
PDF Portfolio
[2025]

System-Focused
Graphic Designer.



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Information

Petros is a Melbourne (Naarm) based designer specialising in brand identities and cohesive visual systems. Each project is tailored to client needs, delivering purposeful and adaptable outcomes for both new and established brands.

Projects span diverse industries, adapting to the unique contexts and stories of each project. Grounded in clarity and intention, the process focuses on connecting ideas with audiences in ways that are meaningful, authentic, and lasting.

Services

Brand Identity
Art Direction
Print + Publication
Digital Design
Web Design
Motion Design

Experience

Zoom Recruitment
Graphic Designer +
Social Media Coordinator
Jul 2024 - Present

Junior Graphic Designer
Aug 2023 - Jul 2024

Stream Insights
Social Media Designer
Aug 2023 - Present

Independent Practice
Freelance Design
Jan 2020 - Present

Noncore

Coles Group
Retail Assistant
Dec 2021 - Dec 2023

StarTrack
Pick Packer
Dec 2021 - Dec 2023

Education

RMIT University
Bachelor of Design
Comm Design
Feb 2022 - Oct 2024

Certificate of Content +
Social Media Marketing
Aug 2023 - Dec 2023

Ivanhoe Grammar School
Year 12 VCE
Feb 2021 - Nov 2021

See More

To experience the full folio, including motion, video, interactive prototypes, and live components, visit our site.

Acknowledgement of Country

We acknowledge the unceded lands of the Traditional Custodians where we create, and pay our respects to Aboriginal and Torres Strait Islander peoples and Elders past, present, and emerging.

Details

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ABN 70 490 379 787

Australian Urban Design Research Centre Proposed Rebrand [2025]

The Australian Urban Design Research Centre (AUDRC) is a nonprofit dedicated to shaping sustainable, liveable, and inclusive urban environments in Western Australia through research, education, and public engagement.

Distilling its identity to the essentials, the rebrand reimagined a future-focused approach, using modular systems, custom typography, and progressive forms to create a flexible visual language that reflects adaptability, sustainability, and the organisation's mission.

Location

Perth-Boorloo [AUS]

Sector

Education
Urban Planning

Service

Brand Identity
Print Design
Merchandising
Wayfinding
Digital Suite

Australian Urban Design Research Centre

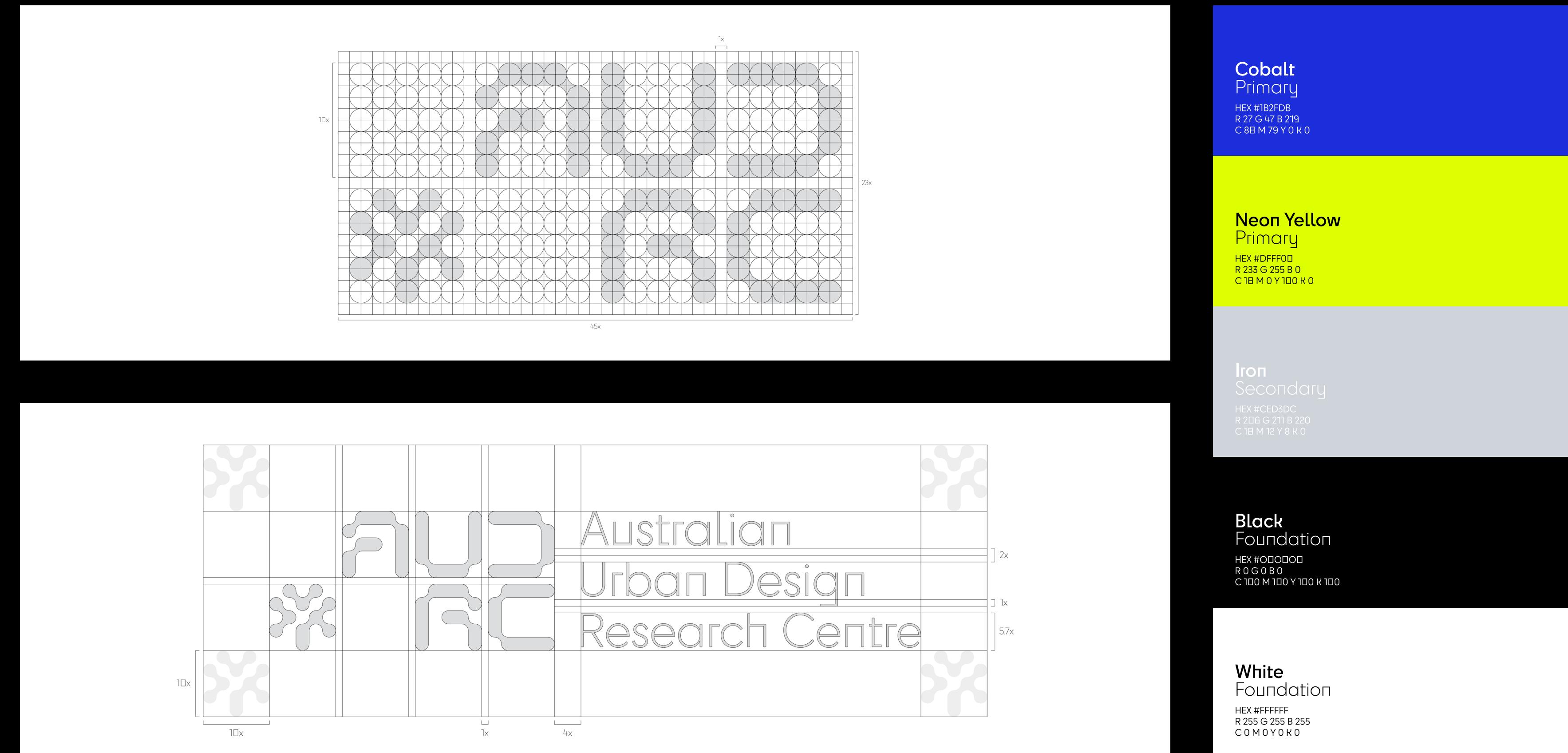
Brand Identity

Logo Gridwork + Clearspace

The Wordmark and Icon characters are built in a 10x10 square grid with a 5x5 circular overlay, separated by 1x gaps. All five characters derive from two rotated silhouettes, emphasising efficiency, adaptability, and cohesion. Designed for multiple orientations, the logo maintains clarity and recognition across digital, print, and environmental applications.

Colour Palette

Cobalt Blue, Neon Yellow, and Iron create a bold, future focused identity, while Black and White add balance. The palette conveys vibrancy and professionalism, reinforcing AUDRC's innovative yet credible positioning.

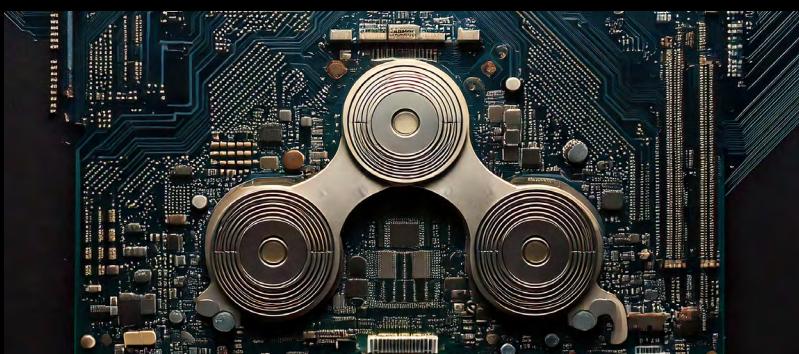
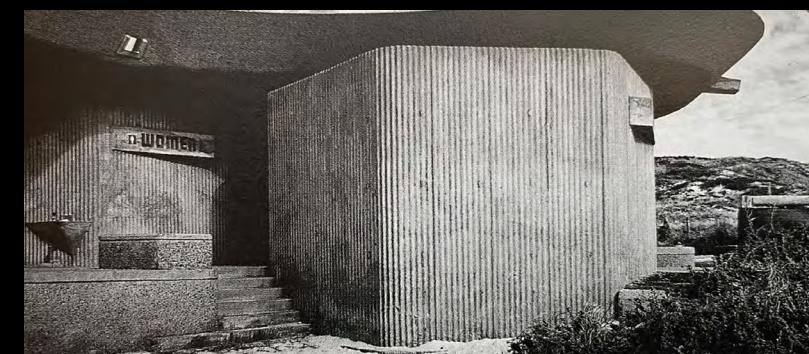
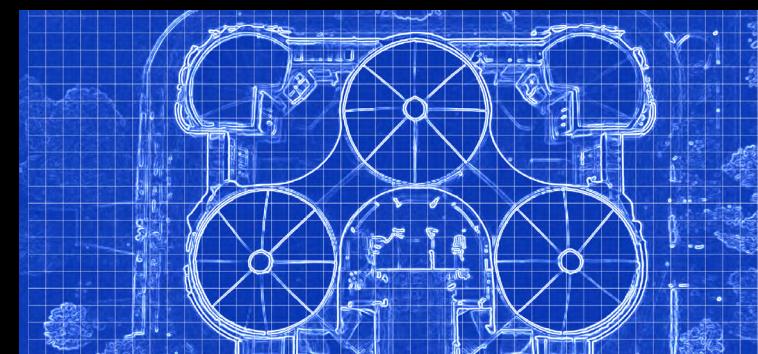
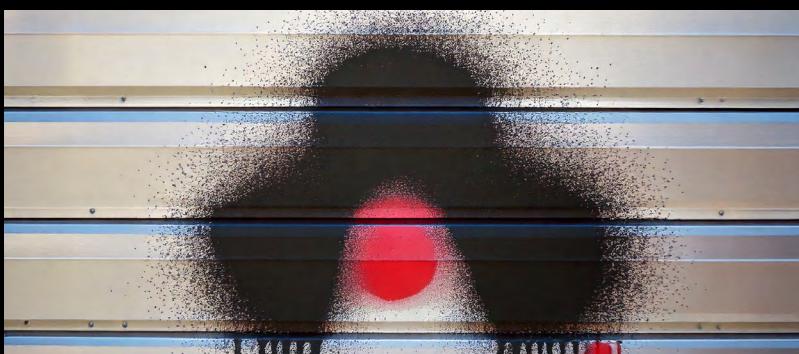
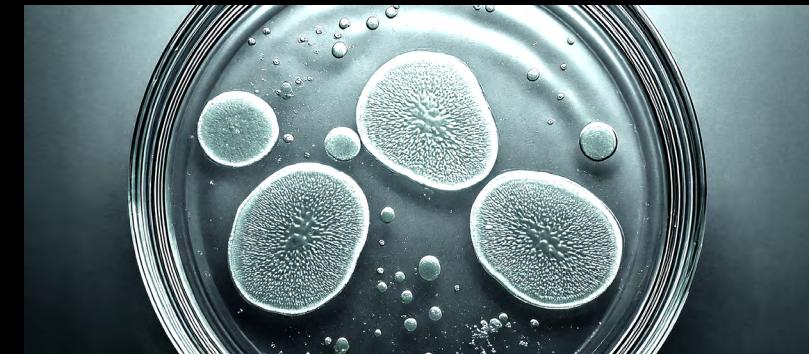
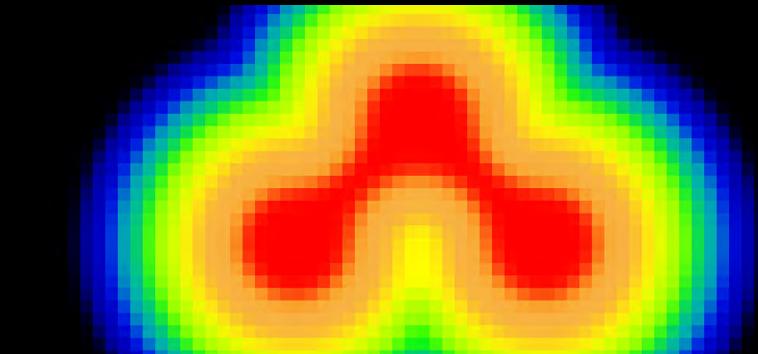
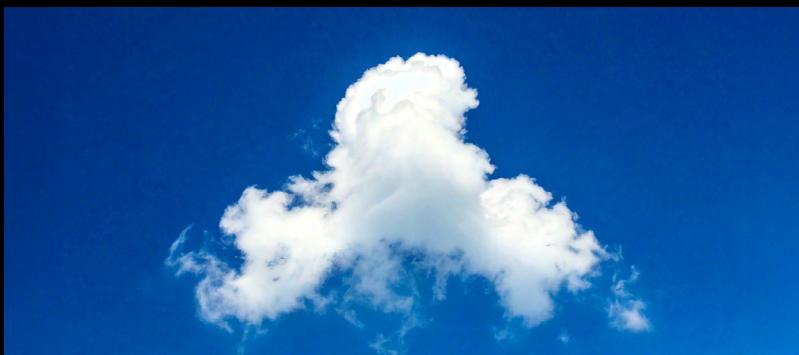


Australian Urban Design Research Centre

Brand Identity

Brand Imagery

Brand imagery focuses on real environments, human interaction, and the raw textures of urban spaces, grounded in authenticity and reinforcing its role in shaping adaptable, sustainable urban futures.



Australian Urban Design Research Centre

Brand Identity

Typography

Beyond the custom wordmark, Cy in varying weights is used for expressive headings, paired with Sofia Pro for body copy to ensure clarity, personality, and readability across all media.

<p>Sofia Pro Body Copy</p> <h3>Extra-Light</h3>	<p>AaBbCcDdEeFfGgHh IijjKkLlMmNnOoPpQq RrSsTtUuVvWwXxYyZz 012345679@!?&</p>	<p>Cy Vanity - Rounded</p> <h3>Light</h3>	<p>AaBbCcDdEeFfGgHh IijjKkLlMmNnOoPpQq RrSsTtUuVvWwXxYyZz 0123456789@!?&</p>	<p>Cy Vanity - Geometric</p> <h3>Light</h3>	<p>AaBbCcDdEeFfGgHh IijjKkLlMmNnOoPpQq RrSsTtUuVvWwXxYyZz 0123456789@!?&</p>
<p>Sofia Pro Body Copy</p> <h3>Light</h3>	<p>AaBbCcDdEeFfGgHh IijjKkLlMmNnOoPpQq RrSsTtUuVvWwXxYyZz 012345679@!?&</p>	<p>Cy Vanity - Rounded</p> <h3>Semi-Light</h3>	<p>AaBbCcDdEeFfGgHh IijjKkLlMmNnOoPpQq RrSsTtUuVvWwXxYyZz 0123456789@!?&</p>	<p>Cy Vanity - Geometric</p> <h3>Semi-Light</h3>	<p>AaBbCcDdEeFfGgHh IijjKkLlMmNnOoPpQq RrSsTtUuVvWwXxYyZz 0123456789@!?&</p>
<p>Sofia Pro Body Copy</p> <h3>Regular</h3>	<p>AaBbCcDdEeFfGgHh IijjKkLlMmNnOoPpQq RrSsTtUuVvWwXxYyZz 012345679@!?&</p>	<p>Cy Vanity - Rounded</p> <h3>Regular</h3>	<p>AaBbCcDdEeFfGgHh IijjKkLlMmNnOoPpQq RrSsTtUuVvWwXxYyZz 0123456789@!?&</p>	<p>Cy Vanity - Geometric</p> <h3>Regular</h3>	<p>AaBbCcDdEeFfGgHh IijjKkLlMmNnOoPpQq RrSsTtUuVvWwXxYyZz 0123456789@!?&</p>
<p>Sofia Pro Body Copy</p> <h3>Semi-Bold</h3>	<p>AaBbCcDdEeFfGgHh IijjKkLlMmNnOoPpQq RrSsTtUuVvWwXxYyZz 012345679@!?&</p>	<p>Cy Vanity - Rounded</p> <h3>Semi-Bold</h3>	<p>AaBbCcDdEeFfGgHh IijjKkLlMmNnOoPpQq RrSsTtUuVvWwXxYyZz 0123456789@!?&</p>	<p>Cy Vanity - Geometric</p> <h3>Semi-Bold</h3>	<p>AaBbCcDdEeFfGgHh IijjKkLlMmNnOoPpQq RrSsTtUuVvWwXxYyZz 0123456789@!?&</p>

