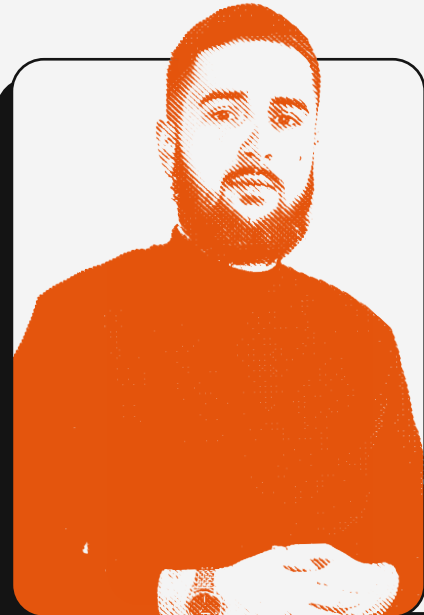


GRAPHIC DESIGN

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.

Expertise

Branding & Identity

Print & Editorial

Typography

Motion Graphics

Creative Direction

Visual Storytelling

Languages

ENGLISH



ARABIC



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

Ps

Ai

Ae

Id

Education

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

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@Nel.Designs



Contents

1 Visual Identity	1
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4 Cover Art	13

Visual Identity

BRANDING

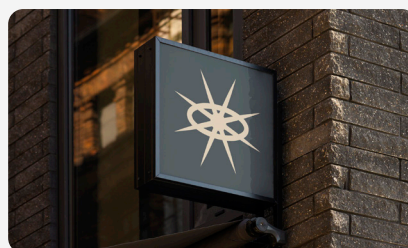
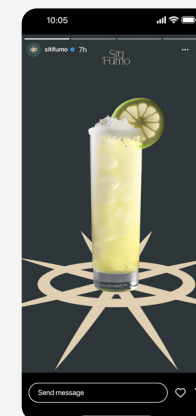
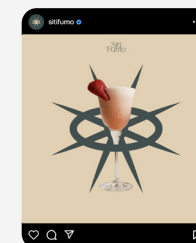
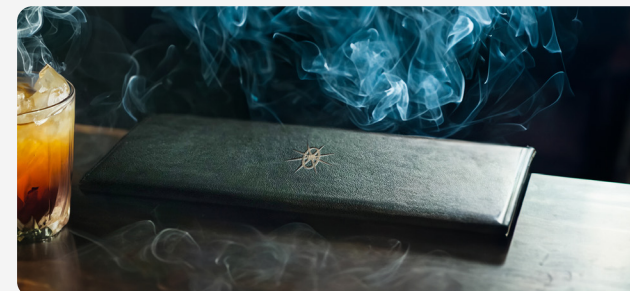
ART DIRECTION

