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CLOTHING DESIGN
BRANDING

traso

TYPOGRAPY PROJECT

Traso is a South American travel conference that takes place simultaneously in different countries in the continent. The branding was designed to represent all the cultures, have good readability, and be visually interesting. Colourful - fun - clean are some of the keywords I based the brand concept on to guide my process.

TRASC
2022
ULTIMATE TRAVEL
CONFERENCE

Hilton
Buenos Aires

Thursday 2
Friday 3
Saturday 4
Sunday 5







Program schedule

THURSDAY August 2

- 9:00 am - 4:30 pm Full-Day Workshops
- 9:00 am - 12:00 pm Half-Day Workshops
- 7:30 pm - 9:00 pm Keynote Presentation
Christian Helms

FRIDAY August 3

- 8:00 am Continental Breakfast, Exhibits & Marketplace Open
- 8:30 am Opening Remarks
- 8:40 am From The Monotype Archives
Daniel Rhatigan
- 9:25 am Inside Paragraphs
Cyrus Highsmith
- 10:05 am **COFFEE BREAK**
- 10:30 am The Vista Sans Wood Type Project
Ashley John Pigford & Tricia Treacy
- 10:50 am What's Our Vector Victor? Optimizing Typefaces for Cockpit Navigation
Steve Matteson
- 11:10 am 25 Years of German Typefaces, and the Revivals Still With Us
Dan Reynolds
- 12:15 pm **LUNCH BREAK**
- 2:00 pm Engraving and Type, A Beautiful but Somewhat Dysfunctional Relationship
Nancy Sharon Collins
- 2:50 pm H&FJ's Landmark: Discoveries in Creating Inline and Dimensional Type
Erin McLaughlin
- 3:10 pm Harmonization versus Standardization: The Case of Air Inuit
Jean-Baptiste Levée
- 3:30 pm **COFFEE BREAK**
- 4:40 pm TRASO Catalyst Award Presentation
- 6:30 pm - 10:00 pm Linotype: The Film

END OF DAY 2

SATURDAY August 4

- 8:00 am Continental Breakfast, Exhibits & Marketplace Open
- 8:30 am Opening Remarks
- 8:40 am Bustani: A Classic Arabic Calligraphic Typeface
Patrick Giasson & Kamal Mansour
- 9:25 am Learning To Design The Mark
Mark Jamro
- 10:05 am **COFFEE BREAK**
- 10:30 am HTML5 Enabled: Responsive Design
Craig Kroeger
- 10:50 am PersonaType: Living Type
Amy Papaelias
- 11:10 am Press Checks in the Age of Social Media
Erik Vorhes
- 11:35 am Mongolian Script: From Digital to Print
Jo De Baerdemaeker
- 12:15 pm **LUNCH BREAK**
- 2:00 pm My Type of Beer
Rafael F. da Silva
- 2:20 pm The Daily Pangram
Craig Kroeger
- 2:45 pm Kickstarter Panel Discussion
Thomas Phinney
- 5:00 pm SOTA Typography Awards
- 8:30 pm - 10:00 pm The Infamous Type Quiz

END OF DAY 3

SUNDAY August 5

- 8:00 am Continental Breakfast, Exhibits & Marketplace Open
- 8:30 am Opening Remarks
- 8:40 am Bustani: A Classic Arabic Typeface with Calligraphic Features
Patrick Giasson & Kamal Mansour
- 9:25 am Hamilton Wood Type & Printing Museum Presentation
Bill Moran & Jim Moran
- 10:05 am **COFFEE BREAK**
- 10:30 am Before the Circus Came To Town: The Prairie Print Shop of Andrew King
Gillian Mothersill
- 10:50 am Custom Stop
Antonio Cavedoni
- 11:10 am Perception of Typefaces: A Quantitative Visual Methodology
Beth Koch
- 11:35 am Mayan Writing Reform
Steve Ross
- 12:15 pm Tablets and Their Typographic Challenges
Ricardo Martins
- 12:20 pm Closing Remarks

