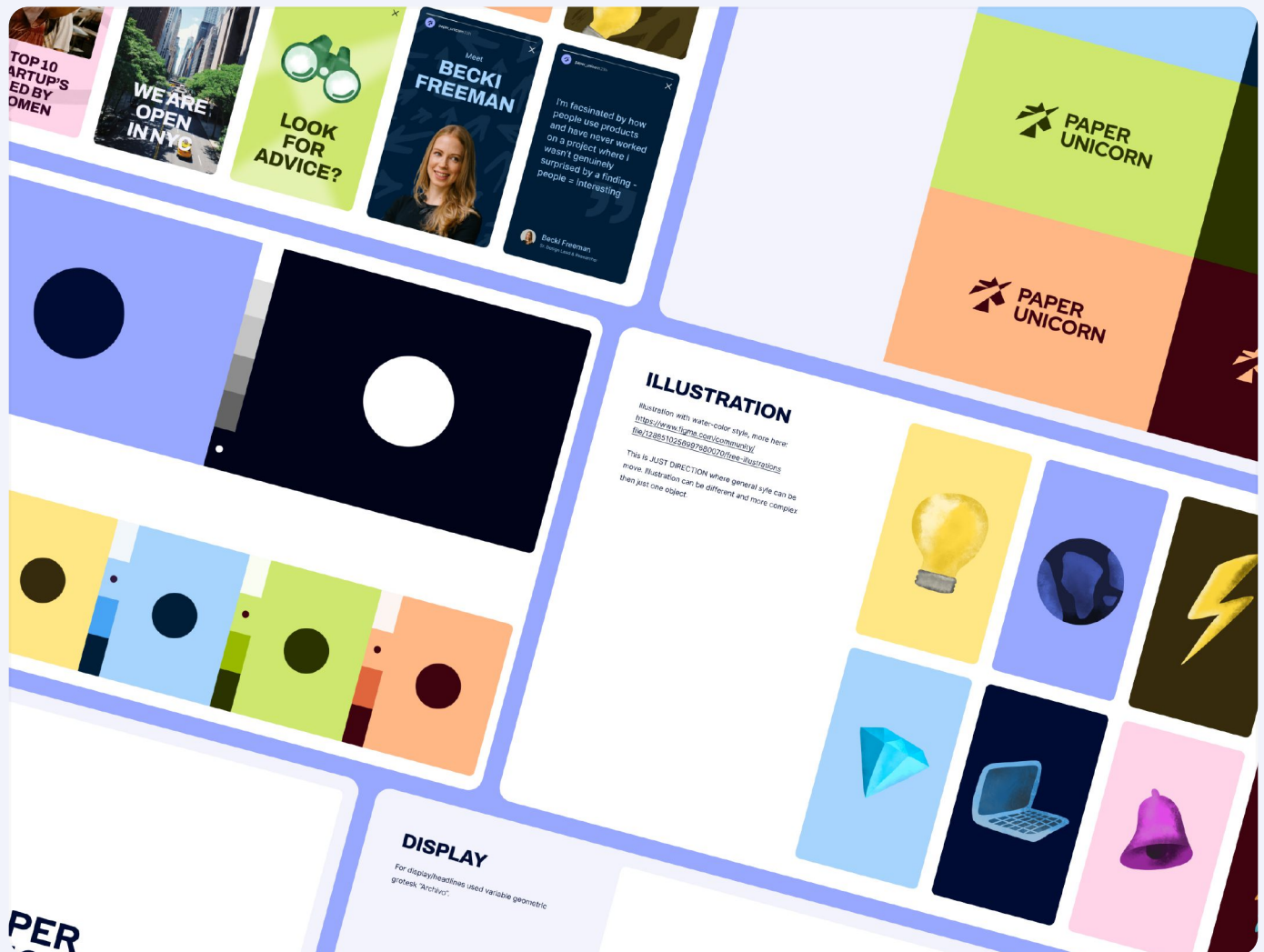


Paper Unicorn Branding

Client: Paper Unicorn

Role: Brand & Web Designer

Duration: 2024



1. Background

Paper Unicorn is an innovation agency and venture builder focused on developing sustainable and social projects within the startup ecosystem of Central & Eastern Europe.

