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DESIGN PORTFOLIO



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.

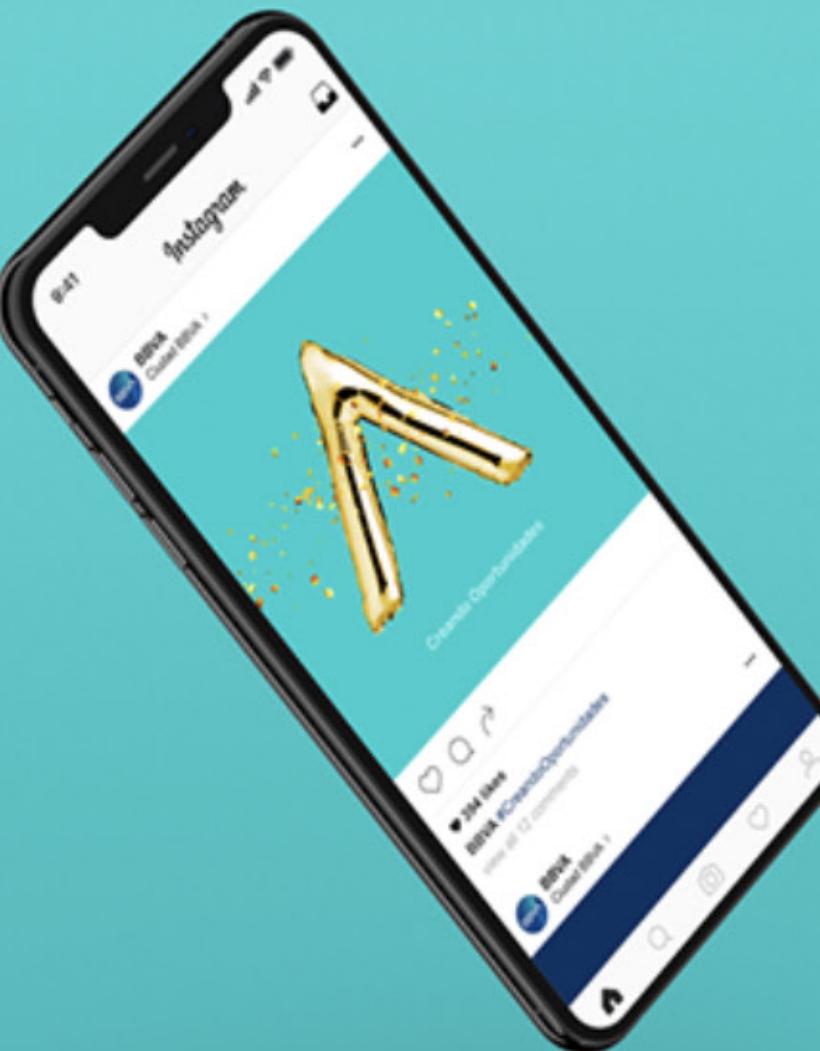
Invest in our wormark, not a new symbol.

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 compliment 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**.

[View case study](#)

BBVA



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

Queremos unir a los emprendedores a esto, apoyarlos a las "startups" más prometedoras para acelerar la innovación.



ORVITAL BRANDING

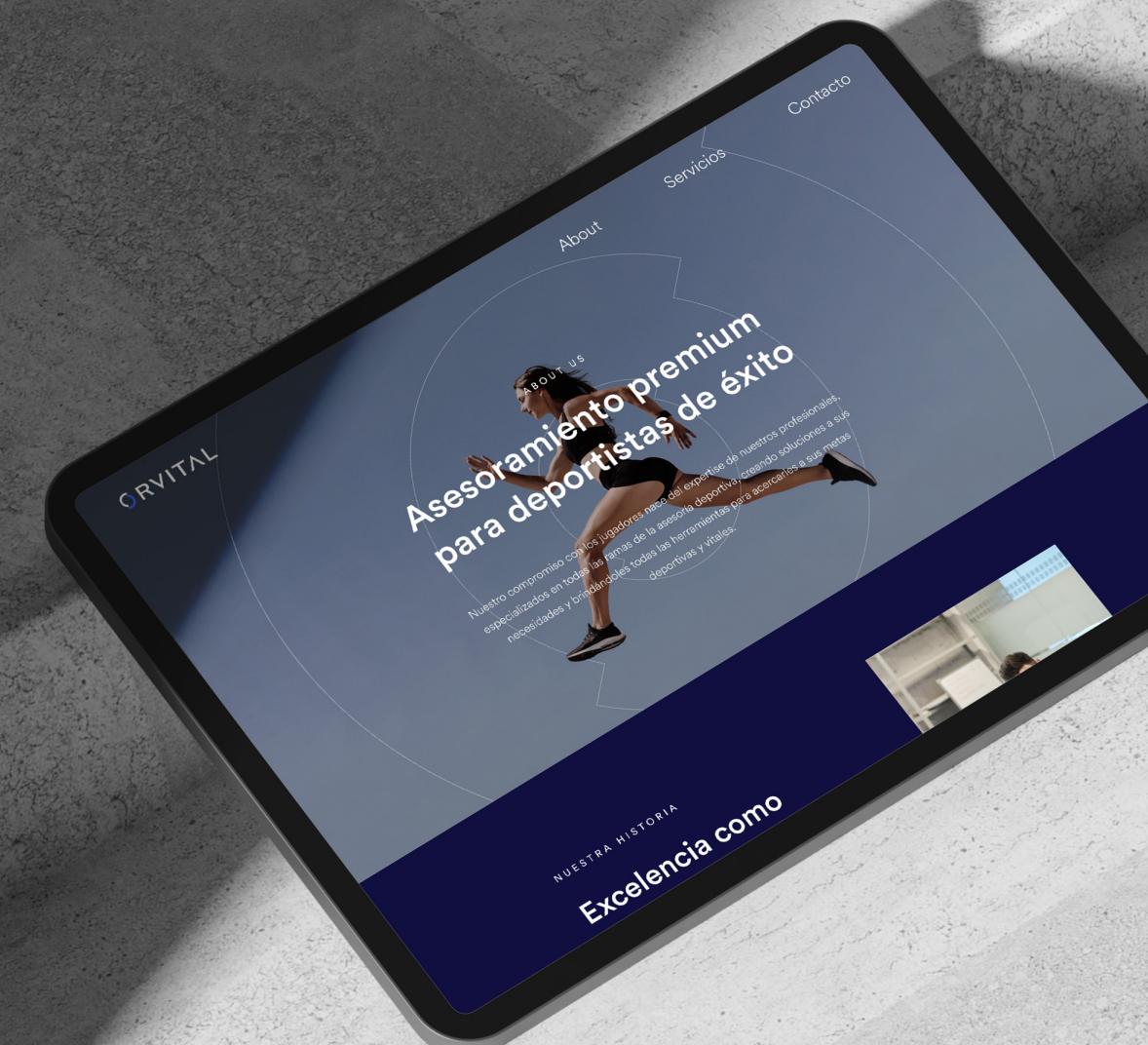
Connecting talent

Orvital was born as a sport agency that acts as a connector between athletes and professionals, with the aim of changing the way things are done in the players' agents sector.

After a thorough analysis of the brand, we work on create a brand strategy, a brand personality and a positioning territory that would connect its value; trust and transparency. Focusing on athletes, on gaining their trust so that they focus on doing their work.

We also created a visual identity based on the concept of orbits that connects people. The new design system is inspired by this idea of connection, using the round form that orbits have, as key element. We worked on all the assets that conform the visual identity: logo, colour palette, typography, layout, pictograms.

