

# **ANNA BELEVSKI**

# **PORTFOLIO**

**GRAPHIC DESIGN**

**CREATIVE DIRECTION**

**BRANDING**

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# THE ZOO AND THE JANE

DEVELOPMENT OF VISUAL IDENTITY, DIGITAL MARKETING MATERIALS, PRINT, VIDEO



BANNER DESIGNS FOR EVENTS

2021-2022

I JOINED THE TEAM OF THE ZOO AND THE JANE – TWO DOWNTOWN COPENHAGEN BARS-SLASH-CLUBS – TO HELP THEM WITH VISUAL AND GRAPHIC MATERIALS. ALTHOUGH UNDER THE SAME MANAGEMENT, THE TWO PLACES HAVE THEIR OWN SEPARATE IDENTITIES.

# THE ZOO

FOR THE ZOO, WE AIMED FOR A DARKER, NEON, SOMETIMES TROPICALS-INSPIRED LOOK WITH EACH DESIGN. FOR THE INDIVIDUAL EVENTS, I MIXED THIS WITH THE THEME OF THE EVENING, OR THE PERFORMING DJ'S OWN STYLE. THE FALL MENU MOSTLY CONSISTED OF TROPICAL VISUALS.



BANNER DESIGN FOR THE 'STREET AFTERPARTY' EVENT DURING DISTORTION  
2022



THE FALL MENU  
2021

# THE ZOO



BANNER DESIGN FOR THE 'HOPHIP'  
EVENT  
2021

# THE JANE

FOR THE JANE, THE VINTAGE INTERIOR OF THE BAR GAVE THE BASE LINE, BUT THEY WANTED TO SPICE IT UP WITH THE ATMOSPHERE OF 1970'S DISCO, AND THE COLOR PINK. THE GRAPHICS CREATED FOR THEM REFLECT A MIXTURE OF THESE ELEMENTS. THE MENU ESPECIALLY, WHERE I DECIDED TO USE THE DISCO BALL AS A MAIN MOTIF, WHILE KEEPING THE VINTAGE PROFILE.



BANNER DESIGN FOR THE 'FREDAGSBAR' EVENT

2022



THE FALL MENU

2021

# THE JANE



BANNER DESIGN FOR THE 'FESTIVAL WEEKEND' EVENT  
2022

# VINHANEN

EXPANSION OF VISUAL IDENTITY, MARKETING MATERIALS, PHOTOGRAPHY



STICKERS AND BOTTLE LABEL DESIGNS  
2023



IN THE BEGINNING OF 2023 I STARTED WORKING WITH VINHANEN, A COPENHAGEN-BASED WINE IMPORT COMPANY, FOCUSING ON THE SUSTAINABLE PRODUCTION, TRANSPORT, AND DISTRIBUTION OF NATURAL AND ORGANIC WINES FROM EUROPE. THEY ALREADY HAD A VISUAL IDENTITY, HAVING STARTED IN 2013, BUT ONLY NOW BEGAN TO AIM FOR A MORE CONCISE LOOK.

# VINHANEN

MY MAIN TASK WAS THE EXPANSION OF THIS VISUAL IDENTITY, WITH SPECIAL ATTENTION TO COMMUNICATING THE SUSTAINABLE AND ORGANIC ASPECT OF THE COMPANY. THE GRAPHICS CREATED FOR THEM WOULD BE IN EVERYDAY USE – FROM REUSABLE WINE BOTTLES, THROUGH GUERILLA-MARKETING STICKERS, TO TRANSPORT CARDBOARD BOXES. THEY ENCOURAGED ME TO HAVE FUN WITH WHAT I'M DOING, DON'T RESORT TO CONVENTIONAL SOLUTIONS, AND USE MY CREATIVITY FREELY. I GOT LUCKY BECAUSE THEY ALSO PROVIDED ME WITH GREAT IDEAS AND FEEDBACK, WHICH MAKES THE COLLABORATION SPECIAL TO MY HEART. IT'S ALWAYS A TREASURE TO WORK WITH CREATIVE, LIKE-MINDED PEOPLE.



DELIVERY BOX DESIGN  
2023

# VINHANEN



A CLOSER LOOK AT THE BOX  
2023



NEW PANT (REUSABLE) BOTTLE DESIGN MOCKUP  
2023

# VINHANEN



VINHANEN BAR 10TH BIRTHDAY BOTTLE LABELS  
2023



WINE KEG STICKERS  
2023



FRONT VIEW

# COPENHAGEN T-SHIRT

EXPLORING TYPOGRAPHY, PRINTING ON FABRIC

AT MY SCHOOL WE HAD A T-SHIRT PRINTER. EVER SINCE I LEARNED THIS, MY DREAM WAS TO DESIGN AND PRINT AS MANY T-SHIRTS AS POSSIBLE. I LOVE PRINTED TEES. THEN I FOUND THE TYPEFESSE TYPEFACE ON VELVETYNE.COM AND I INSTANTLY KNEW I HAVE TO USE IT FOR A T-SHIRT. EVIDENTLY, THE COPENHAGEN T-SHIRT WAS BORN, CONVEYING THE SPIRIT OF THE CITY AND THE DANES – SIMPLE BUT UNIQUE, PLAYFUL, FREE-SPIRITED. DON'T BE SURPRISED TO SEE HUNDREDS OF BUTTS AND BOOBS AT THE BEACH IN THE MIDDLE OF THE CITY IN THE SUMMER. IT'S A SAFE SPACE TO LET EVERYTHING OUT.



