

Hiya Lyla

DESIGN PORTFOLIO

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Selected Work
May 2022



HIYA!
I'M LYLA.

Barcelona-based creative that goes outside of the box in conceptual thinking across a wide of design subjects. Expertise in music and sports. Limitless.

PROJECTS

- | | | |
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| 01 | RFM NOBLE DUETOS | Art Direction |
| 02 | WILLIAMS RACING | Branding |
| 03 | METROSONIC RECORDS | Art Direction |
| 04 | DECALSPOTTERS | Art Direction |
| 05 | TURBINA | Branding |
| 06 | IRMATIM & IRMALEX | Branding |
| 07 | GRMELLI RACING | Branding |
| 08 | BULGARIAN ENGINEERING | Branding |
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RFM NOBLE DUETOS

01



RFM NOBLE DUETOS

01

2021

Art Direction

RFM gave the opportunity of a lifetime to five talented listeners: to add their voice to that of NOBLE and see one of their songs integrated in the singer's next album.

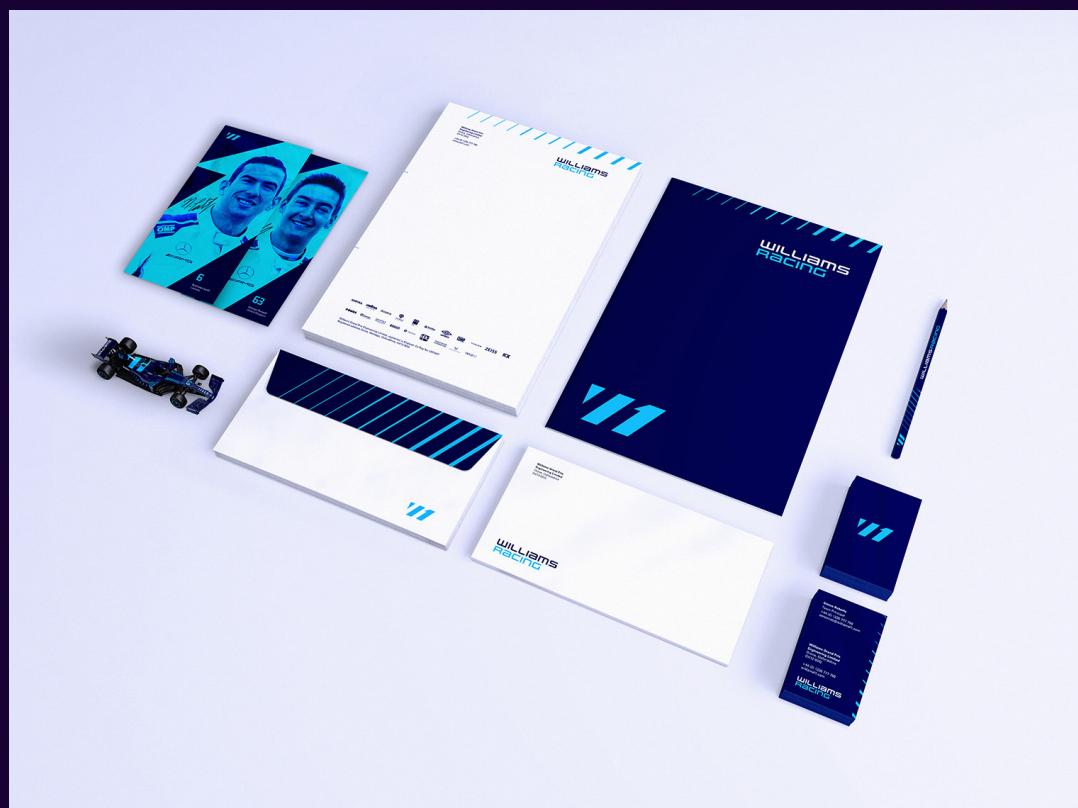
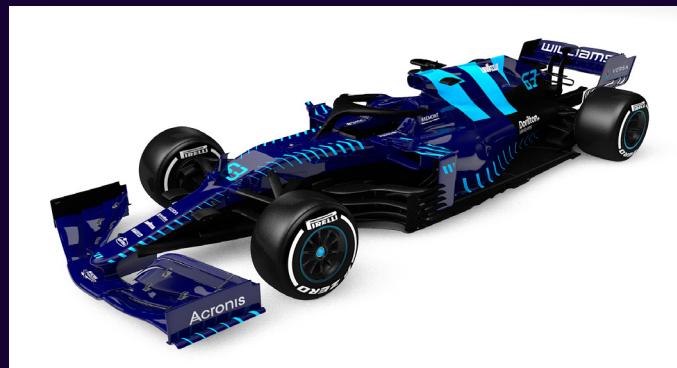
The campaign ran from October until November on RFM and NOBLE's Instagram and TikTok platforms, where listeners were invited to duet with the singer on two of his songs in order to participate in the event.

