

BRAND IDENTITY CASE STUDIES

Veksra / AfriGenetry Link

Two projects: an original identity for Veksra
and a usable brand system for AfriGenetry Link.

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Two distinct brand challenges

Veksra called for a logo and identity from the ground up. AfriGenetry Link needed a consistent visual system for an existing organization and mark.

01 VEKSRA

Original logo; logo variants; color and type system; imagery and usage guidance.

02 AFRIGENETRY LINK

Brand guidelines for an existing mark; palette, type, imagery and motif library.

WHAT YOU WILL SEE

The project brief, my scope, selected source pages and how the design decisions support repeatable use. All visuals come from the supplied work.

01 VEKSRA

The brief

Create a recognizable identity for a digital growth agency whose message centers on clarity, strategy and measurable performance.

My role

Founder and brand designer. I designed the logo and created the visual identity guidelines for my agency.

The response

A flexible logo system, defined colors and typography, and imagery direction that can guide website and marketing materials.

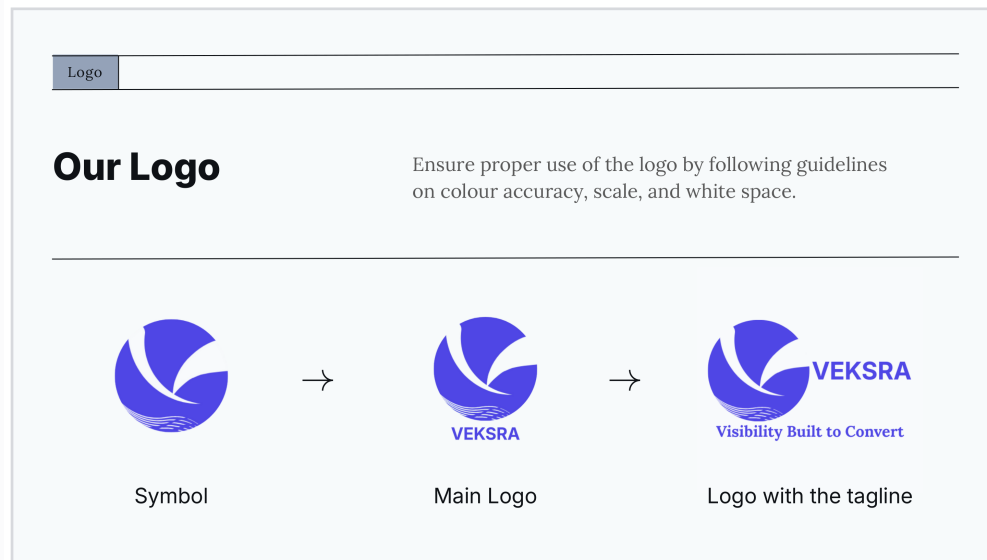
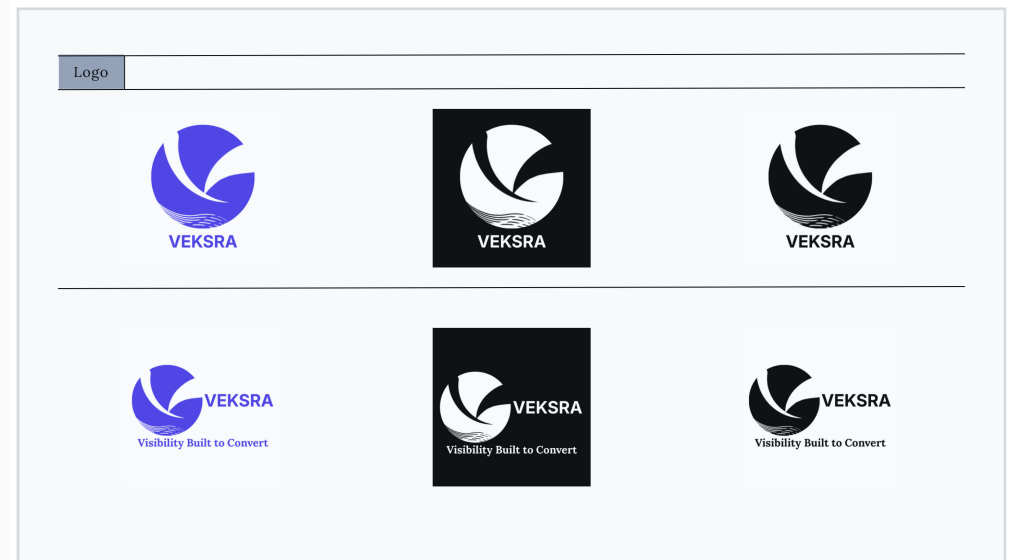
DELIVERABLES

