Akira

DESIGN PORTFOLIO

BRANDING 3

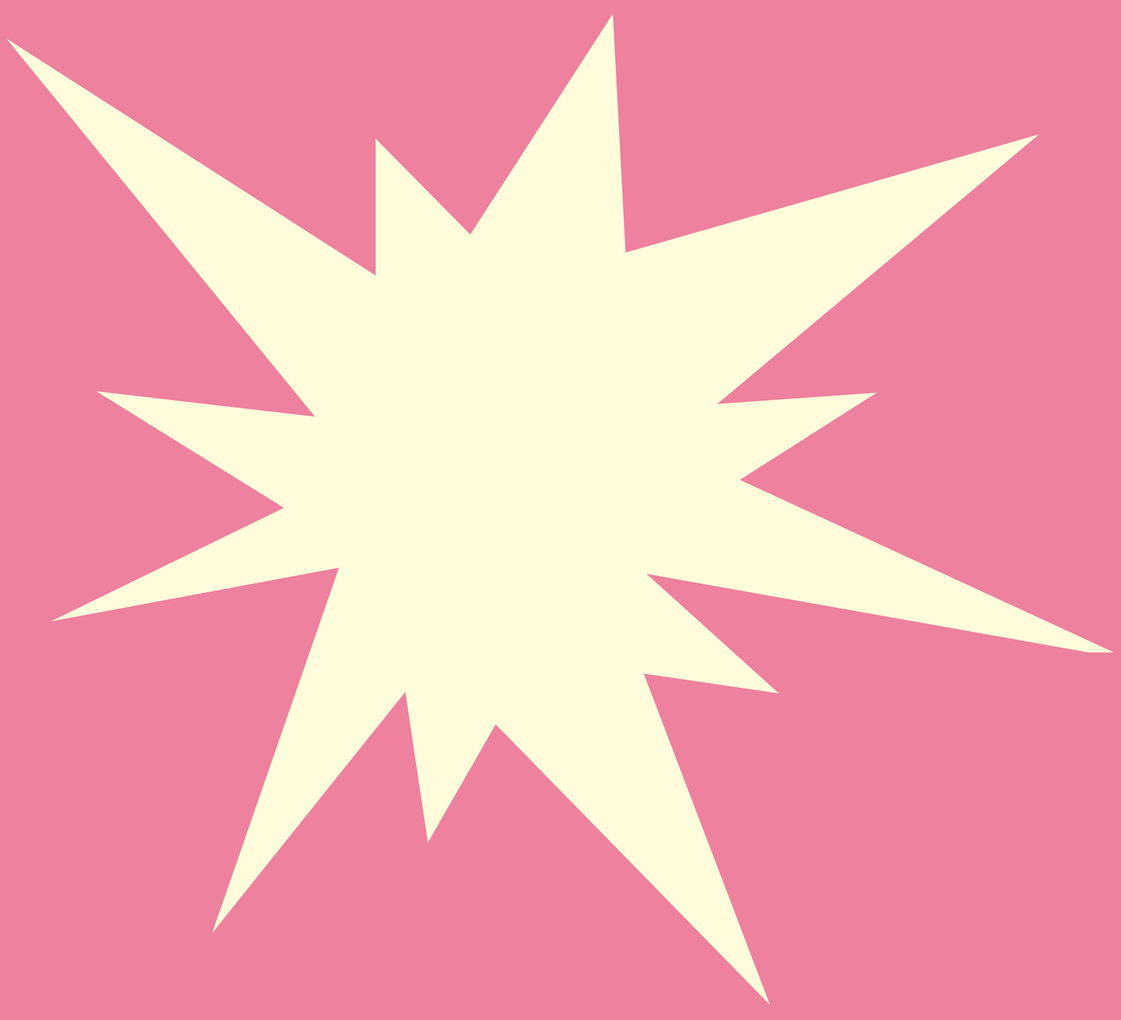
BOOK COVER DESIGNS 25

CAMPAIGNS 32

POSTER DESIGNS 36

SOCIAL MEDIA 40

BRANDING



BRANDING

BRANDING

01

DIRTY MARTIN

BURGER AND COCKTAIL BAR

ers and bites

Martin's burger

wagyu beef with pickles, cheddar, lettuce, martins sauce and grilled onions
$18

Fired up

wagyu beef, cheddar, lettuce, tomato, jalapenos, jalapeno mayo, sriracha mayo
$15

Chicken goodness

fried chicken, cheddar, lettuce, tomato, sriracha, martins sauce
$15

Fries

the option of a cone of fries or a large bowl for the table
sml 7 / lrg 11

Pickles

your choice of sliced bread and butter pickles or large gherkins for the table
sml 7 / lrg 11

Margarita

$20 tequila, lime juice, triple sec, salt

Old Fashioned

$20 bourbon, sugar cube, bitters, orange peel

Martini

$20 gin or vodka, dry vermouth, olive or lemon twist

cocktails

Espresso Martini

$20 vodka, coffee liqueur, espresso, simple syrup

Cosmopolitan

$20 vodka, cointreau, lime juice, cranberry juice

Whiskey Sour

$20 whiskey, lemon juice, simple syrup, egg white, bitters

Dirty Martin

COCKTAIL AND BURGER BAR

Martin Dirty Martin Dirty

804421

4a4a20

e5c4a3

471613

BRANDING

Dirty Martin is a character-driven logo I designed around movement and repetition. The illustrated figures suggest dancing, nightlife, and social energy, allowing the brand to function as a visual rhythm rather than a static mark.

I incorporated burger-inspired checker elements as a subtle nod to classic diner culture, reinterpreting them through graphic banding and a restrained palette to give them a more contemporary feel.

Hand-drawn typography introduces texture and imperfection, reinforcing a bold, modern identity that reflects the indulgent, unpolished spirit of a burger and cocktail bar.

Dirty

Martin

BRANDING

02

COOKIE HAUS

BOUTIQUE COOKIE BAKERY

COOKIE HAUS
THE SELECTION BOX
COOKIE HAUS
COOKIE HAUS

BRANDING

Cookie Haus is a logo I designed by drawing directly from the name itself. The word Haus inspired a visual pull from the Bauhaus movement, influencing the use of symmetry, geometric structure, and modular repetition.

The four illustrated faces form a balanced emblem that reflects Bauhaus principles while remaining playful and expressive, allowing the mark to function both as a logo and as a repeatable graphic element across the brand system.

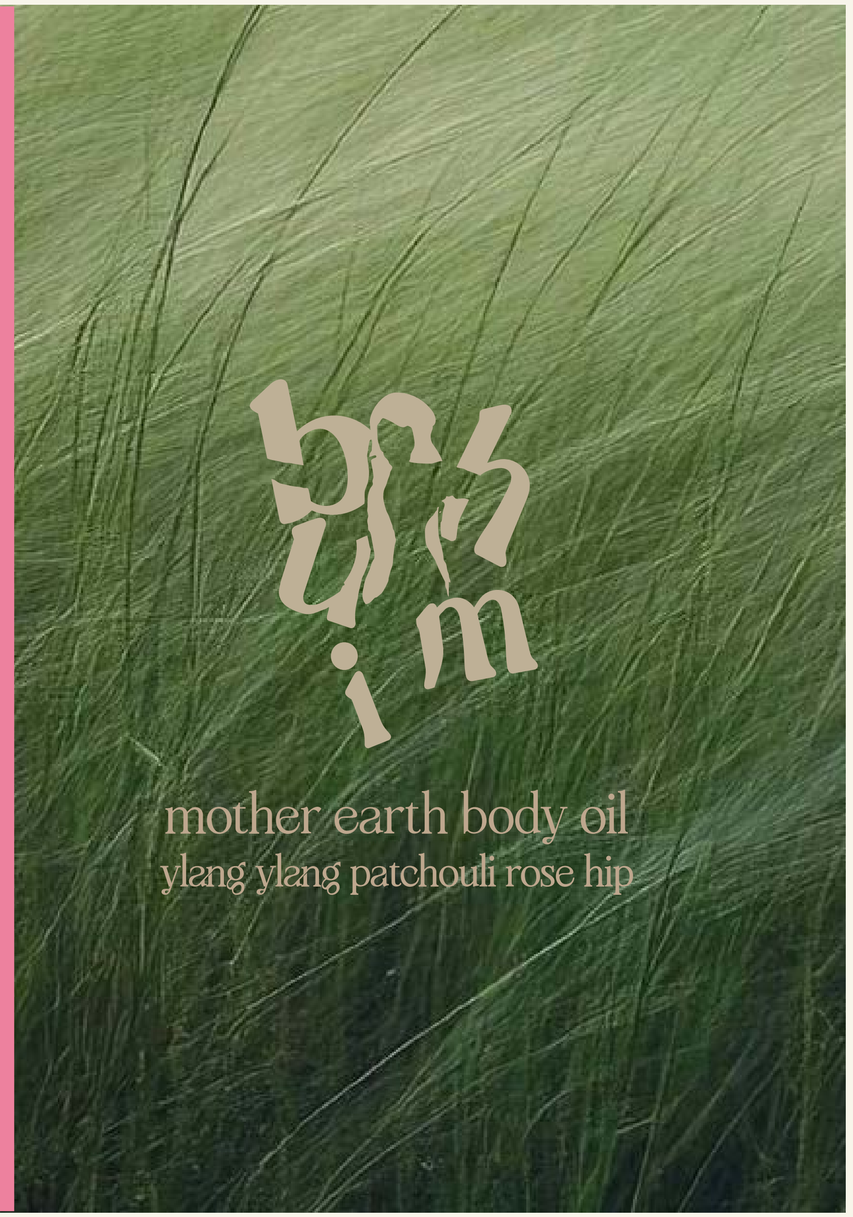
The bold and bright colour direction was also inspired by the Bauhaus movement, referencing its use of high-contrast palettes. Soft geometry and hand-drawn typography balance this structured foundation, resulting in a vibrant, contemporary identity.

