



# MIKE BARBOSA PORTFOLIO



# Posters, Banners & Editorial



**Posters** for big format or editorial use (even for social media) are always a good way to promote yourself. Going straight to the point, they are a strong tool on any campaign.

From companies to concerts or even charities, I made posters for commercial use, simple information sharing or campaigns as part of something bigger.





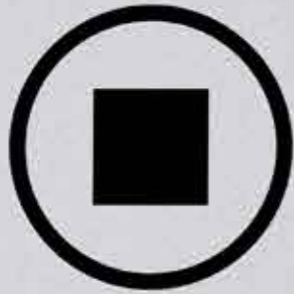
Frida Querida®  
firenze

Poster to Frida Querida,  
used in shops all around  
Italy as part of a campaign.



Banners for the Spanish Council on the Consulate of Manchester's Area.

Next page, banners for the 3 Spanish Councils on the UK, the north, center and south ones.



## CRE en el centro UK



\* Demarcación del actual Consulado General de España en Manchester.



## CRE del Sur

Consejo de Residentes Españoles  
del Sur del Reino Unido



\* Demarcación del Consulado General de España en Londres

### GENERANDO CONFIANZA

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## CRE en el Norte



Irlanda del Norte Inglaterra

Demarcación del actual Consulado General de España en Edimburgo





 **Tuscor Lloyds**

**Corporate  
Image**

**Redesigning** a whole corporate image is something that needs to be treated with care. It is a huge investment that would last forever. Tuscor Lloyds lost their corporate colour at some point and for us is a key part of their identity. Recovering it without losing the vibes the company had was a real challenge.

Trying to look more professional, slick and modern but without losing the freshness that makes them stand out from the crowd.

From a new wallpaper to welcome the clients that come to the office to new flyers, new brochure, new website, business cards, business letter, new banners and new goodies. Even the idea to develop new iterations like an app or new features on the website.







# Integral Projects

Iterations that go from a stand design to a social media campaign

The whole process to arrive at an international event with a stand, a campaign over social media and magazines, interviews, goodies, invitations and newsletters.

Creating a whole concept from scratch to develop a campaign that goes across all the channels the company has a presence on, to end up on a big event that celebrates all the process and where the employees can interact with customers using the idea as a vehicle to break the ice.



BREKBUK EUROPE 2019

# YOUR LOGISTICS EXTENSION

Conception based on a pergola / conservatory theme

Tuscor Lloyds

Cover of the project diary.

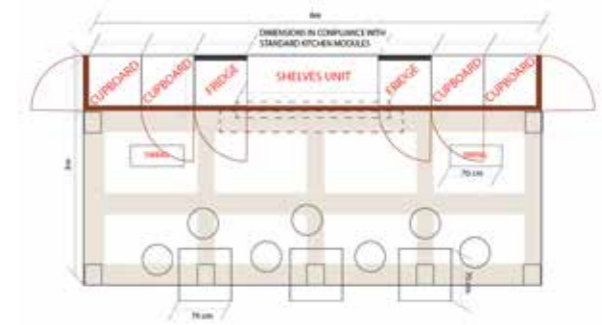
Concept art approaches to the stand.



Tuscor Lloyds

## Stand

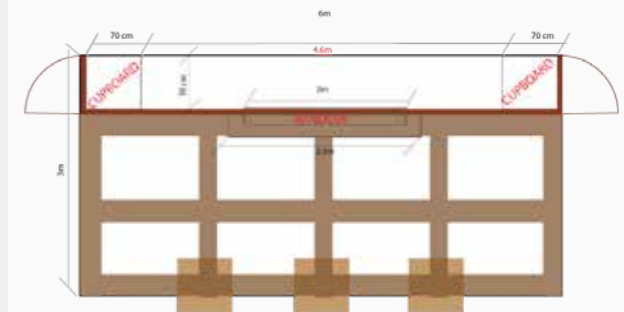
floor plan



Tuscor Lloyds

## Stand

top view



Tuscor Lloyds

## Stand

front view



Tuscor Lloyds

Blueprints for the construction of the stand



## Marketing materials and Publications

Everything serves the meaning of the campaign. From the brochure done specifically for the event to the invitations that included artificial grass and a watering can in a box that you receive on your office, passing through the gifts like the plant that doesn't need to be watered with the instructions to take care of it as part of the whole concept.

The whole event was planning through months of decisions in the same direction. Promoting it across all our social media channels, our newsletter, the print publications we publish in and our web.



Thumbnails of the publications, marketing materials and invitations previously and during the event.

**Tuscor Lloyds**  
THINKING BIG

TLSU 123456 5  
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TLSU 123456 5  
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**Tuscor Lloyds**  
THINKING BIG

CAUTION  
HIGH TRAILER

12

TLSU 123456 5  
4561

MAX GROSS  
32 200 KG  
71 500 LBS

TARE  
7 660 KG  
16 900 LBS

NET  
24 540 KG  
54 600 LBS

PLATE  
2388011

DU CIP

# Logo Design

The face of your company.  
The way the world see you.

Creating a logo that will define you forever is far from easy. We need to walk step by step wisely, on a journey that will end depicting your company forever.

The understanding of your audience, your needs, your values, the 'soul' of your company will dicatate the colours and the shapes your potential customers will recognize as yours.

