



## DESIGN PORTFOLIO

Visual Communication | Branding | Image-Making | Web Design



Yes, We are the new folks on the hood!

**We are SINGULARBOLD and,  
We Believe in Good Design.**

# MANIFESTO

We are a multidisciplinary creative studio, and our design practice is to create unique visual experiences throughout high-quality crafted design with a strong accent in functionality and modernism.

We are mercenaries of design, and we are not afraid to transition from experimental to minimalistic, from monotonous to multicolors and from paper to screens.

We are addicted to creativity, to learn and to evolve every single day.

We stay **SINGULAR** to what we do and we are **BOLD** on how we do it.

# PARTNERSHIP

Our objective is to cultivate a good relationship with our partners based on excellent communication and collaboration to provide an innovative solution for their business.

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The design process and strategy implemented in our solutions consist of five steps.

**01. / Listen**

**02. / Research**

**03. / Design**

**04. / Refine**

**05. / Create**

# OUR DESIGN PRACTICES

## VISUAL COMMUNICATION

By simplifying complex information through creative design and typography, we create visual content with a focus on hierarchy and readability using solid layouts and grid-systems to communicate and deliver clear messages.

## BRANDING

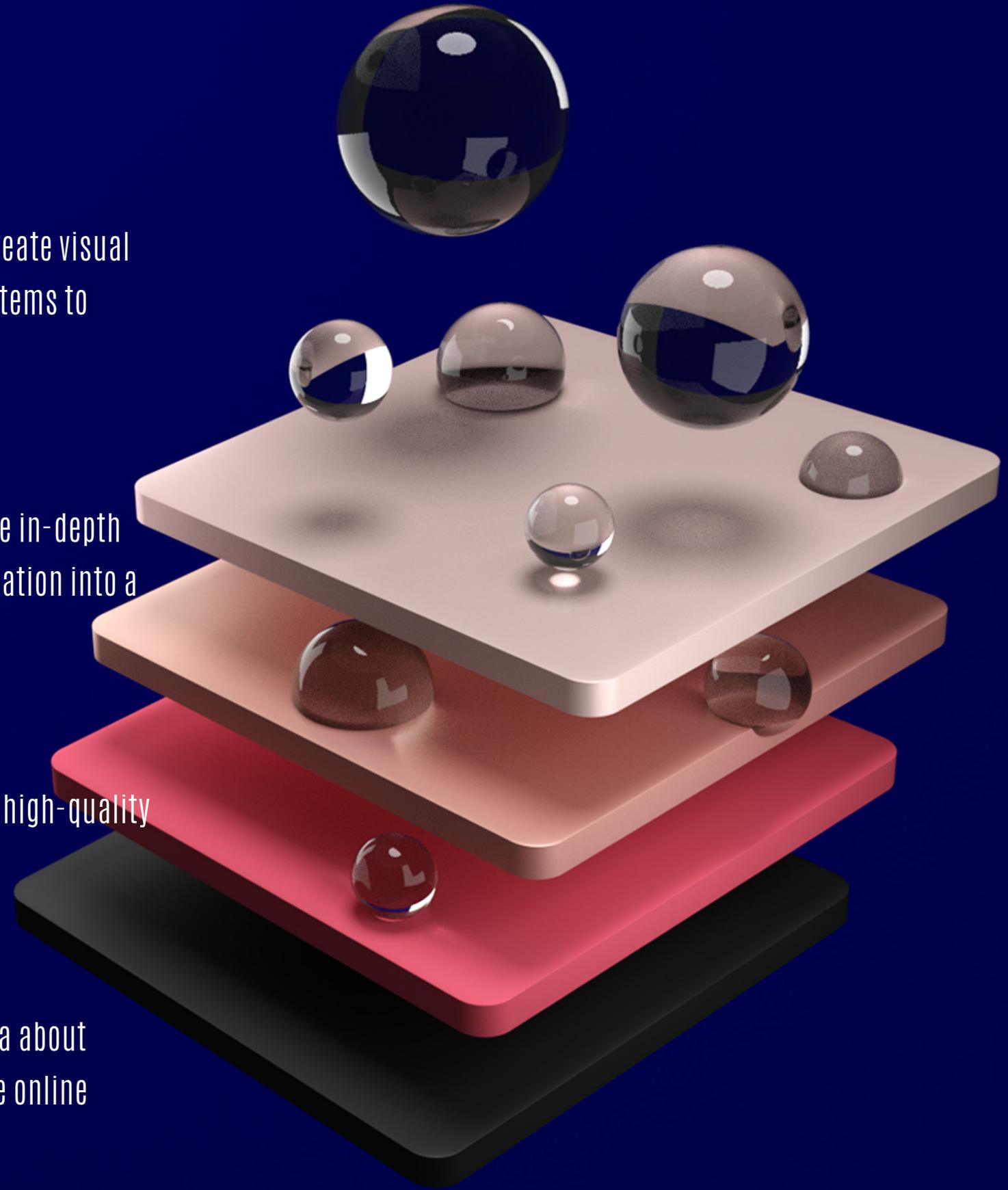
Through an intensive discovery and research, we explore your identity to learn more in-depth about its core mission, beliefs, and characteristics. We translate this vital information into a timeless and progressive identity mark.