Coming soon



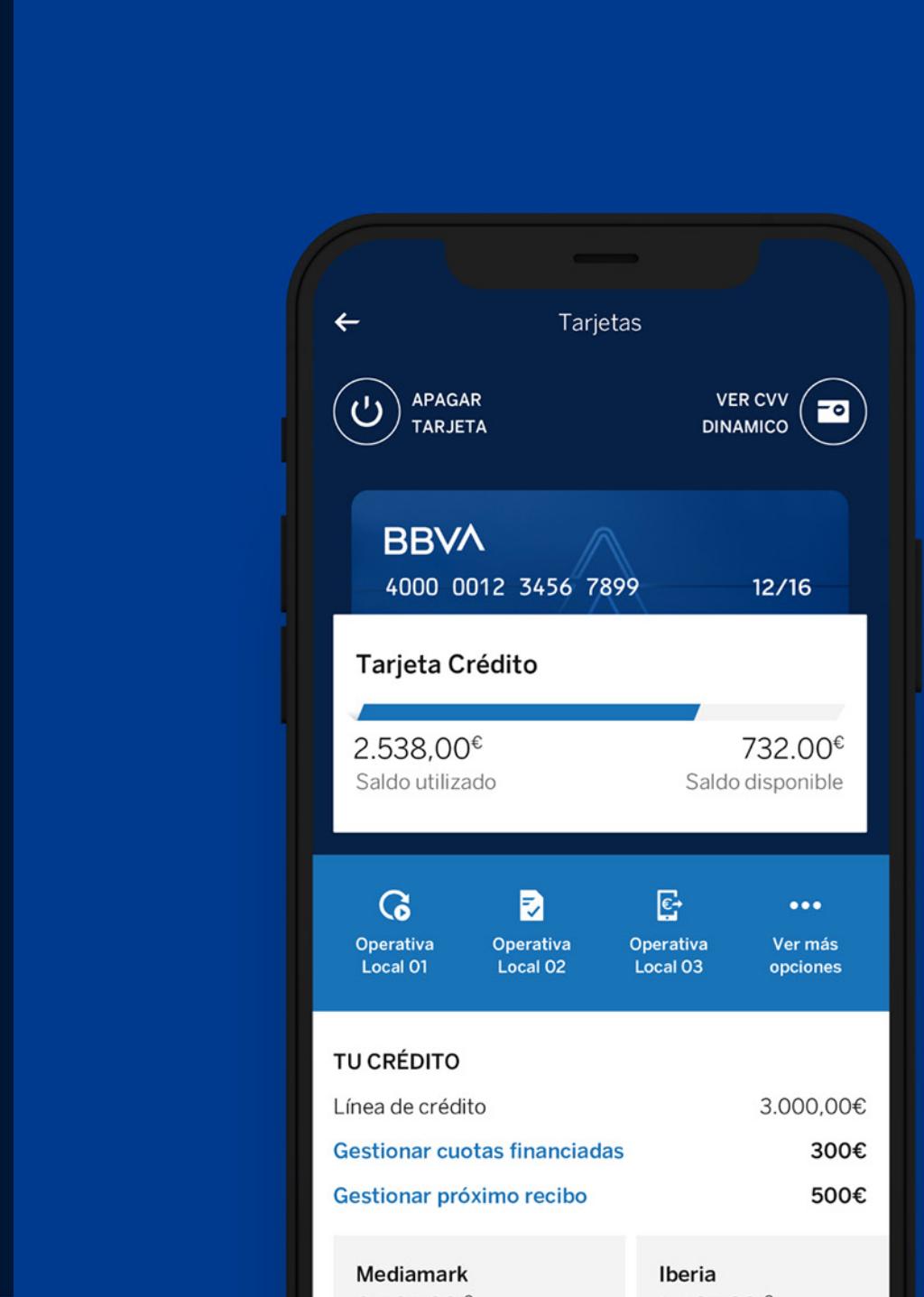
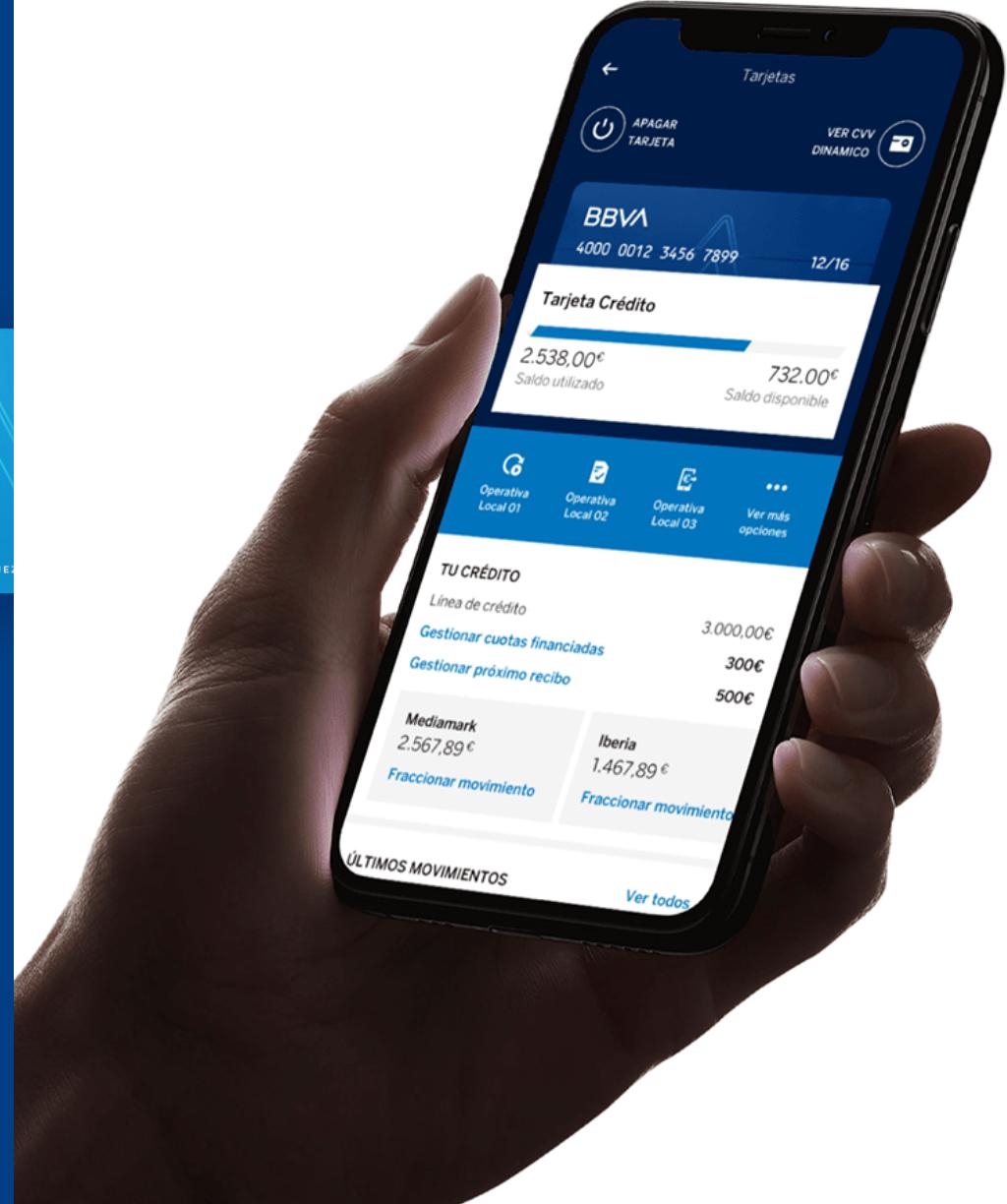
