

Sameer Alyab

Design Portfolio

Sameer Alyab

Hi, I'm Sameer! I'm a graduate from Billy Blue College of Design, where I completed a Bachelor of Communication Design. I'm drawn to anything and everything creative, and over the years, I've come to learn that the opportunity to be creative can be found unexpectedly, everyday.

An artist at heart, I love creating - whether it's music, design, or film (the odd comedy skit with friends).

Throughout my studies, I've had the chance to create a variety of pieces and projects that I'll be showcasing in this portfolio.

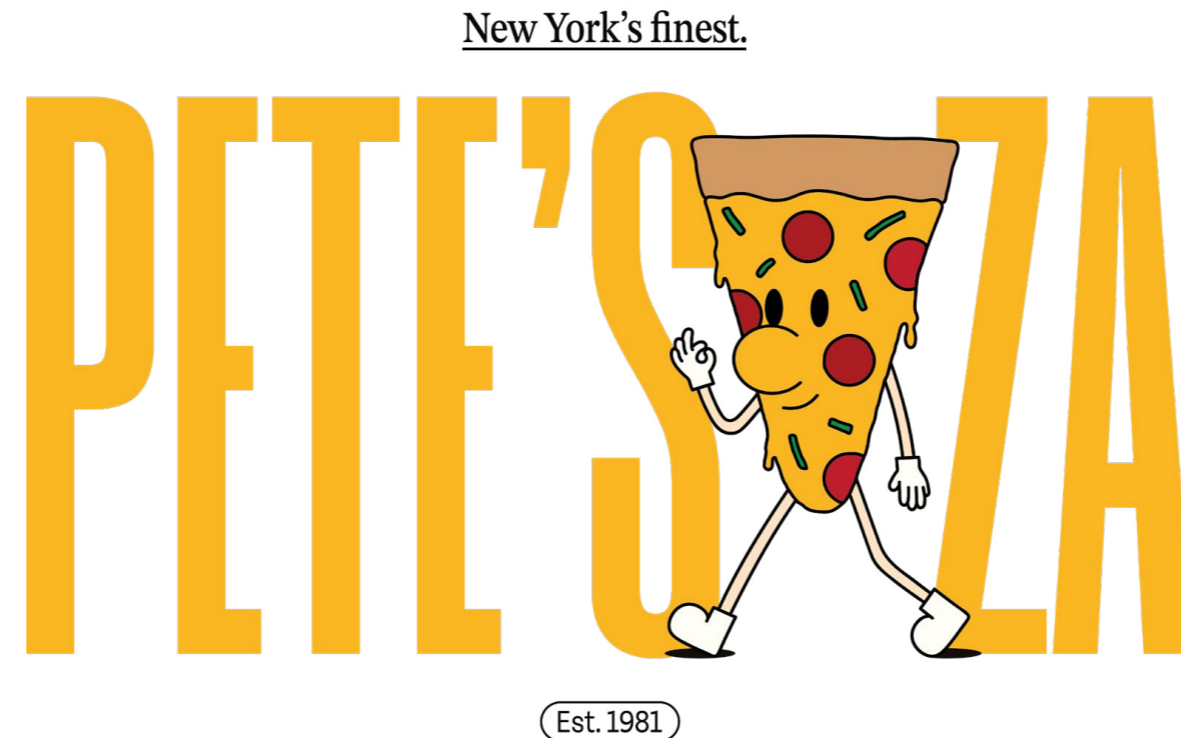


Contents

(Click on a project name)

01	—————	“Pete’s Za”
13	—————	“MELOTEA”
20	—————	“arteasta”
25	—————	“Hungry House”
34	—————	“blüprint”

