

***RIHARDS SERGIS***

***GRAPHIC DESIGN***

***PORTFOLIO***



***WEIRDLY DIFFERENT***

# ABOUT ME

I am Rihards Sergis, a graphic designer & photographer from Latvia. A normal guy who is not quite a typical graphic designer & photographer with a unique mindset and fresh vision, dive into my **WEIRDLY DIFFERENT** and often controversial world.

With that said, I like to experiment and see opportunities regardless of media and projects. Not afraid to accept new challenges and step out of my comfort zone because in that way I can only improve as a designer and a person.

## EDUCATION

Scuola Politecnica di Design  
*Master's Degree in Visual Arts*  
2023-2024

Drake University  
*Bachelor's Degree in Arts*  
2020-2022

Colby Community College  
*Associate's Degree in Arts*  
2018-2020

## WORK EXPERIENCE

WT-Studio (Milan, Italy)  
2024

"KEST" Restaurant  
2022-2024

"NOSKRIEN ZIEMU"  
2022-2025

Sports Club "AŠAIS"  
2020-2023

Freelance Graphic Designer  
& Photographer  
2020-Present

Drake Magazine (Iowa, USA)  
2021-2022

## CONTACTS & SOCIALS

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[@rsergisdsgn](#)  
[@rsergis99](#)

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Rihards Sergis

Behance:  
[behance.net/rihardssergis](https://www.behance.net/rihardssergis)

Website:  
[www.rihardssergis.com](http://www.rihardssergis.com)



# ***CONTENT***

**01.**

**PERSONAL BRAND**

*Weirdly Different*

**02.**

**HYMIN**

*The Divine Music Festival*

**03.**

**OTIUM**

*A Specialty Coffee Brand*

**04.**

**ESNC**

*A Hard Kombucha Brand*

**05.**

**APAX**

*Type Specimen Book*

**06.**

**FARINA**

*An Italian Café*



**01.**

## **PERSONAL BRAND**

*Weirdly Different*

Personal project

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign

2024

My personal brand identity. My logo was inspired by my hobbies, interests, graphic design, and photography. I want to showcase myself in a fun, playful, **DIFFERENT**, and professional way. Being a graphic designer and photographer, I needed a logo that suits both fields and could stand out.

My brand slogan, "**WEIRDLY DIFFERENT**," is based on myself. I like to be different, go against the rest, be controversial, and break the rules to create my own rules because, in this way, life is more interesting and unique.

**Branding, Identity**

**PERSONAL BRAND**



**NEW YORK** THE BIG APPLE

From the iconic skyline adorned with towering skyscrapers to the bustling streets pulsating with energy all of hours, NYC is a playground for adventures and forgotten tales. Its melting pot of cultures infuses the city with an eclectic mix of languages, cultures, and traditions, creating a tapestry of experiences that tantalize the senses.

**RIHARDS SERGIS**



**GRAPHIC DESIGN PHOTOGRAPHY**

**CALIFORNIANIZATION**



The laid-back lifestyle, sun-kissed beaches, and the pursuit of hedonistic pleasures that have come to define the Golden State. Beyond its beachfront, however, is a state of mind, a creative attitude that permeates the air of the West Coast.

It's a fusion of surf, sand, and glamour, blending seamlessly with the entrepreneurial spirit of Silicon Valley. In both a celebration and a critique of the California dream that continues to captivate the imaginations of millions around the world.

**SAN FRANCISCO**

**GOLDEN GATE BRIDGE**

It boasts a vibrant orange hue against the backdrop of the Pacific Ocean and the city skyline. Completed in 1937, its graceful Art Deco design and towering red-orange towers have made it a beloved landmark, attracting millions of visitors annually to marvel at its grandeur and snap photos from its pedestrian walkways.



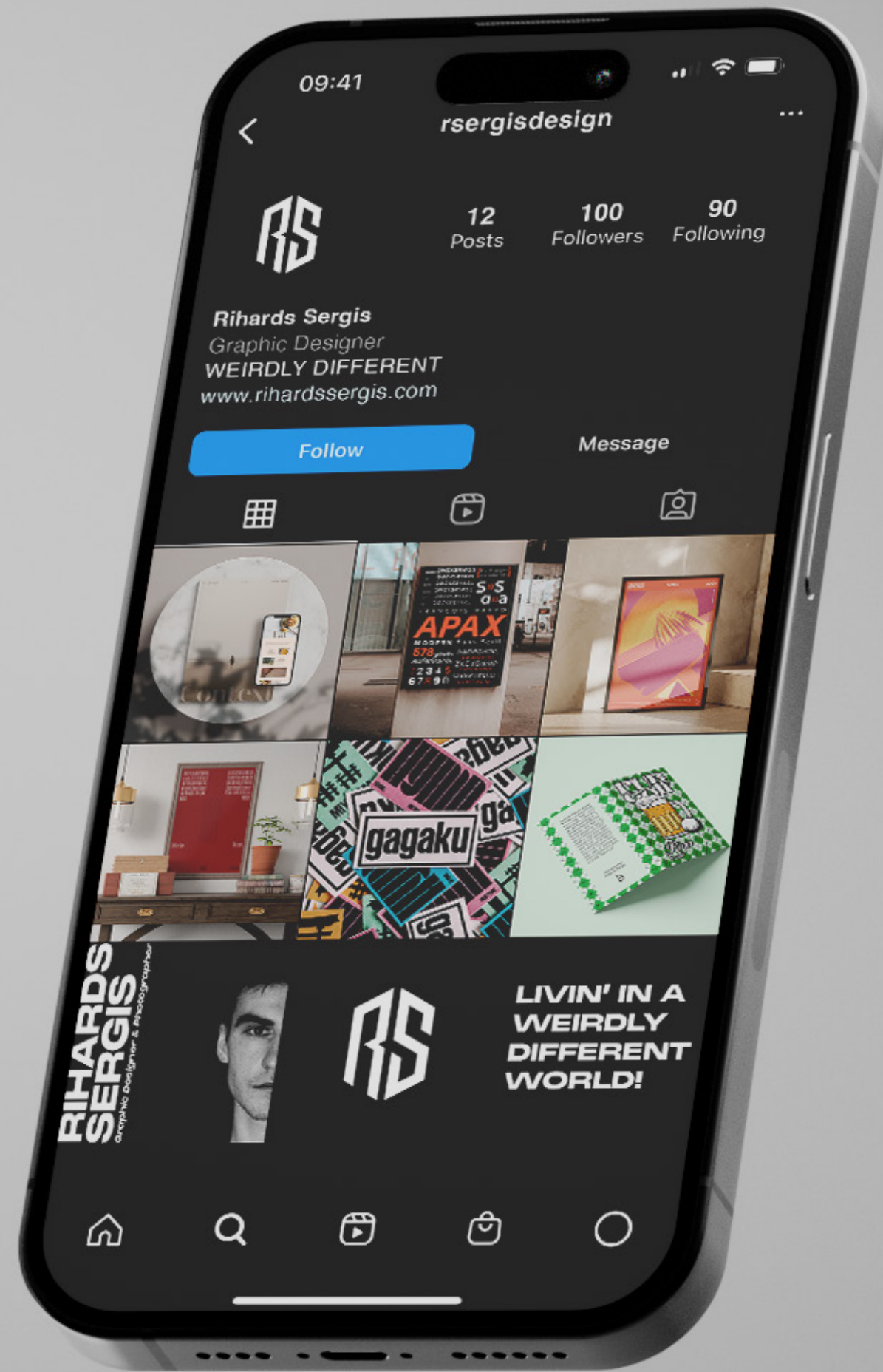
Branding, Identity

PERSONAL BRAND



Branding, Identity

PERSONAL BRAND



Branding, Identity



PERSONAL BRAND

**A NEW GRAPHIC DESIGNER &  
PHOTOGRAPHER IS IN TOWN.  
HIS NAME IS RIHARDS SERGIS  
aka, ME!**

**LET'S CREATE YOUR  
DREAM PROJECT TOGETHER!**

**+371 26528232**

**[www.rihardssergis.com](http://www.rihardssergis.com)**

**[rsergisdesign@gmail.com](mailto:rsergisdesign@gmail.com)**







Branding, Identity



PERSONAL BRAND



VOL. 1

# A DAY OF PHOTOGRAPHY ADVENTURES

CHICAGO EDITION

RIHARDS SERGIS



## SUNRISE AT LAKE MICHIGAN

Start your day early to catch the sunrise over Lake Michigan. Head to the lakeshfront, where you'll find several picturesque spots like North Avenue Beach or the Adler Planetarium. The changing colors of the sky reflecting off the water make for breathtaking shots. Experiment with different angles and compositions as the city comes to life in the soft morning light.

## GOLDEN HOUR MAGIC

During the hour after sunrise (or before sunset), known as the golden hour, the light is soft, warm and perfect for photography. Use this time to capture the city's skyline bathed in golden hues, casting long shadows and creating a magical atmosphere.

## MILLENNIUM PARK

After capturing the sunrise, make your way to Millennium Park, a hub of art, architecture and greenery in the heart of downtown Chicago. Here, you'll find iconic landmarks like the Cloud Gate sculpture (affectionately known as 'The Bean'), the Jay Pritzker Pavilion, and the Crown Fountain. Experiment with reflections, symmetry, and creative compositions as you explore this urban oasis.

## ARCHITECTURAL WONDERS

Chicago is renowned for its architectural marvels from historic skyscrapers to modern masterpieces. Take a guided architecture tour or simply wander the streets with your camera in hand, capturing the intricate details and grandeur of buildings like the Willis Tower, the Wrigley Building, and the Tribune Tower. Pay attention to lines, shapes, and patterns to create striking architectural photographs.

## NEIGHBORHOODS

In the afternoon, venture beyond the downtown core to explore Chicago's vibrant neighborhoods. From the colorful murals of Pilsen to the streets of Chinatown, each hood offers its own unique character and photographic opportunities. Capture candid moments, street art, and the rich tapestry of the city.

## PEOPLE

Street photography captures the heart of a city. Explore the streets, capturing candid moments, street art, and the rich tapestry of the city.

