

# ZUNIGA'S IDEAS

Behind a sketch, imagination, magic, and a passionate artist

June 12, 2016



PRINT

BRAND  
IDENTITY

EVENT  
MARKETING  
SUPPORT

 For projects' details, look for the links inside

[www.zunigaideas.com](http://www.zunigaideas.com)

Cover design by Mark Zuniga

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Online published by Mark Zuniga

Privacy policy: Several advertising pieces shown in this eMagazine were created during my employment at the agencies listed here. The only purpose is to share and show them because might be used as a resource to identify useful practices on the creative process. There is no lucrative benefit by publishing these materials and information.

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# Hi!

This digital publishing is about my professional background and a selection advertisement pieces developed during my hiring at the advertising agencies.

These samples might be used as a resource to identify useful practices on the creative process, to produce a digital technique or to conceive an idea. If you would like to know more, please check out my links for further details.

Concerning the content of this document, I have written and designed it, explaining the selling ideas presented on brainstorming or meeting with clients.

My gratitude to Mike Beovides CEO & Chairman from GMG Advertising who has helped me with copywriting work. I appreciate you for entrusting me to resolve many briefs. Further, to Erick Coego, Victoria Labarta, Jennifer Rangel, Erica Martin, Lilian Figueroa, Ines Ayra, Liza Santana and Gabriel Pinares, a great team.

Particular thanks to Sandra Ibanez for her unconditional encouragement and support, "Thanks, Cutie," for constantly reminding me that I have the ability to overcome fear utilizing my talent.



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Marco Zuniga  
The author



Billboard	Logo design	Web design
Flyer	Packaging design	Social media content
Print ad	Presentation design	Social media video
Poster	Business cards	Newsletter
Illustration	Wrap design	Environmental graphic design
Illustration	Chef coat design	Photobooth and props
Presentaton design	Label design	Signage
Print materials	Lid design	Banner
eMagazine	Assets design	Exhibit
Photography	Sales pitches	Stage
	Visual case study	Storyboard
		Visual content

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## That it's what I love, this it's who I am

**M**arco named as “Mark”, has been working in the advertising industry for over thirteen years at largest companies advertising networks such as Interpublic Group and Publicis Groupe. He moved from Peru to U.S in 2015. He has a successful career in the creative field. As a result, his career spanning ATL and BTL Marketing, Social Media, UX/UI Visual Designer on fully integrated campaigns for some of the World's Leading Brands in the U.S. and Latin America.

In 2002, Mark began his journey at Leo Burnett Worldwide as a Graphic Designer. In 2009, he was an Art Director at McCann WorldGroup.

Furthermore, Mark joined the creative teams such as Saatchi & Saatchi Global in 2008, Publicis Worldwide in 2006 and once again at Leo Burnett in 2004 and McCann in 2003.

In 2012, Mark switched from advertising agencies to the marketing department of a shopping mall and a University. Recently in 2015, he joined GMG Advertising (Miami, FL) as an Art Director.

Consequently, Mark worked several projects under different categories with Well-known brands such as Mobil,

Chevrolet, JCB Excavators Limited, Americatel, Yell, and DirectTV. Under alcoholic beverage brands, he helped run Backus, Barena, Cuzqueña which belongs to the SABMiller Group -World's Second-Largest Brewer.



Leo Burnett Worldwide 2002

In retailers, he worked with the Largest Brands in Latin America such as Mall Plaza, Saga Falabella, and Sodimac, in department stores. Besides, Tottus, Plaza Veja, Wong, and Metro in supermarkets category.

In brands licensing, Mattel, Marvel, Disney, Snoopy, Hasbro, Peanut, Barney, Ice Age, Open Season and Madagascar movies. Also, in the sports category, Marlins Foundation, Real Madrid Foundation, and Manchester United. Moreover, Amadeus North America, Palace Resorts, Baptist Hospital, Metro PCS and A+MiniStorage.

Furthermore, he created brand identities and marketing support for three recognized chefs, Chef Brian Aaron, Jackie Marquez on Telemundo and Chef Adrienne Calvo featured on NBC “6 in the Mix” as guest chef.



United Way volunteers program "Live together." -Painting a children school. McCann Worldgroup 2002

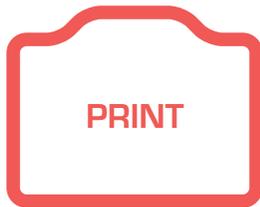


Mark is a creative who is involved in all aspects of a project process. He has over a decade of experience and brings together the various specialties - from strategy to creative and unifies them seamlessly into useful end products. He provides both creative and user experience direction, delivering holistic experiences with reliable quality and functional consistency.

# Transforming a sketch, by bringing concepts into a powerful imagery

In the following pages, you will find some of my main work samples. I have worked with a team of professionals that contribute to producing effective advertising campaigns under my direction. I conceived the ideas, designed the proposals, and retouched some images. Also, I have directed the photo shoots and presented the selling idea for clients.

