

# PORTFOLIO

By Mohd Iqbal Hakim

➤ Behance

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➤ Dribbble

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➤ Instagram

# HELLO!

My name is Iqbal. I'm creative designer based in Kuala Lumpur, Malaysia with a career in the creative industry since 2009. Focusing in art direction, brand identity and illustration.

I've put together a few relevant work examples, based on your needs.

# ARTWORK®

This deck should give you an overview of my capabilities and experience in the graphic design, identity and digital illustration.

Don't hesitate to reach out with any questions, or if you want to discuss any of your ideas in depth.

—

Iqbal

+6012 243 3771

[iqbalhakimboo@gmail.com](mailto:iqbalhakimboo@gmail.com)

# PROCESS

Discovery → Concept → Design → Revision → Approval → Delivery

# BRANDING

# SENTIMEN

- Brand Identity
- Brand Guideline
- Social Media
- Merchandise
- Assets for website



# Research & Stylescapes

Started journey in 2024 when it first opened its doors. Operated by the dedicated barber Syafiq & Imran. this establishment commenced its operations in a compact space within the “Johor” area, initially employing just two individuals. Setting itself apart with a novel approach, the salon specialized exclusively in men’s grooming while upholding a steadfast commitment to delivering unwavering service quality.



## —Typography SPACE GROTESK

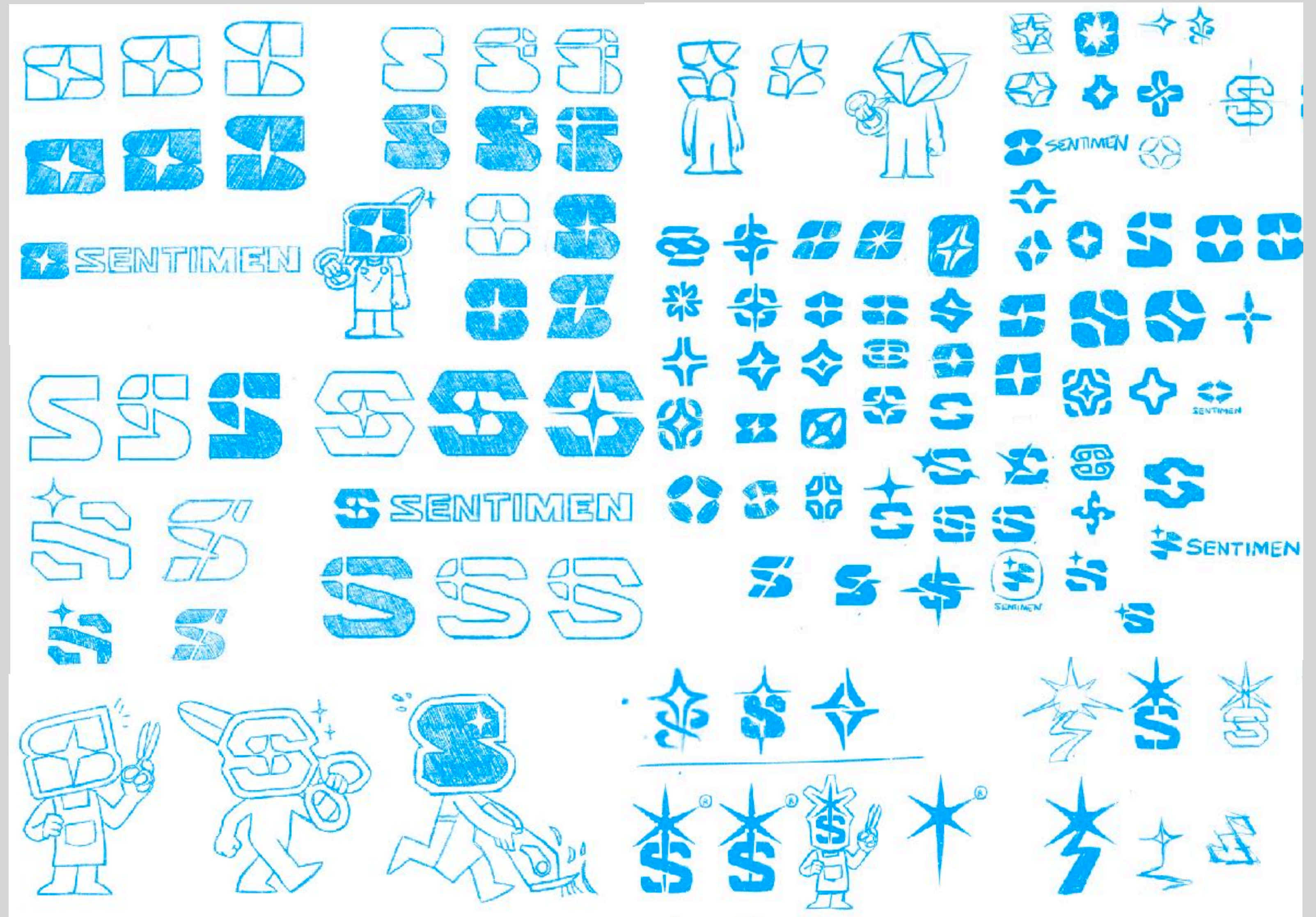
The quick brown fox jumps over the lazy dog.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&\*

# Brainstorming and Conceptualisation

Based on the researched the elements that need to be highlights

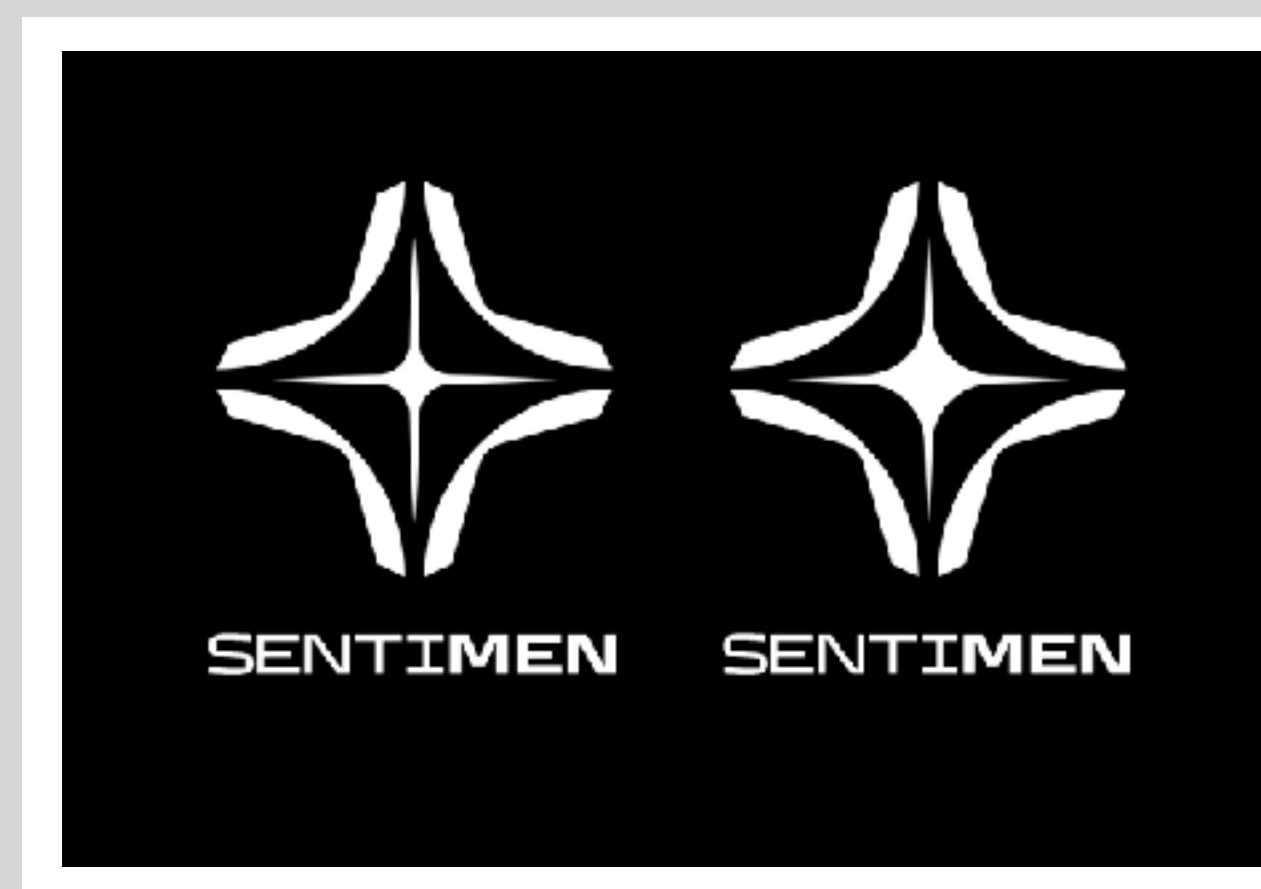
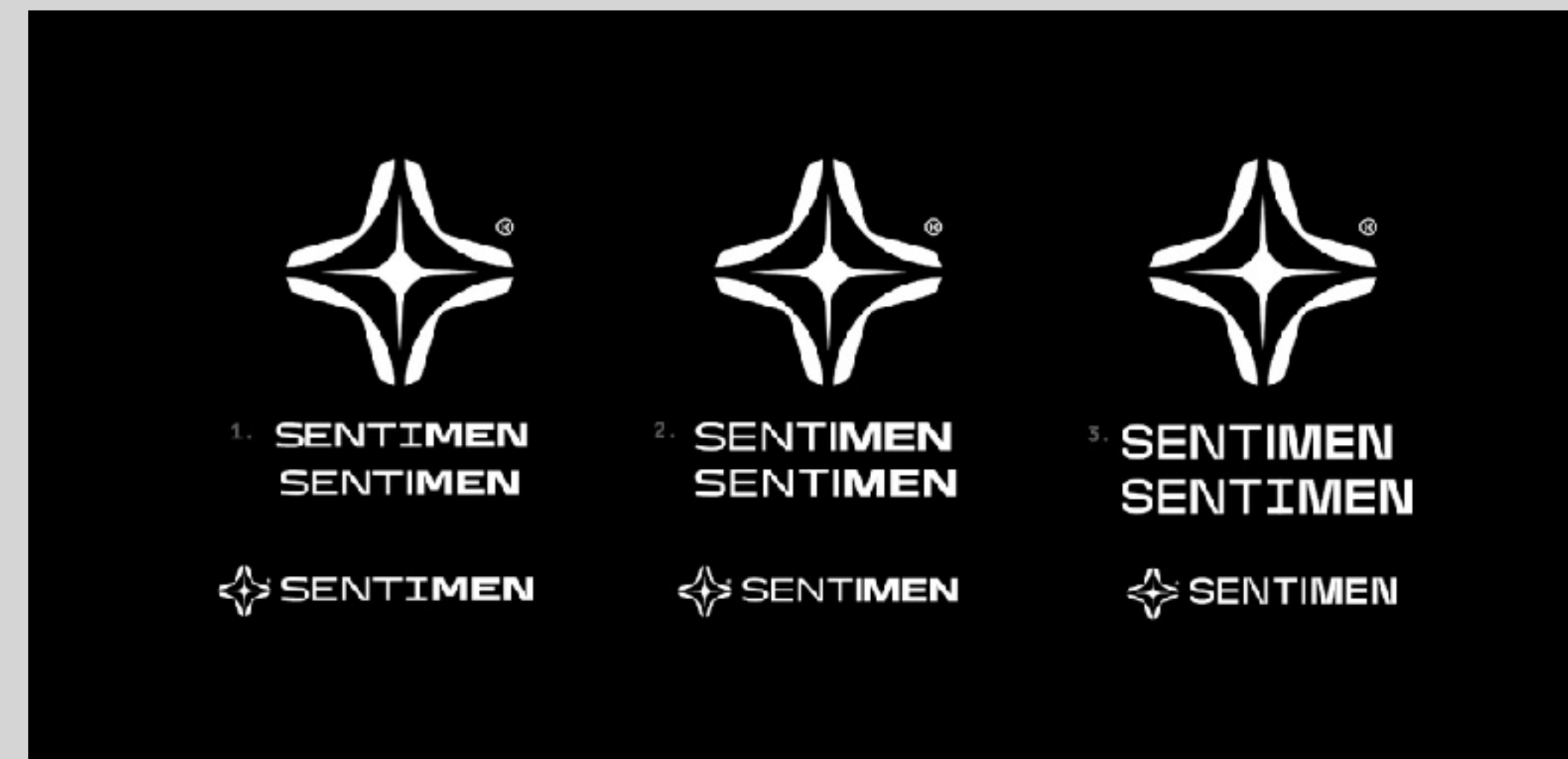
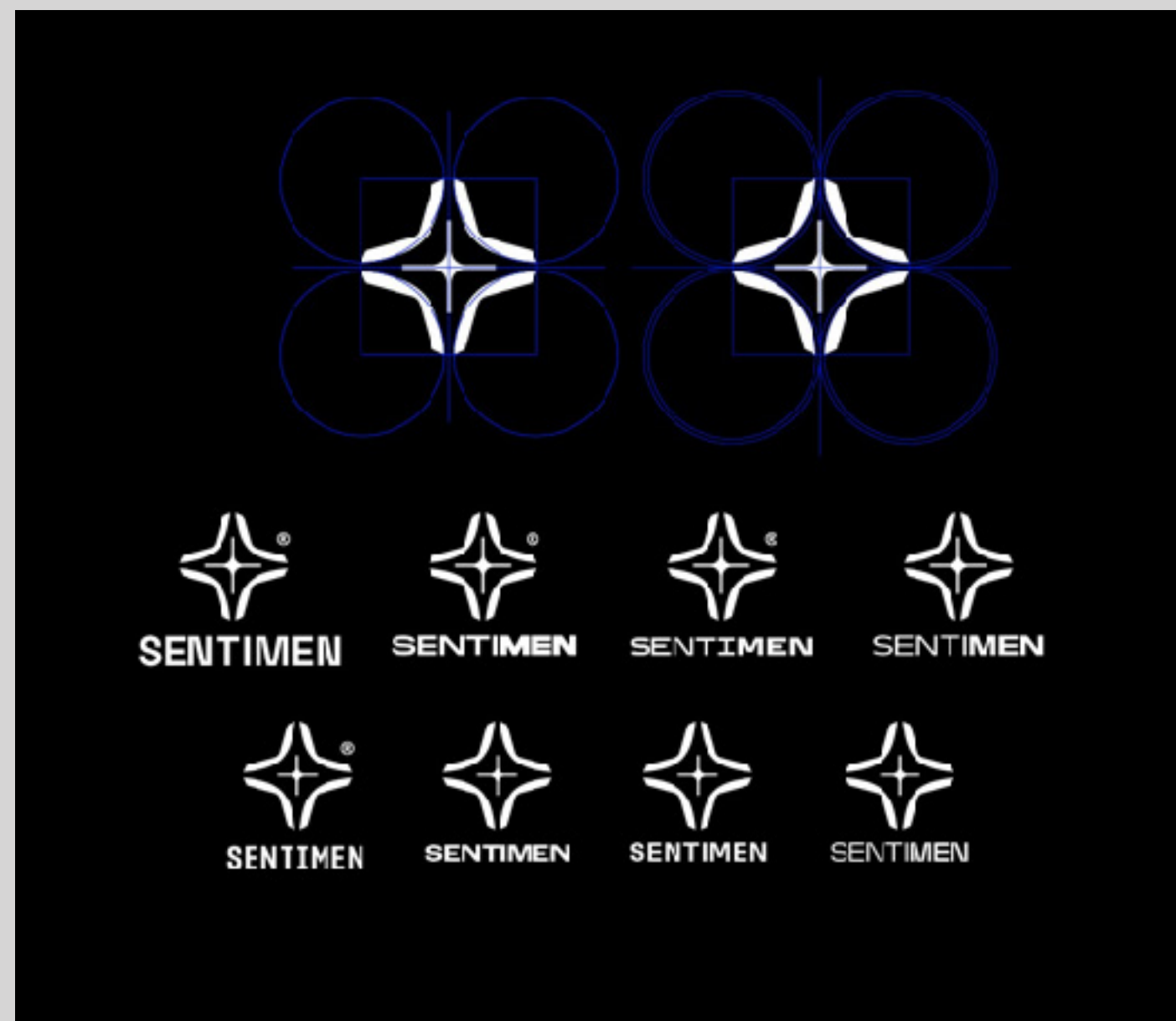
- 1. Star as spark the journey
- 2. Brand Mascot/Character to be unique



# Design

The design phase of logo development involves selecting and refining concepts, followed by digital execution. This stage requires meticulous attention to detail, even if the final logo appears simple to the untrained eye.

The logo is then presented in the context of its intended applications within the business industry, showcasing all design variants, color options, and overlays with brand imagery. Additionally, mock-ups are created to demonstrate how the logo will appear in real-world scenarios.