VOL. 1

CHICAGO EDITION

RIHARDS SERGIS

## WILLIS TOWER - REACHING FOR THE SKY

Formerly known as the Sears Tower, the Willis Tower stands tall as an iconic symbol of Chicago's architectural prowess. Completed in 1973, it held the title of the world's tallest building for nearly 25 years. Its unique bundled-tube design and innovative structural engineering make it a must-visit for architecture enthusiasts.



## THE BEAN - REFLECTING CHICAGO'S SPIRIT

Officially titled 'Cloud Gate', this stainless steel sculpture by artist Anish Kapoor has become a beloved symbol of Chicago. Located in Millennium Park, its mirrored surface reflects the city's skyline, inviting visitors to interact with its distorted reflections and snap memorable photos.



## THE TRIBUNE TOWER - A TESTAMENT TO HISTORY

Built in 1925, the Tribune Tower stands as a testament to Chicago's rich architectural heritage. Its Gothic Revival design is adorned with fragments of famous buildings, from around the world, including the Parthenon, the great Wall of China, and the Taj Mahal, making it a unique and historically significant landmark.

VOL. 1

# WEIRDLY DIFFERENT MAGAZINE

CHICAGO EDITION

RIHARDS SERGIS

## THE SOUL OF THE WINDY CITY

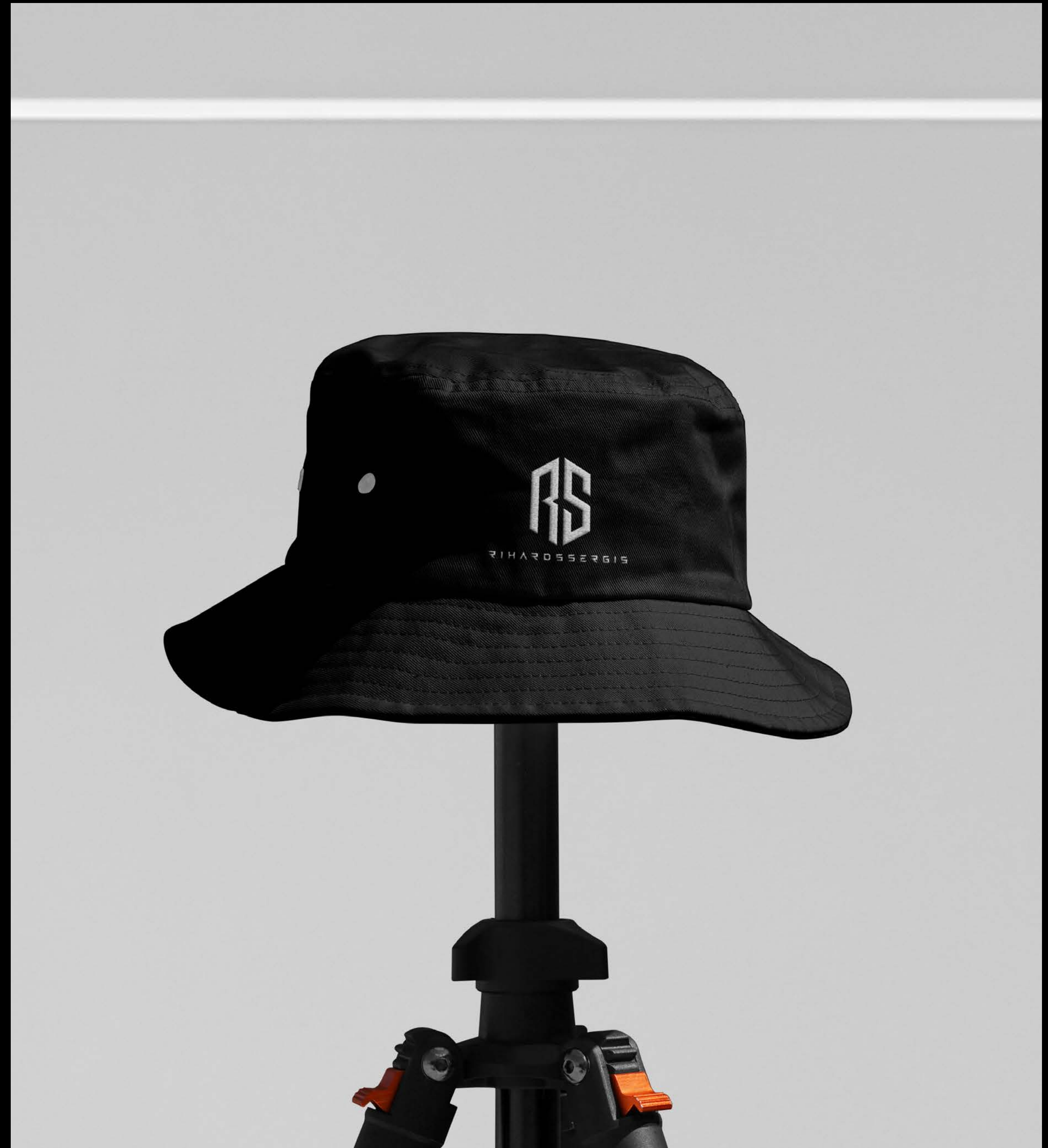
No photography trip to Chicago would be complete without paying homage to its architectural marvels. The works of visionaries like Frank Lloyd Wright and Ludwig Mies van der Rohe dot the cityscape, their designs a testament to human ingenuity. From the organic curves of the Robie House to the minimalist elegance of the Farnsworth House, these structures beckon photographers to explore their every angle, each click revealing a new facet of their beauty.



As night descends upon the city, a different kind of magic unfolds. The skyline transforms into a glittering tapestry of lights, casting an enchanting glow over the city.



Branding, Identity



PERSONAL BRAND





**02.**

## **HYMN**

*The Divine Music Festival*

Group project:  
Paola Scaldaferrì  
Melis Ozek

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign  
Figma

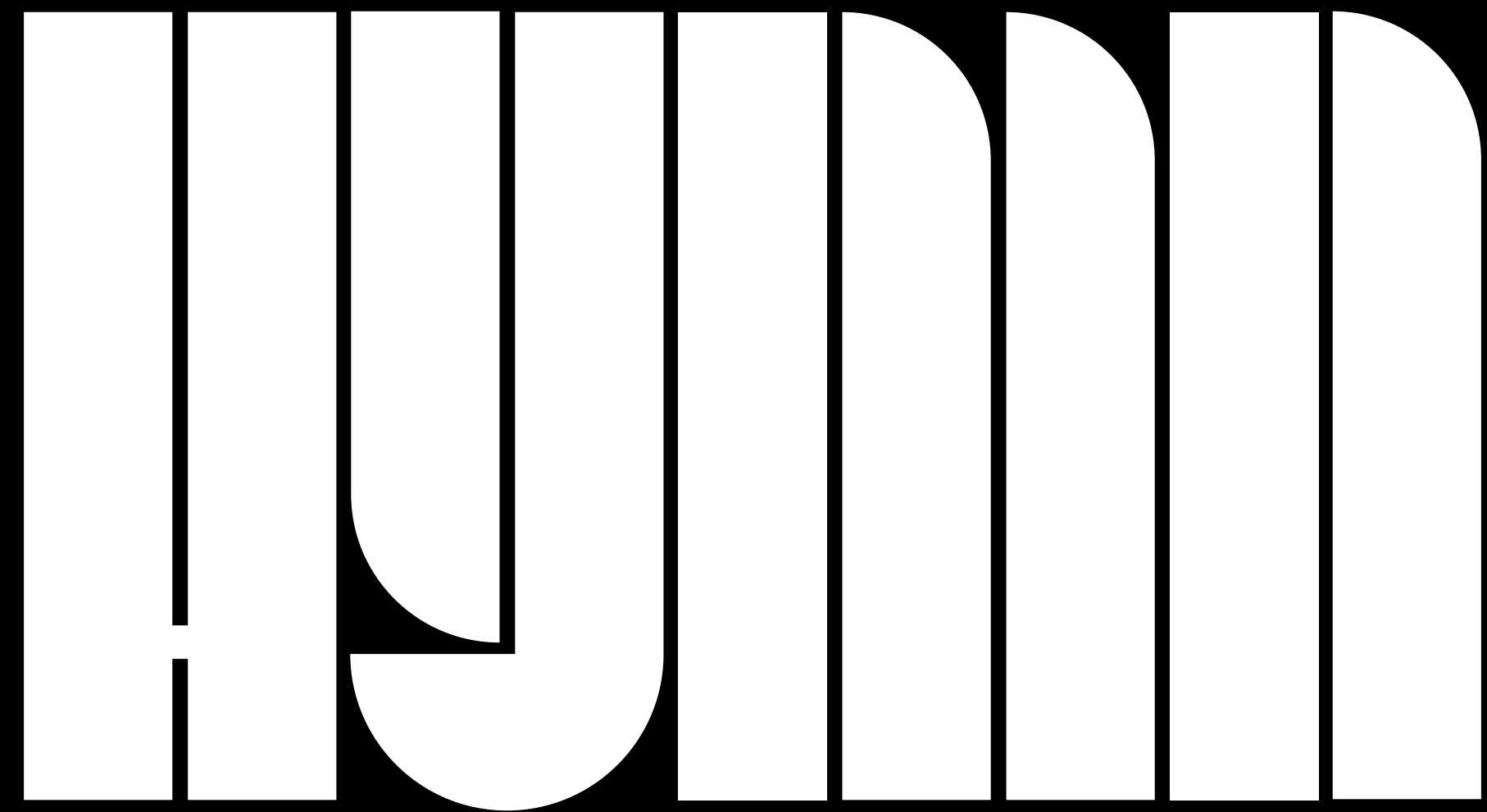
2023-2024

**Branding, Identity, Print**

**HYMN** aims to orchestrate a music festival that transcends boundaries, celebrating the intersection of divine music, cultural heritage, and natural beauty. The divine echoes of music harmonize with the whispers of nature, and cultural heritage intertwines with the universal language of melody.

Our divine music festival transcends boundaries, celebrating the profound intersection of music, cultural heritage, and natural beauty. The festival is not just a celebration of music; it is a journey of enlightenment, a sanctuary where souls connect and spirits soar.

