

GRAPHIC DESIGN PORTFOLIO

FOWAD NISAR
GRAPHIC DESIGNER

Logo/ Business Card

My client likes rustic style, calligraphy fonts and neutral colour, so I create a business card. That background is neutral wood, and the colour matches the rustic style. I made the logo; it has a calligraphy font and camera icon. That font is called scriptorama markdown jf; I think that font is a good match with that logo to make it attractive. This looks Professional and simple business card.



FOWAD NISAR
GRAPHIC DESIGNER

Branding

Professional, simple and grab attention logo, Nisar Shawarma logo is red. I chose this colour because it makes them emotional and passionate to buy delicious food from Nisar Shawarma restaurant, the research said. I believe that logo is memorable because of the chicken icon and font. That font is called HWT Gothic Round; I think that font is a good match with that logo to make it attractive.

FOWAD NISAR
GRAPHIC DESIGNER



Event Poster

The yellow was used in the colour palette to catch the eye of the viewer. It brings attention to the poster and contrasts with the black imagery. I chose this colour because that makes them feel can be aggressive, energetic and or frustration.

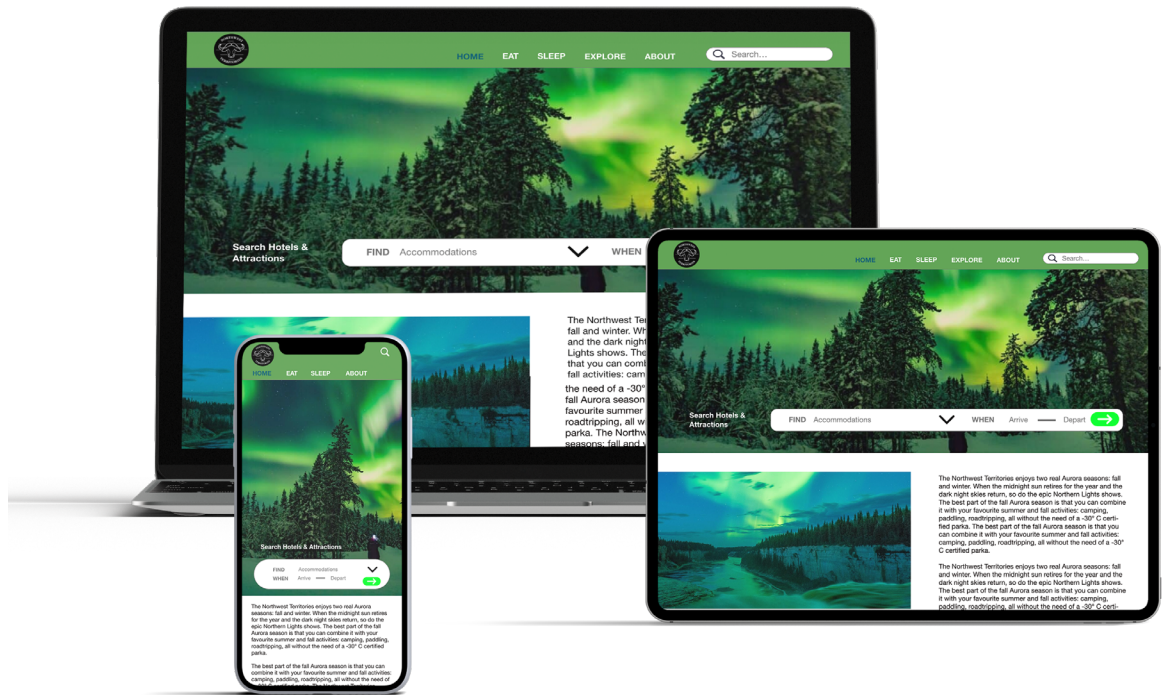
FOWAD NISAR
GRAPHIC DESIGNER



Website Design

This web is for Northwest Territories tourism organization. The style full is modern with an easy-to-navigate design. This web is a simple layout for easy accessibility with the target audience in mind. why I choose that image northern light because it matches with green header to make it looks attractive.

FOWAD NISAR
GRAPHIC DESIGNER



Package Design

Three bottles of Feel The Fire hot sauce company. I named the three flavours "Hot pepper, Fresno chilli and tabasco pepper sauce. The font I used is scriptorama markdown jf and Maple bold.

FOWAD NISAR
GRAPHIC DESIGNER

GET THE NEW HOT.



Brochure

This travel brochure that I created for my Alameda Tourism client. It shows what Haliburton, Ontario has to offer. This brochure is Professional, simple and grabs attention. The font I used is mostly Calibri.



FOWAD NISAR
GRAPHIC DESIGNER

Menu

This is Menu for the coffee shop. That visual hierarchy looks very well. That has a good space around and balance because those are no distractions. I choose that font/ background colour, brown and black, because it matches to coffee vibe. The font I used is mostly Calibri and Maple bold.



MENU

Espresso Cafe

5 Ross St, Barrie, ON L4M 3A5

Delivery: 705-500-7998

www.espressocafe.ca

OPEN HOUR 6 AM - 8 PM

FOWAD NISAR
GRAPHIC DESIGNER



BREAKFAST

Turkey Avocado on Molasses Bread..... \$10.75
Oven Roasted Turkey Breast, Bacon, provolone, red onions, tomatoes, & Artisan special sauce.

Grilled Chicken & Asiago on a Ciabatta \$8.75
All natural chicken breast, cheese, arugula, fire grilled mixed pappers, zucchini, eggplant & roasted red pepper pesto mayo.

Albacore Tuna Salad on Multigrain.....\$9.50
Topped with lettuce, tomatoes, red onions, cucumber and sprouts with mayonnaise.

