Graphic design studio by Yurko Gutsulyak

Graphic design studio was established by Yurko Gutsulyak in 2005. The main activity of the studio is visual communications.

"We are doing everything in a different way and every time in a different manner, but in any case, at least in a good way.

We love what we do and believe that any work could be interesting as a result only provided that it is interesting as a process.

With each new project, we challenge ourselves and define new high standards of quality. And it is not only the quality of performance, but also the quality of established ideas".

For such a short period of existence the studio won such awards, like Epica Awards, Golden Drum, Communication Arts, European Design Awards, LogoLounge, Wolda, Golden Hammer, MIAF, KIAF, Idea, Kakadu, etc.

The Studio is the only Ukrainian gold winner of one of the most prestigious advertising festival Epica Awards (France), as well as one of the top three creative leaders of advertising market of Ukraine, according to the rating of Ukrainian Advertising Coalition.

Our works are published in top magazines in advertising and graphic design throughout the world, as well as exhibited in the museums of France, Poland, Mexico and China.
Awards

2010

LogoLounge - 6 (USA)
WINNER Work "Logo for Epiffani (Fashion Boutique)"

ADI Design Award Graphic Design Annual (China)
ADI Excellent Work Energy calendar
ADI Excellent Work Walking calendar
ADI Excellent Work Wine card

Advertising Festival "Ideal" (Russia)
SILVER in the "Non-standard advertising" Category

Advertising Festival "Bely Kvadrat" ("White Square") (Belarus)
BRONZE in the "Calendar" Category

National competition KAKADU Awards (Ukraine)
GOLD in the "Graphic Design" Category
SHORTLIST in the "Graphic Design" Category

11 Kyiv International Advertising Festival (Ukraine)
SHORTLIST in the "Packaging Design" Category

2009

Moscow International Advertising Festival RED APPLE 20 (Russia)
SHORTLIST in the "Packaging Design" Category

European Design Awards (Greece)
GOLD in the "Calendar" Category

10 Kyiv International Advertising Festival (Ukraine)
GOLD, THE BEST OF CONTEST in Graphic design
SHORTLIST in the "Calendar" Category

International Advertising Festival Golden Hammer (Latvia)
SHORTLIST in the "Art direction: Calendar" Category

Advertising Festival "Ideal" (Russia)
SHORTLIST in the "Calendar, catalogue, annual report" Category
Awards

2008

**HOW International Design Annual (USA)**
MERIT WINNER in the "3D objects" Category

**National competition KAKADU Awards (Ukraine)**
GOLD in the "Graphic Design" Category
SILVER in the "Label and Packaging" Category
BRONZE in the "Graphic Design" Category

**Epica Awards (France)**
GOLD in the "Publication" Category

**European Design Awards (Greece, Sweden)**
MERIT WINNER in the "Cards & Flyers" Category
MERIT WINNER in the "CD/DVD Cover" Category

**Communication Arts Design Annual (USA)**
WINNER

**International Advertising Festival Golden Drum (Slovenia)**
SILVER in the "Design and Art Direction"

**International Advertising Festival Golden Hammer (Latvia)**
SILVER in the "ART DIRECTION: Calendar"
SILVER in the "ART DIRECTION: Cards"

**Moscow International Advertising Festival REDAPPLE 18 (Russia)**
GOLD in the "Corporate identity. Calendar" Category

**9 Kyiv International Advertising Festival (Ukraine)**
GOLD in the "Calendar" Category
BRONZE in the "Holiday card, brochure, booklet" Category
SHORTLIST in the "Corporate image, visiting card, corporate blank, envelope" Category
SHORTLIST in the "Holiday card, brochure, booklet" Category

**Advertising Festival "Idea" (Russia)**
SILVER in the "Calendar, catalogue, annual report" Category

**Wolda (Italy)**
WINNER, 2 works
Awards

21 International Poster Biennale in Warsaw (Poland)
2 works were shortlisted

10 International Poster Biennale in Mexico (Mexico)
2 works were shortlisted

LogoLounge - 5 (USA)
WINNER

Logo From Dreams
LOGO OF THE MONTH AWARD FOR MARCH, 2008

National competition KAKADU Awards (Ukraine)
SILVER in the “Label and Packaging” Category

REX Gallery (Ukraine)
GOLD in the “Calendar” Category
GOLD in the “Cards” Category
SILVER in the “Packaging” Category

2007

ADI Design Award Graphic Design Annual (China)
ADI New Designer Award

International Advertising Festival Golden Hammer (Latvia)
SHORTLIST in the “ART DIRECTION: Label and Packaging” Category

