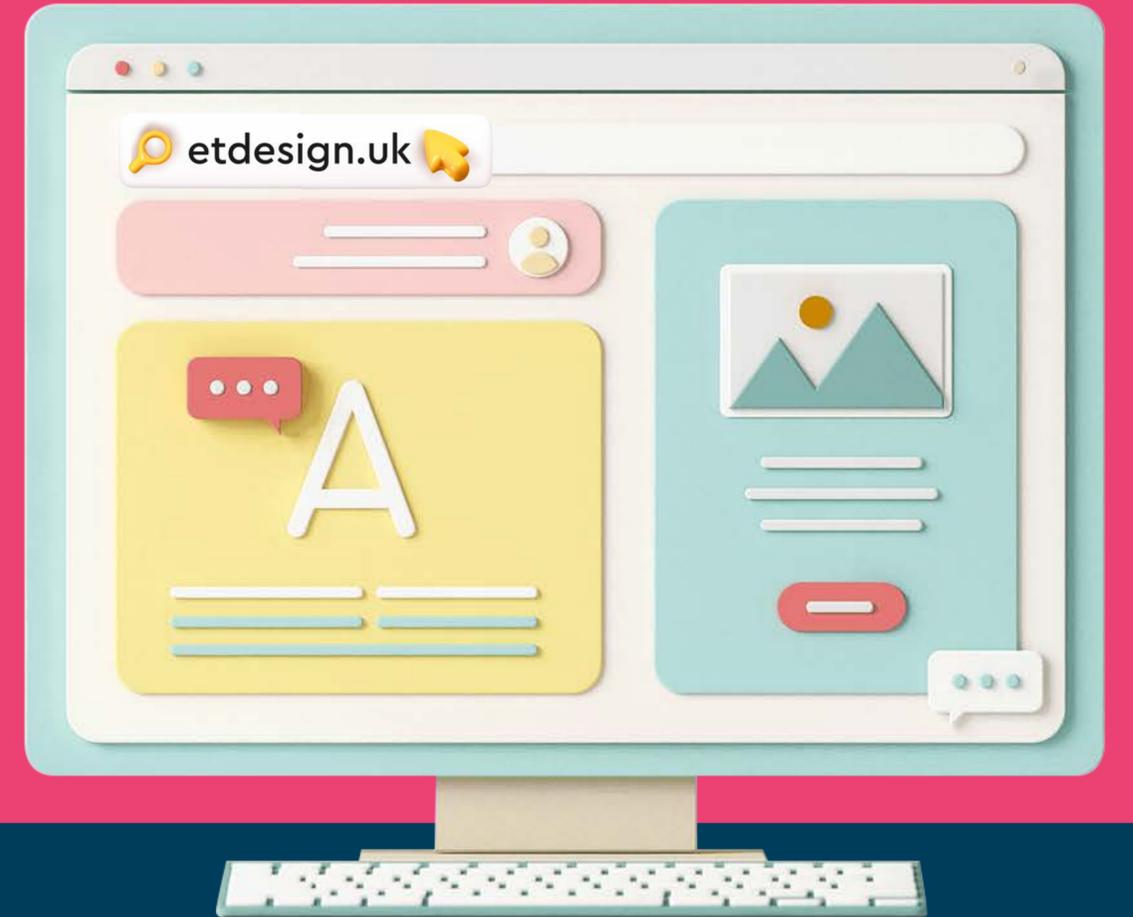




Creative Design Studio | London

CREDENTIALS PRESENTATION

01.08.25



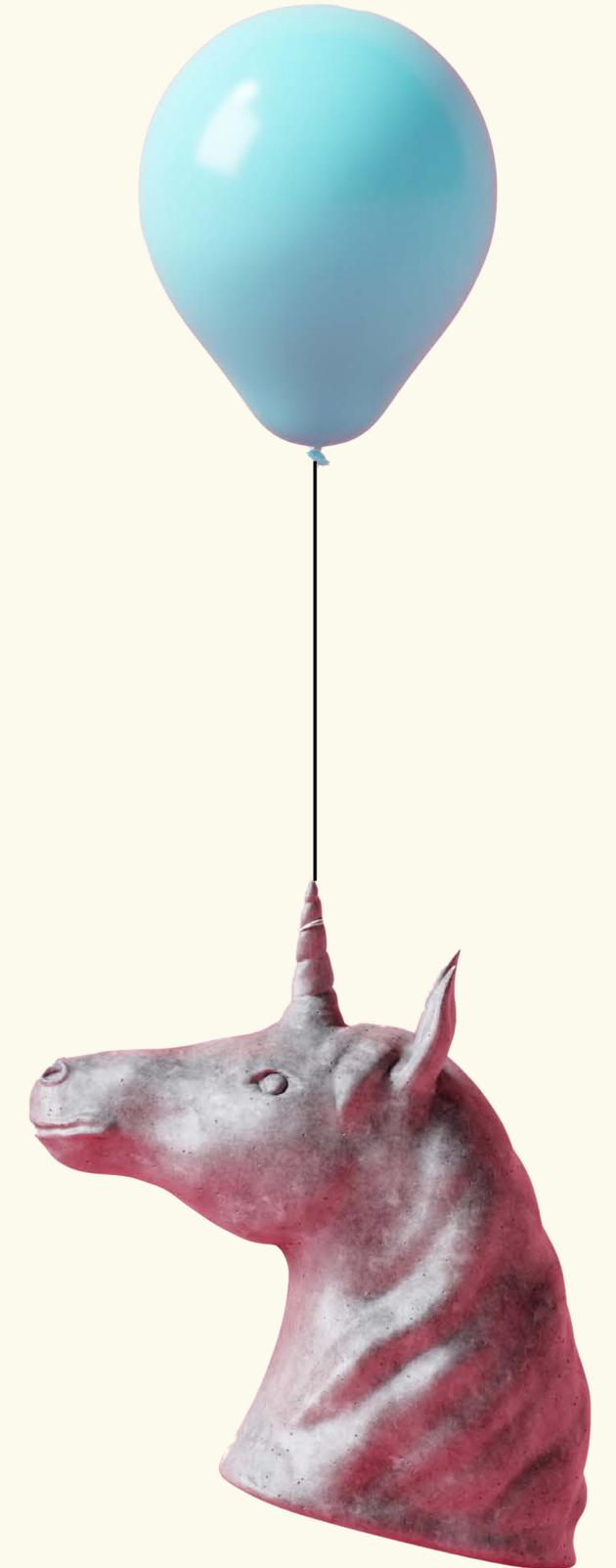
**Where Your
Brand's Creative
Journey Begins**

Who we are

e.t. Design Studio is an independent creative studio based in London and Istanbul. We specialise in branding, packaging, and digital design — crafting distinctive, meaningful solutions that connect with people.

Whether shaping a new brand or elevating an established one, we approach each project with curiosity, care, and a deep respect for your market and goals.

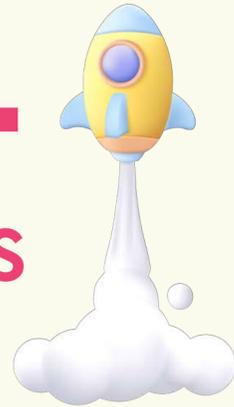
Our studio blends the agility of a boutique team with the depth of experience gained across diverse sectors. We're proud to build lasting relationships — through sharp creative thinking, collaborative spirit, and design that delivers.



