

**Michael Mentoor**

**Themes**

Social Media  
Photography  
Brand  
Presentation

**Info**

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# Design Portfolio.

**Aug 2024**

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## About

Hi there, my name is Michael. I'm a designer, photographer, runner, indoor plant enthusiast, coffee drinker, and very much obsessed with Golden Retrievers.

I work as a **brand and marketing designer** at Byte Orbit on in-house and external projects. My passion is to develop compelling brand identities and create engaging visuals that resonate with the right audience and deliver on brand goals.

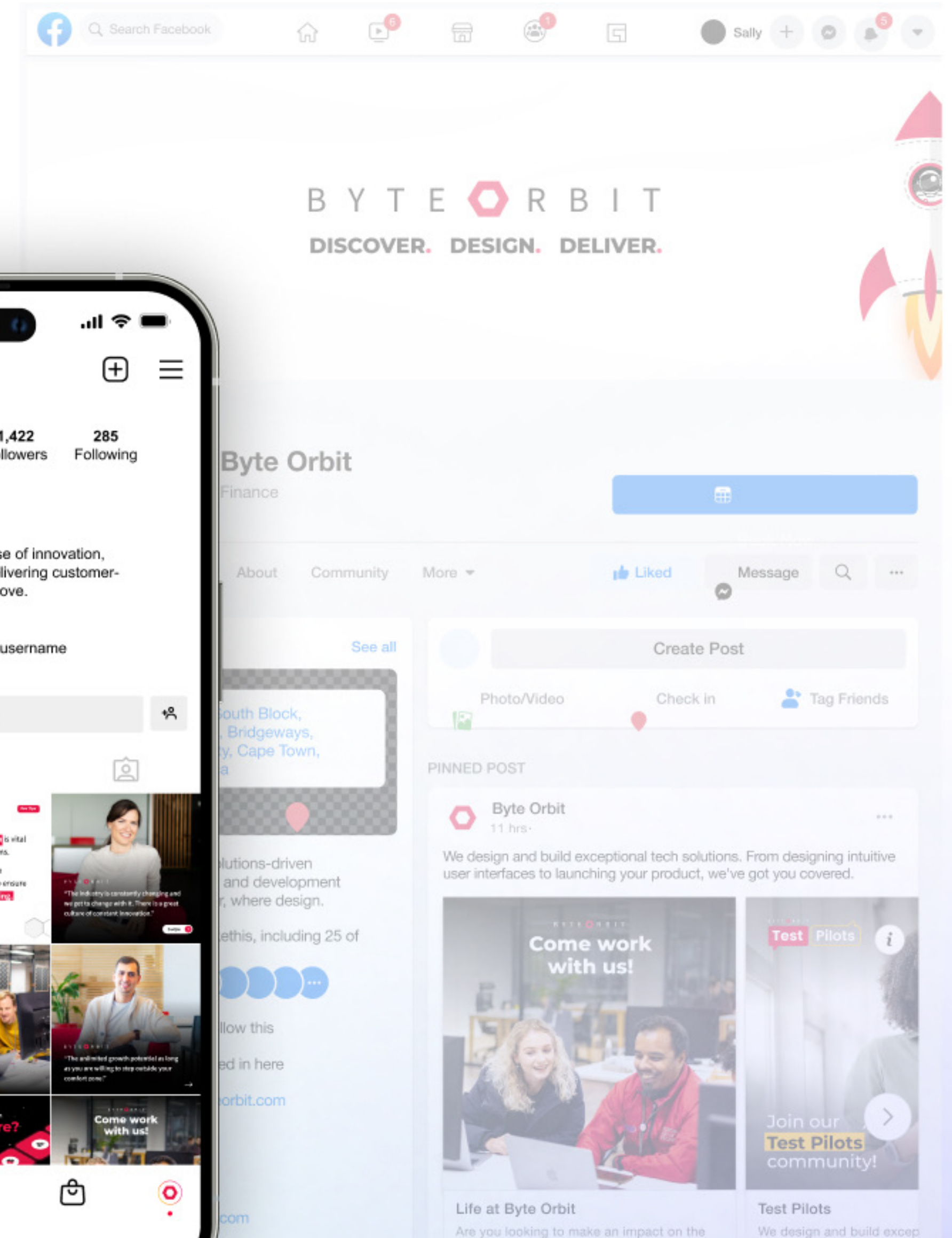
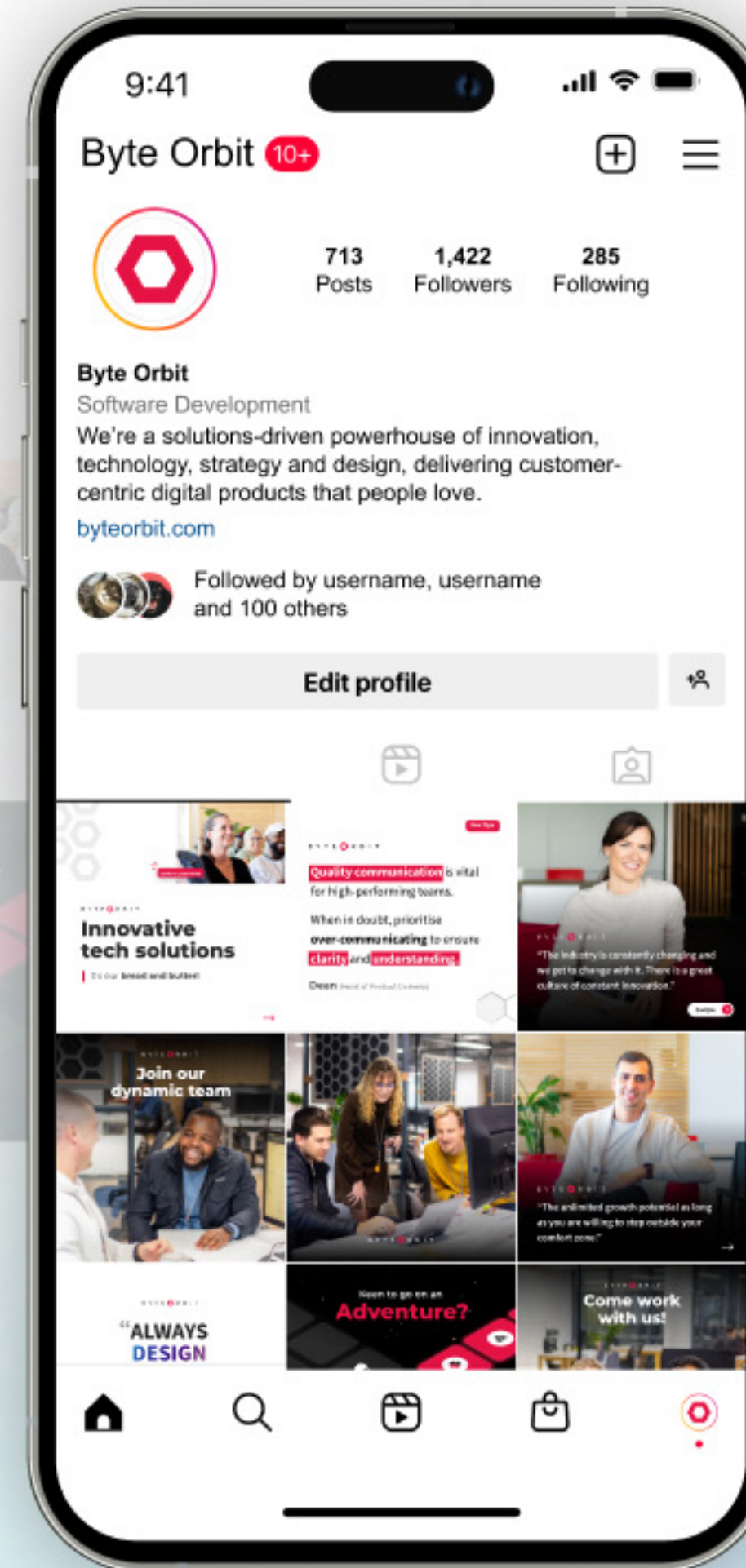
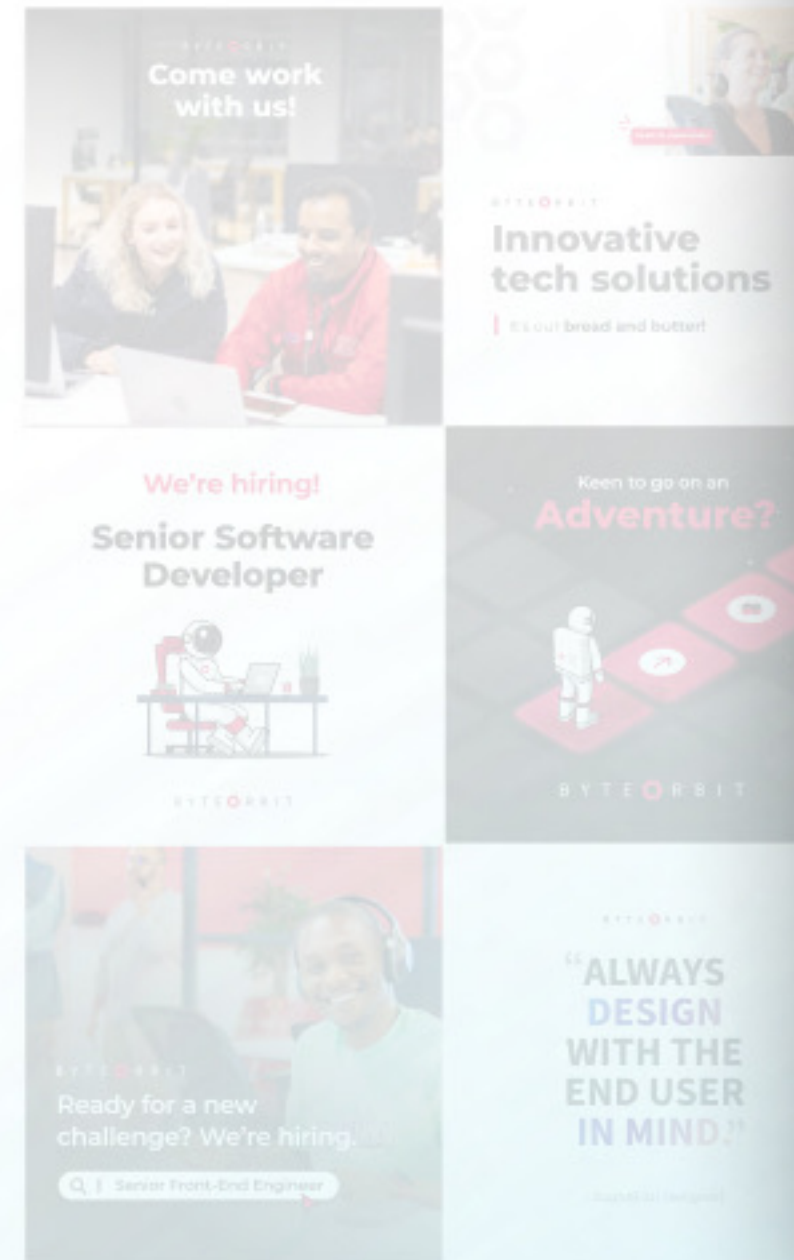
## Capabilities

