

G R A P H I C D E S I G N

PORTFOLIO

Z O H A K H A R R A T H A

C O N T E N T S



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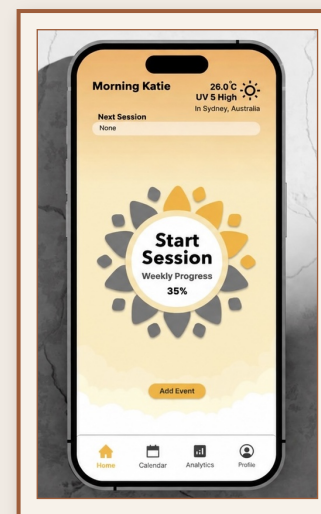
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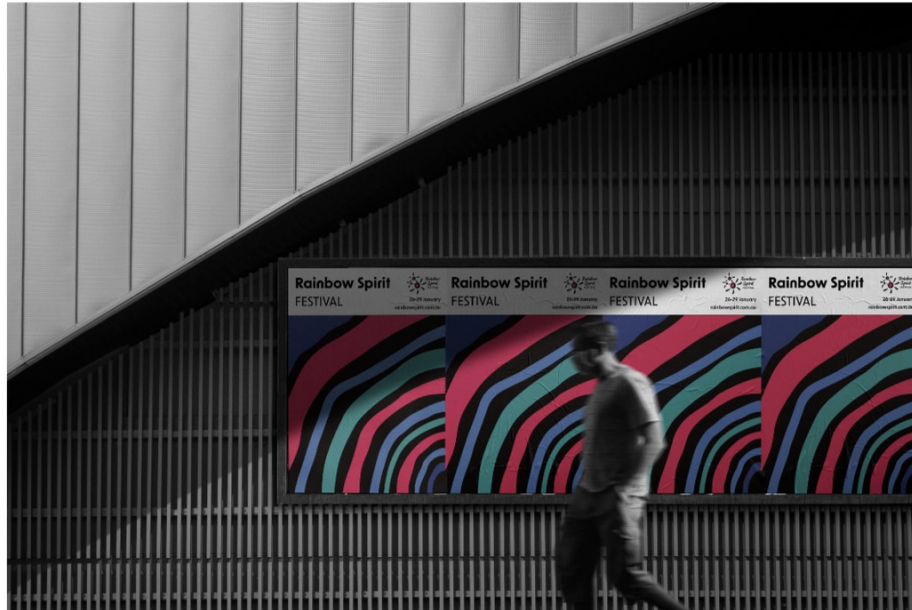
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Project Overview

This project aimed to create a cohesive brand identity guideline for the Rainbow Music Festival. The design conveys a vibrant, youthful, creative, and passionate atmosphere with a unique twist: instead of traditional psychedelic elements, it embraces a more classic and artistic aesthetic, reflecting the timeless value of music.

Print Poster

The poster is composed of irregular circles, each circle separated by black, layered and overlapped, creating a psychedelic sensation and emphasizing the festival's primary atmosphere.



Rainbow Spirit FESTIVAL



26-29 January

rainbowsprit.com.au





Logo Usage

The logo is designed as three hands holding hands and dancing beneath a rising sun, embodying the three core values of the Rainbow Spirit Festival: creativity, connectivity, and growth. The color palette features a high-saturation pink and cool-toned blue, highlighting the festival's psychedelic vibrancy and exuberant spirit.

