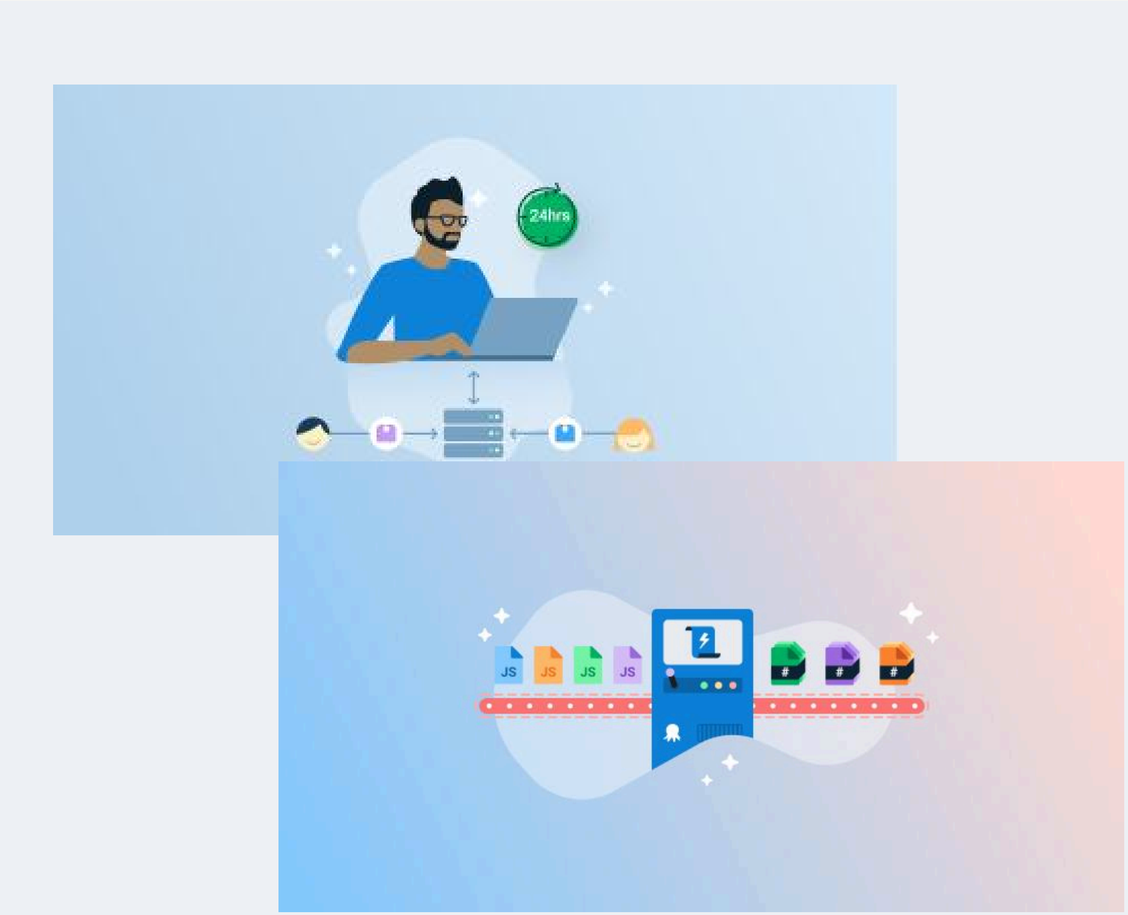
OCTOPUS DEPLOY

Different stories. One visual language

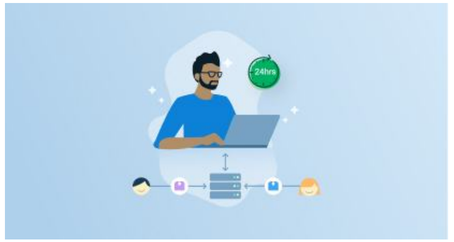
A flexible visual system for creating distinctive blog and social media imagery across different subjects, compositions and formats.



Henry Wahyu
Solo Designer
Concept & Ideation · Illustration · Visual Design & Systems

CONTEXT

More variety. More ways to use the artwork. One visual language.



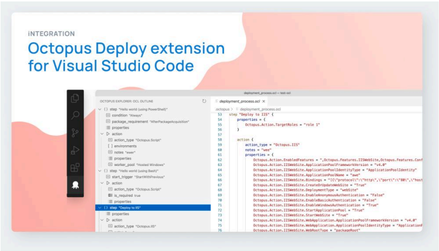
BLOG IMAGERY

More variety across different technical subjects.