- Logo Design
- Colour Theory
- Typography
- Corporate Identity
- Icons
- Illustrations
- Photography Direction
- Tone and Voice
- Collateral
- Archetypes
- Newsletters
- Presentations
- Photography
- Videography
- Social Media Management
- Community Management
- Social Media Ads
- SEO and Copywriting

# Social Media

Establishing a **strong and easily recognizable** social media presence is essential for achieving success as a brand. It is a powerful tool for connecting with your target audience, increasing brand awareness, and driving engagement.

It's important to have **engaging content** that is **strategically tailored** to each platform to ensure the **best possible results**.



# Social Media

## Profile Picture



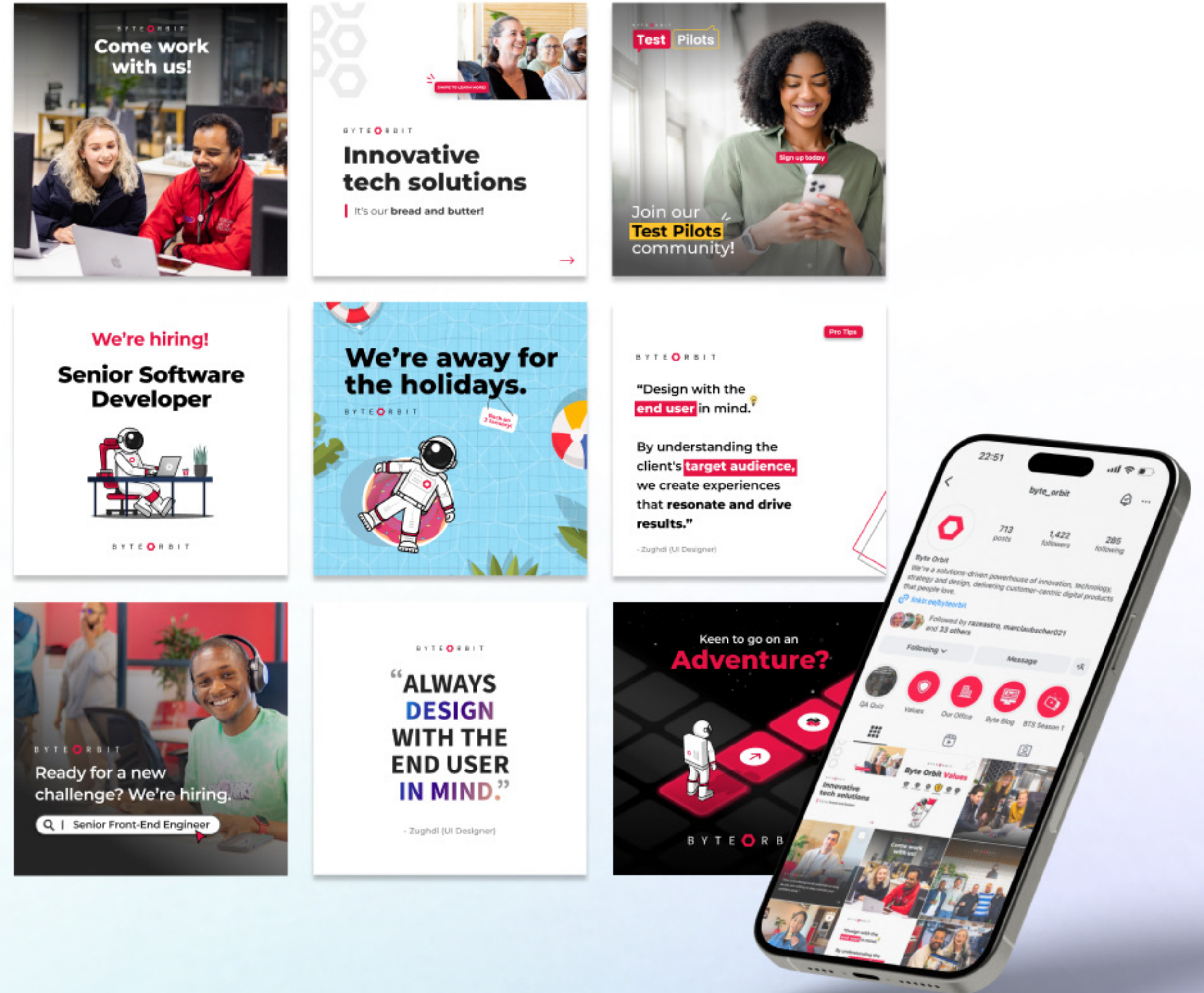
