



Keiu Crossberg

Release 23 March 1997

Contact keiu@velvet.ee
(+372) 59023883

Work

Velvet
Graphic Designer
2019 - ...

WideWise
Graphic Designer
2019

Miniwal
Graphic Designer
2018

Additional experience

**Pallas University of Applied
Sciences**
Member of the admissions committee
2020 - ...

Education

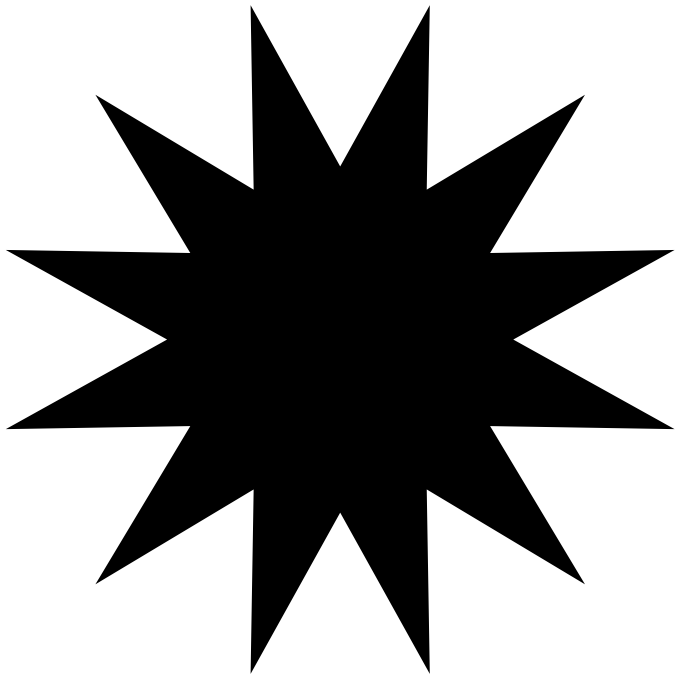
**Pallas University of Applied
Sciences**
Media and Advertisement Design, BA
2016 - 2020

Internship

Velvet
2019

Motor Agency
2018

Avalon Estates rebranding



Client	AvalonEstates OÜ	
Team	Keiu Crossberg – Art Director Andrus Lember – Brand Strategy Gunnar Hunt – Brand Platform	Maris Teder – Producer Velvet
Year	2022	

When Avalon's team closed the conference room's door at the end of our first meeting, I had a big smile on my face. No, not because they were leaving, but because of the anticipation of our collaboration. Their team exuded courage and determination, which for me as a graphic designer meant only one thing: I have permission to go wild on this one, because fearless ideas also need a bold brand. Avalon is here to create a new future, every day.

We agreed that strong contrasts and a brutalist font would give the brand strength and energy. Big use of the logo mark help to easily distinguish Avalon's communication surfaces from others. The dance of light and shadow as well as abstract forms play an important role in Avalon's language of photography.

In order to map the expectations of home seekers and ensure focused work for different parties, we introduced key words into Avalon's identity. They act as reminders of what needs to be emphasized when working on a certain development. According to Avalon's marketing manager Rauno Kutti, this method has already improved their workflow.

Kui Avaloni tiim meie esmakohtumise lõpus enda järel koosolekuruumi ukse sulges, oli mu nägu naerul. Ei, mitte selle tõttu et nad lahkusid, vaid ikka põnevusest meie koostöö ees. Nende tiim kiirgas julgust ja teotahet, mis minu kui graafilise disaineri jaoks tähendas vaid üht: mul on luba hullu panna, sest kartmatud ideed vajavad ka julget brändi. Avalon on siin, et luua uut tulevikku, iga päev.

Tugevad kontrastid, brutalistlik font ja kirgas aktsentvärv annavad brändile jõudu ja energiat. Logomärgist tuletatud supergraafika aitab Avaloni kommunikatsioonipinnad kergesti ära tunda, fotokeeles on oluline koht valguse ja varju mängul ning abstraktsel vormil.

