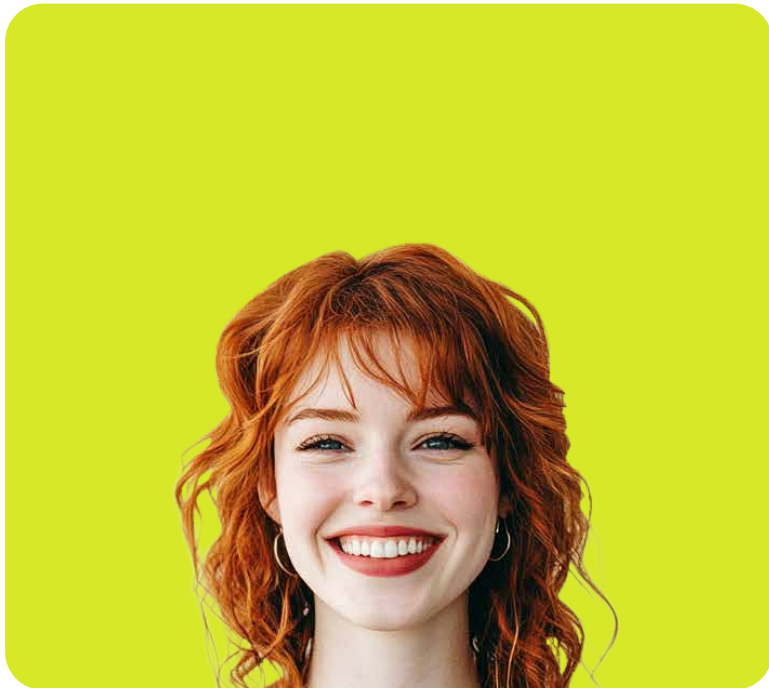


**art of key**

**PORTFOLIO**



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# ABOUT US

UNLOCKING THE ART OF **EFFECTIVE**  
AND **ARTISTIC** BRAND BUILDING

## APPROACH

At Art of Key, we embody a **philosophy** where **marketing** and **visual communication** are not merely tools but the **true essence of a brand**. We believe that each brand has its **unique story** and set of key motifs, and our mission is to convey this story not only **effectively** but **artistically** as well.

For our clients, we offer **tailored** and **thoughtful solutions** rooted in **strategy, creativity, and expertise**.

## WHY CHOOSE ART OF KEY?

At Art of Key, **art meets strategy**. Our clients don't just gain a service provider; they find a **dedicated partner** committed to helping their brand soar. Every project is driven by **passion, creativity, and precision**.

We believe every brand has its **own key to success**, and our **goal** is to find that **key together**.



# SERVICES

Our services focus on building a strong, consistent brand identity through strategic development, engaging content, and impactful design. We combine creative campaigns, digital marketing, and user-friendly web development to enhance visibility, attract customers, and deliver an exceptional online experience for your brand.

## STRATEGIC BRAND DEVELOPMENT

- **Brand Positioning**  
We help businesses define their unique brand voice and position themselves effectively in the market.
- **Brand Strategy**  
Our team develops comprehensive brand strategies to enhance brand recognition and loyalty.
- **Brand Consistency**  
We ensure that all brand elements, from messaging to visual identity, are consistent across all platforms.

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## CONTENT MARKETING

- **Content Creation**  
Our agency crafts engaging content that resonates with your target audience, whether it's blog posts, videos, or social media content.
- **Content Distribution**  
We strategize and execute content distribution plans to maximize reach and engagement.
- **Content Optimization**  
Our team optimizes content for better search engine rankings and user experience.

## DIGITAL MARKETING

- **Campaign Planning**  
We develop tailored digital marketing campaigns to meet specific business objectives.
- **Platform Management**  
Our team manages and optimizes campaigns across various digital platforms, including social media and search engines.
- **Performance Analysis**  
We provide detailed analytics and insights to measure campaign success and inform future strategies.

## LOGO AND IDENTITY DESIGN

- **Logo Design**  
Our designers create unique and impactful logos that reflect your brand's values and mission.
- **Brand Guidelines**  
We develop comprehensive brand guidelines to ensure consistency in branding across all materials.
- **Visual Identity**  
Our team crafts a cohesive visual identity that includes color palettes, typography, and imagery.

## WEB DEVELOPMENT AND UX/UI DESIGN

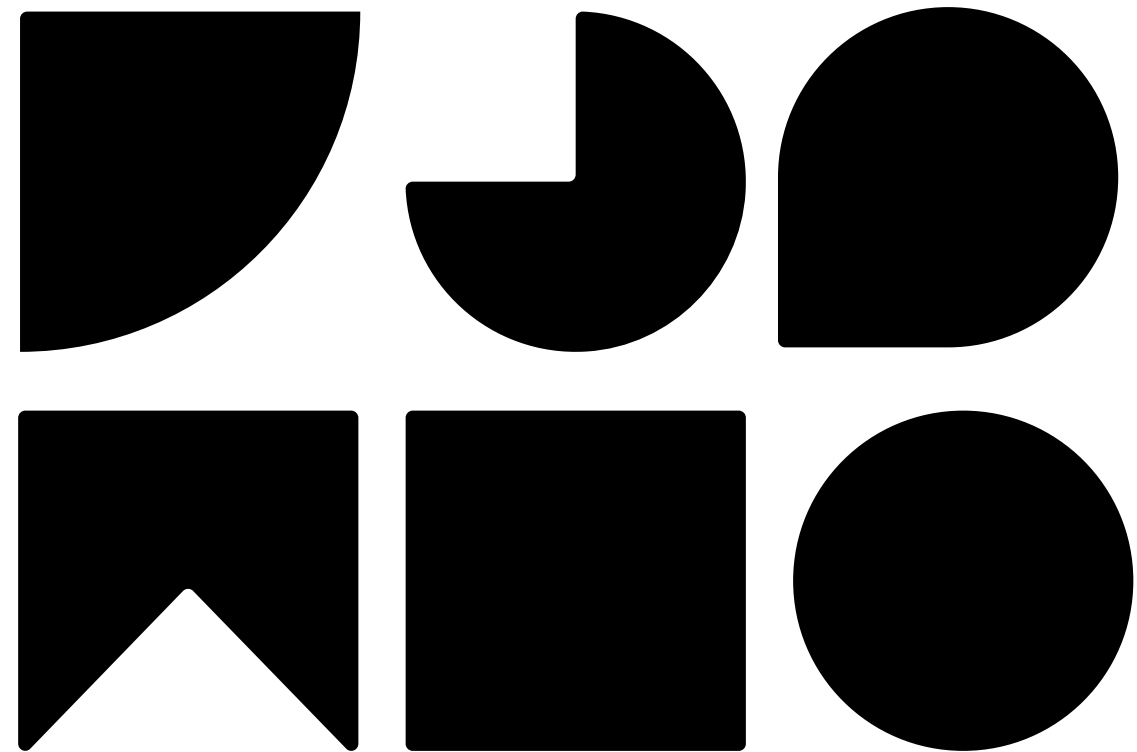
- **Website Design**  
Our designers create visually appealing and user-friendly website designs that enhance user experience.
- **UX/UI Optimization**  
We optimize website interfaces for better usability and conversion rates.
- **Development and Launch**  
Our team develops and launches websites that are both functional and aesthetically pleasing.

## CREATIVE SUPPORT FOR CAMPAIGNS

- **Concept Development**  
We help develop creative concepts for marketing campaigns that capture audience attention.
- **Content Enhancement**  
Our team enhances campaign content with engaging visuals and messaging.
- **Campaign Execution**  
We support the execution of campaigns, ensuring they are both creative and effective.

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# PROJECTS



# TSPC GROUP

STRATEGIC BRAND DEVELOPMENT

DIGITAL MARKETING

CONTENT MARKETING

WEB DEVELOPMENT AND UX/UI DESIGN

LOGO AND IDENTITY DESIGN



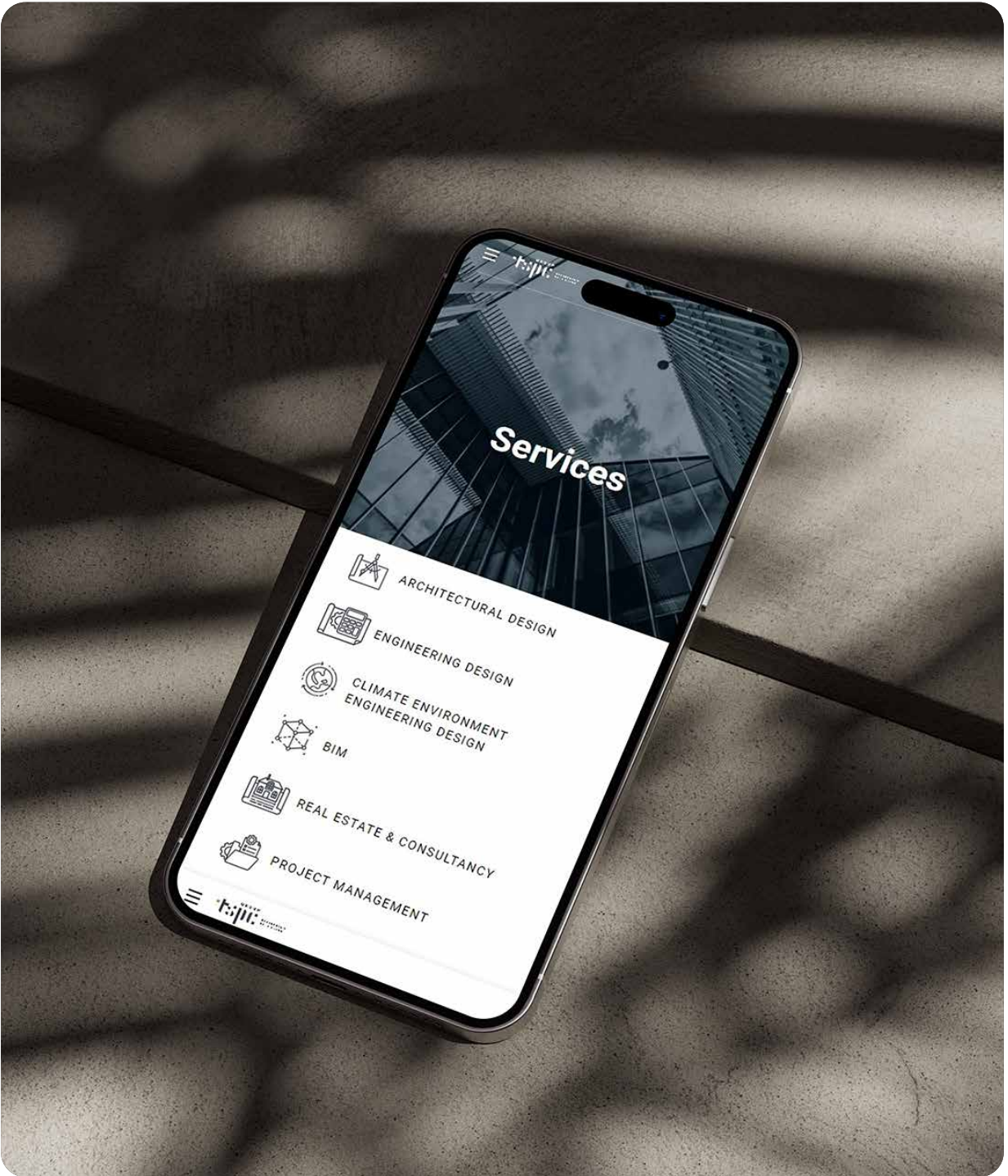
10

TSPC Group, the leading Hungarian general design firm, has been delivering innovative solutions in architecture and technical expertise since 2012. TSPC Group aims to provide comprehensive services to its clients, guiding them through their projects from conception to realization.

Our digital marketing strategy was all about maximizing TSPC Group's online presence by highlighting their one-of-a-kind expertise across all divisions. We tailored content for each audience - including investors, manufacturers, contractors, and architecture enthusiasts - ensuring every digital touchpoint reinforced their market-leading position in the architecture industry.

