

Portfolio: VISUAL IDENTITIES

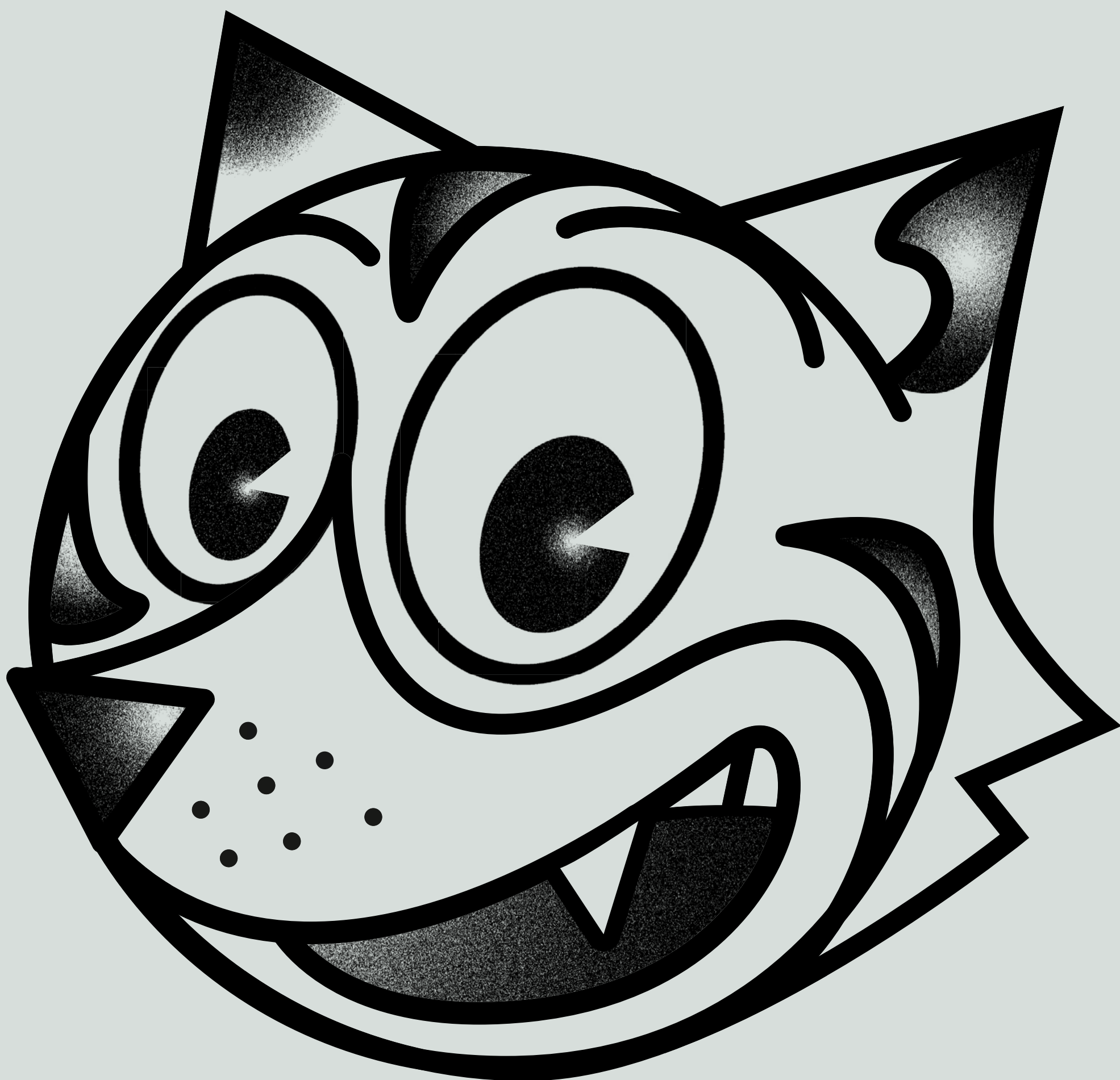
cuchillo

@_cuchillo

INDEX:

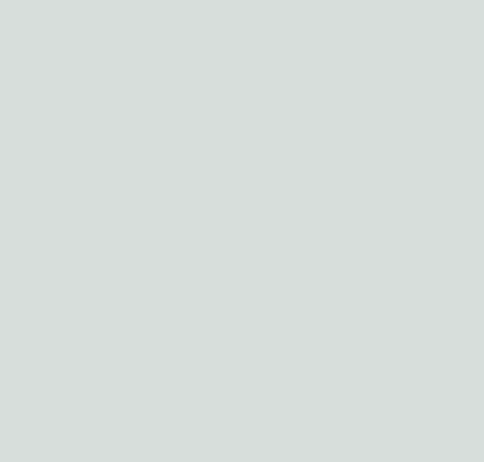
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Hi!





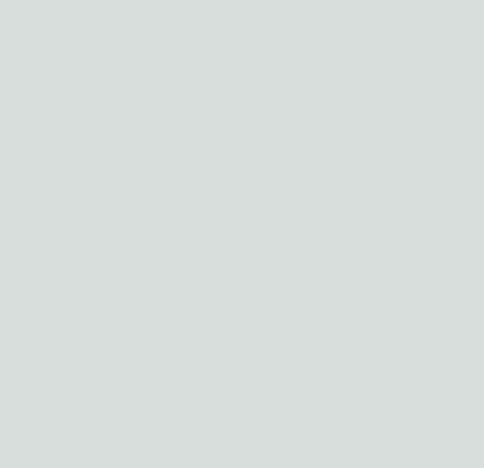
Cuchillo© is a creative team specialized in building new perspectives and bold digital concepts for brands to be timeless.

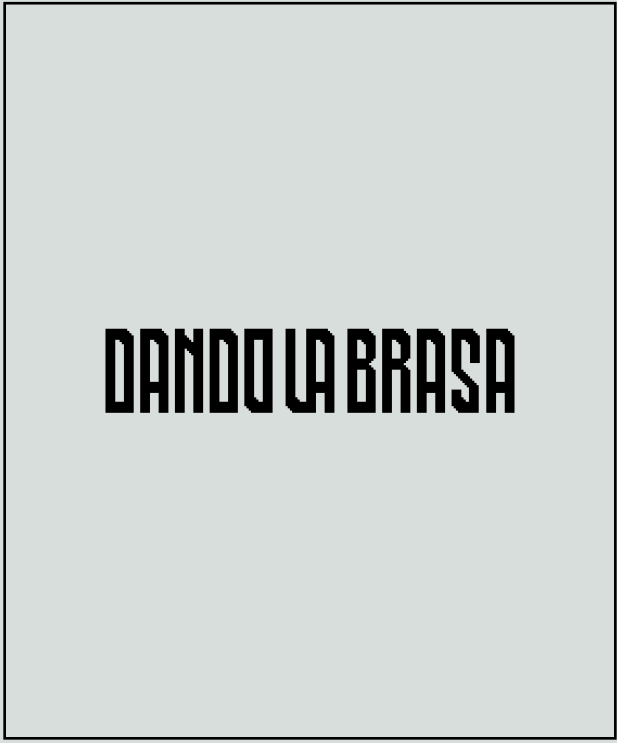
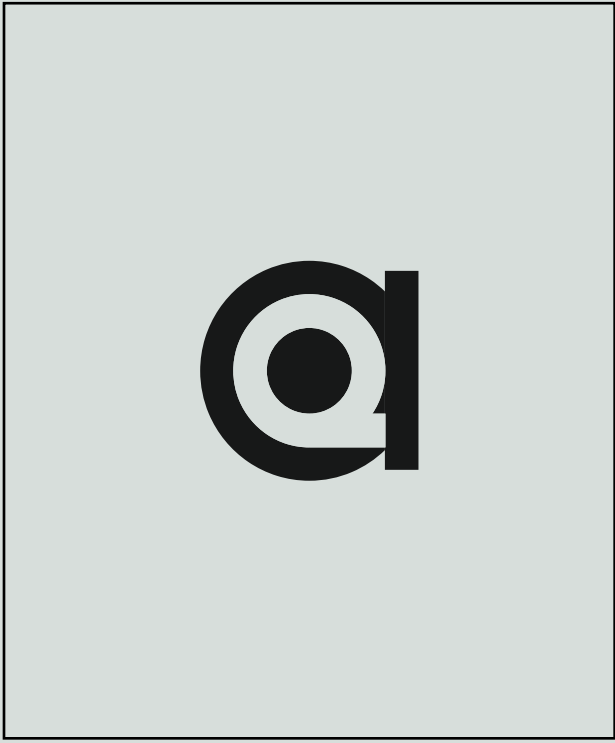
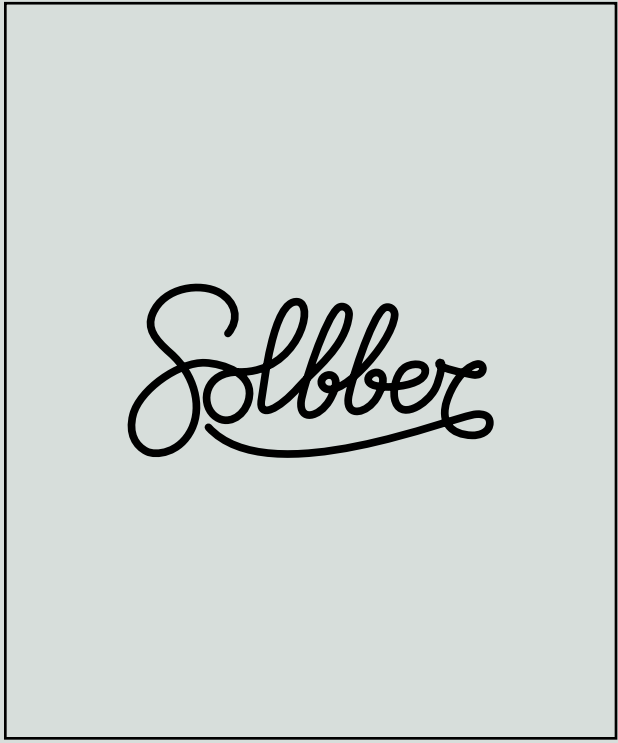
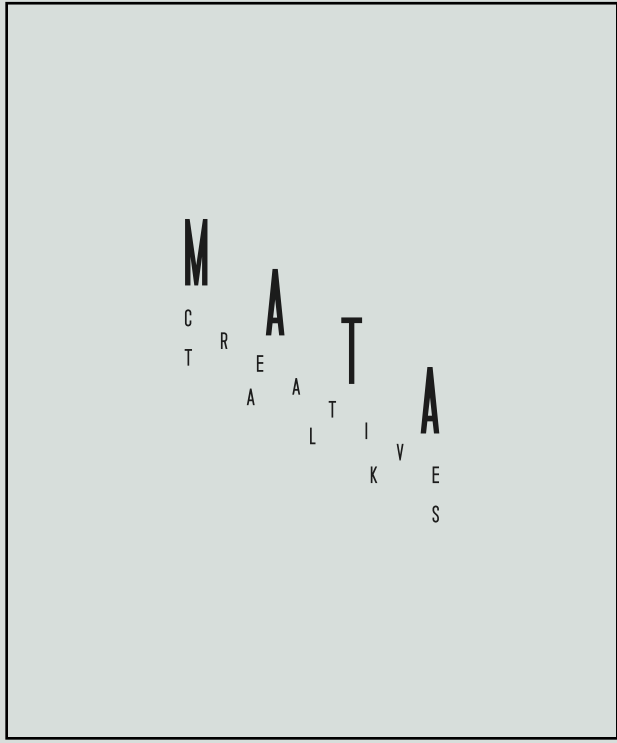
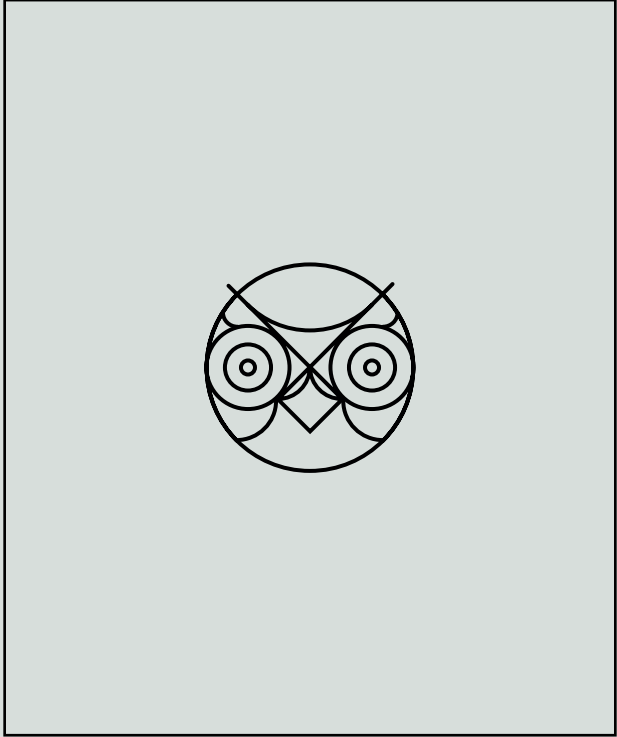
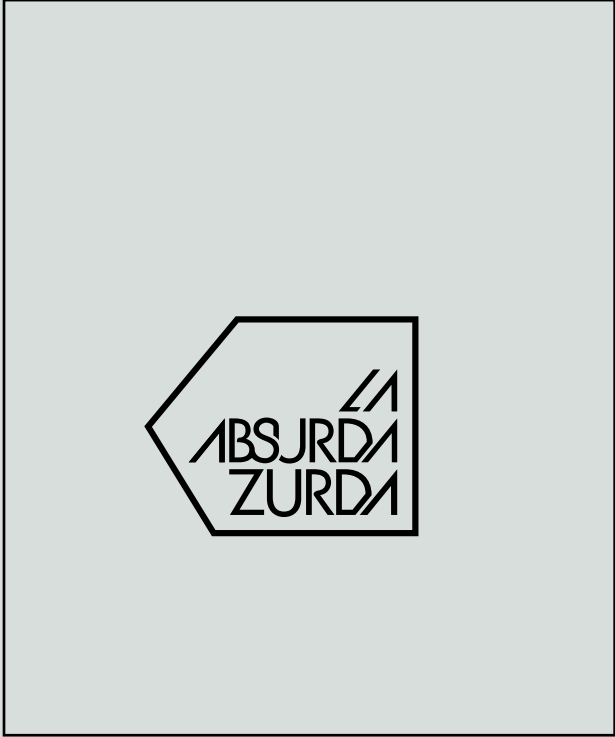
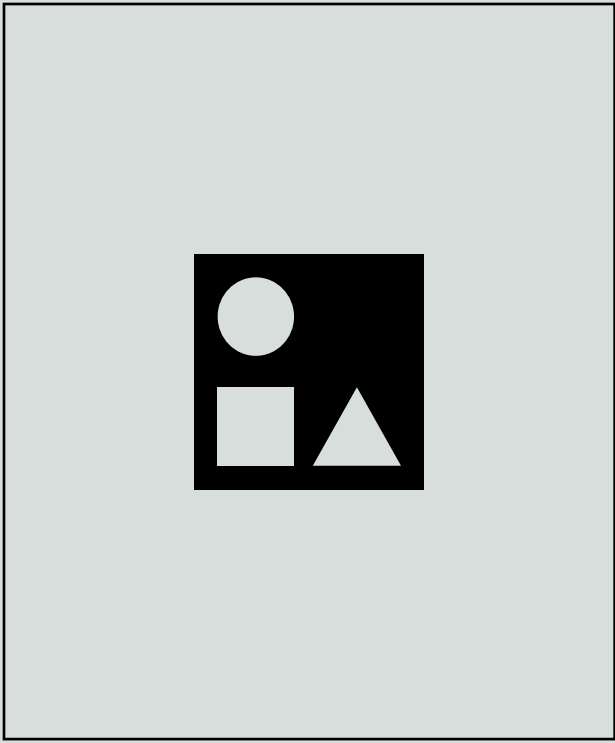
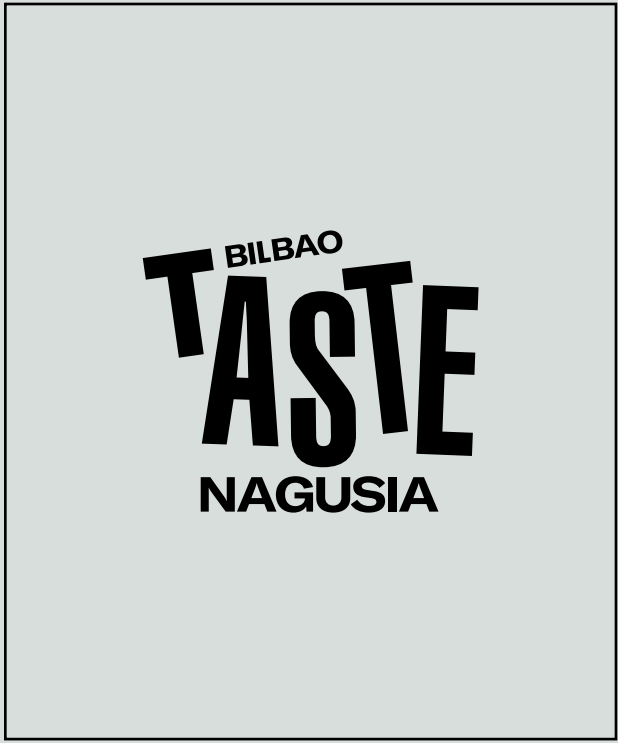
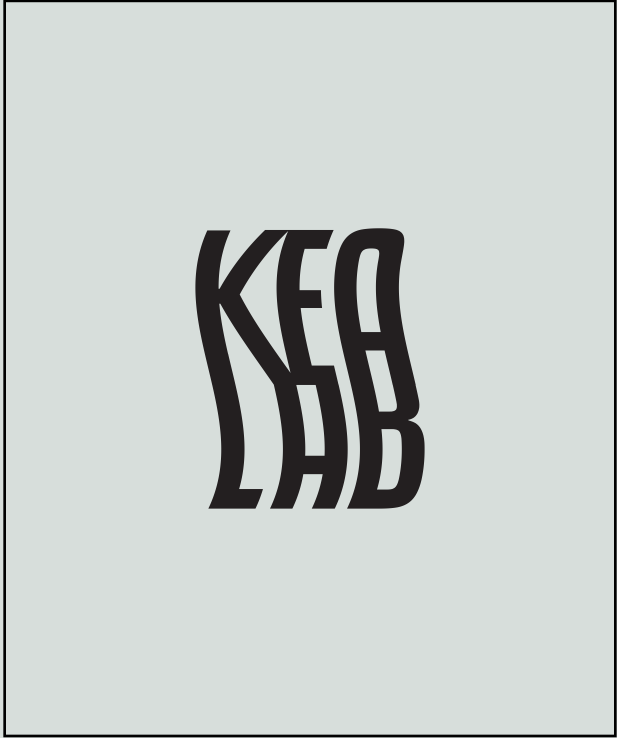
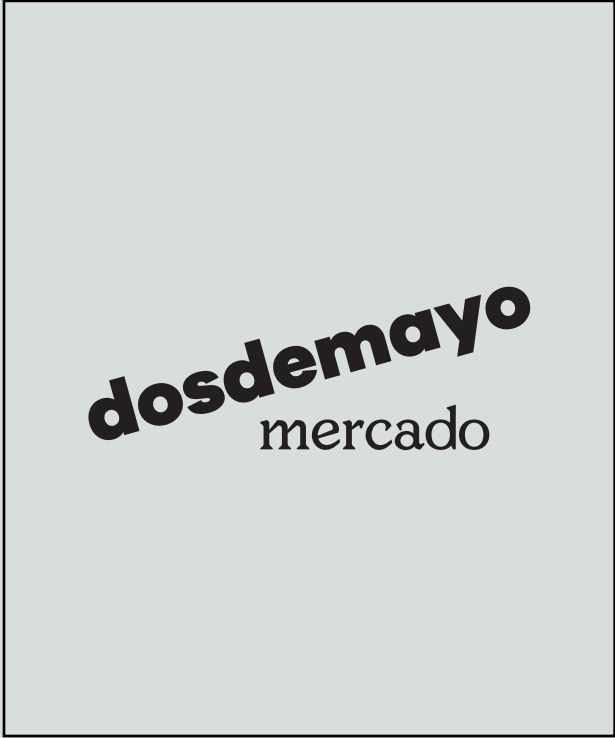
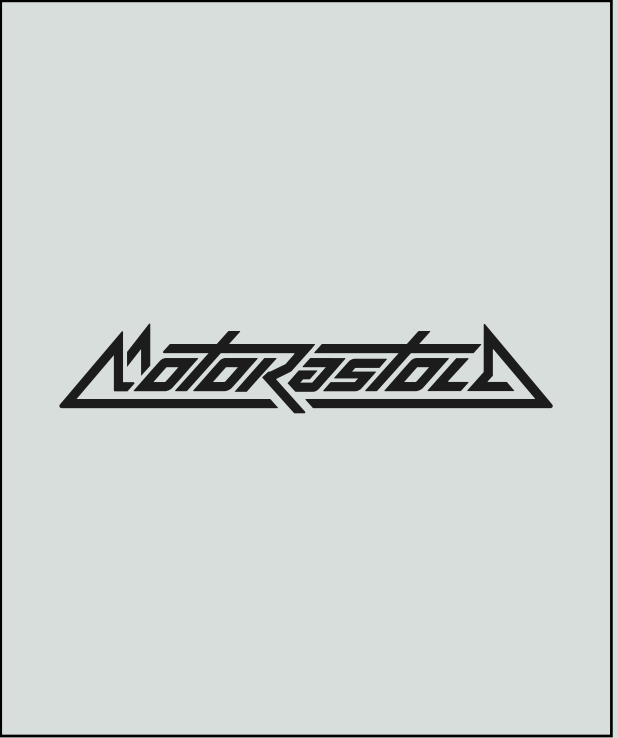
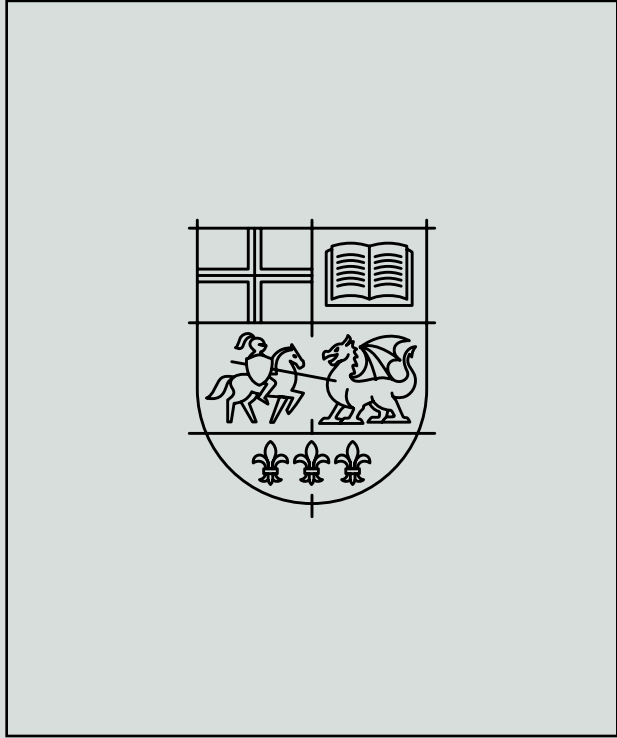
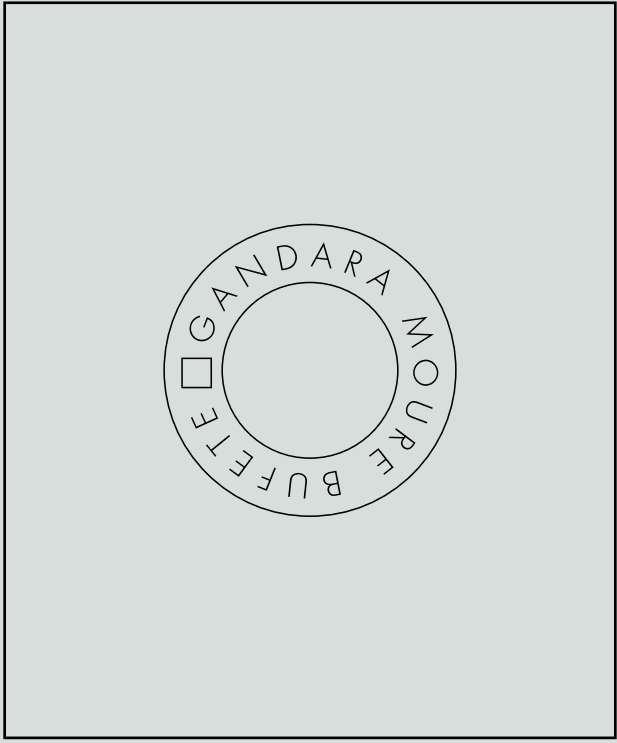
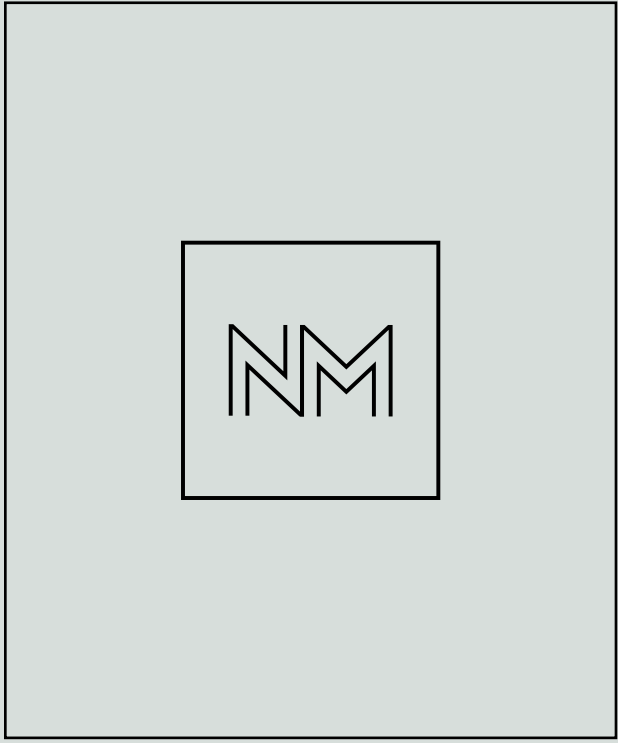
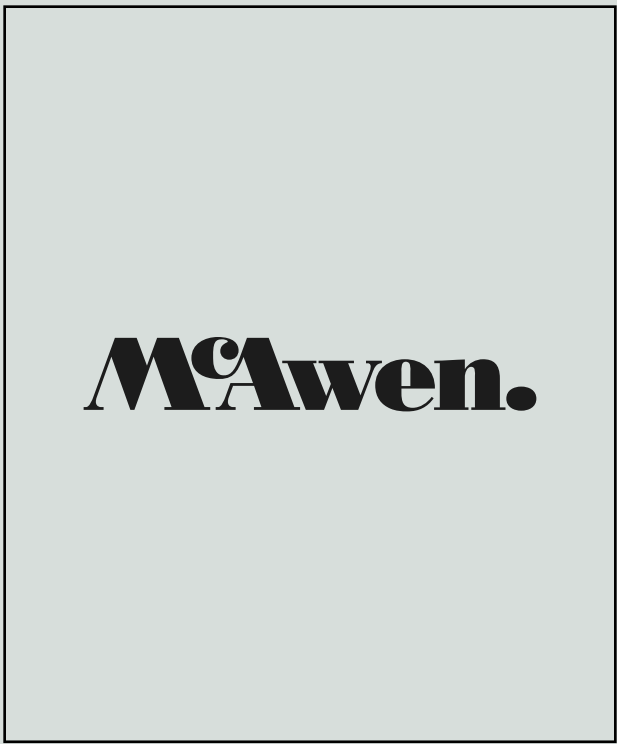
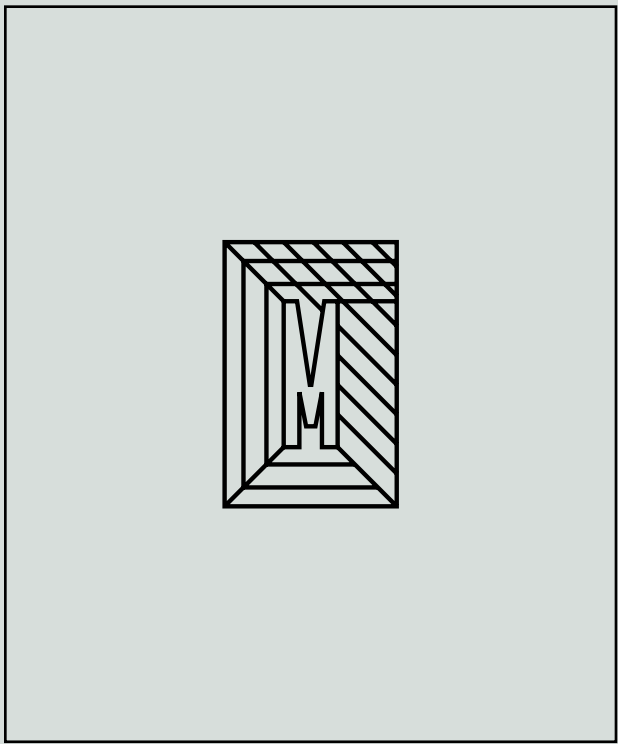




