

EDITION 01 - SELECTED WORKS - 2020 - 2026

Selected Works.

MUHAMMAD SAQIB MAHBOOB

Art Director · Brand Designer

A fifteen-year practice in brand identity, art direction and editorial design — built across fashion, denim, hospitality, e-commerce and cultural institutions in Pakistan, Malaysia and the UAE.

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A NOTE ON PRACTICE

I design brand systems that hold up at every scale — from a single Instagram post to an international trade exhibition. Quiet craft, clear hierarchy, and one strong idea per page.

I am an Art Director and Brand Designer with fifteen years of practice across fashion, denim, hospitality and consumer brands. My work spans identity systems, editorial layout, campaign art direction and the production of multi-channel assets - from packaging and print to social, e-commerce and exhibition design.

I have worked in-house, on agency teams and remotely with clients in Pakistan, UAE & Malaysia - most recently as Art Director at Pop Marketing (Malaysia), AI Content Analyst at Accenture, and Senior Visual Artist at Oneshot in Dubai. My approach pairs senior creative direction with hands-on production craft and an emerging fluency in AI-driven workflows.

BASED
Karachi, PK

AVAILABLE
Global, remote

PRACTICE
15 years

DISCIPLINES
Brand . Editorial . Digital

LANGUAGES
English . Urdu

Selected Work

-
- 01 Omni Karting Circuit — Brand & Events
 - 02 Oneshot — Hydration & Wellness, UAE
 - 03 Soorty Denim — Kingpins Amsterdam
 - 04 State Bank of Pakistan — Museum
 - 05 Accenture — AI Content Operations

2026 + Present

Omni Karting Circuit — Brand & Events

01

CLIENT

Omni Karting Circuit, Karachi

ROLE

Manager — Marketing, Events & Memberships

YEAR

SCOPE

Brand · Events · Content

OVERVIEW

Marketing and brand lead for Pakistan's premier karting circuit. Building the brand system, content engine and partnership decks that support racing championships, memberships and brand activations.

CONTRIBUTION

Marketing calendar across digital, social and offline · Brand collateral — social, digital ads, signage, sponsorship · Social platforms: planning, posting, community, reporting · Press releases, proposals and partner presentations · Brand manual and archive of photography and video

OUTCOME

A unified brand voice and visual system that scales from a single race-day post to a national sponsorship pitch. Consistent on-track presence and a content cadence that has lifted member engagement and sponsor interest.

DRIVERS

15 / 22

OVERVIEW.

The **Ramzan Karting Challenge 2023** is the first official karting championship at the Omni Karting Circuit. This momentous occasion heralds the commencement of proper, professional & international standard racing for the first time in Pakistan's history and will serve as the launchpad for motorsport culture in the country. With the advent of this competition we are geared up to launch the sustained annual Racing Calendar for karting competitions from 2023 and beyond.

This competition will be run over a period of 25 days from March 24 to April 16 and comprises 2 formats:

1. Sprint Cup -- for individual drivers
2. Mini-Endurance Cup -- for teams

The Ramzan Karting Challenge 2023 is set to enthrall spectators, enthusiasts and racers with high adrenaline wheel to wheel racing action to really test out the skills and prove who the best racing drivers are. Let the competition begin!

COME TO RACE • COME TO LIFE

25

DAYS
EVENT DURATION

FIRST OFFICIAL
KARTING
CHAMPIONSHIP
IN PAKISTAN

12 / 22

01

DATES

Qualifiers Mar 24 - Apr 14
Sprint Race Day Apr 15

04

QUARTERFINALS

Top 100 - 4 groups - 1x15min qualifying + 2x15min races

COME TO RACE • COME TO LIFE

ELIGIBILITY

Anyone aged 15 and above

05

SEMIFINALS

Top 48 - 2 groups - 1x15min race - grid start

QUALIFIERS

Fastest lap times in Arrive & Drive sessions

06

FINALS

Top 24 drivers - 2x15min races - grid start

14 / 22

OMNI KARTING

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- 02 THE EVENT - RAMZAN KARTING CHALLENGE 2023
- 03 THE OPPORTUNITY
- 04 THE VALUE
- 05 GENERAL

COME TO RACE • COME TO LIFE

RAMADAN KARTING CHALLENGE 2023 • TRACK / LAYOUT



- 02 Safety Barriers
- 04 Skid Pad
- 06 Marshalls Posts
- 08 1/8 mile Drag Strip

03 / 22



RAMADAN KARTING CHALLENGE 2023 • VISION

OMNI / KARTING

VISION.

We envision Pakistan as being an active member of the global and regional motorsport fraternity, by having dedicated and complete international standard facilities, racing circuits and a sustained annual calendar of national racing championships of all disciplines.

AMBITION

Our aim is to see Pakistan regularly hosting high level international motorsport events.



OMNI / KARTING

THE TRACK.

The Omni Karting Circuit is a purpose built 1.6 km karting track which ranks amongst the top 10 biggest karting tracks in the world.

The circuit comprises a challenging mix of high speed corners & straights followed by hard braking technical turns. The track has multi-layout capability with over 50 different configurations possible.

The circuit also has additional non-karting motorsport utility to allow car activities such as Auto Cross, Drifting, Burnouts, Donuts & Drag Racing.

RAMADAN KARTING CHALLENGE 2023 • THE TRACK



7M

26

50+

LAYOUTS

07 / 22



what you unlock

MARKETING BENEFITS.

CATEGORY EXCLUSIVITY Lock out competitors in your product category.	HOSPITALITY ALLOCATION Members' lounge access and VIP race day passes.	EXPERIENTIAL ACTIVATION On-site sampling, demos and brand activations.
CO-BRANDED EVENTS Your name on a series, race night or championship.	DATA & INSIGHTS First-party audience data from bookings and events.	ON-TRACK - FACILITY - KART Branding across kerbs, gantries, podium, paddock & RTB fleet.

COME TO RACE - COME TO LIFE

21 / 22

REACH

20K+ ANNUAL VISITS Members, guests and event participants	300 FOUNDER MEMBERS High-net-worth private and corporate base	18-45 CORE AGE Aspirational urban Karachi audience
100K+ DIGITAL FOLLOWING Across web, social and newsletter	12+ EVENTS / YEAR Karting nights, corporate races and championships	365 DAYS LIVE Always-on signage across the 1.6 KM circuit

COME TO RACE - COME TO LIFE

22 / 23



OMNI / KARTING

03 THE CALENDAR

RAMADAN KARTING CHALLENGE 2023 - SECTION

COME TO RACE - COME TO LIFE

14 / 22

OMNI / KARTING

RACE CALENDAR.

updated daily

MAR 24 QUALIFIERS OPEN

APR 14 QUALIFIERS CLOSE

APR 15 SPRINT RACE DAY

TOP 100 DRIVERS ADVANCE

RAMZAN SPRINT CHAMPION

6 HOUR NIGHT RACE

CROWNS AWARDED

COME TO RACE - COME TO LIFE



OMNI / KARTING

BRANDING AREAS.

OVERVIEW - TOUCHPOINTS

RAMADAN KARTING CHALLENGE 2023 - BRANDING / OVERVIEW

ON-TRACK	FACILITY
	Pit lane, podium, paddock, garages, race control, members' lounge and entrance lawn.

OMNI / KARTING

SPONSORSHIP PACKAGES.

PARTNERSHIP TIERS

EXCLUSIVE EXCLUSIVE SPONSOR PKR 2.5M - Opportunity for 1 - 100% branding rights - No other sponsors taken	TITLE TITLE SPONSOR PKR 1.5M - Opportunity for 1 - 50% branding rights - Shares with co-sponsors - Event nomenclature rights	CO-SPONSOR PKR 0.5M - Opportunity for 2 - 25% branding rights - Shared with title sponsor - Selected branding areas
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23 / 24

CASE STUDY

Oneshot — Hydration & Wellness, UAE

02

CLIENT

Oneshot Co. L.L.C., Dubai

ROLE

Senior Visual Artist

YEAR

2024 — 2025

SCOPE

E-commerce · Brand · UI

OVERVIEW

Visual design partner for a GCC hydration and wellness brand. End-to-end direction for marketing campaigns, social channels and digital storefronts — with strong product-led storytelling across every consumer touchpoint.

