



VICTOR



EKE

SELECTED WORKS

STUDIO - UNUSUAL STUDIOS

2020 - 2026



I am a creative director, art director and visual artist based in Lagos. I founded Unusual Studios in 2020, and since then my practice has moved across brand identity, packaging, album artwork, illustration, apparel, websites and my own art, bringing together strategy, symbolism and image-making to create work that feels considered and distinct.

Over the years I have built visual identities, campaigns, cover art, posters and digital experiences for founders, musicians, churches, wellness brands and real estate companies. My collage portraits have been shown in Paris and Portugal, and the same eye that makes that work decides what goes into every brand system I build.

What drives me is making work that people remember and that businesses can actually use. This portfolio brings together selected work from 2020 to 2026, with the thinking behind each decision.

Brand Identity & Art Direction

Featured Clients/Work

Hair By Susy
Yousphul
PCOSgirlies
Sweetly Buttered
LAKON

Year

2024 - 2026

Pages

004 - 040

Illustration & Art Practice

Featured Clients/Work

Collage Portrait Series
Refiner

Year

2020 - Present

Pages

041 - 049

Songs & Album Artwork

Featured Clients/Work

Eruchee — MESS

Year

2024 - 2025

Pages

050 - 054

Websites & Digital

Featured Clients/Work

Lustro Homes
Guava Holdings

Year

2026

Pages

055 - 060

Studio & Archives

Featured Clients/Work

UNUSUAL

Year

2020 - 2026

Pages

061 - 068

I Brand Identity & Art Direction

Featured Clients/Work

Hair By Susy

Yousphul

PCOSgirlies

Sweetly Buttered

LAKON

Chef Sam

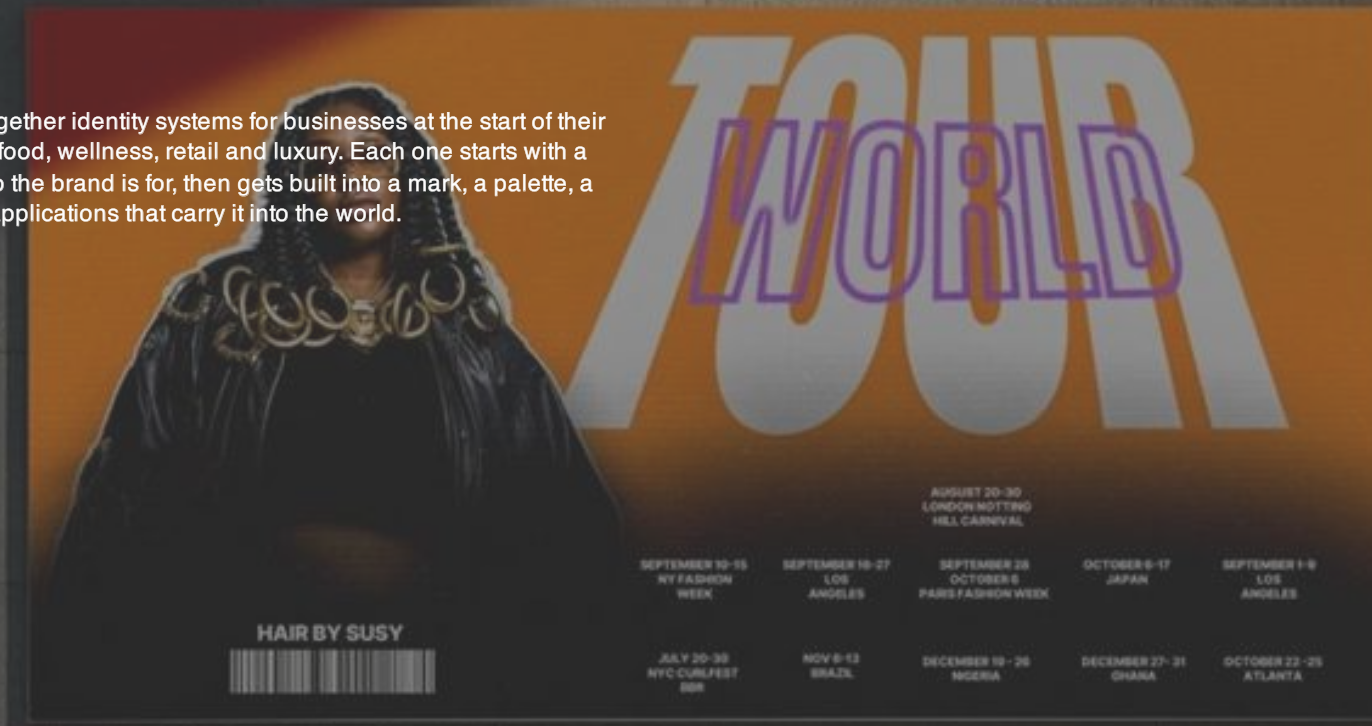
Year

2024 - 2026

Pages

004 - 040

This section brings together identity systems for businesses at the start of their story, across fashion, food, wellness, retail and luxury. Each one starts with a single idea about who the brand is for, then gets built into a mark, a palette, a type system and the applications that carry it into the world.





Hair By Susy

Role

Creative Direction
Campaign Design
Poster Design
Merchandise Design
Brand Strategy

Year

2025 - 2026

Status

Ongoing



Culture Collection — Art 1
Hair By Susy (2026)

OVERVIEW

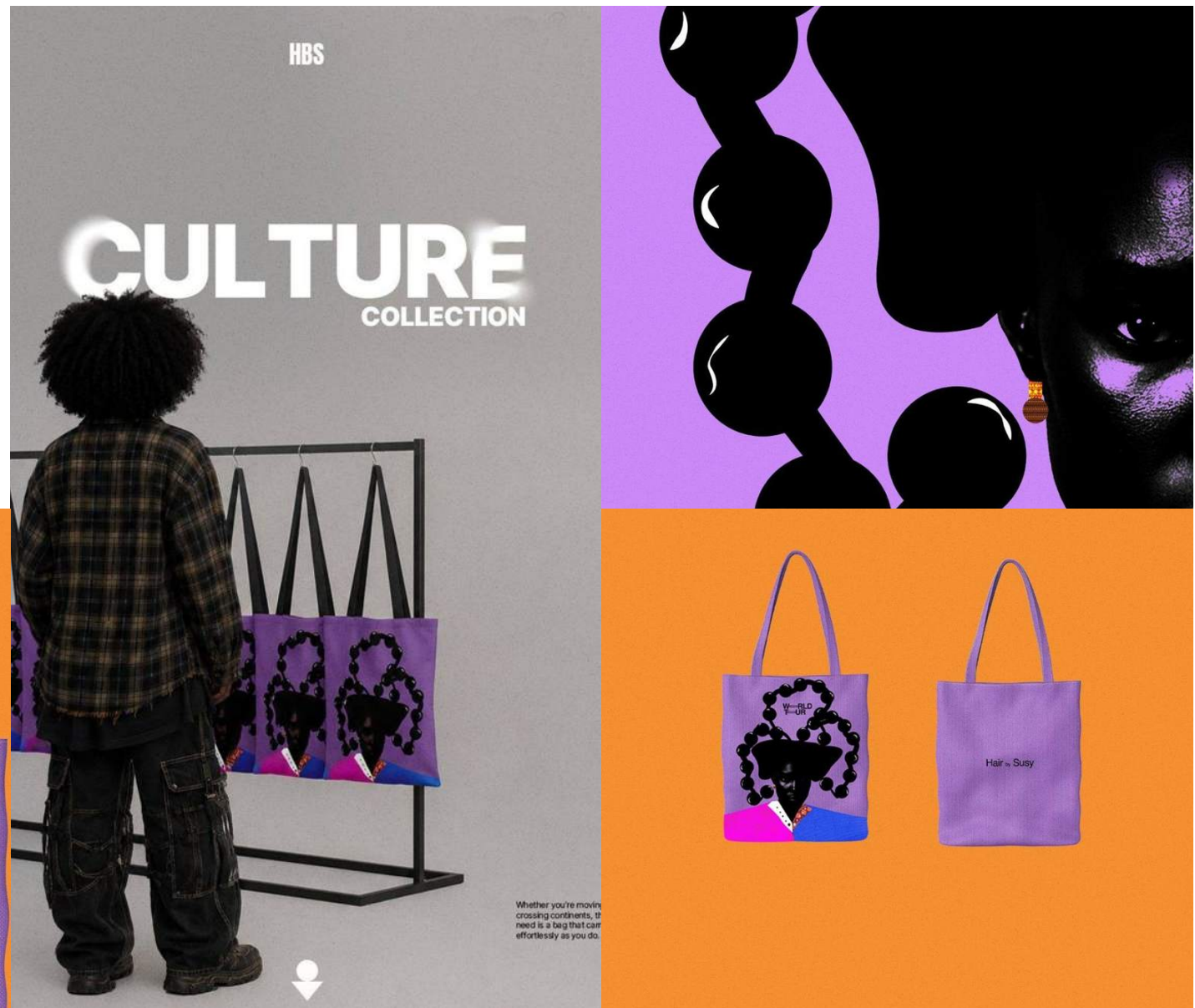
Hair By Susy is a celebrity hair brand led by Susy Oludele, whose work has been worn by some of the biggest names in music and film. In 2026 the brand took its work on a world tour, with stops across North America, Europe, Africa, Asia and South America.

My role was to give the brand's merchandise and the tour a visual world strong enough to travel from city to city. It starts with the Culture Collection totes and carries into the World Tour campaign, built around one idea: the braid as a crown. Every piece puts a Black woman and her hair at the centre.

CULTURE COLLECTION — ART 1

The first tote artwork is a collage portrait of a woman whose braids become oversized beads that spill across the bag. It is printed on purple and orange canvas, with a small wordmark on the back.

I wanted the bag to feel like a piece of art you carry, not a promotional item.



Culture Collection — Art 1
Hair By Susy (2026)

THE SYMBOL

Images: [the strong condensed fonts]
Why I like it: Powerful, modern, and makes

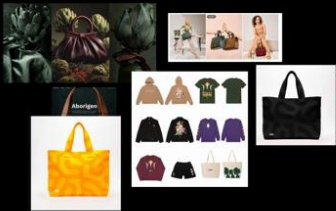
"THE SYMBOL" feel like a strong emblem.
Works great at large scale on tote bags.

CORE KEYWORDS (VISUAL CONCEPT - PHASE 1)

PICTURE DIRECTION



BAG DIRECTION



ART ILLUSTRATION FEEL



TOPOGRAPHY ACCENT



TYPOGRAPHY LAYOUT



COLORS



PROCESS

Before drawing the Susy World Tour tote, I built one board to find the style. Phase 1 of the visual concept starts with a single keyword: The Symbol.

My note on the board: strong condensed fonts, powerful and modern. "The Symbol" should feel like a strong emblem that works at large scale on a tote bag.

Everything else on the board branches from that idea.

Visual Concept, Phase 1 — Moodboard
Susy World Tour Tote (2026)

PICTURE DIRECTION



Picture direction
Black women in profile, crowned by their hair, on flat saturated colour. The hair had to be the hero of the image.

