



PORT FOLIO



Mujeeb | The Blue Dragon



Mujeeb is a career-driven introvert who hides behind screens to add beautiful colours to other people's worlds. He is a self-educated creative designer with over five years of experience designing brand identities, editorials, social media content, and motion design.

Over the years, he learned to combine creativity and technology efficiently to produce eye-catching, functional, and informative content that inspires and encourages people to take action. His design decisions support a variety of growth and marketing endeavors.

This document is a short visual presentation of some of my works.

Enjoy.



Brand
Identity

RGB 2 128 198
CMYK 83 42 0 0
HEX #0280C6

RGB 2 168 78
CMYK 82 5 98 0
HEX #04A84E

The Brief

Àjò Afe, help people tour the globe and have a feel of nature by giving them a pleasurable travel experience without the pressure of tourists breaking the bank.

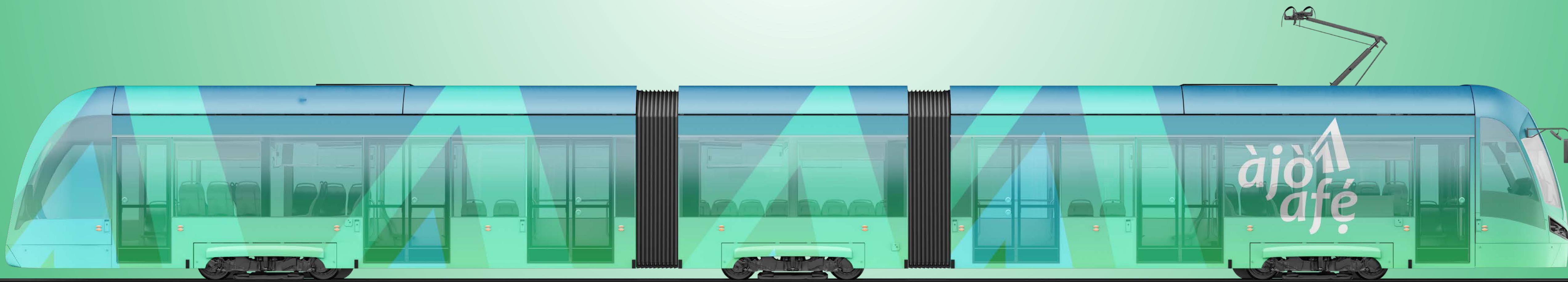
TagLine;
Your dream trip starts with us...

The Process

The sketches were inspired by three things: The “A” in the brand name, the mimicking of moving vehicle tracks, and a touch of the Yoruba language marks.



àjò[↑]
afé











Brand
Identity
Design



The Brief

Egbe Omo Yoruba ni Kolorado is an association of Yoruba indigenes based in Colorado, USA. The initial logo is a detailed mascot representing one of the kings and landscape that signifies the ancestry of the Yoruba civilisation.

A rebrand was needed to capture all this but with a more modern touch.

The Process

First, the mascot was reimagined as an Englishman. The Eyo was sketched looking like one.

Then the Yoruba ancestry was re-explored through the myth of Oduduwa, who was sent by Olodumare (God) to create earth, accompanied by a hen, holding his staff and a horn containing the earth material.





yoruba
NI COLORADO



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omo egbe

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Location. 123 Anywhere Street, Colorado





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yorubá
NI COLORADO



Brand
Identity



The Brief

STATA is an energy service company that partners with utilities and off-grid companies through an integrated distribution model.

STATA needed a new brand identity that positions them for a future not only in the energy sector, but others like technology and agriculture as well.

