

MEHAR HASSAN

GRAPHIC DESIGN PORTFOLIO 2026

Brand identity - Campaign systems - Editorial - Print

SELECTED WORK

meharhassan.com

Creative designer / Art director



Designer first. Creative partner by practice.

I build clear, consistent visual systems for brands, campaigns and real-world touchpoints - from first concept to production-ready creative.

HOW I ADD VALUE

Visual identity / campaigns / social systems / editorial / print

Typography, hierarchy and practical design systems that work across formats - not only in a presentation.

PRACTICE

8+ YEARS

Creative design experience across branding, print, digital and campaign work.

BRAND IDENTITY

CAMPAIGN DESIGN

EDITORIAL + SOCIAL

PRINT + OOH

What I design.

A focused practice with enough range to build a brand from the first mark to the work people actually see.

01

Brand identity

Logos, visual direction and systems that stay recognizable.

02

Campaign creative

Ads, launch concepts and branded messaging with a clear hook.

03

Editorial + social

Content systems, carousels and ongoing communication.

04

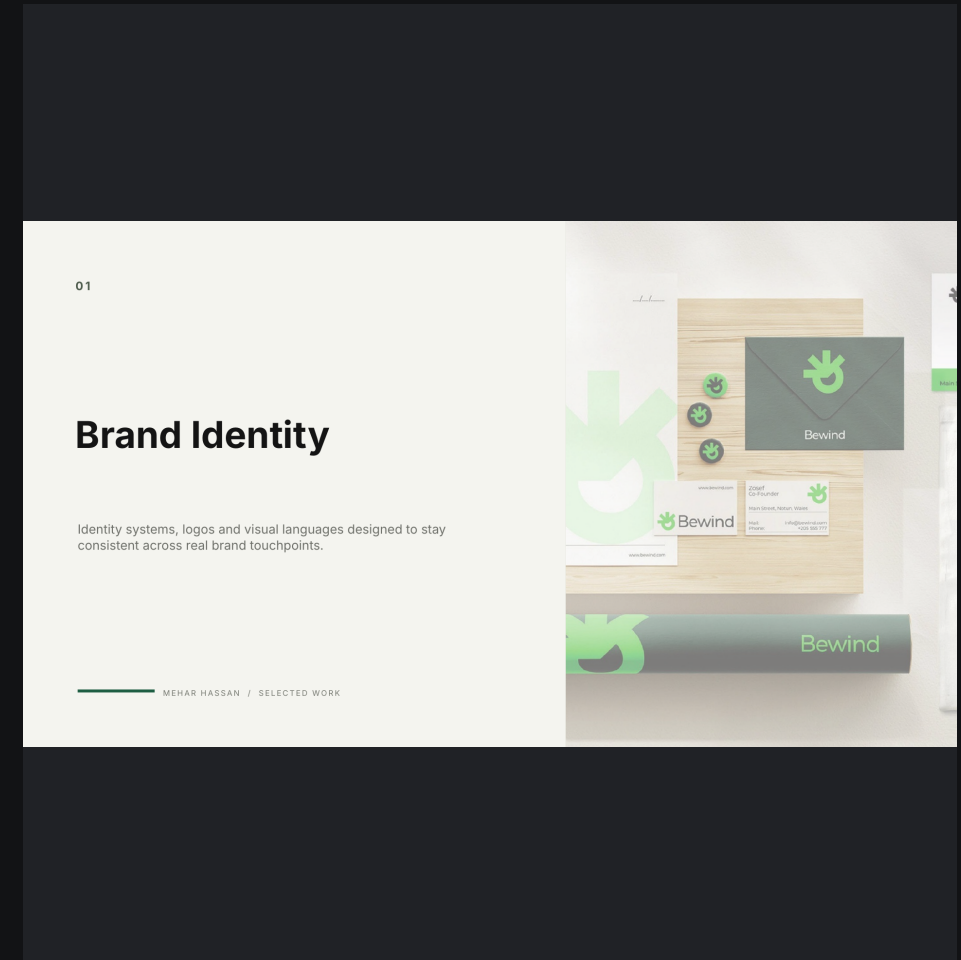
Print + OOH

Billboards, posters and large-format creative built for scale.

01

Brand identity

Visual languages designed to build recognition before a campaign ever begins.