S = X





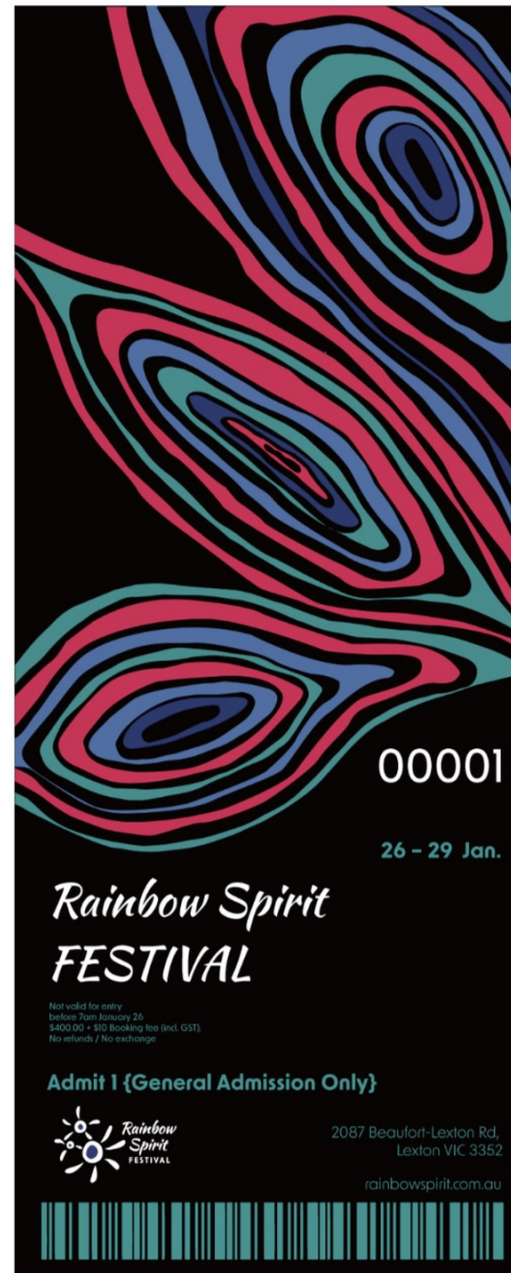
UX/UI Interface

The mobile website adopts the same design as the desktop page but makes corresponding adjustments in the details to provide a clearer user experience when scrolling.

The computer website primarily features portrait images, complemented by geometric shapes in coordinating colors, creating a vibrant and enthusiastic atmosphere.

Festival Ticket

The ticket design draws inspiration from butterflies and mandala flowers, primarily utilizing lines and circles as the main shapes. The two tickets feature black and white backgrounds respectively, and when combined, they form an irregularly shaped butterfly. This overall design captures the festival's psychedelic atmosphere.



Brand Identity

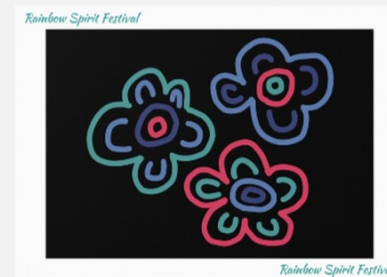
Rainbow Spirit Festival



Communication Items

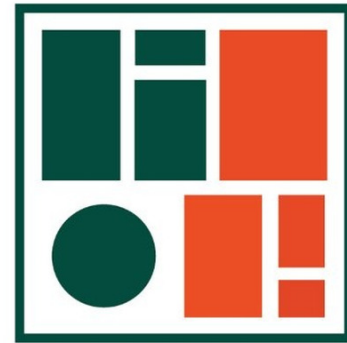
The lanyard design incorporates psychedelic graphics similar to the poster, with repeated geometric shapes that enhance the overall brand design's coherence and depth.

The vinyl record design echoes this artistic approach, featuring a mesmerizing blend of graphics and a black canvas. It enriches the record's visual allure and resonates with the festival's overarching ambiance and the taste of its discerning audience.



Brand Values

The brand of the “Canvas Art Museum” embodies a set of core values that underscore its commitment to enriching the cultural tapestry and fostering a profound connection with art enthusiasts. First and foremost, the brand champions the value of diversity, reflecting the museum’s dedication to curating a wide range of artistic expressions and perspectives. Integrity is at the heart of the brand, emphasizing transparency, authenticity, and a genuine appreciation for the arts. Innovation is also a driving force, as the museum continuously seeks new and dynamic ways to engage with audiences and present timeless works in contemporary contexts. Education and accessibility stand as pillars of the brand’s ethos, aiming to make art and culture accessible to all, fostering a sense of inclusivity. Ultimately, the brand of the “Canvas Art Museum” signifies a harmonious blend of tradition and modernity, fostering a space where creativity flourishes, and appreciation for the arts transcends boundaries.



