

# Portfolio: VISUAL IDENTITIES

cuchillo

@\_cuchillo

# INDEX – BRAND RESUME

[01] EMAKUMEEN KALEA

[02] LEBOND

[03] 2112.RUN

[04] DOCK

[05] LOTURAK

[06] CORE VEST

[07] A LA VASCA

[08] GUREAN

[09] THE BADASS PROJECT

[10] PANGRAM PANGRAM

[11] PRIMT

[12] JAZMINO’S

[13] TIPI GARA

[14] AZOKARTEAN

[15] BASQUETOIR VIDEO

[16] DANDO LA BRASA

[17] SD EIBAR

[18] GARAI

[19] MAMÁ ABSURDA

[20] ALOJA

[21] MATADERO

[22] BBK LIVE

[23] CUCHILLO FC

# INDEX – BRAND RESUME

[24] KALEARTEAN

[25] AZAB

[26] BBDW 2018

[27] THE XX

[28] SD EIBAR POSTERS

[29] NOVOA JÁUREGUI

[30] SISTER SISTER

[31] HIVISQ

[32] BEAR

[33] DRS

[34] OBJETO

[35] IN56

[36] CANTEO

[37] URRETXINDORRA

[38] REAL ENGLISH

[39] NEKROPOLIA

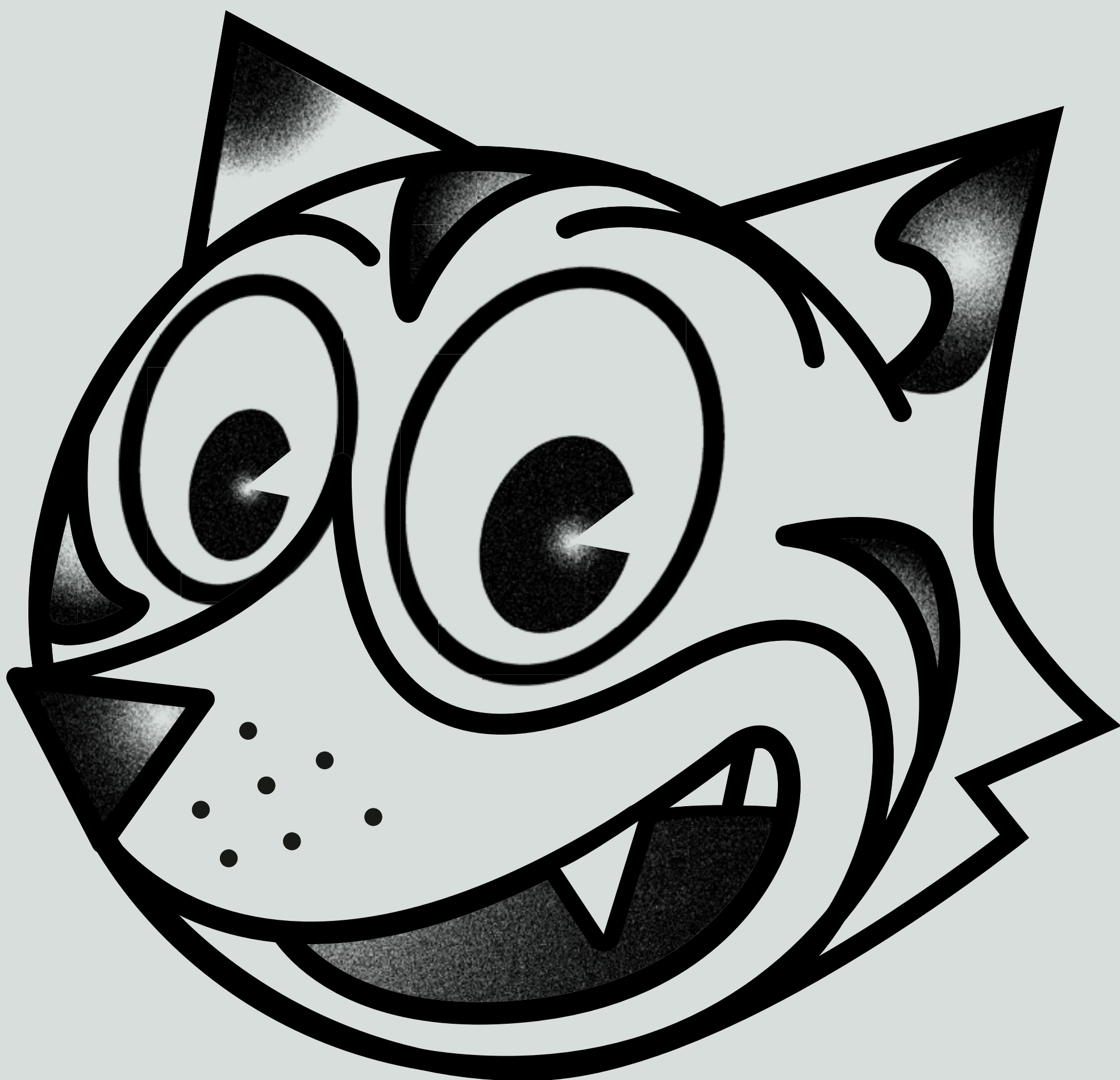
[40] KORA LIVING

[41] OUTER SHELF

[42] TERRA PROJECT

[43] ASTARLOA

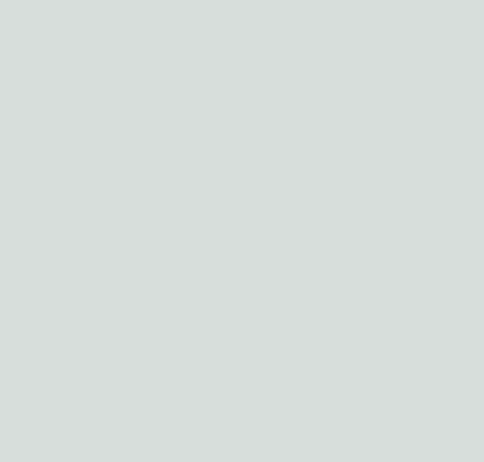
Hi!







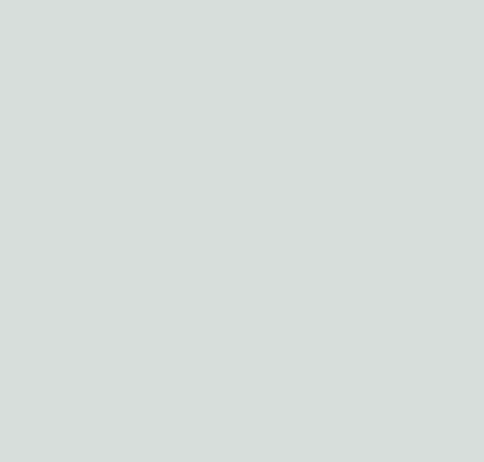
Cuchillo© is a creative team specialized in building new perspectives and bold digital concepts for brands to be timeless.





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identities work.

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[01]

EMAKUMEEEN  
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





# Emakumeen kaleak

## Las calles de las mujeres

 Bizkaia

# Emakumeen kaleak

## Las calles de las mujeres



Emakumeen kaleak

Las calles de las mujeres

# Emakumeen kaleak

## Las calles de las mujeres

Emakumeen  
kaleak

Las calles de  
las mujeres

 Bizkaia



[02] LEBOND

# “Architecture meets Watch design”

Visual Identity for Lebond Exclusive watch editors.

Credits

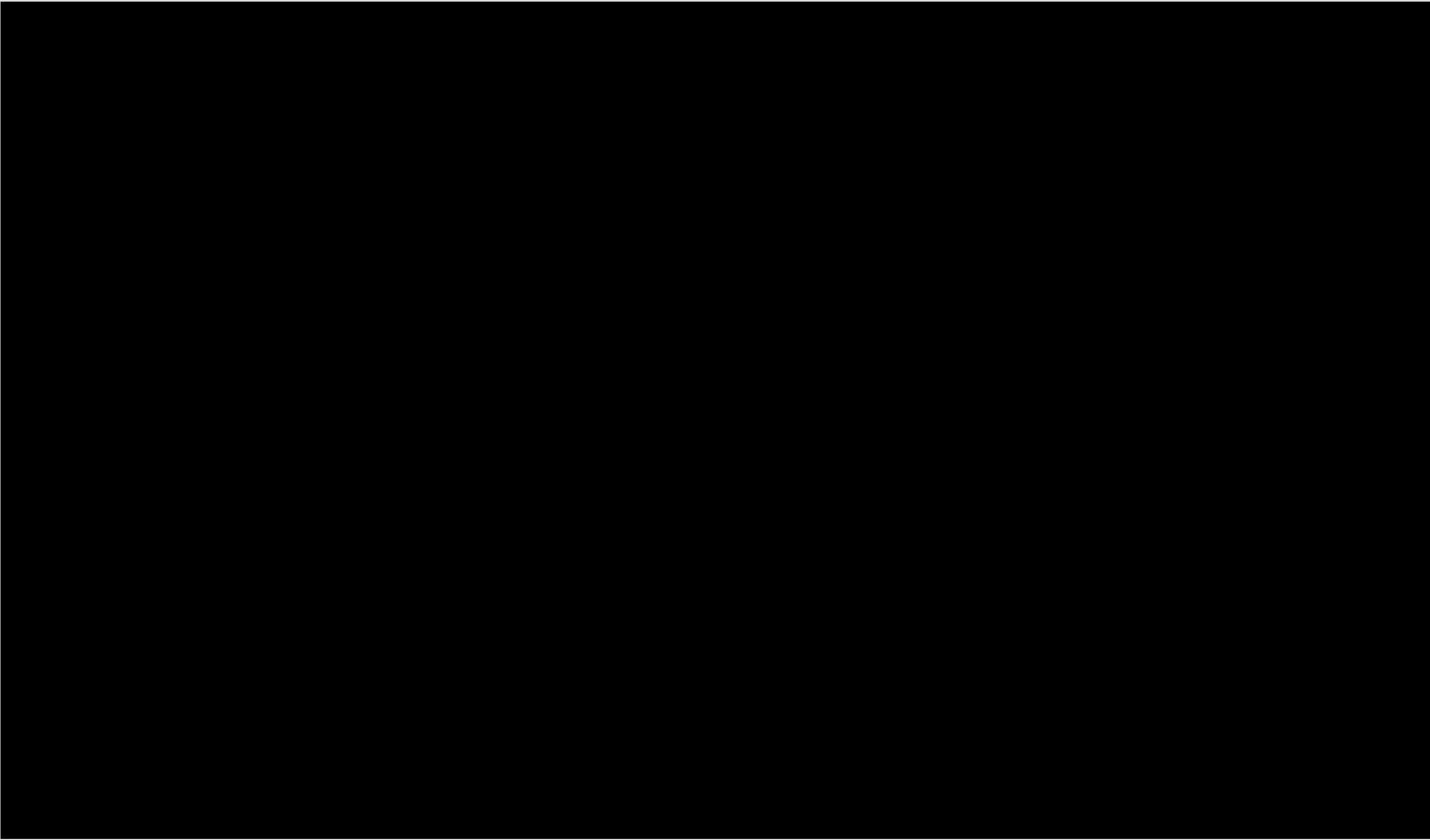
Design Cuchillo

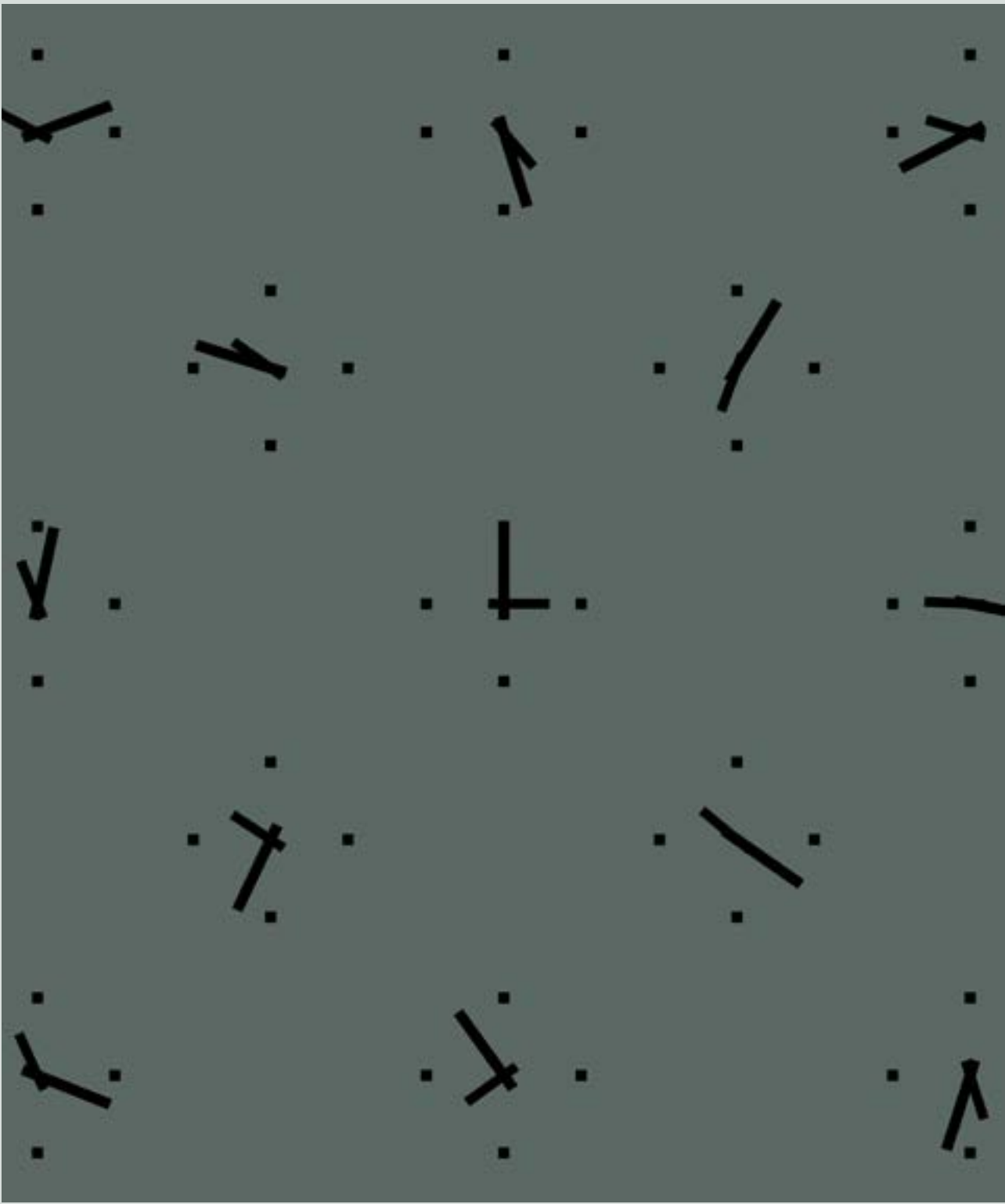




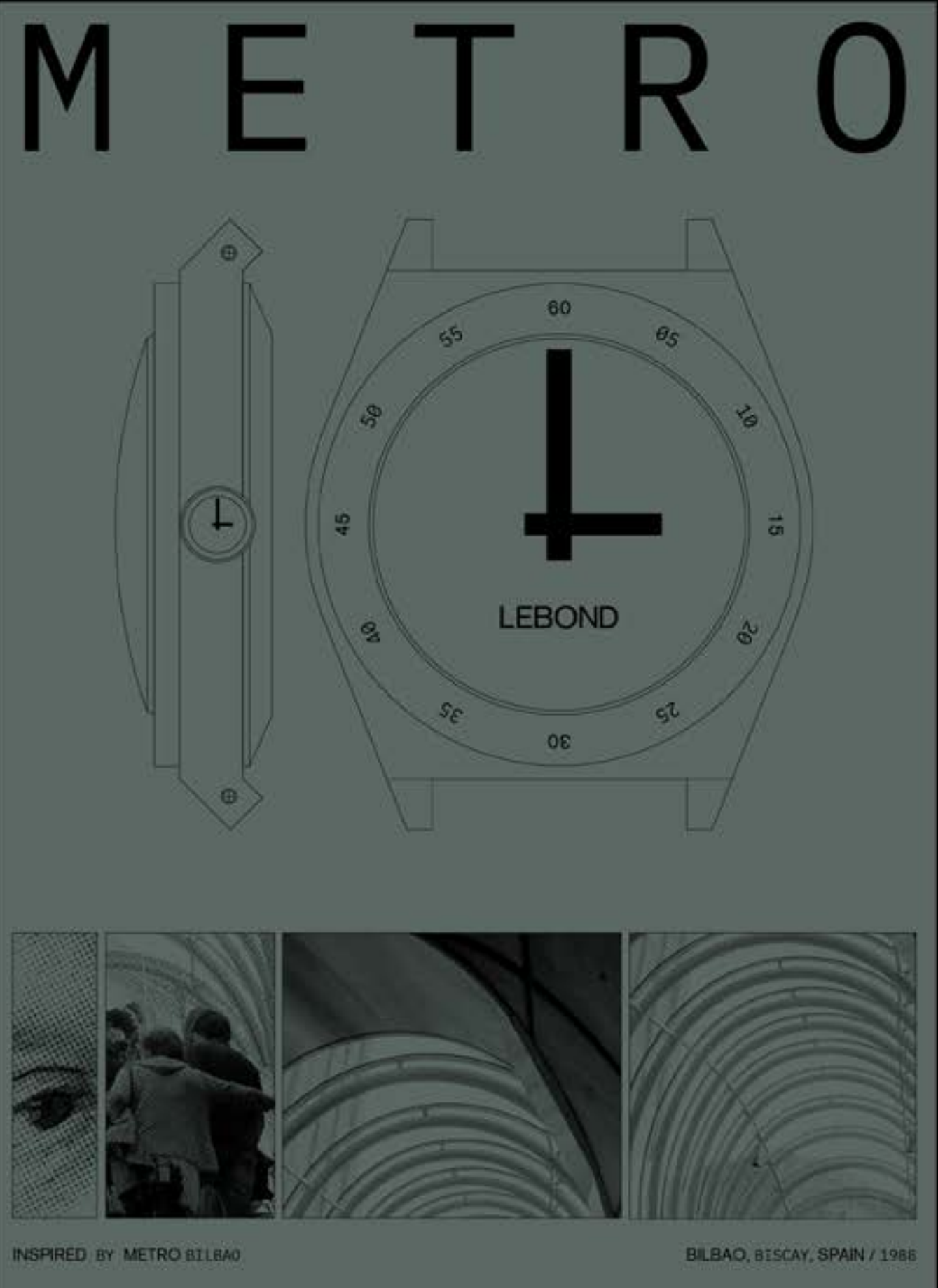
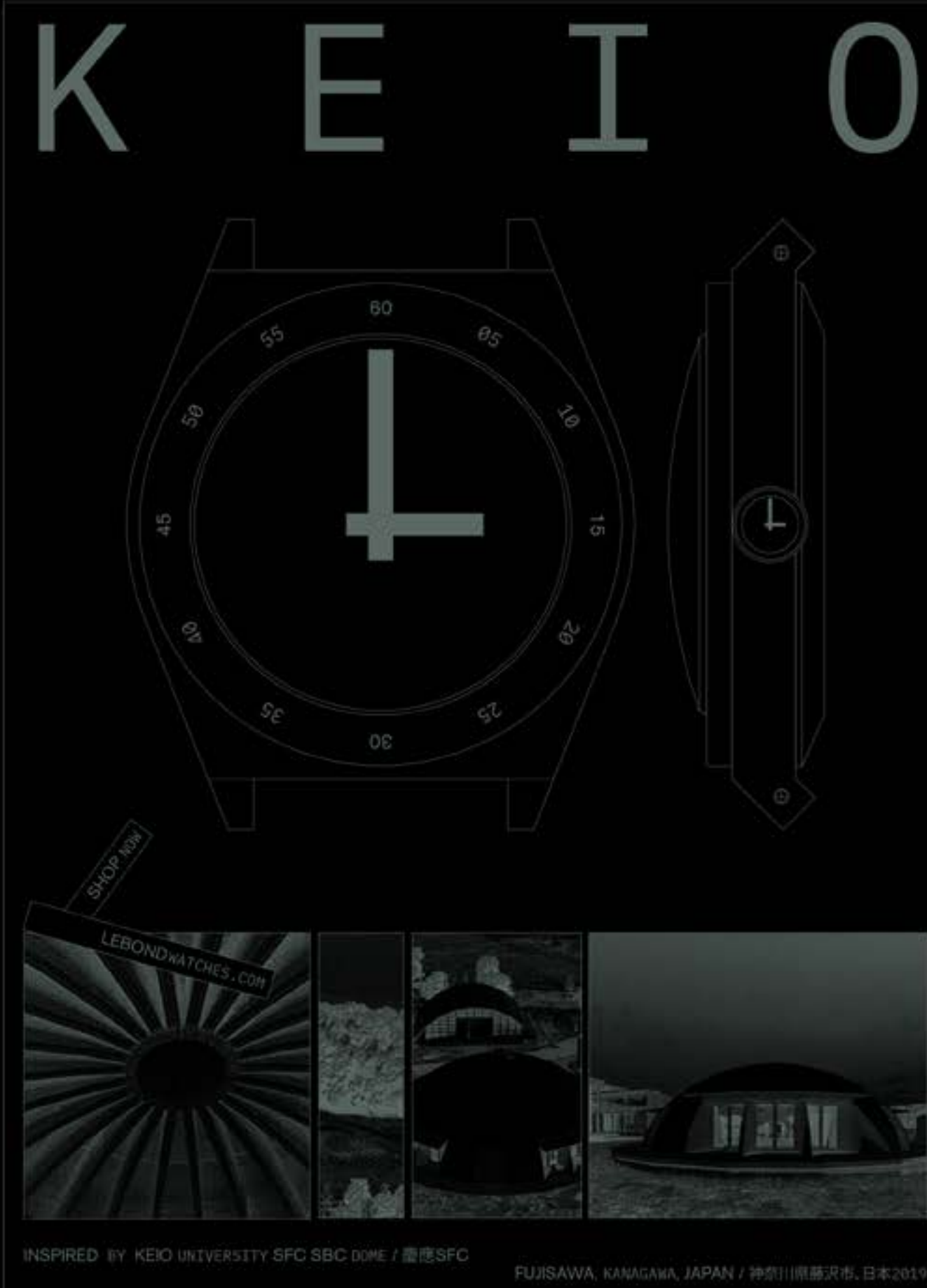
LEBOND

EXCLUSIVE WATCH EDITOR





The brand’s essential assets and merchandising were created and customized for this project.



[03] 2112 RUN

# “2112.run”

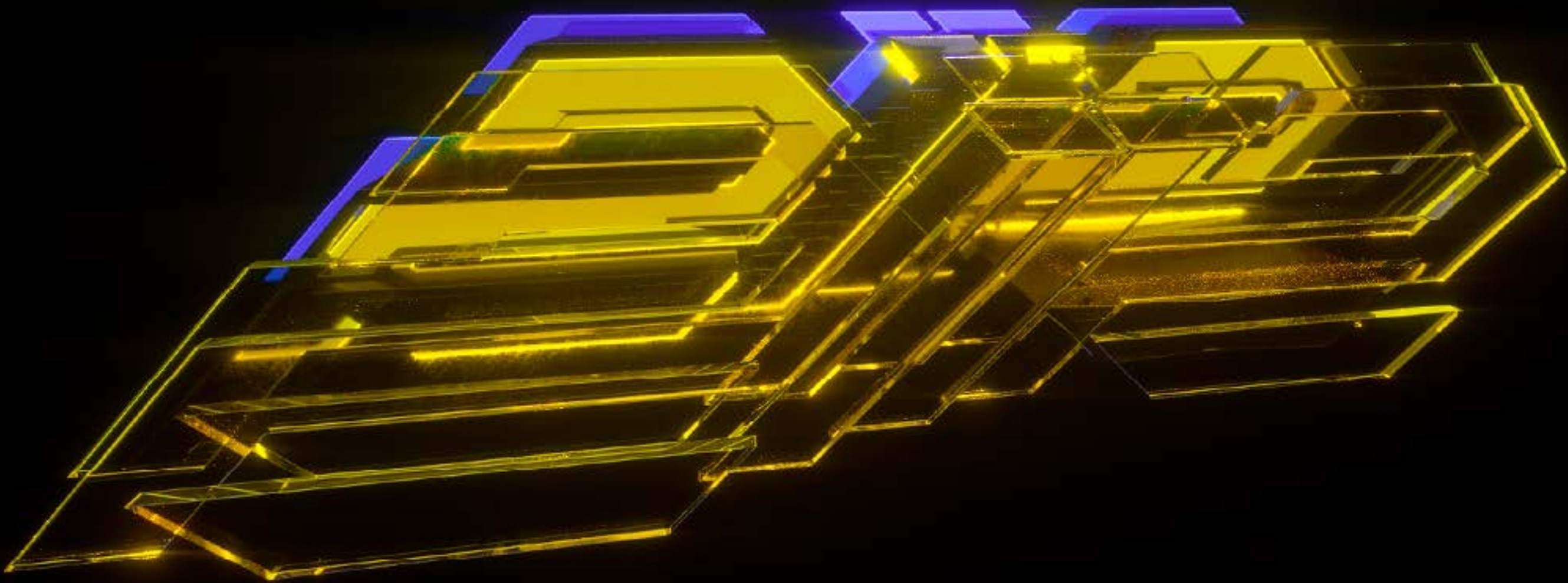
We created the brand for 2112, with a futuristic and technological air. We designed and developed the interface.

## Credits

Design **Cuchillo**  
Product Photography **La absurda zurda**

## Links

View [Logo Render](#)







[04] DOCK



# “Creative meeting point & multidisciplinary social hub”

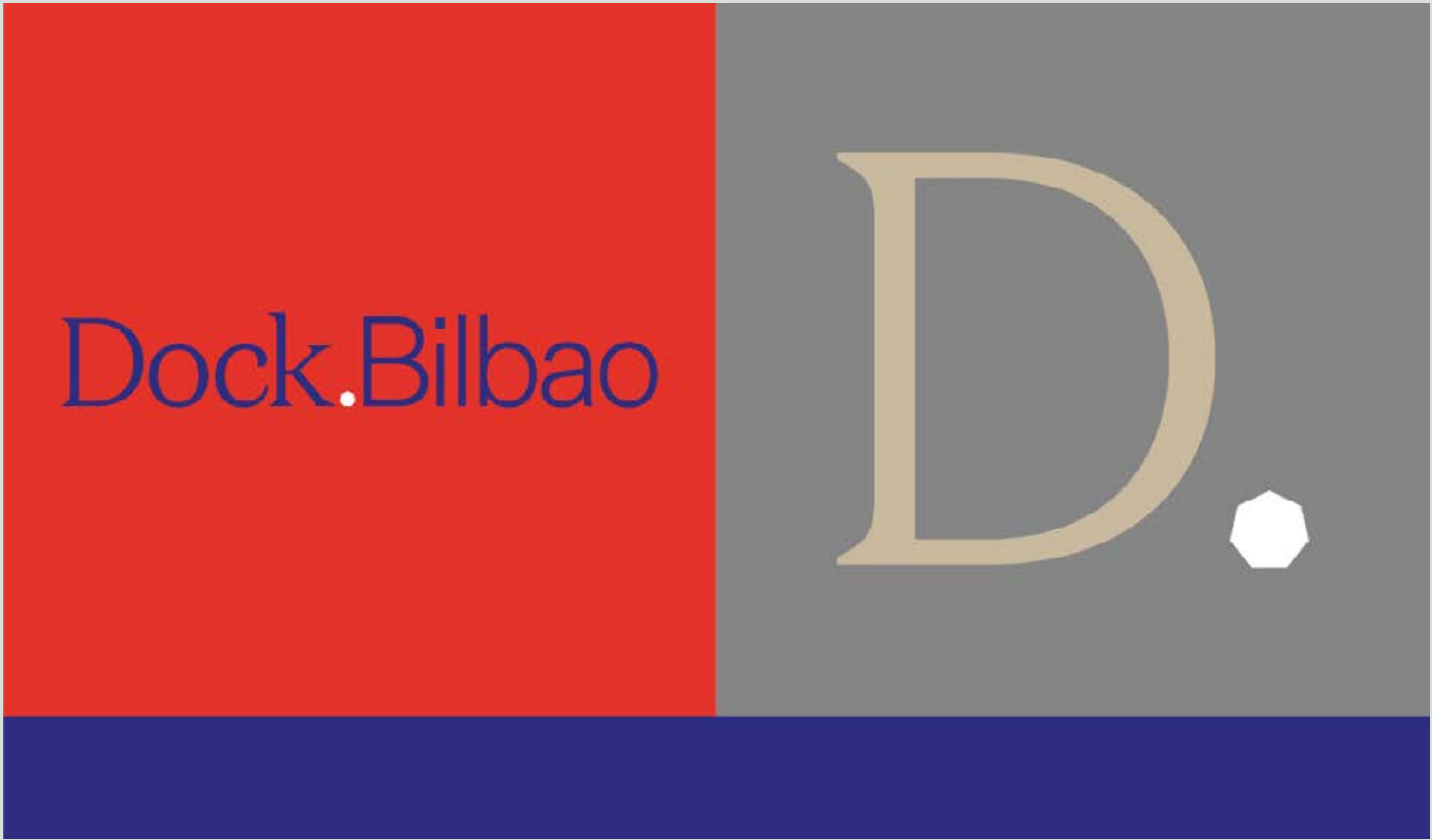
We defined the global concept of Dock through polygonal geometries, whose vertices delimit the interconnection points and possibilities its space.

## Credits

Design Cuchillo







The shapes in movement and the color amplifies its diverse personality and adds dimension to the concept.





[05] LOTURAK



# “Loturak”

Visual identity for Loturak Festival, festival of new documentary formats and new artistic and digital narratives.

## Credits

Design Cuchillo

Communication Belvedere







We work on those concepts that build your operational environment: inclusiveness, digitality and topicality, and we accompany them with a complementary blue and yellow that could have an impact on both physical and digital media.



[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](#)





#SAVE  
THE NIGHT



Jägermeister

cuchillo

# core\_vest

CONSIDERAMOS QUE CORE\_VEST RESULTARÁ ÚTIL A ACTIVISTAS CREATIVOS NOCTURNOS. ES LA HERRAMIENTA PERFECTA EN LOS MOMENTOS EN LOS QUE PERMANECER QUIETO, NO ES UNA OPCIÓN A LA HORA DE CREAR. QUEREMOS QUE TE MUEVAS LIBREMENTE MIENTRAS LAS IDEAS FLUYEN, DE MANERA CÓMODA Y SEGURA, CON UN GADGET COMPACTO Y RESISTENTE, ÚTIL PARA ESPACIOS DE TRABAJO FRENÉTICOS. LLEVA SIEMPRE TU PORTÁTIL EN EL BOLSILLO EXTERIOR Y CUANDO SEA NECESARIO ÁBRELO Y SUJETA LAS CUERDAS, SIMPLE. ESTE ARNÉS INCLUYE UN COMPARTIMENTO TRASERO DONDE LLEVAR TODAS LAS HERRAMIENTAS QUE NECESITES CONTIGO. PARA UNA DE LAS PRINCIPALES, TUS AURICULARES, HEMOS DISPUESTO UNA RANURA QUE PERMITE PORTARLOS DE FORMA CÓMODA. ADICIONALMENTE DISPONES DE UN BOLSILLO ISOTÉRMICO DONDE LLEVAR SIEMPRE TU MINI DE JÄGERMEISTER A LA TEMPERATURA PERFECTA (-18°C) CON TODO ESTO, ESTAS READY PARA LANZARTE A LA NOCHE Y CREAR EN CUALQUIER AMBIENTE. (PARA PORTÁTILES DE HASTA 23X35CM)





[07] A LA  
VASCA

# “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](#)





JCDecaux



# ALA VASCA

EUSKADIGASTRONOMIKA.EUS



[08] GUREAN



# “Promoting local commerce”

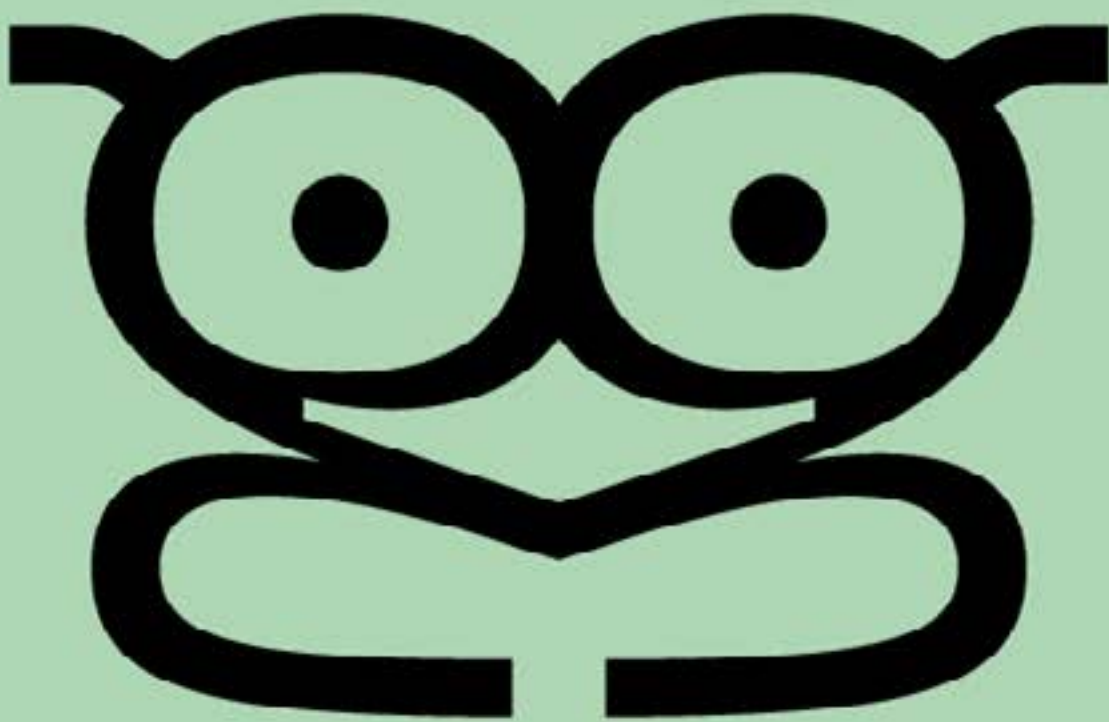
Gurea branding. A digital platform conceived to promote local commerce in Galdakao (Bizkaia).

## Credits

Design **Cuchillo**  
Idea **Maraka**







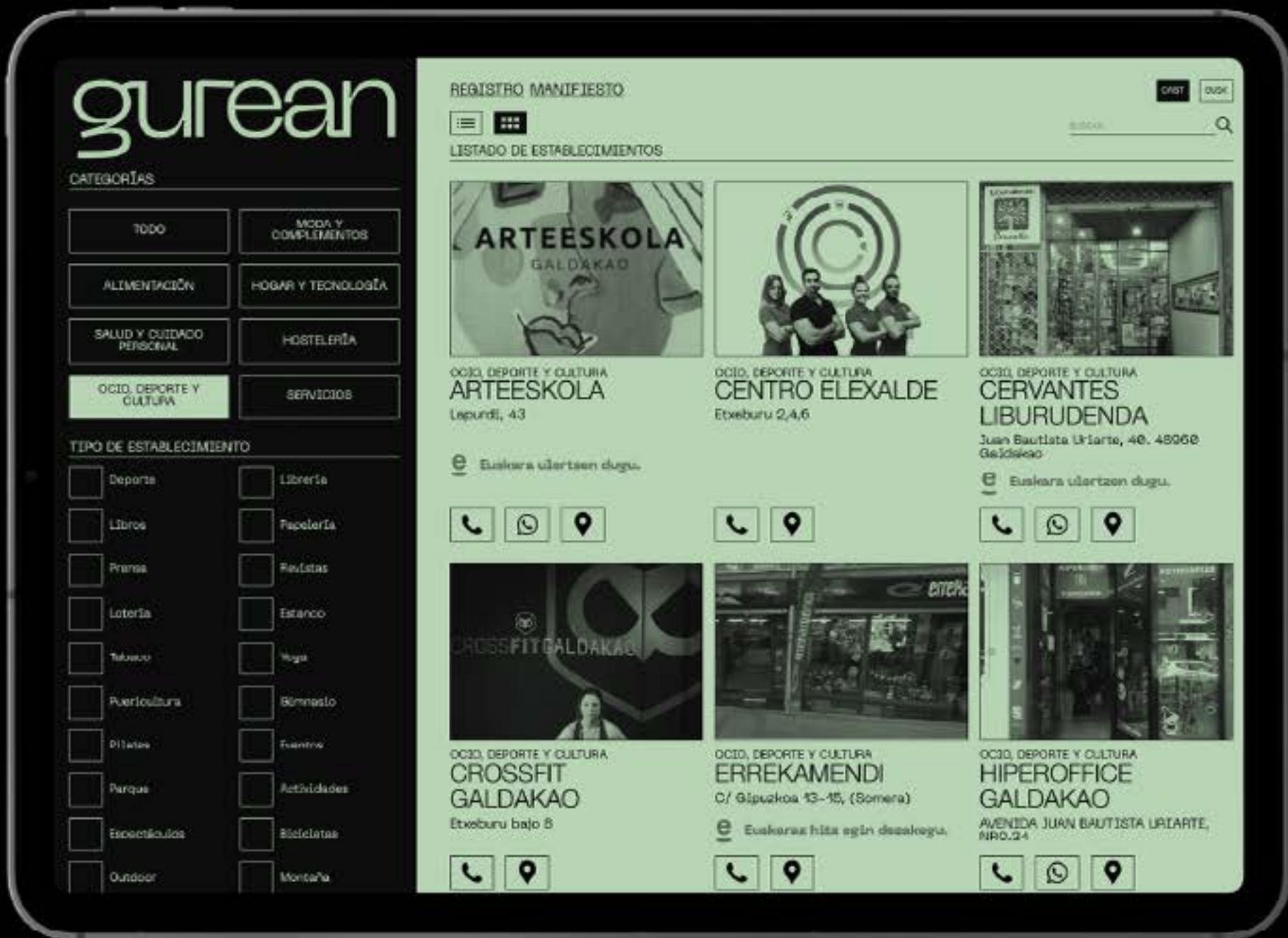
gurean



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](#)