Logo variations / Color palette / Type system / Imagery guidelines

VEKSRA

Logo design and visual identity

Brief: Create a recognizable identity for a digital growth agency built around clarity, strategy and measurable performance.



Logo system and documented variations

From symbol to usable system

The guidelines distinguish symbol, main lockup and tagline lockup, then show their application on light and dark grounds.

Brand Colors

Brand Colors

Dark Gray Blue

Hex: #0F1115

Blue

Hex: #4F46E5

Cloud White

Hex: #F8FAFC

Gray Blue

Hex: #94A3B8

Vivid Azure

HEX: #22D3EE

Our color palette draws inspiration from tech and nature, resulting in a fresh and vibrant aesthetic. It is imperative to apply these colors consistently across all platforms to uphold brand cohesion.

COLOR

Defined dark, blue and light neutrals, with supporting accents.

Typography

Typography

Heading

38pt

Aa

Inter

Body & Number

Lora

Abcdefghijklmnopqr
stuvwxyz123456789
0#@!~}

Regular Medium Bold ExtraBold

Secondary Font

Alice

Abcdefghijkl
mnopqrstuv
wxyz1234567
890#@!~}

We use a custom font for readability and elegance to enhance brand identity across all communication channels.

TYPOGRAPHY

Inter, Lora and Alice have distinct roles in the original guidelines.

05

Brand behavior beyond the logo

Imagery Style

Imagery Style

Our imagery style is clean, modern, and high-quality, with a focus on business and technology. However, they must be both human-centered and professional.

All images must maintain a high standard of quality and relevance to the content at hand.

- Avoid low-quality visuals



APPLICATION

A clean, modern imagery direction connects the identity to business and technology communications.

Design takeaway: A visual system becomes more useful when it specifies how type, color, logo and imagery work together in ordinary materials.

02 AFRIGENETRY LINK

The brief

Bring consistency to a nonprofit identity connecting heritage, DNA, health and community across its communications.

My role

Brand kit and guidelines designer. I worked with an existing logo; I do not claim authorship of the original mark.

The response

Documented logo variants, colors, type, imagery and a reusable element library to support consistent campaign design.

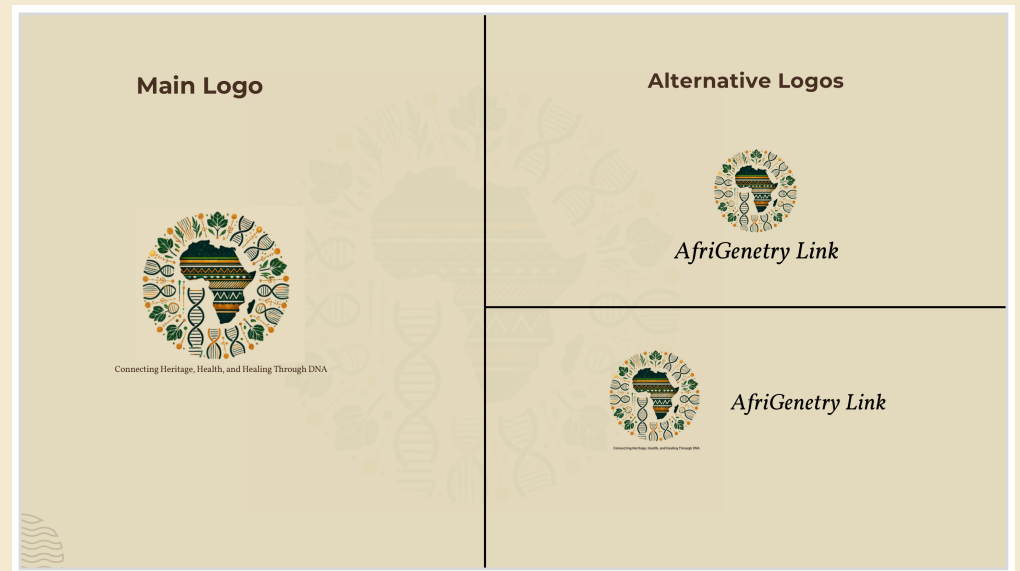
DELIVERABLES

Brand kit / Guidelines / Visual motifs / Campaign applications

AFRIGENETRY LINK

Brand guidelines and visual communication

Role: Developed the guidelines for an existing organization and logo.
The original logo design is not claimed as my work.



