

TOBY PAGE

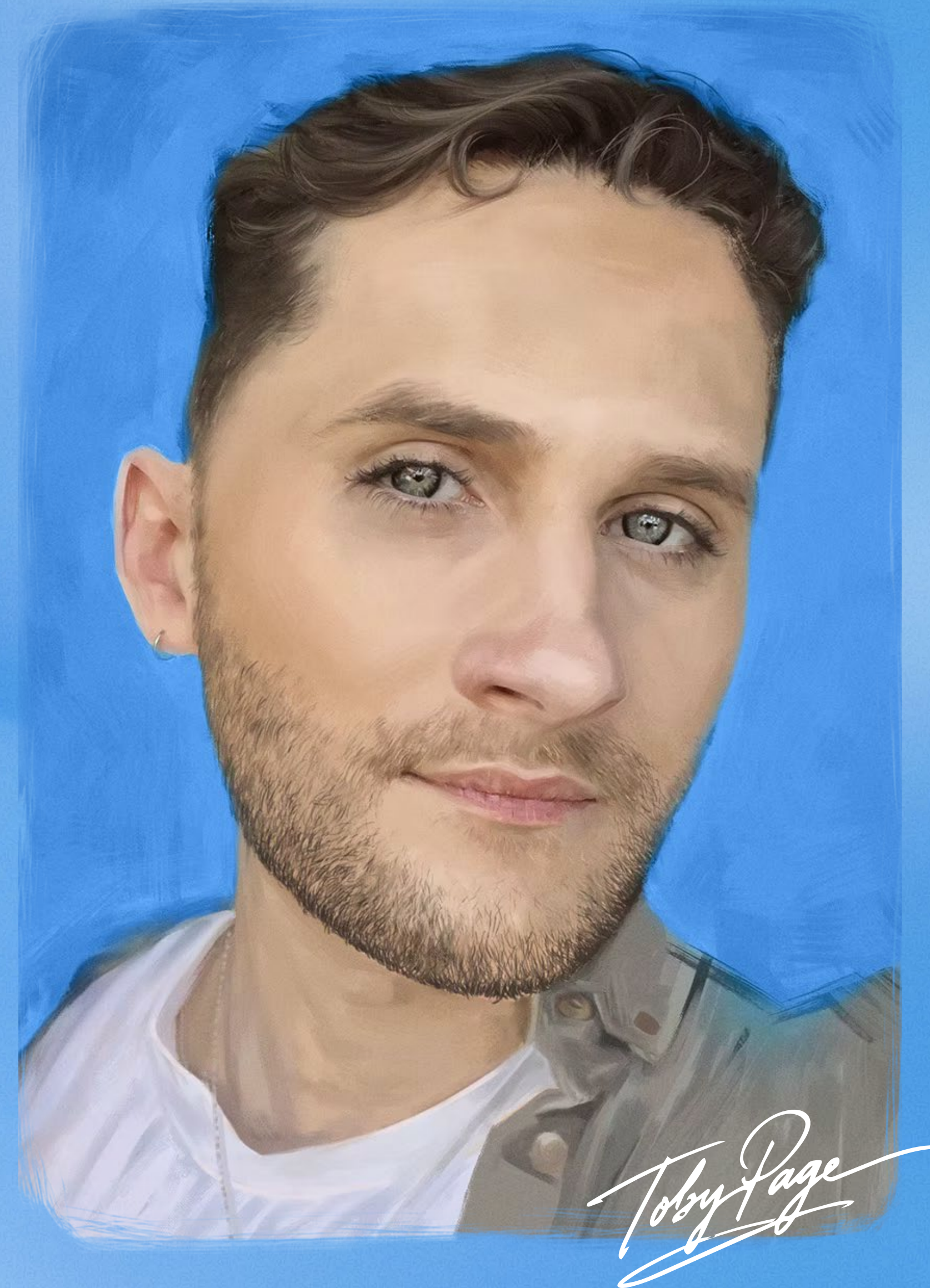
Graphic Design Portfolio 2026

Hi, I'm Toby.

I'm a UK-based graphic designer and illustrator with over 12 years of experience across visual design, illustration, branding and creative direction. For the past 8 years, I've specialised in creating social and digital campaigns for global brands through a creative agency, producing high-volume creative for clients including Pinterest, Amazon and Calm.

Alongside my agency experience, I've worked as a freelance designer and illustrator, developing brand identities, merchandise, key art and marketing assets for clients across the entertainment, music and live events industries.

My work focuses on developing visually engaging, platform native content that balances strategic thinking with creative impact. I have extensive experience adapting campaigns for different audiences, formats and platforms while maintaining a strong and cohesive visual identity.



Calm



UNIVERSAL
UNIVERSAL MUSIC GROUP



ZAYN

Pinterest Creative Standard Statics

Designed high-performing, Pinterest-first static creatives for global brands, translating campaign messaging into clean, platform-native visuals. Focused on clarity, scroll-stopping composition and consistent brand storytelling across a wide range of digital campaigns including brands like Disney, Dove, Coca Cola and MAC to name a few.



