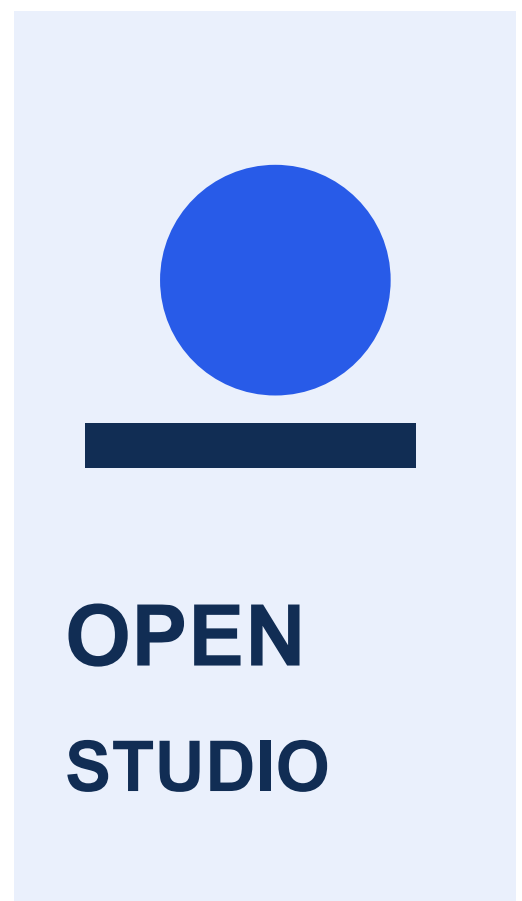
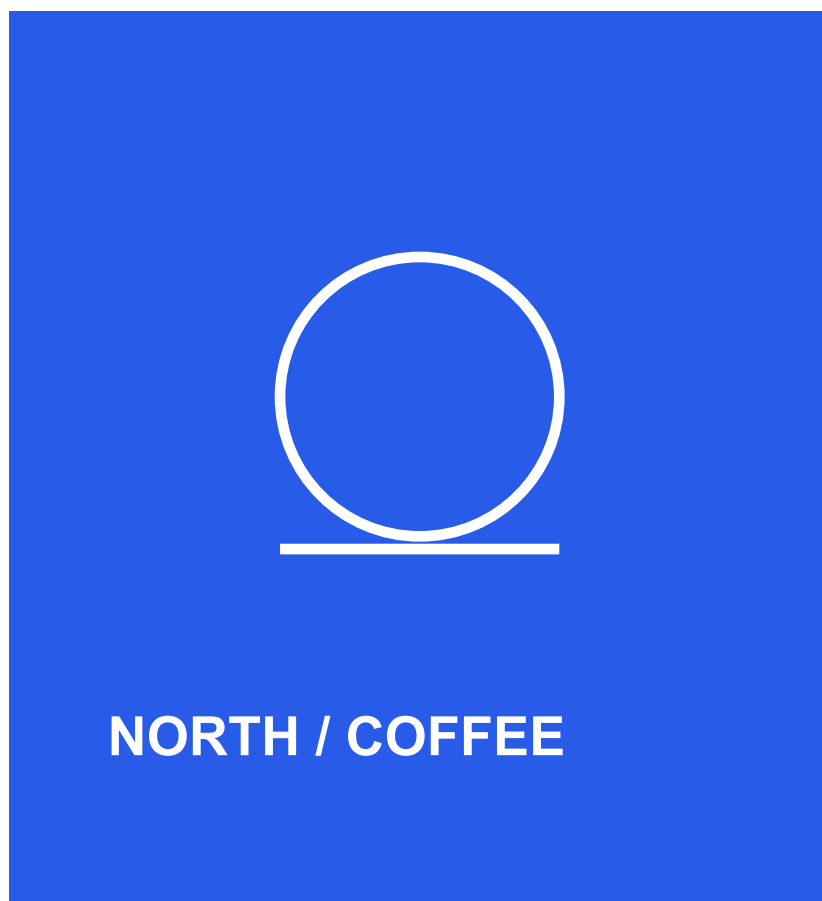


Selected Work

Brand identities and editorial layouts.

