

NOT —
— AN
EARLY
BIRD

MAGIC FOREST FRIENDS

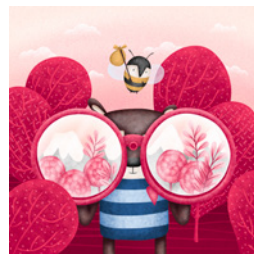
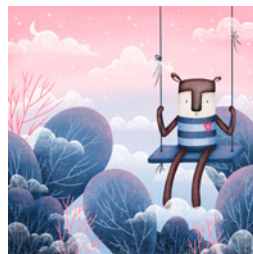
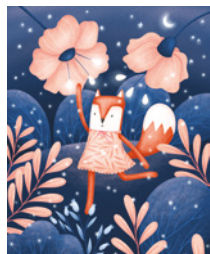
ILLUSTRATIONS AND DESIGN
OF HANDMADE FRIENDS FOR
NOTANEARLYBIRD, 2018–2021

Notanearlybird is our five-to-nine project. It is a space where we perfect our illustrations, combine our designs, create tangible products, play with stories, and sharpen our creativity.

It is a world of colorful illustrations about Magic forest friends who travel the globe in search of little things that bring magic to our lives.

Notanearlybird is our own brand of handmade gifts and illustrations, in collaboration with Tjaša Učakar.

[@notanearlybird](https://www.instagram.com/notanearlybird)
www.notanearlybird.com



NOT — | LISBOA
— AN | LIMITED
EARLY | EDITION
BIRD | 2022

LISBOA
LIMITED EDITION

DESIGN AND PRODUCTION OF
HANDMADE LIMITED SERIES, 2022

3 notanearlybird characters made for Lisboa Limited Edition using and upcycling leftover materials. The main material used is recycled Burel Reloved that was a leftover from the production of pillows and LaGa bags by Krvkurva.

* Presented in AR Concept store,
Lisbon, Portugal, december 2022.

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www.notanearlybird.com



NOT —
— AN
EARLY
BIRD

MAGIC FOREST PILLOWS

ILLUSTRATIONS, DESIGN AND
PRODUCTION OF HANDMADE
HOME DECOR, 2022

Elements from Magic Forest illustrations
are digitally printed on organic cotton and
then sewn into soft pillows in the shape of
volcano, bush, tree or moon.

*Notanearlybird is our own brand of
handmade gifts and illustrations, in
collaboration with Tjaša Učakar.*

[@notanearlybird](#)
www.notanearlybird.com





Main ingredient



Base color



Product line



Flavour



ORGANA

PACKAGING & ILLUSTRATION, 2022

We prepared packaging design for entire vegan private label collection; nut butters, vegan mayo, hummus, various spreads & tofu.

Client: Organa







PORTA ALPINA

BRAND IDENTITY DESIGN, 2021

Identity design for an online art gallery.

Client: Porta Alpina



PORTA ALPINA
ART GALLERY
BLEĐ



Winery location



Soil composition



Vineyard orientation and layout

VINA KRAPEŽ

LABEL DESIGN, 2020

Label redesign of Vina Krapež natural white wine collection for Slovenian and American markets.

Client: Vina Krapež



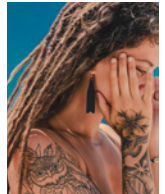


OFFICIAL TOP

IDENTITY DESIGN, 2020

Identity design for a brand of jewelry for freedivers.

Client: Official Top





· RE ·
G · R ·
· I · P
TECHNOLOGY

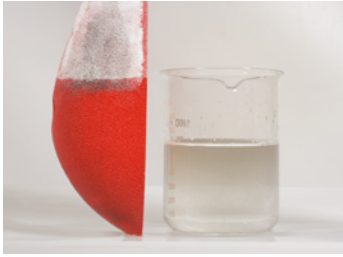
REGRIIP

BRAND IDENTITY DESIGN,
PROMOTIONAL MATERIAL &
PACKAGING LABEL, 2020

Branding for a start-up company
producing climbing holds cleaning
solution. The letters represent the
climbing holds that can be moved and
reinstalled over and over again.