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

**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

**Gaandy
Cartel**

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

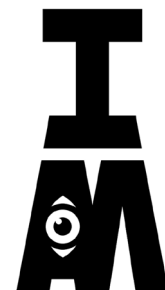
1



2



3



4



5



6



7



8



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

1



2



3



4



5



6



7



8



9



10



11



12



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

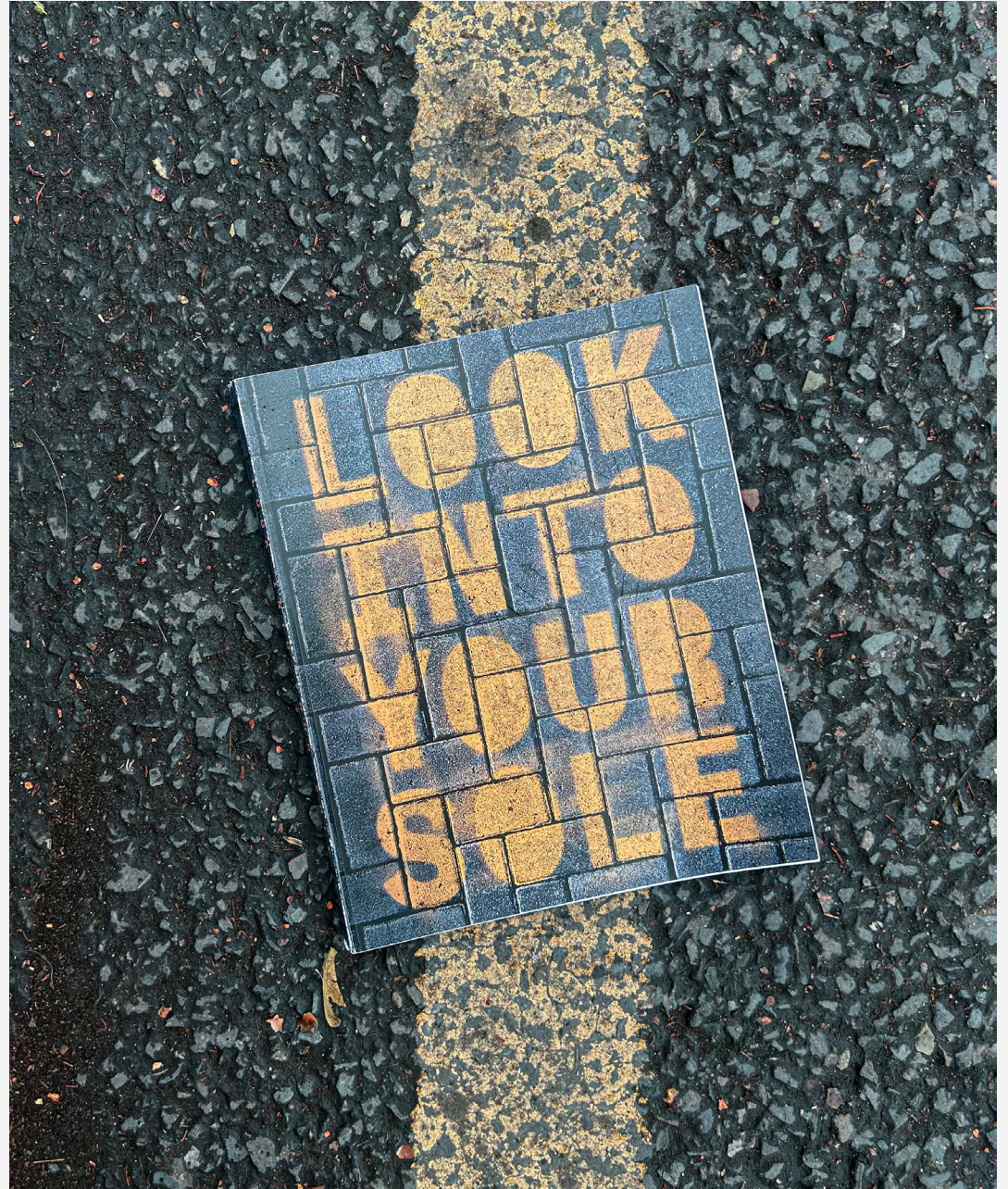
3

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 Unwrittten Rules" and much more, this book takes you into the world of sneakers.





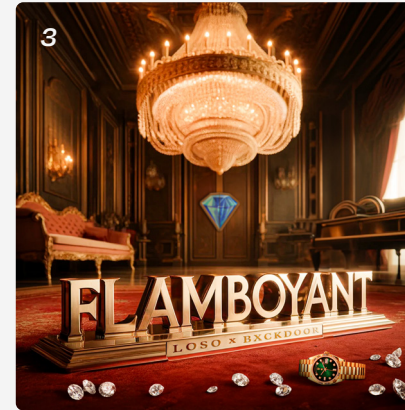
Cover Art

ARTWORK

MUSIC ART

ALBUM COVER

4



1. BOUM BOUM - Deeta feat. Loso

2. DEMON TIME - Sai So

3. FLAMBOYANT - Loso x Backdoor

4. HOL ON 2 ME - Ek_Hundred

5. OUT THE MUD - SG 42

6. SORRY BOO - Gully

7. ROCKSTAR MY H*OES - Loso

8. WAZE - Loso

9. WILL YOU - Andre Ambessa

10. PROVISIONAL LICENCE - Millionz

11. JOHN WICK - Ceekay

12. DARKNESS RUNS DEEP - Loso



Thank You!