

v3na.studio

© v3na.studio. All rights Reserved.

We are a **visual branding studio** across every dimension – digital, physical, and any medium that gets you noticed

© v3na.studio. All rights Reserved.



01 **v3na** — about / why v3na / proposition

02 **what we do** — services / our process / testimonials

03 **our work** — selection of hand picked projects

© v3na.studio. All rights Reserved.

about

v3na designs brand identities, logos, websites, storefront windows, physical spaces, and art installations with one goal in mind – helping brands communicate who they are in a memorable and authentic way. Every project starts differently because every brand is different

We believe good design is not only about aesthetics – it is about understanding the message, translating it visually, and creating an experience people remember

Insert some classic art here



© v3na.studio. All rights Reserved.

v3na started with a simple idea: to raise the bar for brand design in the Balkans and beyond

too much text here... :(



Infrastructure and parks build our cities, but design is what brings them to life. It's the beautiful storefronts, catchy logos, and stunning websites that make us stop, smile, and remember a brand.

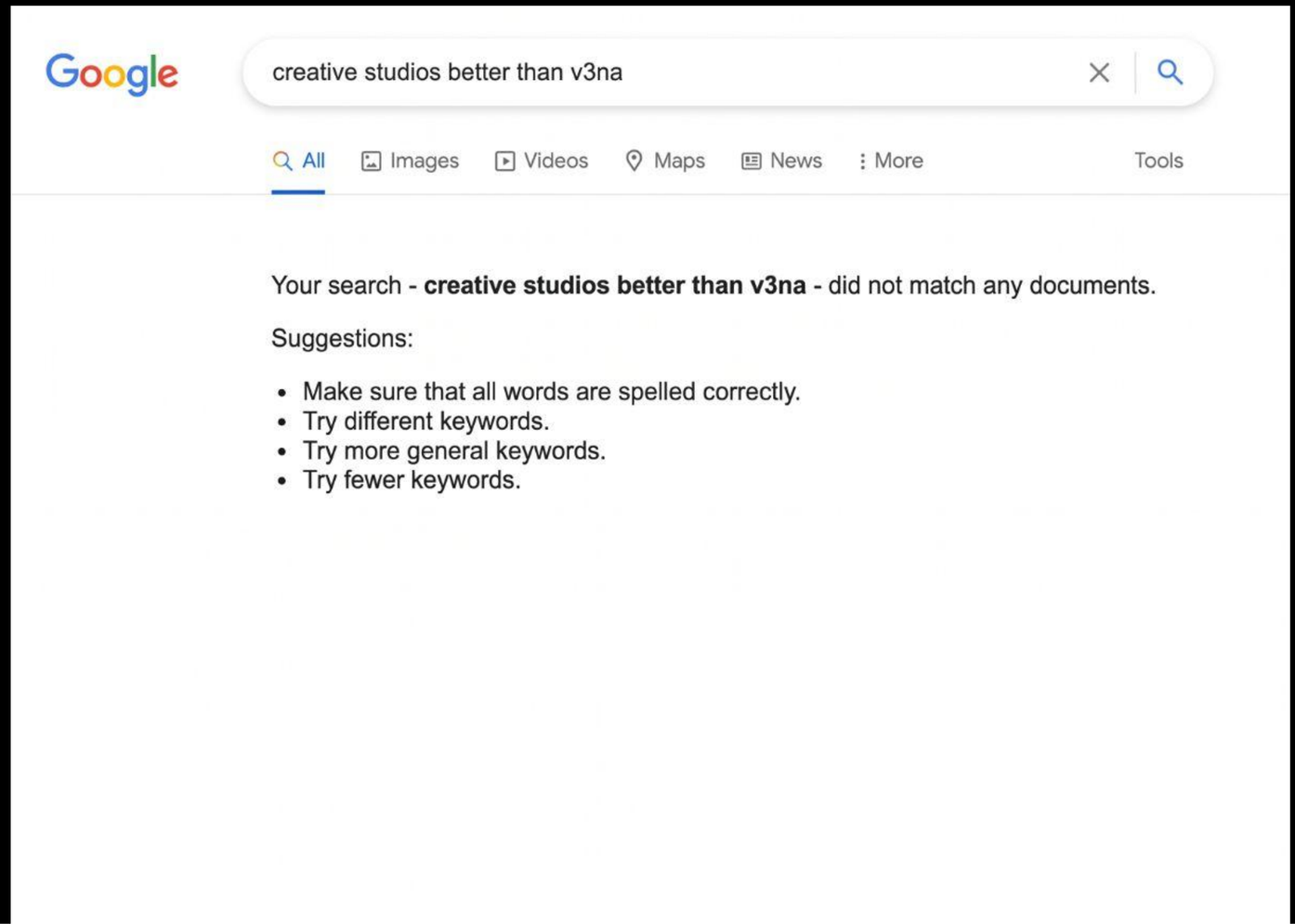
For over a decade, we've traveled across Europe. Even in tiny Sicilian villages, you can find a lemonade stand with a window display that looks like a true work of art – the kind you instantly photograph. After years of exploring, soaking up European culture, and taking thousands of photos of store windows, coffee cups, tote bags, and umbrellas, we decided to start our own studio. Our mission is to take that real-world inspiration and create little pieces of art for every brand we work with – whether they live on the street or on the screen.

