

**HI,
I'M ALIYAH
& THIS IS MY
PORTFOLIO.**

Brand & Visual Systems Designer shaping campaigns and identities across Australia and Germany. Take a look!



C&A

BRAND

IDENTITY



C&A is a heritage fashion brand with over 180 years of history. Over the past few years, its visual identity has continuously evolved, balancing legacy with the need to modernise and remain culturally relevant. I joined the Brand Design team at a pivotal moment of transformation, contributing to a shift in how the brand prepared for the future.

Brand Evolution

Visual System Development

Cross-channel Guidelines

Aliyah Akbar

The Challenge

In my final year at C&A, significant budget cuts forced a major strategic rethink. With costly location shoots and traditional campaign production no longer viable, we had to reinvent the brand for a modern audience while working with reduced resources, maintaining emotional connection, honouring a 180-year legacy, and building stronger recognition beyond the logo through a scalable and future-facing brand system.

The Strategy

We shifted from high-cost shoots to a distinctive visual system built on strong colour consistency, diverse casting, simplified design, and clear brand rules across every touchpoint. The aim was to build recognition beyond the logo, establishing a cohesive identity through tone, styling, and human representation.

The Execution

Together with my Lead, Jens, we developed comprehensive brand styles and rules across every touchpoint, including internal communications, social media, campaign execution, and in-store graphics and signage.

I was the sole designer responsible for the Brand Guidelines, building and continuously evolving the system over several years. These guidelines became the foundation for all internal teams and external agencies, always ensuring alignment during the brands ongoing evolution.

The Outcome

The result was a cohesive, cost-conscious brand system that modernised C&A while preserving its heritage, enabling emotional storytelling without heavy production budgets and creating long-term consistency across all channels. When I left the company, further refinements were already planned for 2026 as part of the brand's continued evolution, but my contribution established a strong and scalable foundation that brought clarity, alignment, and cohesion during a critical period of transformation.



Brand Evolution

Visual System Development

Cross-channel Guidelines



03 Logo
05 Colours
11 Typography
26 Price & Currency
29 SoMe

Brand Colours section showing C&A Black, Warm Grey, Blue Grey, and Powder with their respective CMYK, RGB, and Pantone values.

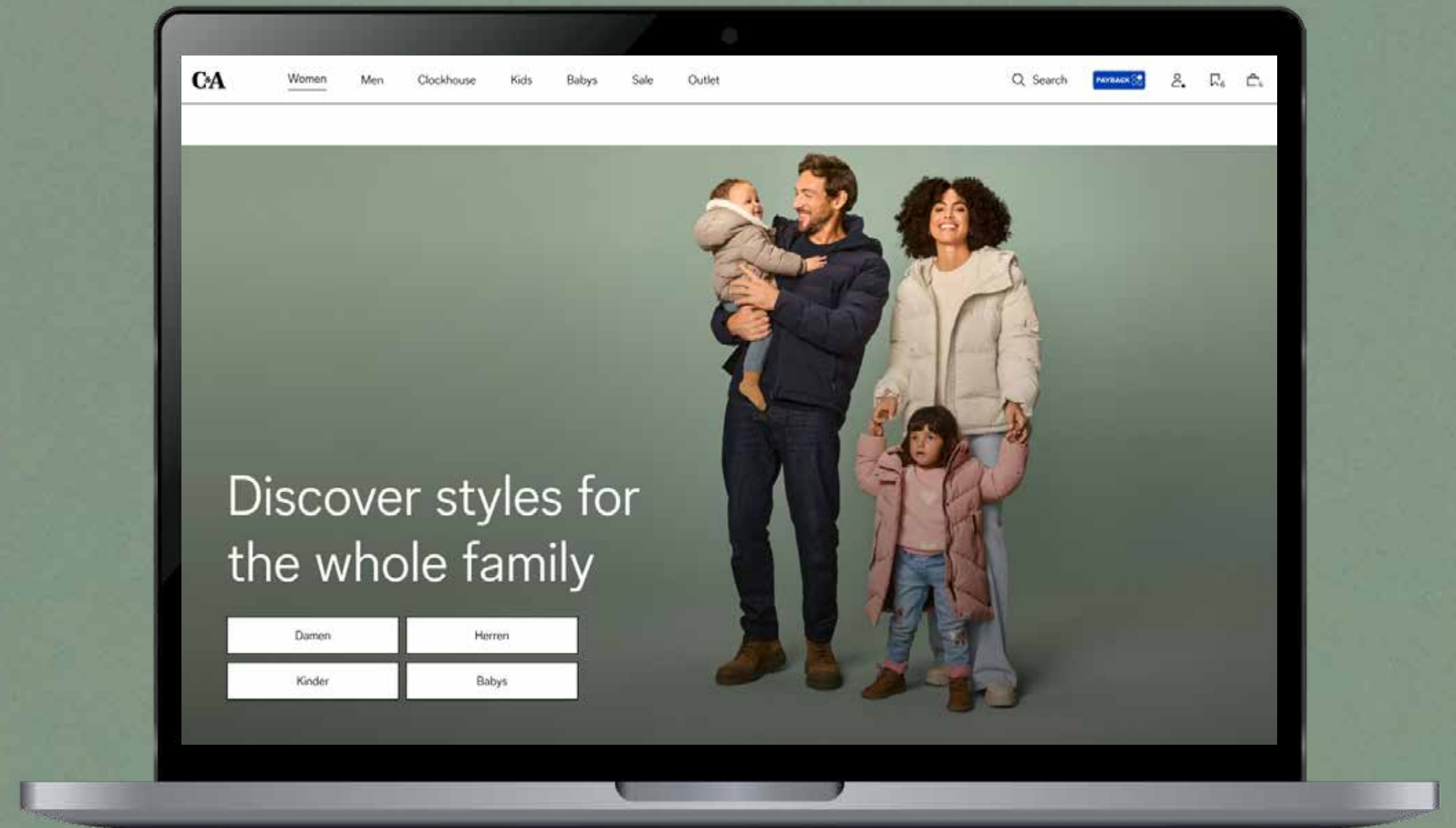
Typeface Exceptions section showing 'New Collection' and 'Crafted in Germany' with price tags 'from 19.99' and '59.99'.

Brand Typefaces section showing CA Sans Semi Light and CA Sans Semi Semi Light Italic with their respective character sets.

Character Styles section showing a woman in a grey jacket with text 'Draußen grau Innen wow' and a font settings panel.

SoMe section showing product images of a yellow t-shirt and shorts set with C&A branding.

SoMe - Paid Moving Image Safety Area 1:1 section showing a square frame with C&A logo and safety area guidelines.



C&A

Perfect Jeans

Perfect Match

Skinny Flare Denim 19⁹⁹

Shop your perfect denim looks now

This advertisement features three models (two women and one man) wearing denim clothing against a red background. The C&A logo is at the top. Text includes 'Perfect Jeans', 'Perfect Match', 'Skinny Flare Denim 19⁹⁹', and 'Shop your perfect denim looks now'.