e38a97
c23b33
dd5b35
e7a641
COOKIE HAUS
THE SELECTION BOX

BRANDING

03

BHUMI
SKINCARE

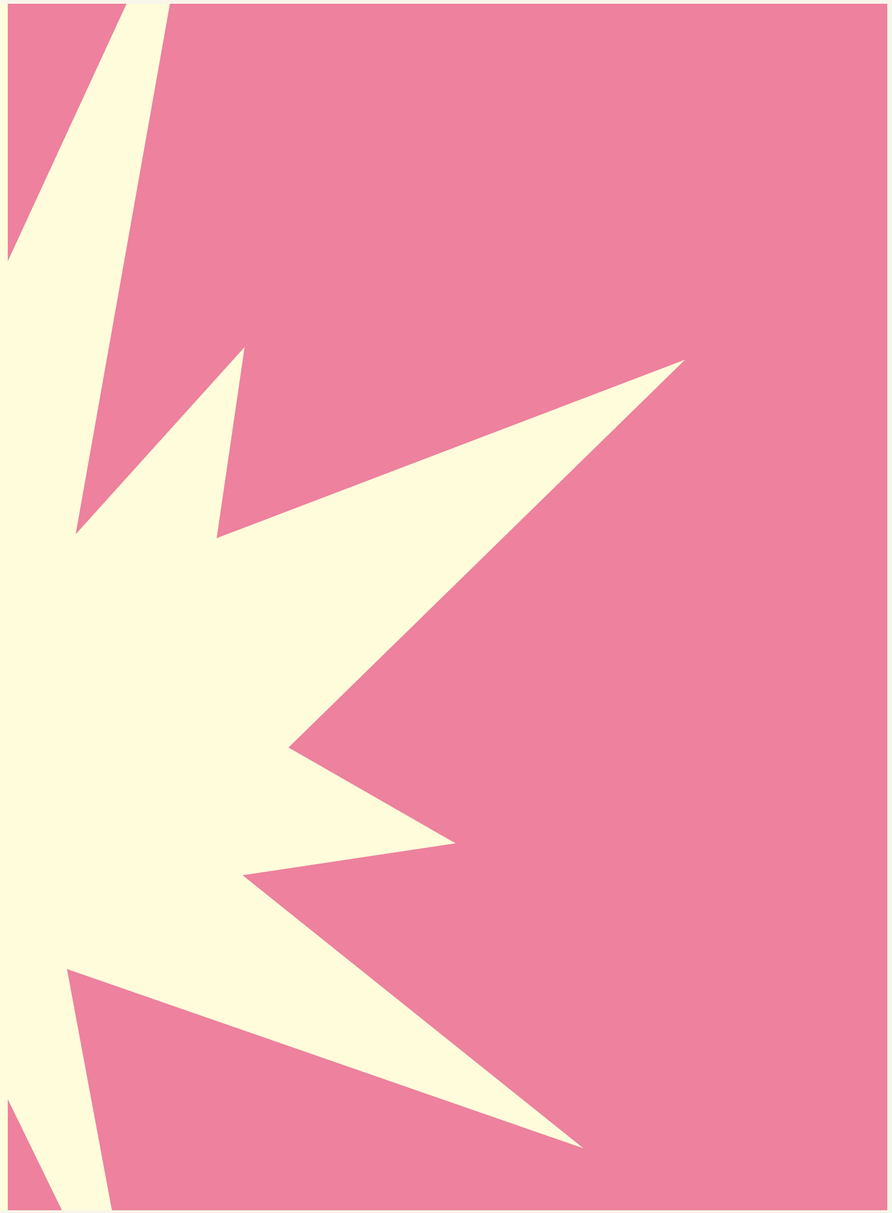


mother earth body oil
ylang ylang patchouli rose hip
self love body oil
soul of spring body oil

BRANDING

This logo was designed for an all-natural skincare line, using deconstructed letterforms to form a fluid female figure. The typography is fragmented and reassembled to create a silhouette that represents the natural movement of the body, allowing the brand name to function as both type and image. The female form reflects themes of self-care, embodiment, and softness, aligning the identity with the brand's focus on natural beauty.

The flowing, irregular lines were intentionally drawn to feel organic and unforced. A minimal colour palette and strong use of negative space keep the mark refined and contemporary, resulting in an identity that feels expressive and rooted in nature.



mother earth body oil
ylang ylang • patchouli • rose hip
skin care for you from the mother
Massage liberally onto body oil daily for lustrous healthy skin. For the best results and optimal absorption use immediately post bathing while skin is still slightly damp to lock in and retain moisture
100 ml

BRANDING

04

SUNSHINE WINES

WINE COMPANY

SUNSHINE WINE.

No rules.
Just refreshment.

Crisp,
zippy, and built for sunshine.
This chiller's all citrus snap and clean
vibes – beach, balcony, or straight from the
fridge.

SUNSHINE WINE

Serve cold.
Sip easy.

A total
chiller – light, juicy, and down
for anything. Serve it cold, sip it slow,
take it whereever the night goes.

BRANDING

This logo was designed for Sunshine Wine, a playful and expressive wine brand that celebrates joy, movement, and the fun in life. The mark features a hand-drawn character carrying an oversized wine bottle, transforming the product itself into a central visual motif. By merging illustration and narrative, the logo functions as both a brand identifier and a character-led story.

The loose, irregular line work and exaggerated proportions were intentionally used to evoke spontaneity and ease, reflecting the relaxed, feel-good nature of the brand. The character’s walking motion is designed to capture the idea of wine as something to be enjoyed casually and shared freely.suggests lightness, warmth, and sociability capturing the

A vibrant gradient colour palette reinforces the sense of sunshine, optimism, and energy, while the simplified forms keep the design approachable and contemporary. The hand rendered typography complements the illustration, adding a human, unpolished quality that enhances the brand’s friendly and informal tone. Overall, the identity feels cheerful, expressive, and memorable, aligning Sunshine Wine with moments of fun, warmth, and effortless enjoyment.

