

2021
GREATEST HITS

kemal avdovic

branding | strategy | design



Hello, I'm
Kemal Avdovic
multidisciplinary
designer from Sarajevo

About

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For the past ten years, I have been working throughout multiple different industries. **I have helped build brands and identities, crafted websites, designed mobile apps, and made 3D product visualizations.**

From 2013 to 2017 I was a co-founder and CCO of a **small event agency - Evento**, where we strived to help other companies with all their event and promotional needs. I have left the company in October 2017 to **pursue my ever-present interest in design.**

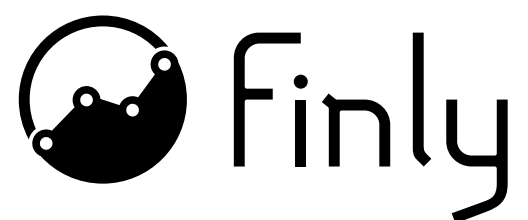
Moving between industries gives me a unique perspective on things as it keeps me on the edge.

Over the years, working like this, made me into some sort of **specialist-generalist**, a person that can design individual pieces as well as connect the dots and design overall visual language.

I am always **looking for new challenges** because it helps me push myself to the next level.



Selected Clients



Experience

2017 –
Lilium Digital d.o.o.
graphic designer
www.lilium.ba

2012 – 2017
Evento o.d.
cco and co-founder
www.evento.ba

2006 –
Freelance
brand & web designer
www.kemalavdovic.com

2014
MITA Group d.o.o.
graphic designer
www.mita.ba

2010 – 2011
ProEvent d.o.o.
graphic designer & 3d artist
www.proevent.ba

2009 – 2010
ARTservis d.o.o.
digital media designer
www.sff.ba



01

REVEALING THE SECRET

Nature's Ultimate Secret

NUS - is a new **lifestyle company**, started with the goal of providing the most affordable and **natural cosmetic products**. They spent the first few months in research that produced three top of the line products at market prices.

NUS partnered with me intending to **bring those three products to life** as well as establish NUS as a brand.

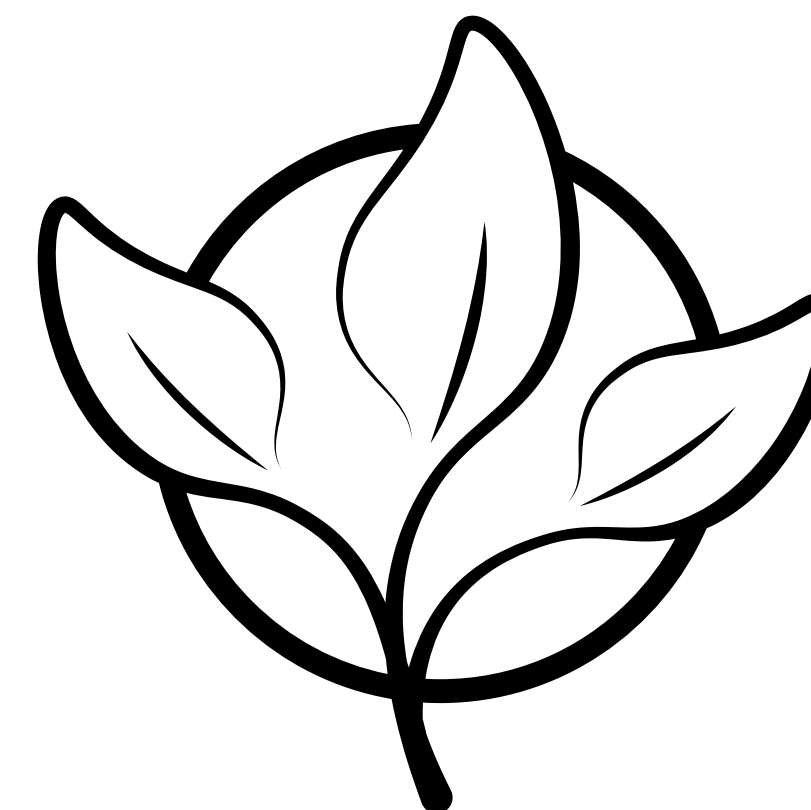
Services Provided

- Brand Research & Strategy
- Identity Design
- Packaging Design
- Product Rendering
- Website Design

Featured on:



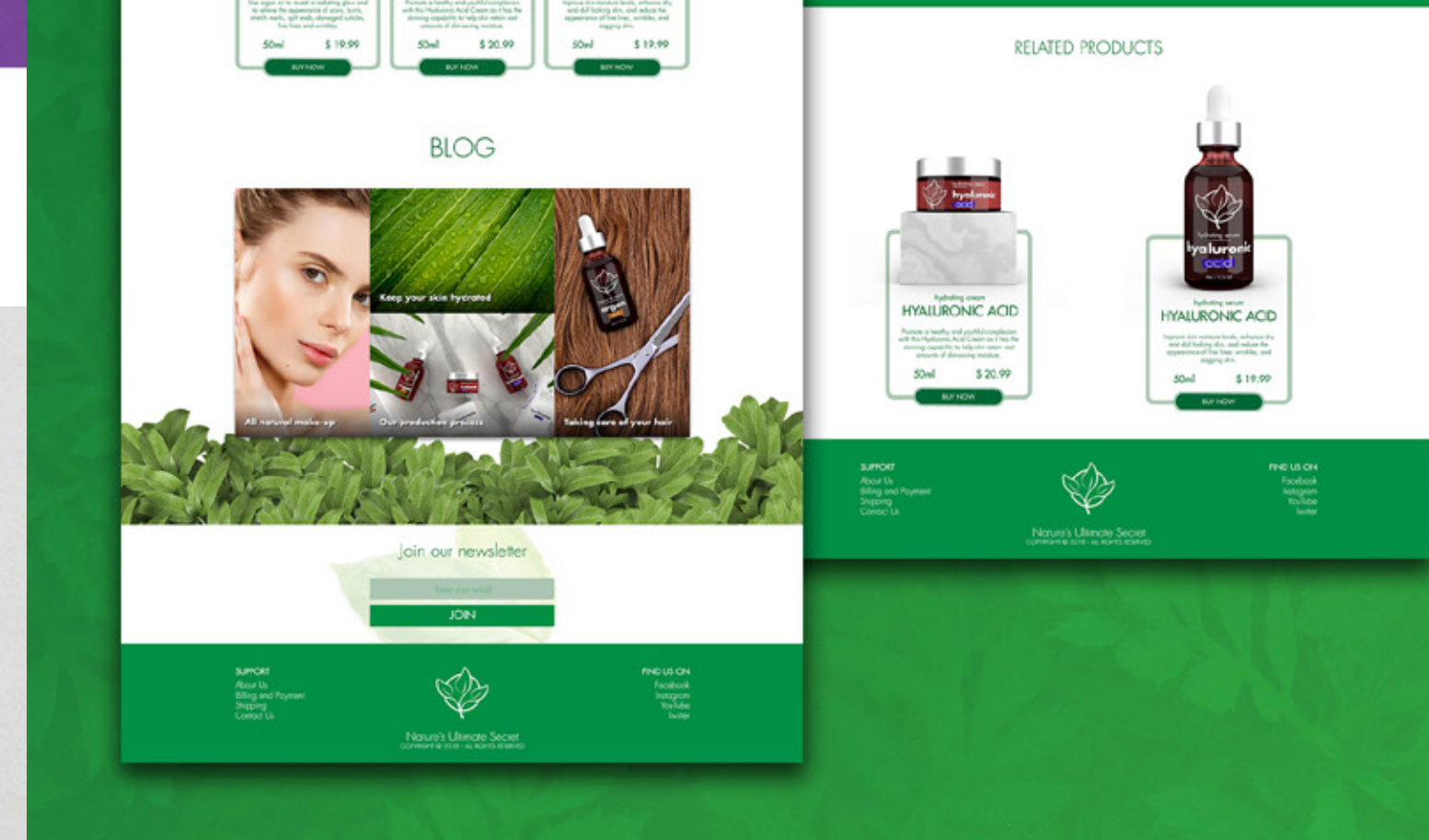
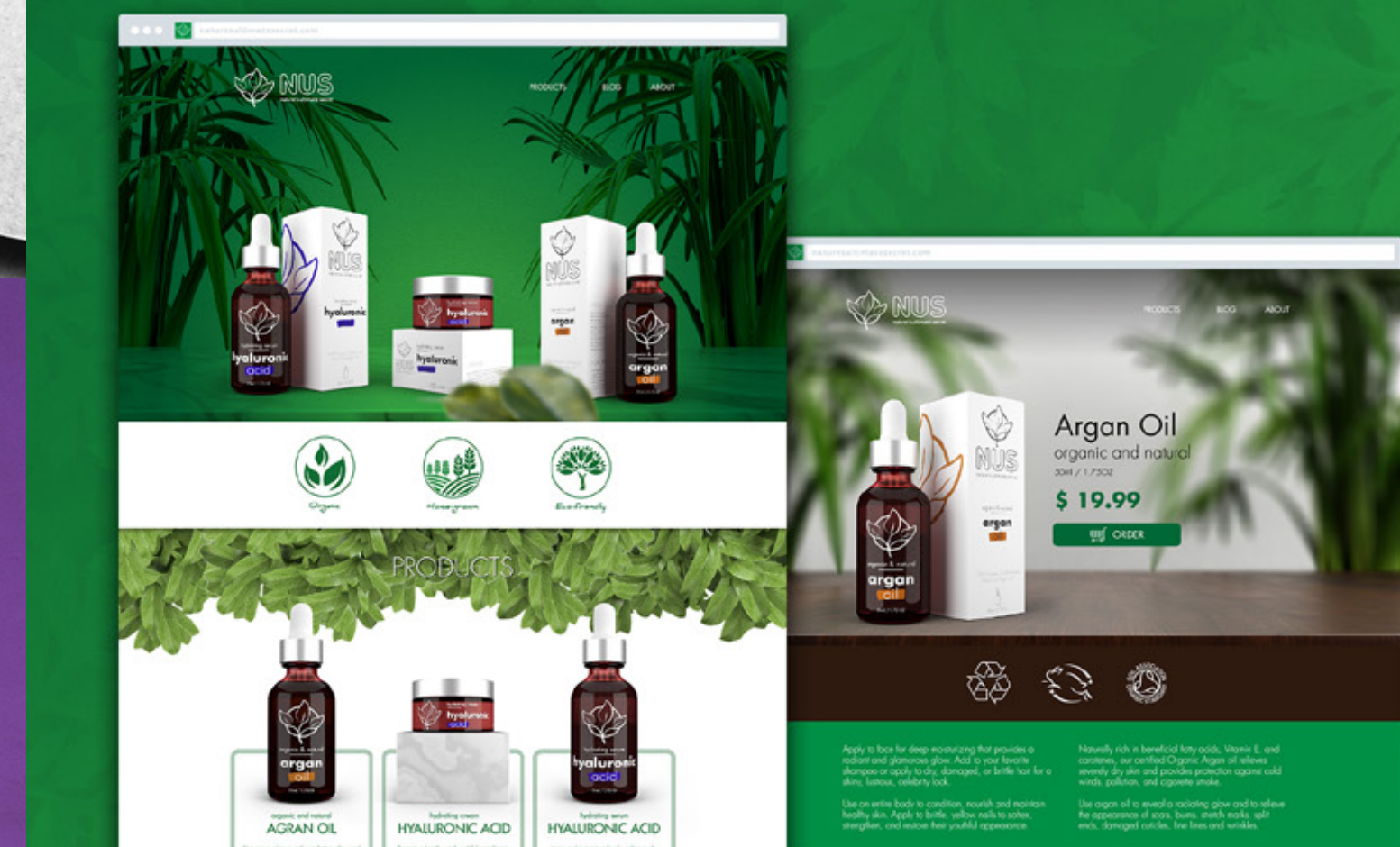