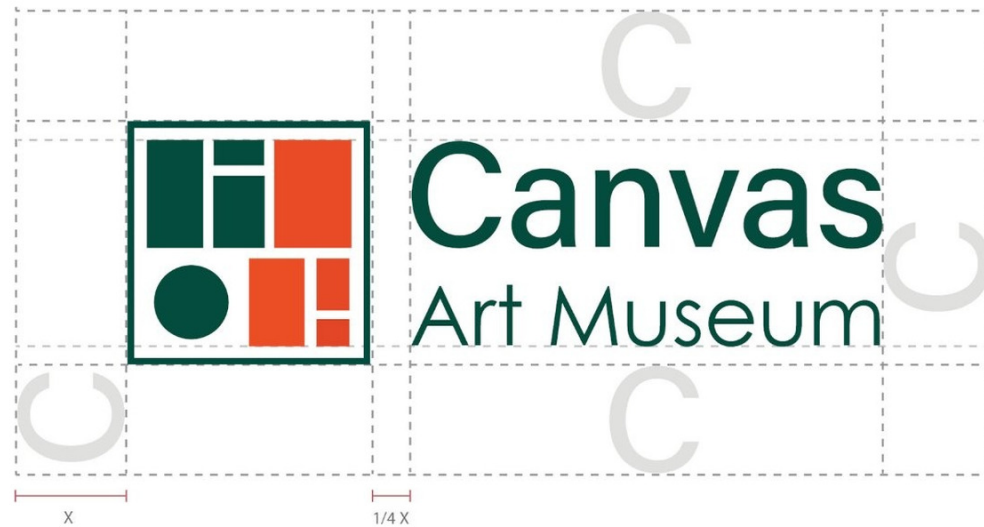
Canvas

Art Museum

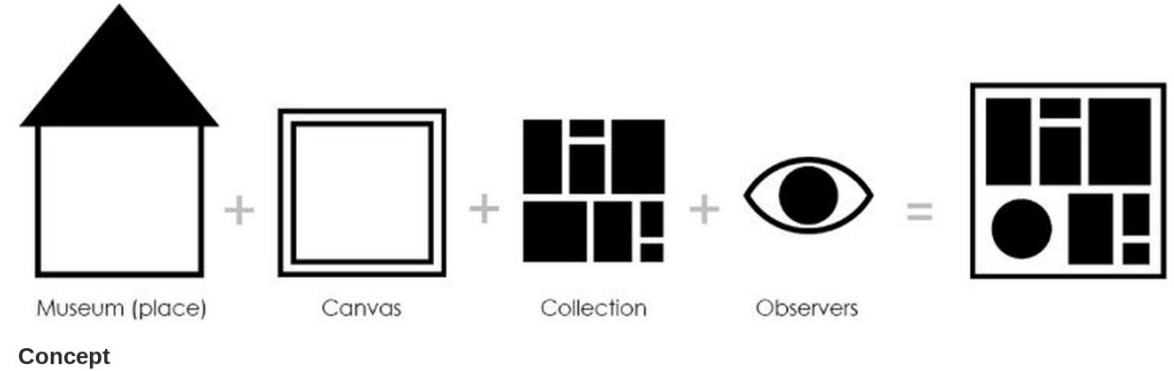
Logo anatomy

The logo of the Canvas Art Museum presents a visually captivating design that encapsulates the museum's essence. It incorporates a fusion of geometric shapes within a square frame, symbolizing the museum's architectural structure, the canvas for art, and its diverse collection. The inclusion of an eye element represents the observers and viewers of the art.

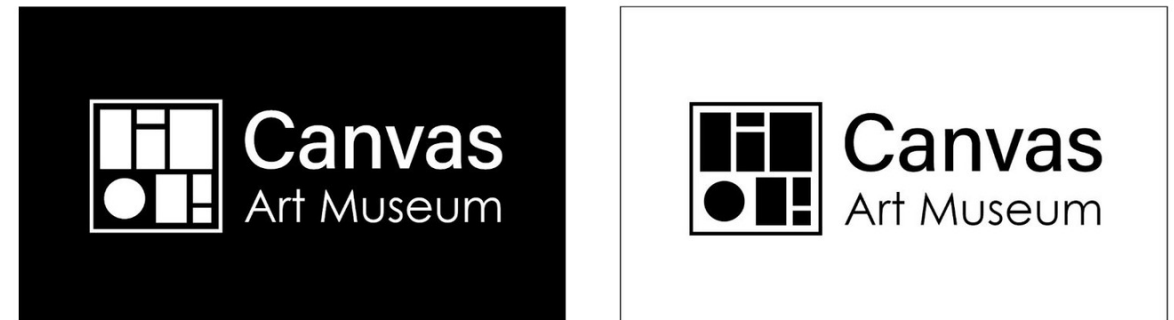
This compositional amalgamation cleverly conveys the museum as a venue for the display and appreciation of art collections, establishing a modern and sophisticated identity for the institution. The colors of the logo, which represent the primary colors of the brand, were inspired by the modern paintings of the renowned artist Mark Rothko.



Construction and clear space



Concept



Black and white versions

Color Palette

The palette comes from a painting by Mark Rothko: orange #EA4C24 and deep green #0B4D3F.