CONTRIBUTION

100+ e-commerce product assets for NOON and UAE retail · Campaign visuals across paid, social and CRM · Website art direction in partnership with Design Director · Brief and review of outsourced design teams · Brand consistency across every channel and format

OUTCOME

A cohesive brand expression spanning packaging, content and storefront. Asset library tuned for conversion on third-party marketplaces and a refreshed responsive web experience for direct subscribers.



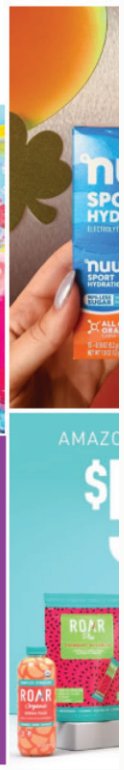
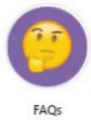
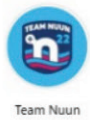
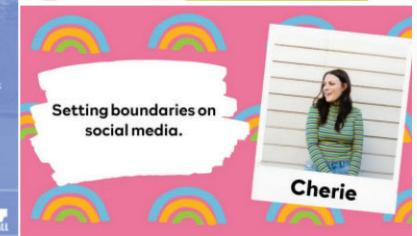
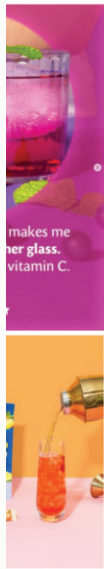
oneshot

oneshot

for food supplements trading co. L.L.C.- UAE

*Brand Construction
Social Media &
Branding*

**Senior Visual Artist - Remote
2024 - 2025**



PRODUCT & PACKAGING INNOVATION



MODERN TUBES
& STICK PACKS

VARIOUS FLAVORS
(Teal, Red, Orange,
Lime)

SEASONAL & EVENT
PACKAGING
(Ramadan)

INGREDIENT CLARITY
(Electrolytes,
Vitamins)

BRAND PERSONALITY: FRESH & ENERGETIC



KEY FLAVOR
PROFILES
(PEACH)

ACTIVE LIFESTYLE
FOCUS

FRESH, MODERN
VISUALS

PLAYFUL &
FRIENDLY TONE

LIFESTYLE INTEGRATION & ACTIVITIES

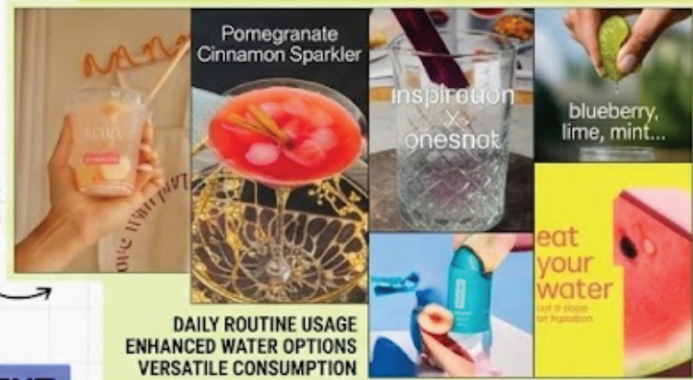


ONESHOT INSTAGRAM FEED MOODBOARD: BRAND ANALYSIS

RECIPE
INSPIRATION
(Sparklers, Mixers)

BroUr Fur & solo
motivated

CONSUMPTION MOMENTS & RECIPES



DAILY ROUTINE USAGE
ENHANCED WATER OPTIONS
VERSATILE CONSUMPTION

MARKETING & ENGAGEMENT

- MULTIPLE FITNESS CONTEXTS
(Running, Yoga, Gym)
- GROUP & SOLO ACTIVITIES
- ON-THE-GO HYDRATION
- SEASONAL USE REMINDERS

Xeminder Electrolyse
(Electrolytes,
flavors details)



- SALES & DISCOUNTS
(Black Friday, Coupons)
- SUBSCRIPTION MODEL
- EDUCATIONAL CONTENT
(‘3 reasons’, ‘myths
debunked’)
- BRAND REFRESH &
INNOVATION

hydrate
refreshing
clean hydration
ترطيب طبيعي وحيوي

Here's
to 2025



what's inside
each stick

oneshot

Electrolytes

Na K Mg
Ca P Cl

C B6 B12
Zn Zinc

fresh friday
20 NOV - 1 DEC

UP TO
30% OFF
SITE WIDE

our kid
packs
are here!

kid approved

order
NOW

eat
your
water

Top 6 for

2021 - 2024

Soorty Denim — Kingpins Amsterdam

03

CLIENT

Soorty Enterprises

ROLE

Senior Designer & Brand Strategist

YEAR

SCOPE

Brand · Campaign · Print

OVERVIEW

Direction for one of the world's largest vertically integrated denim manufacturers, serving buyers across Europe, the US and Asia. The central output: the seasonal collection presented at Kingpins Amsterdam, the global denim trade exhibition.

CONTRIBUTION

Seasonal forecasting using WGSN and Business of Fashion · Capsule concepts, fits, graphic directions, mood boards · Photoshoot creative direction, on-set production · Final asset delivery for trade-show and digital channels · Brand consistency across global buyer segments

OUTCOME

Multiple market-specific capsules with distinct graphic identities shipped across three seasons. The Kingpins Amsterdam presentation delivered a unified visual story to an international audience of denim buyers, mills and press.

Soorty is at the forefront of the creation of denim fabrics and jeans, with a special emphasis on quality, cost and delivery of our products. We do this through research, innovation and a sharp focus on our customers' expectations while ensuring a sustainable impact on our Earth and her people.

denim makes people look and feel good.

SOORTY

o we are
se for
of crafting
ind.

WELCOME/04

HELLO

If you're reading this, you're one of the people who will help bring the Soorty brand to life. You're going to be a brand custodian, just like us and everyone else involved in ensuring a consistent brand experience.

A warm welcome to you. Please take good care of our brand, and help everyone fall in love with it.

INTRODUCTION/03

WELCOME/04
VISION/05
MISSION/06
POSITIONING/07
STORY/08
VOICE & TONE/13

01

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VISUAL IDENTITY/33
DIGITAL IDENTITY/43
GLOSSARY/53



OUR STORY/08

We are craftsmen
Perfectionists
Innovators at heart
Liberators of

SOORTY.COM

WE ARE DENIMKIND™

Welcome to our new identity.

SOORTY



OUR STORY/10

Denimology is at the centre of who we are.
Technology is at the centre of what we do.
With togetherness and imagination,
we step into the future.

2

uvwxyz

stuvwxyz

pqrstuvwxy



Sizes are to be used as a guide whenever the identity is applied on various applications.

The key message of individual applications must be taken into account and designer discretion may be used to override these sizing guidelines.

NOTE:
For Print: The logo should never be reproduced in a width smaller than 30mm.
For Digital: The logo should never be reproduced in a width

SOORTY

DENIMKIND™

SOORTY



BRANDMARQUE /17

The Loop

The OO symbol serves as a lively design element to reinforce the Soorty brand. It can be used as a graphic element when the full name is not necessary. See page (28-29)

SOORTY

CLEAR SPACE /18

Logo Lock

We respect the logo by giving it some space. To preserve the integrity and visual impact of the logo, always maintain minimum clear space around it.

NOTE:
The minimum clear space must always surround the logo is 0.5x, where Q = X.



BRANDMARQUE /15

Namegraphic

The logo of the brand is one of our most valuable assets. We must ensure proper usage across all applications. Never alter the logo in any way.

