

# PORTFOLIO

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APRIL 2024

LISSA  
FLORES

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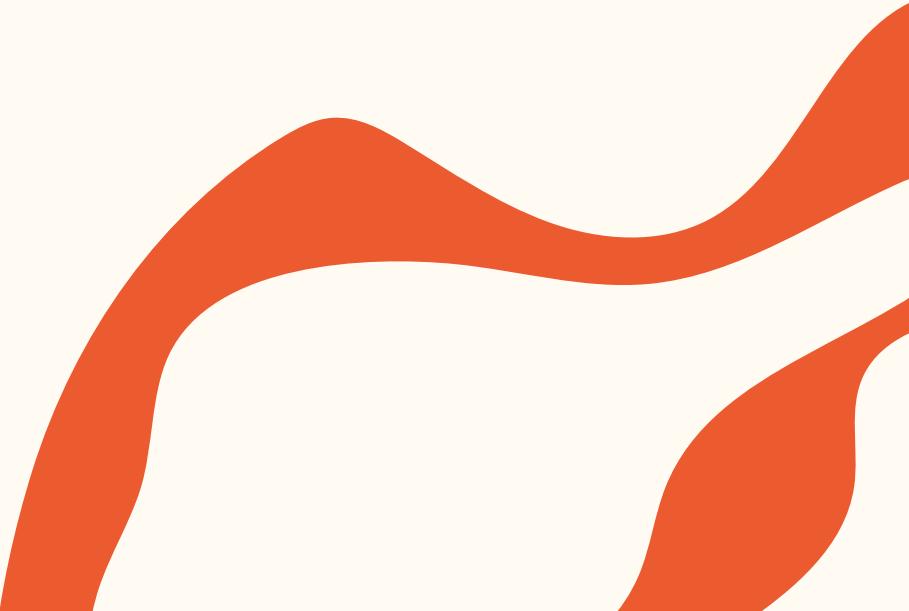
Contact:  
+1 561 921 7038  
[lissaflores@gmail.com](mailto:lissaflores@gmail.com)

# HI!

I'm Lissa Flores, a passionate creative consultant dedicated to transforming ideas into compelling realities. With a degree in Communication Studies from Florida Atlantic University, I've cultivated a diverse skill set spanning creative direction, social media marketing, branding, photography, and videography.

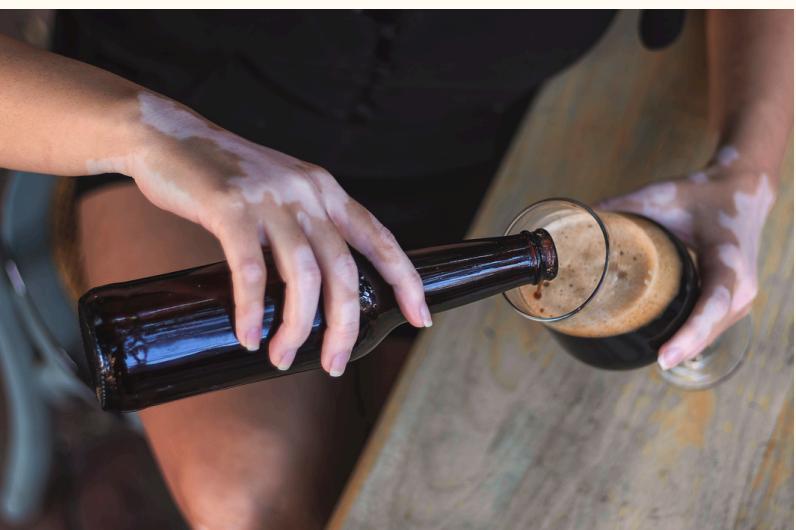
Grounded in a genuine love for the craft, I approach each project with a collaborative spirit, working closely with clients to understand their unique vision and goals. From conceptualization to execution, I leverage my expertise to breathe life into ideas, ensuring that every aspect of the project reflects the essence of your brand.