The Process

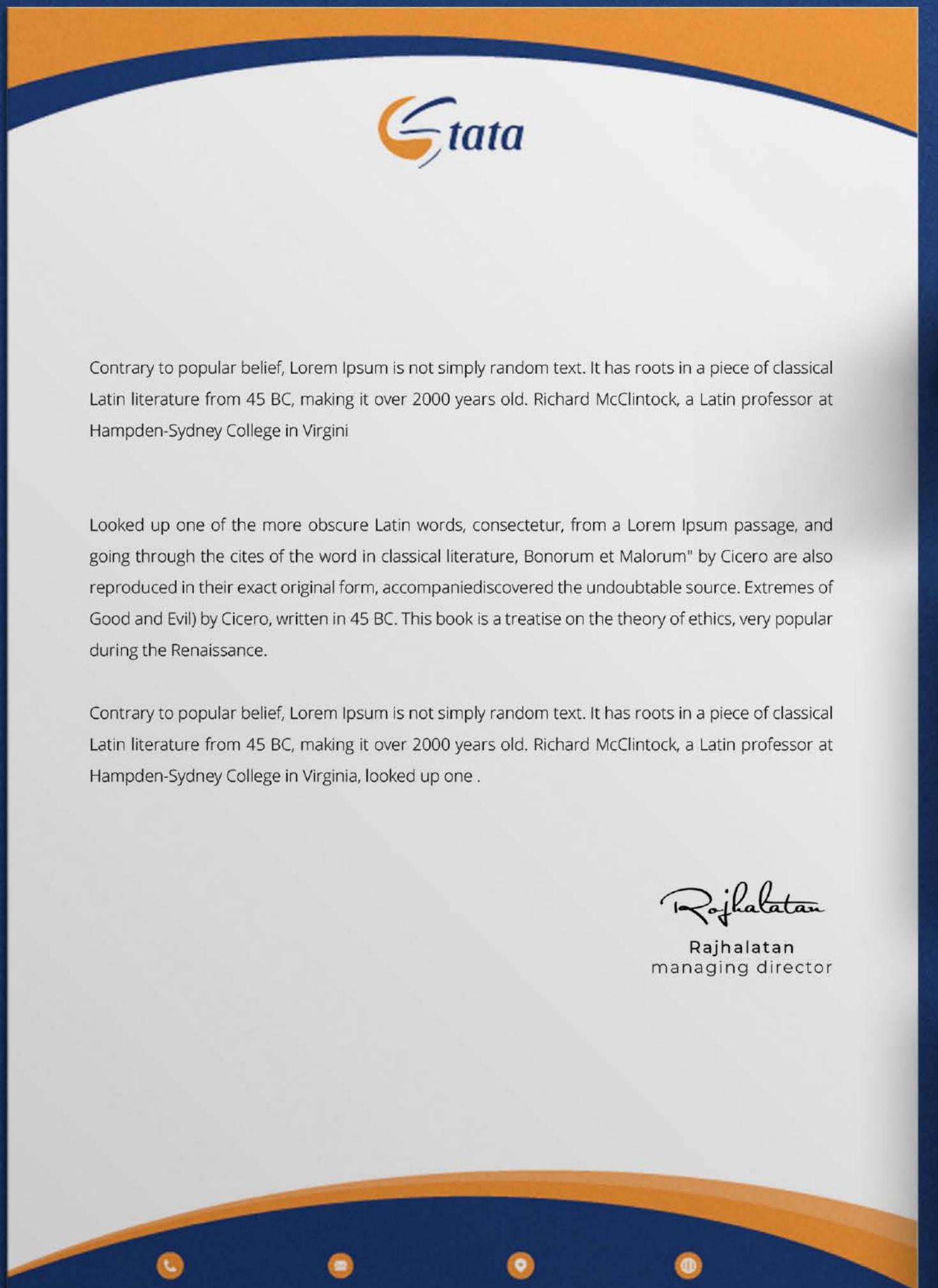
The idea was simple. Create a monogram of the “S” that has an element of energy, but adaptable to other business sectors.

The sketching and refining went on till the suitable mark was reached.









