

Portfolio: VISUAL IDENTITIES

Portfolio Visual Identities

cuchillo

@_cuchillo

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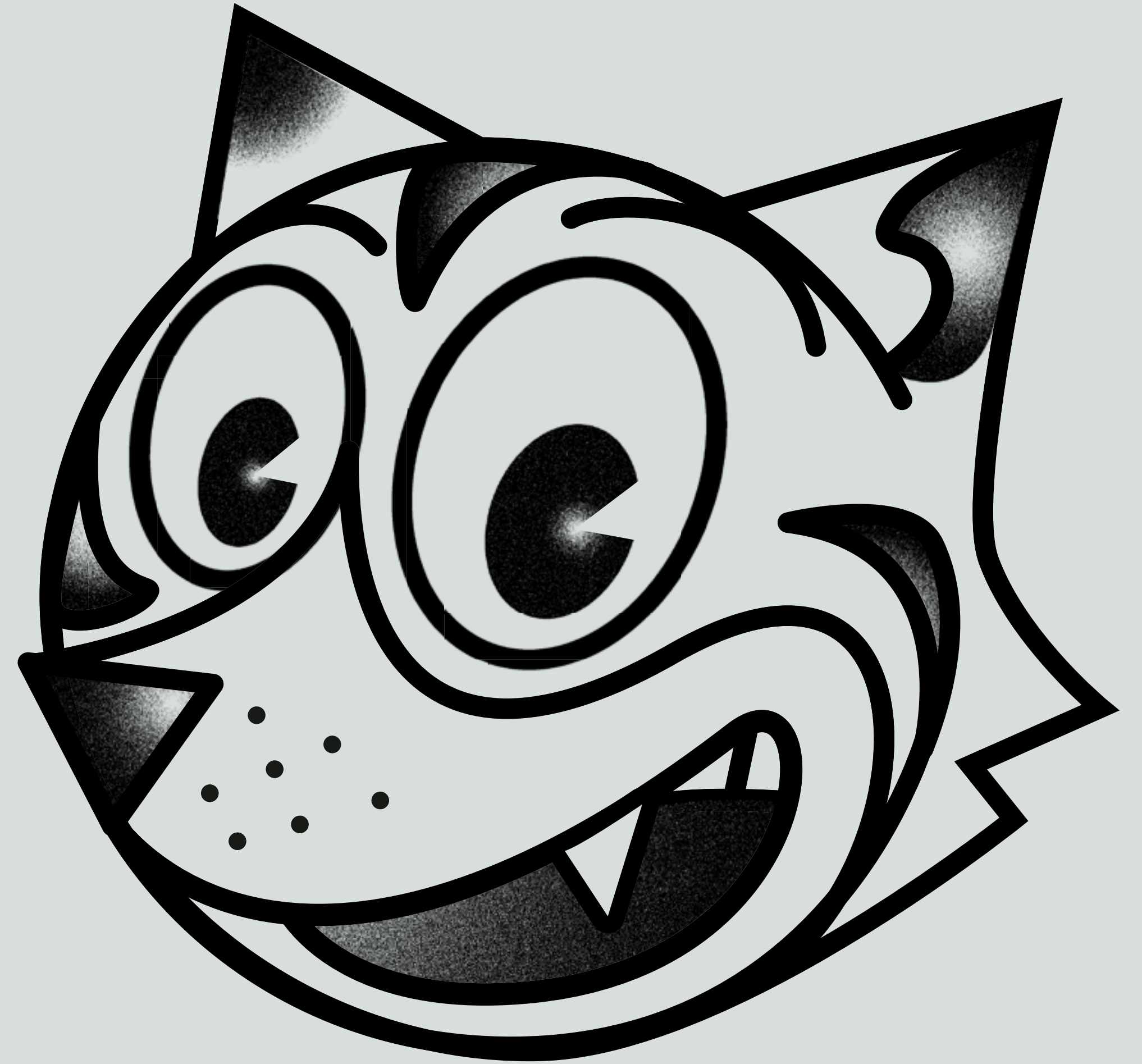
[40] KORA LIVING

[41] OUTERSHELF

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Hi!





Cuchillo© is a creative team specialized in building new perspectives and bold digital concepts for brands to be timeless.



The following document is a summary of Cuchillo©'s visual identities work.

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[01] THE
ENMAKUMEEEN
KALEA

"In Bizkaia there is a 4,6% of the streets with names of women in 2022"

Infographic fold-out poster for the visibility of women in the street map of Bizkaia.

Credits

Design Cuchillo





[02]

LEBOND

"Architecture meets Watch design"

Visual Identity for Lebond Exclusive
watch editors.

Credits

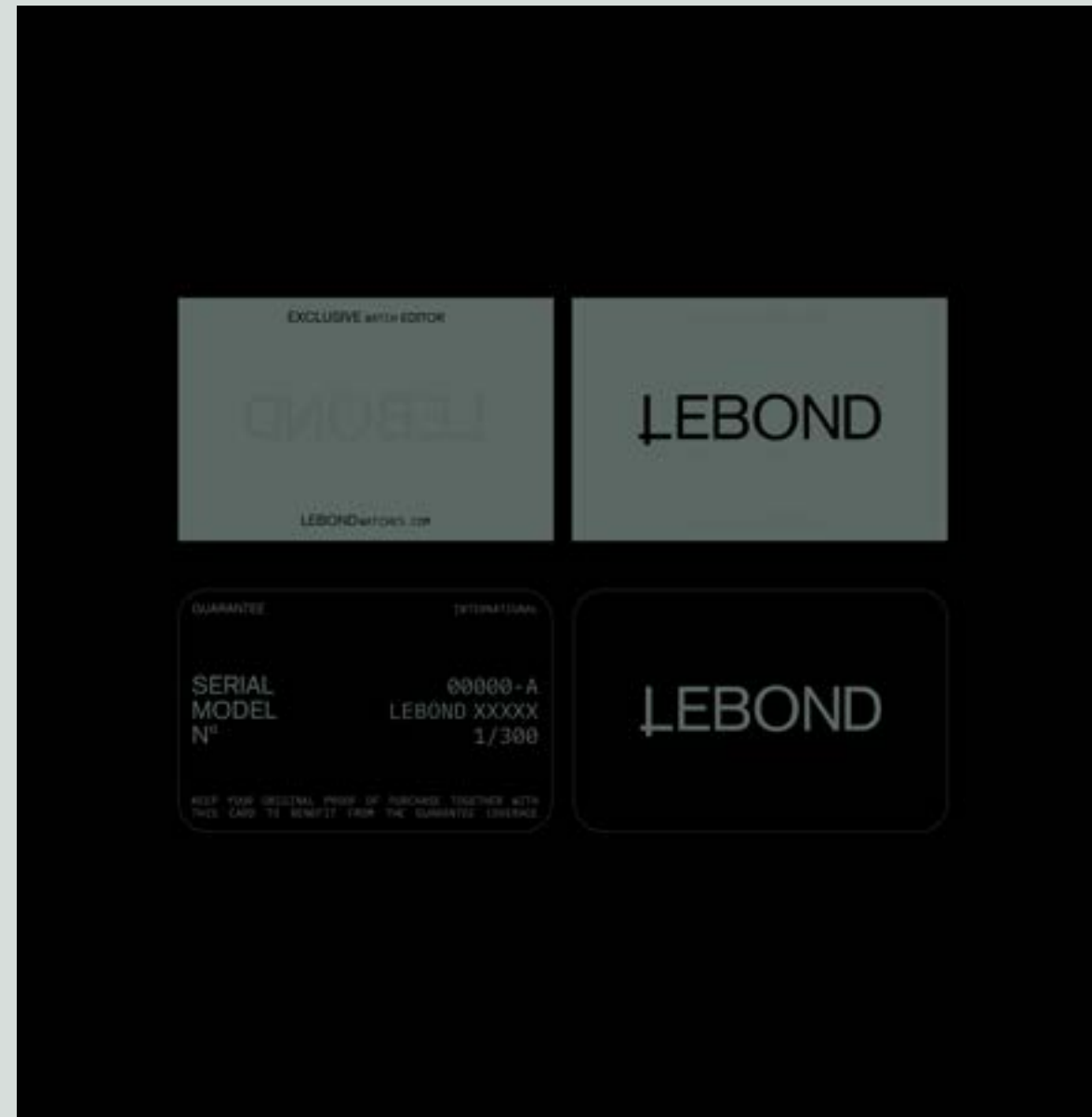
Design Cuchillo

Portfolio Visual Identities



LEBOND

EXCLUSIVE WATCH EDITOR



We create and customized the brand assets and some merch to this project.



[03]

2112 RUN

"2112.run"

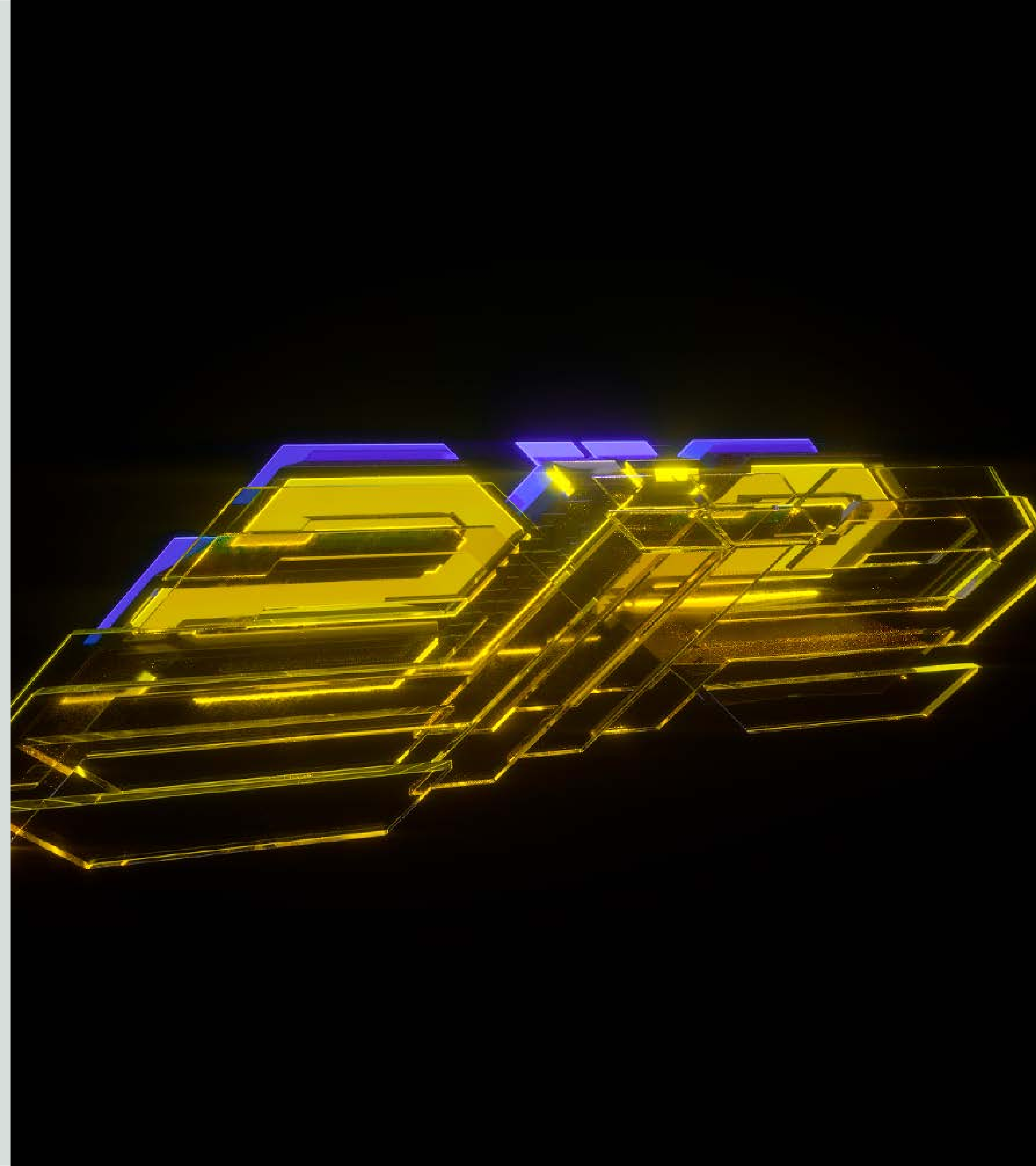
We create the 2112 logo which looks futuristic and technological. Also web and interface design and developing.

Credits

Design Cuchillo

Links

View [Logo Render](#)





[04]

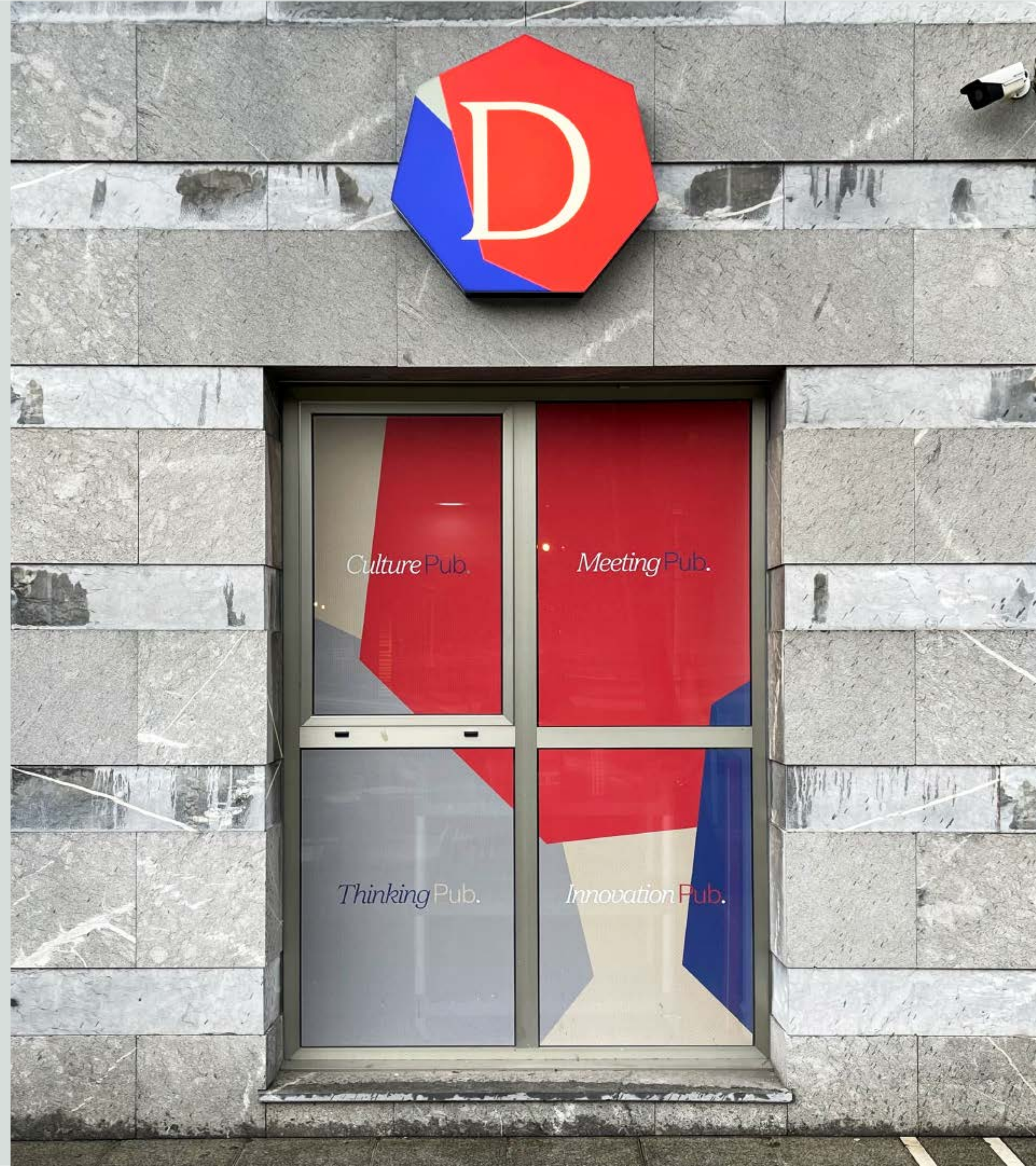
DOCK

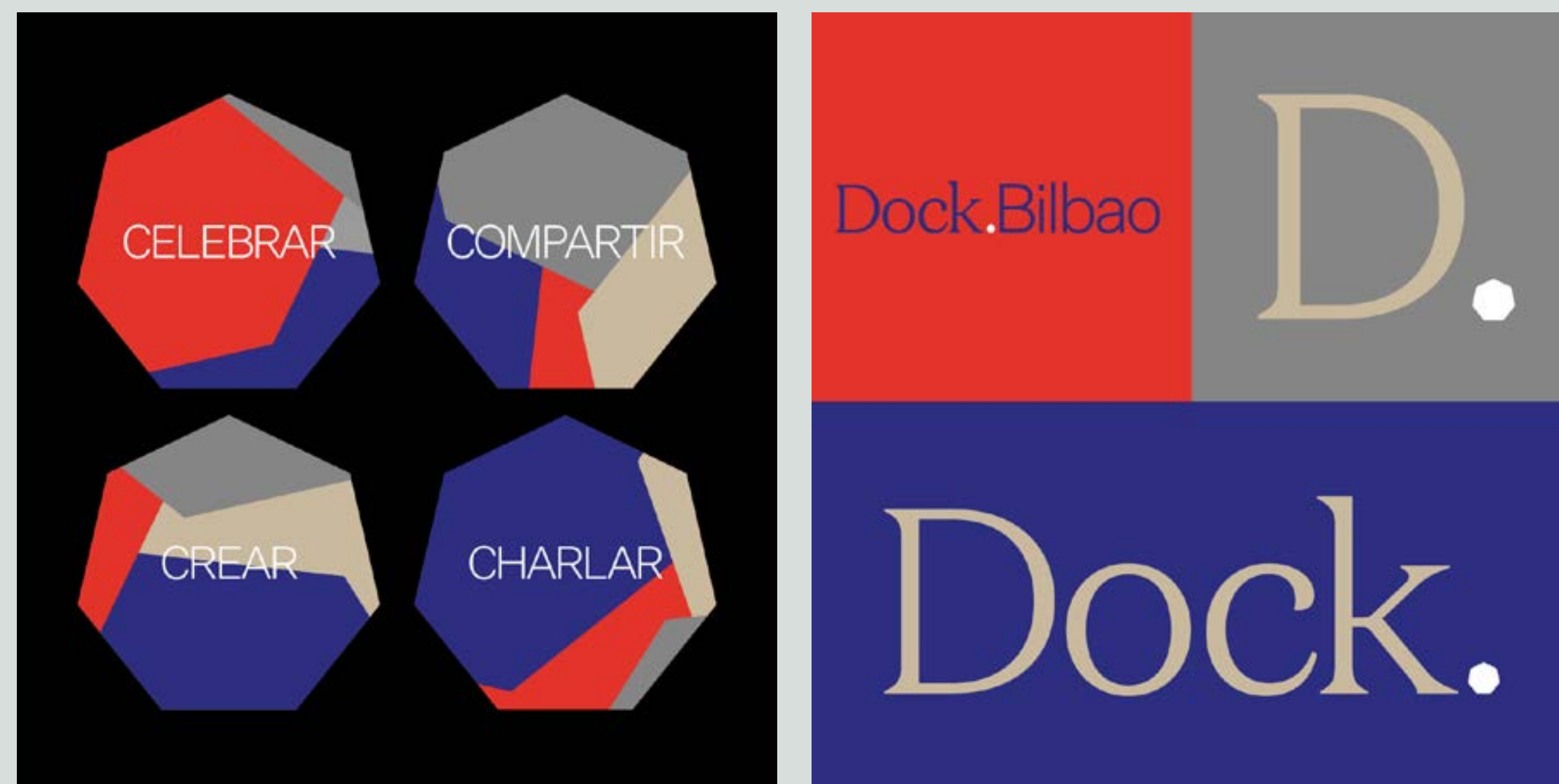
"Creative meeting point & multidisciplinary social hub"

We take its global concept through Polygonal geometry, whose vertex make off the space interconnection points and its possibilities. The movement of shapes and the color amplify its diverse personality and add dimension.

Credits

Design Cuchillo





The movement of shapes and the color amplify its diverse personality and add dimension.

[05]

LOTURAK

“Loturak”

Visual Identity for Loturak Festival , A festival for new documentary formats and digital & artistic narratives.

Credits

Design Cuchillo
Communication Belvedere





We worked on the concepts that shape its operational environment: inclusivity, actuality and digital. We accompanied this with complementary blue and yellow colors, a void look for both physical & digital applications.



[06]

CORE_VEST

"#SaveTheNight"

We envisioned a functional and useful object for these hectic, hyper-connected spaces. At the same time, it carries some of our visual references that are compatible with the framework of the campaign.

Credits

Design Cuchillo
Photo La absurda zurda
Prod, reali, pospo Trufó

Links

View [Spot](#)





[07]

ALAVASCA

"A la Vasca"

We focus on the experience that supposes the gastronomy of Euskadi, and the appreciation of that experience from outside but also from inside.

Credits

Design Cuchillo

Links

[First](#)
[Second](#)
[Third](#)
[Full frame](#)





[08]

GUUREAN

"Promoting local commerce"

Gurea branding. A digital platform conceived to promote local commerce in Galdakao (Bizkaia).

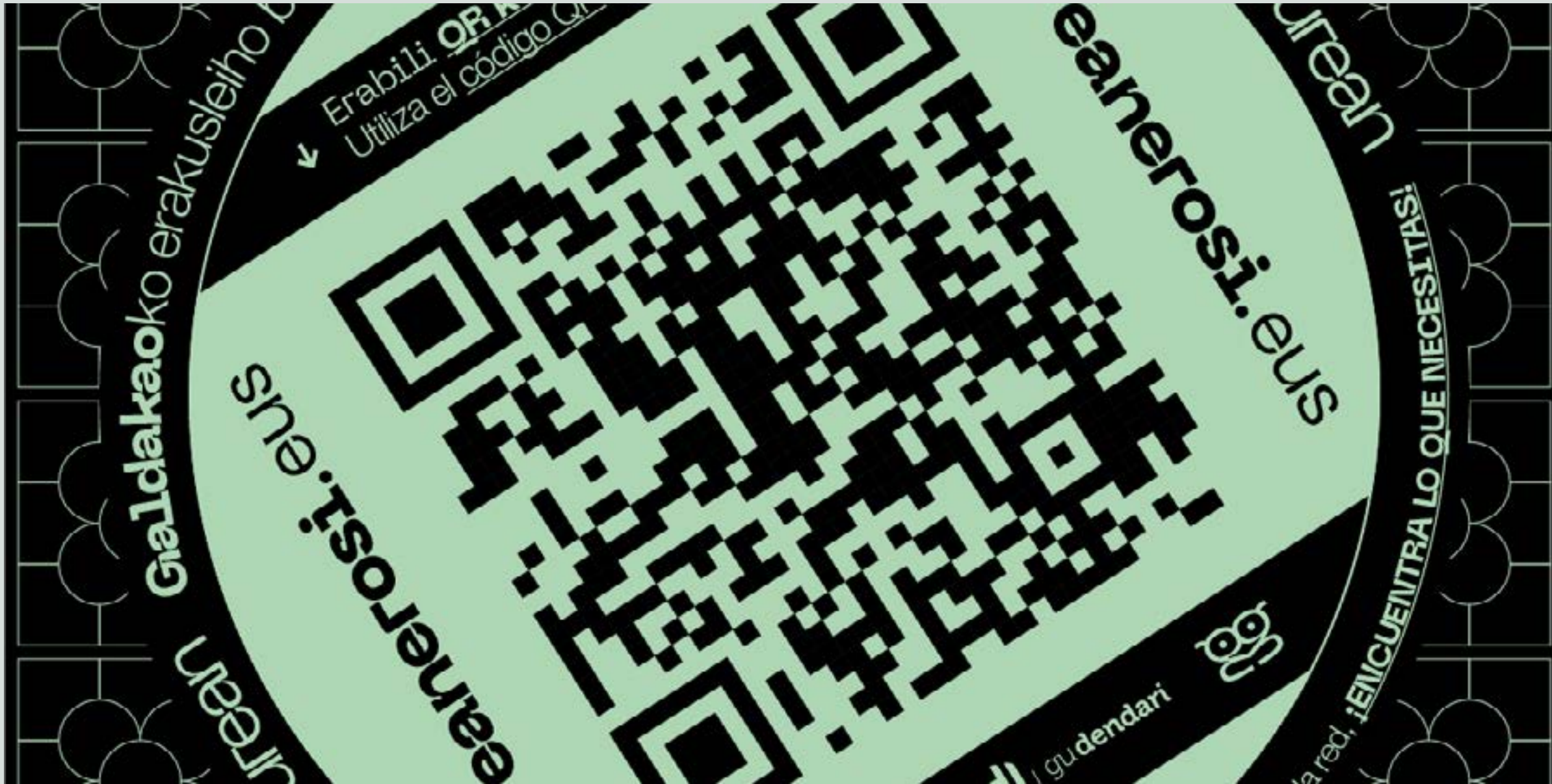
Credits

Design Cuchillo
Idea Maraka





gurean



We designed Branding and graphics for an original idea by Maraka: the Gurean symbol is constructed from two reflected lowercase g's that generate the image of an owl, symbol of the town.





[09] THE BADASS PROJECT

“Real life, no rules”

A photography and video studio with a peculiar documentary style, focused on events and weddings as well as family photo shootings.

Credits

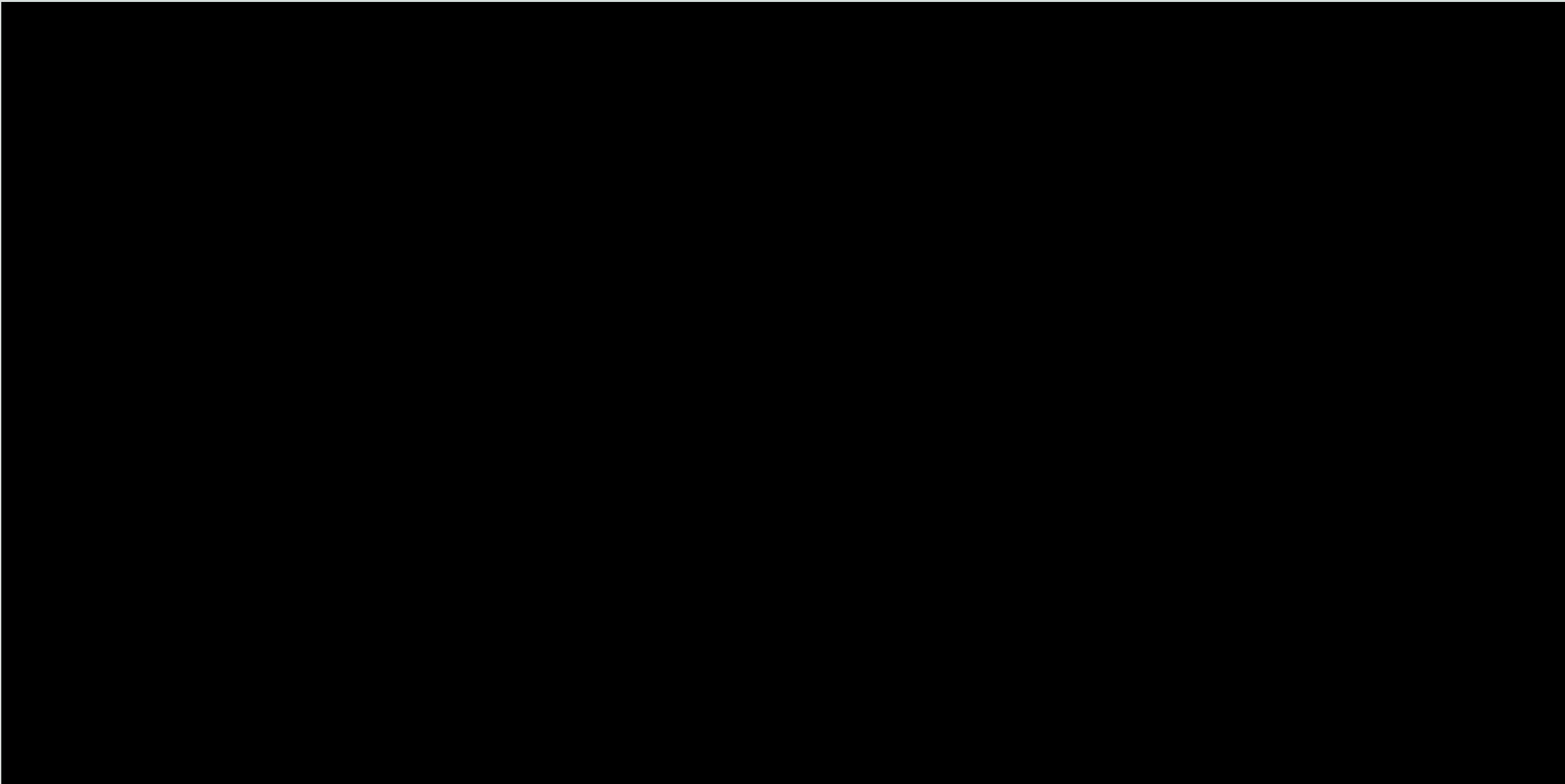
Design Cuchillo
Product Photography La absurda zurda

Awards

Site of the day [Awwwards](#)
Honorable Mention [Awwwards](#)



THE FILM N’
PHOTO
GRAPHY
Badass
PROJECT





We wanted to give the brand a relatable and expository character by creating a coexistence between branding, geometry, typography and color.





Branding essentials and merchandising were created and customized for this project.

[10]

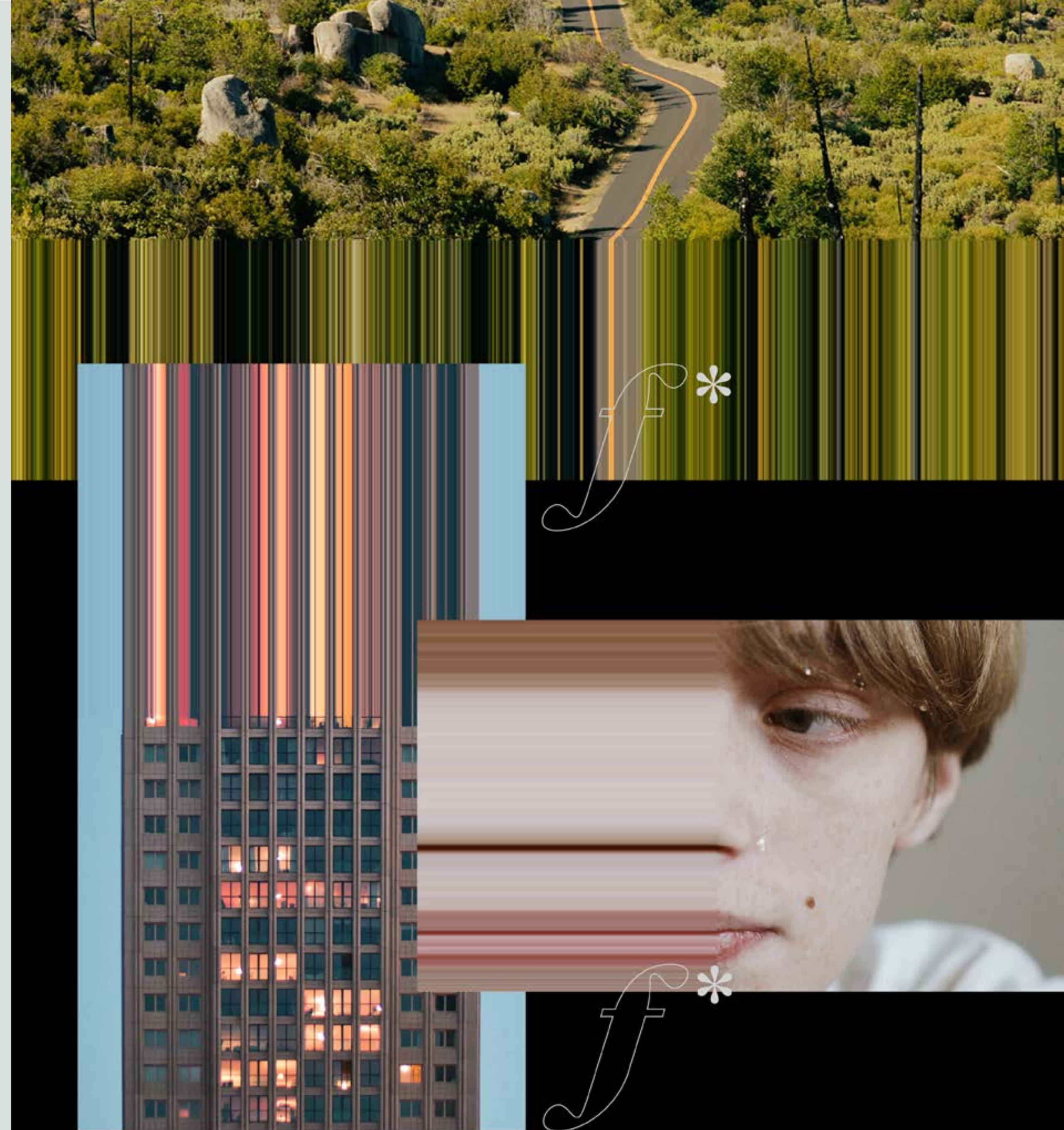
PANGRAM
PANGRAM

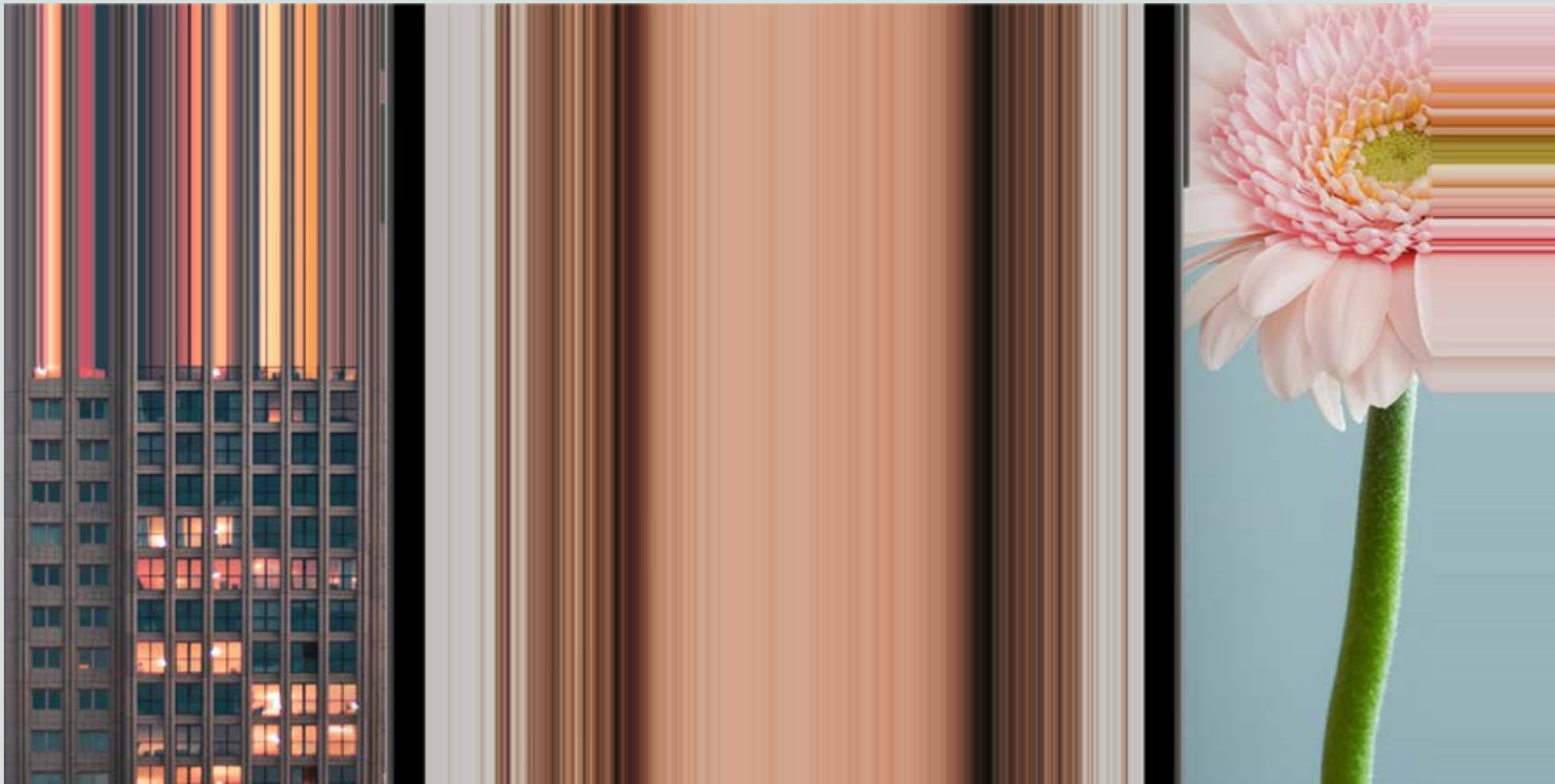
“Type Speciment Filter 001 / Editorial New”

A novel way to show Typography
Specimens through Instagram filters.

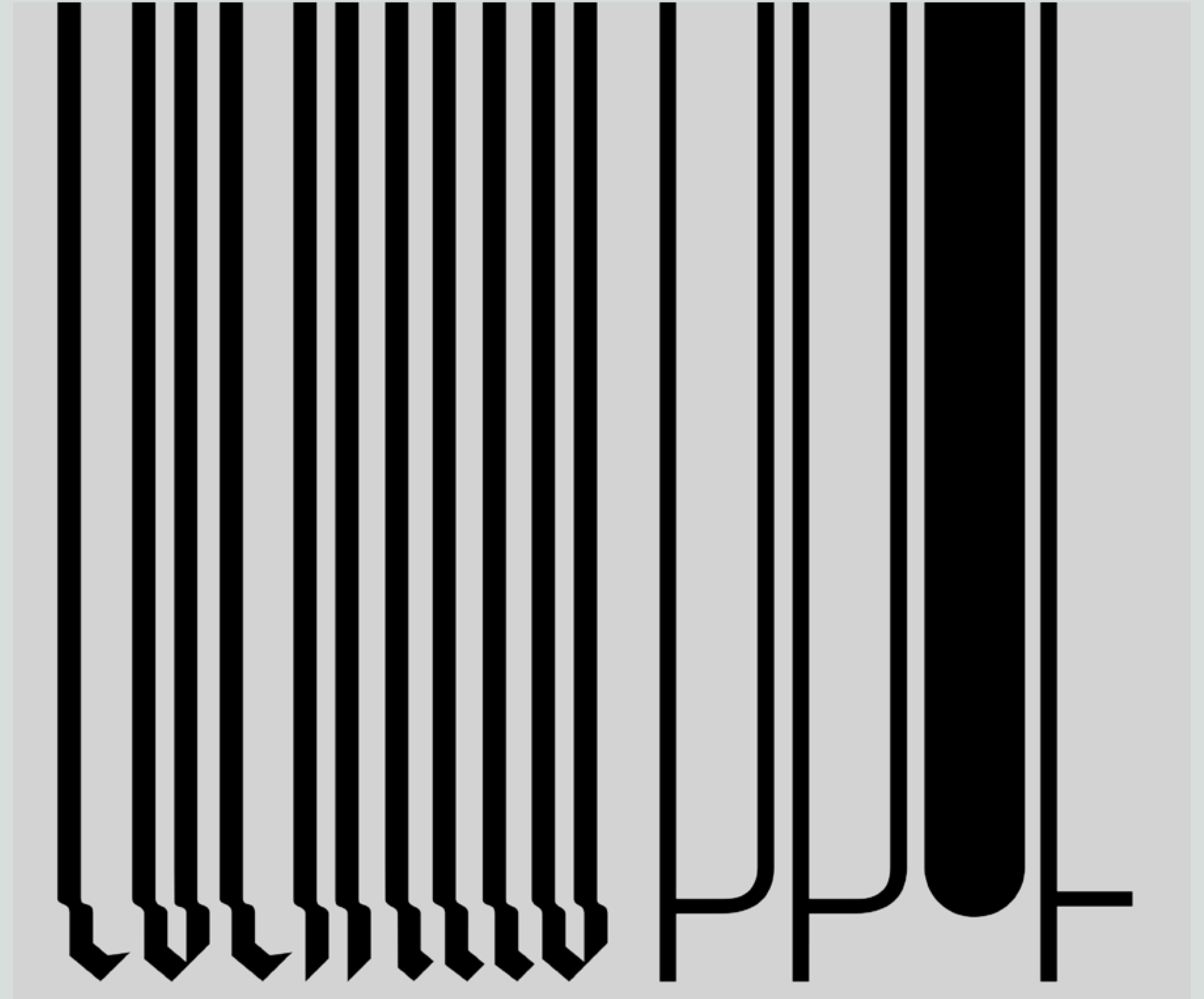
Credits

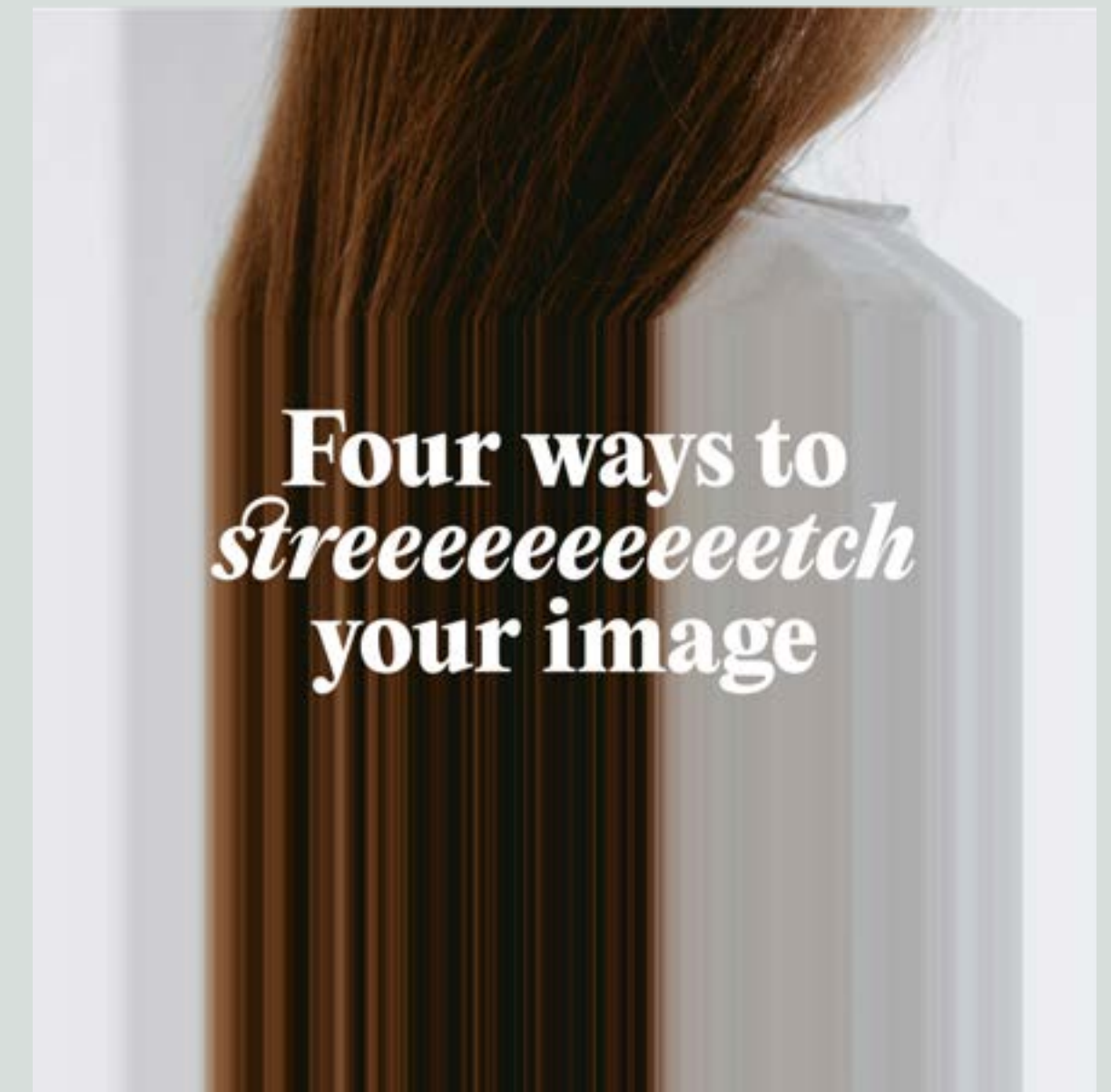
Typography PangramPangram Foundry
Design Cuchillo &
PangramPangram Foundry
Coding Cuchillo





In collaboration with *@pangram*.
pangram we have developed an
Intragram filter with one of its fonts,
Editorial New.





We developed a new way to showcase typography specimens by using Instagram filters, creating the TSF concept (Type Specimen Filter).

