,Յ,Կ,Ե,Ը,Կ,Ը,
ա,բ,վ,գ,ը,ե,զ,ը,ի,կ,լ,մ,ն,օ,փ,ր,տ,թ,ս,
փ,մ,շ,չ,պ,պ,յ,կ,ե,ը,կ,ը,
1234567890 (!? ,: ")

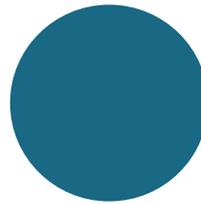
Color palette



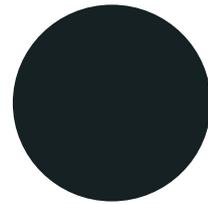
#2dc0ec
RGB 45 192 236
CMYK 65 2 2 0



#2aa4c7
RGB 42 164 199
CMYK 73 17 14 0



#1b6785
RGB 27 103 133
CMYK 89 53 33 9



#172024
RGB 23 32 36
CMYK 80 67 62 72







ՀԱՅԱՍՏԱՆԻ ԿՈՄՄՈՒՆԻԿԱՑԻՆԻՍԻՆԵՐԱԿԱՆ ԵՎ ՈՒՆԻՎԵՐՍԱԿԱՆ ԻՆՖՐԱՍՏՐԱԿՏՐԱԿՏՆԵՐԱԿԱՆ ԿՈՆԿՐԵՏԻՆԵՐԱԿԱՆ ԿՈՄԻՏԵ



arpinet



net

ASTGEEK

armix
armenia internet exchange

RIPE NCC
THE EUROPEAN IP ADDRESS CENTRE

arm
nog
ARMENIAN
NETWORK
OPERATORS
GROUP

▶ ARMENIAN NETWORK
OPERATORS GROUP
FORUM

OCTOBER 10, 2019

▶ ՀԱՅԿԱԿԱՆ ՑԱՆՑԱՅԻՆ
ՕՊԵՐԱՏՈՐՆԵՐԻ ԽՄԲԻ
ՀԱՄԱԺՈՂՈՎ

 UNION
OF OPERATORS

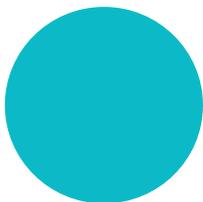
Branding project #6

Dr. Sahakyan

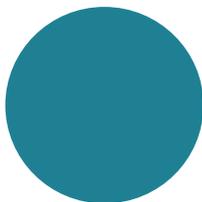
Logo



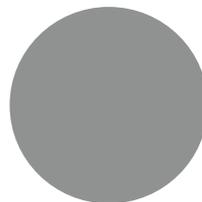
Color palette



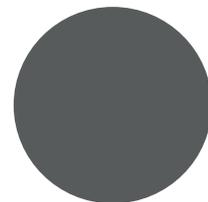
#1dbece
RGB 29 190 206
CMYK 72 0 24 0



#087f98
RGB 8 127 152
CMYK 86 23 27 16



#9c9d9c
RGB 156 157 156
CMYK 41 30 30 8



#5e5e5e
RGB 94 94 94
CMYK 56 45 43 35

Typography

Mysl Regular

Beauty

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnc pqrstuvwxyz
 1234567890 (!?,:")

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !

Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890 (!?,:")

Dallak AvantGarde

ԱԲԳԴԵԶԷԸԹԺԻԼԽԾԿՂՃԴԾ
 ՄՅՆՇՈՉՊՁՌՍՎՏՐՑԻՓՔՕՖ
 աբգդեզէըթժիլխծկհձղճնյ
 նշոչպջռսվտրցւփքօֆուև
 1234567890 (!?,:")

Icons



Քթի պլաստիկ
(Ռինոպլաստիկա)



Միջնապատի պլաստիկ
(սեպտոպլաստիկա)



Կուպերի պլաստիկ
(բլեֆարոպլաստիկա)



