

ATTITUDE
DESIGN

We provide bespoke design solutions in business branding and wayfinding, guided by a strong sense of taste and style, minimalism, and aesthetics

We help to manifest the attitude through design and communication

Attitude Design Consulting

a Singapore-based design boutique providing tailored design service globally.

We offer a wide range of design solutions to help companies develop and strengthen their brands.

Our expertise covers branding and graphic design for spaces and buildings, enhancing the environment with design solutions and wayfinding signage.

Expertise

- Logo Design and Brand Identity
- Brand Communication Support and Creative Campaigns
- Web Design and Development
- Wayfinding Design
- Design Management and Creative Leadership

Industries we've worked in

- Professional Services
- Real Estate
- Medicine and Health
- Cities and Public Spaces
- Transportation
- Tourism and Hospitality
- Education and Culture
- Financial Services
- Tech

We have no barriers and open to explore new areas based on our expertise



Natalia Moskaleva,
creative producer and founder
of Attitude Design Consulting

We are designers who help uncover and express core values. We believe design is a powerful tool for shaping the future, guided by your beliefs.

Services

Brand Identity + Creative Production

Development and
implementation support

- Naming
- Logo design
- Visual identity system
- Brand platform (vision, mission, voice)
- Brand guidelines
- Creative concepts for campaigns
- Art direction of photoshoots
- Video for digital platforms
- Corporate films
- Animation
- Production Supervision
- Quality control
- Brand Consultancy & Audit

Graphic Design & Wayfinding for Architecture

- Environmental graphics and supergraphics
- Wayfinding and signage systems
- Brand identity and campaigns for real estate

Brand Identity

We develop a complete package of materials essential for the brand: name, visual identity, website, presentation and all relevant brand media.

We assist companies in clarifying their values and mission, using this foundation to craft effective brand communication.

Our expertise spans both new businesses and established companies seeking to rebrand.

Somersault Venture Capital Fund

Brand ID + Website
Dubai – San Francisco

Looking light and serious
to show the win-win attitude of
the Somersault team and their
clients and partners



Audacity Youth Hub

Brand ID
Singapore

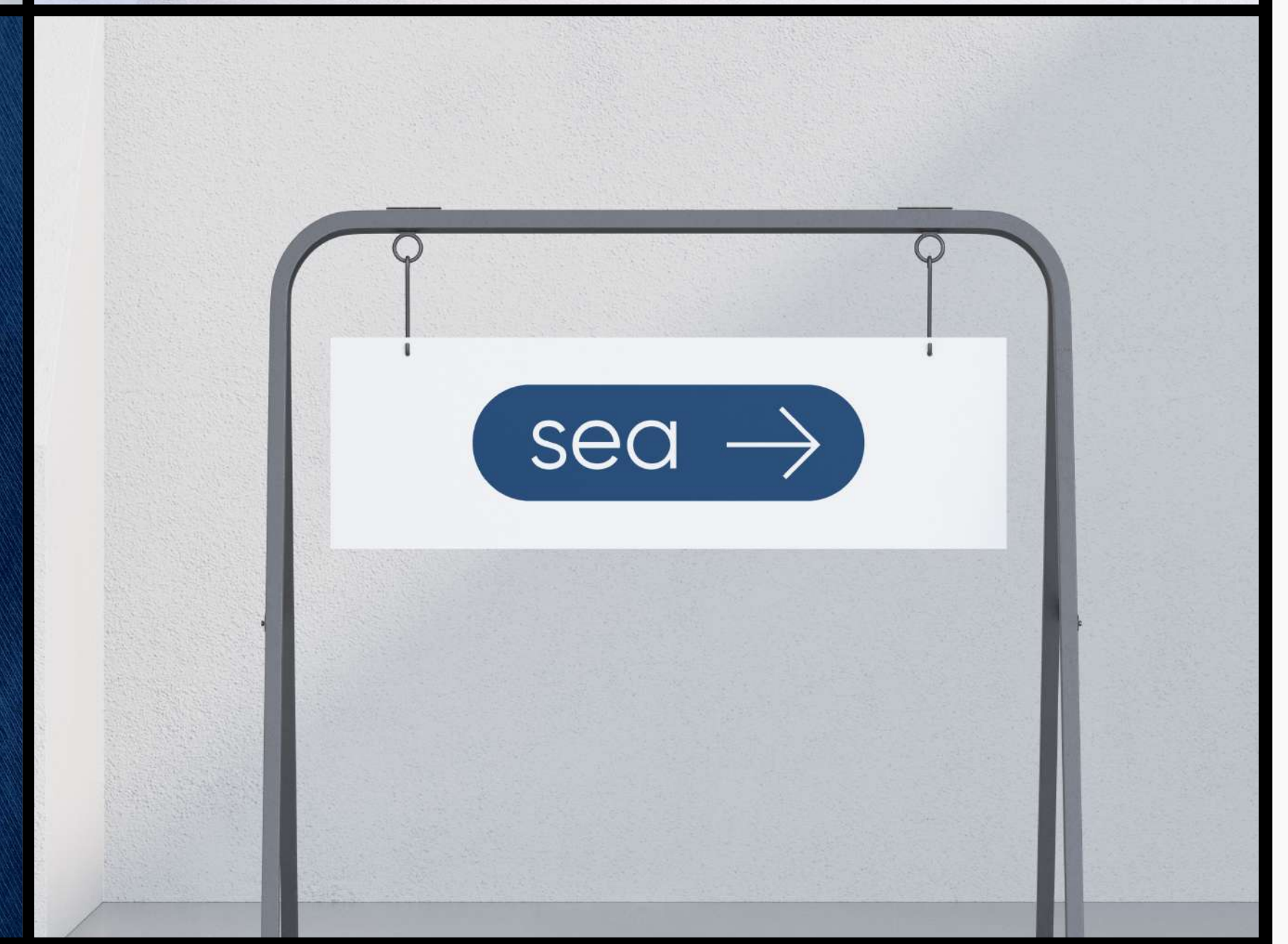
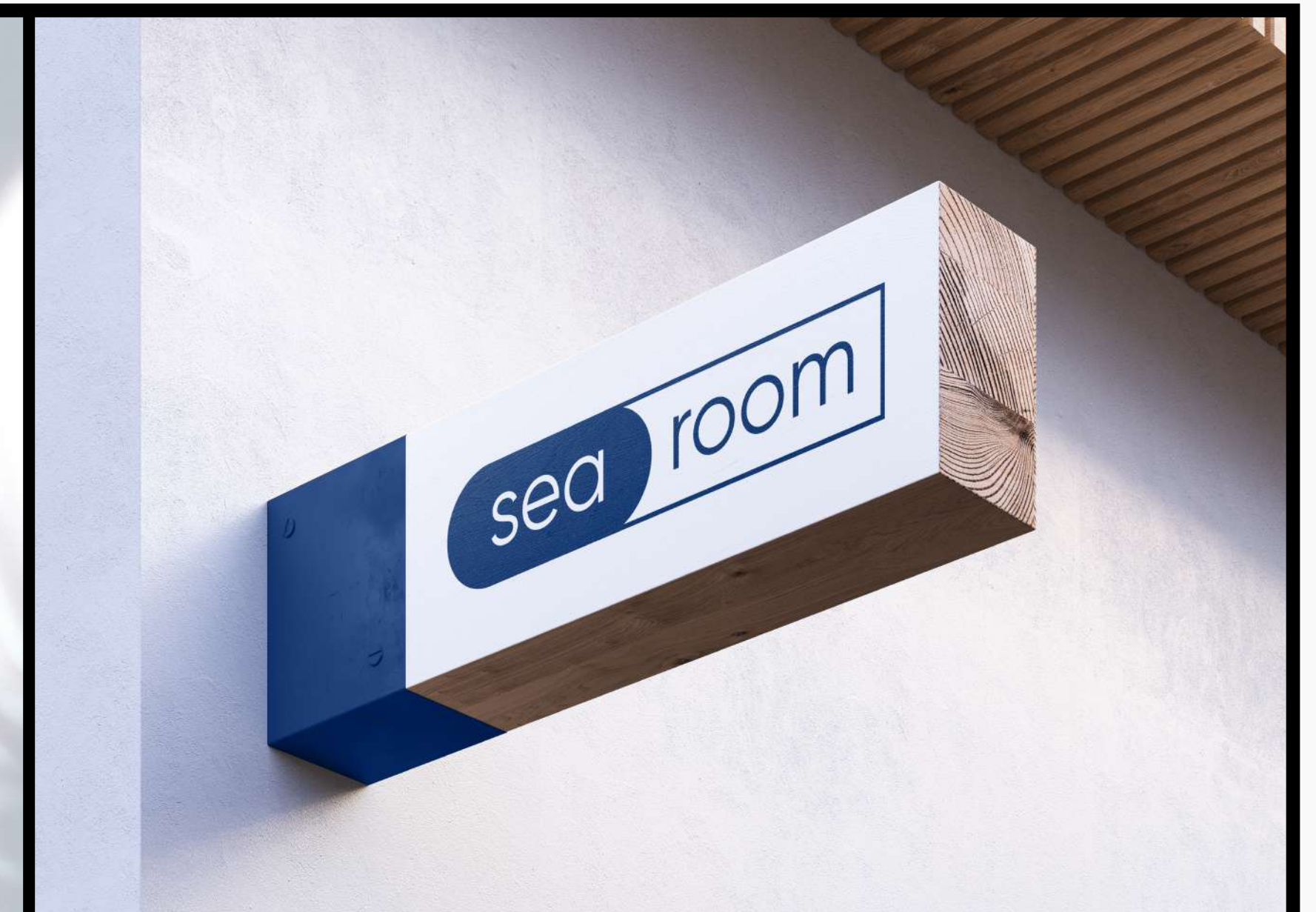
Logotype for a building to be transformed into a vibrant youth hub with a bold and dynamic brand identity



