

Graphic possibilities.

01 / 06

Identity. Campaign. Editorial. Digital.

Six fictional brand studies exploring typography, hierarchy, campaign imagery and visual consistency across formats.

Independent fictional-brand studies exploring identity, campaign imagery and design systems. Concept projects, separate from commissioned client work.

<https://design.saifrabadi.art>

A clear brief. A consistent system.

01 / VELA

Technology launch

Editorial clarity and a graphic signal language.

02 / SORA

Hospitality identity

Warm service, bold type and a repeatable sun motif.

03 / OFFSET

Design festival

A modular grid for posters and schedules.

04 / MODO

Apparel campaign

Type as image, contrast and confident scale.

05 / VEKTOR

Automotive campaign

Cinematic imagery, graphite and signal red.

06 / AURA

Beauty campaign

Cobalt, chrome and restrained typography.

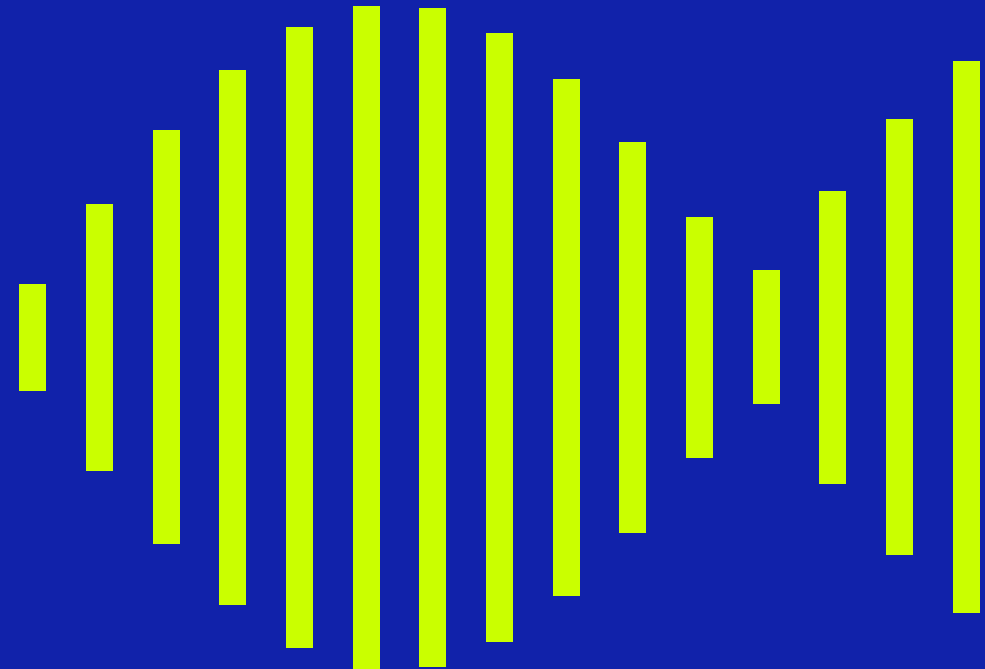
VELA

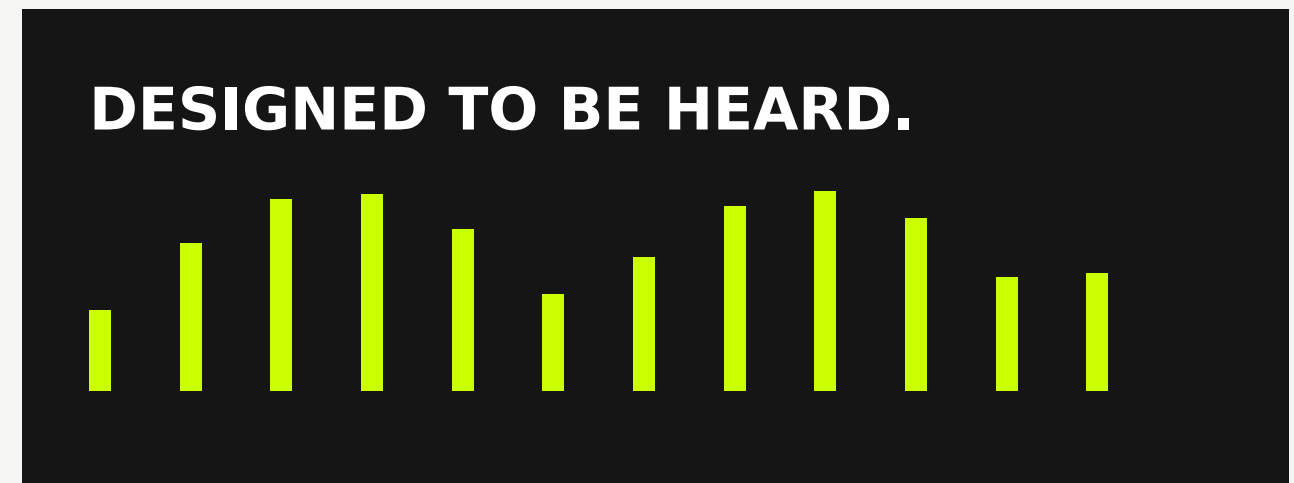
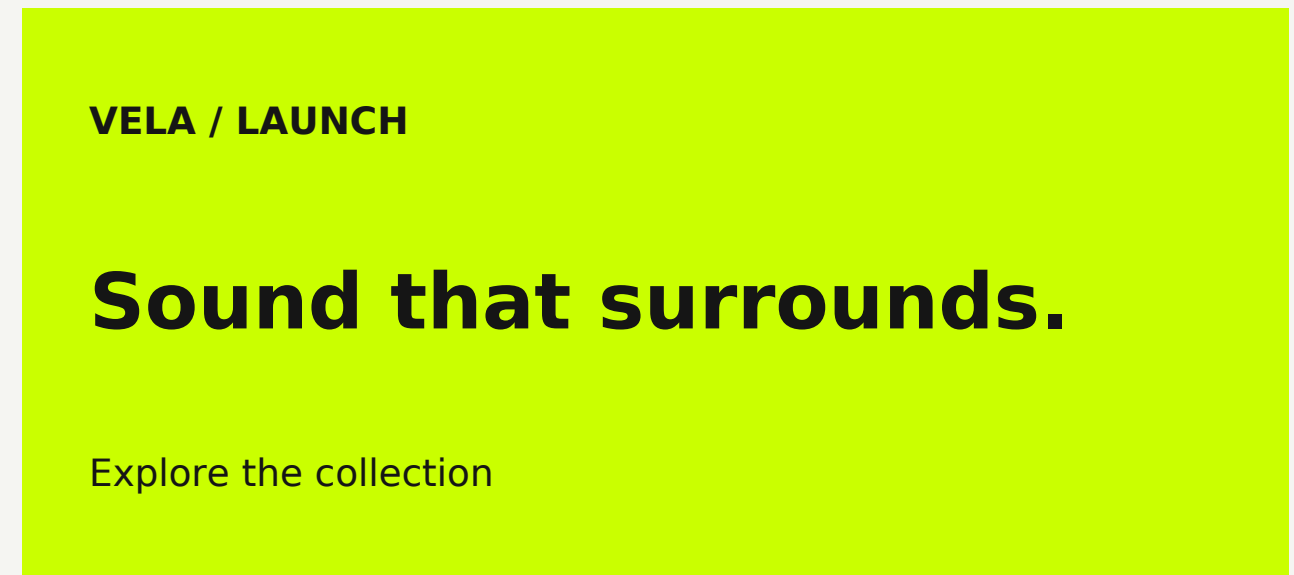
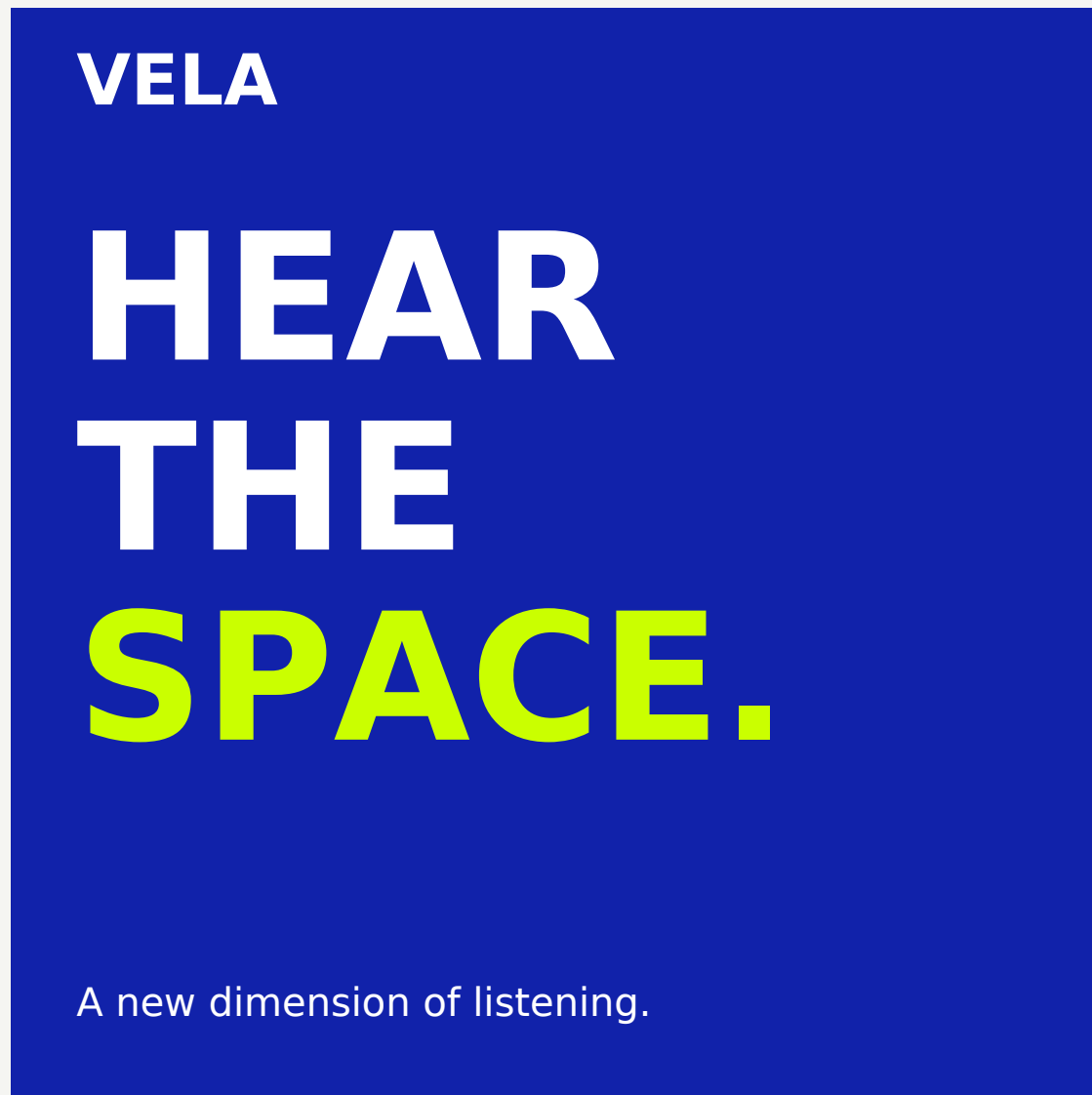
MAKE ROOM FOR SOUND.