C&A

The iconic puffer

Made to go outside

Winter jacket from 69⁹⁹

c-a.com

This advertisement features two models wearing winter jackets against a light green background. The C&A logo is at the top. Text includes 'The iconic puffer', 'Made to go outside', 'Winter jacket from 69⁹⁹', and 'c-a.com'. A close-up of a hand on a green jacket is on the right.

Ad

C&A

Dein Puffer

Wintermantel 89€

Dein Auftritt

Scan with your phone

Jetzt Jacken shoppen

WEDNESDAY

S1:E1 "Friend or Woe"

19 min remaining

Webseite C&A C&A for you

The iconic Puffer

Steppjacke

Steppmantel

Kurz und bündig

Scan with your phone

Ad

Aliyah Akbar



Mix of campaign/brand activations



C&A SOCIAL GUIDELINES



The Challenge

Develop a cohesive social media design system for C&A within a limited budget, without relying on new campaign photography, while ensuring the output remained engaging, brand-aligned and scalable across the business.

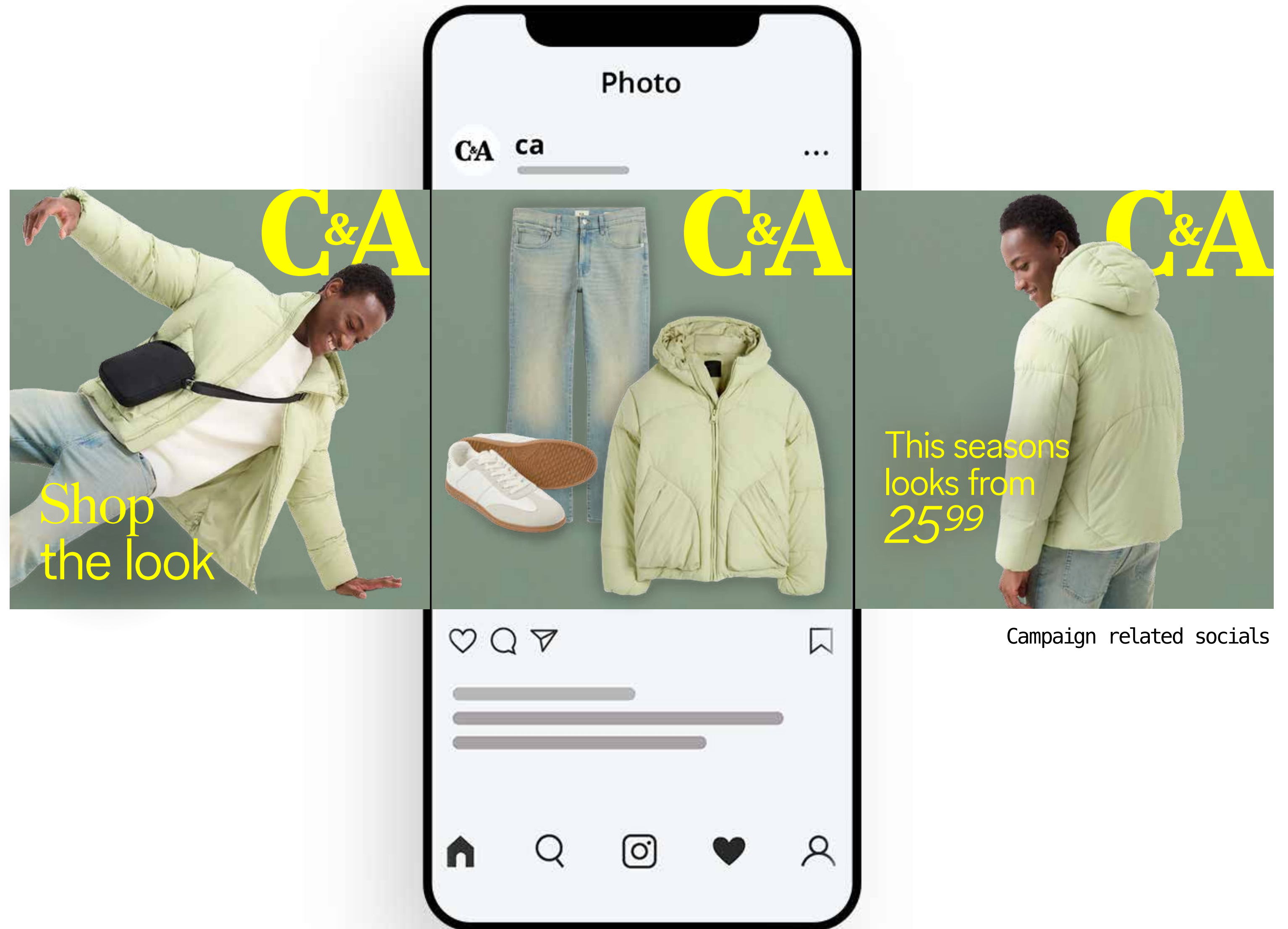
Aliyah Akbar

The Strategy

I led the development of the social media guidelines from concept through to delivery, proposing a cost-effective creative approach that repurposed existing merchandise imagery. This resulted in a flexible and scalable visual system that could be consistently applied across campaigns and markets.

The Outcome

The final system enabled a consistent and efficient rollout of social content across the business. It was adopted for campaign “dark posts” and handed over to external agencies, providing a clear framework to produce brand-aligned social assets at scale while maintaining quality and consistency.



