



PERSONAL PORTFOLIO

TEWODROS AMSALU

CREATIVE DIRECTOR
ART DIRECTOR
SENIOR DESIGNER

COLLECTIONS
2021 - 2026



00

ABOUT ME

01

BRANDING

02

DIGITAL

03

VISUAL DESIGN

04

PRINT DESIGN



▣ WHO I AM

Creative Director and Regional Design Consultant based in Addis Ababa. 5+ years directing high impact visual communications, publication systems, and brand architecture across East Africa for international organizations and corporate leaders.

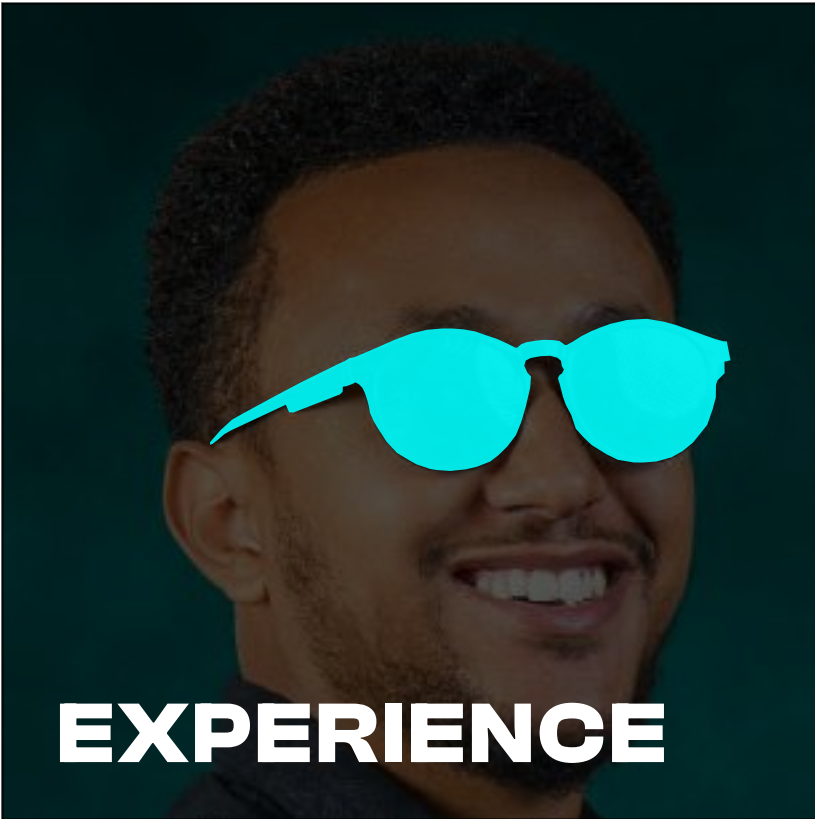
▣ WHAT I DIRECT

- **Brand Architecture:** Visual identities, brand books, and multi channel campaigns.
- **Editorial & Data:** Large scale publication layouts, infographics, and executive summaries.
- **Spatial & Events:** Stage design, event architecture, and environmental graphics.

▣ TRUSTED BY

		 European Union		 Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
				
				

ABOUT ME



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SELAM (SWEDEN)

Regional Graphic Design Consultant

Addis Ababa / Horn of Africa
2025 – Present

- Provide strategic design consultancy, brand stewardship, and multi channel asset design for Pan African civil society initiatives including PANAF and Connect for Culture Africa.
- Conceptualize regional campaign architecture, publications, and event visual systems while directing external production and print vendors.



ETERNAL MEDIA (360 Agency)

Creative Director & Department Head

Addis Ababa, Ethiopia
2026 – Present

- Lead and mentor a multidisciplinary team of graphic designers, 3D artists, and motion designers executing national and regional campaigns.
- Direct end to end visual strategy, publication layout standards, and event architecture for clients including UNICEF, GIZ, and ECX.



UNESCO (Aschberg Program)

Creative Lead

Addis Ababa, Ethiopia
2024

- Spearheaded visual identity and event communication assets for international youth development and cultural empowerment initiatives.



ETERNAL MEDIA (360 Agency)

Art Director & Department Head

Addis Ababa, Ethiopia
2022 – 2026

- Managed production workflows with external print houses and media vendors to ensure high-precision execution on tight turnarounds.
- Formatted complex editorial reports, data infographics, and promotional collateral for high-visibility public sector programs.



BRANDING & VISUAL ARCHITECTURE



Directing end to end brand identities, publication systems, and multi channel campaign architecture across East Africa."

- ▣ **Brand Architecture:** Identity systems, logo geometry, and detailed brand guidelines.
- ▣ **Spatial & Venue Design:** Event architecture, stage screen graphics, and facility environmental design.
- ▣ **Creative Strategy & Consultancy:** Team leadership, brand workshops, and cross media execution.

BRANDING

Selected Brand Marks

A curated selection from over 50 identity projects and logo marks created throughout my design career.

Each mark is engineered as a functional system built for versatility across digital platforms, architectural environments, and large scale print collateral. The focus remains on geometric precision, typography, and long term visual relevance.

Confidentiality Note

Certain client marks and institutional identities are excluded from this overview due to non disclosure agreements and ongoing brand rollouts.



SELECTED WORK

BRANDING
SHOWCASE

ECX | Brand Identity & Launch Event

Project Scope & Backstory

Executed a major national rebranding through extensive site visits, stakeholder meetings, and strategy brainstorms to modernize ECX after 16 years, shaping the entire creative vision and receiving an award certificate at their launch event.

Leadership & Strategy

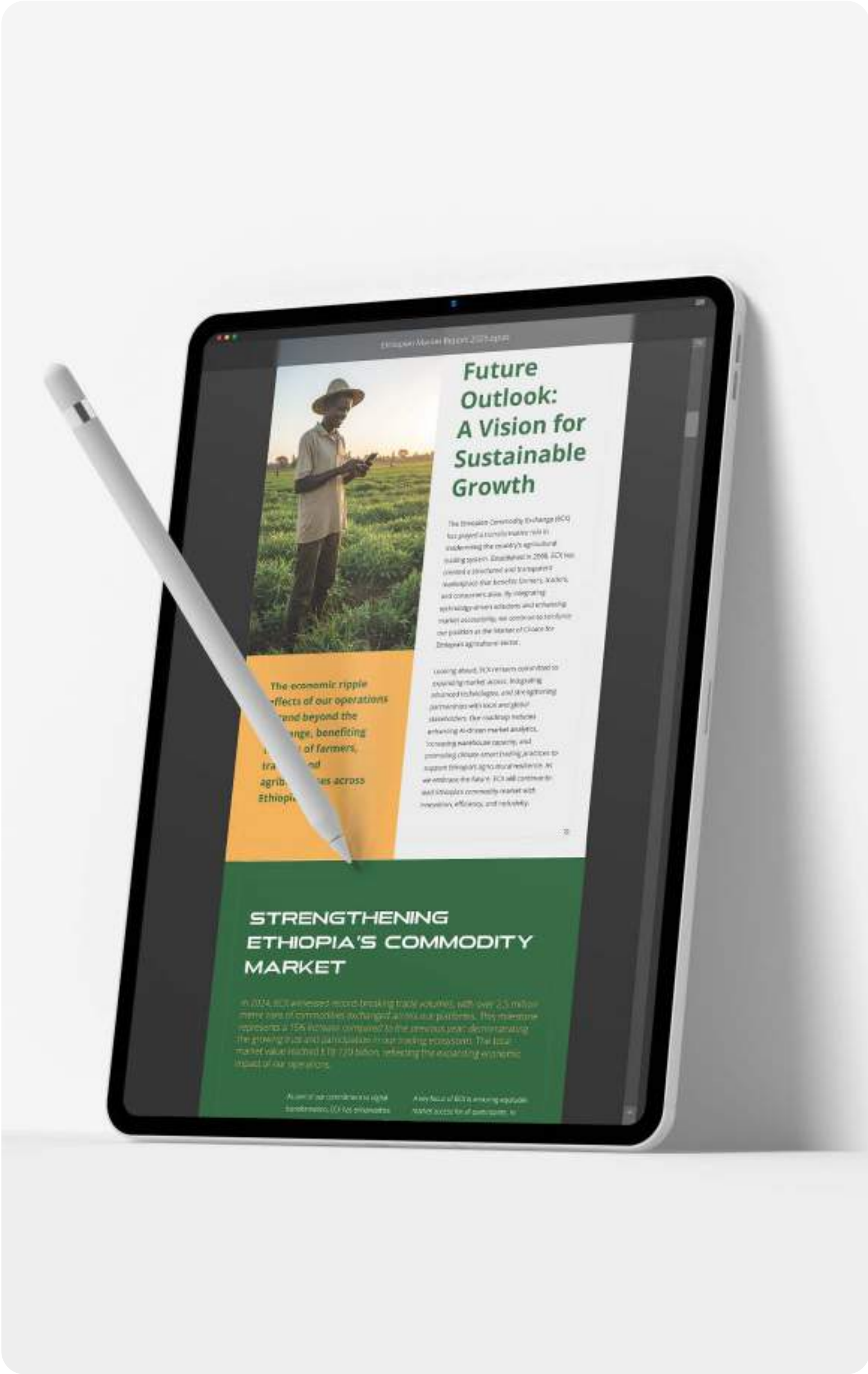
Served as brand strategist and creative director, driving the visual vision and designing alternate logo options while leading graphic designers, 3D artists, motion designers, and copywriters, along with delivering multi session brand trainings for their vast team.

Key Deliverables

Defined the overall creative direction and detailed brand guidelines, designed alternate logo concepts and logo animation packages, provided website design consultancy and ongoing social media direction, created full launch event spatial design, and delivered comprehensive brand training sessions for the internal ECX team.











Ambaye | Brand Identity

The Backstory

Following the successful branding project for Nile Source, the client returned to commission a complete visual identity from scratch for their parent enterprise, Ambaye General Trading.

Design Concept

Crafted the primary logo using the Ethiopian alphabet integrated with golden ratio geometry to build a balanced, culturally rooted symbol that scales across global trade operations.

Delivered

Designed the primary logo mark and brand identity guidelines, stationery sets and corporate collateral, fleet vehicle graphics and container signage specifications, and physical merchandise applications.











NEST | Brand Identity & Ecosystem Architecture

▣ The Context

Developed the visual identity for Next Ethiopian Startup alongside MInT, UNDP, and KOICA to support emerging entrepreneurs and innovation hubs.

▣ Leadership & Strategy

Directed brand strategists and UI designers to build a cohesive visual identity that spans digital platforms, startup resources, and event touchpoints.

▣ Delivered

Brand Identity System, Program Collateral, Campaign Assets, and Event Branding.



Ethiopian Government Goes All-in Startups Through Nest Initiative

The Ministry of Labor & Skills and the Ministry of Innovation & Technology, in collaboration with the Entrepreneurship Development Institute, UNDP, and KOICA, have unveiled the Next Ethiopian Startup (NEST) initiative, a concentrated national startup ecosystem development effort that aims to support and empower startups as a key driver of Ethiopia's economy.

The NEST initiative, launched October 23, 2023, in the presence of Deputy Prime Minister and Foreign Minister Demeke Mekonnen and other key stakeholders, seeks to reward risk-taking behaviors, and establish a supportive environment for innovation at every stage of its lifecycle.



GUIDELINES

Incorrect usage.

To protect the visibility and applicability of the NEST logo, we must not alter or distort it in any way. Changes, no matter how small, weaken the logo's originality and impact the consistent image we want to project. Illustrated here are common mistakes to avoid and rules against improper use.



Don't use shadows



Don't use borders



Don't change the font



Don't stretch or skew the logo



Don't change the color of the logo



Don't add any graphic effects

Next Ethiopian startup

17

08

Typography

18 Brand Guideline

Montserrat.

Having a distinctive font is useful for the sake of brand differentiation. It will help people/ customers recognize the brand and the feeling that it conveys through the consistent use of typography. The following fonts are to be used for all print and digital materials such as Publications, PowerPoint presentations, Letters, Website and Social media posts.

Montserrat is used for paragraphs, letters and longer statements, since it has clear and crispy features that can easily be read. It also has over 12 variations on thickness.

