



Arutyun & Galvo

# About the Agency CONCEPT

**Arutyun & Calvo is a full-service communications agency, but we prefer to call ourselves "Digital Engineers".**

**What is important to Engineers? What do Engineers do? Engineers design and create tools while thinking about quality and functionality. The better an engineer is, the more effective his tools are, the more reliable they are, the easier they are to use, and the better they cope with tasks.**



This is how we describe our desire to deliver high-quality professional tools to our clients that solve their problems. Long-term experience shows that in order to achieve high productivity in business, we should first of all analyse the effectiveness of the tools that are used to interact with the outside world. For example, in the world of advertising & marketing, we consider numerous components, beginning with brand identity and ending with resultant social media content. When communicating with government agencies or foreign partners, we provide the ability to communicate «in the same language».

# о6 Агентстве why us

**153 643**

MEDIA PUBLICATIONS ABOUT OUR CLIENTS

**> 100**

REALIZED PROJECTS



LOW PRODUCTION COSTS



WE ARE PARTNERS 1C BITRIX



MORE THAN 20 PARTNERED

World Media Leaders

WE ARE THE BEST

THAT'S IT



We generate business development and positioning tools based on analytics and statistics. Our goal is efficiency.

We offer a high-quality product, thinking not only about profit, but also about social responsibility.

Our team works with the understanding that their task is not only to create professional products, but also to attract financing for areas which are sometimes not a business priority.

Every project we create helps to support charitable initiatives in the social sphere.



**+** Expertise

Arutyun & Calvo

# expertise

## ICOMM

Communications Support for  
International contracts  
Assistance in finding foreign  
partners  
Adaptation of presentation  
materials for a foreign audience

## Pr

Development and  
implementation of PR strategy  
Work with media and bloggers  
Create relationships with  
investors, sponsors, and in  
financial circles

## Gr

Submission of initiatives to  
Federal authorities  
Interaction with Regional  
authorities  
Interaction with foreign missions  
of the Ministry of Foreign Affairs  
of the Russian Federation and  
Russian Houses abroad

## Marketing

Create Marketing Strategies  
Branding  
Audience and media analytics  
Customer Journey Map

# expertise

## Web.dev

- Create websites
- Create Automated Processing Systems
- Create online stores
- Website support and development
- Search Engine Optimization

## Creative

- Concept creation
- Naming
- Brainstorming

## Advertising

- Development and implementation of advertising strategies
- Development and maintenance of unique advertising campaigns

## Design

- Identity
- Logos
- Graphic arts production and printing
- Presentations





# + Portfolio

Arutyun & Calvo

# Imperial Wedding



## Responsibilities

+ Three days of historical and cultural events.

### Event

- Systemisation of work with guests
- Logistics development
- Organisation of Foreign Guest entry
- Work with technical sub-contractors
- International Protocol work with distinguished guests.

### Marketing

- Development of marketing concept
- Management of media representation
- Graphic arts production and printing
- Development and production of commemorative objects

### Pr

- Preparation of press kits
- Preparation of press releases
- Liaison with key media representatives
- Selection of and work with sponsors



# Responsibilities

## Gr

- Obtaining entry visas for foreign guests
- Organisation of security and logistics for VIPs
- Obtaining event permits
- Conducting presentations to Government agencies

## Web.dev

- Design and production of a guest management and access system
- Design and production of guest registration system

## Design

- Design and production of invitation sets
- Design and production of event locations
- Design and production of printed materials
- Design and production of commemorative objects
- Design of informational materials for guests

## Production

- Organising and producing photoshoots
- Photo and video support at events

## Imperial Wedding





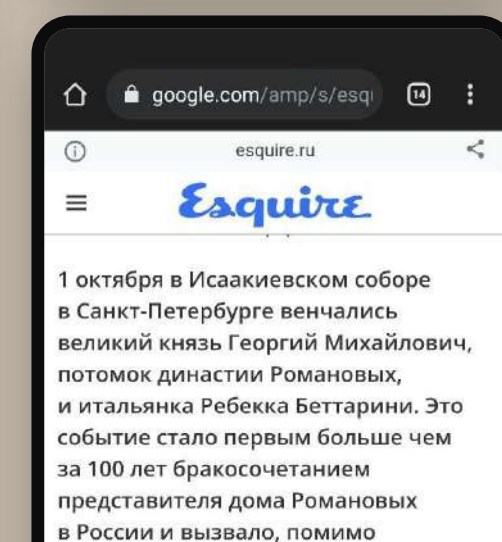
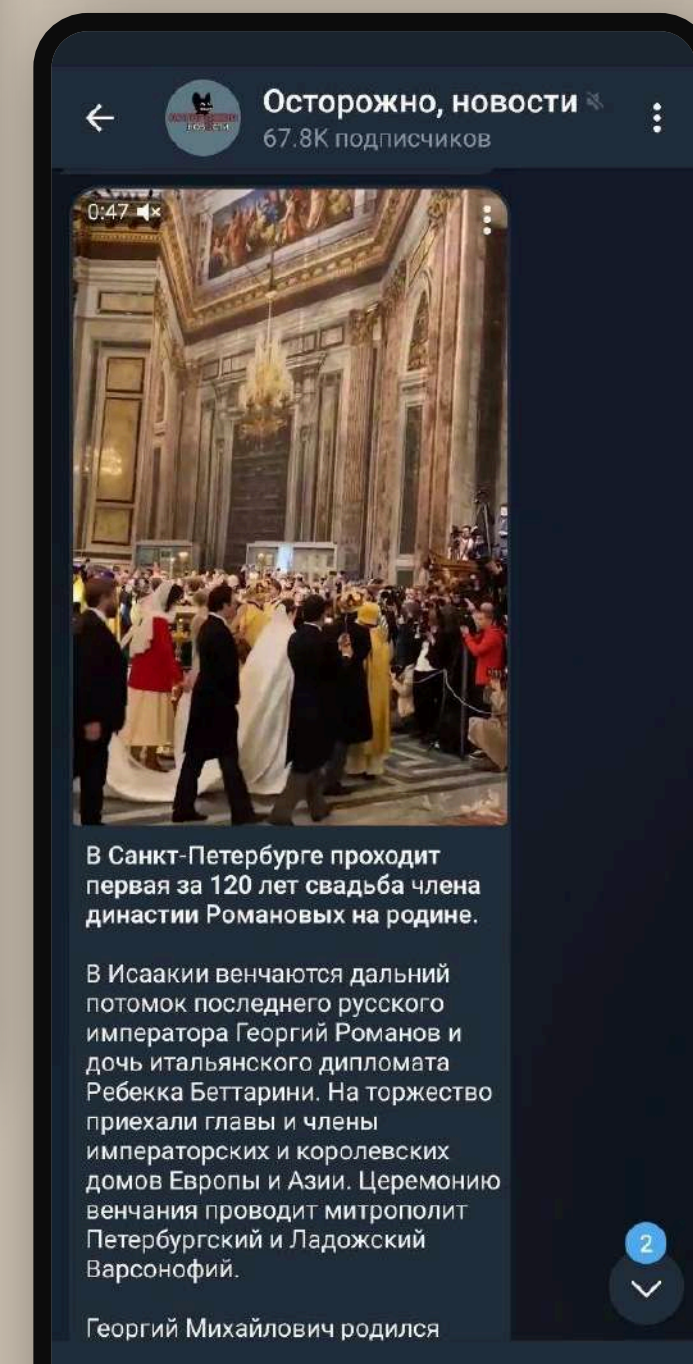
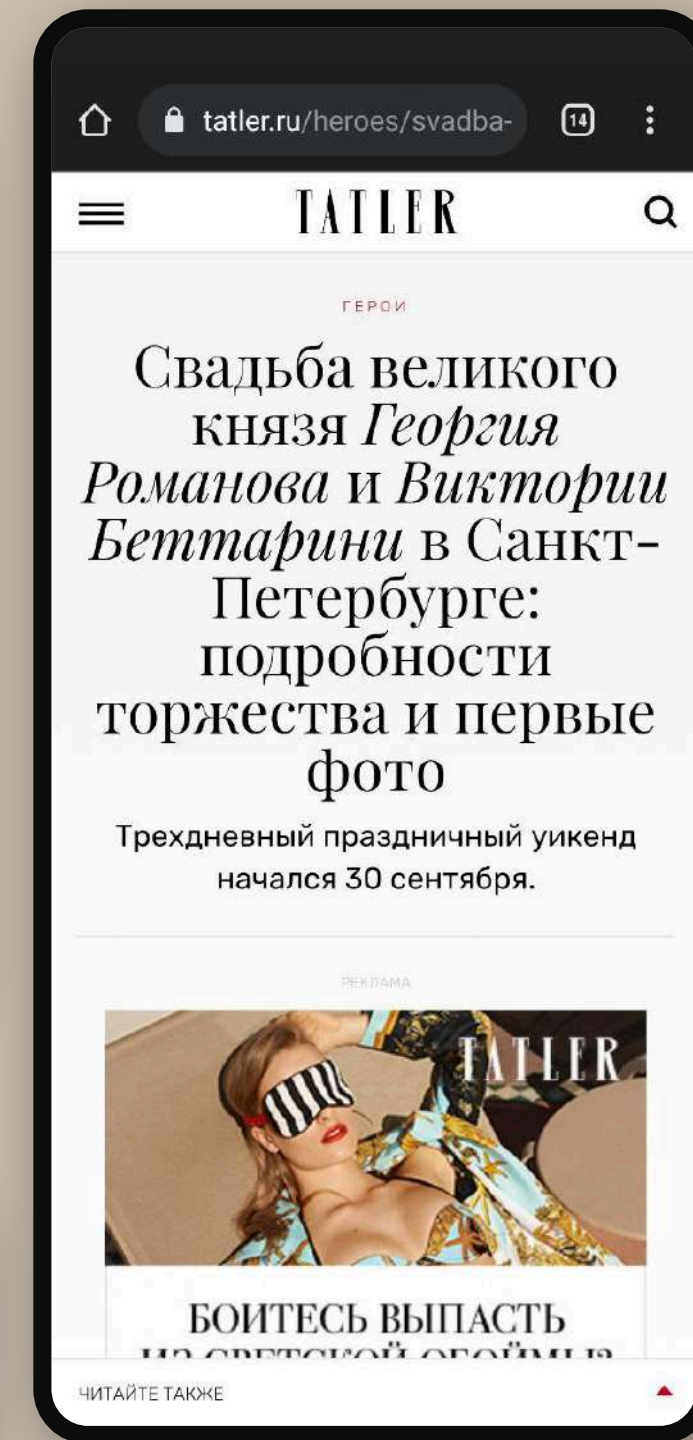
# Results

