Portfolio: VISUAL IDENTITIES

cuchillo

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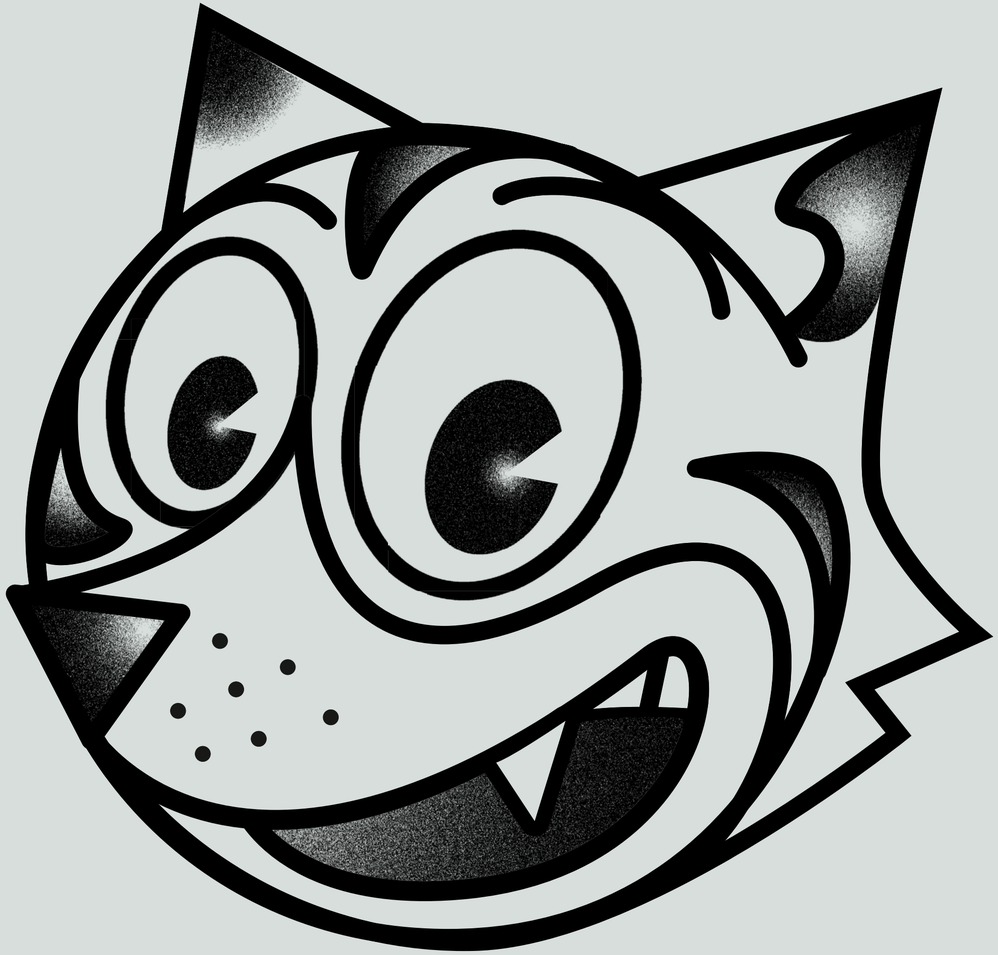
Hi!



Portfolio Visual Identities

@_cuchillo

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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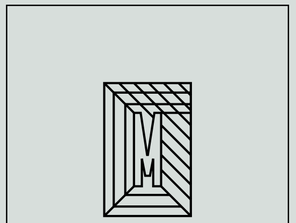
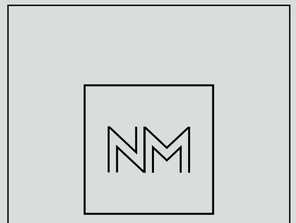
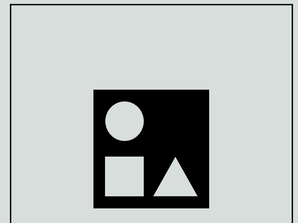
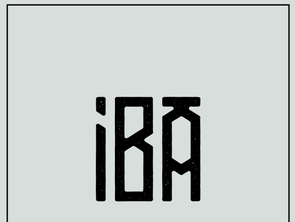
[00] Brand Resumé

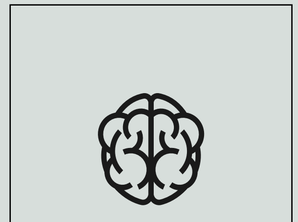
2018 - 2021

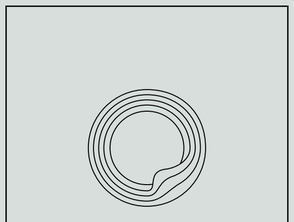


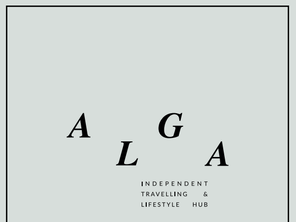


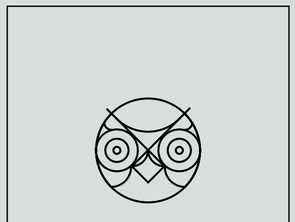












Portfolio Visual Identities

@_cuchillo

[01] THE BADASS PROJECT

[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

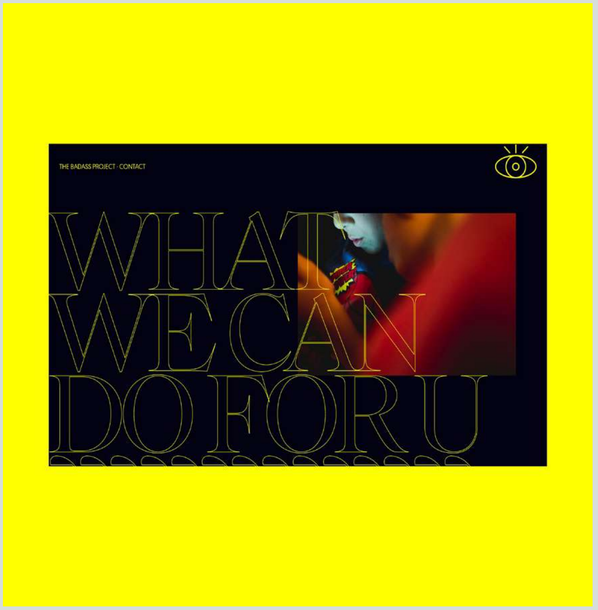
Awards

Site of the day Awwwards
Honorable Mention Awwwards

Portfolio Visual Identities

THE FILM N' PHOTO GRAPHY
THE BADASS PROJECT

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



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

[02]

PANGRAM
PANGRAM

[02] Pangram

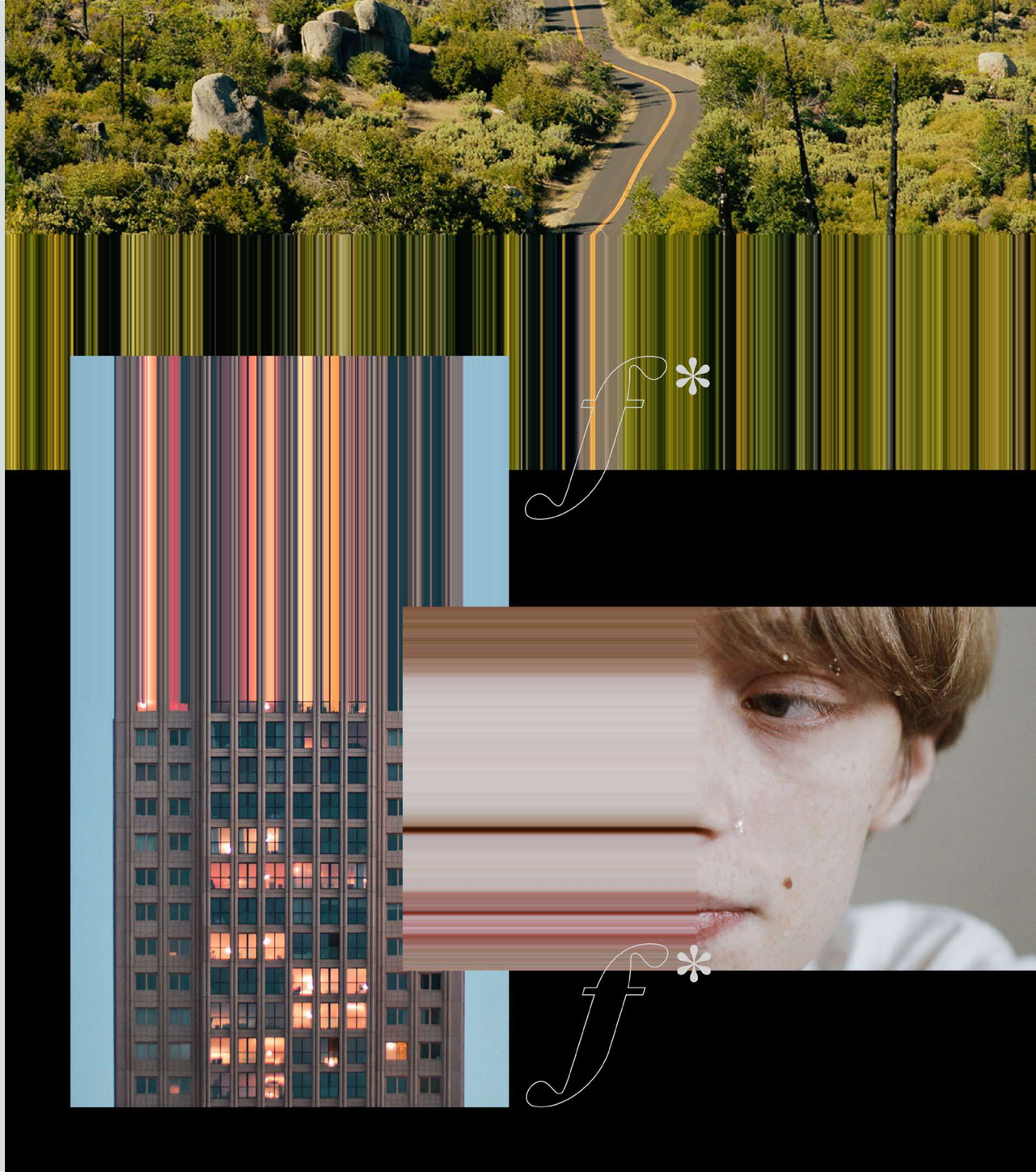
“Type Speciment Filter 001 / Editorial New”

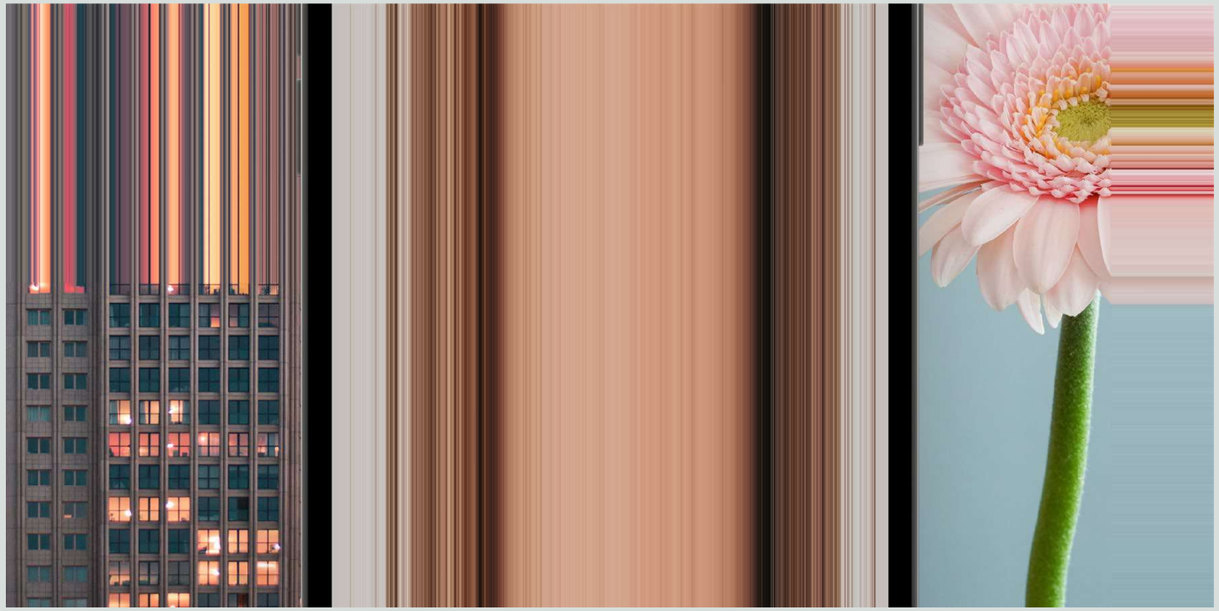
A novel way to show Typography Specimens through Instagram filters.

Credits

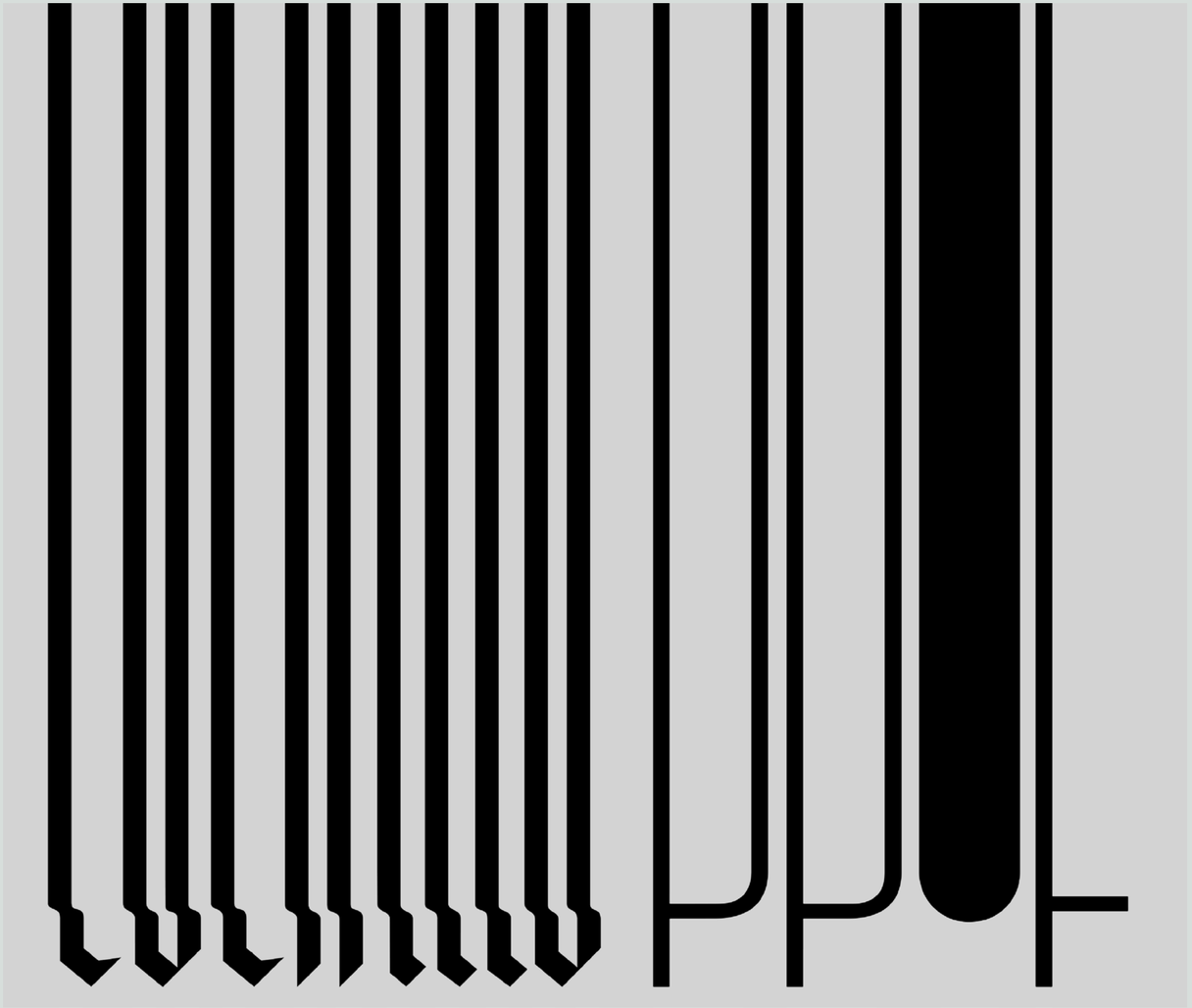
Typography PangramPangram Foundry
Design Cuchillo &
PangramPangram Foundry
Coding Cuchillo

