

**nice to
meet you.**

SHORT PORTFOLIO
ANRI VAN DER LINDE

hello, i'm anri...

Senior creative who is obsessed with turning sceptics into loyal brand-fans through creativity and clever design, and even more obsessed about the **consistency** of that visual brand & tone across all platforms.

Leader / Problem solver / Original thinker / Goal-oriented / Proactive / Works independently as well as a team player / Detailed / Organised / Brings good vibes and gets things done
...and... might be bribed with chocolate. 🍫



*BASED IN:
Johannesburg South Africa,
Working remotely.*



**some of
my work...**

Good Clean Beauty Co

GoodCleanBeautyCo. is a Melbourne-based company committed to supplying beauty products that are safe, effective, sustainable, cruelty-free and conscious. They opened their doors in 2024 and is the sole distributor of the global, top beauty brands *essence* and *catrice* in Australia.

As Head of Creative at GCBco, I developed a visual brand that combines strength and clarity, emphasizing the words “good, clean, beauty” with confidence and purpose. This boldness is harmonized with a palette of soft pastels, symbolizing the brand’s gentle impact on both the planet and our well-being. I wanted to create a recognisable logo icon, crafting a cosmetic pot as a symbol to represent beauty with authenticity. To capture the brand’s values, I incorporated a heart within the pot, aligning with the slogan I created for the brand: “we do beauty with heart.” The visual style emphasizes fun, genuine moments, featuring individuals whose natural beauty and unique personalities shine through without heavy styling or makeup. This approach reflects the brand’s commitment to real, heartfelt beauty.

Visual Brand Design

Creative Direction

Website Design

Collateral, Packaging Design, In-store branding

Creative direction and design for promotional events

Marketing Material & Collateral for their brands ‘essence’ and ‘catrice’

PRIMARY LOGO



SECONDARY LOGO



SUB-MARK LOGOS



SOCIAL MEDIA GRAPHICS

For social media, we’re keeping it fun and a bit more “relaxed”, we want the feed to stay interesting and not too “structured”. This is the place to stretch the “visual brand” rules slightly, while still “respecting” them :) Images of models are always more natural, as appose to very “perfect make-up” looks. We want their natural beauty to shine through. We use a lot of illustrations, and stay within our colour scheme of our pastel colours.



VARIOUS COLLATERAL FOR MARKETING EVENTS AND THE ONLINE SHOP



WORDPRESS WEBSITE DESIGN HERE:

CaTRICE

**FREE FROM
WORRY. FULL
OF BEAUTY.**


FOLLOW US HERE.

caTRice

OWN YOUR MAGIC.

WELCOME
TO THE **BEAUTIFUL** WORLD OF
caTRICE

where innovation meets beauty and
quality is always within reach.

Distributed by
GoodCleanBeautyCo. 
GoodCleanBeautyCo.com

@goodcleanbeautyco f@goodcleanbeautyco in@good-clean-beauty-co d@goodcleanbeautyco
@essence @essence_cosmetics f@essence.cosmetics X@essence_de d@essence.cosmetics

catrice

FIND YOUR FOUNDATION SHADE



Suitable for all skin types



Loved & used by makeup artists world-wide

- Hydrating with hyaluronic acid and aloe vera
- 16H comfortable wear
- Natural matte finish & medium buildable coverage
- Long-lasting, non-comedogenic & transfer proof









- High coverage for up to 24H, transferproof
- Water & sweat proof
- Ultra-light texture with skin-perficing niacinamide
- Even complexion with a 'high definition' finish



**Makeup for pro's,
prices for everyone.**

 cruelty free

 vegan

 clean beauty

 no microplastic particles added

 oil free

 no parabens added


goodcleanbeauty.co

OWN YOUR MAGIC.

FACE

FROM

CATRICE



OWN YOUR MAGIC.

UNDER EYE BRIGHTNER

- Fresh-looking under eyes
- Brightening concealer
- Hydrating texture



LIQUID CAMOUFLAGE HIGH COVERAGE CONCEALER

- 24H long-lasting, high coverage concealer
- Waterproof & transferproof
- Liquid texture without clumps & microscopic particles
- Covers dark circles, blemishes, redness & even tones



ALLROUND CONCEALER

- Set of five colours for a flawless complexion
- Covers dark shadows under the eyes
- Conceals redness and skin irregularities



Scan to follow us online

catrice

Makeup for pro's, prices for everyone.

Suitable for **all skin types**.

- Paraben free
- No animal testing
- Vegan
- No microplastic particles added
- No parabens added
- 100% free of lead

✓ loved, used and endorsed by make-up artists worldwide



Catrice products stand for colour variety, quality and performance - without compromise. The wide colour range of beauty products allows you to discover and express yourself with confidence and show the many layers of your personality.

We stand for trends, quality, self confidence and unique styles.

Distributed by
GoodCleanBeautyyou
www.goodcleanbeautyyou.com
@goodcleanbeautyyou @goodcleanbeautyyou

FACE

FROM

CATRICE



OWN YOUR MAGIC.

INVISIBLE COVER FOUNDATION

Skin-loving, long-lasting foundation that leaves a natural matte finish.

- Creamy, lightweight and breathable texture
- Long-lasting, non-comedogenic & transfer proof
- Hydrating with hyaluronic acid and other ones
- 24H comfortable wear
- Blends easily and smoothly to your face



Scan to find a stockist near you

PRIMERS FOR EVERYONE

The Moisturizer Oil Control Primer
Catrice's ultra-thin, oil-free formula hydrates, mattifies and controls shine for a smooth, long-lasting finish.

The Poreless Primer
Light, non-comedogenic, mattifying primer that minimizes pores and creates a smooth canvas for makeup.

The Vitamin C Fresh Glow Primer
Hydrating primer with Vitamin C and hyaluronic acid that brightens and gives your skin a fresh, radiant glow.



Scan to find a stockist near you

INVISIBLE COVER FOUNDATION

Skin-loving, long-lasting foundation that leaves a natural matte finish.



Scan to follow us online

PRIMERS FOR EVERYONE

The Moisturizer Oil Control Primer
Catrice's ultra-thin, oil-free formula hydrates, mattifies and controls shine for a smooth, long-lasting finish.

The Poreless Primer
Light, non-comedogenic, mattifying primer that minimizes pores and creates a smooth canvas for makeup.

The Vitamin C Fresh Glow Primer
Hydrating primer with Vitamin C and hyaluronic acid that brightens and gives your skin a fresh, radiant glow.



Scan to find a stockist near you

We care about the planet. We care about you.

Every product is designed with love and a respect for nature and only you, but also our Planet. Good Clean Beauty & You want to make a positive impact on your life and the environment - one brush stroke every day.

[illegible]

NEW

ENDLESS

LENGTH

IMPRESSIVE

VOLUME

- Long-lasting and clump-free
- Mascara for defined voluminous eyelashes

Shop now

CATRICE

NEW

catrice

DARK COCOA

EYESHADOW PALETTE

Highly pigmented
Matte and shimmering finishes
Effortless blending

Shop now

The image shows the Catrice Dark Cocoa Eyeshadow Palette, a rectangular compact with a black lid. The lid features the brand name 'catrice' in white, 'THE DARK COCOA' in large, stylized letters, and 'EYESHADOW PALETTE' in smaller text. The palette is open, revealing six eyeshadow shades: two dark browns, two medium browns, and two light browns. To the right of the palette, there are several large, rectangular swatches of the eyeshadow shades, showing both matte and shimmer finishes. The background is white with a light brown powder scattered around the swatches.



catrice
TWINKLING
TREASURES

ADVENTCALENDER

LIMITED STOCK

SHOP NOW

essence is the nr. 1 selling cosmetic brand in Europe.

I work on various collateral, marketing and digital designs for these brands, both in Australia and in South Africa.