**HYMN**



**DIVINE**

**MUSIC**

**FESTIVAL**

**DIVINE**

**MUSIC**

**FESTIVAL**



INSTAGRAM: HYMN

HYMN.COM

GRAPHIC DESIGN AND ART DIRECTION BY: STUDIO OHM

**MIYAJIMA**

**HYMN**

**12.03.2024**

**DIVINE**

**MUSIC**

**FESTIVAL**



INSTAGRAM: HYMN

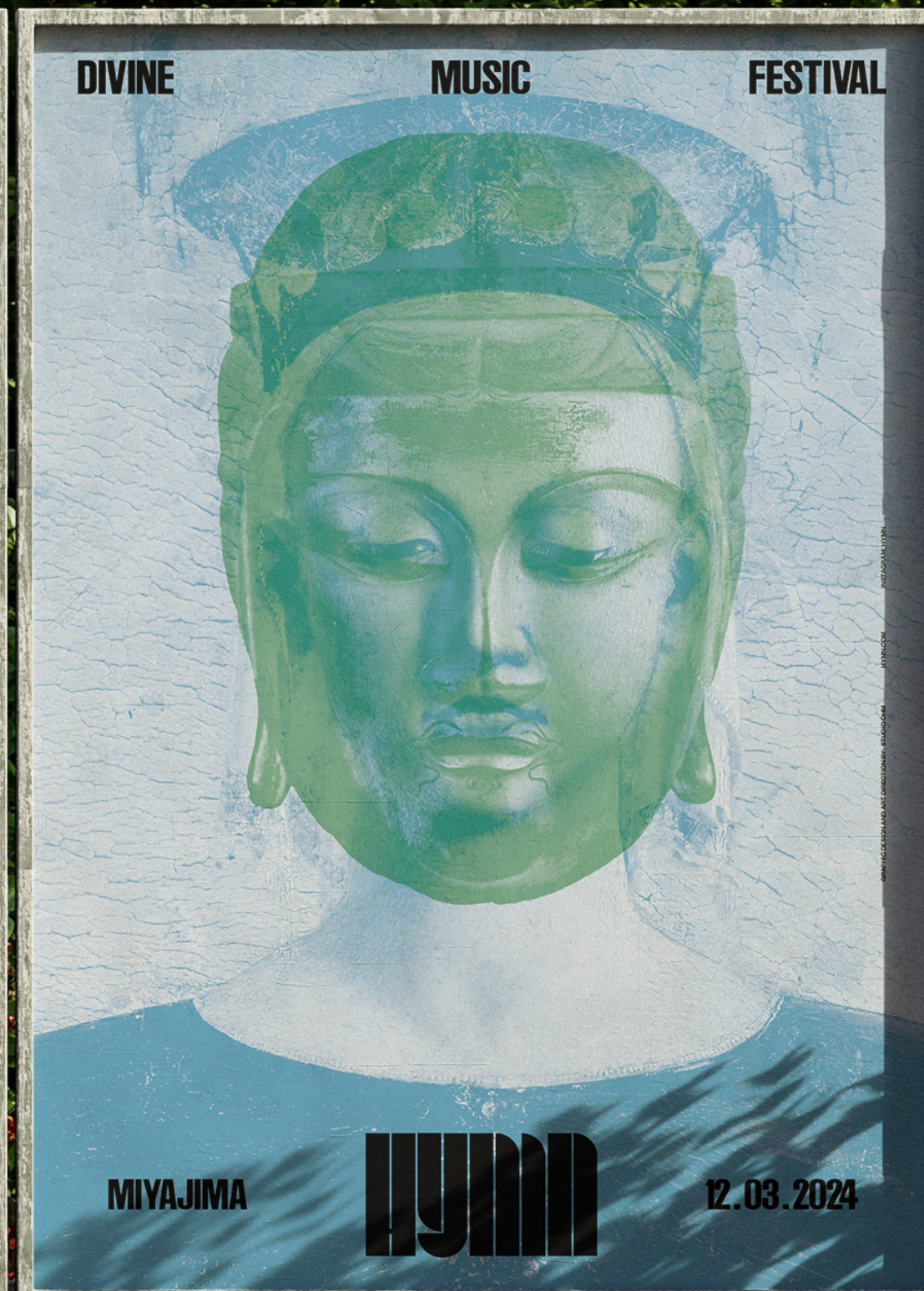
HYMN.COM

GRAPHIC DESIGN AND ART DIRECTION BY: STUDIO OHM

**MIYAJIMA**

**HYMN**

**12.03.2024**





# HAYAKAWA

Gagaku

Gate Torii

Ensembles

Mantras

Gospel

Taikos

Gagaku, Japan's ancient court music, embodies centuries of tradition, blending elegant melodies with elaborate dance. Its ethereal sounds evoke a sense of reverence and cultural heritage, captivating audiences with its timeless allure.

Miyajima, an island revered as the "Island of Gods," enchants visitors with its serene beauty and sacred atmosphere. Its iconic floating torii gate, set against the backdrop of the Seto Inland Sea, symbolizes the harmony between humanity and nature.

Miyajima's temples, nestled amidst lush forests and overlooking scenic vistas, epitomize spiritual tranquility. From the majestic Itsukushima Shrine to the serene Daisho-in Temple, each site exudes a sense of ancient wisdom and peaceful contemplation.

HYMN.COM



12.03.2024

# OHNO

Saibara

Suginoura

Gagaku

Ryuteki

Bugaku

Kangen

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HYMN.COM



13.03.2024

# MIYATA

Gagaku

Mount Misen

Taikos

Ryuteki

Bugaku

Kangen

Gagaku, Japan's ancient court music, embodies centuries of tradition, blending elegant melodies with elaborate dance. Its ethereal sounds evoke a sense of reverence and cultural heritage, captivating audiences with its timeless allure.

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HYMN.COM



14.03.2024

# MURAO

Ryuteki

Toyokuni

Ensembles

Mantras

Gospel

Taikos

Gagaku, Japan's ancient court music, embodies centuries of tradition, blending elegant melodies with elaborate dance. Its ethereal sounds evoke a sense of reverence and cultural heritage, captivating audiences with its timeless allure.

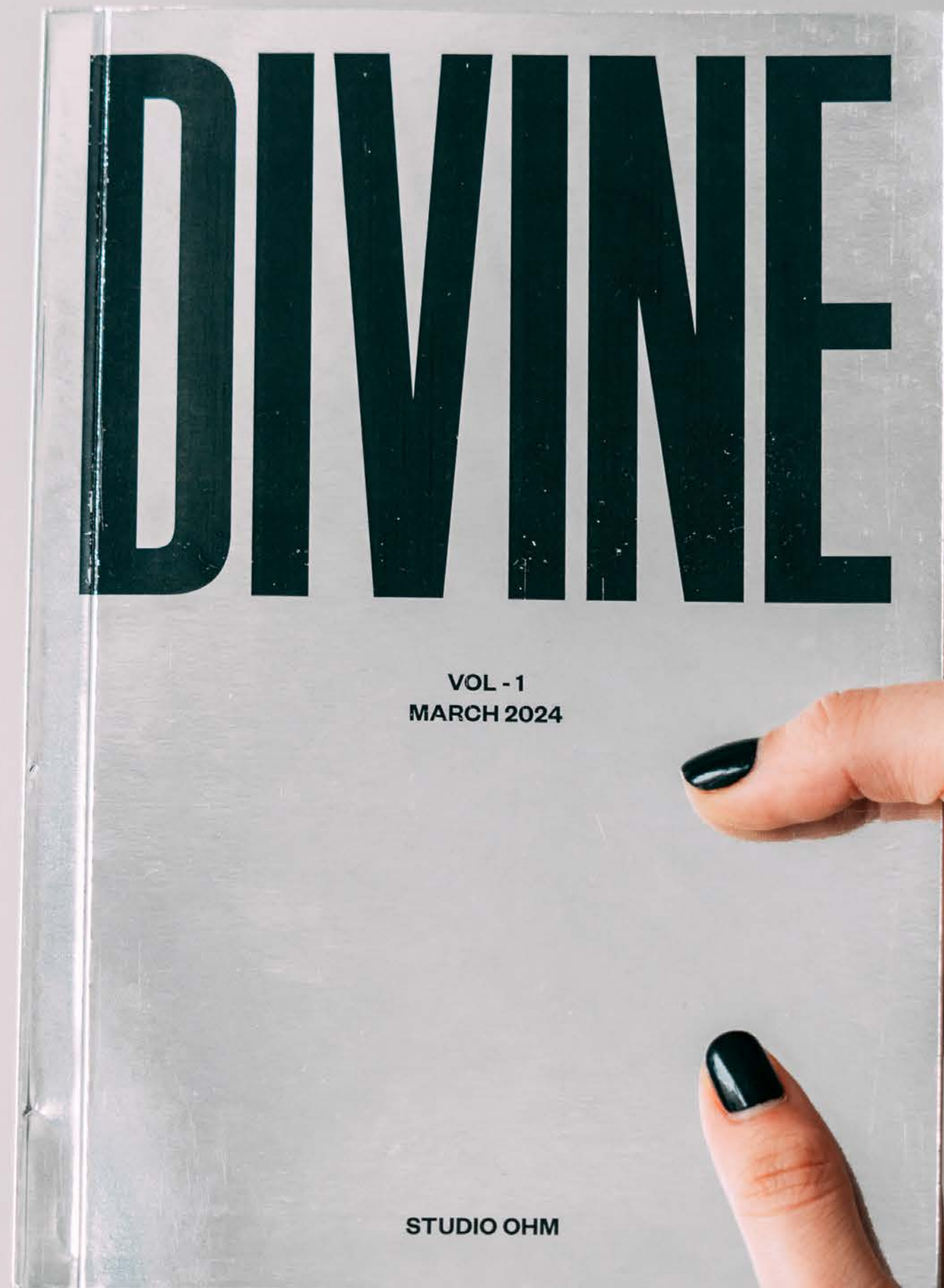
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HYMN.COM



15.03.2024



Branding, Identity, Print



HYMN

## About

# SOUNDS

In the spring, cultural groups and resident diplomatic corps, and in the autumn, applicants through newspaper, radio and other media attend performances for three days at the Imperial Palace. In addition, the Agency for Cultural Affairs and the local government and so on request a bi-annual performance around the regions of Japan, and there is also a performance of Gagaku almost once a year at the National Theater.

