



**STUDIOZ**

**THE BRANDING STUDIO  
FOR STARTUPS THAT NEED  
TO RAISE, LAUNCH & GROW.**

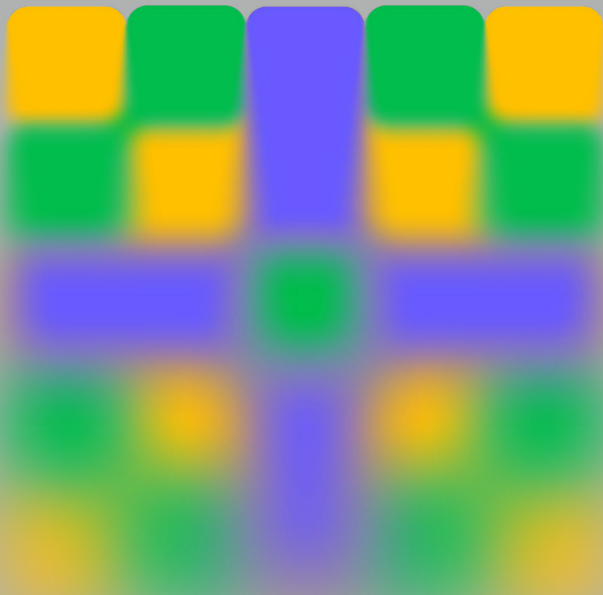
## THE GAME HAS CHANGED

Most founders we meet are losing a game  
they don't know they're playing.

Not because their product isn't good.  
Not because they aren't working hard enough.  
Because the landscape shifted while they were  
building. Options multiplied. Attention shrank.  
And being "better" stopped being enough.

What's left is the one thing that can't be copied.  
Not your logo. Not your colors.  
Your clarity. Your story. The reason someone  
chooses you when everything else looks similar.

Your brand isn't decoration.  
It's your only defensible position.



OUR CONVICTION

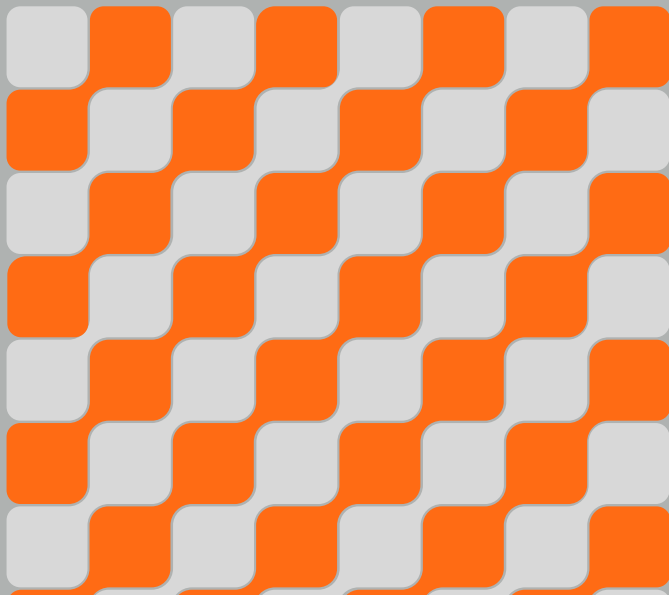
## **BRANDING IS NOT HOW THINGS LOOK. IT'S HOW THEY'RE PERCEIVED.**

It's not something you add once everything else is done. It's what everything else builds on.

Without it, teams over-explain. Design compensates. Marketing works harder than it should.

With it, decisions simplify. Stories stay consistent. Trust builds naturally. Not louder. Clearer.

