



Z I M A
C R E A T I V E

COMPANY PROFILE
& CASE STUDIES
2024

ZIMA Creative is a boutique consulting agency, which main aim is to represent a brand-oriented approach to marketing and design.

ZIMA Creative was founded in 2020 in Soho, London, and is part of ZIMA Group.

Expertise

Our professional interest lies at the intersection of branding and design. We develop new and renovate existing brands for companies, products, territories, etc.

We consider design as a tool for companies and brands to communicate with their customers. When we manage brands, we manage meanings, and design helps them to take shape.

Approach

We try to get into the context of every project as much as possible: study the client's business, the markets they work with, and the specifics of the production and consumption of their products or services. This approach allows us to generate more profound and grounded solutions.

In view of this, we are committed to building long-lasting partnerships with our clients.

ZIMA Creative offers strategic & creative support in developing new brands and rejuvenating existing. Our standard pipeline comprises 3 main steps that can be fine-tuned according to your needs.

1. Brand Concept

The brand concept defines all the subsequent steps and serves as a decision-making tool. Starts from desk research of your product, market, competitors and trends. Includes developing of hypothesis and possible strategies, discussing values, mission, vision, etc.

6 weeks
£ 6,000

2. Naming

Looking for a possible brand name based on the previously defined brand concept. A necessary step for developing a new brand might also be needed in a rebranding project or while updating a recently launched brand (especially in cases where the previously chosen name cannot be registered).

4 weeks
£ 4,000

3. Visual Identity

Defining and designing the way your brand will look like. Includes creating a logo, choosing a colour palette, fonts, and style and tone in general. The style is presented as a visualisation of typical marketing materials, business stationery, and a few carriers specific to your business.

7 weeks
£ 7,000

The **full branding / re-branding package** costs **just £ 17,000** and takes **about 4 months** to complete. The above prices are for small businesses and startups only. Offer ends December 2024 and is subject to availability on a first come, first served basis.

Helping implement your new brand identity, ZIMA Creative offers design support as a subscription service. Currently, 3 basic packages are available. Specific options can be discussed upon request.