Koduotsijate ootuste kaardistamiseks ja eri osapoolte töö paremaks fokusseerimiseks võtsime Avaloni identiteedis kasutusele võtmesõnad. Need toimivad kui väiksed meeldetuletused sellest, millele tuleb käesolevat arendust luues rõhku panna. Avaloni turundusjuhi Rauno Kutti sõnul on see meetoodika nende tööd juba oluliselt lihtsustanud.

AVALON ON:

Tulevikuvaatav

Julge

Erakordne

Uuendusmeelne

Tehnoloogiline

Kaasav

Kultuuriteadlik





Iga kord, kui inimkond avastab midagi
uut, siis meie arusaam eesolevast
tulevikust uueneb. Avalon on siin, et
luua uut tulevikku - iga päev.



ARENDAME UNISTUSI

www.avalon.ee

 AVALON

**RAUNO
KUTTI**

Asjalik

Humoorikas

Rokkiv

Löbus

Armastab kasse

TURUNDUSJUHT

e-mail rauno.kutti@avalon.ee
tel +372 51 234 567
address Maakri 30, Tallinn
veeb www.avalon.ee



AVALON



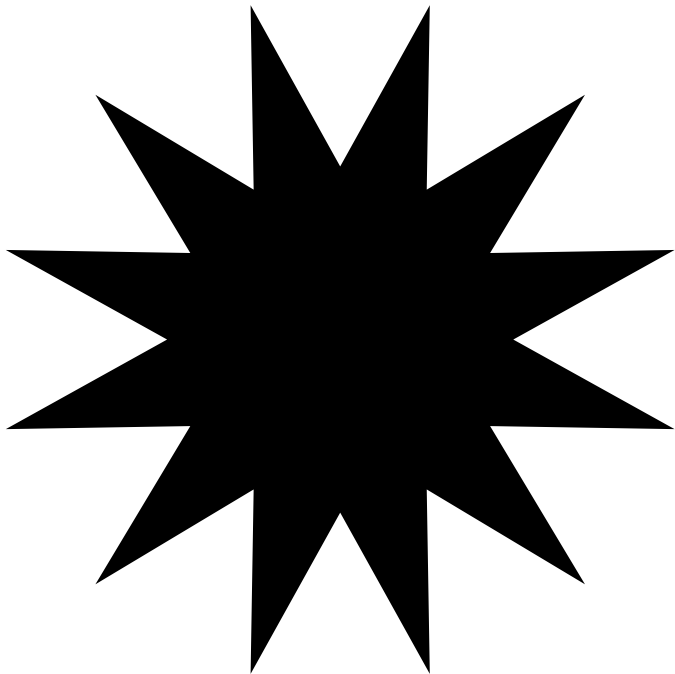
EHITAME UUT TULEVIKKU

Iga kord, kui inimkond avastab midagi uut, siis
meie arusaam eesolevast tulevikust uueneb.
Avalon on siin, et luua uut tulevikku - iga päev.

www.avalon.ee



Humal branding & environmental design



Client	N58 OÜ
Year	2022

“Humal belongs in Tartu,” - that’s what Lauri Sökk, Humal’s partner and my colleague at the time, told me when he spoke about a pub culture inspired soon-to-be-opened restaurant. Already in the 70s, there was a legendary beer restaurant of the same name in the center of Tartu, which operated until the spring of 1997. Humal was so iconic that a Wikipedia article has been written about it - if you don’t believe me, go check it out yourself!