Two projects, from initial brief to finished applications.



Two Projects.

Different Decisions.

A short selection of visual identity and event design.
Each project explains the brief, my role and the final work.

01 / NORTH COFFEE

Identity design / self-initiated concept

Brief 03 Design decisions 04 Applications 05

02 / OPEN STUDIO

Poster and invitation / self-initiated concept

Final poster 06 Format adaptation 07

A Cafe Identity

Built for Small Spaces



THE BRIEF

Create a compact identity for a neighbourhood coffee counter.

The mark needs to work on a menu, cup sleeve and takeaway card.

MY ROLE

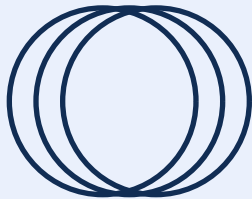
Concept, wordmark, colour palette and application layouts.

Self-initiated project; no client results are claimed.

Keep the Mark Simple

I reduced the cup drawing to a circle and a single baseline.

The simpler shape leaves more room for the name at small sizes.



EARLY EXPLORATION



SELECTED DIRECTION

COLOUR

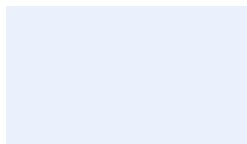
Cobalt blue carries the identity; white space keeps small text clear.



