

MCS

# DESIGN PORTFOLIO



MIGUEL CASADO

# BBVA REBRAND

BBVA is more than a bank. We are at a pivotal point of transformation bringing the age of opportunity to everyone. For that reason, we created an identity that reflects our commitment to innovation, our unified position in the marketplace, and the promise we offer to our customers.

Three important decisions at the beginning of the project that set the tone and direction of the overall identity.

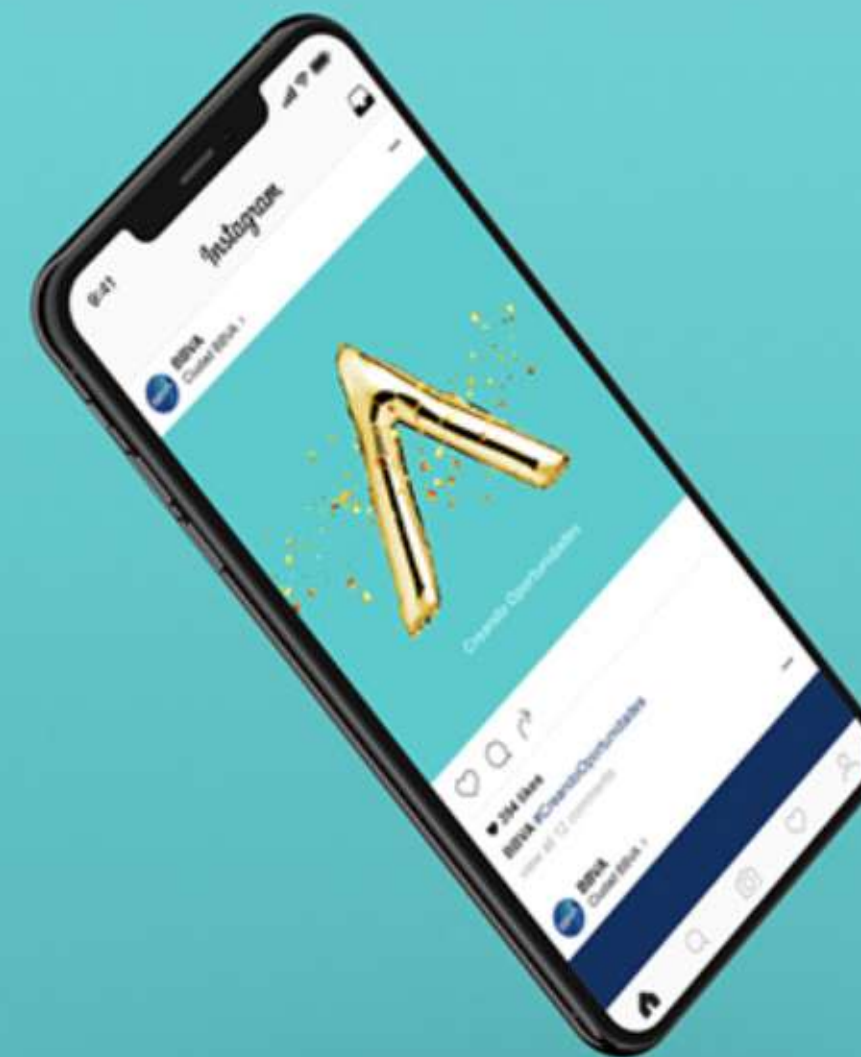
**This should feel like a revolution, not an evolution.**

**Invest in our wormark, not a new symbol.**

**We want this to symbolize opportunity.**

A team of internal BBVA designers collaborated with our partners at Landor London to design the new logo design. Then, we created a brand system to complement the new identity. To emphasize the ideas of opportunity and ascension, we infused two concepts into every decision across the design system: **light and elevation.**

# BBVA



Open Innovation, la  
conexión de BBVA con  
el ecosistema 'fintech'