ART ILLUSTRATION FEEL

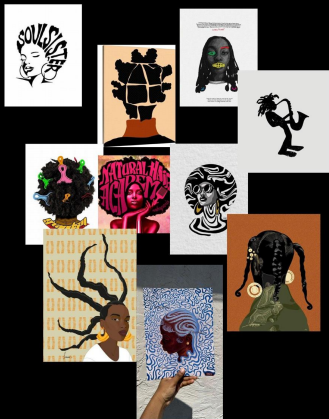
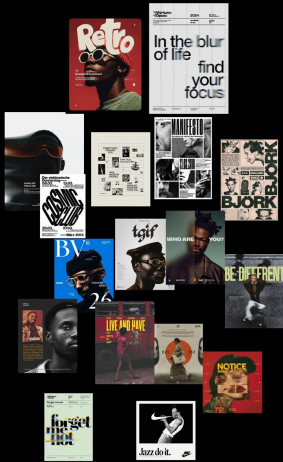


Illustration feel
Bold silhouettes, afros and braids drawn as graphic shapes. Simple enough to print, strong enough to read from across a room.

TYPOGRAPHY LAYOUT



Typography layout
Editorial posters with heavy condensed type pushed to the edges. It gives the tour a loud, modern voice.

TOPOGRAPHY ACCENT



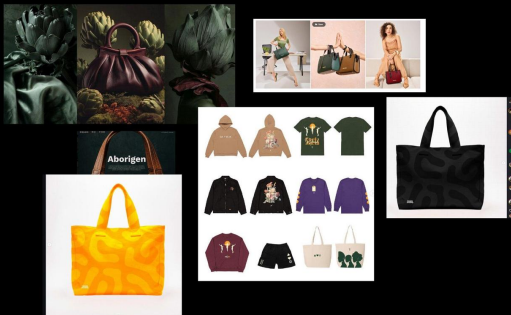
Typography accent
African-rooted display lettering and hair-inspired type, so the culture lives in the letters too.

COLORS



Colour
Olive and deep greens from nature and old film stills, explored as an earthy ground for the brighter tour colours.

BAG DIRECTION

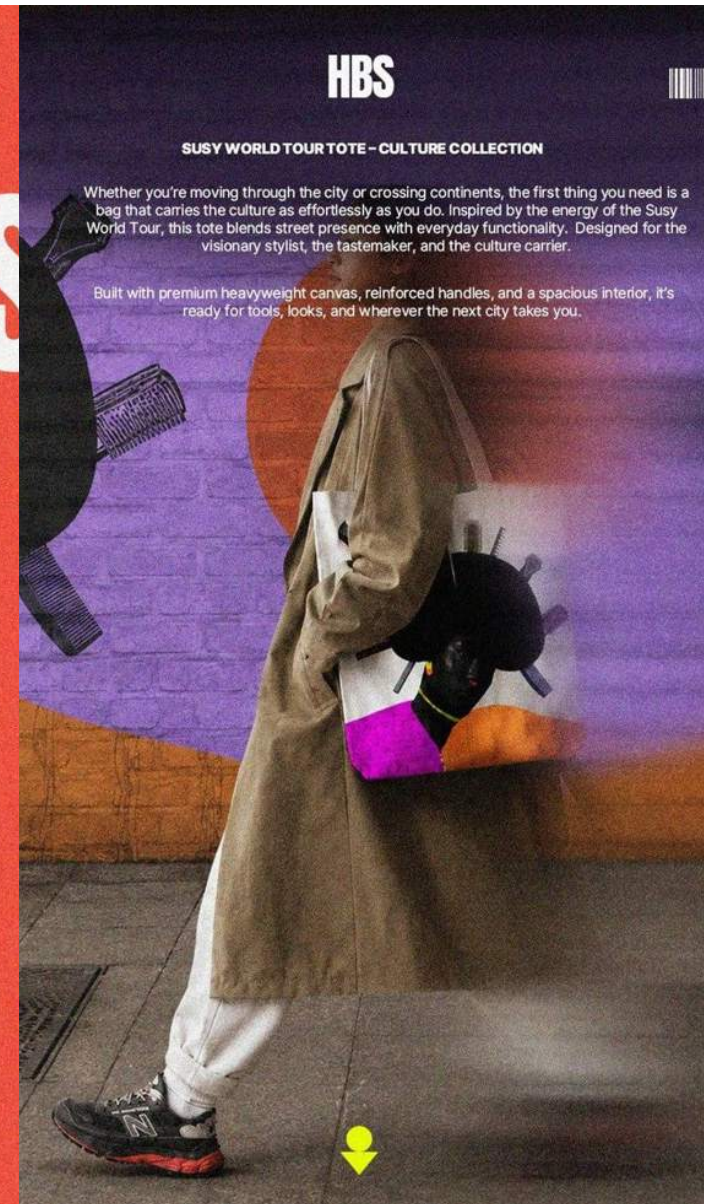


Bag direction
Oversized totes and merch drops as references for scale, so the artwork could fill the bag like an emblem.

CULTURE COLLECTION — SUSY WORLD TOUR TOTE

The second artwork in the collection surrounds the afro with the stylist's tools: combs, brushes, scissors and clips. It puts the craft behind the hair on the outside of the bag.

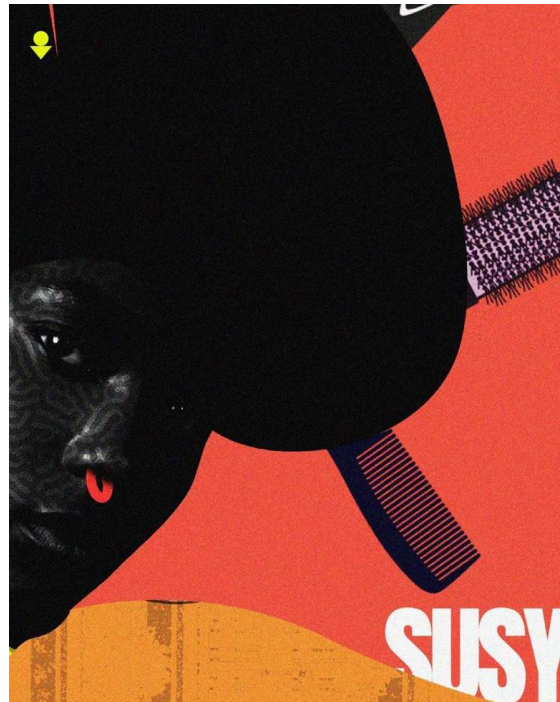
It comes in terracotta and lilac, with the Hair By Susy wordmark alone on the back, and is campaigned on a flat orange field with heavy condensed type.



Susy World Tour Tote — Culture Collection
Hair By Susy (2026)



Colourways — Terracotta & Lilac
Hair By Susy (2026)



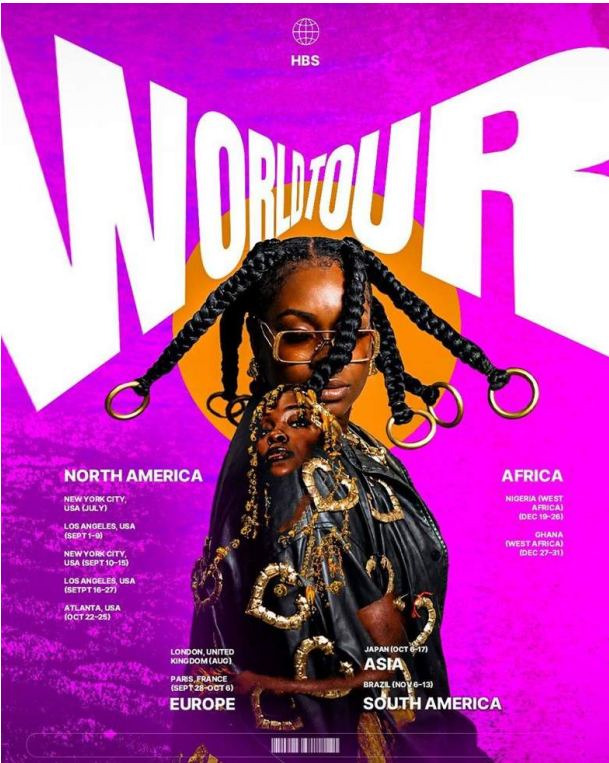
Artwork Detail
Hair By Susy (2026)



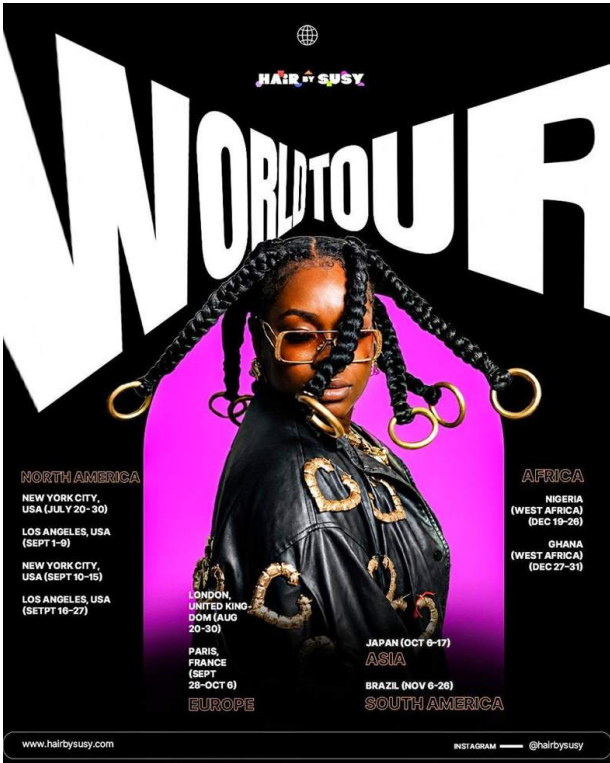
Natural Canvas Edition
Hair By Susy (2026)



World Tour — Orange
Hair By Susy (2026)



World Tour — Magenta
Hair By Susy (2026)



World Tour — Tour Dates
Hair By Susy (2026)

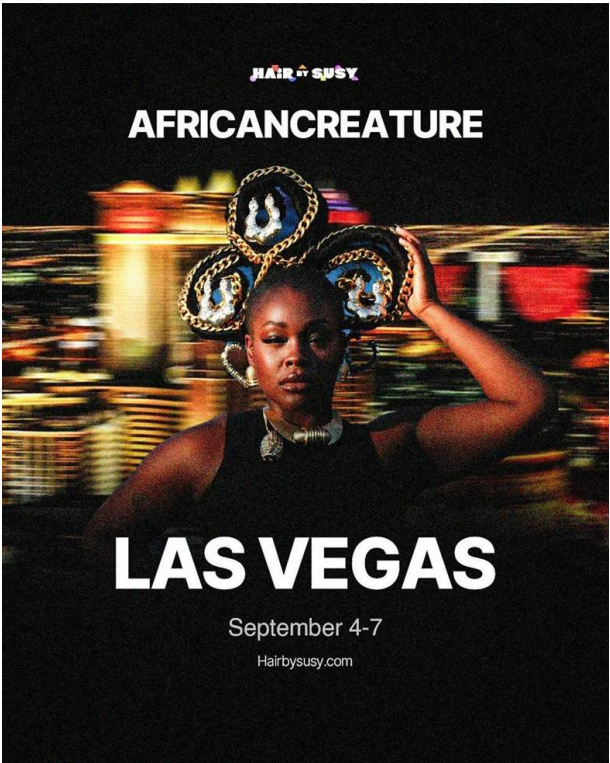
CAMPAIGN SYSTEM

The type is set tall and condensed and pushed to the edges, so **WORLD TOUR** reads from across a street. Orange and magenta alternate between cities, so each stop has its own poster while the campaign still looks like one thing.

