PORT FOLIO

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case one:
PARCO DI SANTA CROCE

In **2019** I was asked to prepare a design and branding project for a new city park that was being built by a municipality nearby.
I studied the case and started working on the possibilities.

Starting from the name, the logo and the choice for the colours, I began to give some characterization to the project: **I chose the colour green, being a park, as the main chromatic template**.

Then, I started to work on the logotype with a small team of people that gave me useful informations about the commission.

Then, **I rendered the park with the theme I chose and the potential merchandising using the logos I designed**, keeping an eye on the materials and the choice of products that a park could sell as merch.

WHICH PROGRAMS DID I USE:
Adobe Illustrator – Logo renders
Adobe Dimension – Park renders

afterpark
fun, tech and more

Down: renders of merch for the park.
Right: the final logo chosen for the project.

Up and right: park renders that I made with Adobe Dimension.
Down: some of the logo solutions that didn't make the cut.

Parco dei Principi

Parco dei Pio
fun, tech and more

SOUTH PARK
FUN, TECH AND MORE

Natu Ring

case one:
PARCO DI SANTA CROCE

case two: the rebranding of
COMITATO VENTOTENE

In **2018** I took the opportunity to measure myself with my first case of rebranding; it was for an organization that lobbies european values and personal freedom and it's called **Comitato Ventotene**.

It was a very interesting case because I was on the train before they could invite me on it: I started sending drafts before they asked me to, sperimenting with colour and fonts, and after a short process **they selected my work among many others proposals**.

I opted for a polished work that modernized the visual impact keeping in mind the symbolism behind the elements: the bull is a transformation of Zeus, and it's ridden by Europa, his wife.

After redesigning the logo I kept working for this non-profit org and I still produce designs for social media outlets, prints and merch.

Keeping the symbolism while modernizing the looks of it all **was a challenging task, but a fun one**.

WHICH PROGRAMS DID I USE:
Adobe Illustrator - Logo renders
Adobe Photoshop - Graphic designs

before:

after:

I went down a narrow path: how could I keep the symbols intact while refreshing the style?

My recipe: few elements, few and more meaningful details and a consistent font.

On the right I put some of the variations to show the adaptability

I also produced some ads for their social media to promote the activity of the organization and to spread the word about their beliefs.

On the right you can appreciate two of the examples I proposed to them: I tried with different styles to try and catch the right vibe, keeping true to the color scheme and the values.

case two: the rebranding of
COMITATO VENTOTENE

case three:
CARPI FOOTBALL CLUB

From 2020 to 2022 I started working with a local football club with a great past and a troublesome present: I worked with the media and PR team of Carpi Football Club for two and a half years, following the team and producing all of the graphics for the social media and produced the new logo and visual concept of A.C. Carpi, the football team that substituted Carpi F.C. after the financial problems it had in 2021.

At page 7 I'm going to show some of the works I did for the media team, and I'm going to show the creative process that I followed for the production of the new logo that we can see here on the right.

WHICH PROGRAMS DID I USE:
Adobe Illustrator - Logo renders
Adobe Photoshop - Graphic designs
Adobe Premiere Pro - Video production

THE LOGO

THE DESIGN CHOICES

before: **after:**

For this football club I had to work for the radical rebranding they asked after the precedent ownership left.

I chose to go bold and take some of the elements from the historic crest of the club, and add some elements to modernize it. The result is a polished, modern crest with three colors (red, white and black) and a high degree of usability online.

case three:

CARPI FOOTBALL CLUB

case four:
FORTITUDO BASKET

I was chosen as the **head designer for social media for Fortitudo Basket Bologna**, an historic and famous Serie A1 basketball club, for the 2021/22 season.

That was exciting as this was my first time as an head designer for a major club, and **I knew my products were going to be shown to a different and much larger audience**.

For them I didn't obviously design the logo (as their logo is **one of the most recognizable crests in the history of italian basketball**) but I had the task to create the club identity online and on the social media platforms.

