Design Portfolio

About

Gabriele Balande
Graphic Design Portfolio
2023/2024

gabrielebalande.com

Gabriele Balande

Graphic Designer/Illustrator

Designing Tomorrow

As a graphic designer, I am deeply passionate about arts, crafts and illustrations. I strive to find deeper meaning in the world around me and reflect this in my work. My style is minimalistic, guided by the principle that "less is more" and I aim to convey a meaningful message in every design I create.

My mission is to continuously evolve as a graphic designer by embracing new challenges and exploring various creative fields. While my expertise lies in logotype design, I am also very eager to delve into drawings, illustrations and painting. My goal is to constantly expand my skill set, learn new techniques and be able to express my creativity in diverse and meaningful ways.

Education

Baltic Institute of Technology - Multimedia *(degree with honours)*
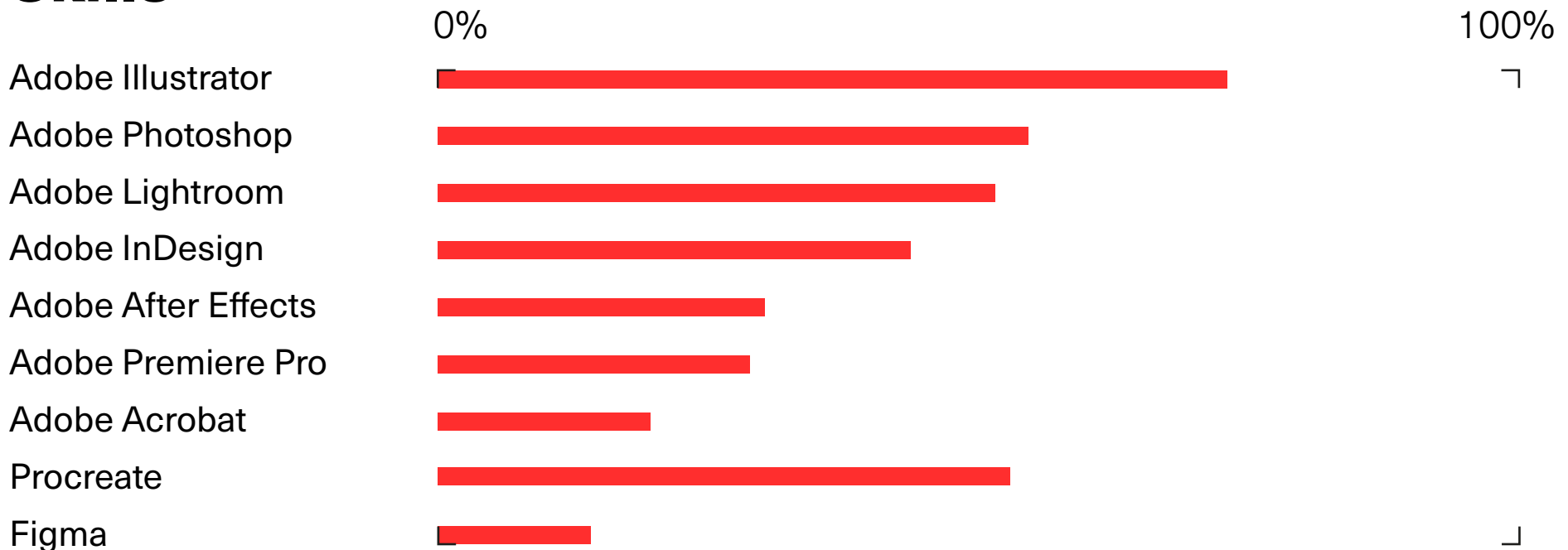*Kaunas, Lithuania*
2022/10 - 2023/04

Entrepreneur Education - Diploma of Graphic Design
Gold Coast, Australia
2023/10 - Present

Skills

	0%	100%
Adobe Illustrator		
Adobe Photoshop		
Adobe Lightroom		
Adobe InDesign		
Adobe After Effects		
Adobe Premiere Pro		
Adobe Acrobat		
Procreate		
Figma		

Experience

- Habits Coffee House - Social Media Marketing Coordinator/Graphic Designer
  Kaunas, Lithuania
  2022/11 - 2023/10

- Orlov Visual Agency - Graphic Designer
  Kaunas, Lithuania
  2023/06 - 2023/08

- Freelance Graphic Designer/Illustrator
  Kaunas, Lithuania / Gold Coast, Australia
  2022/10 - Present

Contents

01
Micma World
Logo design & brand identity

This branding project was developed for "Micma World," a startup marketing company, which empowers small brands and makes them more visible.

The logo merges the letters "m" and "w" to create a cohesive symbol, representing the company's mission of making marketing accessible and emphasizing collaboration and partnership.

The color palette consists of a deep, sophisticated black representing professionalism and stability, a clean, crisp pearl white symbolizing clarity and simplicity and vibrant purple indicating creativity and innovation.

