Portfolio: VISUAL IDENTITIES
INDEX:

[00] Brand Resume

[01] EMAKUMEN KALEA
[02] LEBOND
[03] 2112.RUN
[04] DOCK
[05] LOTURAK
[06] CORE VEST
[07] A LA VASCA
[08] GUREAN
[09] THE BADASS PROJECT
[10] PANGRAM PANGRAM
[12] JAZMINO´S
[13] TIPI GARA
[14] AZOKARTEAN
[15] BASQUETOUR VIDEO
[16] DANDO LA BRASA
[17] SD EIBAR
[18] GARAI
[19] MAMÁ ABSURDA
[20] ALOJA
[21] MATADERO
[22] BBK LIVE
[23] CUCHILLO FC
[24] KALEARTEAN
[25] AZAB
[26] BBDW 2018
[27] THE XX
[28] SD EIBAR POSTERS
[29] NOVOA JÁUREGUI
[30] SISTER SISTER
[31] HIVISQ
[32] BeAr
[33] DRS
Hi!
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] THE 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.
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 the 2112 logo which looks futuristic and technological. Also web and interface design and developing.
[03] 2112 Run

PLAY THE GAME

Interface & Shirt

Portfolio Visual Identities
[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
Communication 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.

Credits
Design Cuchillo
Photo La absurda zurda
Prod. reali, pospo Trufó

Links
View Spot
[06] Core_vest

Portfolio Visual Identities

Póster y foto
[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.
07 A la Vasca

Publicidad exterior
[08]
GUREAN
"Promoting local commerce"

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

Credits

Design Cuchillo
Idea Maraka
[08] Gurean

Logotipo y colores
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.
[08] Gurean

Queremos dar visibilidad a los pequeños comercios y hostelería que hay en nuestro municipio. Visualizamos en Gurean, en la compra y, por qué no, en todo el país, un nuevo, proumover la visualizabilidad en contacto directo con la ciudadanía.

Este es un espacio para ello: un escaparate virtual de promoción, visual pero local. Escoja que deba por junta y entendible nuestro escenario. Que recibe de fomento, y también el que de ser en el municipio con su tiempo, a entronque con un ejemplo útil hacia nuestro comercio y hostelería.

Bienvenidos, bienvenidas, ciudad de Gurean.
[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

FILM N’ PHOTOGRAPHY
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.
[10]
PANGRAM
PANGRAM
“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
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→Primit.”

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
Primt

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.
JAZMINO'S
"Harmony between conceptual minimalism and detail"

A new vision of Middle Eastern food, with grill and pita bread as central axes.
Jazmino's Logotype & Color
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] TIPÍ 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
Tipi Gara Logotype & Color
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.
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.
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 miscegenation that defines us.

Credits

Photography La Absurda Zurda
Design Cuchillo
DANDO LA BRASA

(Colors shown: green, yellow, orange, red, black)
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.
[16] Dando la Brasa

Brand in Use

Menus
[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.
"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.
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.

Credits

Design Cuchillo
Mamá Absurda

Logotype & Color
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.
Aloja Logotype & Color

aloja
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.
[21]

MATADERO
Matadero Madrid is a contemporary creation center promoted by the Government Area of Culture, Tourism and Sports of the Madrid City Council.
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.
22 BBK LIVE
“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.
[23]

CUCHILLO

FC
“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.
[24] KALE ARTEAN
"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
The web has gone a step beyond brand image. Brutalism, typography, B&W, a home that drives you crazy and much more ;)}
[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.
[27] 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).
[27] The XX

Portfolio Visual Identities

Brand in Use

Fanzine
[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
[28] SD Eibar Posters

Brand in Use

Portfolio Visual Identities

Posters
SD Eibar Posters

Brand in Use

Portfolio Visual Identities

Posters
"TRADITION is RADICAL"

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

Design Cuchillo

Credits
Novoa Jáuregui Logotype & Color
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.
NOVOA JAUREGUI
ES UNA CURADORA INDEPENDIENTE
ASESORA EN MUSEO
ESPECIALIZADA EN LA PUESTA EN VALOR Y COMUNICACIÓN DEL PATRIMONIO CULTURAL Y MEMORIA
OBJETOS
DATOS
PROCESOS
CURADORA
MUSEÓGRAFA
INDEPENDIENTE
PROCESOS
NJ
[30] 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
SISTER SISTER
[31] HIVISQ
“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.
HIVISQ™

www.hivisq.com

Smart Conscious Comfort.

LIGHT ADAPTATIVE GLASS DEVICE

COâ®.T™. www.hivisq.com
[32] BeAr
“Forward Looking”

Bascular 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.
BeAr Concept & Logotype

Colors
Somos un estudio de arquitectura de corte disruptivo que apunta hacia el futuro, formado por Ñigo Berasategui y Ñe Arce.

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.

Beyond the wall
Portfolio Visual Identities

404: Page Not Found

BeAr Brand In Use

Posters
“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.
Portfolio Visual Identities

[33] DRS

Brand In Use
Thanks!