[11] PRIMIT

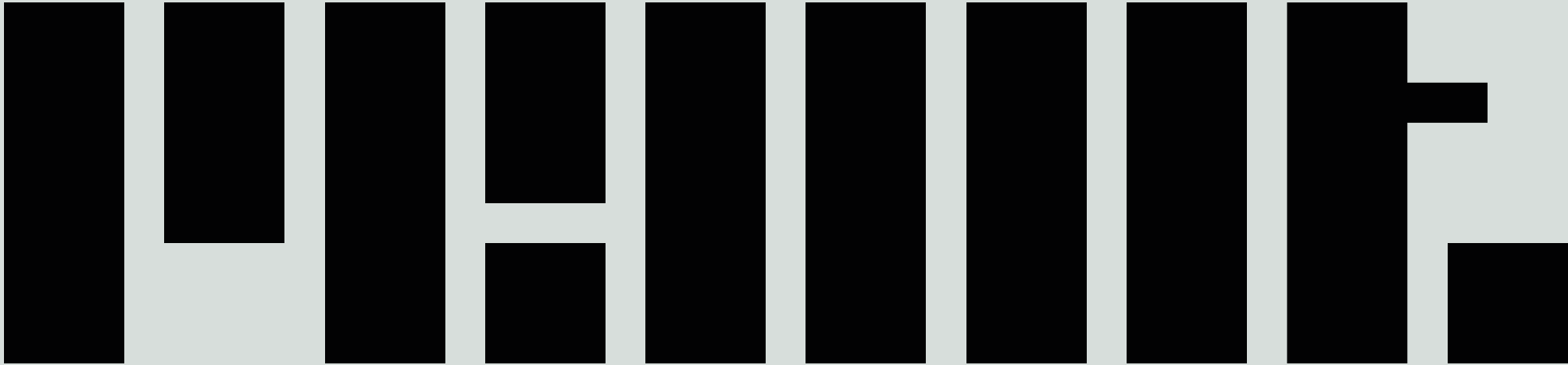
“1→2→3→Print.”

E-commerce for an online t-shirt printing company that offers the possibility of customizing your garment from scratch, in just 3 simple steps.

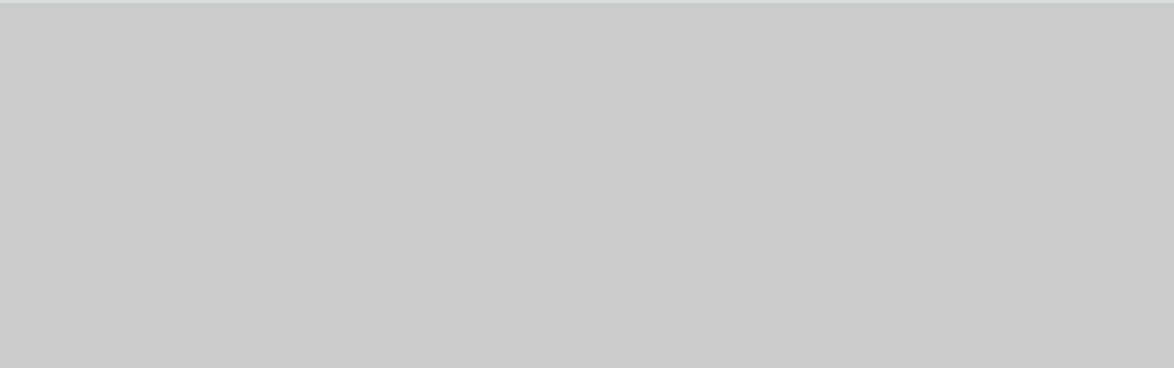
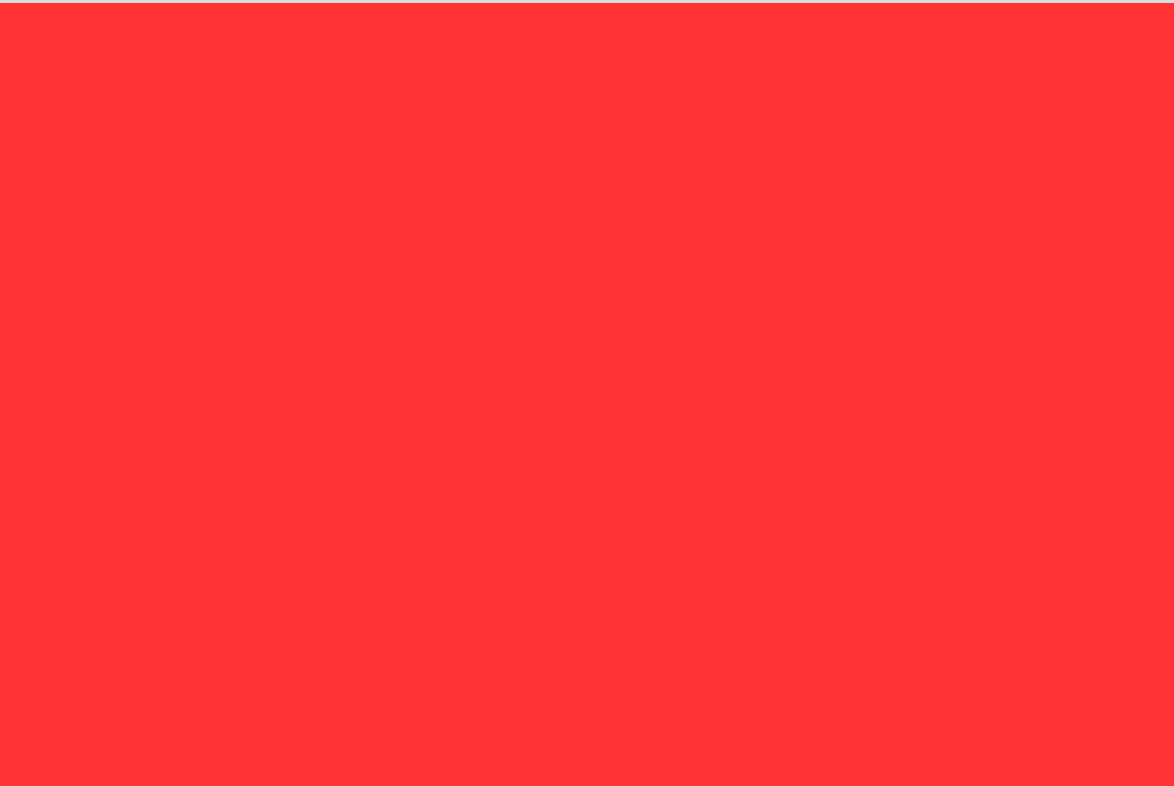
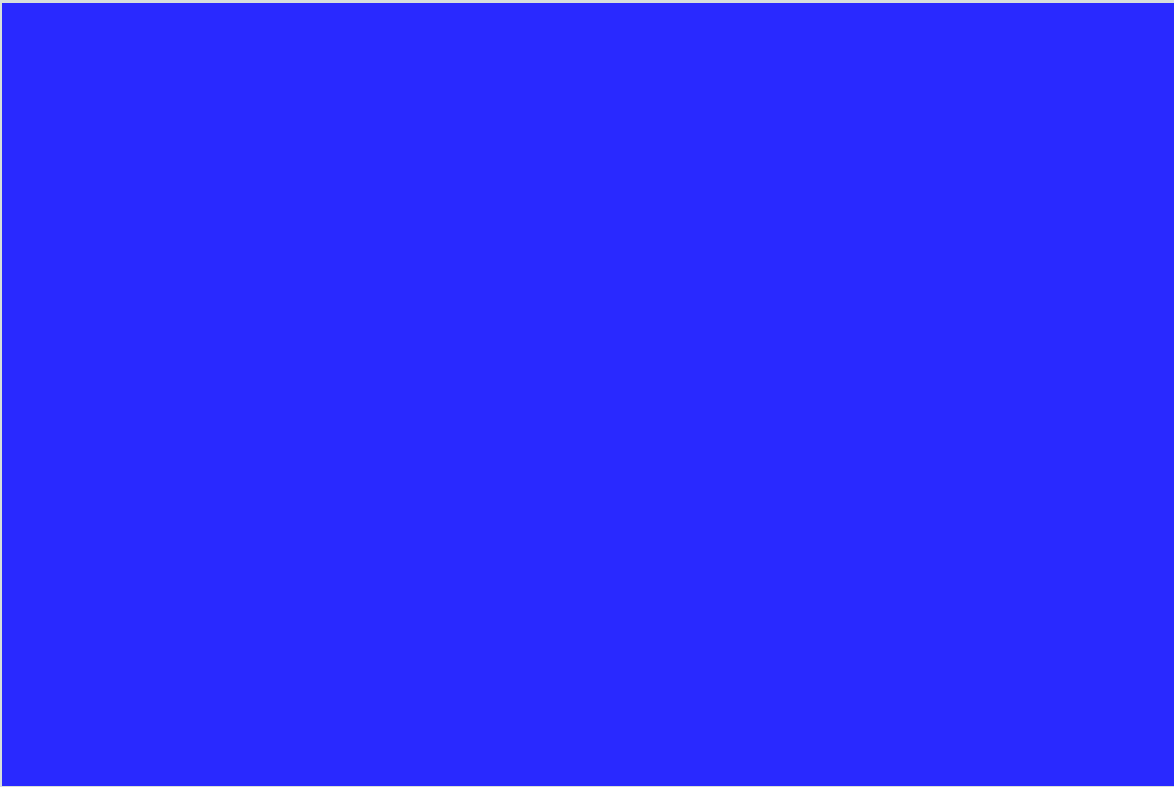
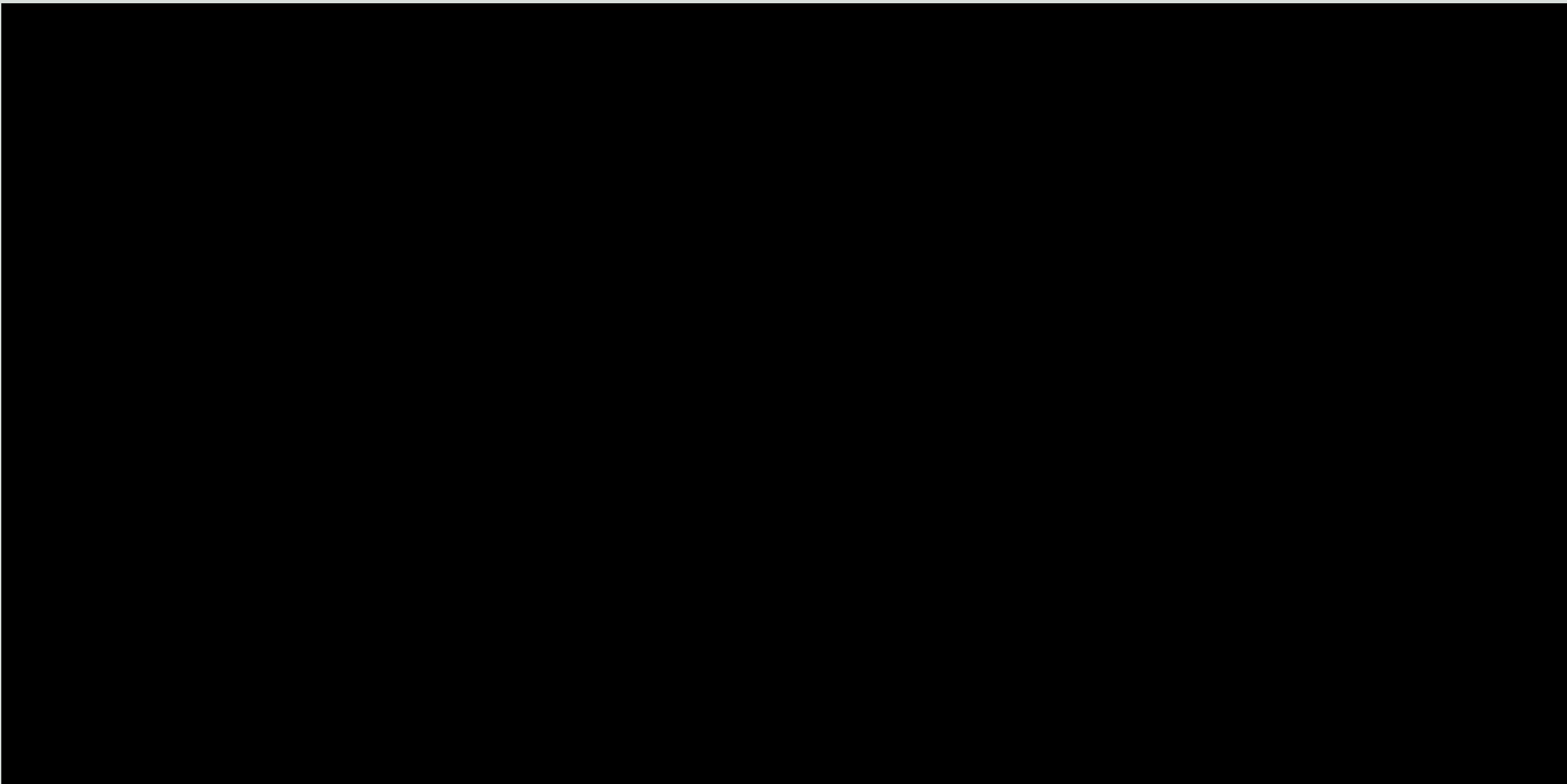
Credits

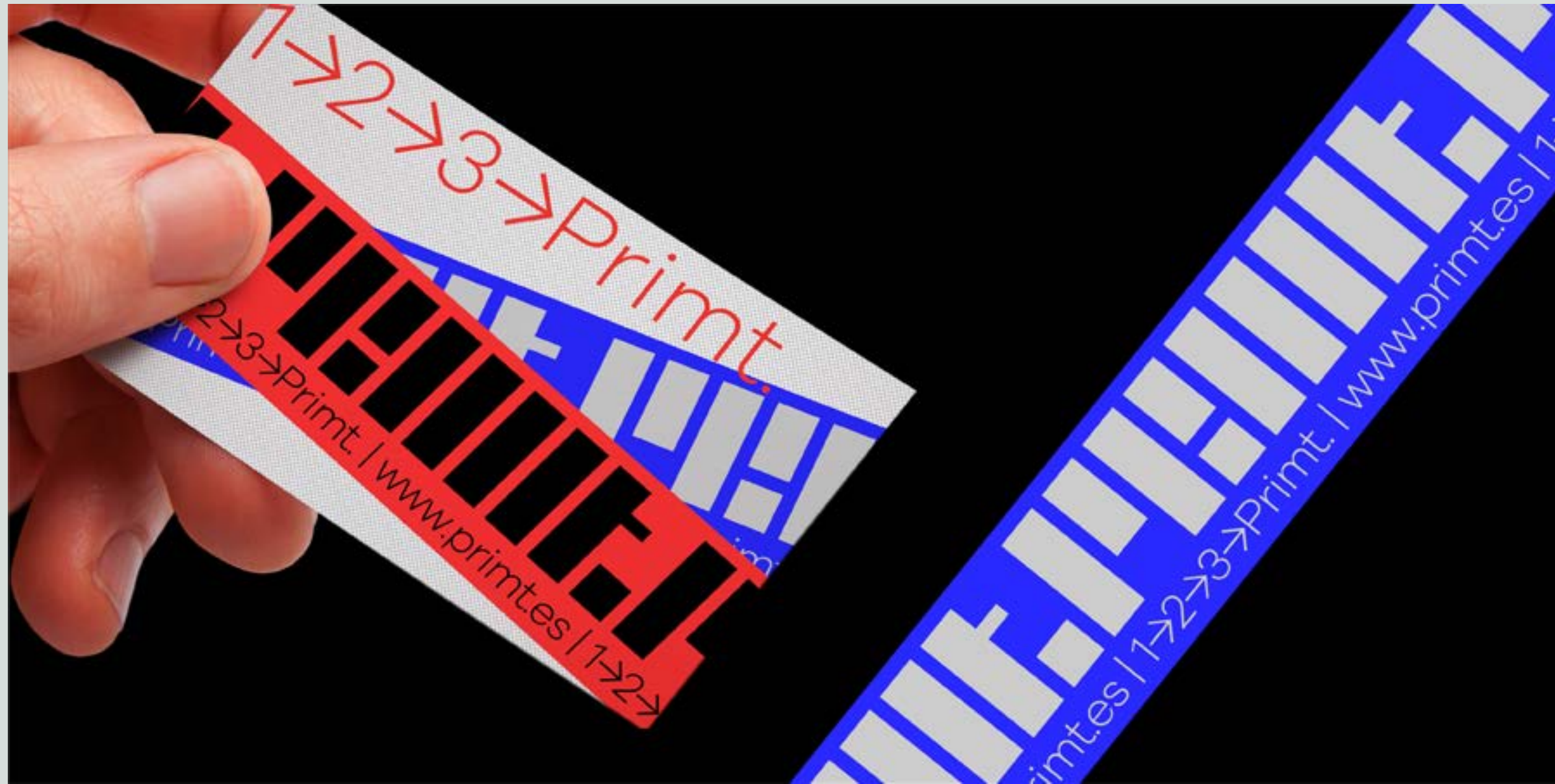
Design Cuchillo



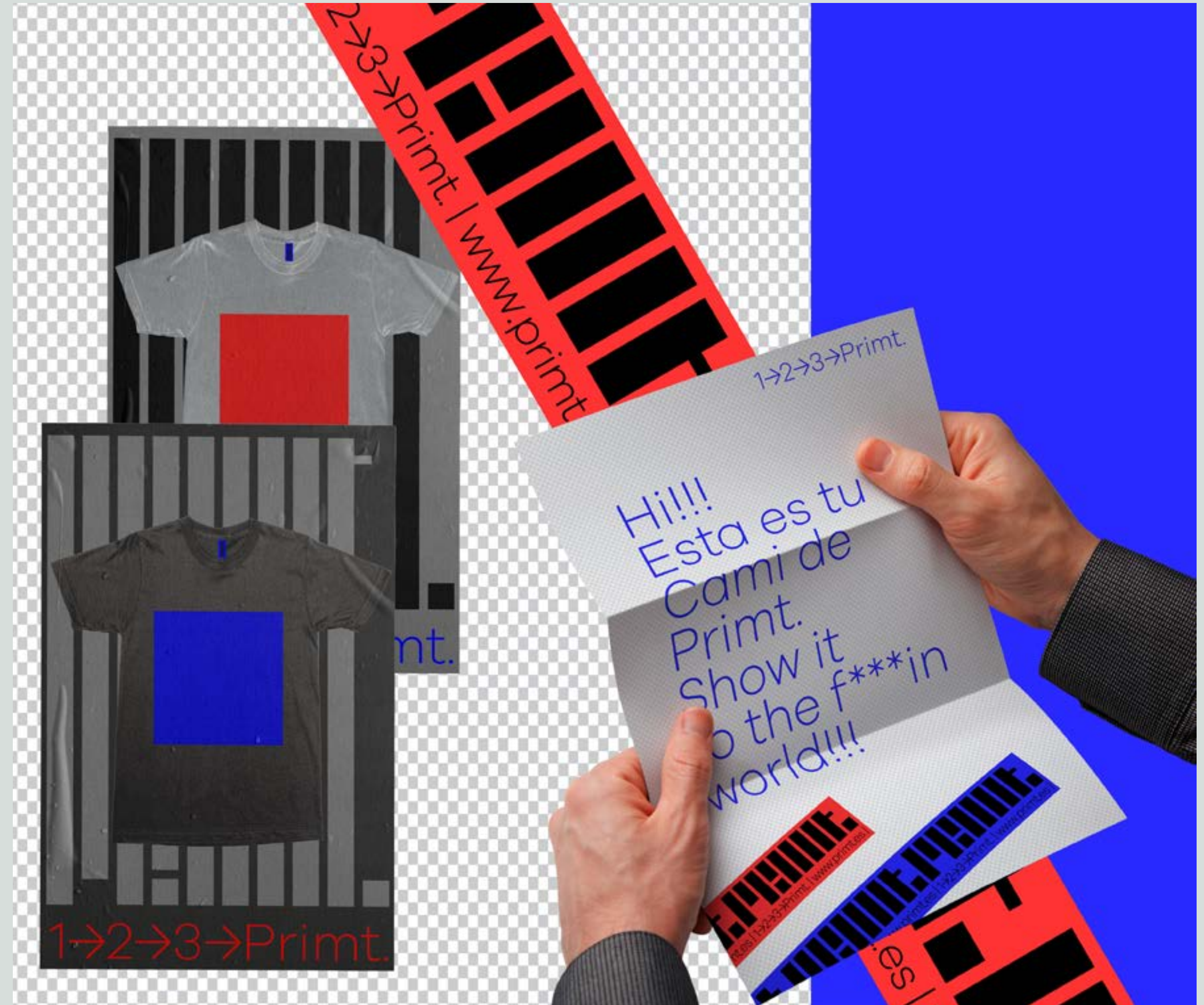


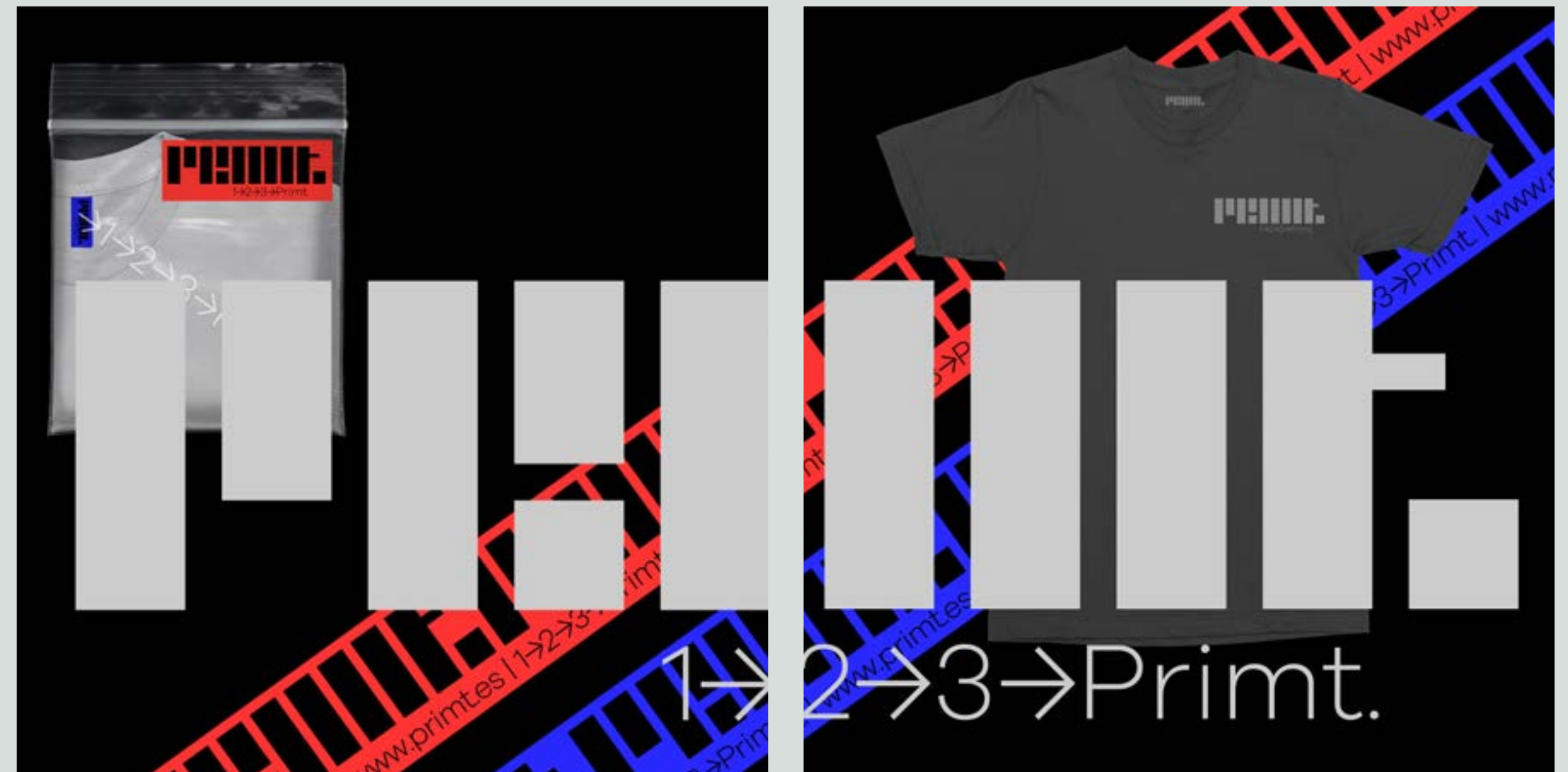
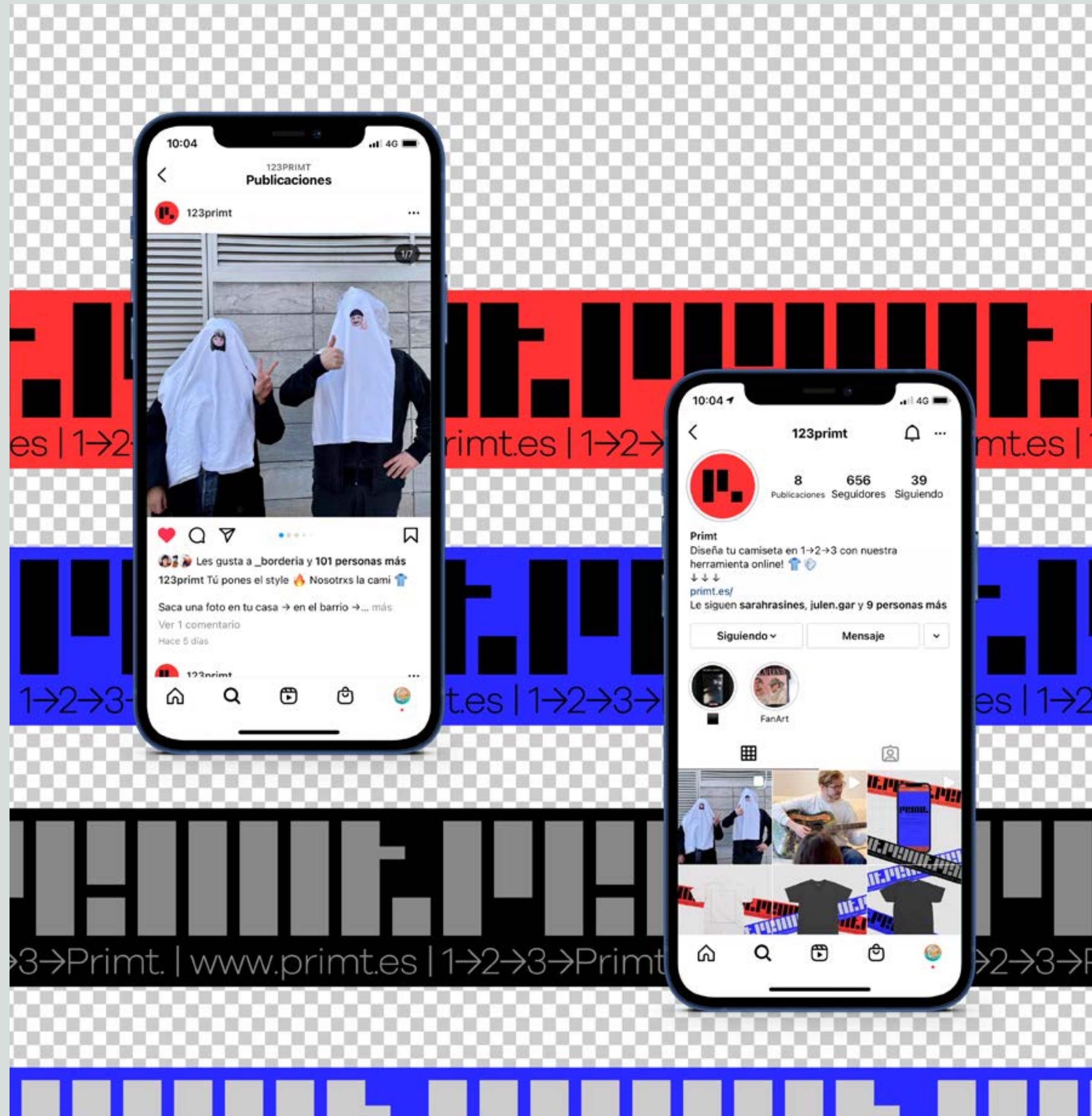
1→2→3→Print.





Inspired by graphic 'guitar' references of the 70's, 80's & 90's, we have built a sturdy and geometric logo.





For the backgrounds, textures based on the digital graphic representation for transparencies were used.

[12]

JAZMINO'S

"Harmony between conceptual minimalism and detail"

A new vision of Middle Eastern food, with grill and pita bread as central axes.

Credits

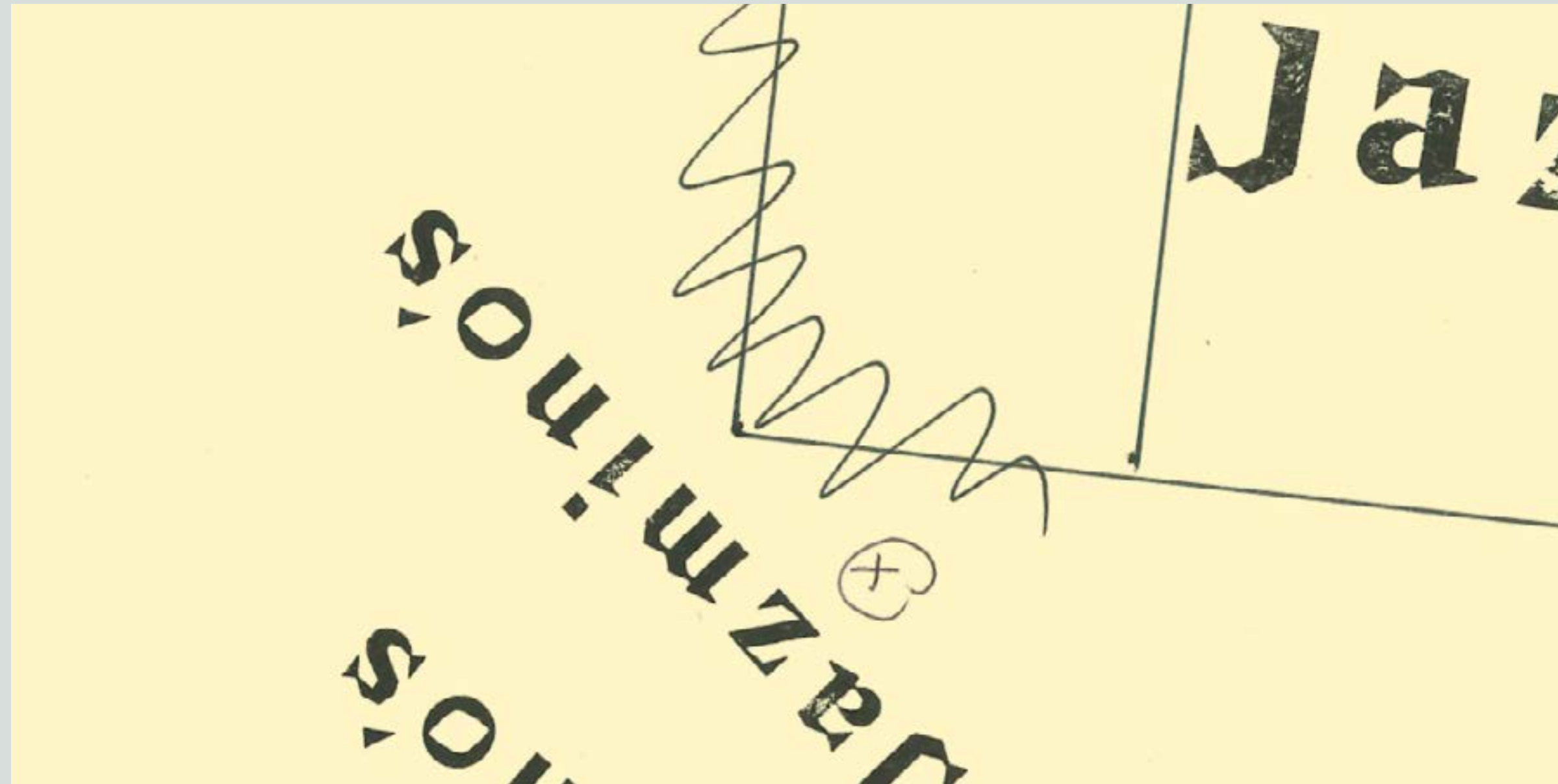
Design Cuchillo

Portfolio Visual Identities



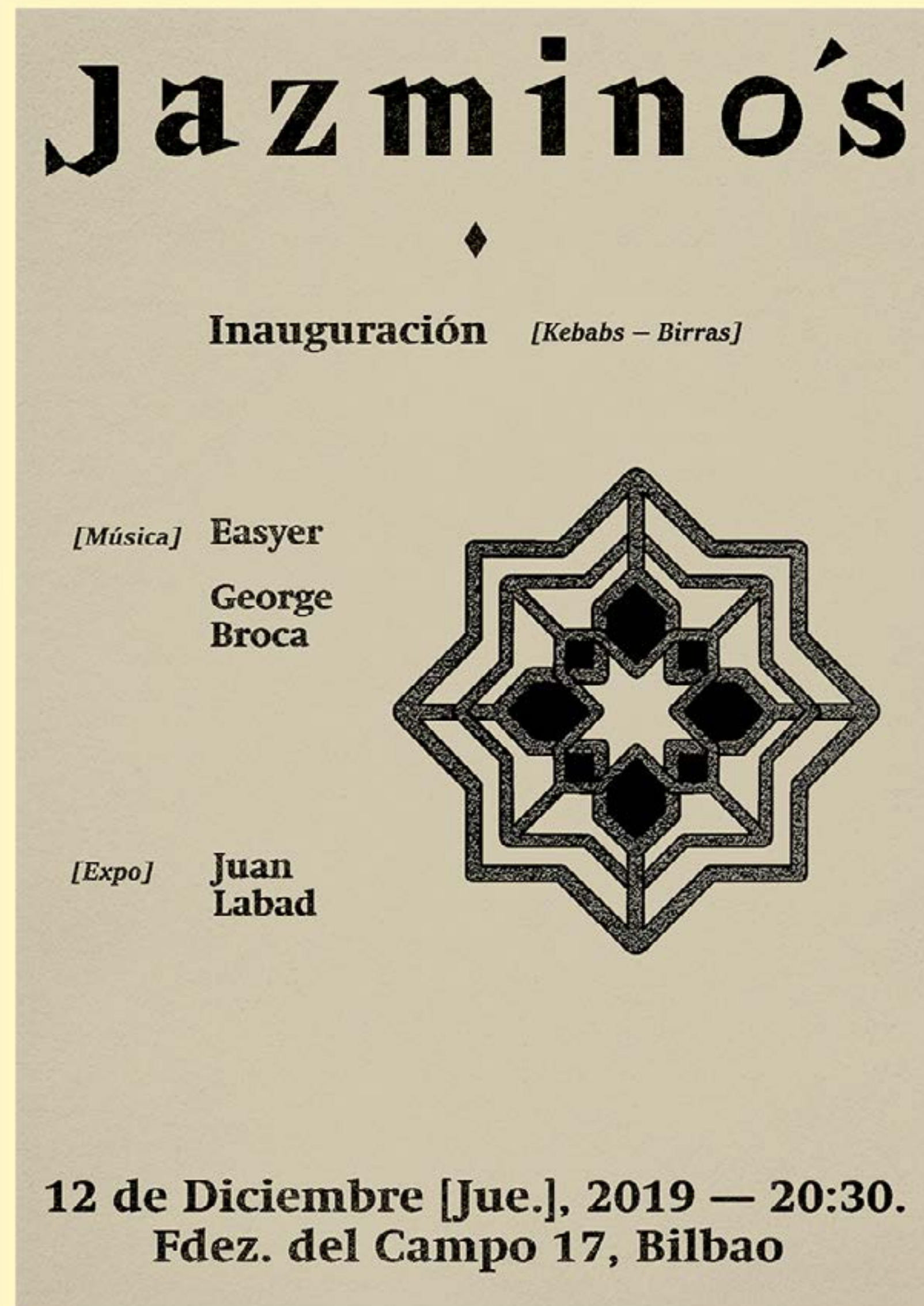
Jazmino's





The brand image is extremely simple. Even so, each and every one of the characters that make up the logo are meticulously detailed.





We are happy that this very special place has become a landmark in the city and we're glad having been able to do our bit.

[13] TIPI GARA

“Design for transformation”

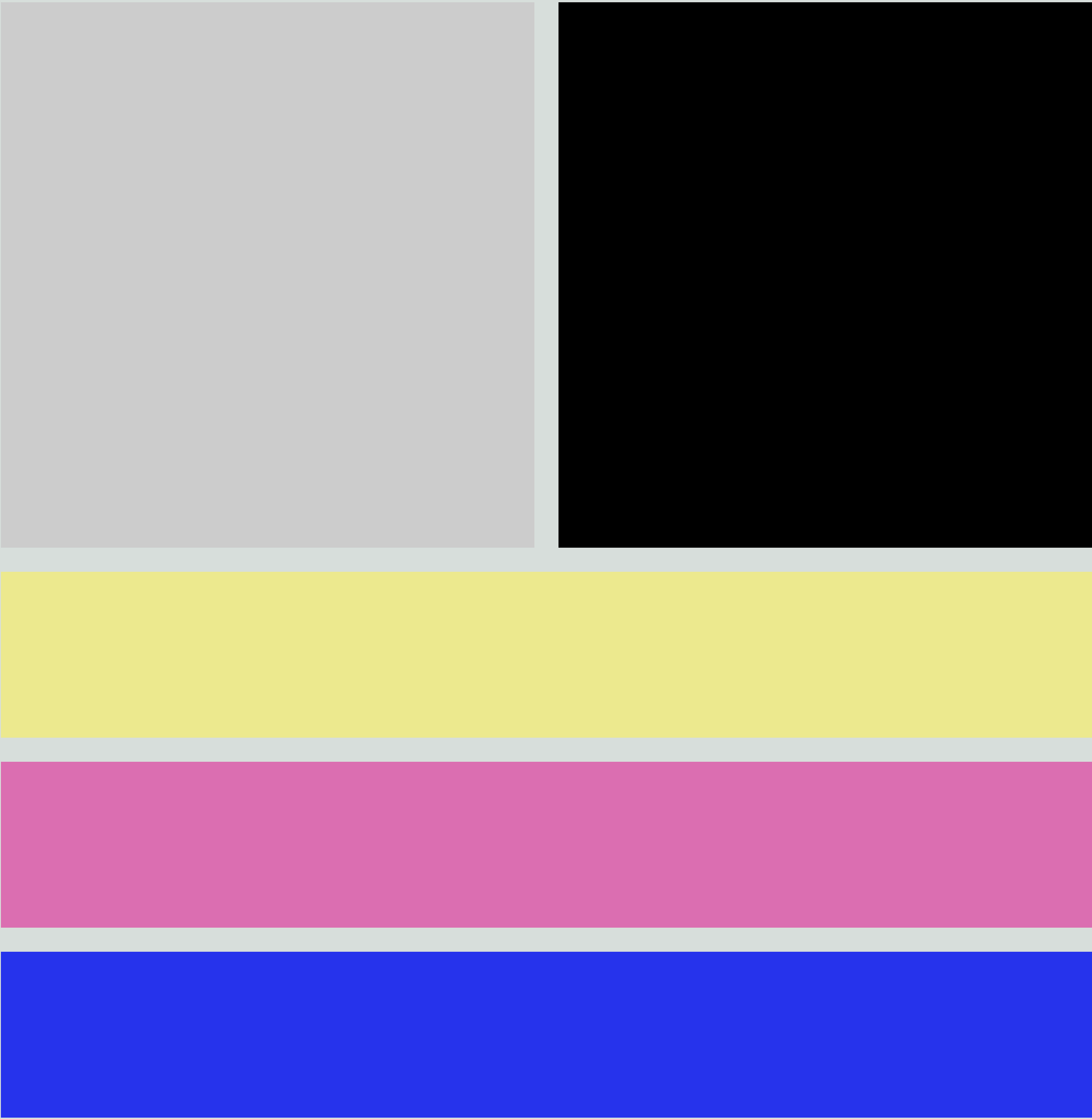
Multidisciplinary cooperative company that develops participatory processes seeking to transform conventional models.

