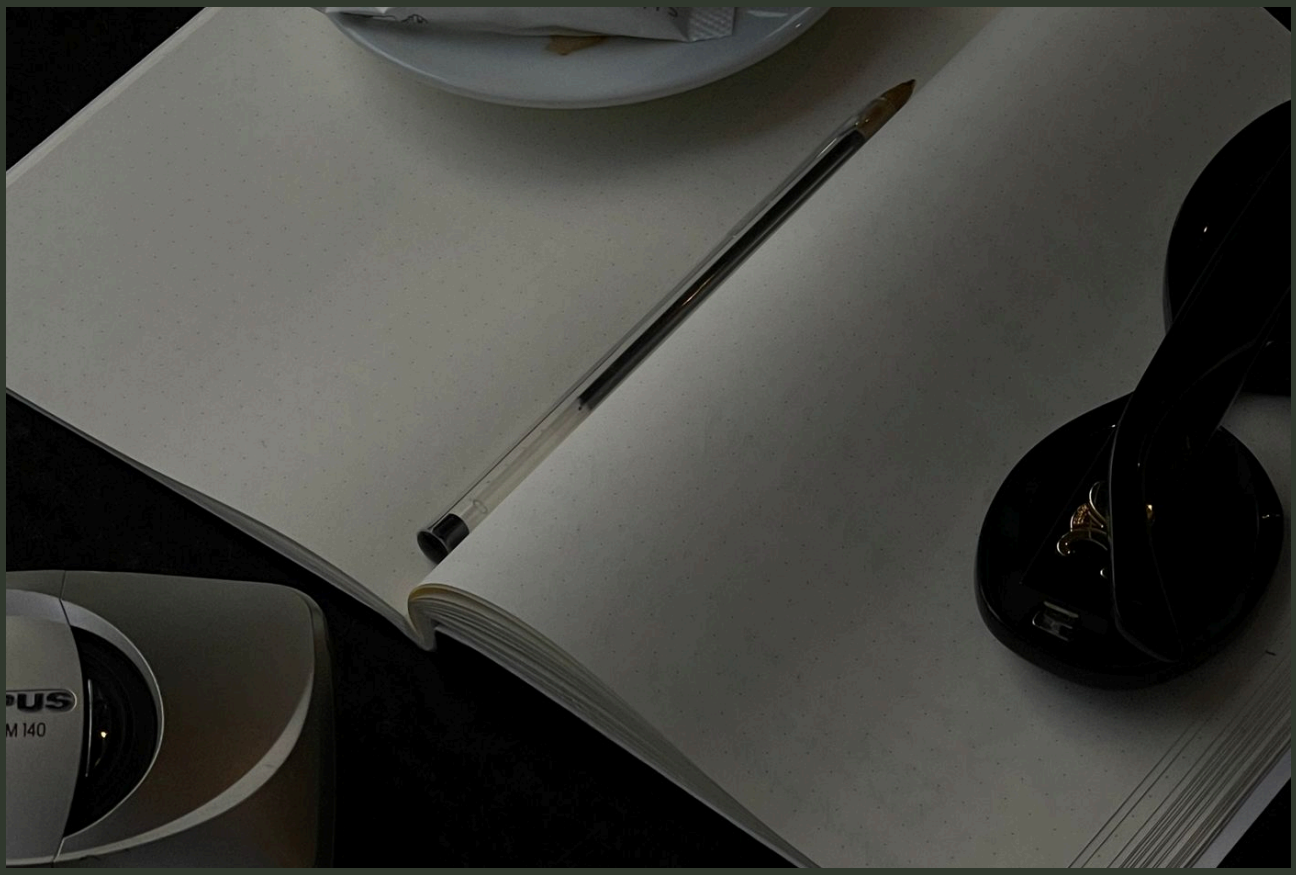
Design *studies.*



A considered collection of visual identities, editorial emails, and campaign concepts.
Created for the web portfolio from the themes in Dua’s supplied work.

A place to pause.
A brand to remember.

Café

Storia



FOREST	SAGE	OAT	PAPER
#30382D	#93947A	#D6C9AF	#E9E4D6

Color & character

A calm, botanical direction. Use forest as the signature color and paper as the foundation. Sage and oat support secondary content and printed applications.

Type & composition

Pair expressive serif headlines with quiet sans-serif details. Keep generous margins, use one focal point per composition, and allow the identity space to breathe.

Concept interpretation inspired by the supplied Café Storia logo. This is a new illustrative study, not an original client guideline document.

The everyday *ritual.*

THE BEAUTY EDIT / A CONCEPT NEWSLETTER

Small moments. *Beautiful essentials.*



Make room for a slower morning. An editorial selection of textures, rituals, and the things we reach for every day.

EXPLORE THE EDIT

Less, but better.

A clear headline. One product moment.
A simple invitation to discover more.

An illustrative email layout using stock product photography. Product names in the image belong to their owners. No client relationship or product claim is implied.

Made to *make you look.*

FRESH OFF THE GRILL

Worth *the craving.*



GOOD FOOD. GREAT COMPANY.

A clear focal point

Real food photography creates immediate appetite appeal. Let the product take the lead, with a compact headline that reads at a glance.

A warm palette

Deep red and warm cream frame the food without competing with it. The layout can extend across feed posts, stories, and a printed menu insert.

Thoughtfully made. *Clearly credited.*

This booklet was newly created for Dua Shakeel’s portfolio. It presents concept interpretations inspired by the categories and identities in the supplied presentation. It does not reproduce original client deliverables or claim commissioned relationships with photographed brands.

Photography

Café photograph: Eugenia Remark / Pexels
pexels.com/photo/coffee-cup-and-notepad-on-cafe-table-18493332/

Skincare photograph: Misolo Cosmetic / Pexels
pexels.com/photo/bottles-of-skincare-products-lined-up-4841386/

Burger photograph: Anna Tukhfatullina / Pexels
pexels.com/photo/burger-with-sliced-vegetables-close-up-photography-2702674/

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Let’s work together.

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