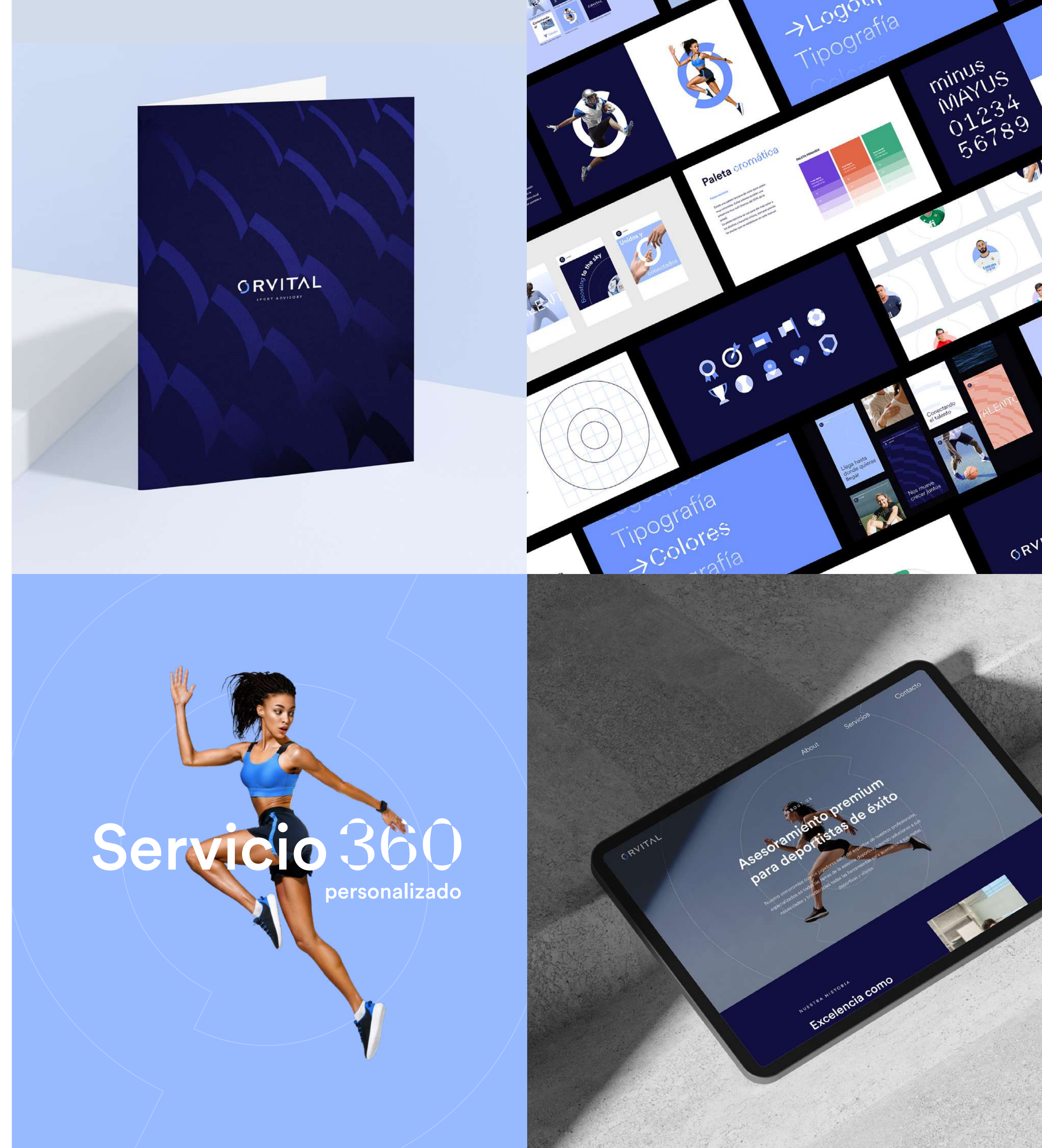


# ORVITAL BRANDING

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam



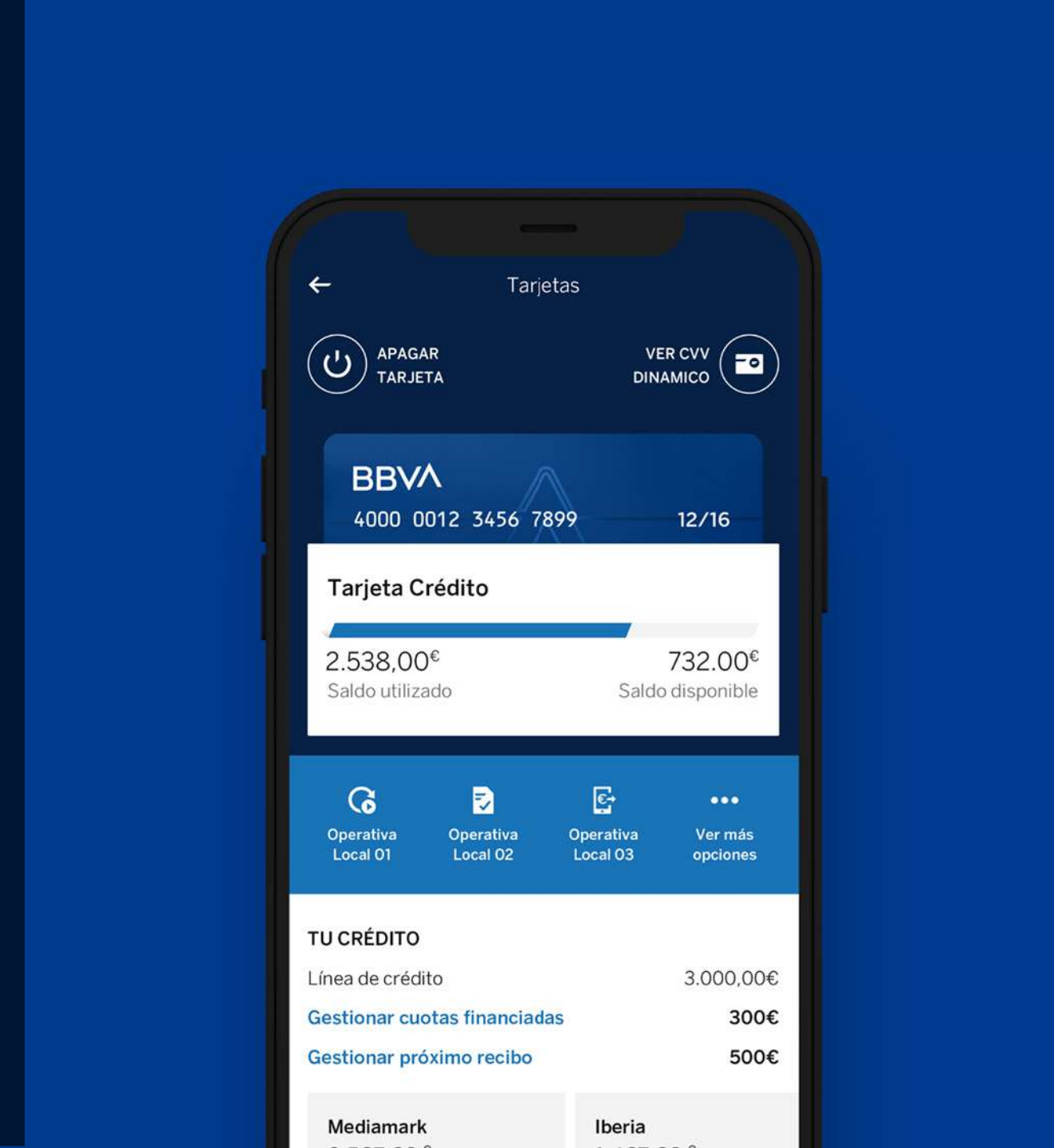
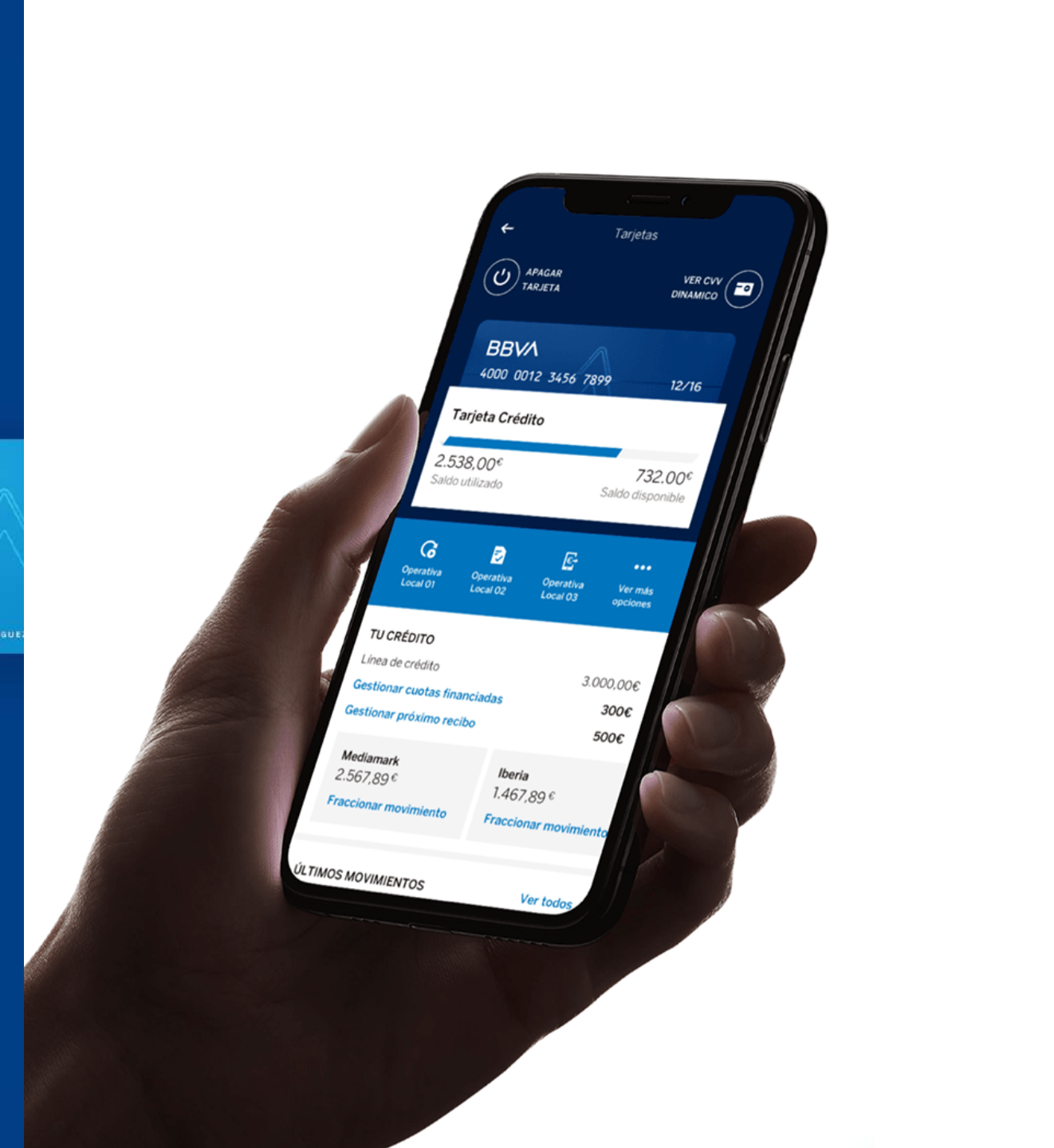
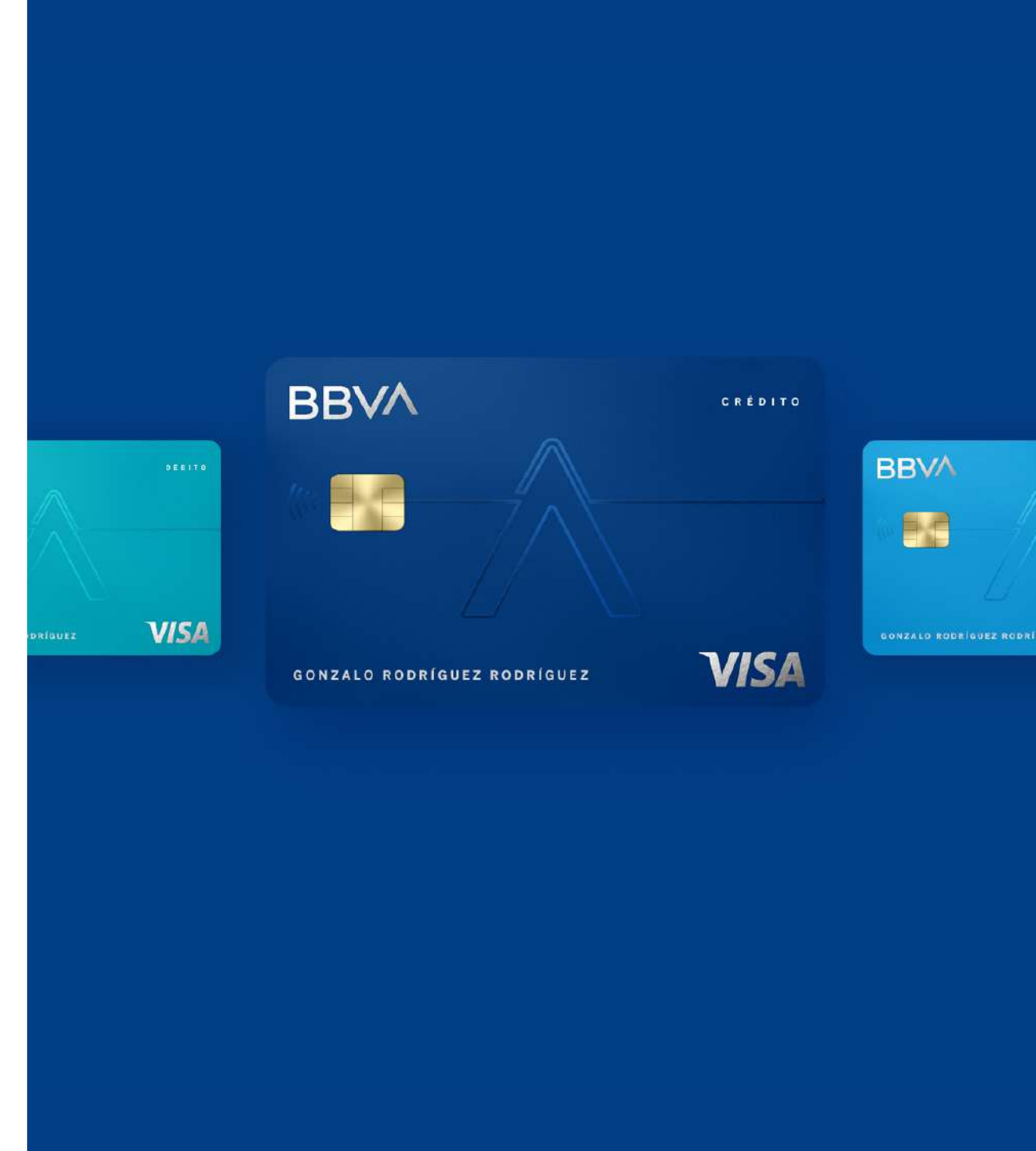