## IMAGE-MAKING

Merging digital and hand-made design, and photography we craft exceptional and high-quality imagery to visually narrate memorable stories with a meaningful impression.

## WEB DESIGN

Joining our visual communication and digital design practices, and some raw data about end-users, we can create robust concepts that can be transformed into responsive online platforms.





## PROJECT DETAILS – IMAGE MAKING

Image-making and set design for Cafeína Café Bistró, a restaurant located in Nogales, Sonora México. The visual package was created to promote through social media and digital marketing their new vegetarians plates.

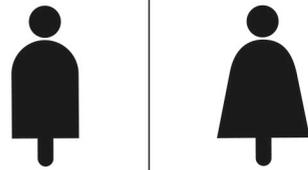


# BENDITOS SABOR

*Helados y Alegrías*



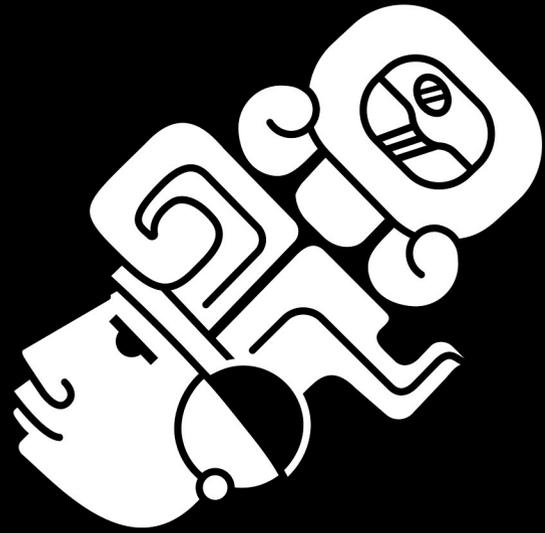
Baño



## PROJECT DETAILS

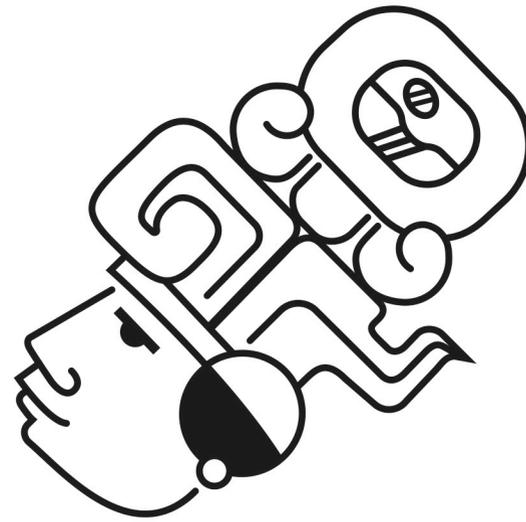
BENDITOSABOR is a Mexican ice-cream shop located in the state of Sonora, México. The concept for BENDITOSABOR was to create a colorful and bright design that could capture costumers attention while keeping the experience subtle but strong. The project consisted from logo design, to signage and social media imagery.