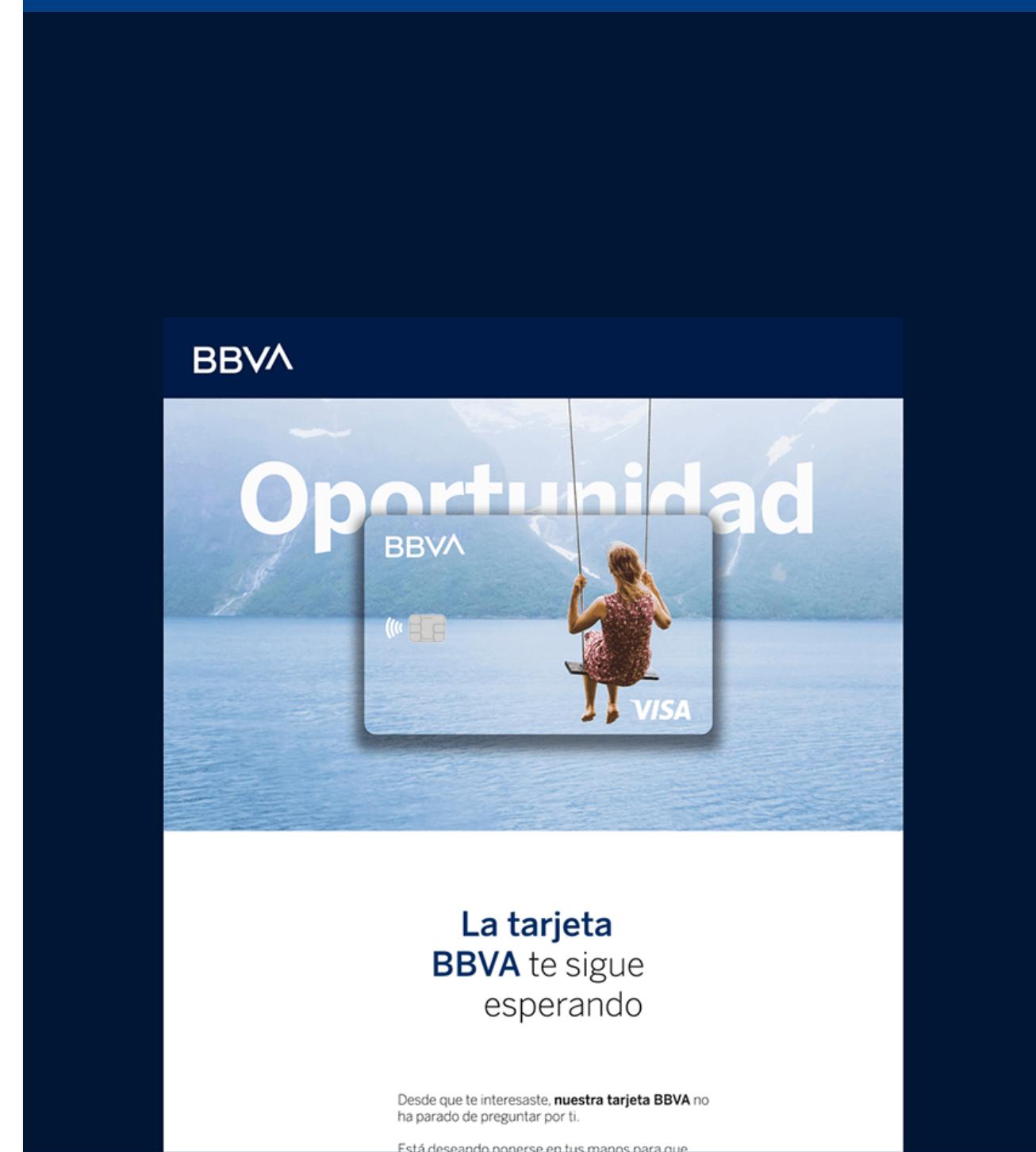
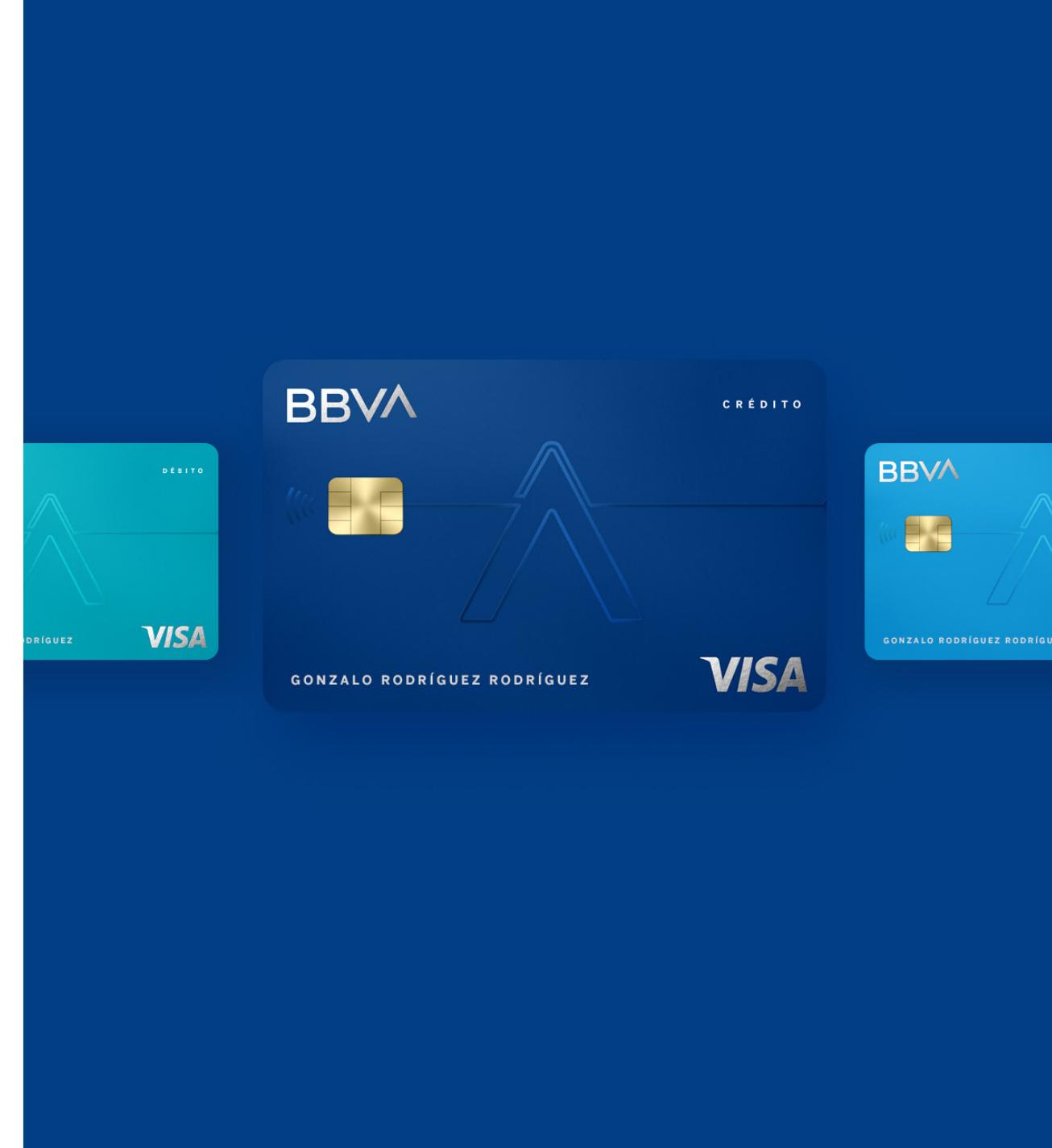
BBVA AQUA