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Cuchillo©'s visual
identities work.

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[01] 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

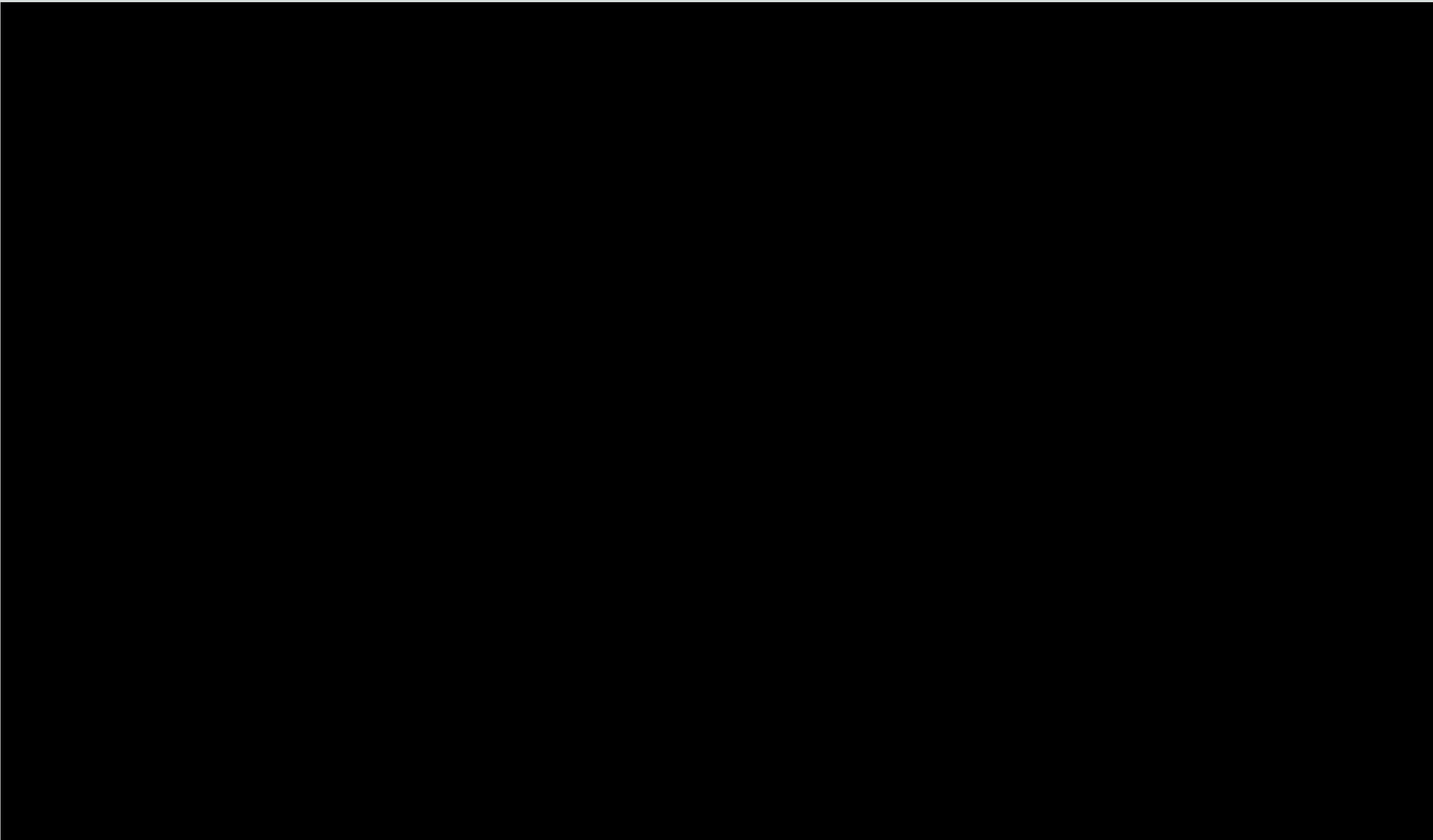
Design **Cuchillo**
Product Photography **La absurda zurda**

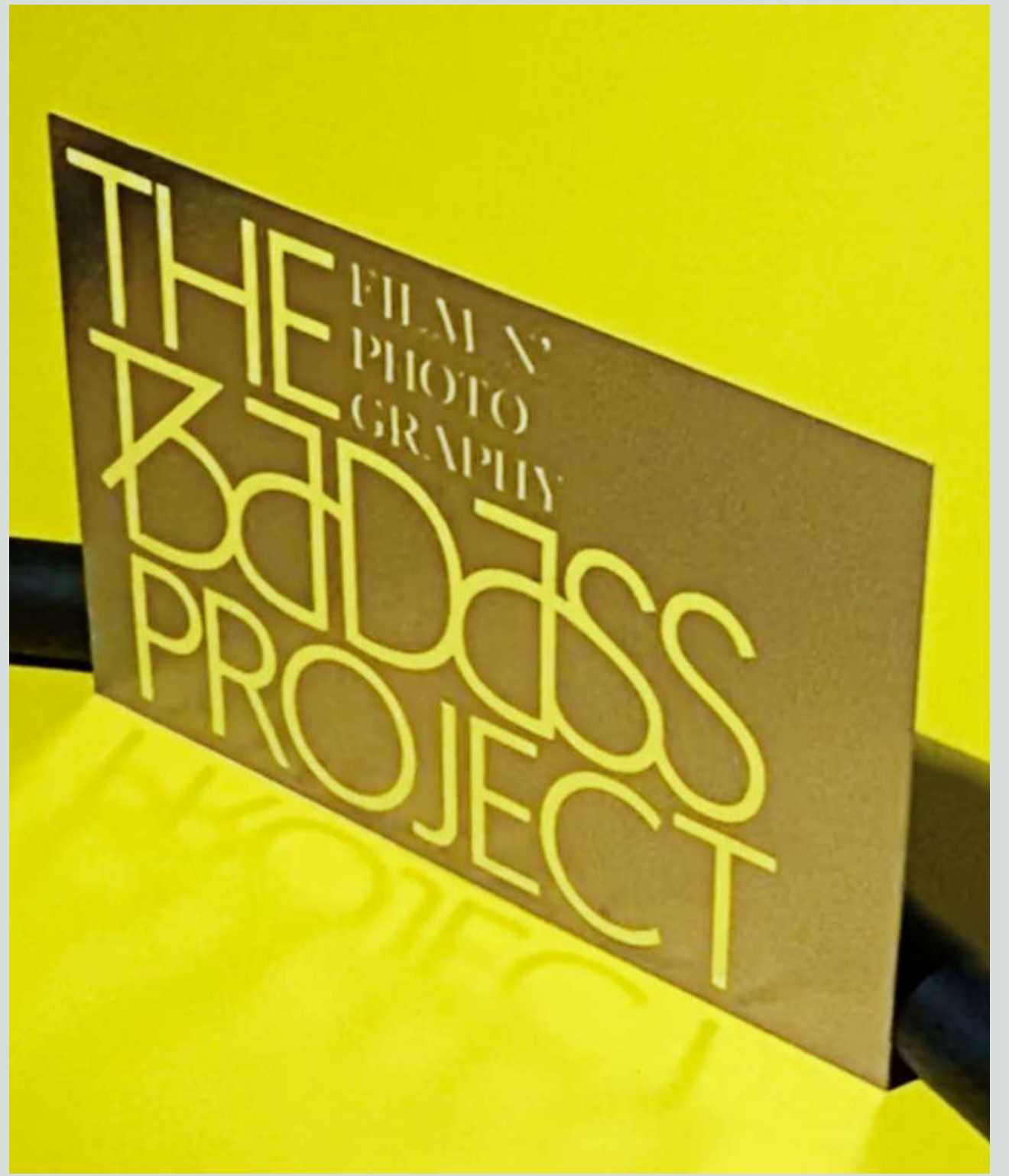
Awards

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



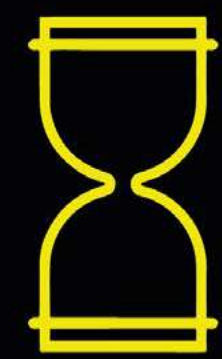
THE FILM N'
PHOTO
GRAPHY
Zaddas
PROJECT





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.



[02] PANGRAM
PANGRAM

“Type Speciment Filter 001 / Editorial New”

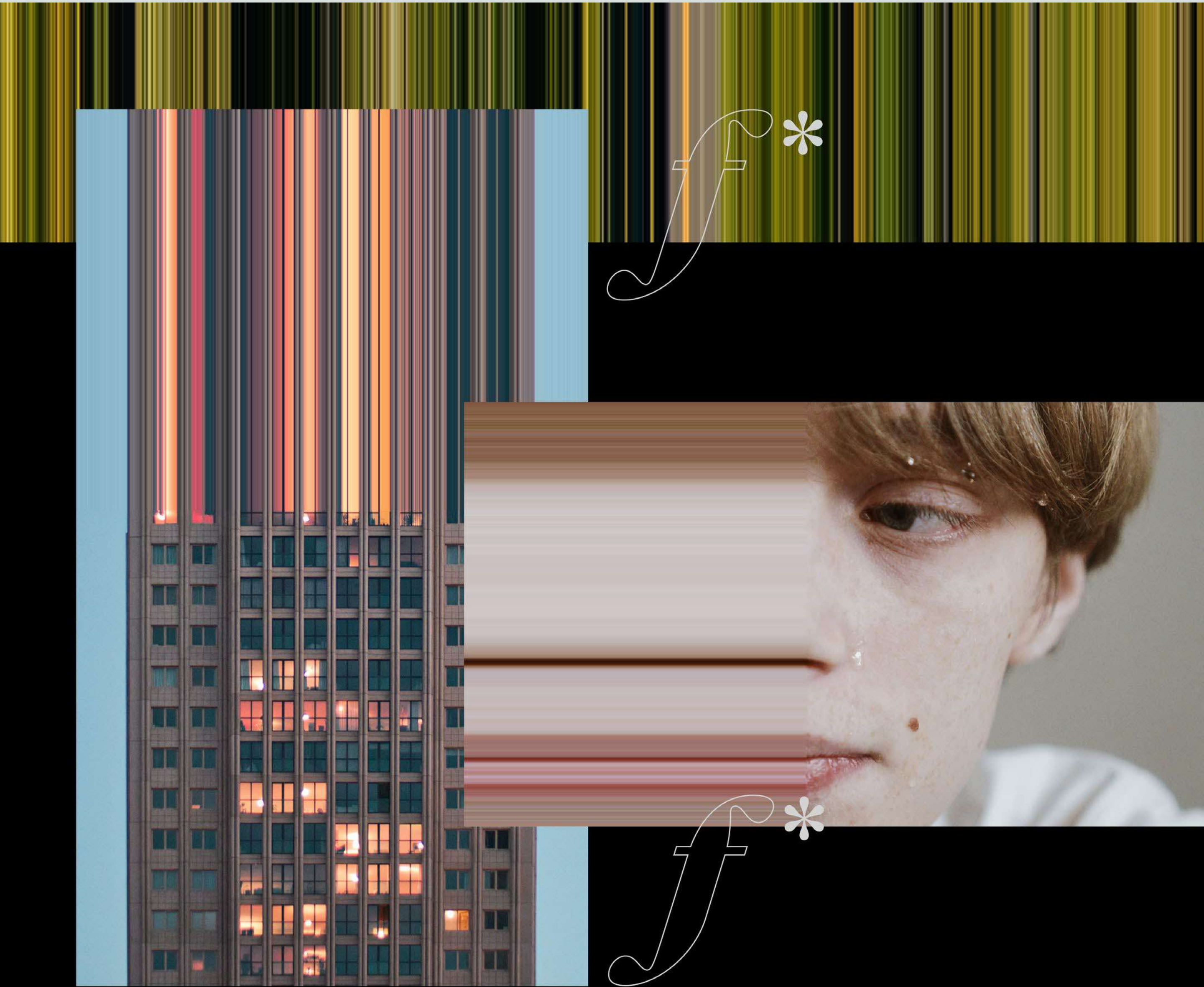
A novel way to show Typography Specimens
through Instagram filters.

Credits

Typography PangramPangram Foundry
Design Cuchillo &
PangramPangram Foundry
Coding Cuchillo

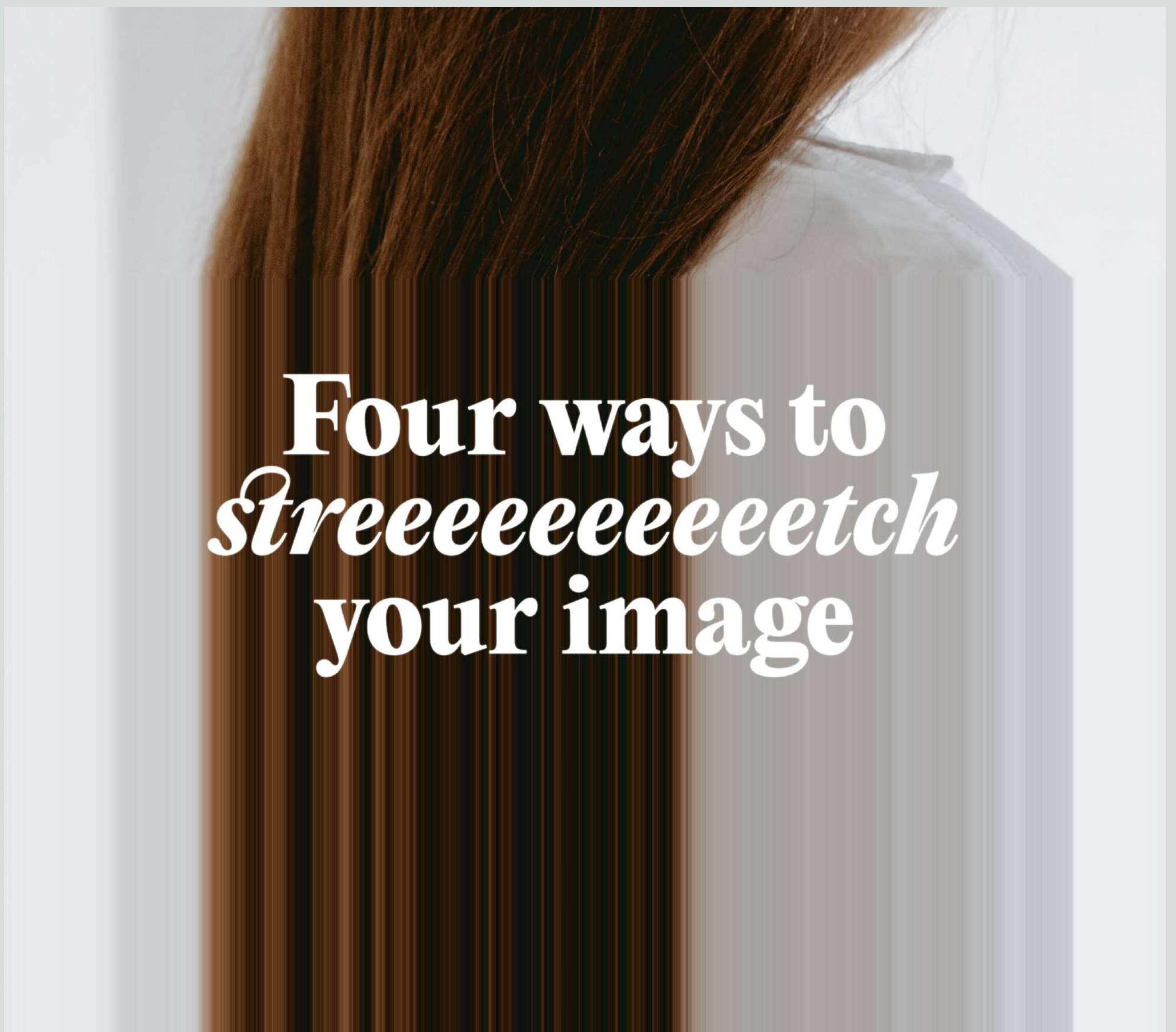
Links

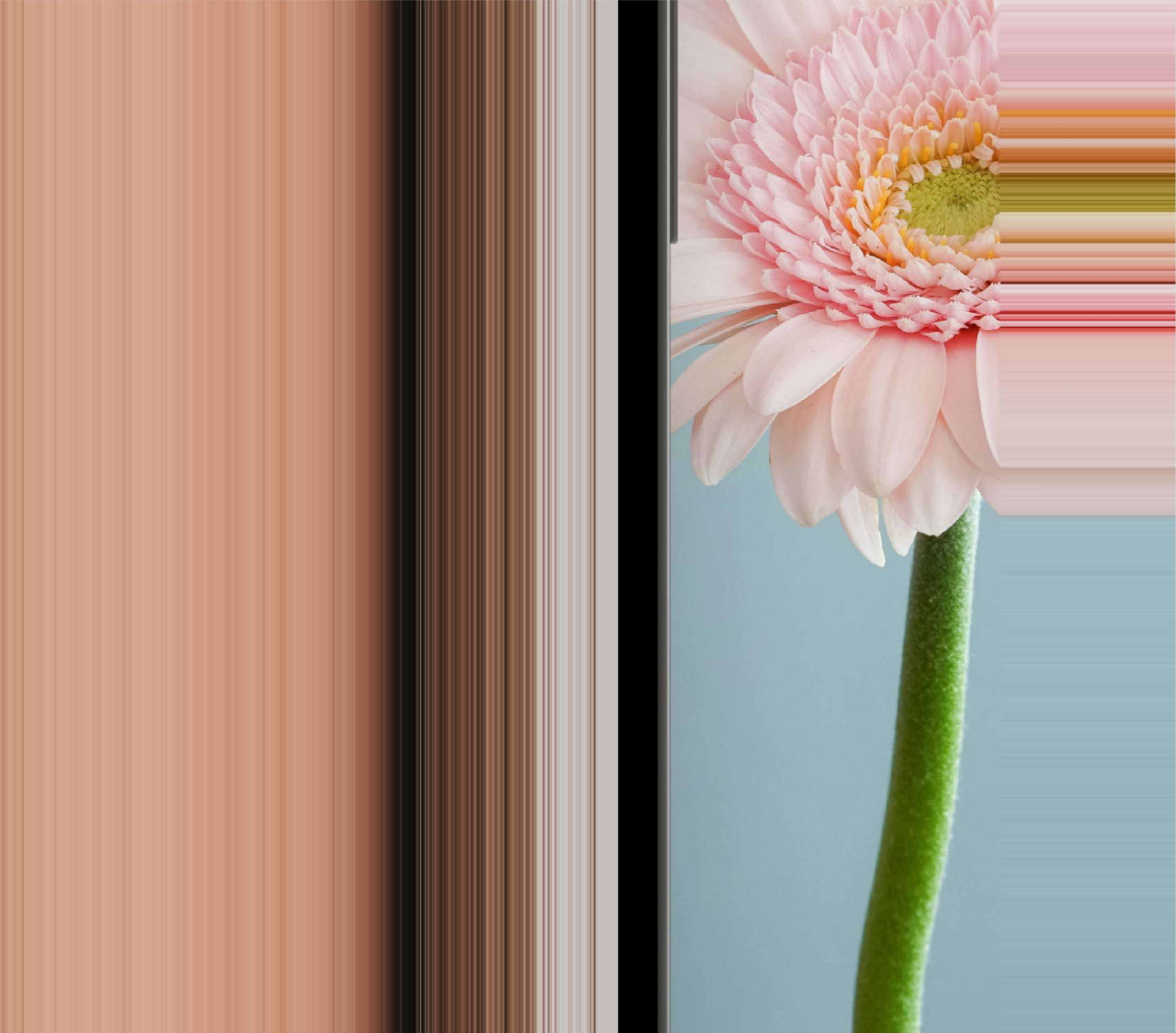
Try Instagram Filter [here](#)





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).