+  
**4297**  
Publications

+  
**128 m.**  
Reached by  
Media Campaign

+  
**10**  
Main event  
sponsors

+  
**1000**  
Invited guests





# Results

# Imperial Wedding



## GUEST REGISTRATION QUESTIONNAIRE

PLEASE CONFIRM YOUR ATTENDANCE

I WILL ATTEND

I WILL NOT ATTEND

### EVENTS PROGRAMME

A Welcome Cocktail will be held on Thursday, September 30th.  
Attire: black tie.

The Wedding Ceremony will be followed by a Gala Dinner on Friday, October 1st.  
Attire: white tie, tiaras may be worn

A Brunch will be offered on Saturday, October 2nd.  
Attire: informal.

We are always ready to assist you with any questions.

c 10:00 до 18:00 (Moscow time)

+7 (495) 111-5234

[imperialwedding@imperialhouse.moscow](mailto:imperialwedding@imperialhouse.moscow)



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DEAR IMPERIAL WEDDING GUESTS,

Please fill out the following electronic form. The data we ask for is extremely important for us to assist you in acquiring special entrance permissions (due to Covid-19 restrictions) and to generate individual QR access codes to the events.

PERSONAL INFORMATION

your full name (as it appears on your travel documents)  

Date of birth:

Please enter names and photos of those accompanying you.

IF YOU HAVEN'T RECEIVED YOUR PAPER INVITATION, PLEASE INDICATE YOUR ADDRESS

state:  city:  zip code:   
 street, building, flat:   
 country:

PLEASE INDICATE THE COUNTRY WHERE YOU WILL PROCESS YOUR VISA

country:

YOUR STAY

ARRIVAL / DEPARTURE TIME

2.November 06:00 pm - 4.November 02:00 am

YOUR FLIGHT NUMBER

arrival:  departure:

Filter

SOURCE

EVENTS

HOTEL

Statistic

TOTAL 661		
ATTEND 652	NOT ATTEND 0	
FOREIGNERS 215	RUSSIANS 172	Foreigners in RU 16
W. COCKTAIL 278	MARRIAGE 613	
GALA 437	BRANCH 493	
ASTORIA 115	ANGLETTER 76	FOUR SEASONS 0

Guests: 30 / 420 x 436

CATEGORY	SUBCATEGORY	STATUS	NAME	EMAIL
FOREIGNERS	RUSSIAN	ATTEND	FERDINAND PRINZ ZU LENINGEN	VLB@PRINZEN.DE
FOREIGNERS	RUSSIAN	ATTEND	NARDES GARY	NARDES.GARY@GMAIL.COM
FOREIGNERS	FOREIGNER	ATTEND	WEYDESS FABIAN MARCEL PIERRE	FABIANWEYDESS@HOTMAIL.COM
FOREIGNERS	FOREIGNER	ATTEND	MAURIZIO MOGLIA	MAURIZIO.MOGLIA@VERIZON.COM
FOREIGNERS	FOREIGNER	ATTEND	PETRANA COLESANTI	PETRANA@GMAIL.COM
FOREIGNERS	FOREIGNER	ATTEND	FRANCE MAJOIE LE LOUS	LACHATMAJOLE@GMAIL.COM
FOREIGNERS	FOREIGNER	ATTEND	JOHN KIERAN MCCAFFREY	JOHN@CALLEDFOUNDATION.COM
FOREIGNERS	FOREIGNER	ATTEND	DAVID B. MOWERS	DMOWERS@GMAIL.COM
FOREIGNERS	FOREIGNER	ATTEND	NICHOLAS B. A. NICHOLSON	NICHOLSON@GMAIL.COM
FOREIGNERS	FOREIGNER	ATTEND	IMPEMBELE ZIKONDA NTAMA	REBECCA@NTAMA@GMAIL.COM
FOREIGNERS	FOREIGNER	ATTEND	ROBERTO BETTARINI	CASAVARONABETTARINI@GMAIL.COM
FOREIGNERS	FOREIGNER	ATTEND	JACQUELIN D'OLIVIERE (COMTE)	JO@OLIVIERE.COM
FOREIGNERS	FOREIGNER	ATTEND	UYTENDHOVE CHARLES-ANTOINE	C@UYTENDHOVE.COM
FOREIGNERS	FOREIGNER	ATTEND	JEROME ALAIN HUGUES CARON	JCARON@GMAIL.COM
FOREIGNERS	FOREIGNER	ATTEND	BELOSSELSKY BELOZERSKY STEPHANE	S@BELOSSELSKY@GMAIL.COM
FOREIGNERS	FOREIGNER	ATTEND	NICOLAS MARTIN FONTAINE	N@FONTAINE@GMAIL.COM
FOREIGNERS	FOREIGNER	ATTEND	GIULIA CACCIAIORE	G@CACCIAIORE@GMAIL.COM
FOREIGNERS	FOREIGNER	ATTEND	RUSSELL EDWARD MARTIN	MARTIN@GMAIL.COM
FOREIGNERS	FOREIGNER	ATTEND	MICHAEL DE LANTIVY DE TREDON	M@LANTIVY@GMAIL.COM
FOREIGNERS	FOREIGNER	ATTEND	FABIO MAXIMO CASSANI PIGNOTTI	C@PIGNOTTI@GMAIL.COM