CLIENT **TSPC Group**

DATE **March 2025**



## WEBSITE DEVELOPMENT AND UX/UI DESIGN

The client wanted to enter new markets, so their website needed to be on par with any international architecture firm's online presence. As a result, we delivered a sleek, three-language-compatible, intuitive digital platform that encapsulates TSPC Group's innovative spirit.

11

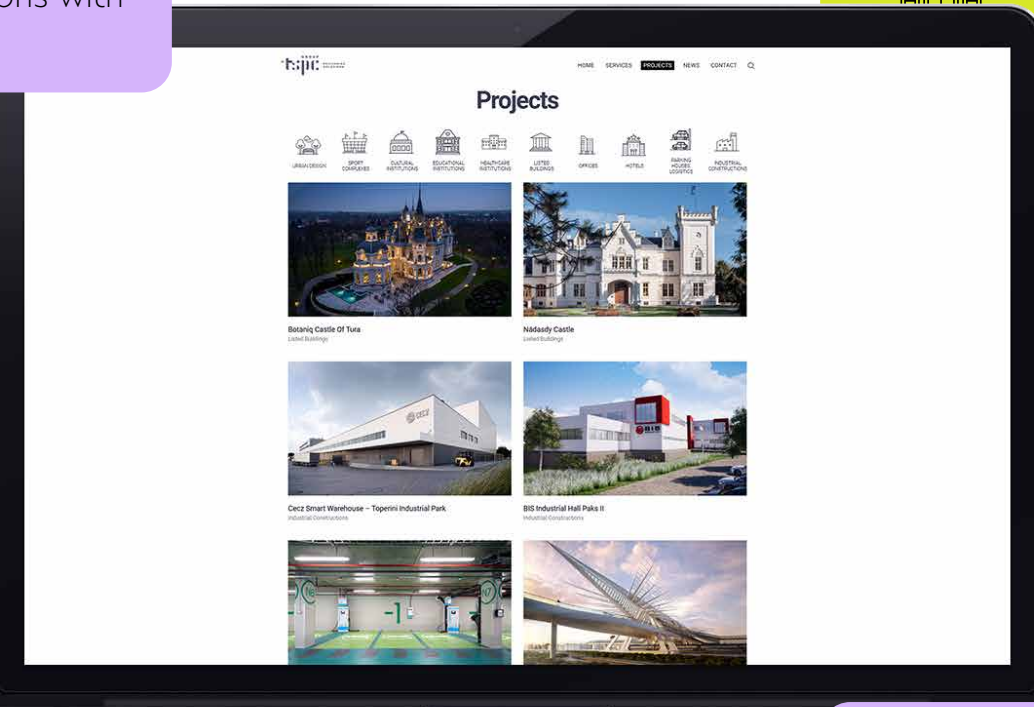
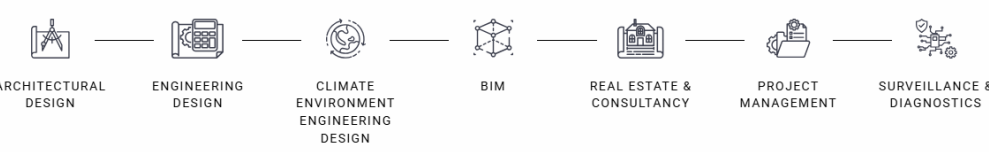
# RESPONSIVE DESIGN

With a seamless UX/UI design, the website not only showcases their rich portfolio and advanced engineering expertise but also offers a user-friendly journey on every device—inviting potential clients to explore their all-in-one solutions with ease.



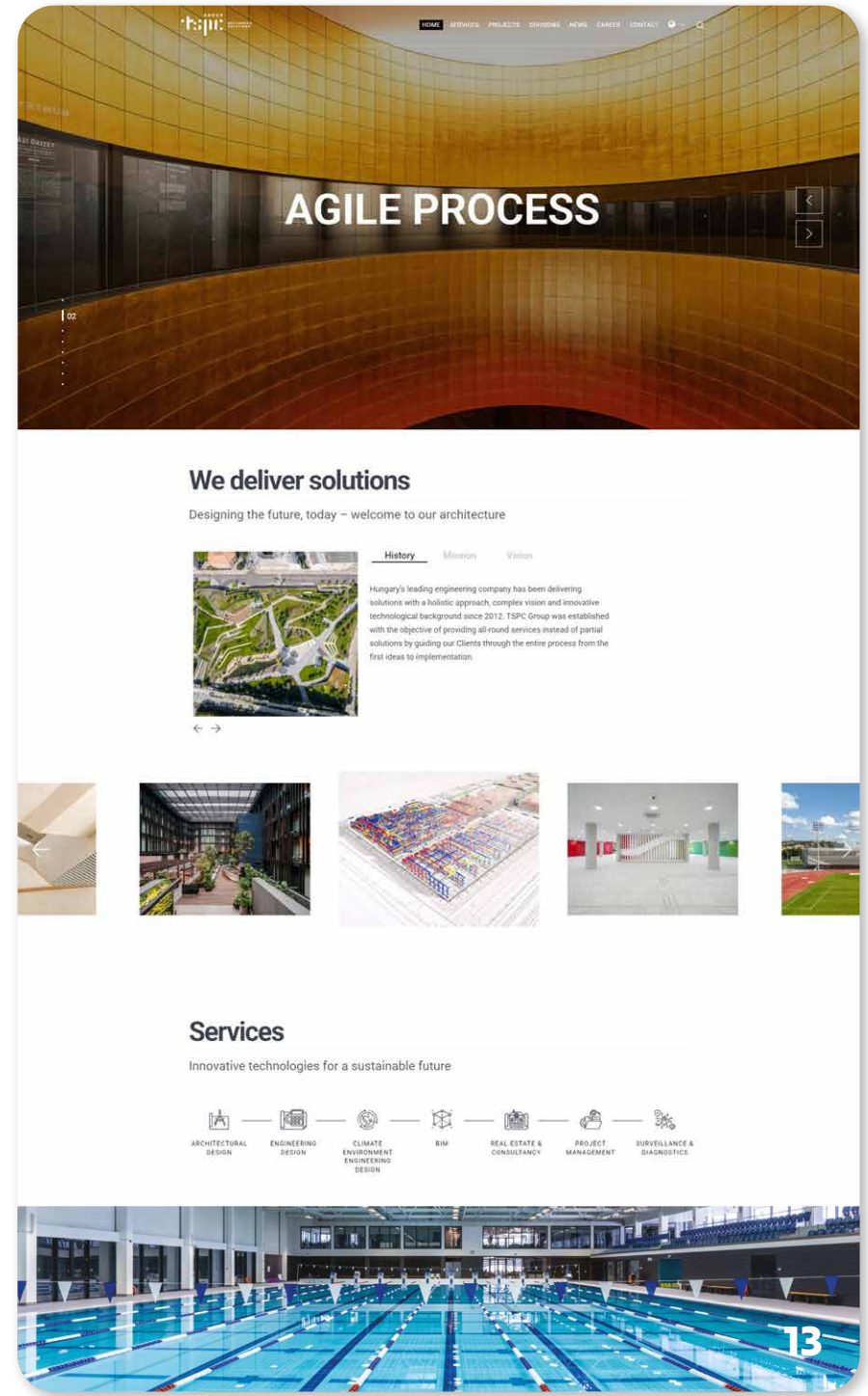
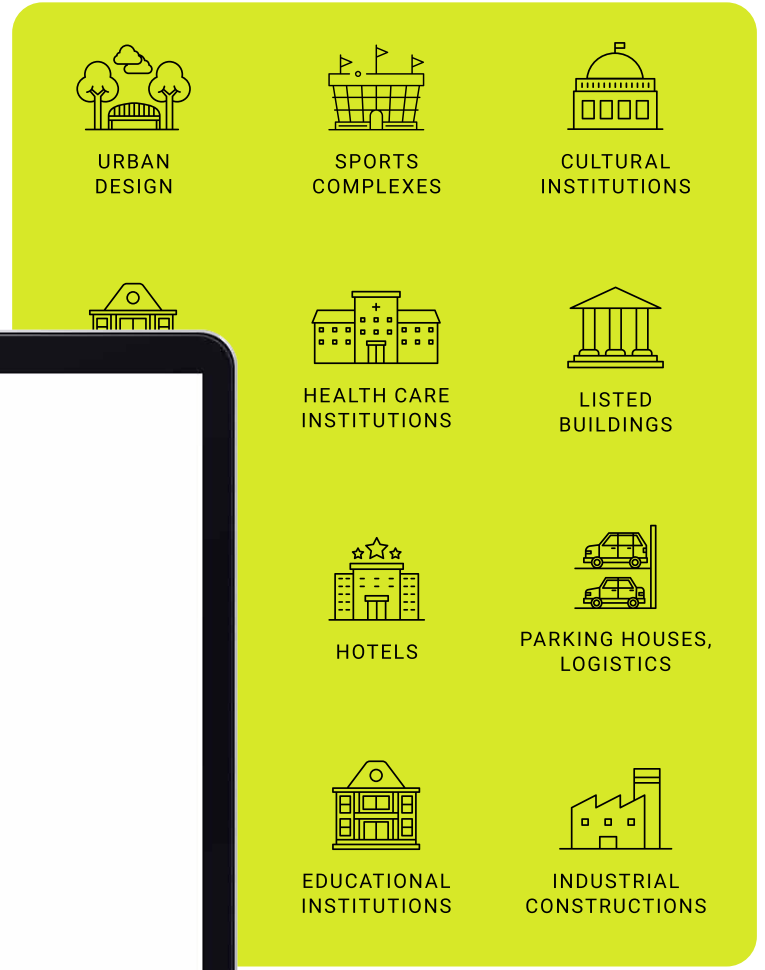
# Services

Innovative technologies for a sustainable future



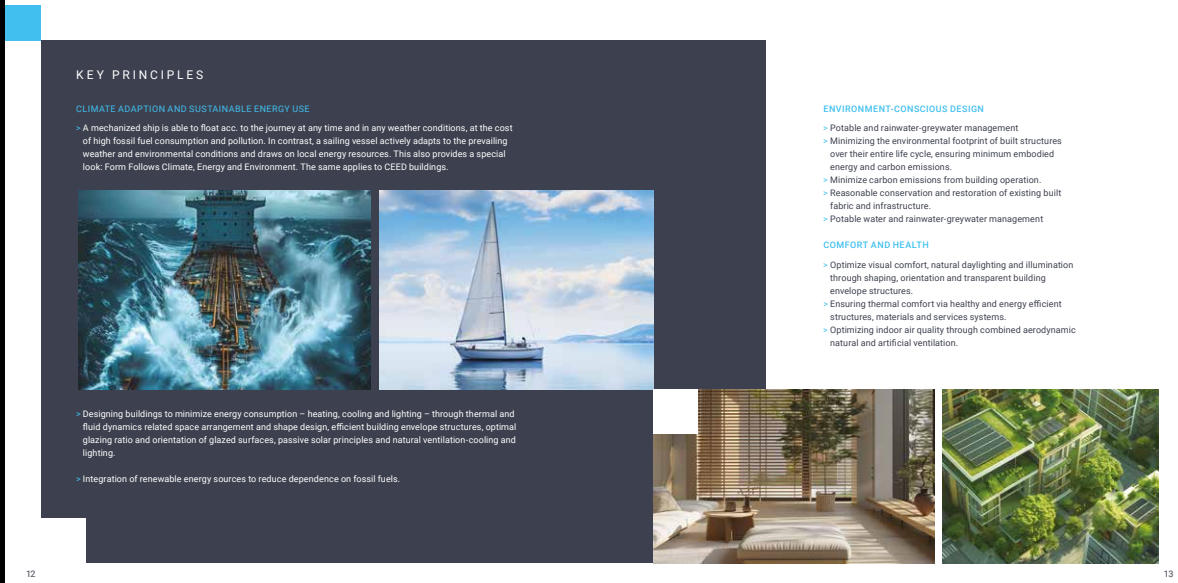
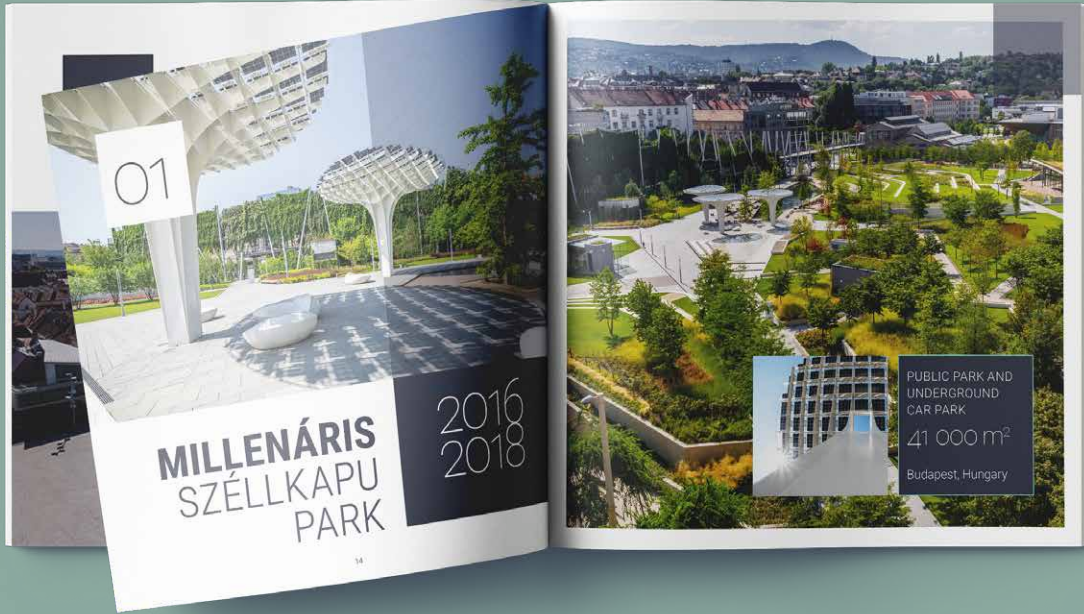
# ICONOGRAPHY

