



HI THERE! THIS IS MY
PORTFOLIO

valentina
salvo



You can check
my website here!



<https://valentinatalvason.github.io/portfolio/>



Hi! I'm Valentina
**A multidisciplinary
designer focusing on
brand and visual design.**

My name is Valentina, and I'm from Genoa. From an early age, I loved art and design, dedicating my life to these passions. I began my studies in 2019 at the University of Arts London, but due to the COVID-19 pandemic, I returned to Italy and graduated from the Academy of Fine Arts with a bachelor's degree with honors in set design.

My professional journey has been diverse and enriching. I've worked as a set designer for theatre and events, a props maker in the opera theatre, and a graphic designer for a small sports society. In 2024, I honed my brand and visual design skills to pursue a career in the communication field.

I'm always seeking new challenges with a strong focus on producing high-quality and impactful designs. I've been delivering creative and engaging solutions across brand identity, visuals, editorials, and digital products. I value storytelling and human-based design, exploring new ways for brands to connect with people. Constantly gathering inspiration and searching for innovative ideas, I strive for continuous evolution.

Curiosity and passion drive me, and I've made creativity my lifestyle. Today, I apply my multidisciplinary design skills to create light, aesthetic, and minimalistic brand and visual designs that solve problems through effective solutions.

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- 3407018416
- Genova, Italia
- <https://valentinatasalvo.github.io/portfolio/>

Props theatre
graphics communication brand

My experience

September 2022 **APS MEETING CLUB**
Ongoing Editorial graphic designer and illustrator

August 2024 **PAIR LAB**
Set designer for product shooting

December 2022 **FONDAZIONE TEATRO CARLO FELICE**
August 2024 Stage and lab theatre props maker

October 2022 **EXIBITION "MATERIA VIVA"**
Event curation and realization

June 2022 **ASS. CULTURALE SUQ FESTIVAL**
July 2022 Suq Festival 2022
Props maker and stage assistant

June 2022 **FUORISCENA**
Appennino Lab 2022
Appennino Lab event set-up

March 2022 **IL CACCIATORE DI NAZISTI**
June 2022 "Il cacciatore di Nazisti", directed by Giorgio Gallione
Set designer trainee for Guido Fiorato and Lorenza Gioberti

February 2022 **DA MADRE A MADRE**
"Da madre a madre", directed by Enrico Campanati
Stage and lighting intern

November 2021 **FUORISCENA**
Villa Bombrini Christmas Village 2021
Stage set-up and creation of scenic element

September 2021 **MUSEO ETNOSTORICO DI TRIORA**
Creation of scenic element

September 2019 **STINT**
January 2020 Waitress/Bartender (London, UK)

September 2017 **MEETING CLUB**
June 2019 Minibasketball teacher assistant
Photography course teacher assistant

Education

Accademia Ligustica di Belle Arti
Bachelor's degree Set design
January 2020 - October 2022

University of the Arts London
Theater Design
September 2019 - January 2020

Klee-Barabino Art School
September 2014 - June 2019

Softwares knowledge

MAC/Windows	InDesign
Office Suite	Photoshop
AutoCad	Lightroom
Rhinoceros	Illustrator
V-Ray	Adobe XD
Procreate	CapCut

Skills

Creativity
Event and project management
Teamwork
Visual communications

Out of work

Academic lecture held at the Accademia Ligustica di Belle Arti in Genoa regarding: "eco-sustainable materials, what they are and how to apply them in scenography"

Driving license - B

Italian

English





Willy Montini Arte

Rebranding of a contemporary art gallery



About the brand

Brand Identity for Willy Montini Arte, a new gallery in the heart of Genoa, that exhibits and sells works of contemporary art, created with different techniques and tools. The collection at Willy Montini Arte is a fusion of contemporary artworks, carefully selected to challenge perceptions and ignite thought-provoking conversations. From paintings that blur the lines between reality and fantasy to immersive multimedia installations that engage the senses, each piece in the gallery tells a unique story and, like a window, it offers you an unprecedented view of contemporary art.