# Resonance

NEWS AGENCIES AND TV-CHANNELS



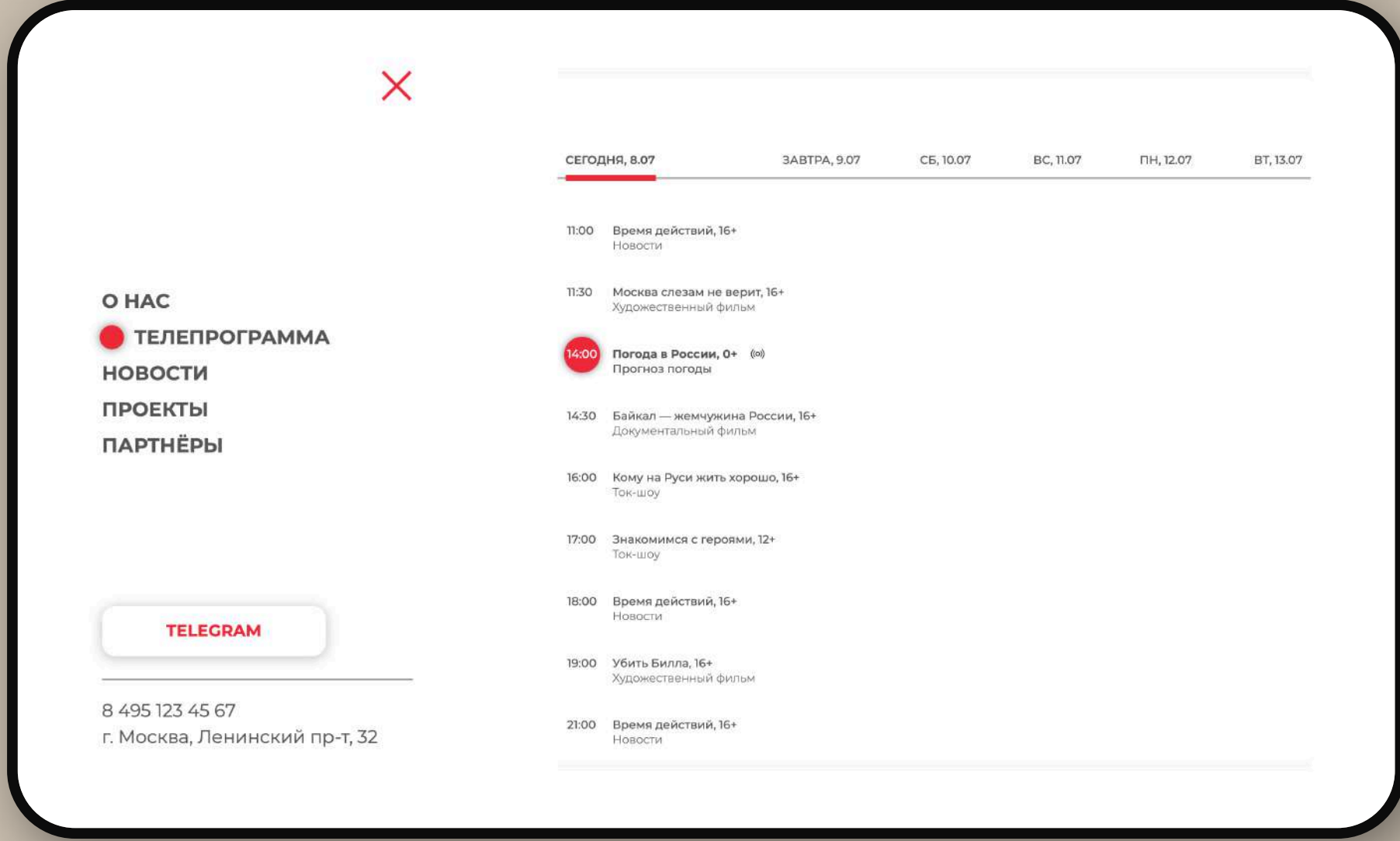
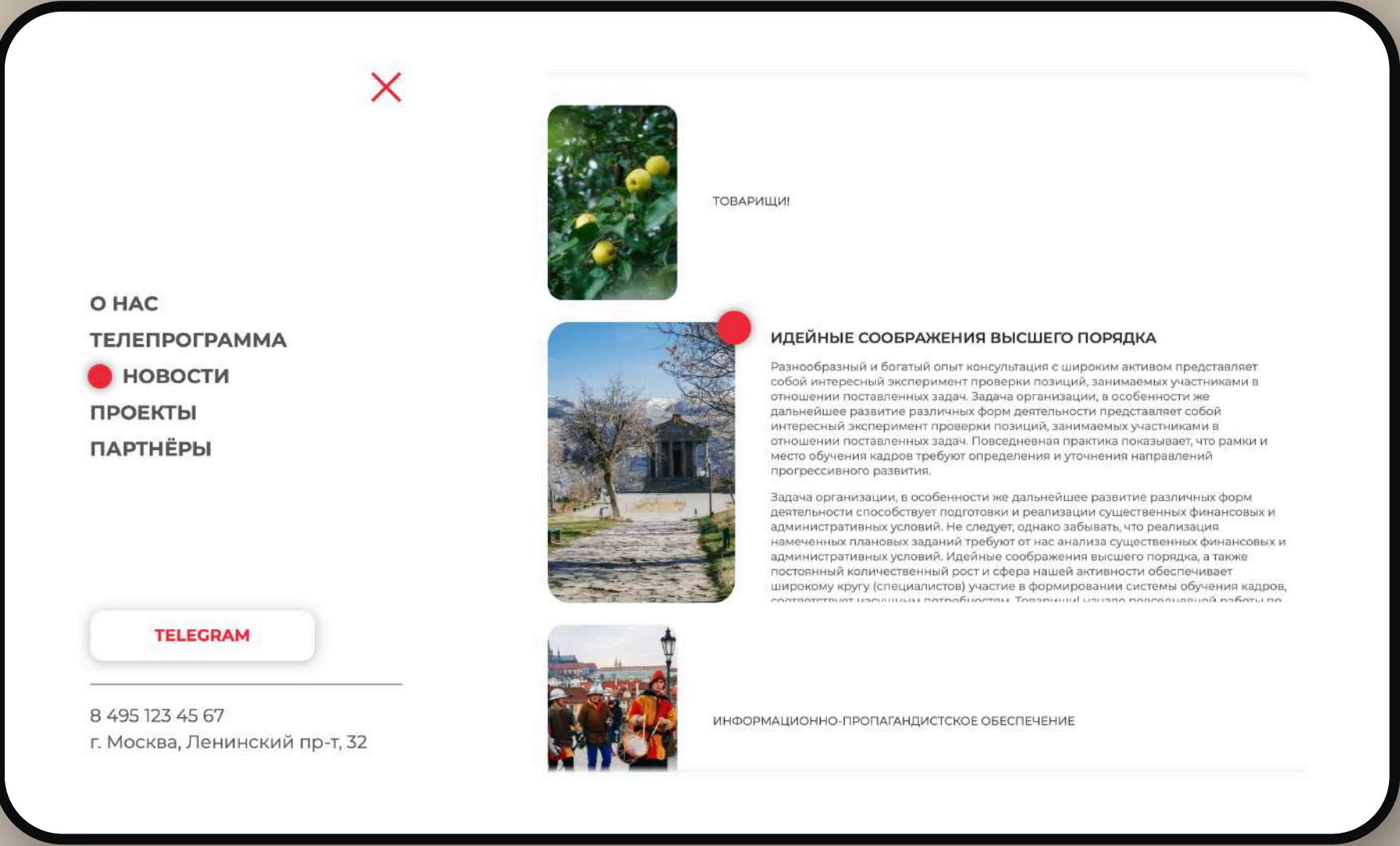