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CASE STUDY 01

Bewind

Renewable energy identity concept

THE BRIEF

Create a modern identity for a renewable-energy brand that feels clean, optimistic and credible without relying on overly generic eco imagery.

DESIGN DIRECTION

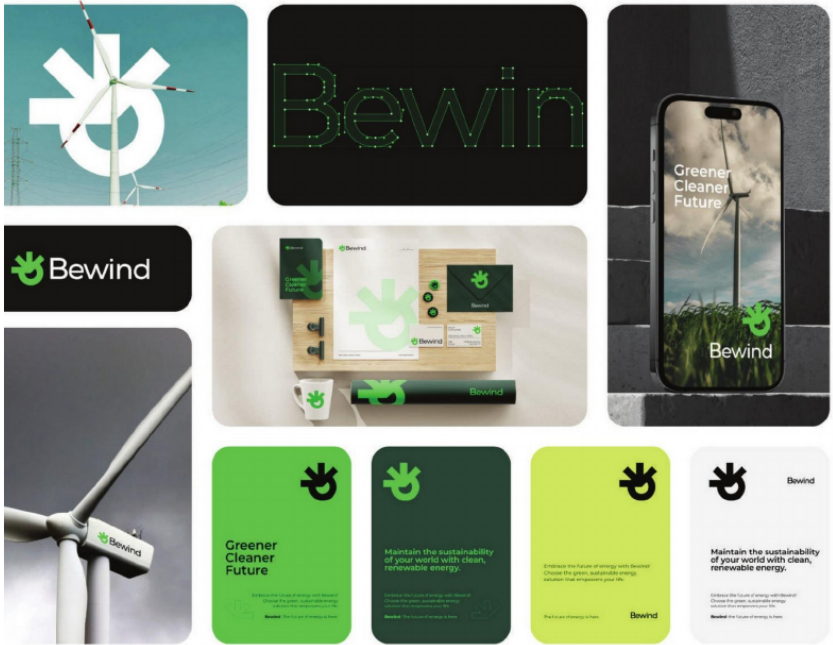
A simplified symbol, fresh green palette and restrained typography create a flexible system that can move from digital communication to stationery and environmental applications.

ROLE

FOCUS

Brand identity
Logo system
Visual direction
Applications

Clarity
Consistency
Scalability



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IDENTITY SYSTEM

Bewind in application

A practical system should remain recognizable across different scales and surfaces.



SYSTEM NOTES

- High-contrast green + black core palette
- Minimal logo geometry
- Flexible brand blocks
- Strong visibility on print and digital surfaces

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CASE STUDY 02

Nusus

Courier and logistics identity concept

The direction uses deep navy for reliability and bright green for speed and energy, creating a tech-forward identity that can scale across stationery, digital touchpoints and operational materials.

ROLE

Logo design
Brand system
Stationery
Applications

DESIGN GOALS

Reliable
Modern
Adaptable

LOGISTICS / IDENTITY

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SELECTED MARKS

Logo systems

Wordmarks, sketch-to-vector explorations and monograms.

1) 

2) 

3) 

4) 

5) 

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WORDMARKS

1) 

2) 

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11) 

12) 

SKETCH → VECTOR

1) 

2) 

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12) 

MONOGRAMS

8

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CREATIVE DESIGNER - ART DIRECTOR