DIGITAL BANNERS



SPIN THE WHEEL



HANG SALE PACKAGING DESIGN



PR / INFLUENCER BOXES



BOX DESIGN FOR ONLINE RETAILERS



SALES BROCHURE



IN-STORE DUMPBINS



🎉 **Your Beauty Faves Are in the Priceline Sister Club Bag!** 🛍️💖

Hello beautiful ,

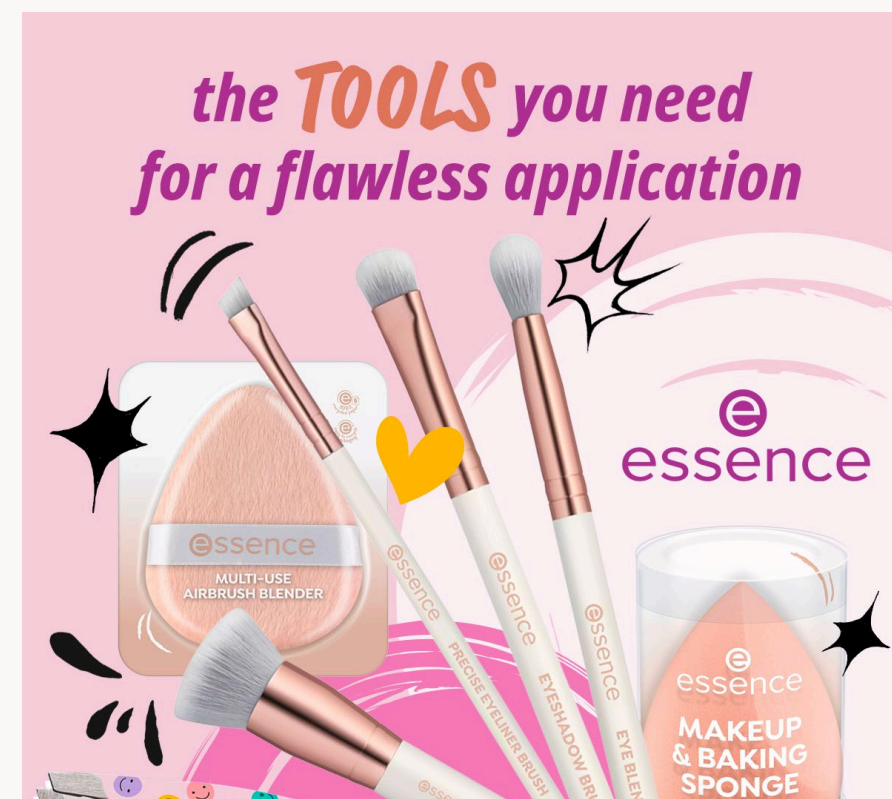
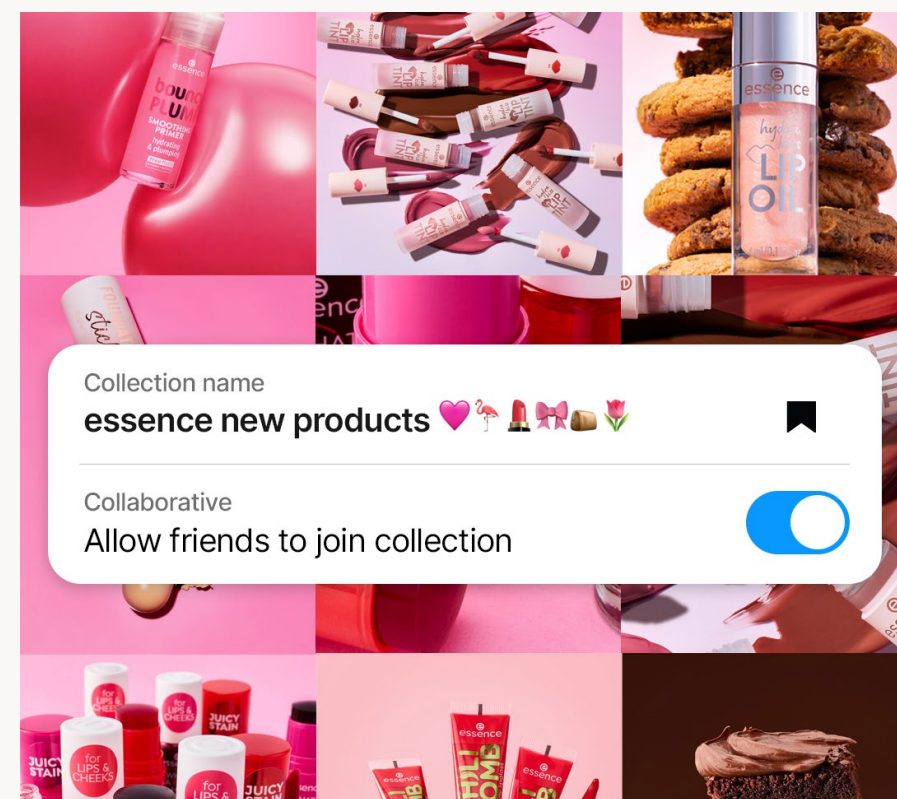
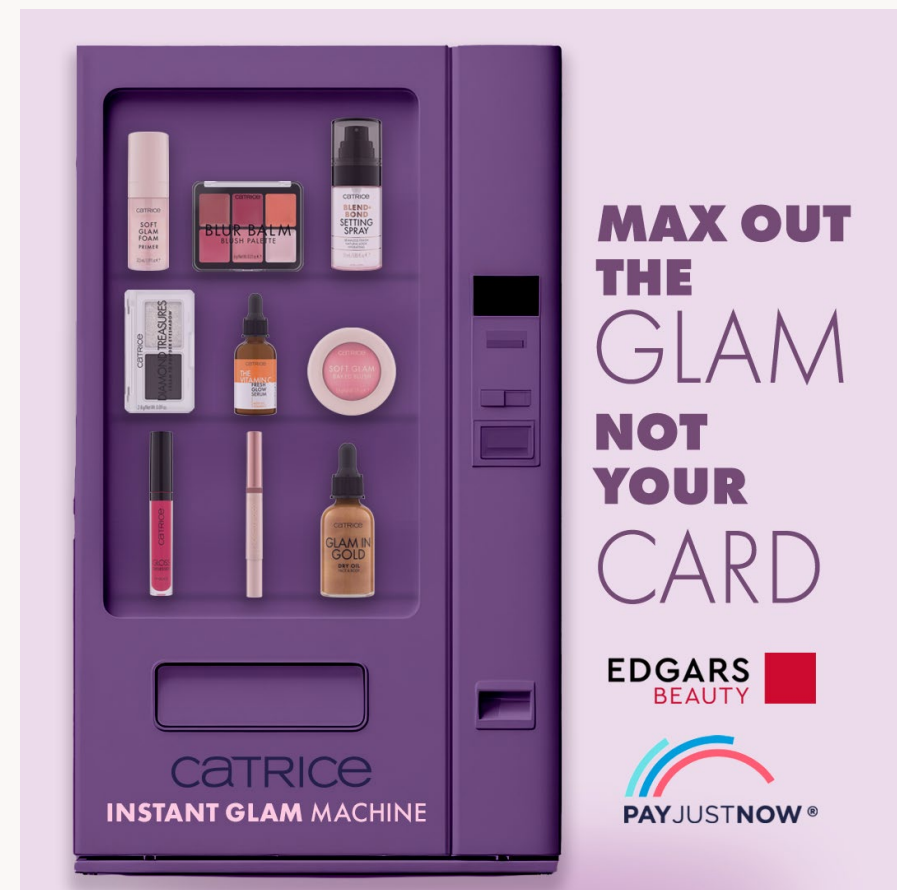
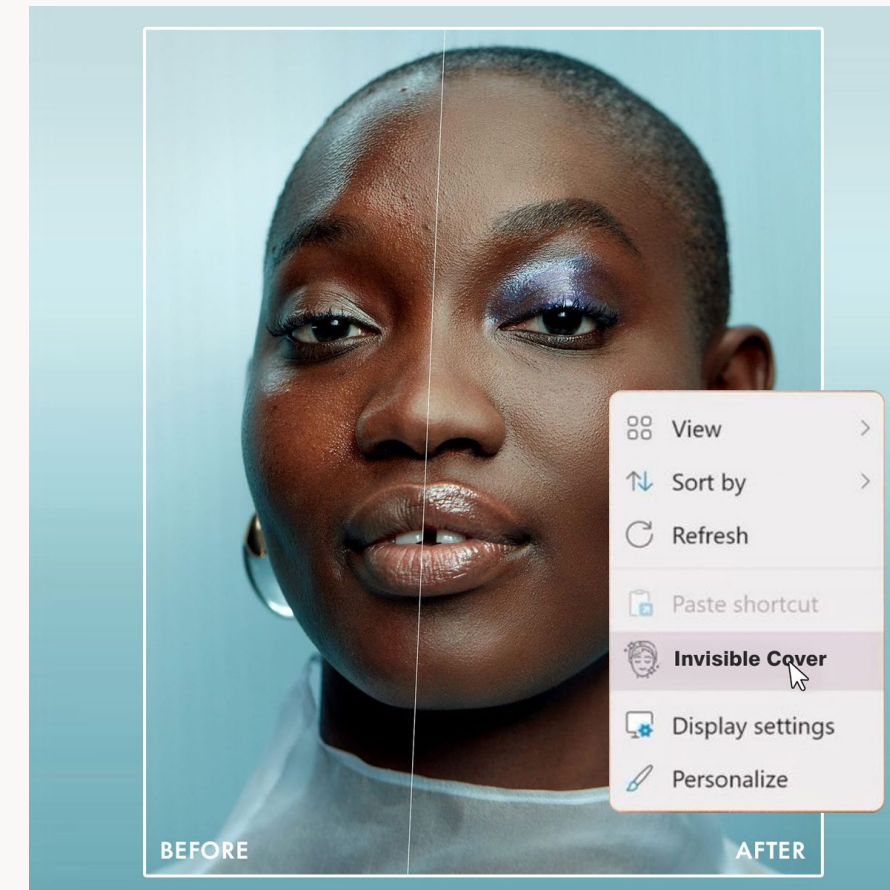
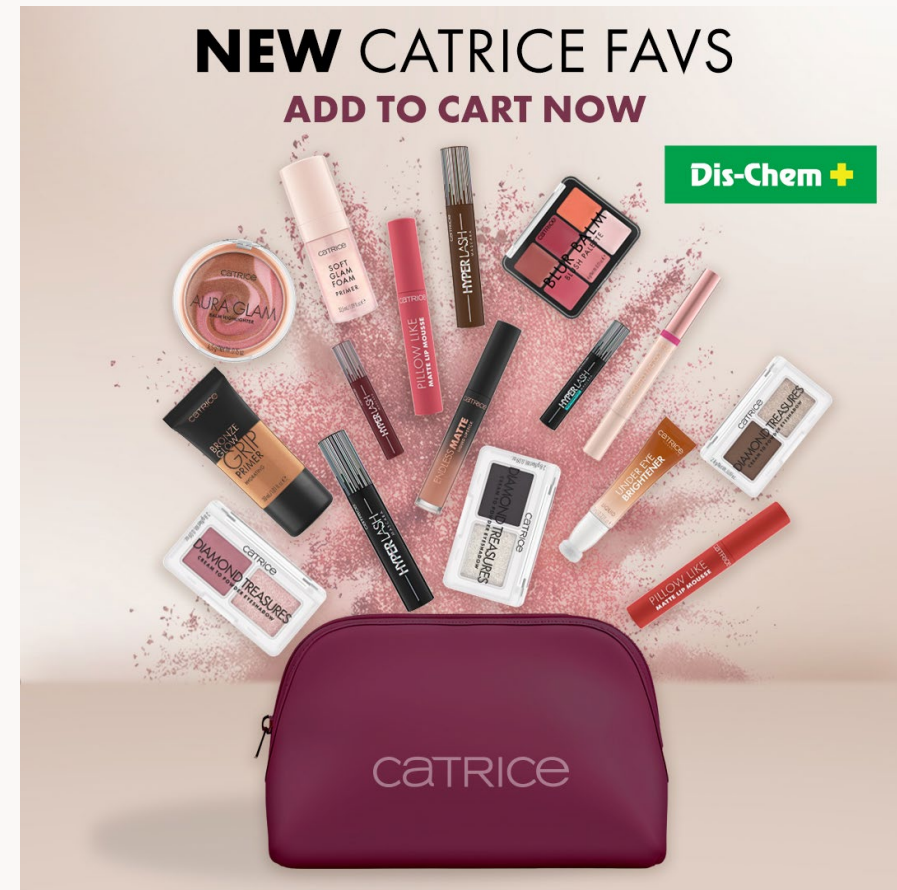
Big beauty news! Our cult-fave [Catrice Melt & Shine Lipstick in 070](#) and the [essence Baby Got Blush in 010](#) are officially part of the **Priceline Sister Club Beauty Bag** 🧡💖

Here's how to get yours:

- 🛍️ Spend **\$65 or more on beauty** in one transaction at Priceline
- 🎁 Receive a **FREE Beauty Bag valued at \$188** (Sister Club members only!)

