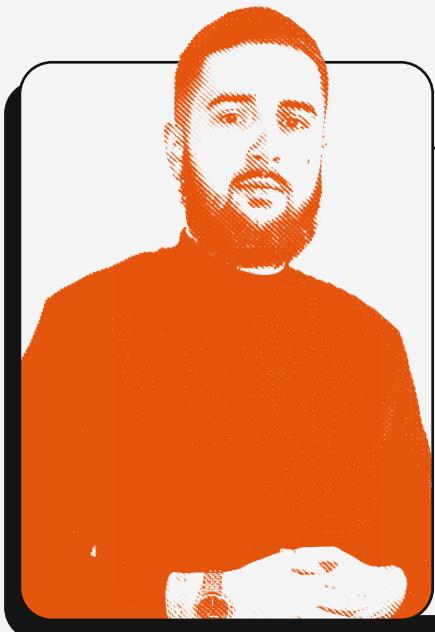


GRAPHIC DESIGN

Portfolio

## Profile



Hello I'm

# Mustafa Salih

I'm a multi-discipline designer based in London, UK, with **8+ years** of experience creating dynamic design solutions for fashion brands, the music industry, and retail sectors.

Expert in Adobe Creative Suite, with a passion for bringing fresh ideas and concepts to life. I put a piece of myself into everything I do, reflecting another part of who I am in each project.

## Experience

*8+ Years*

**2019 - PRESENT**

Freelance Designer  
Nel Design

**2021 - 2024**

Full-Stack Designer  
Take Risks

**2018 - 2021**

Graphic Designer  
Power IT

**2017 - 2018**

Marketing Intern  
NBC Universal

## Softwares



## Education

**First Class in Graphic Design – Bachelor of Arts.**  
Ravensbourne University London

## Expertise

*Branding & Identity*

*Print & Editorial*

*Typography*

*Motion Graphics*

*Creative Direction*

*Visual Storytelling*

## Languages

ENGLISH

ARABIC

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# Visual Identity

BRANDING

ART DIRECTION

1

# Siti Fumo

COCKTAIL BAR 2024

Located in the iconic Battersea Power Station, Siti Fumo draws inspiration from the site's history, where smoke once guided war pilots through the fog of battle. This legacy is reimagined through a cocktail bar that uses smoke as both an art and an experience, crafting innovative drinks in a setting that blends history with modern sophistication.



# Cocoon

CAMPAIGN 2024

Cocoon is a campaign created to raise awareness about gentrification and advocate for low-income residents. The identity symbolizes safety, protection, and the need for refuge in the face of displacement. The name Cocoon reflects a sense of security and retreat, while the bold and concise messaging conveys urgency and empowerment. The campaign's cohesive design captures the essence of activism and resilience.



# Scobie Snacks

BAKERY 2025

The visual identity for Scobie Snacks captures the playful, irresistible nature of hand-crafted cookies. I created a bold, rounded "S" logo with a bite taken out to reflect indulgence and joy. Warm, rich colours and soft typography were chosen to evoke comfort and approachability, with a focus on versatility across packaging, signage, and digital touchpoints.



# Logofolio

EMBLEM

ABSTRACT

TYPOGRAPHY

MASCOT

PICTORIAL

LETTERMARK

2

1



2



3



4



5



6



7



8



1. Flames Collective
2. Siti Fumo
3. Cocoon
4. Vouched
5. PowerIT
6. Scobie Snacks
7. Hijama Global
8. Locked +Live
9. What We Saying
10. Hidden Tunez Studios
11. From My Left
12. Caandy Cartel

9



10



11



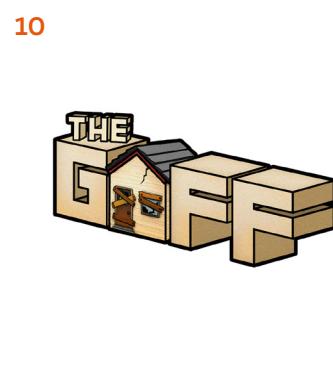
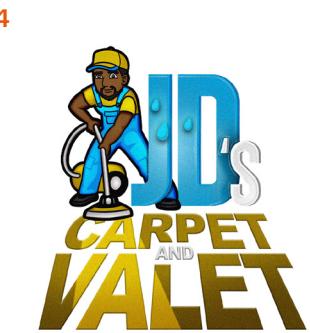
12