WHICH PROGRAMS DID I USE:
Adobe Illustrator - Some minor logo designs
Adobe Photoshop - Graphic designs
Adobe Premiere Pro - Video production
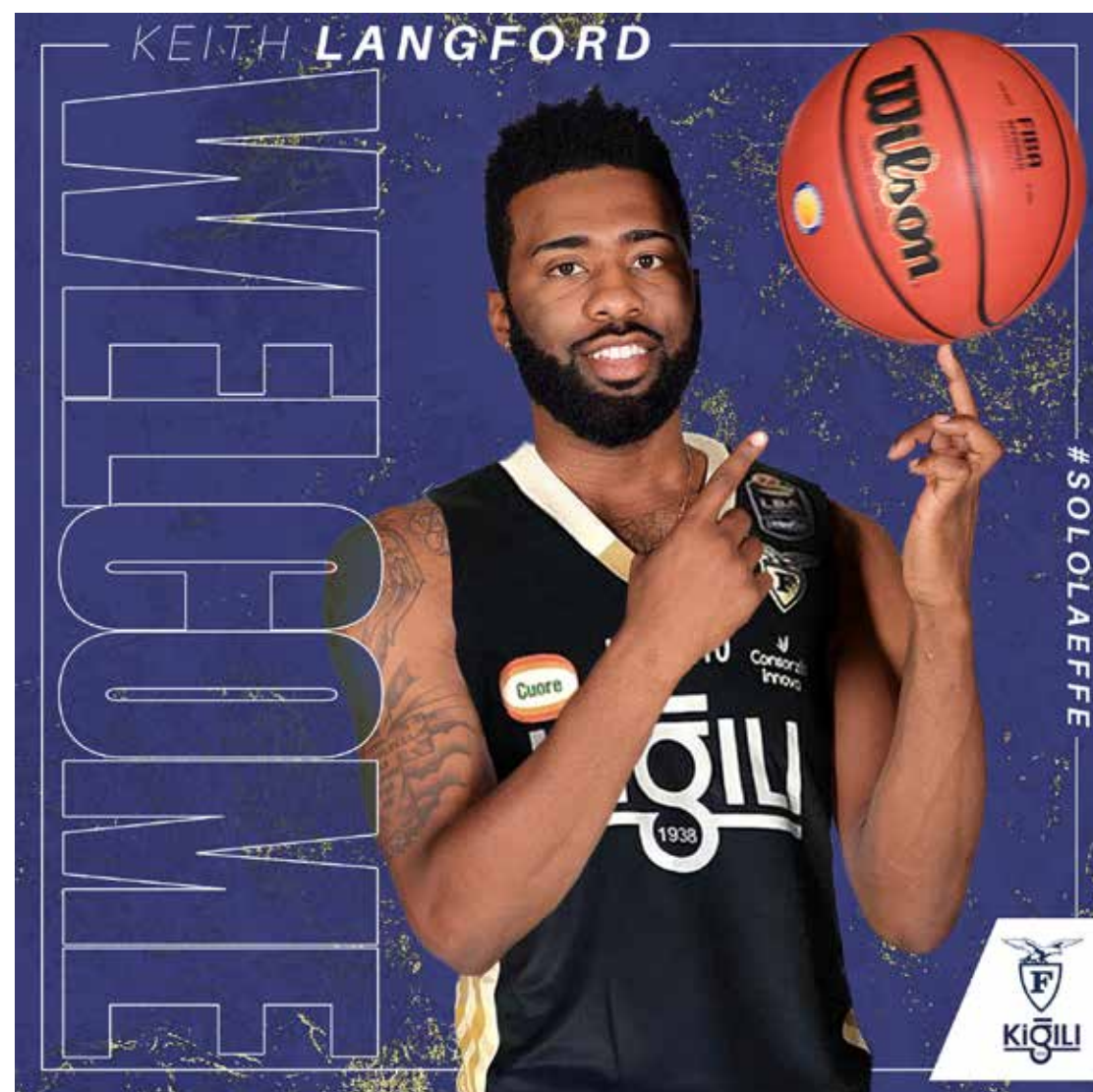
I chose **"Fortitudo Blue"** to be the dominant colour, with white and golden accents.