Australian Urban Design Research Centre

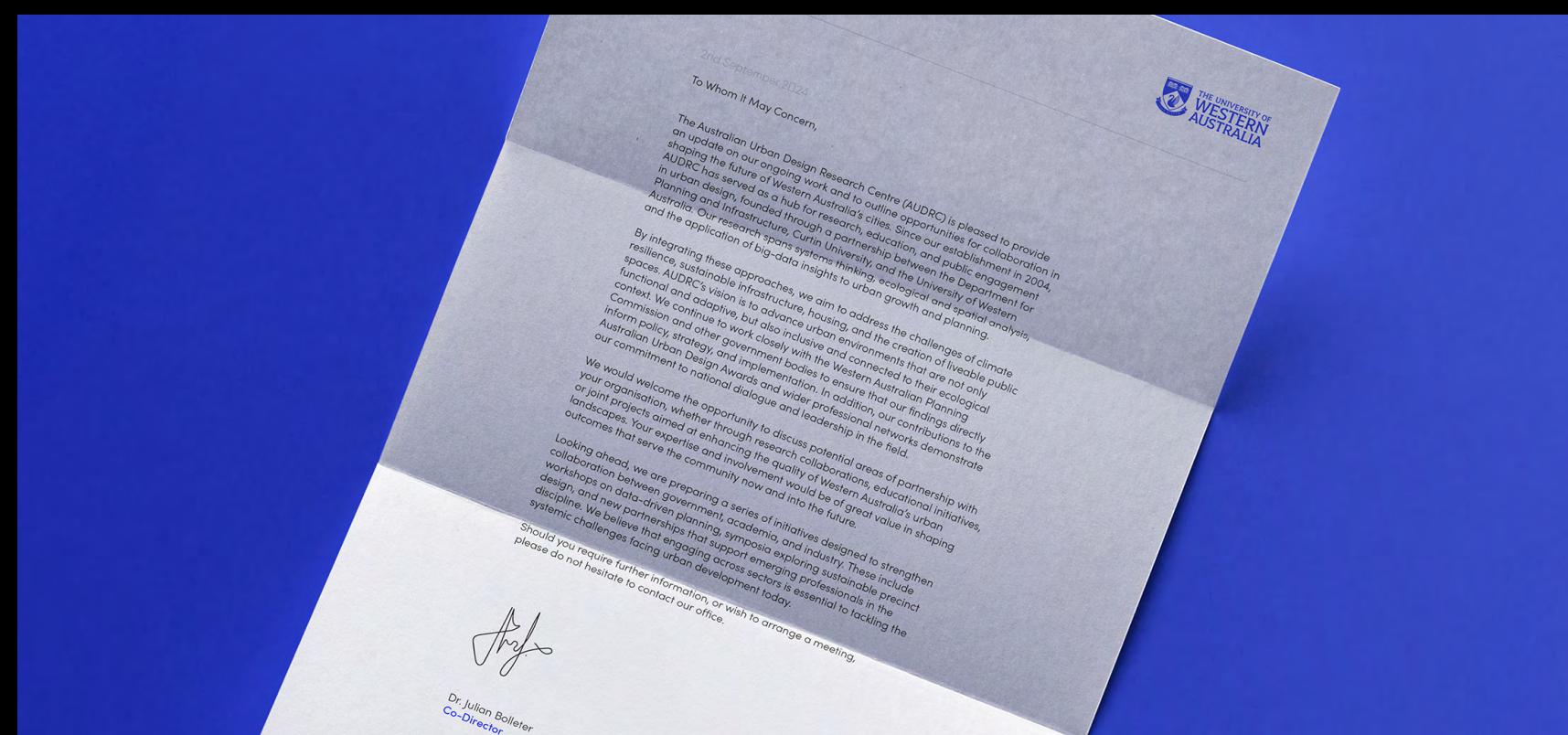
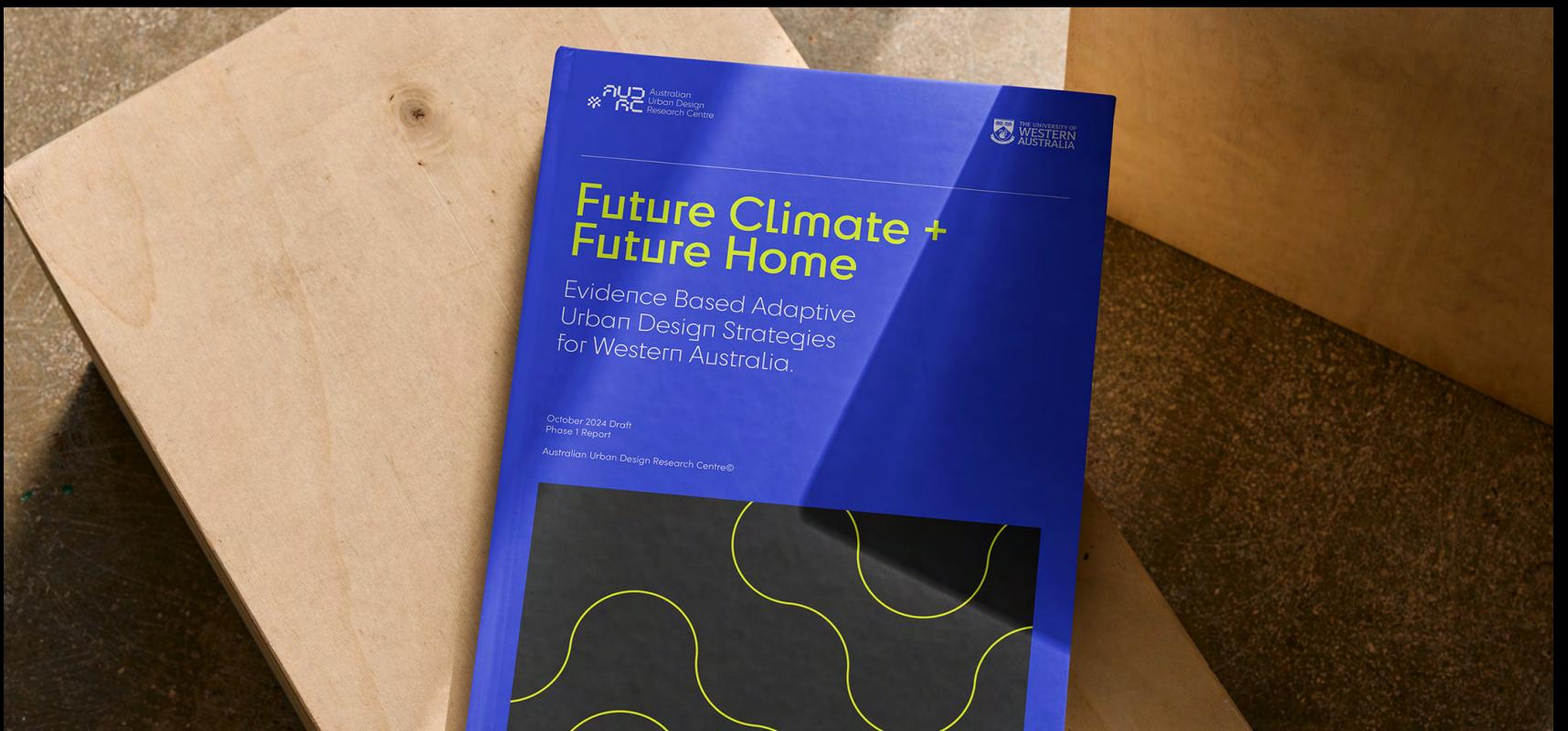
Print Design

Grid System

The system is built within a modular A4 grid (210 x 297 mm) of five columns and seven rows with 10 mm gutters and 15 mm margins all around. This flexible yet disciplined framework adapts to varied content and scales to other standard page sizes, ensuring cohesion across all standard print mediums.

Concepts

AUDRC print media applies a consistent modular framework across formats, reinforcing brand identity while adapting to diverse needs. From diaries and calendars to posters, publications, and correspondence, each layout uses core visual elements with flexible composition, ensuring outputs that are functional, promotional, or formal remain recognisable.



Australian Urban Design Research Centre Merchandising

Merchandise + Experiential Design

This collection highlights the versatility of the AUDRC identity across merchandise, print, and experiential applications. Everyday items such as tote bags, stickers, T-shirts, and business cards demonstrate its adaptability at a small scale. Large-format banners extend the brand's visual language into public spaces, ensuring consistency across both functional products and immersive experiences.

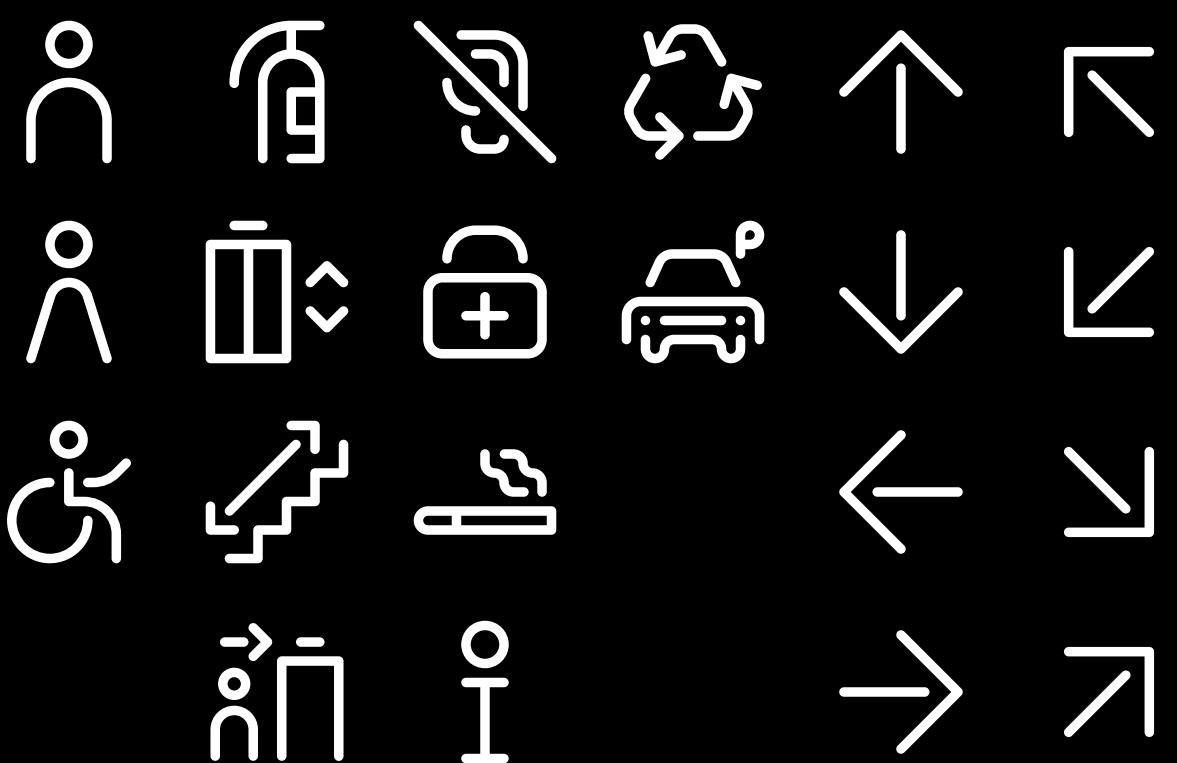
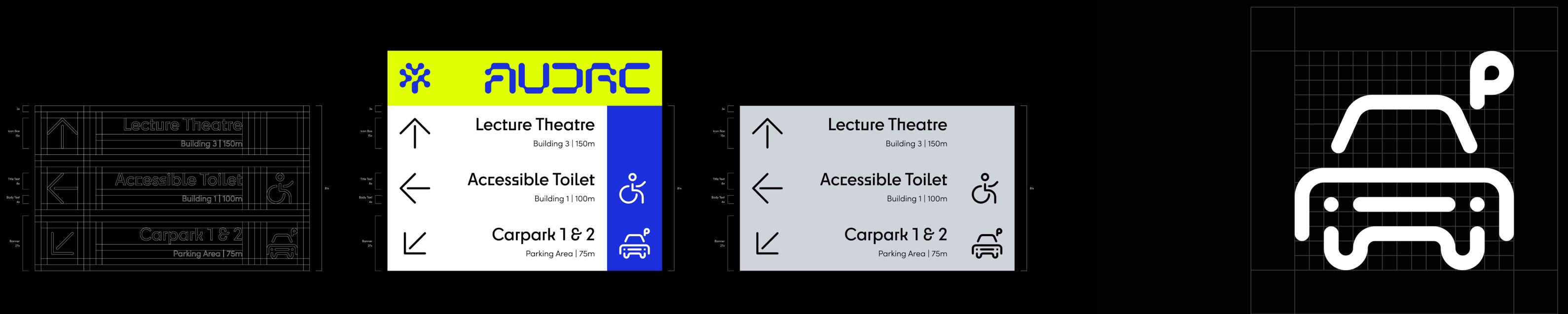


Australian Urban Design Research Centre

Wayfinding

Iconography

The AUDRC wayfinding system utilises a tailored selection of custom icons framed within a 15 x 15 grid, designed in a round edged stroke style for scalability, clarity and approachability.

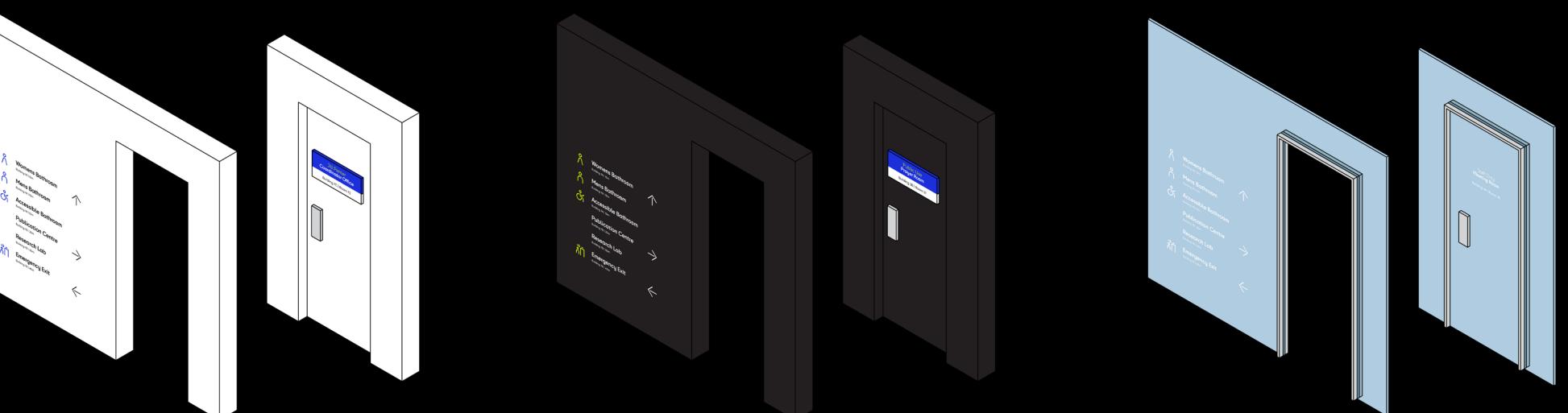
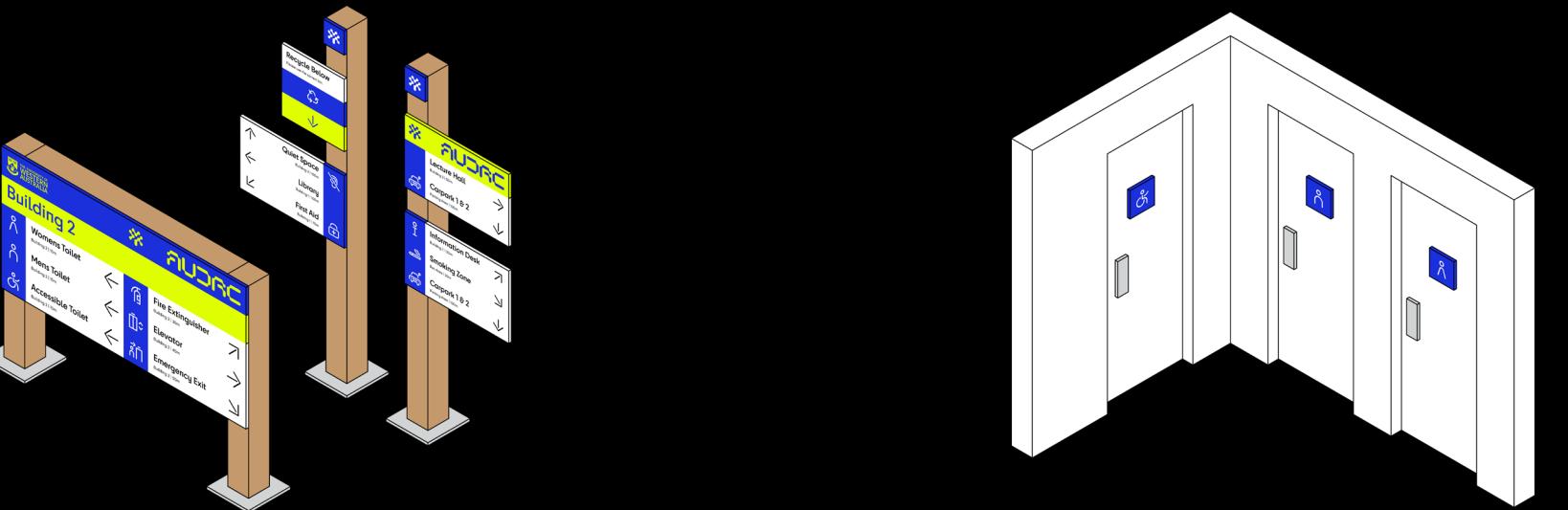


Australian Urban Design Research Centre

Wayfinding

Indoor + Outdoor Signage

Large-scale icons and directional arrows are positioned on either side of signage to intuitively guide navigation. Paired with brand typography across light, dark, and glass surfaces, a grid system ensures consistent sizing and spacing, while isometric samples demonstrate scale within physical environments.



