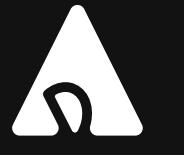


ANDREA ALAYÓN

LOGO PORTFOLIO





**Welcome to my portfolio of logos
and branding, where design finds its
expression in visual identity.**

I am Andrea Alayon, a dedicated professional graphic designer with a passion for crafting memorable and effective brands. With a strong background in lettering, I have collaborated with various companies throughout my career to develop distinctive visual identities that not only stand out but also deeply resonate with their target audience.

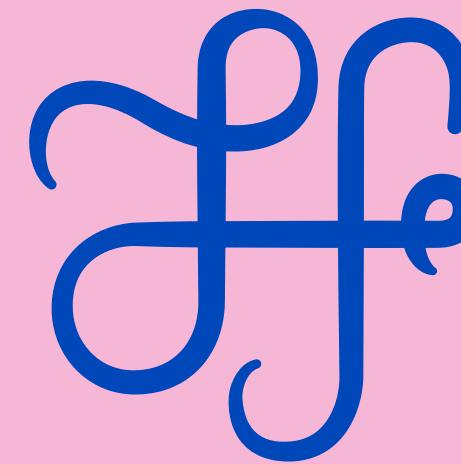
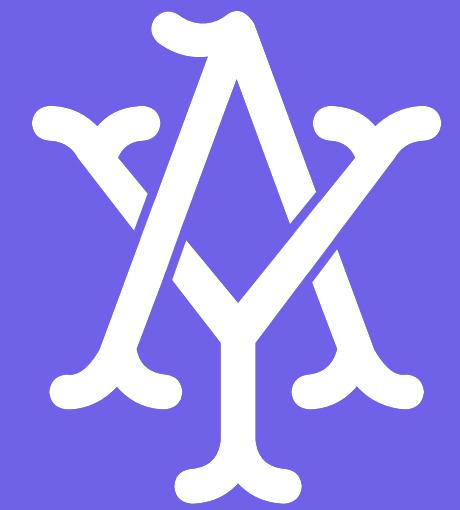
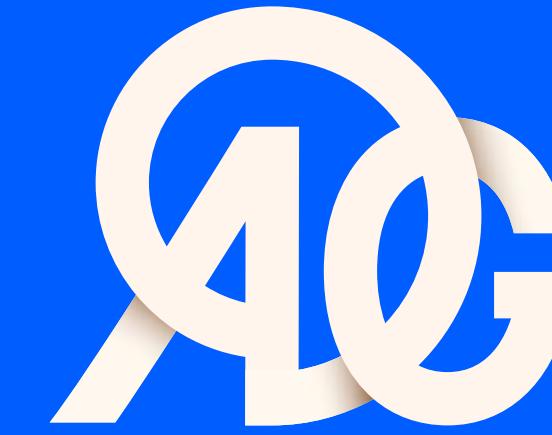
Below, you will find a detailed overview of my approach and processes.



StarsLink

▲ Stars Link. Dating app.

The StarsLink logo captures the essence of a dating app that aims to connect people through astrology. Two intertwined stars symbolize the celestial connection between users. The blue and pink tones used in the design reflect the duality of zodiac signs, creating a warm and welcoming atmosphere. This color combination conveys the idea of compatibility and harmony, guiding users toward meaningful relationships under the influence of the stars.





▲ House of Music. Company events.

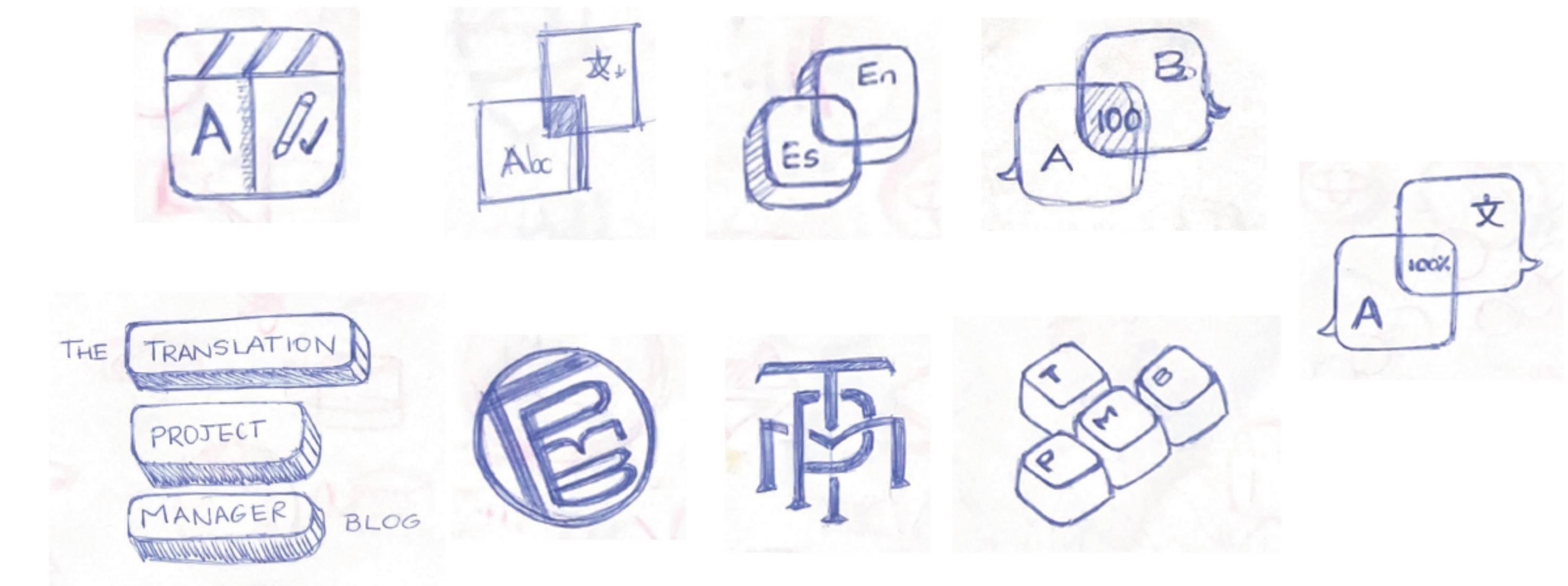
The creative process of crafting a logo begins with a deep dive into the brand's essence, followed by a sketch phase that unleashes creativity and allows for experimentation. This combination of research and visual expression is crucial for creating a logo that not only appeals aesthetically but also captures the essence and values of the brand remarkably.



