

Eveliina Netti
Brand Book 2026



**Eveliina Netti**

is an illustrator and a pattern designer from Eastern Finland. She grew up in a small town with forest scenery, in a country house by a lake. To Eveliina, nature is a special place that inspires fairytales and storytelling, often reflected in her illustrations of versatile animals adventuring through the wild. With parents who worked as forest caretakers, her upbringing created a strong connection to the outdoors and continues to inspire her creative process today.

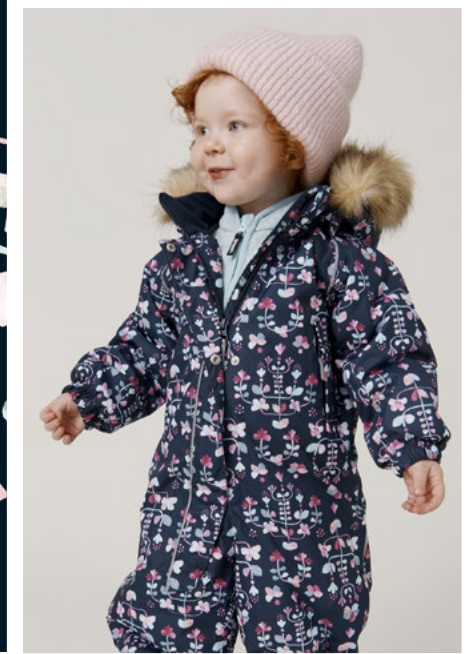
Her style is lush and charming, full of rich colors and playful details. Stories, flowers, jazz, and funny situations of everyday life feed her imagination. Working both by hand and digitally, Eveliina mixes traditional techniques with modern tools. Specializing in surface pattern design, she enjoys collaborating on custom projects and bringing a unique look to everyday items.

If you're looking for delightful illustrations or patterned designs, don't hesitate to reach out—Eveliina is happy to create custom patterns tailored to your needs!