# Revisions and approval

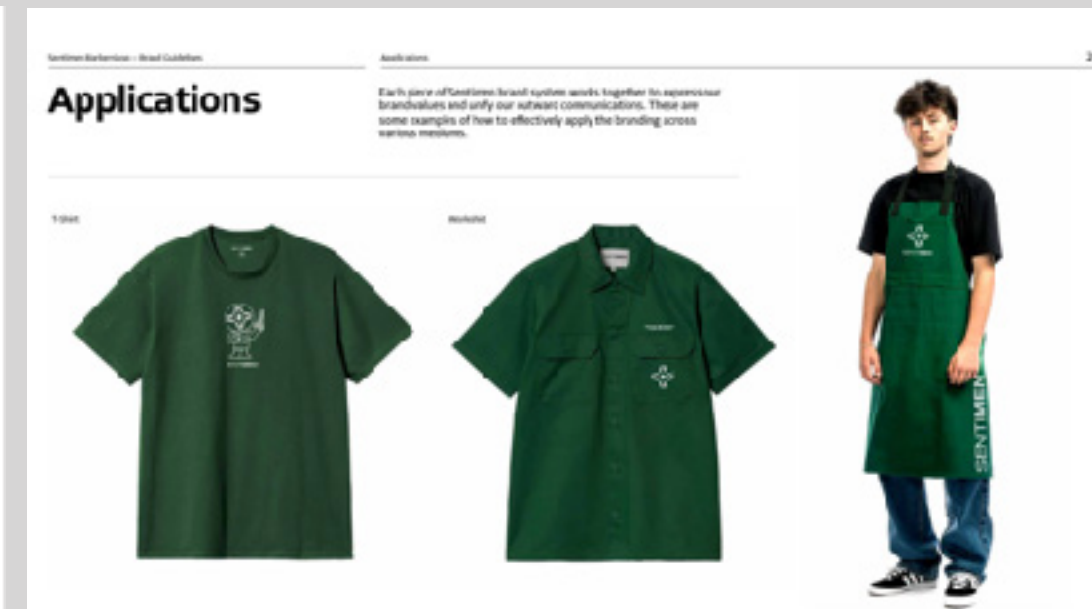
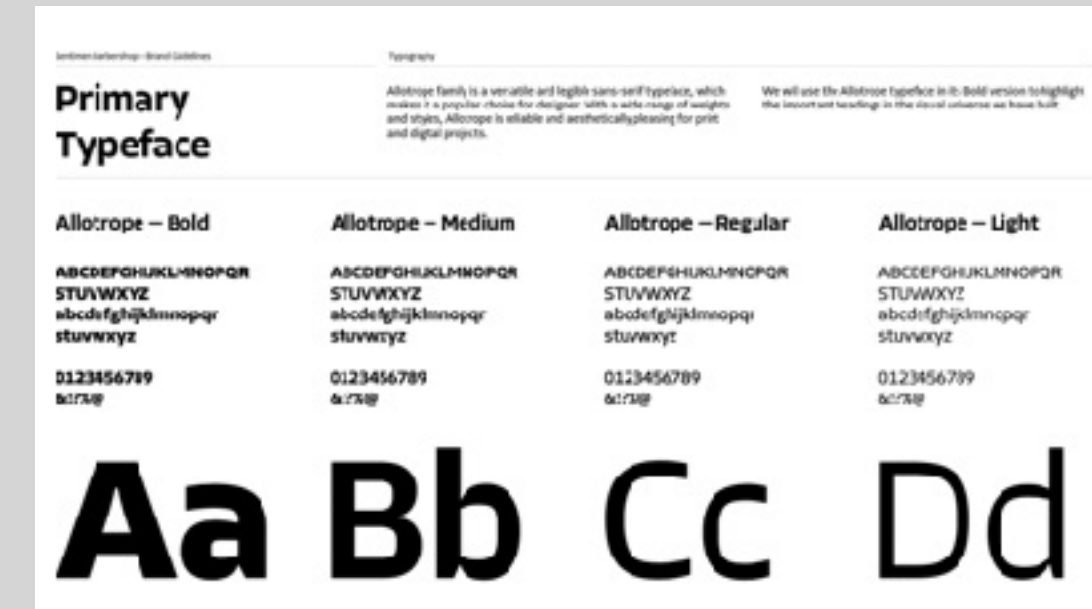
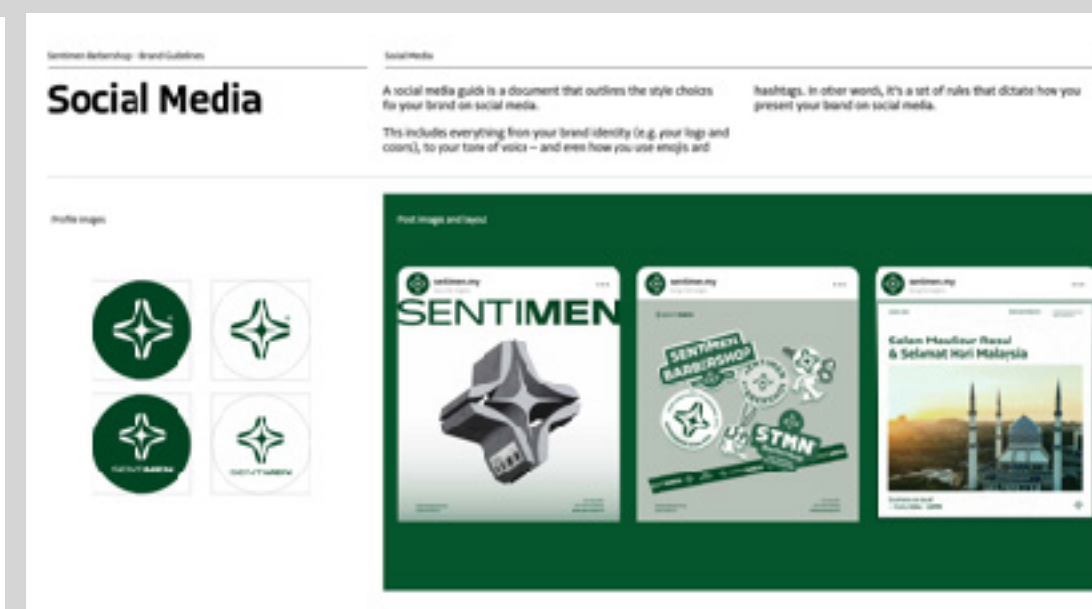
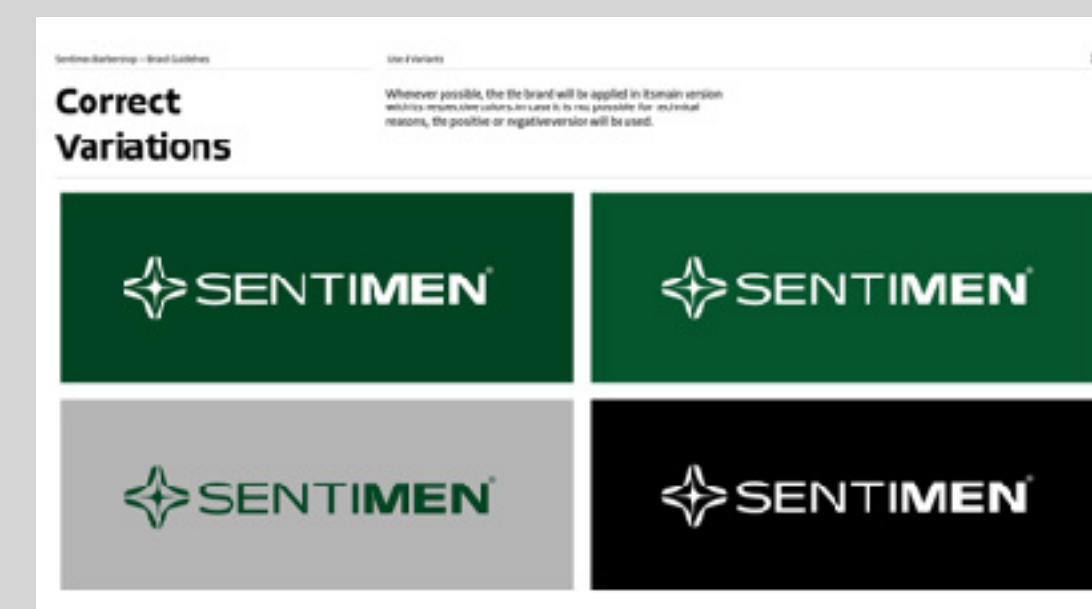
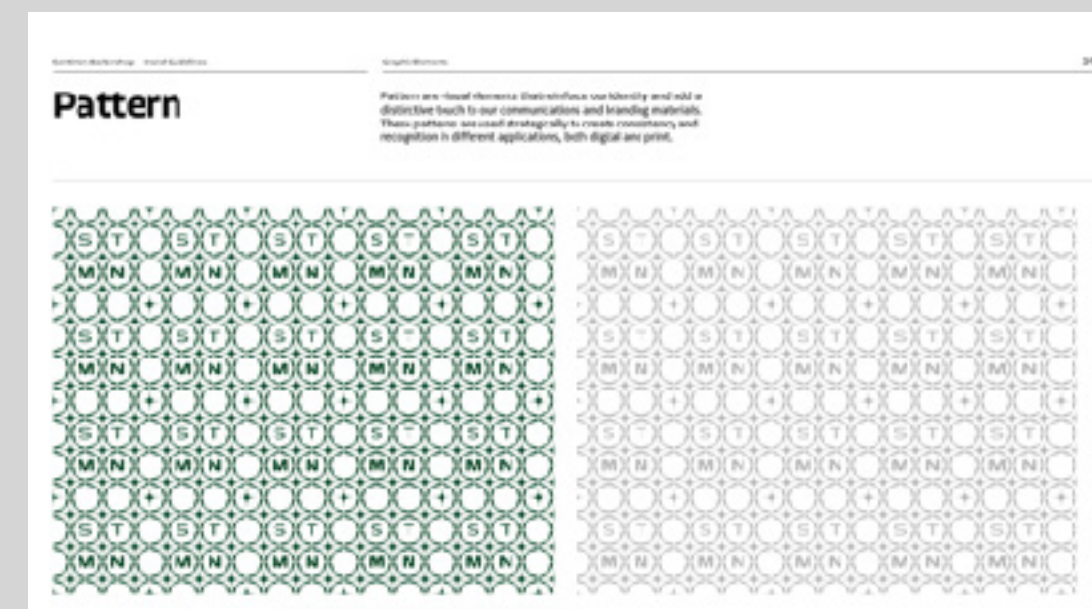
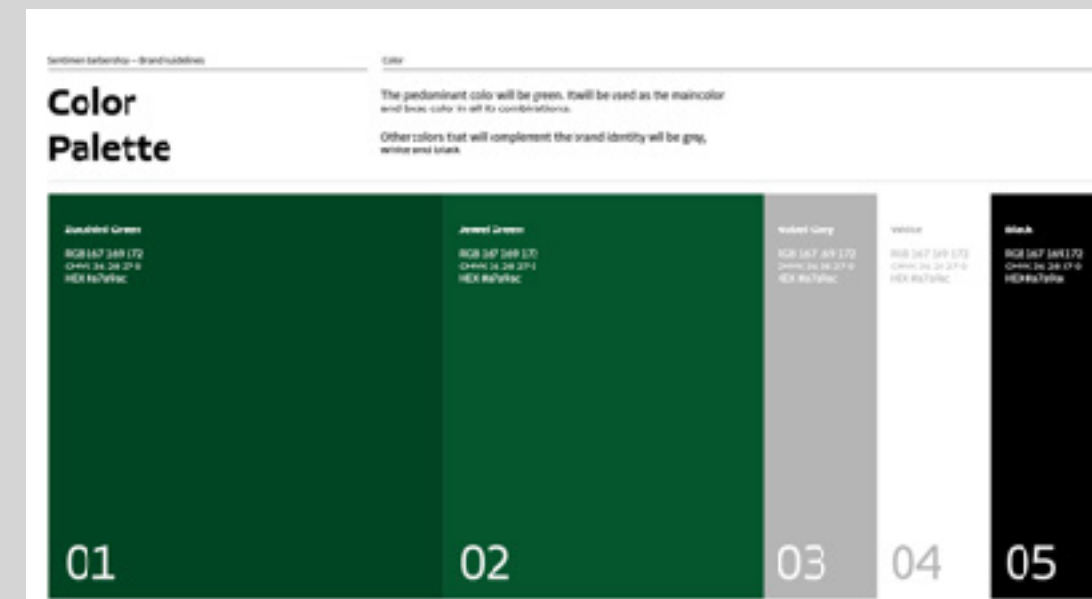
Once a design has been chosen we work with the client to arrive at the best solution and finalise the logo, making tweaks and changes where necessary.



# Delivery

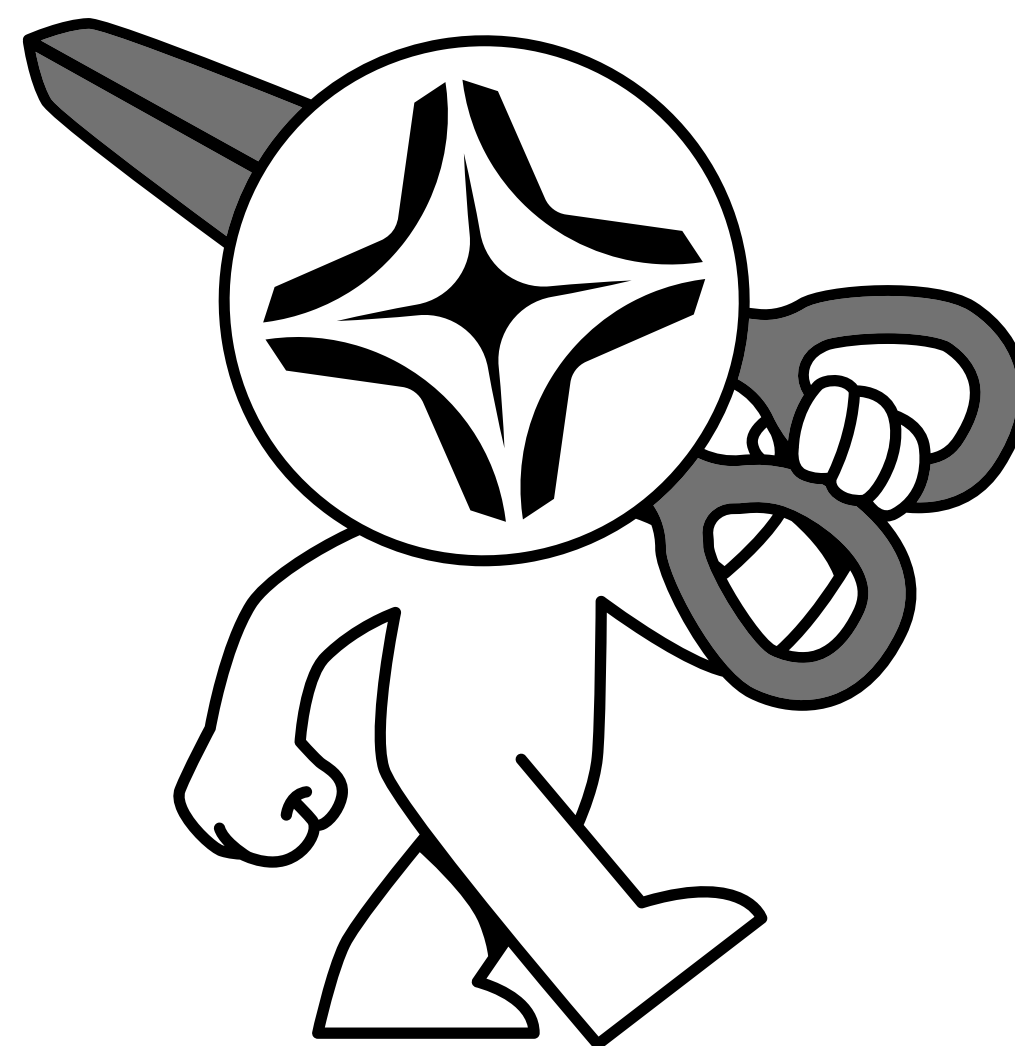
After finalizing the design exploration phase, I meticulously prepare all deliverables for the client during the delivery stage. This includes refining the approved logomark, creating a comprehensive brand guideline, and producing essential assets like patterns, color palettes, typography, logo variations, and social media templates. I ensure all files are organized, scalable, and ready for immediate use across different platforms.

The process concludes with a thorough review and a walkthrough with the client to guarantee a smooth handover, equipping them with everything needed to confidently implement their new brand identity.



# Mascot/Character

a character carefully crafted to embody the brand's personality and values. This mascot serves as a visual ambassador, representing the brand across marketing materials, digital platforms, and campaigns. Designed to resonate with the target audience, it enhances brand recognition and storytelling. The mascot is provided in various formats and poses, ensuring versatility and seamless integration into the brand's visual identity.





Business Card

Open/Close Sign

Lightbox Signage



# Social Media

The character and illustrations were thoughtfully crafted to align with Sentimen's contemporary concept, combining elegance with an approachable charm.

Each composition is designed to welcome the audience into a space that feels inviting and familiar.

The final result is a soothing and visually delightful identity that highlights Sentimen's tagline, "Trust No Doubt," reinforcing that it's not just a place to cut hair but a trusted sanctuary where experience and connection come together seamlessly.



# SVLTAN

- Branding
- Artistes Profile
- Social Media
- Merchandise
- Assets for website



SVLTAN

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ALTIMET  
"Songwriter & Entrepreneur"

SHERSON LIAN  
"Celebrity Chef & Entrepreneur"

SAINT KYLO  
"Dancer & Songwriter"

HANIFF HAMZAH  
"Radio, TV & Events Host"

HAZAMA  
"Singer & Actor"



Get more details of our Artistes  
Scan now and See You Backstage!  
[www.SVLTAN.com](http://www.SVLTAN.com)

#SVLTAN  
@SVLTANmgmt

# SVLTAN

Royalty reach yours.

Is for Entertainment Industry, SVLTAN is a Artist Management company based in Malaysia that best provides/delivers on 360 management for the artist because SVLTAN, is team members up to 35 years experience.

COMPETENT / INNOVATION / VISIONARY

www.sultan.com

# Aa

Typography

The quick brown fox jumps over the lazy dog.

Orgon.ttf — Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Logo Ref.



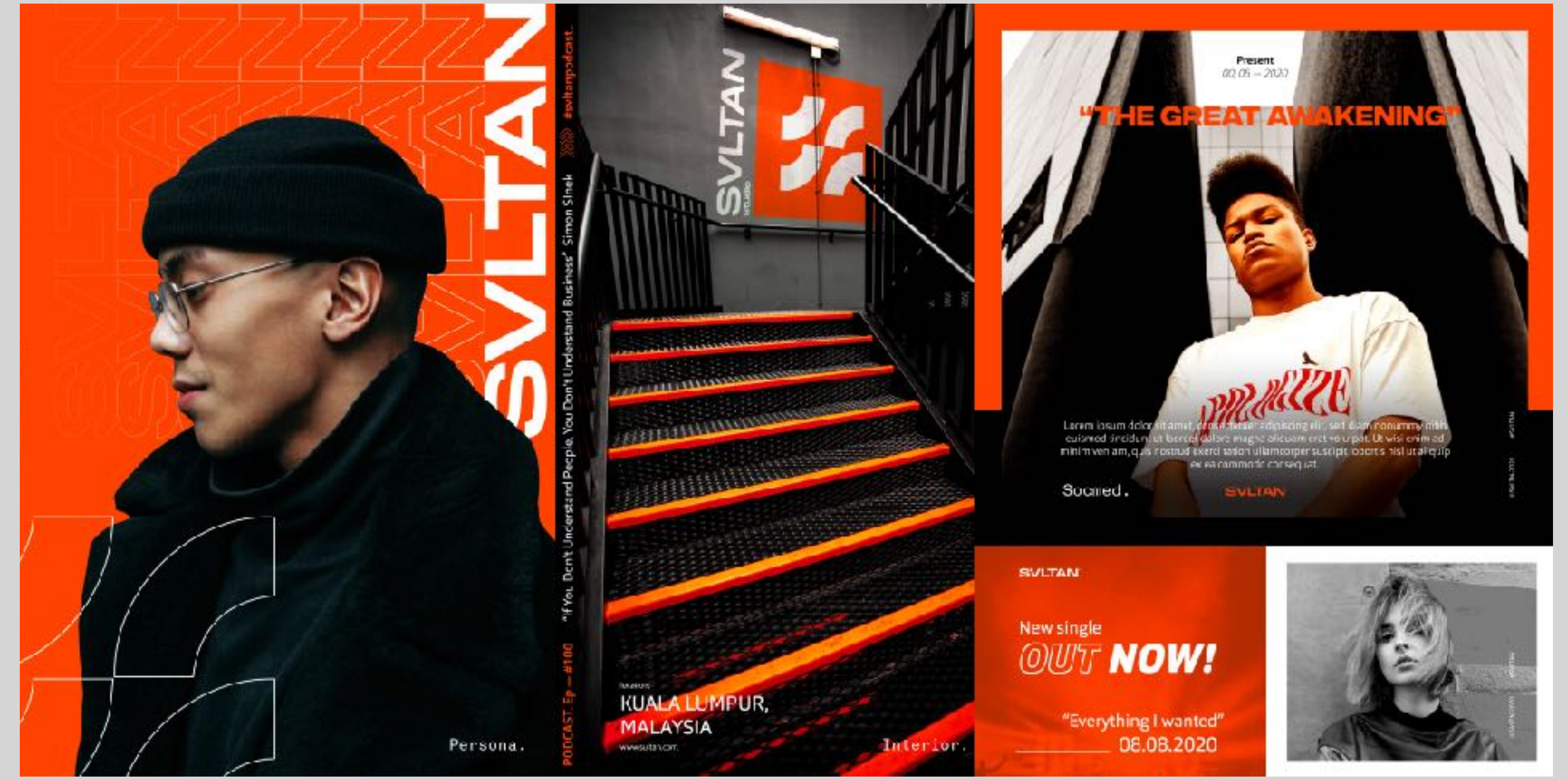
**HUBEN** **Mazaki** **VIRAGE®**



THIS IS SVLTAN®//THIS IS SVLTAN®//THIS IS SVLTAN®//THIS IS SVLTAN®//THIS IS SVLTAN®//

## Research & Stylescapes

Stylescapes or moodboards are essential tools that visually communicate a brand's tone, style, and direction. They include a curated selection of key elements such as color palettes, typography, textures, and patterns, alongside imagery that reflects the desired mood. Often, they feature logo concepts, brand visuals, and illustrative or photographic elements tailored to resonate with the target audience. Together, these components provide a cohesive snapshot of the brand's aesthetic and storytelling, guiding the creative vision.

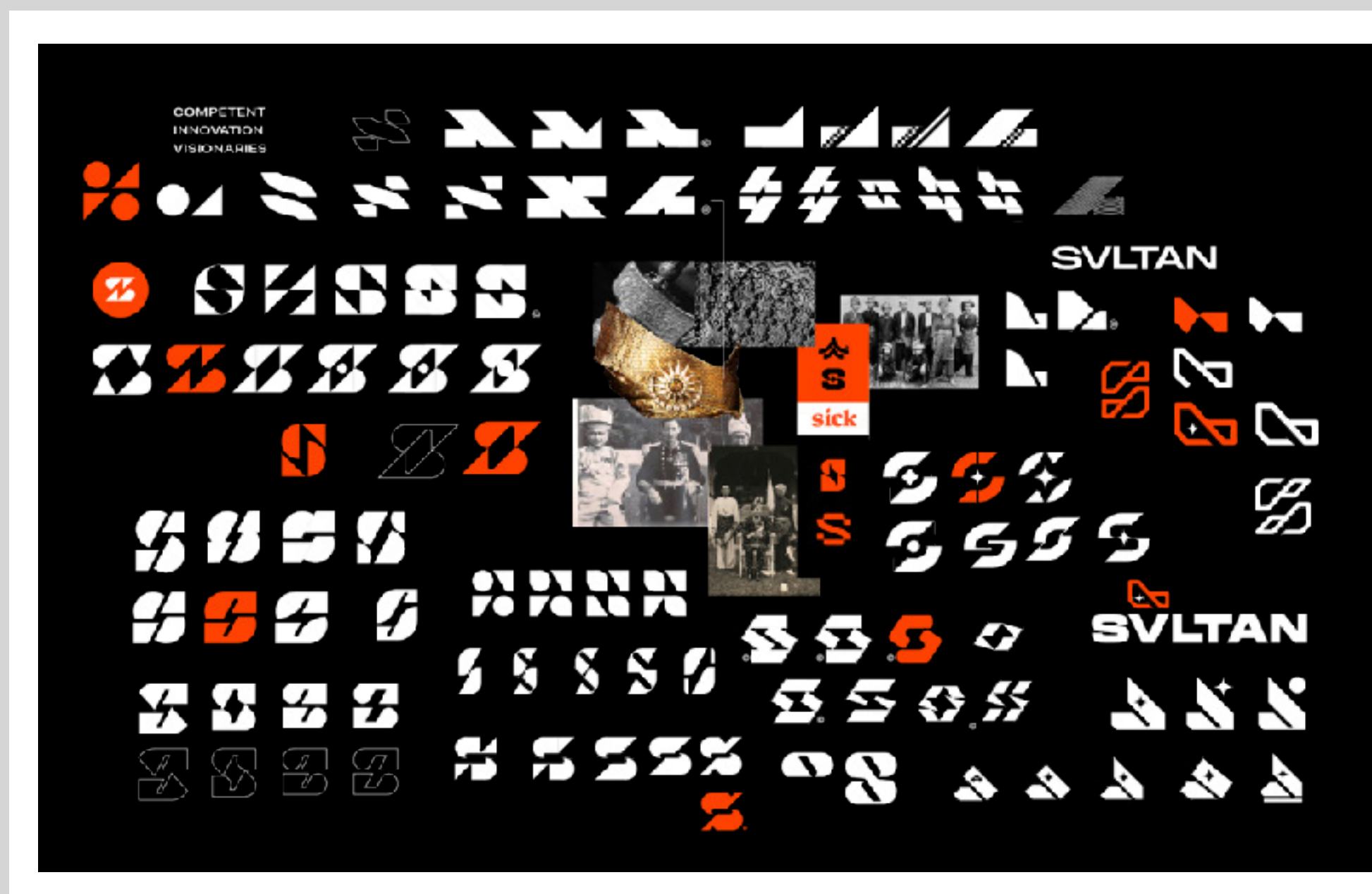
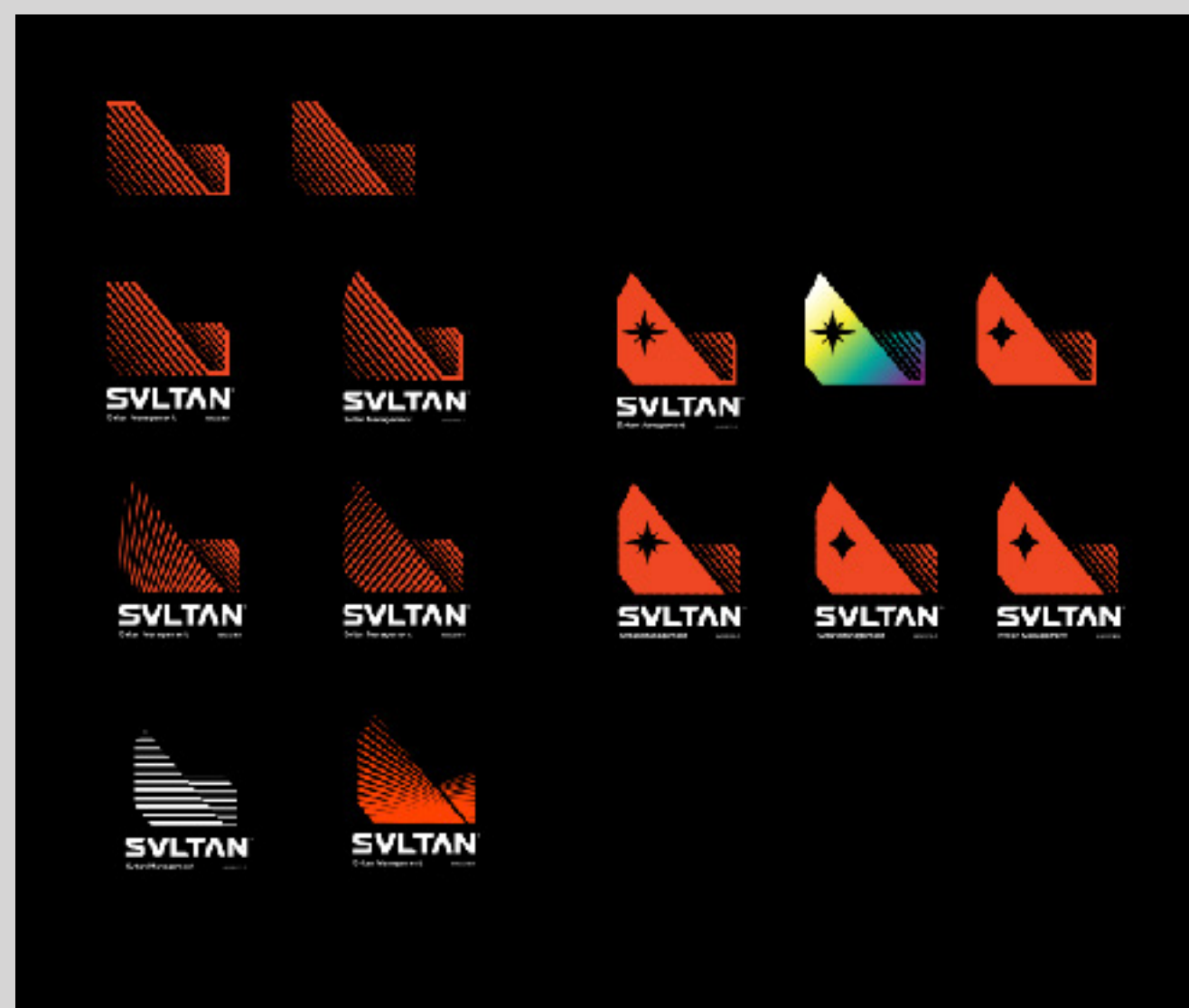
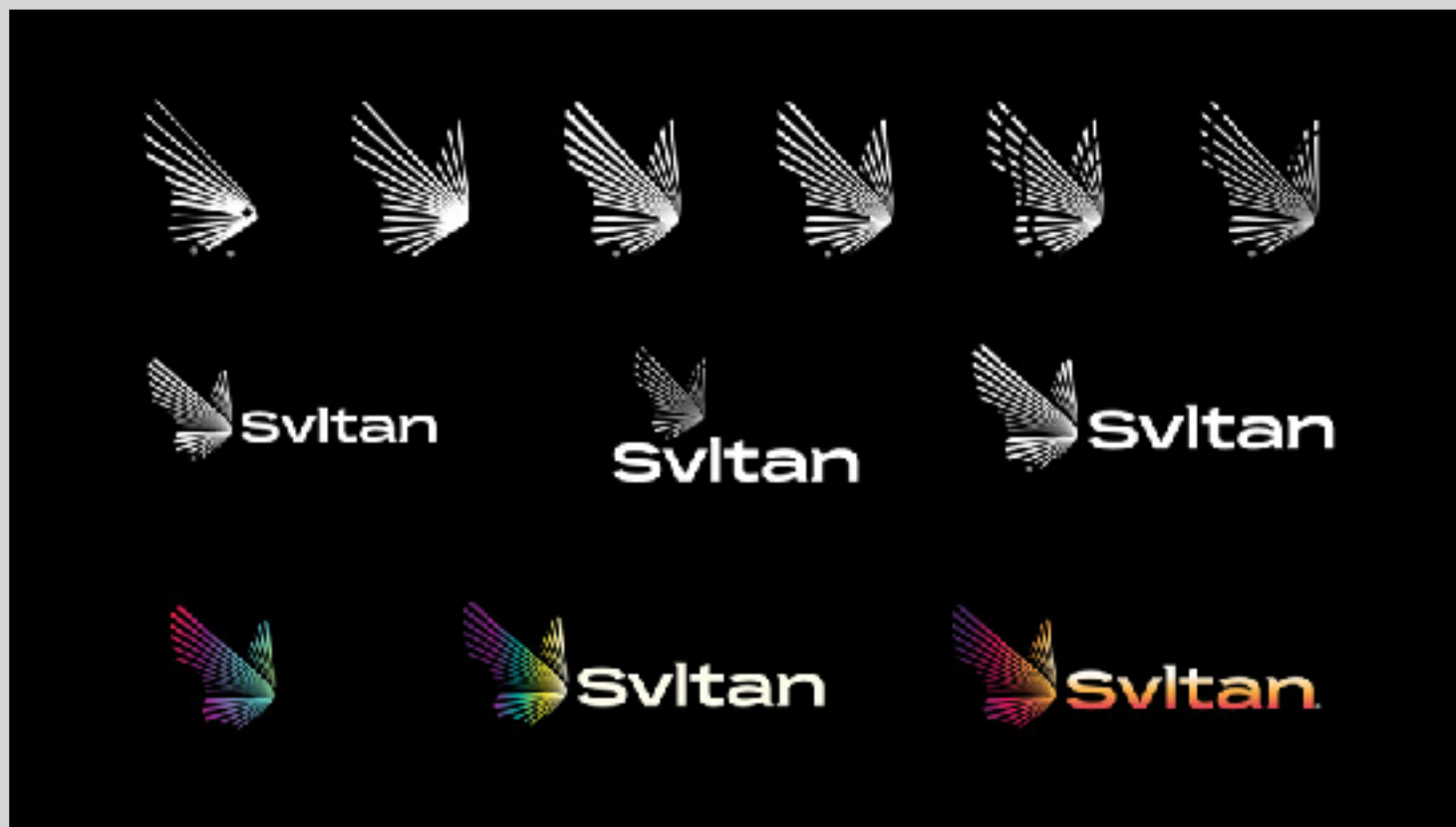