The typography is modern and sleek, enhancing readability and conveying a sense of professionalism and innovation. It aligns seamlessly with the overall brand identity.

The logo and branding elements are designed for versatility, making them ideal for use on websites, social media platforms and small merchandise.

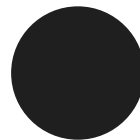**Materials used:** Adobe Illustrator; Adobe Photoshop

![micma logo]
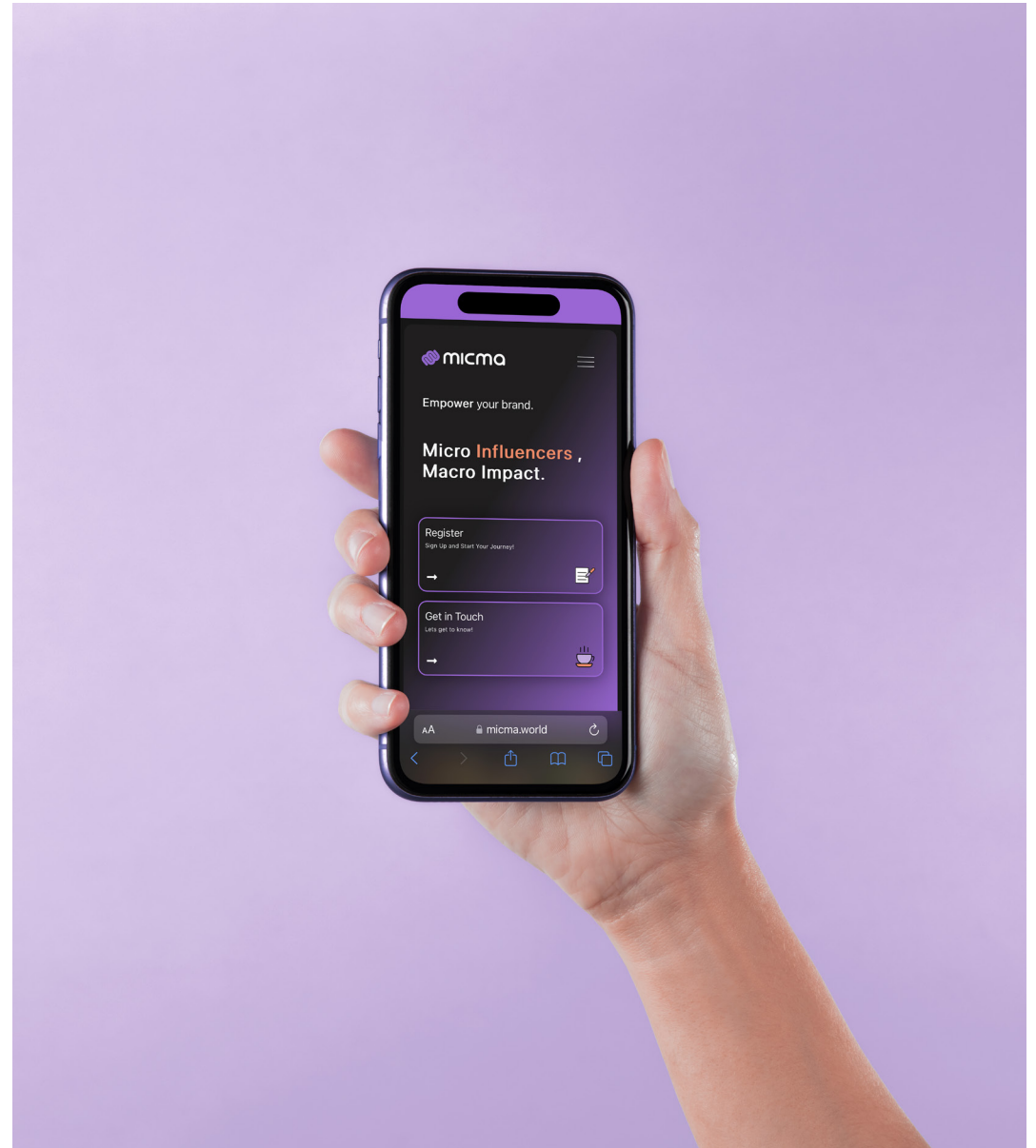
biysk bold

Deep Maroon

HEX: 201F1F
RGB: 31 31 31
CMYK: 74 66 60 80

Pearl White

HEX: FAFAFA
RGB: 250 250 250
CMYK: 2 1 2 0
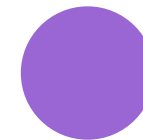
Neon Lilac