Australian Urban Design Research Centre Digital Suite

Social Media Presence

The Instagram concepts demonstrate how the brand can present itself online through varied applications. By maximising the use of colour, typography, imagery, and logo variations, it showcases effective and cohesive digital brand communication.

App Icon + Favicon

The App Icon and Favicon showcase a strong and scalable design that retains legibility at small sizes and adapts seamlessly across all colours.

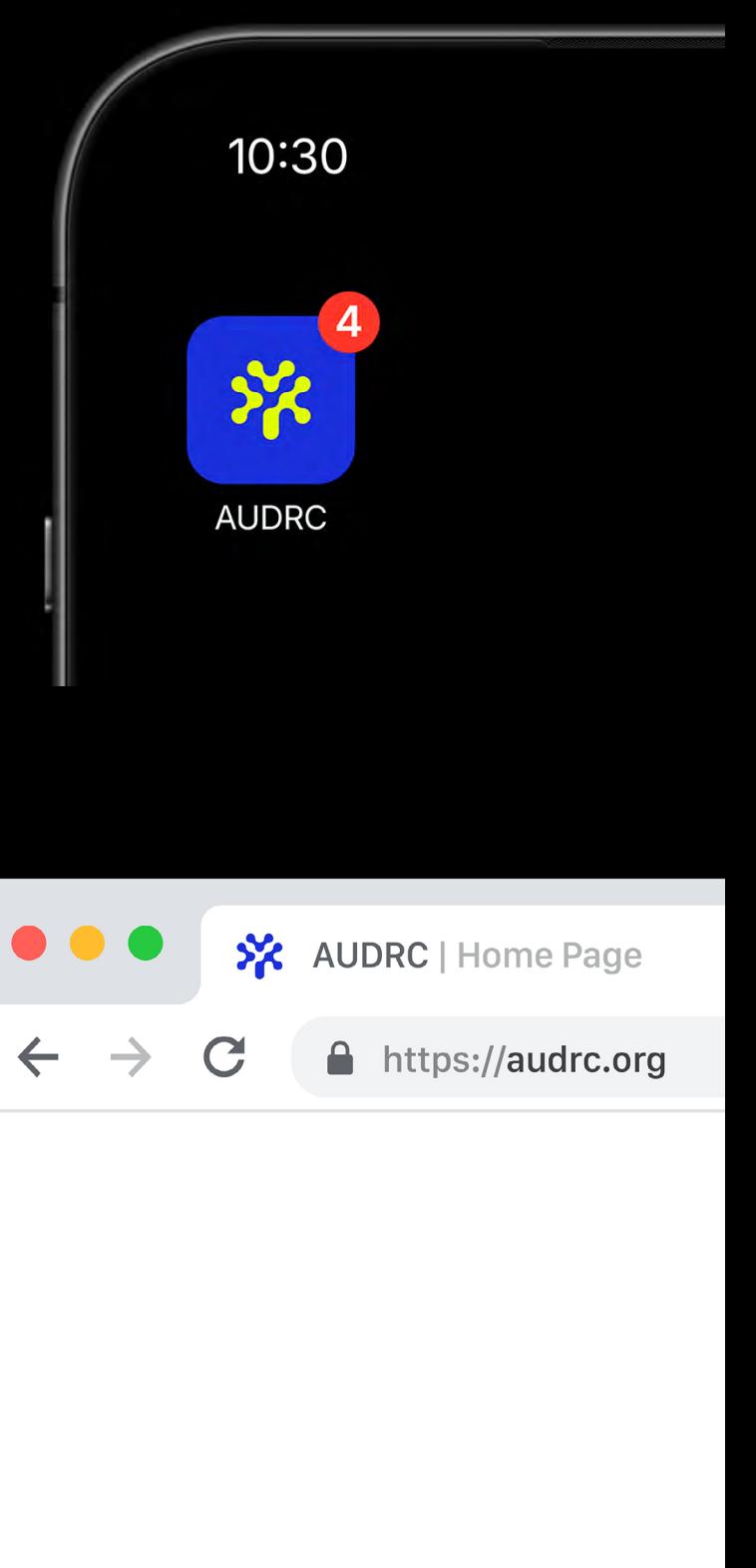
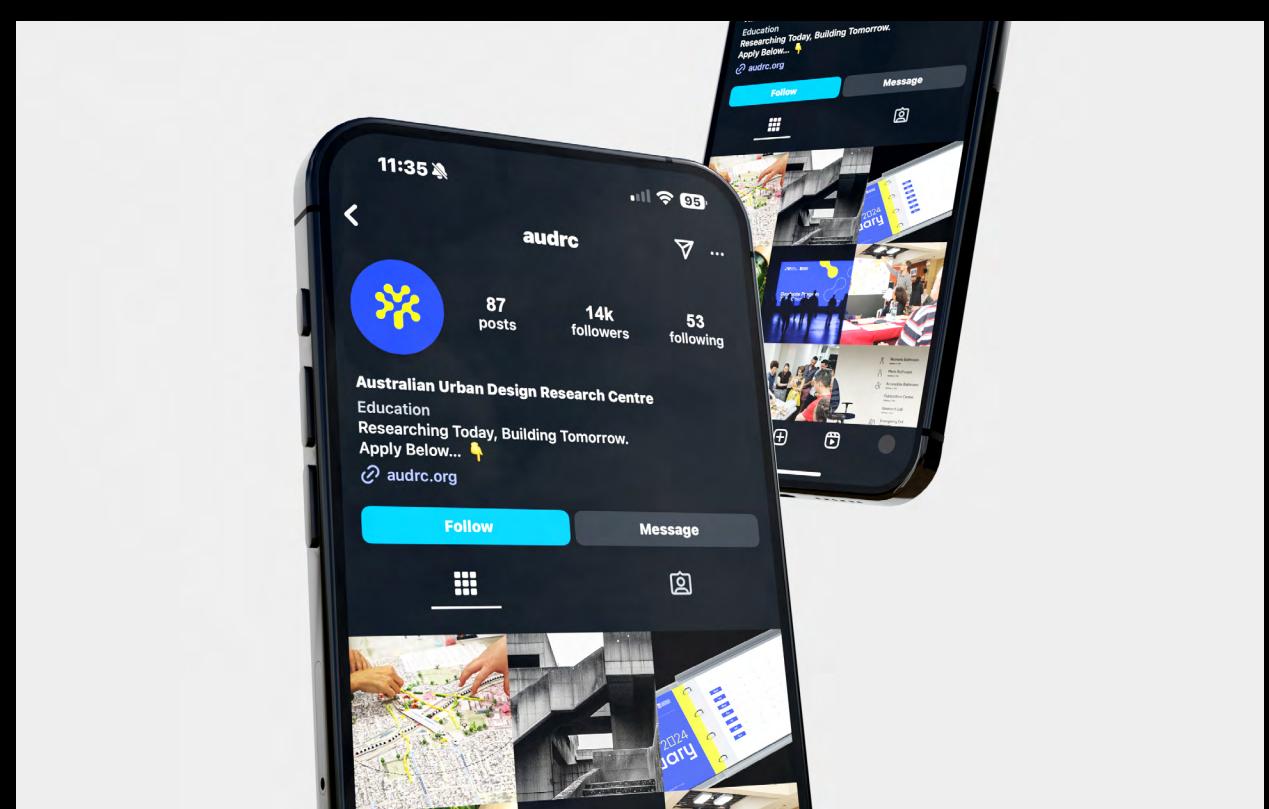
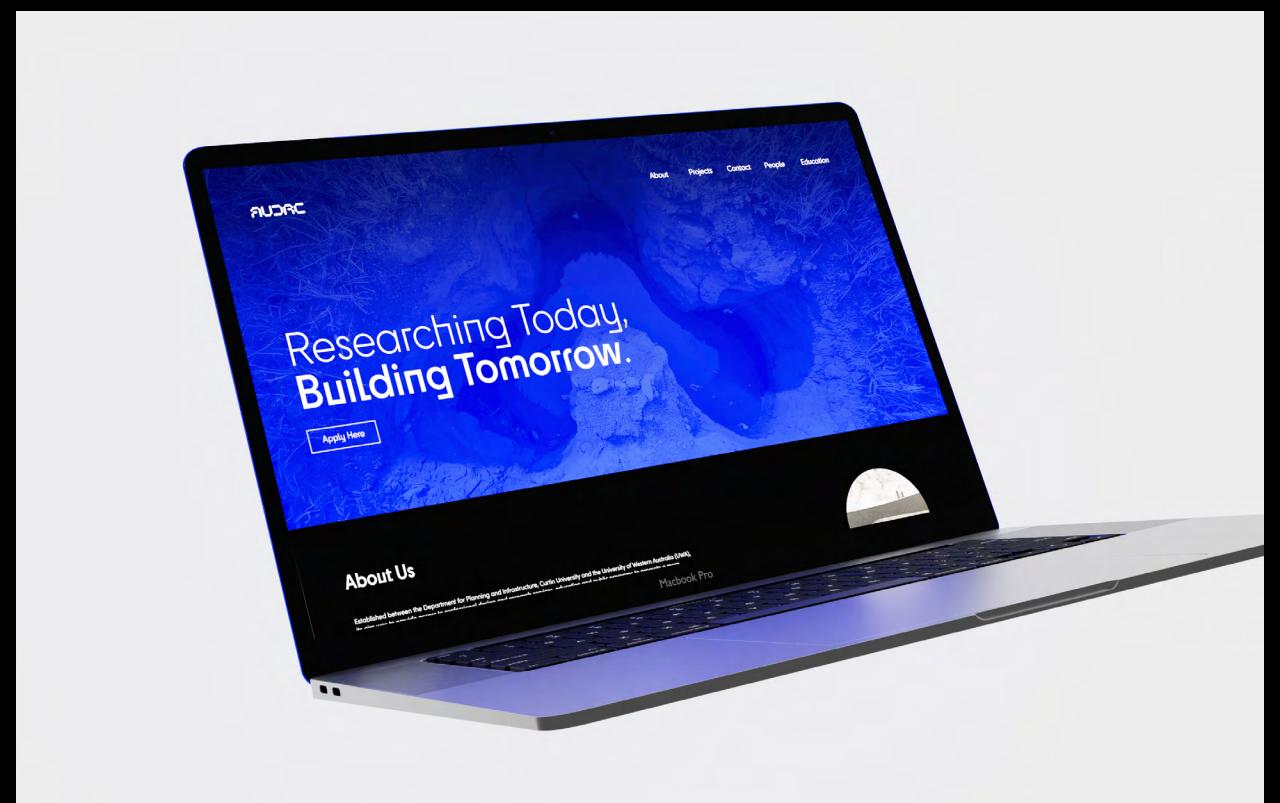
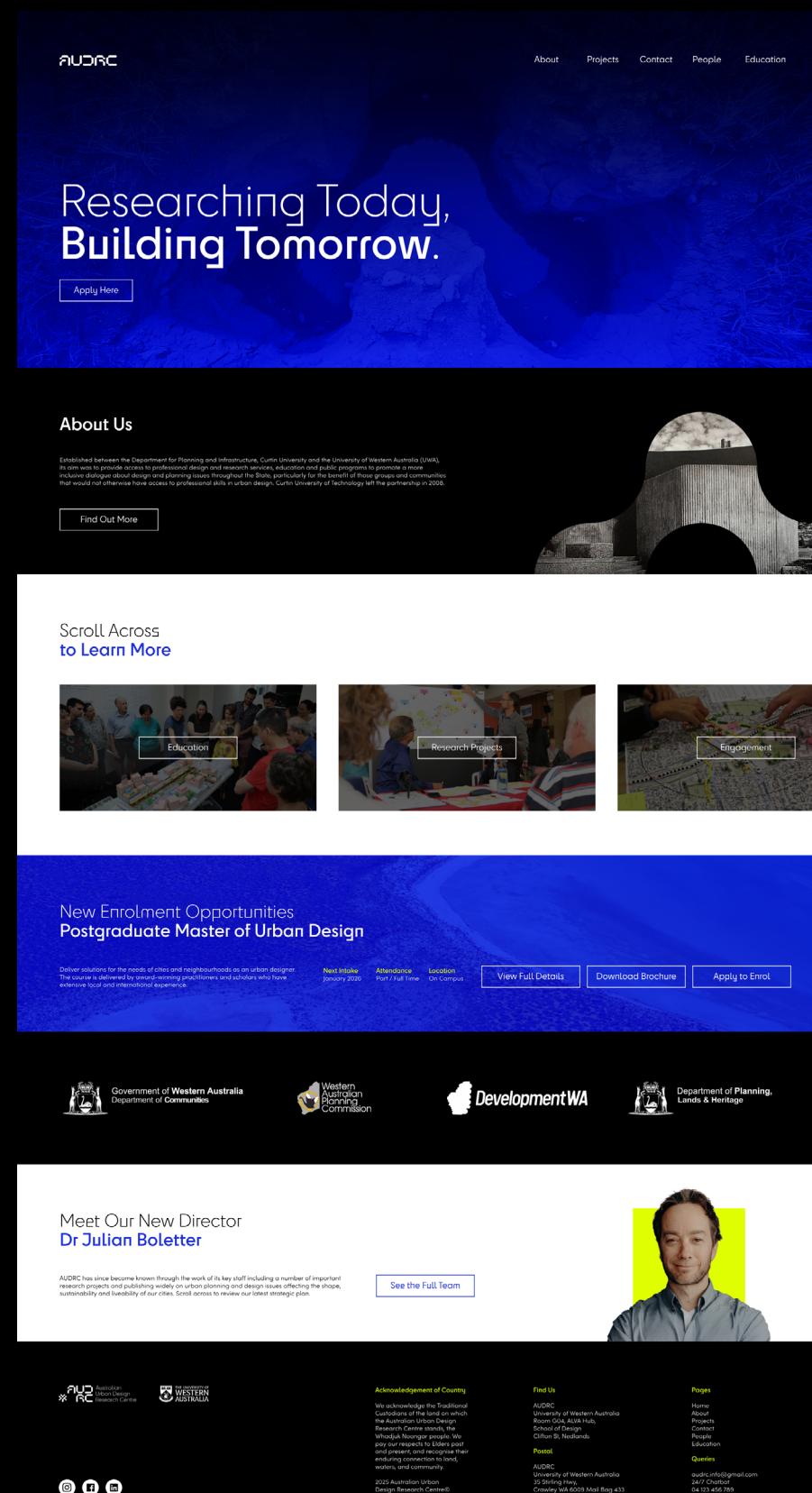
Website Landing Page

The AUDRC website landing page is built in a precise grid system to ensure consistent alignment, spacing, and hierarchy. Segmented into smaller sections that preview each main page, it acts as an interactive guide while maintaining brand cohesion.

