

VICTOR GREAVU

portfolio





I am passionate about the visual, about things that can be seen, the tangible. I started in high school creating posters and invitations for the church I went to in my hometown. As the years have gone by, I've had the privilege of working with various churches and companies, providing them with customized visual solutions that reflect their identity and values. I have had the opportunity to create a variety of graphic materials for churches, including posters, brochures, flyers and social media materials as well as conference and festival packages. Through these projects, I developed visuals that convey powerful spiritual messages, helping to create an atmosphere of reflection and community.

Lately I've started to move towards passing the baton on to other students who are passionate about graphic design and graphic design. I believe that sharing information helps to develop both as an individual and as a society.



CONTUR

n e d e f i n i t

AMiCUS 2023 national congress

EVENT DESCRIPTION

The event “Undefined Contour”, organized by the AMiCUS Association, took place in an inspiring setting at the Adventist Educational Centre in Stupini, Brasov on April 28 - May 1, 2023. Participants, coming from diverse backgrounds and with varied interests, came together to experience an inner journey full of discovery and connections. The AMiCUS Association is an Adventist student association and it organizes the youth congress every spring and spiritual themes are addressed at this congress. The title of the 2023 congress was “Undefined Contour”. Its theme tried to answer the question “How can I give a contour to my life?”.

The following elements needed to be created:

Concept

Social Media

- Template for stories and posts

Print

- Banner 2x3m
- Stickers
- Name badges for each participant
- Bookmarks
- Personalized agendas

Tehnic

- Intro animation
- Customized PowerPoints
- Lower Thirds for Live

LOGO



The main logo of the event was the title of the congress for which the Montserrat typeface was modified. The letters of the word “unfinished” were cut to bring out the idea of unfinished.

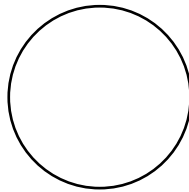


The gold line is part of the second visual element, the outline of a portrait. It links the congress title to the visual element found on the materials used at the event.

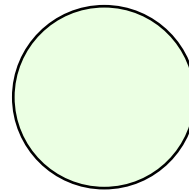
Along with these, a drawing of a partial portrait symbolizing an undefined outline. This is more subtly present on the materials used.

COLORS

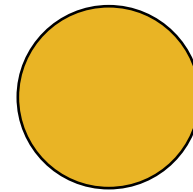
Light shades were chosen for the color palette. The predominant color is white with a pastel green. A much brighter shade of gold is used for contrast.



White
HEX: #FFFFFF
RGB: 256 256 256
CMYK: 0 0 0 0



Nyanza
HEX: #EBFFE3
RGB: 235 255 227
CMYK: 7 0 14 0

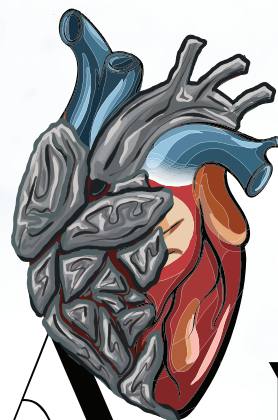


Urobilin
HEX: #E9B427
RGB: 233 180 39
CMYK: 9 29 97 0





M E T A N O I A



EVENT DESCRIPTION

The event “Metanoia”, organized by AMiCUS Association, took place in Timisoara on 24 - 26 November 2023. Participants, coming from diverse backgrounds and with varied interests, came together to experience an inner journey full of discovery and connections. The AMiCUS Association also organizes a creative festival every autumn and spiritual themes are also addressed at this festival. The title of the 2023 festival was “Metanoia”. Its theme was change of heart.

The following elements had to be created:

Concept

Social Media

- Template for stories and posts
- Creating a layout for instagram

Print

- Banner 2x3m
- Stickers
- Badges for each participant
- Personalized mug
- Diplomas

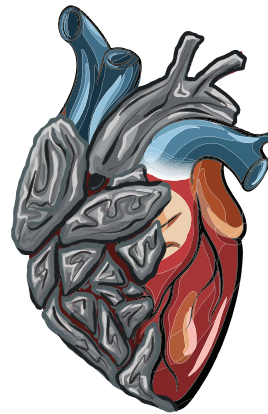
Tehnic

- Intro animation
- Transition animation
- Background animation
- Customized PowerPoints
- Animated Lower Thirds for Live

LOGO

The central **visual element** is a heart and marble hands. The symbol can also be used separately. The heart can be used on small materials, while on large materials it can be used in combination with the hands. This logo was created with the help of two other students who drew the heart and the hands.

