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Design portfolio

Tokyo Aripa

My client established a Venezuelan inspired food truck in the vibrant streets of Tokyo, Japan.

Responsible for crafting the brand identity from scratch, I meticulously designed the logo, truck visuals, menus, and flags. Drawing inspiration from the distinct grill marks adorning an arepa, the logo seamlessly incorporates elements of Venetian culture, notably featuring the Venetian flag.





Mabtech

Mabtech is a Swedish Biotech company focused on ELISpot, FluoroSpot, ELISA, and FociSpot kits and instruments.

Our client emphasized a focus on the pill for this project. Utilizing resin as our medium, we aimed to capture the essence of the company's vibrant colours and showcase the brightness of their brand. The resulting design not only highlights the pill but also coherently incorporates the company's distinctive colour palette.

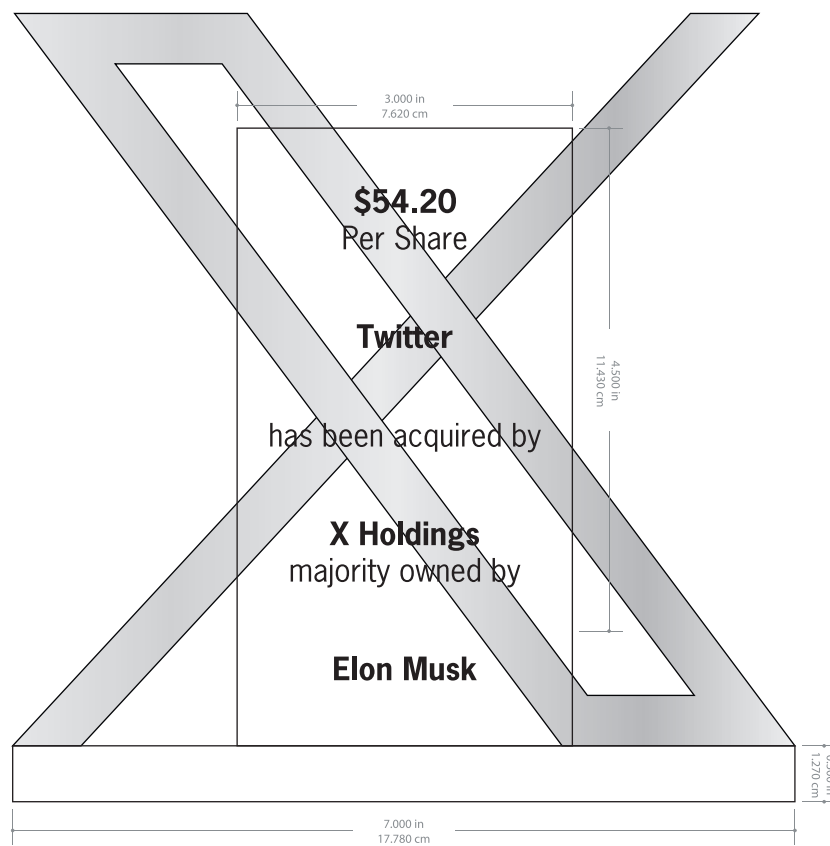




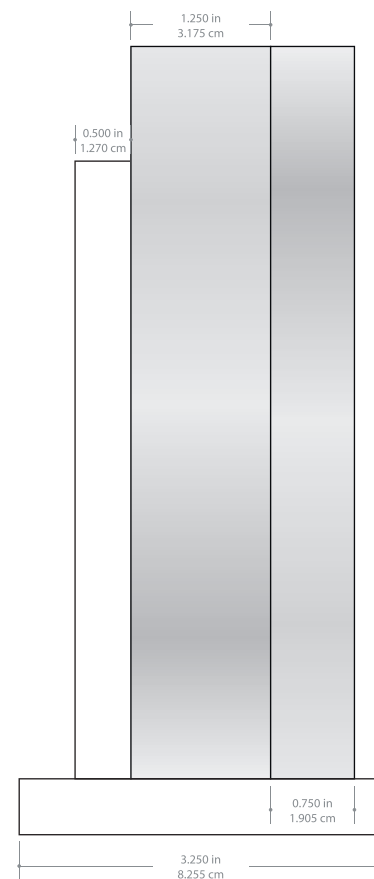
X

When Elon Musk acquired Twitter, we embarked on a series of design iterations centered around the iconic Twitter bird. However, unexpectedly, Twitter underwent a rebranding to 'X', necessitating a rapid and comprehensive redesign effort. To meet the tight deadline, I opted for a logo based design that speaks volumes by crafting it in a sleek combination of metal and glass.