Custom-designed logos were created for each service and division, featuring a minimalist aesthetic that aligns seamlessly with TSPC Group's overall branding.



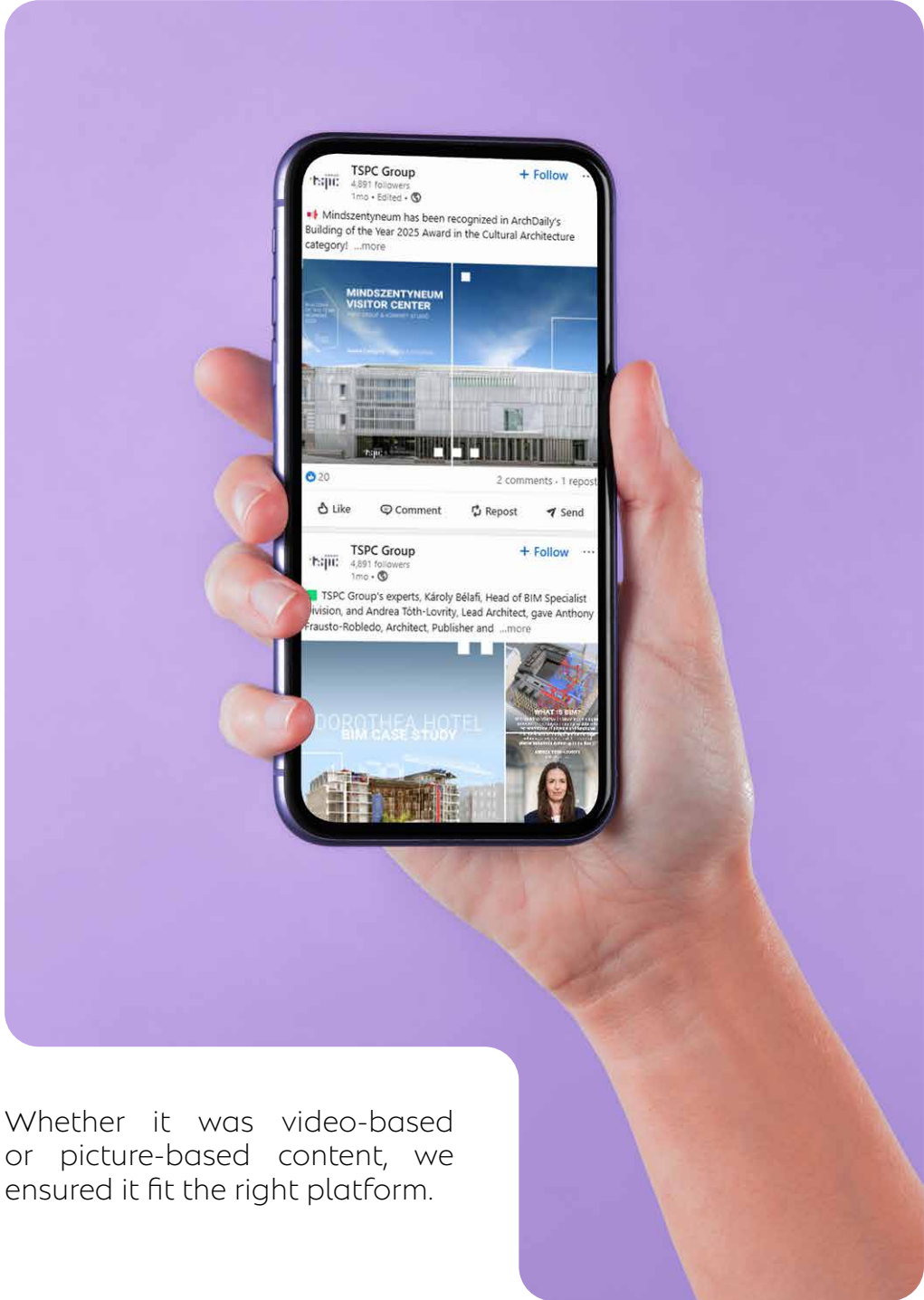
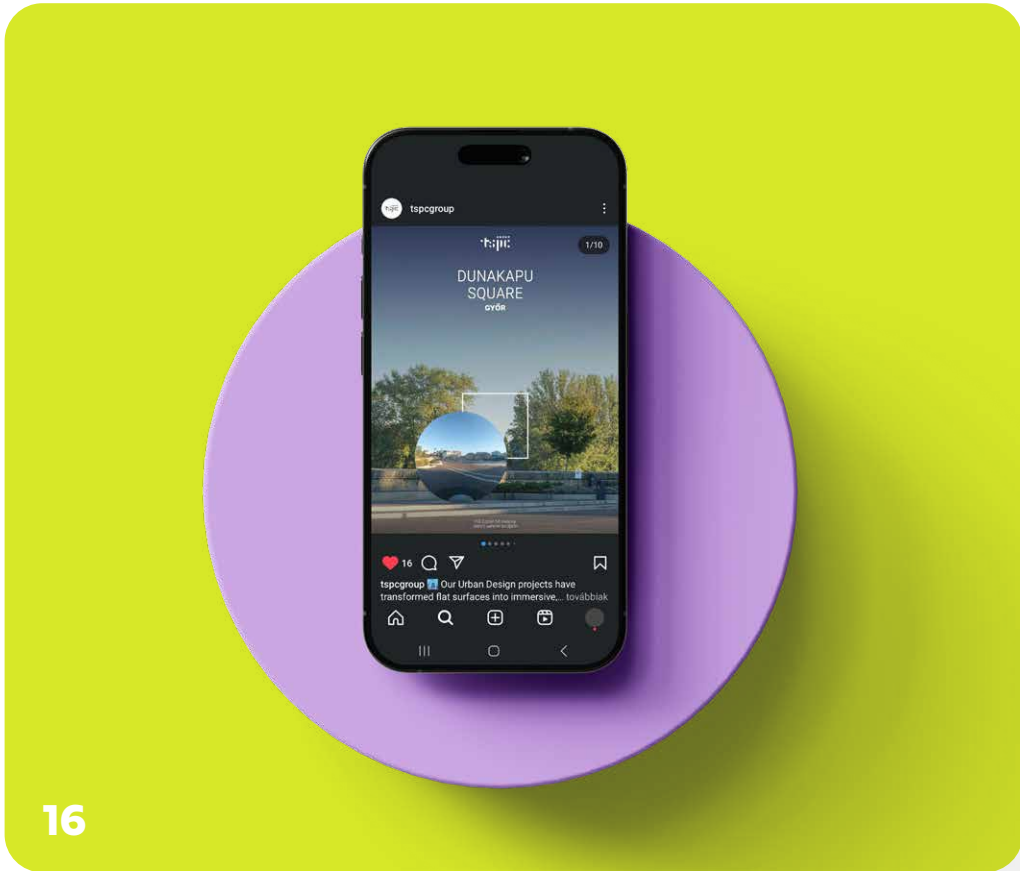
# PRINTED MATERIALS, BROCHURES

For TSPC Group we designed, wrote and edited a range of digital and printed brochures in multiple languages to showcase its extensive portfolio, services, and diverse divisions. The digital version provides easy, up-to-date access to all the crucial information about their expertise. Meanwhile, the high-quality printed brochures are designed to impress, ensuring every potential client receives a comprehensive and visually striking overview of what TSPC Group has to offer.