1. Tier One Football
2. Three Six PR
3. I AM
4. Out Ere
5. Time Will Tell
6. Nothing Particular
7. Piano With Ed
8. Maddess Family
9. Still Dreaming
10. Nel Designs
11. Defeat The Odds
12. Good Camp

## Mascot



- 1. Houdini Washerz
- 2. Fall Off Ent
- 3. Hamper Home
- 4. JD's Carpet & Valet
- 5. Andre Ambessa
- 6. Bovcast
- 7. Vouch
- 8. Sneak Peek
- 9. Talita Bakes
- 10. The Gaff
- 11. Bala Baby
- 12. We Are Celtic

# Editorial

PRINT

IMAGERY

GRID

TYPOGRAPHY

LAYOUT

NARRATIVE

PUBLICATION

3

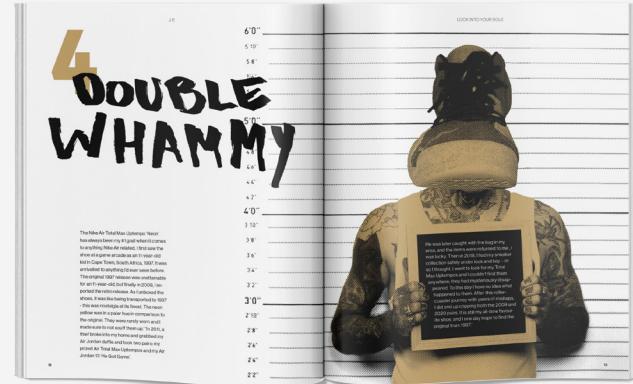
# Look Into Your Sole

BOOK 2024

This book takes you inside the lives and memories of sneaker-heads. Look Into Your Sole collects stories from sneaker enthusiasts and everyday people worldwide, all sharing their love or trauma for sneakers.

Featuring striking visuals of people with sneakers as heads, it is inspired by the term "Sneakerheads". This imagery aims to humanise the object with emotional entanglement that people attach to it in how it becomes a part of personal identity. Alongside these images are fascinating facts about sneaker culture, from fun anecdotes to serious insights. Enriched with abstract art, "Sneakerhead Unwritten Rules" and much more, this book takes you into the world of sneakers.



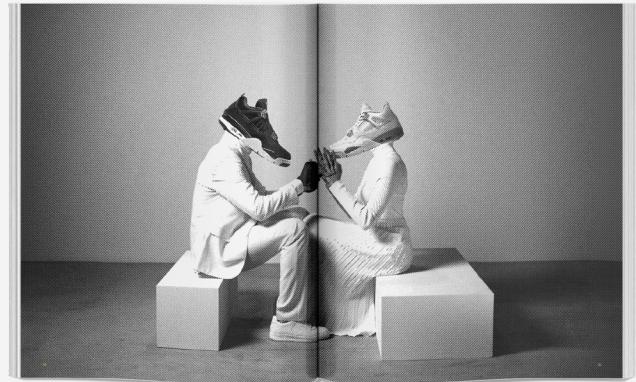


I designed the book using a single colour, inspired by the natural tone of rubber, as a tribute to the first ever sneaker, the plimsoll. The book is structured around a series of stories, each separated by break spreads featuring full-bleed imagery. These include abstract visuals celebrating sneakers or curated facts related to sneaker culture.

Highly visual in nature, the book avoids the use of multiple colours to allow both the imagery and narratives to speak for themselves. This encourages readers to form their own interpretations rather than having their attention directed by colour.

The layout follows a strong structural grid with defined margins and columns, complemented by an industrial typeface. To introduce contrast and reflect the urban essence of sneaker culture, I included a freehand, rough-edged font with a graffiti-inspired aesthetic.