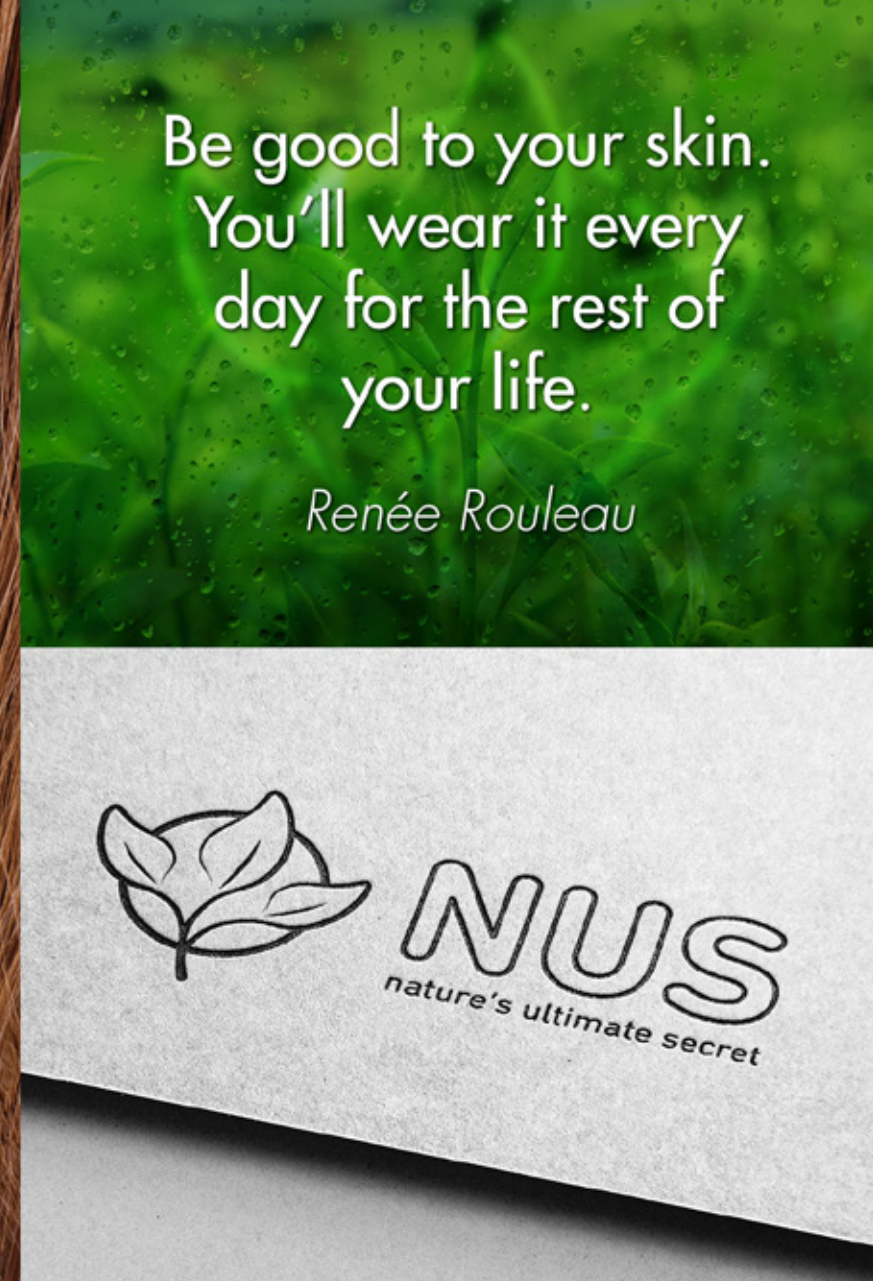
Click me!