Լիպոսակցիա



Լազերային պլաստիկ



Շրթունքի մեծացում



Լոշտակության շտկում



Մատուպեքսիա



Քազուկների,
Ազդրերի պլաստիկ



Դեմքի, ճակատի, Հոնքերի,
Պարանոցի ձգում



Մաշկի ու ենթամաշկի
գոյացության հեռացում



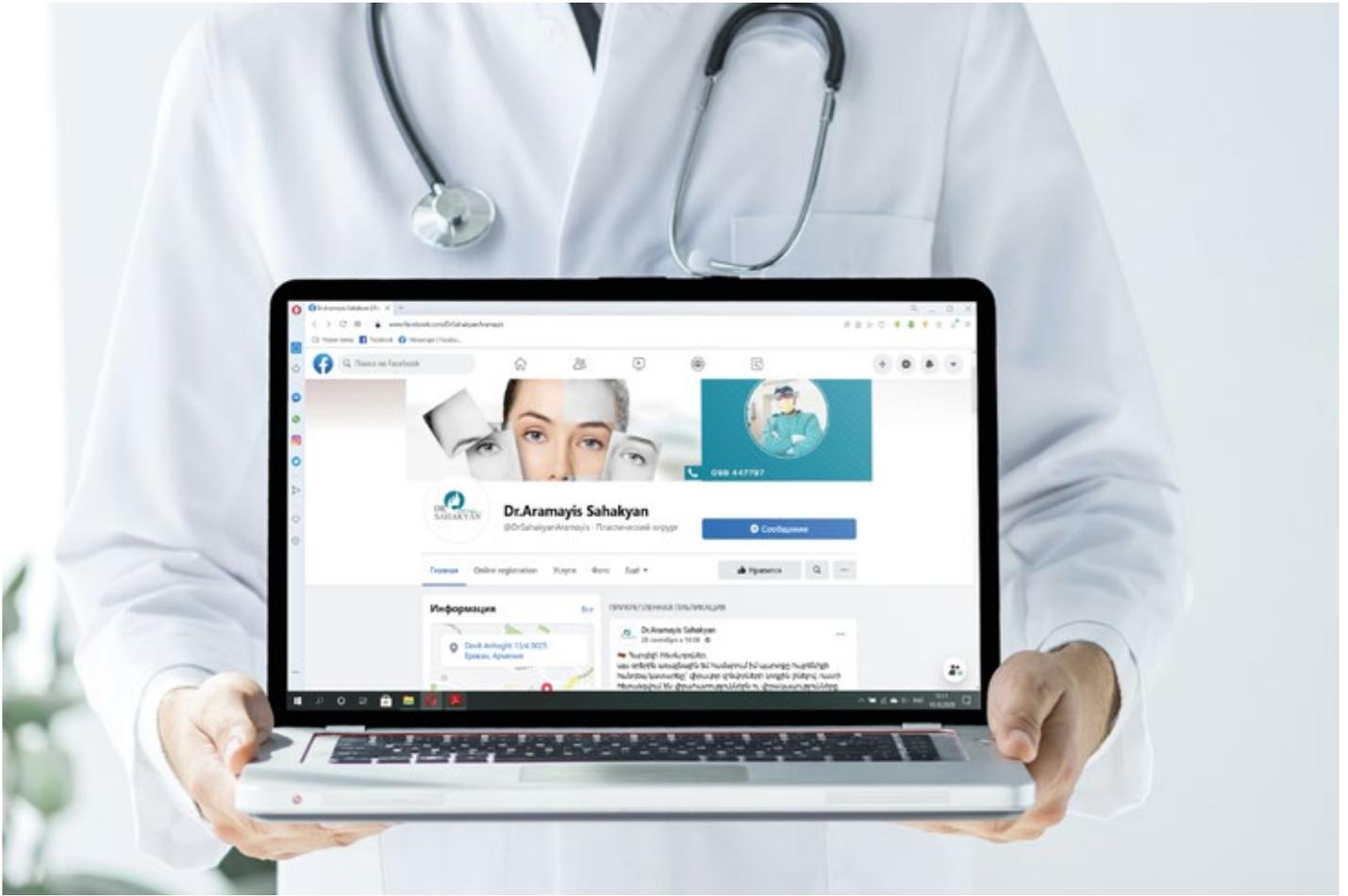
Սպիերի հեռացում



Ռոուլայնի առաջնային
պատի պլաստիկ









DR. SAHAKYAN
plastic surgery



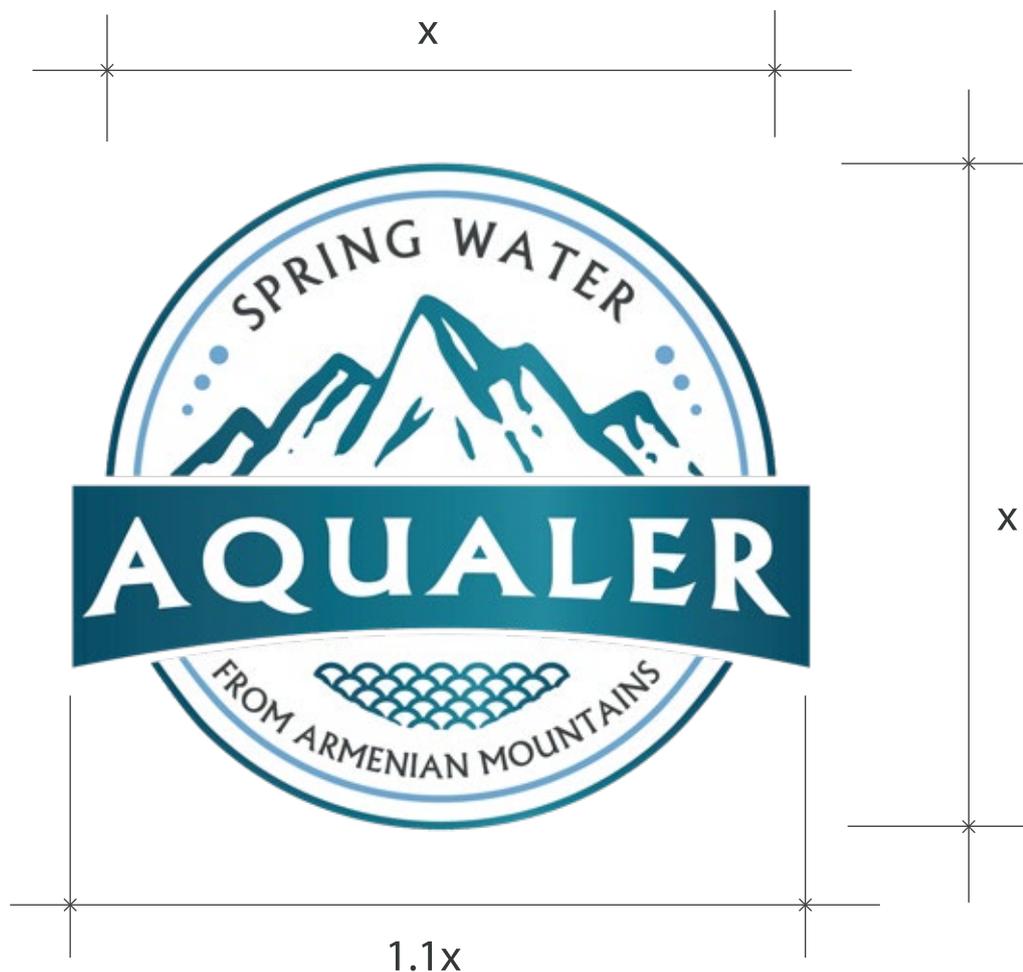
Branding project #7

Aqualer

Naming

The naming Aqualer is a composite of words the translation of which expresses the essence of the brand. Aqua translated as “water” and has Latin root, and “ler” that stands for “mountain” in Armenian language. The company’s main idea is to supply people all over the world with pure vital water, that is why it was extremely important to share the meaning of the naming with people i.e. the water that comes from the mountain is the purest one.

Logo



Typography

Amiko Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 (!?,:")

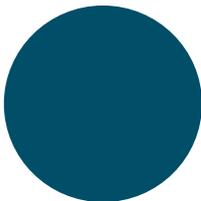
Albertus Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

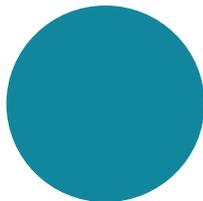
abcdefghijklmnopqrstuvwxyz

1234567890 (!?,:")

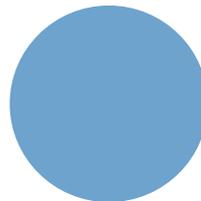
Color palette



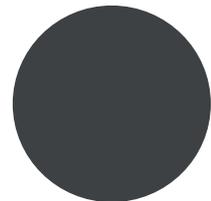
#064b66
RGB 6 75 102
CMYK 95 59 38 29



#0b88a0
RGB 11 136 160
CMYK 81 27 29 7

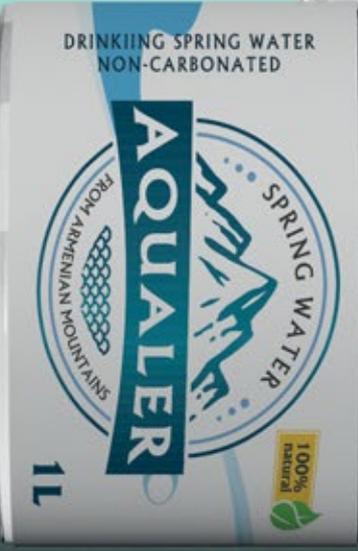


#78aad4
RGB 120 170 212
CMYK 57 23 6 0



#444646
RGB 68 70 70
CMYK 63 54 52 52







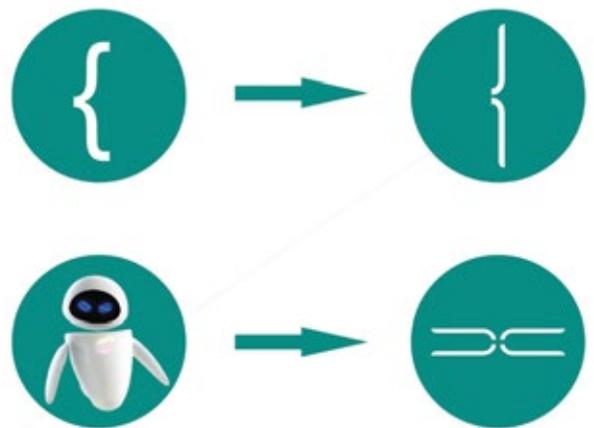
Branding project # 8

Inorain

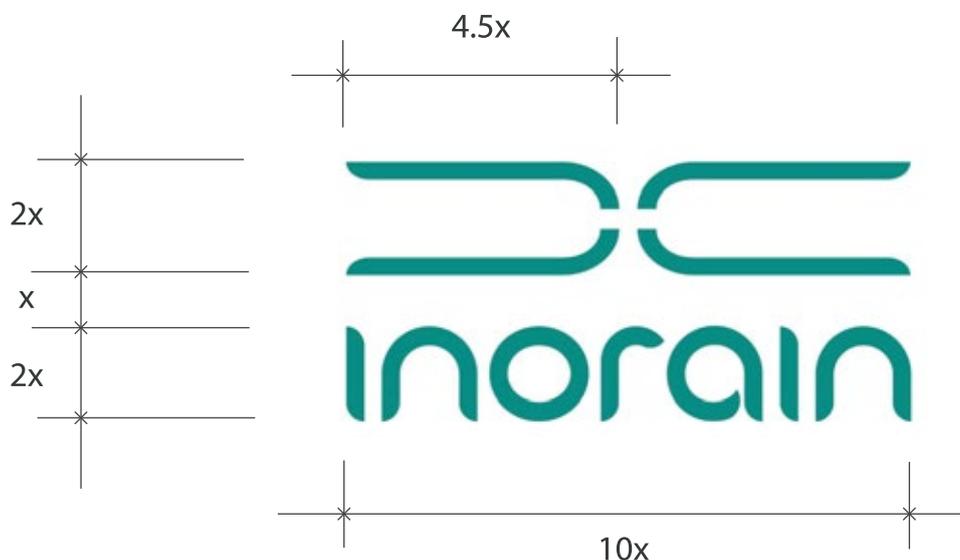
Logo Development

At first sight when you throw a glance at the logo the initial perception is a depiction of robot's eyes. In this case robot is a symbol of innovation in technologies.

On the other sight the logo resembles much the sight of infinity. The mix of the 2 perceptions ideally expresses the essence of the mission of the company - endless achievements in innovative technologies.



