

graphic design

LOGO PORTFOLIO

SELECTED WORKS

I simply love working on visual identities projects. The complexity behind a simple tangible, behind the logo, may be in some moments overwhelming.

What I've learned after over 280 projects (some very poor, some very "interesting") is that you need to be a designer to get a logo done, but that it is not enough for creating a branding tool. The amount of effort put in briefing, in studying the client and businesses, in creating the right story, in embedding values, feelings and messages it extremely demanding and, for sure, it requires more than simple Graphic Design skills.



CLIENT:	CANTINNA	INDUSTRY:	restaurant
INSPIRATION:	giving the "nn" a graphic reason related to the activity		



CLIENT:	SAFELANDIA	INDUSTRY:	work safety
INSPIRATION:	warning sign in the letter "S"		



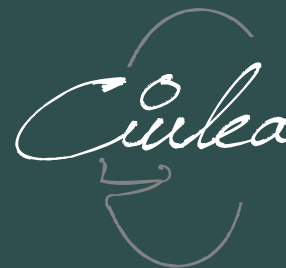
CLIENT:	ZONAR	INDUSTRY:	food & beverages
INSPIRATION:	integrating the logotype in a pentagon		



CLIENT:	IN2TIVE	INDUSTRY:	management
INSPIRATION:	merging a cube and a sphere, symbols of rational and creative		



CLIENT:	CABRIS	INDUSTRY:	windows
INSPIRATION:	mirroring the window in the logotype		



CLIENT:	CIULEA DAN	INDUSTRY:	blogging
INSPIRATION:	he has a big nose and he's a joker		



CLIENT:	URBAN GOURMET	INDUSTRY:	gourmet blog
INSPIRATION:	initials "U" and "G" drawn as a happy restaurant plate		



CLIENT:	CLUJ 100%	INDUSTRY:	weekly magazine
INSPIRATION:	full circle equals 100% pie hart		



CLIENT: **New York Hotel**

INDUSTRY: tourism

INSPIRATION: statue of liberty in a mono-block visual identity



CLIENT: **MY DESK**

INDUSTRY: document management

INSPIRATION: organised

shoperia

CLIENT: **SHOPERIA**

INDUSTRY: retail website

INSPIRATION: minimalist e-commerce



CLIENT: **THAI PAN**

INDUSTRY: restaurant

INSPIRATION: bird's view over a bowl of thai soup



CLIENT: **PR Venture**

INDUSTRY: agency

INSPIRATION: proud peacock



northmind

CLIENT: **NorthMind**

INDUSTRY: time management

INSPIRATION: you're the captain of your company



CLIENT: **APUSENI ADVENTURE**

INDUSTRY: teambuilding in nature

INSPIRATION: hiking services for creating teams



CLIENT: **Zeit**

INDUSTRY: watches shop

INSPIRATION: "it's high time (in German = zeit) to by a watch"



CLIENT: **ZIAR DE CLUJ**

INDUSTRY: newspaper

INSPIRATION: fair and square content



CLIENT: **DETOXOLIT**

INDUSTRY: pharma

INSPIRATION: clean cut supplements

graphic design

DIGITAL PORTFOLIO



graphic design

PACKAGING PORTFOLIO



graphic design

PRINT PORTFOLIO



creative strategy

CASE STUDY

SELECTED WORK PROJECT - part 1



SAFELANDIA

Safelandia is one project which is particularly important for my portfolio because I got the chance to be "omnipresent" in all stages of the creative development. The company handles all mandatory aspects of work safety environments inside companies.

It started with the **verbal identity** (the new name and tag line) and **visual identity**. I insisted that the symbol should communicate the company's domain of activity together with the "S" letter. I spend a lot of hours trying to get the two together in an unique visual result. I loved the challenge entirely as a graphic designer.

I've worked then on establishing **the creative directions** which, later on, were implemented in the sales brochure and in the on-line presence.

I've realized both copy and art-directing of the prints, because... it was handy to me.

The **1st** direction was describing an extreme, unrealistic event in which an employee is happy that he got in a work accident.

The **2nd** creative direction brings in front the fact that an injured employee brings sad consequences to all members of the family. This family is just another reason for which, as a company manager, you should take care of this mandatory part of your business by hiring Safelandia.

The **3rd** creative approach takes care of the main beneficiary of Safelandia's services - the employee. The copy is a call to action for the manager that could provide 'a safer journey' for his colleagues by hiring Safelandia. Safelandia is visually represented by an exaggeration of the width of the rope (symbol of risk) on which the main character is walking in his urban - professional quest.

creative strategy

CASE STUDY

SELECTED WORK PROJECT - part 2



I love integrated projects in which you can think through in an overall professional delight. The fact that I multilaterally contributed to the project is not because I hate working with somebody else, as part of a team.

The Safelandia context was one that allowed me to have this seldom opportunity in which I would stretch my brain, at the same time, as a graphic designer, as a copywriter, as a marketing and branding strategist. Even more, I even handled the telesales training for the client.

Additional to the general project context, the fact that you required a maximum 2Mb file puts me in the position of showing you one project that covers as many abilities as possible. It is a necessary showing off.

After defining the creative faces that Safelandia's communication and along with this deciding which tone of brand and which personality I needed to embed in the next items, I wrote the first instrument that helps defining the wannabe brand - the Sales Talk. As a result the Sales brochure was born.

At this moment we did not decide which is the real USP, but we generated several ideas and arguments that had the potential of becoming one. Of course after some months, according with the results, after analyzing the feedback received from the market we would decide exactly what was the top sales argument in convincing the companies (in a service provider case this would make it feasible).

Final note:

All images were purchased from Shutterstock. Everything else (naming, tag line, logo design, stationary, collaterals, copywriting of the brochure, layout design, webdesign layout - without web implementation) were my personal contribution.