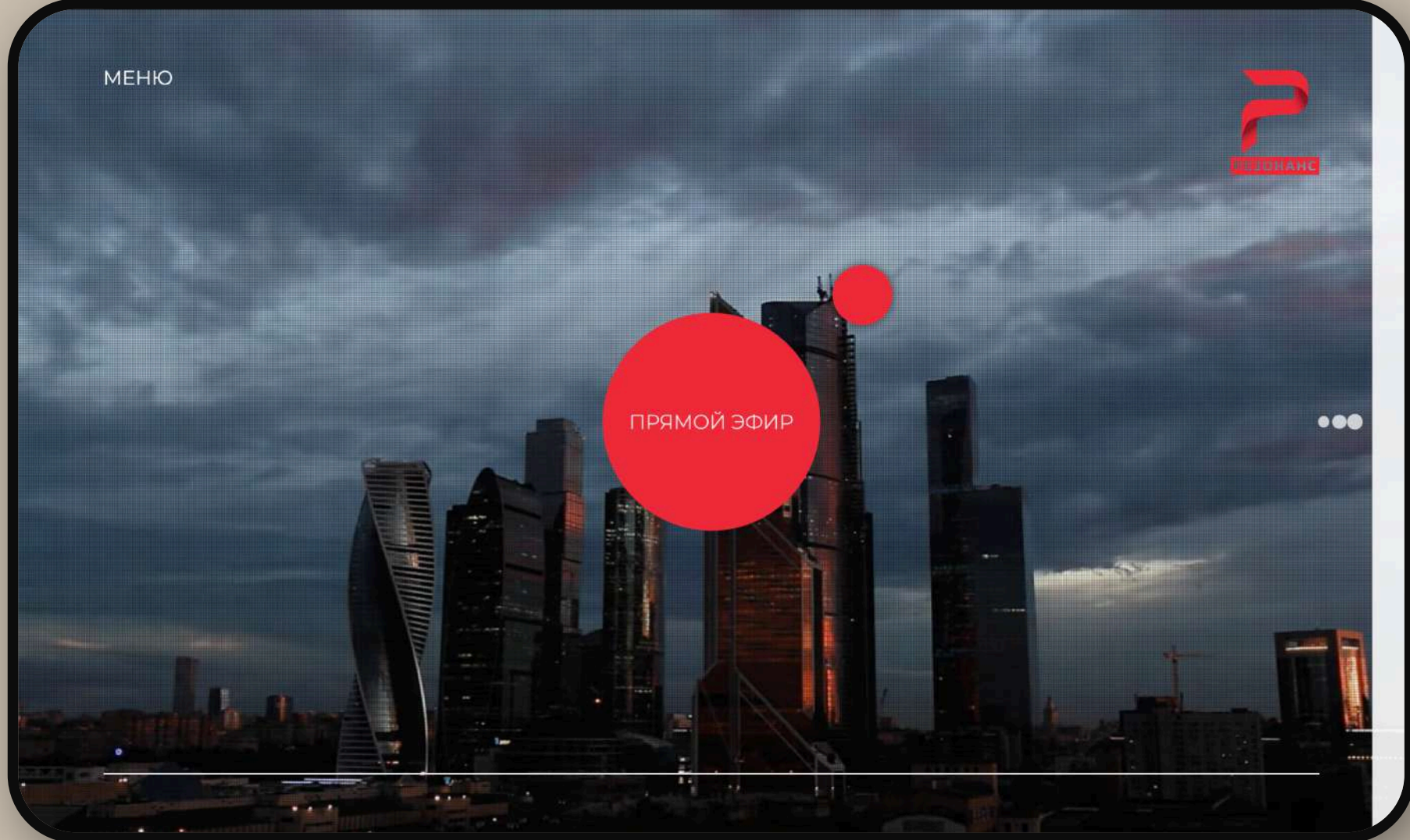
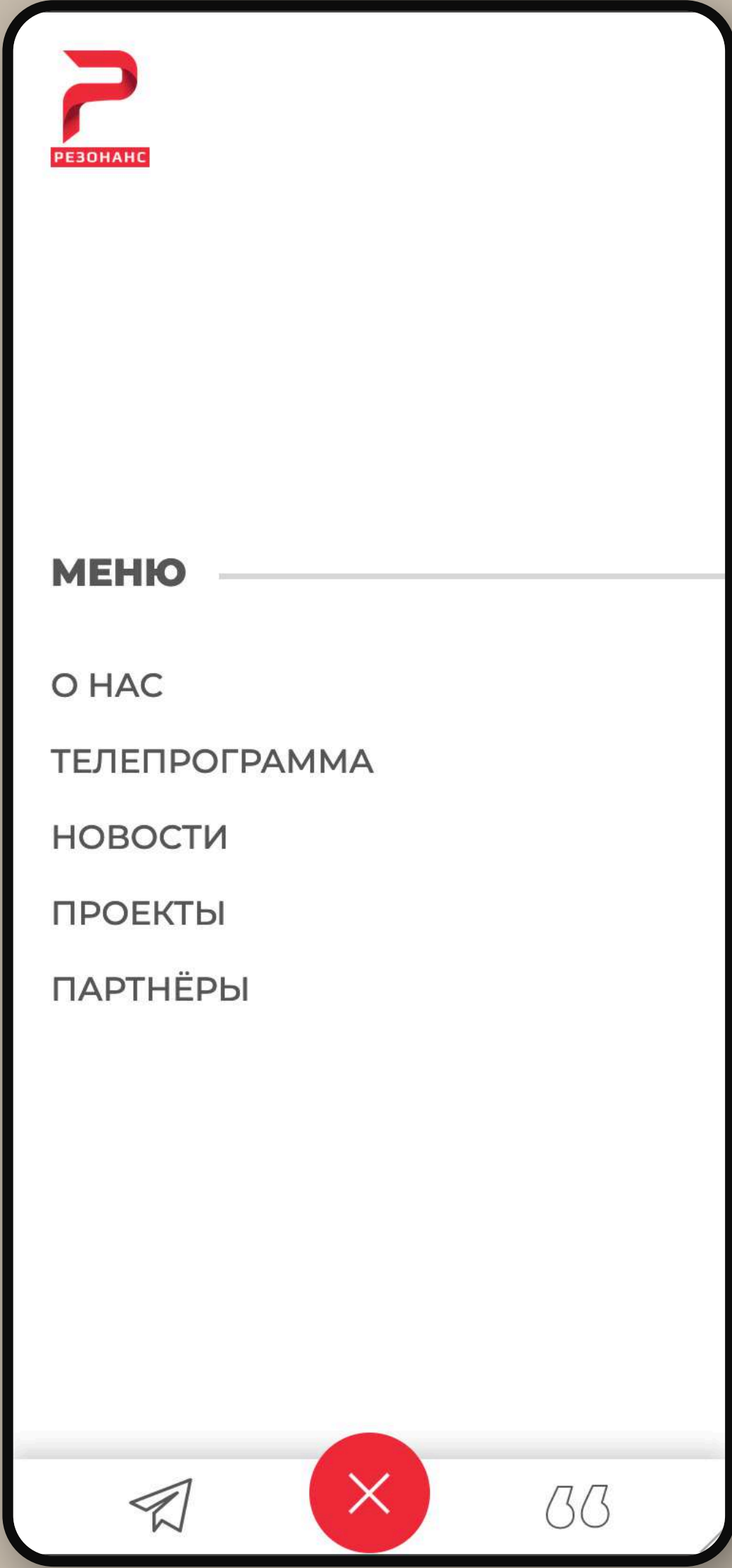