Campaign related socials



Social posts created by external agencies

Design Systems

Social Media

Scalable Design

SUSTAINABILITY

REPORT

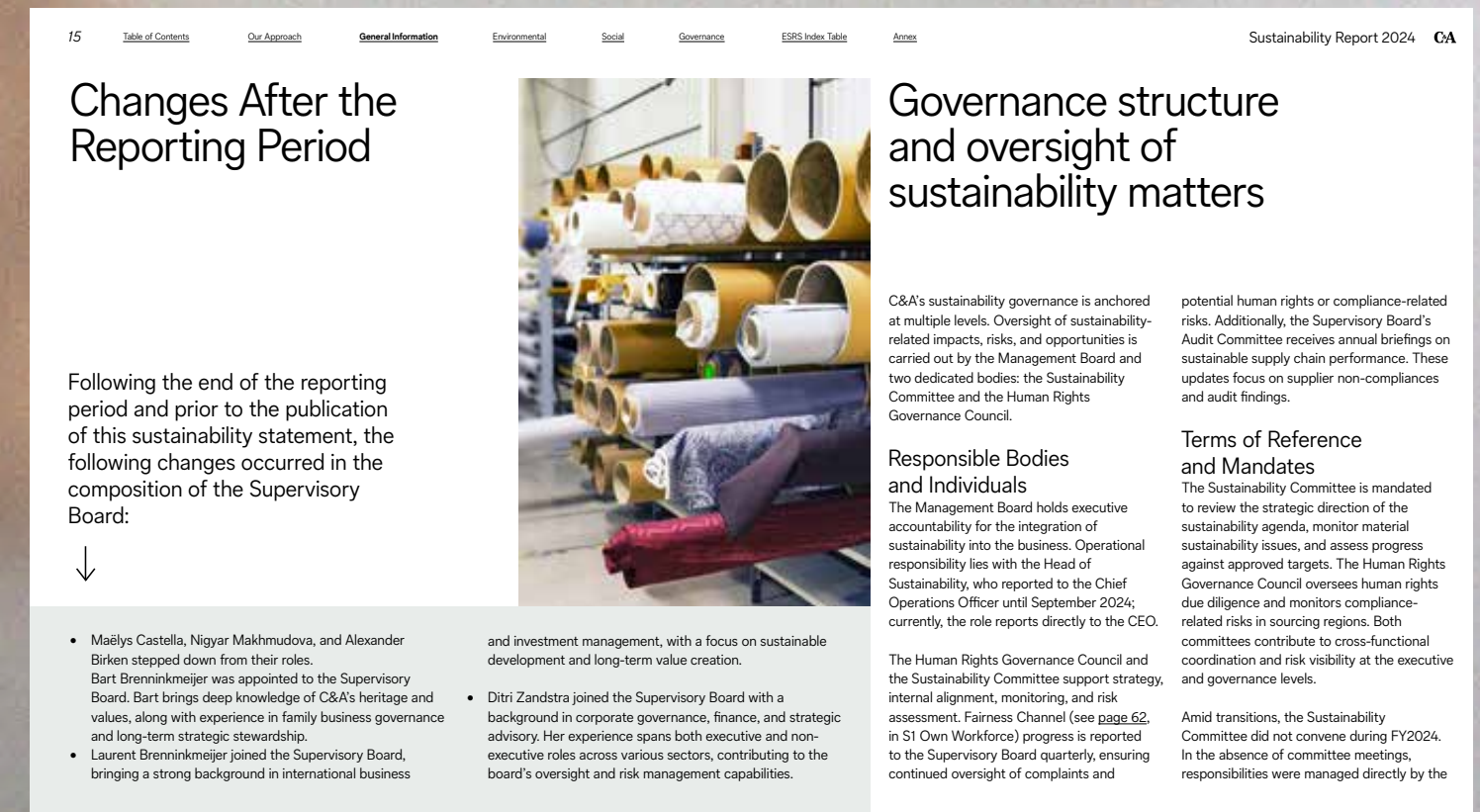