With collaborative creativity and a dedication to excellence, I strive to exceed your expectations, delivering results that resonate long after our work is done. Together, we'll craft something truly remarkable, setting your brand apart and leaving a lasting impact on your audience. Let's bring your vision to life and make it shine in today's competitive landscape.



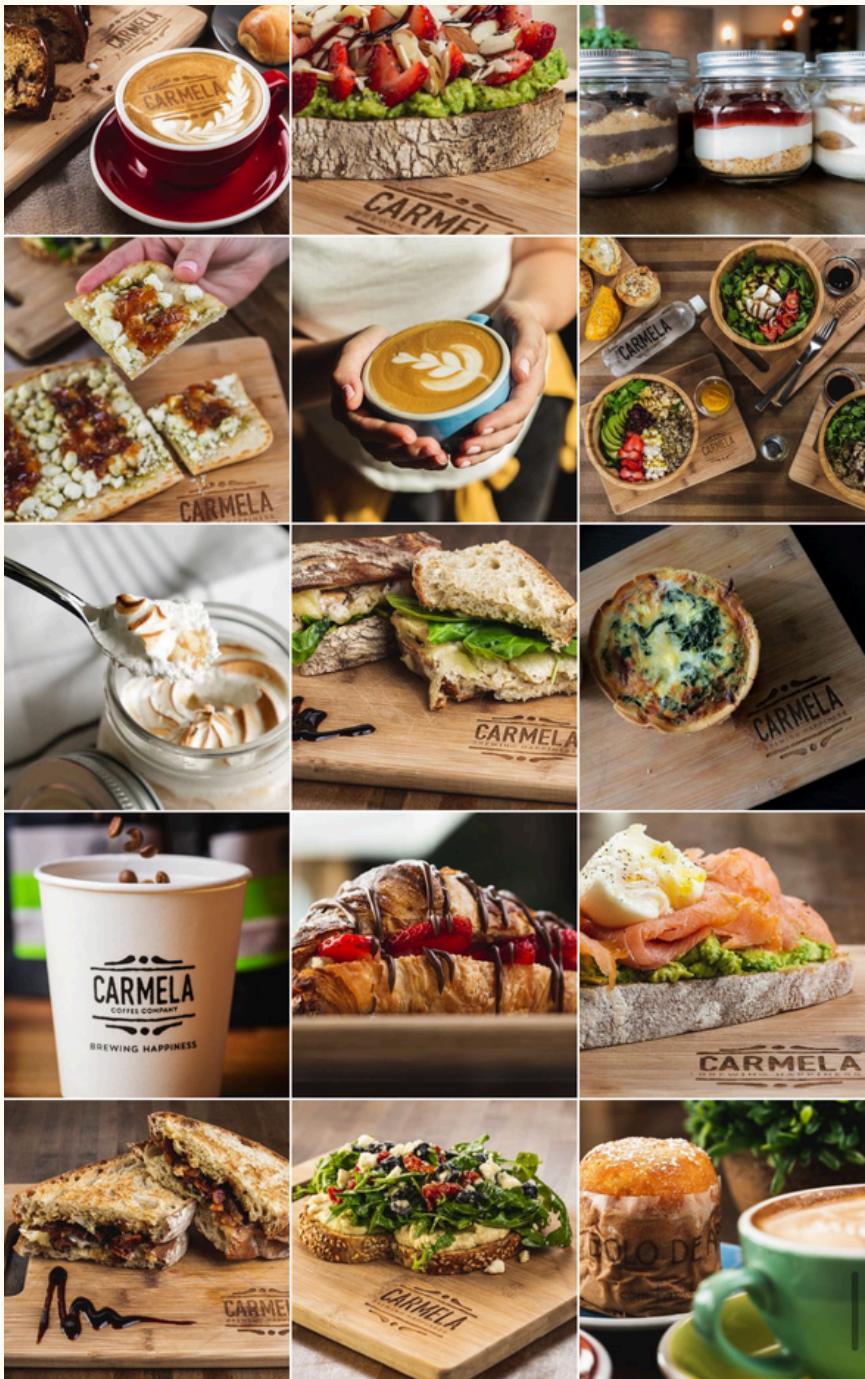
# CREATIVE DIRECTION

Hudson Taproom



# SOCIAL MEDIA

# Carmela Coffee Company



# SOCIAL MEDIA

Carmela Coffee Company



# BRAND DEVELOPMENT

# shy capybara

## COLOR PALETTE



## FONTS

Aa

DM SANS

AA BB CC DD EE FF GG HH II JJ KK  
LL MM NN OO PP QQ RR SS TT UU  
VV WW XX YY ZZ

Aa

DM SANS

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz

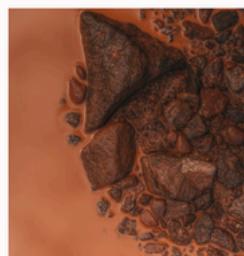
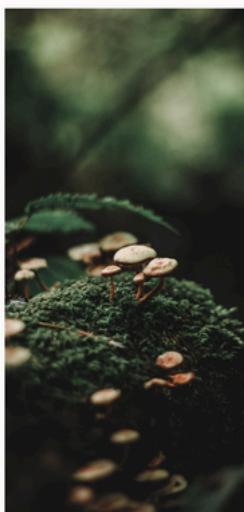
## LOGO OPTIONS

shy capy



shy capybara

## MOODBOARD



# BRAND DEVELOPMENT



## Font Guide

**Aa**

**Quincy**

Aa Bb Cc Dc Ee Ff Gg Hh ii Jj Kk  
Kl Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
1234567890.,?

**Aa**

**Garet**

Aa Bb Cc Dc Ee Ff Gg Hh ii Jj  
Kk Kl Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
1234567890.,?

## Font Application

**Heading Title**

**Sub Heading**

*Lore ipsum dolor sit amet, consectetur adipiscing elit.  
Donec quis erat et quam iaculis faucibus at sit amet nibh.  
Vestibulum dignissim lectus in ligula rhoncus, et bibendum  
risus dictum.*