08

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IDENTITY EXPLORATION

Abacus

A sharp, monogram-led concept tested across digital and wearab

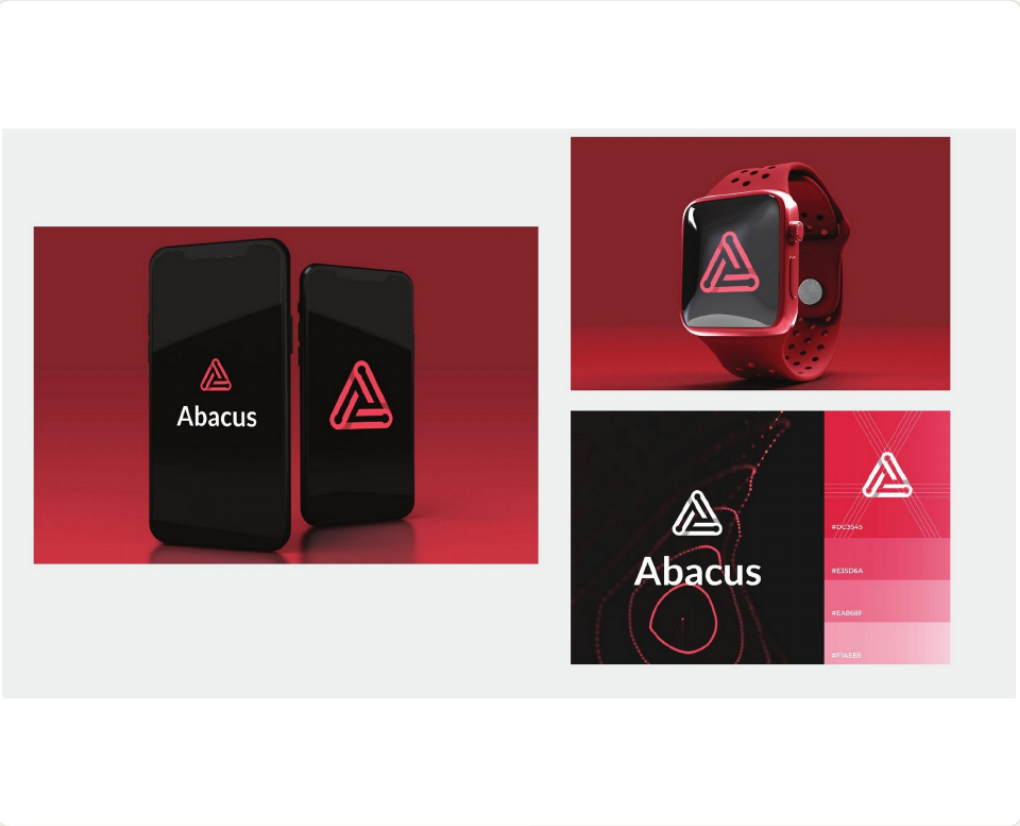
CONCEPT

The visual language is built around a compact symbol and a focused red/black palette. The mark is intentionally simple enough to work on app screens, product surfaces and small-scale brand touchpoints.

MONOGRAM

DIGITAL

WEARABLE



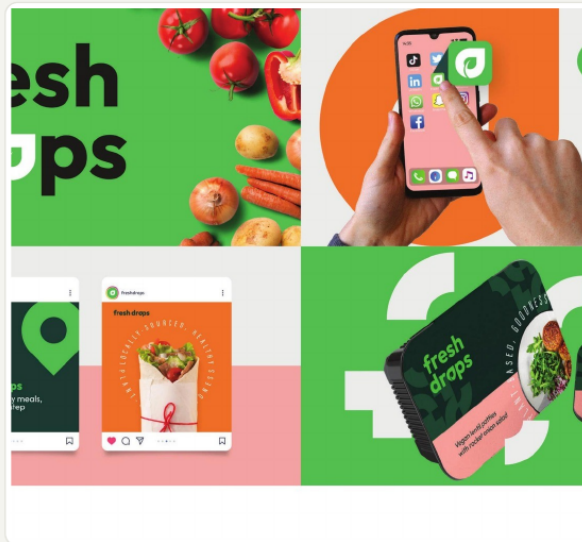
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SELECTED IDENTITY WORK

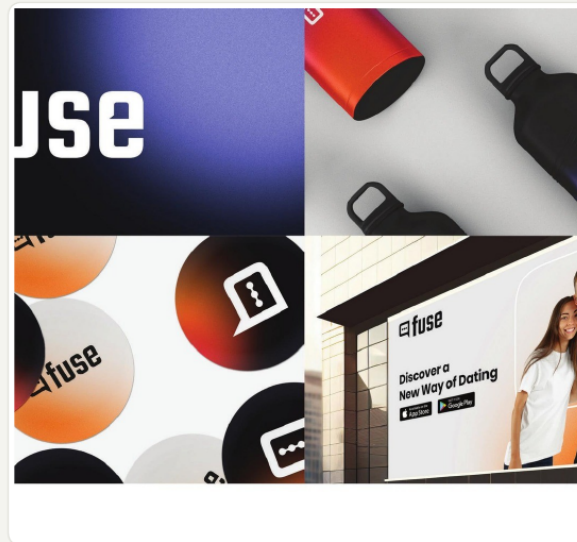
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Three different brand personalities