5 hrs / month

£100 hourly rate * 5 =
£500 monthly payment

£100 every additional hour

10 hrs / month

£90 hourly rate * 10 =
£900 monthly payment

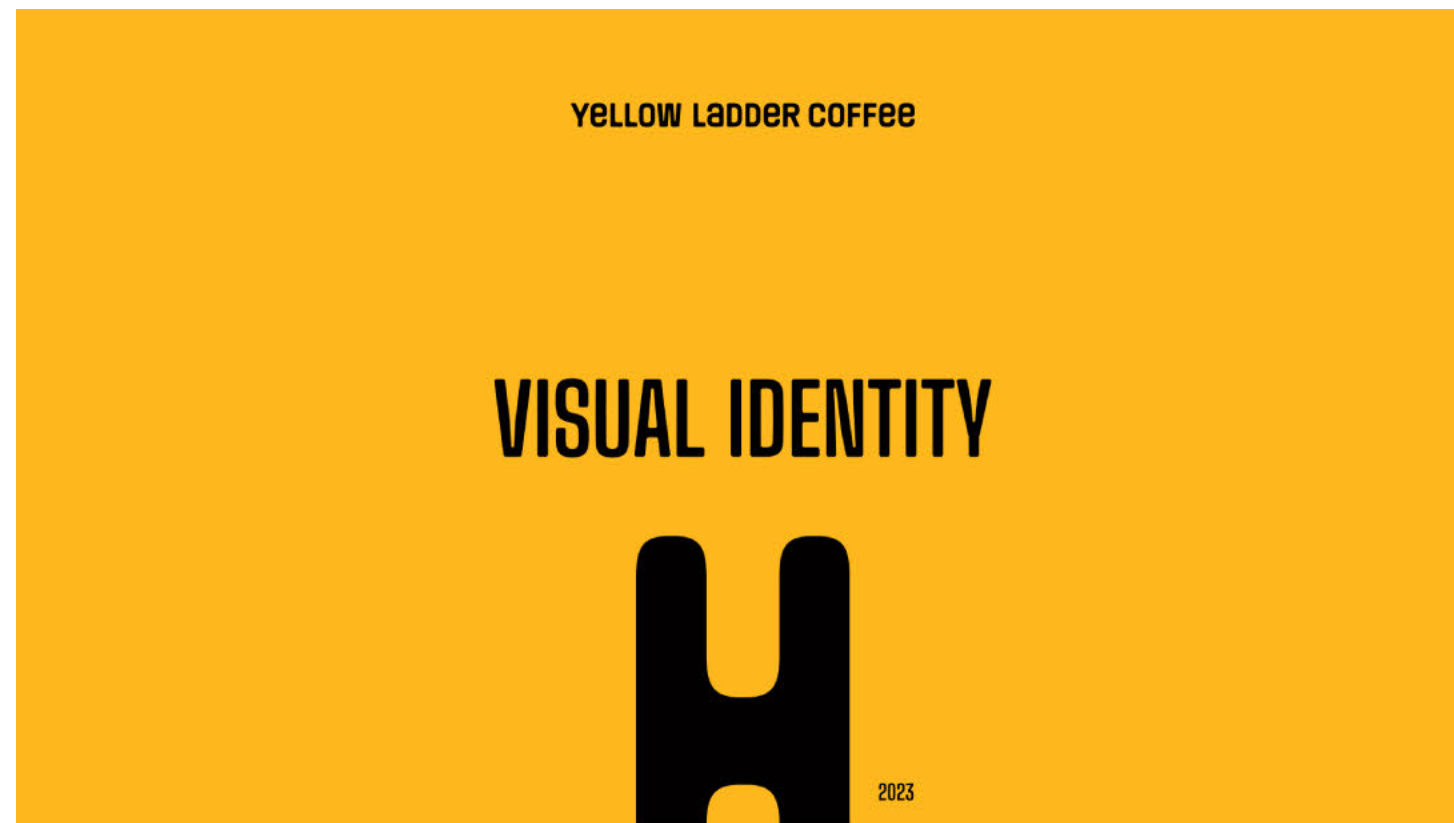
£90 every additional hour

25 hrs / month

£80 hourly rate * 25 =
£2000 monthly payment

£80 every additional hour

Standard rolling contract with a 2-week notice period for termination or change. ZIMA Creative commits to having enough design resources to solve the client's tasks (which must lie in ZIMA's scope of services) within the contracted hours. Additional services may be provided during the same month at the same price and are subject to ZIMA's resources availability.



New Brand and Identity for Yellow Ladder Coffee

City Brew, an emerging player in the London coffee scene, approached us as they prepared to scale up, facing the crucial tasks of defining their brand and creating a vibrant brand identity.

ZIMA Creative conducted in-depth market research, identifying positioning strategies and key differentiation points. In close collaboration with the founders, we refined their vision and strategy, culminating in a new trade name—Yellow Ladder.