Aa

AaBbCcDd EeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWw
XxYyZz
0123456789(&!/,;:-+;%@**")

Next Ethiopian startup

19

0

Logo Ap

20 Brand Guideline



Next Ethiopian startup

21

Business Card Parameter.

Card Dimensions
85 x 55 mm
Paper Weight
200 gram white
Print Color Format
CMYK

85 mm

55 mm

250 mm

85 mm

Envelope Parameter.

Card Dimensions
10 x 230 mm

Paper Weight
200 gram white

22 Brand Guideline

Letterhead Parameter.

Card Dimensions
210 x 297 mm
Paper Weight
100 gram white
Print Color Format
CMYK

90 mm

297 mm

Next Ethiopian startup

23



24 Brand Guideline







Kainos Dining | Brand Identity & Guidelines

The Challenge

Crafting an authentic yet contemporary visual identity for a high-end Greek dining restaurant, translating Mediterranean heritage into a modern luxury experience.

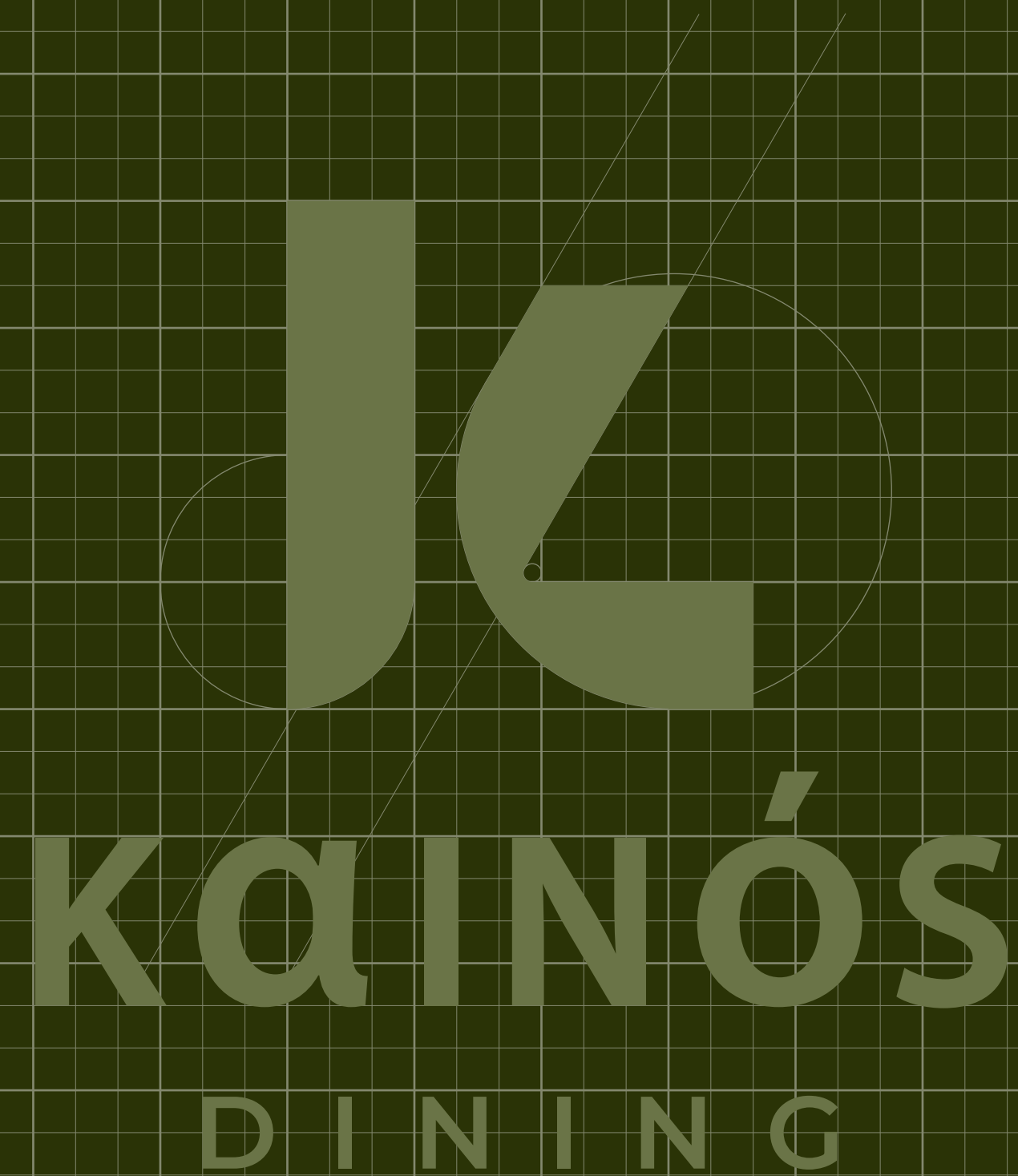
Strategic Approach

Developed the primary logo and comprehensive brand guidelines centered on three structural pillars Stable Root, The Vessel, and Living Sprout balancing Greek cultural iconography with modern typography across print and digital touchpoints.

Key Deliverables

Primary Logo & Geometry System, Brand Identity Guidelines, Menu Systems, Digital UI Layouts, and Packaging





The Stable Root

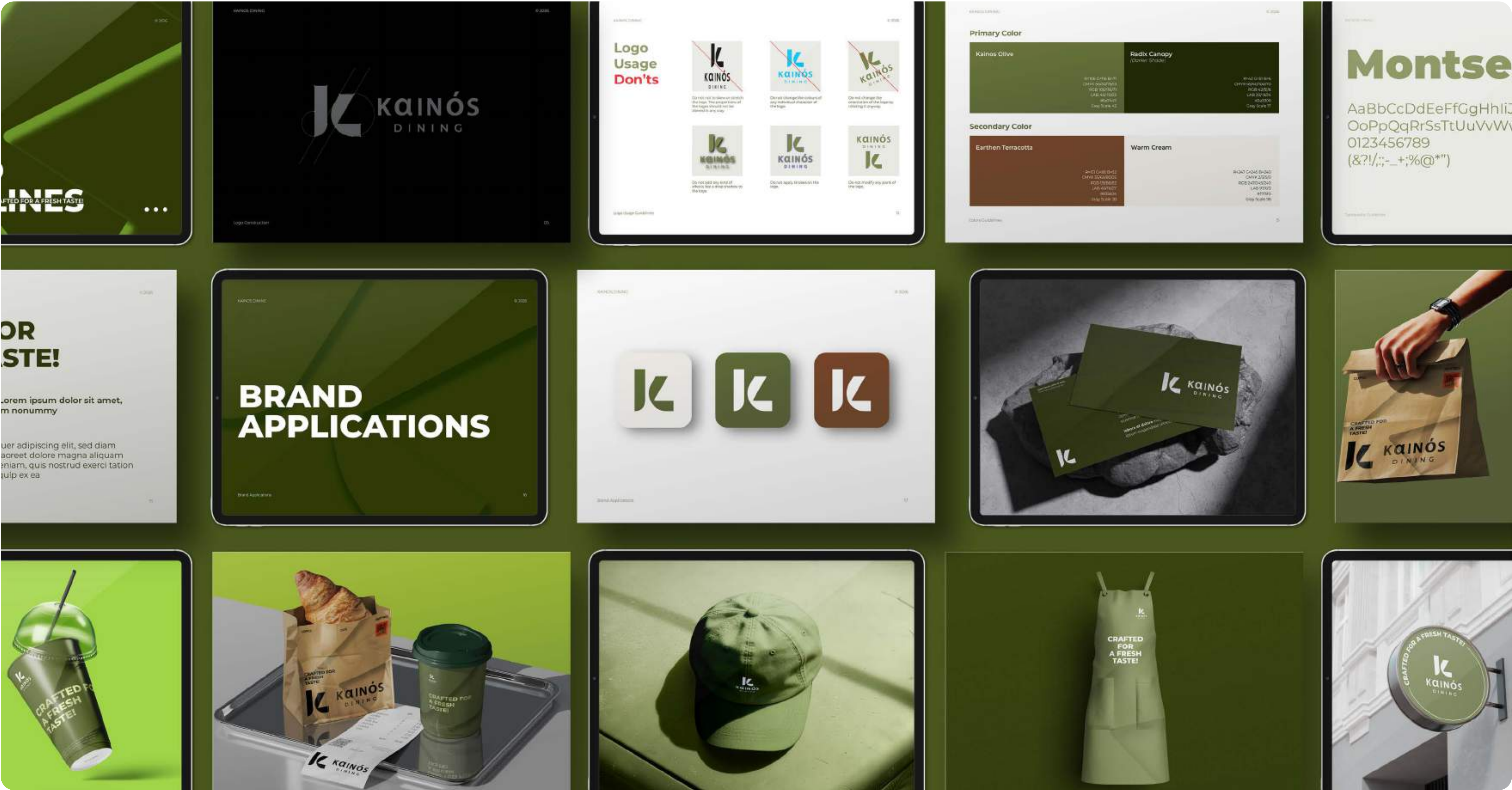


The Living Sprout









PANAF Summit 2026 | Event Visual Identity

▣ Event Scope

Developed the complete visual identity, digital campaign architecture, and venue design as the sole graphic design consultant for Selam Sweden and African Union partners.