Logo



Logo Variations

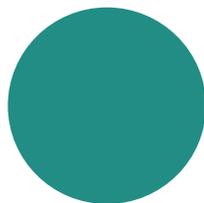


Typography

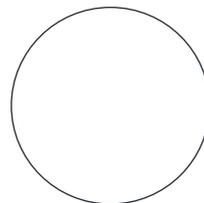
TarHandes

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 (!?,:")

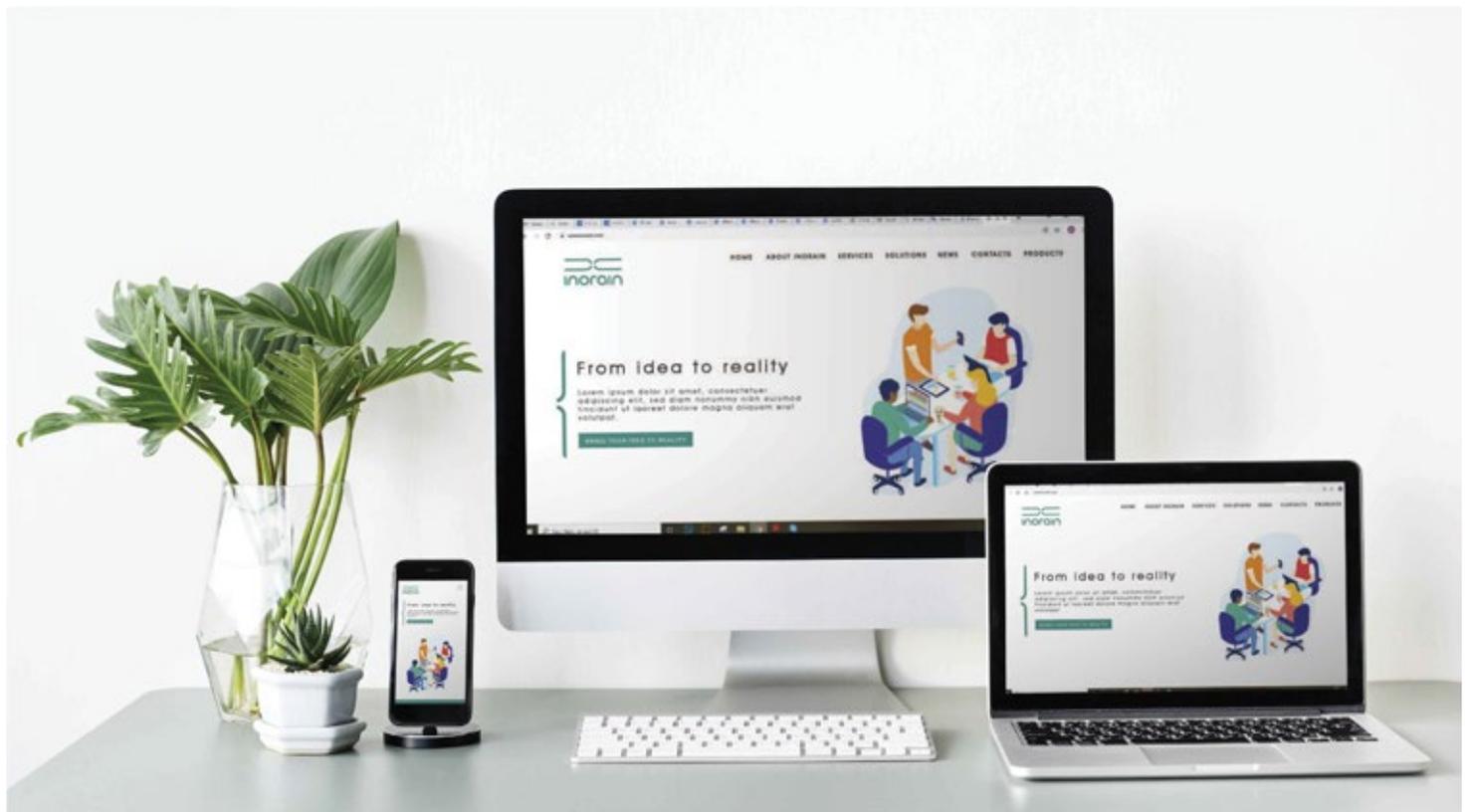
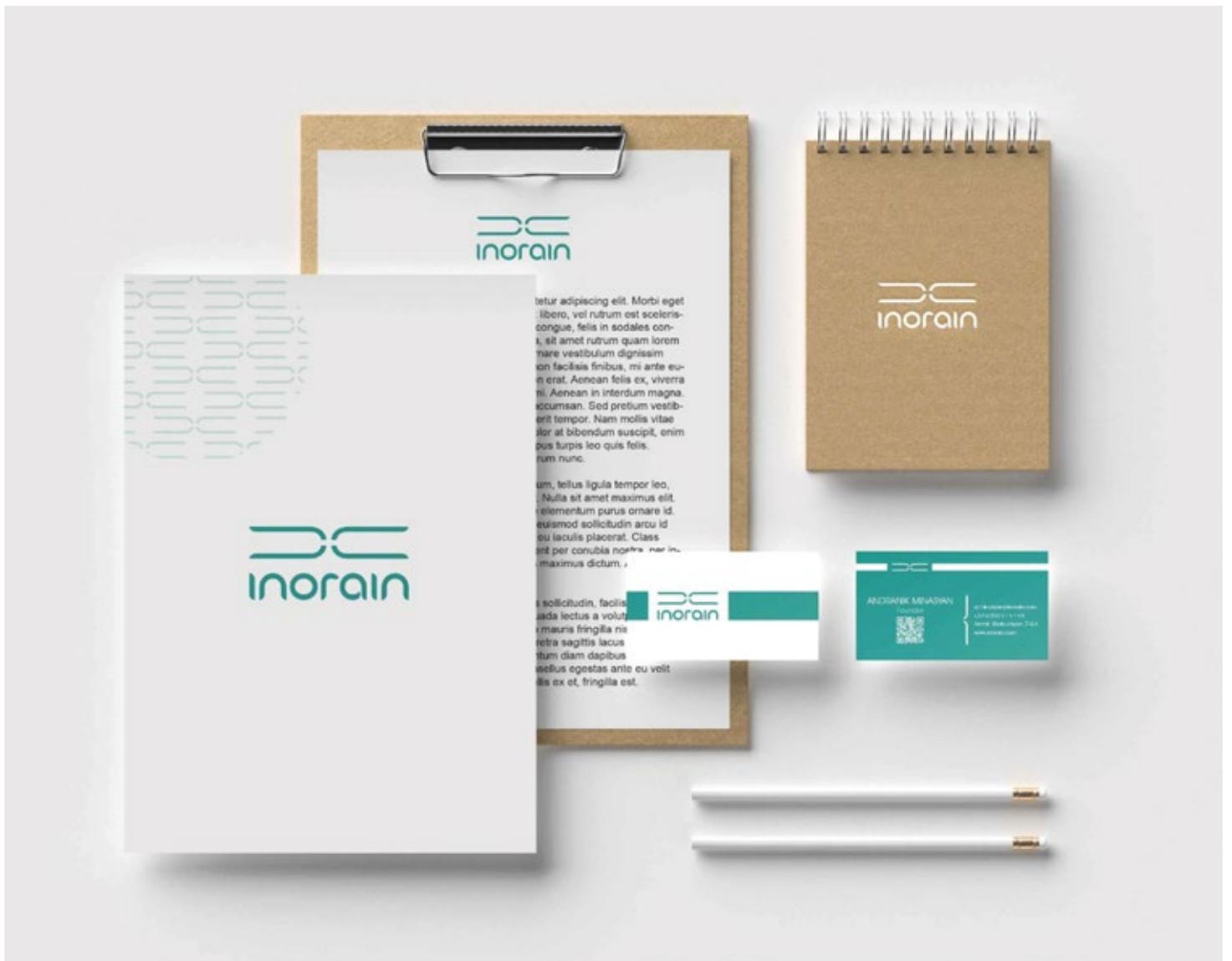
Color palette



#1a8d86
RGB 26 141 134
CMYK 80 22 50 6



#ffffff
RGB 255 255 255
CMYK 0 0 0 0







The logo for Inorain, featuring a stylized white symbol above the word "inorain" in a lowercase, sans-serif font.