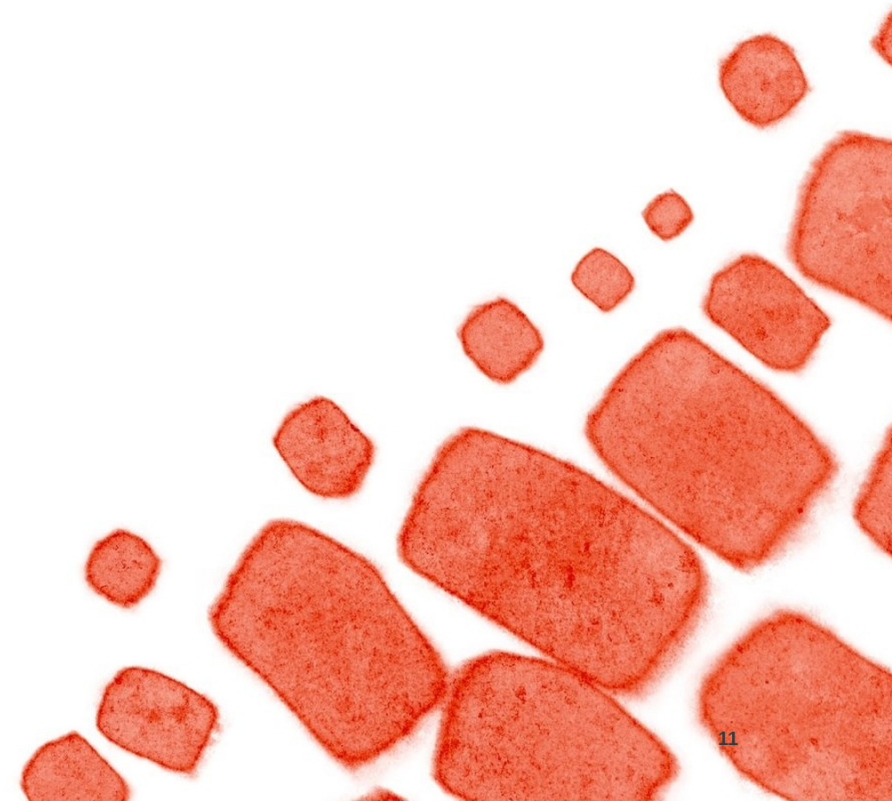
The same two colors shape the logo, the pattern and every application of the identity.





Visual elements

The brand identity of the Canvas Art Museum is inspired by modern art, focusing on geometric forms and abstract compositions. The pattern in the image combines green and orange hues in a dynamic yet harmonious grid, reflecting the museum's commitment to contemporary art. The use of color blocks and various shapes creates a sense of movement and diversity, echoing the variety and vibrancy of the museum's collection. These elements collectively establish a bold and memorable identity, reinforcing the museum's role as a dynamic space for modern artistic exploration.



Brand Identity

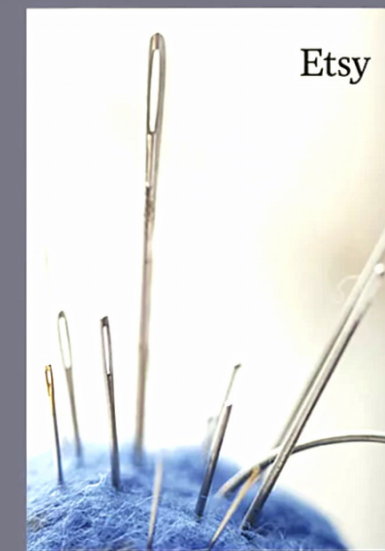
Canvas Art Museum



Page Layout Design

Editorial design for an integrated annual report based on Etsy's 2020 data.

Navy and orange run through cover, section openers and data pages. A numbered frame introduces every chapter, and a two-column grid keeps long texts easy to read.



1

Our Opportunity

We believe that the nature of commerce is continuing to evolve: more people are choosing to purchase goods online and at mass produced goods.

In 2019, Etsy conducted a market opportunity analysis. At that time, we estimated that the online market size across all relevant retail categories for the Etsy marketplace within six of our seven core geographic markets, United States, United Kingdom, Germany, Canada, Australia, and France, represents a \$249 billion market opportunity, and a \$1.7 trillion market opportunity when offline is included. We estimated that by 2023, the online market opportunity would expand to \$437 billion and \$2 trillion when offline is included. We have not updated this market opportunity analysis as a result of the dramatic shift to online that has occurred

during 2020, nor have we included India, our seventh core geographic market in this analysis. We operate in over 50 different retail categories and our top six categories based on GMS (inclusive of masks) in 2020 were: homewares and home furnishings, jewelry and personal accessories, craft supplies, apparel, beauty and personal care, and paper and party supplies. Mask sales, a subcategory of beauty and personal care, added \$743 million in GMS in 2020.



7 Core Geographic Markets



\$1.7
TRILLION

Market opportunity
(offline)

\$249
BILLION

Market opportunity
(online)

50+
RETAIL

Categories & sub
categories



\$743
MILLION

Masks, beauty & personal care
sales in 2020

1

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\$1.7
TRILLION

Market oppo
(offline)

Tri-fold Brochure

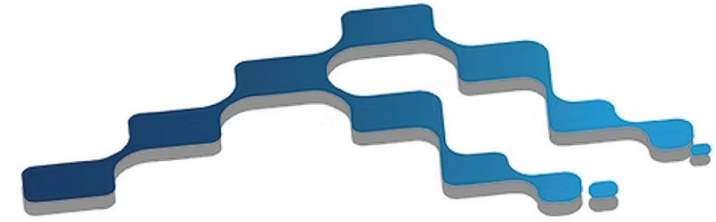
Brochure presenting Studio Form and its six services: graphic design, video, photography, websites, motion graphics and live coverage.