END OF CONFERENCE



travel
south

ULTIMATE TRAVEL
CONFERENCE

Argentina
Brasil
Bolivia
Chile
Colombia
Ecuador

TRASO
20
22

Buenos Aires,
ARGENTINA

Guyana
Paraguay
Peru
Suriname
Uruguay
Venezuela



Hilton
Business Argent

WEEKEND
Thursday 3
Friday 4
Saturday 4
Sunday 5

Macacha Güemes 351,
C1106BKG CABA, Argentina

20 Buenos Aires,
22 ARGENTINA

WHAT'S NEARBY

- Casa Rosada 0.4 mi
- Plaza de Mayo 0.5 mi
- Plaza San Martín 1 mi
- 9 de Julio Avenue 1 mi

- Obelisco 1 mi
- Teatro Colon 1.1 mi
- Museo de Arte Moderno 1.2 mi
- Plaza Libertad 1.2 mi

- Museo de Arte Hispanoamericano 1.4 mi
- Centro Cultural Recoleta 2 mi
- Cementerio de la Recoleta 2.1 mi
- Museo Nacional de Bellas Artes 2.2 m



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- Museo Nacional de Bellas Artes 2.2 m



20 Buenos Aires,
22 ARGENTINA

allspice

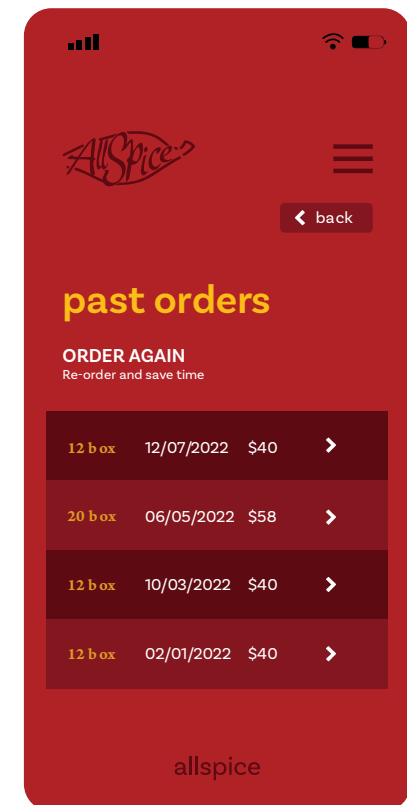
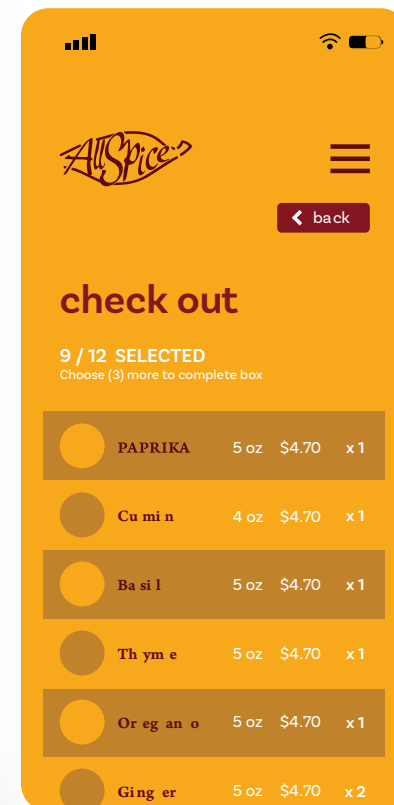
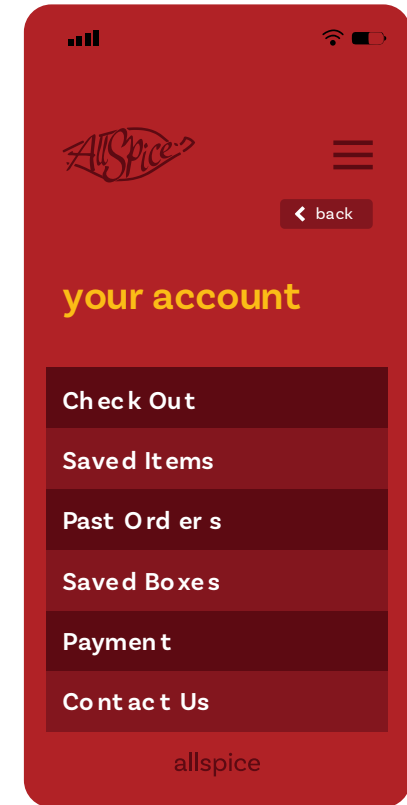
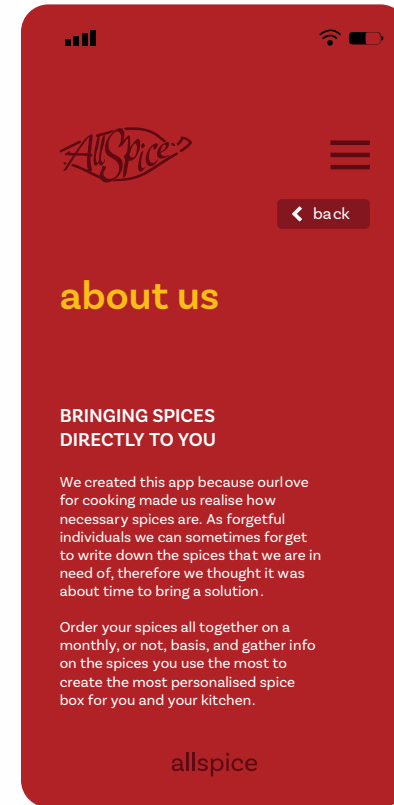
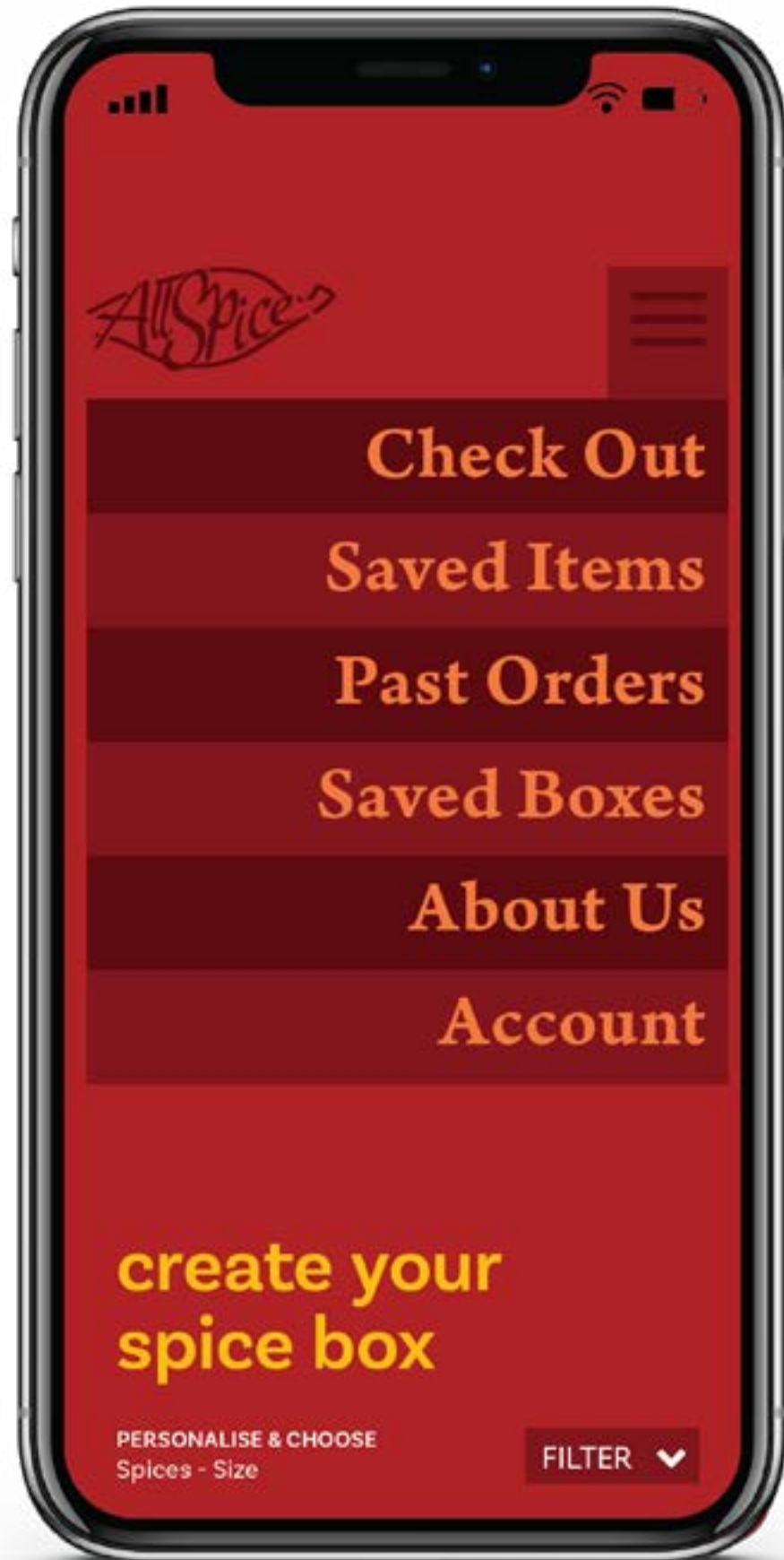
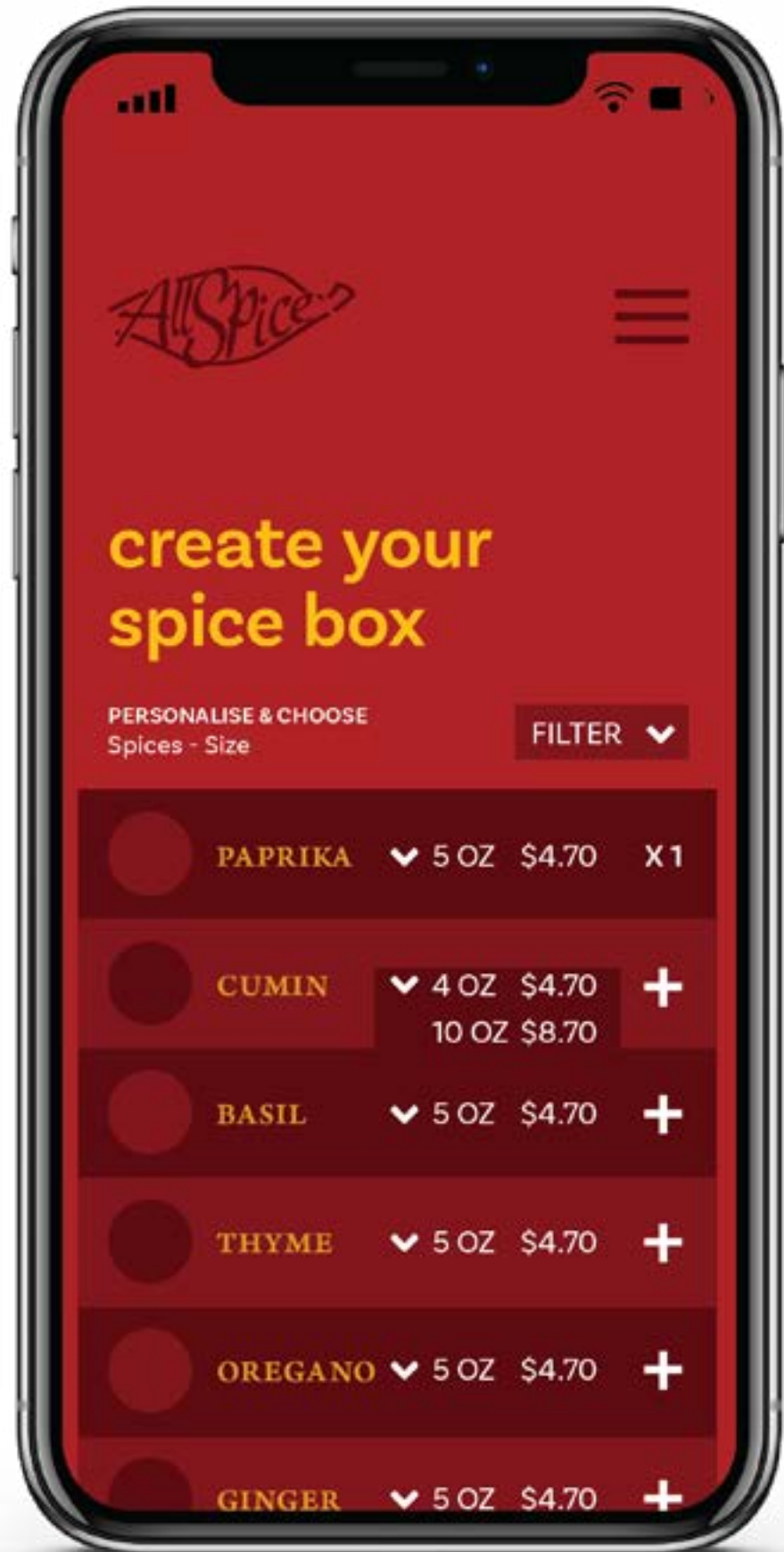
APP + LOGO DESIGN