Don't wait – these bags are **while stocks last** and they go fast!

essence & catrice SOCIAL MEDIA



WELCOME 2025



thank you

to all our customers, colleagues and partners.

mpact
plastics

CUSTOM PACKAGING



Sustainable meets Innovation.

mpact
plastics

SUSTAINABLE PACKAGING



Closing the loop on the circular economy.

mpact
smarter, sustainable solutions

CELEBRATING HERITAGE DAY



**Respect.
Unity.
Belonging.**

mpact
smarter, sustainable solutions

CIRCULAR ECONOMY



Close the loop with us.

mpact
plastics

Powering progress with smarter energy use

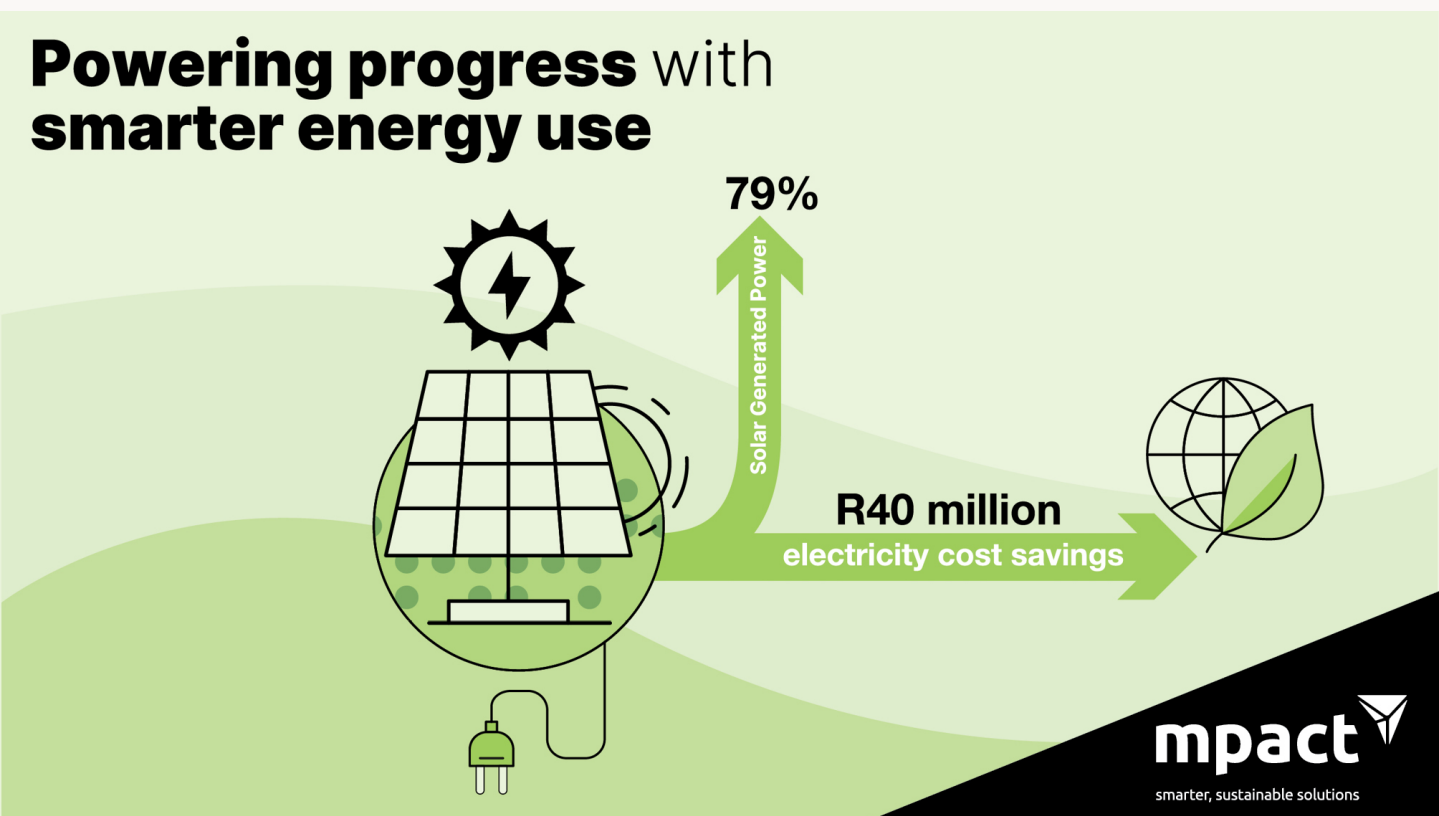


79% increase
Solar Generated Power

R40million
Electricity Cost Savings

mpact
smarter, sustainable solutions

Powering progress with smarter energy use



79%
Solar Generated Power

R40 million
electricity cost savings

mpact
smarter, sustainable solutions

CIRCULAR ECONOMY



Purposeful Packaging for Modern Life

mpact
plastics

INTEGRATED AND SUSTAINABILITY REPORTS



Newly Published.

Full reports now available

mpact
smarter, sustainable solutions



Happy Chocolates Day!

As November comes to a close and winter begins, what better way to celebrate than with a little sweet indulgence?



HEALTHWARE
Moving the mind of medicine™



World AIDS Day

We stand together to raise awareness, honor those we've lost, and support the millions living with HIV around the world.



HEALTHWARE
Moving the mind of medicine™



Happy Cookie Day!

Who can resist the comfort of a warm, perfectly baked cookie?

While sweet treats are best enjoyed in moderation, today is the perfect excuse to indulge.



HEALTHWARE
Moving the mind of medicine™



Handwashing Awareness Week

This week reminds us that one of the simplest, most effective ways to prevent the spread of germs and illnesses is right at our fingertips — proper handwashing.



HEALTHWARE
Moving the mind of medicine™



Winter is here - time to embrace the cozy and the festive!

Whether you're curling up at home or braving the chilly air, make this season one of warmth, connection, and self-care.



HEALTHWARE
Moving the mind of medicine™



'Tis the season for festive indulgence!

Embrace the season with Christmas cookies and cozy winter drinks, this is the time to savor every delicious moment.



HEALTHWARE
Moving the mind of medicine™



Chocolate Covered Anything Day

December 16 is National Chocolate Covered Anything Day. Get ready to dip into sweetness!



HEALTHWARE
Moving the mind of medicine™

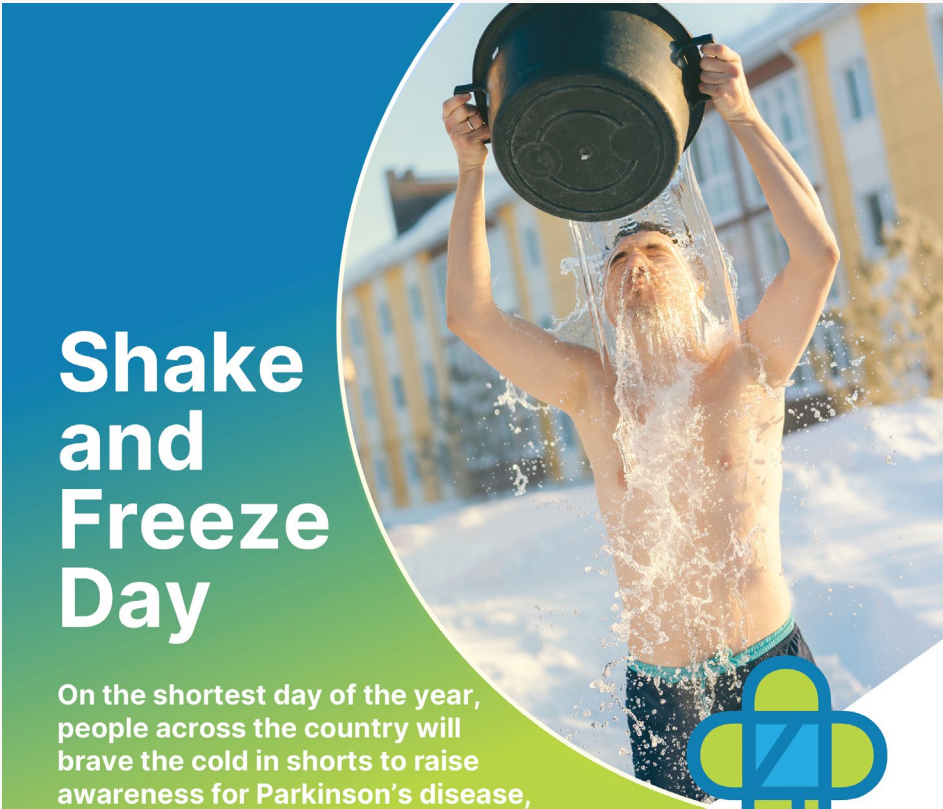


Season's Greetings from 4D Healthware!

May your days be filled with peace, laughter, and connection, and your hearts full of gratitude and good health.



HEALTHWARE
Moving the mind of medicine™



Shake and Freeze Day

On the shortest day of the year, people across the country will brave the cold in shorts to raise awareness for Parkinson's disease, a condition marked by symptoms of "shaking" and "freezing."



HEALTHWARE
Moving the mind of medicine™



National Candy Cane Day

Whether you enjoy them as decorations, in hot cocoa, or straight from the wrapper — take a moment today to savor this festive favorite.



HEALTHWARE
Moving the mind of medicine™

Take Note

Brief: Create a visual brand identity for TAKE NOTE.

Words and phrases that describe the business:

- Stand-out events for clients who don't do 'normal'
- Before you can even think of it, I've got it covered!
- Out of the Box, Fun, Bold

To communicate the above through the visual brand, I used:

- Bold colours
- Strong fonts, since Take Note makes a statement!
- Creative letterling (this is not your usual corporate events company we STAND OUT!)
- A fun design with lots of personality

The “O” that is tilted and in a different colour shows the ‘unexpected’ and ‘outside the box’ element

The “!” mark is a decorative design that represents:

! Making a statement

! Pen for conferences - a type of tenet they specialise in

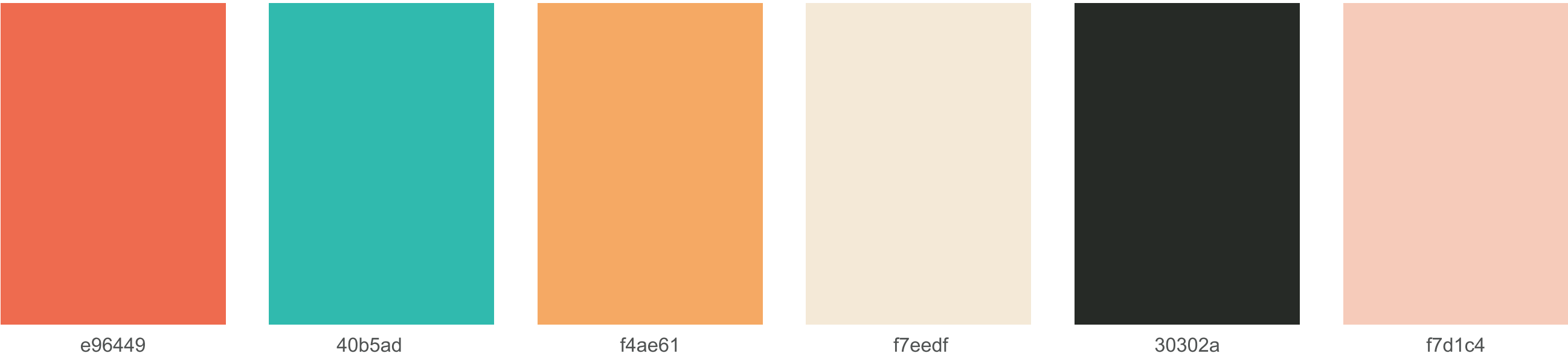
! Music note for entertainment - as they provide entertainment with their events

The “sparkle” symbol symbolises the empowerment part of the business

PRIMARY LOGO



BRAND COLOURS



SECONDARY LOGO



SUBMARK



ICONS



ME by Monique

Brief: Create a visual brand identity for Me By Monique

For “Me by Monique,” the personal brand of the reigning Mrs. Universe Sub-Sahara Africa 2023, I crafted a visual identity and website that embody her essence as a leader and champion for women’s empowerment. The design captures the brand’s super-feminine aesthetic through soft, harmonious colors, elegant gradients, and delicate floral patterns.