SeaRoom Community & Event Space

Brand ID
Cyprus, Pathos

A minimalist design for a work and event space that reflects its functionality as a room by the sea



UzBoom Art Cluster

Brand ID
Uzbekistan, Tashkent

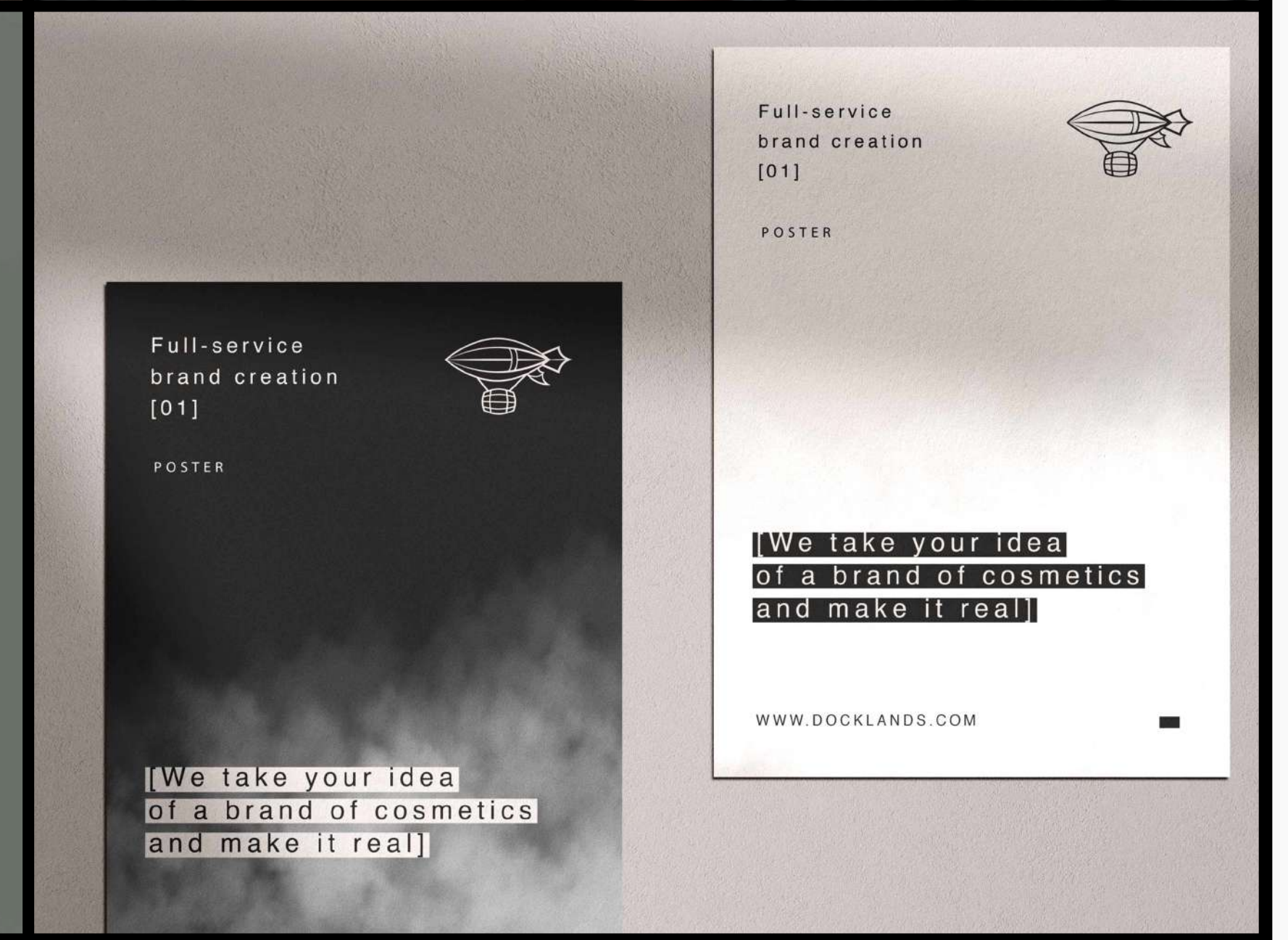
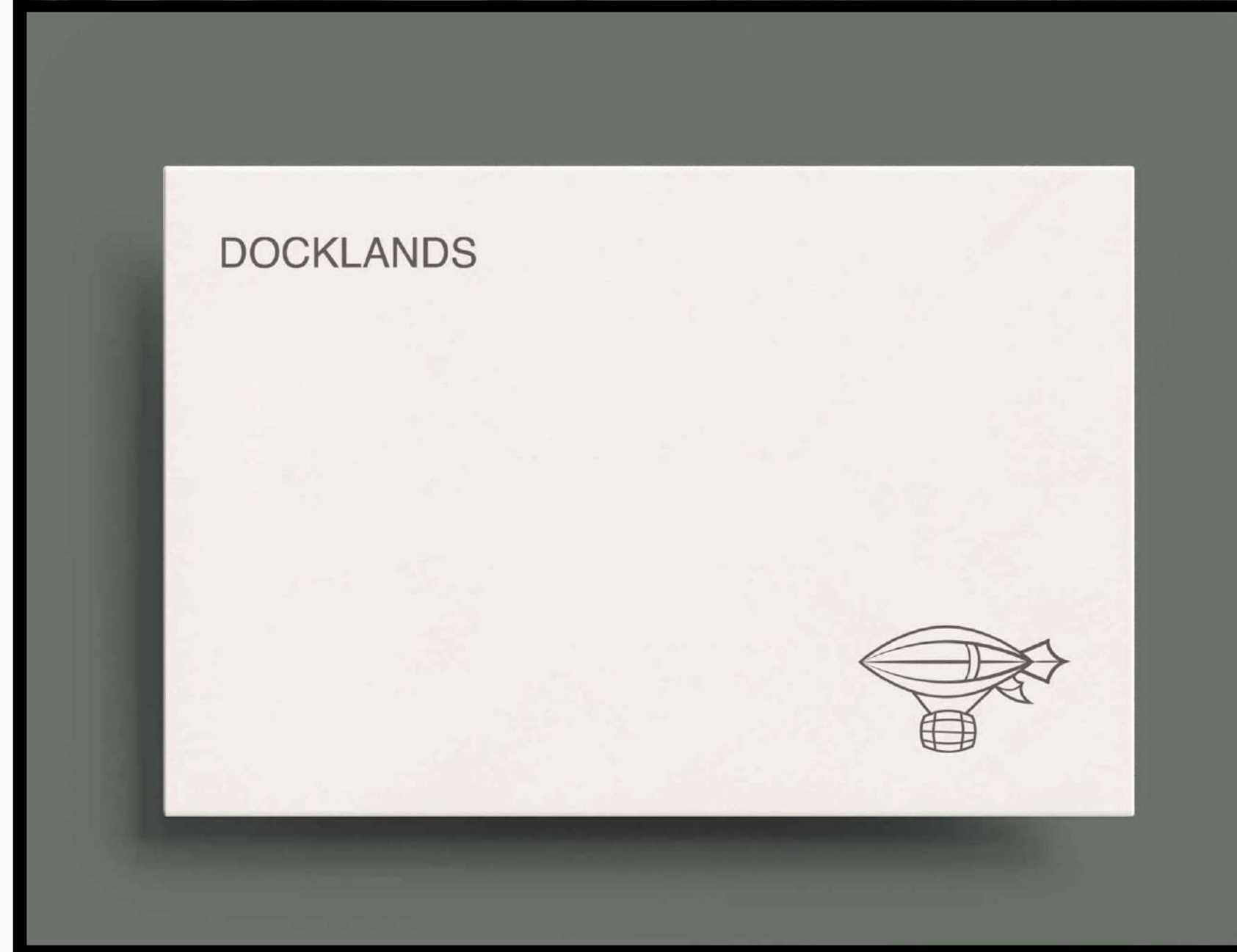
The creative space is designed on the site of a former paper factory. The logotype is a strip of paper, which can take any shape in skillful hands



Docklands Supply Chains

Brand ID
London, UK

A modern logo with
an old-school touch based on
steampunk aesthetics



STEP

Transport Solutions

Brand ID + Website
Moscow, Russia

A logo featuring an endless roadway highlights the company's motto: 'Everything starts with movement'



R1 Project Bureau

Brand ID
Dubai–Moscow

Clear, simple and stable – how
the project bureau should be



Brand Communication Creative Campaigns

We offer a full range of creative services, including campaign concepts and keynotes, copywriting, content support, as well as photo and video production.