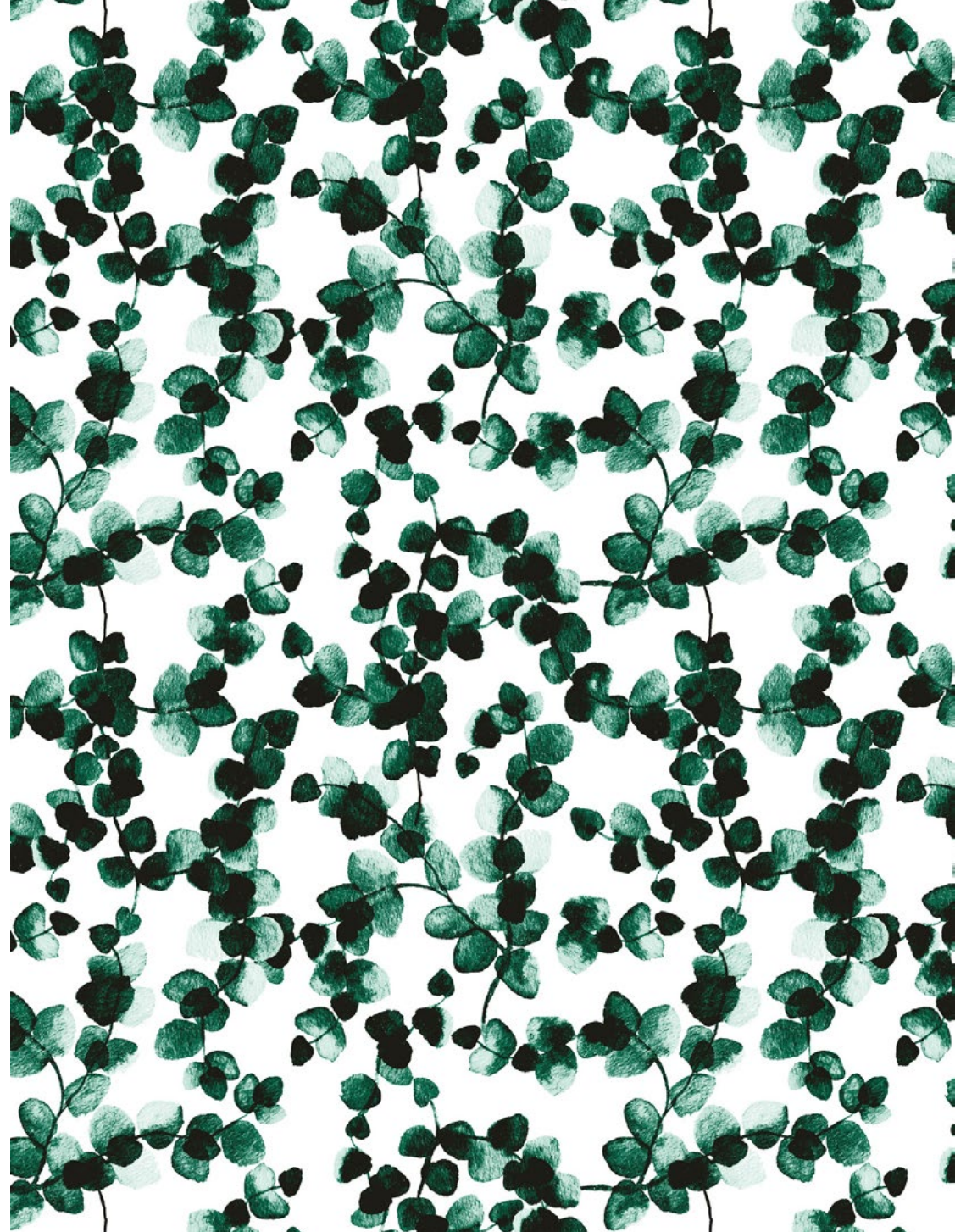
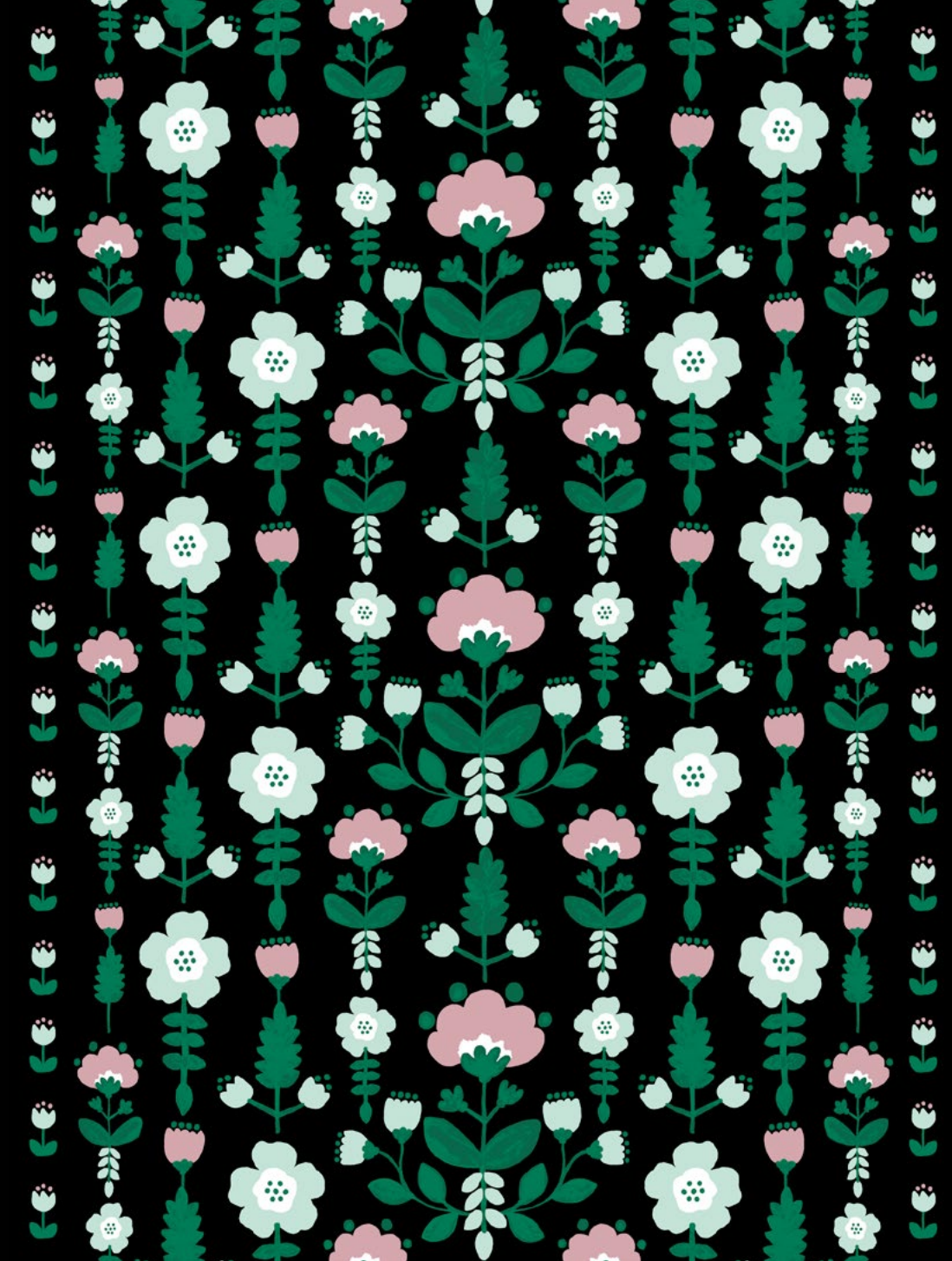
The background is a stylized, abstract landscape. It features rolling hills and mountains in shades of orange, brown, and pink. There are several blue shapes representing water or lakes. A large white circle, resembling a sun or moon, is positioned in the upper left. The sky is a solid light pink color with a few small blue cloud-like shapes. In the center, there is a light purple oval containing the text.

