

VASILIS PAPAGEORGIOU

GRAPHIC DESIGN PORTFOLIO

A good design is not about what one likes or dislikes;
it's about what works.

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TWENTY TWO LOGO DESIGN
LOGO ANIMATION

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Dr TASIOS CHARACTER DEVELOPMENT
VIDEO DIRECTION
ANIMATION

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BODY HEALTH CENTER BROCHURE DESIGN

04

ATHENS REAL LIFE ILLUSTRATION DESIGN
POSTER CAMPAIGN

05

APALE COSMETICS BRANDING

selected work

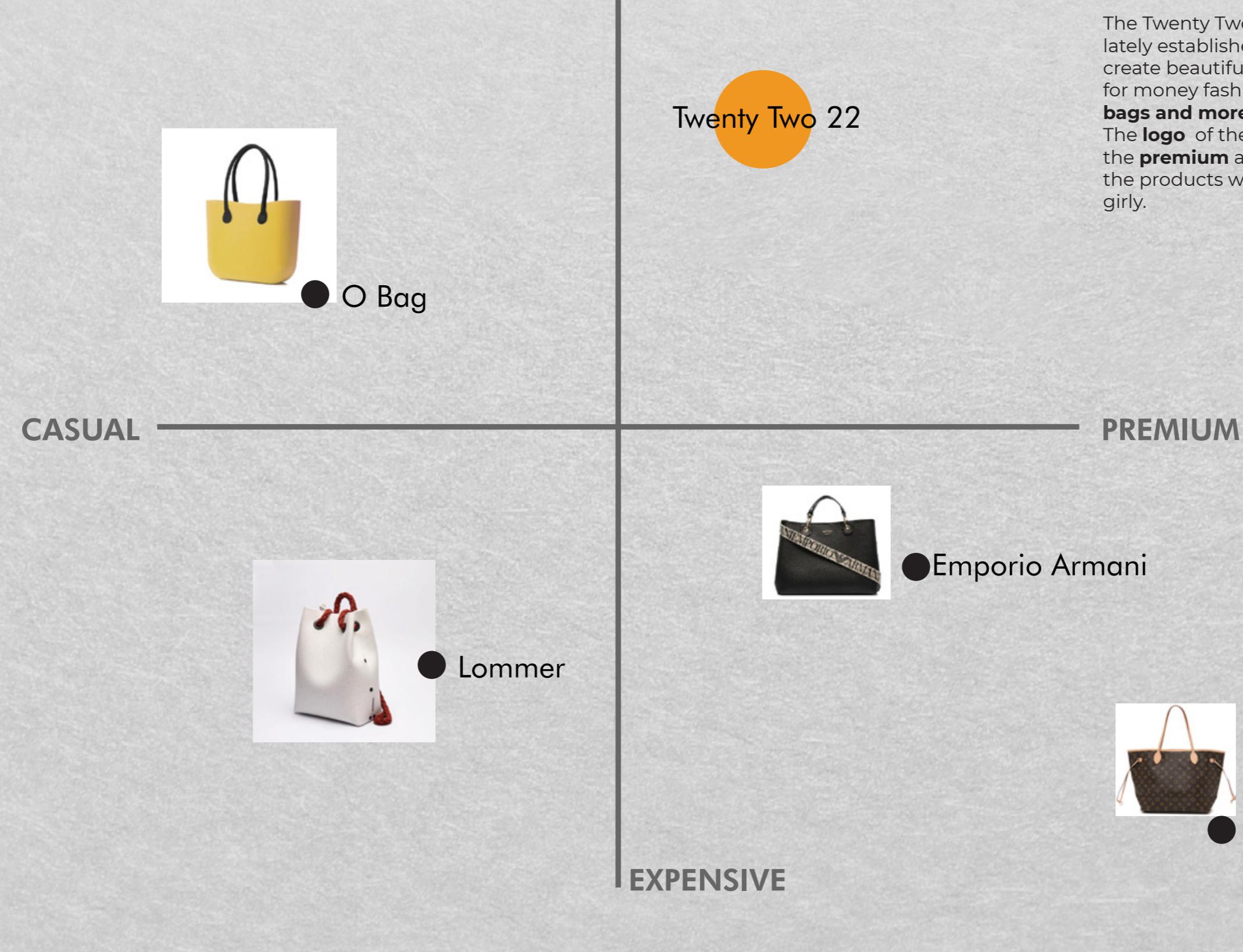


LOGO DESIGN
LOGO ANIMATION



TWENTYTWO

Market Position



Approach :

The logo adopts a **capsule shape** that **differentiates** the brand from the common shapes that have been regularly used. The **round shapes** and the **thin lines** give the appropriate **elegance** to the form. The Saqorite typeface has been modified to integrate the font with the logo.



Inspiration : Capsule shape outline, as a way to differentiate from existing logos



Client : Twenty Two

Business Nature : Hand Bags and Fashion Items
Year : 2022

Process :

Hand Sketching
Procreate
Adobe Illustrator
Adobe Photoshop
Adobe After Effects

Click below for Animated Logo





CHARACTER DEVELOPMENT
VIDEO DIRECTION
ANIMATION

Objective :

The objective of this project was to create a **promotion video** for the **social media**, explaining to the viewers the **PRP therapy** that works as a cure for inflammation. The video should be **easily understood** and the therapy procedure should appeal **friendly to the viewers**.