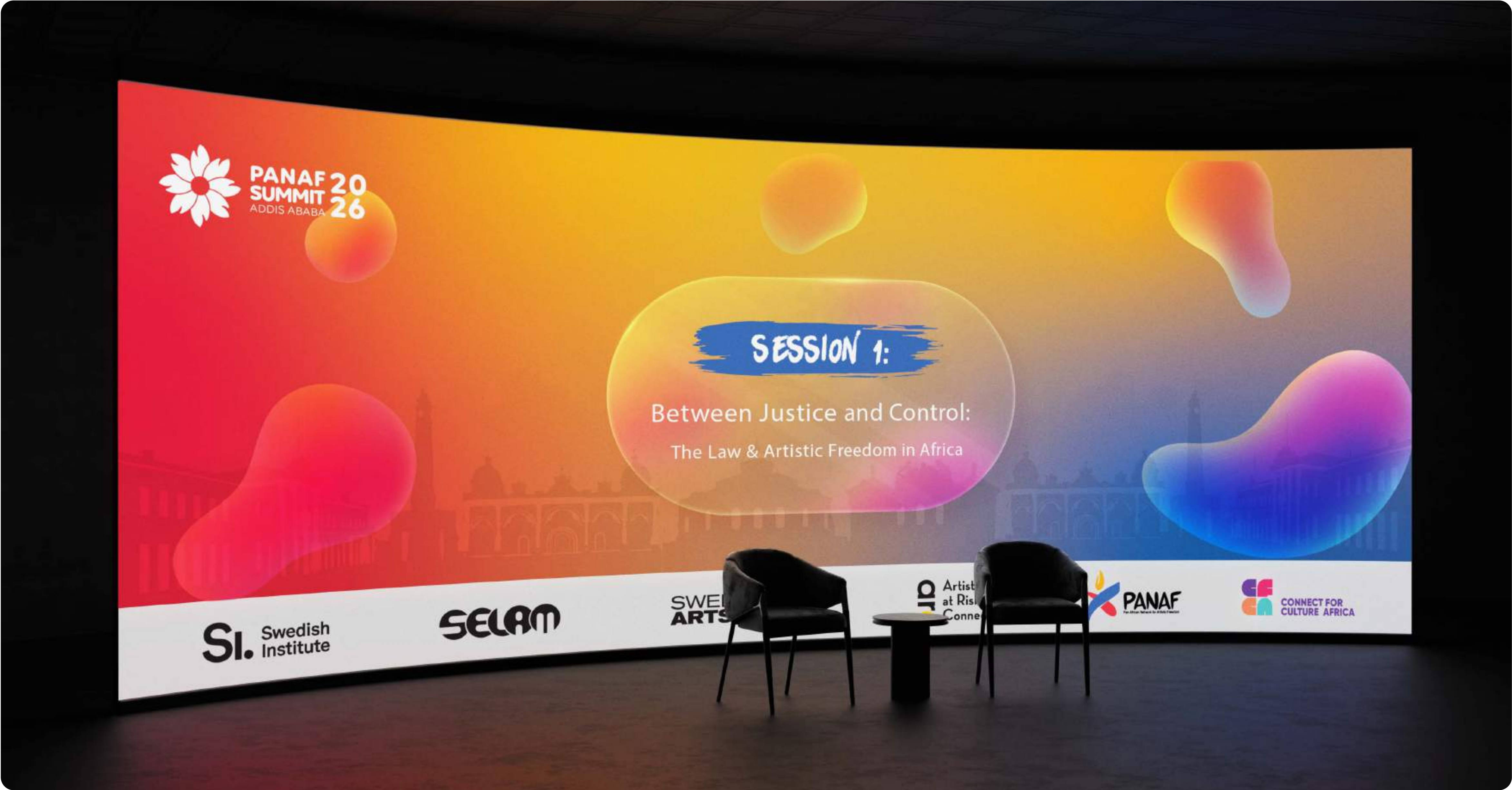
▣ Creative Direction

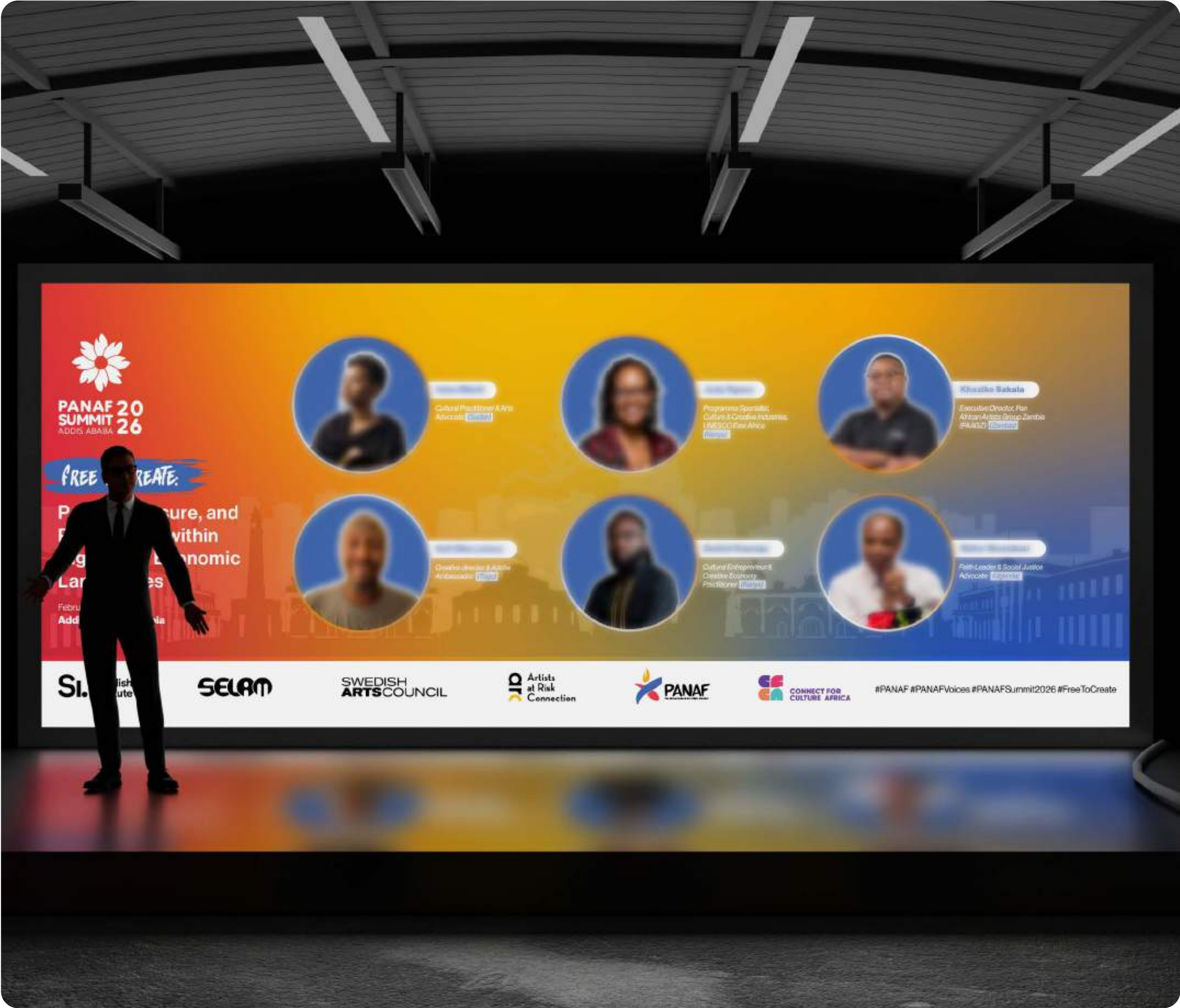
Provided strategic creative direction across all touchpoints guiding external print vendors, event production crews, and digital media teams on layout execution, motion assets, and spatial setup.

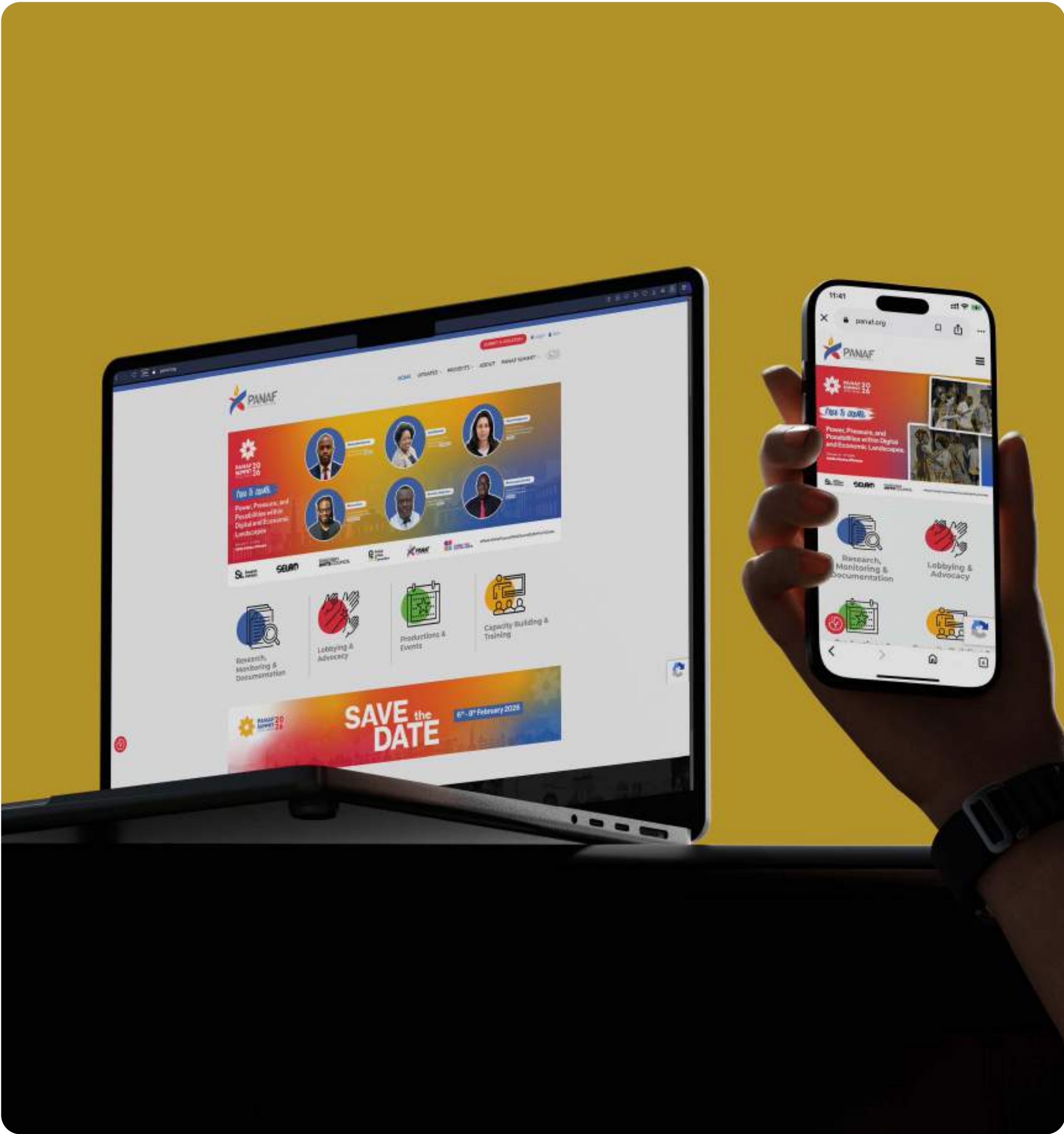
▣ Delivered

Designed the complete event visual system and brand guidelines, web interfaces and social campaign assets, stage motion graphics and screen packages, spatial venue mockups and print specifications, delegate passes, badges, and invitation collateral, as well as summit publications and baseline reports.











UNICEF | Office Branding

Multi Office Scope

Standardized visual identity and facility experience across 7 regional hubs, including Mekelle, Bahir Dar, Jijiga, and the 2 buildings at Addis Ababa ECA compound.

Team Leadership

Led a multidisciplinary team of architects, 3D artists, and graphic designers from initial site audits to final spatial guidelines.

Delivered

Designed the complete facility branding manual and environmental guidelines, 3D architectural mockups and spatial visualizations, wayfinding systems and architectural signage specifications.



Locations: Addis Ababa ECA Compound (Zambezi & Congo Buildings), Mekelle, Bahir Dar, Jijiga, Assosa, Gambela, Semera



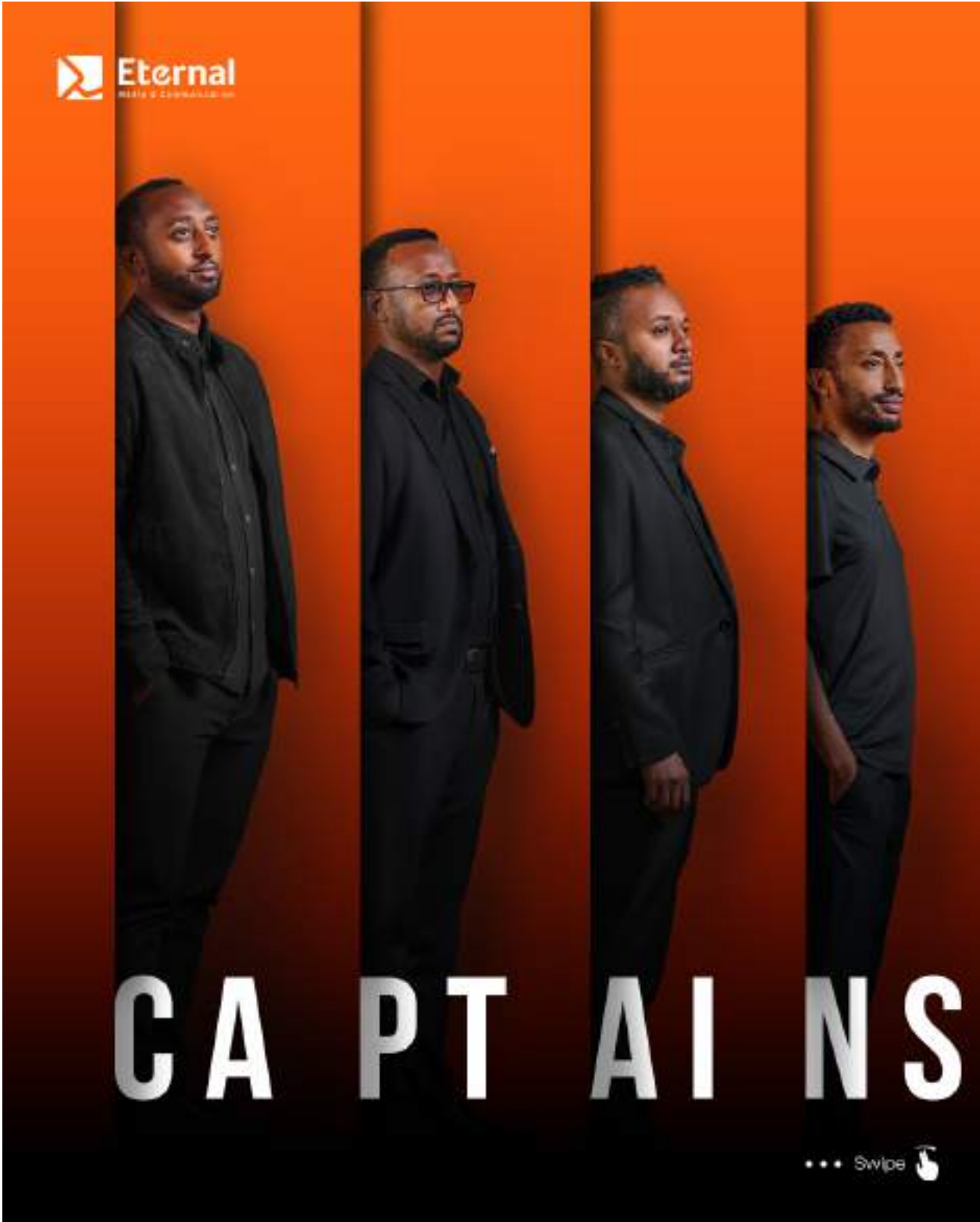




SOCIAL MEDIA

Eternal Media
360 Agency (Media & Communication)

