



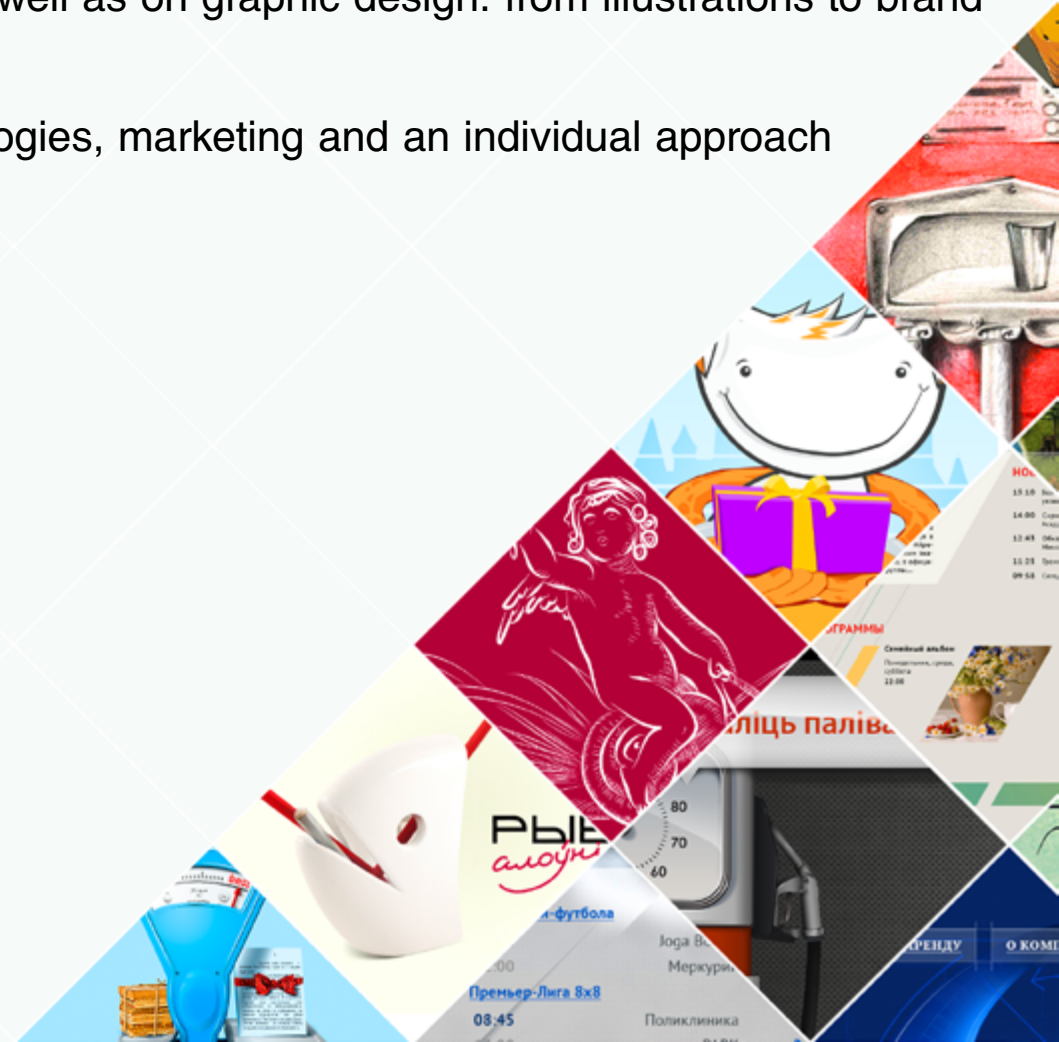
Websites. Applications. Identity.

