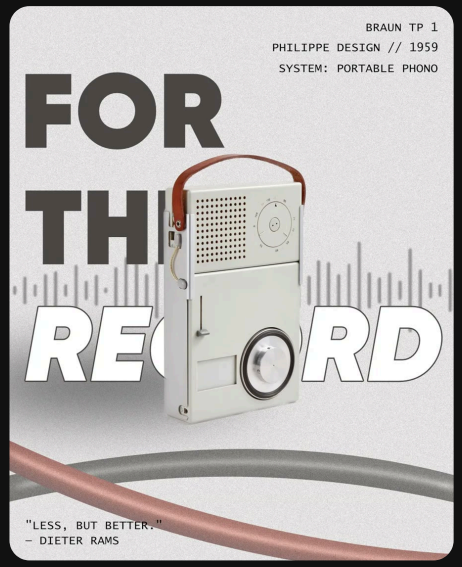
PORTFOLIO / 2026

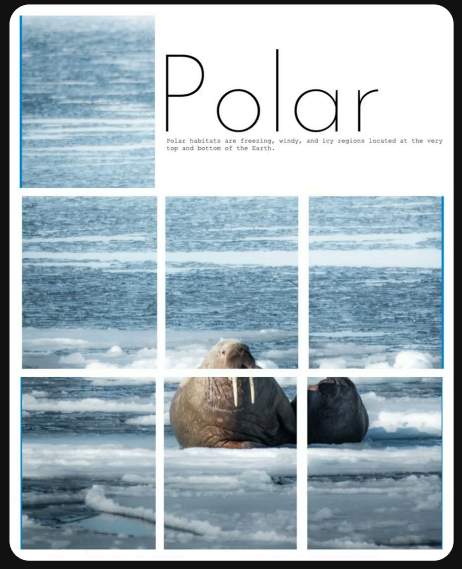
Samuel Emeka

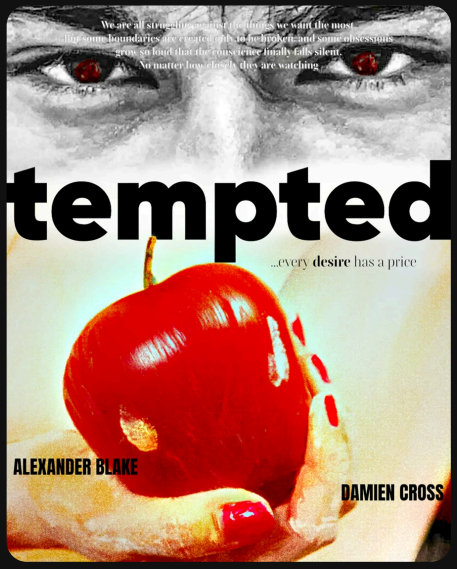
Brand and visual designer

Selected brand identities, a mascot, a campaign and posters









SAMUEL EMEKA

Pendu

Brand identity and mascot / Community messaging app

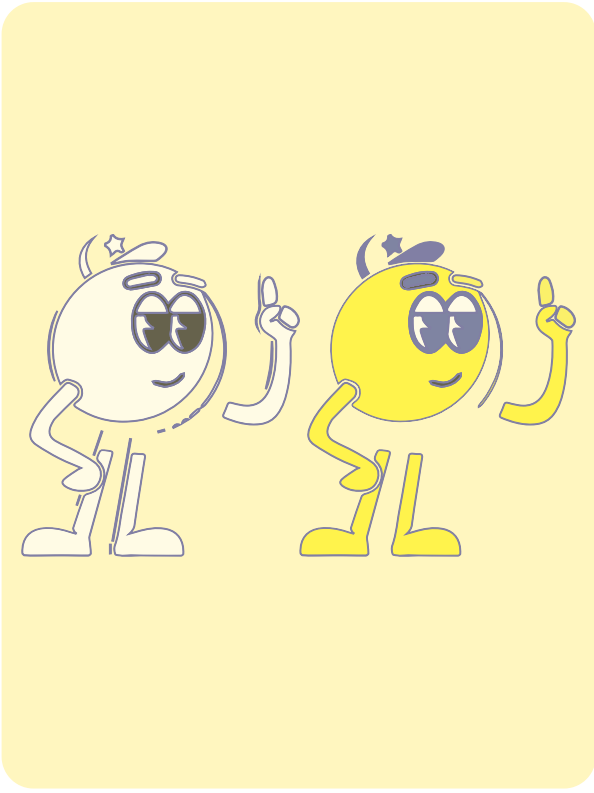
THE BRIEF

A voice-and-chat app for gaming communities needed an identity of its own next to Discord.

THE APPROACH

The mark joins a P and a D into one blocky monogram, set above a squared wordmark. A single periwinkle blue keeps it recognizable at app-icon size. The mascot, drawn in line and in flat color, covers stickers and reactions.