The 1920 x 1080px layout uses 14 columns (108px wide) with 16px gutters, 100px margins, and 52px rows to create balanced negative space and neatly structure text and assets, creating a digital format that is both functional and visually engaging.

See More

To experience the full folio, including motion, video, interactive prototypes, and live components, visit our site.



Chei Wen Bar Proposed Rebrand [2024]

Chei Wen, a dive bar opened in 2018 in Ivanhoe, blends a 1960s retro ethos with contemporary culture. Its eclectic décor and nostalgic soundtrack create a vibrant, “back to the future” experience.

Despite its popularity, the branding lacks cohesion and professionalism. The rebrand establishes a unified identity that reflects its retro-modern character and appeals to both loyal and new audiences.

Location

Melbourne-Naarm [AUS]

Sector

Hospitality

Service

Visual Language
Merchandising
Print-Based Media
Digital Presence

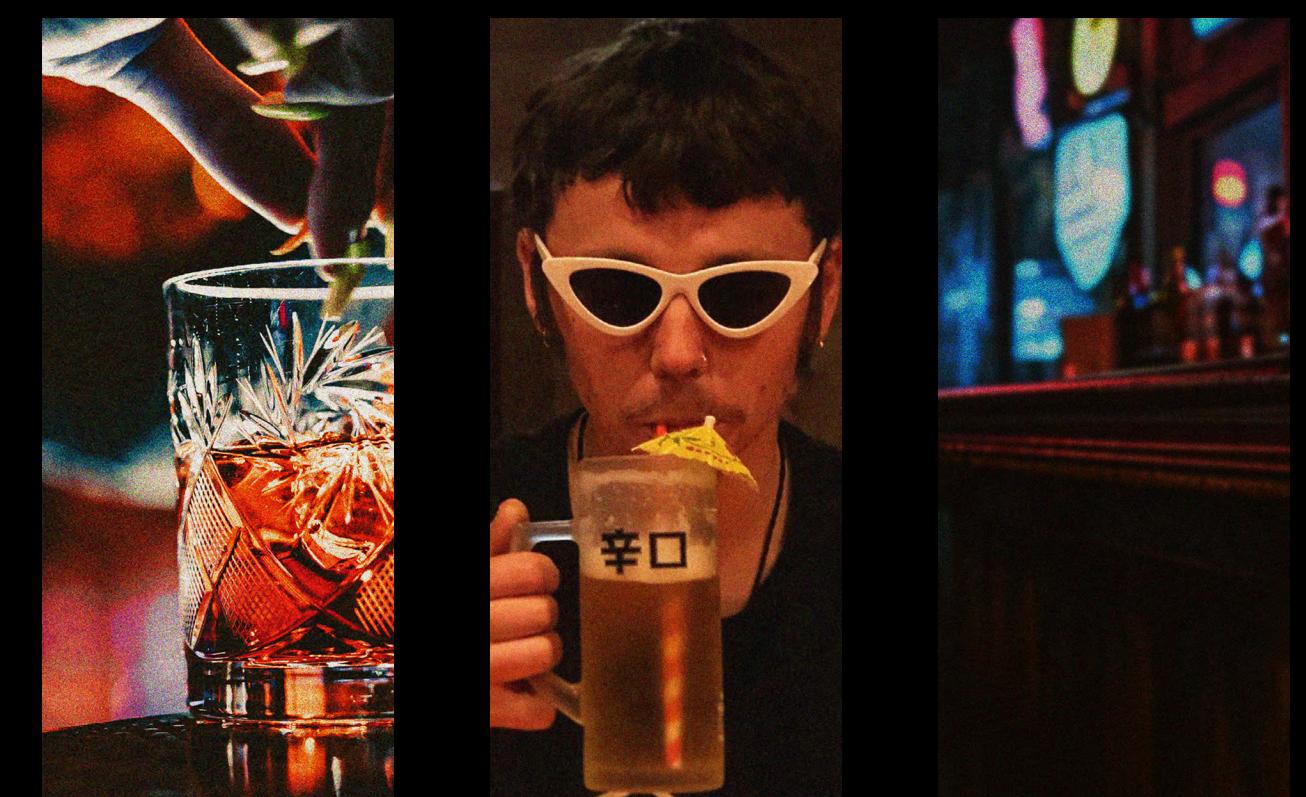
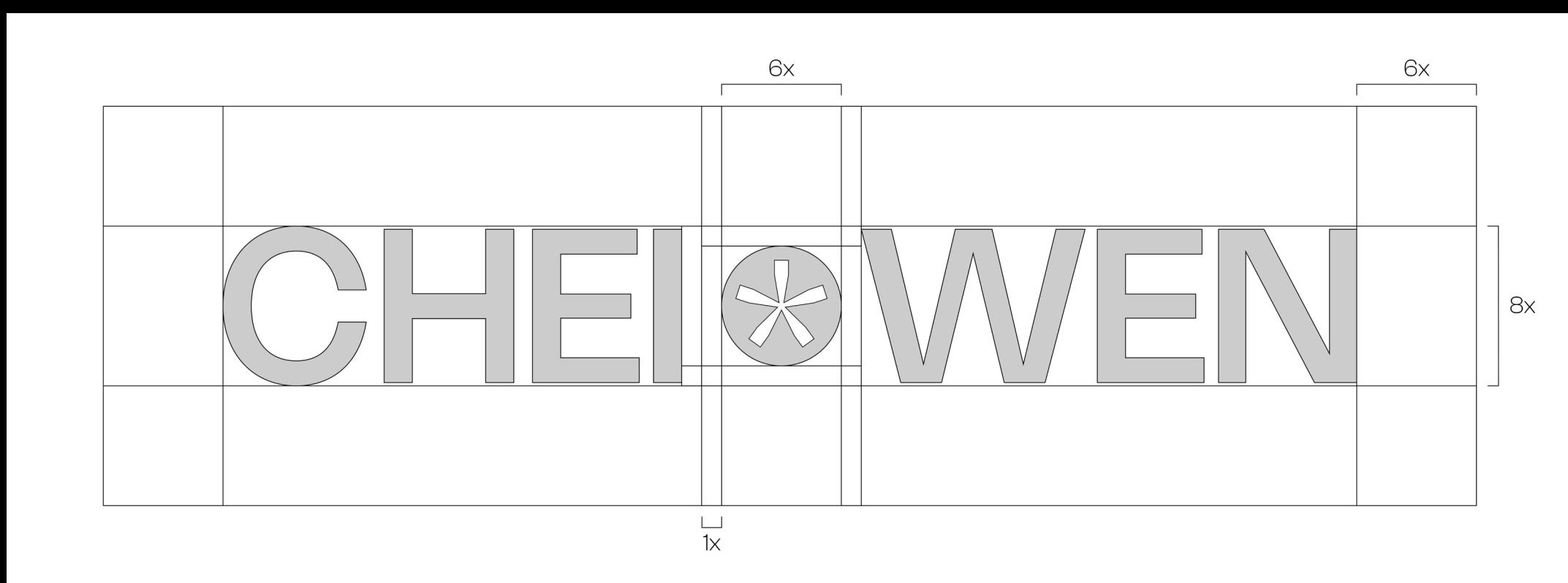
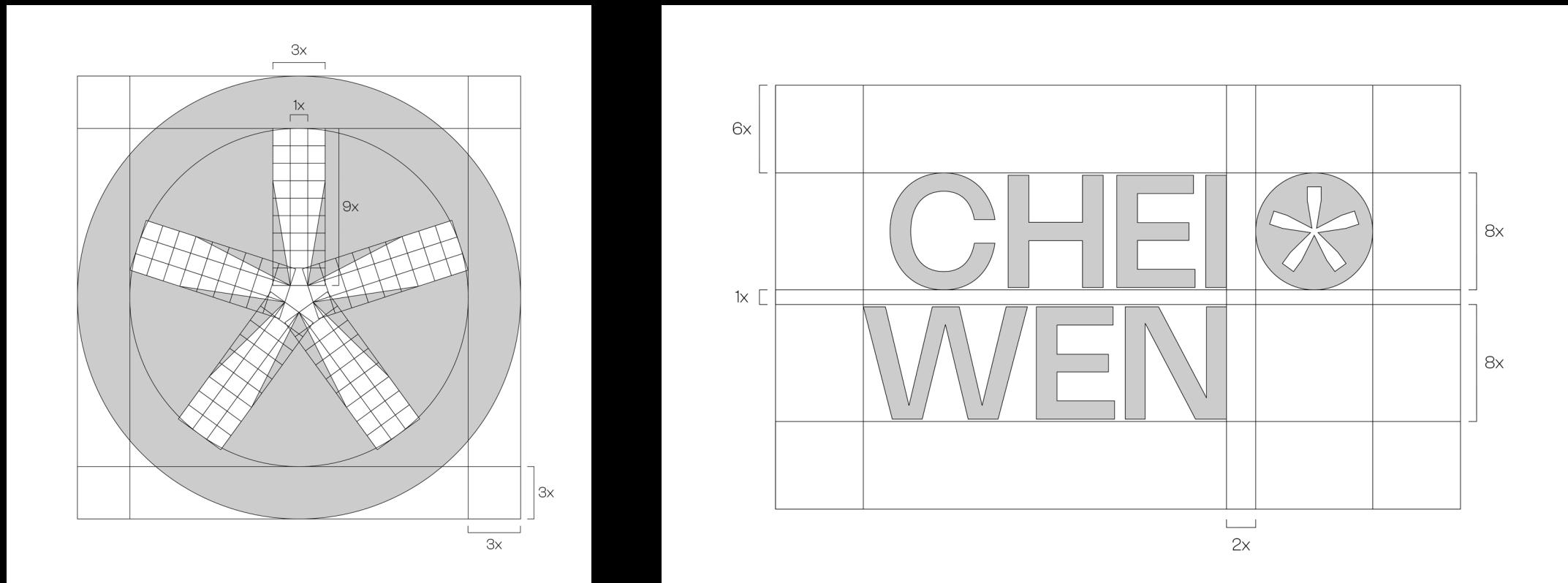
Chei Wen Bar Visual Identity

Logo Gridwork Layouts

The application of Chei Wen's icon and layout principles demonstrate the logo's versatility and providing a reference for consistent use across media.

Image Library

The image library should feature authentic shots of the venue, products, staff, and patrons to build a warm, genuine atmosphere. Using the brand's warm palette, contrast, and subtle grain, imagery creates a cohesive vintage feel across digital and physical media.



Chei Wen Bar Visual Identity

Typography

NOHEMI delivers a clean, modern look with subtle tapering that complements the logo's geometry. Versatile weights, tracking provide hierarchy, legibility, and a retro-contemporary tone.

Colour Palette

The updated palette adopts bold Scarlet and soft Forsythia, replacing muted tones to enhance visibility and emotional impact. Inspired by Vietnamese roots, it conveys warmth and community, anchored by black and white for consistency.

Cheers

Nohemi
Thin

Beer

Nohemi
Extra Light

Wine

Nohemi
Light

Spirits

Nohemi
Regular

Cocktails

Nohemi
Medium

Bar

Nohemi
Semi Bold

Open

Nohemi
Bold

Ivanhoe

Nohemi
Extra Bold

Chei Wen

Nohemi
Black

SCARLET | PRIMARY
#FF2400
R 255 G 36 B 0
C 0 Y 95 M 90 K 0

FORSYTHIA | PRIMARY
#FFC700
R 255 G 200 B 9
C 0 Y 21 M 100 K 0

PURE BLACK | FOUNDATION
#000000
R 0 G 0 B 0
C 100 Y 100 M 100 K 100

PURE WHITE | FOUNDATION
#FFFFFF
R 255 G 255 B 255
C 0 Y 0 M 0 K 0

Chei Wen Bar Merchandise

Physical Collateral

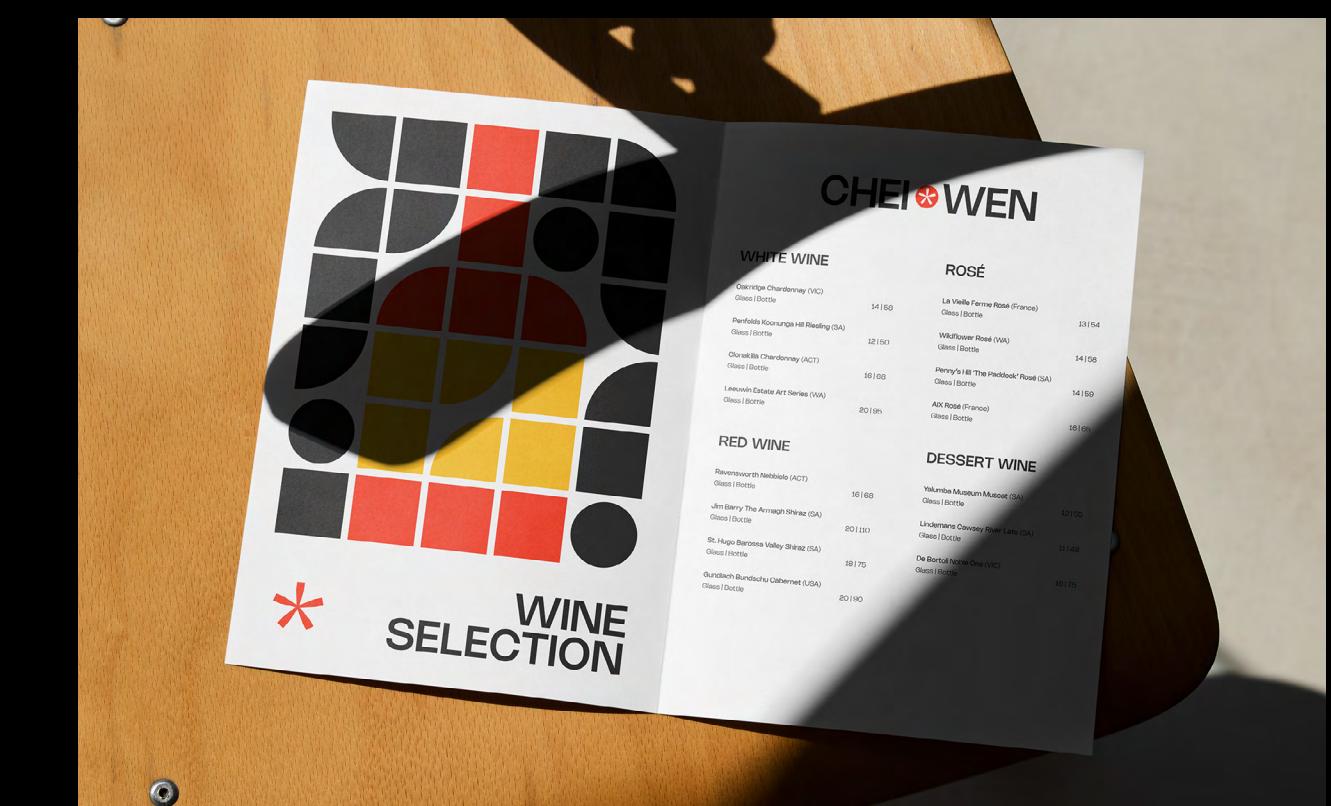
Mock-ups of Chei Wen's physical collateral, illustrating the envisioned atmosphere of the bar. Each item incorporates brand colors, patterns, logos, and typography to create a cohesive visual aesthetic. This reinforces brand identity while enhancing the space's ambiance and offering patrons a memorable, character-rich experience.



Chei Wen Bar Print-Based Media

Menu + Posters + Business Card

The brand pattern is consistently applied across menus, advertising, and business cards, creating a cohesive look that strengthens brand recognition. By using it prominently on cover pages and key touchpoints, the design not only enhances visual appeal but also captures attention and reinforces the brand's identity.