NUS

nature's ultimate secret





Logo Colors



R: 0 G: 146 B: 69
C: 86 M: 18 Y: 100 K: 4
HTML: #009245

Fonts

Font Used in Logotype - DIN Next Rounded - Bold/Regular

1234567890 !@£\$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Reccomended font for use - Futura LT Pro

1234567890 !@£\$%^&*()-=+
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

02

MANUFACTURING A NEW LOGO

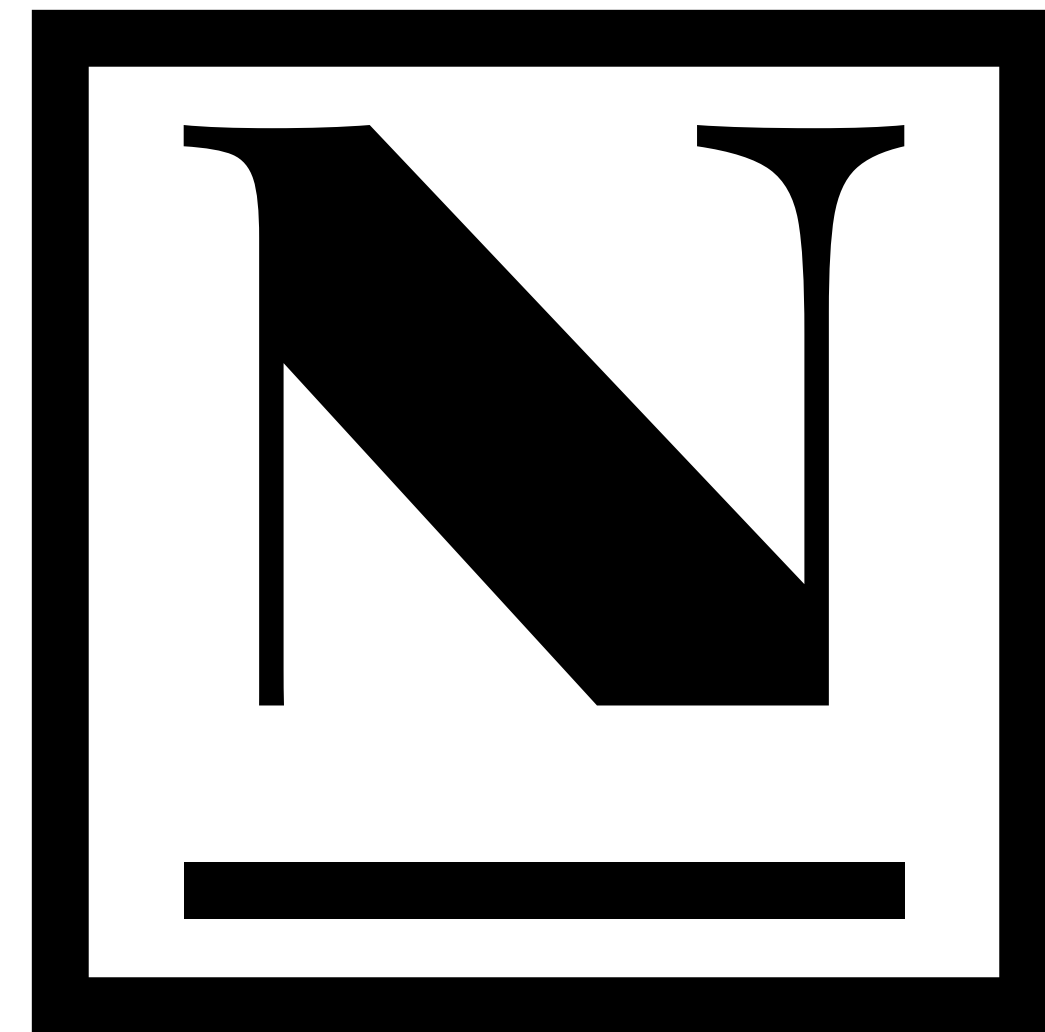
NIDDA furniture

NIDDA furniture is the UK based furniture **re-seller** and, as of 2019, a **manufacturer** of home furniture. They are relatively new to the market but have an already **established brand** as a re-seller. Their goal was always to start designing and producing their own furniture items.

Since they **started producing furniture**, they partnered with me to help them **refresh their logo, design and build** a new website and design visuals for campaigning that will **promote their** upcoming **new products**.