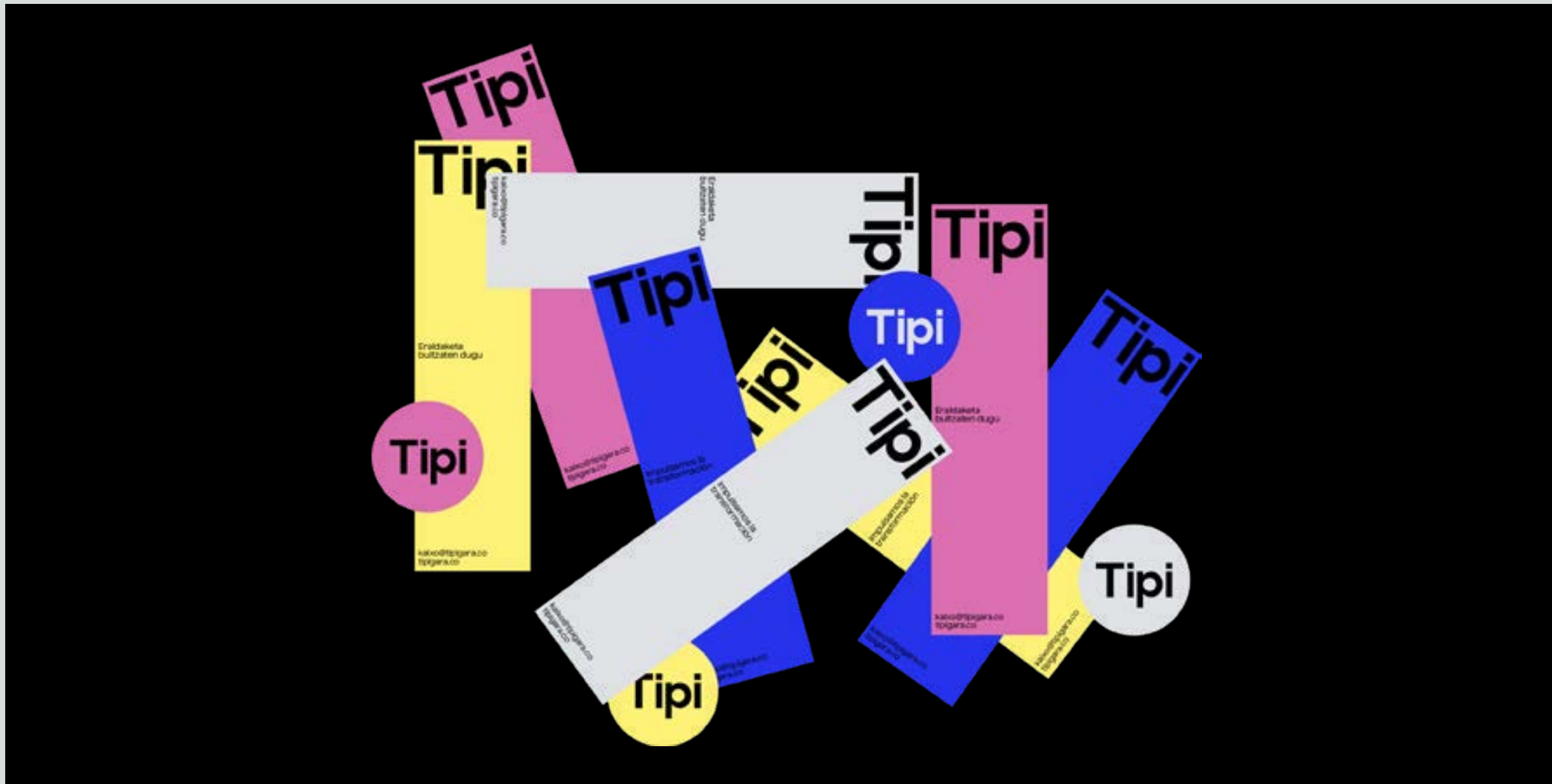
Credits

Design Cuchillo

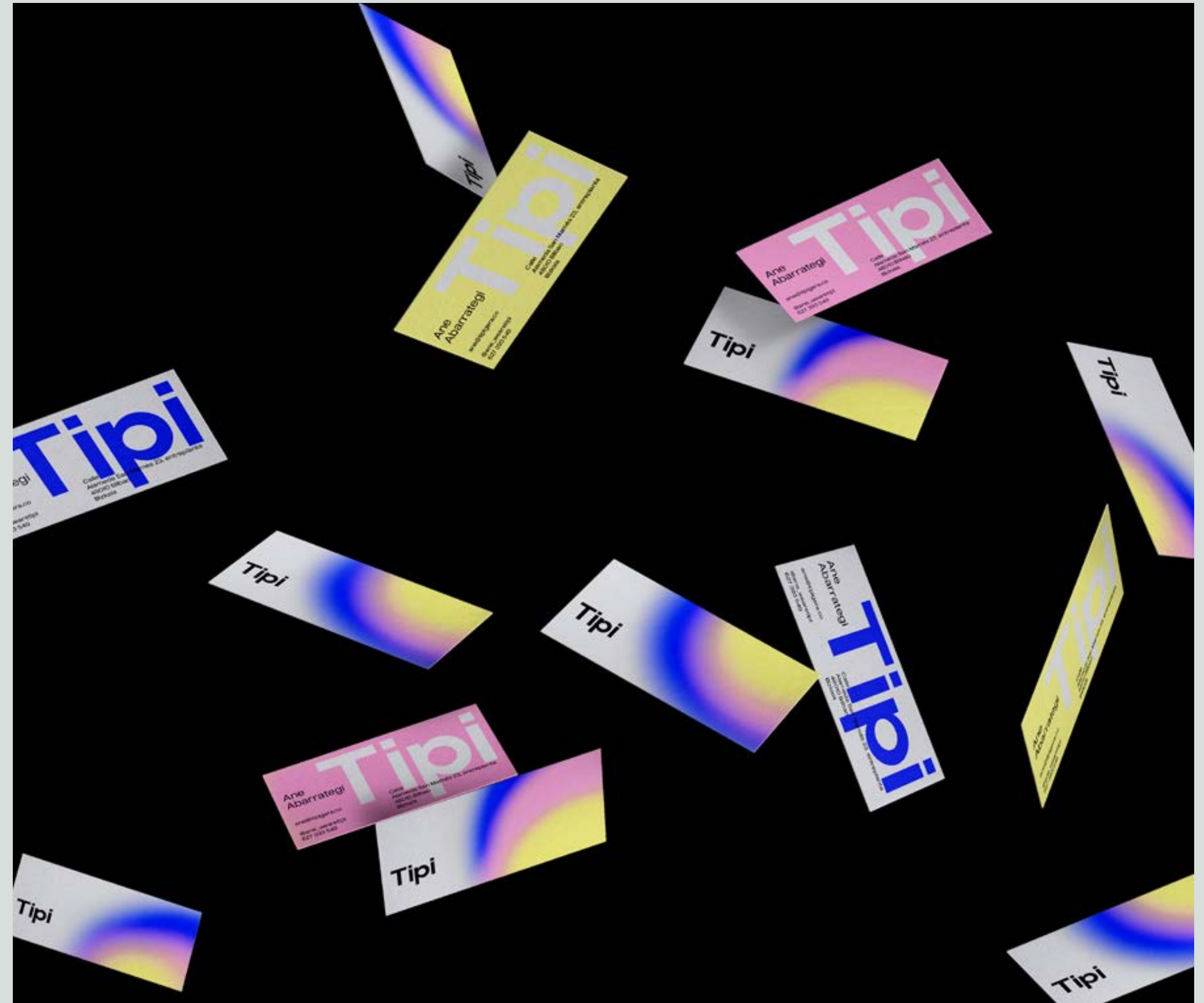


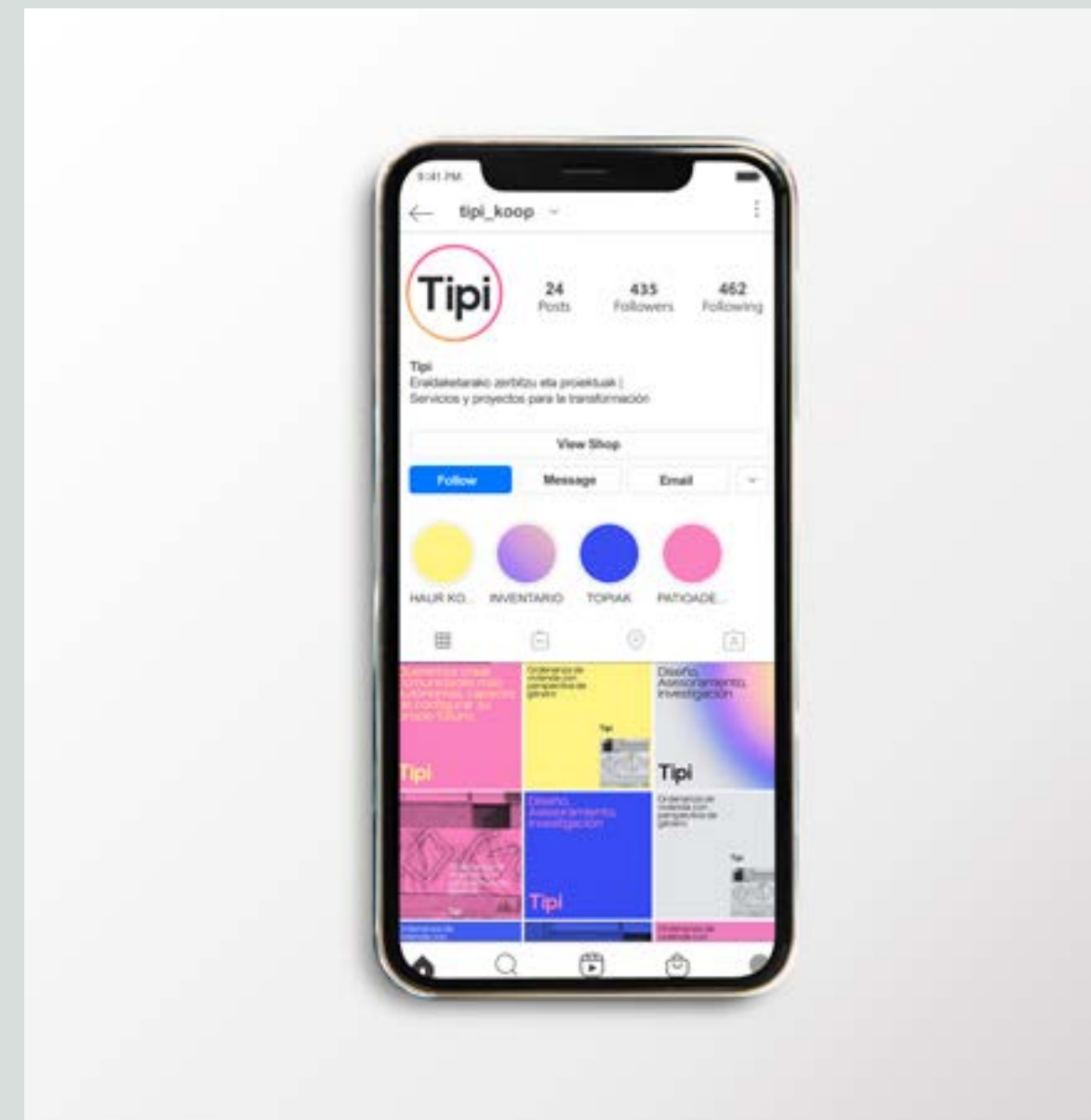
Tipi





We have designed the new corporate image of Tipi, together with its respective adaptations for the web. It is a typographic proposal, using basic colors and organic shapes.





A sphere represents the graphic idea, which houses Tipi's various concepts to rethink spaces.

[14] AZOKA ARTEAN

“Art between markets”

Art exhibitions in traditional neighborhood markets, enabling disused spaces and premises.

Credits

Concept Maraka
Design Cuchillo



AZ

(ARTEAN)

KA





We worked the visual identity for a special project devised by the thinking minds of MARAKA; an Art exhibition in traditional neighborhood markets.





Based on typographic gameplay using the linguistic meaning of the event's name, the concept is developed through a color scheme which evokes basic emotions.

[15] BASQUE TOUR VIDEO

“Cuidar(los), Cuidar (nos)”

Spot for the campaign to support the Hospitality Sector in the Basque Country. The concept is about the noisy silence that invades our streets when bars and restaurants are closed.

Credits

Production Company **Panarama**

Concept **Cuchillo**

Design **Cuchillo**

Links

View spot [here](#)





We created almost static scenes of the empty places, describing the moments that we live in them as credit titles.





All of this, in contrast to the second part of the spot in which the opening of the Hospitality Sector lets us experience those moments again; with "cuidado" (care) as the central axis of this project.

[16] DANDO LA BRASA

“Chicha Pixel Style”

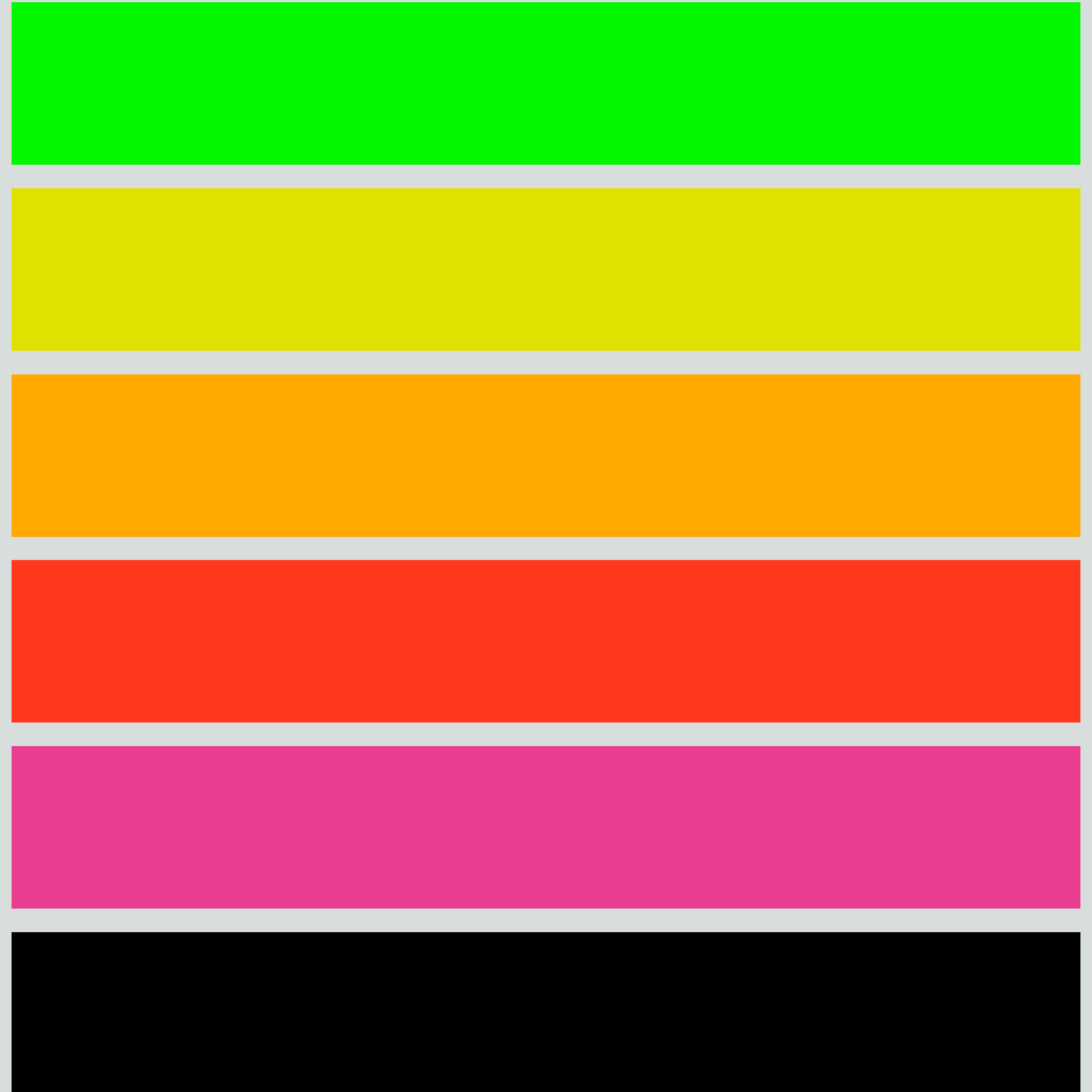
We share personal and gastronomic experiences through the culinary miscegenation that defines us.

Credits

Photography La Absurda Zurda
Design Cuchillo



DANDO
LA BRASA





The entire identity follows aesthetics based on pixels, as well as fluor colors, designed to be used in large size.





The textures generated by brutalization of classic Andean patterns that can be found throughout Latin America.



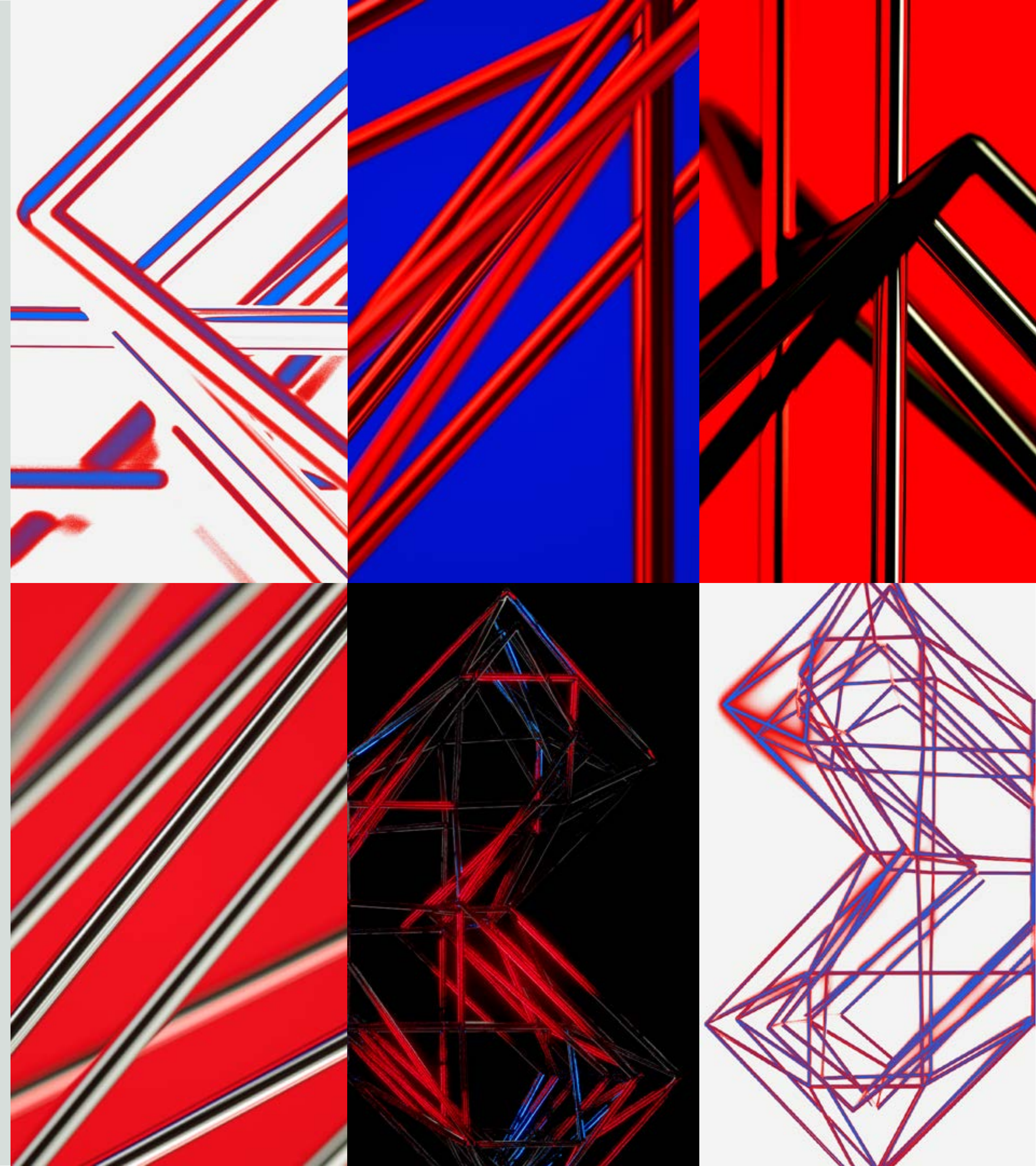
[17]SD EIBAR

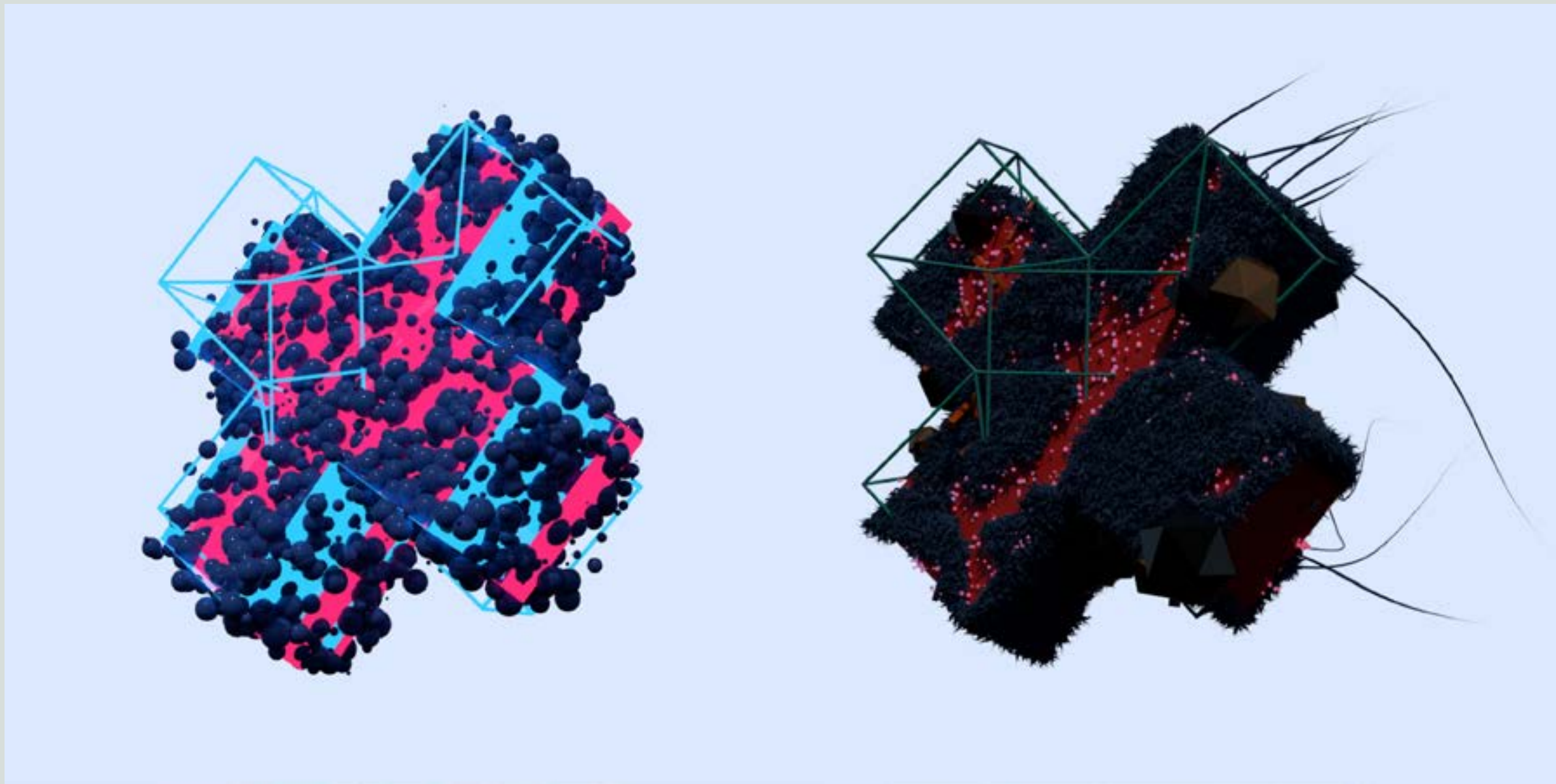
“Another football”

SD Eibar is a special team in a world that is very different from the values it represents.

Credits

Design Cuchillo





We have spent several years designing the graphic style of the team. Here's a small sample of the 18/19 and 19/20 seasons.







[18] GARAI

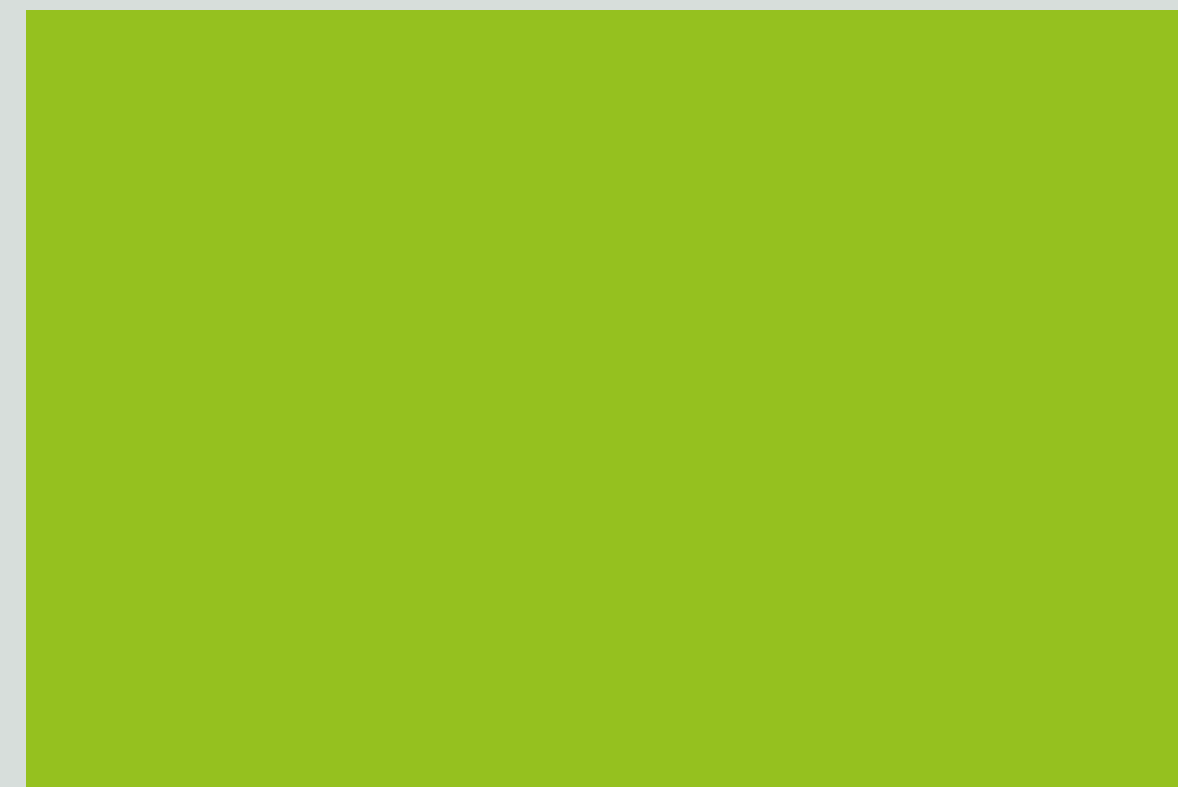
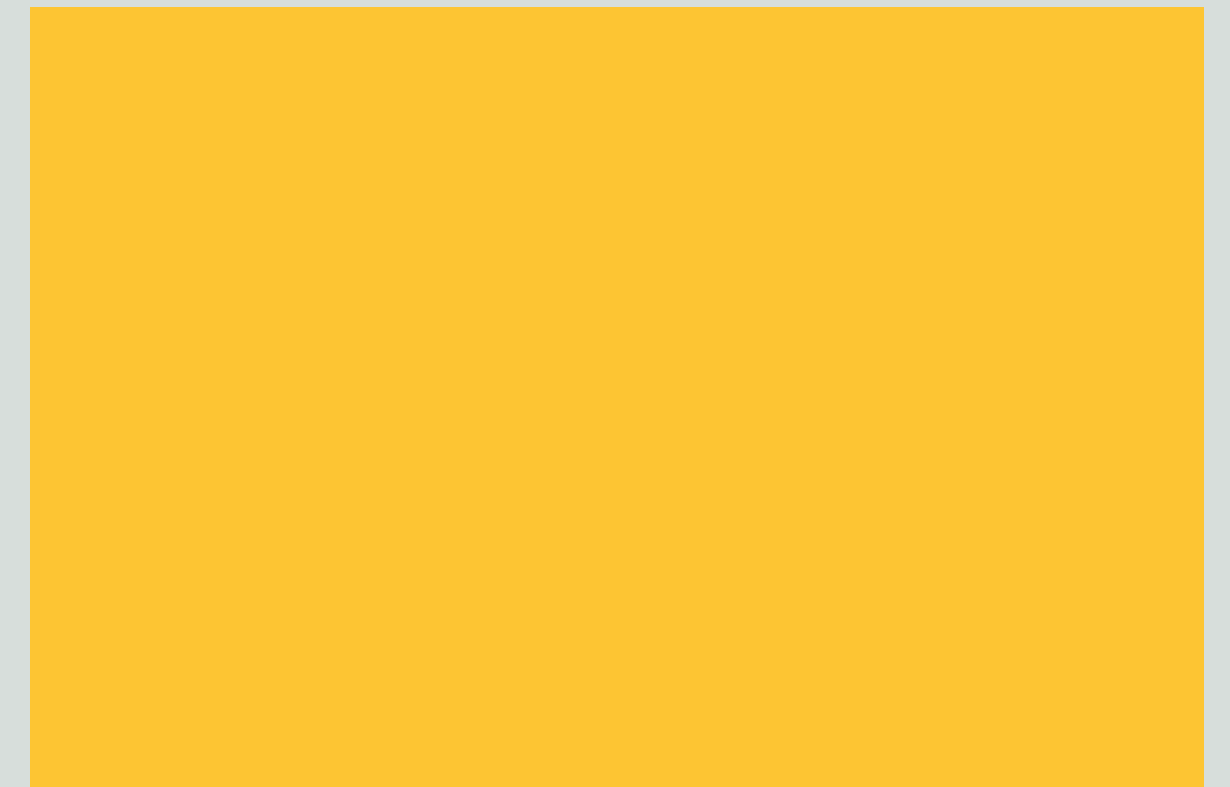
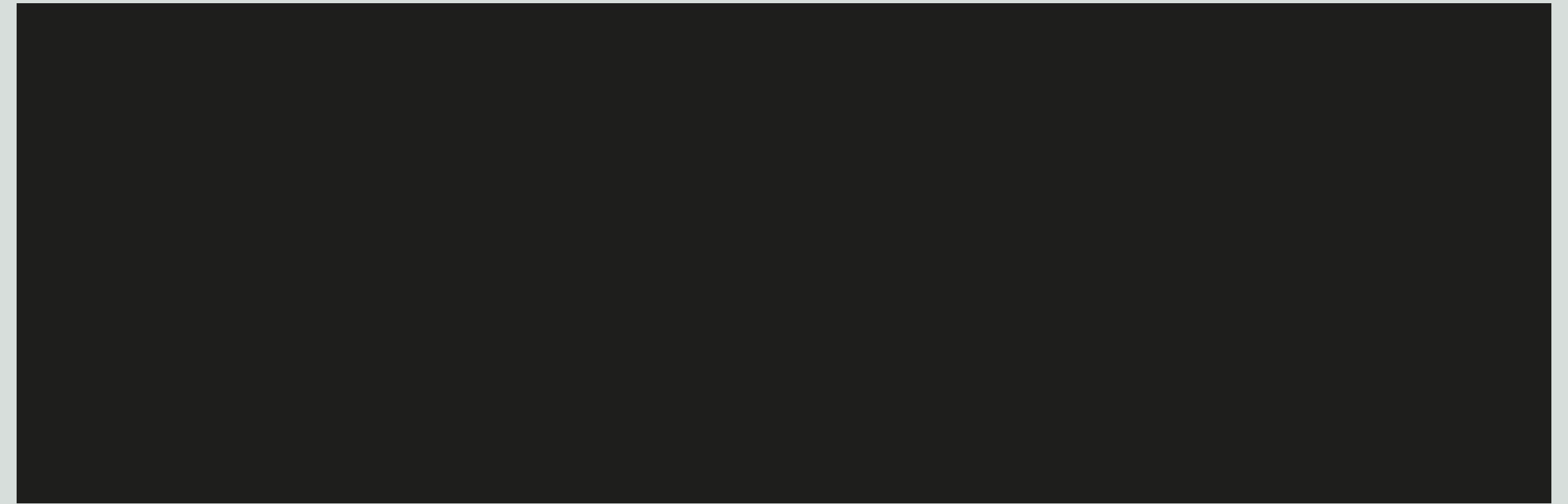
"Special beers for special people"

The brand produces different beers depending on the season, using raw materials from the farm itself in order to give its products character and personality.

Credits

Design Cuchillo

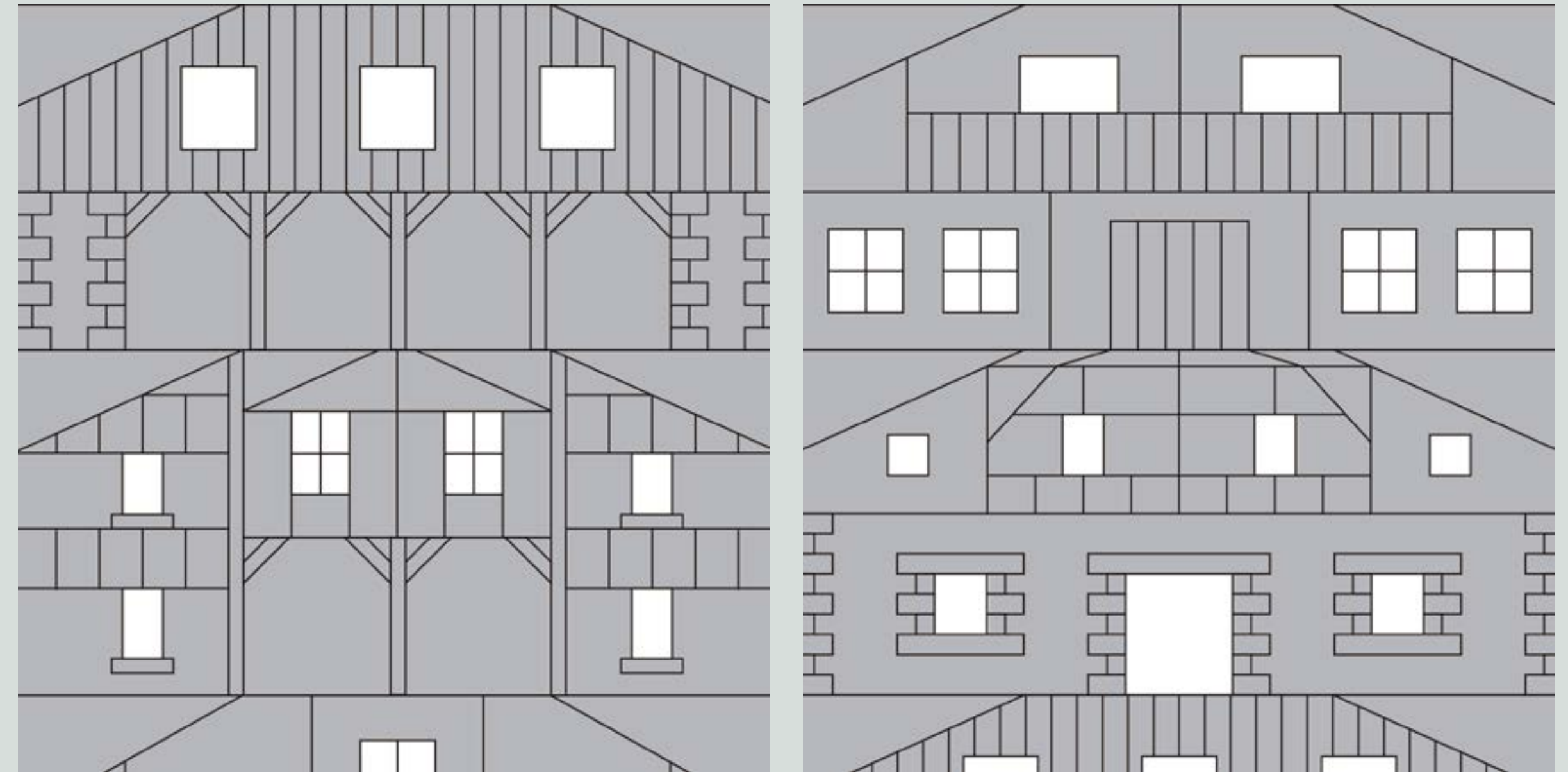






The graphic style seeks inspiration in the elements of water, hops, barley and yeast; essential elements for the elaboration of beer.





This second line of products are special beers in which each batch (represented by a number) shows a different basque farmhouse and has an original flavor that will only be produced once and in a limited way.

[19] MAMÁ ABSURDA

"Life is absurd.
Join the club"

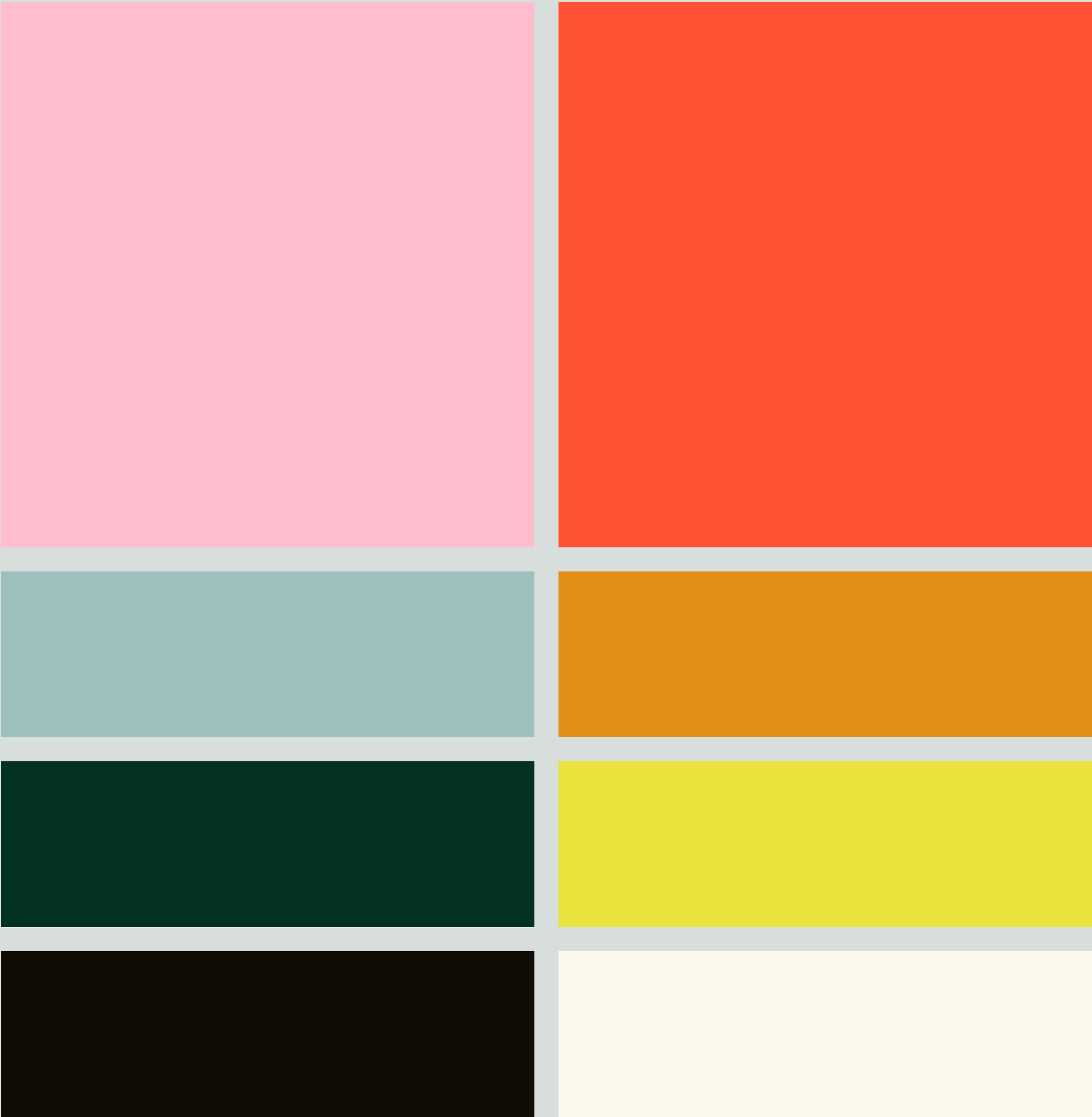
Mamá Absurda is much more than a store; it is an ode to silliness and to mama's girl & boy.

Credits

Design Cuchillo

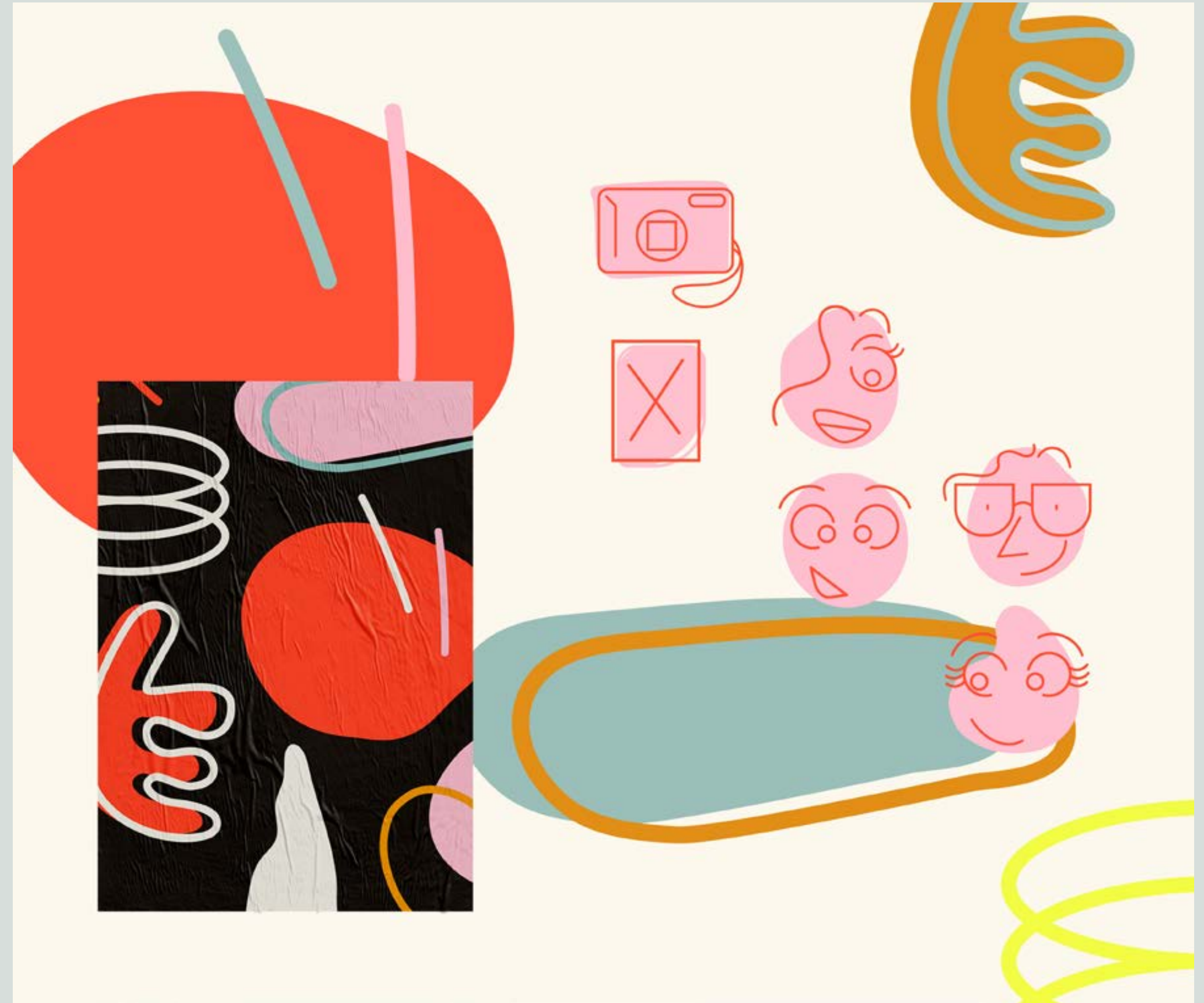


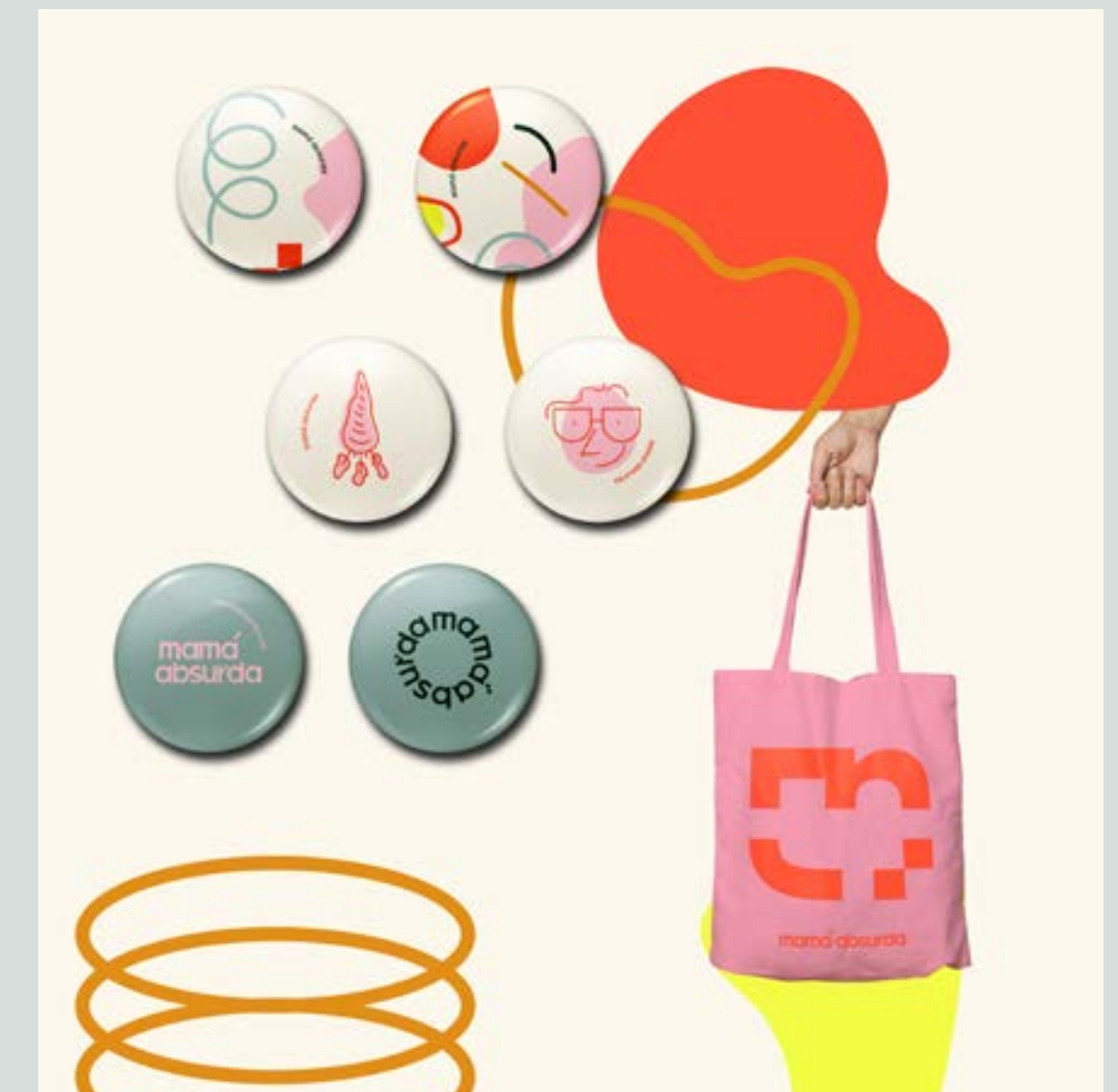
mamá
absurda





Color schemes and icons that represent the clients peculiar way of seeing life.





Customized typography, illustration, textures and color displays define the brand with a less conventional and more absurd way of communicating.

