

Ростелеком

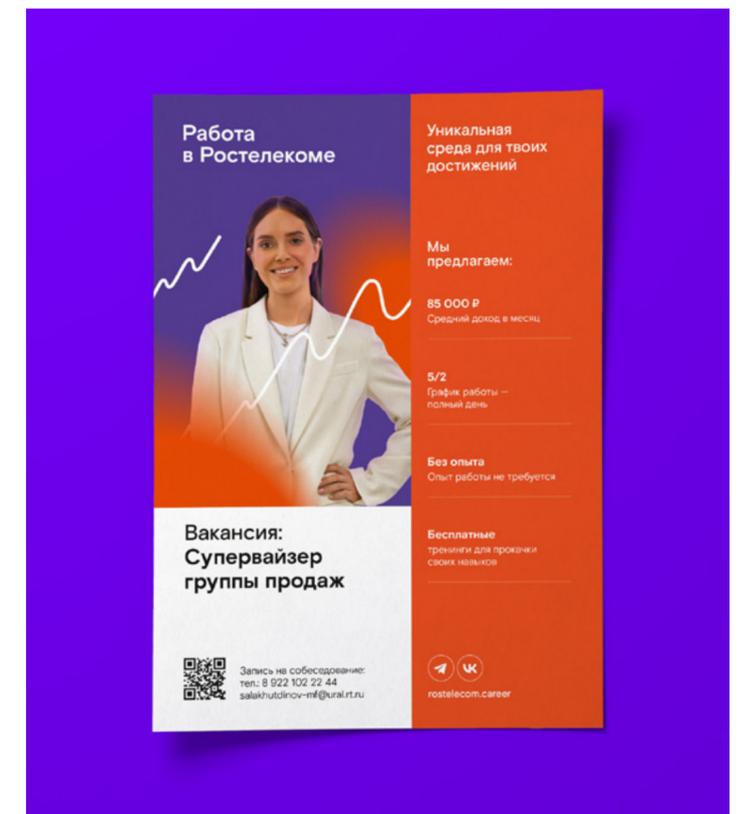
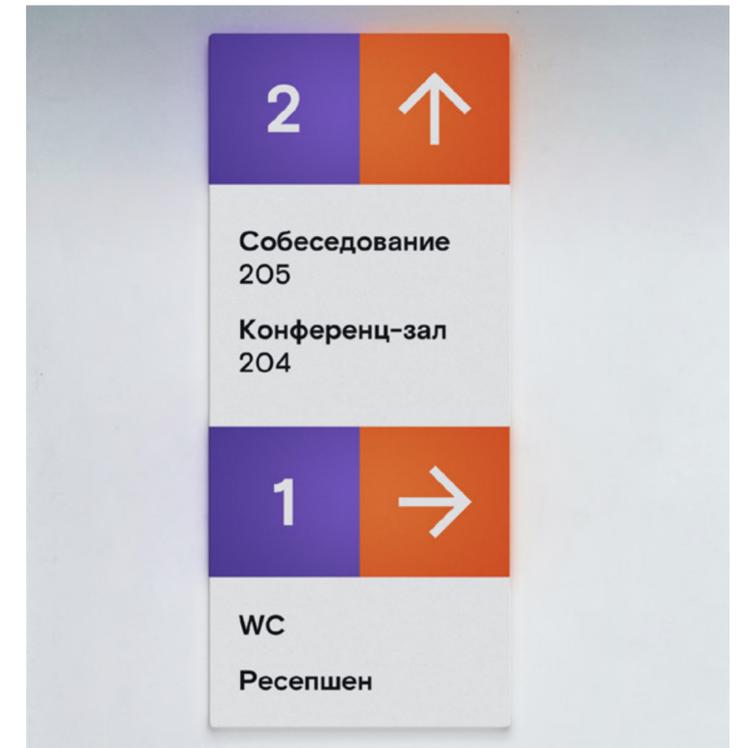


DESIGNING COMPANY MERCHANDISE AS AN ELEMENT OF ROSTELECOM'S REVAMPED HR BRAND

The ambitious HR brand book project for Rostelecom PJSC included creating company swag. The task was to turn each branded item into a medium for communicating the brand's realigned values, a relevant and powerful tool that can help transform a workforce into a team.

Idea

The key idea was that company swag would be used as yet another kind of marketing collateral communicating Rostelecom's visual identity that had been introduced for HR communications. It was supposed to build on the company's HR strategy. Our aim was to make sure that each item is perfect for everyday comfort.





Design system

Starting from the visual identity design phase, the main task was to create a user-friendly and functional tool that would work on different kinds of communication materials. We came up with a perfect solution — a flexible design system of blocks that could easily be adjusted to fit any medium. This was the system that we applied to company swag, which helped us bind individual items of the collection into a visually and conceptually coherent whole. While the blocks ensure style continuity and brand awareness, it is the doodles that take care of the emotional part. These original graphic elements enhance the designs with their rich connotations and metaphors.



A holistic approach

When we worked on the merchandise, we aimed to take a holistic approach: for example, when we were exploring the prints to use on clothing items, we also experimented with garment design by mixing and matching fabrics of different colour. Wherever possible, we would stick with the item's actual colour and just throw in some accents — doodles, illustration or text lines. The item's visual appeal is supported by its feel: we sourced top-quality safe materials for the items we included in our collection. To make a subtle yet strong connection with Rostelecom, and also to make sure the brand's name is visible at all times, the collection uses branded trims. As the result, we created a company merchandise collection where each piece is both a medium that communicates company narratives and an item that people love to use.

All design guidelines on merchandise for the current and future collections were summarised in the merch book — a standalone detailed section of the HR guide book.