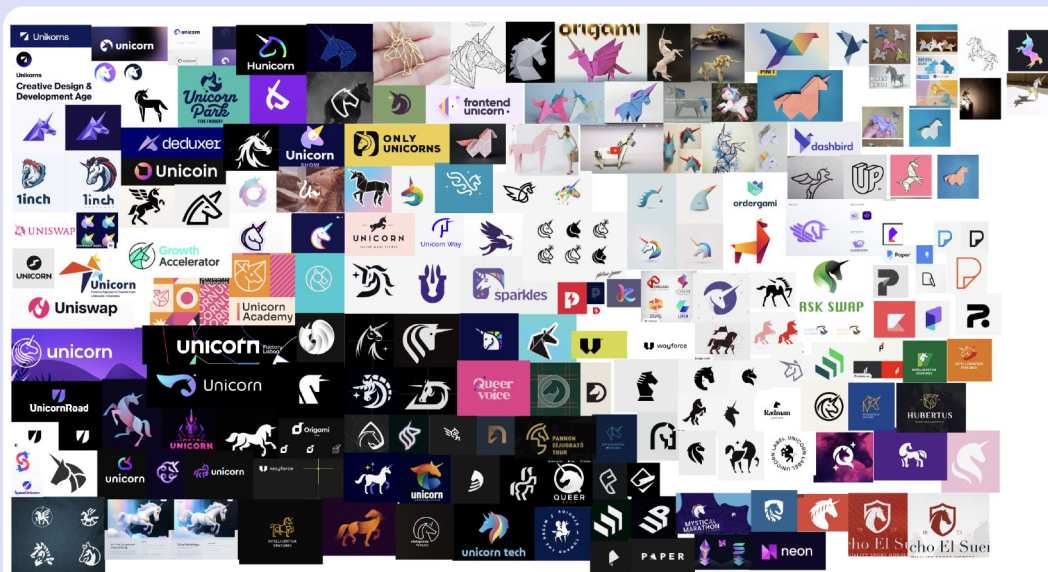
Objective: Create a complete brand identity from scratch, including logo, visual language, brand guidelines, and a landing page for the company launch.

2. Brief & Objectives

1. Develop a brand identity that reflects innovation, creativity, and sustainability.
2. Design a logo based on the metaphor of a paper unicorn that is modern, responsive, and scalable.
3. Build dynamic brand guidelines with typography, color system, and visual patterns.
4. Create a landing page that introduces Paper Unicorn as an ESG venture builder and communicates its mission clearly.

3. Process & Approach

- Conducted research and moodboarding, gathering visual references and defining brand direction.
- Collaborated with the client through workshops to understand their vision and expectations.
- Designed multiple logo concepts, iterated on feedback, and finalized a responsive flat design inspired by the “paper unicorn” metaphor.
- Developed a color palette and typography system, balancing creativity with professionalism.
- Created illustrations, patterns, and brand collateral for presentations and digital use.
- Designed and delivered a landing page introducing Paper Unicorn and its portfolio.



Moodboard

4. Challenges & Solutions

C2

P2

S2

K2

S3

A. Logo Concept & Metaphor

Challenge:

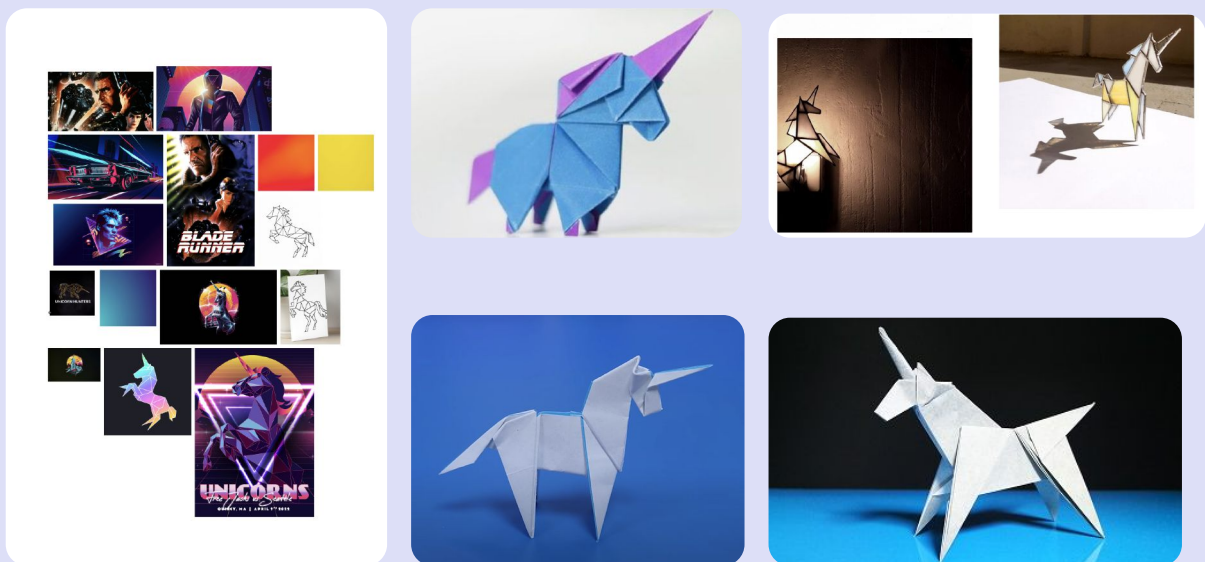
Translating the metaphor of a “paper unicorn” into a logo that is modern, minimal, and scalable.

Solution:

Iterated multiple geometric designs, combining folded-paper aesthetics with clean flat style, resulting in a unique and memorable logo.

Result:

Delivered a unique, scalable logo that clearly communicates the “paper unicorn” metaphor and works across digital and print.

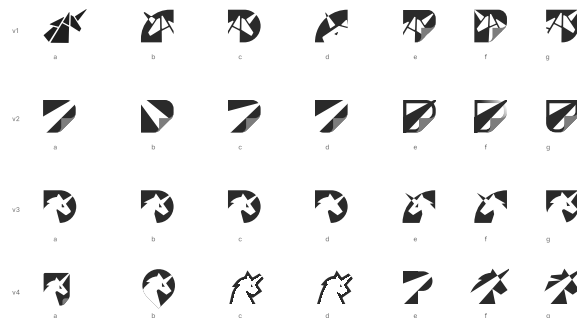


Initial client references, including origami unicorn inspiration.



Exploring literal origami-inspired directions.

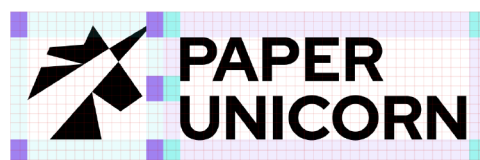
A. Logo Concept & Metaphor



Variations of symbol. Moving from origami forms toward cleaner, contemporary identity.



Testing symbol and typography combinations.



Safe Grid

Selected logo: simple, modern, versatile.

B. Color System

Challenge:

The client needed a brand identity that could adapt to multiple contexts and applications, reflecting the diversity of their projects and the multifaceted nature of their work. The challenge was to create a visual system flexible enough to cover different scenarios while keeping the brand consistent.

Solution:

I proposed a versatile multi-color palette as the foundation of the brand's visual language. By combining complementary colors, the palette conveyed versatility, diversity, and creativity, while still working as a coherent system across digital and physical applications.

Result:

Delivered a vibrant and adaptable brand identity that successfully communicated Paper Unicorn's multifaceted character and worked seamlessly across different media and use cases.