Moreover, at the request of the Ministry of Foreign Affairs, many performances of Gagaku have been made overseas by the Music Department of the Imperial Household. In 1959, Gagaku made its overseas debut at the General Assembly Hall of the United Nations in New York, and has since been performed on 33 occasions in seven cities in the US.

50

### Kangen (Instrumental Music):

*Kangen:* The instrumental ensemble is a fundamental form of Gagaku that includes wind and string instruments.

The ensemble typically features instruments such as

*SHŌ* (mouth organ)

*HICHIKIKI* (double

*REED* (instrument)

*RYŪTEKI* (transv. flute)

*BIWA* (lute)

*KOTO* (harp)

### Bugaku (Dance Music):

*Tōgaku:* This is part one of the two main styles of Bugaku, emphasizing Chinese influences. The music is often characterized by slower tempos, contemplative.

*Kangengaku:* style of the Bugaku, Kangengaku features music and dance with influences from Korea. It is characterized by more lively and dynamic movements.

### Saibara (Vocal Music):

*Songs (Uta):* Gagaku vocal music, or Saibara, includes styles of songs with lyrics. The vocal performances often accompany dance and instrumental.

### Kangen (Instrumental):

*Etenraku:* One of the oldest and most well-known Gagaku pieces, Etenraku is often performed during Bugaku dances. It is a slow instrumental piece.

### Bugaku (Dance Suites):

*Shun'ei:* A lively dance suite within the Bugaku style. Shun'ei is known for its vibrant and energetic movements. Features elaborate costumes and masks.

### Gagaku with Biwa (Lute):

*Satsuma Biwa:* While the biwa is a common instrument in Gagaku ensembles, specific pieces and styles highlight the expressive qualities of this traditional Japan.

### Gagaku with Shō (Mouth Organ):

*Gagaku with Shō:* The shō, a mouth organ with free-reed pipes, plays a prominent role in many Gagaku pieces. Its distinctive sound contributes to the ethereal atmosphere of Gagaku.

### Gagaku with Ryūteki (Transverse Flute):

*Ryūteki Solos:* Performances feat the ryūteki, a transverse flute, often showcase the instrument's melodic capabilities in solo or ensemble settings.

## Confrontation

#2: Masaaki Hayakawa - Virtuoso of Bugaku (Dance Music) in Gagaku

## M and R



**M q** *Bugaku involves a meticulous blend of movement and music. What drew you to specialize in Bugaku and how do you approach the integration of dance with the intricate melodies of Gagaku notes*

**R a** My fascination with Bugaku stems from its captivating blend of movement and music. The symbiotic relationship between dance and Gagaku melodies intrigued me. I approach Bugaku by ensuring that the choreography harmonizes seamlessly with the intricate musical tapestry of Gagaku.

**M q** *As a dancer in Bugaku, how do you infuse personal expression into traditional choreography while maintaining the authenticity of the cultural narratives embedded in the dance*

**R a** Infusing personal expression into Bugaku requires delicate balance. While respecting the traditional choreography, I find opportunities to convey my emotions within the cultural narratives.

Its a nuanced dance that merges personal interpretation with cultural authenticity.

27

**DIVINE**

**MUSIC**

**FESTIVAL**

**HYMN**

**MIYAJIMA**

**12.03.2024**



Branding, Identity, Print



HYMN

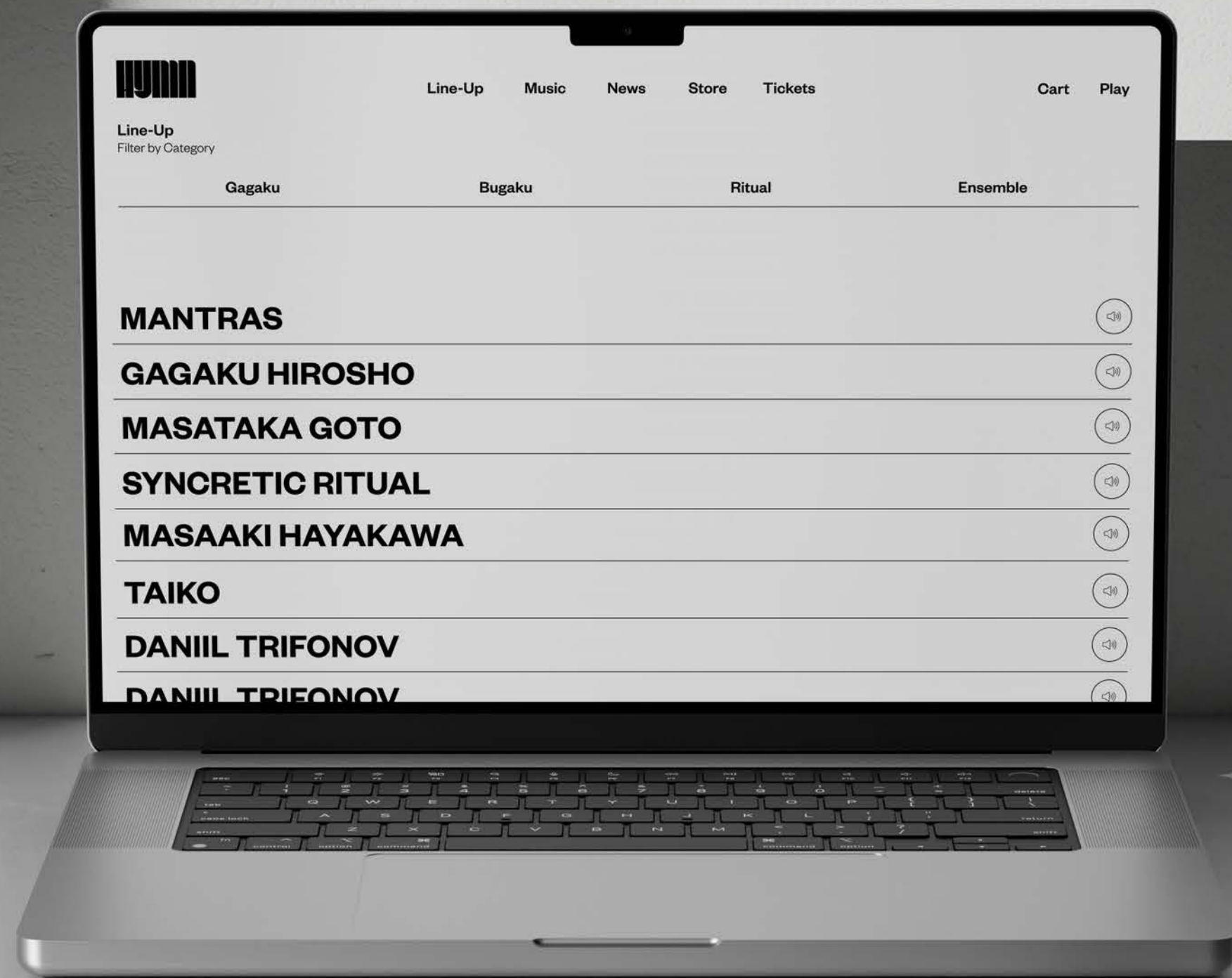


Branding, Identity, Print

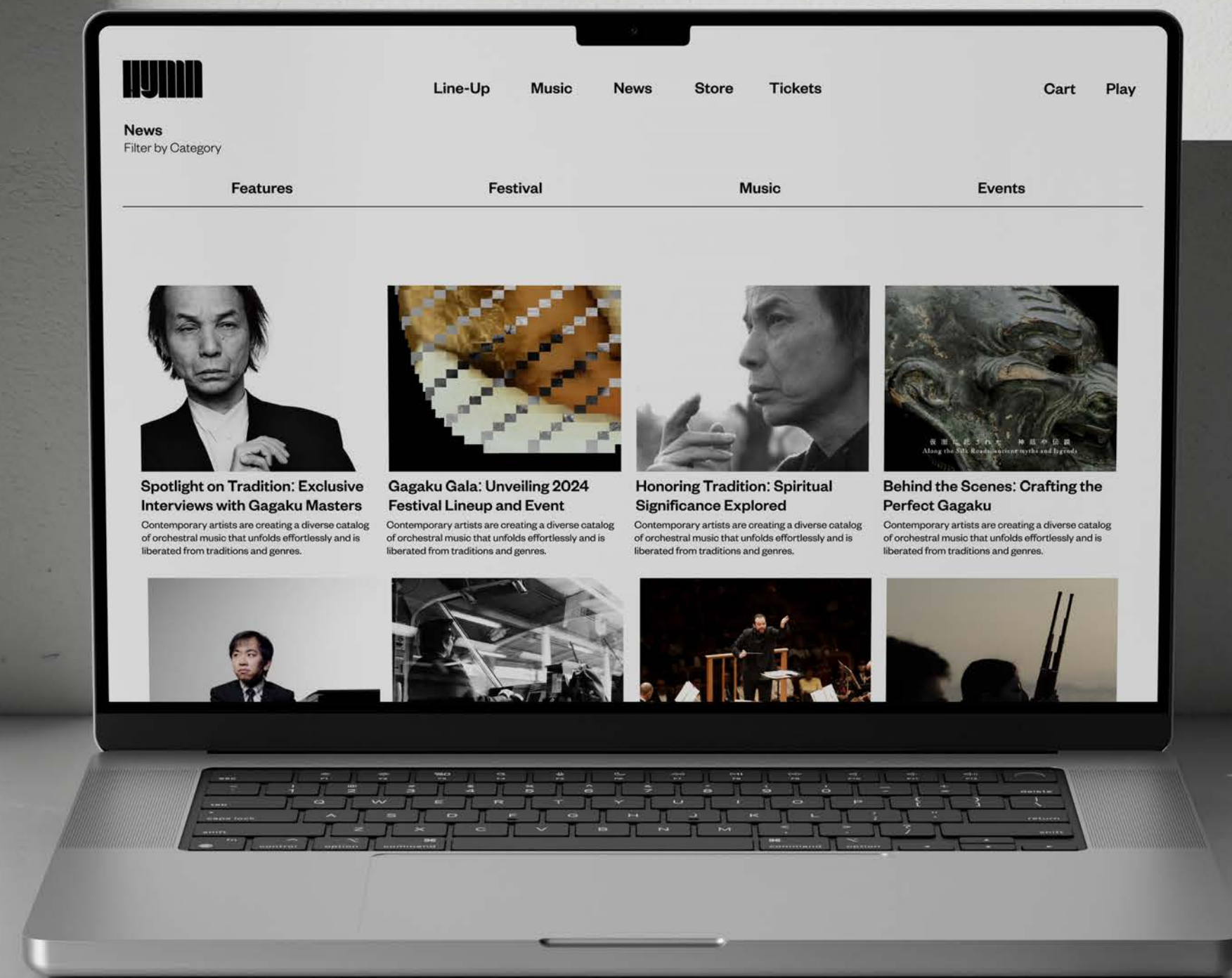


HYMN





Branding, Identity, Print



HYMN





**03.**

## **OTIUM**

***A Specialty Coffee Brand***

Group project:  
Paola Scaldaferrì, Melis Ozek,  
Alessia Russo, Silvana Salame,  
Zubair Shaikh

Adobe Illustrator  
Adobe Photoshop  
Adobe Dimension  
Figma

2024

**Branding, Identity, Print, Packaging**

Inspired by the slow-living movement in the 80s, our brand wants to retake the natural rhythm of life. "We believe everything good takes time". The philosophy of "Vita lenta", or "slow life," emphasizes the importance of decelerating our pace to cultivate a more meaningful and fulfilling existence.

