

partn&rs

WE
BUILD NEW
FUTURES
BY
DESIGNING
COMPELLING
BRAND
EXPERIENCES

||&

ABOUT

US

We present ourselves as a branding studio, but we are so much more. We create strategies, produce communication campaigns, assemble packaging designs, craft editorial products, among many other projects.

We were officially born 8 years ago, but it seems a lot longer, since we are the merger of two design studios, and our founding partners have been working in the field of design and branding for over 30 years.

We love telling stories, but when it comes to ours, we subscribe to the philosophy of "show me, don't tell me". So when someone asks us who have we worked for, or what kind of projects we've done, we show them.



WHAT

BRAND STRATEGY

BRAND DESIGN

BRAND COMMUNICATIONS

DIGITAL DESIGN

WE

The problem with defining ourselves is that it limits us. We can say we are a branding studio, adding immediately that we also develop communication campaigns and create strategies.

We craft packaging projects and publish books. Because what we ultimately do is much more than that: we find (or develop) creative and visual solutions to our clients' problems.

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CREATIVE
PROBLEM
SOLVERS



TEAM
PLAYERS



FLEXIBLE &
PRACTICAL

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Because we embrace partnership, you will not see us doing solo runs. We believe in collaboration and teamwork. And, as soon as a company becomes our client, they also become part of our team.

Our process is characterized by transparency and constant communication between all those involved. We value every feedback and welcome new ideas. For us, the making of is as important as the final result. That's why we've built strong long-lasting relationships with our clients.

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As our name states, the key to our essence is partnership. And if defining ourselves limits us, having a partner empowers us. Chesterton wrote: "It may be conceded to the mathematicians that four is twice two. But two is not twice one; two is two thousand times one". This is us, a group of creative and problem-solving designers, artists, illustrators, strategists, writers... And no mathematicians (yet).





**JOSÉ ANTONIO
MESONES "GOSTER"**

**FOUNDING
PARTNER &
CREATIVE
DIRECTOR**

Graphic artist with a 25-year career in the leading design studios in Lima and companies such as Grupo El Comercio.

He is a regular participant in the Ibero-Americas Design Biennial. Recipient of important national and international awards such as those of the Society News Design, the World Cook Book Award, ATA or DAFOL.

He also has three Grammy nominations in the Best Record Packaging category and has been a judge at One Show New York, one of the most prestigious competitions in the specialty in the world. He has participated in numerous art and design exhibitions in cities such as Bogotá, Berlin, New York, Montreal, Trondheim, London, Barcelona, Madrid.

Lecturer and workshop leader at international events, he also teaches at institutions such as UoB, IN, UEL and Centro de la Imagen. He is a member of the advisory committee of the Peruvian Institute of Advertising (IPA).

**ALEJANDRO
AGOIS**

**FOUNDING
PARTNER &
STRATEGY
DIRECTOR**

Founder and Director of the visual communication companies Magma and Hyperbrand. He has more than 20 years of experience in visual communication projects for influential brands and public and private institutions in the country. He has led numerous strategic communication, brand redesign and comprehensive digital communication projects, some of them recognized with awards such as Business Creativity. He led the formation of the digital area of the Epsasa Group and was responsible for its four news portals, all of them massively distributed. He is Past-President and current Director of the Peruvian Association of Design Companies (ADP), in addition to having taught at the university, he is a director and strategic advisor to companies and startups, not only in the communication sector.





CHRISTOPHER PIERCE
Design Director



ERICK YARANGA
Senior Designer



MARÍA JOSÉ REYES
Client Relations Director



MELISSA BRAÑES
Project Manager



MARIANA SILVA NOVOA
Senior Designer



ALEXANDRA RABORG
Project Manager

TEAM

DIEGO FERREIRA
Senior Copywriter

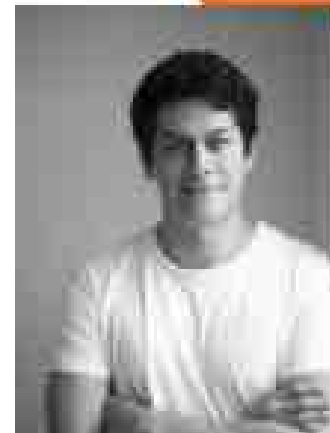
EGNER JARA
Senior Designer

LOURDES RUIZ
Administrative Officer

OMAR MEJÍA
Senior Copywriter

WEI LIAO
Senior Designer

NICOLE VERAMENDI
Senior Designer



ORDER

We have received various awards (we have even been nominated for 3 Latin Grammys). But you will not find an Awards section in this book, because for us the greatest achievement is that our projects work. That they meet or even exceed the objectives set. That our clients end up happy and satisfied. Not only for the result, but also for the process.

Over the years we have carried out one-off jobs as well as developed long-term relationships that stand to this day, for clients in all sectors. We have worked with both restaurants and energy conglomerate, universities and rock bands. The paths may change, but the goal is always the same: to meet the needs with which they come to us.

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PORTFOLIO
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IPP | INSTITUTO PERUANO DE PUBLICIDAD

WHAT WE DID

- BRAND STRATEGY
- BRAND DESIGN
- COMMUNICATION STRATEGY
- BRAND COMMUNICATION
- EDITORIAL DESIGN
- VOICE OF VOICE
- ENVIRONMENTAL DESIGN
- COPYWRITING
- WEB DESIGN

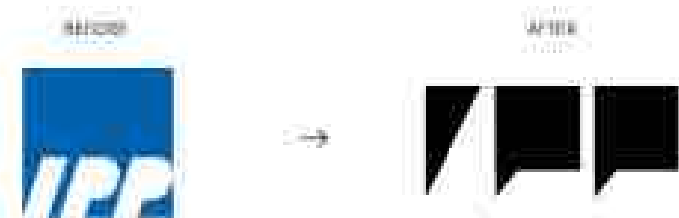
IPP is Peru's oldest and most prestigious academy for advertising and design professionals. We worked to revitalize the brand and meet the needs of a new generation of young creatives.

For the past 40 years, IPP has trained some of the most relevant creative professionals, in charge of the country's biggest advertising and design agencies. Despite its trajectory and prestige, the brand had stayed the same for over 30 years, becoming dated and boring. Our main goal was to turn IPP into a modern, dynamic, and inspiring brand, that more accurately reflected what was going on inside the Institute.

The approach was to create a new brand system, born from the idea of integrating dialogue boxes, associated in a playful way with contemporary, fluid, youthful and easy-to-understand communication. This element would define the language of IPP: Visual containers willing to dialogue and convey the importance of learning to engage in conversation to make yourself better known.

No te stalkeo
hago un
benchmark
de mi
competencia

Viene alla
de una buona
idea e comincia
a pensar
differenziare
la pubblicità e il
marketing
del futuro.



LA DUDA ES EL PRINCIPIO DE LA SABIDURÍA.

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MAÑANA!
OPEN DAY
IPP

MATER CHOCOLATE

WHAT WE DID

BRANDING :
PACKAGING

Mater Iniciativa is a project by Central, the second-best restaurant in the world according to San Pellegrino's 50 Best list. They produce a premium chocolate and we were in charge of the packaging

In 2022, Central in Lima was named the best restaurant in Latin America and the second-best in the world by 50 Best. They have a project that explores Peru in search of new ingredients and supplies: Mater Iniciativa. This was the birthplace of a chocolate made with Cacao Chunchu, a very fine variant of cacao that is native to Cusco. With the quality of the product guaranteed, it was necessary to design a sophisticated packaging that would present it accordingly to the global market.