# Design

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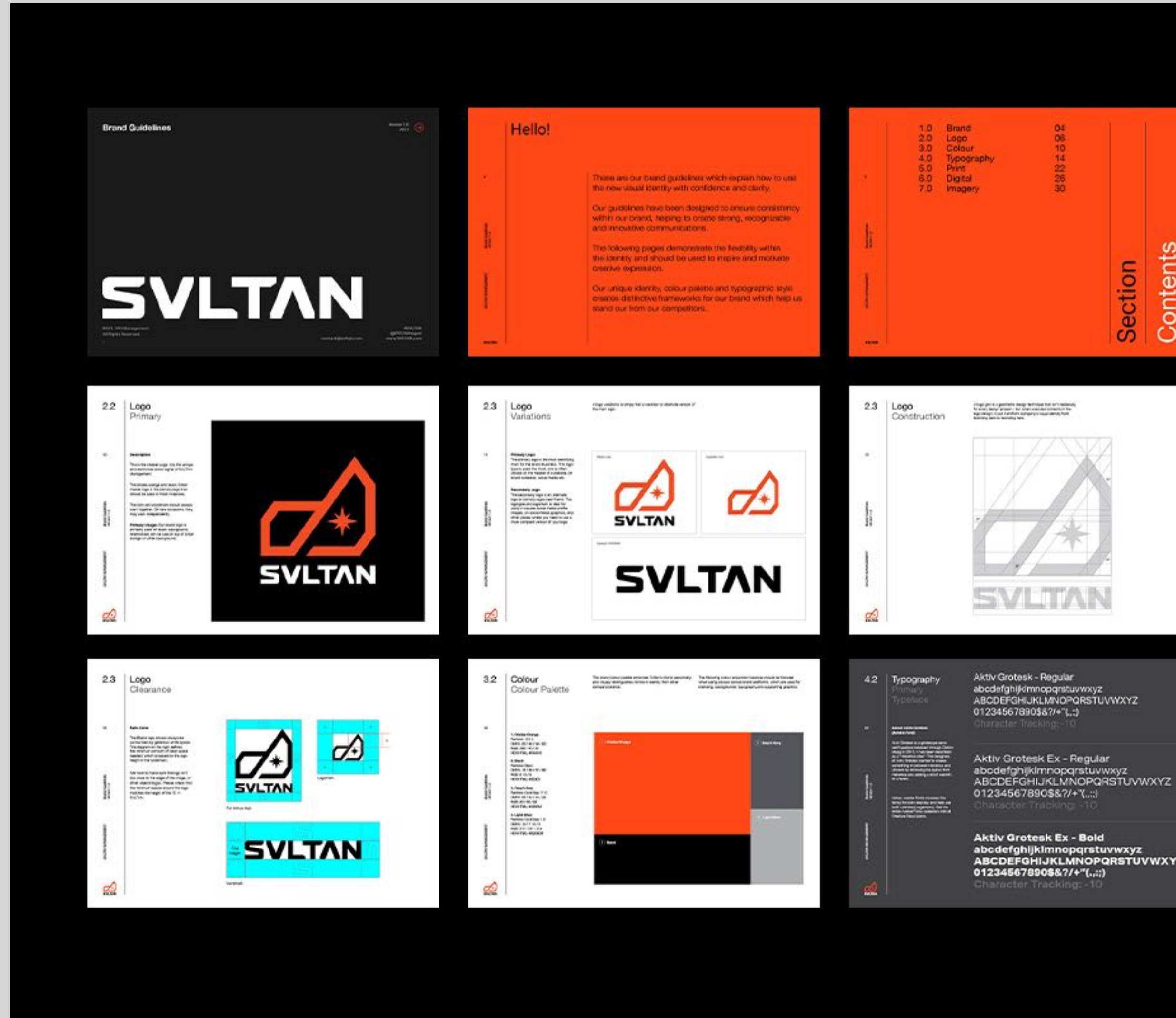
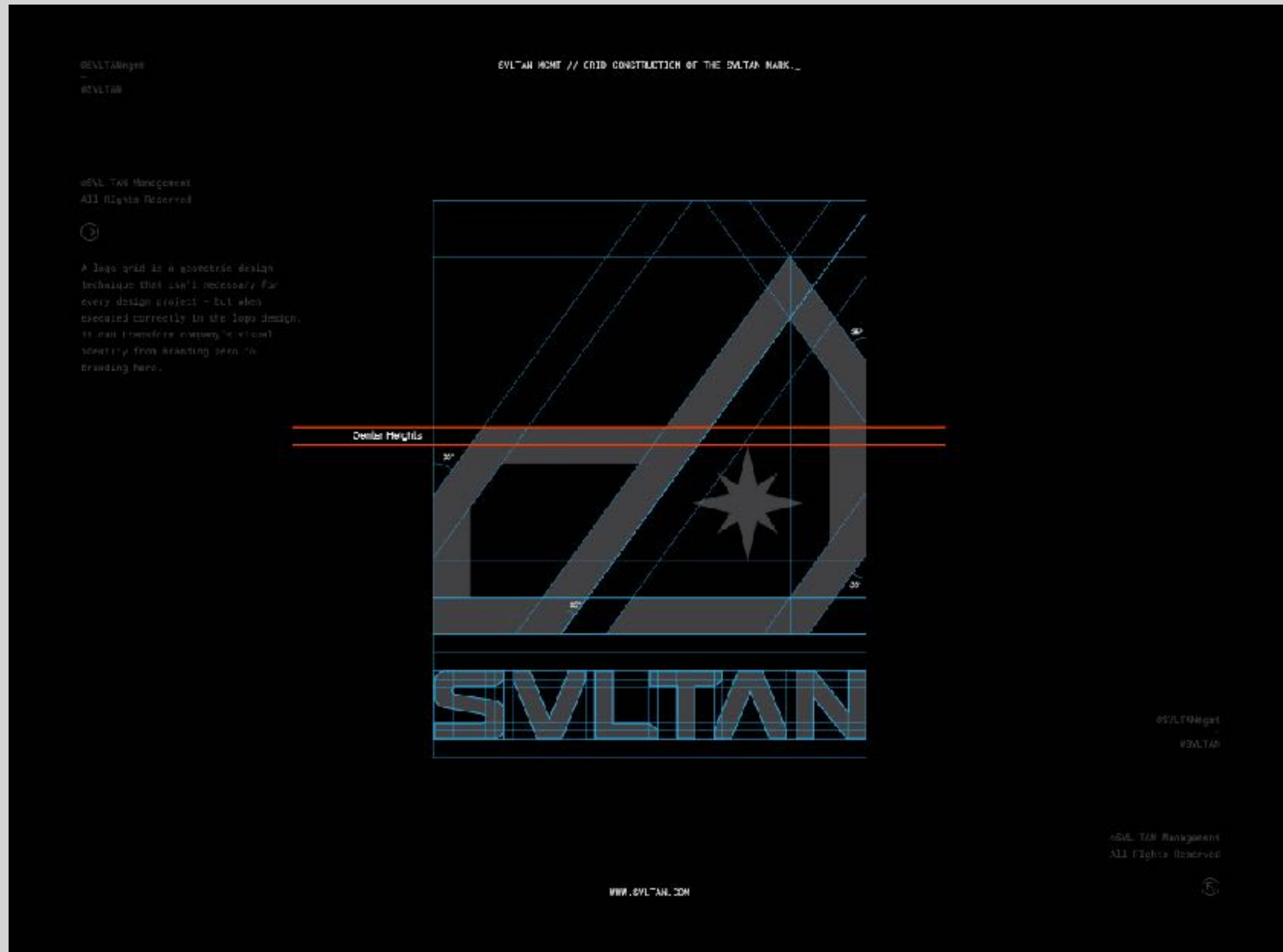


# Revisions and approval

Once a design has been chosen we work with the client to arrive at the best solution and finalise the logo, making tweaks and changes where necessary.

# Delivery

After finalizing the design exploration phase, I meticulously prepare all deliverables for the client during the delivery stage. This includes refining the approved logomark, creating a comprehensive brand guideline, and producing essential assets like patterns, color palettes, typography, logo variations, and social media templates. I ensure all files are organized, scalable, and ready for immediate use across different platforms. The process concludes with a thorough review and a walkthrough with the client to guarantee a smooth handover, equipping them with everything needed to confidently implement their new brand identity.