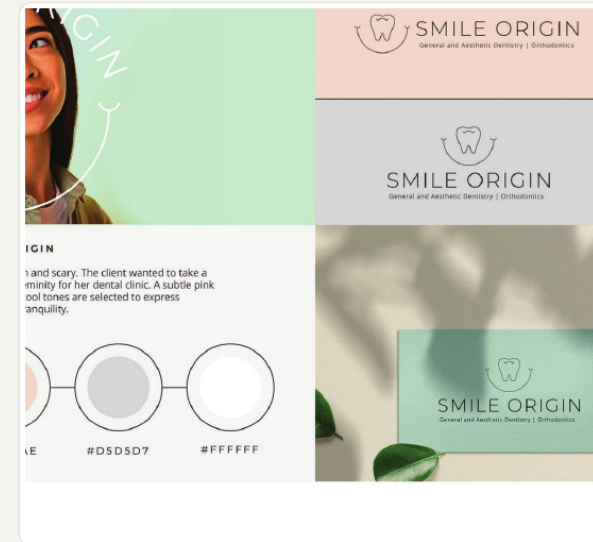
A selection showing range across food, digital and service-led concepts.



FRESH DROPS



FUSE

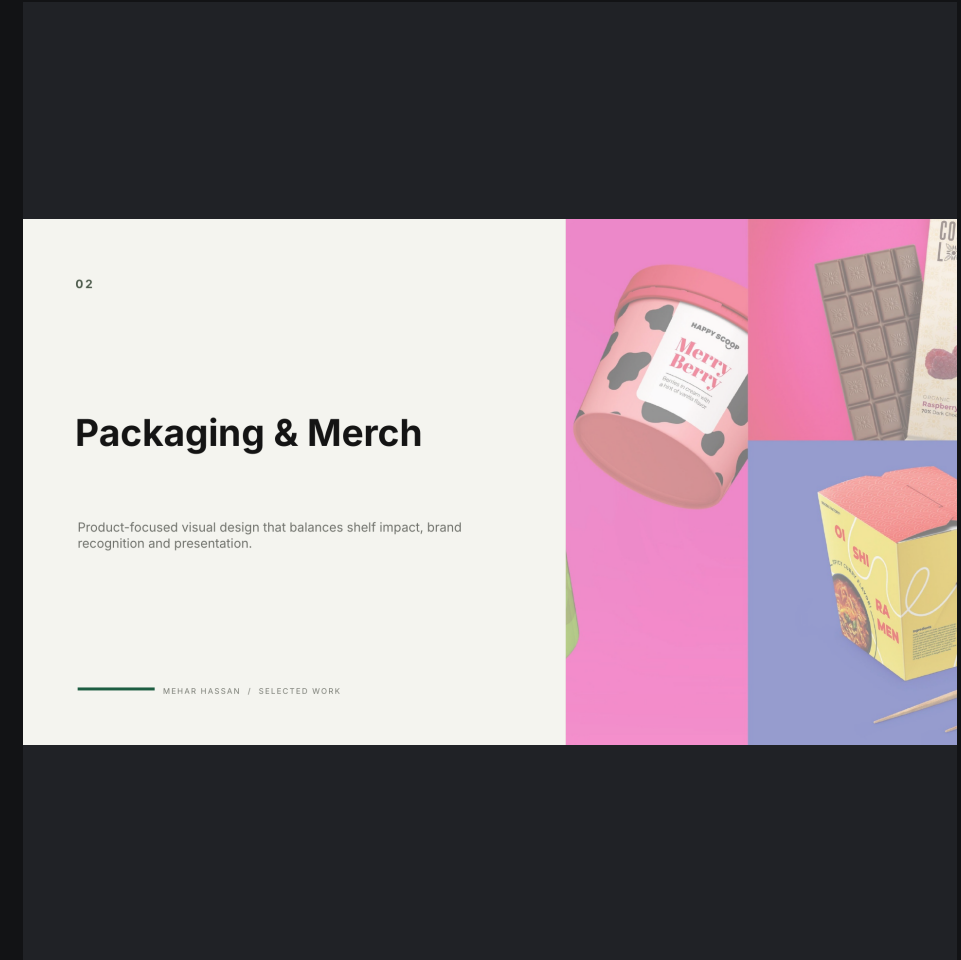


SMILE ORIGIN

02

Packaging and merch

Product-focused creative with enough personality to earn attention at shelf and in hand.