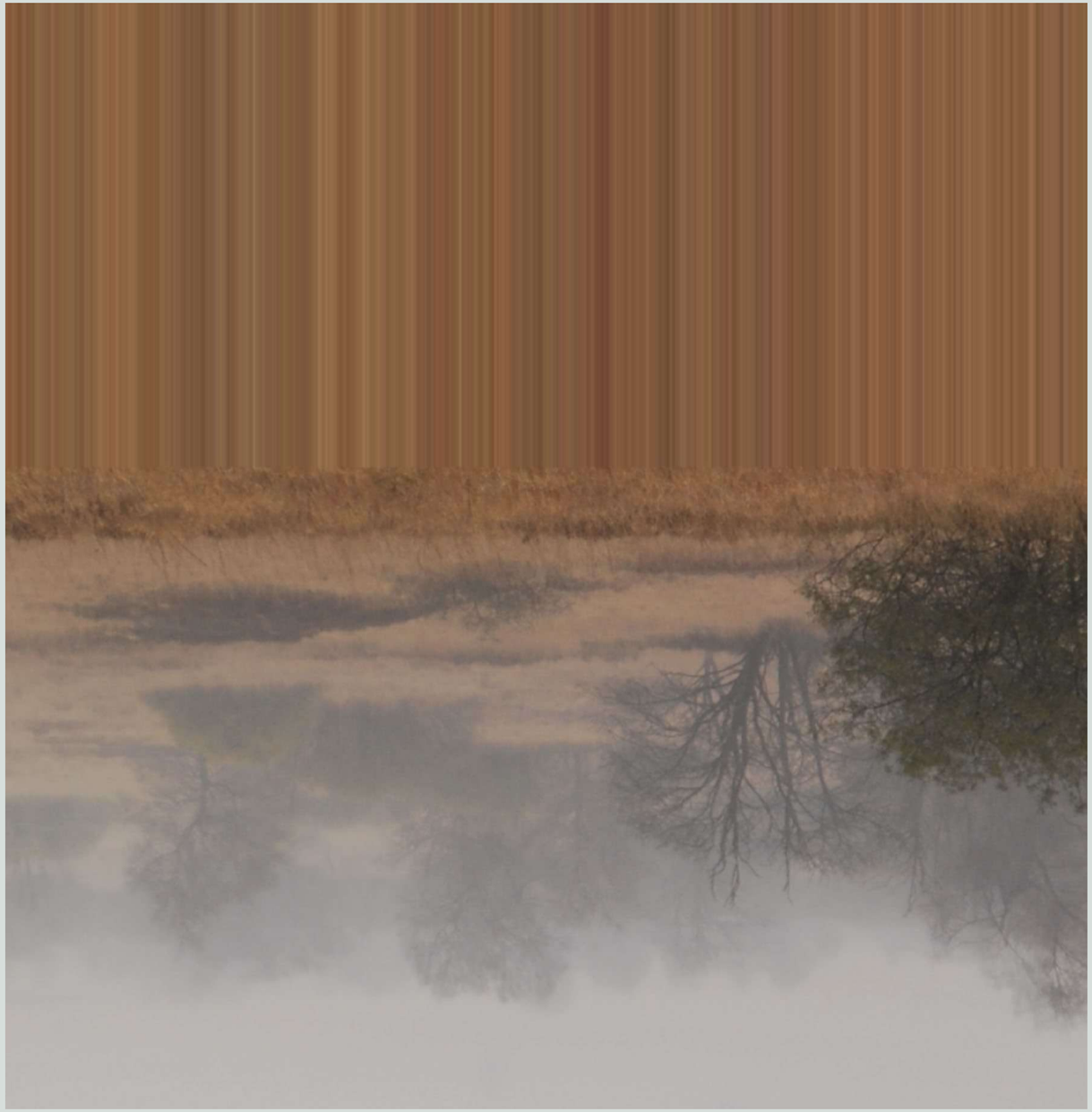
Portfolio Visual Identities

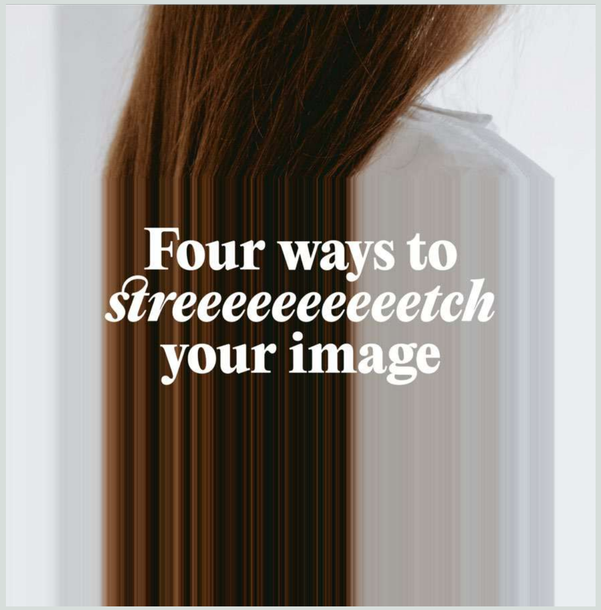




In collaboration with @*pangram*. *pangram* we have developed an Intragram filter with one of its fonts, Editorial New.







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

[03] PRIMT

[03] Primt

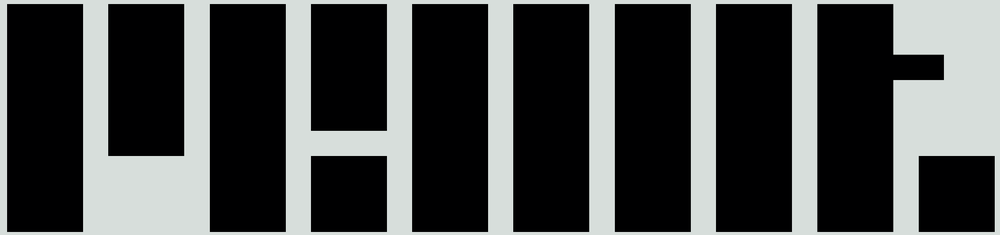
“1→2→3→Primt.”

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

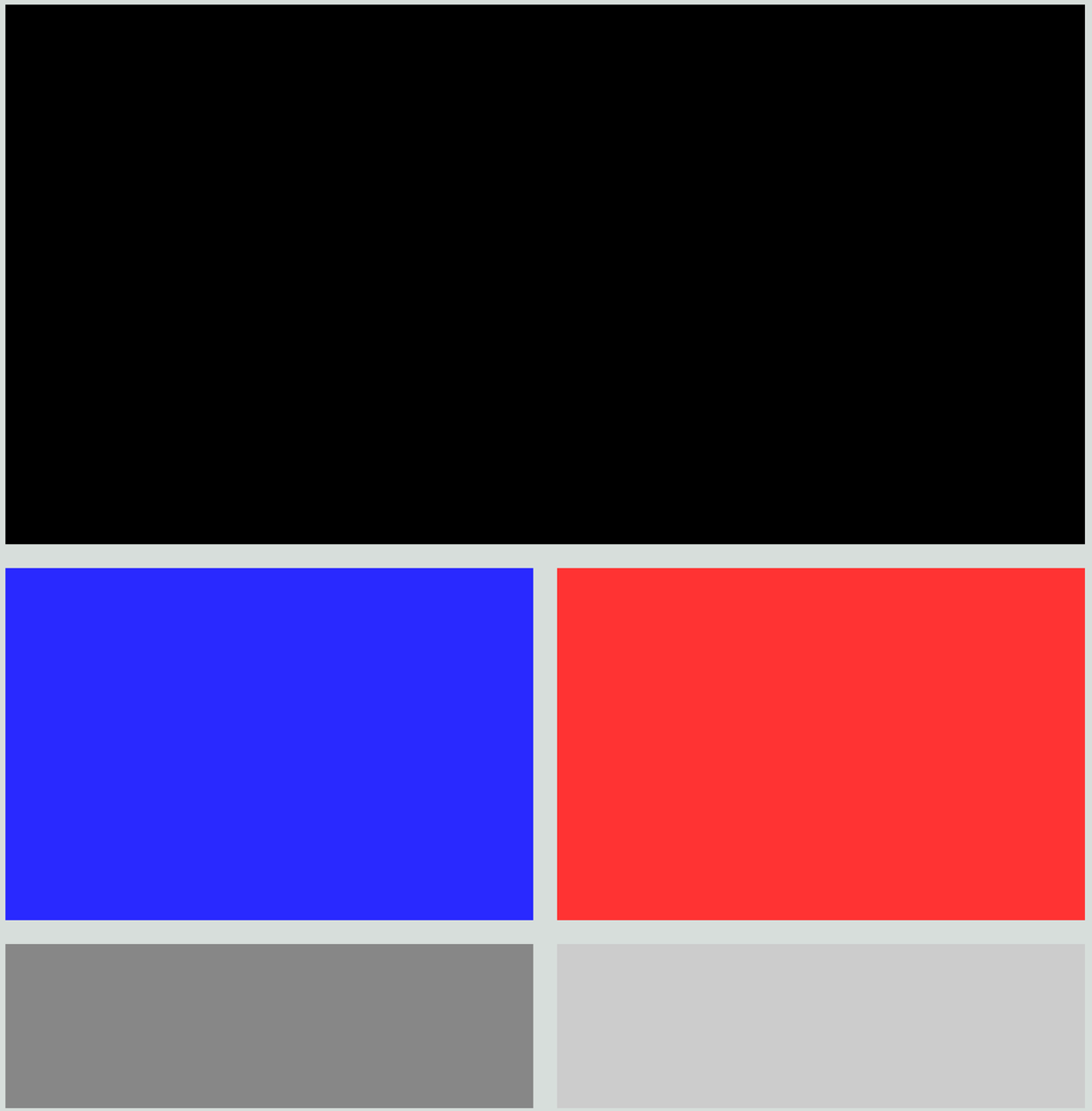
Credits

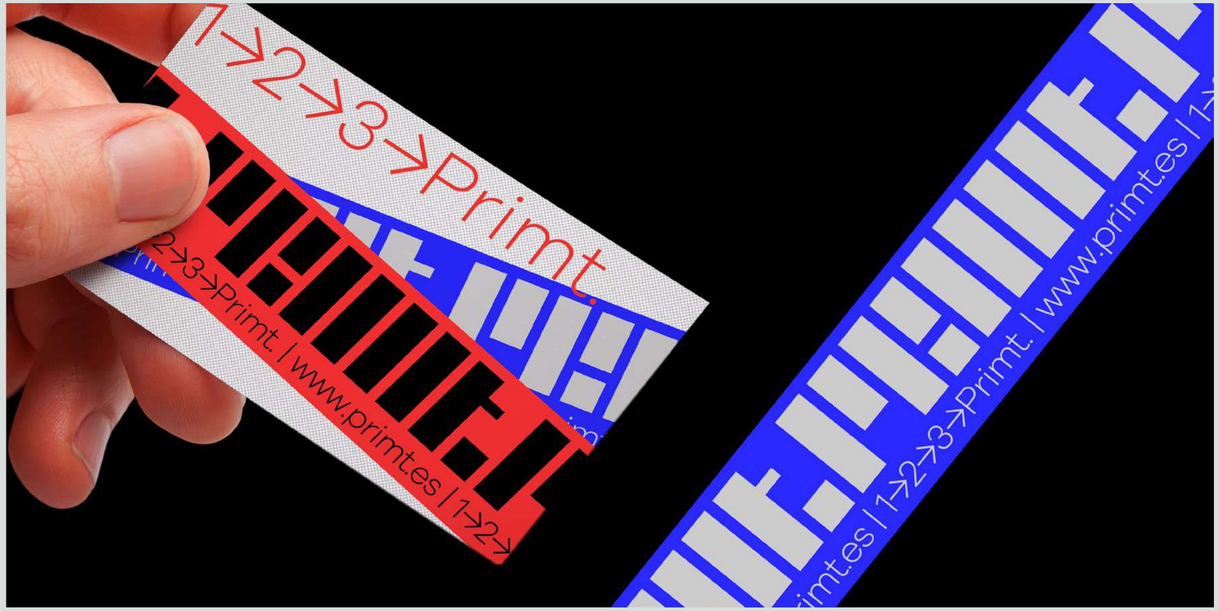
Design Cuchillo

www.primt.es | 1→2→3→Primt. | www.primt.es | 1→2→3→Primt. | www.primt.es | 1→2→3→Primt. |