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 analised the costumer journeys during the BBVA Cards' interactions, with the objective of detecting opportunities aimed at improving the payment experience.

[View case study](#)



HUXFY

APP

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

M A N I F I E S T

Discover. Connect. Enjoy.

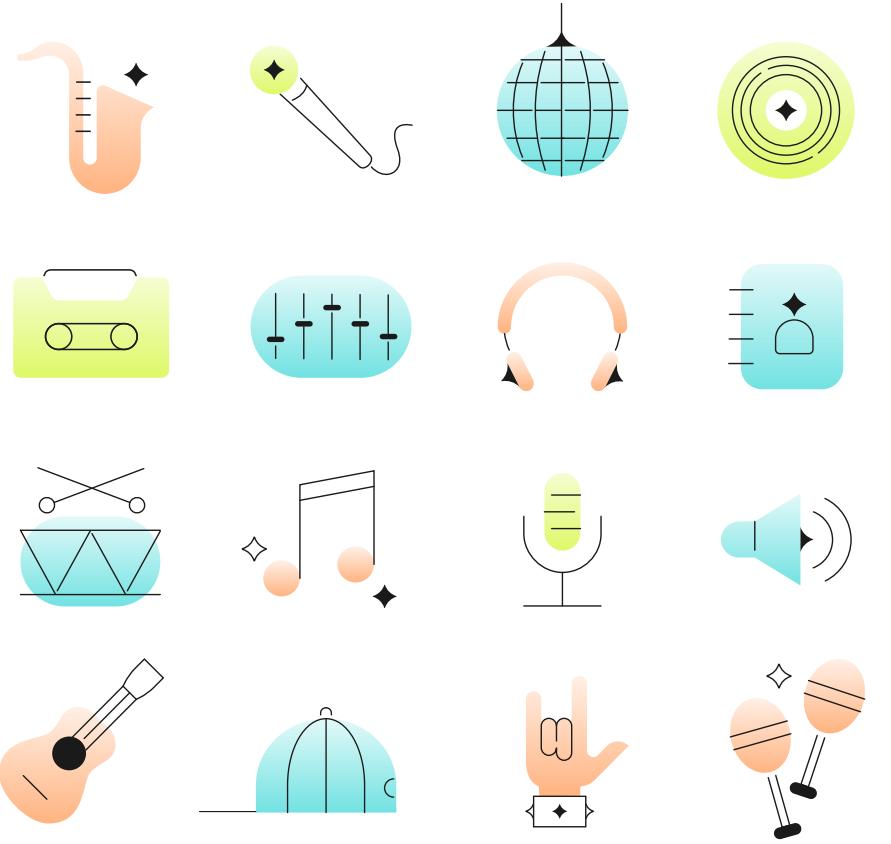
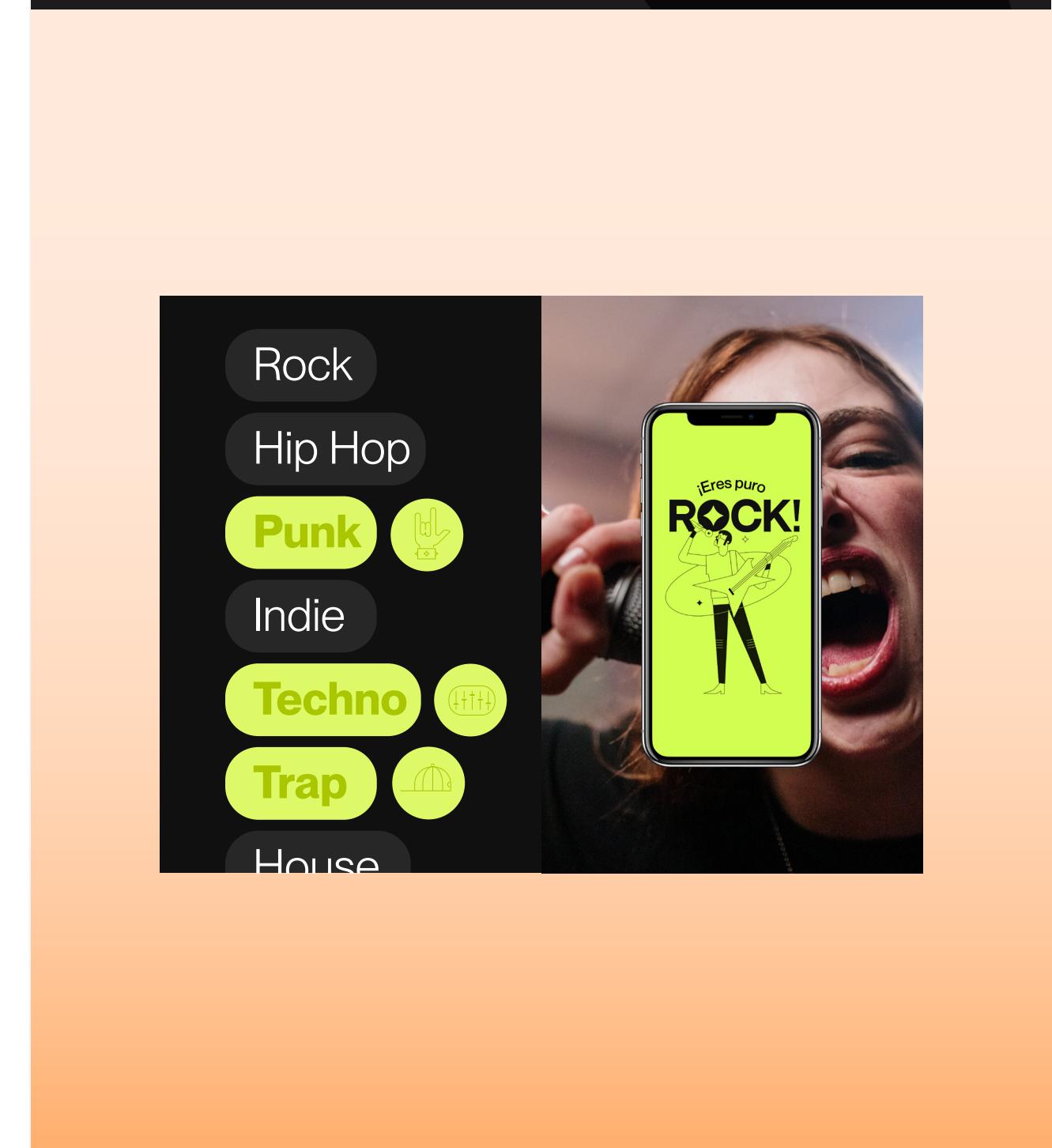
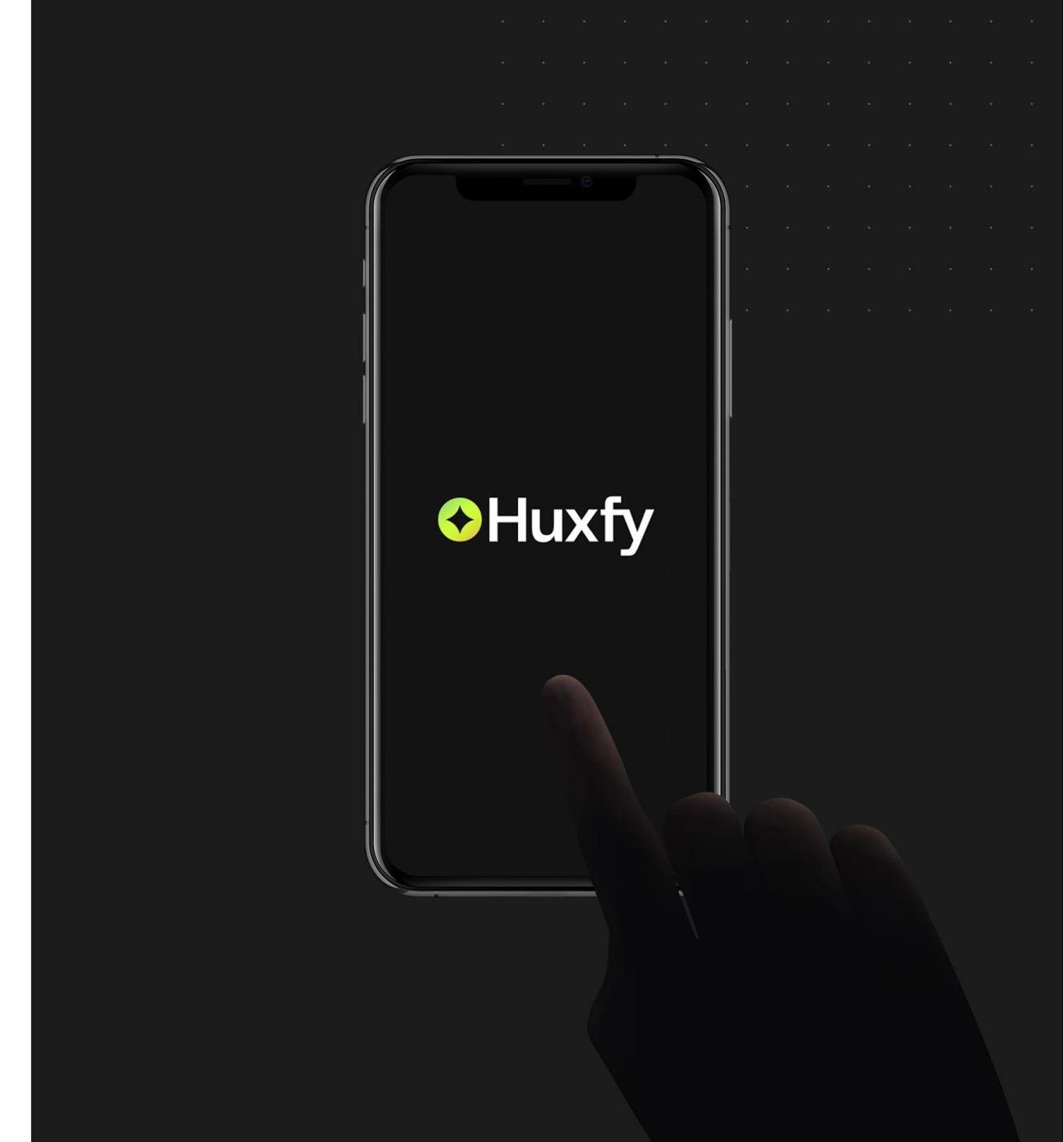
Huxfy app gives costumer the possibility of discover new talents, connect with them and follow enjoyably their steps.

D E S I G N P R I N C I P L E S

Eficiente. Empoderado. Transparente.

F U N C T I O N A L I T I E S

Discover new talents.
Interact with them watching reels.
Follow their paths.
Self-promotion for the artists.

[View case study](#)[Test prototype](#)