Just as Central has a philosophy based on the multiple altitudinal levels of Peru, we thought about the importance of terroir for the birth of a product of such high quality as Cacao Chunchu. That's why the cover of these chocolates displays a tribute to their origin: the Peruvian soil. These black and white photographs, in which texture is the protagonist, are complemented by sophisticated typography and washed-out colors.





WHAT WE DID

EDITORIAL DESIGN
EDITORIAL CONCEPT
VISUAL STORYTELLING

Peruvian photographer Ernesto Benavides embarked on a journey to capture a unique and challenging job: guano extraction. With the support of the Mario Testino Foundation, we helped him make this project a true view into the harsh realities of this industry.

Wanu presents the spectacular journey of photographer Ernesto Benavides through the Macabi Islands in La Libertad. The purpose of the project was to capture the challenge and current working conditions of guano extraction.

We decided to bet on materiality and covered the book with the same fabric as the sacks in which the guano is transported. We also left the spine exposed and printed directly on the cardboard to reinforce the deserted and inhospitable sensation of the work reality in the islands. The project was chosen as one of the finalists for best photography book by Pictures of the Year International.





SIETE LOCOS

WHAT WE DID

BRAND STRATEGY
STORYTELLING
BRAND DESIGN
PACKAGING

Siete Locos, translated as Seven Madmen, is the latest product of a well-established agro-exporting company that started producing specialty high-quality coffee in the Peruvian mountains. We worked with them on the creation of their name and brand.

Seven siblings, whose father was one of the pioneers in the exploration of the central jungle of Peru, recovered a farm that belonged to their family. After the restoration, they focused their efforts on growing high-quality coffee. Several years later, we were commissioned to create a unique brand for it.

We worked on the name together with the siblings and from it emerged the personality of the brand and the characters we created. These characters not only represented each of the siblings, but also the stages of the coffee making process. In this way, figures like La Eufórica Cultivada (The Euphoric Cultivated Woman) and El Extravagante Molido (The Extravagant Ground One) were born, which ultimately consolidated a product that contains two of the elements that are never missing in our office: coffee and a dose of madness.







PACASMAYO

WHAT WE DID

BRAND STRATEGY
BRAND DESIGN
BRAND ARCHITECTURE
COMMUNICATION STRATEGY
TONE OF VOICE
DIGITAL DESIGN
PACKAGING

In 2012, Pacasmayo became the first Peruvian cement company to be listed on the New York Stock Exchange. Years later, we received the responsibility to refresh and strengthen its identity, traditionally linked to the northern idiosyncrasy of Peru.

When you have constructed almost a whole region, it comes the time to reconstruct yourself. For sixty years, Pacasmayo has been the leading cement company in northern Peru. However, with the new challenges of the market and the increase in competition, the company needed to give a new strength to its identity.

With this purpose, we developed a graphic line inspired by Moche iconography and the aerial view of the citadel of Chan Chan, emblems of North Peruvian Pre-Columbian civilizations that in recent years have gained international prominence thanks to discoveries such as the tomb of the Lord of Sipan.

Through a versatile graphic identity, with a sober but innovative color palette in the sector, we created a brand identity aligned with regional history, northern pride, and the brand's trajectory in terms of safety, strength, and innovation.



LA VICTORIA LAB

WHAT WE DID

BRAND STRATEGY

BRAND DESIGN

La Victoria Lab is a cutting-edge brand within the Intercorp group, one of the biggest business conglomerates in Perú. It's an innovation laboratory offering multidisciplinary approaches to problems as well as people-centered solutions. We focused on its driving philosophy to create the brand.

La Victoria Lab is Intercorp Group's innovation laboratory. It is composed of an interdisciplinary team of architects, anthropologists, and managers who generate high-impact solutions through a people-centered design.

By means of their innovative approach, La Victoria Lab can generate ideas that have a big impact. With their eye on the future, the brand is constantly pushing the boundaries of what is possible. This is part of their DNA.

Thus, we created a logo where the letter "V" works as a window where new things always happen. The Victoria Lab is a place from which we can see the future.