National festival of Social advertising (Ukraine)
BRONZE in the “Print” Category

MUMEDI, the Mexican Museum of Design (Mexico)
2 works were shortlisted

8 Kyiv International Advertising Festival (Ukraine)
BRONZE in the “Label and Packaging” Category
BRONZE in the “Corporate identity” Category
SHORTLIST in the “Post card” Category

Moscow International Advertising Festival REDAPPLE 17 (Russia)
SILVER in the “Label and Packaging” Category
GOUACHE
Client: GOUACHE
Year: 2010
GOUACHE is a Ukrainian band formed in 2006 by a composer and arranger Ivan Rozin. GOUACHE musical style can be defined as pop-rock, an international music present in the actual context of contemporary pop.

A-KOM
Client: A-KOM
Year: 2010
A-KOM company’s major activity is setup of corporate communication solutions.
The A-KOM logo represents all the unique features of the company. Graphic type face of the first letter “A” resembles the Greek letter Alpha – symbol of primacy, priority, precedence and importance. And the top priority of any business is communication. A-KOM sign is the graphic embodiment of radio waves emotional perception, as well as stylized image of electromagnetic field. This is information transmitted in the three-dimensional space in the isolated system. This is the galaxy of corporate communication.
Helga
Client: Helga Language learning centre
Year: 2007
The creation of logo was inspired by the image of crystal and the ideas of science fiction, where the crystal is associated with the accumulation and preservation of the information or knowledge and also allows reading the thoughts. Thereby, it facilitates the mutual understanding and communication. Accordingly, the crystal portrays the essence and functions of the language.

Bud’ Laska (Please)
Client: Professional insurance
Year: 2008
“Bud’ Laska” are the words of courtesy, reaching from the heart. And insurance is a sincere help in a difficult moment.
**Around cable**  
Client: A-KOM  
Year: 2007  
Around cable - International Forum of producers of measuring equipment for telecommunication networks. During the development of the logo the main task was to illustrate the cable (like main topic) and also to disclose the main targets of the forum. These are to raise the level of the telecommunication network service culture and to create the space for the discussions: on one side, for the vendors and on the other, for the high technology users.

**Inal**  
Client: Inal (factory of head-dresses)  
Year: 2008  
Modern, technological and at the same time unique lettering of the name of the company turns into a fashion brand, which is able to dictate the style.
Legal Consulting Group
Client: Legal Consulting Group Legal services
Year: 2007
Every regional department has its original logo. Joint altogether, they form integrated and unified style. Guilloche pattern, symbol of defense of the law, became basis for creation of logotypes and style at all.
BIG BOSS
Client: BIG BOSS IT-technologies
Year: 2007
He is a real specialist in his sphere of activities. An odd wise head, always knows the correct answers to all questions, he is respected because of his authority in the IT world. On the first sight, he doesn’t look like a big boss; however, it is him who controls the whole situation.

Fifth facade
Client: Fifth facade (planning, building and reconstruction)
Year: 2008
Fifth facade suggests the reconstruction and consequently a new life, new way of looking at architecture. In addition to comfort and functionality the construction works are given an important aesthetic role in everyday life of a modern city.
Identity

Helga
Client: Helga Language learning centre
Year: 2008
Unique decorative cutting plays an important role as a style forming element. It emphasizes the individuality of style and creates an atmosphere of business sophistication.
Identity

Golovan and Partners Law Firm
Client: Golovan and Partners Law Firm
Year: 2008
The logo is represented by the historically formed symbol of the justice – scales, and it also bears the fundamental information messages of the legal practice and the main ideas about the jurisprudence, advocacy: matching of the events, occurrences, documents, evidences; equability; comparison; making the right decisions.

The logo of the company is a pair of scales that are simplified to the font symbols – two round brackets. The logo is presented by the scales that are turned through 90° according to the position of the font character-forming symbols. The logo itself dictates the style - it is splitting the space in two parts (upper and lower) that confront, balance, and begin a dialogue. Consequently, the logo and the style expose the motion – comparison, balancing, search of the truth.
Recruiting Group
Client: Recruiting Group (Recruiting center)
Year: 2006
Human resource potential is the key to success of any project. Hence, the silhouettes of people are the basis of style. The illusion of the sign – where one will find summation, a sign of relief, and personal contacts – makes it clear that «we can do what the others cannot do, because we know more».
Identity

Legal Consulting Group
Client: Legal Consulting Group Ltd
Year: 2007-2008
The style is built using guilloche ornaments symbolizing protection, reliability and confidentiality of services.
Wine card
Client: Koktebel Wine and Cognac Distillery
Year: 2007
There is only one way to open this postcard. And when you open it, it seems as if you are filling a celebratory glass of exquisite wine. Subtle patterns of vines, leaves and grape bunches, natural tone and texture of paper create an atmosphere of naturalness and exceptional value of the product.
Energy card
Client: VS Energy International Ukraine
Year: 2008
General-purpose corporate card is designed for greetings, invitations and other commemorative messages. You just insert into the decorative lace postcard-envelope a corporate color loose leaf with an appropriate text.