The curved layout and the pattern taken from the studio logo guide the reader through the services panel by panel.





Montical
Airline agency



Fluidity Business Solutions

Fluidity Business Solutions
Marketing agency



Roham
Cruise ship company

Poster & Logo

Posters



In the Mood for Nobody

Film poster



Smoking Room

Theatre poster



Adidas

Typographic poster

Poster & Logo

WAR

WAR

The word WAR fills the poster in white on red. Under the magnifying glass it turns into the word KIDS, repeated again and again: a reminder of the children behind every headline about conflict.



Sudsy Delights

Artisanal Soap Elegance

Sudsy Delights, an artisanal soap company, embodies natural ingredients and handmade craftsmanship with its rustic yet sophisticated branding. Our elegant logo, designed with the whimsical Tan Nightingale font and the clean Lato font, reflects our commitment to quality and artistry. The color palette — Pure White (#FFFFFF), Warm Orange (#FF9900), and Rich Brown (#3E2723) — evokes nature's purity and warmth.

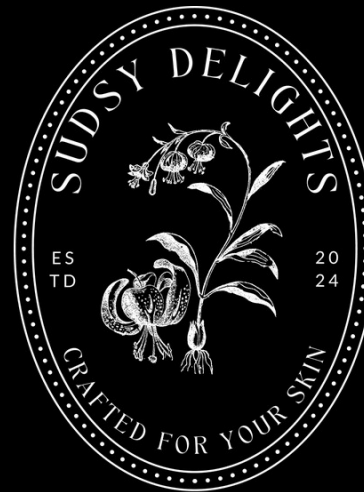
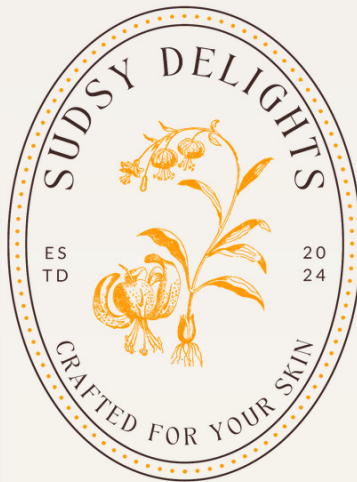
Our packaging, featuring refined labels, enhances the luxurious feel of our soaps, ensuring that every detail conveys the essence of Sudsy Delights' dedication to natural, handmade beauty.