The House of Music logo is a monogram of "H" and "M," forming an elegant shield, complemented by a crown that adds a touch of distinction and royalty. This design symbolizes the strength and prestige of the company.



the Translation Project Manager's blog





▲ Quazart. Design Studio.

The Quazart logo draws inspiration from space quasars, conveying cosmic energy and limitless creativity. The typography was crafted to reinforce the brand's unique identity.

The brand manual details the color palette, correct logo applications, and guidelines for maintaining visual coherence. Quazart embodies innovation in design, connecting the earthly realm with the vast cosmos of graphic creativity.

Color Guide

Secondary Colors

Color	RGB	CMYK	HEX
Sea Grape	61, 0, 185	61, 100, 0, 27	#3000B9
Purple	101, 0, 185	45, 100, 0, 27	#6500B9
Raspberry	212, 64, 110	0, 70, 48, 17	#D4A0E6

Hierarchy

Color Theme

60% (Neutral Color), 30% (Dark Color), 10% (White Lime Color)

Social Media

[Behance](#)
[LinkedIn](#)
[Instagram](#)
[Facebook](#)

Brand Guidelines

Introduction

A Brand Guidelines responds to the need to ensure the correct application of the elements of the Corporate Visual Identity of an entity. It is developed after a design program has been studied and planned, to translate the personality of the Quazart Designs brand, giving it its visual image and differentiation from other companies.

With the proper use of the elements of this manual, it will be possible to preserve the visual identity of the manual and increase the degree of symbolic recall of each of its components. Individual cases or those that offer doubts should be consulted directly with the author of the manual. Proper use of the logo on all communication pieces is essential to create a lasting and robust image.

Construction Grid

mini
Market
MARK

ingu

J E V E L

CACAO'S
Café 21
HELADERIA ~ LOUNGE & COFFEE



▲ Holy Factory. Home-made Gelato.

For Holy Factory, creating the logo became a visual journey. An ingenious monogram merges the "H" and "F," giving life to the soul of the business: homemade gelato. This design goes further by becoming a seal, a distinctive touch for the products.

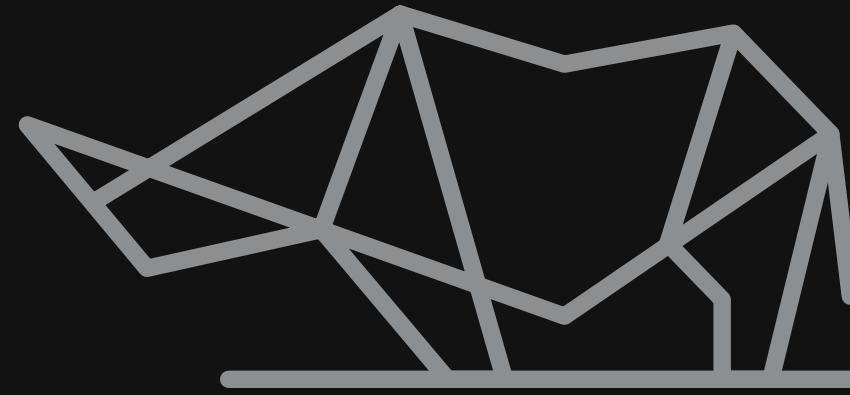
The importance of applying the logo on packaging lies in conveying the artisanal essence and premium quality of the product. Packaging becomes the first impression, and the logo as a seal ensures a memorable experience from the first glance.





Gianpiero
Roselli







◀ Therna. Company events.

Therna's logo, representing an events and music company, is a visual symphony. A "play" symbol embodies the essence of music and exciting events. Purple tones add a touch of mystery and elegance. The application of the logo on stationery reflects cohesion and professionalism, creating a consistent visual identity. Every element, from business cards to letterheads, conveys Therna's unique vibe in every detail.



personeando

▲ Personeando. Instagram Account.

Personeando, an Instagram psychology account, presents itself as a visual universe. The brand design reflects professionalism and empathy. Through social media images, the account communicates its essence: to educate and guide. The importance of design is highlighted in creating an instant visual connection with followers. Personeando not only teaches but also conveys its personality through a coherent and attractive design across all digital platforms.

Personear es
CURIOSEAR

Personear es
INTEPRETAR

Personear es
ASIMILAR



**FUENE
DE VIDA**



LA FRUTA DE LA
pasión



ARZA



ANDREA ALAYÓN

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THANKS FOR WATCHING