This project started by choosing a local business, and modernised it by creating a new logo and business concept. I chose AllSpice, a spice shop in the area but instead of being just a store, the new concept includes its own spices delivery app where customers can order personalised boxes of spices and other products.



All Spice







create your spice box

PERSONALISE & CHOOSE
Spices - Size

FILTER

PAPRIKA

5 OZ

\$4.70

X1

CUMIN

4 OZ

\$4.70

10 OZ

\$8.70

BASIL

5 OZ

\$4.70

THYME

5 OZ

\$4.70

OREGANO

5 OZ

\$4.70

GINGER

5 OZ

\$4.70

mrc malaysia

LAYOUT DESIGN

MRC Malaysia was looking to get a company brochure and a project booklet for clients. The project started by understanding the needs of the brochure which included it being clear, having good readability, and following brand guidelines with some creative freedom to make the brochure visually interesting.







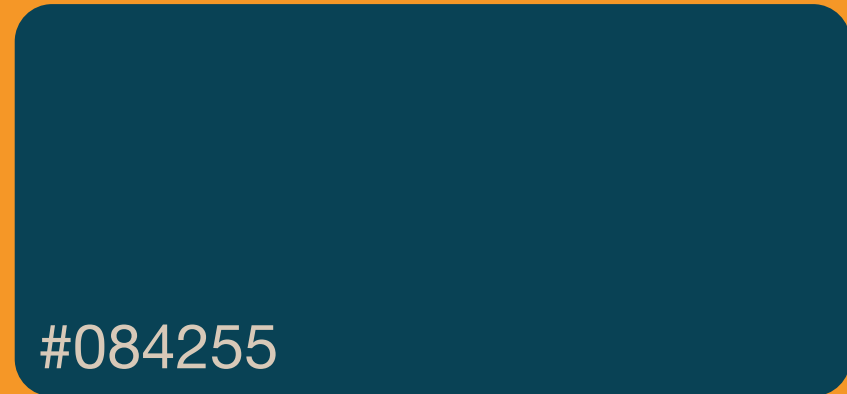
san miguel

BRANDING PROJECT

Mexican bakery inspired by San Miguel de Allende, a colourful and vibrant city in Mexico. The bakery wanted to use the fun colours found in the city, while also creating fun patterns of typical Mexican culture and ancient civilizations.

SAN MIGUEL

Mexican Bakery







next

EVENT BRANDING

Startup and entrepreneurs awards program called Next Entrepreneur Exchange Track, where people voted for their favourite growing businesses in Kuala Lumpur, Malaysia, and other SouthEast Asian countries. I worked on this project during my tenure at Sienna DMB. The client provided us with a logo, and we then created a brand for the event which we applied for all collaterals and social media content.







next »

Next Entrepreneurs Exchange Track
A Corporate Entrepreneurship Responsibility Initiative

**5th-6th
DECEMBER 2017**
at MITI Kuala Lumpur

Register at
<http://bit.ly/NX17genreg>

www.maaye.org
ask@maaye.org






next »

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**5th DECEMBER
9:30AM
BE THERE!**

next
Next Entrepreneurs Exchange Track
A Corporate Entrepreneurship Responsibility Initiative

MITI Building
www.maaye.org

next
Next Entrepreneurs Exchange Track
A Corporate Entrepreneurship Responsibility Initiative
5th-6th December 2017
www.maaye.org