Inspired by NBA graphic design styles, I opted for a dirty look, keeping geometry and usability at the first place.

A few elements and a polished look sometimes is all it takes.

case four:
FORTITUDO BASKET

extra case:
MISCELLANEOUS

In my spare time I like to experiment with all kind of programs and technology just for entertainment.

I made some portraits, many illustrations and some paintings that I sold online. One of these is the one you can see on the right: it's part of my "Ludwig Schneider Foundation Gallery" project, a non-existent art gallery that shows paintings made by "forgotten" artists. All of the paintings are made by me and I think it's just a fun way to express myself in a different and exciting way.

Some of the illustrations, paintings and logos are shown in the next page of my portfolio.
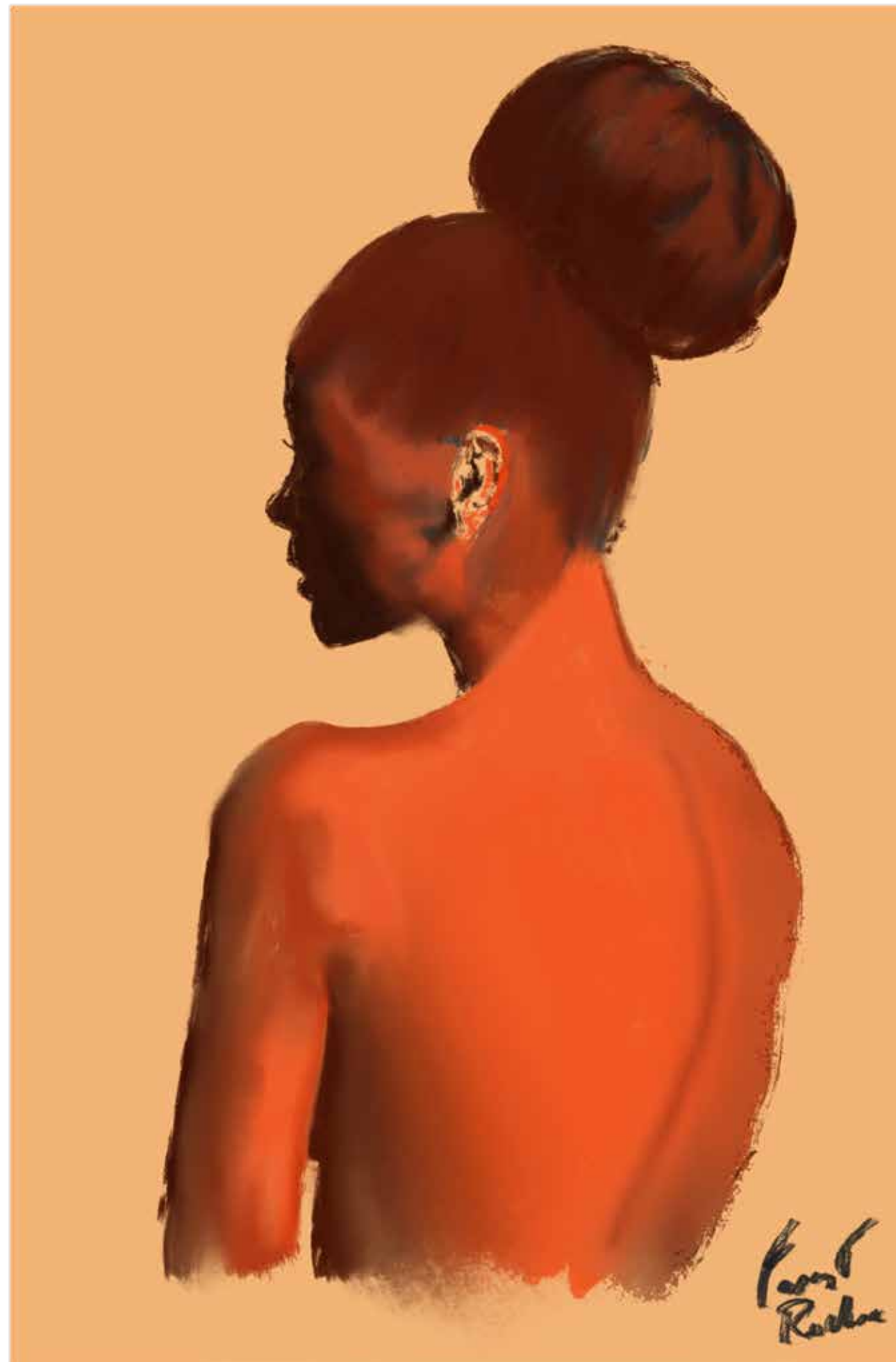
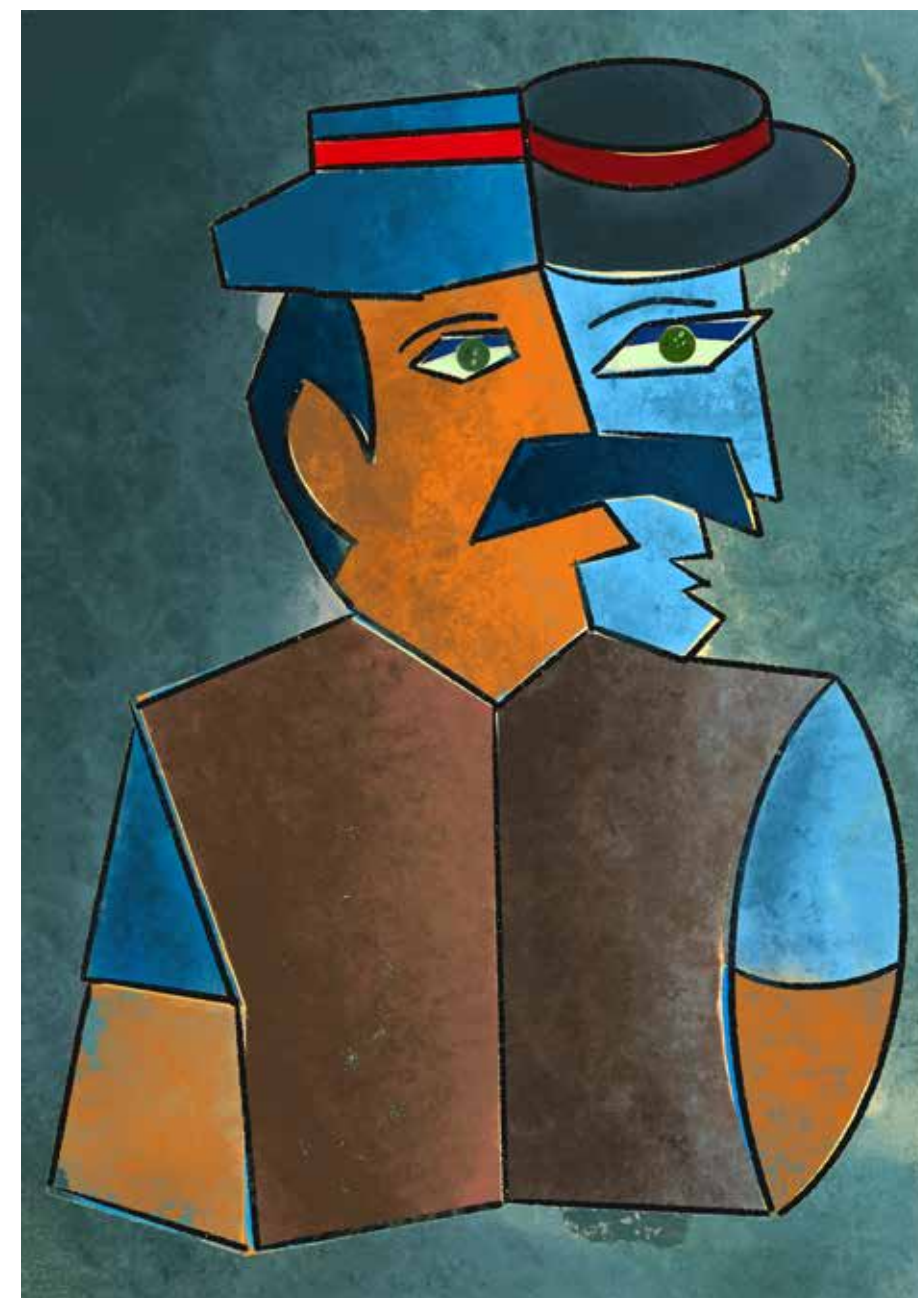## WHICH PROGRAMS DID I USE:
Procreate - Paintings
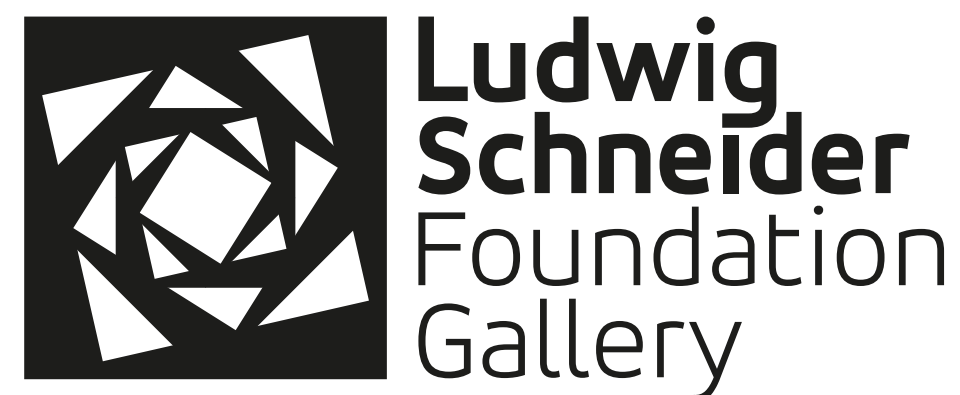Adobe Photoshop - Graphic designs
Adobe Premiere Pro - Video production
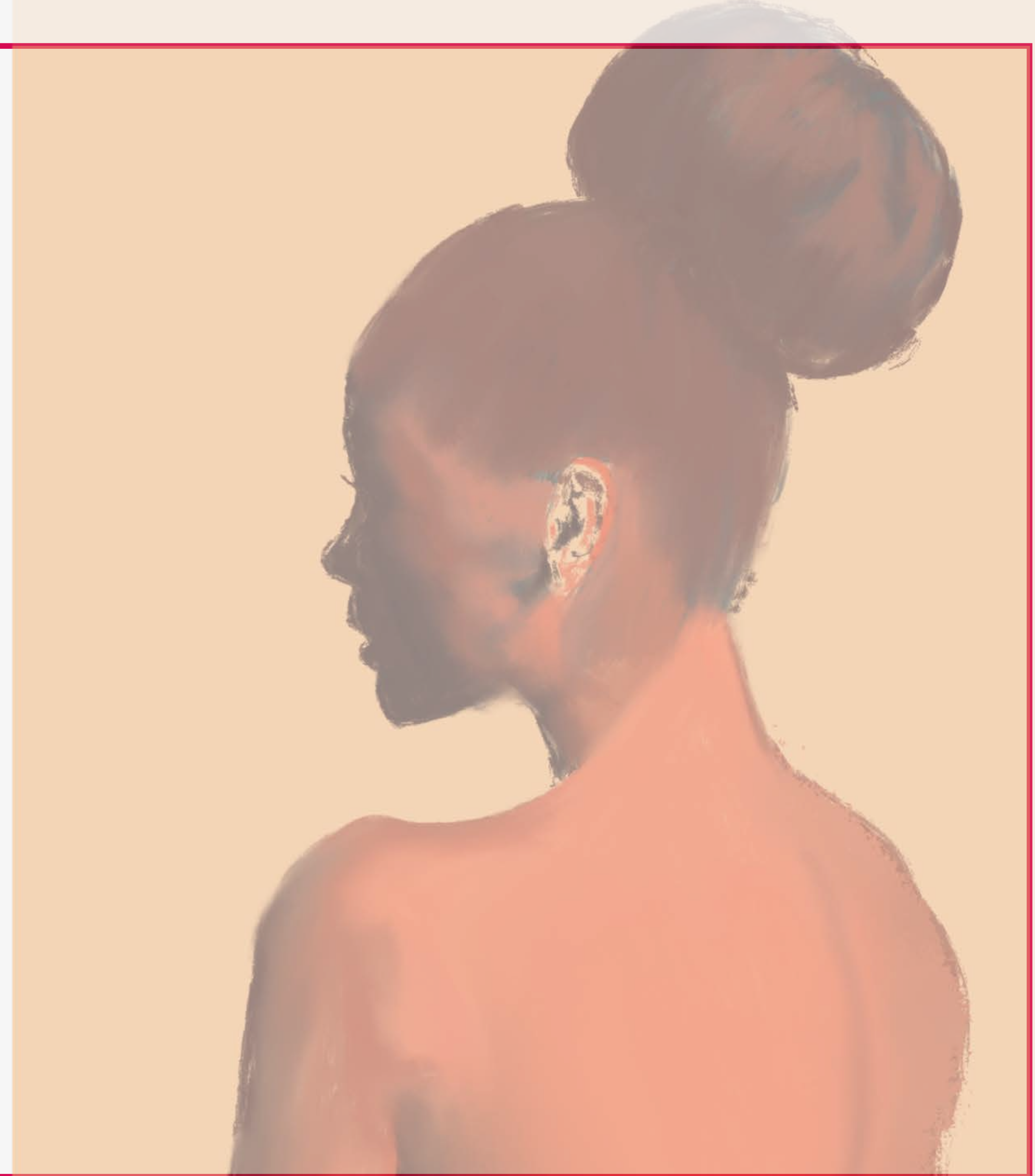
"Lèpitome de la nuisance"
(Procreate, 2021)