The hurried and often stressful rhythms of modern living, the art of slow living advocates for a deliberate and mindful approach to life. This philosophy is rooted in the belief that by slowing down, we can enhance our overall well-being, deepen our relationships, and more fully appreciate the beauty and richness of life's simple pleasures.

**OTIUM**



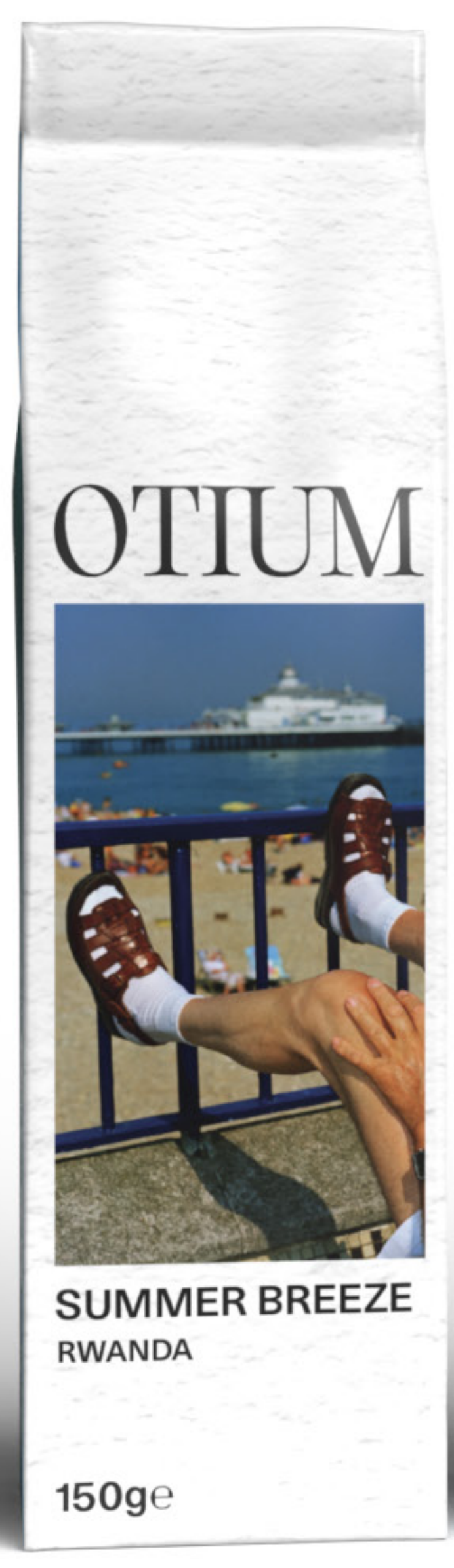
OTIUM



DARK MIRAGE  
COLOMBIA

250ge





Good things take time



OTIUM

SUMMER BREEZE  
RWANDA  
250ge

otiumcoffee.com

Good things take time



OTIUM

DARK MIRAGE  
COLOMBIA  
250ge

otiumcoffee.com

Good things take time



OTIUM

HIDDEN GEM  
UGANDA  
250ge

otiumcoffee.com



Branding, Identity, Print, Packaging



OTIUM



Branding, Identity, Print, Packaging

OTIUM





Branding, Identity, Print, Packaging

OTIUM



The Art of Doing Nothing

Finding the ideal setting for doing nothing is crucial. Think beyond your average couch. Aim for a spot with just the right level of discomfort that discourages any urge to get up and be productive. The beach is overrated and likely to induce guilt due to its inherently 'active' vibes. Instead, aim for a semi-comfortable chair that allows for maximum slouching without slipping into a full-on nap. Remember, napping is doing something, and we are purists here.

Doing nothing isn't as simple as it sounds. Recline just so—perhaps on a chaise lounge, if you're feeling fancy, or sprawled on a couch like a cat that's given up on catching the laser pointer. Ensure your body is in a state of complete relaxation. If you feel any tension, you're probably doing something.

The ability to decline all invitations with a grace that says, "I'm busy doing nothing, and it's incredibly fulfilling." Practice phrases like, "I'd love to, but I have a thing," delivered with a vague hand wave. This leaves people impressed by your mysterious schedule while maintaining your sacred space of inactivity.



"The key to doing nothing is to make it look effortless."



Ready to Brew a Moment?

Coffee—more than just a beverage, it's a ritual, a comfort, a shared experience. From the first sip in the morning to the last cup in the evening, coffee punctuates our lives, offering moments of solace, bursts of energy, and the pleasure of flavor. But how we enjoy coffee can be as varied and rich as the beans themselves. Let's explore some delightful ways to brew and savor this beloved drink.

Add a splash of flavored syrup, a hint of vanilla, or a twist of citrus to create your signature cold brew concoction.

For those who seek a twist on tradition, coffee cocktails offer a tantalizing blend of caffeine and creativity. Coffee cocktails like Espresso Martinis, Irish Coffees, or even Coffee Old Fashioneds elevate the humble bean to new heights, blending the artistry of mixology with the beloved essence of coffee.

As temperatures rise, so does the appeal of cold brew coffee. Whether enjoyed straight over ice or as a base for inventive drinks like coffee tonics or cold brew spritzers, cold brew offers a versatile canvas for experimentation.



Embrace the moments when life unfolds.



Good things take time otiumcoffee.com

In the stillness, simple things become sacred.



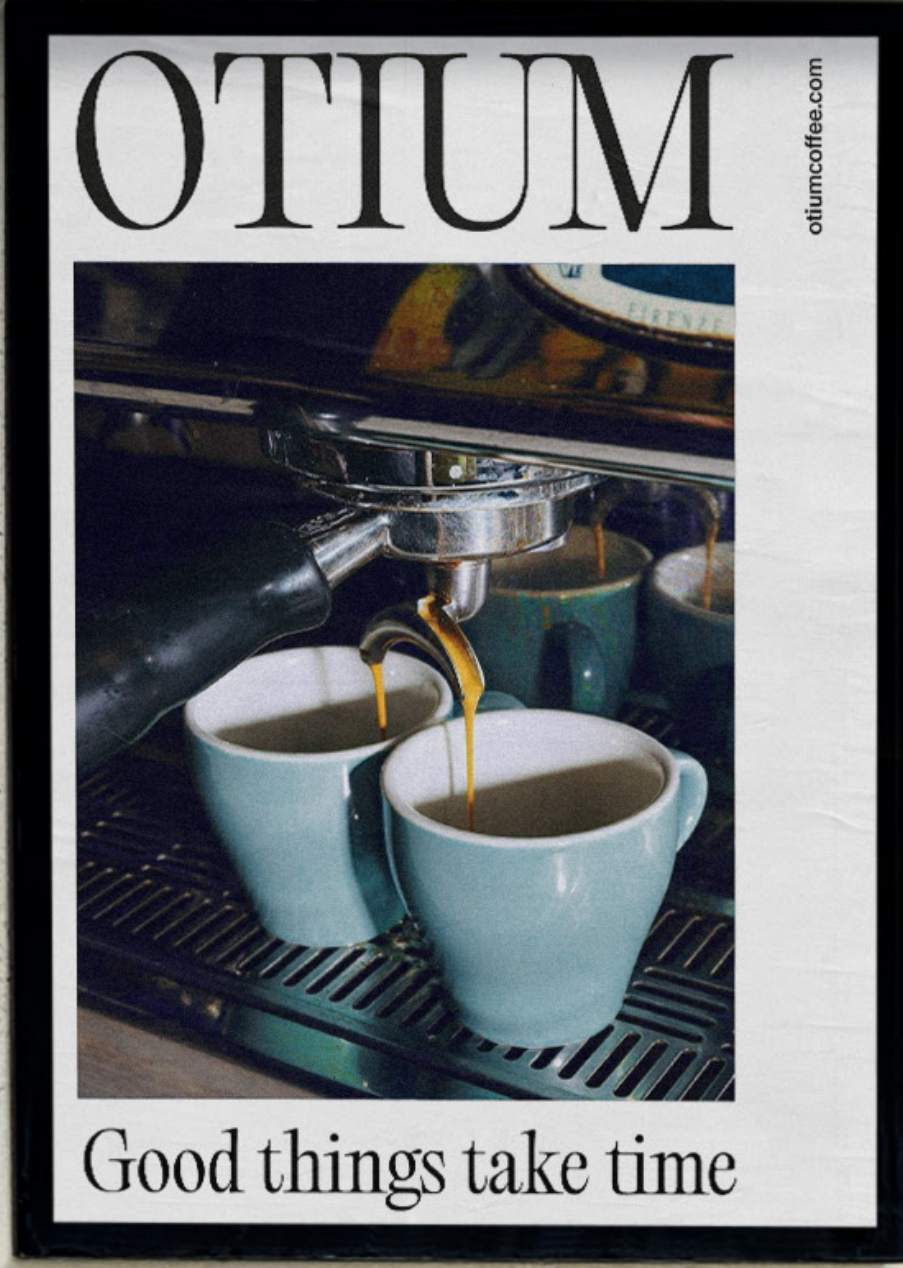
Good things take time otiumcoffee.com

OTIUM

A photograph of a person's legs sitting on a blue metal bench. The person is wearing white socks and brown sandals. The background shows a body of water and a beach with people. The scene is bright and sunny.