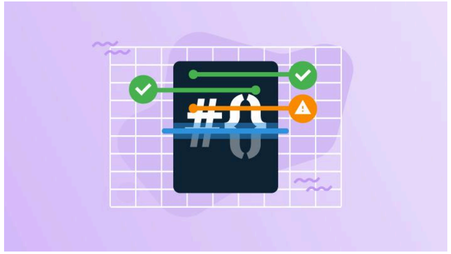
SOCIAL MEDIA

Remix artwork for text and author information.



PRODUCT SCREENSHOTS

Give relevant interface elements a deliberate treatment.



CONTENT INITIATIVES

Give related articles a recognisable visual theme.

DESIGN TENSION

Different subjects needed room to vary. The images still needed to feel connected.

After the graphic designer left, product designers with different visual-design strengths took turns creating the work.

CREATIVE FLEXIBILITY

Different concepts, compositions, illustration styles and meaningful colour treatments.

SHARED STRUCTURE

A recognisable visual language that different designers could apply without starting from scratch.

KEY DECISION

I put the consistency around the illustration, not inside it.

FOREGROUND GRAPHIC

Carries the subject.

INK BLOB

A recurring anchor.

GRADIENT BACKGROUND

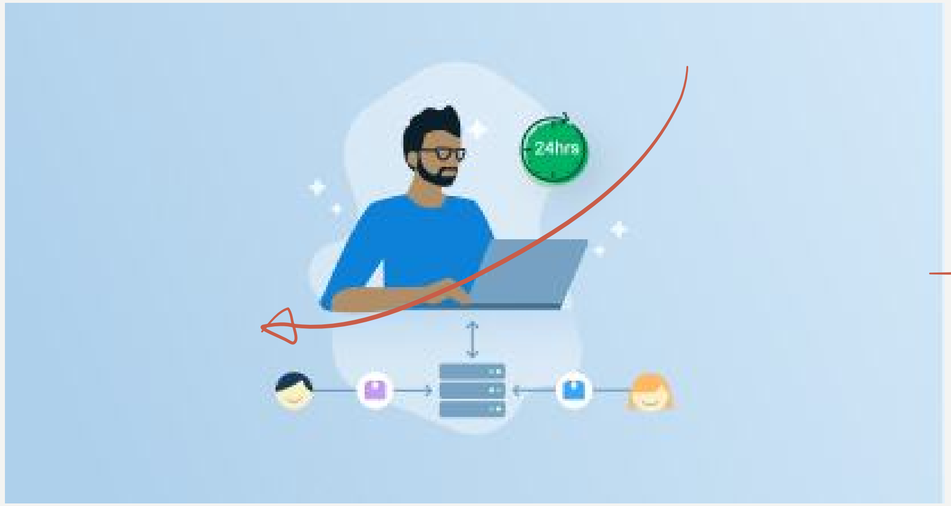
Depth and controlled colour.

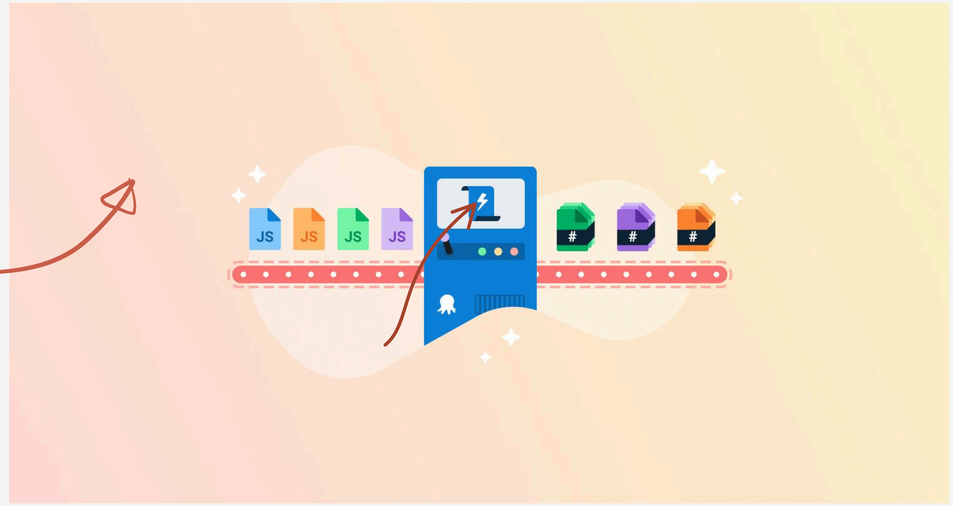


SYSTEM RULES

Some things stayed consistent. Others were meant to change.