Color Palette

Pure White
#FFFFFF

Warm Orange
#FF9900

Rich Brown
#3E2723

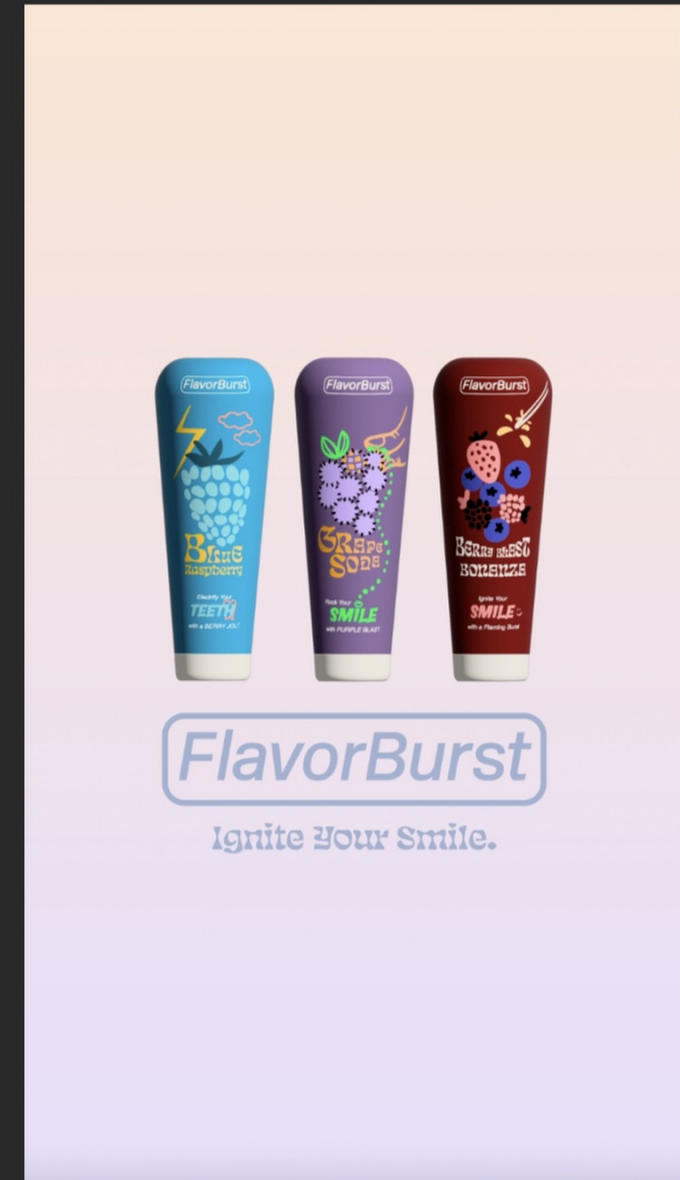




Commercial Animation

The animation was designed to reflect Flavor Burst's youthful and energetic brand identity.

Three berry flavors were personified as a rock band, translating taste into character and attitude. High-saturation reds, blues, and purples collide to create a bold and playful visual rhythm. In the final 3D composition, the 2D characters are placed together within the product space, generating a sense of excitement, freshness, and sensory impact that reinforces the brand's vibrant personality.



Where Horses Dream.



Moonlight

This illustration series explores the symbolism of the Horse in Chinese culture through a dreamlike and nostalgic lens. Rather than focusing on the horse as a symbol of strength or motion, the illustrations emphasize atmosphere, emotion, and inner rhythm.



Riding the Clouds

Soft colors, flowing forms, and surreal compositions evoke a sense of longing, calmness, and quiet joy, reflecting an emotional connection to homeland, childhood, and cultural identity.



On the Long Way West

Drawing inspiration from traditional aesthetics, folklore, and personal memory, the horse is portrayed not as a symbol of speed or power, but as a gentle presence moving through imagined landscapes.



Close to the Heart

This illustration uses a necklace as a metaphor for affection and memory.

Small beads shaped like horses and girls form a quiet circle of warmth, suggesting moments of care that stay close to the heart. Rendered in soft yellow and orange tones, the work celebrates intimacy, tenderness, and the beauty of emotional connection carried through everyday objects.

Warm Bonds.

Meeting Gaze

In a quiet moment of stillness, a girl and a small horse meet each other's gaze.

Set against a dark background, warm flowers bloom beneath them, emphasizing the softness of their shared smile. The illustration focuses on mutual recognition and gentle affection, presenting companionship as something calm, sincere, and quietly joyful.



Everyday Fairytales.

This series transforms ordinary moments, meals, birthdays, and home, into soft fairytales rooted in warmth, companionship, and everyday rituals.

Using a low-saturation palette of warm yellows, browns, and soft pink-blues, the illustrations create a gentle, lived-in atmosphere that feels both familiar and quietly magical.

