



SELMA MAKUI

PORTFOLIO

2024

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Hello

I'm Selma Makui and I am a Brand Designer. I design brands that people remember. No fluff, no overcomplication—just bold, distinctive identity systems that make an impact. My approach is rooted in how brands grow: staying top-of-mind, standing out, and making sure design isn't just beautiful but works.

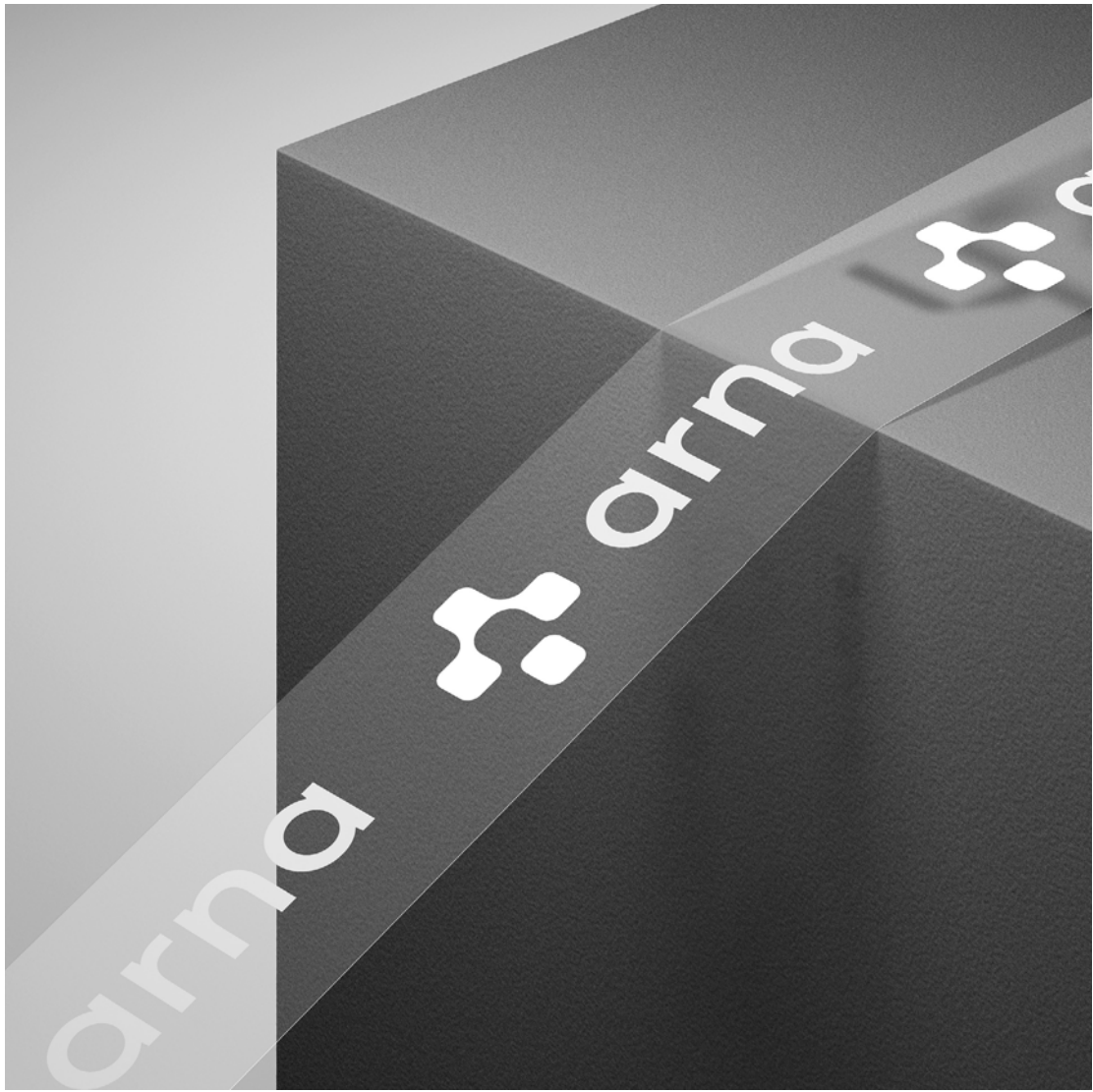
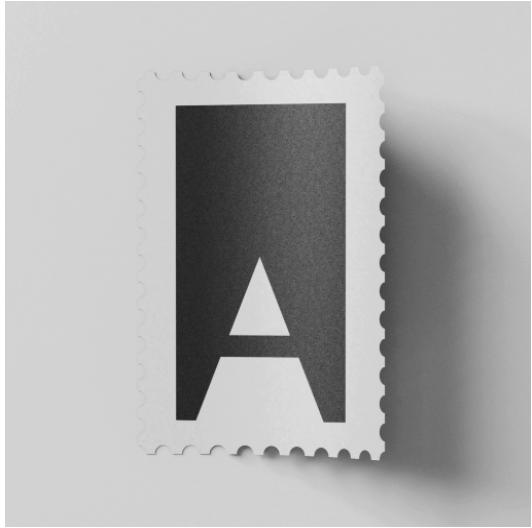
I dig into marketing, consumer behavior, and what makes people choose one brand over another.

