CAMALOON

Camaloon is a multidisciplinary Barcelona-based startup that offers users the opportunity to customise and purchase their own products online (badges, stickers, mobile phone cases, t-shirts, tote bags and more) as well as browse and buy artworks by acclaimed designers. Camaloon means having passion for printing, using only the highest quality materials and having access to the most advanced production techniques. The company’s vision is to empower people to stand out from the crowd by democratizing access to design and designing.

Content Management, Design & Artist Recruitment

### Gallery Shop & Artist Recruitment

#### The Gallery is Camaloon’s online shop, curated by myself, where thousands of designs by cutting edge designers can be found and used by customers to personalise a wide range of products. The project began with the wide selection of top-rated illustrators and elaborating a business plan, working with templates and vectors to transform select designs into products, etc. Webpages were built to showcase the works, initially ordered by product category and theme, although users can additionally search for artists by name.

### Atelier Content Library

#### The Atelier is Camaloon's customising platform where users create their own products with their chosen designs. Not everybody has design tools at their disposal and/or knowledge to create complex designs, so my aim was to provide users with a wide selection of icons, clipart files and templates to make their designing process faster and more enjoyable with high visual value. For ease of use, the Atelier Content Library has been ordered by use cases (weddings, parties, work theme, restaurants, etc.) and also by theme (ribbons, frames, animals, tattoos, emojis, etc.). The Library can be used as follows:

#### 1/ Select Use Case

#### 2/ Select Favourite Template

#### 3/ Once the selected template has been dragged and dropped on a product, the colour of any of the elements can be edited as well as their size and/or position.

#### 4/ There is also a wide selection of fonts and font colours to choose from.

### ART&CO.

#### Art&co. is a concept cafe that combines artisanal coffee with the visual pleasure of intelligent design and artwork. It aspires to be a peaceful place to work, meet with friends or enjoy a good breakfast while enveloping customers in pure visual beauty.

### Moodboard

#### The space has an old-fashioned feel, with interiors crafted of untreated wood, vintage flower pots and stacks of newspapers. I had these elements in mind when creating a visual identity that combines both old and modern, monochrome and colour, vintage-inspired patterns and more modern, geometrical ones.

### Colours

#### The palette is made up of patterns, dark greys and whites. These patterns work well as a background with the dark grey or white version of the logo, or as the interior colour of the small ampersand when the logo appears on white surfaces.

### Logo Marks

#### The logo can be separated in two elements: the ampersand and the rest of the text. The “&” has a different personality to the rest of the logo, being calligraphic and more poetic. It’s the element that unites all the logo’s various elements. The logo can be shown as a whole, but the patterned “&”can be used on smaller surfaces or as a detail.

### Typography

Brandon Grotesque it is the perfect font for the calligraphic element. It is elegant at the same time as being functional. Besides its contemporary feel, its form is true to the typical typography used in the 1920s and is intensely readable.

### KIWI KITCHEN

#### Kiwi Kitchen is an exquisite Barcelona-based brand of pies with authentic New Zealand taste. Kiwi Kitchen’s pies are made with the finest natural ingredients using both traditional and modern recipes. The company’s vision is to bring this authentic and simple food item to new markets, starting in Barcelona. Simple, natural and easy were the brand values at play when I was developing the company’s branding and logo design.

##### Research & Strategy, Art Direction, Branding, Logo Design, Collaterals and Web Design

### Moodboard

#### Kiwi Kitchen’s branding is based on the simplicity of the pies: easy to eat wherever you are, beautifully rounded and filled with goodness. The client also wanted to express the origins of the pies in a fresh, informal way. My research began by looking at funny and irregular fonts, a vibrant colour palette and simple illustrations featuring elements from the natural world.

### Colours

#### The main logo colour is luminous yellow blended with its complementary violet. This combination conveys fun and yumminess. Bright pink is used to emphasize elements. A wider palette of colours is used for recipe text.

### Logo Marks

#### The yellow and violet version of the logo is used on white backgrounds. There are also black and white variations of the logo for use on other backgrounds such as a cardboard texture or the different block colours used for recipes.

### Typography

#### I've chosen Slackey for its playful effect and the dynamic contrasts between its upper and lower cases, and Georgia for smaller lettering as its simple and elegant form works perfectly for fine print.

### MIXED REPUBLIC

#### Mixed Republic is a platform dedicated to supporting and amplifying the world of handmade printing, both raising awareness online and offering space and equipment offline. The company encourages and facilitates the realisation of new artistic proposals and slow production techniques that connect the mind and heart through the hands.

##### Research & Strategy, Art Direction, Branding, Logo Design, Collateral and Web Design

### Moodboard

#### We were seeking to identify an aesthetic approach that evoked the classic handmade printing process. I took repetitive images such as a stamped border, the CMYK color mode and bold, easy-to-print typography.

### Colours

#### I chose white and black combined with pixelated photographs – an element that is commonly used in silkscreen printing. To be able to print a photo using this popular handmade printing technique, you have to convert the image to CMYK dots, resulting in an illusion of a picture that uses the entire colour spectrum. This CMYK pixelated background has become the most recognisable element of the Mixed Republic brand.

### Logo Marks

#### The pixelated version would be used universally - except when a given format would not allow it. In such cases, it would be necessary to use the positive or negative version of the black and white logo.

### Typography

#### Raleway is a great font for its boldness and cleanness in particular its Light version, which is both clear and readable.

### “I think strategically to create ****powerful**** branding, bold corporate identity and outstanding web communication. I develop conceptual and aesthetic design to make your project ****grow****.”

##### BRANDING STRATEGIES

###### **Let's study the market by taking a look at competitors. Let's pinpoint your target audience and find the best way to talk to them. Let’s build an emotional connection between your users and brand through tone, look and feel.**

##### CORPORATE IDENTITY

###### **Create your brand, make it shine, bring out its uniqueness, polish its image. Your brand is not just a logo, it is also typography, text hierarchies, colour palettes and collaterals. It is your story.**

##### WEB DESIGN

###### **Make your brand significant for customers. Make your website a fluid user experience. From user personas to navigation, let’s make your brand stand out from the competition.**

#### “I’m a curious, passionate researcher, committed to great work and attaining the best results. That’s why my career began as creative recruiter, content manager and cultural events producer. Over the years, I’ve had experience working with creative start ups, major art institutions and exciting design projects. All in all, I’ve developed a strong aesthetic and learned strategies as how to best connect specific projects to specific audiences.”