NOTE:
The dimensions and spacing of the logo have been carefully designed to look optimally right. The spacing shown here is only derived from the width of Q = X.



BRANDMARQUE /16

Namegraphic + Tagline

The tagline must always be used in the approved lookups below. Specific attention must be paid to spacing to ensure consistency across all branded material.

SOORTY

DENIMKIND™

0.25x
0.25x

SOORTY

DENIMKIND™

SOORTY

DENIMKIND™

INCORRECT USAGE /23

Logo Don't's

To protect the integrity of our logo, the variations presented here must never be attempted. These examples represent some but not all the ways in which our logo should never be used.

1. Don't add effects (glows, shadows, etc.) to the logo.
2. Don't create an outline around the logo.
3. Don't skew the logo.
4. Don't change the color of the logo.





Grey Sans

Type is more than just an element of design. It telecasts our message in a way that shows what we say by how we say it.

Our primary typeface is Grey Sans. It is an extensive contemporary, topical and fashionable font family. It works great in headlines, sub-headlines, short and long copies but also because of its subtle neutrality.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#%&

SOORTY

LIVERY/28

The Loop Frames

Straightforward guidance on how to use the Loop as livery in applications will help creators to develop content in considered way.



COLOR PALETTE/25

Primary Colors

The color palette consists of two primary colors, Rustic Yellow and Denim Blue. The consistent use of these colors will create recognition and strengthen the brand.

CMYK
00/50/95/00
RGB
243/148/22
HEX
F39416

PANTONE
144C

CMYK
95/65/45/40
RGB
18/62/82
HEX
123E52

PANTONE
7546C

NOTE
The strongest impression of our brand comes from our primary color palette. Rustic Yellow and Denim Blue are the main colors and used out of visual communication.

COLOR PALETTE/26

Secondary Colors

Secondary brand colors act as a complementary color to the primary brand colors. The secondary colors can be used throughout your brand's digital assets, website, presentations and social media platforms.

CMYK
65/28/00/00
RGB
92/157/213
HEX
5C9DD5

CMYK
50/20/90/05
RGB
144/163/59
HEX
90A33B

CMYK
70/00/35/00
RGB
52/182/180
HEX
3586B4

CMYK
15/100/80/05
RGB
198/21/47
HEX
C6152F

MERCHANDISE/31

Examples

1. Article Tag
2. Price Tag



VISUAL IDENTITY/24
COLOR PALETTE/25
TYPOGRAPHY/27
LIVERY DESIGN/28
MERCHANDISE/30

03

24
TAL



OUR STORY/08
We are craftsmen
Perfectionists
Innovators at heart
Liberators of



Second Life™

Brand Book

Version 1.0

May - 2023

NO P Q R S T U V W X Y Z
[] { } , . - ' " : ;



Logo Versions

Logo Versions



Second Life™



Second Life™



Second Life™



Our Logo

Our Logo

Our symbol represents growth and reincarnation. It combines two easily recognizable shapes: a star/torch and a cotton flower. The amalgamation of these shapes creates a simple yet memorable logo that serves as a powerful representation of the entire concept of Second Life.



resource
cotton

+



rebirth / leader
star

1



Second Life™

Second Life | Stand Book

About Us

About Us

Second Life™ by Soorty revitalizes textile production without using new resources by recycling discarded fabrics into fibers.

Second Life 1 Brand Book

Typography

Typography

Our primary typeface is Aeonik Pro. We have chosen this font to strong impact through simple messaging and clean, humanistic Aeonik Pro offers multiple weights and an extensive set of glyphs versatile for mentioning and highlighting various product or cor details without the need for another font.

Information hierarchy, apply basic typography of this font.

To create a good information system, you need to know the different weights and styles of type.

Primary Typeface
Aeonik Pro

Regular
Medium
Bold
Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?></:;'"
@#\$%^&*()-+=~

Secondary Typeface: **Monospace**

Regular
Medium
Bold
Black

A B C D E F G H I J K L
a b c d e f g h i j k l
1 2 3 4 5 6 7 8 9 0 ?
@ # \$ % ^ & * () - .

Second Life 1 Stand Book

Second Life™
Brand Book
Version 1.0

Pantone 2120 C



SHOW

APRIL 12-13

KINGPINS AMSTERDAM

SugarCity



EARTH DAY



LIVE IT

Reconnect

ELEMENTAL DENIM



Second Life™

reimagining waste
for a better tomorrow.



54.6%

less GHG emissions by 2030.

SCORTY
DENIMKIND™

SCIENCE
BASED
TARGETS

ROADMAP TO
ZERO



Celebrate denim with
the community in the
new year with SpaceD's
upcoming event

**January
23
2024**

**SAVE
THE**

902 Broadway
Suite 1400
New York, NY 10003

PRISES
ATIVE





TO THE OFFICE

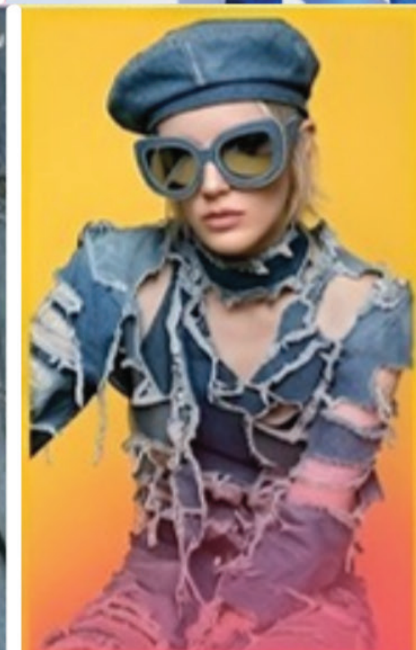
CLICK HERE
TO STAY
UPDATED



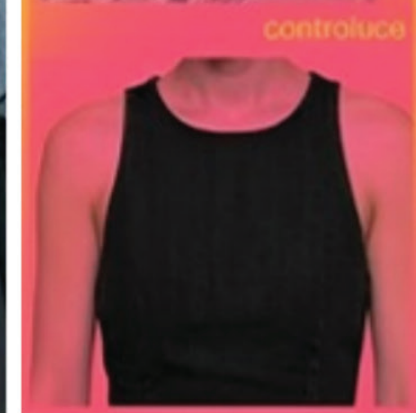
MICHEL IVEGGH - ANGELO LAMPARELLI - CLAUDIO CANALIS - NICOLÒ PARSENZIANI
ALESSANDRO TIMPANARO - JOE LAMBERT



PHOTOGRAPHER ROSTER, CLICK HERE TO SEE MORE



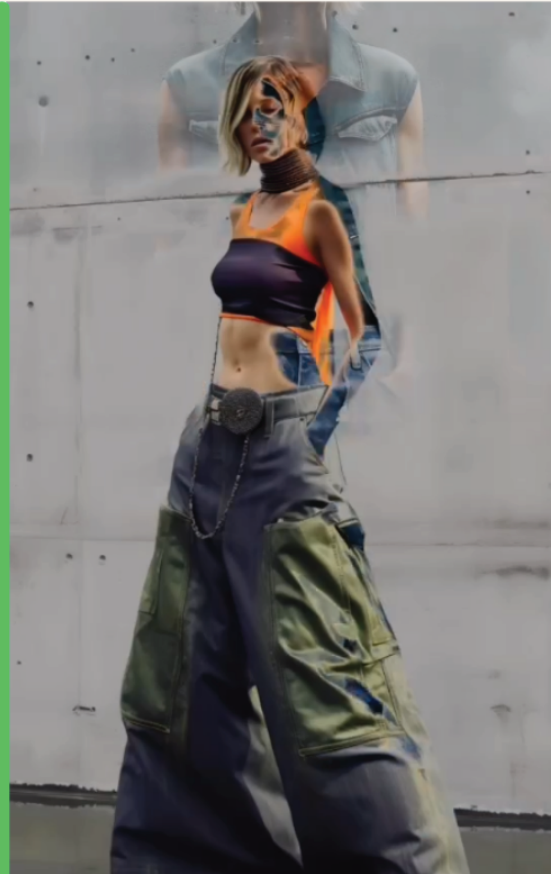
controluce



WELCOME AL



HumAI is a project that explores the idea of AI evolving to become more human. My role was to lead the art direction of the project, while also being responsible for creating the graphics





18 July 2023
Soorty.
SpaceD
Manhattan,
NY

Denim Al V

HumAln, Soor
denim c
collaboration with
will debut in NY
SpaceD event w
des



Exhibition Developer & Designer

State Bank of Pakistan — Museum & Art Gallery

05

CLIENT

SBP Museum, Archives & Art Gallery

ROLE

YEAR

2020 — 2021

SCOPE

Exhibition · Spatial · Curatorial

OVERVIEW

Creative lead for high-profile public exhibitions and educational events at the State Bank of Pakistan Museum — translating curatorial intent into thematic environments and visitor-ready design.

