

///metasharks

## Analytics, design and digital solutions development

We create web and mobile apps for large and  
medium-sized businesses

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TREELION

A small green seedling with two leaves growing from a dark stem, positioned in front of the word TREELION. The seedling is centered horizontally and partially obscures the letters 'E' and 'L' of the word. The background is a dark, blurred forest scene with green foliage.

# Brief

The project is the developing of a corporate identity, a website for the sale of the company's main services and the creation of an accompanying visual environment.

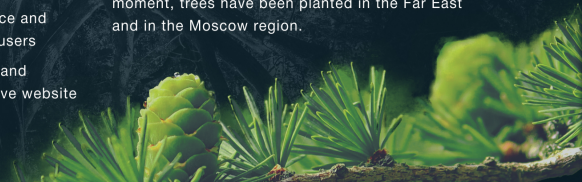
Additional tasks were the creation of a website and a visual environment, a unique CO2 calculator and the service of selling a certificate for the company's services.

## Key tasks:

- Developing an attractive and unusual visual style
- Integration of a stepwise carbon footprint calculator
- Visual highlighting of the main service and giving reasons of its importance to users
- Organization of all necessary static and generated information into an intuitive website

## Customer:

"TREELLION", LLC is an eco-active company and was created for saving russian forests. The company actively collaborates with large companies, banks and other organizations. At the moment, trees have been planted in the Far East and in the Moscow region.





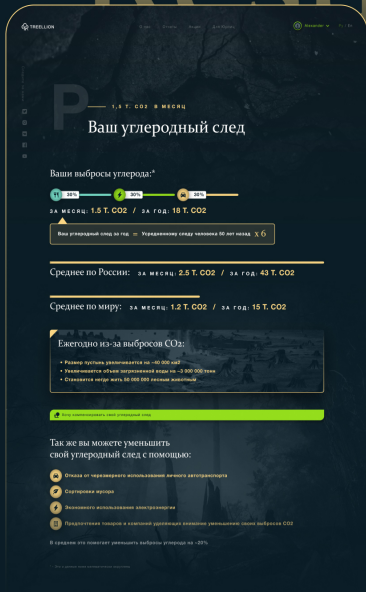
## Project details:

During development, a dark gamma was chosen. The corporate color palette consists of shades of green, gold, black and white. Color is an important brand identifier, so we chose calm, natural shades.

Particular attention is paid to the carbon footprint calculator (6 stages with infographics) and the service page, which shows the importance of tree planting and the reliability of the customer's company.



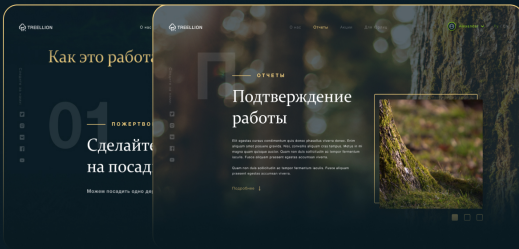
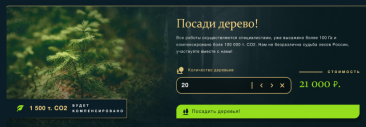
# Results



## CO<sub>2</sub> Calculator

We have developed a step-by-step carbon footprint calculator where everyone without special knowledge can see their impact on the environment, get recommendations for reducing the impact and understand how many trees are needed to compensate.

Also, this page is a personal unobtrusive motivation to purchase a tree planting service.

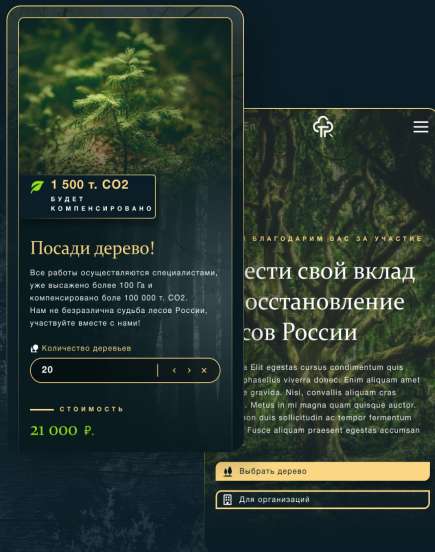
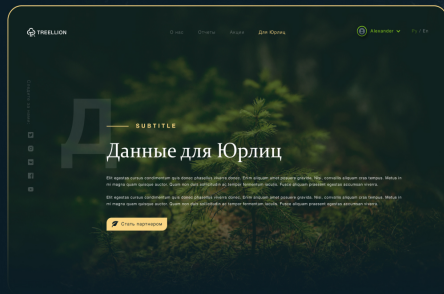


# Work description:

The spectacular introduction, all necessary information about the company and the work scheme are represented on the main page.

On the landing page, an interactive service card has been developed with positioning for further development of cooperation options.

We also added pages for reports, promotions, and information for legal entities and organizations.



# IA of project



# What Else?



## Identity:

The visual style, logo, corporate colors, the style of the main documents, stamp for the customer's tasks.



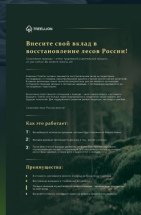
## Clothing style:

For the planting trips, the four-piece corporate clothing style have been created for the company's employees, in light and dark versions.



## Presentation:

More than 5 presentations have been created in Russian and English, based on a corporate identity and infographics.



## Printed materials:

Several presentations have been created in Russian and English, based on a corporate identity and infographics.

# Thank you for attention

**Phone number:**

+7 (495) 739-02-69

**Address:**

124536, Москва, Зеленоград,  
улица Юности, дом 8, офис 711

**E-mail:**

[aloha@metasharks.ru](mailto:aloha@metasharks.ru)

**Website:**

[metasharks.ru](http://metasharks.ru)



Contact us on Telegram