Beneath the heart are **marble hands**. They represent **God's** hands gently holding the heart, symbolizing divine guidance and support.



The heart is initially represented as a heart of stone, emphasizing the idea of change and personal growth. The heart of stone will gradually transform into a softer, more organic heart shape as the event progresses, representing the positive changes that participants can experience.



TYPEFACE

The “Against” typeface has been adapted and modified to be unique in the context of the “Metanoia” congress. Details were added to communicate the depth and importance of the spiritual transformation being addressed at the event and to give the title a story feel.

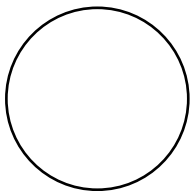
M E T A N O I A

COLORS

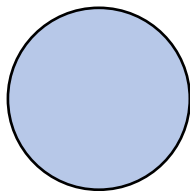
White, as the main color in the palette, symbolizes purity, clarity and light. In the context of ‘Metanoia’, white can be interpreted as a search for inner light, a release from hardship and a guide to truth. The simplicity and clarity that white suggests can be seen as essential elements in the process of personal transformation.

On the other hand, black brings a touch of depth, mystery and introspection. In the festival, this color emphasizes the deeper aspects of spiritual transformation and the importance of reflection and self-discovery in this process. Black also emphasizes the seriousness and solemnity of the event.

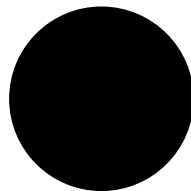
Light blue suggests calm, tranquility and wisdom. This color induces relaxation and inspires contemplation and reflection. In the context of “Metanoia”, light blue represents the search for inner tranquility and spiritual harmony in the process of personal transformation, and is also associated with hope and aspiration for a brighter future.



White
HEX: #FFFFFF
RGB: 256 256 256
CMYK: 0 0 0 0

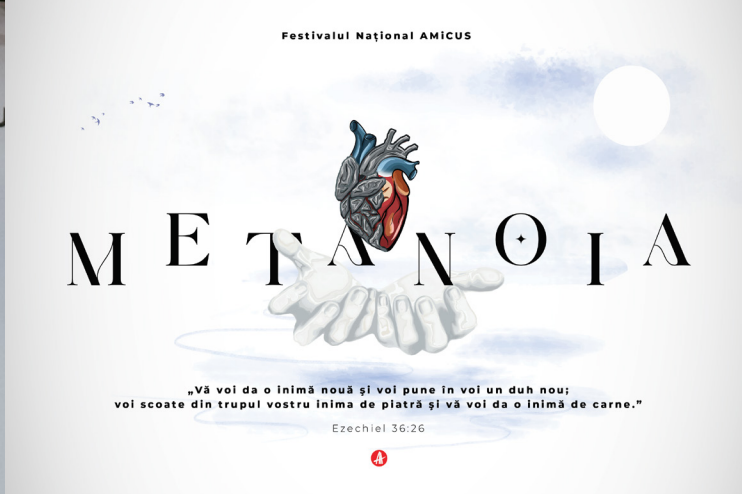


Light Steel Blue
HEX: #B7C8E7
RGB: 183 200 232
CMYK: 26 15 0 0



Black
HEX: #000000
RGB: 0 0 0
CMYK: 100 100 100 100







Adventist Youth Congress in Muntenia

EVENT DESCRIPTION

The “One” event organized by the Seventh-day Adventist Church in the Muntenia Area, took place at the Adventus University in Cernica, Ilfov County, on June 28-30, 2024. The participants were Adventist youth from the Muntenia area of all ages. The Congress was organized both for knowledge and for the soul with a religious theme as the main topic. The theme was unity and faith.

The following elements had to be created:

Concept

Social Media

- Template for stories and posts
- Posts and story for guests
- Animated story

Print

- Banner 7.25x1.5m
- Stickers
- Name badges for each participant
- Personalized T-shirt
- Badges
- A3 posters with various Bible stories

Tehnic

- Intro animation
- Transition animation
- Background animation
- Customized PowerPoints
- Animated Lower Thirds for Live

LOGO

The central **visual element** consists of two elements. These being an image of a dove and Jesus. At the base is the biblical text from Ephesians 4:5 “There is one Lord, one faith, one baptism”.

The dove represents baptism in the Biblical text. It was created using Adobe Firefly and then edited in Adobe Express.



The image of Jesus represents the “one Lord” of the Bible verse. It also resembles the shape of a cross. A cross representing “one faith”. This image was created with Adobe Firefly and then edited in Adobe Photoshop.

