

Asghar

Brand Identity Specialist

PORTFOLIO & CREDENTIALS

info@asghararts.com



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www.asghararts.net

I Believe In Hard Work And Dedication

My mission is to deliver innovative and effective advertising solutions that help my clients achieve their marketing goals and grow their businesses.

I strive to be a trusted partner for my clients, providing exceptional service and support at every step of the way. With a commitment to creativity, integrity, and results, I aim to set the standard for excellence in the advertising industry. By staying at the forefront of technology and trends, and by fostering a culture of collaboration and teamwork, I empower my clients to reach new heights and realize their full potential.

In the race of brands, what matters first is the way they look because clients want to be impressed by the way their favorite brand look like, how nice it would be amongst other brands, and how unique they will feel being loyal to that brand. This is where I come to reshape, enhance and boom my clients' business to reach their maximum potential through giving their brand the look that fits perfectly into the scope.

Your Dream. My Mission.

Muhammad Asghar is a full-service designer, incorporating strategy, creativity and technology to deliver outstanding and effective solutions.

I have an excellent team of creatives and results of my cooperation are even better than expected.

MY VISION

My vision is to be the leading provider of innovative and effective advertising solutions, recognized for my exceptional creativity, integrity, and results.

MY STRATEGY

My strategy is to deliver outstanding advertising solutions that help my clients achieve their marketing goals by combining creativity, technology, and data-driven insights.

I LOVE TO EXPLORE

With a commitment to creativity, integrity, research and results, I aim to set the standard for excellence in the advertising industry

I KEEP IT SIMPLE

Being an expert I have wealth of experience in branding, graphic design, digital marketing, and advertising, and I am committed to providing my clients with the highest quality services and support.



MY CLIENTS

I am proud to have worked with those brands worldwide

“All of your clients are partners in your mission”

Shep Hyken



01 BRANDING

This section presents a few selected branding projects of my work. More projects are to be found on my website, social media platforms, and professional networks. Along with the brand identities I helped shape, other services I offered including packaging design, products photo-shoots, animated videos and/or websites, depending on the nature of the company's brief or business.

- 1.1 ISLAMIC BANK AUSTRALIA
- 1.2 NEVIA
- 1.3 OBSESSION
- 1.4 ZYNERGY
- 1.5 FUTURE PHARMACY
- 1.6 AVIEXX
- 1.7 THE FRED HALLOWS
- 1.8 PINYYA

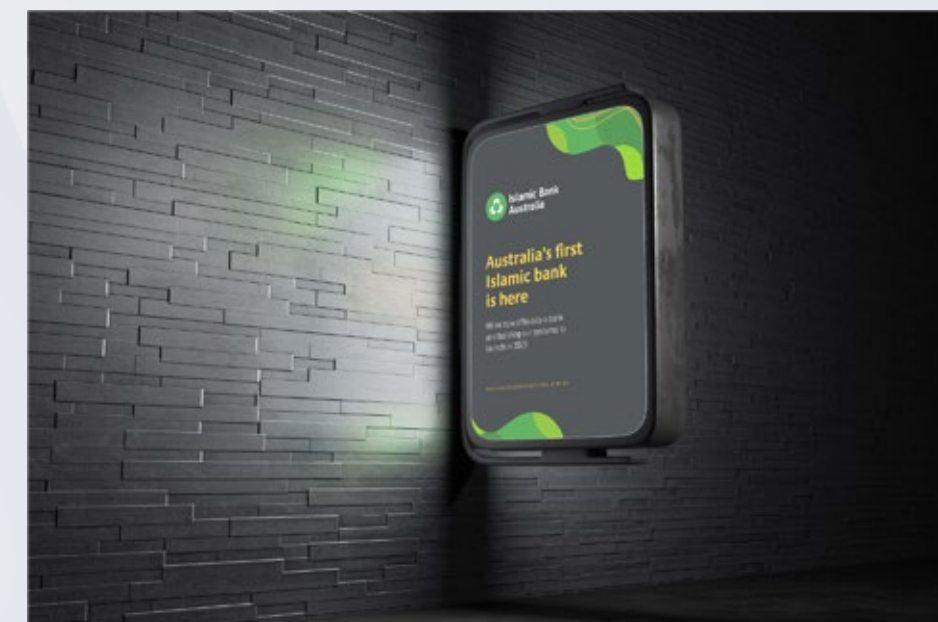
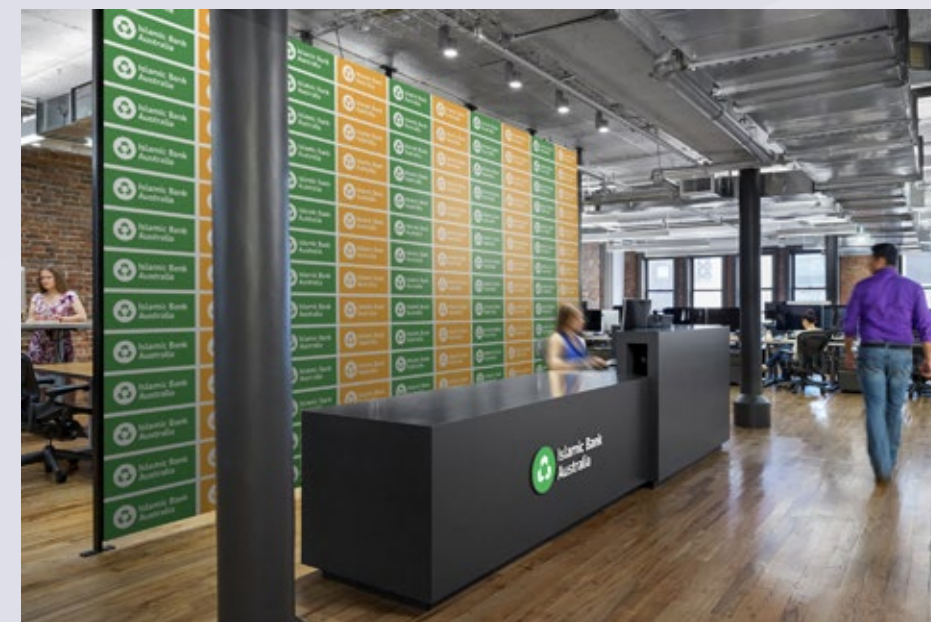
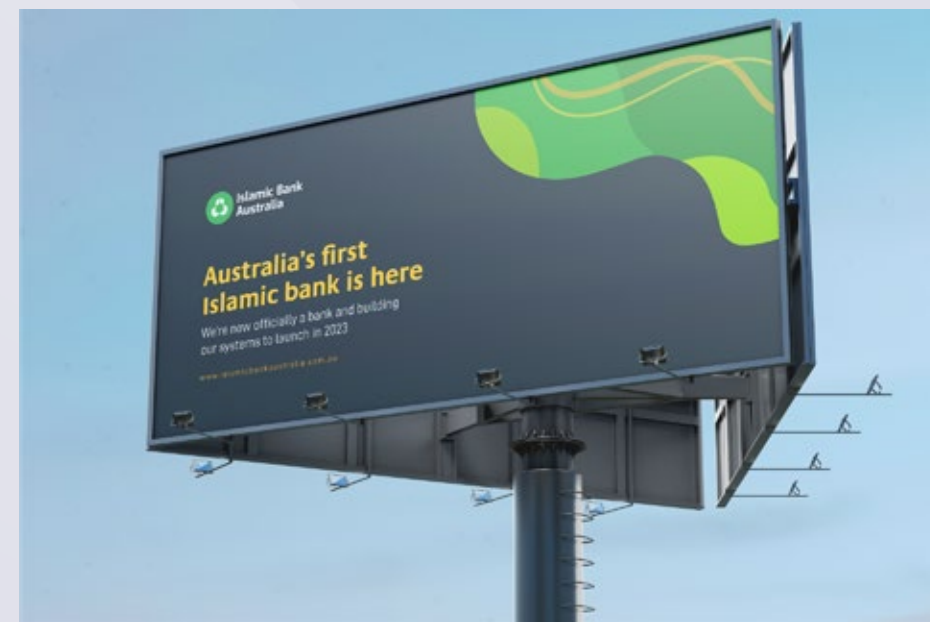


Islamic Bank Australia

Working with the Islamic Bank Australia brand identity has been an enlightening and fulfilling experience. From the very beginning, it was evident that the brand aimed to resonate with the Islamic values while embracing modernity and inclusivity. I have the opportunity to contribute to shaping the visual representation of the bank's identity.

One of the key challenges I faced was finding a way to effectively communicate the bank's commitment to ethical banking practices. Islamic banking is based on the principles of fairness, transparency, and social responsibility. To address this, I developed a series of marketing collateral that showcased the bank's ethical approach, such as brochures explaining the principles of Islamic finance, digital campaigns highlighting the bank's community initiatives, and engaging social media content that educated and empowered the audience.

Overall, the experience of working on the Islamic Bank Australia brand identity was incredibly rewarding. It allowed me to explore the intersection of culture, finance, and design, and to contribute to a brand that aimed to make a positive impact in the banking industry. The process was a testament to the power of design in conveying values and building trust with a target audience, and I am proud to have played a part in shaping the visual identity of Islamic Bank Australia.

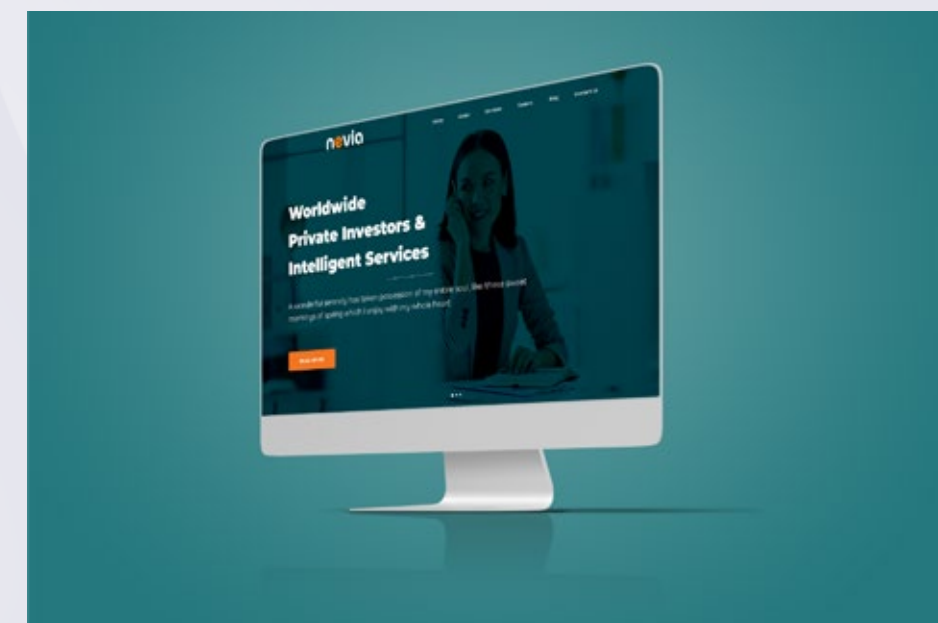
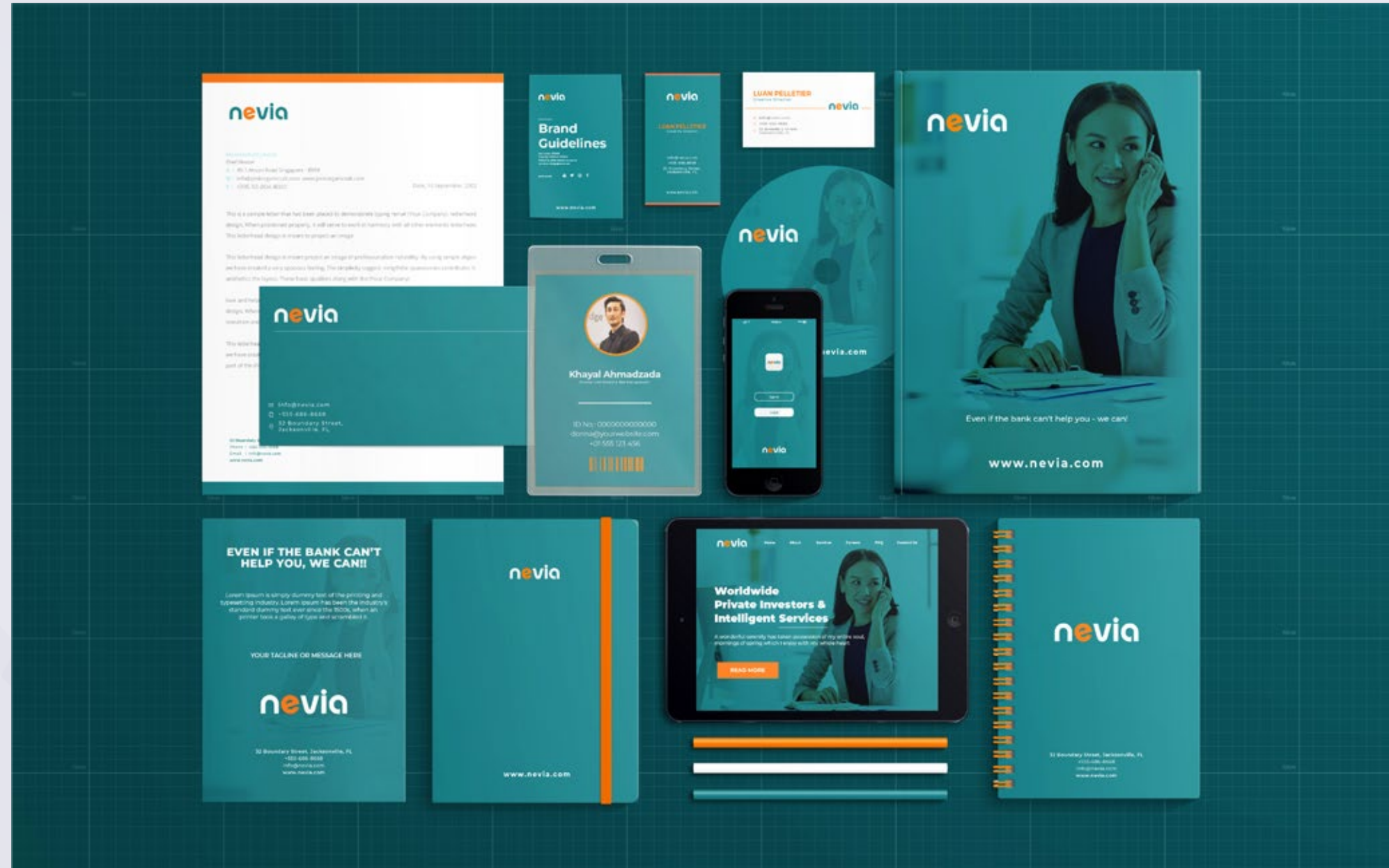




The Nevia brand style guide covered various key aspects of the brand, including the logo usage, color palette, typography, imagery, and overall design principles. Each section was thoughtfully designed and presented, making it easy for their team to understand and implement the guidelines effectively.

