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Education

_____ Tallinna Pääsküla Gümnaasium

2010-2013 *High school*

_____ Baltic film, media, arts and
communication institute

2015-2019 *BA Integrated arts, music
and multimedia*

Work

_____ Freelance designer

2017 - ...

_____ Smarts start-up

2017 - 2018 *Graphic designer*

_____ Wulcan Creative

2018 - ... *Graphic designer*

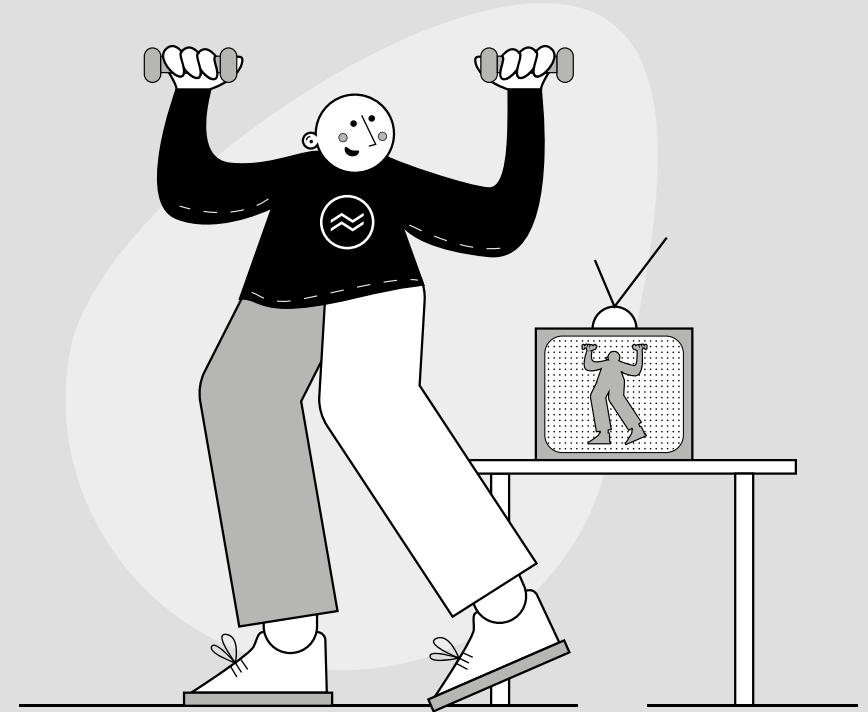
After hours

_____ Adobe suite tutor

2019 - ... *Multimeedia laager*



Wulcan Creative Covid-19 illustrations



Who could have possibly imagined that this year would begin with such unexpected chaos. For the safety of others and ourselves, we had to stay indoors and move all of our daily doings to our four wall spaces.

So was the story with Wulcan, all of us stayed home for a couple of months doing our daily work tasks via webcam meetings etc. Still we thought that maybe we could bring some joy with fun illustrations that would be a beacon of suggestions for things that you could do while at home.

We came up with different scenes and my job was to create a character living these scenes and guiding you to do the same so we could all come through this pandemic together!

Year - 2020

Agency - Wulcan Creative

Tartu Kultuuriaken kampania branding.

The city of Tartu's culture promotion website Kultuuriaken wanted us to create a fun and catchy campaign for the city's autumn events. We created a message based on the Kultuuriaken (Culture window) name.

My task was to create the visual language of the campaign. The idea behind the chat bubble is that it represents a window shape that calls you to join these events. We made a lot of different print materials including flyers, bus-stop banners, drink coasters, pens, tote bags etc.

The campaign was a success for the city and we can't wait to work with them again.