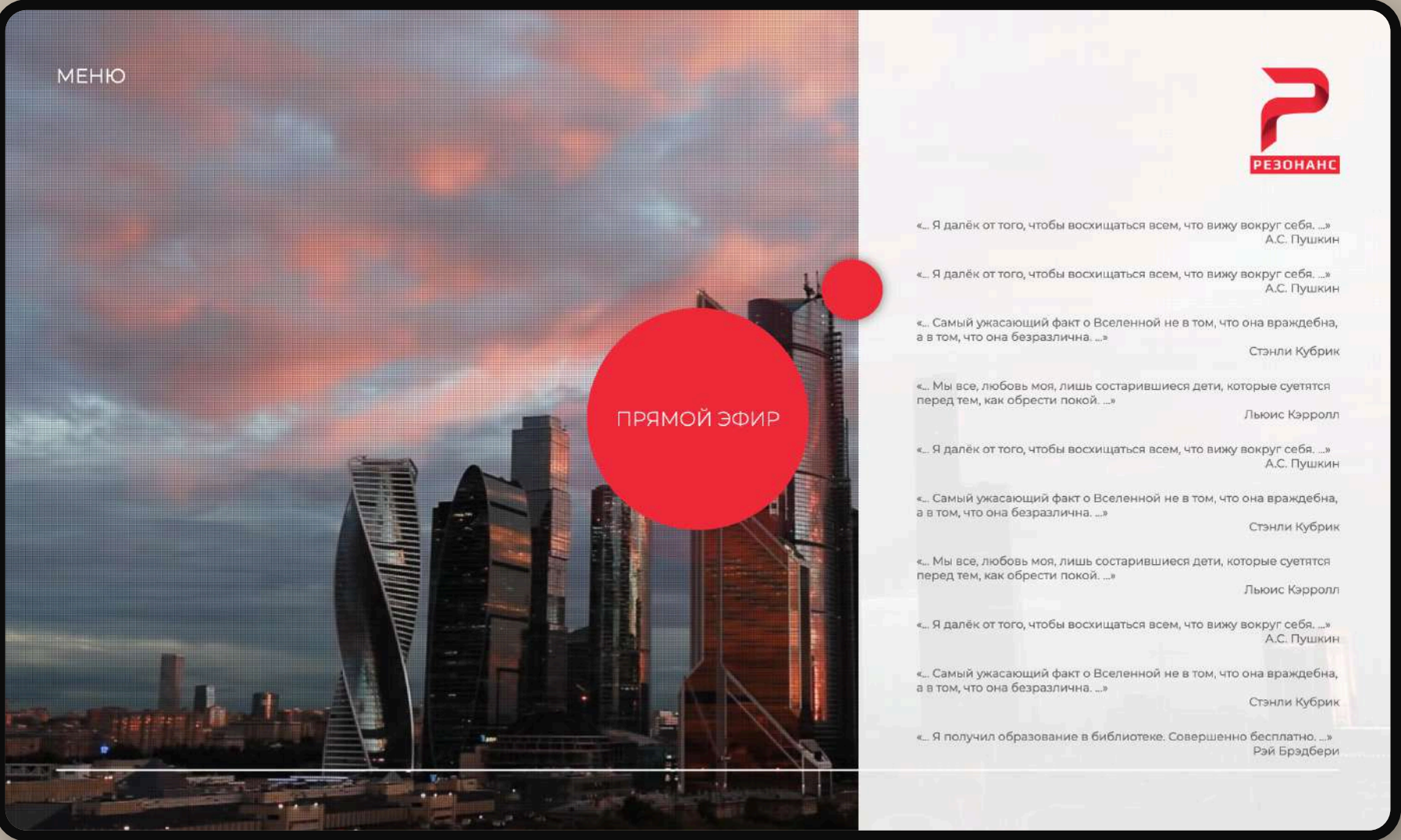
Development of a basic set of company identity, website design and development

