Portfolio: VISUAL IDENTITIES

@cuchillo
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Hi!

[Image of a cartoon cat face]
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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[01] EMAKUMEEN KALEA
“In Bizkaia there is a 4.6% of the streets with names of women in 2022”

Infographic fold-out poster for the visibility of women in the street map of Bizkaia.

Credits
Design Cuchillo
Emakumeen kaleak
Las calles de las mujeres
[02] LEBOND
“Architecture meets Watch design”

Visual Identity for Lebond Exclusive watch editors.

Credits

Design Cuchillo
We create and customized the brand assets and some merch to this project.
[03] 2112 RUN
“2112.run”

We create 2112 logo which looks futuristic and technological. Web and interface design developing.

Credits
Design Cuchillo
Product Photography La absurda zurda

Links
View Logo Render
[04] DOCK
“Creative meeting point & multidisciplinary social hub”

We take its global concept through Poligonal geometry, whose vertex make off the space interconnection points and its possibilities. The movement of shapes and the color amplify amplify its diverse personality and add dimension.

Credits
Design Cuchillo
The movement of shapes and the color amplify its diverse personality and add dimension.
[05] LOTURAK
“Loturak”

Visual Identity for Loturak Festival, A festival for new documentary formats and digital & artistic narratives.

Credits

Design Cuchillo
Comunication Belvedere
We worked on the concepts that shape its operational environment: inclusivity, actuality and digital. We accompanied this with complementary blue and yellow colors, a vold look for both physical & digital applications.
[06]
CORE_VEST
“#SaveTheNight”

We envisioned a functional and useful object for these hectic, hyper-connected spaces. At the same time, it carries some of our visual references that are compatible with the framework of the campaign.

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<thead>
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<th>Credits</th>
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<td>View Spot</td>
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cuchillo

core_vest

Considérense que Core Vest resultará útil a actividades creativas nocturnas, ya la versión perfecciona en los momentos en los que indudablemente, no se dan soluciones a la hora de crear computadoras que trabajan en términos inteligentes. Ideal para llevar de manera cómoda y resistente, su diseño compacto y resistente, con un aspecto pequeño y resistente, puede ser útil para llevar de manera cómoda y de manera segura. Los usuarios deben llevar sus propios elementos de protección. Trabajamos para llevar todas las herramientas que necesites cómodamente. Para una mejor protección, usaremos opción de almacenamiento. (Ver detalles en el sitio oficial.)
[07] A LA VASCA
“A la Vasca”

We focus on the experience that supposes the gastronomy of Euskadi, and the appreciation of that experience from outside but also from inside.
A LA VASCA
EUSKADIGASTRONOMIKA.EUS
“Promoting local commerce”

Gurea branding. A digital platform conceived to promote local commerce in Galdakao (Bizkaia).

Credits

Design Cuchillo
Idea Maraka
We designed Branding and graphics for an original idea by Maraka: the Gurean symbol is constructed from two reflected lowercase g’s that generate the image of an owl, symbol of the town.
[09] 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
THE BADASS PROJECT
We wanted to give the brand a relatable and expository character by creating a coexistence between branding, geometry, typography and color.
Branding essentials and merchandising were created and customized for this project.
“Type Speciment Filter 001 / Editorial New”

A novel way to show Typography Specimens through Instagram filters.

Credits
Typography Pangram Pangram Foundry
Design Cuchillo & Pangram Pangram Foundry
Coding Cuchillo

Links
Try Instagram Filter here
In collaboration with @pangram.pangram we have developed an Instagram 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).
“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
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.
“Harmony between conceptual minimalism and detail”
A new vision of Middle Eastern food, with grill and pita bread as central axes.