SOCIAL
MEDIA
DESIGN



PANAF

NGO - Pan-African
Network for Artistic
Freedom

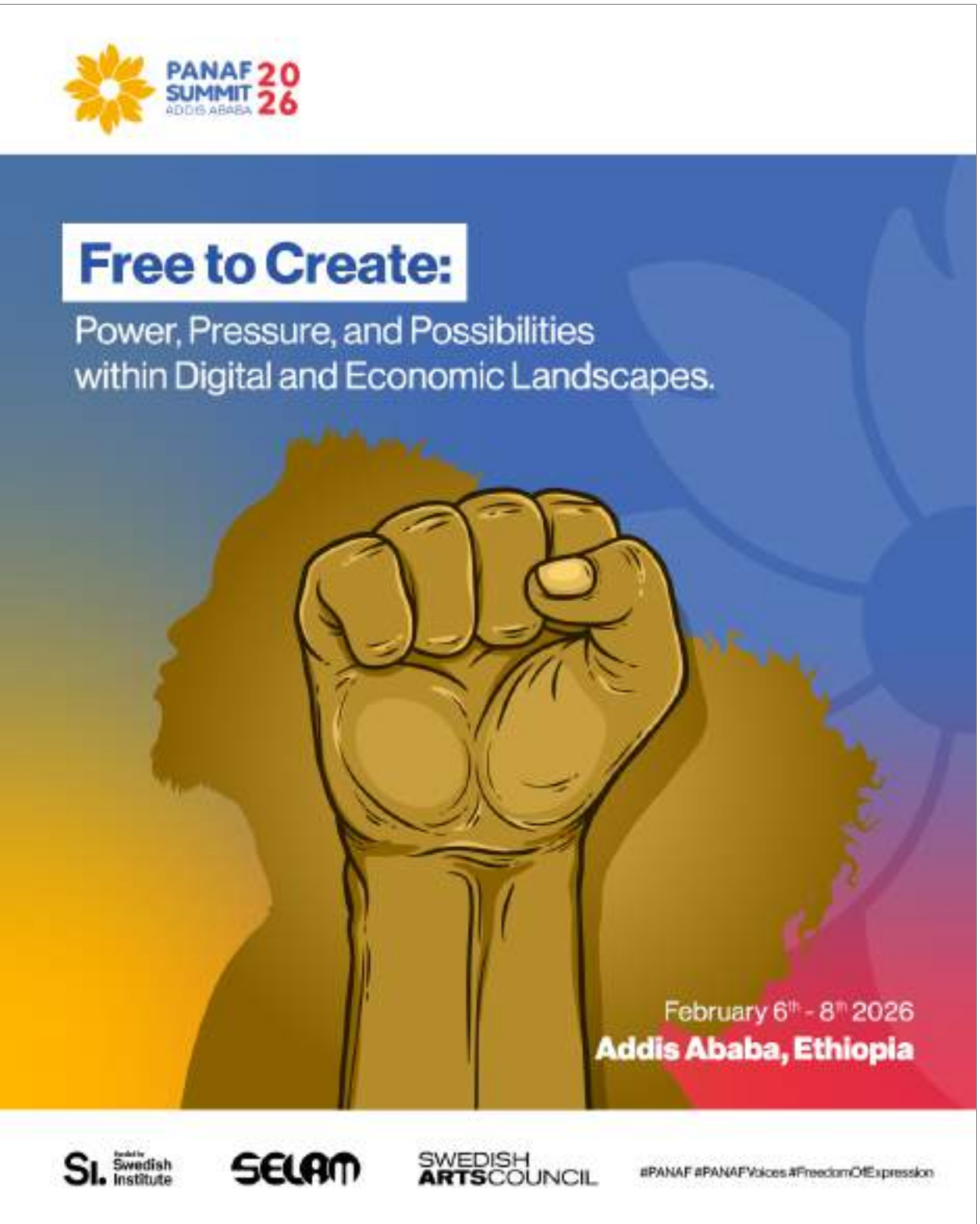
SOCIAL
MEDIA
DESIGN



PANAF

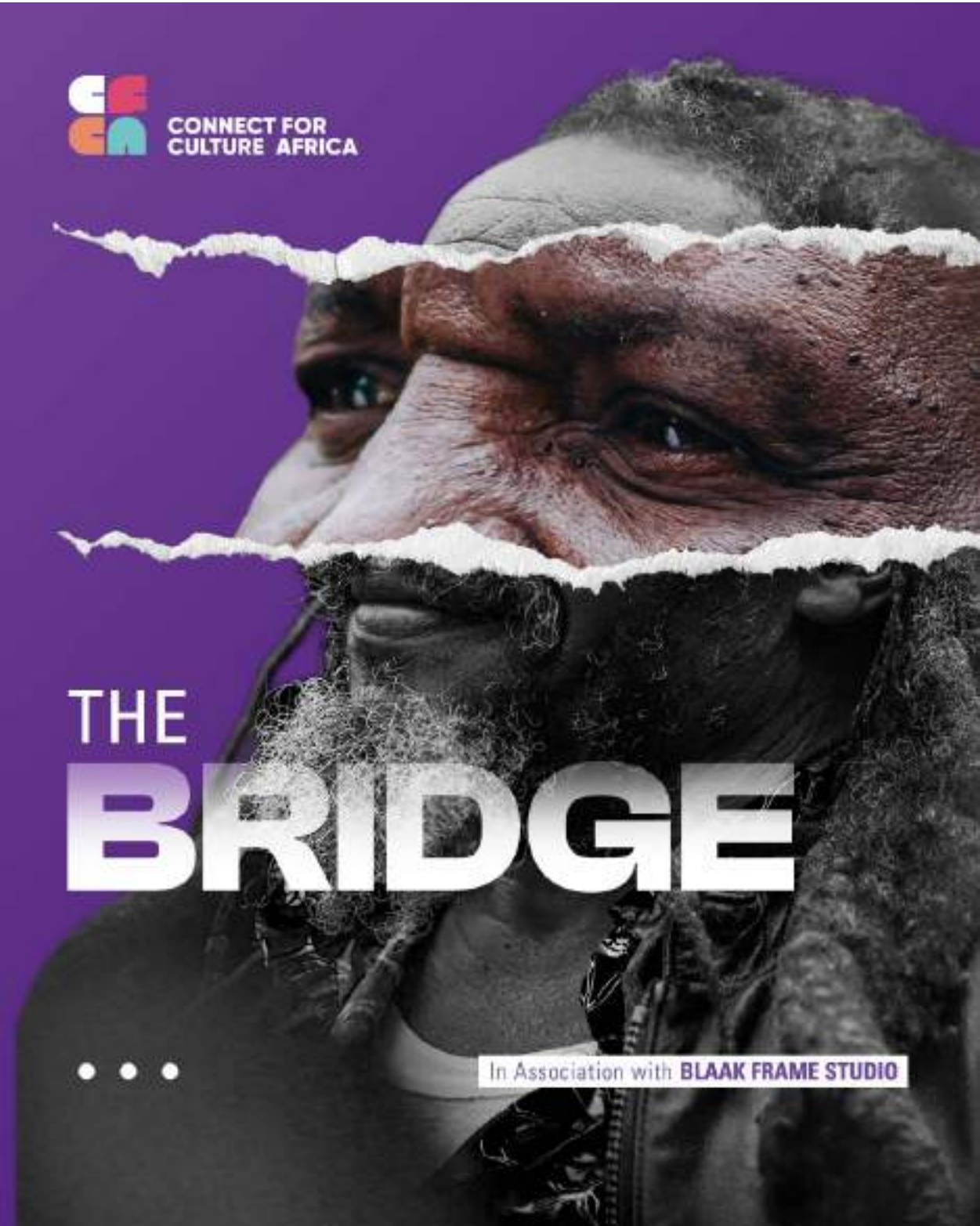
NGO - Pan-African
Network for Artistic
Freedom