Visual communication below include deliverables such as:



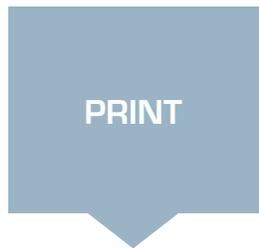
Billboard	Logo design	Web design
Flyer	Packaging design	Social media content
Print ad	Presentation design	Social media video
Poster	Business cards	Newsletter
Illustration	Wrap design	Environmental graphic design
Illustration	Chef coat design	Photobooth and props
Presentaton design	Label design	Signage
Print materials	Lid design	Banner
eMagazine	Assets design	Exhibit
Photography	Sales pitches	Stage
	Visual case study	Storyboard
		Visual content

# Legend

Links featured on:



Development process:



- Creative conception
- Storytelling
- Copywriting
- Graphic design
- Photo post-production
- Photography direction
- Marketing support
- Idea presentation



- Inspiration
- Moodboard presentation
- Table of content
- Brand architecture
- Idea presentation
- Photography direction
- Trial applications



- Event planning
- Meeting with providers
- Video storyboard
- Environmental graphic design
- Video and photography post-production
- Video and Photography direction
- Marketing support
- Event video highlights

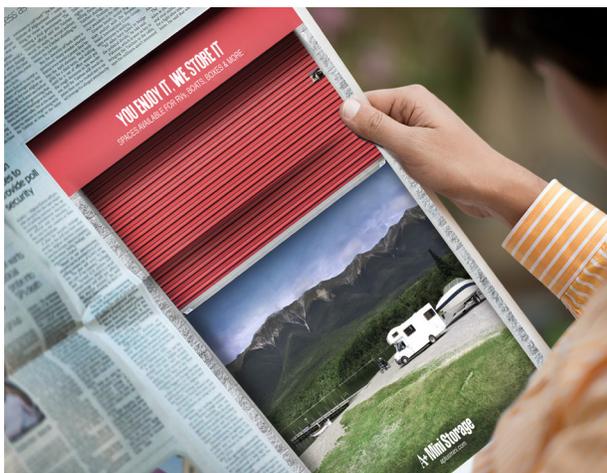


Title: If the crown fits, wear it. Advertiser: Palace Resort. Team: Victoria Labarta, account director; Mark Zuniga, art director, graphic designer; and Mike Beovides, copywriter.

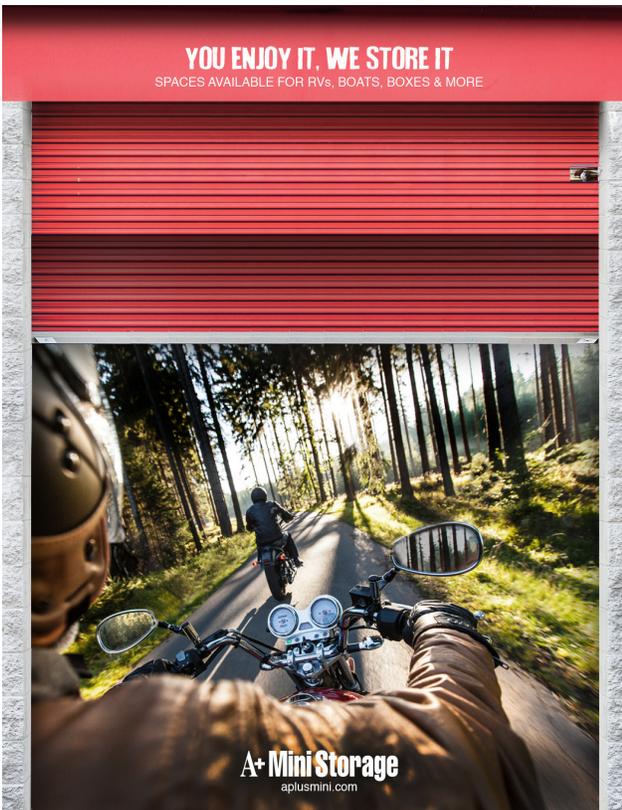
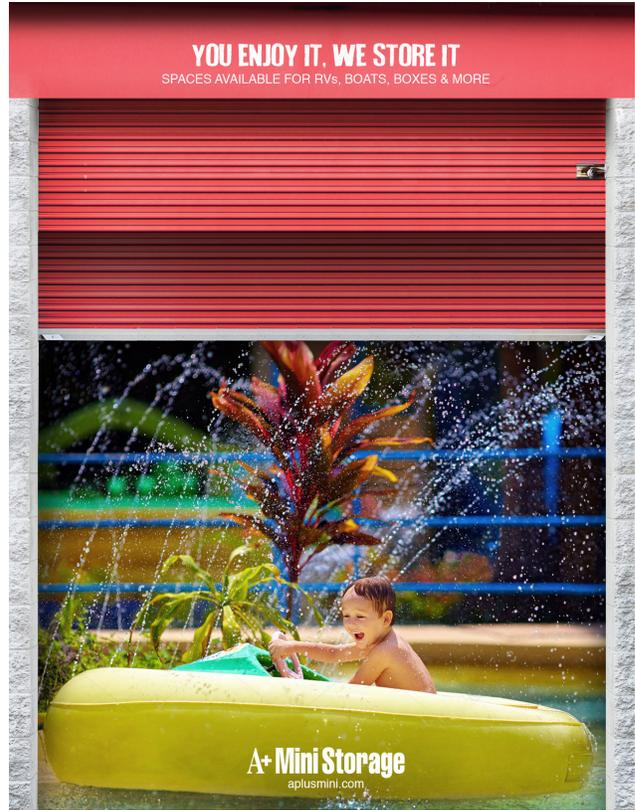
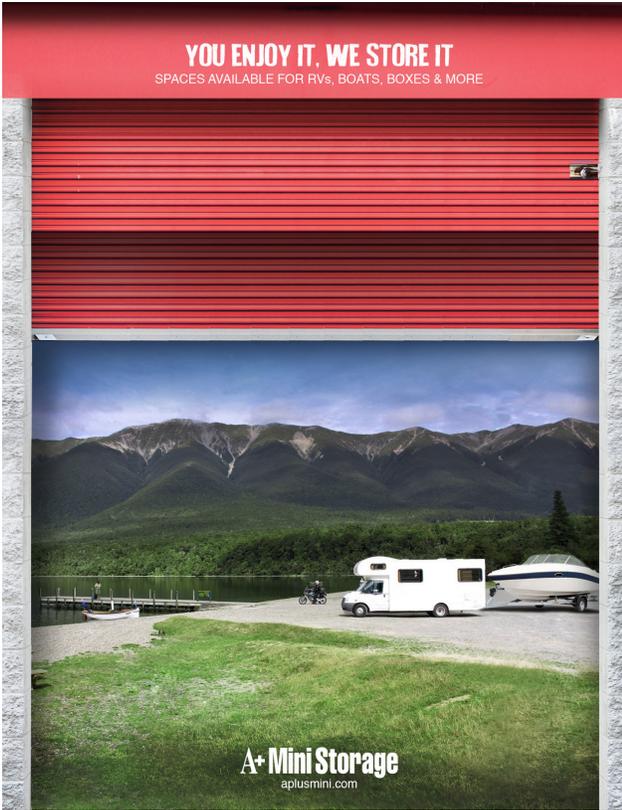
Details: In this project, we are promoting an invitation to the hotel to experience the vibe of Palace Resorts as a soul of luxury where you can rest beside the glistening turquoise waters while enjoying the comfort at the hotel.