HEX: v
RGB: 153 102 212
CMYK: 58 65 0 0

Micma World Logo design & brand identity
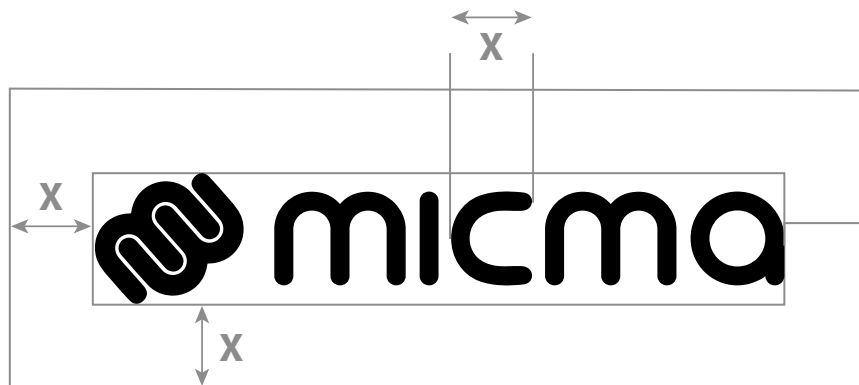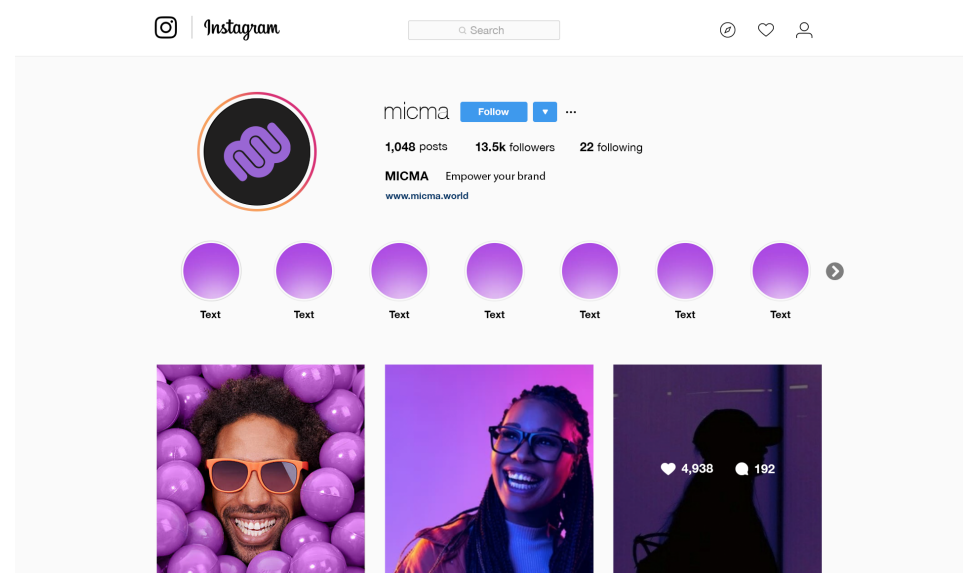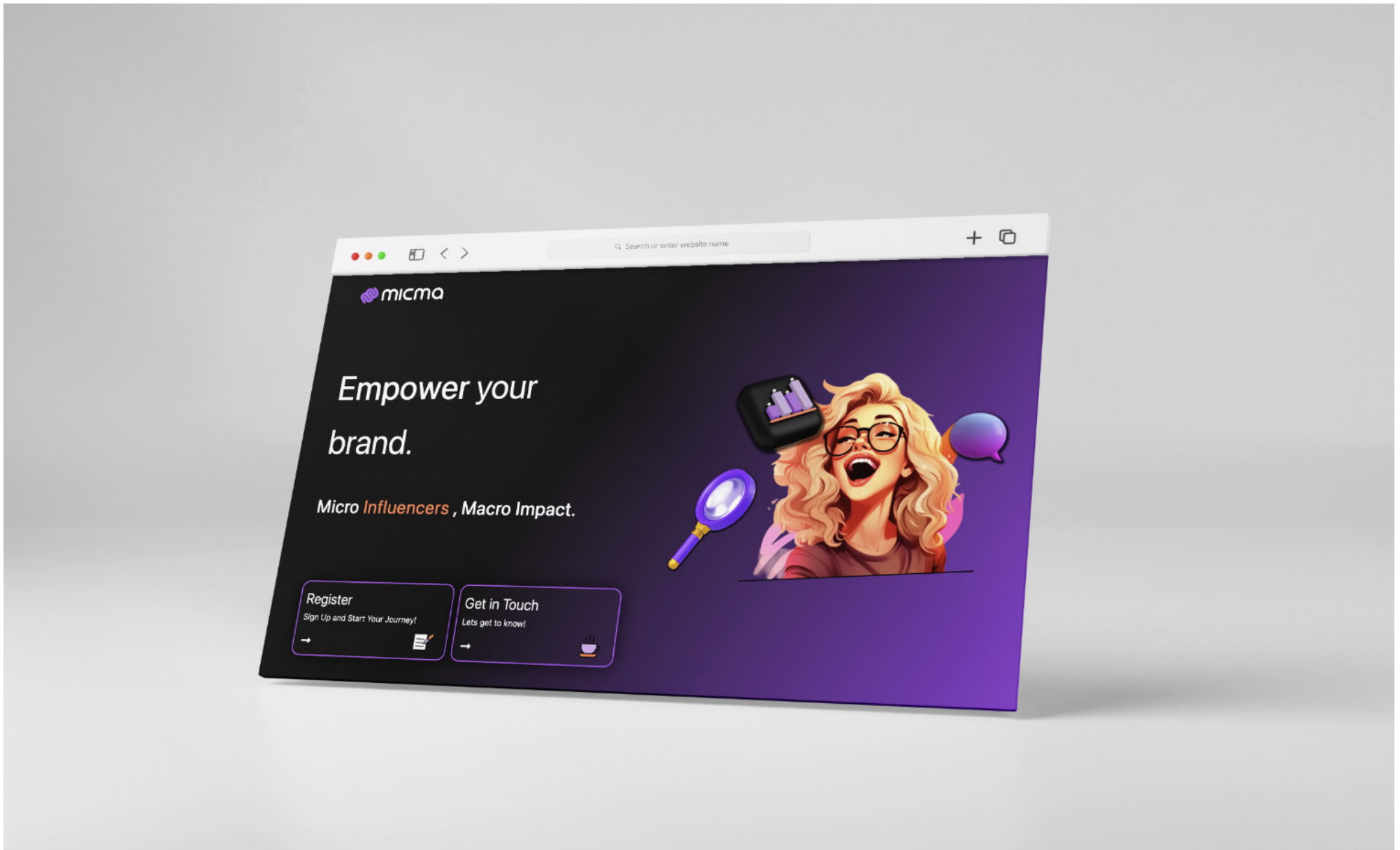
micma

