

PORTFOLIO

Branding Proposals

Gaby Gamundi

Creative map

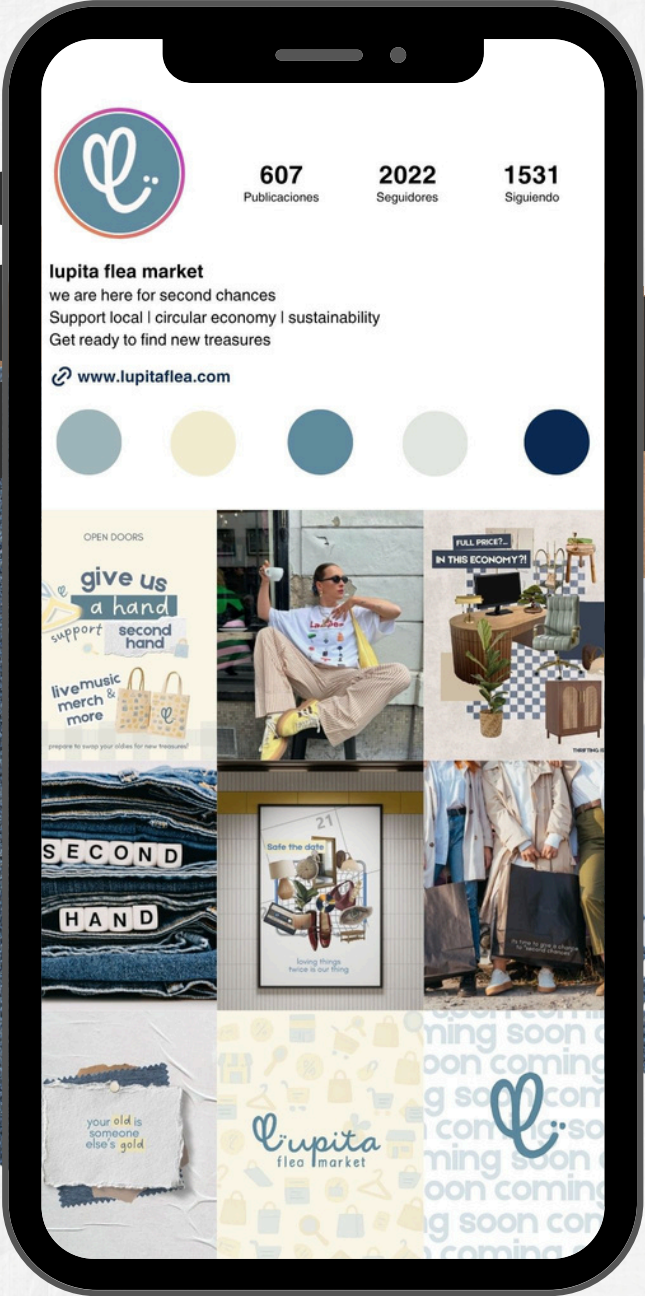
Launch for new “second hand” store

Looking for a fresh look, appealing for a young audience, pushing the message “sustainability is trendy”

Vibe



feed



how it all started

Flea market
Recycle
Loop
Lupe
Lupita

An adorable name for the flea, also the spanish word for “little magnifying glass” as a symbol looking closely for treasures.