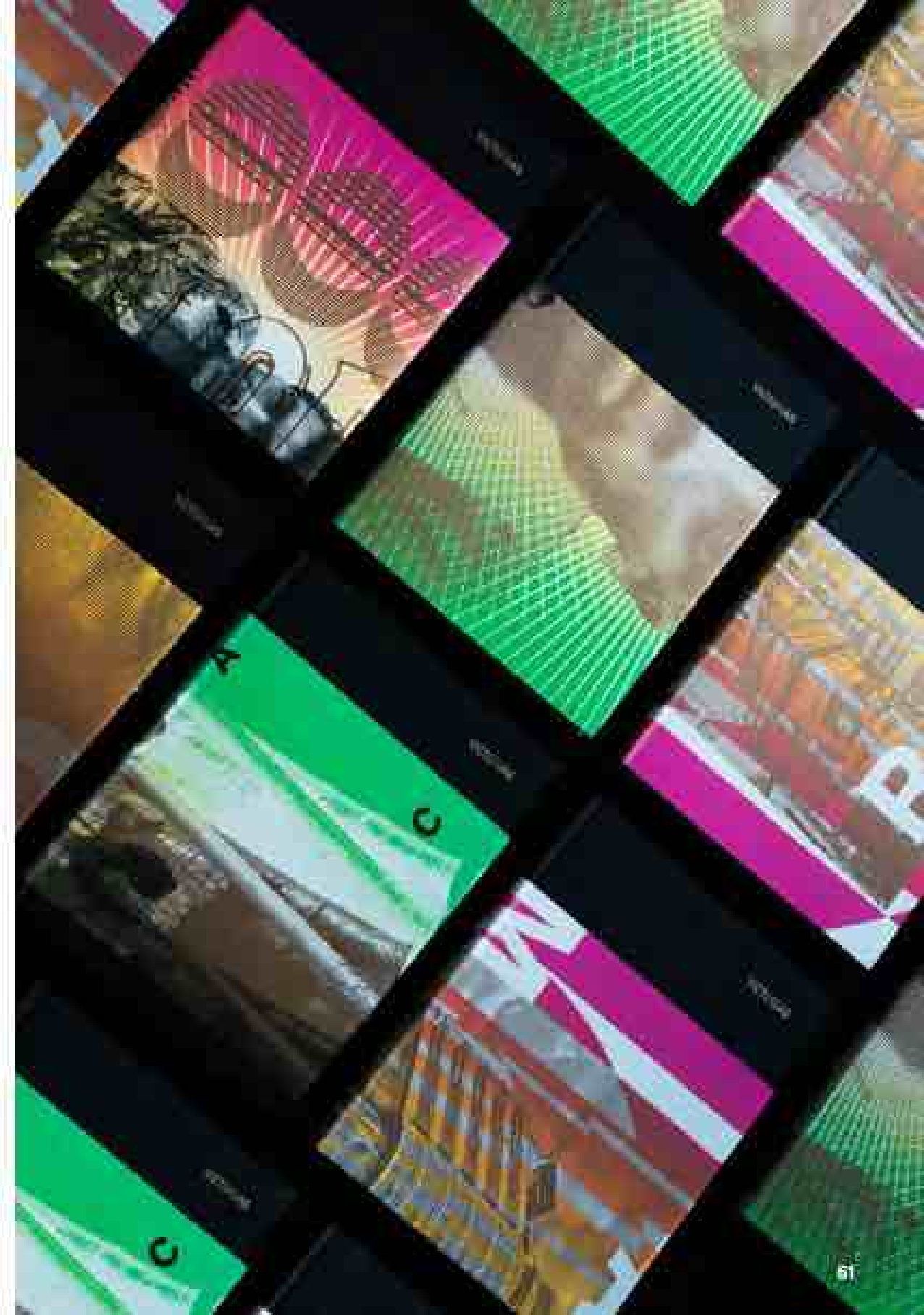
LA VICTORIA LAB: VICTORIES

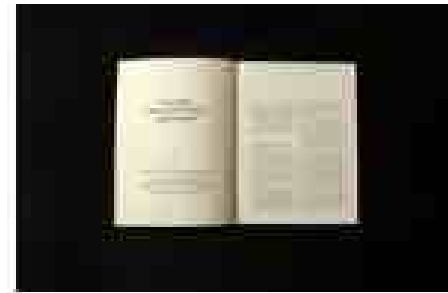
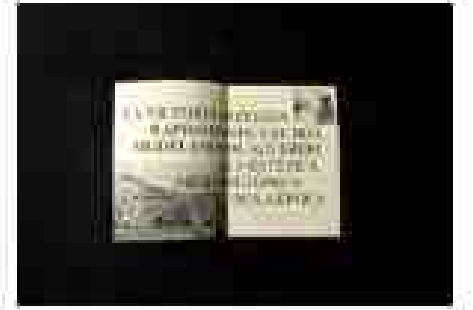
WHAT WE DID

EDITORIAL CONCEPT
EDITORIAL DESIGN
EDITORIAL DEVELOPMENT
COPYWRITING
PHOTOGRAPHY
ILLUSTRATION

La Victoria Lab, for their 5th anniversary, wanted to pay tribute to the district that gives it its name, and which houses the headquarters of the group it belongs to. We became their partners in that tribute.

La Victoria is a district of Lima that has been the birthplace of different emblems and cultural phenomena; from the most popular soccer team in the country to the largest textile commercial emporium in South America. The 5 years of La Victoria Lab, the innovation laboratory of the Intercorp group, served as a pretext to review its past, look at its present, and imagine its future. The book is organized precisely with those three blocks, and this structure also serves as a pretext to review the visual references that had their origin in the territory of La Victoria. The most important is perhaps the one that was born in Cerro El Pino. There were the workshops where the first posters of the *chicha* culture were elaborated. The colors they started applying play a key role in the design of the book. That color palette was the one we used when making the posters that would serve as wrappers and in which cultural idols such as an Afro-Peruvian poet and activist, a soccer legend from Alianza Lima, and an iconic *chicha* singer were the protagonists.





VICCA VERDE: 20 YEARS

WHAT WE DID

EDITORIAL CONCEPT
EDITORIAL DESIGN
VISUAL STORYTELLING

Vicca Verde is an architecture studio that has designed everything from boats sailing the Amazon to Elton John's art gallery in London. When they wanted to publish a book for their 20th anniversary, they came to us.

Innovation and a vision for sustainable urban development define Vicca Verde as much as their philosophy based on established processes. That's why, when the studio reached 20 years of existence, having completed over 400 projects, its founding partners decided to develop a book that not only serves as an introduction but also showcases their legacy and functions as a sales tool.

When the assignment came to us, we believed that this editorial project, like Vicca Verde's architectural projects, should have surprising elements and finishes that make it unique. On the cover, for example, the material used is fabric, which was screen-printed directly onto it. The result is a book that summarizes 20 years of work but also a way of working.



WHAT WE DID

BRAND STRATEGY
BRAND DESIGN
PACKAGING

Aqara “Agave of the Andes” is the first artisan premium agave distillate outside of Mexico. As it wanted to conquer the North American market, our challenge was to create a new graphic identity that reflected its quality, sophistication, and origin.

In 2019, it was named “The Next Big Thing”, in 2020, “Promise Brand” by Tequila Abcionado Magazine. In the following years, Aqara kept collecting accolades and a new visual identity and packaging was needed as to convey the quality of its attributes.

As tequila and mezcal are denominations of origin, one of the first challenges was to find a descriptor for the product. The decision was to emphasize the concept of Agave of the Andes, which clearly represents the Peruvian origin of the distillate. Later, we developed a label in two blocks with three elements that are part of its genesis: the flowering wild agave, a snow-capped mountain from the Andean Range, and a Pre-Columbian loom in honor of its ancient heritage.

This helped to build a clear differentiation to compete at a global level in a highly developed universe. Because it's not tequila or mezcal, it's Peru.