Tour dates sit in a strict grid by continent, and every poster carries the same barcode and wordmark at the foot of the page.



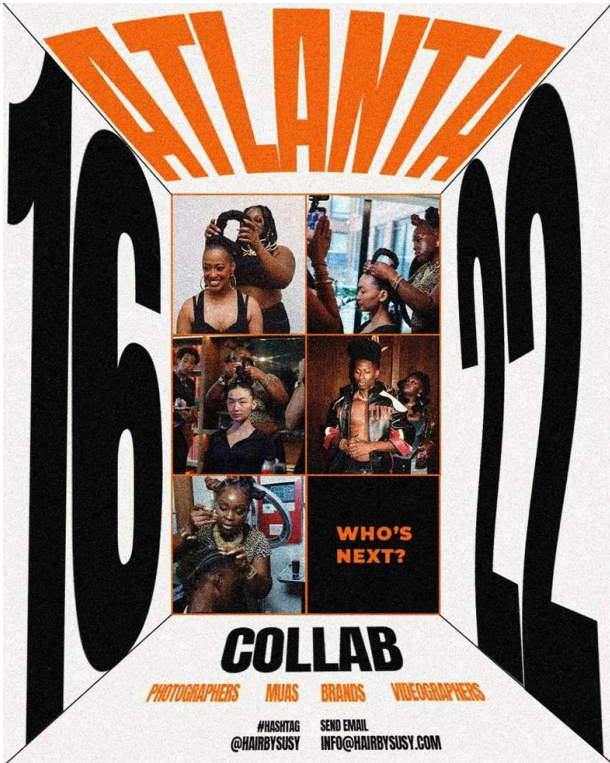
Out-of-Home — Billboard & Subway
Hair By Susy (2026)



Las Vegas — with Africancreature
Hair By Susy (2026)



Atlanta — with Africancreature
Hair By Susy (2026)



Atlanta — Collab Call
Hair By Susy (2026)

Yousphul

Role

Creative Direction
Brand Identity
Logo Design
Packaging Design
Brand Applications

Year

2024

Status

Completed



Logo Design
Yousphul (2024)

OVERVIEW

Yousphul is a fashion and lifestyle label that needed an identity to work on a swing tag, a shopping bag and a storefront, and to read as premium without falling back on gold foil and serif clichés.

The answer was a monogram. The Y and S share one continuous stroke, which makes the mark simple enough to emboss or embroider and strong enough to stand as the brand on its own.



IDENTITY SYSTEM

The palette is black, off-white and a deep brown taken from leather and tailoring, so the brand feels closer to the product than to luxury convention.

Inter carries the type so the monogram stays the only expressive element. An alternative script logo gives the brand a softer voice for editorial and campaign moments.

Brand Identity Design
Yousphul (2024)

APPLICATION

The identity was built to move from small details to large surfaces without changing its character: swing tags, shopping bags, totes, signage and campaign imagery.

What came out is a brand that feels quiet and confident, with one mark doing most of the work.



Storefront Signage & Tote
Yousphul (2024)



Pcosgirlies

PCOSgirlies

Role

Creative Direction
Brand Identity
Brand Guidelines
Website Design

Year

2025

Status

Completed



Logo Design
PCOSgirlies (2025)

OVERVIEW

PCOSgirlies is a community and wellness platform for women living with PCOS and hormonal challenges. The founder wanted a safe, uplifting space, the opposite of the clinical tone most health brands in this area use.

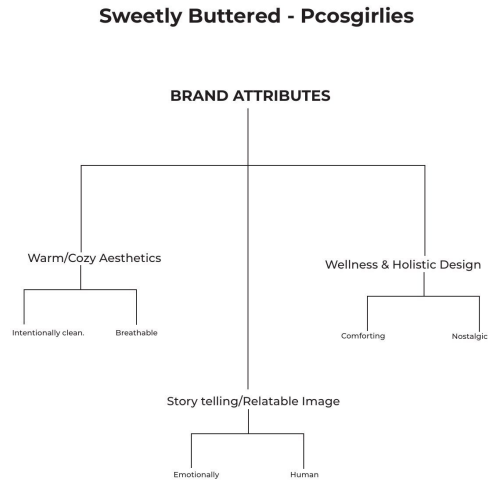
The mark is a woman's profile with a leaf and a bird rising from it. It says growth and release without any medical imagery.

PROCESS

Before drawing anything, I mapped the brand: warm and cosy, wellness and holistic design, storytelling and relatable imagery. Every decision after that had to answer to this map.

Research across holistic health centres, therapy practices, yoga studios and wellness start-ups showed one pattern. Almost every mark combines nature with the human form to suggest growth, vitality, healing and wholeness.

The founder's own logo was delicate but lacked warmth and broke down at small sizes. So I drew six leaf-and-profile concepts and tested them on signage and at app-icon size before choosing the final mark.



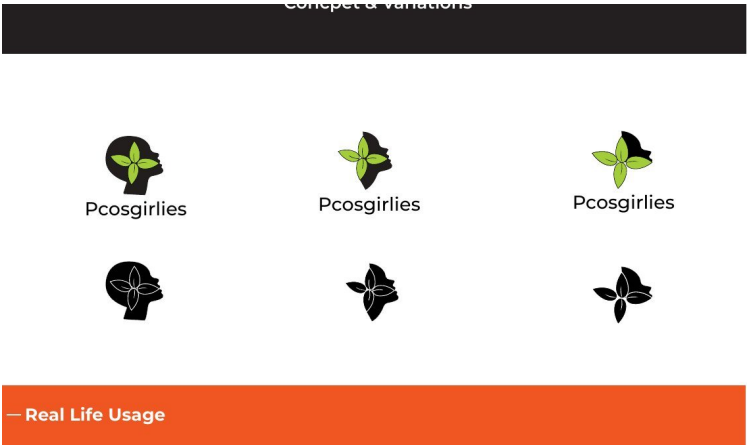
Brand Attributes
PCOSgirlies (2025)



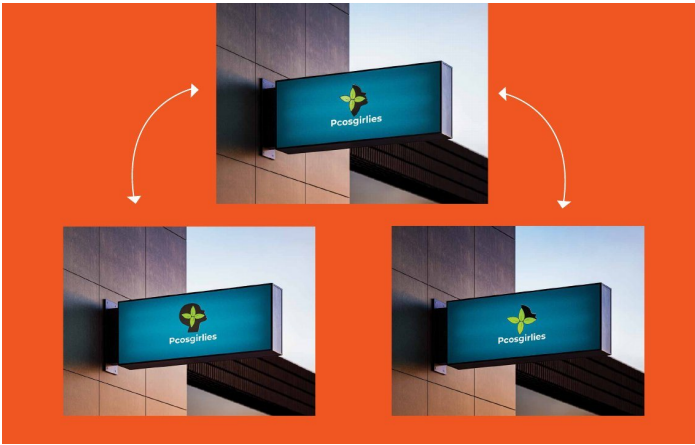
Research Insights
PCOSgirlies (2025)



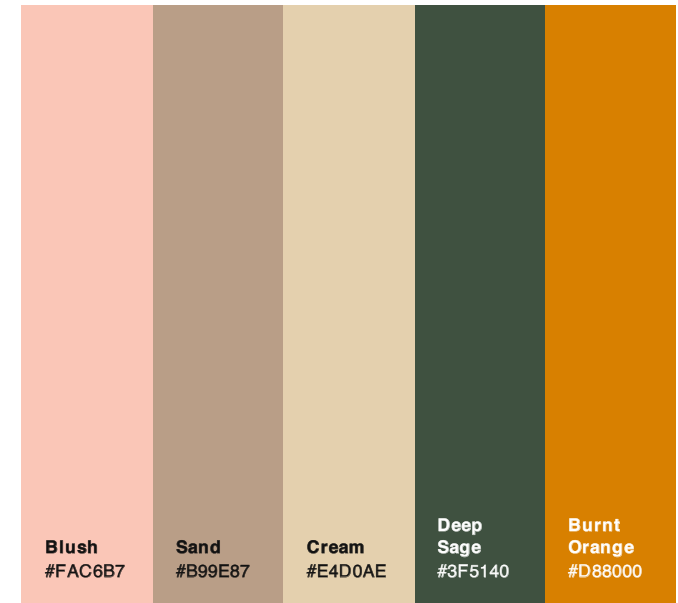
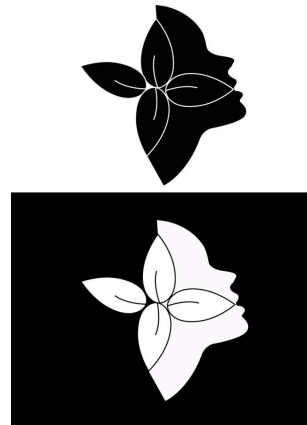
The Founder's Original Logo
PCOSgirlies (2025)



Six Concepts
PCOSgirlies (2025)



Signage Test
PCOSgirlies (2025)



IDENTITY SYSTEM

The palette comes from skin and nature. Sage is the ground colour because it reads as calm and restorative, and burnt orange is kept for calls to action.

Neutraface gives headlines warmth and Roboto keeps body text clear on screen. The personality sliders, sisterly, supportive, real and softly educational, guided every decision.

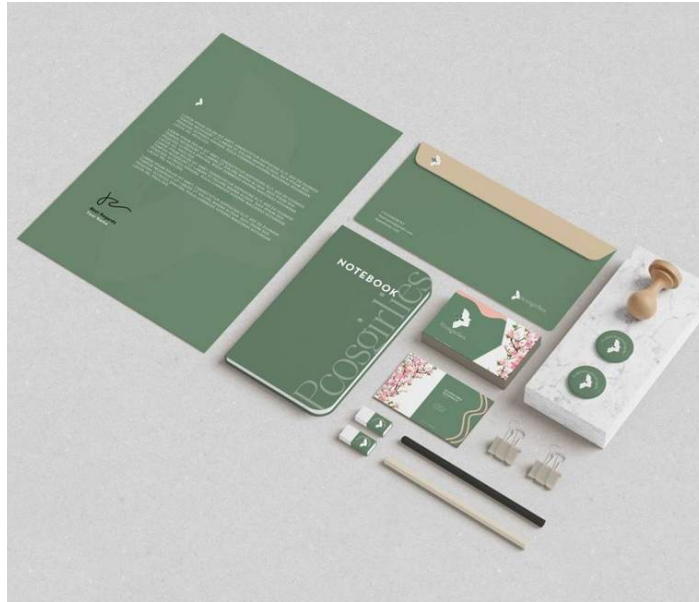


Brand Identity Design
PCOSgirlies (2025)

APPLICATION

The identity carries into stationery, merchandise, an app icon and a Webflow website, handed over with training videos so the founder can run it herself.