CONTRIBUTION

Thematic visual concepts and exhibition layouts · Immersive display environments aligned to brand guidelines · End-to-end logistics: sourcing, space planning, vendors · Press coordination and event collateral · On-time, on-budget delivery across multiple openings

OUTCOME

A series of public exhibitions that strengthened the institution's cultural visibility and audience engagement — combining institutional rigour with editorial-grade visual storytelling.

A RESIDENCY MONOGRAPH

VOL. 01 — 2024

Artist Residency *Program.*

STATE BANK OF PAKISTAN

MUSEUM & ART GALLERY · KARACHI

DISCIPLINES

Creative Collaboration
Catalogue Design
Photography
Visual Documentation



A CASE STUDY IN EDITORIAL DESIGN

Catalogue · Photography · Visual Storytelling

MMXXIV

Foreword.

A Residency in Conversation with an Institution

*An archive is never quiet.
It listens, it answers, it
becomes, in time, a room
where artists may speak.*

— CURATORIAL NOTE

The Artist Residency Program at the State Bank of Pakistan invited a generation of contemporary practitioners into sustained dialogue with one of the country's most distinguished cultural and economic institutions. Hosted within the SBP Museum and Art Gallery, the residency offered artists the rare proximity of an archive, a vault, and a community of curators — and asked, in return, that they translate that proximity into new work.

ON THE COLLABORATION

Our studio joined the program as creative collaborators across catalogue design, photography and visual documentation. The brief was both archival and editorial: to record the residency with fidelity, and to compose a monograph worthy of the practice it contained.

ROLE

- Catalogue & Editorial Design
- Photography & Image Direction
- Activity Documentation
- Visual Identity for Print

Contributors

Dr. Asma Ibrahim is a senior Archaeologist/ Museologist & Conservationist. She is the founder, Director of State Bank Museum, Archives & Art Gallery department. She is into establishment of several museums and conservation projects as Advisor. She is a pioneer member, Secretary of an NGO, SEAS Pakistan, Centre for Archaeological & Environmental Research, Board member of Commonwealth Association of Museums, General Secretary for ICOMON, International Council of money & Banking Museums member FIREC (Standing Committee of Finance and Resource Committee) ICOM as first south Asian.

Dr. Asma Ibrahim did her Post-Doctoral Fellowship as a Fulbright scholar in Archaeological Chemistry, only scientist of Pakistan working on strontium, nitrogen & oxygen isotopes in Ancient Human remains and glass to know the provenance of Indus valley population & glass. She is the only member of the International scientific committee for glass from Pakistan. Her research projects are aired repeatedly by BBC (Horizon), Discovery Channel, ZDF, BBC Channel-4, in the form of documentaries. She is presently involved in ancient DNA in human remains from Gandhara grave culture site, with the school of medicine, Harvard University, USA.

Salima Hashmi (b. 1942) is a Pakistani artist, art curator, and former college professor. She has served for many years as the dean of National College of Arts. She is the eldest daughter of the renowned poet Faiz Ahmed Faiz and his British-born wife Alys Faiz. Her enormous contributions to the education sector, visual art, and art curation, are internationally acclaimed.

Dr. Kaleemullah Lashari (b.1953) is a Fellow of the British Academy, author. In 2002 Lashari got a DAAD Fellowship at the Museum of Islamic Arts, Berlin, Germany. In 2006 he got a post-doctoral fellowship at the University of Wisconsin-Madison, United States. In 2006 he got a post-doctoral fellowship from the Sitarai-Imtiaz, the highest honor and civilian award in Pakistan. He works to preserve the heritage of ancient Pakistan.

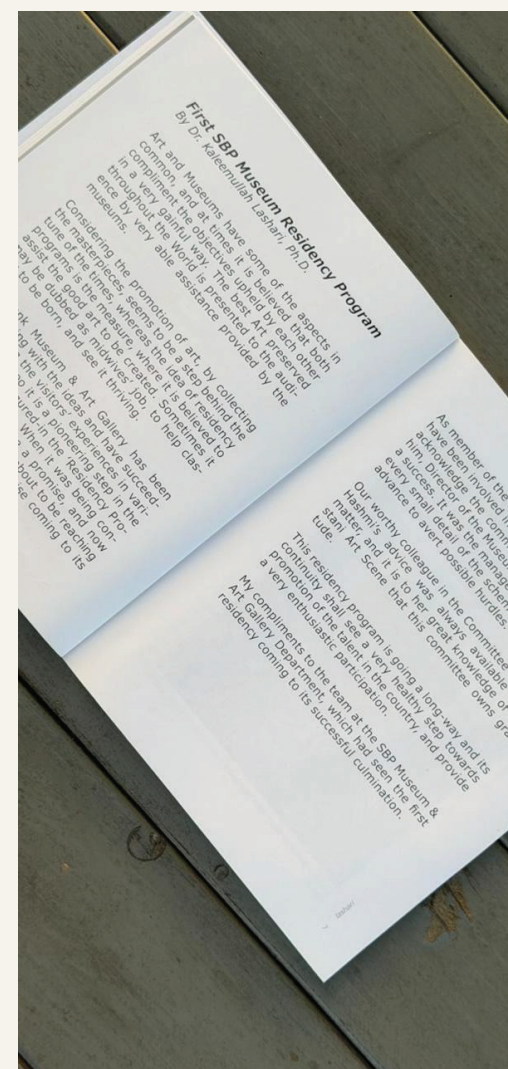
Sehr Jalil is a contemporary visual artist, researcher, writer, and educationist. Her practice has evolved to be a pendulum between contemporary and historic. Jalil has been teaching art, in practice and theory since 2006. She has widely shown her work across the country. She has also played a key role in the Cultural Studies department at the National College of Arts, Lahore, since 2015. She did her BFA and MA Hons in Visual Arts from the National College of Arts, Lahore.

Activities & Workshops.

The programme convened sessions across writing, printmaking, photography and conservation — moments where the residency became porous, inviting students, curators and the wider public to participate in the work being made.

INDEX OF SESSIONS

- A. Editorial Workshop — Catalogue Layout
- B. Reading & Discussion — Curatorial Voice
- C. Photography Walk — Object & Light
- D. Public Programme — Residency Open Studio



PL 02 — Pages opening at the bind.

A working record.

PL 04 A · workshop



PL 05 B · spread



PL 06 C · cover study



PL 07 D · object



PL 08 E · plate



PL 09 F · studio

Photography *Documentation.*



Artist statement

My studio practice revolves around fabricating biography of discarded objects to understand relationship of cultures. The collected objects were once 'imagined, bought, used, consumed, given away, collected, sold and bought again'. By recording its biography during this process an object also becomes a narrative of its culture. These discarded objects from different cultures are either losing or have already lost their function.

I collect discarded domestic objects of utility, ornamentation and figurines to re-contextualize collected objects I create a notional function by re-interpretation of their form. By drawing connections among objects I gauge Hybridity in old cultures and subcultures of present day. My objects aim on bringing viewers closer to its intimate journey and respective material culture(s). Thus an object of today is represented by objects from the past times.