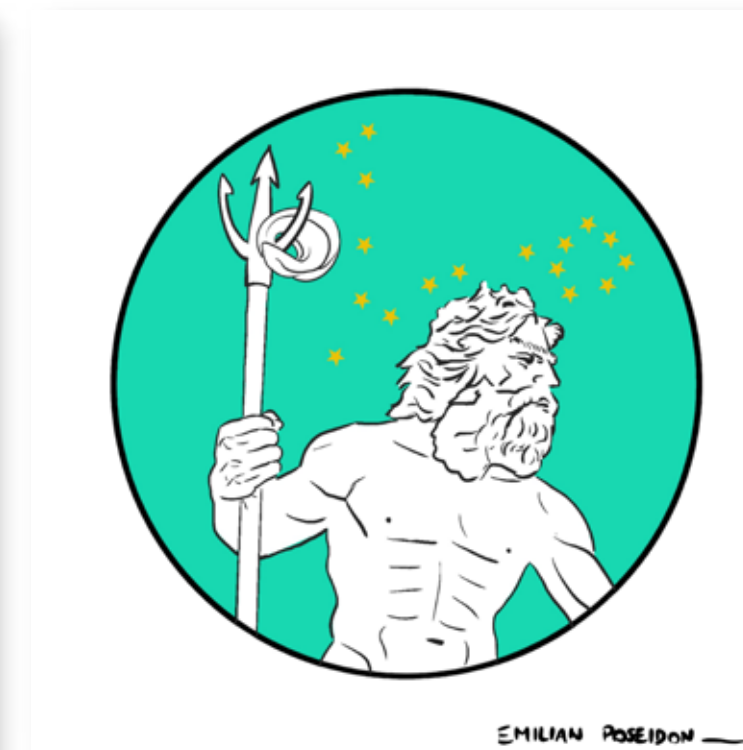"Retrato de Jordi Gavarra"
(Procreate, 2022)

Logo for "Anonima Artistica Apolitica", a non-existent movement of apolitical artists (2021)

"Portuguese music"
(Procreate, 2022)

Logo for the Ludwig Schneider Foundation Gallery (2021)

"Always late!"
(Procreate, 2022)

"Emilian Poseidon"
(Procreate, 2022)

"Zoomies"
(Procreate, 2022)

extra case:
MISCELLANEOUS

Thank you.

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