The style guide also provided guidance on the overall design principles and guidelines for creating visual assets. It emphasized the importance of simplicity, minimalism, and a clean aesthetic that aligned with the Nevia brand values. This guidance helped Nevia team in designing marketing materials that were visually appealing, on-brand, and aligned with the overall brand identity.

Overall, working with the Nevia brand style guide has been a positive and fruitful experience. The guide's clarity, attention to detail, and comprehensive nature have made it an indispensable resource for me. It has empowered me to create consistent, visually compelling, and engaging marketing materials that accurately represent the brand.

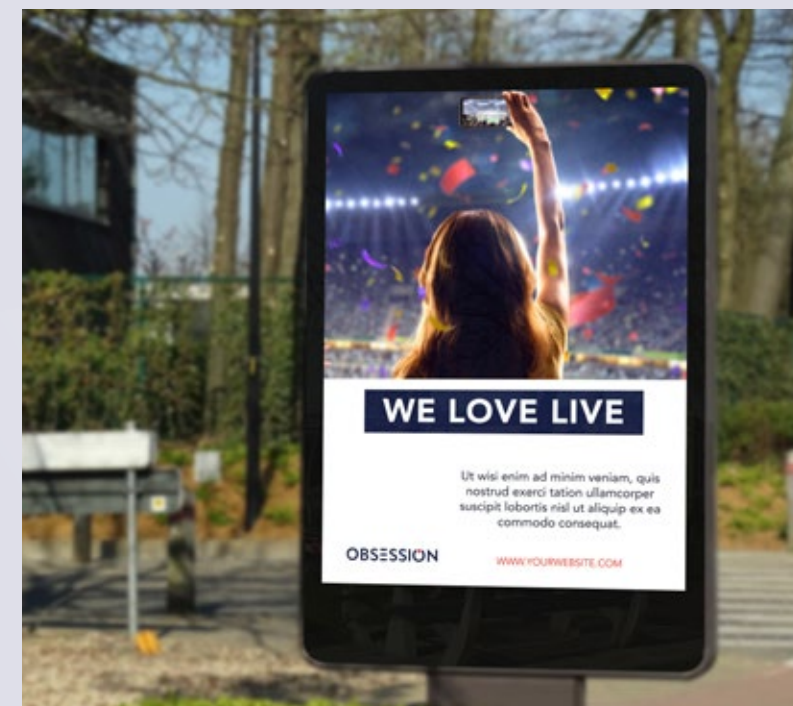
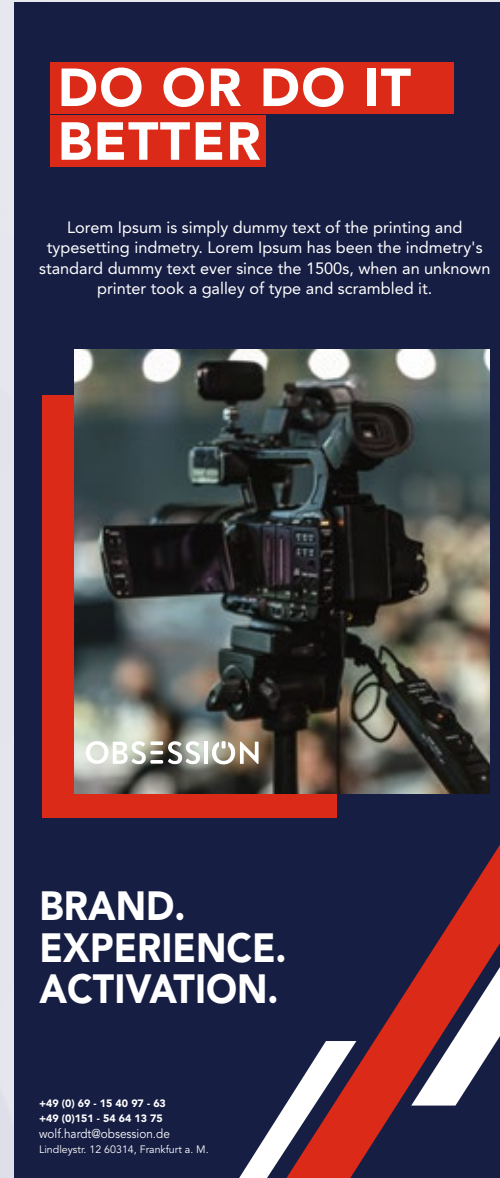


OBSSESSION

AGENTUR FÜR LIVE MARKETING

Working with the Obsession Live brand guidelines has been an exciting and enlightening experience for me. I was given the opportunity to dive deep into the intricacies of this dynamic brand and understand the importance of maintaining consistency across all platforms.

My experience working with the Obsession Live brand guidelines has been a valuable learning journey. It reinforced the significance of brand consistency and its impact on audience perception. Through collaboration and a deep understanding of the brand's identity, I was able to create impactful designs and communicate a unified message. This experience has equipped me with a greater appreciation for brand guidelines and their role in shaping a company's identity.





My experience working on the Zynergy brand guidelines project has been incredibly rewarding and collaborative. Zynergy, as a brand, had a strong vision and a desire to establish a cohesive and consistent identity across all touchpoints. As an expert, I began by immersing myself in the essence of Zynergy, understanding its values, target audience, and unique positioning in the market. This allowed me to develop a deep understanding of the brand and lay the foundation for the brand guidelines.

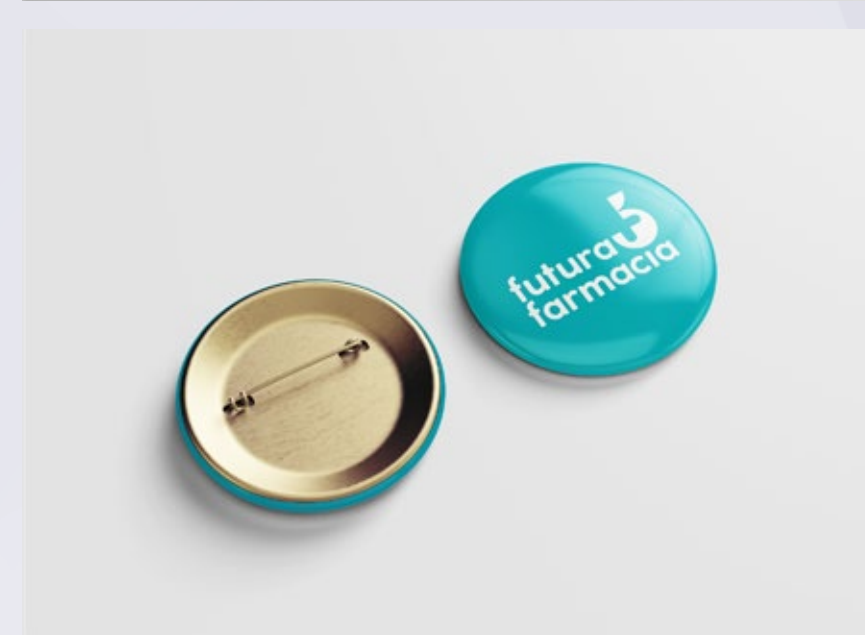
Overall, working on the Zynergy brand guidelines project was an enriching experience. The collaborative spirit and the shared dedication to excellence allowed me to create a comprehensive set of guidelines that not only captured Zynergy's brand identity but also provided a framework for consistent and impactful brand communications. I am proud to have been part of shaping Zynergy's brand and contributing to its success in the market.



futura farmacia

The Futura + Pharmacy Cooperative was born in March 2022 on the initiative of a group of pharmacists attentive to the modern needs of the market and to innovation to which the pandemic has given an important acceleration. In a historical period in which I are all forced to face challenges never seen before, the group was born extremely determined and compact.

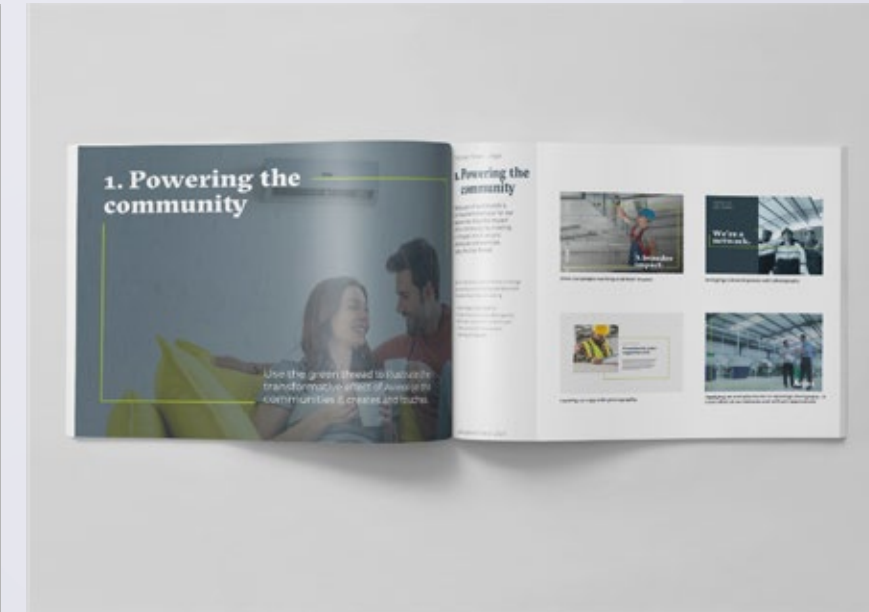
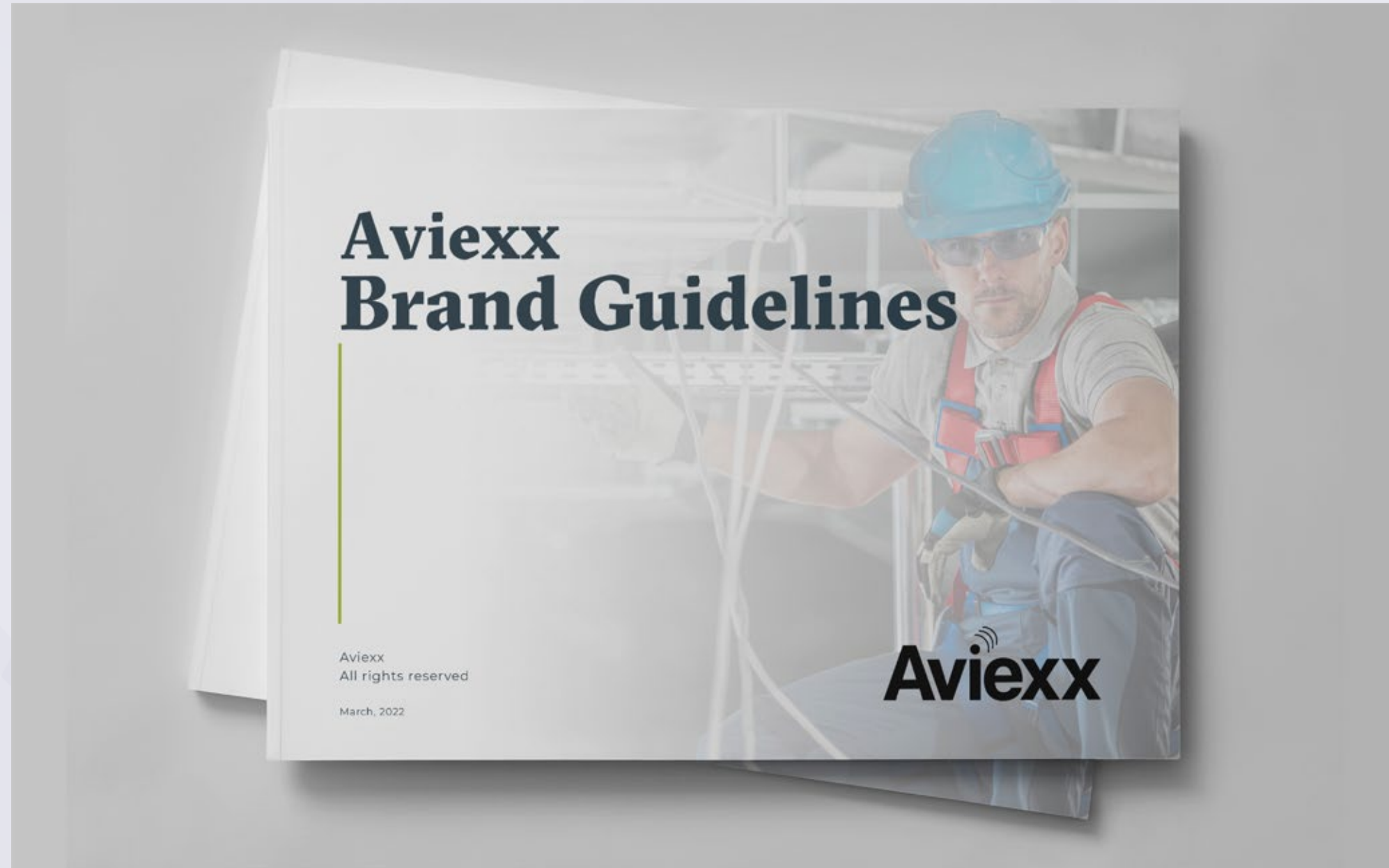
The members of the Cooperative have put in place commitment, solidarity and great determination by collaborating to guarantee citizens all the assistance that an emergency state required. Currently, Futura + Farmacia is an expanding reality, totally independent and able to offer through the ten-year experience of its pharmacists, quality in services, efficiency and availability towards its cmetomers.





