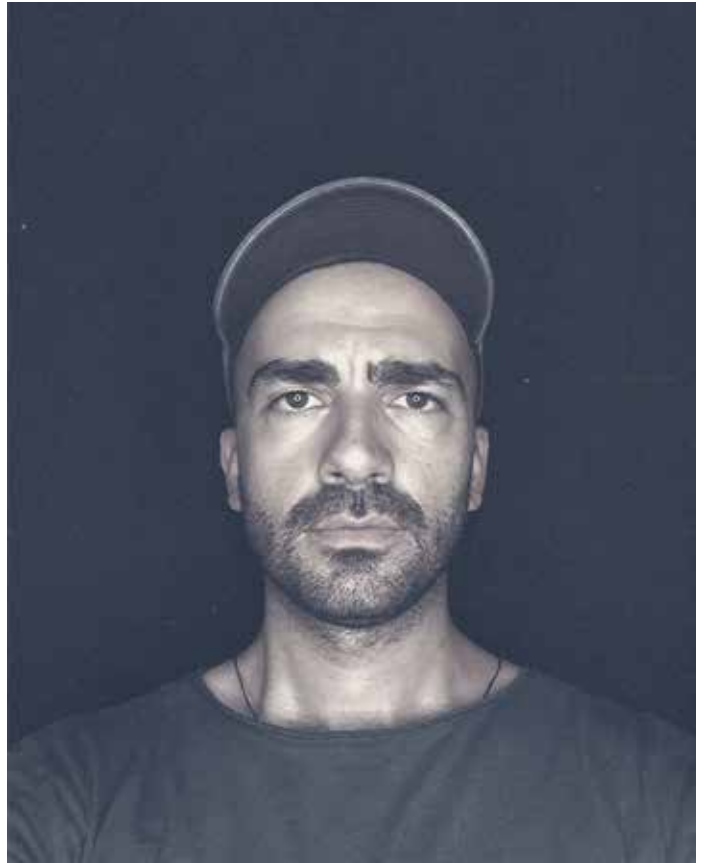


# Portfolio

# Tunç Budak

Sr. Art Director



## Clients

### **Le groupe Agence française de développement (AFD)**

- *Printing products, social media, motion, infographics, illustration, web.*

### **Antiochs Brewery**

- *Rebranding, brand identity, logo, packaging, printing products.*

### **Meci Foods/Dried&Healthy**

- *Brand identity, logo, sub-brand identity, packaging, printing products.*

### **Organik Teyze/Sevinç Teyze**

- *Brand identity, logo, sub-brand identity, packaging, printing products.*

### **AECO Law Office**

- *Brand identity, logo, printing products.*

### **Department of Social Science (Universidad Carlos III De Madrid)**

- *Photomanipulation, documentation.*

### **Bonabag**

- *Product/Catalogue free-hand drawing.*

### **Istanbul Technical University**

- *Adobe Workshop.*

### **Yıldız Technical University**

- *Adobe Workshop.*

### **Moovandji(French Workshop Provider)**

- *Adobe Workshop.*

### **Best Kebab Scotland**

- *Printing products.*

### **BEKA Fertilizer Manufacturer**

- *Printing products.*

## About

Tunç is a freelance graphic designer based in Istanbul/Turkey. He is working for his own brand Studiorekk since 2018. His works are mostly based on branding design, logo&packaging design and printing design. He mostly uses all of the Adobe Creative Suite tools and softwares for his works.

He provides graphic design services to his clients ranging from small startups to large enterprises for their all visual needs. He is also an instructor of Adobe softwares.

## Skills

Adobe Creative Suite

- *Photoshop*
- *Illustrator*
- *InDesign*
- *Premiere*
- *After Effects*
- *Audition*
- *Dimension*

## Contact

+90 5374430099

tuncbudak@gmail.com  
behance.net/tuncbudak  
Istanbul/TURKEY.

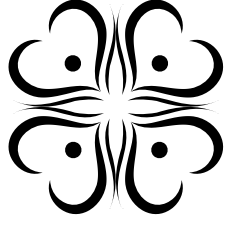
## Education

Istanbul Technical University(2016)

Bachelor's degree in Landscape Architecture

## Languages

- *English (Advanced)*
- *French (Low-Intermediate)*
- *Turkish (Native)*



SEFERİSANAT  
İNGİLİZCE VE SANAT AKADEMİ

AECO



# Brand Identity & Packaging



## Client: Meci Foods/Dried&Healthy

"Meci Foods" is a dried fruit and vegetable manufacturer based in Turkey. The company aims to export its goods to USA and demands rebranding for their old brand(Bor Foods). They wanted to have a main brand(Meci Foods) for wholesale, and the subbrand(Dried&Healthy) for retail. In their brief, they have pointed that they wanted to have a modern, sexy, bold and healthy look for their brands. For their packaging needs, the client has demanded 2 different models.