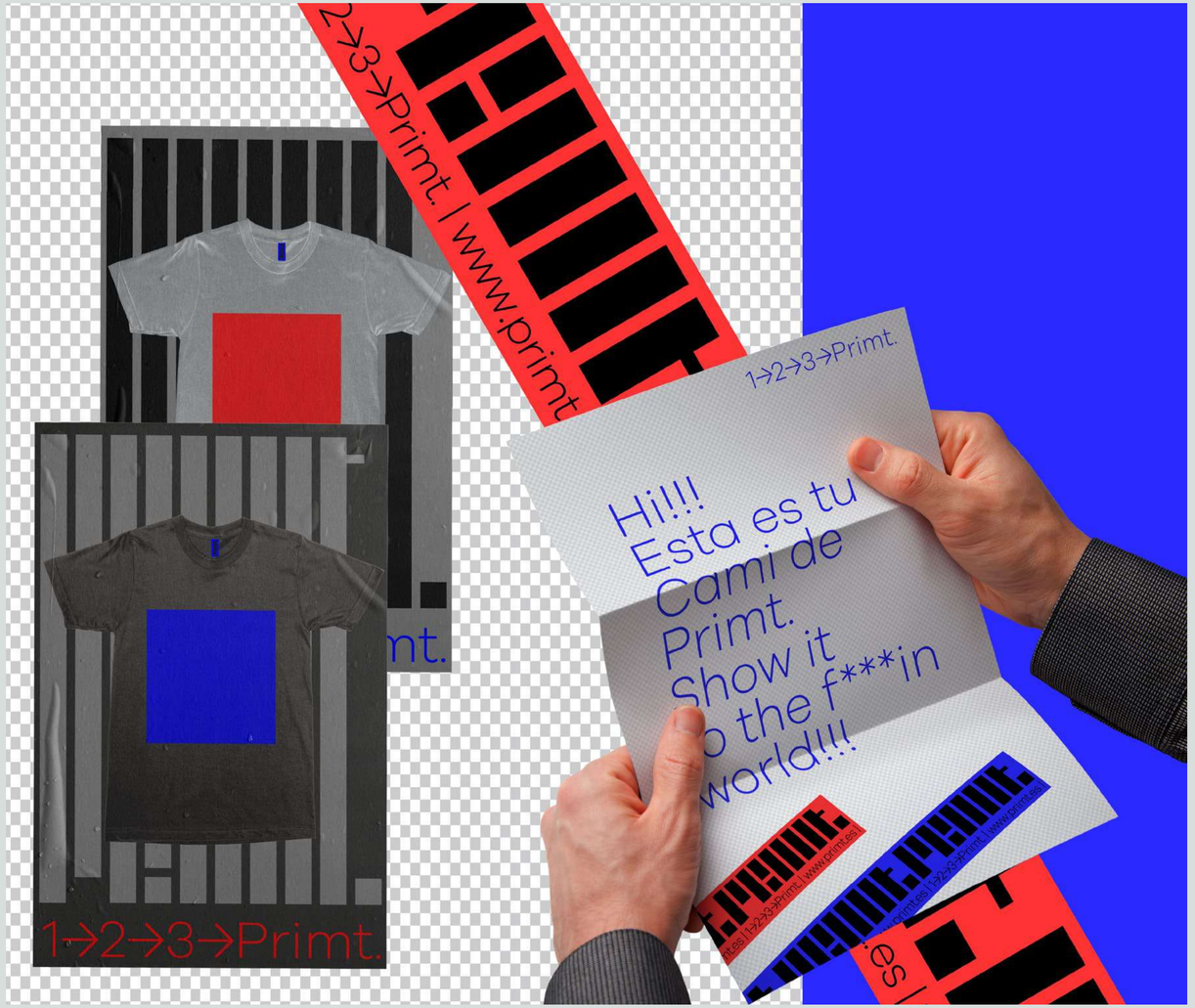


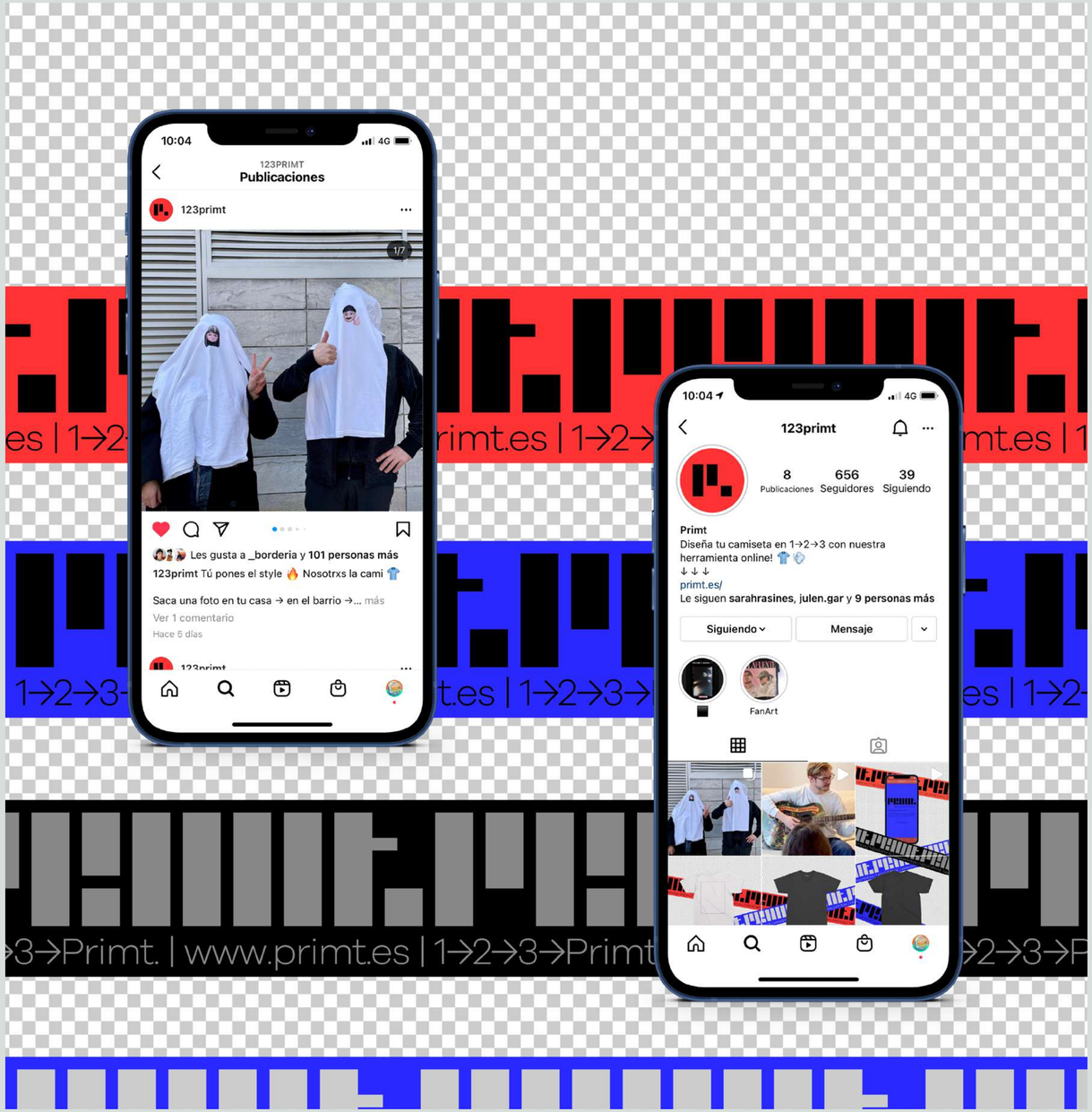
1→2→3→Primt.

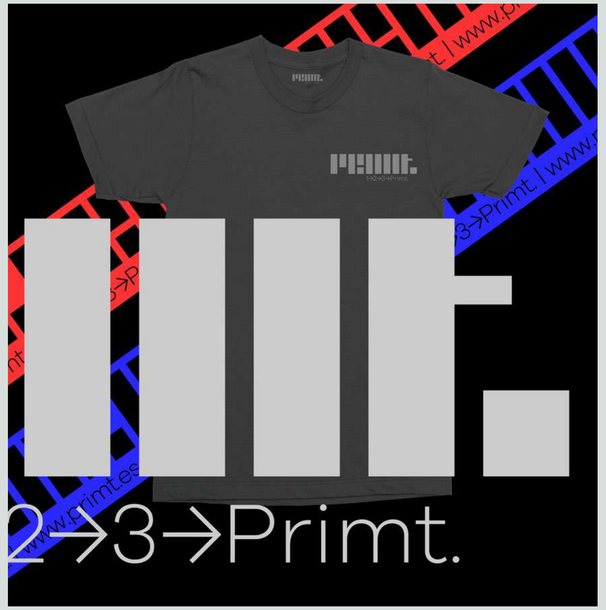




Inspired by graphic 'guitar' references of the 70's, 80's & 90's, we have built a sturdy and geometric logo.







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

[04]

JAZMINO'S

[04] Jazmino's

"Harmony between conceptual minimalism and detail"

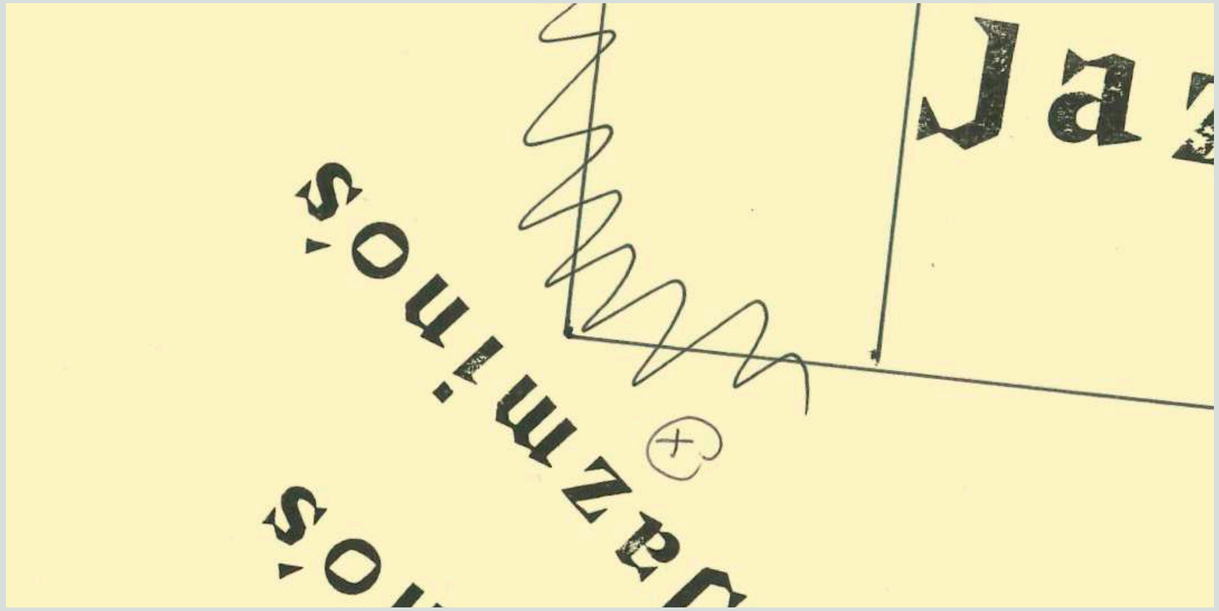
A new vision of Middle Eastern food, with grill and pita bread as central axes.

Credits

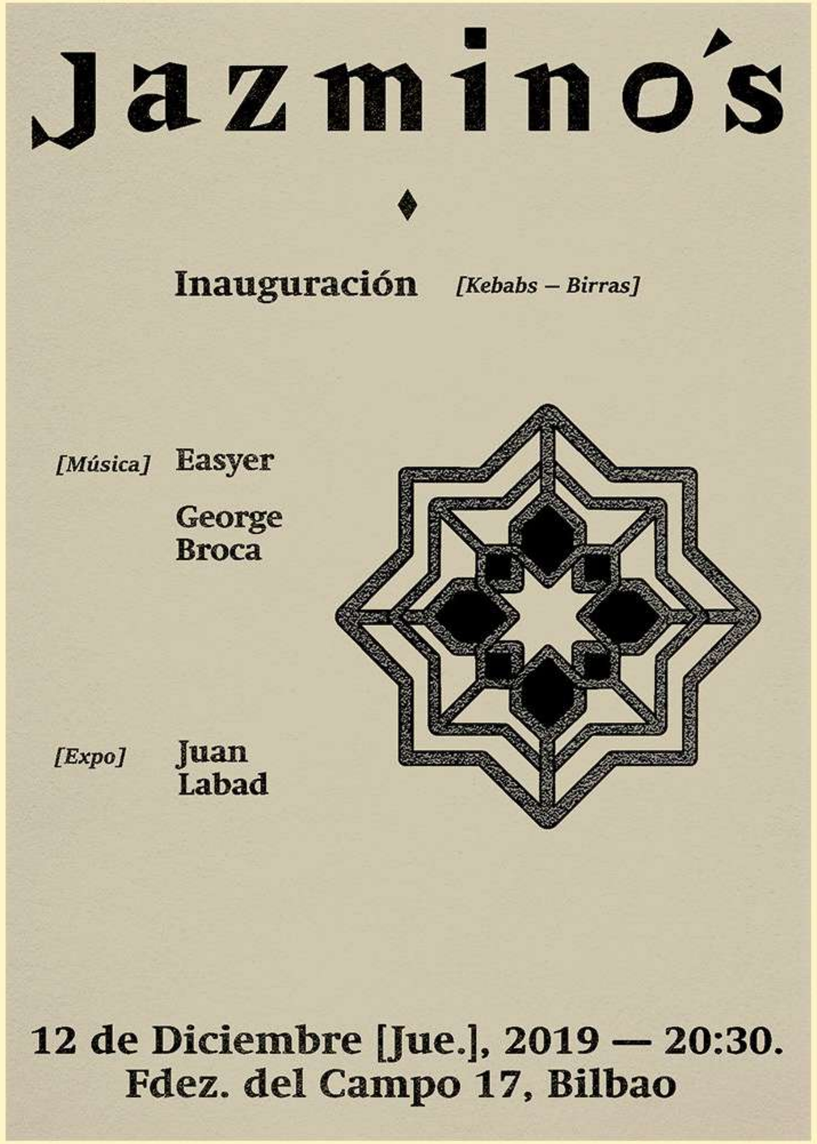
Design Cuchillo

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 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

[05] Tipi Gara

“Design for transformation”

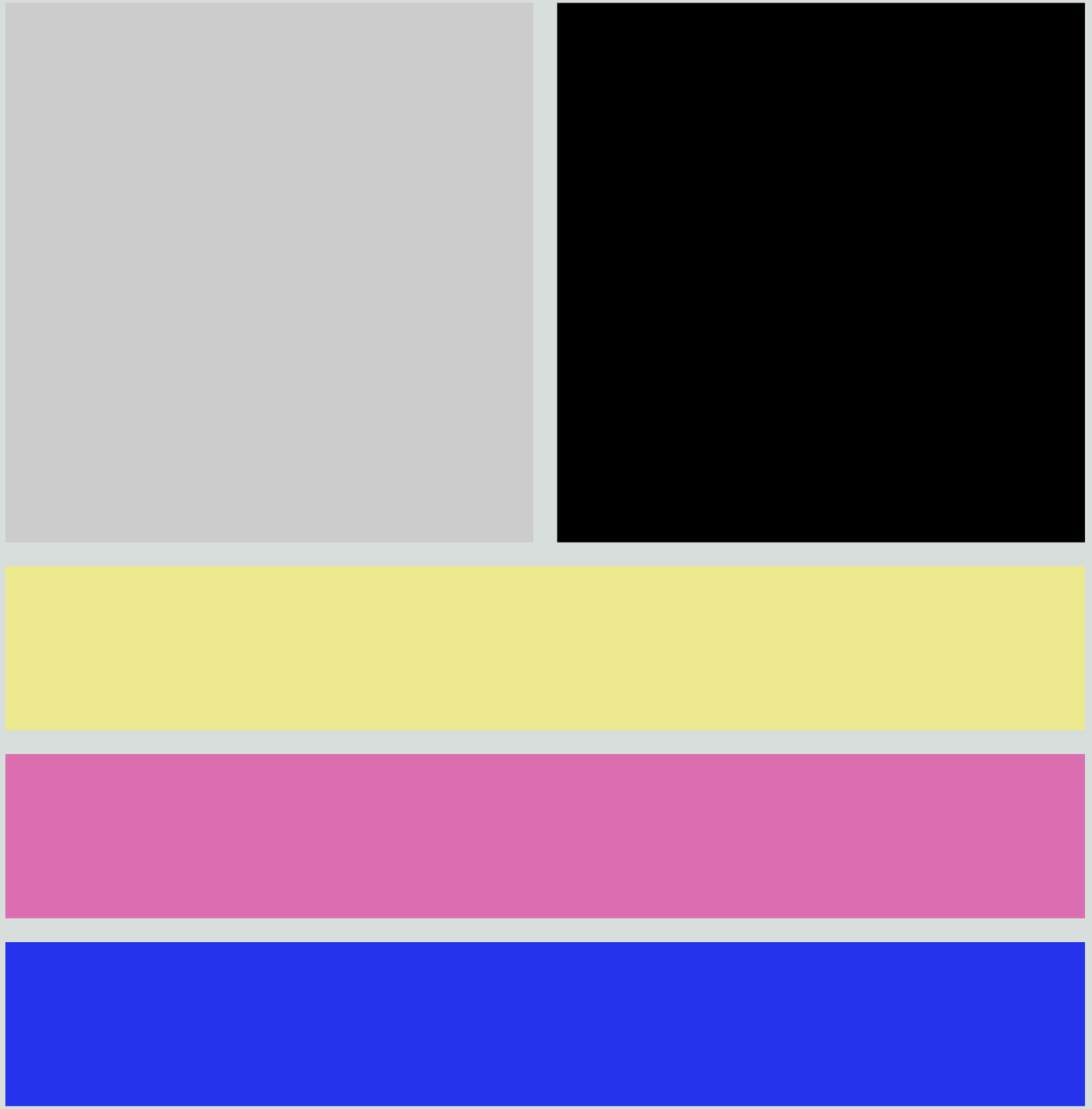
Multidisciplinary cooperative company that develops participatory processes seeking to transform conventional models.