Pete's Za

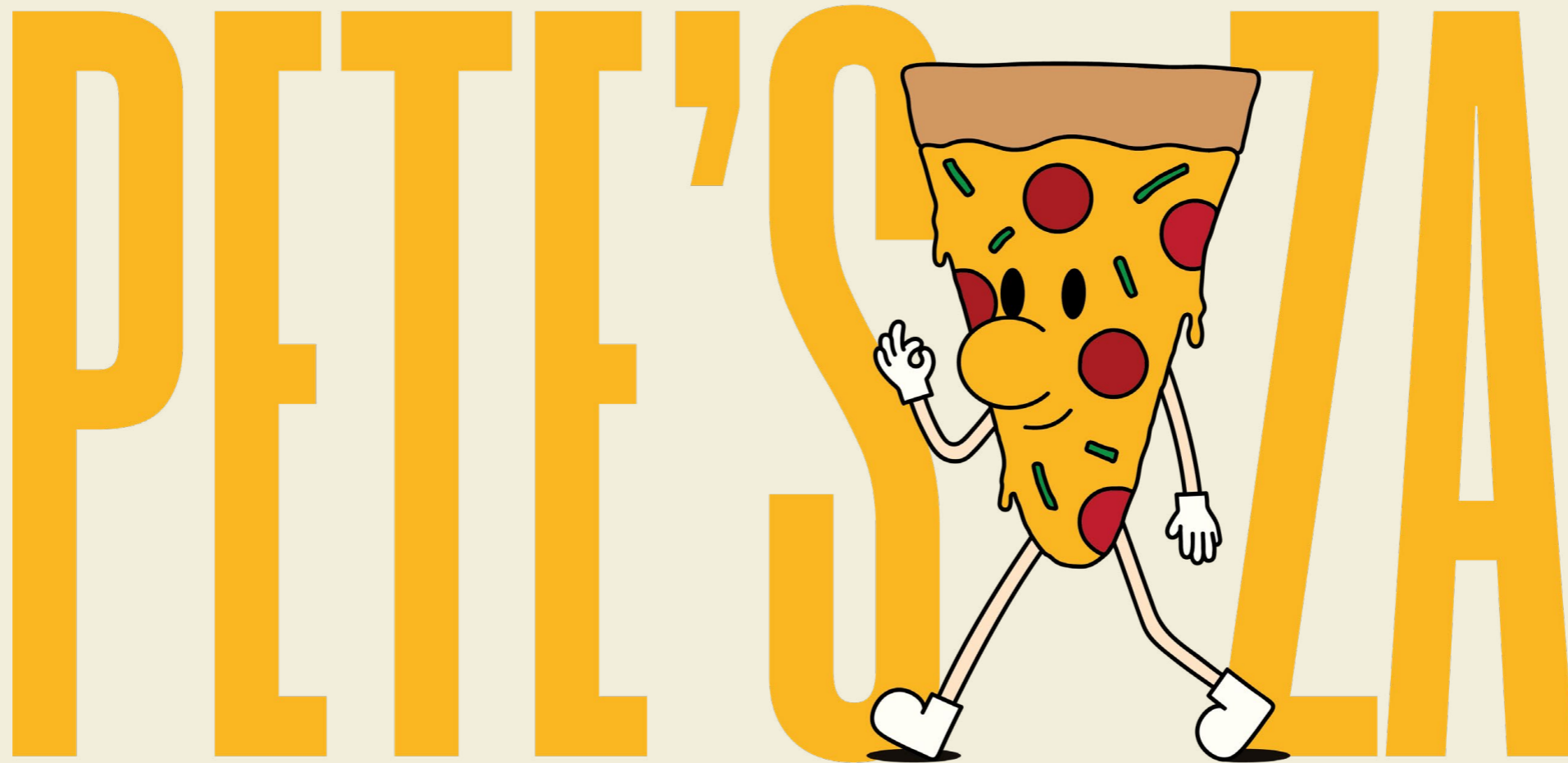


In this project, I created the brand “Pete’s Za” - a new business in the Australian fast-food pizza space, aiming to bring American/New York-style pizza to all Australians.

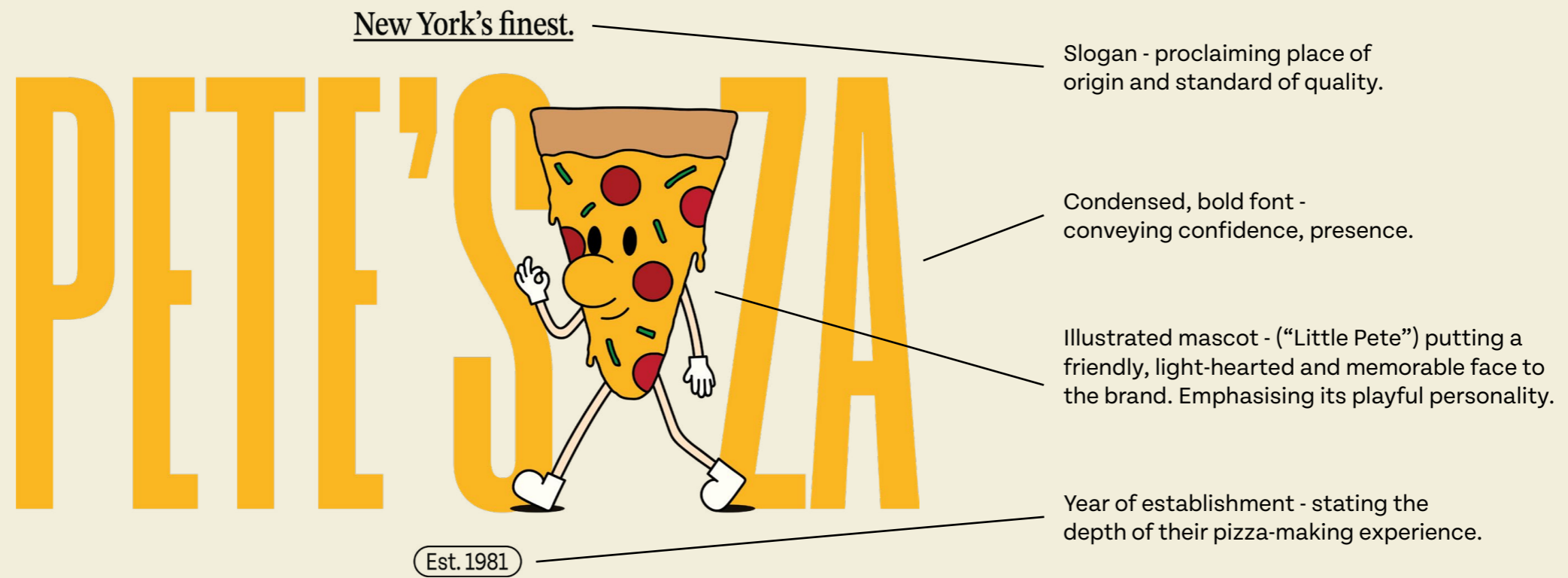
The goal was to create a brand that stood out amongst its competitors, while memorably emphasising its American background as a point of difference.

Deliverables: Concept, brandmark, mascot, menu design, packaging, social media, billboard ad.

New York's finest.



Est. 1981



New York's finest.

Slogan - proclaiming place of origin and standard of quality.

Condensed, bold font - conveying confidence, presence.