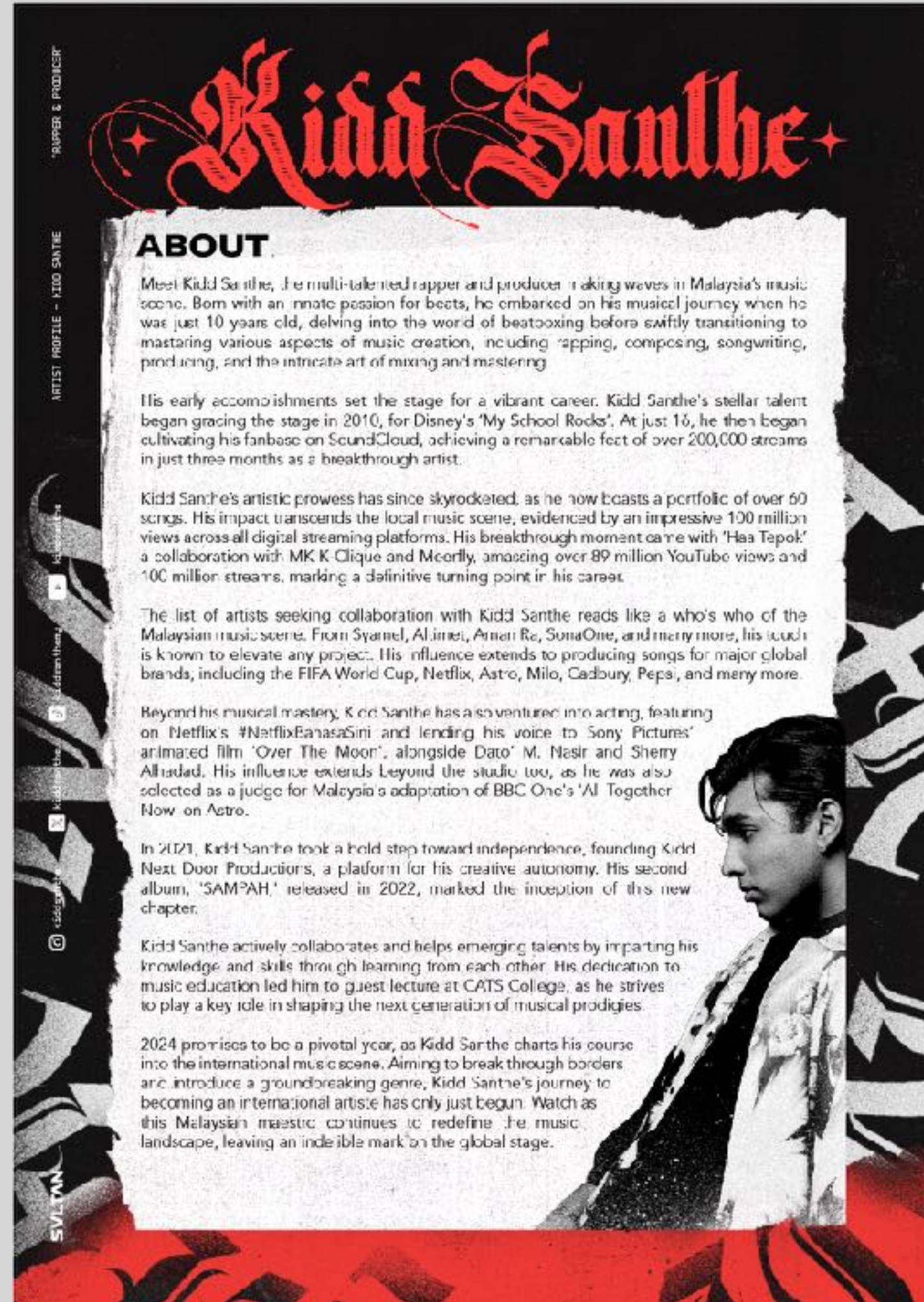


# Merchandise

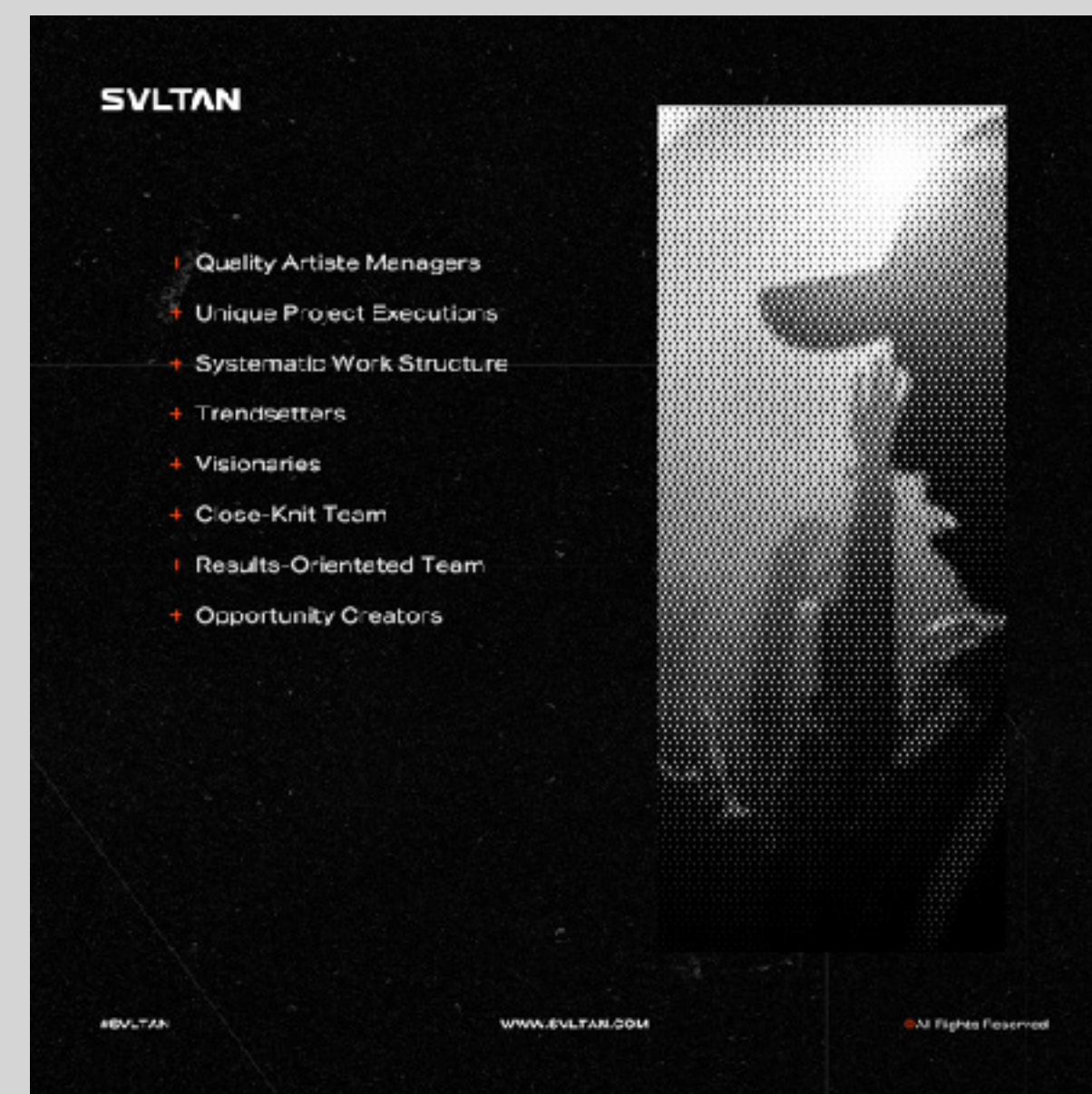
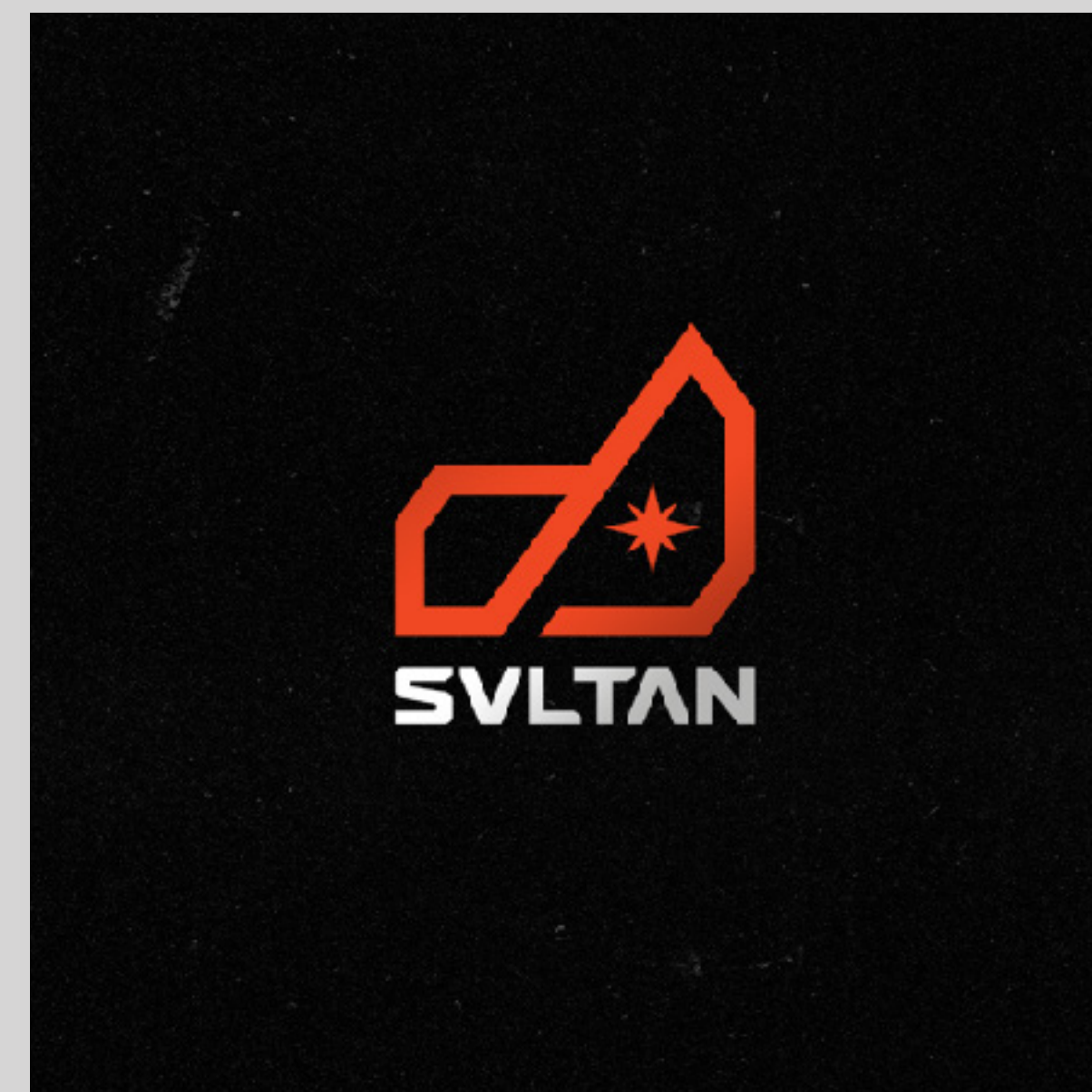
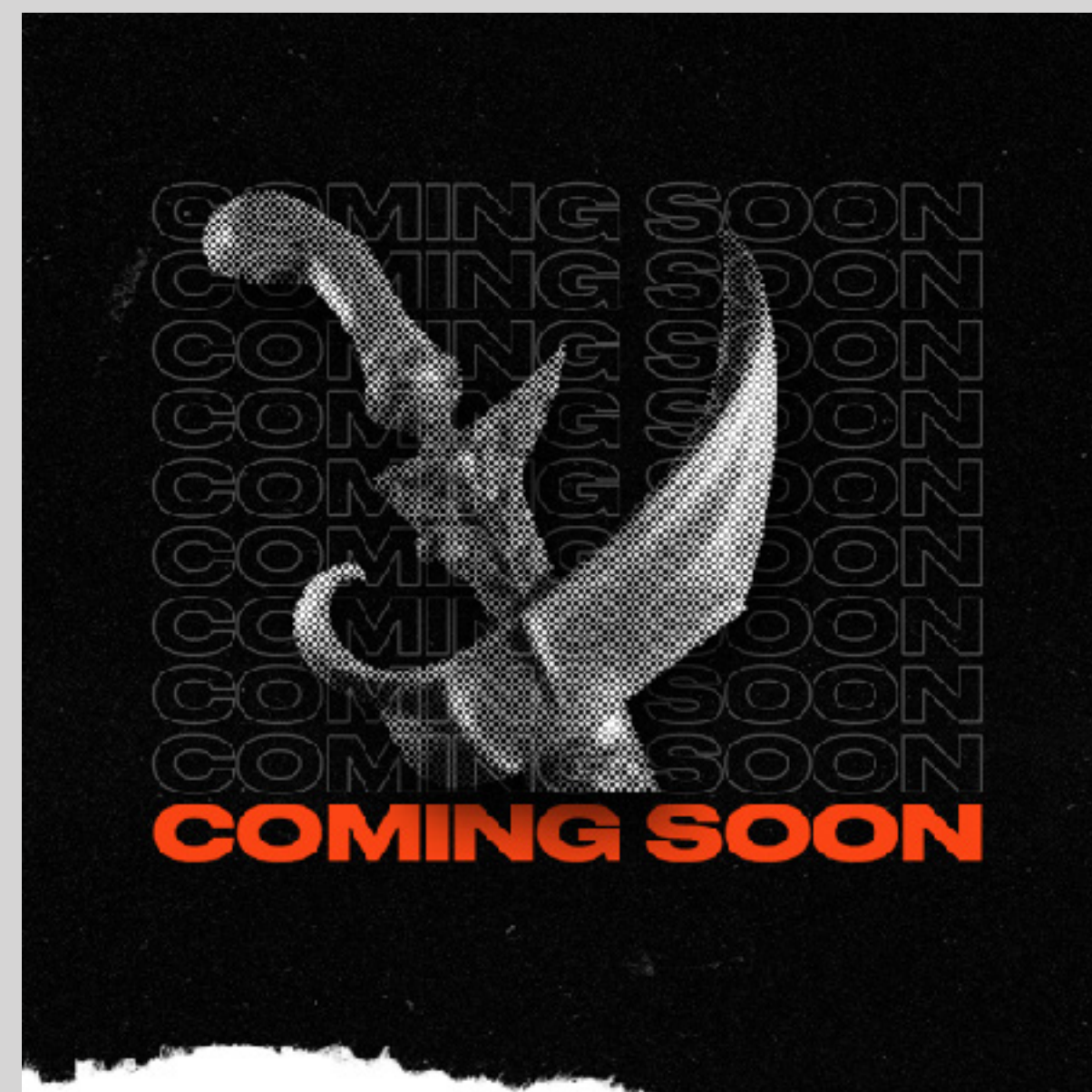
# Artistes Profile Cover Design



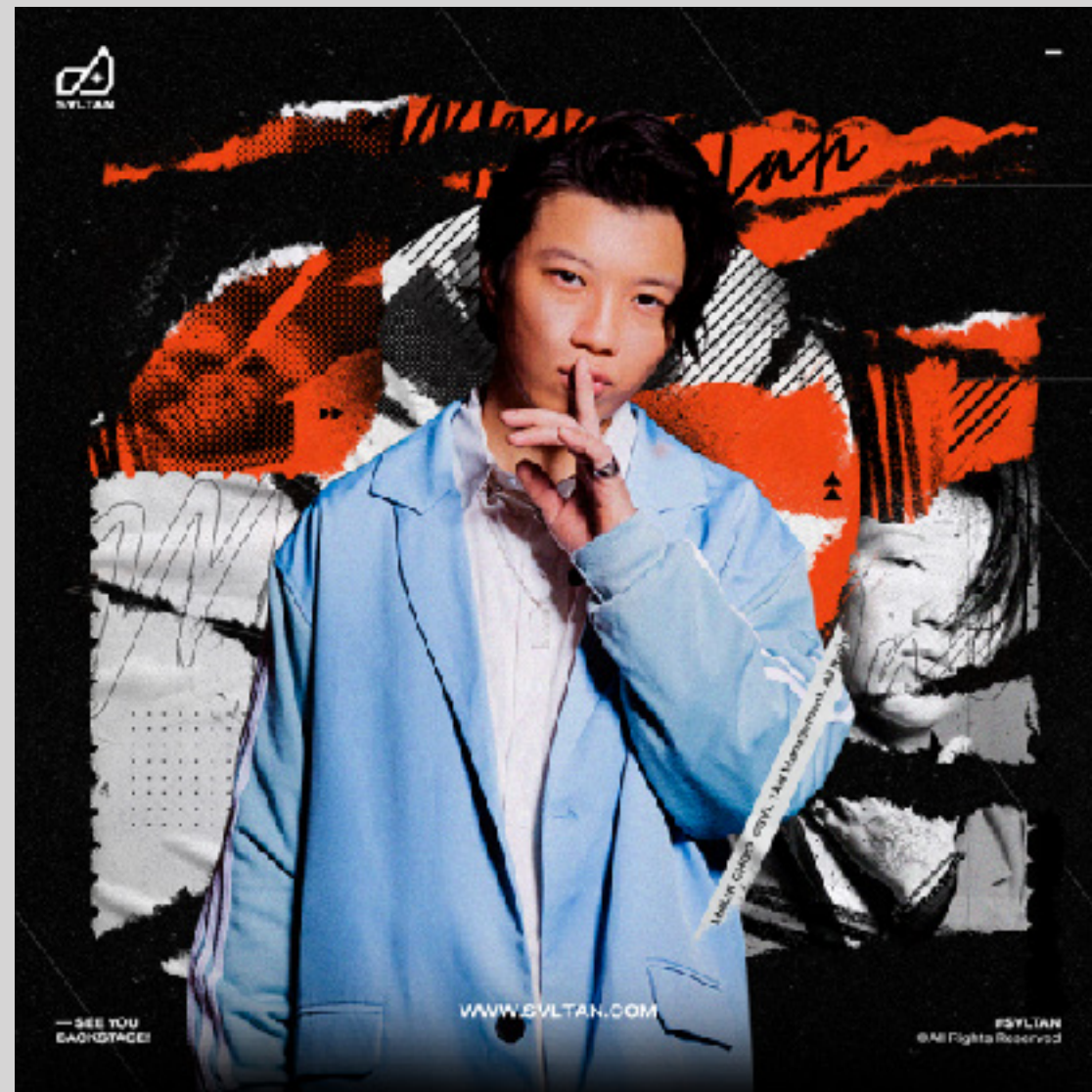
# Design layout for Artistes Profile



# Social Media Post



# Social Media Post - Artistes



# NIMROC

- Branding
- Social Media
- Merchandise
- Assets for website



# NIMROC HOLDINGS — NIMROC.

## SYNONYMS & DEFINITION

- Nim (v. t.) To take; to steal; to filch.
- Roc from Persian (also rukh or rux) is an enormous legendary bird of prey in the popular mythology of the Middle East.

## BRAND STATEMENT

Nimroc is **for** the generation of goal achievers, passionate & thrives on growing together. **Nimroc is an** independently owned and operated organization **that** help build multidisciplinary brands to empower and aspire others in achieving goals & desire to succeed. Nimroc aims to build a generation of perseverance, passionate & highly motivated for their craftsmanship & products.

- 01 PERSEVERANCE
- 02 ASPIRATION
- 03 EMPOWER

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MOODBOARD.



# MAKE IT REAL



TAGLINE.

## Research & Stylescapes

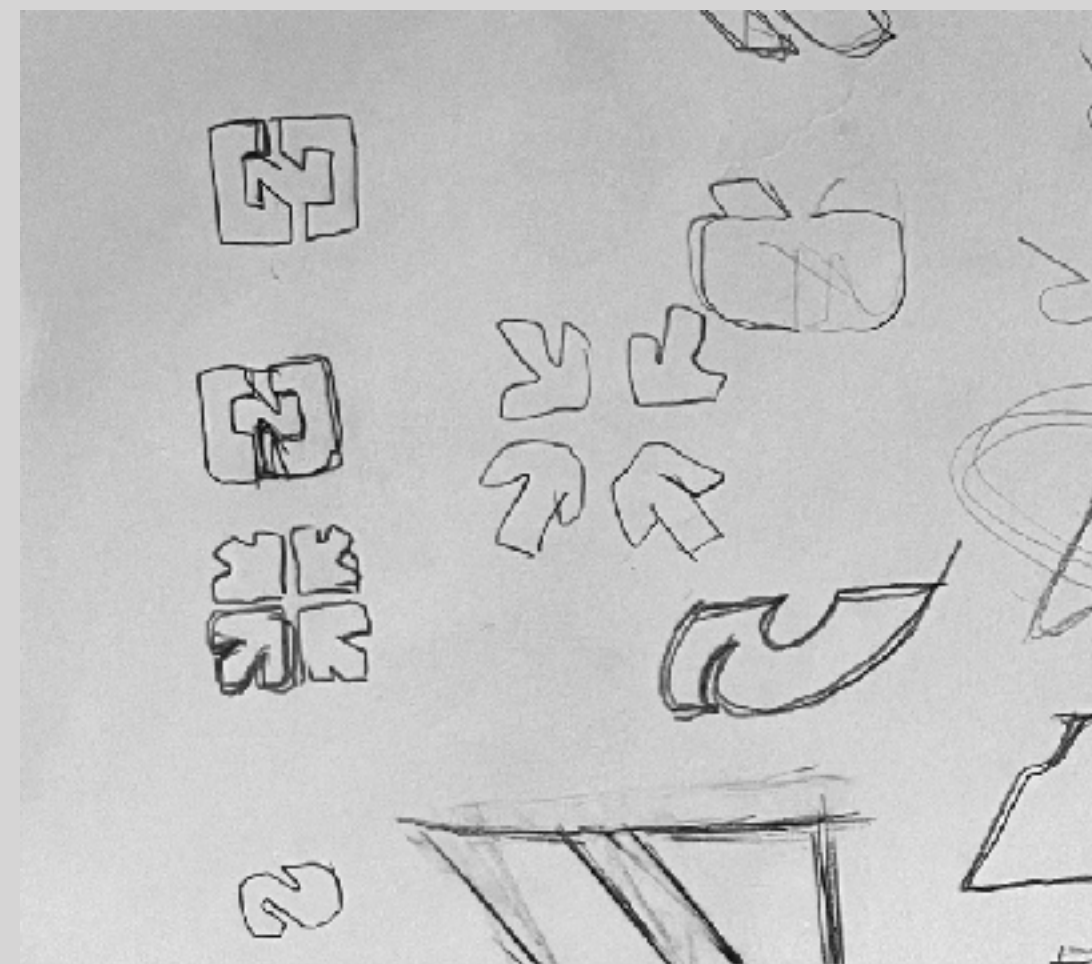
Focusing on keyword that have been collected during the discovery phase.

Perseverance, Aspiration and Empower

# Brainstorming and Conceptualisation

Based on the researched the elements that need to be highlights

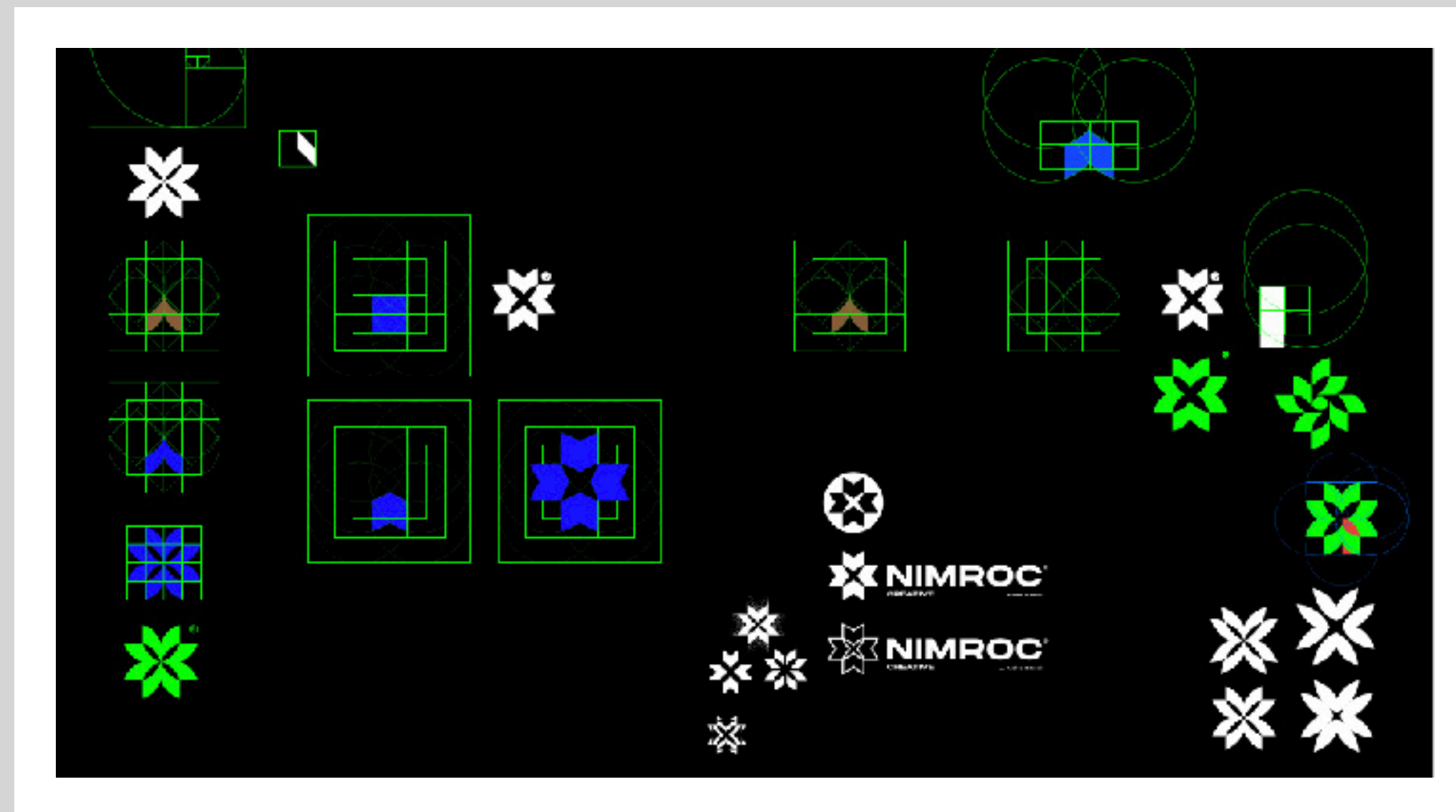
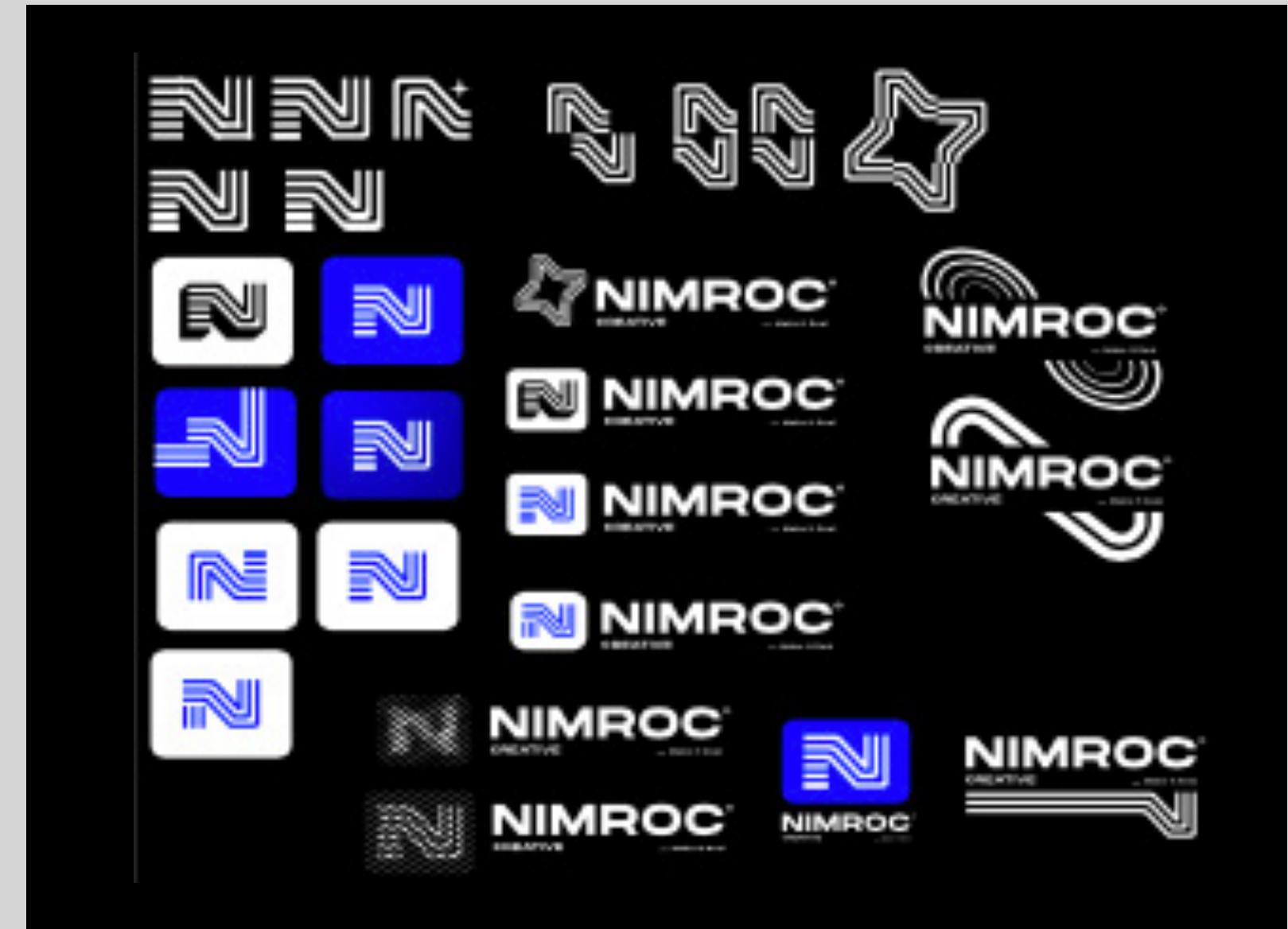
1. community of thinkers, goal achievers and imagineers
2. Focused on empowering a generation to succeed in producing their craft of choice, be it products or services of multidisciplinary brands



# Design

The design phase of logo development involves selecting and refining concepts, followed by digital execution. This stage requires meticulous attention to detail, even if the final logo appears simple to the untrained eye.

The logo is then presented in the context of its intended applications within the business industry, showcasing all design variants, color options, and overlays with brand imagery. Additionally, mock-ups are created to demonstrate how the logo will appear in real-world scenarios.