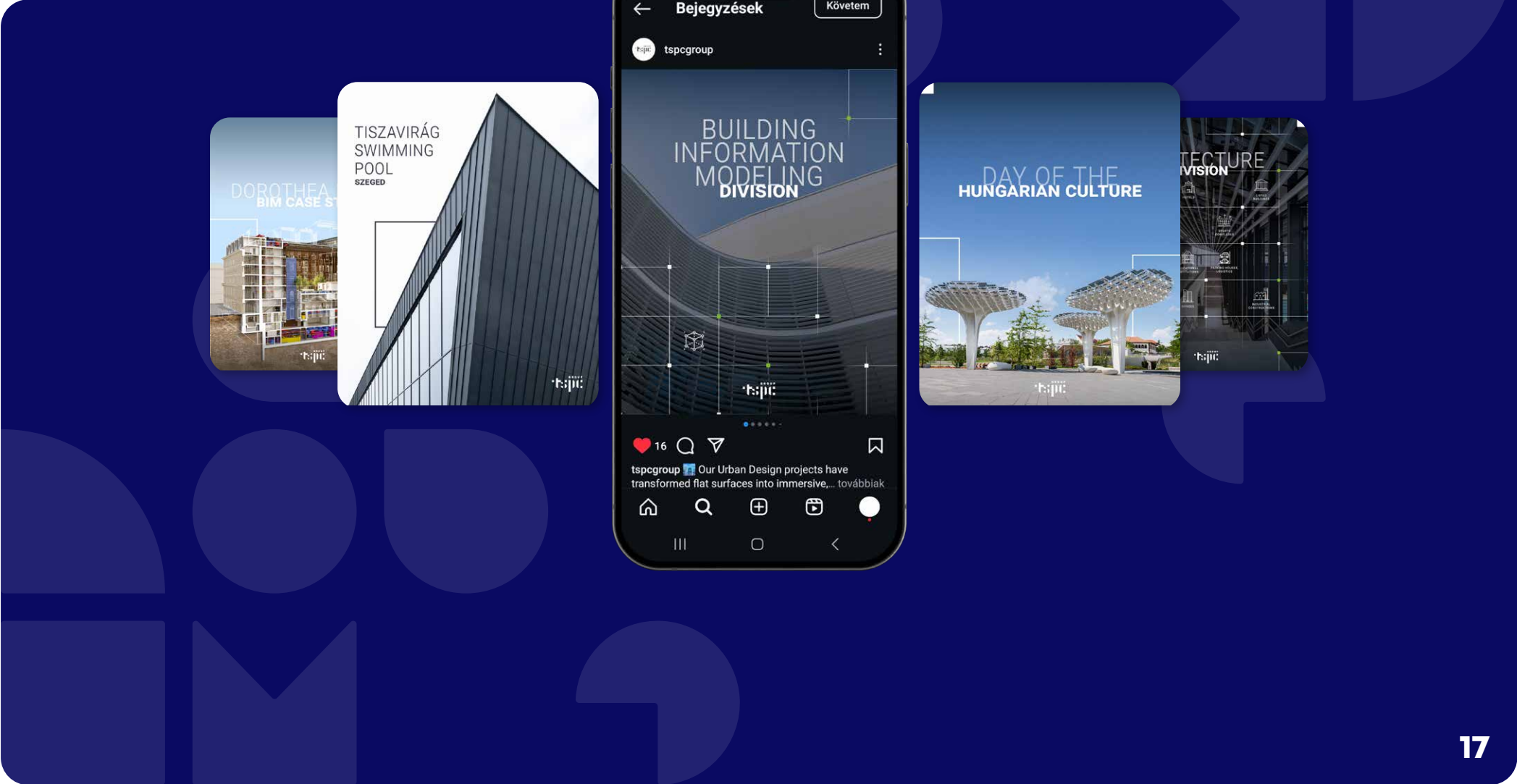
# SOCIAL CONTENTS

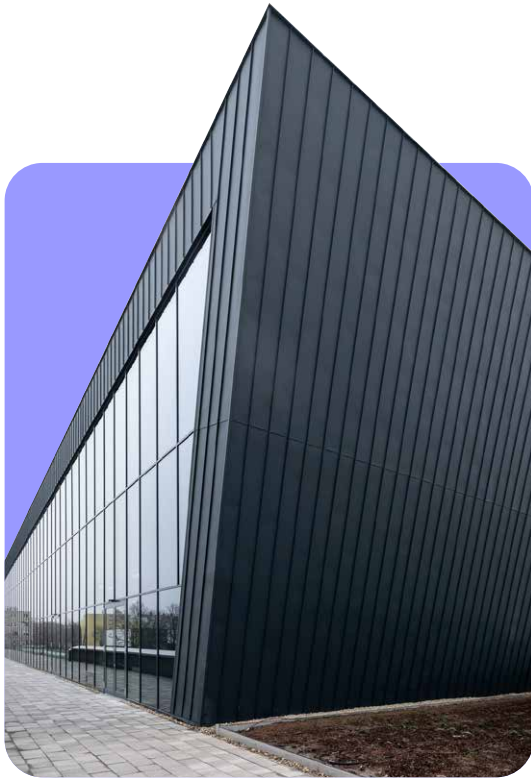
The client wanted to reimagine their Instagram grid with a more minimalist look, focusing entirely on their designs. They also aimed to reach a larger audience and gain more followers on Instagram. We listened and planned content that showcases their ongoing and previous projects in a new light while incorporating employer branding and sharing infotainment content that educates and is aesthetically pleasing. We strategically planned a year's worth of content so that every aspect of the client's know-how received its deserved spotlight.



Whether it was video-based or picture-based content, we ensured it fit the right platform.

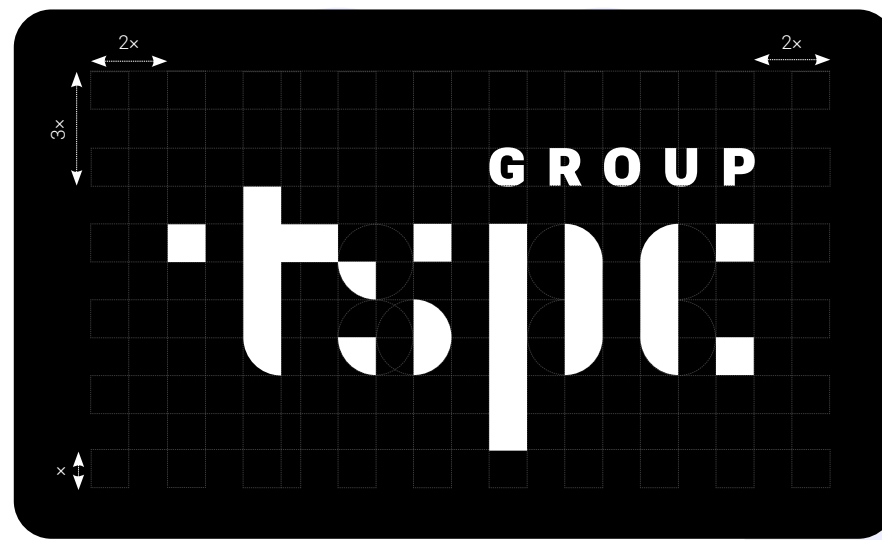
As for Facebook and LinkedIn, the goal was to maintain their follower base and reach new audiences, which we achieved. We also paid attention to crafting the right copy so that captions and post text always supported and complemented each other.





## LOGO AND IDENTITY DESIGN

The refreshed visual identity mirrors TSPC Group's modern and holistic approach to general design. By refining their distinctive logo and creating cohesive brand elements, we developed a look that's as progressive as their engineering solutions, setting a bold tone for every interaction. This identity ensures a consistent and memorable presence across all brand touchpoints.



## BRAND DEVELOPMENT

In order to align TSPC Group's extensive portfolio and services with a future-forward vision, we mapped out a comprehensive brand narrative that connects their legacy in architectural design with their drive for sustainable, state-of-the-art solutions, making their passion resonate on an international scale. This strategic narrative also fosters a sense of trust and innovation among global stakeholders.





# TSPC DESIGN

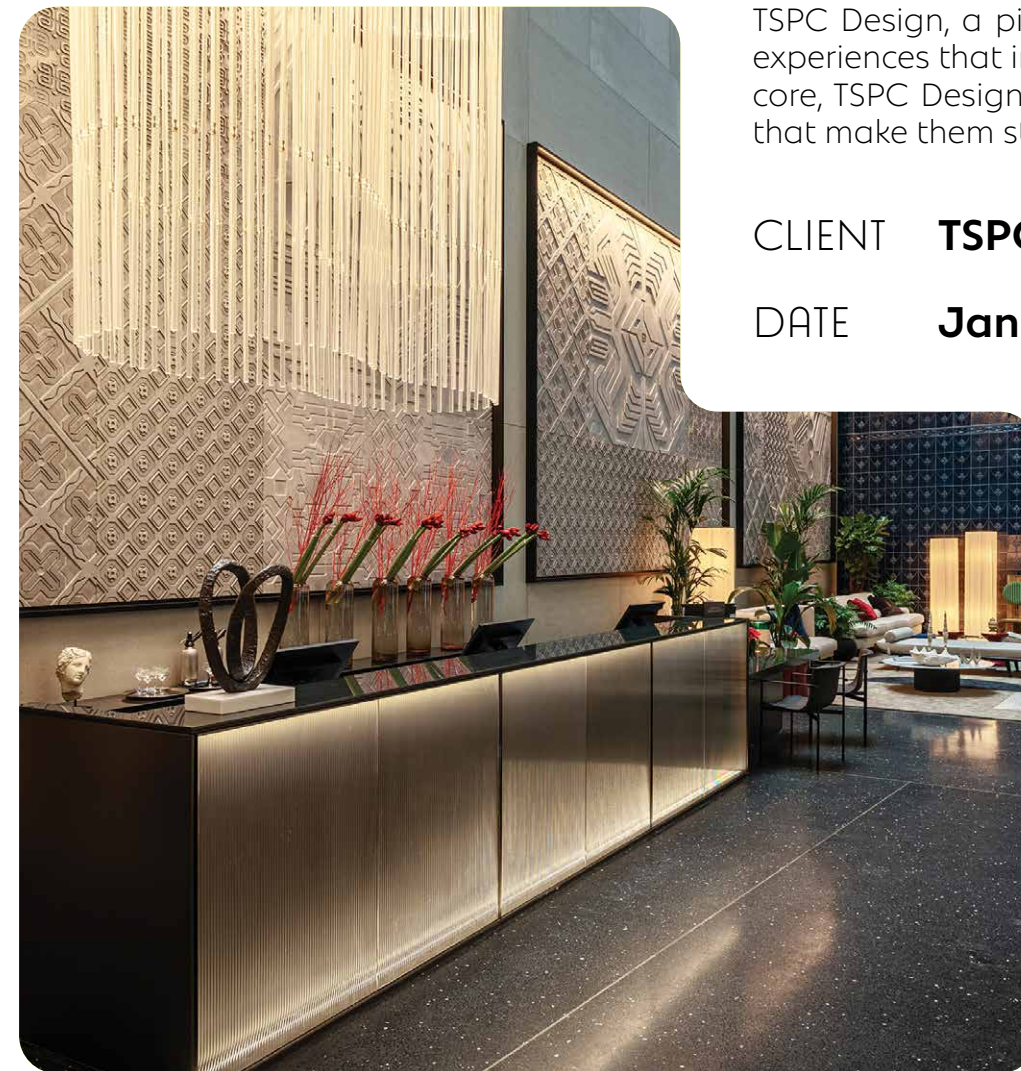
STRATEGIC BRAND DEVELOPMENT

DIGITAL MARKETING

CONTENT MARKETING

WEB DEVELOPMENT AND UX/UI DESIGN

LOGO AND IDENTITY DESIGN



TSPC Design, a pioneer in fusing design and technology, is dedicated to creating visual experiences that inspire and push boundaries. With a minimalist and clean aesthetic at its core, TSPC Design delivers forward-thinking interior design and graphic design solutions that make them stand out in a competitive landscape as a division of TSPC Group.

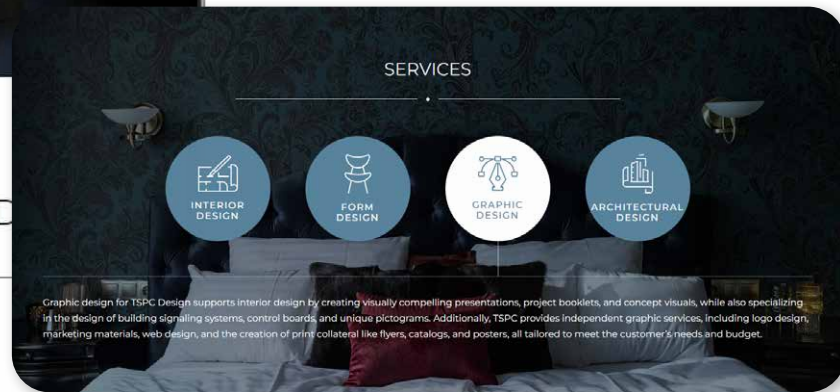
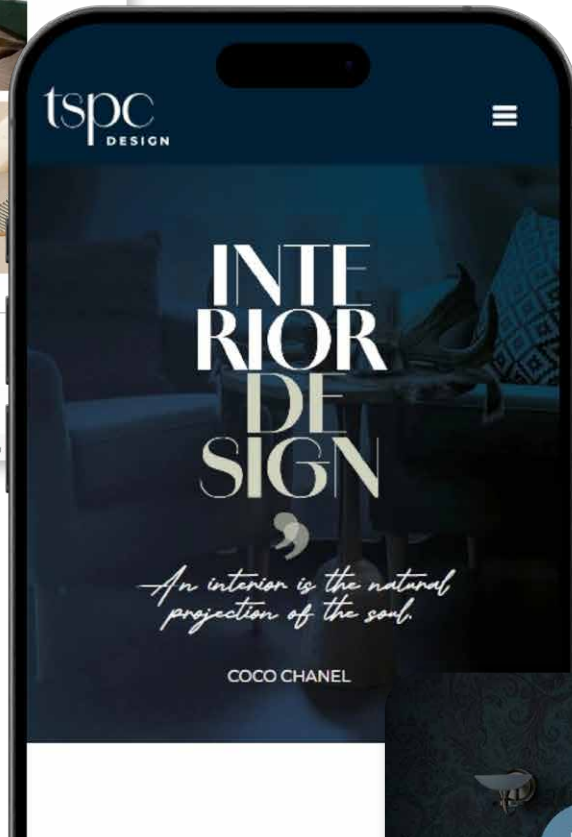
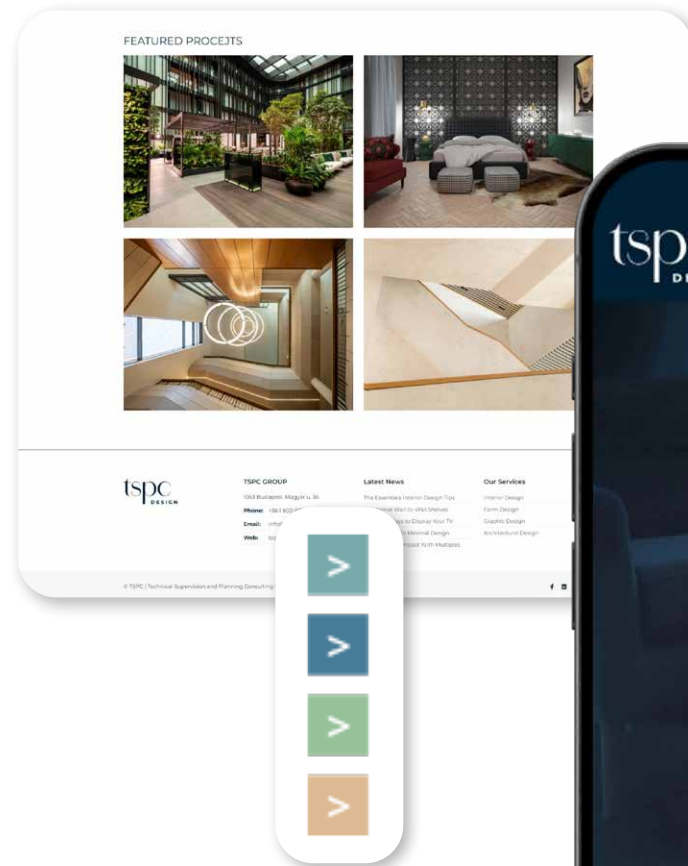
CLIENT **TSPC Design**