What's your NEXT business project?
#NEXTmovement

**grab your free
MOSHA
at NEXT 2017**

9:30am - 5th December - Menara MITI
Register for FREE now at www.maaye.org

next
Next Entrepreneurs Exchange Track
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Next Entrepreneurs Exchange Track
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Have you registered!?
#NEXTmovement
5th December

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Next Entrepreneurs Exchange Track
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Register! Link in Bio
www.maaye.org

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5th-6th December 2017

#NEXTmovement

www.maaye.org

**FREE TSHIRTS
for lucky participants**

next
Next Entrepreneurs Exchange Track
A Corporate Entrepreneurship Responsibility Initiative
5th December 2017

**5th DECEMBER
9:30AM
BE THERE!**

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Next Entrepreneurs Exchange Track
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Become a rocketeer!
#NEXTmovement
5th December

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Next Entrepreneurs Exchange Track
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5th-6th December 2017

Rocket your business and ideas to new heights!
#NEXTmovement

www.maaye.org

**THANK YOU
ROCKETEERS
see you 2018**

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A Corporate Entrepreneurship Responsibility Initiative

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**FIRST 100
TO REGISTER
on the 5th morning
will get free
BREAKFAST**

next
Next Entrepreneurs Exchange Track
A Corporate Entrepreneurship Responsibility Initiative
5th December 2017

next

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Next Entrepreneurs Exchange Track
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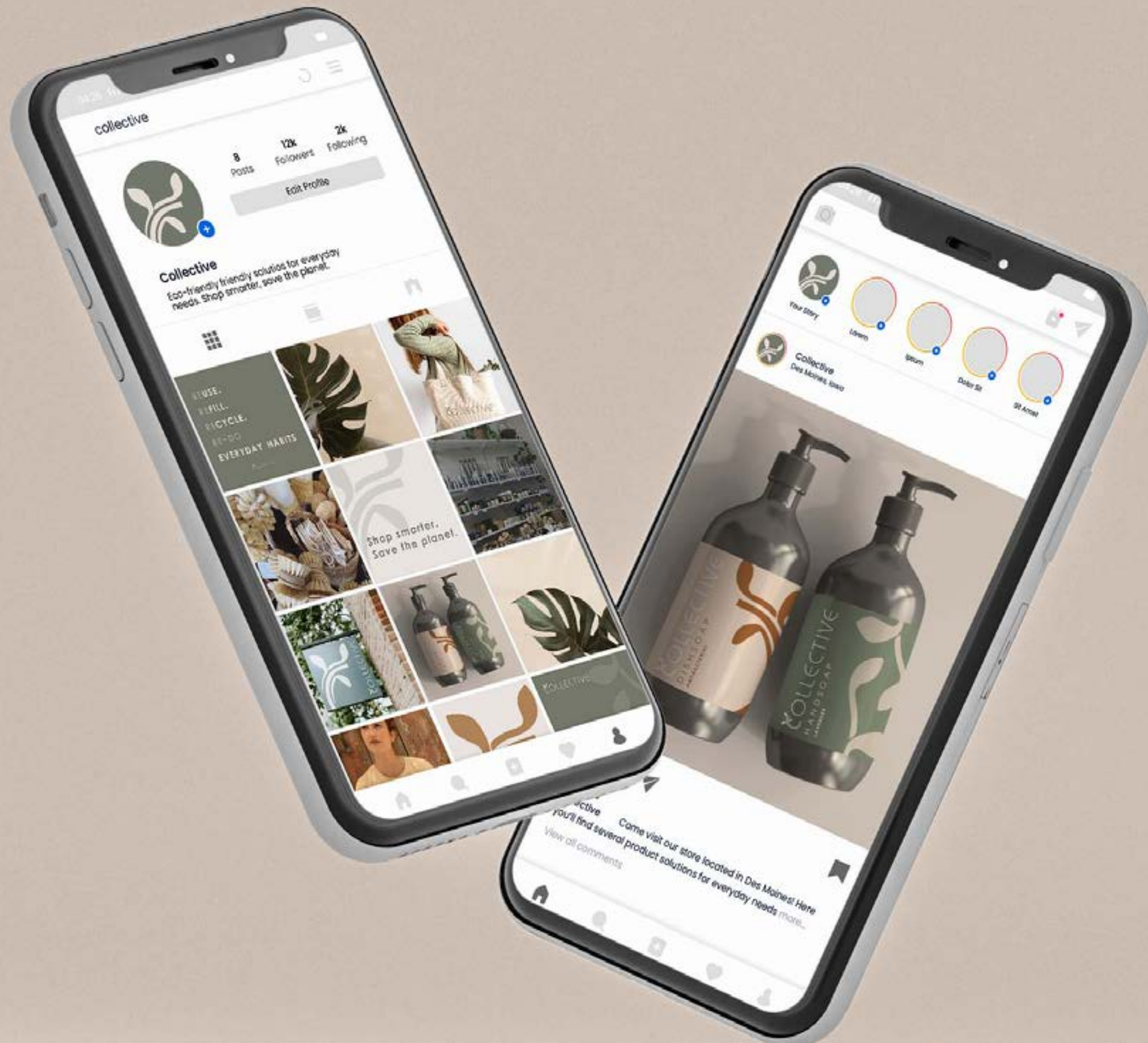
collective