## Web.dev

Logo design  
Website design and production









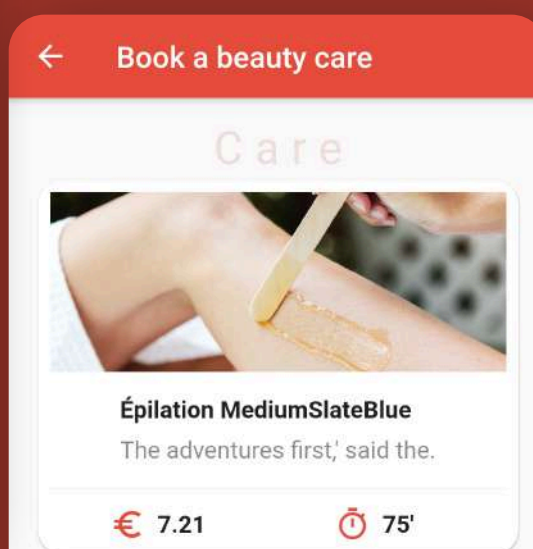
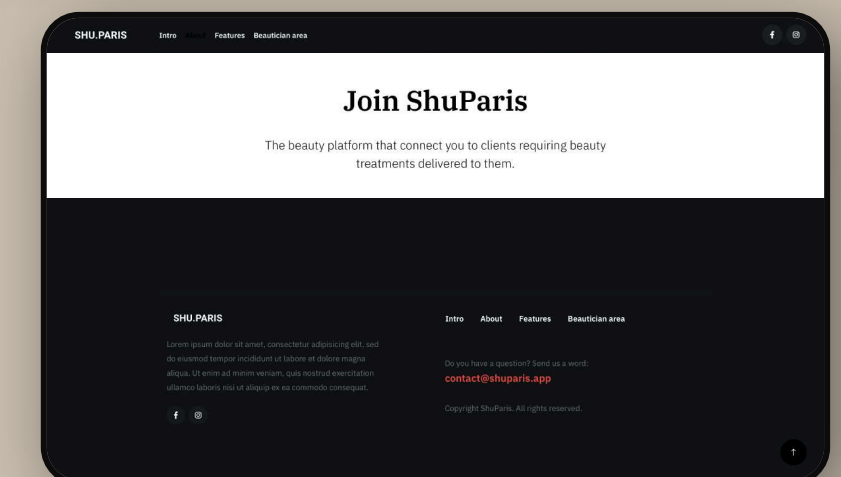
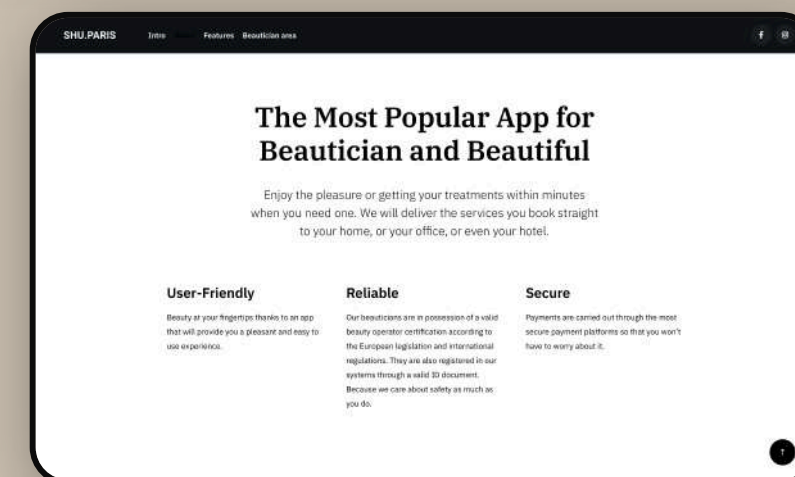
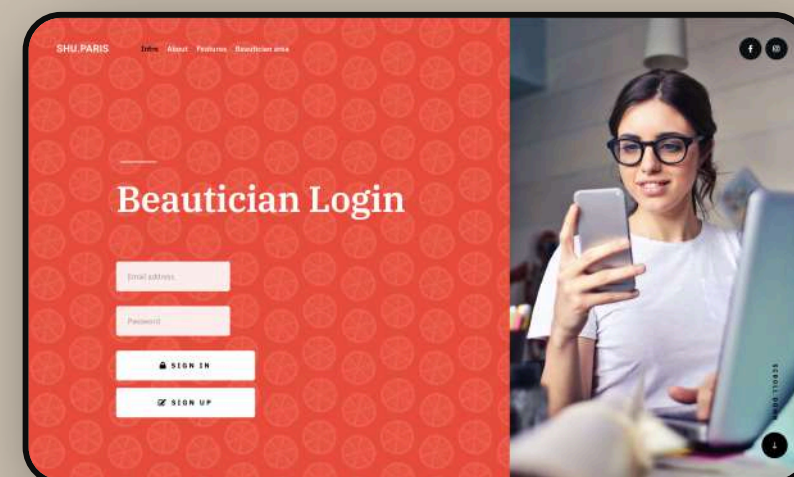
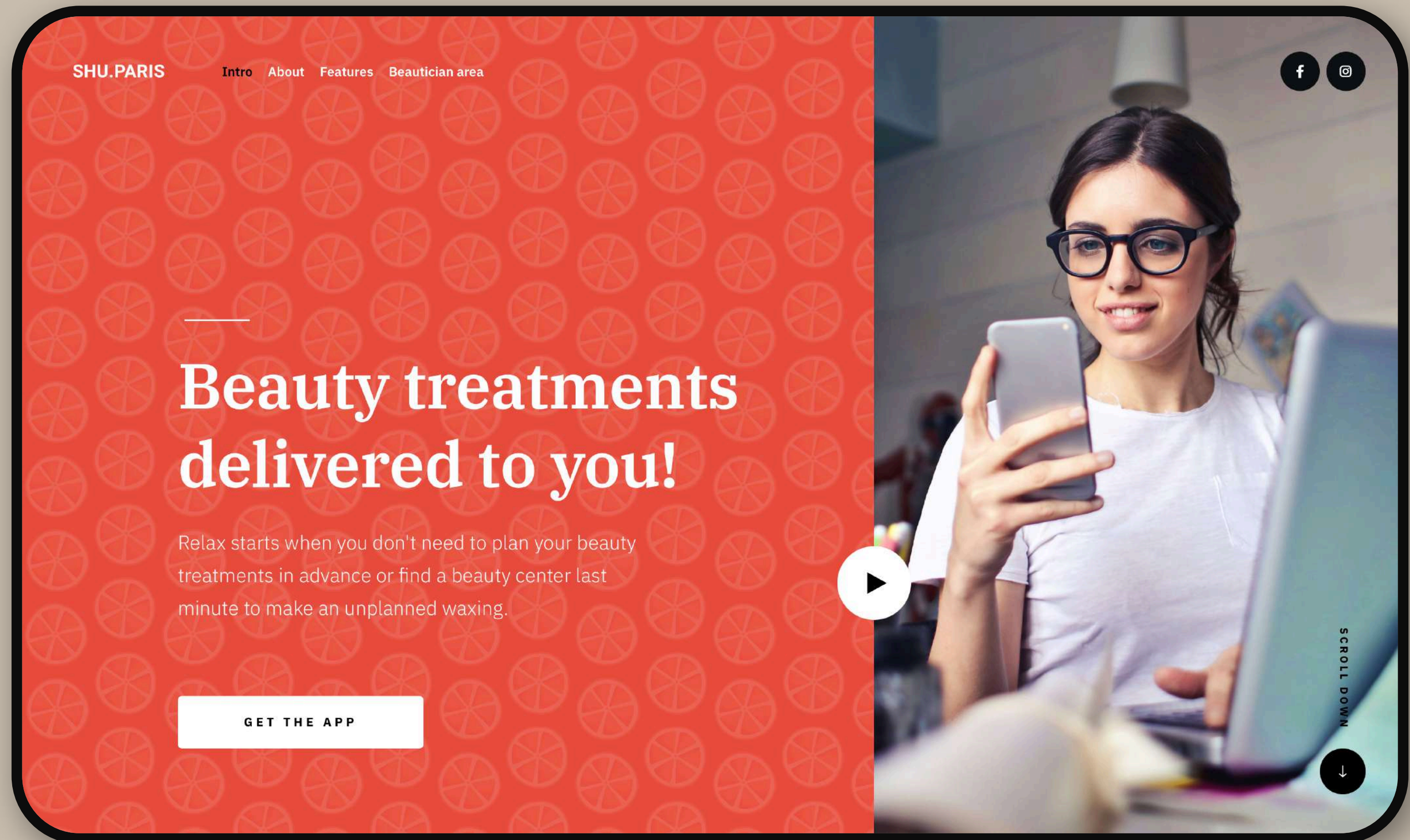
# ShuParis

## APP FOR COSMETOLOGISTS

+ An APP for the EU which brings together cosmeticians and the consumers who are looking for respective services