inorain



} From idea
} To reality

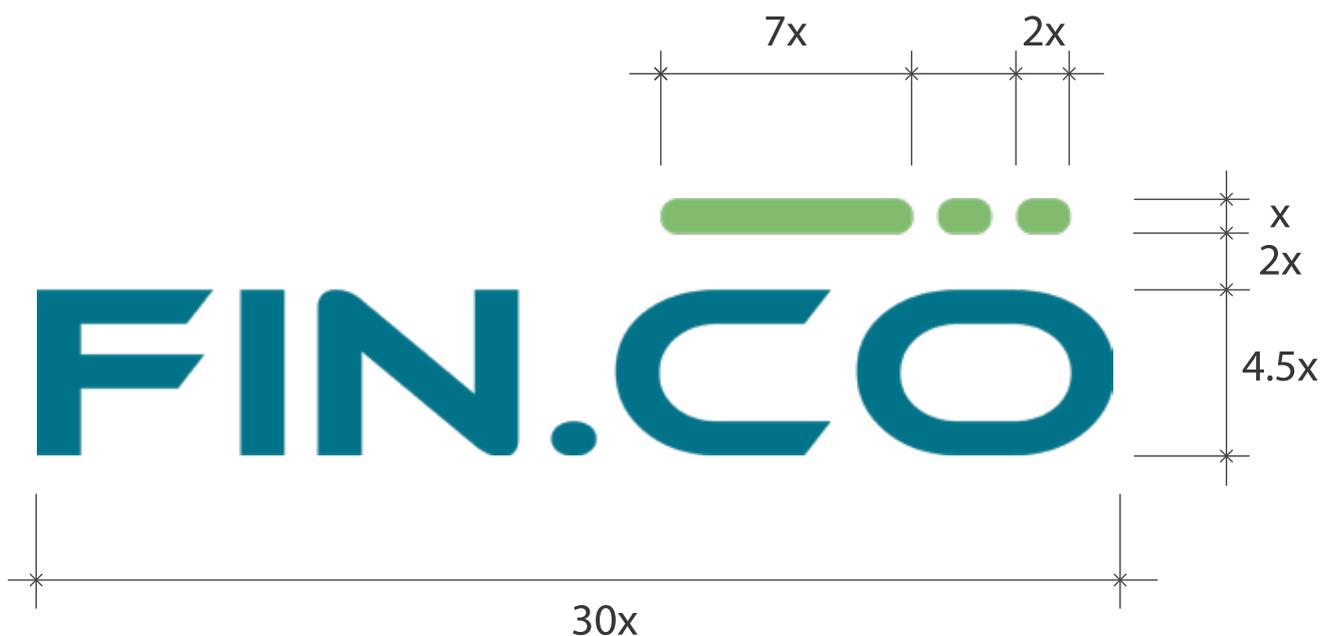
Branding project #9

FinCo

Naming

The naming Aqualer is a composite of words the translation of which expresses the essence of the brand. Aqua translated as “water” and has Latin root, and “ler” that stands for “mountain” in Armenian language. The company’s main idea is to supply people all over the world with pure vital water, that is why it was extremely important to share the meaning of the naming with people i.e. the water that comes from the mountain is the purest one.

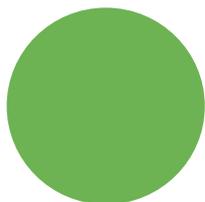
Logo



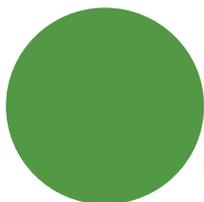
OPEN SANS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890(!? ,.:")

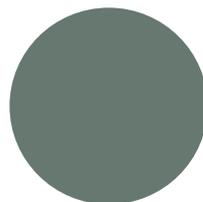
Color palette



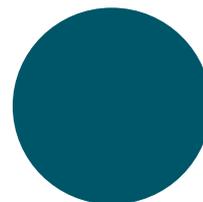
#71b244
RGB 186 188 184
CMYK 62 5 90 0



#519733
RGB 81 151 51
CMYK 72 17 100 3



#707d75
RGB 112 125 117
CMYK 56 36 47 21



#035469
RGB 3 84 105
CMYK 92 51 39 29

Icons





FIN.CO



ԽՆԱՅԵՔ
ՁԵՐ ԺԱՄԱՆԱԿԸ
ԵՎ ԳՈՒՄԱՐՆԵՐԸ
ՄԵԶ ՔԵՏ

www.finco.am





FIN.CÖ

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisis.

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisis.

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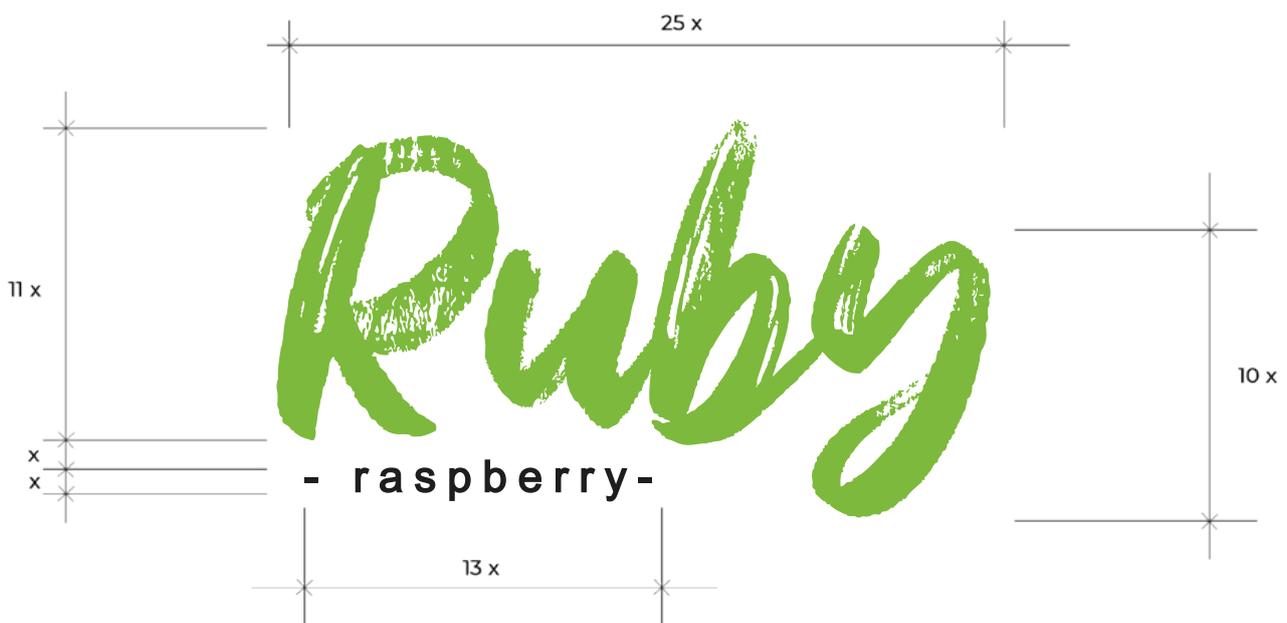
Branding project #10

Ruby Raspberry

Naming

The entire name process is dependent on the product style, target audience preferences, and brand context. The name "Ruby" was chosen with the goal of killing two birds with a single stone. On the one hand, the first letter of the word indicates "raspberry"; on the other hand, the term "ruby" is derived from the Latin "ruber" or "rubeus", which means "red". It is both brief and laconic, and it encompasses all of the intended concepts. The naming transitions nicely into a logo, which is symbolized by a capital R in a twice interrupted circle, indicating that raspberry harvest occurs twice a year. The vivid green color was chosen with the specific intention of emphasizing the production's organic origin.

Logo



Typography

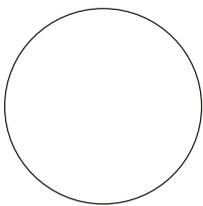
Hey October

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

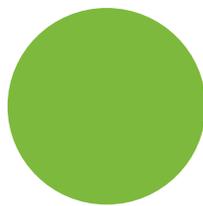
ArmAria

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

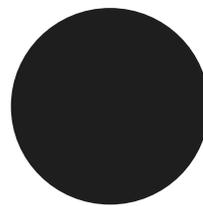
Collor palette



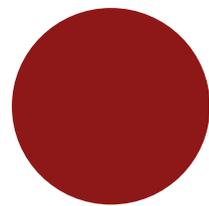
#ffffff
RGB 255 255 255
CMYK 0 0 0 0



#7dba3c
RGB 125 186 60
CMYK 56 4 100 0



#1e1e1e
RGB 30 30 30
CMYK 75 65 60 80



#8e1817
RGB 142 24 23
CMYK 27 100 95 32

Sticker pack



Ruby

- raspberry -

Ruby

- raspberry -

Малина Ruby – это волшебные раскисший для лучшей густоты Pure, собранный в условиях юга и знойной. Под солнечным небом мы выбираем лучший селекционный сорт малины – Элиза, которая отличается высокой урожайностью и стабильно сладкими ягодами.

Стремимся сделать каждый продукт, мы не используем консерванты во время выработки и в процессе, только исключительно натуральные ингредиенты.

Вкус и наш продукт получают сбалансированно: сбалансировано, будет доступна каждому, как в своем виде, так и в виде варенья, джема, ароматизированного напитка.

НАШ АССОРТИМЕНТ



Сладкая
Малина



Малиновое
Варенье



Малиновое
Вино



Малиновый
Компот

Тел: 374 55 033163 | E-mail: artur@ruby.am







Branding project # 11

Redline

Logo Development

The target audience of RedLine is middle and high middle class, who are a bit fashion addicted.