DATE **January 2025**



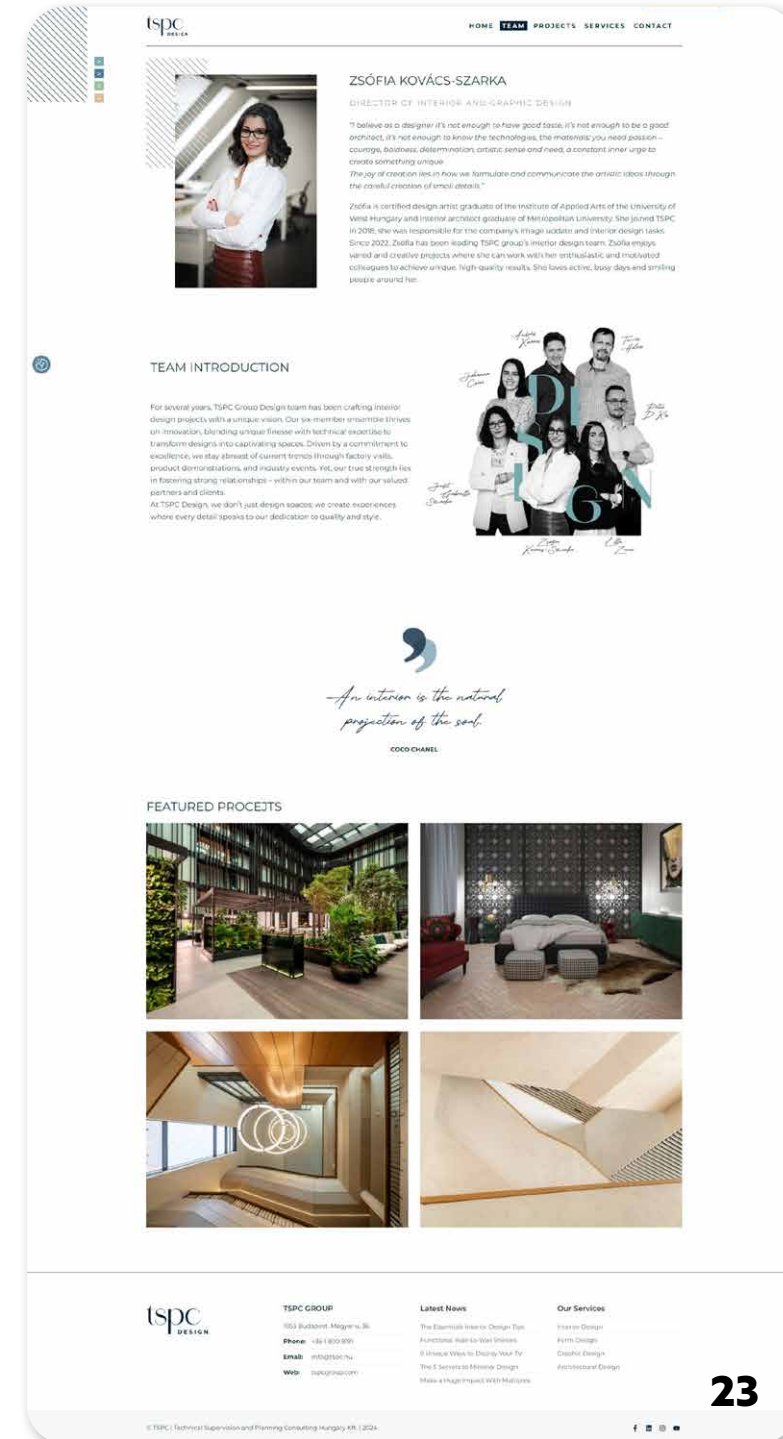
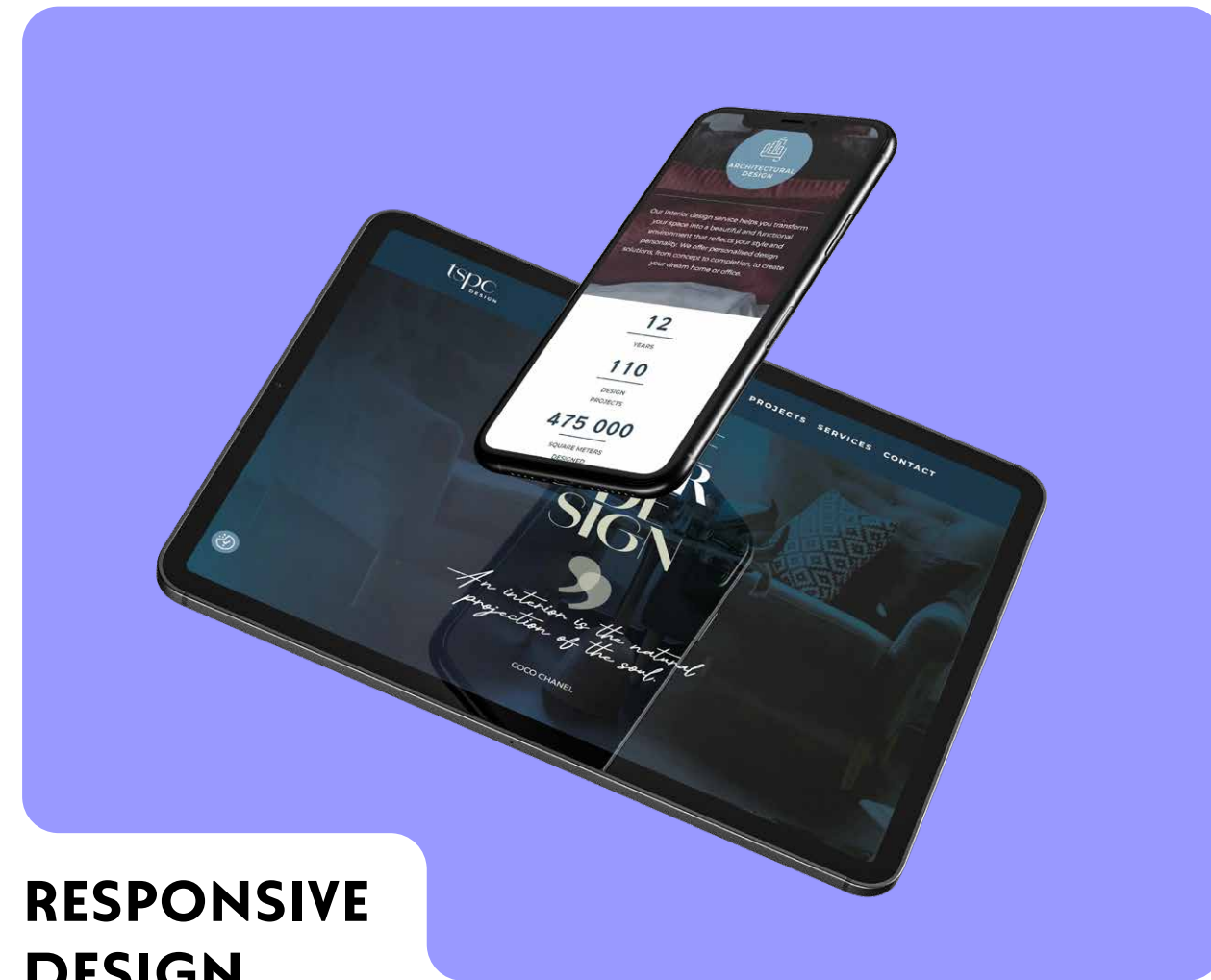
## WEBSITE DEVELOPMENT AND UX/UI DESIGN

