

# Branbook

Paula Belil.

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# About me

I'm a photographer and videographer specialising in product, gastronomy, lifestyle, and family. I was born in Barcelona, and my love for imagery began at a very young age when my father introduced me to the world of filming and photography.

I studied Audiovisual Communication and Multimedia, and later specialised in Photography. For several years, I worked in the advertising industry in Barcelona, which allowed me to develop both a technical and creative eye. Eventually, I chose to follow my true passion: capturing moments and creating images that convey emotion.

In addition to photography, I produce videos, interviews, reports, and cover events—always with the same commitment to quality and creativity. I am known for my attention to detail and for capturing the essence of each project through my lens.

# Brand Personality

The Paula Belil brand is trustworthy, perceptive, and friendly. It exudes professionalism and composure while expressing sensitivity, clarity, and attention to detail. She has a skilled visual eye and communicates in a straightforward, sincere, and human way.

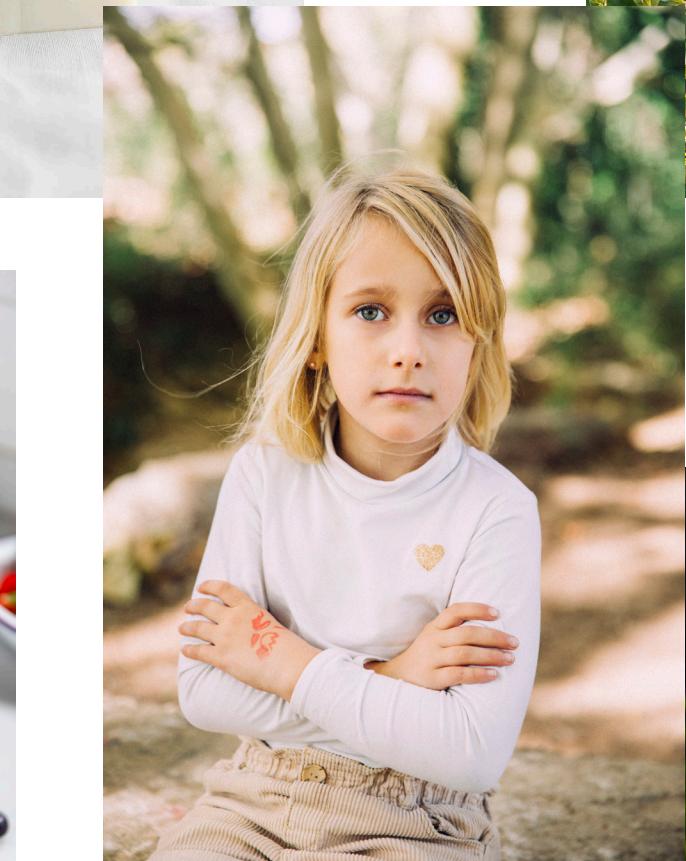
By showcasing each project's best features with sincerity and purpose, she hopes to make a visual impression. This is a company that pays attention, is meticulous in all that it does, and consistently produces well-considered outcomes. By doing this, it creates sincere and enduring bonds with people who have faith in her job.

# Visual Direction

Friendly



Visual eye



Professionalism



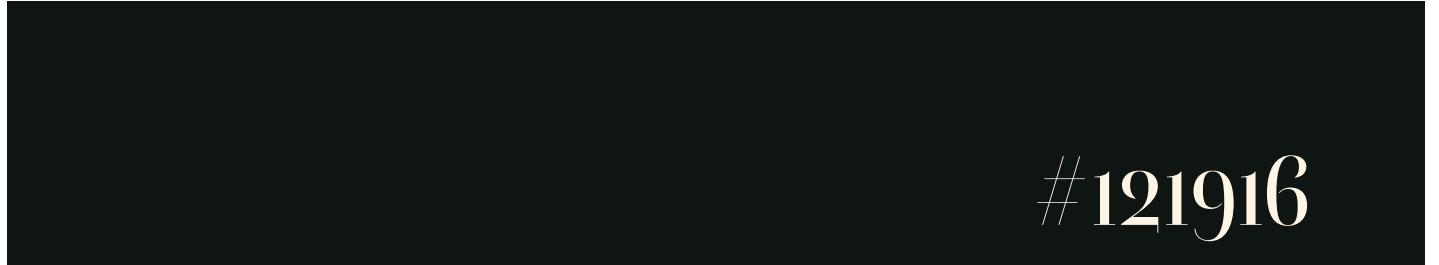
Perceptive



Sensitivity

# Color Palette

Paula Belil's color palette balances professionalism, sensitivity, and a natural aesthetic. Each shade plays a specific visual and emotional role within the brand universe.



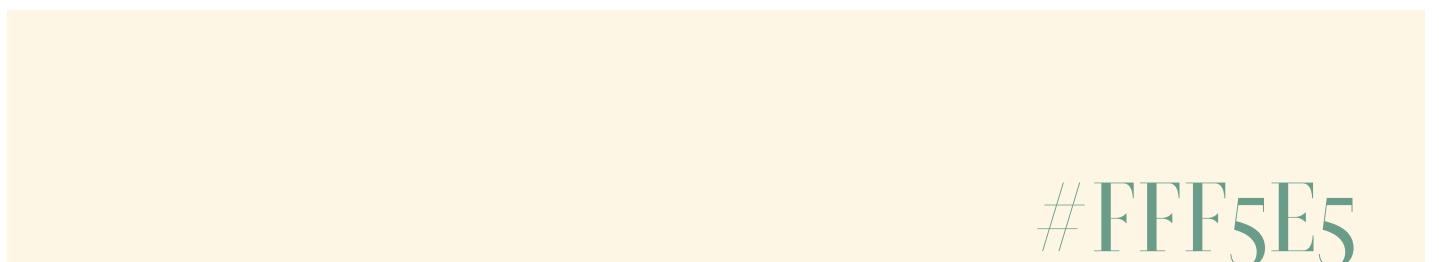
#121916

Primary and dominant color. Communicates professionalism and visual stability. Used mainly in backgrounds, key text, and structural elements.