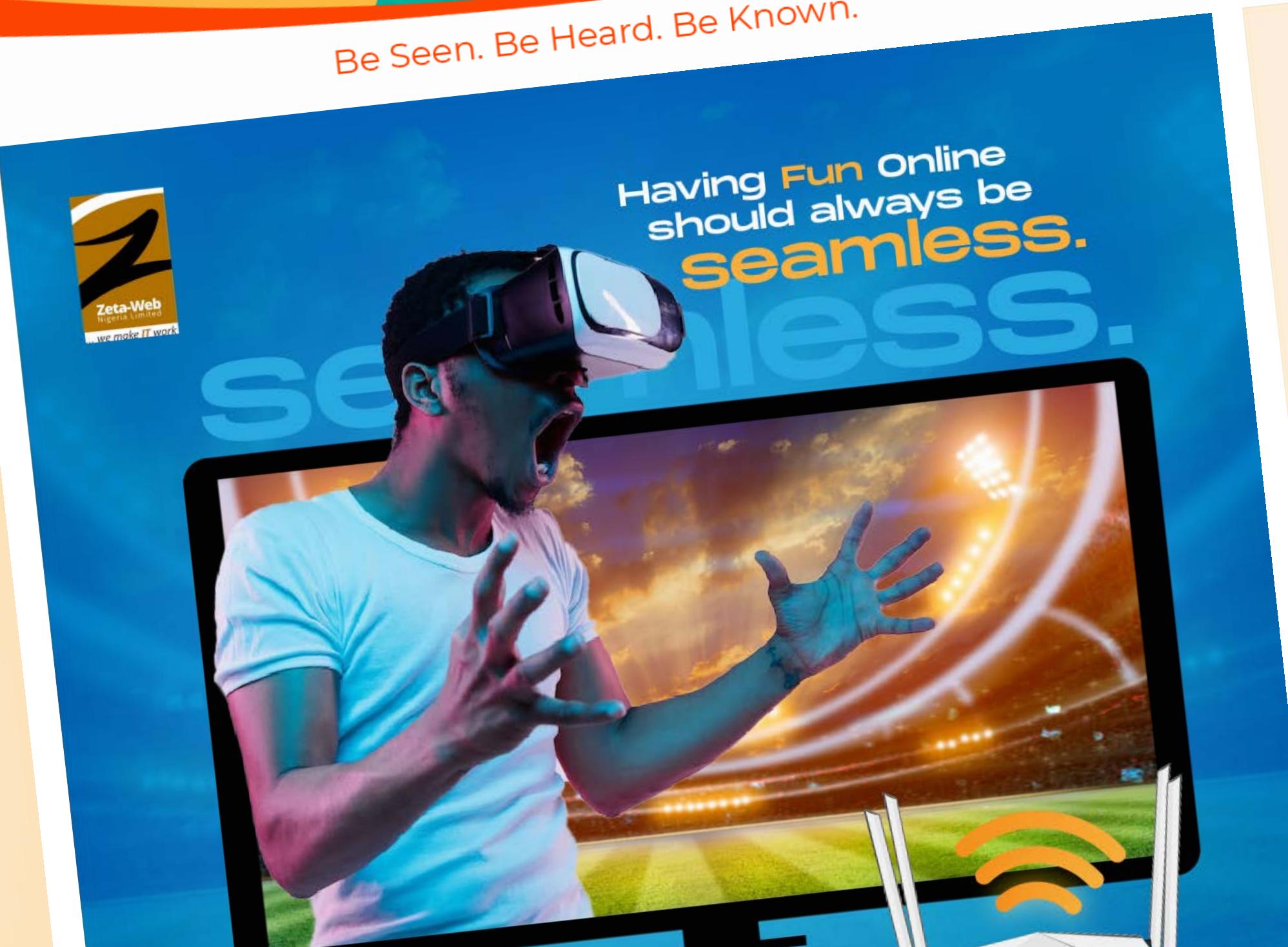


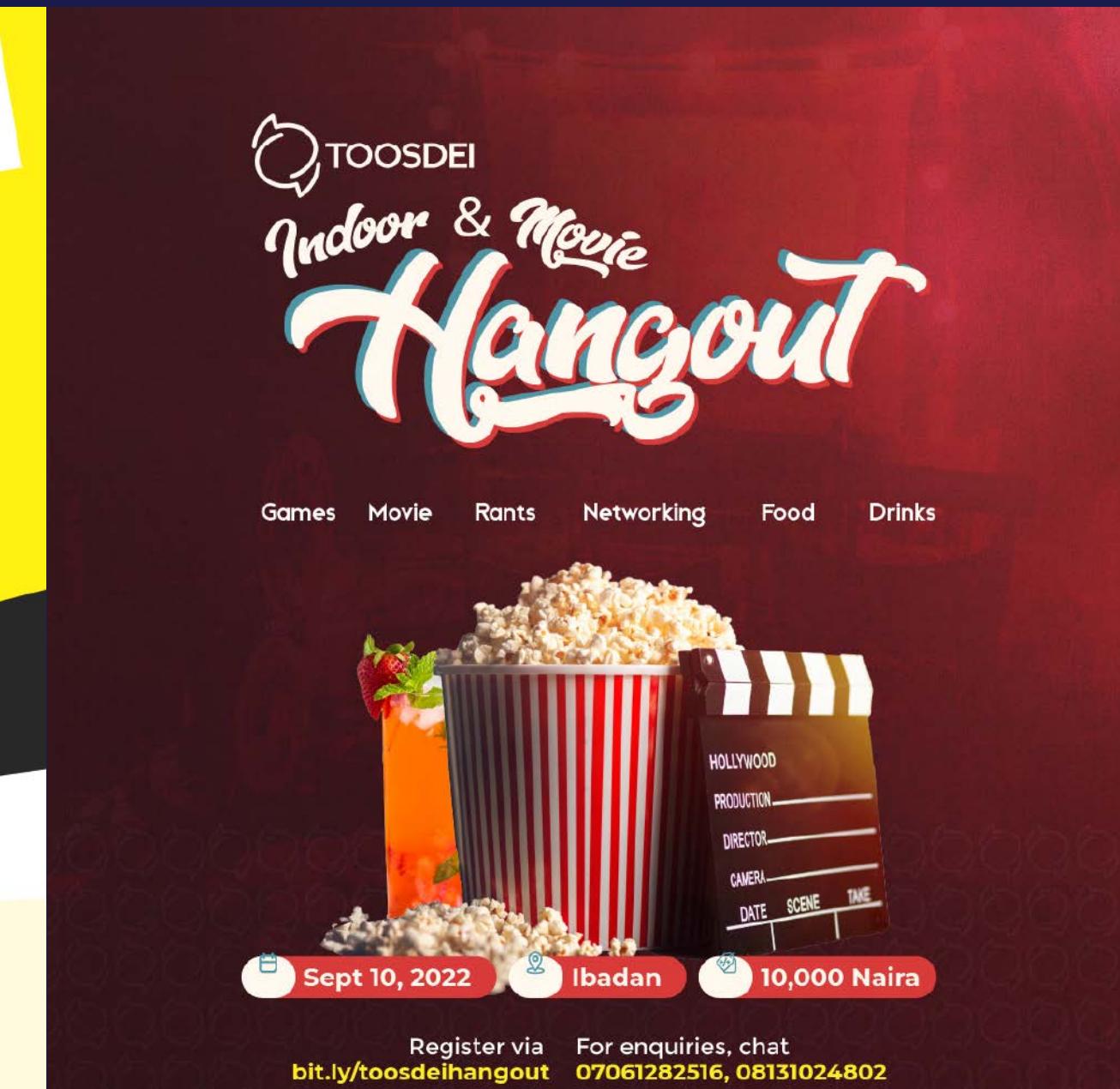