Working with Aviexx brand has been a remarkable experience for me. From the moment I joined the team, I could sense their commitment to excellence and their passion for delivering high quality products. Aviexx is known for its innovative solutions in the technology indmetry, and being a part of such a reputable brand was truly inspiring.

The Aviexx brand is renowned for its cutting-edge technology, and I had the privilege of working on several exciting projects with their marketing team. Whether it was developing their brand or related applications or working on hardware designs, I constantly challenged to expand my skills. The company provided remarkable opportunities for professional growth and development.



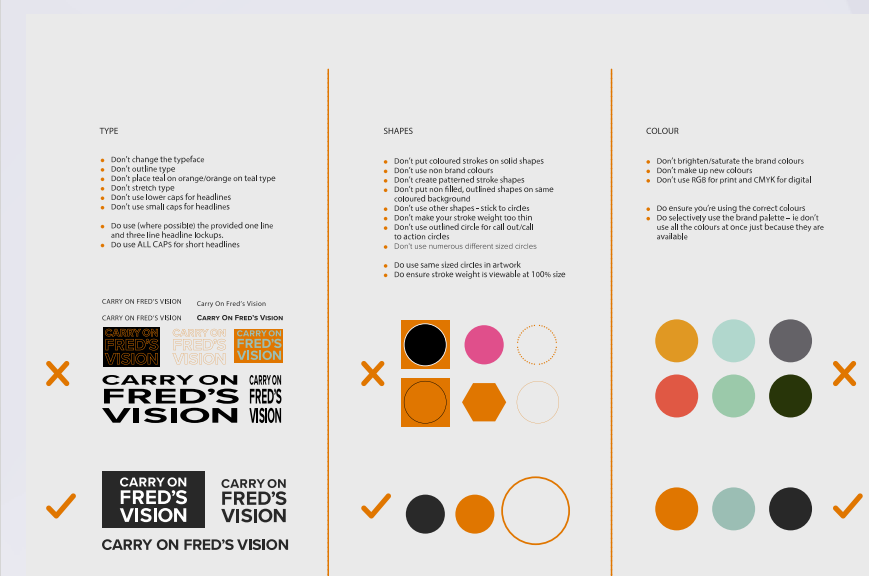


The Fred Hollows Foundation

Working with the Fred Hollows Foundation brand style guide has been an incredibly positive and rewarding experience. The style guide provided with a clear and comprehensive set of guidelines that helped their team to maintain consistency and effectively communicate the foundation's brand identity across all their marketing materials and platforms.

The style guide covered various aspects of the brand, including the logo usage, color palette, typography, imagery, and tone of voice. Each element was meticulously explained and accompanied by visual examples, making it easy for them to understand and implement the guidelines correctly.

Overall, the Fred Hollows Foundation brand style guide proved to be an invaluable tool in maintaining brand consistency and effectively communicating the foundation's mission. It provided clear and detailed instructions on various brand elements, allowing to create materials that consistently represented the foundation's identity. Working with the style guide was a seamless experience, and it significantly contributed to the success of my marketing efforts.





Working with Pinyya brand identity design has been an incredibly creative and collaborative experience. The process of developing the brand identity for Pinyya was both exciting and rewarding, as it allowed me to shape and define the visual representation of the brand.

One of the highlights of working on the Pinyya brand identity was the opportunity to create a memorable and versatile logo. I explored various design concepts, taking into consideration the brand's values and target audience. The Pinyya team actively participated in the design exploration, providing valuable insights and preferences. Through an iterative process, I was able to develop a logo that effectively represented Pinyya's identity while being visually appealing and easily recognizable.

Throughout the entire process, the Pinyya team demonstrated enthusiasm and a deep understanding of their brand. Their constructive feedback and active involvement contributed to the successful development of the brand identity. It was a true partnership, where I collaborated to bring their vision to life.



02 LOGO FOLIO

My logo design process is a dynamic and iterative journey that aims to capture the essence of your brand in a visually compelling and memorable way. I start by immersing myself in your brand, understanding its values, target audience, and unique personality. Through a collaborative approach, I engage in brainstorming sessions, sketching ideas, and refining concepts. I consider various elements such as shape, color, typography, and symbolism to create a logo that represents your brand's identity authentically. I actively involve you throughout the process, seeking your input and feedback to ensure that the final logo resonates with your vision and effectively communicates your brand message. My goal is to deliver a logo design that not only stands out but also captures the essence of your brand, leaving a lasting impression on your audience.





nevia



AUTO
CALIBRATION

ترانوهرکس



FLORI
HAUS & GARTEN


dynamic**audio**

**GASMAS**
STRUCTURED BIOGAS DATA

Cake & Spoon

MAD
CAFFEINE



**WIEHE**
COMMUNICATIONS



**VOXNODE**

**PRESTIGIOUS**
Innovators Institute

BETA
CRATES

**RAHMA**
PERFUME STORE

**Carolina Kourroski**
consultoria empresarial

crreo

03 GRAPHIC DESIGNING

My graphic design process is a collaborative and iterative journey that aims to bring your ideas and vision to life. I begin by understanding your design needs, objectives, and target audience. Through open communication and active listening, I gather information and insights to develop a clear creative direction. My team of skilled designers then dives into the creative process, exploring various concepts, layouts, and visual elements. I pay meticulous attention to detail, ensuring that every design element is purposeful and aligns with your brand identity. Throughout the process, I value your feedback and input, making necessary revisions and refinements to achieve the desired outcome. My goal is to deliver visually captivating designs that effectively communicate your message, captivate your audience, and leave a lasting impression.



HEINZ JMETICE LEAGUE SPECIAL EDITION CAMPAIGN

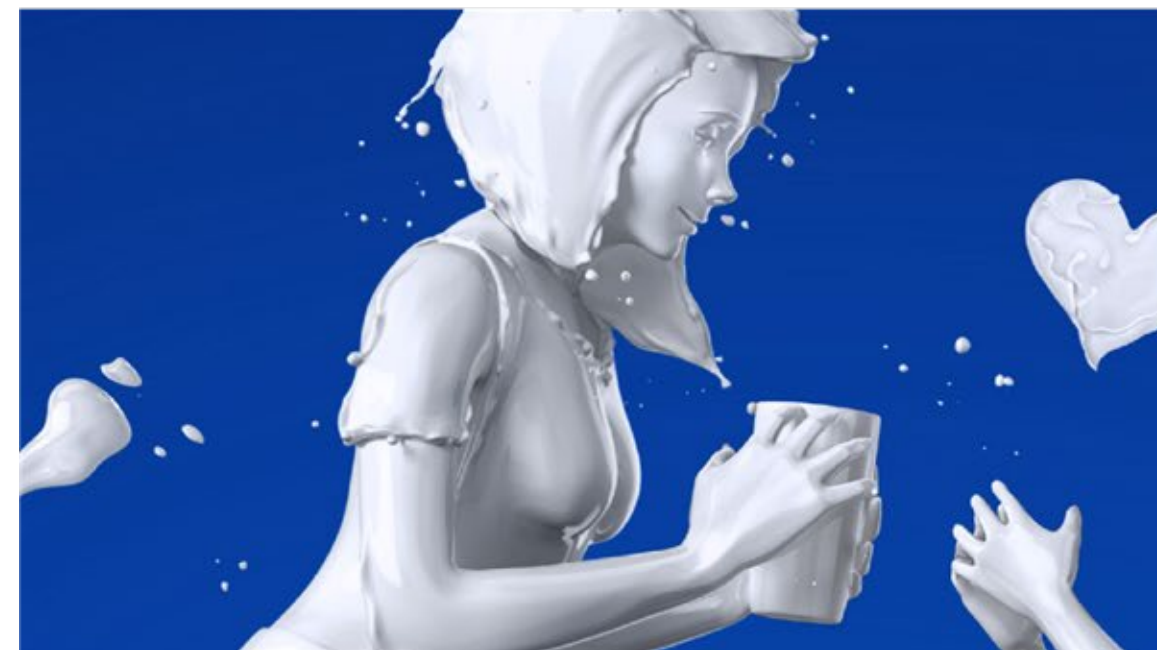
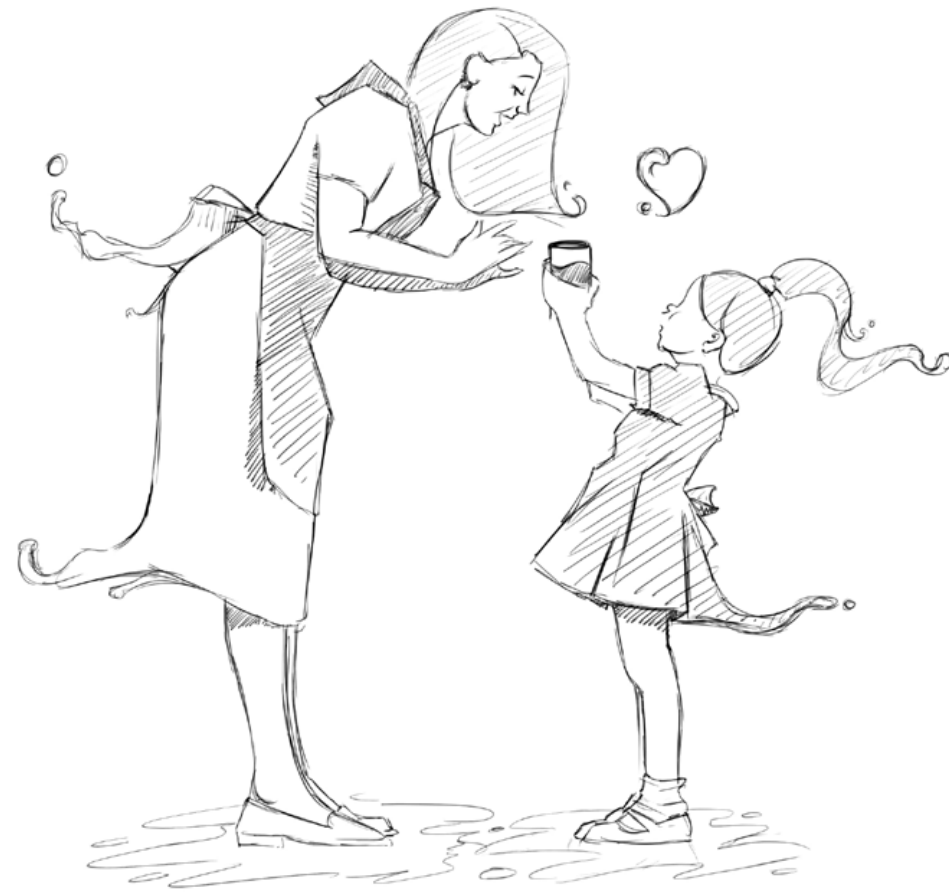
One of the most exciting briefs for anyone to work on. Heinz / Jmetice League special edition packaging for the squeeze easy SKUs 'Squeasy'. These designs were later adapted in the region with different selling lines and languages. The brief started as packaging design then after the region's approval it was later amplified on OOH communication. The material was so poor; the characters had to be retouched, visual effects, projectiles were added, and the packs were rendered to create the gloriome super hero in-action look.





JUHAYNA MILK BRAND CAMPAIGN

Juhayna milk 'out-of-home' brand campaign, building on the brand platform 'supporting Egyptian moms'. I designed and rendered the milk sculpture of a mother giving her daughter a cup of Juhayna milk, showing the emotions and nutritional values that are carried within the Juhayna milk pack.



M **U**
S **E**

LEVANT STUDIOS NT1-A RODE

Sound design is the process of specifying, acquiring, manipulating or generating audio elements. It is employed in a variety of disciplines including filmmaking, television production, theatre, sound recording and reproduction, live performance, sound art, post-production, radio and video game development.

