



SELECTED WORKS **2024**

PORT FOL IO

GRAPHIC DESIGN × BRAND IDENTITY

**ELTON
KULLA**

This booklet offers a glimpse into a selection of my works for 2024. Specializing in everything from minimalist logo designs to defining brand aesthetics, and extending to the creative realms of packaging and asset design, this portfolio aims to encapsulate the essence of my graphic design style.

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**SIMPLE CAN BE HARDER
THAN COMPLEX**

-STEVE JOBS

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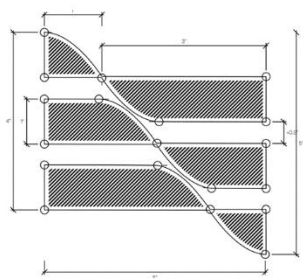
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01

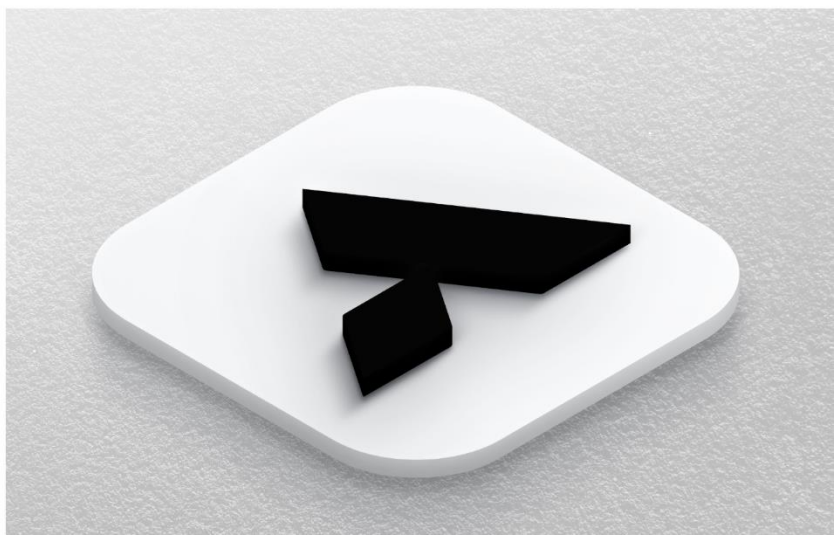
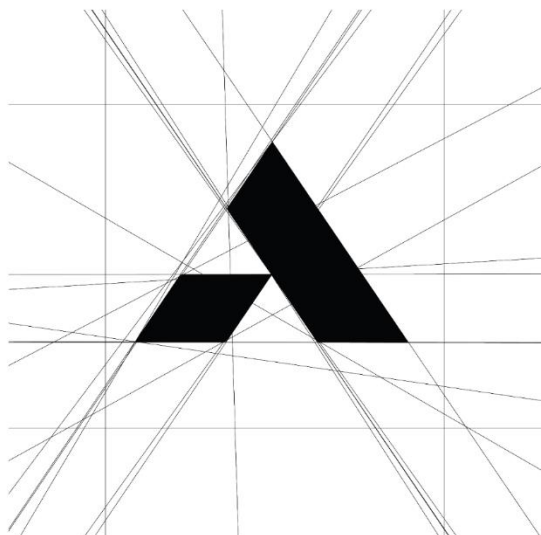
Albus

Logo + Brand Identity

Client Description - *An internet-based startup located in Tirana, Albania, offering specific filtered searches for visitors looking for home-related services, making it easier to connect with providers thanks to a large & frequently-updated database.*

Client Request - *Fresh, modern & easily-recognizable logo that can be effortlessly used online, on merchandise & different advertising assets.*

Result - *Minimal and easily-recognizable logo that can be used as a Standalone isotype without the text in order to give the brand a unique look. Different variations offered but finalized on the black & white color scheme to encourage consistency with their website colors.*



02 Hapësirë

Logo + Brand Refresh

Client Description - *A small event-planning group that specializes in planning tech-related events, taking care of the intricate details to deliver a seamless and memorable experience for clients and their guests.*

Client Request - *Simplistic but modern-looking logo to replace the old, outdated-looking one.*

Result - *The word “Hapësirë” is an albanian word meaning “space” so the new logo was based around the meaning of that very word. The symbol itself conceptualizes a booth of an “internet-caffe” with the two walls and the monitor coming together in a monoline form to create the letter “H”.*



Krijojmë përvojë të paharrueshme përmes pamitimit dhe realizimit të eventeve për afide, nismatë ynë kanë të kthajmë vizionet në realitet, duke ju ofruar klientëve ngjarje të jashtëzakonshme që lënë impresione të gjata



03 Askat

Logo + Brand + Assets

Client Description - Based in Tirana, Albania, Askat specializes in delivering robust cybersecurity solutions designed to safeguard sensitive passenger data, prevent unauthorized access, and ensure the resilience of online ticket booking platforms..