BRANDING PROJECT

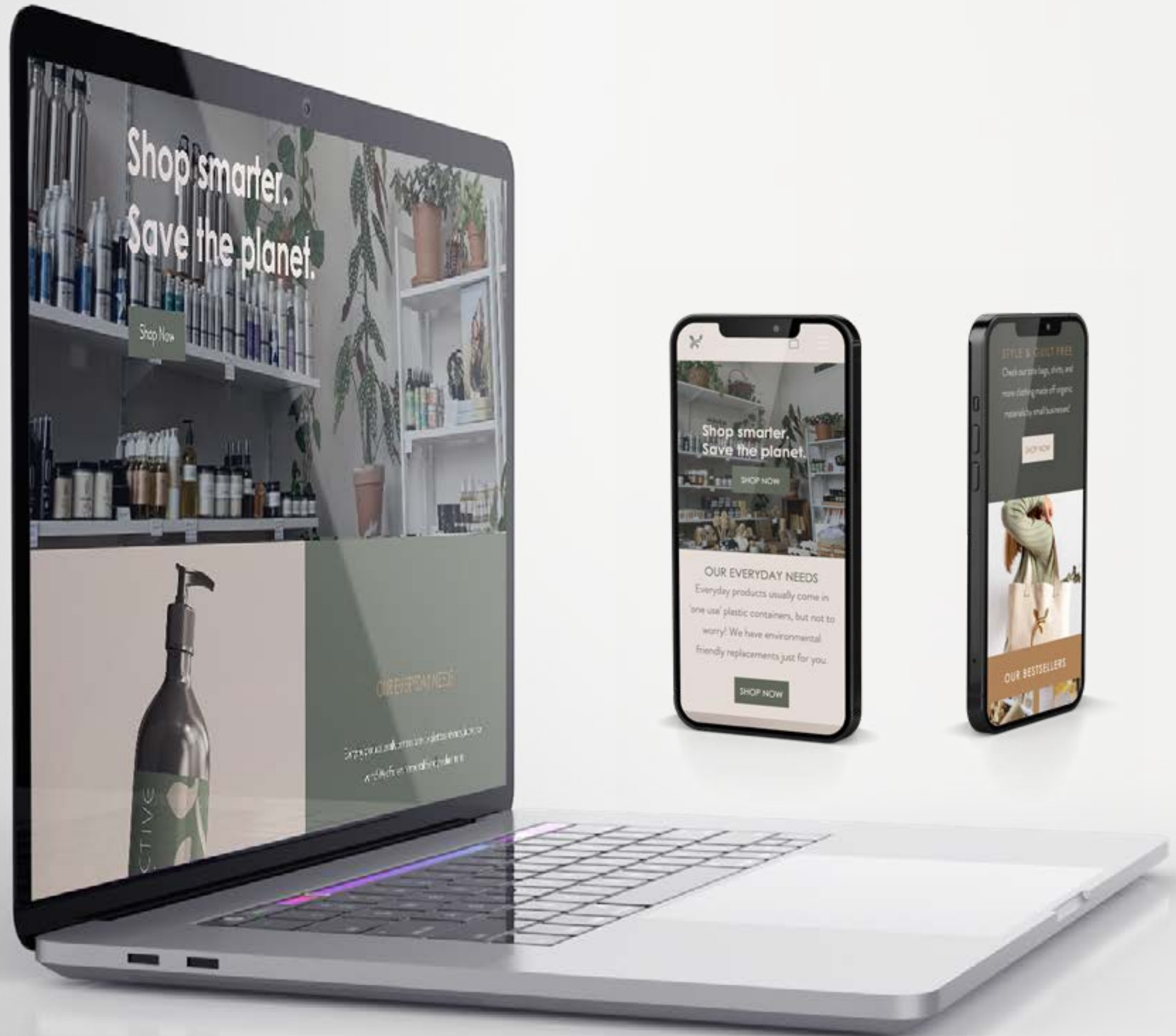
Project included selecting a local business of our preference to rebrand it following our design knowledge. I chose an environmental-friendly shop called “The Collective” where people can find sustainable substitutes to everyday needs like bathroom, beauty, and kitchen items. The branding goal was to push the existing brand to the next level by making it modern - minimal - earthy.