## Color Palette



#A96E73



#FDEFEF



#D1A29F



#FC8FA7



#FCCDD4

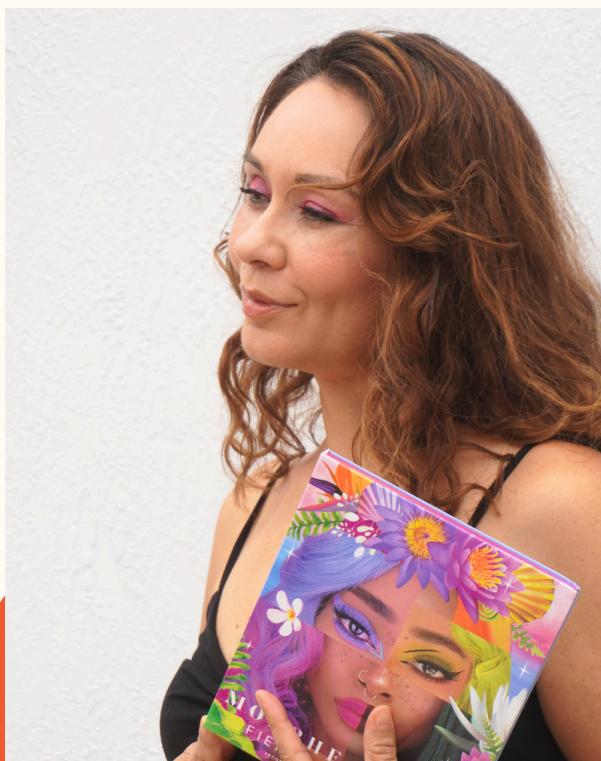