Luxury meets warmth with feminine shapes and graceful lines, creating a sophisticated yet approachable look. This cohesive brand identity reflects Monique’s mission to inspire and uplift, aligning beauty with empowerment. The result is a digital presence that celebrates her vision with a luxurious, empowering, and distinctly feminine touch.

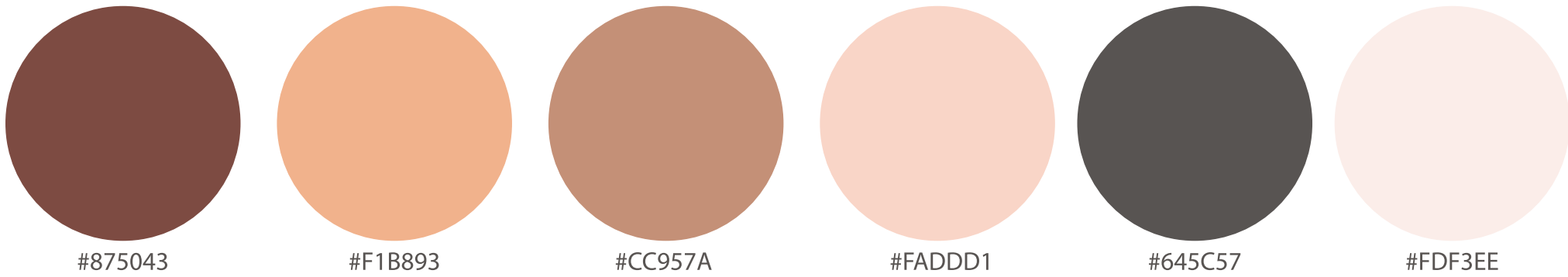
PRIMARY LOGO



SUB-MARK LOGO



COLOUR PALETTE



#875043

#F1B893

#CC957A

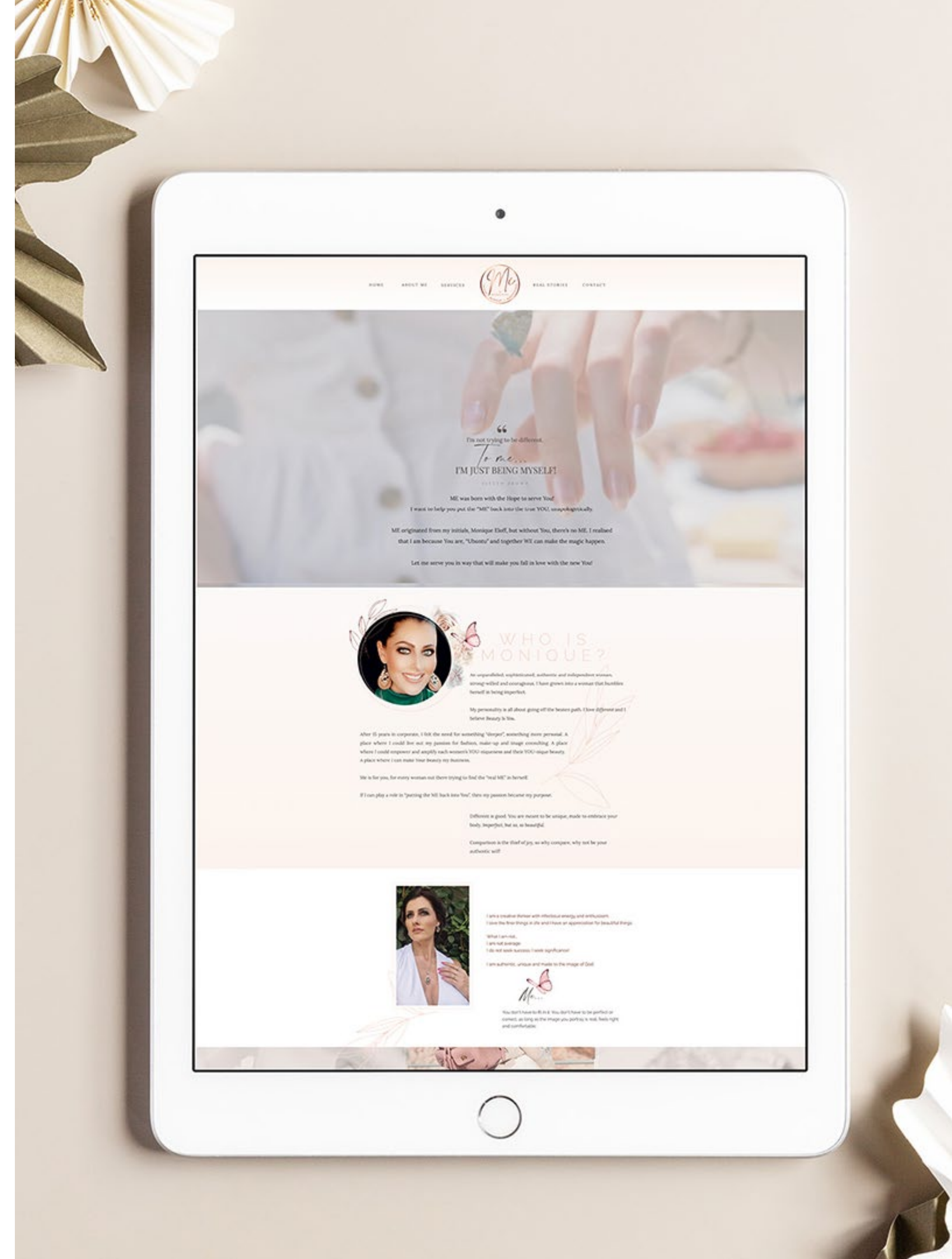
#FADDD1

#645C57

#FDF3EE

PATTERNS / TEXTURES





Clever Little Fox

Brief: Create a playful visual brand identity for a nursery school

Designing the brand identity for “Clever Little Fox” was an exciting opportunity to balance playfulness with professionalism. This daycare and learning center offers a safe, nurturing space for children aged 4 months to 4 years, and the visual identity reflects that care and joy.

Inspired by the fox motif, the brand incorporates playful elements like a fox footprint, tying the theme to the center’s name. A clean, modern aesthetic ensures the brand feels professional and trustworthy, while three distinctive color palettes differentiate the baby center, nursery school, and aftercare services, yet harmonize under one cohesive brand identity.

The result is a vibrant and inviting brand that speaks to both children and parents, combining fun with functionality.

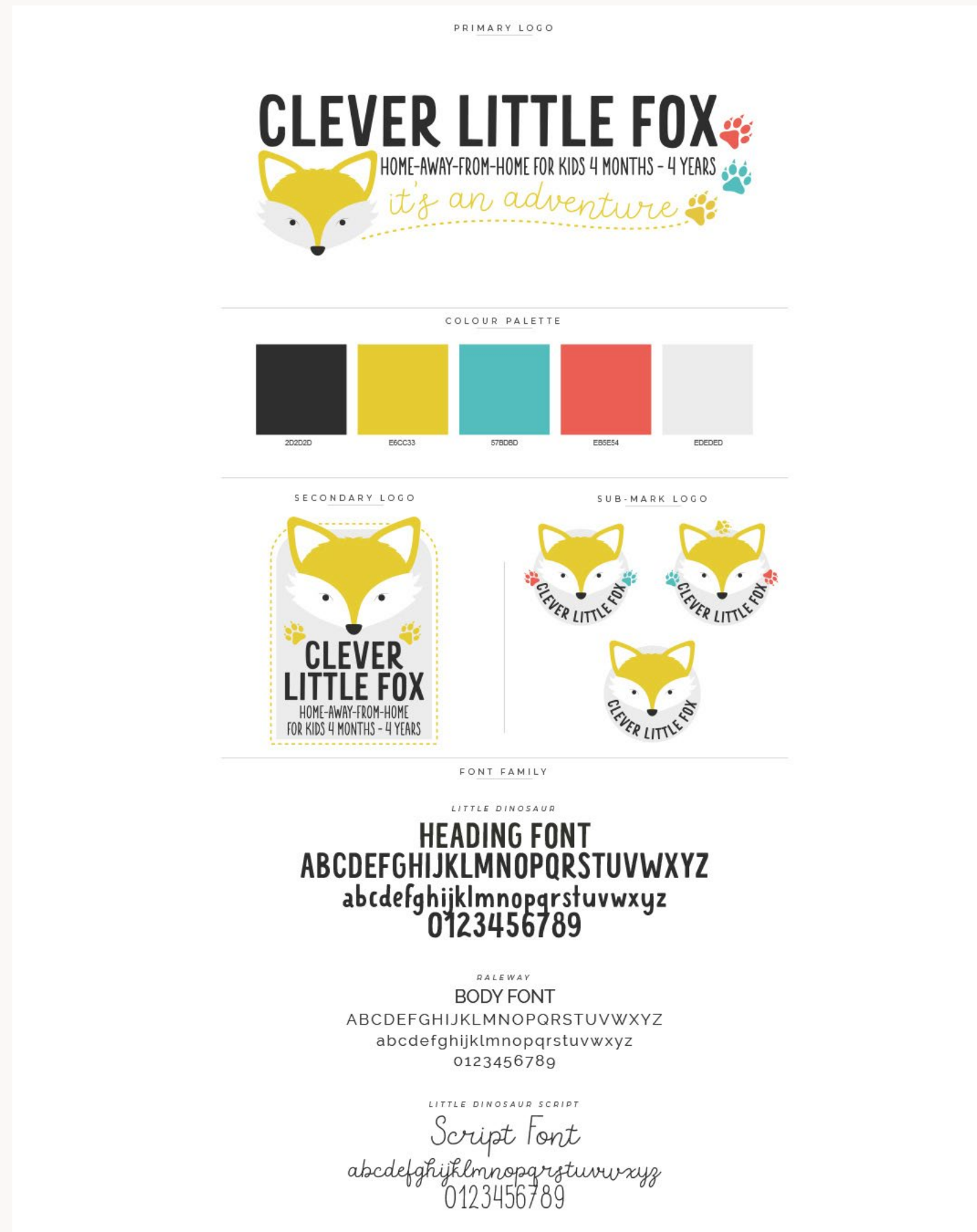
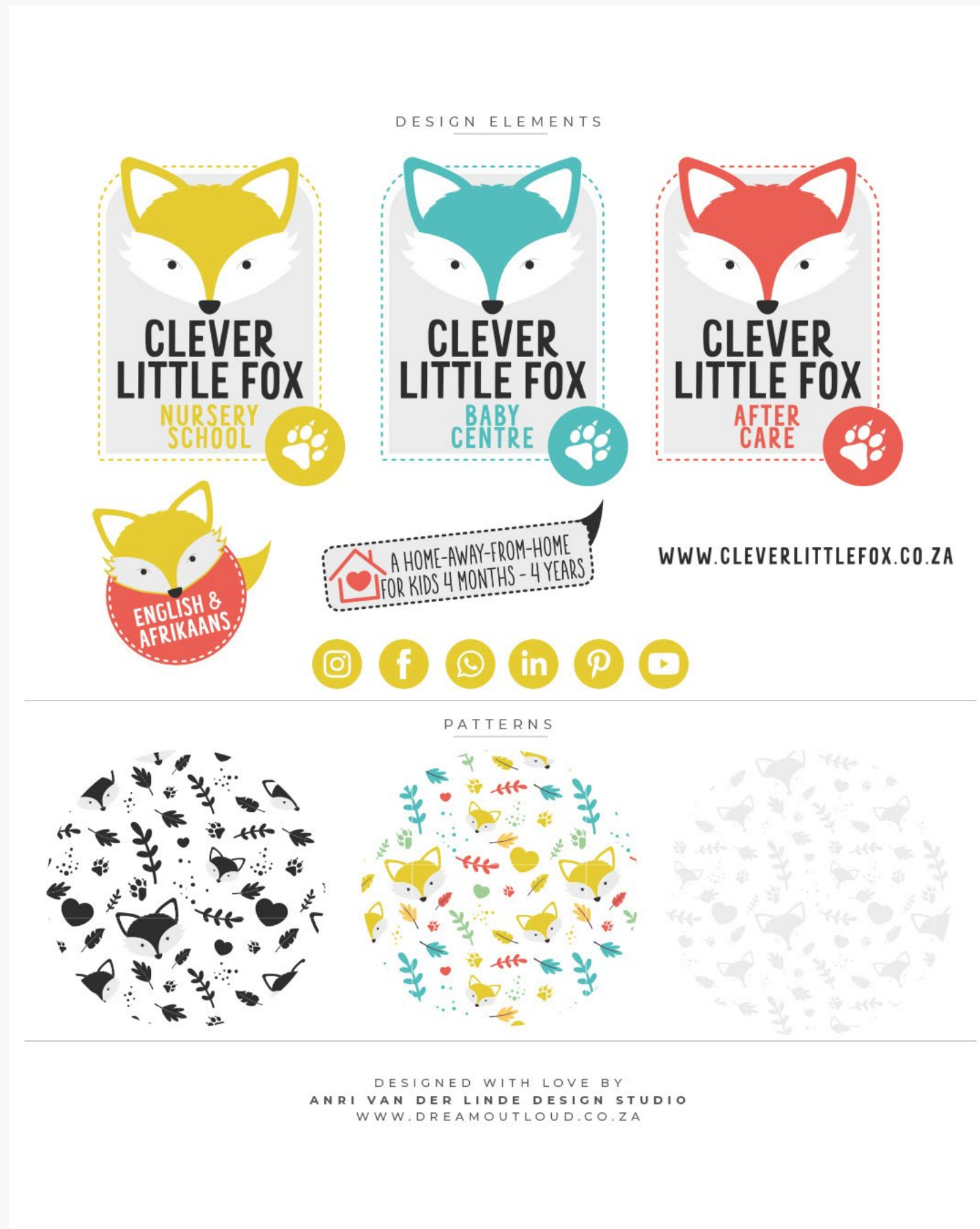