Good things take time

2847





12 Posts

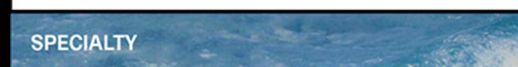
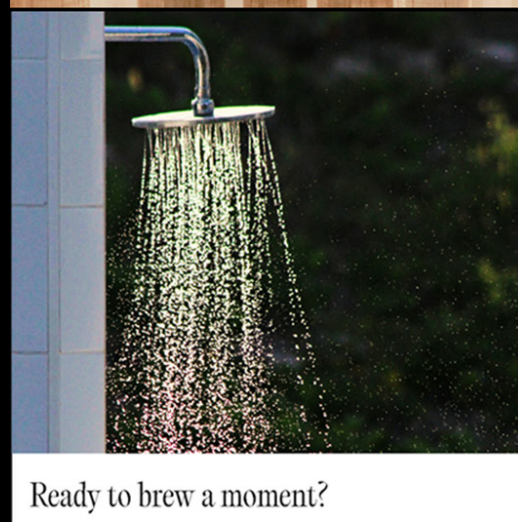
2031 Followers

122 Following

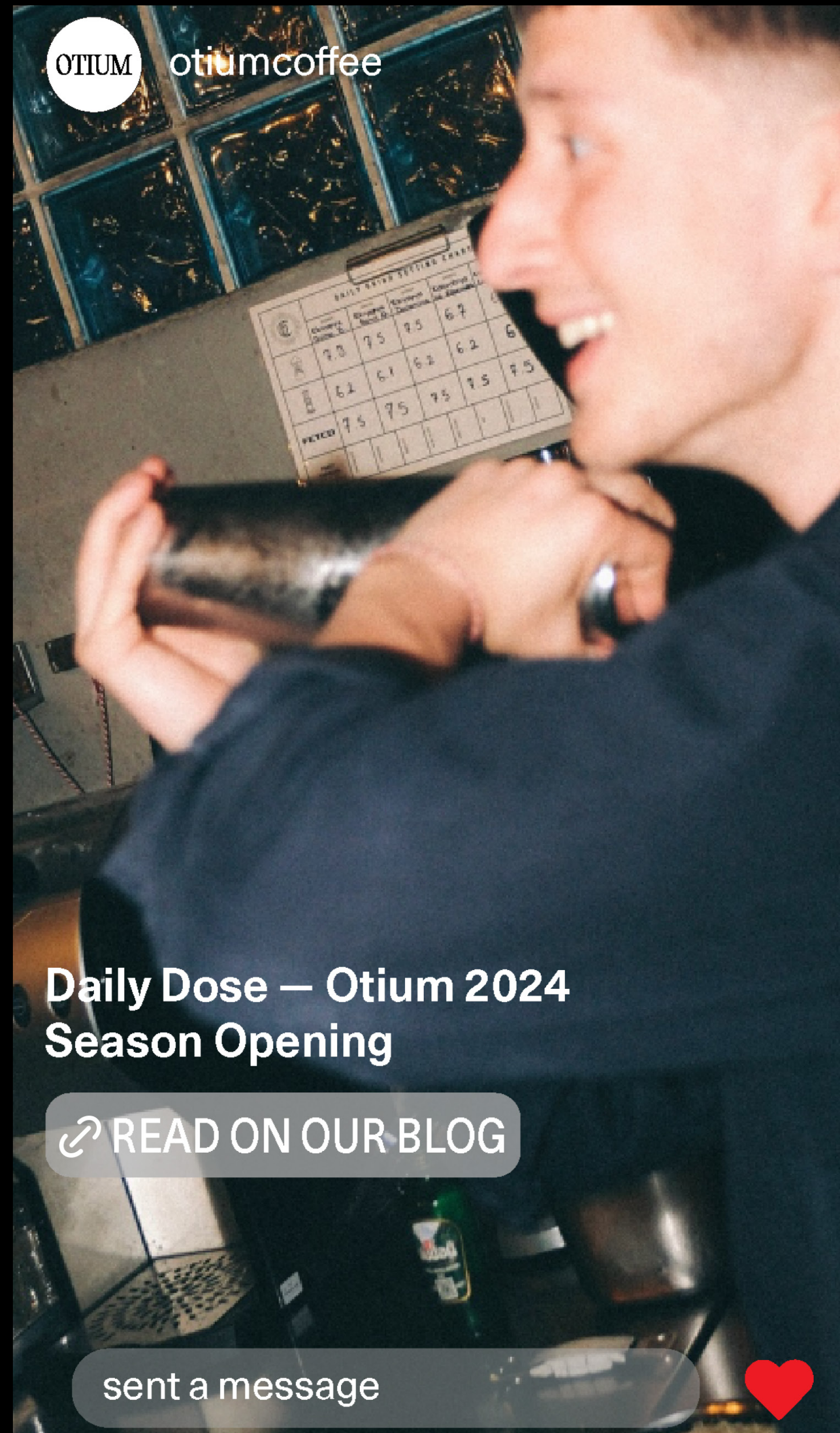
**OTIUM**  
Local Business  
Good things take time  
www.otiumcoffee.com

Follow

Message



Branding, Identity, Print, Packaging



OTIUM otiumcoffee

Daily Dose — Otium 2024 Season Opening

READ ON OUR BLOG

sent a message

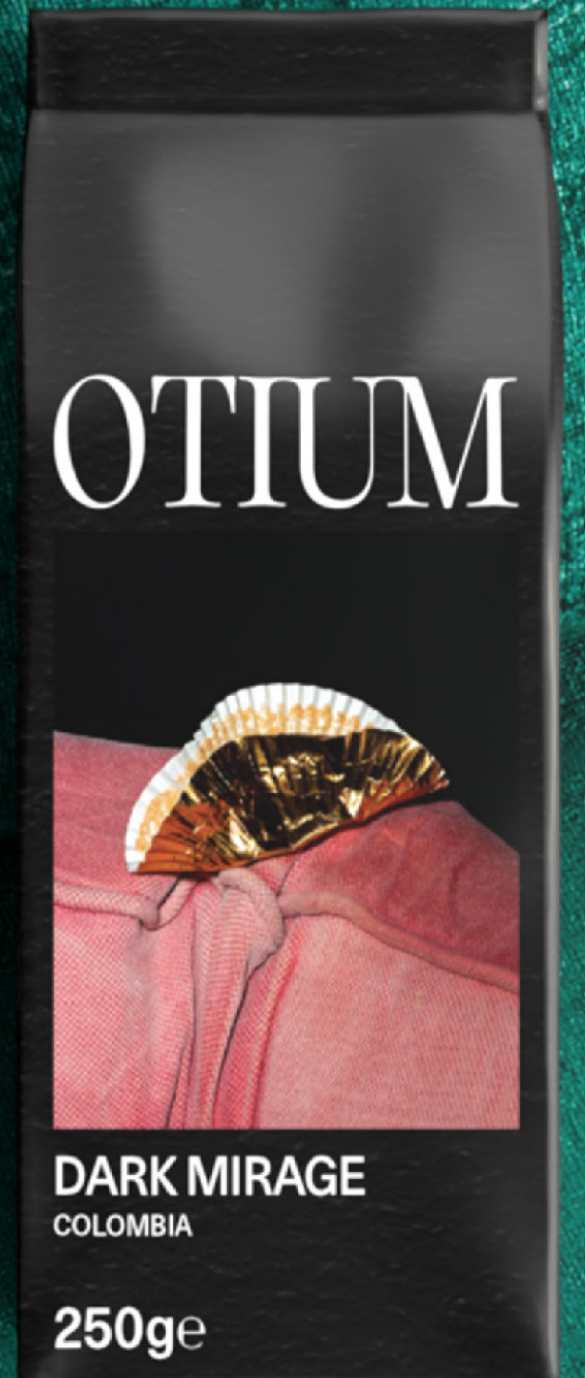


OTIUM



otiumcoffee

SPECIALTY COFFEE  
Quality takes time.



sent a message





Branding, Identity, Print, Packaging

OTIUM



# OTIUM

Menu + Cart [0]



## TROPICAL TOUCH

PANAMA

140€/kg

### INFORMATION

### GRIND TYPE SHIPMENT

Beans Espresso Filter

### PRICE AND GRAMS

150 gr - 0 +  
250 gr - 0 +

### CUP NOTES

Jasmine / Pineapple / Raspberry  
/ Grape/ Peach

Add to cart

### PRODUCER

Mr. Gilberto Cardozo



**04.**

**ESNC**

*A Hard Kombucha Brand*

Personal project

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign

2025

**Branding, Identity, Packaging**

**ESNC**

ESNC – a premium hard kombucha brand offering a variety of different flavors made from natural and organic ingredients. The brand focuses on being a healthier and more refreshing option to enjoy an alcoholic drink while still being natural, organic, and providing all the benefits that a regular kombucha has to offer.

Designed for a lively and natural aesthetic ESNC uses minimal, simple, bold, and modern approach throughout the whole branding. To celebrate the release of ESNC, four main flavors are introduced to the public, and with more refreshing and natural flavors to come.