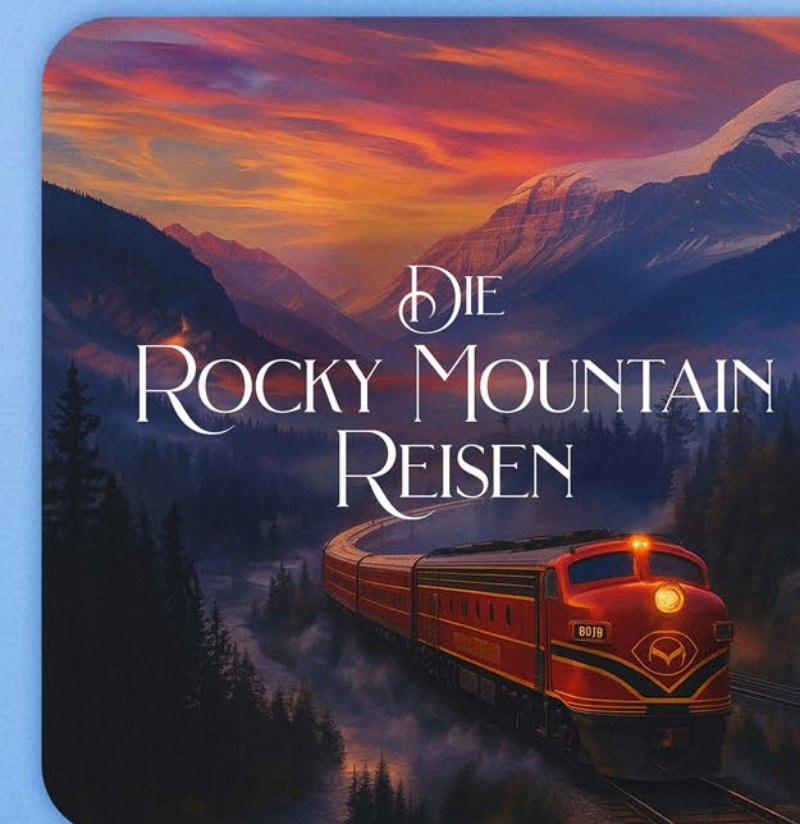
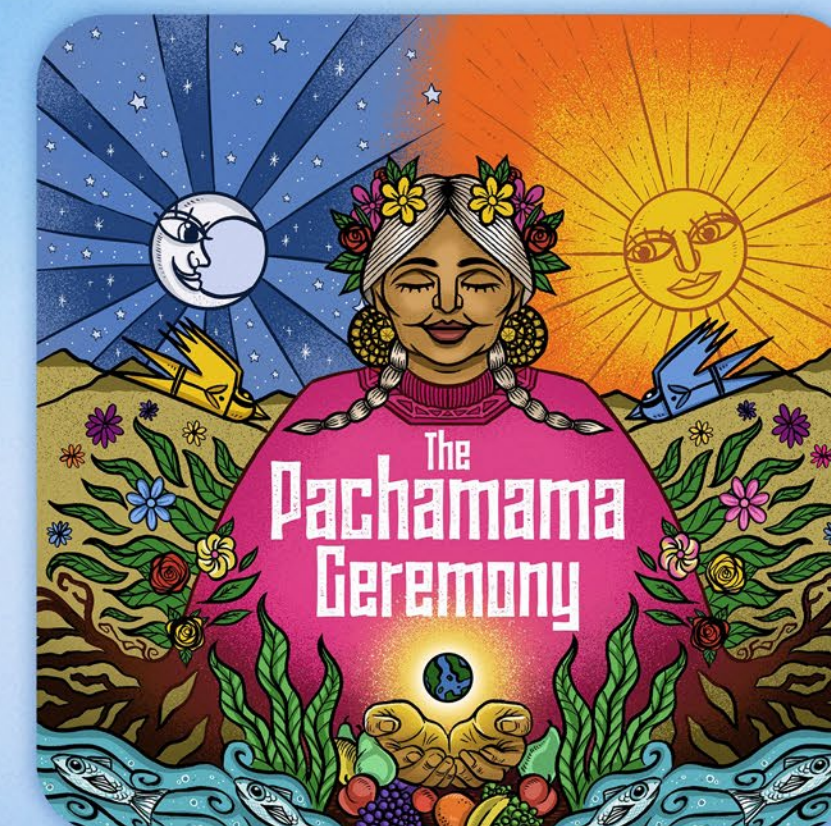
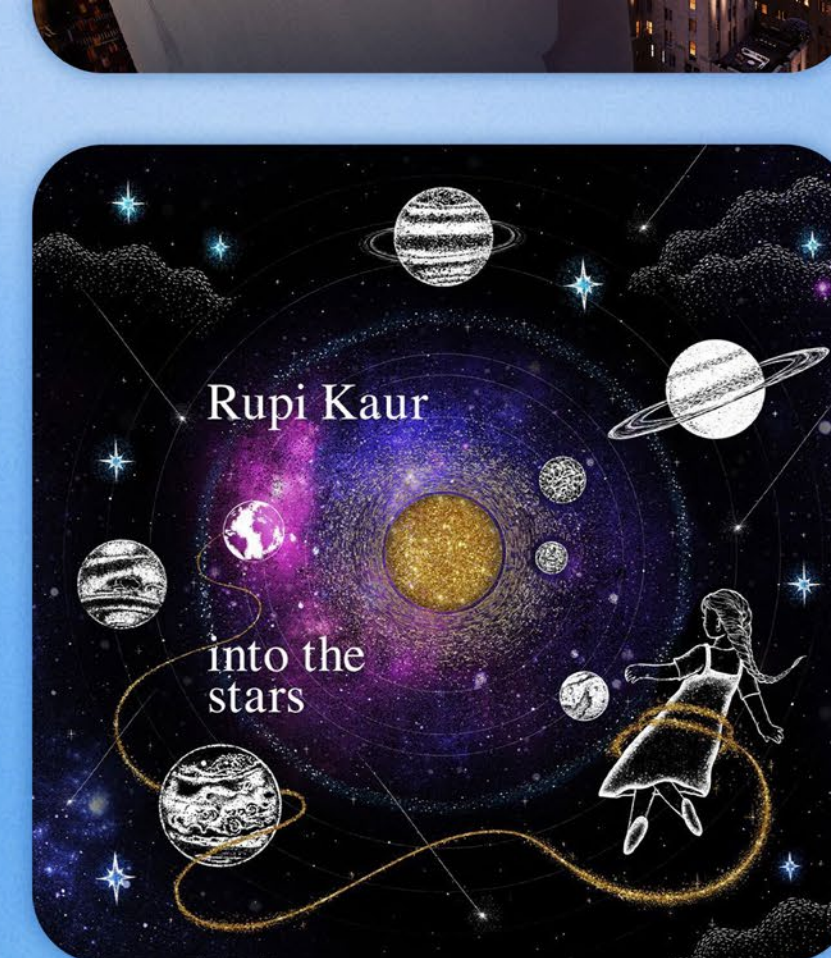
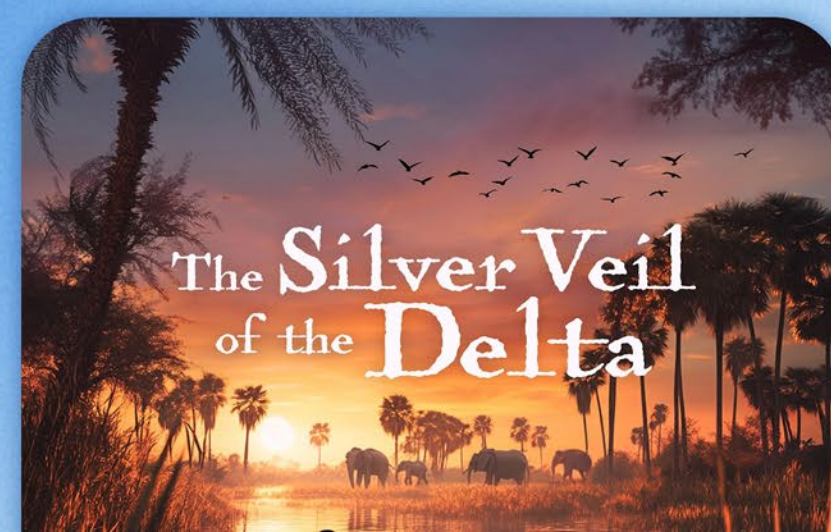
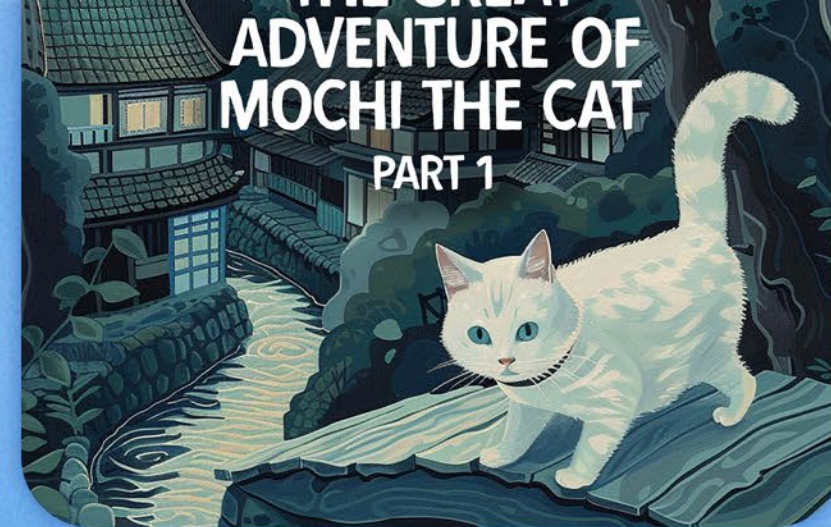
Pinterest Creative Collage Pins