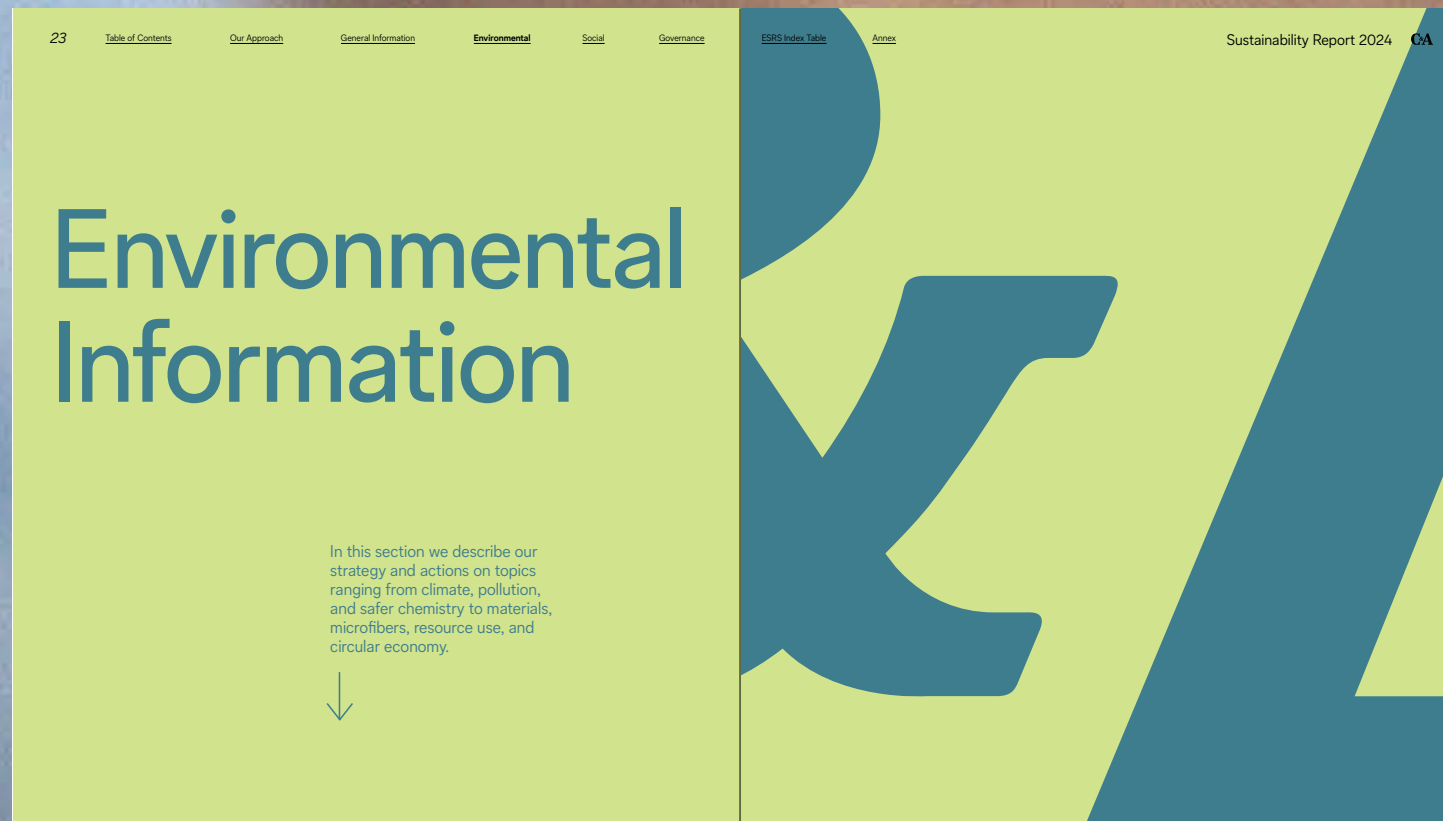
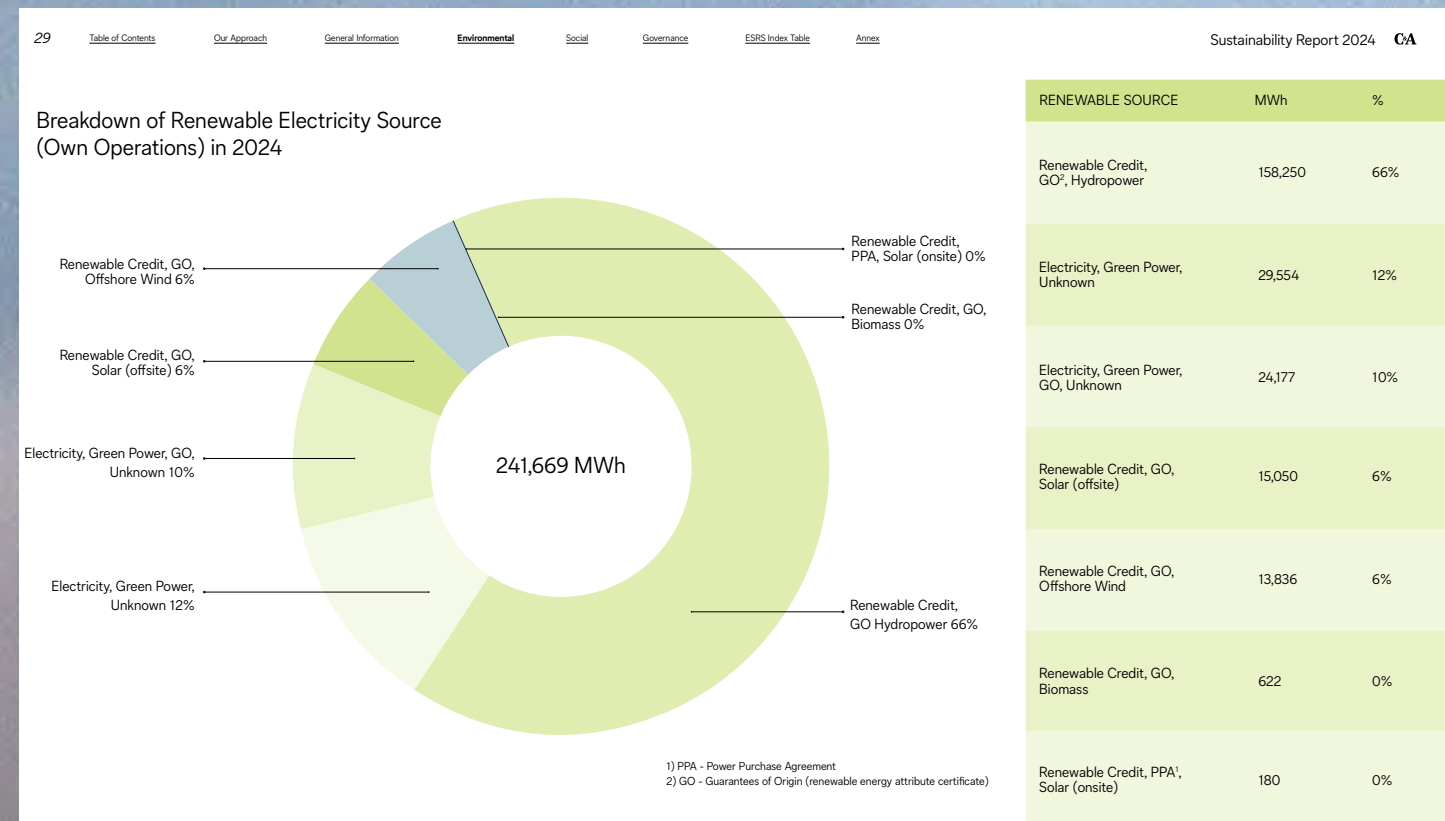
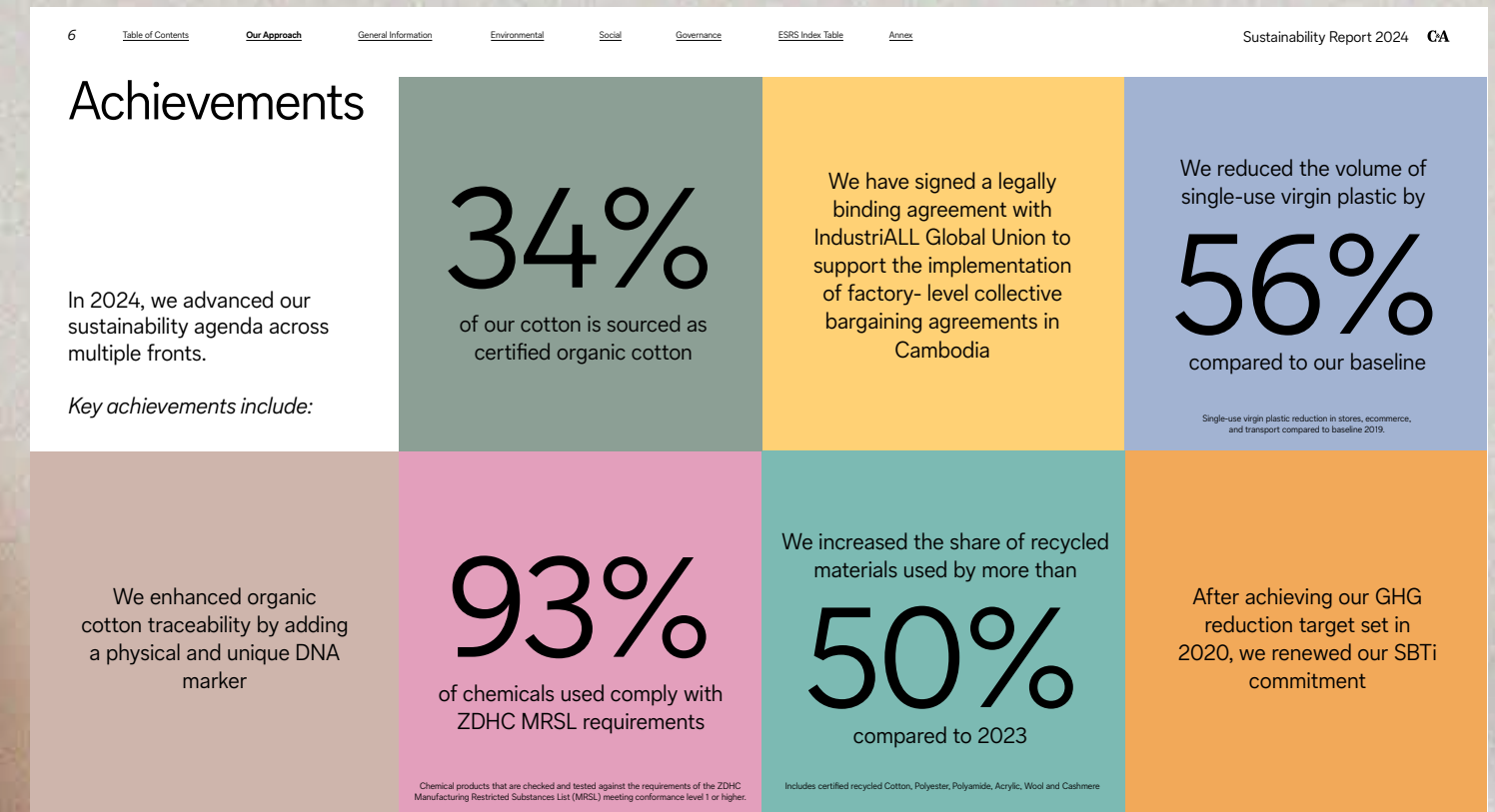
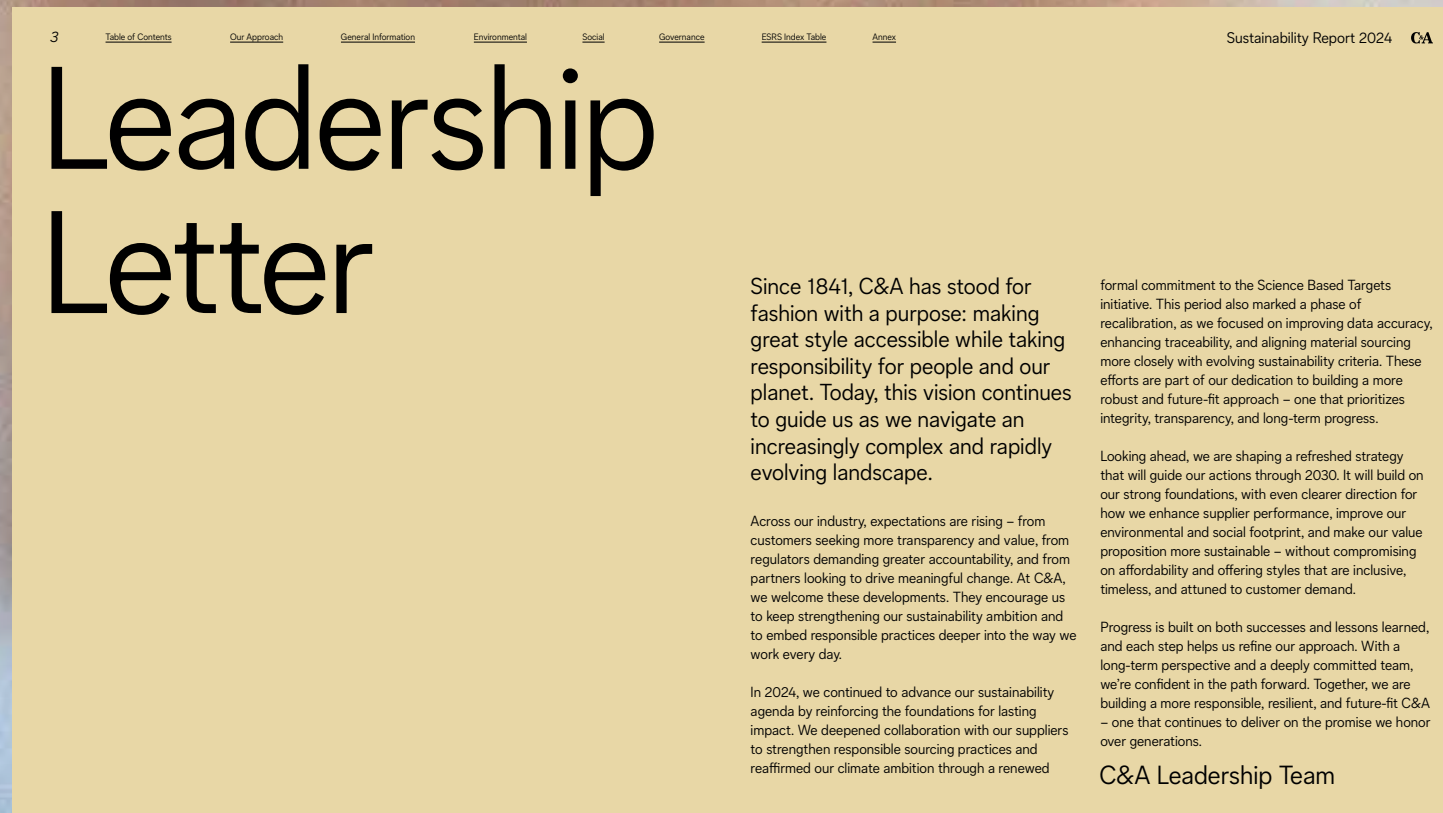
The Challenge