Every piece keeps the same mark, the same sage and a lot of space, so the brand always feels like a soft place to land.



Stationery, Merchandise & App
PCOSgirlies (2025)



Sweetly Buttered

Role

Brand Identity
Typography
Packaging Design
Social Media Design

Year

2025

Status

Completed





Logo Design
Sweetly Buttered (2025)

OVERVIEW

Sweetly Buttered is a recipe and wellness brand built on comforting food, storytelling and balanced living. Its line is 'From me to you', and it needed a brand that felt warm, joyful and handmade.

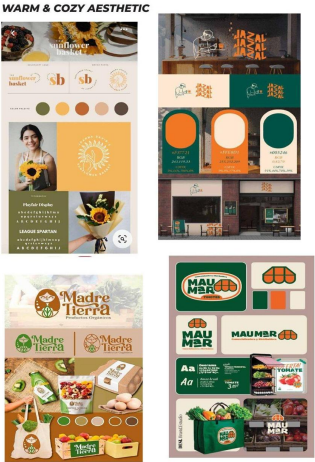
The mark combines a chef's hat, a whisk and a looping S into one hand-drawn gesture, so it reads as made by a person rather than a company.

PROCESS

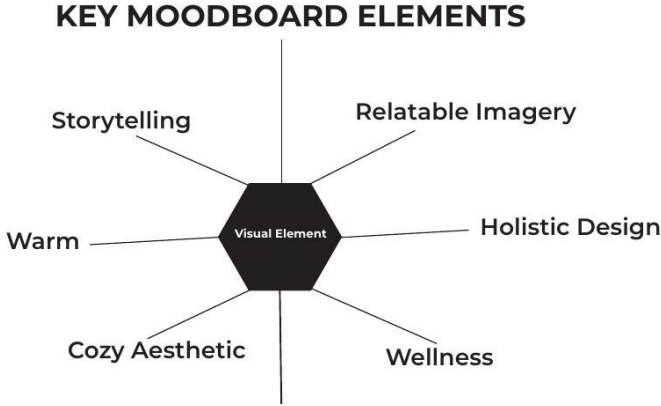
Sweetly Buttered was developed alongside PCOSgirlies, so both brands grew from one foundation: wellness without guilt, told through warmth and storytelling.

The moodboard pulled warm, cosy references: kraft paper, soft greens, butter yellows and hand-drawn type. Food that feels homemade, not clinical.

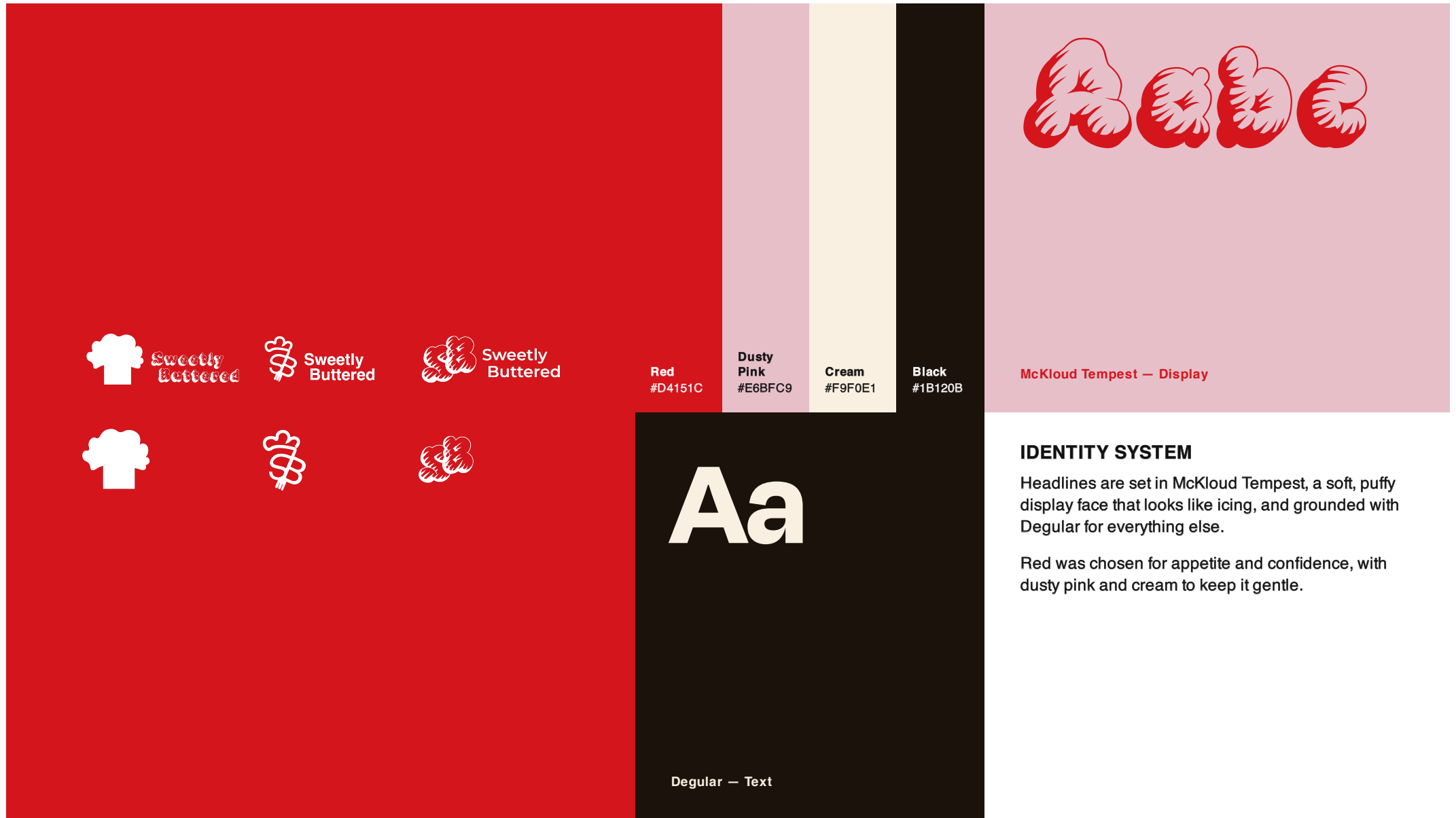
From there I explored three lock-ups and three marks, judging each one on how friendly it felt at a glance.



Warm & Cozy Moodboard
Sweetly Buttered (2025)



Moodboard Elements
Sweetly Buttered (2025)



Logo Variations, Colour & Type
Sweetly Buttered (2025)

APPLICATION

The system moves from takeaway bags and ice cream tubs to aprons, stickers and Instagram stories without losing its warmth.

Every surface uses the same red, the same mark and the same type, so a customer recognises the brand before they read a word.



Packaging, Apron & Stickers
Sweetly Buttered (2025)



LAKON

Role

Brand Identity
Packaging Design
Campaign Design
Social Media Design

Year

2025

Status

Completed



Logo Design
LAKON (2025)

OVERVIEW

LAKON is a luxury watch retailer offering a curated selection of fine timepieces. The brand needed to feel established on day one and to hold its own next to the watches it sells.

The wordmark is cut through by two watch hands, with a small square where the hands meet. It works as a signature and as an icon.

Stay
beyond time



Watches that
speaks impression



Our color scheme

/Color

ff773b

f9f9f9

032303

IDENTITY SYSTEM

Deep bottle green belongs to heritage watchmaking. Vivid orange stops LAKON looking like every other luxury retailer.

Photography stays dark and close so the dials glow.

Brand Identity Design
LAKON (2025)

APPLICATION

The campaign lines 'Stay beyond time' and 'Watches that keep an impression' give the brand its voice across billboards, social media, the app and the gift box.

The result is a retailer that looks as considered as the pieces it sells.



Billboard, Packaging & Social
LAKON (2025)



Chef Sam

Role

Brand Identity
Logo Design
Packaging Design
Brand Strategy
Brand Guidelines

Year

2025 - 2026

Status

Ongoing





Logo Design
Chef Sam (2025)

OVERVIEW

Chef Sam is a chef-led premium food brand founded by a professional chef with over 25 years in high-end hotels across Nigeria, including Nicon Noga Hilton. Most food vendors are inconsistent in taste, portion and quality. Chef Sam delivers meals with a trained chef's standards, fresh, well packaged and on schedule.

The brand needed to feel premium and trustworthy while staying warm and approachable, for busy professionals and families who want chef-level food at home or at work.

PROCESS

Chef Sam's identity has been drawn twice. The 2025 launch mark is an S built from soft food shapes under a chef's hat, in orange for appetite and brown for premium.

In 2026 the business moved up-market, so the mark was redrawn in deep burgundy with a bolder S. The hat, the S and the cutlery stayed, so existing customers still recognise it.



First Identity
Chef Sam (2025)



Refreshed Identity
Chef Sam (2026)



Chef Orange
#F16B3B

Chocolate
#4F2710

Cream
#F5ECE0

Chef Sam

Silk Flower — Wordmark

IDENTITY SYSTEM

The mark is a stylised S built from soft, food-inspired shapes under a chef's hat, with a spoon and fork beneath. It works alone as an icon or with the wordmark.

Warm orange and chocolate brown feel appetising and premium at the same time. Silk Flower gives the wordmark a handcrafted feel and Inter keeps everything else clean.

Brand Identity Design
Chef Sam (2025)

APPLICATION

The identity was built for a food business that lives on packaging: takeaway bags, food containers, burger wraps, ice cream tubs, stickers, aprons, uniforms and street signage.

Every piece carries the same S and the same colours, so a customer knows it is a Chef Sam meal before they open it.



Packaging & Signage
Chef Sam (2025)



Burger Wrap
Chef Sam (2025)



Ice Cream Tub
Chef Sam (2025)



Stickers
Chef Sam (2025)

2026 — BRAND REFRESH

In 2026 the brand moved up to a more premium feel. The mark was redrawn as a single chef's hat in deep burgundy with a cream wordmark, and new carrier bags were designed for delivery.

I also wrote and designed a company brief setting out who Chef Sam is and who the brand is for.



Brand Refresh
Chef Sam (2026)

● Illustration & Art Practice

Featured Clients/Work

Collage Portrait Series
Refiner

Year

2020 - Present

Pages

041 - 049

The personal work that everything else comes from: collage portraits of Black figures in profile, and illustration series built on one strong symbol. Shown in Paris in 2021 and Portugal in 2022.