BBVA

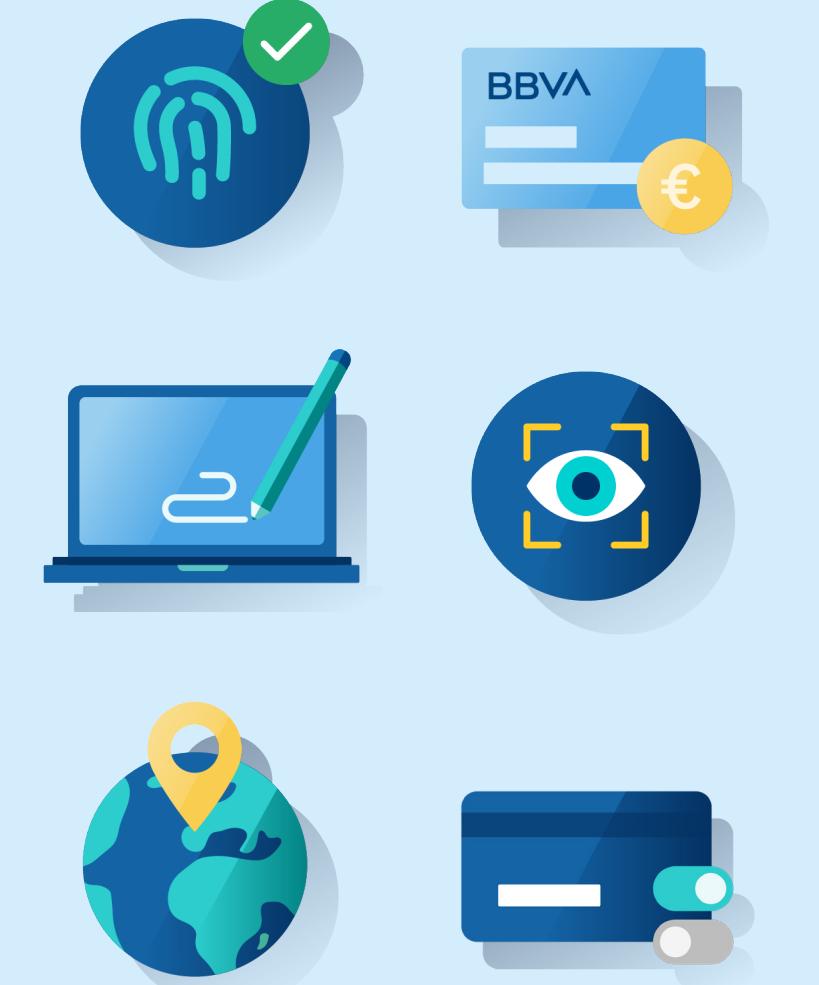
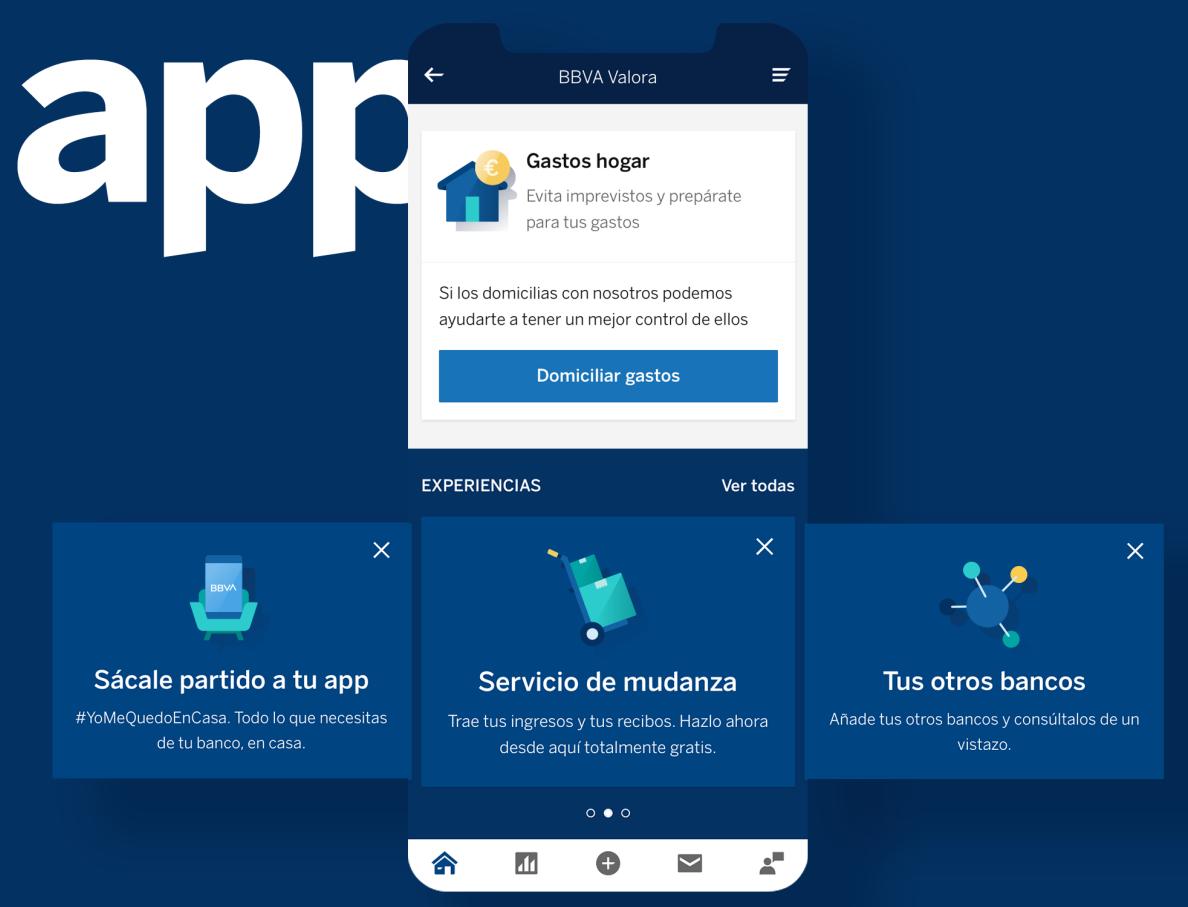
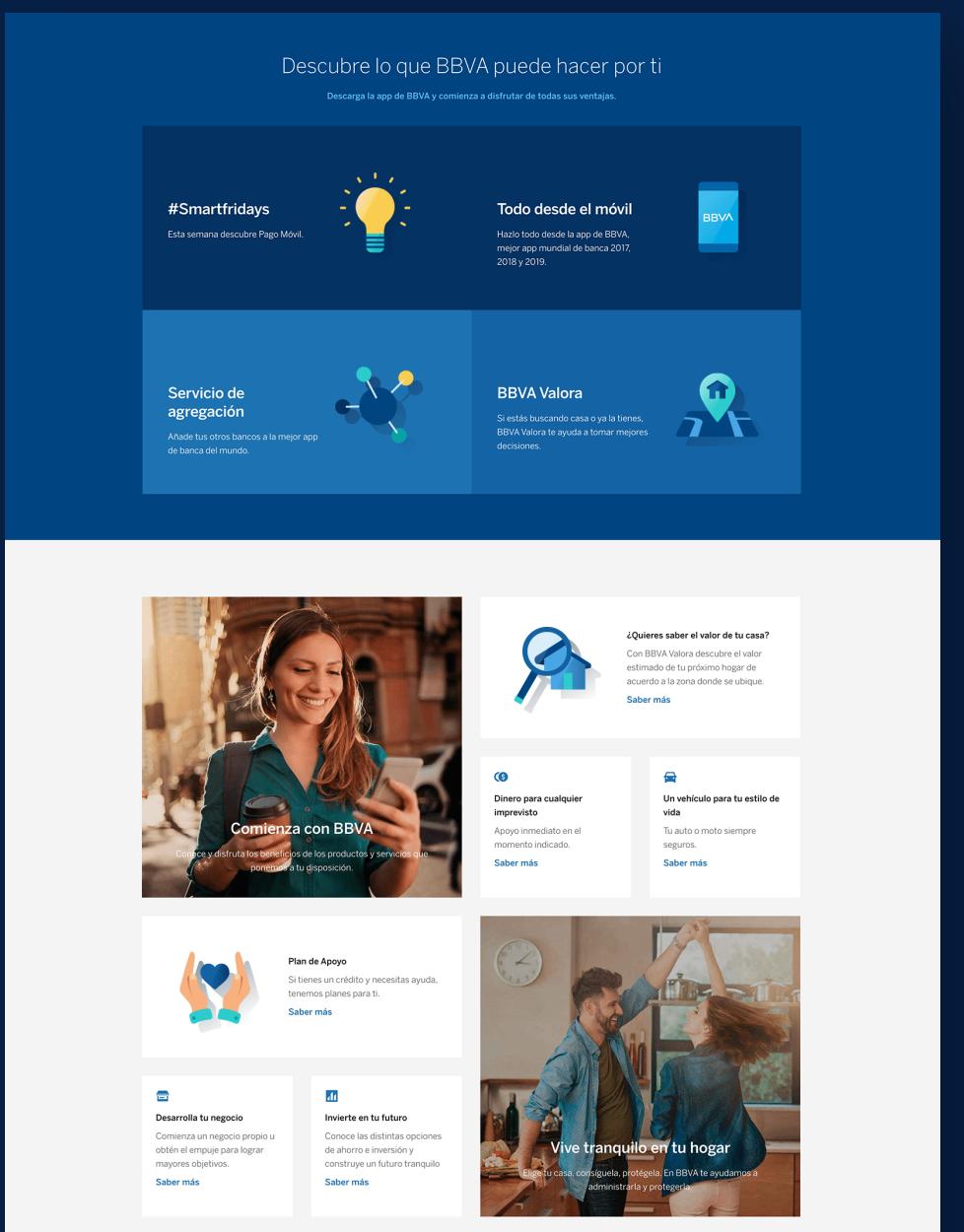
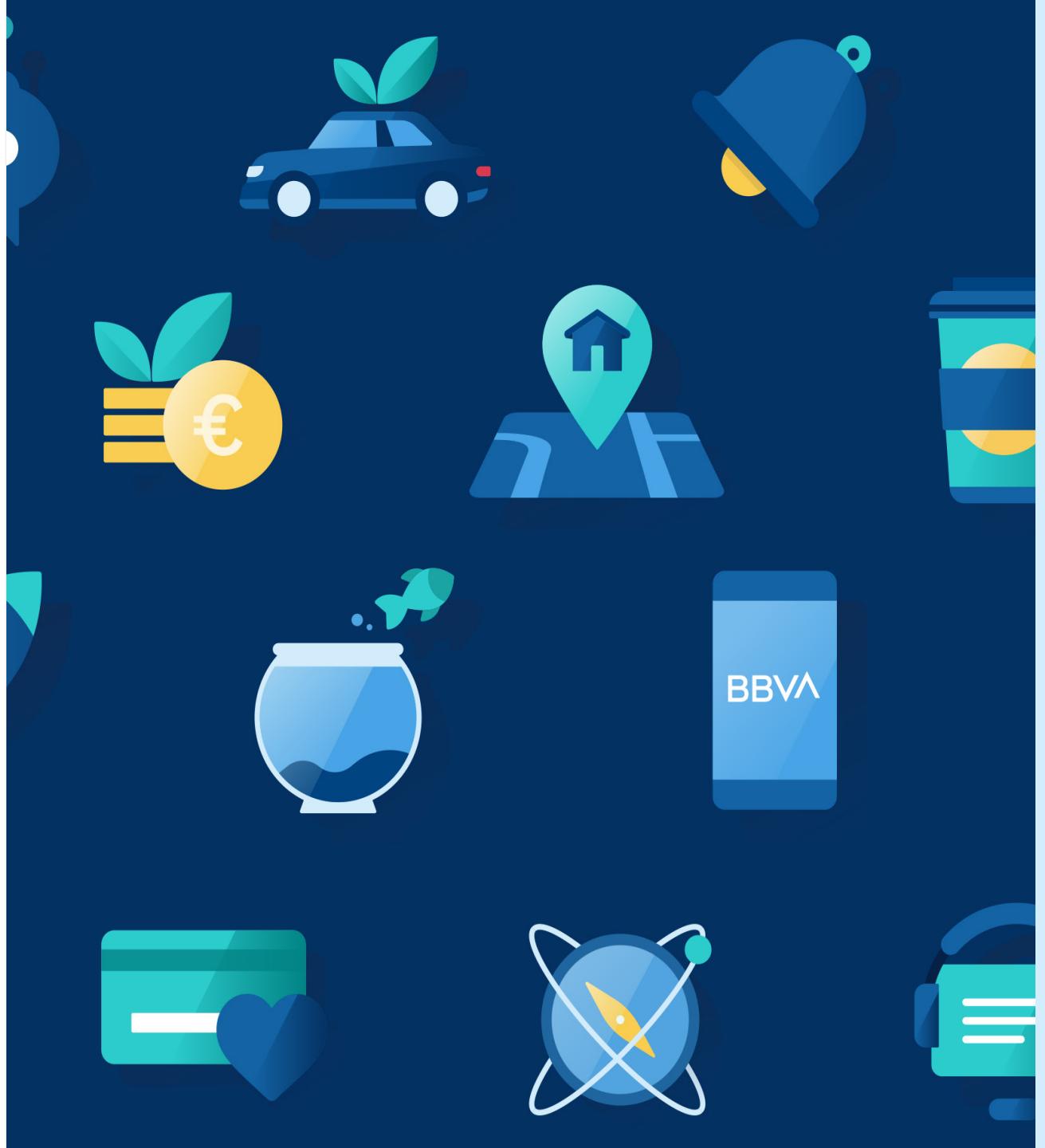
MICRO ILLUSTRATIONS