# HAKNI

(PERSONAL PROJECT)



(THE ACTUAL WINDOW EXHIBITION ENDED UP BEING AN ACRYLIC UV PAINTING )

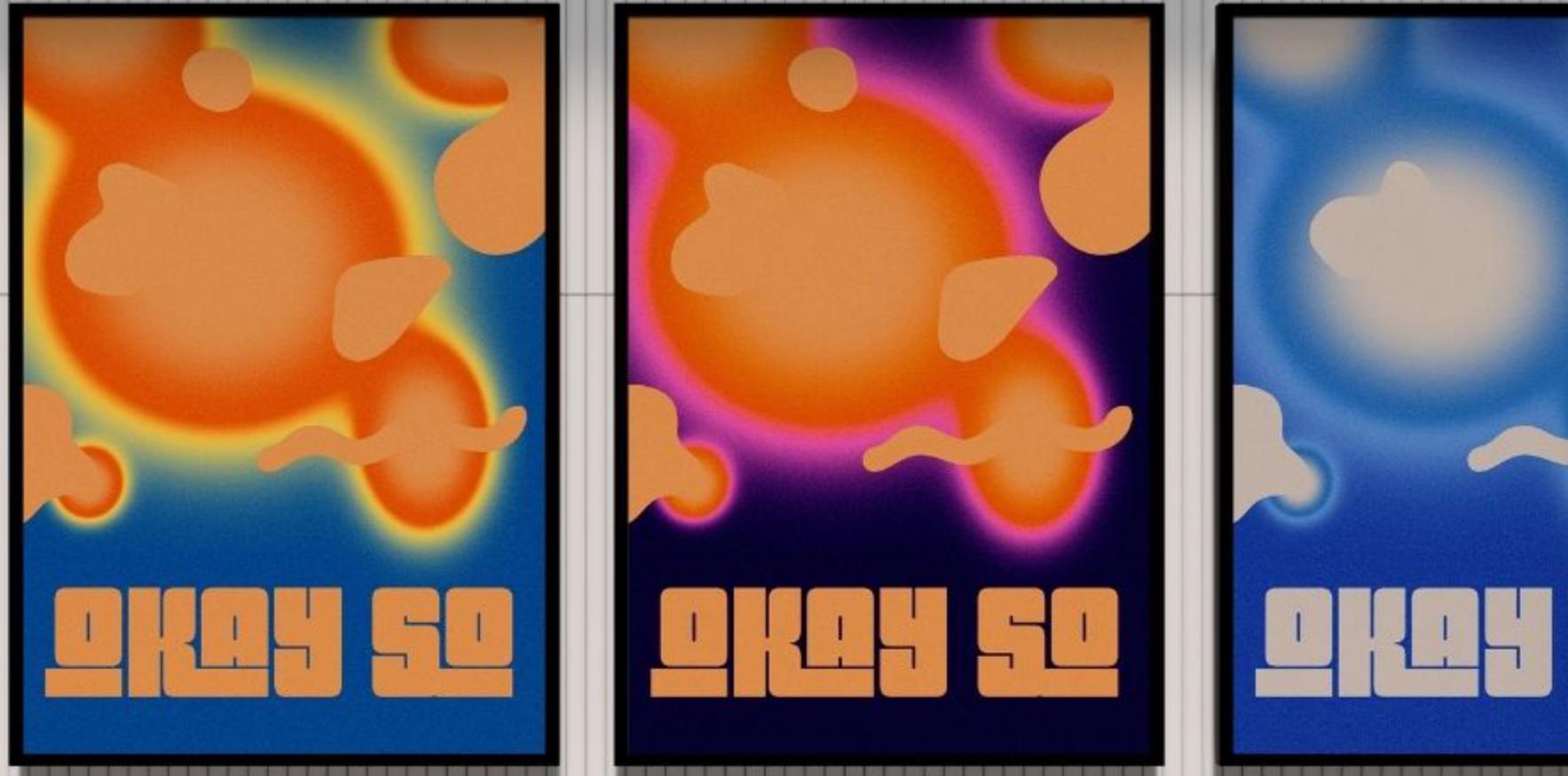
DESIGNS MADE TO PROMOTE  
AN EXHIBITION I HAD AT  
BAGGEN IN COPENHAGEN  
EARLY 2023.

# HAKNI



# OKAYSO MAGAZINE

(WORK IN PROGRESS)



THIS PERSONAL PROJECT STARTED OUT AS AN EXERCISE TO COME UP WITH A COVER DESIGN AND A VISUAL IDENTITY FOR A MAGAZINE. STIILL FRESH, SO RATHER THAN CREATING A MAGAZINE MOCKUP, I WANTED TO SEE HOW THEY'D LOOK AS ADVERTISEMENT POSTERS FOR THE FINAL PRODUCT.  
MORE VISUALS COMING SOON!

# OKAYSO MAGAZINE