The goal? To create visuals that don't just sit pretty but drive real-world recognition and sales.

Some Recent

Work





Artbook

Art Book Store

Creative Direction
Visual Identity

Goal

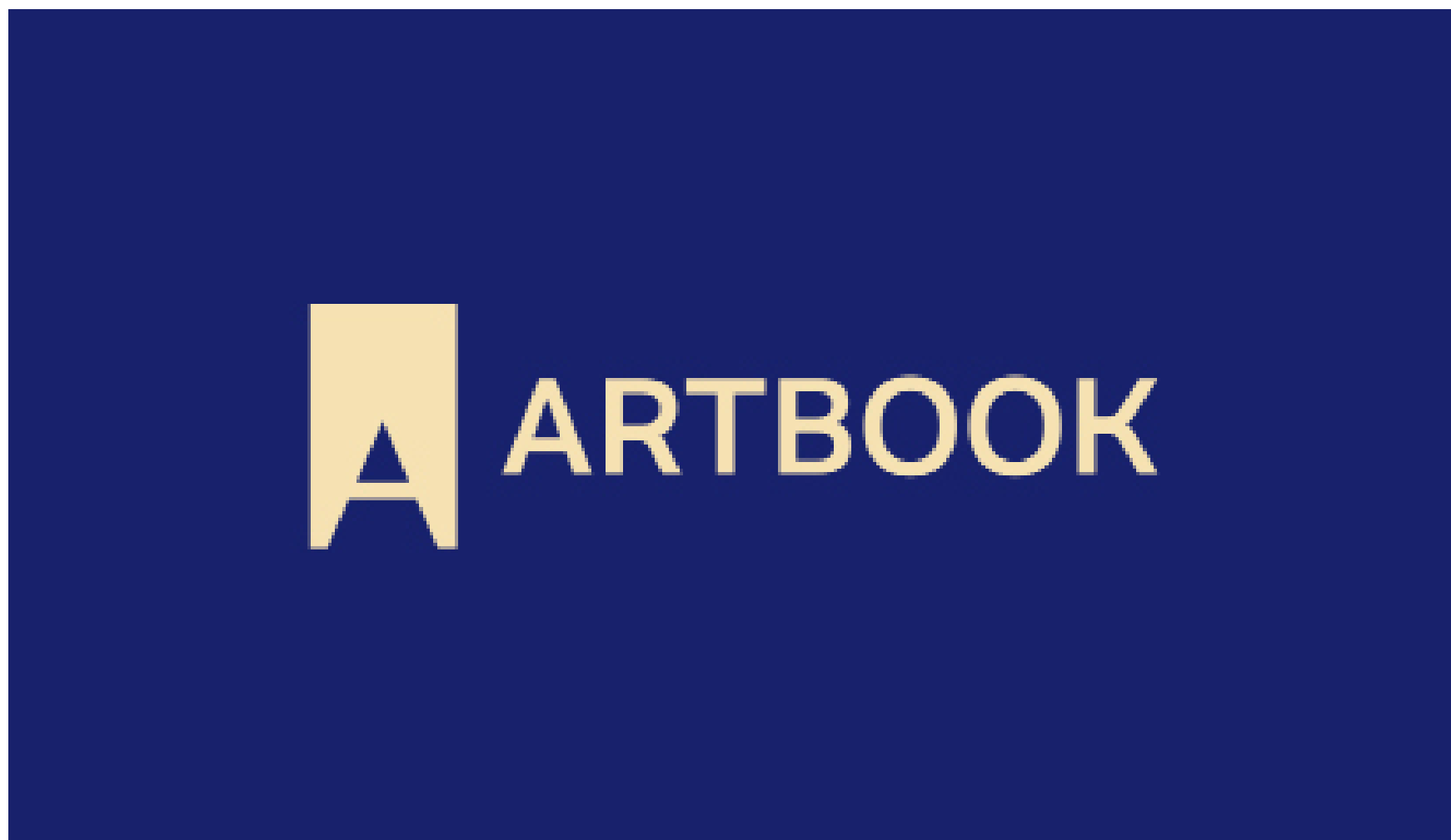
Imagine stepping into a world where every detail celebrates art's soul, captivating and inspiring its audience. That's precisely what Artbook envisioned, to create an immersive experience that embraced art in its purest form.

