

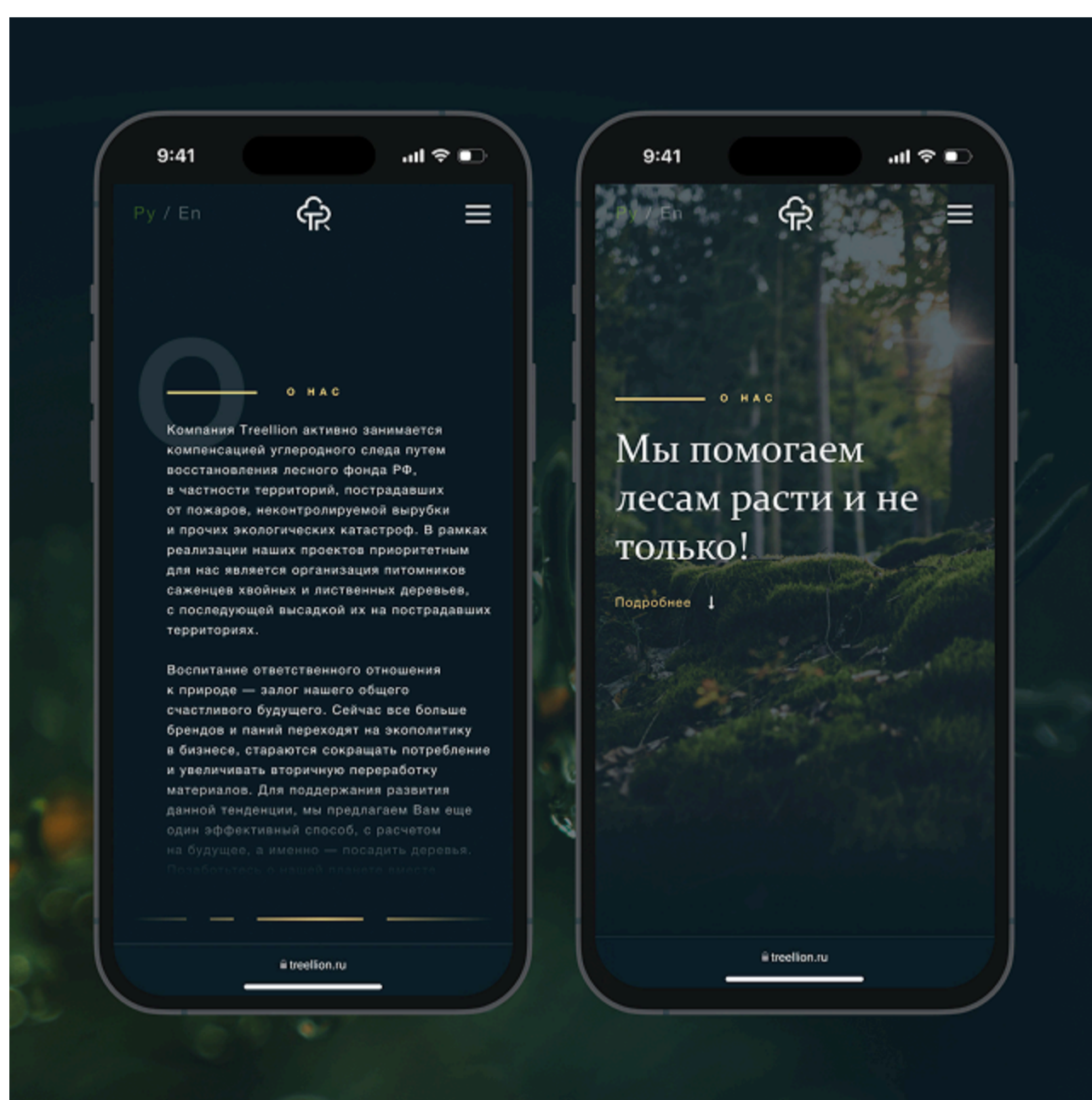
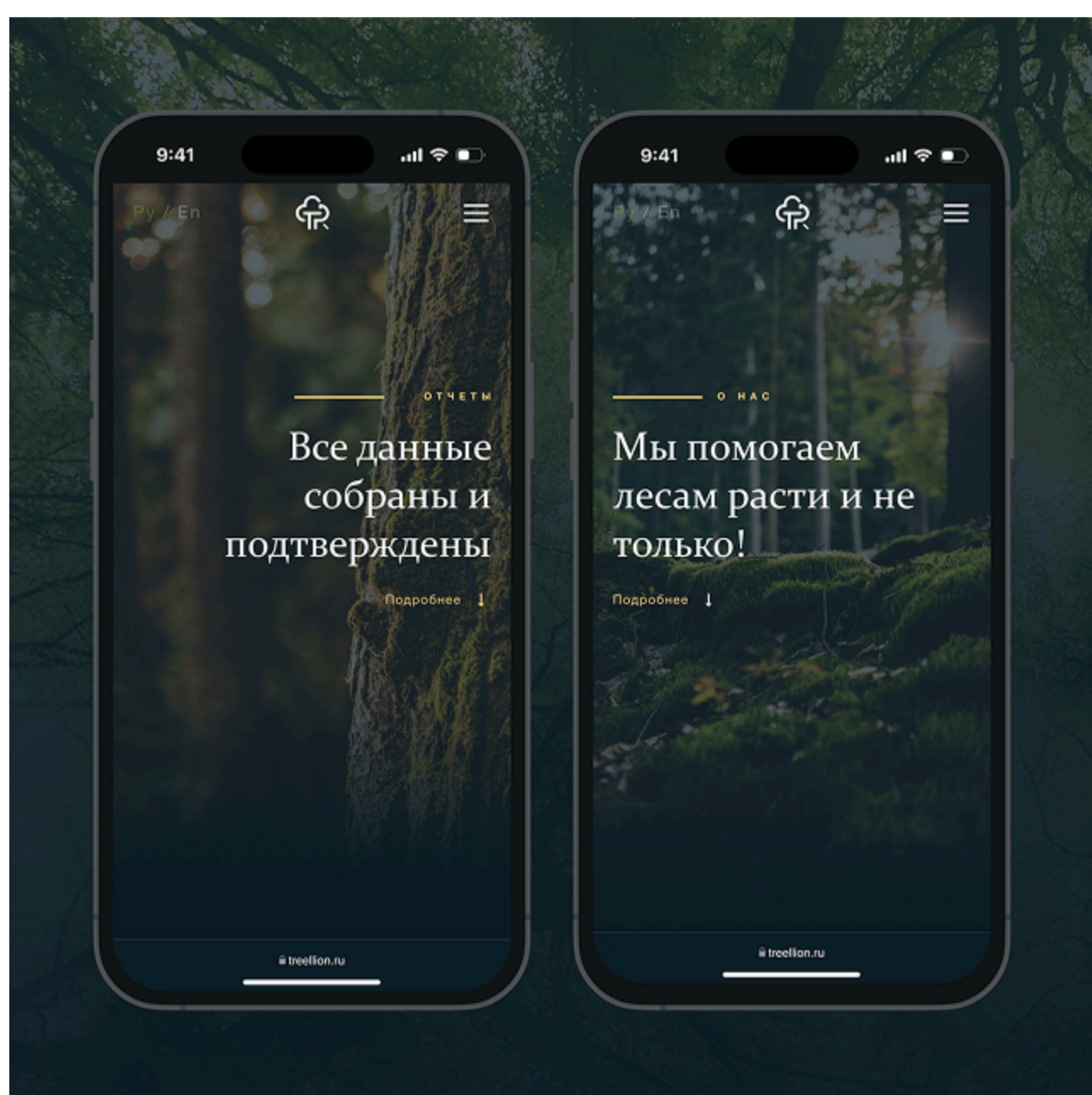
# TREELION

EcoTech

WEBSITE FOR A RUSSIAN FOREST RESTORATION COMPANY

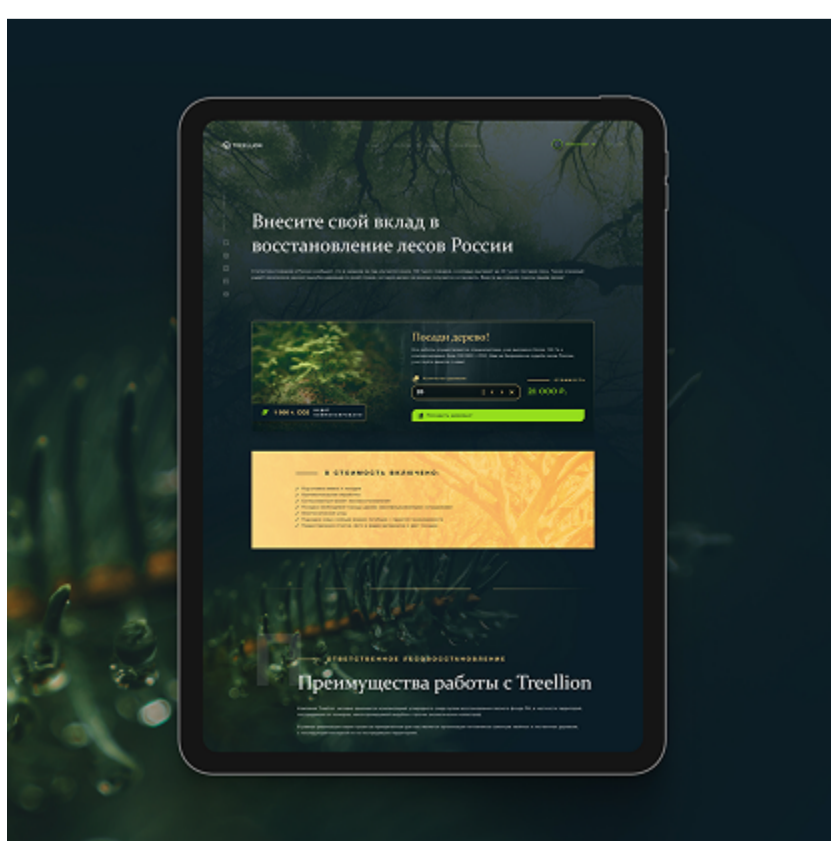
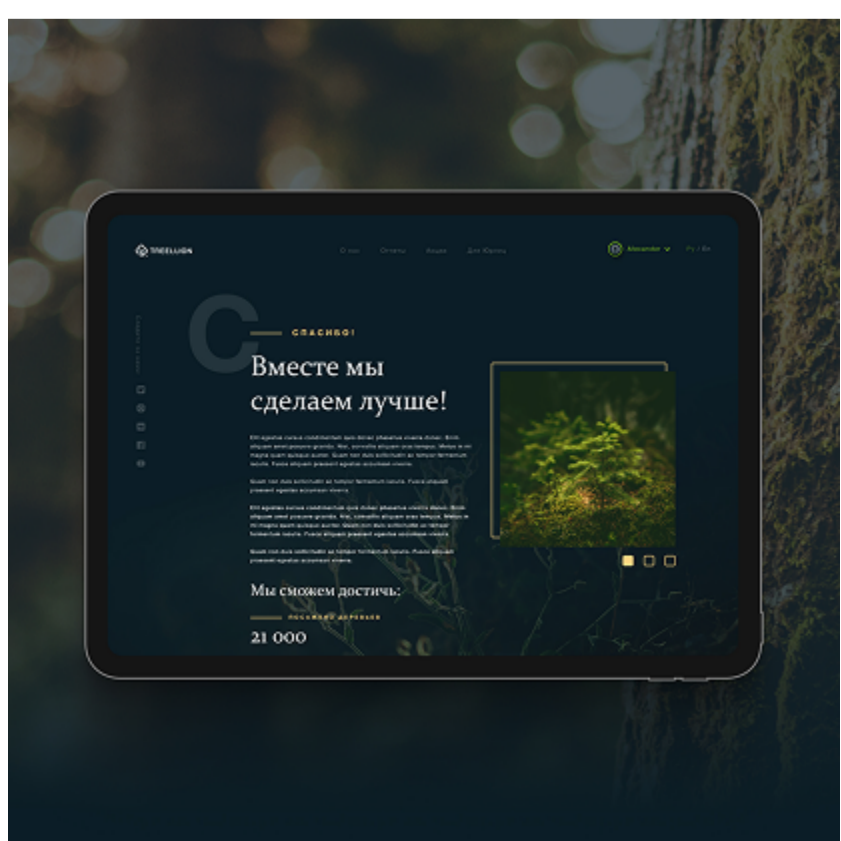
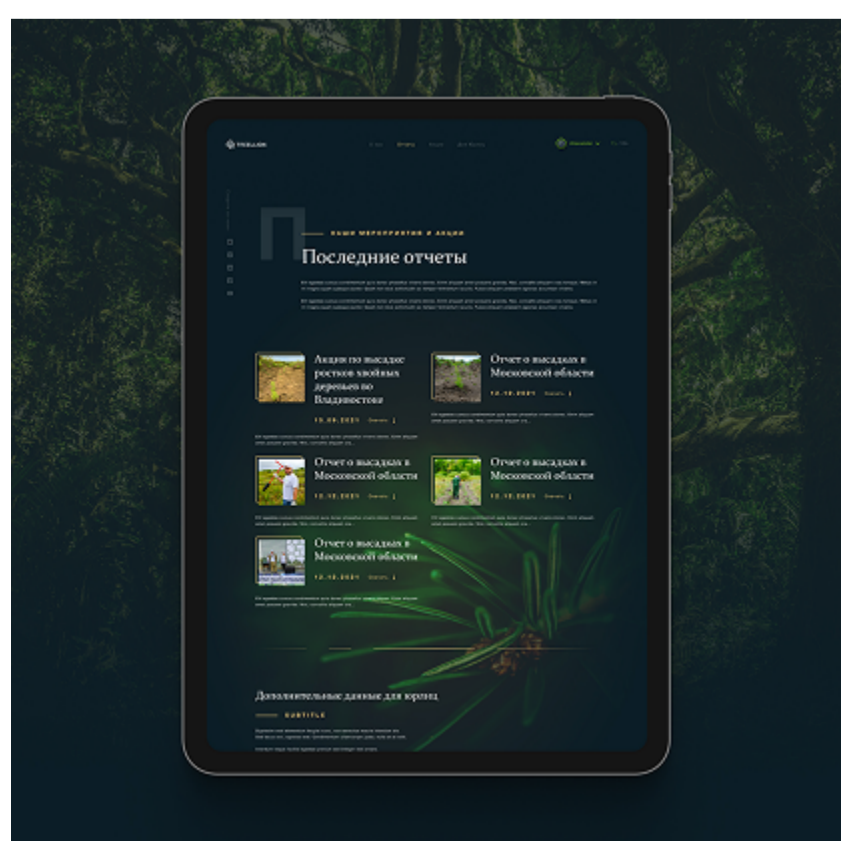
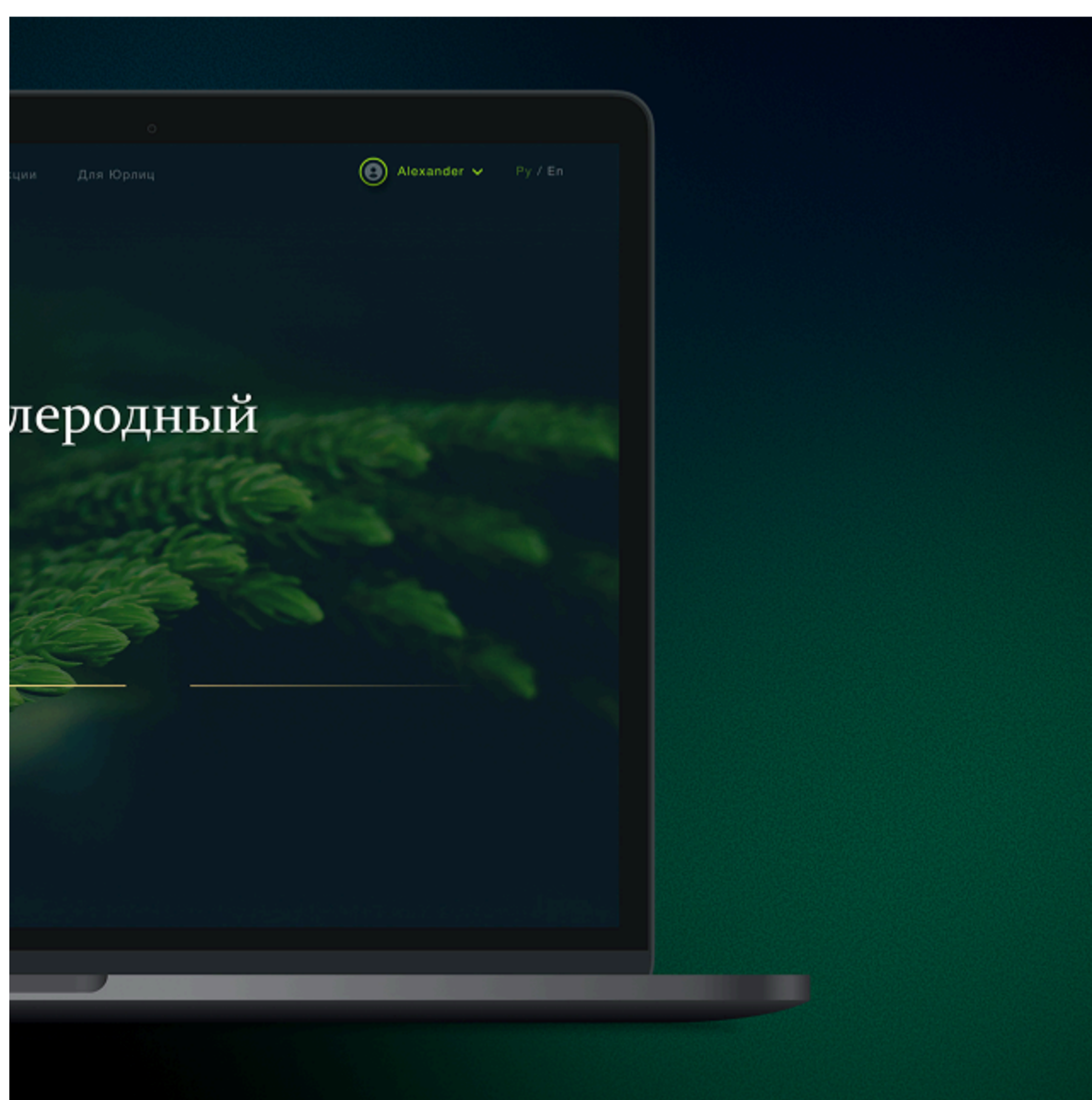