WELCOME TO

CLEVER LITTLE FOX 
HOME-AWAY-FROM-HOME FOR KIDS 4 MONTHS - 4 YEARS 
it's an adventure 

WWW.CLEVERLITTLEFOX.CO.ZA





Truly Yours Gift Boxes

Brief: Create a visual brand identity for Truly Yours Gift Boxes

For “Truly Yours Gift Boxes,” a brand dedicated to simplifying gifting with curated, beautifully presented boxes, I designed a warm and inviting visual identity. The key was to balance simplicity with thoughtful details, highlighting their commitment to sustainability and charm.

A warm orange color serves as the brand’s signature, complemented by the natural tones of the recyclable craft box. The minimalistic exterior allows the box itself to shine, while the warm tissue paper inside creates a delightful aesthetic surprise upon opening. Personal touches like branded stickers and personalized cards elevate the unboxing experience, making each gift feel truly special.

This project blends warmth, elegance, and sustainability to create a brand that celebrates the joy of giving.



The TeamMe App

For The TeamMe App, I developed a visual brand that embodies a modern, tech-friendly aesthetic, emphasizing clean lines, playful letterforms, and fonts that resonate with the tech industry. The color palette combines bright pink and blue accents with soft grey tones, creating a fresh, engaging look for both illustrations and text.

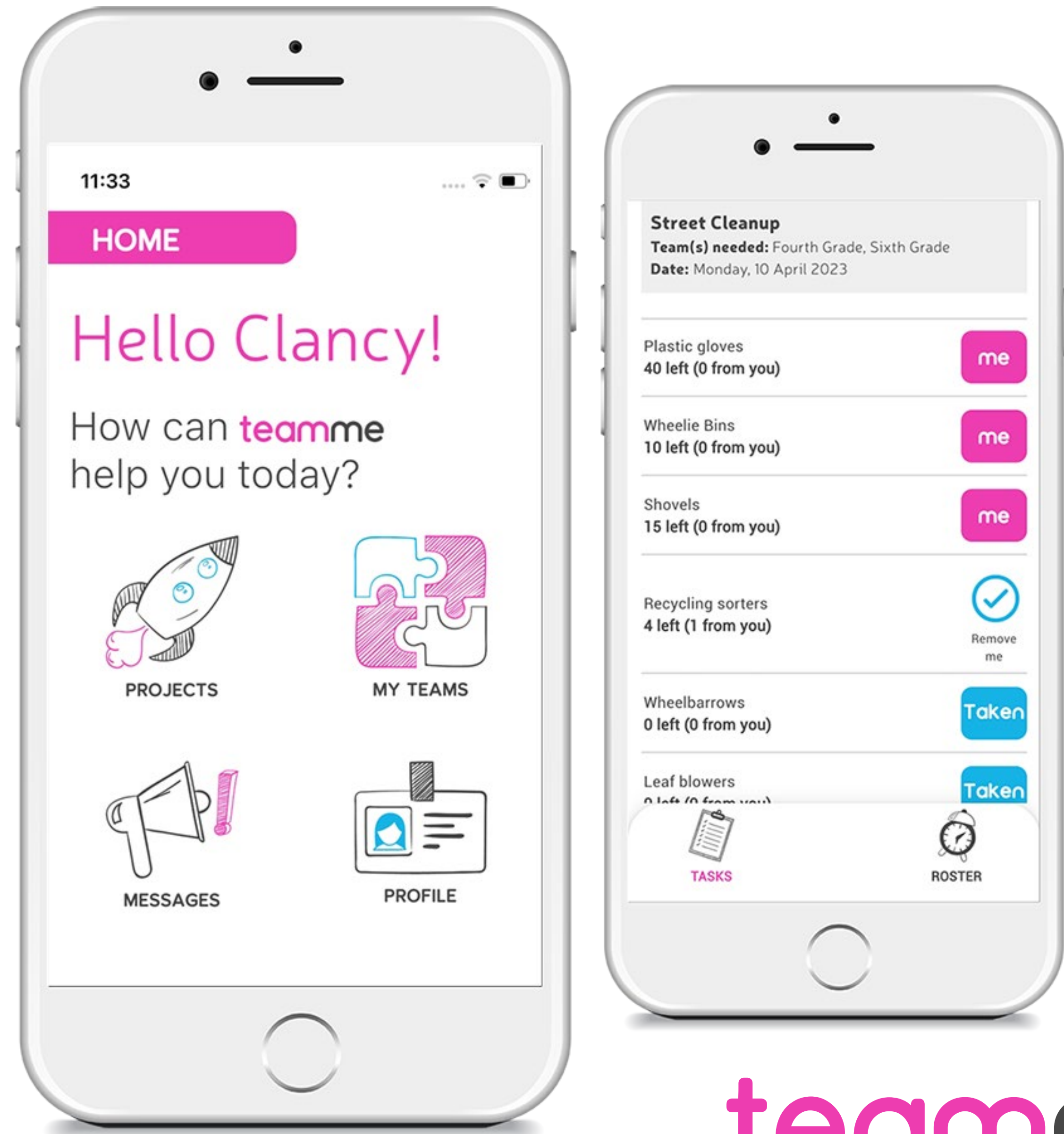
I designed the app's UI to be intuitive and user-friendly, offering a clear and inviting space that enhances usability. The website extends this approach, mirroring the app's clean, modern style with quirky, expressive illustrations and characters that add a sense of personality and fun.

Visual Brand Design

Creative Direction

Website Design

UI Design



teamme
'cause many me's make the team

teamme

cause many me's make the team

1

2

GET IT FIRST

You're smart!

'Cause smart people don't waste time on things that a clever app can do FOR them. Smart people and groups, use TeamMe.

GET IT FIRST

Avoid FOMO.

TeamMe is only in its launching phase and already the talk-of-the-town! We're giving a selected (lucky) few early access to the app.

Join our TeamMe-Family email list to get all the inside info...

First name

Last name

Email

Country

ADD ME!

TeamMe Promise: We value your privacy and do not share data. You can also opt out at any time.

So easy and organised.

1

Create a project

The project will list the items & tasks needed from others to make the project a success. You also have the option to create rosters with timeslots.

2

Your team picks their tasks and roster slots

Your group members can now easily select a task and/or time slots by simply clicking on the "me" buttons in the app. If a task or timeslot is taken, it will display so to your whole team, so no duplicates a.k.a no admin-nightmares.

3

Everything in one place

Everyone can view the progress of tasks and slots selected in real-time, at any time, in one place.

Many me's make the team.

And it's never been easier to get the "me's" for your team!

★★★★★
"It's one of those "how-did-no-one-think-of-this-sooner" products. So simple, so powerful!"
HAPPY TEAMME-USER

Forget the **old** way.

TeamMe presents a brand new way for people to organise group projects. It was designed to be an effortless and seamless experience for both the person that created the project and those that must choose tasks and timeslots.

Talk to the **right** people

Teamme allows you to create your own custom teams for specific projects.
Example:
When a school creates a project, they can specify which parents should get the notifications, for example, a "choir" project can be sent to only the parents of choir pupils.

Create & select **tasks**

List all the tasks/items needed for the project here. You can even specify how many of each item are needed. Send it to your chosen team and they can easily click on 'ME' to volunteer for a specific task or item.
Example:
You're organising a surprise birthday party for your dad. You create a list of tasks and items needed to organise the party and send it out to your 'family team' you created. Everyone can now easily choose who will do what within the Teamme app.