Challenges

The main challenge was ensuring coherence between the new brand identity and the existing front door sign that the client wanted to keep. To achieve this, I retained the original font and color palette, seamlessly integrating them into the new design. This approach allowed to incorporate the gallery's exterior while introducing a fresh, contemporary look that aligns with the new brand vision.

Brand identity
Visual identity
Editorials

The old logo, symbol of the front door sign, was designed with Aviano Sans typeface and a touch of red #BE1723.

To maintain a link between the old front door sign and the new brand identity the same red has been included in the new logo suite and also Aviano Sans has been the starting font for the design of the "W M".

→ WILLYMONTINIARTE

AA

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

AVIANO SANS LIGHT

1 2 3 4 5 6 7 8 9 10

Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Mona-Sans light

12345678910



#1D1E1C



#BE1723



#BABABA



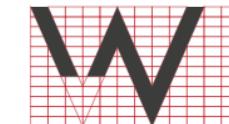
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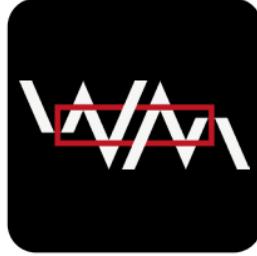
The new logo suite



WILLY MONTINI ARTE



WILLY MONTINI ARTE

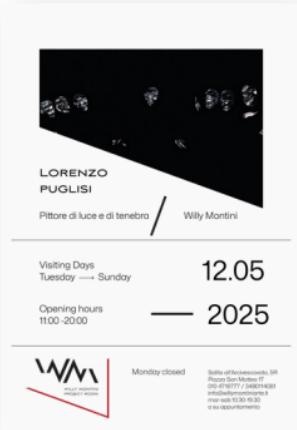












Vinova

A brand new no alcohol wine



About the brand

Vinova is a brand dedicated to offering high-quality alcohol-free wines, allowing customers to enjoy the pleasure of wine without compromise. With the goal of promoting a healthy and conscious lifestyle, it aims to become the leading brand for alcohol-free wines, recognized for quality, innovation, and sustainability. It uses only high-quality ingredients and ecofriendly production processes, reducing environmental impact through sustainable practices and eco-friendly packaging.

Challenges

The challenge in creating Vinova's brand identity was in capturing the essence of elegance while appealing to a modern, young audience. The design had to strike a balance between minimalism and sophistication, ensuring that the packaging communicated the brand's light, fresh identity without overshadowing classic wine heritage.

Brand identity

Visual identity

Packaging

Aa

Century Gothic regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 1 0

AA

USTROKE REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
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1 2 3 4 5 6 7 8 9 1 0



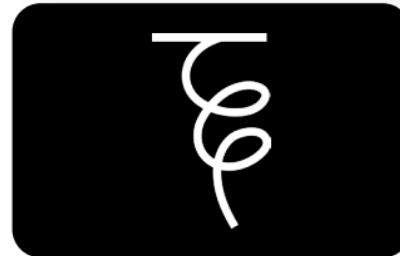
VINOVA

VINOVA

QUESTO NON È VINO

VINOVA

QUESTO NON È VINO













Ecowave

100% renewable energy , striving to achieve a net-zero future



About the brand

EcoWave is a retailer dedicated to 100% renewable energy, striving to achieve a net-zero future. They focus on developing and implementing clean energy solutions in areas such as solar power, battery storage, and eco-friendly home appliances. Their mission is to assist individuals and organizations in transitioning to more sustainable energy sources and contributing to the fight against climate change.

Challenges

The main challenge was to make EcoWave a reference point for everyone who wants to change to a renewable energy plan. It was essential that the customers trust the agency, so the brand wants to communicate transparency and reliability. Despite the focus on innovation, it was important to maintain a human and welcoming approach.