EVENT
SM
DESIGN



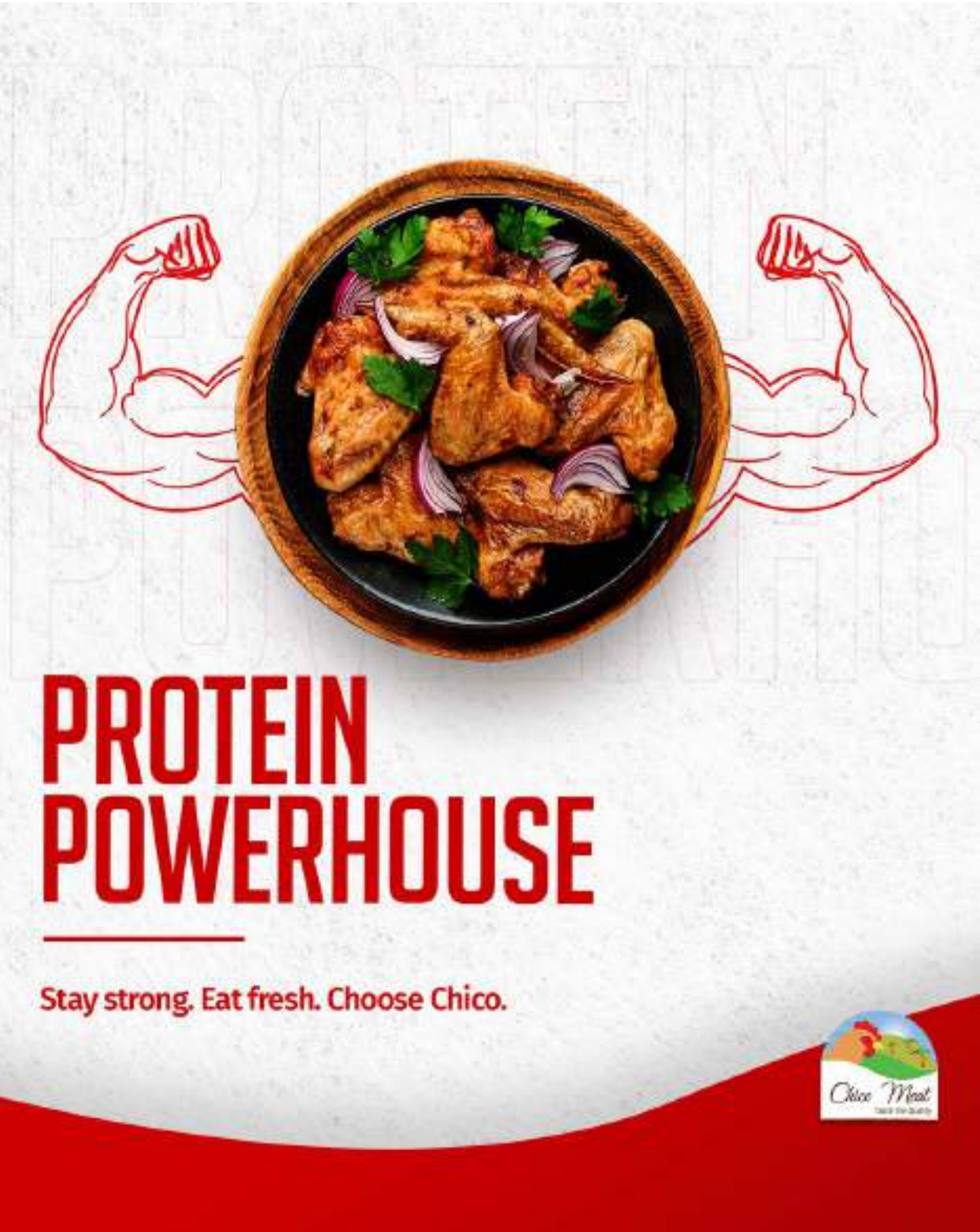
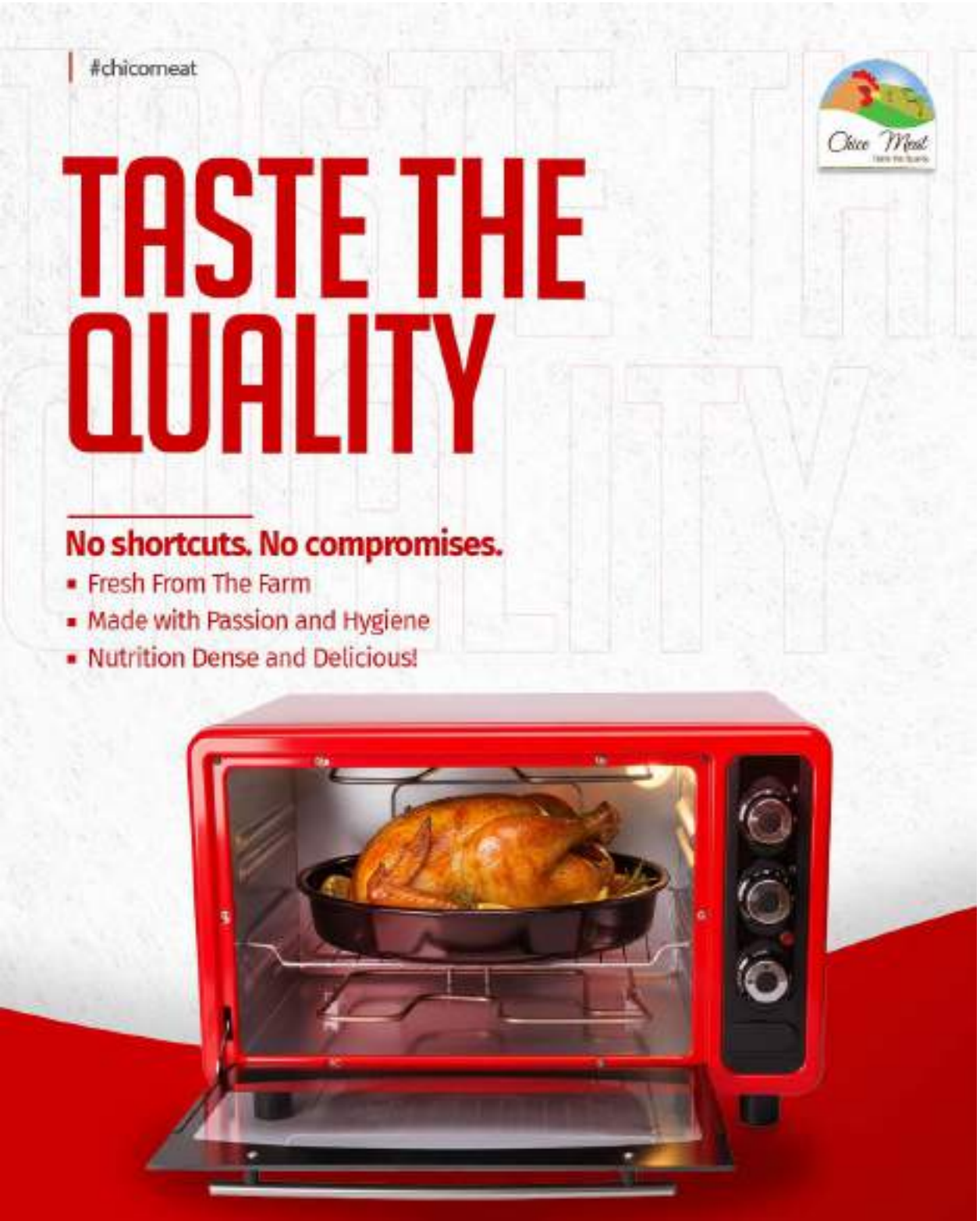
CfCA
NGO - Initiative Pushing
1% of National Budgets
to Culture in Africa

SOCIAL
MEDIA
DESIGN



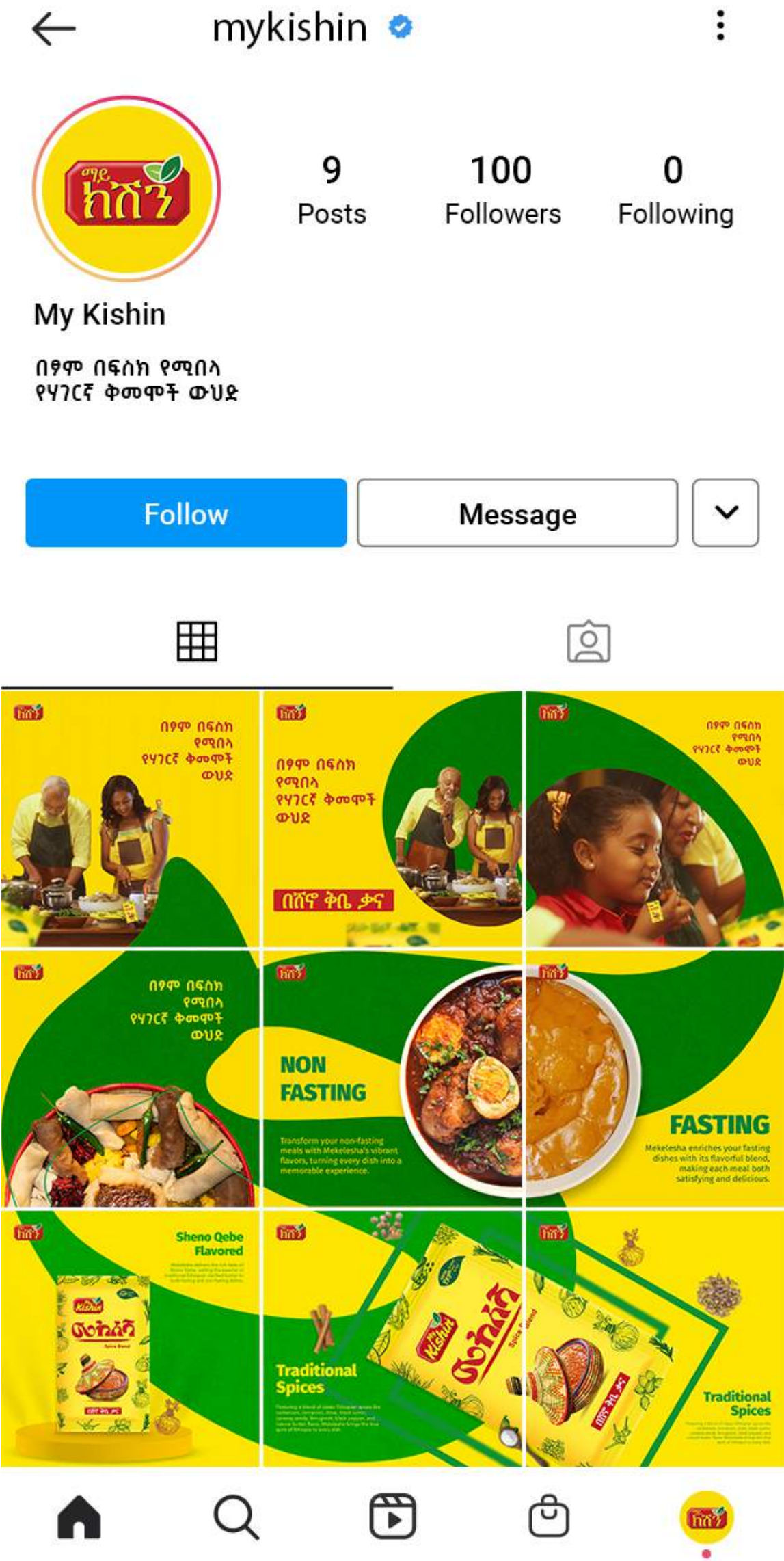
Chico Meat
Chicken Meat
Distributor

SOCIAL
MEDIA
DESIGN



MyKishin
Mekelesha Spices

SOCIAL
MEDIA
DESIGN



European Union
EU Film Festival



SOCIAL
MEDIA
DESIGN



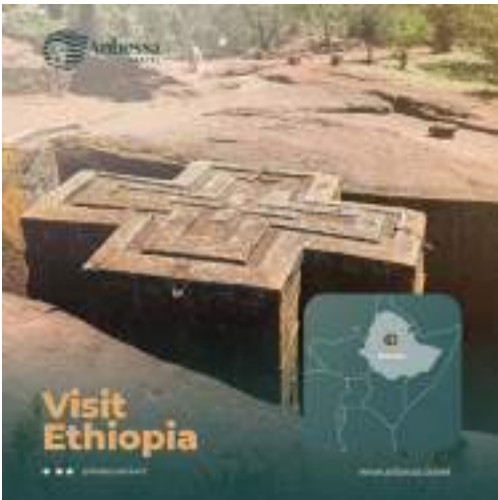
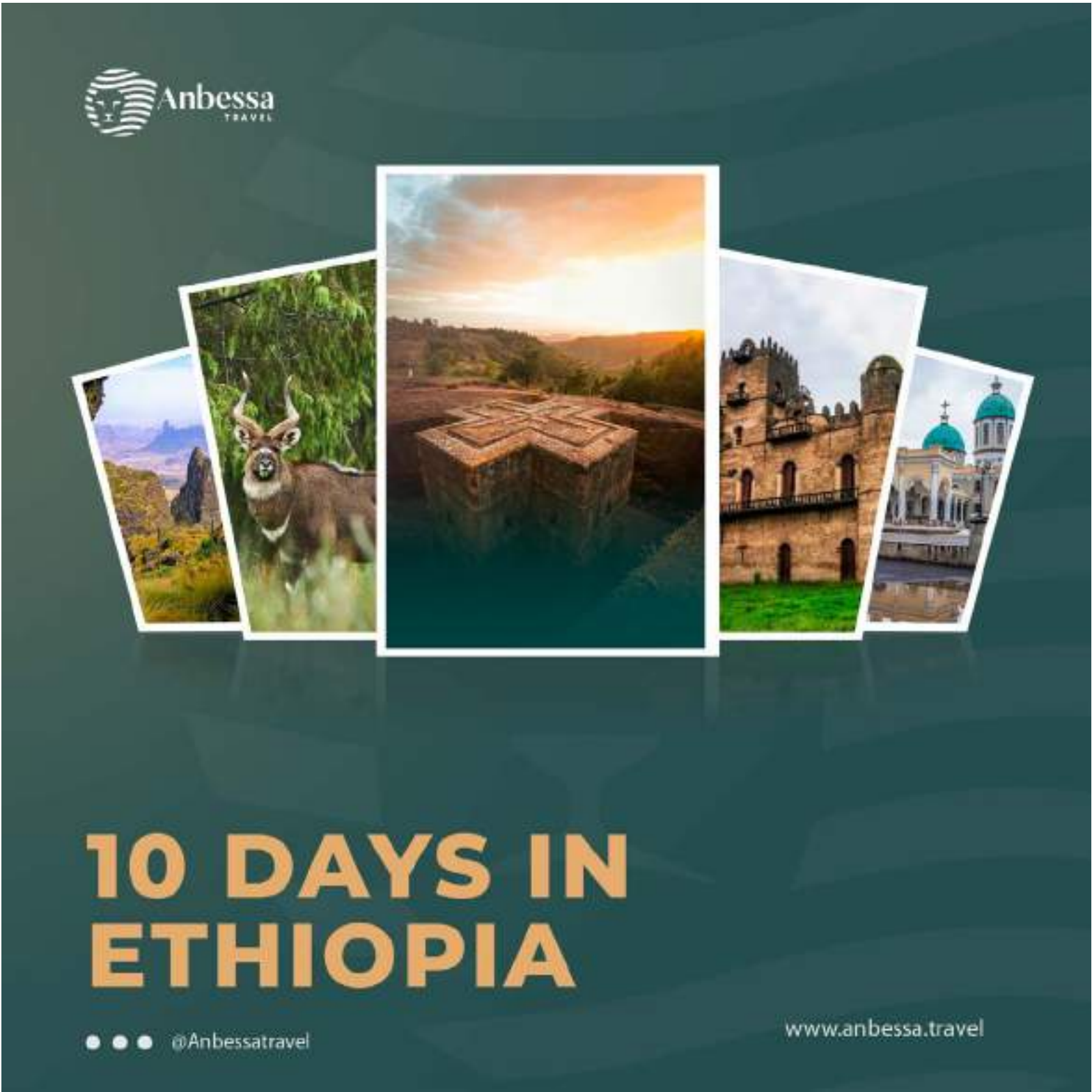
Abat Properties
Real Estate Company