Signal over noise.

Brief: introduce a fictional spatial audio brand through a simple, recognizable launch system.

System: electric blue, acid lime, neutral typography and a repeatable amplitude motif.





Social square / campaign banner / email header

Keep the brand, headline and call to action readable at small sizes. Adapt the signal motif rather than simply cropping a single composition.

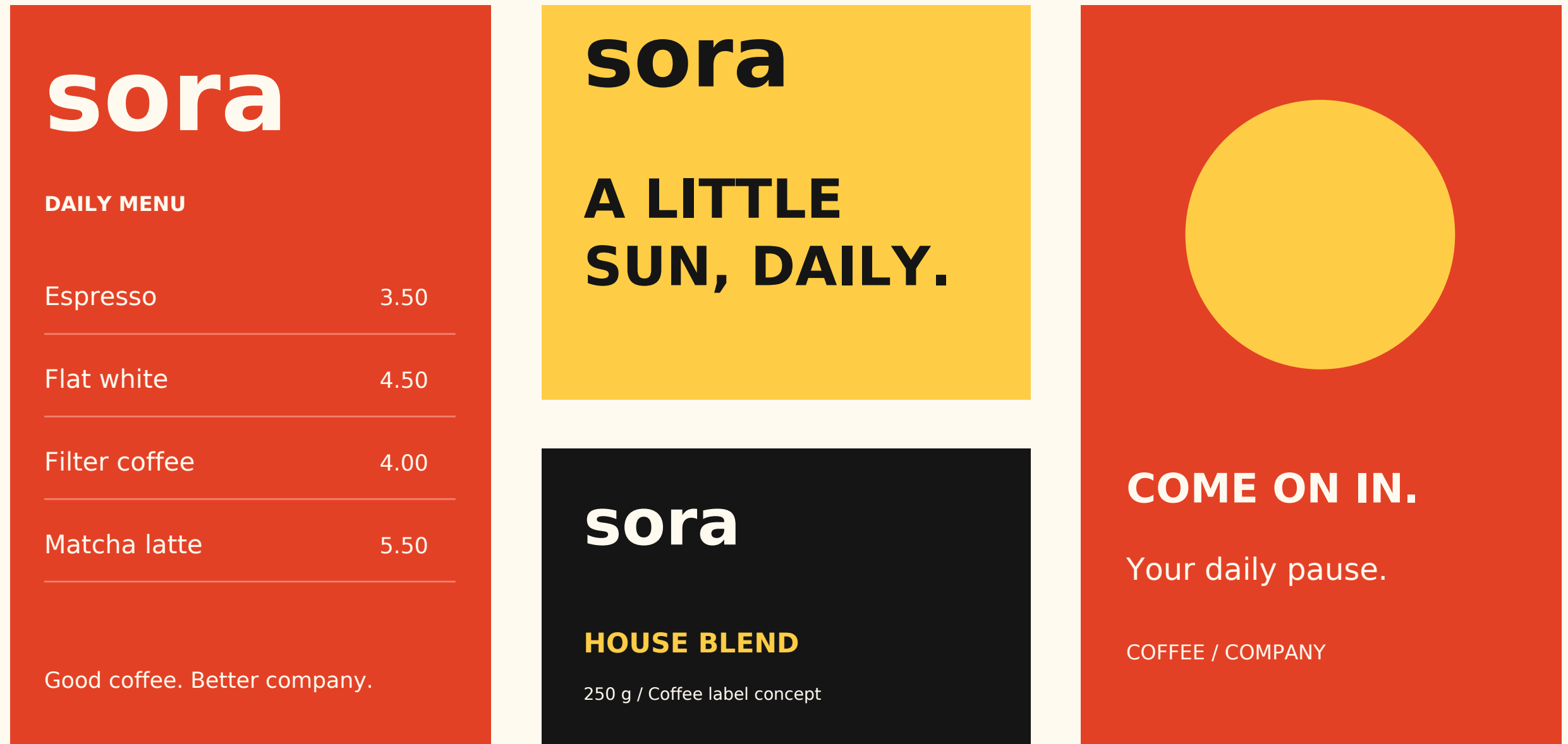
sora

COFFEE. COMPANY. A LITTLE SUN.