Cobalt

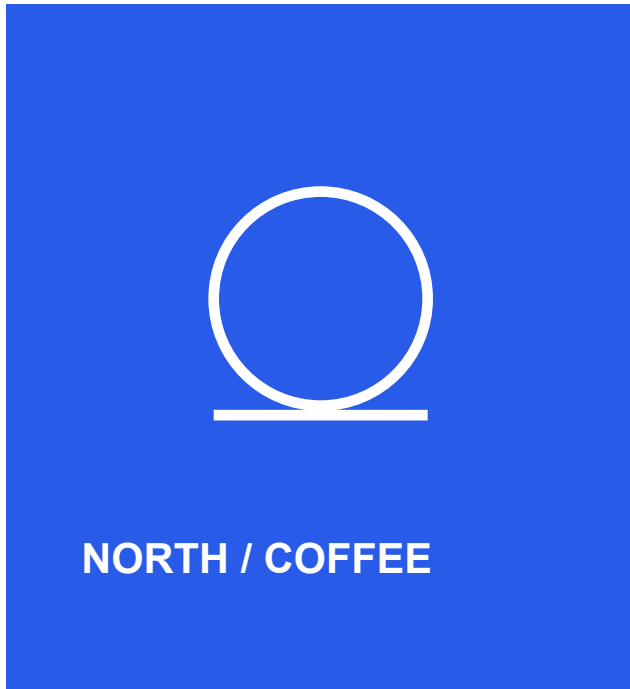


Navy

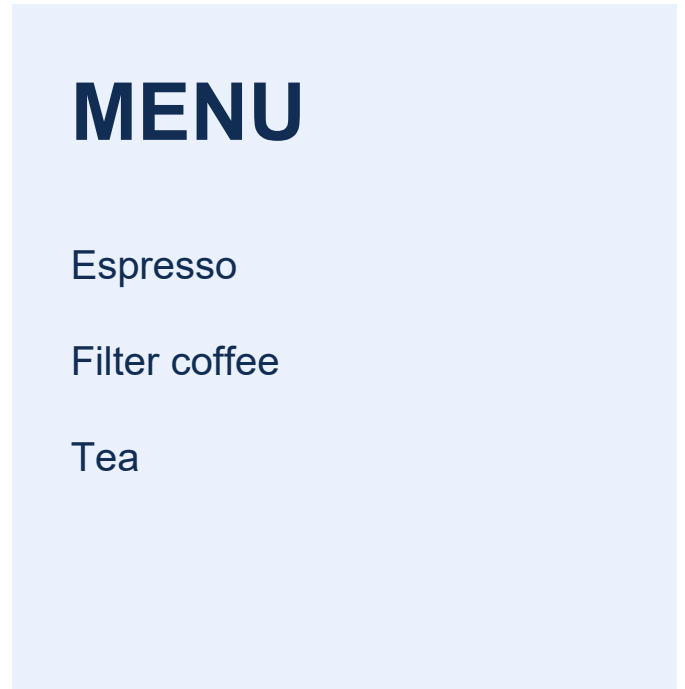


Pale blue

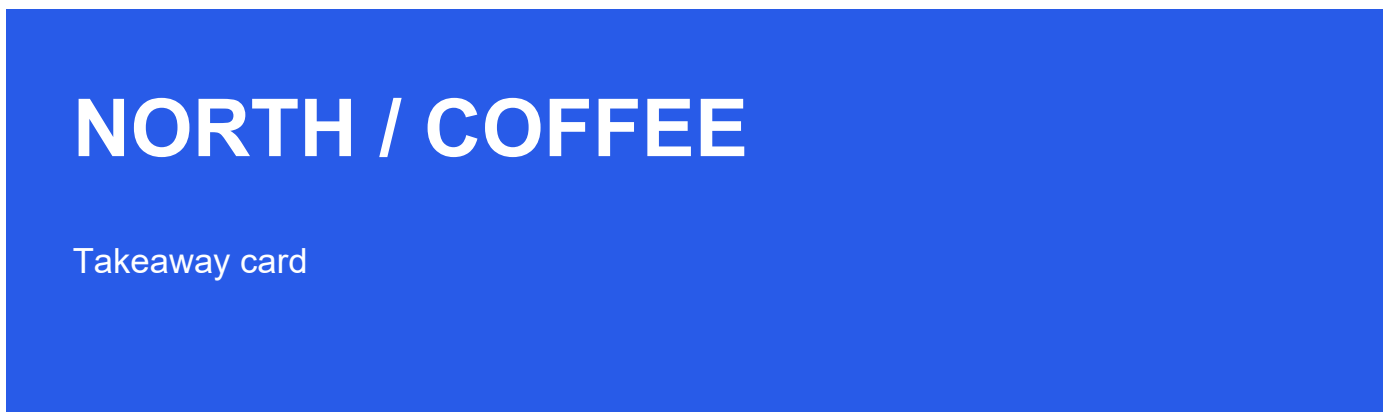
One Identity, Three Uses



Cup sleeve graphic

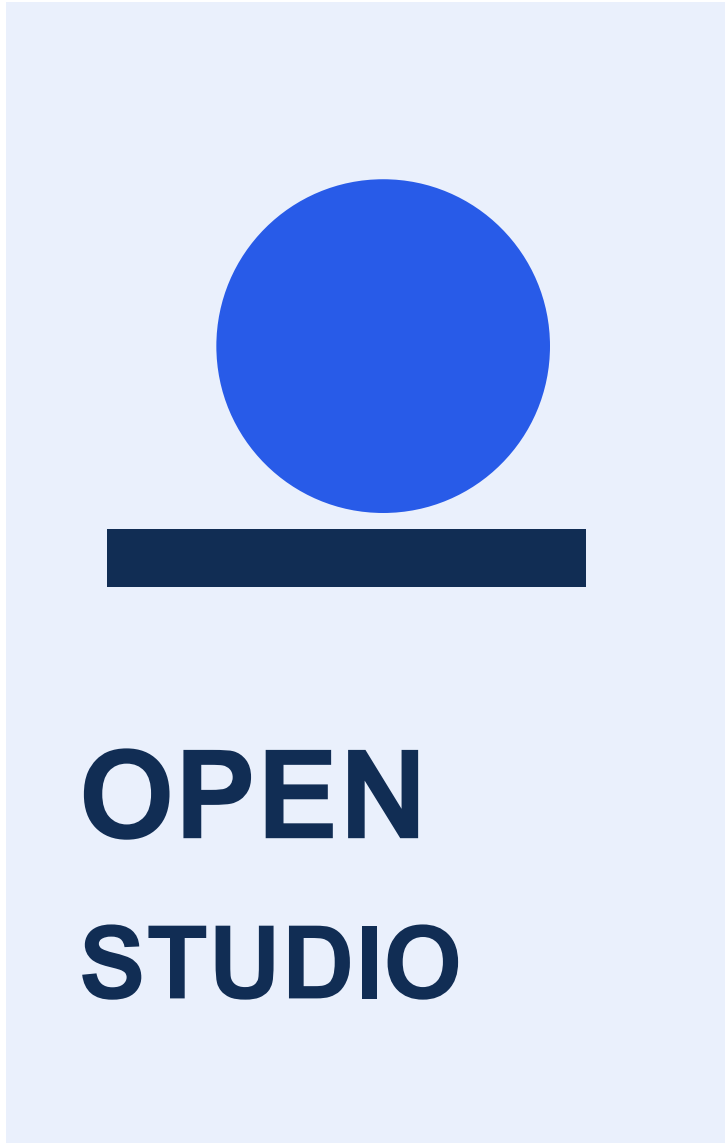


Menu layout



The same mark and palette connect all three layouts.