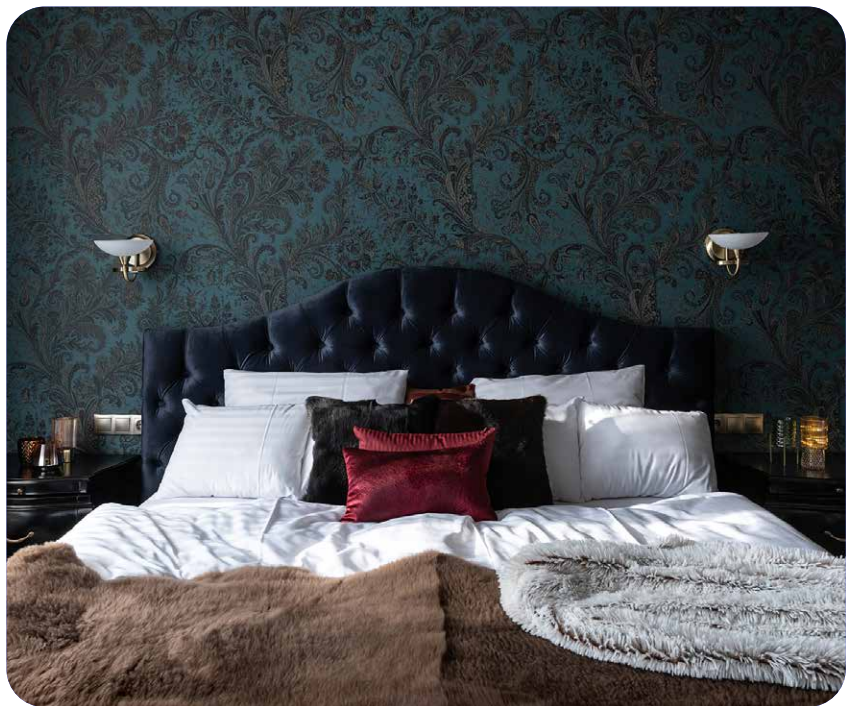
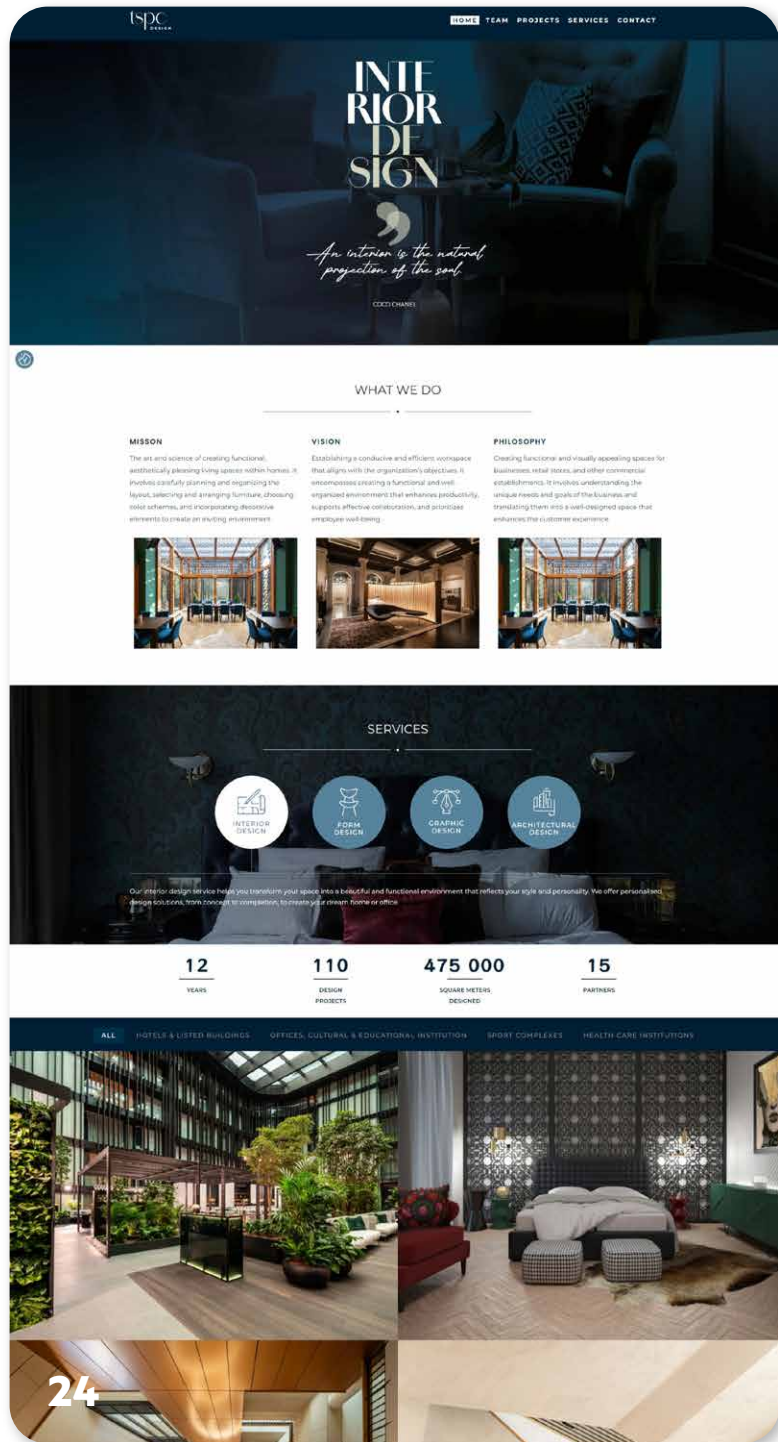
Our tech experts designed a modern, user-friendly website that mirrors the creative powerhouse that is TSPC Design. With a focus on smooth navigation and striking visuals, we delivered a digital platform that offers an immersive user experience while reflecting the division's cutting-edge spirit.



## RESPONSIVE DESIGN

With an intuitive UX/UI at its core, the website not only highlights their extensive portfolio and cutting-edge design capabilities but also delivers a seamless, multi-device experience that encourages potential clients to effortlessly explore their integrated solutions.





## SOCIAL CONTENTS

We crafted an engaging narrative that aligns with TSPC Design's polished and creative aesthetic. By highlighting the brand's bold design approach, our content spoke directly to both industry experts and design enthusiasts, setting the stage for a powerful storytelling experience.



By blending industry news, project details, employer branding content and personal art curations, we created a comprehensive and immersive flow of engaging content.



Our design team developed a unique logo and comprehensive brand guidelines that echo the elegance and forward-thinking nature of TSPC Design. The visual identity we created isn't just stylish—it's a bold statement that encapsulates authenticity and innovation, ensuring the brand stands out in a crowded market.



We took a holistic approach to brand strategy, aligning TSPC Design's modern ethos with smart marketing tactics. By fusing creative storytelling with strategic insights, we built a cohesive narrative that reinforced the brand's identity and laid a strong foundation for lasting market impact.





# ORSOLYA EVENTS

- CONTENT MARKETING
- STRATEGIC BRAND DEVELOPMENT
- LOGO AND IDENTITY DESIGN
- WEB DEVELOPMENT AND UX/UI DESIGN
- DIGITAL MARKETING

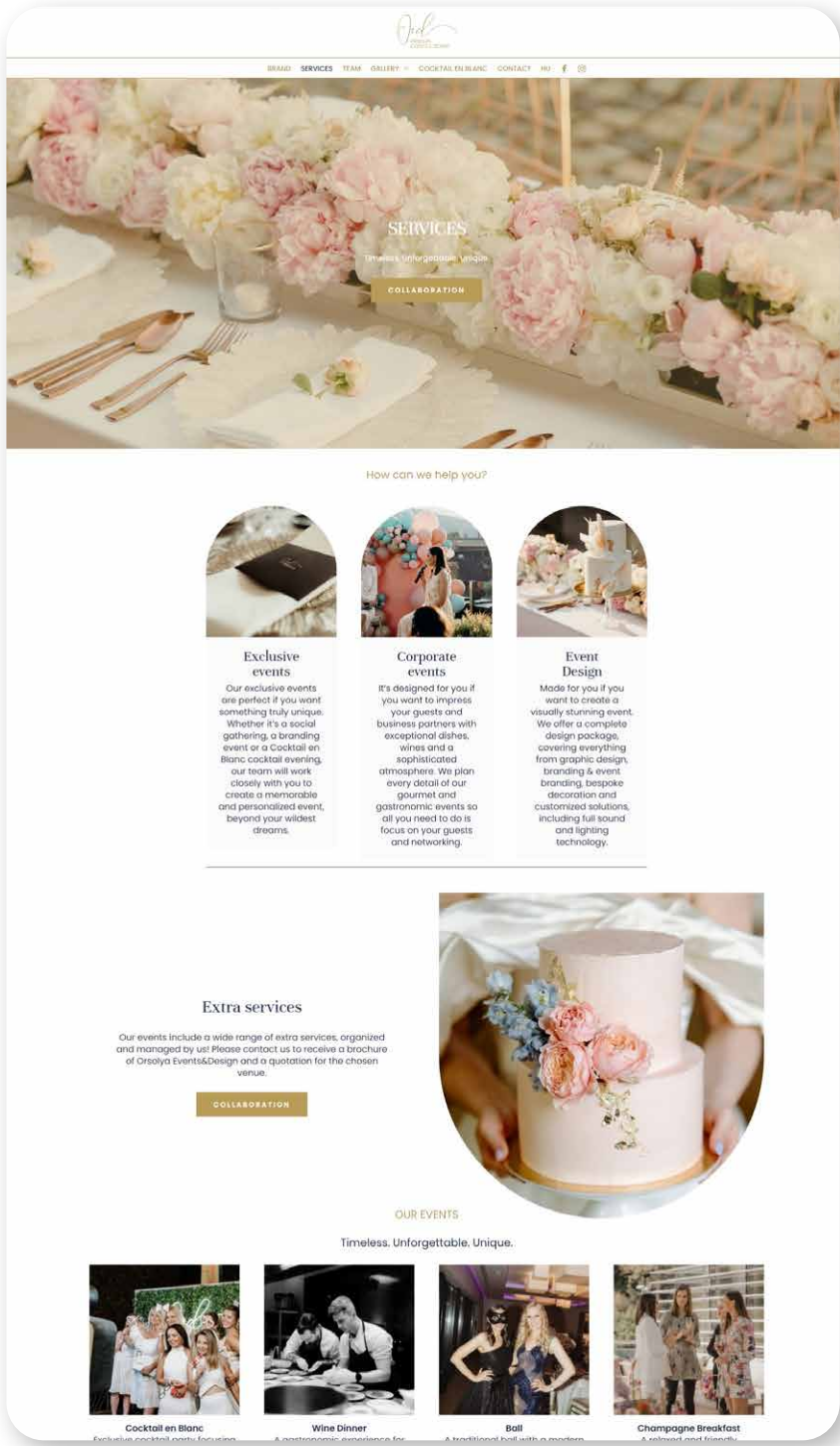
Following Orsolya Events&Design’s belief that every event is a dream realized, we embraced this philosophy to support these experiences with comprehensive digital marketing. With meticulous attention to detail and a passion for creativity, the project was designed to elevate every moment—from the initial spark of inspiration to the final celebratory toast.

CLIENT **OED**  
DATE **September 2024**



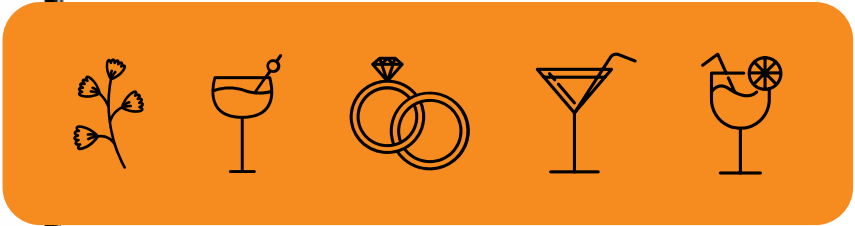
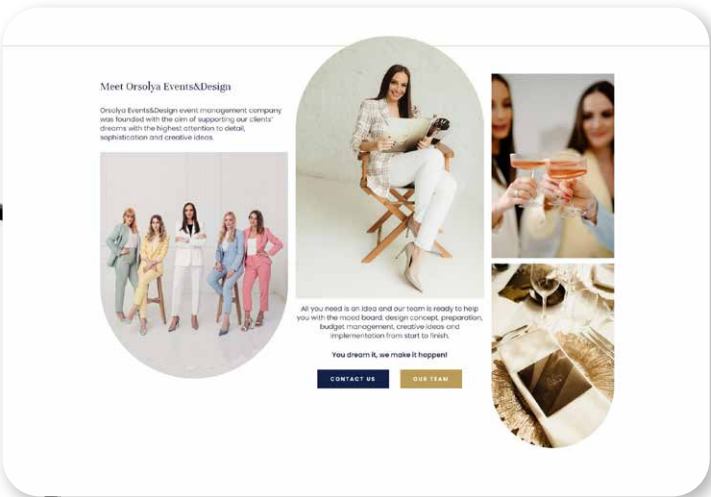
# WEBSITE DEVELOPMENT AND UX/UI DESIGN

Our team delivered an immersive digital platform that brings the event’s magic online. With intuitive navigation and a visually engaging design, the website invites visitors to experience the enchantment of the event even before stepping through the door.



# RESPONSIVE DESIGN

The website’s fluid UX/UI design showcases the client’s vast array of events and services, ensuring a smooth, user-friendly experience on every device that invites prospective clients and guests to navigate and discover the magic behind Orsolya Event&Design with ease.



# BRAND DEVELOPMENT

We aligned the event’s narrative with the overarching brand mission by developing a comprehensive brand strategy that marries creative vision with business objectives, ensuring every aspect of the experience reinforces a consistent, powerful message.



# SOCIAL CONTENTS

We developed story-driven content that transformed every detail—from curated cocktail nights to elegant dinner parties—into a narrative that resonates with audiences, igniting both emotion and inspiration.



# DIGITAL MARKETING

Our digital marketing strategy amplified the event’s impact by targeting the right audiences across multiple channels, ensuring the captivating story reached everyone from industry insiders to social enthusiasts, and reinforcing a dynamic, dream-driven energy.



# LOGO AND IDENTITY DESIGN

By crafting a refined visual identity, we captured the unique essence of Orsolya Events&Design. The distinctive logo and brand elements serve not only as a visual signature but also as a lasting reminder of the elegance and creativity behind the event.