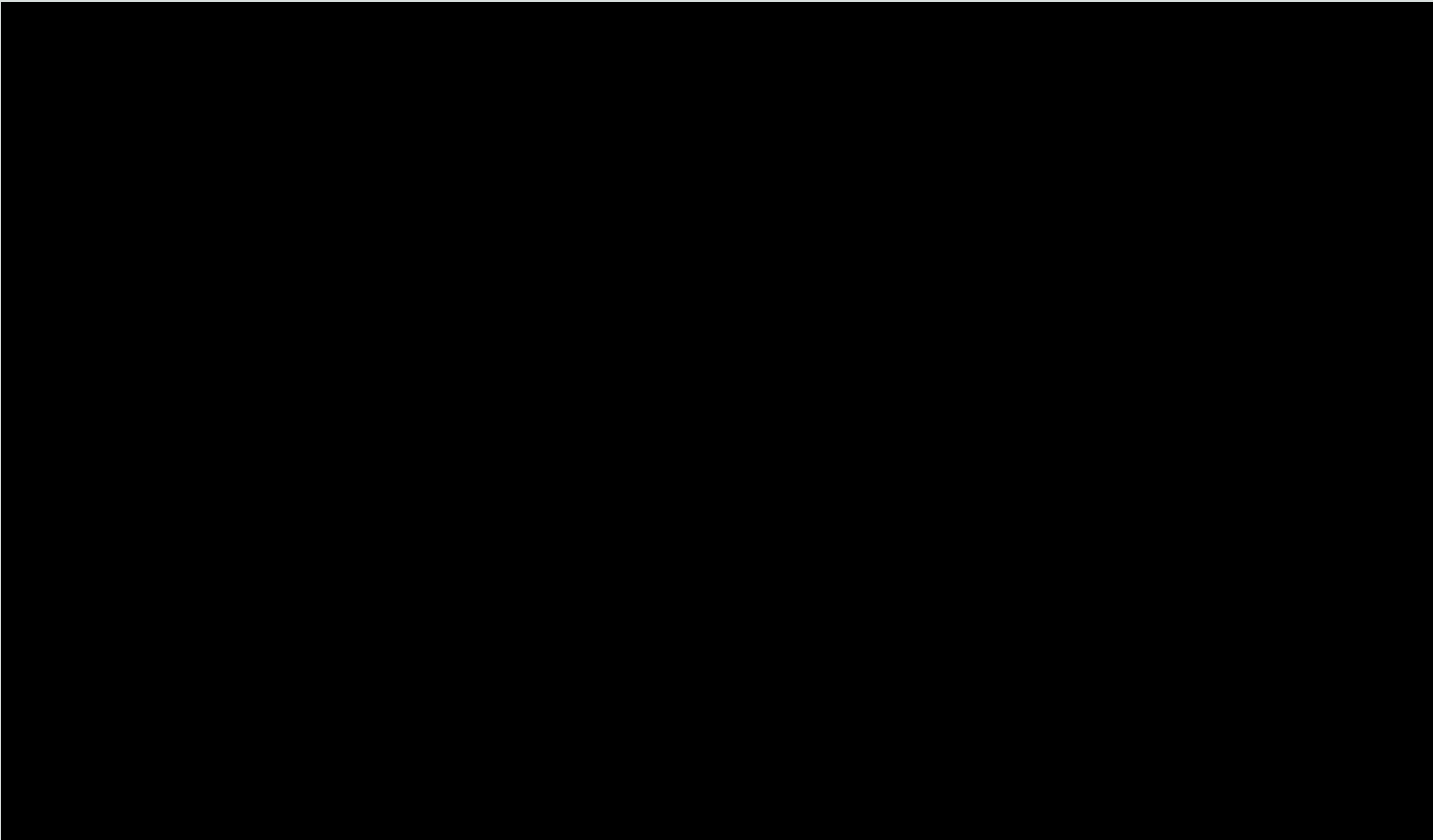
## Awards

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

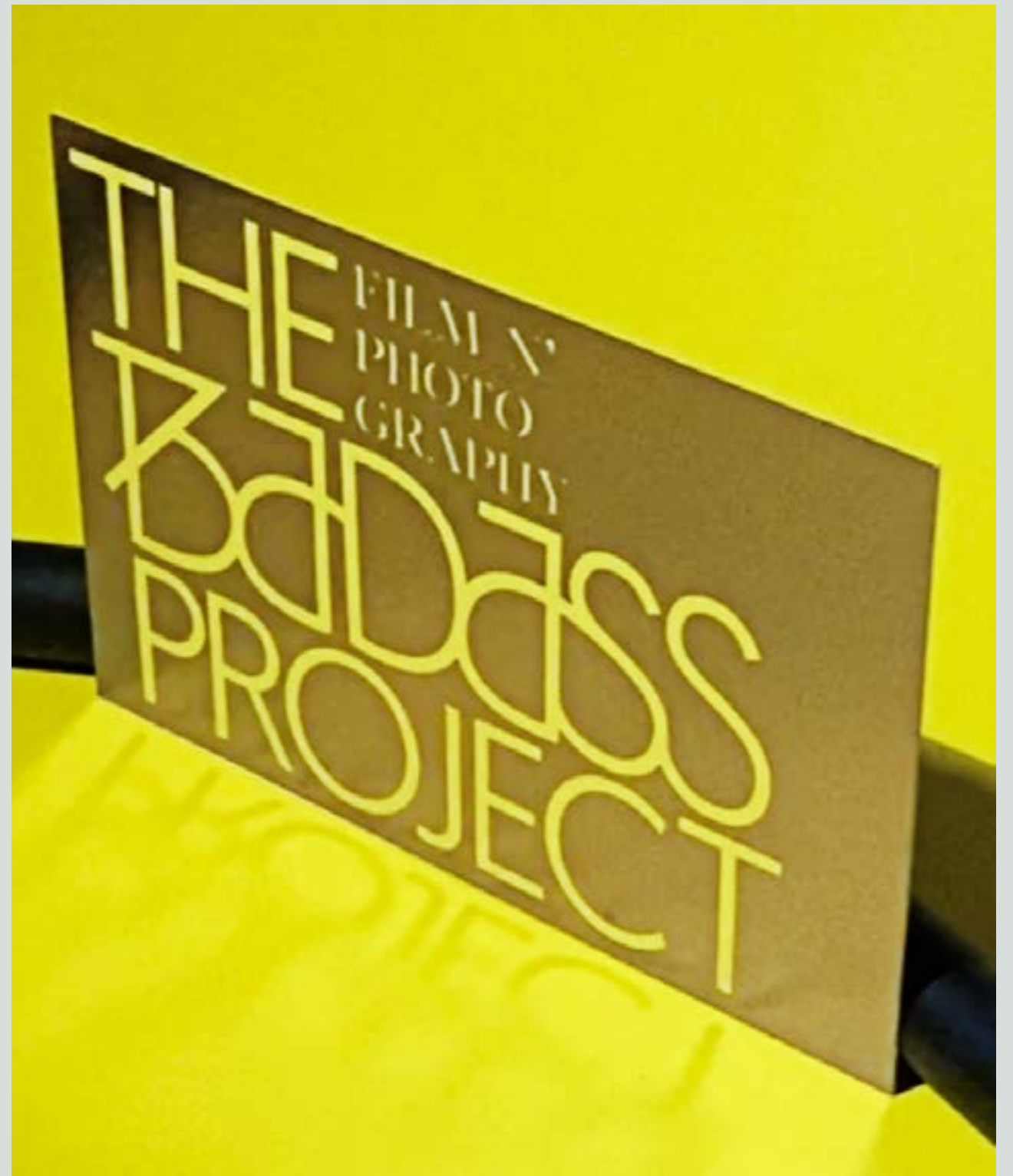




THE FILM N'  
PHOTO  
GRAPHY  
Zaddas  
PROJECT







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

## Links

Try Instagram Filter [here](#)



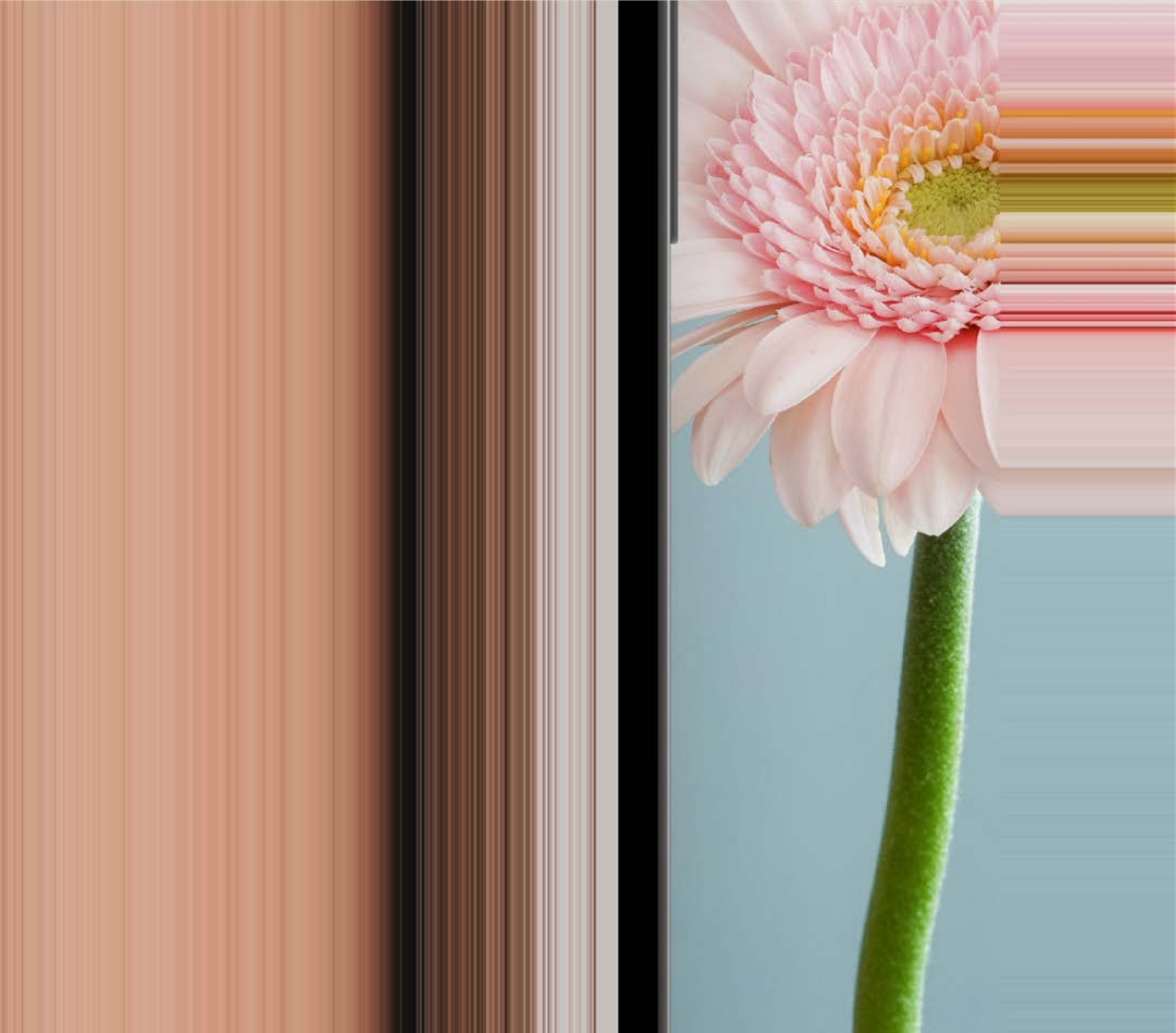




In collaboration with [@pangram.pangram](#) we have developed an Intragram filter with one of its fonts, Editorial New.







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





[11] PRINT



# “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

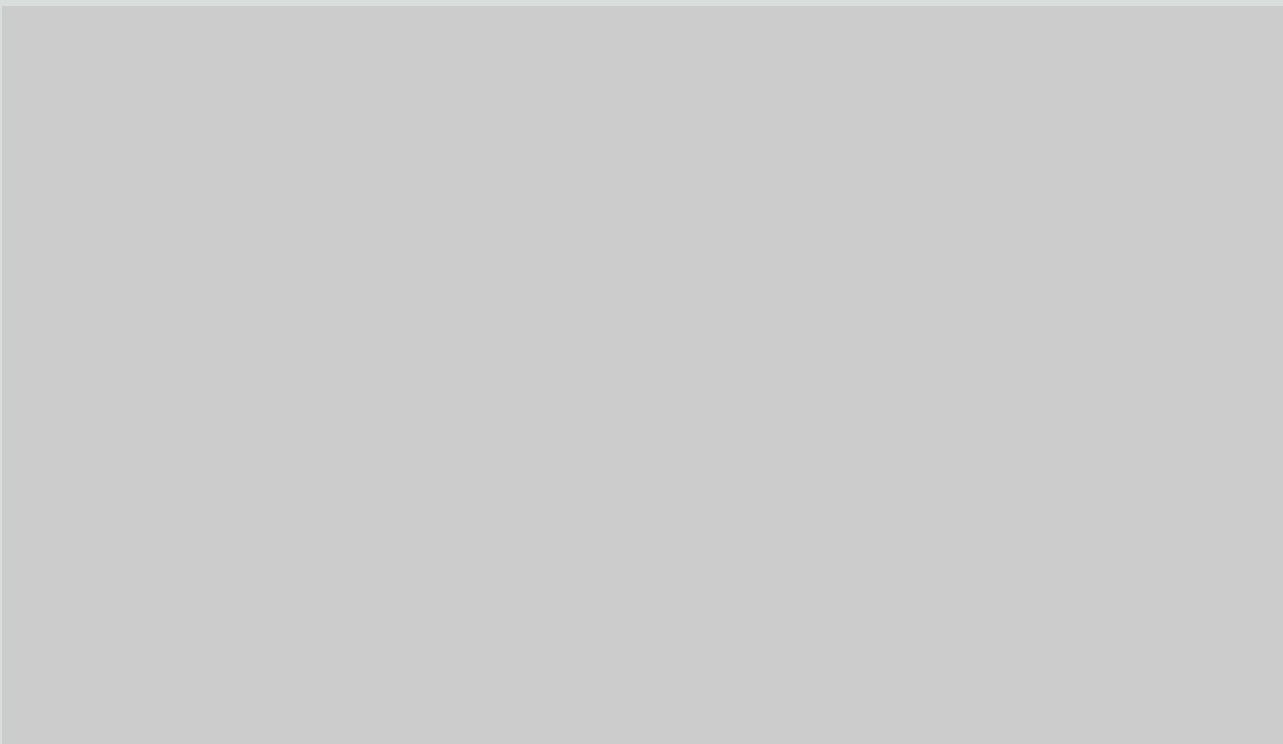
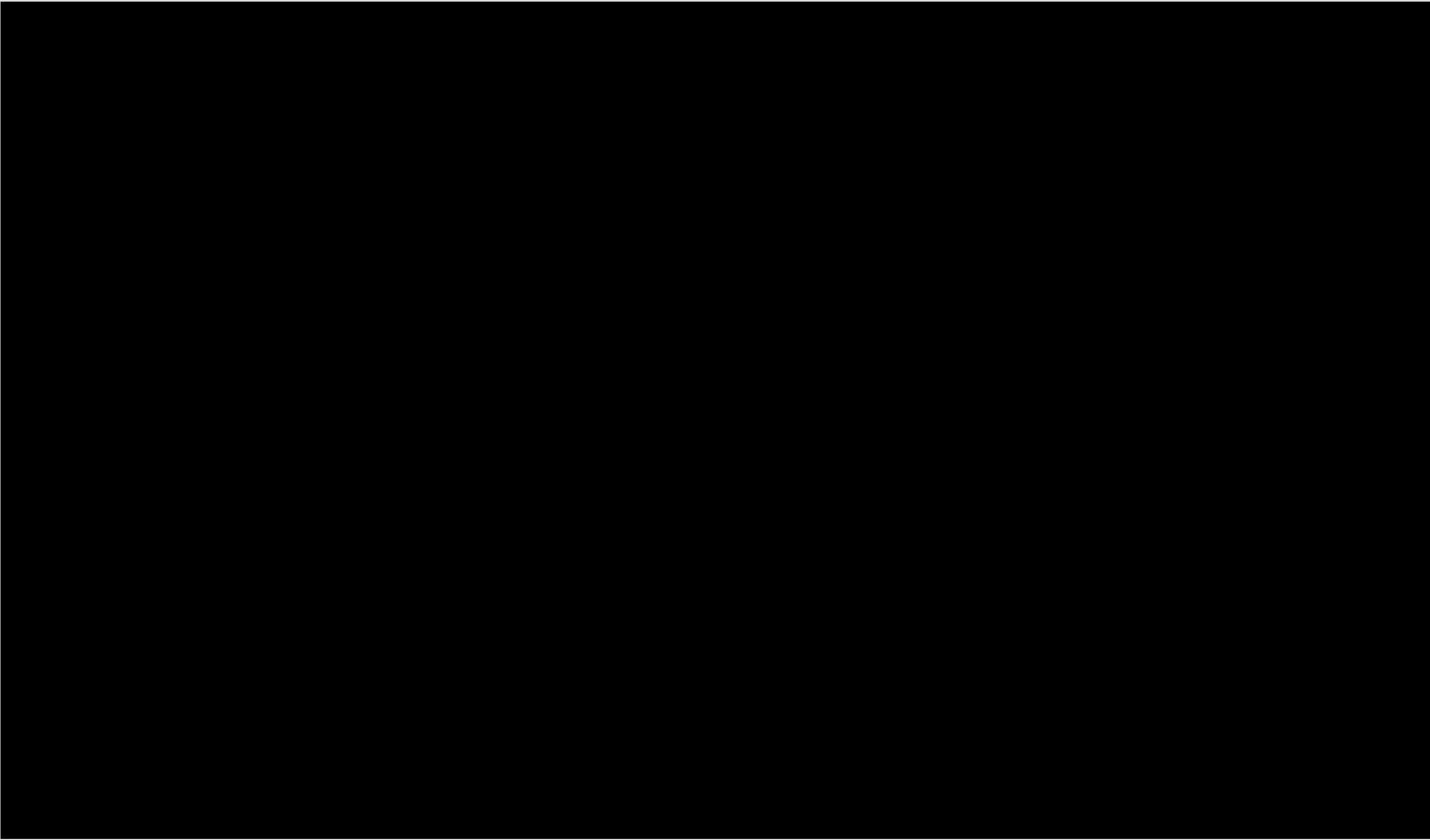
Design Cuchillo







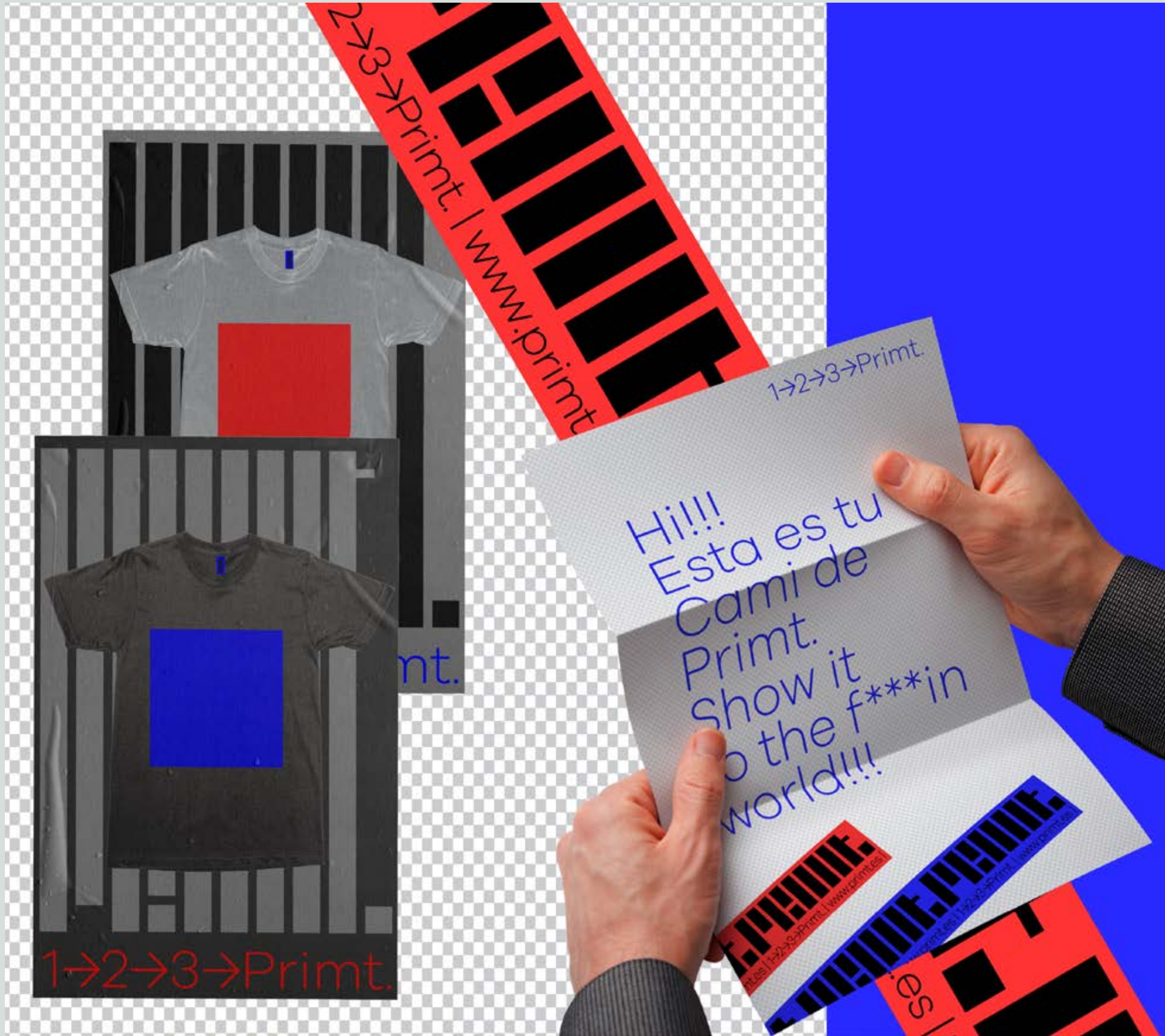
1→2→3→Print.



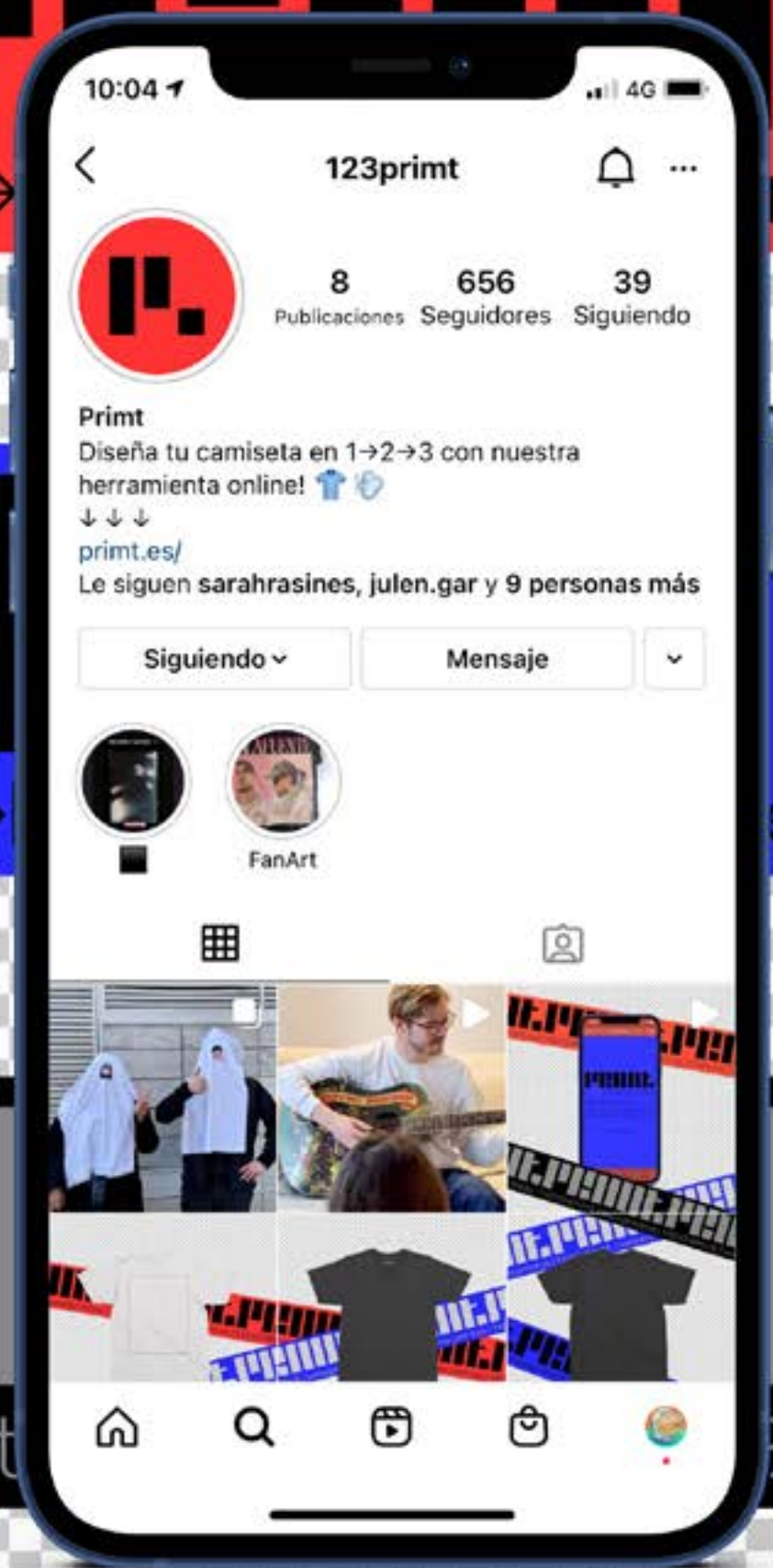




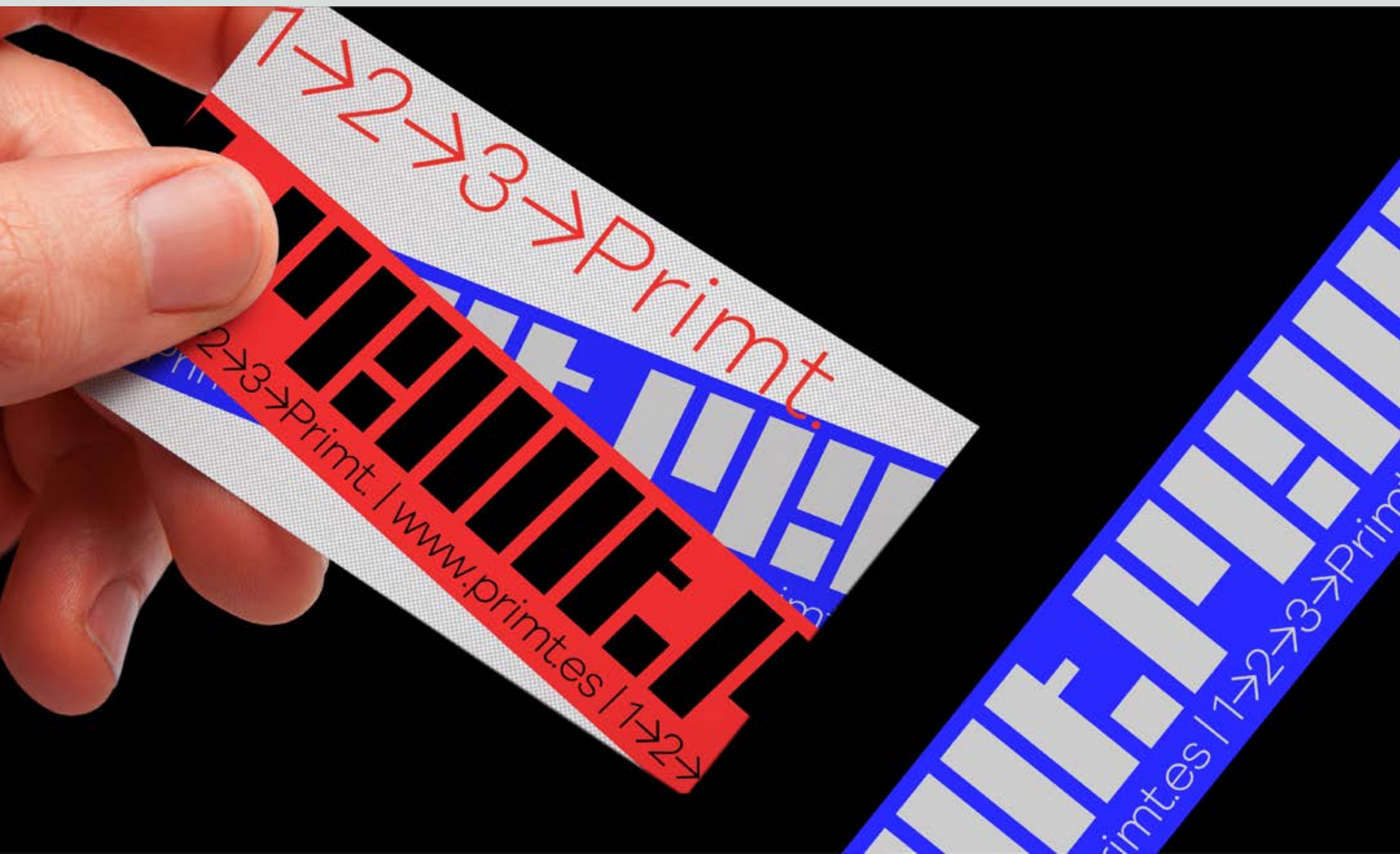
Inspired by graphic ‘guitar’ references of the 70’s, 80’s & 90’s, we have built a sturdy and geometric logo.







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 the central theme.

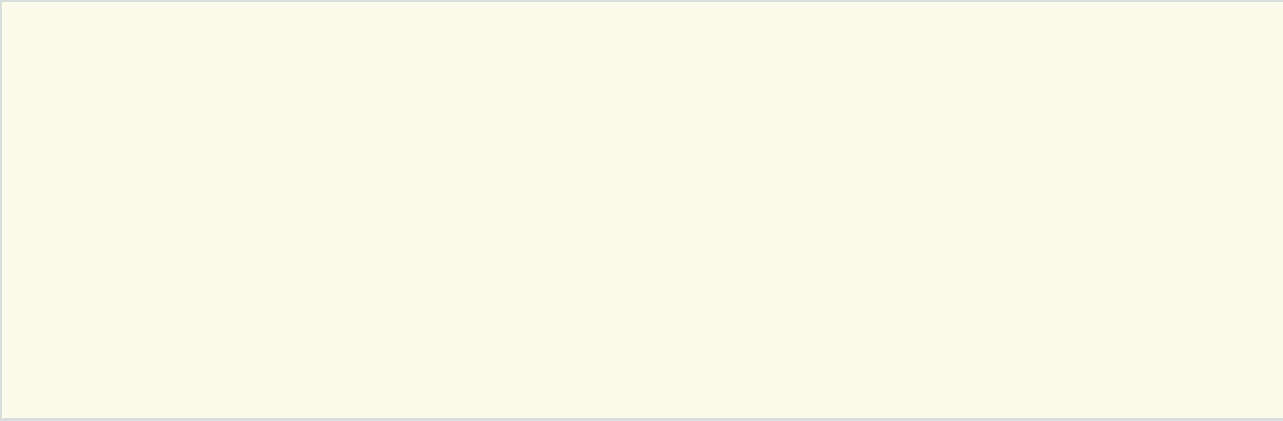
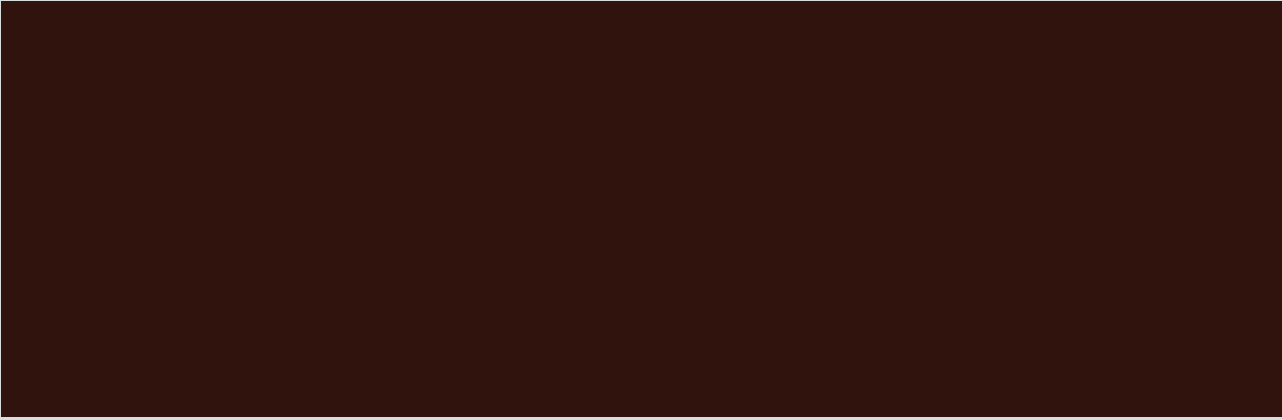
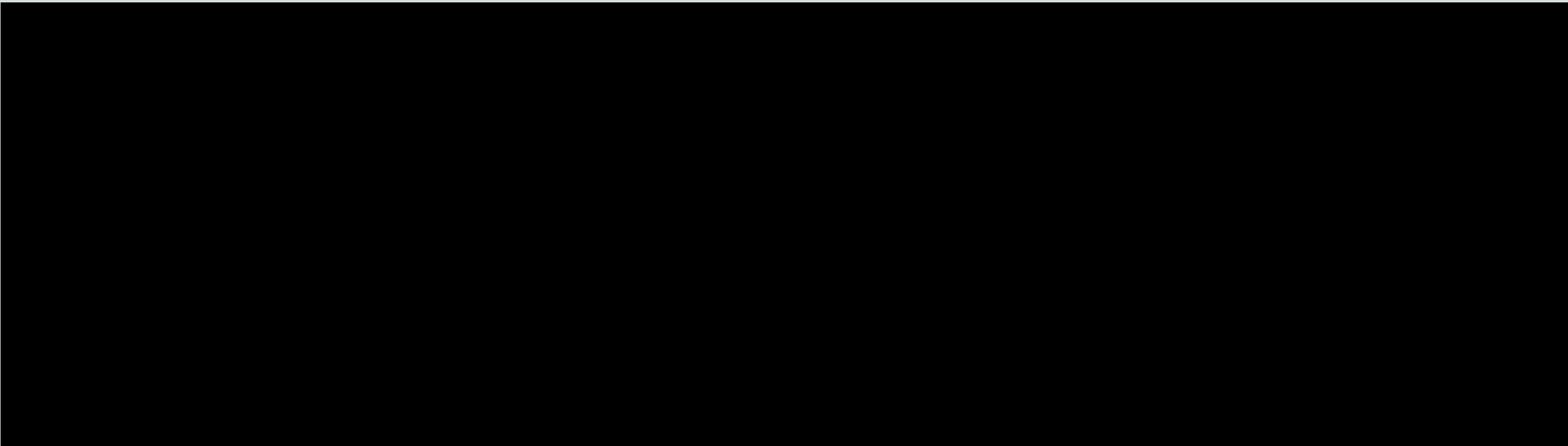
## Credits

Design Cuchillo





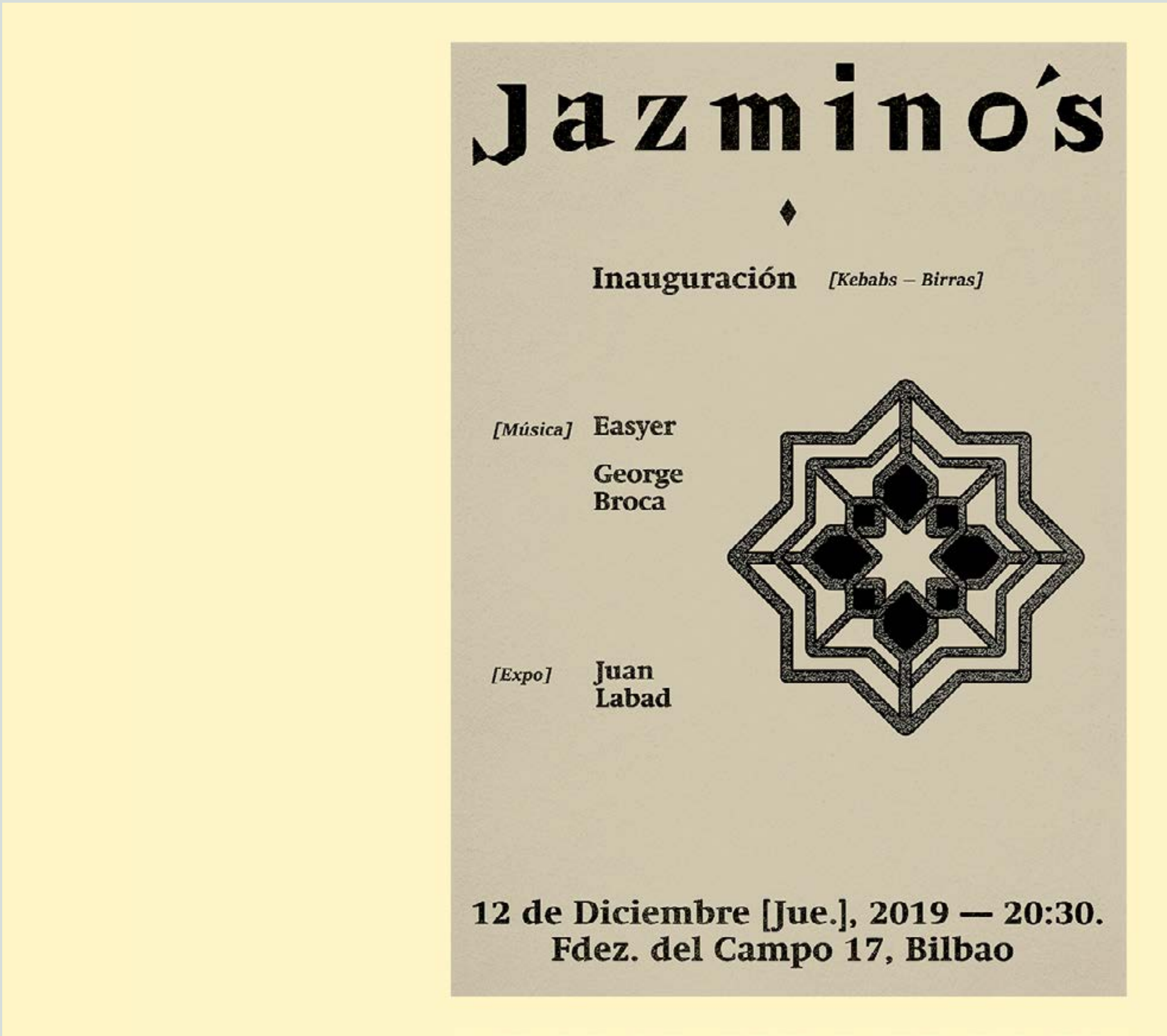
# Jazminó's







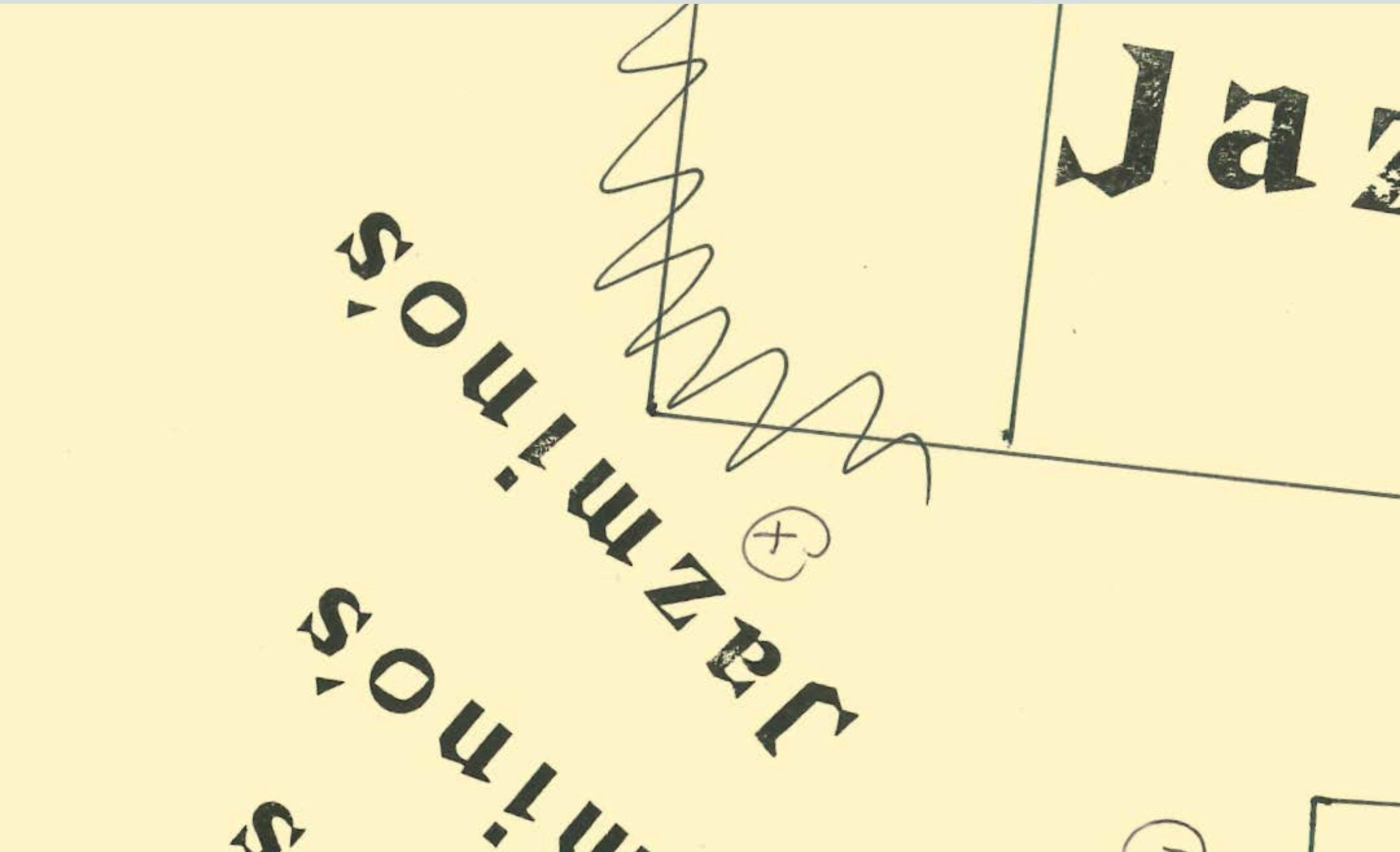
The brand image is extremely simple. Even so, each and every one of the characters that make up the logo are meticulously detailed.