Credits
Design Cuchillo
The brand image is extremely simple. Even so, each and every one of the characters that make up the logo are meticulously detailed.
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.
[13] TIPI GARA
“Design for transformation”

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

Logotype & Color
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.
AZOKA ARTEAN
“Art between markets”

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

Credits

Concept Maraka
Design Cuchillo
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.
[15] BASQUE TOUR 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
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.
[16] DANDO LA BRASA
“Chicha Pixel Style”

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

Credits
Photography La Absurda Zurda
Design Cuchillo
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.
[17] SD EIBAR
“Another football”

SD Eibar is a special team in a world that is very different from the values it represents.
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.
PORTEROS
13 DIMITROVIC
13 RIESCO
25 YOEL

JUGADORES CAMPO
2 CAÑECE
3 RICAS
4 RAMIS
5 ESCALANTE
6 SERGIO A
7 PDIOP
9 SERGI ENRICH
12 OLIVEIRA
14 ORELLANA
15 COTE
16 DE BIASIS
17 KIKE GARCÍA
18 ROBER CORREA
19 CHARLES L. C.
20 CUCURELLA
21 ALON
22 TEJERO
23 ARBILLA
24 ESTEBAN BURGOS
26 ROBERTO CLADE
27 NANO
28 MARTINEZ

GOL!
12 OLIVEIRA
1 - 0

GOL!
12 OLIVEIRA
1 - 0

GOL!
12 OLIVEIRA
1 - 0

GOL!
12 OLIVEIRA
1 - 0
[18] GARAI
“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.
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.
[19] 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.
mama 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.
[20] ALOJA
“Your maintenance partner”

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

Credits
Design Cuchillo
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  
tu partner de mantenimiento.

solucionamos tus problemas para que tú te preocupes de lo importante

aloja  
nos adaptamos a cada una de tus necesidades.
así funciona mantiene en tres pasos:

1. visitamos tus instalaciones para conocer su estado y definir su mantenimiento.
2. elaboramos un plan de acción con las tareas urgentes y las que pueden esperar.
3. tú decides las tareas a realizar y sólo pagas por los trabajos realizados.

contrata mantiene si necesitas:

- prevención
- información
- control
- transporte
- pago por resultado

aloja es una plataforma-app de mantenimiento para la resolución de las incidencias de tus instalaciones.

solucionamos tus problemas, para que tu te preocupes de lo importante.
[21]
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.
“BBK Live 2019”

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

Credits

Design Cuchillo
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.
“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
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.
“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
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.
[25]

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
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 ;)

Sotera De La Mier 8, 4º
48920 Portugalete (Bizkaia)

[26]

BBDW 2018
“Hyperdesign”

An event that aims to connect different users and profiles within the world of design.

Credits

Design Cuchillo
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.
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.
Graphic image of the event with concerts, performances, participation of DJs, a radio station and film screenings (collaboration with Zinegoak).
[28]
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
“TRADITION is RADICAL”

Digital presence for the Independent Curator & museography Advisor Novoa Jauregui, specialized in the enhancement of cultural heritage & historical memory.

Design Cuchillo
Identity that was born as digital for a project based on blurring the boundaries between opposites, between before and after, as leitmotiv and modus operandi, denborarekin, across the time, over time, tradition positions itself as a vanguard.
SISTER SISTER
“24/7 useful pieces for your daily day-to-night.”

A sustainable interpretation of fashion, a lifestyle based on the combination of two personalities, one relaxed and another eccentric. Intends to blur the boundaries between the urban and the sophisticated.

Credits
Design Cuchillo
Communication Belvedere Agency
Photo Nerea Moreno
Video Inary
“Light adaptative glass device”

Hivisq provides dynamically adaptative glass that gives you full control over a room’s solar glare and heat, keeping you comfortable while letting in all the best the sun has to offer.
[32] BEAR
“Forward Looking”

Basascular architecture studio between two action entities: The first one dedicated to personalized services, with a disruptive and transformative dimension. The second one, a space for exhibition and reflection on architecture as a discursive practice.
Concept & Logotype

BeAr

rABe
También somos un espacio de exposición y reflexión en torno a la arquitectura como práctica discursiva.
Queremos establecer relaciones entre las diferentes prácticas y estudios y generar un archivo de las oficinas jóvenes interesantes de la región.

Somos un estudio de arquitectura de corte disruptivo que apunta hacia el futuro, formado por Íñigo Berasategui y Ane Arce.

Beyond the wall
“The Design Research Society”

The DRS Design Research Society is a scientific society committed to the promotion and development of design research throughout the world.

Credits
Design Cuchillo
Collaboration Bilbao Ekintza
We have designed both the graphic and digital visual identity of the event. The concept is based on a gradient between two opposite colours to create a flexible system to represent this “research” process. Which is basically going from one place to another to find information along the way, that’s what a gradient is.
Thanks!