Social Media: @benditosaboor



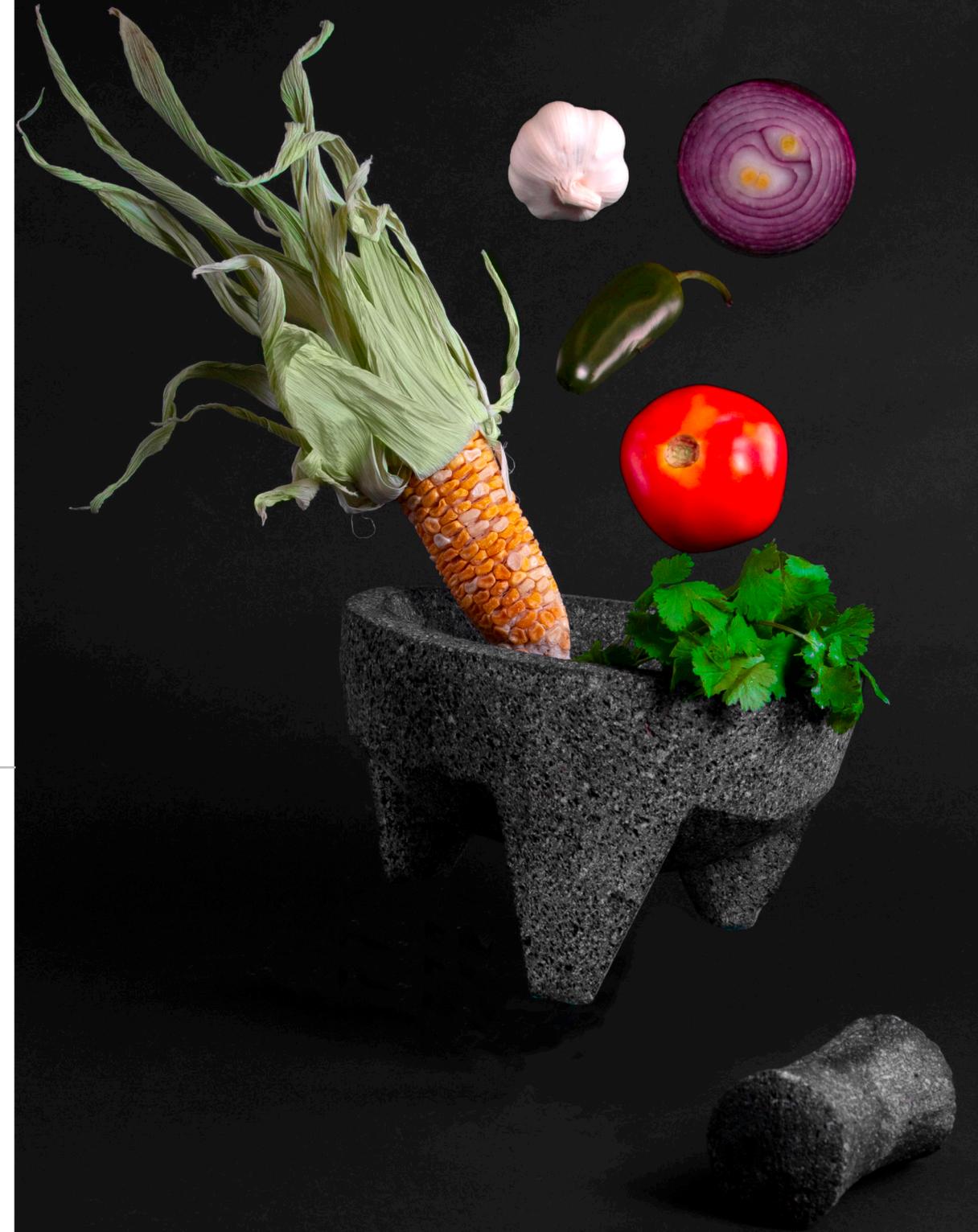
# MESTIZOS

Cocina + Sabor + México



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Cocina + Sabor + México



## PROJECT DETAILS

MESTIZOS is a new concept in Mexican cuisine in Tucson, Arizona. A small traditional Mexican food with a modern twist. The logo design consists of a combination of symbols of the Maya culture. The logo design is simple and linear with strong symbology that represents food and the mestizaje culture.