Chei Wen Bar Digital Presence

Social Media

The Instagram mockups highlight how Chei Wen's identity extends across digital platforms. By applying its colour palette, typography, imagery, and logo variations, the concepts create a cohesive visual language that captures the brand's retro-modern character and builds an engaging, recognisable presence online.

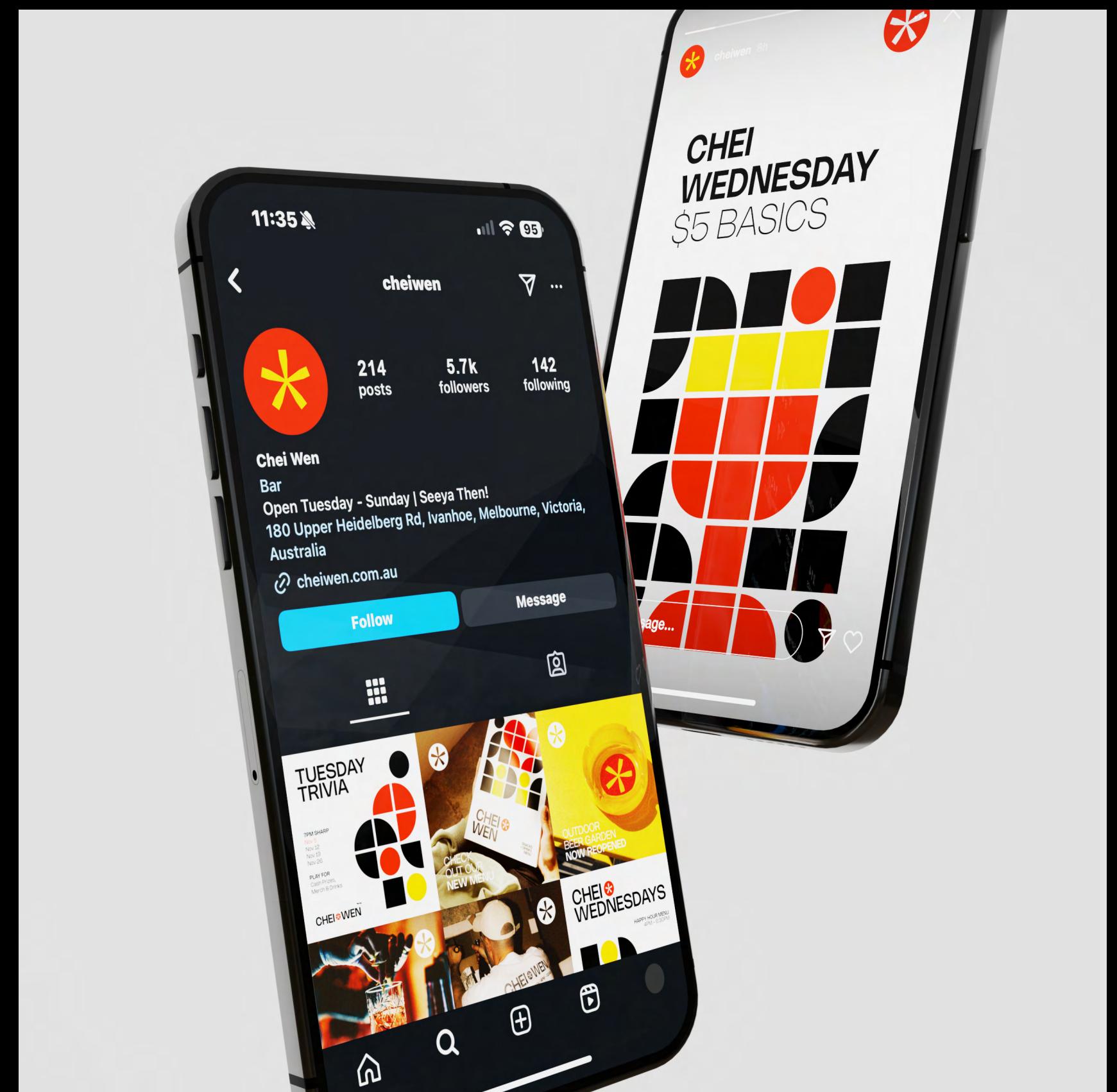
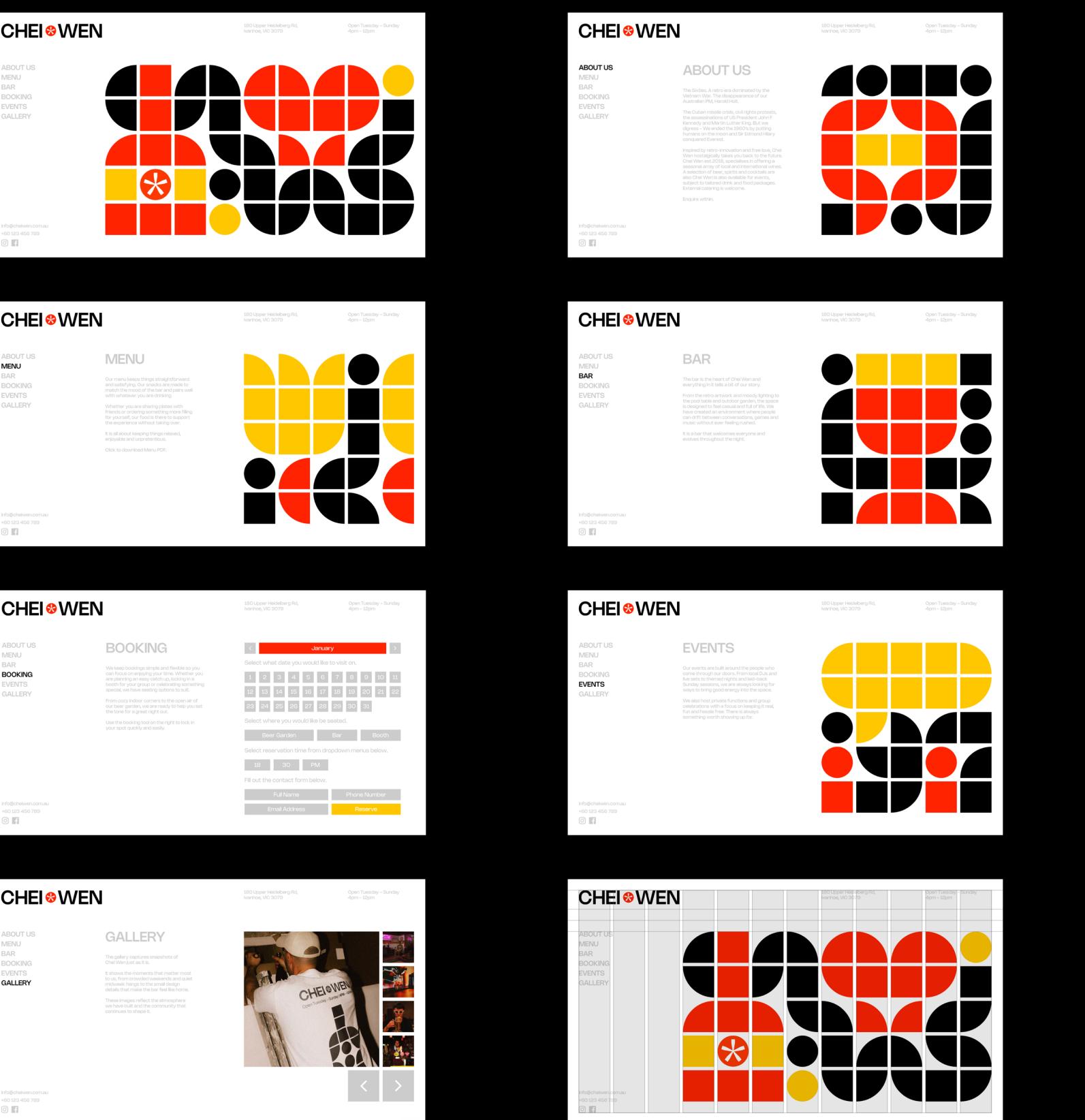
Website + Grid System

A conceptual site was created to strengthen Chei Wen's digital presence, featuring a minimalist looping wine bottle animation with the brand pattern. Departing from typical bar websites, this playful design enhances engagement and reflects the updated retro-modern identity.

The site is built in a 12 column grid framework aligned with the brand's established visual language. This structure ensures consistent alignment, spacing, and hierarchy, echoing the rhythm of Chei Wen's print and pattern applications. Set to 1920 x 1080px with 12 columns (138px wide, 15px gutters) and 49px margins, the grid provides balance, clarity, and seamless translation of the brand into digital space.

See More

To experience the full folio, including motion, video, interactive prototypes, and live components, visit our site.



Ecolens Brand + Package Design [2024]

Ecolens is a conceptual sustainable contact lens brand addressing the impact of single-use lenses and packaging. Positioned in the ophthalmic sector, it promotes ecological responsibility and conscious consumption for environmentally minded consumers.

Delivered is a full visual identity and sustainable packaging system, replacing plastic blister packs with biodegradable and recyclable materials. The result is a unified brand that reimagines vision care through lifecycle thinking, usability, and waste reduction.

Location

Melbourne-Naarm [AUS]

Sector

Ophthalmic
Pharmaceutical

Service

Brand Identity
Industrial Design
Package Design

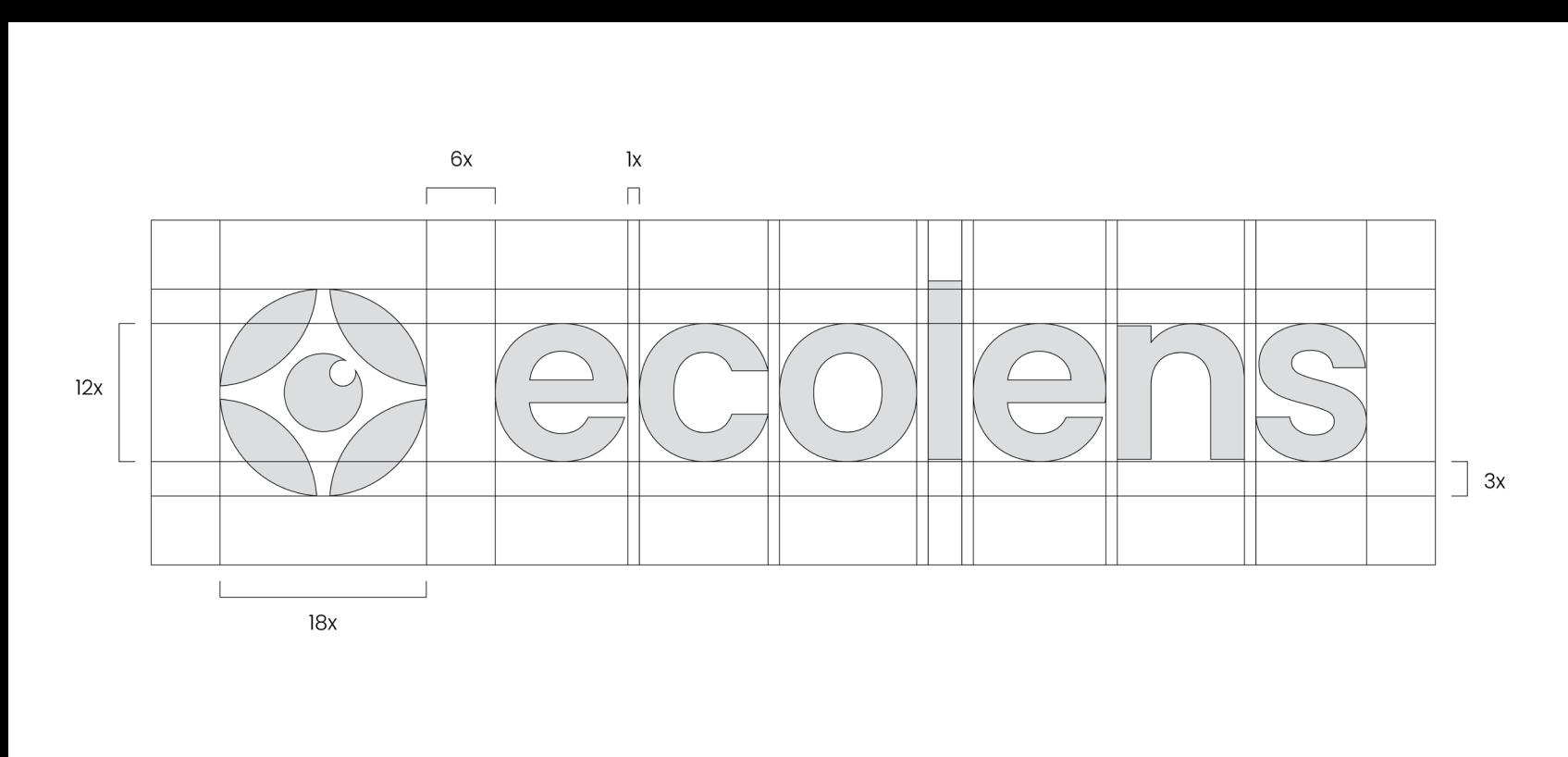
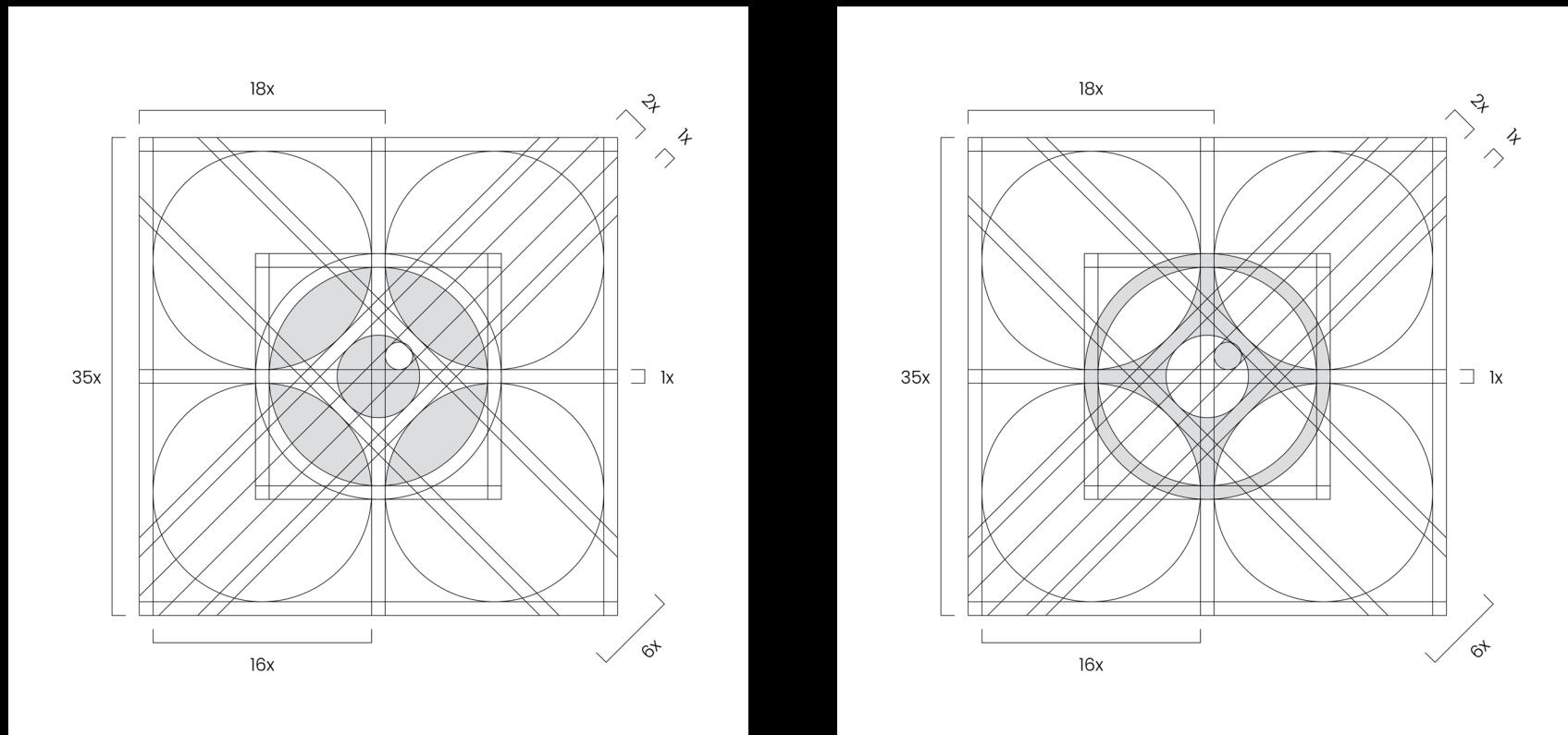
Ecolens Brand Identity

Logo Gridwork + Clearspace

The Ecolens logo, built on a circular grid, combines the form of an eye and a leaf to symbolise vision and sustainability with clarity and balance.