Created visually rich, Pinterest-first collage creatives that blend storytelling, texture and trend-led design. Built to capture attention and drive engagement, these assets balance brand guidelines with a more expressive, layered and lifestyle-driven approach, where the user journey aim is to tap certain individual elements of the creative to then be taken through to a website for purchases.



Calm Creative Sleep Story Artwork

Designed and illustrated cover artwork for Calm's Sleep Stories, crafting atmospheric, narrative-led visuals that reflect the tone of each story. Blending original illustration with AI-assisted ideation, each piece balances creativity with clarity, ensuring a calm, immersive feel while maintaining strong, legible composition within the app environment.



Visual Identity & Programme Design 'Midnight The Musical'

Developed visual identity assets and promotional artwork for *Midnight*, Todrick Hall's original stage musical. This included the official theatre programme, billboards, merchandise and supporting visual assets.

I used the official show imagery along with AI-generated assets and stock to make key visuals that were inspired by the show.

I was inspired by the show's exploration of racial parallels, prejudice and identity, the visual language was built around a striking black-and-white colour palette, using contrast as a central design device to reflect the production's core themes.





The custom vector logotype was balanced elegance with personality, using flowing letterforms and expressive flourishes to create a distinctive, premium identity inspired by the romance of old hollywood and noir.

The mark became the defining visual element of the artists brand. The identity was extended across a range of products including apparel, tote bags, plectrums and supporting promotional materials, ensuring a consistent visual language throughout every touchpoint.



Brand Identity & Marketing Assets

Headline Touring

Developed the visual identity for a music logistics and transport company supporting artists across the UK. The project centred around creating a bold, premium brand that reflected reliability and life on the road.

The bespoke logo was designed to be instantly recognisable across a wide range of applications, combining bold type with a luggage / backstage pass inspired shape that reinforces the company's touring heritage alongside a plectrum graphic that doubles as a location marker. The visual identity balances confidence with approachability.