why v3na

...because why not

Because a studio like this simply didn't exist on the Balkans (or at least no one dared to say out loud that the visual chaos around us was in desperate need of first aid)

We don't do branding or design just "to put something out there." We create storytelling storefronts, spaces, and visual identities with character that actively reshape and elevate the urban environment. We believe that better-designed storefronts make for more beautiful streets. And more beautiful streets make life just a little bit better for all of us





Proposition

Premium design, democratized.
We help your business unlock its full potential and elevate the aesthetic standard of your spaces

© v3na.studio. All rights Reserved.

what we do..

branding

- brand identity
- logo design
- brand book
- 2D illustration

web design

- websites
- pitch presentations
- mobile app design
- WordPress

events

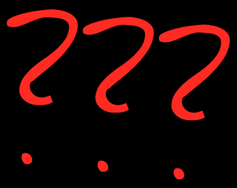
- event strategy
- spatial branding
- live execution
- guest collateral

spatial design

- facades & displays
- interior flow
- spatial identity
- custom signagel

pr & comms

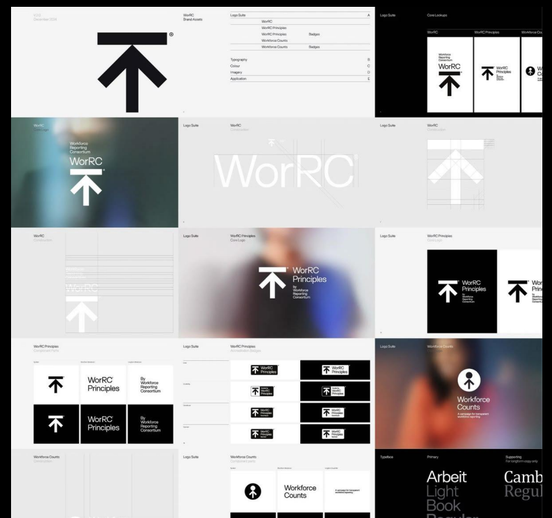
- press relations
- corporate reports
- social media
- crisis communication



© v3na.studio. All rights Reserved.