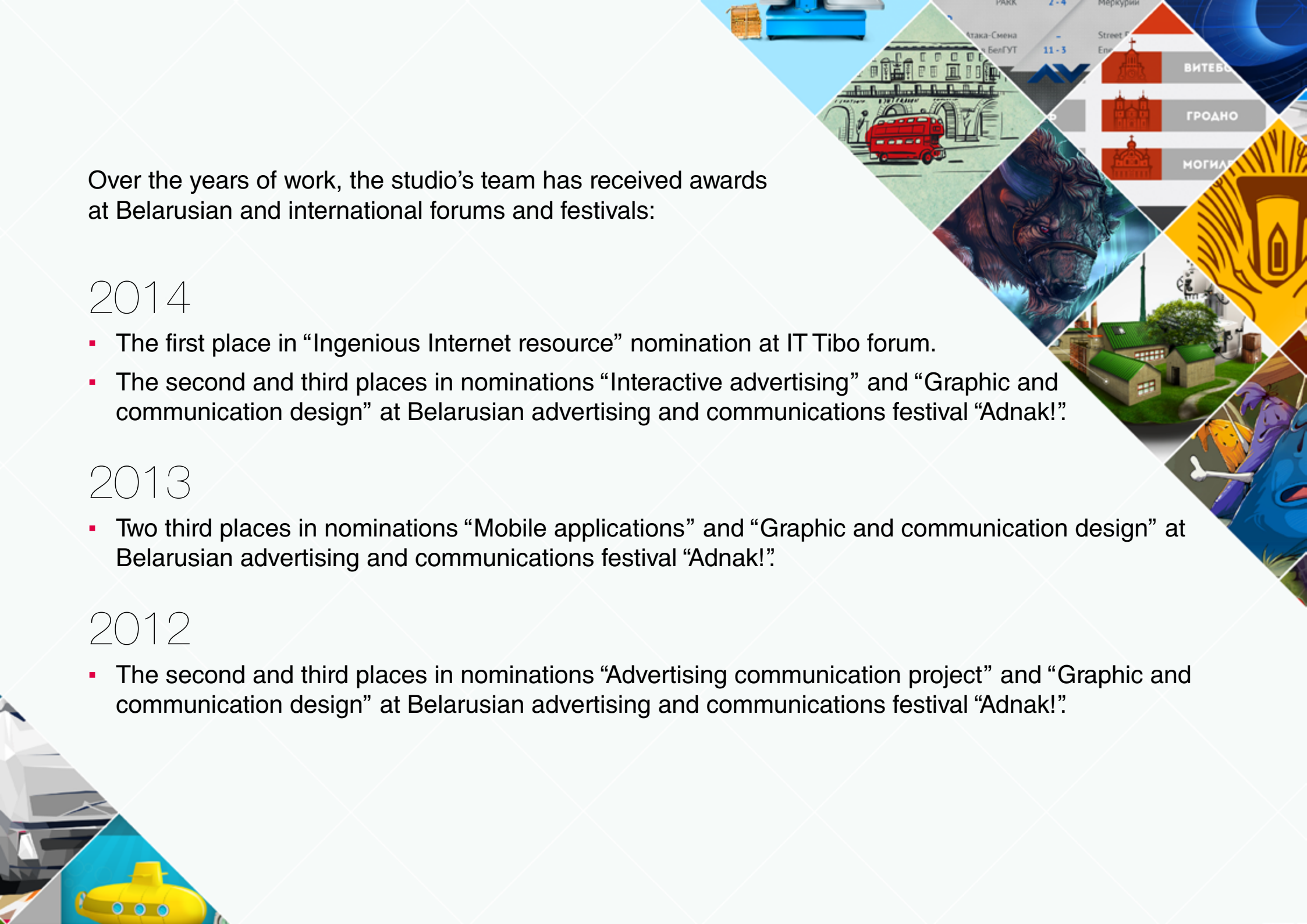
Culture of trend creation

Since 2011, Belarusian art studio PRAS has been focusing on the development of all types of websites, mobile applications for iOS, Android and Windows, as well as on graphic design: from illustrations to brand books.