## Instagram Highlight Covers



## Strategic Design

The design process is about more than just creating visually appealing content. It's about ensuring each piece aligns with the **marketing strategy** while maintaining the **brand's CI, tone and voice, and overall objectives.**

By following **style guides and custom templates** a consistent visual identity can be achieved across all social media platforms, making the **brand easily recognisable.**



## Photography

Effective brand photography tells your brand's story through **compelling visuals** to the **right audience**. It should reflect your **brand's identity**, **align with your marketing goals**, and **ensure a consistent visual style**.













# Brand



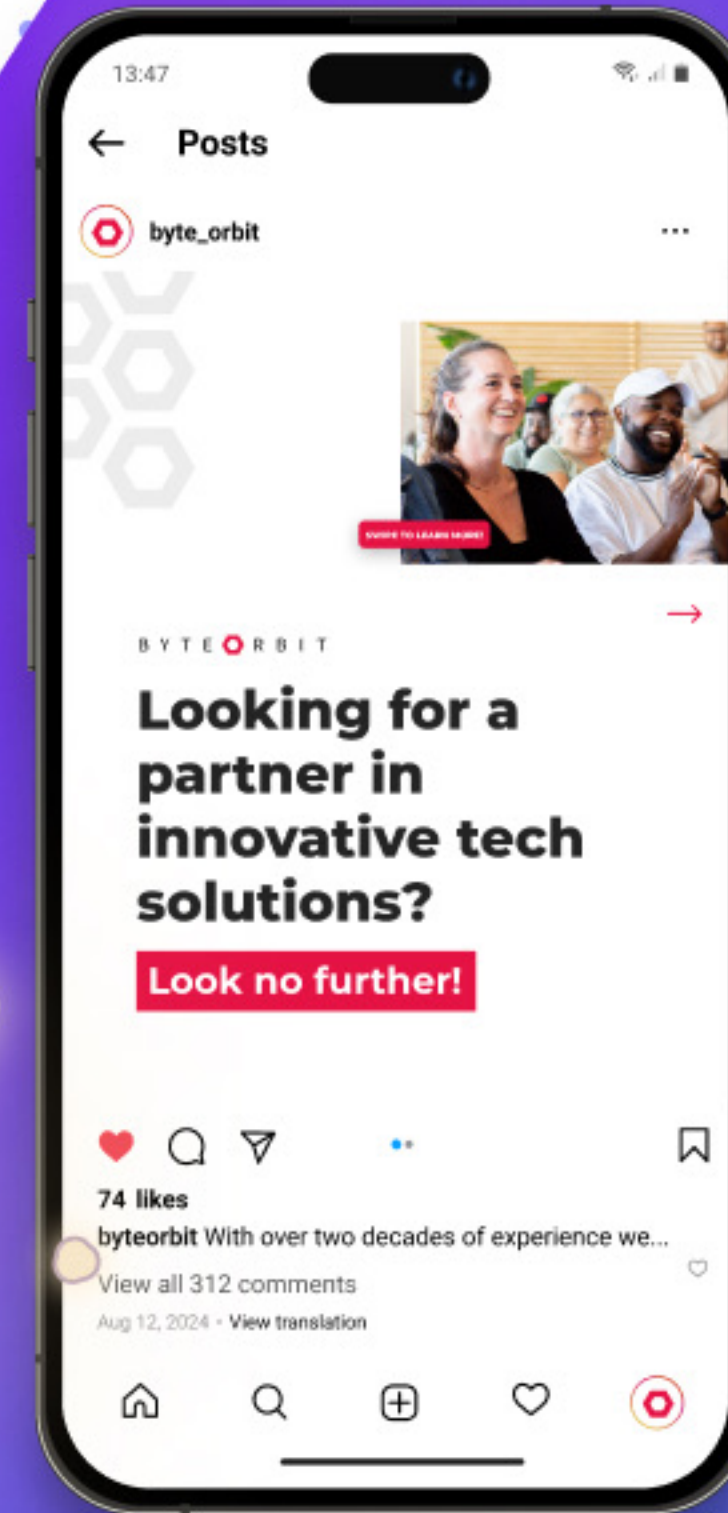
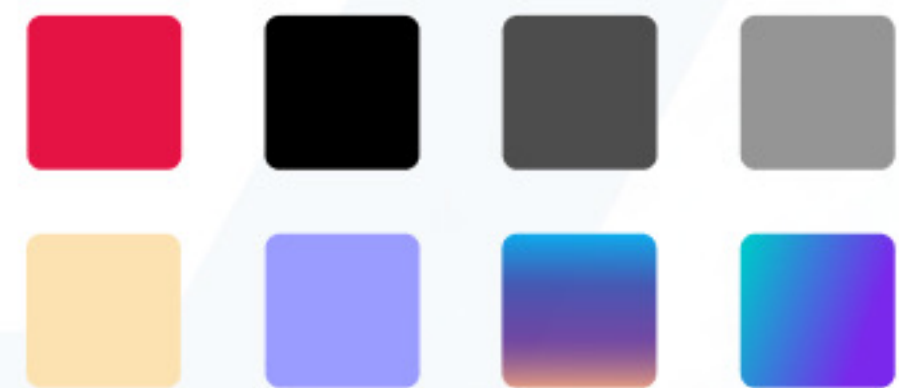
BYTE ORBIT