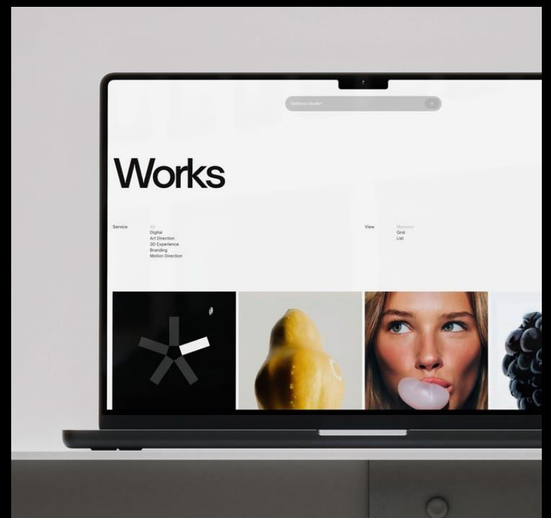
Project-Based

This model is perfect for clear, standalone goals – like a complete rebrand, launching a new website, or designing a space. We define the scope, timeline, and deliverables upfront, taking your vision from concept to a fully polished final product



Ongoing Partnership

Building a strong brand requires consistency and momentum. If you need continuous, dedicated support – such as monthly PR, ongoing design work, or regular social media assets – we act as a direct extension of your team.



A La Carte

Sometimes you just need that one specific thing to cross the finish line. Whether it's a single investor presentation, a custom brochure, event merchandise, or quick visual tweaks, you can tap into our expertise for focused, one-off tasks





© v3na.studio. All rights Reserved.

Process of work (1/2)

01 onboarding, discovery & questionnaire

We begin with a detailed brand brief to deeply understand your goals, references, and aesthetic direction

We schedule key project milestones upfront so you can plan your time with total peace of mind

02 live client workspace & transparency

Real-time roadmap: Access to a dedicated Google Sheets tracker with live status updates

Centralized drive golder: Clean folder structure for zero email clutter and 24/7 access to your assets

Friday status updates: A quick 3-bullet email every Friday by 5:00 PM highlighting completed work, next week's focus, and needed input

© v3na.studio. All rights Reserved.

Process of work (2/2)

03 open & collaborative design process

Direct access: Work directly with your Lead Designer – no middle managers or lost information

Flexible feedback: Share thoughts however you prefer (Google Drive comments, emails, or call discussions). Every idea is welcome

Adapting to your pace: The roadmap guides us, but we adapt to your schedule so you never feel rushed

04 approval & final handoff

Finalizing and fine-tuning designs based on your approved direction.

Delivery of all final vector logos, curated fonts, print-ready production files, and your complete Brand Bible inside

© v3na.studio. All rights Reserved.


hand picked projects

Findependent

Findependent is a Bulgarian non-profit initiative dedicated to fostering financial literacy and independence among women. Through educational programs, interactive tools, and community events, the organization demystifies finance, empowering women to make confident, long-term wealth management decisions

We partnered closely with the Findependent team to build their complete ecosystem – from brand identity, visual storytelling, and digital content to their flagship 2025 Summit, custom UI/UX app prototyping, and publishing design for their debut book



ELANA Trading

ELANA is one of Bulgaria's leading financial holdings with over 35 years of history on the market. Specializing in investment banking, asset management, and financial services, the company serves retail and institutional clients with a strong commitment to digital evolution and market expertise

We collaborated with ELANA across multiple touchpoints to modernize their brand presence—coordinating their client reception office redesign, developing the brand identity for their ELANA Next Gen podcast, and producing their 33rd-anniversary corporate celebration



Darik Radio

Darik Radio is Bulgaria's premier independent private news network and a cornerstone of national media. For decades, it has brought together public discourse, cultural insights, and high-impact national awards formats that honor leadership, innovation, and social commentary

We worked alongside the Darik Radio team between 2022 and 2024 to deliver tailored event identities and visual collateral—designing their commemorative 30th-anniversary identity and crafting distinct visual systems for flagship formats like Man of the Year, 40 Under 40, and Word of the Year











Tell us about your next project

Get in Touch



Contact

hi@v3na.studio
+359 89 509 9058

© v3na.studio. All rights Reserved.