From over 200 participants, RFM selected 10 listeners to perform their versions live in their auditorium, which were available for voting on the RFM website. The five most voted by the public and the jury were integrated into NOBLE's album and tour.

WEBSITE
INSTAGRAM

WILLIAMS RACING

02



WILLIAMS RACING

02

2021

Branding

Williams Racing is a British Formula 1 team formed in 1977 by Frank Williams and Patrick Head, having won 16 World Championship titles in the past 40 years. The team exists to race in the top echelon of motor racing, with the Williams name becoming synonymous with top-level motorsport since the 1960s.

The logo is made up of two elements - the icon and the wordmark. The icon is based on the initial letter W to join the number 1, which represents the avant-garde of the team, in a futuristic and minimalist style repecting the feeling of speed.

The palette was chosen not only because it represents the team's historical past, but also for its serenity, harmony, vivacity and energy.

WEBSITE
TWITTER

METROSONIC RECORDS

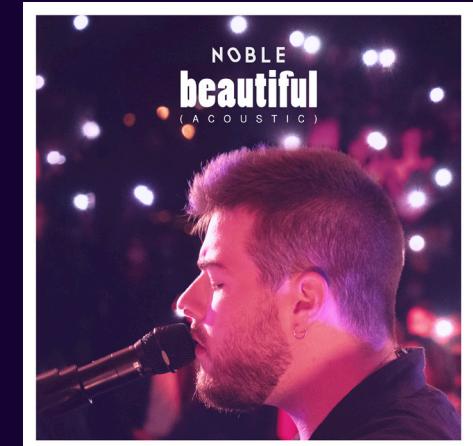
03



NOBLE

25 JUNHO
LISBOA
TEATRO TIVOLI BBVA

BILHETES DISPONÍVEIS EM WWW.TICKETLINE.COM E LOCAIS HABITUAIS



NOBLE

another year is gone, we are always this Christmas, and through the cold and dark I'll be your friend, I swear I'll be there 'till the end.

All over town I hear people wishing a happy new year, for all the hurt you feel before we though, it's time to be happy, set blue outside, the snow falls down as children come to play, around and everywhere I hear my friends, I see people just smiling.

My first song used to say, "in your heart there's a day when all your friends will finally come back, don't wait to open their Christmas in town". Here we are, it's true, it is Christmas every year, here we are once again, I see love, light and a marvellous hand that plays just for you.

It's Christmas Everywhere

feat. Zé Manel, Syro, Mestre, Gabriela Couto

METROSONIC RECORDS

03



METROSONIC RECORDS

03



METROSONIC RECORDS

03

2022

Art Direction

Metrosonic Records is a record label that helps build and cement artistic careers in Portugal. Established almost 20 years ago with alt-rock band Eye, Metrosonic's roster soon grew with popular acts such as Fingertips and NOBLE, and newcomers in Gabriela and Meestre.

I developed the visual identity and creative direction for records and communication for NOBLE, Fingertips, Gabriela and Meestre. Worked with clients in the music industry such as RFM and Ticketline.

WEBSITE
INSTAGRAM

DECALSPOTTERS

04



Get spotted.