Challenge

The current visuals felt too corporate, failing to capture the essence of what Artbook stood for. They needed a transformation that would infuse vibrancy and free-spirited creativity into their brand.

Solution

So, we started a journey to breathe new life into Artbook's identity, weaving the soul of art into every aspect of the brand. With a fresh, vibrant approach, we redefined their visuals to reflect the dynamic energy of art.





Arna

Dentistry Tech

Visual Identity

Goal

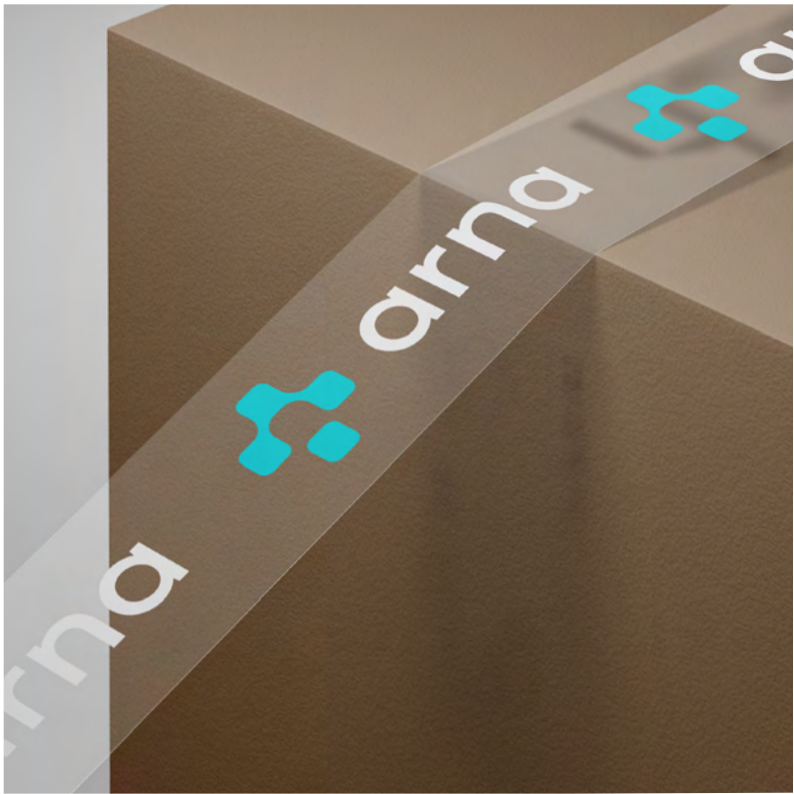
Arna wanted to be more than just another dentistry tech importer. They aimed to exude professionalism while standing out in the market, attracting clients who valued trustworthiness and expertise.