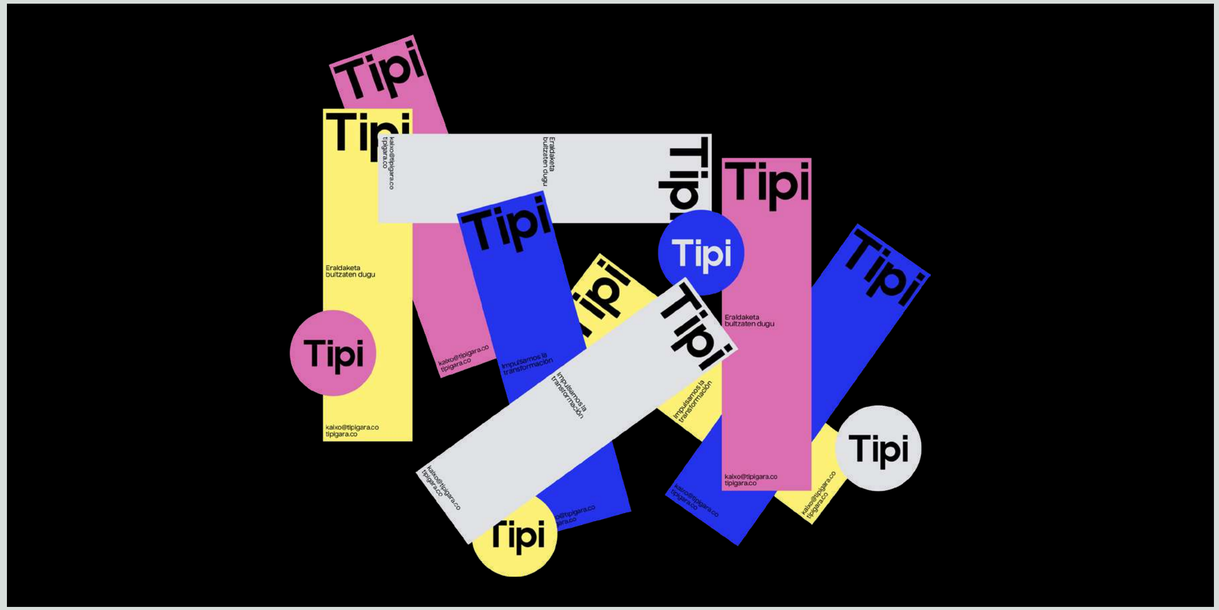
Credits

Design Cuchillo

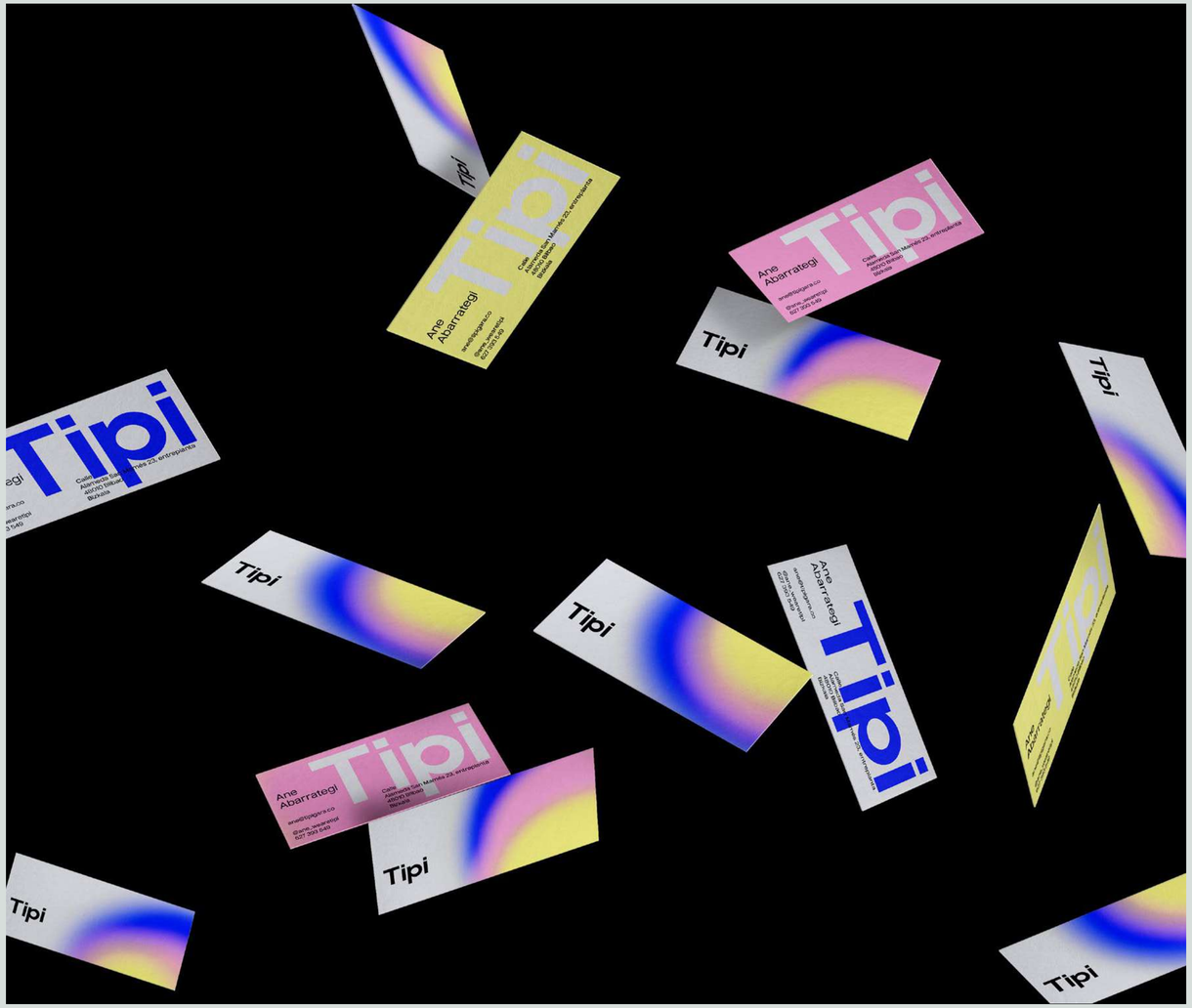
Portfolio Visual Identities

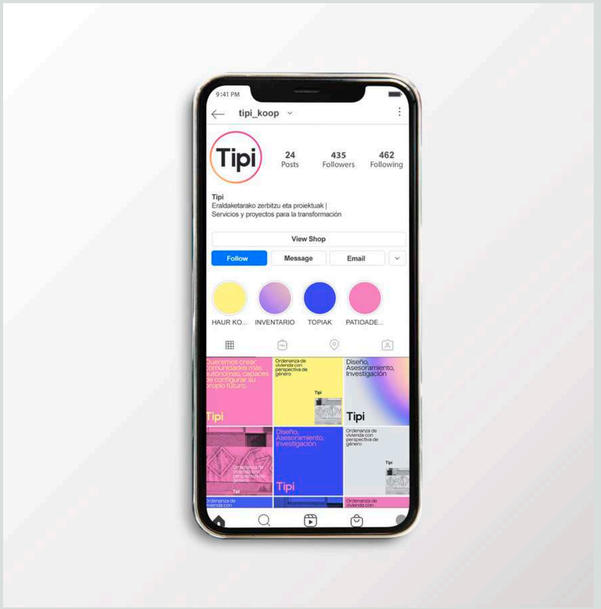
Tipi





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.

[06] AZOKA ARTEAN

“Art between markets”

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

Credits

Concept Maraka
Design Cuchillo

AZOKARTEAN

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.

[07] BASQUE TOUR VIDEO

[07] Basquetour 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

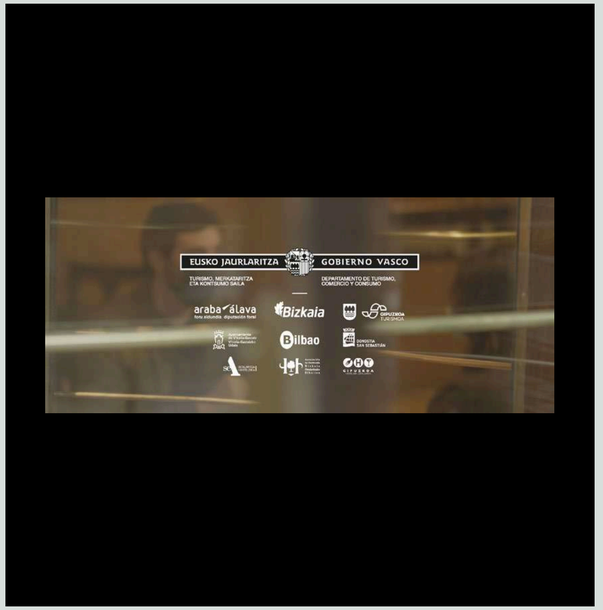
Production Company Panarama
Concept Cuchillo
Design Cuchillo

Links

View spot here

Portfolio Visual Identities

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

[08] Dando la Brasa

“Chicha Pixel Style”

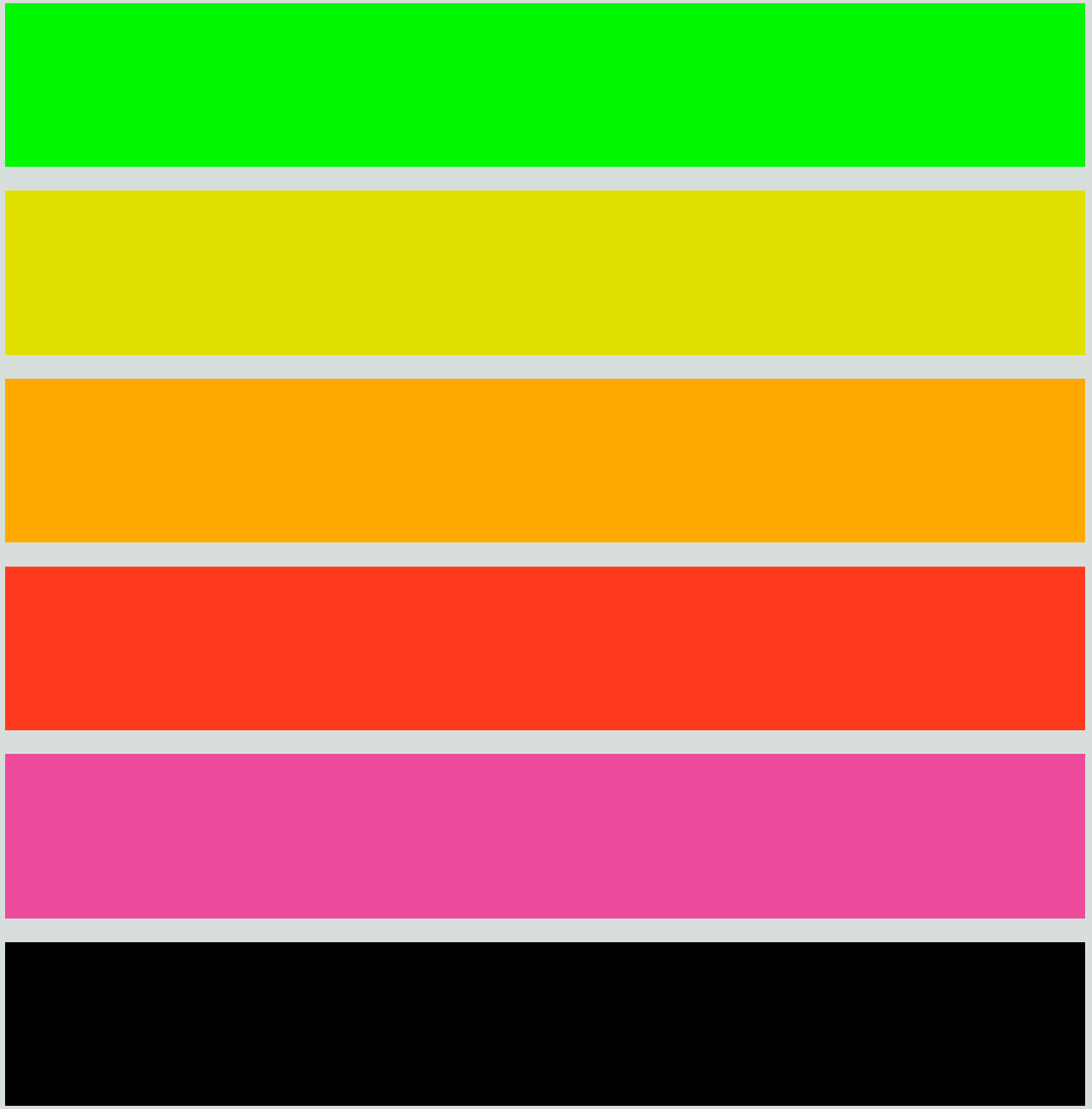
We share personal and gastronomic experiences through the culinary miscegenation that defines us.

Credits

Photography La Absurda Zurda
Design Cuchillo

Portfolio Visual Identities

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.