Our approach spans from serious to bold and unconventional—tailored to achieve the desired impact.

Clothona AI App

Creative Campaign
USA

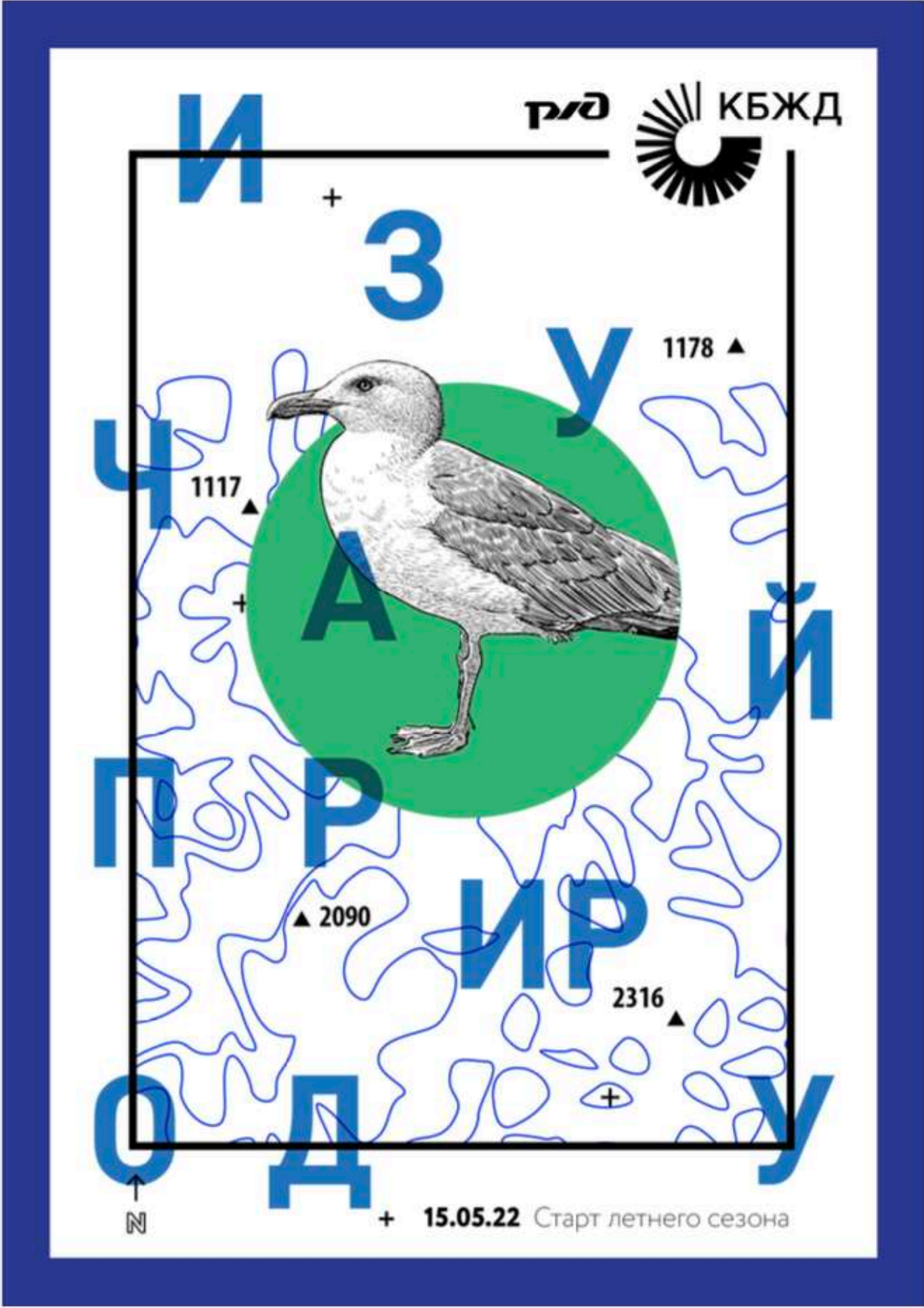
The one and only cabbage in the
fashion world