**ESNC**





Branding, Identity, Packaging



ESNC



Branding, Identity, Packaging



ESNC



Branding, Identity, Packaging



ESNC



Branding, Identity, Packaging



ESNC



Branding, Identity, Packaging



ESNC

FLAVOR BOMB

FLAVOR BOMB

FLAVOR BOMB

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FLAVOR BOMB

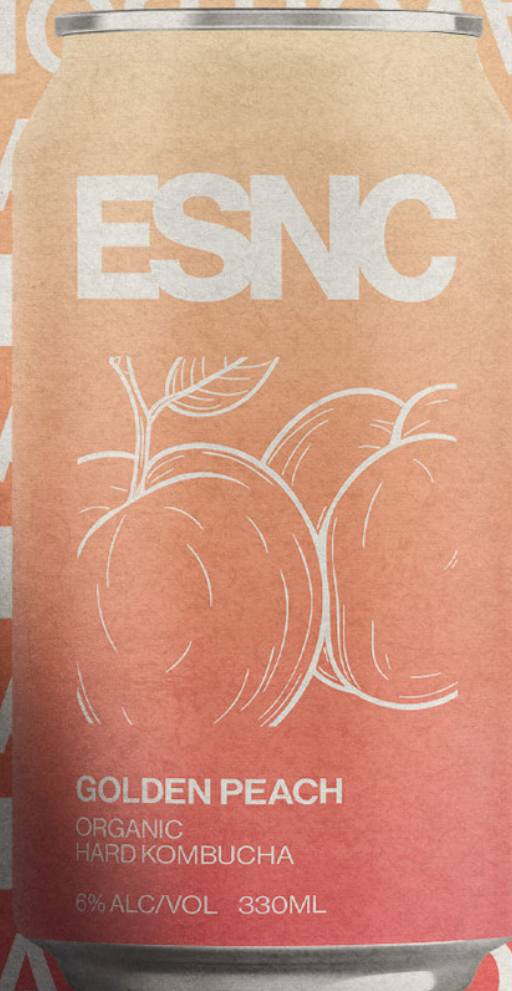
FLAVOR BOMB

FLAVOR BOMB

FLAVOR BOMB

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FLAVOR BOMB



**ESNC**

TASTE THE NATURE,

FEEL THE KICK.

[esn.com](http://esn.com) @esn

DO YOU KNOW WHAT A NATURAL FLAVOR TASTES LIKE?



TRY BERRY PUNCH!

[esn.com](http://esn.com) @esn

**ESNC**

BE NATURAL,

BE REAL.

[esn.com](http://esn.com) @esn

**ESNC**

**NATURAL  
TASTE  
TO THE  
MAX!**

esn.com @esn

**ESNC**

**A TASTE  
YOU CAN'T  
RESIST!**

**ESNC**

AUTUMN PEAR  
ORGANIC  
HARD KOMBUCHA  
6% ALC/VOL 330ML

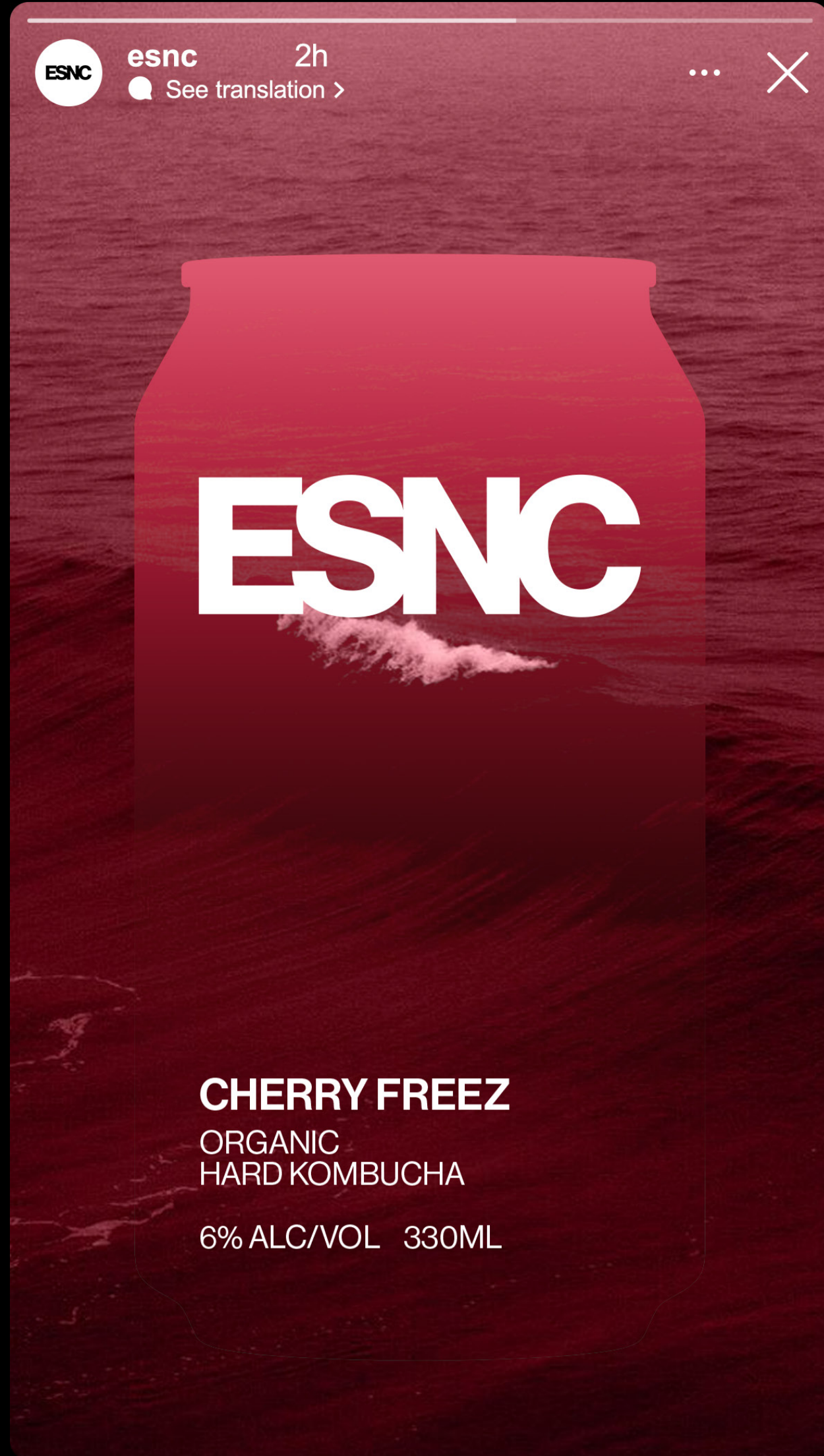
**THAT IS...  
AUTUMN PEAR**

esn.com @esn

2847

15:36

83



15:36

83



15:36

83





**ESNC**

A BRAND  
NEW KICK  
IS COMING  
SOON...

[esnccom.com](http://esnccom.com) @esnccom

**ESNC**

NOTHING  
HAS EVER  
TASTED  
SO SWEET  
AND NATURAL  
BEFORE,  
UNTIL...

**ESNC**



05.

# APAX

*A Type Specimen Book*

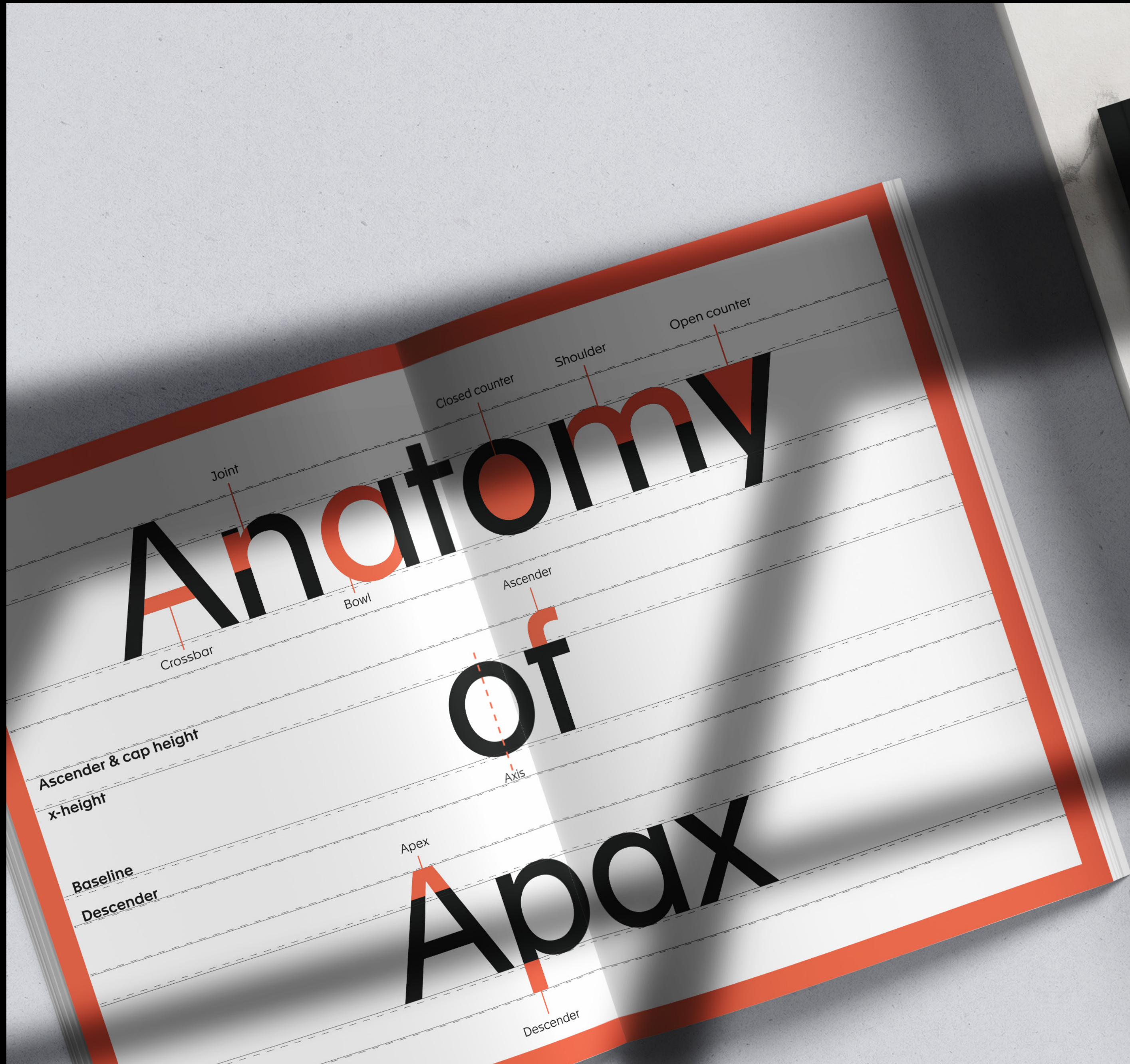
Personal project

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign

2023

An APAX type specimen book.