Easily create **rosters**

Need parents to volunteer to help at an event? Easily create a digital roster in just a few steps. Parents can now view and select available time slots. No duplicates – it's all happening in one place!
Example:
A tennis coach is hosting a monthly Saturday workshop. Students need to choose the timeslots for their lessons. With the Teamme App, it's quick, easy and super organised to achieve this!

Automatic **notifications**

Teamme is that assistant you never had, that never sleeps, and makes sure everyone knows what they need to contribute to projects. 'cause it's all in one organised place – inside your Teamme App!

SOCIAL POST CAROUSEL

WAYS TO USE TEAMME #22

Teachers Class Moms SGB members Listen up...

You are without a doubt one of the busiest people on this planet! So what if I told you today that there's now a super-smart app that will...

help make your fundraising events a huge success, AND make school-and-parent teamwork easier than ever before!

When you start to use this clever app in your school, you'll wonder how you ever did group projects or fundraising without it!

Don't stay behind and do it the old (difficult) way. Contact us for a free demo for your school governing body....

LINK IN BIO

teamme

cause many me's make the team

www.theteamapp.com

VIEW THE LIVE WEBSITE HERE

Don't stay behind.

Be smart.
Stay in the loop of all the news and inside-info at TeamMe...

YES PLEASE!

© TeamMe Group (Pty) Ltd.
All Rights Reserved.
Contact us
App Privacy Policy

f

@

PayMaple

My brief was to build on PayMaple’s existing corporate identity and refresh their website with a fresh, modern, polished look. The result is a more refined aesthetic, featuring striking, deep-edged images positioned over curved blocks to create visual interest. I also incorporated subtle gradients to add depth and dimension to the layout, enhancing the overall user experience.

UI design for new website

PayMaple

About Us

Solutions

PayMaple Auto

Our Team

Contact Us

BOOK A DEMO

API

Integrated Sales Vendors (ISV)

Independent Sales Offices (ISO)

Banks

Community Banks

CHECK SOFTWARE STATUS

Revolutionize Your Payments with PayMaple

Secure, seamless, and scalable payment solutions designed for businesses across industries to simplify financial operations and boost efficiency.

GET AUTOMATED

CLOUD BASED

FLEXIBLE

AUTOMATED

SECURE

REDUCE COSTS

PayMaple

STREAMLINE

PayMaple is a premier provider of payment and reconciliation solutions for businesses of all sizes.

Our platform helps you streamline operations, reduce costs, and enhance your financial management. Whether you're running a small local business or managing a large enterprise, PayMaple's cloud-based technology is built to adapt to your needs.

Discover how PayMaple can transform your payment processes.

BOOK A FREE DEMO

Our mission

We are dedicated to helping businesses across industries enhance their payment processes by providing secure, flexible, and automated solutions. Our mission is to empower companies to take control of their financial operations, so they can focus on growth, customer satisfaction, and innovation.

Want to know more?

Talk to Our Team to Learn How We Can Help

CONTACT US

See how PayMaple can work for *your* industry!

REQUEST A FREE CONSULTATION

BOOK A DEMO

sales@paymaple.com

What we offer

01. Multi-Channel Payment Processing

Accept credit cards, ACH transfers, and digital wallets via online, in-store, or mobile.

02. Digital Invoicing & Automated Reconciliation

Save time and reduce errors with automated invoicing and reconciliation processes.

03. Fee Recovery Programs

Recover credit card processing fees and reduce overall transaction costs.

04. Real-time Analytics & Reporting

Access live data to track payments and analyze cash flow in real-time.

Our history

PayMaple was founded with the goal of revolutionizing the way businesses handle payments. Since then, we have become a trusted partner for organizations across industries, helping them reduce costs, enhance efficiency, and scale their operations with ease.

Our commitment to innovation and customer satisfaction has driven our success, and we continue to expand our offerings to meet the evolving needs of businesses today.

Join the thousands of businesses already benefiting from PayMaple's solutions.

GET STARTED TODAY

Join our newsletter

Stay ahead of the curve with insights and updates from PayMaple. Sign up for our newsletter and receive the latest news, trends, and tips on payment automation, cost-saving strategies, and more.

First Name

Surname

Email

SEND

SECURE

REDUCE COSTS

FLEXIBLE

AUTOMATED

Ready to take the next step?

Don't miss out on the opportunity to revolutionize your payment processes. Whether you're looking to reduce costs, increase efficiency, or provide more flexible payment options for your customers, PayMaple has the solution.

PHONE
1-800-123-4567

EMAIL
sales@paymaple.com

BOOK A FREE DEMO

BOOK A DEMO

sales@paymaple.com

QUICK LINKS

About Us

Solutions

PayMaple Auto

Our Team

Contact Us

Check Software Status

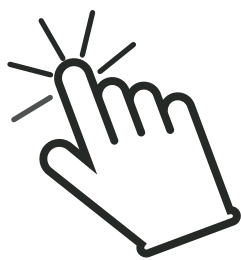
PayMaple

The PhatHost

PhatHost needed a UI design for their website, along with a complete visual brand. I developed a vibrant and playful color palette to reflect their quirky name and brand personality. Drawing on the “cloud” symbol to represent their cloud storage services, I incorporated this icon throughout the design. Diagonal lines and bold shapes bleed off the edges of the screen, adding dynamic energy and visual interest across the layout.

Visual Brand Design UI design for website

VIEW THE LIVE WEBSITE HERE





Wordpress HostingSolutionsPricingContact us

Log InSign Up

Fast & Secure Wordpress Hosting.

The **only Wordpress hosting** you will ever need.

View PlansContact Us



Unbeatable Uptime

Managed WordPress hosting with unmetered bandwidth, unmatched speed, unstoppable security, and intuitive multi-site management.

Make your pages load faster with Edge Caching. Cut TTFB by up to 50%.



Seriously Secure

Stay one step ahead of security threats with automated malware scanning and one-click fixes.

Take your site from HTTP to HTTPS at no additional cost. We encrypt every domain with a free SSL certificate.



Expert Support

No AI, support chatbots, or tiered support. Our support team is made up of experienced developers and engineers to help you fix the issues you're experiencing.

Easily accessible via chat. Available 24/7/365.

49%
FASTER

74%
FASTER

30%
FASTER

50%
FASTER

What we offer?

Welcome to the new home for your WordPress sites. Fast and secure infrastructure, worldwide CDN, edge caching, 37 data centers, and enterprise-level features included in all plans. Not happy with your current host? We'll migrate your site for free!



Fast.

Light speed is the norm for us.

Maximize your site performance with the latest PHP versions.

Make your pages load faster with Edge Caching.



Secure.

Nothing is more important to us.

Our proactive and reactive measures automatically process 5.7 billion malicious requests and mitigate 90+ DDoS attacks per month.



Support.

Human only expert support.

Fast, reliable, excellent customer service you can count on.

Tech support is outstanding, and the response is fast and effective.



Staging.

One Click WordPress Staging.

Our integrated Client Service Area provides you with a one click WordPress Staging function. Create and publish your WordPress



Backup.

One-click backup and restore.

Every part of your site is backed up



Control.

Real-time activity log.

Stay on top of everything that happens on your site with our real-time activity log. If it happened, you'll know about it. Any time of night or day.

✓ List feature for this plan

✓ List feature for this plan

✓ List feature for this plan

✓ List feature for this plan

✓ List feature for this plan

✓ List feature for this plan

✓ List feature for this plan

Sign Up

\$99

✓ List feature for this plan

✓ List feature for this plan

✓ List feature for this plan

✓ List feature for this plan

✓ List feature for this plan

✓ List feature for this plan

✓ List feature for this plan

✓ List feature for this plan

✓ List feature for this plan

Sign Up

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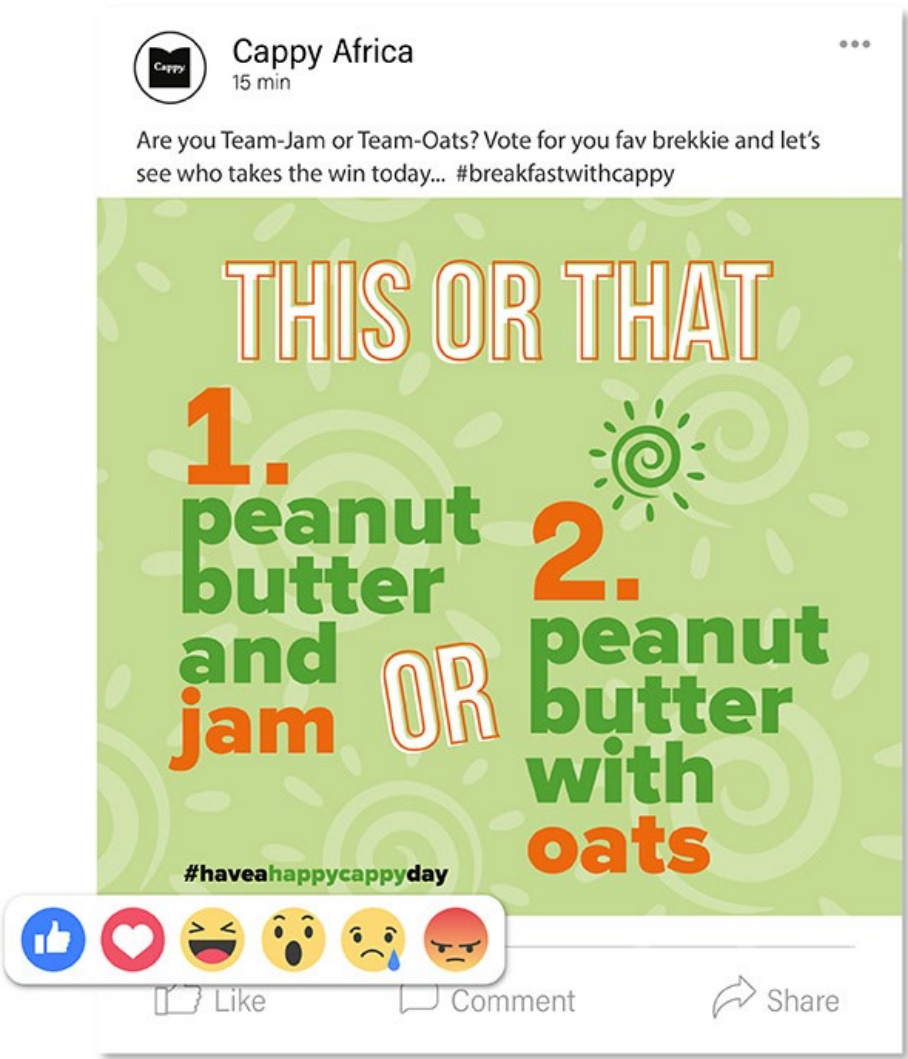
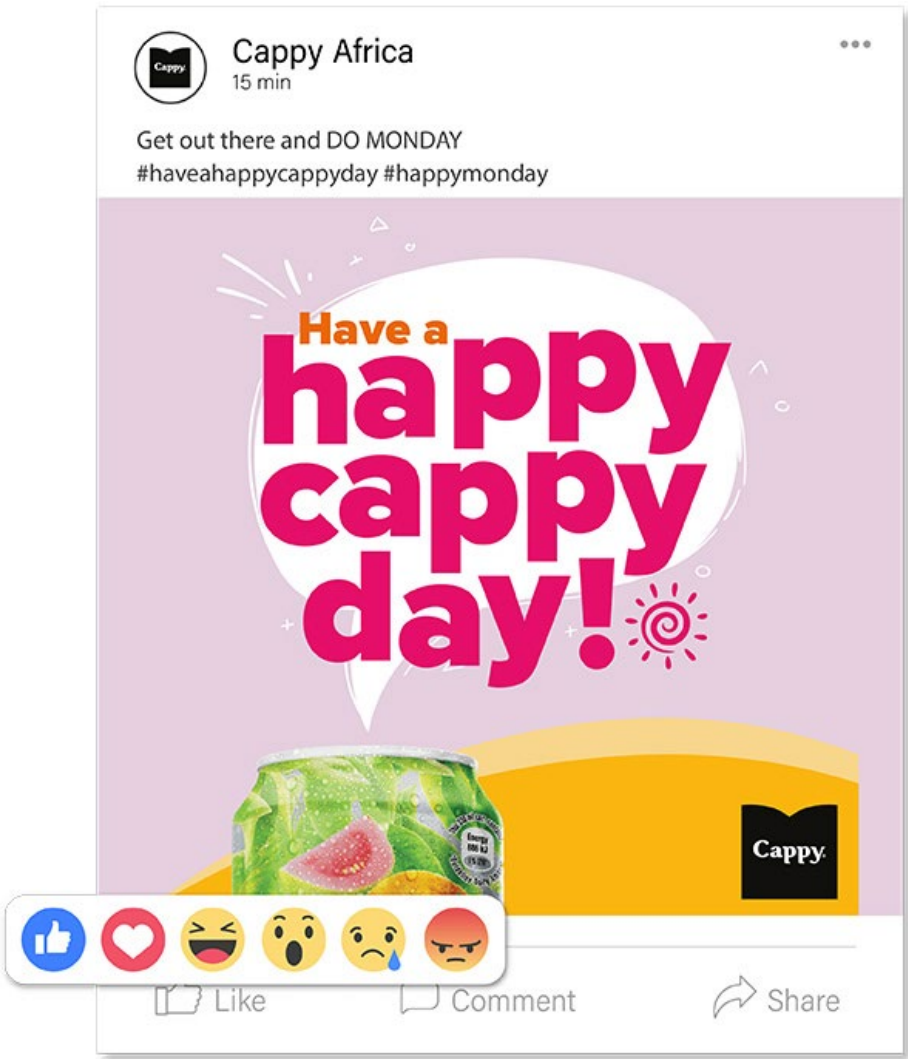
Brief: Develop a 360-campaign for Cappy Fruit Juice to position it as the preferred breakfast drink.