That's why RedLine shouldn't contain either red, or line. It is too simple for this audience and

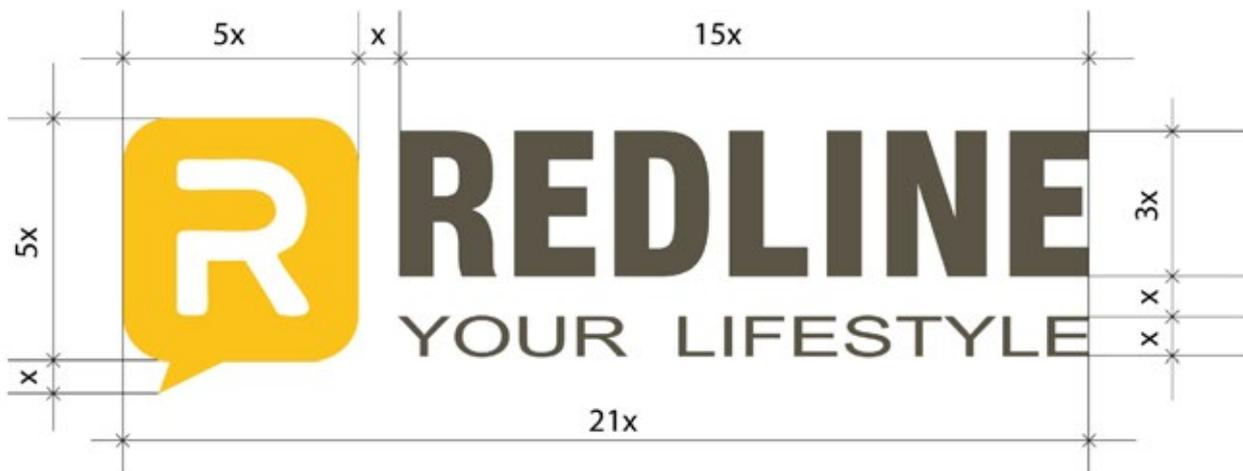
sounds cheap. We choose the mix of yellow, orange and tobacco, as

1. there is something luxury, but in very small amounts,
2. the customer can see it's a bit higher than middle actually
3. this mix of colors attract, as orange is the most eye catching color due to various

neuromarketing researches, next comes red and then yellow. So, we use this advantage.

The icon is like a communication box in message chats. We used it to catch attention again and make call to action by contacting us.

Logo



Logo variations



Typography

CorpusGothic

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

abcdefghijklm**no**pqrstuvwxyz

1234567890 (!?,:;"')

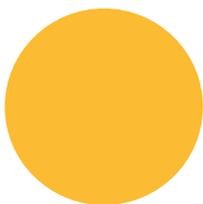
Candara

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

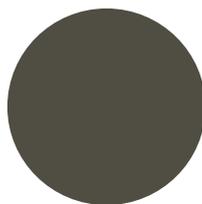
abcdefghijklm**no**pqrstuvwxyz

1234567890 (!?,:;"')