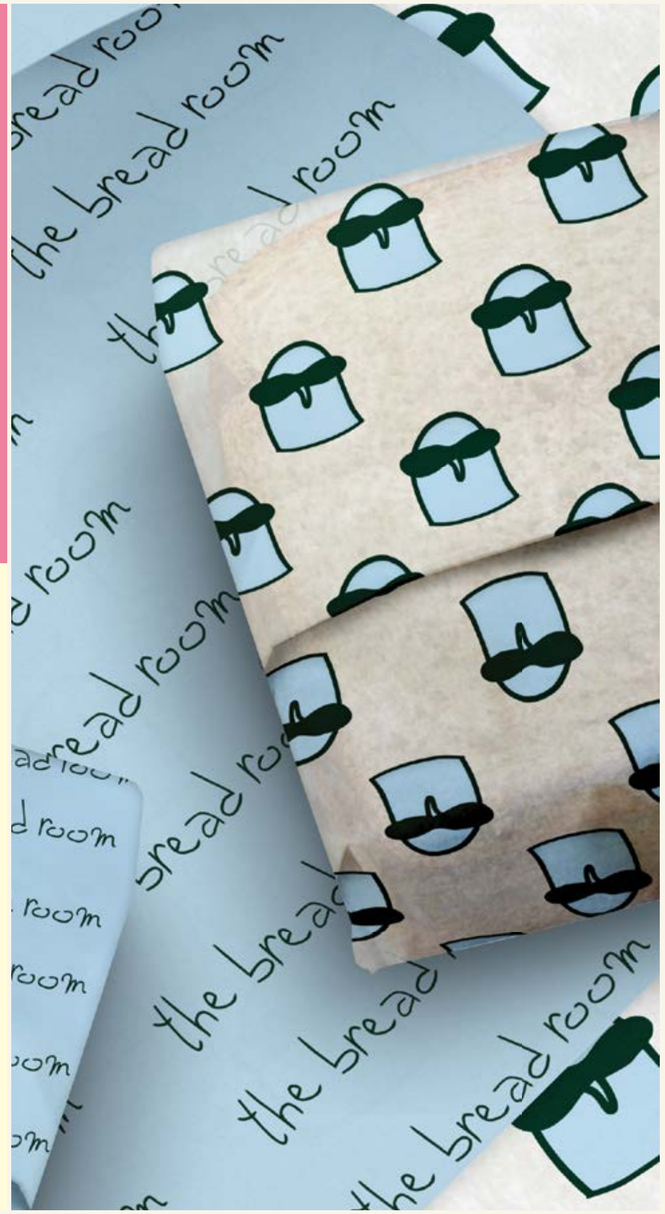
THE CLASSIC
SUNSHINE WINE.
THE CLASSIC
SUNSHINE WINE.
PET NAT VIBE
SUNSHINE WINE.
PET NAT VIBE
SUNSHINE WINE.
CHEEKY CHILLER
SUNSHINE WINE.
SUNSHINE WINE.
CLASSIC

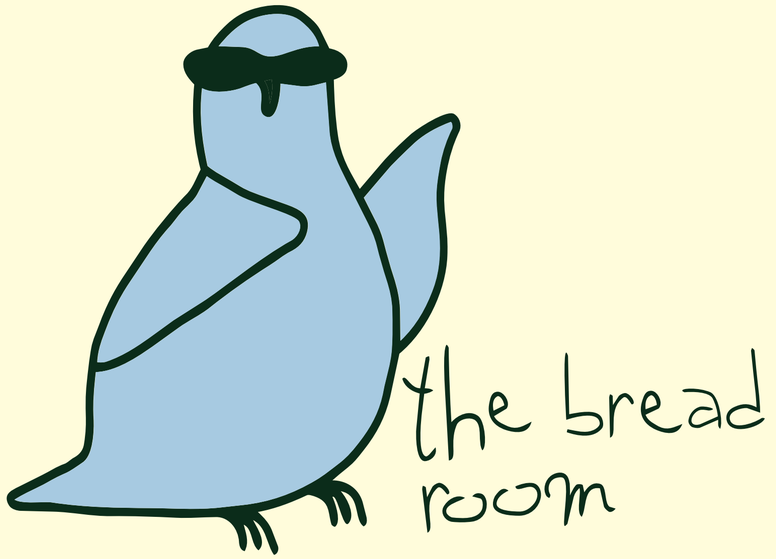
BRANDING

05

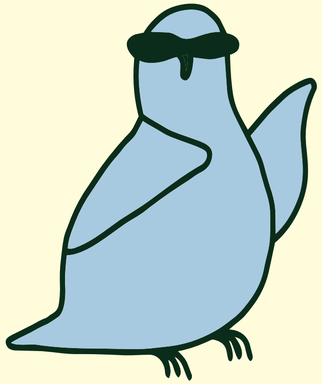
THE BREAD ROOM

BAKERY AND CAFE





the bread
room



BRANDING

The Bread Room is a brand identity and packaging concept for a contemporary bakery and café, built around warmth, ritual, and quiet humour. The visual language balances minimalism with personality, using hand-drawn illustration and informal typography to create an approachable, human feel.

At the centre of the identity is a playful illustrated mascot, paired with a soft, muted colour palette that contrasts against bold applications. The system is intentionally flexible, allowing the branding to scale across takeaway cups, carriers, and food packaging while remaining instantly recognisable. Repetition of pattern and mark builds familiarity, reinforcing the brand as an everyday staple rather than a novelty.

The result is a cohesive, character-driven identity that feels modern yet comforting, designed to live naturally within a café environment and elevate simple moments of daily consumption.

the bread room

the bread room

BOOK COVERS

BOOK COVERS

BOOK COVERS

01

WHAT THE WATER KNOWS

BOOK DESIGN

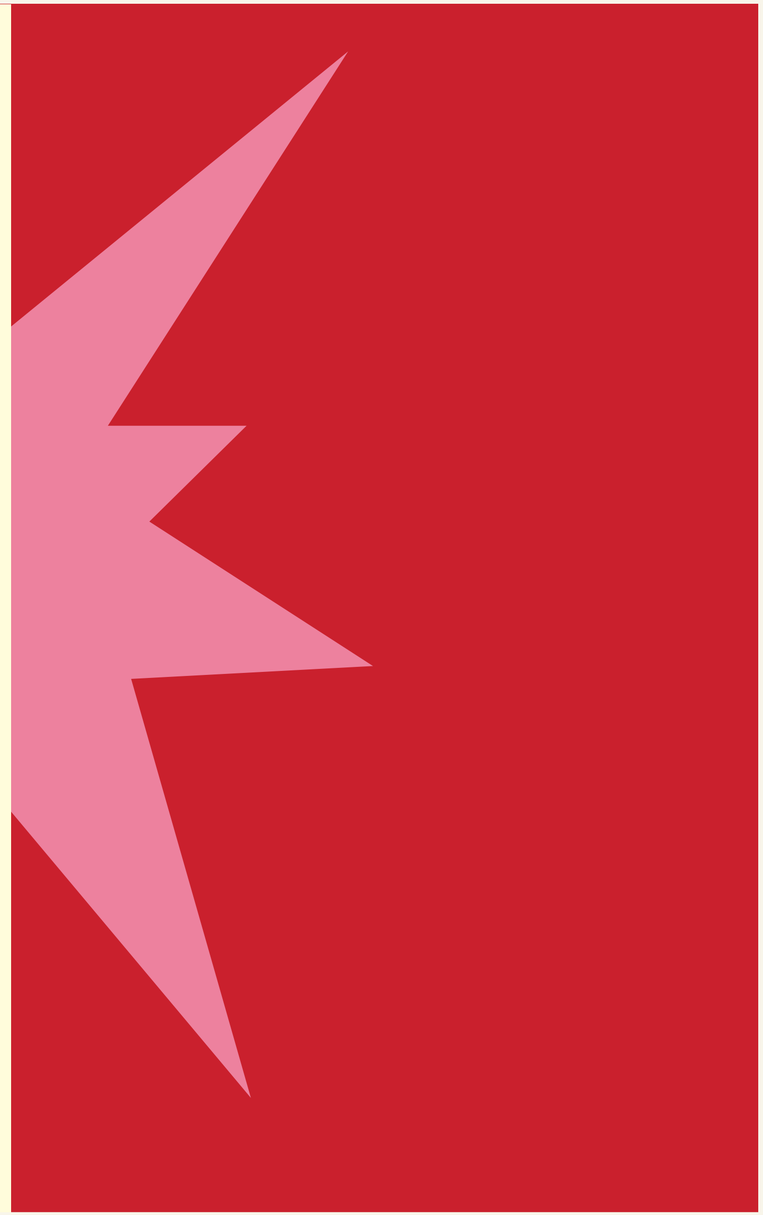
WHAT
WATER
KNOWS
KIERA LONGWOOD
"Haunting, atmospheric, and quietly devastating."
THE NEW YORK TIMES
Everyone remembers something different about that summer.
Some remember the heat.
Some remember the night the power went out.
Some remember the girl who left and never looked back.
When Eliza returns to the coastal town she left behind ten years ago, she expects distance to have softened the past. Instead, she finds a place suspended in time — familiar streets, familiar faces, and memories that feel closer than ever.
No one talks about what happened back then. But in a town where everyone knows everyone, silence has a way of speaking for itself.
Because here, the past isn't history. It's shared.
And some things were never meant to stay buried.
1234567890000000000
WHAT THE WATER KNOWS
KIERA LONGWOOD
WHAT
THE
WATER
KNOWS
KIERA LONGWOOD

What the Water Knows — Concept Cover Design

This self-initiated project explores how typography and minimal imagery can be used to communicate mood and narrative. I wanted to create a cover that felt intriguing and slightly unsettling, using repeated eye imagery to suggest themes of observation, memory, and hidden truths.