Organized by: **ievents** **DUNLOP** OFFICIAL BALL **PSA** WORLD SERIES **ORASC M** GOUNA DEVELOPMENT

DOLBY DIGITAL **Marshall** WWW.LEVANTSTUDIOS.COM **vevo** **Virgin RECORDS**

6 ANNIVERSARY

EL GOUNA INTERNATIONAL SQUASH OPEN

#ELGOUNASQUASH

ELGOUNASQUASHOPEN.COM

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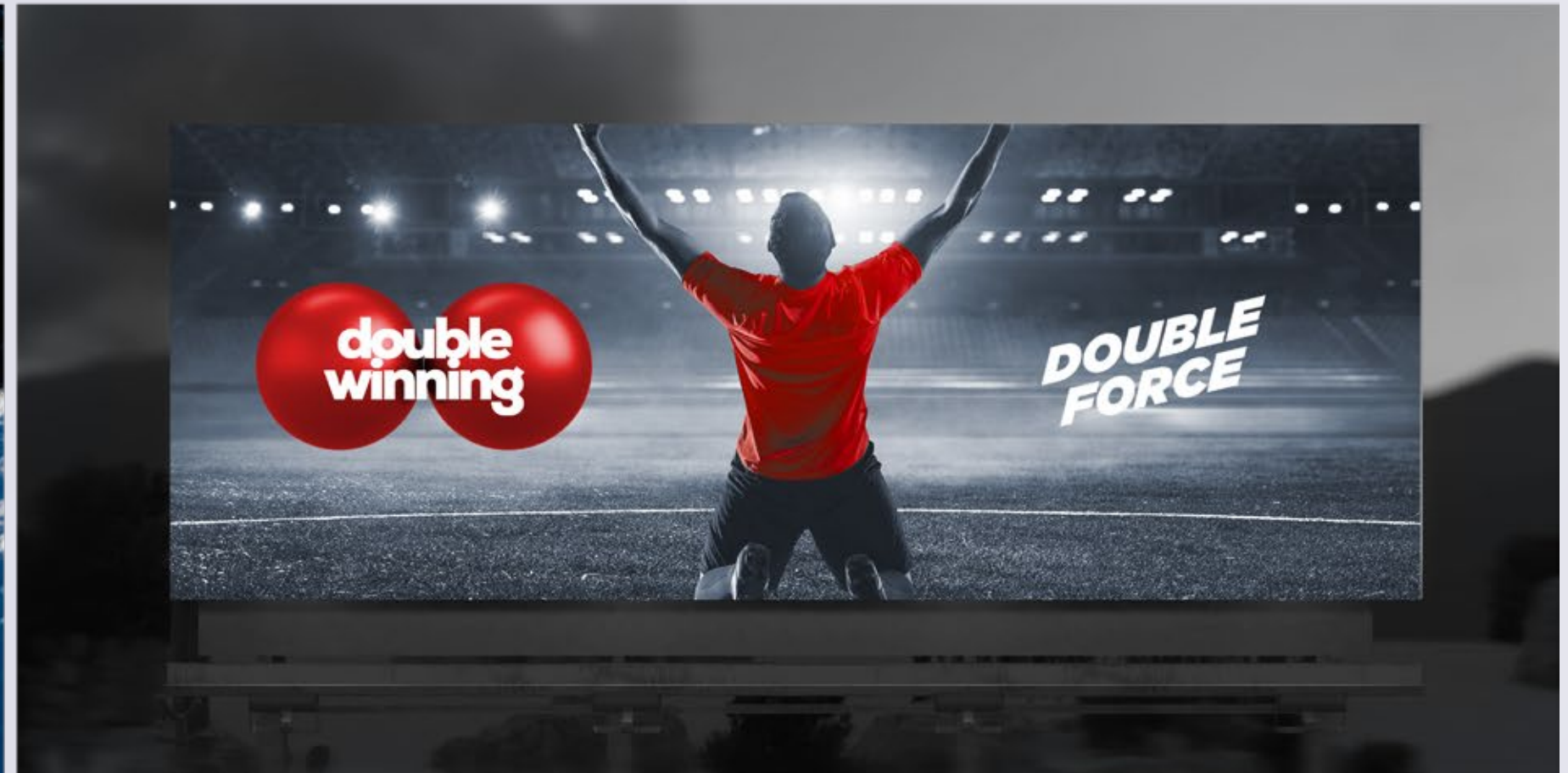
WOMEN SQUASH WORLD CHAMPIONSHIP

STARTS 21ST APRIL 2017
ENDS 29TH APRIL 2017

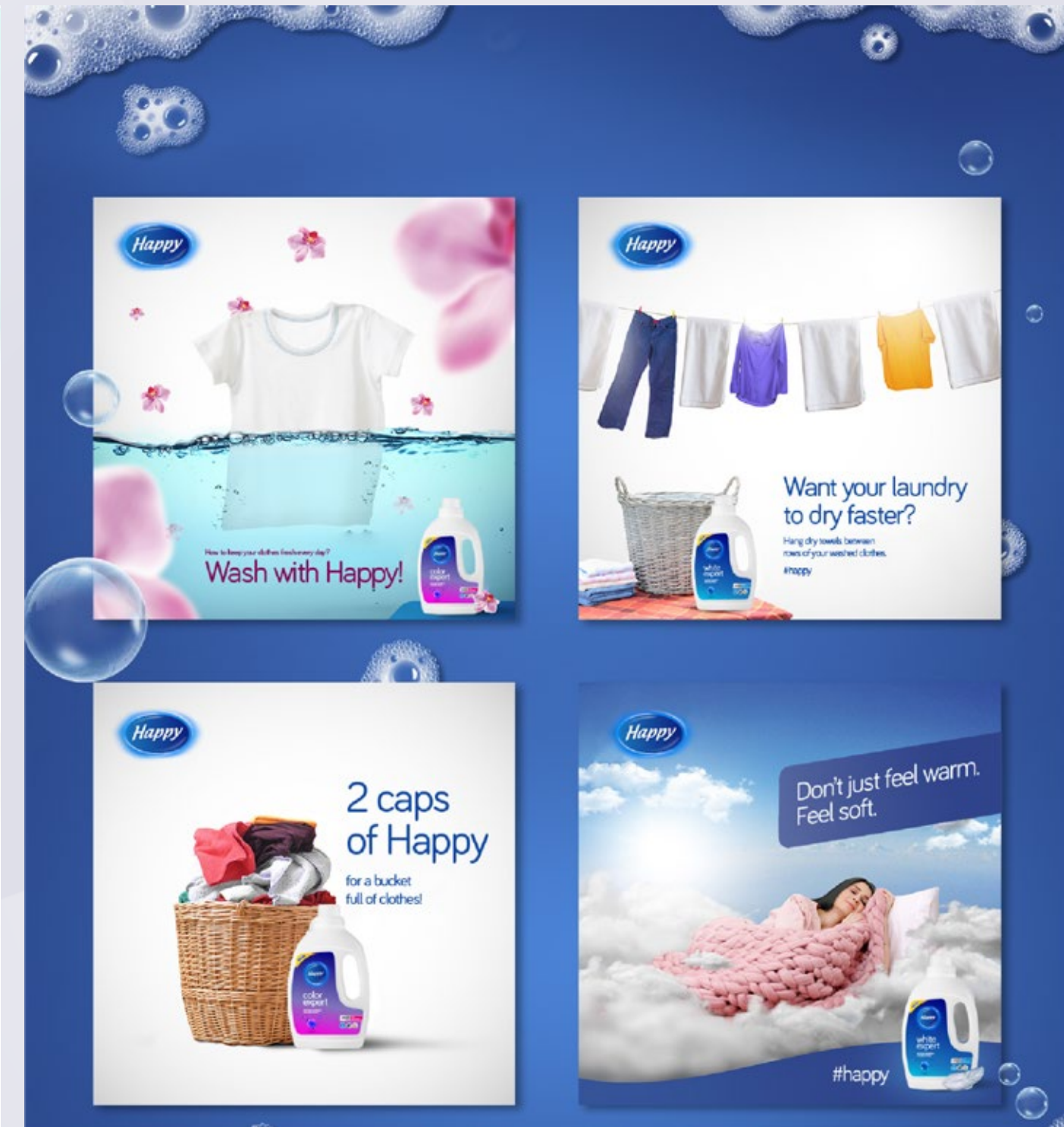
#ELGOUNASQUASH

ELGOUNASQUASHOPEN.COM

Organized by: **ievents** **DUNLOP** OFFICIAL BALL **PSA** WORLD SERIES **ORASC M** GOUNA DEVELOPMENT







futura 
farmacia

15 LUGLIO - 15 AGOSTO



**OFFERTE
DEL MESE**

WWW.FUTURAPIUFARMACIA.IT

ORA INVESTI IN SALUTE

- Supradyn** Magnesio e Potassio 14 BST: €8.70 (20% off from €10.90)
- Supradyn** Magnesio e Potassio 24 BST: €9.30 (45% off from €17.90)
- Borocillina** Gola Dolore Spray: €7.60 (20% off from €9.50)
- Borocillina** Gola Dolore Spray: €7.20 (20% off from €9.00)
- ENERGYA** Papaya Magnesio e Potassio 14 BST: €11.20 (30% off from €16.00)
- ENERGYA** Papaya Magnesio e Potassio 50+14 BST: €11.90 (30% off from €17.00)
- Monurelle Plus** 15 Capsule: €15.10 (20% off from €18.80)
- Monurelle Plus** 30 Capsule: €21.50 (20% off from €26.80)
- Flector Arthro** 1% Gel Pressurizzato 100 g: €9.95 (23% off from €12.90)
- Kukident Expert** 40g: €7.80 (29% off from €10.99)
- Kukident Expert** 57g: €13.99 (29% off from €19.50)
- Polaramin 1% Crema**: €8.50 (20% off from €10.60)
- Benzac** AC 10 Gel 40gr: €9.95 (23% off from €12.90)
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- Nurofen** 400mg 12 CPR: €8.95 (22% off from €12.90)
- Nurofen** 400mg 10 CAPS: €8.95 (22% off from €12.90)
- DulceSoft** 20 BST: €10.45 (30% off from €14.90)
- DulceSoft** Soluzione orale: €10.45 (30% off from €14.90)
- Enterogermina** Gonfiore 10 BST: €14.90
- Enterogermina** Gonfiore 20 BST: €16.65 (30% off from €23.40)
- Yovis** 10 CPS - 10 STICK: €10.45 (30% off from €14.90)
- Durex** Love 6 PZ: €6.80 (20% off from €8.50)
- Durex** Settebello 6 PZ: €6.80 (20% off from €8.50)
- Durex** Jeans 6 PZ: €6.80 (20% off from €8.50)
- Nurofen** 400mg 12 CPR: €7.50 (20% off from €9.40)
- Nurofen** 200mg 24 CPR: €7.50 (20% off from €9.40)
- Nurofen** 400mg 10 CAPS: €7.50 (20% off from €9.40)

Offerte valide fino al 15 agosto!
Fino ad esaurimento scorte

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Offerte valide fino al 15 agosto!
Fino ad esaurimento scorte





Australia's first Islamic bank is here

We're now officially a bank and building our systems to launch in 2023

www.islamicbankaustralia.com.au



Islamic Bank Australia

Australia's first Islamic bank is here

We're now officially a bank and building our systems to launch in 2023



Islamic Bank Australia

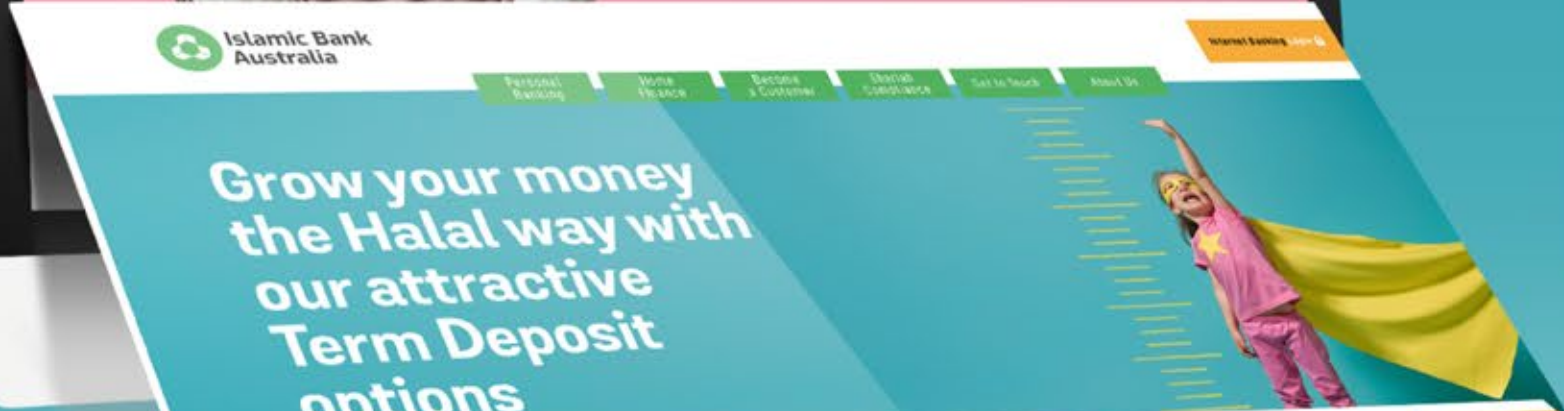
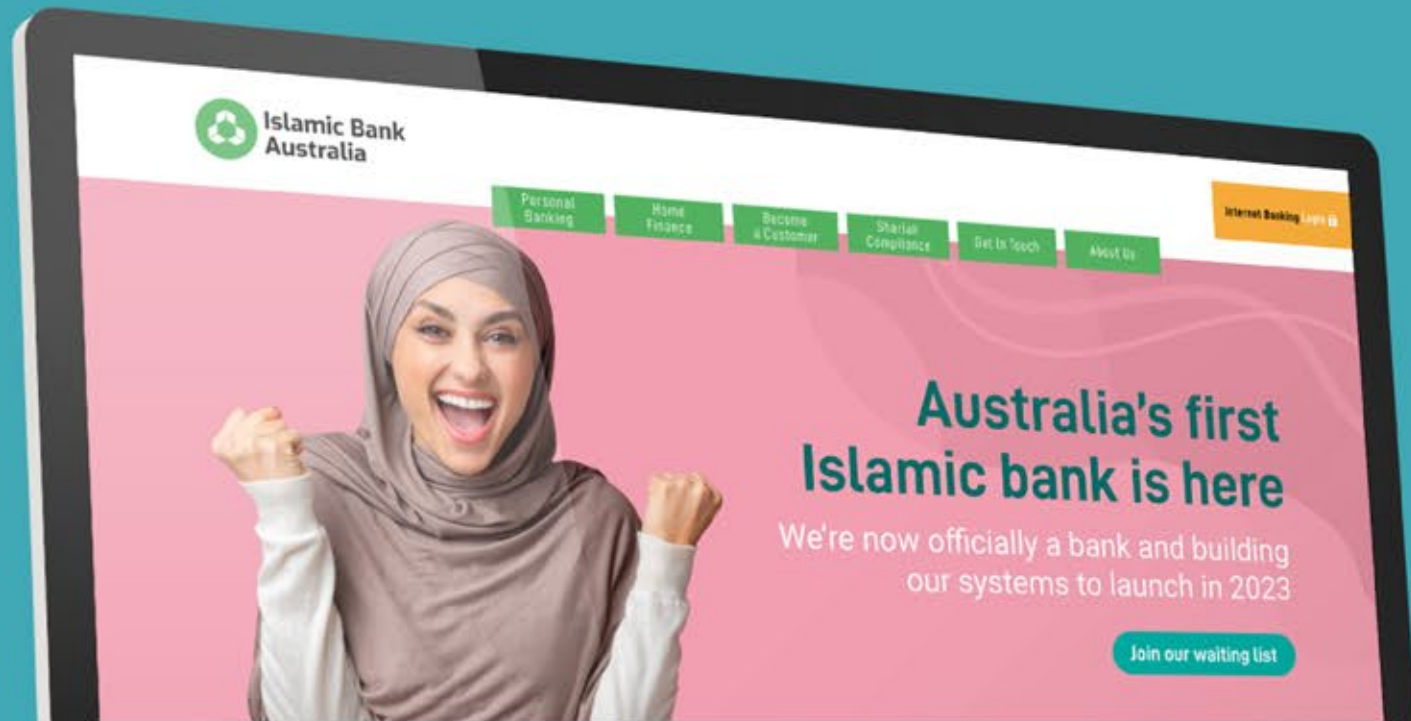
Australia's first Islamic bank is here