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CASE STUDY 03

Kuali

Water bottle packaging concept

The objective was to make the bottle feel premium and distinctive while giving the label enough visual character to remain recognizable from multiple viewing angles.

DESIGN APPROACH

A dark base creates a high-end presentation, while the expressive artwork adds energy and shelf contrast. The design was considered as a full wrap rather than a single front-facing label.

ROLE

Packaging design
Label layout
Presentation mockup

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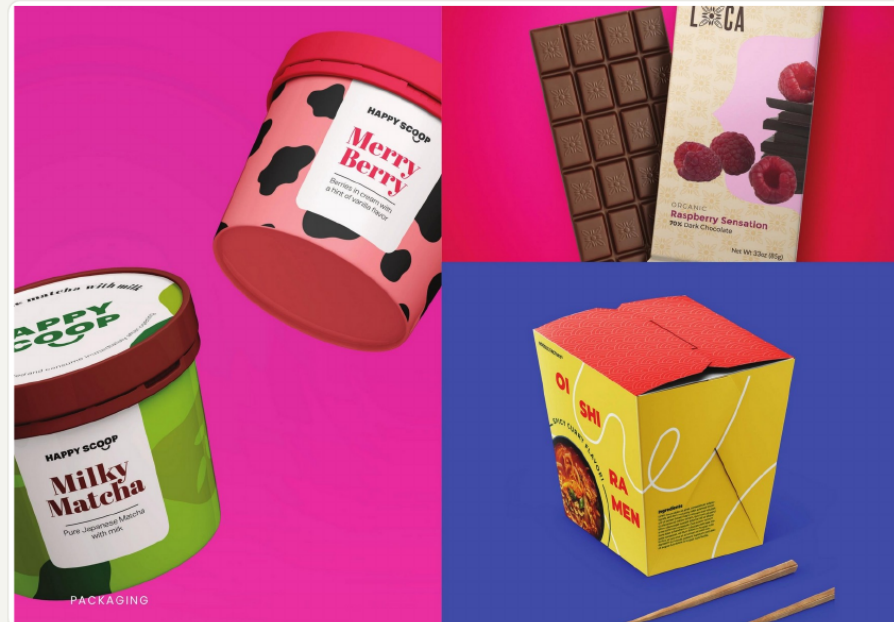
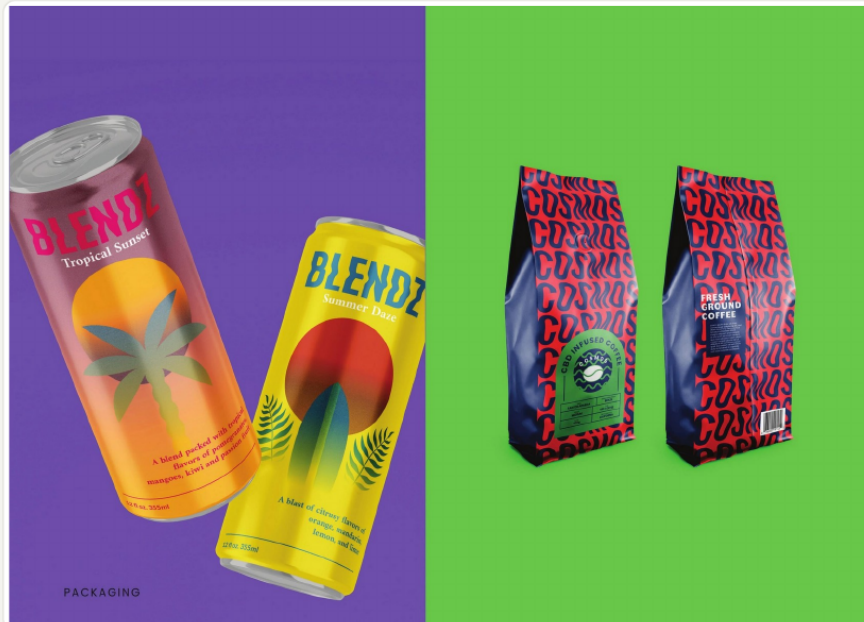
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SELECTED PACKAGING

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Color, contrast and product personality

A mix of beverage, food and retail packaging explorations.