An Invitation to Look Closer



THE BRIEF

Introduce an open studio event with one bold poster image.

MY ROLE

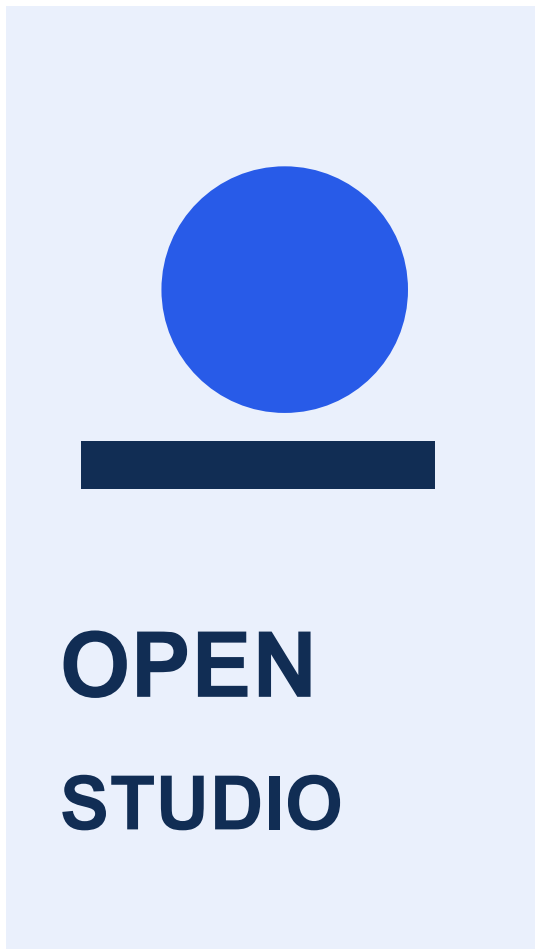
Poster composition, type hierarchy and invitation layout.

Self-initiated event concept. The circle draws attention first; the large title gives the event its visual identity.