Typography

The Poppins typeface, applied across all touchpoints, provides a clean, contemporary system that is approachable, professional, and well-suited to healthcare contexts.



Poppins

Light

Poppins

Regular

Poppins

Medium

Poppins

Semibold

Poppins

Bold

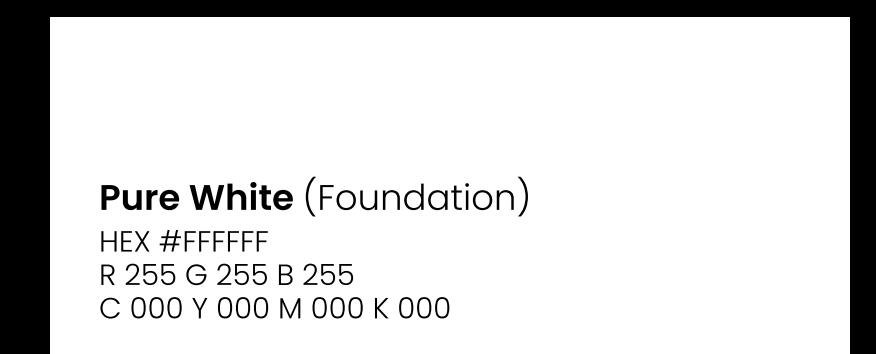
AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz
0123456789!?&

Ecolens

Brand Identity

Colour Palette

The Ecolens colour palette pairs Bright Cerulean for trust, Atlantis Green for environmental values, Blue Whale for contrast, and White for refinement and readability.



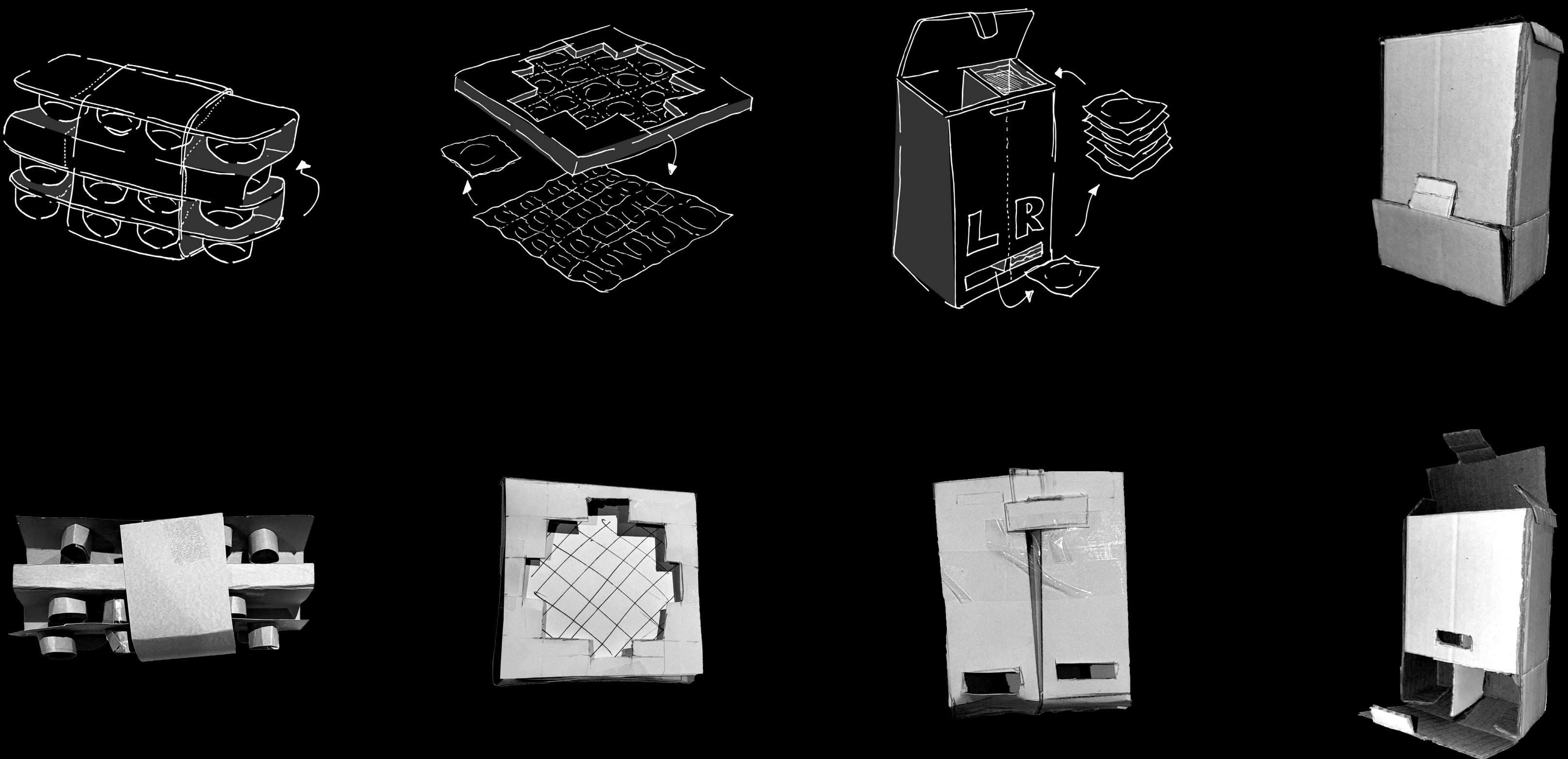
Ecolens Industrial Design

Concept Sketches

Three early packaging concepts were explored through sketches and paper models: a plastic blister with foil seal and sleeve, a cardboard dispenser with bio-based packs, and a sheet-style pack in a rigid shell. Each concept balanced a combination of protection, usability, and sustainability while testing branding with natural dye printing, validating sustainable materials before refined prototypes.

Prototyping

A corrugated cardboard prototype was built to test the functionality of the dispenser. Opening and closing tabs proved effective for refilling and dispensing, resulting in a secure package.

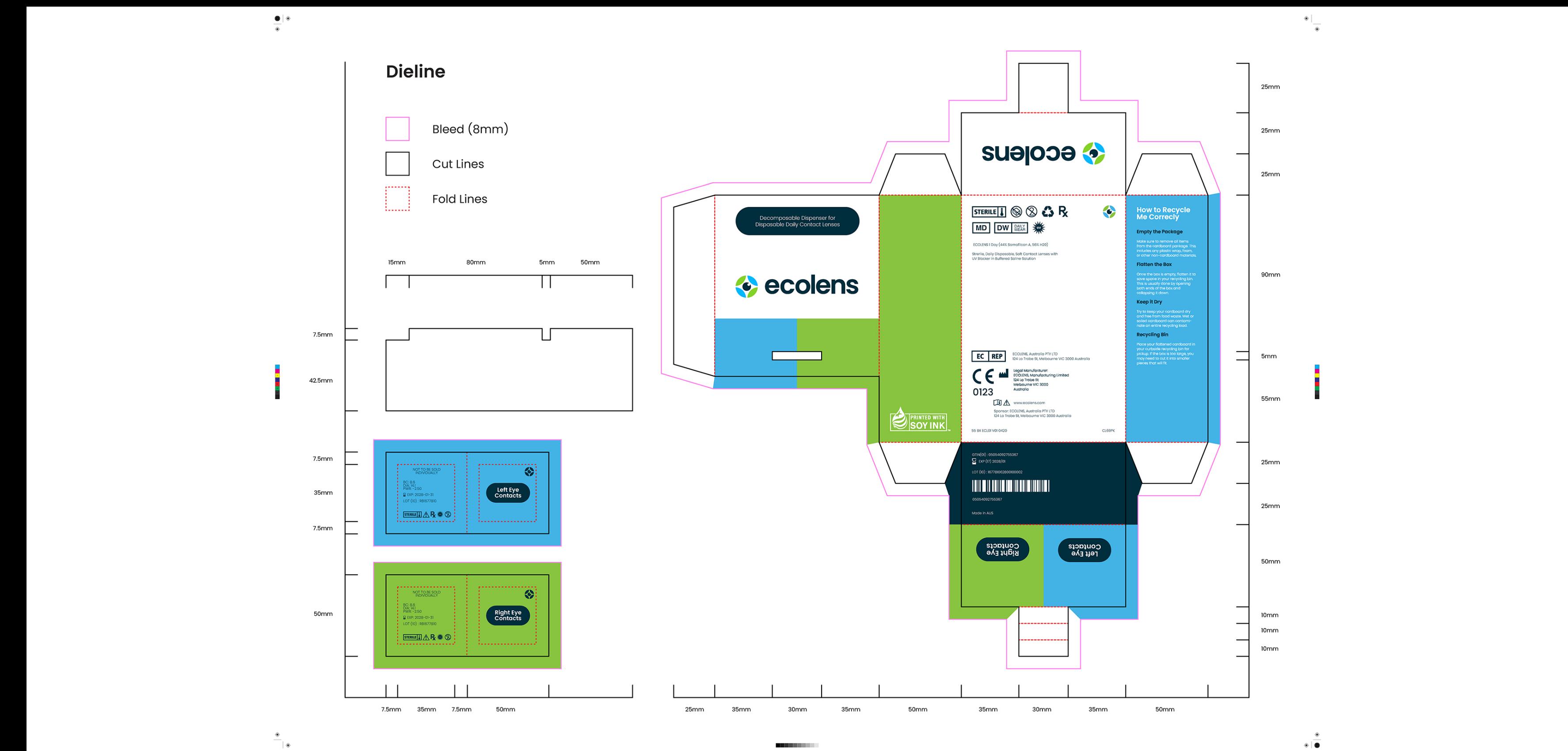


Ecolens

Package Design

Dieline

The dieline details the cardboard box, divider, and lens packs with cut/fold lines and a 15 mm bleed. Minimal soy-based ink and selective colour enhance sustainability, while natural cardboard provides a clean finish. Folded dimensions are 1500 mm (H) x 1000 mm (W) x 500 mm (D), with medical information, recycling instructions, and colour-coded panels included for clarity and accessibility.



Ecolens

Package Design

3D Renders

The renders highlight Ecolens' practical and sustainable design. Its compact rectangular form maximises efficiency in storage and transport, reducing spatial waste and carbon footprint. Vibrant colour, clear text, and balanced visuals reinforce retail appeal, while the dispensing system is shown through bottom access tabs and top refill tabs, illustrating usability, refillability, and lifecycle across filled and empty states.



Stream Insights Social Media Templates [2024]

Stream Insights is a diagnostic platform that turns workforce input into role based insights, helping organisations uncover risks and opportunities. With decades of expertise, it delivers fast, scalable guidance for greater clarity, alignment, and adaptability.

A LinkedIn post system was developed using branded assets, layouts, cover graphics, and an iconographic system to ensure consistent communication and brand visibility.

Location

Melbourne-Naarm [AUS]

Sector

B2B Advisory

Service

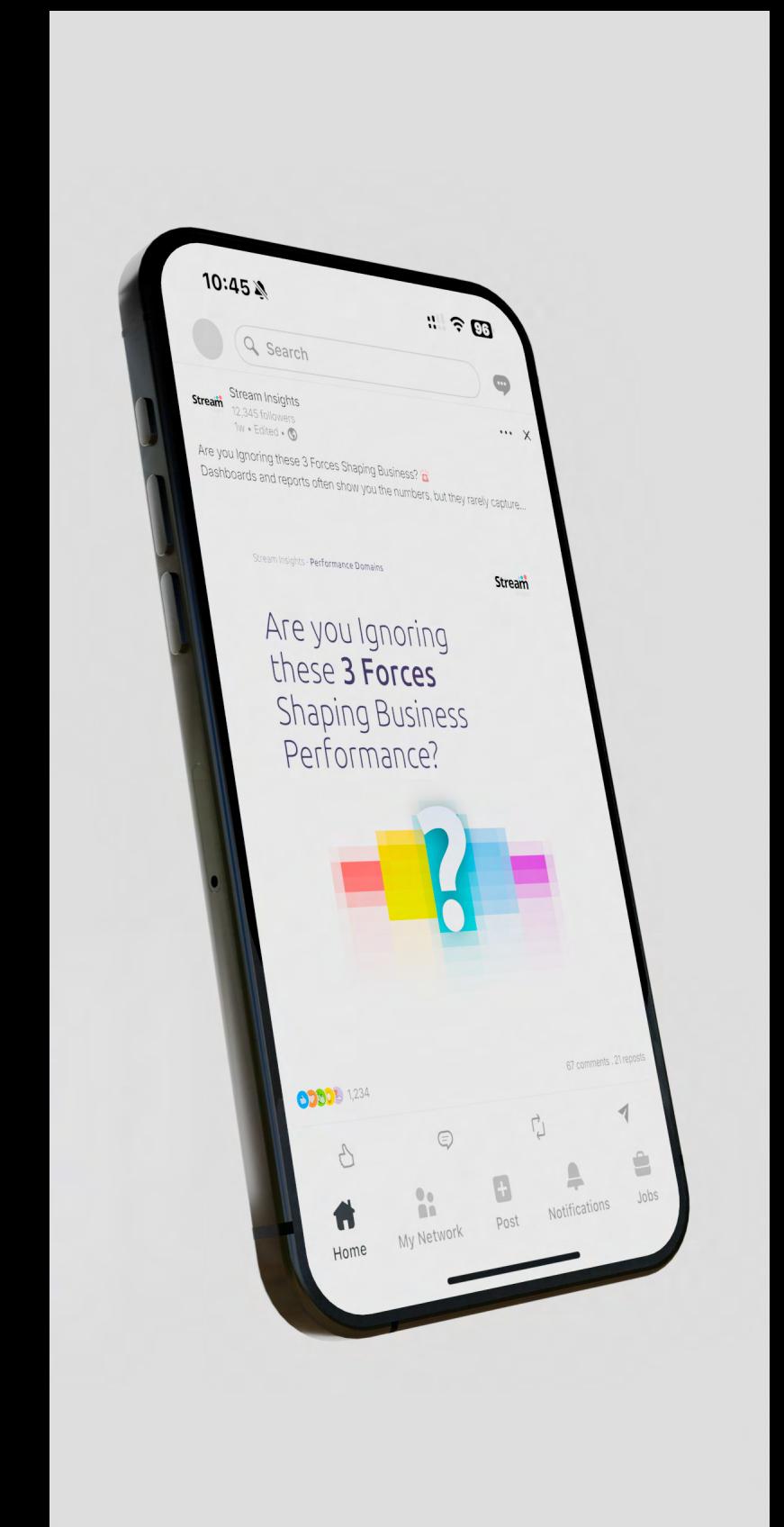
Cover Graphics
Iconography
Layouts

Stream Insights Cover Graphics

Cover Graphic Image Style

A selection of light and dark themed cover graphics illustrates Stream Insights' approach to static social media.

Using 2D and isometric 3D styles with gradient brand colours and subtle shadows, the visuals harmonise with broader assets to ensure consistency and adaptability across mediums.