Services Provided

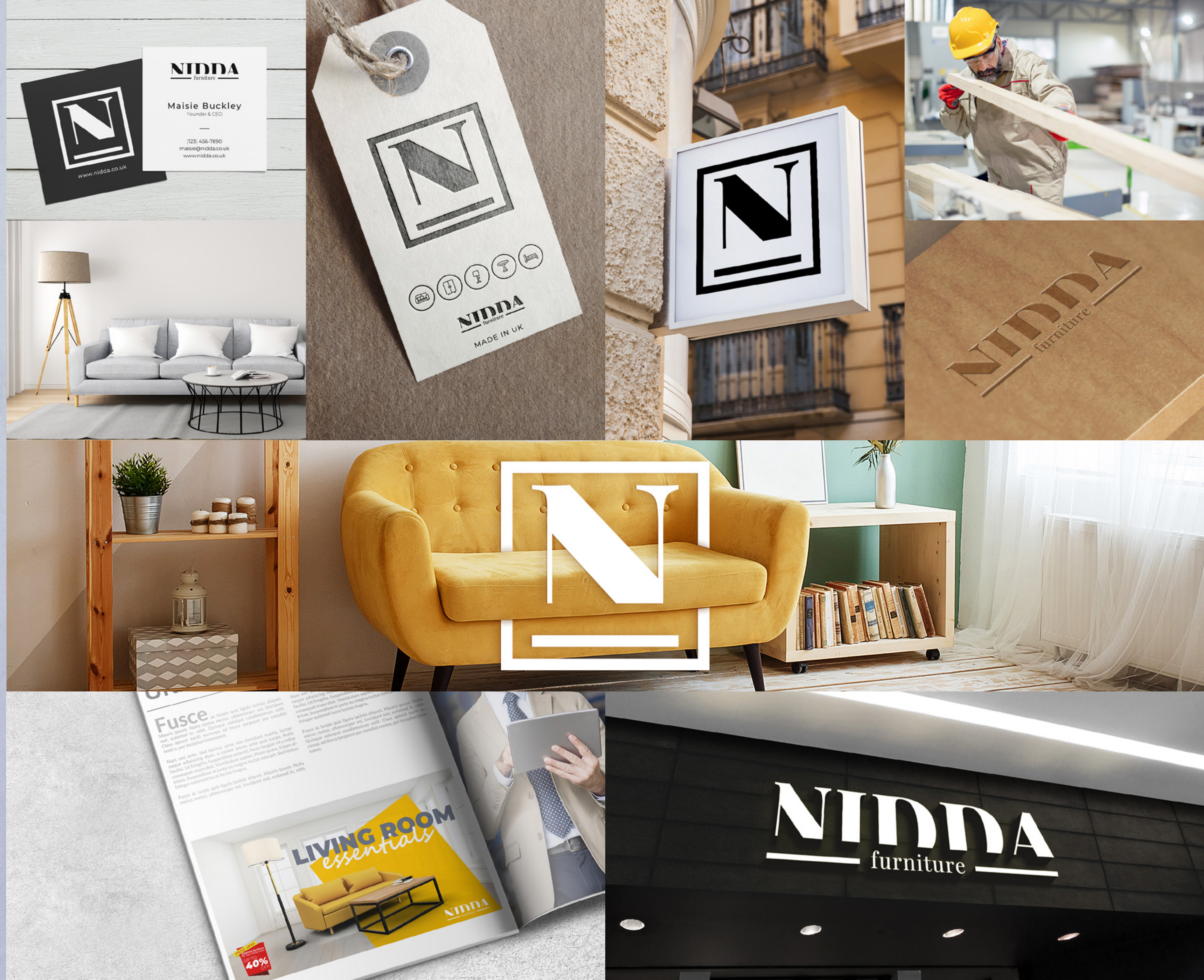
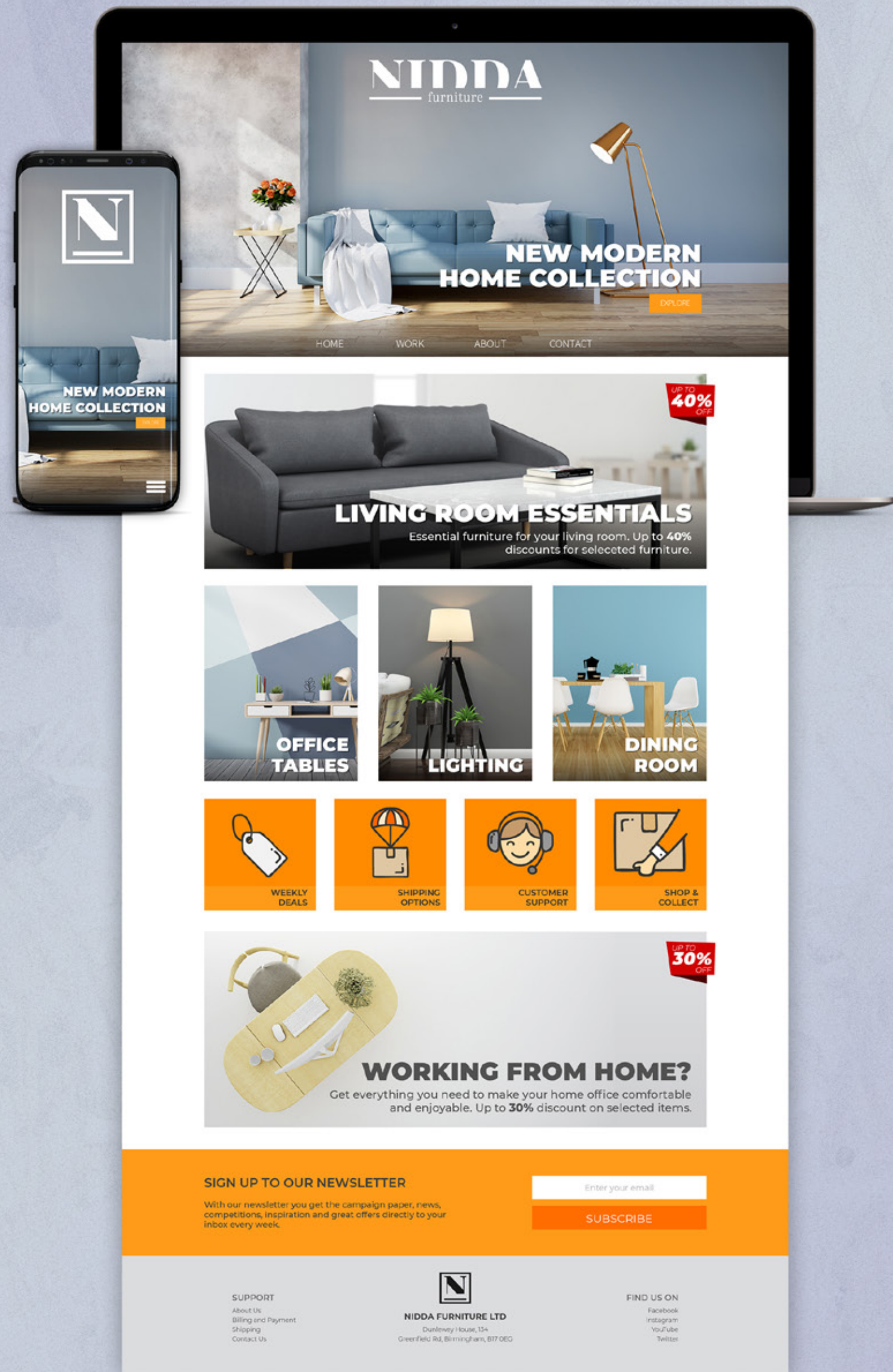
- Brand Research & Strategy
- Logo Re-design
- Stationery
- Product Rendering
- Website Design



NIDA

furniture





03

BRINGING CITY EVENTS TO LIFE

Evento

Evento is a small **event agency** that I **co-founded** back in 2013, based in Sarajevo, to provide next-level event experiences. We wanted to service the clients that have needs **beyond simple event management**. I have since left the company, but the brand is still alive and kicking.

