

CREATIVE PORTFOLIO

Selected visual design work

Aubrey Nicole Cañete

Brand identity | Event graphics | Visual communication | Motion



CREATIVE DIRECTION AT A GLANCE

A curated compilation of brand identity, promotional media, event graphics, 3D logo presentation, and workplace visual communication.

The work shown here reflects a flexible visual approach - from Filipino-inspired brand storytelling to polished corporate and event communication.

01 BRAND IDENTITY

Logo systems, brand lockups, visual motifs, and launch-ready promotional art.

02 PROMOTIONAL MEDIA

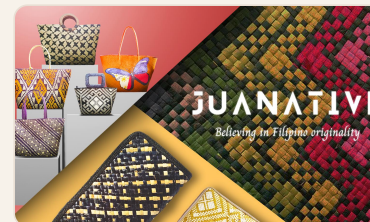
Short-form ad graphics built for clear messaging, product focus, and strong calls to action.

03 EVENT DESIGN

Logo and backdrop concepts with themed color systems, ornament, and celebratory hierarchy.

04 VISUAL COMMUNICATION

Training and development poster systems designed for structured workplace information.



BRAND STORY & PROMOTIONAL COVER

A warm, product-forward visual direction built around banig textures, woven patterns, and Filipino originality.

JUANATIVE

Brand concept

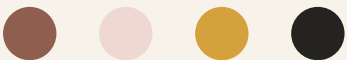
The visual language pairs woven craftsmanship with contemporary product presentation. Earthy neutrals and saturated accents keep the work rooted in texture while still feeling retail-ready.

Featured output

Brand cover / promotional visual

Visual cues

Woven patterns | Handcrafted products
Warm neutrals | Filipino-inspired styling



LOGO IDENTITY EXPLORATIONS

Geometric woven-line symbolism paired with a distinctive wordmark and warm bronze color treatment.



PRIMARY MARK

Compact brand lockup with geometric woven mark and wordmark.

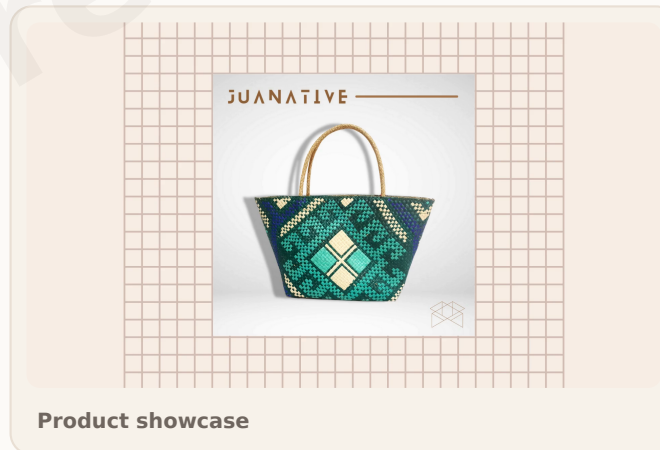


FRAMED LOCKUP

Expanded presentation with line framing that echoes the box-like woven icon.

SHORT-FORM PROMOTIONAL AD

Selected frames from a 19.5-second promotional video featuring product positioning, brand messaging, and a clear shop-now call to action.



3D LOGO PRESENTATION

A dimensional logo study combining metallic letterforms, deep blue extrusion, and a geometric folded icon.

NICK'S VIRTUAL ART

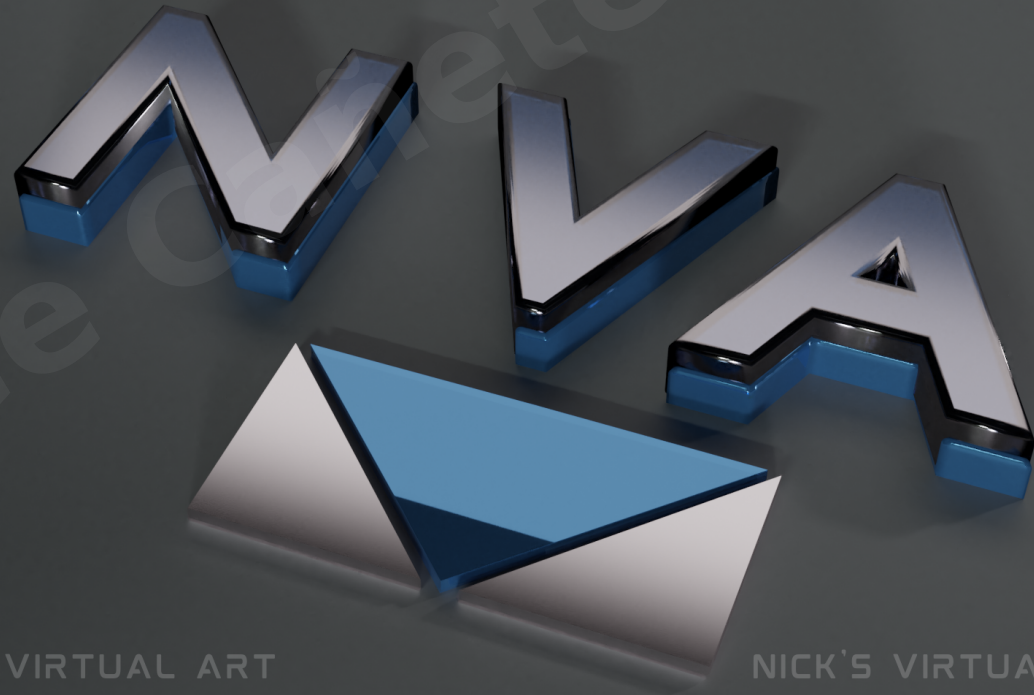
Visual treatment

High-contrast 3D letterforms create a polished, technology-oriented look while the blue structural depth adds weight and dimension.