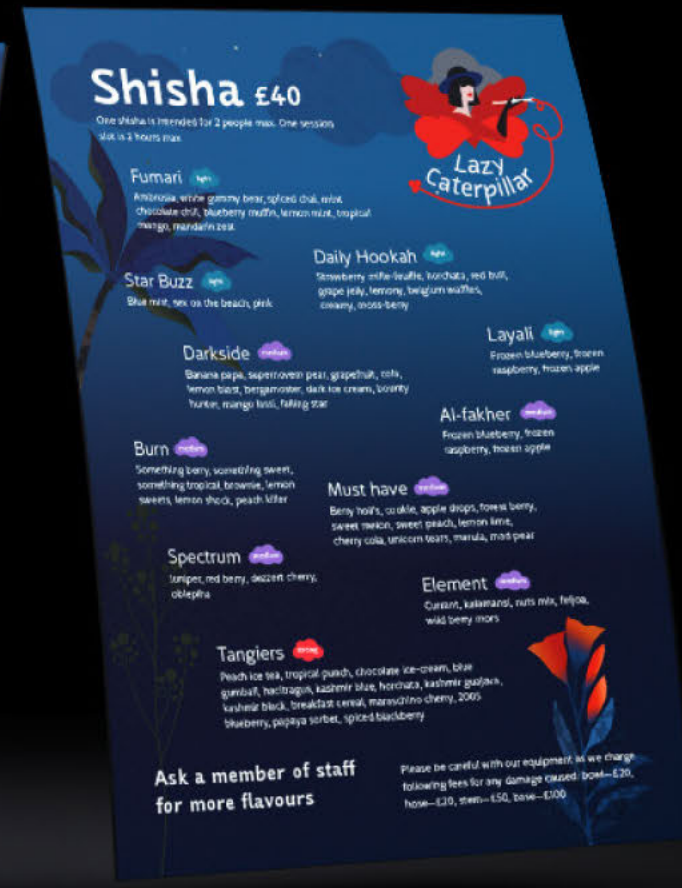
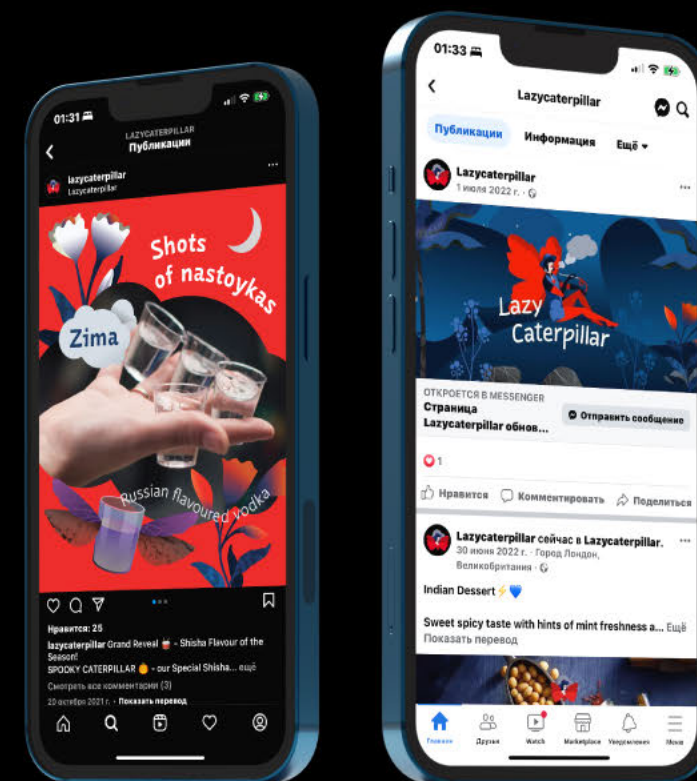
For Yellow Ladder, we created a simple yet brilliant logo that can stand alone without the brand name. As the brand evolves, this logo will transform into an anthropomorphic character, strengthening its connection with the audience. Additionally, we designed a custom headline font and a bold colour palette to ensure the brand's messages are instantly recognisable.

In 2024, the first coffee shop of the chain opened under the new name inside Whitechapel tube station, quickly gaining popularity. It attracts over a thousand visitors daily and has garnered a loyal following on social media.





New Brand and Identity for Lazy Shisha Lounges



A startup with a unique business model offers restaurants and hotels a turnkey solution to open a shisha lounge on their premises. It began in one location in Soho, London, and is currently undergoing a scale-up phase.

Not only do they handle the technical aspects of the shisha lounge and provide personnel, but they also sell a strong brand that attracts customers. The task was to upgrade the existing brand and create a cohesive brand identity.

At ZIMA Creative, we reinvented Lazy Shisha as the more sophisticated brand, Lazy Caterpillar, finding the perfect intersection of oriental cultural traditions and British heritage. A new visual language for the brand was developed, including a system of logos, graphic elements, printed materials, interior solutions, and personnel uniforms.

This has boosted business growth and helped secure deals with new partners by presenting a consistent and professional-looking business product.

