

æra



Hello, I am Aefa.

I'm a branding focused graphic designer creating bold, colourful visuals that are clear, engaging, and built to stand out. Starting with a strong concept and translating it into purposeful and effective visuals.



Discover, Create, Explore

PAINTING WORKSHOP

Date: 18th October 2026

Time: 12:00 - 15:00



www.bernatkleincentre.co.uk

Bernat Klein Centre



Adobe InDesign, Adobe Photoshop



Adobe Illustrator

The project brief asked for the Bernat Klein Studio to be transformed into a new space of our choosing. This led to the Klein Centre, an open, inclusive space for all creative disciplines. The project involved conceptual development, brand design and creation of a full brand guidelines document. Building an adaptive brand identity with an interchangeable logo, accessible typeface, and custom grid based image system.

Outcomes: Brand Guidelines, Logo Design, Visual Assets.



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Gannets

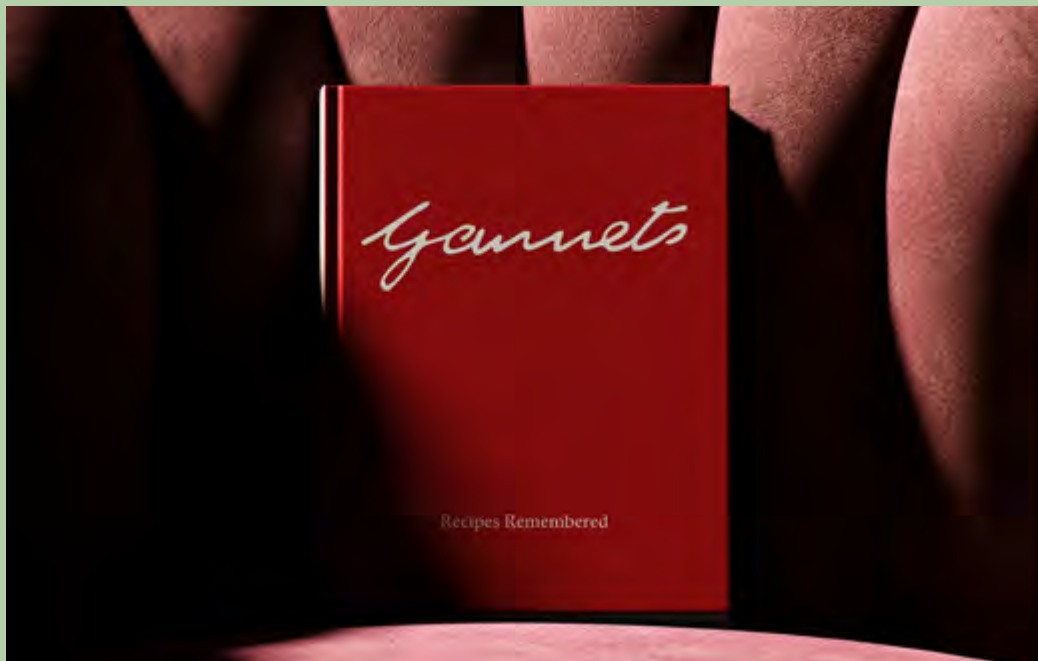
Scottish Desserts

Gannets



This project develops a modern Scottish dessert brand inspired by my grandfather's handwritten recipes. The identity combines family heritage with contemporary design, using his handwriting as the logo and incorporating original recipe textures throughout the branding. The name Gannets reflects a playful Scottish term for someone who always wants more food, shaping the brand's friendly and indulgent tone. A bold red colour, taken from the original family branding, creates a strong and recognisable visual identity. The final outcome is a cohesive brand designed for both a bakery setting and supermarket products, balancing tradition with modern appeal.

Outcomes: Brand Identity, Logo Creation, Packaging.



Ràith

Savour the Seasons



Ràith



Ràith is Gaelic for the quarterly split of the year, otherwise known as seasons. Created to celebrate the unique taste of Scotland, with carefully selected flavours based on each seasons freshest ingredients alongside supporting sustainable efforts by using wonky fruits to reduce waste. Symbols from the Celtic Festivals form their individual identities.

Outcomes: Brand Identity, Packaging, Brand Activation, Art Direction,



Adobe InDesign



Adobe Photoshop



Adobe Photoshop



Adobe Photoshop



Adobe Photoshop



Jenners



The rebrand draws from the Jenners archive, reinterpreting historical design elements to create a modern identity that honours the building's heritage. Vintage chocolate box stripes, the return of the original blue, updated historic typography, and illustrations inspired by early catalogues all celebrate Jenners' legacy while bringing it's visual identity into the present.

Outcomes: Brand Identity, Logo Creation, Website Development, Packaging.





Olive Studios



Creating and running a design agency called Olive Studios, an environment which supported younger students in creating fun and playful design. From presenting to NHS Scotland & Scouts, countless pitches, running weekly agency sessions with younger students, to creating freelance project that were displayed at Scottish Gas Murrayfield for the 1872 Cup. All while being mentored by industry members.

Outcomes: Brand Identity, Logo Design, Social Media Management, Merchandise Creation,



A brief set by our mentors, Mook and Nikos at Warriors Studios. The project explores the development of a full brand identity and campaign for a 'soft clubbing' music festival, re-imagining nightlife as a daytime, wellness focused experience. We chose to retain a vibrant and energetic style, similar to regular festival posters but with a connection to nature through its location and activities.



Olive Studios also worked freelance for DropKick Murphys to design a digital Ad Board which was displayed at Murrayfield Stadium during the 1872 rugby match. The project was given a short timeline alongside strict specifications which greatly developed my motion design skills. I used my knowledge in colour accessibility to ensure the board was visible to as many people as possible during its short display time. Alongside this we created social media work for their TikTok and Instagram.



This was a live brief working with the Scouts and the NHS, to design a badge promoting organ, tissue, and blood donation. We were given the brief and then had to meetings to present our work and gather feedback. The final badge design resembles the Tree of Life symbolising renewal and the life given through donation, while the three figures represent the donor, recipient, and medical team involved in the process. Nine heart-shaped leaves represent the nine lives one donor can save.



Women's EUROS 2029



This project was assigned by ILKA, to create a brand strategy for the Women's Euros 2029. The campaign is based on giving female athletes a voice. Utilising their authentic personalities and lived experiences as footballers to communicate the tone of voice for the brand. By finding interviews with athletes from the past EUROS we created a visual identity using handwritten text and photography to develop an emotive brand.

Women's Euros 2029 Strategy

Introduction

Our Objectives

Prior Tactics

Let's Be Clear!

Current Challenges

Success Factors

1. The Opposition

NO ONE FLIES LIKE HER

2. The Opposition

3. The Opposition

Our Game Plan

4. The Opposition

5. The Opposition

6. The Opposition

7. The Opposition

Tone of Voice

8. The Opposition

9. The Opposition

10. The Opposition

"Pressure is a privilege"

"I want open the shoulders of great women that have paved the way"

"No, we don't have 'Die Weng' like - in our culture"

"I play for the kids so they can believe in my path"

"But we must look them straight in the eyes so they we do not lower our needs"



Secrets Hidden in Scottish Rockpools



This project explores the theme of secrets through the creation of a publication focused on the hidden ecosystems within Scottish rockpools. The publication explores the complexities of rockpools highlighting their unique colours, textures, and marine life as small self contained worlds.