SOCIAL
MEDIA
DESIGN



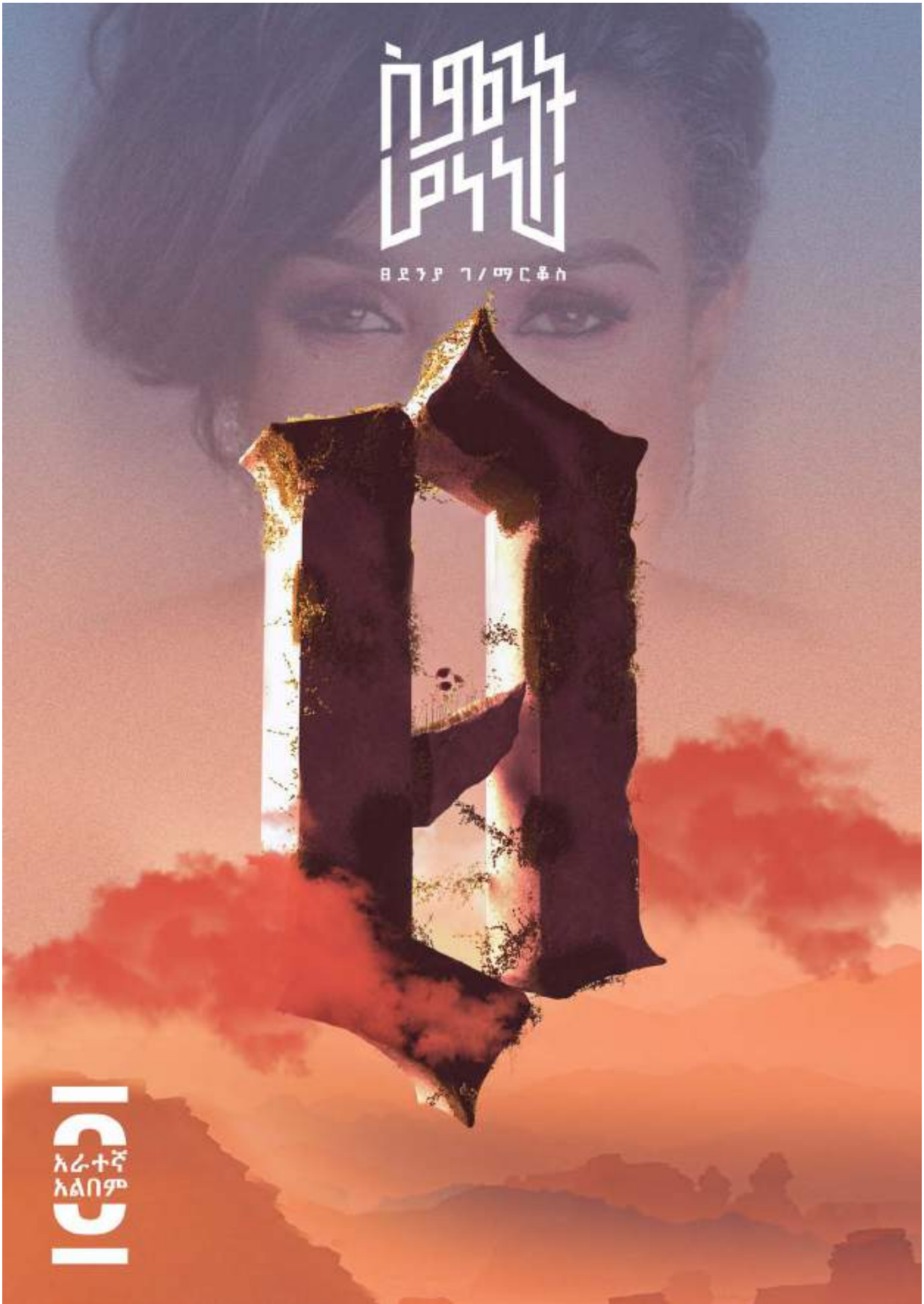
Anbessa Travel
Tour & Travel Company

SOCIAL
MEDIA
DESIGN



VISUAL DESIGN

COVER
DESIGN FOR
AN ALBUM



POSTER
DESIGN



POSTER
DESIGN



WEBSITE
DESIGN

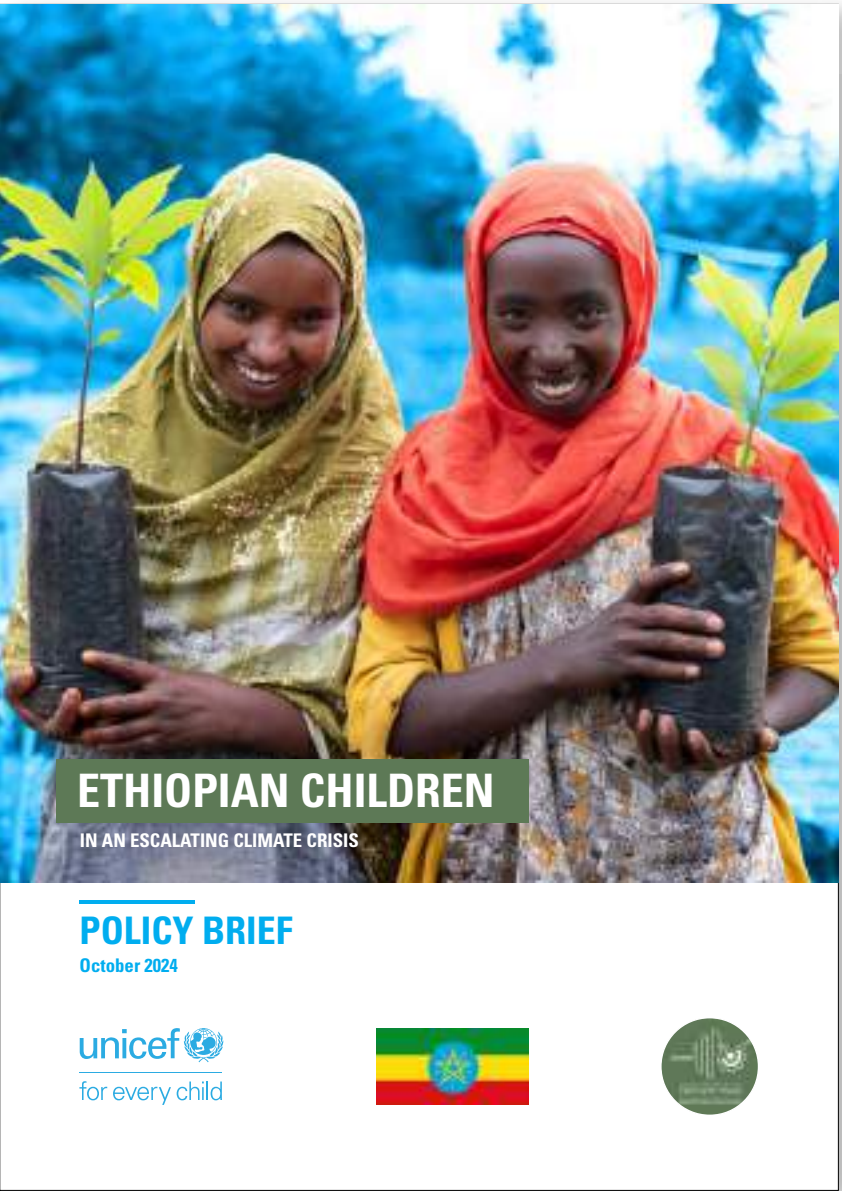
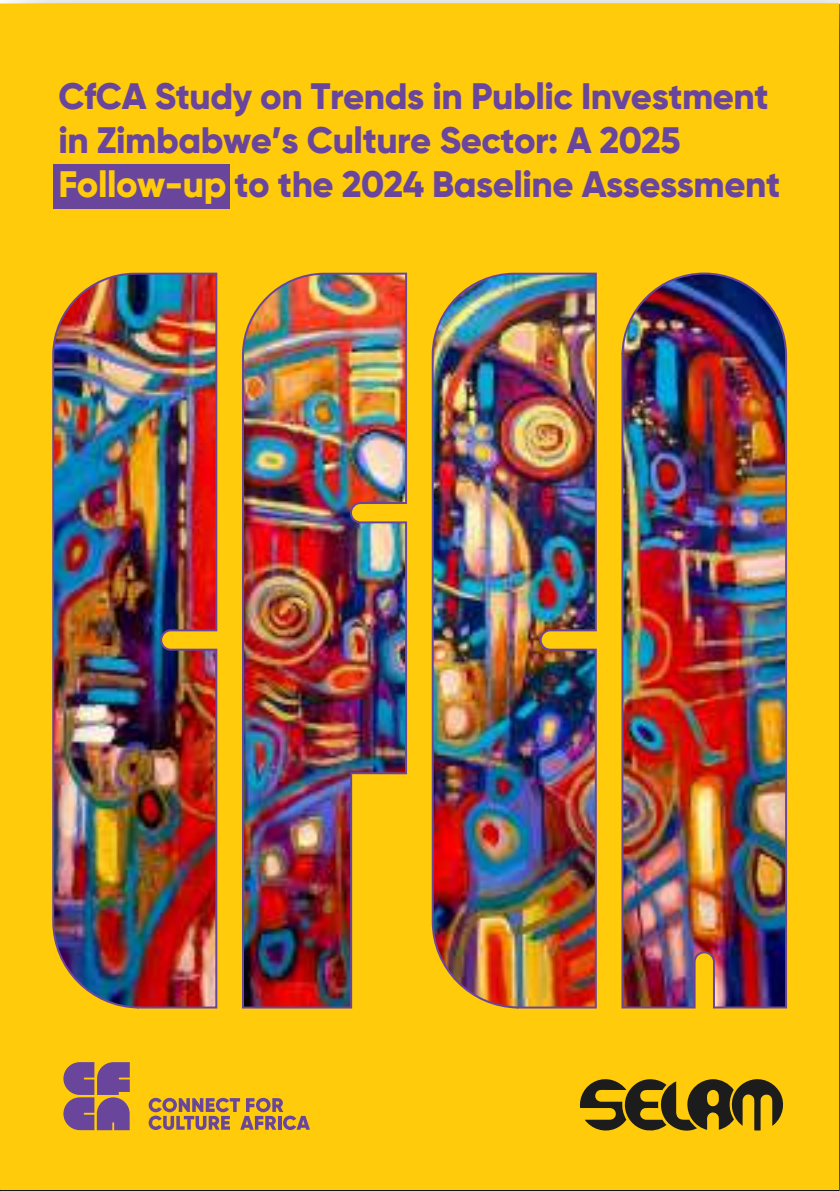
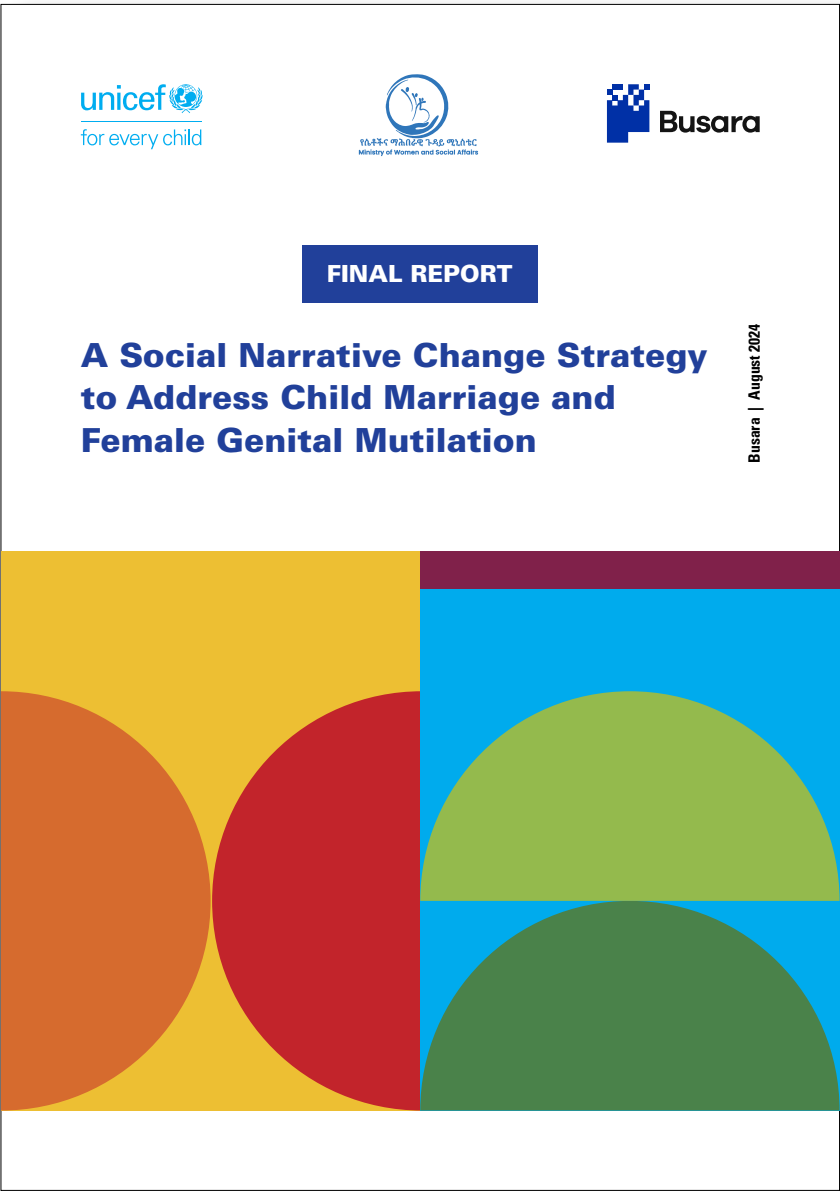