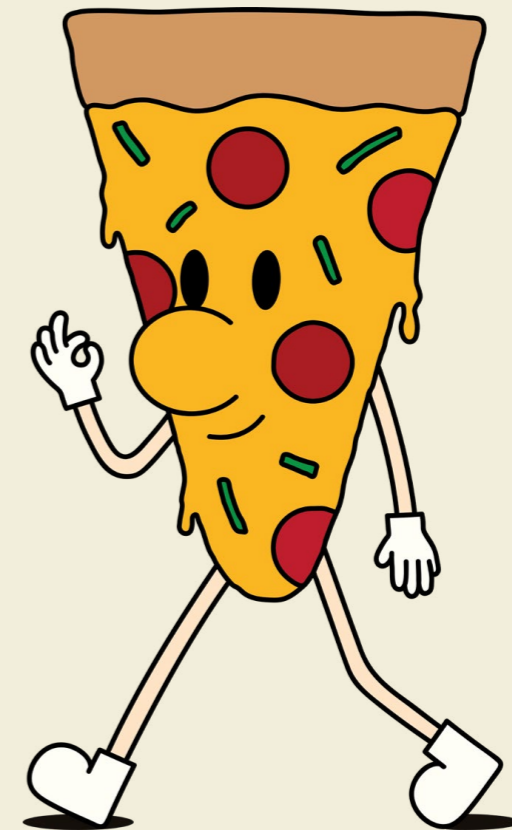
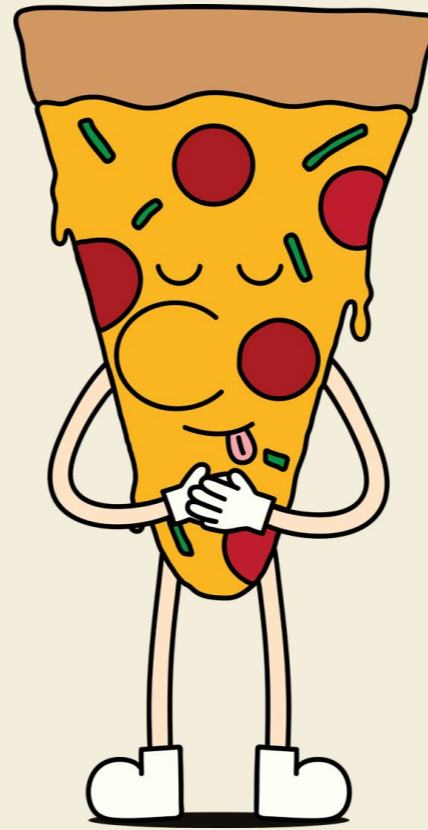
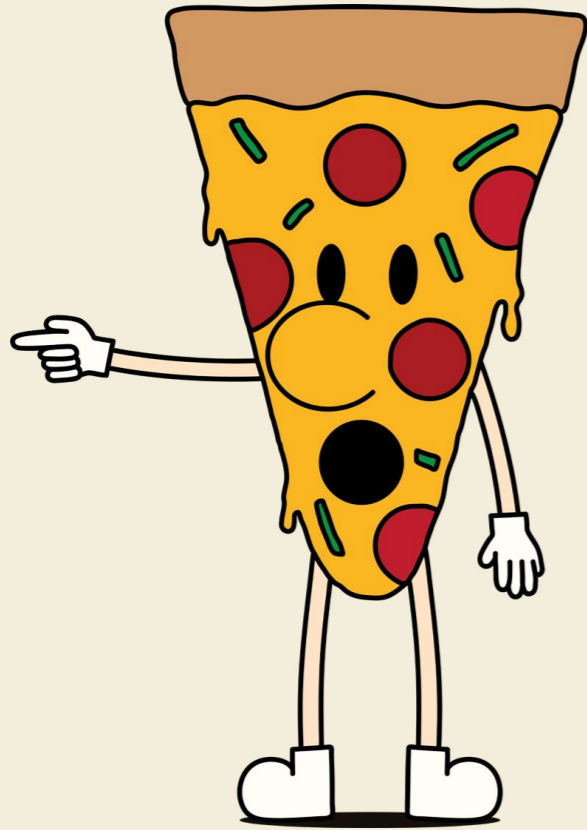
Illustrated mascot - ("Little Pete") putting a friendly, light-hearted and memorable face to the brand. Emphasising its playful personality.

Year of establishment - stating the depth of their pizza-making experience.

Est. 1981

A bold yellow colour was used to further separate Pete's Za from its competitors, as Pizza Hut branding consists of red, and Domino's branding consists of blue and red.





New York's finest.



PETE'S PIZZERIA

Est. 1981

MENU

Appetisers

Garlic Bread
Four pieces of fresh Italian bread, toasted with garlic infused butter. \$5.00

Loaded Fries
Crispy fries, loaded with mozzarella cheese and special sauce. \$6.00

Buffalo Chicken Wings
Six juicy chicken wings, coated in a spicy buffalo sauce. \$12.00

Pizzas

Pete's Pepperoni
Spicy pepperoni, melty mozzarella cheese, on a house-made tomato sauce base.

Regular	\$12.00
Medium	\$15.00
New York	\$20.00

Classic Cheese
Melty mozzarella cheese on a house-made tomato sauce base.

Regular	\$9.00
Medium	\$11.00
New York	\$14.00

Margherita
Fresh basil, juicy tomato, melty mozzarella cheese, on a house-made tomato sauce base.

Regular	\$10.00
Medium	\$12.00
New York	\$15.00

Supreme Dream
Pepperoni, bacon, Italian sausage, mushrooms, cheese, on a house-made BBQ sauce base.

Regular	\$15.00
Medium	\$20.00
New York	\$23.00

Buffalo Chicken
Grilled spicy buffalo chicken, red onion, on a house-made buffalo sauce base.

Regular	\$15.00
Medium	\$20.00
New York	\$23.00

BBQ Chicken
Grilled chicken breast, mozzarella cheese, red onion, on a house-made BBQ sauce base.

250ml	\$1.50
350ml	\$4.00
600ml	\$2.50

Drinks

Soft Drink Cans

Bottles

Desserts

Nonna's Apple Pie
A slice of apple pie, freshly baked in store daily, based on Pete's nonna's own recipe. \$5.00

Brownie Bites
Ten pieces of ooey-gooey brownie, dusted in powdered sugar. \$10.00

New York Cheesecake
A slice of decadent New York cheesecake with a crumbly base. \$5.00

Goopy Cookies
Five soft chocolate-chip cookies, warm and gooey. \$10.00

Creamy Cannoli
Traditional Italian dessert: two fried pastries with a creamy cheese filling. \$4.00

Desserts Sampler
A slice of apple pie, a slice of NY Cheesecake, one creamy cannoli, five brownie bites, two cookies. \$22.00

All desserts are baked fresh in store daily.