julieta jolis

BRANDING PROJECT

Fashion design student looking for a brand concept for her portfolio, and final exhibition. The brand is named after her, and from listening to her wants and needs I created a logo and branded collaterals, and designed the layout of the portfolio booklet.



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
JULIETA JOLIS





JULIETA JOLIS
diseño de indumentaria

julietajolis@gmail.com
1154-189716
Soler 4792 CABA
Buenos Aires, Argentina

 juljeta_jolis

JULIETA JOLIS
diseño de indumentaria

julietajolis@gmail.com
1154-189716
Soler 4792 CABA
Buenos Aires, Argentina

julietajolis@gmail.com
1154-189716
Soler 4792 CABA
Buenos Aires, Argentina

 juljeta_jolis

JULIETA JOLIS
diseño de indumentaria
Soler 4792 CABA
Buenos Aires, Argentina

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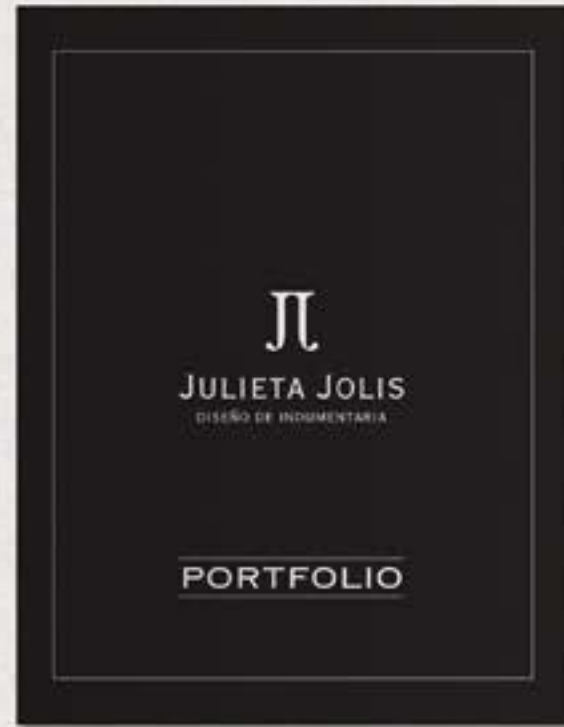
 juljeta_jolis



COLECCION
DISEÑO DE AUTOR

FIGURINES MUJER SECCION I





JULIETA JOLIS

Carolina Biercamp

FOUNDER / DESIGNER

Carolina Biercamp
Buenos Aires, Argentina

cbiercamp@gmail.com

Hyena Nam

GRAPHIC DESIGN PROFESSOR

Grand View University
Iowa, USA

hnam@grandview.edu

Steve Miller

GRAPHIC DESIGN PROFESSOR

MRC Malaysia
Kuala Lumpur, Malaysia

steve.miller@mrc.com.my

Deborah Bottreau

GRAPHIC DESIGNER / FOUNDER

Sienna DMB
Kuala Lumpur, Malaysia

deb@sienna-dmb.com

Erin Kim Cho

VIEWFINDER MAGAZINE

Grand View University
Iowa, USA

ekimcho@grandview.com

references

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FOR YOUR TIME!



borda_dsign



pbordadesign@gmail.com



/paula-borda