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





[13] TIPI GARA



# “Design for transformation”

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

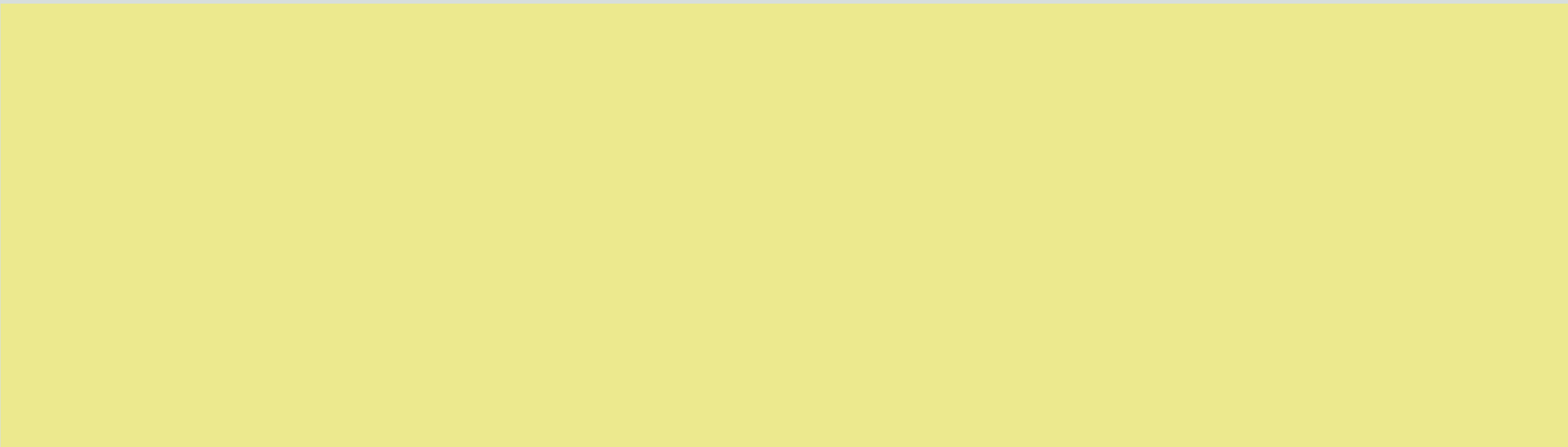
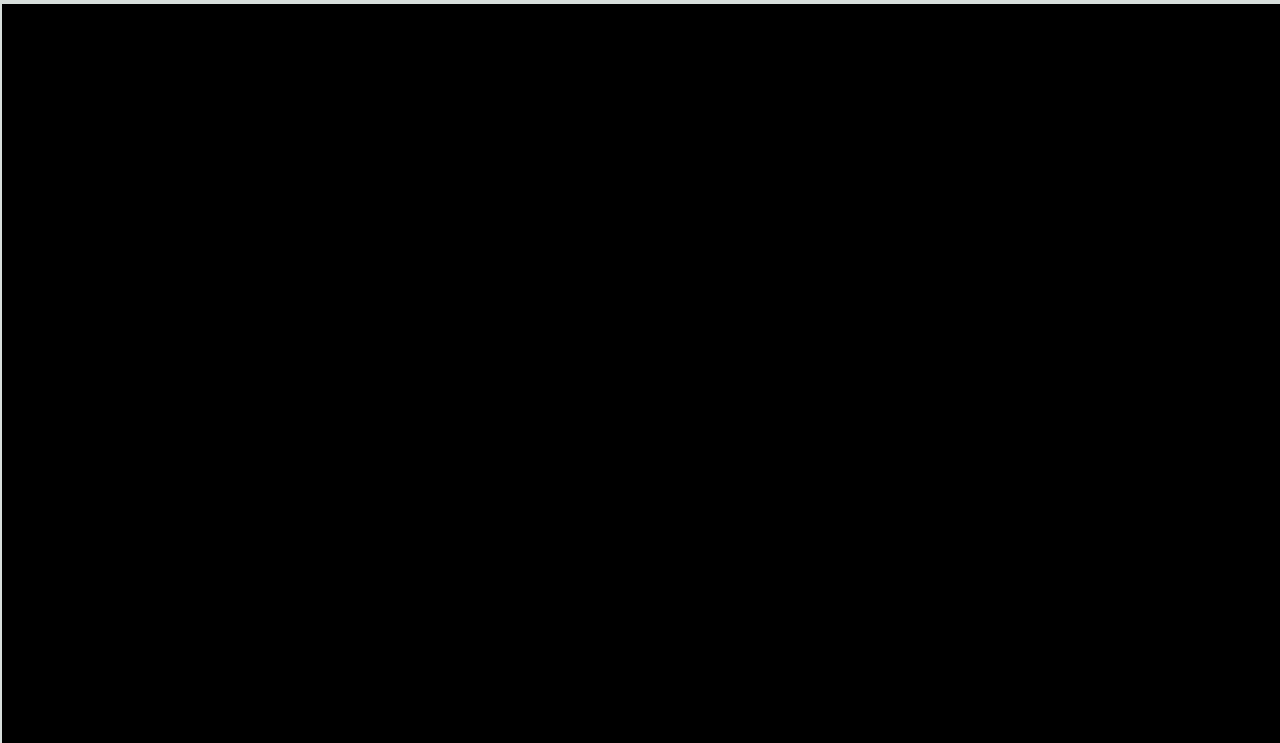
Credits

Design Cuchillo





Tipi





A collection of scattered business cards for 'Tipi' against a black background. The cards feature a vibrant, multi-colored gradient (blue, purple, yellow) and the word 'Tipi' in various fonts and colors (blue, white, pink). Some cards also include contact information for 'Ane Abarrategi'.



# Creemos en el diseño para la transformación y en la transformación a través del diseño

Usamos el diseño como herramienta para generar soluciones que mejoren las condiciones de vida de las personas y potencien sus capacidades y habilidades.

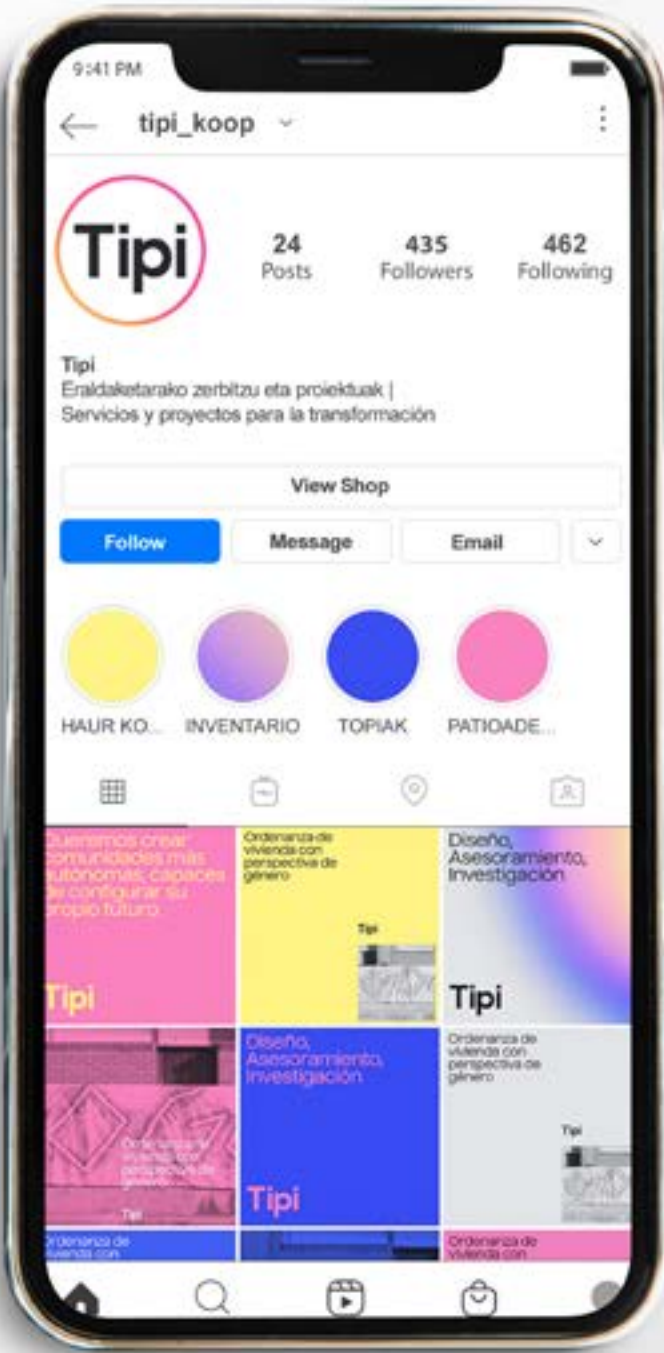
Trabajamos con territorios, organizaciones y grupos de personas, en proyectos que buscan transformar los modelos y esquemas convencionales.

Buscamos la implicación directa y activa de las personas involucradas.

Queremos crear comunidades más creativas y autónomas, capaces de configurar su propio futuro.

# Tipi

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.









# [15] BASQUE TOUR VIDEO



# “Cuidar(los), Cuidar(nos)”

Spot for the campaign to support the Hospitality industry 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 Industry 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.

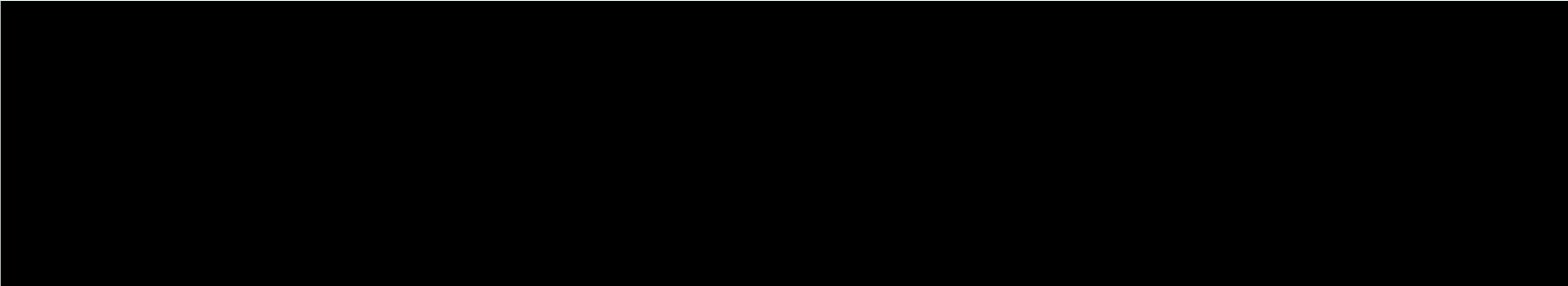
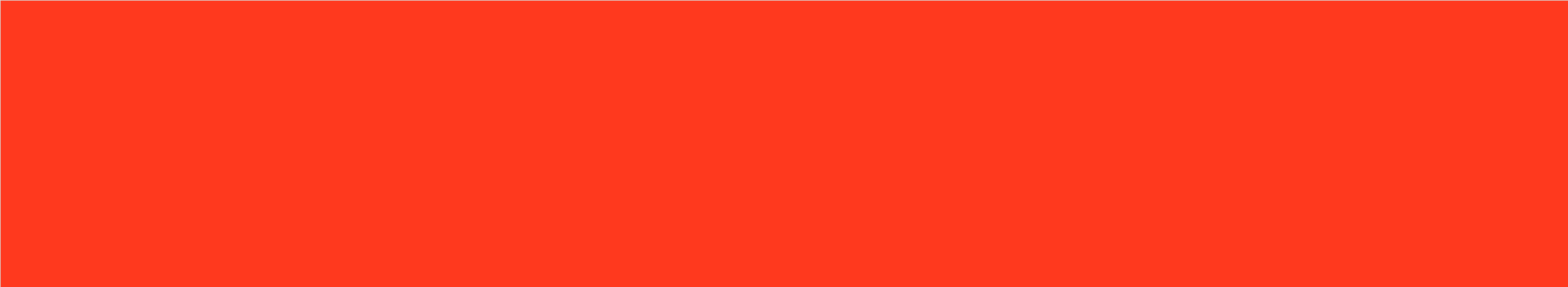
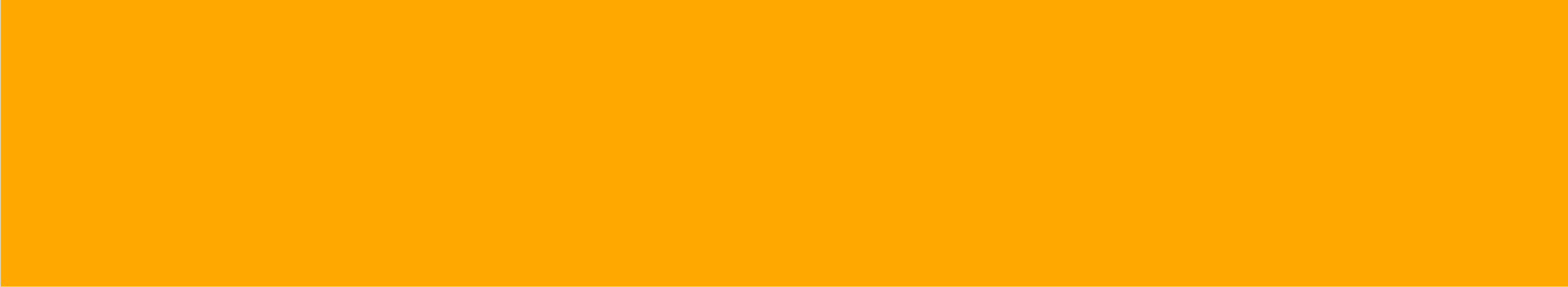
## Credits

Photography **La Absurda Zurda**  
Design **Cuchillo**

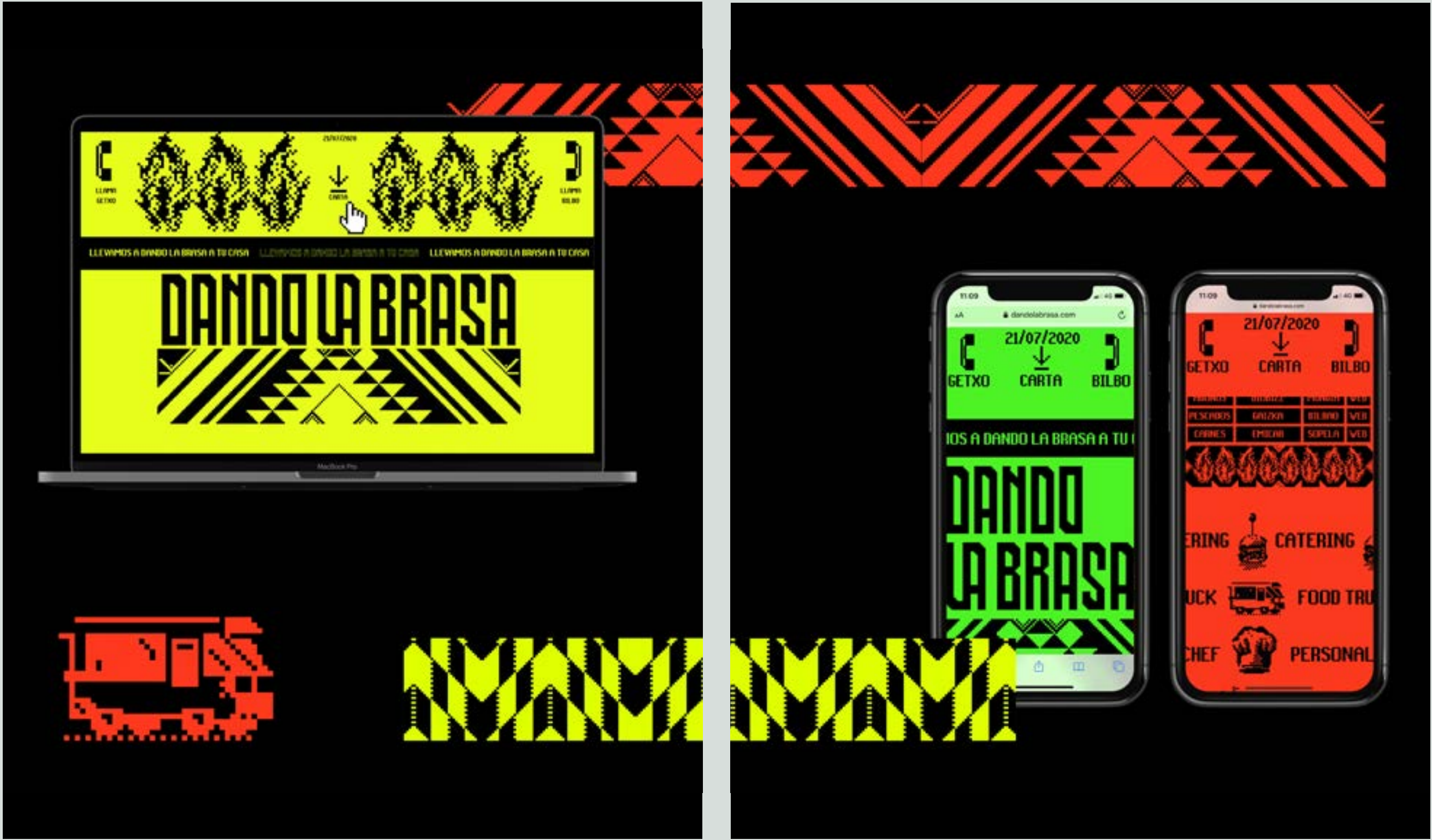




DANDO  
LA BRASA







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



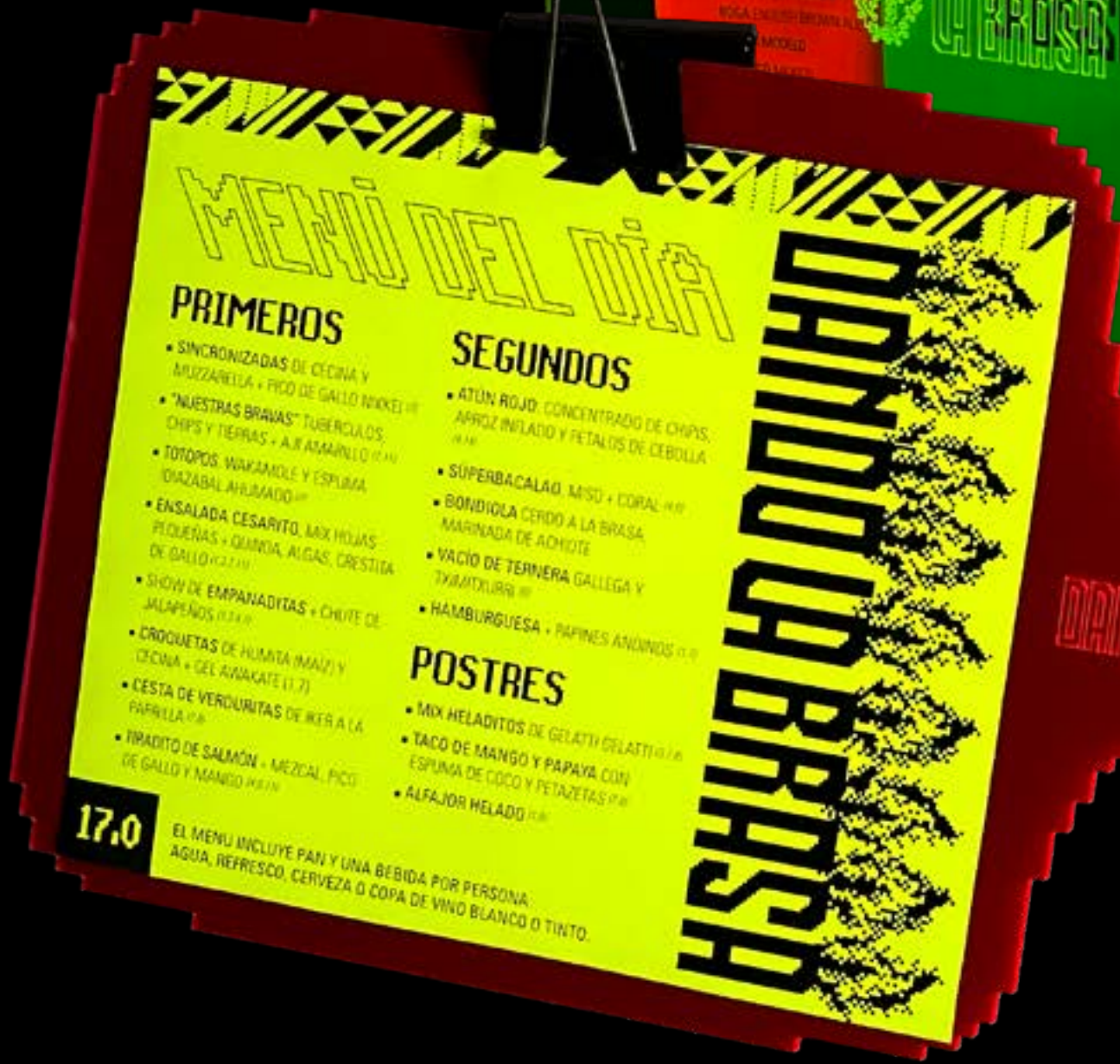
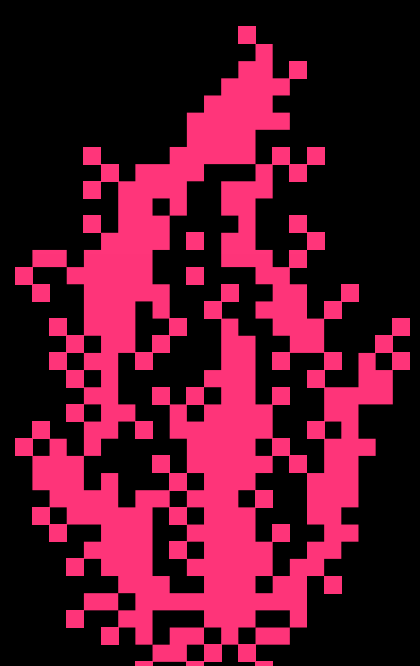
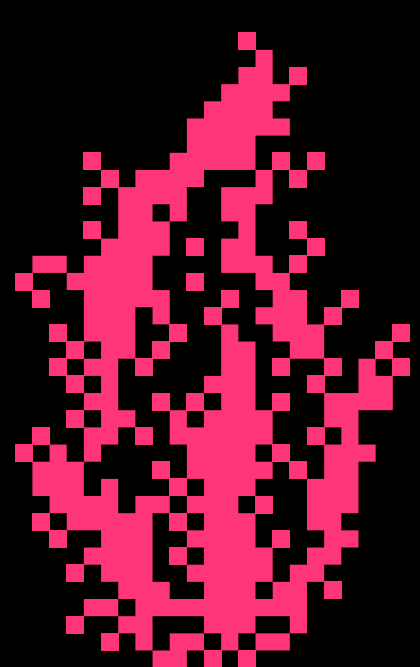
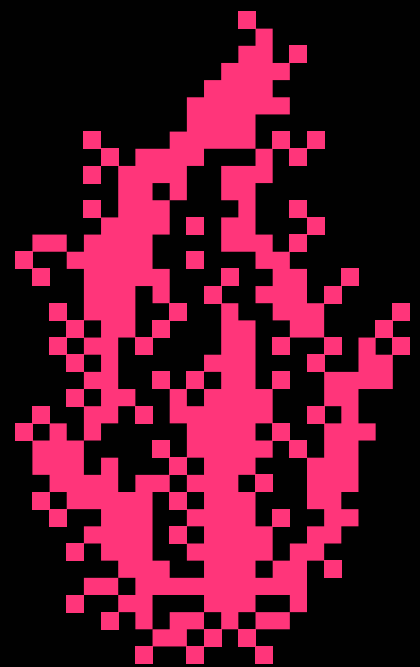
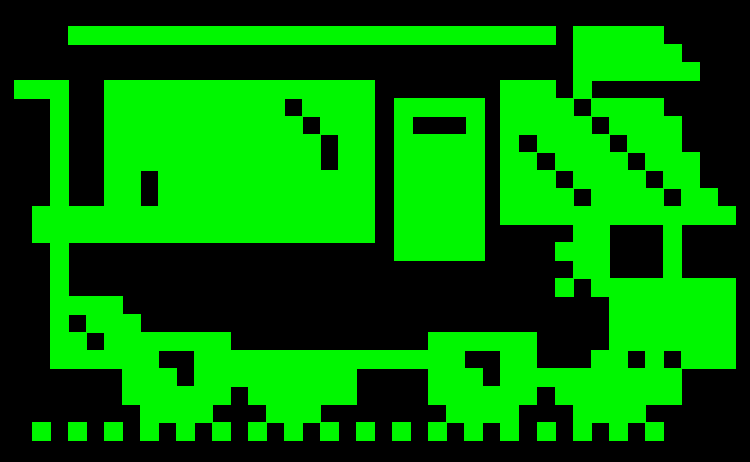




The textures generated by brutalisation of classic Andean patterns can be found throughout all Latin America.









[17]SD EIBAR

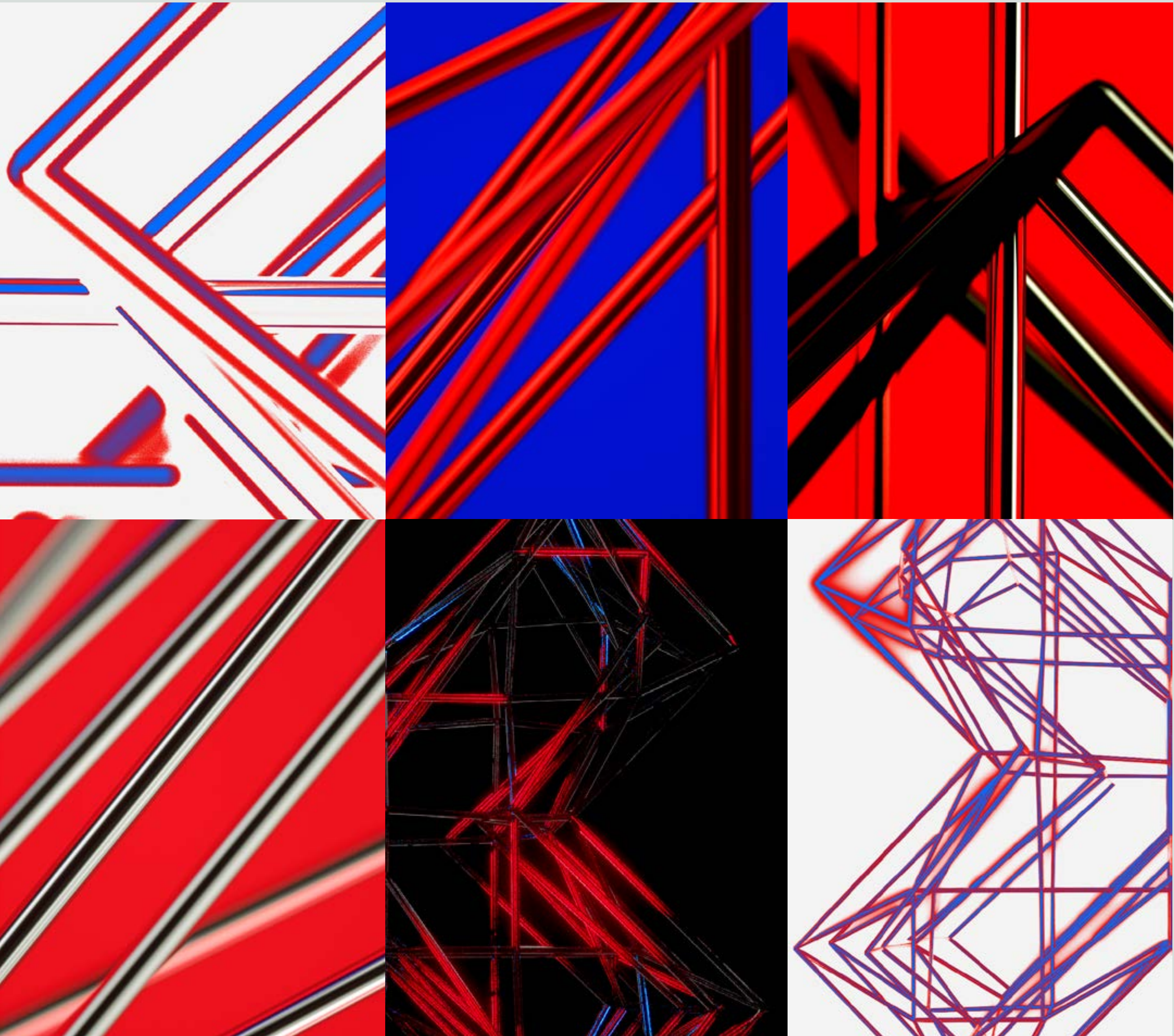


# “Another football”

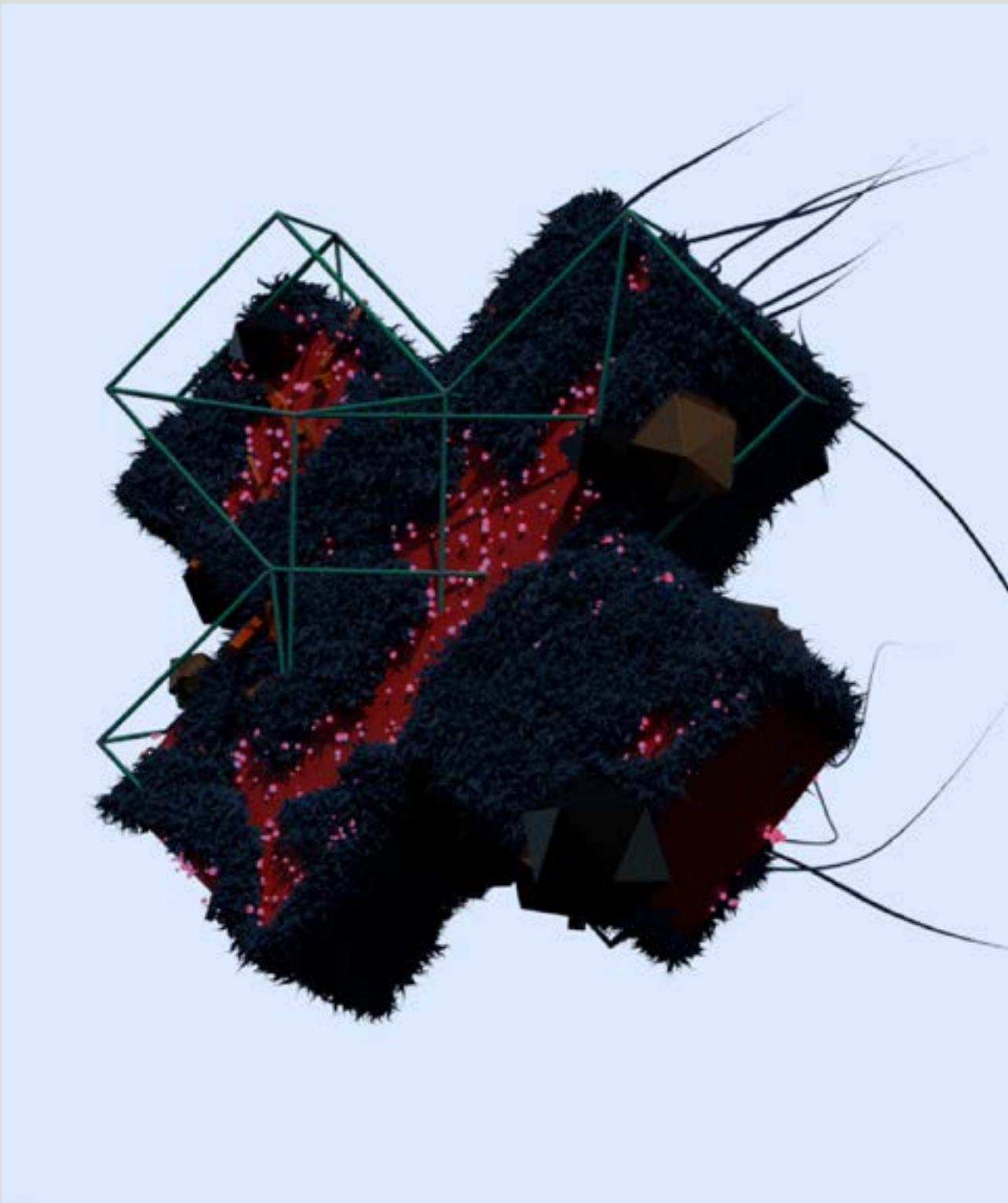
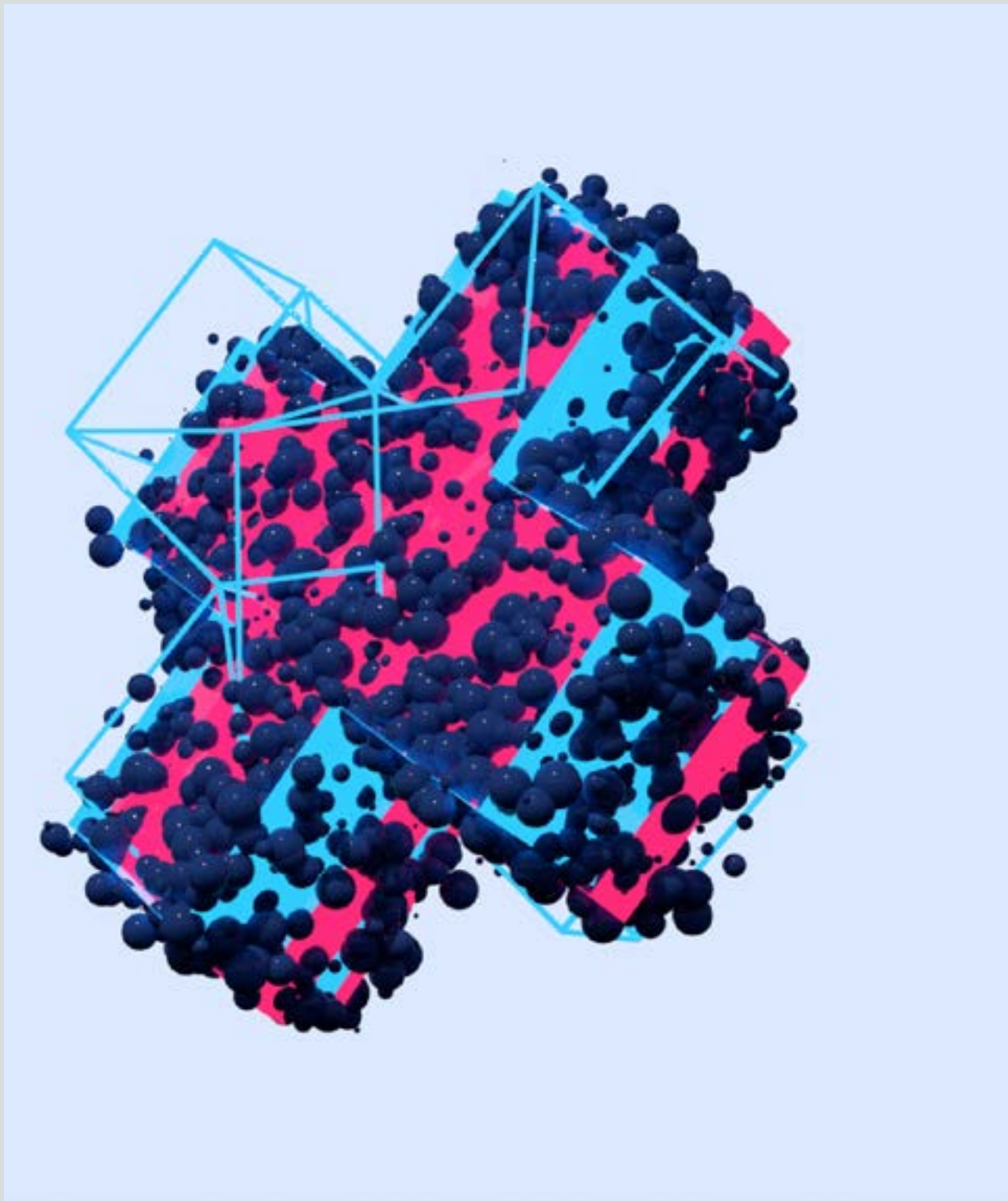
SD Eibar is a special team in a world that is very different from the values it represents.

Credits

Design Cuchillo



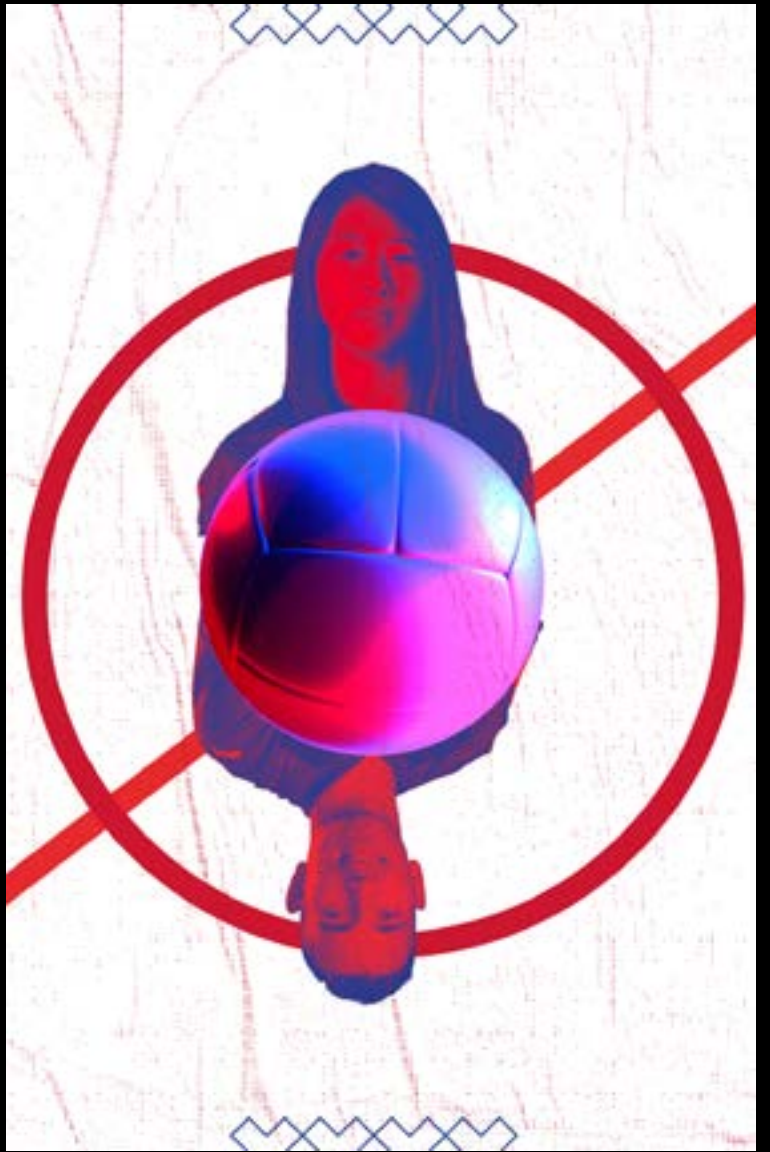
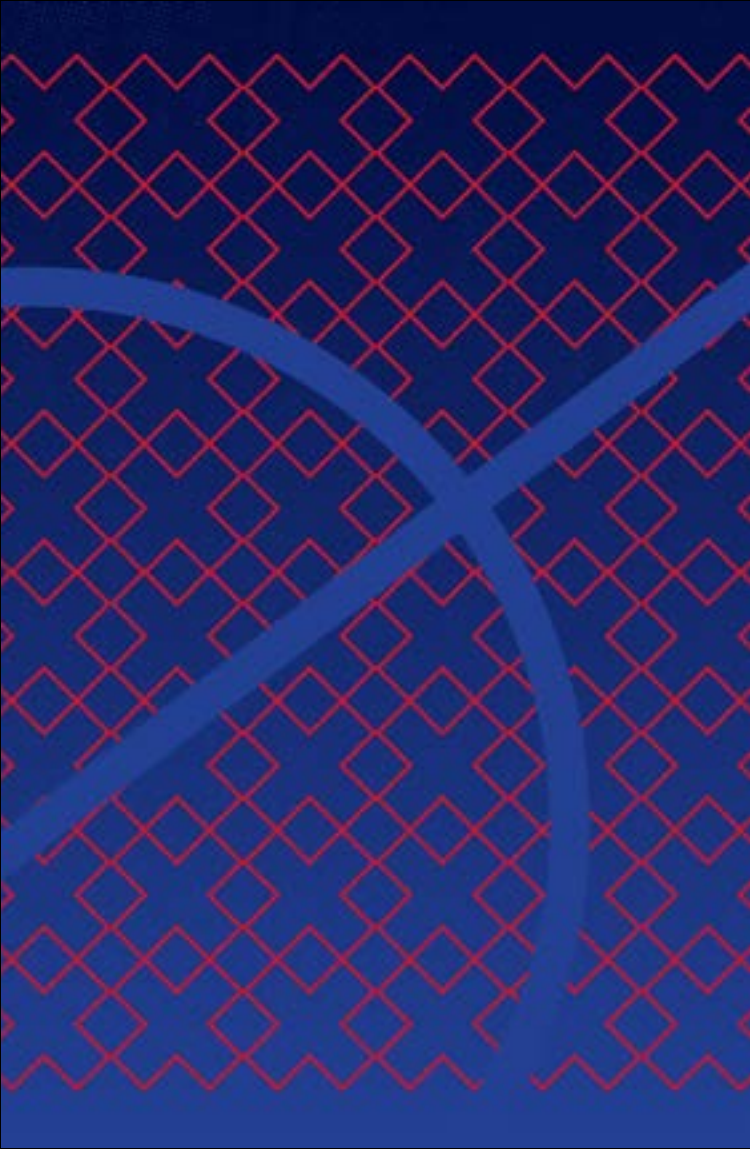
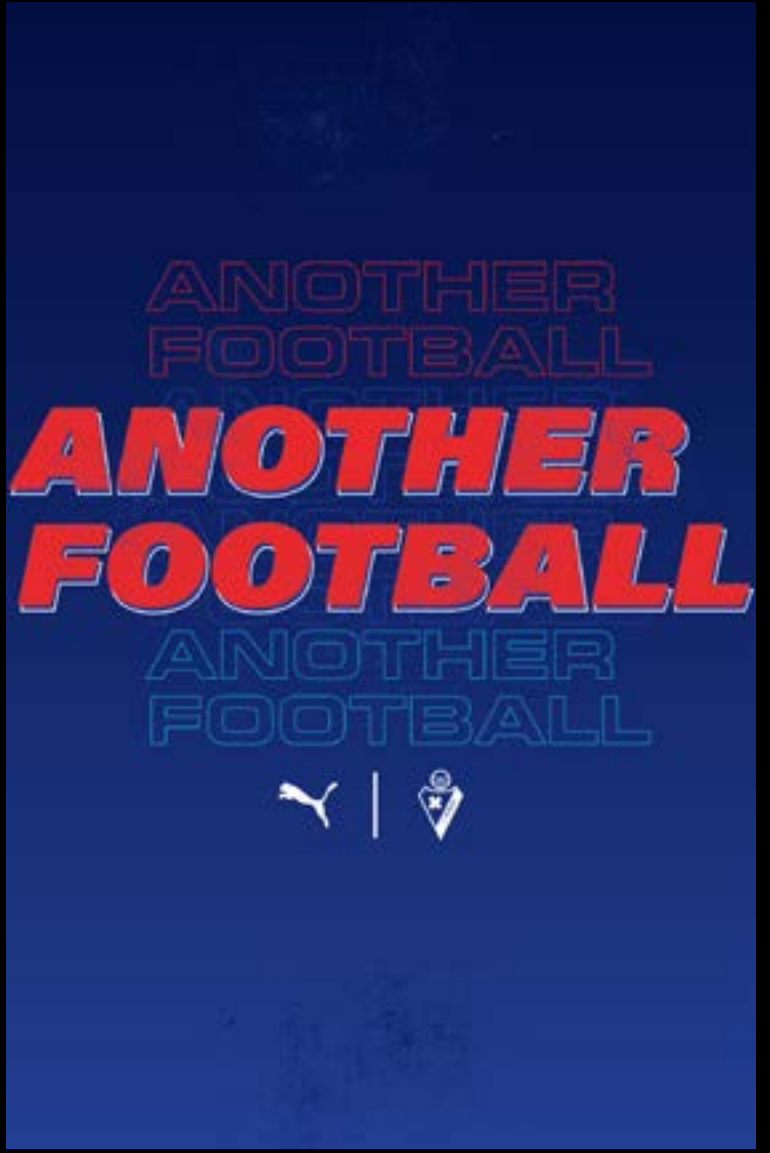




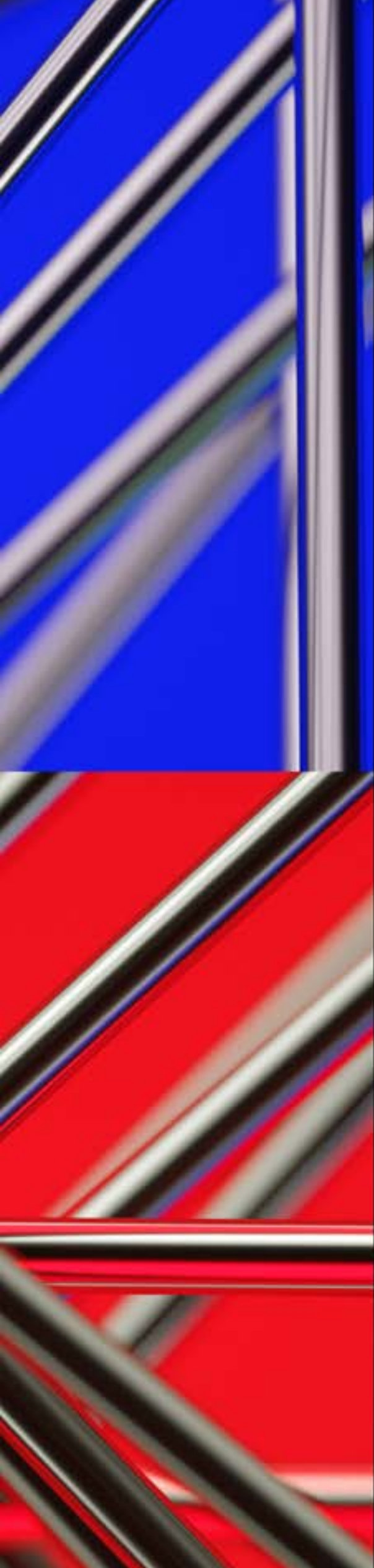
We have spent several years designing the graphic line of the team. Here’s a small sample of the 18/19 and 19/20 seasons.