## Web.dev

Website development and product application testing





# Russian Imperial Foundation

CHARITY FUND

## Responsibilities

+ The Russian Imperial Foundation was founded by George Romanov. The Foundation's interests include medical research, support for environmental projects, and the organisation of charitable events to provide urgent financial assistance to those in need

### Marketing

- Developed concept for the Fund's positioning
- Competitive analysis

### Web.dev

- Website design and production
- Design and production of a new website, uniting the different branches of the foundation

### Design

- Development of foundation logo
- Development of Brand guidelines and standards
- Development of business branding
- Website design



# Responsibilities

## Руководство по бренд-айдентике

### ЛОГОТИПЫ



**Российский  
Императорский  
Фонд**



**Russian  
Imperial  
Foundation**

СИГНАТУРА

ДЕСКРИПТОР

Логотип Российского Императорского Фонда является стилизацией фамильного герба рода Романовы. В голубом поле изображение стоящего на задних лапах грифа в белом цвете, в лапах поднятый вверх меч и щит, увенчанный орлом. Конструктивно логотип состоит из сигнатуры и дескриптора.

- a. **сигнатура** французский щит с размещенным поверх геральдическим грифоном
- b. **дескриптор** надпись, в русской локализации, «Российский Императорский Фонд» и в английской «Russian Imperial Foundation».

охранная зона логотипа, составляет 10мм.

Логотип имеет 2 цветовых исполнения:

1. RIF saphire blue
2. Simple black

Основным видом логотипа является полноцветное исполнение «RIF saphire blue»

### ШРИФТОВАЯ СХЕМА

#### Заголовок

FONT MONTERRAT | SEMI-BOLD

А Б В Г Д Е Ё Ж З И Й К Л М Н О П Р С Т У Ф Х Ц  
Ч Ш Щ Ъ Ы Ь Э Ю Я  
а б в г д е ё ж з и й к л м н о п р с т у ф х ц ч ш щ ъ ы ь э ю я

0 1 2 3 4 5 6 7 8 9

#### Текст

FONT MONTERRAT | LIGHT

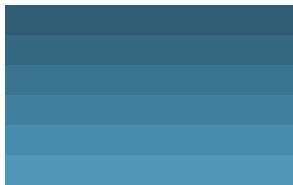
А Б В Г Д Е Ё Ж З И Й К Л М Н О П Р С Т У Ф Х Ц  
Ч Ш Щ Ъ Ы Ь Э Ю Я  
а б в г д е ё ж з и й к л м н о п р с т у ф х ц ч ш щ ъ ы ь э ю я

0 1 2 3 4 5 6 7 8 9

### ЦВЕТОВАЯ СХЕМА

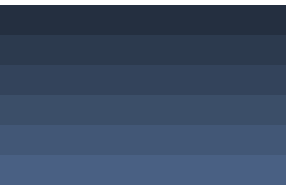
#### RIF saphire blue

Pantone 7701C  
RGB: 47 93 116  
CMYK: 59 20 0 55  
HEX: #2F5D74



#### RIF royal blue

Pantone 2865C  
RGB: 36 47 64  
CMYK: 44 27 0 75  
HEX: #242F40



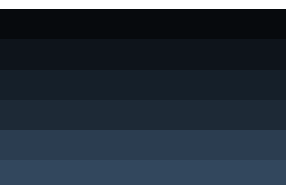
#### RIF imperial orange

Pantone 1375C  
RGB: 252 163 17  
CMYK: 0 35 93 1  
HEX: #FCA311



#### RIF rich black

Pantone Black 6 C  
RGB: 7 10 13  
CMYK: 46 23 0 95  
HEX: #070A0D



en ru



## Russian Imperial Foundation.

SEE OUR PROJECTS →



## Российский Императорский Фонд.

Российский императорский фонд был основан Георгием Романовым в 2013 году и датой своего создания отметил 400-летие Дома Романовых. В сферу интересов Фонда входят медицинские исследования, поддержка экологических проектов и организация благотворительных мероприятий для оказания неотложной финансовой помощи.

123242, Москва, Новинский бульвар, 31  
contact@imperialfoundation.com

ПРОЕКТЫ →



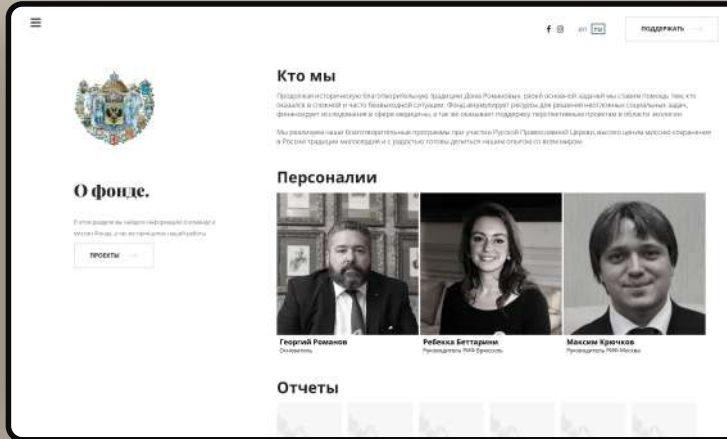
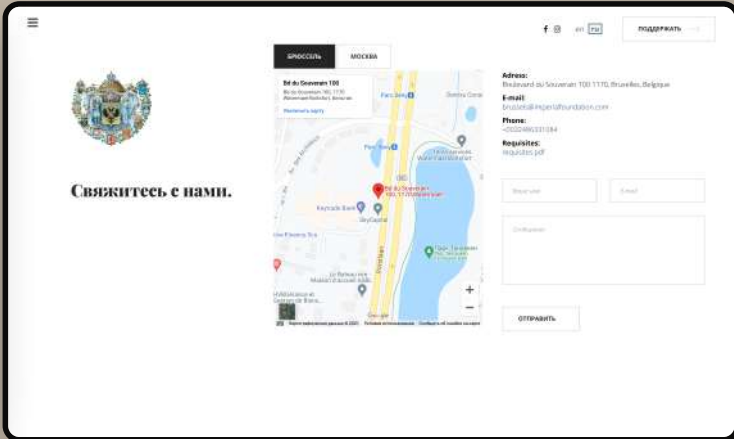
**Помолвка**  
Поздравляем с помолвкой наших руководителей

f i en ru

ПОДДЕРЖАТЬ →



**7 Мая 2014 года Его Императорское Высочество Великий Князь Георгий Михайлович подписал решение о создании Российского Императорского Фонда исследований онкологических заболеваний**  
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# Gazprom Avtomatizatsiya