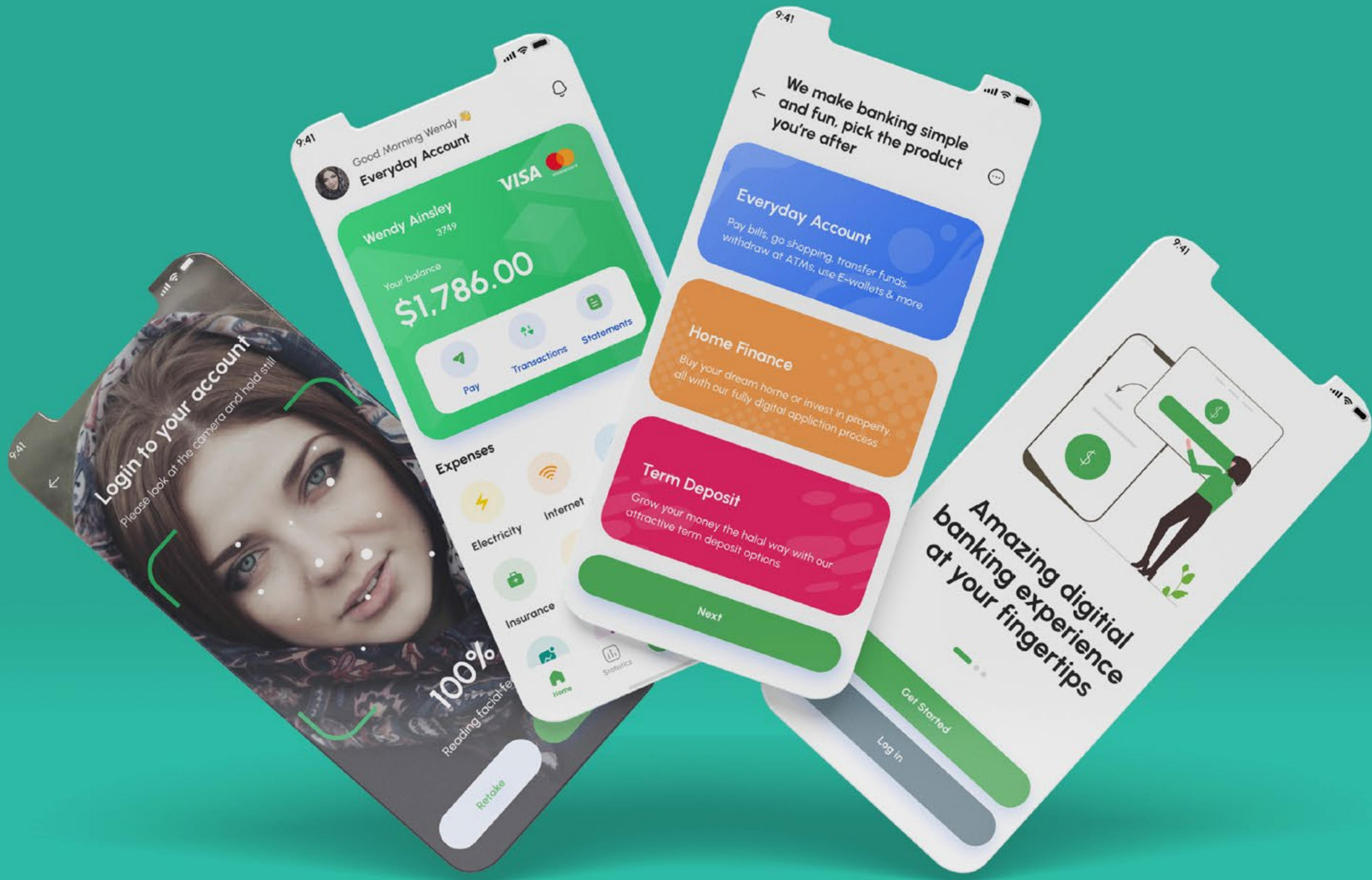
www.islamicbandaaustralia.com.au

04 WEB DESIGNING

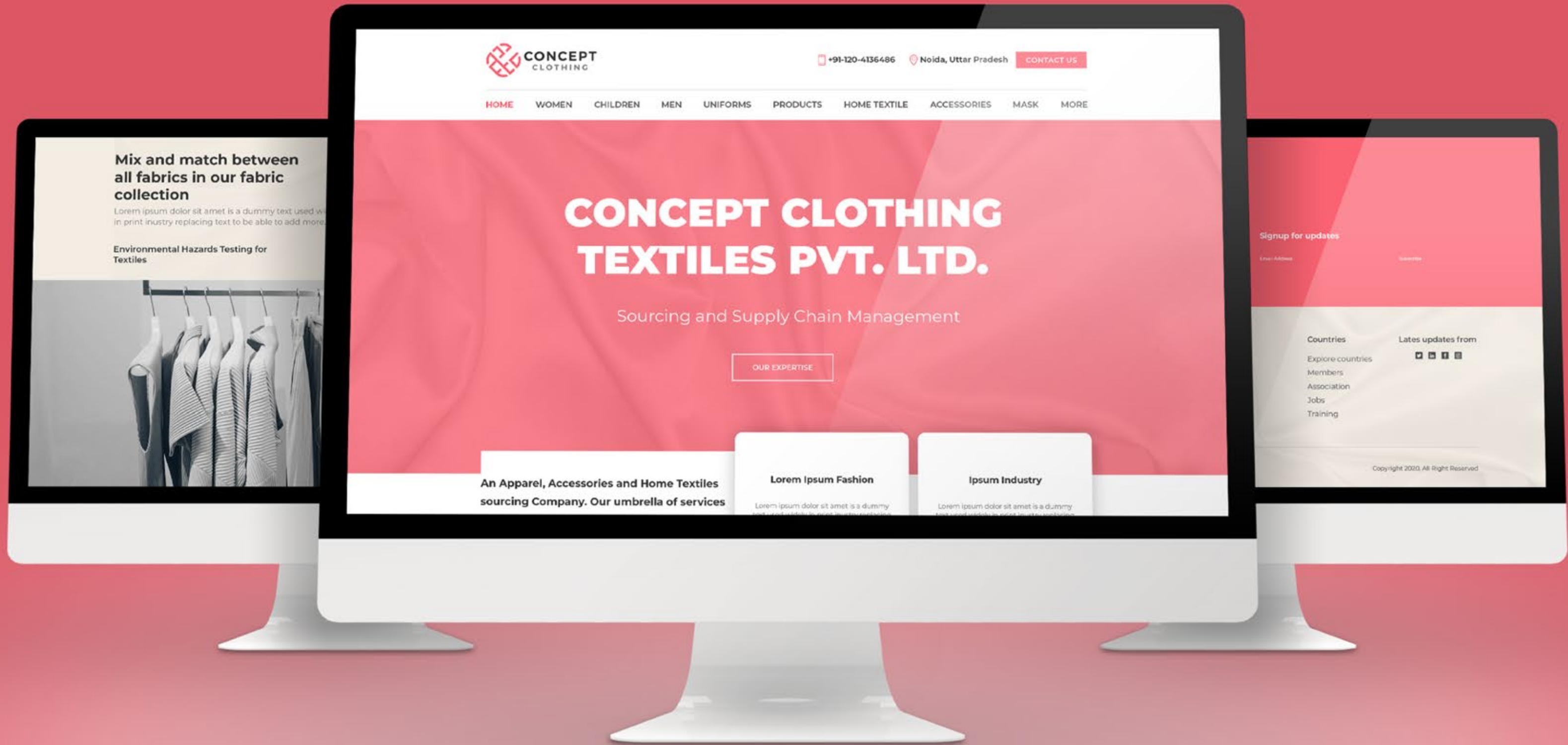
My web designing process is a meticulous and collaborative approach that aims to create a visually stunning and user-friendly online presence for your brand. I begin by understanding your specific requirements, target audience, and business goals. Through careful planning and wireframing, I outline the structure and layout of your website, ensuring a seamless user experience. I, then bring your vision to life by incorporating visually appealing graphics, intuitive navigation, and responsive design elements. I employ the latest design trends and technologies to ensure your website is both aesthetically pleasing and functional across different devices and browsers. Regular feedback and iteration cycles allow me to refine and optimize the design until I achieve a result that perfectly represents your brand and effectively engages your website visitors.

My focus is on creating a website that not only showcases your products or services but also enhances your online presence and drives meaningful conversions.