APAX, a typeface from Optimo Type Foundry, was made by François Rappo, who has designed many unique and well-crafted typefaces. Considering APAX is a modern & geometric typeface, I want to show and highlight the features that APAX has by creating every page unique and simple to understand, with a creative twist, and a little bit of fun. Using mainly only three colors - black, white, and orangy-red - makes the book look modern, and the orangy-red brings attention and contrast.





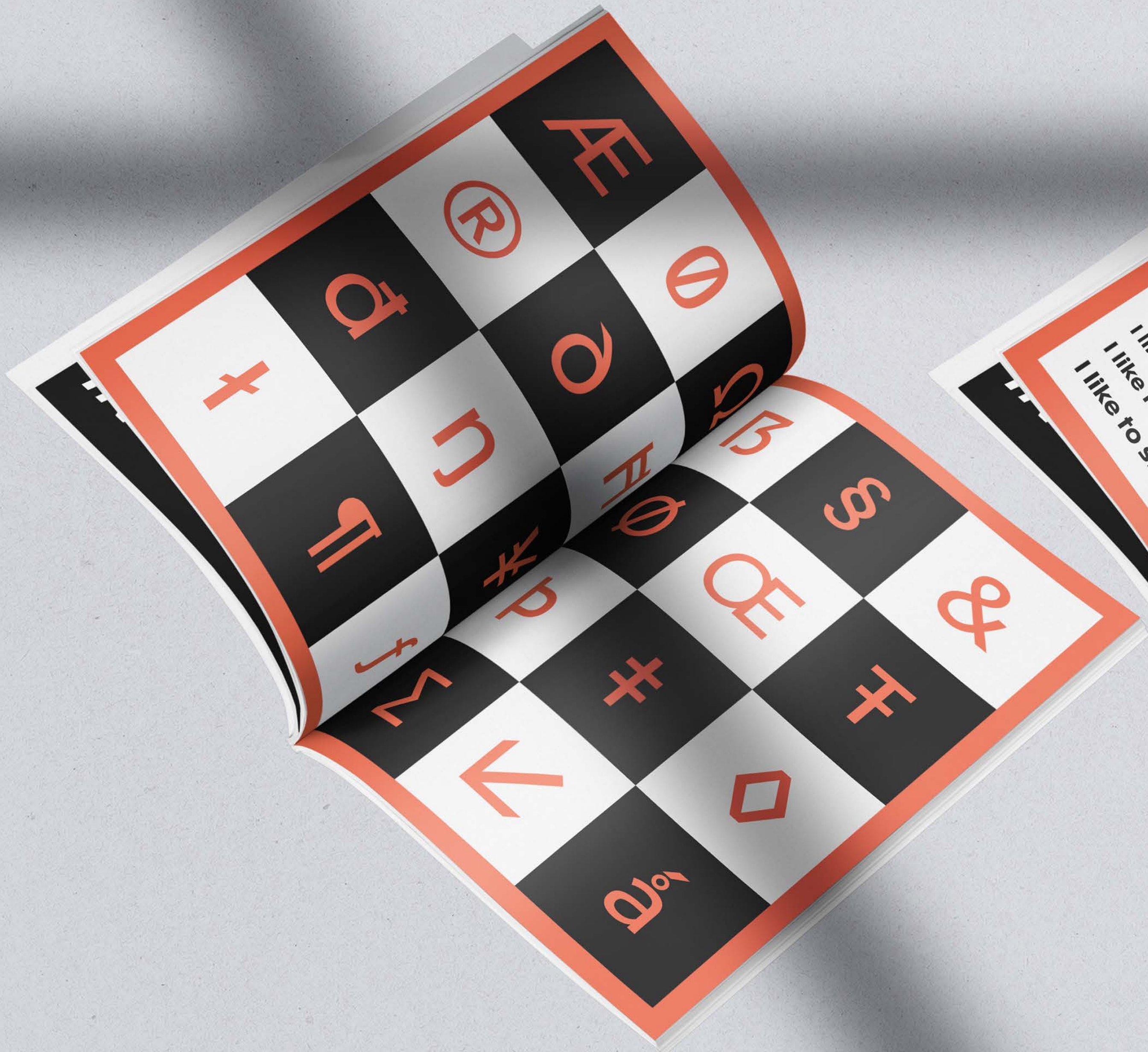
# Apax Quirks

Asymmetrical ascenders  
Stem-arm-leg connection  
Short ascenders  
Bisect tail  
Short descenders  
Cap height = ascender height

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f t k p j

Thin  
Light  
Regular  
Medium  
Bold  
Superbold  
Superbold Italic  
Bold Italic  
Medium Italic  
Regular Italic  
Light Italic  
Thin Italic

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EUPHORIA RAVE FEST

**EUPHORIA**

# RAVE FEST

TICKETS AVAILABLE FROM **15\$**

**// ARTISTS LIST**

Armin van Buuren  
Carl Cox  
Skrillex

Deadmau5  
Daft Punk  
Underworld

Paul van Dyk  
Bassnectar  
Paul Oakenfold

**// SPECIAL GUEST**

## THE PRODIGY

20-24 JULY

WWW.EUPHORIAFEST.COM

*Rave music characterized by its high energy, repetitive beats, synthesized melodies, and often features elements of techno, house, trance, acid house, and breakbeat. Rave music is designed to be played loud and to create an immersive, euphoric atmosphere, often associated with all-night dance parties known as raves.*

CAMPING AREA  
LIVE MUSIC  
FREE PARKING

**EXPLODE**

HIGH-SOUNDING LANGUAGE WITH LITTLE MEANING

23.92.09 N° 78.023

# A P O L L O

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T H E G O D O F S U N



# FARINA

*Caffe Italiano*

**06.**

**FARINA**  
*An Italian Café*

Personal Project

Adobe Illustrator  
Adobe Photoshop  
Adobe InDesign

2022

FARINA is an Italian café/bakery in Latvia, but it's still under construction. A café/bakery, coffee shop, and simply a lovely place to enjoy fresh food, pasta, and coffee in Italian style. It's not just a bakery or coffee shop; it's a place where people can rest, release stress, and feel like they are on holiday.

I got an opportunity to create a brand identity at the first stage. Later on, the owners liked my work and continued to work and create many more brand assets, for example, product packaging, a facade, working uniforms, etc.

**Branding, Identity, Packaging**

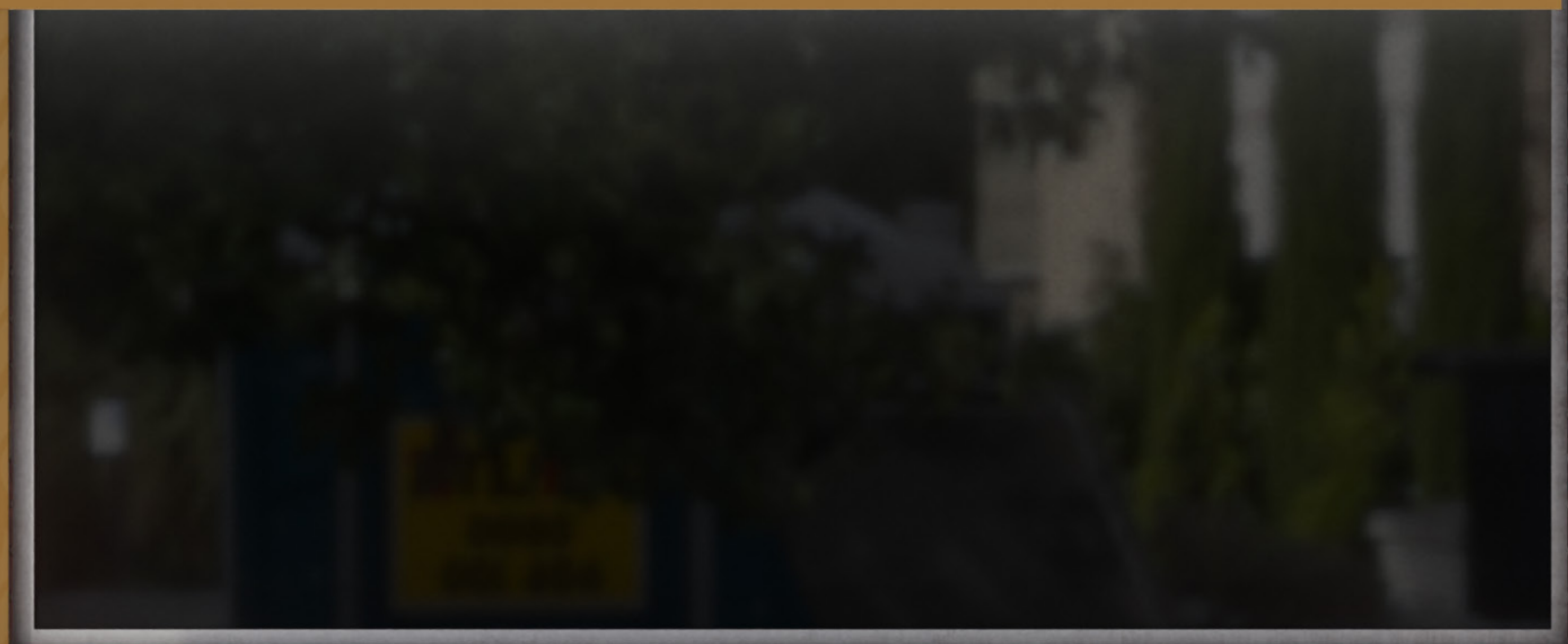
**FARINA**



**FARINA**

Caffe Italiano

L'APPETITO VIEN MANGIANDO



**FARINA**

**FARINA**

Caffe Italiano

È ORA SI MANGIA





# FARINA

*Caffe Italiano*

Open

9:00

Closed

20:00

PASTRIES BAR SPRITZ  
RESTAURANT LUNCH  
COFFEE PASTA PIZZA





Branding, Identity, Packaging



FARINA





RIHARDSSERGIS