FERREYCORP: 100 YEARS

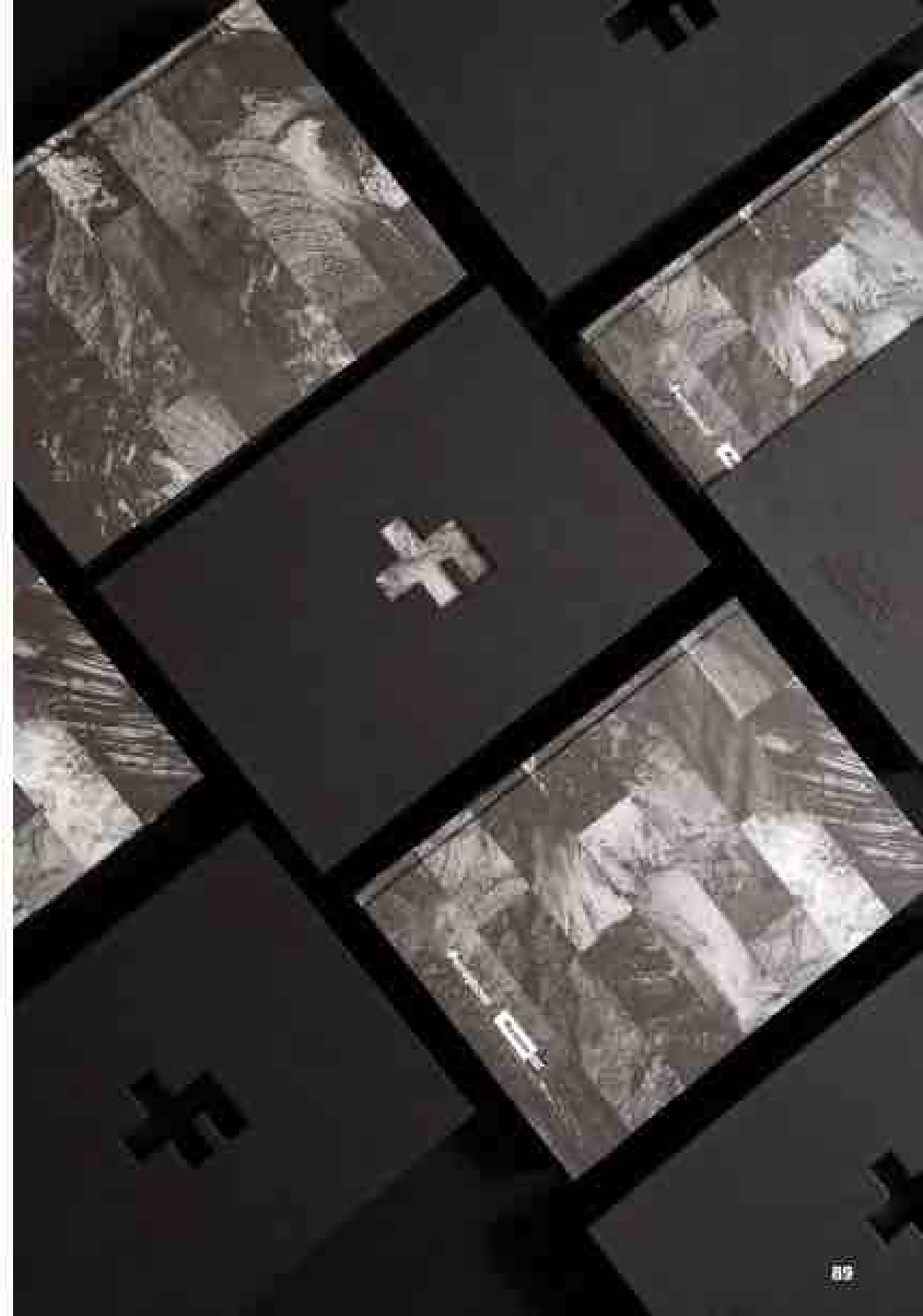
WHAT WE DID

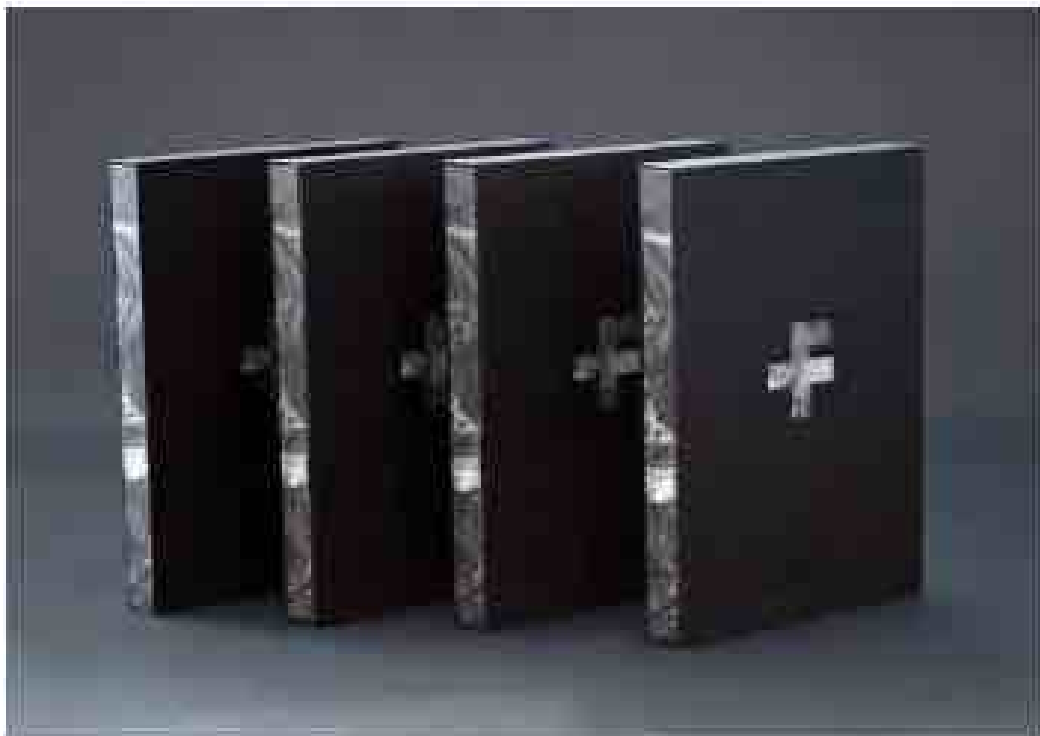
EDITORIAL CONCEPT
RESEARCH
EDITORIAL DESIGN
PHOTOGRAPHY
CONTENT CREATION
EDITORIAL SUPERVISION

Ferreycorp is one of the largest corporate holdings in Peru. This is confirmed not only by its expansion, but also by its trajectory: in 2022, it celebrated 100 years of history. We were handed the task of materializing a whole century into a book.

In an era when the useful cycle of companies is around 10 years, turning 100 is quite a milestone. So, when Ferreycorp chose us to tell their story in a book, we immediately accepted the task and got to work.

What began as a grocery store, today is a corporation that leads the capital goods and services industry in the country. What began in the Historic Center of Lima, today represents, and distributes, the equipment of a giants like Caterpillar not only in Peru, but also in Central America. The book is evidence of that. In addition to telling in words a story that accompanies half of the Republican life of a country (in 2021, Peru celebrated its Bicentennial), we represented that heritage in its visual system. The cover is a perfect sample. It is designed from blocks of different elements and textures. That's the face of a company that built structures and roads, but also built a legacy.





ELOQUINT

WHAT WE DID

BRAND STRATEGY
BRAND DESIGN
PACKAGING

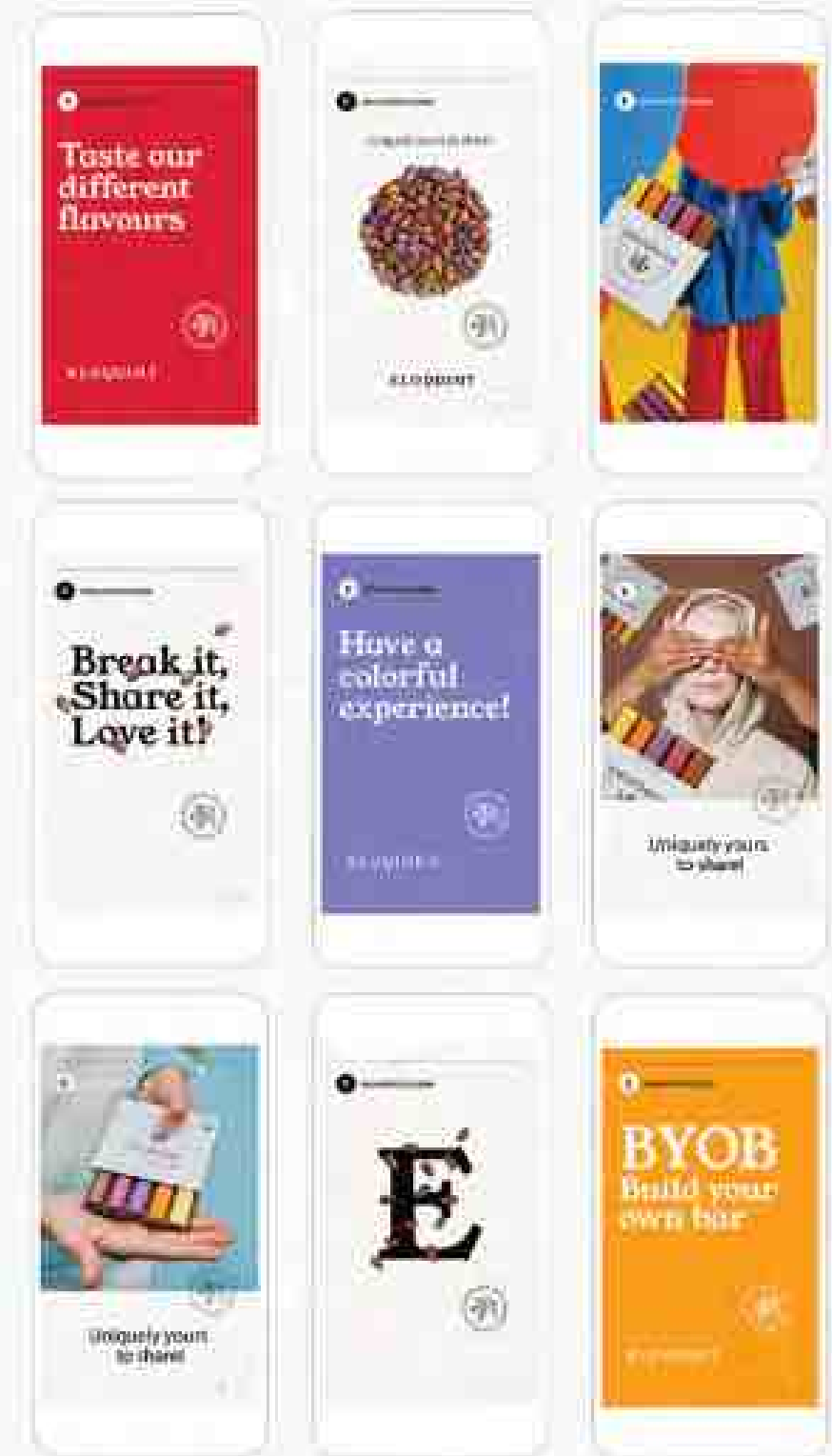
Eloquint produces premium chocolates in Florida. With an identity defined by the possibility to customize and share their products, their goal was to cross borders and reach the rest of the country. Our focus was on their brand and packaging.