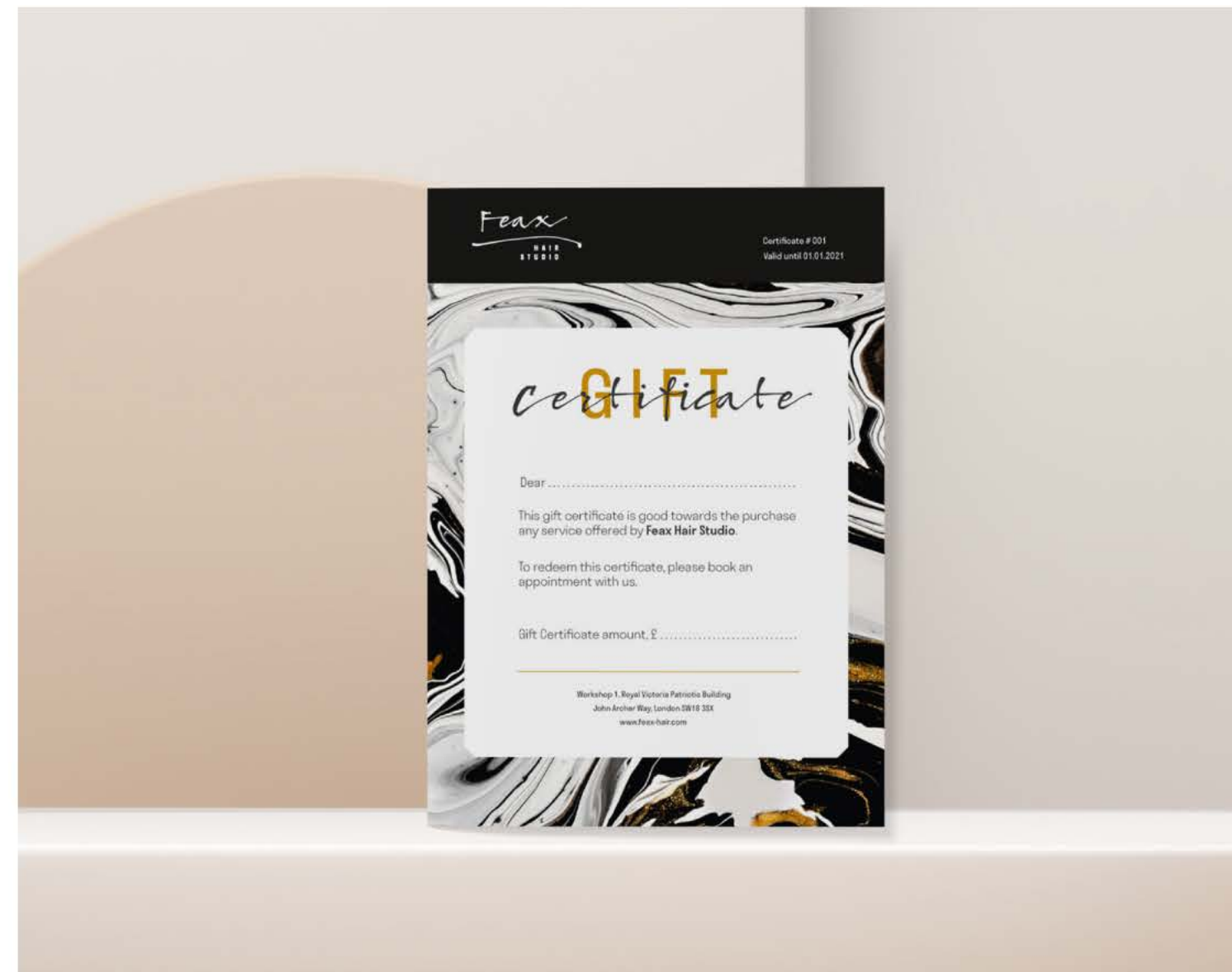
Brand Identity for Feax Hair Studio

Feax Hair Studio is a private hair salon situated in a castle-like historic building in South London, operating by appointment only. The team consists of experts in consulting, colouring, and cutting, offering personalised service and an exceptional experience.