Global Stats & Presence

IN 5 YEARS

450+
PROJECTS



170+
CLIENTS



60% REPEAT
PARTNERSHIPS



BRANDS ACROSS 5 CONTINENTS



85 Clients — **North America**
USA, Canada

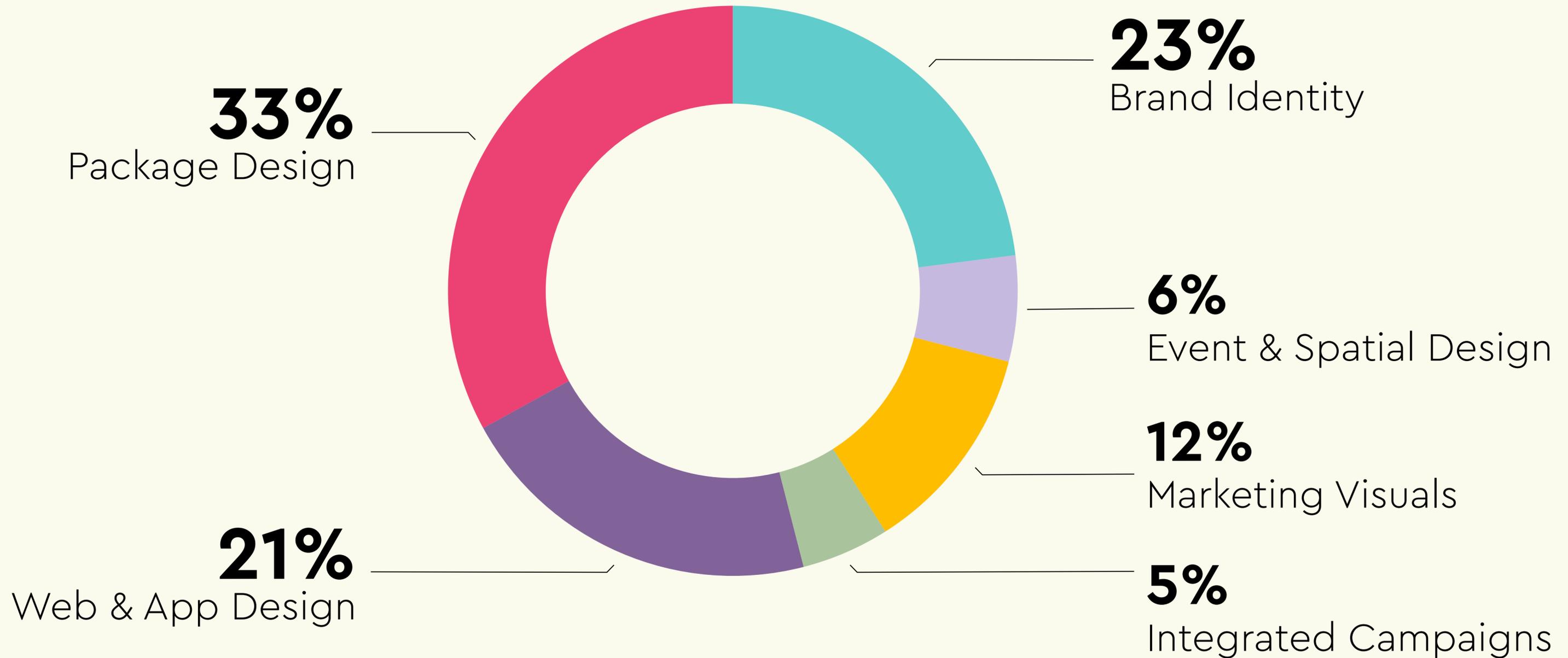
1 Clients — **South America**
Honduras

54 Clients — **Europe**
UK, Denmark, Netherlands, Switzerland,
Slovenia, Romania, France, Germany,
Spain, UK, Ireland, Scotland, Turkey,

18 Clients — **Australia**
Australia, New Zealand

15 Clients — **Asia**
Jordan, Dubaii, Hong Kong, Philippines

What We Do Most



Our Philosophy

Great design starts with balance — listening, researching, and exploring.

We focus on two things: the **client** and the **product**. Communication stays clear and collaborative, and we take time to understand your product's positioning and market potential.

Every project begins with strategic research and at least **three creative routes**, giving you distinct perspectives to explore. This sparks alignment, sharpens the final design, and ensures work that feels both strategic and creative.

We aim to be friendly and approachable — while staying **fast, focused, and meticulous**.

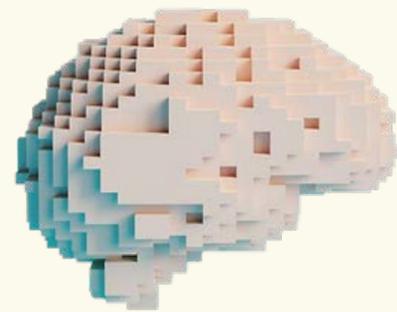
Our Process

Every project follows a clear, collaborative process — flexible enough to adapt, but structured enough to deliver reliably.



Discovery & Research

We listen, gather insights, and study your market to understand the product and its potential.



Creative Exploration

At least **three distinct concept routes** — each offering a different perspective to spark alignment and ideas.



Design Development

The chosen direction is refined through **collaborative feedback loops**, ensuring clarity and precision.



Final Delivery

We hand over **polished, production-ready assets**, tailored to every platform and market need.

What we offer

We design across every touchpoint — from the first sketch of a brand to full launch campaigns.

SERVICES	WHAT IS INCLUDED
Brand & Identity	Logos, naming, brand messaging, visual systems, guidelines
Packaging Design	Supplements, skincare, food & beverage — pouches, cartons, tubes, sachets, labels, and multi-SKU systems
Web & Mobile App Design	E-commerce platforms, websites, UI/UX design, mobile apps
Marketing Visuals	Digital campaigns, social media strategy, brochures, in-store POS, pitch decks
Event & Spatial Design	Pop-ups, stands, branded interiors, in-store & event marketing (backdrops, A-boards, uniforms, giveaways)
3D Product Renders	High-quality renders for packaging mockups, digital campaigns & retail presentations
Integrated Campaigns	Concept-to-launch creative across digital & print
Print & Production	Sourcing and managing production through trusted partners — from labels to custom displays

Whether you need a launch toolkit or an ongoing design partner, we tailor solutions to elevate your brand.



CASE STUDY – TRUSTED CARERS

Sector: Health & Caregiving / Digital Platform

Location: Ireland

DATE: Launch in 2026

BRANDING & WEBSITE DESIGN

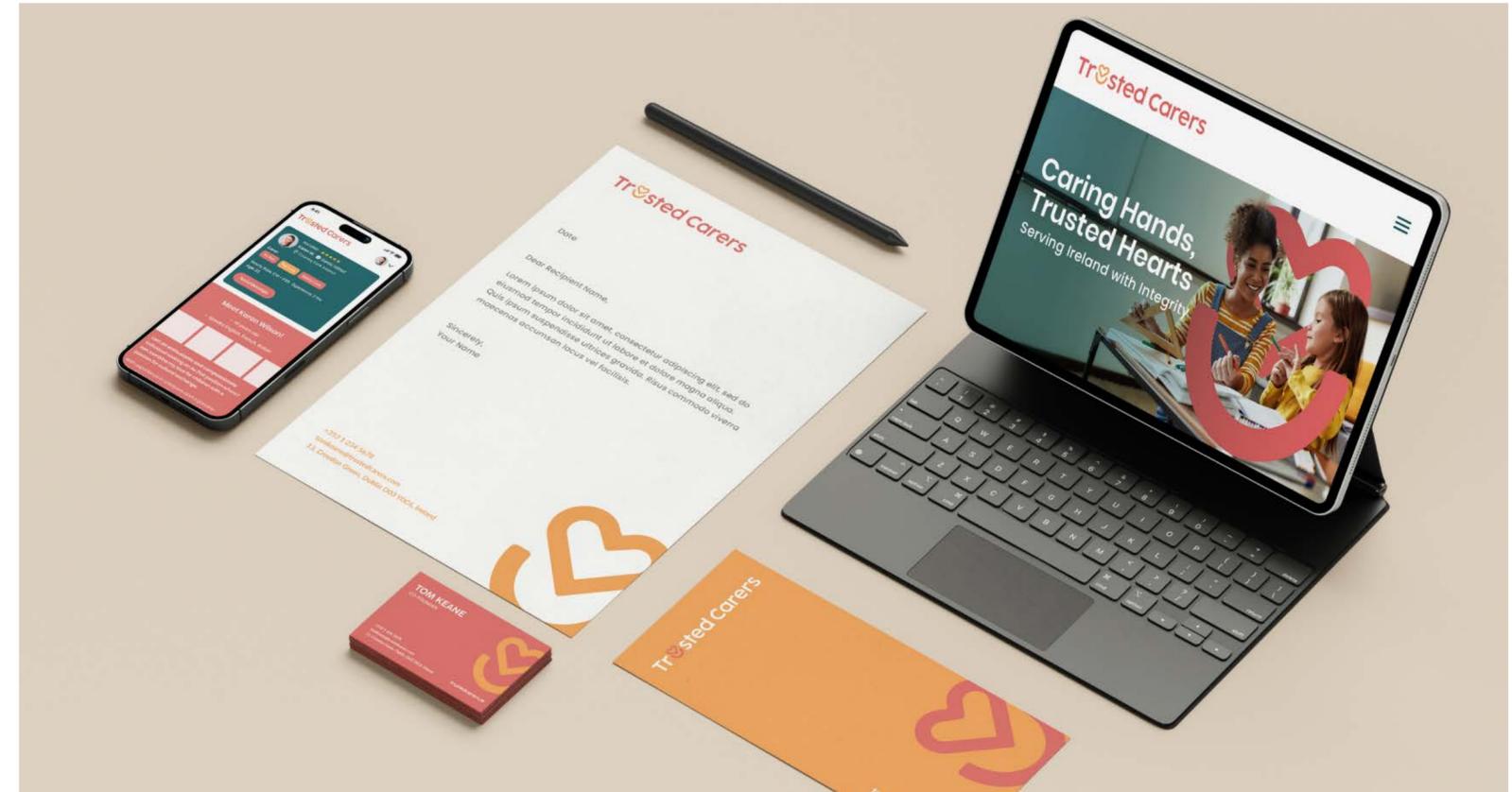
What We Did:

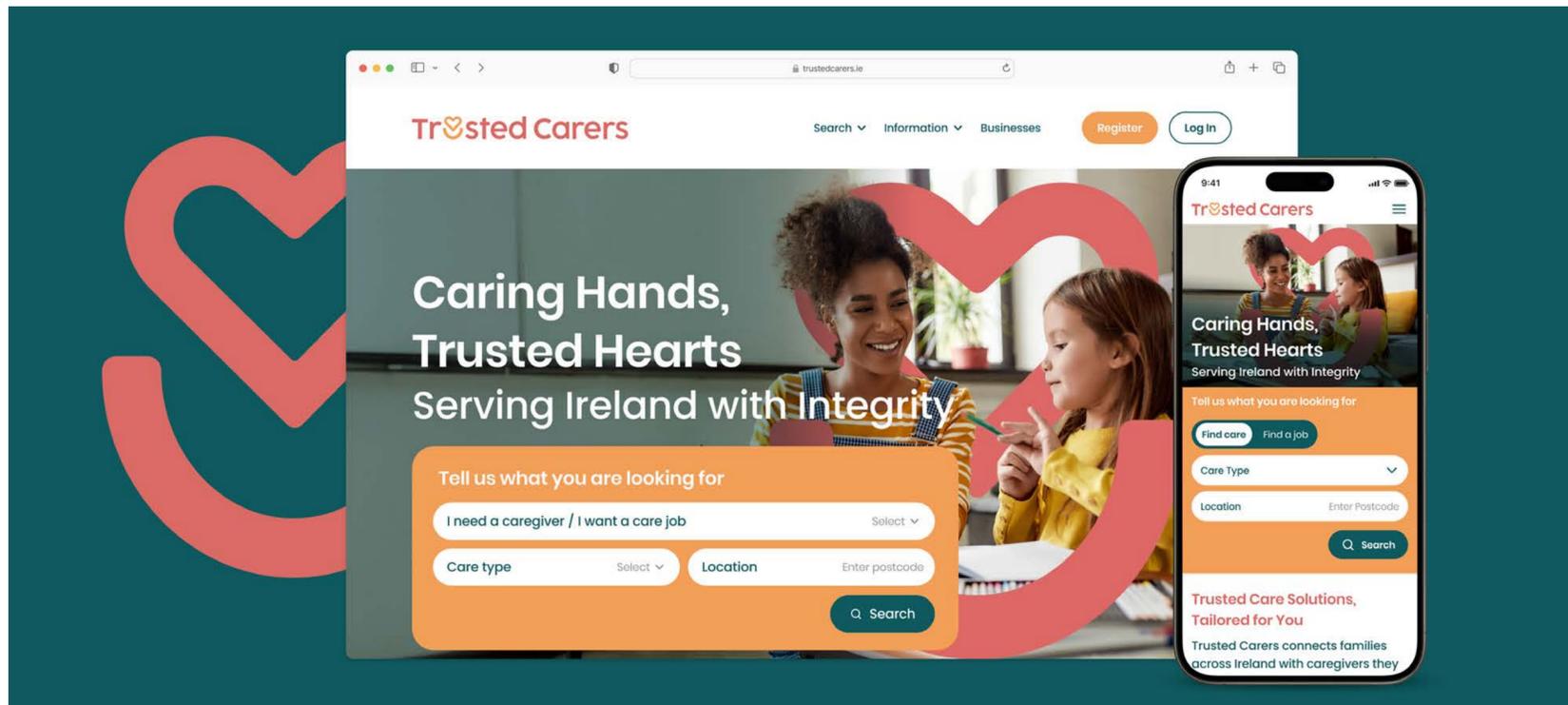
- Custom logo in All Round Gothic — modern & approachable
- Icon: stretched "U" forming a smiling heart
- Warm peach-orange-yellow palette
- Branding guidelines & repeatable campaign icons
- Mobile-first platform with clear user flows

Impact:

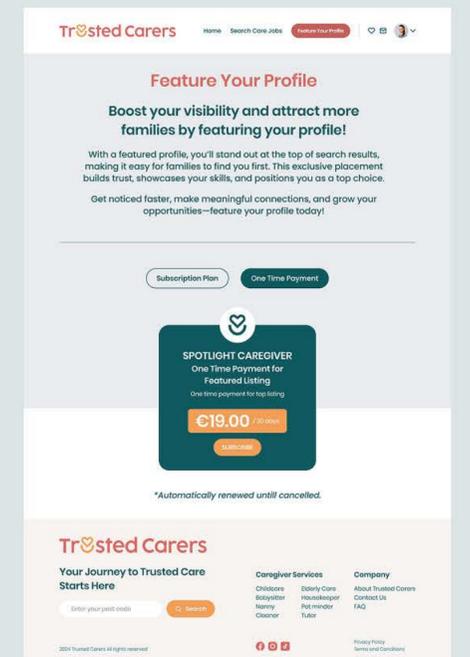
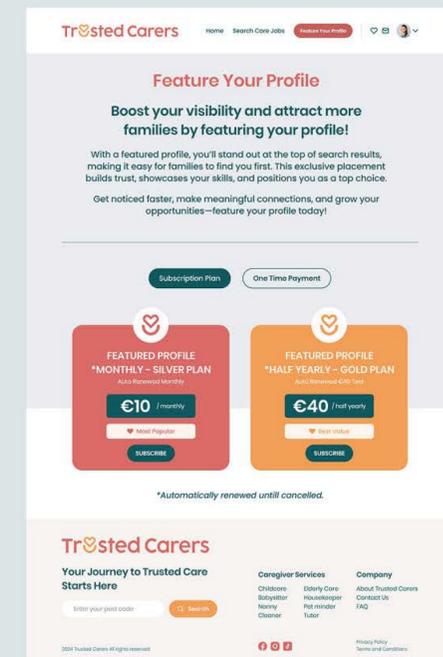
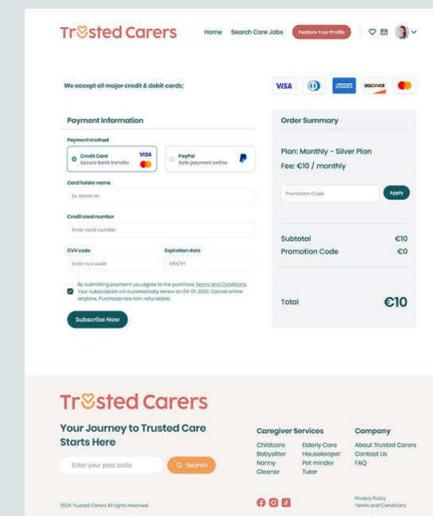
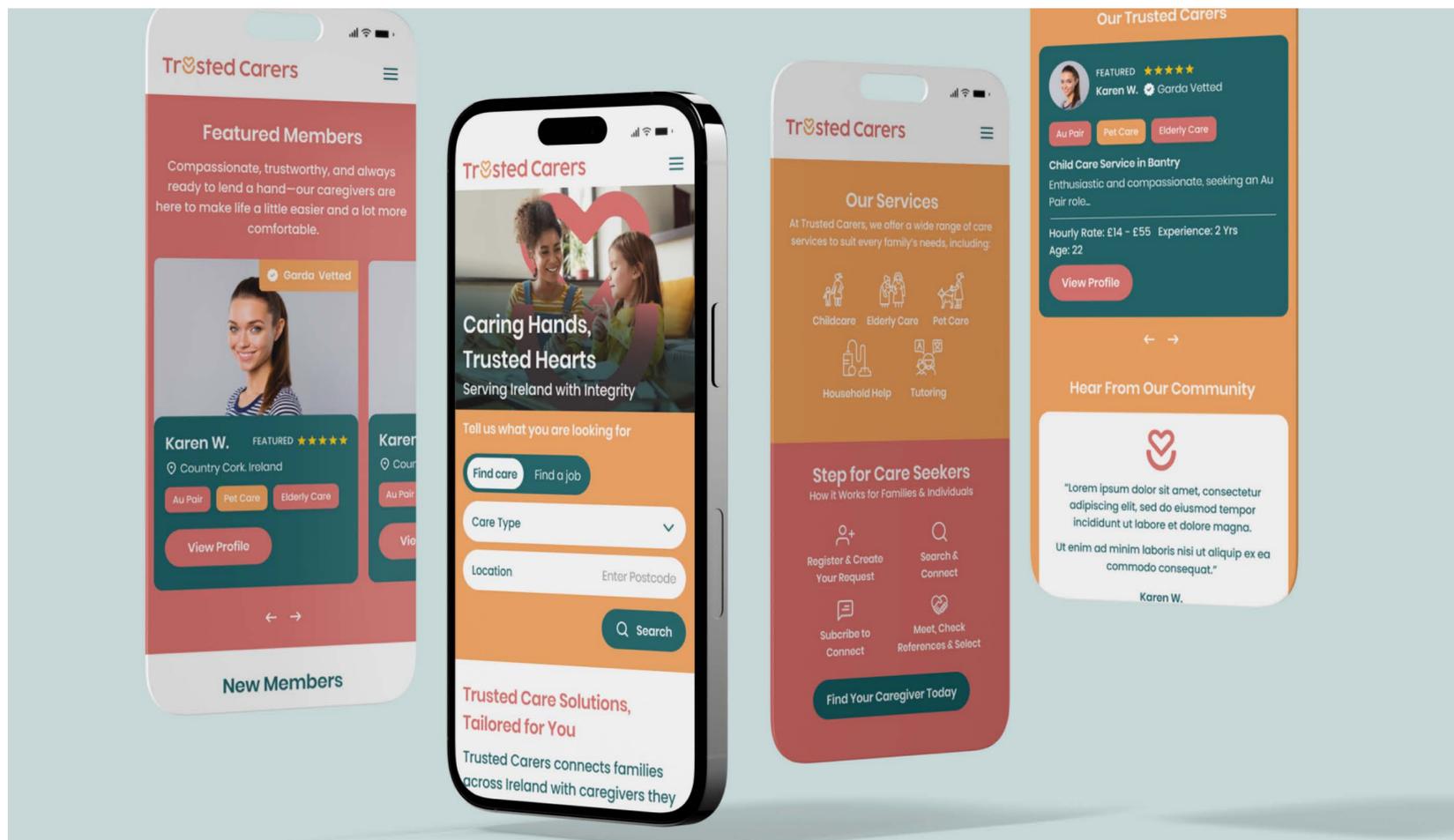
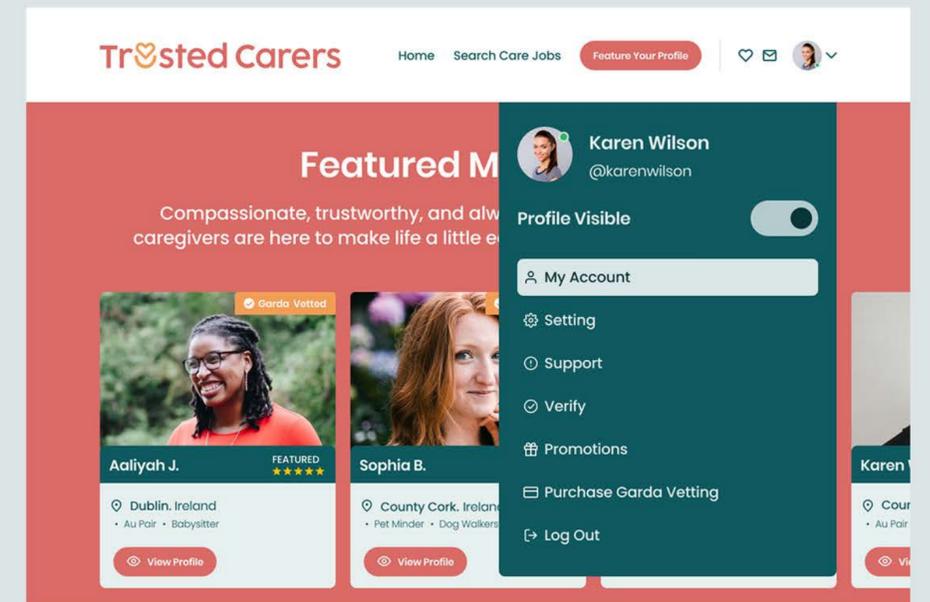
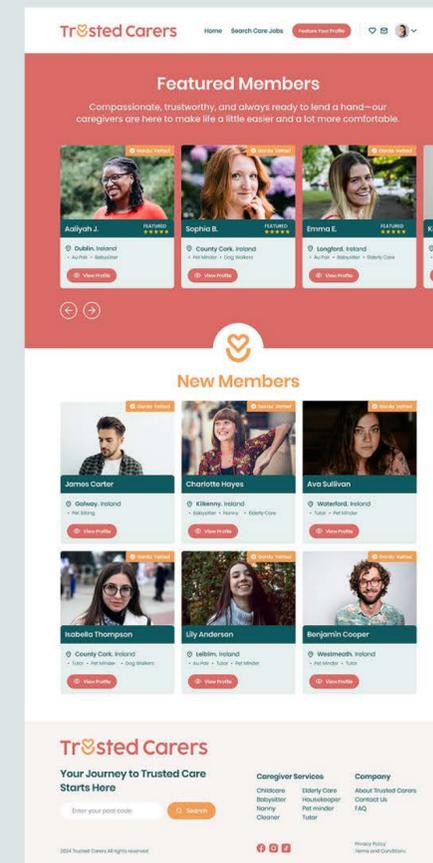
A modern, inclusive identity positioning Trusted Carers as a friendly, reliable caregiving network. The platform's warm design supports caregivers and families with clarity and care.