POSTER
DESIGN

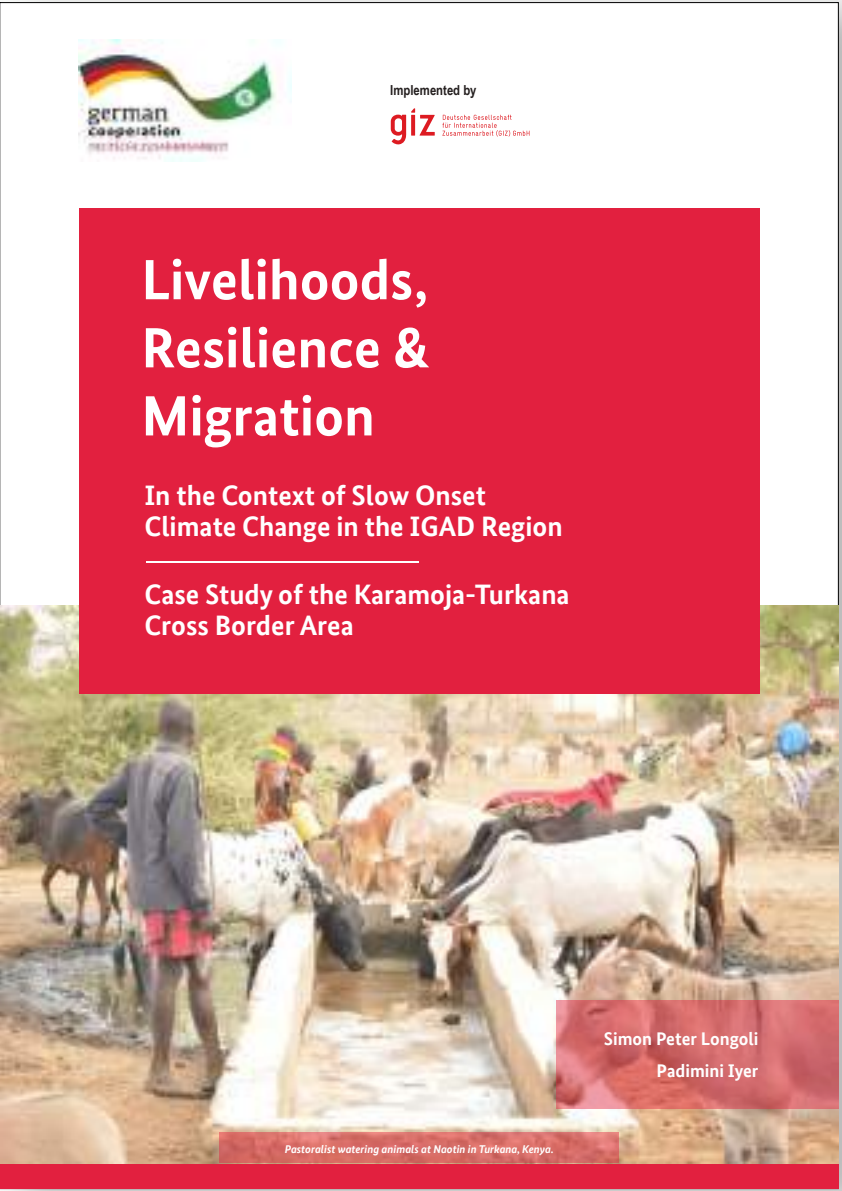
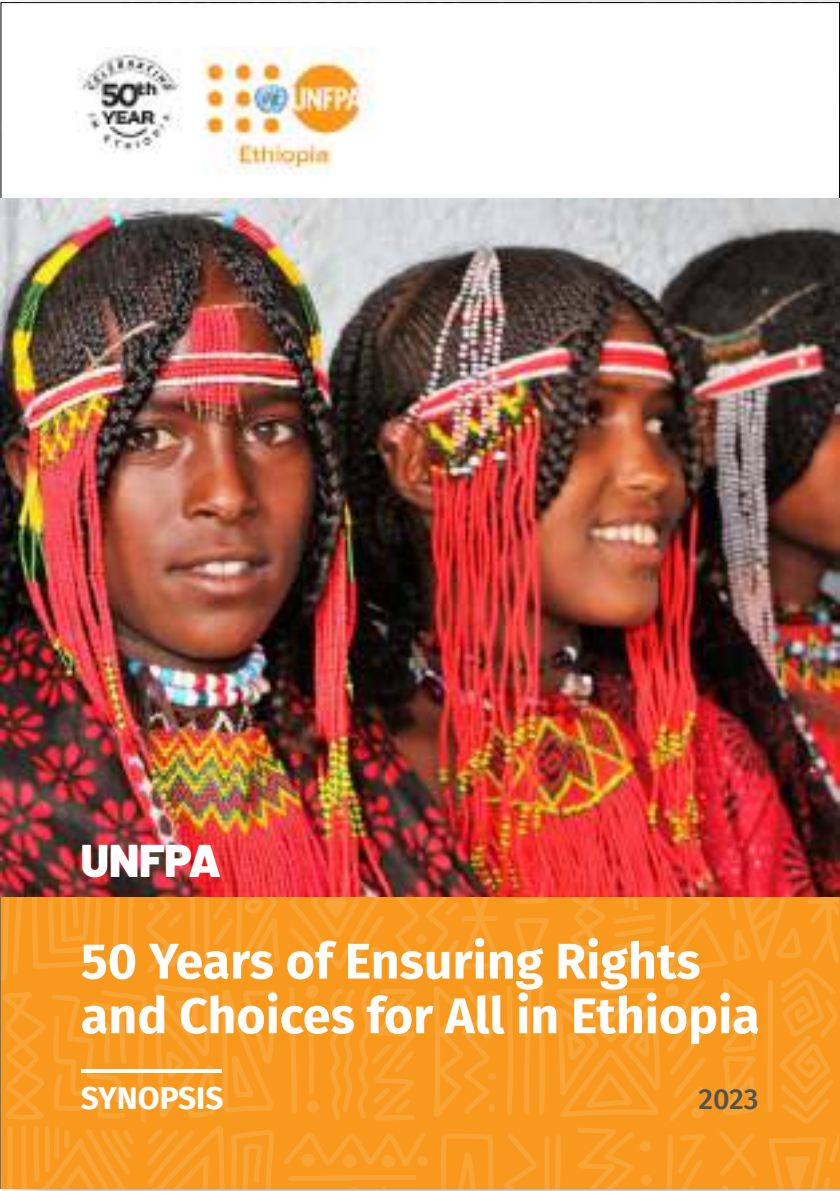
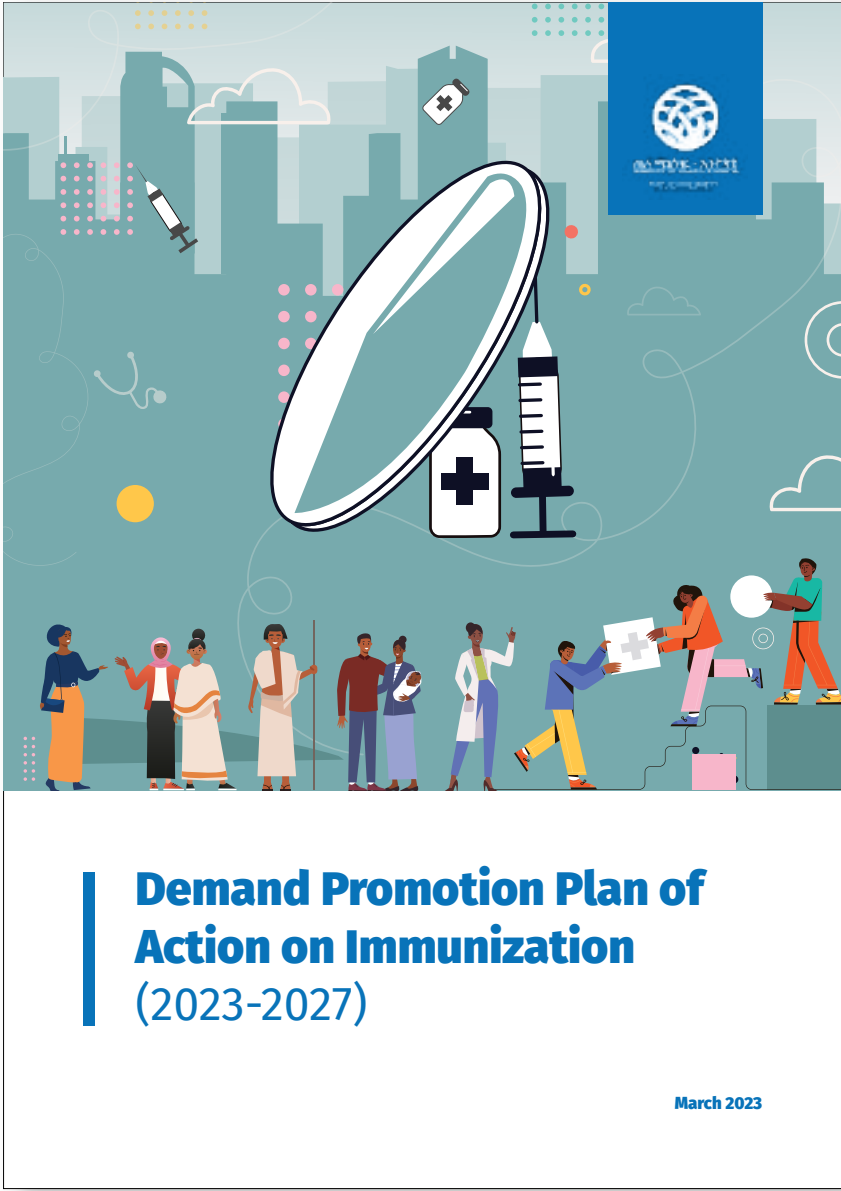