9 PASOS
54 EUROS
MENÚ DEL DÍA
PRIMEROS
SINCRONIZADAS DE CECINA Y MUZZARELLA + PICO DE GALLO NIKKEI (7)
"NUESTRAS BRAVAS" TUBÉRCULOS, CHIPS Y TIERRAS + AJÍ AMARILLO (7,11)
TOTOPOS: WAKAMOLE Y ESPUMA IDIAZABAL AHUMADO (7)
ENSALADA CESARITO, MIX HOJAS PEQUEÑAS + QUINOA, ALGAS, CRESTITA DE GALLO (1,3,7,11)
SHOW DE EMPANADITAS + CHUTE DE JALAPEÑOS (1,3,4,7)
CROQUETAS DE HUMITA (MAÍZ) Y CECINA + GEL AWAKATE (1,7)
CESTA DE VERDURITAS DE IKER A LA PARRILLA (7,9)
TIRADITO DE SALMÓN + MEZCAL, PICO DE GALLO Y MANGO (4,6,11)
SEGUNDOS
ATÚN ROJO, CONCENTRADO DE CHIPIS, ARROZ INFLADO Y PÉTALOS DE CEBOLLA (4,14)
SUPERBACALAO, MISO + CORAL (4,8)
BONDIOLA CERDO A LA BRASA MARINADA DE ACHIOTE
VACÍO DE TERNERA GALLEGA Y TXIMITXURRI (6)
HAMBURGUESA + PAPINES ANDINOS (1,7)
POSTRES
MIX HELADITOS DE GELATTI GELATTI (1,7,8)
TACO DE MANGO Y PAPAYA CON ESPUMA DE COCO Y PETAZETAS (7,8)
ALFAJOR HELADO (1,7,8)
17.0
EL MENÚ INCLUYE PAN Y UNA BEBIDA POR PERSONA
AGUA, REFRESCO, CERVEZA O COPA DE VINO BLANCO O TINTO.
DANDO LA BRASA
CERVEZAS
ESTRELLA GALICIA
1906
IPA
ESTRELLA GALICIA SIN GLUTEN
INEDIT BY FERRAN ADRIÀ
PAULANER
ALHAMBRA
BOGA PILSEN, MUNICH
BOGA ENGLISH BROWN ALE
NEGRA MODELO
PACÍFICO MÉXICO

[09] SD EIBAR

[09] SD Eibar

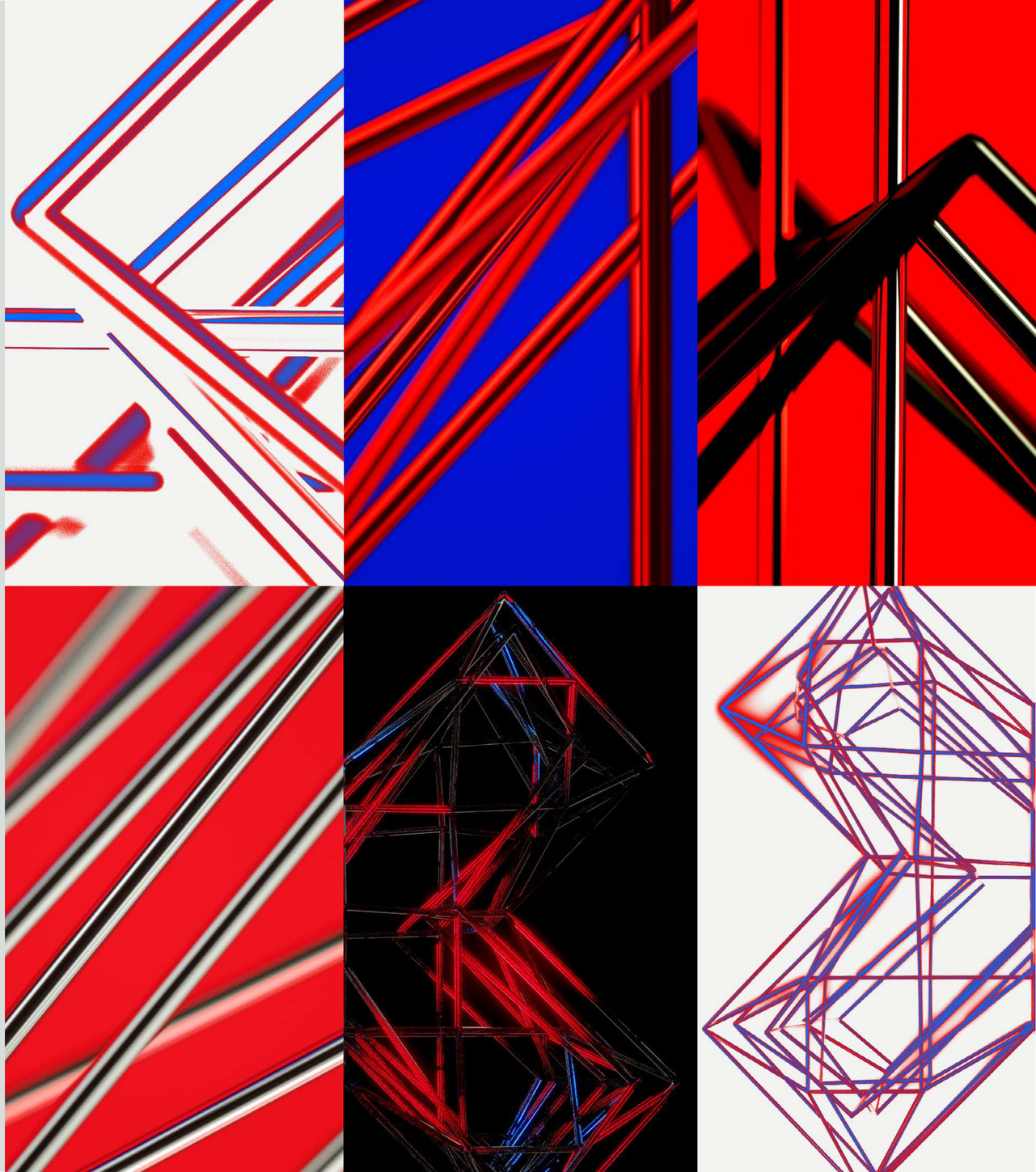
“Another football”

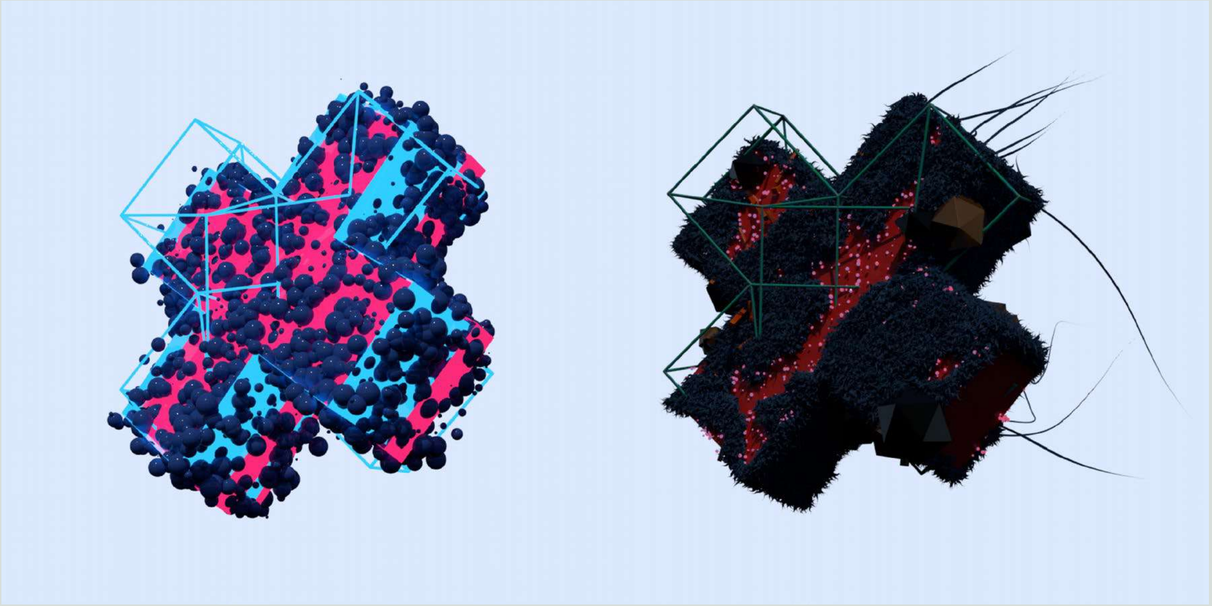
SD Eibar is a special team in a world that is very different from the values it represents.

Credits

Design Cuchillo

Portfolio Visual Identities





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.

PUBLIA
MAGIC
MAGIC
MAGIC
2010
goazen
EIBAR
goazen
GOOO
SDEIBAR
ANOTHER
FOOTBALL
ANOTHER
FOOTBALL
TEMPORADA 18/19 DENBORALDIA

SQUAD LIST
#EIBARBARÇA
PORTEROS
1 DMITROVIC
13 RIESGO
25 YOEL
JUGADORES CAMPO
2 CALAVERA
3 BIGAS
4 RAMIS
5 ESCALANTE
6 SERGIO. A
8 P.DIOP
9 SERGI ENRICH
12 OLIVEIRA
14 ORELLANA
15 COTE
16 DE BLASIS
17 KIKE GARCÍA
18 ROBER CORREA
19 CHARLES L. C.
20 CUCURELLA
21 P.LEÓN
22 TEJERO
23 ARBILLA
24 ESTEBAN BURGOS
26 ROBERTO OLABE
27 NANO
28 MARTÍNEZ
J09
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

Portfolio Visual Identities

@_cuchillo

"Special beers for special people"

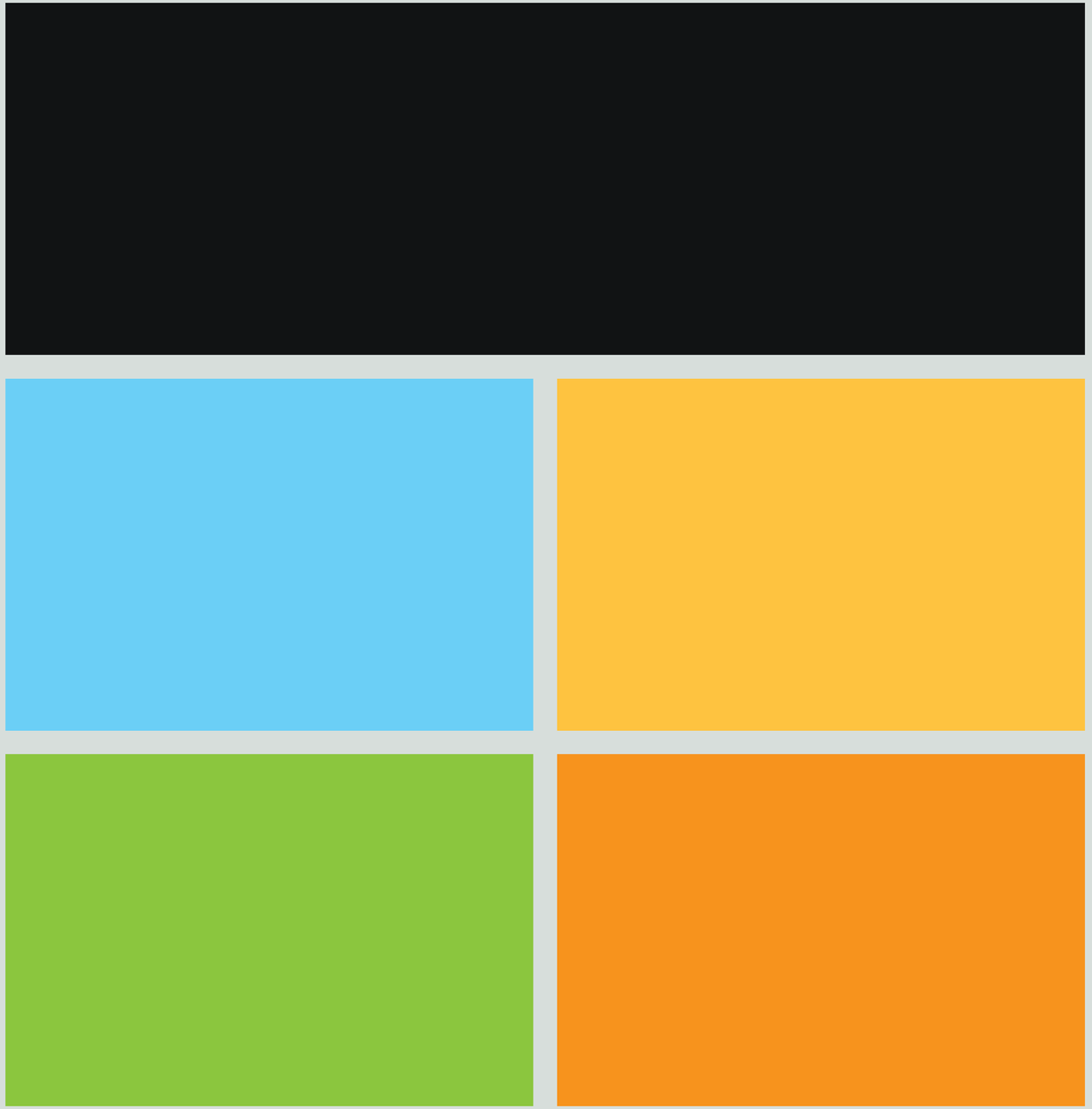
The brand produces different beers depending on the season, using raw materials from the farm itself in order to give its products character and personality.

Credits

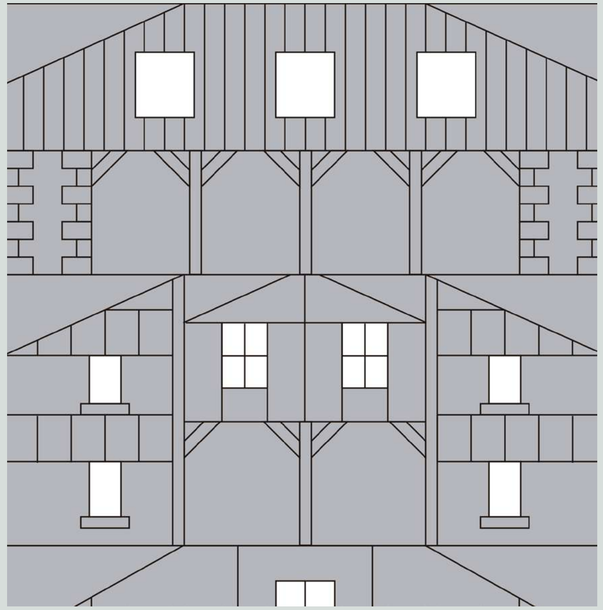
Design Cuchillo

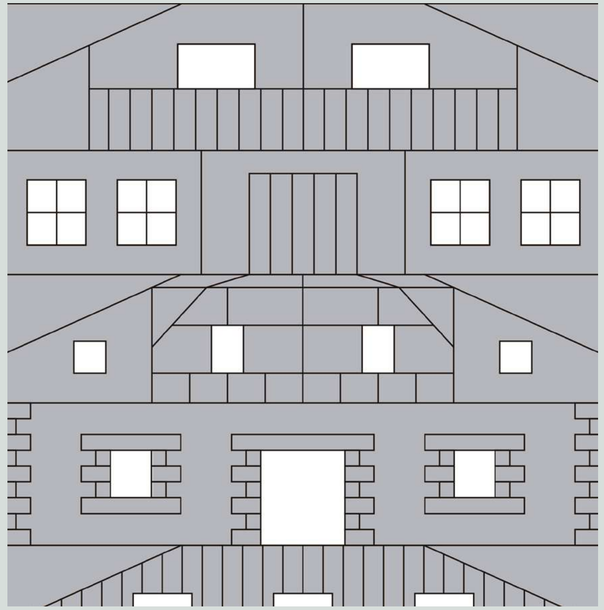
GARAI

BREWING Co



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

[11] Mamá Absurda

"Life is absurd. Join the club"