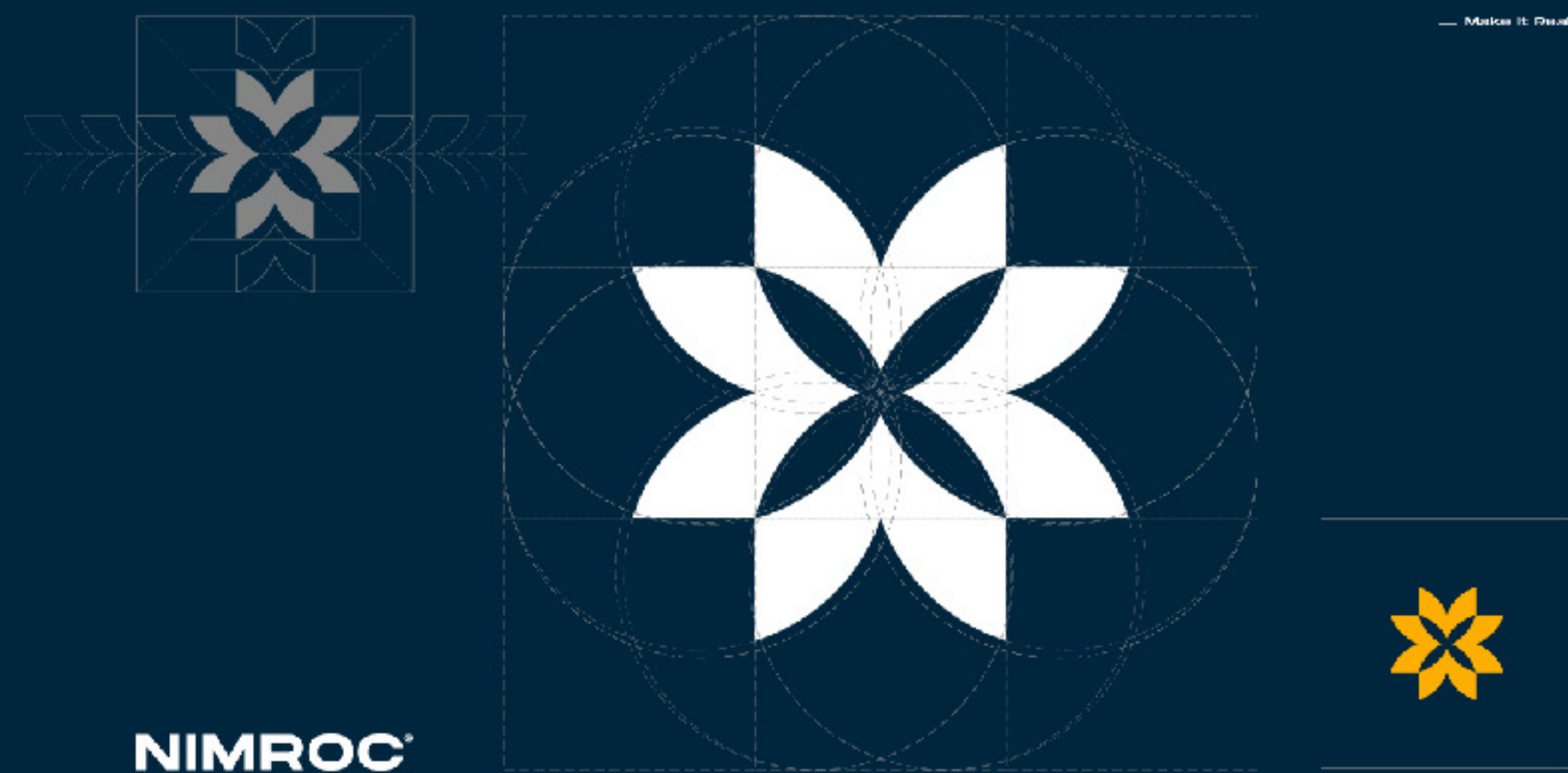
# Revisions and approval

Once a design has been chosen we work with the client to arrive at the best solution and finalise the logo, making tweaks and changes where necessary.



## Delivery

Picking the founders' brains during the Discovery Phase sesh, we agreed on three power terms – Perseverance, Aspirations, Empower. In recognizing these terms, a brand identity and logo which encapsulates their authentic voices, their clarity of purpose, the realization of successful goals and the expectations exceeded were to be born.



NIMROC®

# Brand Guideline

**We Are Nimroc.**

Nimroc is for the generation of goal achievers, passionate & thrives or growing together. Nimroc is an independently owned and operated organization that helps build multidisciplinary brands to empower and inspire others in achieving goals & desire to succeed. Nimroc aims to build a generation of perseverance, passionate & highly motivated for their craftsmanship & products.

www.nimroc.com

PAGE 02

**Monochrome**

The Nimroc logo represented herein monochrome, in positive and negative formats. However, the brand logo should only be used in black and white when colour printing is not available.

PAGE 07

**Graphic Element - Tagline**

**Make It Real** — Make It Real

A brand slogan is a short, snappy phrase that summarizes the brand's spirit in the shortest way possible. In just a few words, you're expected to grasp the idea of your brand. This slogan can be an essential marketing campaign element.

PAGE 14

**Primary Logo**

The NIMROC Logo serves as a graphical representation of the brand core values — perseverance, progress, and aspiration. It is crucial that the Nimroc logo is displayed in a consistent manner on all brand materials.

This is the Master Logo. It is the simplest and distinctive brand signs of the NIMROC. The master logo is the primary identifier and should be used in most instances. The logo and wordmark should always work together in the same instances, they may work independently.

Primary design of brand logo is primarily used on a light blue background or alternatively on top of a dark background.

PAGE 04

**Business Card Grid**

Examples of how the brand translates into key collateral, such as company stationery which could include business cards, letterheads, signage etc.

Front Card Size: 85mm x 55mm

PAGE 07

**Graphic Element - Pattern**

Pattern add interest to design, both digital and print. Thoughtful pattern selection is guaranteed to help stand out from others in your niche.

PAGE 13

**The logo Construction**

A logo grid is a geometric design technique that isn't necessary for every design project — but when executed correctly in your logo design, it can transform a company's visual identity from branding to a branding hero.

PAGE 08

**Sub-brand logos**

Nimroc® has a number of affiliated brands, which use the Nimroc® brand identity. Nimroc® brand architecture types are: Branded House which is the one parent brand as the umbrella, for a wide product range, primarily other services categories. All of them are linked to the parent brand through logos, color & brand purpose.

This is an acronym for a consistent brand experience that minimizes confusion for customers/businesses.

The Nimroc® Sub-brand Logo consists of the Master Logo with the full name of the brand written in Monument Extended Regular weight.

PAGE 16

**Graphic Language**

When it comes to general corporate print layout or social post, the use of the photography needs to be professional, consistent in the attributes and culture of the brand.

Content composition must be clean and give a breathing space to the brand logo to allow the brand consistency and messaging.

The overall look of the layout is recommended to highlight with the use of the corporate colors.

PAGE 15

**The Logomark**

The logo defines a number of an arrow heading to one point that represents a member community always takes a step moving forward towards or achieving their goals, working together as a team, sharing dreams and vision throughout.

As a logo we wear with honor and, like a shield, a symbol that motivates our community and inspires us to go beyond our everyday work. It may be used in different ways, but it always stands for the values, perseverance, progress and aspiration.

PAGE 14

**Social Icons**

Here are some suggested social profile icons. List the size and a small description for visual consistency. You would the logomark/logo type be applied across all social accounts.

For most of the time, use the icon in white on a dark background and vice versa.

Make sure the icon is reproduced in a legible size. It should be at least 100px for all other icons.

If using the logo over an image, always use the yellow or white version.

FOR MOST OFFICES USE:

Revert color due to limitations:

Instagram: 110px x 110px  
 LinkedIn: 400px x 400px  
 Facebook: 800px x 800px  
 Twitter: 110px x 110px

PAGE 21

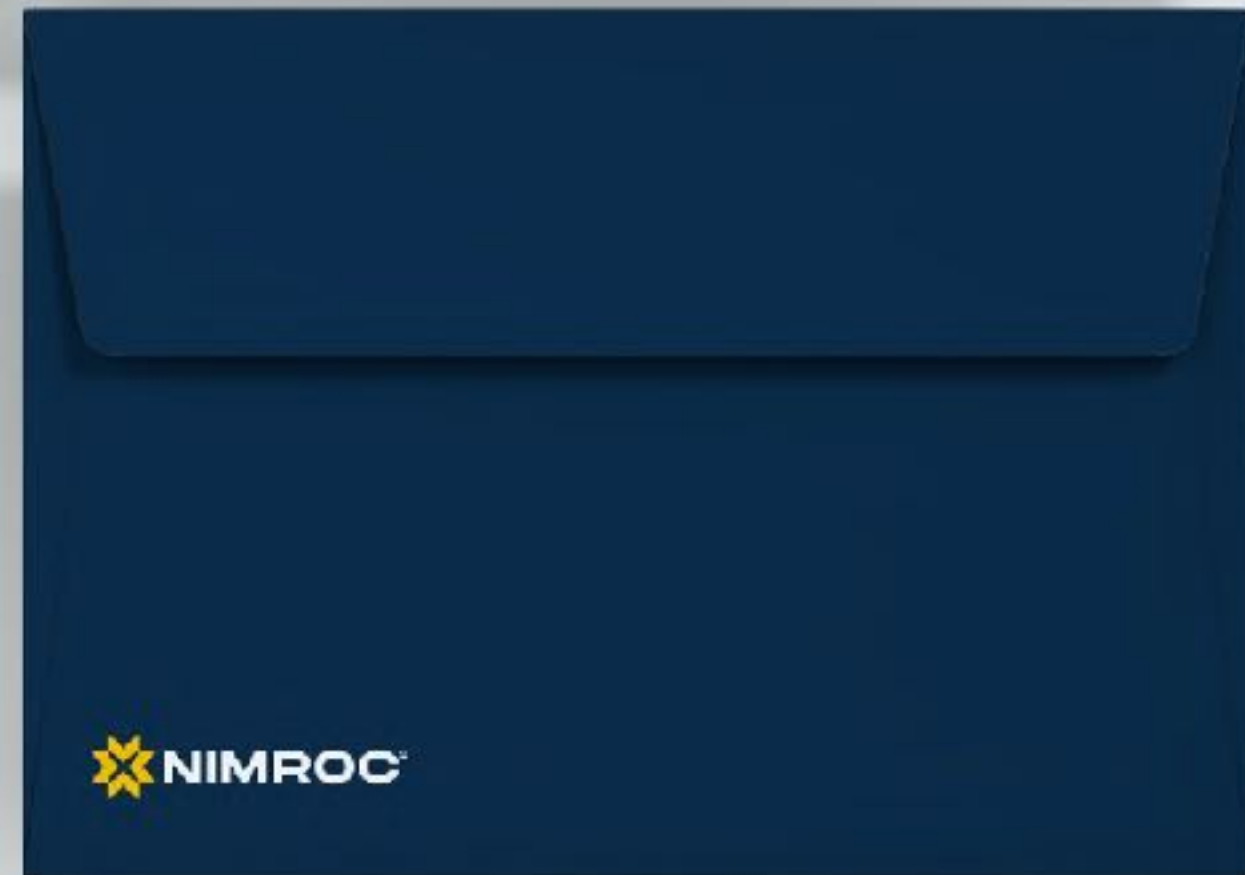
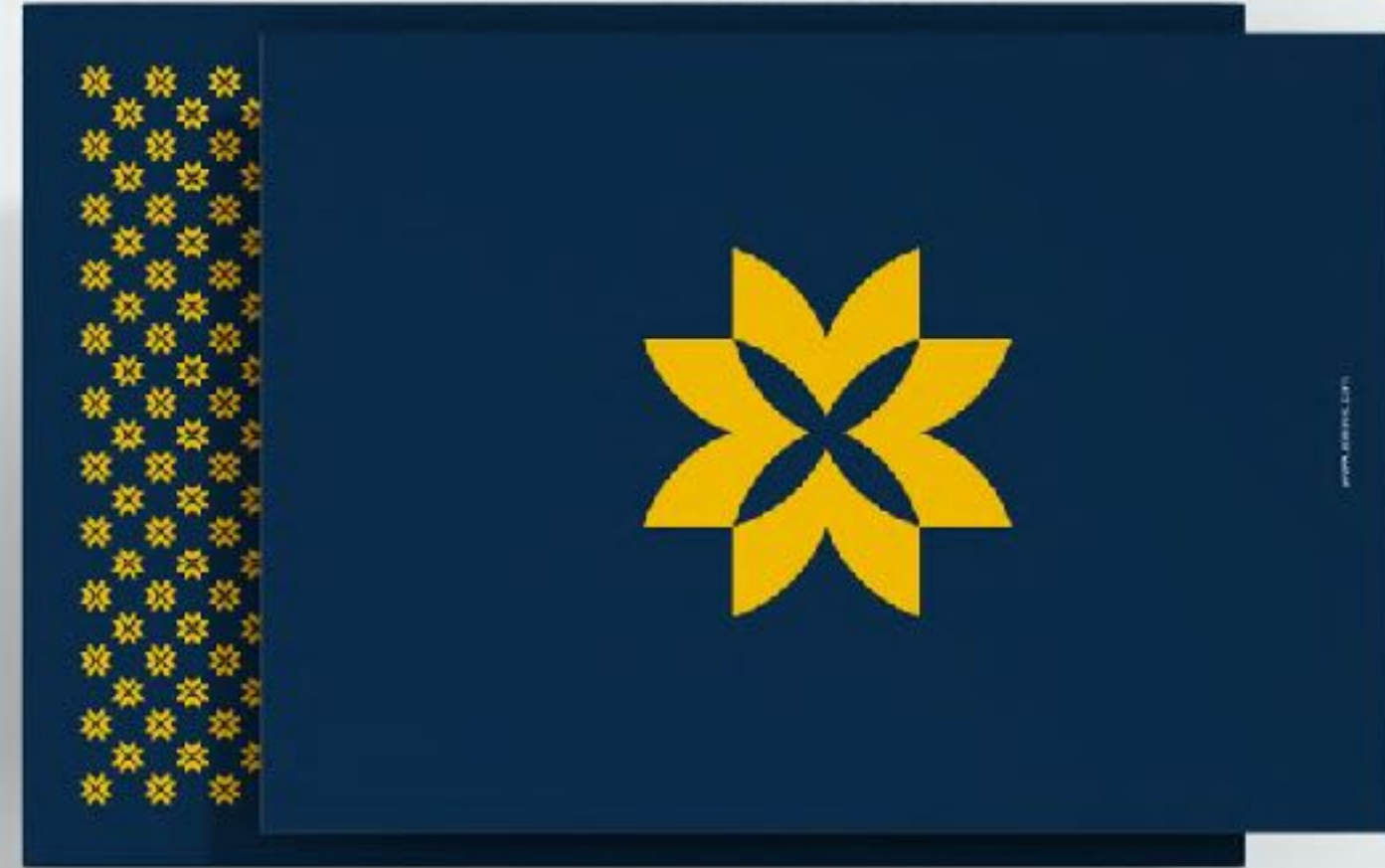
**Facebook Banner**

A social media style is for how your brand appears and acts on social. It allows your brand to create a cohesive experience across every profile. Your guide includes brand colors, icons, social avatars and essential size but distinguishes your brand on social media.

To keep brand consistency the design needs to adhere to the size and image ratio before in this guideline book.

The tone of the photography needs to be professional, conveying the atmosphere and followed the brand.

PAGE 24



# Corporate Stationery

Nimroc is an independent brand focused on empowering individuals to succeed in their craft, whether products or services. During the Discovery Phase, Perseverance, Aspirations, and Empowerment, the brand's identity centers on arrows converging from multiple angles—symbolizing generations striving toward their goals. Inspired by iconic heroes like Hawkeye and Katniss Everdeen, the logo embodies the journey of overcoming challenges with perseverance and community support.



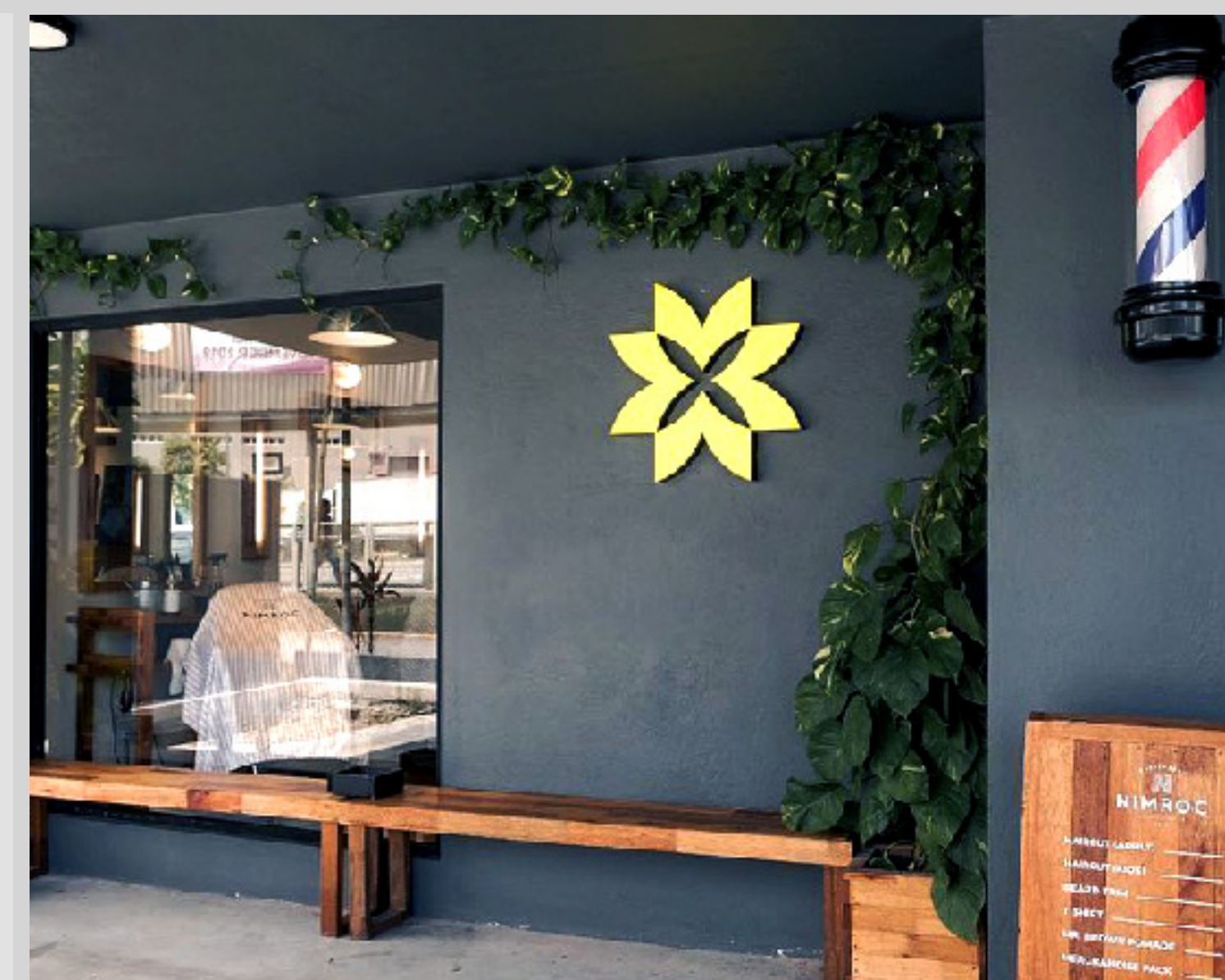
Store front facade proposal and real store



Workshirt Uniform Design



Nimroc® is a leading barbershop chain that specializes in men's grooming. Committed to providing personalized haircuts at affordable prices in a unique and welcoming atmosphere. Nimroc® team of expert barbers values every client and their individual needs, and strive to deliver a top-quality service that exceeds expectations. Nimroc® prioritize customer satisfaction and take pride in maintaining a clean and inviting space for customers to relax and enjoy good conversation with our friendly team. Trust Nimroc® for all of your grooming needs and a one-of-a-kind barbering experience.

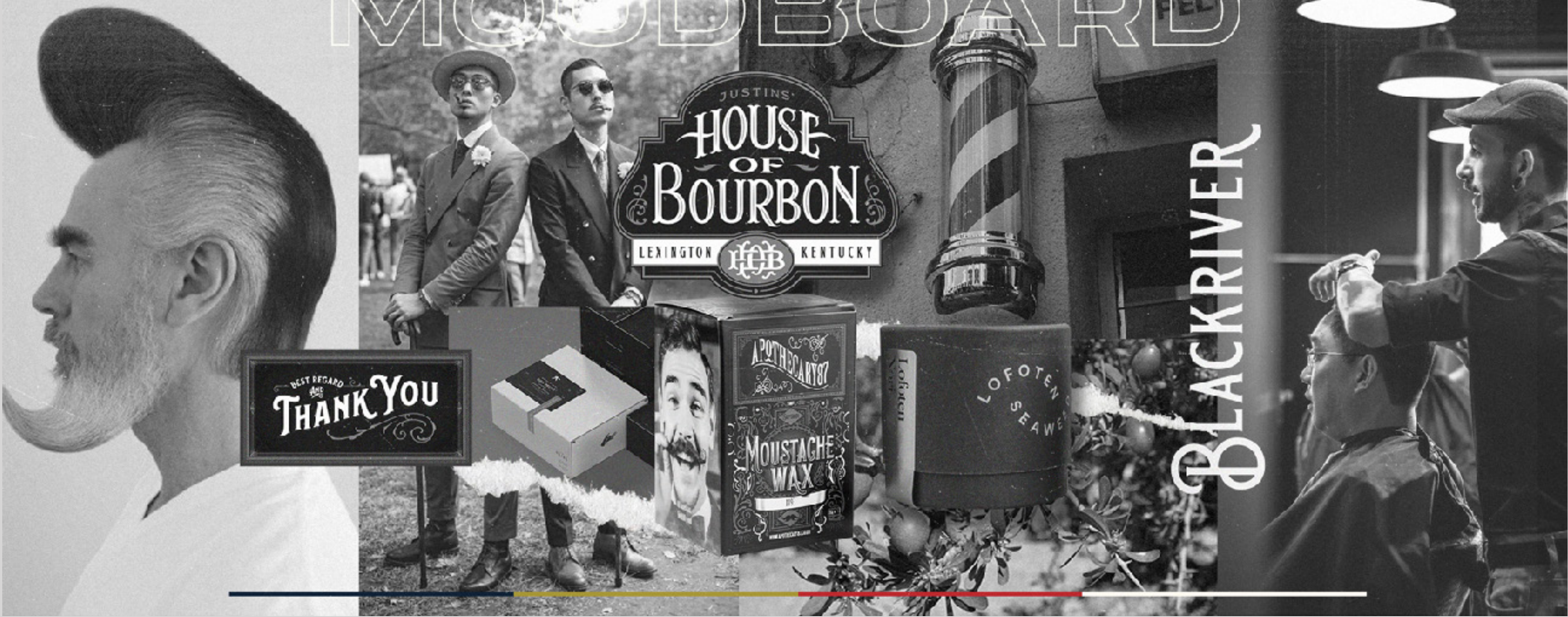


# MR. BROWN

HAIR POMADE

- Branding
- Illustration
- Packaging
- Social Media
- Merchandise
- Assets for website

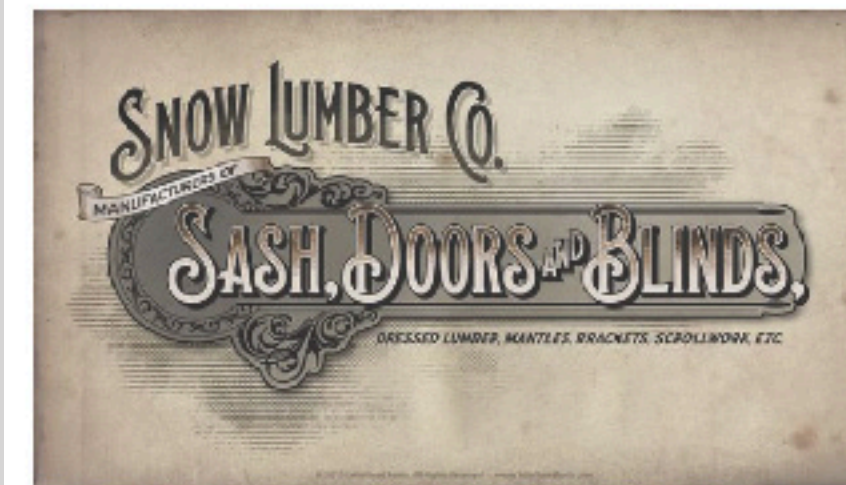




# Research & Stylescapes

Focusing on keyword that have been collected during the discovery phase.