Cyan anchors the foreground





Background colour can vary

MORE CONSTRAINED

Three layers · recurring blob
Defined palette · cyan and shared tones

MORE FLEXIBLE

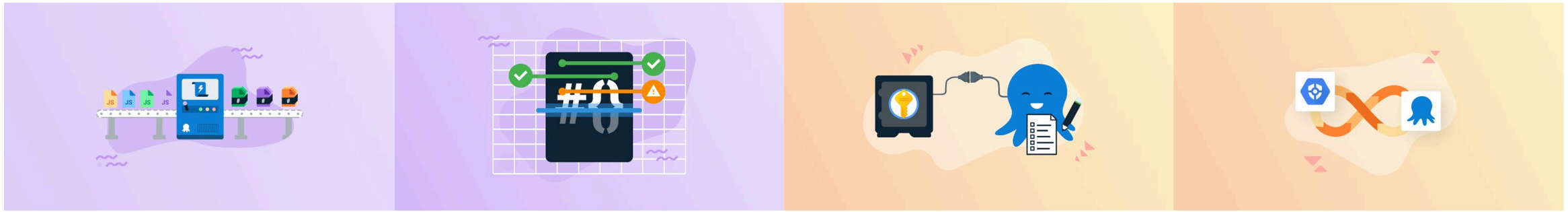
Foreground subject · composition
Blob scale/orientation · palette background

CONTENT THEMES

Related content could share a visual theme without sharing the same illustration.

VARIABLES / PURPLE + WAVY MOTIF

SECURITY / WARM TONE + TRIANGULAR MOTIF



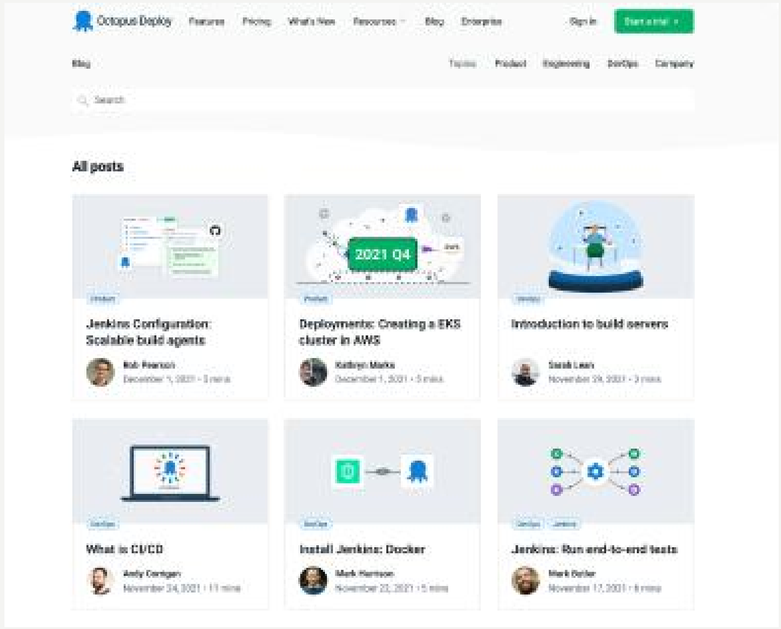
The colour and motif linked related articles. The foreground illustration could still change with the subject.