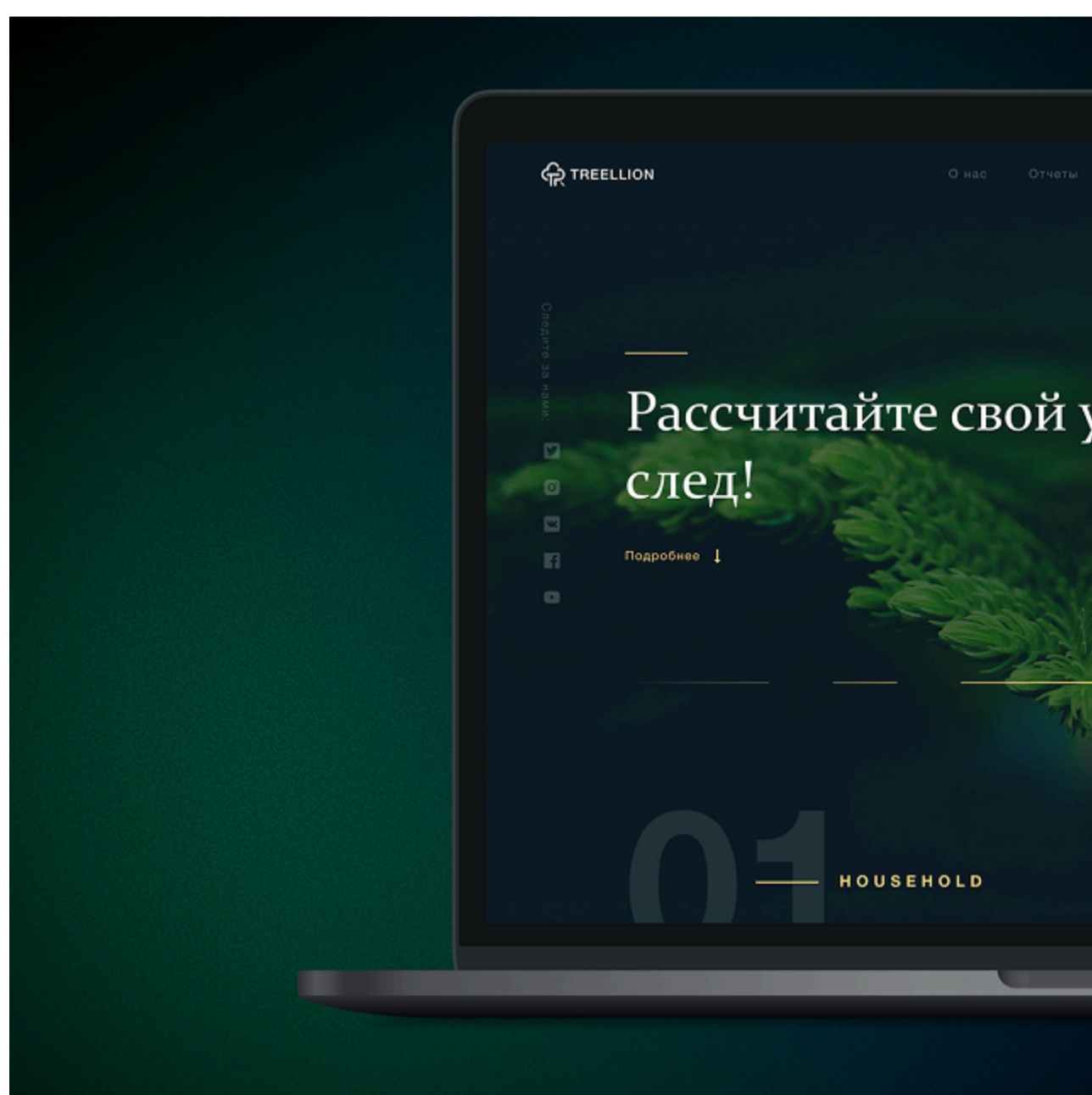
## // TASK

We were approached by Treellion, a company engaged in the restoration of forests in Russia, with a request for a spectacular website that clearly conveys the mission, builds trust and engages in participation. It was important to combine a strong visual identity with clear navigation, provide a tool for informed decisions and turn the visitor's interest into concrete actions: calculating the carbon footprint and issuing personalized certificates for tree planting.



## // SOLUTION

- 01** At the start, we assembled the brand's visual platform: we developed a unique style and corporate identity. From typography and palettes to patterns and animations. The identity emphasizes the environmental agenda and works equally expressively on the web, social networks and printed media.
- 02** We designed the UX structure and interfaces of the site with an emphasis on clear participation scenarios. An interactive carbon footprint calculator has been implemented, the user sees the impact of their lifestyle and instantly understands how this translates into the number of trees planted.



## // RESULT

Our website has transformed from a showcase into a full-fledged engagement tool: the mission has become clear, the path of participation has become transparent, and the brand has become recognizable and integral. The calculator has increased user motivation, and merch and certificates have simplified the transition from interest to action.