[03] 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.

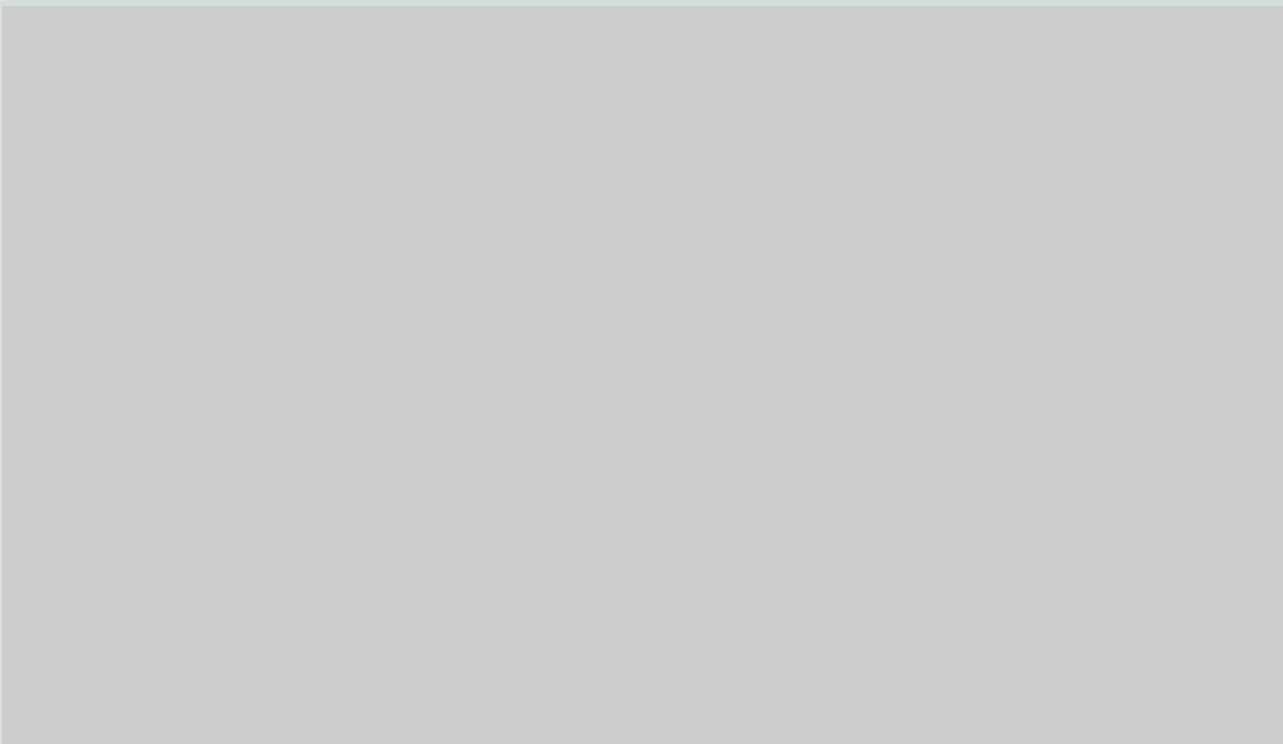
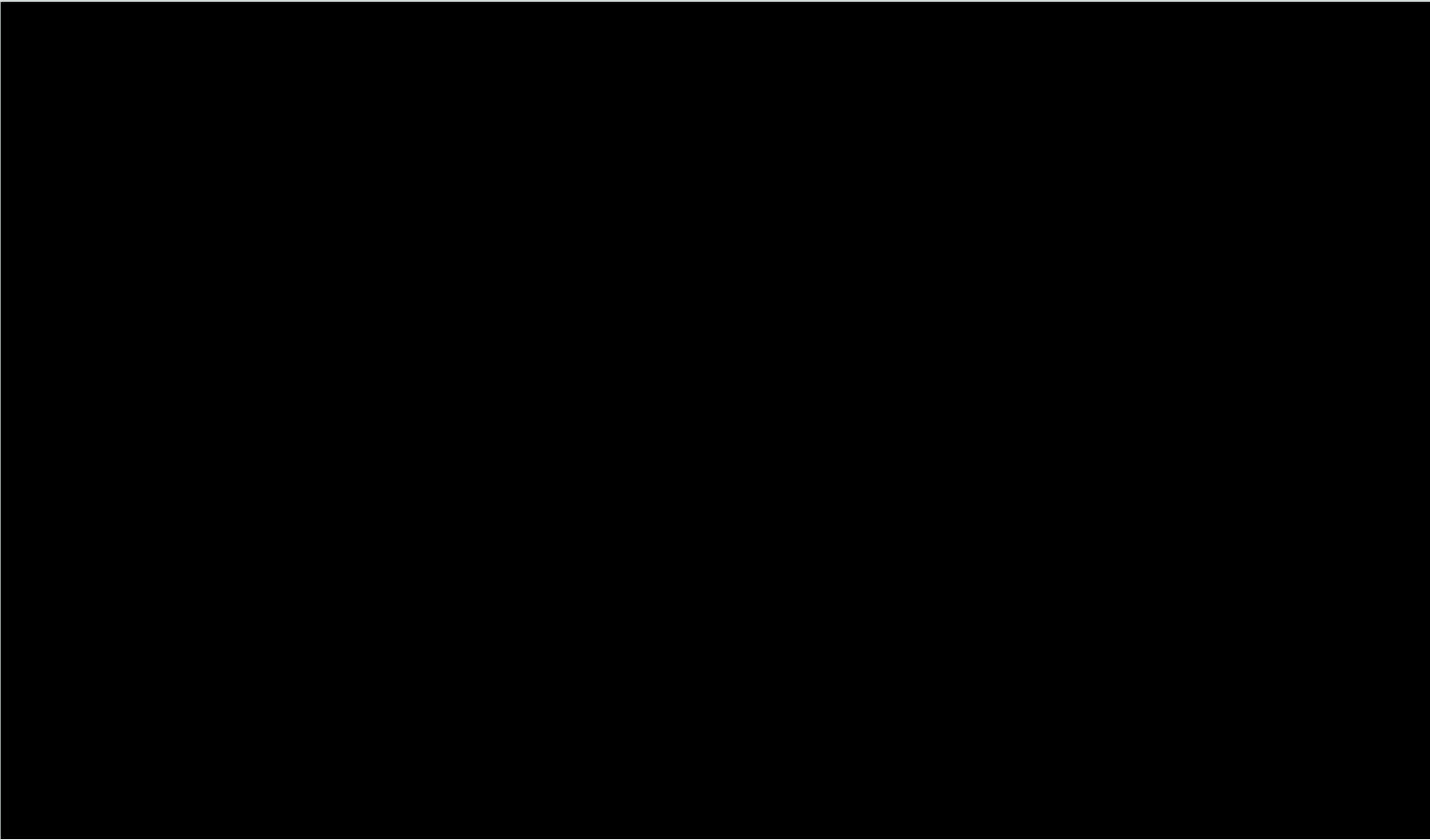
Credits

Design Cuchillo



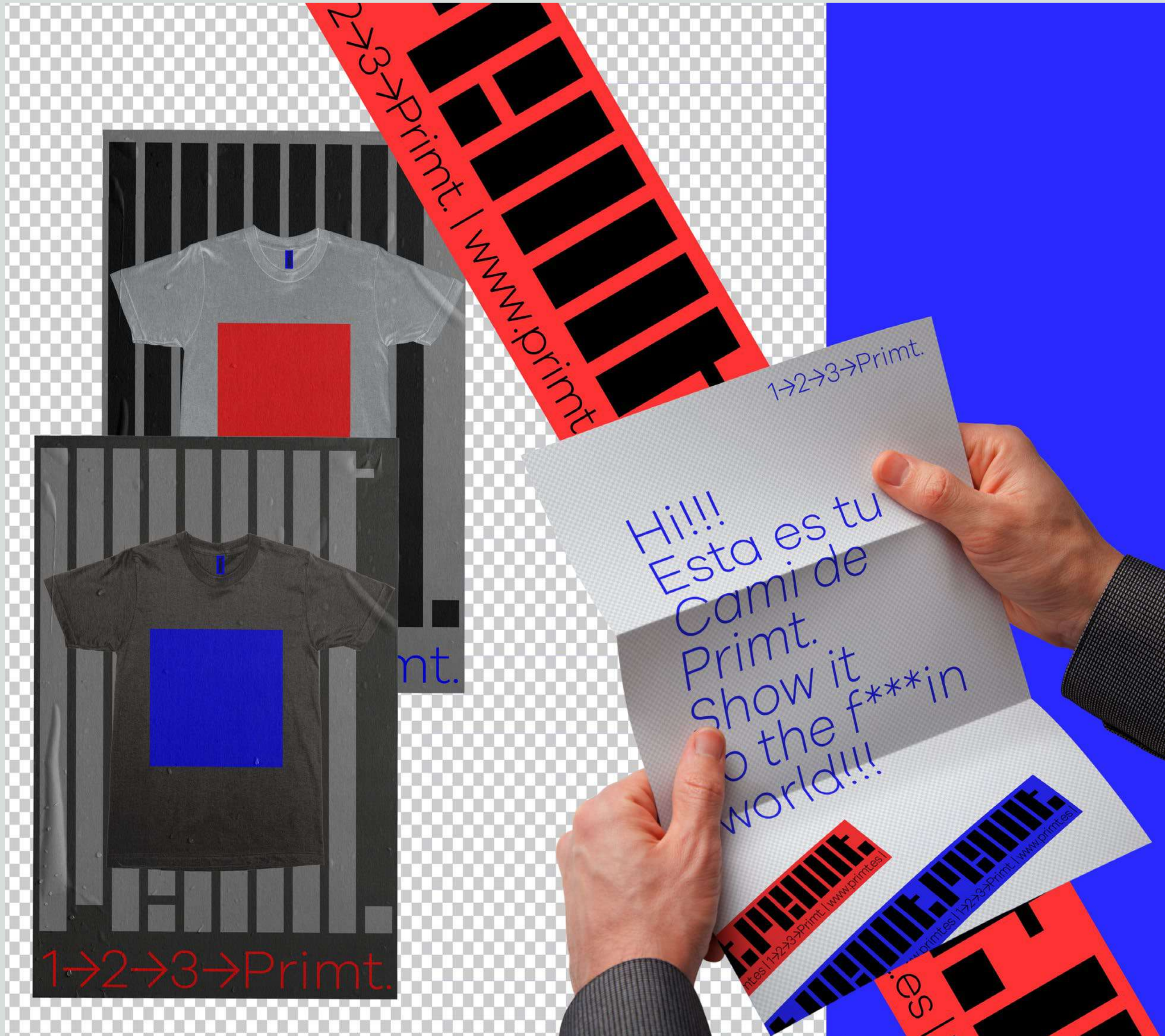


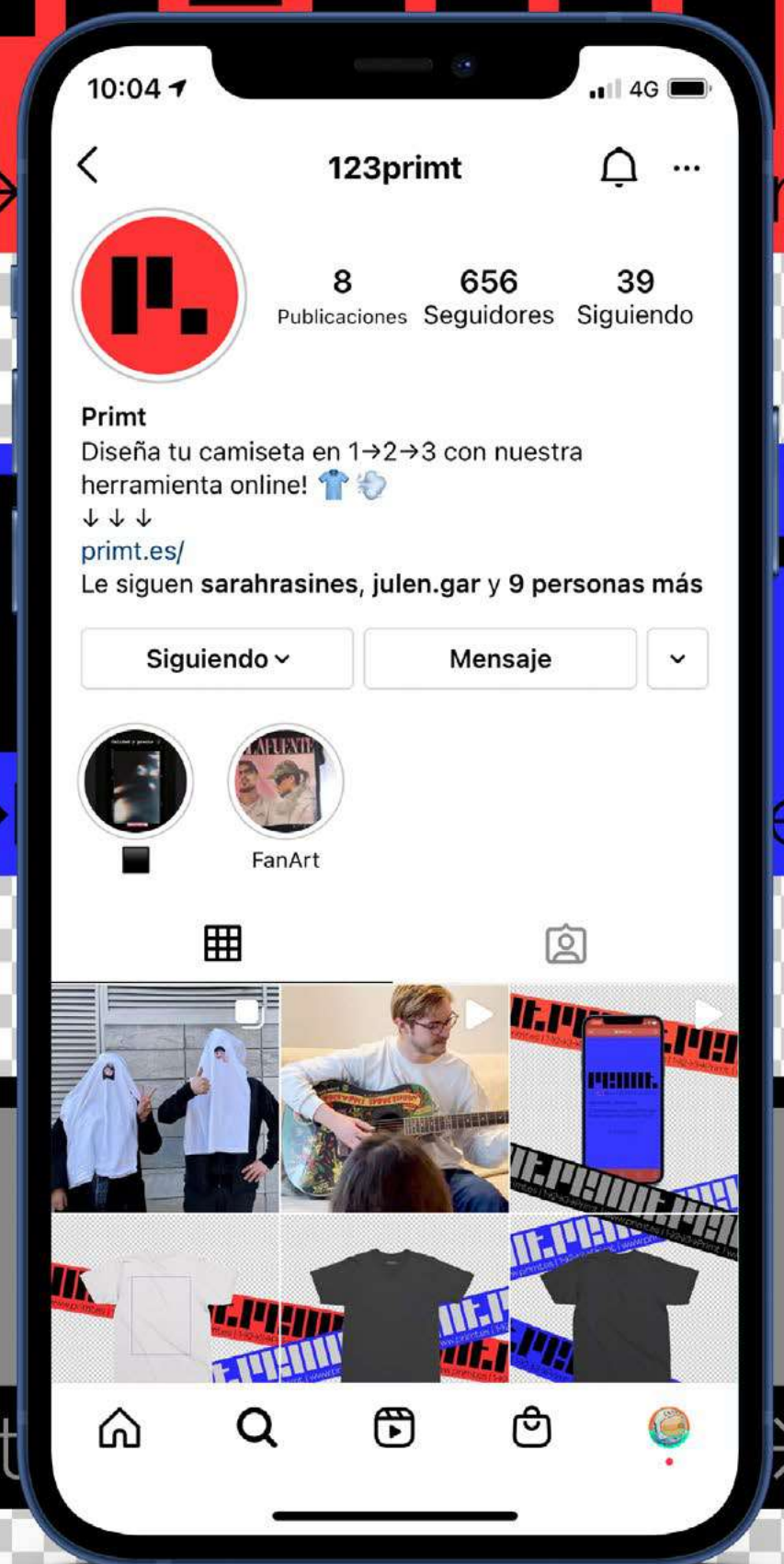
1→2→3→Print.



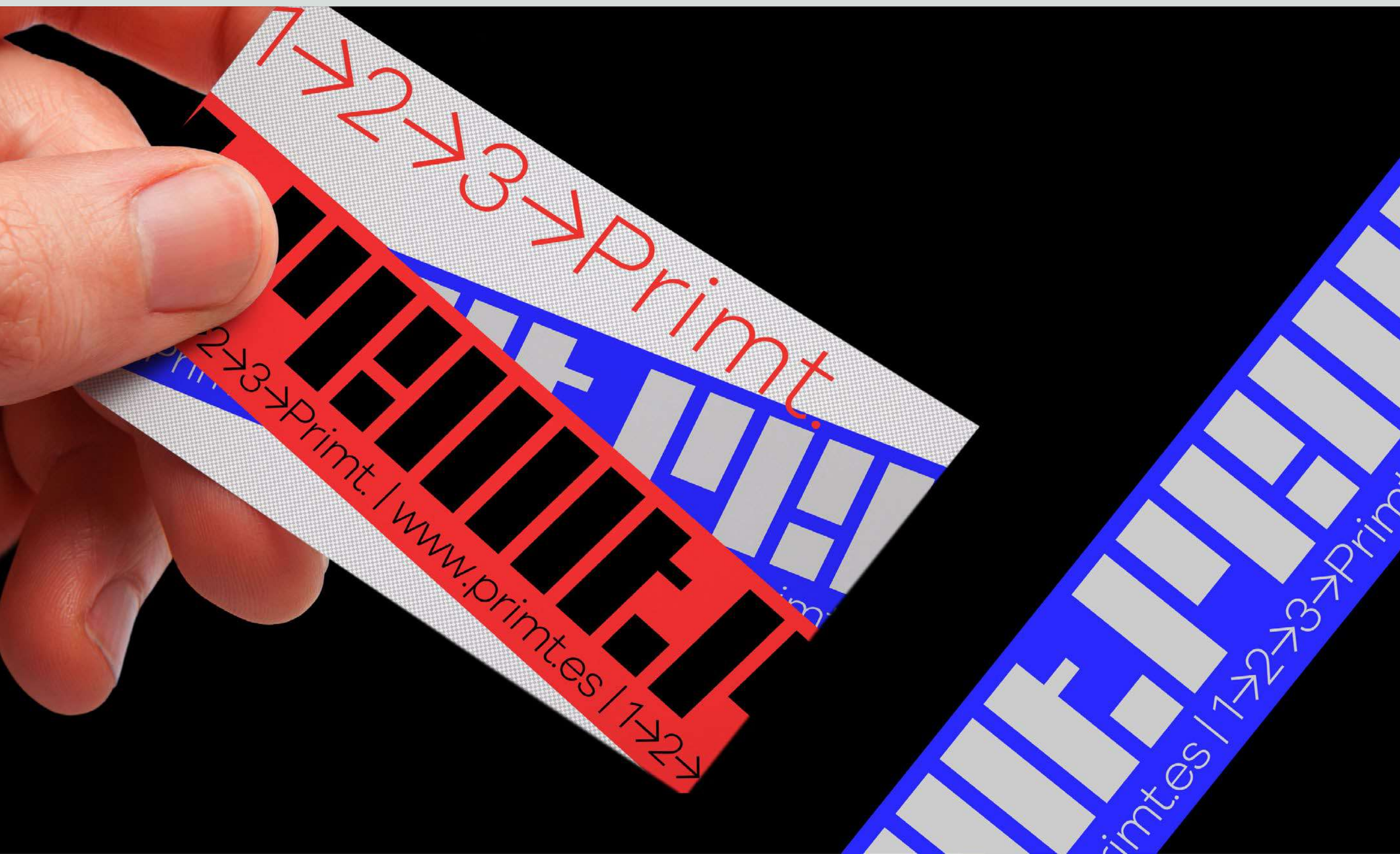


Inspired by graphic ‘guitar’ references of the 70’s, 80’s & 90’s, we have built a sturdy and geometric logo.