Logo



lupita
flea market

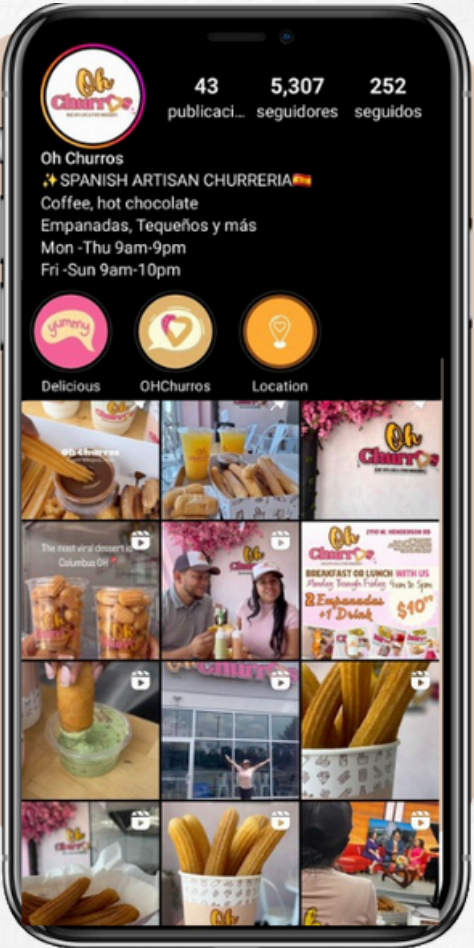
Elements



colors

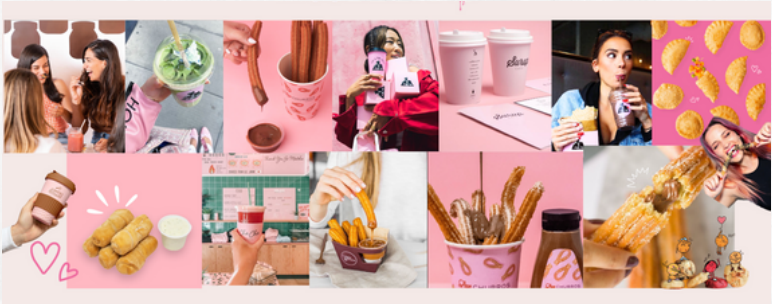


OH! CHURROS



before

after



moodboard

color
suggestions



SHOP

EVENTS

PROCESS

PROMOTIONS

CLOSE UP

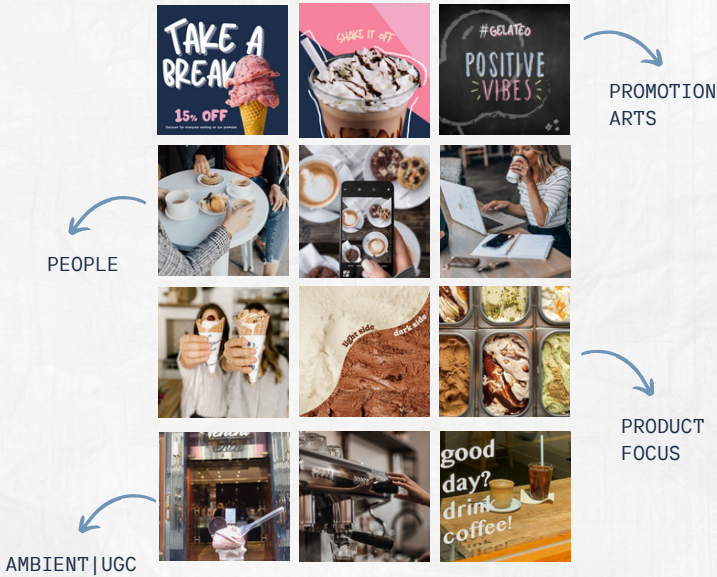
MATERIALS



content type

GELATEO CAFE

content type

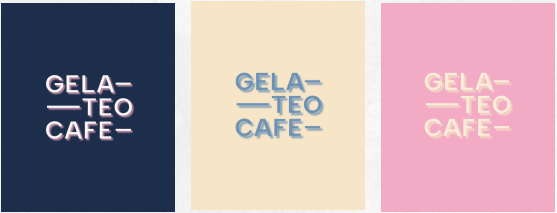


GELA—
—TEO
CAFE—

color
suggestions



moodboard

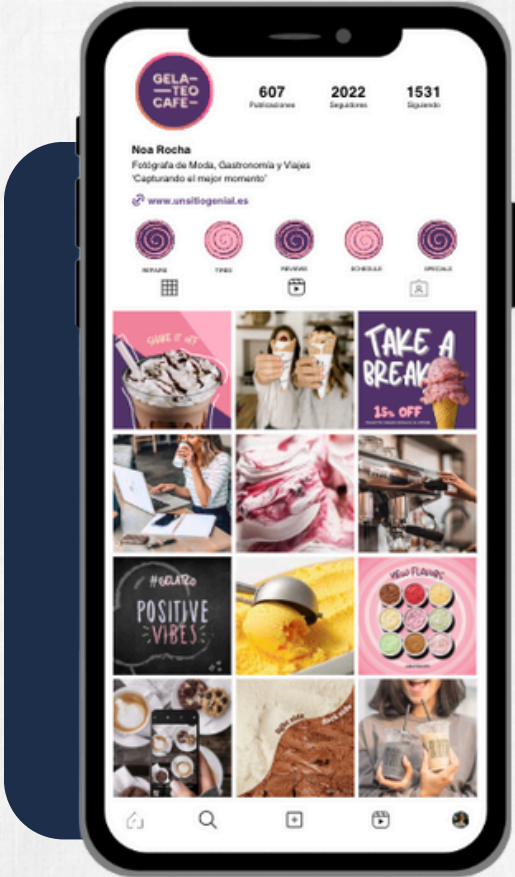


logo refreshment

after



before

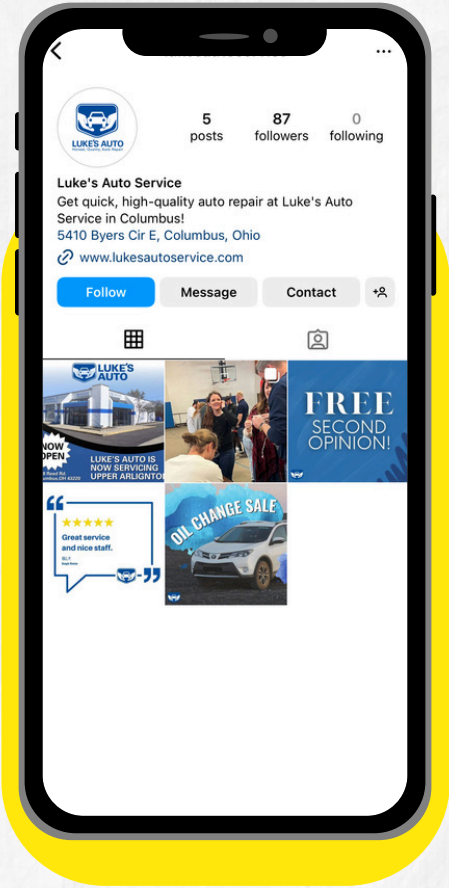


LUKE'S AUTO



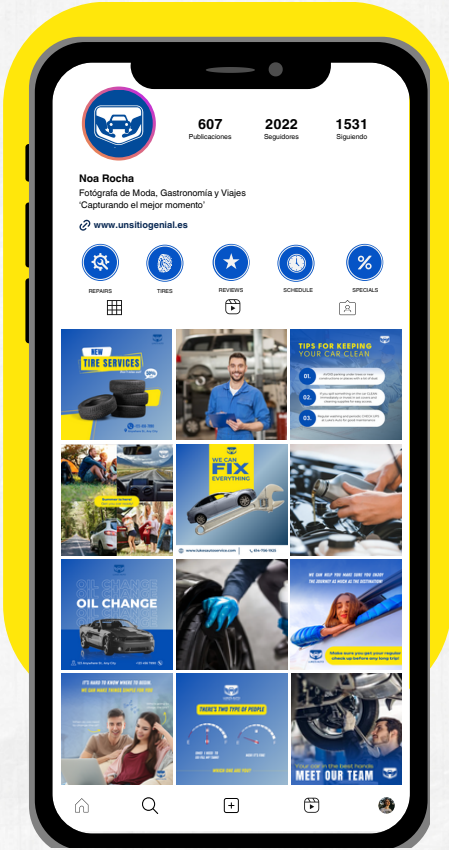