Brand identity

Visual identity

Packaging

Web design

Social media

Aa

Argon regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

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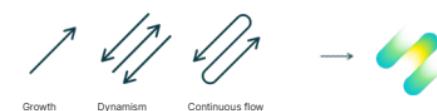
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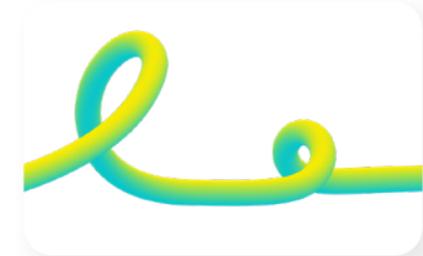
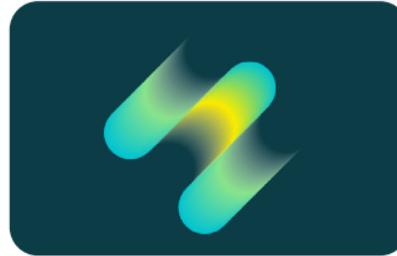
Argon bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

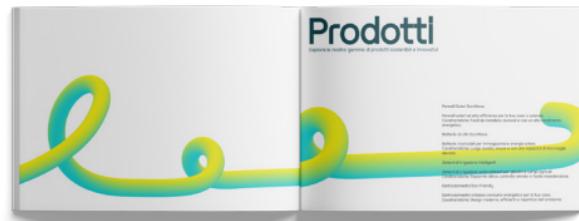
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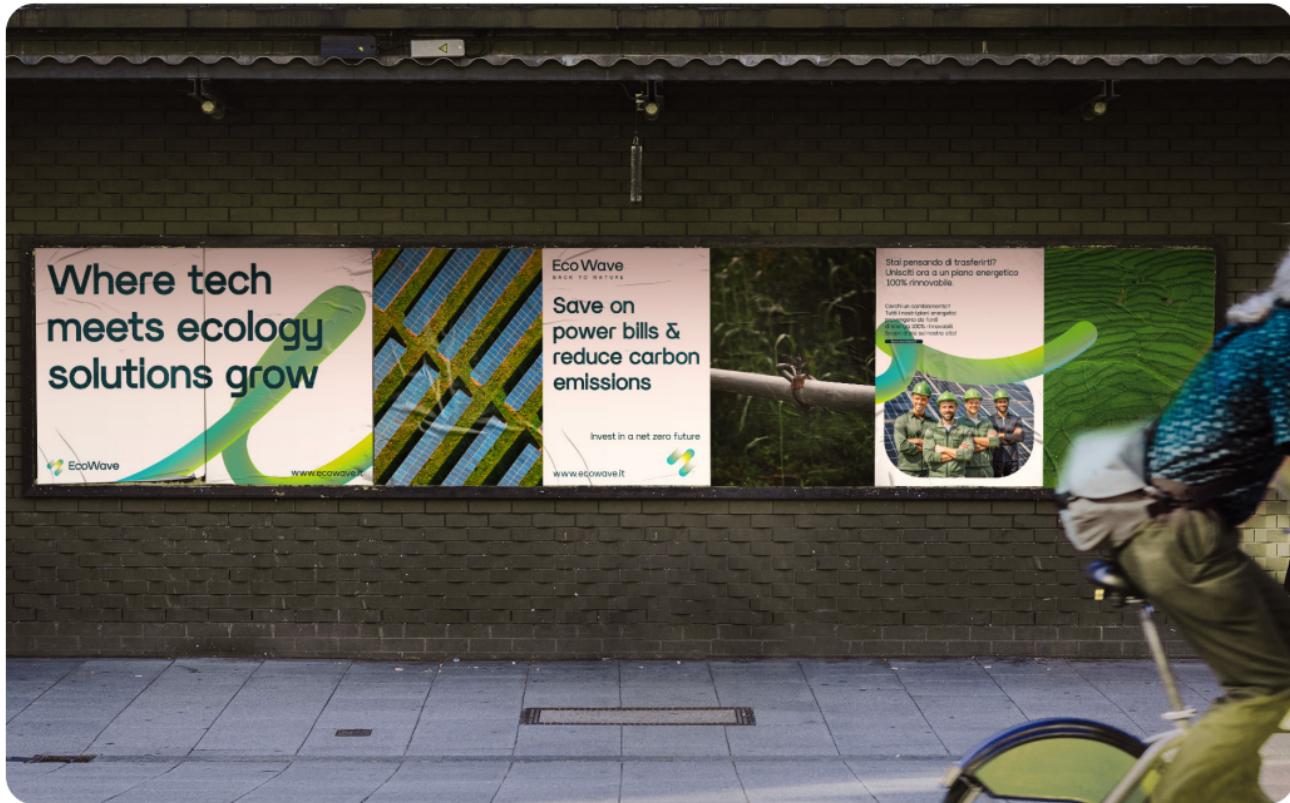
12345678910