world

connection

The minimum logo safety area is equal to X.

The value of X is equal to the width of the letter 'C' in the logo.

Micma World Logo design & brand identity

Micma World Logo design & brand identity

Micma World Logo design & brand identity

02
Pilotai

Logo rebranding

This rebranding project was undertaken for a private pilot school with a logo that hadn't been updated in 20 years. The main objective was to modernize the logo while preserving its core idea inspired by the mythological Icarus legend, symbolizing passion and dedication.

The old logo featured Icarus flying toward the sun. To signify progress and forward momentum, the new logo was reversed to face the right. This subtle change conveys the idea of moving forward, aligning with the school's commitment to innovation and growth. The modernized design retains the essence of Icarus, maintaining the symbolic connection to ambition and the pursuit of excellence.

To maintain brand identity and continuity, the original color palette was preserved and typography was updated to a more contemporary style, enhancing readability while maintaining a professional and sophisticated appearance. This modern typeface complements the updated logo design, ensuring a cohesive and refined brand identity.
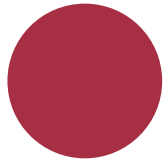
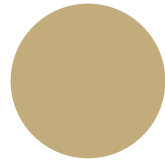**Materials used:** Adobe Illustrator

SUN

ICARUS

ASPIRATION

Twilight Sky
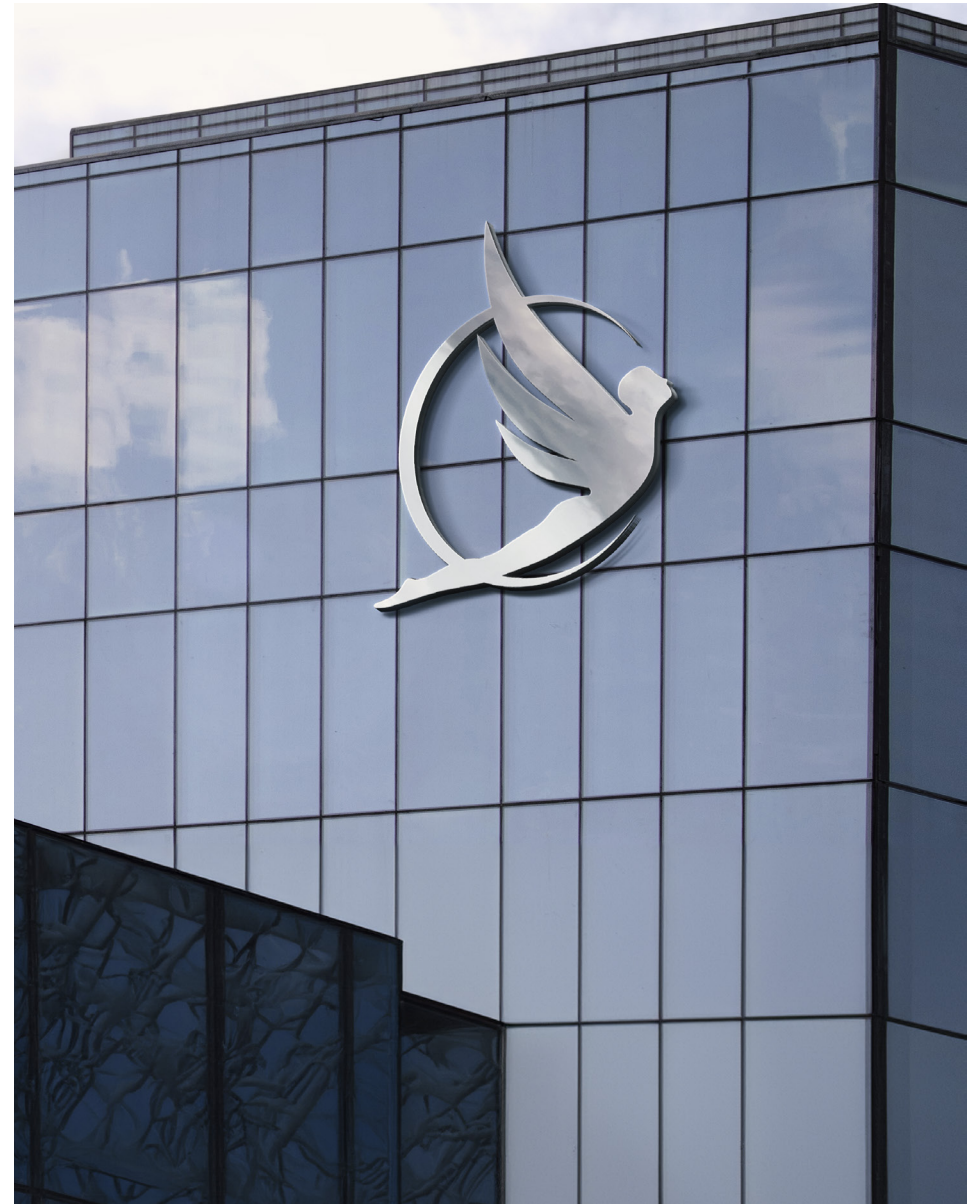