Brief: give a fictional local cafe an identity that feels welcoming without losing shelf and street presence.

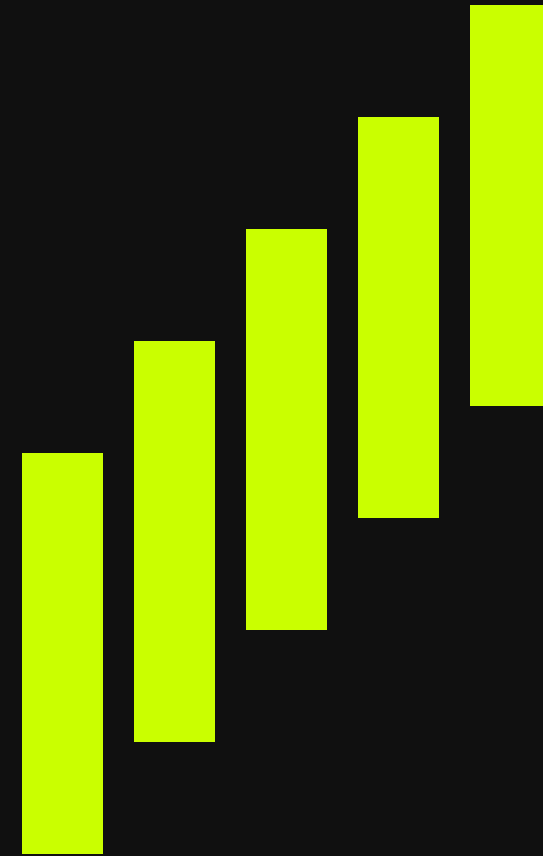
System: a lowercase wordmark, vermilion and butter yellow, a sun icon and generous negative space.





Menu / counter card / window poster / coffee label

OFF SET



IDEAS OUTSIDE THE GRID.

Brief: create a visual language for a fictional creative festival that can organize complex information and still feel expressive.

System: deliberate offsets, a modular grid, monochrome typography and one high-energy accent.



THE PROGRAM

A fictional schedule. A real hierarchy.

10:00	OPENING Seeing the familiar differently
11:30	CONVERSATION Design in a changing world
14:00	WORKSHOP From grid to system
16:00	SHOWCASE New voices, shared futures

Poster / program spread / scalable type hierarchy

MODO

MOVE AT YOUR OWN PACE.

Brief: build a typography-led launch campaign for a fictional essentials label, with a distinct graphic voice across digital and physical touchpoints.

System: deep green, clean white, acid lime and a diagonal rhythm that carries the idea of movement.



MODO
YOUR
OWN
PACE.

MODO / ESSENTIALS

LESS NOISE.
MORE YOU.

Explore the essentials

MODO

GOOD FORM. EVERY DAY.

Campaign banner / fictional copy

VEKTOR

Electric in motion.

Brief: Explore a decisive launch image for a fictional electric coupe brand.

Visual direction: Graphite, signal red, oversized type and a cinematic product close-up.

Independent fictional-brand campaign concept exploring product imagery, typography and visual direction.



AURA

Less, but better.

Brief: Explore a distinctive skincare campaign and packaging-image direction.

Visual direction: Cobalt, cool white, chrome and refined typography.

Independent fictional-brand campaign concept exploring product imagery, typography and visual direction.



Built to be adapted.

Hierarchy

One primary message, one supporting line and a clear action.

Consistency

Shared wordmarks, palette and spacing rules across every format.

Production

Vector artwork; RGB concept output. Print conversion and proofing required.

Context

Independent fictional-brand studies exploring campaign and identity systems.

Independent concept studies, separate from commissioned client work.

Let's make something clear.

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