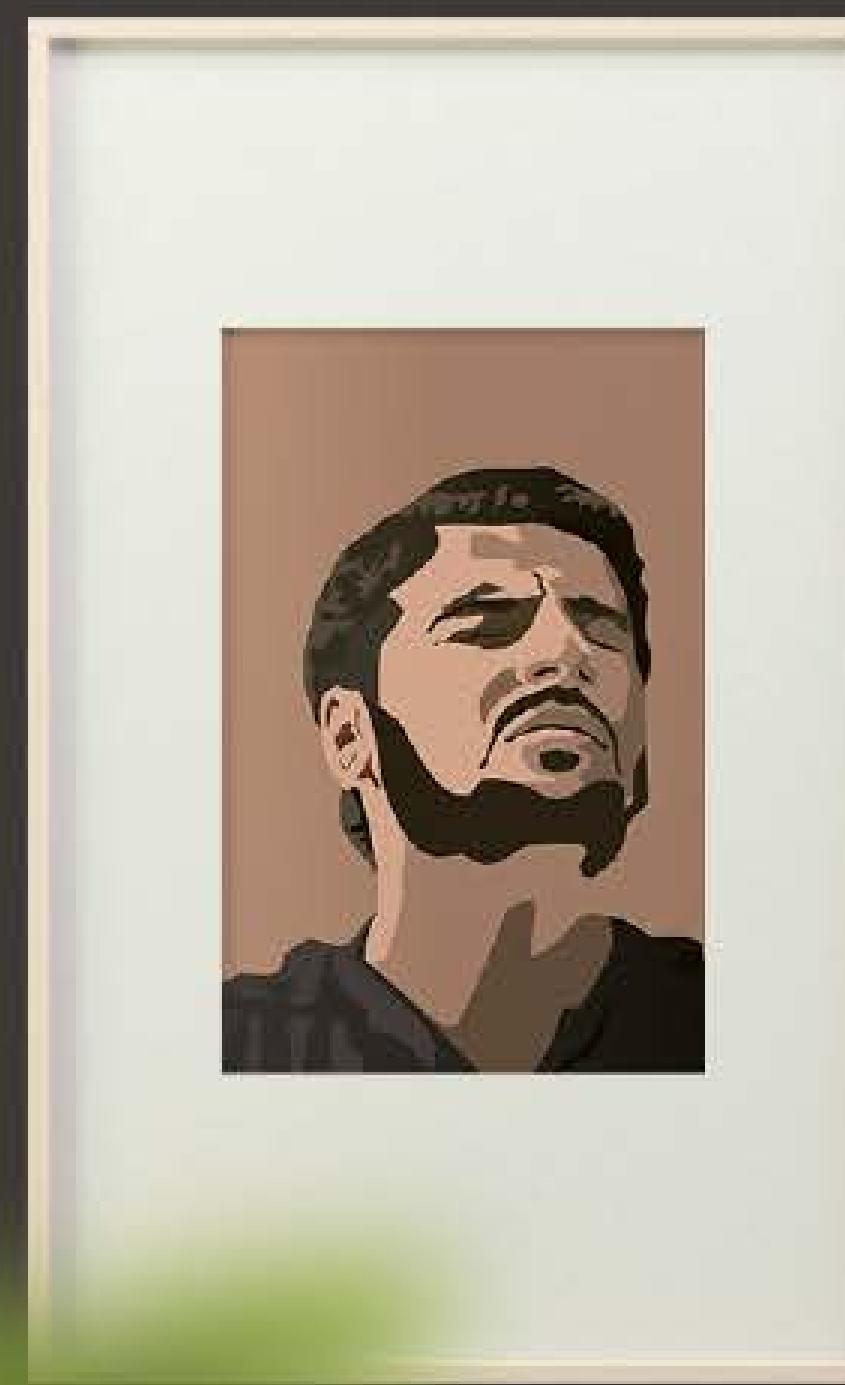
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