# BBVA AQUA

BBVA Aqua is the new worldwide payment experience of BBVA.

With a completely new method of payment, this is the safest credit card ever created. No personal data. Sustainable materials. Sexiest than ever.

To create this feature, we analysed the costumer journeys during the BBVA Cards' interactions, with the objective of detecting opportunities aimed at improving the payment experience.



# HUXFY APP

Huxfy is the social network that focus in new talents who want to connect with the world of music.

## MANIFEST

**Discover. Connect. Enjoy.**

Huxfy app gives costumer the possibility of discover new talents, connect with them and follow enjoyably their steps.

## DESIGN PRINCIPLES

Eficiente. Empoderado. Transparente.

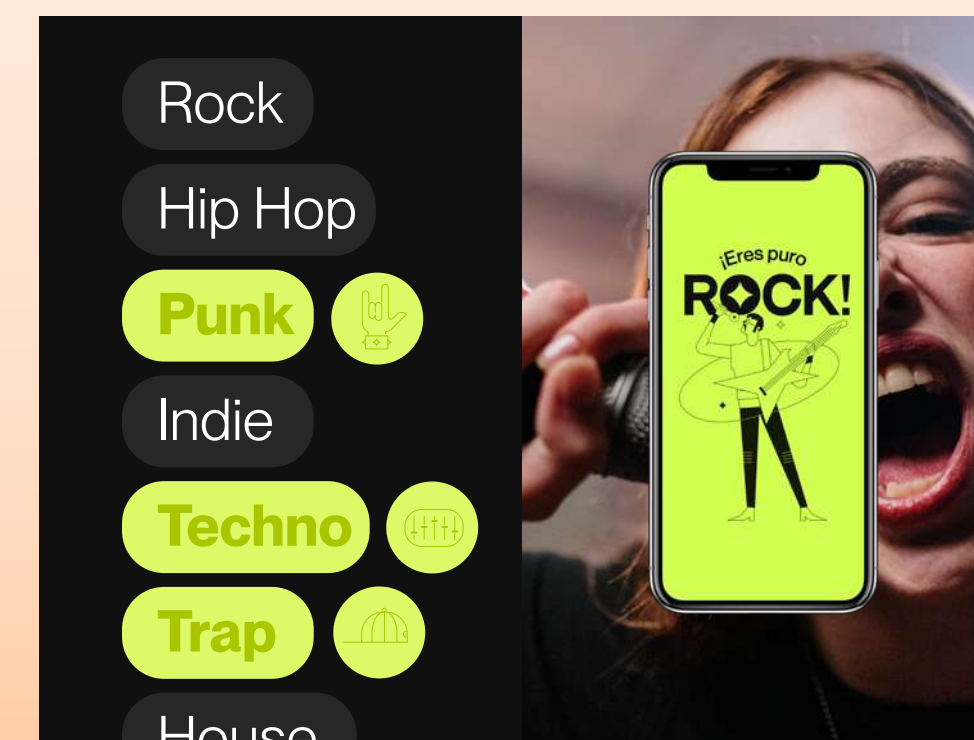
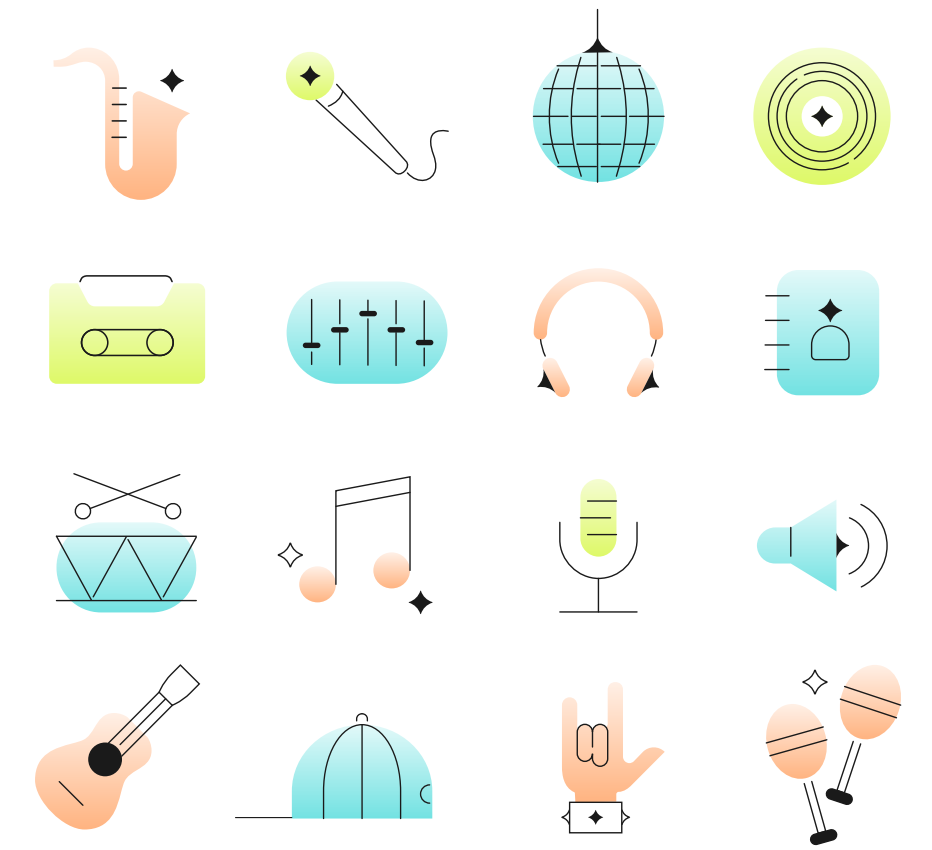
## FUNCTIONALITIES