Little Pete's Crazy Deals



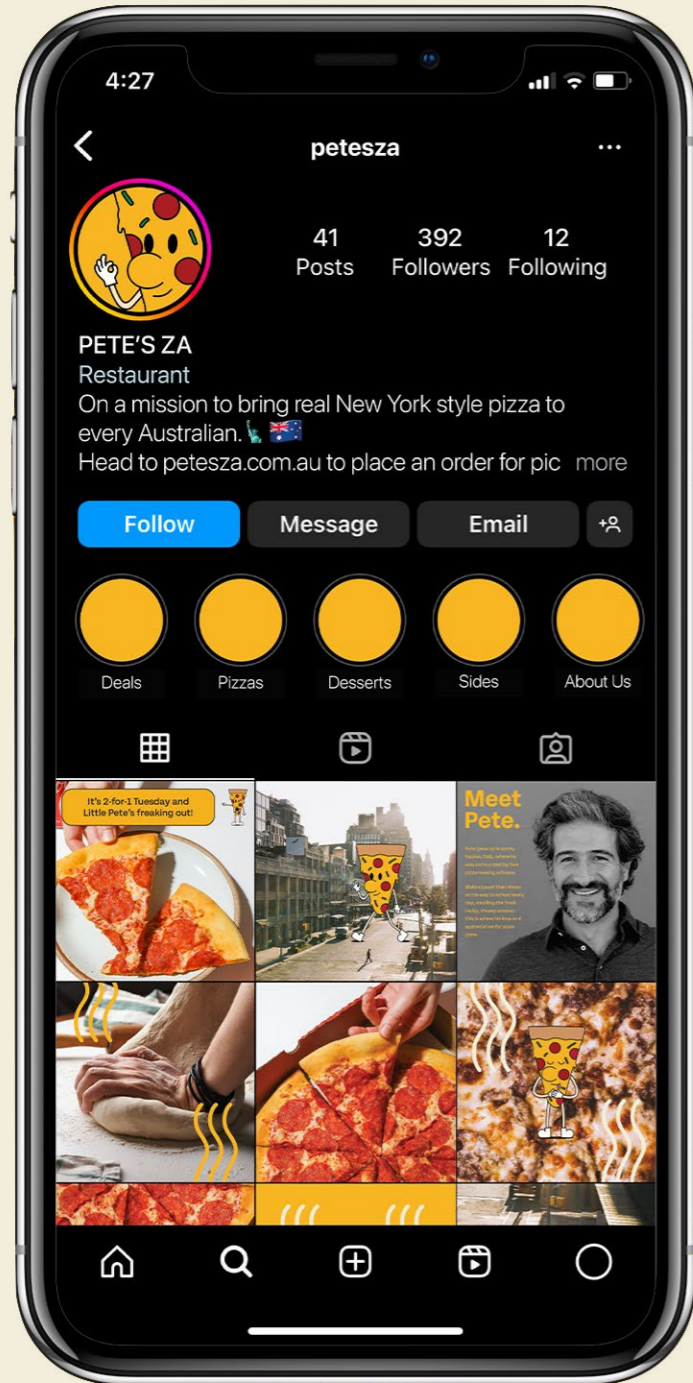
I'm Eatin' Here!
One medium sized pizza, one side*, one drink**. \$18.00

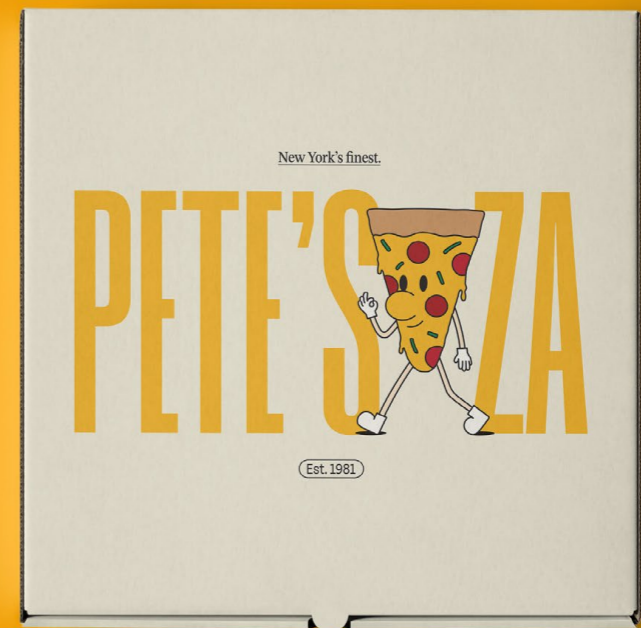
Pete's Za for Two
Two regular sized pizzas, one side*, two drinks**. \$25.00

Big Pete's Za Pie
Two New York sized pizzas, two sides**, three drinks**. \$40.00

For the Fam
Two New York sized pizzas, one medium sized pizza, two sides*, four drinks**. \$60.00

**\$2 extra for chicken wings. *\$10 extra for juice.







Shall we?

It's a Pete's 'Za party, yo!

petesza.com.au

New York's finest.
PETE'S 'ZA

Est. 1981

Slices of goodness inside.

petesza.com.au



PETE'S 'ZA



It's time.

It's a Pete's 'Za party, yo!



petesza.com.au



Every night is

PETE'S  ZA

night.

petesza.com.au

MELOTEA

MELOTEA

In this project, I was tasked with creating the brandmark, naming and packaging for a tea product, “MELOTEA”, targeted towards people whose day-to-day consists of excessive vocal use. For example, singers, teachers, podcasters, etc.

Deliverables: Name, brandmark, submark and packaging.





Loose leaf tea for those who speak (or sing, or generally use their voice a lot). Soothes and hydrates the throat and vocal cords.

Warm-Down Mix

120g



Ingredients

Fennel, Licorice, Marshmallow, Slippery Elm, Oat Straw, Hibiscus, Stevia, Spearmint, Orange Peel.



Brewing Instructions

Boil 280ml of water and pour into a mug. Let cool for 2 minutes.

Fill provided infuser with a full scoop of Tea-Sing. Alternatively, 1 teaspoon.



Place infuser inside mug.