HEX: A72F44
RGB: 167 47 68
CMYK: 20 80 61 12

Sunset Haze

HEX: C2AC7C
RGB: 194 172 124
CMYK: 22 29 58 7

MONTSERRAT LIGHT

Pilotai Logo rebranding

Pilotai Logo rebranding

03
MI
Logo design & brand identity

This branding project was created for the DJ school "MUZIKINĖS INTERPRETACIJOS" (English: Musical Interpretations). The logo features a monogram combining the initials "MI" with a musical note cleverly integrated into the negative space, symbolizing the school's focus on music and creativity.

The goal was to design a modern and timeless logo that reflects the dynamic nature of music. The integration of the musical note within the monogram provides an immediate visual connection to the school's mission of musical education and innovation.

Monochromatic palette ensures versatility and a clean, professional look across various application. The typography is clean and modern, enhancing readability and professionalism while aligning with the overall brand identity.

Designed for versatility, the logo works across digital platforms, print materials, merchandise and signage. The cohesive design ensures a consistent and recognizable brand presence.

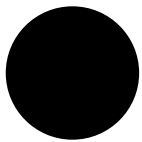**Materials used**: Adobe Illustrator

FIRST LETTER OF INITIALS
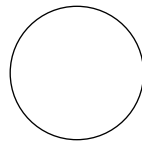
SECOND LETTER OF INITIALS

MUSICAL NOTE

Deep Onyx

HEX: 000000
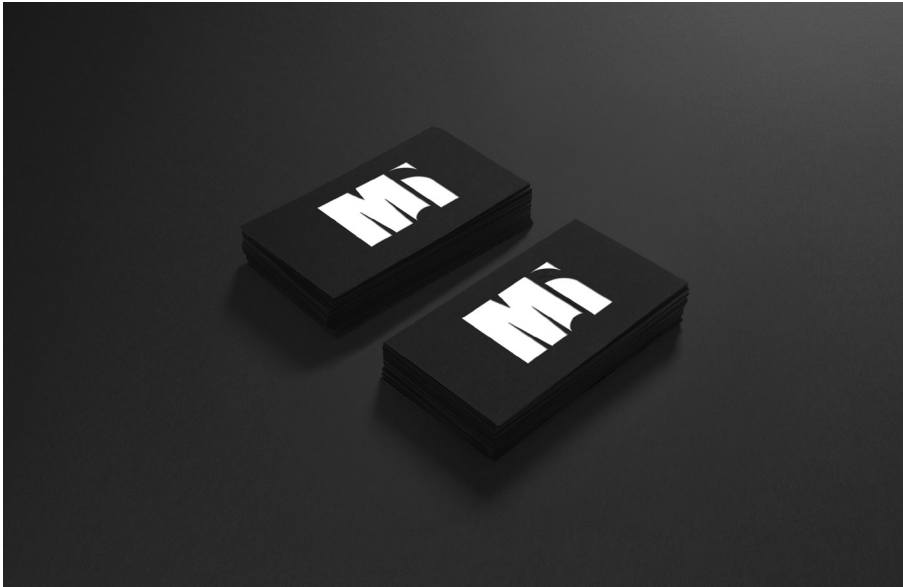**RGB:** 250 250 250
CMYK: 91 79 62 97