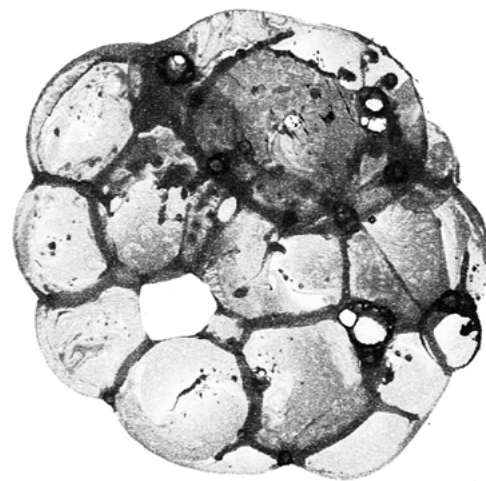
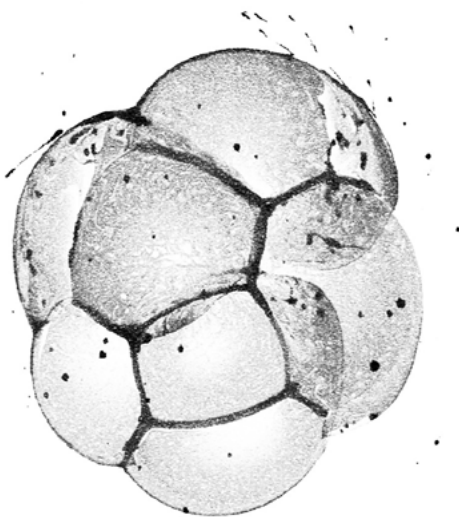
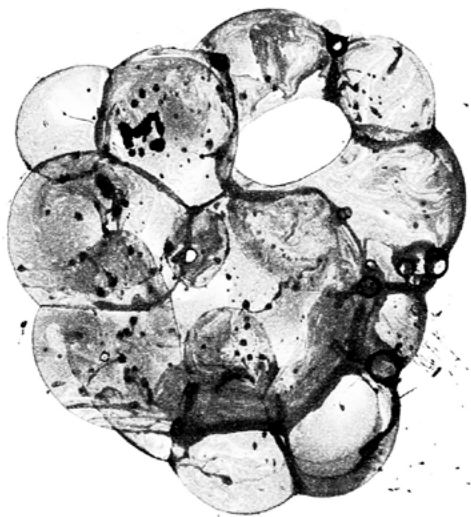
However, the new Humal has nothing in common with the old one except for the name and the fact that both of them had great respect for good beer. Since bubbles are inseparable from a cold pint of beer, they became the center of Humal’s visual identity as well.

I decided to literally print bubbles and digitize them for the brand’s graphics. The colors of the brand were chosen so that they match the interior of the restaurant as well as catch attention online too. Humal is a place to hang out, relax and feel free.

„Humal kuulub Tartusse,” - nii ütles mulle Lauri Sökk, Humala partner ja minu tollane kolleeg, kui ta mulle peagi avatavast pubikultuuri sugemetega restoranist kõneles. Juba 70ndatel asus Tartu kesklinnas legendaarne samanimeline õllerestoran, mis tegutses kuni 1997 aasta kevadeni. Tollane Humal oli nii ikooniline, et sellest on lausa Wikipedia artikkel kirjutatud - kui ei usu, siis mine vaata järgi!

Siiski, uuel Humalal pole vanaga muud ühist kui nimi ja tõik, et seal peetakse lugu heast õllest. Ja mis õlu see ilma mullita on? Seega said Humala identiteedi keskmeks mullid.

Otsustasin sõna otseses mõttes vahetu trükkida et mullid digitaalselt võimalikult tõetruud välja näeksid. Brändi värvid on valitud nii, et need sobituksid restorani interjööri ja mõjuksid särtsakalt ka veebikeskkonnas. Humal on koht, kus sõpradega hängida, lõõgastuda ja end vabalt tunda.