Baikal Railway

Creative Campaign
Irkutsk, Russia

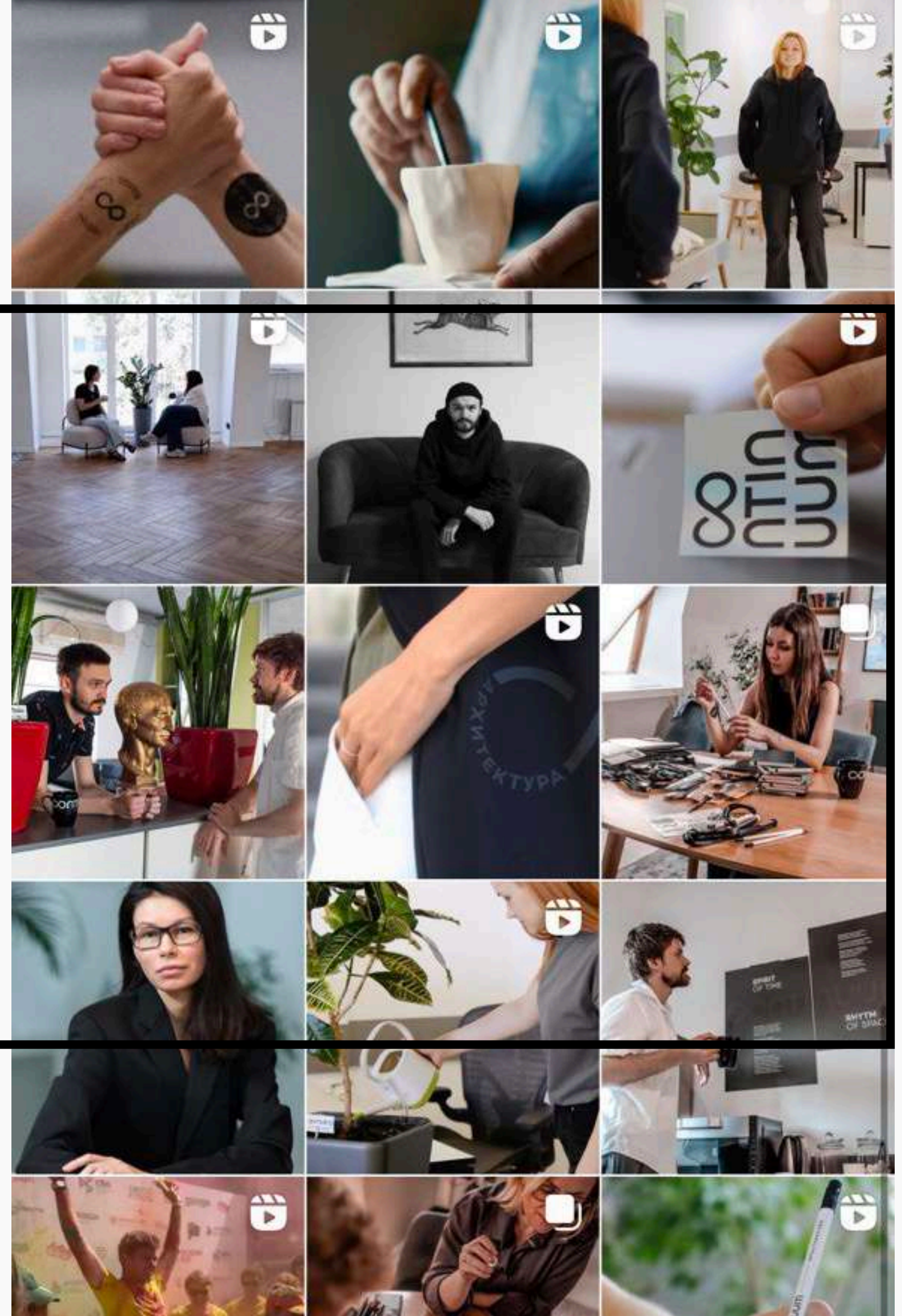
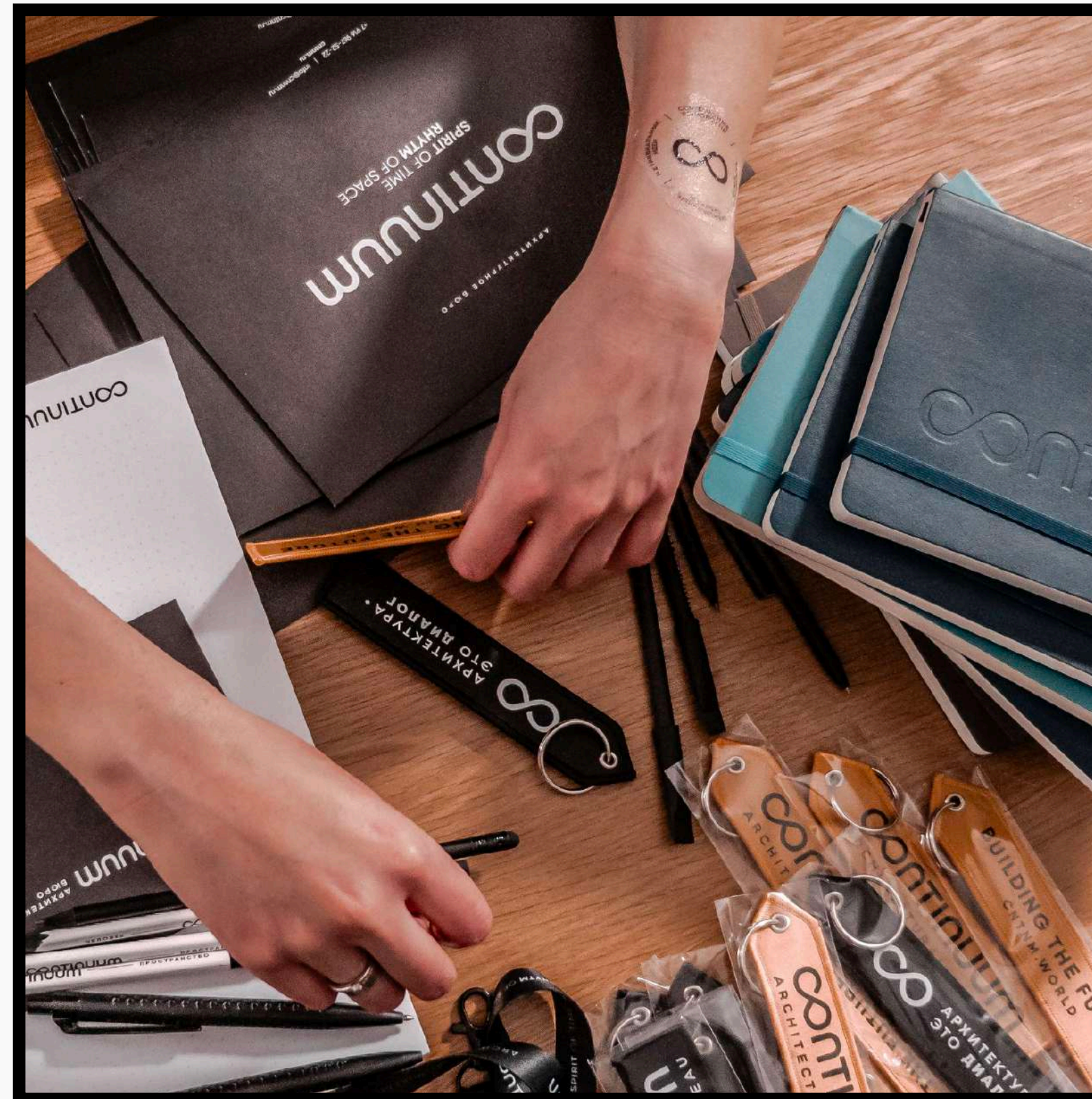
The many ways to explore nature



Continuum Architectural Bureau

Creative Content Production
Moscow, Russia

Development of the brand idea in
social networks through a variety
of stories



Wayfinding Environmental Design

We create wayfinding systems and integrate brands into spaces, always prioritizing the user experience and architectural features