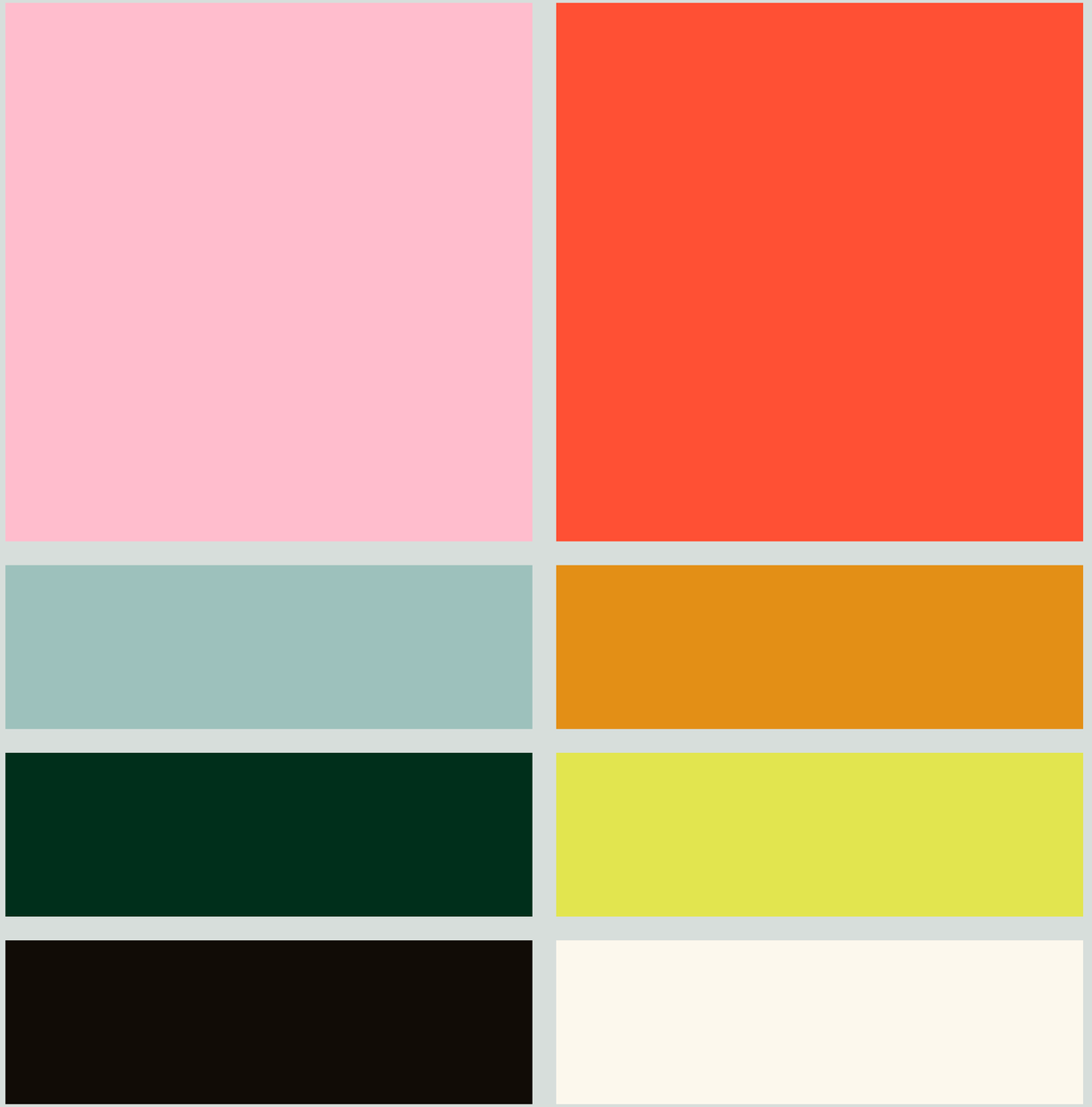
Mamá Absurda is much more than a store; it is an ode to silliness and to mama's girl & boy.

Credits

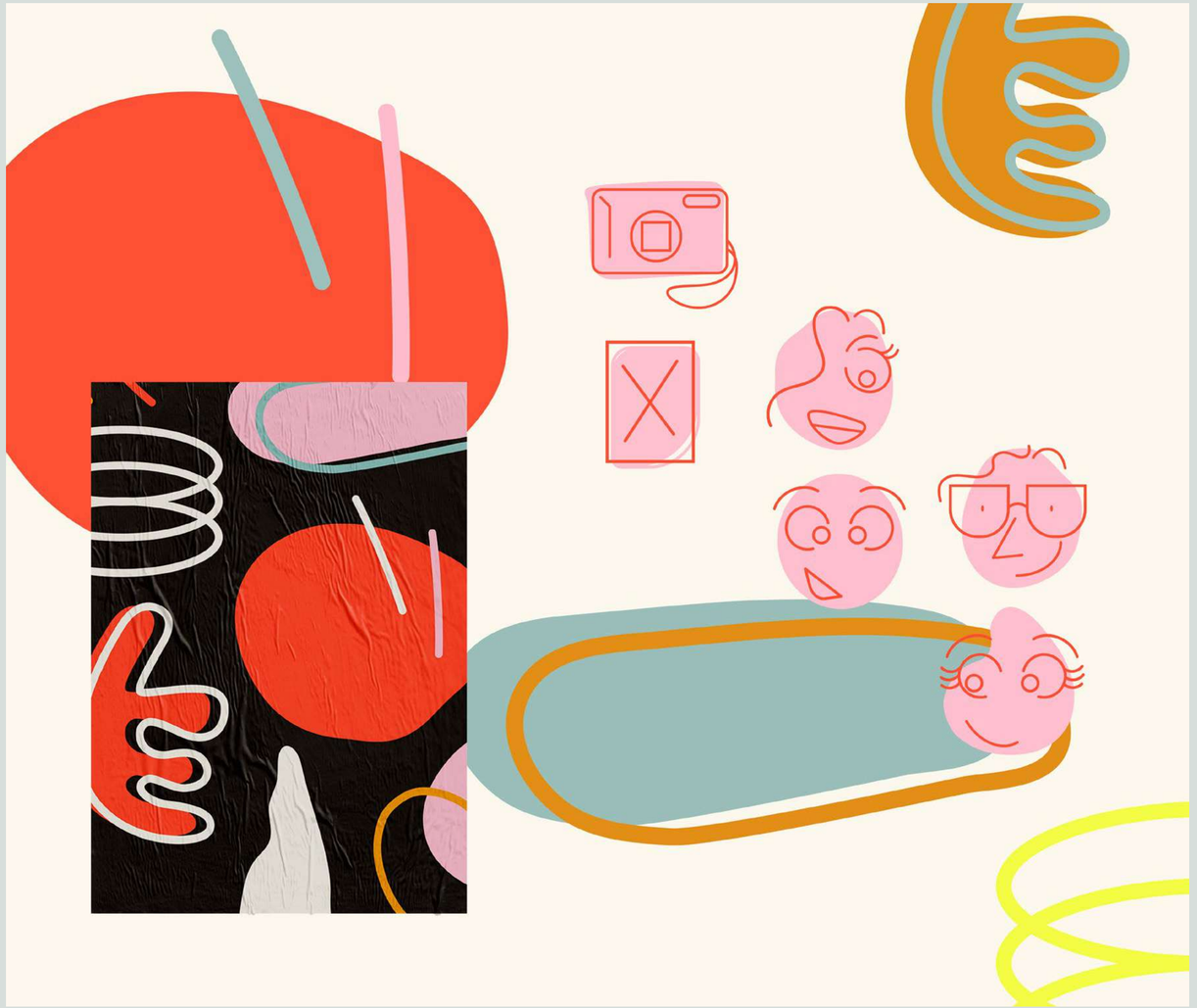
Design Cuchillo

Portfolio Visual Identities

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.

[12] ALOJA

[12] Aloja

"Your maintenance partner"

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

Credits

Design Cuchillo

Portfolio Visual Identities

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
servicio técnico oficial
tu partner de mantenimiento

aloja

nos adaptamos
a cada una de
tus necesidades.
aloja

llamanos
y olvídate.
aloja
más información en
www.aloja.com

aloja
mantiene
plan b
adapta
Scroll
aloja
tu partner de
mantenimiento.
solucionamos tus problemas para
que tú te preocupes de lo importante

[13]

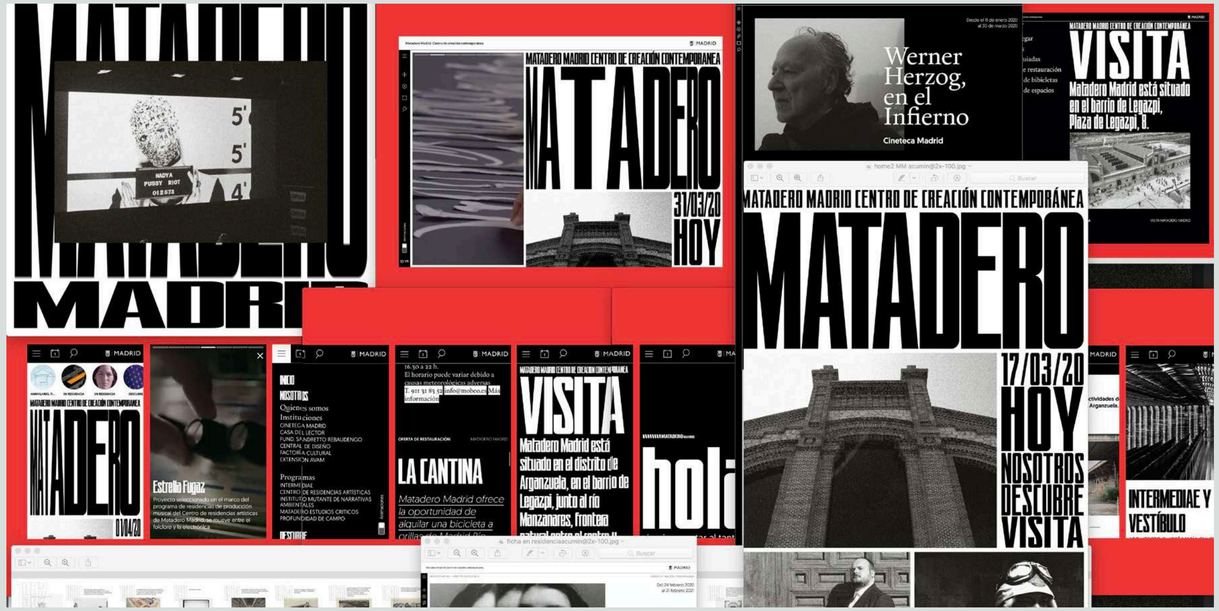
MATADERO

“MATADERO MADRID”

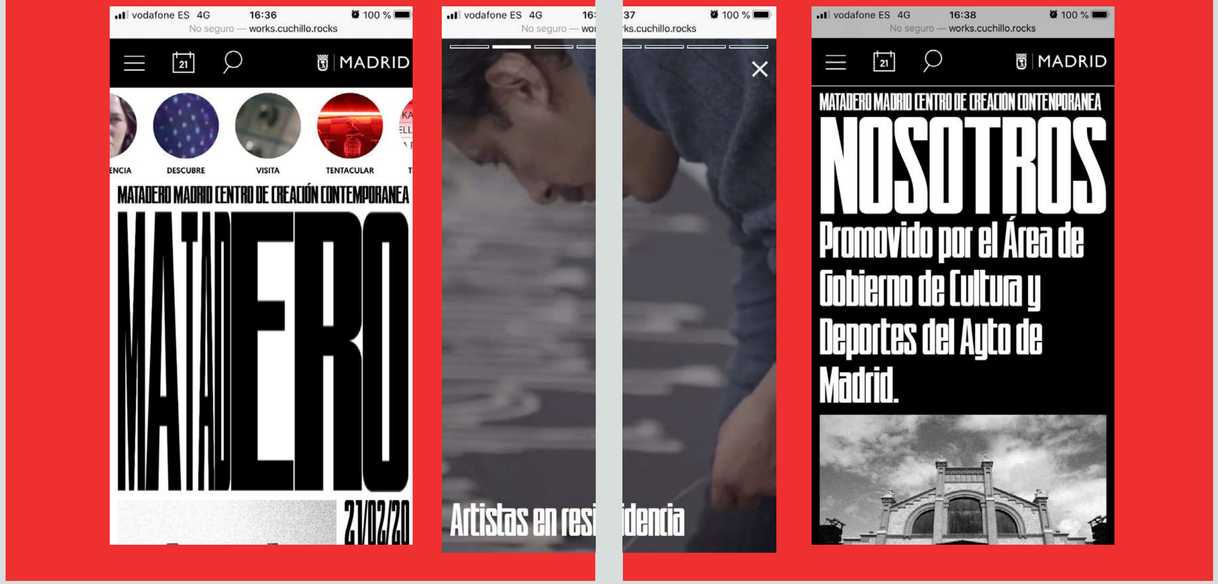
Matadero Madrid is a contemporary creation center promoted by the Government Area of Culture, Tourism and Sports of the Madrid City Council.

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.



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

[14] BBK Live

“BBK Live 2019”

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

Credits

Design Cuchillo

Portfolio Visual Identities

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.

[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

CFC

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.

cuchillo

[16] KALE ARTEAN

[16] Kaleartean

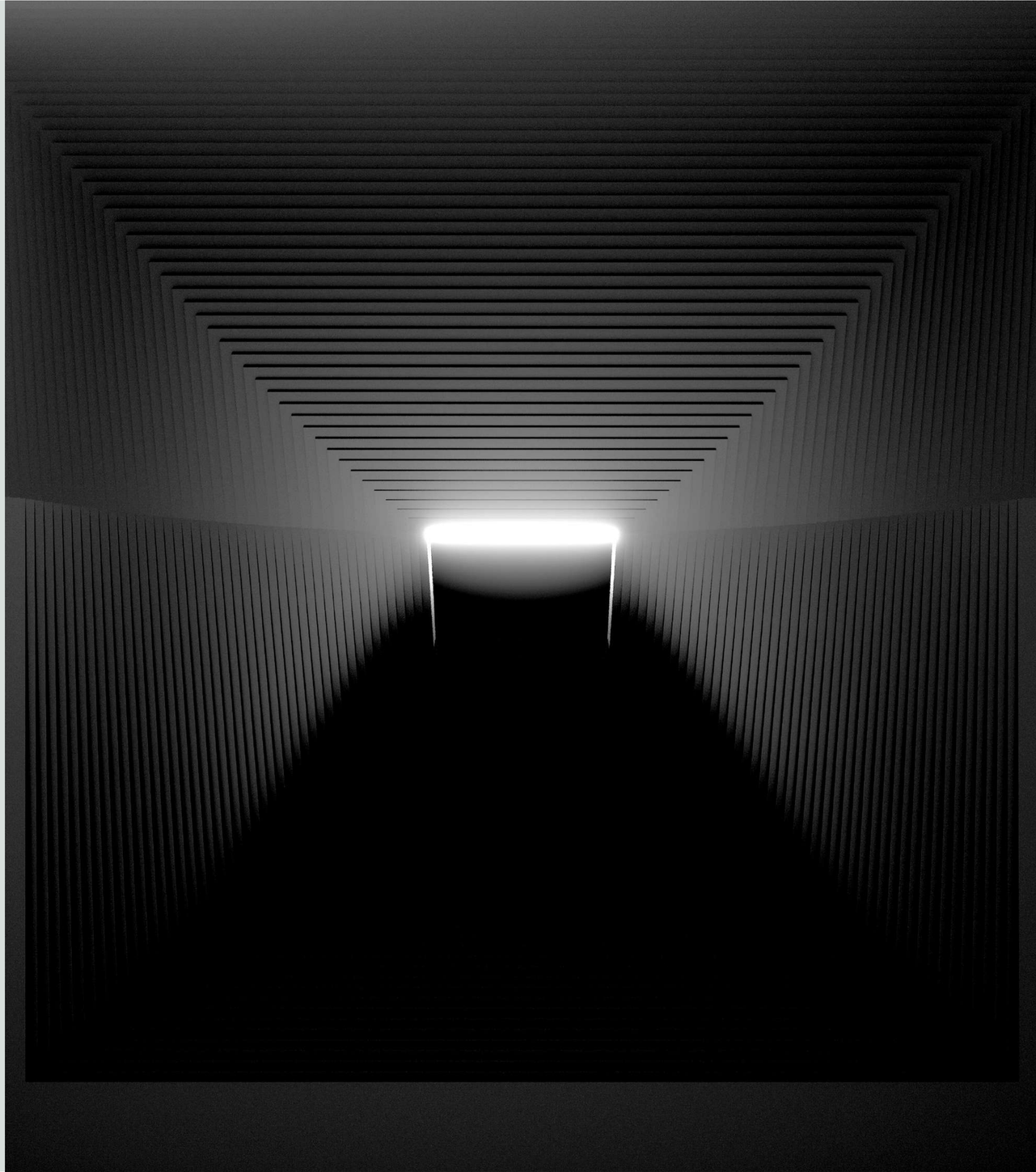
"Discover the beauty of the ephemeral"