The richer the chocolate, the harder it is to share with someone. Fortunately, our work with Eloquint wasn't focused on consumer psychology. Based in Naples, Florida, the brand wanted to bring its product to all the United States. It needed a visual identity that highlighted its origin but also appealed to an external audience.

The packaging had to reflect high quality, as well as the diversity of their flavors, which gives consumers the ability to customize boxes on demand. We worked with a diverse color palette and illustrations that conveyed the feeling of being handcrafted.

This same concept was the basis of the communication system we built and the website we developed for the brand.





BODEGA MURGA

WHAT WE DID

BRAND STRATEGY
BRAND DESIGN
PACKAGING

Bodega Murga produces premium Pisco using a process that respects the history of a 130 year old Hacienda. We designed the label of a product that blends modernity and tradition.

Following a rich history dating back to the XIX century, a group of young investors have taken it upon themselves to revive this historic site and produce premium pisco and natural wines. The brand takes inspiration from the traditional methods of pisco production in the origin region, ensuring that their products have a unique and authentic taste that honors their heritage. As it aimed to export its pisco, it required packaging and labels that reflect its sophisticated and traditional style. The label design showcases the rich heritage and tradition, incorporating modern colors and heraldic elements. It also draws inspiration from the construction and finishes of the historic hacienda, evoking a sense of grandeur and luxury.







SENTIA ORIGINS

WHAT WE DID

BRAND STRATEGY
BRAND DESIGN
PACKAGING

Sentia Origins is a super food brand that committed to its origins to cross frontiers. We assumed this challenge as our own and worked on a graphic identity that would bring its products closer to a new consumer.

When Sentia Origins remembers its provenance, it keeps in mind not only its DNA and where its supplies come from, but also those responsible for producing them. The challenge we faced was to design a visual language that felt global and modern without neglecting the link with its Andean and millennial origin.

To give it dynamism and freshness, we used bright colors and proposed the use of fruit photographs that would give it a touch of irreverence. In the logo, the letters are connected, conveying the idea of fluidity and linkage. This is reinforced with the use of a postage stamp, which appeals to the concepts of origin and traceability.

Thus, Sentia Origins is a brand that brings its products and its producers closer to the international market, and uses its origin as a bridge.



TUPAC CRAFT BEER

WHAT WE DID

BRAND STRATEGY
BRAND DESIGN
PACKAGING

Central, the best restaurant in Latin America, wanted to create a premium beer inspired by the house that once stood on the land where the restaurant now resides. We created the brand and packaging proposal.

For many years, Casa Tupac was an important gathering place for cultural events in Barranco, a district in Lima that is known for its bohemian vibe and is often listed as a must-see destination for tourists. In the 2000s, the main garden of the house hosted parties where guests enjoyed a homemade artisanal beer produced by Casa Tupac.

Today, Central, one of the world's best restaurants, occupies the land where Casa Tupac once stood. When Virgilio Martínez, chef and owner of Central, had to think of a high-quality beer for his guests, he remembered the one that was already known as Cerveza Tupac.

The inspiration from the gastronomy and cultural spirit of Casa Tupac resulted in packaging that resembles works of art, with bottle covers simulating such. The labels featured the Tupac logo, which became a seal.



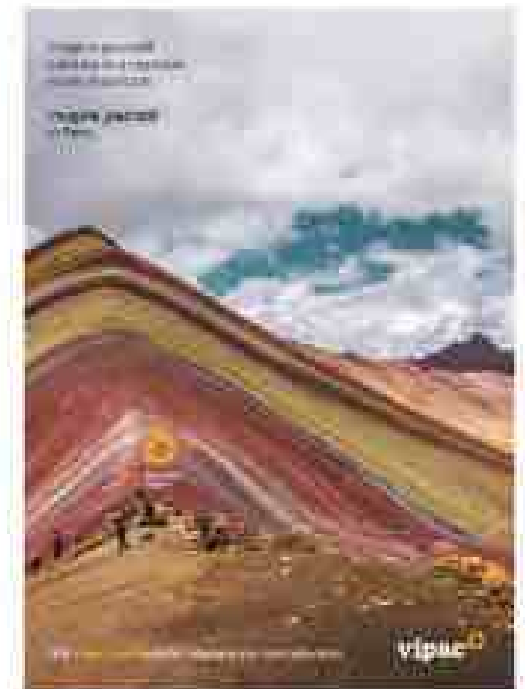
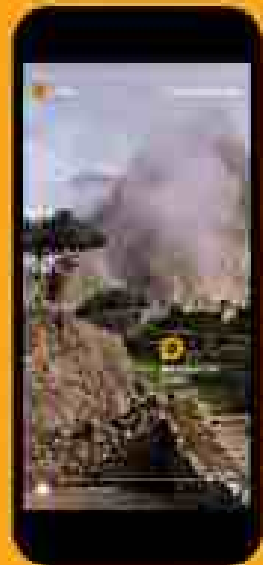
WHAT WE DID

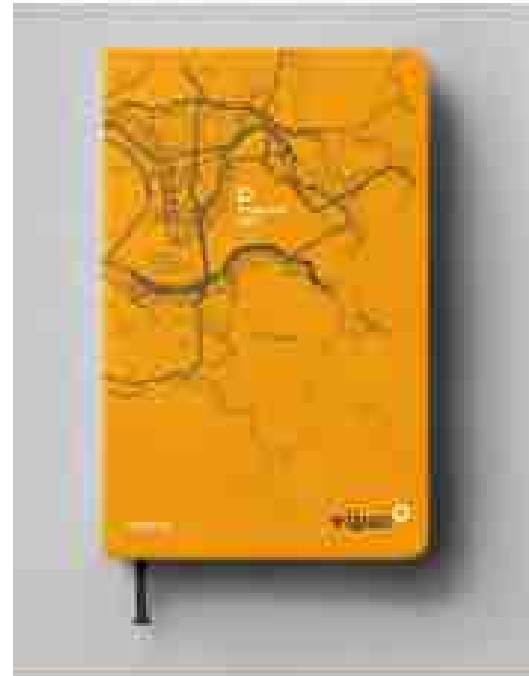
BRAND STRATEGY
BRAND DESIGN
BRAND COMMUNICATION
TONE OF VOICE
ADVERTISING

Viajes Pacifico is one of the largest inbound tour operators in Peru. We worked to make their brand more contemporary and have a greater appeal and international reach.