Approach :

The design style incorporates **flat colours** with **bright tones** that appeal **friendly** to the viewers. The **medical equipment** has been illustrated significantly **simplified** and the therapy has been broken down to **simple steps** in order to enhance the feeling of simplicity and **safety** of the procedure for the potential patients.

Client : Dr Tasios

Business Nature : Orthopedic Surgeon
Year : 2022

Process :
Hand Sketching
Procreate
Adobe Illustrator
Adobe After Effects

Procreate Sketches





BROCHURE DESIGN



Approach :

The new design replaces the old square-cross layout format that was repeating in every page of the brochure. Now, each page has a **unique layout**, bringing a small positive surprise to the viewer. The new design style incorporates **light** and **fresh colours** combined with **round shaped corners** for the pictures and a repeatedly changing font style, between bold regular and italic.

The new design presents a more **dynamic** and **modern approach**, **engaging the interest of the viewer**.



Objective :

To create a **modern** and **visually appealing brochure** for the services provided by Body Health Center. The new design will replace the old and static layout.



Client : Body Health Center

Business Nature : Chiropractic Clinic - Physiotherapy
Year : 2021

Process :
Hand Sketching
Adobe Illustrator



ILLUSTRATION DESIGN
POSTER CAMPAIGN



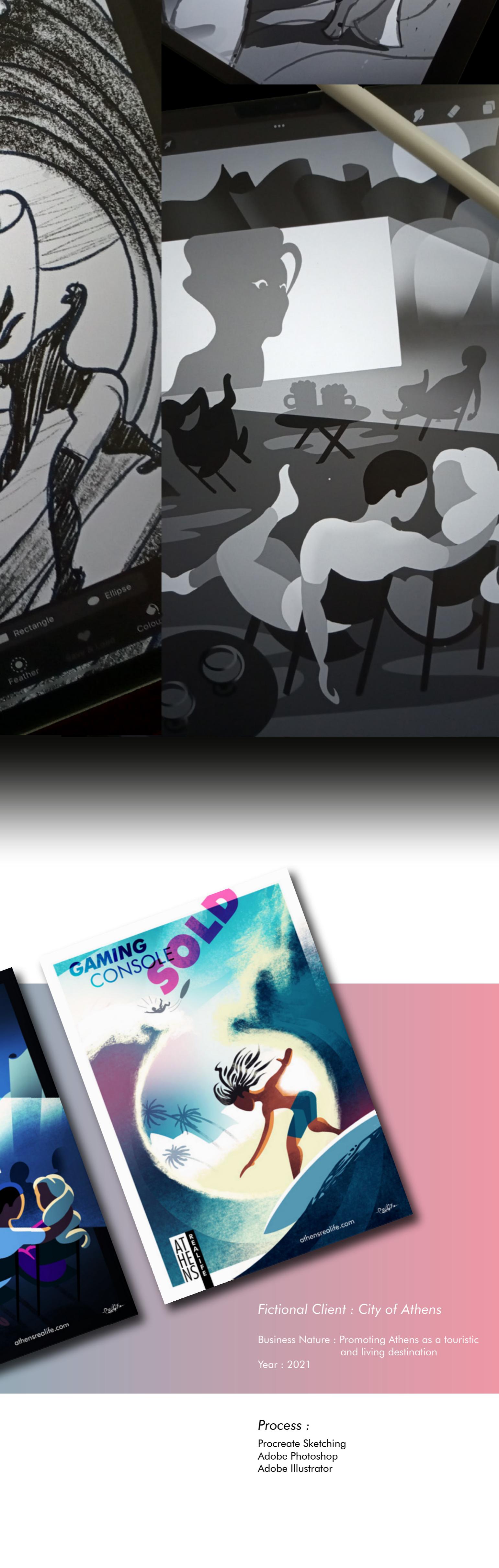
Objective :
The objective of this fictional project was to elaborate a creative image campaign for Athens.
The campaign includes three different motifs and three relevant slogans.
The special characteristics of the place should be highlighted, capturing what is special about Athens both visually and linguistically. It should be clear why this city is unique and why it is well worth living there.



The three illustrations of this campaign present the great environment that Athens provides to people that want to experience a real life, despite their digital habits.

People in Athens can enjoy the sunshine for 250 days a year, hundreds of bars and plenty of options for nightlife. At the same time, 60 kilometres of coastline provide a great variety of water sport activities.

Therefore, the pictures communicate a warm feeling to the viewers, calling them to set free from their extreme technological dependence and experience the thrill of real life.



Fictional Client : City of Athens
Business Nature : Promoting Athens as a touristic and living destination
Year : 2021

Process :
Procreate Sketching
Adobe Photoshop
Adobe Illustrator





Objective :

The aim of this assignment was to devise a **corporate design** for a fictitious **cosmetics company**. Specifically, the task was to create a basic framework ranging from the **company name** to the **logo**, including a range of **products and packaging**.



Custom Typeface

Amatic SC

Approach :

The word **Apale** comes from a local Greek dialect, Tsakonian and means **softness**. The main aim of the Apale Cosmetics branding is to make people remember or think about their next **holidays**. This is when most of us feel **beautiful** and **relaxed**. Therefore, **corals** and **summer colours** were used as basic elements during the design procedure.

The **coral-style** initial of the logo is also used at the rest of the products or the advertising material, creating a **strong brand identity**.

In conclusion, the design fulfills the brand's **promise** of helping people become more beautiful.



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Fictional Client : Cosmetics Company

Business Nature : Natural Cosmetics

Year : 2021

Process :

Hand Sketching
Procreate
Adobe Photoshop
Adobe Illustrator

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Thank you