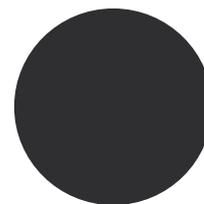
Color palette



#ffc300
RGB 255 165 0
CMYK 0 24 100 0

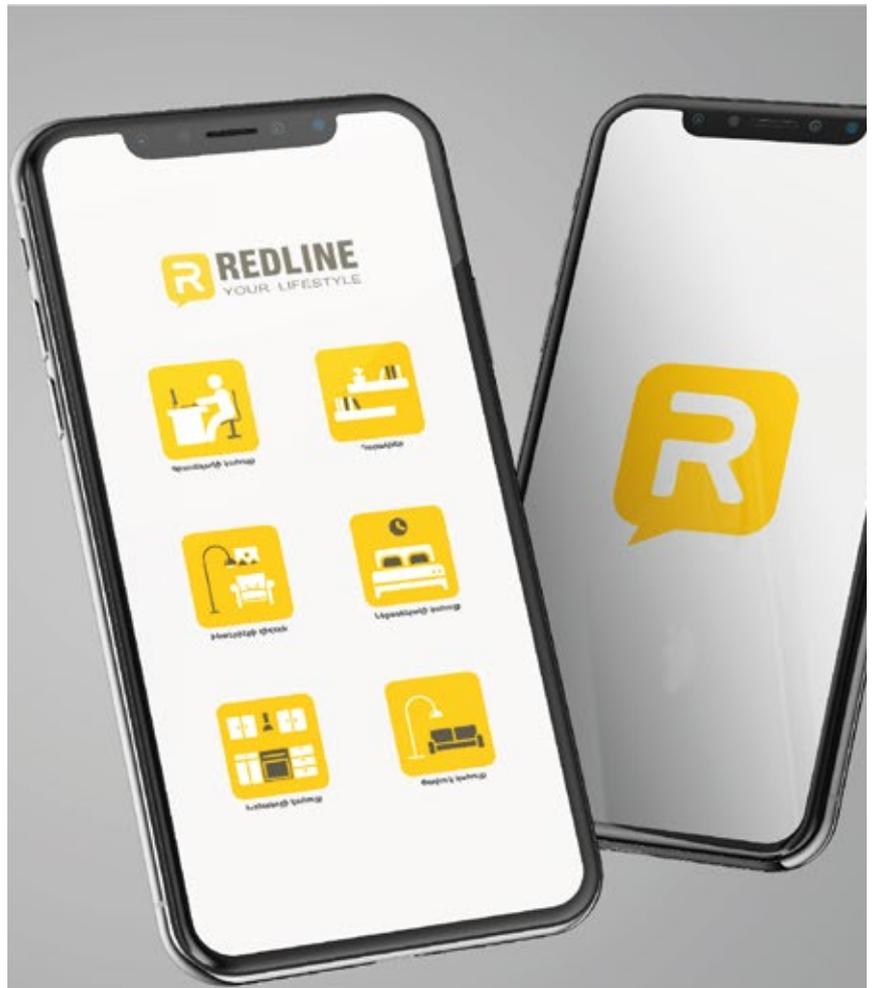


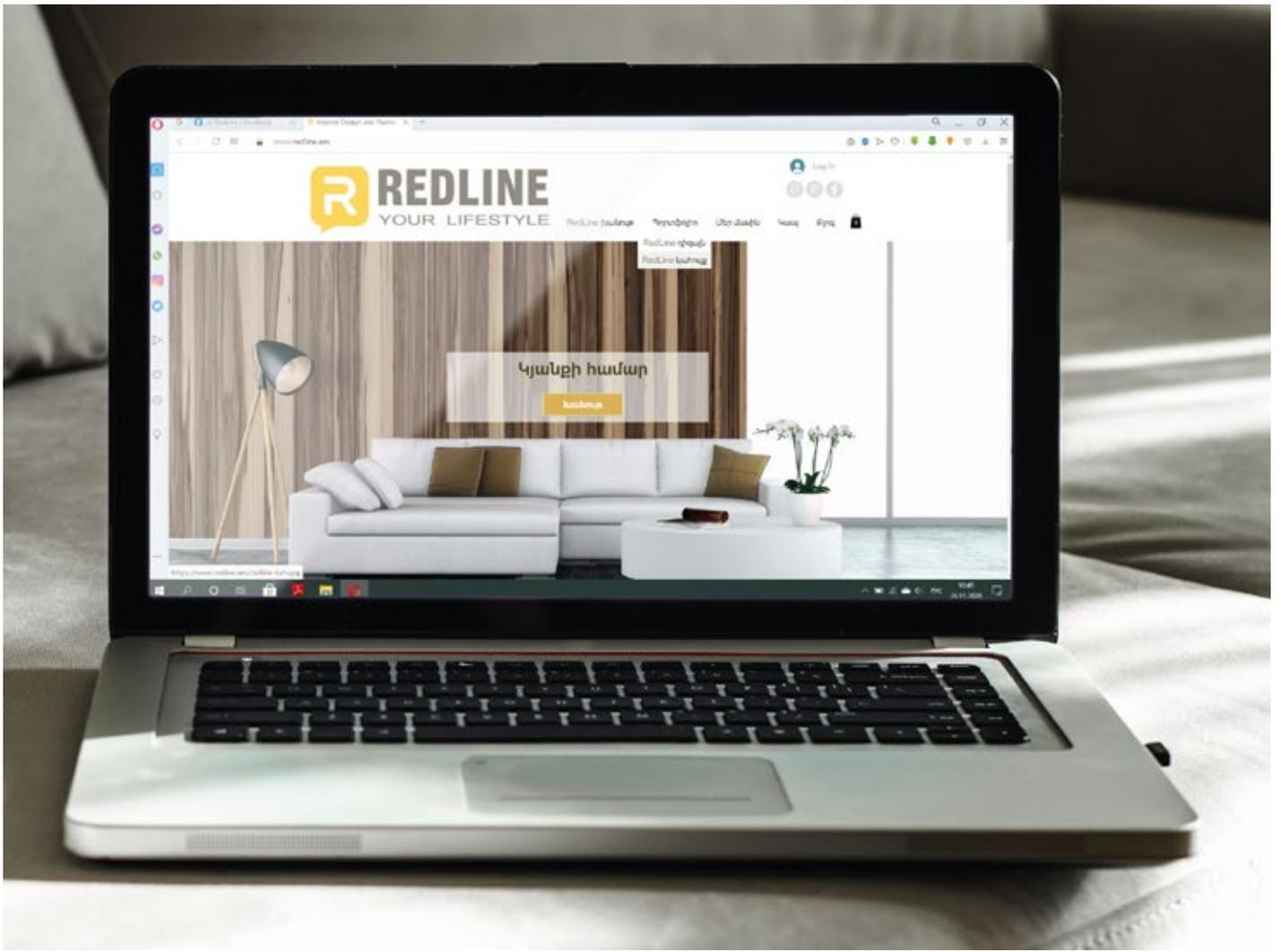
#595345
RGB 89 83 70
CMYK 58 56 73 44



#373435
RGB 55 52 53
CMYK 0 0 0 100







 **REDLINE**
YOUR LIFESTYLE

 **REDLINE**
YOUR LIFESTYLE

 **REDLINE**
YOUR LIFESTYLE



 **REDLINE**
YOUR LIFESTYLE

+374 99 00 00 00
info@redline.am

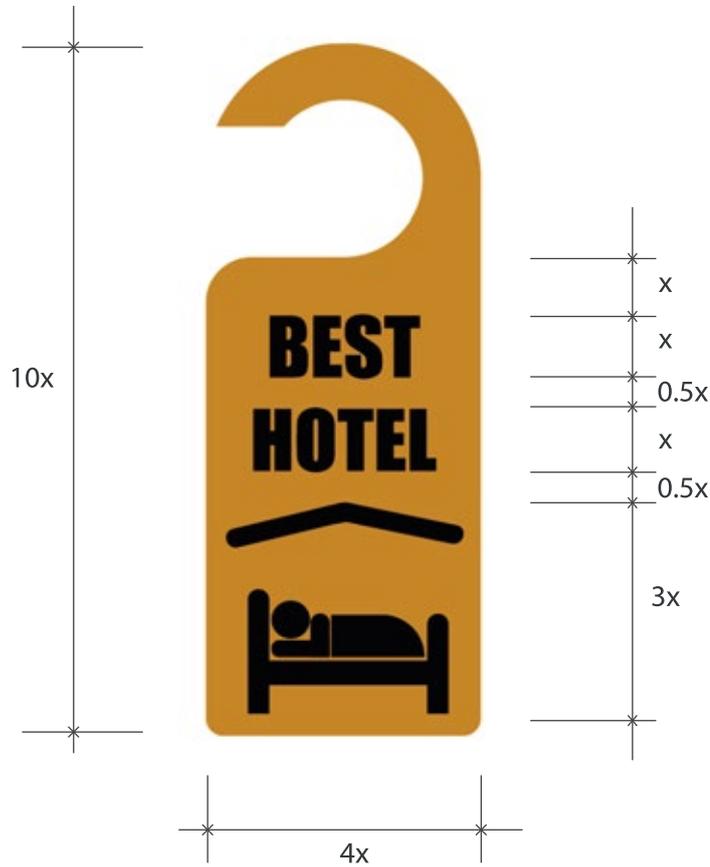
redline.am

Vardanants 10

Branding project #12

Best Hotel

Logo



Logo variations



Typography

Ben Brown

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 (!?,:")

LMUkrCutter

ABCDEFGHIJKLMNOPQRSTUVWXYZ

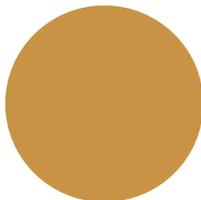
abcdefghijklmnopqrstuvwxyz

1234567890 (!?,:")

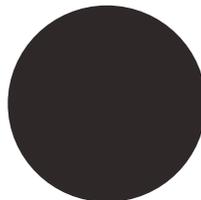
Icons



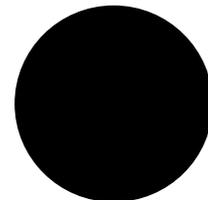
Color palette



#d0993d
RGB 208 153 61
CMYK 17 40 83 6



#362c2a
RGB 54 44 42
CMYK 61 62 58 71

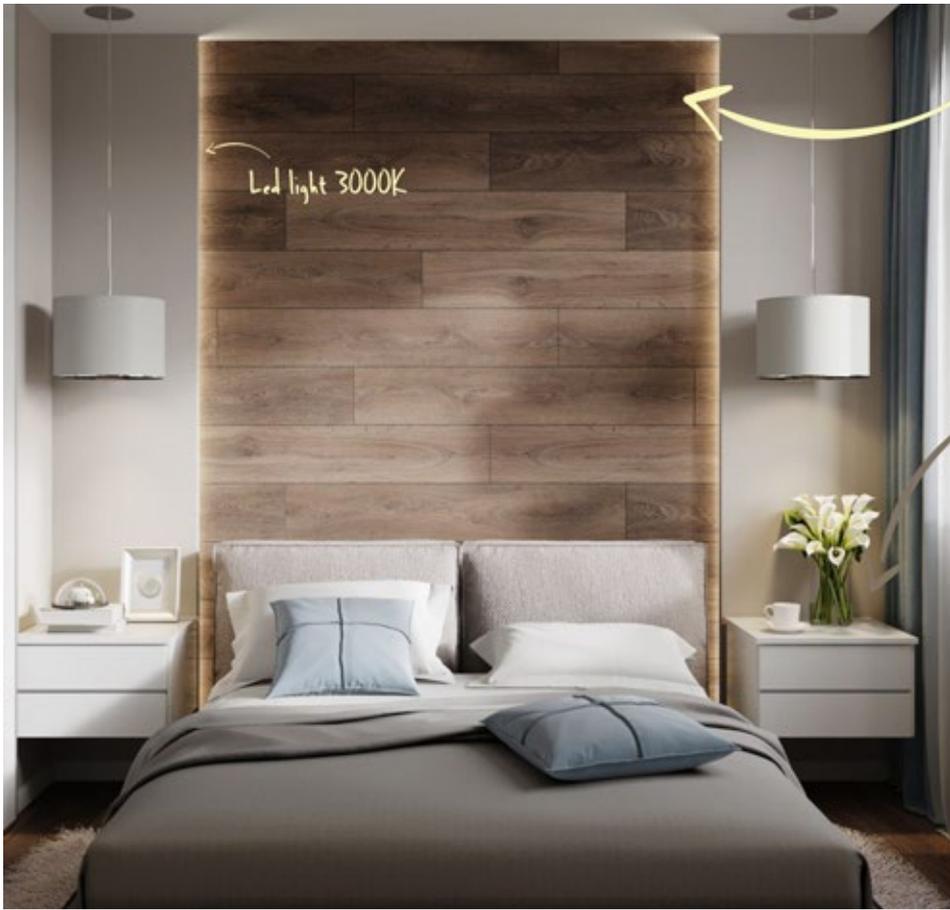


#000000
RGB 0 0 0
CMYK 91 79 62 97





Printing matt PVC Card



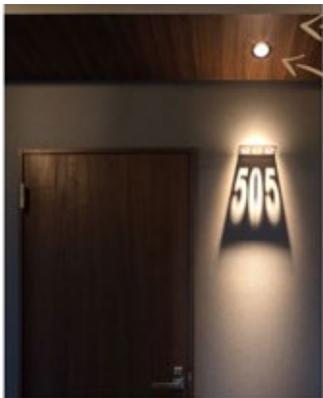
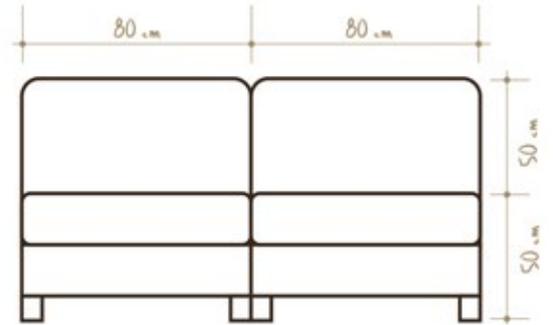
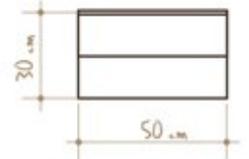
Light oak floor laminated panel