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.

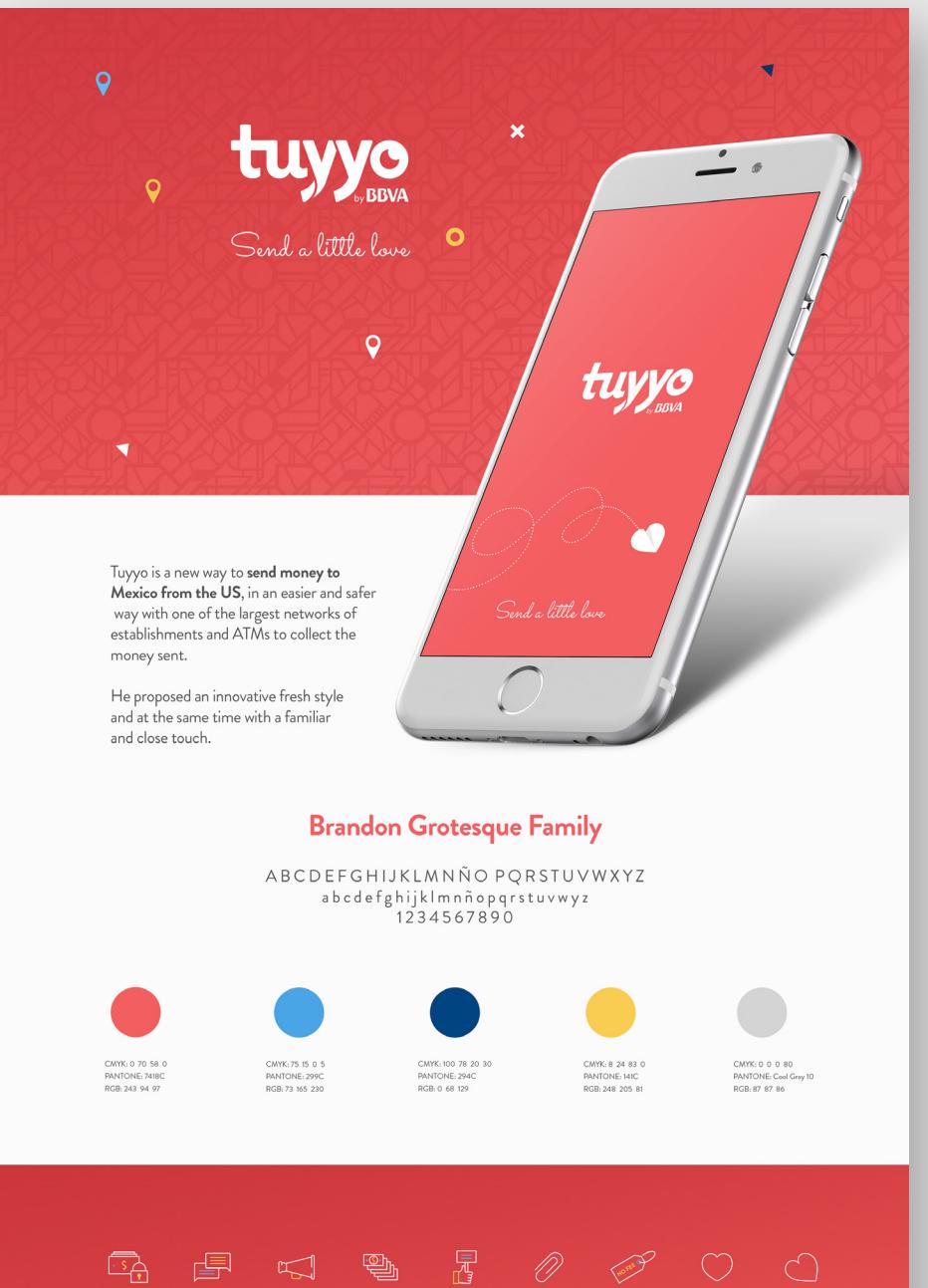
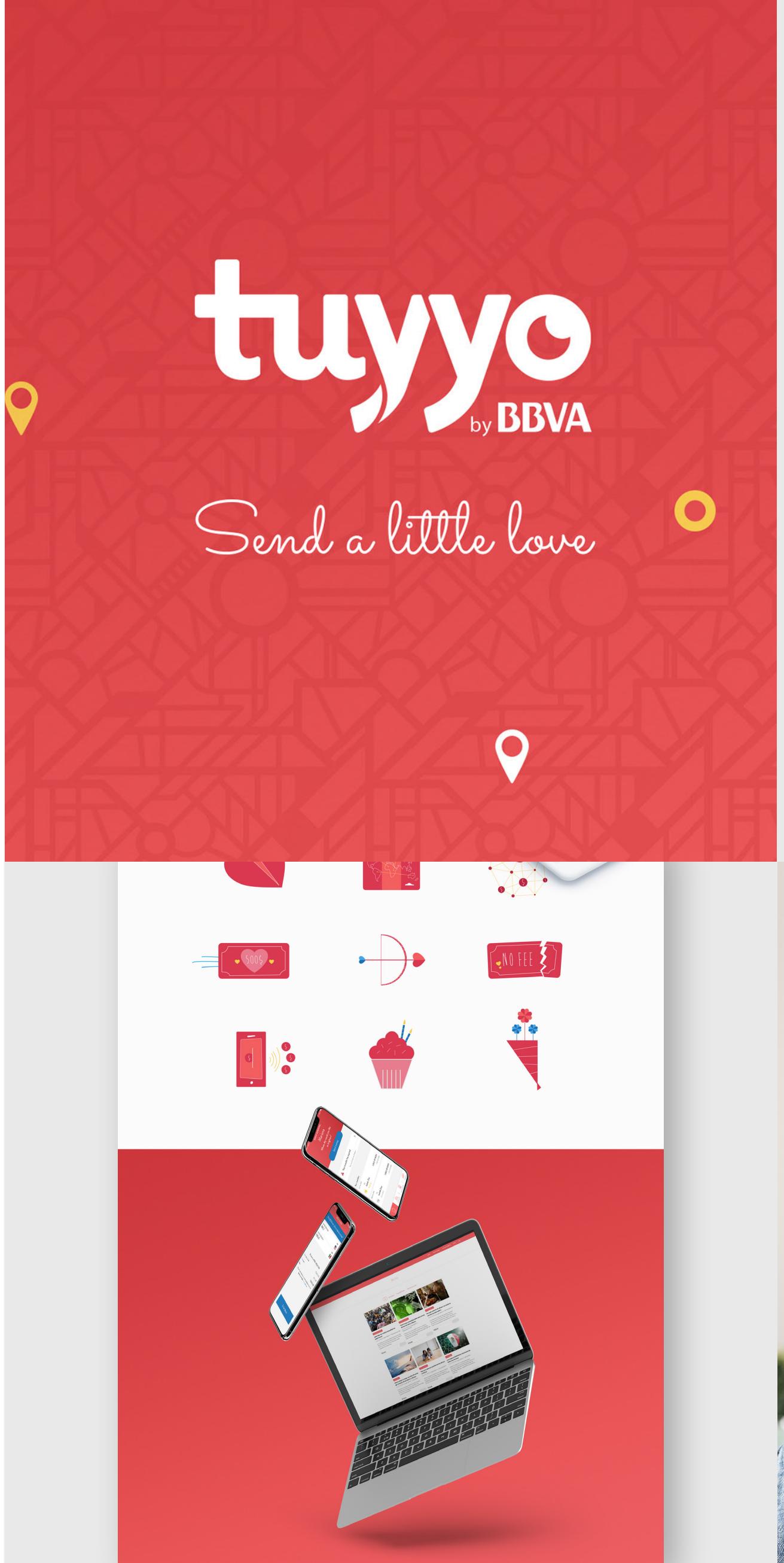
[View case study](#)