C. Consistent Visual Language

Challenge:

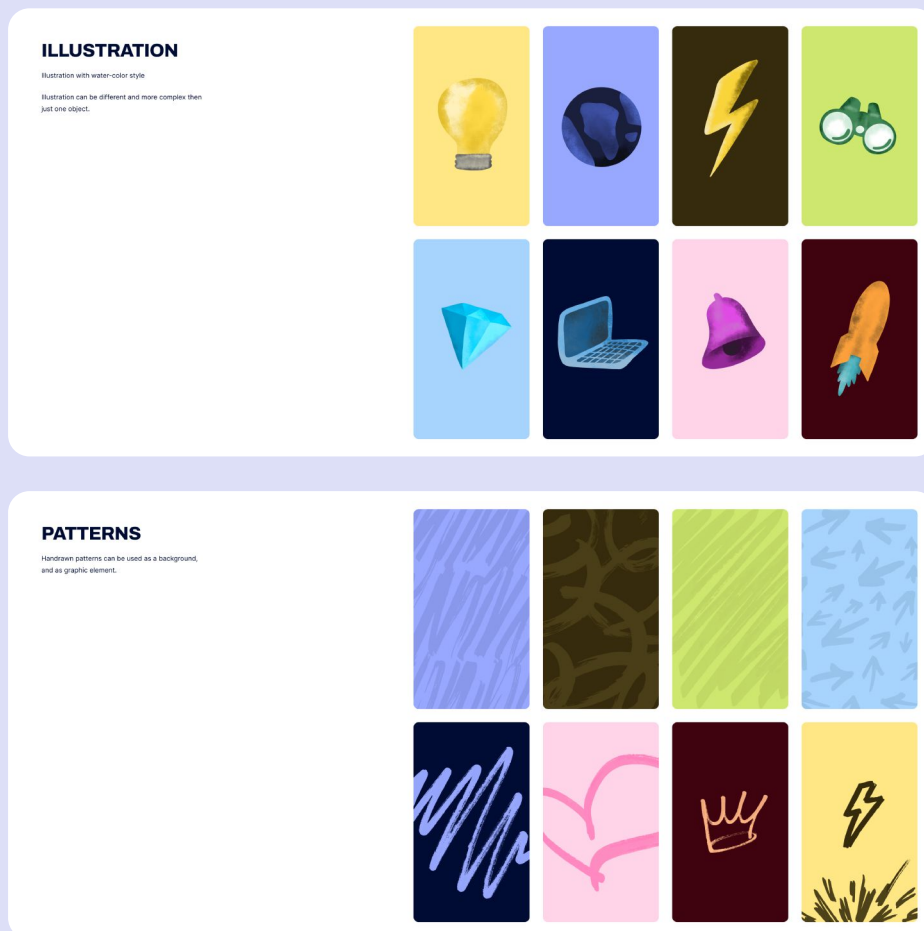
Create a distinctive visual language that would remain engaging and adaptable across multiple channels while avoiding repetitiveness.

Solution:

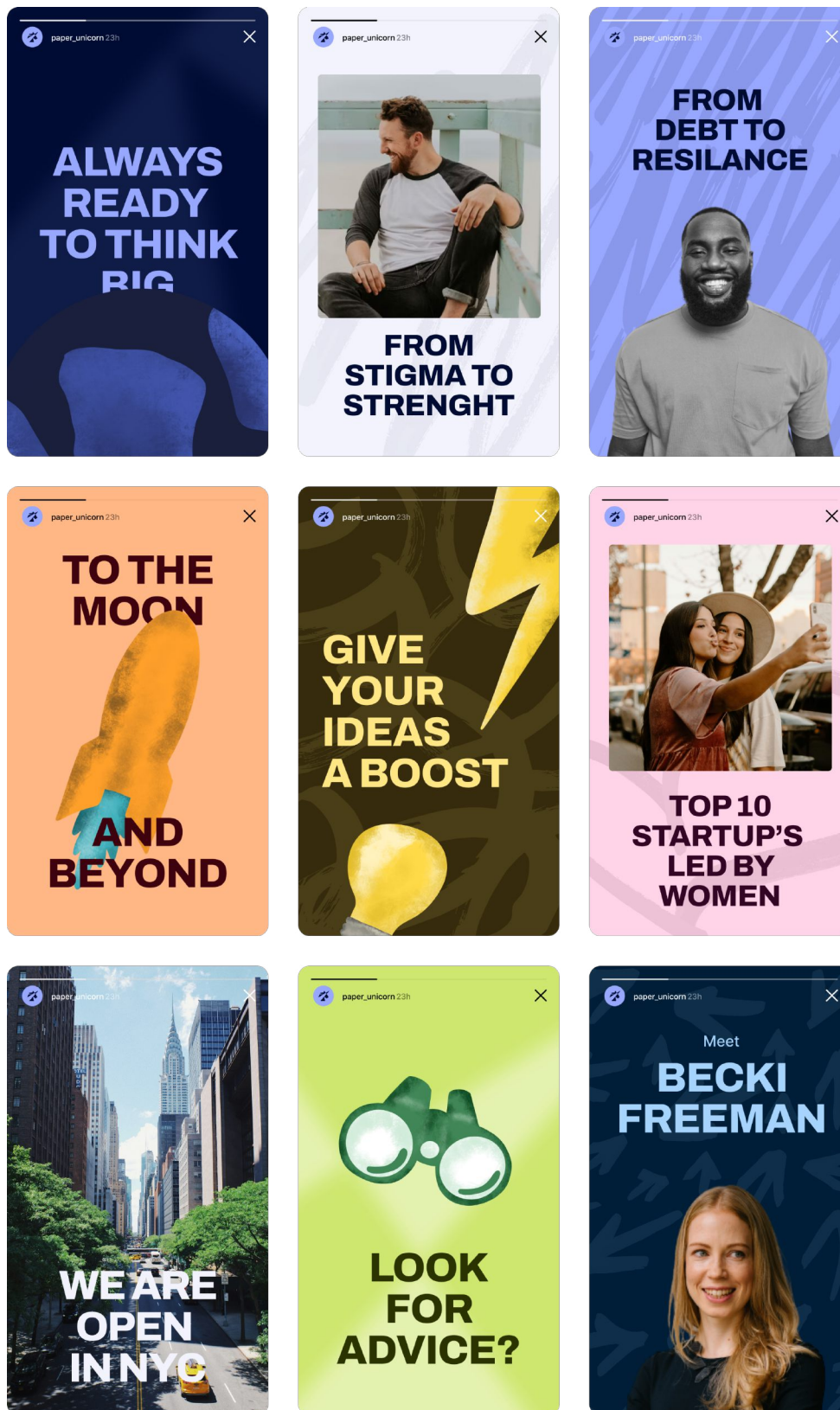
Proposed and developed a custom illustration style, complemented by unique branded patterns, bold color combinations, and tailored iconography. Built a flexible visual system for both digital and print surfaces, including social media templates and marketing assets, ensuring that every application carried the same recognizable identity.

Result:

The unified visual system increased brand recognition and made content production faster and more consistent. Social media campaigns gained higher engagement due to the fresh yet cohesive look, while the overall identity was praised by the client for balancing creativity with consistency.