Led light 3000K



Led light 3000K

White high gloss MDF

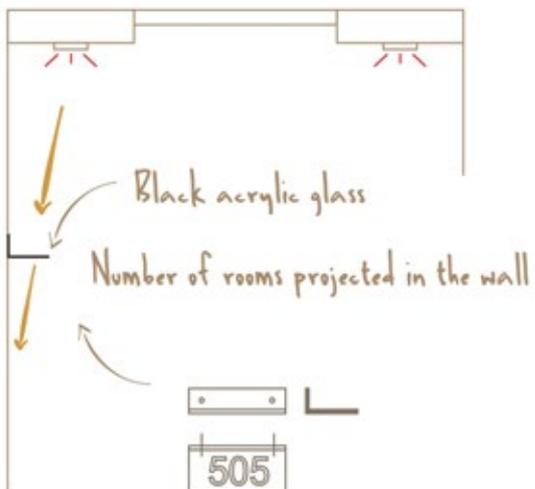


Light oak laminated panel

Led light 3000 K

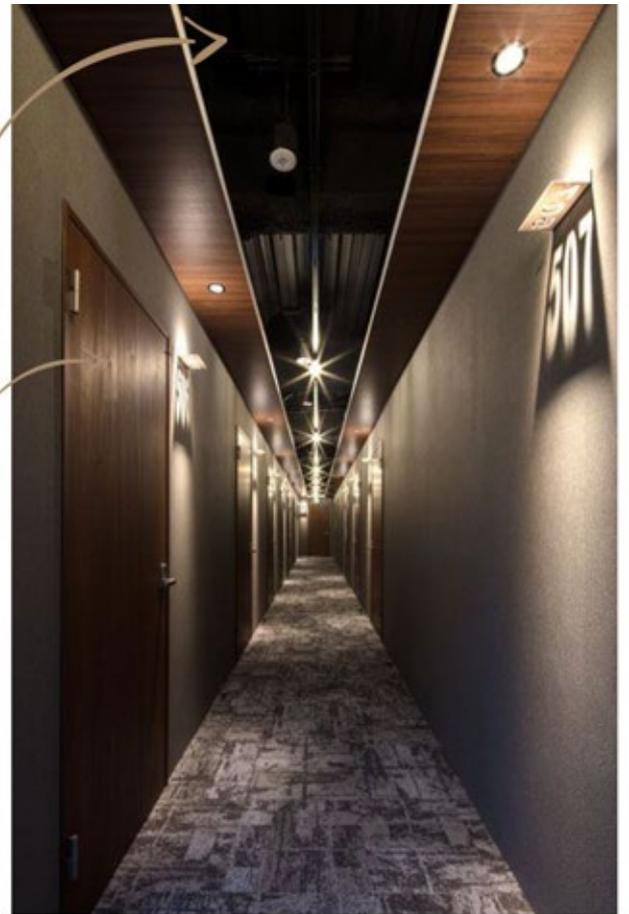
Black acrylic glass panel

Light oak MDF

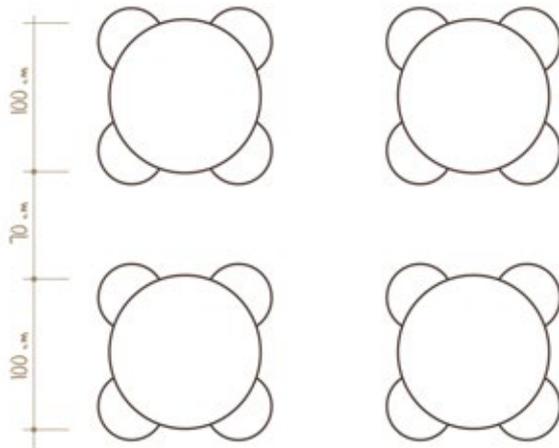
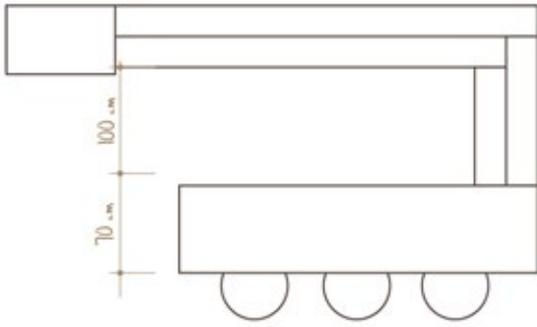


Black acrylic glass

Number of rooms projected in the wall



Typical kitchen zone



Dark oak

Light marble

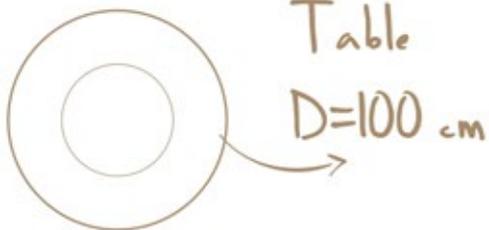
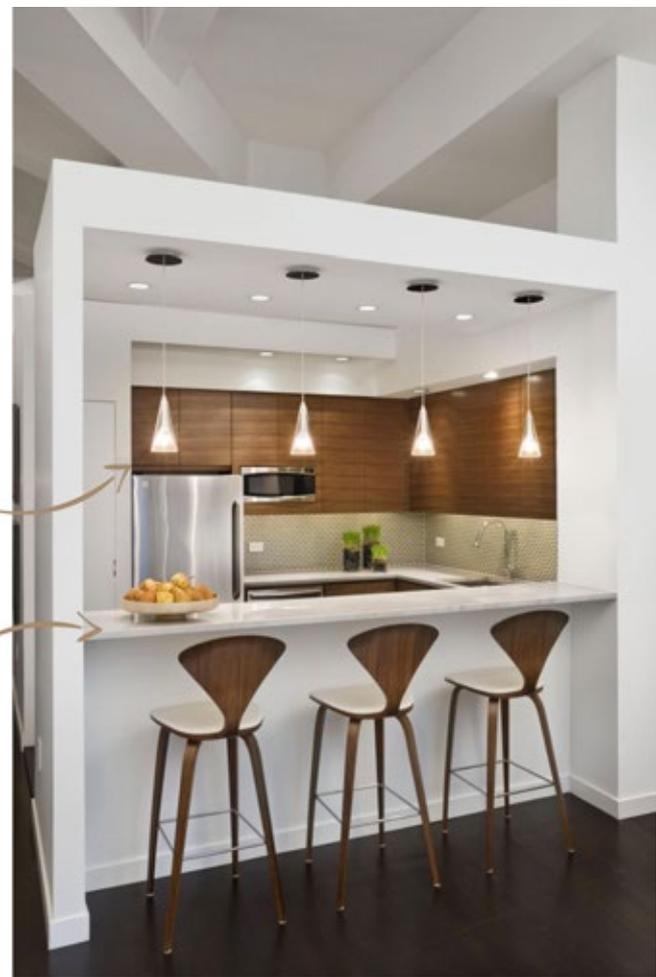


Table
D=100 cm

Light oak

Dark oak



Inox SS - H=80 cm



Branding project # 13

Megano

Naming

The symbol is developed in Armenian style, with Italian motives.

It is a unique mixture inspired by Armenian architecture traditions and special weaving heritage peculiar to late Roman Empire era. It contains only smooth lines and transitions, no angles at all, therefore the potential client can enjoy the spirit of the brand and feel relaxed at the same time. We believe that our perception of life is also shaped by the moments we felt when admired the masterpieces of art, sculpture, design, etc.

We do want to save the feelings, emotions, to feel the thrill of our impressions. That is why we choose the path of reminding ourselves of the “Best Moments” and recast them in souvenirs.