Soup for Two

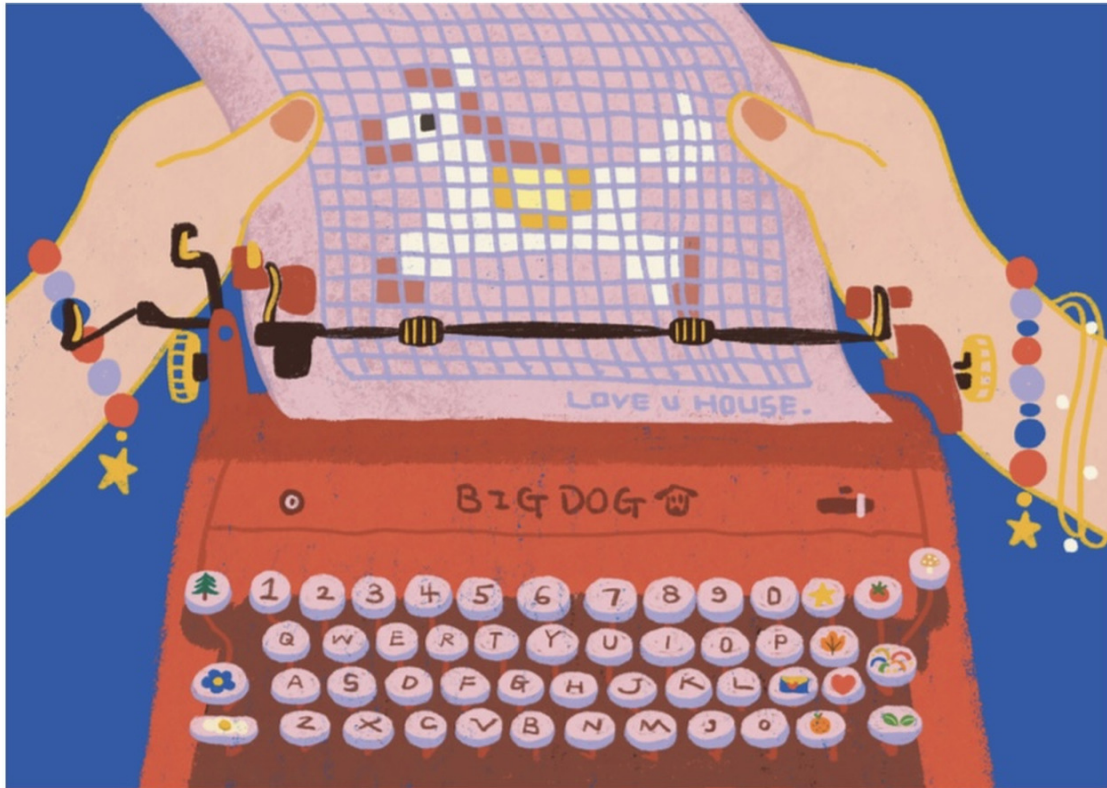


The Fruit House

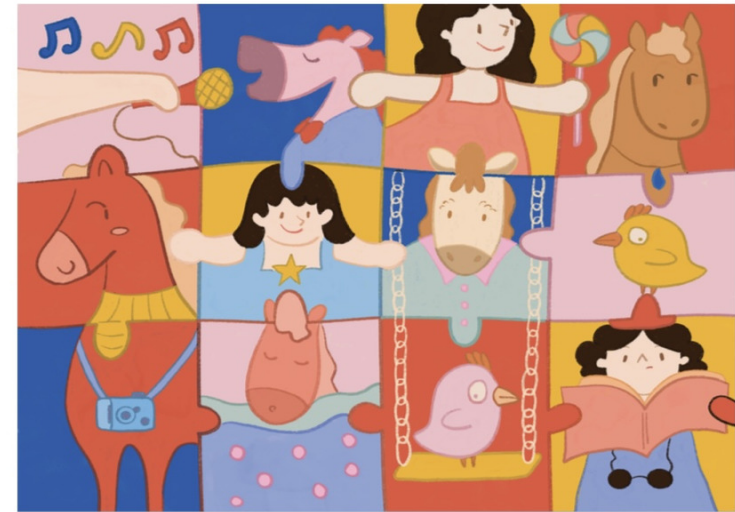


Make a Wish

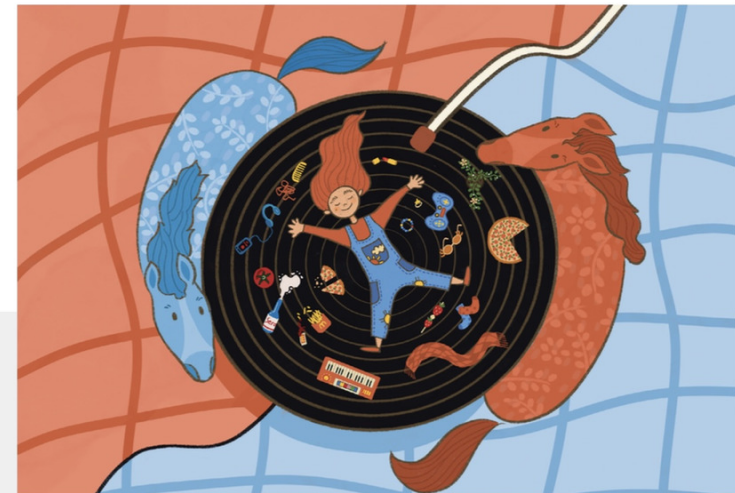




Typed into Being



Pieces of Play



On Repeat

Play It Loud.

This series embraces bold colors, high contrast, and playful absurdity to explore creativity as an act of joy, repetition, and making.