Multilingual card
Client: Helga Language learning centre
Year: 2007
The hand-made paper card. Almost no technical means was used during its manufacturing. The fir-tree was created with the help of “rolling” the cuts of the New Year or Christmas songs/poems in Ukrainian, Jewish, English, Japanese, and Arabic into the cellulose. Each card is individual, there are no similar cards. Limited edition.
Symbol card
Client: Graphic design studio by Yurko Gutsulyak
Year 2006
Each page is a symbol-wish. Being folded, all the symbols create an intuitive winter landscape.
Growth - Movement upwards, financial and spiritual advancement. The desire to succeed in one's objectives.
Snow storm - A living energy and sustained development, a movement forward, the desire for alteration and search for something new.
Snow - A symbol of prosperity and wealth. Jordanian snow is a symbol of health.
Energy calendar
Client: VS Energy International Ukraine
Year: 2007
The idea was to create as unique a calendar so that the process of its presenting would become an outstanding event. Alongside with this, it was important to expose the idea of “energy”, as it is predetermined by the name and logo of the company. Each page is a month and it looks like a comb made of matches that correspond to the days. The matches are real and the construction of the calendar is absolutely safe.
Walking Calendar
Client: Huggies
Year: 2008
The calendar should represent HUGGIES brand philosophy and values. They imply joy, pleasure, and freedom of discovery of the wonderful world. HUGGIES allows a baby to walk easily through the life and ignore the “small problems” that might happen. We created an idea of two "baby’s feet" that move along the page imitating the baby’s steps and marking the current day. Every page shows simple things from which a baby starts to learn the world. That’s how we expressed the freedom of motion and the process of baby’s development. Every new day is a step forward.
Color calendar
Client: VS Energy International Ukraine
Year: 2008

«The world around us is full of colors and each color in this world emits the energy inherent only to it. The combinations of colors create harmony.

We regard Business As Art of searching for proper color combinations and making the proper world out of them».

The calendar is made of transparent plastic. Each page presents a certain color and tells about the color’s energy.
Tyre Fitting Calendar
Client: Dalnoboy
Year: 2009
Dalnoboy (Long-distance trucker) is the widest truck tyre service network in the CIS countries. Principal objective of the company is to increase the tyre run. So Dalnoboy seeks to make the tyres “ever-lasting”. One can assemble the calendar and start to use it on any day of any year. The calendar is absolutely interactive, though little effort is required to use it. Every day it is necessary to move only one wheel-day. And set a mark in front of the appropriate month name once in a month.
Dandelion Bag
Client: Huggies
Year: 2008
The target audience of the company is women having babies. The prevailing positive characteristics of the products are softness, lightness, dryness, freshness and naturalness. As the best emotional embodiment of these positive characteristics we selected a dandelion. The heads of the dandelions that are ready to fly from the slightest whiff during the bloom were used as the basis for the ornamental pattern of the Huggies shopping bag. The inside green colouring of the shopping bag inspires some kind of a festive and significant mood. Besides all this, the form of the bag is quite stylish and womanly.
CD series „National Honoured Bandurist Capella of Ukraine named after H.I. Majboroda”
Client: Ukrmusic Record company
Year: 2007
We have ruined the stereotype of traditional Ukrainian culture perception. The combination of naive stylistics that is typical of folk arts on the one hand and manufacturability on the other hand presents the collection of musical compositions within the best traditions of modern design.
**Bakhchisaray wine**

Client: Olimp  
Year: 2009

Brand icon – exotic bird, peacock’s outline. Peacock is a heraldic creature, a symbol and decoration of a nobleman’s garden, it is associated with oriental origin and culture, has a clear parallel in the mind of target audience.

A unique ornament was created for each group in the wine series by means of author’s stylization of the oriental patterns, including the wall paintings of Khan’s Palace – the most remarkable sight in the Bakhchisaray city.

The floral ornament in olive green range of colors corresponds to the traditional white wines group. Traditional red wines are represented by geometric ornament in red and maroon tones. Exotic wines, the special pride of the collection, are marked with blue flower pattern.
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