It's no news that Peru is a touristic country. Therefore, at any moment, a company like Viajes Pacifico was going to reach a point of growth that would require them to refresh and strengthen their brand. When this happened, we became their destination. The company came to us with the goal of renewing their identity, but not just from the graphic side. That's why one of the first decisions made was to use an abbreviation of the name: Vipac. To enhance their brand story, we created a tagline that played off an element rescued from the previous logo. The reinterpretation of the icon, now used as a location marker, is complemented by the phrase "Imagine yourself here", creating a system that appeals to the dreams of travelers and is easy to replicate and reinvent in digital spaces.







MELNIK / UMBRAL

WHAT WE DID

CONCEPT
PACKAGING
EDITORIAL PRODUCTION

Umbral, by the Peruvian band Melnik, is an album that serves as a gateway to a story of love and heartbreak. We designed a packaging that, like life itself, has different levels and more than one surprise.

This album invites us to imagine classic love and heartbreak stories. Our proposal was to represent them with a succession of metaphors: revealing what is shown and hidden in falling in love, its intensity, the mutability of our perceptions and the fragility of each romantic relationship. The surprise effect, as it happens in love, is always present in our storytelling. On the cover art, we see a cracking eggshell and a bride who literally has a head full of birds. Upon opening the disc, we notice that the egg is not only broken, but also fried. And when we get to the fold-out, turned into a poster, we see a groom with a bird head. Umbral was nominated in the best album packaging category at the Latin Grammys.





WHAT WE DID

CONCEPT
EDITORIAL DESIGN
ART DIRECTION
EDITORIAL PRODUCTION

The Peruvian jungle is an endless source of images and characters. This book brings together the works of 23 artists who, in their own style, represented various stories from the Amazon.

Christian Bendayan, one of the Peruvian plastic artists most identified with the visual culture of the Amazon, gathers in the book the work of 23 national and foreign artists, who present their visions of this region of Peru, avoiding stereotypes and prejudices deeply rooted in our society. The graphic approach, therefore, deployed an aesthetic of cosmopolitan elegance, but anchored in its culture, with the intention of moving away as much as possible from the overused exotic caricature of the strict jungle.



WHAT WE DID

EDITORIAL CONCEPT
EDITORIAL DESIGN
ART DIRECTION
EDITORIAL PRODUCTION

The Telefonica Foundation is a nonprofit worldwide organization dedicated to promoting innovation and social progress. Their passion for innovative design and thoughtful exploration was translated to this book, which offers a wild “amazon-ing” journey.

This project tells the story, complexity, worldview, contemporary life, and potential of Iquitos, the capital city of Loreto, a region set on the Peruvian rainforest.

The project captures its social, cultural, and ecological dimensions. It's a compilation of essays written by prestigious intellectuals and academics that highlight the city and its role in the history and development of the Peruvian jungle.





This magazine arises as a personal project to experiment with graphic formulas that have been little explored in the world of surfing and its cultural correlates.

WHAT WE DID

- CONCEPT
- EDITORIAL DESIGN
- ART DIRECTION
- ILLUSTRATION
- EDITORIAL PRODUCTION
- COPYWRITING
- EDITING

There are people surfing, but also skateboarding. There are stories about the sea, but also about music. Given the depth and vastness of a culture as broad as that of the surfing world, Aqua offers a different immersion even for those who do not know how to stand on a board. Aqua has made a milestone in the local graphic scene, to the point that design lovers, without necessarily being familiar with the aquatic world, go out to look for each new edition that appeared in the newsstands.



ANIA / DANZA ANIMAL

WHAT WE DID

CONCEPT
PACKAGING
ART DIRECTION
MOTION GRAPHICS
EDITORIAL PRODUCTION

In Animal Dance, Peruvian artist Ania takes pop music to different fields. For its packaging to match its eclecticism, we did not design one cover, but ten.

Ania redefines what we understand by pop music, taking us on a journey as eclectic, complex and involving as the imagination of its creator. With influences ranging from tropical house to trap, going through tribal rhythms, the album *Danza Animal* (2017) emerges.

We developed ten interchangeable covers, each representing the artist's versatility and metamorphosis. From the side of greater human depth to its extreme, wilder, more animalistic side.



INKAFARMA

WHAT WE DID

BRAND STRATEGY
BRAND DESIGN
BRAND COMMUNICATION
TONE OF VOICE
ENVIRONMENTAL DESIGN

BEFORE



AFTER



InkaFarma is the largest pharmacy chain in Peru with more than a thousand stores and eleven thousand associated establishments. We modernized its brand and provided it with the values that served as the starting point for its communication strategy.

In Peru there are two symbolic universes that coexist within the sphere of health. On one side is Western medicine, based on scientific evidence. On the other, that of traditional medicine, which is usually linked to native and ancestral practices.

We sought to refer this second component, but without distorting the first, which is the core of InkaFarma's business.

The western universe was represented by the red cross in their logo, so we kept it. What we did in our proposal was to insert a set of layers in the shape of an Andean cross or chokana, coming from the symbology of ancient Peru, as a leading protective circle. This way both cultural traditions were united in a single idea.





OLDE NAPLES CHOCOLATES

WHAT WE DID

BRAND STRATEGY
BRAND DESIGN
PACKAGING
DIGITAL DESIGN

Olde Naples began as a homemade artisan chocolate shop in Naples, Florida. When it needed to expand its sales to the rest of the country, we renewed its brand without losing the characteristic spirit of its town.

What started out as a small home shop is now a business that brings its chocolates to any doorstep in the United States. In that evolution, one of the keys for Olde Naples was to renew its brand. Our mission consisted of building a visual identity that would represent the essence of Naples and reflect the artisanal production of its chocolates. After the stylization of its logo, we transferred to its packaging the most characteristic symbols of that region of Florida. First, we chose to use a palette of cozy and warm colors, like the climate of Naples, and to have the sun as an essential element. We added manual illustrations of the cocoa beans used in their production and of the palm trees and mushrooms, classics of the local vegetation.



CLEMENTINA

WHAT WE DID

BRAND STRATEGY

BRAND DESIGN

PACKAGING

Clementina was made with the commitment to bring a vibrant, lighthearted, and high-quality Greek Yogurt to the market. At the same time, it was a platform to test flavors, techniques, and different ways of making and presenting yogurt for an established company, with successful products in the market.

What the brand needed was to appeal to those who appreciate the taste and benefits of a well-made Greek yogurt. Clementina aimed to be the perfect choice for those who wanted to try something new and exciting while still getting the best quality. Thus, we proposed that Clementina should be young, fresh, and playful. So, without sacrificing the usual quality of the brand, we associated it with the concept of a modern farm, experienced and at the same time open to innovation.

**Cle
men
tina**
yogurt
griego



PACA PACA

WHAT WE DID

BRAND STRATEGY
BRAND DESIGN
PACKAGING

Paca Paca is a high-end, limited-edition line of piscos created by a father and a son. We may not have been any holy spirit, but we were the ones responsible for creating the visual identity of this beverage that borrows its name from a Peruvian bird.