Primary	#5B6CFF
Ink	#0E1220
Mist	#EEF0FF





SAMUEL EMEKA











Pendu

Phone, business card, mug, sign and tee

SAMUEL EMEKA

Vowrify

Brand identity / Payment protection

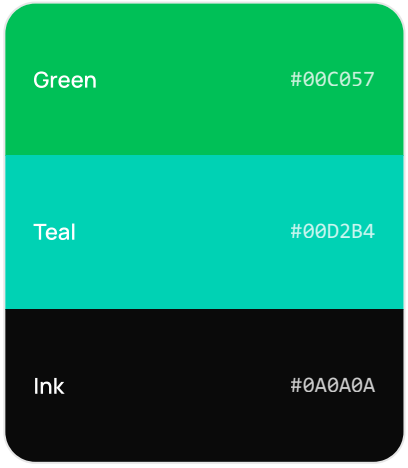
THE BRIEF

Protected payments can feel bureaucratic. People handing over a large deposit needed something that felt simple and safe.

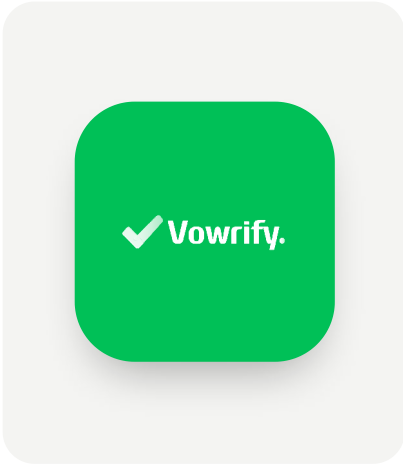
THE APPROACH

A check mark next to a heavy wordmark. The teal-to-green gradient reads as confirmed, and the black type keeps it serious enough to trust with money.



















Vowrify

Phone, business card, mug, sign and tee

SAMUEL EMEKA

Sendforte

Logo / Delivery brand

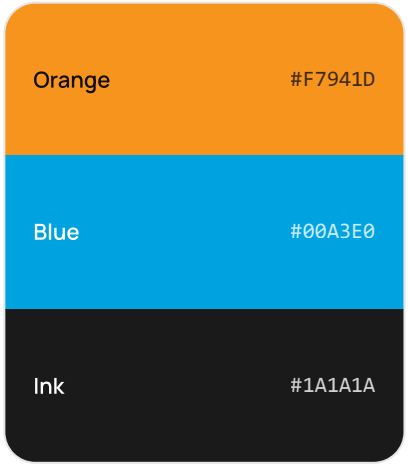
THE BRIEF

A delivery brand that should feel fast and friendly, and say what it does.

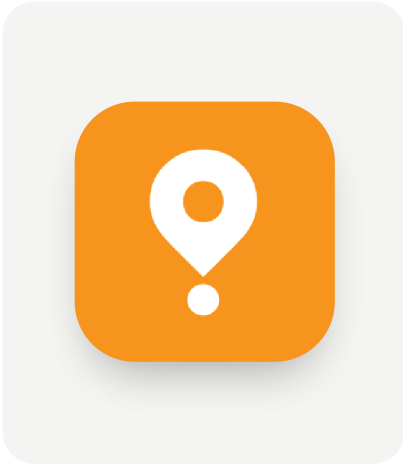
THE APPROACH

A rounded wordmark where a location pin replaces the o, so the name already points at delivery. Orange for energy, blue for trust.



















Sendforte

Phone, business card, mug, sign and tee

SAMUEL EMEKA

Hommission

Logo / Real estate

THE BRIEF

A real-estate brand that looks warm instead of corporate blue.

THE APPROACH

The H is drawn as a house, so the letter and the category are one shape. Coral keeps it friendly, and a heavy black wordmark anchors it.