Client: Matjaž Jeran







TEREZA'S CHOICE

IDENTITY DESIGN, ILLUSTRATION
AND PACKAGING FOR A LINE OF
HEALTHY VEGAN FOOD PRODUCTS,
2017–2021

We designed the brand's image very personally since it is based on the recognizability of its owner Tereza and her enthusiasm for healthy foods, delicious flavors, and enthusiasm for telling stories. Tereza is an illustrated character living in the magical world of vast plants, floating vegetables, and glittering fireflies.

Tereza lives in different countries, depending on the product type. And different tastes are visually presented as gigantic ingredients that are floating around.

By creating a personal character, we underlined the brand's authenticity that became distinctly recognizable and popular.

Client: Tereza Poljanič





LIFE FLOWS ON

REPORT DESIGN & LAYOUT, 2021

Bilingual report design and layout with infographics and side navigation for print and web.

Client: *Zavod RS za transfuzijsko medicino*





(IN)FINITY

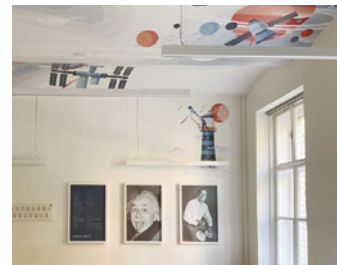
ILLUSTRATION FOR
PHYSICS CLASSROOM CEILING AT
POLJANE HIGH SCHOOL, DIGITAL
PRINT, APPROX. 50 M², 2020

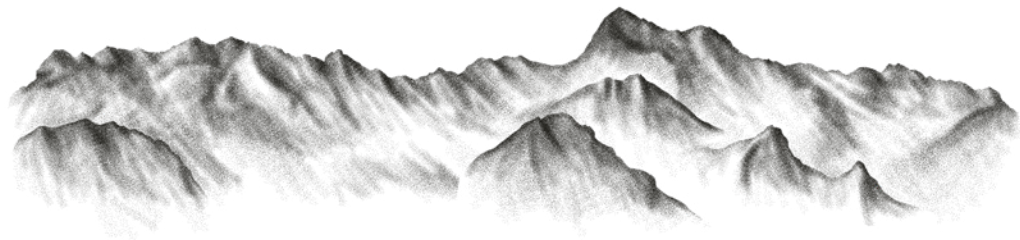
The objective was to graphically present the subject of Physics in a visually compelling and inviting way that enhances the new redesign of the classroom.

The illustration presents a physicist astronomer who is staring at the infinity of the Universe. We took advantage of the concave ceiling to enhance the spaciousness of the design.

We also redesigned all other graphics in the classroom to graphically match the new ceiling.

Client: Kosi in partnerji architecture





TRIGLAV IN PLANICA

ILLUSTRATION, 2022

Illustration for bar backdrop at Triglav Insurance Company VIP room, Planica Ski flying World Championship.

Client: *Atelje Japelj & Zavarovalnica Triglav*



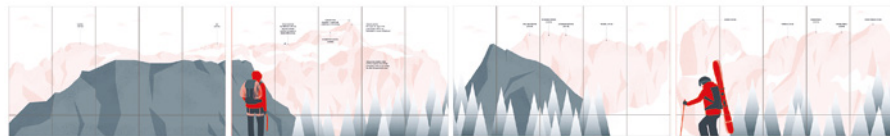
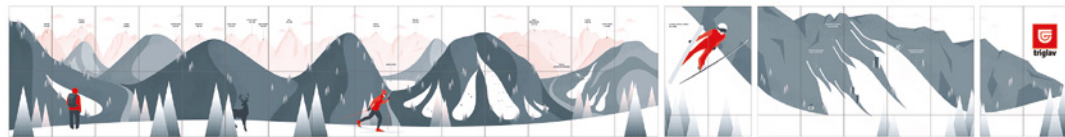
TRIP TO PLANICA

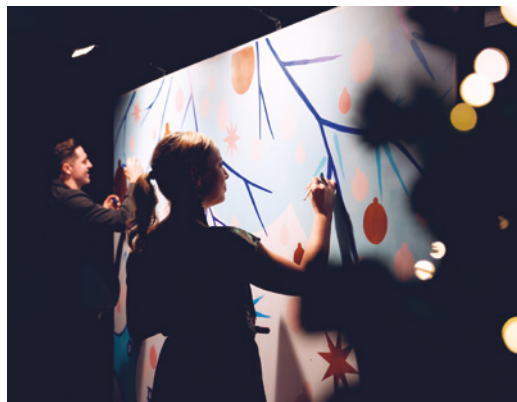
ILLUSTRATION FOR TRIGLAV
INSURANCE COMPANY VIP ROOM
WALLS AT PLANICA SKI FLYING WORLD
CHAMPIONSHIP, DIGITAL PRINT ON
PANELS, APPROX. 130 M², 2020