Alfreda and Sebastian Bravo are father and son, as well as both being architects by profession. They are also the ones responsible for Paca Paca, an unmistakable line of limited edition piscos that those who know them often associate with the quality of the architectural designs and projects that they have carried out.

All the brand's varieties are made to high standards, taking care of every detail in each phase of the process. We wanted to capture this commitment to the integrity of their products by reflecting the professionalism of the company on the label, while also showcasing a unique personality that did not detract from the artisanal aspect, which is essential to its identity.





SIETE DRAGONES

WHAT WE DID

BRAND STRATEGY

BRAND DESIGN

PACKAGING

7 Dragones' products are conceived under the premise that their consumers can achieve a positive change through better athletic performance and organic nourishment. To accomplish this purpose, it needed its brand and packaging to be redesigned.

Food is our main source of energy, nevertheless very few of us stop to think if what we're eating is something that contributes to giving our body strength and vitality. This is where 7 Dragones and its purpose enter the scene.

Our creative process started by setting a communication strategy, where we collaborated to redefine the target audience and how we could better understand their mindset and empathize with them. This gave us the necessary input to design a visual system in which graphic resources of both energy and natural products converged spontaneously.

The result? A more impactful brand whose packaging conveys a simple yet clear message: natural is the best kind of energy.



INKIA ENERGY / KALLPA

WHAT WE DID

BRAND STRATEGY
BRAND DESIGN
BRAND COMMUNICATION
BRAND ARCHITECTURE
ENVIRONMENTAL DESIGN
TONE OF VOICE
DIGITAL DESIGN

Inkia Energy is an energy holding company with an important track record and presence in different areas of Latin America, which is why it handled various brands and names in each country. We help them unify under a single powerful brand to reinforce their identity.

Energy is not created or destroyed; it is only transformed. Standardizing the identity of an energy holding company with different units was a challenge, but it was the necessary step to bring order and structure to it.

Once the concept was chosen, a logo had to be created that unified the values of the brand. To do it, we took as a starting point the renewable and sustainable energies with which Inkia Energy works.

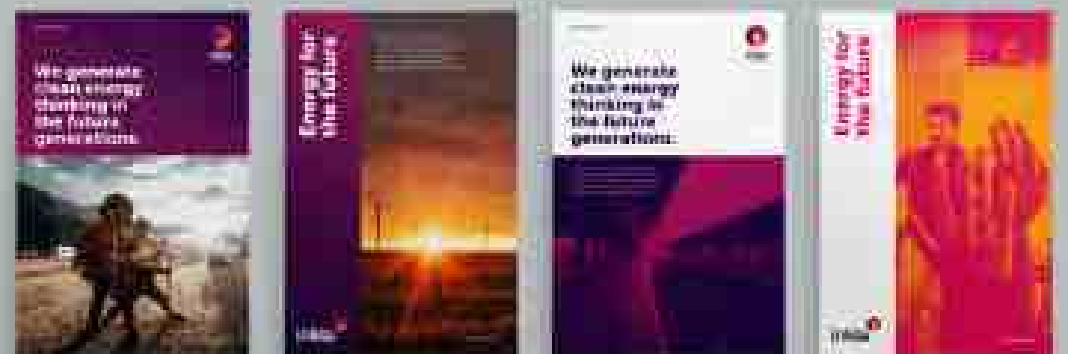
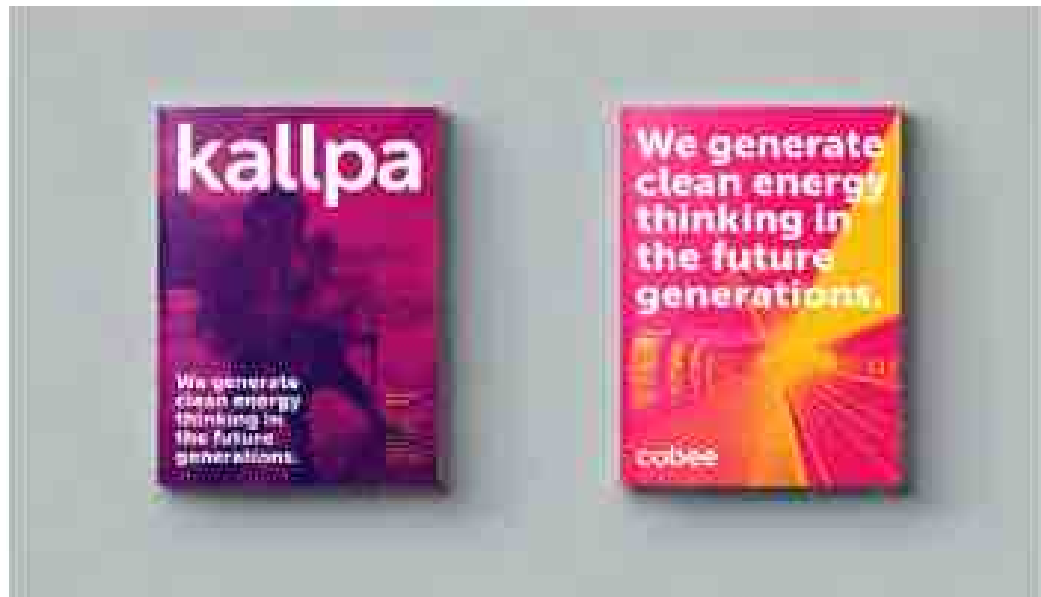
We used a range of colors that refers us to the sun as the most essential source of energy on the planet. This, applied with a ying and yang effect, produced a dynamic symbol that reminds us that energy is always changing and the world never stands still.



BEFORE



AFTER



LA PIADINERIA

WHAT WE DID

BRAND STRATEGY
BRAND DESIGN
MENU DESIGN
PACKAGING
ENVIRONMENTAL DESIGN

La Piadineria is a fast casual proposal of Italian piadinas in one of the most cosmopolitan areas of Lima. We were tasked with creating the visual identity and graphic system for the store spaces.

DLF Group has a portfolio of gastronomic projects that, for the most part, target a select public. Canal, 3N-Nub and Anima e Cuore are proof of that. With La Piadineria, the goal was different. This proposal, leaning towards fast casual, aims at a broader audience through an offer of piadinas made into sandwiches. All of this without losing the sophisticated DNA that unites all the group's projects.

The visual system is inspired by the Italian roots of the piadinas. The color palette is composed of green, white, and red, and we apply patterns of red squares like those of the classic Italian tablecloths. The graphic identity is complemented by figures with semicircles that imitate the folds of the piadina.



LOCOMOTOR

WHAT WE DID

BRAND STRATEGY
BRAND DESIGN
BRAND COMMUNICATION

Locomotor is a young audiovisual production company that works with innovative formats and disruptive ideas. We created a visual identity that moves at their speed.