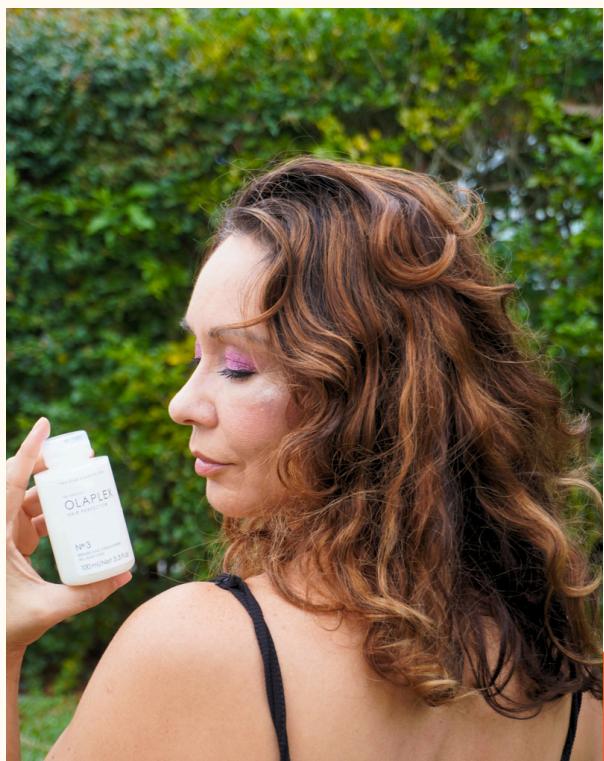


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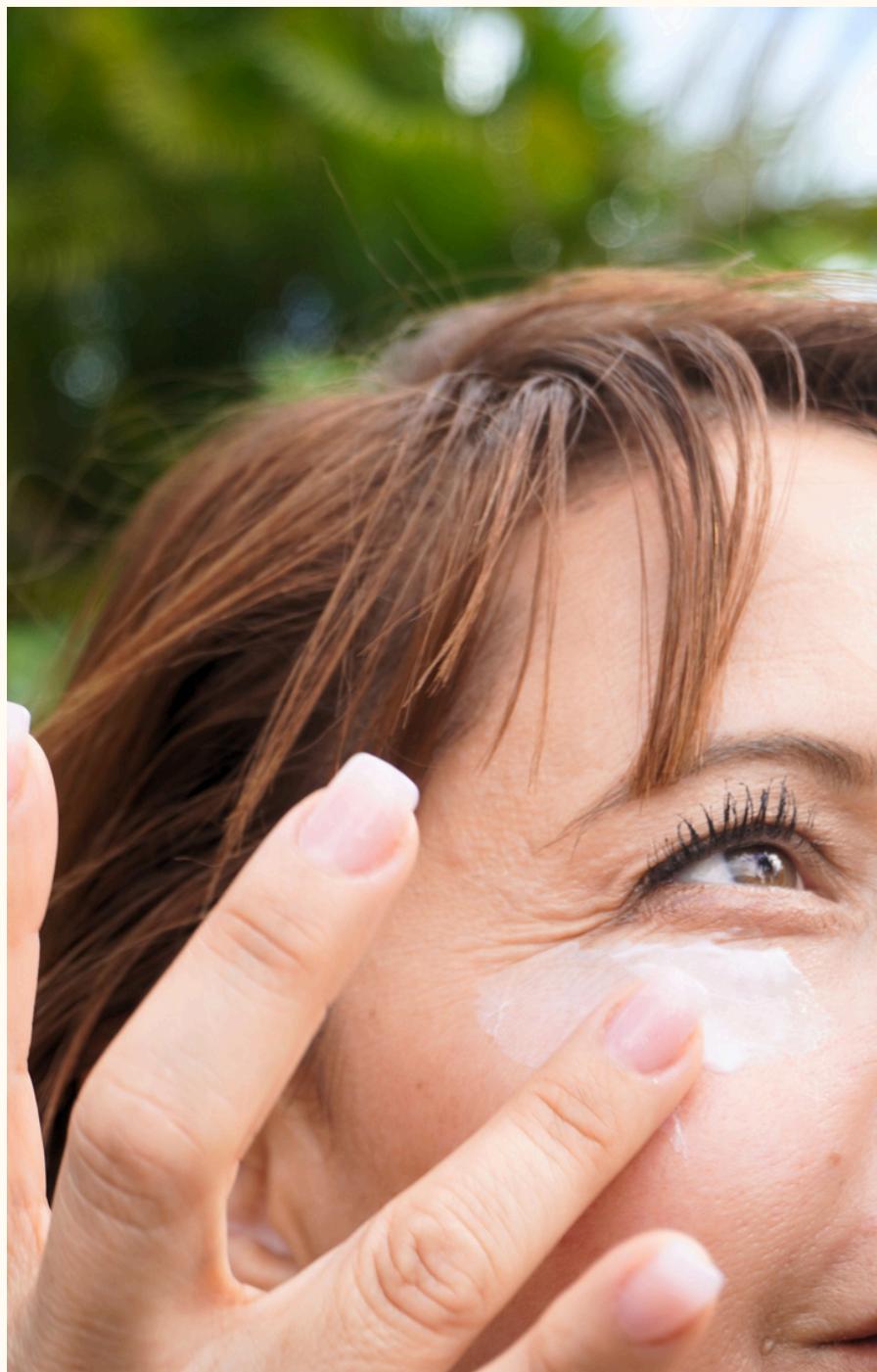
## moodboard