Illustration of the magnificent panorama of Slovenian Julian Alps that you can observe while driving from Mojstrana village to Planica – the ski flying world championship venue. The illustration presents all the peaks in the mountain range, including Triglav, the highest peak in Slovenia, which the insurance company was named after. The panorama ends with the iconic ski flying venue.

The illustration is unique because there is no point from which you can observe the whole Triglav national park panorama. Still, the drawing enables a simplification and condensation of reality.

Client: *Atelje Japelj &
Zavarovalnica Triglav*





STIR CREATIVITY

LIVE ILLUSTRATION ON CANVAS AT
BOMBAY SAPPHIRE STIR CREATIVITY
EVENTS, 2019 AND 2021

The objective of these events was
entertainment and engagement of visitors
with the brand Bombay Sapphire, and
also enrolling the guests in the creative
process.

Client: Merit HP

*The finished canvases were later exhibited at
a Kurzschluss event, November 2019.*





NOTANEARLYBIRD **COCKTAILS**

ILLUSTRATION, 2021

Illustration of a collection of cocktails
for Notanearlybird.

See the whole collection
[@notanearlybird](https://www.instagram.com/notanearlybird)

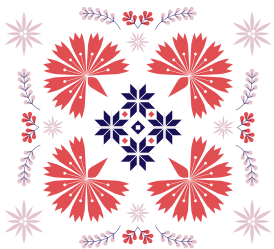


VITO MACCHERONI

IDENTITY DESIGN AND
PACKAGING, 2021

Client: Anže Učakar



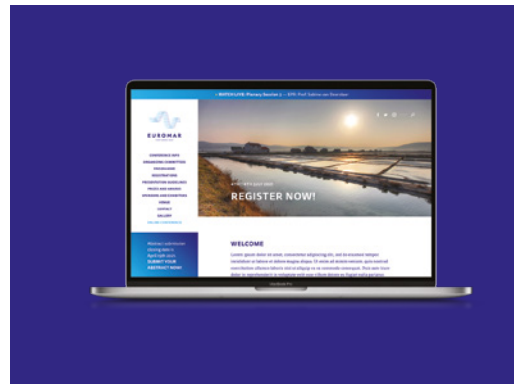
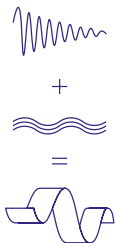


HAPPY BEAGLE

PACKAGING & ILLUSTRATION, 2021

Concept.





EUROMAR 2021

EVENT IDENTITY DESIGN, 2020-2021

Logotype design, print materials, book of abstracts for print and web, event signage, website and web app design.

Client: MBZ



LOGO

VARIOUS LOGOTYPE DESIGNS



RESET FOOD

PACKAGING, 2021

Packaging design for fitness food brand.

Client: Organa



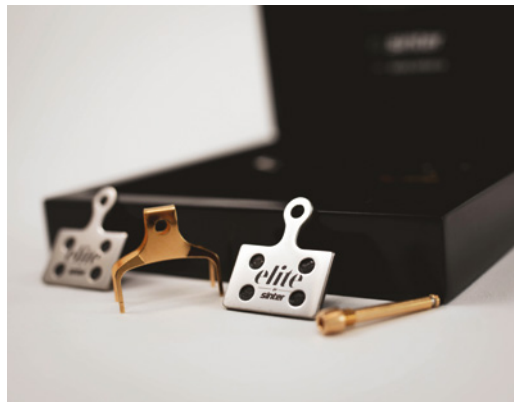
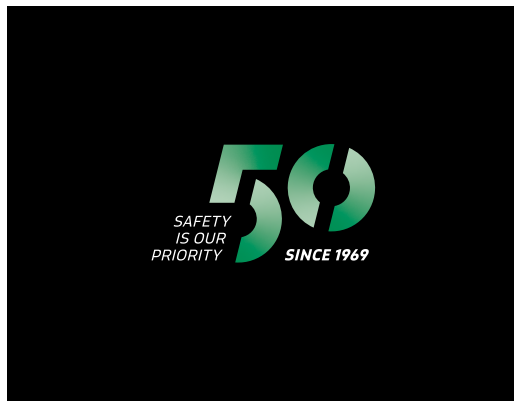
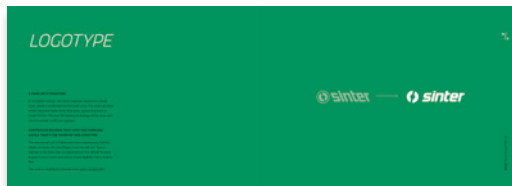
SINTER