Collage Portrait Series

Role
Artist
Collage
Digital Illustration

Year
2020 - Present

Status
Ongoing



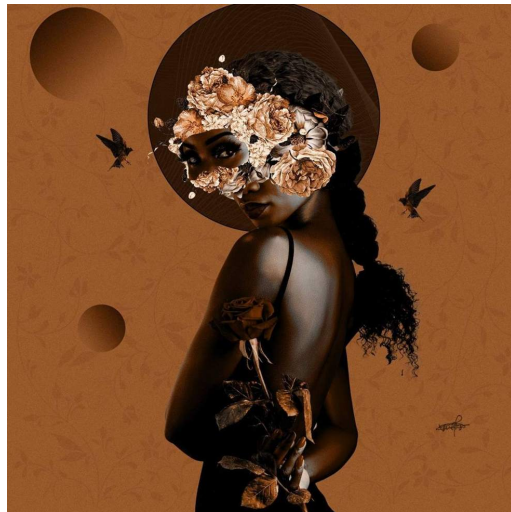


Untitled
Collage Portrait Series (2022)

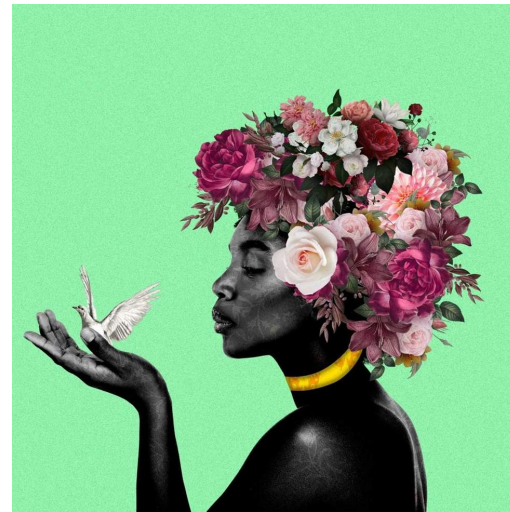
OVERVIEW

The Collage Portrait Series is ongoing. Each figure is shown in profile, and the head opens into something else: a bouquet, a flame, a sunset, a crown of leaves.

I use the profile because it gives dignity and stillness, and leaves room for what comes out of the head. Flowers are the language I return to most. The work was shown in the Unusual Series with Artgence in Paris (2021) and in All Eyes On with Subo International Art Magazine in Portugal (2022).



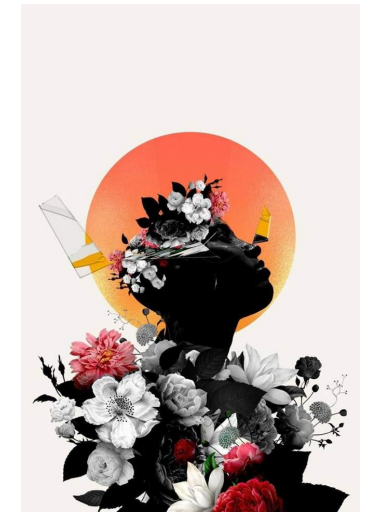
Untitled
2022



Bloom
2024



Crown
2023



Sunset
2024



Emergence — The Pop Gallery
2024



Emergence — Study
2024



Ember
2024



Refiner

Role

Illustration
Art Direction
Visual Identity

Year

2024

Status

Completed

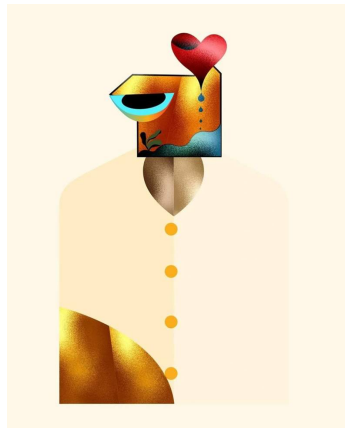


Key Illustration
Refiner (2024)

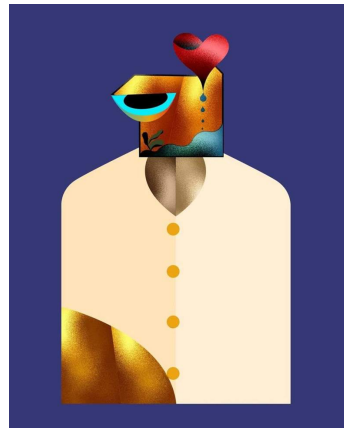
OVERVIEW

Refiner is an illustration series and event identity built around being refined by fire, as gold is. It needed one set of images that could work as posters, social content and a brand.

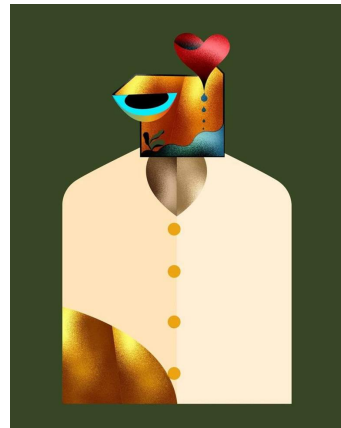
I kept the shapes flat and geometric so the series reads from far away and still holds up close. The figure's head is replaced by a box of fire and a heart, which says transformation without literal religious imagery.



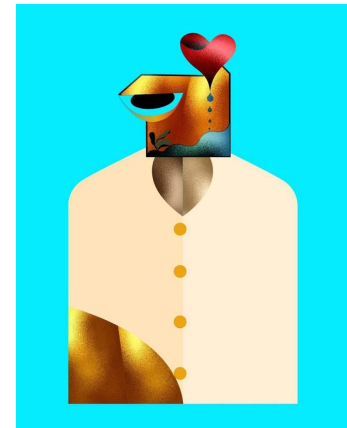
Refiner — Cream
Refiner (2024)



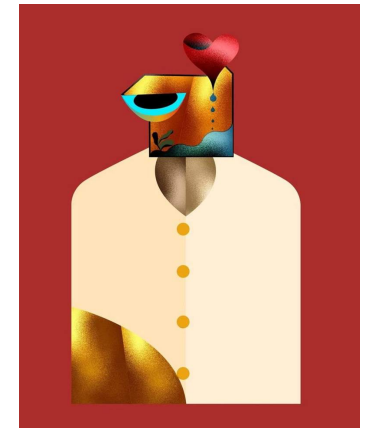
Refiner — Navy
Refiner (2024)



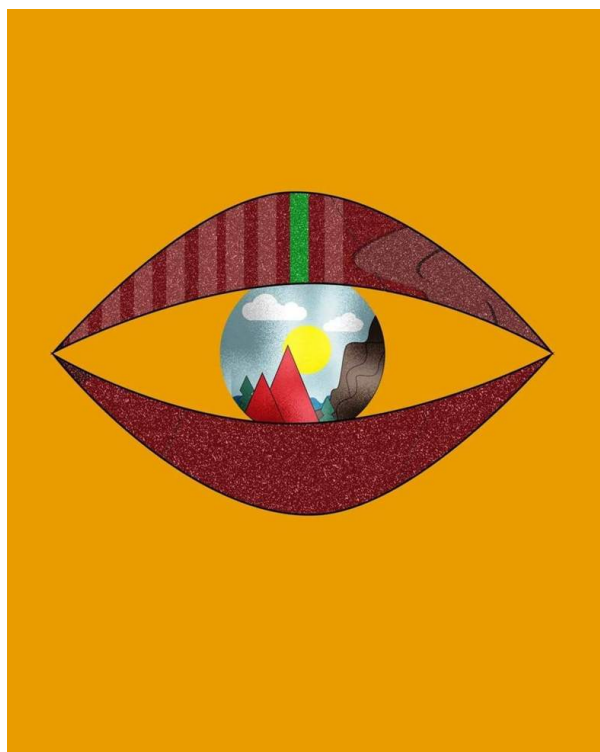
Refiner — Olive
Refiner (2024)



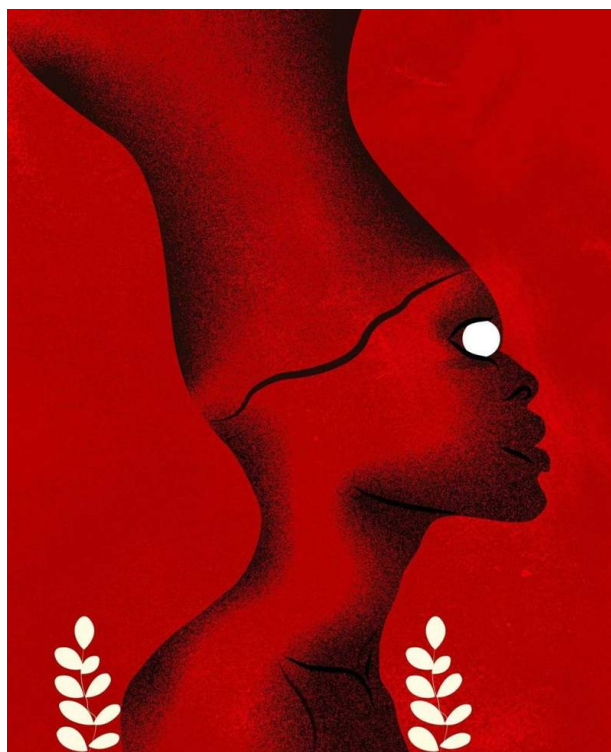
Refiner — Cyan
Refiner (2024)



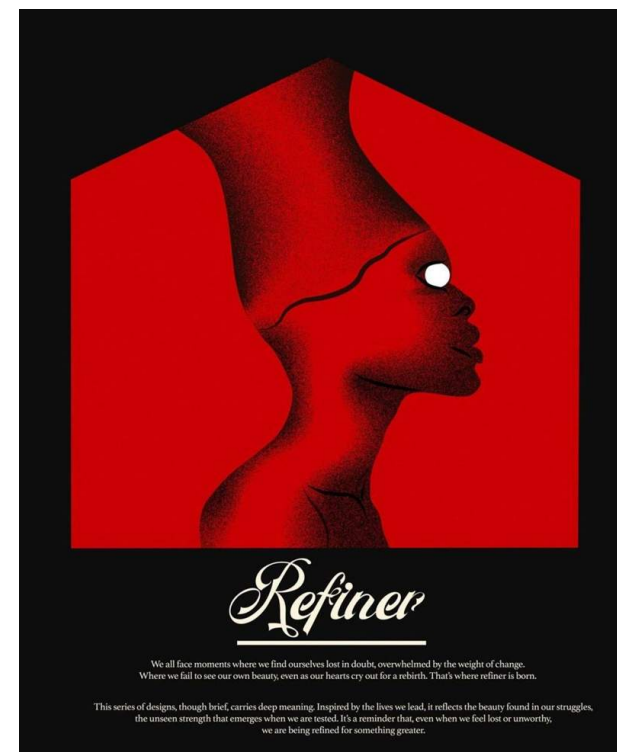
Refiner — Red
Refiner (2024)



The Eye — Gold
Refiner (2024)



Profile
Refiner (2024)



Event Poster
Refiner (2024)

■ Songs & Album Artwork

Featured Clients/Work

Eruchee — MESS

Year

2024 - 2025

Pages

050 - 054

Cover art and release campaigns for musicians. The aim is one image strong enough to carry the whole release, then a system that turns it into everything the rollout needs.