Level Residential

Wayfinding
Moscow, Russia

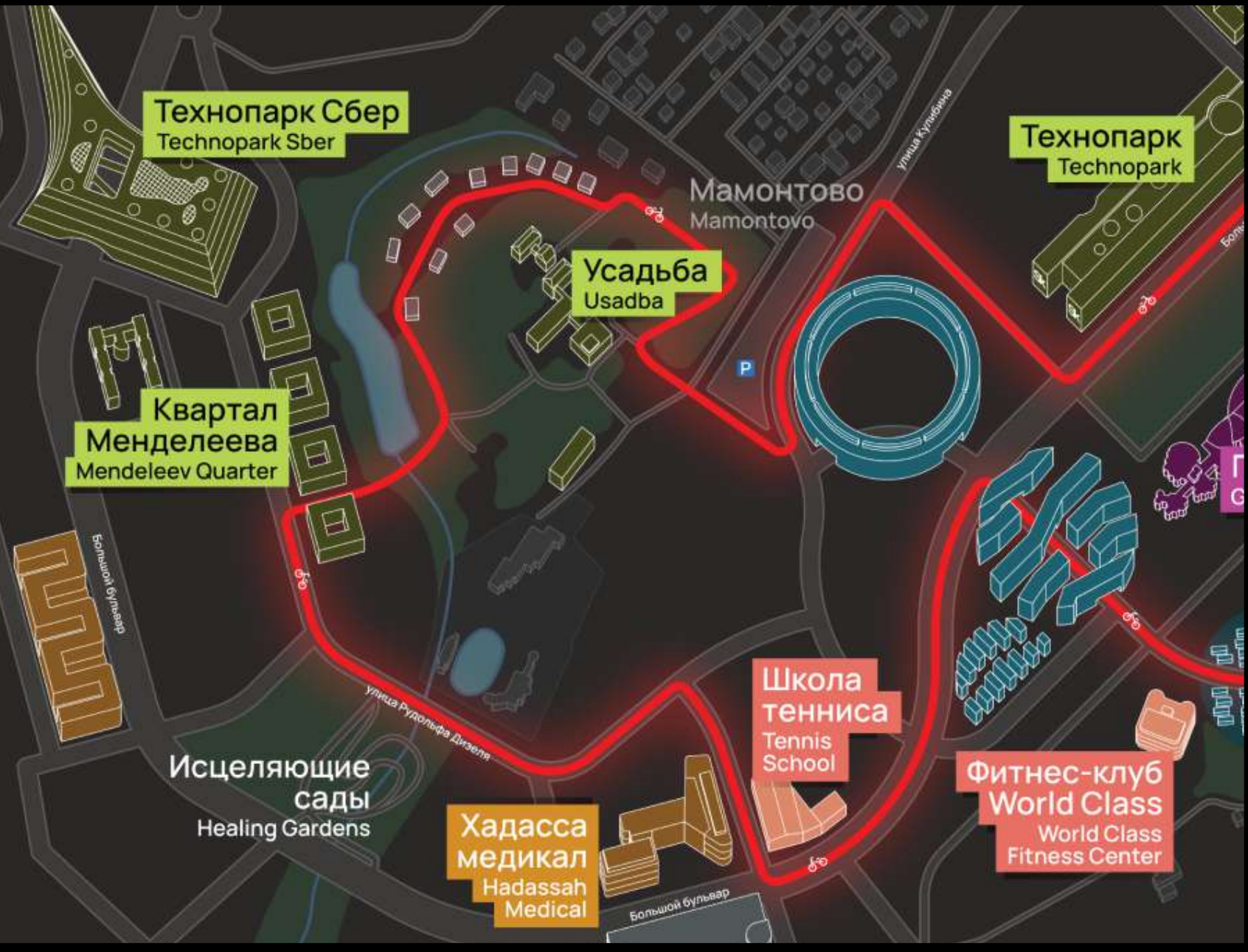
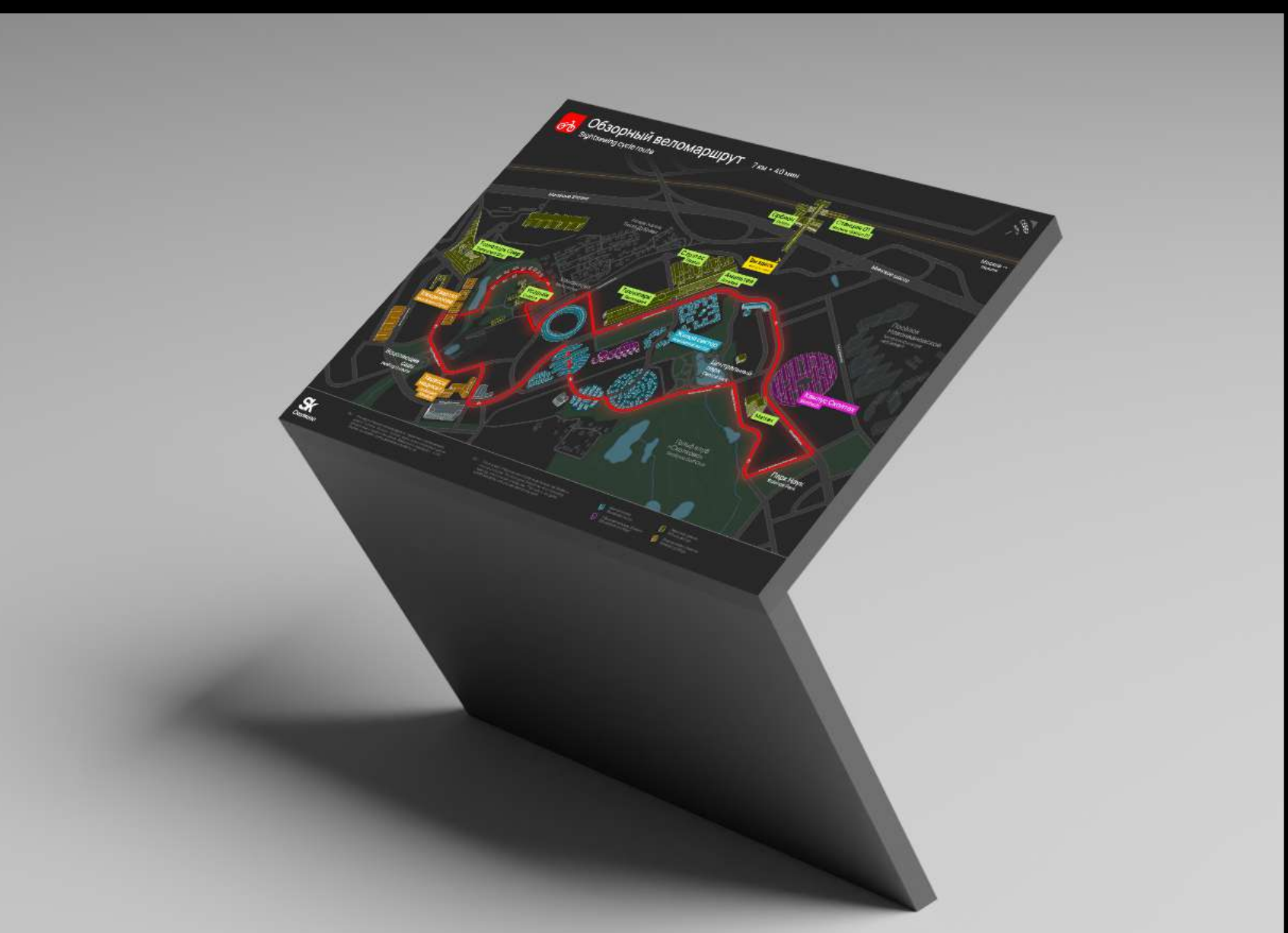
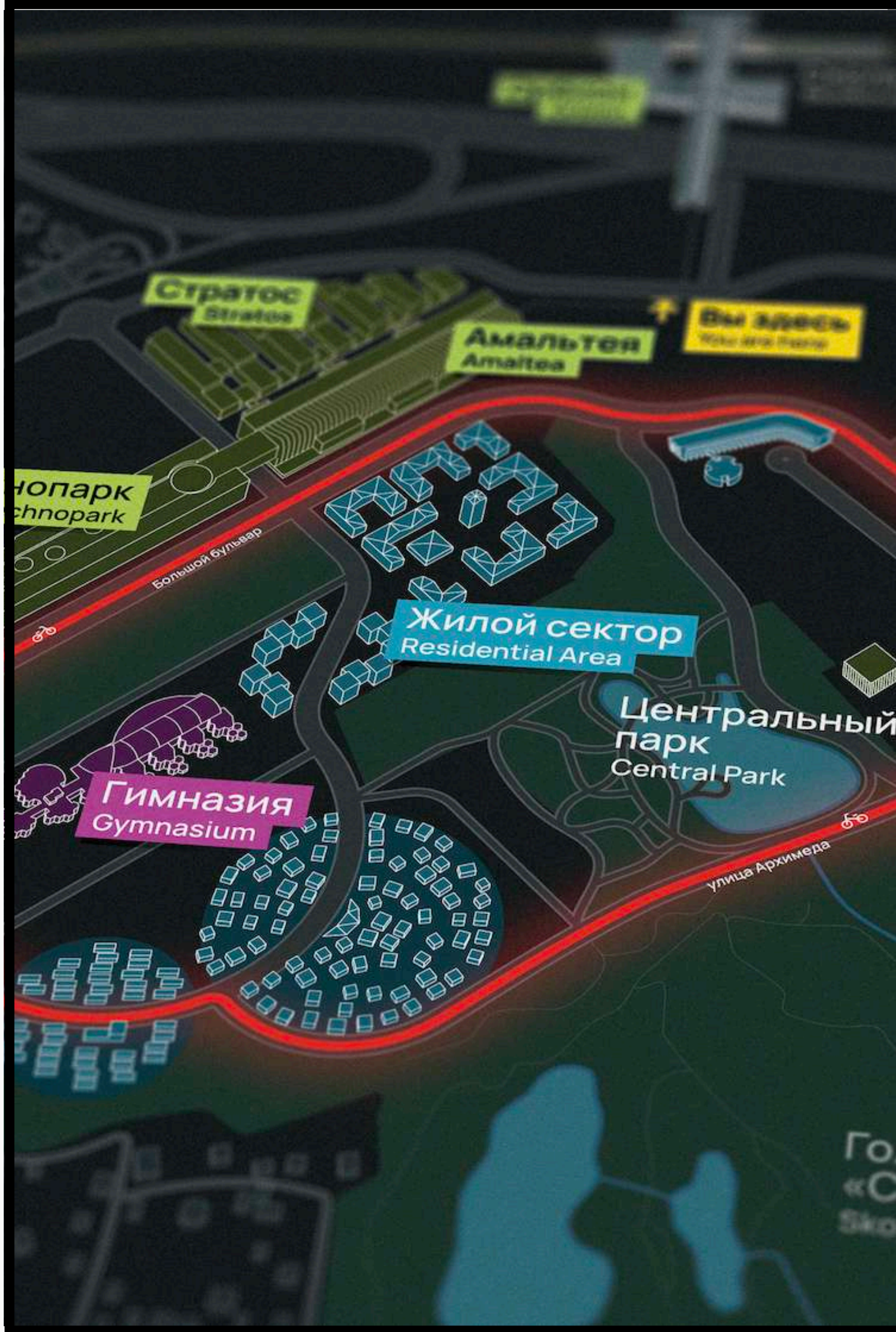
Wayfinding system that extends the existing brand identity in a delicate way and helps residents and guests to navigate