Trusted Carers





FEATURE SCREENS



CASE STUDY – MILLIONAIRE ATTIC APP

Sector: Collectibles / IoT + App / Product Launch

Location: USA

DATE: Launch in 2026

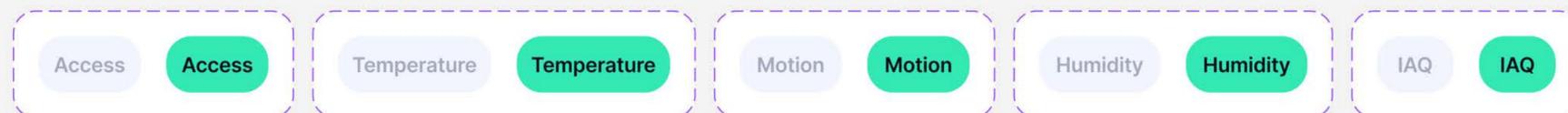
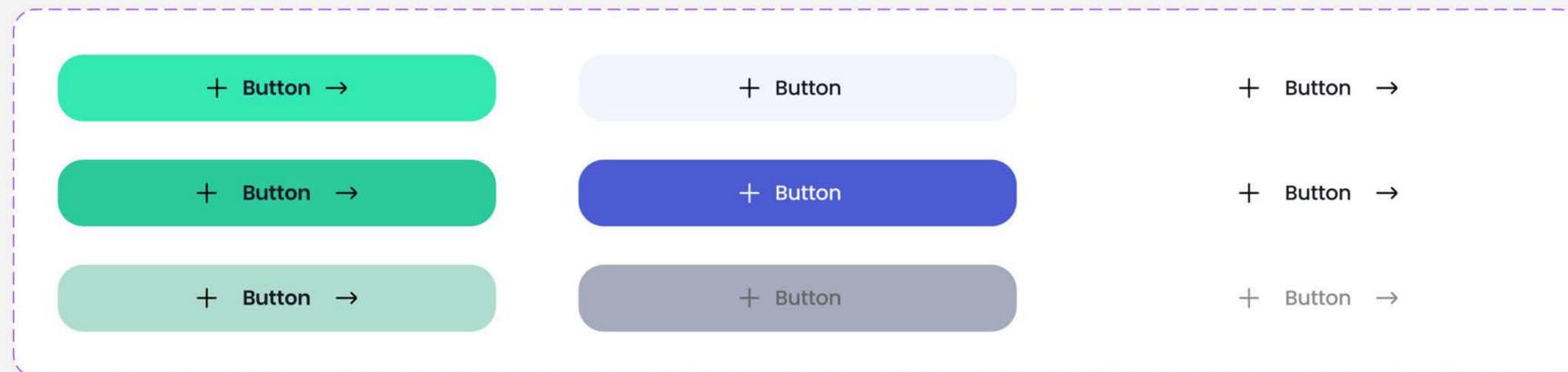
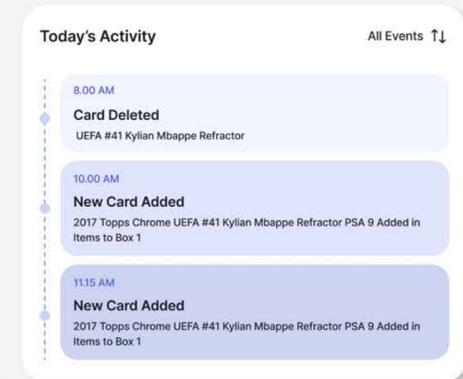
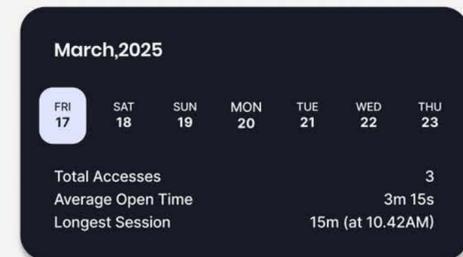
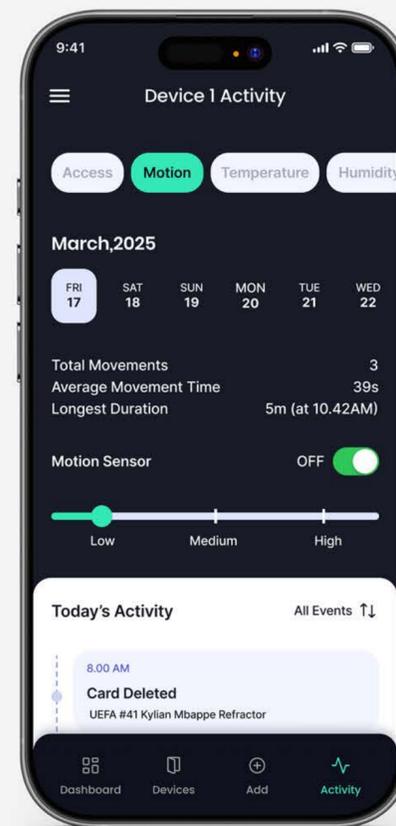
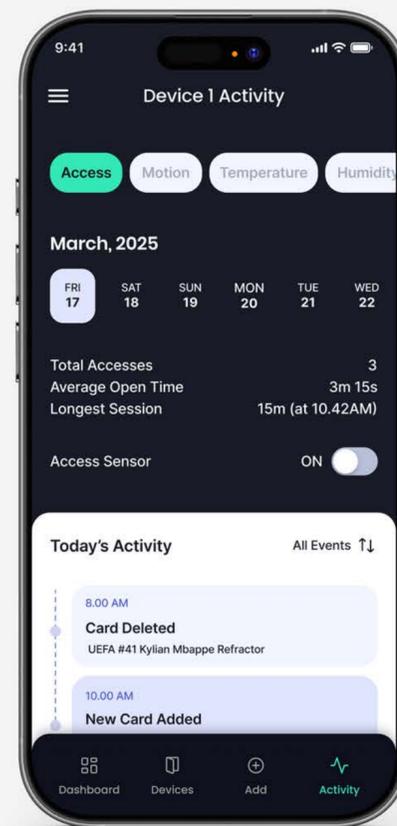
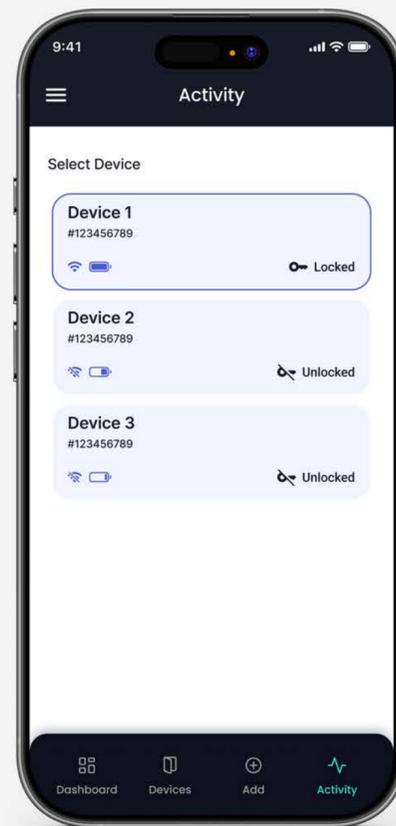
MOBILE APP DESIGN