Challenge

Defining that unique edge was a tough nut to crack. Arna needed to carve out its niche in a competitive landscape while maintaining a friendly and approachable vibe.

Solution

So, we put our heads together and crafted a strategy centered on being the go-to destination for customer-centric, high-tech dentistry solutions. With a clean, professional aesthetic and a dash of friendliness, Arna's new look reso-



COLLABEREX

Community Platform

Visual Identity
Web design

Goal

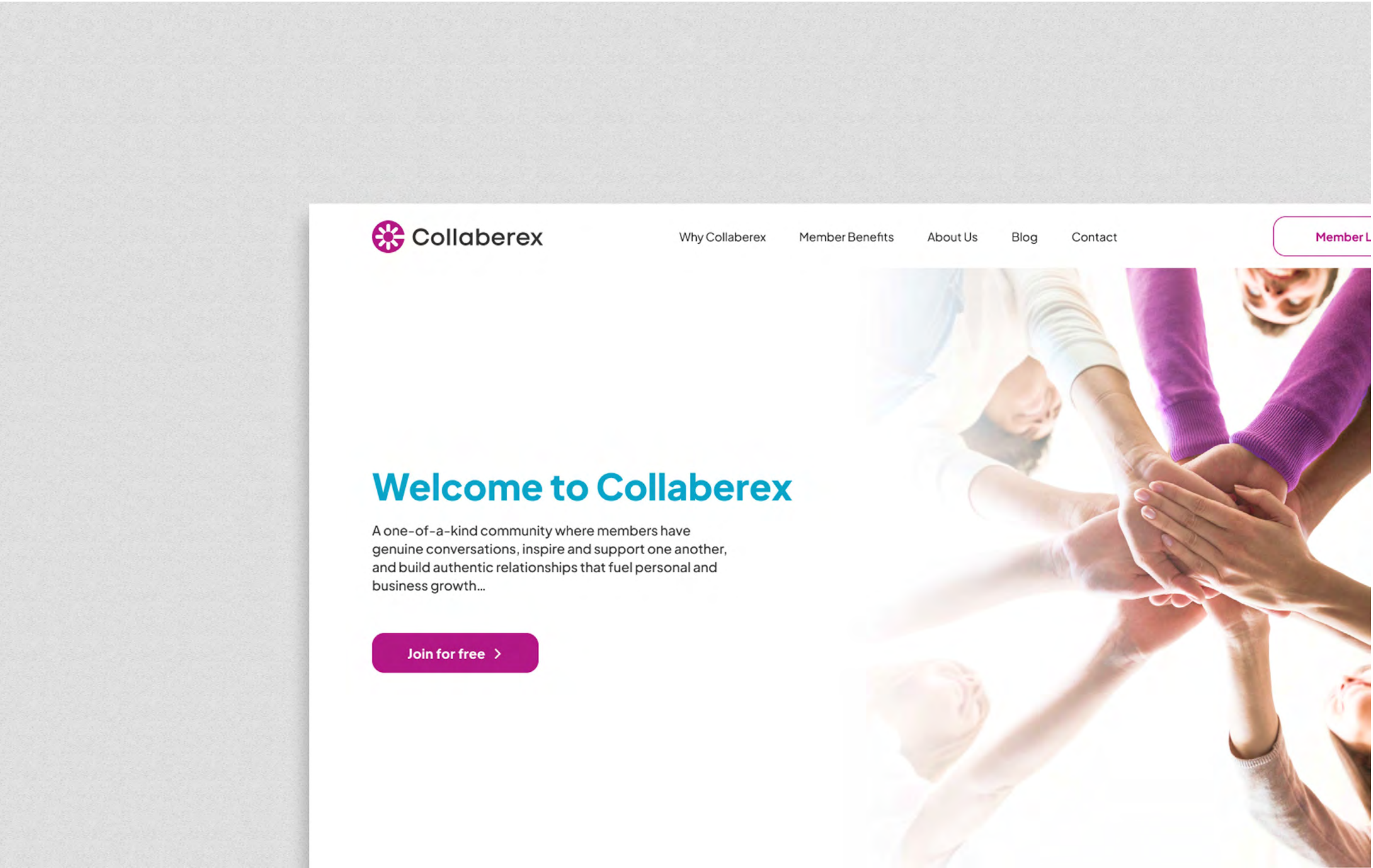
We wanted Collaberex to be the ultimate hangout spot for the younger crowd. Our mission? To make it irresistible for Gen Z and Millennials to join the community and be part of something special!