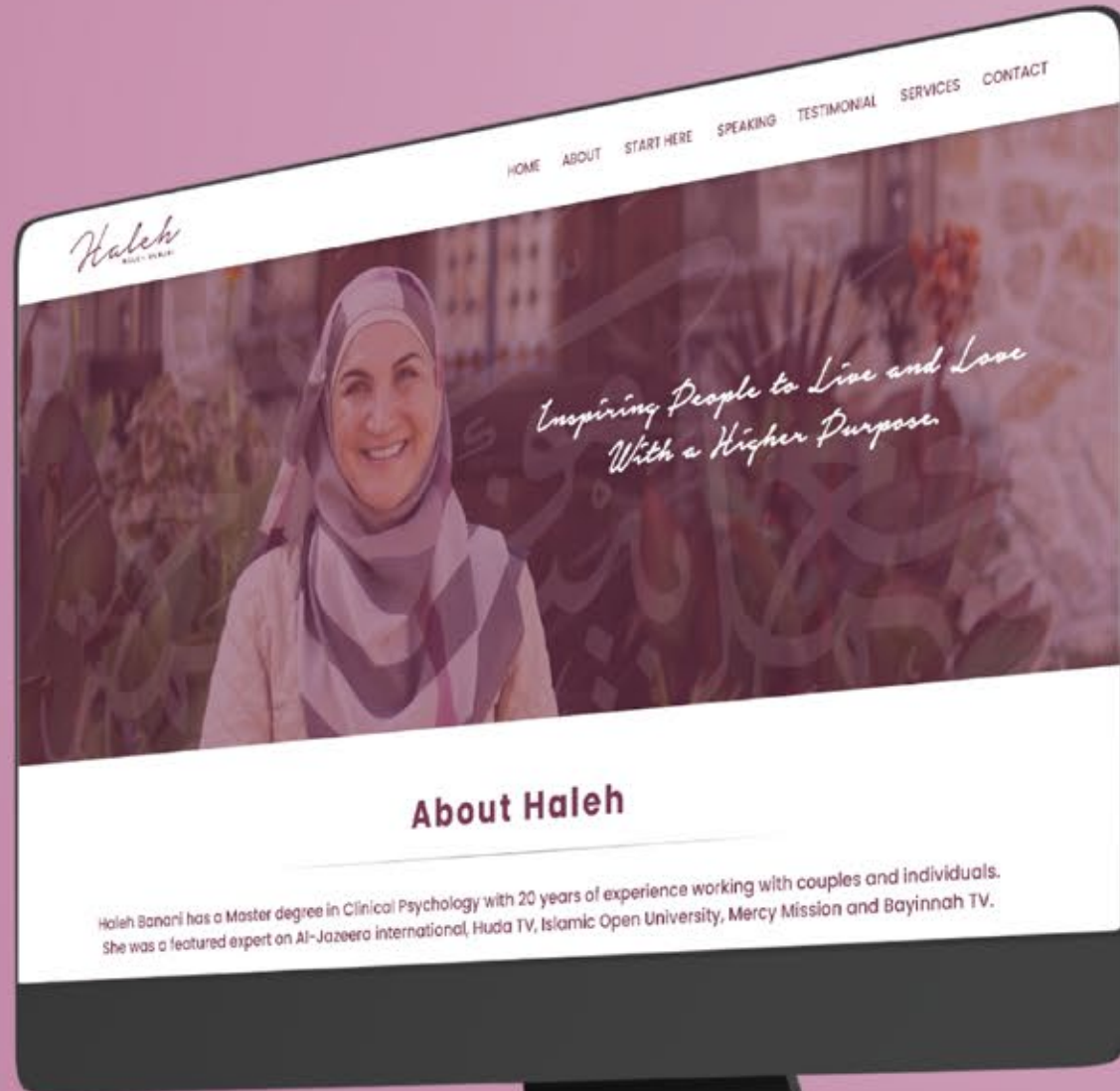


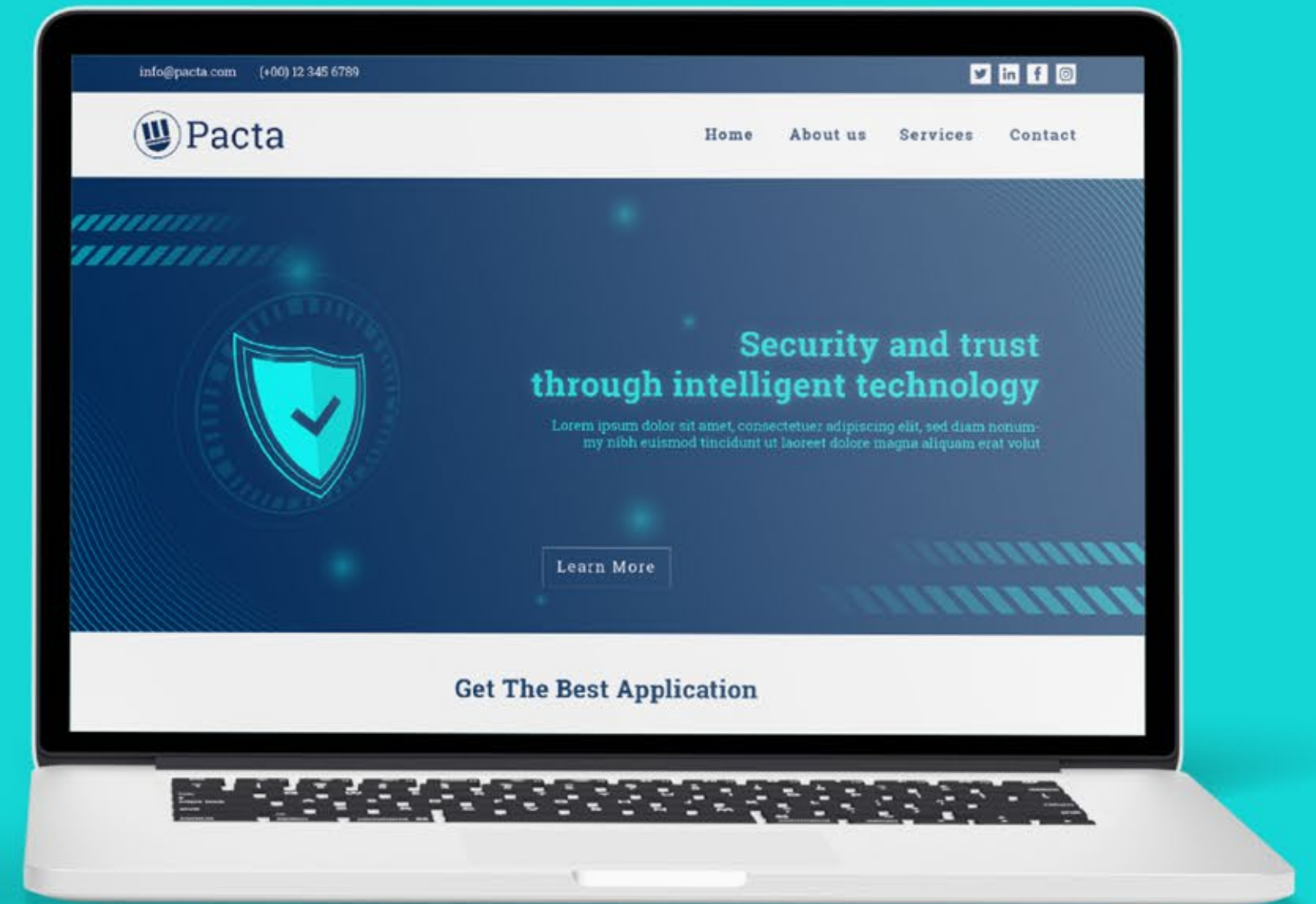
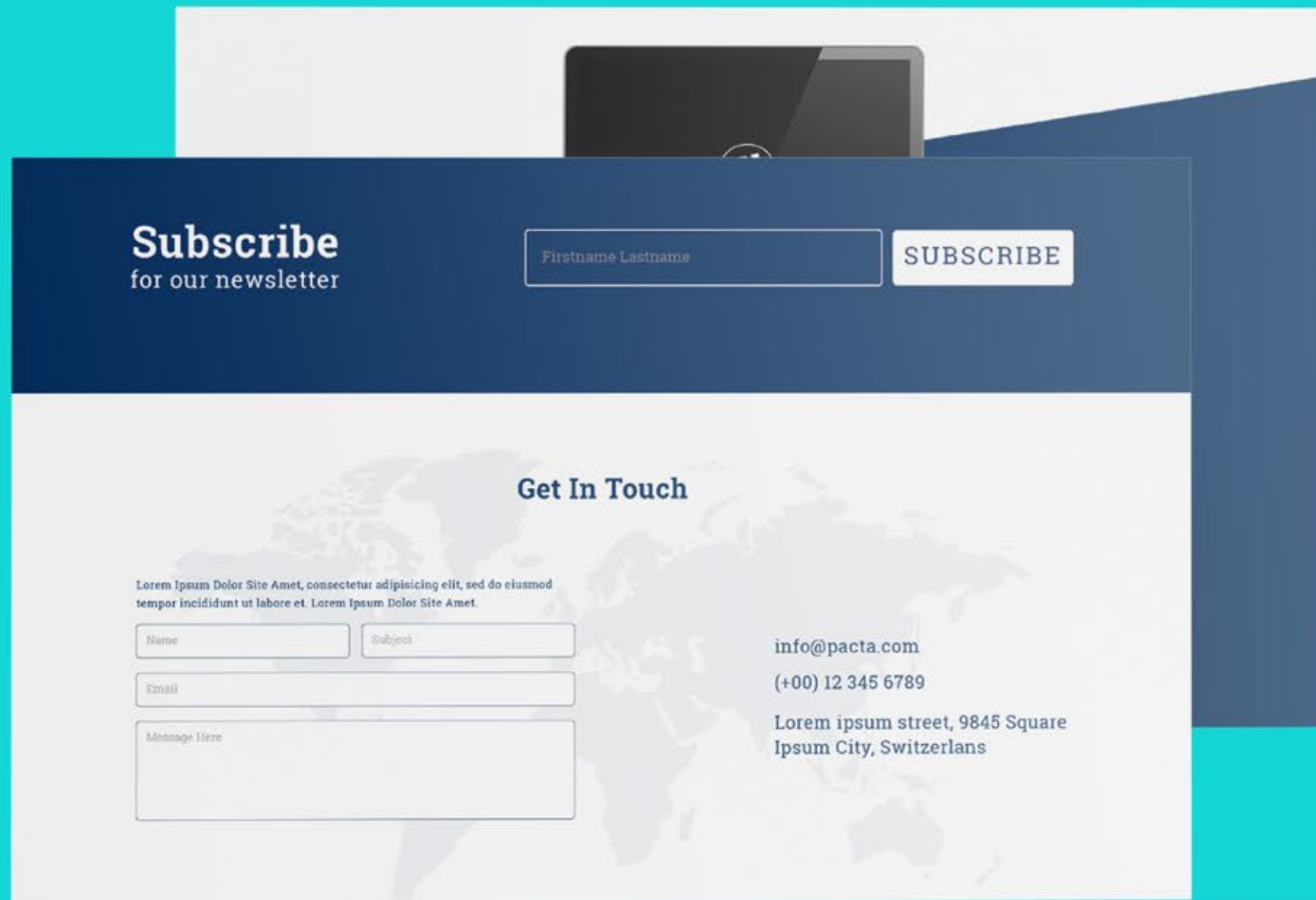












05 PACKAGING

Through a collaborative approach, I brainstorm creative concepts that align with your brand's identity and packaging objectives. I consider various elements such as shape, color, texture, material, and typography to create a packaging design that stands out on the shelf and effectively communicates your product's features and benefits. I conduct thorough research, create mock-ups, and test prototypes to ensure that the final packaging design meets your expectations and functions seamlessly. My goal is to deliver a packaging design that not only protects your product but also enhances its appeal, leaving a lasting impression on your customers.



Heinz packaging re-innovation is a very wide brief, a single change in a single SKU will affect another in a completely different family, I needed to keep the brand look & feel while fixing all the problems in the old packaging and creating a consistent visual language for all products to follow easily and make room for new products creation.