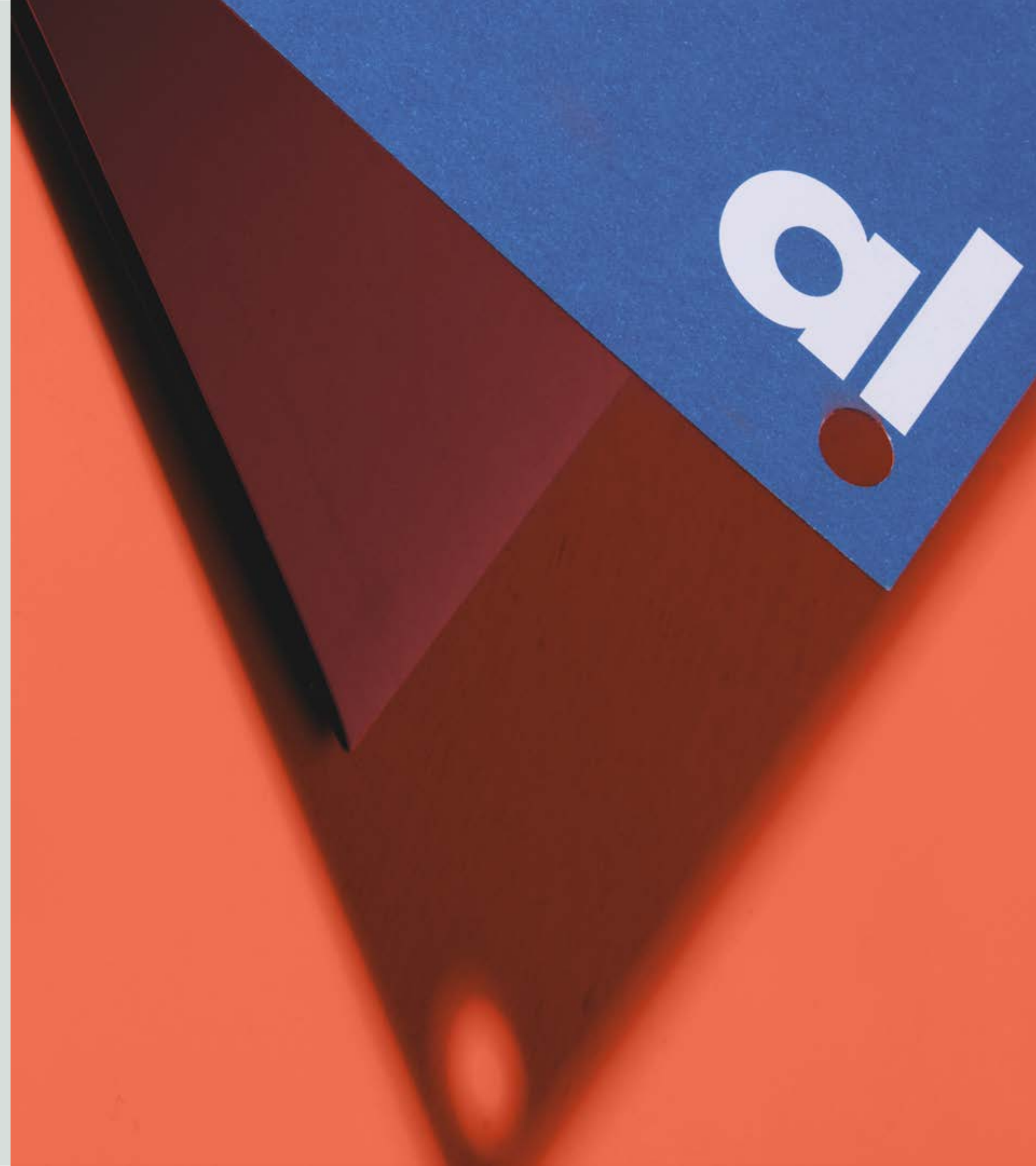
[20] ALOJA

"Your maintenance partner"

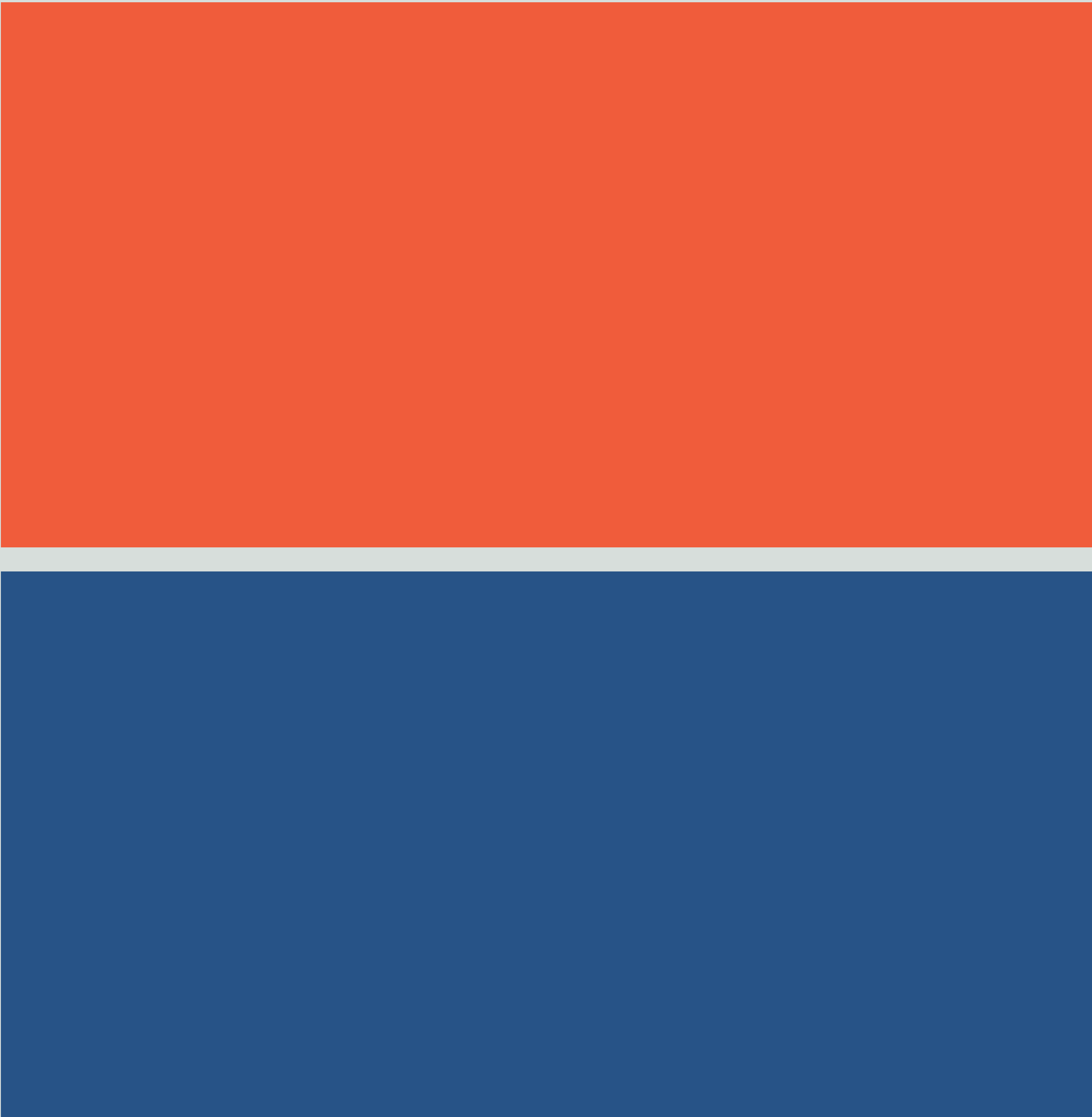
Aloja solves incidents and maintains accommodation facilities in the tourism sector, promoted through its own app.

Credits

Design Cuchillo



aloja





Although the identity is all lowercase, its visual concept is bold and direct. The dot, the focus of attention, represents the problem that the company solves.





[21]

MATADERO

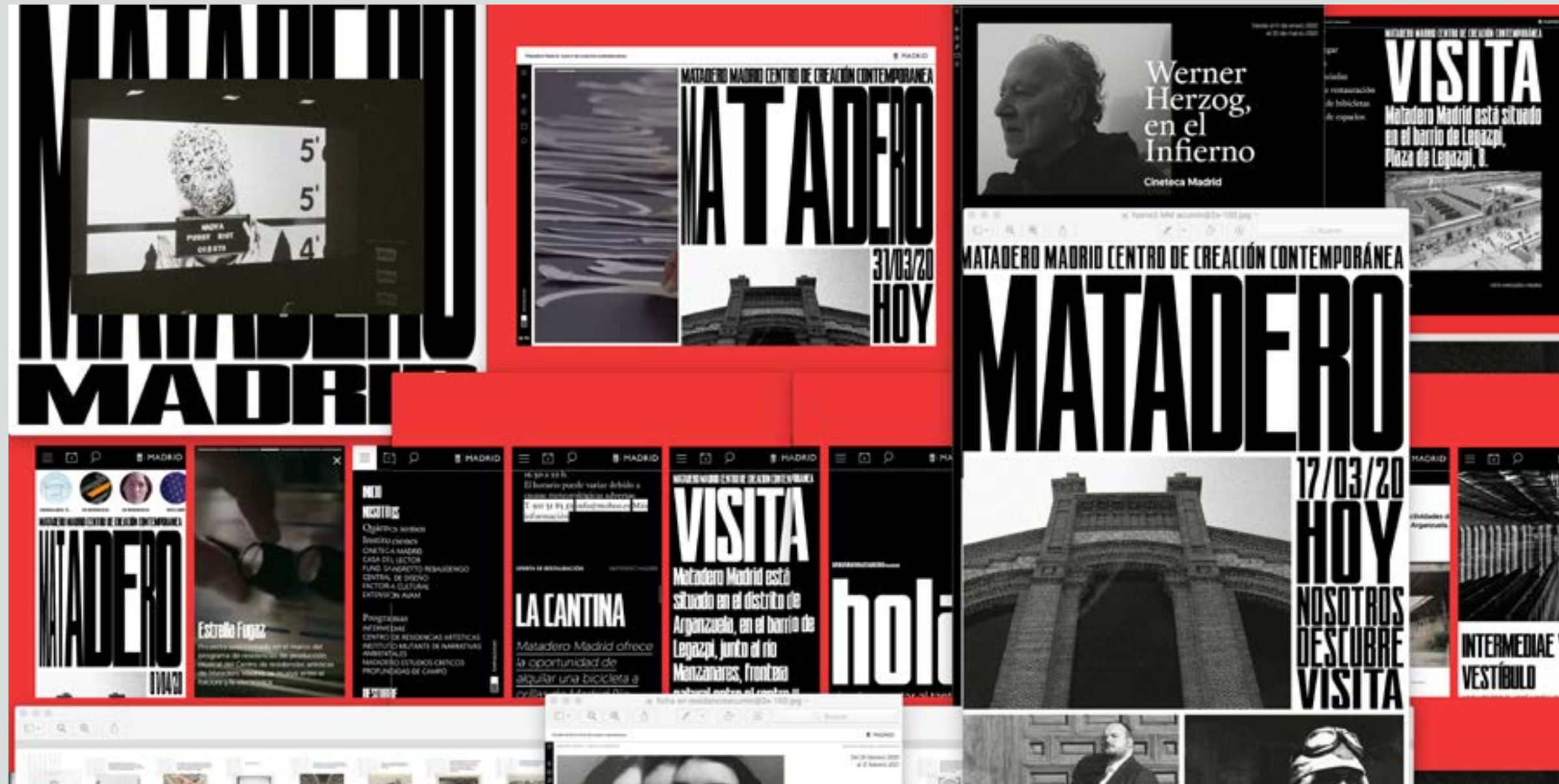
“MATADERO MADRID”

Matadero Madrid is a contemporary creation center promoted by the Government Area of Culture, Tourism and Sports of the Madrid City Council.

Credits

Design Cuchillo





For the visual universe of the web, the starting point was clear: a strong and rough system based on contrasts with a clear constructivist and rationalist vocation.

MATADERO MADRID CENTRO DE CREACIÓN CONTEMPORÁNEA MATADERO MEDiateca

Publicaciones

PUBLICACIÓN



23 marzo 2020
Guerrilla Girls 1985-2015

PUBLICACIÓN

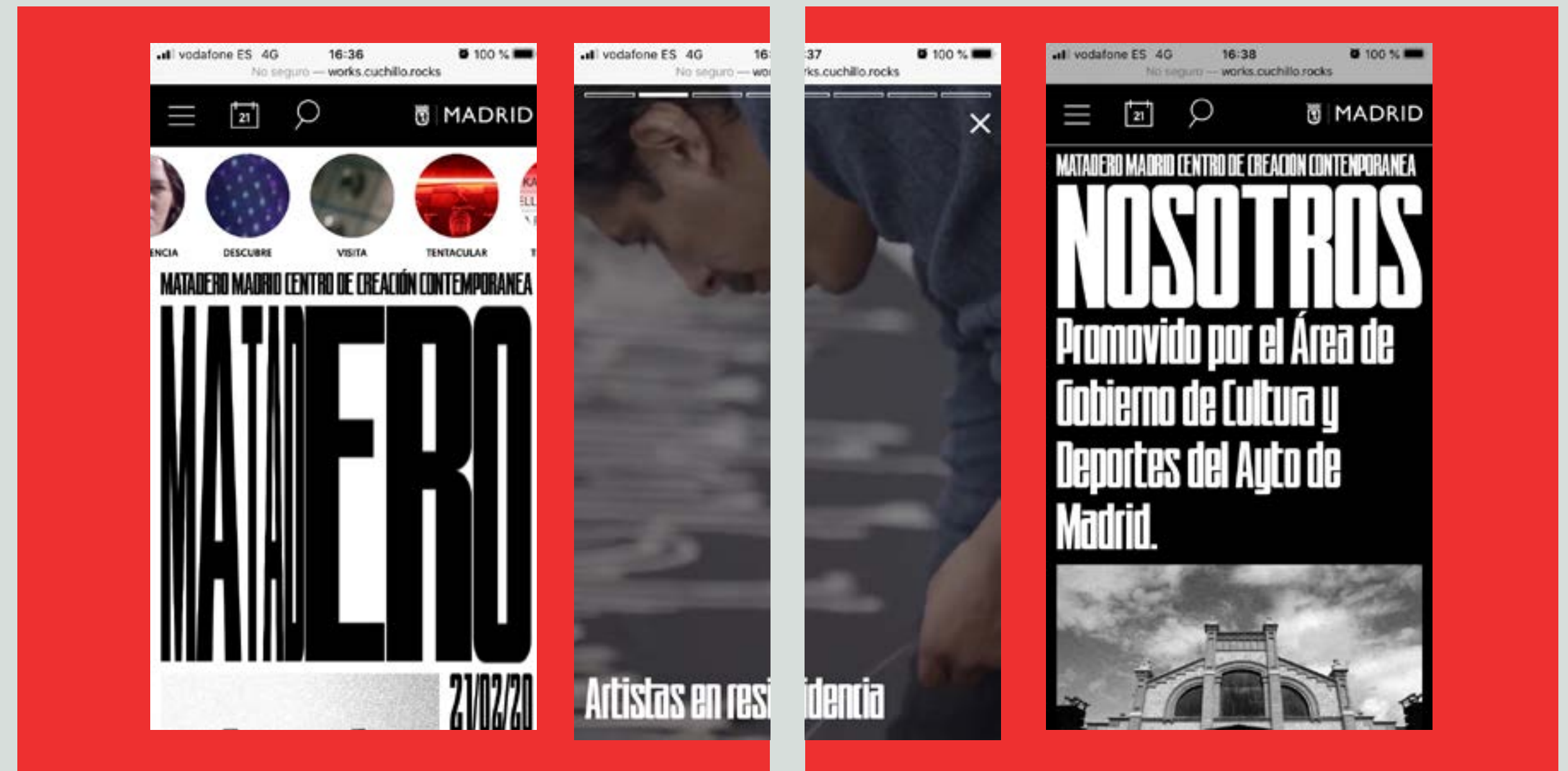
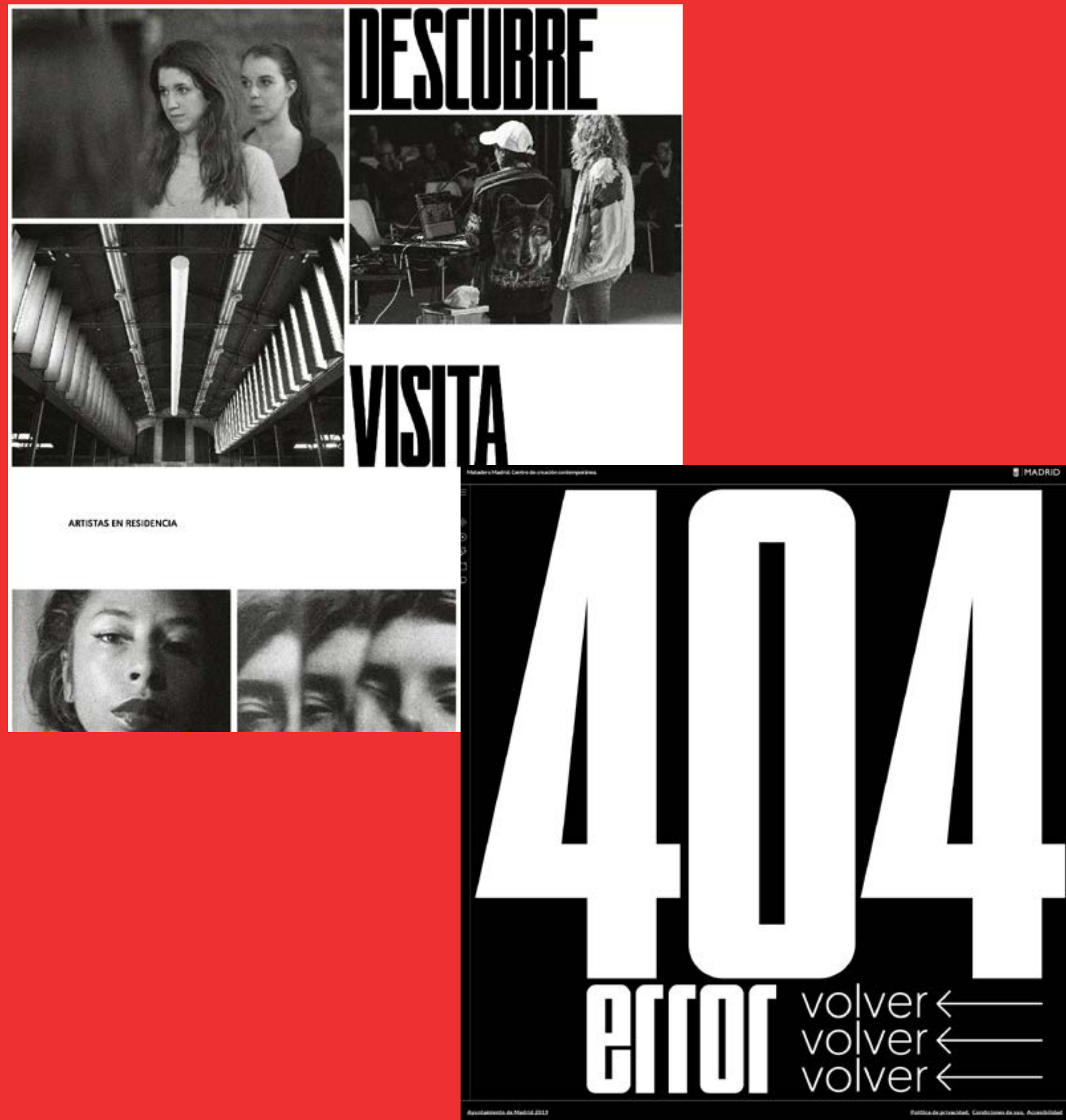


13 febrero 2020
Hoja de sala Doce
fábulas urbanas

PUBLICACIÓN



01 enero 2020
Programa trimestral
Enero-Marzo 2020



Black and white as the main axis. Noise in the photos that takes us to the "cinéma vérité". And an editorial design layout inspired by classic tabloids.

[22] BBK LIVE

“BBK Live 2019”

Bilbao BBK Live, iconic international rock and pop music festival.

Credits

Design Cuchillo





The graphic image for BBK Live 2019 has been developed using concepts such as: nature, party, music, different environments, a special, magical place.





Based on powerful modular geometric shapes and basic colors (green: nature, red: Bilbao), the combination of elements makes up the brand identity.

[23]

CUCHILLO
FC

“CUCHILLO FC”

You don't have to know how to play football (soccer) to be a great team.

Credits

Concept Joder Irene

Photography La Absurda Zurda

Design Cuchillo







A merchandising campaign made for an imaginary soccer team.





The main objective of the project is the call for attention through the rebellious act of breaking the established norms.



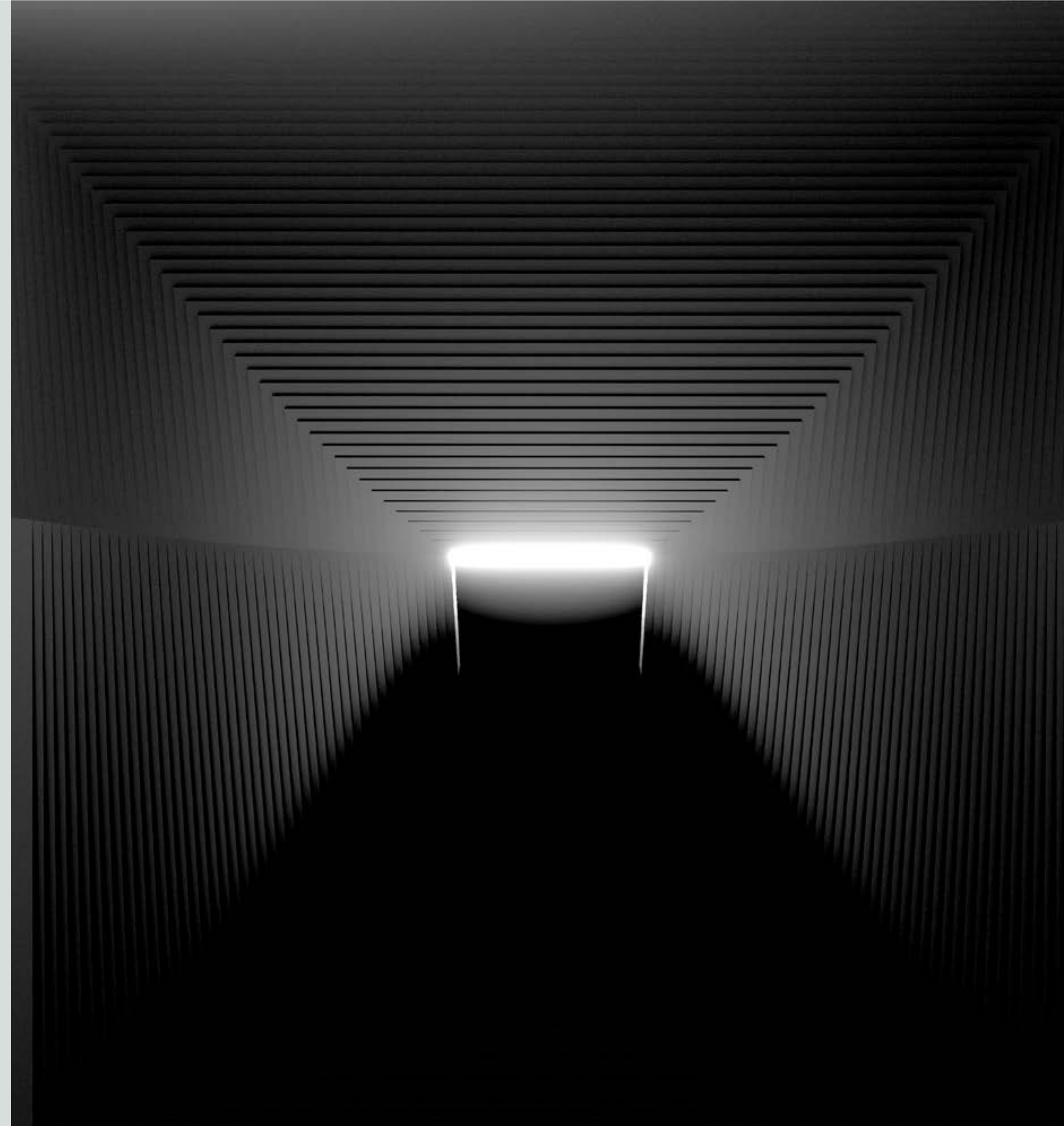
[24] KALE ARTEAN

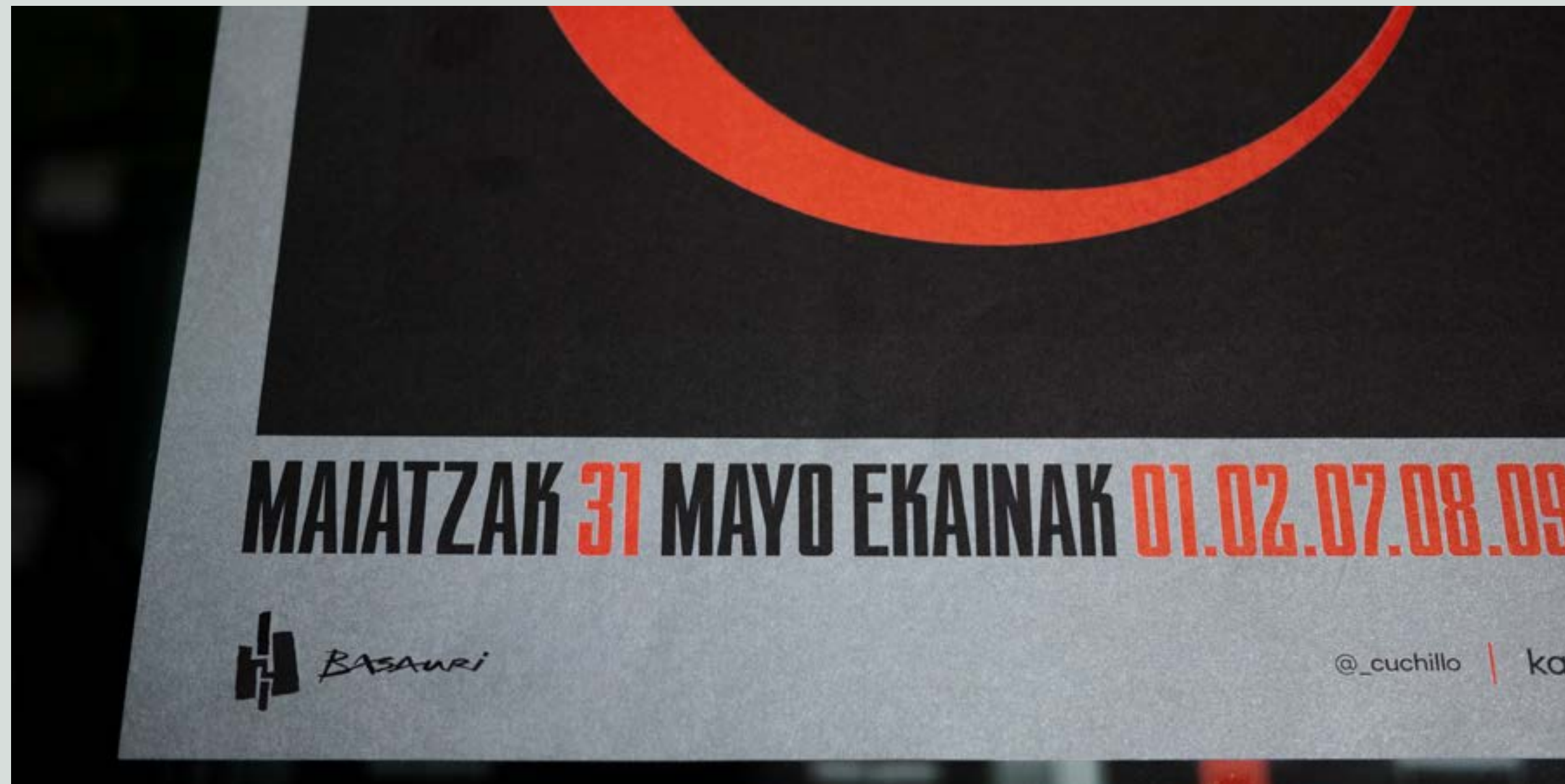
"Discover the beauty of the ephemeral"

Festival of ephemeral artistic interventions in empty and / or disused premises in which to learn, rediscover, reflect, enjoy, feel, dream...

Credits

Concept **Maraka**
Design **Cuchillo**





Concepts of light, darkness and repetition of forms visibilize the disappearance of local commerce.





This was carried out using an 'eclipse figure', as well as with a background that is animated in a loop simulating a kind of 'distorted entrance' to create a sense of depth.

[25] AZAB

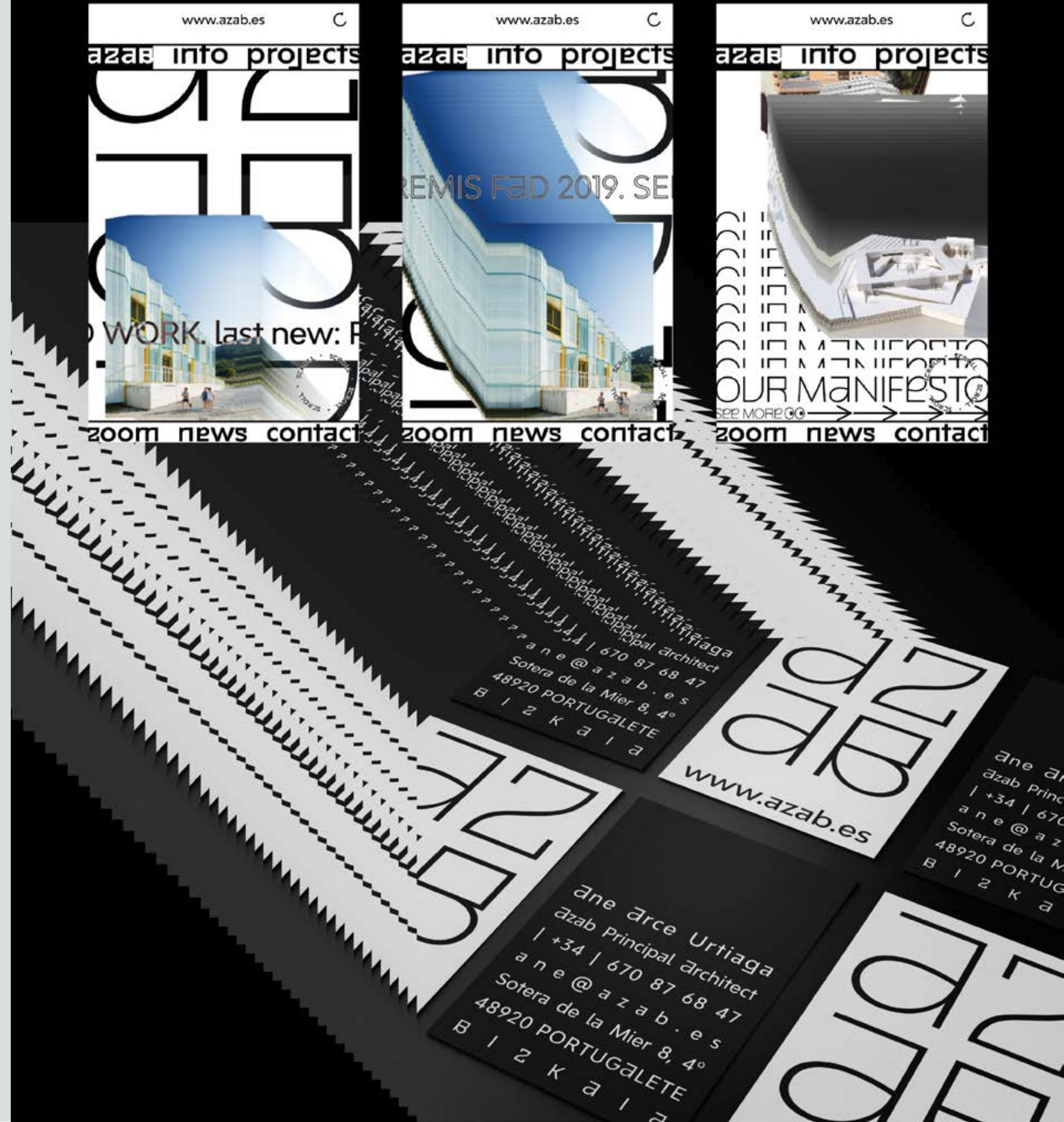
“From A to B & from A to Z”

Architecture studio that works with spatial systems, allowing to materialize their theoretical positions, through aesthetics that explore the margins between the political, the social and the playful.

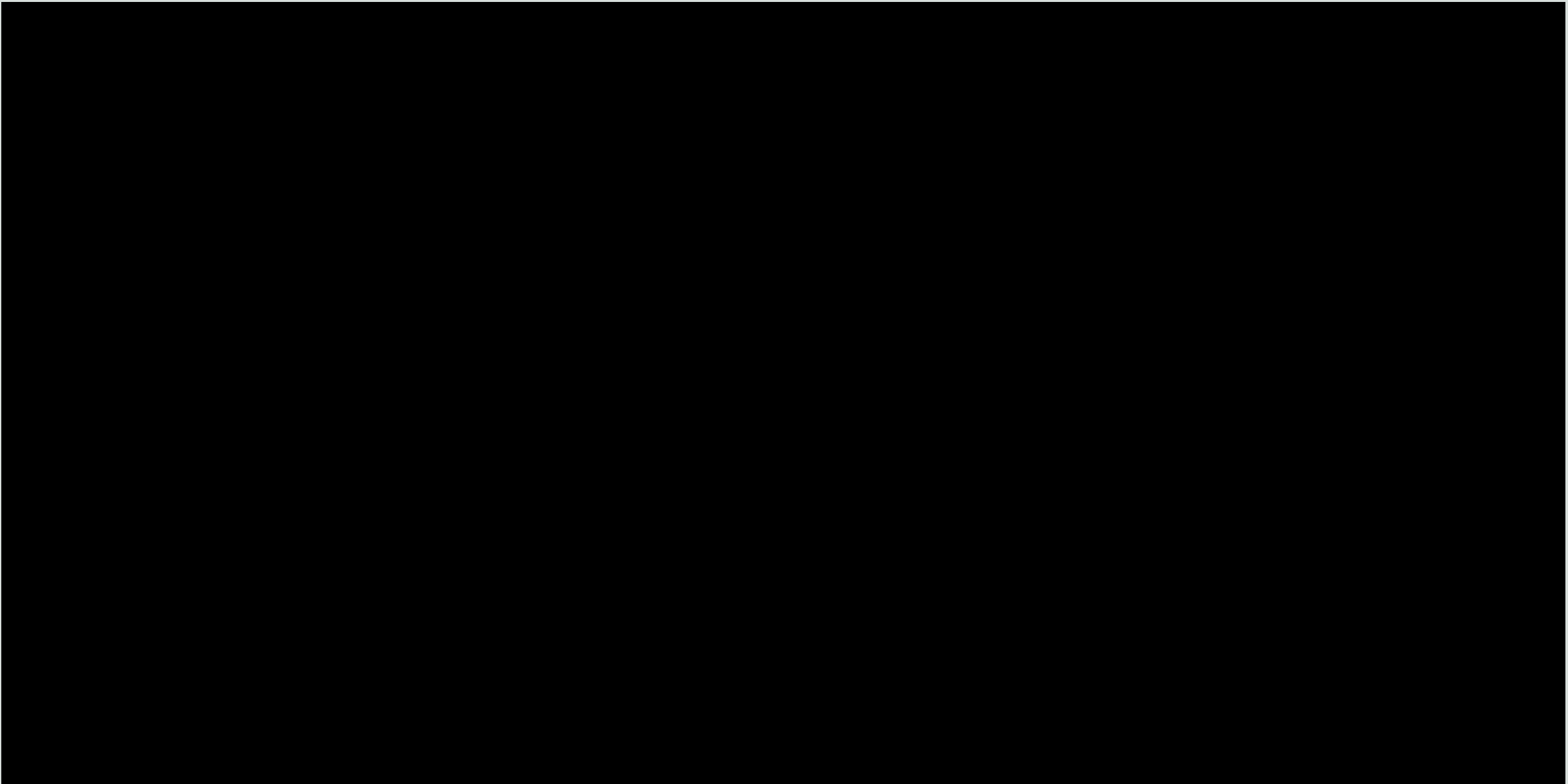
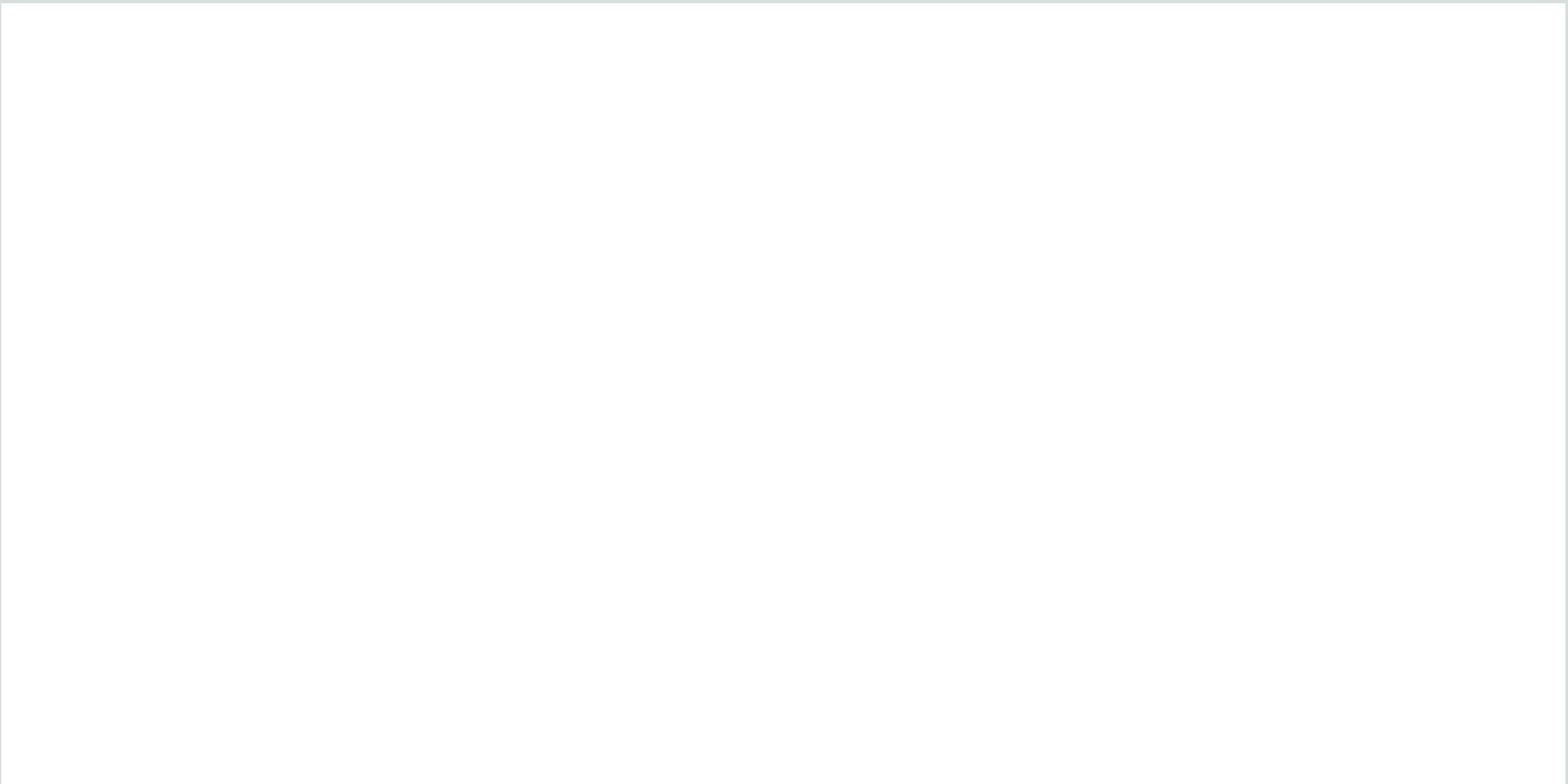
Credits

Design Cuchillo

Portfolio Visual Identities



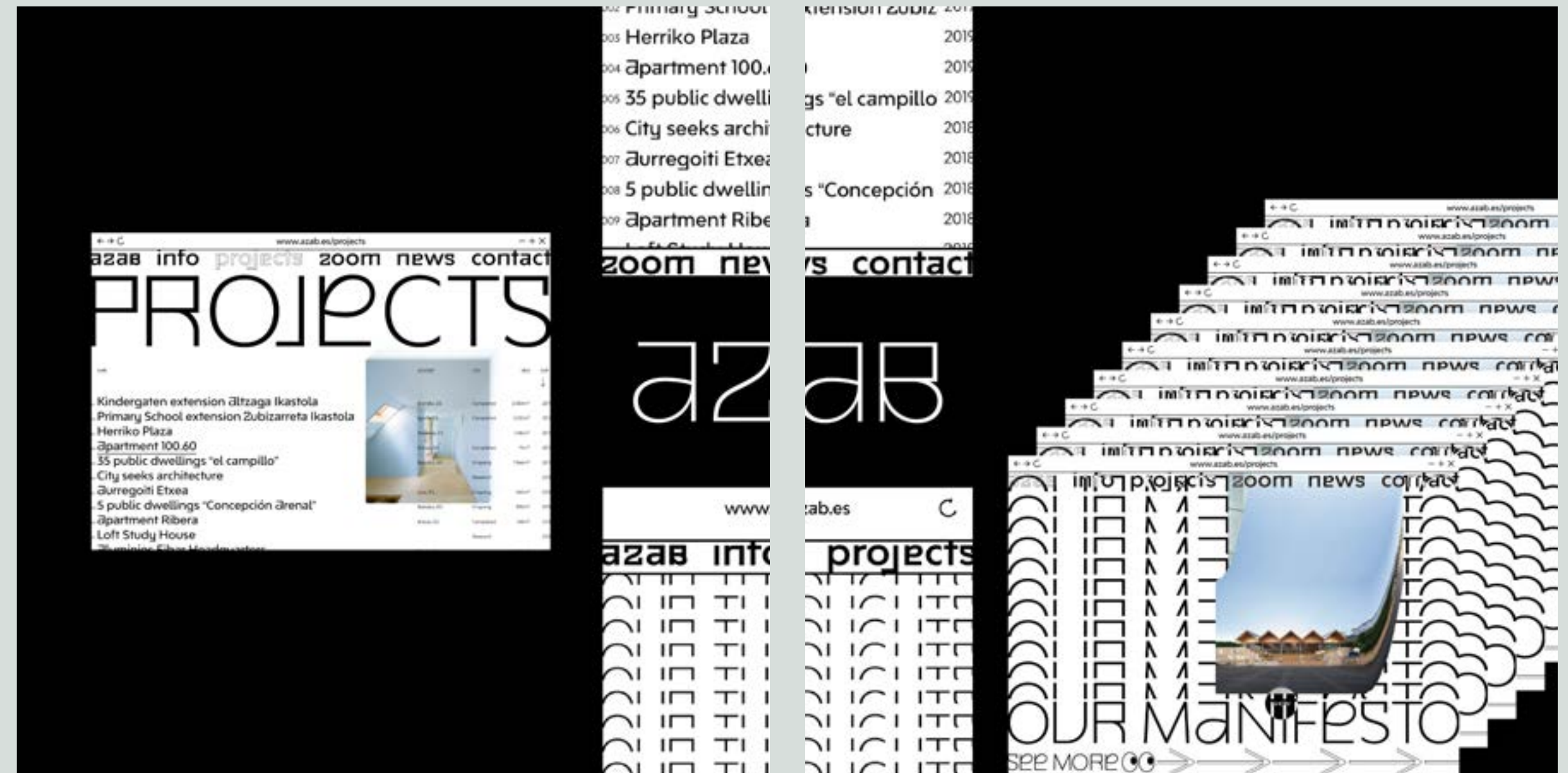
az
ar





It's all about communicating and transmitting brutalist architectural essence where aesthetics and rigor come together to form a coherent political discourse.





The web has gone a step beyond brand image. Brutalism, typography, B&W, a home that drives you crazy and much more ;)

[26]BBBDW
2018

“Hyperdesign”

An event that aims to connect different users and profiles within the world of design.

Credits

Design Cuchillo

Portfolio Visual Identities





Understanding Hyperdesign as a broader vision of all design disciplines; it is about assuming experimentation and risk to discover new languages and meanings.





The graphic line is inspired by Bauhaus design, using basic colors, shapes and fonts.

[27] THE XX

“The XX: Young Turks”

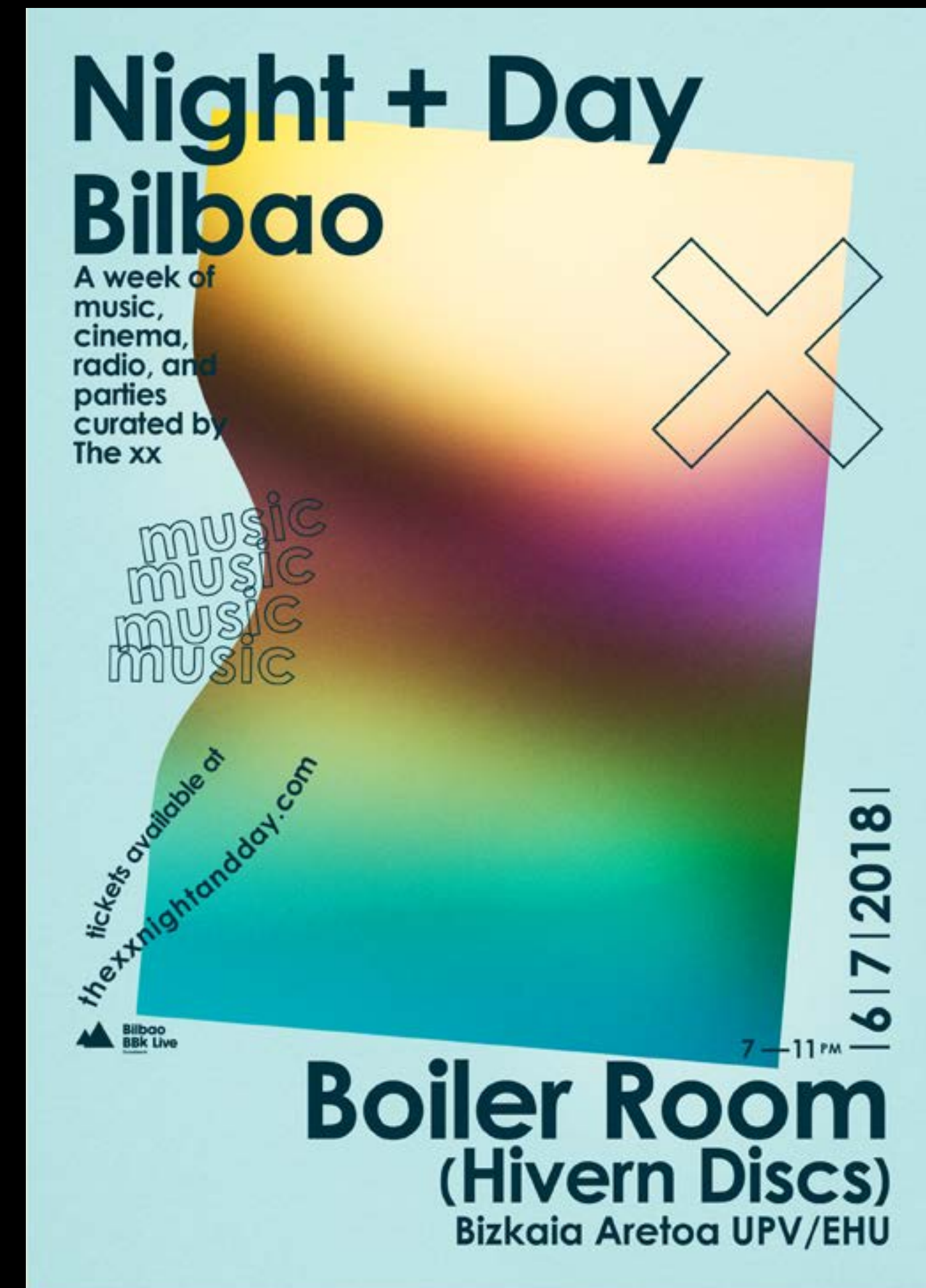
Night + Day, “The XX”'s festival celebrated in their favorite places around the world through collaborations with local artists and communities.