Chicken & Cranberry on Ciabatta..... \$11.50
Diced green apple, red onion, tomatoes, lettuce, along with delicious walnuts and cranberries.

SALADS

Avocado & Walnut \$7.75
Baby spinach and arugula,bacon,gorgonzola, grape tomatoes, red onions & honey dijon dressing.

Classic Caesar.....\$4.50
Romaine lettuce, garlic herb croutons & asiago cheese in our classic caesar dressing. Add all natural grilled chicken breast for an additional \$3.50.

Beet, & Goat Cheese \$8.50
Baby spinach, arugula, goat cheese, red onion rings, toasted walnuts with balsamic vinaigrette.

DESSERTS

Strawberry Dream Cheesecake.....\$7.75
Creamy fruit cheesecake with graham cracker crust, served with strawberries and strawberries sauce.

Peanut Butter Dream Cheesecake.....\$8.50
A chocolate peanut butter cheesecake loaded with peanut butter cup pieces, served with vanilla ice cream

Apple Blossom\$9.50
A warmed apple blossom made with fresh apple and served with vanilla ice cream.

COFFEE & TEA

All 100% Organic and Fair Trade	Reg.	Lrg.
Ice Coffee.....	\$2.30	\$2.80
Cafe Au Lait.....	\$2.60	\$3.20
Rich Espresso.....	\$1.80	\$2.55
Americano.....	\$2.50	\$2.90
Latte.....	\$3.50	\$3.90
Cappuccino.....	\$3.50	\$4.00
Mocha Latte.....	\$3.85	\$4.45

English Breakfast Tea.....	\$2.15	\$2.45
Irish Breakfast Tea.....	\$2.30	\$2.55
Indian Spiced Chai Tea.....	\$2.20	\$2.70
Moroccan Madness Tea.....	\$2.40	\$2.60
Egyptian Chamomile Tea.....	\$2.85	\$3.10
Earl Grey Tea.....	\$2.50	\$3.65

Advertising Design

This project involved the design of an advertisement for ChapStick, using an original slogan, headline, body copy and call to action. Image has seven flavour options of lip balm. That magazine Ad page is very neat, grabs your attention and makes you want to buy this fantastic product from ChapStick company. The font I used is mostly Calibri and Arial Black.

FOWAD NISAR
GRAPHIC DESIGNER



Magazine

The feature double-page spreads and a table of contents for the Pakistani Food Co Magazine. The style full of modern. Imagery is extremely attractive and makes the audience want to know more about it. That visual hierarchy looks very well. The font I used is mostly Calibri and Maple bold for table of content.

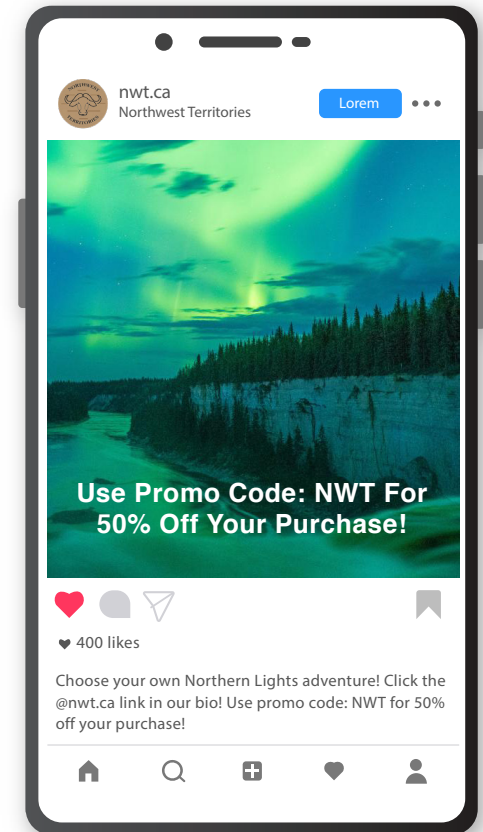
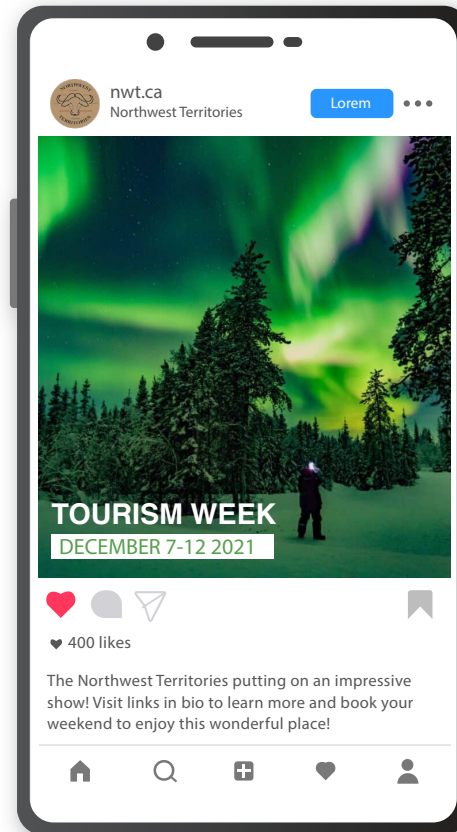
FOWAD NISAR
GRAPHIC DESIGNER



Social Media Post

I choose that most popular image. Of course, it's famous northern light in NWT. I created Call To Action to help the audience grab their attention and love to use promo codes to get a good deal. that CTA will help NWT company increase their sales. CTA is an essential part of social media posts because it can grow the NWT business.

FOWAD NISAR
GRAPHIC DESIGNER



THANK YOU!



705-500-7998



fowadnisar23@gmail.com

FOWAD NISAR
GRAPHIC DESIGNER