LUKE'S AUTO SERVICES
Automotive Repair Shop
Your trusted partner for exceptional auto repair in Columbus, OH. 🚗🔧
📍 Clintonville | Grandview | Arlington
1175 Worthington Woods Blvd, Columbus, Ohio
🌐 www.lukesautoservice.com

Adding brand value to the description



before

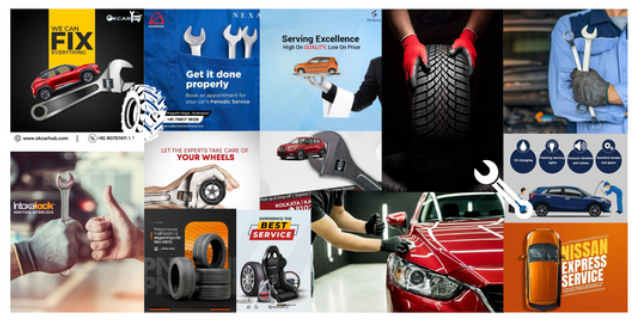
after



color suggestions



moodboard



ZACATECAS

after

color
suggestions



brand fonts

neon

ANÁDIR UN SUBTÍTULO
PRESENTATION ARE COMMUNICATION TOOLS THAT CAN BE USED TO AS DEMONSTRATIONS, LECTURES, REPORTS, AND MORE. IT IS MOSTLY PRESENTED BEFORE AN AUDIENCE.