Credits

Design Cuchillo



Graphic image of the event with concerts, performances, participation of DJs, a radio station and film screenings (collaboration with Zinegoak).





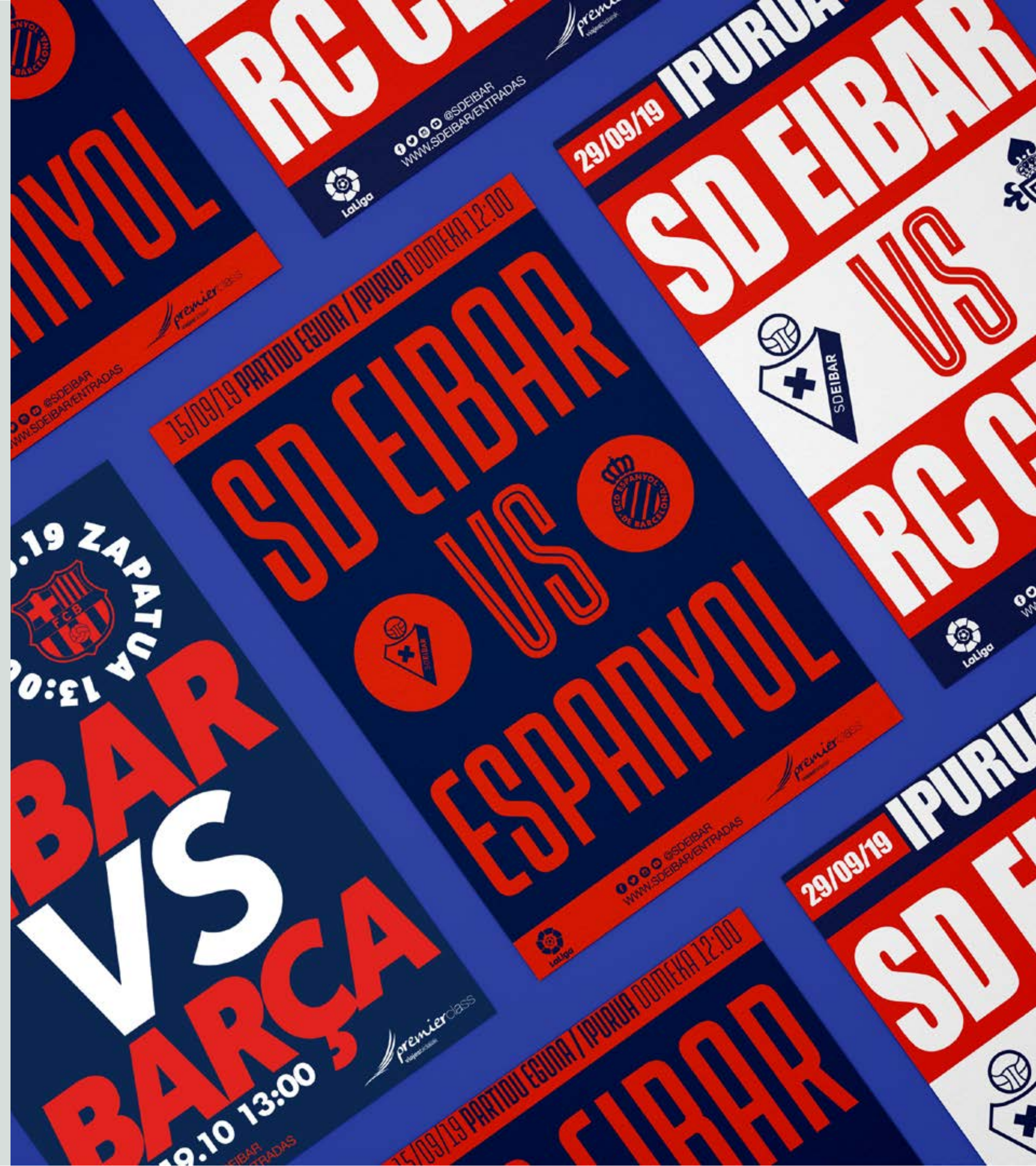
[28] S D E I B A R P O S T E R S

"Today: Match Day!"

After working for several years to create the graphic identity of the team; here is a small sample of the posters made for Match Days.

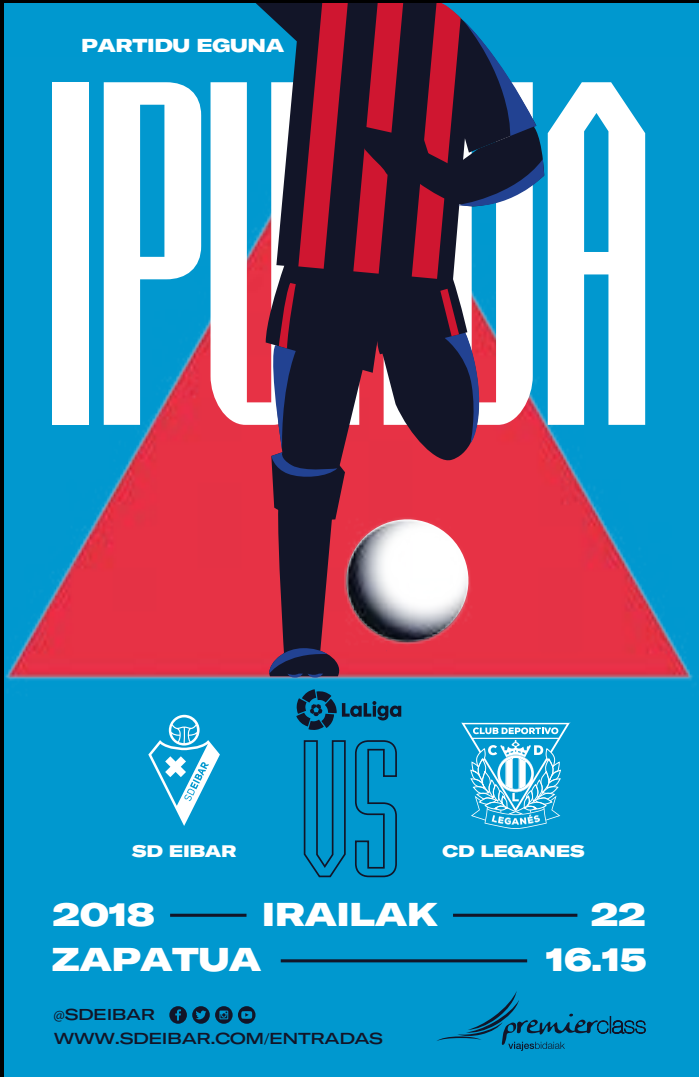
Credits

Design Cuchillo











[29] NOVOA JÁUREGUI

"TRADITION is RADICAL"

Digital presence for the Independent
Curator & museography Advisor
Novoa Jáuregui, specialized in the
enhancement of cultural
heritage & historical memory.

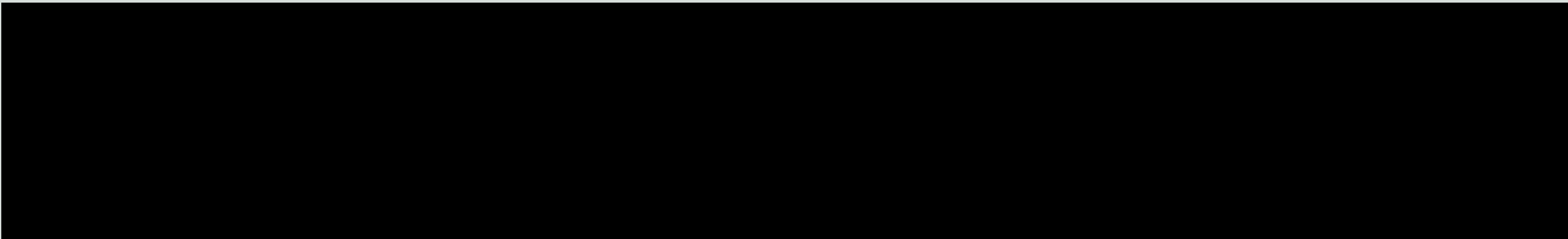
Credits

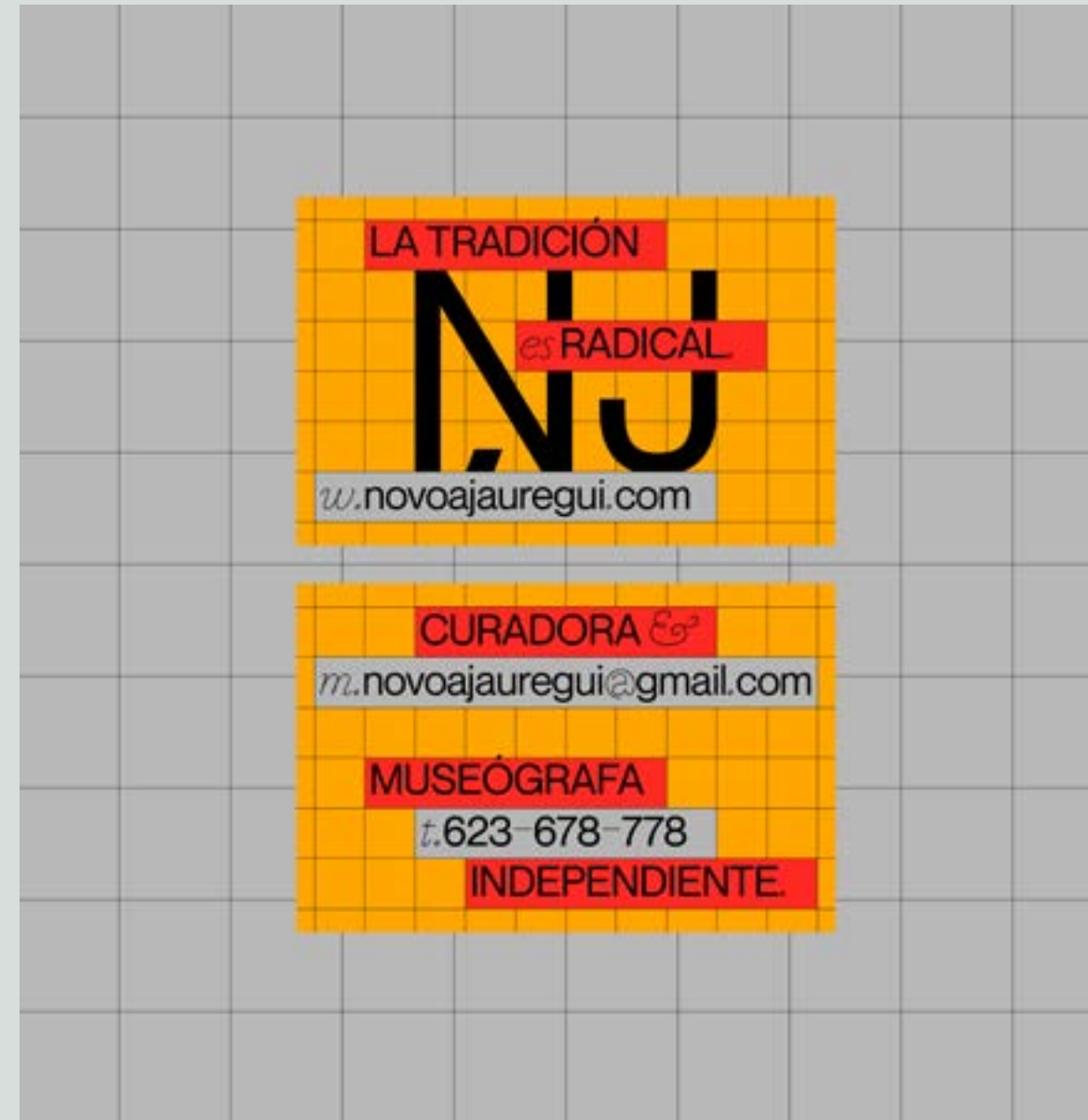
Design Cuchillo

The letters 'NJ' are rendered in a large, bold, black sans-serif font. They are positioned on the right side of the image, which features a red background with a white grid pattern. The 'N' and 'J' are closely spaced, with the 'J' having a small hook at the bottom.

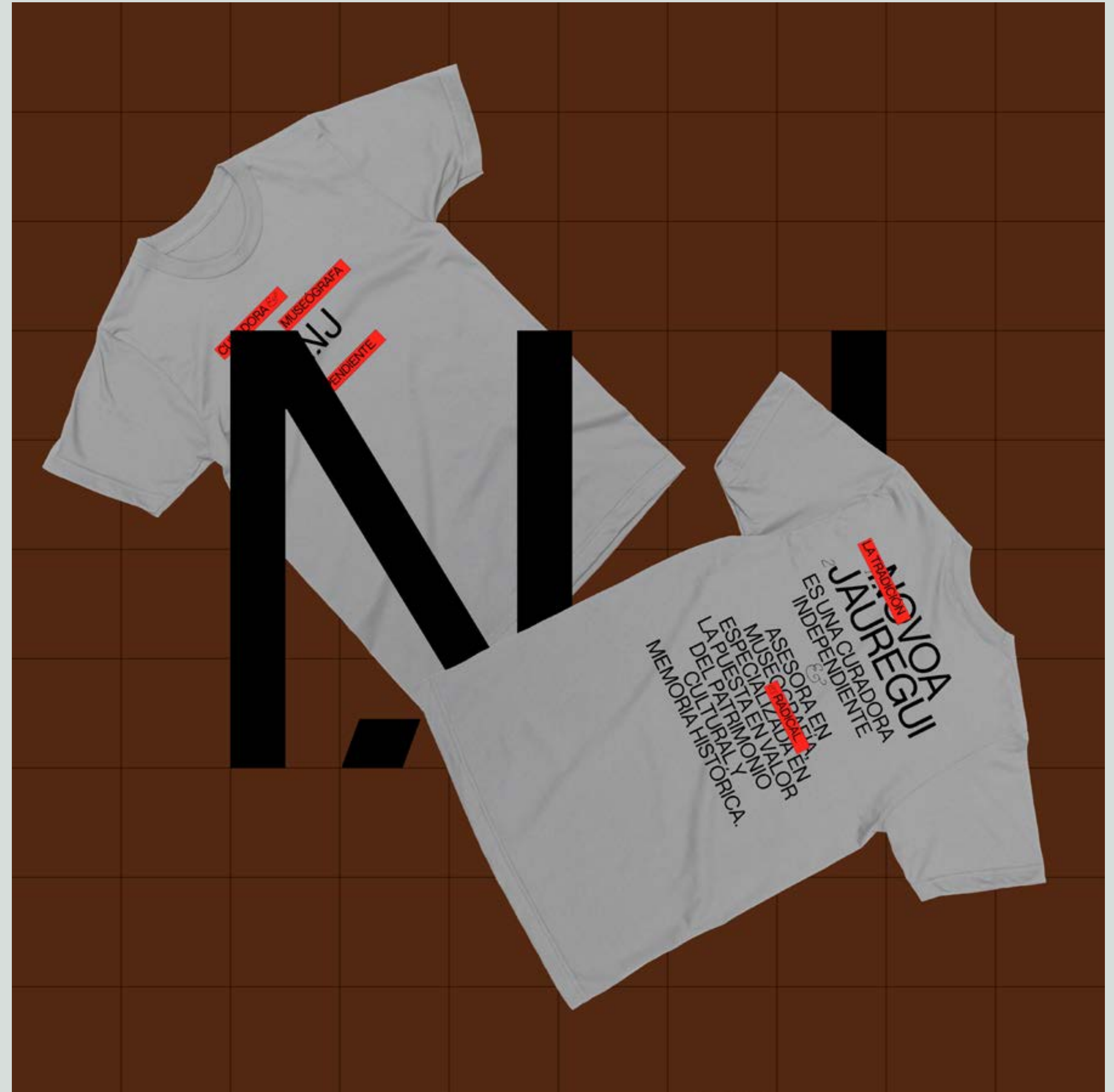
NJ

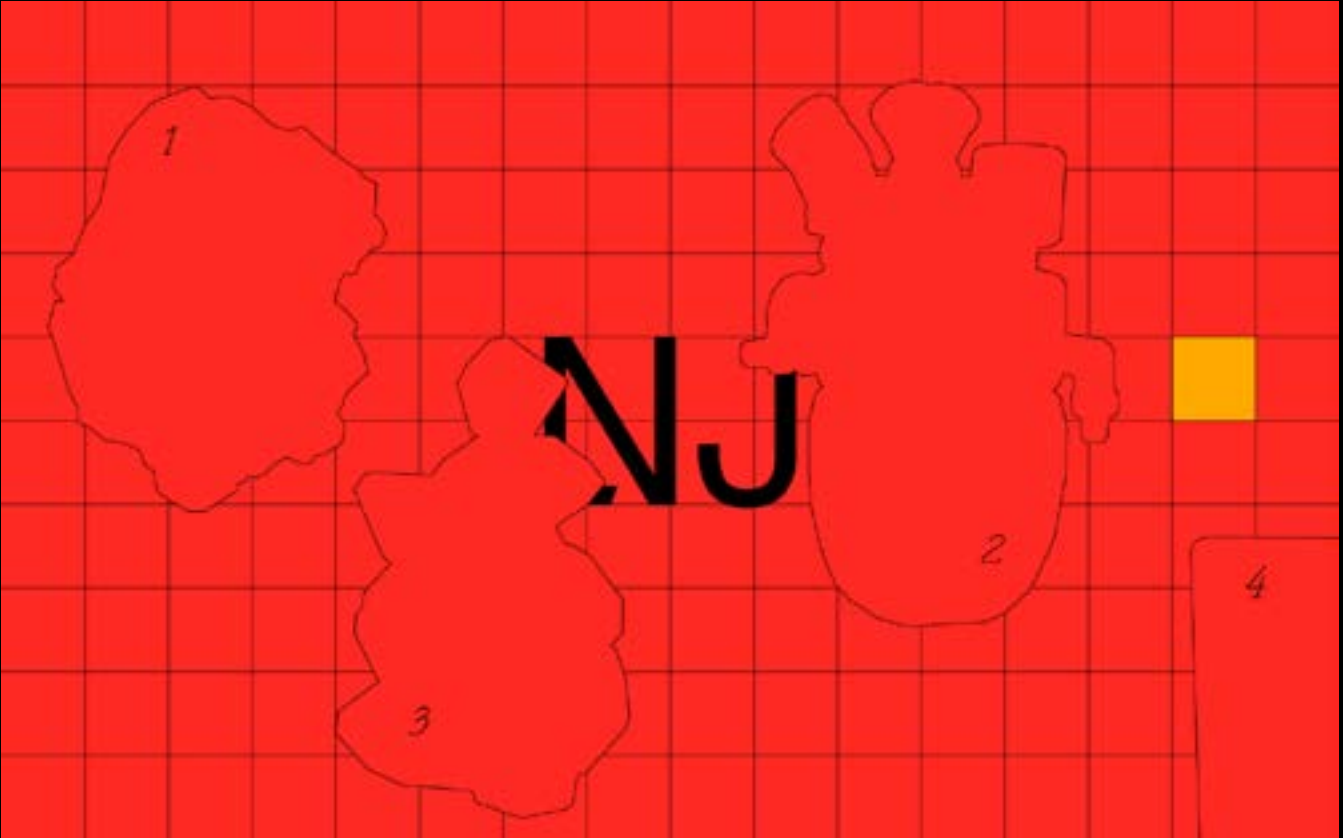
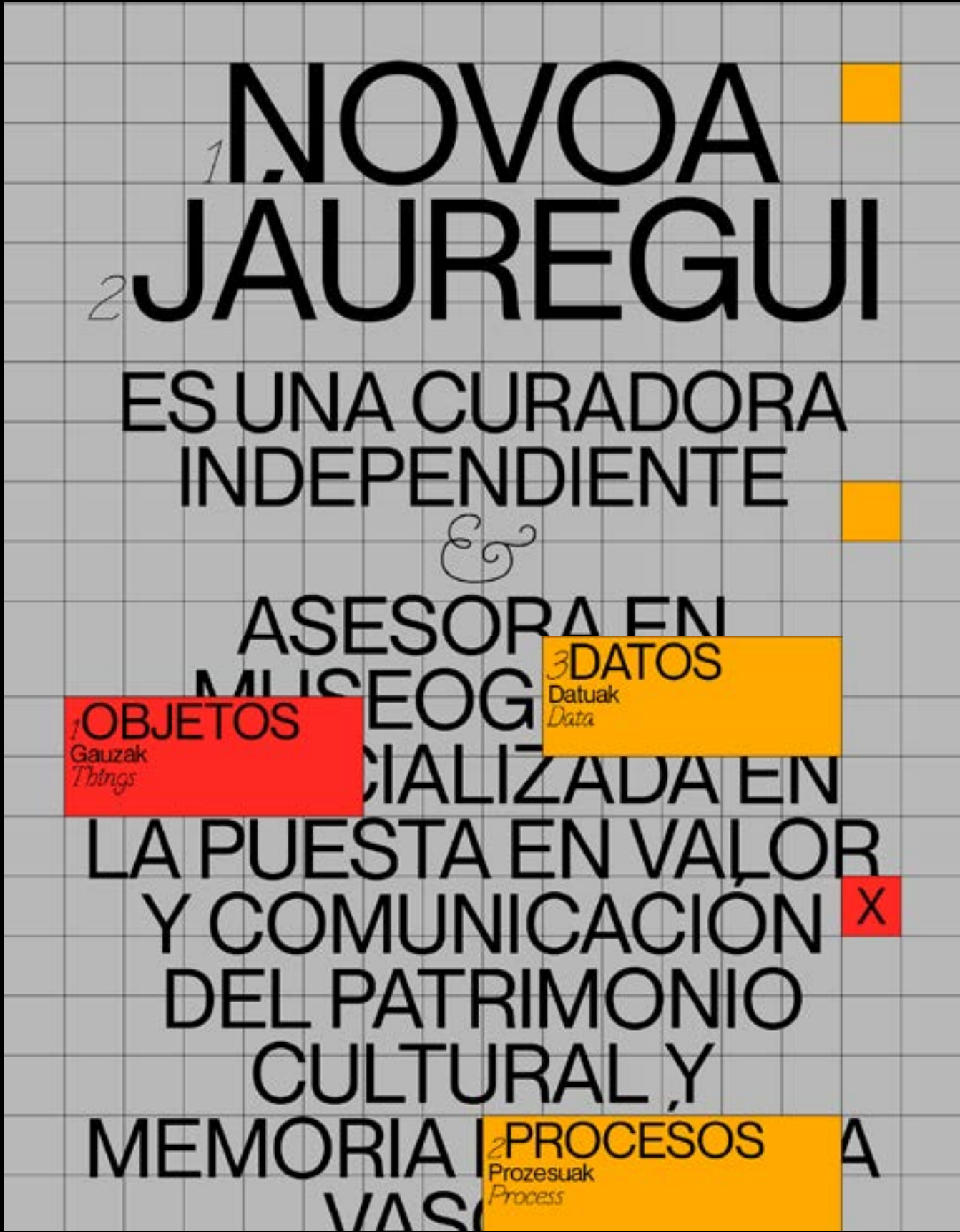
¹NOVOA
²JÁUREGUI





Identity that was born as digital for a project based on blurring the boundaries between opposites, between before and after, as leitmotiv and modus operandi, denborarekin, across the time, over time, tradition positions itself as a vanguard.





[30]SISTER
SISTER

“24/7 useful pieces
for your daily day-to-
night.”

A sustainable interpretation of fashion,
a lifestyle based on the combination
of two personalities, one relaxed and
another eccentric. Intends to blur the
boundaries between the urban and the
sophisticated.

Credits

Design Cuchillo

Communication Belvedere Agency

Photo Nerea Moreno

Video Inary



WEAR



SISTER



it

SISTER

AGAIN



**SISTER
SISTER**

**SISTER
SISTER**

**SISTER
SISTER**

**SISTER
SISTER**

**SISTER
SISTER**



[31] HIVISQ

“Light adaptative glass device”

Hivisq provides dynamically adaptative glass that gives you full control over a room’s solar glare and heat, keeping you comfortable while letting in all the best the sun has to offer.

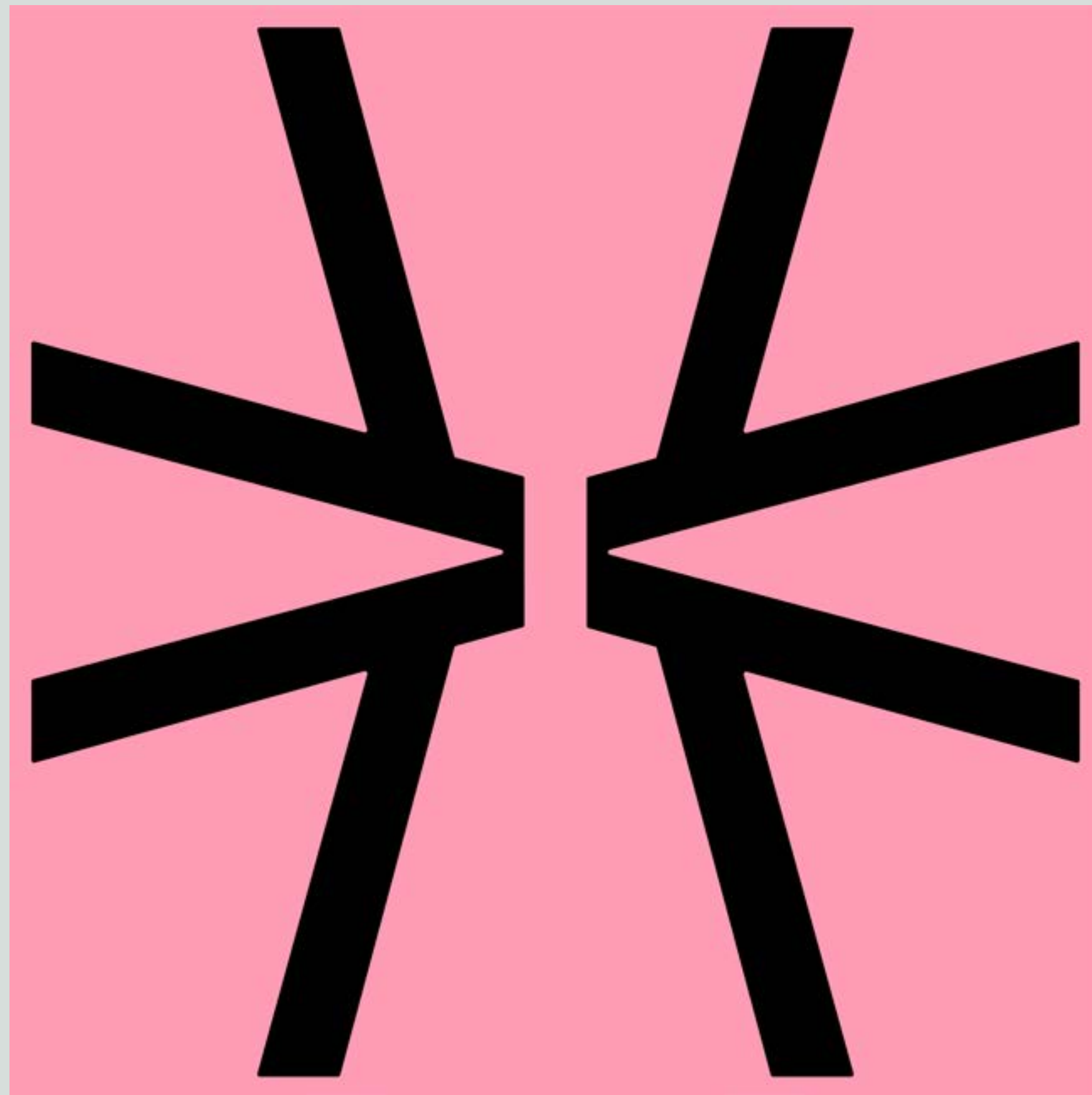
Credits

Design Cuchillo



LIGHT ADAPTATIVE GLASS DEVICE.

HIVISO™



Non-White
Ub: 0%



Punto
medio
50%



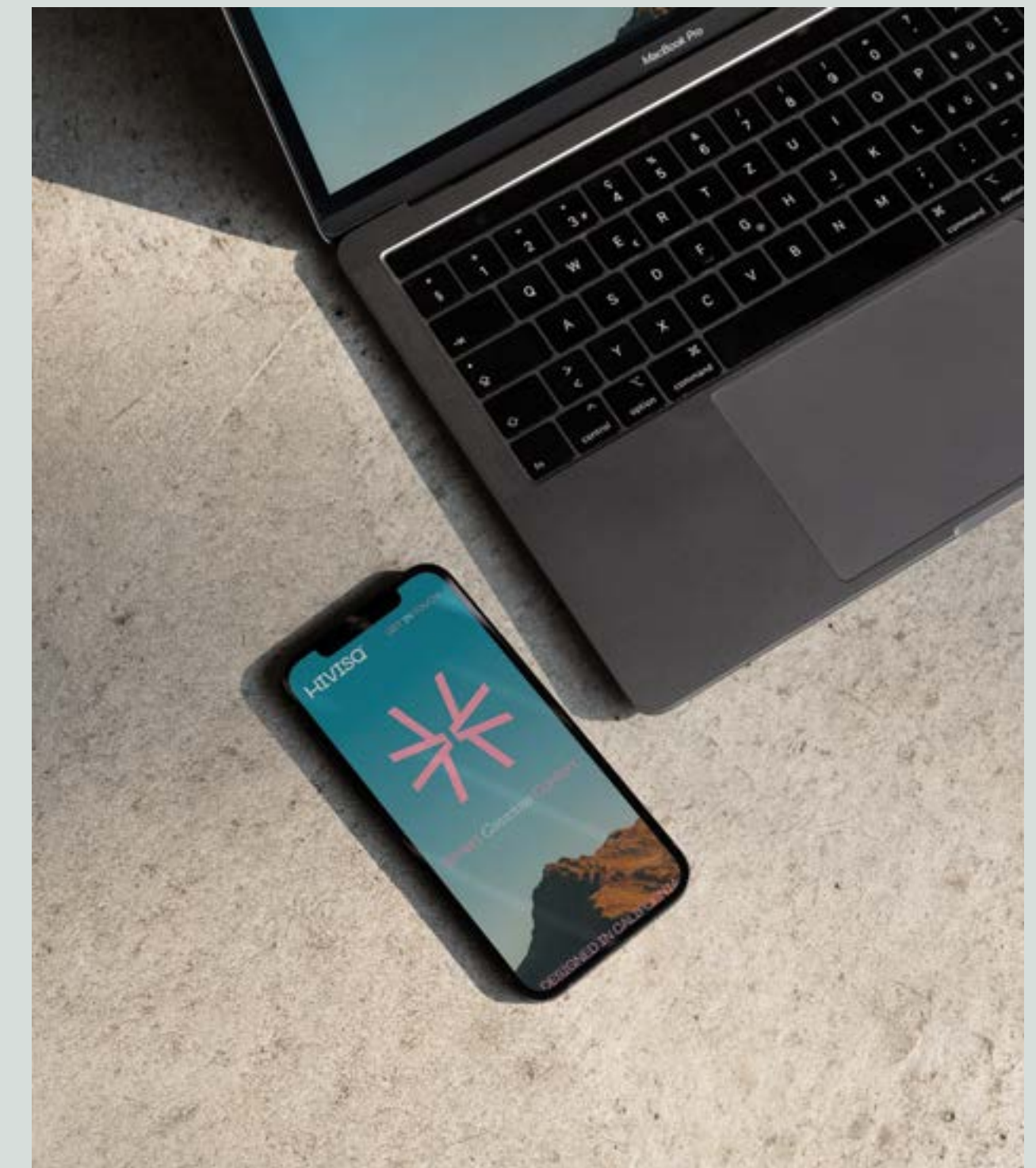
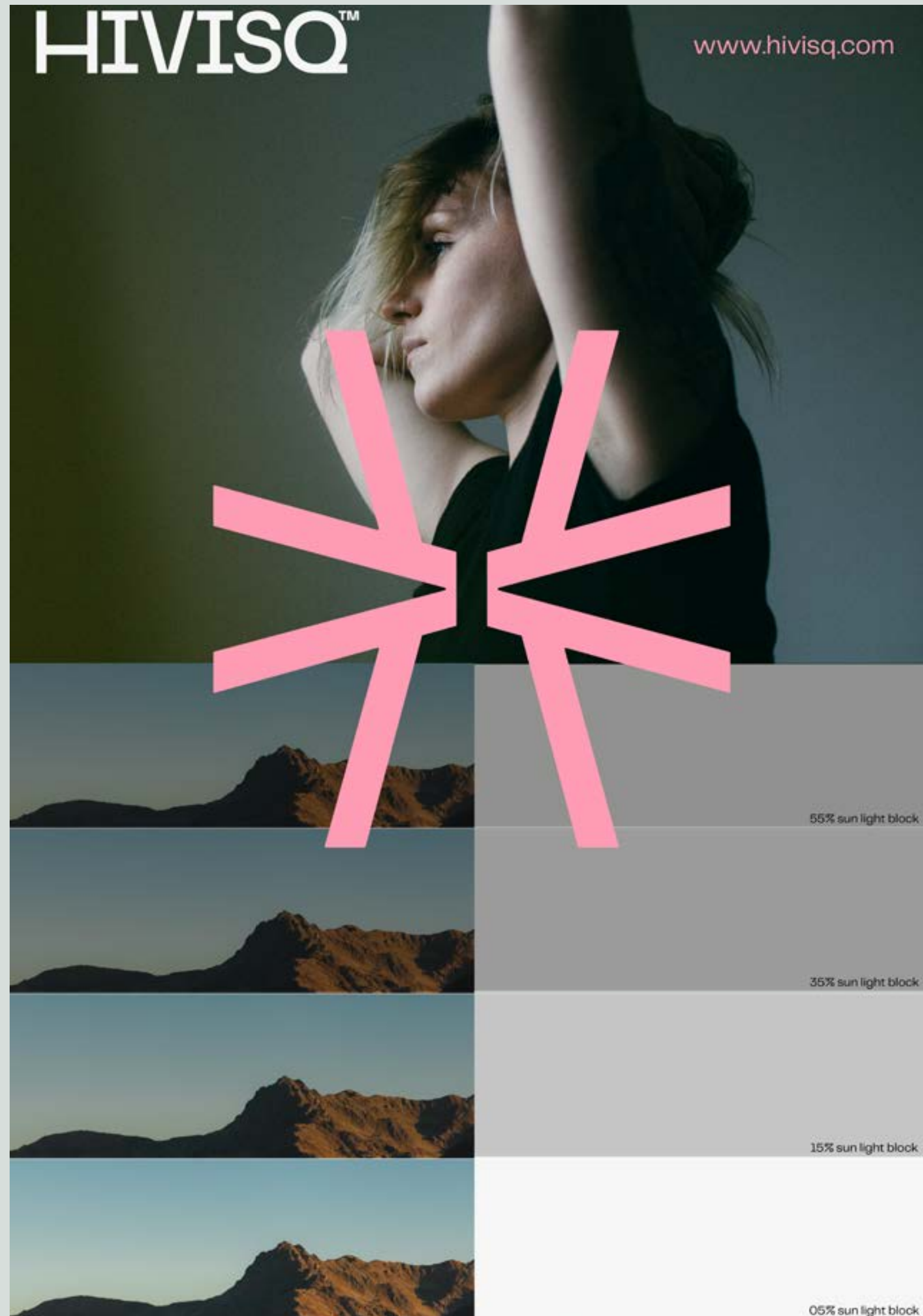
Pink
Ub: 50%



Punto
medio
50%



Grey
Ub: 100



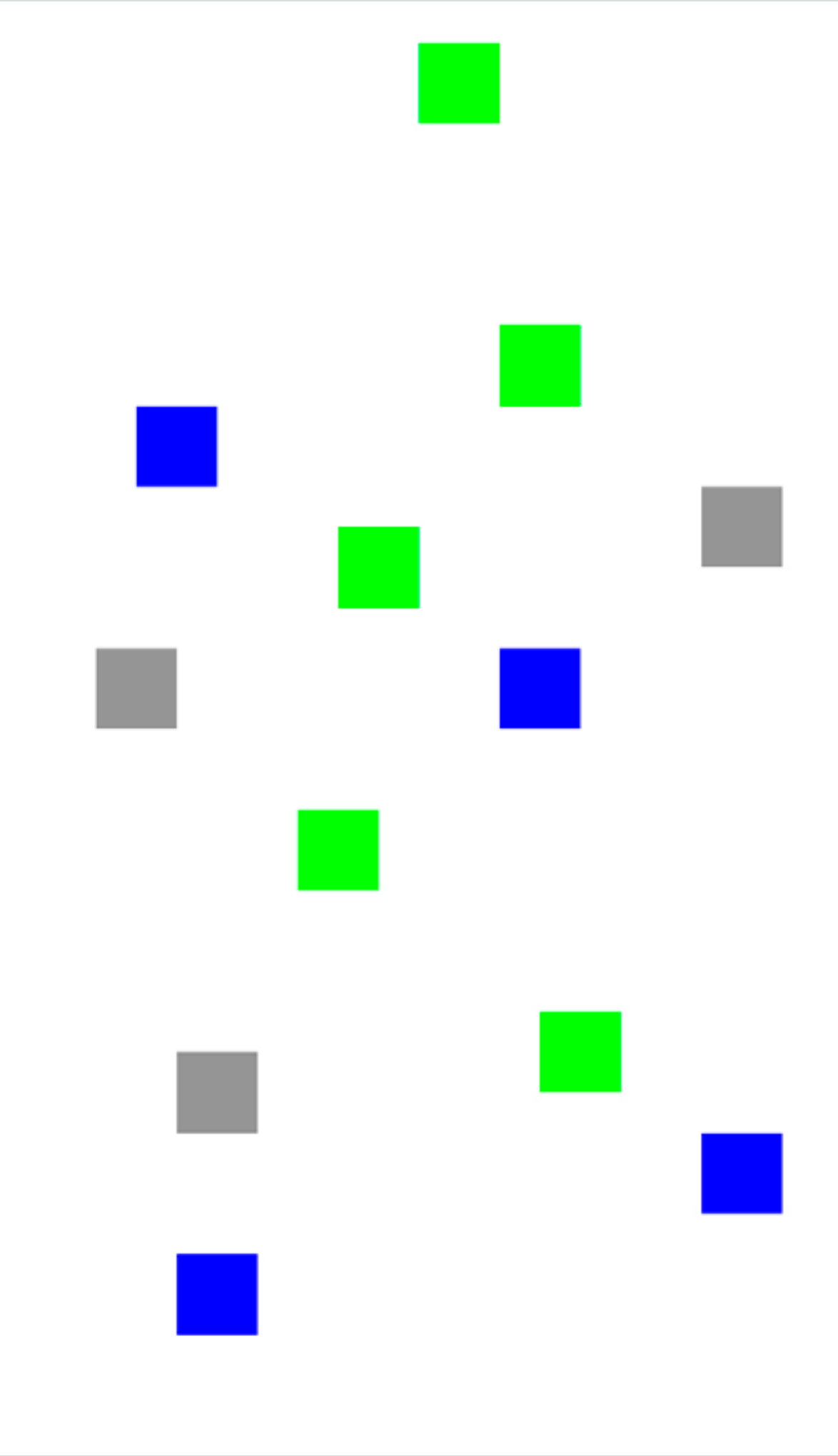
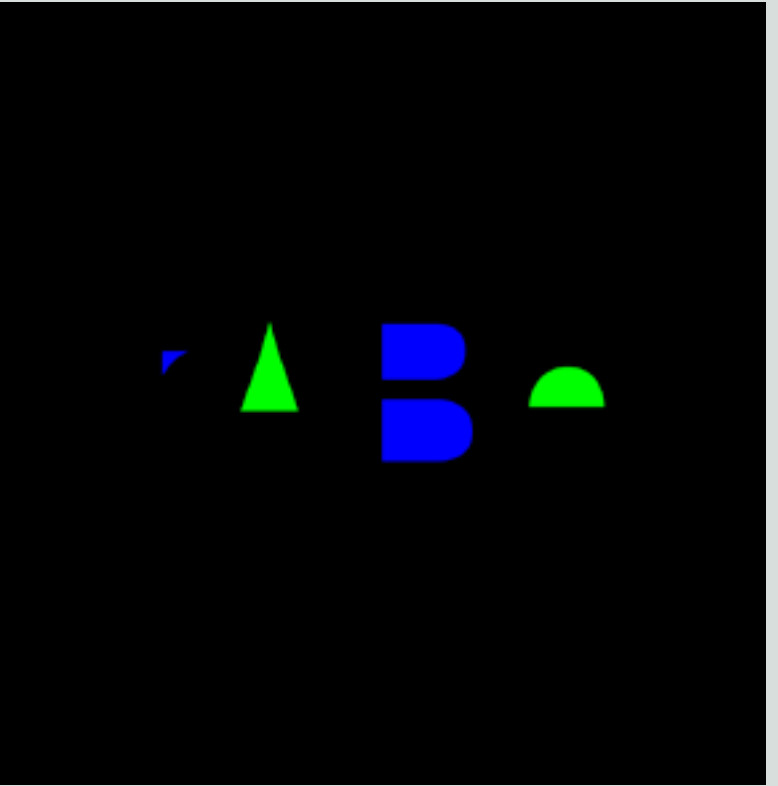
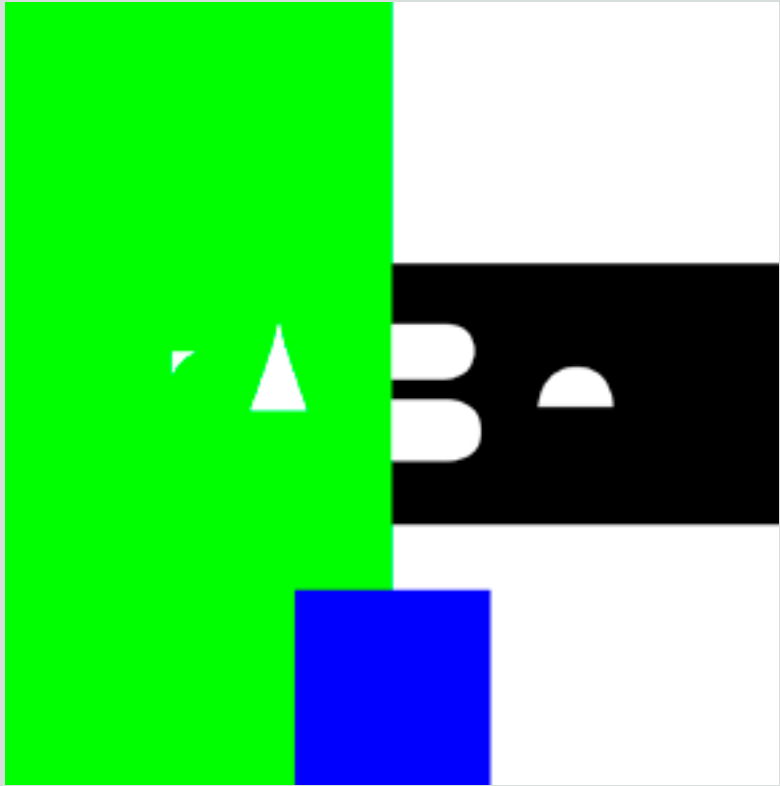
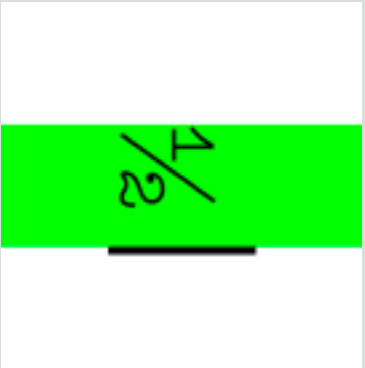
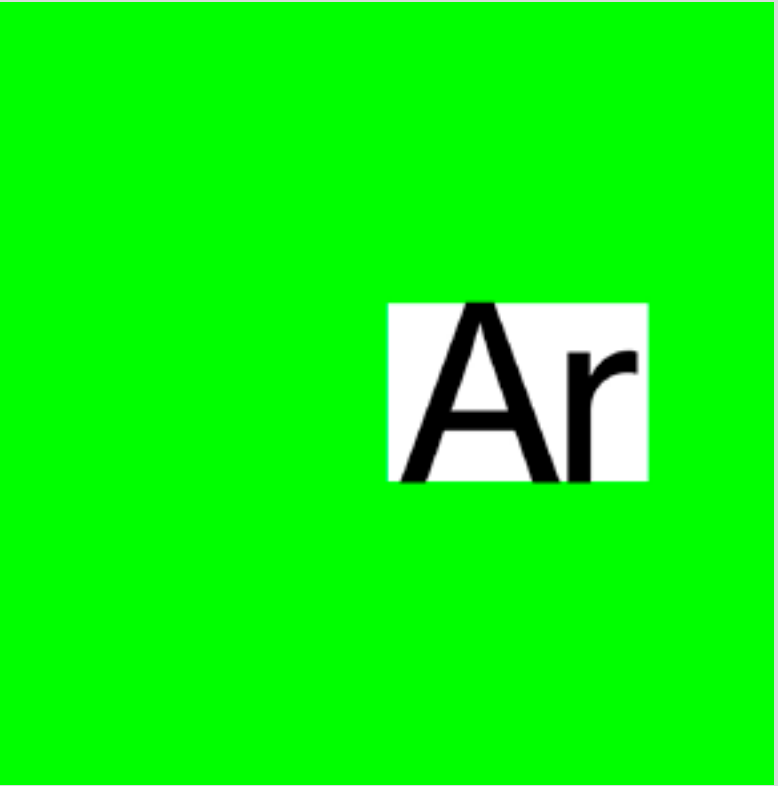
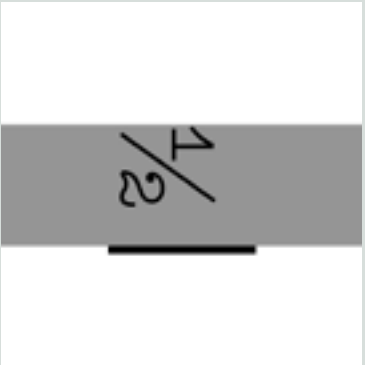
[32] BeAr

“Forward Looking”

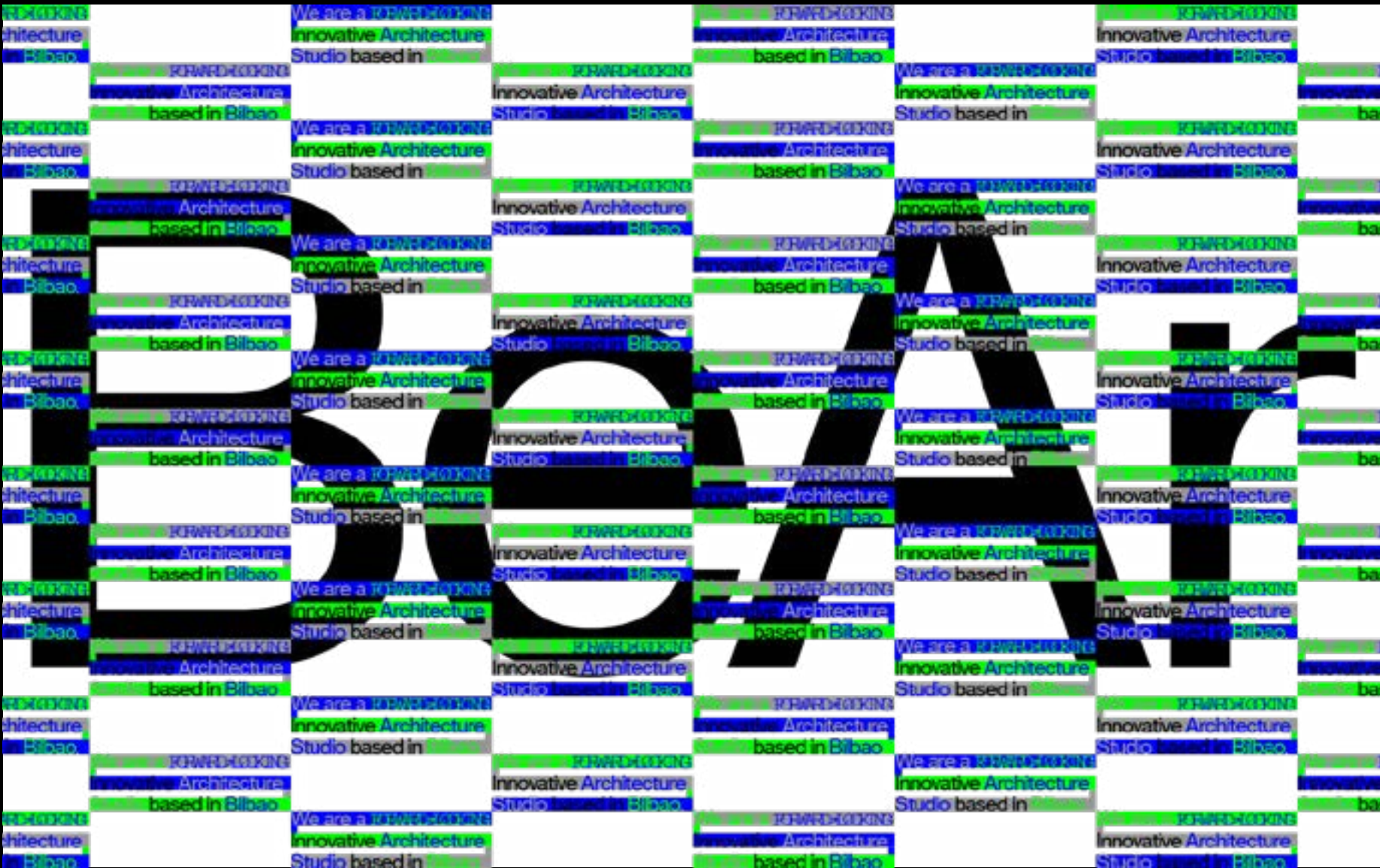
Bascular architecture studio between two action entities: The first one dedicated to personalized services, with a disruptive and transformative dimension. The second one, a space for exhibition and reflection on architecture as a discursive practice.