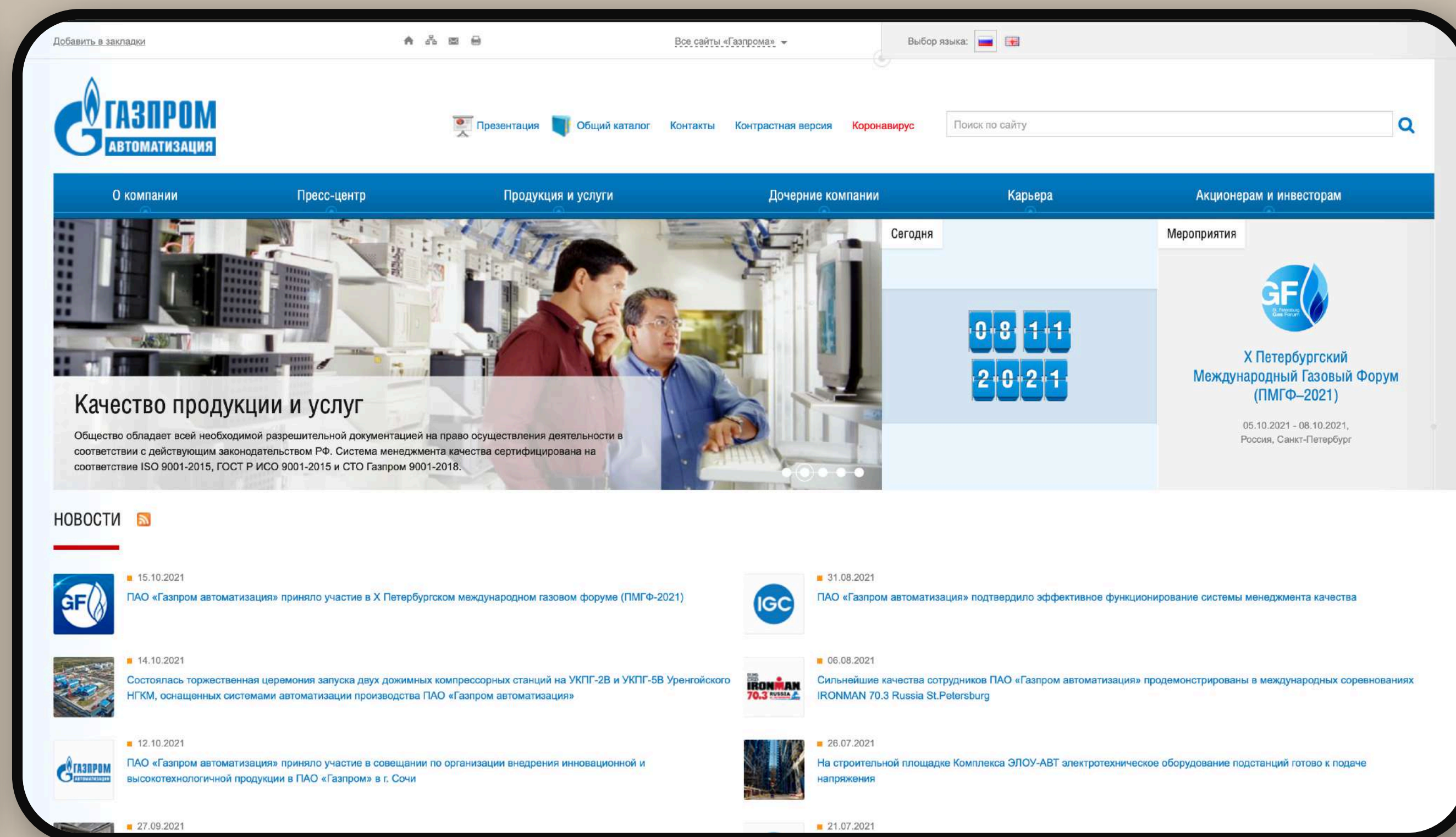
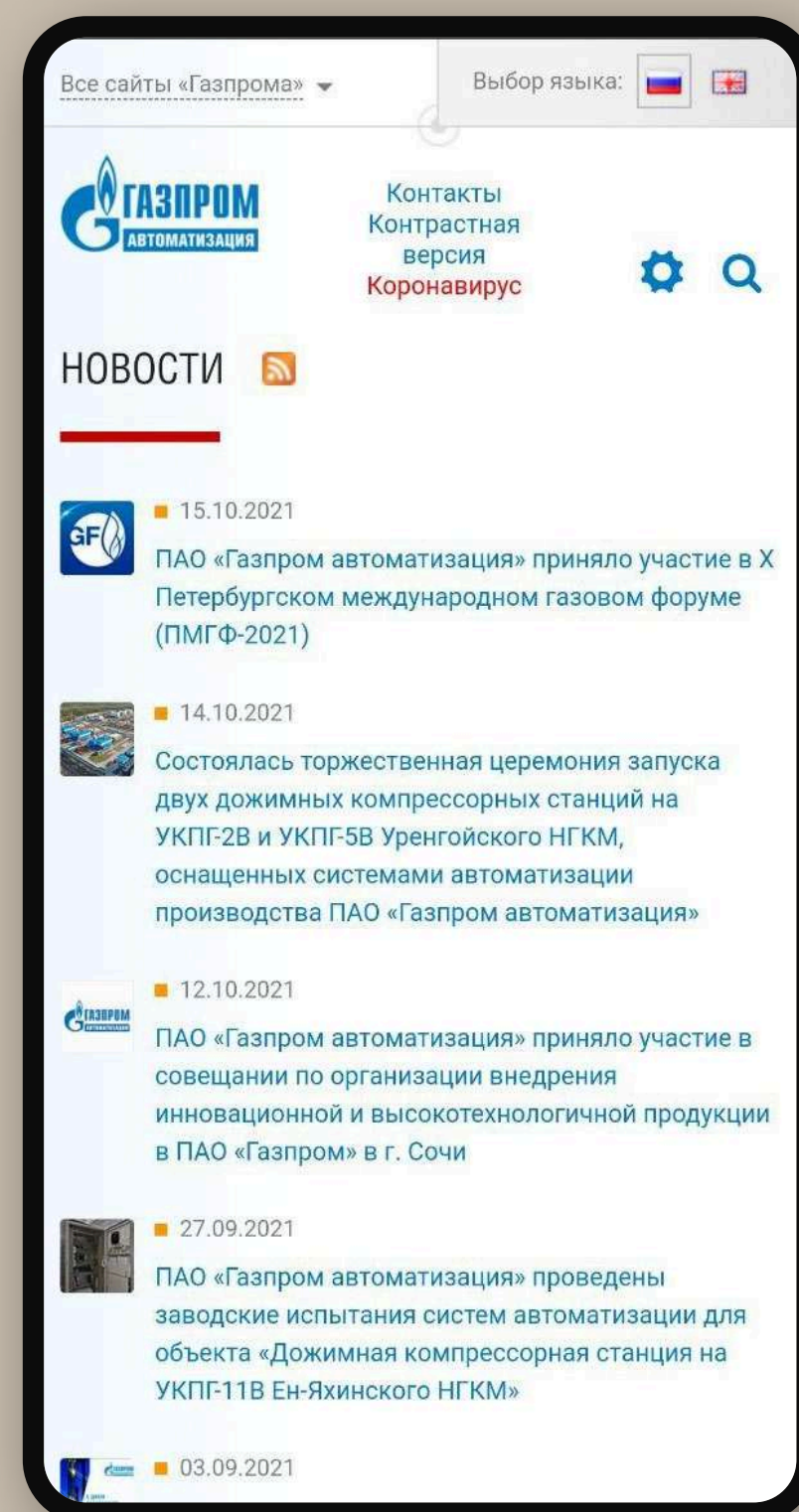
CORPORATE WEBSITE DEVELOPMENT



Gazprom avtomatizatsiya is a company that has successfully operated in the fuel and energy sector for more than 55 years and is one of the key companies in the gas industry

## Web.dev

Website development and production





# Arutyun & Galvo

scalpel



hammer

style



functionality

high-technology



reliability

knowledge



experience

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