DECALSPOTTERS

04

2020

Branding

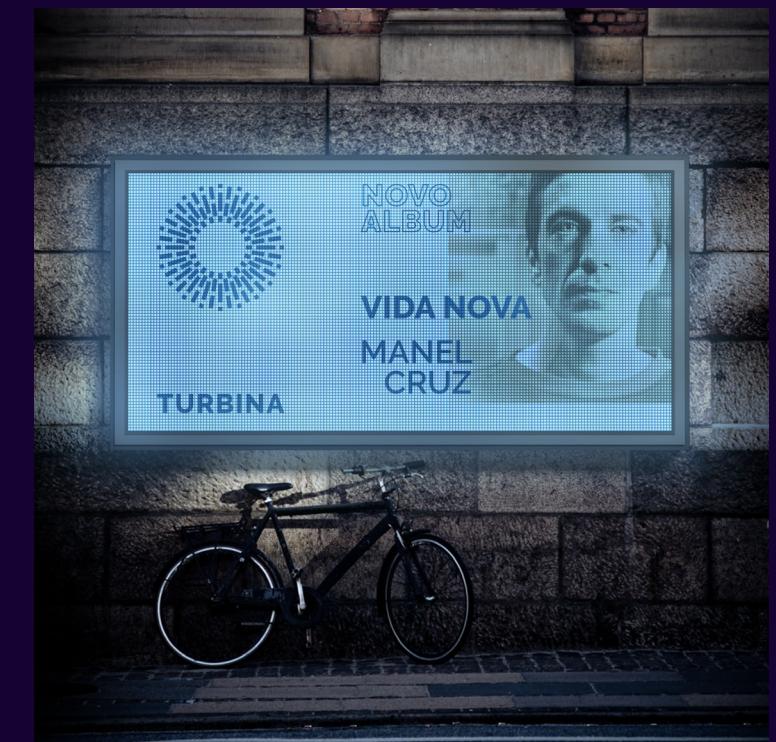
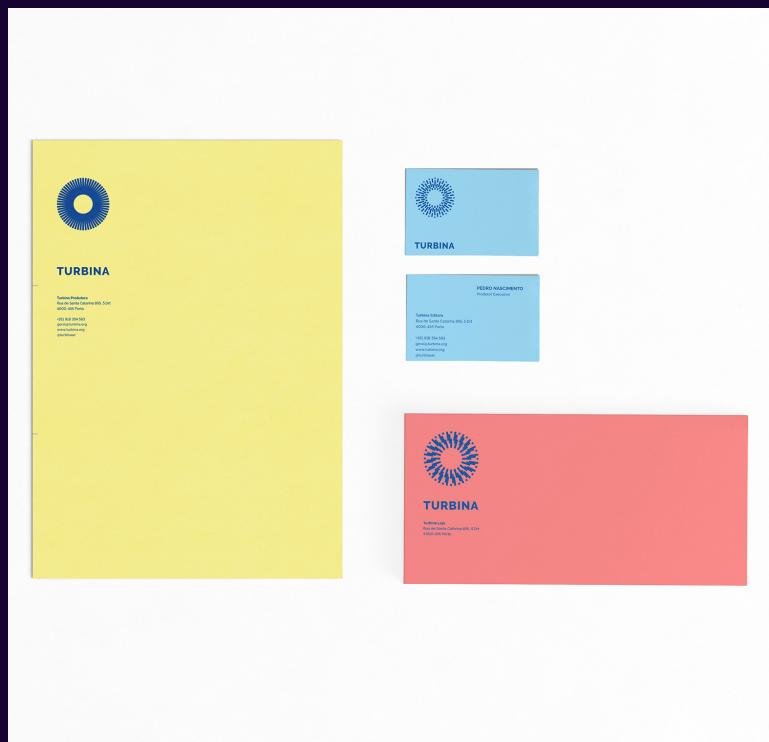
Decalspotters is a new-born news outlet specified in bringing coverage of motorsports' latest and past sponsorship deals and design material. Main communication comes from 2K-follower Twitter page and website with news and databases.

Its identity is based around crosshairs - a sign for the spotting of decals that are applied on racing vehicles, which represent sponsors that teams and organisations sign with for commercial and other benefits.

WEBSITE
TWITTER

TURBINA

05



TURBINA

05

2020

Branding

Turbina is an arts producer and publisher based in the heart of Porto, established in 2006 by Pedro Nascimento. The curator provides a platform that aims at the implementation of cultural projects in the various means of artistic creation, using minimalist resources and alternative languages.