Challenge

But here's the deal: The current vibe just wasn't clicking with the younger crowd. It needed a serious makeover to connect with their vibes and aspirations.

Solution

So, we hit the drawing board and came up with a fresh, new look and feel that speaks their language. From vibrant visuals to hip marketing events, we're dialing up the cool factor and moving Collaberex in the direction of their dreams.



Cherry Blossom

Fashion Brand

Visual Identity
Brand Consultancy

Goal

The objective for the Cherry Blossom project was to create a haven for women, offering a luxurious and unforgettable shopping experience.

Challenge

The journey began with a challenge: How do we make Cherry Blossom stand out in a sea of boutique shops? Without a clear vision, it was like navigating through a maze without a map.

Solution

But through our collaborative efforts and lively discussions, we discovered the key to success. By developing unique, in-house products and redesigning the visual identity to exude elegance, we captured the essence of Cherry Blossom. Each call brought us closer to that “aha” moment when everything fell into place. Together, we transformed Cherry Blossom into a cherished sanctuary for women.



Atlas Aqua

Aquatic Tech

Visual Identity
Creative Direction

Goal

Our goal with the Atlas Aqua project was to create a brand identity that would make a splash (literally) and stand out in the global market, attracting attention from big projects worldwide!

Challenge

But here's the kicker: How do we make it look super professional while also being cool? We needed to strike that perfect balance.

Solution

So, we whipped up an iconic logo that's just as sleek as it is friendly. Think of it as your trusty business partner with a hint of swagger. With a modern twist and a touch of charm, we nailed the look and feel, making Atlas Aqua the go-to choice for major projects across the globe.



Savis

Textile Company

Visual Identity
Creative Direction

Goal

It was time for Savis to connect with real users, so we set out to evolve it from a B2B textile manufacturer into a soulful brand that resonates with design-sensitive consumers while staying grounded in professionalism.

Challenge

The big task was blending artistic emotion with business credibility. How do you keep the legacy but make it feel personal and elevated?

Solution

We built a brand rooted in meaning, starting with the name “Savis” (cotton in Persian). The abstract cotton-inspired logo, warm modern visuals, and subtle Persian motifs honor the audience’s eye for design and cultural heritage, striking a balance between refinement and emotional connection.



Zhee

Cafe

Visual Identity
Naming
Creative Direction

Goal

ZHEE was born from a couple's dream to create more than just a café, it was meant to be a sanctuary. Our goal was to transform this vision into a soulful brand that invites people to pause, breathe, and celebrate life a moment at a time.

Challenge

The challenge was to find the emotional spark, the essence buried beneath the café's simple idea—and translate it into a brand experience that feels both intentional and unforgettable.

Solution

We named the brand ZHEE, meaning life, a name so meaningful the couple later gave it to their daughter. The logo, a Tree of Life with a spark, captures mindful living and growth. We also crafted the tagline, brand book, and a warm, cohesive identity that turns the café into a soulful everyday escape.



And They Said...



Jonathan Rosen
Collaberex

I can't express how much your work means to me. You've captured the essence of what I've been trying to convey so perfectly! It's truly amazing to see my ideas come to life in such a beautiful way. Thank you for your talent and dedication!



Meelad Salgh
Cherry Blossom

Selma, we can't thank you enough for the incredible work you did for Cherry Blossom. Your understanding and guidance lit up our path in ways we never imagined. With your expertise, we were able to convey the essence of our boutique with professionalism and precision. Your dedication, even from afar, exceeded our expectations.



Davut Aksu
Atlas Aqua

Thank you for translating our vision so perfectly! We love the friendly yet professional touch you've brought to our brand. It's refreshing to see a B2B business like ours infused with such warmth and charm.

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