**Selection of
comissioned designs**



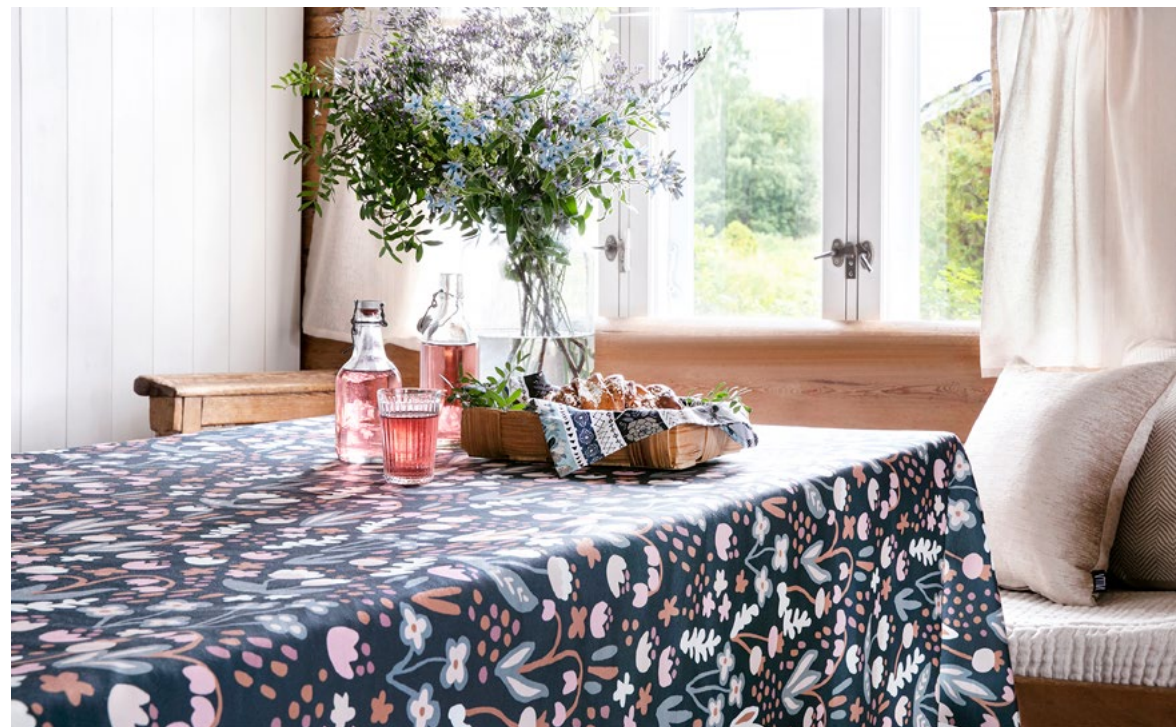




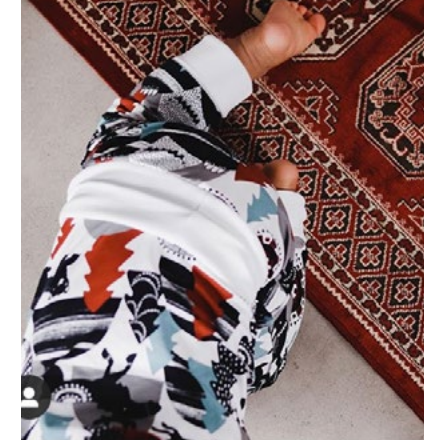




Folklore rhythm







Kinder
spirit





Eveliina has extensive experience working with existing brand materials and licensed characters. Shown here is a print pattern collection she designed based on Tove Jansson's beloved Moomin illustrations, created for Moomin Characters & Reima — part of their 80th anniversary collaboration.



Selected customer works :

SS25 "Seikkailu", "Leikki", "Sukellus"
(c) Moomin Characters , (c) Reima



**Selection of
available designs**

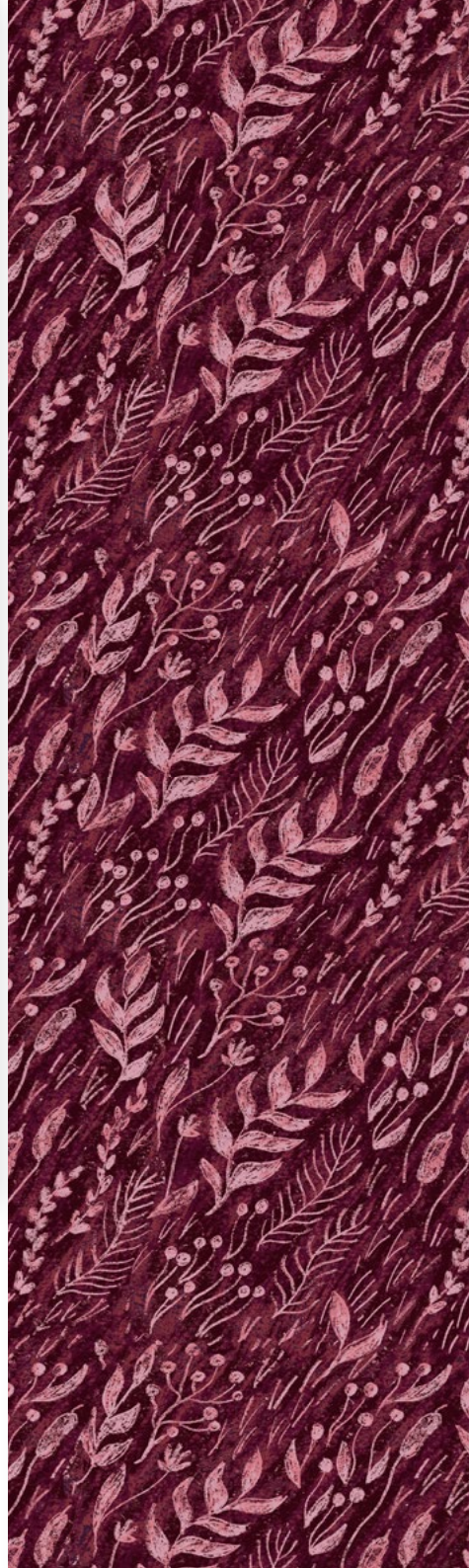












Holidays

Gift wrapping paper
and greeting cards



Various designs:
“Sulo”, “Metsässä”, “Marjassa”,
“Lemmikki”, “Piilosilla”,
“Mustikka”







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www.napa-agency.fi / email: marjo@napa-agency.fi / instagram: [@eveliinanetti](https://www.instagram.com/eveliinanetti)