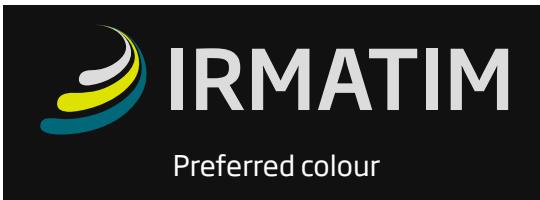
In the face of an ecological concern and the levelling of visual communication, the graphical stamp is reduced to its minimum. The aim is to reduce visual noise, both physically and digitally, always within the framework of the promotion of culture and the artistic aptitude of the artists representing Turbina, which belongs to a large cultural and artistic ecosystem network.

WEBSITE
INSTAGRAM

IRMATIM / IRMALEX

06

IRMATIM



Preferred colour



Colour reversed



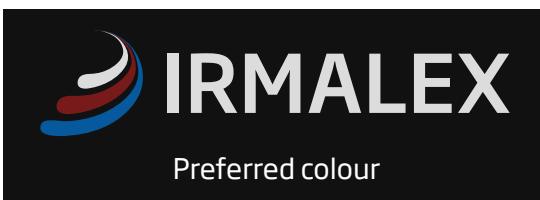
Alternative colour #1



Alternative colour #2



IRMALEX



Preferred colour



Colour reversed



Alternative colour #1



Alternative colour #2



IRMATIM / IRMALEX

06

2016

Branding

IRMATIM and IRMALEX, founded in 1991, are locksmith and steel services companies, respectively, located in Felgueiras, Portugal.

In 2016, the group were celebrating their 25th anniversary, expanding their globalization through South America.

The companies are represented by the three Martins brothers with their smiles represented in the icon in a dynamic movement - bringing them together as one with the client for the best solution.

WEBSITE
FACEBOOK

GRMELLI RACING

07



GRMELLI RACING

07

2020

Branding

Grmelli Racing is an American simracing team established in 2015. After finding success in open-wheel single-seater leagues, the team branched out to endurance racing, having competed in leagues like SFR, VMG and VISC.

To celebrate its 5 years since establishment, a rebrand was made in retro fashion, inspired by the design language of the mid-90s. A modified typeface was made for the wordmark.

BULGARIAN ENGINEERING

08



BULGARIAN ENGINEERING

08

2020

Branding

Bulgarian Engineering Racing Team (BERT) is a Bulgarian-based simracing team established in 2017, having competed in Grmelli Indy Series and Formula Pacific esports competitions.

A rebrand was needed to magnify the Bulgarian roots of the engineering team. The country's flag colours now are core to the team's identity, manifested from the wings that grow from the "B" for the shortened logotype, while keeping balance and steadiness in the main wordmark, including a cyrillic version.

GRMELLI INDY SERIES

09



GRMELLI INDY SERIES

09

2018

Art Direction

Grmelli Indy Series was a sim racing esport championship founded in 2014 and managed by MRTI Hub, which was focused on modified Indycar car racing.

The main event locates in the renowned Indianapolis Motor Speedway, which came as the focus of the championship's identity rebrand - representing the iconic track with a speedmark stylised wing, as well as applying a "heat" effect for the intense spirit of racing.