In here, we will show the full creative process of how I deliver my job to a real customer.

Follow me on the process of the creation of a label.



## Planning & Design



## CARE & SUPPORT WORKERS ORGANISE!



# OPTION 1



**LK** Planning & Design  
Tahoma Bold Open Sans Regular

We synthesized the whole concept with simple imagery and bold font.

The message is clear and crisp. Monochrome versions work perfectly fine on printed and digital versions.

# OPTION 2



Planning  
& Design  
Helvetica Neue LT Pro

The combination of these two fonts together offers a professional look; while adding the green as a rectangular to close it together or an underline, stress the sustainable nature of the business. It is recognizable and will work well on both digital and printed.

The minimalistic use of the green can be used as part of our corporate identity and allow us to play over future campaigns.



# OPTION 3

**LK**

**Planning & Design**

**Modified Berlin Sans FB**

**Berlin Sans FB**

We risked it a bit more with the imagotype (an imagotype refers to two brand elements that when separated can be identified by the public without difficulty. However, it is common to see text and an image together).

This time, we abandoned the minimalist style we've applied before to get something more fresh and vibrating yet recognizable.

The font was modified for the occasion, offering results more adapted to our needs and differentiating our brand among others.



# Chosen option



Find the option finally chosen by the client. After all the work, we had three options that suited the brief in three different styles.

It was more about which option the customer was more comfortable within. The logo will define his company from now on. He opted for the one who reflects more on the personality of his company.

I have regular conversations with all my clients after delivering the job. I always provide a guide to using the logo and how to do it.

# CREATIVE PROCESS

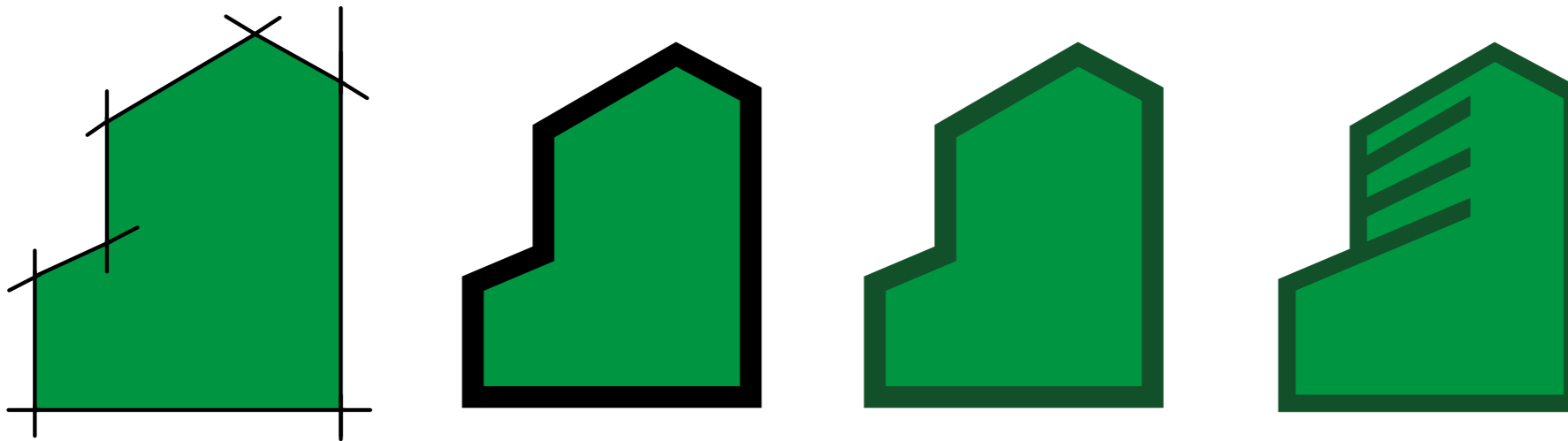


Fig. 1 Process of synthesization step by step, incorporating the corporate colours.

Based on a quick sketch and after a few attempts on the paper, we started to draw and define the shapes that conform to our logo.

It is vital to stress two things: the importance and clarity of the image that will accompany the fonts themselves. And the readability of the fonts selected. Both will provide a good lecture on the logo, making it recognizable and capable of standing out from the crowd.

After achieving the shape that better suits our organization, the corporate colours (with green in mind to represent sustainability).



Fig. 2 Final Logo, with colors and sizes

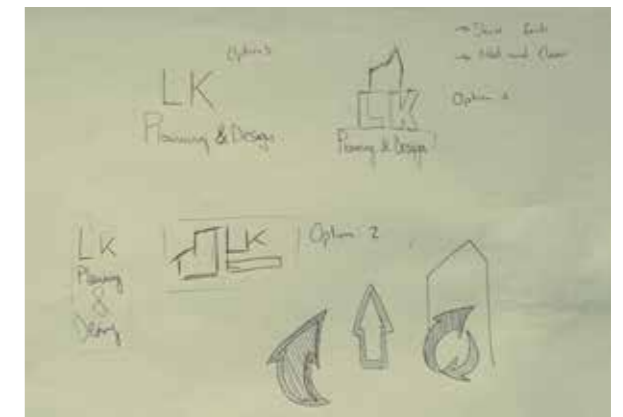


Fig. 3 First approaches of the logo design.



Fig. 3 First drawing of the building that will define part of our logo.



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