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



[04] JAZMINO'S

“Harmony between conceptual minimalism and detail”

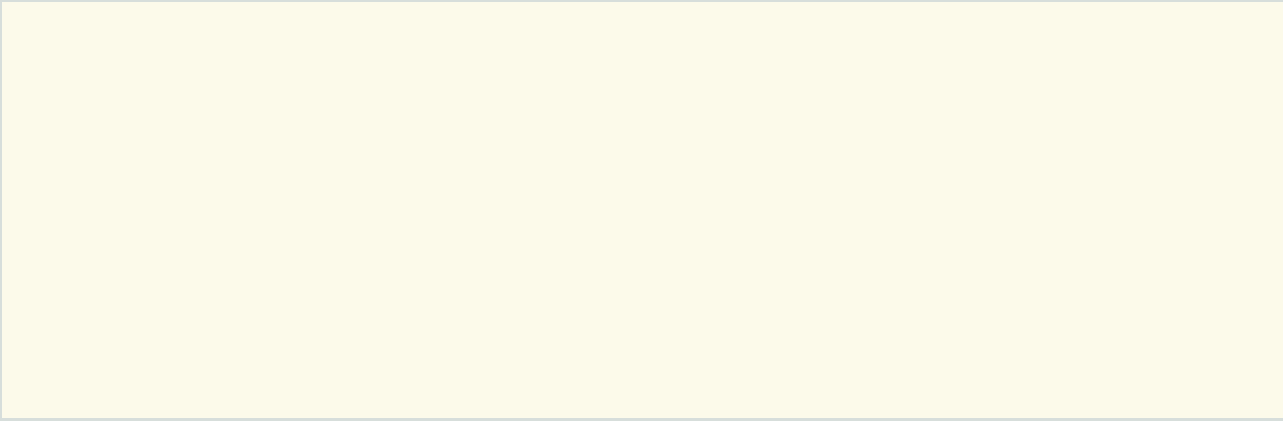
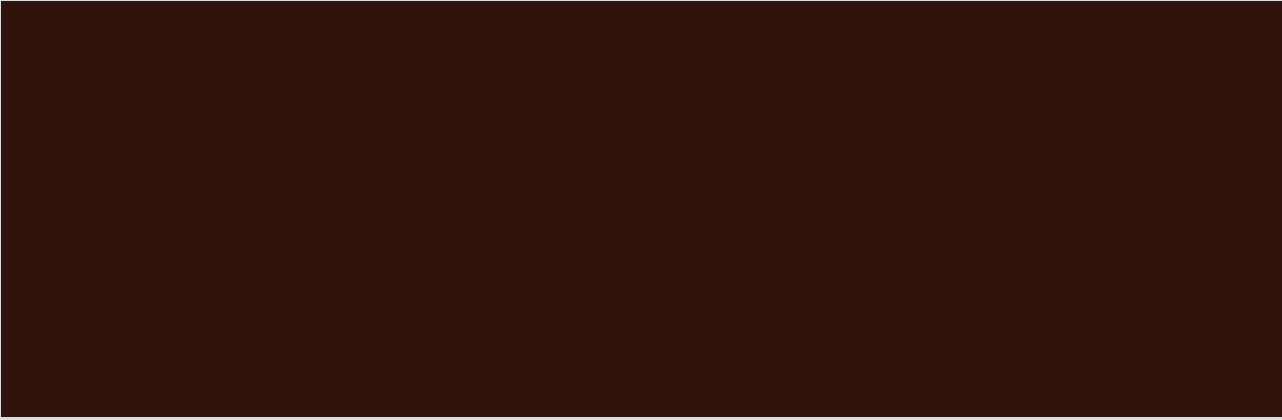
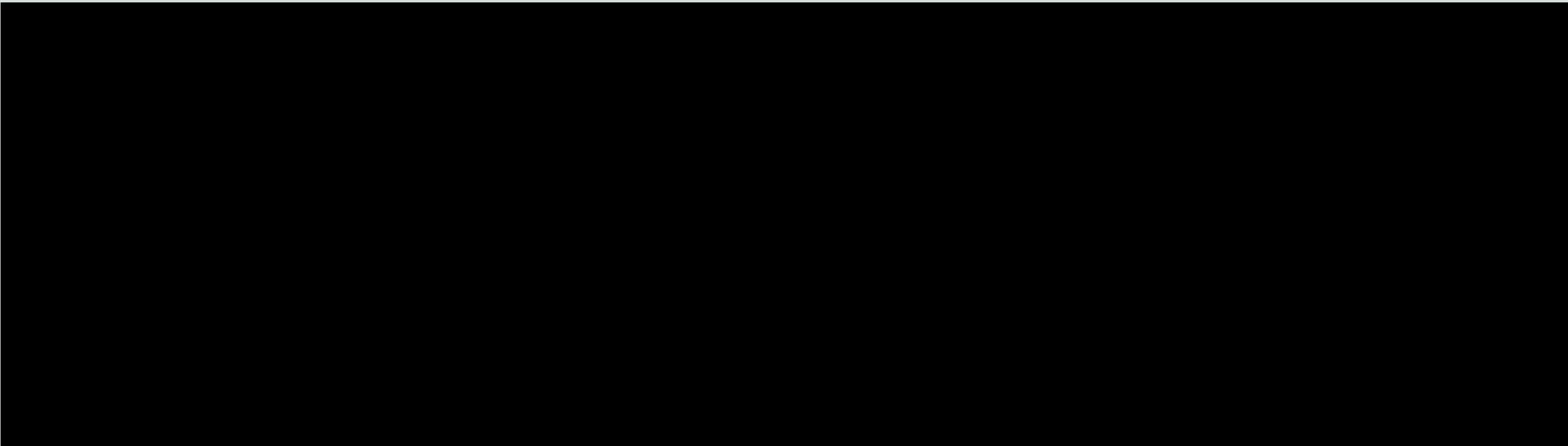
A new vision of Middle Eastern food, with grill and pita bread as central axes.

Credits

Design Cuchillo

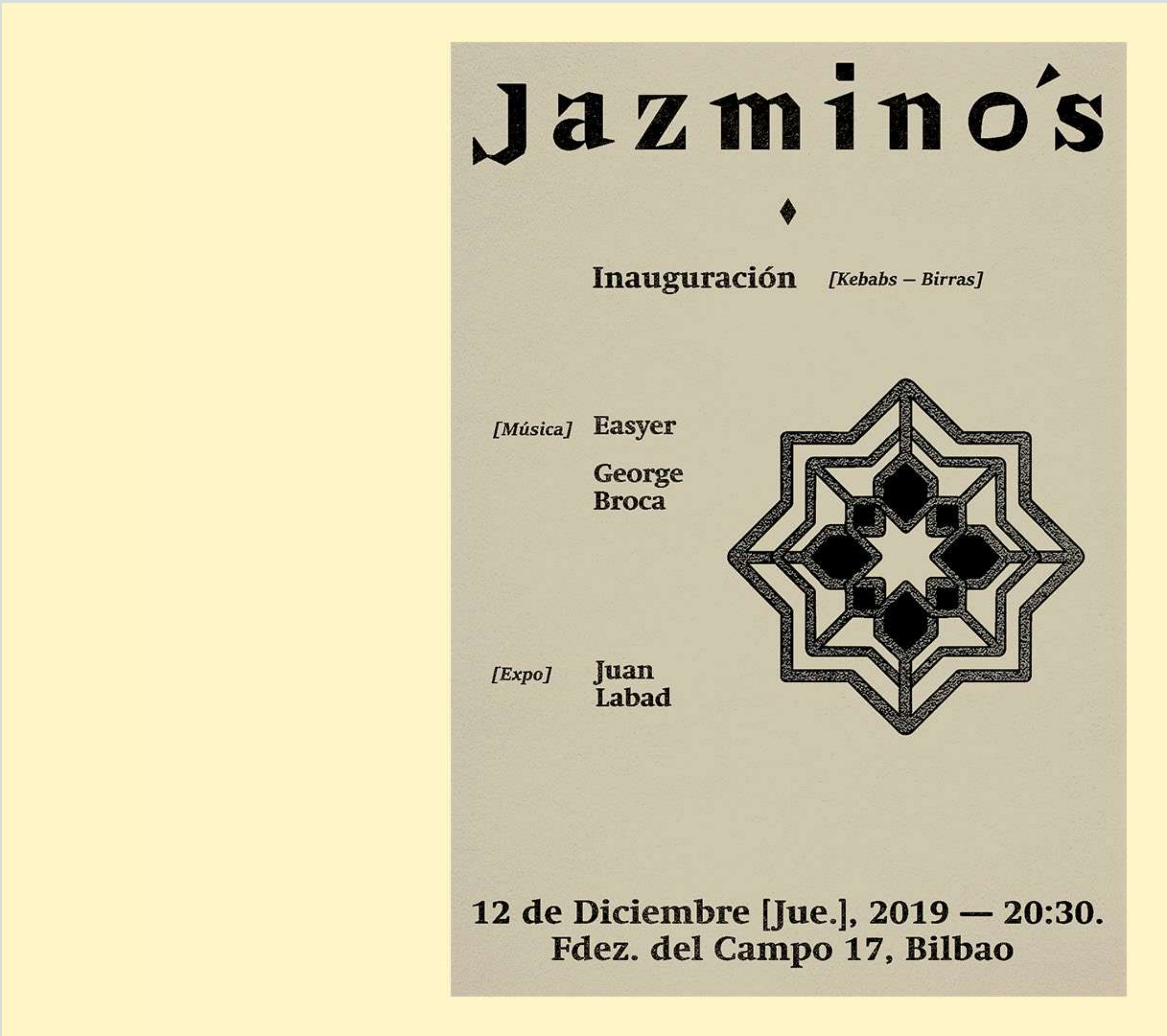


Jazminó's



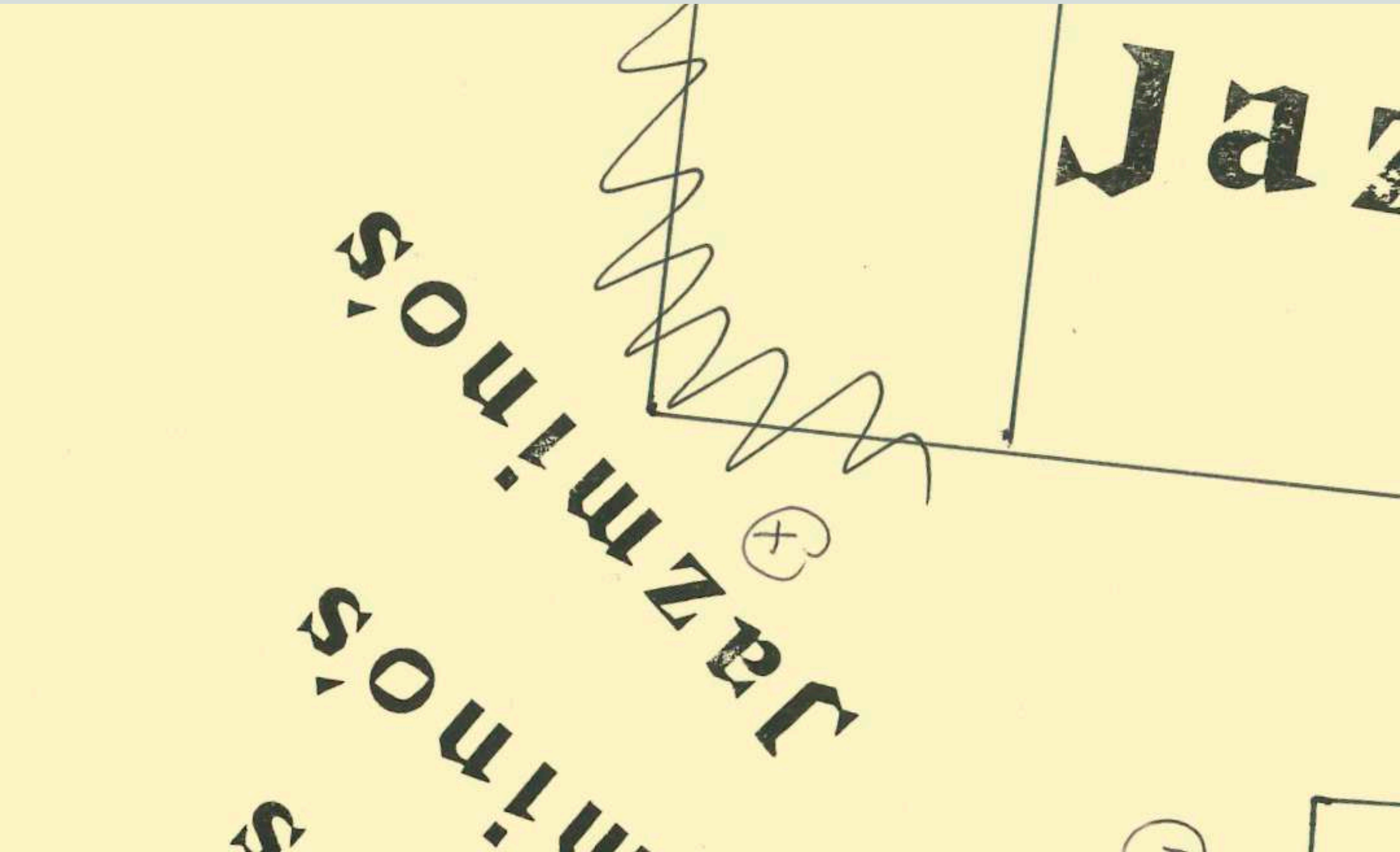


The brand image is extremely simple. Even so, each and every one of the characters that make up the logo are meticulously detiled.





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.



[05] TIPI GARA

“Design for transformation”

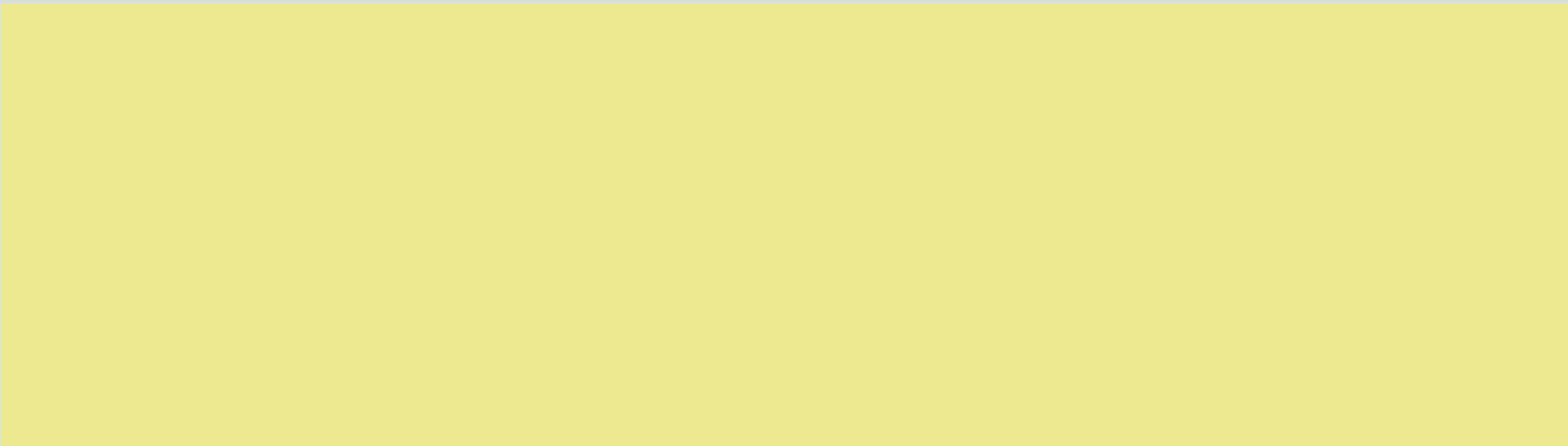
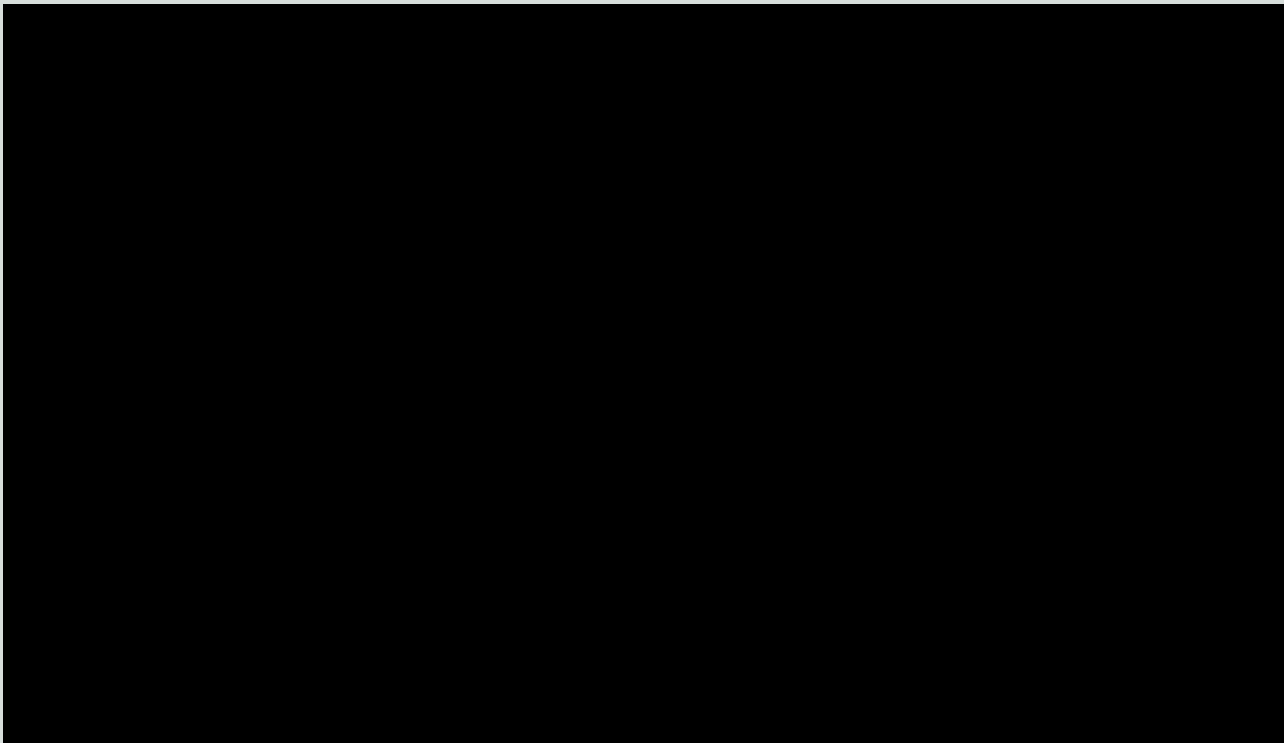
Multidisciplinary cooperative company that develops participatory processes seeking to transform conventional models.

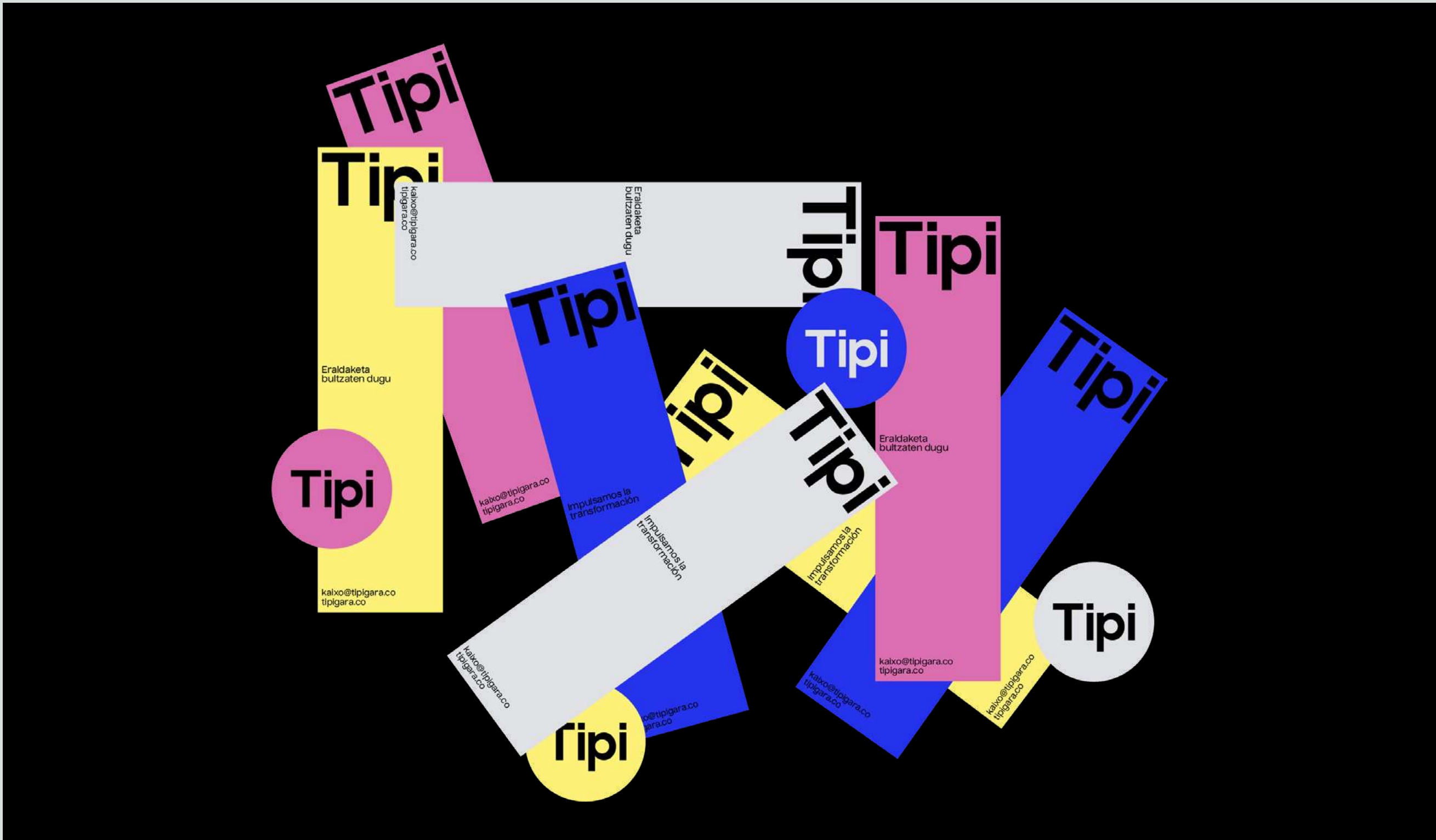
Credits

Design Cuchillo

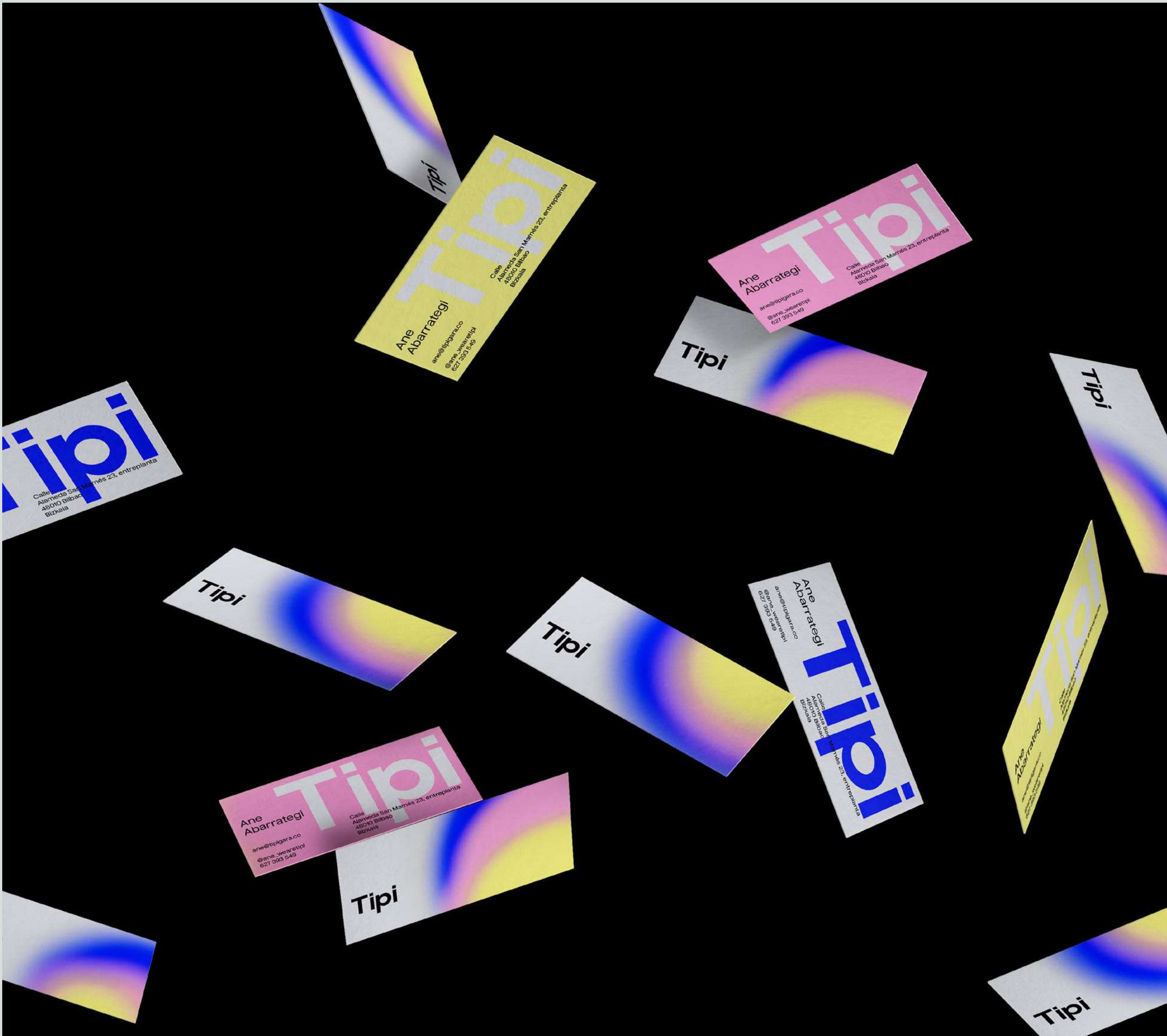


Tipi





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.