Solar

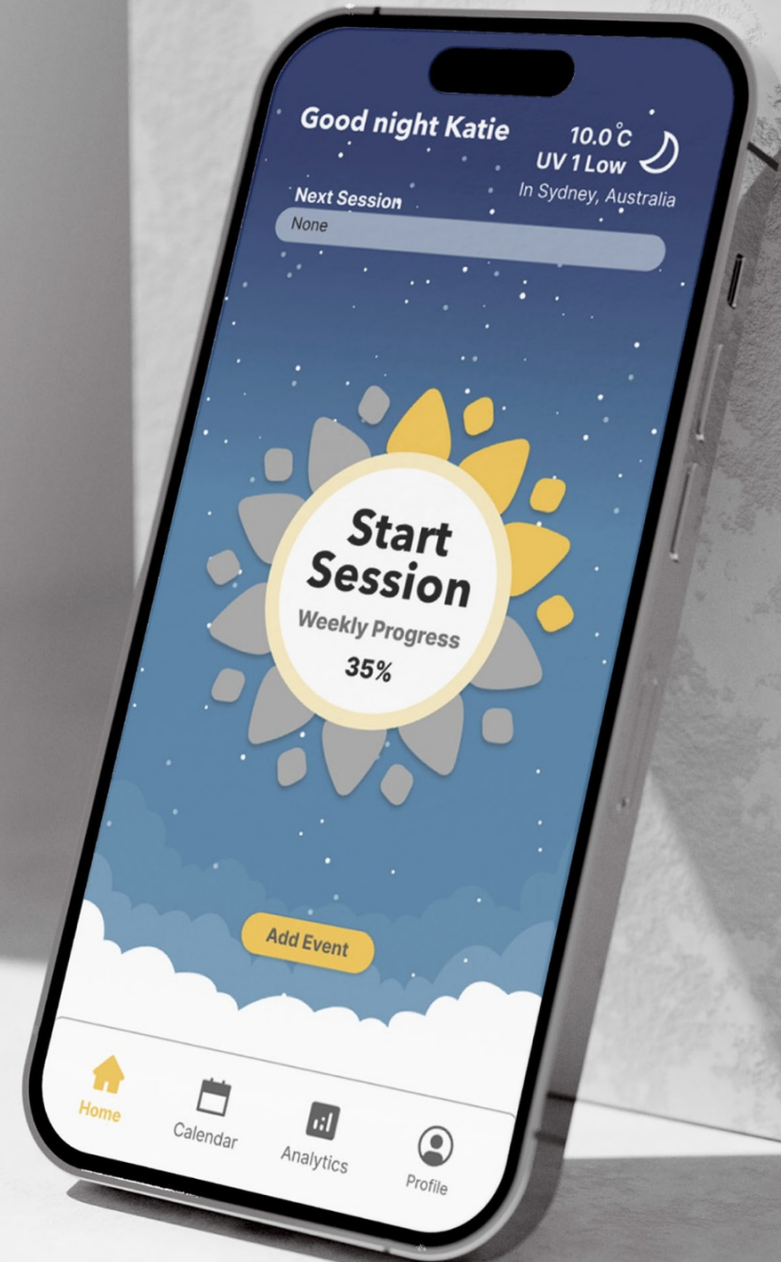
A mobile app that enhances remote work-life balance and well-being.

The Client

Promoted outdoor activities and healthy habits in order to improve the well-being and work-life balance of young remote workers.

Project Brief

- Provide a networked solution that encourages remote employees to go outside more often, for more vitamin D and safe UV exposure.
- Help people build healthy habits, set boundaries between home and work life, and prioritize their well-being for a positive work-life balance.



Embracing Sunlight

Our culture has long praised sunshine and its role in producing vitamin D, yet remote work keeps many of us indoors. Solar starts from a simple question: how often do we actually go outside to enjoy the sun and restore our health?

Hypothesis

The solution can support young remote workers in reaching their vitamin D goals while easing worries about overexposure to sunlight. It helps them:

- Reach vitamin D goals while managing sun exposure.
- Build outdoor habits for better mental and physical health.
- Balance indoor and outdoor time for a healthier life.

Sun Session

A timed session outdoors, with live temperature and UV index, that adds to the weekly goal.



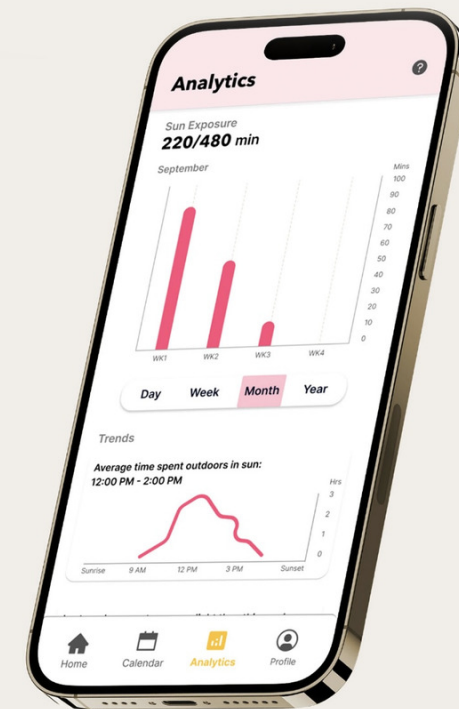
Calendar Integrations

Customers experience a high level of success due to access to accurate and precise information about the first moments of sun exposure, taking into account meteorological conditions and the UV index. In addition, they benefit from innovative recommendations for shifting work sessions to outdoor environments, along with the ease of seamlessly building restorative breaks into their schedules through integration with their work calendars.



Analytics

Users can easily track time spent outdoors in the sun and its side effect on their vitamin D levels through analytics, and are motivated to do so by unlocking unique rewards and achievements. Reach your weekly vitamin D goals.



LET'S BUILD SOMETHING CLEAR,
USEFUL, AND WELL DESIGNED.

ZOHA KHARRATHA