The colour palette was chosen to be neutral toned and play on ocean themes, while keeping the overall aesthetic contemporary. The hand-drawn typography was designed to feel expressive and human, contrasting with the clean layout structure. Throughout the process, I focused on hierarchy, balance, and how negative space can help guide the viewer across the cover.

This project allowed me to develop my approach to visual storytelling and experiment with how type and image can work together to build atmosphere within a publishing context.

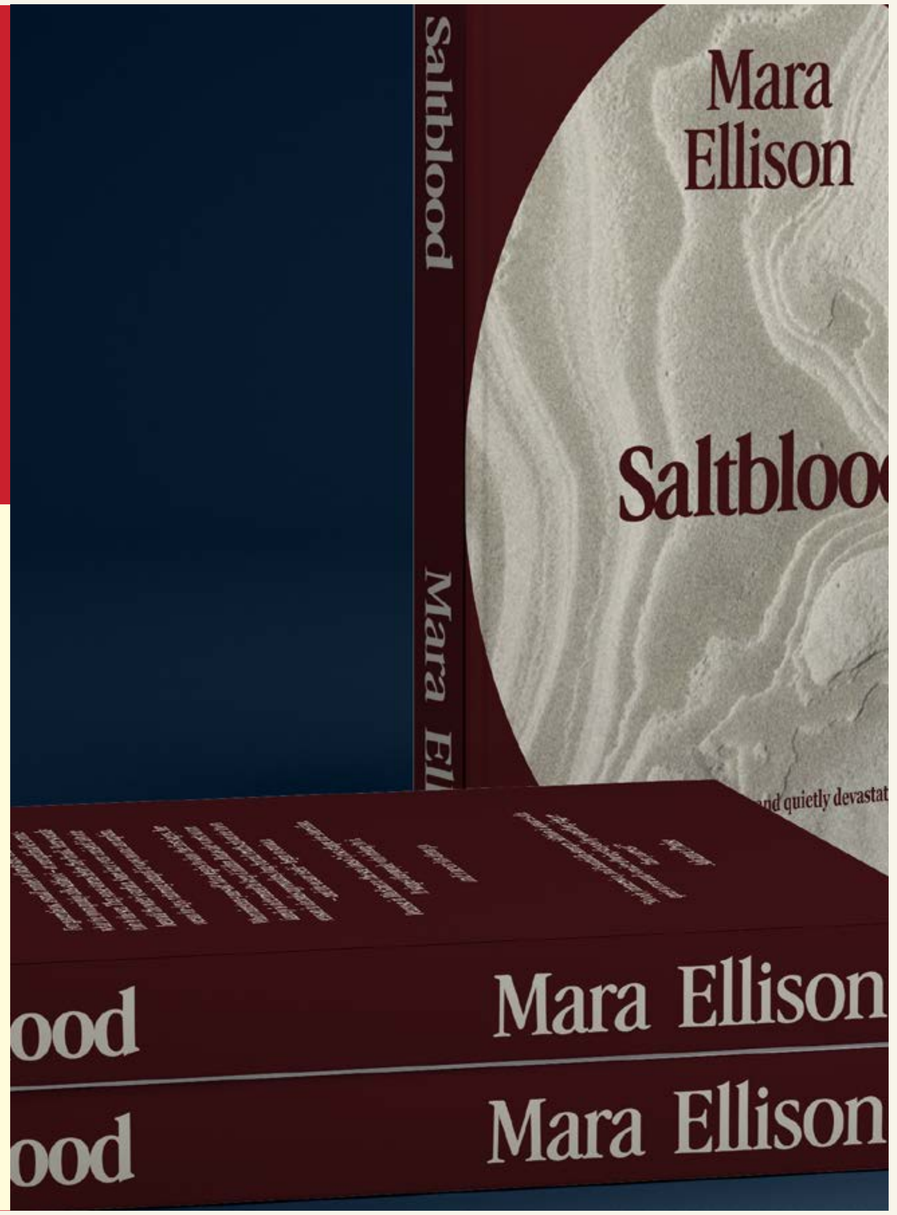


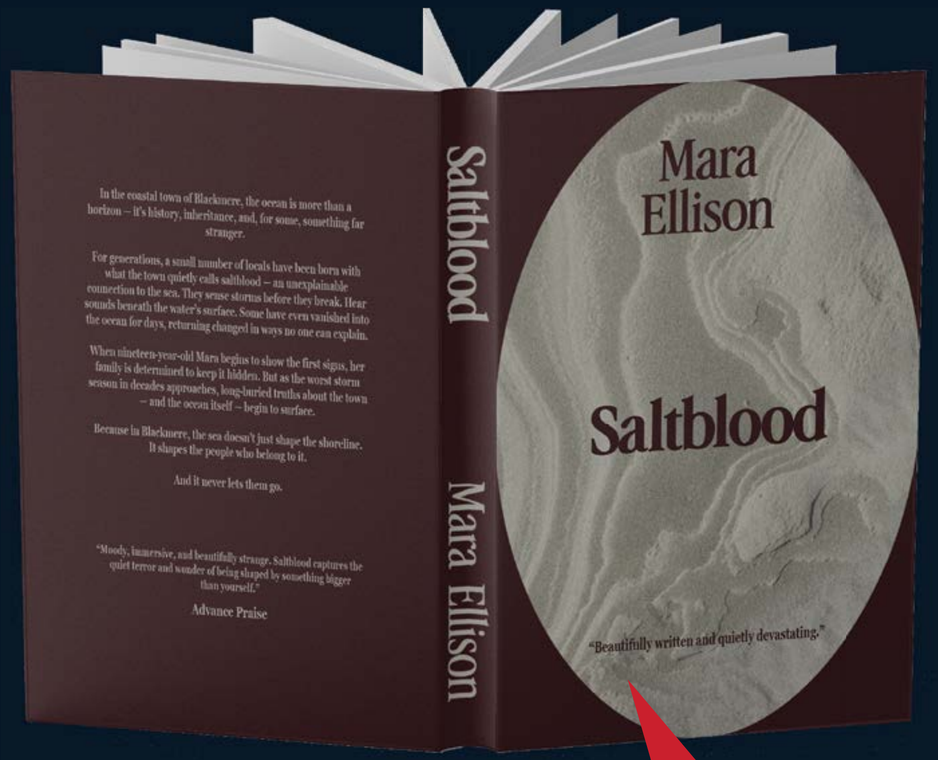
BOOK COVERS

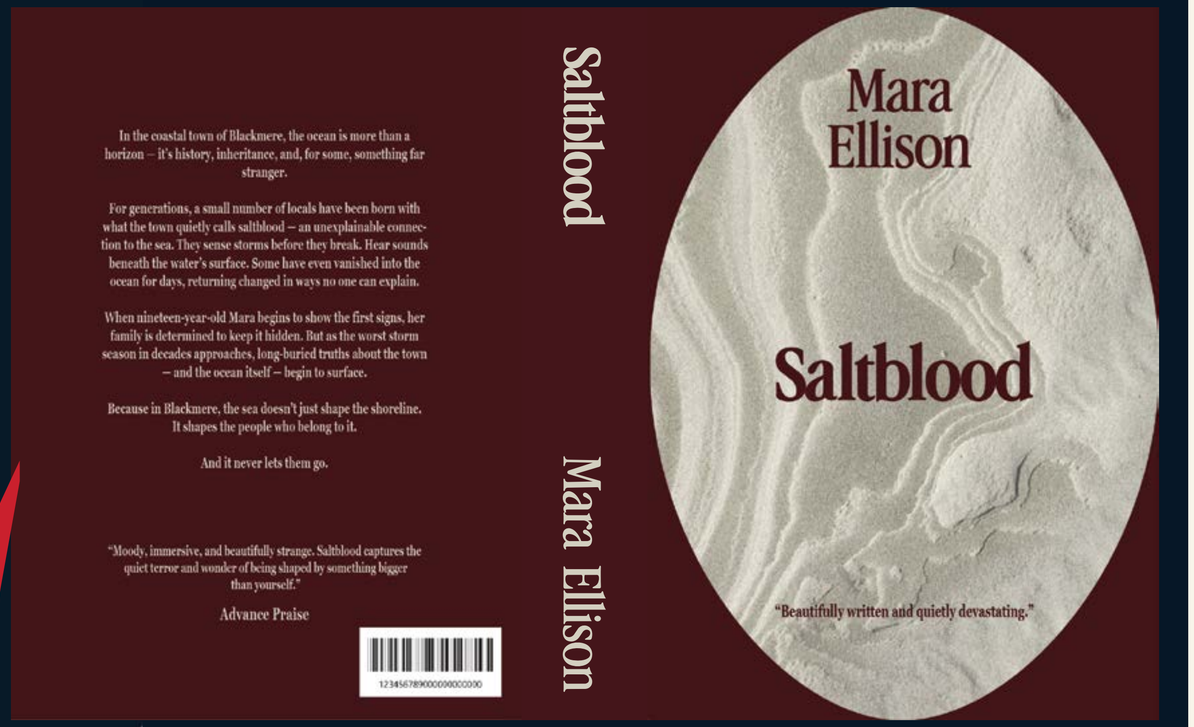
02

SALTBLOOD

BOOK DESIGN




In the coastal town of Blackmere, the ocean is more than a horizon – it's history, inheritance, and, for some, something far stranger.
For generations, a small number of locals have been born with what the town quietly calls saltblood – an unexplainable connection to the sea. They sense storms before they break. Hear sounds beneath the water's surface. Some have even vanished into the ocean for days, returning changed in ways no one can explain.
When nineteen-year-old Mara begins to show the first signs, her family is determined to keep it hidden. But as the worst storm season in decades approaches, long-buried truths about the town – and the ocean itself – begin to surface.
Because in Blackmere, the sea doesn't just shape the shoreline. It shapes the people who belong to it.
And it never lets them go.
"Moody, immersive, and beautifully strange. Saltblood captures the quiet terror and wonder of being shaped by something bigger than yourself."
Advance Praise
Saltblood
Mara Ellison
Mara Ellison
Saltblood
"Beautifully written and quietly devastating."