SQUAD LIST



#EIBARBARÇA

PORTEROS

1  
13  
25

DMITROVIC  
RIESGO  
YOEL

JUGADORES CAMPO

2  
3  
4  
5  
6  
8  
9  
12  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
26  
27  
28

CALAVERA  
BIGAS  
RAMIS  
ESCALANTE  
SERGIO. A  
P.DIOP  
SERGI ENRICH  
OLIVEIRA  
ORELLANA  
COTE  
DE BLASIS  
KIKE GARCÍA  
ROBER CORREA  
CHARLES L. C.  
CUCURELLA  
P.LEON  
TEJERO  
ARBILLA  
ESTEBAN BURGOS  
ROBERTO OLABE  
NANO  
MARTÍNEZ

09



GOL!

12 OLIVEIRA

1. T - 15:25

1 - 0

GOL!

12 OLIVEIRA

1. T - 15:25

1 - 0

GOL!

1. T - 15:25

 1 - 0 

12 OLIVEIRA

GOL!

12 OLIVEIRA

1. T - 15:25

 1 - 0 



[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











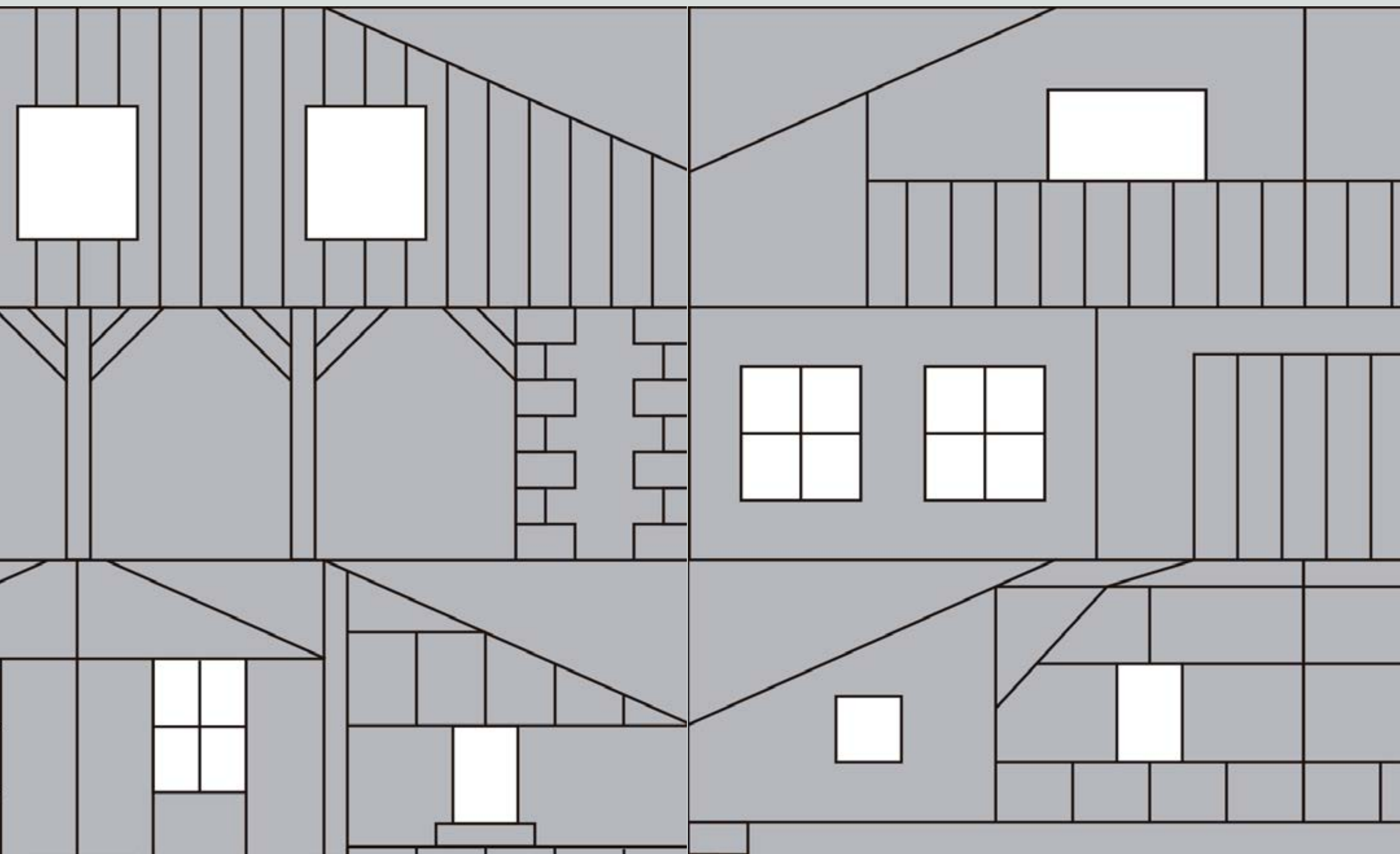
The graphic style seeks inspiration in the elements of water, hops, barley and yeast; essential elements for the elaboration of beer.







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.

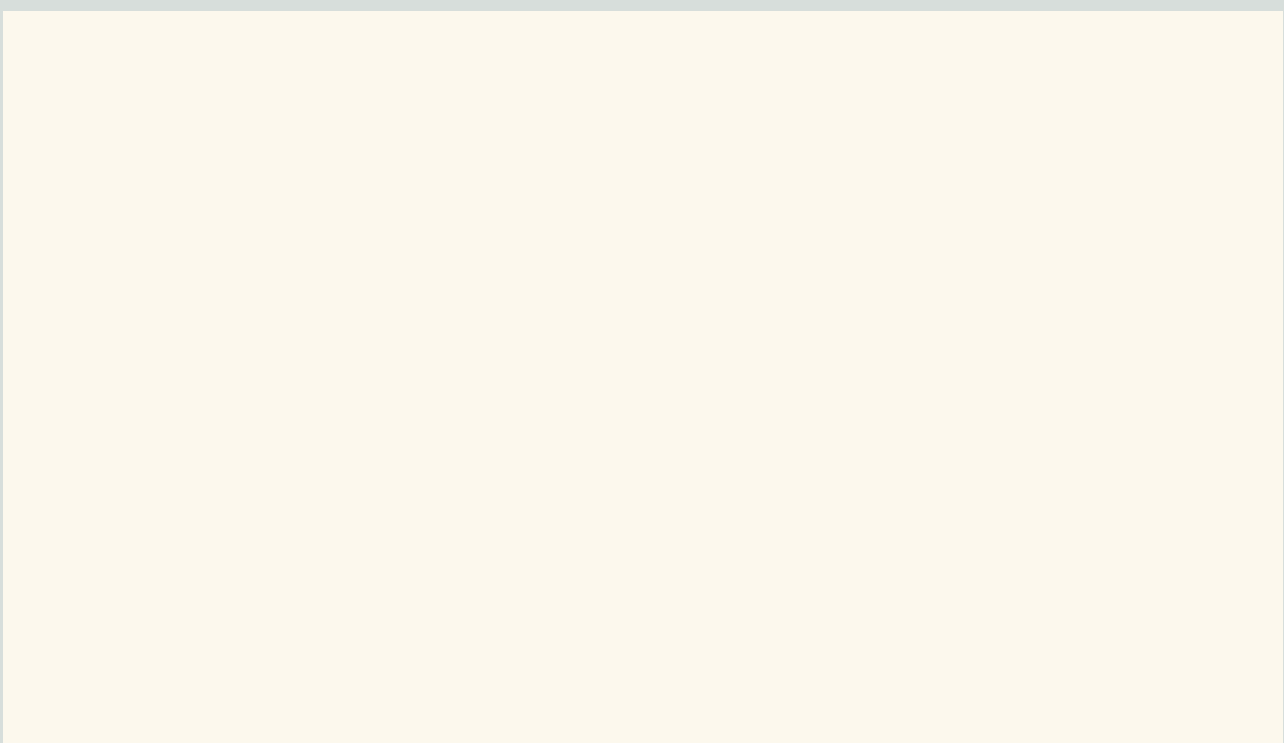
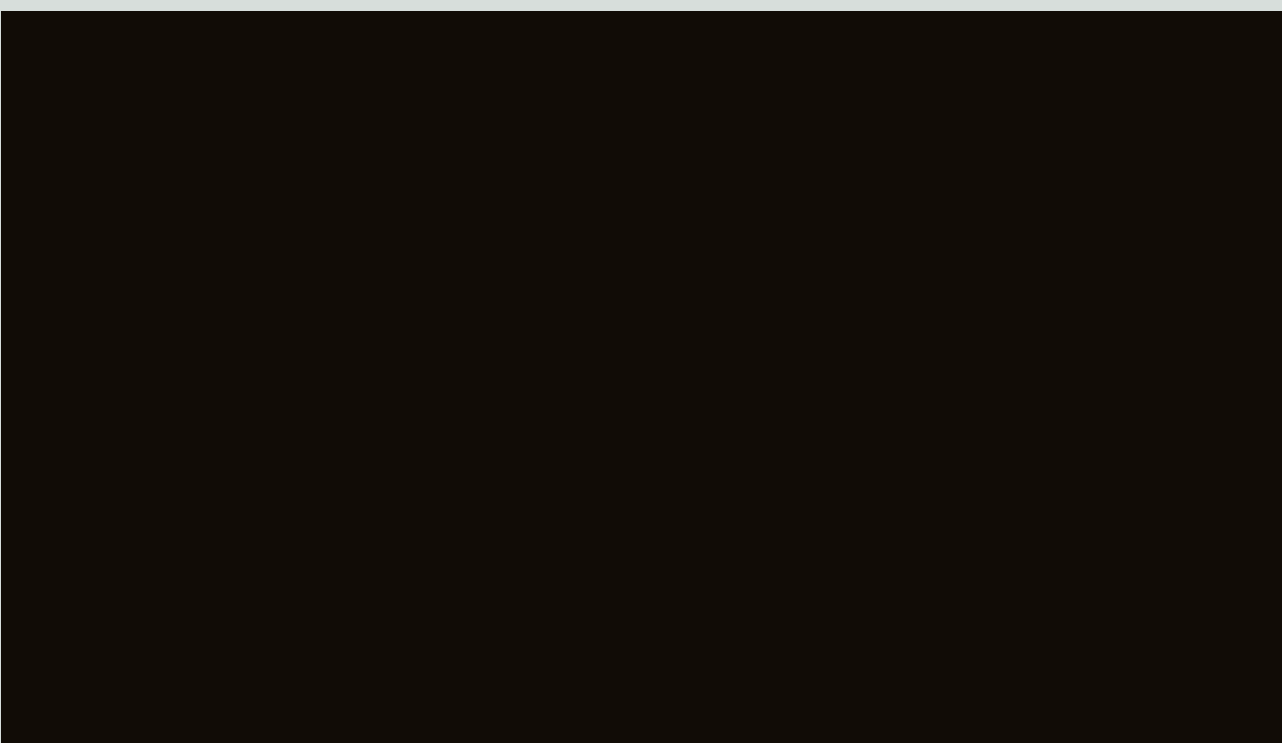
## Credits

Design Cuchillo





# mamã absurda



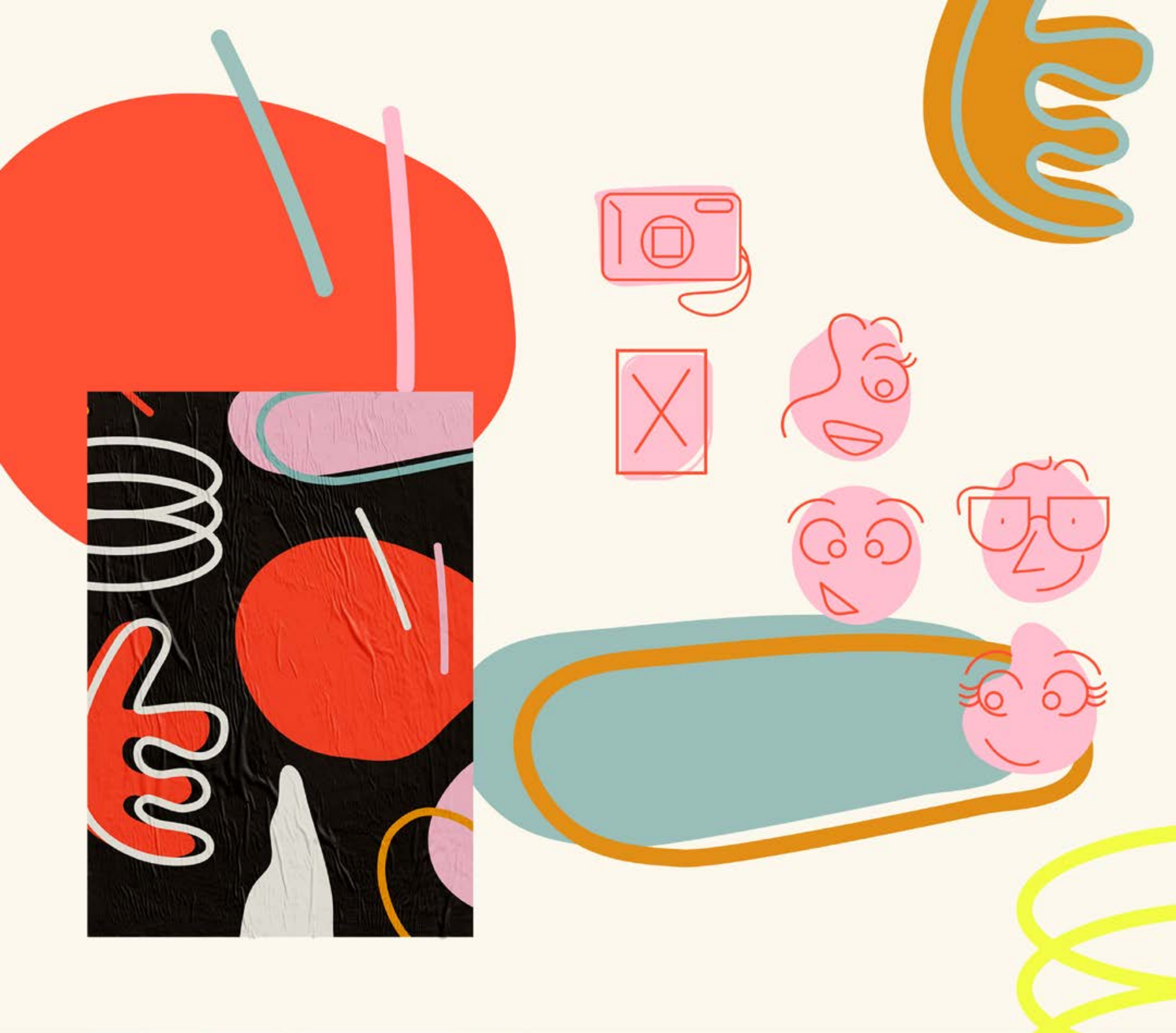




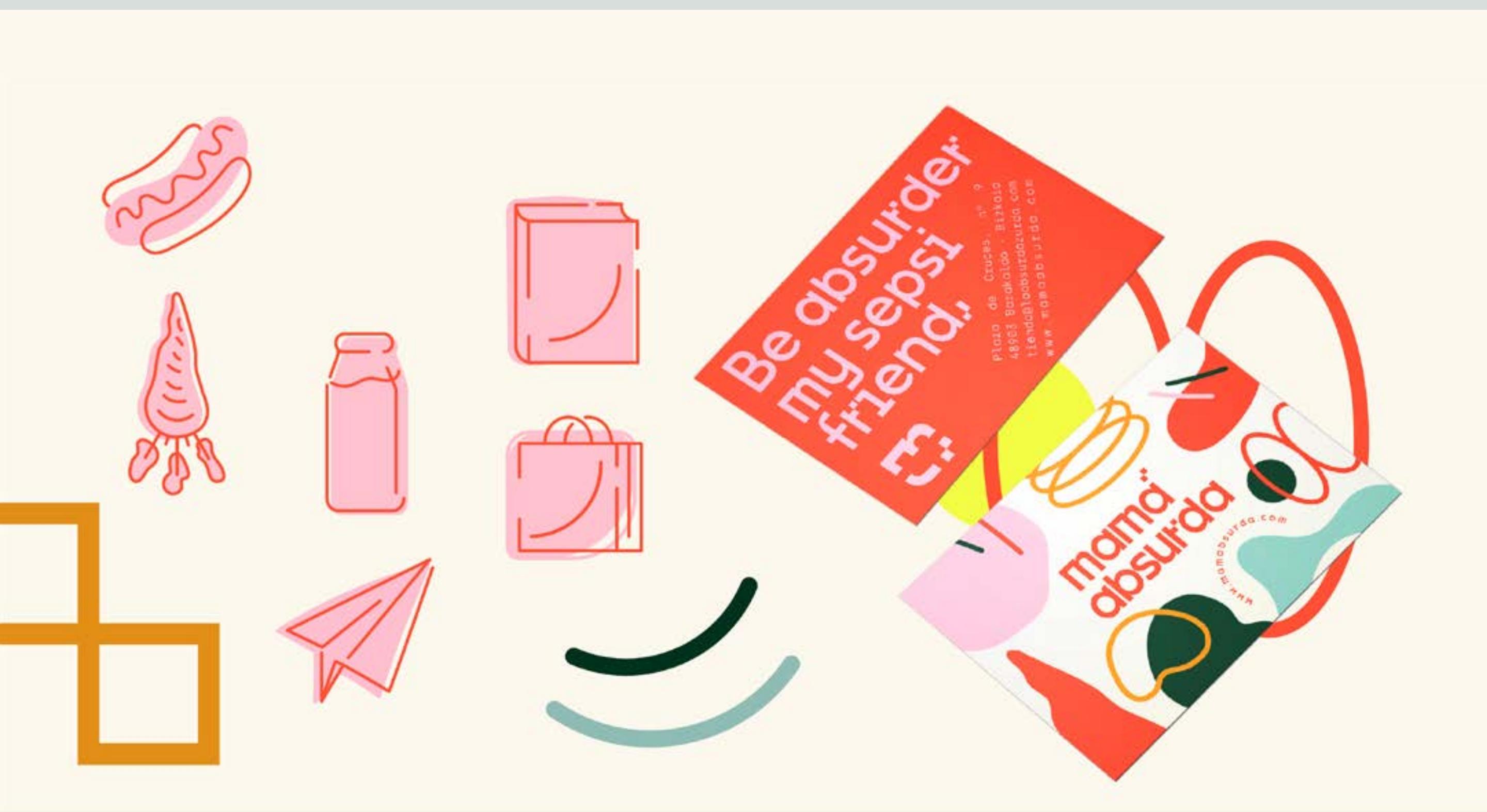
Color schemes and icons that represent the clients peculiar way of seeing life.







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







Despite the fact that the font is in lower case, its visual concept is forceful and direct. The concept, focus of attention, represents the problem that housing solves.





aloja

mantiene plan b adapta



aloja

tu partner de  
mantenimiento.

Scroll

solucionamos tus problemas para  
que tú te preocupes de lo importante





**aloja**

patricia campuzano rollán  
project manager  
calle barraincua 6  
48009 bilbao

t. 944 714 453 - 615 841 621  
e. patricia@somosaloja.com  
w. www.somosaloja.com

## así funciona **mantiene** en tres pasos:

1. visitamos tus instalaciones para conocer su estado y definir su mantenimiento.
2. elaboramos un plan de acción, con las tareas urgentes y las que pueden esperar.
3. tu decides las tareas a realizar y solo pagas por los trabajos realizados.

## contrata **mantiene** si necesitas:

- prevención
- información
- control
- transparencia
- pago

**aloja**

aloja es una  
plataforma-app de  
mantenimiento para  
la resolución  
de las incidencias  
de tus instalaciones.

solucionamos tus  
problemas, para  
que tu te preocupes  
de lo importante.

**aloja**



[21]

MATADERO

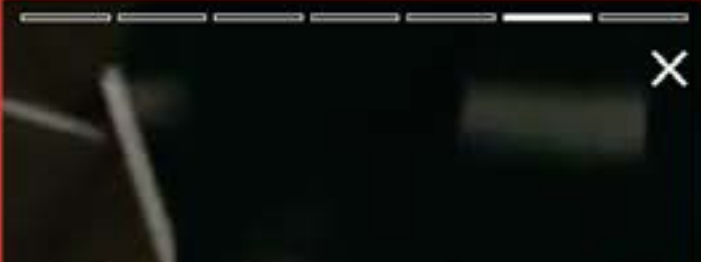
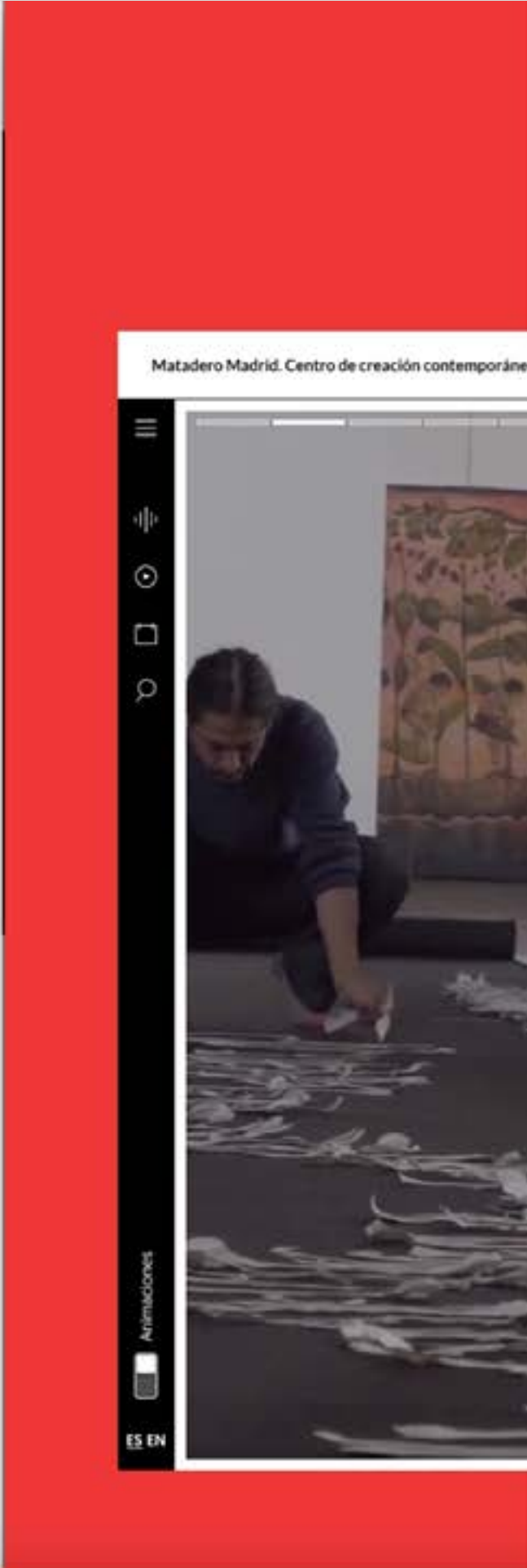


# “MATADERO MADRID”

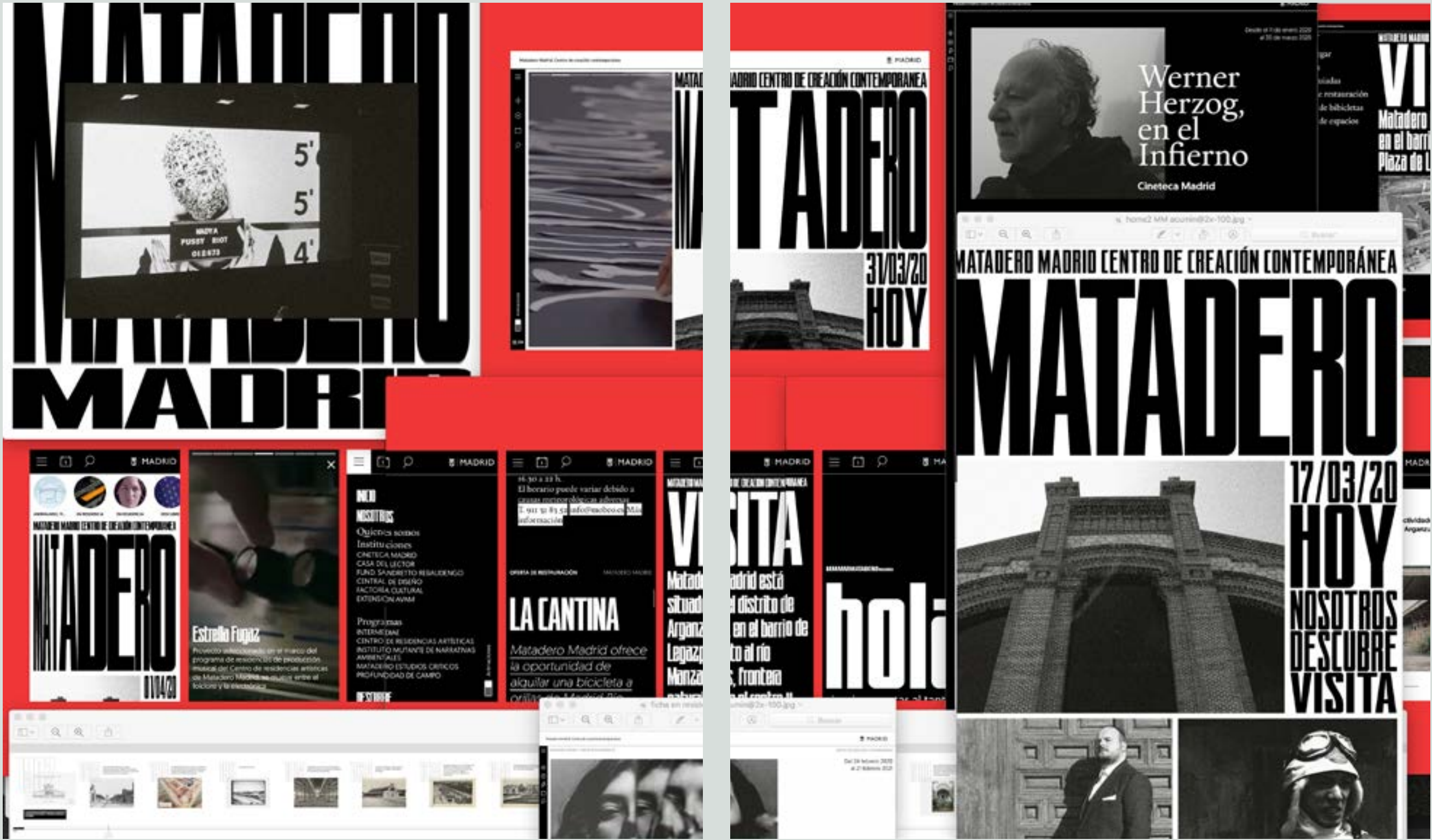
Matadero Madrid is a contemporary creation center promoted by the Government Area of Culture, Tourism and Sports of the Madrid City Council.

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

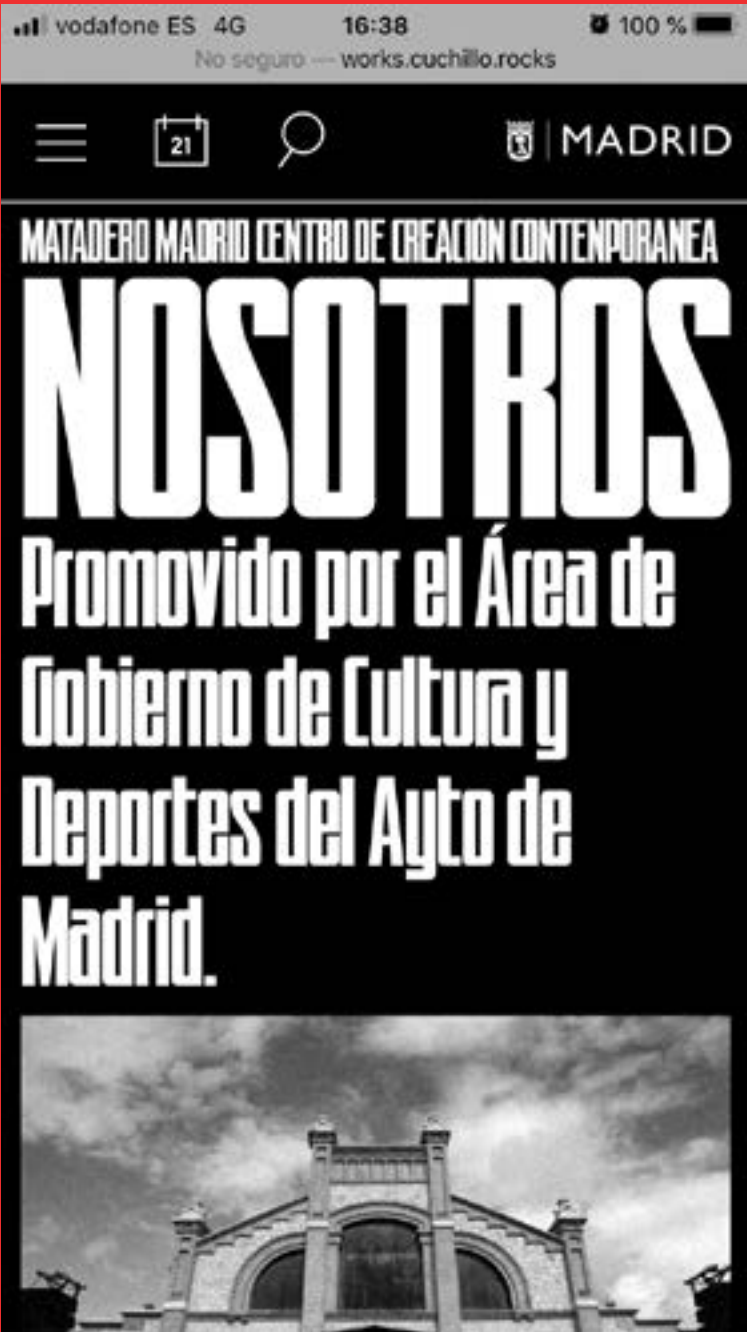


01 enero 2020  
Programa trimestral  
Enero-Marzo 2020





Black and white as the central theme. Noise in the photos that takes us to the “cinéma vérité”. And an editorial design layout inspired by classic tabloids.





[22] BBK LIVE

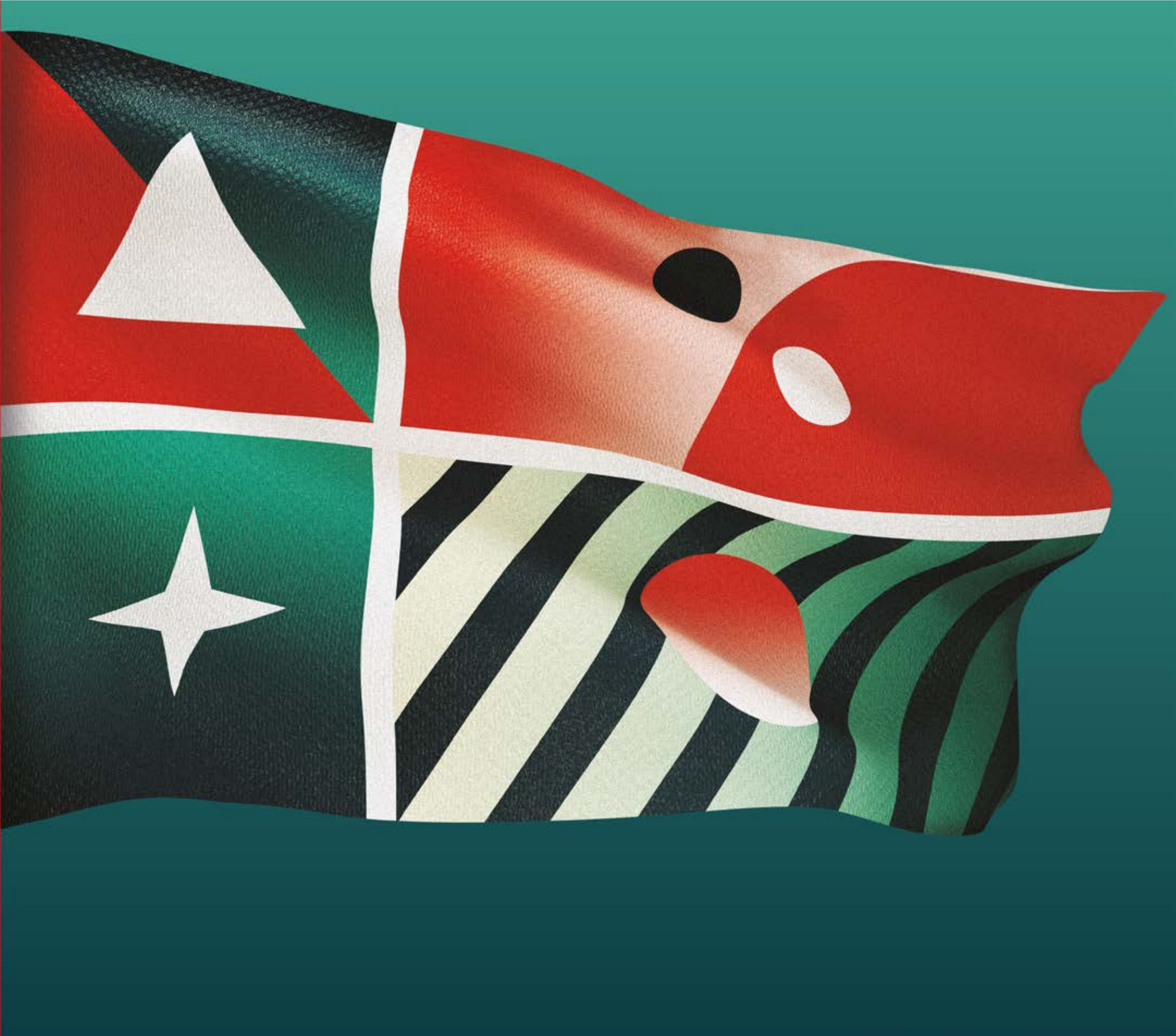


# “BBK Live 2019”

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

Credits

Design Cuchillo







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







[www.bilbaobbklive.com](http://www.bilbaobbklive.com)

Based on powerful modular geometric shapes and basic colours (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 to call for attention through the rebellious act of breaking the established rules.









[24]

KALEARTEAN

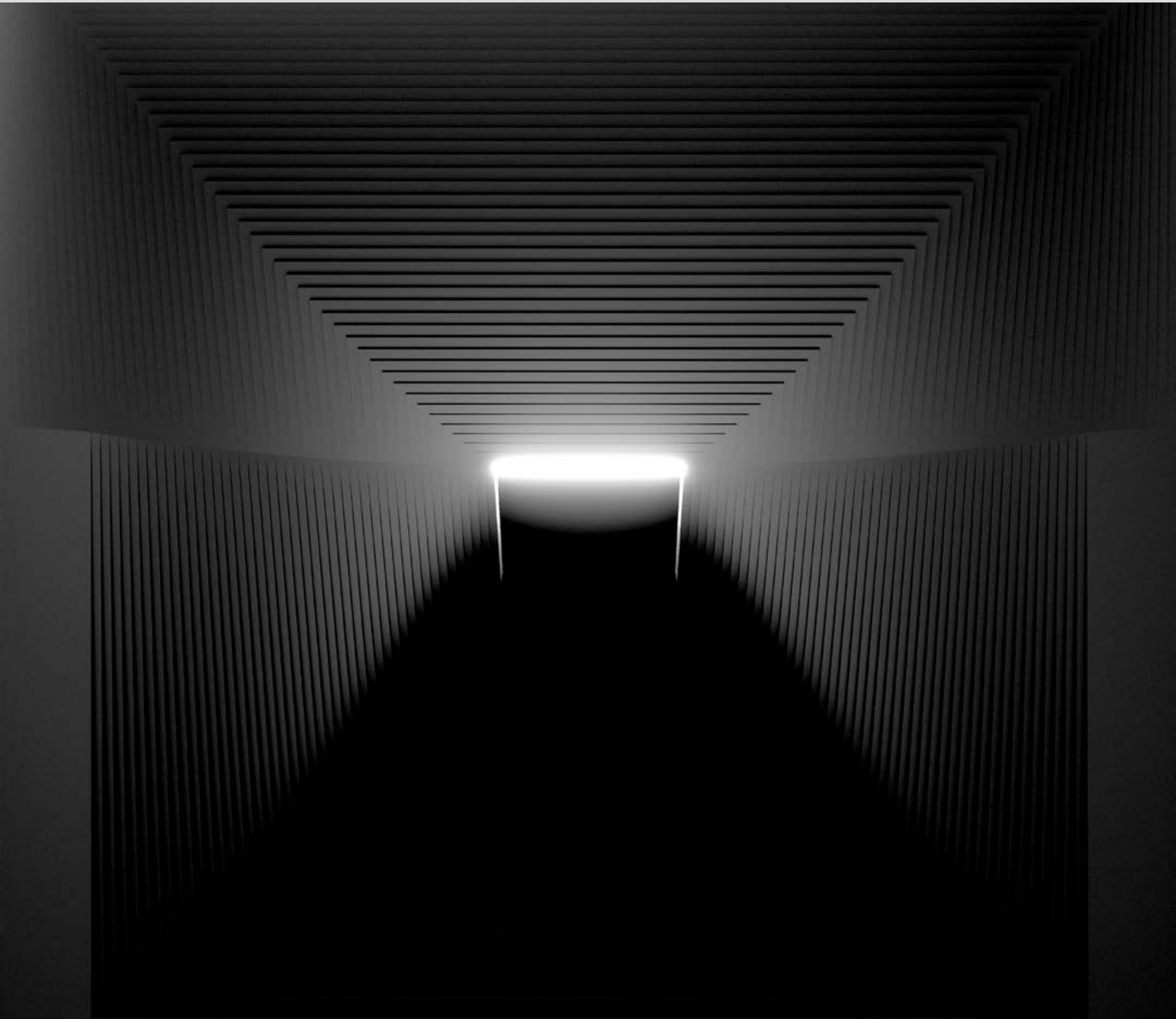


# “Discover the beauty of the ephemeral”

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 done through the figure of the eclipse, as well as a looping animated background simulating an entrance that is distorted to create a sensation of depth.