# BÉLA KIRÁLY ROAD RESIDENTIAL AND VILLA PARK

- CONTENT MARKETING
- STRATEGIC BRAND DEVELOPMENT
- LOGO AND IDENTITY DESIGN
- WEB DEVELOPMENT AND UX/UI DESIGN
- DIGITAL MARKETING

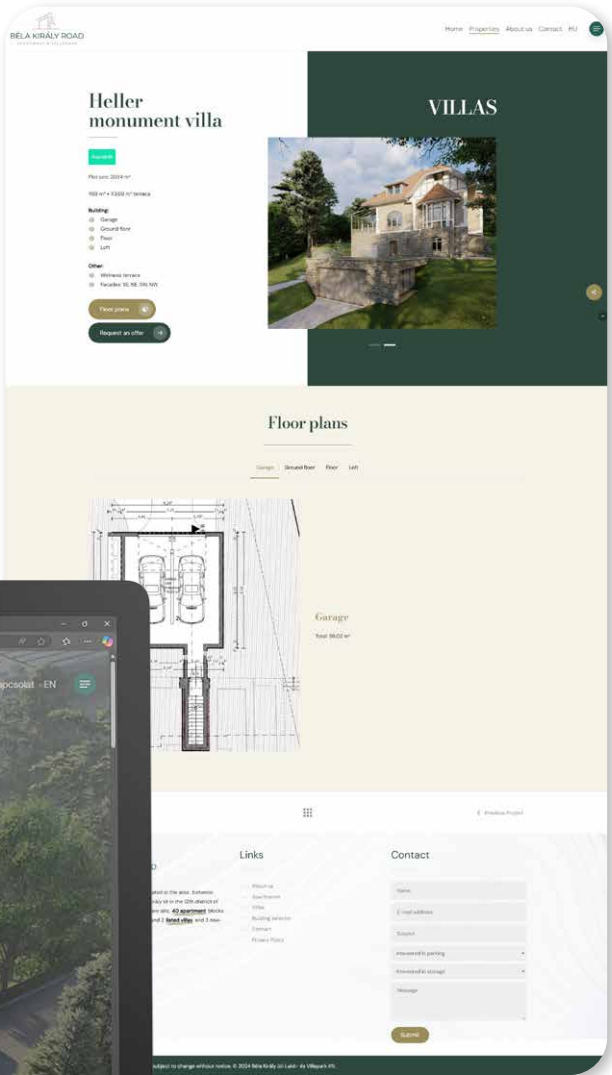
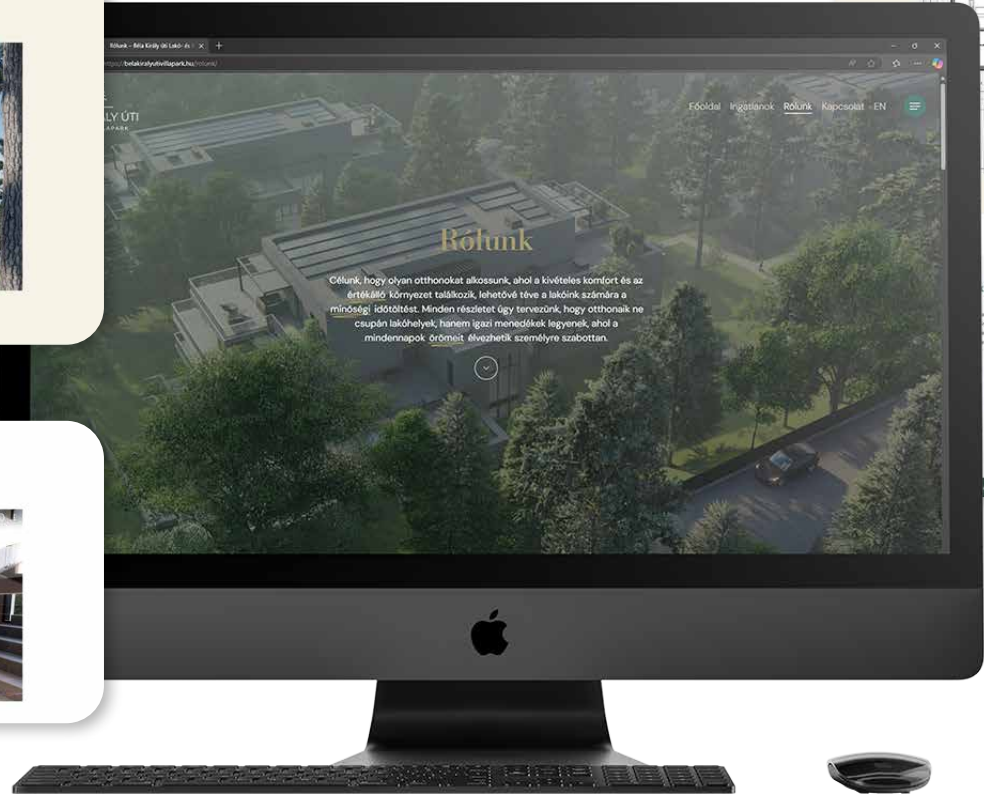
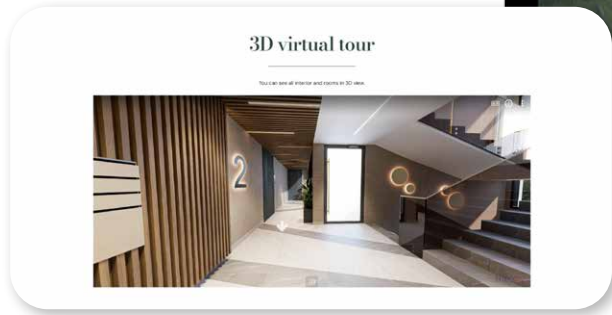


Imagine a place where the city’s vibrant energy meets the serene embrace of nature—nestled in the heart of Budapest between Béla King and Mátyás King Streets. Béla Király Road Residence and Villa Park project is a unique fusion of modern living and timeless elegance.

CLIENT **BVP**  
DATE **September 2024**

## WEBSITE DEVELOPMENT AND UX/UI DESIGN

Our team delivered a sleek, user-centric website that not only showcases the project’s rich features—from spacious apartments and heritage villas to modern infrastructure—but also provides an effortless, immersive experience across all devices, inviting potential buyers to feel at home from the very first click.



# RESPONSIVE DESIGN

Built with responsive UX/UI in mind, the website effectively presents all real estates and flats with AR/VR experiences, while providing a consistent browsing experience across all devices—making it simple for new clients to imagine their future home.



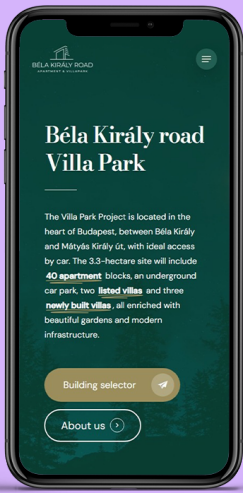
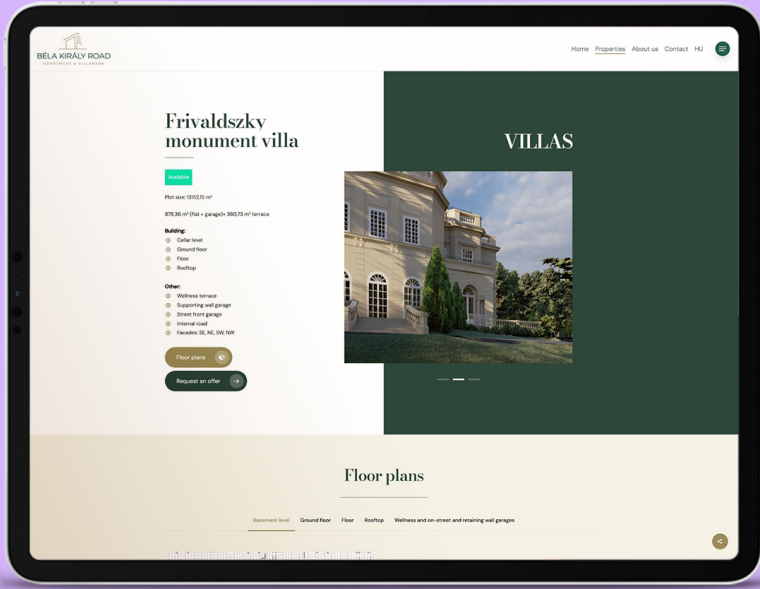
# DIGITAL MARKETING

Our digital strategy amplified the project's unique offering, targeting home seekers and investors with tailored messages that emphasized the harmonious blend of urban convenience and natural tranquility, ensuring every touchpoint reinforced the promise of a better lifestyle.



# CONTENT MARKETING

We crafted evocative narratives that captured the project's essence, highlighting how 3.3 hectares of lush, green oasis and thoughtfully designed living spaces create an inviting atmosphere that feels like home.



# BRAND DEVELOPMENT

We aligned every detail of the Béla Király Road project with a forward-thinking vision by mapping out a brand narrative that connects quality construction, smart design, and lasting investment value—ensuring the brand resonates with both first-time buyers and seasoned investors alike.



# LOGO AND IDENTITY DESIGN

We developed a striking visual identity that reflects both the sophistication and accessibility of the villa park, with a bold logo and cohesive brand elements that embody the spirit of modern living in a historic setting.



# IMPERIUM ANIMA

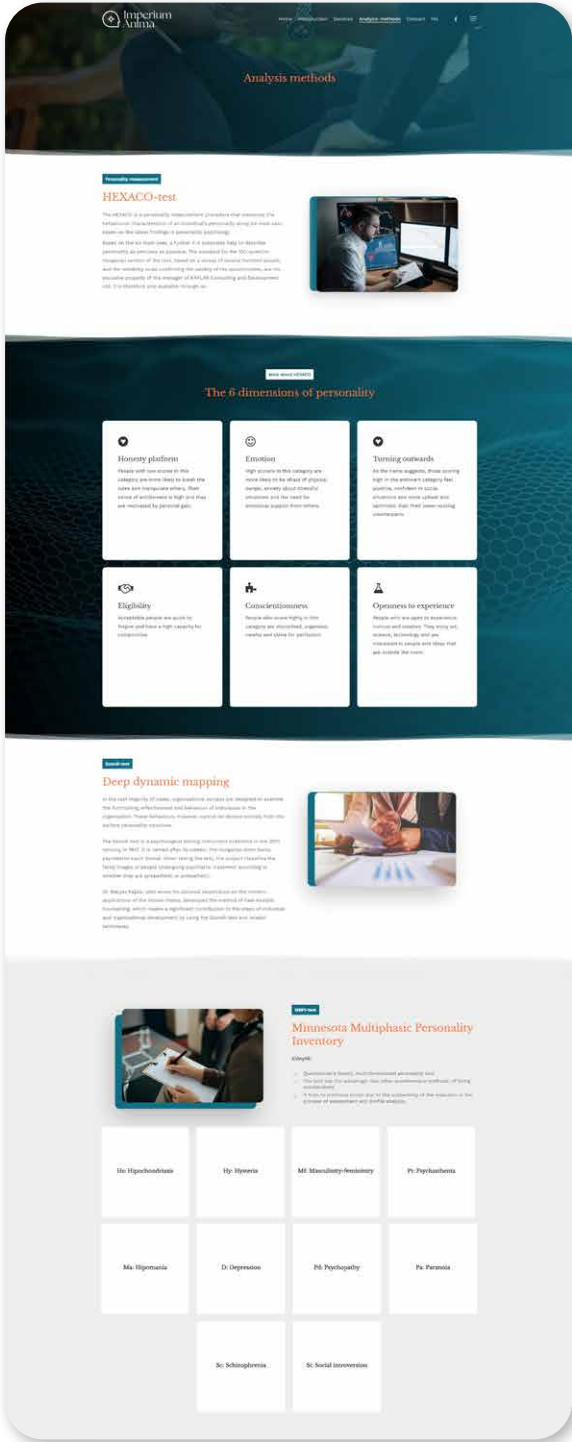
- CONTENT MARKETING
- STRATEGIC BRAND DEVELOPMENT
- LOGO AND IDENTITY DESIGN
- WEB DEVELOPMENT AND UX/UI DESIGN
- DIGITAL MARKETING



Imperium Anima is dedicated to mentoring sustainable, value-driven processes that transform both companies and individuals over the long term.

