



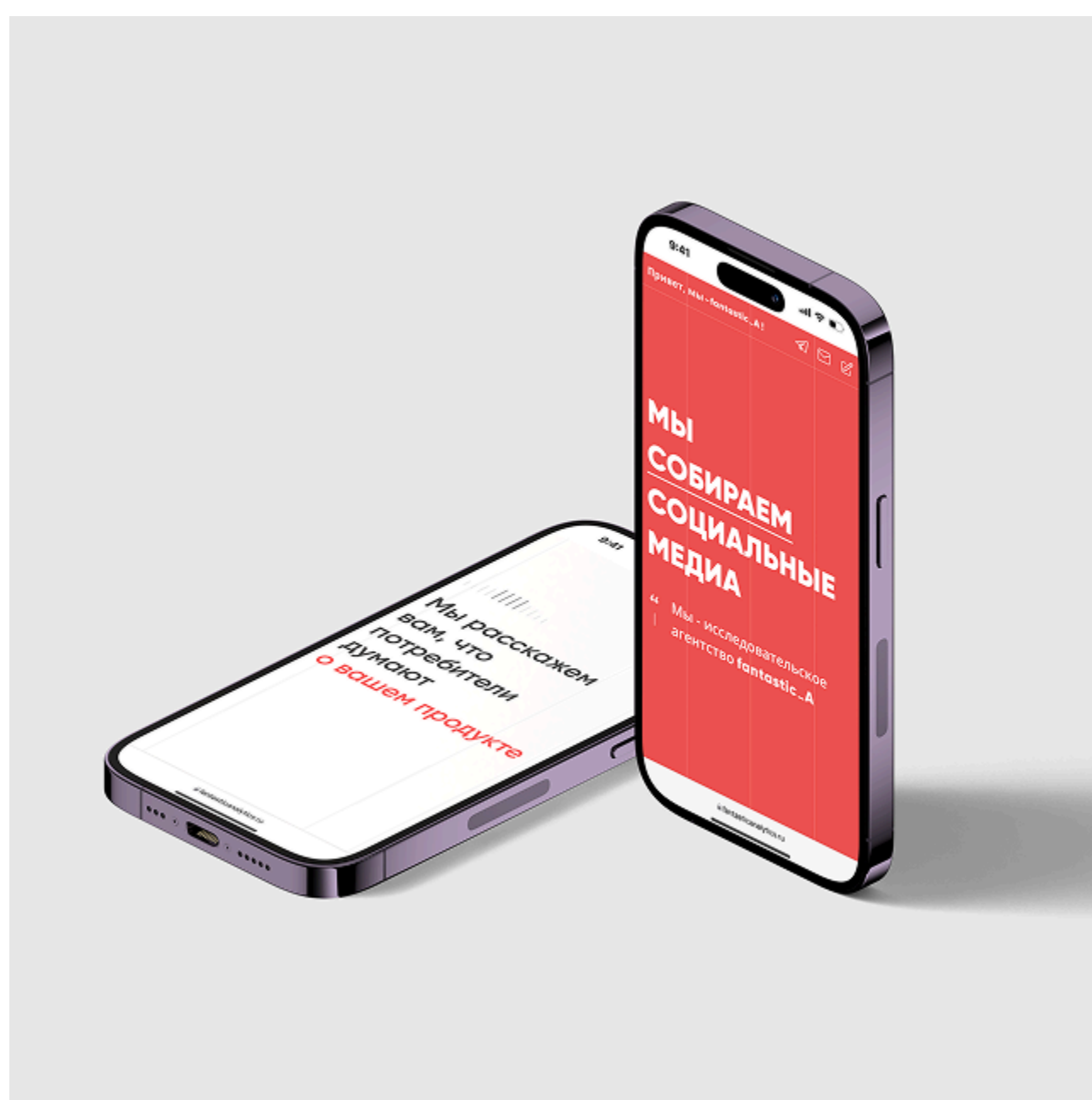
FANTASTIC ANALITICS

Marketing

WEBSITE OF THE SOCIAL MEDIA ANALYTICS AGENCY

// TASK

We were approached by an agency specializing in marketing and communications with a request to create a concise, stylish website that would reflect the brand's values of simplicity, confidence and professionalism. The focus was on visual cleanliness, fast and intuitive navigation, and a modern design feel.