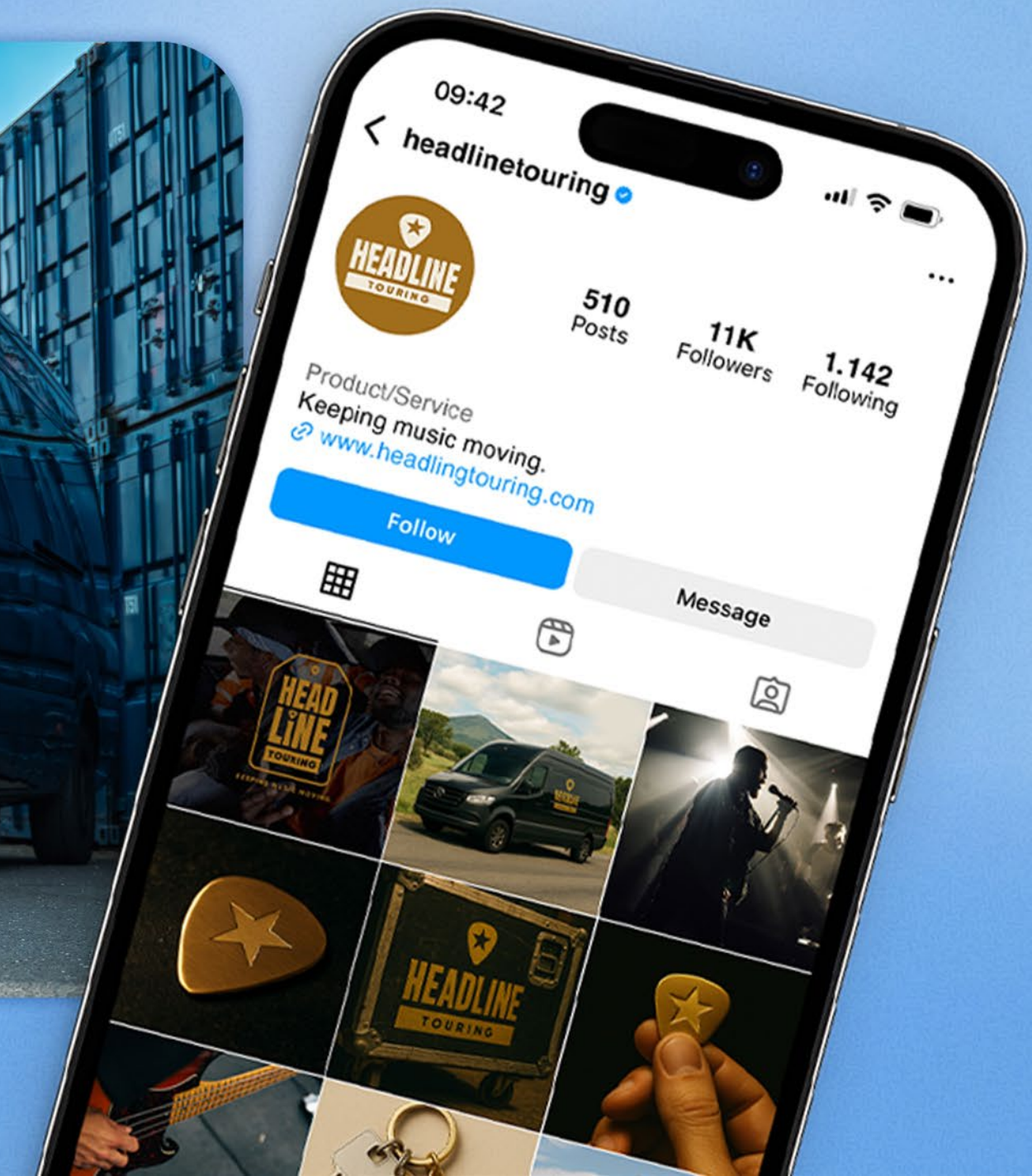


Illustration Personal Works

A selection of digital illustration work. My approach focuses on composition, storytelling and atmosphere, using illustration usually inspired by popular culture to create distinctive and expressive visual outcomes.

With a background in fine art, I bring a strong sense of craft and visual narrative into my work, allowing for a more considered and character driven approach across both personal and commercial projects.