What We Did:

- UI/UX for an app connected to The Node smart sensor
- Screens for condition monitoring, alerts, & collection management
- Flexible layouts for future product pivot
- Visualized product's role in preserving collectibles

Impact:

A future-ready app merging real-time data with intuitive UX, helping trading card collectors protect their investments.



COLOR INFO

- Good
- Moderate
- Unhealthy
- Unhealthy
- Very Unhealthy
- Hazardous

Temperature

73°

Similar to the actual temperature.

9:41 📶 🔋

Dashboard

Collection Status ↻

↔ Motion ↔ Access

None Closed

🌡️ Temperature

73°

Similar to the actual temperature.

💧 Humidity

93%

64° Dew point

≈ IAQ

20

Safe air quality

Last synced on 03/02/2025 at 18:12:35

↔ Humidity ↔ Access

Closed None

🌡️ Temperature

73°

Similar to the actual temperature.

💧 Humidity

93%

64° Dew point

≈ IAQ

20

Safe air quality

Last synced on 03/02/2025 at 18:12:35

Dashboard
Devices
Add
Activity

Temperature is

GOOD

Average Temperature 73°

Hourly
Daily
Weekly
Monthly

Device 1 Activity

Motion Temperature Humidity **IAQ**

80

Good

Average IAQ 80

Hourly Daily Weekly Monthly

Set Range Color Info

36° 80°

Device 1 Activity

Motion Temperature Humidity **IAQ**

80

Good

Average IAQ 80

Hourly Daily Weekly Monthly

COLOR INFO

- 0 - 50 (Good)
- 51 - 100 (Moderate)
- 101 - 150 (Unhealthy for Sensitive Groups)
- 151 - 200 (Unhealthy)
- 201 - 300 (Very Unhealthy)
- 301+ (Hazardous)

Device 1 Activity

Motion Temperature Humidity **IAQ**

PM2.5

Average PM2.5 10

Hourly Daily Weekly Monthly

PM10

Average PM10

Hourly Daily Weekly Monthly

Device 1 Activity

Motion Temperature Humidity **IAQ**

Hourly Daily Weekly Monthly

Category	PM2.5 (µg/m³)	Health Impact
Good	0 - 12	Air quality is deal
Moderate	12.1 - 35.4	Some risk for sensitive groups
Unhealthy Sensitive Groups	35.5 - 55.4	Increased respiratory risks
Unhealthy	55.5 - 150.4	Everyone may experience health effects
Very Unhealthy	150.5 - 250.4	Serious healthy risks
Hazardous	250.5 - 500.4	Emergency conditions

9:41 📶 🔋

Dashboard

Collection Status ↻

↔ Motion ↔ Access

None Closed

🌡️ Temperature

91°F

Similar to the actual temperature.

💧 Humidity

56%

28° Dew point

≈ IAQ

20

Safe air quality

Last synced on 03/02/2025 at 18:12:35

↔ Humidity ↔ Access

Closed None

🌡️ Temperature

91°F

Similar to the actual temperature.

💧 Humidity

56%

28° Dew point

≈ IAQ

20

Safe air quality

Last synced on 03/02/2025 at 18:12:35

Dashboard
Devices
Add
Activity

9:41 📶 🔋

Dashboard

🌡️ Temperature

91°F

Similar to the actual temperature.

💧 Humidity

56%

28° Dew point

≈ IAQ

20

Safe air quality

Last synced on 03/02/2025 at 18:12:35

Devices View All

Vintage Card ➔

Bronze Card Comics ➔

Modern Comics ➔

Activity

Node opened by Joe Ryan

07/06/2024 | 15:07 PM

The dashboard itself will alert collectors if any of their sensor tags are detecting issues.

If a device detects multiple issues, then it will display the color of the most significant issue.

CASE STUDY – ORIGINO

Sector: Food / D2C / Specialty Product

Location: UK & Turkey

DATE: 2024

BRANDING & PACKAGE DESIGN

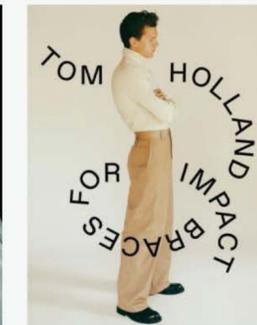
What We Did:

- Provenance-focused logo & premium olive oil packaging
- Storytelling labels emphasizing product traceability
- Brand book with photography direction & tone-of-voice

Impact:

A clean Mediterranean brand identity that connects consumers to the source — standing out in digital and premium retail.

origino



COLOR PALETTE



#26300d

C=27 M=22 Y=33 K=4
R=38 G=186 B=169



#bbc096

C=27 M=22 Y=33 K=4
R=192 G=186 B=169



#c8bfba

C=27 M=22 Y=33 K=4
R=192 G=186 B=169



#dcdcd5

C=27 M=22 Y=33 K=4
R=192 G=186 B=169



#3b3233

C=23 M=30 Y=24 K=78
R=192 G=186 B=169



CASE STUDY – TASTE BUBS

Sector: Infant Nutrition / Health / Retail

Location: Australia

DATE: 2023

BRANDING & PACKAGE DESIGN

What We Did:

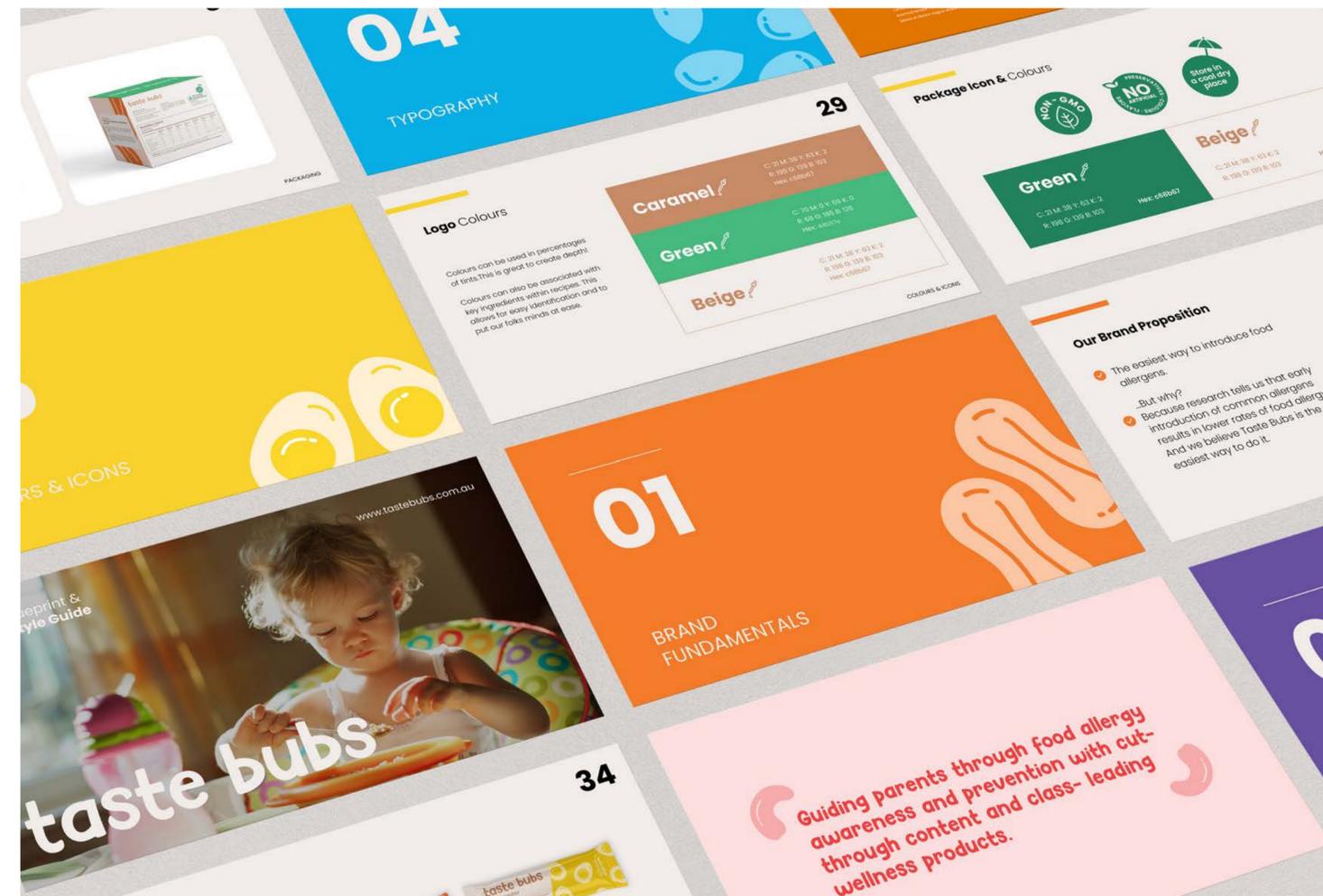
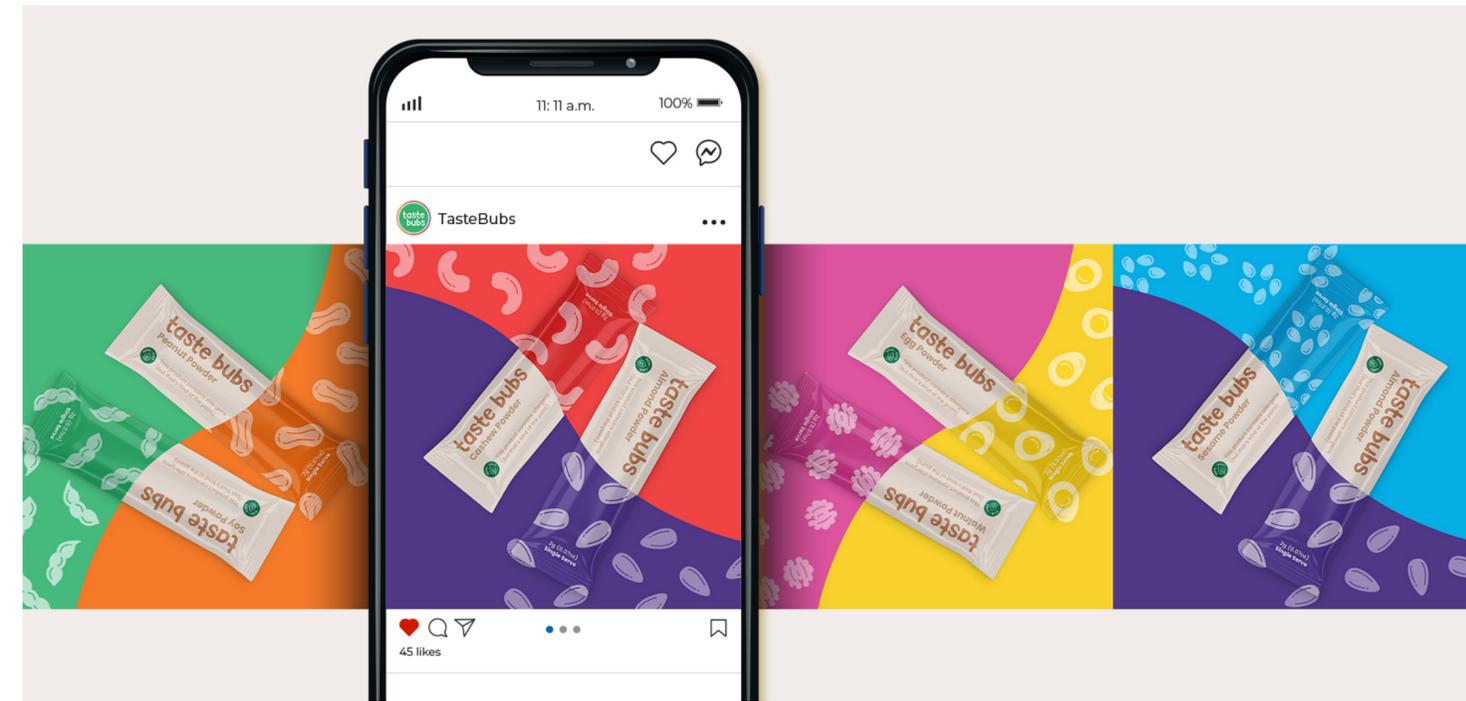
- Friendly, child-like logo with soft lettering
- Allergen-specific color coding with rainbow system
- Clear icons across SKUs
- Eco-conscious materials & neutral tones

Impact:

A warm, science-driven identity making early allergen exposure feel approachable. Its rainbow-led design grabs attention online and helps parents navigate variants easily.

taste bubs





CASE STUDY – ECTOVELLE

Sector: Health & Wellness, OTC Skincare, Pharmacy

Location: Canada

DATE: Launch in 2026

BRANDING & PACKAGE DESIGN

What We Did:

- Dual-product system: Calm (Eczema) & Restore (Psoriasis)
- Clean white packs with medical silver branding
- Ectoin® highlight for clinical credibility
- Balanced medical professionalism with family-friendly appeal

Impact:

A trusted OTC look reflecting German manufacturing standards while feeling approachable for Canadian families.



EctoVelle®
Calm

EctoVelle®
Restore



Cool Grey
#707678

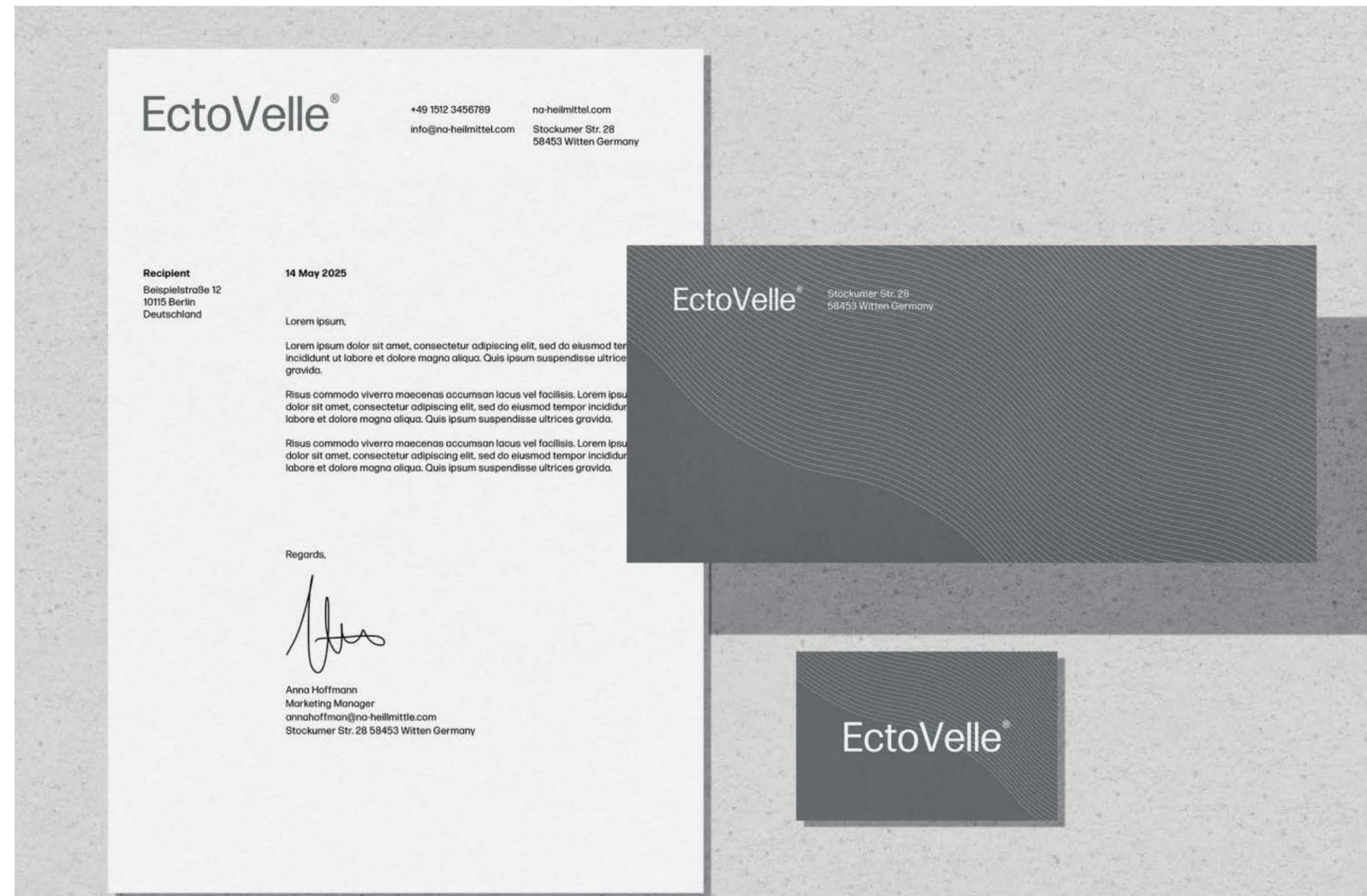
CMYK: 58 46 45 11
RGB: 112 118 120

Ocean Depth
#187493

CMYK: 87 45 29 5
RGB: 24 116 147

Moss Veil
#537E60

CMYK: 70 33 69 14
RGB: 83 126 96



CASE STUDY – FRUTERO

Sector: Food & Beverage / CPG

Location: USA

DATE: 2022 – Present

FULL TIME CLIENT of 3 YEARS

What We Did:

- Mobile-optimized website redesign
- Seasonal packaging & mascot illustrations
- Event materials (freezers, carts, tents, uniforms, A-boards)
- In-store posters, coupons, & pitch decks
- Social media visual flow & trade show graphics

Impact:

A cohesive brand experience solidifying Frutero's presence across retail, digital, and direct-to-consumer channels. 3-Year Ongoing Design Partner | Expanding Retail Reach.