SAME INITIATIVE → SHARED THEME

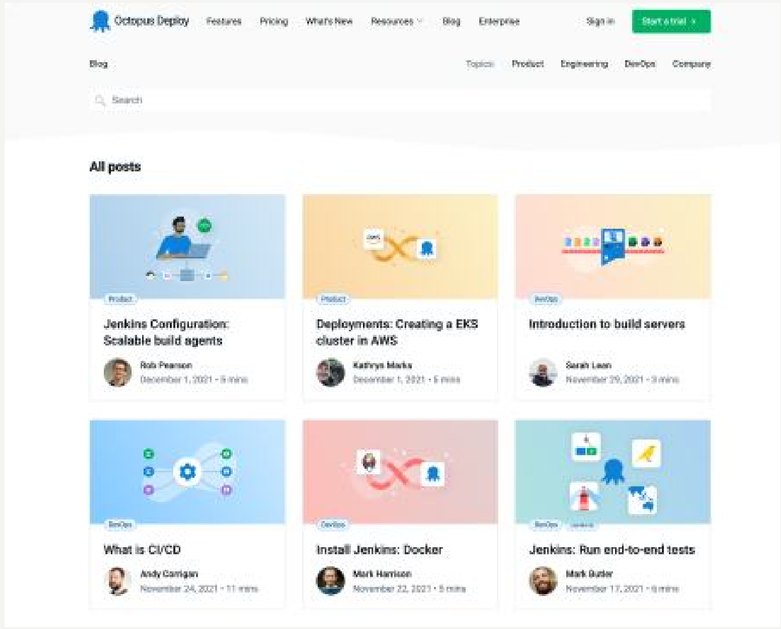
IN CONTEXT

The images had to work together, not just individually.

EARLIER



PROPOSED



Blog feed compositions from the original strategy deck.

FORMAT ADAPTATION

The same elements could do more than one job.

BLOG / BASE IMAGE



BACKGROUND ANCHOR

SAME ART / TEXT



TEXT CONTAINER

SAME ART / AUTHOR

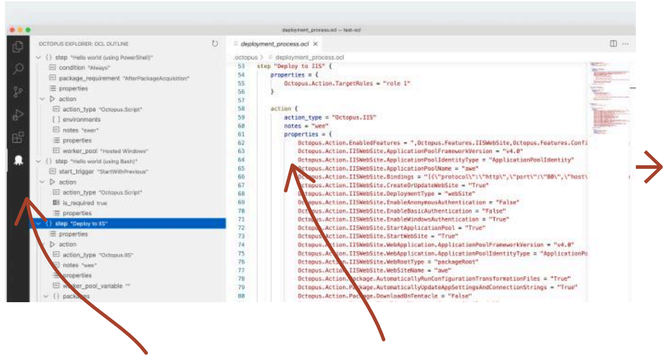


AUTHOR CONTAINER

SCREENSHOT TREATMENT

Not every foreground needed to be an illustration.