In the coastal town of Blackmere, the ocean is more than a horizon – it's history, inheritance, and, for some, something far stranger.
For generations, a small number of locals have been born with what the town quietly calls saltblood – an unexplainable connection to the sea. They sense storms before they break. Hear sounds beneath the water's surface. Some have even vanished into the ocean for days, returning changed in ways no one can explain.
When nineteen-year-old Mara begins to show the first signs, her family is determined to keep it hidden. But as the worst storm season in decades approaches, long-buried truths about the town – and the ocean itself – begin to surface.
Because in Blackmere, the sea doesn't just shape the shoreline. It shapes the people who belong to it.
And it never lets them go.
"Moody, immersive, and beautifully strange. Saltblood captures the quiet terror and wonder of being shaped by something bigger than yourself."
Advance Praise
1234567890000000000
Saltblood
Mara Ellison
Mara Ellison
Saltblood
"Beautifully written and quietly devastating."

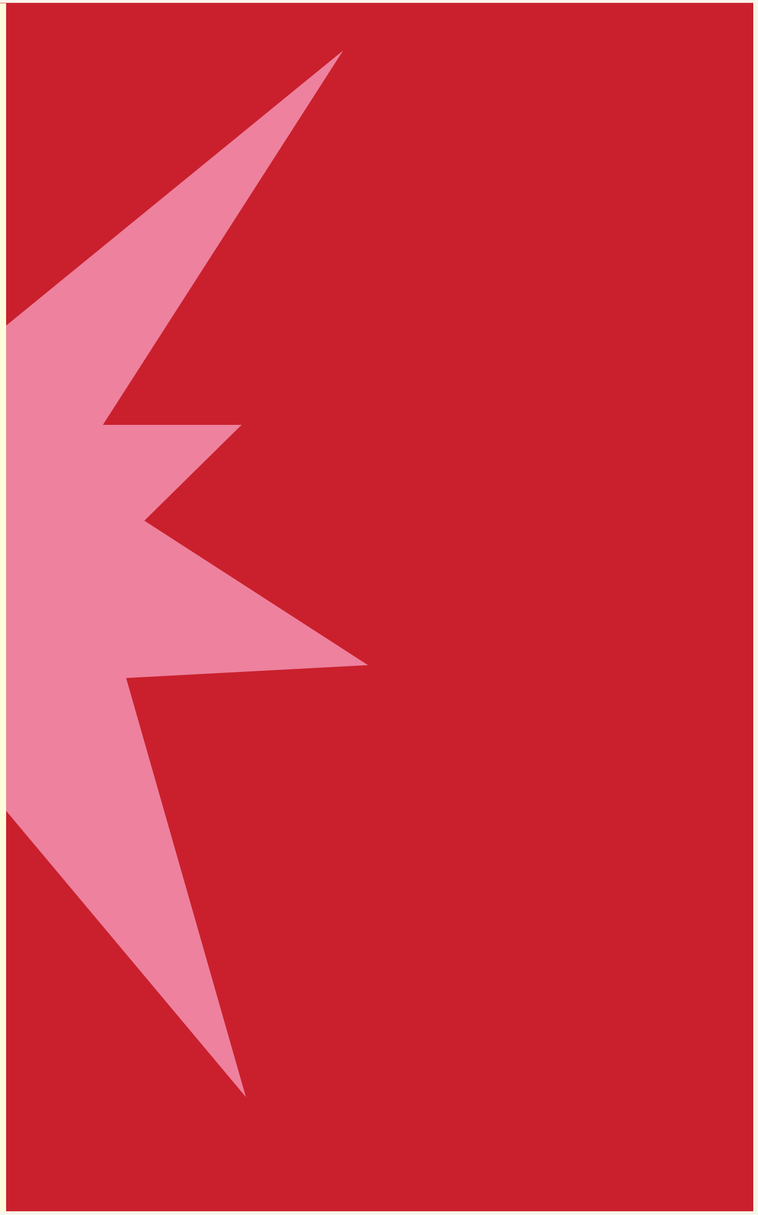
Saltblood — Concept Cover Design

This self-initiated cover design was created for a fiction novel, the story blends literary storytelling with subtle fantasy elements, the design to avoid traditional or cliché fantasy visuals.

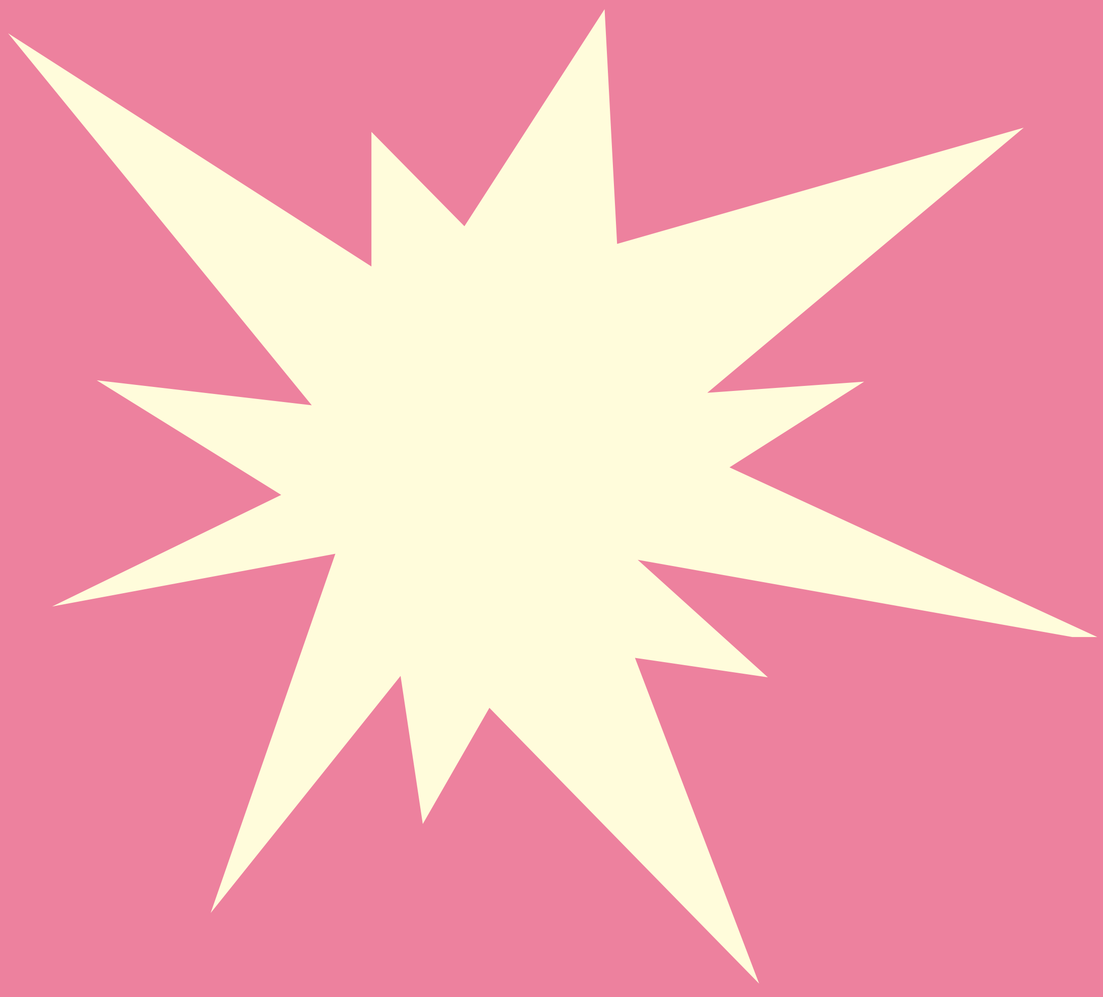
Drawing from the novel's coastal setting and themes of inheritance, mystery, and connection to the ocean, the cover uses sand inspired texture to create a strong sense of place and quiet tension. Rather than illustrating fantasy elements directly, the concept focuses on atmosphere and materiality to suggest the story's speculative nature.