Let it steep in the water for ninety seconds.

Scan the QR code, hit play, and let your loose leaf tea leaves vibrate out in hot water until the track ends.

arteasta.com.au/melotea





Scan the QR code, hit play, and let your loose leaf tea leaves vibrate in hot water until the track ends.



Ingredients

Fennel, Liquorice, Marshmallow, Slippery Elm, Oat Straw, Hibiscus, Stevia, Spearmint, Orange Peel.



Australian Certified Organic



Made in Australia from 100% Australian ingredients

Brewing Instructions



Boil 280ml of water and pour into a mug. Let cool for 2 minutes.



Fill provided infuser with a full scoop of Tea-Sing. Alternatively, 1 teaspoon.



Place infuser inside mug.



Let it steep in the water for ninety seconds.

arteasta.com.au/melotea

MELLOTEA

Loose leaf tea for those who speak (or sing, or generally use their voice a lot).

Soothes and hydrates the throat and vocal cords.

Warm-Down Mix

120g



arteasta

Scan the QR code, hit play, and let your loose leaf tea leaves vibrate in hot water until the track ends.



Ingredients

Fennel, Liquorice, Marshmallow, Slippery Elm, Oat Straw, Hibiscus, Stevia, Spearmint, Orange Peel.



Australian Certified Organic



Made in Australia from 100% Australian ingredients

Brewing Instructions



Boil 280ml of water and pour into a mug. Let cool for 2 minutes.



Fill provided infuser with a full scoop of Tea-Sing. Alternatively, 1 teaspoon.



Place infuser inside mug.



Let it steep in the water for ninety seconds.

arteasta.com.au/melotea

MELLOTEA

Loose leaf tea for those who speak (or sing, or generally use their voice a lot).

Soothes and hydrates the throat and vocal cords.

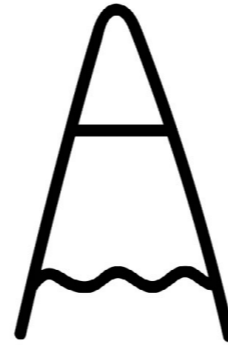
Warm-Up Mix

120g



arteasta

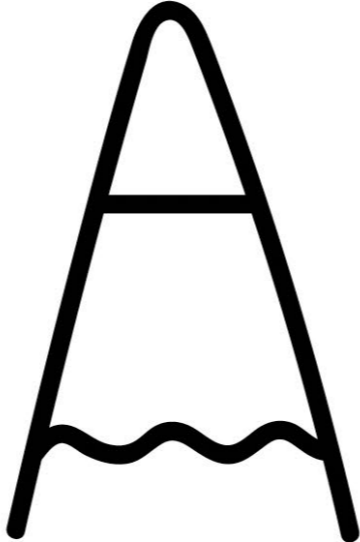
arteasta



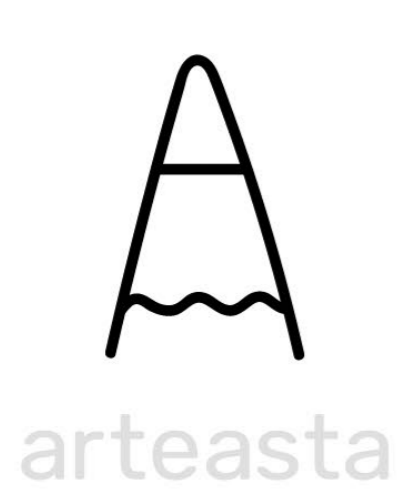
arteasta

The concept of Melotea consisted of it existing as a product line to be manufactured by a company called “Arteasta”. Arteasta would also produce other products focused on catering towards the same target market of those who excessively use their voice.

Deliverable: Brandmark



arteasta



Pencil tip icon

Representing learning, teaching, education (homage to your vocal teaching background).

Letter "A"

For "Arteasta".

Water wave icon

Symbolising tea.



Hungry House

Hungry House

In this project, I created the branding, naming and concept for a social enterprise, named “Hungry House”. Hungry House is a non-profit that caters for homeless youth (aged 15-24), providing them with accommodation, counselling, and career-related help. The goal is to provide homeless youth with the tools and skills necessary to help them get back on their feet.

Deliverables: Concept, brandmark, sub-mark, website, and social media post.

Hungry House is a 100% non-profit social enterprise that caters for homeless youth (aged 15-24), providing them with accommodation, counselling, career-related help, and a skills program.

Hungry House occupies a three-storey building in which the first floor is a French restaurant (**as it is the most fundamental cuisine for learning cooking in the western world, so students learn transferable culinary skills**), and the second and third levels are accommodations for homeless youth participating in Hungry House. These upper levels include bedrooms, bathrooms, living spaces, and kitchens.

Another goal of Hungry House is for students to socialise with each other during their stay, as research shows homelessness to be a socially isolating experience for many.

The restaurant will be run majorly by the homeless youth it accommodates. They will be trained by supervising staff and managers (who are certified in culinary skills and familiar with the industry) and will participate in a learning program that teaches them, in-depth, the culinary skills most desired by restaurants to increase their employability.

It also has staff dedicated to assisting the youth in their job pursuit. When they're close to "graduating", HH's Help Specialists will sit down with them, find out their living needs for once they leave, and assist them in finding stable income that will allow them to support those needs.