Pure White

HEX: FFFFFF
RGB: 255 255 255
CMYK: 0 0 0 0

NAVADA
&
MUSTICA PRO
SEMI BOLD

MUZIKɪNĖS
INTERPRETACIJOS

MI Logo design & brand identity

MI Logo design & brand identity

04
TARA PICK
Logo design

This branding project was created for "Tara Pick," a company focused on collecting and recycling beverage bottles while planting trees.

The logo integrates a bottle with recycling arrows to represent the recycling process. Leaves at the top highlight the company's commitment to environmental conservation and tree planting.

The color palette includes black, which conveys strength and sophistication, while green symbolizes nature and sustainability. This palette ensures a strong visual contrast and recognizability. Clean, modern typography enhances readability and professionalism, complementing the logo design.

The logo is versatile, suitable for digital platforms, print materials and signage. It ensures a consistent and recognizable brand presence across all touchpoints.

The Tara Pick logo effectively symbolizes the company's commitment to recycling and environmental conservation, making it stand out in the sustainability sector.

Materials used: Adobe Illustrator

Deep Black

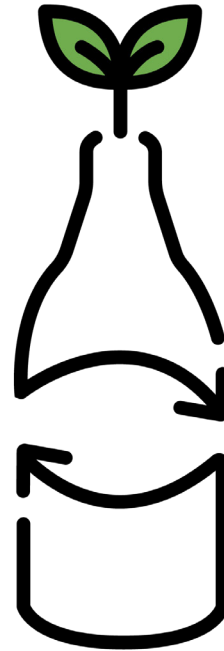**HEX:** 000000
RGB: 250 250 250
CMYK: 91 79 62 97

Forest Green

HEX: 70AD4F
RGB: 112 173 79
CMYK: 67 2 93 0

TARA PICK
DON'T WASTE.REPLACE

Baloo Bhai Medium
&
Baloo Bhai Regular

TARA PICK Logo design

TARA PICK Logo design

TARA PICK Logo design

05
RUM RUN
Logo & web design

This logo design project was developed for a mobile bar called "RUM RUN". The logo draws inspiration from the post-Prohibition era. The bottle represents the essence of the bar, while the waves and sun symbolize the daring yet exciting spirit of rum runners. These elements capture the essence of the Prohibition era's excitement and liberation, reflecting the vibrant atmosphere of rum-running in a positive light.

The chosen color for the logo is warm and inviting hue that evokes a sense of vintage charm and elegance. This color reflects both the historical inspiration and the modern twist of the bar, creating a visually appealing and memorable brand face. The typography enhances readability and convey the bar's unique character.

Primary use of the logo is for their website, where it aims to gain reach and attract visitors with its eye-catching design. To enhance the website's appeal, modern photographs were manipulated in Photoshop to include elements from old photographs, creating a unique collage style. This visual approach blends contemporary aesthetics with nostalgic touches, making the website both engaging and visually rich.

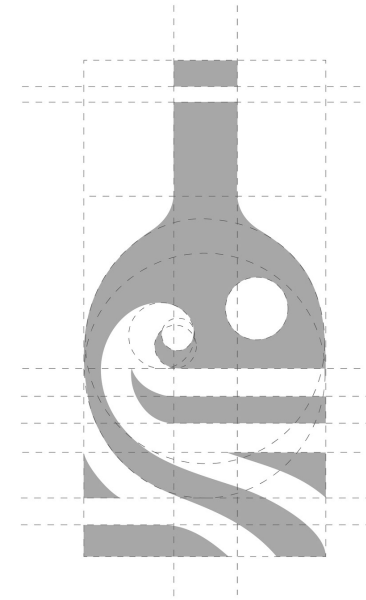**Materials used:** Adobe Illustrator; Adobe Photoshop
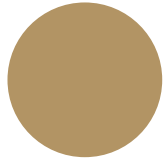
Sunset Haze

HEX: B29464
RGB: 178 148 100
CMYK: 24 38 66 13

ACROM
BOLD

RUM RUN Logo & web design

RUM RUN Logo & web design

RUM RUN Logo & web design

RUM RUN Logo & web design

06
VIN VIN
Label design

This wine label project was created for Vin Vin, a family-owned vineyard. This brand stands out by offering its customers the authentic comfort of home and fostering personal connections. To emphasize these values, two unique wine labels we're created that portray the new signature blends as inviting personalities.