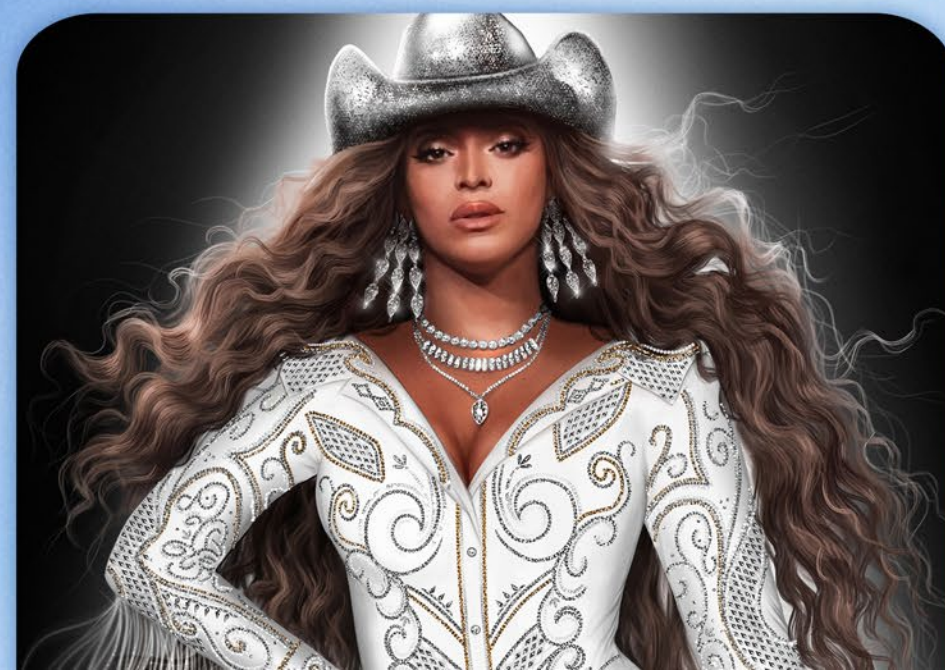
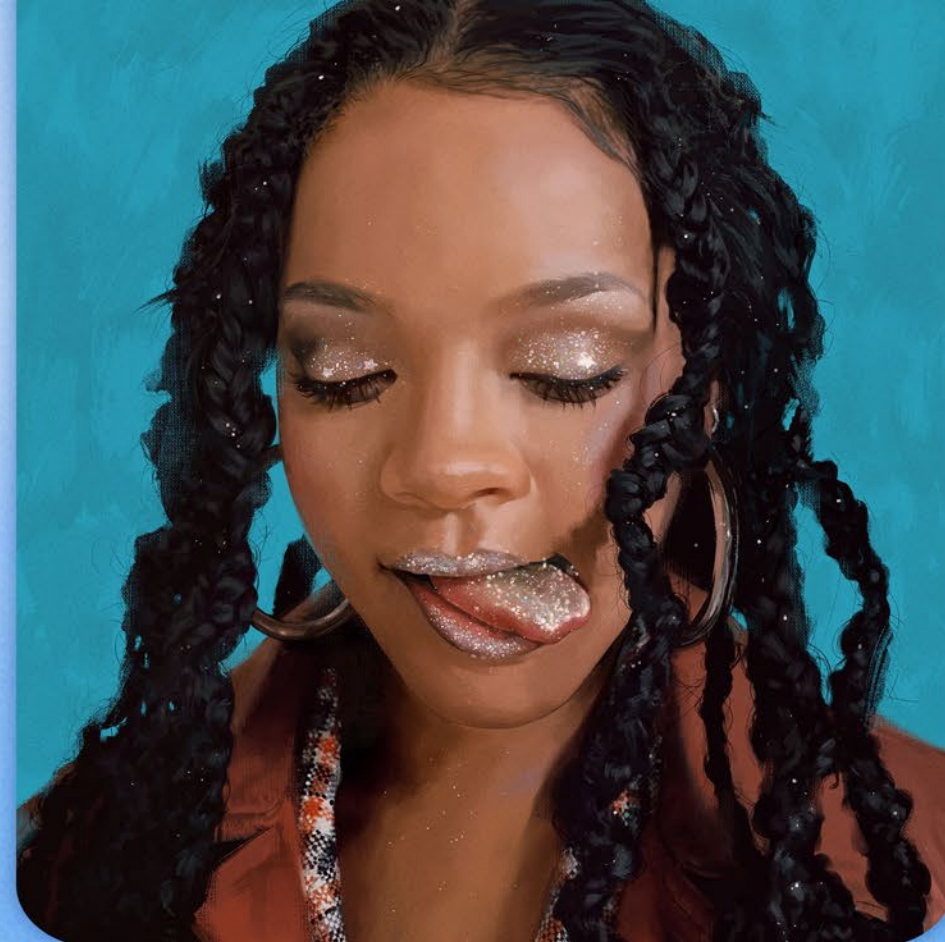
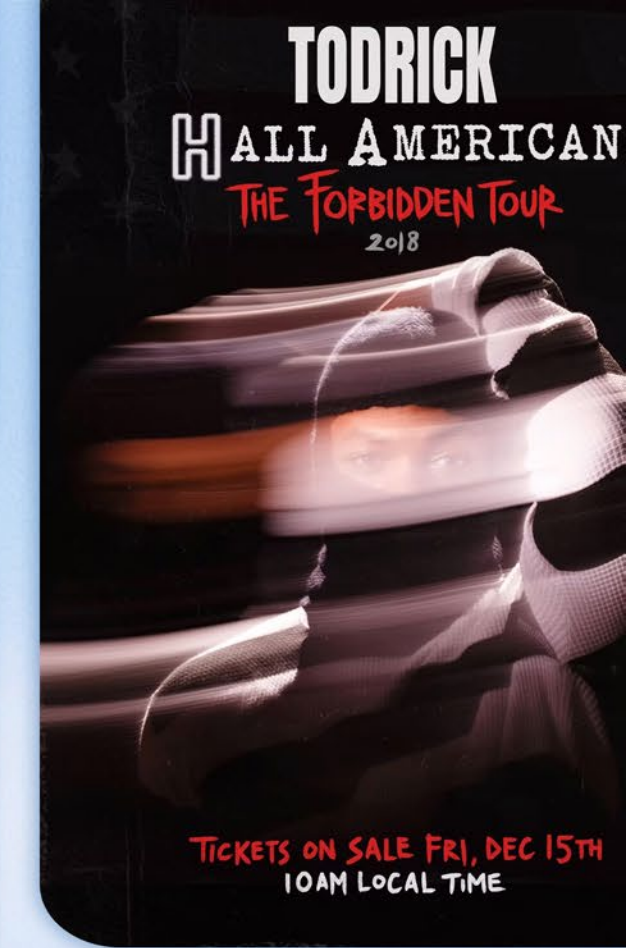
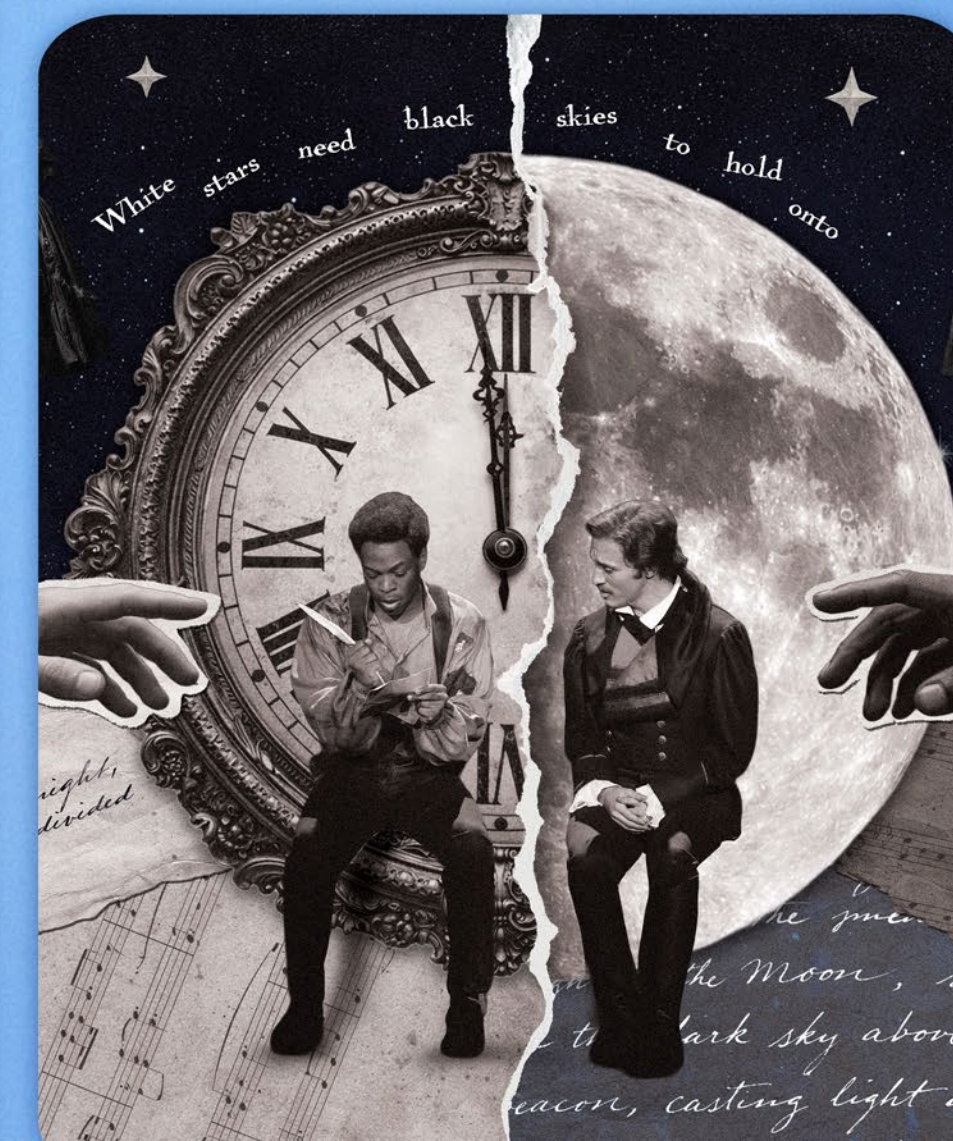
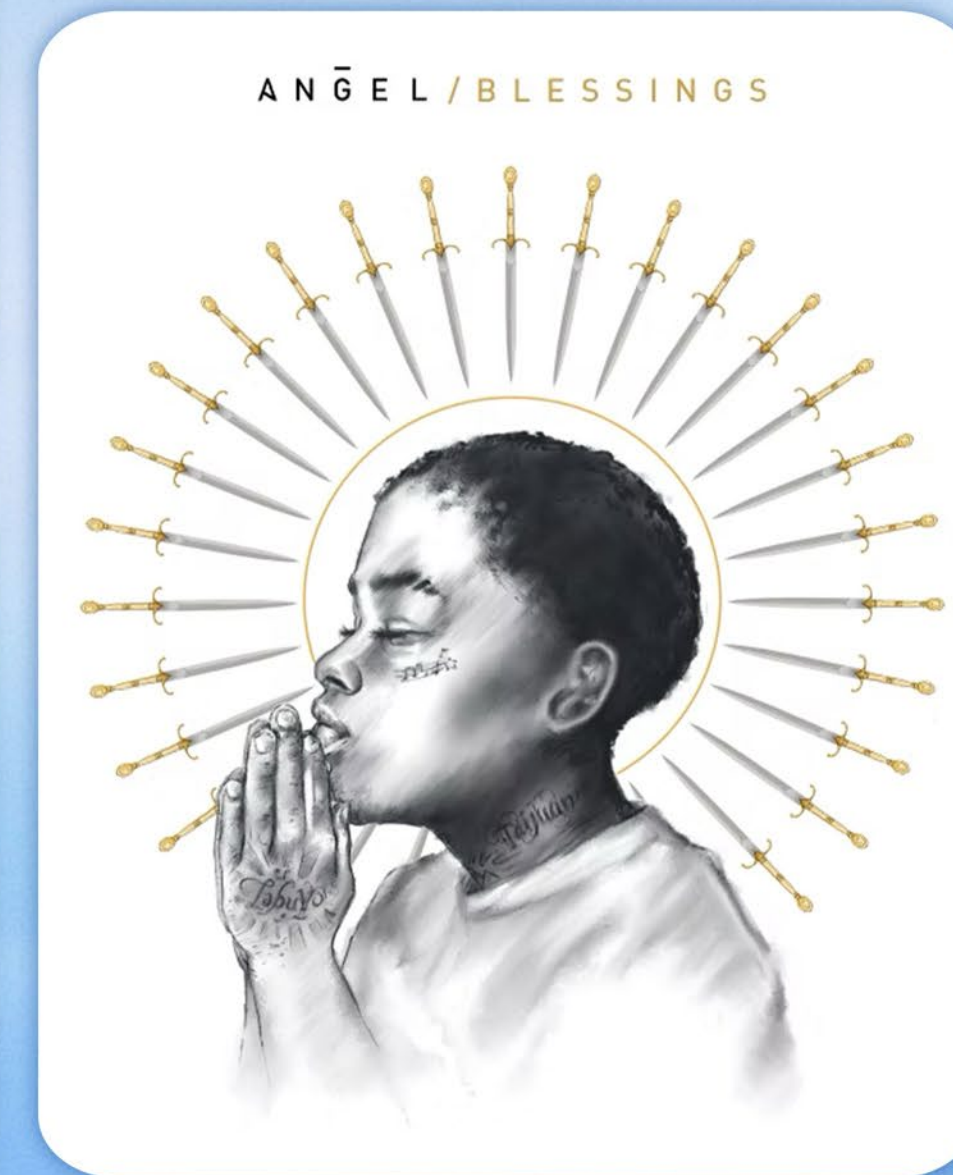