[25]

AZAB

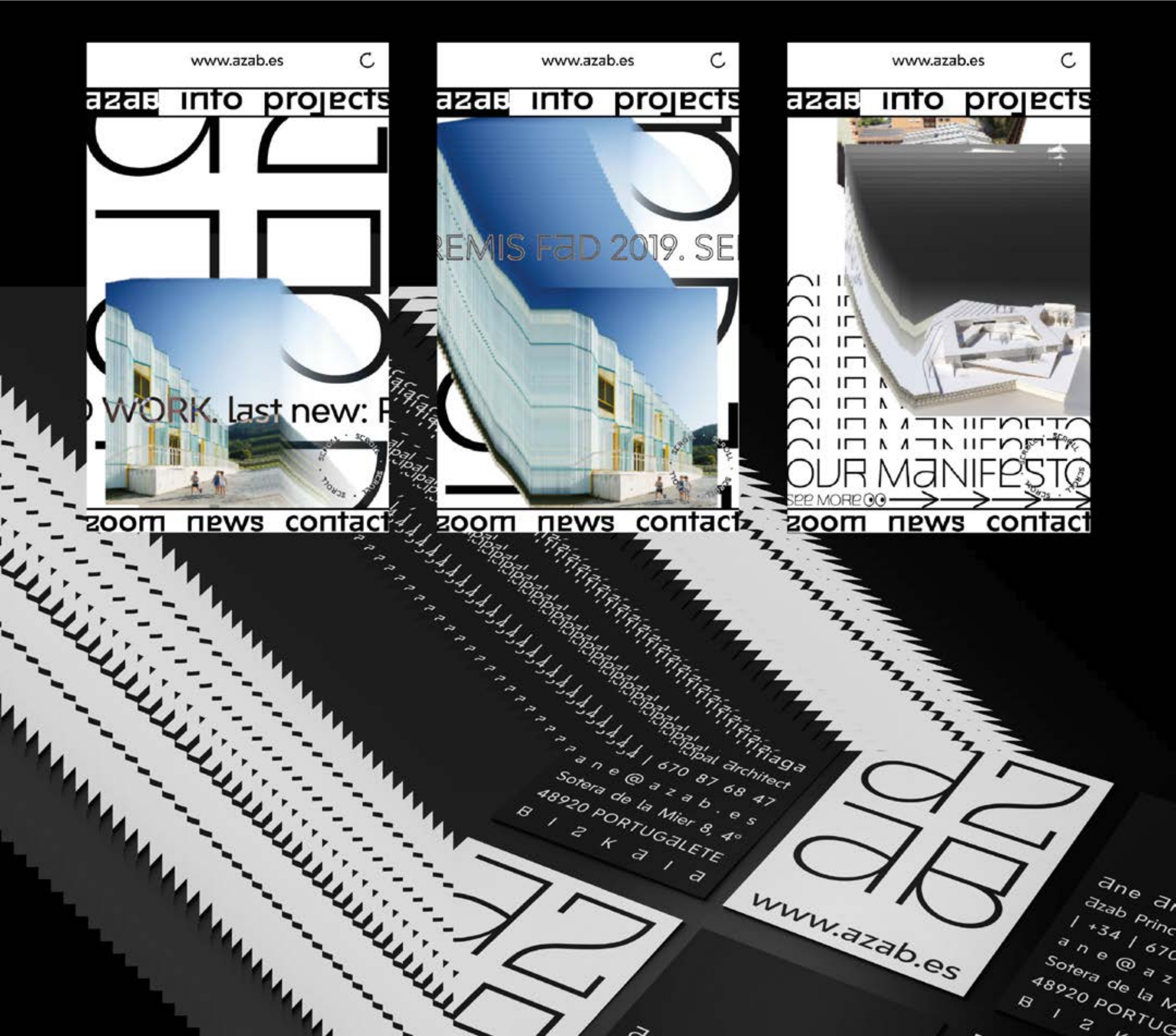


# “From A to B and A to Z”

Architecture studio that works with spatial systems, allowing to materialize its theoretical thoughts, through aesthetics that explore the margins between political, social and playful elements of life.

Credits

Design Cuchillo

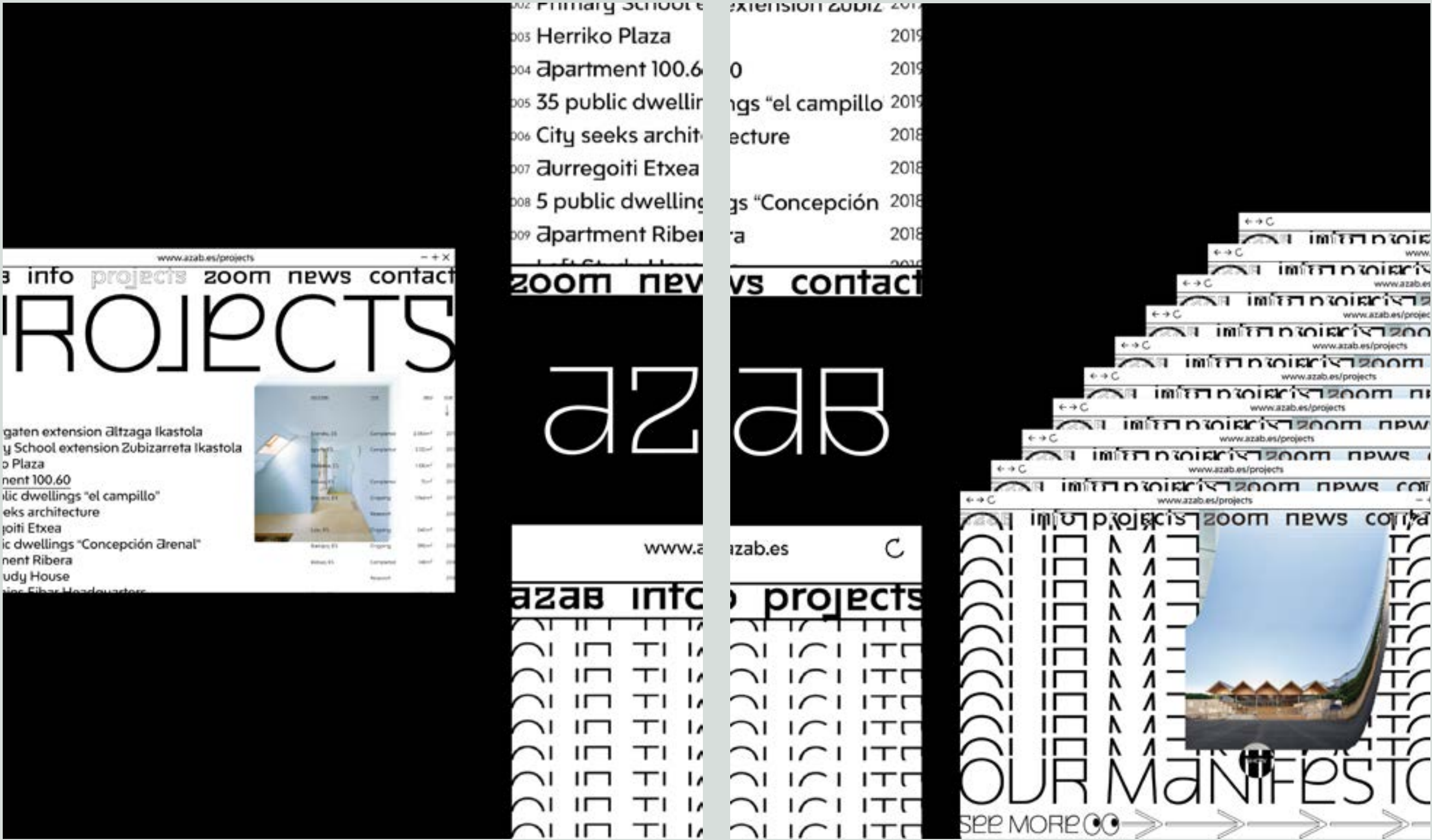




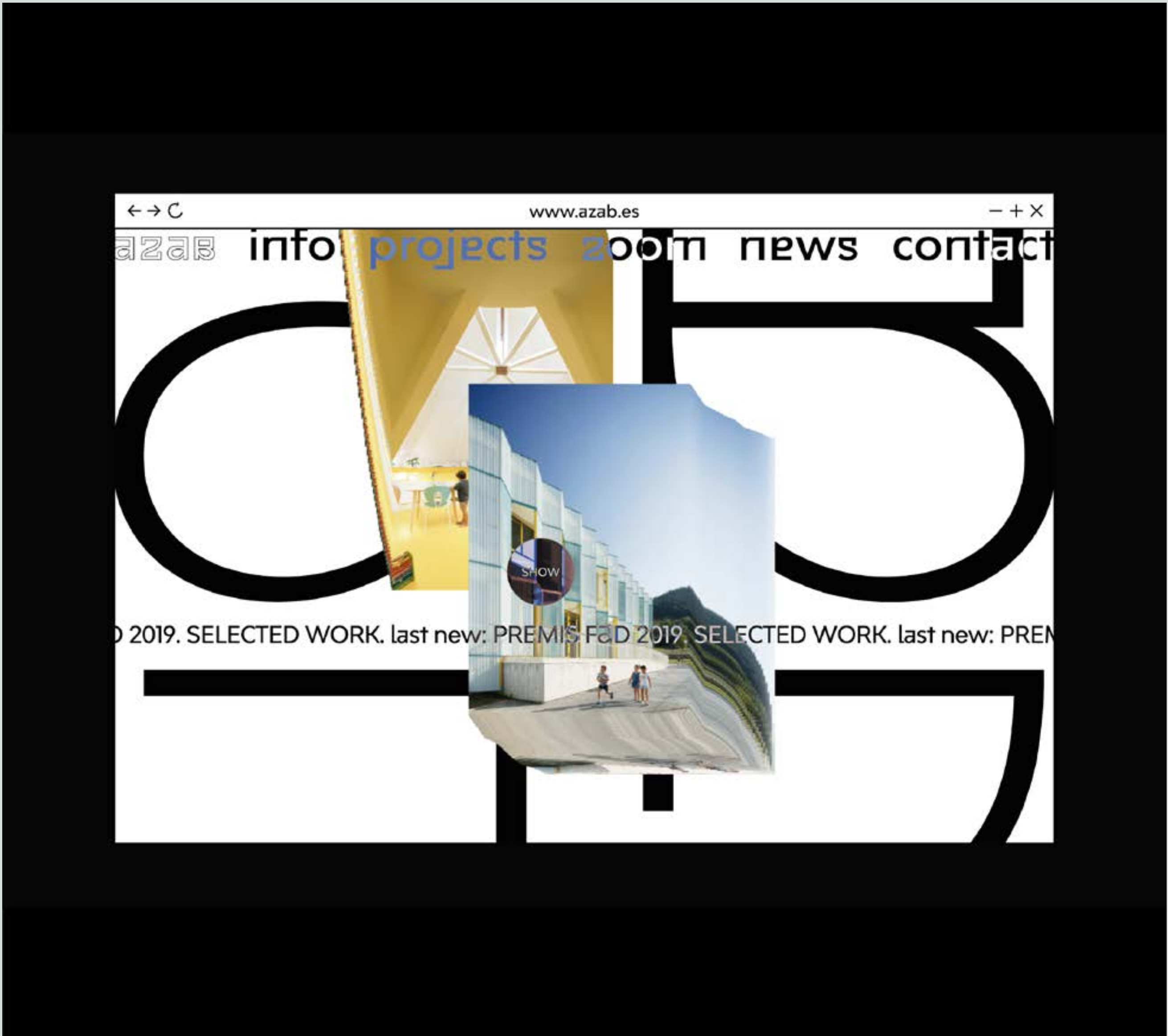
az  
az







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 its brand identity. Brutalism, typography, B&W, a home that drives you crazy and much more ;)





[26]

BBDW 2018



# “Hyperdesign”

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

Credits

Design Cuchillo







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

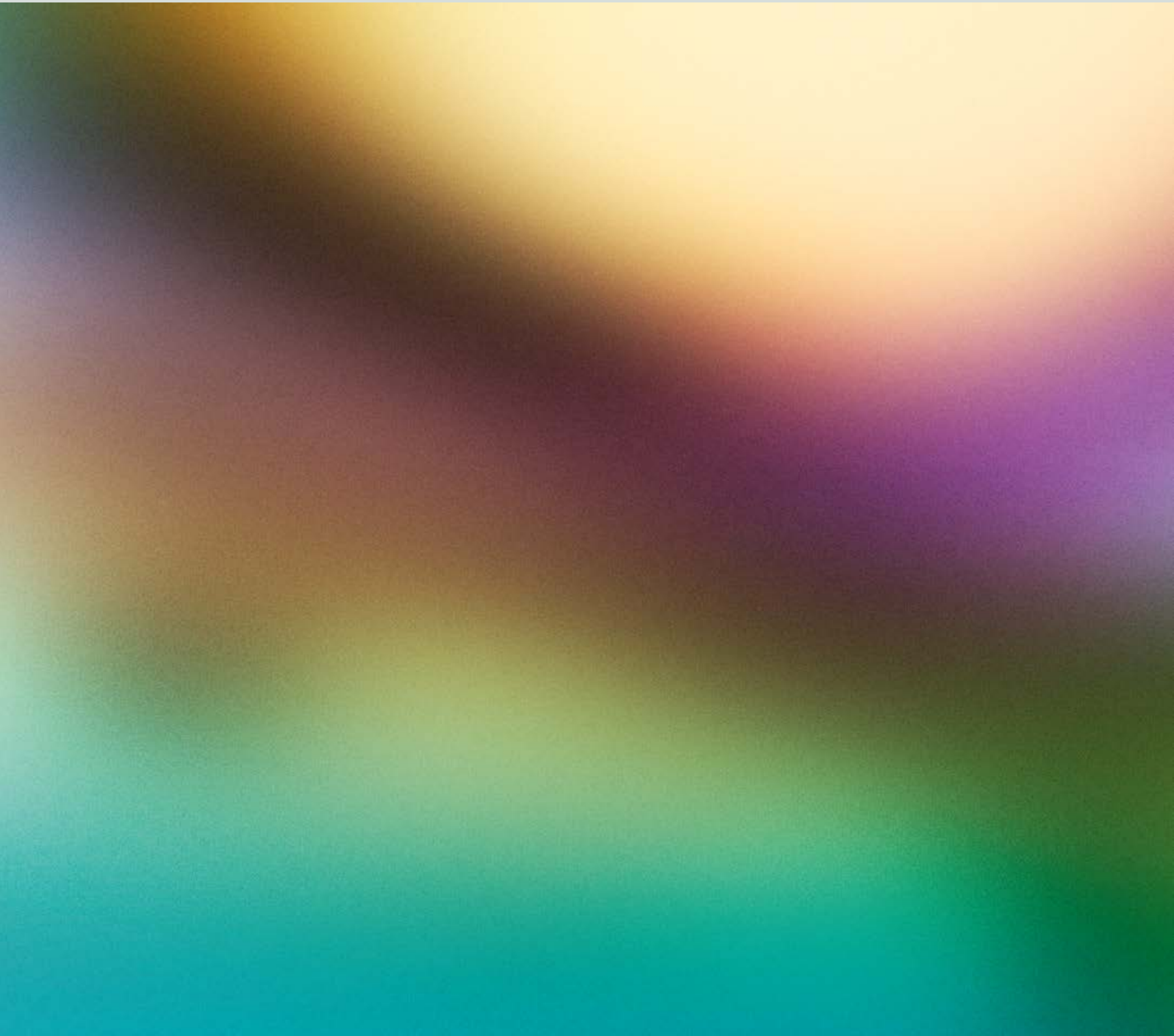


# “The XX: Young Turks”

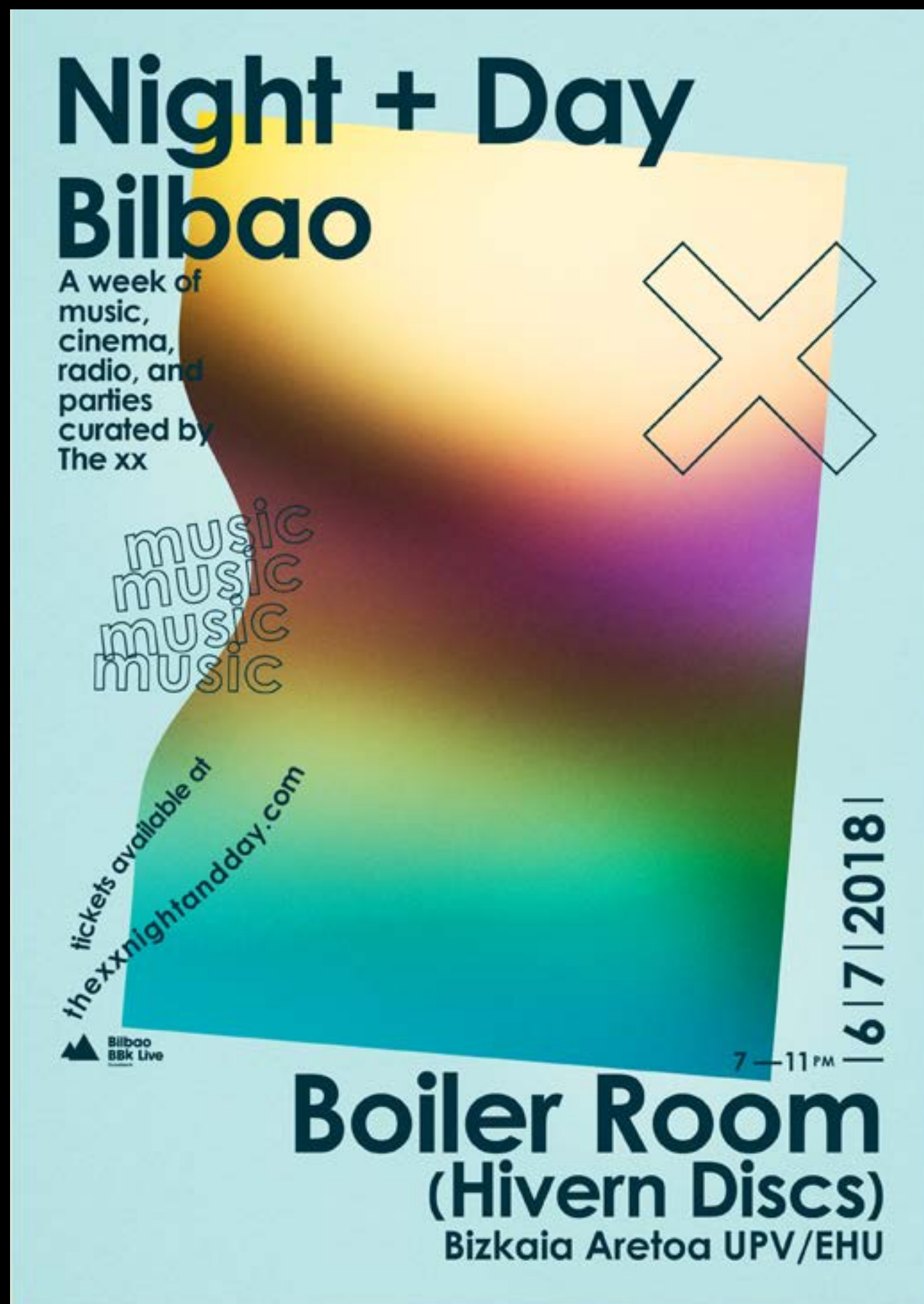
Night + Day, “The XX”’s festival celebrated in their favorite places around the world in collaboration with artists and local communities.

Credits

Design Cuchillo



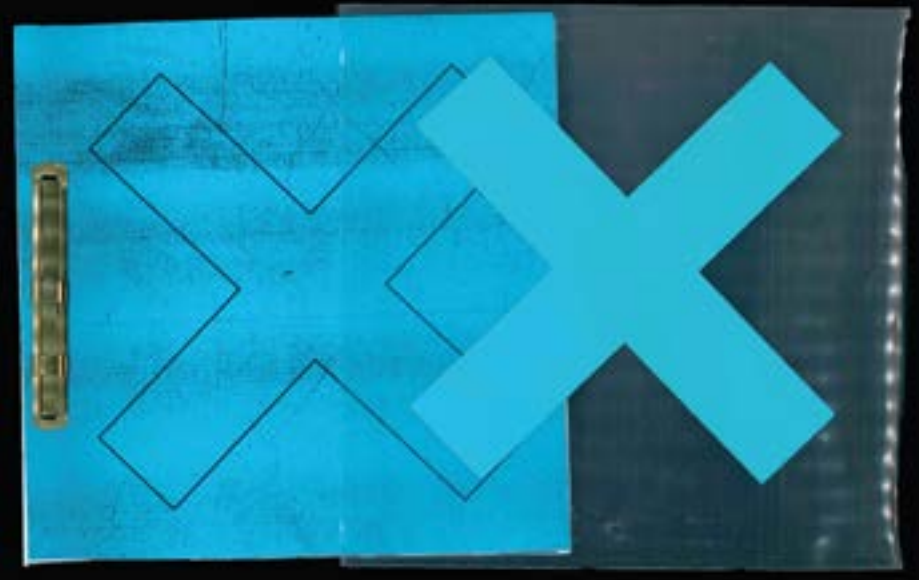




Graphic image of the event with concerts, performances, participation of DJs, a radio station and film screenings (in collaboration with Zinegoak).









[28]

SD EIBAR  
POSTERS



# “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













PARTIDU EGUNA



# IPURUA



**2018 — ABUZTUA — 19**  
**DOMEKA — 18.15**

@SDEIBAR 0000  
WWW.SDEIBAR.COM/ENTRADAS



PARTIDU EGUNA



# IPURUA



**2018 — ABUZTUA — 31**  
**OSTIRALA — 22.00**

@SDEIBAR 0000  
WWW.SDEIBAR.COM/ENTRADAS



PARTIDU EGUNA



# IPURUA



**2018 — AZAROAK — 4**  
**DOMEKA — 12.00**

@SDEIBAR 0000  
WWW.SDEIBAR.COM/ENTRADAS



PARTIDU EGUNA



# IPURUA



**2018 — AZAROAK — 24**  
**ZAPATUA — 13.00**

@SDEIBAR 0000  
WWW.SDEIBAR.COM/ENTRADAS



PARTIDU EGUNA



# IPURUA




**2019 — OTSAILAK — 3**  
**DOMEKA — 18.30**




@SDEIBAR 0000  
WWW.SDEIBAR.COM/ENTRADAS



PARTIDU EGUNA




# IPURUA



**2018 — IRAILAK — 22**  
**ZAPATUA — 16.15**

@SDEIBAR 0000  
WWW.SDEIBAR.COM/ENTRADAS



PARTIDU EGUNA



# IPURUA



**2018 — IRAILAK — 29**  
**ZAPATUA — 18.30**

@SDEIBAR 0000  
WWW.SDEIBAR.COM/ENTRADAS



PARTIDU EGUNA



# IPURUA



**2018 — URRIAK — 21**  
**DOMEKA — 16.15**

@SDEIBAR 0000  
WWW.SDEIBAR.COM/ENTRADAS



PARTIDU EGUNA



# IPURUA



**2018 — ABENDUAK — 15**  
**ZAPATUA — 20.45**

@SDEIBAR 0000  
WWW.SDEIBAR.COM/ENTRADAS



PARTIDU EGUNA



# IPURUA



**2019 — URTARRILAK — 06**  
**DOMEKA — 12.00**

@SDEIBAR 0000  
WWW.SDEIBAR.COM/ENTRADAS



PARTIDU EGUNA



# IPURUA



**2019 — URTARRILAK — 21**  
**ASTELEHENA — 21:00**

@SDEIBAR 0000  
WWW.SDEIBAR.COM/ENTRADAS



PARTIDU EGUNA GIPUZKOAKO GURUTZE GORRIAREKIN



# OPARI SARRERA BAT BI



**2018 — ABENDUAK — 9**  
**DOMEKA — 12.00**

@SDEIBAR 0000  
WWW.SDEIBAR.COM/ENTRADAS





PARTIDU EGUNA

09.30



21.30

SD EIBAR CF ELCHE

IPURUA 10.30

PARTIDU EGUNA



EIBAR vs CADIZ

BARIKUA 21:00h

8. JARDUNALDIA

07.16

SD EIBAR



REAL VALLADOLID

18:30

PARTIDU EGUNA IPURUA EGUENA

06.25

SD EIBAR



VALENCIA CF

19:30

JORNADA 31 JARDUNALDIA

SD 35. JARDUNALDIA

EIBAR

(07.



09)

IPURUA

PARTIDU EGUNA

(19:

EGUENA



30)

OD LEGANÉS

PARTIDU EGUNA

09.12 ZAPATUA 16:00

IPURUA / IPURUA / IPURUA / IPURUA / IPURUA / IPURUA / IPURUA / IPURUA



01. JARDUNALDIA / 01. JARDUNALDIA / 01. JARDUNALDIA / 01. JARDUNALDIA

SD EIBAR VS RC CELTA

PARTIDU EGUNA – IPURUA

SDE

SOCIEDAD DEPORTIVA EIBAR



ATHLETIC CLUB BILBAO

ATH

2020.06.17 / 25. JARDUNALDIA / 19:30

07 EGUENA 02

DERBI

SD EIBAR



V

S



OSASUNA

EGUNA

19 IPURUA 30



[29] NOVOA  
JÁUREGUI



# “TRADITION is RADICAL”

Creation of the digital presence for the  
Independent Curator & museography  
Advisor Novoa Jauregui, specialized in  
the enhancement of cultural heritage &  
historical memory.

Credits

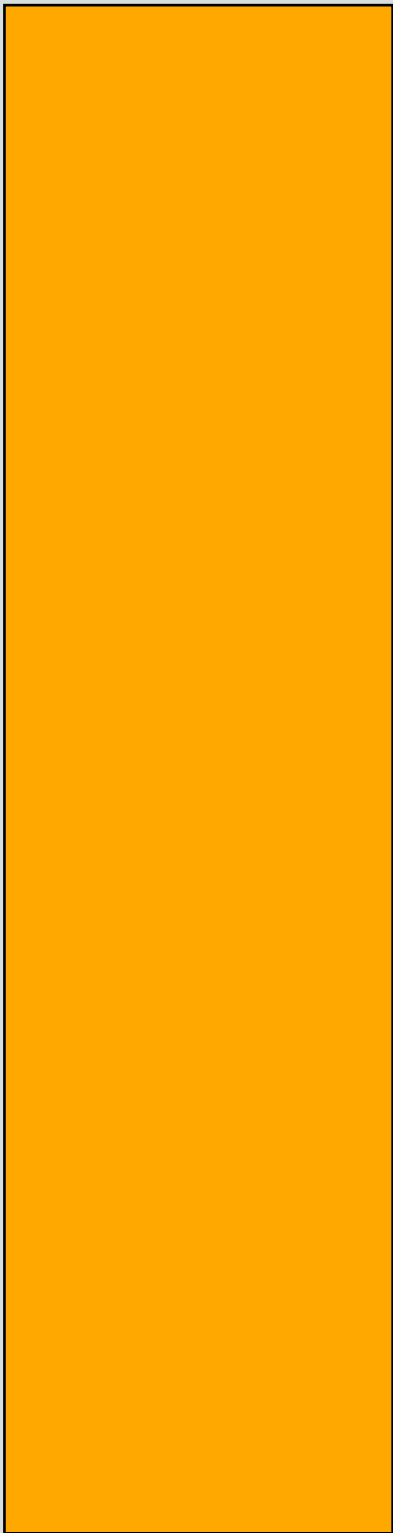
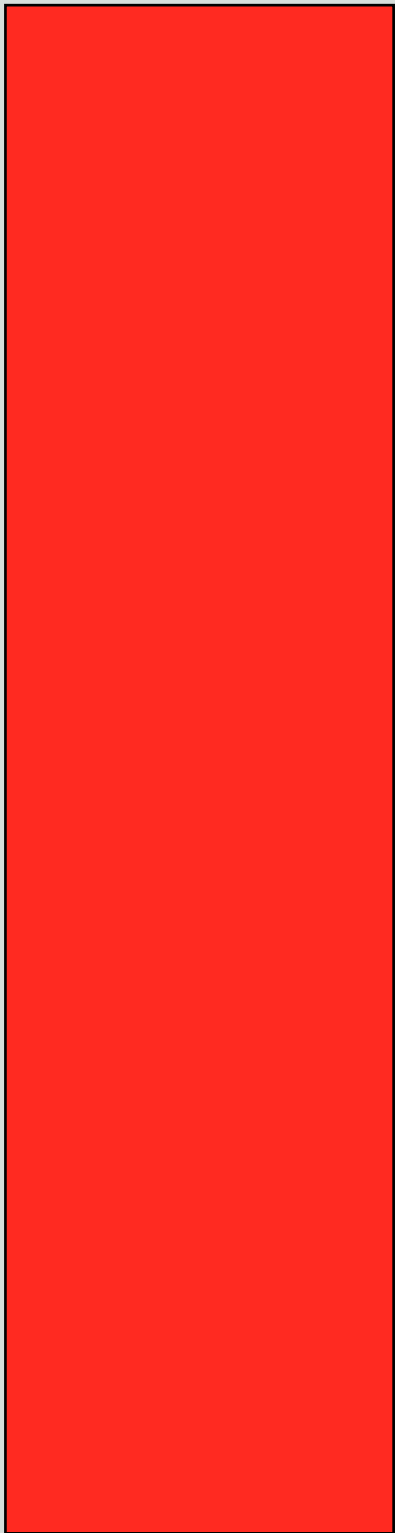
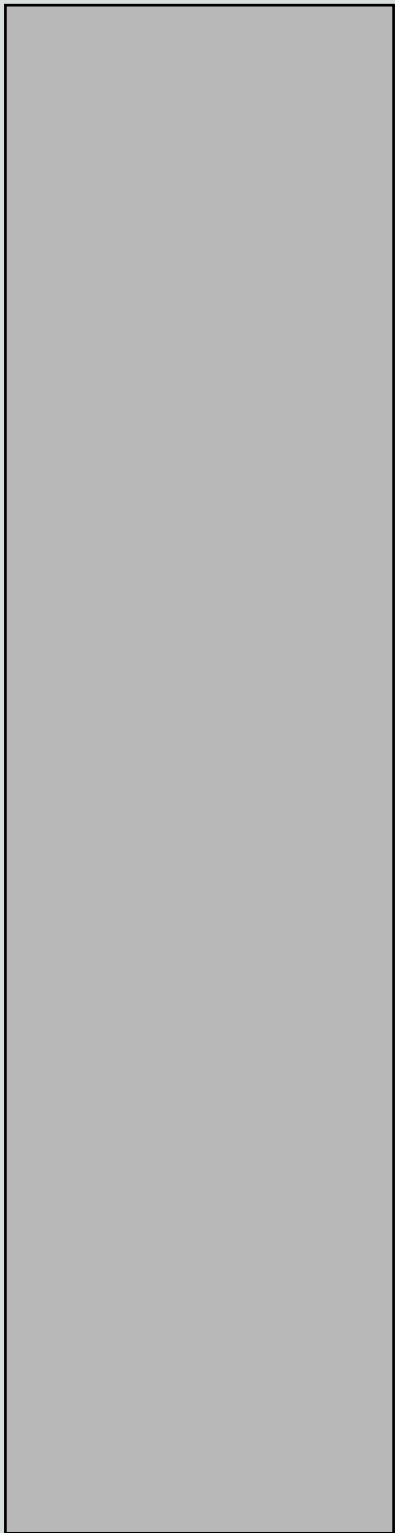
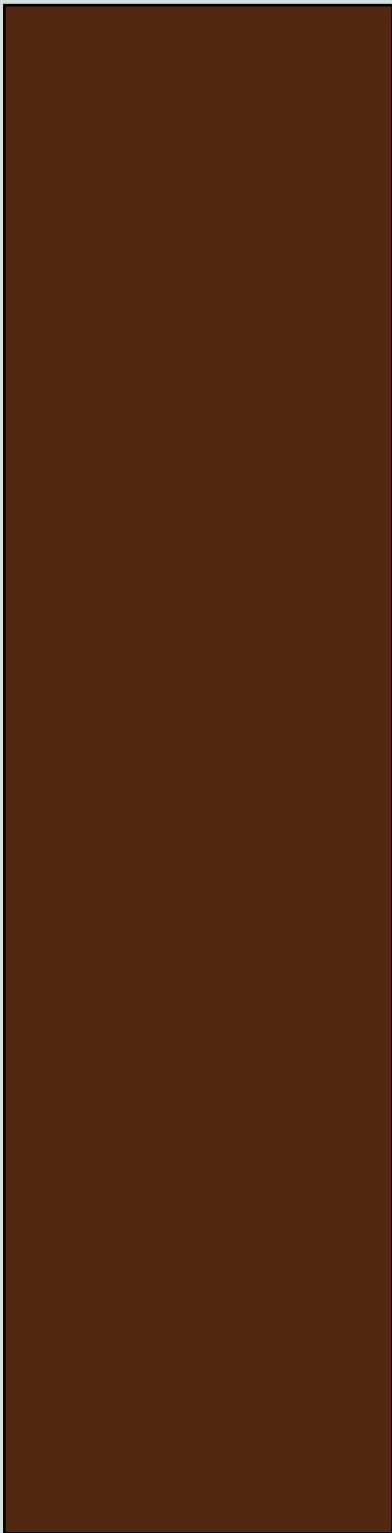
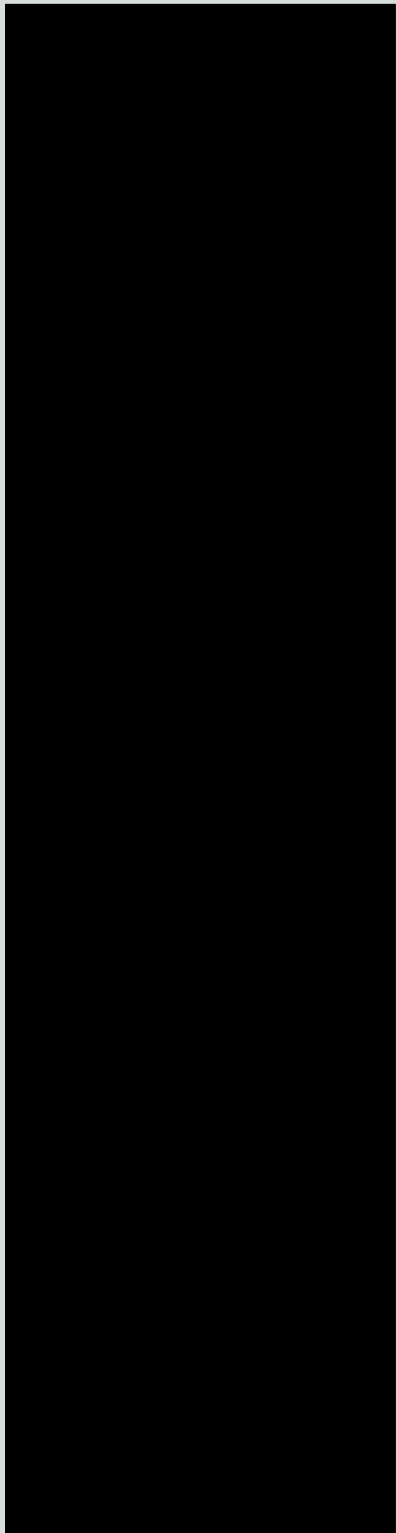
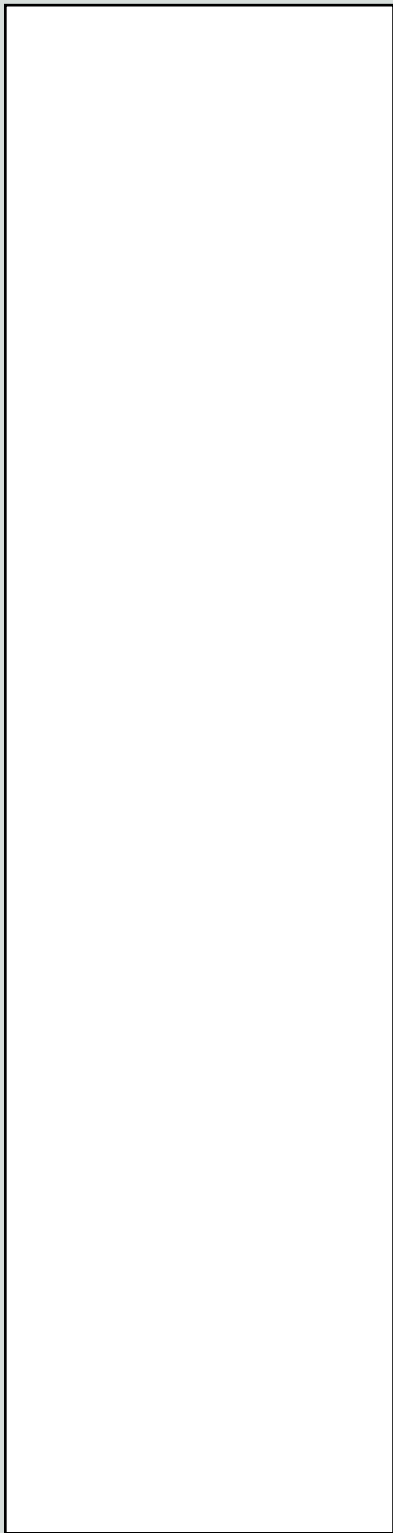
Design Cuchillo