Bruno

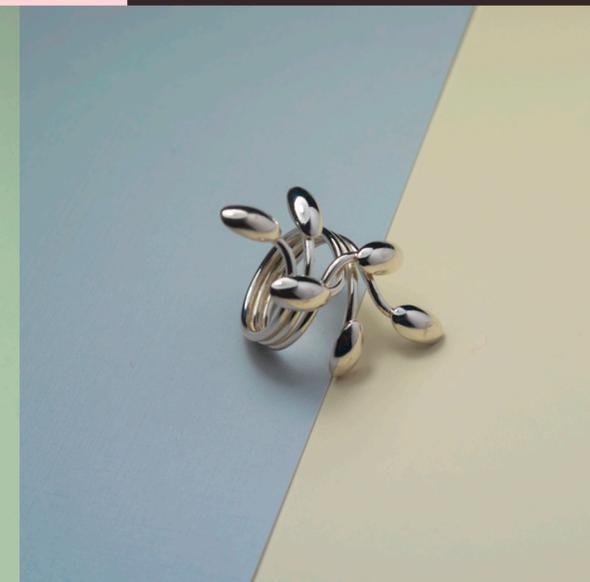
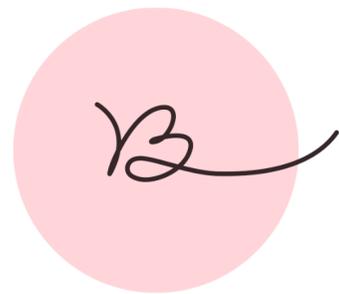
Minimalist .925 Jewelry

Bruno

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Bruno

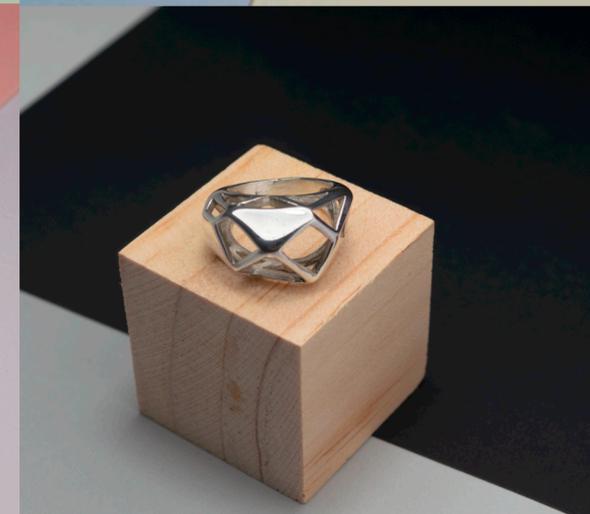
Minimalist .925 Jewelry



## PROJECT DETAILS – BRANDING

\*BRUNO is a minimalist .925 Jewelry online store dedicate to create collections of minimalist silver jewelry pieces from around México. The monoline custom type logo is a visual representation of the linear and open space found in minimalist jewelry. Branding package consist of color variation identity mark, icons and photography.

\*Online store currently under development.