Design C&A's official Sustainability Report, translating complex, data-heavy content into a clear and engaging publication, within strict budget constraints and limited in-house imagery.

Editorial

Data Visualisation

Template Design



The Strategy
 With limited visual resources, I built the design system around structure rather than decoration. I extracted a refined colour palette from existing imagery, integrated brand elements inspired by C&A's latest design updates,

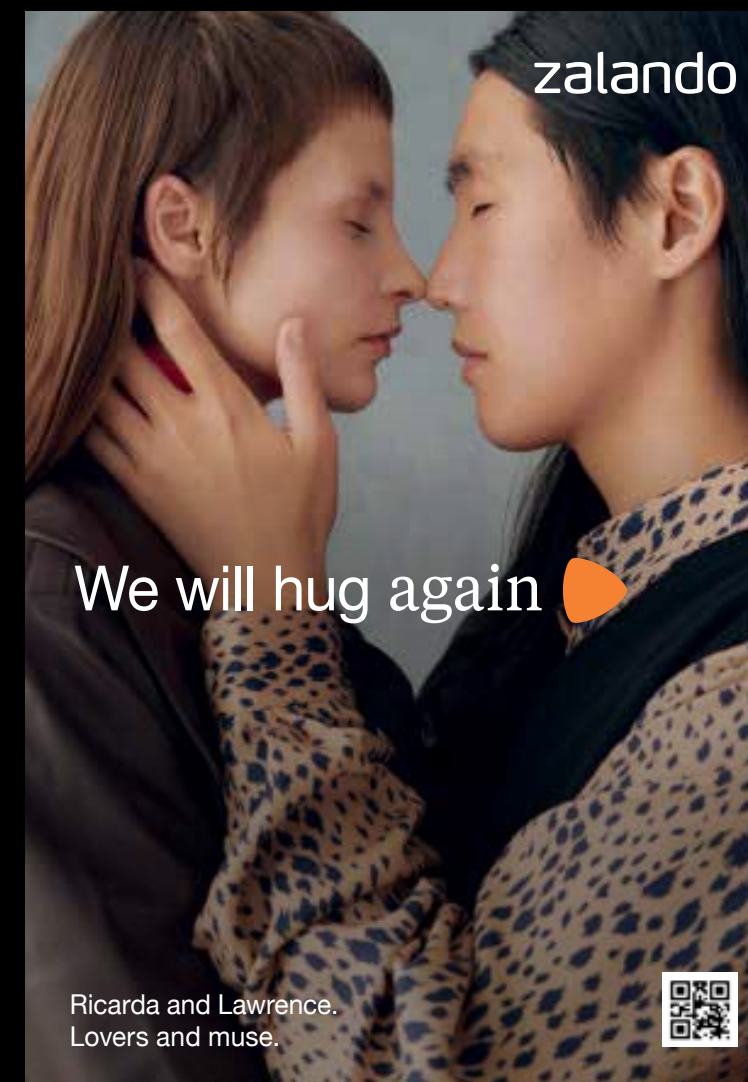
developed a clean typographic hierarchy for clarity and readability, and created modular layouts to support complex data visualisation. The goal was to design a system that elevated the content while remaining economical and easy to maintain internally.