FRUTERO

HOME ICE CREAM FIND A STORE FRUIT ADVENTURES OUR STORY WRITE A REVIEW CONTACT US

WE HUNT FOR THE WORLD'S BEST FRUIT



FRUTERO THE FRUIT HUNTER

EXPLORE OUR ICE CREAM

REAL FRUIT #1 INGREDIENT



EXPLORE ALL VARIETIES

ALL NATURAL

SUPER CREAMY

FRUTERO

WE HUNT FOR THE WORLD'S BEST TASTING FRUIT

REAL FRUIT CREAMY ICE CREAM

REAL FRUIT SUPER CREAMY ALL NATURAL

WHAT'S NEW?

- CREAMY**: Clear communication of creamy ice cream. Distinguish Frutero from sorbets.
- SCREAMS FRUIT!**: Consumers report the 'fruit flavor' as the #1 purchase driver. Appetite Appeal with fruit imagery.
- REAL FRUIT**: is our #1 Ingredient.
- Key Iconography** for REAL FRUIT.
- Bold brand call out**.
- Premium color block** with matching lid color.

FRUTERO 5



FRUTERO Real Fruit Ice Cream BITES

100 CALORIES PER BITE

FRUIT FILLING: STRAWBERRY ICE CREAM BITES, COCONUT ICE CREAM BITES, BANANA ICE CREAM BITES

FRUTERO

WIN A \$20 WHOLE FOODS GIFT CARD

WHOLE FOODS MARKET

SCAN HERE

FRUTERO

REAL FRUIT CREAMY ICE CREAM

TRY NOW

FRUTERO COCONUT ICE CREAM, FRUTERO STRAWBERRY ICE CREAM

MORE FRUITS: MANGO, PASSION FRUIT



WE HUNT FOR THE WORLD'S BEST TASTING FRUIT

WERE THE STEVE IRWIN OF FRUIT



THE FRUIT HUNTER

ALL NATURAL

FRUTERO

EXTRA CREAMY

REAL FRUIT #1 INGREDIENT

FRUTERO

FRUTERO

THE NEW FRUTERO 4-PACK BARS

FRUTERO

NEW LOOK!

FRUTERO

FRUTERO

FRUTERO

NEW LOGO!

CASE STUDY – INVITES APP

Sector: Social / Lifestyle / Digital Product

Location: Denmark

DATE: 2022

MOBILE APP DESIGN

What We Did:

- Clean, modern logo — friendly yet elegant
- Full mobile UI with human-centered visuals
- Typography & icon system that feels approachable
- Joyful visual storytelling & ease of use

Impact:

A welcoming digital design system making invitations feel personal and effortless.

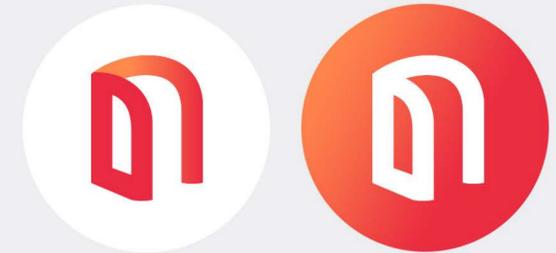
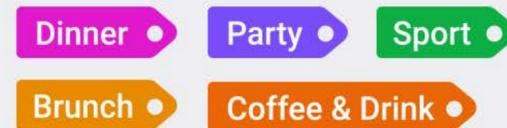