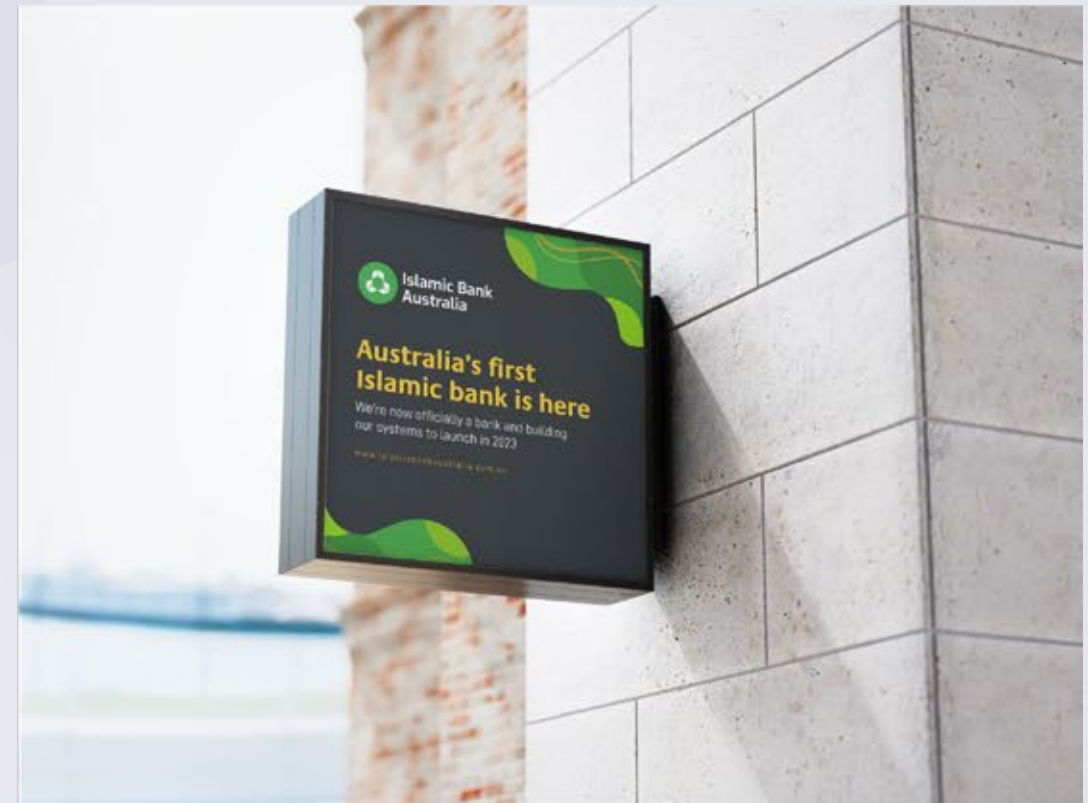
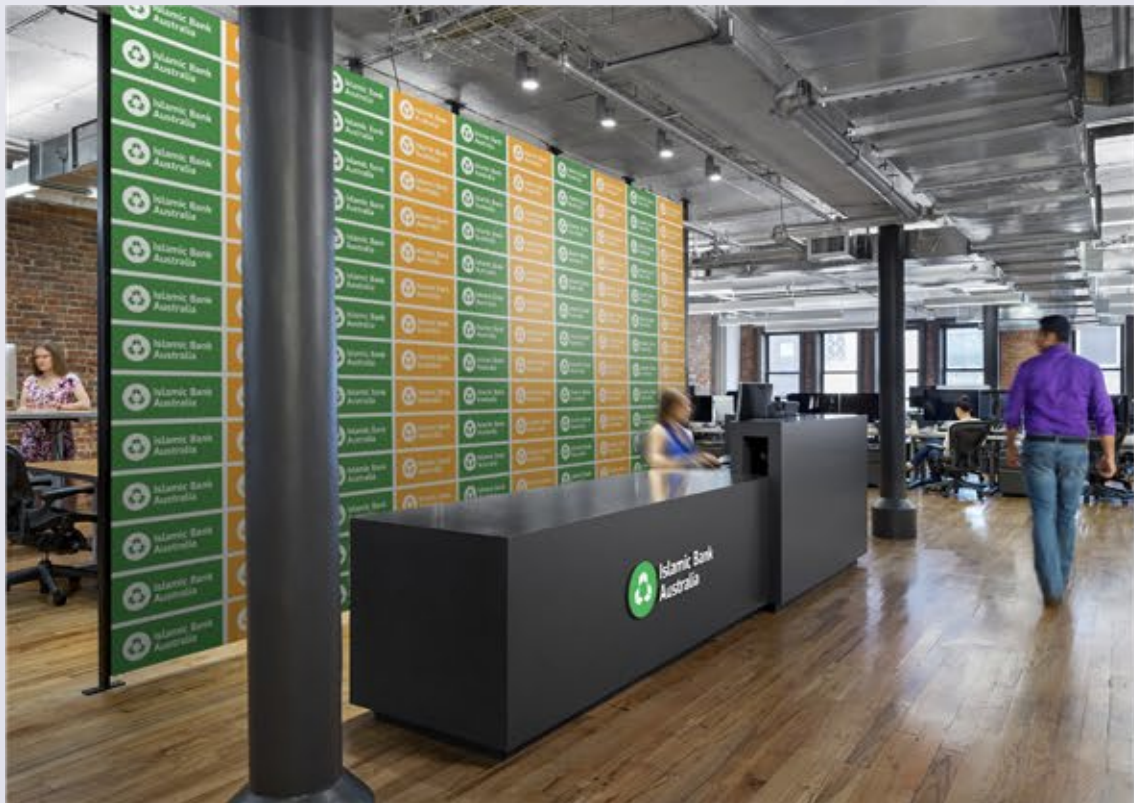
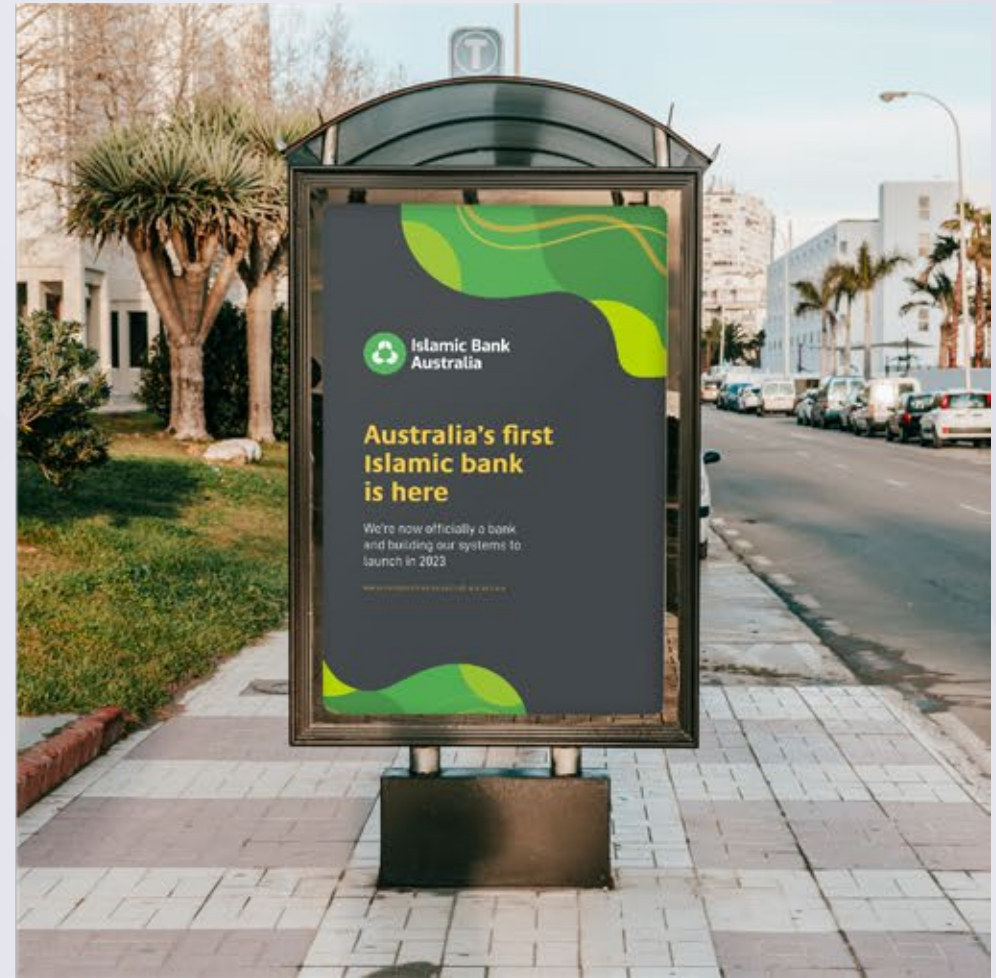
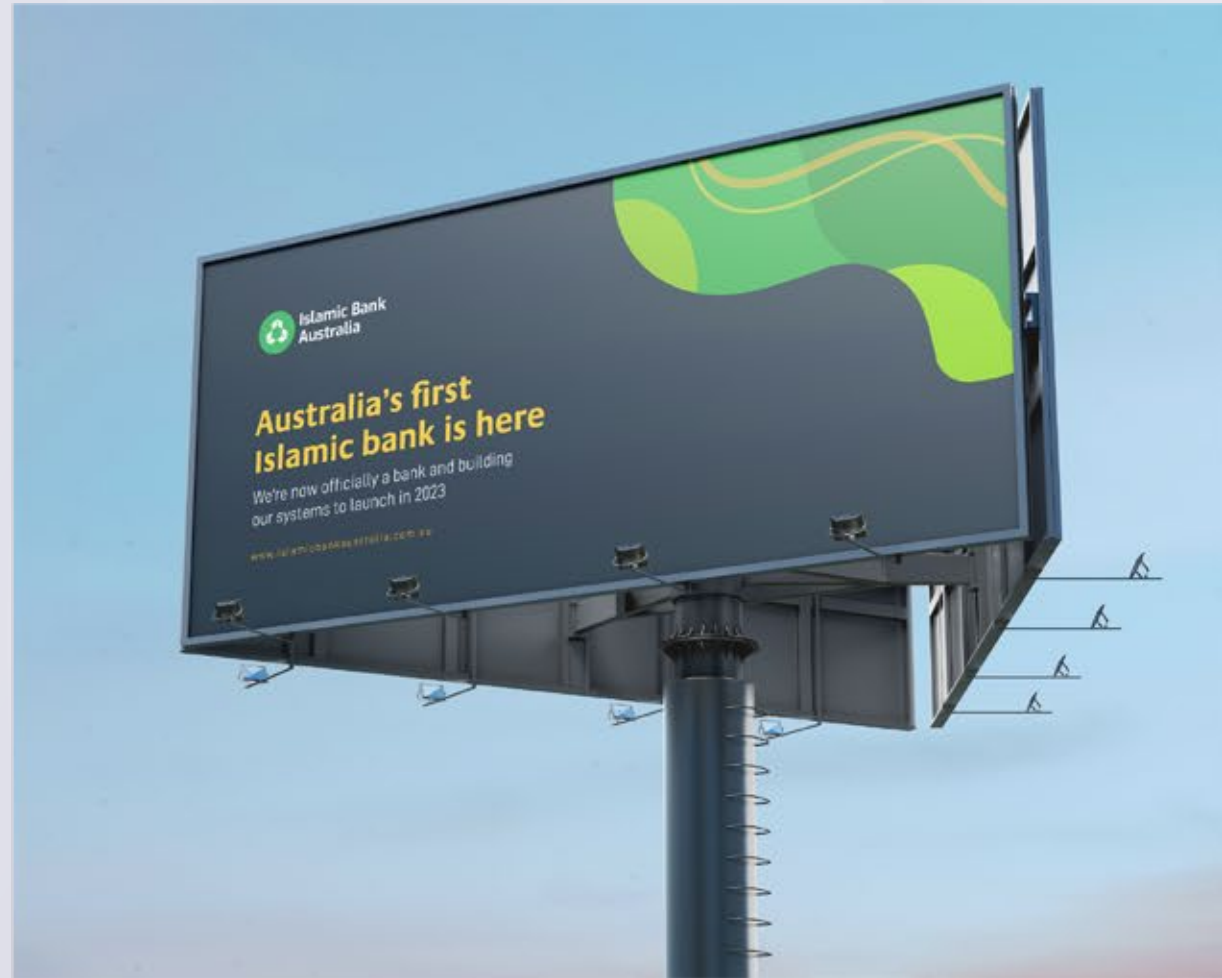
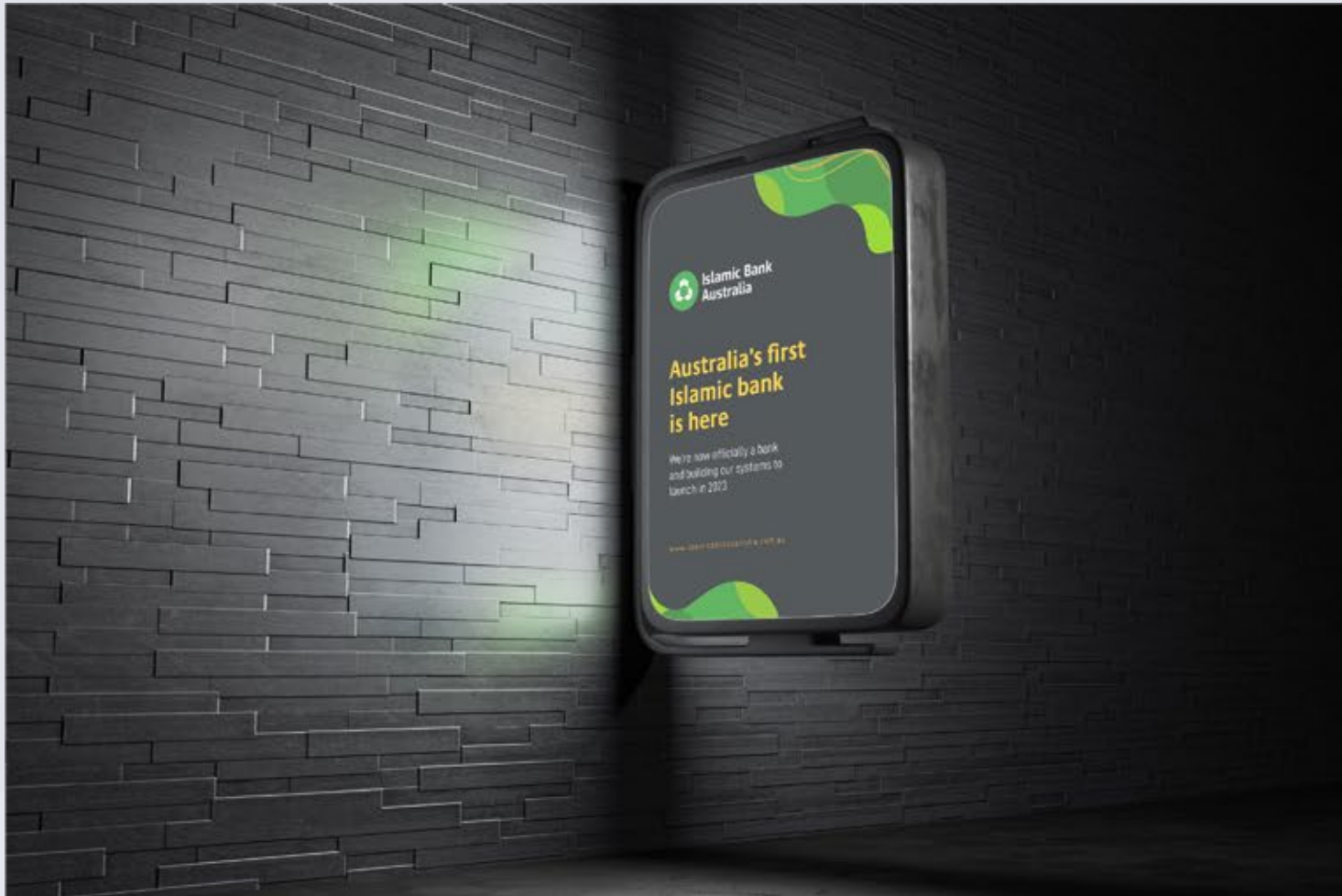