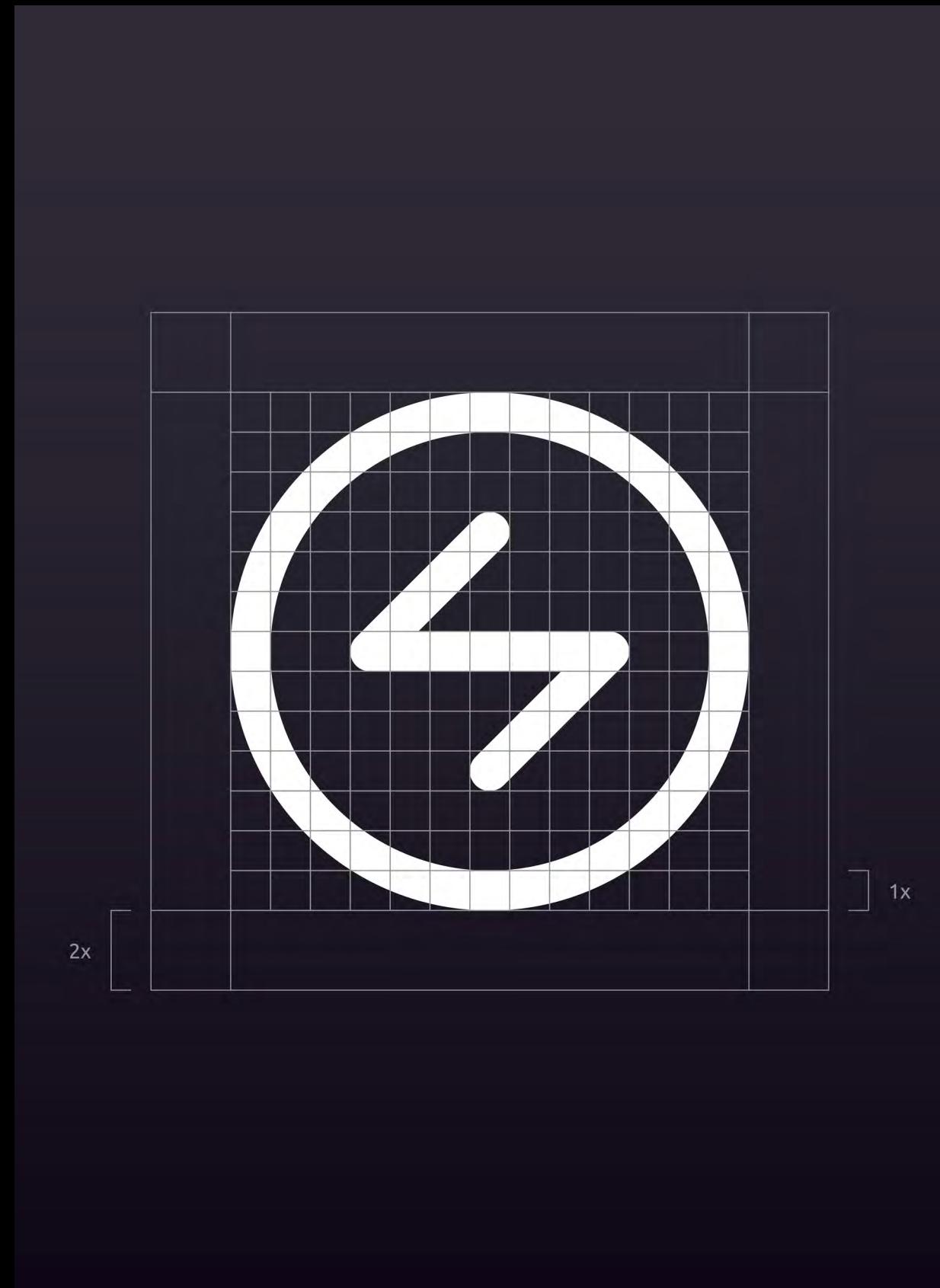
Stream Insights Iconography

Grid System

The iconographic system features a versatile set of icons tailored to Stream Insights and its client industries. Each icon is constructed within the framework of a 13 x 13 square grid with a 2x clearspace, designed in a 1x stroke style for clarity and consistency.

Colour Theme

Application varies by context, with gradient brand colours used for light themed posts and white icons on coloured circular backdrops for dark themed posts. Subtle drop shadows add depth while maintaining cohesion with the broader branded graphics.



Stream Insights Layouts

Grid System

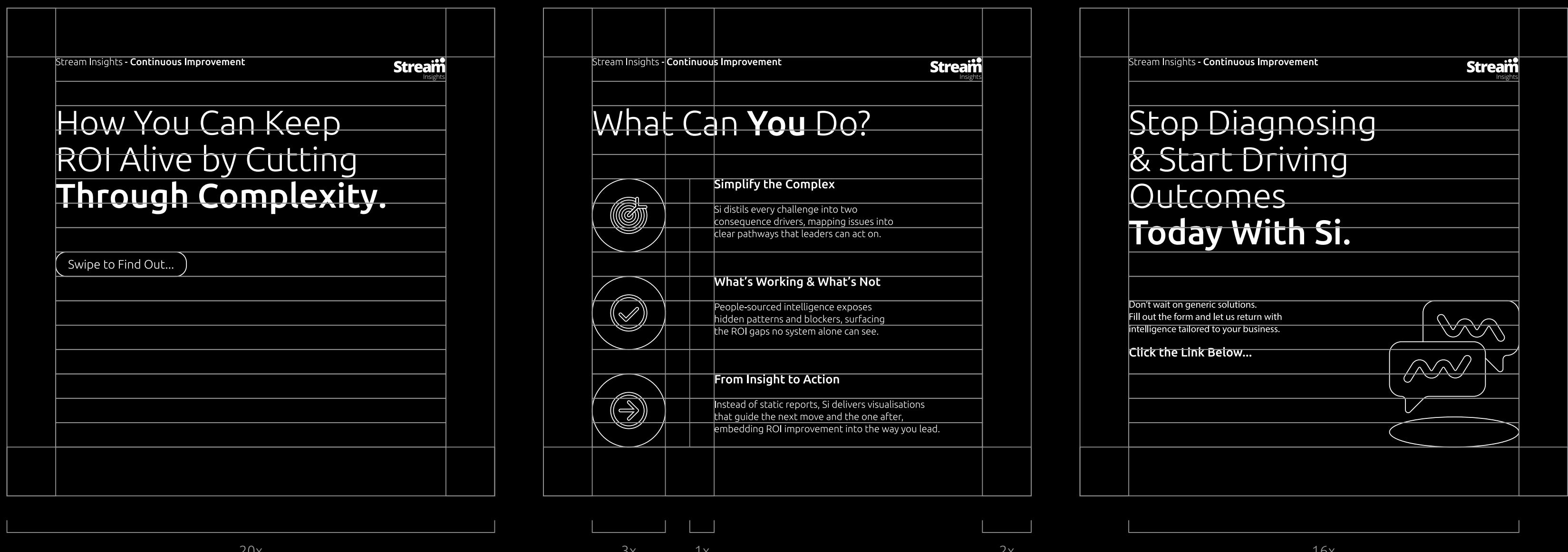
Built on a 20 x 20 square grid with 2x margins, supported by a 16-row baseline grid to maintain vertical rhythm. This ensures every post remains precisely aligned and consistently spaced.

Composition Guide

The framework structures three key post types (Cover, Information, and Call-To-Action) while remaining flexible across formats and platforms. Covers capture attention, Information pages deliver messages with iconography, and CTAs drive engagement.

Typography

Hierarchy is defined by scale: headings at 1.4x, subheadings at 0.5x, and body text at 0.4x. Branded typefaces in varying weights reinforce recognition, improve legibility, and maintain a clear reading flow.



Parts Direct.CO Brand Identity [2023]

Parts Direct.co is an Australian online store for premium motorcycle parts and accessories, specialising in Enduro, Adventure, and Race platforms. Offering exclusive products sourced globally, it gives riders access to top of the range performance upgrades with reliability from a brand built on innovation and professionalism.

The project directed the brand's visual identity, creating a distinctive and professional aesthetic that reflects its commitment to quality, exclusivity, and cutting-edge solutions.

Location

Melbourne-Naarm [AUS]

Sector

Automotive
Ecommerce

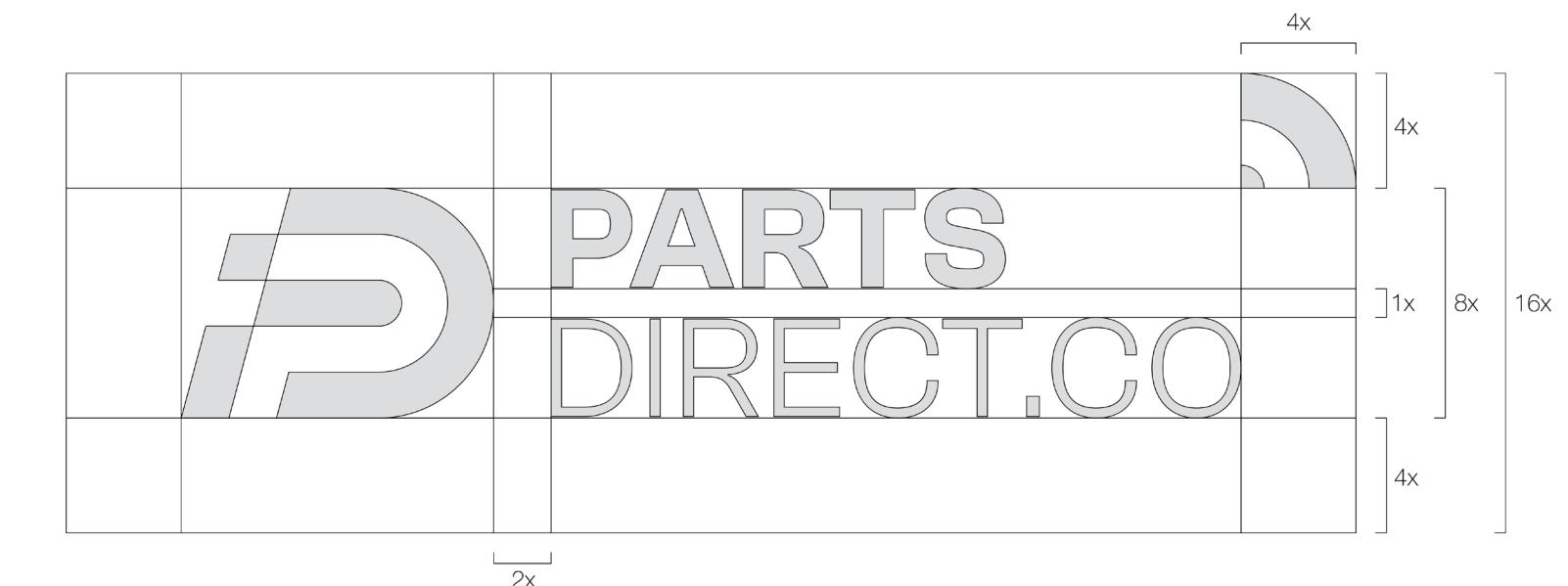
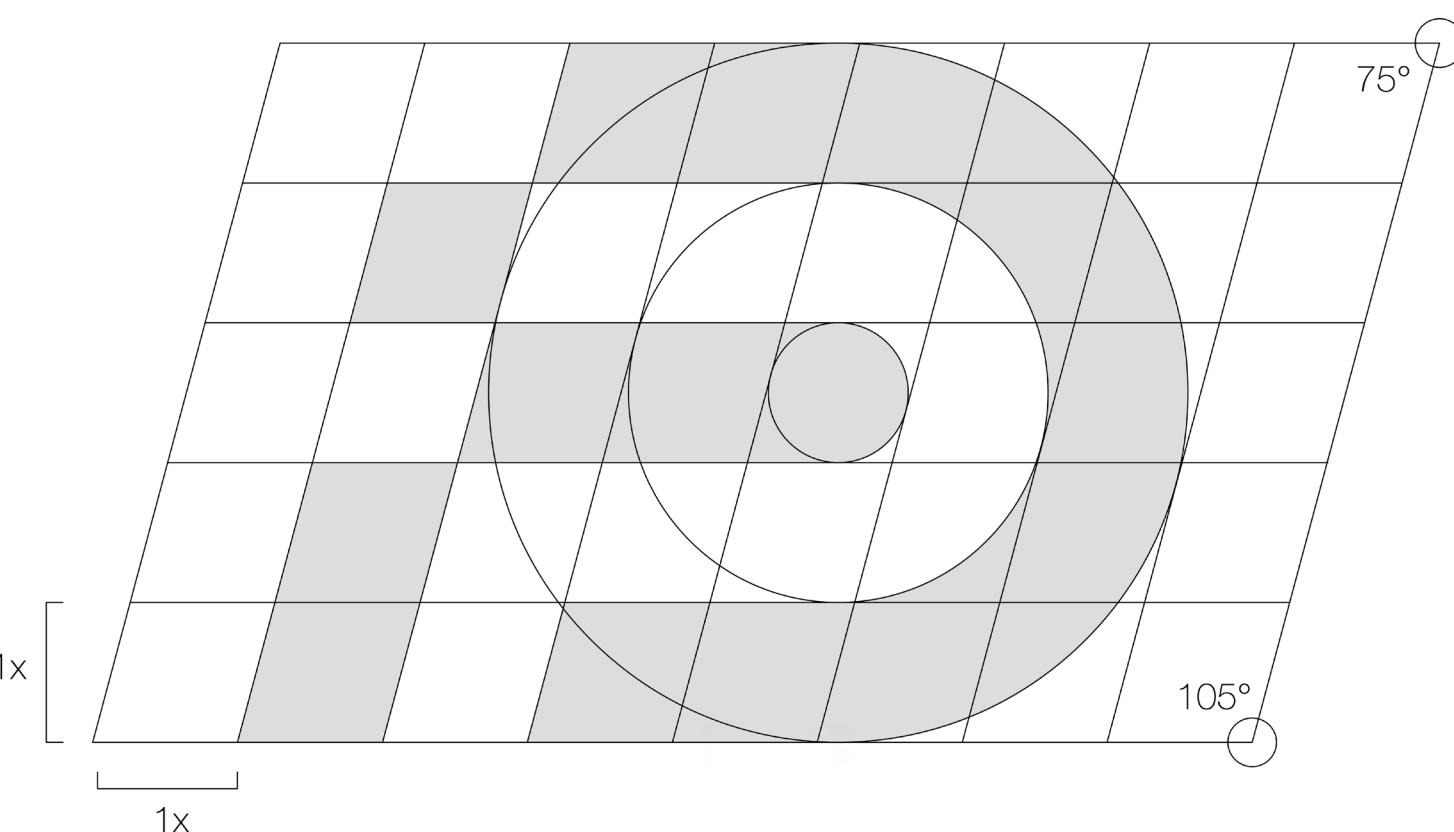
Service

Visual Language
Merchandising
Digital Suite
Package Design

Parts Direct.CO Visual Language

Logo Gridwork + Clearspace

The icon is built on a 5 x 6 grid sheared at 15°, combining rounded and sharp edges to create a dynamic, modern effect. It forms a 'D' with a 'P' in its white space, referencing both a checkered flag and the front of a motorcycle. Paired with typography, working as a versatile combination mark. Scaling and clearspace expand proportionally from 1x to 16x.



Parts Direct.CO Visual Language

Typography

Chosen for its balance of clarity and character, Clash Grotesk reflects the brands performance driven identity. Its geometric forms with sharp terminals echo the precision and dynamism of motorcycle culture, while variable weights provide both headline impact and text readability. This versatility ensures a cohesive yet contemporary brand voice.

Colour Palette

The palette centres on Scarlet for its vibrancy and edge, supported by Pure Black and White as foundational backgrounds. Platinum acts as a secondary accent, softening contrast and adding sophistication.