At Art of Key, we developed a digital experience that showcases Imperium Anima’s innovative services and achievements, providing an easy and engaging way for potential clients to connect.

CLIENT **Imperium Anima Kft.**  
DATE **April 2025**



## WEBSITE DEVELOPMENT AND UX/UI DESIGN

Our team delivered an intuitive, visually striking website that reflects Imperium Anima’s high standards and innovative spirit. With seamless navigation and strategically placed content, the platform serves as an effective gateway for prospective clients to explore the brand’s services and success stories.



## RESPONSIVE DESIGN

Engineered with a responsive UX/UI at its core, the website elegantly displays the client's philosophy and showcases the tools used by them, all while delivering an intuitive experience on every device—inviting clients to trust its services effortlessly.

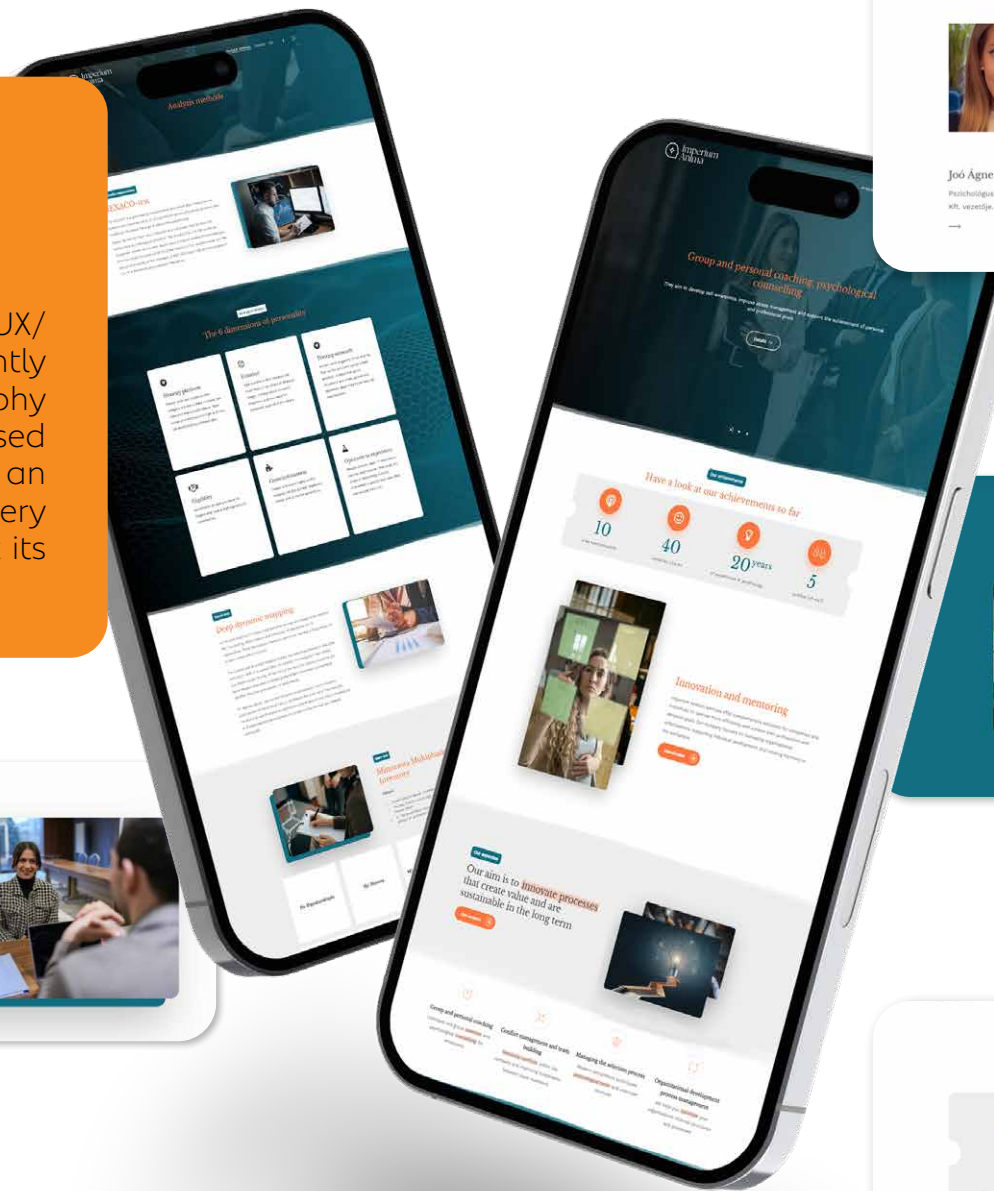
**Recruitment**

### Managing the selection process

The company supports companies in finding and selecting the right people. They use modern recruitment techniques, psychological tests and interview methods to find the most suitable candidates.

**Benefits:**

- ✓ Reduces the time and cost of the recruitment process.
- ✓ Increases employee satisfaction and long-term retention.
- ✓ Ensures candidates fit into the company culture and values.

**Csapat**

Ismerje meg csapatunkat és hívjon minket bizalommal!



Joó Ágnes  
Pszichológus, Az Imperium Anima Kft. vezetője.



Rumi Zsófia  
Pszichológus



Kemény Viktor  
Doktori pszichológus, diakonarendező, személynapi pszichológus



Dr. Káplár Máttyás  
Szakpszichológus

**Ismerkedjen meg az eszközeinkkel**

Objektív módon feltárjuk a kliens erősségeit, gyengeségeit, személyiségjegyeit és fejlődési lehetőségeit



HEXACO-teszt



Szondi-teszt



MMPI-teszt



Organogram

**Eredményeink**

Tekintse meg eddig elért eredményeinket



10  
területi specializáció



40  
elégedett ügyfél



20 év  
pszichológia tapasztalat



5 fő  
munkatárs létszám

## CONTENT MARKETING

We developed a content strategy that brings Imperium Anima's vision to life with clarity and passion, creating messaging that resonates with both industry professionals and forward-thinking audiences.



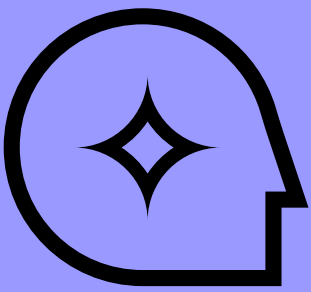
## DIGITAL MARKETING

Our digital marketing approach ensured that Imperium Anima’s distinctive voice reached the right people, amplifying their expertise and positioning the brand as a trusted mentor in fostering growth and sustainable practices.



## STRATEGIC BRAND DEVELOPMENT

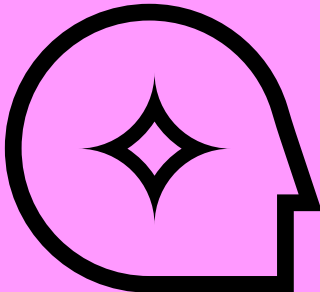
Taking a holistic approach, we built a cohesive brand narrative that aligns Imperium Anima’s innovative solutions with its commitment to long-term value creation, ensuring a consistent and powerful message across all touchpoints.



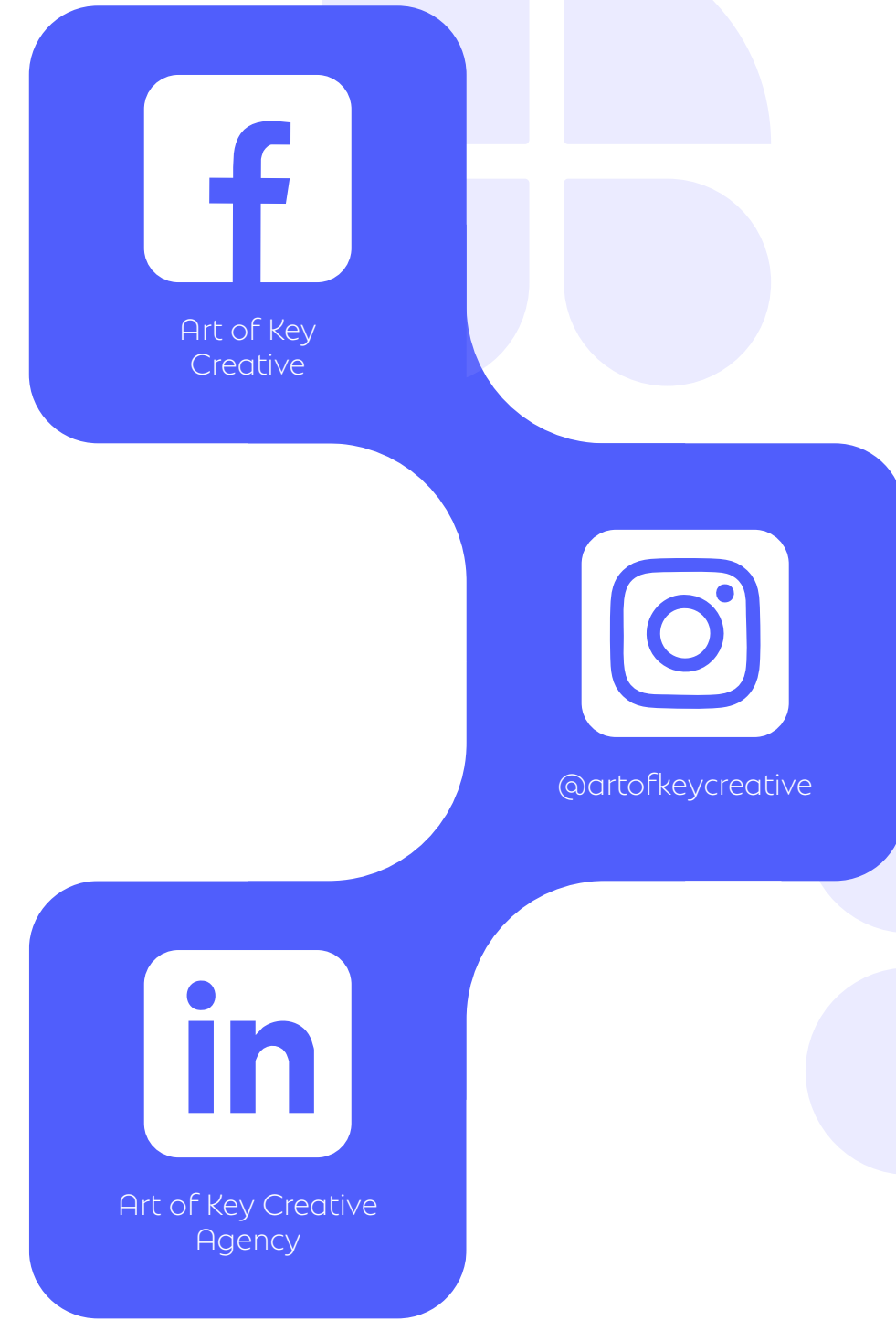
# Imperium Anlma

## LOGO AND IDENTITY DESIGN

We crafted a unique visual identity that mirrors Imperium Anima’s personalized, forward-thinking ethos, with a distinctive logo and cohesive brand elements that evoke sophistication and trust.



# CONTACT US



**UNLOCK THE FULL POTENTIAL  
OF YOUR BRAND WITH ART  
OF KEY - WHERE INNOVATIVE  
STRATEGIES MEET CREATIVE  
EXCELLENCE TO TRANSFORM  
DREAMS INTO REALITY.**



GET IN TOUCH TODAY VIA OUR WEBSITE  
OR CONNECT WITH US ON SOCIAL MEDIA  
AND LET US BE THE KEY TO YOUR BRAND'S  
SUCCESS!

**ARTOFKEYCREATIVE.COM**



[www.artofkeycreative.com](http://www.artofkeycreative.com)