Avame varsti

Tartu, Riia 4



HUMAL

VABADUS OLLA

facebook.com/humalpub

Avame varsti

Tartu, Riia 4



HUMAL

VABADUS PUHATA

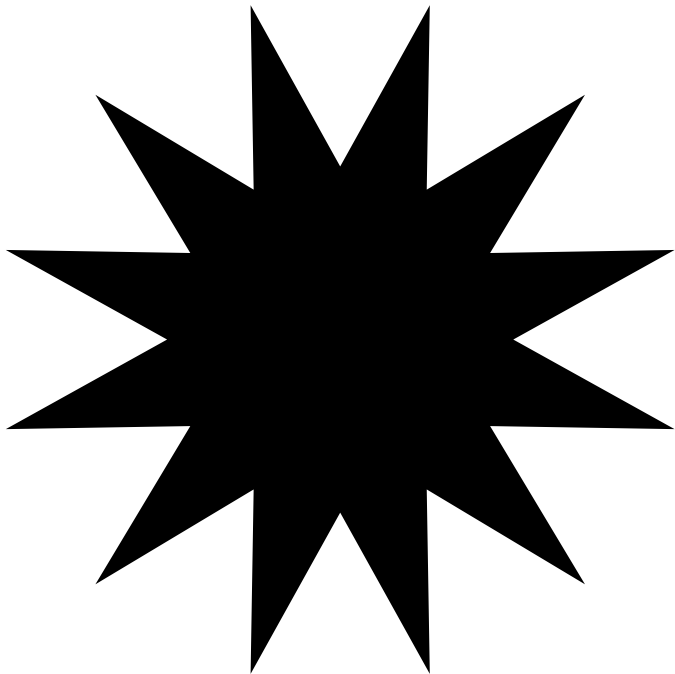
facebook.com/humalpub

 HUMAL		 KALA		 TAIM		 MAGU	
PLAKSUMAIS parmesan, mais (G, L) KRÕBE LEIB küüslauk, koorene dipp JUUSTUPALLID Eesti juust, mozzarella, panko, ürdi dipp (G) KARTUL 3-ways, mädarõigas, salsa, besamell (G)		7€ 7€ 8€ 5€	RÕSTITUD PANNKOOK kalamari, kartul, sidrunimajonees, ürdid, hapukoor (G) CEVICHE lõhe, soja, laim, koriander SUITSUTATUD RÄIM marineeritud sibul, krõbe leib, kodusjuust MERIKOGER krõbe kappar, sidruni vinegrett (G)	9€ 12€ 10€ 16€	PLAKSUMAIS masala (L, G, V) FETA LAEV rooma salat, piiniaseemned, kirsstomat, balsamic (G) BAKLAŽAAN hoisini kaste, seesamiseemned PORTOBELLO ŠNITSEL köögivilja krõps, seene jus (L, V)		6€ 9€ 11€ 12€
 VEIS		 SIGA		 LIND		 EKSTRA	
TARTAR veis, friikartul, salat, majonees (L, G) HÄRJASABA veis, kreemine linguine pasta, päikesekuivatatud tomat VÄLISFILEE veis, riisiniit, šampinjoni (G) ANTREKOOT veis, marineeritud pipar, parmesan, kartuliniit (G)		14€ 12€ 13€ 13€	SLAIDER rebitud sealihaga burgerid, sibula-tuumiani kaste (L) RIBID siga, mustsõatra marinaad, viski kaste (G) ŠNITSEL siga, coleslaw, kartul (L) VORSTID sinap, tüümian, pohl, praekapsas	11€ 13€ 11€ 12€	TERAVAD TIIVAD kana, pipari, sidrun, koriander MAHEDAD TIIVAD kana, Scotch egg (L) PART rõstitud peet, kanasüda, piprakaste (G) SUPP kana, Scotch egg (L)		9€ 12€ 10€ 16€
						VÄRSKE SALAT (G, L, V) KARTULI KREEM (G) RÕSTITUD KARTUL (G, V)	
						4€ 6€ 5€	
						L - laktosivaba, G - gluteenivaba, V - vegan	
						HUMAL	





Salamandra branding & typeface



Client

Salamandra LLC

Team

Keiu Crossberg – Art Director
Pii Tammelo – Creative Concept
Sofia Vega Anza – Strategic Design
Nele Volbrück – Producer
Velvet

Year

2021

I don't know about you, but when I think of the pharmaceutical industry, I think of weird drug packaging with gradient silhouettes, lab coats, test tubes, and rubber gloves. Even though the Salamandra team is engaged in consulting these kinds of companies, it does not mean that they should maintain that same clinical line. On the contrary, the Salamandra team consists of very smart, lively and creative people, and they deserve a brand that highlights their special character.