When starting this business, the owners needed a logo and graphic style that would represent their personal aesthetics and reflect the soul of the brand.

After reviewing more than two dozen options, we found a logo that the client fell in love with. Building on that, we created a set of designs, including business cards, gift certificates, and designs for social media.

This strong graphic identity helps the business build its online presence, which is crucial for a salon located away from a high street.



Corporate Identity and Teaching Materials for Pronunciation First

A boutique, London-based firm offers accent reduction training for companies (B2B) and private clients (B2C). They provide high-end services delivered by certified specialists.

The company required a visual identity that reflected the premium quality of their services, alongside professional-looking educational materials in a distinctive company style.

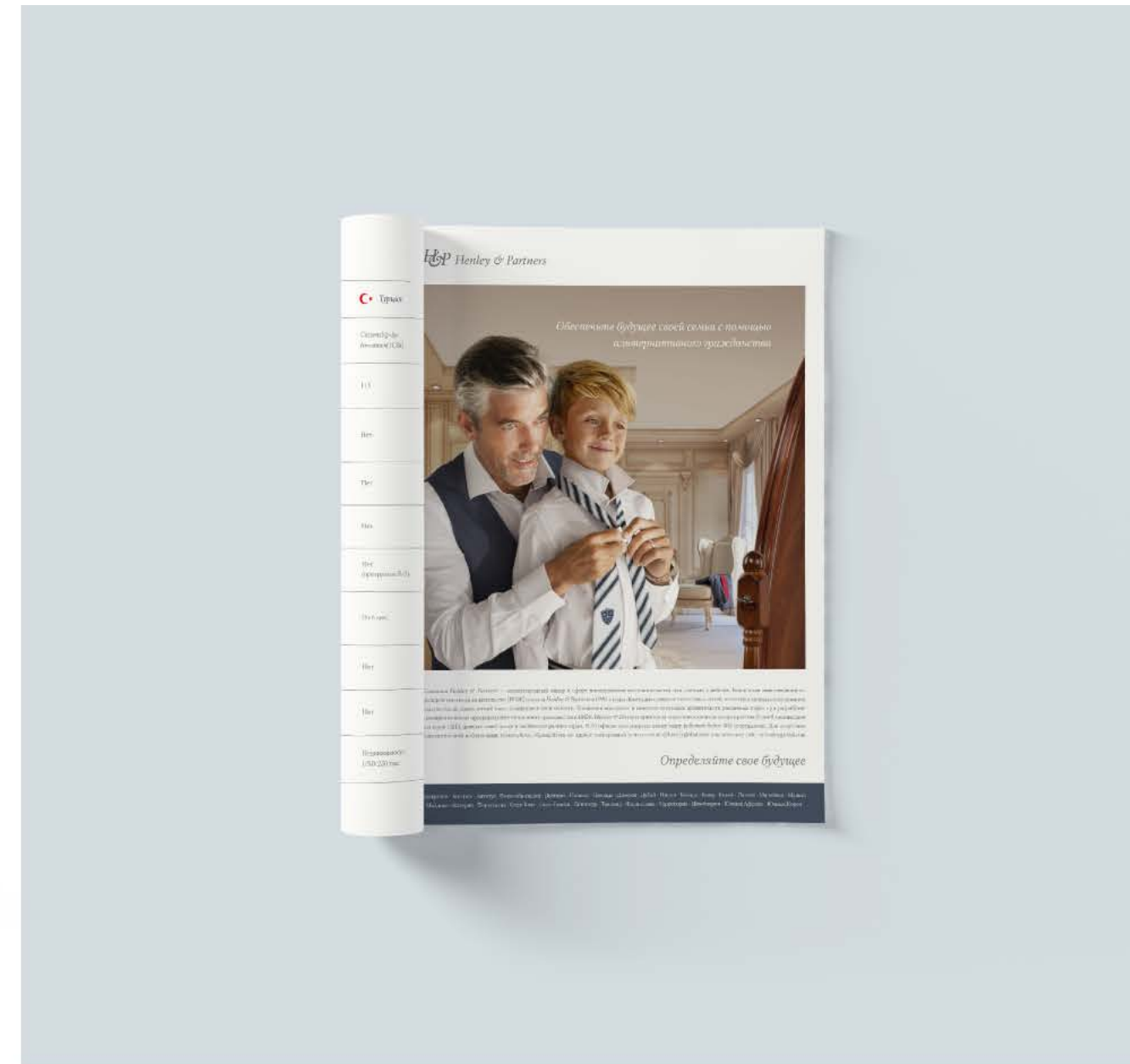
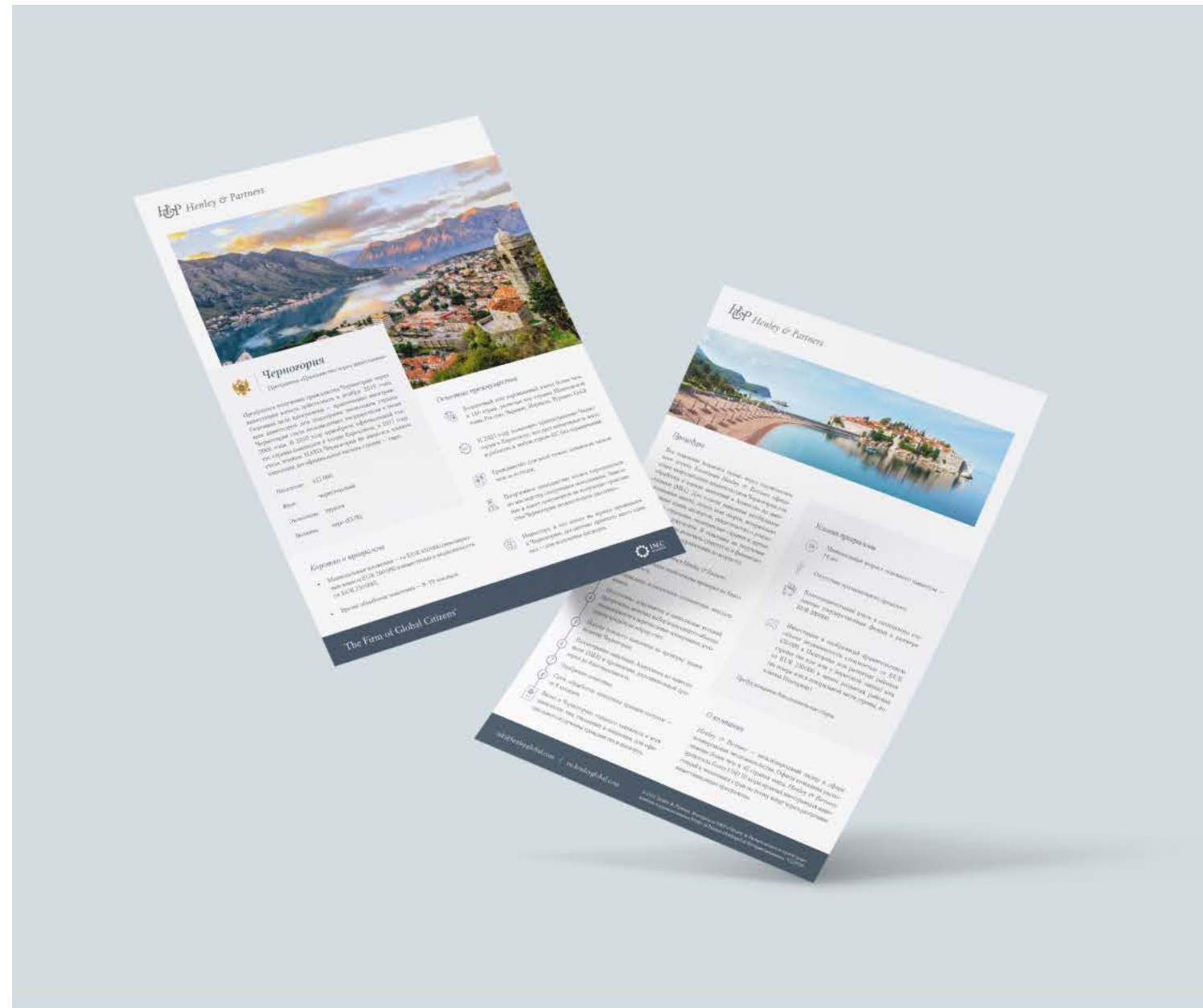
With a deep understanding of learning English as a foreign language, our team developed and designed both interactive and printed educational materials. For the illustrations, we incorporated subtle humour and references to British culture.