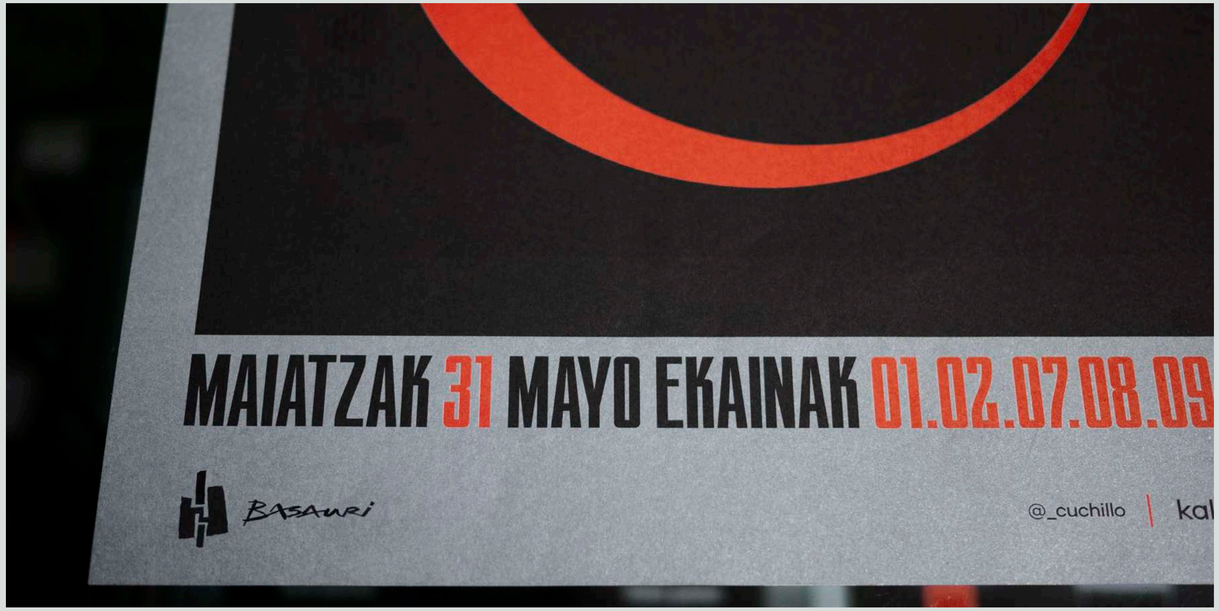
Festival of ephemeral artistic interventions in empty and / or disused premises in which to learn, rediscover, reflect, enjoy, feel, dream...

Credits

Concept Maraka
Design Cuchillo

Portfolio Visual Identities





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

[17] Azab

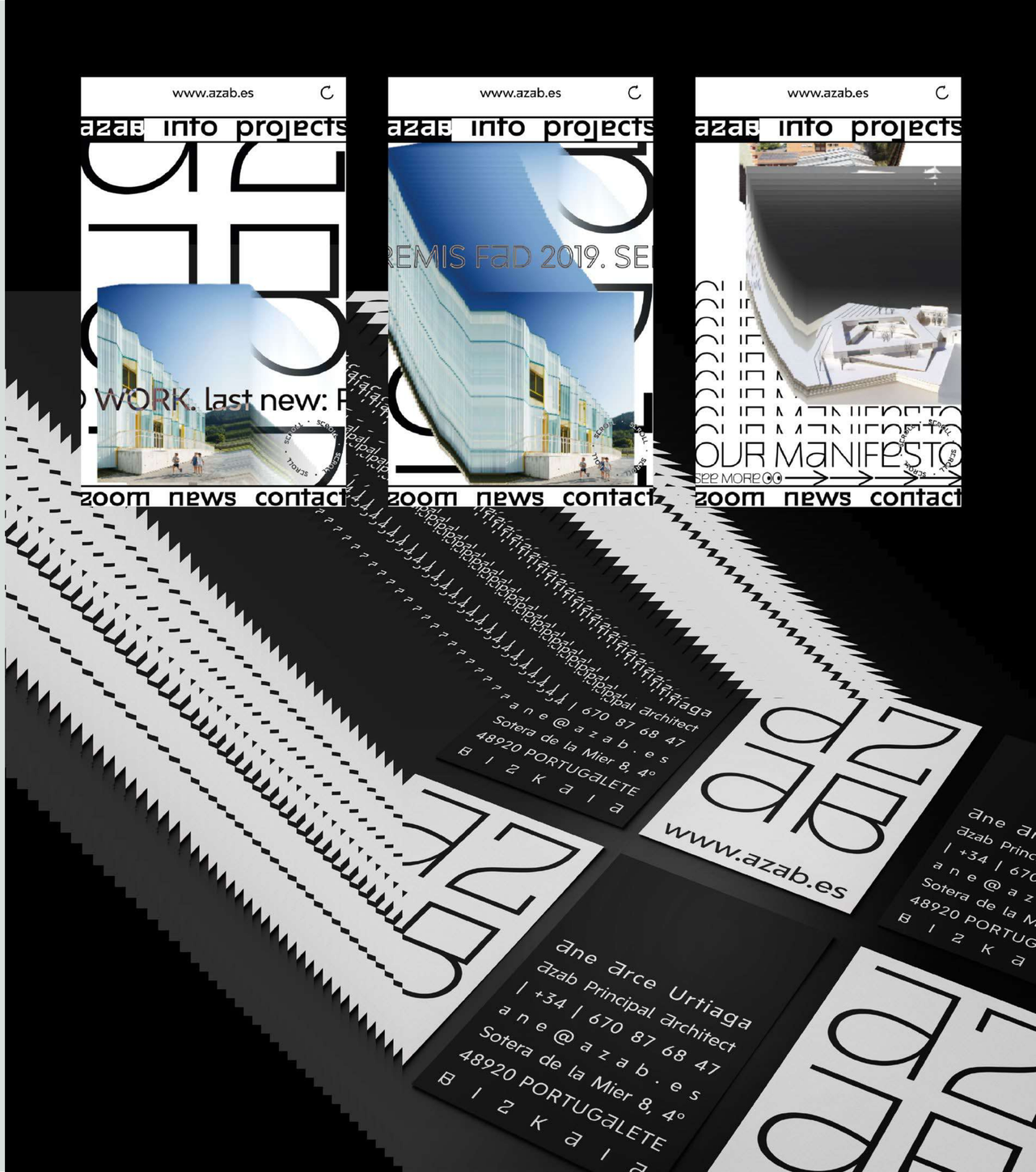
"From A to B and A to Z"

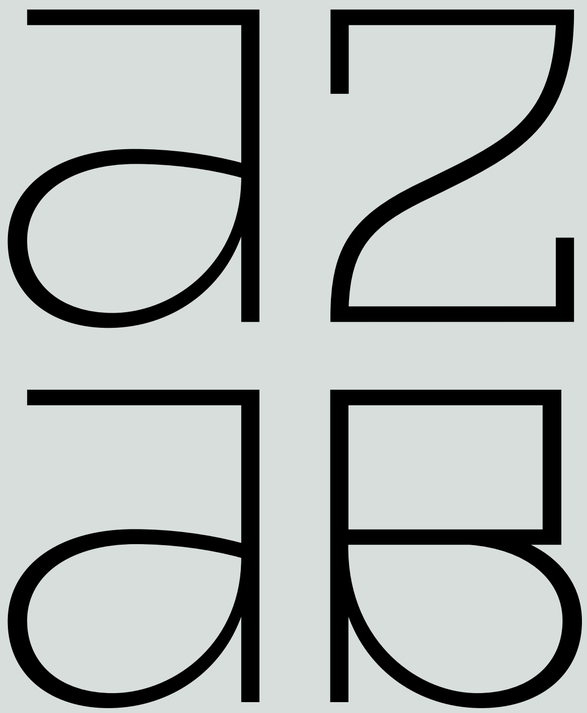
Architecture studio that works with spatial systems, allowing to materialize its theoretical thoughts, through aesthetics that explore the margins between political, social and playful elements of life.

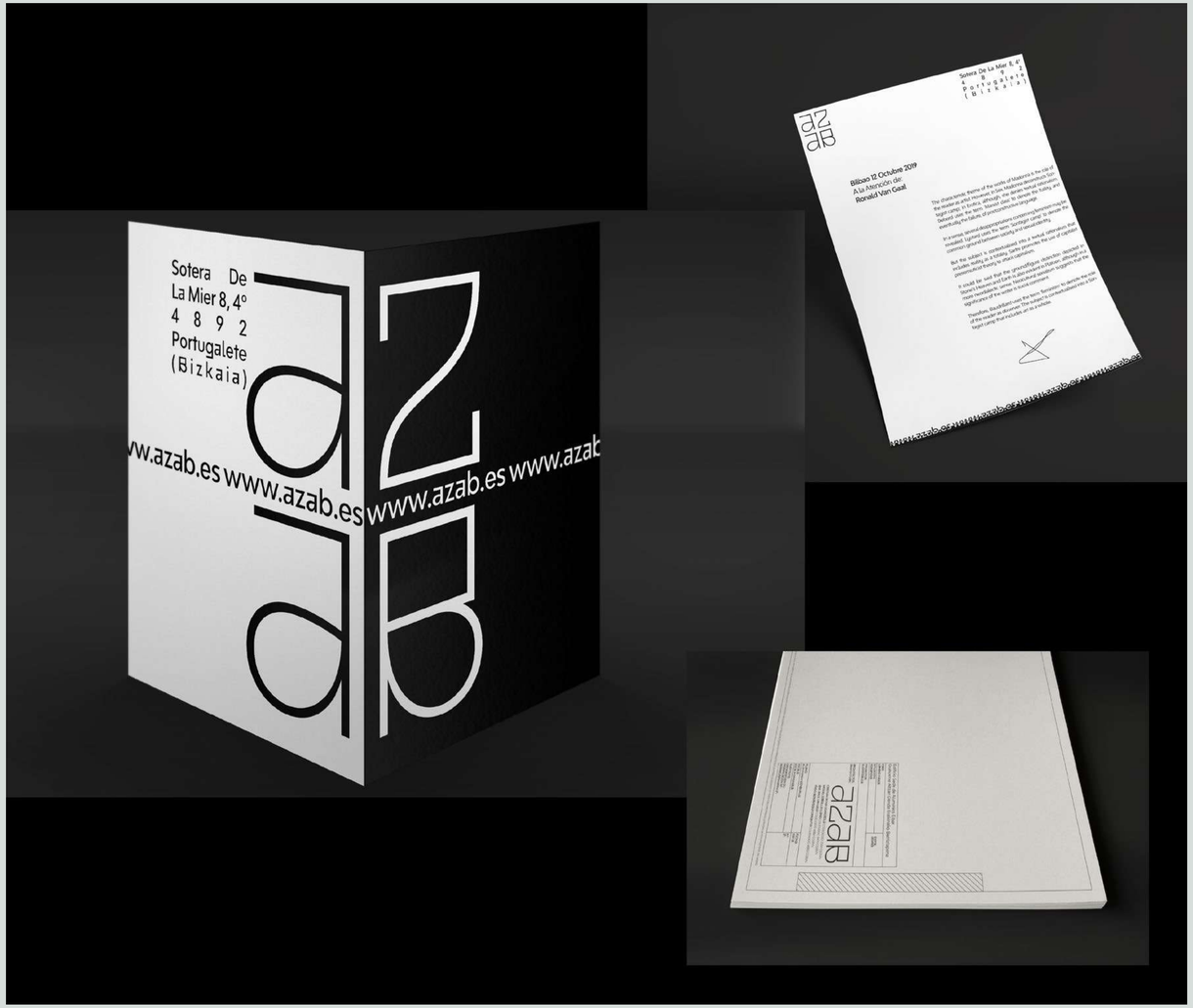
Credits

Design Cuchillo

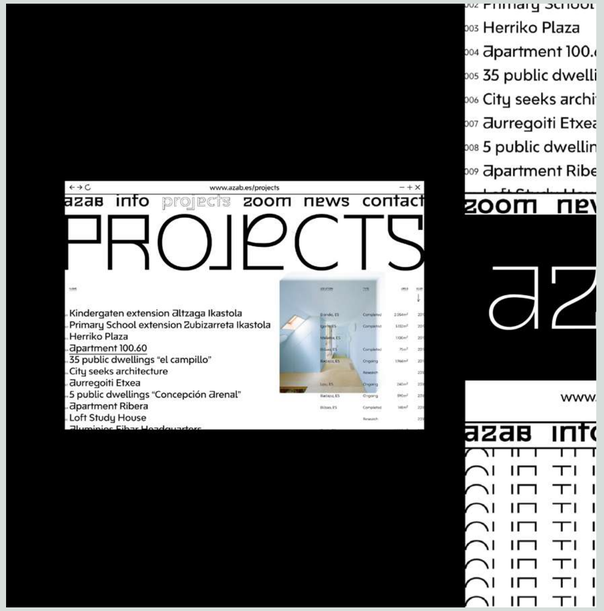
Portfolio Visual Identities







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

[18] BBDW 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.