PRAS manages to combine creative work and technologies, marketing and an individual approach to create visual culture trends using the following:

- focus on the high level of services;
- development and implementation of innovations;
- unlimited technological possibilities;
- team of professionals;
- “client-oriented” relations;
- powerful network of further development partners.





Over the years of work, the studio's team has received awards at Belarusian and international forums and festivals:

2014

- The first place in “Ingenious Internet resource” nomination at IT Tibo forum.
- The second and third places in nominations “Interactive advertising” and “Graphic and communication design” at Belarusian advertising and communications festival “Adnak!”

2013

- Two third places in nominations “Mobile applications” and “Graphic and communication design” at Belarusian advertising and communications festival “Adnak!”

2012

- The second and third places in nominations “Advertising communication project” and “Graphic and communication design” at Belarusian advertising and communications festival “Adnak!”

6 + 4 =

Customers of PRAS.by are represented by both public and private Belarusian and foreign entities for which quality and result are the first priority:



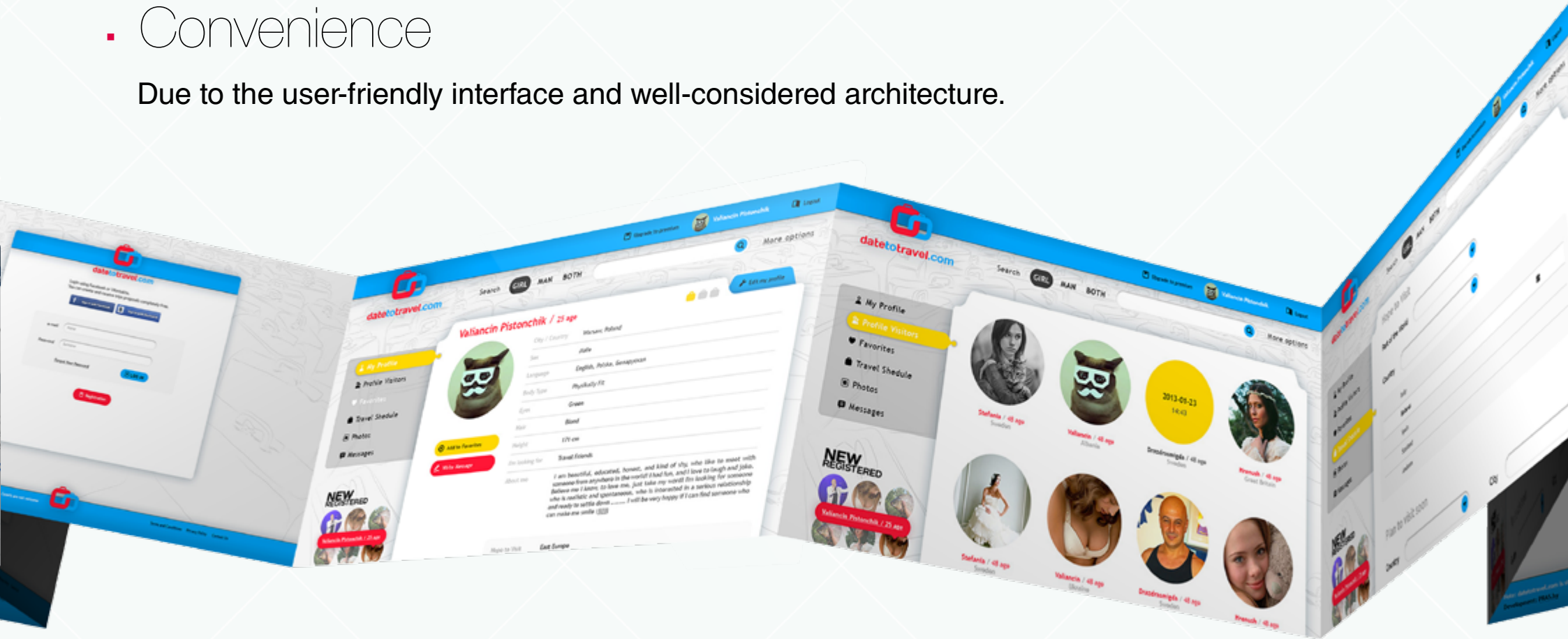
Websites

We combine your business and the sense of aesthetics so that the developed website can accurately convey the specific character of your activity.