The Aristocrat - Cabernet Sauvignon: This label represents sophistication and elegance, personifying a well-dressed, confident individual with timeless charm and deep-rooted traditions. The Aristocrat appreciates the finer things in life and embodies classic aesthetics.

The Adventurer - Shiraz: This label embodies charisma and vitality, depicting a brave and adventurous spirit always ready for excitement. The Adventurer is an explorer who pushes boundaries, full of warmth and intensity, leaving a lasting impression.

The illustrations were hand-drawn and use bold colors to attract attention and invite customers to experience the wine as if meeting a real person, deepening their connection to the beverage and the winery.

The logo provided by VinVin was seamlessly integrated into the label designs, maintaining brand continuity and recognition.

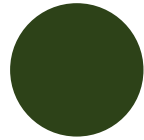**Materials used:** Adobe Illustrator; Procreate
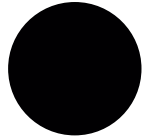
Deep Black

HEX: 000000
RGB: 250 250 250
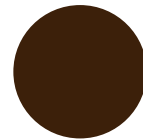**CMYK:** 91 79 62 97

Olive Green

HEX: 2D4218
RGB: 46 66 24
CMYK: 8148 100 55

Port Brown

HEX: 3C200A
RGB: 60 32 10
CMYK: 49 75 83 74
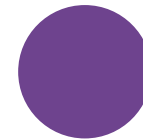
Mulberry

HEX: 6E438E
RGB: 110 67 142
CMYK: 66 84 0 0
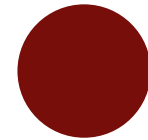
Merlot

HEX: 780E0A
RGB: 120 14 10
CMYK: 28 100 100 39

Alfa Slab One

MONTSERRAT BOLD

MONTSERRAT REGULAR

VIN VIN Label design

VIN VIN Label design

Vin Vin Winery
Co have released
their most
inventive blend
in over 30 years -
wine sourced
from the frosty
Yarra Valley hills,
fertile and fruity.
'Shiraz' is a
medium full
bodied wine,
perfumed
with the
aroma of
sweet cherry
and violet.
You will find
hints of subtle
spices, red
currants and
cedarwood.

A uniquely
Australian
blend.

Vegan
friendly.