Logo



Typography

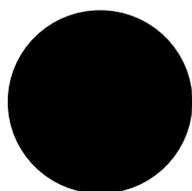
Academy Engraved LET Plain:1.0

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789\$%&(!?.,:”)

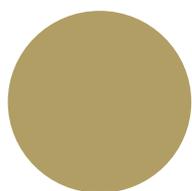
Color palette



#064b66

RGB 6 75 102

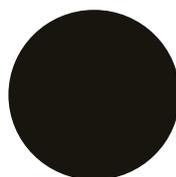
CMYK 95 59 38 29



#0b88a0

RGB 11 136 160

CMYK 81 27 29 7



#78aad4

RGB 120 170 212

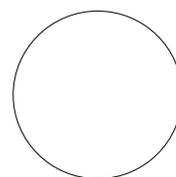
CMYK 57 23 6 0



#444646

RGB 68 70 70

CMYK 63 54 52 52



#444646

RGB 68 70 70

CMYK 63 54 52 52



Logo Variations





MEGANNO
GROUP

BEST MOMENTS

We believe that
also shaped by
when admired
sculpt

We do w
emotion

That
of r

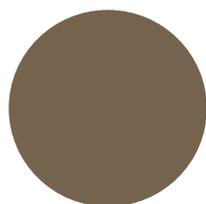
Branding project # 14

Naire

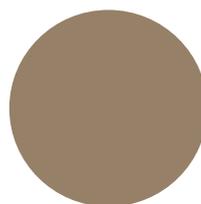
Logo



Color palette



#806a50
RGB 125 103 80
CMYK 0 20 40 60



#a68a6b
RGB 165 140 110
CMYK 0 20 40 40

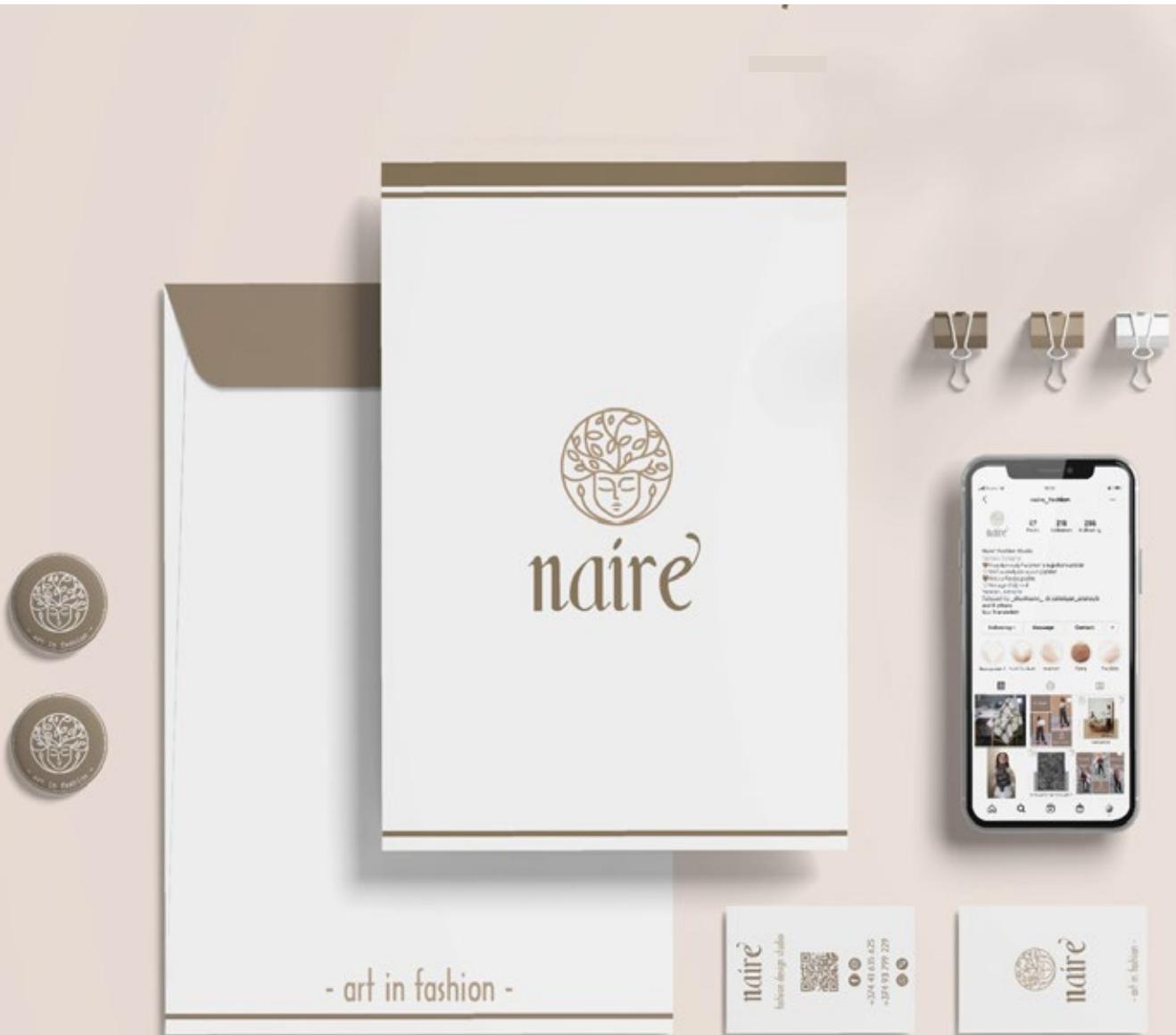
Typography

Arquitectura Regular

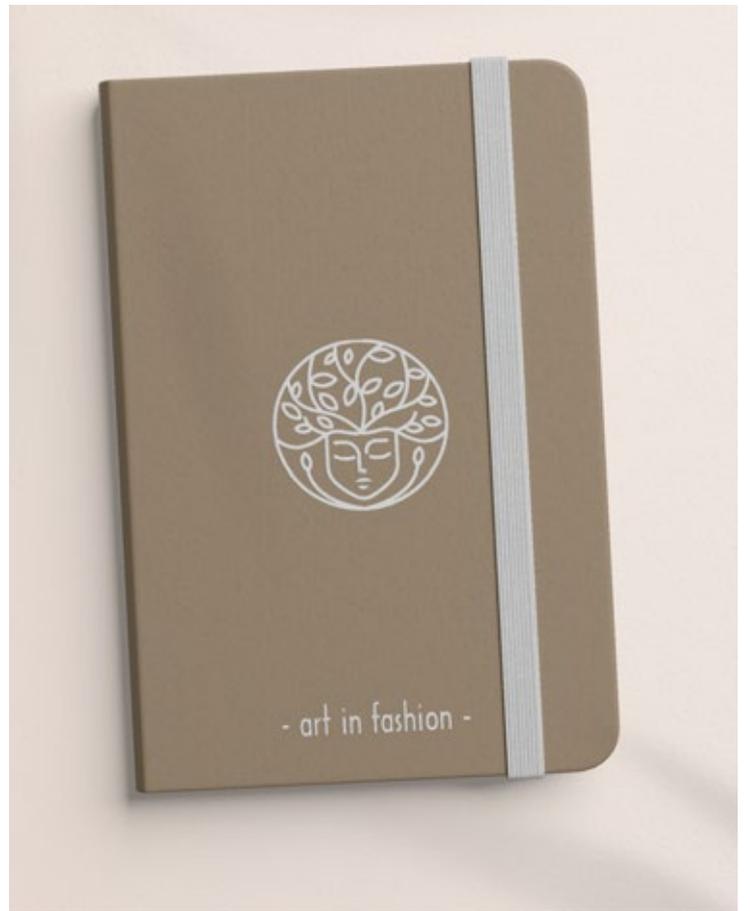
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 (! ? @ , ; : " ')

Arquitectura Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 (! ? @ , ; : " ')











Branding project #15

Etiuni

Logo Development

The logotype symbol of the touristic destination is the cast decoration of the 12 century B.C. from the times of the Etiuni kingdom's prosperity. This ornament is a disc-shaped, openwork, with a loop for hanging; symbolizes the sun. In the center is a circle with a cross, bordered by triangles. An ornament of concentric corners is placed between the rays of the cross. The sun in its turn is an embodiment of eternity.

Logo



Naming

The title of the project Etiuni originates from the name of the Etiuni Kingdom as the largest political formation during the pre-Urartian period in Aras Valley. "Etiuni – forgotten kingdom" touristic destination is situated in the Lchcommunity (exactly on the territory that used to be a Water (Aqua) Etiuni) and is aimed to attract visitors both local and foreigners as an utterly exclusive place.

The destination title was chosen purposefully to declare the spot an open-air museum due to ancient monuments that have a universal value of importance, i.e. the Lchashen fortress, the cuneiform inscription of Urartian king Argishti the First, the huge royal cemetery with a total of 800 tombs.

Typography

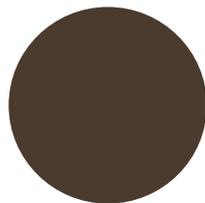
ARCHEOLOGICAPS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

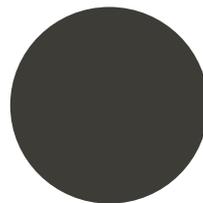
Armomega Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789(!?@,;:"')

Collor palette



#4a3b2e
RGB 74 59 46
CMYK 52 57 66 63



#3d3c37
RGB 61 60 55
CMYK 64 55 59 62





ԷՔԻՌԻԼԻ

ՄՈՒԹԱԾ ԹԱԳԱԿՈՂՈՒԹՅՈՒՆ
ՀՅՈՒՐԱՏՈՒՆ



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