Salamandra's visual identity is based on the message "Connect the dots," which refers to their ability to help their customer see the bigger picture. The fancy style and golden accent make the brand appear precious, the abstract photo language has a bold effect and gives an idea of their good taste. The typeface that was created for Salamandra serves an illustrative purpose. The souvenirs were made in cooperation with Salamandra's employees - they got to choose a photo which best describes themselves and we used the photos and their initials on business cards and mugs. The mugs, however, turned out to be humongous since we converted ounces to millilitres the wrong way. Oops!

Ma ei tea, kuidas sinul, aga kui ma ravimitööstusele mõtlen, meenuvad mulle imelikud gradient-siluettidega ravimipakendid, kitlid, katseklaasid ja kummikindad. Kuigi Salamandra tiim tegeleb just seda sorti ettevõtete nõustamisega, ei tähenda see, et nemad peaksid sama kliinilist joont hoidma. Vastupidi, Salamandra tiim koosneb väga tarkadest, elavatest ja loomingulistest inimestest ning nad väärivad brändi, mis nende isikupära esile toob.

Salamandra visuaalset identideeti kannab sõnum „Ühendame punktid,“ mis viitab nende oskusele aidata kliendil näha tervikpilti. Butiigilik stilistika ja kuldne värv muudavad brändi hinnaliseks, kujundlik fotokeel mõjub julgelt ja annab aimu nende heast maitsest. Salamandrale loodud kirjatüüp teenib illustratiivset eesmärki. Meened valmisid koostöös Salamandra töötajatega- nemad valisid fotopangast välja ennast iseloomustava foto ja meie kujundasime neile sellest visiitkaardid ja kohvitassid. Juhtus aga nii, et tassid said hiiglasuured, sest untse milliliitriteks teisendades tegime väikse apsaka. Ups!

Sala
Mandra



AMBER
DOGGETT
CONSULTANT AT SALAMANDRA

Mobile: 301-652-6110
Email: amber@salamandra.net
Salamandra LLC
4800 Hampden Lane, Suite 900
Bethesda, MD 20814-2698
www.salamandra.net

Sala
Mandra

HELPING CLIENTS NAVIGATE
THE PHARMACEUTICAL
INDUSTRY

Sala
Man
Dra

Sophistica ipsum dolor
nonummy nibh euism
erat.volutpat. Ut wis
tetuer adipiscing elit, sed dia
dolore magna aliquam erat
nostrud exerci tation ullam
modo consequat. Duis aute
velit esse molestie consequ
eros et accusan et iusto
delenit augue duis dolore

WHAT MAKE

WHAT MA
Lorem ipsum dolor sit am
nibh euismod tincidunt ut
enim ad minim veniam, q
tis nisl ut aliquip ex ea co
Lorem ipsum dolor sit am
nibh euismod tincidunt ut
enim ad minim veniam,
tis nisl ut aliquip ex ea co
in hendrerit in vulputate
feugiat nulla facilisis at
blandit praesent luptat

20/03/2021



THE MOST EFFECTIVE ROUTE

...nibh euismod tincidunt
...liquam.

ROUTINE

Diam nonummy nibh euismod tincidunt
ut laoreet dolore magna aliquam.



A B C D
E F G H I
J K L M N
O P Q R
S T U V
W X Y Z

Sala
MAN
Dra

AMBER
DOGGETT
CONSULTANT AT SALAMANDRA



Mobile: 301-652-6110
Email: amber@salamandra.net
Salamandra LLC
4800 Hampden Lane, Suite 900
Bethesda, MD 20814-2998
www.salamandra.net

RAECHELLE
SMITH
CONSULTANT AT SALAMANDRA



Mobile: 301-652-6110
Email: raechelle@salamandra.net
Salamandra, LLC
4800 Hampden Lane, Suite 900
Bethesda, MD 20814-2998
www.salamandra.net