Skolkovo Educational Hub

Wayfinding
Moscow, Russia

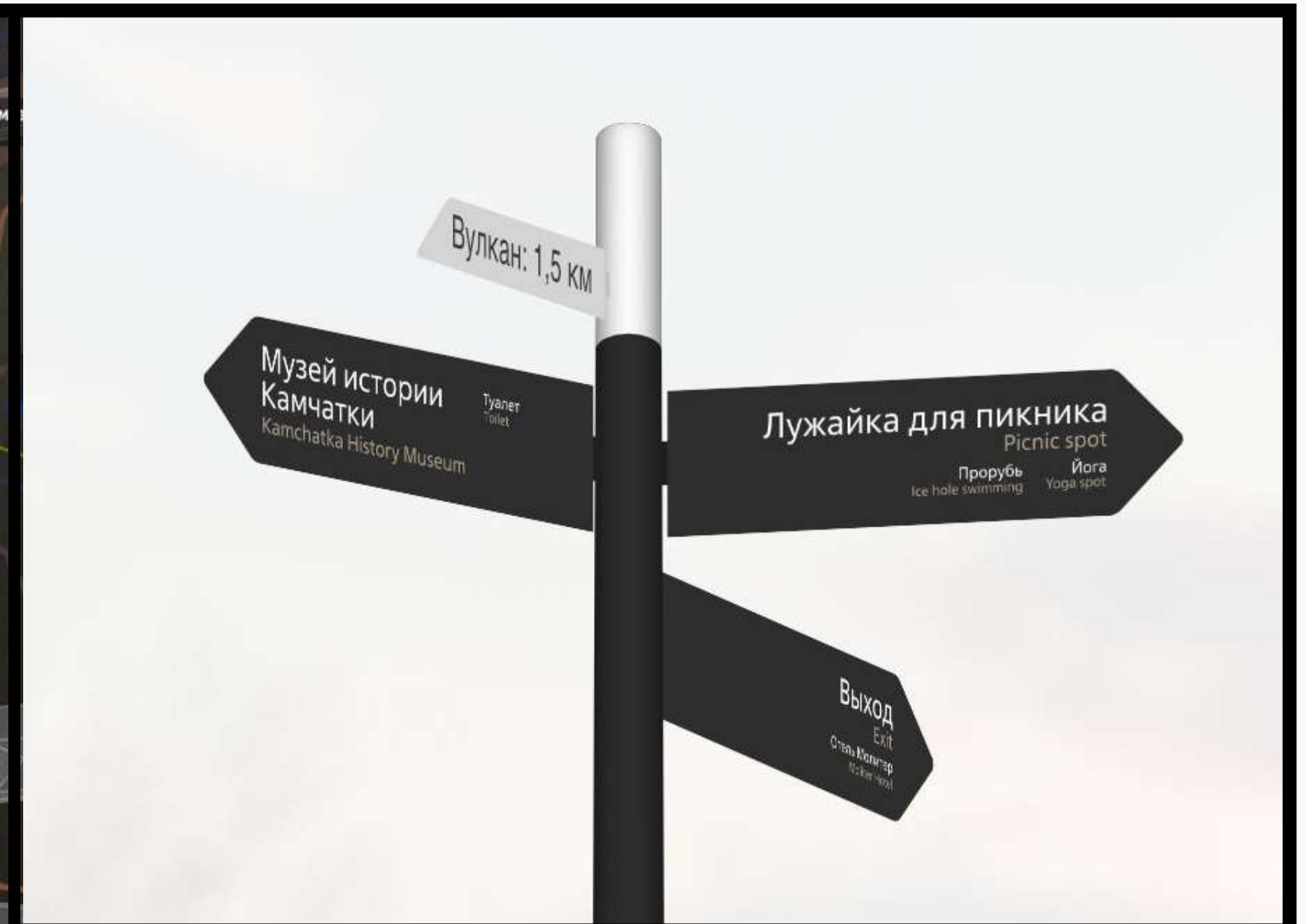
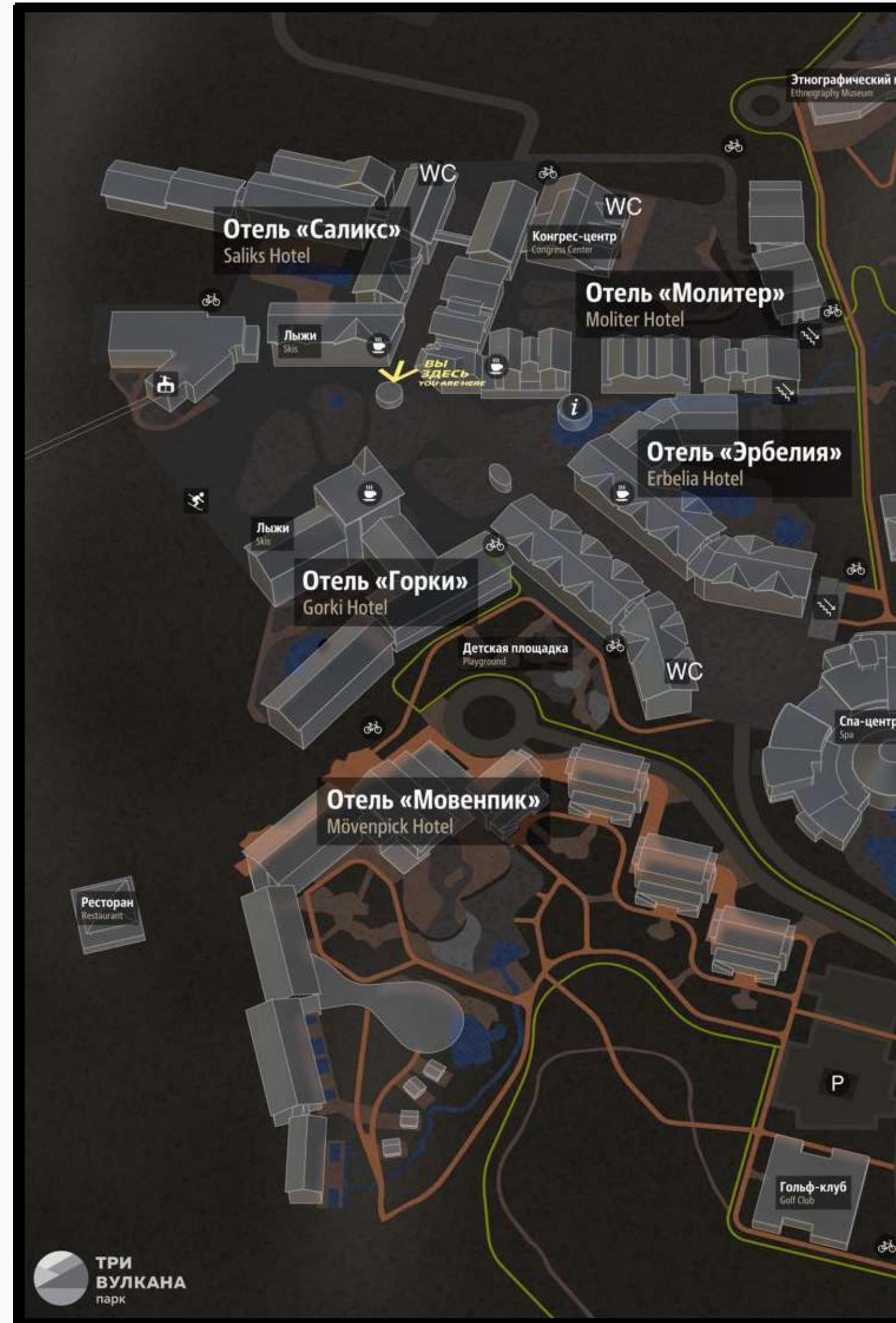
Scheme of bicycle routes and navigation elements for the education and science cluster



Sopka Resort

Wayfinding
Kamchatka, Russia

A signage system for the outdoor area, developed as part of the landscape design projects for the future resort near volcanos



Maxima Hotels

Wayfinding and Graphic Design
Moscow, Russia

Simple wayfinding and
a set of positive messages for
guests of a new airport hotel



