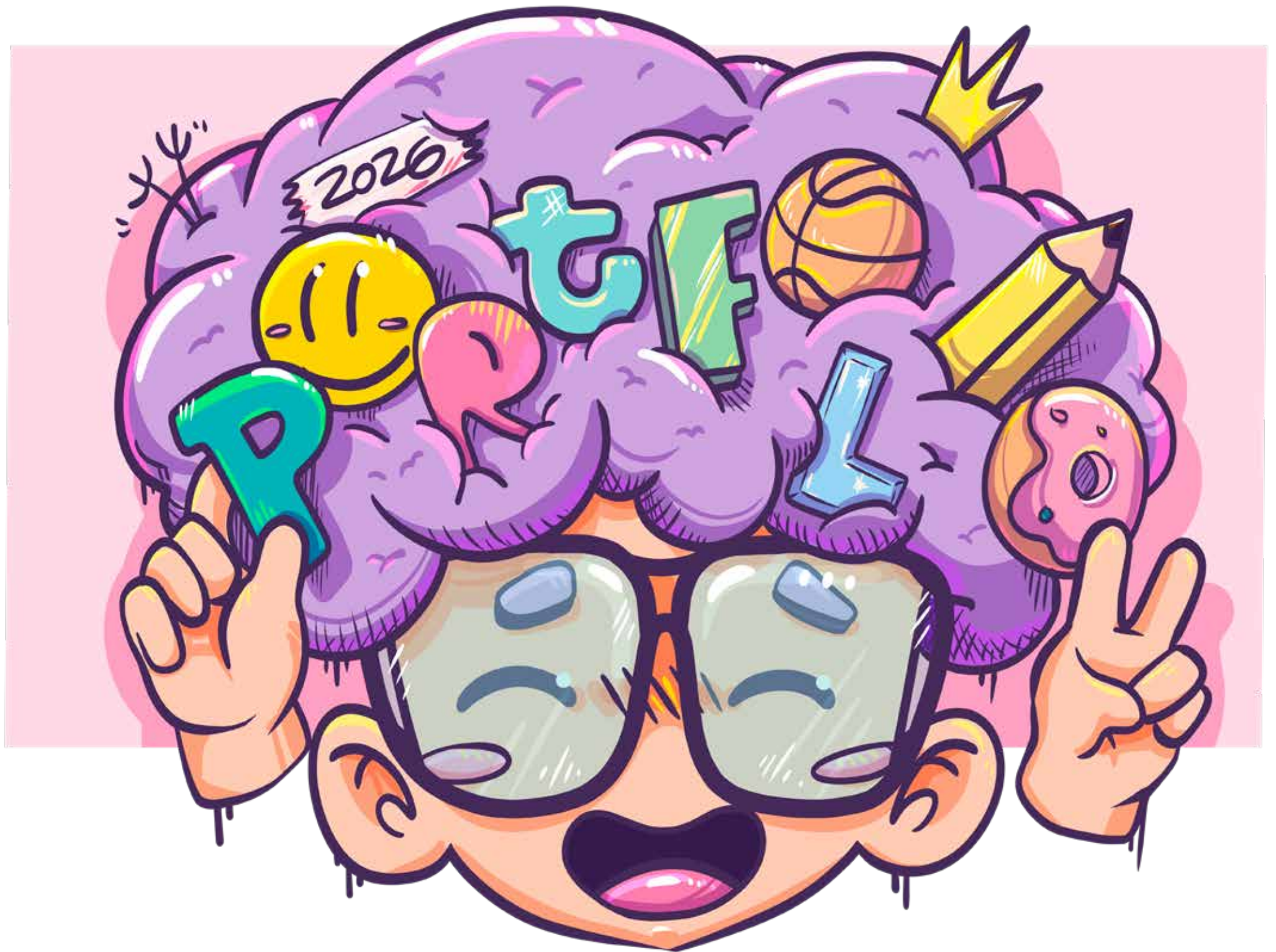




ABOUT ME ☺

I'm a graphic designer and illustrator with a strong focus on visual storytelling and character-driven design. My work blends bold, playful aesthetics with clean and functional design principles, creating visuals that are both engaging and purposeful. I enjoy exploring different styles and bringing ideas to life through illustration, branding, and digital