The Outcome
 The result was a structured, adaptable report design that transformed complex sustainability data into an accessible narrative, strengthened brand consistency across touchpoints, and provided a scalable template for future editions despite ongoing budget constraints.

ZALANDO



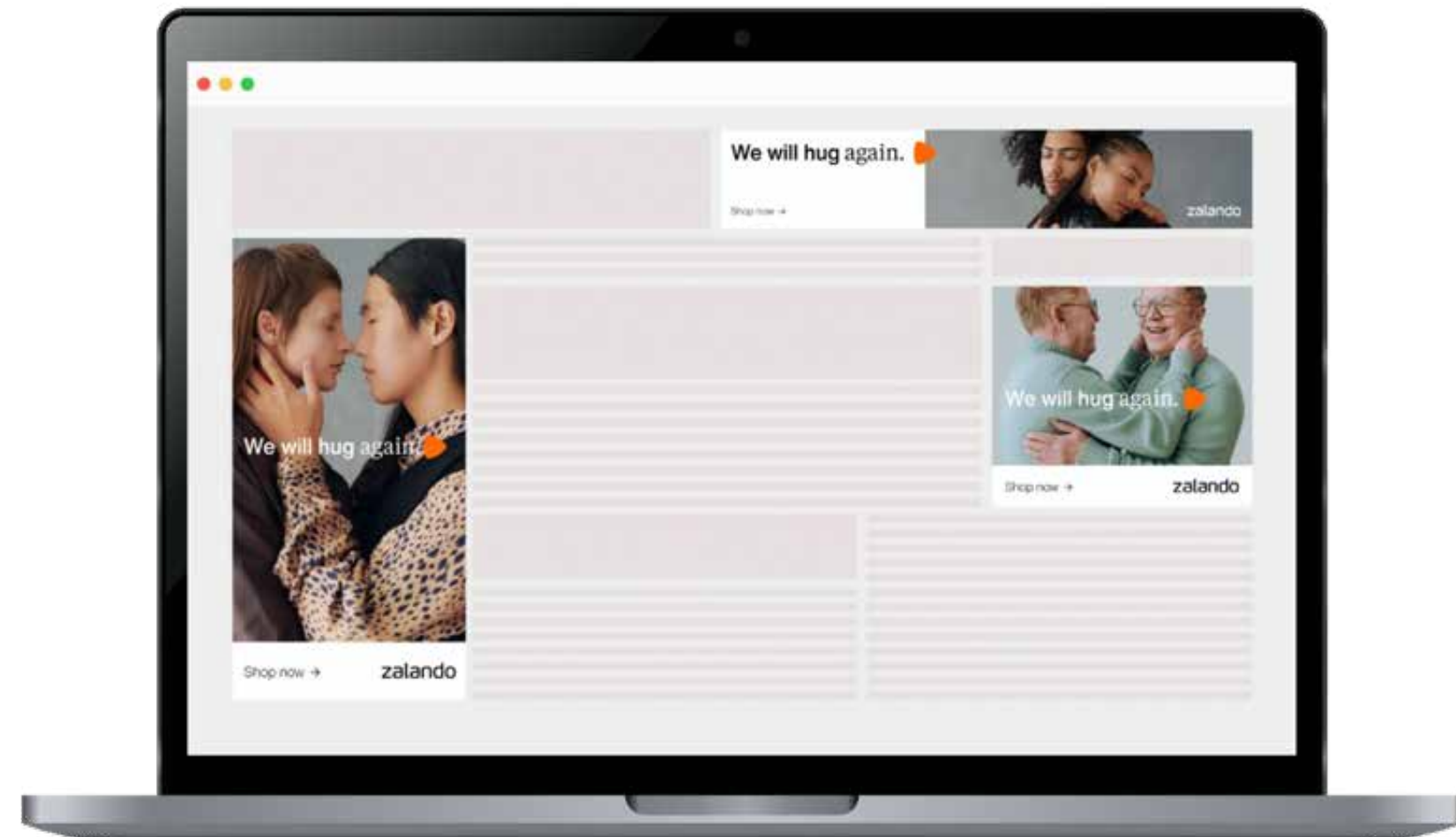
NEW DESIGN SYSTEM



Zalando is Europe's leading online platform for fashion and lifestyle. In 2020, Zalando launched a new Design System to strengthen emotional connection and express its inclusive, bold, and playful personality more consistently across touchpoints. As Senior Print Designer, I helped develop key core brand elements and translated them into impactful print and Out-of-Home executions, bringing the system to life in physical spaces before it rolled out across wider communications.

The Challenge

We were not simply introducing new visual elements, but implementing them in a way that strengthened recognition, enhanced emotional resonance, and performed effectively at large scale. OOH placements required clarity, hierarchy, and immediate brand impact while remaining flexible enough to support evolving campaign narratives.



The Strategy

The new Design System was built around three core components: a dual-logo system, a refined typographic pairing, and a flexible grid framework.

- ◆ The dual-logo system assigned distinct roles to each mark, using the iconic triangle symbol as an emotional anchor and the typographic logo as a bold fashion statement for traditional recognition.
- ◆ Typography paired Helvetica Now for functional, informative content with Tiempos to introduce warmth and emotion, creating a clear distinction between practical messaging and inspirational storytelling.
- ◆ A flexible grid system structured layouts, allowing dynamic compositions while maintaining discipline, aiding logo separation, and strengthening the connection between storytelling and the brandmark.

My role focused on ensuring these elements worked cohesively across both large-scale and standard OOH formats, as well as print assets, balancing expression with clarity and consistency before extending into other touchpoints such as paid advertising and social media.

The Outcome

The rollout resulted in a cohesive and recognisable visual system that strengthened Zalando's emotional positioning, elevated its presence in public environments, and established a scalable framework for consistent communication across all channels. This marked the first phase of Zalando's new positioning, with the logo separation laying the groundwork for the later evolution of the logotype typography.