SOURCE INTERFACE

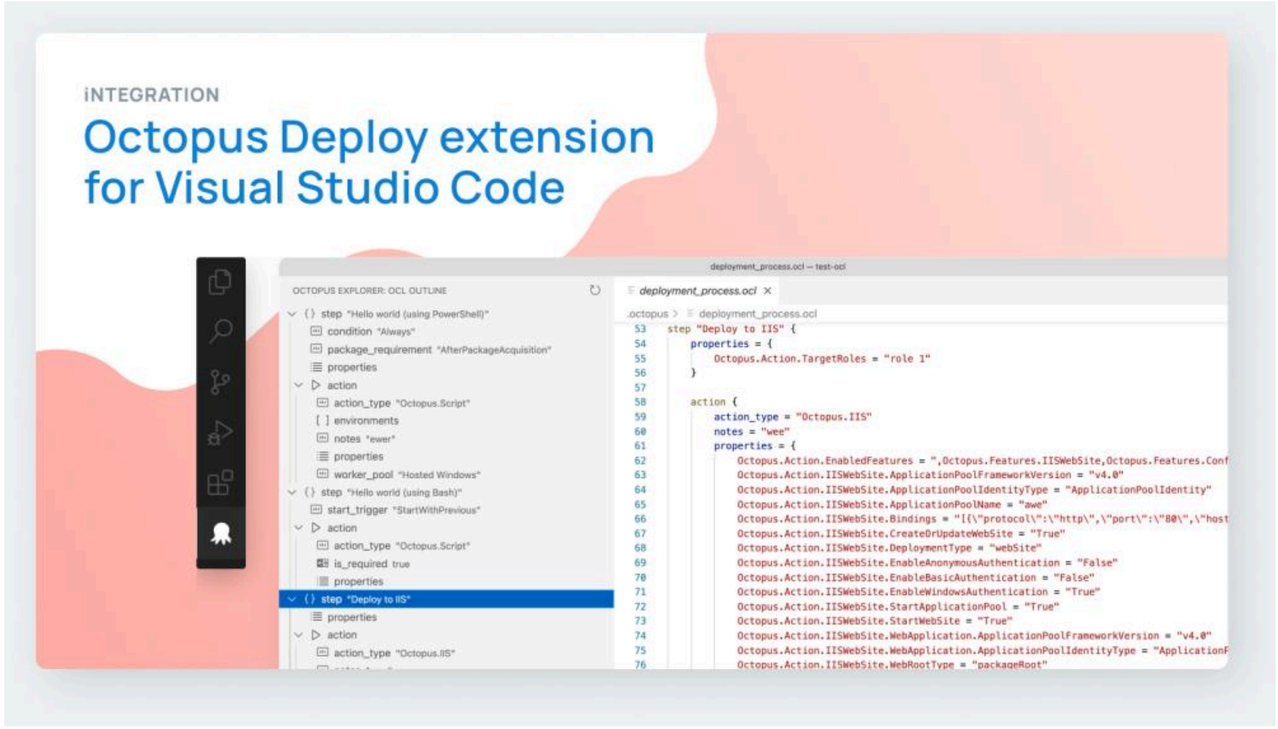


Octopus entry

Explorer beside editor

Select and frame the parts of the interface that communicate the subject, rather than giving the whole screenshot equal prominence.

PROPOSED IMAGE TREATMENT



Product UI could carry the subject within the same background and blob structure.

MAKING IT REUSABLE

The next question was how easily others could use it.

DESIGN TEAM FEEDBACK

How can we make these quicker to produce?

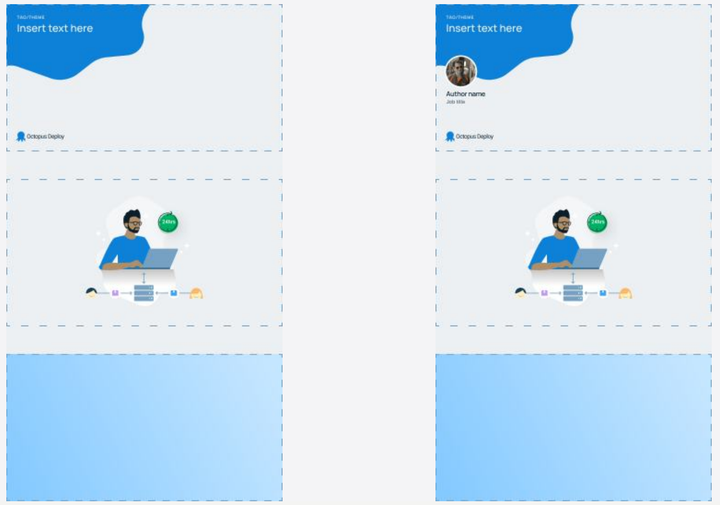
DESIGN RESPONSE

Reusable shapes and templates, rather than starting from scratch.

CURATED BLOB OPTIONS



PREPARED VARIANT LAYOUTS



I used plugins to explore blob shapes, then curated reusable options and prepared layouts for the team.

OUTCOME

The visual treatment is still in use several years later.

RECENT SOCIAL / LINKEDIN · 22 SEP 2026



Social: the blob still acts as a text container alongside the foreground artwork.

RECENT BLOG / OCTOPUS BLOG · JUL 2025



Blog: gradients, blobs and foreground illustrations remain visible.

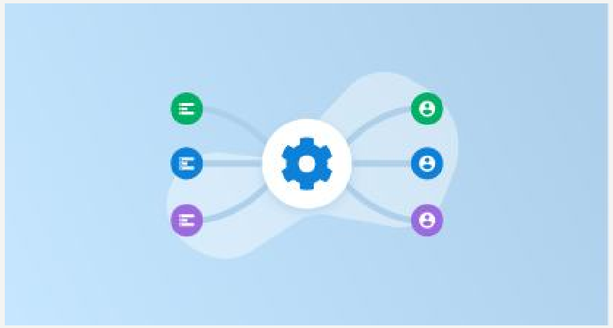
Published examples: LinkedIn, 22 September 2026 · Octopus blog, July 2025

REFLECTION

The system didn’t need everything to stay the same.







The foreground needed room to change; the blob and background gave the work a shared structure.

Newer tools could speed up concept comparisons and variants. The art-direction decisions still need judgement.