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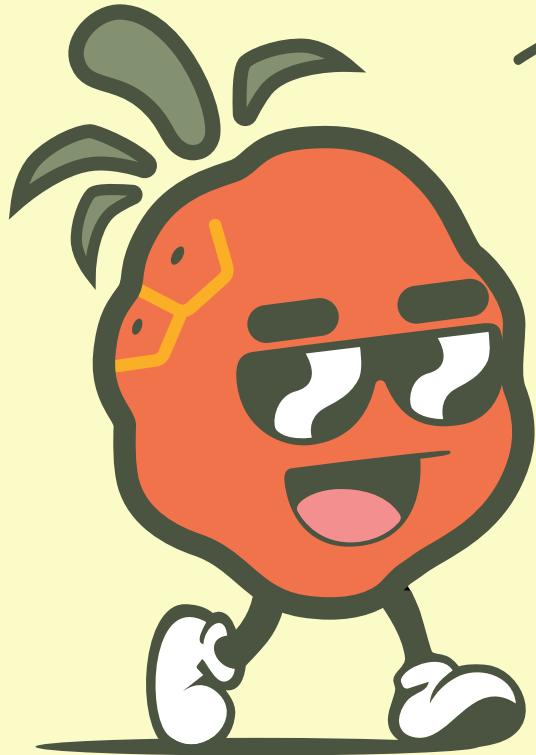


my real name
IWAO TAKEUCHI

SOFTWARES



01 - Branding



BRIEF:

PANDANA is a casual streetwear brand for people aged 16–30 inspired by surf culture and a relaxed lifestyle. The project focuses on creating a cohesive brand identity, including logo, color palette, typography, and guidelines, to build strong visual

PANDANA

- Surf
- Urban
- style
- identity

Research & Ref

PANDANA
TREE



TYPOGRAPHY

A B C D E F G H I J K L

M N O P Q R S T

U V W X Y Z



Roots
INSPIRATION



PANDANA
= FRUIT



Colour
Palette



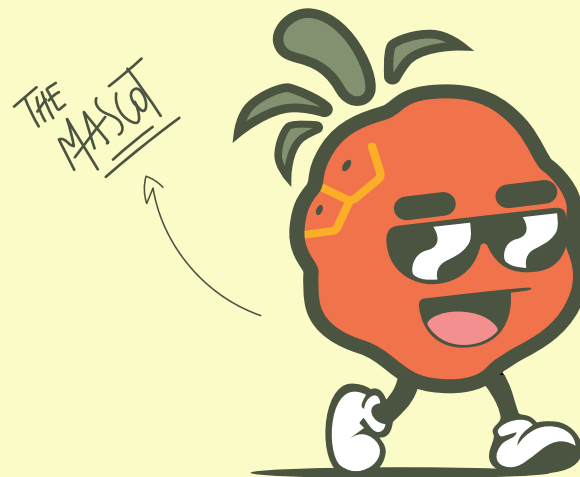
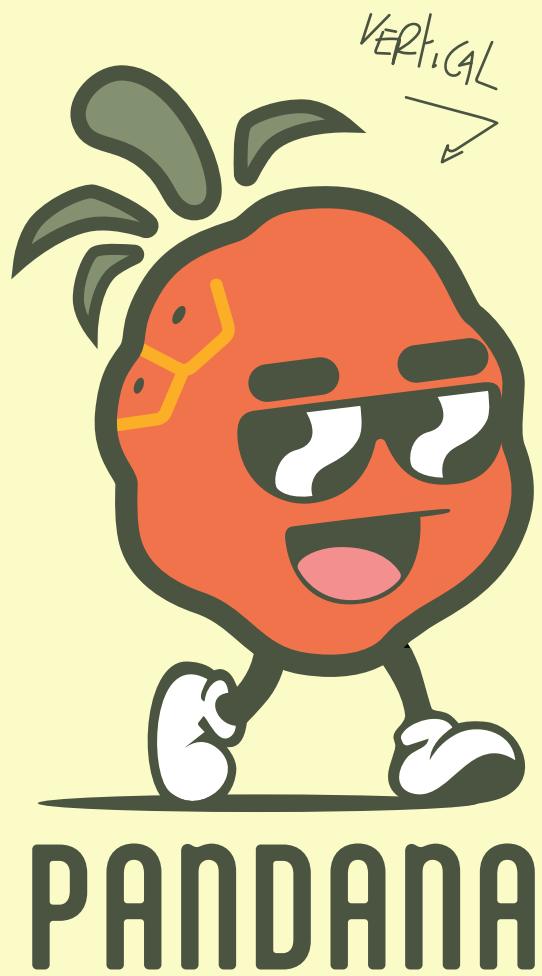
C=69 M=55 Y=71 K=24
R=75 G=84 B=65
#4B5441
PANTONE 418 C