EcoWave Home Prodotti Servizi Piani energetici Contatti Log in

Costruire un futuro sostenibile comincia da te

Scopri di più

Tutta l'energia che generiamo è 100% rinnovabile

Stiamo impegnati a garantire un futuro al 100% rinnovabile, offrendo energie sostenibili ed economiche ai nostri clienti. Offriamo prezzi competitivi che non solo ti permettono di risparmiare ogni mese, ma contribuiscono anche a ridurre le emissioni.

Plani energetici **Prodotti** **Servizi**

Risparmia energia attraverso l'economia circolare

Stiamo impegnati a garantire un futuro al 100% rinnovabile, offrendo energie sostenibili ed economiche ai nostri clienti. Offriamo prezzi competitivi che non solo ti permettono di risparmiare ogni mese, ma contribuiscono anche a ridurre le emissioni.

Stai pensando di trasferirti? Unisciti ora a un piano energetico 100% rinnovabile.

Clicca un combattente! Tutti i nostri piani energetici provengono da fonti di energia 100% rinnovabile.

Scopri di più **Contattaci**

Ascolta le opinioni di chi è già nostro cliente!

5 stars

Aspetto del mio nuovo piano energetico e la mia casa è diventata più efficiente. Sono molto soddisfatto del servizio clienti. L'energia rinnovabile è una scelta responsabile di risparmiare sulle bollette ma mi fa sentire bene nel mondo. E' molto competitivo, e il servizio clienti è sempre disponibile per qualsiasi domanda. Consiglio vivamente questo fornitore!

Non so quali sono le differenze tra i diversi piani, ma ho deciso di scegliere questo perché è molto competitivo e il servizio clienti è sempre disponibile per qualsiasi domanda. Consiglio vivamente questo fornitore!

Ho scelto questo fornitore di energia rinnovabile e non potrei essere più soddisfatto. Il loro prezzo è molto competitivo, e il servizio clienti è sempre disponibile per qualsiasi domanda. Consiglio vivamente questo fornitore.

Ho scelto questo fornitore di energia rinnovabile e non potrei essere più soddisfatto. Il loro prezzo è molto competitivo, e il servizio clienti è sempre disponibile per qualsiasi domanda. Consiglio vivamente questo fornitore.

Eco Wave BACK TO NATURE

Join our Newsletter **Instagram** **LinkedIn**

Electricity Solar energy Our Mission Benefits About us Company News & Events FAQ

Join our Newsletter **Instagram** **LinkedIn**

Electricity Solar energy Our Mission Benefits About us Company News & Events FAQ

Prezzi semplici e trasparenti

Stiamo impegnati a garantire un futuro al 100% rinnovabile, offrendo energie sostenibili ed economiche ai nostri clienti. Offriamo prezzi competitivi che non solo ti permettono di risparmiare ogni mese, ma contribuiscono anche a ridurre le emissioni.