HH Help Specialists will:

- Teach job-hunting skills
- Teach interview skills (through mock interviews)
- Set up job interviews with hirers
- Provide emotional and moral support
- Connect students with free mental health support
- Be open for students to come in and talk at any time (open door policy)

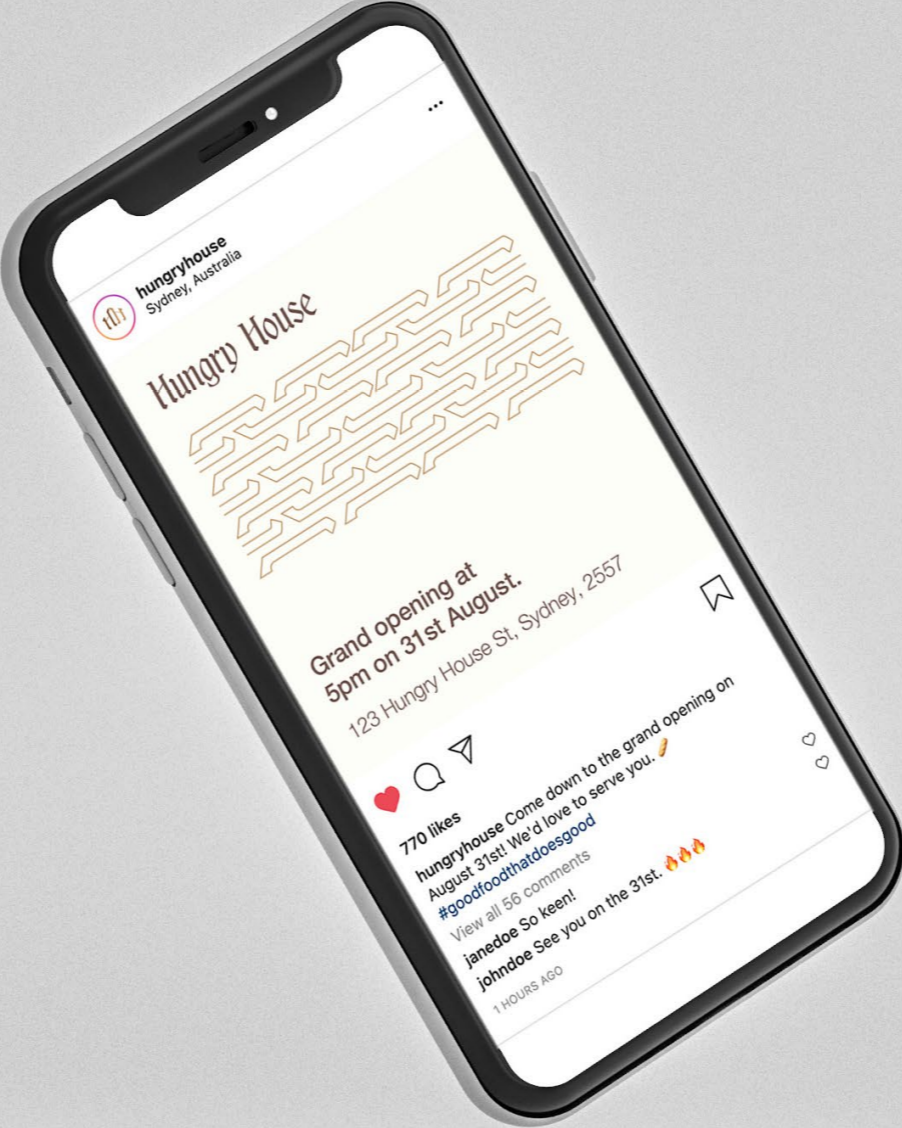
The Hungry House Program will cycle in new homeless youth (five at one time) annually, once the previous cohort has completed training and graduated.

Hungry House



This a visual example of what the Hungry House building could look like, with the top two floors being acommodation for the youth, while the bottom floor is the french restaurant.





Enjoy fine French food while supporting homeless youth to get back on their feet.



hungryhouse.com.au

123 Hungry House Street, Sydney, 2000.

Hungry House



123 Hungry House Street, Sydney, 2000.

hungryhouse.com.au

Hungry House

Supporting the homeless youth of Australia through French fine dining.

Hungry House

Good French food that does good.

Find out more at hungryhouse.com.au



123 Hungry House Street, Sydney, 2000.

hungryhouse.com.au

Hungry House



Supporting the homeless youth of Australia, one délicieux dish at a time.

Join our mission by dining in or takeaway.