## Montserrat (Primary typeface)

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# Brand

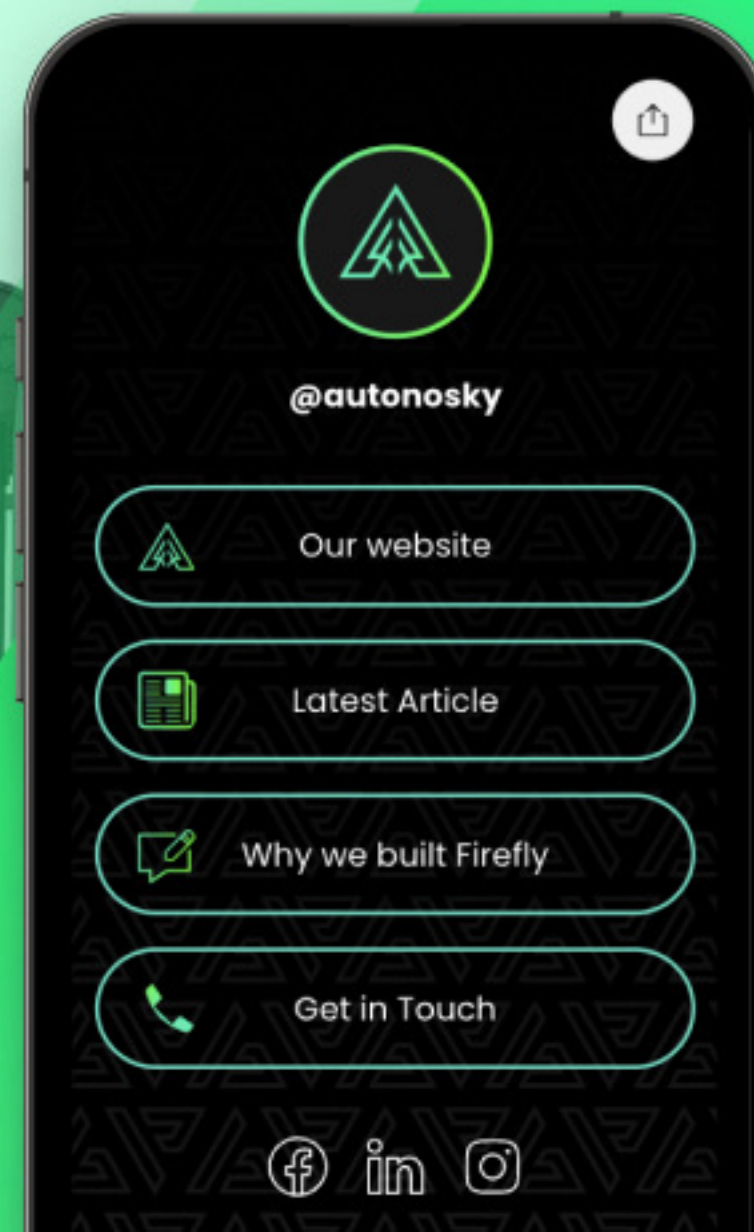