CLASH GROTESK | VARIABLE

READY FOR
RACE
ENDURO
ADVENTURE
WITH
PARTS DIRECT.CO

200
Extralight
300
Light
400
Regular
500
Medium
600
Semibold
700
Bold

SCARLET
HEX / #FF2800
CMYK / 000 / 094 / 100 / 000
RGB / 255 / 040 / 000

PLATINUM
HEX / #DCDDDE
CMYK / 012 / 009 / 009 / 000
RGB / 220 / 221 / 222

PURE BLACK
HEX / #000000
CMYK / 100 / 100 / 100 / 100
RGB / 000 / 000 / 000

PURE WHITE
HEX / #FFFFFF
CMYK / 000 / 000 / 000 / 000
RGB / 255 / 255 / 255

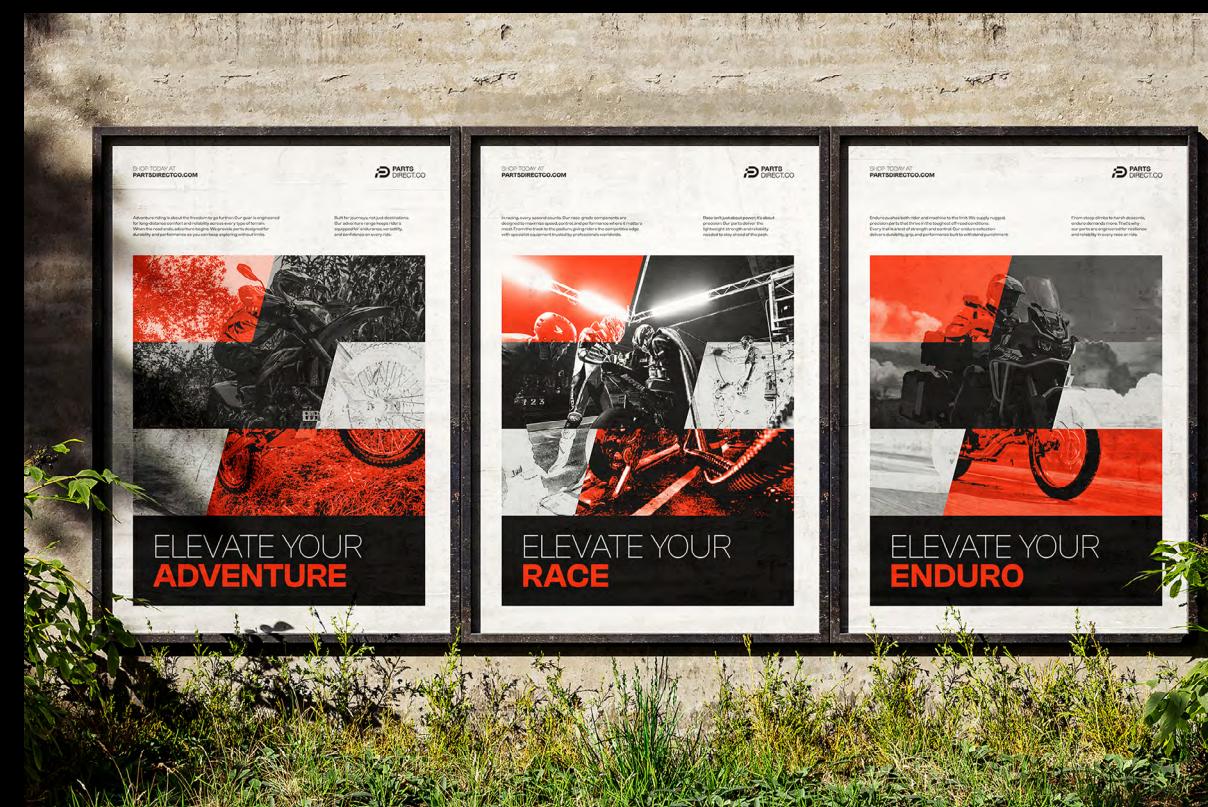
Parts Direct.CO Merchandising

Physical Collateral

A selection of mockups demonstrates the brand's flexibility across real world touchpoints, ranging from branded helmets and event banners to stickers, and uniforms, highlighting brand presence in both lifestyle and professional contexts.

Print-Based Media

Business cards and posters showcase how the identity translates seamlessly into corporate and promotional materials, reinforcing consistency across print applications.



Parts Direct.CO Digital Suite

App Icon + Favicon

The App Icon and Favicon examples highlight the strength of the design, demonstrating how the icon maintains full legibility and recognition even when scaled down.

Social Media Panel

The Social Media Panel demonstrates how the brand can present itself online through varied applications. By maximising the use of colour, typography, imagery, and logo variations, it showcases effective and cohesive digital brand communication.

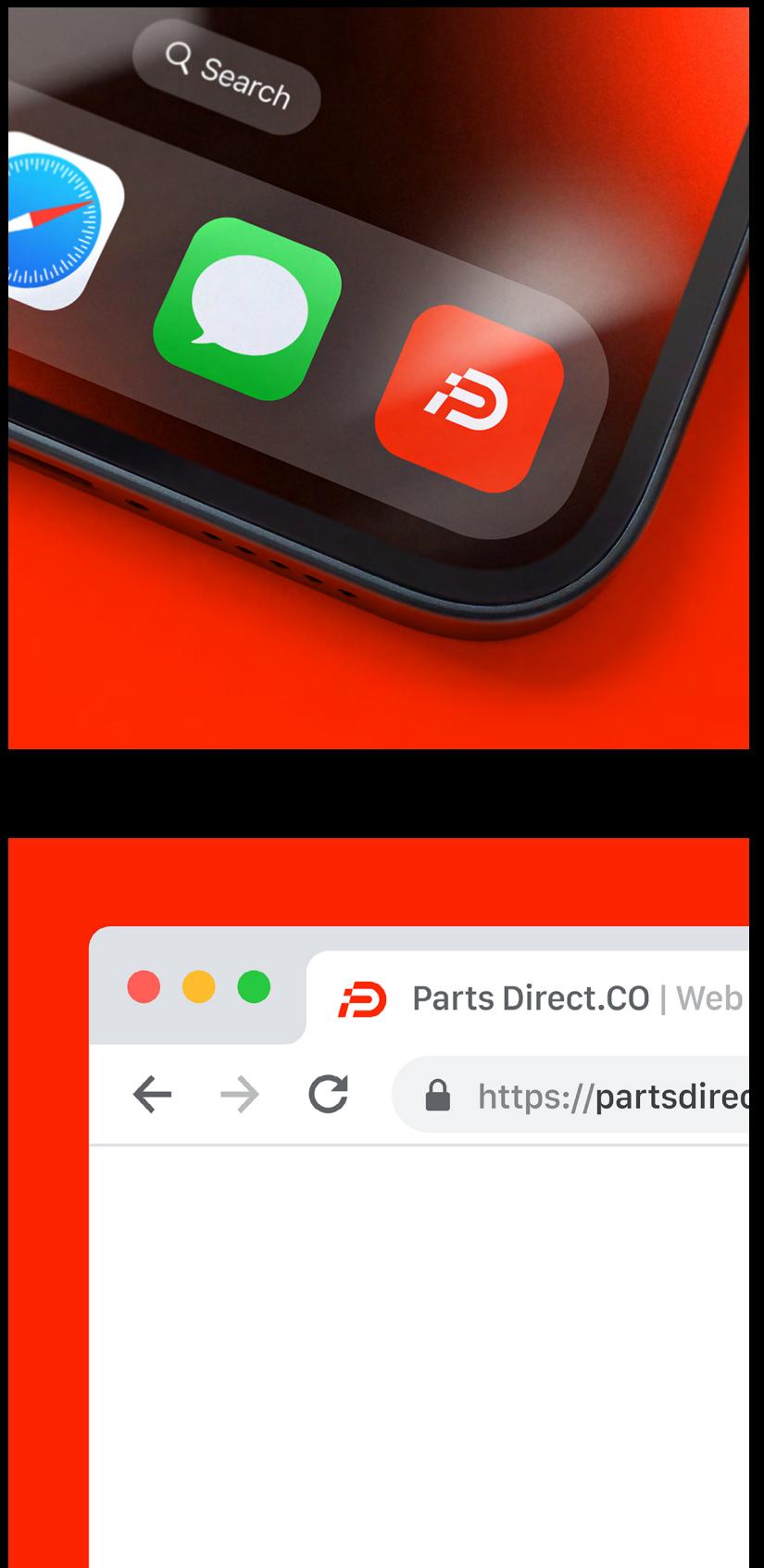
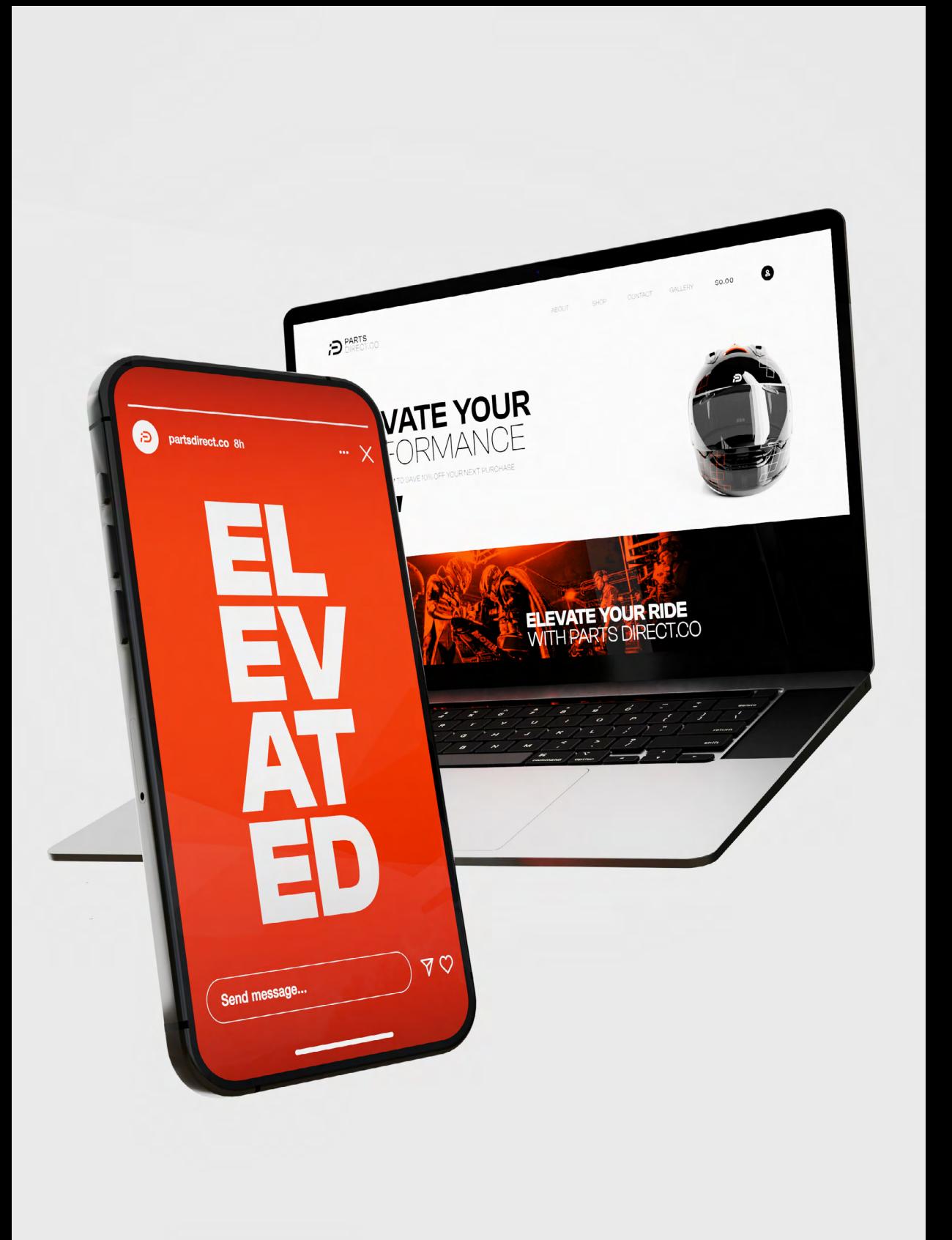
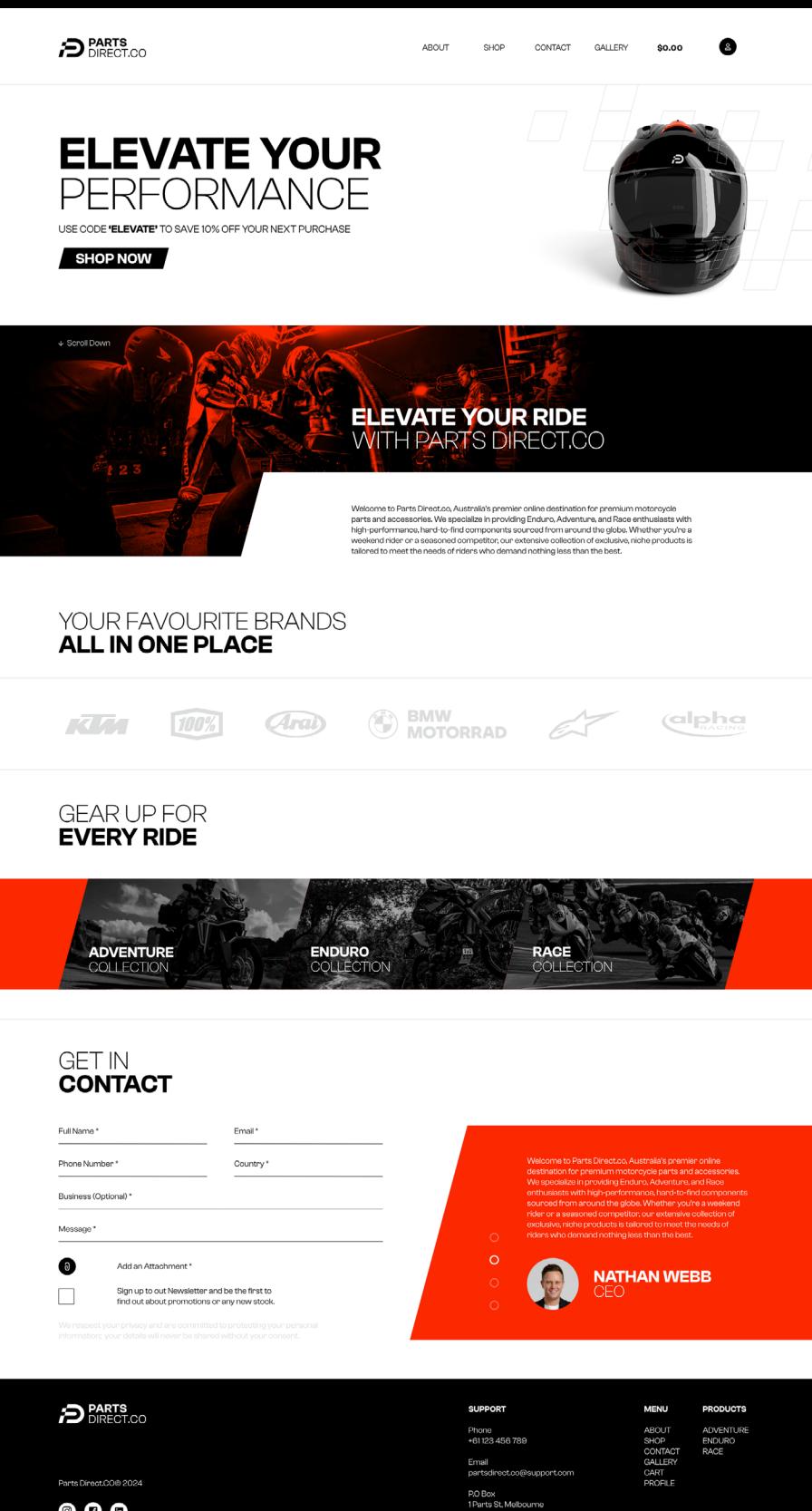
Webstore Landing Page

The Parts Direct.CO webstore landing page uses a 12-column grid to ensure consistent alignment, spacing, and hierarchy.

Set at 1920 x 1080px with 122px columns, 16px gutters, and 140px side margins, the layout balances clarity and negative space while maintaining overall brand cohesion.

See More

To experience the full folio, including motion, video, interactive prototypes, and live components, visit our site.



Parts Direct.CO Package Design

Branded Ecommerce Package 3D Renders

The 3D renders show how the lock mailer integrates with the brand's visual identity, applying core elements of colour, typography, and graphics cohesively. They also highlight versatility, with packaging available in multiple sizes to suit different products.

Structure

Made from durable thin cardboard, the mailers balance strength with a premium finish that supports the brand's professional positioning. While standard ratios are shown, dimensions are adaptable to securely house various products without losing consistency.