NU

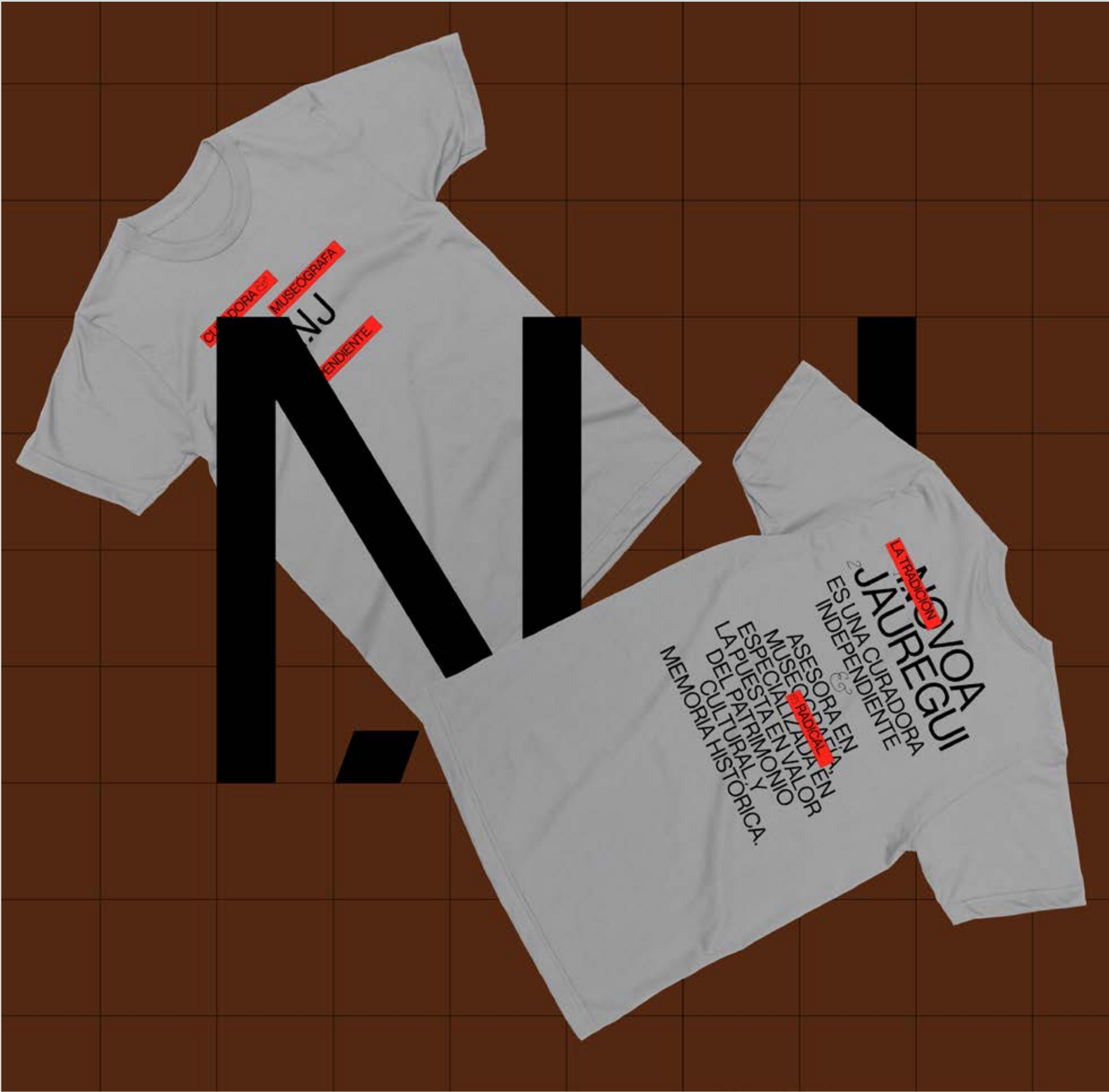


NJ

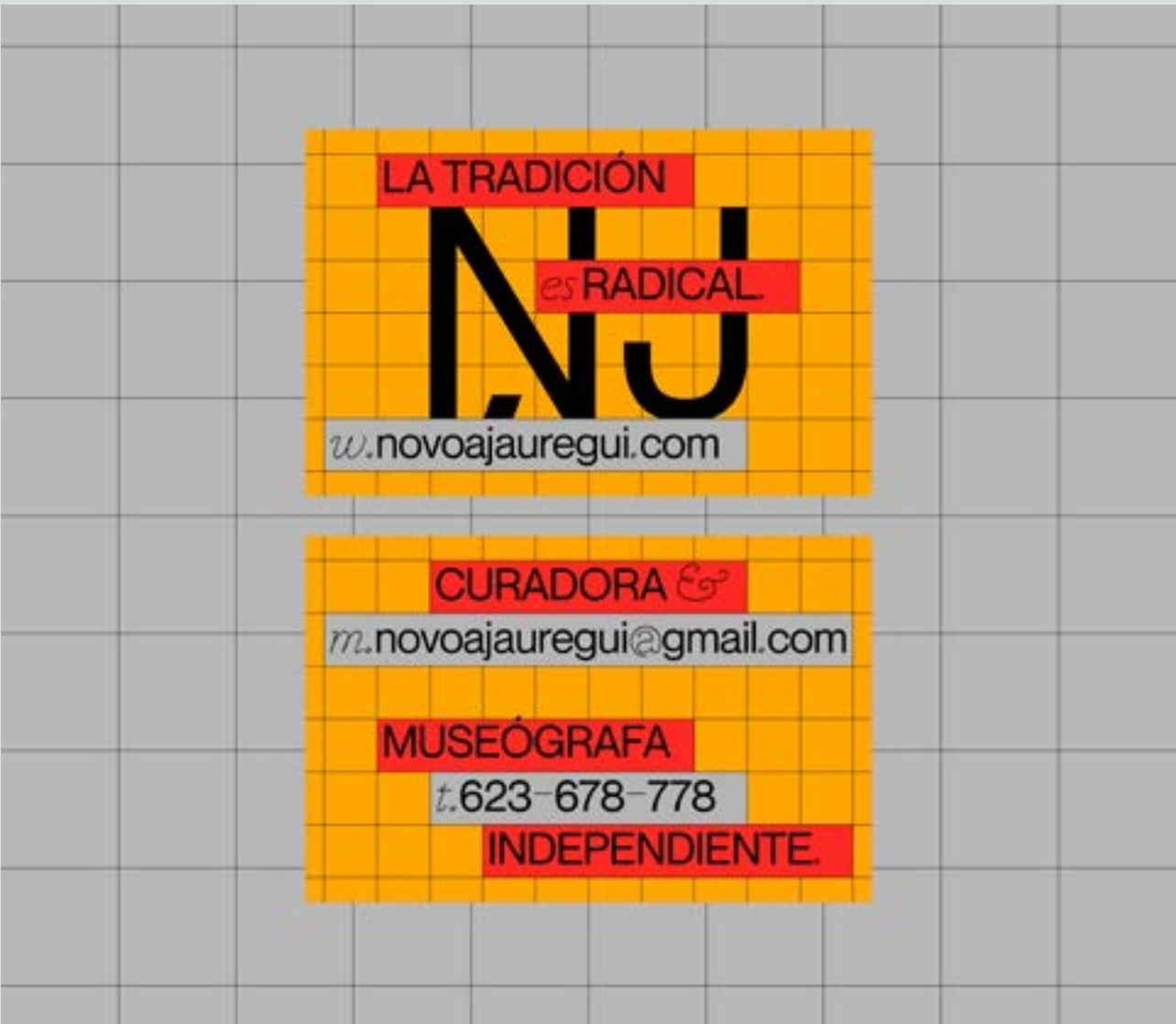
<sup>1</sup>NOVOA  
<sup>2</sup>JAUREGUI



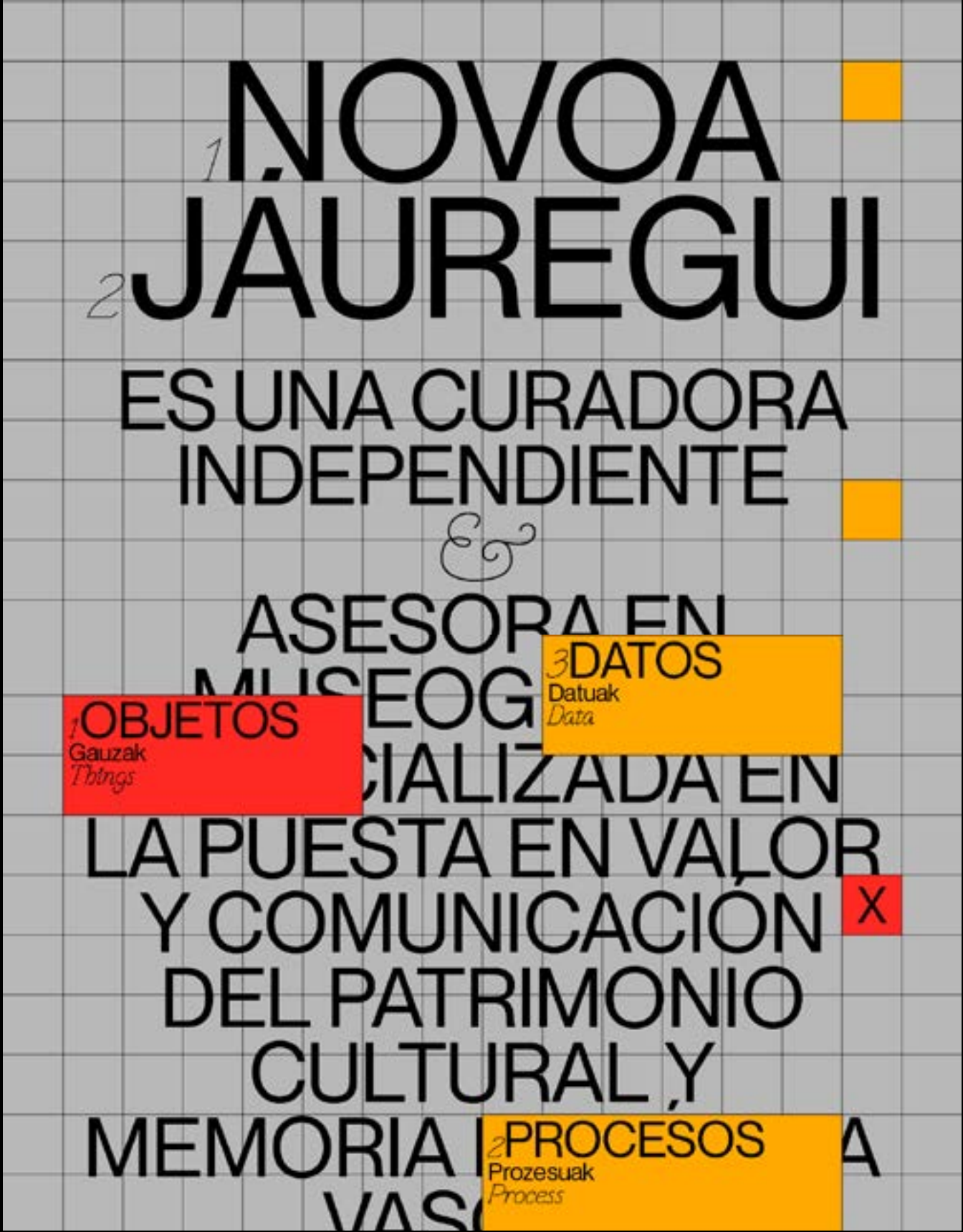
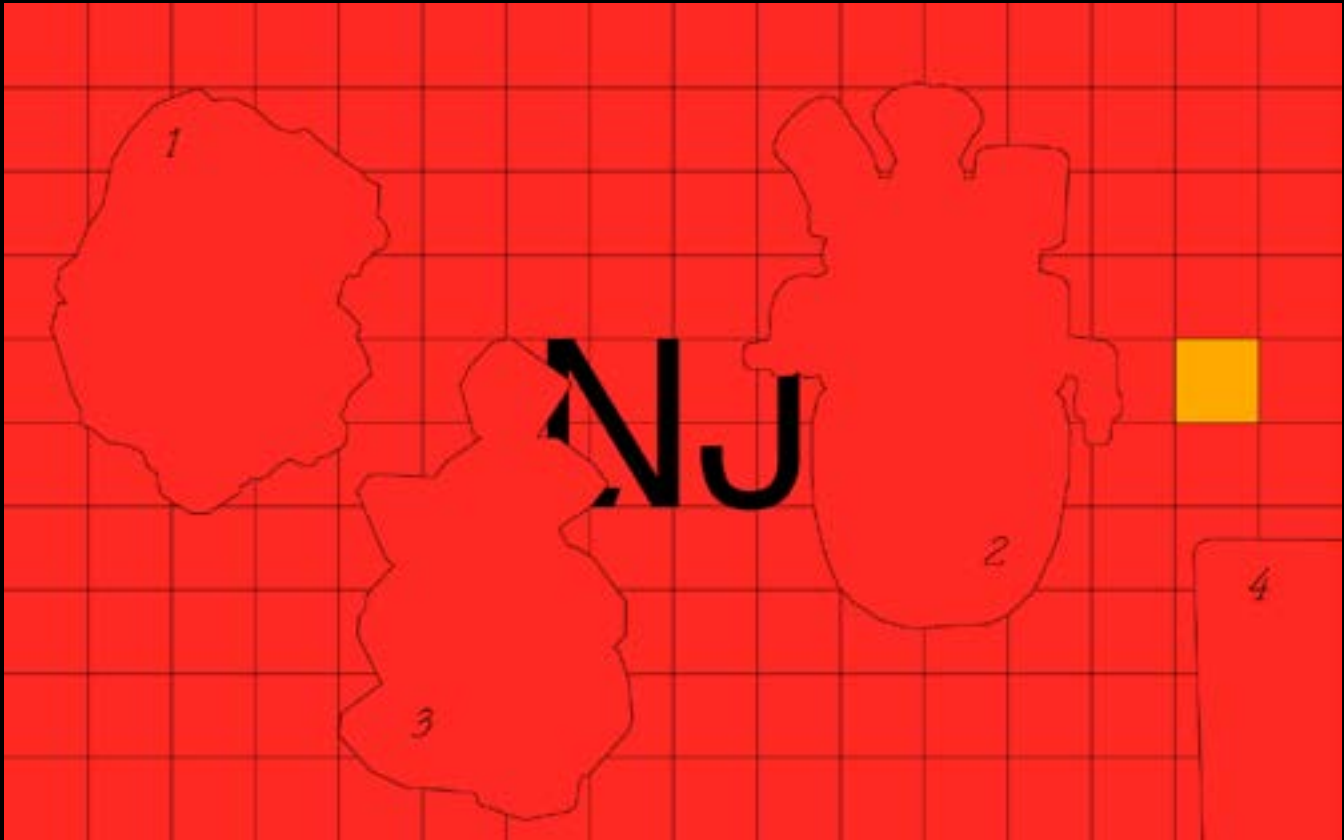




The identity that was born digital first for a project based on blurring the boundaries between opposites, between before and after, as letmotif and modus operandi, denborarekin, across the time, over time, tradition positioning itself as vanguard.









[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 anoter eccentric. It intends to blur the boundaries between the urban fashion and the sophistication.

Credits

Design Cuchillo  
Communication Belvedere Agency  
Photo Nerea Moreno  
Video Inary



WEAR



SISTER



it

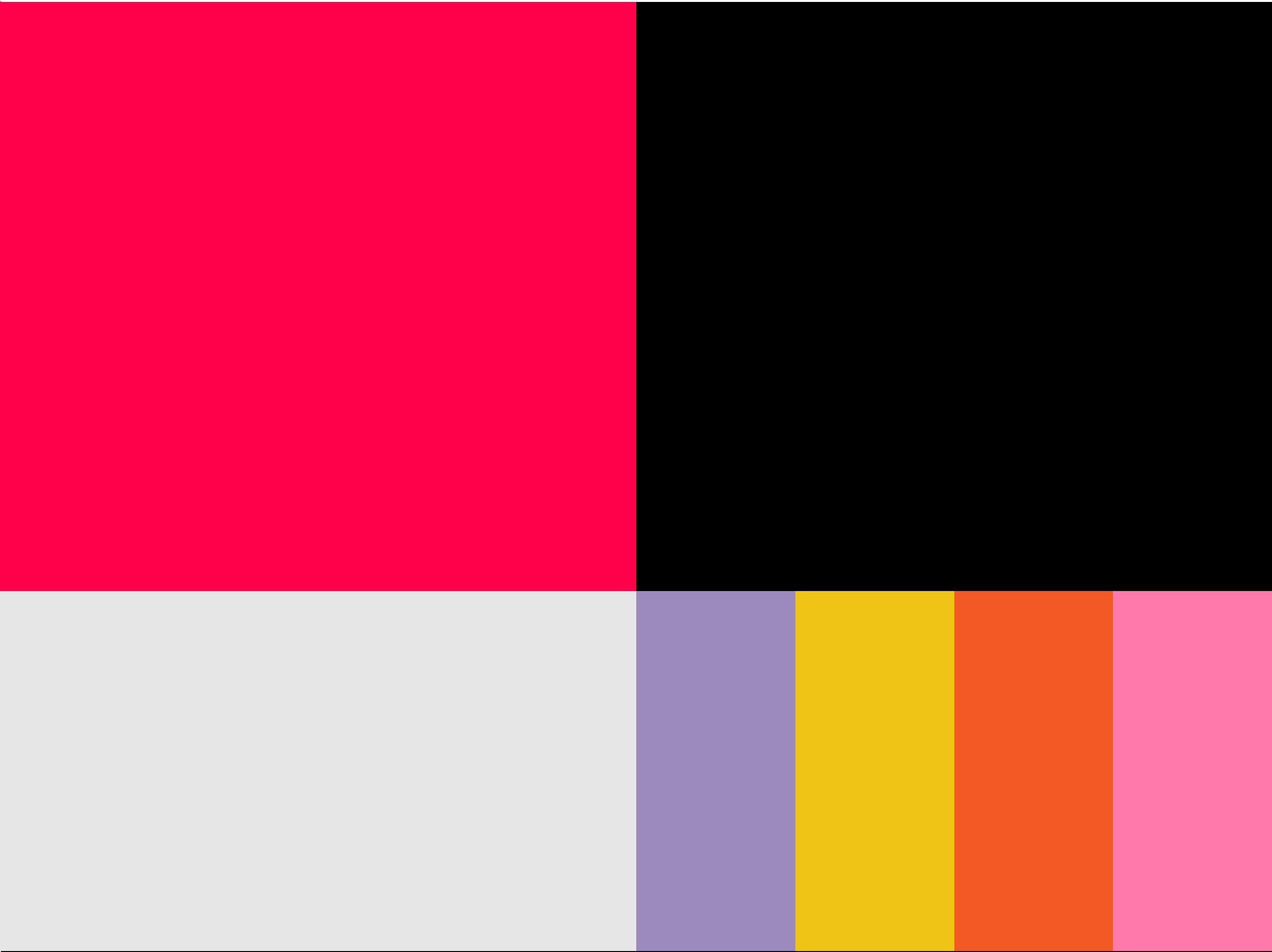
SISTER

AGAIN





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 sunlight has to offer.

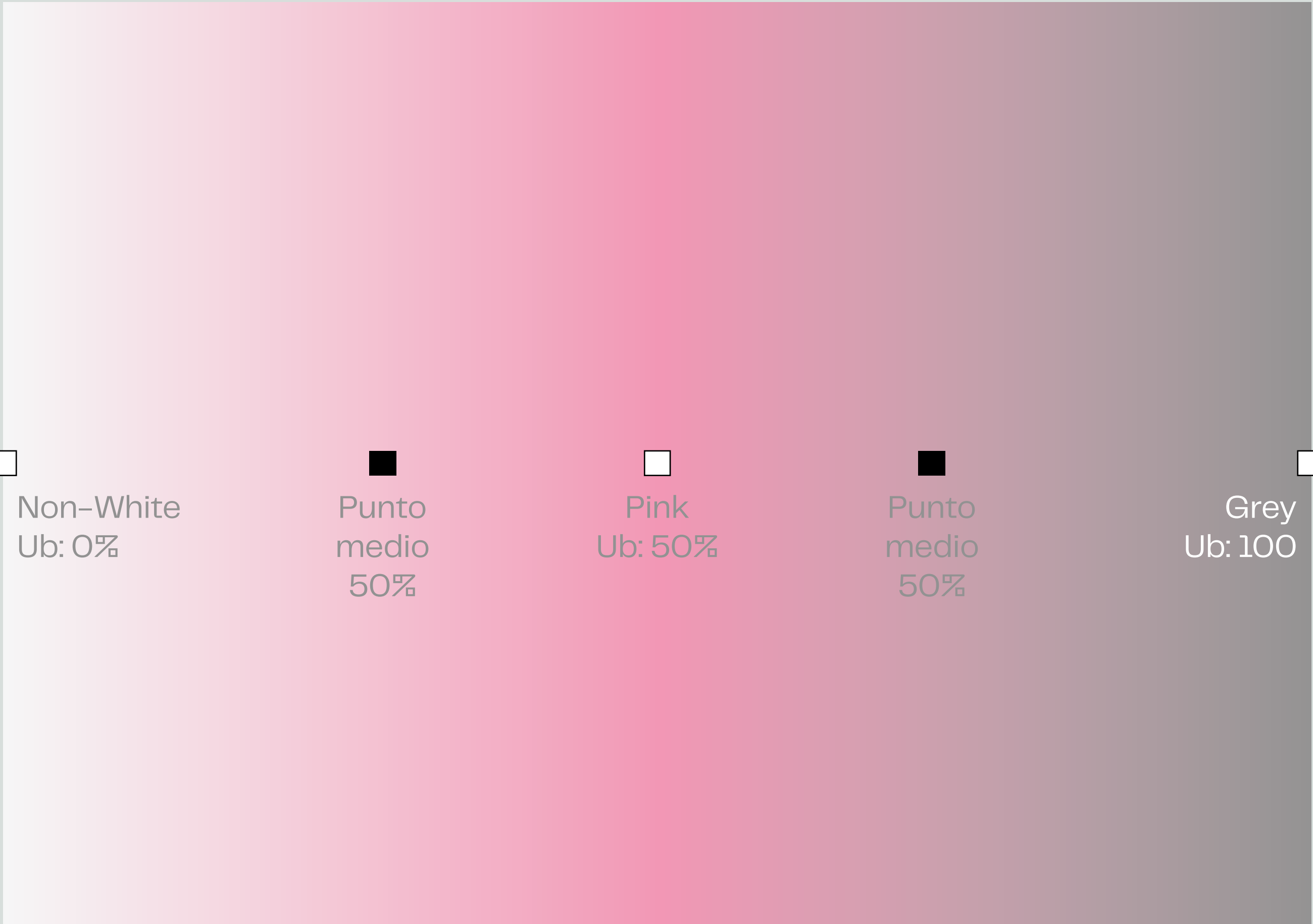
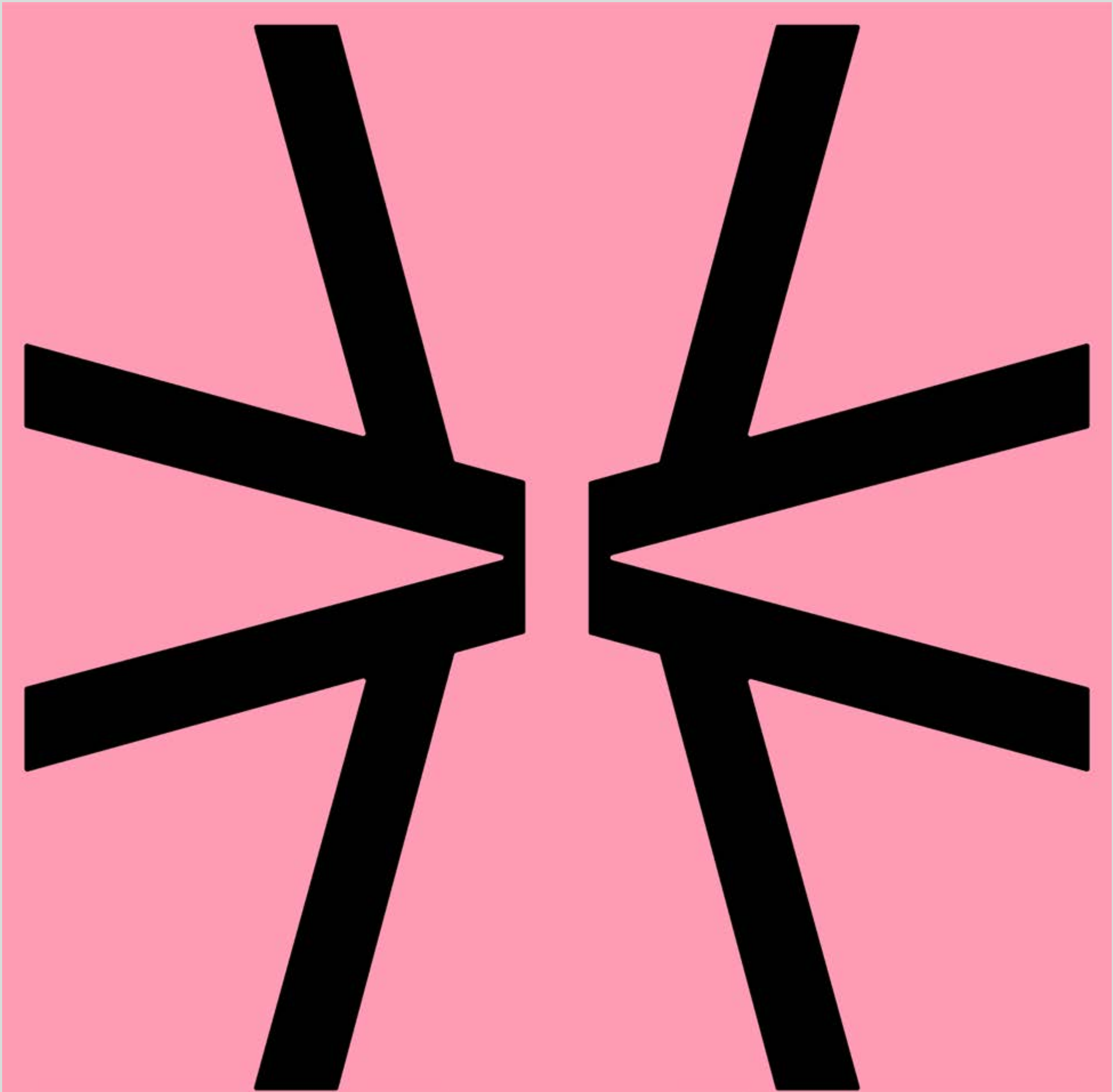
Credits

Design Cuchillo

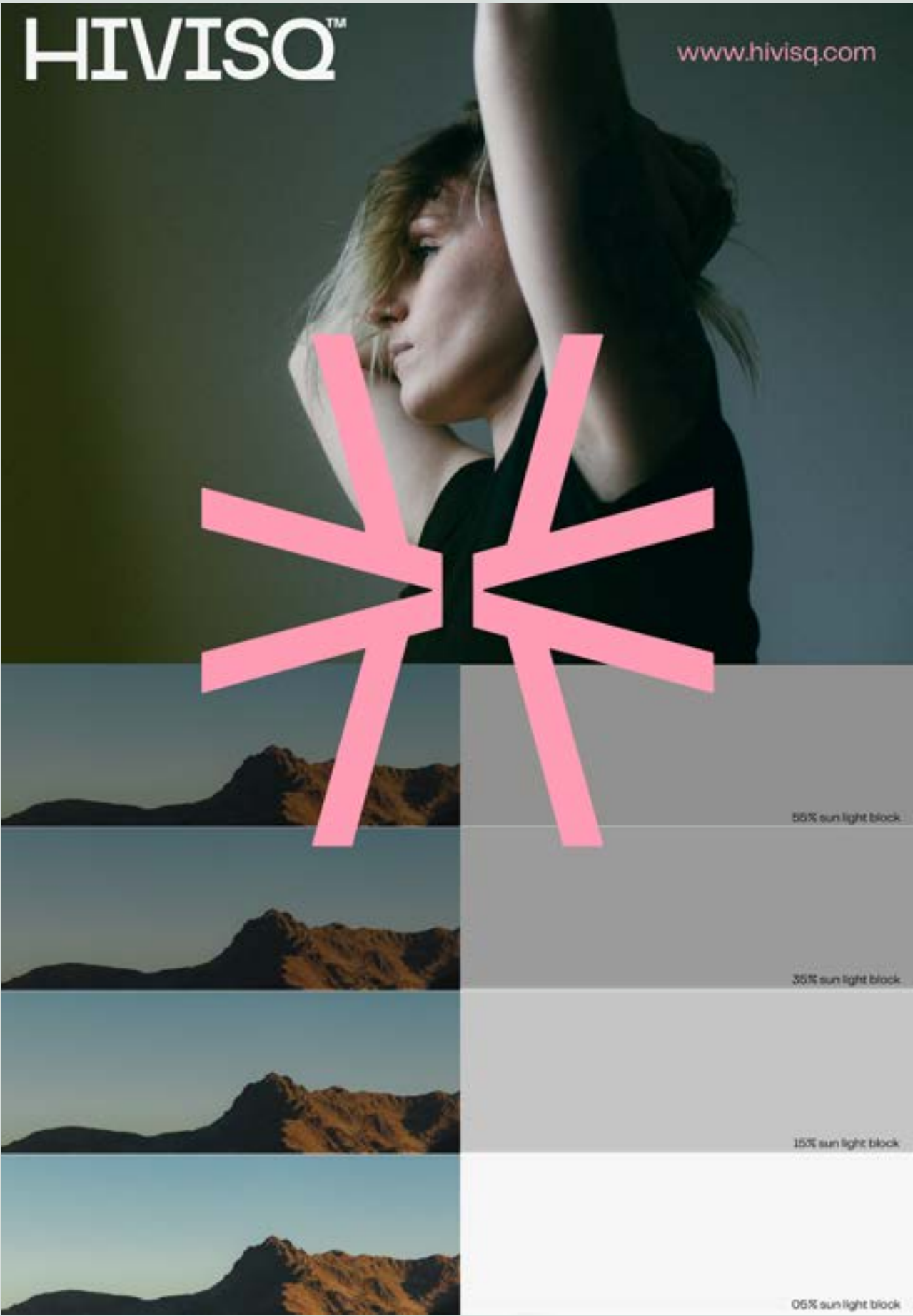
LIGHT ADAPTATIVE GLASS DEVICE.

# HIVISO<sup>TM</sup>











[32] BEAR

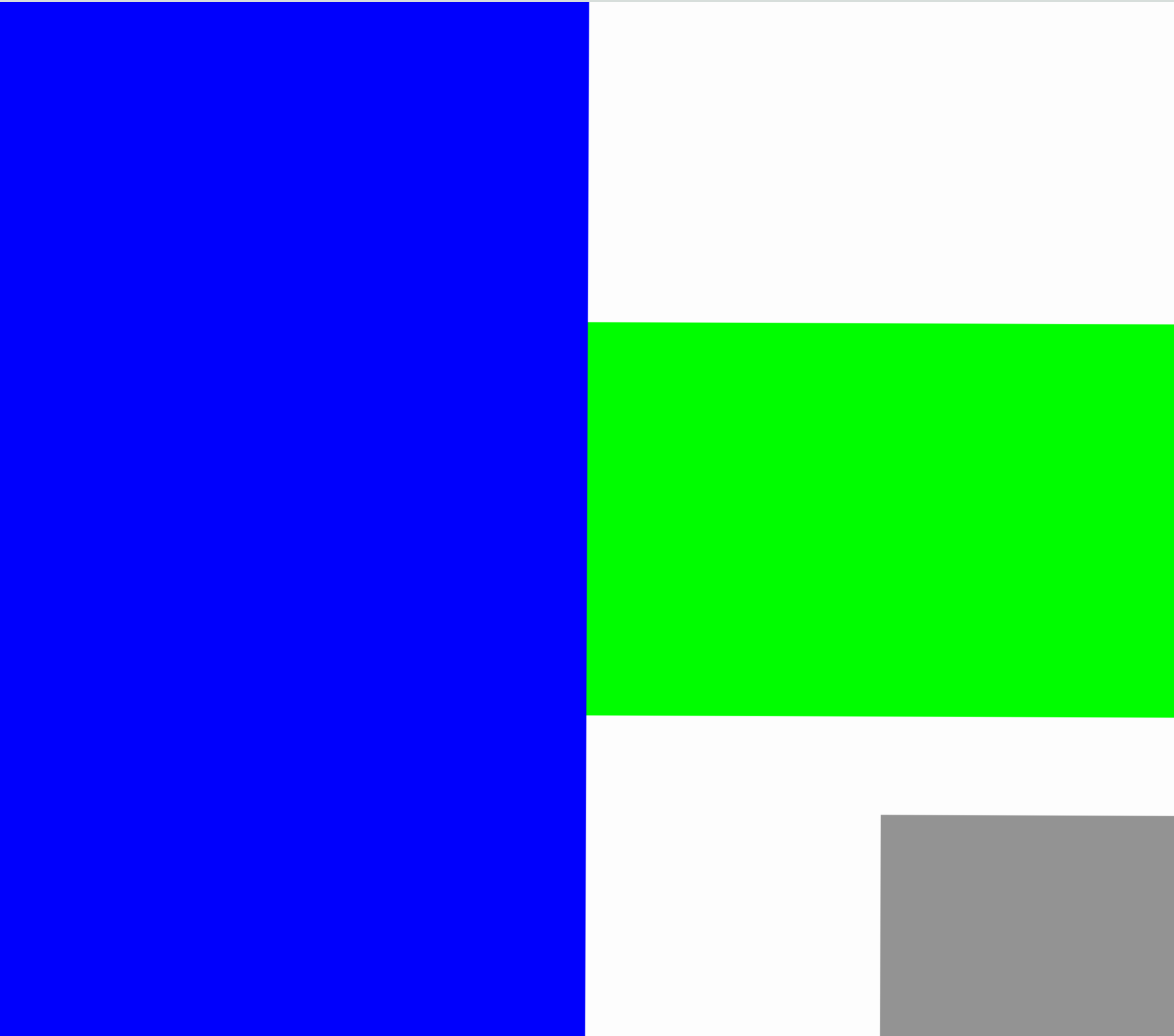


# “Forward Looking”

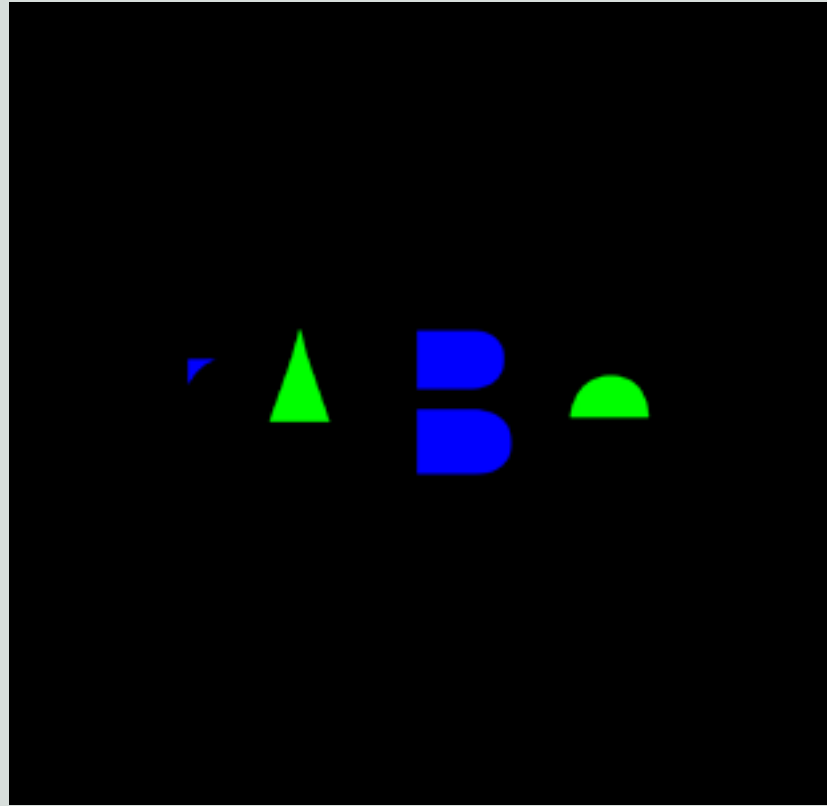
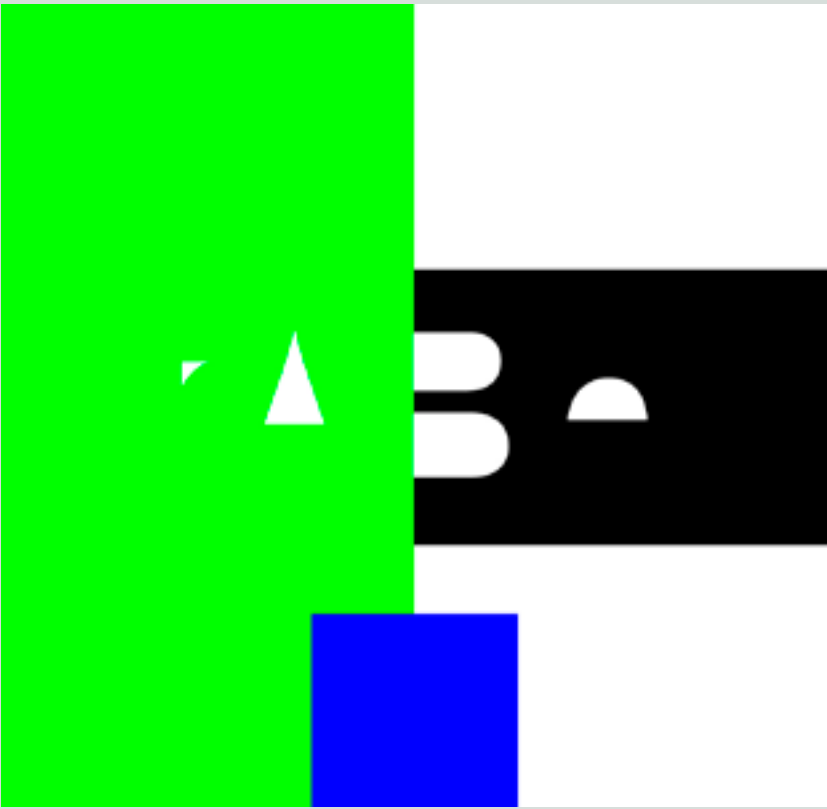
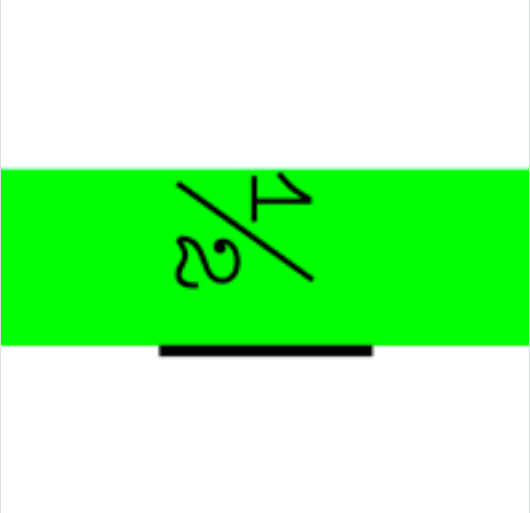
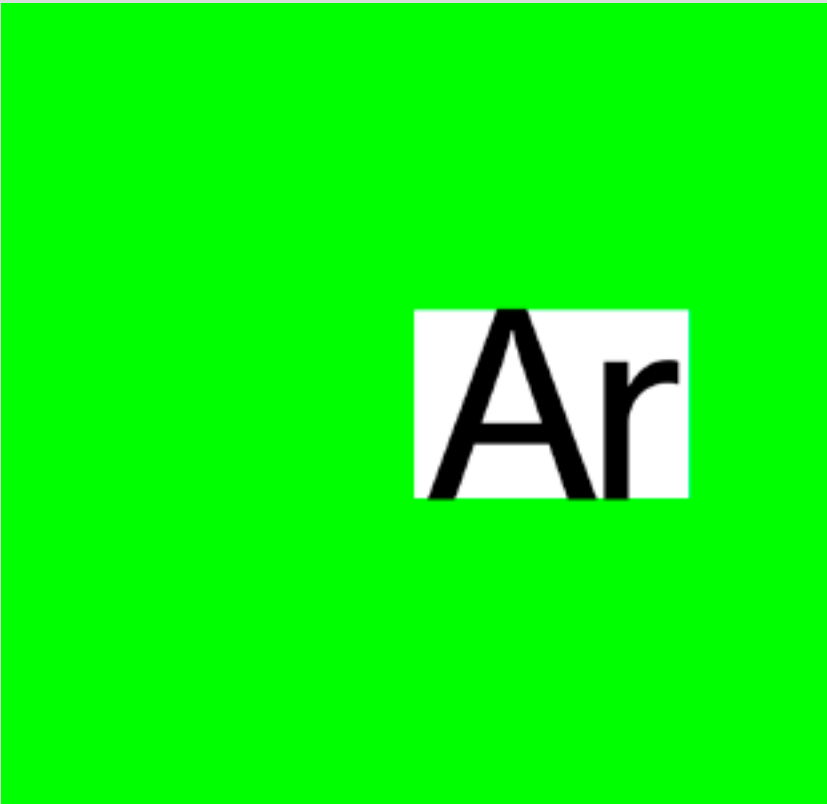
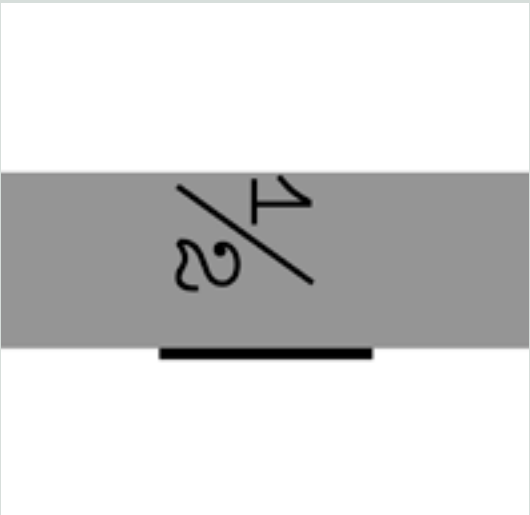
Bascular architecture studio between two action entities: The first one dedicated to personalized services, with a disruptive and transformative dimension. The second one, a space for exhibition and reflection on architecture as a discursive practice.