They needed taste pouches for Meci Foods in order to send their potential partners and on the other hand, they needed larger flat bottom pouches for the supermarket shelves.



MeCi  
FOODS

MeCi  
FOODS

D&H  
DRIED AND HEALTHY

D&H  
DRIED AND HEALTHY  
: VEGETABLES :

D&H  
DRIED AND HEALTHY  
: FRUITS :



R=193 G=39 B=45 1  
HEX c1 27 2d  
RGB 193 39 45  
CMYK 17 98 92 7  
LAB 43 59 37  
GrayScale 66

White  
HEX ff ff ff  
RGB 255 255 255  
CMYK 0 0 0 0  
LAB 100 0 0  
GrayScale 0





## Client: AECO Law Office

AECO is a law office focuses on cases mostly related with technology field. They aim to give a message with their new brand: "Experienced, neat, decent, not very large scale but wide range, senior level".

The client demanded this name because it's formed from the first letters of the partners' surnames (Atayılmaz, Enkür, Çetinkaya, Öner).



R=34 G=59 B=117 HEX 22 3b 75 RGB 34 59 117 CMYK 99 87 26 11 LAB 25 6 -37 GrayScale 77	R=0 G=51 B=102 HEX 0 33 66 RGB 0 51 102 CMYK 100 86 33 23 LAB 21 1 -35 GrayScale 84	R=255 G=255 B=255 HEX ff ff ff RGB 255 255 255 CMYK 0 0 0 0 LAB 100 0 0 GrayScale 0	R=51 G=51 B=51 1 HEX 33 33 33 RGB 51 51 51 CMYK 69 64 62 58 LAB 21 0 0 GrayScale 80	R=204 G=204 B=204 1 HEX cc cc cc RGB 204 204 204 CMYK 20 15 15 0 LAB 82 0 0 GrayScale 20
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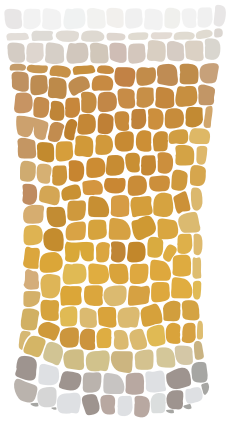


**Client: Antiochs Brewery**

Antiochs Brewery is Antakya/TURKEY based craft beer manufactures high quality beers for local bars, restaurants and groceries. The client has demanded rebranding from the scratch. Their old logo was not legible, not relevant as a trademark to compete with its opponents, contains too much details to be used as a trademark and there was no balance between logotype and emblem.

In their brief, they clearly asked for a new design which will reflect the historical value, and will highlight the most characteristic features of the city.

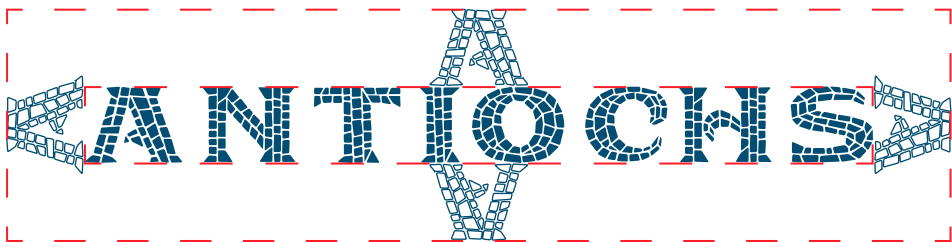
ANTIOCHS  
BEER



ANTIOCHS  
BEER

ANTIOCHS  
BEER

ANTIOCHS  
BEER





# ANTIOCHS BEER



# ANTIOCHS BEER



## Client: Familia Sagitta(Sevinç Teyze)

Familia Sagitta is a known olive oil producer family company since 1926. They wanted to create sub-brands for their olive oil, vinegar and many other organic food products.

In this project, our new brand is called "Sevinç Teyze" which is an extension of the company's other brand "Organik Teyze".

Client wanted to have a black&white freehand drawing with the real mother figure of the brand (Sevinç Teyze) and also emphasize the raw material of the product on that label at the same time.