MESS



Eruche — MESS

Role	Year
Album Cover Design	2024 - 2025
Art Direction	
Release Campaign	Status
	Completed





OVERVIEW

MESS is an EP by the singer Eruchee. She needed cover art and a release campaign that would work on streaming platforms, on social media and as a physical record.

I built everything from one portrait and one colour. The lilac is soft and slightly unexpected, which suits a record called MESS, and it keeps attention on her face and hair instead of on effects. The title is set in a smudged, distressed type so the word looks like what it says.

EP Cover & Vinyl
Eruchee — MESS (2025)

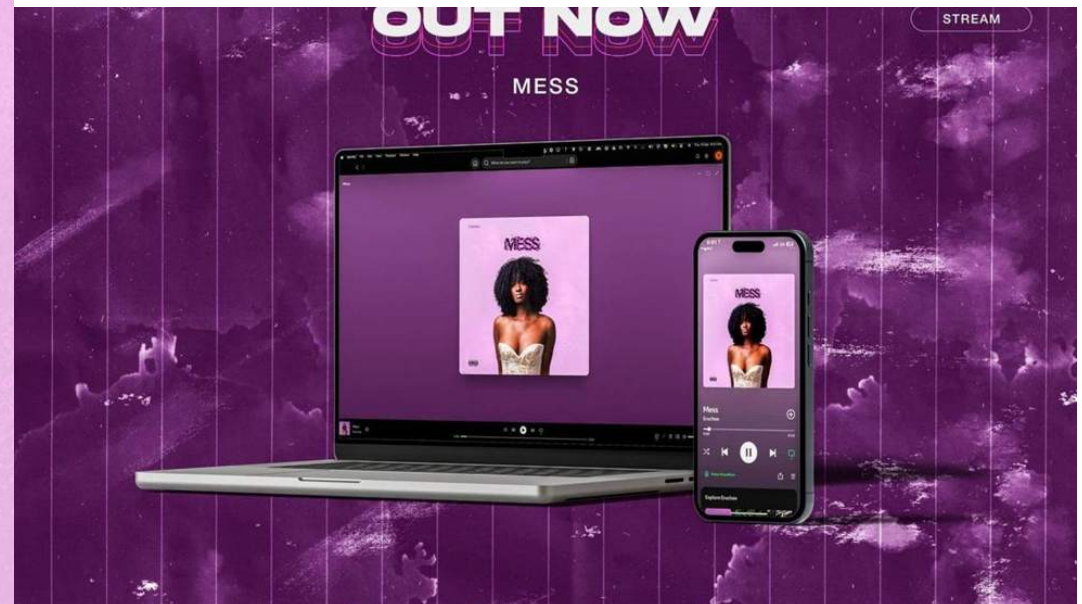


EP Cover & Streaming Rollout
Erucyee — MESS (2025)

RELEASE CAMPAIGN

For the rollout I pushed the lilac into a deeper purple and repeated the name in stacked outline type, so every post, banner and screen looked like part of the same release.

The campaign covered 'Now Available' and 'Out Now' assets, streaming banners and a 3x3 Instagram grid.



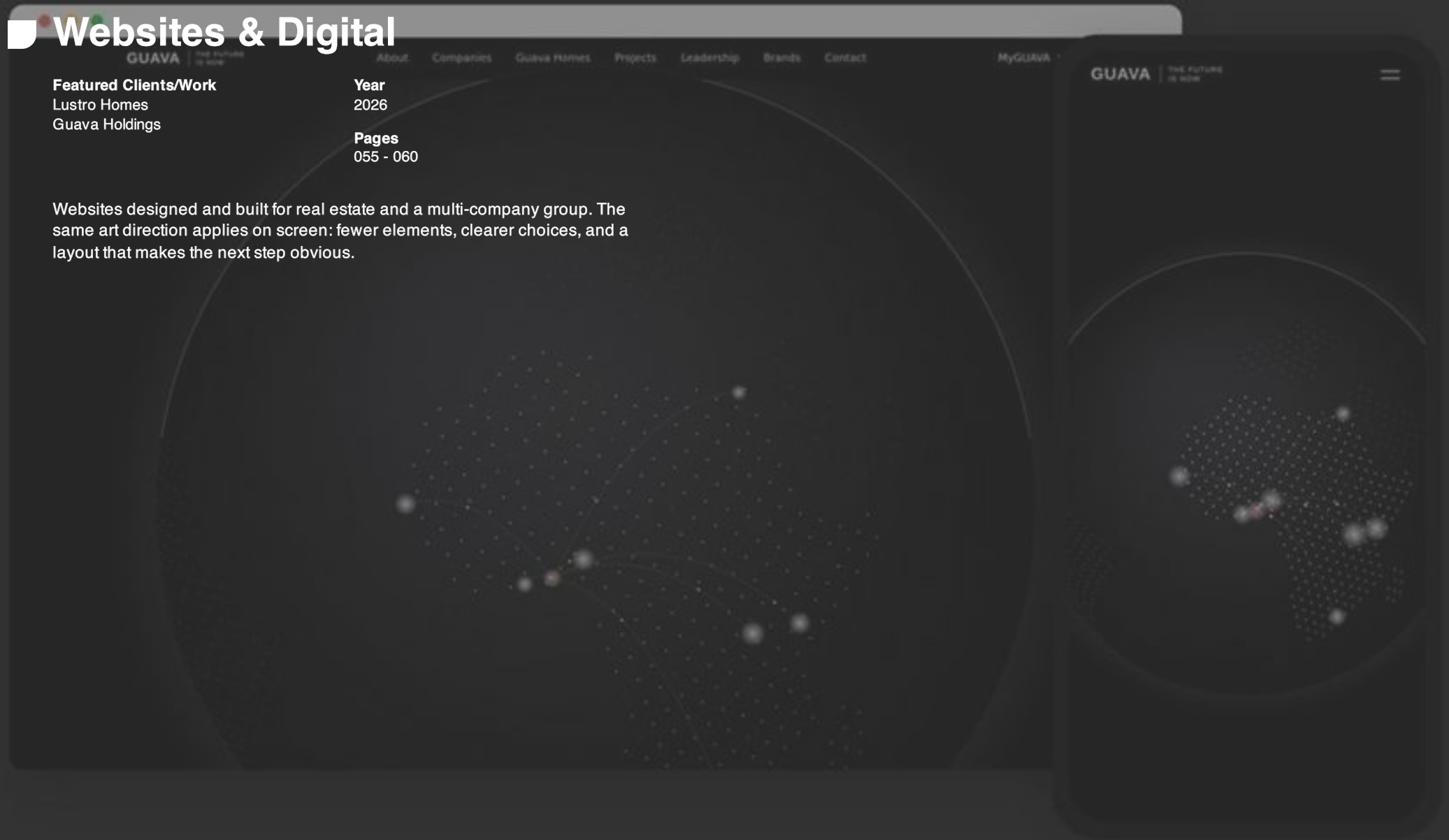


Release Announcement
Eruclee — MESS (2025)



Cover Artwork
Eruclee — MESS (2024)

■ Websites & Digital



Featured Clients/Work

Lustro Homes

Guava Holdings

Year

2026

Pages

055 - 060

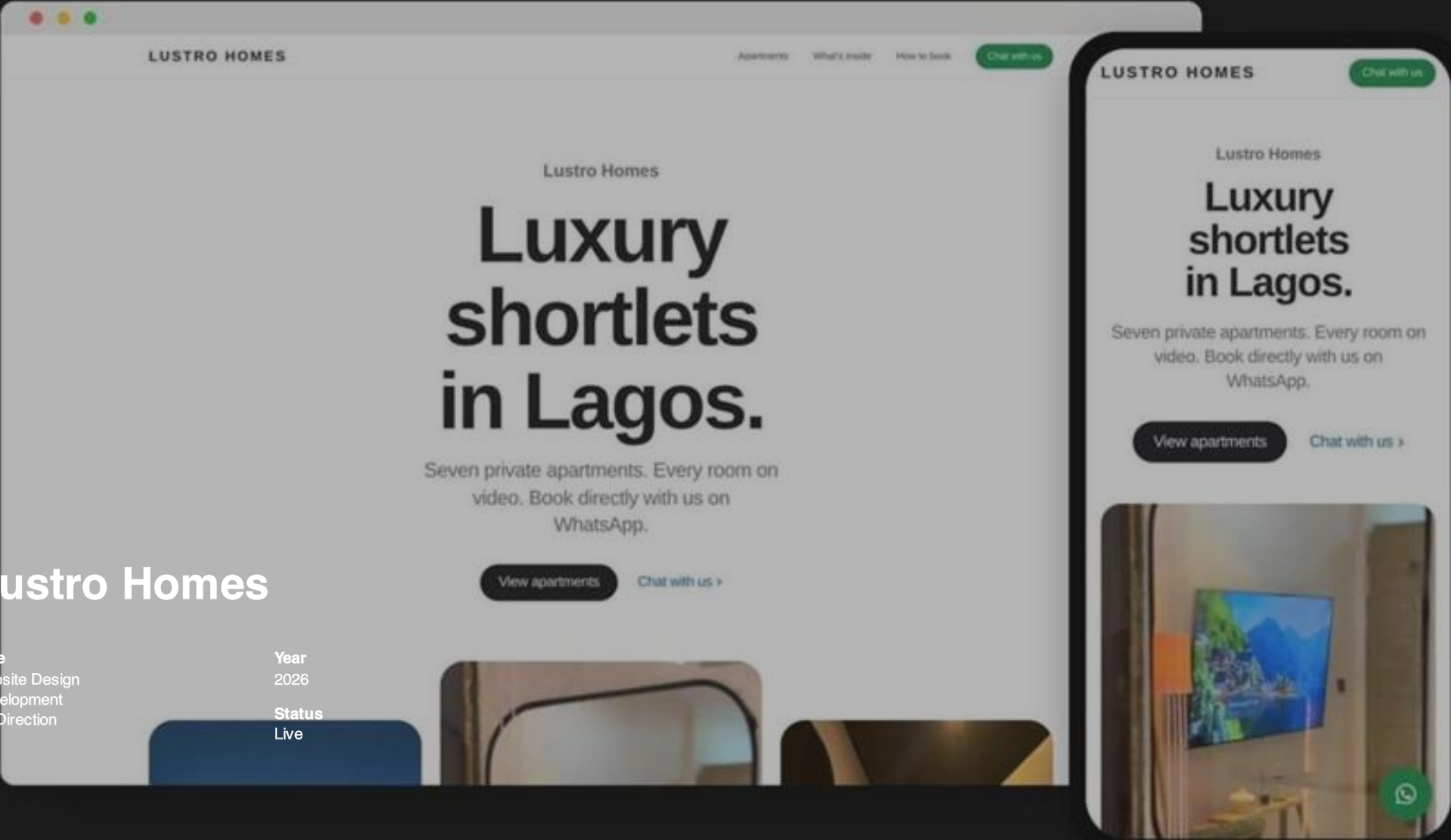
Websites designed and built for real estate and a multi-company group. The same art direction applies on screen: fewer elements, clearer choices, and a layout that makes the next step obvious.