Coral	#F46448
Black	#000000
Blush	#FFEFEA















Hommission

Phone, business card, mug, sign and tee

Trackr

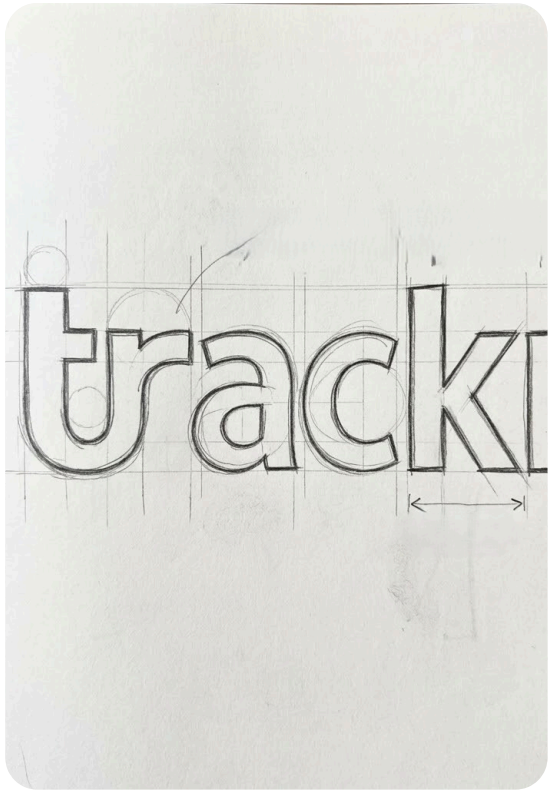
Logo / Tracking product

THE BRIEF

A tracking tool that should feel calm and dependable.

THE APPROACH

A lowercase wordmark where the t and r share a stroke, ending in a bold green full stop. The sketch shows the letters worked out by hand first.



trackr.

Green	#006C49
Ink	#231F20
Mist	#E7F2EE

trackr.

tr.











Trackr

Phone, business card, mug, sign and tee

Unipulse

Logo / Learning product

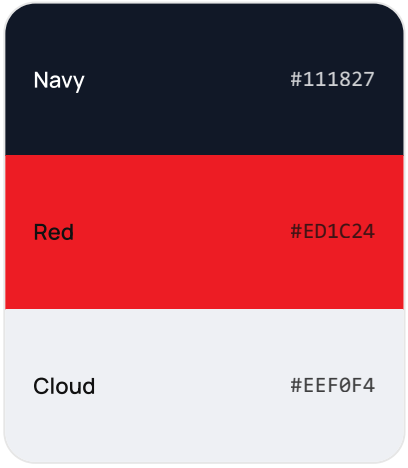
THE BRIEF

Show learning without a graduation cap or a pile of books.

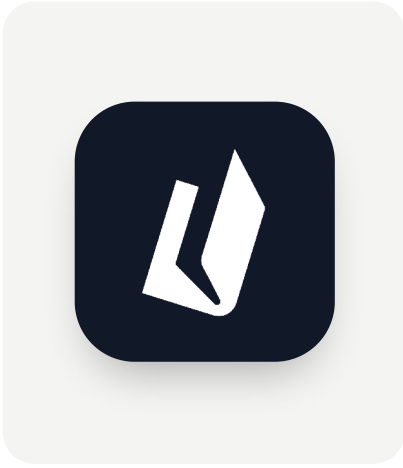
THE APPROACH

The U is drawn as an open book. Navy carries the trust, and one red dot adds the pulse.



















Unipulse

Phone, business card, mug, sign and tee

Linkco

Logo / Power bank brand

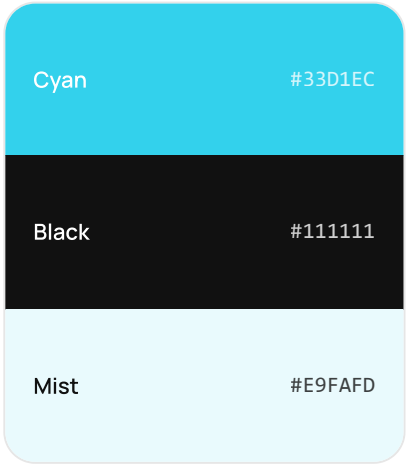
THE BRIEF

A power-bank brand named around the idea of connection.

THE APPROACH

Two linked hexagons make the icon, and the wordmark pairs a black LINK with a cyan CO so the join reads at a glance. It works as a small icon on hardware and as a full lockup on packaging.



















Linkco

Phone, business card, mug, sign and tee

Linkco

Campaign / Power bank launch posters

THE BRIEF

Launching a 50,000 mAh power bank in a category where every product looks alike.

THE APPROACH

Large numerals sit behind a lit power bank on a pedestal, so the spec is the hero. Callouts stay small. Both posters follow the same layout rules.