Client: Mam Ceramic



HEX : #67818D  
CMYK : 64, 41, 36, 5  
RGB : 103, 129, 141



HEX : #F2F2F2  
CMYK : 4, 2, 2, 0  
RGB : 242, 242, 242



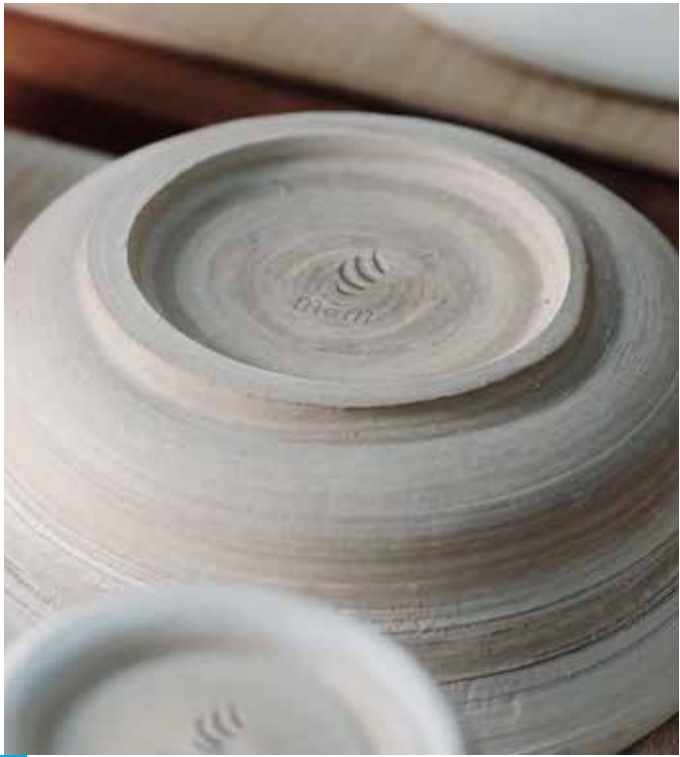
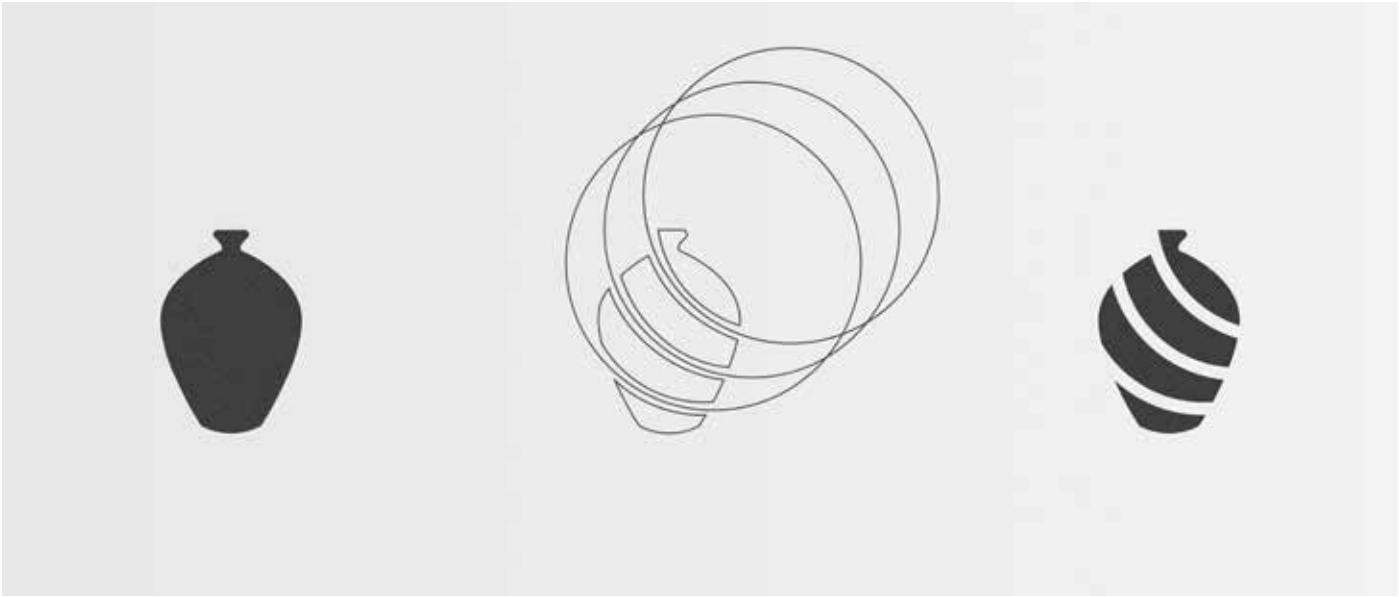
HEX : #785D58  
CMYK : 47, 59, 57, 24  
RGB : 120, 93, 88



HEX : #F48821  
CMYK : 1, 55, 99, 0  
RGB : 244, 139, 33









Client: MyDiva Cake



## Client: Le groupe Agence française de développement (AFD)

The Agence Française de Développement (AFD) Group funds, supports and accelerates the transitions to a fairer and more sustainable world. Focusing on climate, biodiversity, peace, education, urban development, health and governance, their teams carry out more than 3,600 projects in France's overseas departments and territories and another 160 countries. They contribute to the commitment of France and French people to support the sustainable development goals.