Credits

Design Cuchillo

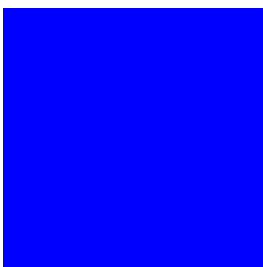
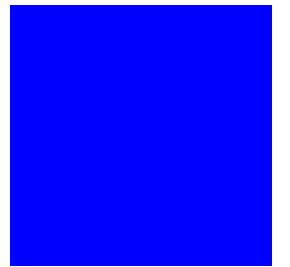
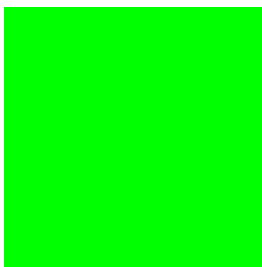
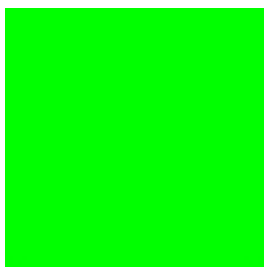
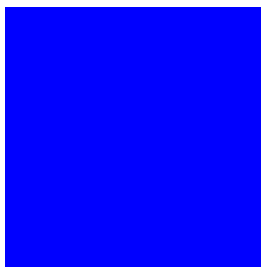
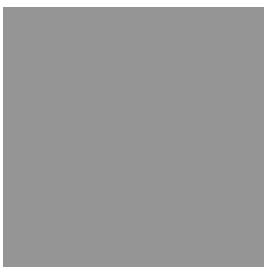
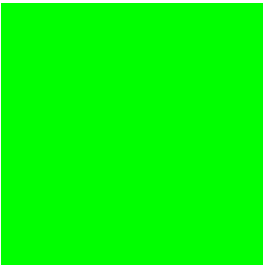
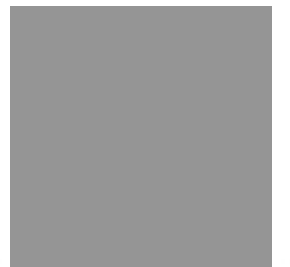
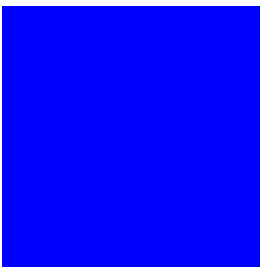
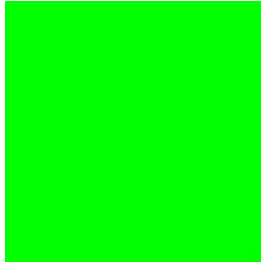




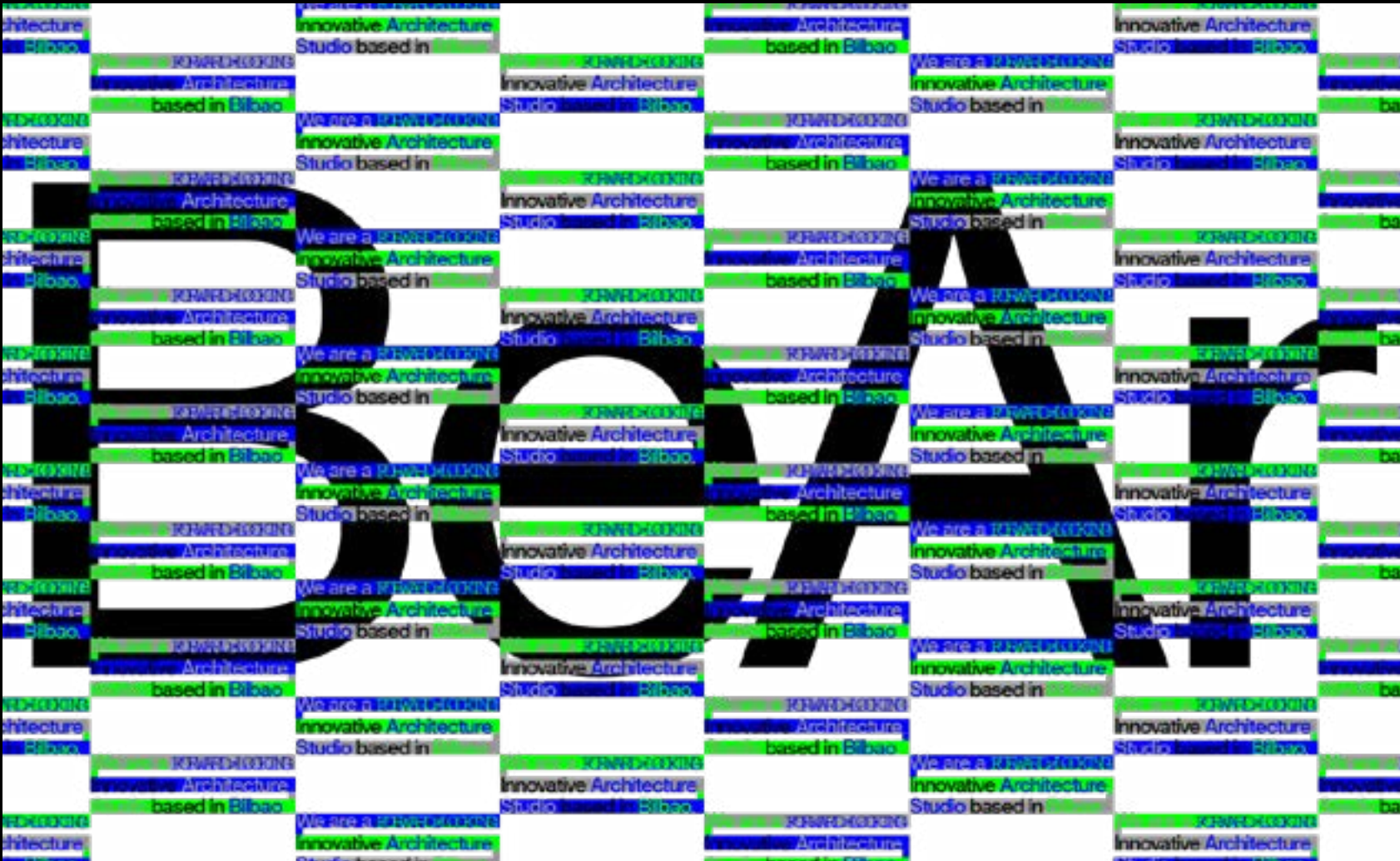




## Color

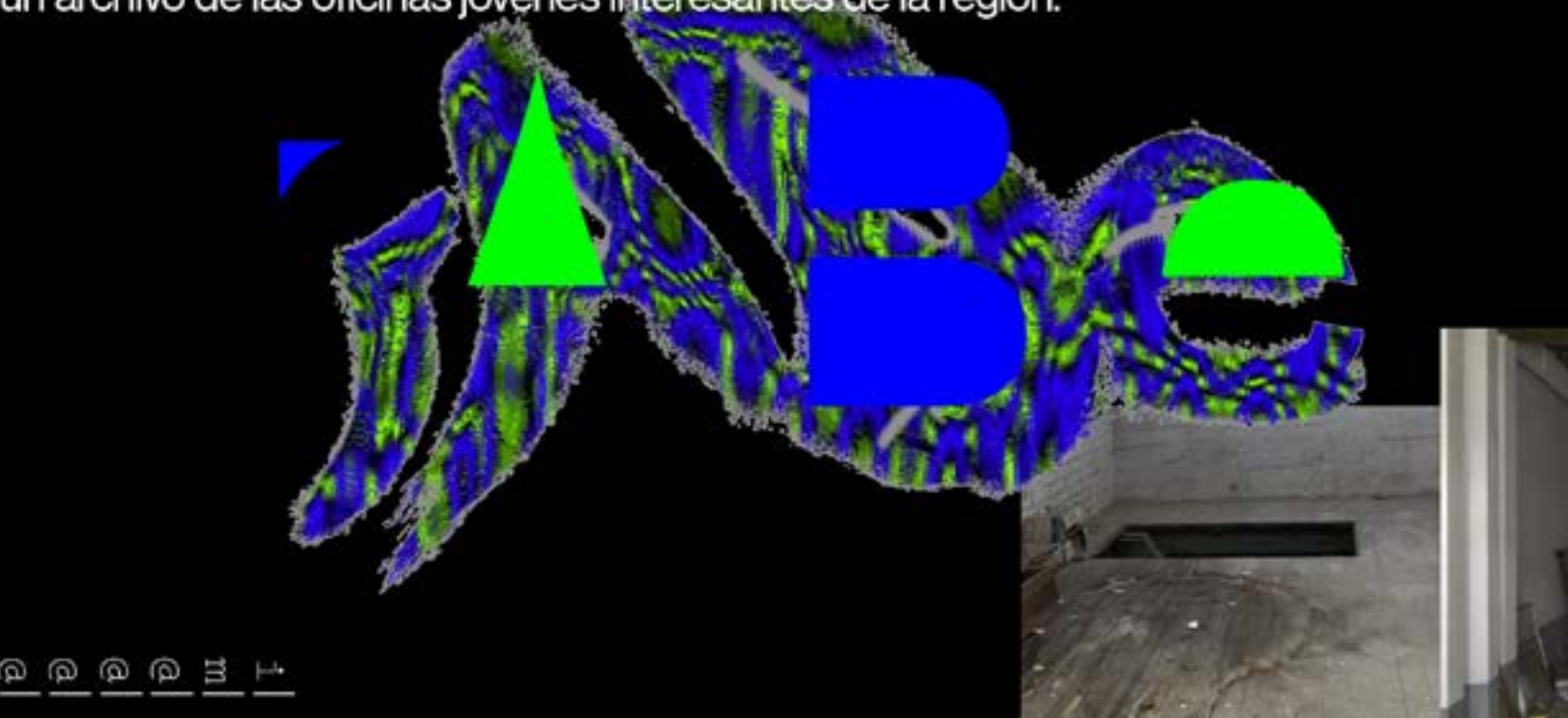






También somos un espacio de exposición y reflexión en torno a la arquitectura como práctica discursiva.

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 \_\_\_ Iñigo Berasategui y \_\_\_ Ane Arce.

FORWARD LOOKING

@\_bear\_architects @ @ @ \_ \_

# \_\_\_Beyond the wall

[DISEÑO]

for @ premio\_ganchegui  
at @ mugakbiental  
" " " Ongoing

Design by @ \_bear\_architects  
Curator @ estudio\_ganchegui  
Picture by @ inigo\_bear

[FILLER Q]

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

" Duis autem  
" Sit amet  
" Lorem ipsum dolor  
" Nonummy nibh eu  
" Tincidunt ut laoreet  
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" Tincidunt ut laoreet

" Ex ea  
" Obortis nisl  
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" Ex ea  
" Obortis nisl

↺ □ ↻







[33] DRS



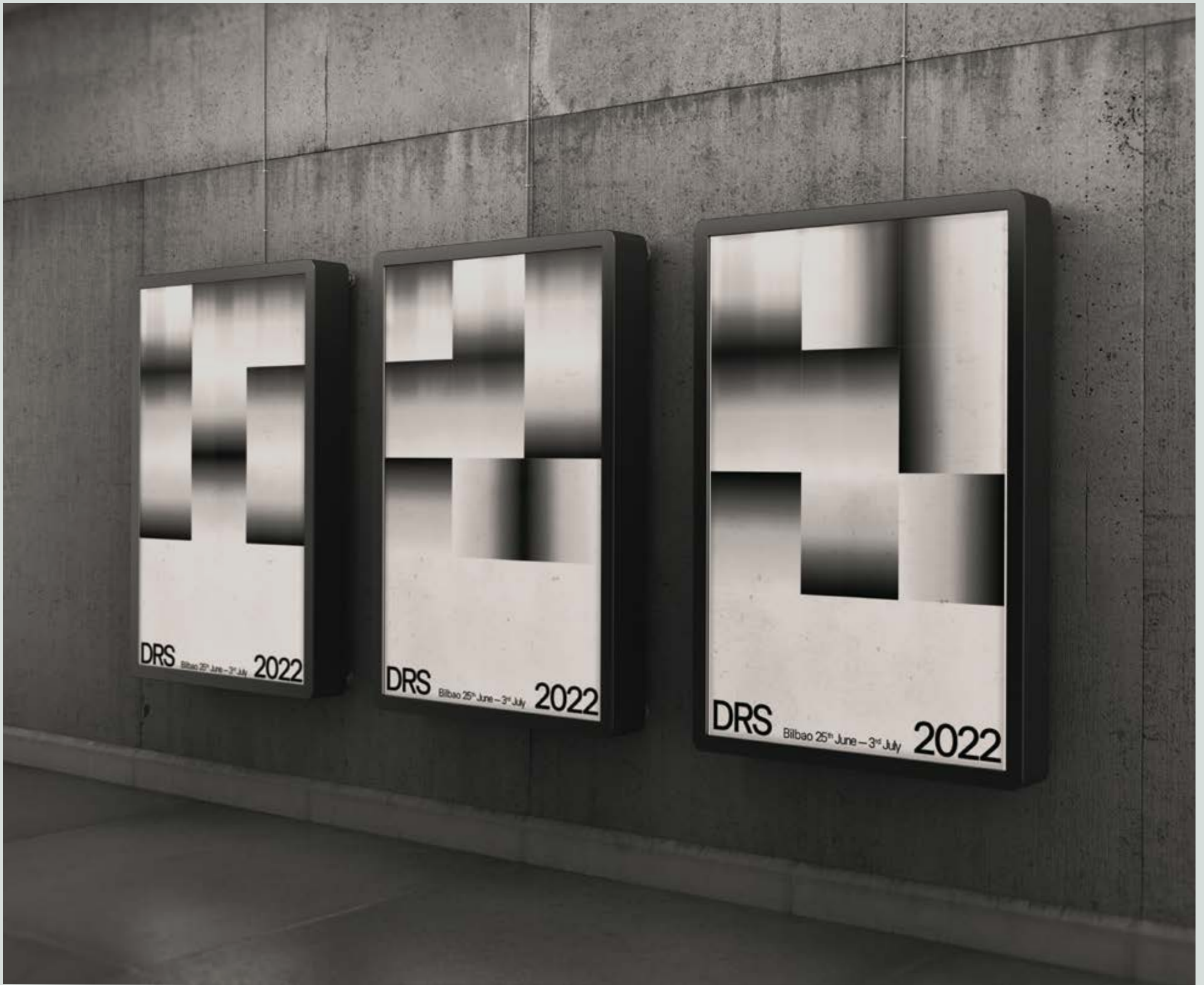
# “The Design Research Society”

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

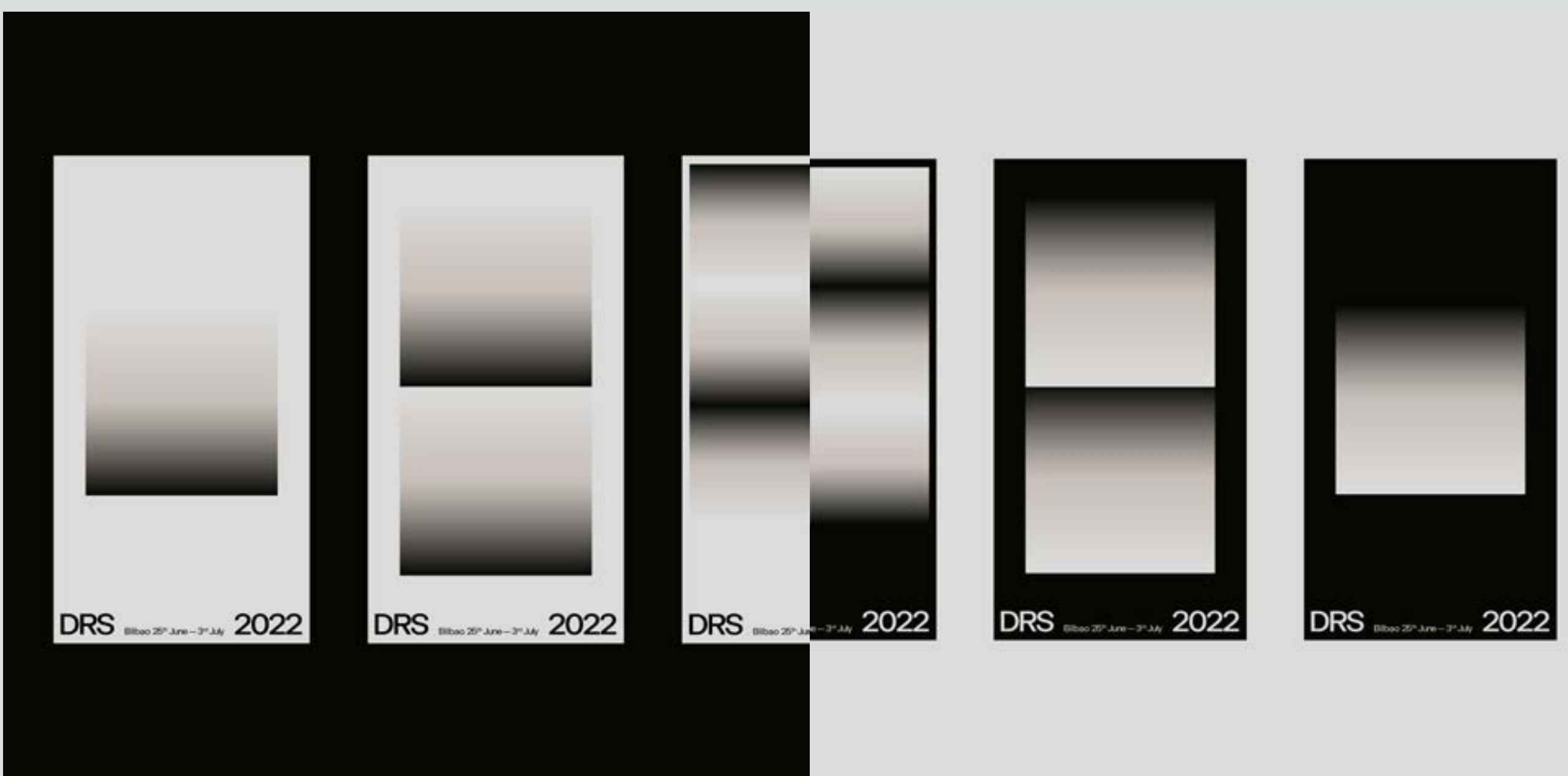
## Credits

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**







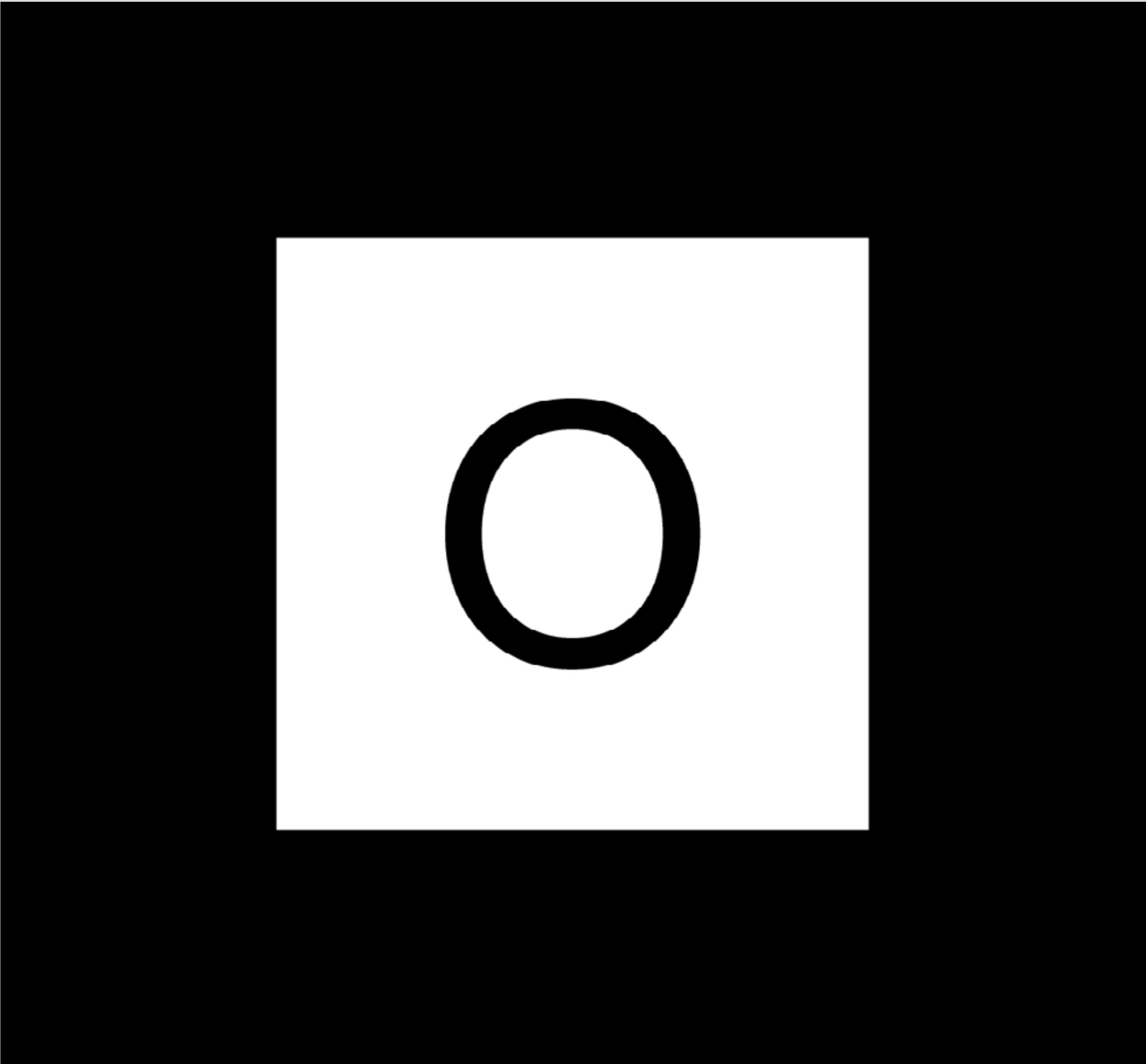
Its image is formed from the principle of construction/stacking of line and typography; arrangement, accommodation and dimensioning of the elements in space, resulting in a modular character for the brand. [somosobjeto.com](http://somosobjeto.com) follows the same graphic-structural guideline, housing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



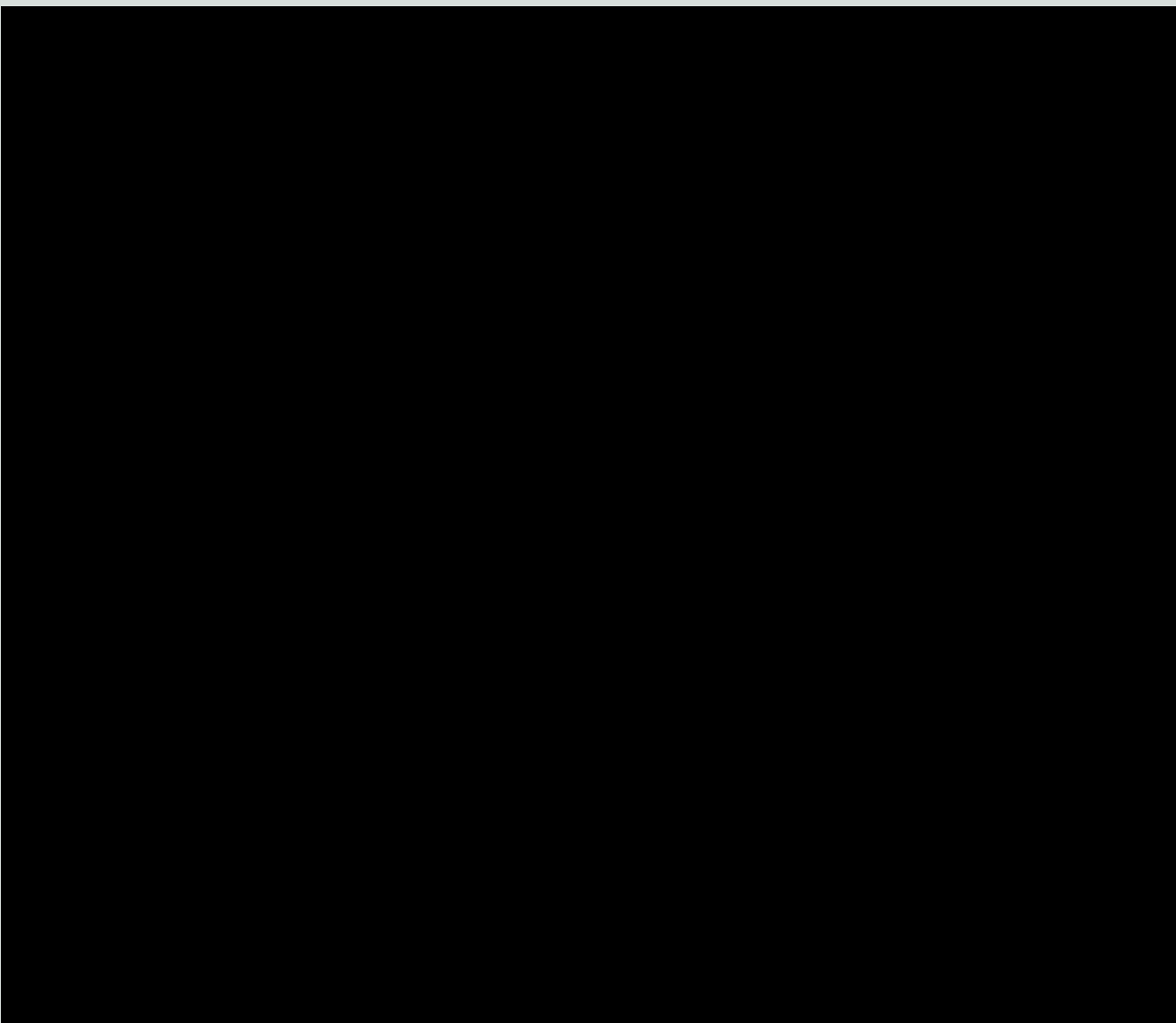
OBJECTO

Omnyto





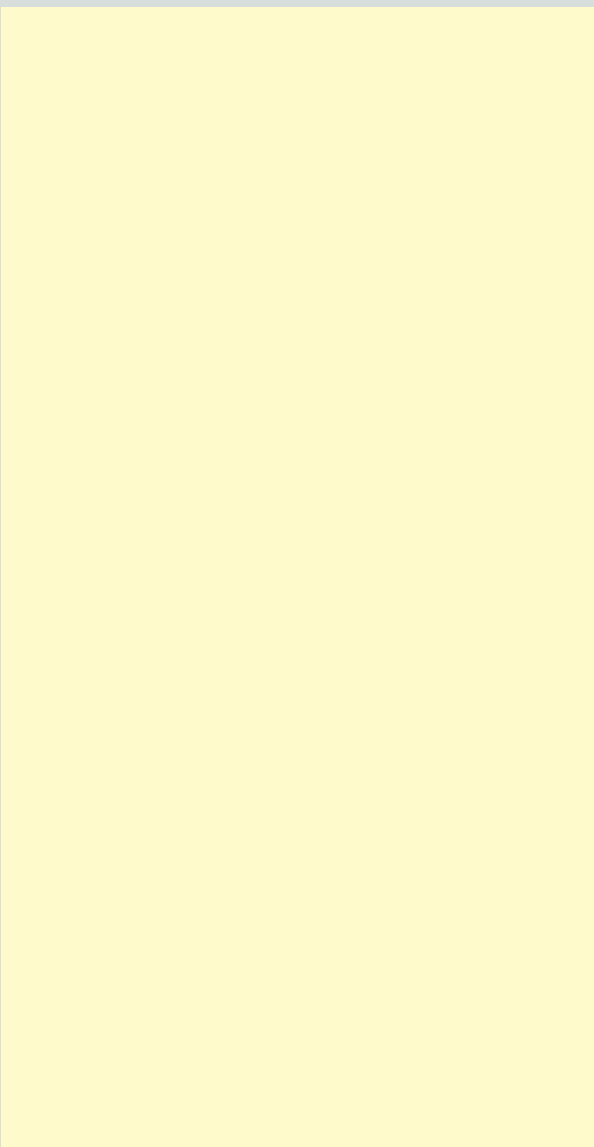
The brand is usually expressed & used in black on white.



Colour can be applied on the medium.














Auxiliar  
Colour  
A



Auxiliar  
Colour  
B



Tienda		[0]		Estudio	
Todo   Novedades   Mobiliario   Iluminación   Accesorios   Regalos					
		OBJETO			
					
					

Tienda

Estudio

Proyectos | Nosotros | Contacto

Diseño | Interiorismo | Arquitectura | Todos

Balt Barcelona

Pompeii Bilbao

Estudio Showroom

Casa TO


Casa PC II


The Big Tiny Coffee House

Txoko AYT

Casa ZGZ

OBJETO

Tienda		Estudio	
		Proyectos   Nosotros   Contacto	
		Diseño   Interiorismo   Arquitectura   Todos	
Balt Barcelona		+	
Pompeii Bilbao   Ver Imágenes			
Objeto® estuvo involucrado en la ejecución de la tienda en Bilbao de la marca española Pompeii Brand, con base en un proyecto del estudio madrileño "El Departamento", responsable de la imagen física de la marca. El proyecto buscó la reforma del local en la céntrica calle Ercilla, re-elaborando el espacio para adaptarse a el mediante la carpintería, que a su vez sirve como elemento de exposición.			
Ubicación: Bilbao			
Área: 20m2			
Fecha: 2019			
Cliente: Pompeii    Nuestro Rol: Dirección y ejecución de obra			
Imagen Anterior	Ampliar	Imagen Siguiente	Estudio Showroom
			Casa TO
			Casa PC II
			The Big Tiny Coffee House
			Txoko AYT
			Casa ZGZ
		OBJETO	

Tienda	[0]	Estudio
Novedades   Mobiliario   Iluminación   Accesorios   Regalos		
Sillas y Taburetes   Butacas   Sofás y Puffs   Mesas   Estanterías y Almacenaje   Exterior		
Bernard		
Con el objetivo de crear un diseño clásico nuevo y asequible con un atractivo moderno para las últimas generaciones futuras, Bernard de Shane Schneck explora el género de los sillones en un contexto contemporáneo. La yuxtaposición de un marco de madera maciza con una cubierta visualmente ligera crea una relación única entre los dos componentes, lo que da como resultado una silla cómoda y duradera con un lenguaje de diseño distintivo. El marco está elaborado en roble macizo o haya con diferentes acabados, y la cubierta deslizable está disponible en cuero o lona marina de uso industrial.		
Colores disponibles: Lona Negra   Lona Verde   Lona Cruda   Cuero Negro   Cuero Brandy   Cuero Natural		
Bases disponibles: Roble Negro   Roble Natural   Haya Beige Gris   Haya Verde		
Precio por unidad: 985,00€    Cantidad [0]    Añadir a cesta		-
Dorso		+
Plica Sprinkle		+
Mecedora Nub		+
		
OBJETO		



[35] IN56



# “Design, confort & vanguardism”

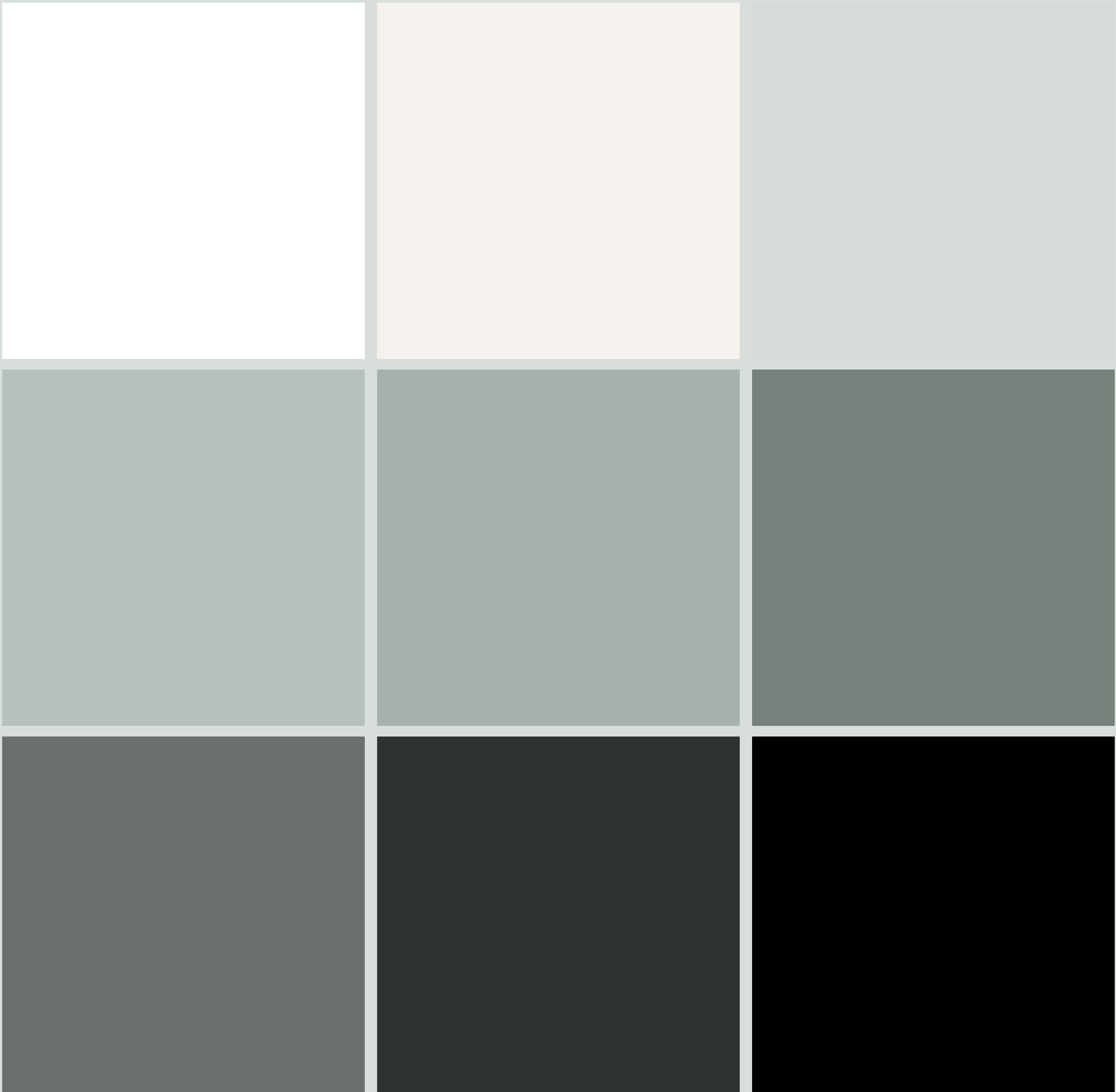
Visual identity & website for IN56, an interior design studio.

## Credits

Design&Code Cuchillo







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

PP EIKO

Aa

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

SWEET SANS PRO

Aa











[36] CANTEO

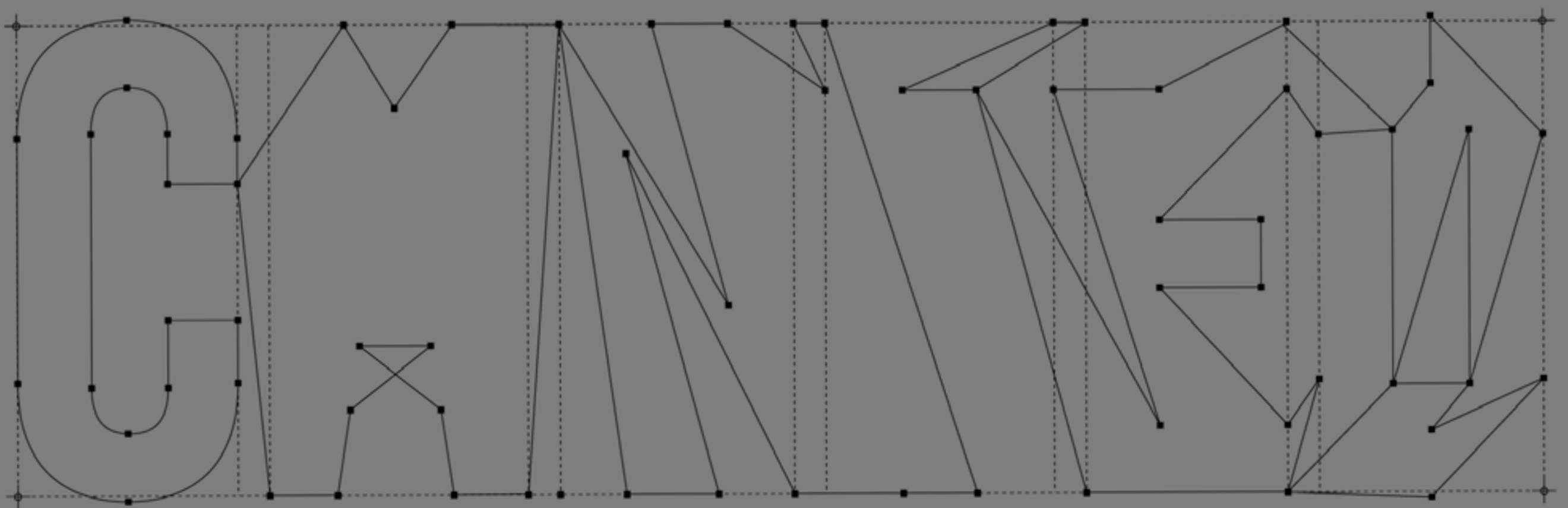


# “Challenging the Future of Architecture and Design”

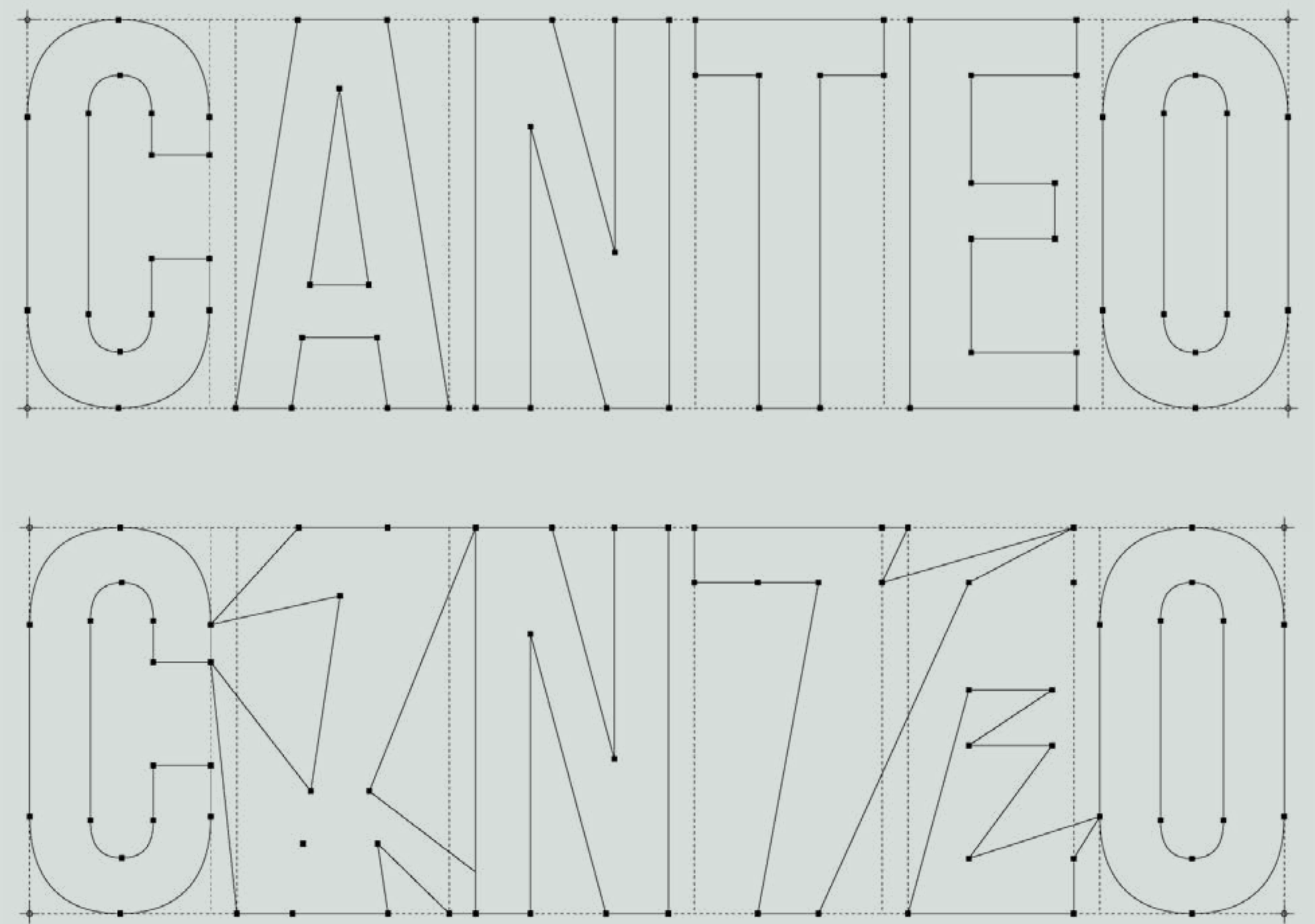
An independent creative collective which is focused on creating unique and exclusive hybrid spaces. It has a vision of integral design as a place of natural convergence for the disciplines of architecture, graphic & multimedia design, branding or event production.