V.A

SHIRAZ

Vin Vin Wine Co.
728 Mount Valley Road
Yarra Valley,
Yarraglen, VIC, 3775

WINE OF AUSTRALIA

13.5% ALC/VOL   750ml

Australian
Standard Drinks

8.0

6583 3254

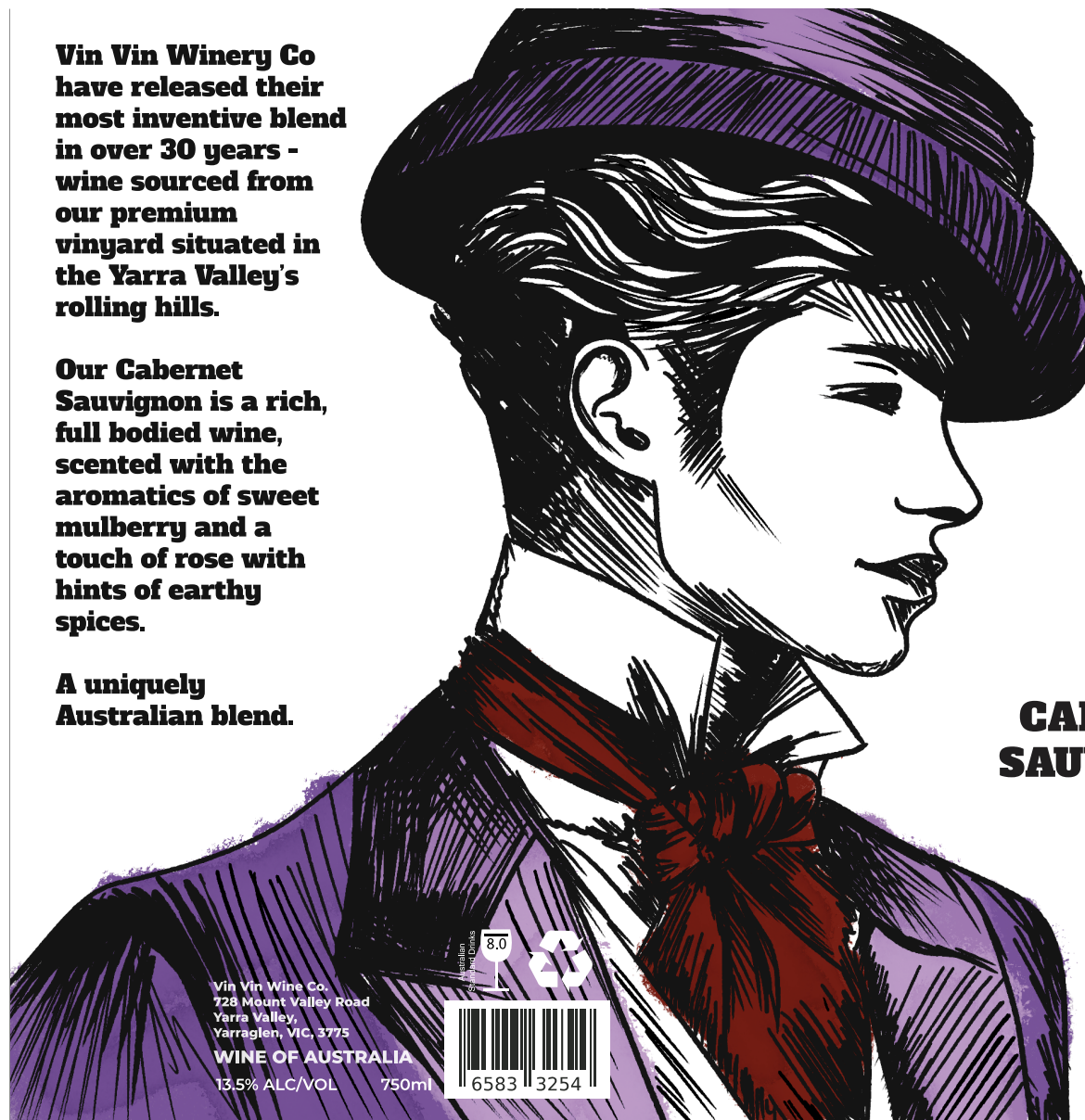2017

VIN VIN Label design

VIN VIN Label design

VIN VIN Label design

Vin Vin Winery Co have released their most inventive blend in over 30 years - wine sourced from our premium vinyard situated in the Yarra Valley's rolling hills.

Our Cabernet Sauvignon is a rich, full bodied wine, scented with the aromatics of sweet mulberry and a touch of rose with hints of earthy spices.

A uniquely Australian blend.

V.A

CABERNET SAUVIGNON

2017

Vin Vin Wine Co.
728 Mount Valley Road
Yarra Valley,
Yarraglen, VIC, 3775

WINE OF AUSTRALIA

13.5% ALC/VOL   750ml

Australian Standard Drinks

8.0

6583 3254

VIN VIN Label design

VIN VIN Label design

07
BLOOD 'N' BONE
Vinyl album cover

The goal of this design project was to create the cover for the rock band Blood n Bone's vinyl album. The design combines digitally drawn illustration with bold typography, inspired by the album's name, 'Gravity' and its tracklist.

The illustration captures a futuristic aesthetic, evoking a sense of weightlessness and exploration, central to the concept of 'Gravity'. Bold and striking typography ensures the band's name and album title stand out, capturing the edgy and intense vibe of rock music. Paying homage to famous rock album covers known for their provocative imagery, the design aims to create a powerful visual impact that resonates with fans. This project showcases a seamless blend of digital illustration and typography, resulting in a visually compelling and thematically cohesive album cover that reflects the dynamic and bold style of Blood n Bone.
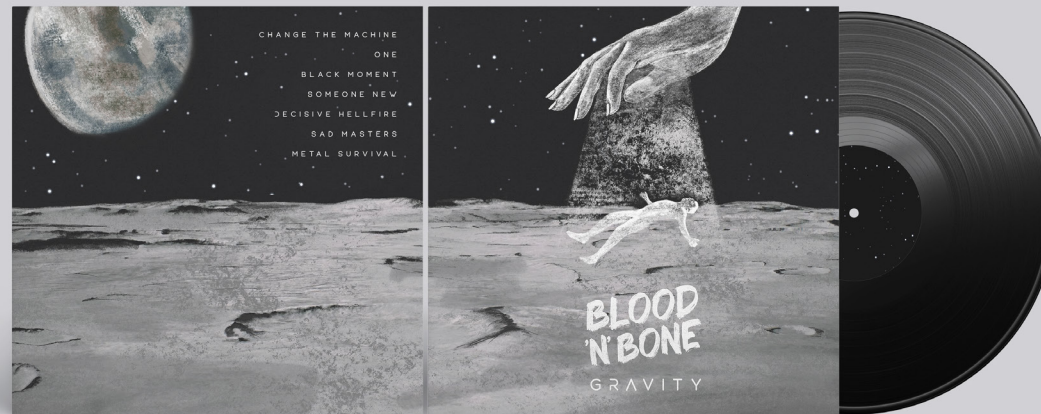
Materials used: Adobe Illustrator; Procreate

BLOOD 'N' BONE Vinyl album cover

BLOOD 'N' BONE Vinyl album cover

BLOOD 'N' BONE Vinyl album cover

BLOOD 'N' BONE Vinyl album cover

Thank you

About

Gabriele Balande
Graphic Design Portfolio
2023/2024

gabrielebalande.com