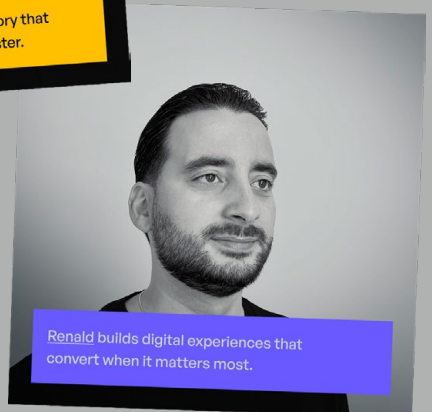
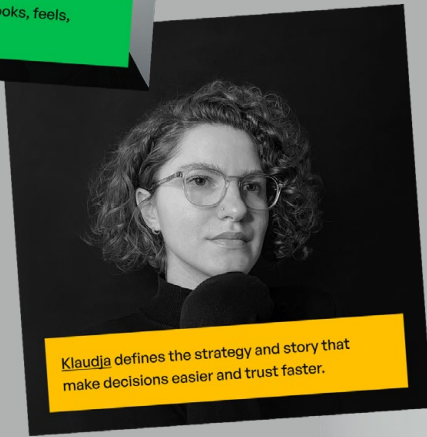
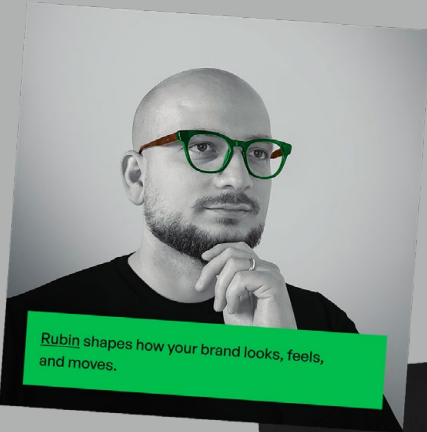
We built STUDIOZ on this belief. Every project we take on starts here, before a single visual is made, before a single word is written.



THE STUDIO

## THE PEOPLE.

We stay small so we can stay close to the work.  
Just us, working directly with founders who  
refuse to stay invisible.



*We think of our skillset as the pieces on a chessboard.  
The Queen reads the board. The Knight moves creatively.  
The Rook perfects the endgame. Every project needs all three.*

OUR PARTNERS

## BUILT FOR FOUNDERS WHO MOVE FAST.

We work with startups from Seed to Series A, founders who are building something real and need their brand to keep pace with their ambition.

### YOU'RE IN THE RIGHT PLACE IF

▪  
Just raised or are preparing for a seed round and need to look fundable

▪  
Have an MVP or early traction but struggle to tell your story clearly

▪  
Are applying to accelerators or pitching investors soon

▪  
Are preparing for Series A and need a brand that matches where you're going

▪  
Feel momentum slipping while your brand stays stuck

*We've helped founders raise \$2.5M+, get backed by top accelerators, and walk into rooms they previously couldn't get into. Not by changing their product, by clarifying what it stands for.*

# FEATURED PROJECTS



## SPHERE

## THREAT INTELLIGENCE PLATFORM

### THE CHALLENGE

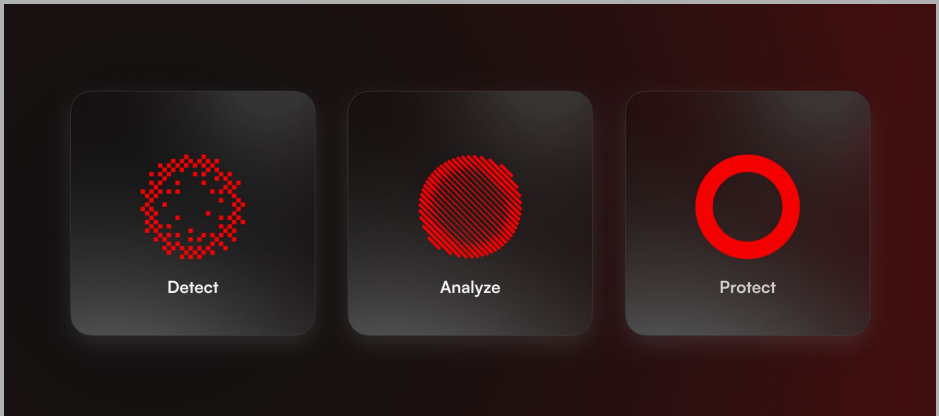
Cybersecurity products have a habit of looking like every other cybersecurity product. Dark, abstract, technical, built to intimidate rather than communicate. Sphere was at MVP stage, preparing to pitch investors and sign its first clients. They had a strong product and no brand that could carry it into a room.

### WHAT WE DID

We built the brand identity and product interface together from day one, not separately, not in sequence. The brand language was built around a single idea: precision. Every element, the logo's pixel-based geometry inspired by traditional patterns, the red/black/white palette, the typographic system, was designed to communicate that Sphere detects threats others miss. We extended that language across the landing page, investor pitch deck, app icon, and brand illustrations, so every touchpoint told the same story.