Credits

Design Cuchillo

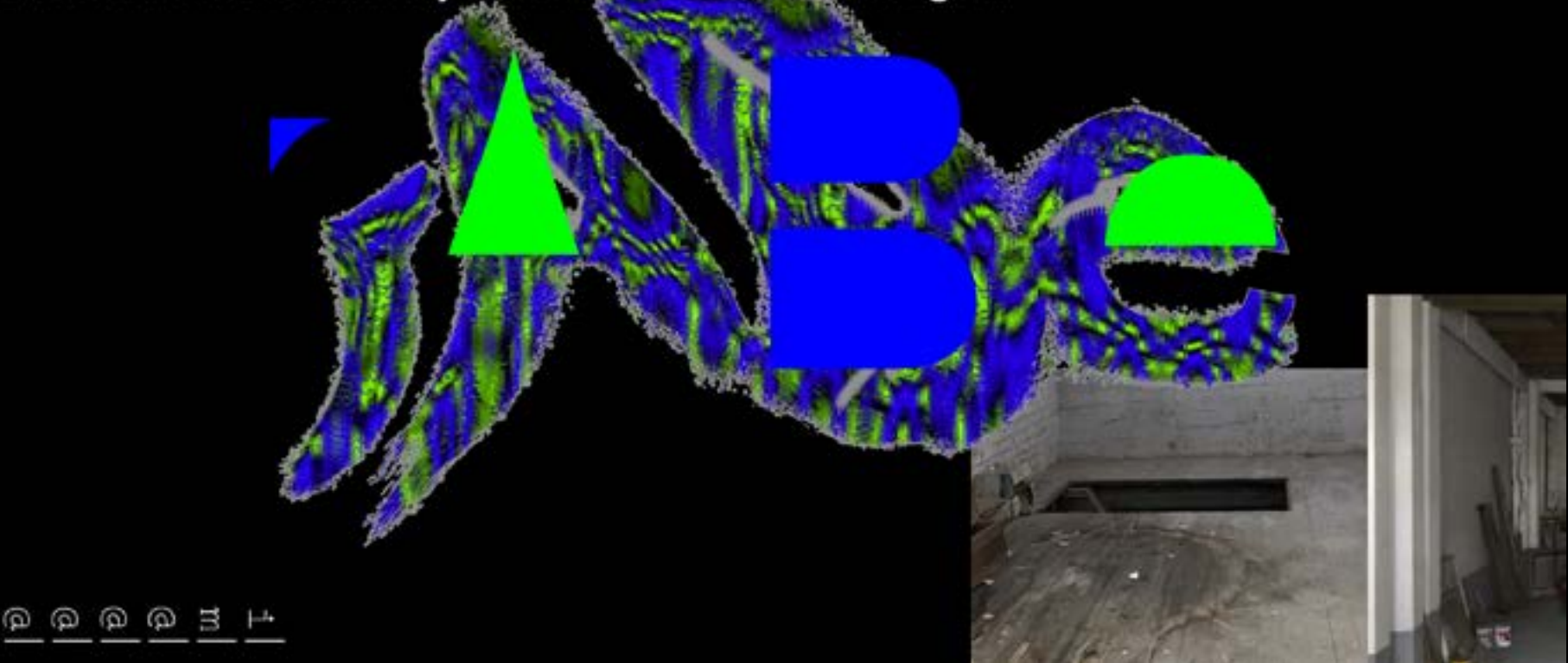


Colors



También somos un espacio de exposición y reflexión en torno a la arquitectura como práctica discursiva.

Queremos establecer relaciones entre las diferentes prácticas y estudios y generar un archivo de las oficinas jóvenes interesantes de la región.



Somos un estudio de arquitectura de corte disruptivo que **apunta hacia el futuro**, formado por 1/3 Iñigo Berasategui y 2/3 Ane Arce.

FORWARD LOOKING

@_bear_architects @ @ @ m

Beyond the wall

[EXHIBITION]

for @_premio_ganchegui
at @_mugakbiennial
" " " Ongoing

Design by @_bear_architects
Curator @_estudio_ganchegui
Picture by @_inigo_bear

[PAINTING]

" Lorem ipsum dolor
" Nonummy nibh euismod
" Tincidunt ut laoreet
" Ex ea
" Obortis nisl

" Duis autem
" Sit amet
" Lorem ipsum dolor
" Nonummy nibh euismod
" Tincidunt ut laoreet
" Ex ea
" Obortis nisl
" Duis autem
" Sit amet
" Tincidunt ut laoreet
" Lorem ipsum dolor
" Nonummy nibh euismod
" Tincidunt ut laoreet
" Ex ea
" Obortis nisl

" Ex ea
" Obortis nisl
" Duis autem
" Nonummy nibh euismod
" Tincidunt ut laoreet
" Ex ea
" Obortis nisl
" Duis autem
" Sit amet
" Tincidunt ut laoreet
" Lorem ipsum dolor
" Nonummy nibh euismod
" Tincidunt ut laoreet
" Ex ea
" Obortis nisl

Three circular icons: a circle with a dot, a square, and a circle with a dot.

rABe Debate

404: Page Not Found

Architecture Space
Aiming the Future

Debate.ing

Speakers:

- Ana María Artigas
- Luis Fernando Luna
- Mario Ballesteros
- Wonne Lckx

Organizers:

- @eai_iae
- @mugakbiental
- @maaves

Travesía Tiboli
17 bajo izda
Bilbao Bizkaia

@_rabe_bio | bear-rabe.com

rABe Talks

001: As plain as possible.

Architecture Space
Aiming the Future

Talking.ing

Speakers:

- Ana María Artigas
- Luis Fernando Luna
- Mario Ballesteros
- Wonne Lckx

Organizers:

- @eai_iae
- @mugakbiental
- @maaves

Travesía Tiboli
17 bajo izda
Bilbao Bizkaia

@_rabe_bio | bear-rabe.com

rABe Fair '22: Books, Fanzines & Mags

Architecture Space
Aiming the Future

Speakers:

- Ana María Artigas
- Luis Fernando Luna
- Mario Ballesteros
- Wonne Lckx

Organizers:

- @eai_iae
- @mugakbiental
- @maaves

Travesía Tiboli
17 bajo izda
Bilbao Bizkaia

@_rabe_bio | bear-rabe.com

[33] DRS

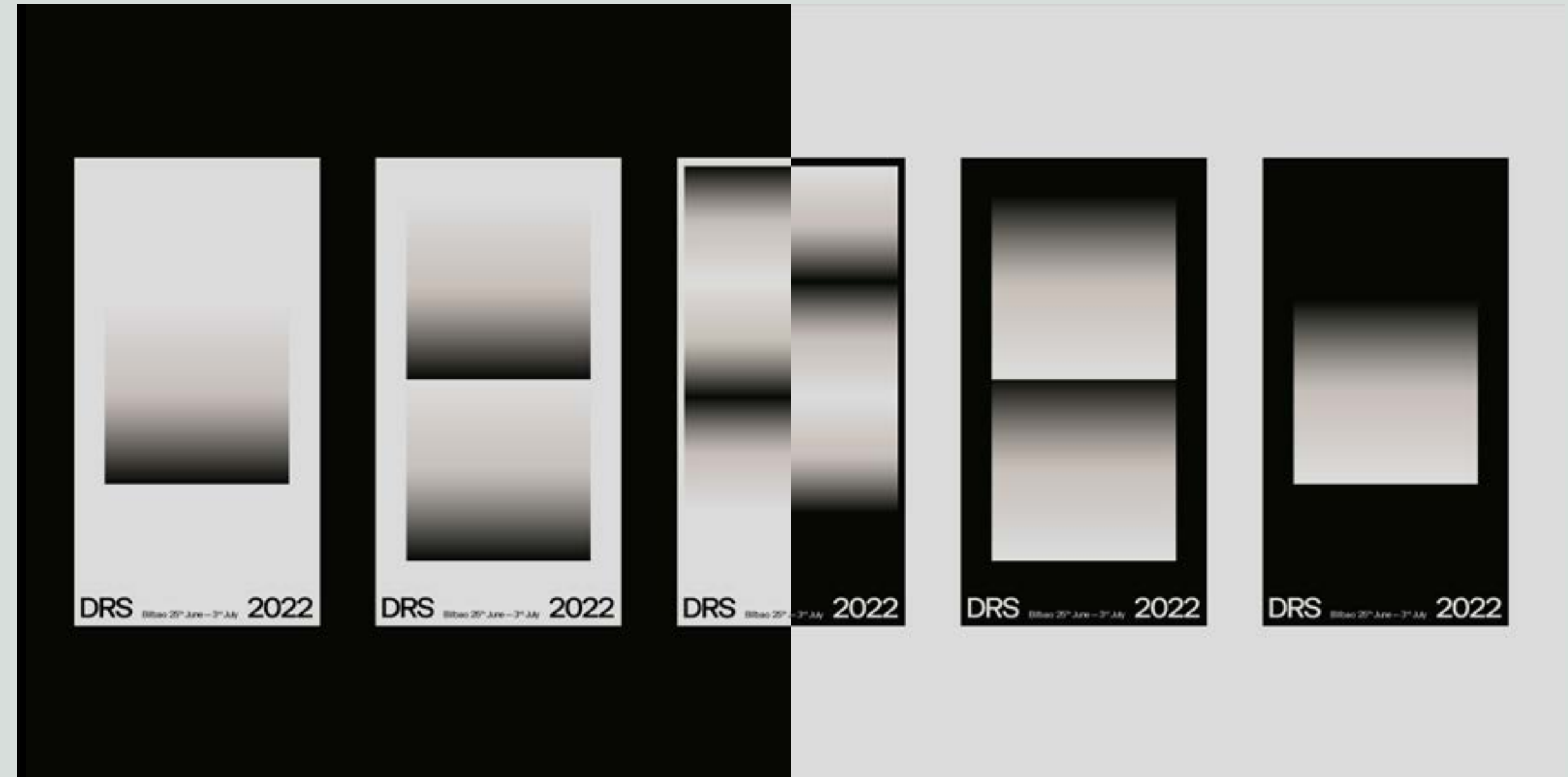
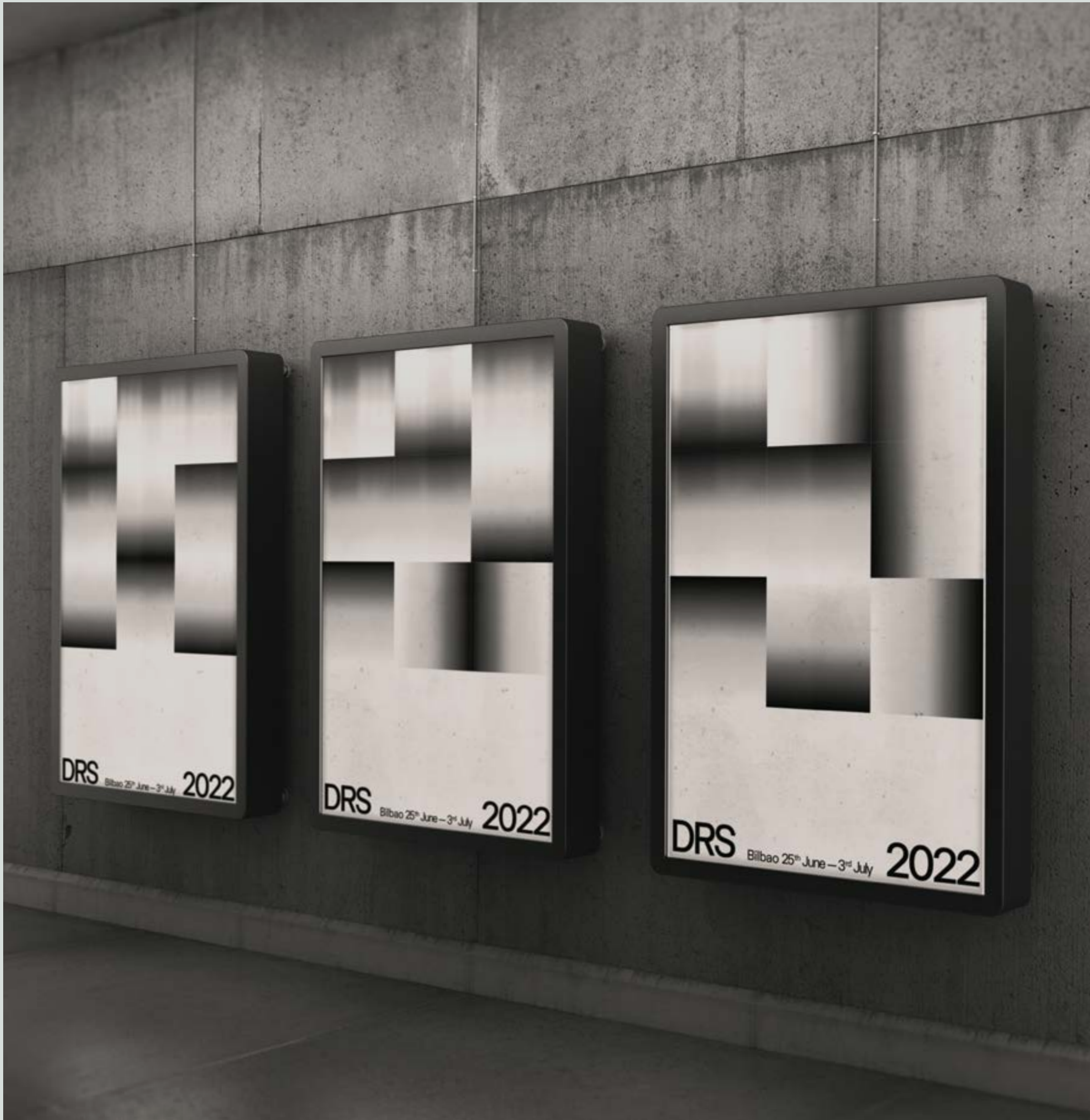
“The Design Research Society”

The DRS Design Research Society is a scientific society committed to the promotion and development of design research throughout the world.

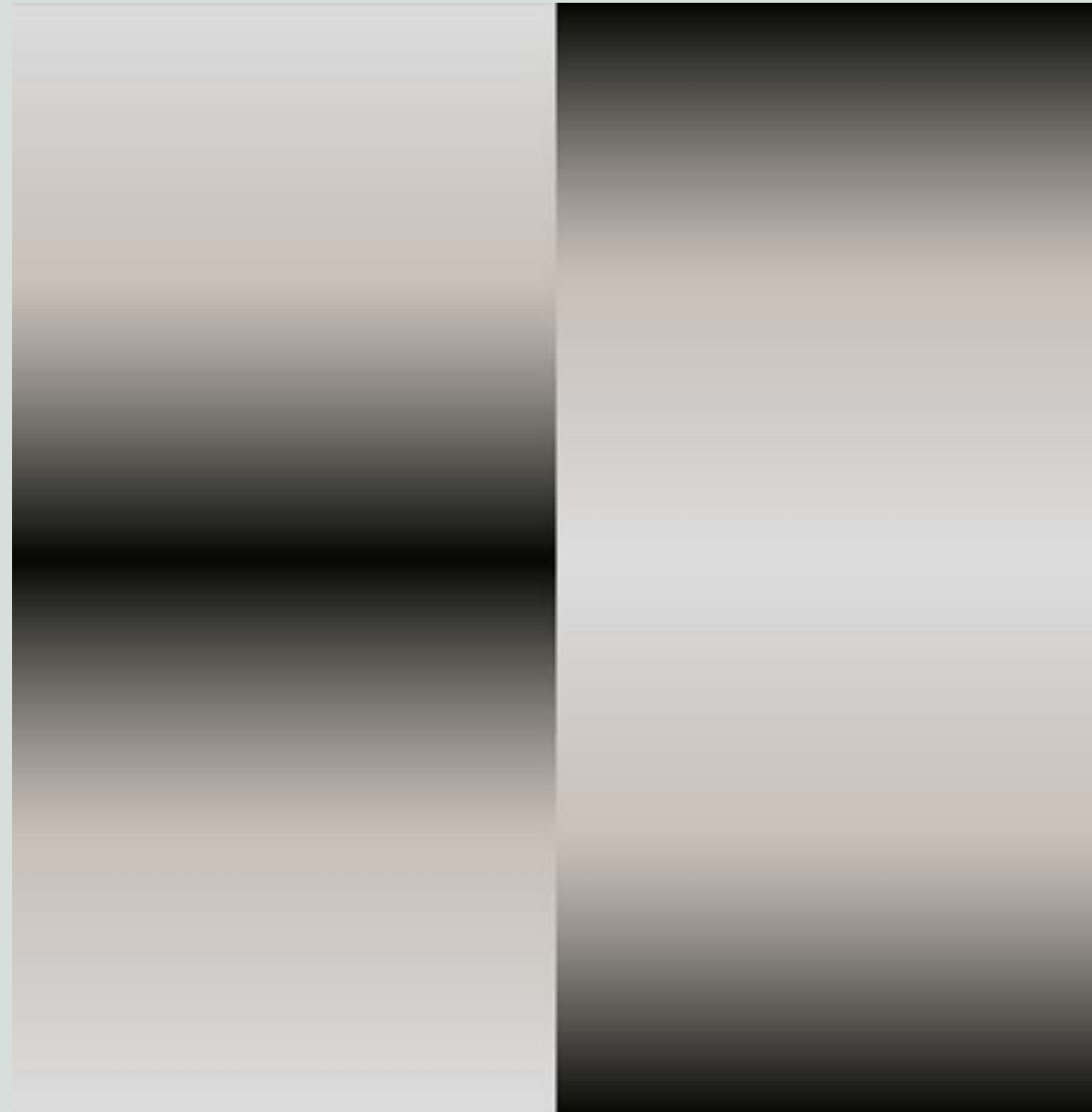
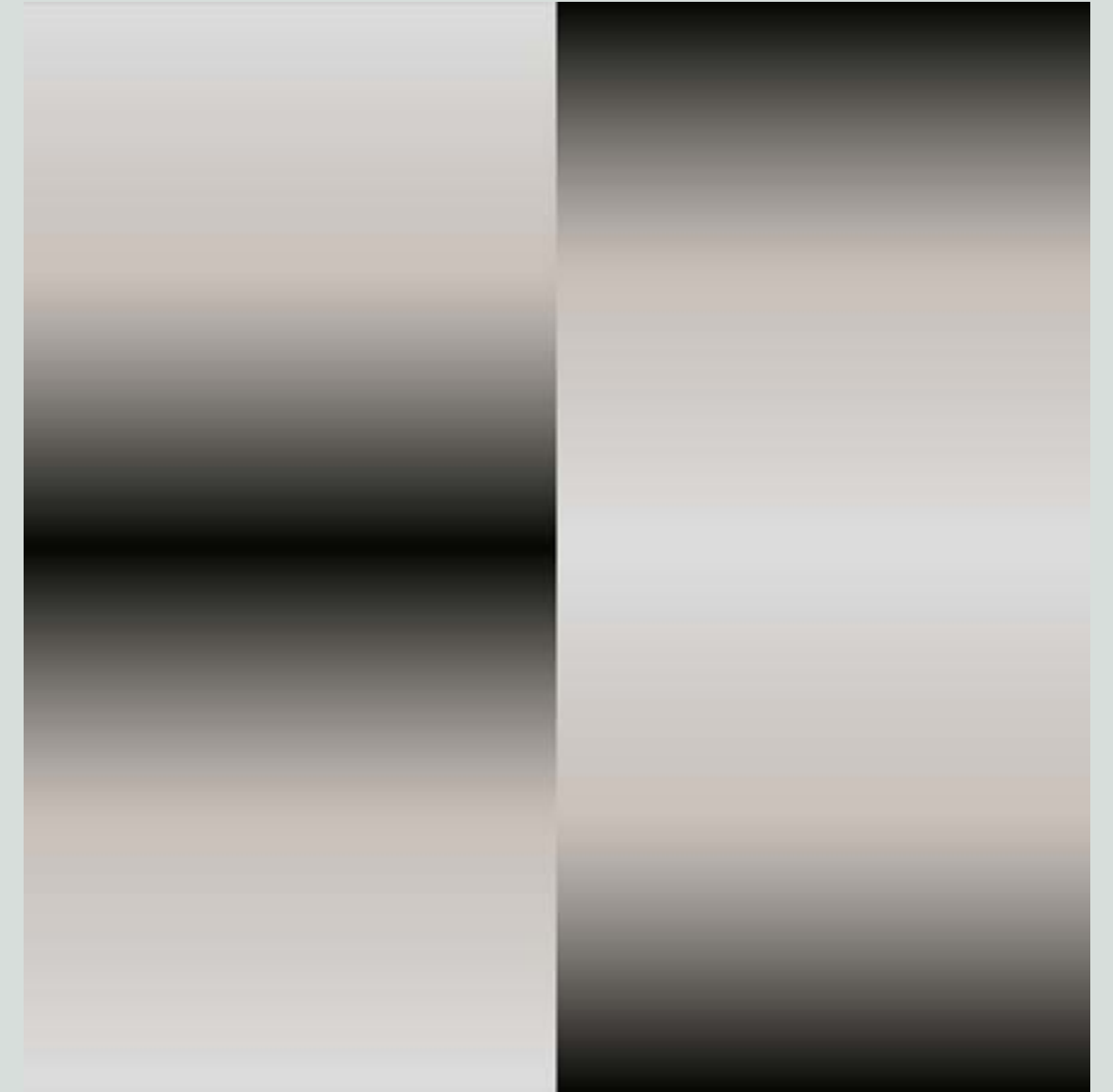
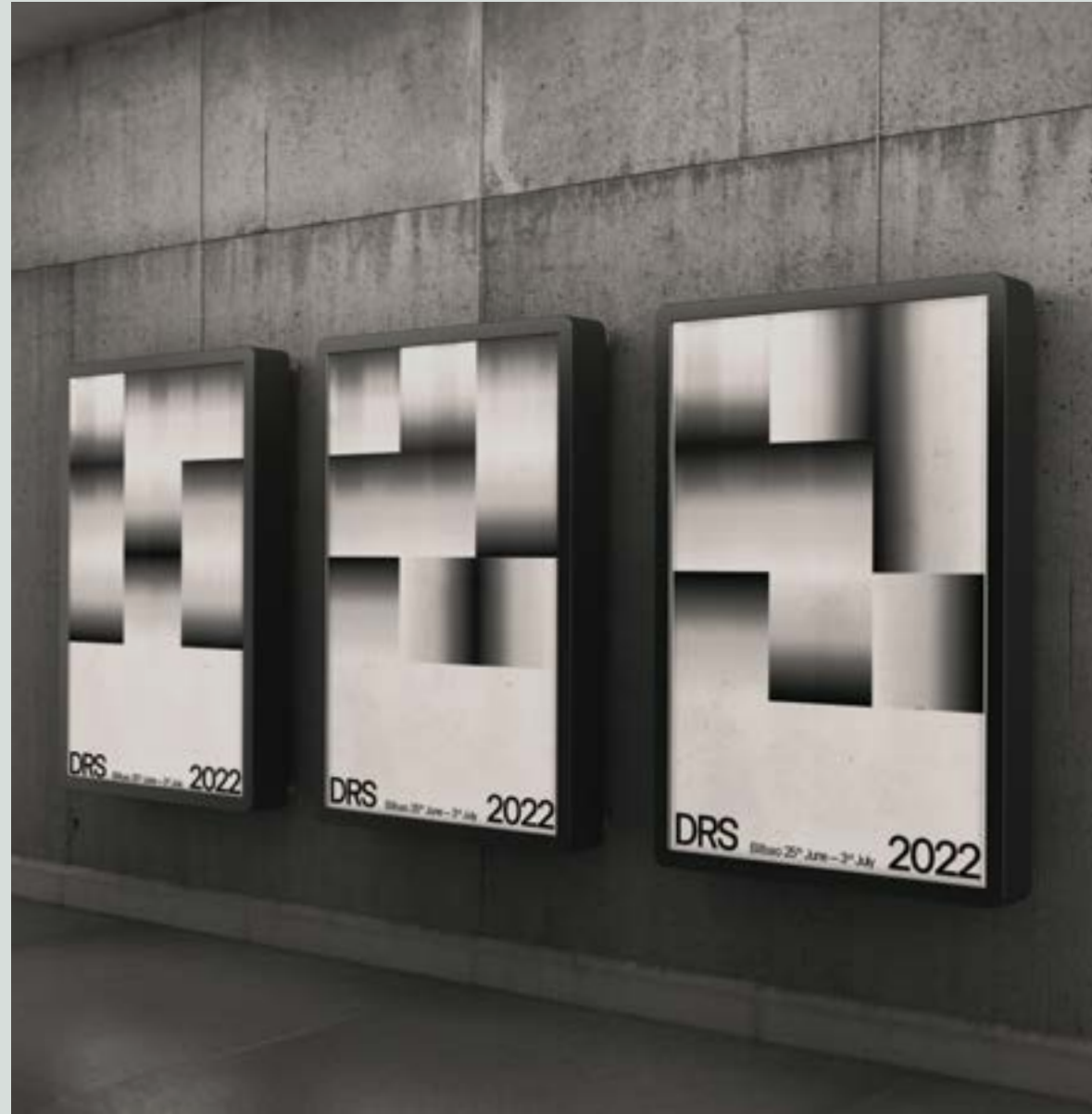
Credits

Design Cuchillo

Collaboration Bilbao Ekintza



We have designed both the graphic and digital visual identity of the event. The concept is based on a gradient between two opposite colours to create a flexible system to represent this “research” process. Which is basically going from one place to another to find information along the way, that’s what a gradient is.



[34] OBJETO

“We are Objeto”

A project by Estudio Pou Lujambio, focused on the uniqueness and connection with the objects that inhabit and make up a space, and how they impact lifestyle.

Credits

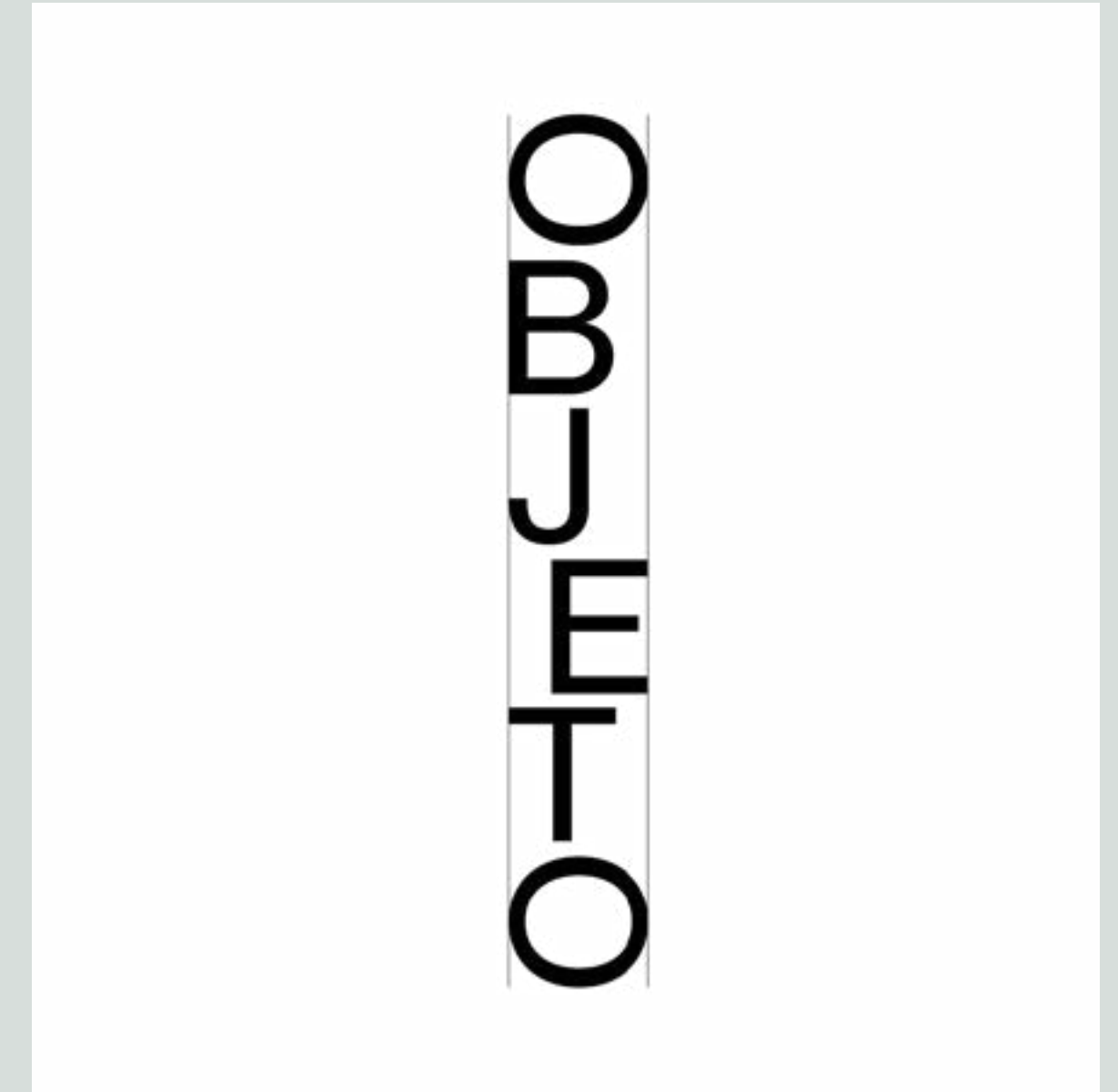
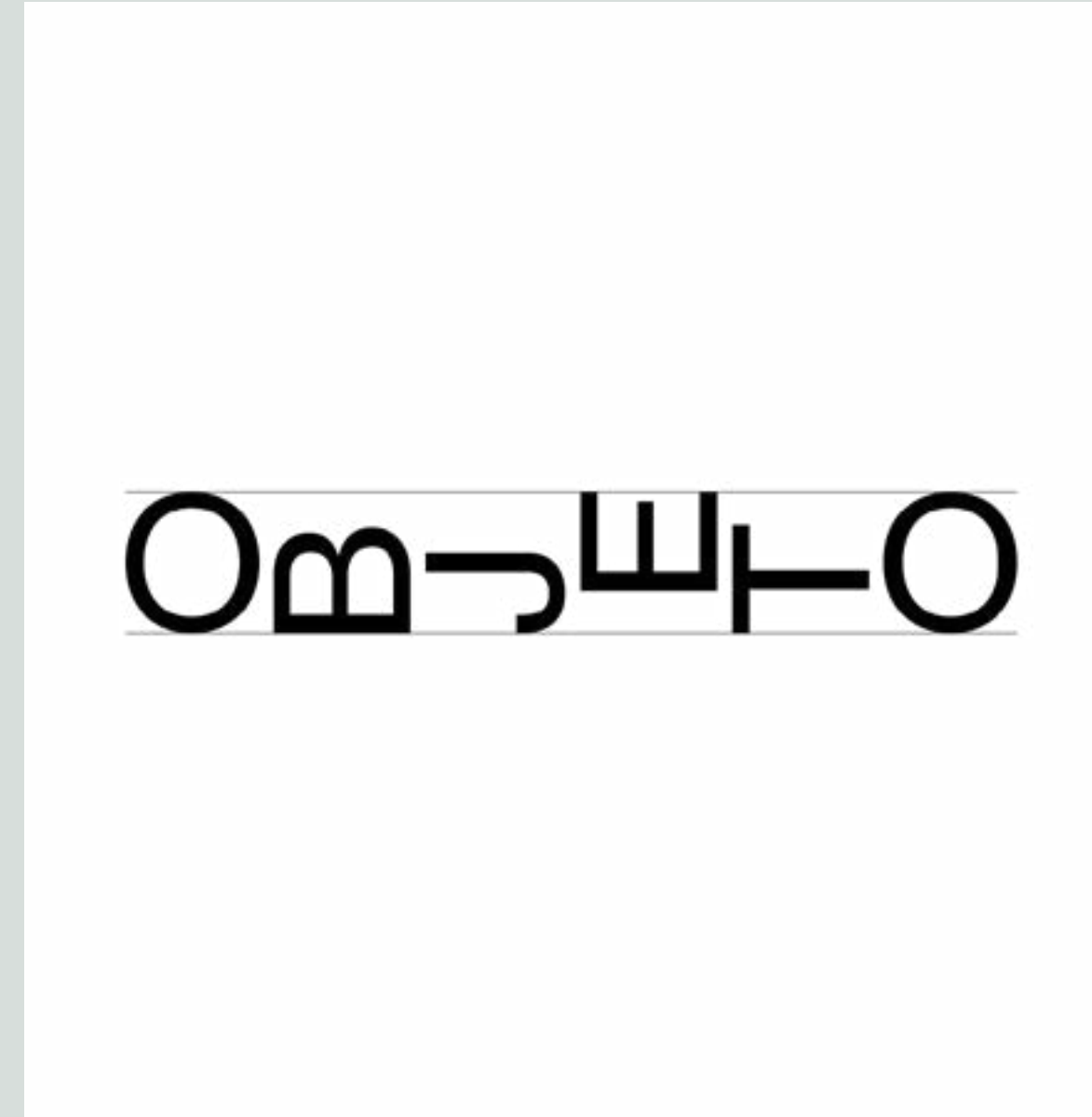
Design **Cuchillo**

Code **Redradix**

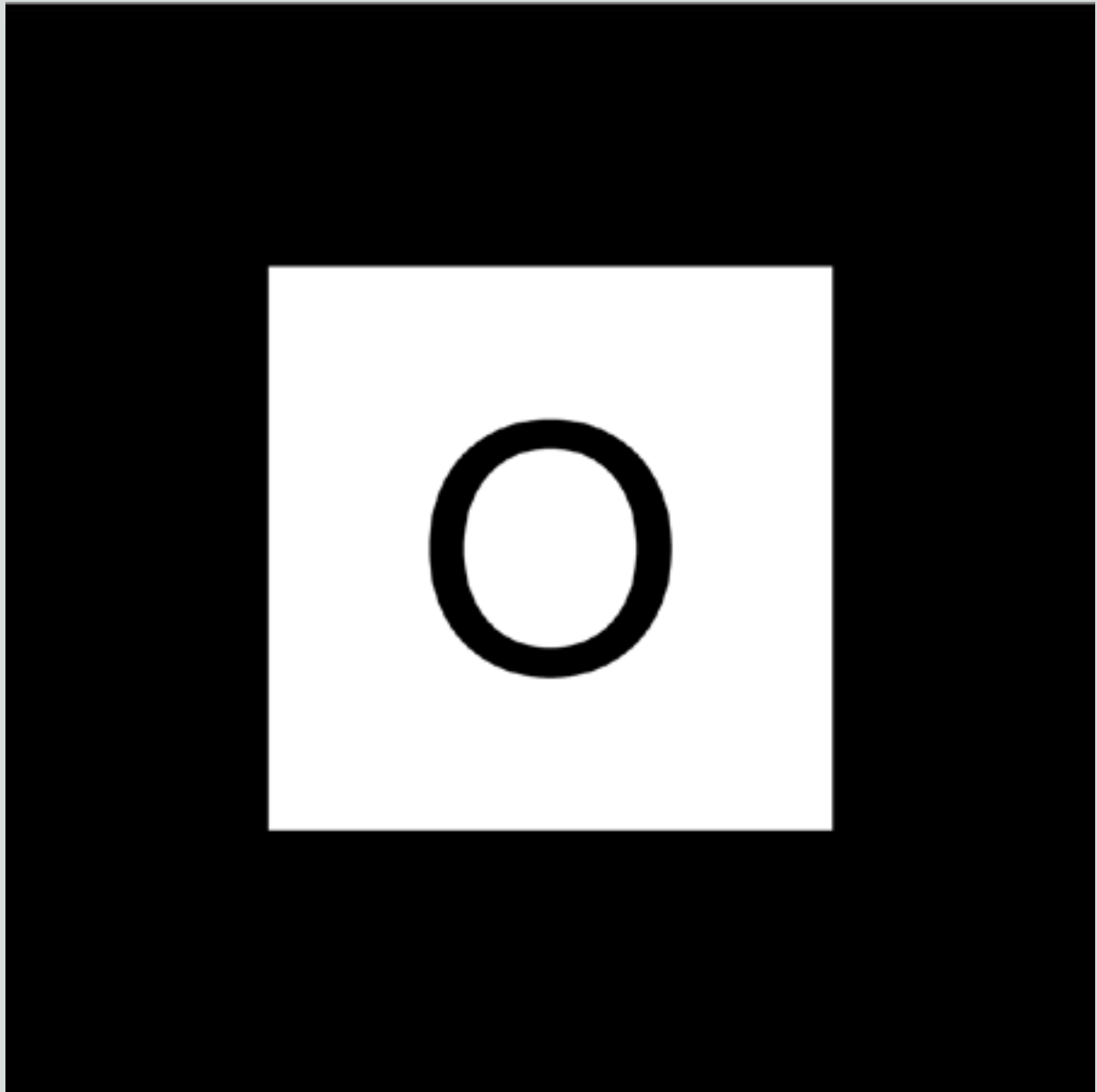
Photography **Biderbost Photo**

Strategy **Belvedere Agency**

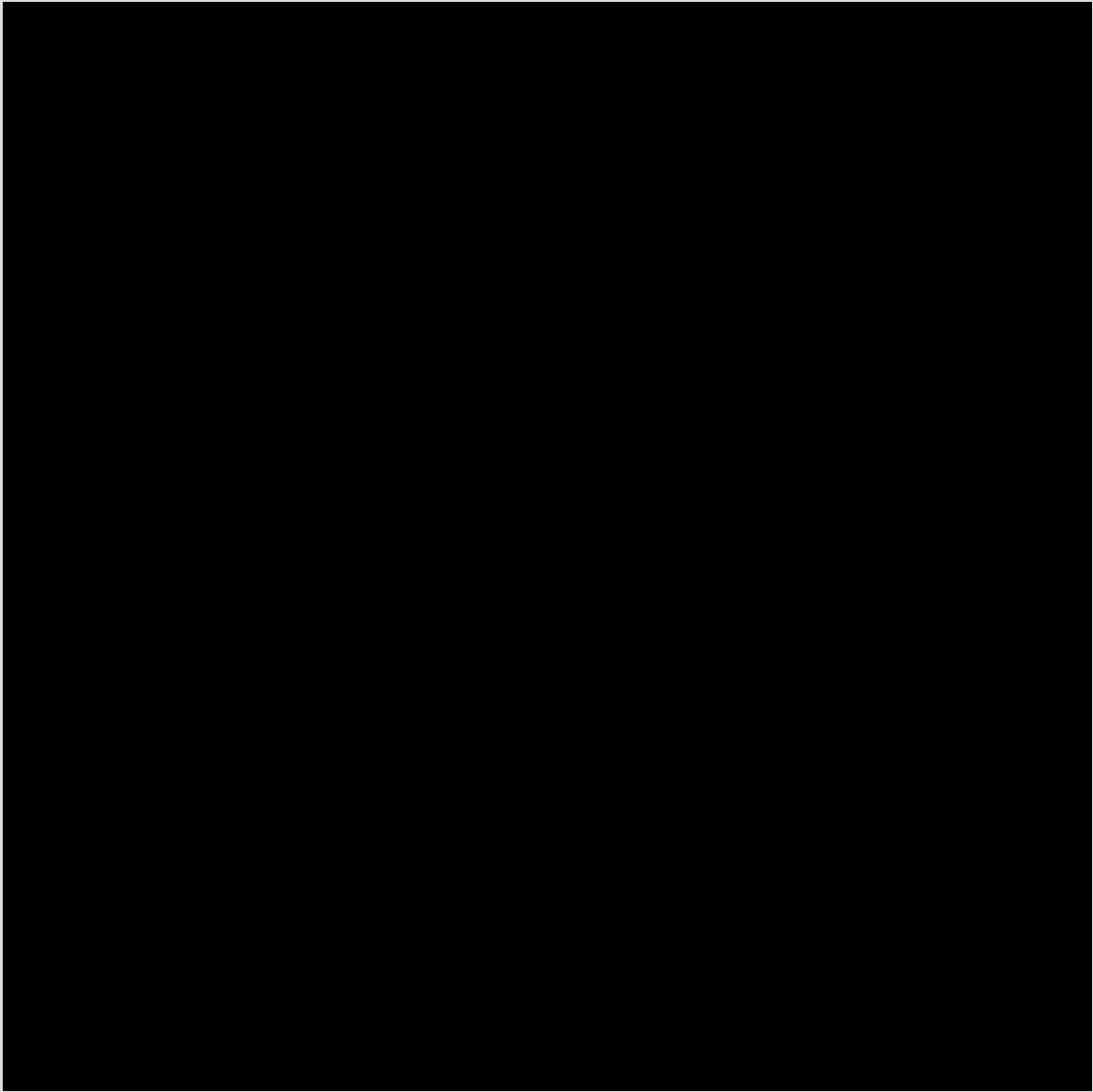




Its image is formed from the principle of construction/stacking of line and typography; arrangement, accommodation and dimensioning of the elements in space, resulting in a modular character for the brand. somosobjeto.com follows the same graphic-structural guideline, housing and giving prominence to the product catalogue, chosen in detail.