C=54 M=33 Y=58 K=0
R=132 G=146 B=114
#849272
PANTONE 5773 C

C=0 M=64 Y=67 K=0
R=242 G=116 B=75
#F2744B
PANTONE 7416 C

C=0 M=35 Y=85 K=0
R=251 G=176 B=39
#FBB027
PANTONE 1235 C

C=0 M=53 Y=33 K=0
R=244 G=145 B=144
#F49190
PANTONE 1775 C



⚡ Mock ups ☺ ⚡



02 · WINE LABEL



BRIEF:

VinVin is a family-owned vineyard in Yarra Valley, run by third-generation winemaker Adam Beaufort. The brand combines tradition with a focus on supporting local artists through unique label designs. The target audience includes wine lovers, tourists, and retail bottle shops. The goal is to design a label for the new wine that reflect the brand's heritage, premium quality,

most important

SKETCHES & IDEAS



WINE ICONS

PLAY WITH THE WORDS!

OLD CARTOONS

COLOUR?
Y or N



LINE ART

ILLUSTRATION

- Creative C
- Unique
- Artist Style
- WINE LOVERS
- (WINE)
- DARK
- FLOW

FINAL DESIGN

"IN WINE
WE TRUST"
(CONCEPT)



WINE = GOD ♡

Cabernet ♡

Sauvignon ♡

Mock ups



IN
WINE
WE
TRUST



IN
WINE
WE
TRUST

03. PACKAGING

BAHEN & CO

CHOCOLATE MAKER

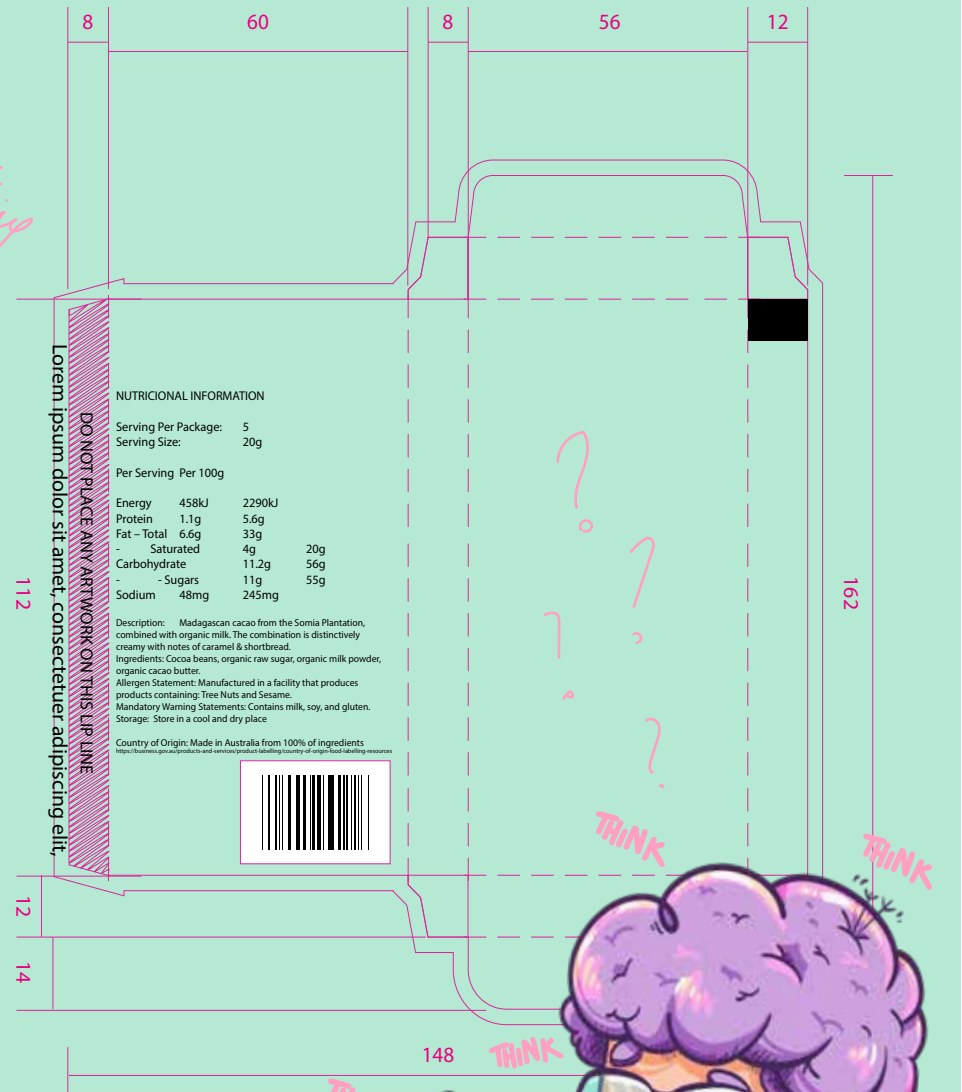
I have been commissioned to develop new packaging concepts for Bahen & Co., an artisan chocolate brand aiming to expand into IGA supermarkets. The objective is to create premium packaging that reflects the handcrafted nature of the brand, stands out on shelves, and competes with leading chocolate brands.