Client Request - Design our brand and look to convey our mission for security and reliability.

Result - Designed to look minimalistic with two main ideas in mind. First, the symbol of an eagle, to convey safety, vision & leadership that the company holds as important part of their mission statement. Second, subtly communicating the aspect of technology, which is represented by the modern, matrix-style disrupted lines. Both those ideas blend effortlessly to form the logo. The primary color chosen is purposely black to convey strength and a sense of timelessness.



askat



Me qëllim të fuqizojmë eksplorimin global,
misioni ynë është të lidhim shumë me lehtësi
udhëtarët me botën duke ofruar një platformë
të besueshme për rezervimin e biletave ajrore.



04 Mente

Logo + Brand + Assets

Client Description - *An upcoming clothing shop in Tirana, Albania, striving to be the go-to destination for trendy and affordable fashion, offering a budget-friendly shopping experience without sacrificing your desire for the latest styles.*

Client Request - *Give our upcoming brand a fresh and modern look that would look good on any advertisement.*

Result - *Translated from Albanian, 'Mente', quite literally means "Mint", so everything about this brand was designed to stay true to its namesake. From the color green, to the isotype which is the combination of the symbol of a needle & leaves coming together to form a lowercase "M".*



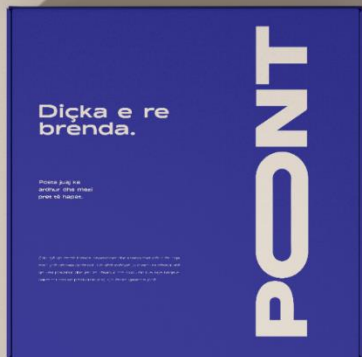
05 Pont

Logo + Brand Identity

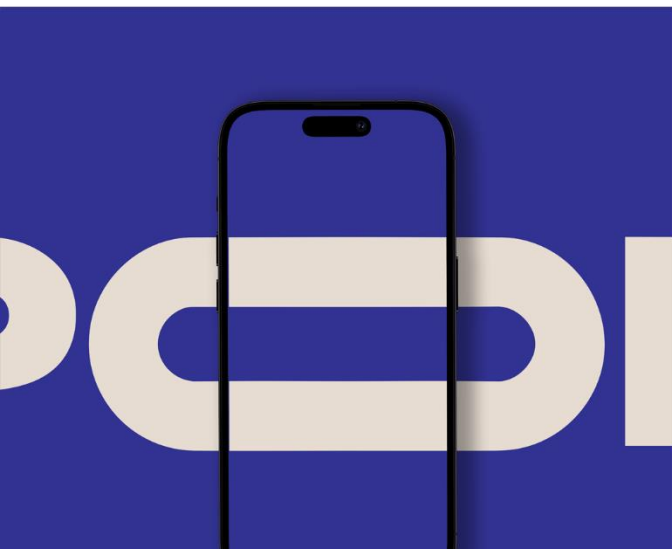
Client Description - Pont is a Tirana-situated shop creating and offering a curated selection of high-quality accessories that complement and enhance your electronic devices.

Client Request - Design the look for our store, where innovation meets style, with the perfect accessories to complement your electronic lifestyle.

Result - A brand design that reflects style and minimalism. After multiple variations the client decided on a stricity text-based logo where the letter "o" stretches out to the shape of a smartphone's charging port.



PONT



PONT

Funzioni: 2018 la società ha iniziato a lavorare per la promozione del proprio marchio e per la creazione di un marchio di riferimento nel settore della tecnologia. La società ha investito in marketing e in pubblicità per creare un'immagine di marca e per aumentare la visibilità del marchio.

06 Spatium

Logo + Brand + Assets

Client Description - *Spatium Kafe is designed to be the go-to place to enjoy a quiet moment in a cozy space adorned with subtle décor, making it an ideal retreat for those seeking a peaceful coffee experience.*

Client Request - *Our shop is named after the astronomical latin term "space". We need the brand look to reflect exactly that.*

Result - *A minimalist design kept in a primarily black color theme. The logo itself starts from an artistic drawing of the planet Neptune, tailored to look like the contorno of the top-view of a coffee mug.*



SPATIUM
KAFE



SPATIUM
KAFE





THANK YOU

GLAD YOU TOOK A LOOK



SCAN THE CODE
TO GET IN TOUCH OR JUST SAY HI