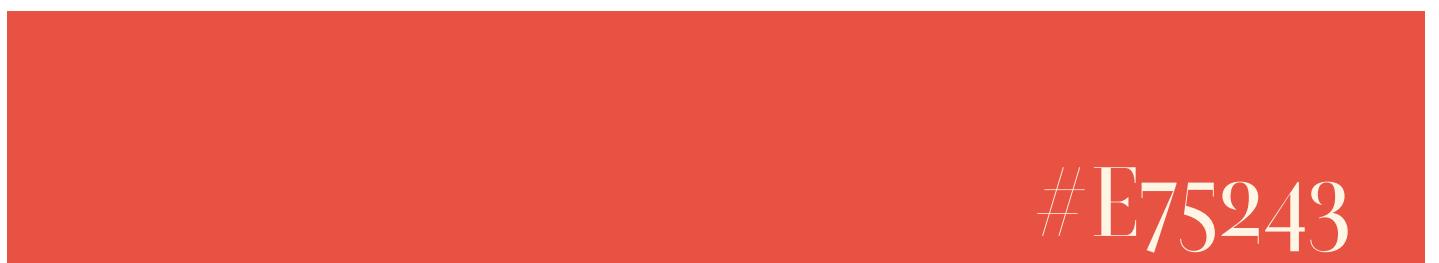
#6A9C89

Main logo color. Brings calm and balance with a natural tone. Ideal for graphic details and brand accents.



#FFF5E5

Complementary tone. Adds warmth and lightness. Used in backgrounds and whitespace to enhance readability and comfort.



#E75243

Accent color. Adds energy and personality. Used sparingly to highlight details and create contrast.

CMYK: 76, 64, 68, 80

RGB: 18, 25, 22

CMYK: 62, 23, 51, 2

RGB: 106, 156, 137

CMYK: 0, 3, 10, 0

RGB: 255, 245, 229

CMYK: 3, 83, 78, 0

RGB: 231, 82, 67

Paula Belil  
photography

A 3x4 grid diagram for the Paula Belil logo. The top row contains the name 'Paula Belil'. The bottom row contains the word 'photography'. Red 'X' marks are at the top-left, top-right, and bottom-right corners of the grid.

Paula Belil

photography

Paula Belil

A 3x4 grid diagram for the Paula Belil logo. The top row contains the name 'Paula Belil'. Red 'X' marks are at the top-left, top-right, and bottom-right corners of the grid.

Paula Belil

Logo

B.  
photography

A 4x4 grid diagram for the B. photography logo. The top-left cell contains a stylized 'B.' character. The bottom row contains the word 'photography'. Red 'X' marks are at the top-left, top-right, and bottom-right corners of the grid.

B.

photography

B.

A 4x4 grid diagram for the B. logo. The top-left cell contains a stylized 'B.' character. Red 'X' marks are at the top-left, top-right, and bottom-left corners of the grid.

B.

# Typography

Boska is a contemporary serif typeface that blends elegance with structure. Its refined yet approachable style reinforces the brand's professional and friendly personality. Ideal for headlines, descriptions, and texts that aim to convey character without compromising clarity.

Boska

AaBbCcDdEeFfGgHhIiJjKkLlMmN-nÑñOoPpQqRrSsTtUuVvWwXxYyZ

AaBbCcDdEeFfGgHhIiJjKkLlMmN-nÑñOoPpQqRrSsTtUuVvWwXxYyZ

AaBbCcDdEeFfGgHhIiJjKkLl-MmNnÑñOoPpQqRrSsTtUuVvW-wXxYyZ

**AaBbCcDdEeFfGgHhIiJjKkLl-**  
**MmNnÑñOoPpQqRrSsTtUuVvW-**  
**wXxYyZ**

**AaBbCcDdEeFfGgHhIiJjKkLl-**  
**MmNnÑñOoPpQqRrSsTtUuVvW-**  
**wXxYyZ**

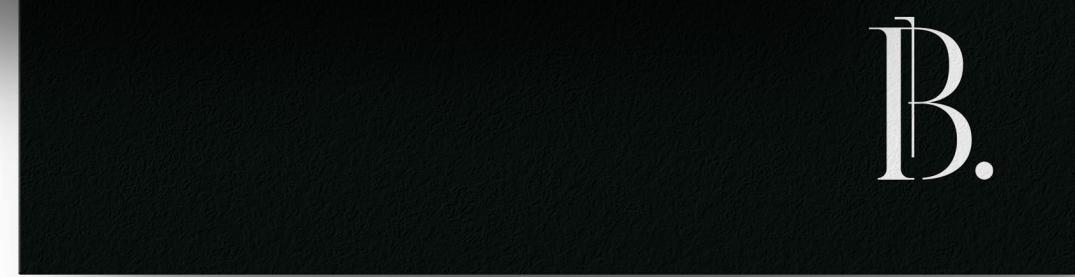
0123456789 - /()[] ' ¡!¿“”;::

# Brand Application

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Barcelona, Spain

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B.  
photography







# Visuals









Paula Belil  
photography