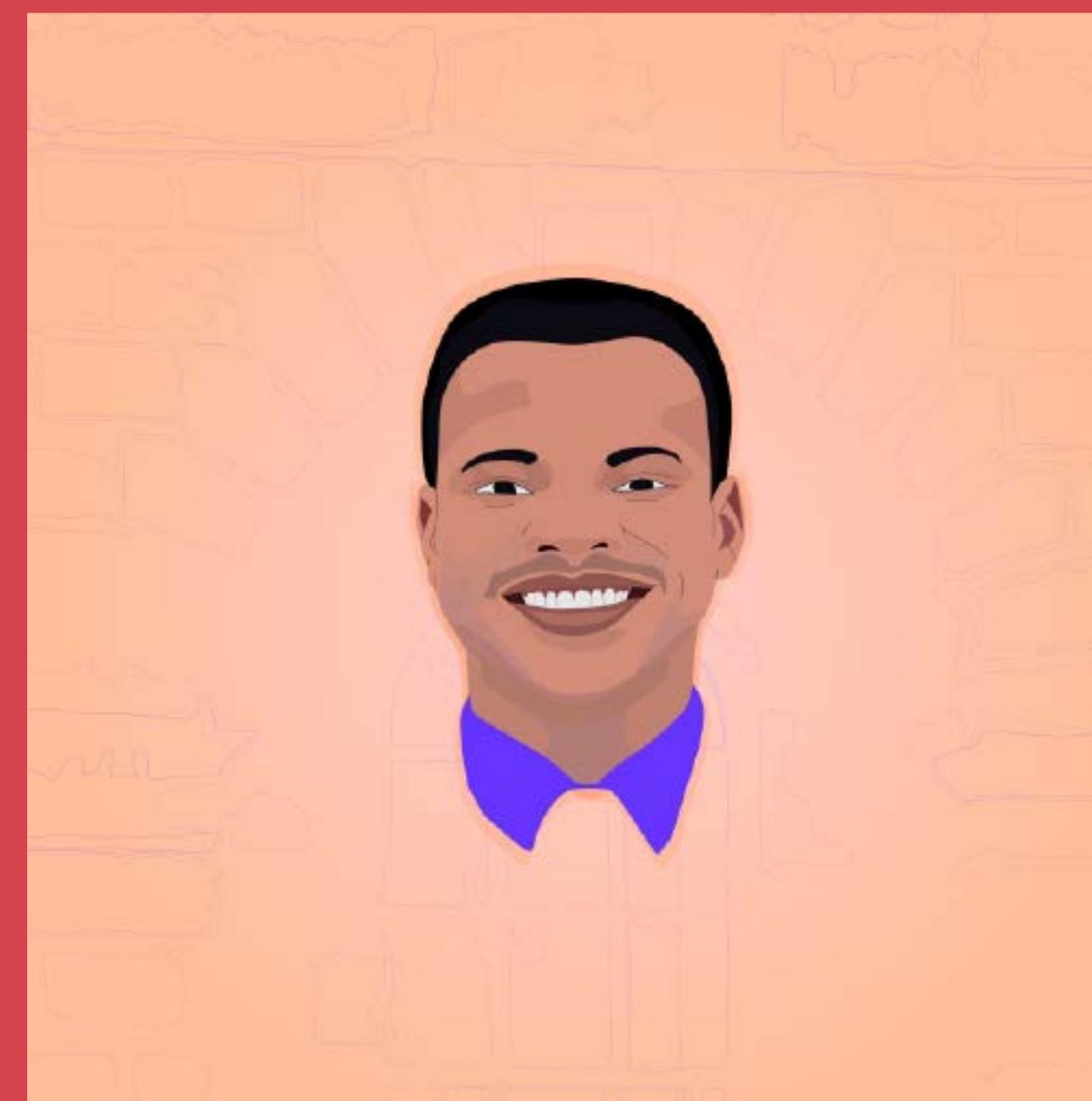
Logo | Social Media | Illustration











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