Front View



Side View



Soho Studios

Soho Studios aimed to establish a luxurious men's streetwear brand with a nostalgic nod to the vibrant aesthetics of the 1970s. The logo was envisioned to be colourful, adaptable, and steeped in retro charm. Drawing inspiration from the design ethos prevalent in the 70s, we initially sketched out the logo to ensure it seamlessly filled any negative space, a hallmark of the era. Ultimately, we developed two distinct colour variations along with a sleek black rendition. These designs were applied to t-shirts, caps, and packaging.



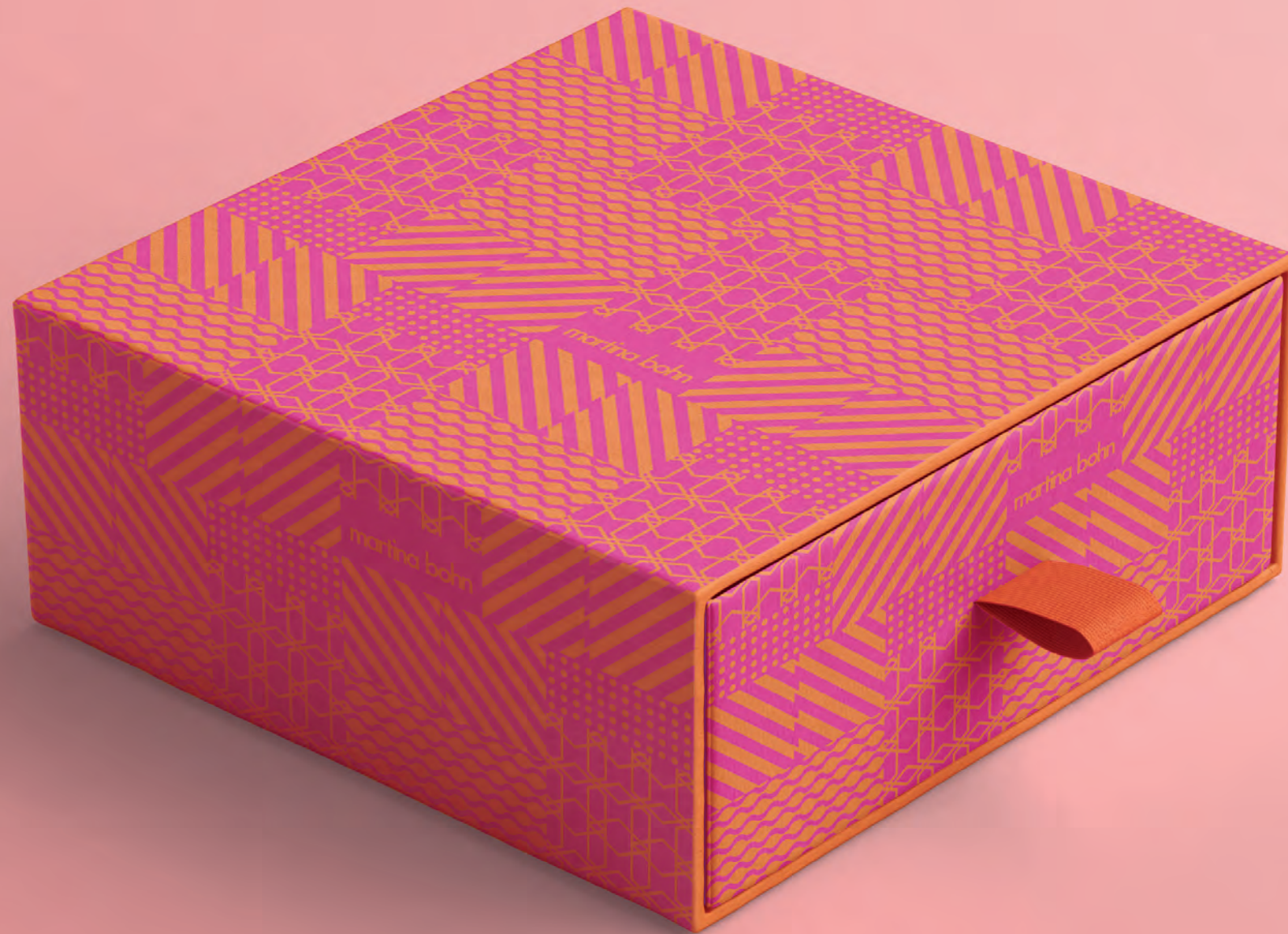


Martina Bohn

Martina Bohn, a London-based designer (and also my mother), specialises in crafting exquisite bespoke hats for women. As an integral part of her team, I oversee the creation of the entire brand identity, encompassing everything from the logo and hat boxes to regular lookbooks and the website.

The brand's signature colours, vibrant pink and orange, reflect the bold and distinctive style of Martina's creations. Given the diverse shapes showcased in her hats, we've embarked on a new initiative to incorporate shapes and patterns into the brand's packaging while maintaining an aura of luxury.

martinabohn.com



martina bohn