Throughout the process, I focused on subtle visual storytelling achieved through the use of texture, scale, and negative space. This designchoice depicts the vastness and unpredictability of the ocean while maintaining a clean, premium book cover aesthetic.

This project allowed me to further develop my approach to publishing design, particularly in balancing minimal composition with strong atmospheric narrative for speculative fiction that sits outside traditional fantasy tropes.



CAMPAIGN

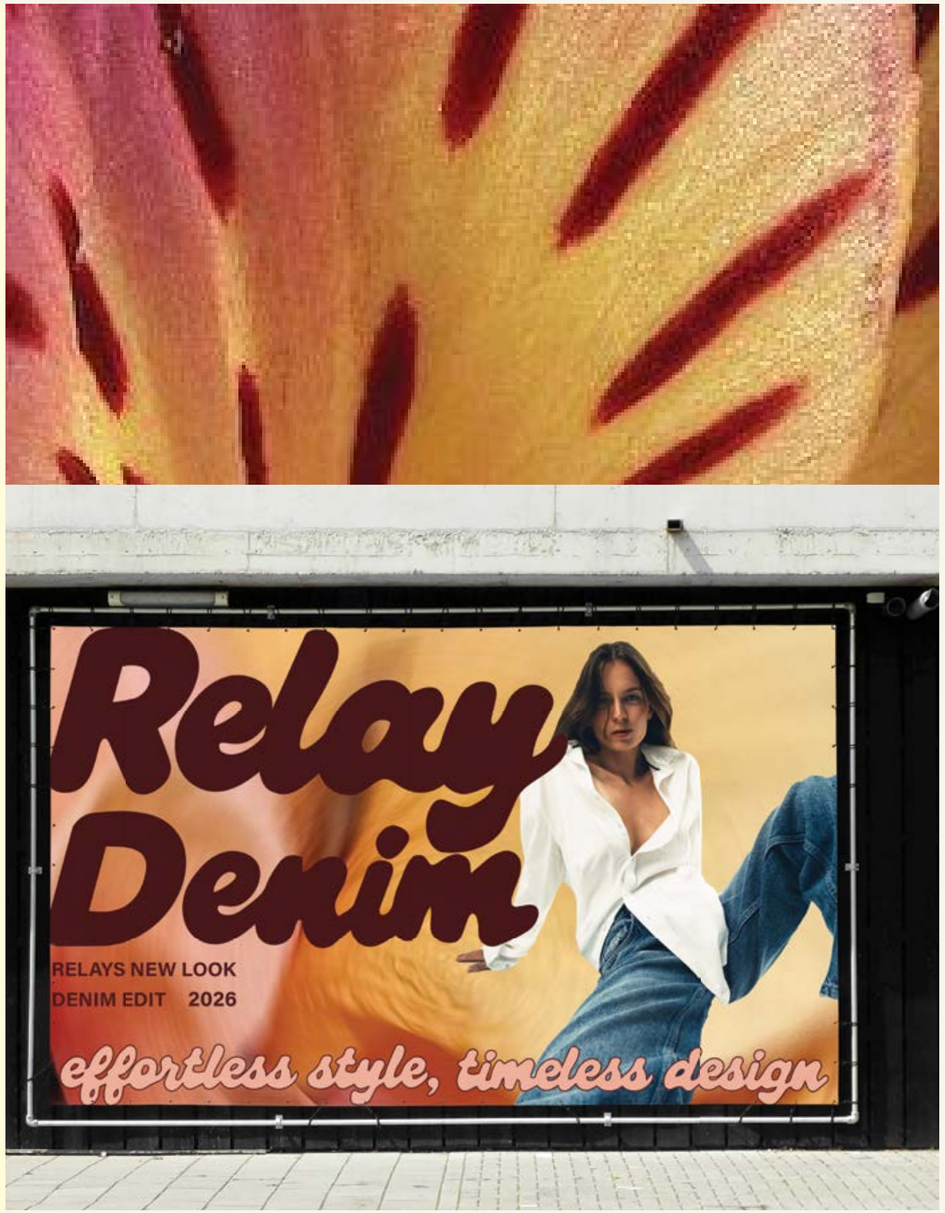


CAMPAIGN

CAMPAIGN

01

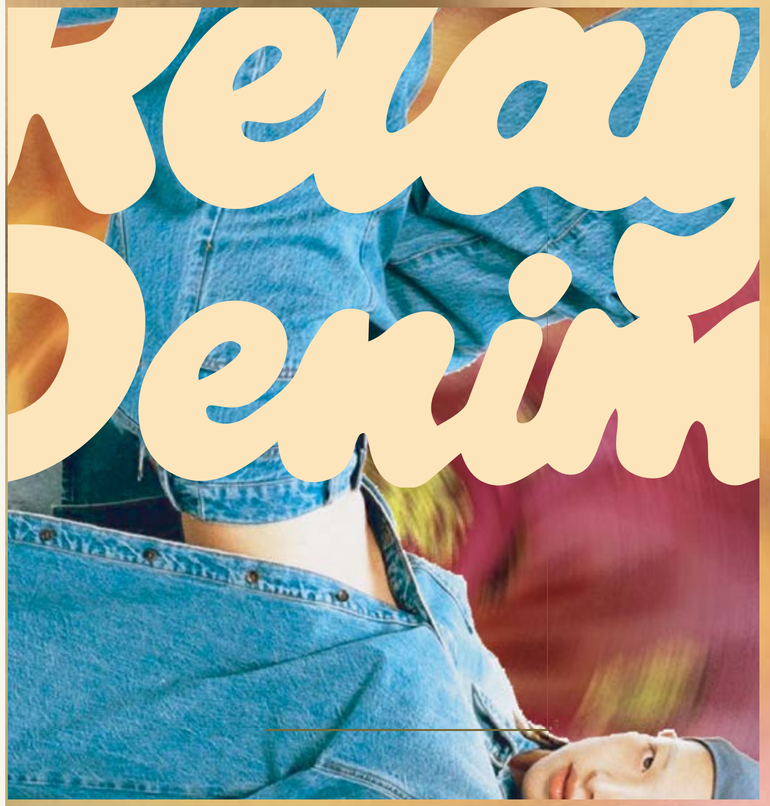
RELAY DENIM