FORMULA HALF

10



FORMULA HALF

10

2017

Branding

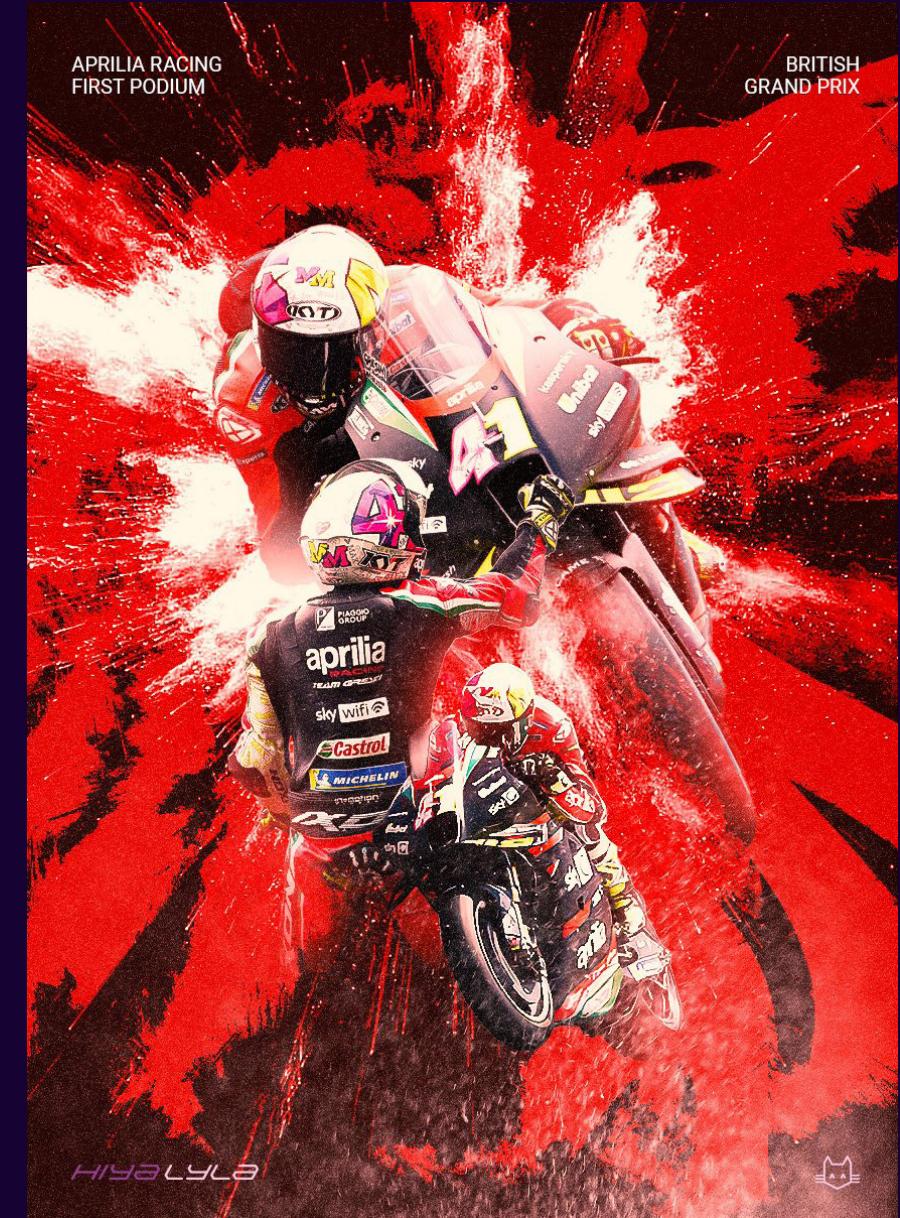
Formula Half (F1/2) was a sim racing esport championship inaugurated in 2017 by Julian Westley and Johannes Fundell, that focused on competition using historic F1 cars and an accurate race calendar.

After a season without an official branding language, Formula Half started its second instalment with the F1/2 mark being present around all virtual tracks and graphics.

Formula Half was succeeded by HRL - Historic Racing League, now including sportscars and modern-day F1.

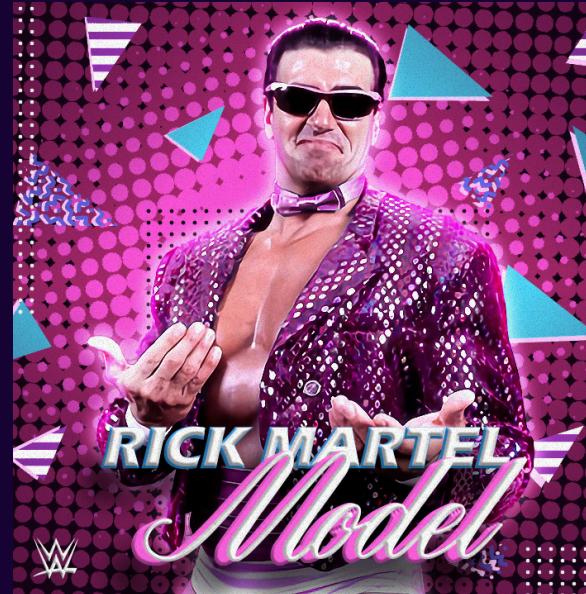
MISCELLANEOUS

11



MISCELLANEOUS

11



THANK YOU.



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