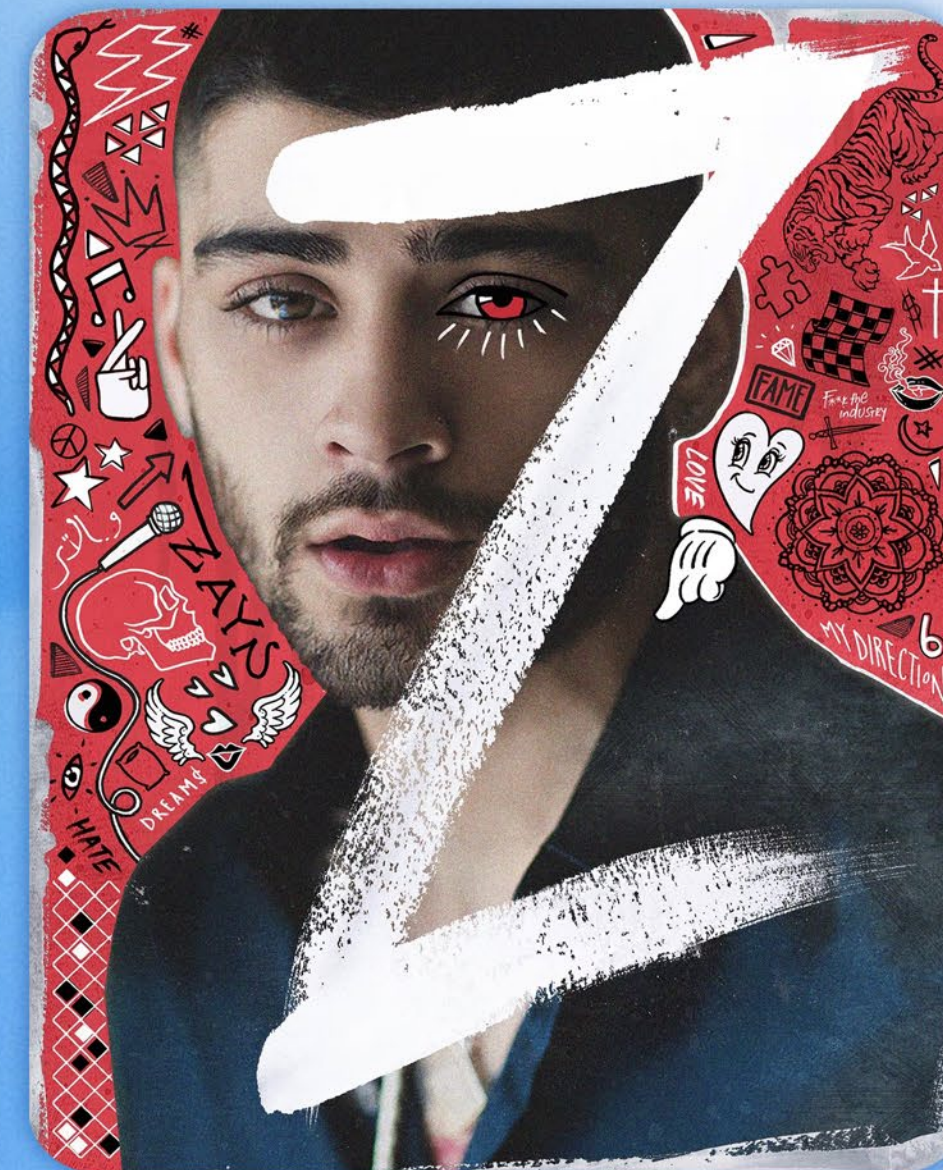
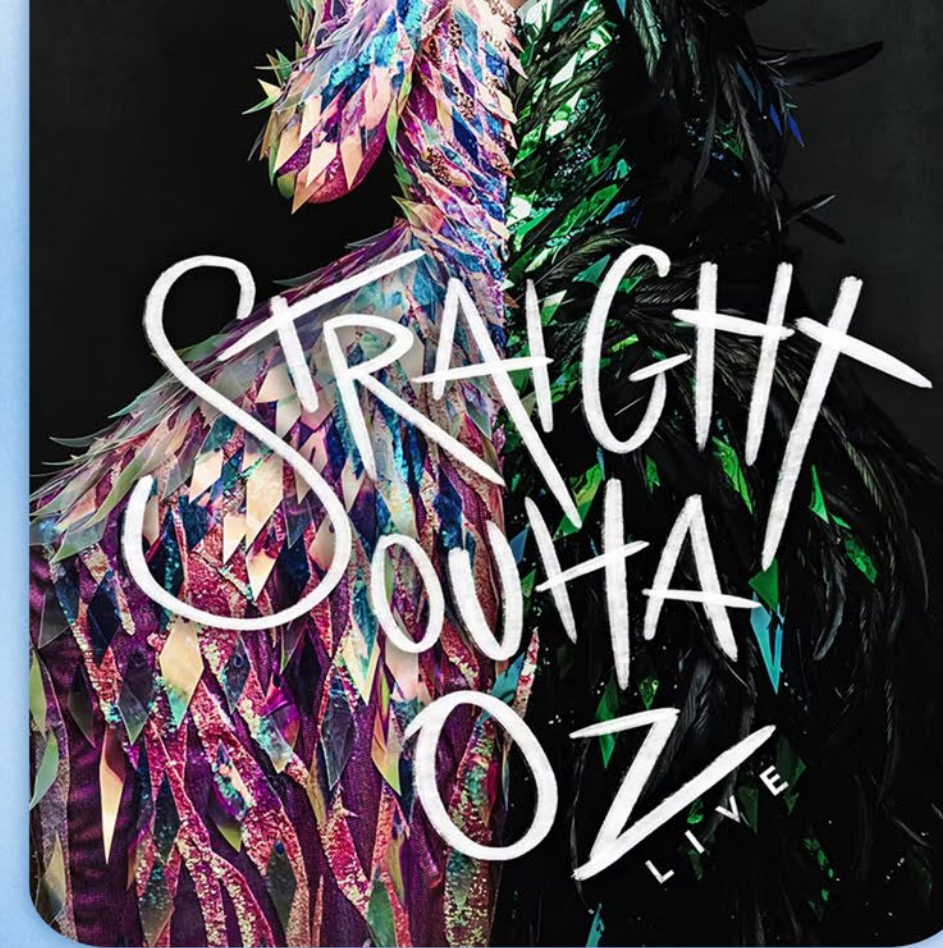
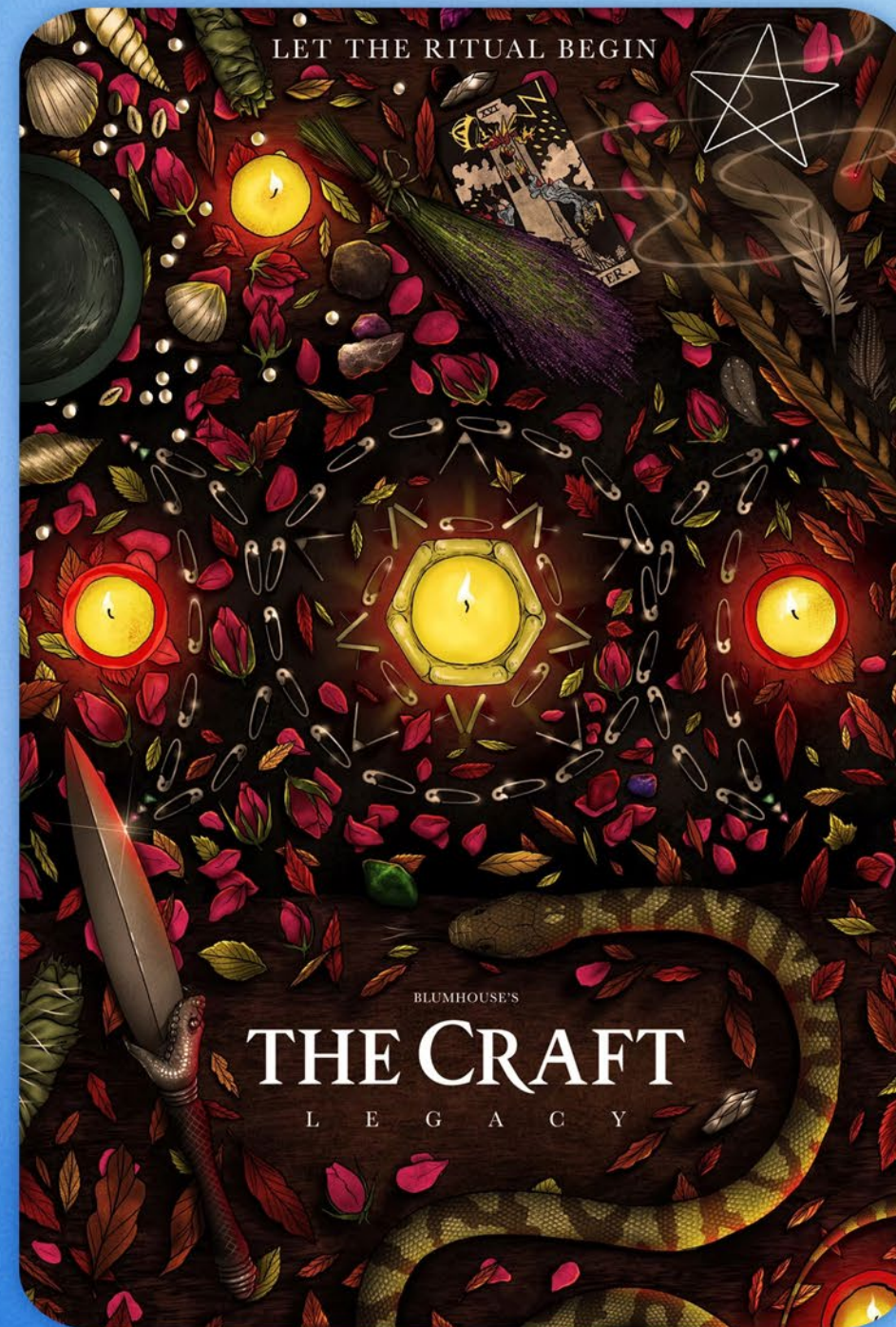


Illustration Commercial Works

A selection of published commercial illustration work across album artwork, posters and merchandise. Created in collaboration with artists and clients, such as Todrick Hall and Zayn Malik. Each piece balances concept and visual impact while responding to the tone and the audience of the project.



Thank you.

I'd love to hear from you.



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