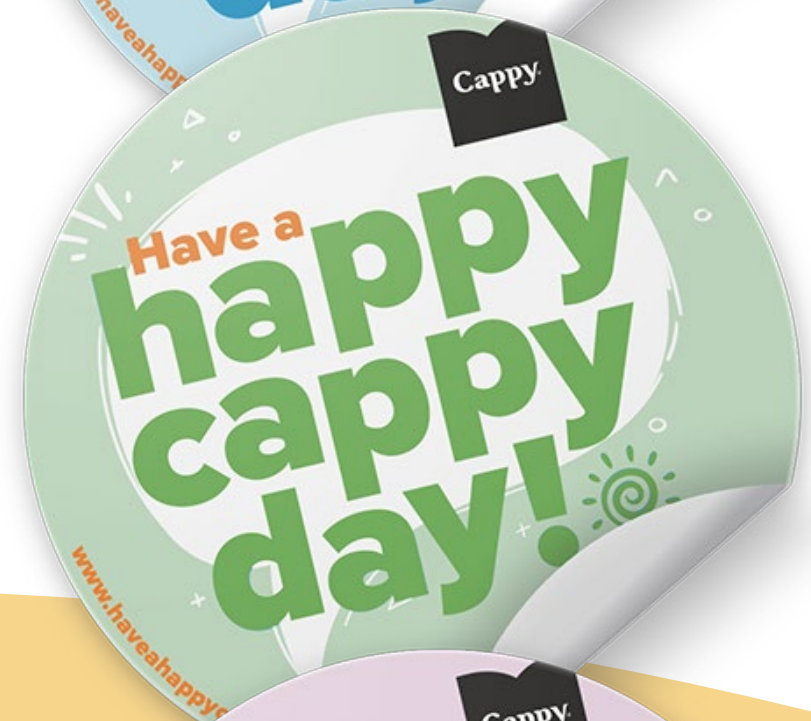
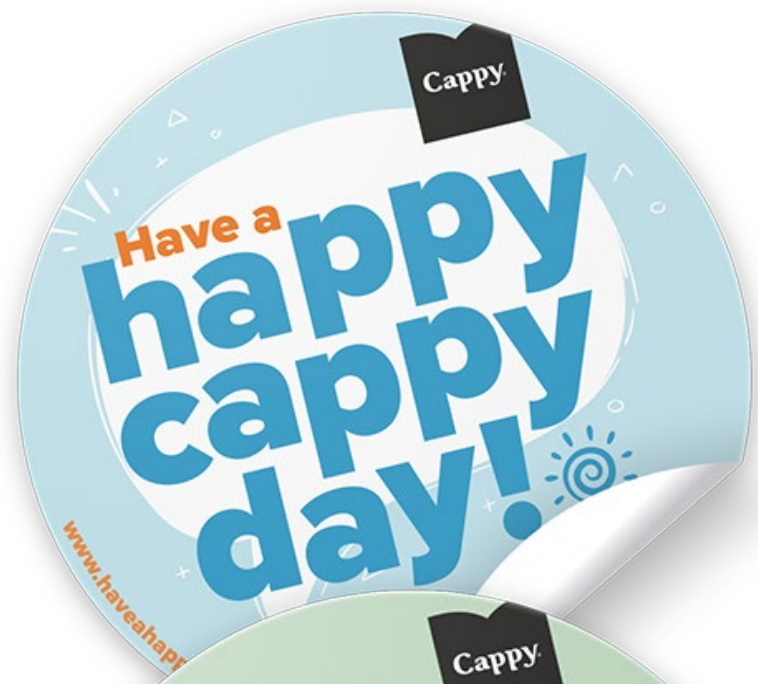
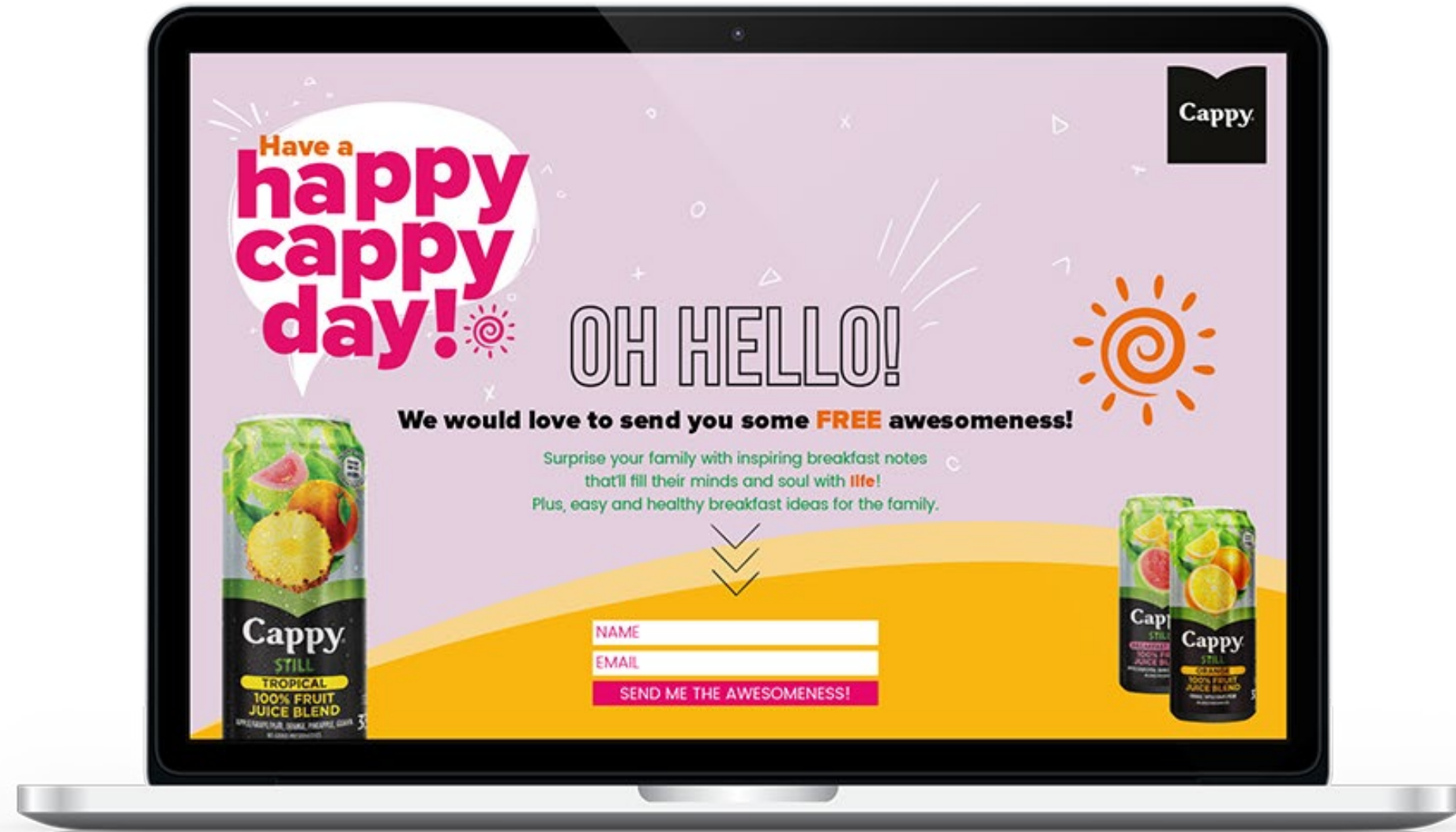
For this campaign, I highlighted Cappy as the perfect way to start the day by introducing the slogan, “Have a Happy-Cappy Day.” This playful twist on the familiar phrase “Have a nice day” reinforces Cappy as a bright, energizing choice for mornings.

To bring this message to life, I created a range of campaign elements, including street pole ads, social media posts, a special newsletter, and a dedicated landing page—all designed to establish Cappy as the ultimate breakfast beverage.