Catalogue Design.



04.01

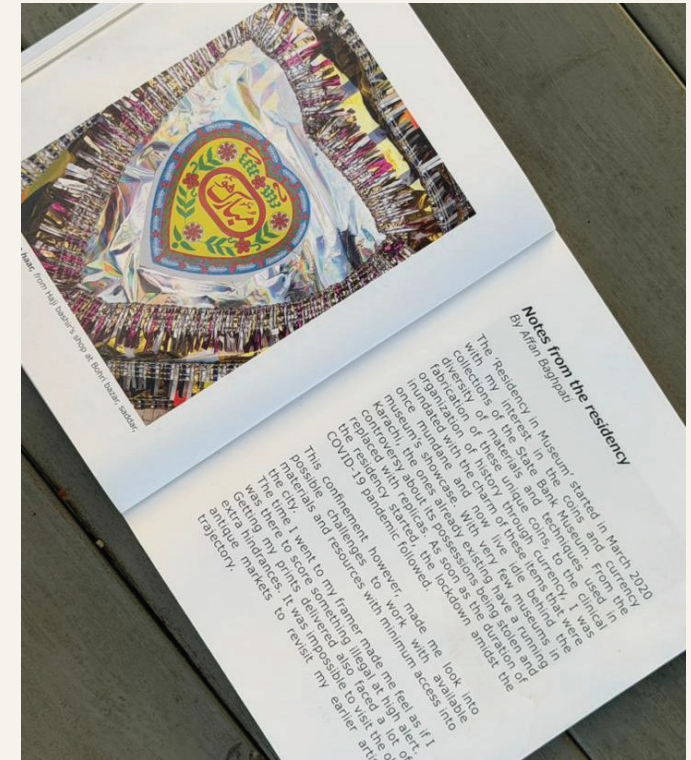
Cover study

A monograph composed of two voices — the institution's archive and the residents' new work — set within a quiet editorial grid.



04.02

Internal spread



04.03

Typographic plate

Visual Storytelling.



PL. 12 · Open at the index.



PL. 13 / 14 · Successive readings.



Across the residency we returned, again and again, to a single image: a book opened on a wooden surface — neither object nor document, but a thing in use. The monograph became, in the end, a record of that use.

Exhibition Developer & Designer

Inspirational Collections

CLIENT
SBP Museum, Archives & Art Gallery

ROLE

YEAR
2020 — 2021

SCOPE
Exhibition · Spatial · Curatorial

06

OVERVIEW

Creative lead for high-profile public exhibitions and educational events at the State Bank of Pakistan Museum — translating curatorial intent into thematic environments and visitor-ready design.

CONTRIBUTION

Thematic visual concepts and exhibition layouts · Immersive display environments aligned to brand guidelines · End-to-end logistics: sourcing, space planning, vendors · Press coordination and event collateral · On-time, on-budget delivery across multiple openings

OUTCOME

A series of public exhibitions that strengthened the institution's cultural visibility and audience engagement — combining institutional rigour with editorial-grade visual storytelling.



The World, *Reimagined.*

The Future Takes Flight

EST. 1955



CHAPTER 01 · EUROPE



An ode *to old* world light.

PARIS · FRANCE

DESTINATIONS · 02 / 06

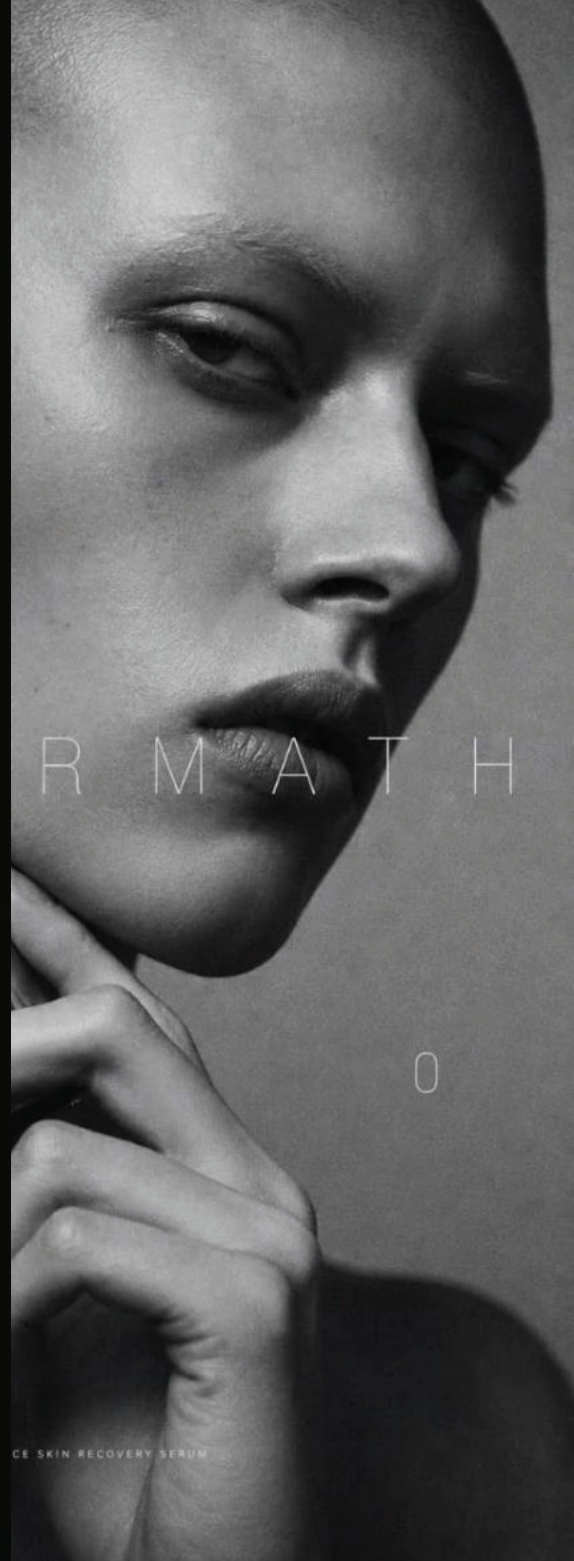
49.8566° N · 2.3522° E

5,889 KM

RIYAD AIR / EUROPE

PARIS — FRANCE

GLOBAL CAMPAIGN





DISPLAY / BODY

WORK SANS

Geometric, neutral, surgical. Set tight in display weights for headlines; light and generous for body. Headlines all-caps. No italics.

Aa

Aa
300 · LIGHT

Aa
500 · MEDIUM

Aa
700 · BOLD

Aa
900 · BLACK



LEAD
THE PACK.

From thread to floor. What began as apparel for the relentless now becomes architecture for it. The Fitness Area is not a gym — it is a stealth chamber for the disciplined, built on the same instinct that drove every stitch.

THE QUIET APEX

STEALTH

EARNED, NOT LOANED

STRENGTH

WE RISE TOGETHER

PACK



MENT AS
TURE.

03

LED

INDUSTRIAL GRIT

CHAPTER 07

CINEMATIC GRIT.

Light is sculpted, never thrown. Single-source rakes, low-key floors and the faint hum of LED ribbons cut into the architecture itself. Shadows do the heavy lifting.