The brand is usually expressed & used in black on white.



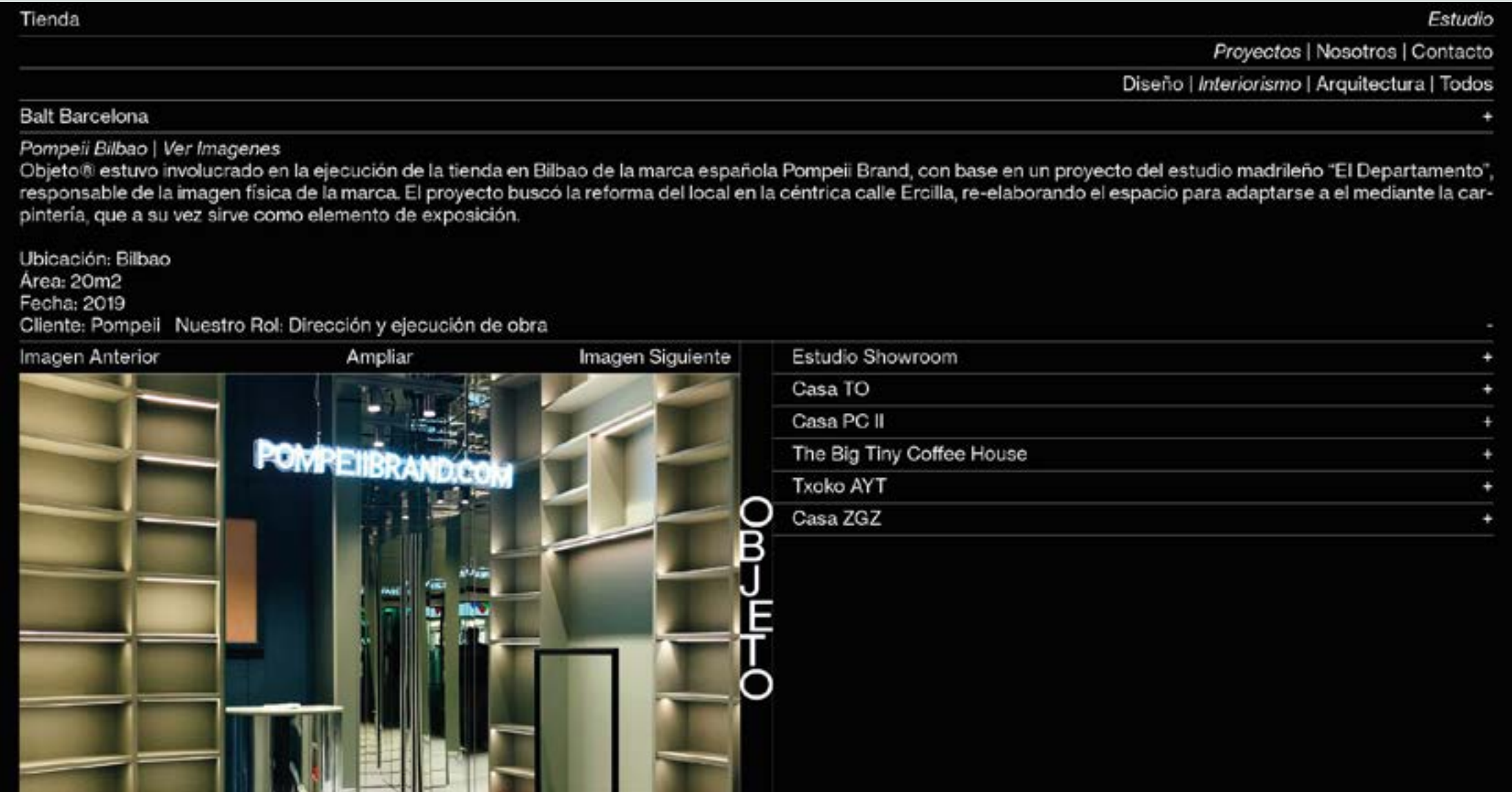
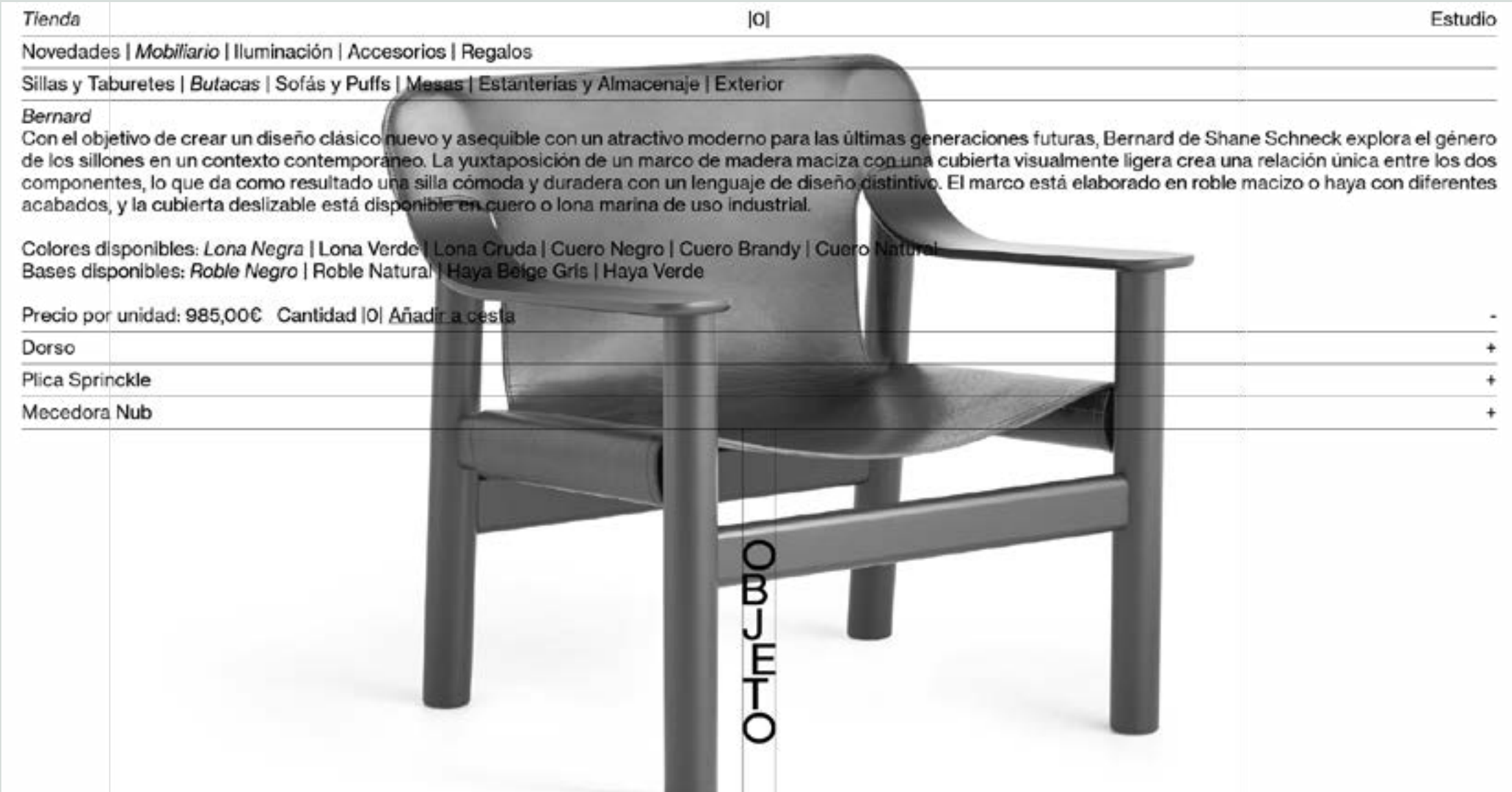
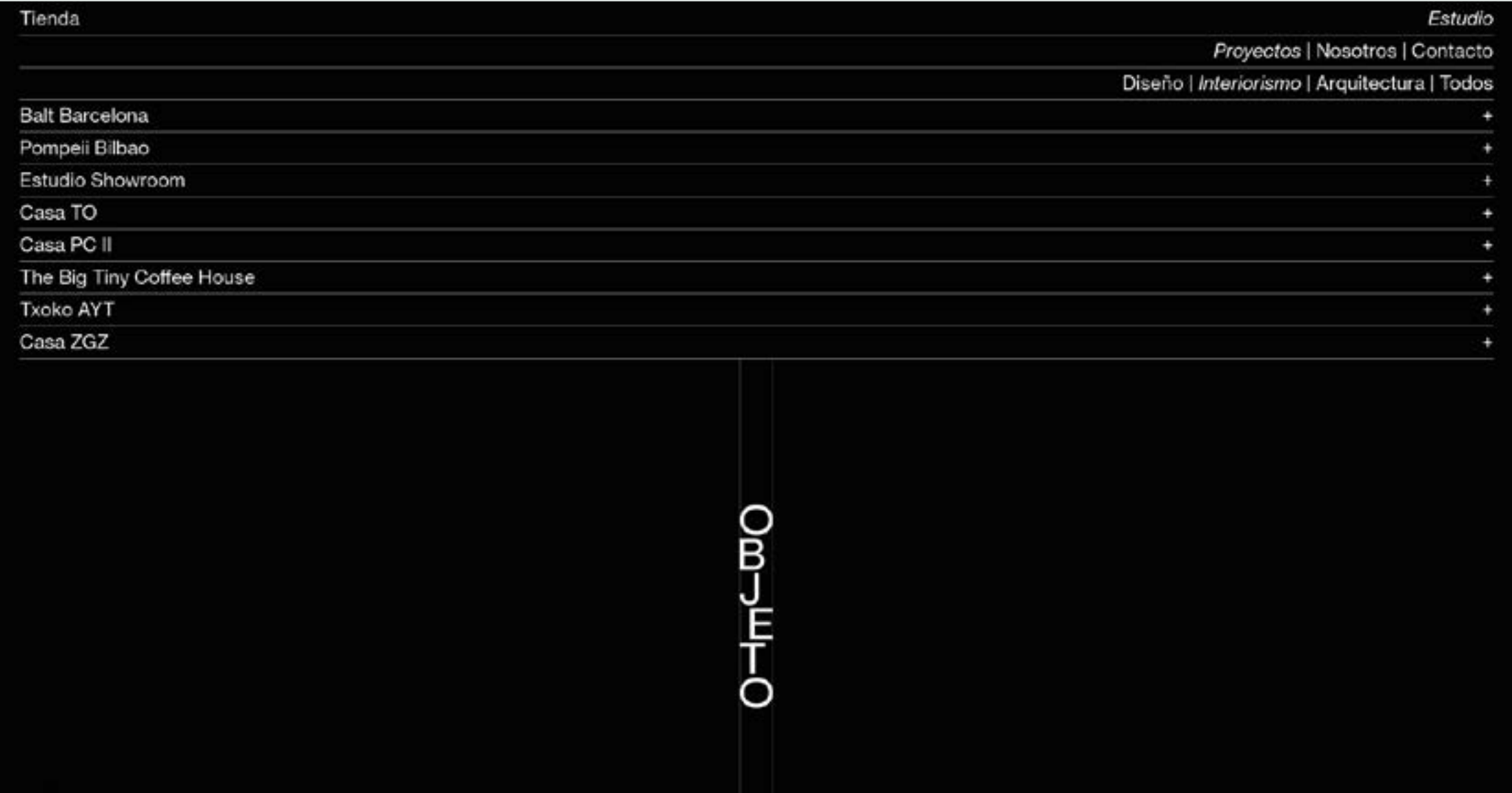
Color can be applied on the soporte.



Auxiliar Color A



Auxiliar Color B



[35] IN 56

“Design, confort & vanguardism”

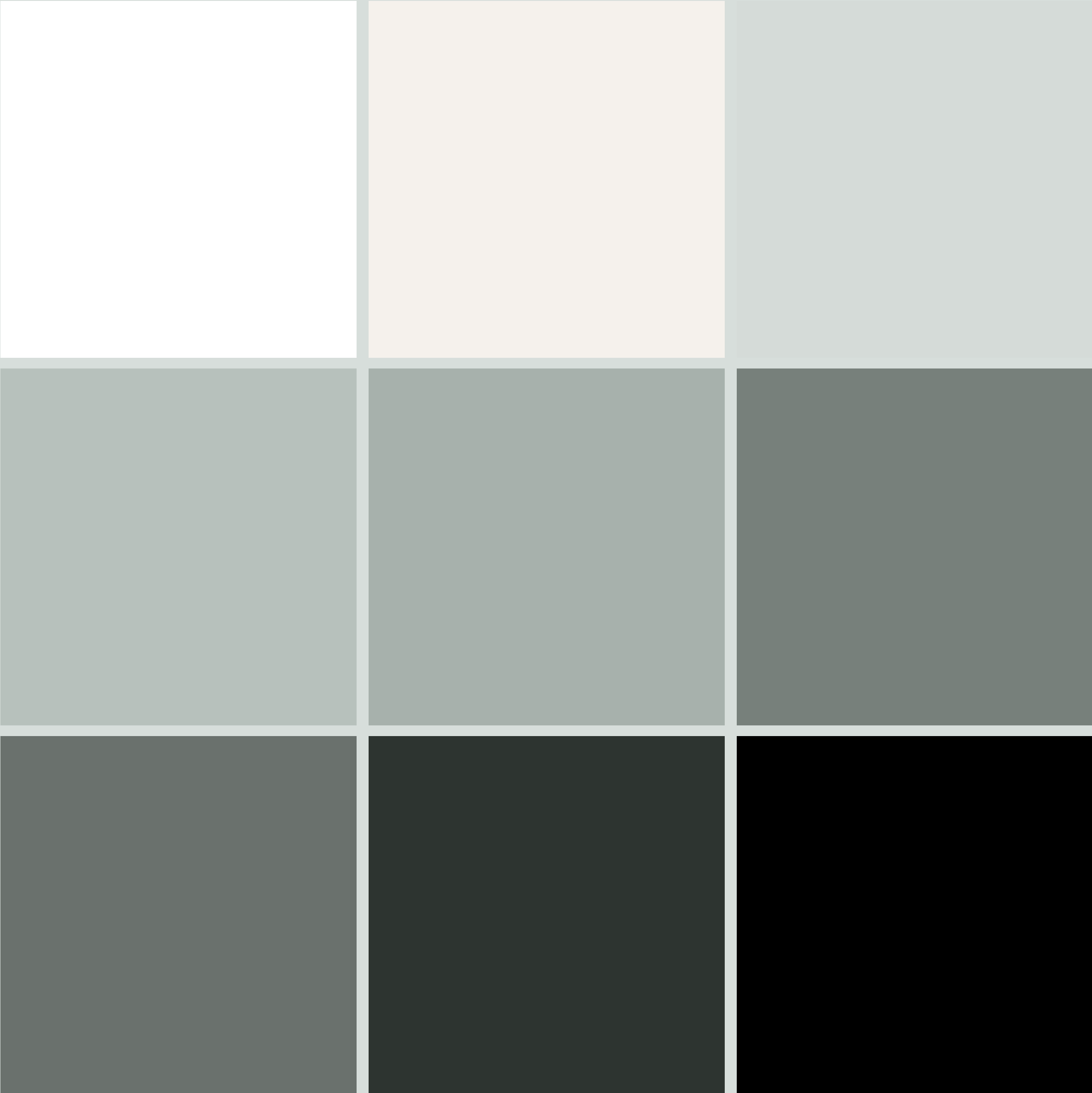
Visual identity & website for IN56,
an interior design studio.

Credits

Design&Code Cuchillo

Portfolio Visual Identities





PP Eiko

A B C D E F G H I J K L M N
Ñ O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n ñ o p
q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Aa

SWEET SANS PRO

A B C D E F G H I J K L M N
Ñ O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n ñ o p
q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Aa





[36] CANTEO

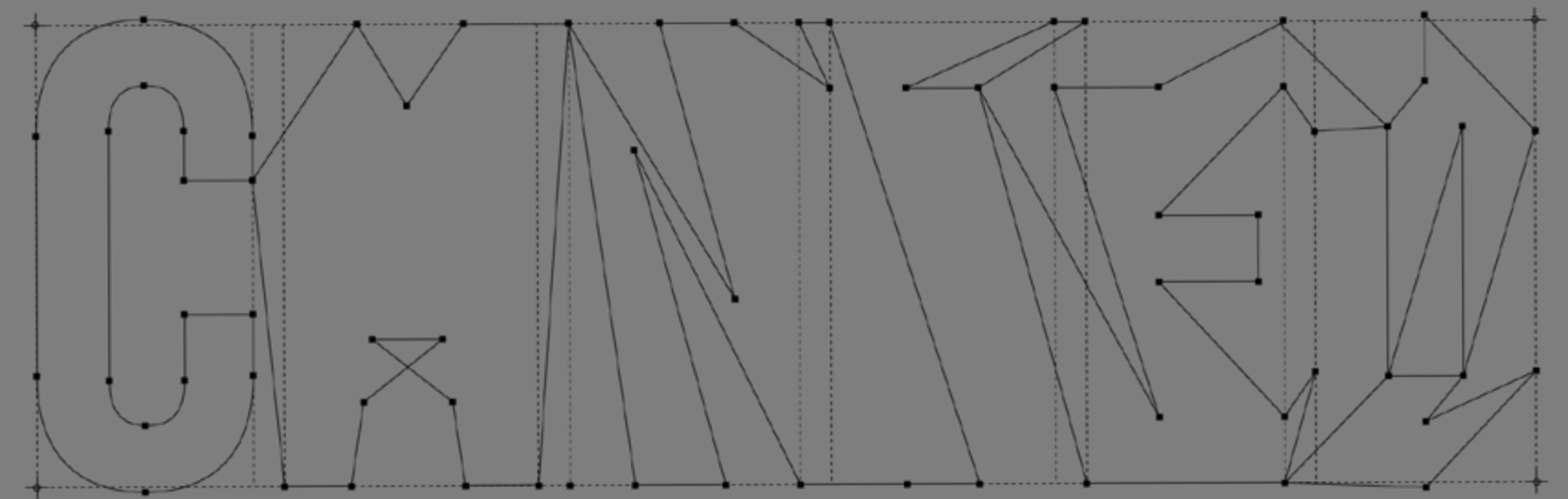
“Challenging the Future of Architecture and Design”

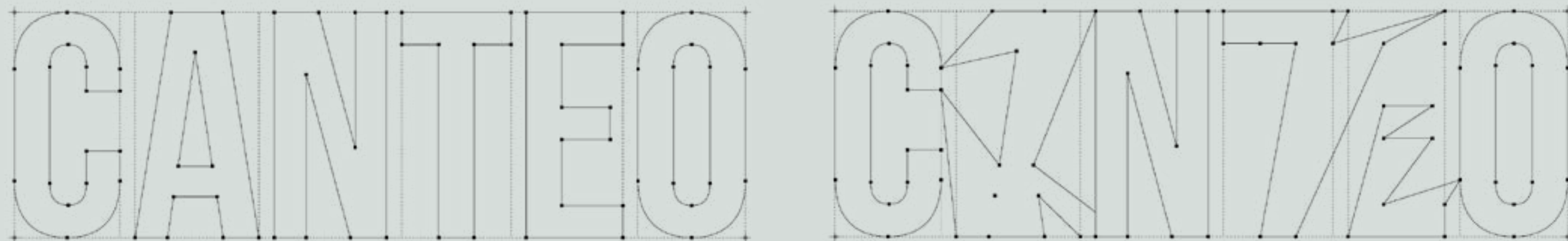
An independent creative collective which is focused on creating unique and exclusive hybrid spaces. It has a vision of integral design as a place of natural convergence for the disciplines of architecture, graphic & multimedia design, branding or event production.

Credits

Design Cuchillo

Portfolio Visual Identities





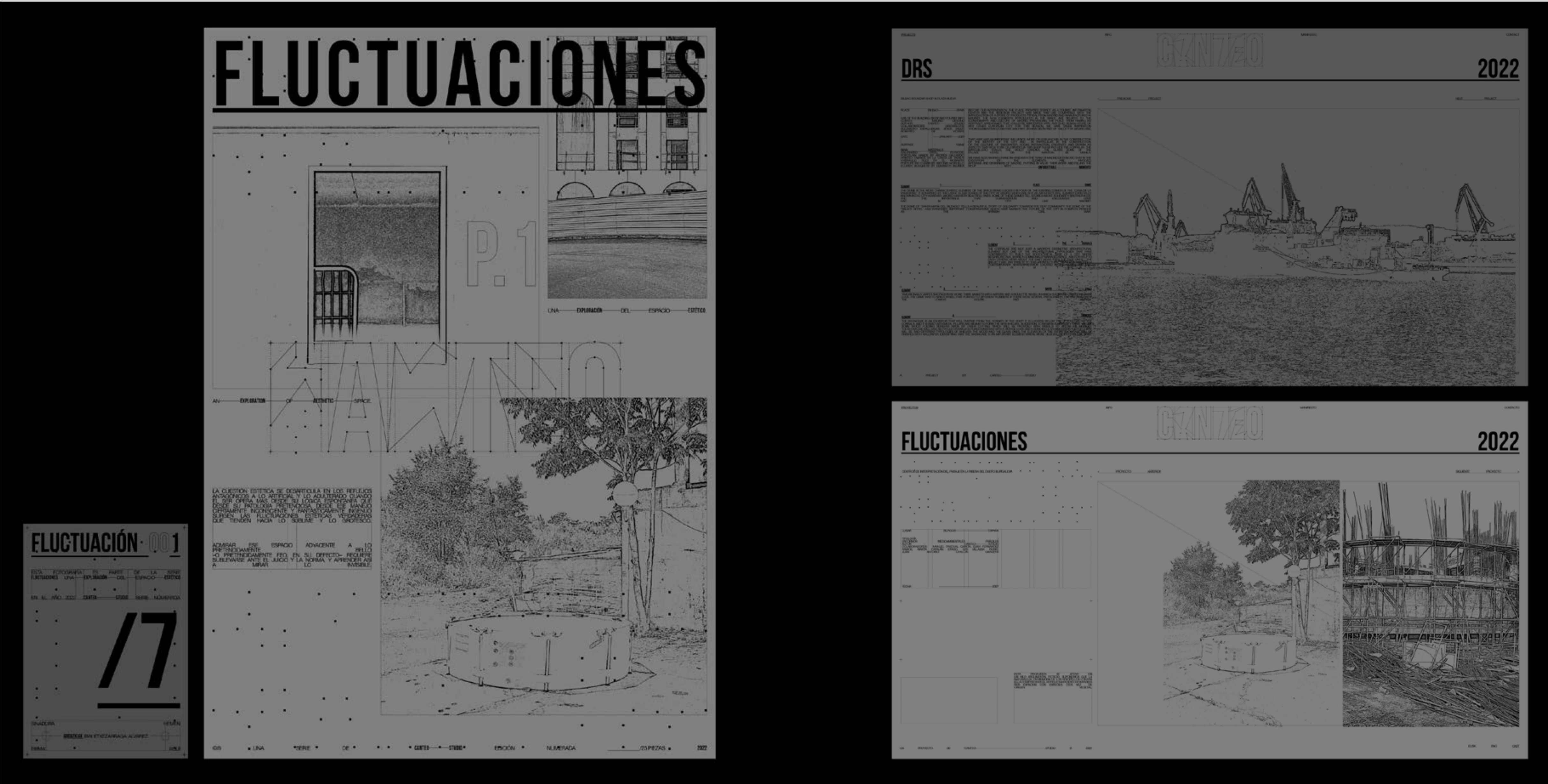
Logo under permanent construction, fluctuating skeleton & identification element. Autocad association/feel. Allusion to work by coordinates and space.

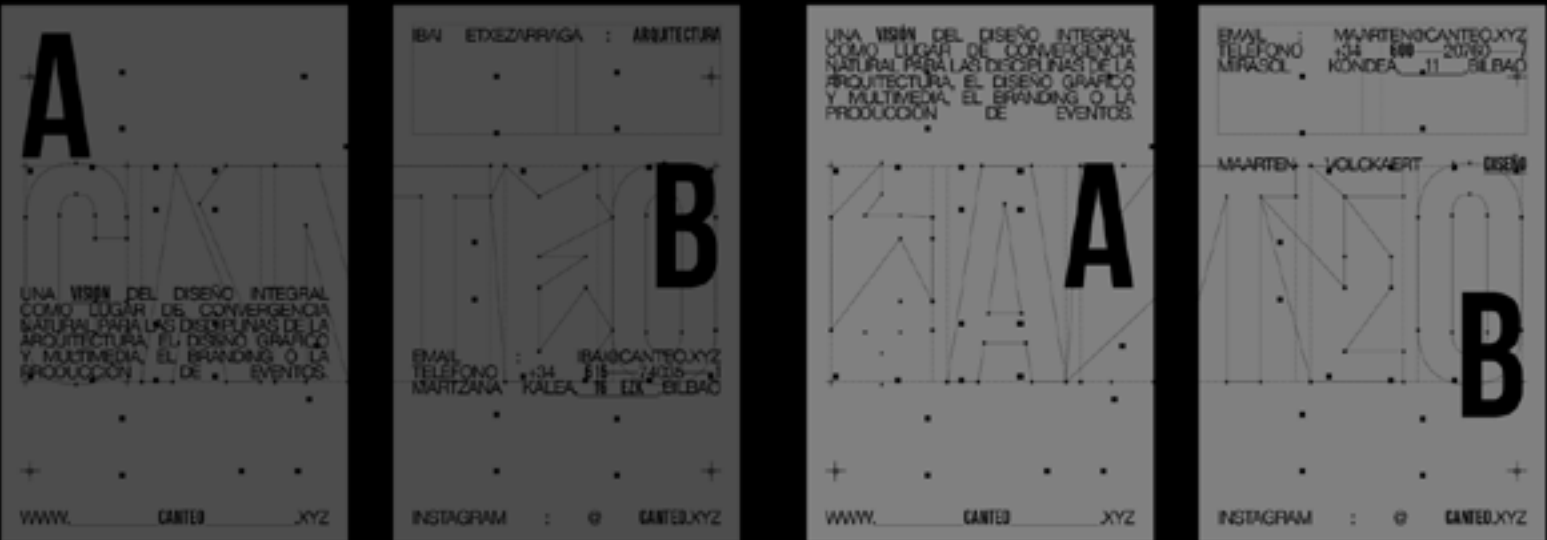
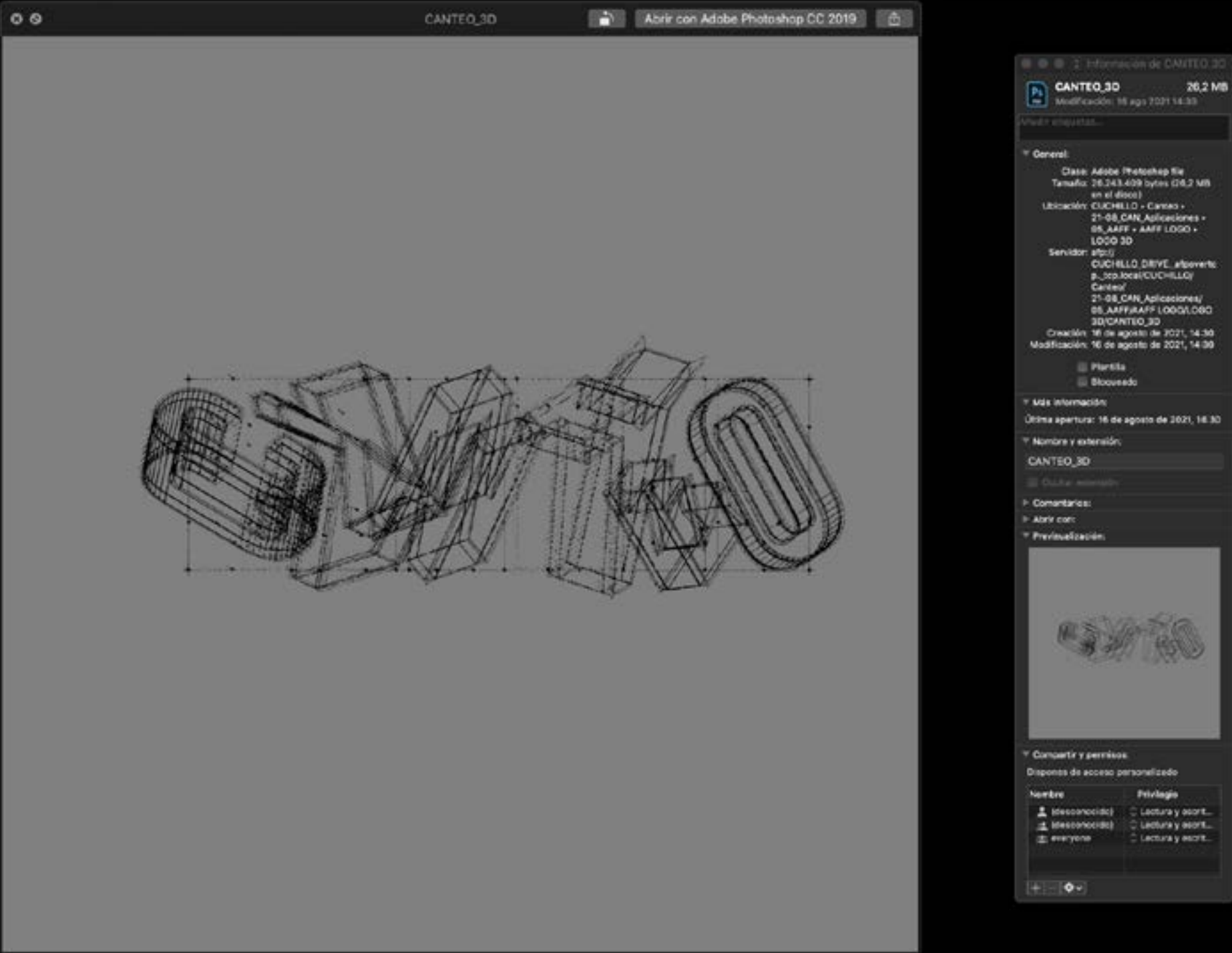
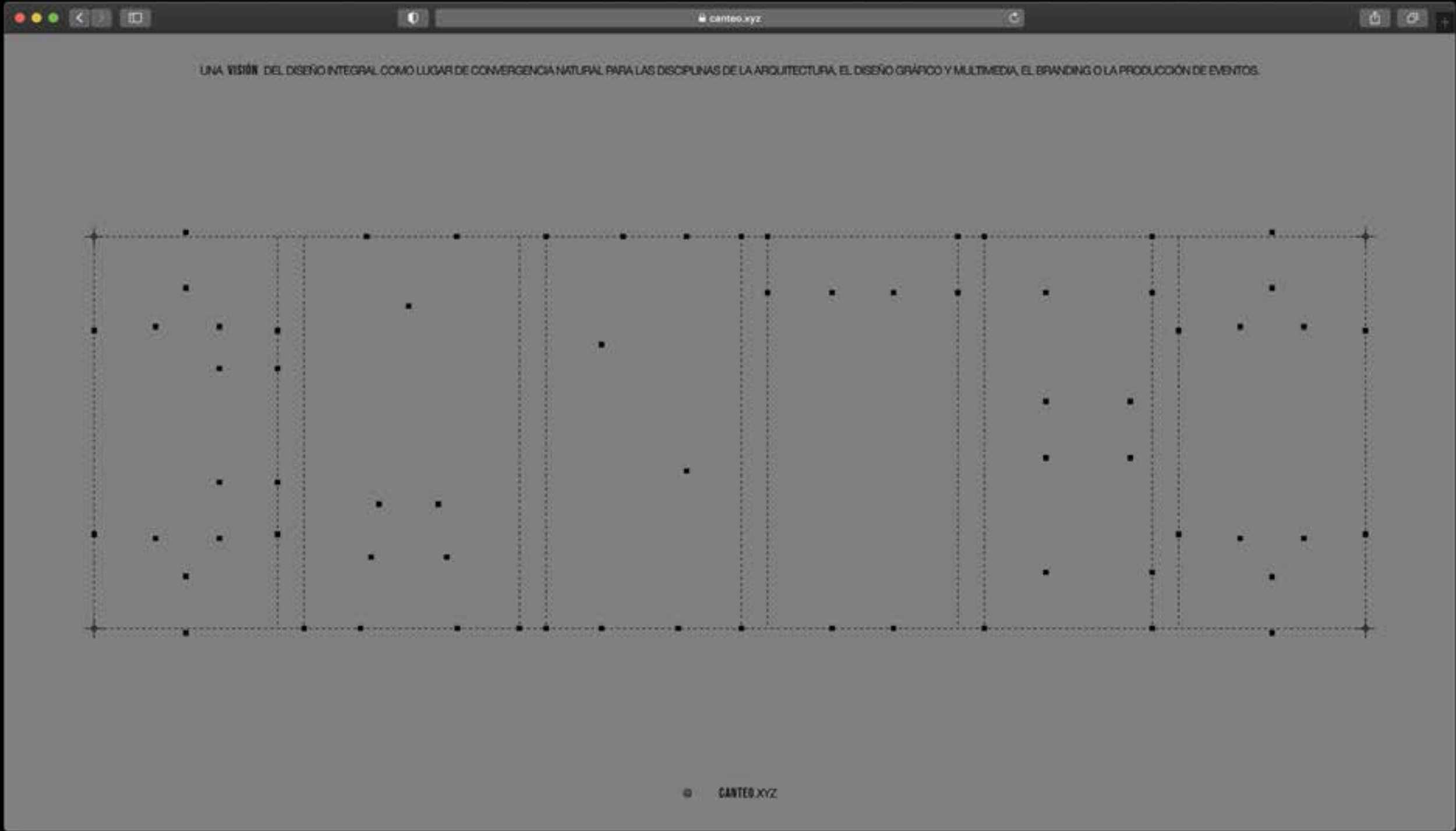


#ffffff

#808080

#000000





[37] URRETXINDORRA

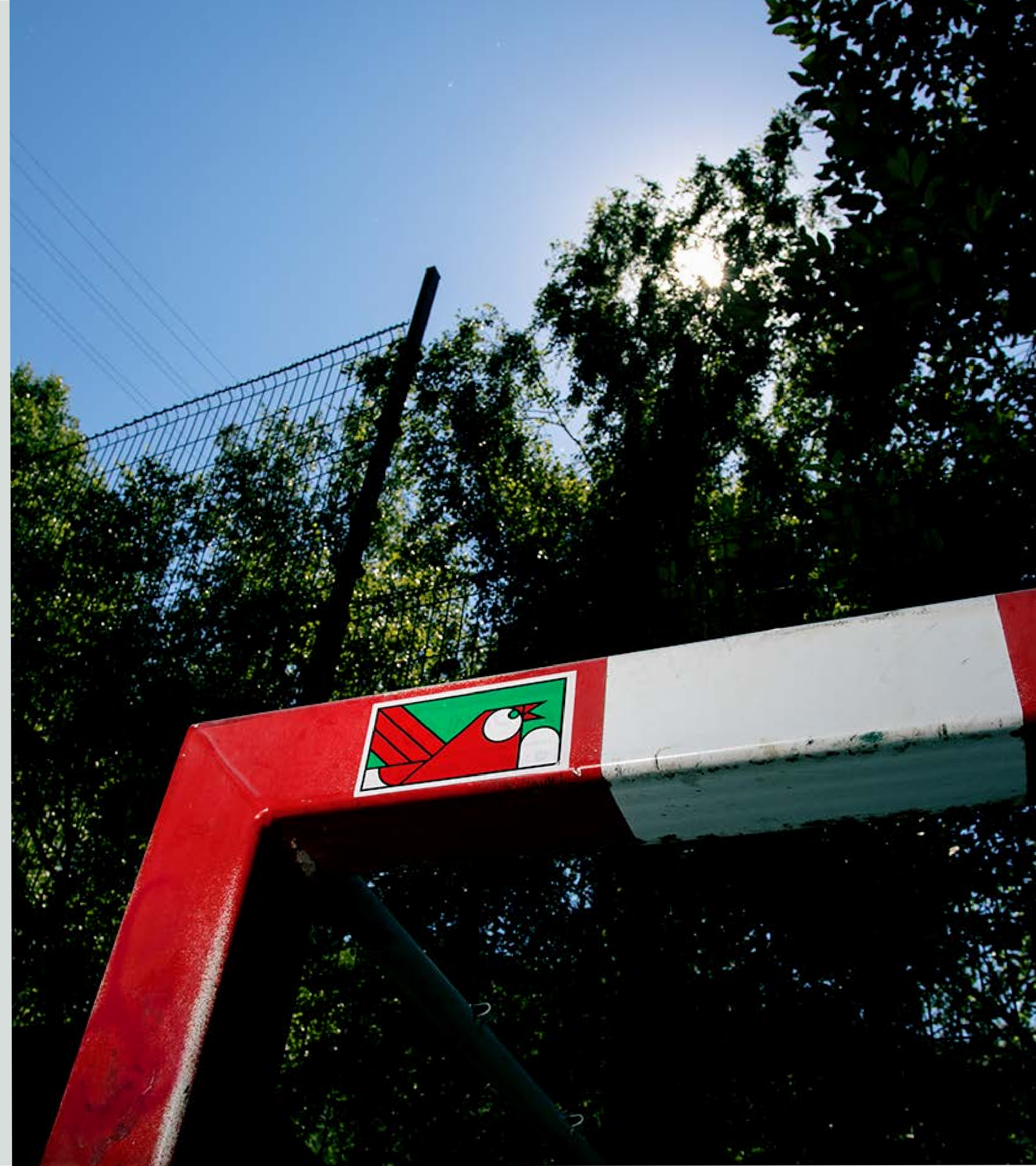
“The real All Irons”

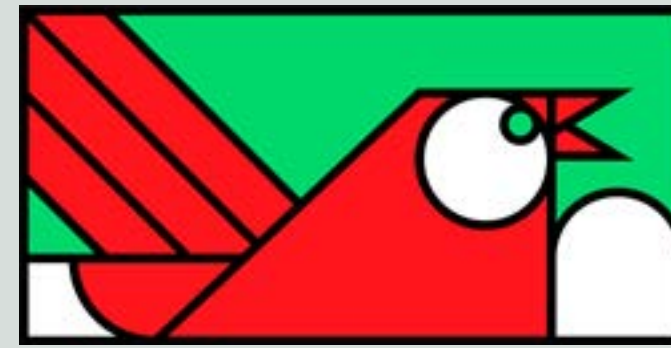
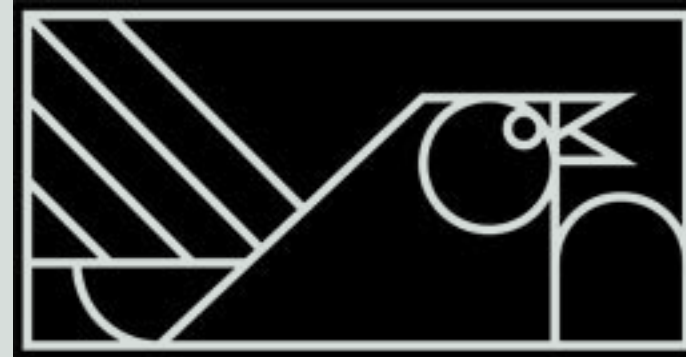
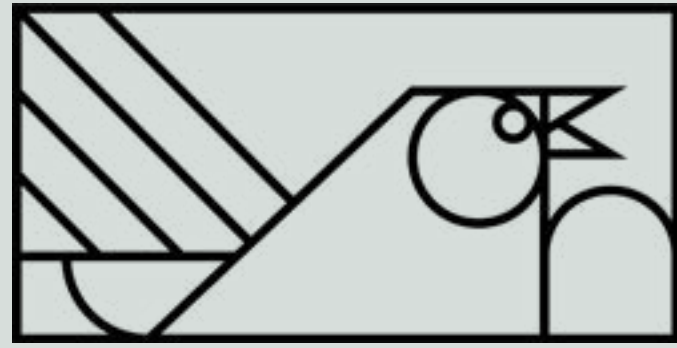
A project whose value is focused on the game, fun, socialization & participation above competition & show.

Credits

Design Cuchillo

Photography La Absurda Zurda





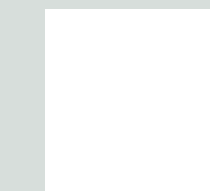
Urretxindorra
K.E. 1995



The nightingale is the central axis of the club's identity. The shape was worked from geometry to simplify it, establishing the mascot as a symbol of identity.