Featured output

3D brand mark / rendered presentation

To inquire services, you may contact: Email: nickarthurhendrix@gmail.com Instagram: [nickarthur.vu](https://www.instagram.com/nickarthur.vu)



62ND AWARDS RITES - CHRISTMAS PARTY

Event identity combining celebratory gold, deep black, holiday red, and ornate seasonal details.



EVENT LOGO

A compact emblem developed for the 62nd awards rites and Christmas party theme.

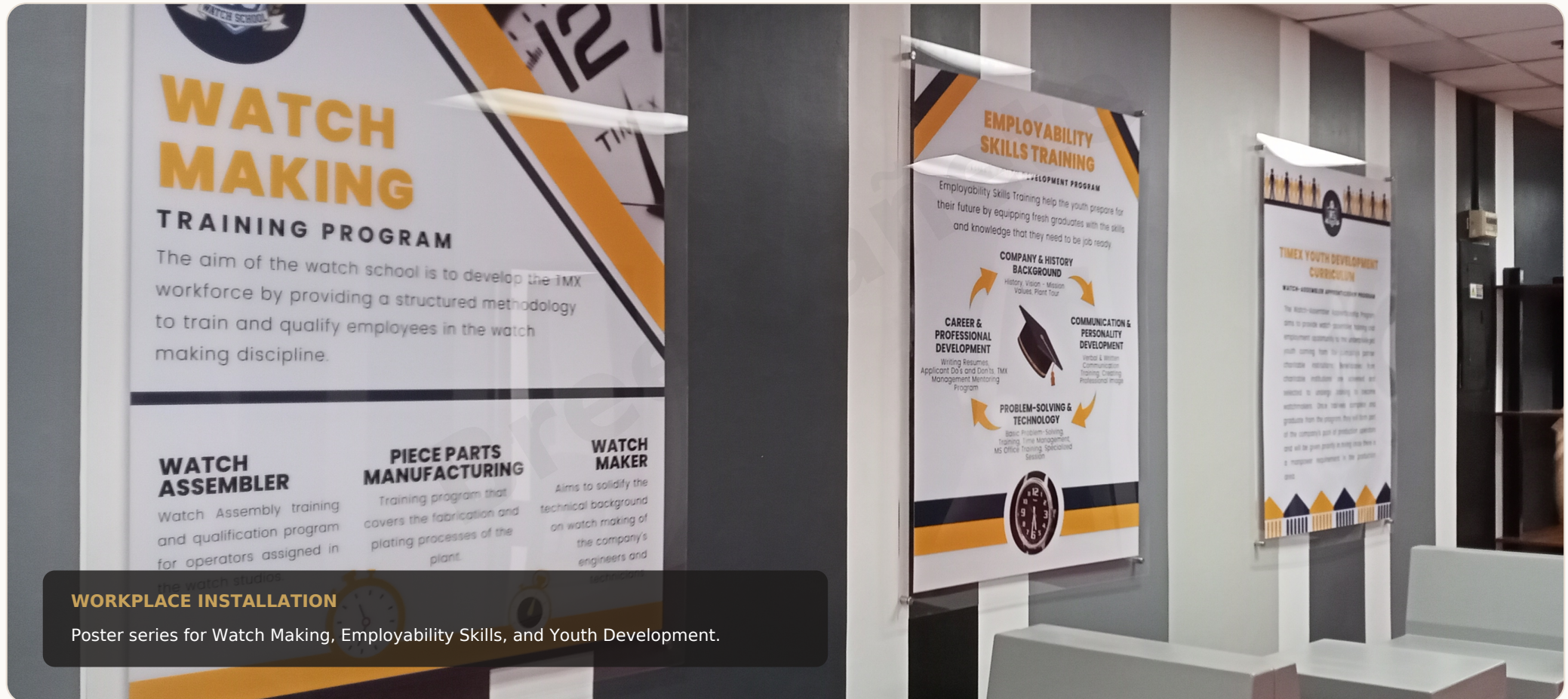
Theme line

Embracing today's transformation for tomorrow's growth



TRAINING & DEVELOPMENT POSTER SERIES

Workplace communication graphics presented as a coordinated poster system for employee learning and development programs.



CREATIVE PORTFOLIO - COLLECTION VIEW

A final snapshot of the visual systems, campaigns, logos, and communication pieces included in this portfolio.



Juanative brand cover



Juanative logo



Juanative short ad



NVA 3D logo



Timex event identity



Timex poster series

Thank you for viewing.

Aubrey Nicole Cañete