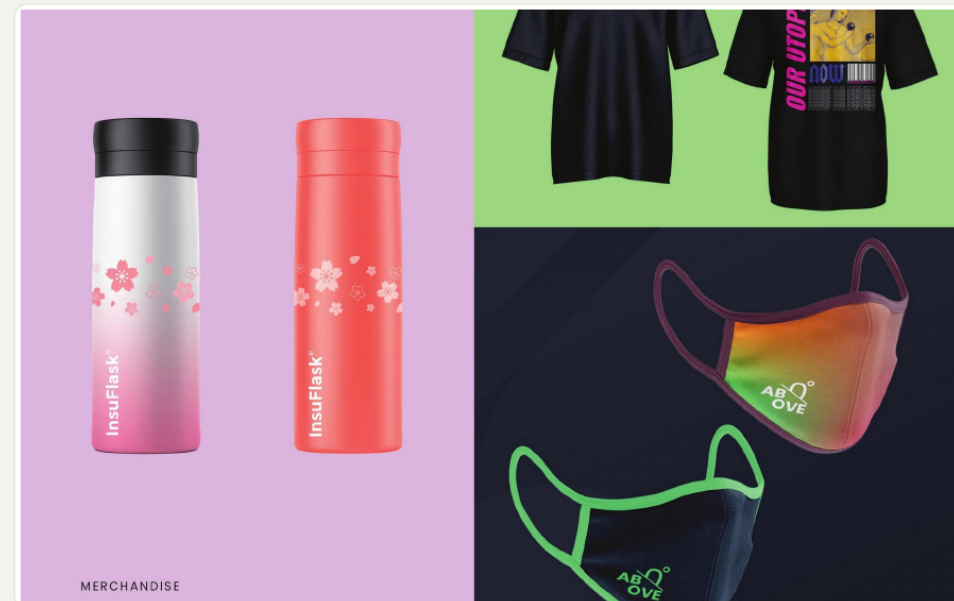
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MERCHANDISE

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Branding beyond the screen

Selected product and merchandise applications designed to extend visual identity into physical touchpoints.



03

Campaign systems

A repeatable visual voice built for fast-scrolling feeds and real communication.

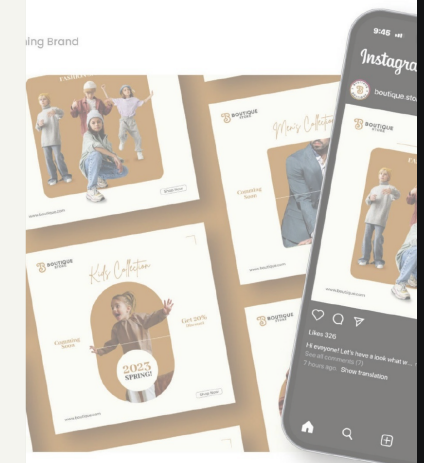
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04

Social & Campaign

Branded content systems designed for consistency, readability and fast adaptation across recurring campaigns.

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CAMPAIGN SYSTEMS

Built for repeated content

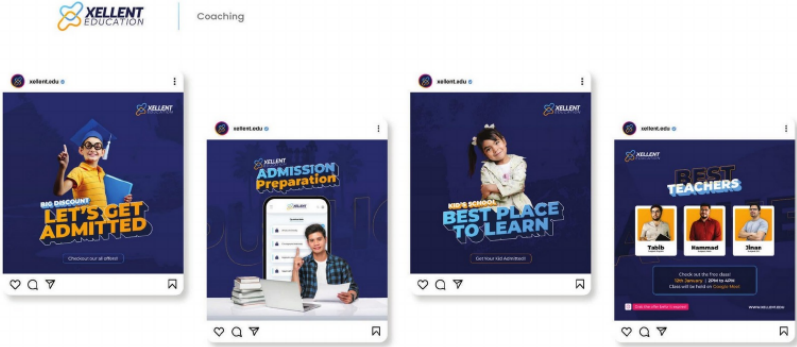
Different brands need different voices, but both benefit from a repeatable visual system.