Keys to success

- Convenience

Due to the user-friendly interface and well-considered architecture.



Website Date to Travel, a social network for travelers with 110,000 users.

- Promptness

All websites developed by PRAS.by are written using ASP.NET or Yii PHP platforms and are based on a certain project and not on the use of templates; therefore, they work several times faster than similar websites with ready-made CMSs.



Website of sports association Football territory with over 19,000 users per month.

- Appearance

Visually attractive and non-standard appearance is the best advertising for your resource.



Website of Patriot Thai boxing club, the winner of advertising and communications festival "Adnak!"

Unique design without any templates and ready-made schemes which is based on the peculiarities of business always makes a website different among similar products.



Web-site of the Belarusian national office of the Intergovernmental TV & Radio company "MIR", the winner of IT Tibo forum.

■ Flexibility

The architecture of projects which expands and respond to any situations without any adjustments. The same appearance of websites in all browsers and their optimization for mobile devices.



Website of Rechitsadrev furniture factory enables adding and changing menu items without any changes to pages' layout, the layout automatically adapts to fit the screens of tablets and smartphones.

Mobile applications

**Technologies which meet needs. Experience which contributes to success.
Products which become a competitive advantage.**

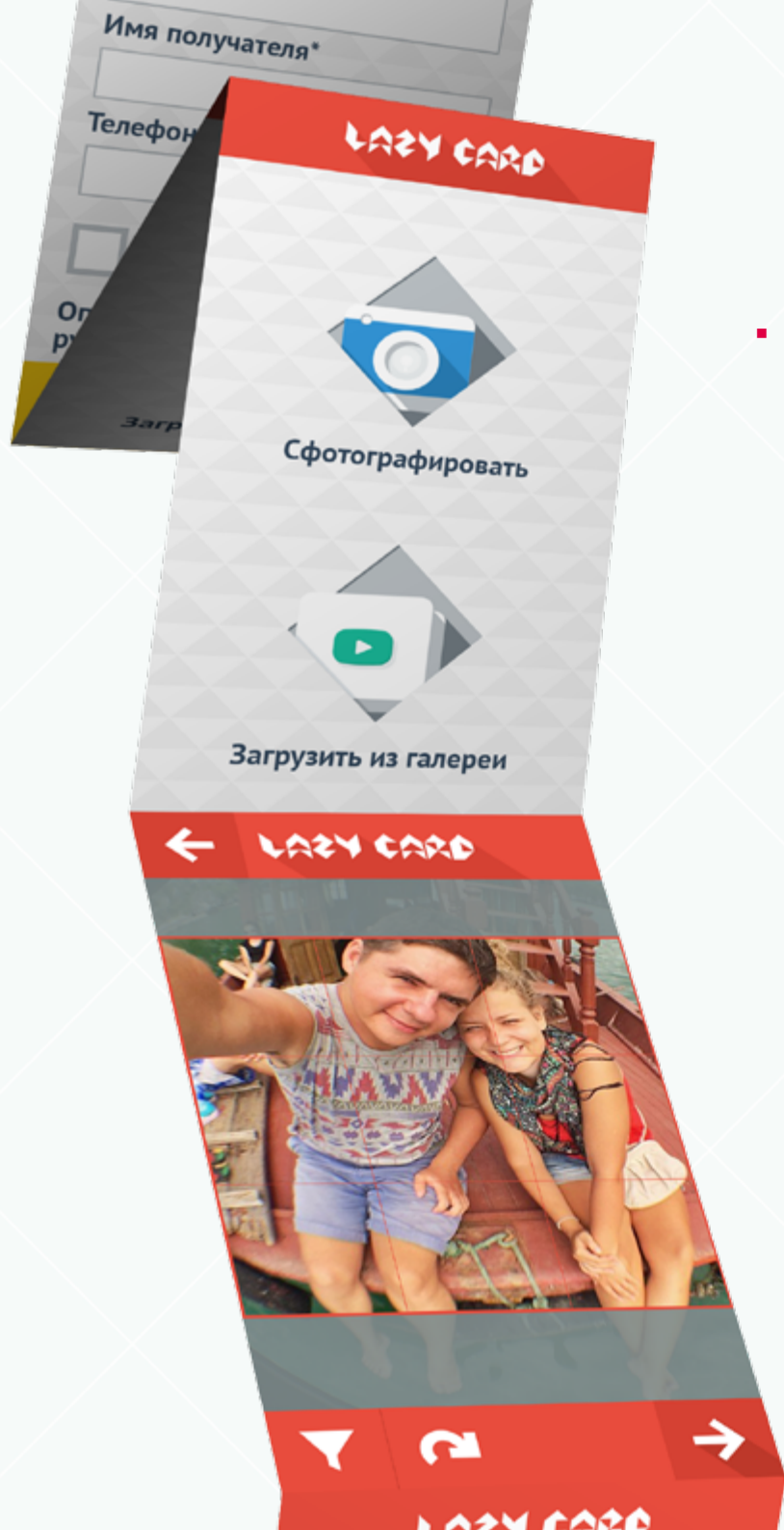
Efficiency criteria

- Use of multiple platforms

Covering maximum number of users due to the use of all popular mobile platforms: iOS, Android and Windows.



Application for the information multimedia project Euroradio with 9,700 installations on all types of smartphones.



- Product-based approach

Visual solution, interaction between the website and the application, mobile and server-based development in communication with each other.

Lazy card application ensures turning photos taken using a smartphone into real postcards and sending them to friends. The application has the same design with the website which acts as the product's advertising platform and the server and this speeds work up and optimizes resources.

- Development

Permanent product update with addition of new functions.



A total of 8,200 people installed FoxHunter application in the first three months; 84% of them use it on a regular basis.