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.

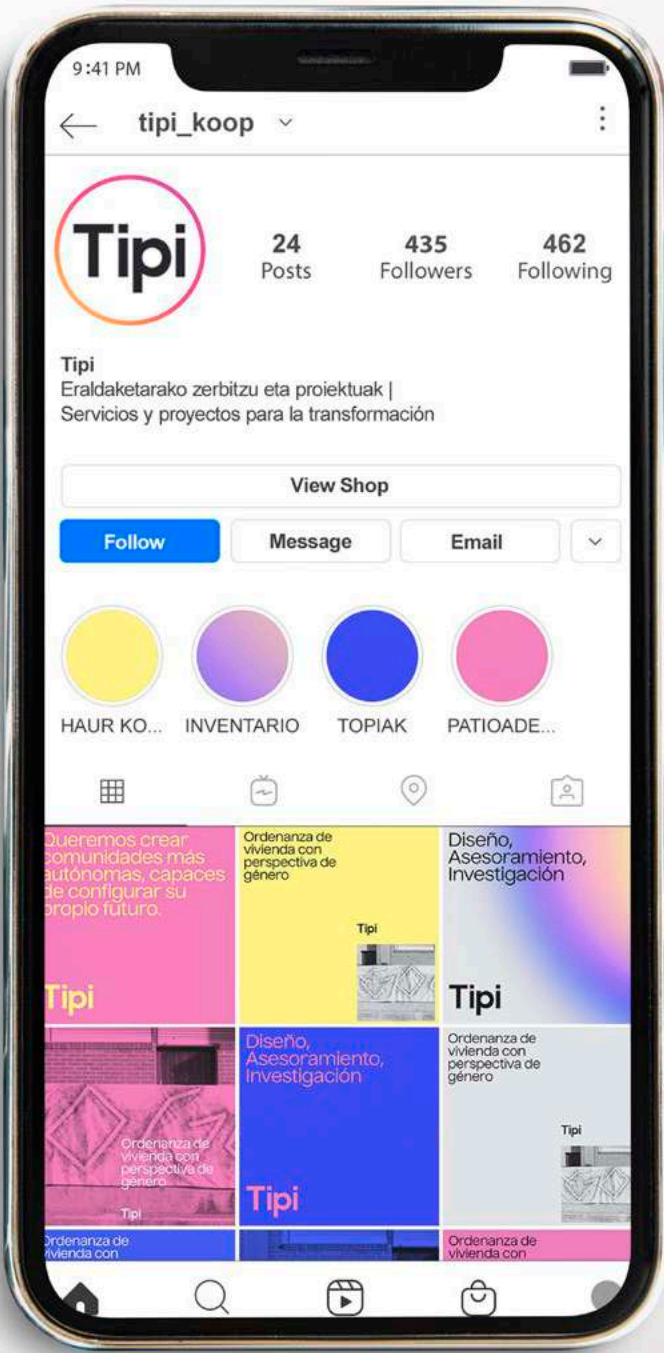
Trabajamos con territorios, organizaciones y grupos de personas, en proyectos que buscan transformar los modelos y esquemas convencionales.

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.



[06] AZOKA ARTEAN

“Art between markets”

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

Credits

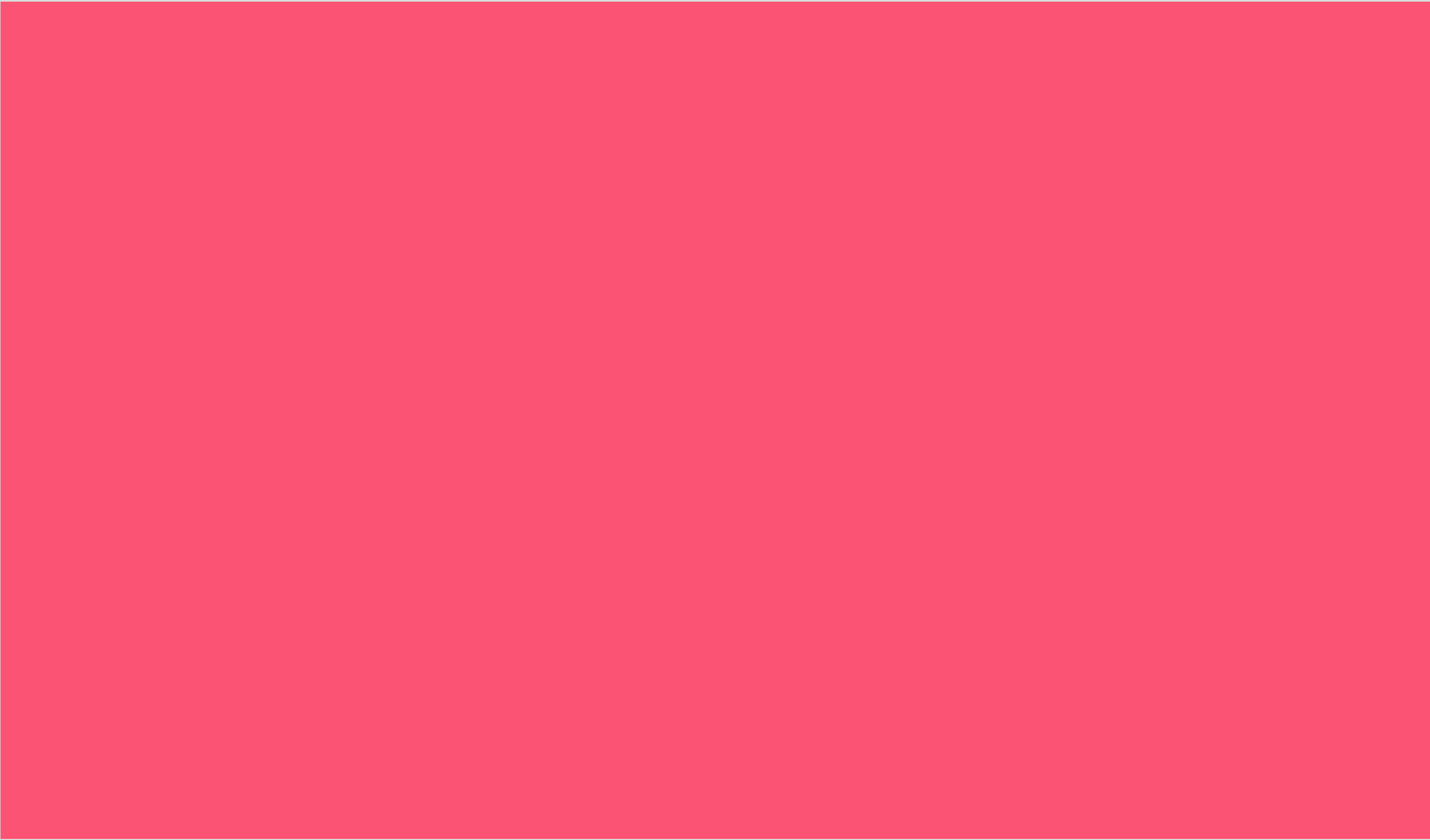
Concept Maraka
Design Cuchillo



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.

AZ

ARTEAN

KA

ADRIÁN **CASTAÑEDA**
ERRIBERA MERKATUA

LETICIA **GASPAR**
ENSANTXE MERKATUA

ROBERTO **AGUIRREZABALA**
SAN INAZIO MERKATUA

ERIZ **MORENO**
LABAYRU MERKATUA

FEDERICA **BAU**
DEUSTU MERKATUA

RAQUEL **ASENSI**
ERRIBERA MERKATUA

@azokartean

Bilbao

PO-NDRE

PO-NDRE

BILBAO 190 - 19 MILLINUM

MARAKA

BilbaoZerbitzuak

BilbaoArte

cucchillo

[07] 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.



[08] DANDO LA
BRASA

“Chicha Pixel Style”

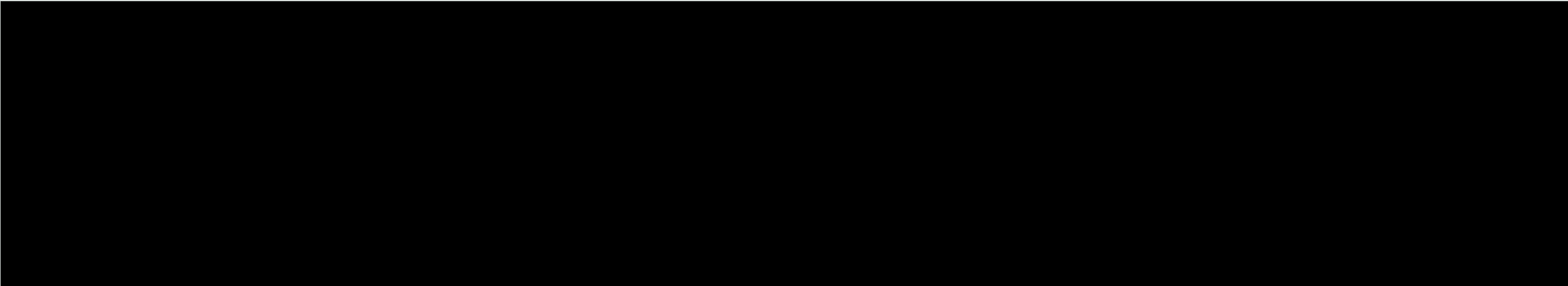
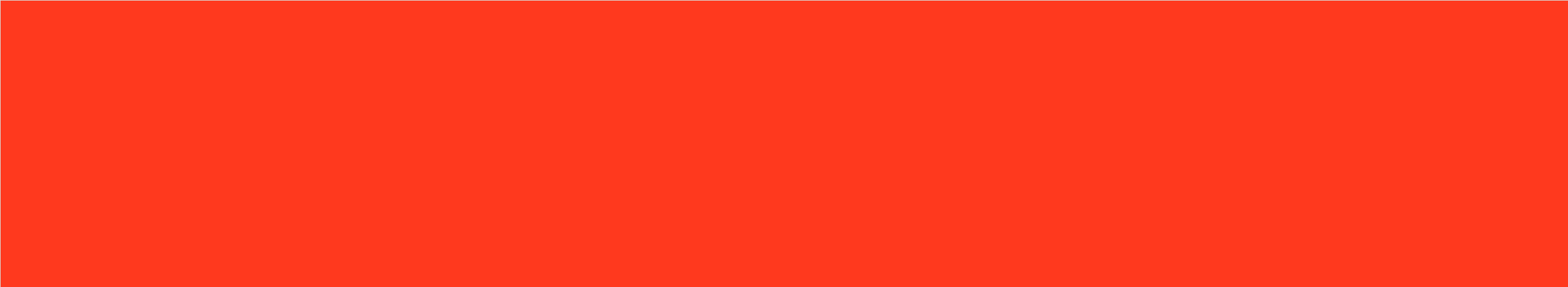
We share personal and gastronomic experiences through the culinary miscegenation that defines us.

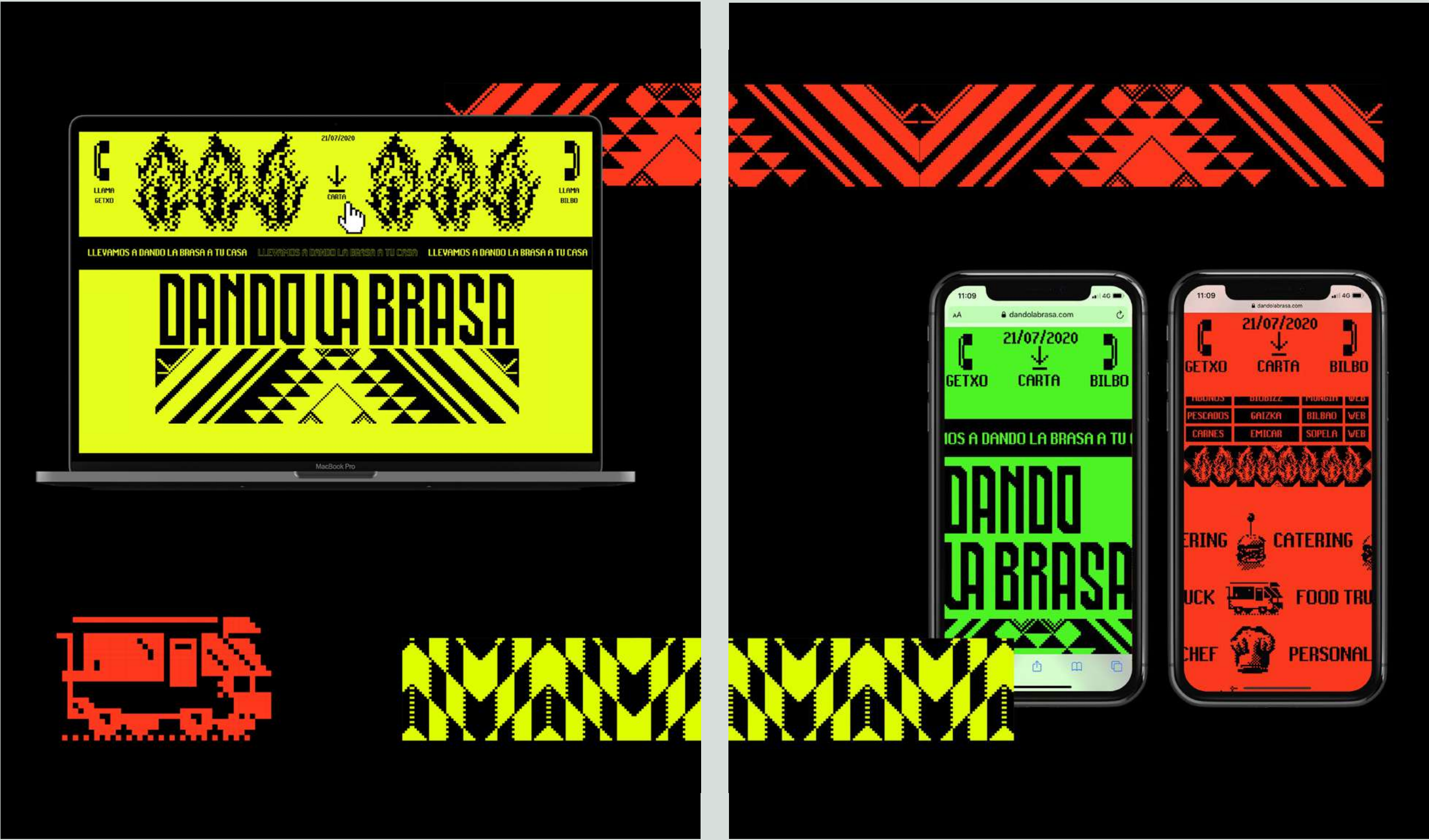
Credits

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



DANDO
LA BRASA





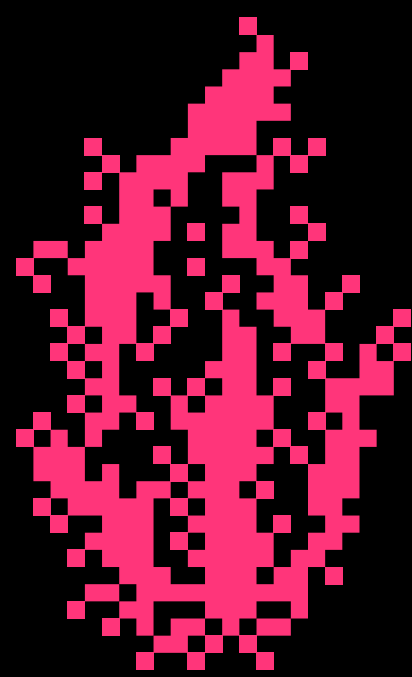
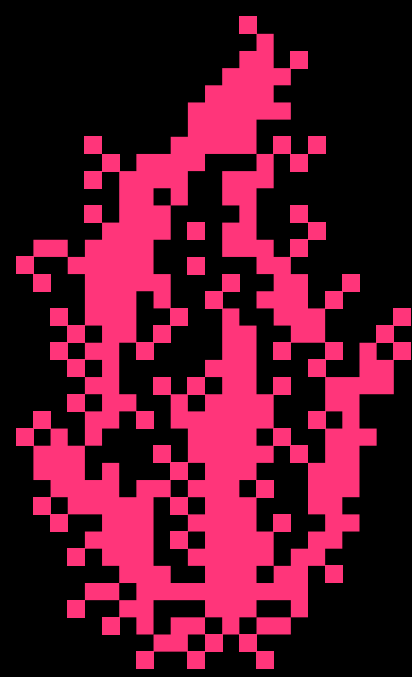
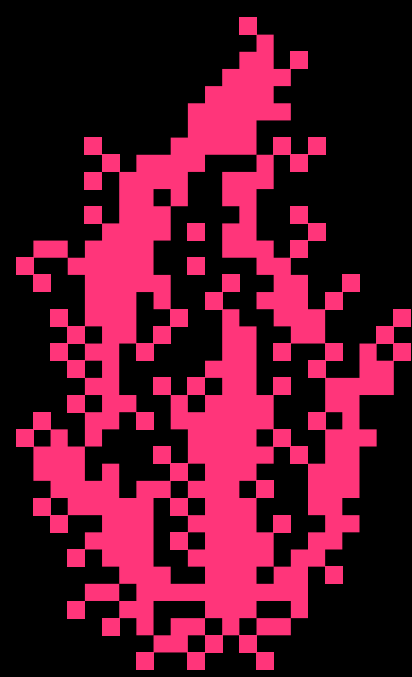
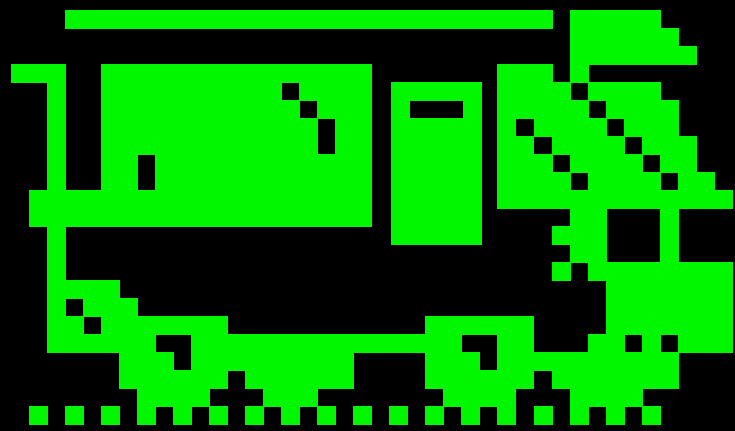
The entire identity follows aesthetics based on pixels, as well as fluor colors, designed to be used in large size.