123 Hungry House Street, Sydney, 2000.

hungryhouse.com.au

blüprint

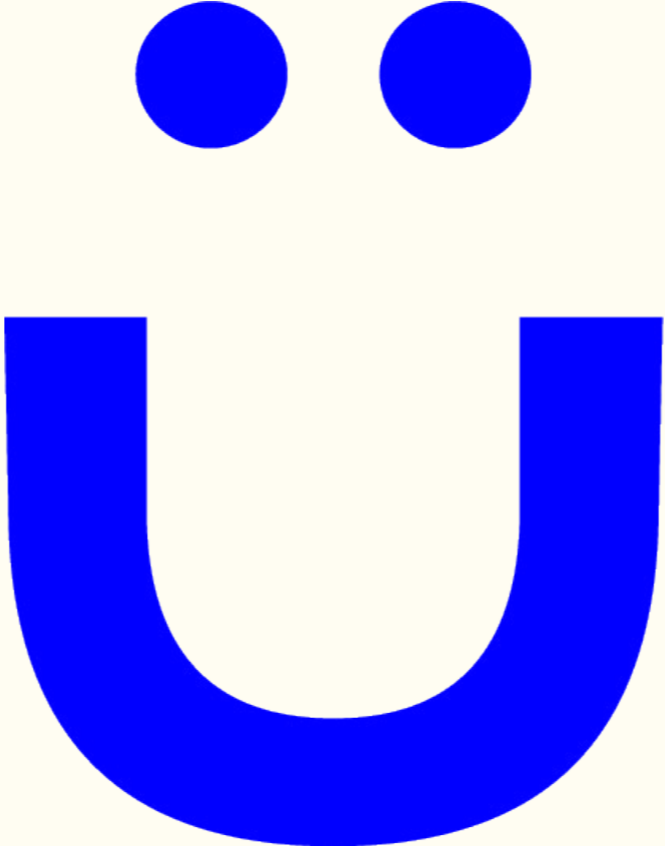
blüprint
design

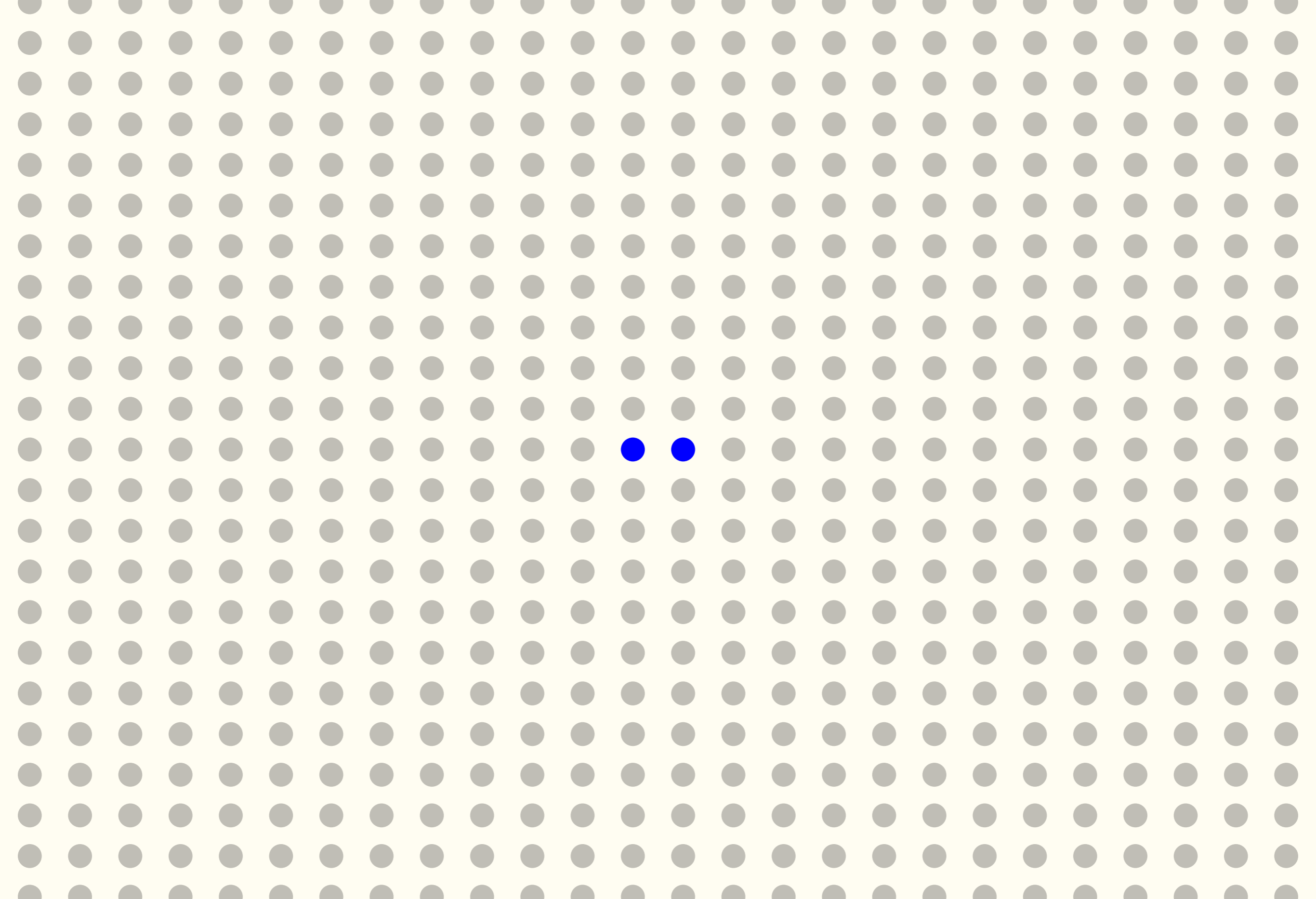
In this project, I crafted a brand identity for a modern and minimalist design agency, which I named “blüprint design” (as a nod to the concept of designing based on the ideas that clients come to the agency with).

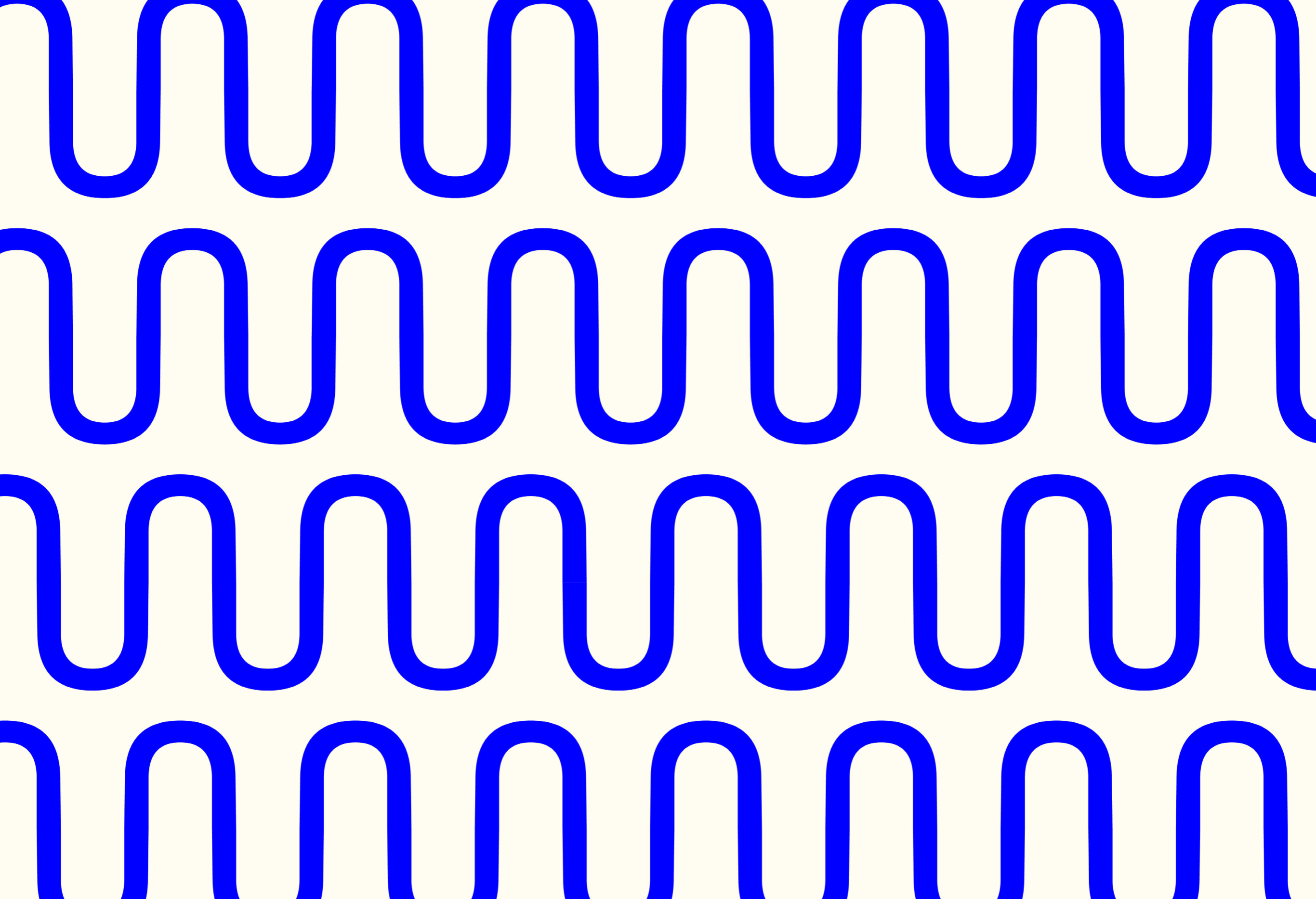
Deliverables: Brandmark, submark, patterns, website, business card, and style guide.