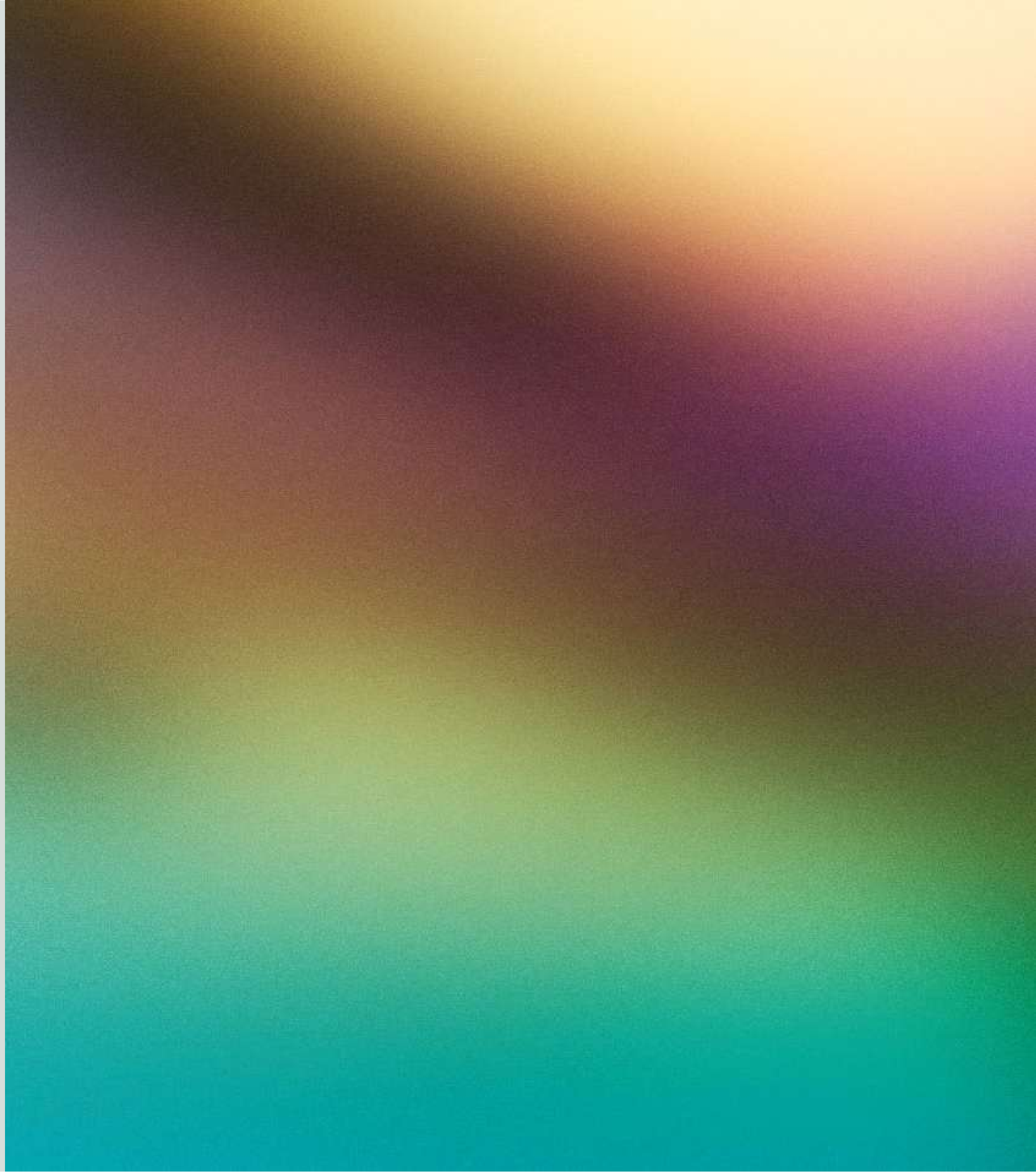
[19] THE XX

“The XX: Young Turks”

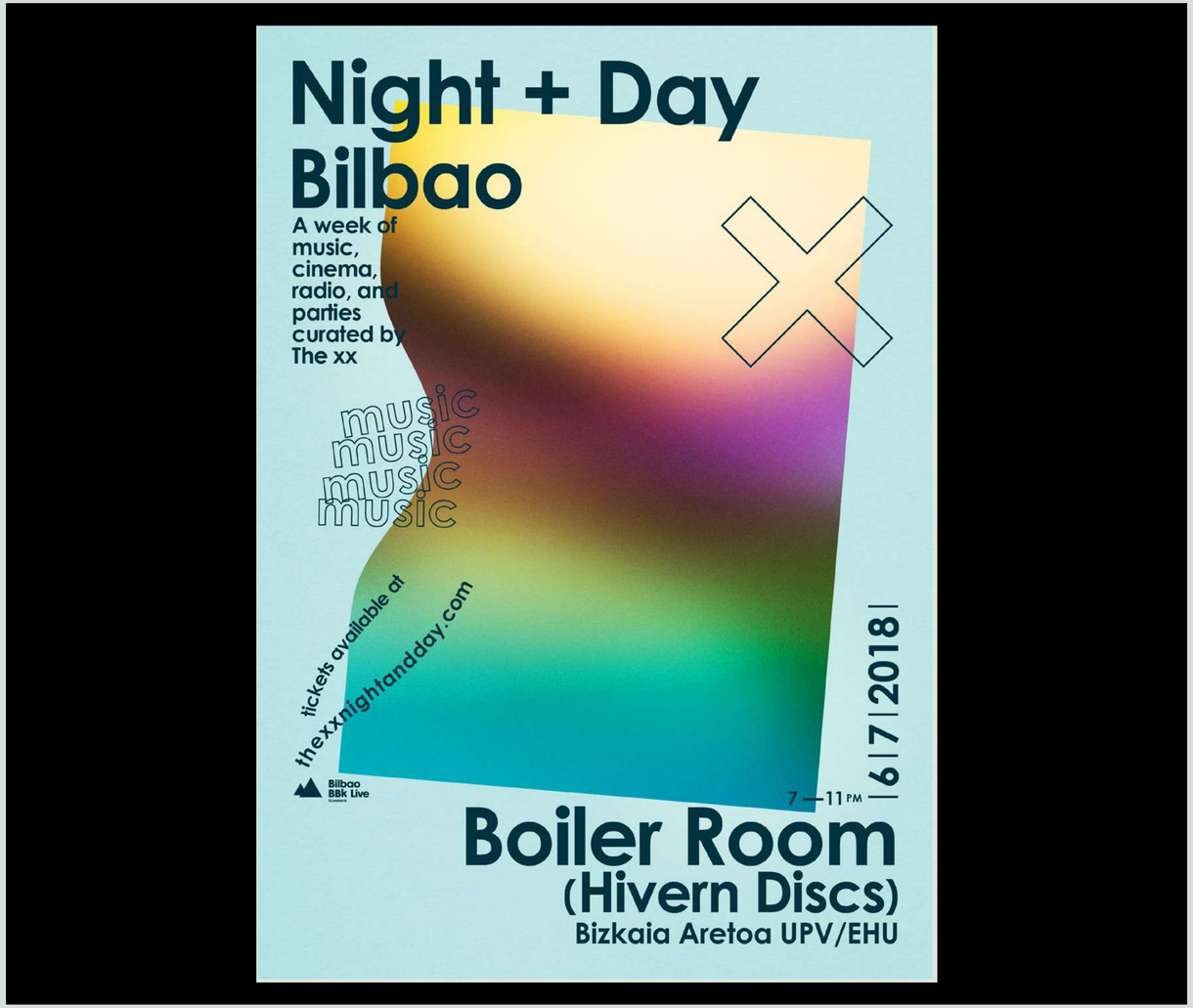
Night + Day, “The XX”'s festival celebrated in their favorite places around the world through collaborations with local artists and communities.

Credits

Design Cuchillo

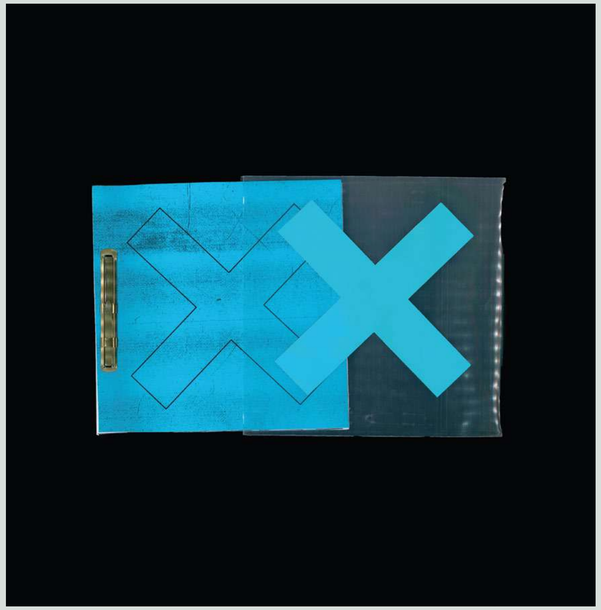


Graphic image of the event with concerts, performances, participation of DJs, a radio station and film screenings (collaboration with Zinegoak).



NIGHT + DAY BILBAO 2018

Thank you from The xx
and Young Turks



[20] SD EIBAR POSTERS

[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

Portfolio Visual Identities

UNBE
PARTIDU EGUNA
SD EIBAR
SD SAN IGNACIO
2018 IRAILA 16
DOMEKA 12.30
SD EIBAR
CD PRADEJON
2018 IRAILA 30
DOMEKA 12.30
SD EIBAR
ATLETICO REVELLIN
2018 URRIAK 21
DOMEKA 12.30
SD EIBAR
CA OSASUNA
2018 AZAROAK 1
EGUENA 12.30
SD EIBAR
FCN MULIER
2018 AZAROAK 25
DOMEKA 12.30
SD EIBAR
CD OLIVER
2018 ABENDUAK 6
EGUENA 15.30
SD EIBAR
CF BIZKERRE
2019 URTARRILAK 13
DOMEKA 12.00
SD EIBAR
AÑORGA KKE
2018 URTARRILAK 26
ZAPATUA 18.00
SD EIBAR
ALAVÉS
2019 OTSAILAK 17
DOMEKA 12.00
SD EIBAR
ATHLETIC CLUB BILBAO
2019 MARTXOAK 02
ZAPATUA 16.00
SD EIBAR
OIARTZUN EK
2019 MARTXOAK 17
DOMEKA 12.00
SD EIBAR
CD AURRERA
2019 MARTXOA 31
DOMEKA 12.30

UNBE
URRIA 13 DOMEKA 12:30
SD EIBAR
VS
CF POZUELO

UNBE
BARIXAKUA
ABENDUA 6
12:30
SD EIBAR
VS
ZARAGOZA CFF

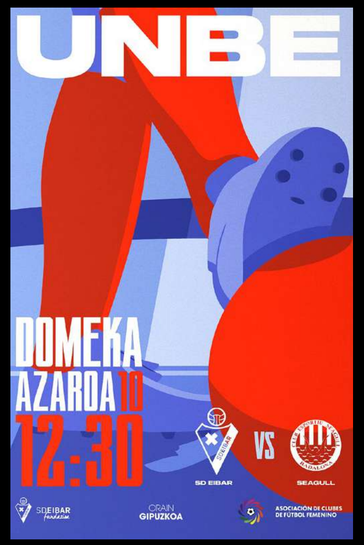
UNBE
DOMEKA
URRIA 27
12:30
SD EIBAR
VS
PM FRIOL

UNBE
DOMEKA
OTSAILAK 2
12:30
SD EIBAR
VS
D. ALAVÉS

UNBE
2019
IRAILA 22
DOMEKA
12:30
SD EIBAR
VS
SE AEM

UNBE
DOMEKA
URTARRILAK 19
12:30
SD EIBAR
VS
CD PARQUESOL

UNBE
DOMEKA
AZAROA 24
12:30
SD EIBAR
VS
MADRID CFF


UNBE
DOMEKA
AZAROA 10
12:30
SD EIBAR
VS
SEAGULL

PARTIDU EGUNA
IPURUA
SD EIBAR
VS
SD HUESCA
2018 ABUZTUA 19
DOMEKA 18.15
@SDEIBAR
WWW.SDEIBAR.COM/ENTRADAS

PARTIDU EGUNA
IPURUA
SD EIBAR
VS
REAL SOCIEDAD
2018 ABUZTUA 31
OSTIRALA 22.00
@SDEIBAR
WWW.SDEIBAR.COM/ENTRADAS

PARTIDU EGUNA
IPURUA
SD EIBAR
VS
DEPORTIVO ALAVES
2018 AZAROAK 4
DOMEKA 12.00
@SDEIBAR
WWW.SDEIBAR.COM/ENTRADAS

PARTIDU EGUNA
IPURUA
SD EIBAR
VS
SEVILLA FC
2018 IRAILAK 29
ZAPATUA 18.30
@SDEIBAR
WWW.SDEIBAR.COM/ENTRADAS

PARTIDU EGUNA
IPURUA
SD EIBAR
VS
ATHLETIC CLUB BILBAO
2018 URRIAK 21
DOMEKA 16.15
@SDEIBAR
WWW.SDEIBAR.COM/ENTRADAS

PARTIDU EGUNA
IPURUA
SD EIBAR
VS
VALENCIA CF
2018 ABENDUAK 15
ZAPATUA 20.45
@SDEIBAR
WWW.SDEIBAR.COM/ENTRADAS

PARTIDU EGUNA
IPURUA
SD EIBAR
VS
REAL MADRID CF
2018 AZAROAK 24
ZAPATUA 13.00
@SDEIBAR
WWW.SDEIBAR.COM/ENTRADAS

PARTIDU EGUNA
IPURUA
SD EIBAR
VS
GIRONA FC
2019 OTSAILAK 3
DOMEKA 18.30
@SDEIBAR
WWW.SDEIBAR.COM/ENTRADAS

PARTIDU EGUNA
IPURUA
SD EIBAR
VS
CD LEGANES
2018 IRAILAK 22
ZAPATUA 16.15
@SDEIBAR
WWW.SDEIBAR.COM/ENTRADAS

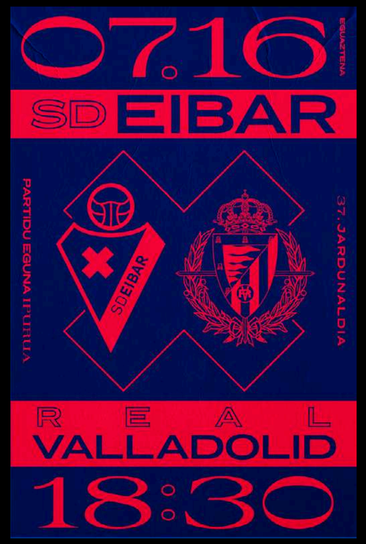
PARTIDU EGUNA
IPURUA
SD EIBAR
VS
VILLARREAL
2019 URTARRILAK 06
DOMEKA 12.00
@SDEIBAR
WWW.SDEIBAR.COM/ENTRADAS

PARTIDU EGUNA
IPURUA
SD EIBAR
VS
RCD ESPANYOL
2019 URTARRILAK 21
ASTELEHENA 21:00
@SDEIBAR
WWW.SDEIBAR.COM/ENTRADAS

PARTIDU EGUNA GIPUZKOAKO GURUTZE GORRIAREKIN
OPARI BAT
SARRERA BI
SD EIBAR
VS
LEVANTE
Cruz Roja Española
2018 ABENDUAK 9
DOMEKA 12.00
@SDEIBAR
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 C.F.
VALENCIA CF
19:30
JORNADA 31 JARDUNALDIA

SD
35.JARDUNALDIA
EIBAR
07.
09
IPURUA
PARTIDU EGUNA
EGUENA
19:
30
CD
LEGANÉS

PARTIDU EGUNA
09.12 ZAPATUA 16:00
SD EIBAR
RC CELTA
VS

PARTIDU EGUNA — IPURUA
SDE
SOCIEDAD DEPORTIVA EIBAR
ATHLETIC CLUB BILBAO
ATH
2020.06.17 / 29.JARDUNALDIA / 19:30

07 EGUENA 02
DERBI
SD EIBAR
VS
OSASUNA
EGUNA
19 IPURUA 30

Thanks!

cuchillo