Discover new talents.

Interact with them watching reels.

Follow their paths.

Self-promotion for the artists.





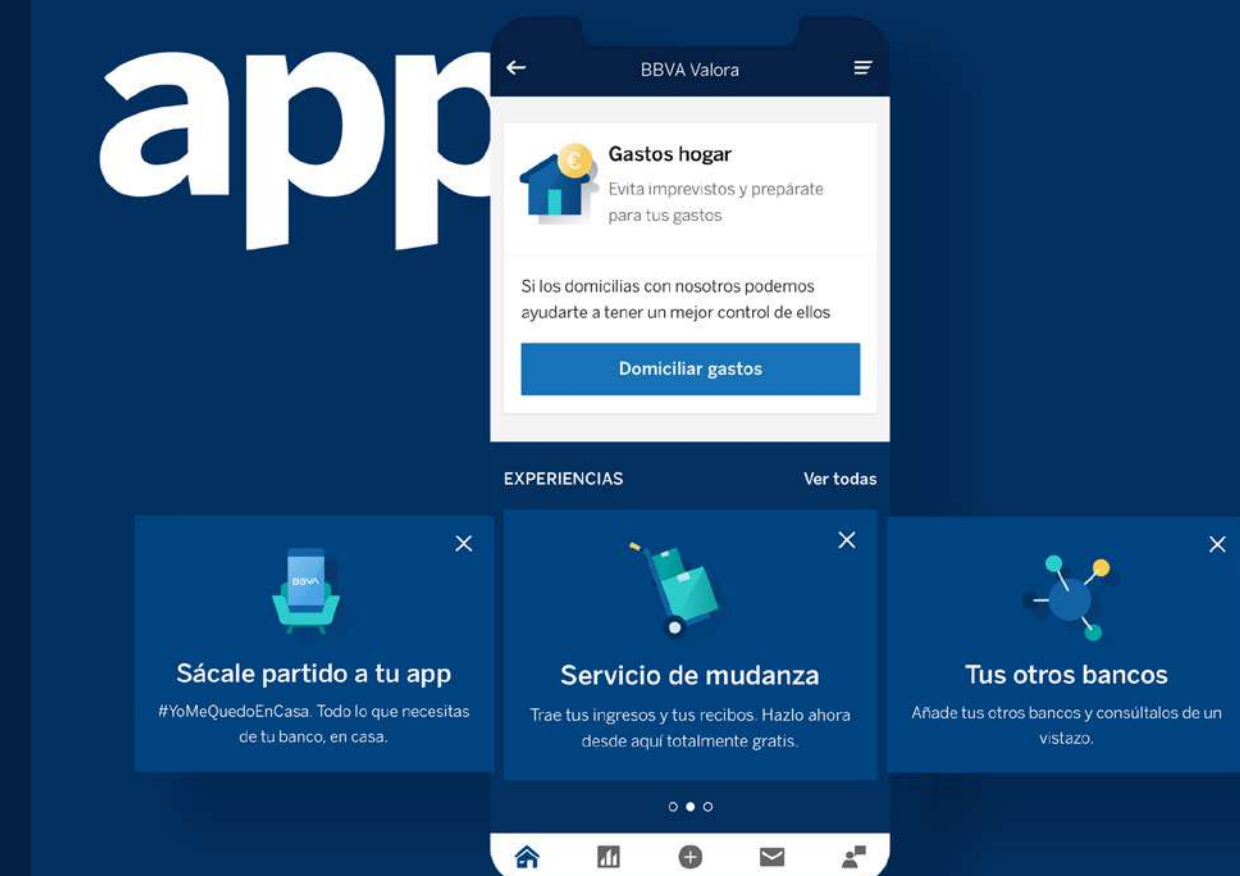
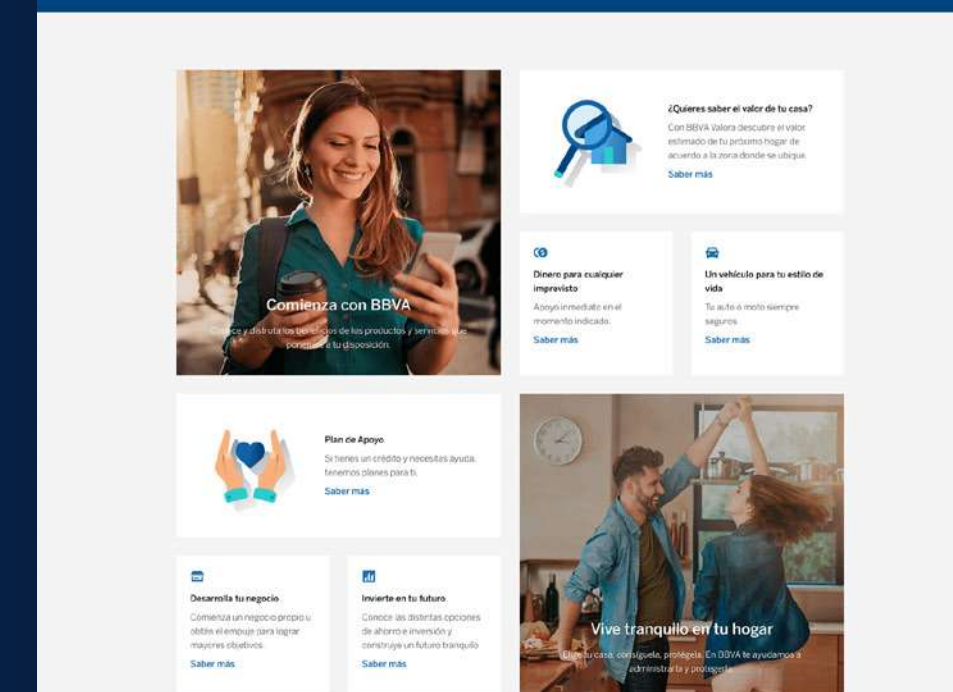