## PROJECT DETAILS – VISUAL COMMUNICATION

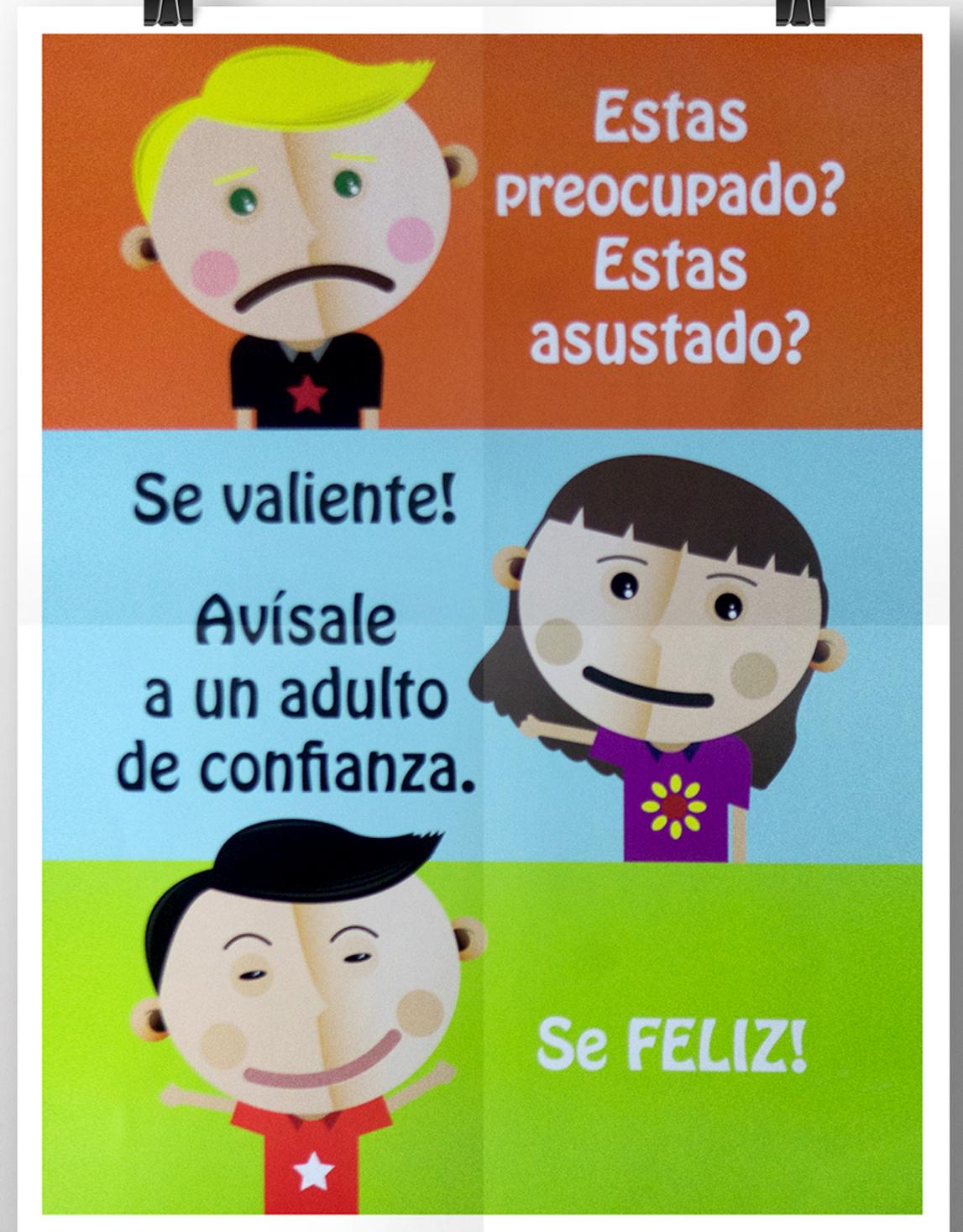
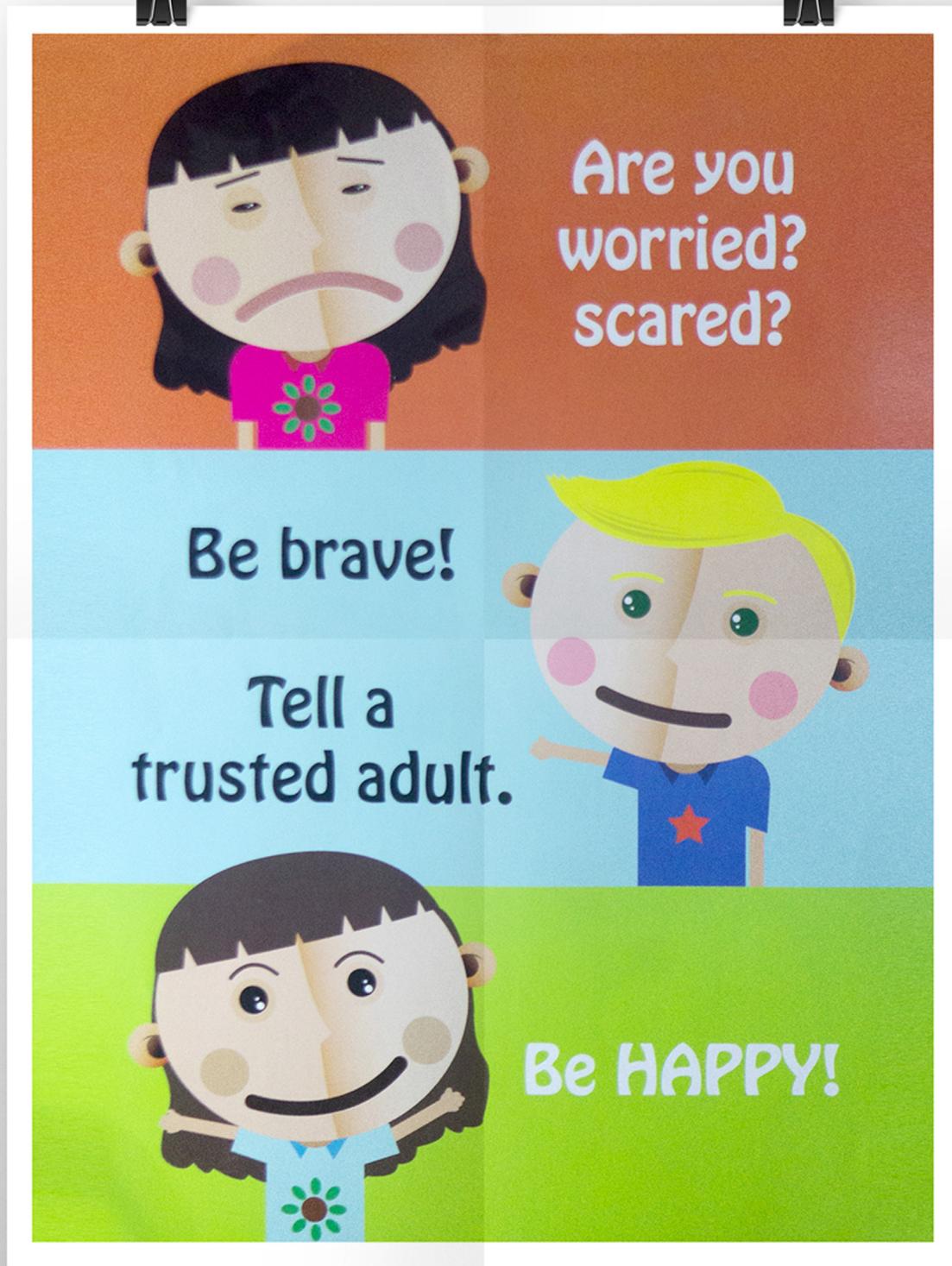
Promotional posters for the Co-Workers conference. One of the larger annual catholic conference in Southern Arizona organized by the Roman Catholic Diocese of Tucson.

The posters consist of a variation of imagery to target the multicultural community in Tucson, AZ.



## PROJECT DETAILS – VISUAL COMMUNICATION

Illustration and layout design for a double side poster for the Catholic Schools district of Southern Arizona. The poster was created to encourage middle school students to communicate with their professors in case of bullying.



**PROJECT DETAILS – IMAGE MAKING**

Image-making and typography treatment for various self-promotional pieces. Visual compositions consist of set design and photography, and 3D rendering.



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