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.

[View case study](#)

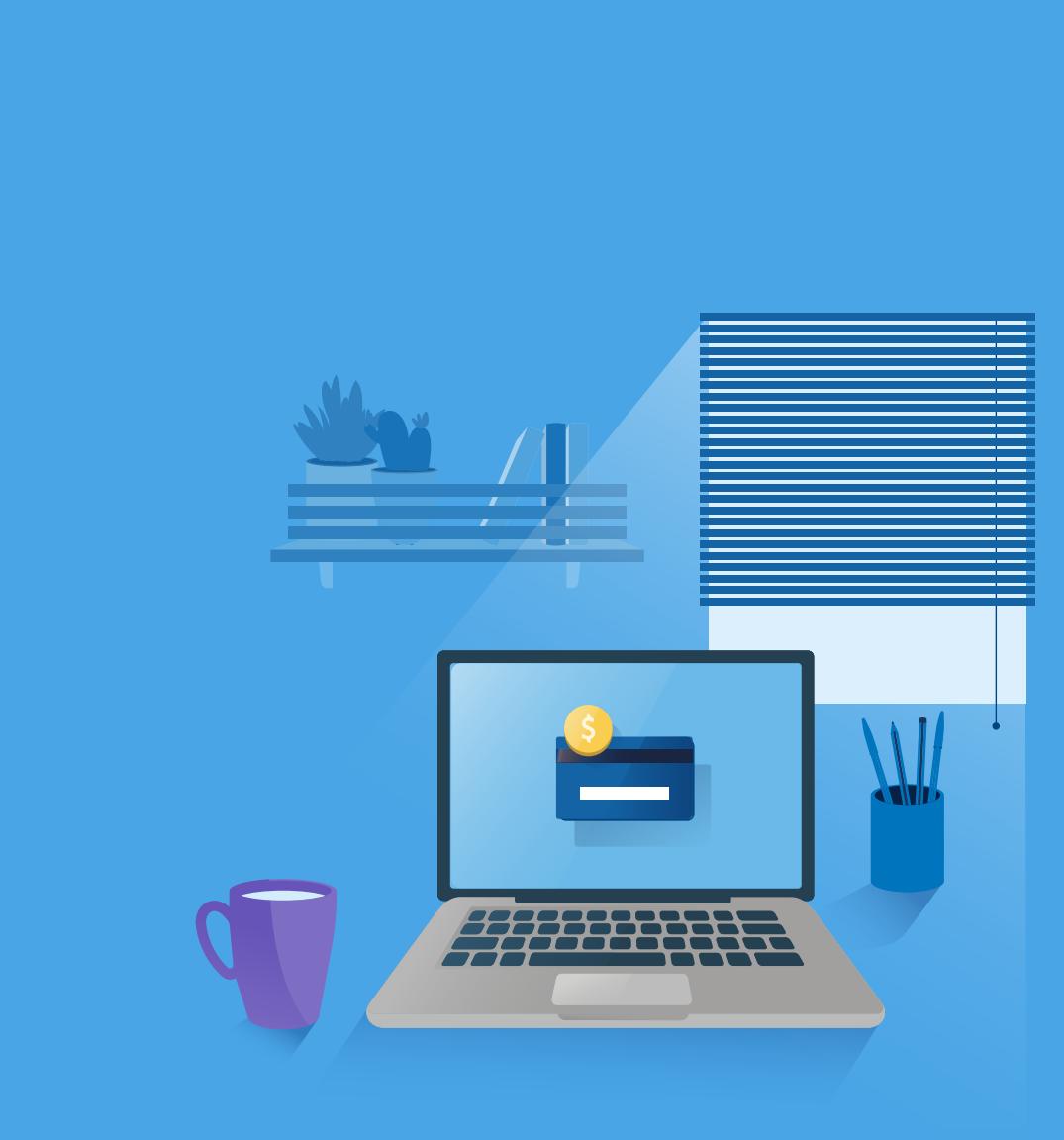
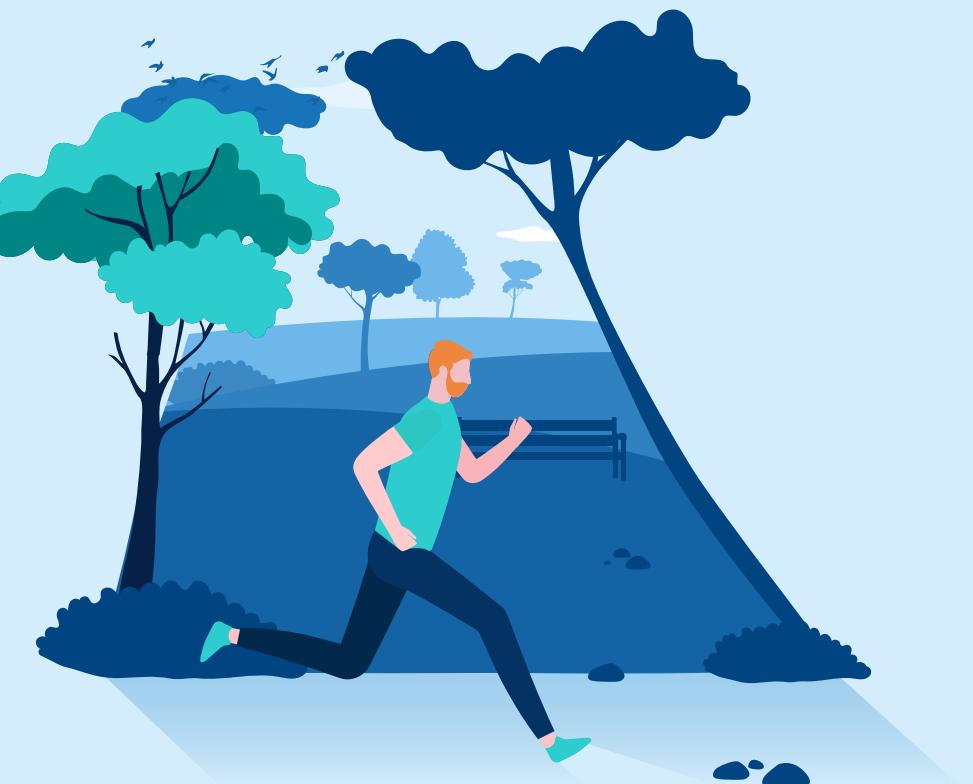
BBVA ILLUSTRATIONS

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.