COLOR TEMP

2700K — 3000K

CONTRAST RATIO

8 : 1 MINIMUM

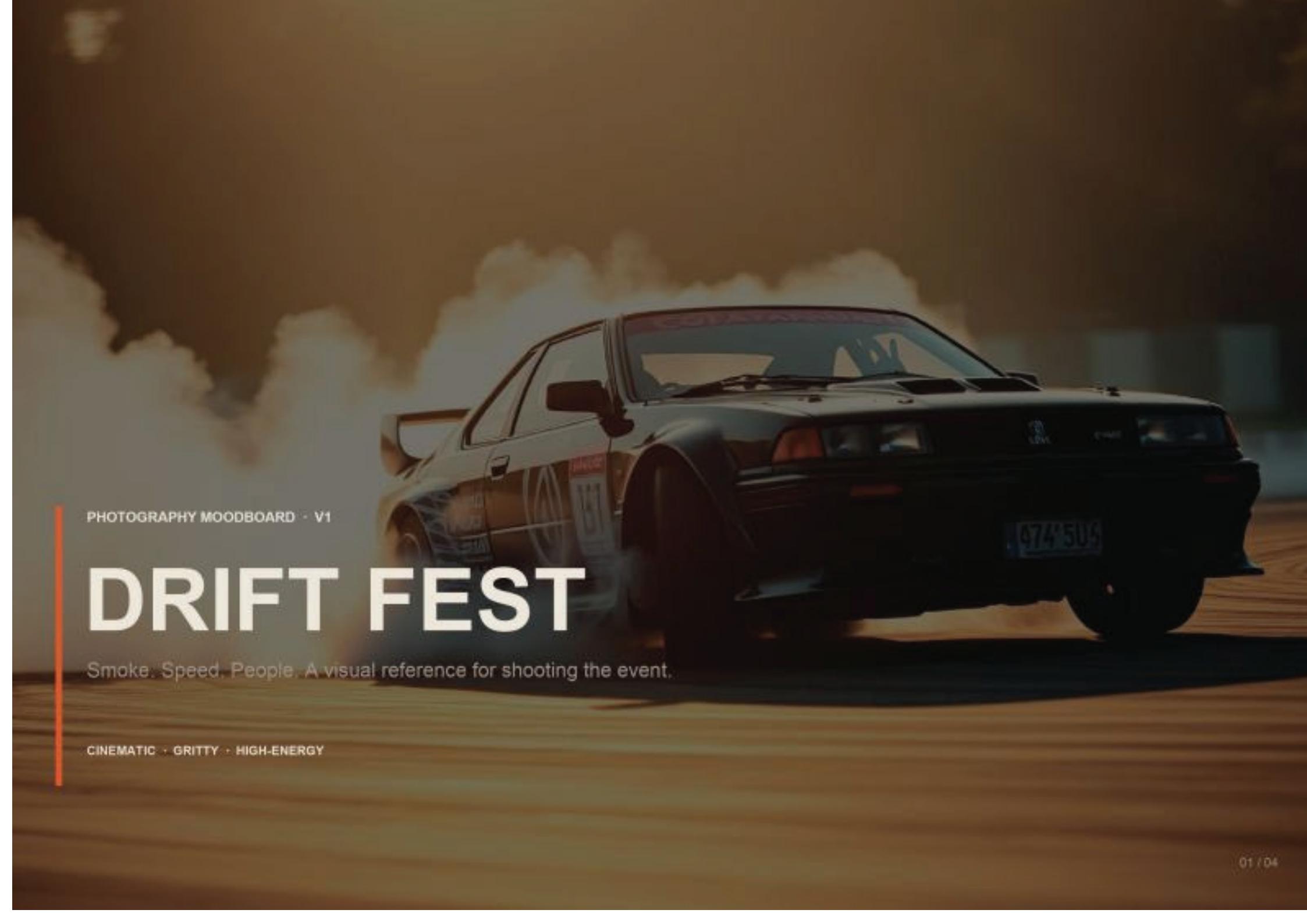
SOURCE

LINEAR, RECESSED, HIDDEN

CHAPTER 09 — CLOSING

THE PACK.

One mark. One discipline. A thousand silhouettes moving in the same low light.
This is not a membership — it is an alignment.



PHOTOGRAPHY MOODBOARD · V1

DRIFT FEST

Smoke. Speed. People. A visual reference for shooting the event.

CINEMATIC · GRITTY · HIGH-ENERGY

On Track — The Slide



HERO · TANDEM AERIAL

Wide drone or grandstand frame. Lock smoke trail as the leading line.



BACKLIT SMOKE / DETAIL

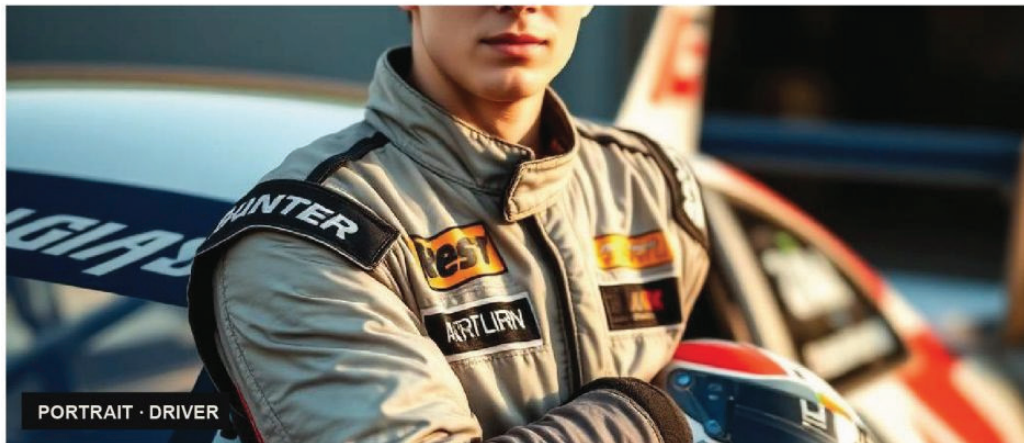
Shoot toward the sun at golden hour — smoke glows.



SHOT LIST · ACTION

- Low-angle panning shots at 1/60–1/125s for motion blur in background
- Tight crops on front wheel + smoke as car initiates the slide
- Stand at corner exit — get the full smoke plume from behind
- Tandem entries: pre-focus on the clipping point, burst mode

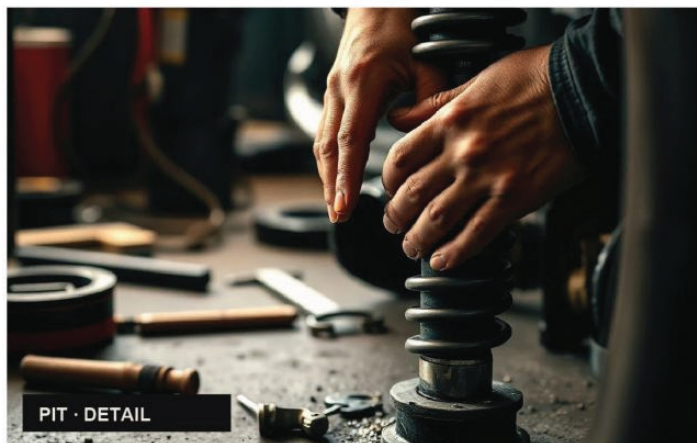
Night, Crowd & Driver



SHOT LIST · ATMOSPHERE

- After dark: open up to f/1.8–f/2.8, push ISO 3200+, embrace grain
- Driver portraits in the paddock — soft late-afternoon light, helmet under arm
- Crowd from behind, silhouettes against floodlights and smoke haze
- Wide establishing shots at dusk for opening/closing frames

Palette, Tone & Technical



COLOR GRADE

Warm highlights, deep teal shadows. Crush blacks slightly. Grain on.



INK
#0E0E10



STEEL
#3A4148



SMOKE
#9A9189



BONE
#EDE7DC



EMBER
#D9572A

DO / DON'T

- DO**
- Shoot raw. Underexpose 2/3 stop to protect smoke highlights.
 - Get low — knee-down or lying for 80% of action shots.
 - Use a long lens (70–200mm) for compression on the slide.
 - Mix wide context shots with tight detail crops.

DON'T

- Flat eye-level snapshots. Move your feet.
- Over-saturate — keep the grade earthy and cinematic.
- Forget portraits. Drivers + crew = the story.
- Pack up at sunset. Night frames are gold.