Credits

Design&CodeCuchillo



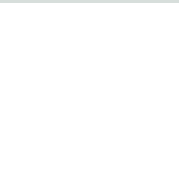




#000000



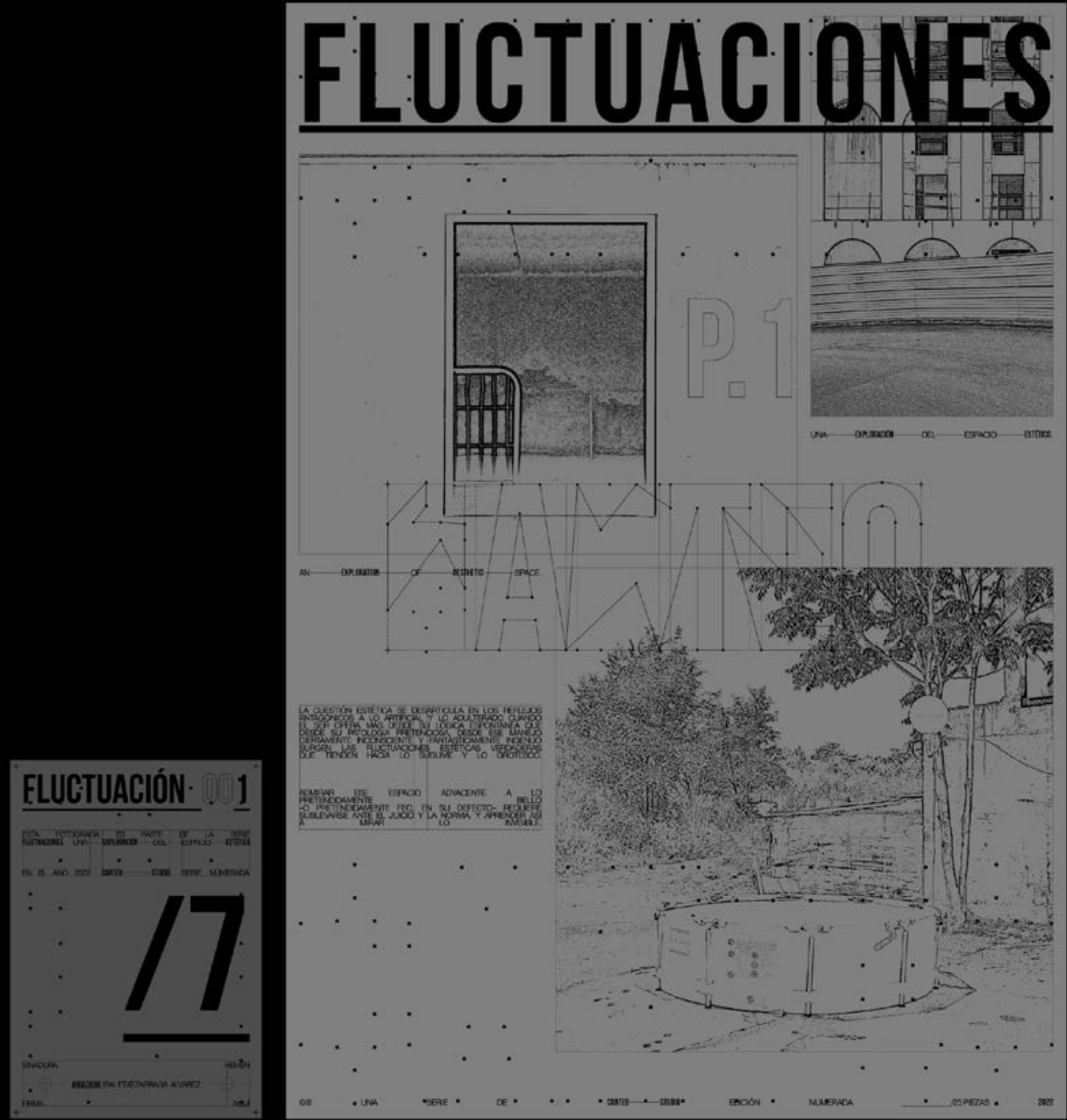
#808080



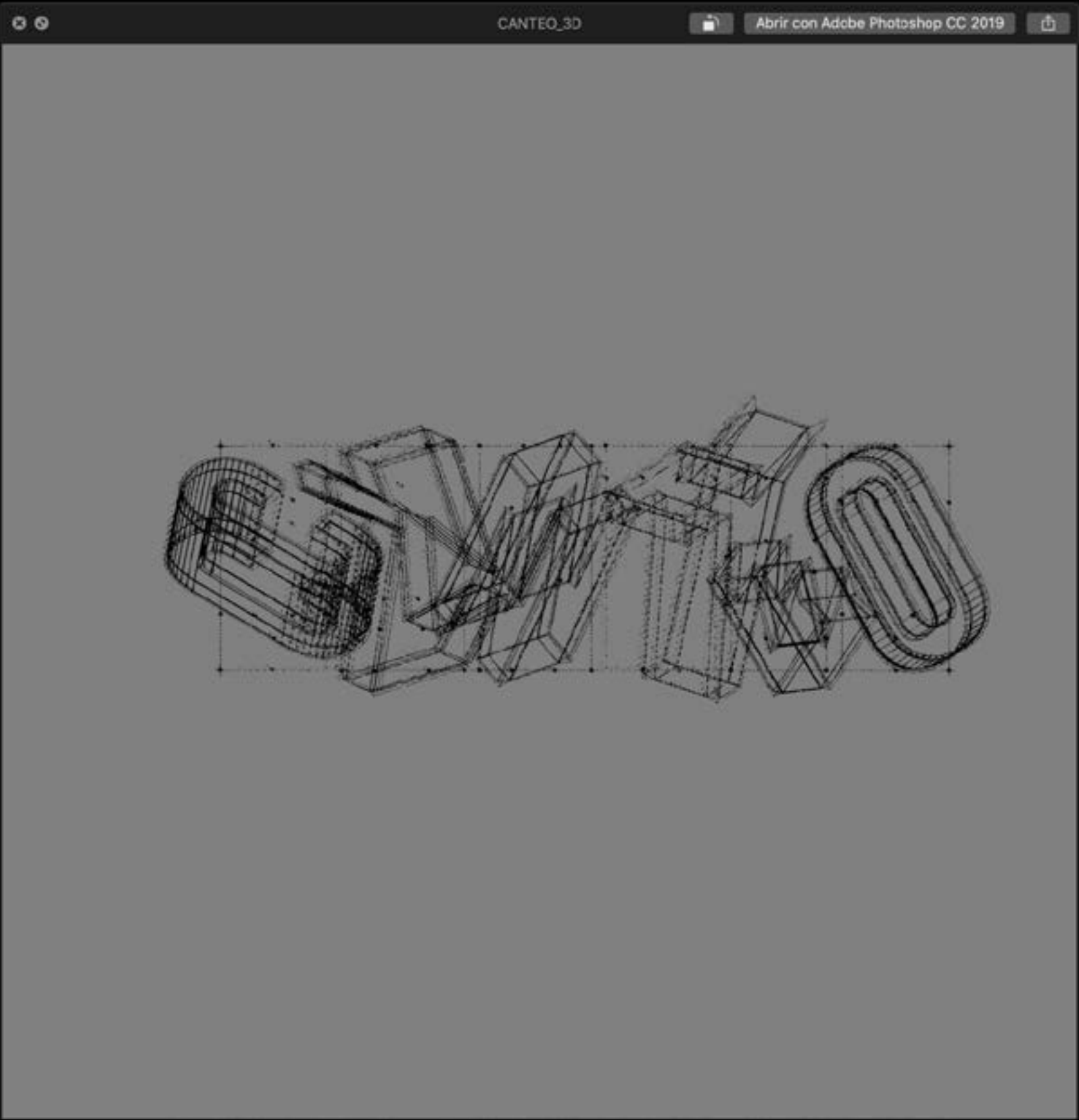
#ffffff

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











[37]

URRETXINDORRA



# “The real All Irons”

A project that emphasizes the values of play, fun, socialization and participation above competition and spectacle.

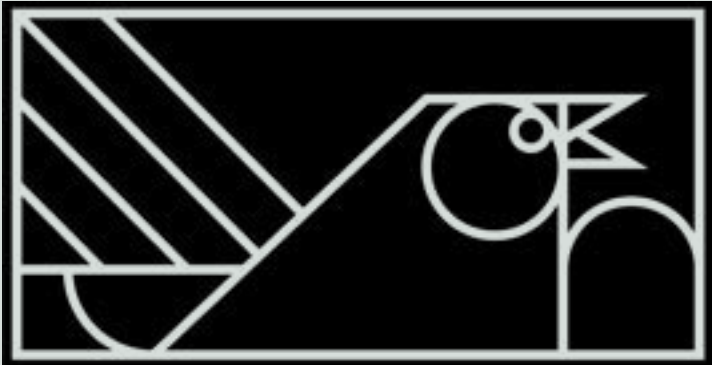
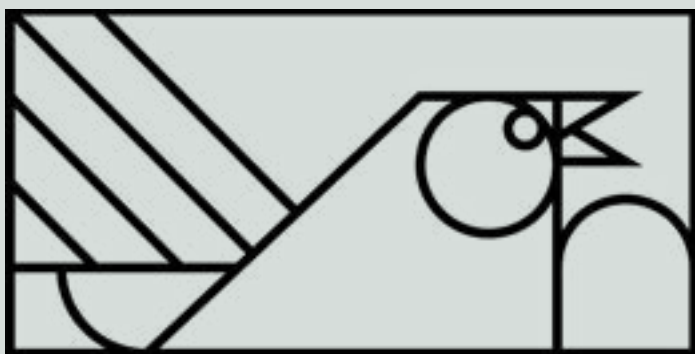
## Credits

Design Cuchillo

Photography La Absurda Zurda





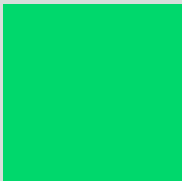


Urretxindorra  
K.E. 1995

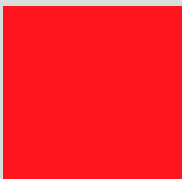


The nightingale is the central theme of the club's identity. The shape was worked from geometry to simplify it, establishing the mascot as a symbol of identity.

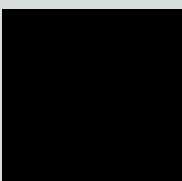
It was finally decided to respect the club & the fans' identity code.



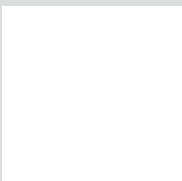
#00d86c



#ff151d



#000000



#ffffff







[38] REAL ENGLISH



# “El inglés que no da pereza”

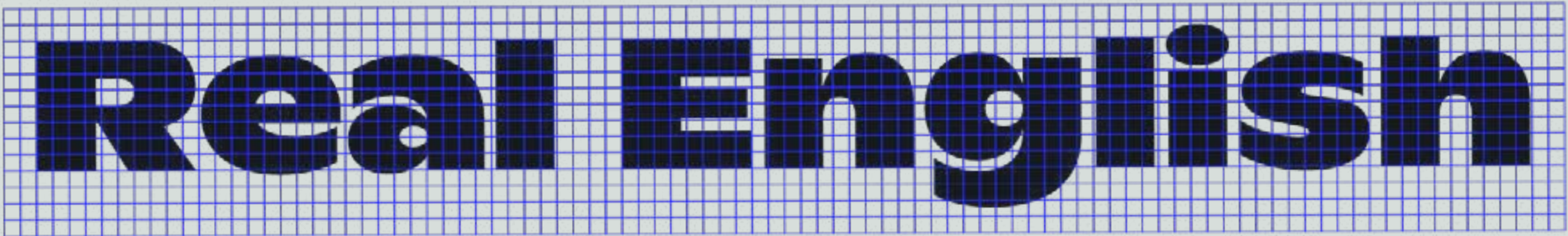
Identity & brand imaginary for Real English, an English academy that kicks with a fresh & dinamic methodology.

Credits

Design Cuchillo







Real English

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.

					
R 255 G 51 B 51	R 41 G 41 B 255	R 0 G 140 B 69	R 221 G 255 B 29	R 23 G 27 B 31	R 222 G 222 B 222
C 0 M 87 Y 74 K 0	C 90 M 73 Y 0 K 0	C 85 M 18 Y 92 K 4	C 24 M 0 Y 100 K 0	C 83 M 70 Y 58 K 79	C 16 M 11 Y 12 K 0
#FF3333	#2929FF	#008C45	#DDFF1D	#171B1F	#DEDEDE

ABC Ginto Nord Black

ABC Ginto Nord Medium

Teodor Extrabold

Proxima Nova



Real English

INFOCURSOSTEAMCONTACTONEWS

Prueba tu pronunciación

¡HAZ CLIC ABAJO PARA PROBAR EL JUEGO Y CORRIGE TU PRONUNCIACIÓN!

OrangeChickenKitchenRestaurantClap

PurpleLettuceAstronautMountainDrum

PrawnStrawberryBaconBurgerBass

LemonSpinachIslandDirectorDrumrollRandom

Play

SLOWER

FASTER

Choose your destiny

Estas navegando a través de la experiencia OFFLINE de Real English

GO ONLINE

Real English

INFOCURSOSTEAMCONTACTONEWS

olvidarlas

Escapamos de convencionalismos académicos y apostamos por una metodología fresca y dinámica, basada en fortalecer la expresión oral mediante la conversación.

Aunque eso si, aquí nadie se libra de los deberes ;)

PERFECT MATCH

RIGOR RIGOR RIGOR RIGOR

meets

VERSION

99,99%

De alumnos confirman: somos la academia de inglés que no da pereza.

100%

De nuestros profes viven su vocación motivados como nunca antes.

Tutorías de auxilio los viernes

Si el colegio se te hace cuesta-arriba, te proponemos un refuerzo escolar con tutorías los viernes a partir de las 19:00

Real English

INFOCURSOSTEAMCONTACTONEWS

General English

Hasta 7+

General English

Hasta 14+

General English

14+ 99

Desafios

First Certificate

Desafios

Advanced

Desafios

Proficiency

Profes a prueba

Summer Camp

Exam Preparation Intensivos





**100%**  
**REAL**  
**NOT  
FAKE**



[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

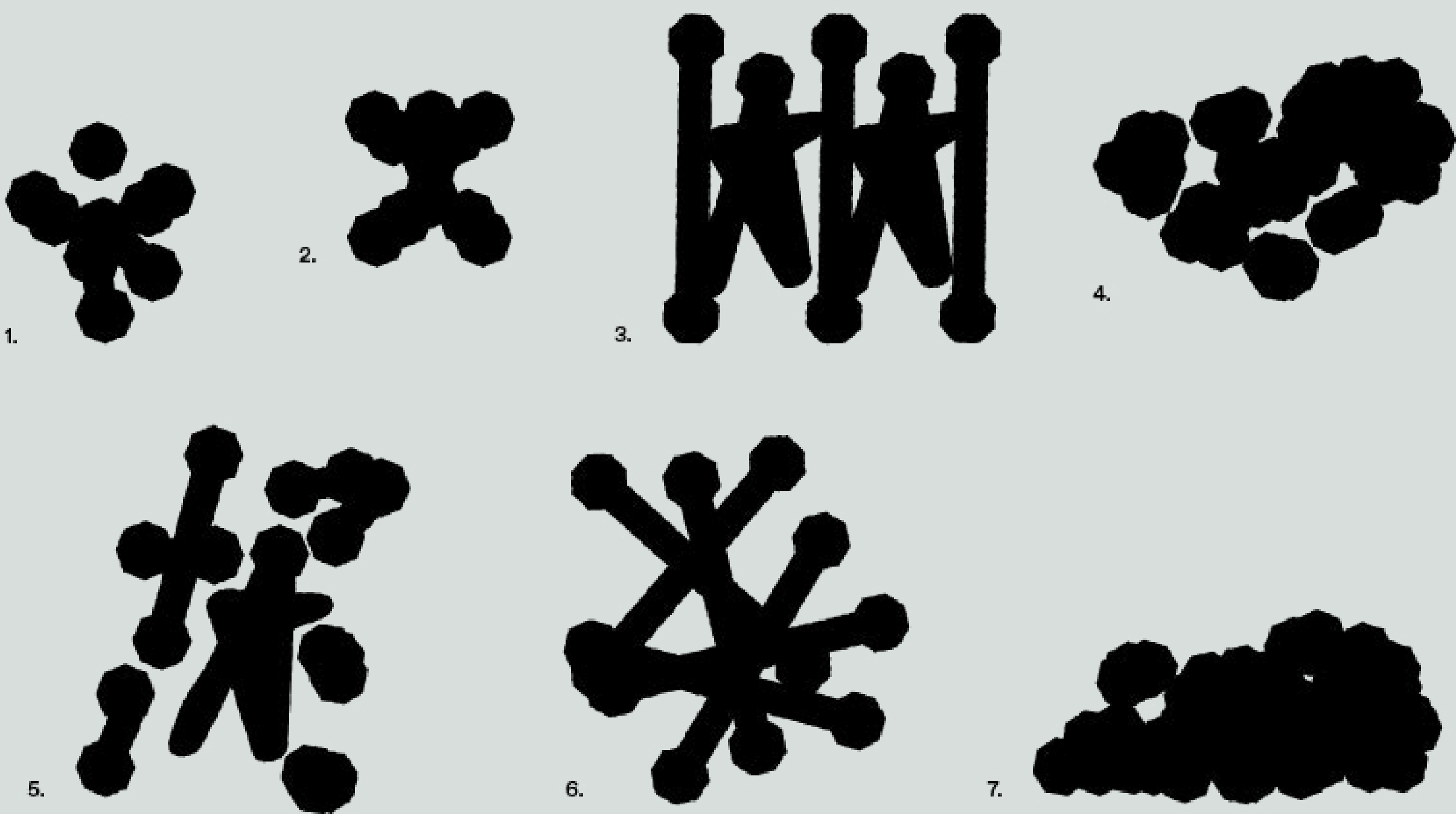
Architectural Design BeAr Architects





# NEKROPOLIA

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.



- 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



MIRADOR SUR

TRADICIÓN

EL CEMENTERIO DE  
LEGAÑO Y SUERMITA

EL AGIMIENTO DE SAN PEDRO DE BERRIZ

Por condicionantes del paisaje natural (topografía del terreno y vegetación), así como la no  
aparición en las ruinas arqueológicas, se han empleado 2 en los extremos N y S ("cruces")  
y uno en el noroeste (surco - excavación). Cada uno de ellos ofrece perspectivas cruciales  
del sitio y su uso contextual a lo largo del tiempo, de manera que, al leer la lógica

discursiva en base al análisis de la documentación histórica arqueológica.

ESCENARIO CENTRO

MEMORIA

SACRED PLACE: EL RITO  
DE DAR SEPULTURA

ENTERRAR (SIGLOS IX-XIX)

Por condicionantes del paisaje natural (topografía del terreno y vegetación), así como la no  
aparición en las ruinas arqueológicas, se han empleado 2 en los extremos N y S ("cruces")  
y uno en el noroeste (surco - excavación). Cada uno de ellos ofrece perspectivas cruciales  
del sitio y su uso contextual a lo largo del tiempo, de manera que, al leer la lógica

discursiva en base al análisis de la documentación histórica arqueológica.

MIRADOR NORTE

COSTUMBRE(S)

COMO ENTIERRAN  
DESDE EL SIGLO IX

TUMBAS MEDIEVALES (SIGLOS IX-XIX)

Por condicionantes del paisaje natural (topografía del terreno y vegetación), así como la no  
aparición en las ruinas arqueológicas, se han empleado 2 en los extremos N y S ("cruces")  
y uno en el noroeste (surco - excavación). Cada uno de ellos ofrece perspectivas cruciales  
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MIRADOR SUR

TRADICIÓN

EL CEMENTERIO DE  
LEGAÑO Y SUERMITA

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del sitio y su uso contextual a lo largo del tiempo, de manera que, al leer la lógica

discursiva en base al análisis de la documentación histórica arqueológica.

ESCENARIO CENTRO

MEMORIA

SACRED PLACE: EL RITO  
DE DAR SEPULTURA

ENTERRAR (SIGLOS IX-XIX)

Por condicionantes del paisaje natural (topografía del terreno y vegetación), así como la no  
aparición en las ruinas arqueológicas, se han empleado 2 en los extremos N y S ("cruces")  
y uno en el noroeste (surco - excavación). Cada uno de ellos ofrece perspectivas cruciales  
del sitio y su uso contextual a lo largo del tiempo, de manera que, al leer la lógica

discursiva en base al análisis de la documentación histórica arqueológica.

MIRADOR NORTE

COSTUMBRE(S)

COMO ENTIERRAN  
DESDE EL SIGLO IX

TUMBAS MEDIEVALES (SIGLOS IX-XIX)

Por condicionantes del paisaje natural (topografía del terreno y vegetación), así como la no  
aparición en las ruinas arqueológicas, se han empleado 2 en los extremos N y S ("cruces")  
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del sitio y su uso contextual a lo largo del tiempo, de manera que, al leer la lógica

discursiva en base al análisis de la documentación histórica arqueológica.



# CEMENTERIO ERMITA

ESTÁS AQUÍ  
HERMEN ZARDE

EUNTSEZKO PUNTUAK  
Puntos Clave

1+2 ERDI AROKO EHORZKETA  
Enterramiento E.medieval

3 ARO GARA IKIDEKO EHORZKETA  
Enterramiento E.contemporánea

4 EZUR-HONDAKINAK  
Restos óseos

5 HILOBIETAKO LAUZAK  
Losas sepulcrales

6 GURTZA KAPILA  
Capilla de culto

7 SARRERAKO ATEA  
Puerta de entrada

8 ERMITAREN HORMA  
Muro de la ermita

(SIGLOS IX-XIX)

# HILERRIA

ESTÁS AQUÍ  
HERMEN ZARDE

EUNTSEZKO PUNTUAK  
Puntos Clave

1+2 ERDI AROKO EHORZKETA  
Enterramiento E.medieval

3 ARO GARA IKIDEKO EHORZKETA  
Enterramiento E.contemporánea

4 EZUR-HONDAKINAK  
Restos óseos

5 HILOBIETAKO LAUZAK  
Losas sepulcrales

6 GURTZA KAPILA  
Capilla de culto

7 SARRERAKO ATEA  
Puerta de entrada

8 ERMITAREN HORMA  
Muro de la ermita

(SIGLOS IX-XIX)



[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.

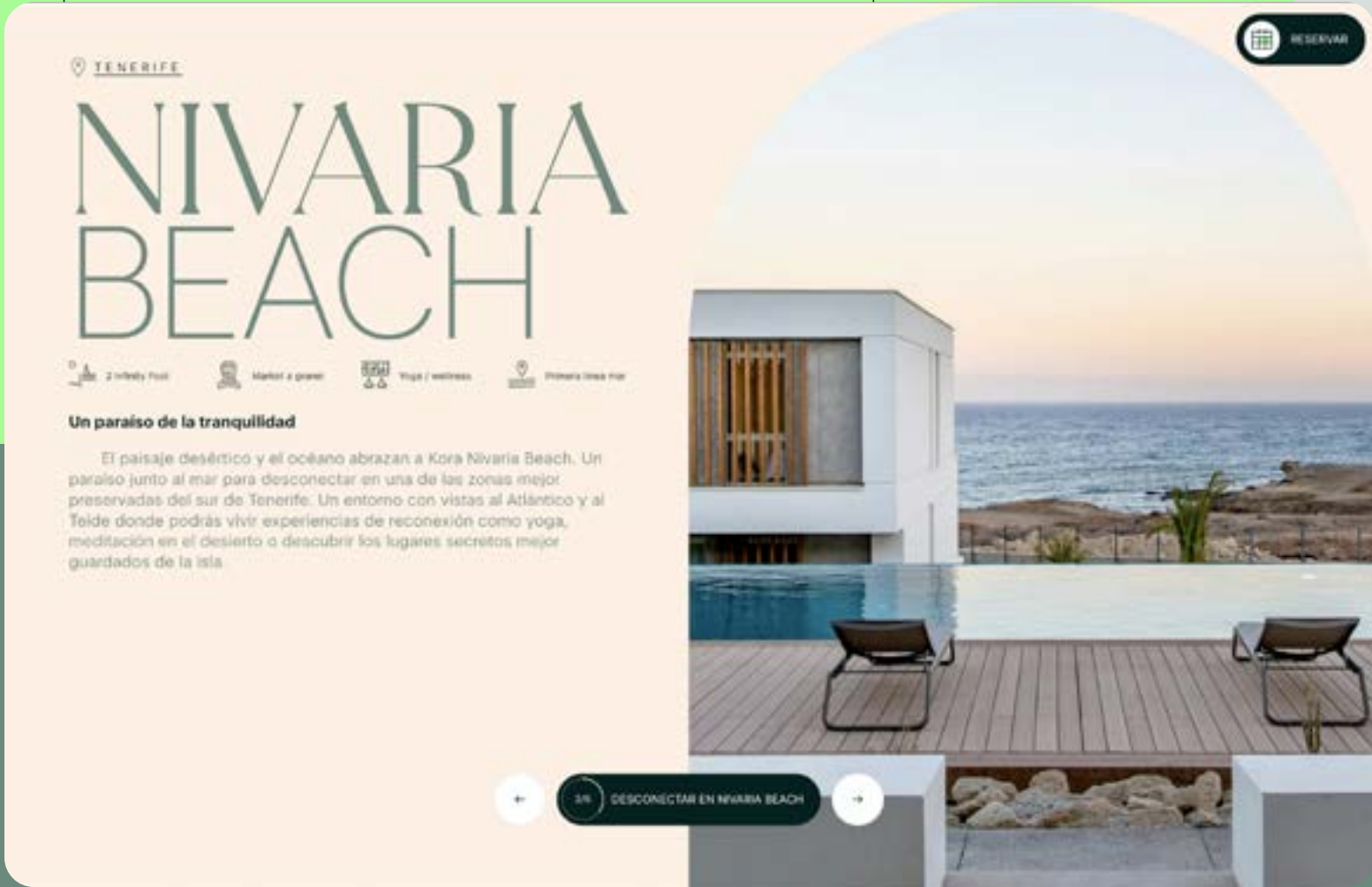
## Credits

Design Cuchillo  
Video Trufó

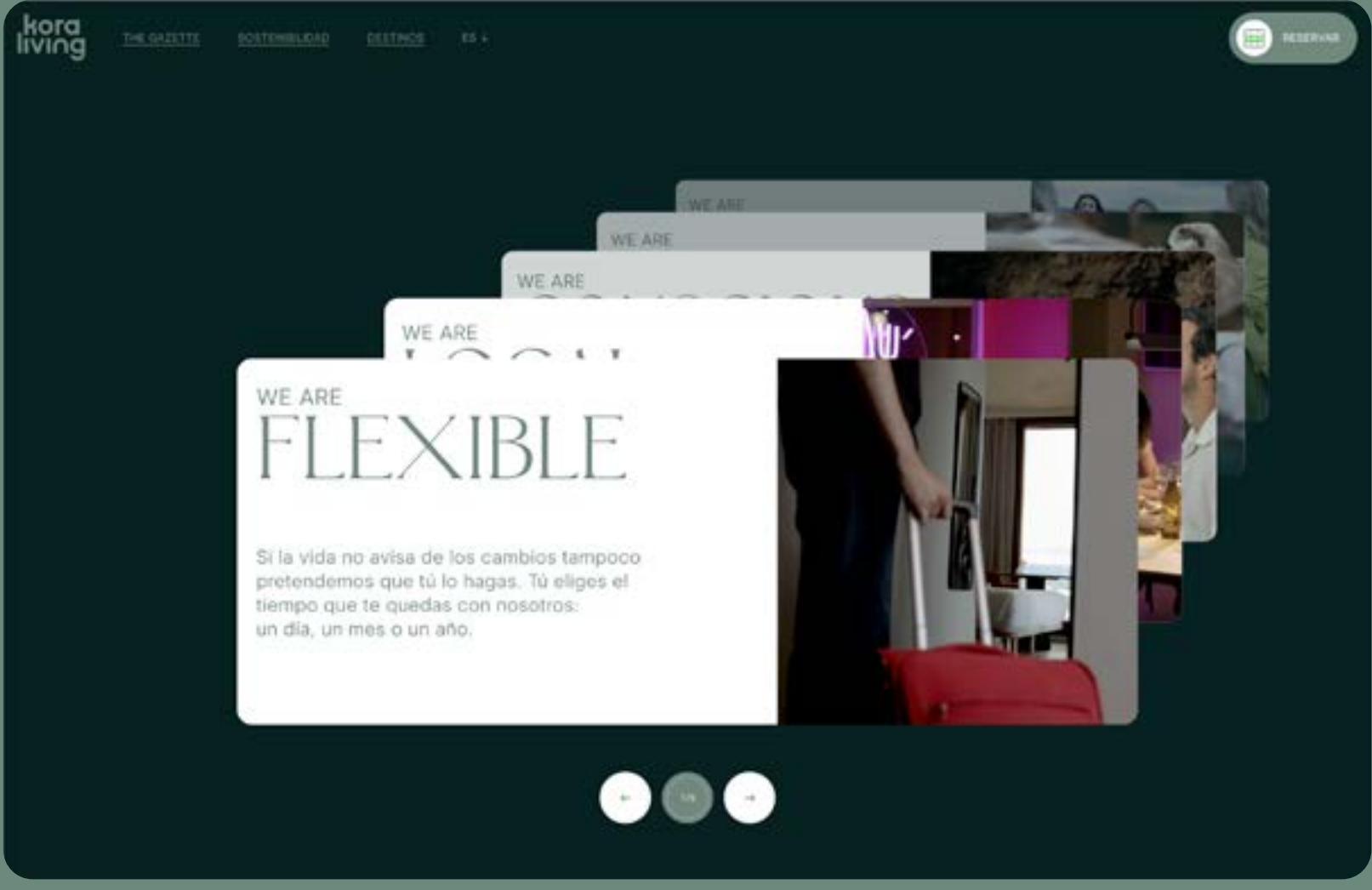
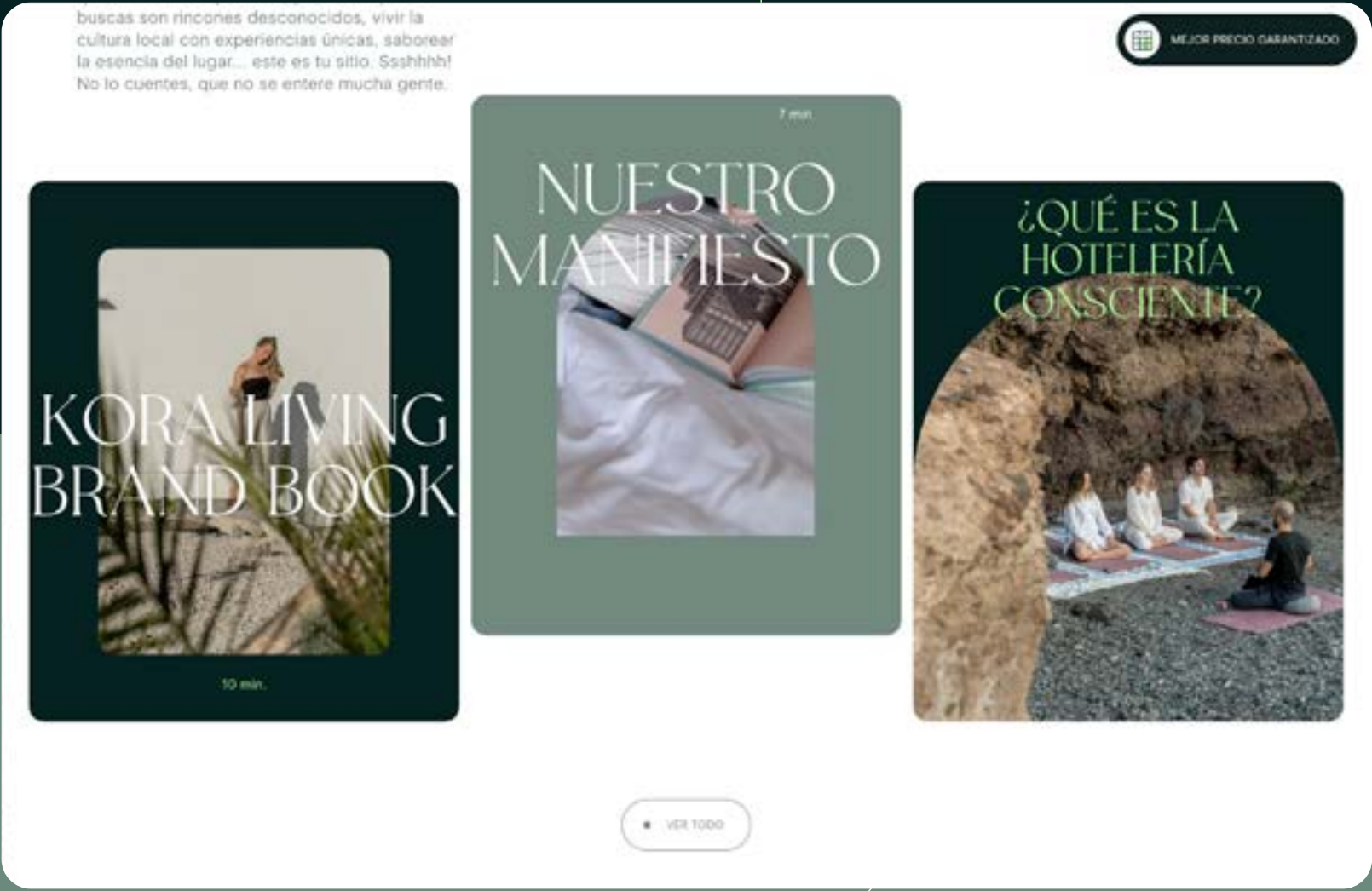


FLEXIBLE  
BY  
NATURE











[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

TE BRANDS \* ALL THE PRODUCTS ARE AVAILABRLE IN  
[MAD] STORES \* ENTER THE METAVERSE AS A  
THE 10 YEARS OF FOOTDISTRICT® \* CUSTOMIZE YOUR  
ATAR WITH YOUR FAVORITE BRANDS \* ALL THE PRODUC  
E AVAILABLE IN OUR [BCN] AND [MAD] STORES \* EN  
E METAVERSE AS A PART OF THE 10 YEARS OF FOOTDI  
ICT® \* CUSTOMIZE YOUR AVATAR WITH YOUR FAVORITE  
ANDS \* ALL THE PRODUCTS ARE AVAILABLE IN OUR [M  
[MAD] STORES \* ENTER THE METAVERSE AS A PART U  
E 10 YEARS OF FOOTDISTRICT® \* CUSTOMIZE YOUR AV  
TH YOUR FAVORITE BRANDS \* ALL THE PRODUCTS ARE  
AILABLE IN OUR [BCN] AND [MAD] STORES \* ENTER T  
TAVERSE AS A PART OF THE 10 YEARS OF FOOTDISTRI  
CUSTOMIZE YOUR AVATAR WITH YOUR FAVDRITE BRANDS  
L THE PRODUCTS ARE AVAILABRLE IN OUR [BCN] AND  
ORES \* ENTER THE METAVERSE AS A PART OF THE 10  
ARS OF FOOTDISTRICT® \* CUSTOMIZE YOUR AVATAR WI  
UR FAVORITE BRANDS \* ALL THE PRODUCTS ARE AVAIL  
IN OUR [BCN] AND [MAD] STORES \* ENTER THE META  
AS A PART OF THE 10 YEARS OF FOOTDISTRICT® \* C  
MIZE YOUR AVATAR WITH YOUR FAVORITE BRANDS \* AI



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 Grotesk<sup>1</sup> & Meryn<sup>2</sup>

1.

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

2.











[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



EL OCEÁNO 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





TERRA PROJECT

+INFO . EN .

0238 kg RESIDUOS RECOGIDOS (+)

0117 kg PLASTICOS

0192 TOALLITAS

0865 COLILLAS

01,5 kg METAL

17,2 kg OTROS

FASE III

AQUÍ ES DONDE VA EL TÍTULO DE LA PARTE III.

FASE III

AQUÍ ES DONDE VA EL TÍTULO DE LA PARTE III.

FASE III

AQUÍ ES DONDE VA EL TÍTULO DE LA PARTE III.

UN PROYECTO SOSTENIBLE DE FOOTDISTRICT® + NIKE™

TERRA PROJECT

+INFO . EN .

0238 kg RESIDUOS RECOGIDOS (+)

VÍA FERRATA  
SOBRE LA  
COSTA  
BRAVA

TEMPORADA II

LA SEGUNDA TEMPORADA DE TERRA PROJECT SIGUE PERSIGUIENDO EL INTERMINABLE CICLO DEL AGUA, DESDE LAS CUMBRES DE LAS MONTAÑAS HASTA EL MAR, Y CUANTO MÁS APRENDEMOS, MÁS NOS MUESTRA EL PLANETA.

En nuestro recorrido incansable siguiendo el ciclo del agua, el pasado 21 de mayo un equipo formado por FOOTDISTRICT, NIKE ACG y OCEAN52 junto a las personas seleccionadas para participar en la tercera outdoor experience de terra project, viajamos a las famosas costas mediterráneas de la costa brava para expedimentar la

NIKE ACG FLEECE JACKET

NIKE ACG MEN'S T-SHIRT

NIKE ACG MOUNTAIN FLY GORE-TEX

ÚNETE AL CAMBIO

RELLENA EL FORMULARIO PARA RECIBIR TODAS LAS ACTUALIZACIONES SOBRE TERRA PROJECT. TE INFORMAREMOS CUANDO ABRA EL PLAZO DE INSCRIPCIÓN DE LAS NUEVAS ACTIVIDADES.

NOMBRE COMPLETO

TELEFONO

EMAIL

ENVIAR

☐ Acepto la política de privacidad de FOOTDISTRICT.

UNA INICIATIVA  
ENTRE NIKE ACG  
& FOOTDISTRICT

SIGUE TODAS LA ACTUALIZACIONES: #FDTERRAPROJECT

TERRA PROJECT

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

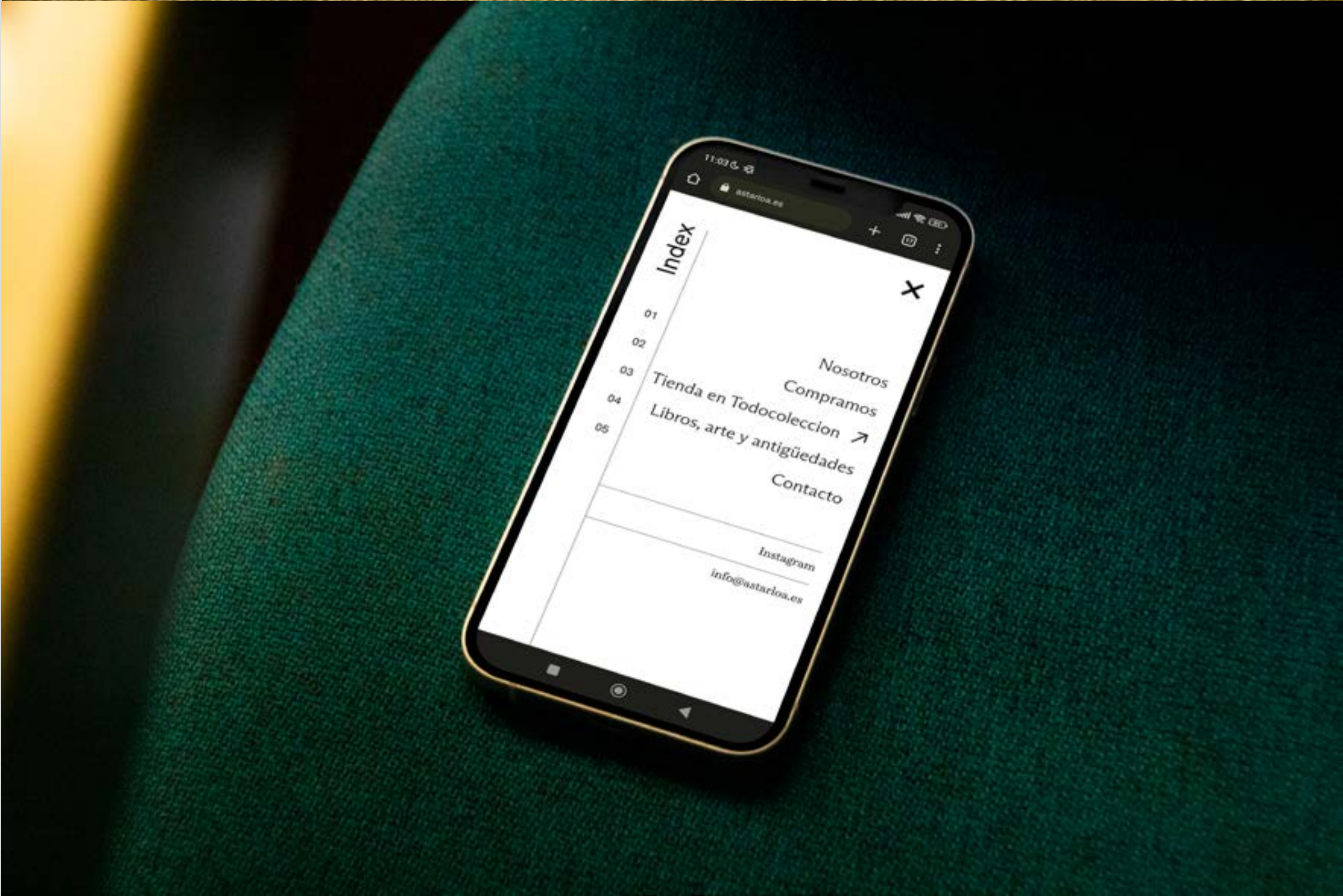
Design Julen García

Development Cuchillo

Astarloa.









# Thanks!

cuchillo