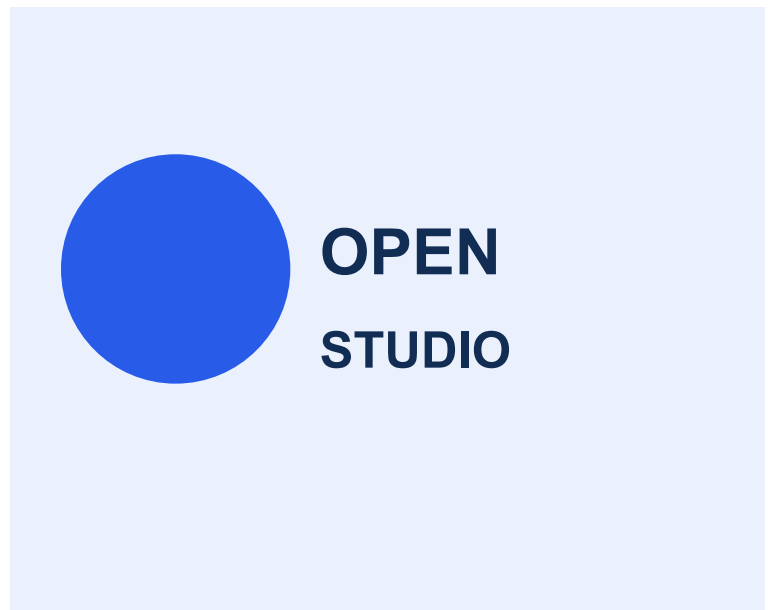
Adapt the Composition

The tall poster and wide invitation use the same elements.

I changed their positions rather than stretching the original artwork.



Portrait poster



Landscape invitation

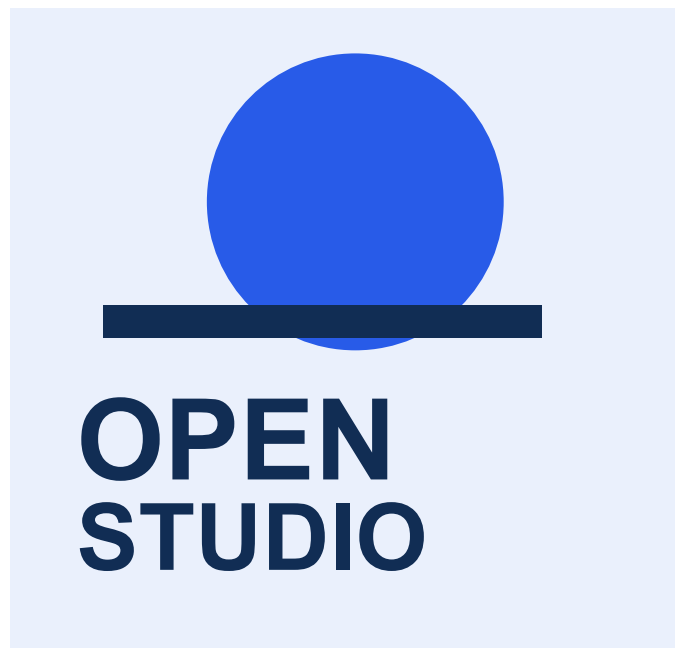
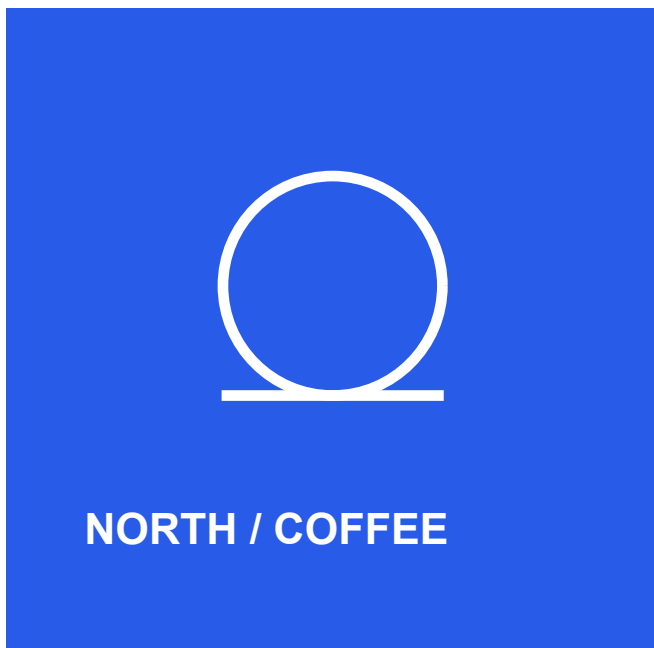
Each piece keeps its proportions.

Both fit the same portfolio page.

Work Worth Discussing

North Coffee: a compact visual identity across everyday touchpoints.

Open Studio: one graphic language across portrait and wide formats.



ABOUT THIS SAMPLE

An original editorial portfolio showing how to explain design choices.

For your own book, replace this note with your name, role and contact link.