Piano base
€ 60 al mese

Piano variabile
€ 90 al mese

Piano avanzato
€ 110 al mese

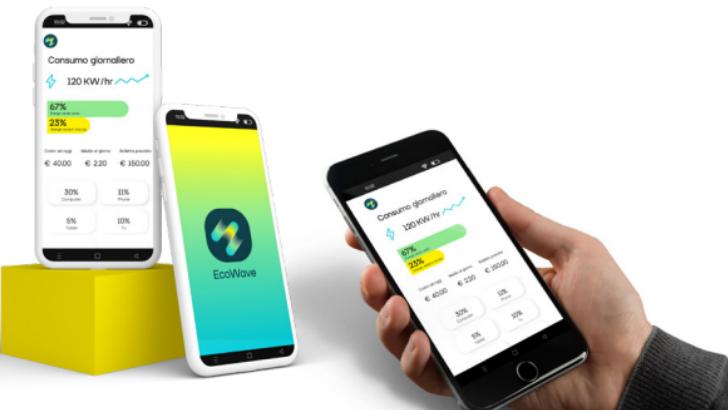
Prezzi semplici e trasparenti

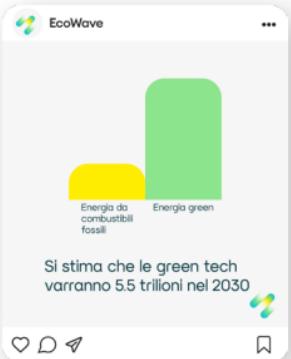
Stiamo impegnati a garantire un futuro al 100% rinnovabile, offrendo energie sostenibili ed economiche ai nostri clienti. Offriamo prezzi competitivi che non solo ti permettono di risparmiare ogni mese, ma contribuiscono anche a ridurre le emissioni.

Piano base
€ 60 al mese

Piano variabile
€ 90 al mese

Piano avanzato
€ 110 al mese





Gusto Vivo

Authentic and refined culinary experience



About the brand

Gusto Vivo is a gourmet restaurant, catering to an audience passionate about fine cuisine and the quality of ingredients. The restaurant is a haven for those seeking an authentic and refined culinary experience, in an environment that combines elegance and warmth, with a strong focus on the organic quality of the ingredients.

Brand identity
Visual identity
Packaging
Social media

Challenges

The challenge was to convey authenticity and passion for Italian cuisine. The goal was to present the brand as a high-quality restaurant with a strong commitment to sustainability through eco-friendly materials. It was essential that customers perceive Gusto Vivo as a family-friendly and welcoming place despite its elegance.

Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

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Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

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Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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Courier new regular

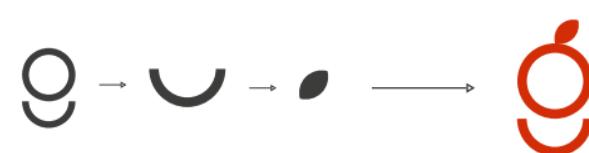
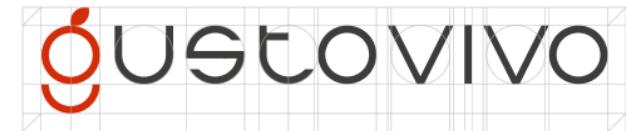
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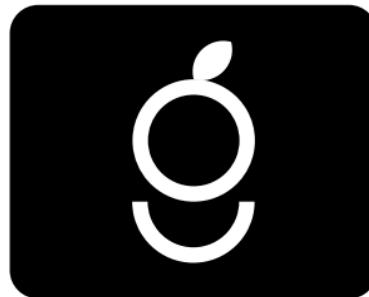


