#ILoveTheseGuys Creative Inspiration: Anta Petrento

Shillington students from around the world share the work of creatives who inspire them in the #ILoveTheseGuys series. In this post, New York student Shannon Sarussi highlights projects from Moldovan designer Anta Petrento.

Petrento is a graphic designer based in Chișinău in the Repubic of Moldova, specialising in logo & identity, packaging. She is also in love with promotion design.

I think this designer shows a great use of contrast with black and white. I really love the repetition of shapes across these projects.

Of her branding work for Iuvas, the designer says, “Iuvas is one of the largest producers of knitwear in Moldova. It is all over the country and has quality products. They are 20 years old. The perfect time for a new identity. We formulated, as a starting point, their positioning. Iuvas is offering comfortable, basic clothes that make us to feel good. Not because of the clothes themselves, but because of the way we feel. We have created an elementary, clean and simple identity that totally fits the brand.”

Vita’s Food

Iuvas

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https://www.shillingtoneducation.com/blog/anta-petrento/