#000000



#ffffff

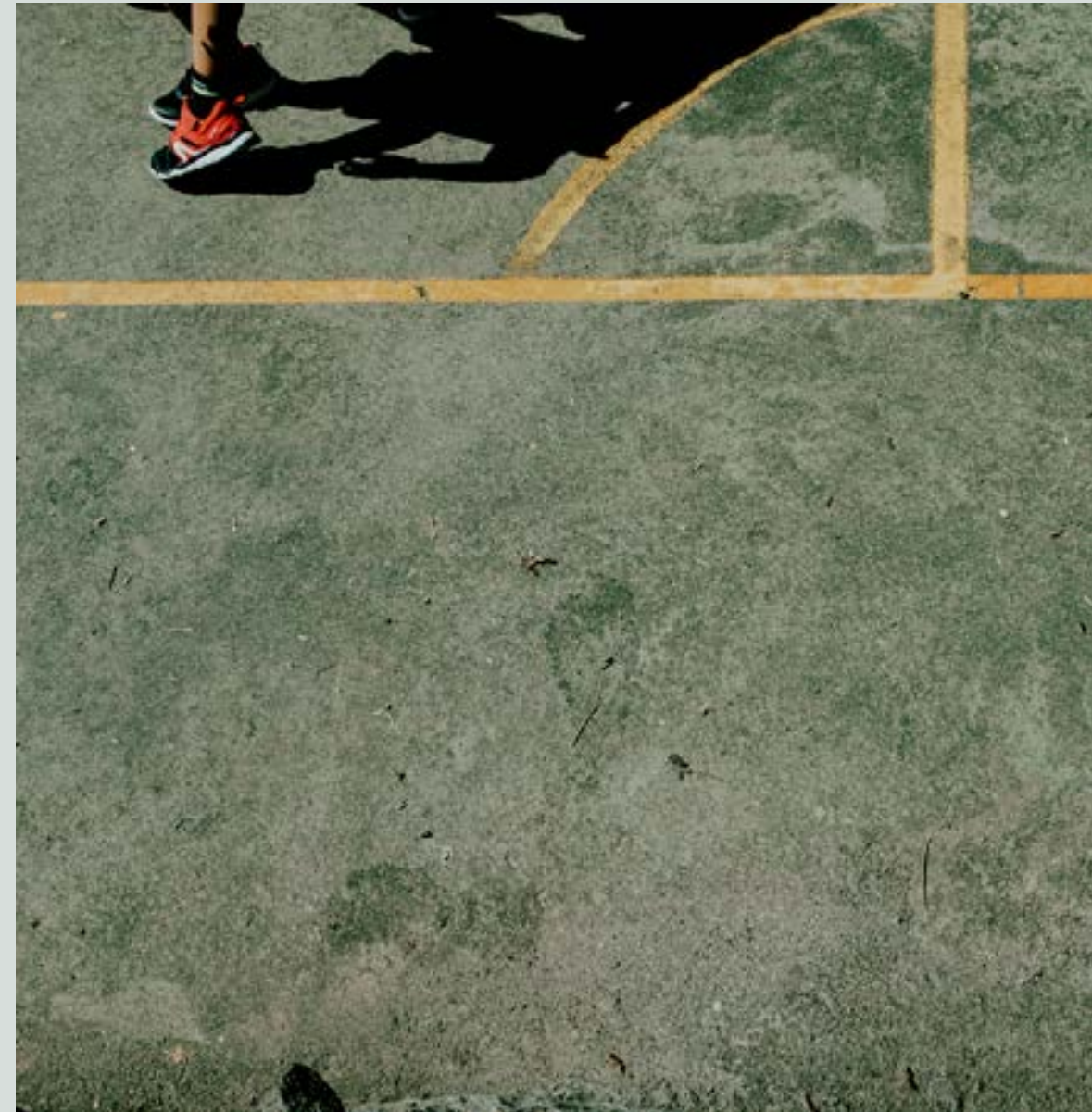
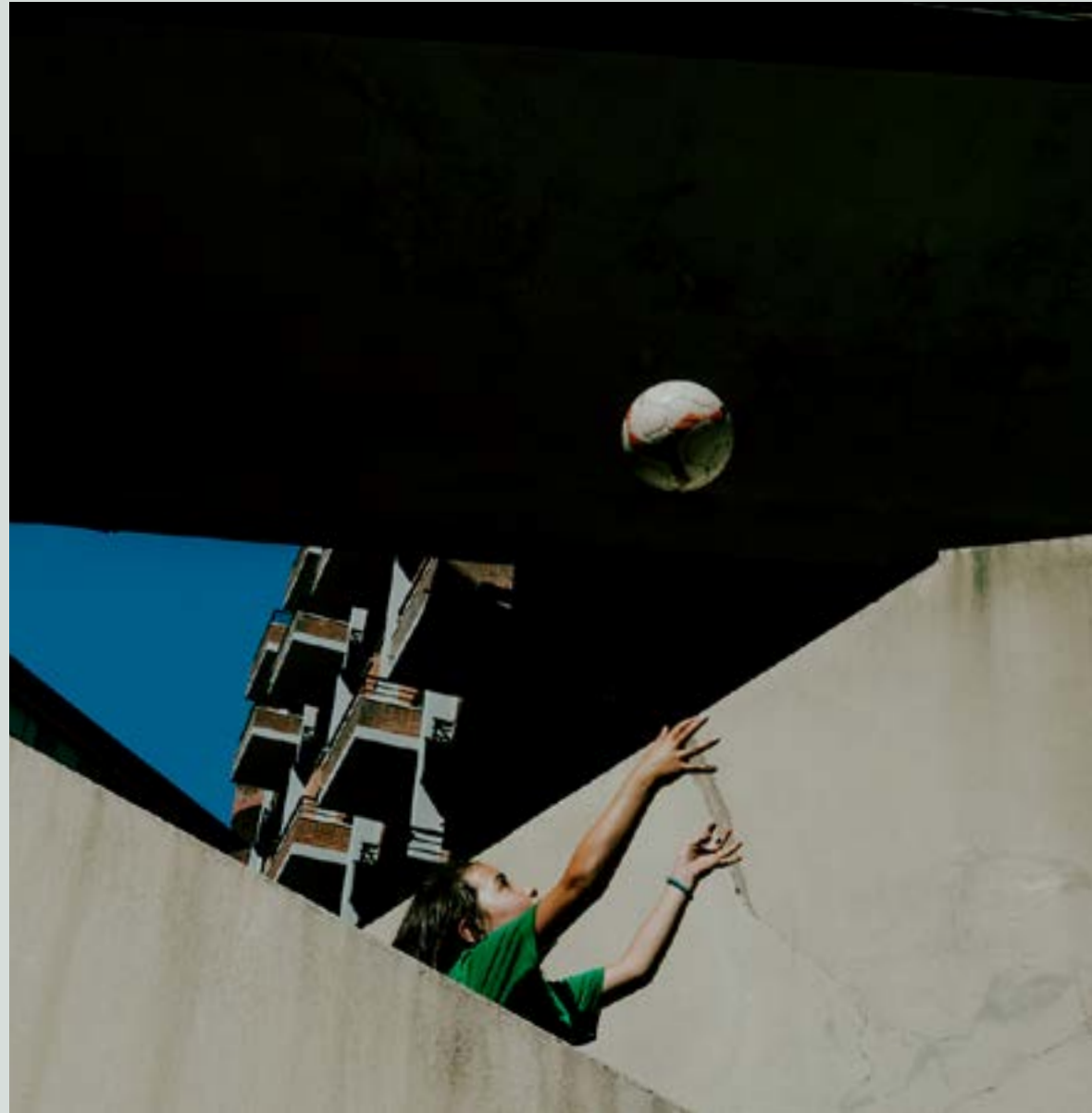


#00d86c



#ff151d

It was finally decided to respect the club & the fans' identity code.



[38] REAL ENGLISH

“El inglés que no da pereza”

Identity & brand imaginary for Real English, an English academy that kicks with a fresh & dinamic methodology.

Credits

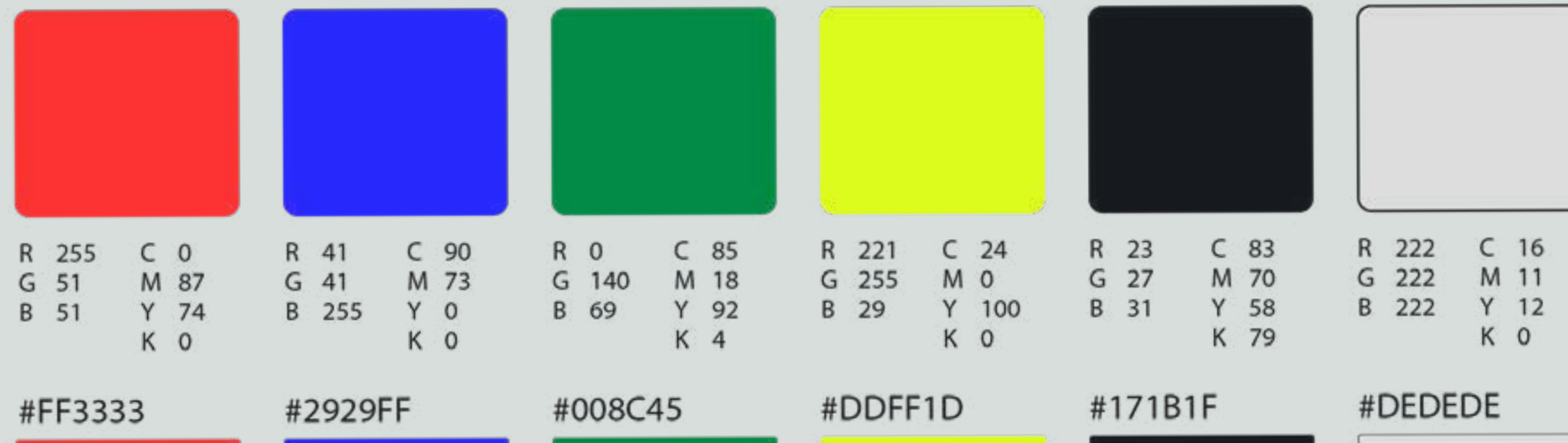
Design Cuchillo



Real English

Real English

A typographic logo was designed as the main one. ABC Ginto Nord Black y Medium are used for titles. Normal text is in Próxima Nova, featured text is in Teodor extrabold.



ABC Ginto Nord Black

ABC Ginto Nord Medium

Teodor Extrabold

Proxima Nova





WINTER TERM **TEACHER COMMENTS!**

Attitude **Grammar**

Homework **Listening**

Conversation **Reading**

Writing **Asistencia**

Trabajo en parejas **Uso del idioma**

Student: _____

Teacher: _____

Observations: _____

www.realenglish.es @realenglishofficial 747 42 57 49 648 25 75 72



[39] NEKROPOLIA

“Nekropolia”

Visual identity for the archaeological site of San Pedro de Berriz (Bizkaia – Euskadi). The proposal identifies the act or ritual of burying in the belief of the afterlife, as a manifestation of the treasured tradition in the memory of the Berriztarra community.

Credits

Design **Cuchillo**

Project & coordination **Novoa Jauregui**

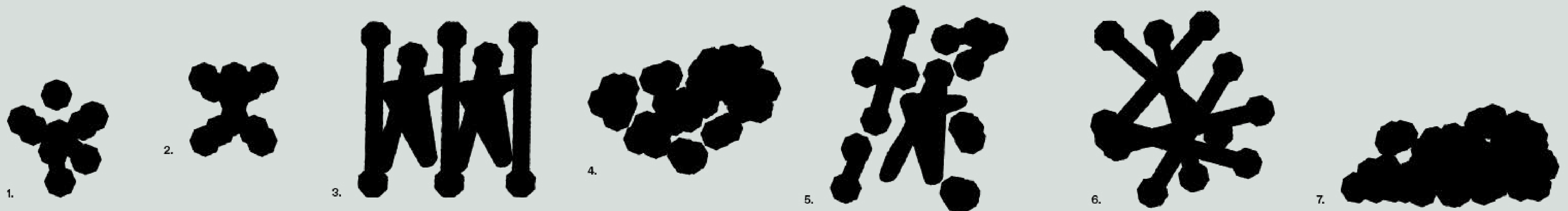
Architectural Design **BeAr Architects**

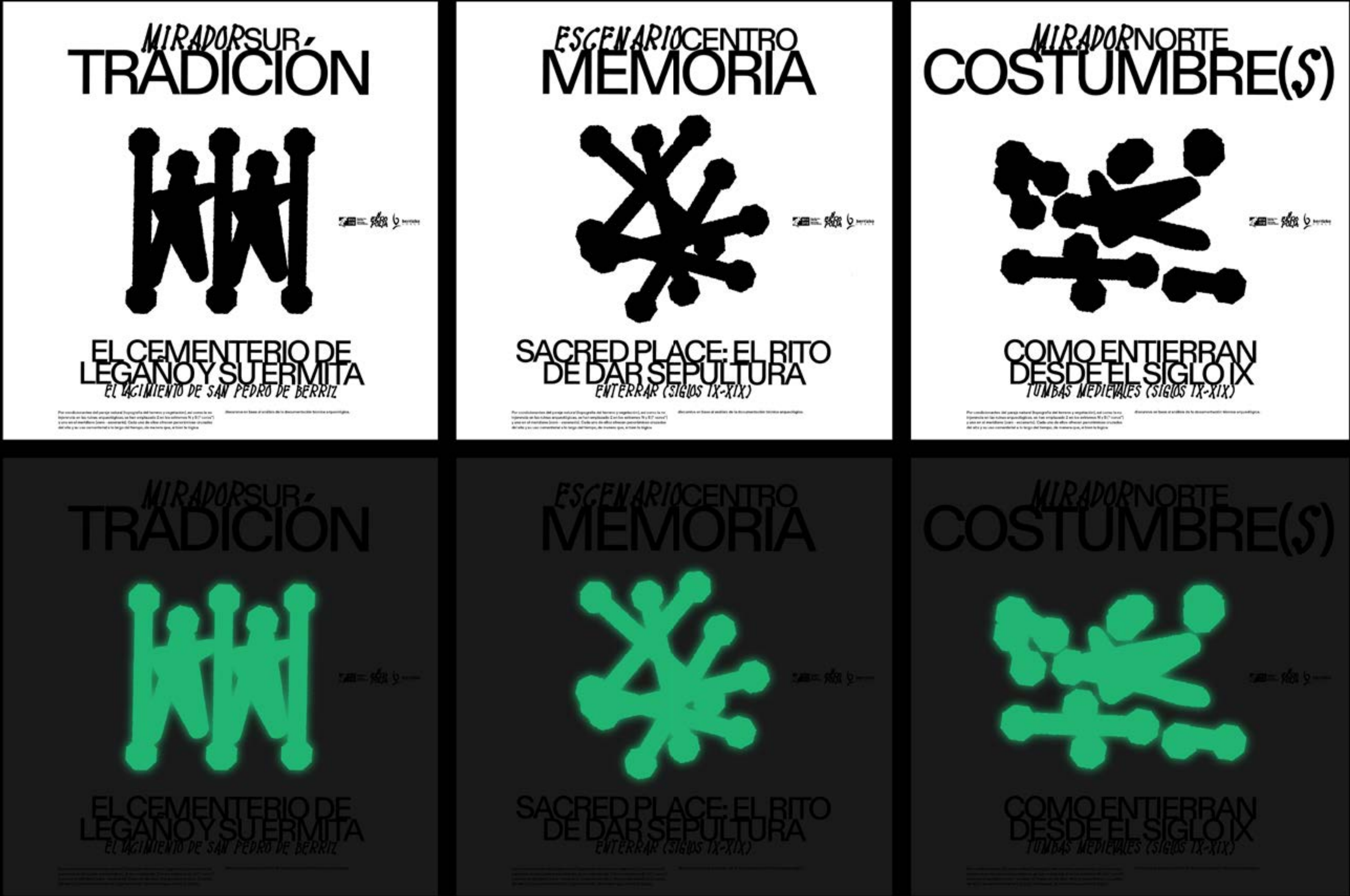


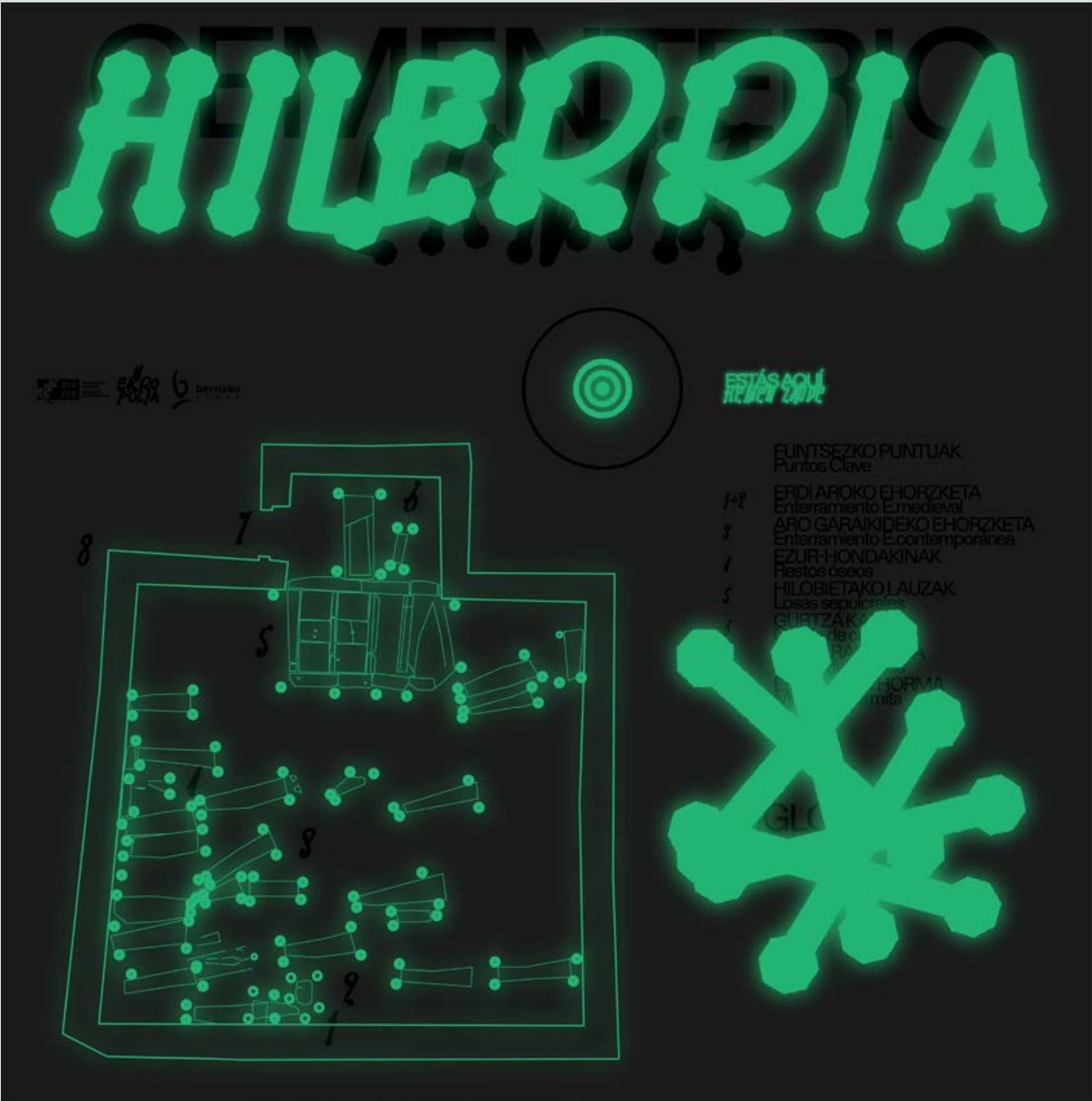
In the construction of the logo, a typeface with auctions that associate the concept of bone rest / pieces is chosen. Its graphic system is also built around two concepts: the stacking of elements and luminescence, which will provide two significant and functional visions of the route, day and night. Dyatype as the secondary font.

NEKROPOLIA

1. Representation of human figure I
2. Representation of human figure II
3. Graves & bodies
4. Cairn
5. Objects found next to a body
6. Stacked bones
7. Stone wall







[40] KORA LIVING

“Kora Living”

Development of the digital identity of the entire Kora Living group, from the art direction and production of photographic and video material, to the design and development of the entire web experience.

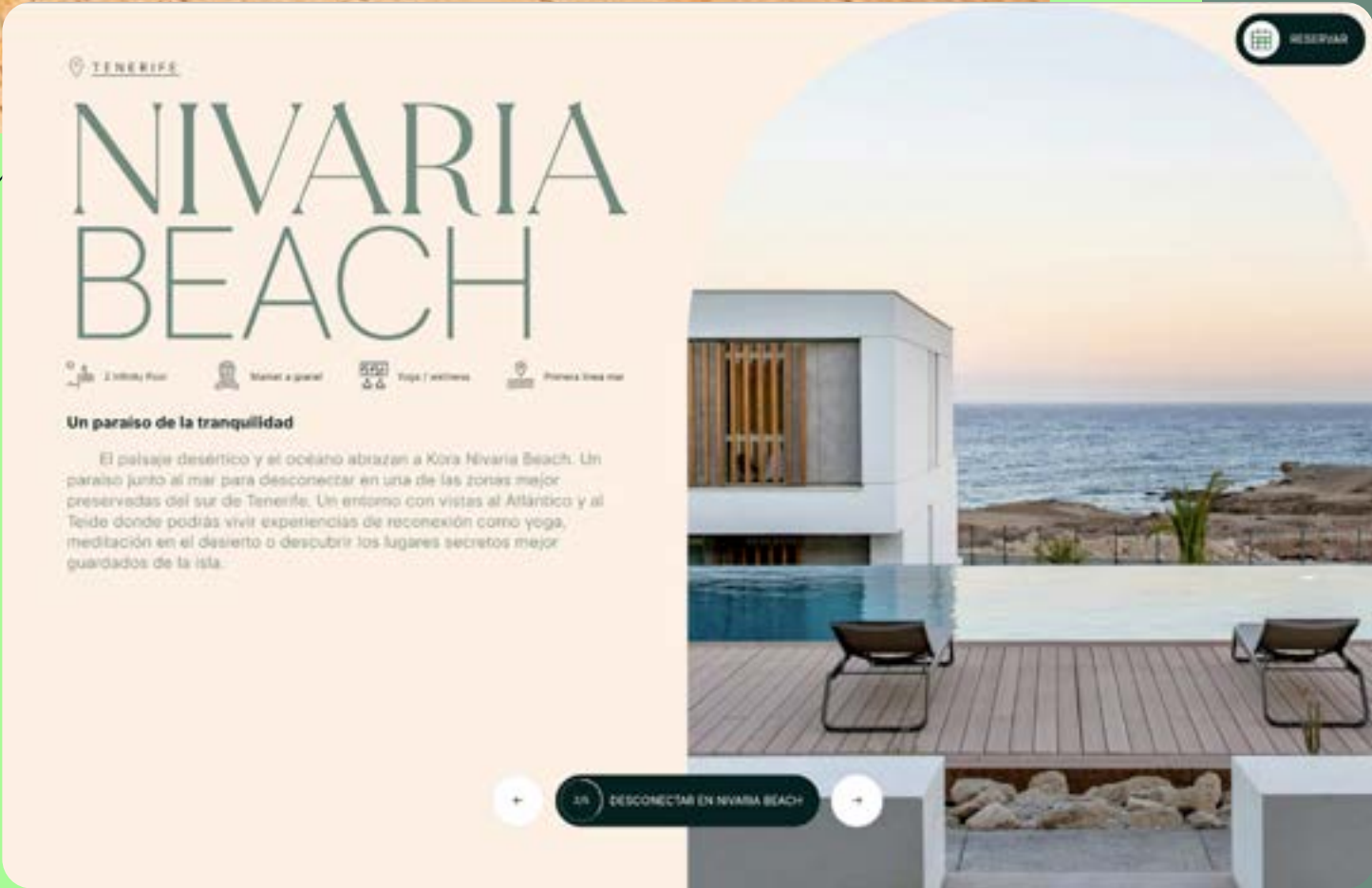
Credits

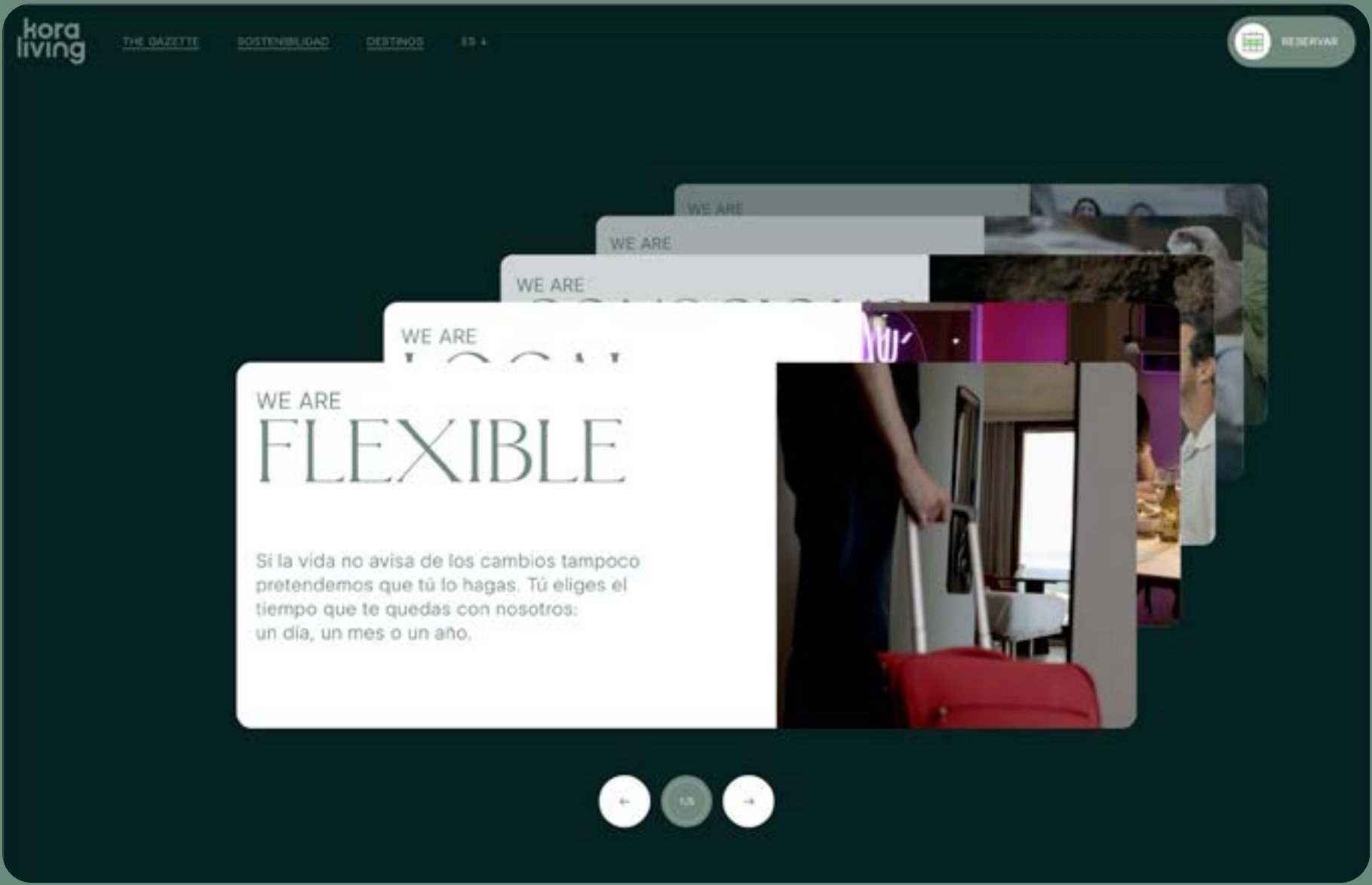
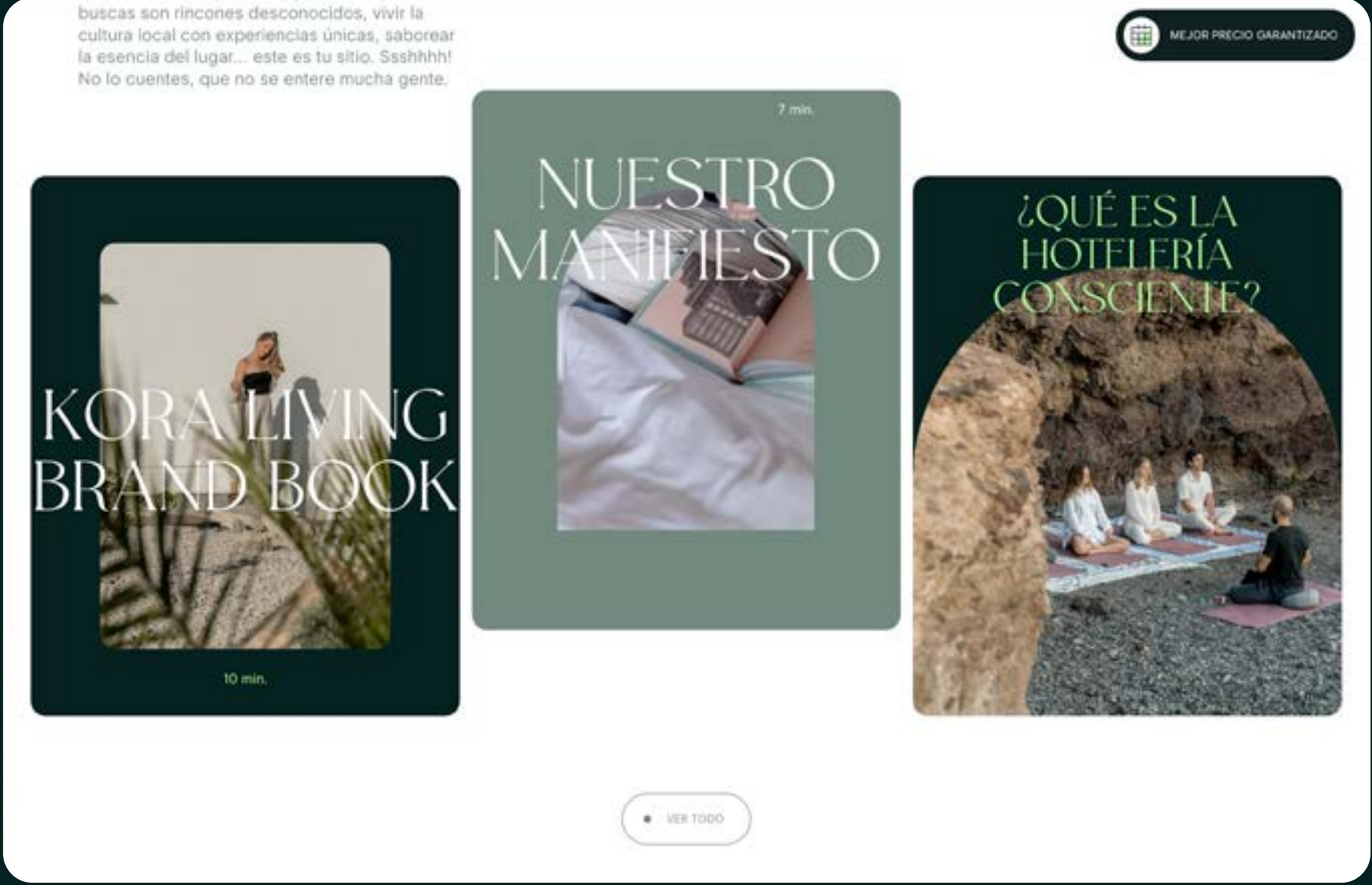
Design Cuchillo

Video Trufó



FLEXIBLE
BY
NATURE





[41] OUTER SHELF

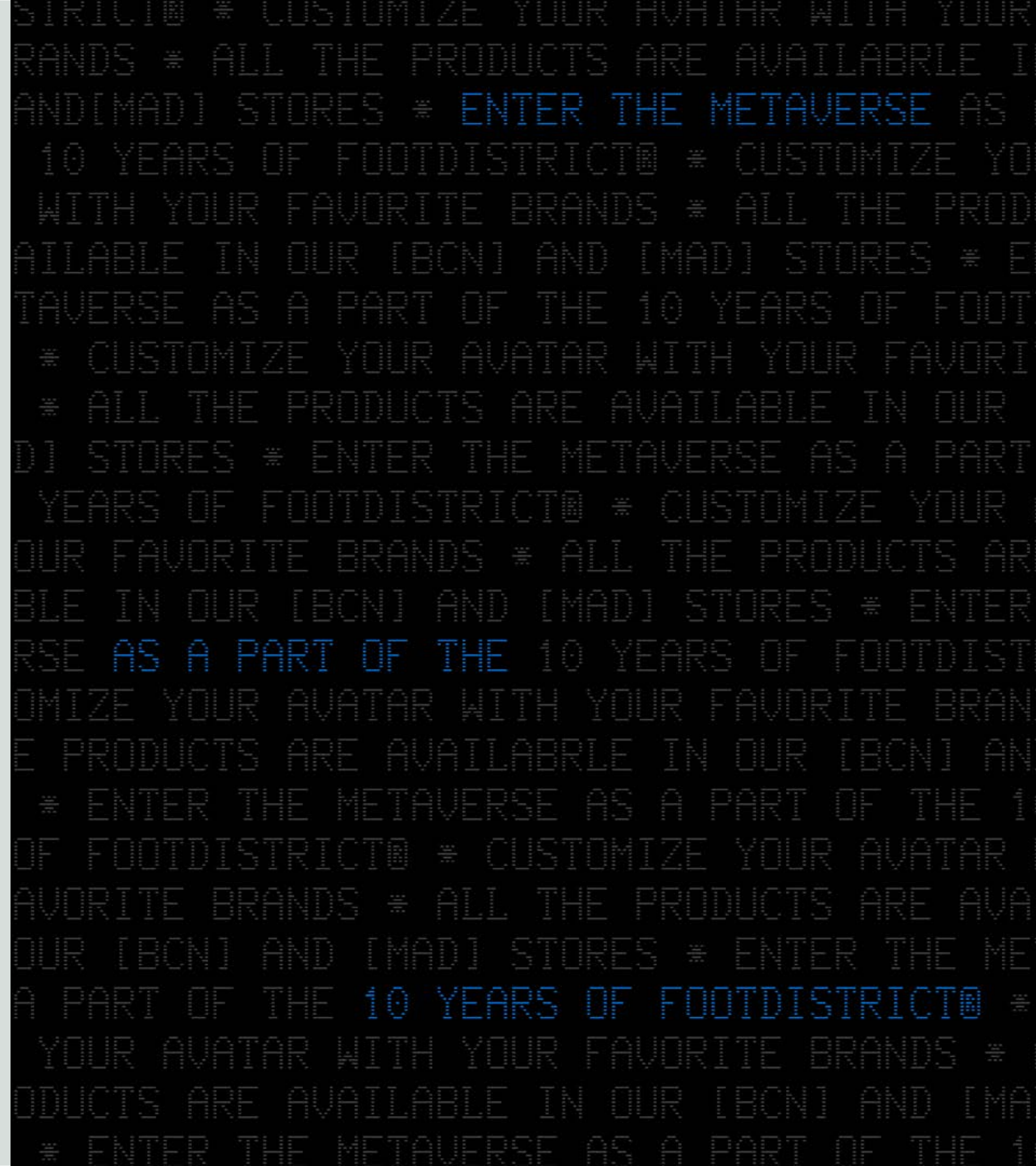
“Outer Shelf”

Digital identity project, web design and development for Outer Shelf. A virtual space in which users can interact with each other, create an avatar and personalise it by dressing it in some of the most iconic garments from major *@footdistrict* fashion brands and participate in games, events and even view and buy from their favourite brands through the virtual recreation of its store in Barcelona.

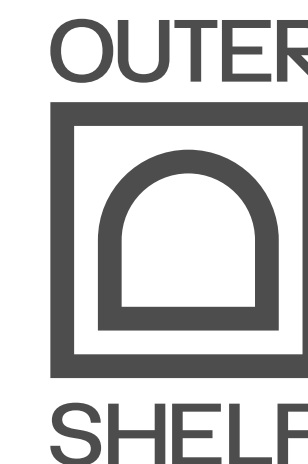
Credits

Design Cuchillo

Portfolio Visual Identities



OUTER@SHELF



HEXA #0085fc
RGB 0/132/252
CMYK 87/44/0/0

HEXA #000000
RGB 0/0/0
CMYK 0/0/0/100

HEXA #4d4d4d
RGB 77/77/77
CMYK 62/53/51/49

HEXA #ffffff
RGB 255/255/255
CMYK 0/0/0/0

The logo and its variants are based on the concept of the portal and its symbology. The portal is an element that works as an entry point to a new place to explore. The use of the arch as an architectural expression of passage from one side to the other.

Tipography: FK Grotesk¹ & Meryn²

1.

→ CREATE YOUR
AVATAR → CHOOSE
THE BEST LOOK
AND → DIVE INTO OUR
VIRTUAL WORLD.

2.

>>NIKE>>ADIDAS>>THE NORTH FACE>>STUSSY>>





[42] TERRA PROJECT

“Ocean cures everything”

Redesign of their entire digital environment for the 3rd edition ('The ocean cures everything') Terra Project: A serie of experiences aimed at reconnecting with nature. Developed by *@footdistrict* and Nike ACG *@nike*, in collaboration with *@_ocean52*

Credits

Design Cuchillo

Portfolio Visual Identities

An underwater photograph with a teal-blue tint. In the upper left, a diver is visible. In the center, a jellyfish floats. At the bottom, a seagrass bed is illuminated by a light beam from above.

EL OCÉANO LO CURA TODO.



"ME QUEDÉ ALUCINADA AL VER LA CANTIDAD DE RESIDUOS QUE NOS ENCONTRAMOS CON TAN SOLO UNA PEQUEÑA BÚSQUEDA EN LA PLAYA. UNA COSA ES VERLO EN LA TELE O EN TU MÓVIL, Y OTRA ES VER LA REALIDAD CON TUS PROPIOS OJOS".

CORA NOVOA
DJ Y COMPOSITORA



EL 80% DE LOS RESIDUOS QUE ENCONTRAMOS EN EL OCEANO PROVIENEN DE TIERRA FIRME.

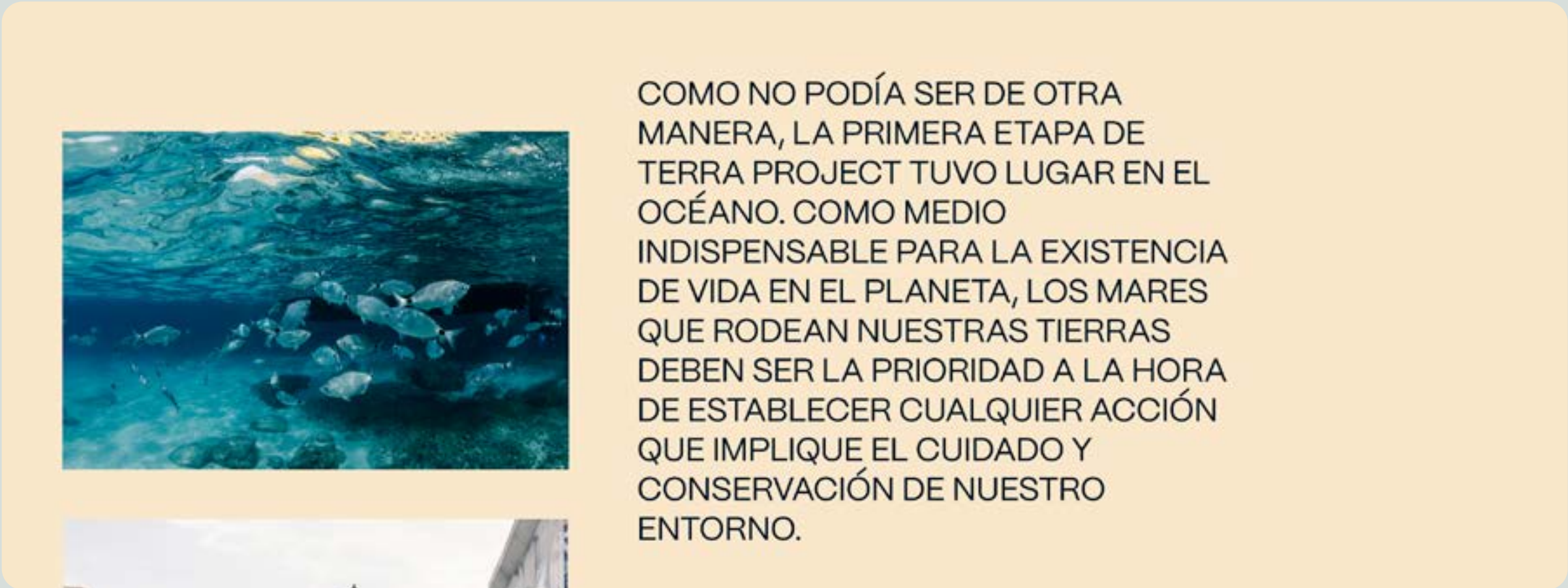
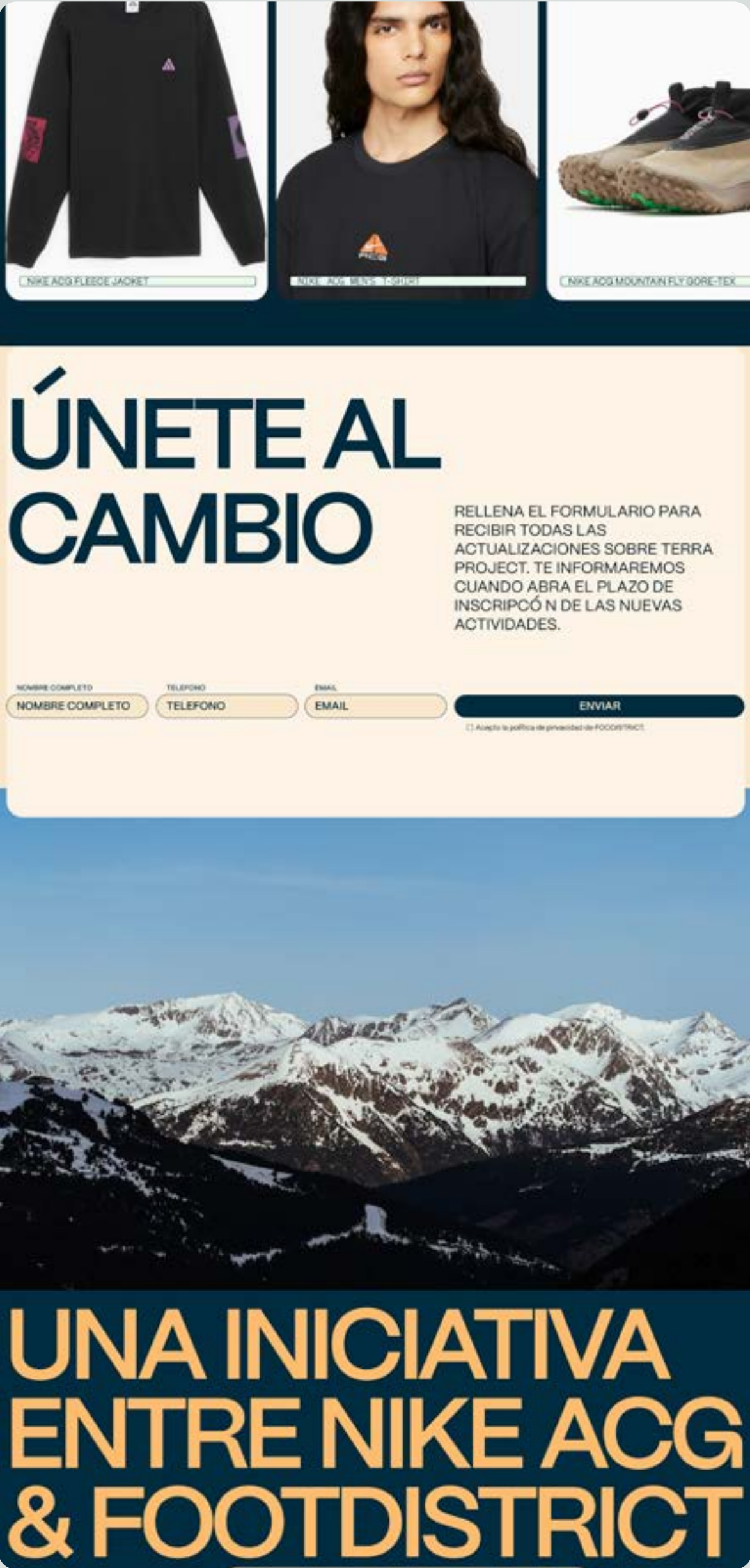
UNA INICIATIVA ENTRE NIKE ACG & FOOTDISTRICT

SIGUE TODAS LAS
ACTUALIZACIONES:

#FDTERRAPROJECT



UN PROYECTO SOSTENIBLE DE FOOTDISTRICT® + NIKE™



[43] ASTARLOA

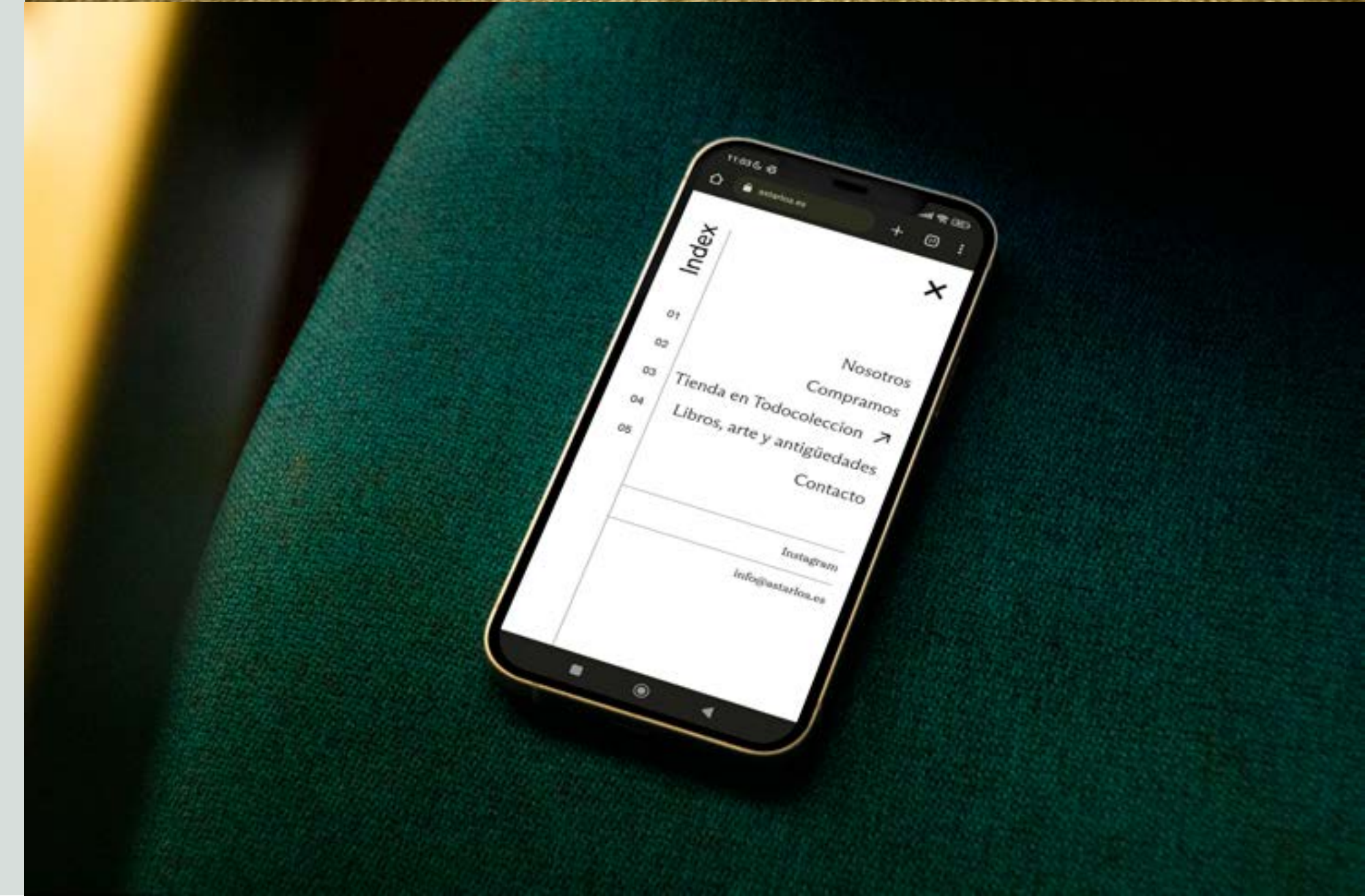
“30 years of passion for the extraordinary”

Astarloa is an authority in the buying and selling of books, collectibles, art, and antiques. Julen G. has carried out the process of renewing their visual identity, and we have worked together to create a unique editorial web experience.

Credits

Design Julen García
Development Cuchillo





Thanks!

cuchillo