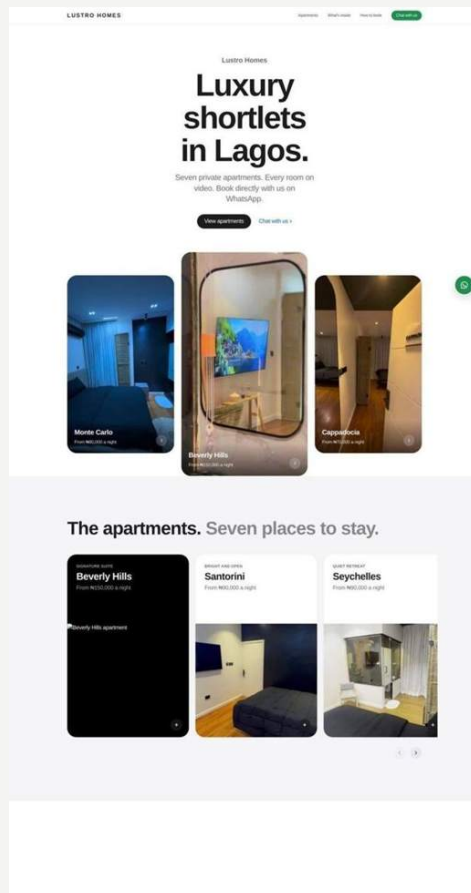
Lustro Homes

Role
Website Design
Development
Art Direction

Year
2026

Status
Live





Homepage — Desktop
Lustro Homes (2026)

OVERVIEW

Lustro Homes rents luxury short-let apartments in Lagos. It had seven apartments and a lot of video, but guests were booking through scattered WhatsApp messages.

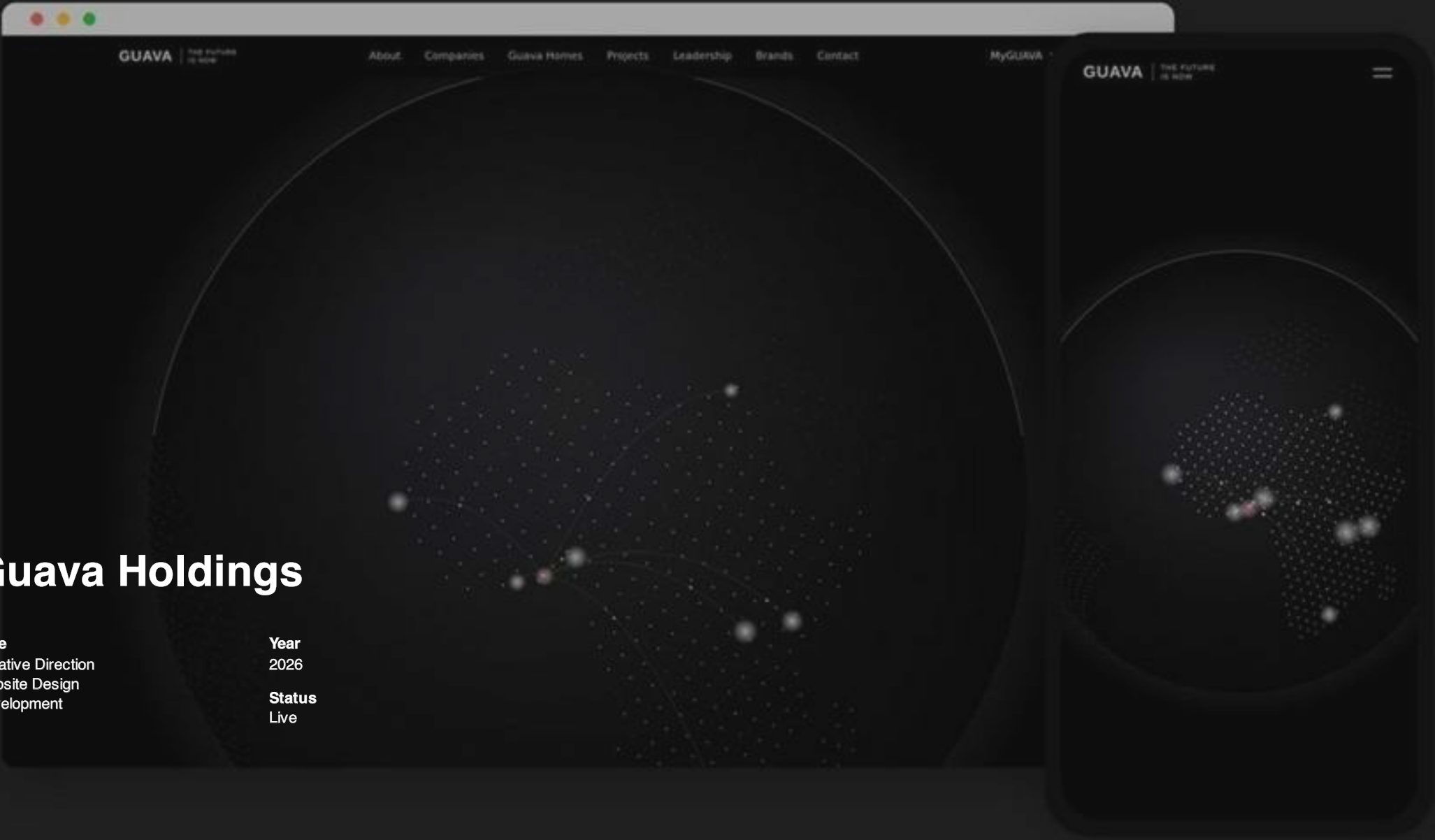
I named each apartment after a destination, Beverly Hills, Santorini, Monte Carlo and more, so every room feels like somewhere to go. The homepage leads with short video tours in tall phone-shaped cards because that is how guests already watch them, and every page ends in one action: chat on WhatsApp.

Guava Holdings

Role
Creative Direction
Website Design
Development

Year
2026

Status
Live



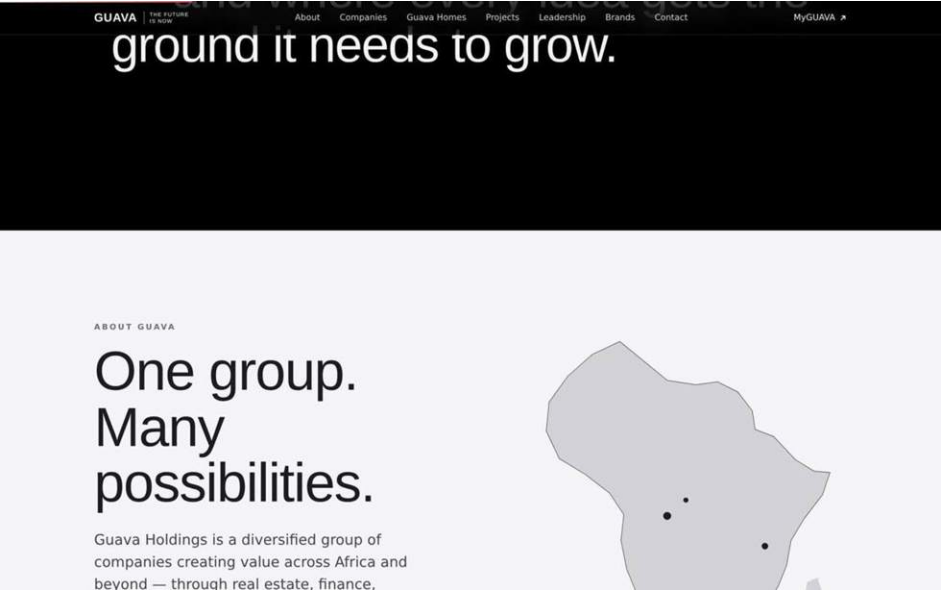


Homepage — Mobile
Guava Holdings (2026)

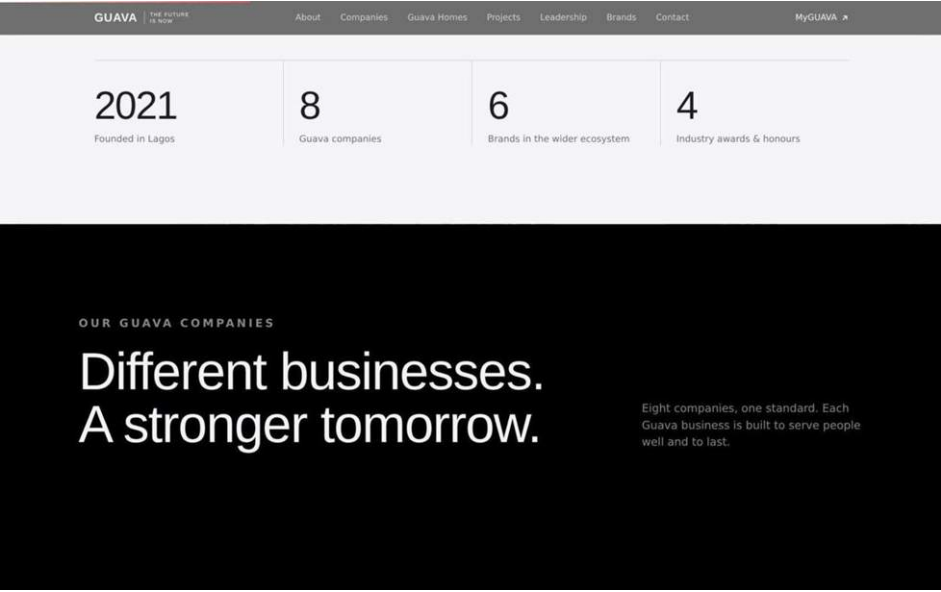
OVERVIEW

Guava Holdings is a group with companies in real estate, finance, construction, interiors, energy and lifestyle. It started in Lekki in 2021 and needed a website that presented eight companies as one group with one standard.

The site opens on a black screen with a slowly turning globe of lights, placing the group on a continental scale from the first second. It moves into white for the story and numbers, and back to black for the companies. Unbounded and Manrope give it a modern, architectural feel.



About the Group
Guava Holdings (2026)



Key Numbers & Companies
Guava Holdings (2026)



Studio & Archives

Featured Clients/Work
UNUSUAL

Year
2020 - 2026

Pages
061 - 068

Unusual Studios is where the client work lives and where the UNUSUAL clothing line began. This section also collects an archive of personal pieces and smaller commissions from across the years.





UNUSUAL

Role
Founder
Art Direction
Illustration
Apparel Design

Year
2022 - 2023

Status
Completed

PSALM 24:7

LIFT UP YOUR HEADS, O YOU GATES!
AND BE LIFTED UP, YOU EVERLASTING DOORS!
AND THE KING OF GLORY SHALL COME IN.