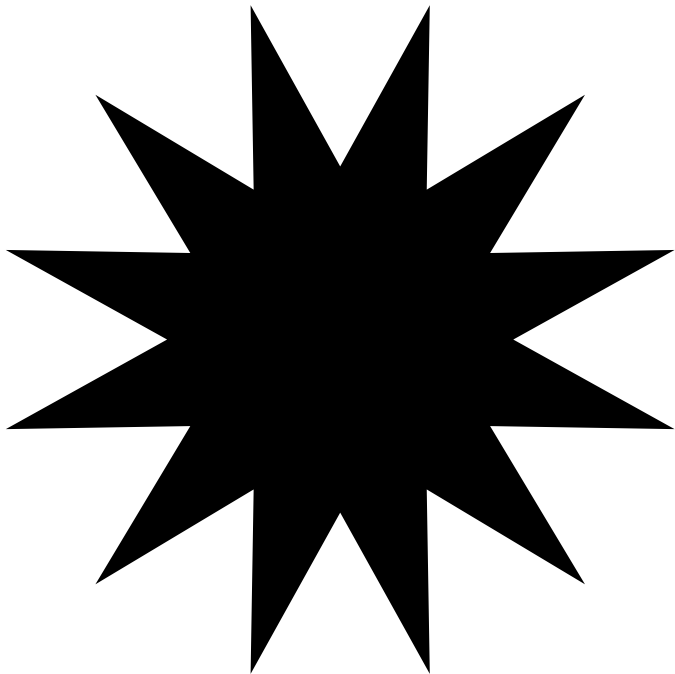
Sala
MAN
Dra

JENNIFER E.
REYNOLDS
Ph.D., MBA, Executive Director



Mobile: 240-626-7192
Office: 301-652-6110 ext. 118
Email: jreynolds@salamandra.net
Salamandra, LLC
4800 Hampden Lane, Suite 900
Bethesda, MD 20814-2998
www.salamandra.net

Seven & Sons branding



Client	MTÜ Seven & Sons
Team	Keiu Crossberg – Art Director Cunnar Hunt – Brand Platform Lauri Sökk – Producer Velvet
Year	2020

Everyone who has been to Tartu has probably tasted either Kolm Tilli's pizzas, Pepe's pancakes or Väike Kuuba's cocktails. However, what many did not know until 2020 was that the authors of all these places is the same group of good friends. The group of boys who are now known as the Seven & Sons, approached Velvet with the desire to create an umbrella brand to unite their restaurants and bars.

As a result of the brand sprint, I found that the distinctive features of this group, and indeed of their entire staff, are their daredevilness, starry eyes, willpower and humbleness. I designed their logo to be a stretching tiger, whose no.7-shaped body also describes the group's name. I chose an energetic lemon yellow as the main color of the brand, which adds spark to the overall visuals. The whole identity is complemented by a bold title font.

Fun fact: during last year's Seven & Sons summer days, one of their employees got a tiger tattooed on her arm. Would it be appropriate to say that the umbrella brand has grown into a cult?

Julgen arvata, et kõik, kes Tartus käinud, on kindlasti maitsnud Kolme Tilli pitsasid, Pepe'se pannkooke või Väike Kuuba kokteile. Mida paljud aga 2020 aastani ei teadnud, oli see, et kõigi nende kohtade autoriteks on üks ja sama heade sõprade kamp, kes nüüd tegutsevad Seven & Sons nime all. Nad pöördusid Velvetisse sooviga luua katusbränd oma restoranide ja baaride ühendamiseks.

Brändsprindi tulemusel leidsin, et selle grupi ja tegelikult ka kogu nende töötajaskonna eripäraks on nooruslik uljus, silmasära, teotähe ja muhekus. Vaoshoitud julguse märgiks sobis üks sirutav tiiger, kelle nr 7-kujuline keha kirjeldab ka grupi nime. Brändi põhivärviks valisin energilise sidrunikollase, mis lisab visuaalile värskest ja särtsakust. Tervikut täiendab jõuline pealkirja font.

Tore fakt: möödunud aasta Seven & Sons suvepäevadel lasi üks nende töötaja oma käele tiigri tätoveerida. Kas oleks paslik öelda, et katusbrändist on saanud kultusbränd?