SUNDAY

ANÁDIR UN SUBTÍTULO
PRESENTATION ARE COMMUNICATION TOOLS THAT CAN BE USED TO AS DEMONSTRATIONS, LECTURES, REPORTS, AND MORE. IT IS MOSTLY PRESENTED BEFORE AN AUDIENCE.

SUNBORN

Añadir un subtítulo
Presentation are communication tools that can be used to as demonstrations, lectures, reports, and more. It is mostly presented before an audience.

MALEAH



moodboard



EVENTS

FOOD & PEOPLE

PROMOTION
ARTS

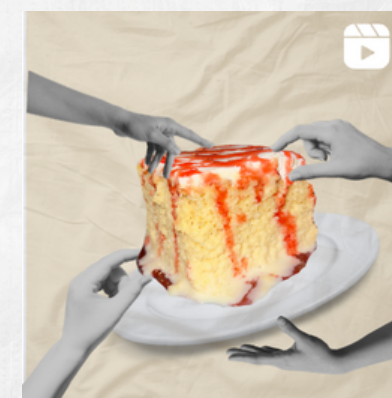
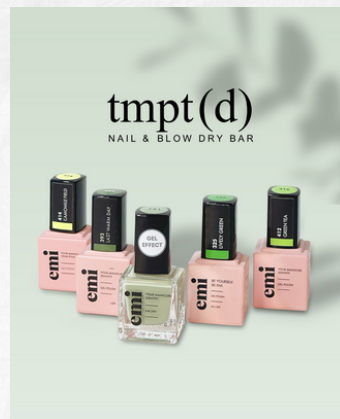
MEXICO

FUN QUOTES & SIGNS

before

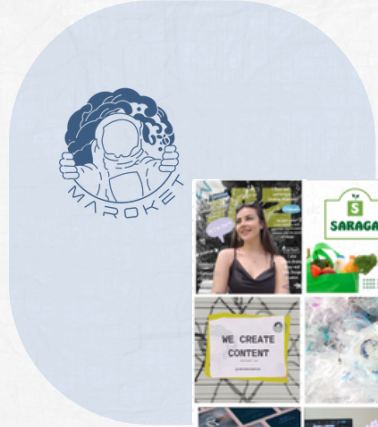
PORTFOLIO

Graphic Design

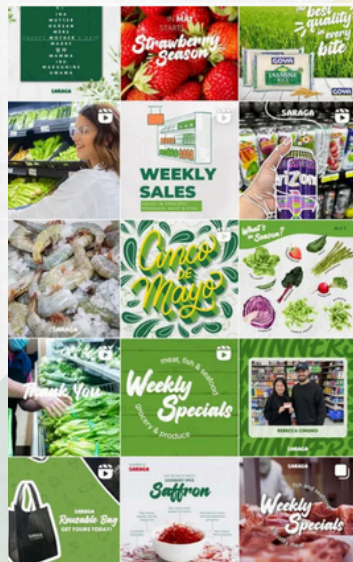


PORTFOLIO

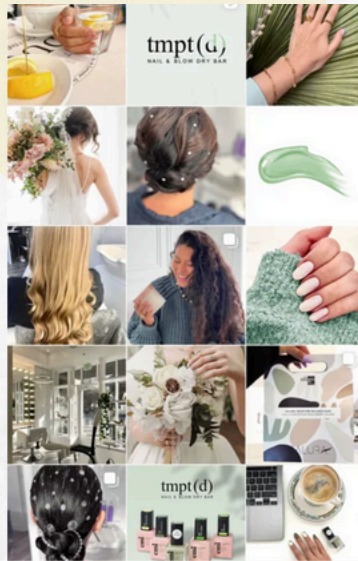
Social Media Management



SARAGA



tmpt(d)
NAIL & BLOW DRY BAR



joie  jewelry

BOOM BOOM TACOS
TEQUILA
& MEZCAL



The Colombian Spot