AVA AKEN
SÜGIS-
ELAMUSTEKS

 kultuuriaken.tartu.ee

Year - 2019

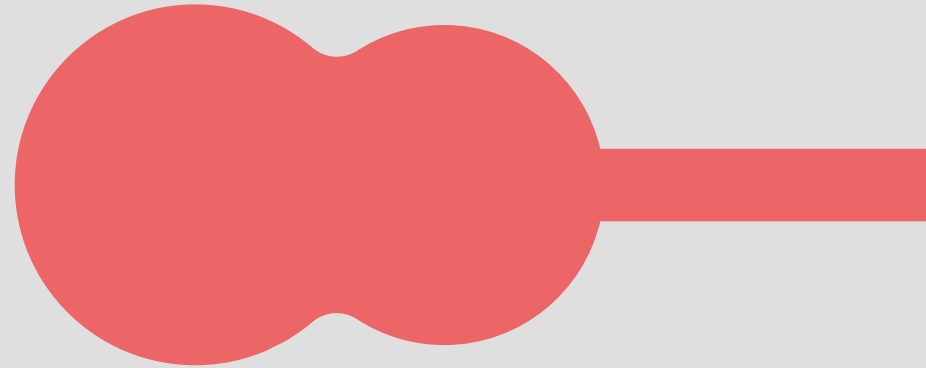
Agency - Vulcan Creative

Noortebänd rebranding.

Noortebänd came to me with hopes of freshening up their image. They were coming into their 20th year of the event taking place and needed a little retouch of the brand. Something that would last another 20 years and even more.

Noortebänd always had a bit of a modern retro vibe going on and I wanted to continue that. So for the logo, I used a typeface that would continue their image and wouldn't be a complete re-do of their previous one. I felt like the old contrast of colours was a bit hard on the eyes so I took their primary colours and put them in the background a bit more. The main colour i chose is a dark blue and the accent colours are the old brandings primary colours(orange, light blue, pink).

I introduced new graphic elements, the geometric guitars, to pull the viewer in with the fun shapes and colours and let them know that this is a music event that is as serious as Tallinn Music Week, Jazzkaar etc.



Year - 2020

Freelance project

Entar auto bränding.



It's not important where you are right now. It's important what direction you're headed on your destination.

EntarAuto is an all car brands bodywork and painting company based in Tartu. Operating since 1991, the company is reliable, modern and customer-oriented.

Clean. Neutral. Unique.

I rebranded the current design and created a new unique logo. Inspired by the idea that cars leaving EntarAuto are cleaner and beautiful for the eyes but also the blue colour that was previously in the design, we created a strong and clean branding. The new design is gender neutral and reflects the company's values. The logo comes from the letter E and symbolises the journey car pervades in EntarAuto.

Year - 2018

Agency - Wulcan Creative

Illustration — 2018-2020

Tartu Maraton illustrations.

Tartu Marathon event series has for decades been the frontrunner of sports events in Estonia. I believe that every single Estonian has either heard or participated in the races that they organize.

We were tasked with creating a visual identity for the races that has a similar feel and look for the separate sports events. So my task was to create stunning illustrations that capture the people that put their blood, sweat and heart into these races. I wanted it to be something that you can look at years later and remember details about the race that you may have forgotten: the burning pavement in the summer sun, the humidity of the forest, the cold winter air that you breathe in the starting corridor.

The illustrations go onto different print materials: Diplomas, race numbers, id badges, posters etc. Hopefully, years later people can pick up their diplomas and go down memory lane with these illustrations



Year: 2018-2020

Agency - Wulcan Creative

Tapa Spordikeskus bränding

Tapa Spordikeskus reached out to me to create a identity system that they never really had before. They wanted something that is inviting and sporty. Something that would help them promote the different sports clubs and classes that they were doing.

First of all I went after the colours, I chose the two shades of blue from the Tapa Parish coat of arms and put a little touch of my own into the colours. I knew for the logo they wanted something concrete and solid, so I created a sportsman logomark with the letter "T" integrated into it. The "T" of course represents the city of Tapa.

I created some icons for the posters and social media posts. Since everything I made had a super solid feel, I wanted the font to have a little more playfulness to it, so I chose a more rounded font that has more bounce.



Year - 2020

Freelance project