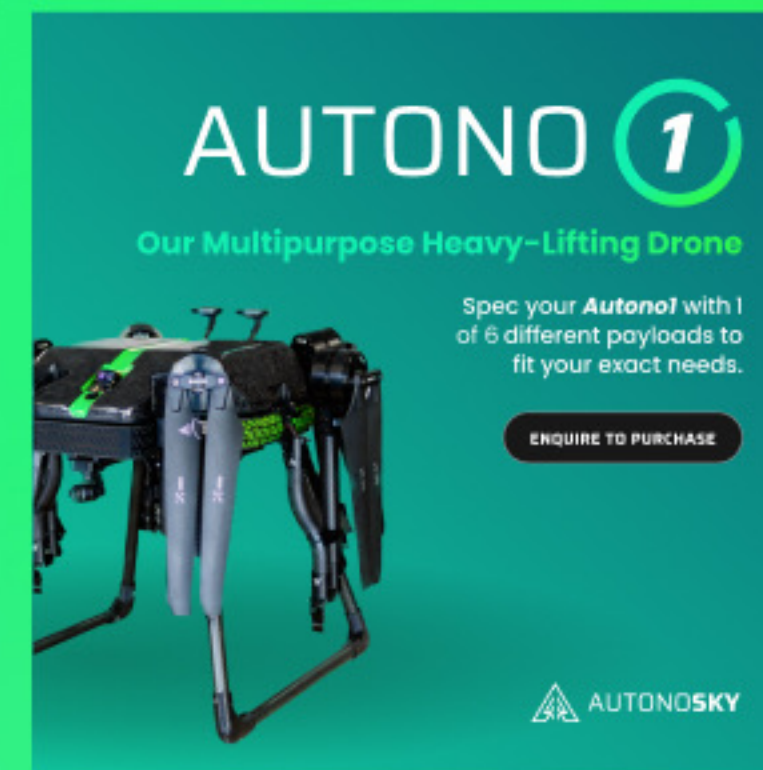
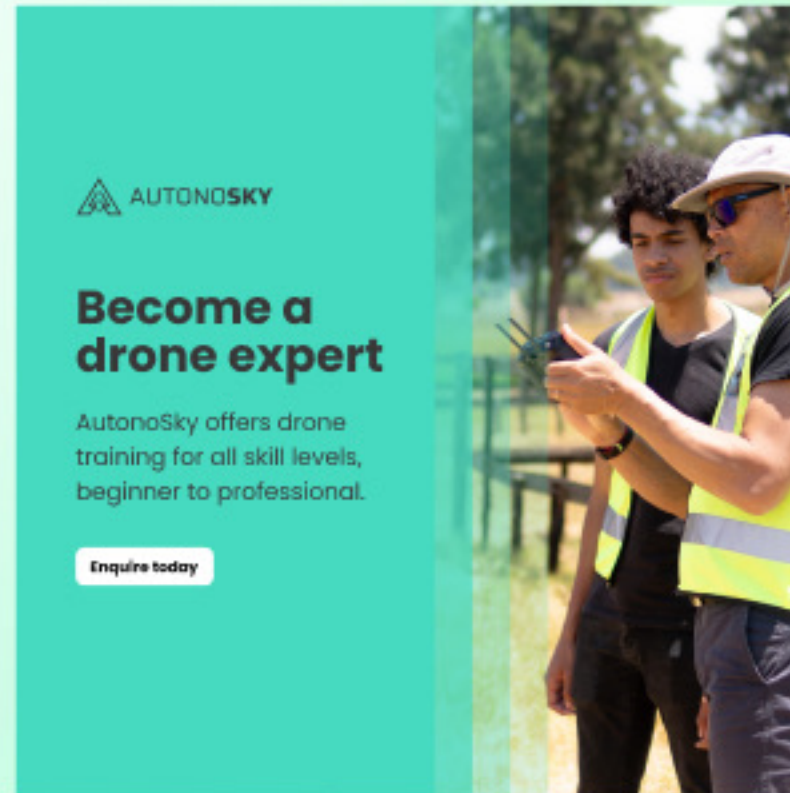
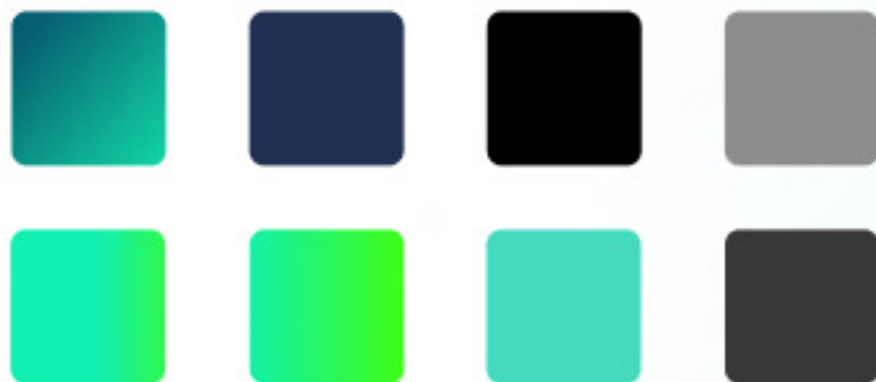