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





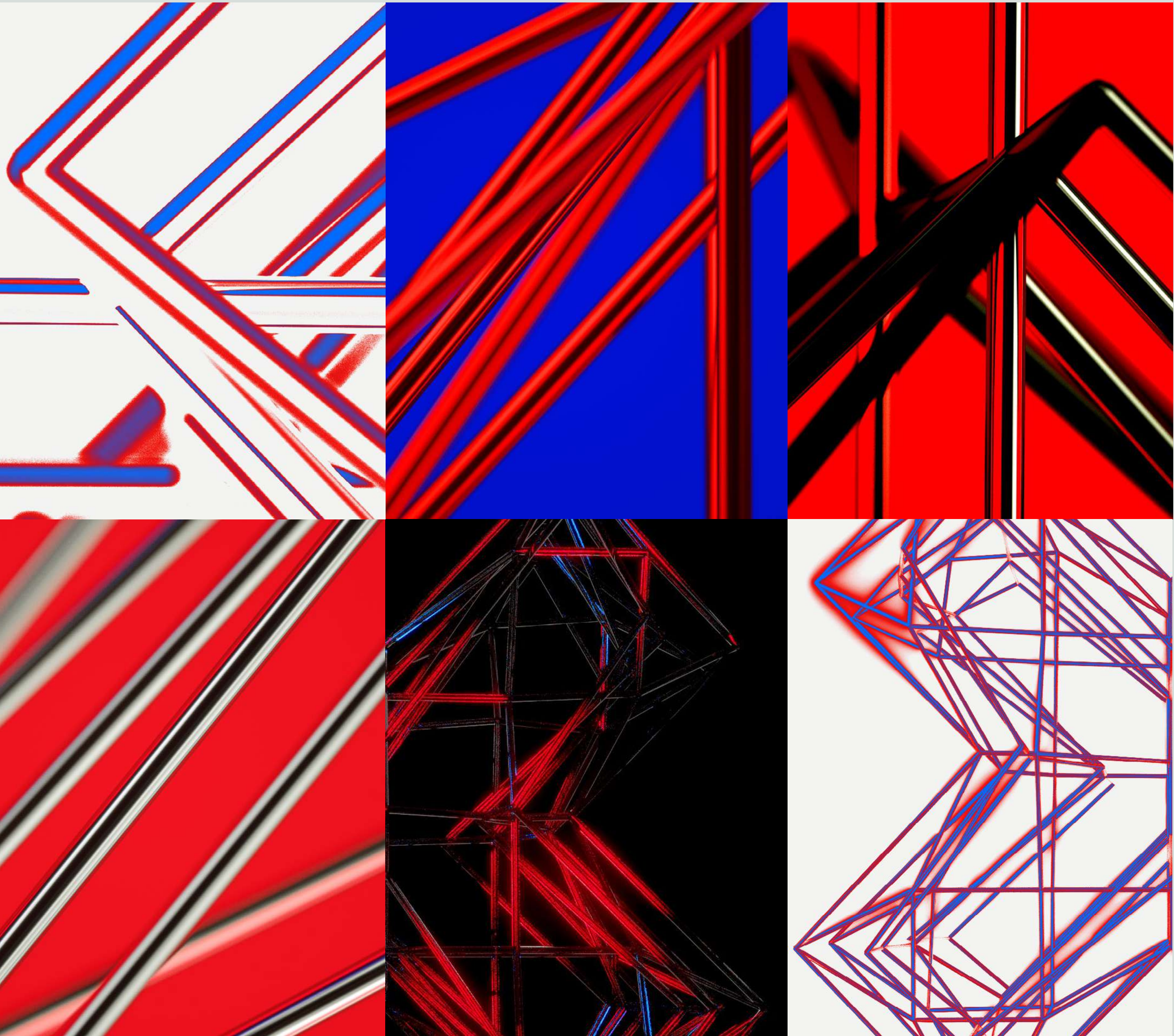
[09]SD EIBAR

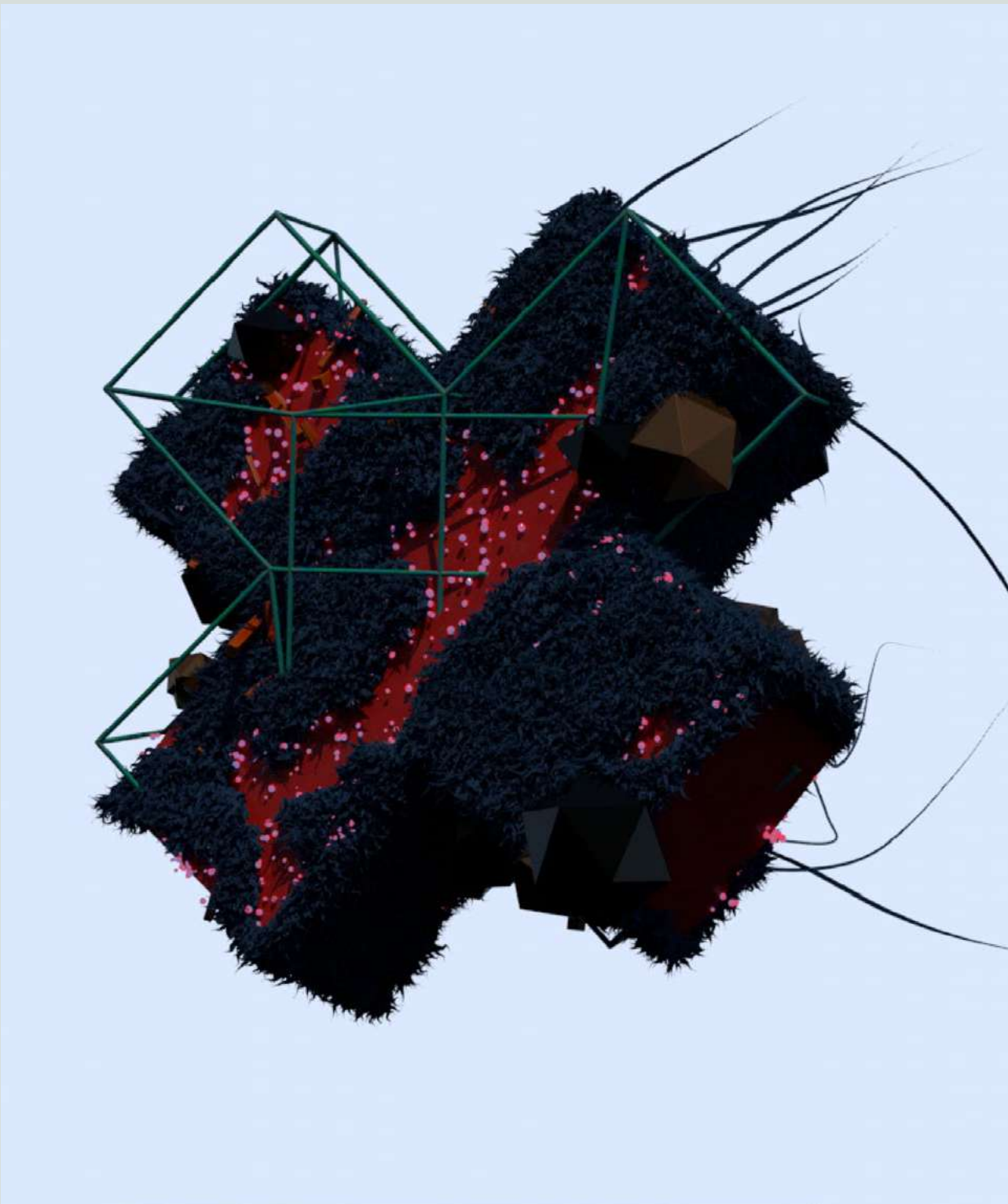
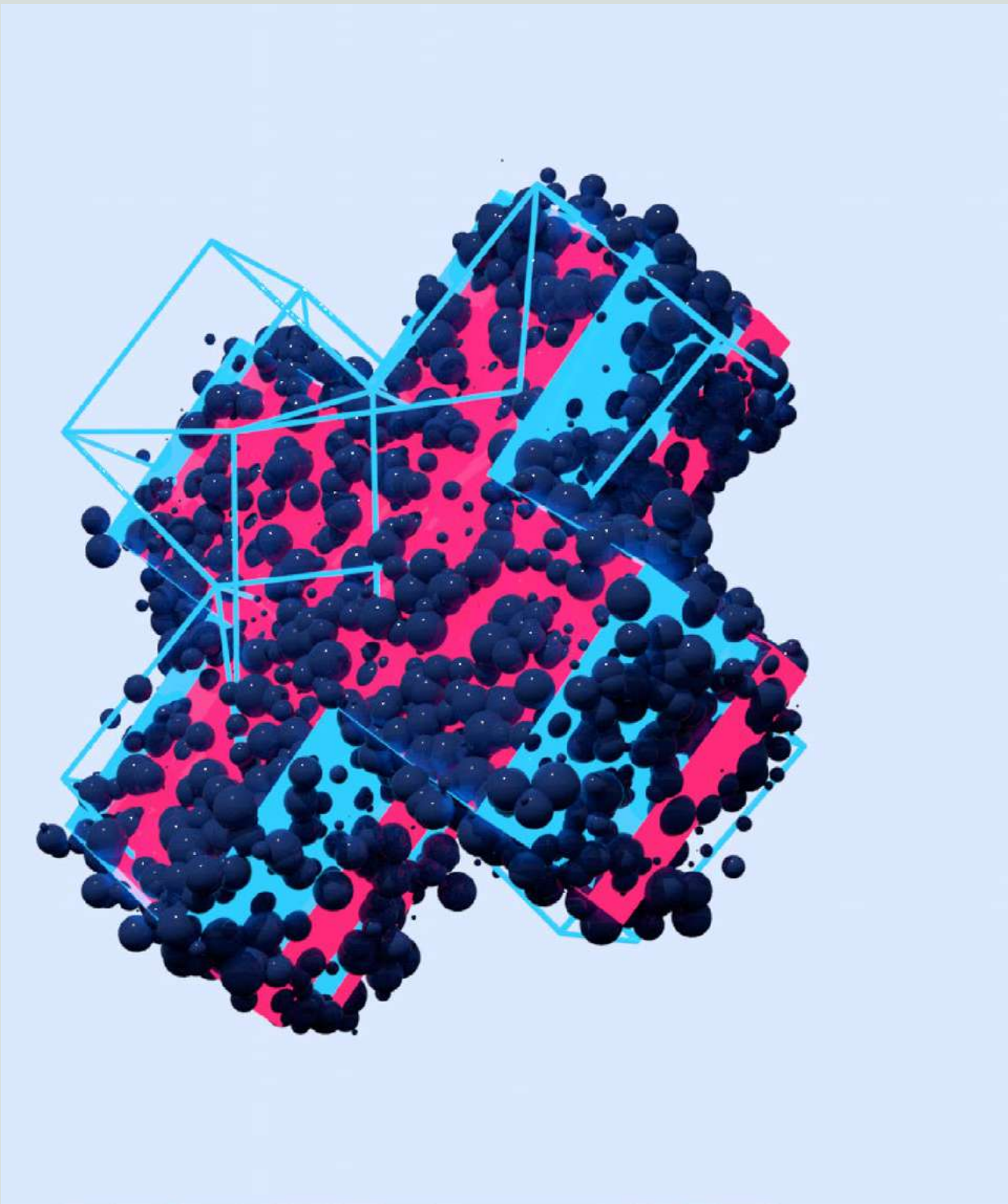
“Another football”

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

Credits

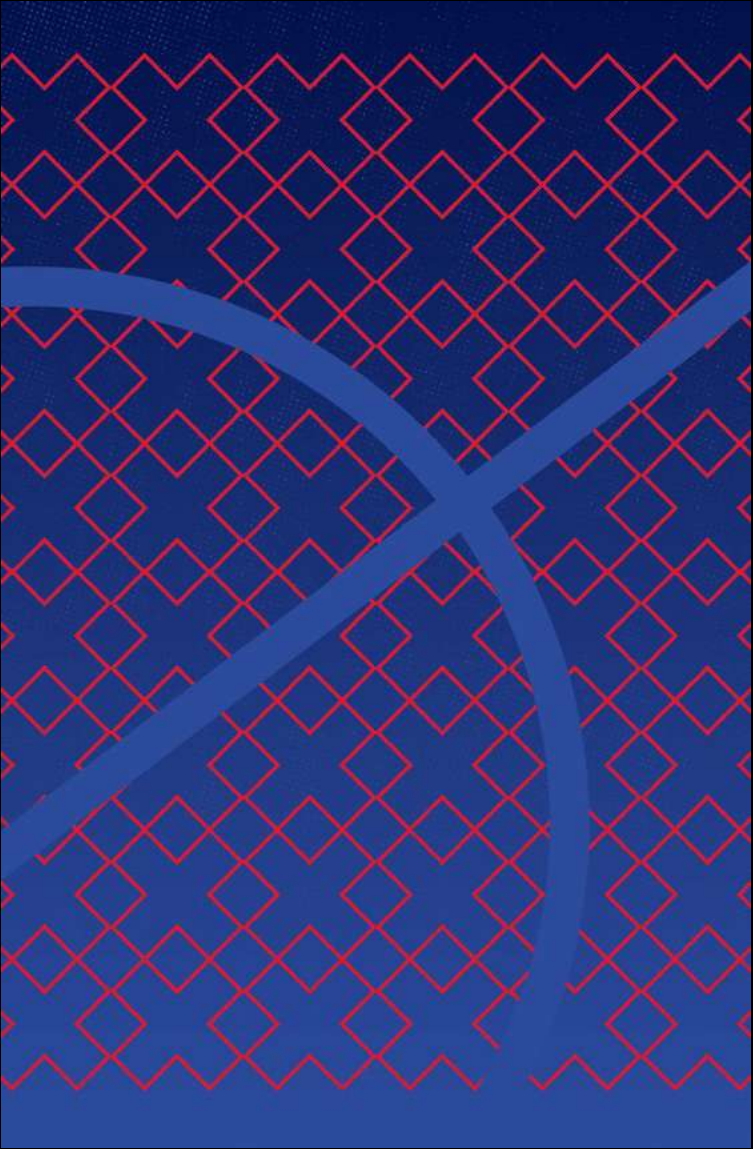
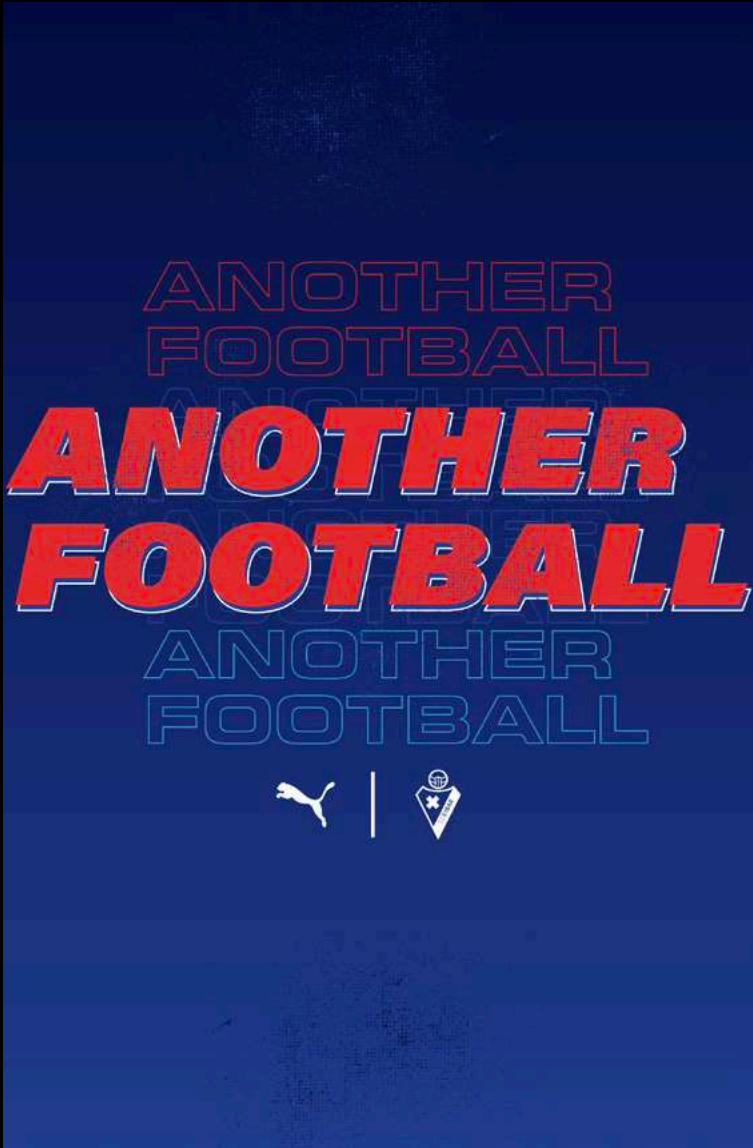
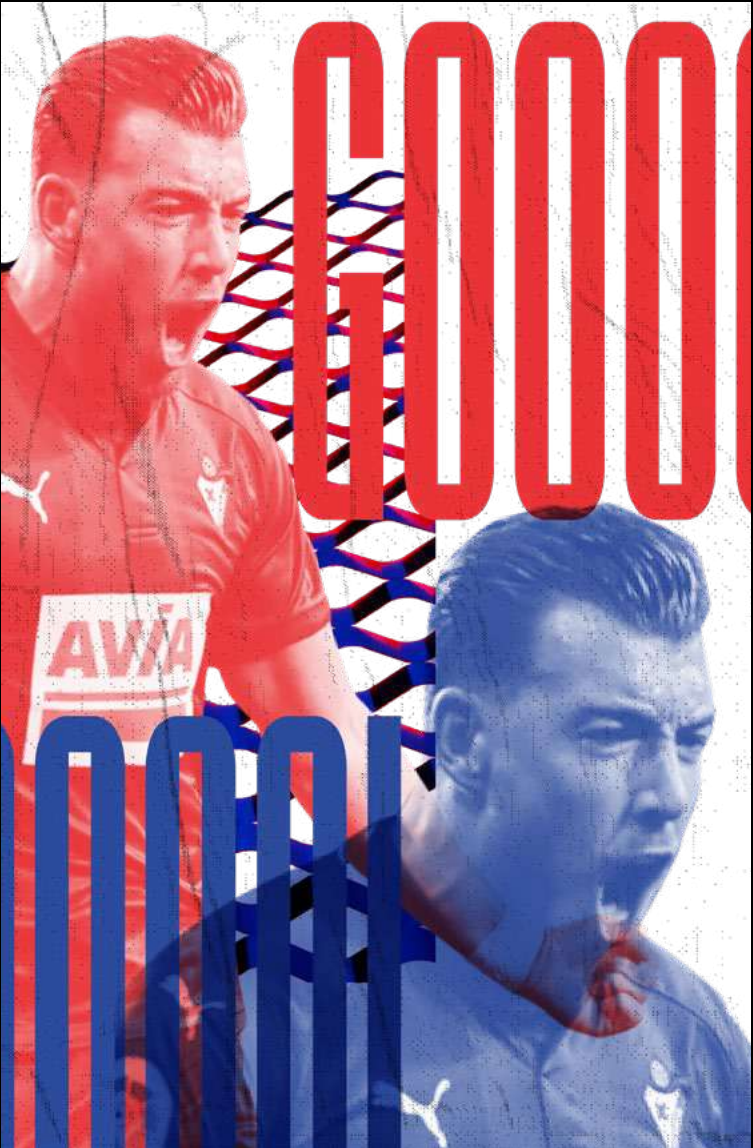
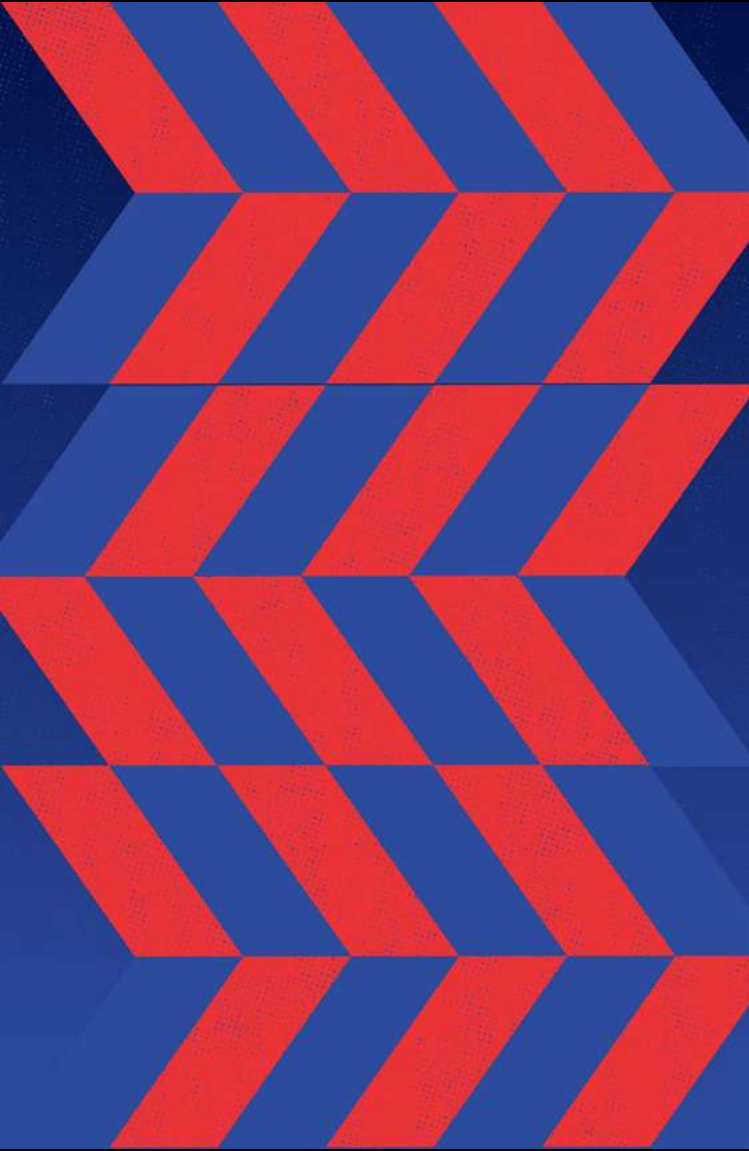
Design Cuchillo

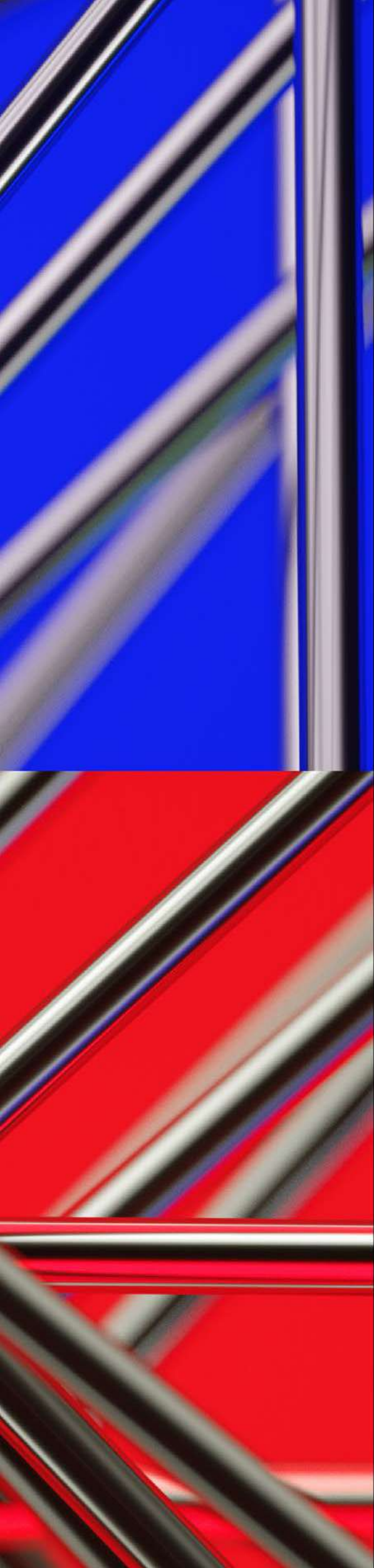




We have spent several years designing the graphic style of the team. Here’s a small sample of the 18/19 and 19/20 seasons.







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

 LaLiga

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 

[10] 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





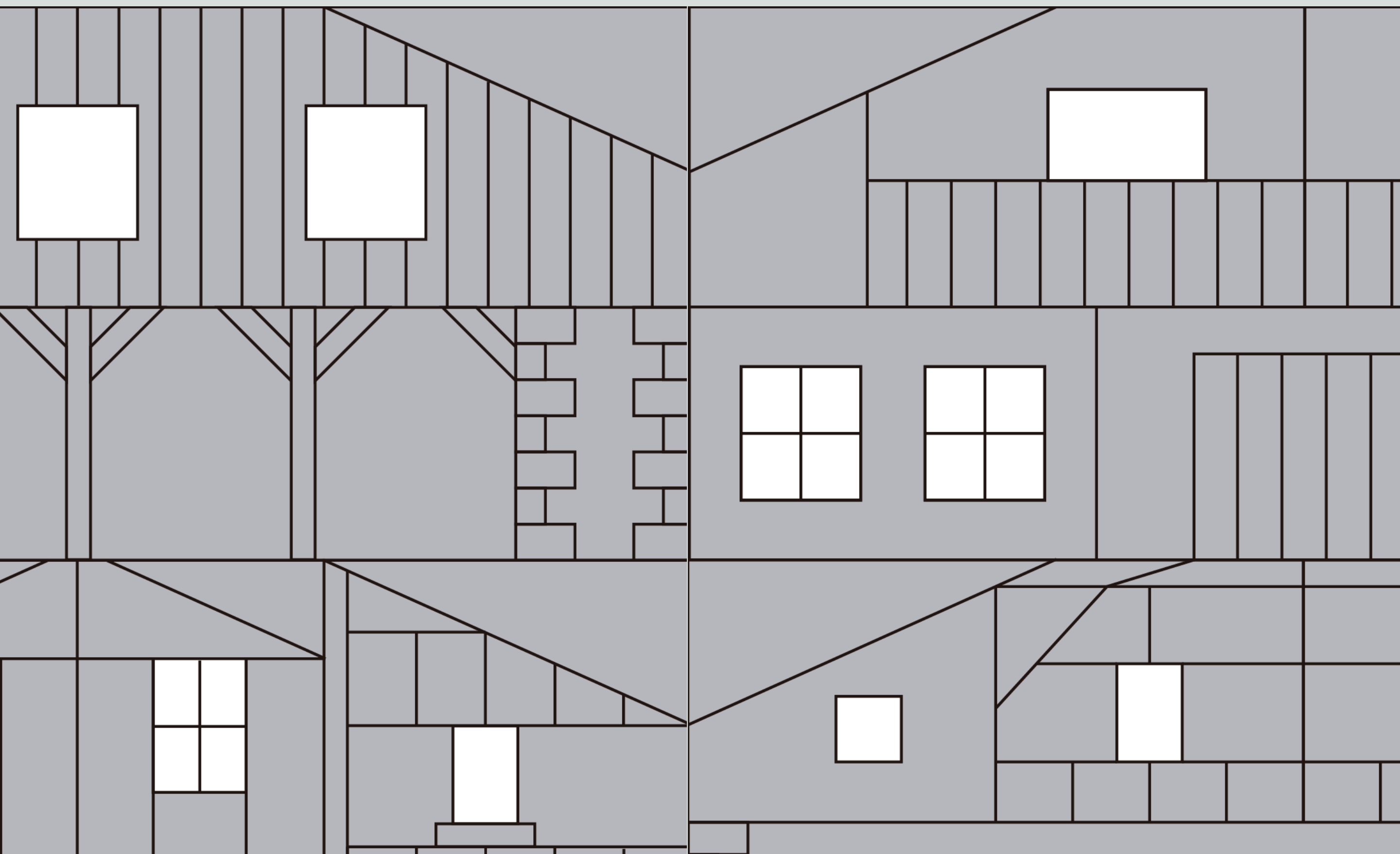


The graphic style seeks inspiration in the elements of water, hops, barley and yeast; essential elements for the elaboration of beer.