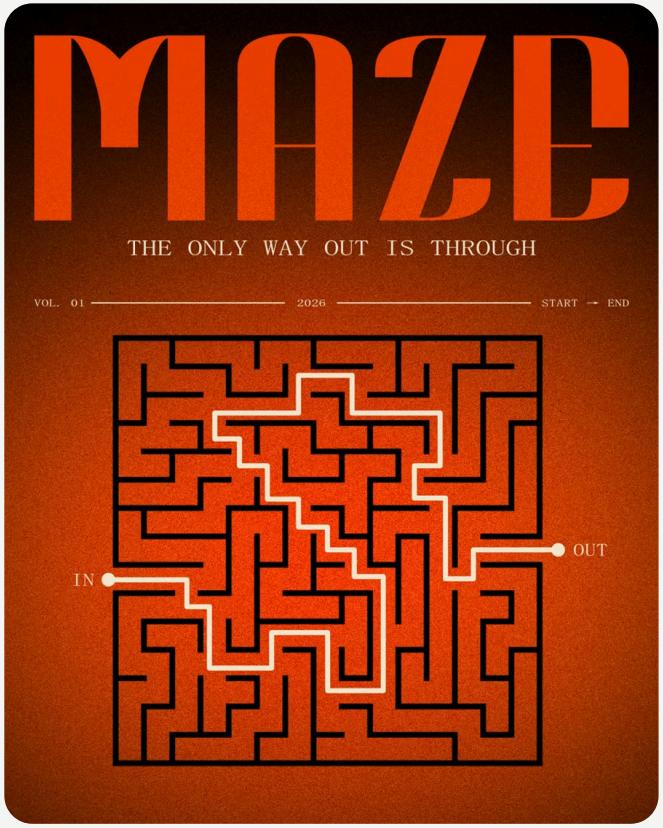


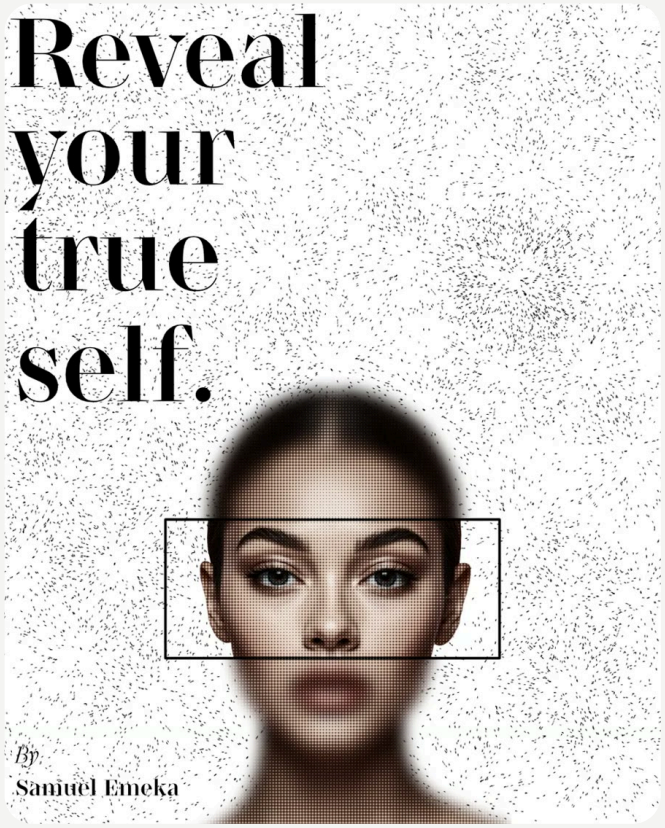


Poster explorations

Type-led poster studies

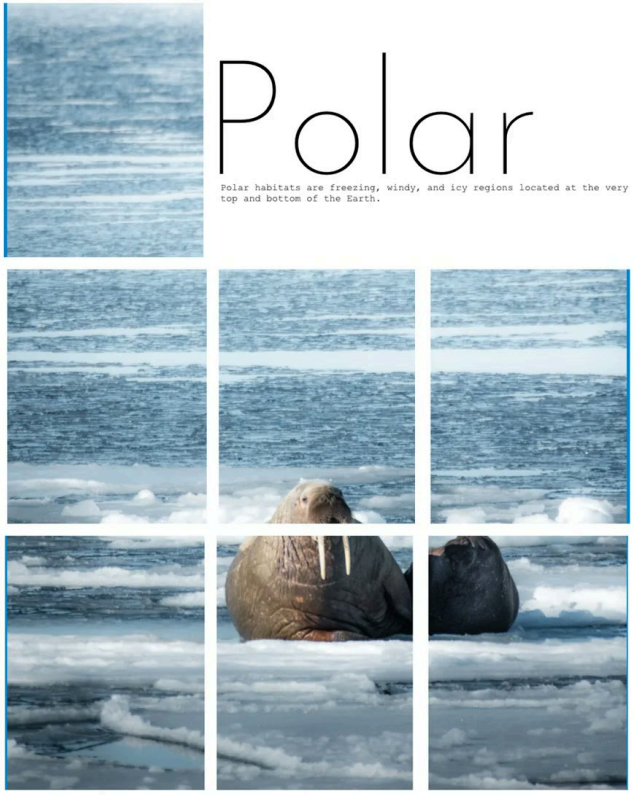






Poster explorations

Type-led poster studies







Got a brand to build?

Samuel Emeka devsamuel0611@gmail.com ng.linkedin.com/in/samuelemekawp www.instagram.com/web_phoenix____/ t.me/webphoeni6