TECHNICAL CHEAT SHEET

Action freeze: 1/1000s+ · Motion pan: 1/60–1/125s · Smoke detail: 1/250s
 Lenses: 24–70mm wide, 70–200mm action, 85mm f/1.8 portraits, 16–35mm crowd
 Color: WB 5200K daylight / 3200K night. Grade: warm highlights, teal shadows, +grain



BRAND SYSTEM V2.4.1

STORY

ESSENCE

LOGO

COLOR

TYPE

VOICE

APPLICATIONS

■ REGION . GLOBAL

■ STATUS . LIVE

■ MAINTAINED BY . DHL GLOBAL BRAND

■ LAST UPDATE . V2 . 4 . 1

{GLOBAL BRAND SYSTEM}

From parcels to pallets – across 220+ countries and territories. Powered by the world's most connected logistics network.

A yellow DHL shipping container is shown from a low angle, being lifted by a silver crane hook and cables. The container is positioned in the center of the frame, with its front door slightly open. The background is a solid yellow color.

DELIVERING WORLDWIDE.

[04]Color System

Yellow is the beacon.
Never dilute it.

60% USAGE CLICK TO COPY

DHL Yellow
HEX #FFCC00

20% USAGE CLICK TO COPY

DHL Red
HEX #D40511

15% USAGE CLICK TO COPY

Carbon
HEX #0A0A0A

5% USAGE CLICK TO COPY

Concrete
HEX #F4F4F4

[02]Brand Essence

We carry the weight
of the world's
commerce.

Fast | Reliable | Global | Precise

DHL is fast, reliable, global, and precise. These are not adjectives – they are operating constraints. Every brand expression must reinforce them.

01.

Fast

Velocity is the brand. Every interaction signals movement.

02.

Reliable

On-time. Every time. Trust globally.

03.

Global

220+ countries. One uncompromising standard.

04.

Precise

Engineered for clarity, accuracy, and confidence.

[01]Brand Story

Fifty years of
moving the world,
parcel by parcel.

1969
– Founded

DHL begins as Adrian Dalsey, Larry Hillblom, and Robert Lynn courier documents from San Francisco to Honolulu

1979
– Europe

Operations expand into Europe, beginning a global network era.

2002
– Global

DHL begins as Adrian Dalsey, Larry Hillblom, and Robert Lynn courier documents from San Francisco to Honolulu

2050
– Net Zero

Targeting zero-emissions logistics through GoGreen and electric fleets.

[03]Logo Guidelines

The mark.
Treat it.
like cargo.

CLEAR SPACE · 1X



Maintain a minimum of 1x the cap height of the "D" on every side. Never crop, recolor, or set on a competing background.

MISUSE · FORBIDDEN

x

DHL

DON'T RECOLOR

x

DHL

DON'T STRETCH

x

DHL

DON'T ROTATE

x

DHL

DON'T OUTLINE

[05]Typography

Voice in two weights. Inter and JetBrains Mono.

DISPLAY • INTER 800

Aa

120 / 64 / 32 PX • -0.03EM

BODY • INTER 400/500

Move with intent. Speak with precision. Deliver without compromise.

18 / 16 / 14 PX • 1.5 LEADING

MONO • JETBRAINS 500

STATUS : OPERATIONAL
PAYLOAD : 24.6 TONS
ROUTE : FRA → SIN
ETA : 14H 22M

11 / 12 / 14 PX • 0.12EM TRACKING

[08]Applications

Identity in motion. From parcel to plane.

Logo positioned on box-side, centered vertically. Yellow body, red mark. No additional graphics.



[06]Tone of Voice

Authoritative. Efficient. Human.

DO	DON'T
Your shipment cleared customs. Arriving Thursday.	Hooray! Your package is on its way! 🎉
Engineered for global supply chains.	We help businesses ship things worldwide!
Track in real time. Across 220+ countries.	Check where your stuff is, anytime!

END OF MANIFEST

SHIP THE BRAND LIKE CARGO.



ASSETS

Logo Pack (.zip)
Color Tokens (.json)
Type Specimens (.pdf)

GOVERNANCE

Submit a request
Approval workflow
Region exceptions

CONTACT

brand@dhl.example
+49 228 182 9944
Bonn · Germany

MANIFEST

v2.4.1 · Last updated today.
Maintained by DHL Global Brand.



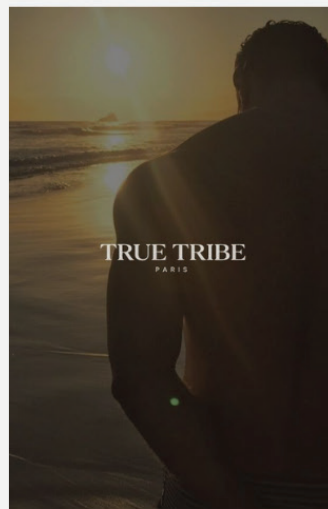
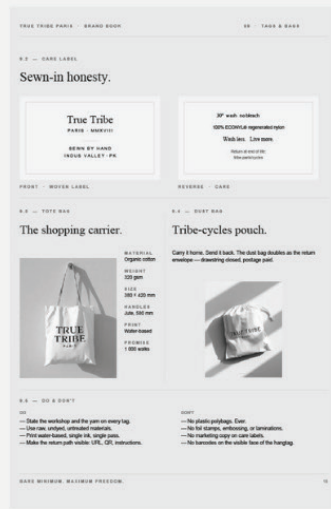
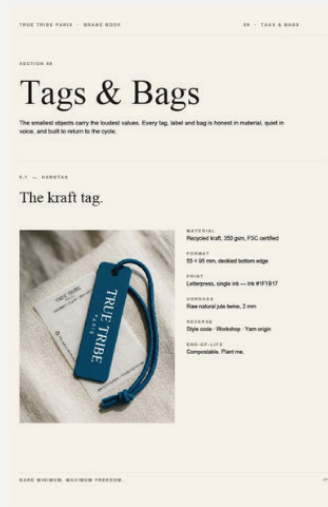
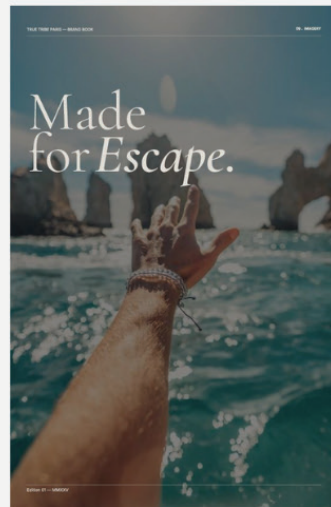
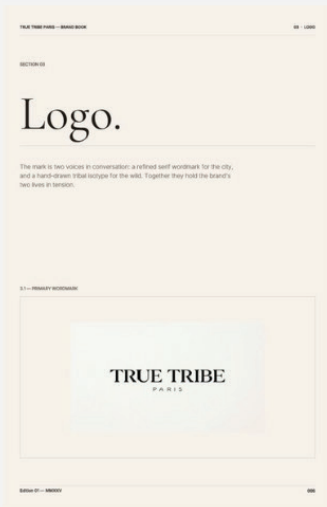
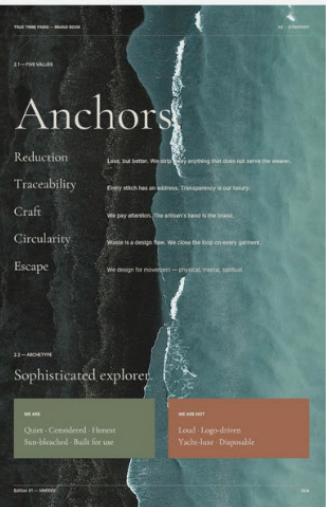
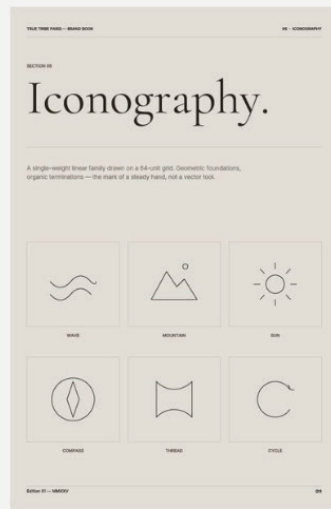
TRUE TRIBE PARIS — BRAND BOOK 01 CONTENTS