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.



[11] MAMÁ
ABSURDA

“Life is absurd. Join the club”

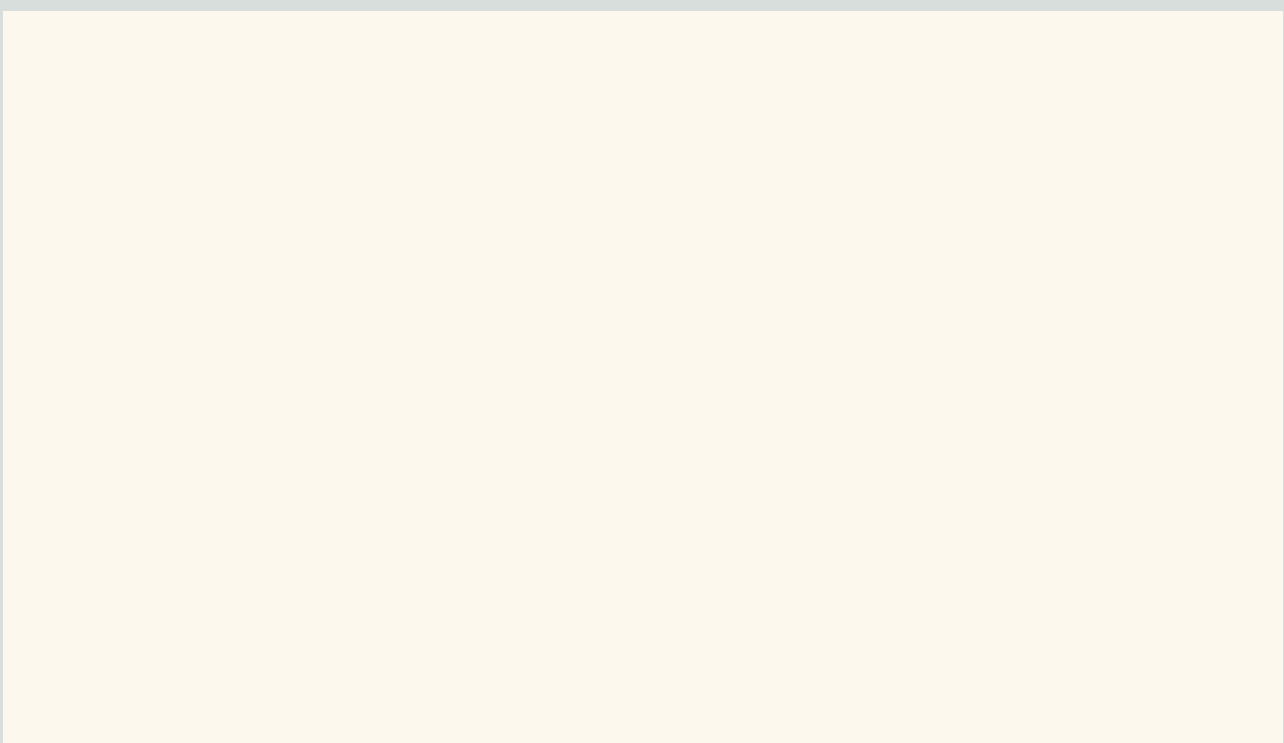
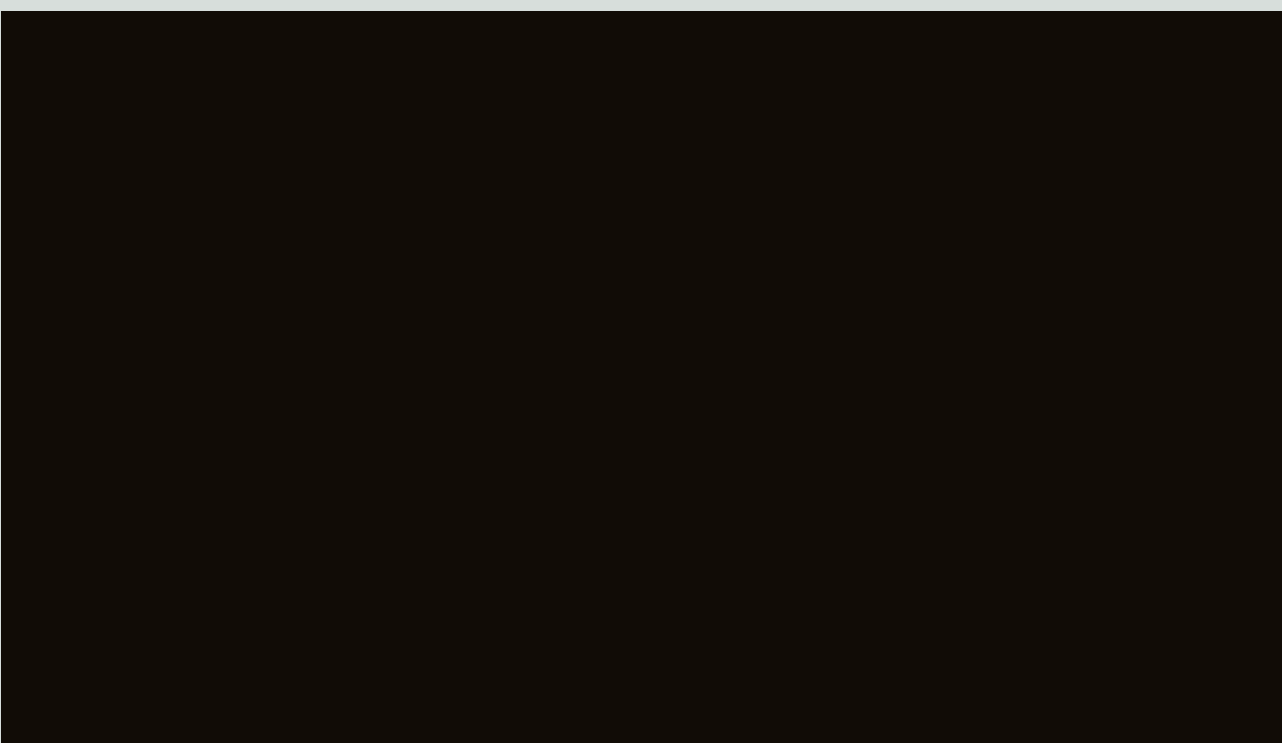
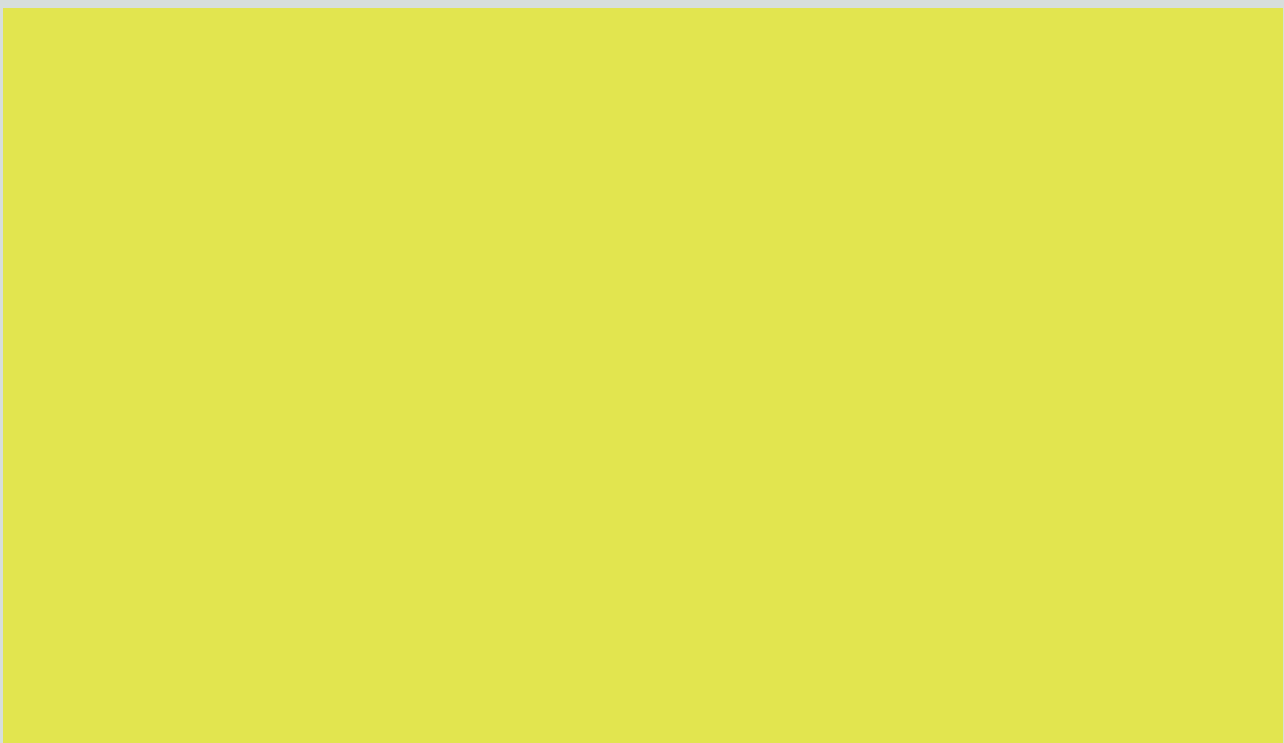
Mamá Absurda is much more than a store; it is an ode to silliness and to mama's girl & boy.

Credits

Design Cuchillo



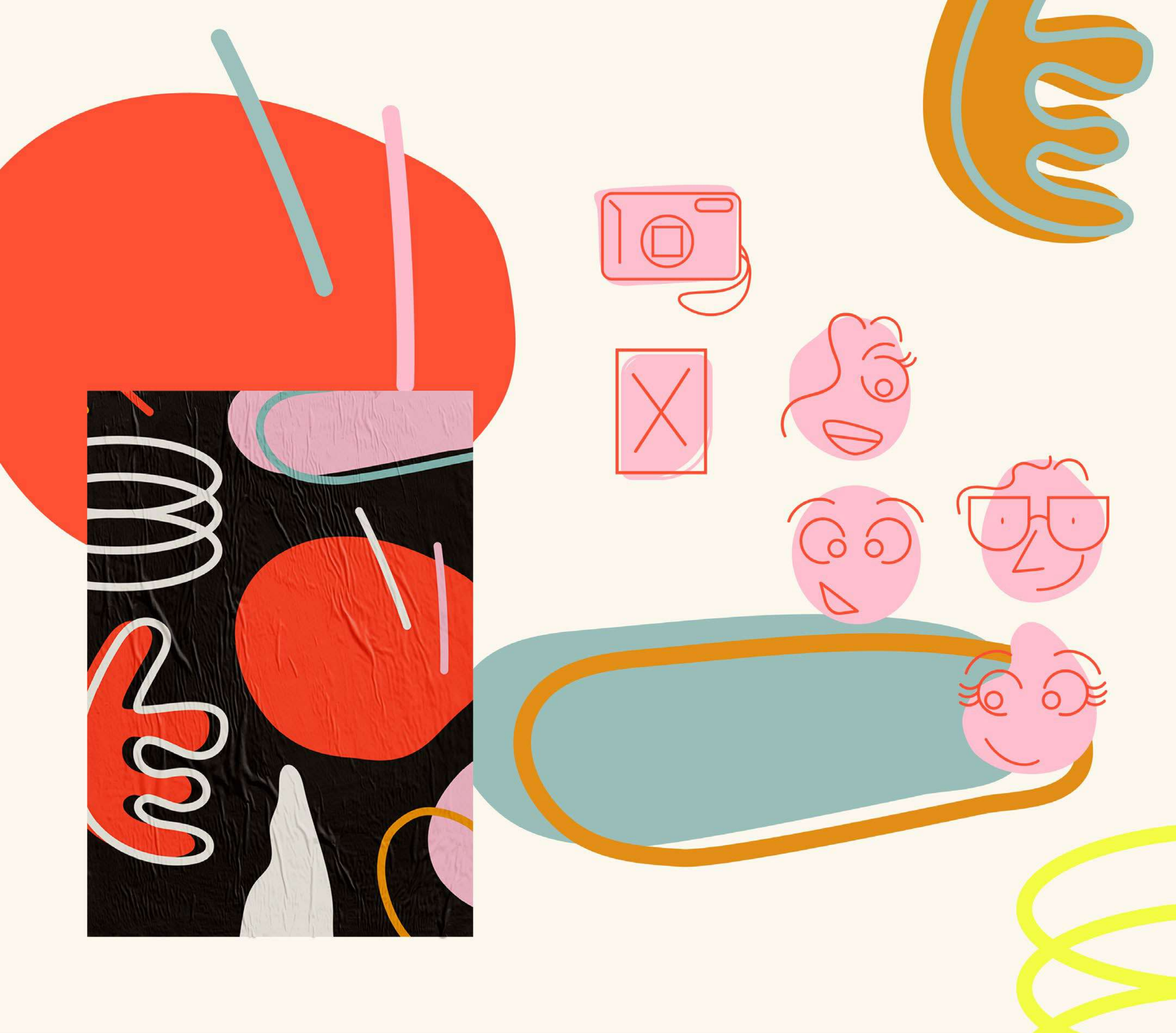
mamã absurda





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.



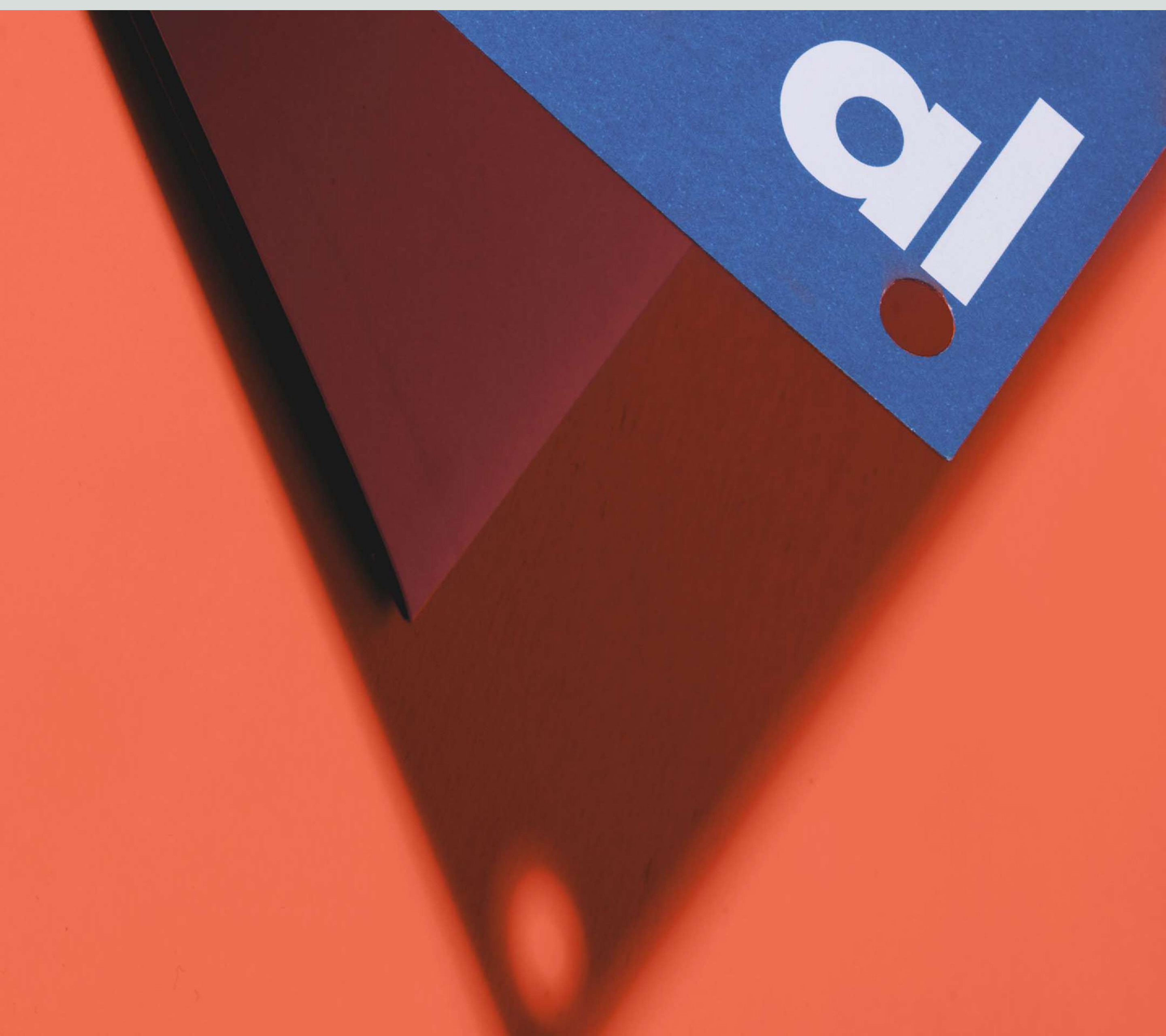
[12] ALOJA

“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.



aloja

mantiene plan b adapta

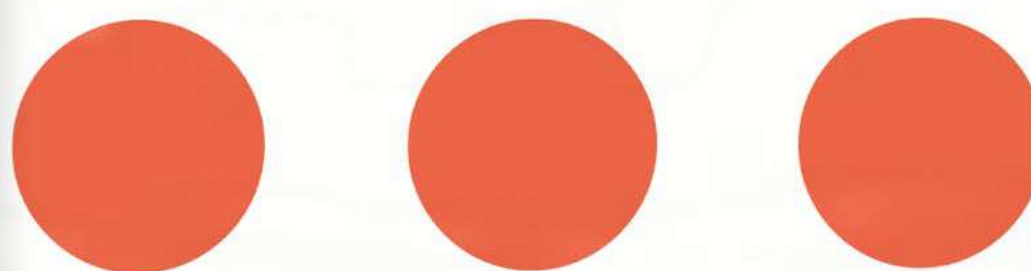


aloja

tu partner de
mantenimiento.

Scroll

solucionamos tus problemas para
que tú te preocupes de lo importante



nos adaptamos
a cada una de
tus necesidades.

aloja

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

[13]

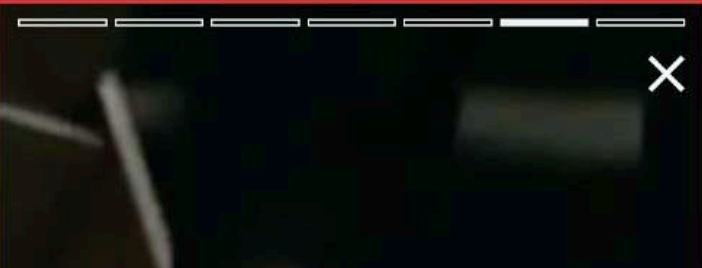
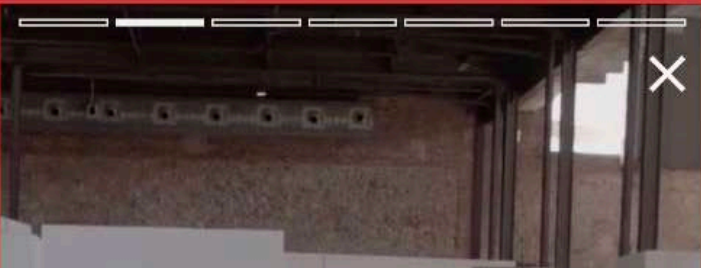
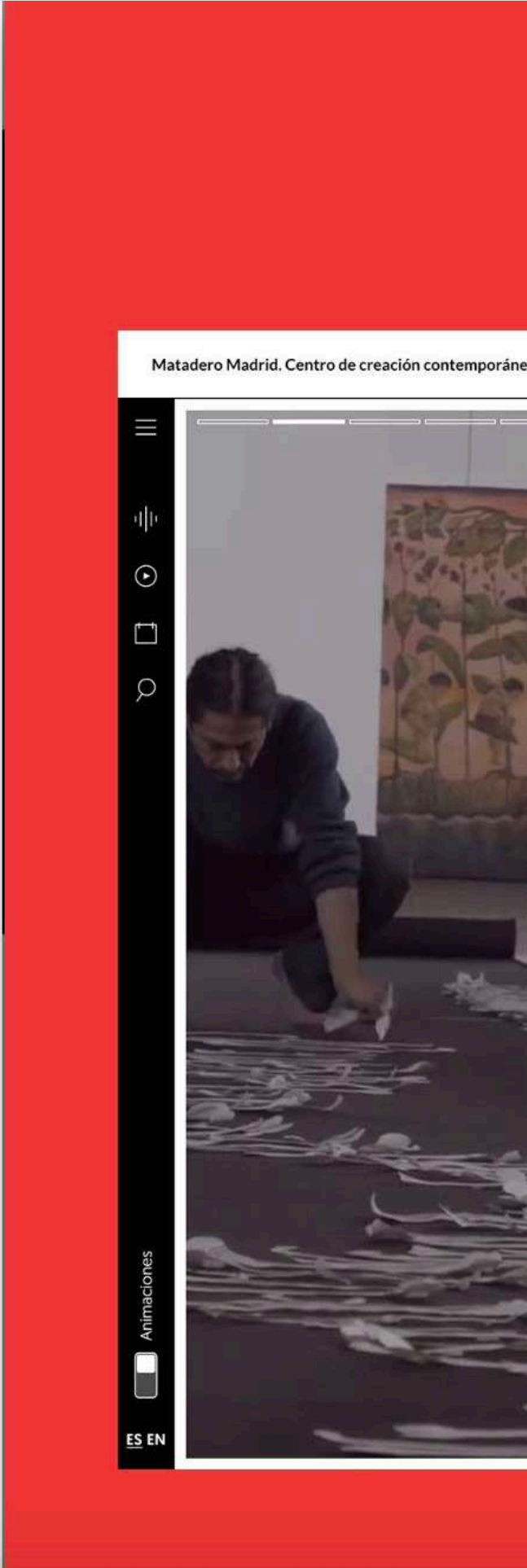
MATADERO