Classic, Modern & Raw



# Brainstorming and Conceptualisation

## Goal

Based on the researched the elements that need to be highlights

1. Vintage lettering and typography
2. Looks natural



# Design

The design phase of logo development involves selecting and refining concepts, followed by digital execution. This stage requires meticulous attention to detail, even if the final logo appears simple to the untrained eye.

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## Revisions and approval

Once a design has been chosen we work with the client to arrive at the best solution and finalise the logo, making tweaks and changes where necessary.



## Delivery

The final look logo for Mr.Brown hair pomade



## Pattern

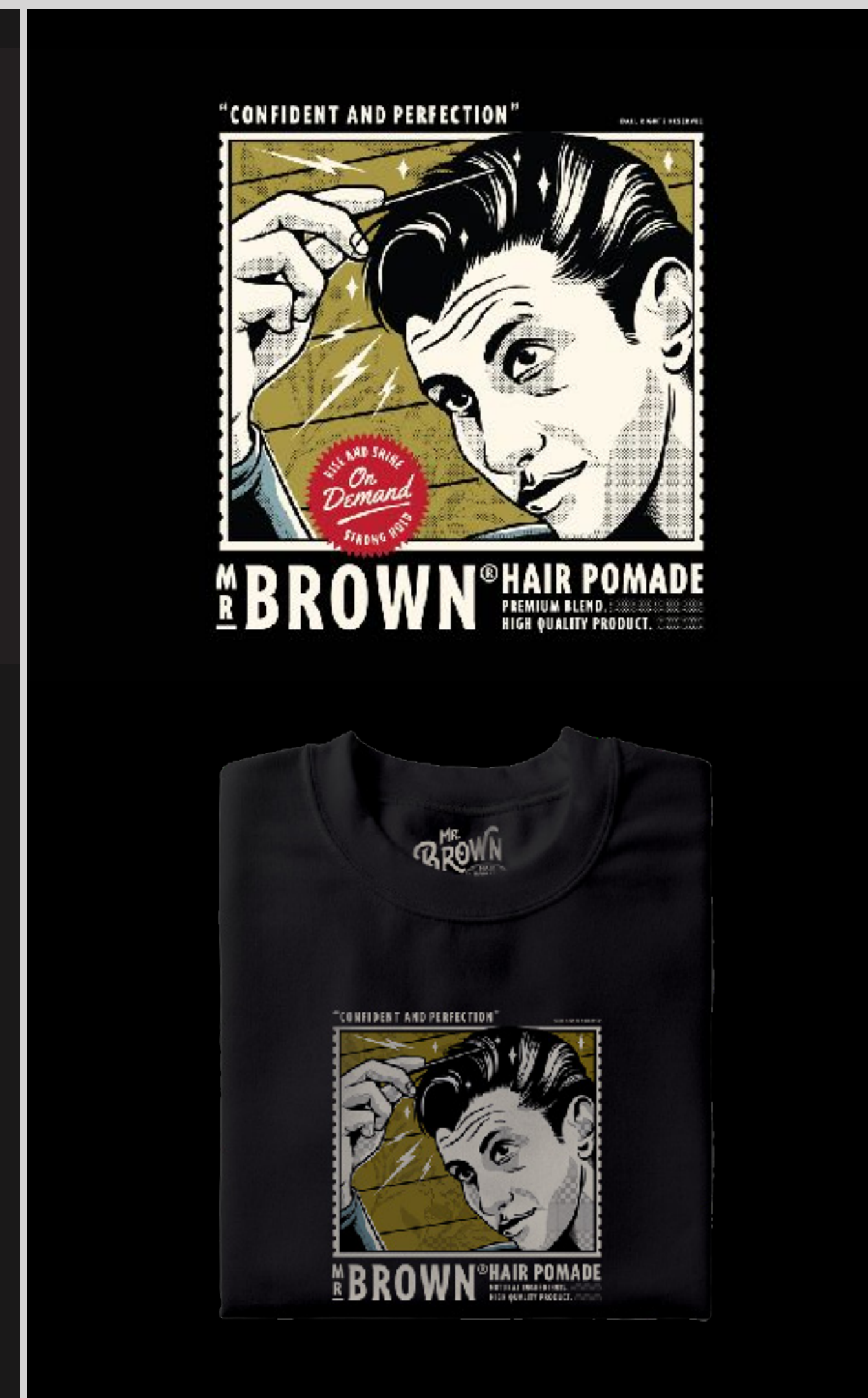
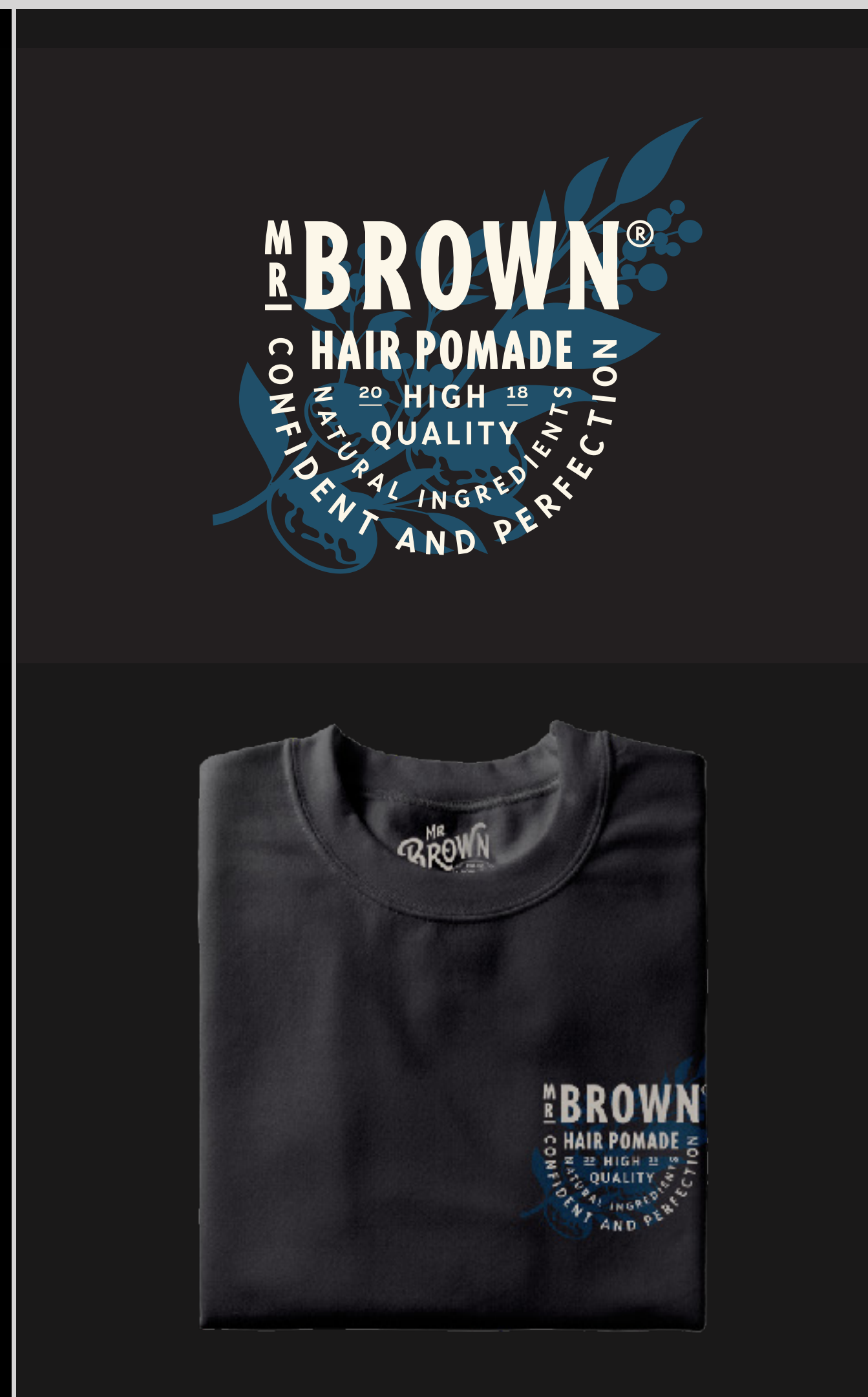
Pattern elements in brand identity enhance recognition, consistency, and versatility while adding depth and visually communicating the brand's story across various applications



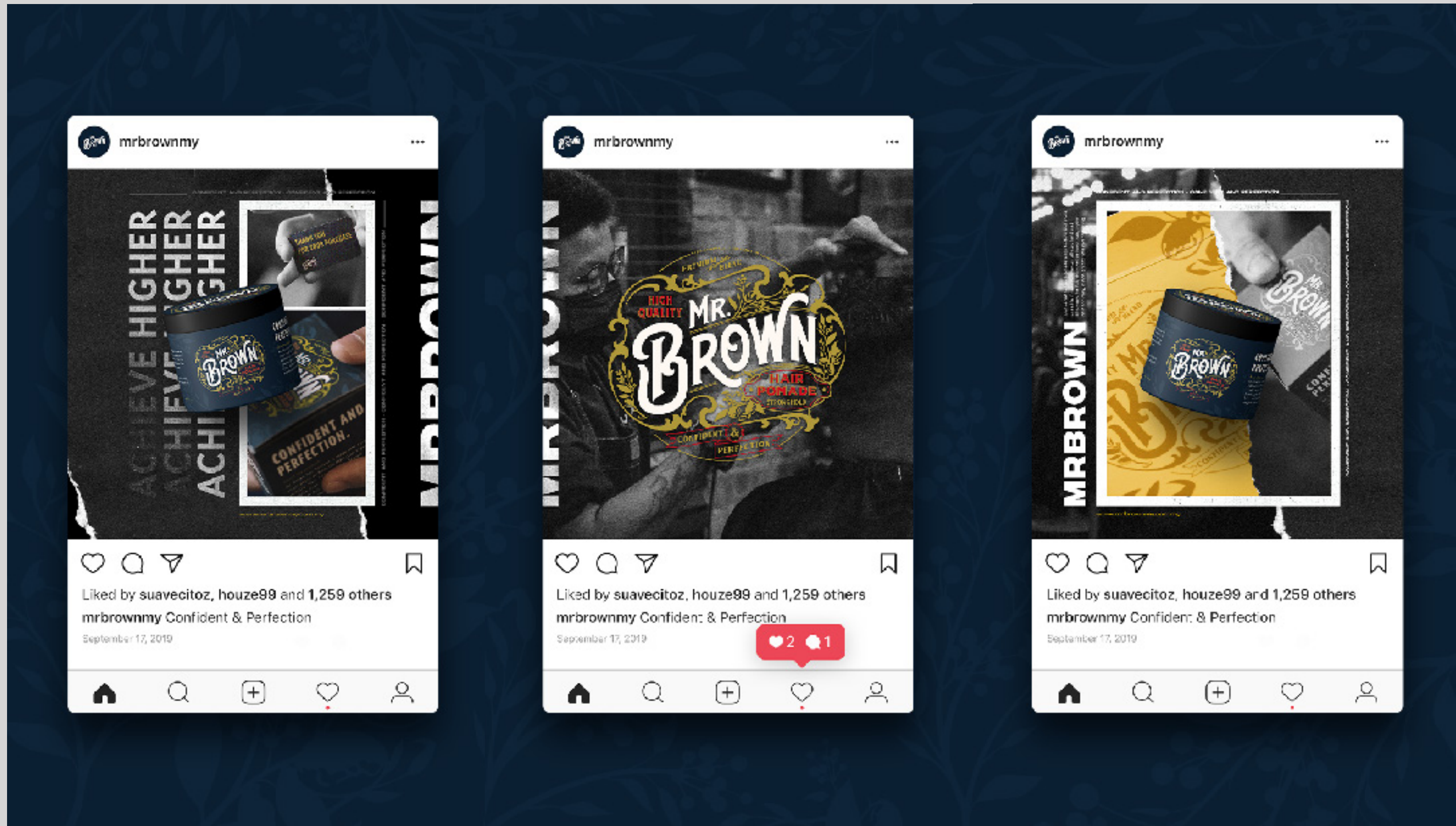
# Packaging

To create a bespoke brand identity that plays with a classical twist and vintage typography, applicable to all collaterals such as product packaging, additional merchandises, website and social media.

# Merchandise



# Social Media Post





## Packaging

To create a bespoke brand identity that plays with a classical twist and vintage typography, applicable to all collaterals such as product packaging, additional merchandises, website and social media.

# KEY VISUAL & EVENTS

# NOUNS FUND IDEAS X IHB

- Key Visual
- Graphic Assets
- Social Media
- Merchandise Illustration
- Assets for website



An Exciting Collaboration between NounsMY and IHB, Co-organized by College of Creative Arts (UiTM CCA). Nouns Fun(d) Ideas is a collaborative initiative between NounsMY and IHB, co-organized by College of Creative Arts (UiTM CCA) and funded by Nouns.



This partnership aims to engage and inspire students through artist collaboration activities. UiTM CCA is providing the venue, place, and student support to help make this event a success.



# Merchandise



# DIGITAL DIVERSITY FESTIVAL

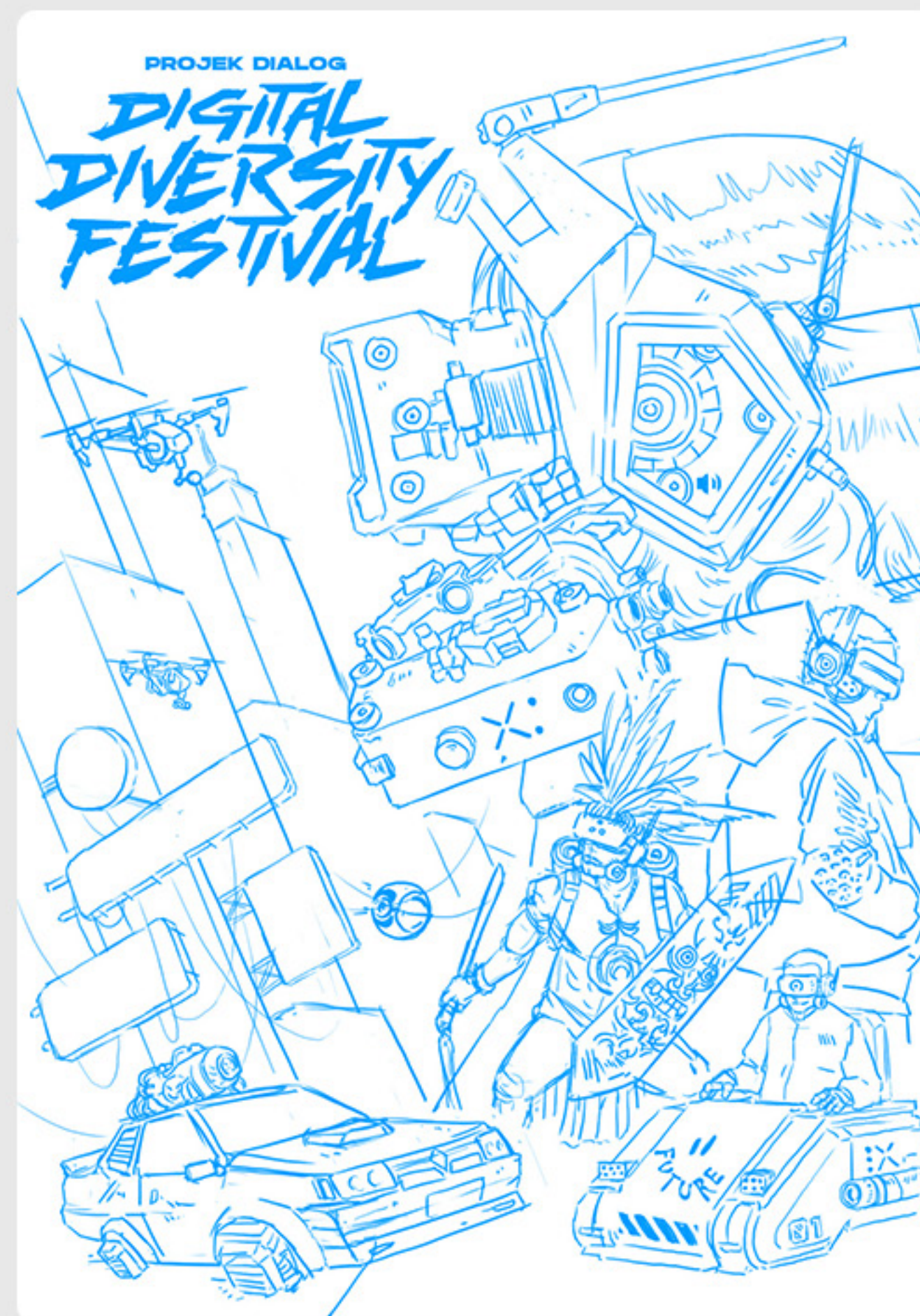
- Key Visual
- Graphic Assets
- Social Media
- Merchandise Illustration
- Assets for website

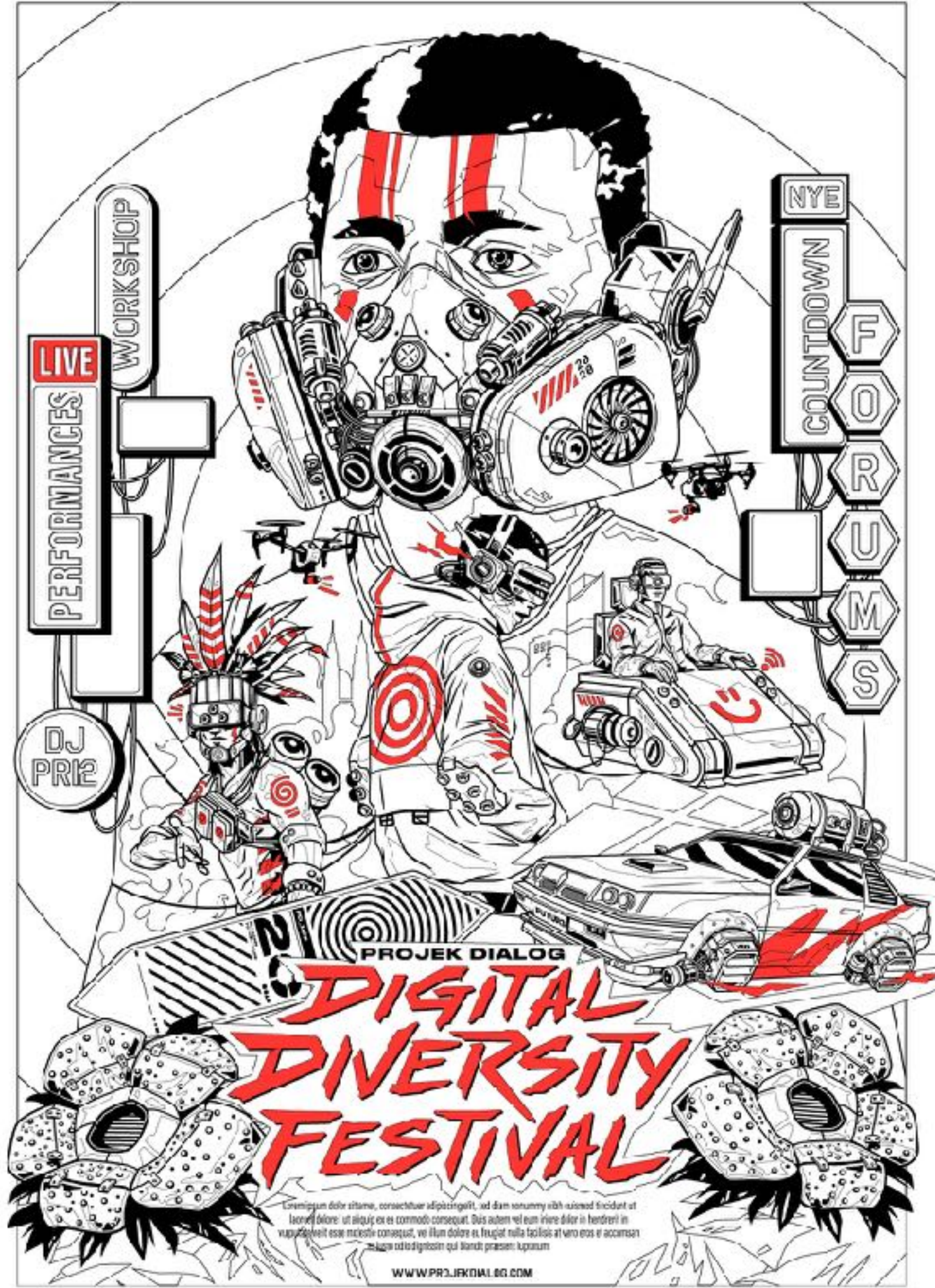


A festival (during covid-19) aimed to critically explore the obstacles and opportunities of digital media for digital harmony through a variety of forums, workshops, performances, and also showcases by the Diverse Voices Grant Winners. The pandemic has shown the importance of the digital future, without leaving anyone behind – a diverse online audience. Social media influencers, faith community leaders and journalists engaged the participants through show-stopping digital media contents and entertaining interactive games emphasizing on religious inclusivity and co-existence.

A theme was needed to determine the flow and feel of the entire event. Stressing on embracing differences and shunning discrimination within the community, a modern cyberpunk theme was decided upon unanimously with the festival producer. The cyber element was derived from the digital and tech mode of the festival while punk represented the rugged diversity of the Malaysian spirit – spanning even further than culture and religion but also the physically challenged.