These materials included proprietary phonetic charts developed by Pronunciation First, making their teaching aids not only professional-looking but also unique.

The company received positive feedback from both teachers and students, leading to increased sales.



Marketing Collaterals for Henley & Partners



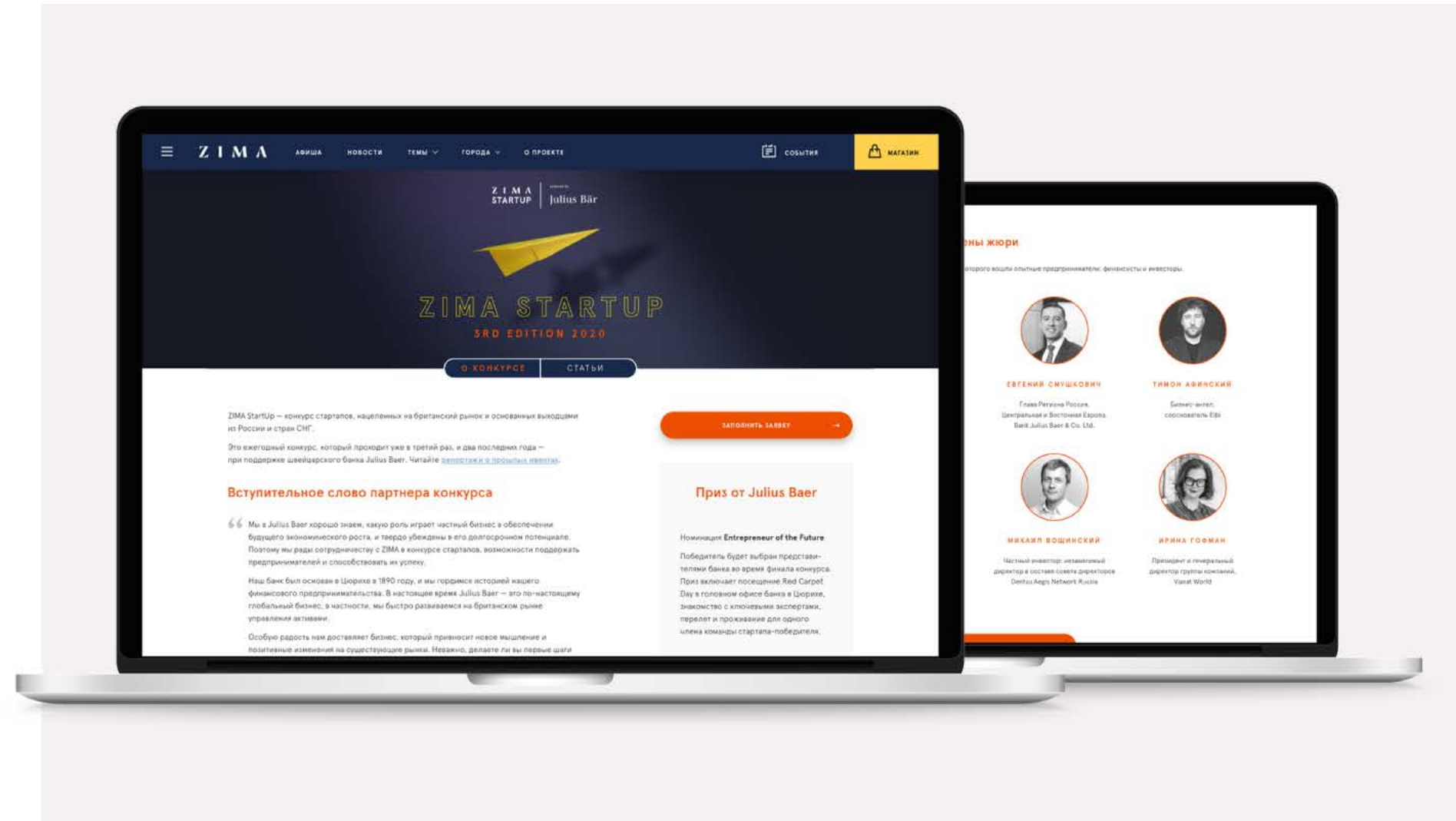
Henley & Partners is the global leader in investment migration consultancy, with 55 offices worldwide. The company also advises governments on residence and citizenship-by-investment policies and publishes annual indexes, such as The Henley Passport Index, which set industry standards.