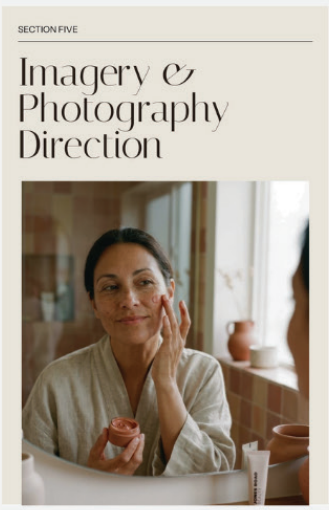
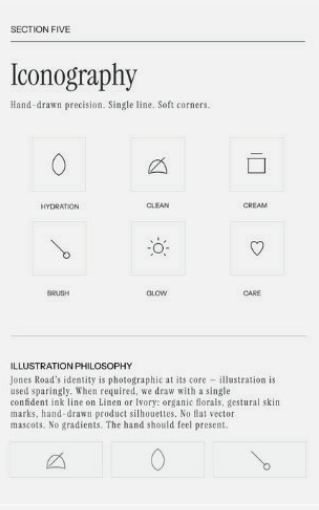
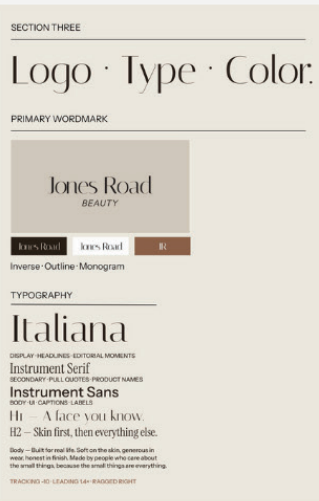
SECTION 01

Contents.

02 Brand Strategy	Essence, mission, vision, values, voice & archetype p. 04
03 Logo System	Workmark, lockups, construction and usage p. 06
04 Typography	Component Grammar & Inter — Hierarchy and rhythm p. 08
05 Colour System	Bone, Ink, Clay, Ocean, Sage — the palette of escaping p. 10
06 Iconography	Hand-drawn sketches — six core marks p. 12
07 Tags & Bags	Lifestyle, product and editorial direction p. 14
08 Imagery	Packaging, social, editorial and motion p. 16
07 Applications	Lifestyle, product and editorial direction p. 18

Editor 01 — HELMUT 002





Outfitters
Feel the
rush.

OUTFITTERS / BRAND DIRECTION / VOL. 01

SINCE

1998

THE HOMEPAGE - HERO

Worn, not
noticed.

A full-bleed editorial frame. Single hero garment.
Type holds in the lower third — italic, generous,
set against shadow. The eye walks the image first.

DISCOVER THE EDIT →

1998

600 ms cross-fade between pages
Headlines: Playfair Display Italic
CTA: Antique Gold — sole accent

We are not a
store.
We are
a wardrobe.

loud. We are the considered choice — the coat returned

CHIAROSCURO · EDITORIAL · QUIET LUXURY

#F5ECE3

FOUR PRINCIPLES

- 01 *Restraint*
Nothing without intent. The empty space is the work.
- 02 *Material* #CCBFAE
Wool, cotton, linen, leather. Honest fibres, slowly cut.
- 03 *Shadow*
Light reveals. Shadow protects. We design in chiaroscuro.
- 04 *Permanence*
We design against the season. The garment outlives the trend.

#F5ECE3

The Long Coat,
in passing.

FULL-WIDTH TEASER

Cinematic 16:9 frame.
Single italic line, lower-left.
Subtle parallax on scroll.
Click reveals the editorial film.

AW26 Lookbook · Photographed in concrete and quiet.

OUTFITTERS / BRAND DIRECTION / VOL. 01

07 — 08 · LOOKBOOK

Worn, not
noticed.

A full-bleed editorial frame. Single hero garment.
Type holds in the lower third — italic, generous,
set against shadow. The eye walks the image first.

DISCOVER THE EDIT →

600 ms cross-fade between pages
Headlines: Playfair Display Italic
CTA: Antique Gold — sole accent

PAGE STACK

Worn in
motion.

Worn
in motion.

Outfitters

ANATOMY

TYPEFACE
Playfair Display, Regular
TAGLINE
DM Sans, 13% of mark size

LETTER CASE
Uppercase only
MIN SIZE
24 pt print - 72 px digital

TRACKING
+40 units
CLEARSPACE
Equal to the cap height of the mark

Lookbook AW27/28

Photographed in shadow. Cut for movement. The long coat, in passing.

Lo

Photographed in sh

OUTFITTERS / THE BRAND BOOK / VOL. 01

CHAPTER VI THE EDITORIAL VOICE

*He does not
pose. He passes.*

PRE-COOL

TOC PHOTO

AW26 / Campaign 01 / shot in motion
Single source light / Bone seamless / Film grain

OUTFITTERS / THE BRAND BOOK / VOL. 01

ON / 10 / EDITORIAL VOICE

CHAPTER VII

*Photographing
the Product.*

Three frames govern every shoot. Motion. Stillness. Detail.

Outfitters

Capabilities.

Disciplines, tools and emerging practice.

CREATIVE & ART DIRECTION

Art Direction · **Brand Identity**
Visual Communication · **Creative Strategy**
Brand Development · **Visual Storytelling**

DESIGN & PRODUCTION

Adobe Illustrator · **Photoshop** · **InDesign**
Lightroom · **After Effects** · **Premiere Pro**
Figma · **UI Design** · **Visual Prototyping**

AI & EMERGING TECH

Midjourney · **ChatGPT** · **DALL·E**
Runway AI · **AI Content Analysis**
AI-Driven Creative Optimization

MARKET & STRATEGY

Trend Forecasting
Fashion Forecasting (WGSN, BOF)
Competitor Analysis · **Market & Cultural Insight**

CHANNELS

Packaging & Print · **Editorial & Layout**
Social Content · **E-commerce Assets**
Wireframes & Prototypes · **Exhibition Design**

LANGUAGES

English — Fluent · **Urdu — Native**

Experience.

A fifteen-year practice across in-house, agency and remote settings.

- 2026 — Present • **Manager — Marketing, Events & Memberships**
Omni Karting Circuit · Karachi, PK
- 2025 • **Art Director**
Pop Marketing Sdn Bhd · Malaysia · Remote
- 2025 • **AI Content Analyst**
Accenture Southeast Asia · Kuala Lumpur, MY
- 2024 — 2025 • **Senior Visual Artist**
Oneshot Co. L.L.C. · Dubai, UAE · Remote
- 2021 — 2024 • **Senior Graphic Designer & Brand Strategist**
Soorty Enterprises · Karachi, PK
- 2020 — 2021 • **Exhibition Developer & Designer**
State Bank of Pakistan — Museum · Karachi, PK
- 2021 — Present • **Brand Designer & Creative Consultant**
Freelance — Jacket Maker, Meri Pharmacy, Luxe, Motizia, Kya Drama Hay · Remote
- 2007 — 2019 • **Graphic Designer — progressively senior**
Union Packages · Punching Solutions · AIMVIZZ · MCM Advertising · Karachi, PK

EDUCATION

Diploma in Creative Advertising · Indus Valley School of Art & Architecture, 2018
Bachelor's, Multimedia · Newport Institute of Communication & Economics, 2006

LET'S WORK TOGETHER

Say hello.

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PHONE **+92 335 254 37 64**

BASED **Karachi, Pakistan · available globally**

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LINKEDIN **linkedin.com/in/muhammad-saqib-mahboob-615a48b4**