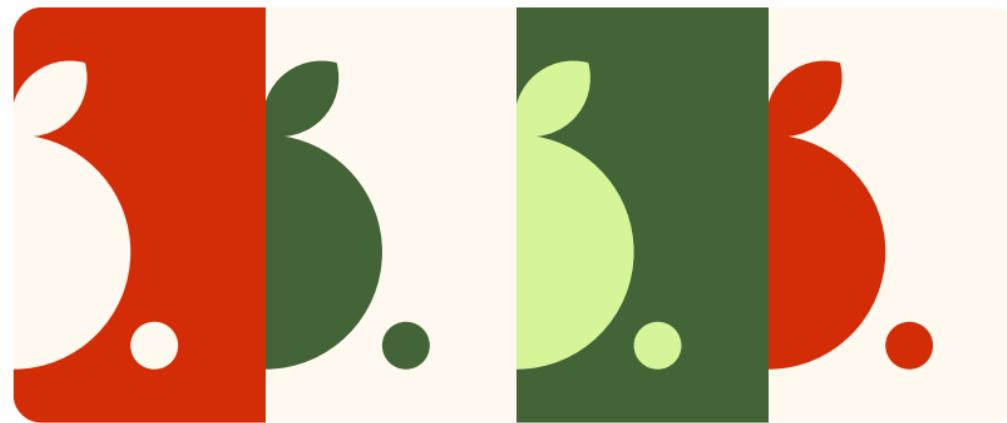
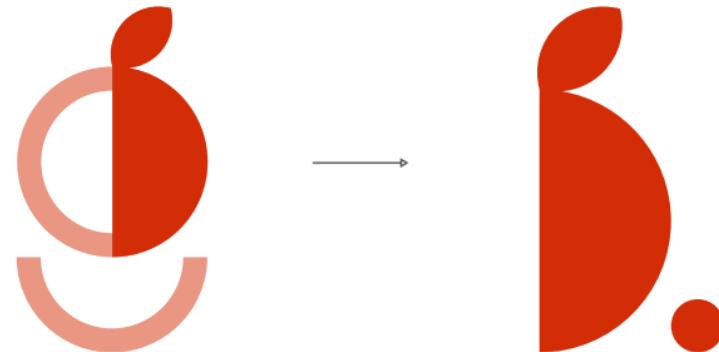
gUSTOVIVO

gUSTOVIVO

ITALIAN BIO CUSINE · TRADITION IN EVERY BITE

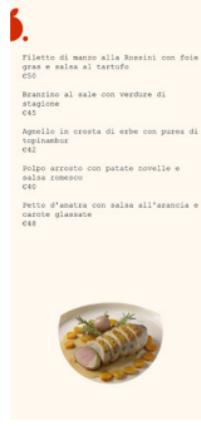
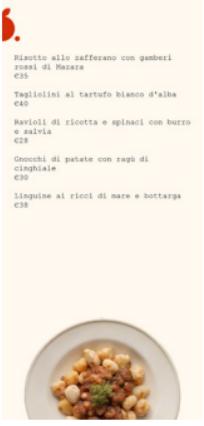
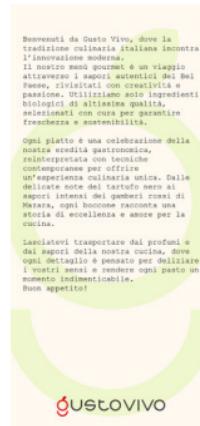














Pureza - skin studio

Luxury cosmetics line that focuses on natural beauty



About the brand

Pureza - skin studio is a luxury cosmetics line that focuses on natural beauty and sustainability. Their products are formulated with organic and natural ingredients, without the use of harmful chemicals, pursuing the belief that authentic beauty comes from skin care and the use of products that respect both the body and the environment. Their mission is to provide high-quality beauty products that improve the skin and promote a sustainable approach to personal care. They want customers to feel confident and beautiful, knowing they are making a positive choice for themselves and the planet. Become the go-to brand for those seeking natural and sustainable beauty products, recognized for its quality, effectiveness, and commitment to the environment is their goal.

Challenges

The challenge was to design a visual identity capable to provide a sense of high-quality beauty products. Pureza's goal was to become the go-to brand for those seeking natural and sustainable beauty products, recognized for its quality, effectiveness, and commitment to the environment. The logo needed to be easily scalable, which allows it to maintain its visual appeal across various media. That's why it has been designed in a minimalist style, embodies a modern, stylish, and elegant aesthetic. It symbolizes the essence of naturalness and femininity.