PRINT DESIGN

Various Organizations
Handled and Masterd
the art of Layout Design



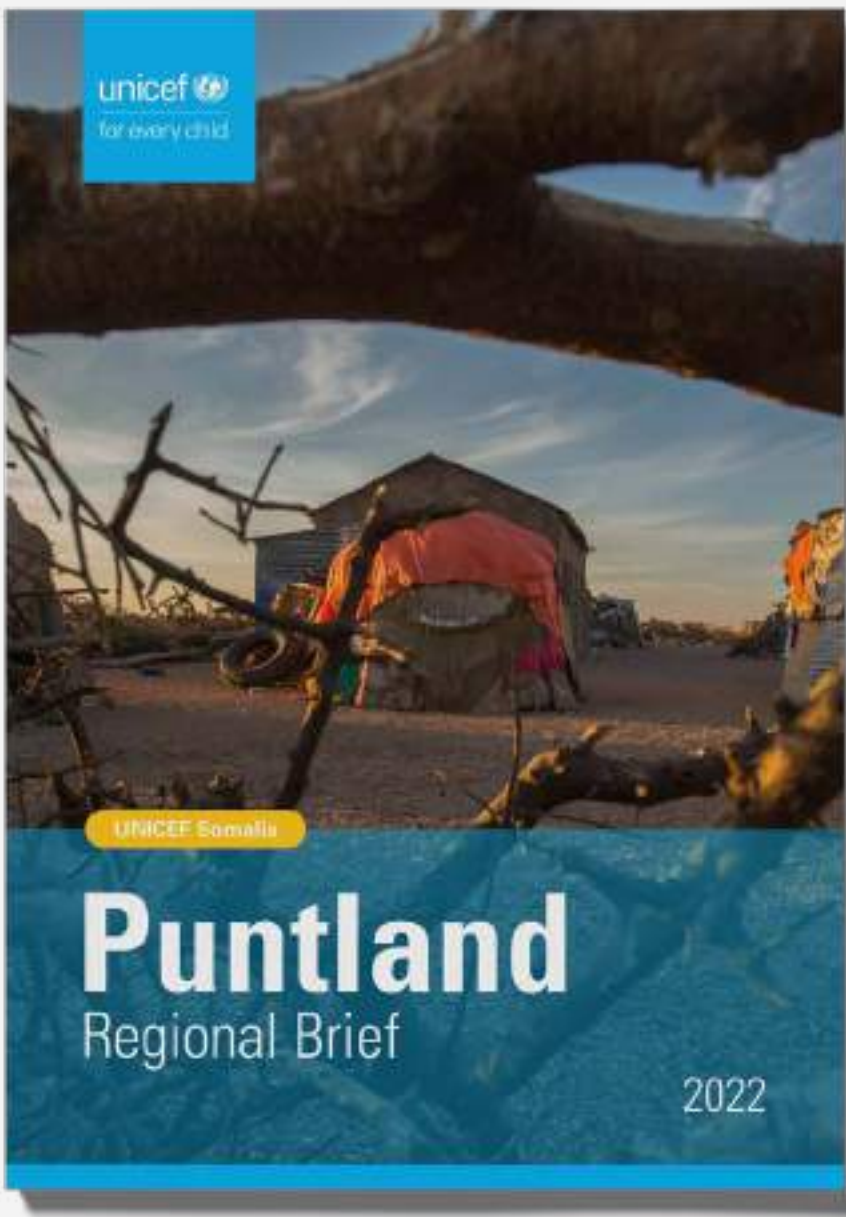
LAYOUT
DESIGN



UNICEF - SOMALIA

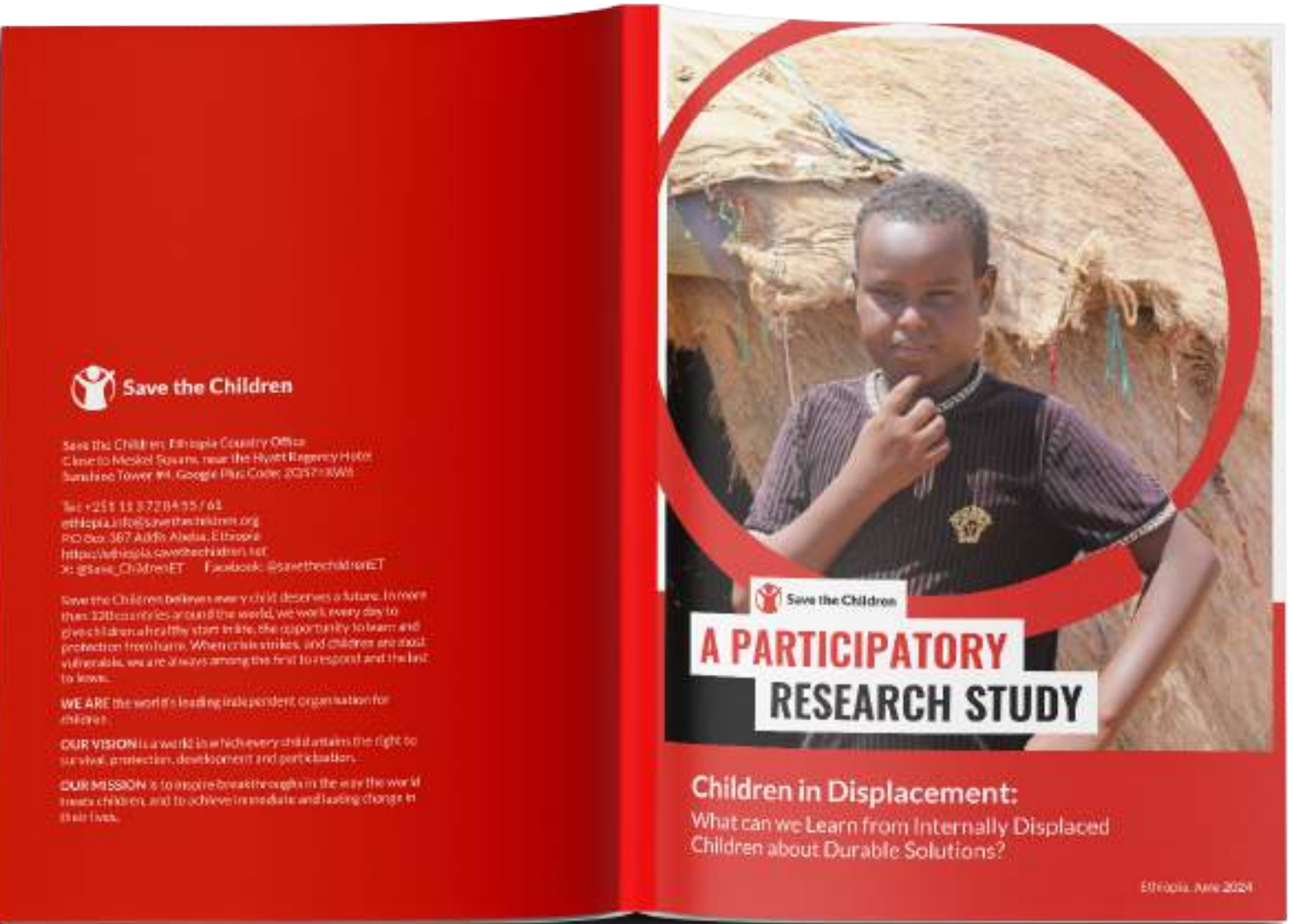
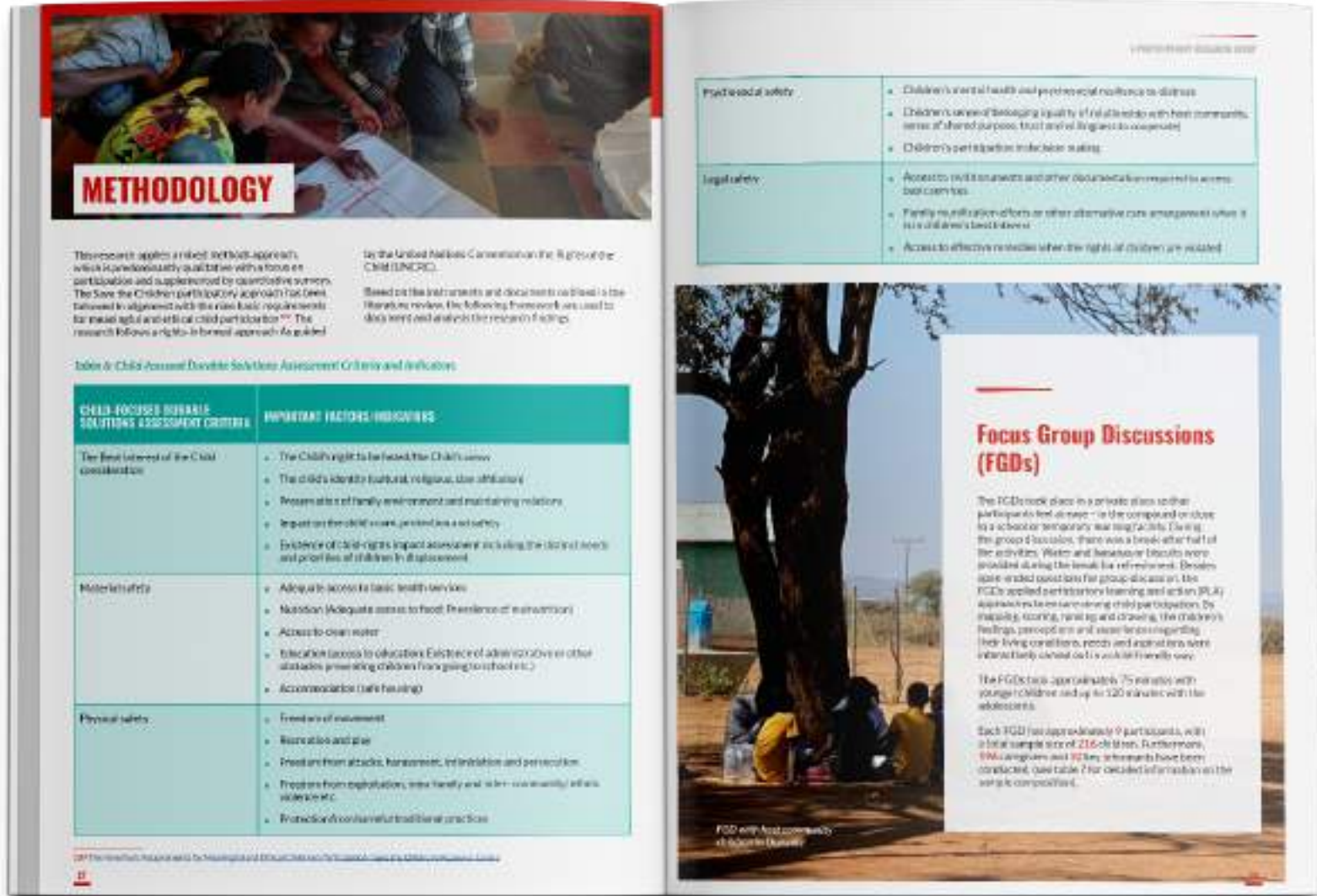
Annual Report for Puntland, Somaliland and Central South Zone

LAYOUT DESIGN



Save the Children Layout Design

LAYOUT DESIGN



PANAF/SELAM
Post Summit Report

LAYOUT
DESIGN



UNICEF
Annual Reports
(2022-2025)

REPORT
DESIGN



Qatar Charity

TRI-FOLD
BROCHURE
DESIGN



giz

QUADRA-FOLD
BROCHURE
DESIGN



CONNECT



Bē

in



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