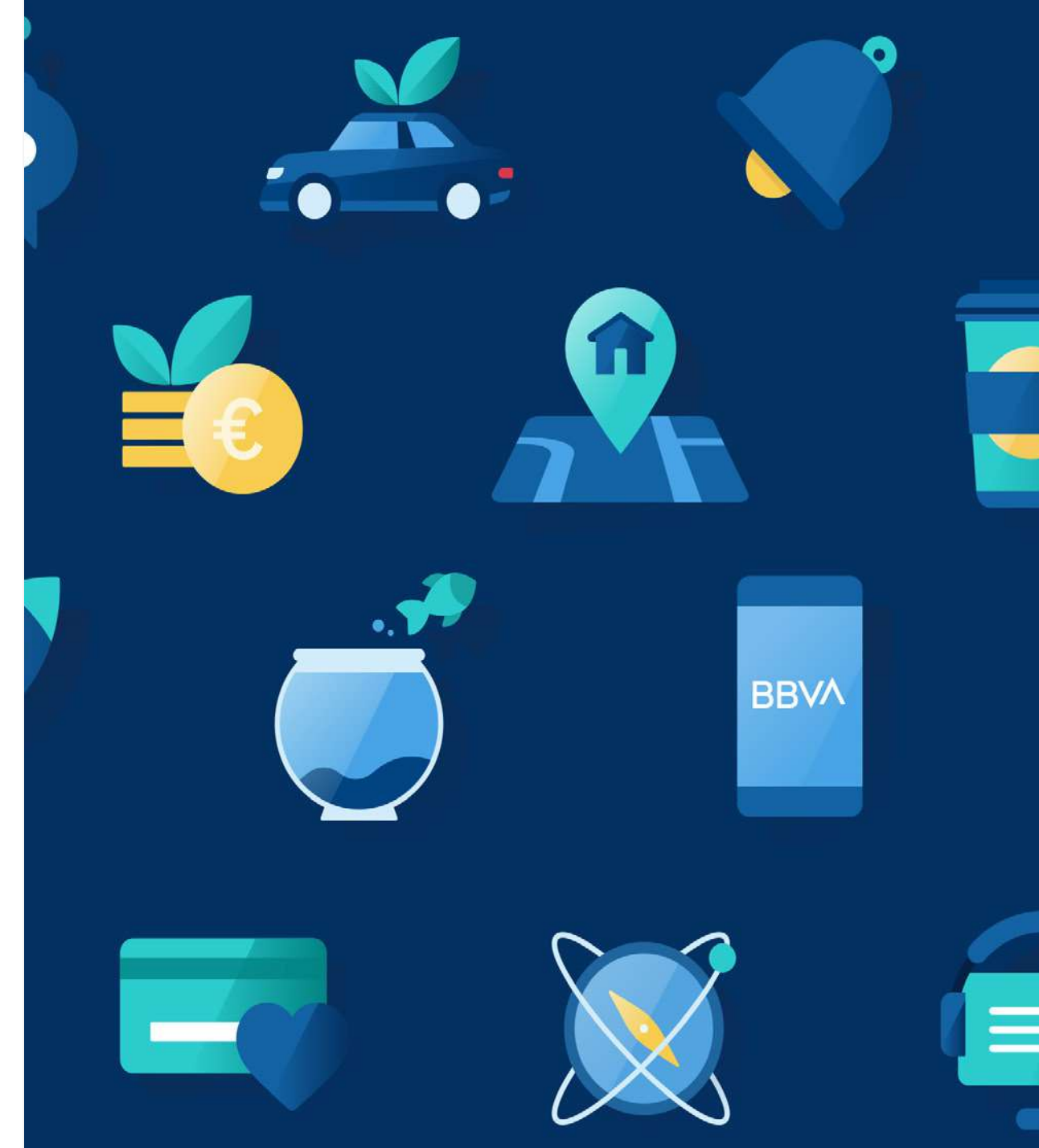
# BBVA

## MICRO ILLUSTRATIONS

The new BBVA's micro illustrations are simpler, more homogeneous in color and represent our concept of light. The help to explain metaphors and actions complex.