IDENTITY REDESIGN, 2020–2022

We redesigned the visual identity by rethinking and updating key visual elements of a company with a 50 year tradition.

Company logo, product logotypes, promotional material, packagings, collateral and Identity book.

Client: Sinter



SINTER PIVO

LABEL DESIGN, 2022

Promotional beer label design,
illustration and copy.

Client: Sinter





ZDRAVO, TEREZA!

BOOK LAYOUT & COVER DESIGN,
ILLUSTRATION, 2016–2018

Design, layout and illustrations
for a series of 3 cook books.

Client: Tereza Poljanič





FUTURISTIC SUPERFOODS

BRAND IDENTITY DESIGN,
PACKAGING & WEBSITE, 2014–2022

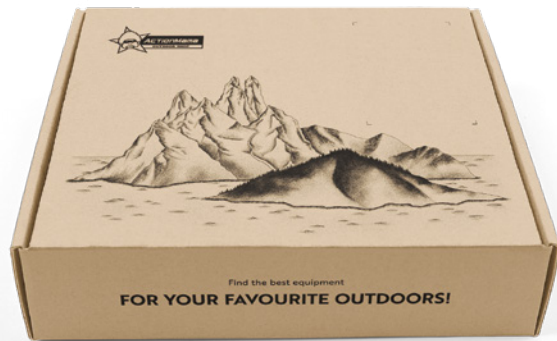
Client: Futuristic Superfoods

ACTIONMAMA

ILLUSTRATION, 2020

Graphic design for shipping packaging for sports gear online store. Custom illustration represents outdoor environments for which the store sells the equipment.

Client: Aloha



OLIVE BLACK

BOOK LAYOUT & COVER DESIGN,
ILLUSTRATION, 2017

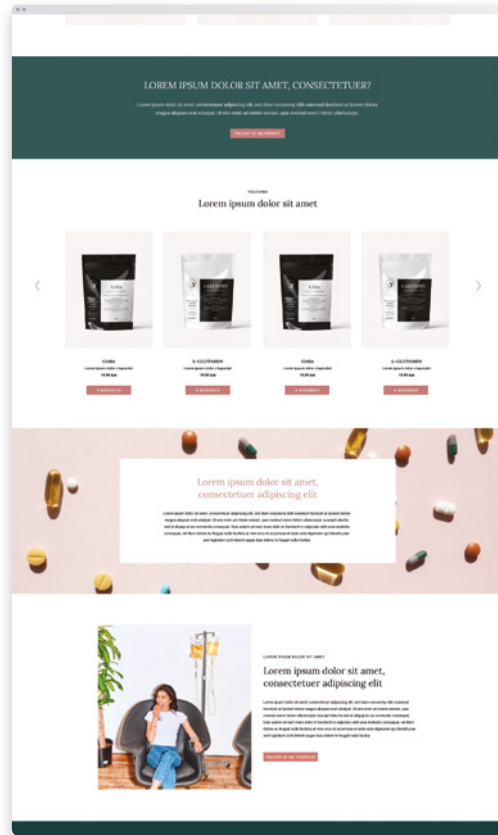
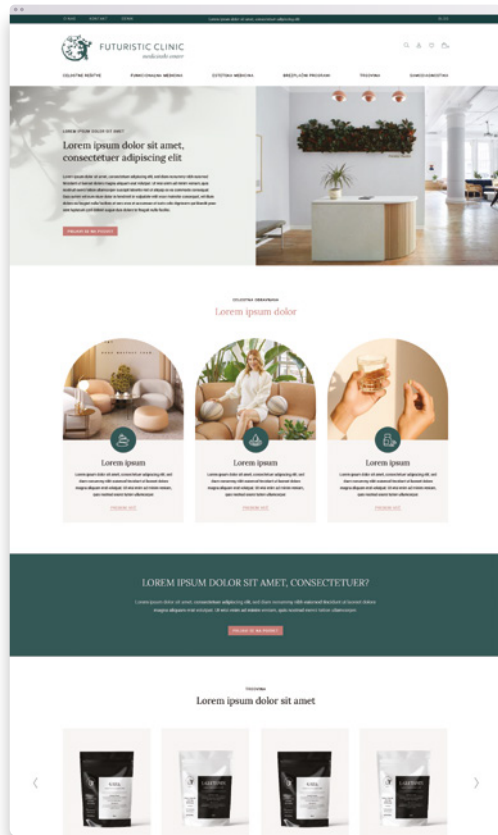
Client: Tereza Poljanič