TYPEFACE

The typeface “Krok” is a very round sans serif typeface that was used for the logo of the youth congress “ONE” because it conveys modernity and accessibility, which are essential to attract a young audience. The round shapes symbolize unity and friendship, perfectly reflecting the theme of unity. In addition, the font is highly legible across all media, ensuring clear and effective communication.

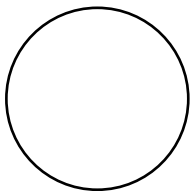


COLORS

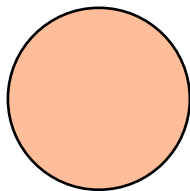
White symbolizes purity and clarity, creating a clean background that highlights the other colors. It provides a neutral background that helps the other colors stand out and ensures legibility of text and clarity of images. Also, using white as a negative space adds a feeling of openness and breathability to the design, making it appear cleaner and more organized.

Fuzz peach, being the color of the year 2024, gives the logo a modern and contemporary feel, appealing to young people and connecting with current trends in design and fashion. This warm and vibrant color brings a feeling of comfort and visual appeal, stimulating positive and approachable feelings essential for the atmosphere of a youth congress. In addition, fuzz peach adds energy and dynamism to the design, reflecting the enthusiasm and vitality of young participants.

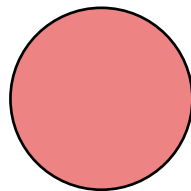
Pink was chosen to add warmth and empathy, emphasizing a friendly and welcoming environment. Associated with feelings of love and friendship, this color helps to create a sense of community and support at the event. Pink is also linked with creativity and individual expression, encouraging participants to feel inspired and express their personality, ensuring a harmonious balance in the logo design.



White
HEX: #FFFFFF
RGB: 256 256 256
CMYK: 0 0 0 0

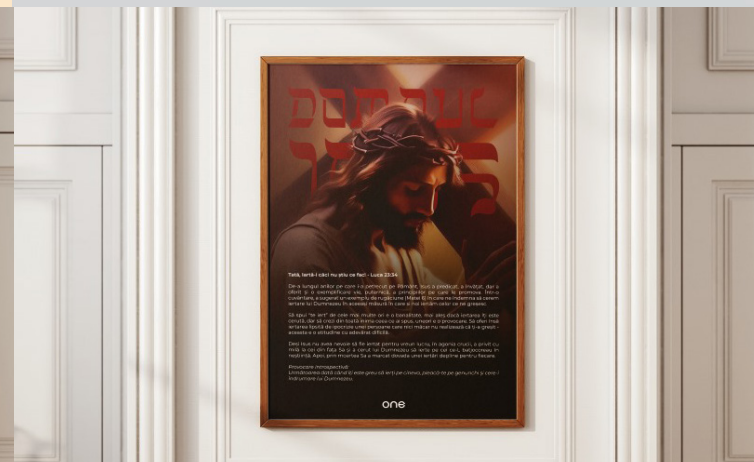


Peach Fuzz
HEX: #FEBE98
RGB: 254 190 152
CMYK: 0 25 40 0



Rose
HEX: #EX8283
RGB: 236 130 131
CMYK: 0 45 44 7







CONCEPT

The AMEX Retail logo is simple and elegant, representing both its commercial identity and commitment to the global business environment. In two shades of dark blue, it symbolizes trust, stability and professionalism.

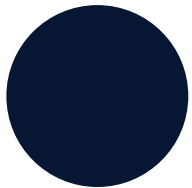
The center of the logo is dominated by a stylized “X”, which emphasizes the company’s commitment to global connectivity and to bringing the different parts of the world together in its retail activities, and next to it is outlined an earthly globe. This globe suggests the global nature of the company’s retail activities, underlining its connectivity and commitment to the world market.

The simple shape and clean lines of the logo give it a modern and versatile look, adaptable for use in a variety of environments and marketing contexts. It is a powerful symbol of integrity and global impact in retail.

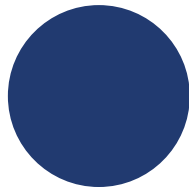


COLORS

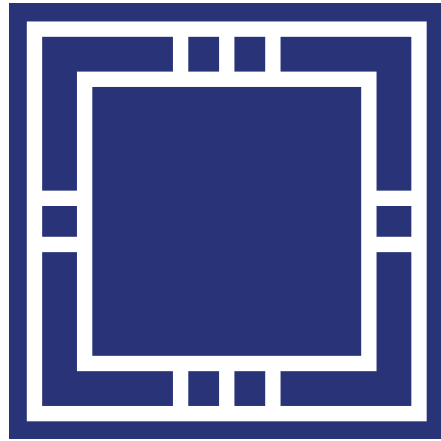
The shades of dark blue for the AMEX Retail logo are chosen to suggest confidence, stability and professionalism, while giving it an elegant and refined look. This versatile color fits well in different marketing contexts, contributing to a strong brand identity.