invites

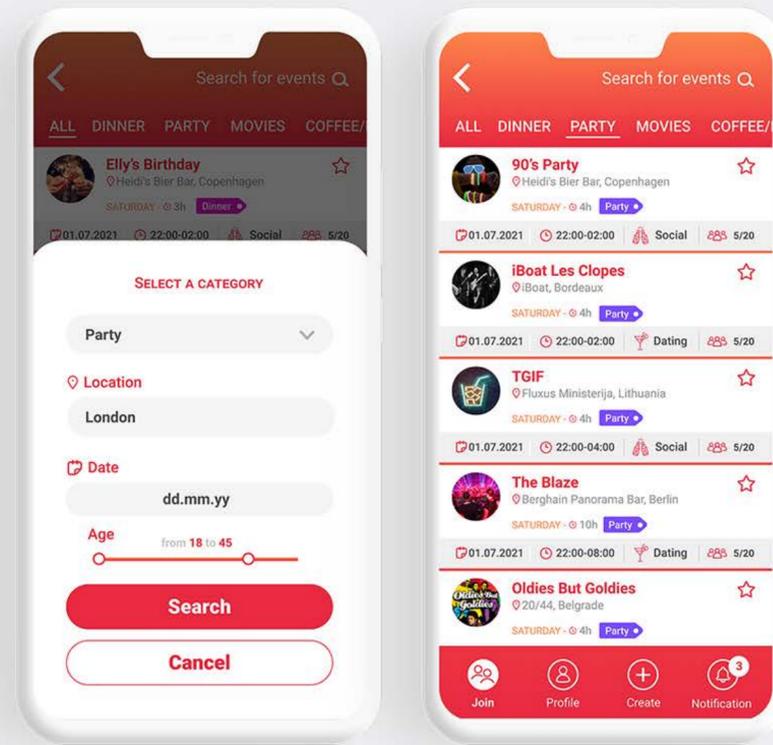
ICONS



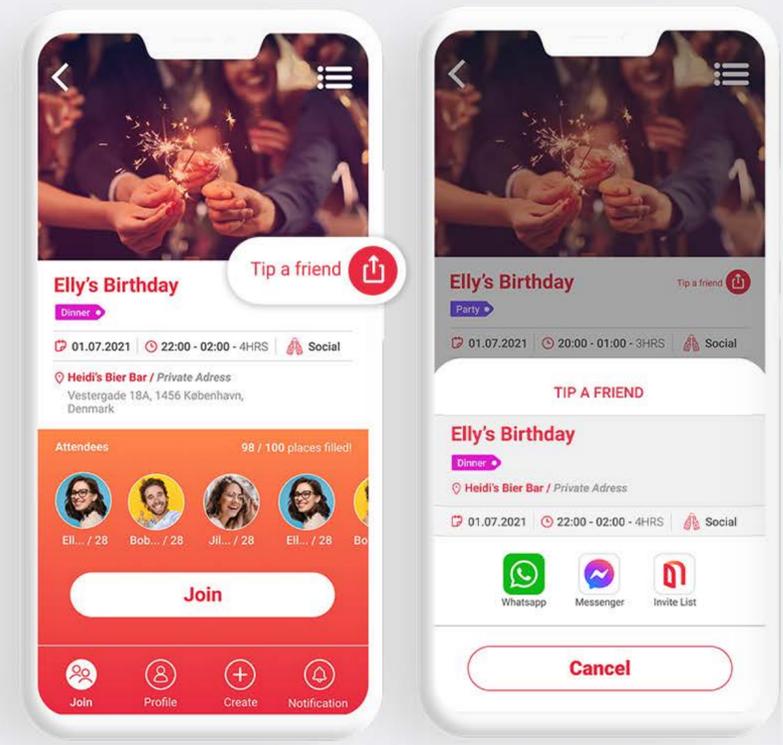
TAGS



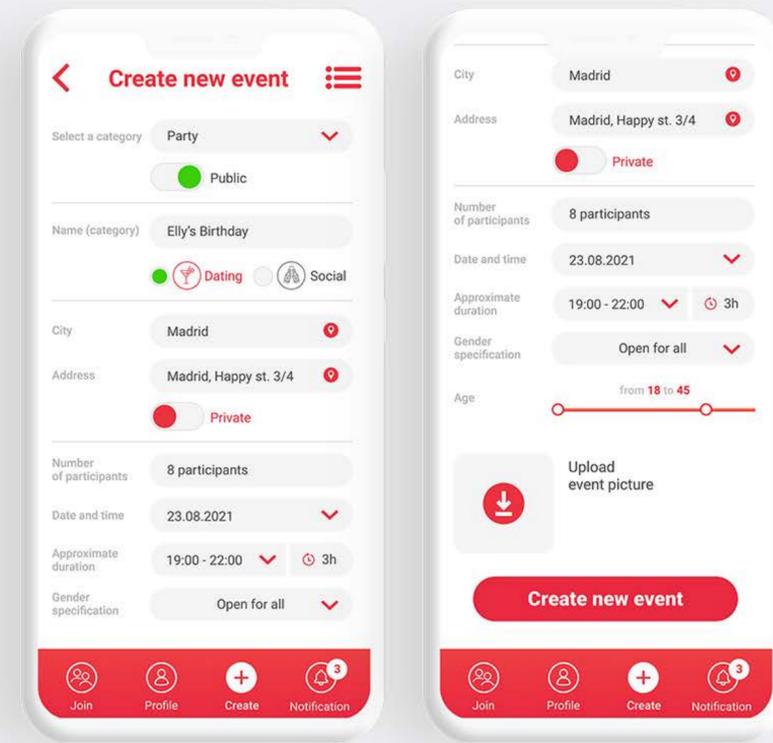
SEARCH EVENTS THROUGH FILTERS



SHARING EVENT



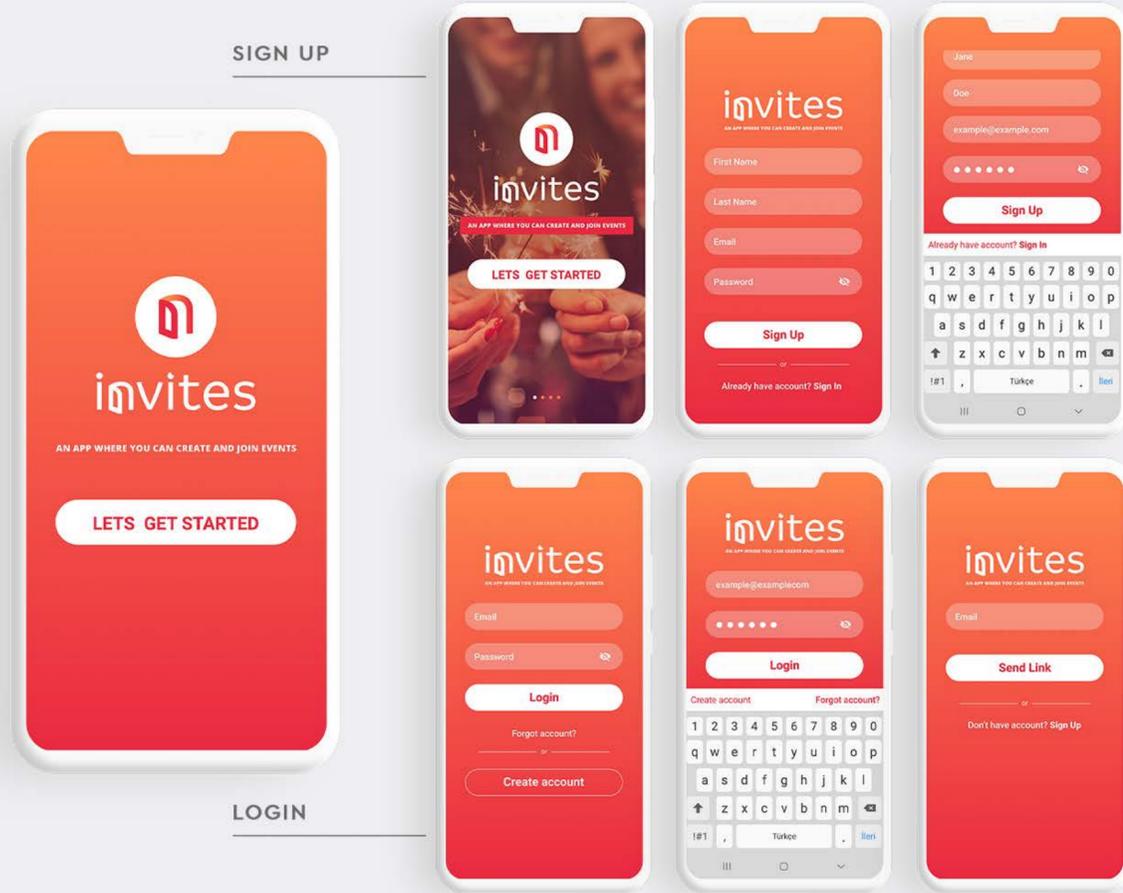
CREATING EVENT



EVENT NOTIFICATION



SIGN UP

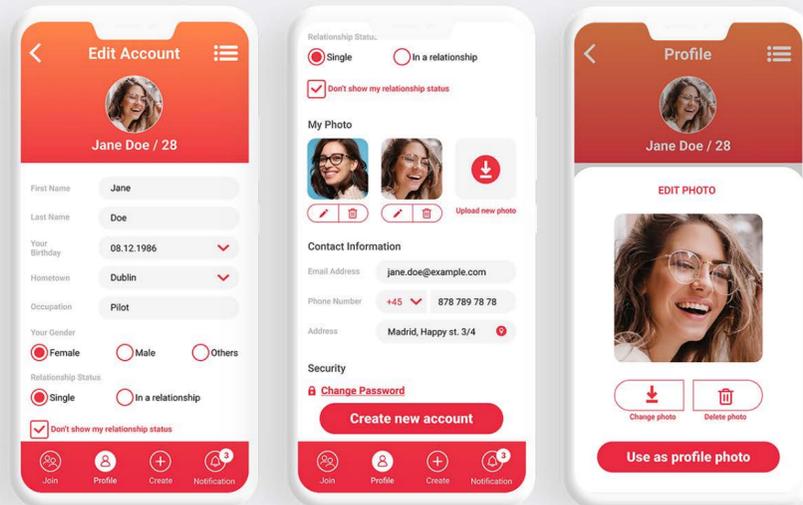


LOGIN

PROFILE



EDIT PROFILE



What Clients Say

"For over three years, e.t. design studio has felt like our design team abroad — fast, reliable, and always delivering high-quality work. We truly value the partnership."

Mike WEBER –
Frutero Founder

"Working with e.t. design studio was a game changer. They turned our idea into a beautifully designed, user-friendly app — and were incredibly responsive."

Michael OVIEDO,
Attic Millionaire Founder

"Elcin and her team have a wonderful design eye, and a wonderful design process. We love collaborating with them... Hire her, and don't look back!"

Brandon DUFOUR, Next Street
Founder / CEO

What Clients Say

"True professionals who intuitively understand the brief and delivers the concept on time and with great creativity."

Tom KEANE – Trusted Carers Founder

"Elcin did an outstanding job of understanding our brand and carrying it forward. We continue to use her for ongoing marketing projects."

Sam JACKSON – Triton Commercial Systems,
Marketing Director

Trusted by Clients Worldwide

Over **170 clients across 5 continents** — from consumer brands to biotech innovators.

We've partnered with:

- ▶ Consumer Brands
- ▶ Healthcare & Wellness
- ▶ Banking & Fintech
- ▶ Retail & Lifestyle
- ▶ Startups, NGOs
- ▶ Design Agencies
- ▶ Real Estate
- ▶ Biotech & AI Technologies

Clients come back because we **communicate clearly, deliver consistently, and stay invested in long-term results** — *building partnerships based on trust and shared goals.*



Meet Our Team



Elcin Tozge – Founder & Brand Designer

An integrated designer with 20+ years in branding, packaging, and digital design. She started at TBWA, BBDO, Geometry Global, and FCB, creating award-winning work for Coca-Cola, Unilever, and Starbucks.

Educated at Pratt Institute (New York) and UAL Chelsea College of Arts, Elcin leads e.t. Design Studio hands-on — from strategy to delivery.



Ahmet Uğurel – Creative Director & Brand Designer

A multidisciplinary creative with global brand experience, Ahmet has worked with Pegasus Airlines, Sony, Starbucks, Mercedes-Benz, and Microsoft. Featured in The Drum, Campaign, and MediaCat, he is also a jury member for the Davey & W3 Awards and an AIVA member.



Gamze Yilmaz – Lead UX/UI Designer

A product designer specializing in mobile apps and streaming platforms. Gamze builds scalable design systems and seamless cross-platform user experiences.



Ersin Tasarasi – CFO & Head of New Business

With a decade at Diageo Turkey managing cost processes and financial reporting, Ersin now combines financial strategy with business development — streamlining operations and building new partnerships.



Erem Kargül – Head of Creative Production

With 20+ years in fashion marketing, including leadership roles at Markafoni and Morhipo.com, Erem ensures standout visual content across shoots, video, and campaigns.

Our Team

NAME	TITLE
Elcin Tozge	Founder & Creative Director
Ahmet Ugurel	Creative Director & Brand Designer
Gamze Yilmaz	Product Designer & Lead UX/UI Designer
Ersin Tasarasi	CFO & Head of New Business
Erem Kargul	Head of Creative Production
Duygu Kocaagoglu	Senior Copywriter
Ceren Bettemir	Senior Art Director
Cansel Gonca	Art Director (UI/UX & Branding)
Dmytro Karanova	3D Artist

Let's Collaborate

We'd love to hear about your project — or your next creative collaboration.

Whether you're launching a new product, evolving an existing brand, or looking for a creative partner to support your team — we're here to help.

Let's talk about how we can bring your ideas to life — with strategy, creativity, and craftsmanship.

CONTACT:

Elcin Tozge

Founder & Creative Director

elcin.tozge@etdesign.uk

07482 993 700

London, SW15

www.etdesign.uk

e.t.
DESIGN STUDIO

Where Your
Brand's Creative
Journey Begins