Brand identity
Visual identity
Packaging
Web design
Social media

Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Source serif 4 semi-bold italic

1 2 3 4 5 6 7 8 9 10

Aa

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Helvetica light

1 2 3 4 5 6 7 8 9 10



#FFFFE3



#1D1D1B



Texture



purezā | skin studio

purezā

skin
studio



purezā | skin
studio

purezā | skin
studio

purezā
—
skin
studio

purezā
—
skin
studio







purezā | skin studio

Nourishing body cream

Deeply nourishes
Improves skin softness
Protects against free radicals

Argan oil
Cocoa butter
Vitamin E
Green tea extract
Jojoba oil

60 ml. US 1.0 Fl.oz.

Deeply nourishes
Improves skin softness
Protects against free radicals

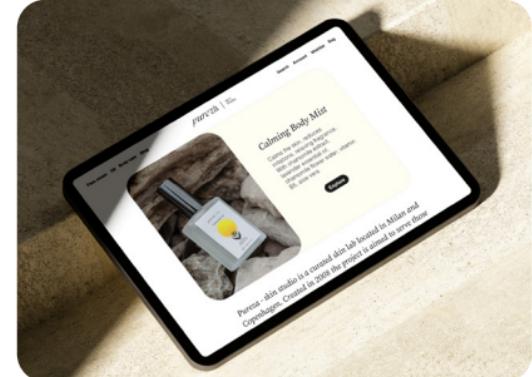
Argan oil
Cocoa butter
Vitamin E
Green tea extract
Jojoba oil

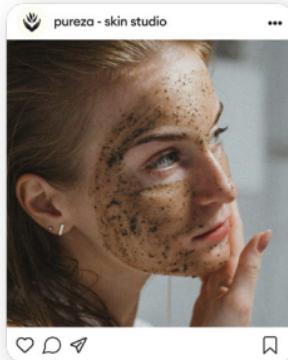
feel good in your skin, find more about our products on:
www.pureza.com

Ingredients: Aqua (Water), Glycerin, Butyrospermum Parkii (Shea Butter), Prunus Amygdalus Dulcis (Sweet Almond) Oil, Cetearyl Alcohol, Sodium Hyaluronate (Hyaluronic Acid), Tocopherol (Vitamin E), Camellia Sinensis (Green Tea) Leaf Extract, Aloe Barbadensis (Aloe Vera) Leaf Juice, Ascorbic Acid (Vitamin C), Phenoxyethanol, Ethylhexylglycerin

The organic date is related to the organic certification, not the manufacturing date.
Tula S.p.A. - Pistoia - Italy
Via S. Anna, 11 - 56100
Pistoia - Italy

The screenshot shows the homepage of the Pureza website. At the top, there's a navigation bar with links for "Puro clean", "Oil", "Body care", and "Blog". Below the navigation is a search bar and account-related buttons. The main header features a woman's face with a circular overlay containing the text "Good for your skin Good for the planet" and a "Explore products" button. A large image of a woman applying cream to her face is displayed. Below this, a section titled "New arrivals" shows three product images: "Glossing face oil", "Firming body cream", and "Moisturizing face cream". Further down, a product card for "Calming Body Mist" is shown, featuring an image of the mist bottle and a detailed description: "Calm the skin, reduces irritation, relaxing fragrance, organic rose water, organic lavender essential oil, organic chamomile flower water, vitamin B5, zinc oxide". A "Explore" button is present. To the right, there's a "Visit our showroom" section with two entries: "Copenhagen" (Copenhagen Over Vandet 62A, 1415 København, Denmark) and "Milan" (Via Lodovico Ariosto, 22, 20140 Milano MI). At the bottom, there are links for "Contact us", "Follow us", "Terms", "Privacy", and the Pureza logo with the tagline "skin studio". A small circular image at the very bottom left shows a woman's face.