Social Media



BOUTIQUE STORE

Social Media



XELLENT EDUCATION

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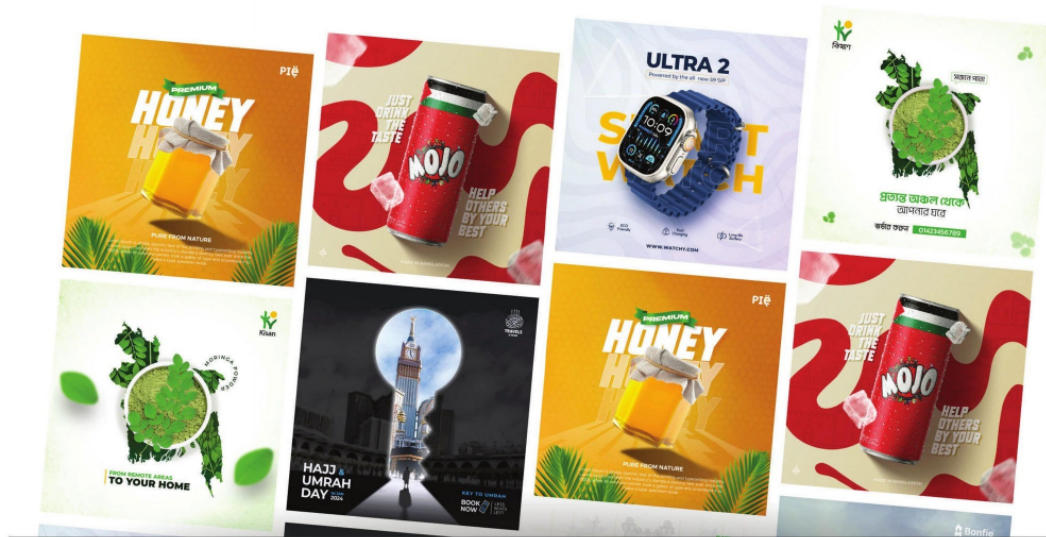
PRODUCT & PROMOTIONAL
DESIGN

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Visual hooks for fast-scrolling feeds

Selected product-focused social graphics combining typography, product imagery and compositing.

Social Media
Product Design & Manipulation



DESIGN FOCUS

Strong first-frame hierarchy
Product-first composition
Controlled color contrast
Readable typography
Adaptable campaign layouts

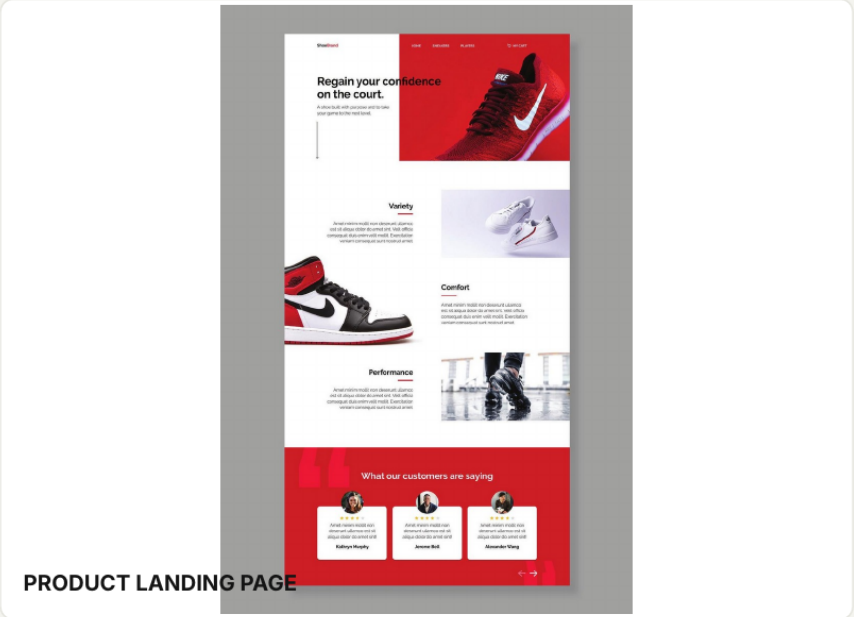
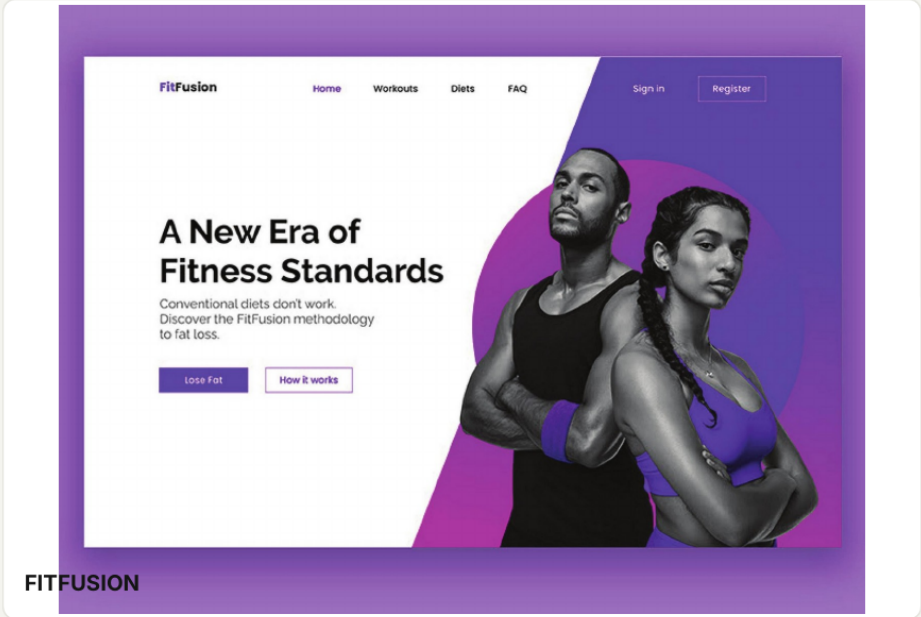
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SELECTED WEB DESIGN