Avant-garde Manhole Covers

Environmental Graphic Design
Moscow, Russia

A way to personalize a place and
express the messages underfoot



Gagarin Exhibition

Environmental Graphic Design
Gagarin City, Russia

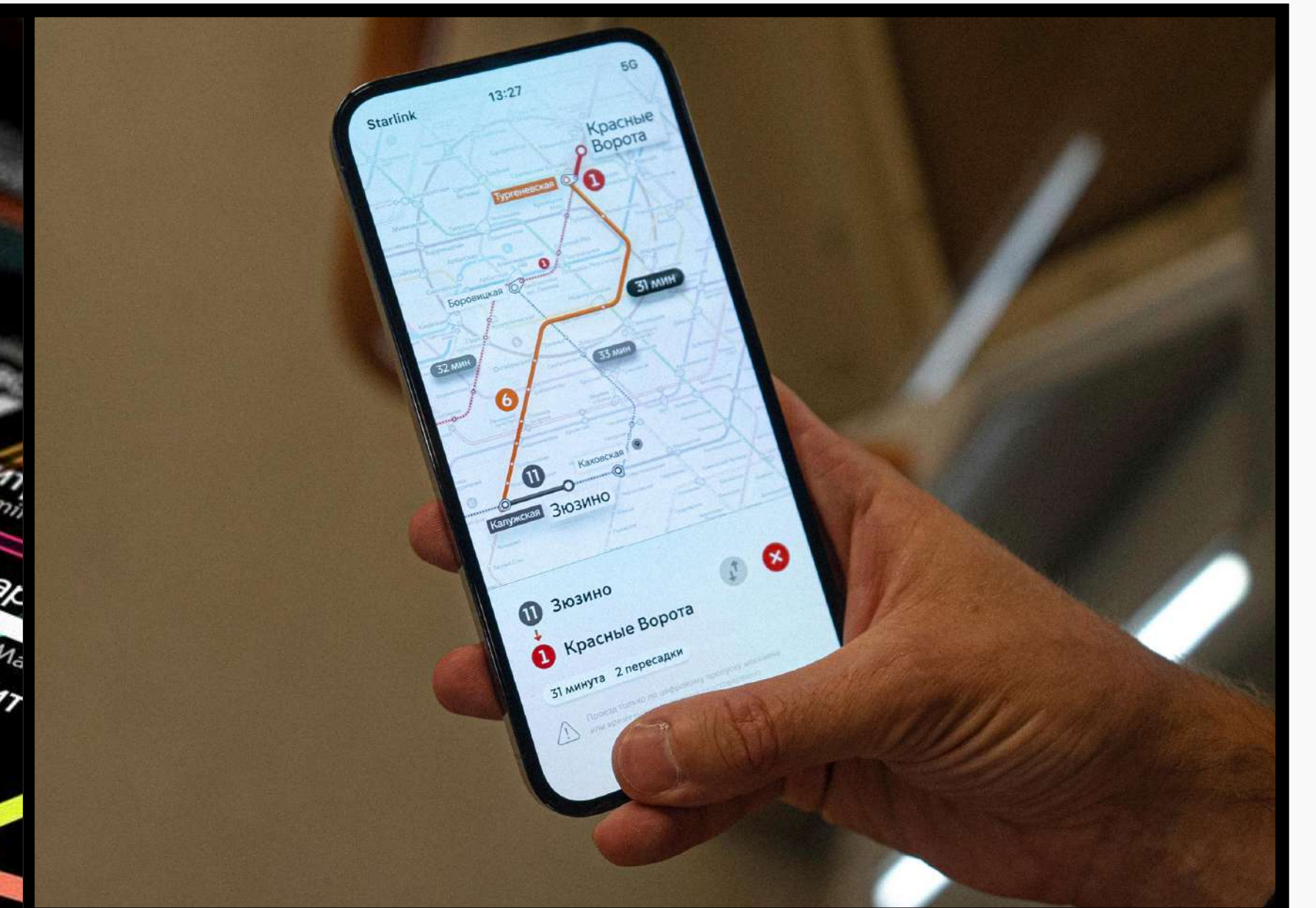
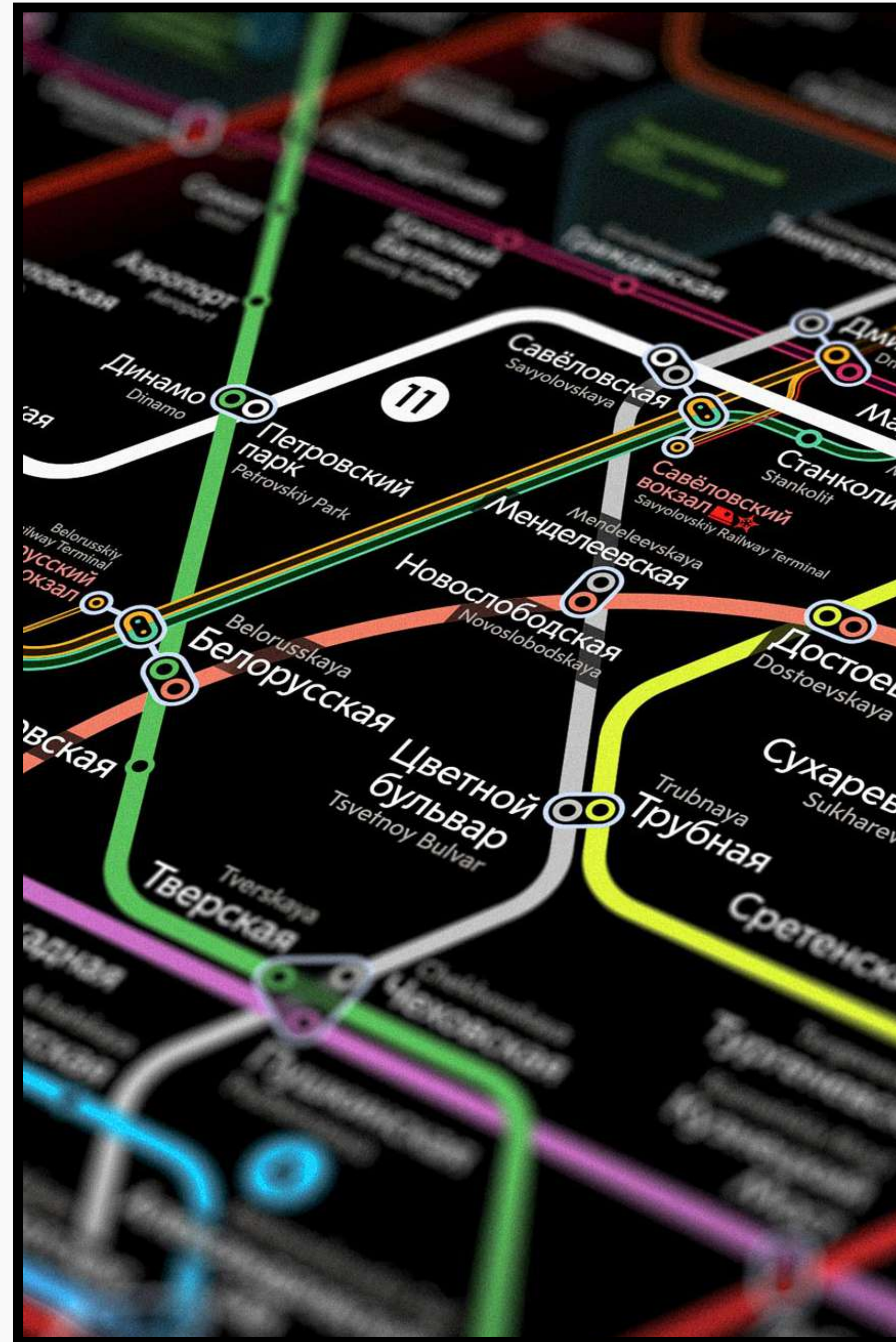
XXDesigning an exhibition at the railway station in honor of the first cosmonaut Yuri Gararin