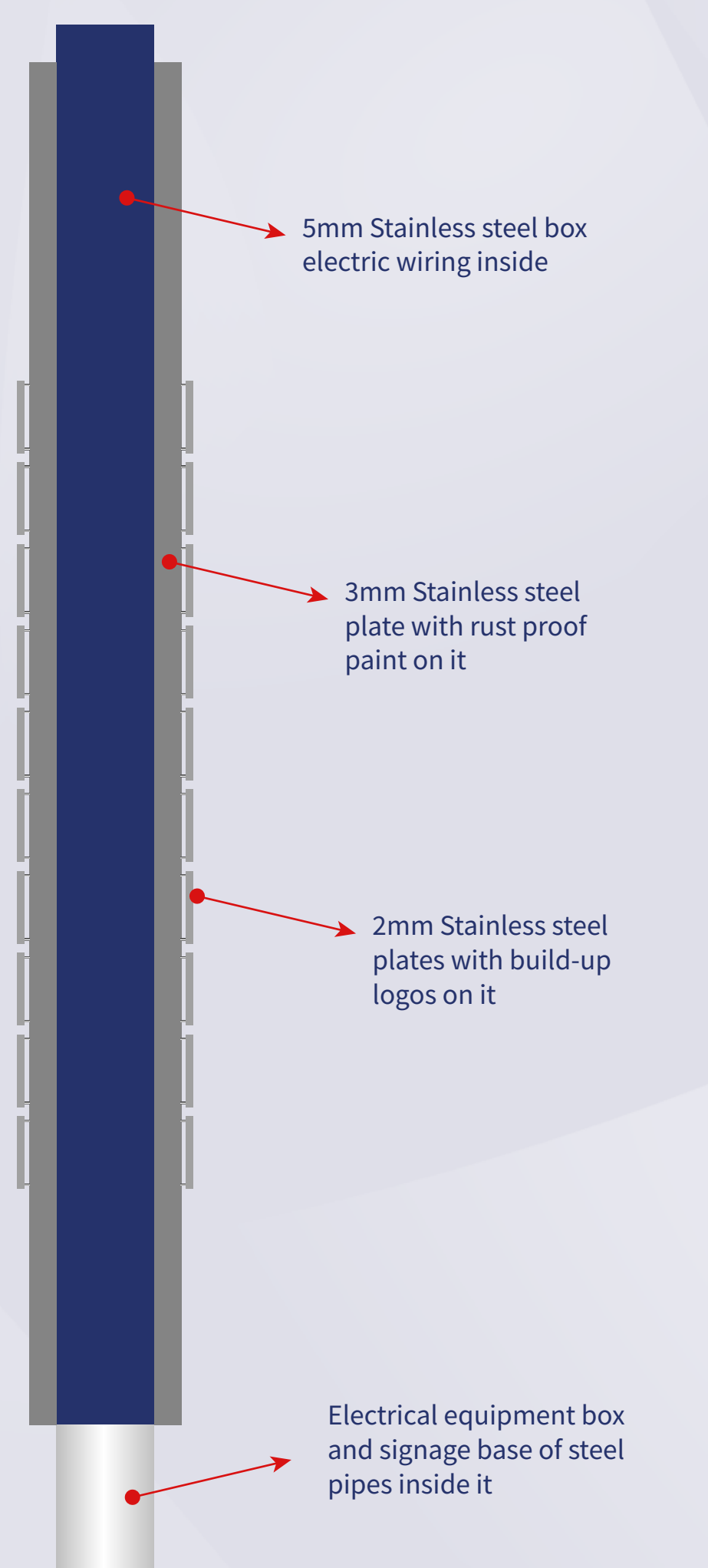
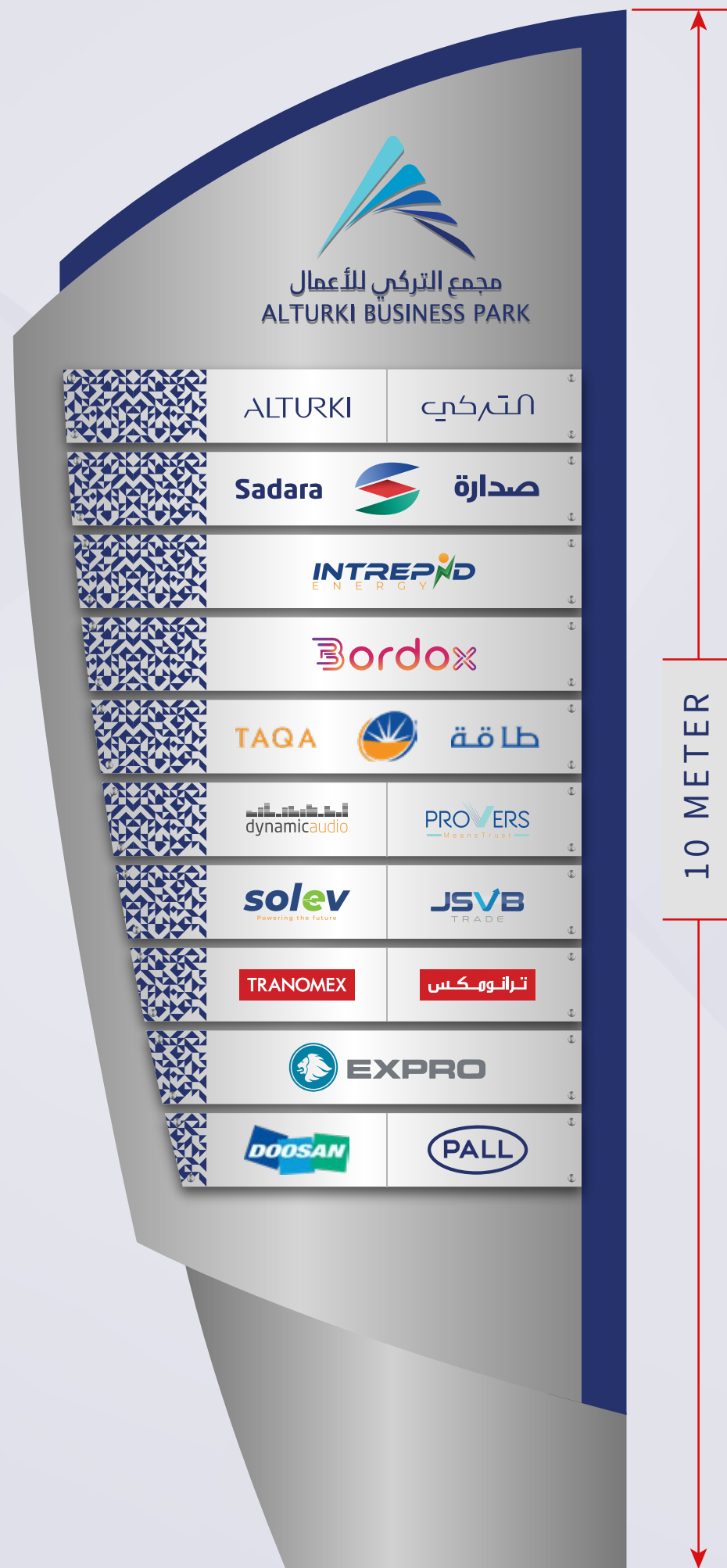
Lorem Ipsum Dolor sit amet is dummy
text used for printing industry to be able
to replace later



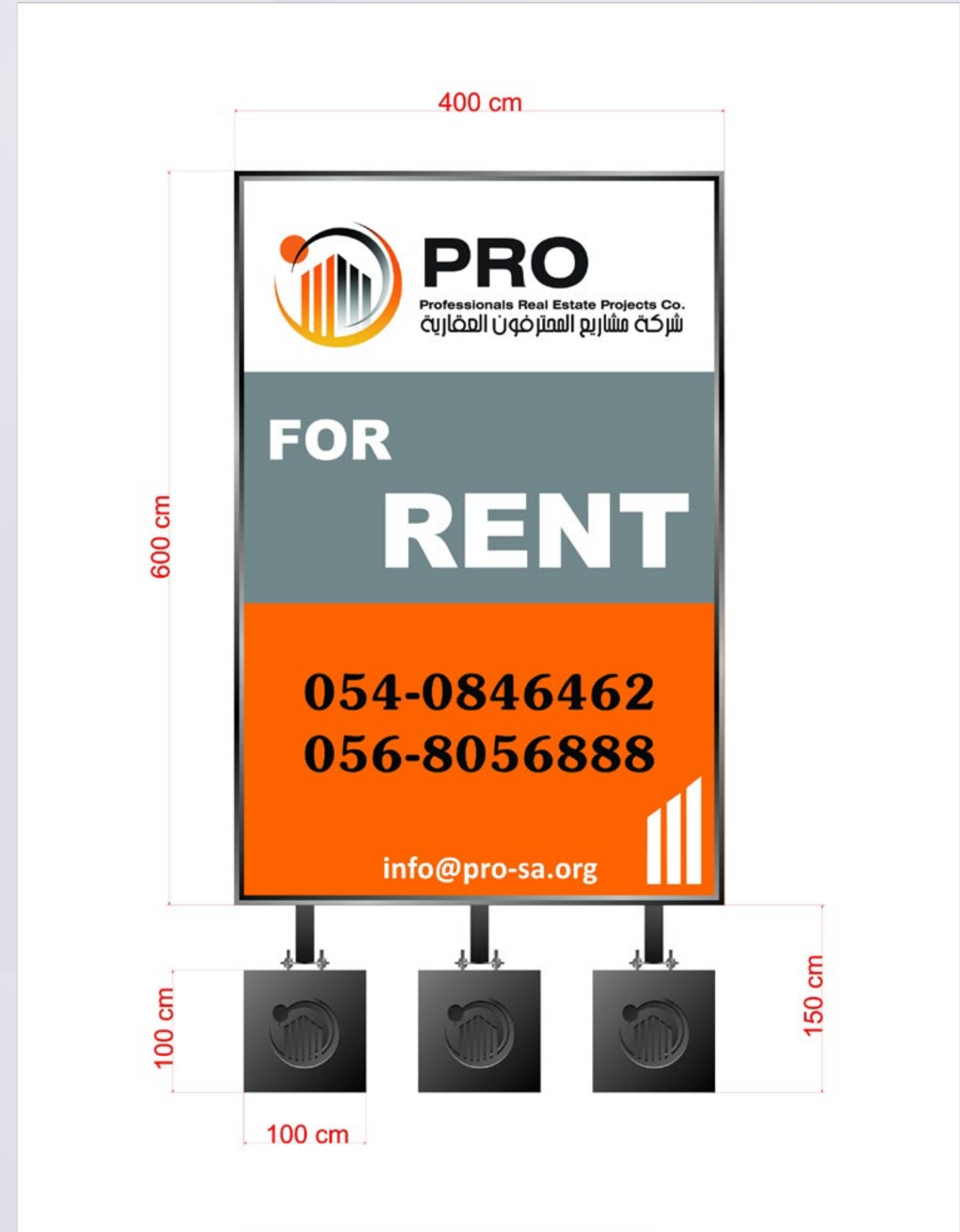
06 SIGNAGE SYSTEM

I begin by understanding your signage objectives, whether it's for wayfinding, branding, or informational purposes. I analyze the environment to determine the optimal placement and visibility of the signs. Through a collaborative approach, I create design concepts that align with your brand identity and seamlessly integrate with the surrounding architecture. I pay careful attention to typography, color selection, and legibility to ensure that the signs effectively communicate their intended messages. With your feedback, I refine the designs and provide comprehensive mock-ups for your approval. My goal is to deliver signage designs that not only guide and inform but also elevate the aesthetic appeal of the space, making a positive impact on your visitors.

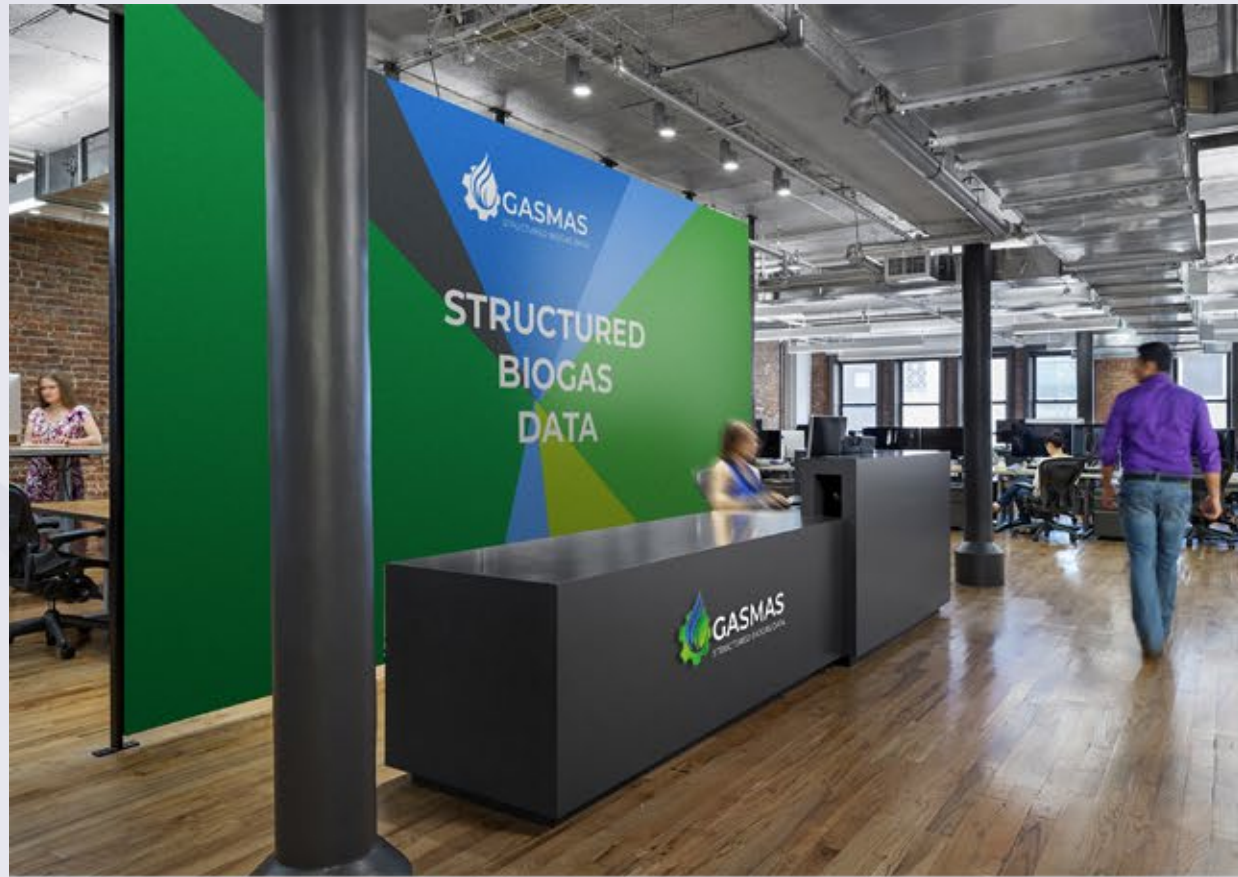
















Contact me

Phone: +92 300 4498482

Email: info@asghararts.com

Address: Office 124-B,
3 marla scheme, Jahania 58200,
Punjab, Pakistan.



www.asghararts.com