# PHOTOGRAPHY



# PHOTOGRAPHY



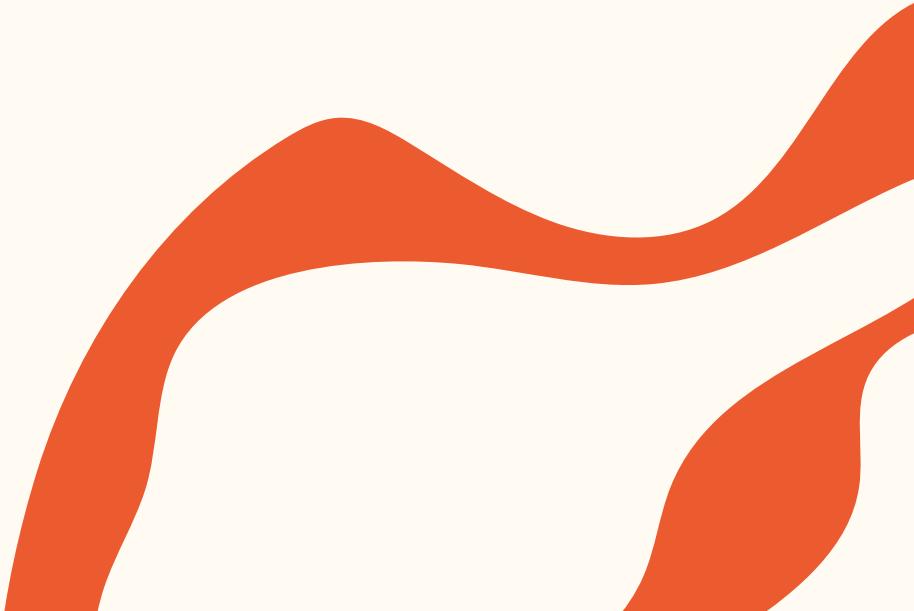
# VIDEOGRAPHY

click on the links below to watch:

[byte & coffee](#)

[mystic coffee](#)

[carmela coffee](#)



Reach out to me at +1 561 921 7038 or  
[111lissaflores@gmail.com](mailto:111lissaflores@gmail.com) and I'll be more than  
happy to discuss how we can work together  
to bring your creative vision to life.

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