- Brand Awareness campaign
- In-store Vouchers
- Street Pole Ads
- Bus Stop Ads
- Newsletter Design
- Social Media Posts
- Website Landing page
- In-store brand awareness
- Apparel for marketing teams





Packaging Design

Brief: Design packaging for a new bath and body range that resonates with Gen Z.

After researching Gen Z's design preferences, I crafted packaging that reflects their tastes with bold typography, modern shapes, and on-trend colors. I used vibrant color blocking to create eye-catching combinations, ensuring each product has a distinct identity while still feeling cohesive as a collection. This approach allows each item to stand out individually while connecting them within a unified range.



Packaging Design

Extension of Brief: In addition to the Gen Z range, I was tasked with designing a bath and body collection aimed at Millennials.

For this environmentally conscious generation, I developed a cleaner, more minimal aesthetic, using subtle colors and ample white space to convey simplicity and sustainability. The pairing of a strong serif font with a handwritten script adds warmth and approachability, creating an inviting, refined look that resonates with Millennial values. For this demographic, simplicity often speaks louder than excessive detail, giving the impression of a product that is straightforward, pure, and intentional



Packaging Design

The final part of this brief was packaging for the bath & body range for women 40+

For a demographic of sophisticated, experienced consumers, I prioritized elegance, timelessness, and quality in the design.

For this specific range, the use of natural fragrances needed to be communicated, so for visual elements, I incorporated botanical illustrations and patterns inspired by nature. These elements would give the packaging a grounded, natural feel and appeal to consumers looking for health-focused, wellness-oriented products.

The design was crafted to exude a sense of calm luxury, maturity, and wellness.



SABMAS Insurance

SABMAS provides medical insurance to corporate employees and sought a modern update to their brand identity while retaining the existing color scheme of gold and red. To achieve this, I introduced a new, contemporary look by pairing the extra-bold and light versions of the corporate font, adding depth & visual interest with gradients, and enhancing the traditional red and gold palette with a fresh “aqua blue” accent.

I also incorporated dynamic grid shapes in the background, adding layers of depth and visual interest. Selecting imagery was key to modernizing the brand, so I chose visuals representing diverse, happy families that convey a sense of trust and inclusivity.



io FLOW

ioFlow uses innovative design (industrial, architectural layout, technology) to optimize workflow. Their USP is that they come from non-traditional design, architecture, and construction backgrounds and are not trapped in the conventional, traditional way of approaching problems and solutions.

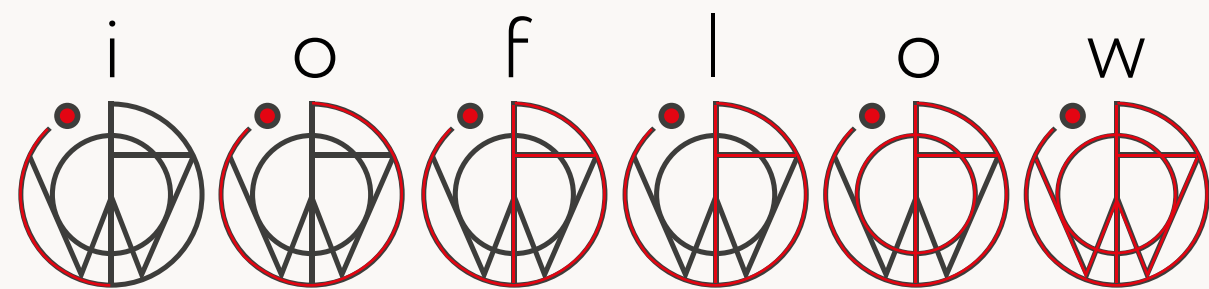
For their logo design, I wanted to create a unique symbol for io flow that is strong enough that it can be used on its own and will be recognisable to the brand.

I used all the letters in the word “io flow” to create this unique shape. All the letters **flow** into each other to create the symbol, and it’s got an **architectural feel** to it.

The name itself is in clean, modern typography.

The symbol can also be used as the “o” in flow as a secondary logo variation.

Showing the individual letters to create the symbol:





Various Logo Designs



Two logo options created for a Ballet Dreams Ballet Academy, with a focus on capturing the fluidity and grace of ballet movements. To reflect this, the letters seamlessly flow into one another, creating a sense of continuous motion. The ballerina shape is subtly integrated through delicate line art, flowing from the letters to further evoke the elegance and movement of dance.



Just a pretty little logo and label design for a small business baking the best cookies in town!

Various Logo Designs



Indequity

Brief: Create a refined visual brand identity for “Indequity Specialised Insurance” that resonates with the high-end market, positioning the company as a luxury brand synonymous with quality, integrity, reliability, experience, prestige, and exclusivity.

Designing a logo & visual brand for the luxury market requires a careful balance of elegance, sophistication, and simplicity.

Here are key considerations I kept in mind:

Minimalism: Use clean, uncluttered designs. Luxury brands often favour simple yet impactful logos.

Timelessness: Create a design that will remain stylish and relevant over time, avoiding trends that might quickly become outdated.

Sophisticated Fonts: Choose high-end, elegant fonts. Serif fonts often convey tradition and reliability, while sans-serif fonts can offer a modern, clean look.

Readability: The logo must be readable when used in smaller spaces.

Luxurious Colours: Use a palette associated with luxury, but also trust, integrity and professionalism.

Limited Colours: Keep the colour scheme minimal to maintain a refined look.

Meaningful Symbols: Incorporate symbols that convey the brand’s values and essence. Symbols should however also follow the ‘clean line concept’ and not be overly complex.

Versatility:

Ensure the logo looks good on various mediums, including print, digital, and merchandise. It should be easily scalable without losing quality.

Think about how the logo will appear on luxury materials like leather, metal, or embossed on high-quality paper.

Cohesive Look:

Ensure consistency in visual elements from digital platforms to physical materials, creating a cohesive and professional image. This reinforces brand recognition and trust. Create a brand guide to refer to going forward. Carefully select stock images and give images the same treatment.

Emotional Connection:

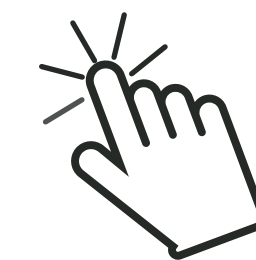
Design with the goal of creating an emotional connection with the target audience. High-end consumers value brands that resonate with their personal values and lifestyle.

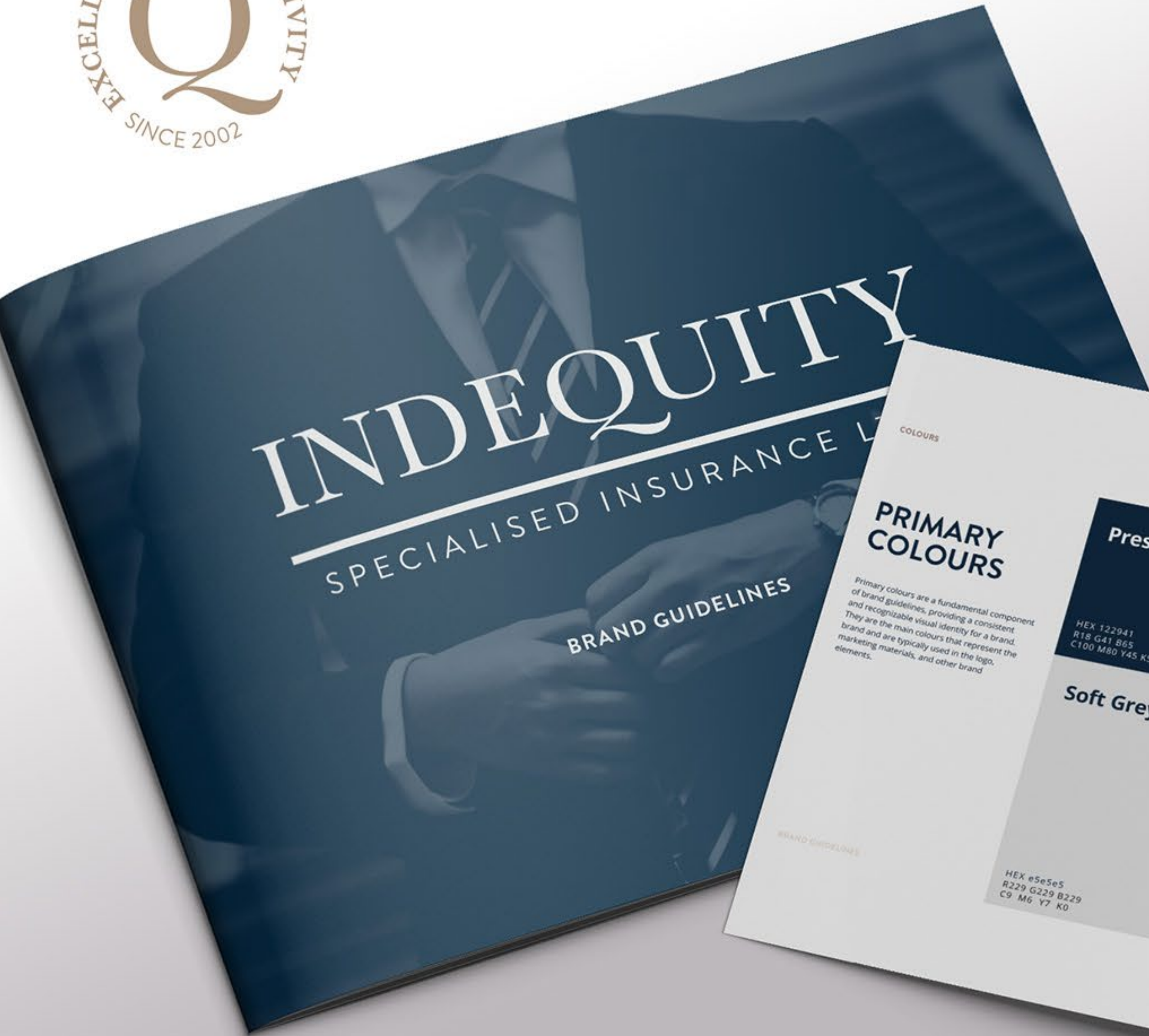
By achieving these goals, we will establish Indequity Specialised Insurance as a trusted and memorable prestige brand, positioned to attract and retain a high-end clientele.

In this logo concept, the design intentionally balances classical elements with modern touches to reflect the brand’s longevity and history while ensuring it remains contemporary and relevant. To achieve this, I employed a serif font for “Indequity,” which conveys a sense of tradition, stability, and sophistication, aligning with the brand’s established reputation. In contrast, I used a sans-serif font for “Specialised Insurance” to introduce a modern and clean aesthetic, demonstrating the brand’s forward-thinking approach.

Visual Brand Website Design Collateral & CI Stationary

[VIEW THE LIVE WEBSITE HERE](#)





let's connect.

Please feel free to reach out if you need more info, more work examples, references or a face to face chat to discover how we can work together.

Email: anri@dreamoutloud.co.za