### THE OUTCOME

Sphere launched with a coherent brand and product narrative from the start. The materials supported early investor presentations and pitching events, helping the company secure angel investment prior to launch and attract its first clients shortly after.





## HELIOS

### THE CHALLENGE

The solar industry is saturated with brands that look identical, generic greens, sun icons, stock photography of panels. Helios was entering this market at prototype stage with a genuinely differentiated product: a mounting system that installs without damaging roofing structures. The problem wasn't the product. It was that nothing about their brand communicated why that mattered.

### WHAT WE DID

We started with understanding the real advantage and building the visual language around it. Instead of following solar industry conventions, we went the opposite direction: bold, precise, industrial. A yellow and black palette chosen deliberately to signal energy and visibility without losing technical credibility. The logo mark abstracts the sun and panel structure into a modular fragment, a visual metaphor for the system itself. We built the identity on a clear grid logic that carries through every application and easy to scale.

## SMART SOLAR STRUCTURE

### THE OUTCOME

Helios launched with a clear and recognizable position in a crowded market. The branding improved internal alignment, gave the sales team materials that opened doors with partners and clients, and established a visual foundation strong enough to grow with the product.





## WITWAY

## WHERE TEAMS MOVE IDEAS FORWARD

### THE CHALLENGE:

Productivity tools have a tone problem. Most of them feel cold, corporate, and interchangeable, built for efficiency at the expense of any personality. Witway was pre-launch, still defining its product direction, and needed a brand that could feel structured and approachable at the same time. The added complexity: the product itself was still evolving, which meant the identity had to be flexible enough to move with it.

### WHAT WE DID:

We built a visual system designed to grow not lock the product into a direction it might outgrow. The logo combines references to security, location, and human connection into a single mark with soft, rounded geometry that deliberately breaks from the rigid aesthetic of competing tools. A bold purple palette communicates energy and confidence without the coldness of blue-dominant productivity brands. We extended the identity across the landing page, OOH, merchandise, and keynote materials, proving the brand could live at every scale.

### THE OUTCOME:

Witway launched with a flexible identity system that gave the product room to evolve while standing out immediately in a saturated category. The brand established a clear foundation for how the platform could be positioned and recognized as the product found its footing.





## VETCH STUDIO

## SLOW MARKETING FOR PURPOSE-LED BRANDS

### THE CHALLENGE:

Vetch had over 30 clients served. The conviction was there. The work was there. What wasn't there was a brand that could carry all of that into a room and make someone immediately understand why it mattered.

They came in with a scattered set of ideas, clear on his values, unclear on how to articulate them in a way that would resonate with the founders, farmers, and nonprofit leaders he was built to serve. No visual identity. No positioning framework. No consistent way to explain what made Vetch different.

### WHAT WE DID:

We ran a full brand sprint, positioning strategy, audience analysis, competitor mapping, and a complete messaging framework to anchor everything. From there we built the verbal identity: brand archetypes, tone of voice, core message, supporting pillars, and a messaging house Gabe could actually use across proposals, his website, and every client conversation. We gave it a visual language to match. The identity needed to feel like the name, quiet, grounded, rooted. Something that communicated slow strategy and deep care without a single word.

### THE OUTCOME:

Gabe walked away with a complete brand system, positioning, visual identity, and verbal framework, that he was genuinely excited to grow into. In his words: *"STUDIOZ walked me into a version of my business I'd been circling for years but couldn't quite see. It never felt like guesswork, it felt like he was seeing the path ahead."* Vetch Studio launched with a clear position in a crowded market, a visual identity that reflected its values, and the confidence to show up in front of clients without having to explain itself from scratch every time.



THE NUMBERS

**REAL TRACTION. REAL FUNDING. REAL RESULTS.**

**€2.5M**

AVERAGE  
RAISED BY  
OUR PARTNERS

**PLUGANDPLAY**

BACKED  
BY TOP  
ACCELERATORS

**20-40%**

LIFT IN  
CONVERSIONS

**2x**

MORE  
INVESTOR  
MEETINGS



**Gabe Fontana**  
Founder @Vetch Studio

When I asked Rubin how they kept hitting it out of the park, he said, "I just see the vision, I'm with you on it, and I can see the road ahead." That's exactly what they gave me: a road ahead, and a brand I'm genuinely excited to grow into.