This asset works as support, avoiding saturate the composition or remove prominence to others key elements.

They convey concepts and metaphors complex, create explanations didactics and serve to reduce the text of our pieces.

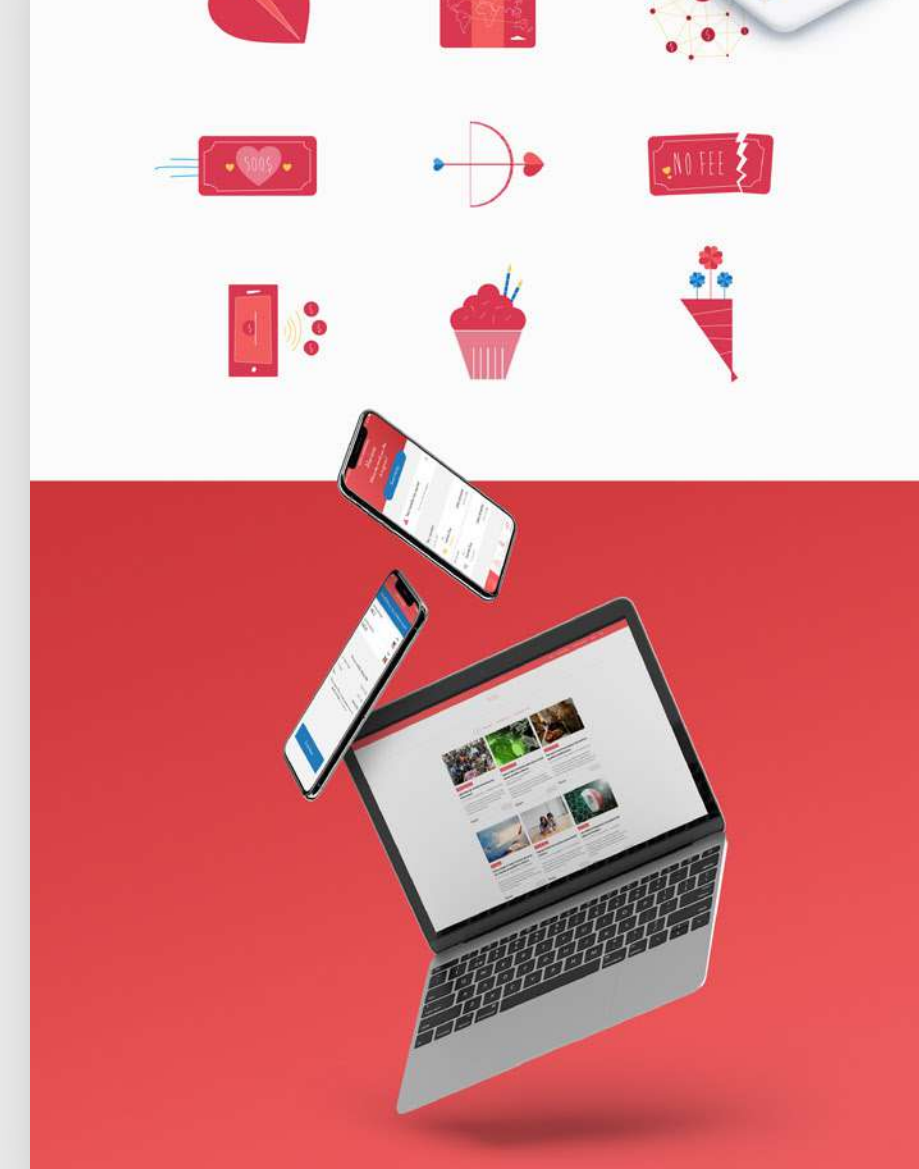
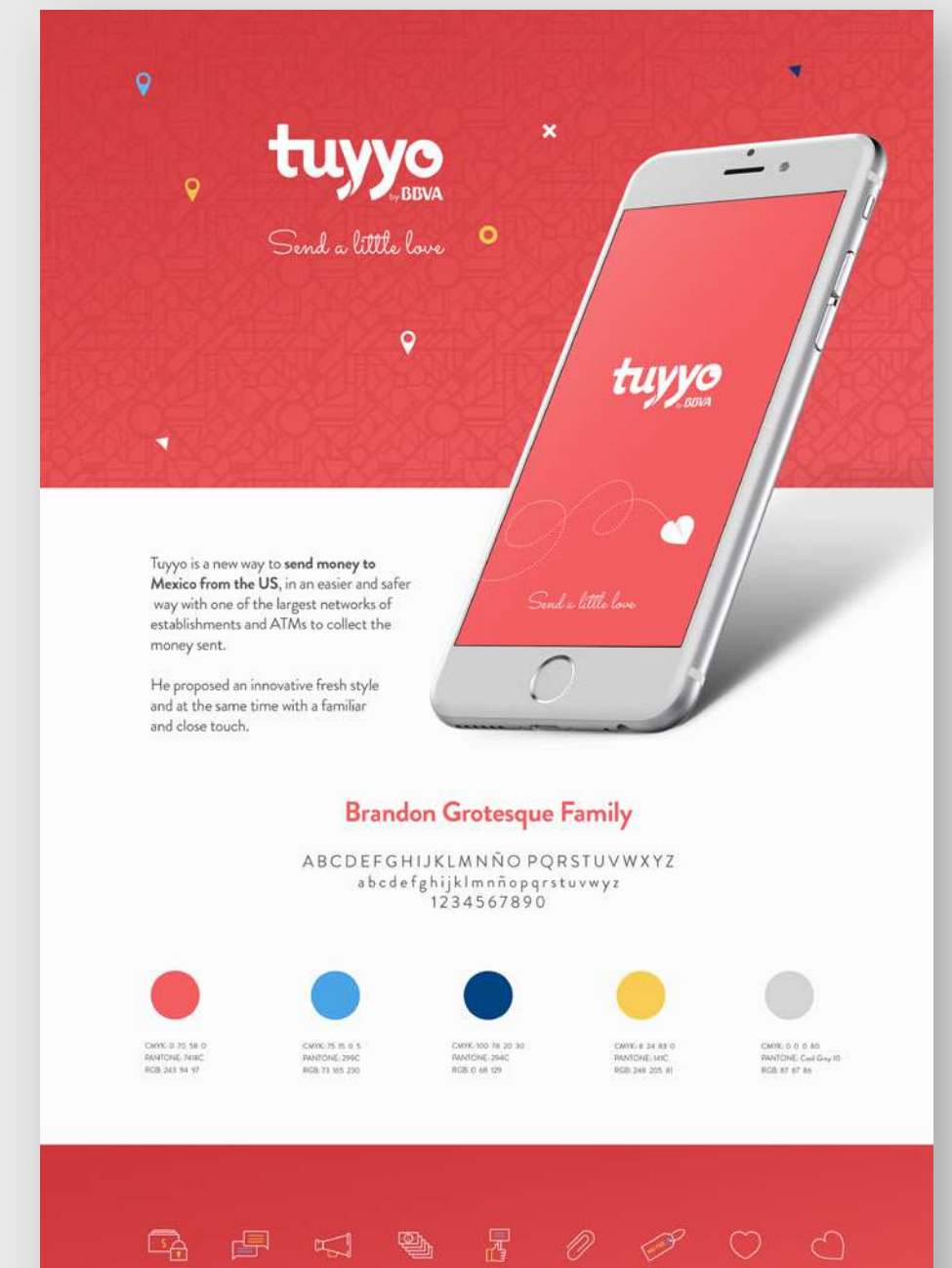