Aliyah Akbar



Mix of campaign/brand activations

ZADIG & VOLTAIRE

PR PACKAGING



REDESIGN

The Challenge

Redesign Zalando's influencer PR packaging to create a premium, fashion-led unboxing experience inspiring and highly shareable, yet subtly branded.

Concept

Packaging System

Print Execution

Aliyah Akbar

The Strategy

We elevated Zalando's iconic orange by developing a refined tonal spectrum. From soft peach to deep burnt orange, intentionally stepping outside strict brand guidelines to achieve a more sophisticated feel. Color became the brand expression, replacing heavy logo usage with confident restraint.

The Outcome

The system included four core elements: box, paper bag, envelope and card. Each component was designed to create a seamless reveal – a curated, camera-ready unboxing journey optimized for social media storytelling.

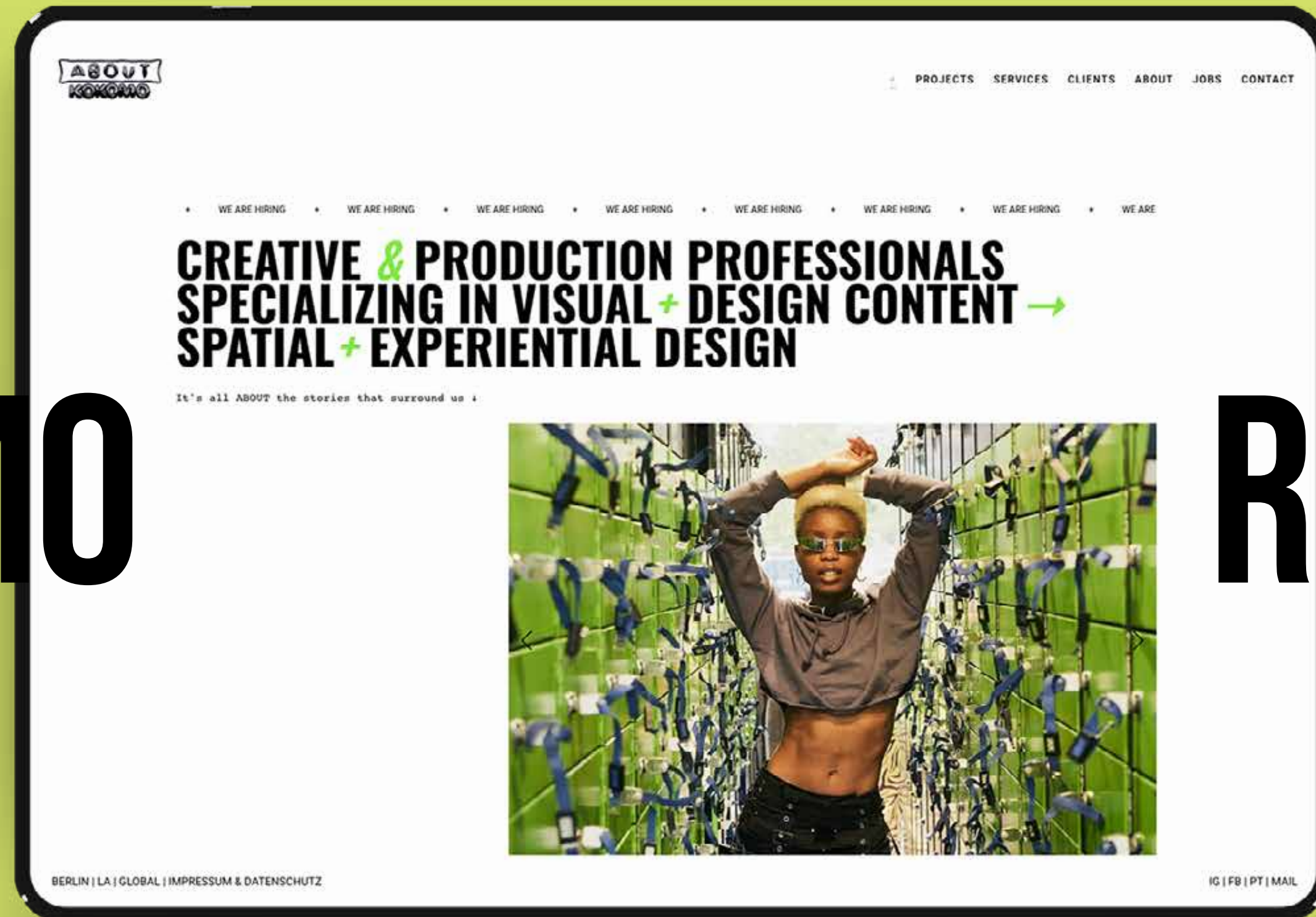


Concept

Packaging System

Print Execution

ABOUTKOKOMO



REDESIGN

ABOUTKOKOMO is a creative and production studio specialising in experiential, spatial and content design, creating immersive brand experiences and campaigns for fashion and lifestyle clients.

