



# Portfolio

MANON DIEZ

2021

# About

## Main Skills

Creativity  
Communication  
Web marketing  
Business Dev.

## Experience

**Creative Content Designer**  
Freelance, 2019 – 2021

**Communication Project Manager**  
Whisky Live Paris, 2017 – 2020

**Office & Employment Brand Manager**  
La Maison du Whisky, 2016 – 2020



## Interests

Illustration  
Social Media  
Conversion & SEO

## Education

**UI Design (BAC+2)**  
Alt-RH, 2021 – 2022

**Marketing & Business (BAC+3)**  
Audencia Business, 2015 – 2016

**CPGE ECE (BAC+2)**  
Châteaubriand, 2012 – 2015

**Economy (Baccalauréat)**  
Lycée du Coudon, 2008 – 2012

**04 Branding**

**Web 12**

**Print 09**

**16 Graphic Design  
& Illustration**

# Branding



**MAISON CARROUSEL**  
PARIS



**Stephanie, Maison Carrousel's founder, asked me to create the whole brand's graphic identity back in 2019.**

My inspiration for the logo was obviously the candy she made. I wanted to recreate child memories in a luxury oriented design, the main target being executives and businesses.

Funny story : she originally only thought about making hard & round candy but decided to launch guimauves as well in the process of creating the logo, since I liked the combination of round & square shapes.





# Branding



The wedding jewelry company Maison Massillon was originally called Ziz&Clo. When Alizee (CEO) scored a huge partnership with Guerlain, she asked me to help with the rebranding.

I designed the iconic bee-flower she hand-makes in most of her creations to represent the brand. We then chose a more appropriate font to represent luxury, long-term relationship and elegance. As for the color palette, we decided that terra cotta as a main shade would best evoke love, passion and tradition.

# Branding

ELECTRIC



METALLIC

GEOMETRIC



CLEAN LINES

BUSINESS MAN



ECOLOGY

URBAN



PARIS

WORKING GIRL



SPORT



# Bi@Bike



**BLEU GRIS**  
HEX #29333E  
R41 V51 B62  
C82 M68 J53 N51



**ORANGE VIF**  
HEX #DF7246  
R223 V114 B70  
C1 M72 J87 N0



**VERT D'EAU**  
HEX #929F96  
R146 V159 B150  
C47 M28 J41 N1



**JAUNE CHAUD**  
HEX #F3B262  
R243 V178 B98  
C0 M36 J77 N0



**GRIS CLAIR**  
HEX #E5E4E2  
R229 V228 B226  
C9 M7 J8 N0





# Branding





**Dommmage,**  
**le reste est**  
**encore en**  
**construction !**