As a truly international company, Henley & Partners requires marketing collateral in multiple languages, including Cyrillic-based ones spoken widely across most post-Soviet states. These languages have unique typesetting and layout requirements, demanding specific expertise or native proficiency.

ZIMA Creative provides design services to adapt the client's marketing collateral into different languages, working closely with Henley's marketing department responsible for Eastern Europe and CIS countries.

Through our close collaboration, Henley & Partners produces marketing material in Cyrillic-based languages that meet the highest company standards and align with their brand guidelines.

Brand Identity for StartUp Contest



ZIMA organised the StartUp Contest from 2018 to 2021, hosting offline events in London and online seminars. The contest focused on startups from Eastern European and neighbouring regions, such as Ukraine, Belarus, Russia, Kazakhstan, and Georgia, with the goal of entering the UK market.



The launch of the competition required the development of a comprehensive visual identity and presentation materials.

As part of ZIMA holding, we managed all creative responsibilities for the contest, designing a wide range of materials including a website, presentations, invitations, advertisements, and more.



The contest received support from DIT UK and corporations such as Citibank and Julius Baer. Over the four years, 200 contestants participated. The winners gained valuable consultations, connections with business angels, and prizes from sponsors.

Design and Layout for ZIMA Magazine

The first issue of ZIMA quarterly was published in 2017, targeting the Russian-speaking community living in Britain. According to prior research, approximately 750,000 individuals from this demographic reside in the UK, including people from Ukraine, Belarus, Kazakhstan, Georgia, and Armenia, among others.

When COVID-19 impacted the UK in 2020, the quarterly magazine needed to be reimagined alongside new distribution methods.

Over six months, ZIMA Creative collaborated closely with the editorial board to develop a new concept— an annual catalogue promoting and supporting local businesses in London. This special issue spanned over 300 pages.

The second special issue was produced the following year, covering a broader range of topics across more than 400 pages. Together, these two volumes represent perhaps the most comprehensive insider's guide to travelling and living in the UK ever published in Russian.



All sorts of projects can be discussed, and their costs calculated individually, based on the estimated scope of work and resources involved. Both hourly and project-based payment are available.

We also offer a subscription-based model, working as your external design department. Send a brief or a task specification to privet@zimacreative.com and we will do our best to prepare a quote as soon as possible.

Brand Concept

includes research, interviews, strategy development, brand formalisation

2-3 months

Brand Identity

includes research, visual strategy and style development, brand guidelines

2-3 months

Package Design

labels, boxes, bottles, complex approach, brand- and experience-oriented, production supervising

1-3 months

Website / App

competitors and trends research, concept development, design, production supervising, testing

2-4 months

Books and Magazines

concept, structure, grid, design and layout, prepress, project and tech aspects management

2-4 months

Support

post-launch support, professional design services, working as an external creative team and consultancy

subscription for
3, 6 or 12 months