CAMPAIGN DESIGN



RELAYS NEW LOOK
DENIM EDIT 2026
Relay
Denim
Relay
Denim

Relay
Denim

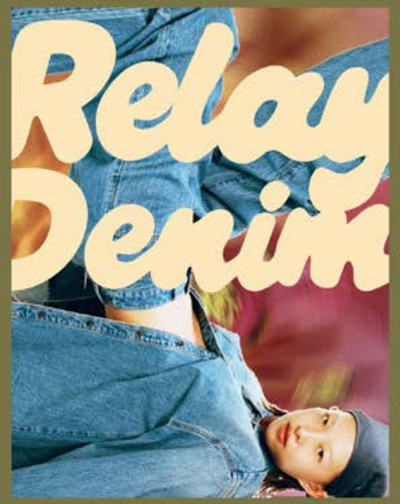
Relay



effortless style,
timeless design

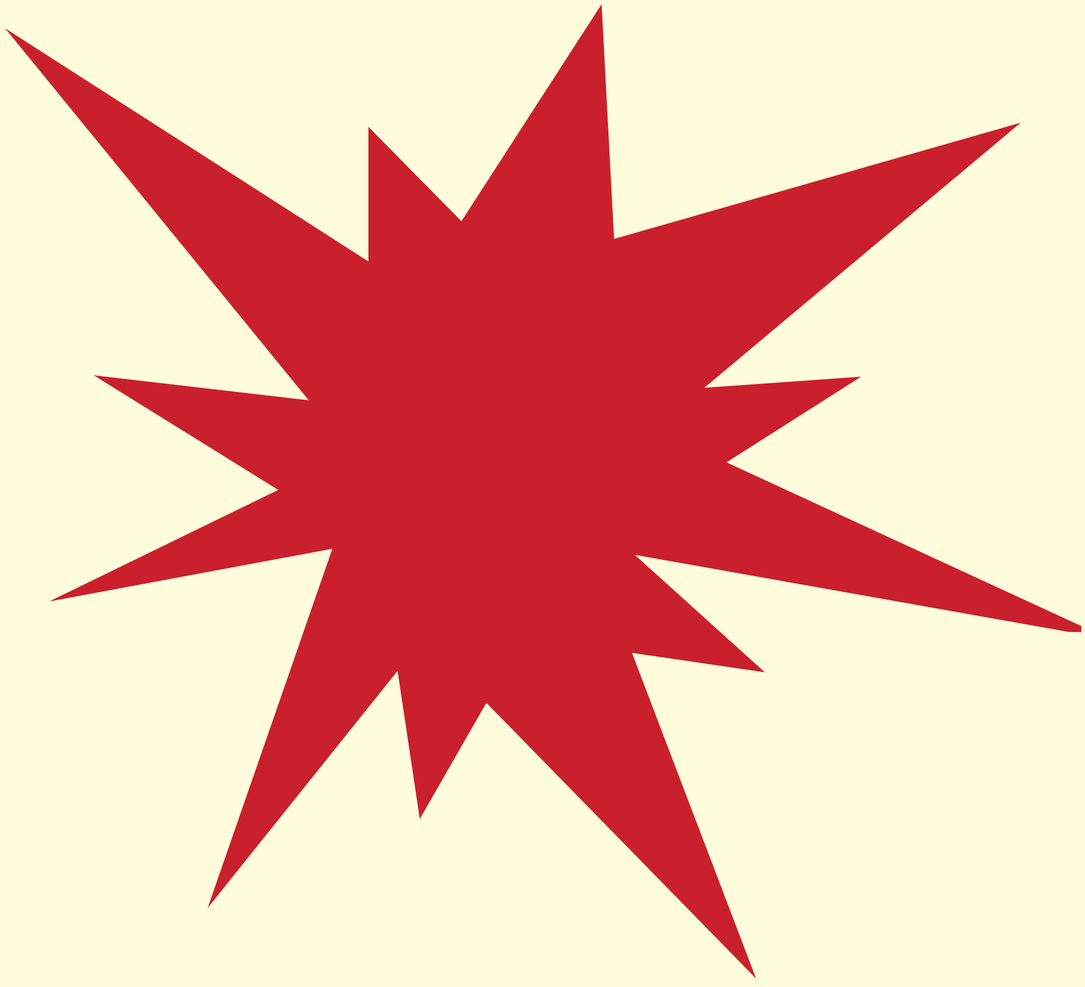
Home New Collection Big Sale Contact

RELAYS NEW LOOK



DENIM EDIT 2026

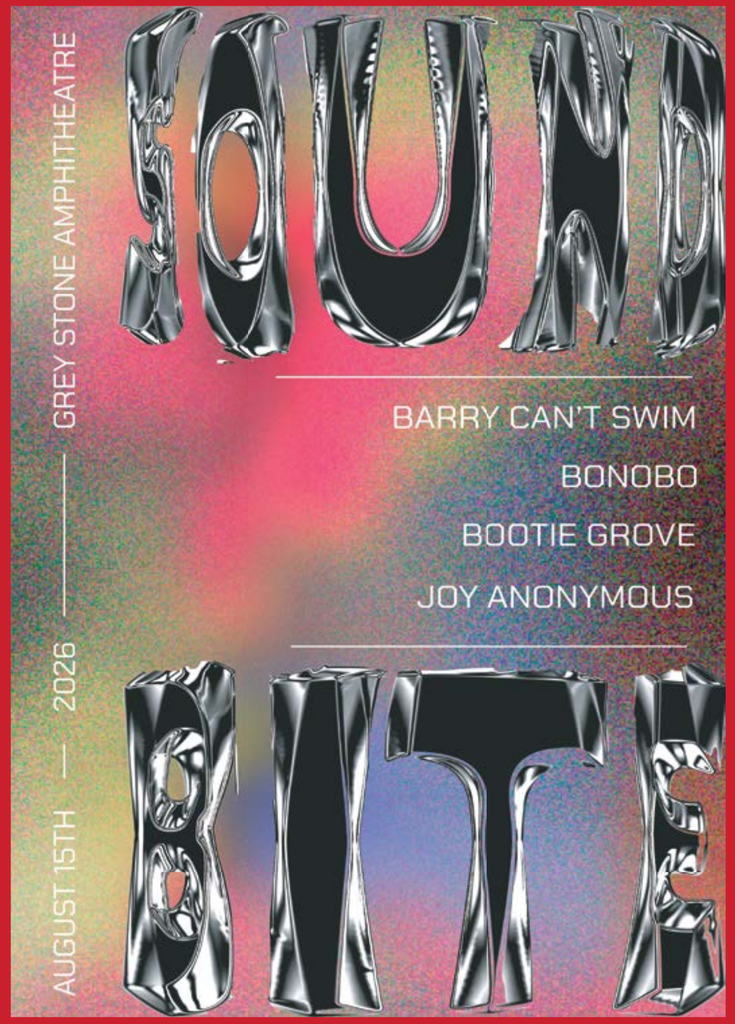
POSTERS

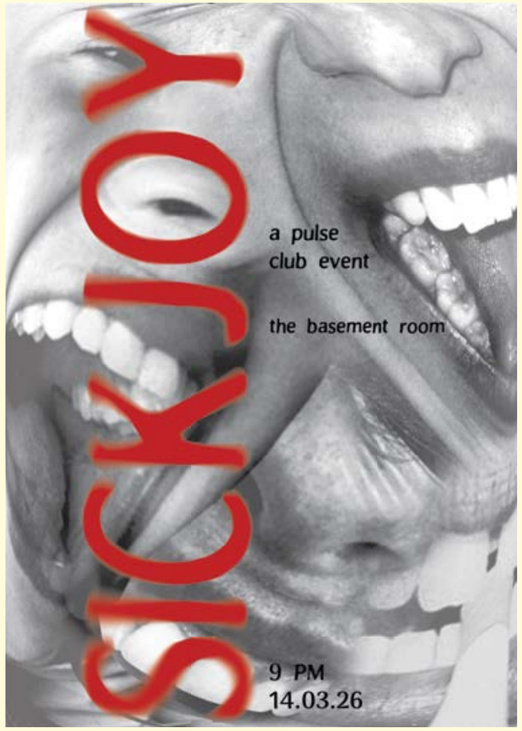


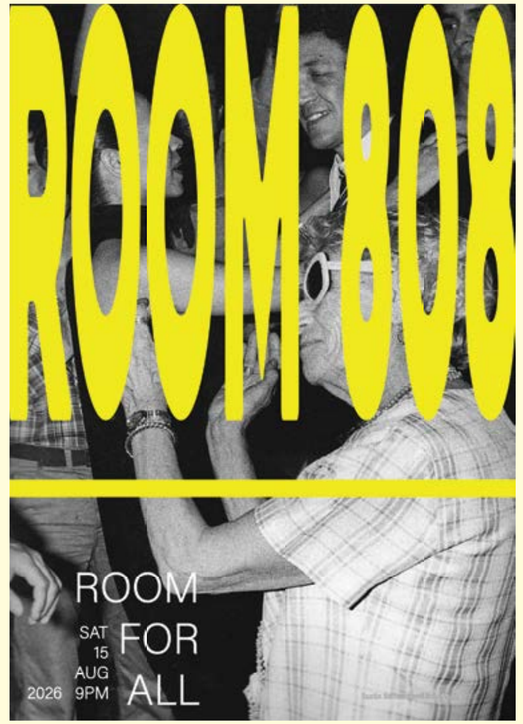
POSTERS

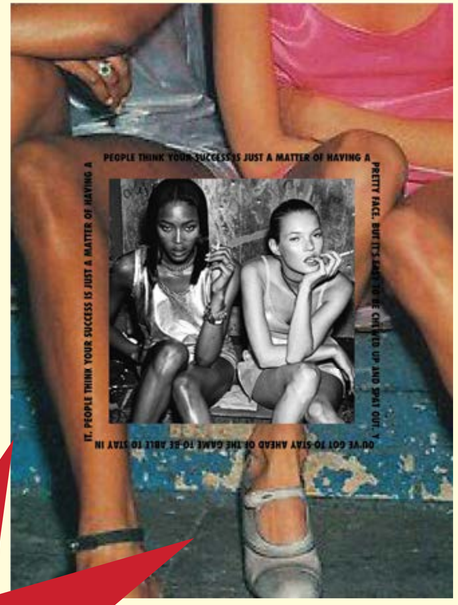
A COLLECTION OF POSTERS

DESIGNS FROM EVENT, AND TYPOGRAPHY POSTERS




SICKJOY
a pulse
club event
the basement room
9 PM
14.03.26


ROOM 808