The designs will cover three flavours Organic Milk Chocolate, Hazelnut Praline, and House Blend 88%—each with clear visual differentiation. The packaging should combine an artisan aesthetic with subtle gold foiling and be applied accurately to the provided dieline.

FLAVORS

HAVE TO
= STAND OUT

Something
New



PANTONE COLOUR INFORMATION

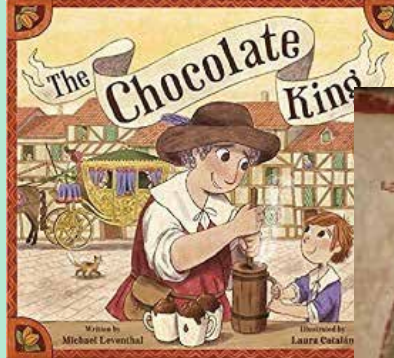
 DIELINE

 GOLD DETAILS



Mood Board

CHARACTERS



Illustrations



Need more feeling

FINAL DESIGN

Concept: "Feelings" → How Does Chocolate Make you feel? ♥



♡♡ Milk VPS ♡♡



04. CUPS LABELS

BiCup

The difference and why it's important

2 designs

I have been commissioned to create two original illustrations for the Biopak Art Series Cups, an initiative by Biocup to promote artists while supporting environmentally friendly products.

The designs will be applied to paper coffee cup labels and must reflect creativity, originality, and strong visual impact.

The illustrations can be in any style but must be 100% original (no photography). The goal is to develop engaging artwork that transforms the cup into a visual canvas, appealing to café customers while aligning with Biocup's sustainable and artistic values.



ORIGINAL

References
of
last
Artist



- SUSTAINABLE
- ORIGINAL
- EYES CATCHING
- FUN
- MY STYLE
- COLOURFULL



FINAL
ART
=

OP 1



OP 2





Mockups

WUANK

Let's create something together



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