Existing logo variants and practical applications

A flexible heritage and health system

Color Palette

AfriGenetry Link color palette is inspired by the African nature, creating a fresh and vibrant look. These colors should be used consistently across all media to maintain brand integrity.

Brown	Creamy Beige	White	Golden Orange	Forest Green
HEX: #472E21 RGB: 71 46 33	HEX: #E4D9BC RGB: 228 217 188	HEX: #FBF5F6 RGB: 251 245 246	HEX: #C68939 RGB: 198 137 57	HEX: #3D5D3A RGB: 61 93 58

Fonts

AfriGenetry Link uses 3 custom fonts selected for readability and elegance. This typography helps to reinforce our brand identity and should be used in all communications.

For Headings Montserrat

Sample Text
abcdefghijklmnopqrstuvwxyz1234567890&%\$!~

Subheadings and Body paragraphs

Pridi
Sample Text
abcdefghijklmnopqrstuvwxyz1234567890&%\$!~

Vollkorn
Sample Text
abcdefghijklmnopqrstuvwxyz1234567890&%\$!~

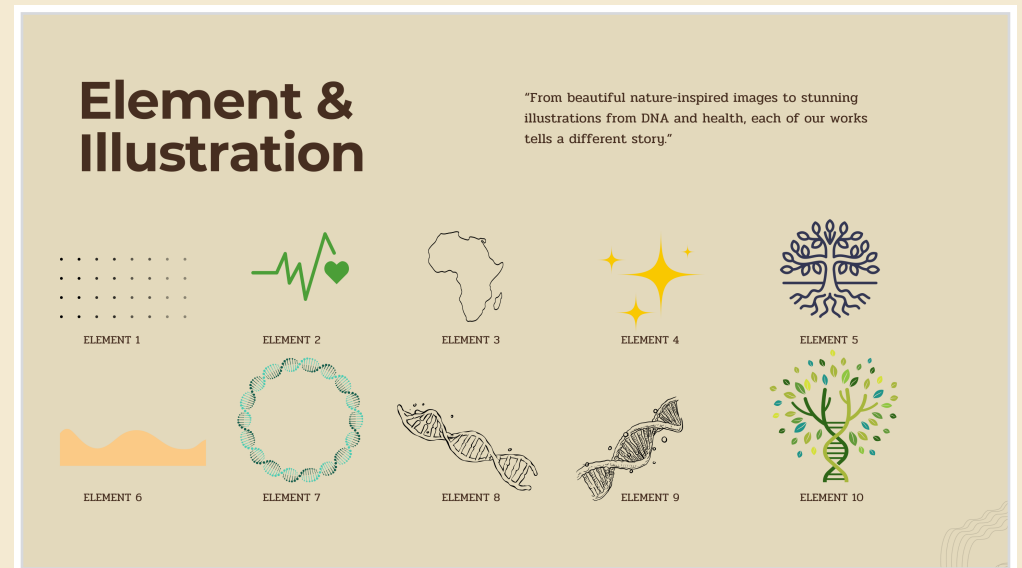
PALETTE

Earth tones, orange and green connect heritage, nature and health.

TYPE HIERARCHY

The guidelines assign distinct roles to Montserrat, Pridi and Vollkorn.