**Meie kirg
on maailma
rõõmu tuua!**

Rõõm on jagamiseks!

www.sevensons.ee



Seven & Sons

@sevensons · Meelelahutus

 Saada sõnum

Avaleht

Teave

Arvustused

Fotod

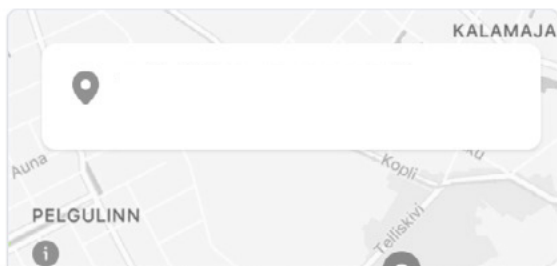
Veel ▼

 Meeldib



Teave

[See All](#)



Seven & Sons

29. Oktoober kell 22:00 · Tartu, Tartu maakond





TIGER BALM
even & sons

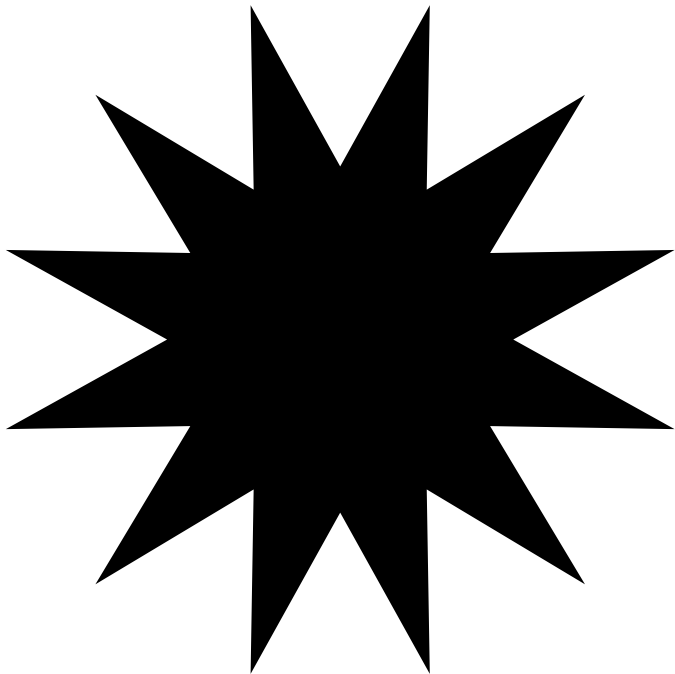


HOSPITALITY GROUP





Velvet's inhouse T-shirt design



Year

2021

Velvet holds an annual in-house competition where all employees have the opportunity to submit their designs for T-shirts and hoodies. As a result of anonymous voting, the most popular designs will be produced.

Until now, the T-shirt designs had always been in 1-2 colors, but I found that more colors should be used to characterize our colorful team and bright ideas. Therefore, I decided to create a tastefully colorful design that would also include our promise "We Make Sense." People liked the design so much that it was voted first place in the competition.

When you happen to visit Velvet's office, keep your eyes open, you might just see someone wearing this same T-shirt.

Velvetis toimub igal aastal majasisene konkurss, kus kõigil töötajatel on võimalus esitada oma T-särkide ja pusade kavandid. Anonüümse hääletuse tulemusena selguvad populaarseimad kujundused ning need toodetakse ka valmis.

Seni olid Velveti T-särgid alati 1-2-värvilised olnud, kuid leidsin, et meie kireva seltskonna ja eredate ideede iseloomustamiseks tuleb rohkem värve kasutada. Seega lõin maitsekalt kirju kavandi, millel kirjas ka meie lubadus „We Make Sense.” Kavand meeldis inimestele niivõrd, et see hääletati konkursil esikohale.

Velveti kontorit väisates hoia kindlasti silmad lahti, sest võib-olla õnnestub sul seda särki mõne meie töötaja seljas näha.