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# Presentations

Having presentation templates is great for consistency, saving time, and enhancing professionalism. Templates ensure a cohesive look, maintain brand identity, and streamline the creation of presentations across teams.



**Chapter Title**

This is an example of a section break, you can add descriptive text here about what the section is about.



BY T E O R B I T

**Contents**

Chapter Title	Chapter Title	Chapter Title
Section title 01	Section title 01	Section title 01
Section title 02	Section title 02	Section title 02
Section title 03	Section title 03	Section title 03
Section title 04	Section title 04	Section title 04
Section title 05	Section title 05	Section title 05


BY T E O R B I T

Date

**Presentation Title**

Subtitle

By: Team/Person name




BY T E O R B I T

**Chapter Title**

**Section Break Title**

This is an example of a section break, you can add descriptive text here about what the section is about.



BY T E O R B I T

**Section Title**


**Page Title Goes Here**

Subheading

Some paragraph text can go here, use as many lines as you like but try not to overwhelm the reader with too much information, keep it short and to the point.

- Bulletpoint #1
- Bulletpoint #2
- Bulletpoint #3

This image on the right is a placeholder, you can change it for something more related to your presentation.



BY T E O R B I T

**Thank You**

BY T E O R B I T

DISCOVER DESIGN DELIVER

**Design  
Portfolio.**

**Michael Mentoor**

Aug 2024