IN THEIR WORDS

# WE'RE PROUD TO EARN THIS KIND OF TRUST.



**Eilan Skura**  
Product Manager @Helios

STUDIOZ captured our vision beautifully, blending creativity with a deep understanding of our brand identity. The final design is not only visually striking but also resonates perfectly with our values.



**Brajan Osmëni**  
Co-Founder at EasyBook AI

I received one of the most thorough brand audits I've ever seen for EasyBook AI. They went deep into our brand positioning, verbal identity, visual consistency, and digital presence. The insights were spot-on and actionable.



**Mateo Gosnishti**  
Co-Founder @Alphatechs

STUDIOZ's approach was not only efficient but also highly creative, resulting in a rebranding that perfectly encapsulates our company's ethos.



**Marjana Murrja**  
Chief Marketing Officer

STUDIOZ demonstrated professionalism and creativity in seamlessly combining programming symbols and colors, resulting in a logo that perfectly represents the essence of our brand.



**Stéphane Lagresle**  
Founder at The Storytelling Tribe

Working with Rubin on The Storytelling Tribe brand audit was extremely insightful. His strategic analysis cut straight to the heart of our positioning challenges, identifying precisely where our evolved business model had outgrown our brand expression.



**Sam Devito**  
Founder & Filmmaker

Rubin is a very talented designer, diligent, a good communicator and above all a very nice chap. Thanks for all your time and hard work and for caring about the project!



## HOW WE WORK TOGETHER

# FOUR WAYS IN. ONE STANDARD OF WORK.

Every offer is built around your stage, where you are right now and where you need to get to.



## BRAND AUDIT

\$300 | ONE WEEK

The clarity check before you scale. A 45-minute deep dive followed by a full written report, positioning, messaging, visual identity, website, competitive landscape. You'll know exactly what's working, what isn't, and what to fix first.

*Best for: founders who sense something is off but can't pinpoint what.*

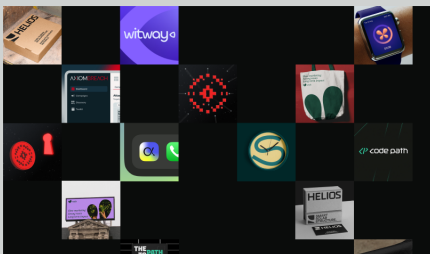


## BRANDING SPRINT

\$6,700 | 21 DAYS

From product-ready to investor-ready in 21 days. Positioning playbook, brand guidelines, visual identity system, and a live conversion-ready landing page. Full ownership, no lock-in.

*Best for: seed-stage founders raising or launching soon.*



## SCALE UP

\$CUSTOM | 3-6 MONTHS

A full brand transformation for startups preparing for Series A and beyond. Strategy, architecture, verbal identity, visual system, and digital experience, built to lead a category, not just compete in one.

*Best for: funded startups entering new markets or repositioning for their next round.*



## BRAND RETAINER

\$2,700 | ONGOING

Design, copy, web updates, content, and campaign assets, delivered on a monthly basis by the same team that built your brand. No hiring, no briefing an agency from scratch every time.

*Best for: post-sprint or post-scale founders who need a capable brand team without the overhead of one.*

WHAT WE CAN DO

## OUR FULL LIST OF SERVICES.

### STRATEGY & POSITIONING

Brand Audit  
Qualitative Research  
Brand Architecture  
Positioning  
Market Analysis  
Competitive Analysis

### VERBAL IDENTITY

Verbal Audit  
Naming & Tagline  
Tone of Voice  
Brand Story  
Internal Messaging  
External Messaging

### VISUAL IDENTITY

Logo Design  
Brand Design  
Brand Guidelines  
Color & Typography  
Iconography  
Art Direction

### ACTIVATION & RETAINERS

Social Graphics  
Slide Decks / Pitch Decks  
Campaign Graphics  
Event Materials  
Print Collateral  
Website Maintenance  
Content Design  
Brand Retainer

### DIGITAL EXPERIENCE

Digital Experience Audit  
UX/UI Design  
Site Architecture  
Interactive Copywriting  
Prototyping & Wireframing  
Web Design & Development

THE NEXT MOVE

## IF YOU'RE BUILDING SOMETHING MEANINGFUL, WE SHOULD TALK.

Great branding doesn't happen alone.  
It happens with founders who are ready to move  
with intention, who treat their brand as a strategic  
asset, not a checkbox.

If that sounds like you, the next step is simple.

# STUDIOZ

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