The key art was the centrepiece of DDF – a bespoke piece marrying all the colours and joyfulness of Malaysia. The result was a concrete branding of colourful proportions; distinct, vibrant and inviting. The essence of branding was applied across all mediums of posters, banners, print and also digital advertising.





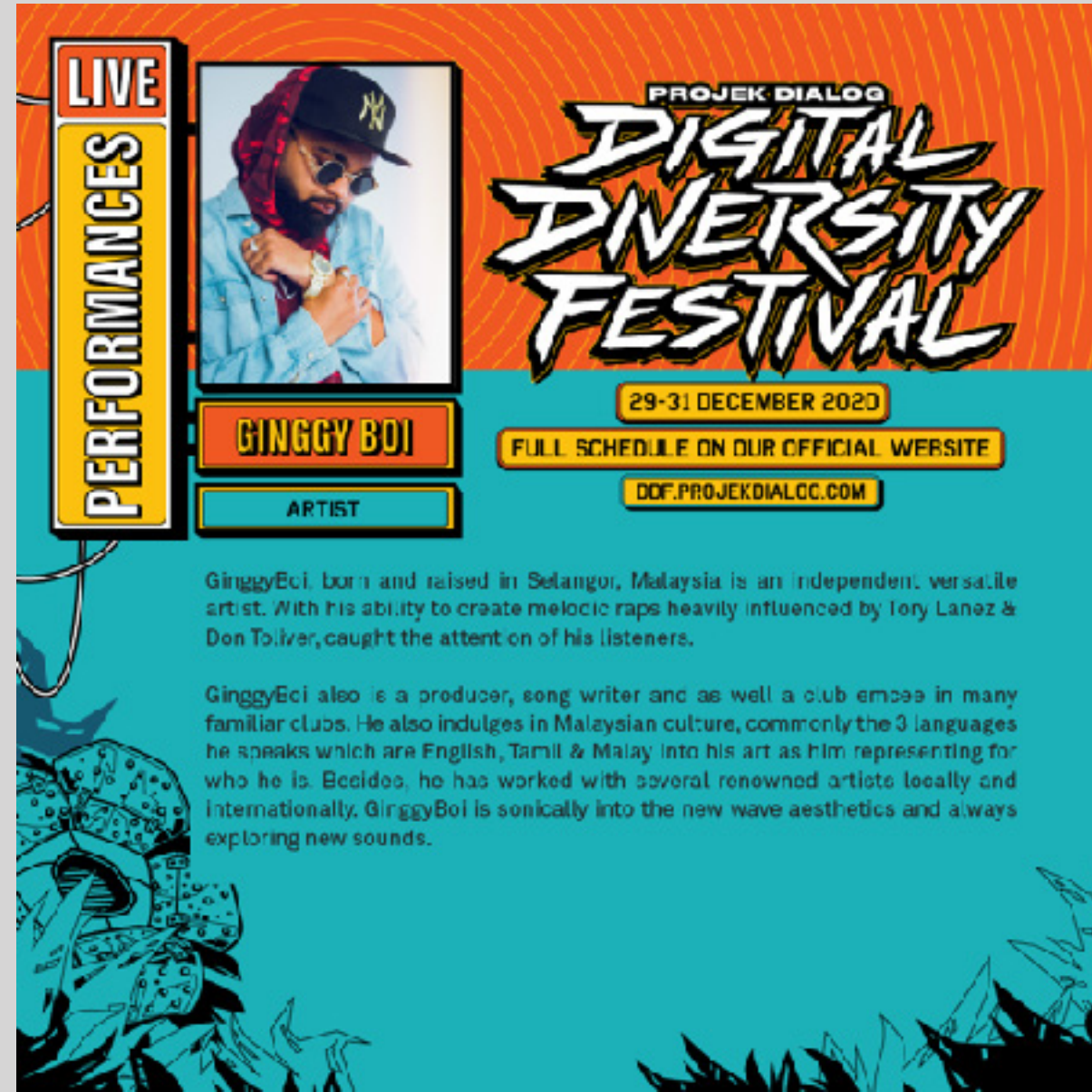
DIGITAL DESIGN



REVISION & PROGRESS



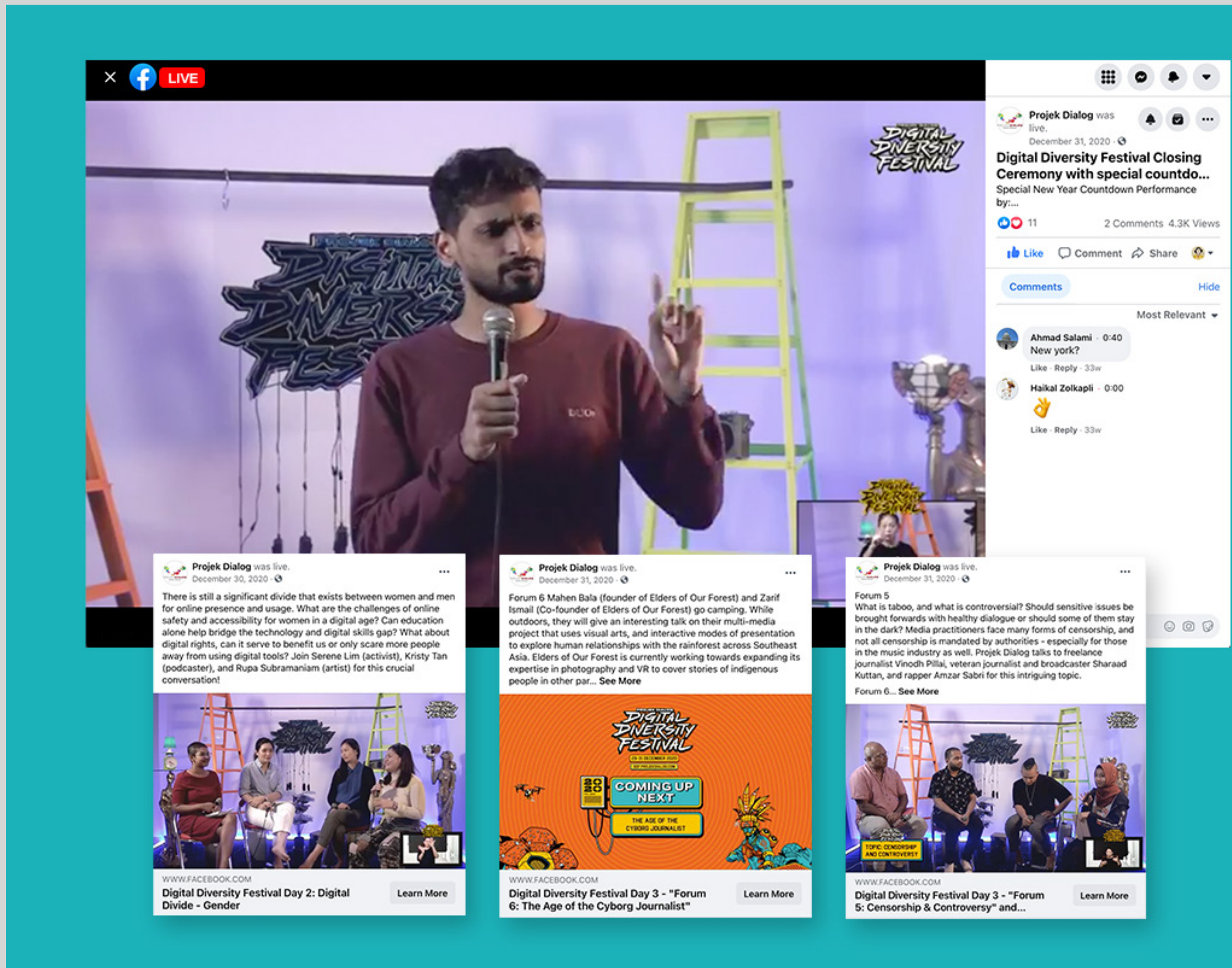
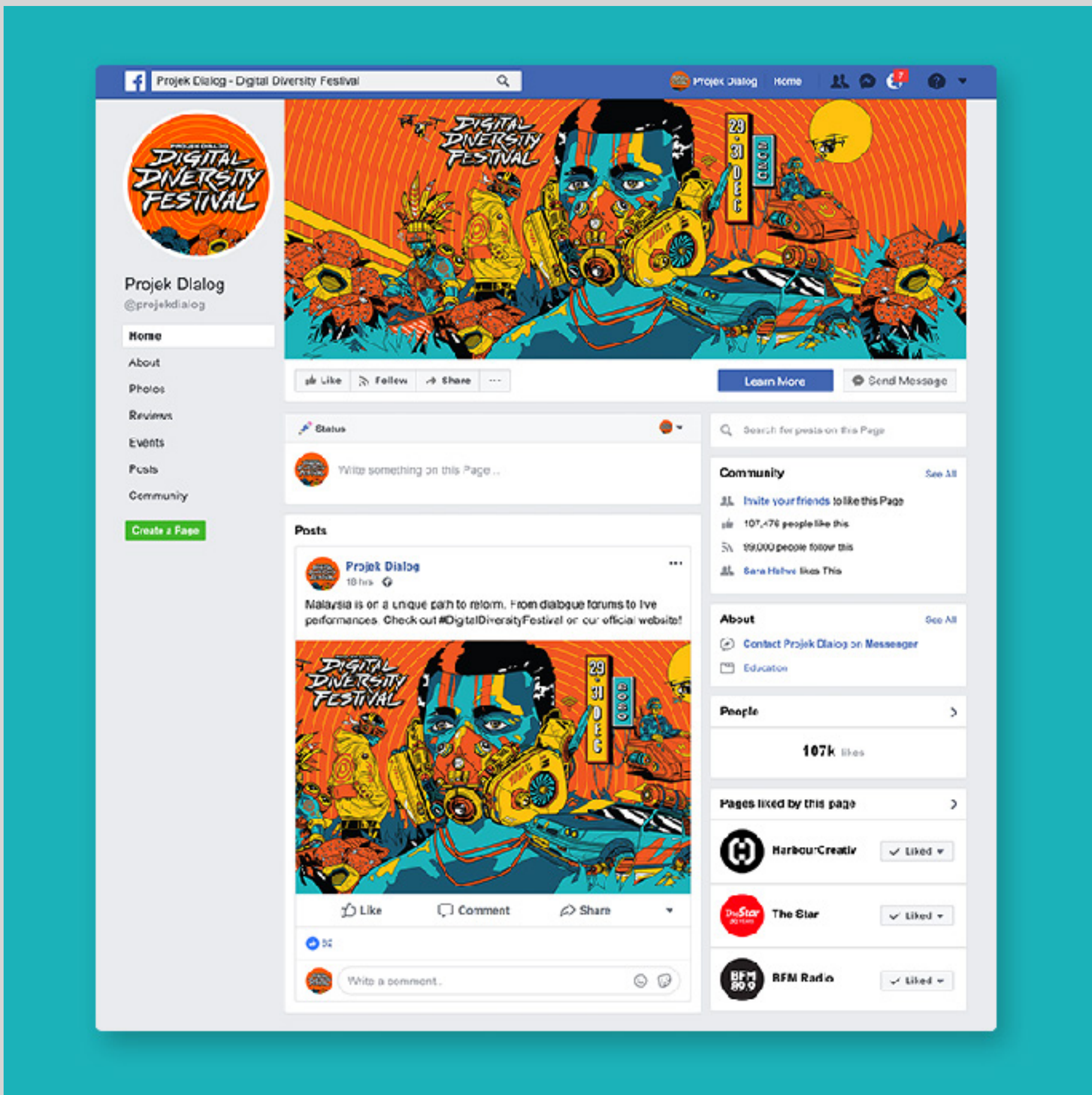
FINAL KEY ART/ ARTWORK



# Social Media Post

For this event we have 6 section for social media post

1. Teaser
2. Announcement
3. Winner
3. Workshop
4. Forums
5. Merchandise
6. Live Performances

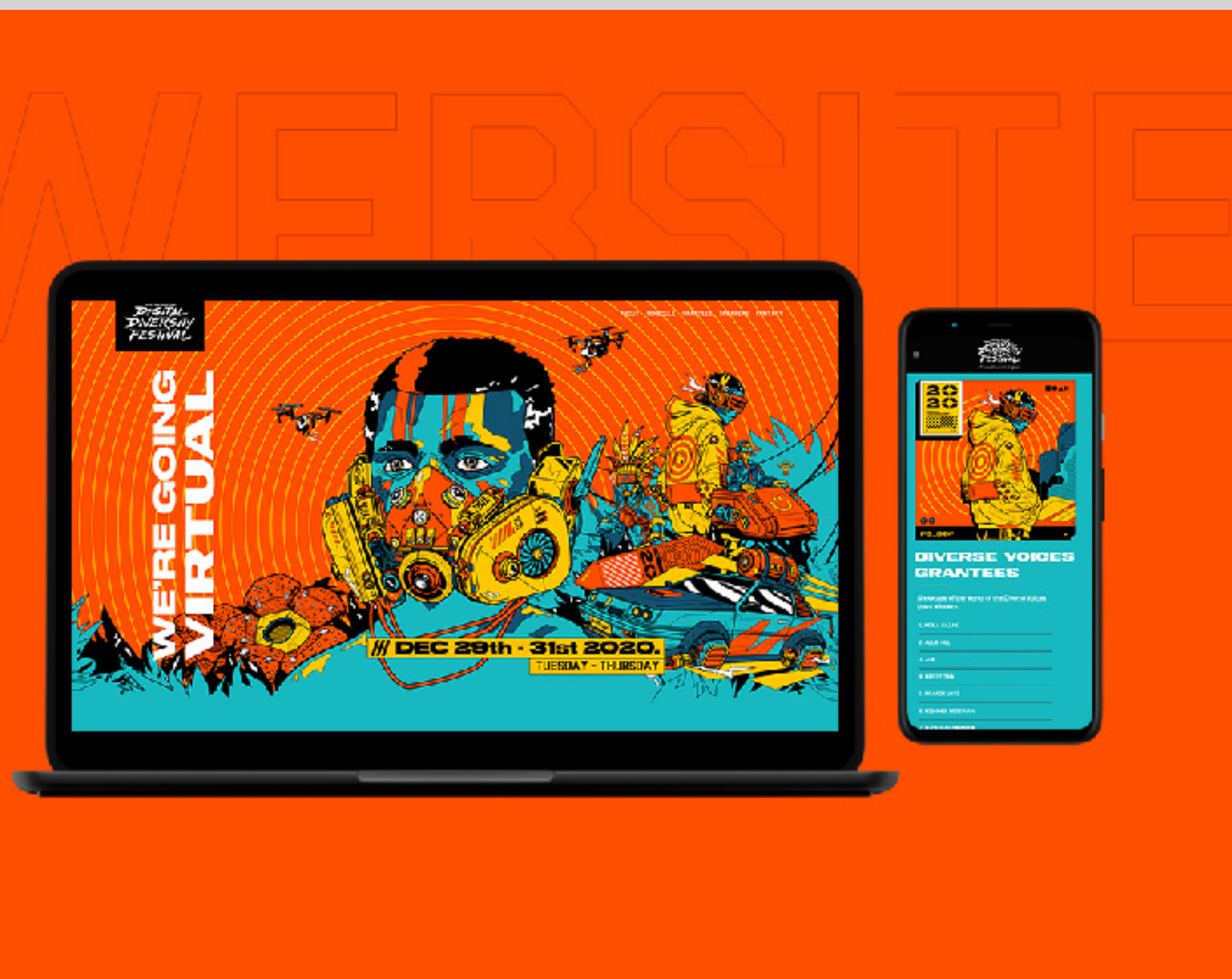






# Merchandise

# Assets for website



# LED Lights for Live Sessions

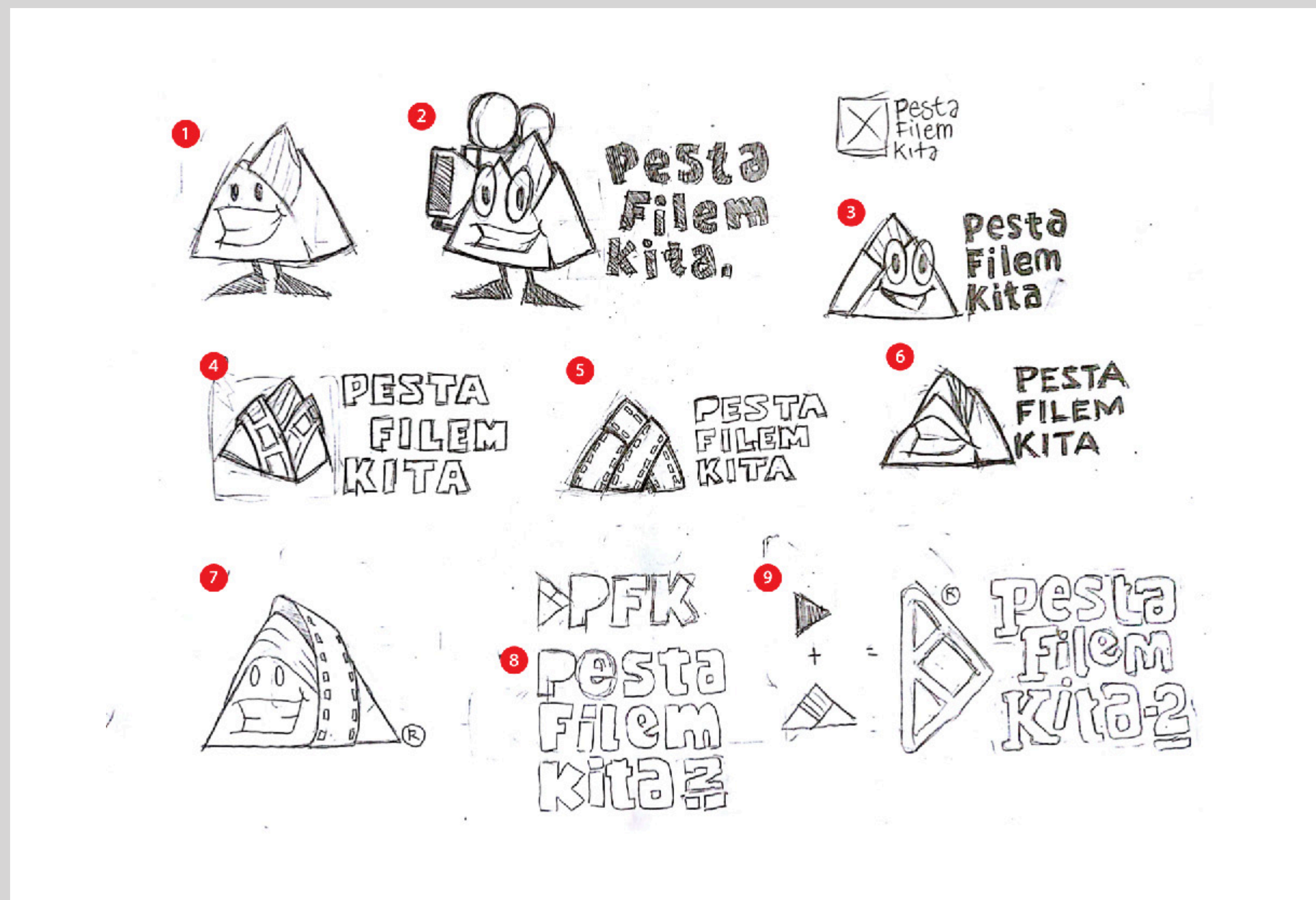
# PESTA FILEM KITA

- Key Visual
- Graphic Assets
- Social Media
- Merchandise Illustration
- Assets for website



# Brainstorming and Conceptualisation

Pesta Filem Kita is a film festival featuring young talent of the country and critical discourse of local films, Boasting a reputation of showcasing films which illustrate the Malaysian experience and lifestyle, it aims to bring people together through films as an important cultural medium. After closely considering multiple factors, this 10-hour-long event is decidedly held in RUANG by Think City, right in the heart of KL, surrounded by an area best known for KL's rich, traditional, and modern culture. Apart from its accessibility granted for our guests, a closed-off event space can provide a privatized atmosphere, suitable for enjoying movies!



## Event Masthead/Logo



# Brainstorming and Conceptualisation





OPTION 01



OPTION 02



FINAL ARTWORK



# MALAYSIANS 4 MALAYSIA

SHORT VIDEO CONTEST

**THEME**  
"THE HOPES OF THE YOUTH FOR A NEW MALAYSIA"



FOR FURTHER INFORMATION:  
[WWW.PROJEKDIALOG.COM](http://WWW.PROJEKDIALOG.COM)  
FB PAGE: PESTA FILEM KITA

SLIDE FOR MORE >>



www.projekdialog.com



## PITCHING DAY

Date: January 5th 2019  
Time: 11.00am - 04.00pm  
Venue: TBC

Official Sponsor



www.projekdialog.com

### JURY PANEL



**Nova Goh**  
*Documentary Filmmaker*



**Redza Minhat**  
*Actor & Scriptwriter*



**Indrani Kopal**  
*Filmmaker*



**Dr Wan Aida Wan Yahayat**  
*Academic & Scriptwriter*



WWW.PROJEKDIALOG.COM

## PENGUMUMAN FINALIS

**ASHRAFIQAL ALEEF**  
"160 JUTA"...

**MOHAMMAD FAIS HAFIZ**  
"AKU DAN ROXANE"...

**PUTRI PURNAMA SUGUA**  
"HOUSE WITHOUT GROUND"...

**MOHAMAD YUSOF B. SADJIRIN**  
"KERETAPI KE PANGI"...

**MUHAMMAD RAIS AQIL**  
"KHILAF"...

**BEBRA MAILIN**  
"NINAVAU"...

**CECH ADREA**  
"MALAYSIAN LIKE ME"...



### TAHNIAH KEPADA FINALIS-FINALIS

EMAIL: PROJEKDIALOG@GMAIL.COM



WWW.PROJEKDIALOG.COM

**TEMA** HARAPAN ANAK MUDA UNTUK MALAYSIA BARU

**SYARAT - SYARAT :**

- TERBUKA KEPADA SEMUA PELAJAR SEKOLAH ATAU PUN UNIVERSITI
- PENYERTAAN BOLEH BERBENTUK FIKSYEN, DOKUMENTARI, PSA, DAN ANIMASI.
- VIDEO HARUSLAH BERDURASI 1 - 5 MINIT.