Moscow Metro Map 2030

Transport Design
Moscow, Russia

Our vision of prospective Metro scheme as the world's most complex transport map



Moscow Central Diameters Railway

Transport Design
Moscow, Russia

Logotype and signage system for
the launch of the transport
network

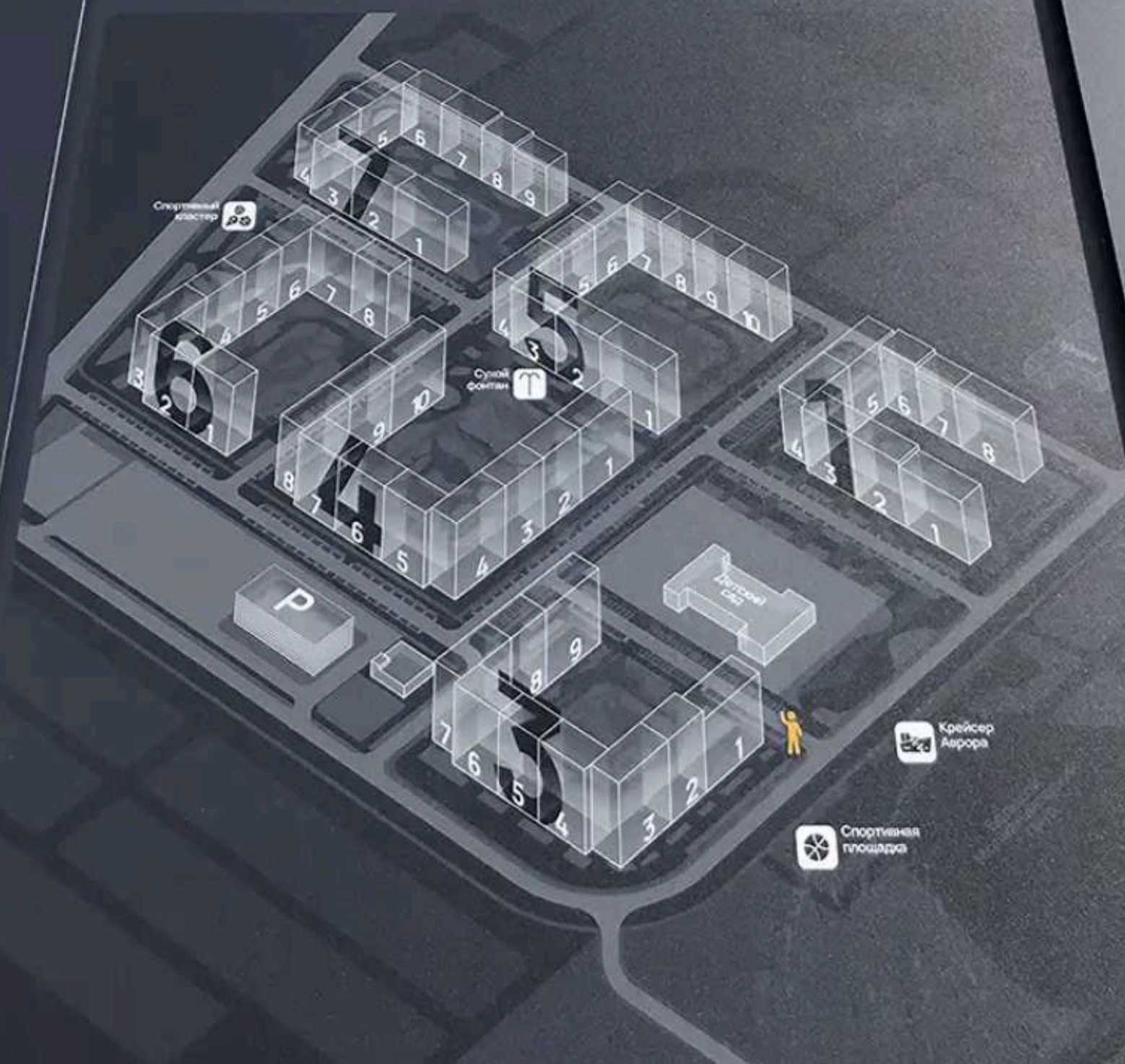


1аск ЖИЛОЙ КОМПЛЕКС
1-й ЛЕНИНГРАДСКИЙ

корпуса **4-7** ↑
Ленинградское шоссе, 228
Спортивный кластер

← **3** корпус
Ленинградское шоссе, 228
Выход к Ленинградскому шоссе

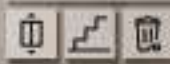
корпус **1** →
Ленинградское шоссе, 228
Детский сад



1аск СУПЕРМАРКЕТ
НАПИТКОВ



5
КОРПУС



5
→

5

Design Management Creative Production

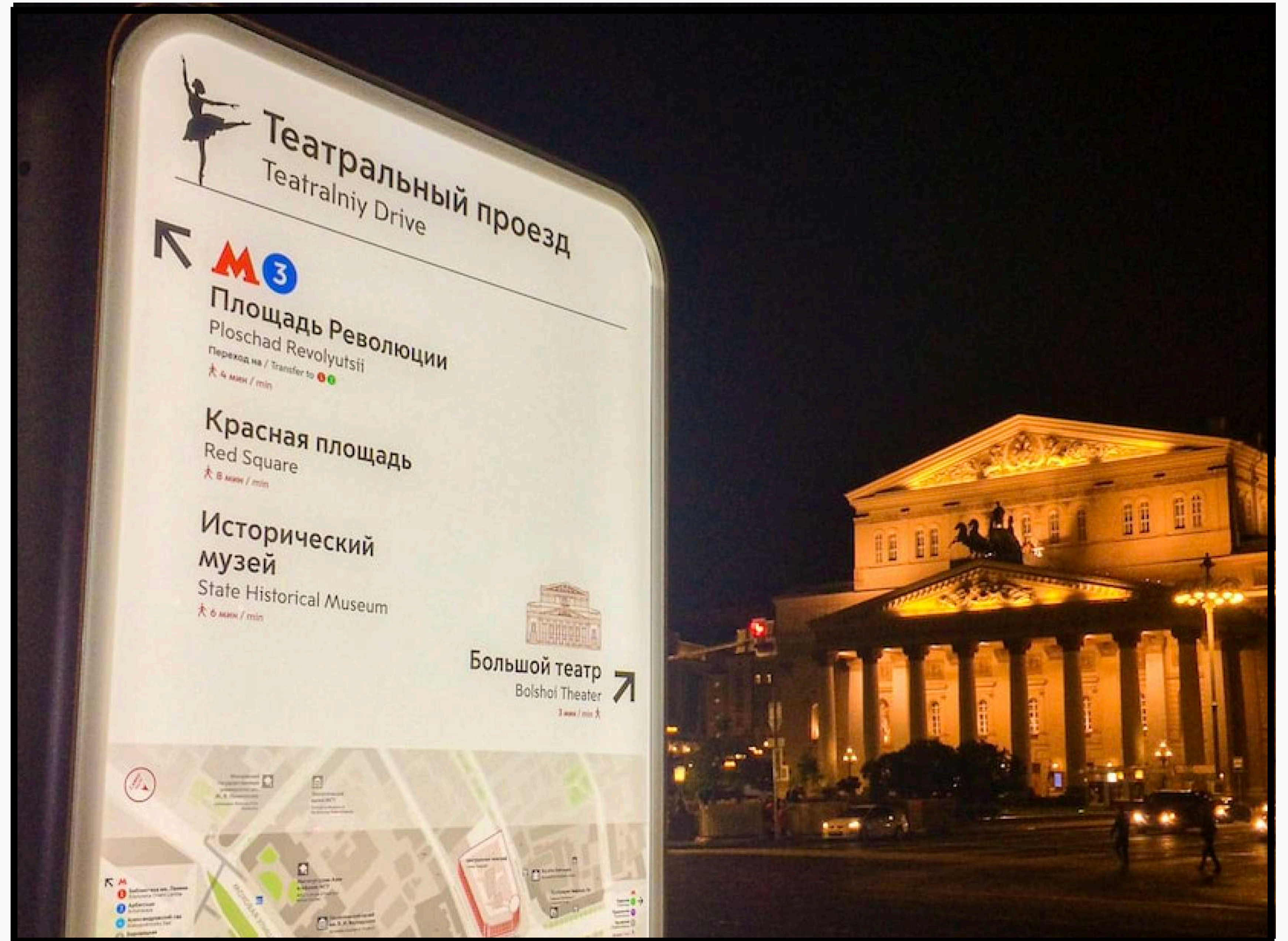
Some projects demand an integrated approach and international design teams.

We organize global design consortia for complex urban and spatial projects, managing and supervising every stage—from concept to production—to ensure seamless execution and alignment with the brief.

Moscow City Wayfinding and Infrastructure

Wayfinding and Industrial Design
Moscow, Russia

The unified navigation system,
which links all modes of urban
transportation together



Public Transport Brand Identity for Astana City

Branding
Astana, Kazakhstan

The unified brand of city public transport, which helps to form a comfortable user experience and improves the transport image of the city

Single card for everything **BUS**

TAXI **BIKES**

90₸

Төлем әдістері
Способы оплаты
How to pay

Apple Pay Google Pay Samsung Pay VISA

Каспiкiз Homebank Tolem
Moi Astiv KziB

Қолдана беріңіз: QR кодты сканерлеңіз
Отсканируйте QR код в приложении
Scan QR code in the app

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A P X

**ASTANA
PARKING**

**ASTANA
TRANSPORT**

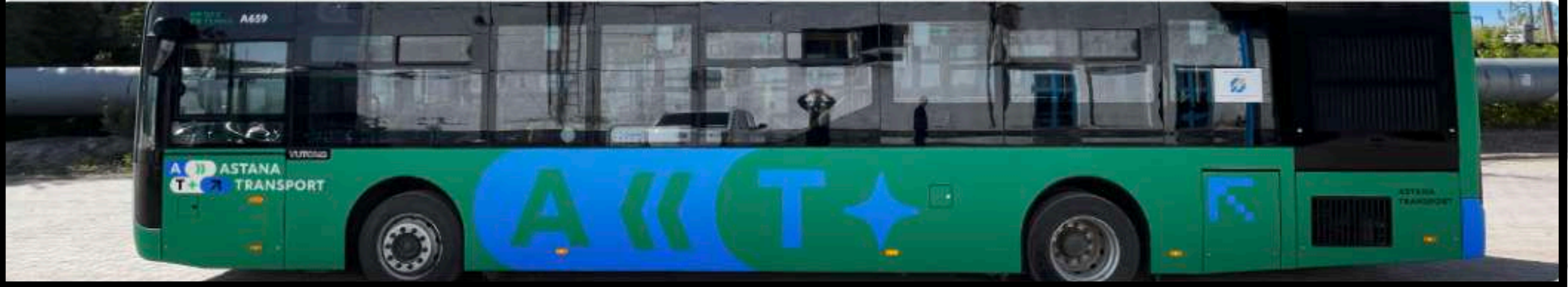
Астанада жаңа автобустар

Новые автобусы в Астане
New buses in Astana

2024 жылы қалада 400 жаңа автобус болады

В 2024 году в городе появится 400 новых автобусов

В 2024 the city will have 400 new buses



Made with Attitude

Attitude Design Consulting PTE. Ltd.
UEN 202238806D

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