Landing pages & product presentation

Explorations in conversion-focused layout, product hierarchy and visual storytelling.



Work that holds together from first mark to final format.

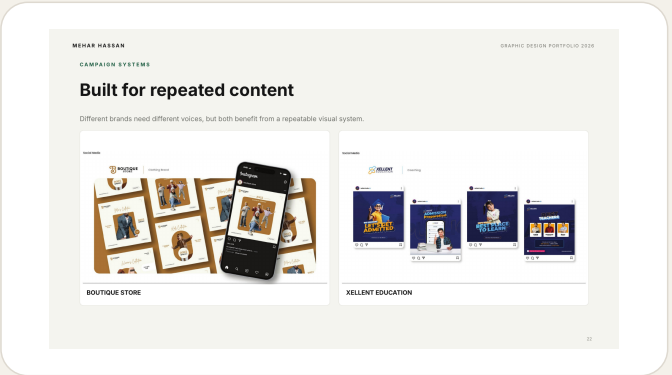
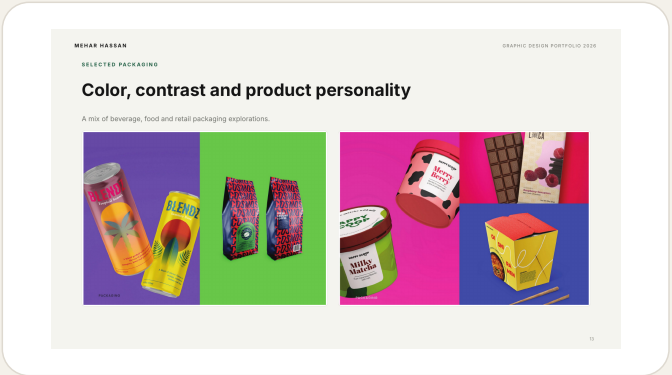
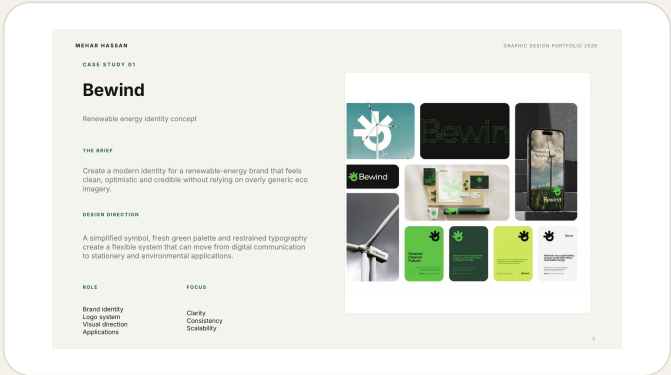
One visual idea, translated with purpose across the touchpoints that matter.

- 01

Start with the message.
- 02

Make the system flexible.
- 03

Build for real use.



LET'S MAKE SOMETHING STRONG.

Brand identity - Campaign creative - Social systems - Print

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