[View case study](#)



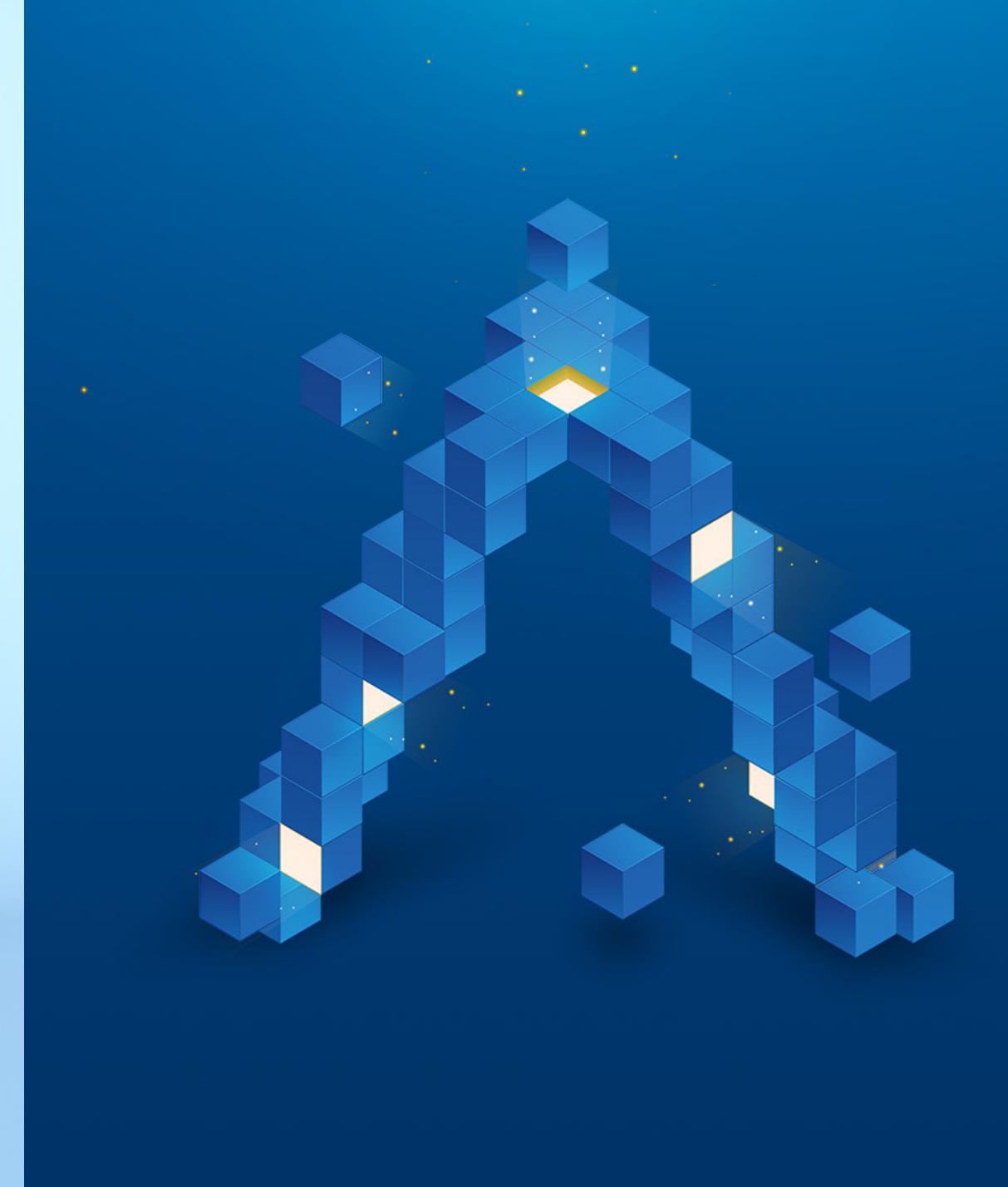
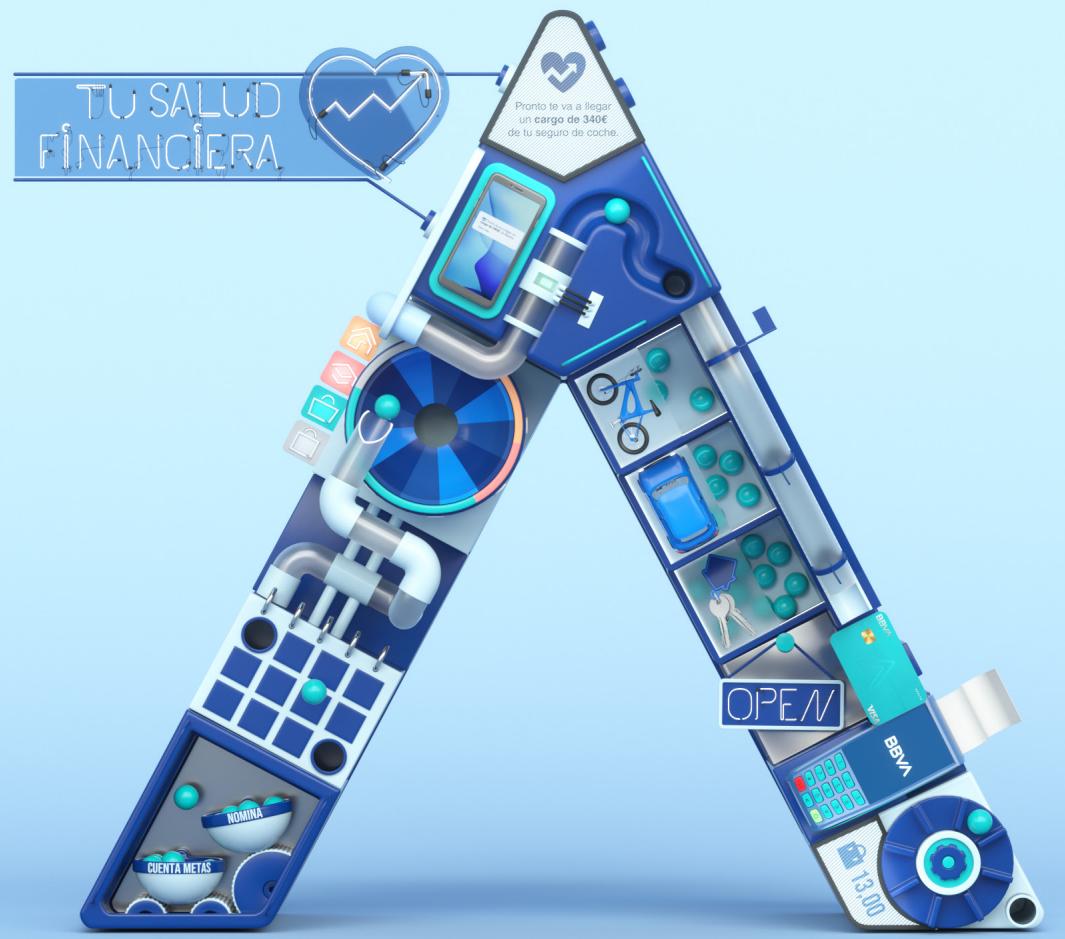
BBVA ASCENDER

Opportunities are everywhere.

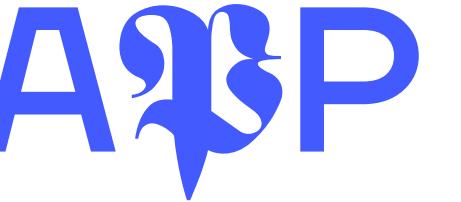
The letter A of BBVA's logo is named 'Ascender'. It is one of the most relevant elements of the identity of BBVA and it represents the opportunity. Three years after the BBVA rebranding, we add this new brand asset to the identity of BBVA.

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

[View case study](#)



POWERPAY



Paga cuando elijas

Powerpay is a new payment method that offers the opportunity to defer purchases at 0% interest, in a fast and transparent process.

We have focused on the values that represent the most for the brand, such as flexibility and tranquility/control, with the aim of paying in installments without interest as a way of differentiating ourselves.

The experience of the platform has been implemented around a technological partner, MO Technologies, a digital lending platform that comprehensively covers E2E needs to manage the credit life cycle.

Coming soon