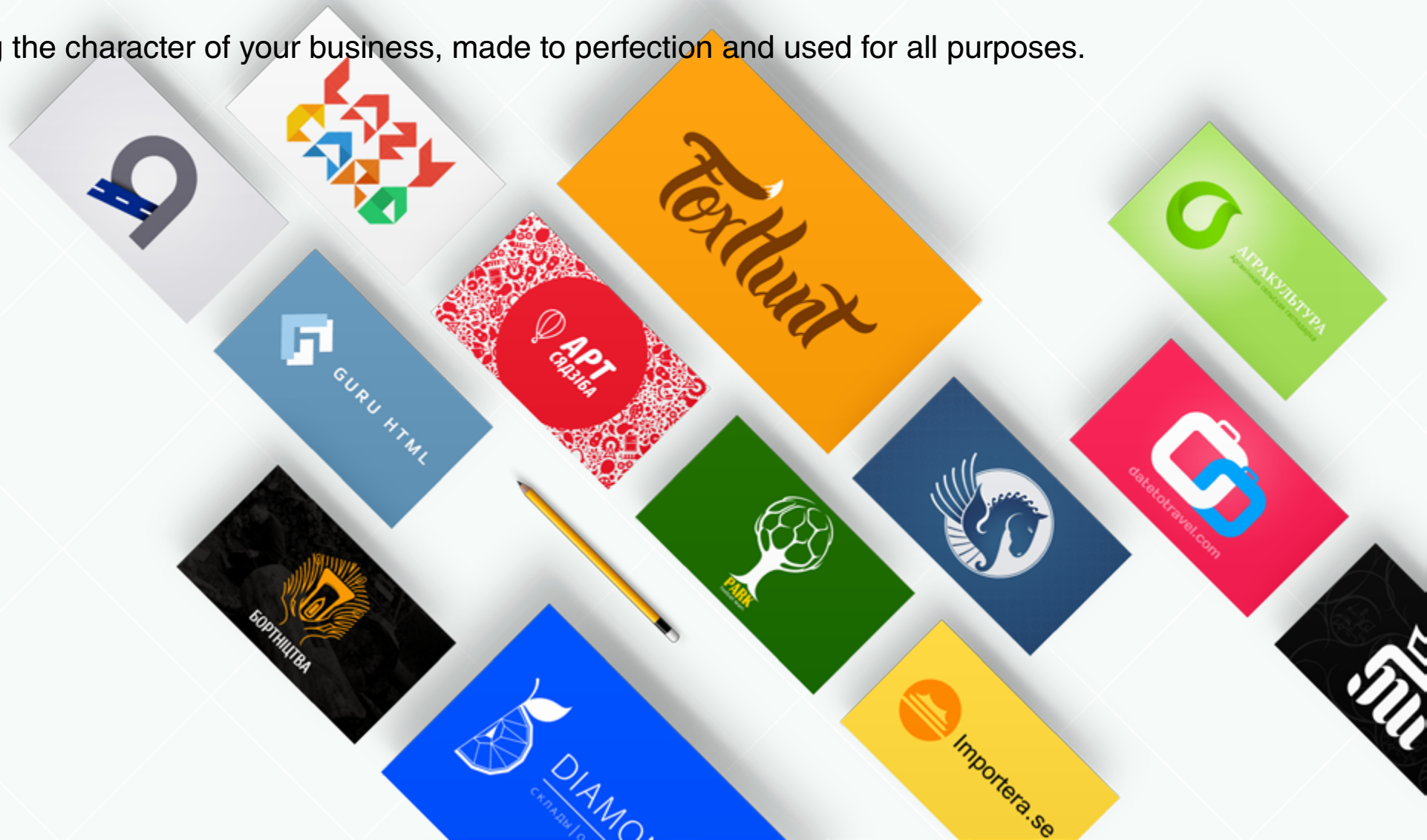
Identity

**We create a style which is remembered.
We arrange strategies which promote your brand.**

All levels of recognition

- Logo

Having the character of your business, made to perfection and used for all purposes.



- Office documents

Development of the corporate style and design of business documents for workflow and everyday company's activities.



Identity for Radio Minsk – 92.4 FM which envisaged the development of the logo, the corporate folder, the letterhead, the envelope, the individual and corporate business cards, the badge and the calendar.

■ Identification and communication

The system of visual identification, conditions for the use of the corporate style, target audience and standards of building relationships with it in the developed brand book.



Brand book for public organization Ecoproject Partnership for Water and Health campaign which included the development of the logo and the pattern, the choice of corporate colours, the development of standards of the corporate style use depending on products, the corporate folder, the letterhead, the envelope the individual and corporate business cards and the badge and testing the corporate style using the target audience.

+ Additional services

Full localization of projects, SEO for search engines, website promotion, 1c-website synchronization, monthly website maintenance, website content, design and content for groups in social networks.

- Multimedia

Multimedia clips, ads, presentations and infographics.

- Navigation

Sets of icons, sets of pictograms, project navigation, object navigation.

- Polygraphy

Design for CDs and DVDs, templates for multipage booklets, book design and layout, postcards and posters, billboards and illustrations.



— the successful future of your business
guaranteed by professionals.

You can contact us by the following phones from 10 a.m. till 7 p.m. (Minsk time):

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- +375 29 160-91-42
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and by Internet at any time:

- daprasu@gmail.com

More information and our projects on — www.pras.by
(click to visit)