ROOM
SAT
15
AUG
2026 9PM
FOR
ALL

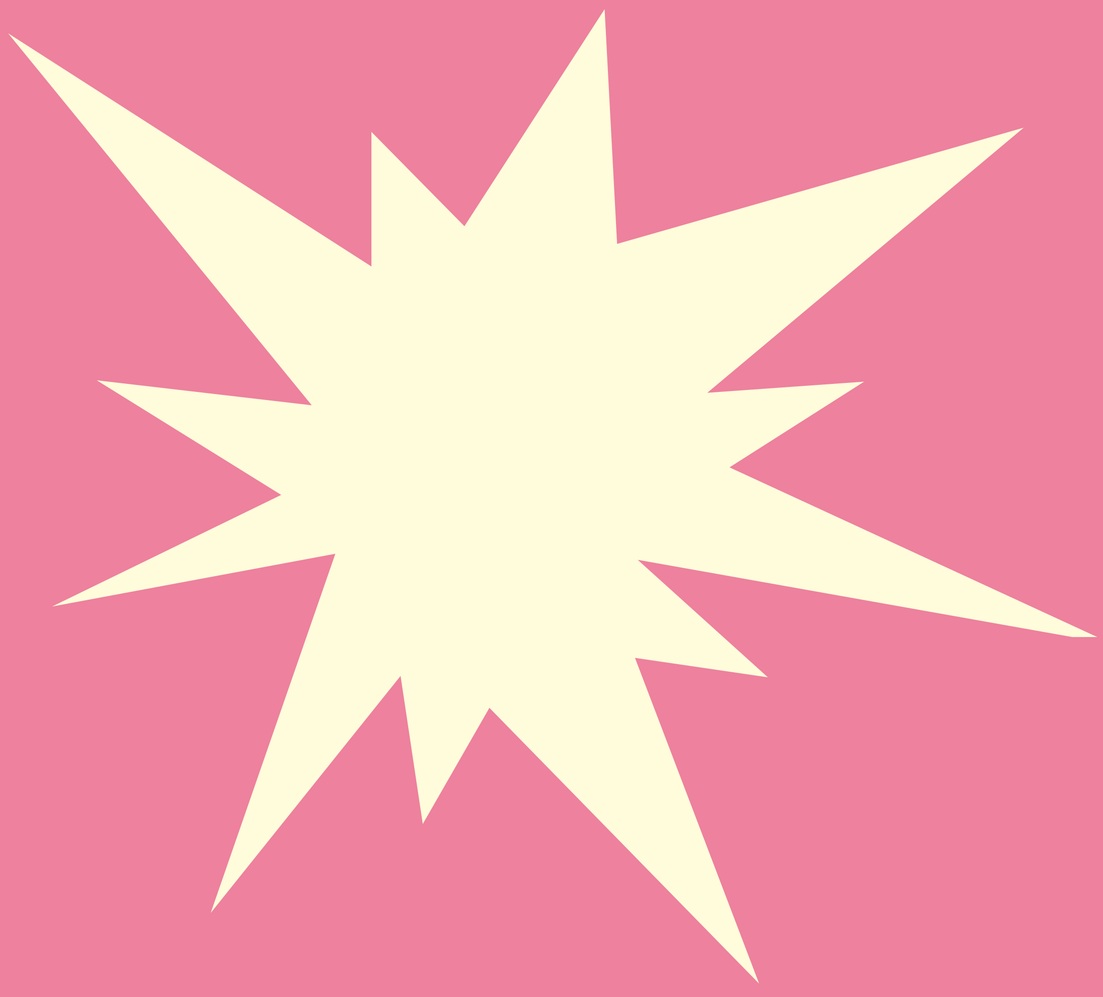

PEOPLE THINK YOUR SUCCESS IS JUST A MATTER OF HAVING A
IT. PEOPLE THINK YOUR SUCCESS IS JUST A MATTER OF HAVING A

ESCAPE THE
GRIP OF
THE
REALITY
WE HOLD

ROME

JOY STREET JOY STREET JOY STREET
THE
JOY
STREET
MARKET
EVERY
SUNDAY
NOVEMBER
9AM
FRUIT VEG ART
STREET JOY STREET JOY STREET JOY ST

SOCIAL MEDIA

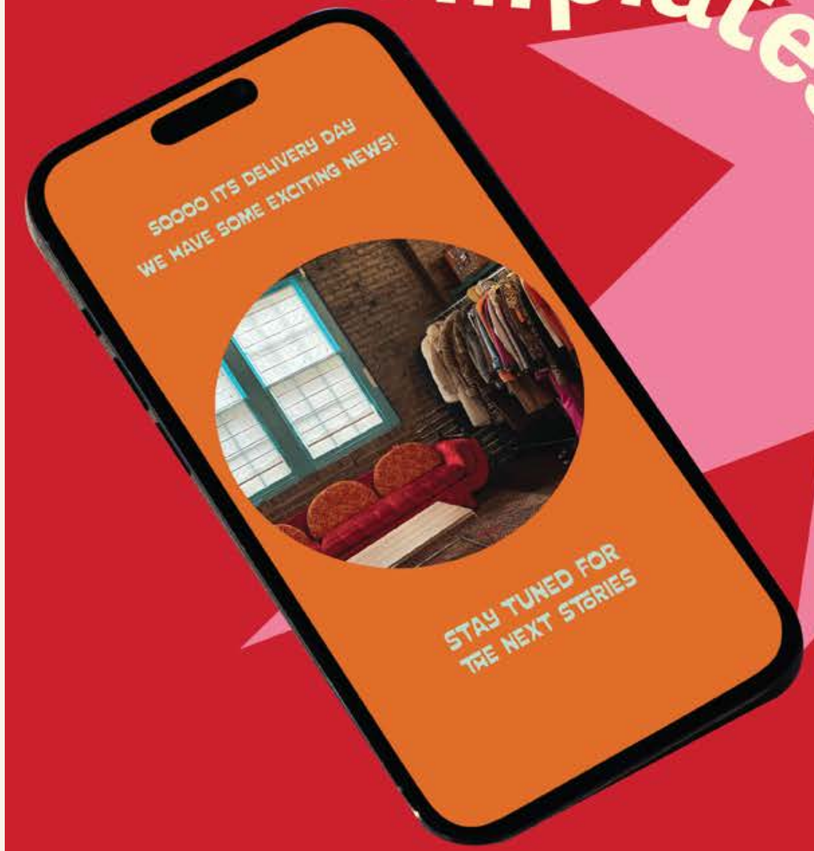


SOCIAL MEDIA

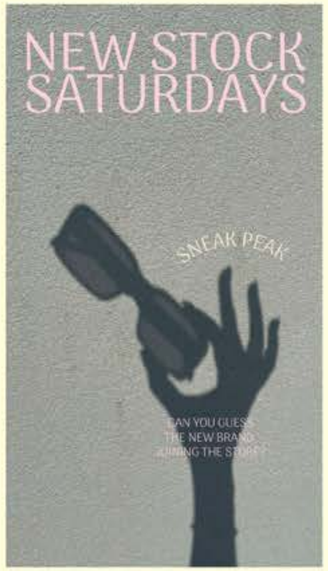
A DAILY STORY...

SAGE AND SUN SAGE AND SUN
SAGE AND SUN SAGE AND SUN

story templates



THE OFTEN



THE OFTEN

Akira

DESIGN PORTFOLIO