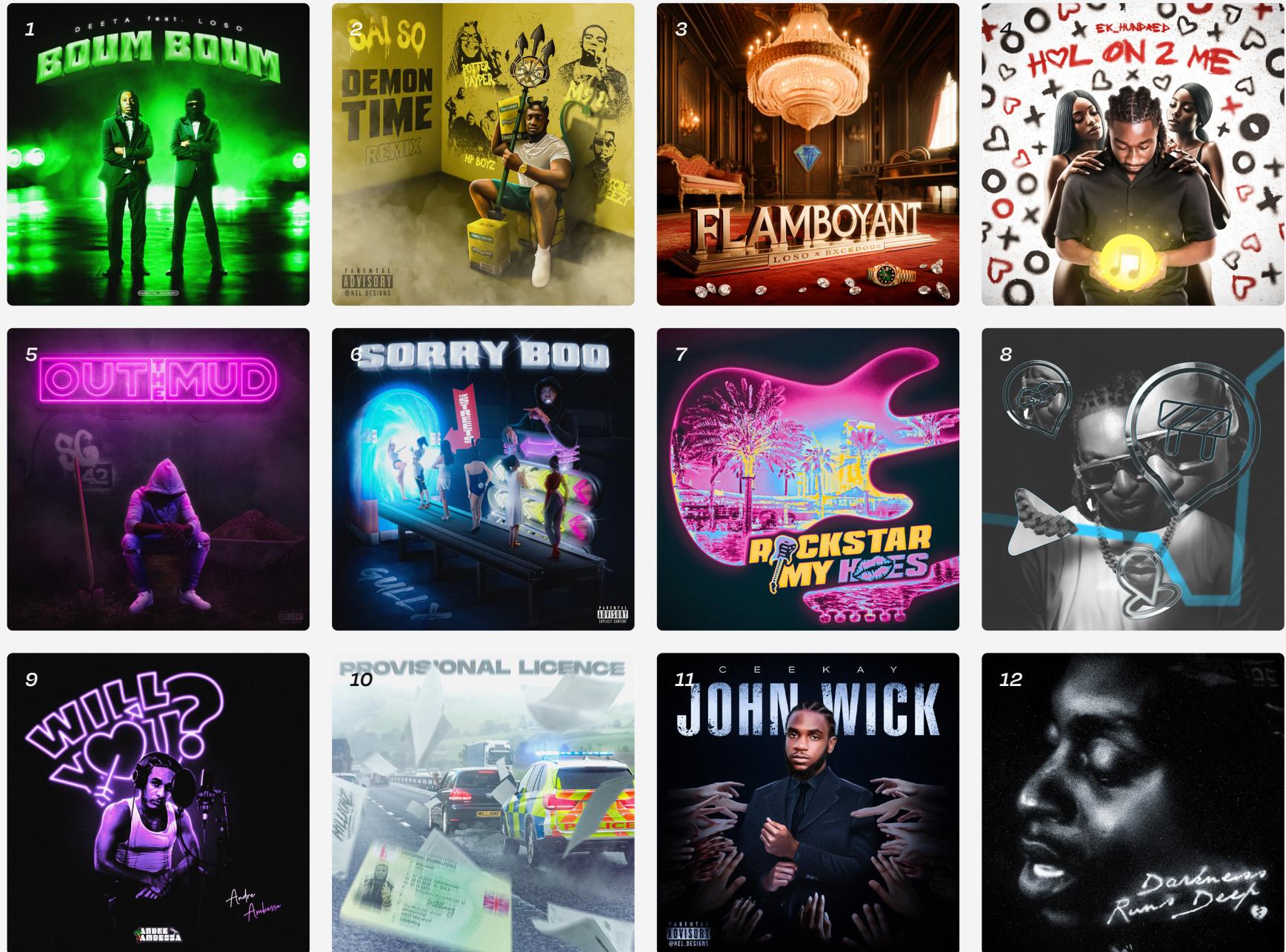
# Cover Art

ARTWORK

MUSIC ART

ALBUM COVER

4



# Thank You!