Materia Viva magazine

Sustainable materials and how to discover them



About the brand

In a world increasingly aware of its environmental footprint, Materia Viva emerges as your go-to source for all things related to sustainable materials. Their mission is to explore, educate, and inspire through in-depth articles, expert interviews, and the latest innovations in eco-friendly materials.

Challenges

The challenge in creating the layout for Materia Viva magazine has been to strike a delicate balance between maintaining a scientific rigor and presenting content in an artistic and engaging manner, all while preserving a serious tone. One of the primary challenges was ensuring that the scientific information was accurate and accessible. At the same time the material should be visually appealing. Another challenge has been to keep the tone serious and professional, without making the magazine feel too dry or academic.

Editorial design

Aa

Cascadia Mono PL

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
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Aa

Mona-Sans light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
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#BE1622



MATERIA — VIVA

MATERIA
— VIVA



> N°5 maggio

MATERIA — VIVA

L'EVOLUZIONE
DELLA
SOSTENIBILITÀ
NEL MONDO
DELL'ARTE



/N°5



> N°6 maggio

MATERIA — VIVA

IL MICELIO —
MATERIALE DEL
FUTURO

- Perchè i funghi
- Dal riciclo al valore
- Dal micelio ai materiali micelio composti

/N°6



> N°7 maggio

MATERIA — VIVA

LE
BIOPLASTICHE
E ALTRI
MATERIALI
BIOBASED

- Vantaggi e svantaggi delle bioplastiche

Sperimentazioni
analitici e campionatura
dei materiali

/N°7



Nº5

Secondo l'ingegnere Silvano DeSousa: «576 persone che fanno un'esperienza nelle spalle sono una novità. Un milione di persone che fanno quell'esperienza sono un milione di persone e si è rivelato il luogo dove la Terra pensa la Terra».

I cambiamenti climatici non sono un segnale per le tavoline del salotto, ma per le persone che stiamo liberando e i loro capelli. È ora cosa di fatto. I dati mostrano che i tanti costosissimi ed esclusivi viaggi non sono più un lusso, ma una necessità. Ecco perché abbiamo deciso di aprire un nuovo tipo di hotel, dove le persone possono vivere una vera esperienza di vacanza, senza dover spendere troppo.

Le persone che vengono a trovarci sono persone che hanno vissuto una vita di lavoro e di famiglia, e che ora vogliono godersi la vita. Per questo abbiamo deciso di aprire un hotel dove le persone possono vivere una vera esperienza di vacanza, senza dover spendere troppo.

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DALLA BIOARTE AGLI ARTISTI ECOLOGICI









Tra i più forti ci sono Olafur Eliasson, lo cui ricerca artistica analizza il rapporto uomo-natura e l'ambiente. Il suo lavoro si concentra sulle scienze e le arti come strumenti per comprendere e creare dalla natura un'intesa degli spazi espositivi attraverso esperienze multisensoriali. Tra le sue opere più significative c'è Riverbed, un'installazione site-specific creata per il Louisiana Museum of Modern Art in Danimarca per offuscare i confini tra il mondo manifatturiero e quello naturale. L'opera è composta da un pozzo profondo, completamente di alvei e rocce e il letto di un fiume che scorreva tra le varie sale dell'installazione. Per costruire il letto del fiume ho riempito l'ala sud del museo con terra e rocce di tutte le dimensioni prima di aggiungere uno stretta trincea d'acqua.

Il lavoro di Eliasson è sempre stato guidato dal desiderio dell'artista di rendere il mondo un posto migliore. In questo senso, molti dei suoi progetti sono rivolti all'ambiente o mettono in evidenziazione il loro ruolo nell'incisività della sostenibilità. Eliasson è un attivista artistico che si concentra sulla conservazione dell'ambiente e sul futuro umanitario, creando opere che costringono le persone a pensare e percepire oltre i limiti a cui si sono abituate.

Thank you
for your time

valentina
salvo

You can contact me here!

✉ valentina.salvo.ge@gmail.com