Maastricht Blue
HEX: #071733
RGB: 7 23 41
CMYK: 96 85 48 62



Indigo
HEX: #213A70
RGB: 33 58 112
CMYK: 100 87 28 14



Compliance Integrity Solutions



CONCEPT

The Compliance Integrity Solutions logo is designed to communicate the company's strong commitment to integrity and professional solutions. Central to its design is a square in shades of dark blue, signifying the stability and trust that the company promotes. This color choice conveys a sense of seriousness and trust, essential to the compliance field.

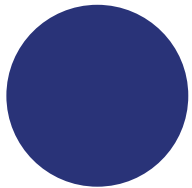
Around the square, thin white lines outline the logo, suggesting transparency and clarity in all aspects of the company's business. These lines also symbolize the complex connections and networks the company manages in the area of compliance and integrity.

Through this combination of shapes and colors, the logo expresses simplicity and elegance, while reflecting the company's deep commitment to high standards of integrity and ethics in the delivery of its solutions. It is a powerful symbol of the credibility and professionalism that defines this company.

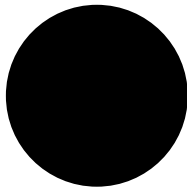


COLORS

Dark blue suggests stability and trust, signifying the responsibility and seriousness with which the company approaches compliance issues. This shade of blue is also associated with professionalism and reliability, giving a clear message to customers about the company's enduring commitment to integrity.

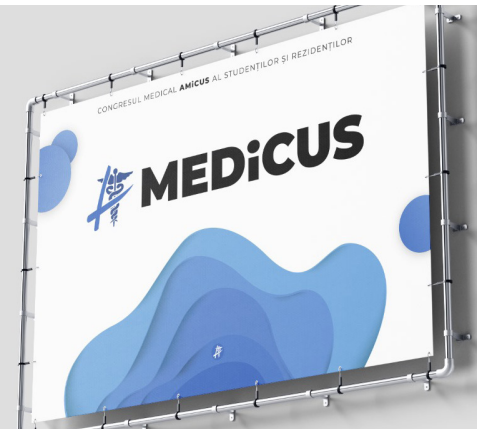
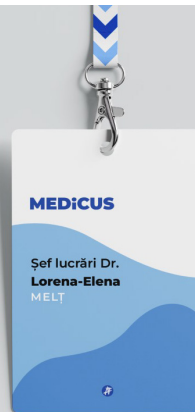


St. Patrick's Blue
HEX: #293378
RGB: 41 51 120
CMYK: 100 95 21 8



Black
HEX: #000000
RGB: 0 0 0
CMYK: 100 100 100 100

medicus conference for students and residents



EVENT DESCRIPTION

The event “MEDiCUS” AMiCUS Student Association, took place at the Adventist Educational Center in Stupini, Brasov on May 16 - 19, 2024. The Congress was for students and residents at medical schools in the country and each participant received a certificate accredited by the Romanian College of Physicians.

The following elements had to be created:

Concept

Social Media

- Template for stories and posts
- Numerous posts for instagram

Print

- Banner 2x3m
- Stickers
- Name badges for each participant
- Diplomas
- Certificates

Tehnic

- Customized PowerPoints

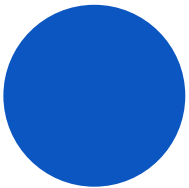
LOGO

The central **visual element** is the AMiCUS logo combined with Caduceus (the serpent coiled on the staff of Hermes).



COLORS

Blue is a color that induces calm and tranquility, which is essential in a medical context. It also conveys trust and security, two fundamental values in the relationship between medical professionals and patients. Blue is widely accepted and does not generate strong reactions, making it ideal for a professional event where it is important that participants feel comfortable.

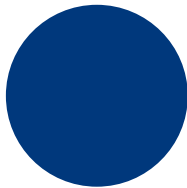


Sapphire

HEX: #2E5BA9

RGB: 46 91 169

CMYK: 73 46 0 34

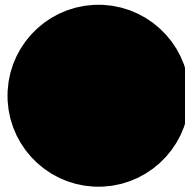


Dark Cerulean

HEX: #00387C

RGB: 0 56 124

CMYK: 100 88 24 9



Black

HEX: #000000

RGB: 0 0 0

CMYK: 100 100 100 100