The Evelation — Key Artwork
UNUSUAL (2023)

OVERVIEW

UNUSUAL is the clothing line from my studio, known for bold and imaginative graphics. Each collection needed a centrepiece artwork to hold the whole drop together.

The artwork for The Evelation is two hands rising out of a pink cloud, taken from Psalm 24:7, 'Lift up your heads, O ye gates.' Collage lets me combine real textures, skin, cloud and paper, into something dreamlike that still feels physical. The garments stay in solid purple and olive so the artwork reads from across a room.



The Evelation — Collection
UNUSUAL (2023)



Hoodie — Front & Back
UNUSUAL (2023)



T-Shirt — Olive
UNUSUAL (2023)



Psalm 24:7 Hoodie
UNUSUAL (2023)



Pre-Order Tee
UNUSUAL (2023)



Collage Tee
UNUSUAL (2025)

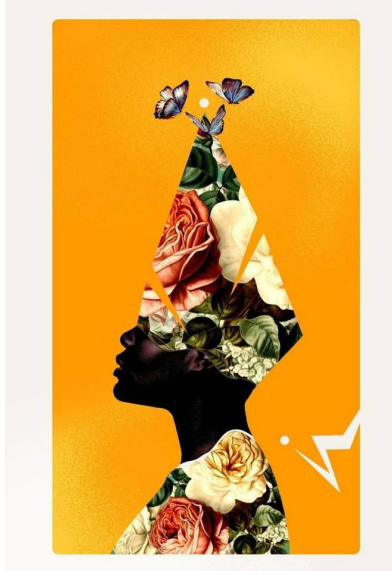


Studio Mark
Unusual Studios (2020)

OVERVIEW

Unusual Studios is the creative studio I started in 2020. It is where brand identity, packaging, album art, websites and campaigns are made for clients across Nigeria and abroad.

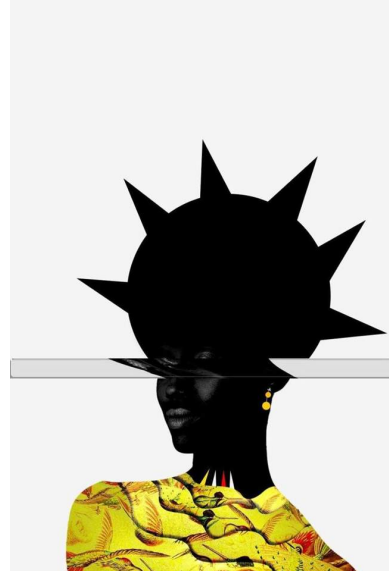
Every project runs the same way: a client portal, a discovery questionnaire and research first; then brand foundation, visual identity and rollout; then a clean handover with every file organised in one place. The structure is there so the creative work has room to take risks.



Paper Crown
Archive (2024)



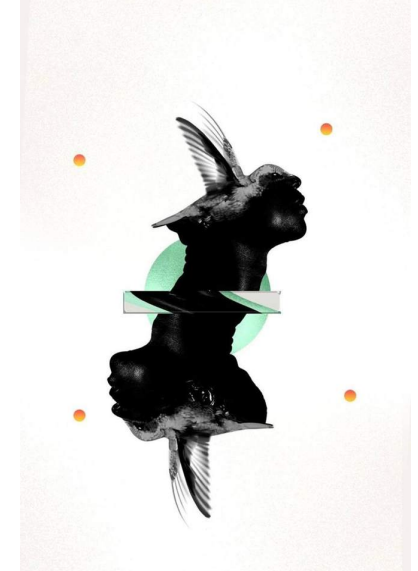
Garden
Archive (2024)



Halo
Archive (2024)



Mint
Archive (2024)



Fragment
Archive (2024)



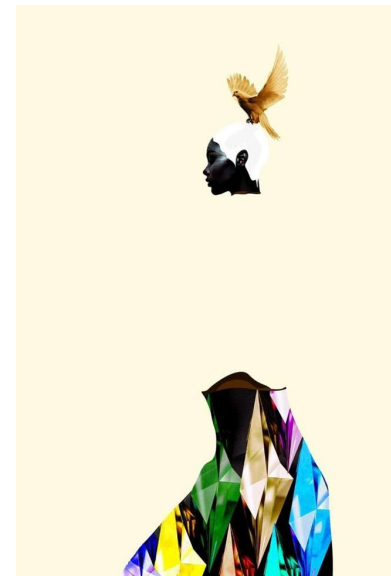
Heat I
Archive (2024)



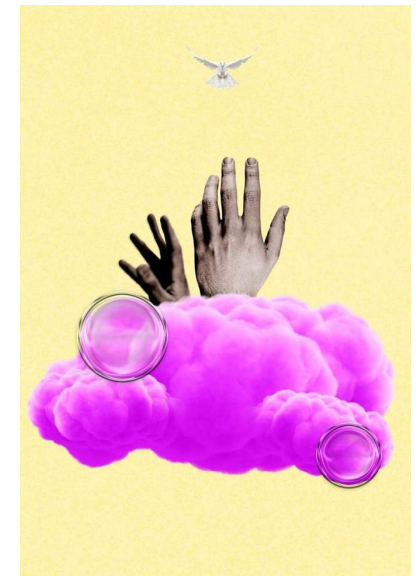
Heat II
Archive (2024)



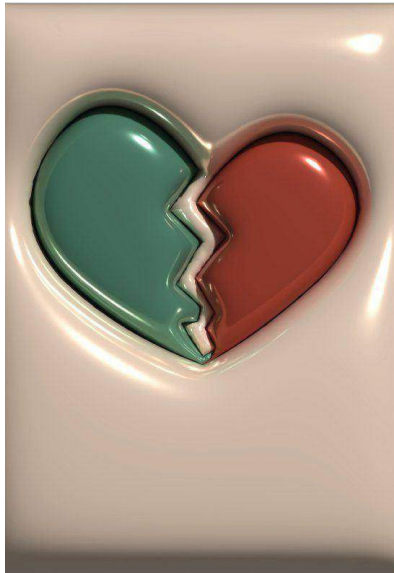
Signal
Archive (2024)



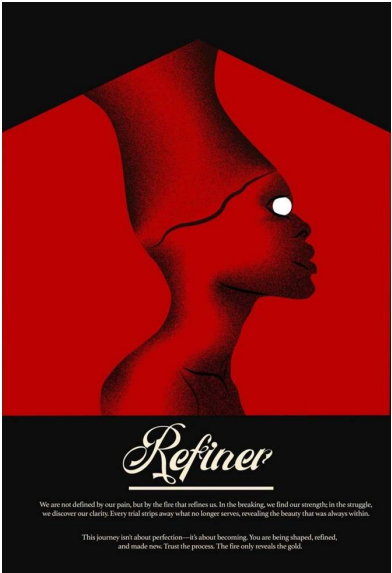
Dove
Archive (2024)



Lift Up Your Hands
Archive (2022)



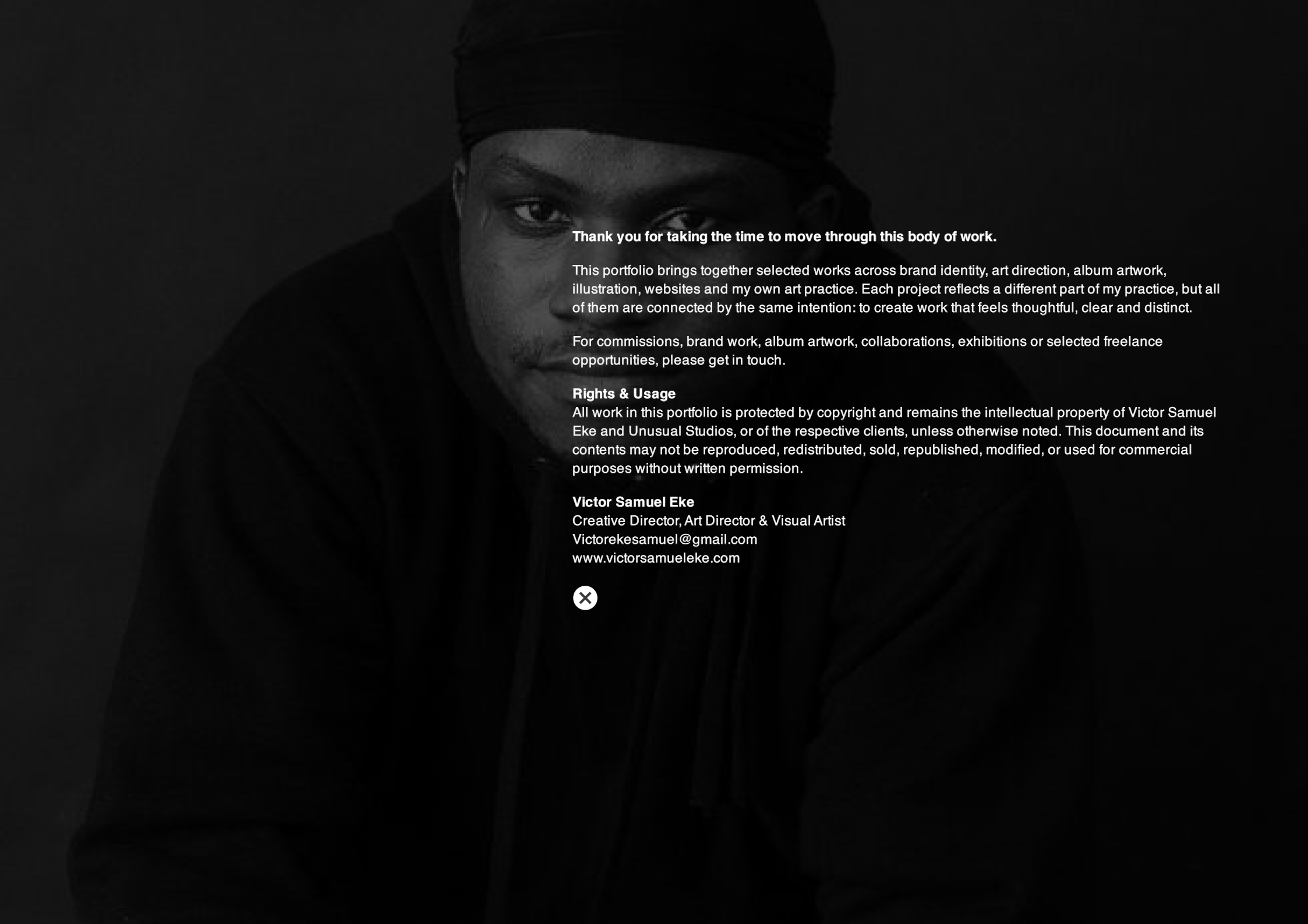
Mended
Archive (2024)



Red Study
Archive (2024)



Journal Cover
Archive (2024)



Thank you for taking the time to move through this body of work.

This portfolio brings together selected works across brand identity, art direction, album artwork, illustration, websites and my own art practice. Each project reflects a different part of my practice, but all of them are connected by the same intention: to create work that feels thoughtful, clear and distinct.

For commissions, brand work, album artwork, collaborations, exhibitions or selected freelance opportunities, please get in touch.

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