PENYERTAAN HARUSLAH DIHANTAR SEBELUM ATAU PADA 1 MAC 2019

HADIAH PERTAMA	RM 2,000
HADIAH KEDUA	RM 1,500
HADIAH KETIGA	RM 1,000
HADIAH SAGUHATI	RM 500 X 6
VIDEO PILIHAN PENONTON	RM 1,000

(SEMUA HADIAH ADALAH TAJAAN MALAYSIANS 4 MALAYSIA)

HANTARKAN PENYERTAAN KE  
[HTTP://BIT.LY/VIDEOPFK2](http://bit.ly/VIDEOPFK2)

WWW.PROJEKDIALOG.COM

FB PAGE: PESTA FILEM KITA



www.projekdialog.com

## GERAN PEMBIKINAN FILEM

Closing date  
26 December 2018

for more info please follow the link  
<http://bit.ly/geranPK2>

Sponsored by:



Social Media Post

# SHOWCASE



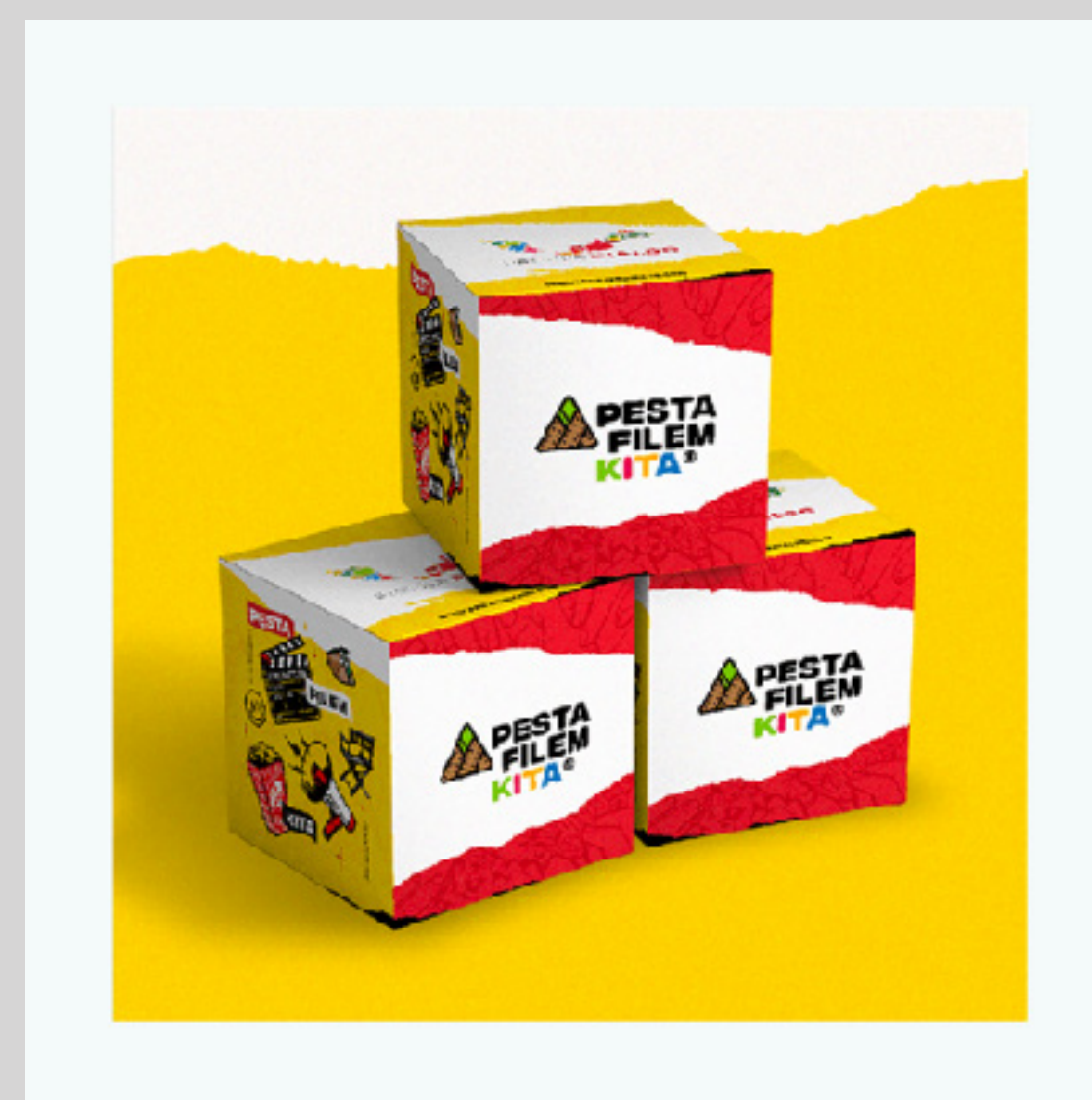
## PESTA FILEM KITA®



EVENT OFFICIAL T-SHIRT



MERCHANDISE



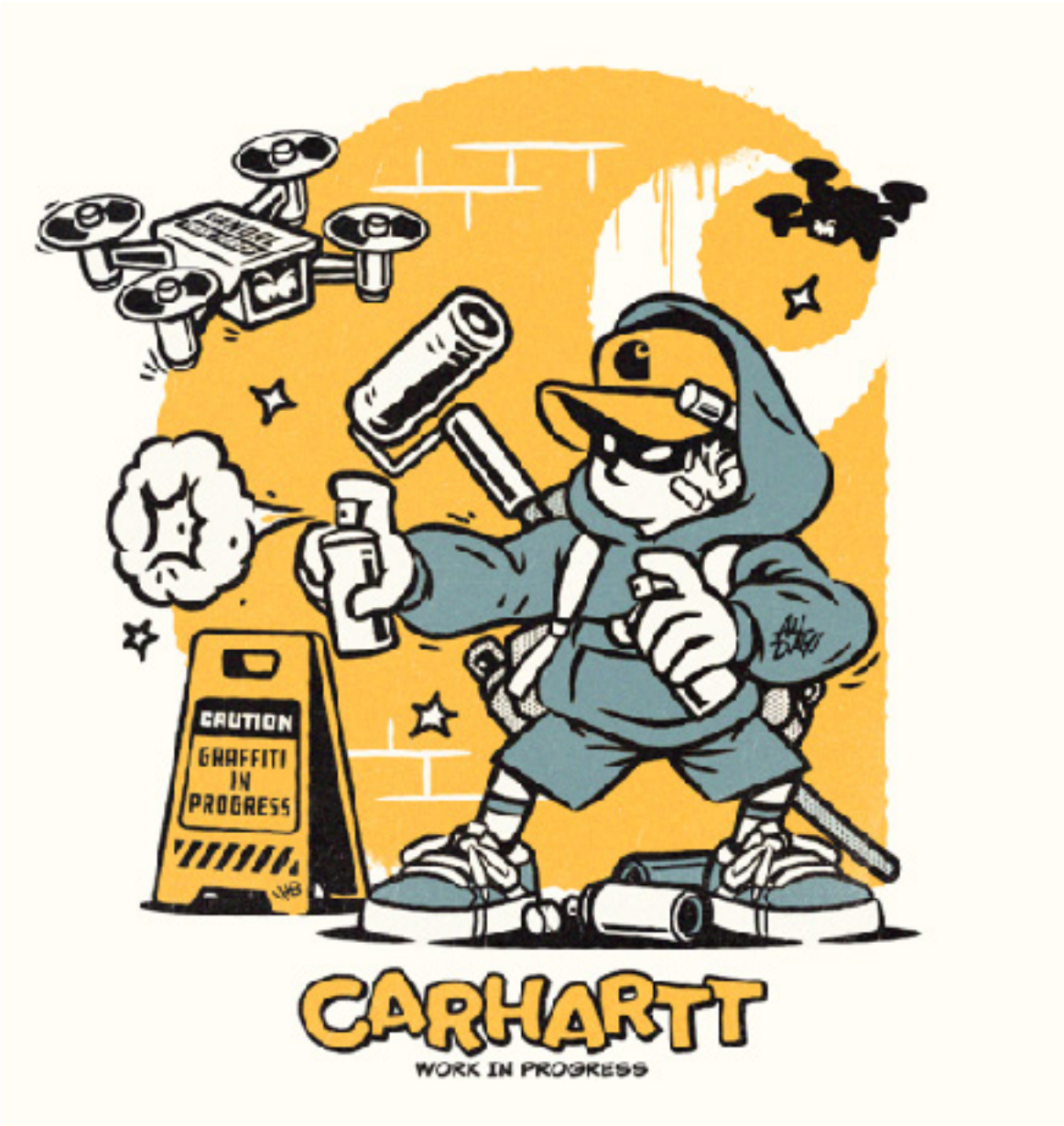
INVITATION CARD & PROP FOR THE EVENT



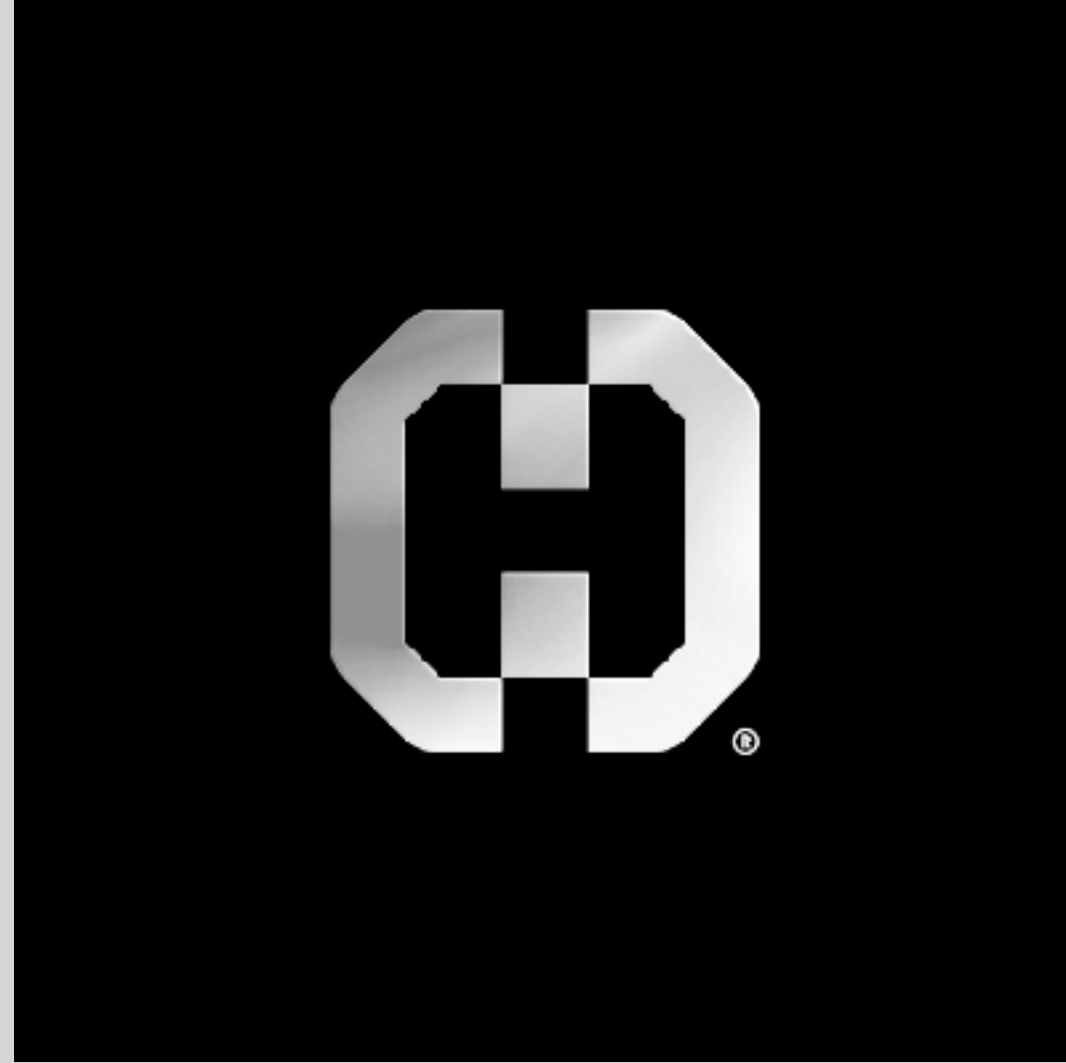
# ILLUSTRATION

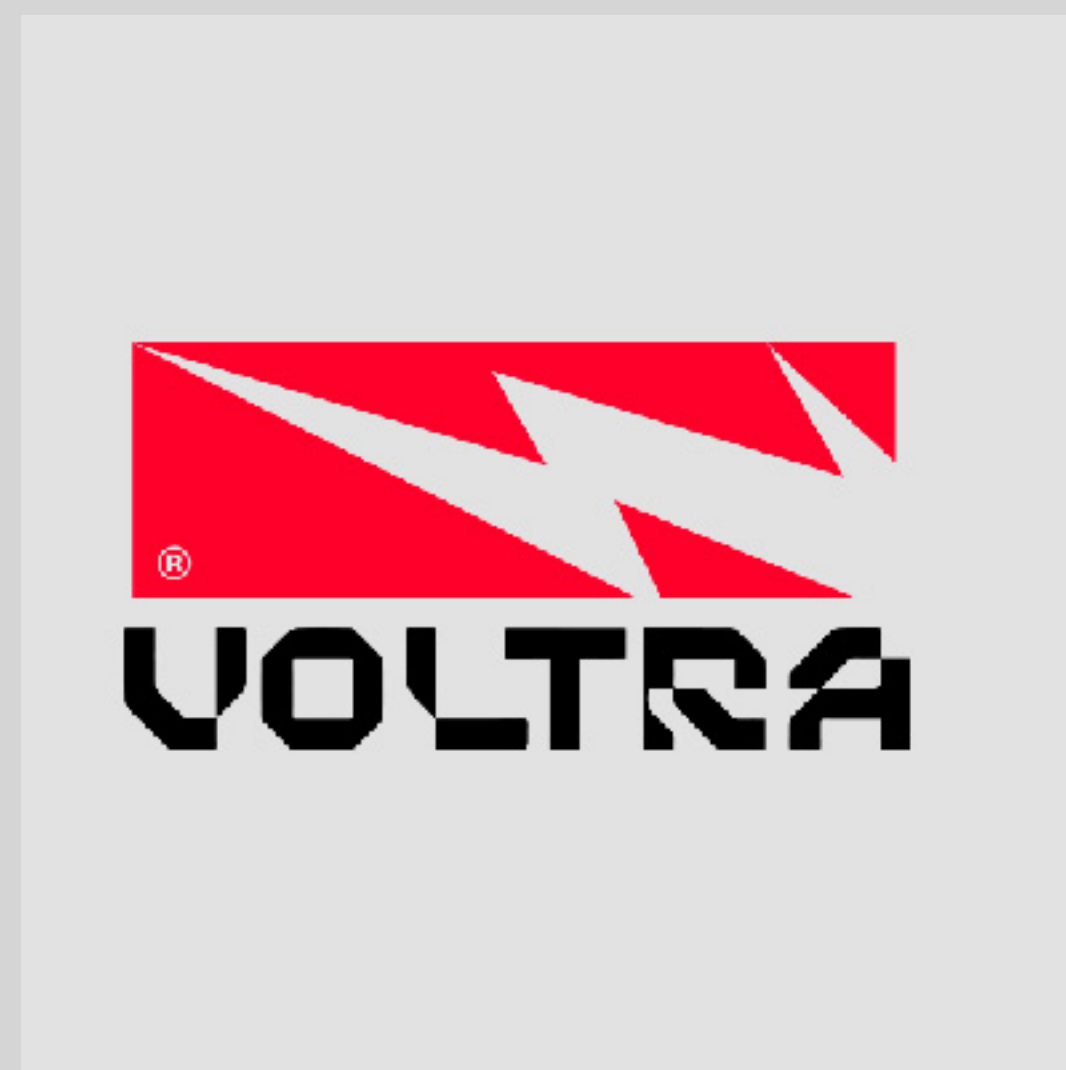


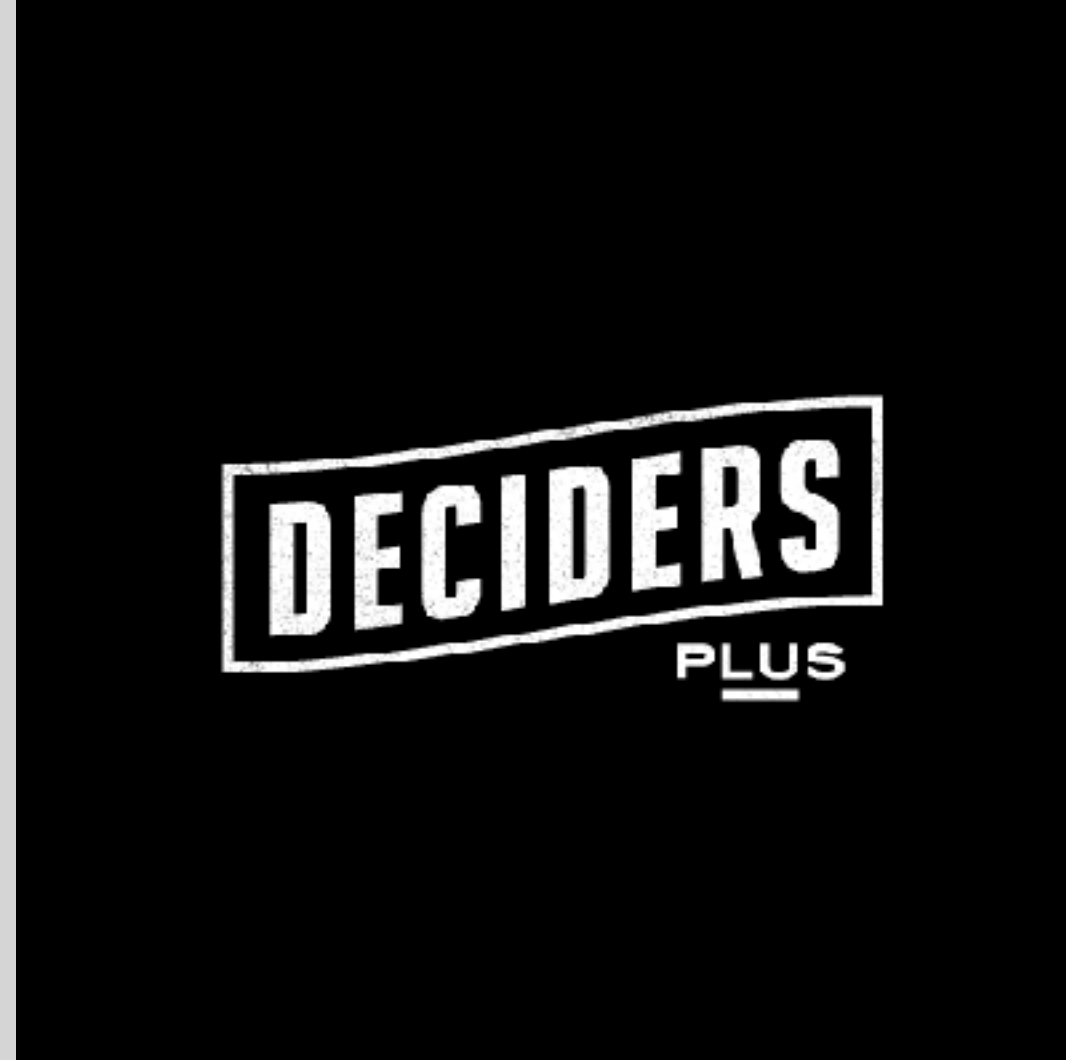
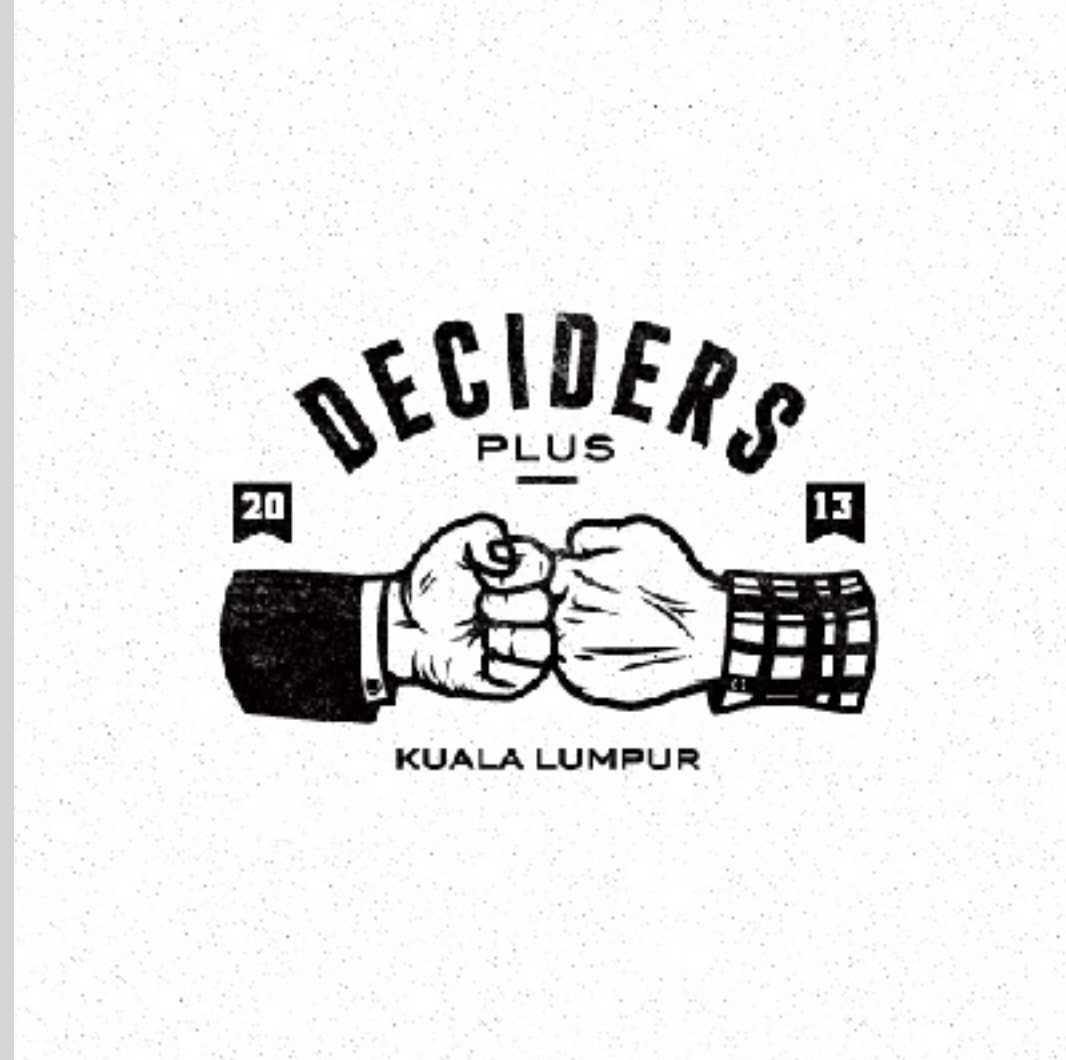




# LOGOS







# THANK YOU

➤ Behance

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➤ Dribbble

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➤ Instagram