// SOLUTION

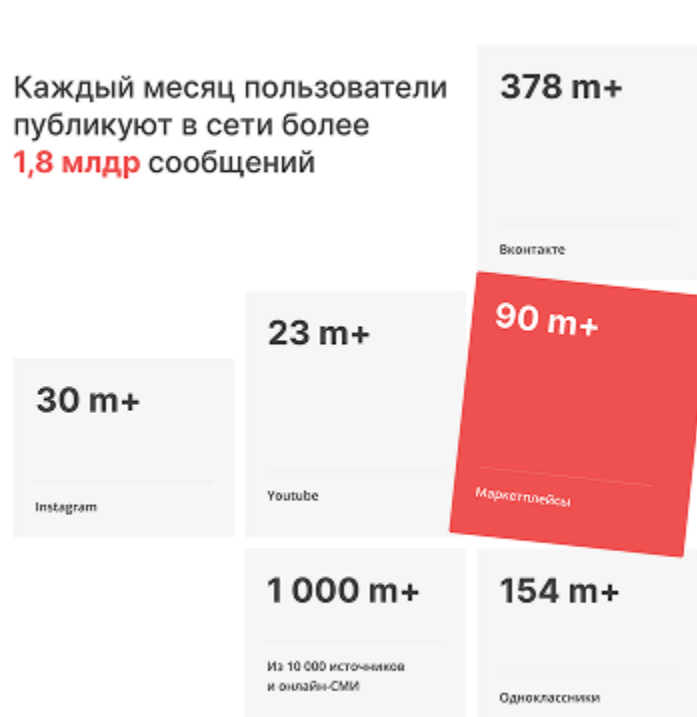
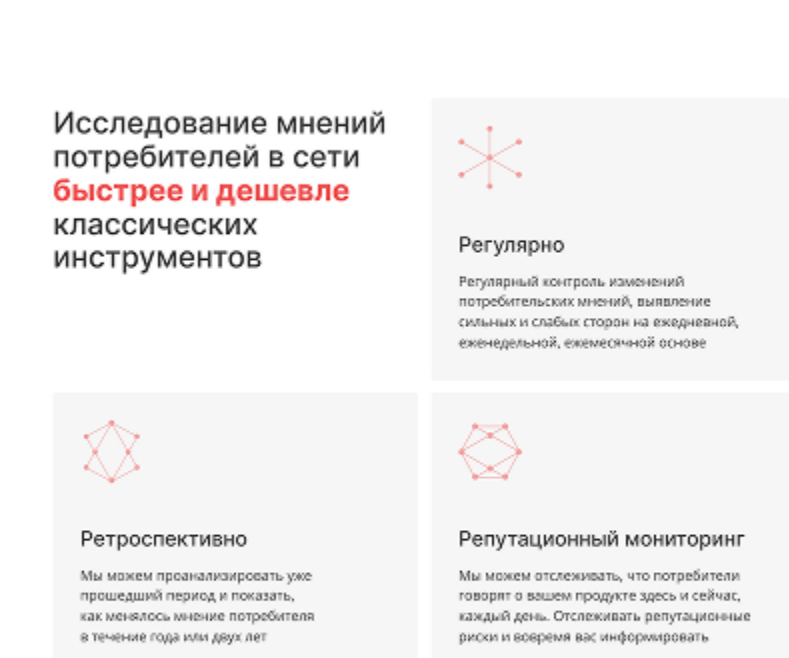
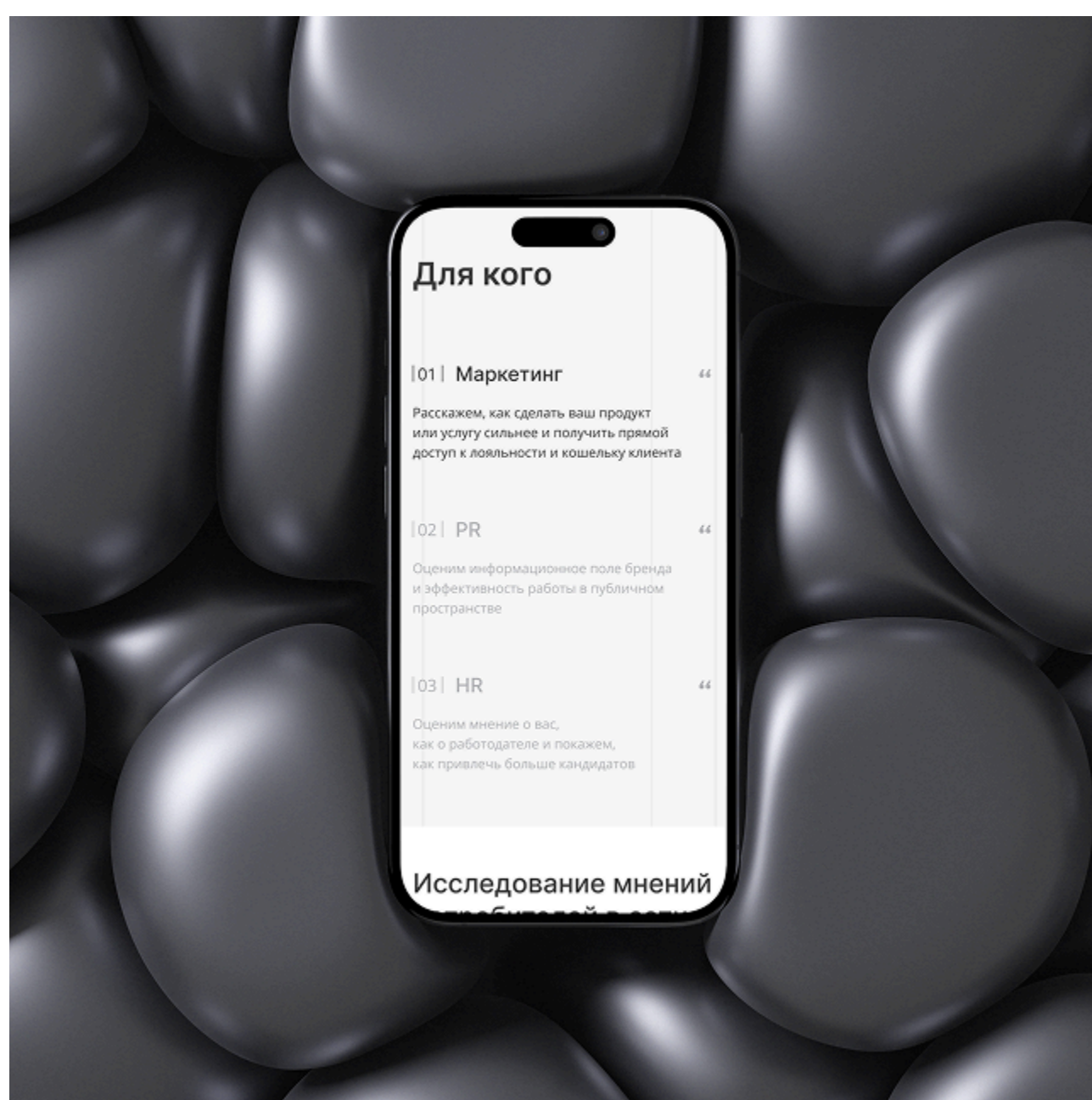
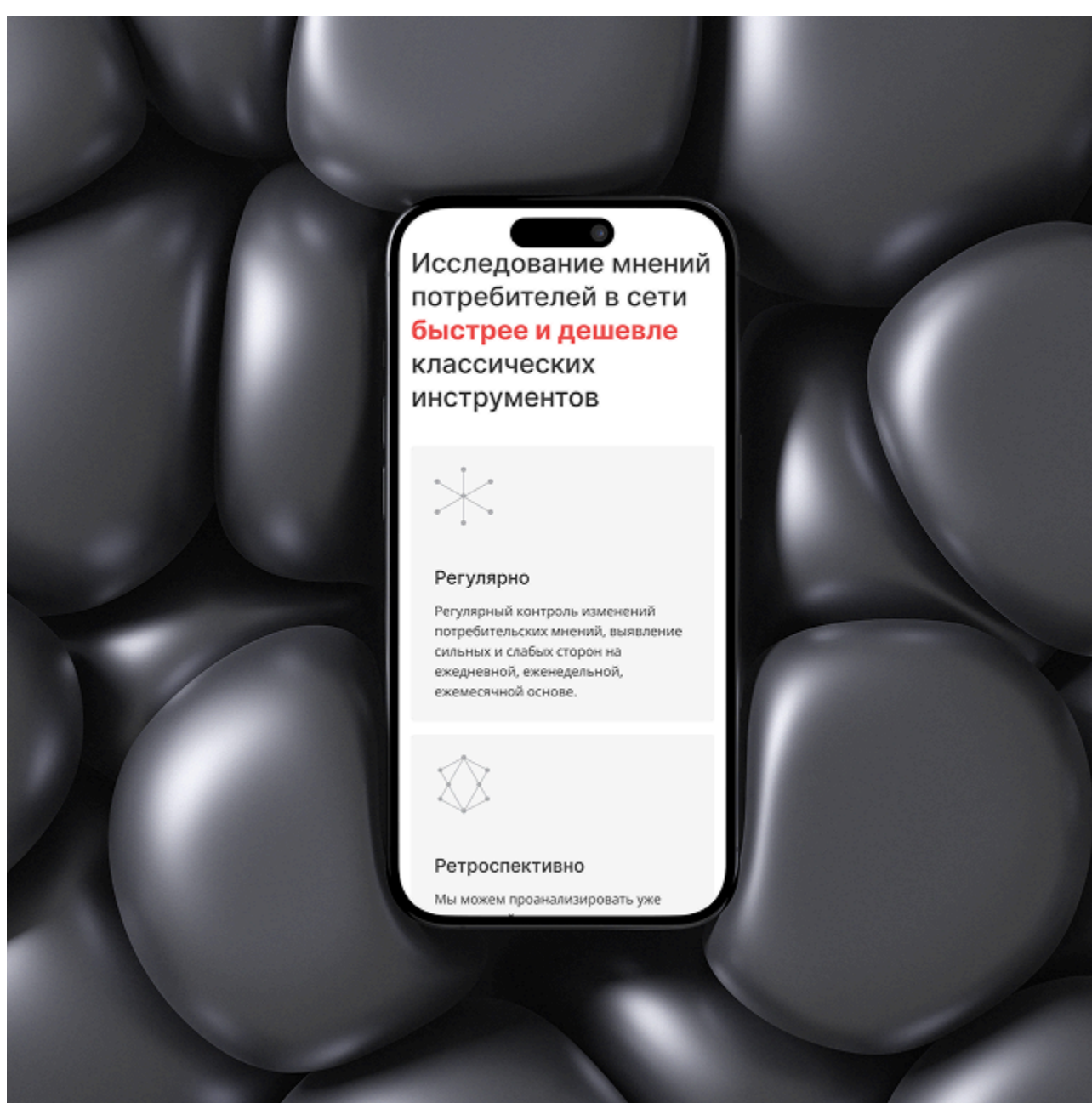
01

At the start of the project, it became obvious that the current logo did not match the new visual strategy. We proposed a soft redesign: we kept the continuity of the form, but simplified the graphics, made the typography cleaner and more modern. The new logo has become more universal — it looks organically both on the website and in social networks and printed materials.



02

We started by working through the UX structure to make the user path as clear and intuitive as possible. Then we moved on to design: we chose a minimalistic palette, modern typography and a spacious, unobtrusive interface in which nothing distracts from the main thing. The main focus is on content and animations that gently guide the user without overloading the perception.



// RESULT

The website has become not just a digital business card, but a full-fledged tool for the agency's presentation. The customer noted the growing interest from new partners and positive feedback from existing customers. The updated logo reinforced the brand's visual identity and became more recognizable on all platforms.