Brand Systems

Rebrand Rollout

Cross-Channel Design

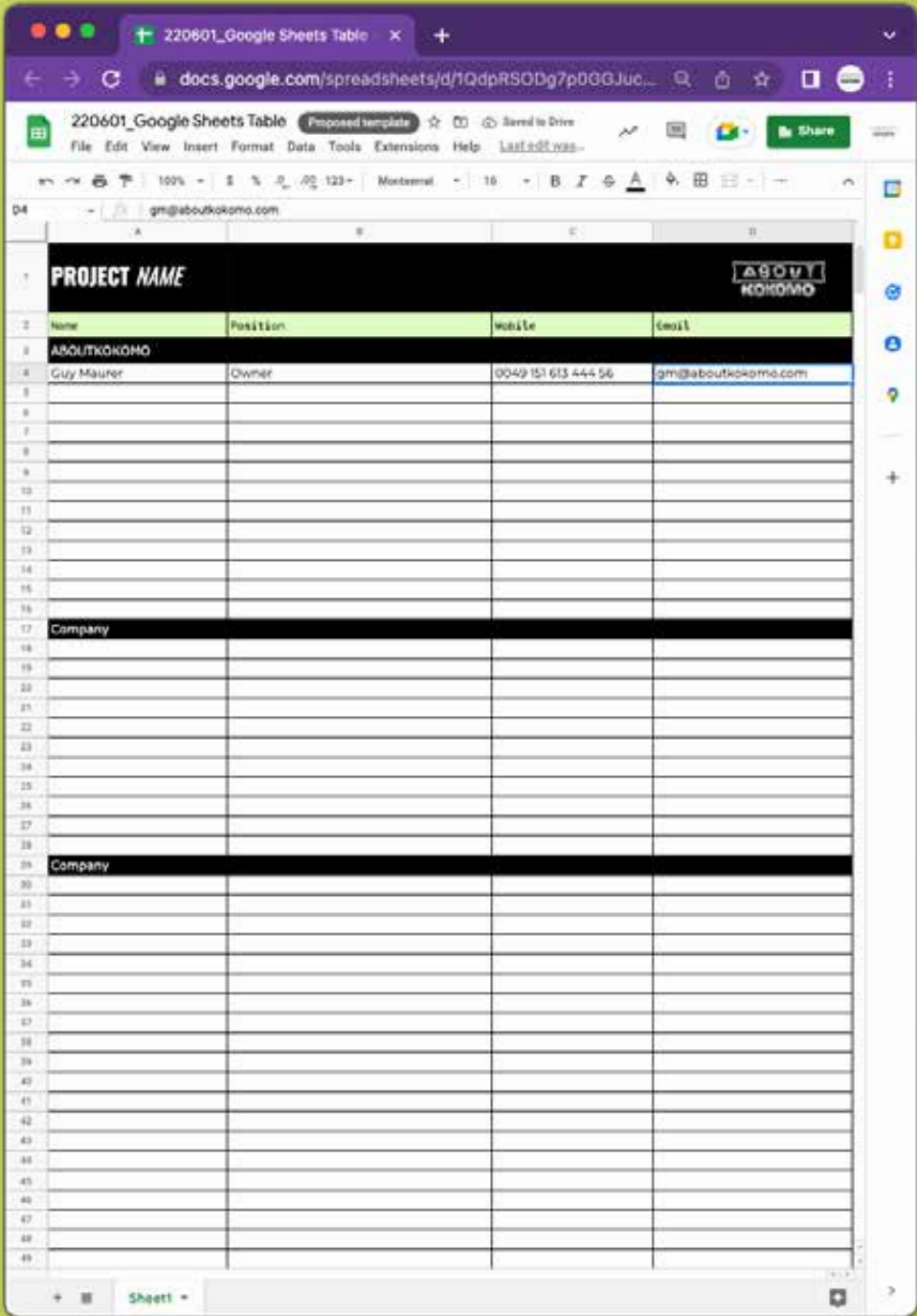
Aliyah Akbar

The Challenge

Brought in as a freelance designer to support ABOUTKOKOMO's rebrand, the challenge was to translate the new visual direction into a cohesive and scalable system across key touchpoints.

The Outcome

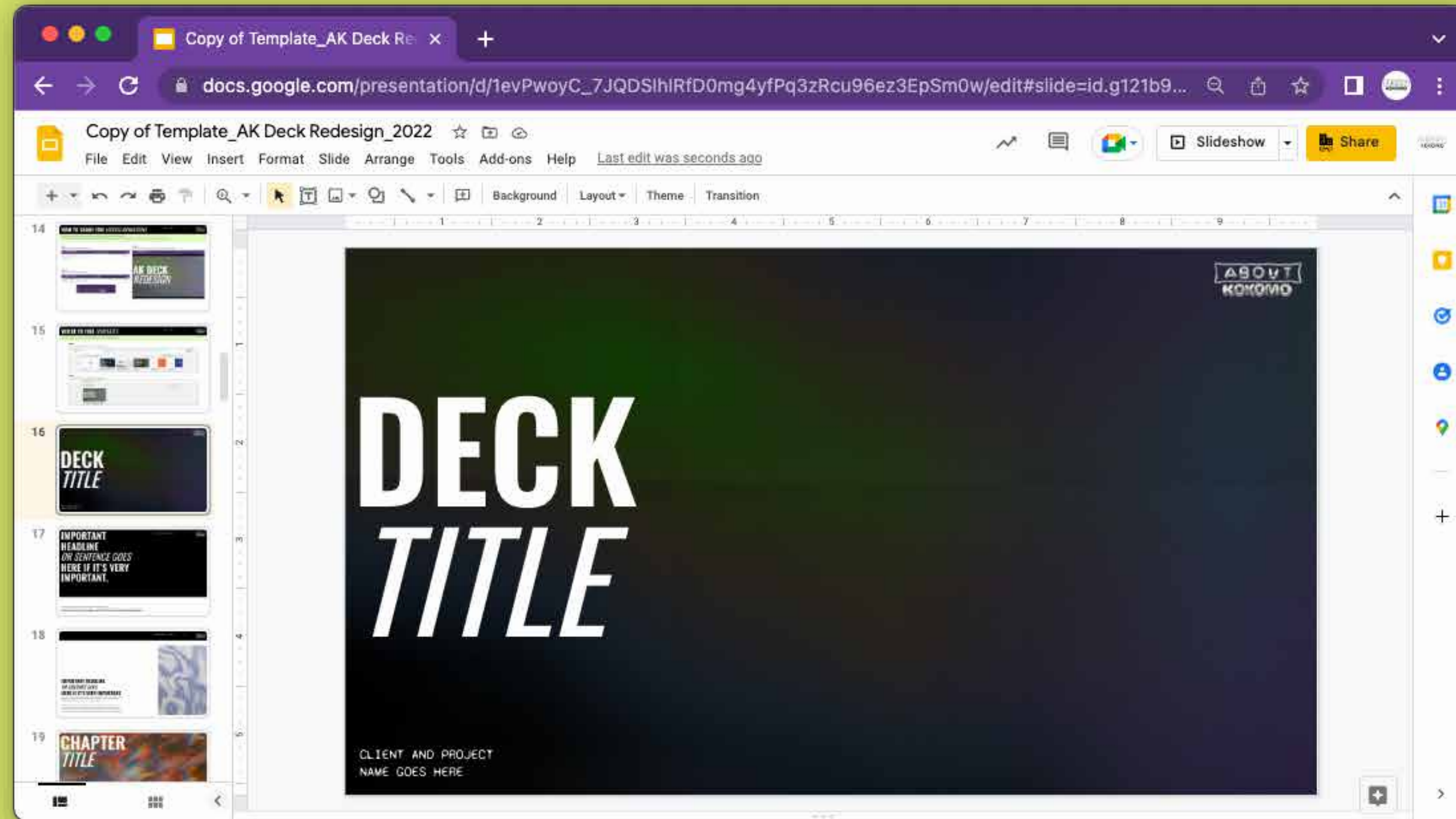
I developed and executed the rebrand across in-house branding, including the website, social content and internal presentation systems, creating a consistent and flexible brand experience across all applications.



Internal Project Sheet



Social Posts



ALBUM



ARTWORK

Nico Leivo is an up-and-coming Argentine-born, Berlin-based musician creating introspective alternative-pop.

Art Direction

Visual Identity

Concept Development



The Brief

Nico shared early tracks from the album along with a few defining words—simple, honest and dreamy—which became the guiding principles for developing the visual direction.

The Outcome

After exploring a range of visual directions with varying motifs, we landed on the concept of a faceless figure holding two contrasting expressions—happy and sad. This became a central metaphor, capturing the emotional duality of life, love and friendship explored throughout the album.

Aliyah Akbar

THANK

I'd love to hear from you so
don't hesitate to get in touch!



YOU