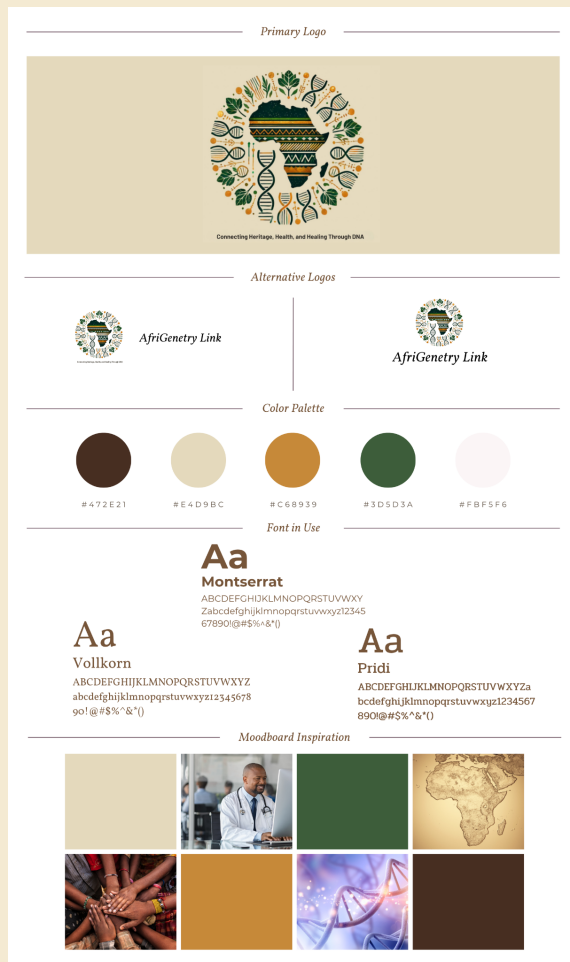
A repeatable visual language



Imagery combines African cultural references and health themes. The element library supplies reusable DNA, Africa, nature and community motifs.

Brand kit at a glance

A compact reference for consistent application



WHAT THE KIT DOCUMENTS

Primary and alternate logo lockups

Five-color palette and hex values

Montserrat, Pridi and Vollkorn

Heritage, community and health

imagery references

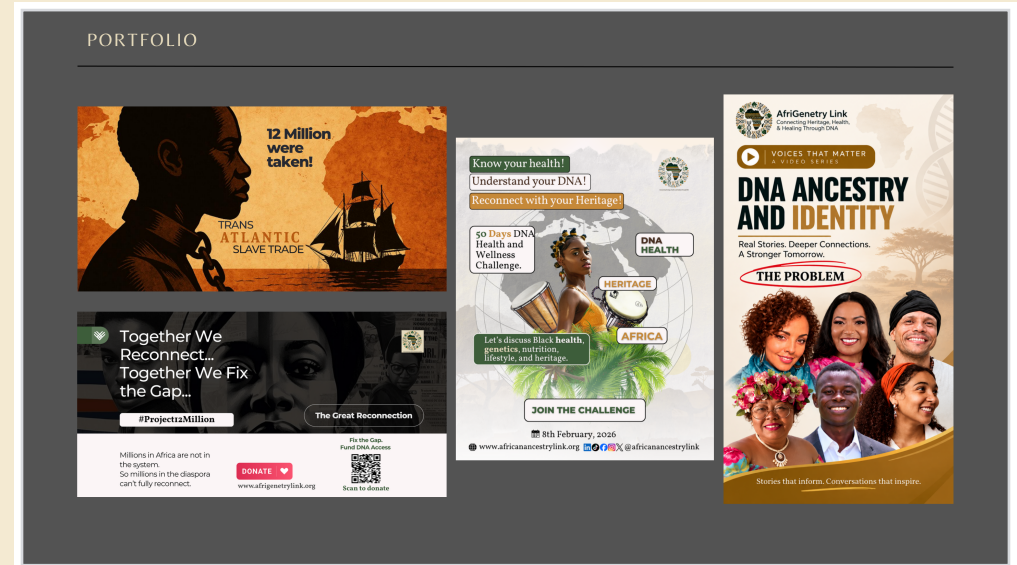
Brand kit created for AfriGenetry Link.

The system in use

Selected AGL campaign work shows the brand direction adapted to educational, event and community messages.



Conversations and event promotions



Identity and heritage campaign graphics

Design built for use

Veksra demonstrates original logo design and a complete brand system. AfriGenetry Link demonstrates guidelines and visual consistency for an existing identity. Both projects turn direction into documented choices that can guide future design work.

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Selected pages reproduced from the supplied brand guidelines, kit and AGL portfolio work.