As I was co-founder, I had **full creative control** of the project. My partner and I made a list of ten points that this **logo and identity** should represent - to us, to our clients and to our competition. This final version of the logo has a logo mark that can be used as a map marker on print or inside online software like **Google maps**.

Services Provided

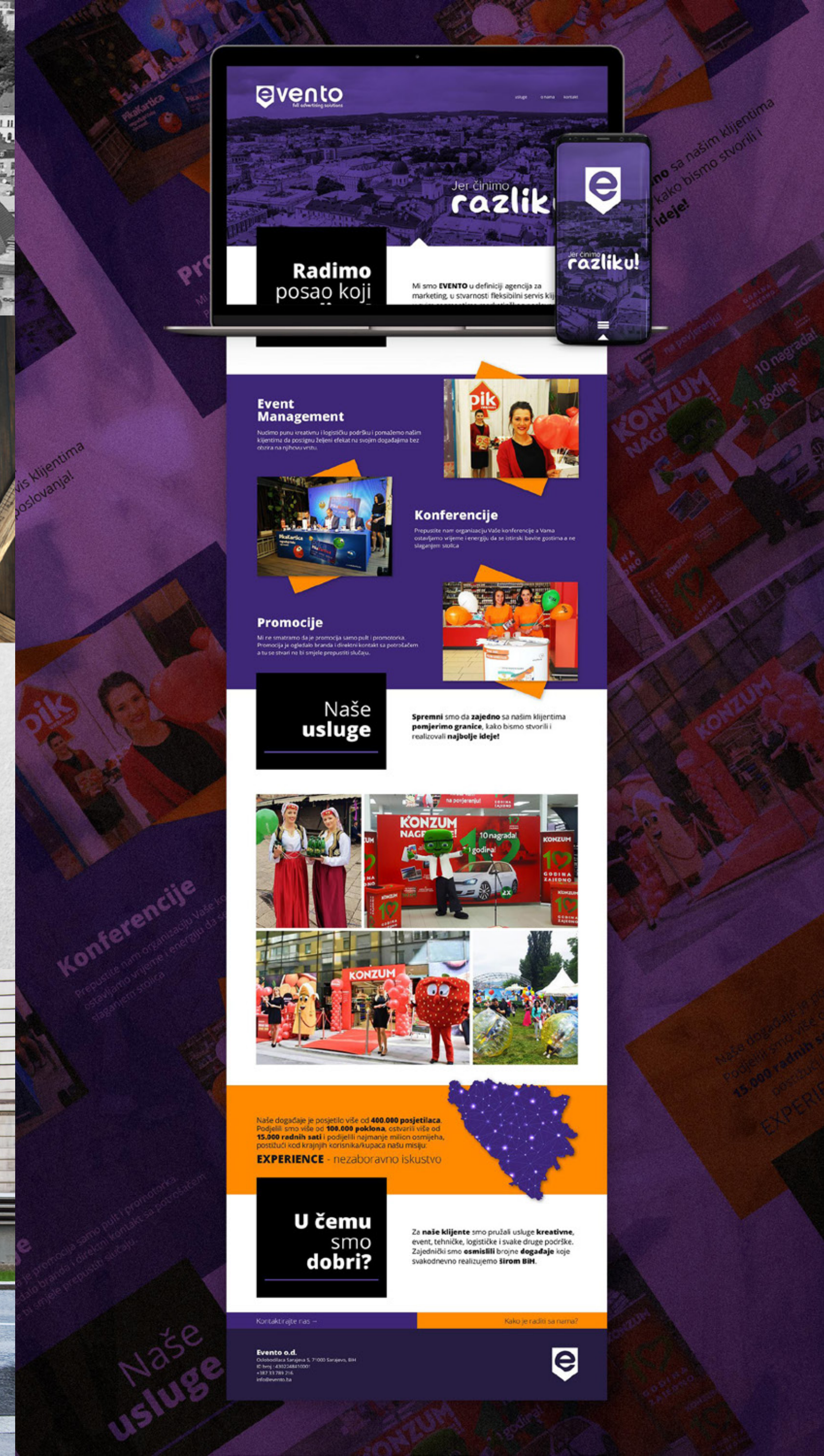
- Brand Research & Strategy
- Identity Design
- Stationery
- Website Design