# TUYYO BRANDING

Tuyyo is a new way to send money to Mexico from the US, in an easier and safer way with one of the largest networks of establishments and ATMs to collect the money sent.

The app proposed an innovative fresh style and at the same time with a familiar and close touch.



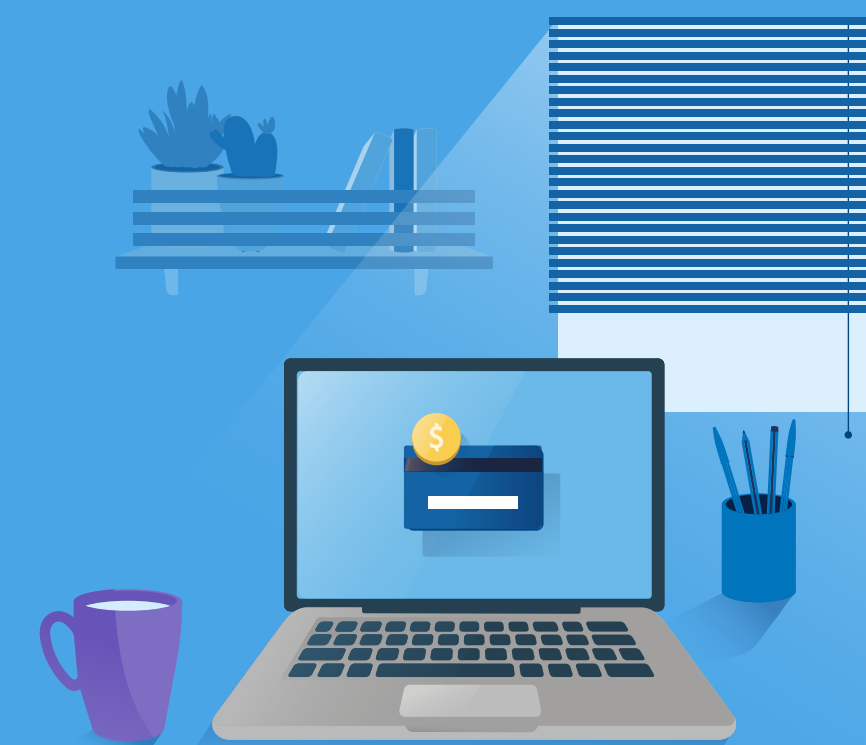


# BBVA ILLUSTRATIONS

In these times of global change, technology has given people the power to choose. At BBVA we want to bring the opportunities of this new era to everyone, creating an illustration style centered on people.

The composition technique used is vectorial and consists of blocks of flat color from the corporate range. Construction details have been simplified to make both static and animation creation simple and natural.

Simplification will play an important role in scene composition. Only the elements needed to identify the context in which the action takes place will be represented.





# BBVA ASCENDER

## Opportunities are everywhere.

The letter A of BBVA's logo is named 'Ascender'. It is one of the most relevant elements of the identity of BBVA and it represents the opportunity. Three years after the BBVA rebranding, we add this new brand asset to the identity of BBVA.

Under the concept of 'Opportunities are everywhere; we help you achieve them.' BBVA now presents the 'Ascenders' catalogue, that reinforce the BBVA purpose.