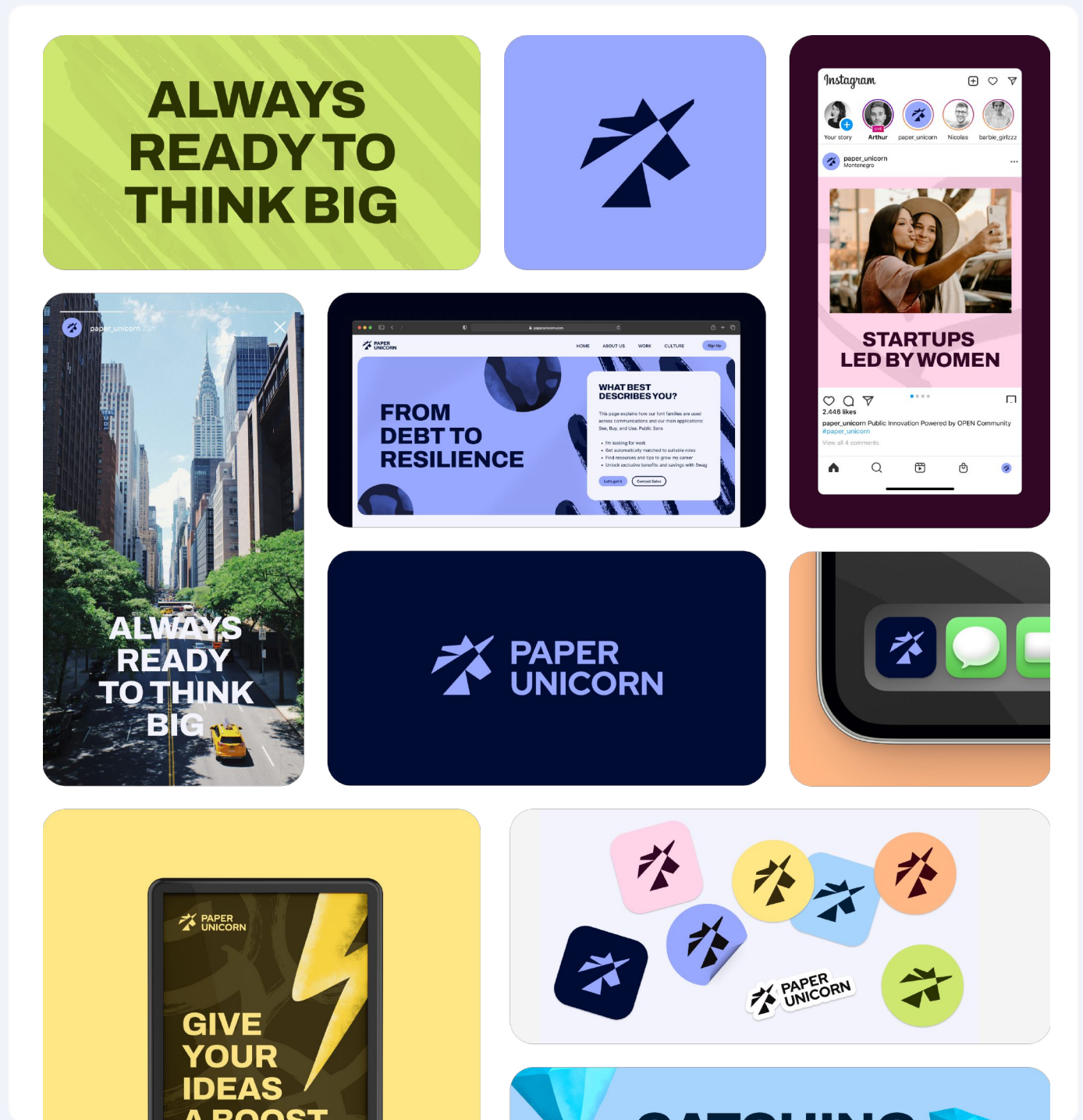
C. Consistent Visual Language



Examples of visuals that contain typography, colors, illustrations & patterns

5. Outcome & Impact C3 C4 P3 S3 P4

- Delivered a full brand identity and landing page for Paper Unicorn.
- The new branding positioned the company as a distinctive and credible ESG venture builder in Central & Eastern Europe.
- Positive client feedback: the logo and visual system were praised for being both innovative and professional.
- The branding helped Paper Unicorn attract ESG-focused startups and partners in its first year of operation.



6. Links

Website:

<https://paperunicorn.com/>

LinkedIn:

<https://www.linkedin.com/company/paperunicorn/>

7. Contacts

This case study was designed and documented by Roman Vasilev, Product Designer & UI/UX expert with 5+ years of experience in building complex systems and designing intuitive web & mobile interfaces for IoT, Web3, SaaS, and B2B/B2C platforms.

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