“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

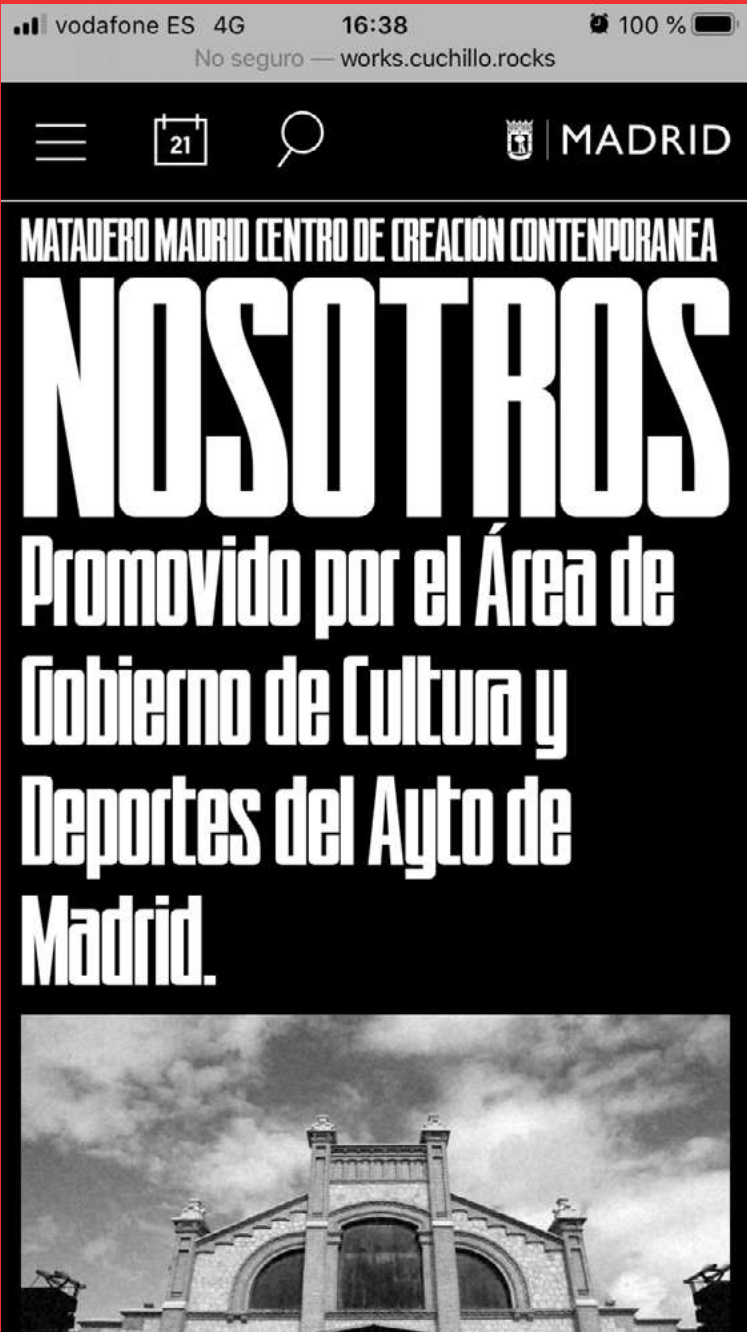
MATADERO MEDIATECA

Publicaciones

PUBLICACIÓN	PUBLICACIÓN	PUBLICACIÓN
 <p>GUERRILLA GIRLS 1985-2015</p>	 <p>DOCE FÁBULAS URBENAS</p> <p>Una Exposición Sobre La Ciudad: No Lo Que Es, Sino Lo Que Podría Ser</p> <p>13 FEB - 19 JUL</p> <p>NAVE 16 INTERMEDIATE MATADERO</p>	 <p>ENE/FEB/MAR 2020</p>
<p>23 marzo 2020</p> <p>Guerrilla Girls 1985-2015</p>	<p>13 febrero 2020</p> <p>Hoja de sala Doce fábulas urbanas</p>	<p>01 enero 2020</p> <p>Programa trimestral Enero-Marzo 2020</p>



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.



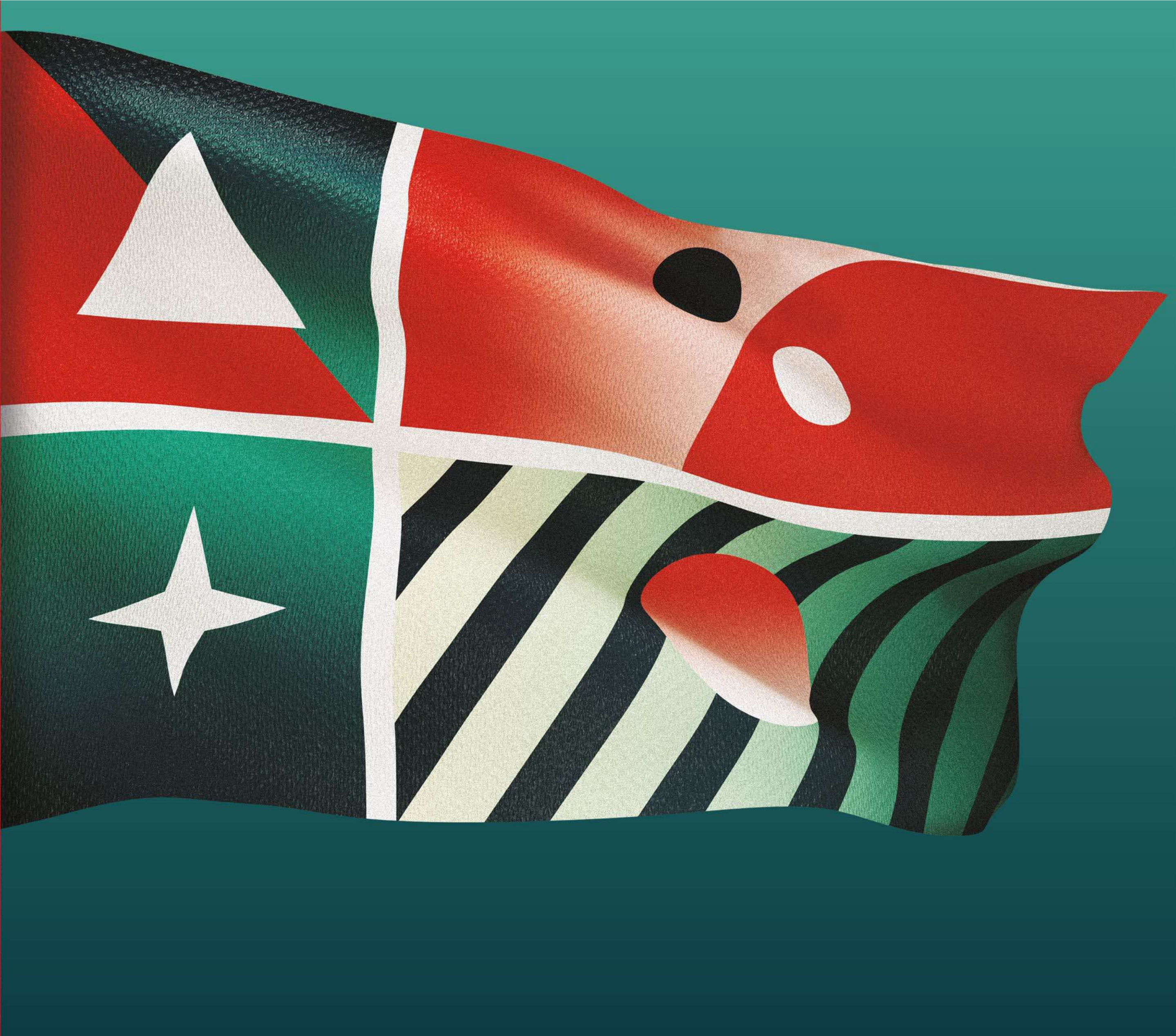
[14] **BBK LIVE**

“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.



Bilbao BBK Live

Kutxabank

11 · 12 · 13 JULIO/UZTAILA/JULY 2019



www.bilbaobbklive.com

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



[15]

CUCHILLO FC

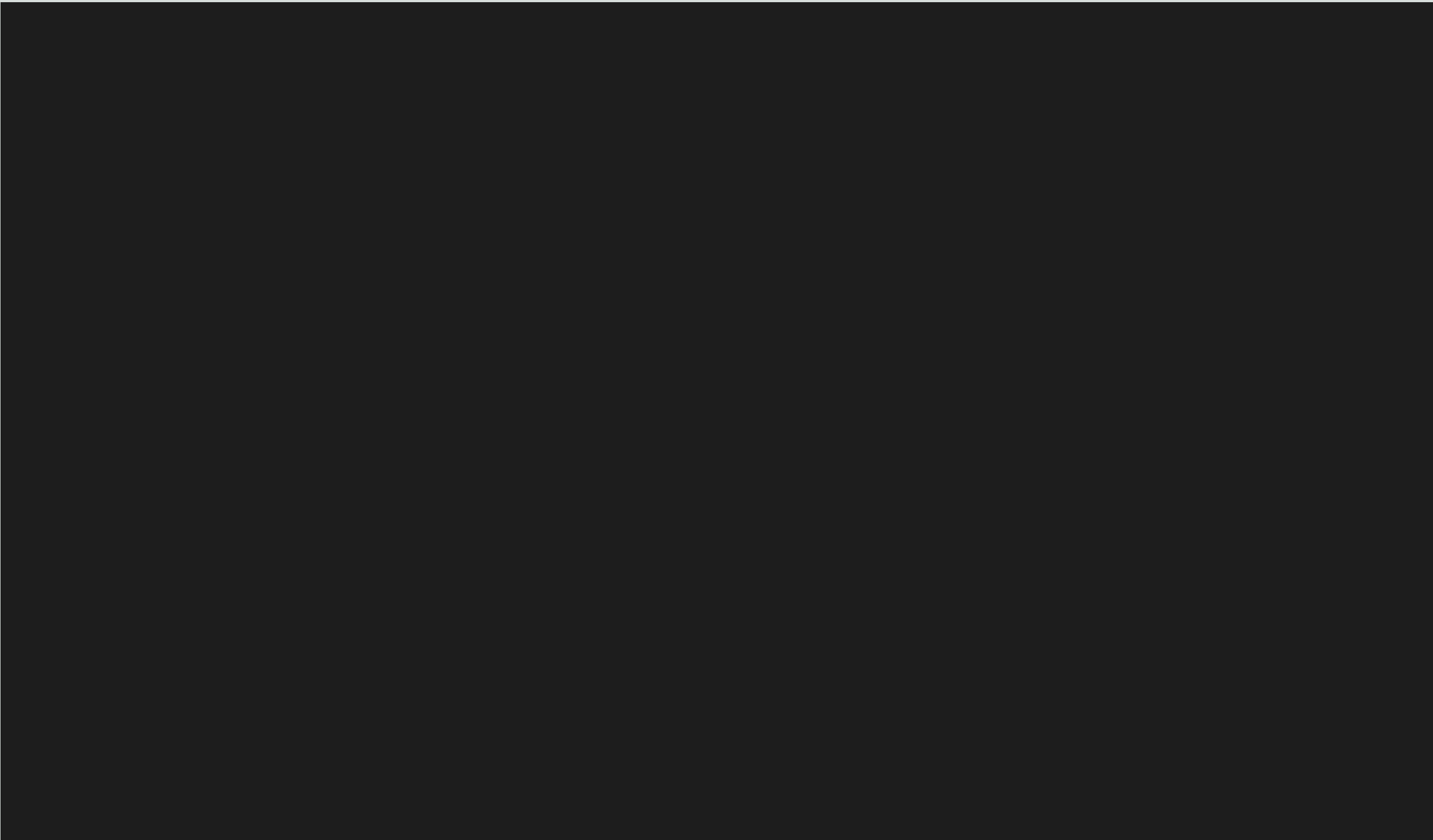
“CUCHILLO FC”

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.





[16]

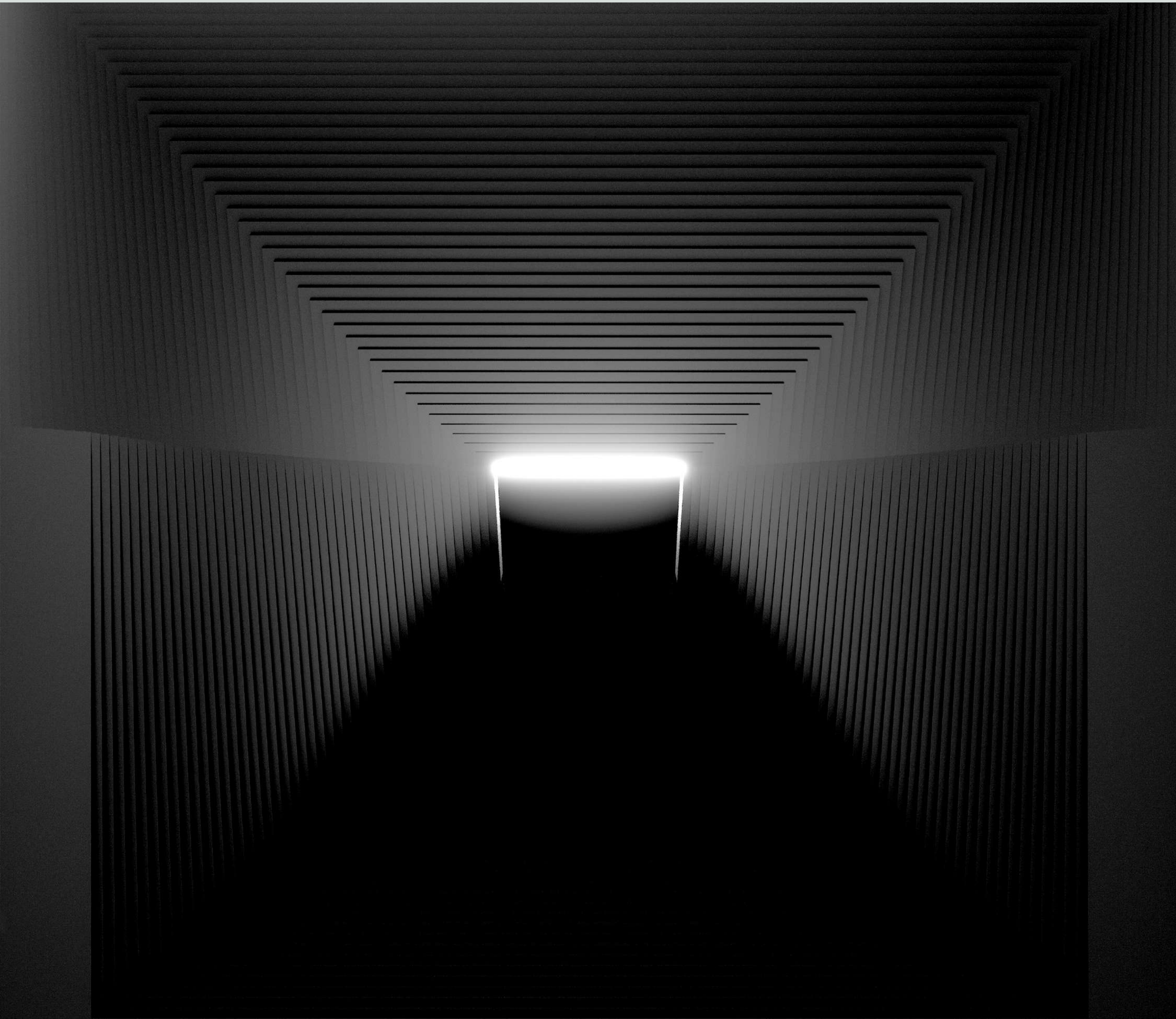
KALEARTEAN

“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 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.



[17]

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



[18]

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.



[19]

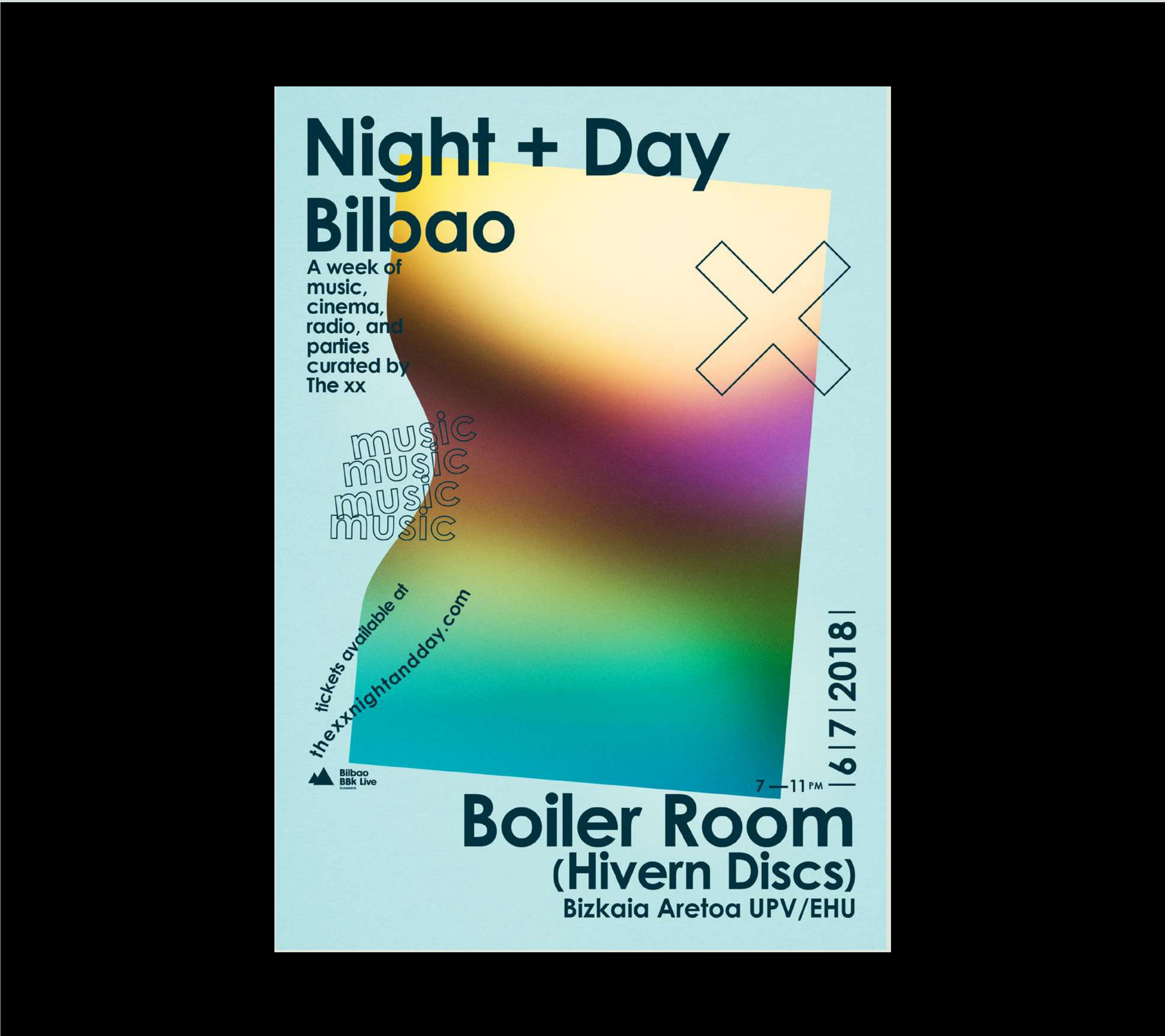
THE XX

“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.

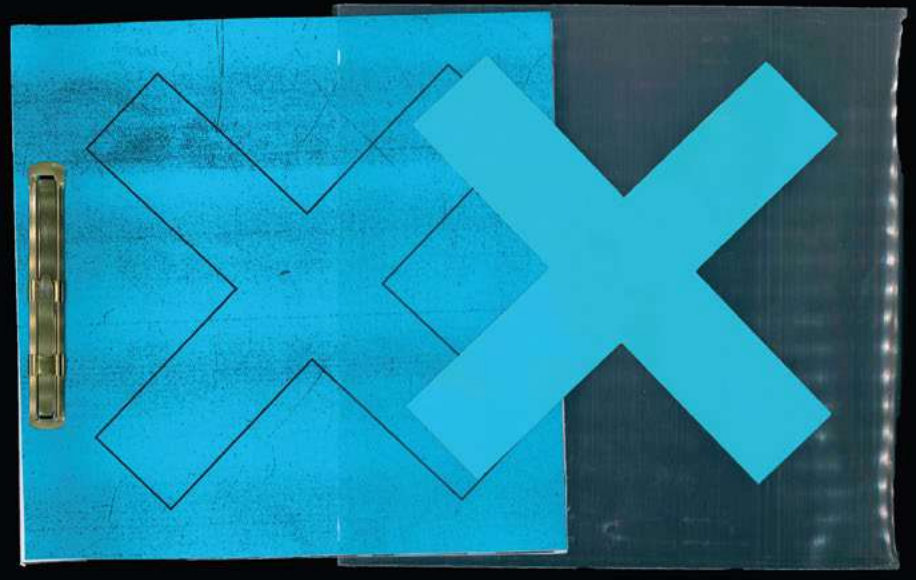
Credits

Design Cuchillo



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





[20]

SD EIBAR
POSTERS

“Today: Match Day!”

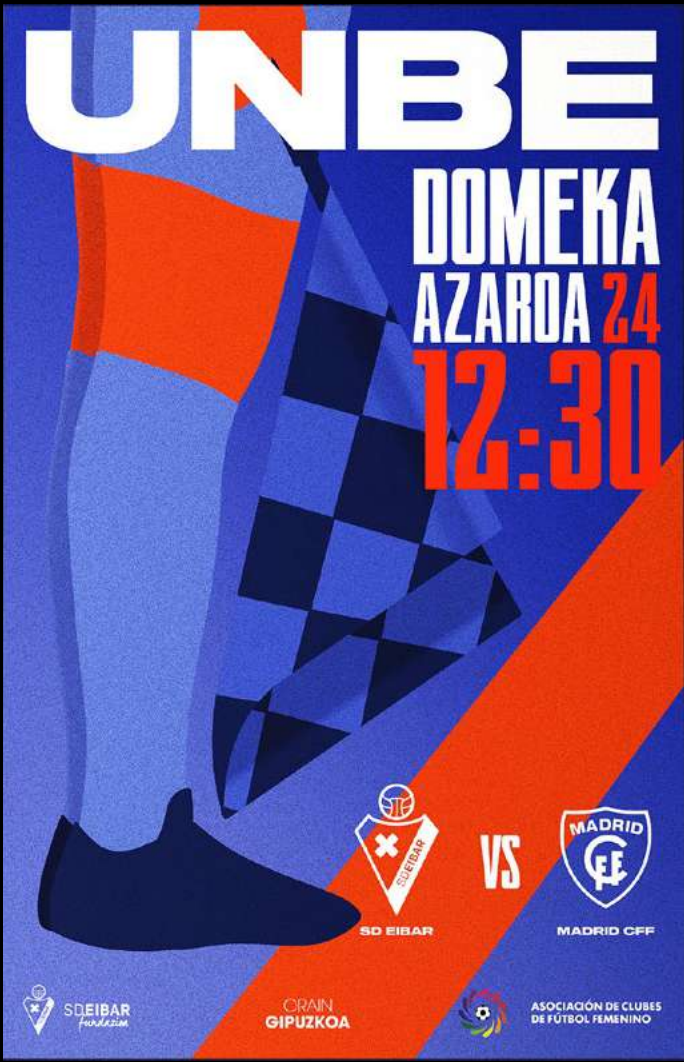
After working for several years to create the graphic identity of the team; here is a small sample of the posters made for Match Days.

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





Thanks!

cuchillo