FUTURISTIC CLINIC

WEBSITE REDESIGN, 2022

Client: Futuristic Clinic





CRUISING FRED

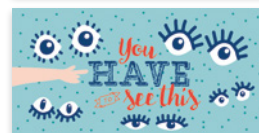
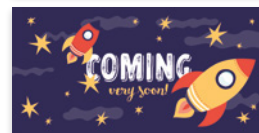
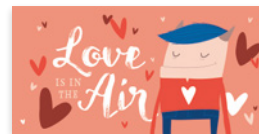
BRAND DEVELOPEMENT,
BRAND INDENTITY DESIGN,
ILLUSTRATION AND WEBSITE DESIGN,
2017-2021

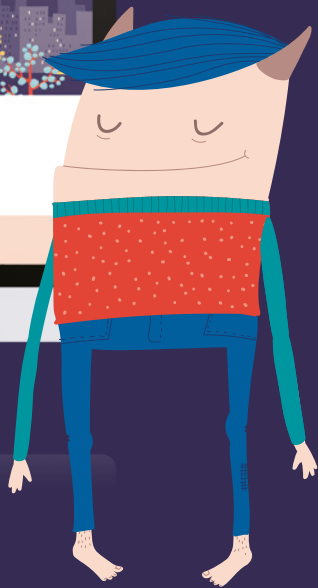
An outdoor sports equipment retailer asked us to design their new online shop. Since the market is quite saturated with generic minimalistic shops, we created a brand identity with a unique story that stands out in design and narration.

Their key product at the time was a balance bike that kids propel with their feet. Therefore Fred is named after the cartoon character Fred Flinstone, who also used his feet to drive his car. Fred is a hipster; he cruises around the city, he is part monster, part human, but he dresses hip and is kind and funny.