vento

full advertising solutions



04

BRANDING A FINANCIAL START UP

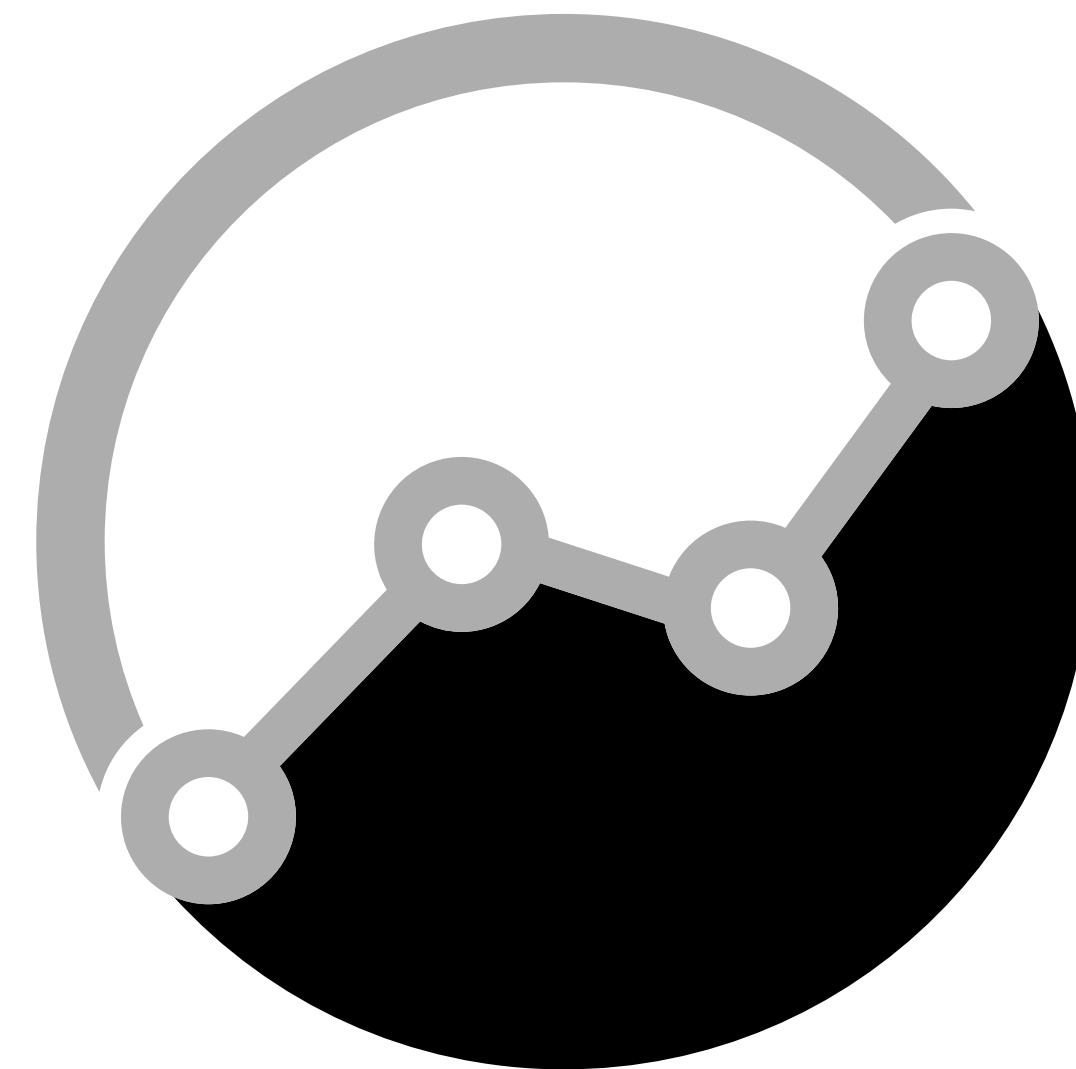
Finly

Founders of Finly, the Australian startup, want to help startups **launch for the stars** but also allow people with limited investment capabilities to be **angel investors**.

Finly contacted me to help them **craft their identity** and messaging as well as to design the marketing website. They wanted messaging and visuals to **speak to startups** but also be modern and accessible to the **wider audience**.

Services Provided

- Brand Research & Strategy
- Identity Design
- Stationery
- Website Design
- Office Branding





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That is all!

Thank you for your attention!

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