blüprint
design

“Design that makes you smile.”









Logo
Packaging
Branding
Design that makes you smile.



0412345678
bluprintdesign.com
info@bluprintdesign.com

blüprint
design

Blüprint Design Style Guide

Overview

"Blüprint Design" (or "Blüprint" for short) is a modern, minimalist design studio based in southwest Sydney, run by myself, Sameer Alyab. It provides branding, packaging, and logo design.

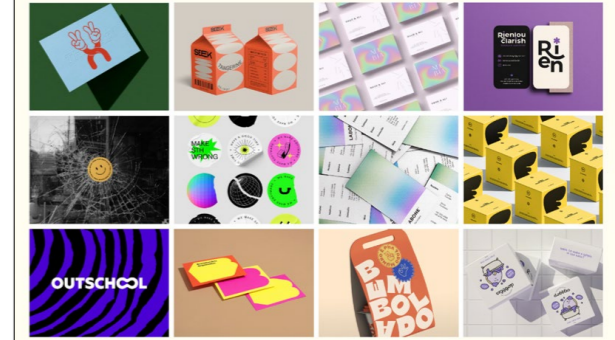
The name, "Blüprint", is a unique way of spelling "Blueprint", and is in reference to working with a client to build an idea off a "blueprint" we reach together, and designing it into reality.

Target Audience

Blüprint's target audience consists of:



Mood Board



Primary Logo



Primary Logo Variation



Submark Logo



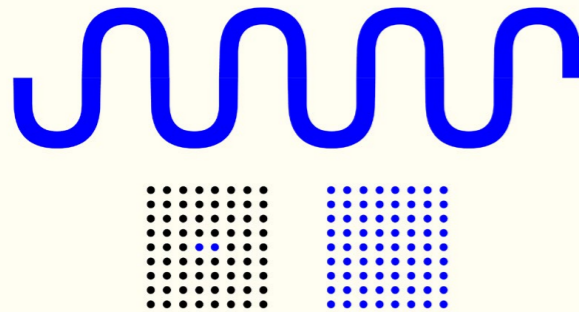
Sizing

The **primary logo** will have a minimum size of **28.46mm x 8.72mm** in order to maintain legibility and readability.

The **submark logo** will have a minimum size of **5.71mm x 7.32mm** in order to maintain recognition and perception.



Patterns



Colour Palette

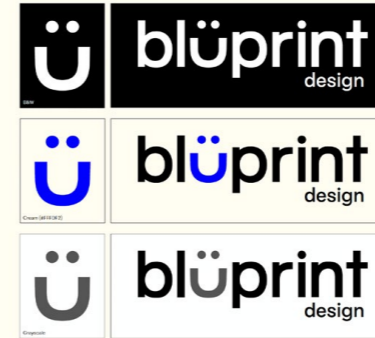
#0000FF	#000000	#FFFFFF
R: 0	R: 0	R: 255
G: 0	G: 0	G: 253
B: 255	B: 0	B: 242

Asset Usage

All Blüprint assets (including logos and patterns) are to be used in their original specified colours, grayscale, or against black/white/cream (#FFFDF2) backgrounds.

Examples shown on right.

When using assets along with images, ensure that legibility and brand's minimalist style is maintained. E.g. no "busy" pictures.



Tagline

"Design that makes you smile."

Space Around Logo

When using the primary and submark logos, there should be a set space between them and surrounding objects or text.

As this space is relative to the logo's size when being used, having an "n" (letter "n" in Blüprint logo) width can be used to determine said space.



Additional Rules

When using the primary and submark logos, **do not**:

- Flip them upside down
- Skew or stretch
- Resize individual parts
- Place in boxes
- Use in colours other than those provided
- Distort them
- "Decorate" them using shadows, outlines, etc.

If ever in doubt, refer to this style guide.

Typography

To be used across print and digital. Can be paired with other non-abstract, neat, sans serif typefaces.

Primary Typeface

Tenon

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

1234567890

Light
Regular **Bold**
Medium **X-Bold**

Secondary Typeface

SF Pro Display

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

1234567890

Light **SemiBold** **Black**
Regular **Bold**
Medium **Heavy**

Thanks for checking out my work!
I'd love to make something cool together.

Let's chat.

 [Sameer Alyab](#)

 sameer.alyab@gmail.com