Co-author (brand development): Tjaša Učakar

Client: AV sport



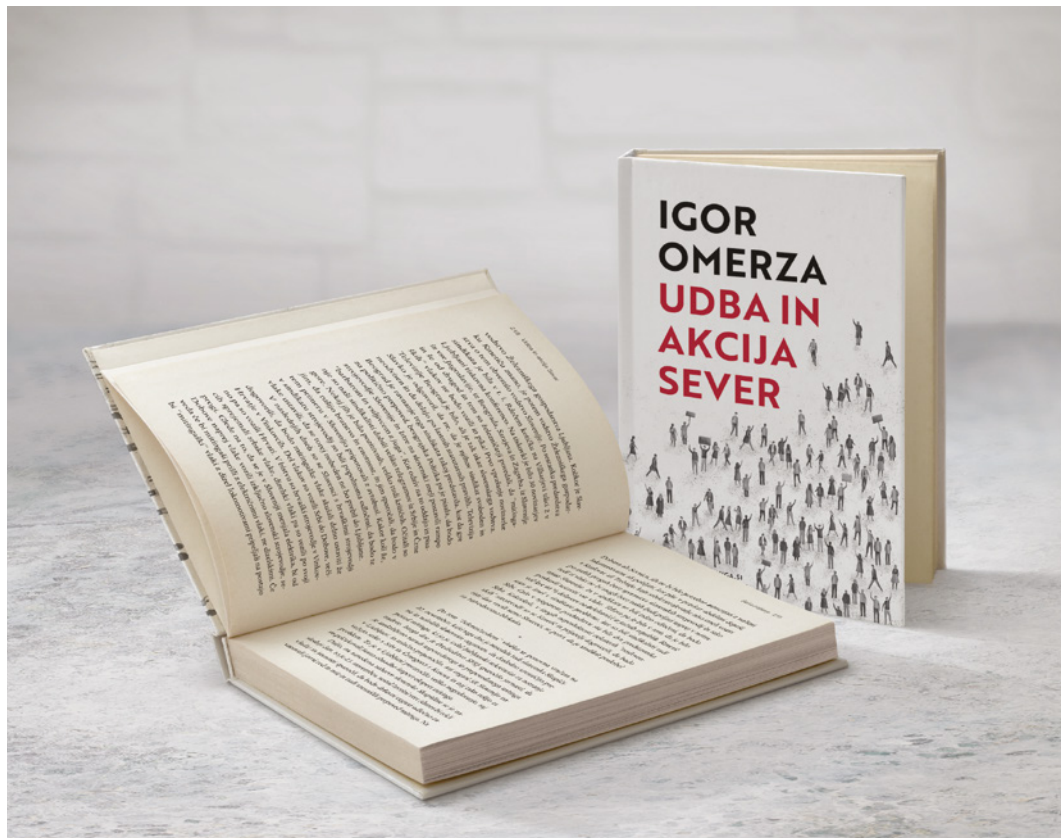




IGOR OMERZA

BOOK LAYOUT & COVER DESIGN,
ILLUSTRATION, 2020

Client: Dobra knjiga





MEDIATION

BOOK LAYOUT &
COVER DESIGN, ILLUSTRATION, 2019

Client: Inštitut za mediacijo Concordia



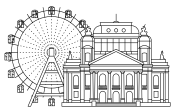
ASTELLAS

EVENT IDENTITY, 2019

Event brochure design and layout with presentation of participating countries. Print design, promotional material and signage.

Client: Paideia Events





VIENNA DAYS

IDENTITY DESIGN FOR A SERIES OF EVENTS IN DIFFERENT EUROPEAN CITIES, 2016–2017

Identity for each event combines the landmarks from Vienna and the city in which the event takes place. For each city, we chose three prominent landmarks that were then coupled accordingly in the promotional materials.

The first event happened in Ljubljana and was a big success, so the client asked us to make the graphic identity also for future cities they sponsored.

Client: Paideia Events



PROMENADA

**POP PROMENADA
2018 & 2019**

EVENTS IDENTITY DESIGN,
2018, 2019

Client: Paideia Events



HERCOGMARTINI

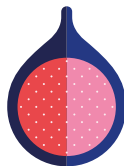


EUROPE IN LJUBLJANA

EVENT IDENTITY DESIGN,
MAGAZINE LAYOUT, MARKETING
MATERIAL & WEBSITE, 2018

Client: Paideia Events





PREHRANA NIRVANA

WEBSITE AND ILLUSTRATION,
2021

Website design and setup on
Squarespace platform.

Client: Tanja Bordon

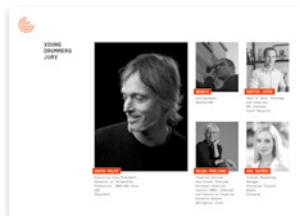
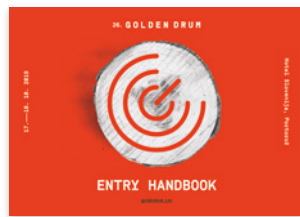


23.–26. GOLDEN DRUM

DESIGN IMPLEMENTATION,
2016–2019

Print design, promotional material and signage, festival magazines and design, layout and setup of an online festival reports.