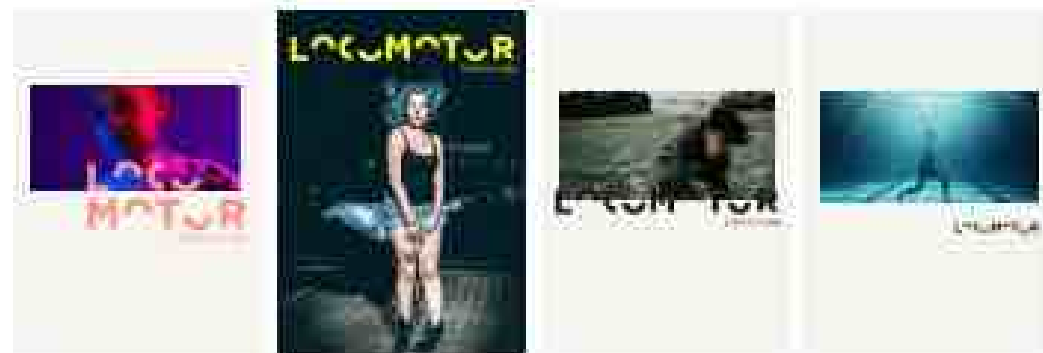
They produce both fiction and documentary films, as well as advertising and video installations. Locomotor's ideas are in line with their name: always in motion. That was clear from their work. Their visual identity needed to be in line with their portfolio. Our mission was to transfer that dynamism to a brand that combined all its attributes.

For the logo, instead of building, we deconstructed. Through cuts in its only vowel, we managed to convey a sense of motion along the name. This personality that breaks down as much as it plays was complemented by intense colors, thus producing a flexible visual system that embraces movement.



LOCOMOTOR
ESPACIO VISUAL

LOCOMOTOR
ESPACIO VISUAL



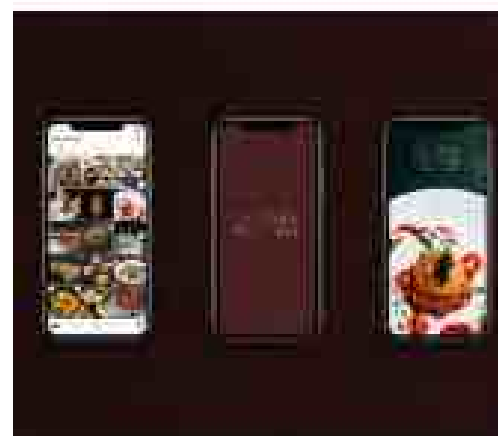
ANIMA E CUORE

WHAT WE DID

BRAND STRATEGY
BRAND DESIGN
MENU DESIGN
ENVIRONMENTAL DESIGN

Anima e Cuore is a new concept for Italian haute cuisine that complements the DLP Group portfolio, responsible for other restaurants such as Carnal and Shi-Nuá, also featured in this book. As in those cases, the visual identity passed through our kitchen.

If anything characterizes DLP Group projects, it is the sophistication of their concepts. This was repeated in Anima e Cuore. The idea of the classic trattoria was taken to another level, being inspired by classic spaces in Italy, and especially Capri. What we represented in the graphic identity was the elegance that the restaurant proposal conveyed. The brand is comprised with a delicate typography, behind which stretches a pattern inspired by the shapes and figures of pasta. As in other projects, this visual system gradually took over other spaces and details of the venue, which ended up consolidating a very well-curated and elegant experience for a refined and demanding audience.



SOLAR REAL ESTATE

WHAT WE DID

BRAND STRATEGY
BRAND DESIGN
BRAND COMMUNICATION
TONE OF VOICE
DIGITAL DESIGN

Solar is a real estate company dedicated to the development of sustainable, innovative, and high quality architectural projects. Our job here was to set a name and create a visual identity.

When Vico Verde, one of the most recognized architecture studios in Peru, wanted to distinguish their real estate unit from their practice, they turned to us. We worked the naming and graphic identity, and that's how Solar was born.

At Solar they are convinced that real estate projects can revitalize the place where they are built, integrate the neighborhood into its spirit, and promote an idea of a sustainable city. Its brand had to reflect that philosophy in all touch points, from the name to the graphic system.

For the naming proposals we were inspired by sunlight as an essential component in architecture, as well as in the sense of community and neighborhood. For the record in Spanish "solar" means "related to the sun", but also means "building lot". Meanwhile, the branding took the structure of the architectural blueprints as a reference to create a flexible and adaptable modular system.



GELINAZ! is a work
Without limits. Risks and
of creation.

GELINAZ! is based on the concept
of music variations. For every
one recipe is chosen - we call it
"the Matrix". It is then studied
and deconstructed, and taken
into pieces, in order to be
reformed in a totally new recipe
by every chef taking part in the
performance. One rule: use the same
ingredients as in the original.
Everyone will come up with
a primary variation on the
same theme.

GELINAZ

WHAT WE DID

CONCEPT
EDITORIAL DESIGN
ILLUSTRATION
EDITORIAL PRODUCTION

This is a culinary collective that seeks to generate unique gastronomic experiences in different countries, with the participation of local chefs. The goal was to create a publication exclusively for participants in the Peruvian edition of the event.

The dynamics of Gelinaz in Peru were as follows: 23 avant-garde chefs had to reinterpret a recipe for "pulpo al cilindro" (octopus in a cylinder) by the renowned chef and entrepreneur Gastón Acurio, while various performances were carried out on an adjacent stage. The idea of the founder of this series of events, the Italian Andrea Petroni, was to promote "underground-chic encounters". That is why we made a fanzine, a piece of counterculture communication, based on a collage of materials such as newspaper and hot stamping finishes that reflect both universes and lifestyles.





FAUNA

WHAT WE DID

BRAND STRATEGY
 BRAND DESIGN
 MENU DESIGN
 ENVIRONMENTAL DESIGN

In 2022, Fauna was chosen, deservedly, as one of the restaurants with the best atmosphere in Lima. It's a restaurant that finds the perfect balance between country and sophistication. And we translated that to its graphic identity

Carnal had already experienced something similar with Juicy Lucy. What was the name of one of the hamburgers on its menu ended up becoming the signature of a premium hamburger chain that now has ten locations in Peru and five abroad. Something similar again with Fauna inspired by the spirit of Carnal. Fauna was also born as a steakhouse. In fact, it shares a distinctive graphic identity with its predecessor: the inverted A that resembles the head of cattle. The difference with Carnal is in the space it occupies. Located on the site that once belonged to an emblematic 80s restaurant called El Pabellón de Casa (translated as The Hunting Lodge), Fauna has a wilder personality and a more relaxed atmosphere. All of this is represented in the visual system.

HAMBRE LAB

WHAT WE DID

BRAND STRATEGY

BRAND DESIGN

BRAND COMMUNICATION

Hambre Lab is the innovation laboratory of Delosi group, Peru's largest franchise operator, which includes Starbucks, KFC, Pizza Hut and Burger King. We created a brand that represents a team hungry for more.

To promote and develop new ideas that inspire and bring out the best in their team, they created an innovation laboratory called Hambre Lab (Hunger Lab). For its graphic identity, we used a set of modules inspired by different images that can be found in a laboratory: the circles of atomic models and the systems of test tubes. This also represents the connection between the brands within the business group as well as between its different areas. This graphic system, in addition to complementing the strokes of the letter H in the logo, has the flexibility to be used in various communication pieces.



SYMBIOSIS

WHAT WE DID

BRAND STRATEGY

BRAND DESIGN

COMMUNICATION DESIGN

Symbiosis is a coworking space that targets an audience dedicated to the creative industries. We developed a brand and visual identity that reflects its personality and scope.

Barranco is one of the most traditional and bohemian districts of Lima. That's why Symbiosis, a coworking space that targets individuals and companies who work based on creativity and art, is located there.

We developed its brand based on a flexible system that uses containers that can be inhabited by different images that reflect the world of art.





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