Identity design: Luna TBWA
Client: Paideia Events

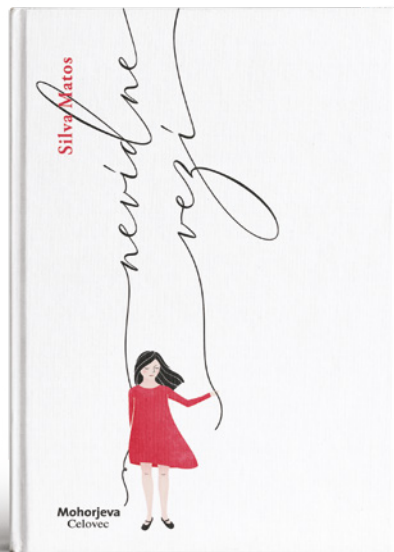




25.-28. SOF

DESIGN IMPLEMENTATION,
2016-2020

Identity design: Futura ddb
Client: SOZ and Paideia Events



NEVIDNE VEZI

BOOK COVER & ILLUSTRATION, 2018

Client: Mohorjeva Celovec

BORIS PAHOR

BOOK LAYOUT &
COVER DESIGN, 2017

Client: Mohorjeva Celovec





GUIDE BOOK

BOOK LAYOUT &
COVER DESIGN, ILLUSTRATION, 2022

Client: Mohorjeva Celovec



KARST SHEPHERDS

BOOK LAYOUT &
COVER DESIGN, 2017



HERCOGMARTINI



LUMIELE

NAME DEVELOPMENT, BRAND
IDENTITY DESIGN, PACKAGING &
PRINT DESIGN, 2015

The name LUMIELE is a blend of the words *lumière* (light in French) and *miel* (honey in French). The name sounds luminous, luscious and smooth and thus onomatopoeically emulates the nobility and excellence of 'liquid gold' - honey.

The honeycomb is designed as a hexagonal geometric shape, which outlines a cluster of dates through three intertwined pieces of fruit. The sign subtly embodies the ideas of honey and dates, both typical of the Arab world, often even synonymous. The geometrical pattern mimics the elegance of the iconic Arab decor.

Lumiele is a raw food restaurant and packaged food brand aimed for rich Arab market.

Client: Lumiele





CITYBUG

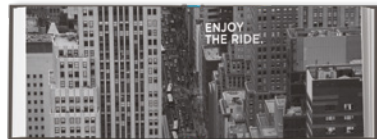
BRAND IDENTITY DESIGN,
PACKAGING & WEBSITE, 2014–2015

Imagine flying from the outskirts of the city straight to the center, no fuss, just fun. This is the promise of Citybug and this is the idea behind its logotype. It represents a bug, flying directly to the city center. It communicates a reinvented mobility. With Citybug, you can let go of your typical route to work or play and just take a shortcut, anytime, anywhere.

Citybug brand uses a language of strong visual appearance through the use of clear and bold graphic style. Vivid graphical elements are combined with subtle black and white photography, creating an ambiance, which promotes modern urban lifestyle in its most enjoyable form. The brand message is mediated in an optimistic, fresh and creative matter, coherently intertwining the visual, the graphic and the linguistic aspects.

Client: Lutz Kucher design







VLADA

BOOK LAYOUT &
COVER DESIGN, 2012

We received *The most beautiful Slovenian book award* in Scientific and factual literature category for layout design for the book about the slovenian independence government.

Client: Mohorjeva Celovec & Rosvita Pesek



PAPILU

FLORAL PATTERNS FOR GIFT BAGS,
2016-2018

Client: Emma



PAPILU

ILLUSTRATIONS FOR GIFT BAGS,
2016-2018

Client: Emma





IDENTITY FOR A DENTIST

BRAND IDENTITY DESIGN &
SIGNAGE, 2015

Client: Ivana Prkić



TONY LOVEC YACHT MANAGEMENT

PRINT DESIGN, MARKETING
MATERIAL & WEBSITE, 2014

Client: Tony Lovec Yacht Management





MONTH OF DESIGN

EVENT IDENTITY DESIGN,
MAGAZINE LAYOUT, MARKETING
MATERIAL & SIGNAGE, 2014

Client: Zavod Big



HIŠE

MAGAZINE LAYOUT N° 69-91,
2012-2015

Client: Zavod Big



SAILCEPTION

CUSTOM ILLUSTRATION &
HOW-IT-WORKS ANIMATION ON
HOW TO USE A NEW WEB SERVICE,
2 MIN, 2011

We created illustrated characters based on a story plot that explained how the new charter boat renting platform works. Our job was to illustrate characters, spaces, backgrounds, and their animation to fit the voiceover.

Client: Tony Lovec Yacht Management

hercogmartini.com/index#/sailception/



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@NOTANEARLYBIRD (Our own brand)