 For further detail check out: <http://emezetaactivo.blogspot.com/2015/12/resorts-advertising.html>

 For further detail check out: Selling idea <https://www.slideshare.net/secret/p4negiQtbPyjUS>



Title: You enjoy it, we store it. Advertiser: A+ MiniStorage. Team: Jennifer Rangel, account executive; Mark Zuniga, art director, digital artist; and Mike Beovides, copywriter.



▶ Digital Technique on YouTube channel:  
[https://www.youtube.com/watch?v=\\_URz-fZhamY&t=2s](https://www.youtube.com/watch?v=_URz-fZhamY&t=2s)

Ⓔ For further detail check out: Selling the idea  
<http://emezetaactivo.blogspot.com/2016/11/a-ministorage-you-enjoy-it-we-store-it.html>

## Print and billboard design

Details: For these pieces, the idea of this Ad is to emphasize the spaces for anything you have, no matter the size such as the items you see in these images (a yacht, a motorcycle or an RVs). At the end of the day, what matters is that you are relax and enjoying your day or your vacation since A+ MiniStorage will help you store it.



Title: Door sweet home. Partners in the happiness and peacefulness of many homes.  
 Advertiser: Florida Lumber. Team: Erica Martin, account executive; Mark Zuniga, art director, and graphic designer; and Mike Beovides, copywriter.

Details: This tagline was inspired by the phrase "home sweet home" where we use the word "door" to relate our product. The fundamental idea was to remember the feeling when we go outside of a home, and we return to rest at our "sweet home."



Title: Boo! Scare away. | Advertiser: MetroPCS | Team: Erica Martin, account executive; Mark Zuniga, art director, graphic designer; and Mike Beovides, copywriter.

Details: This poster was created in Halloween, in this idea, we relate the scary action "Boo!" to scare away breast cancer.

## Portfolio cover

Composing a surreal scene

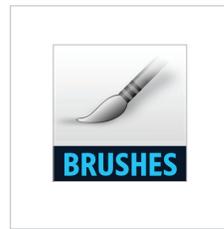
For further detail check out on YouTube channel [https://www.youtube.com/watch?v=LFbOd\\_EhzT4&t=72s](https://www.youtube.com/watch?v=LFbOd_EhzT4&t=72s) →



Choose images on stock image site or produce it



Create a pattern of wall texture



Download brushes for creating snow



Create a light, shadows for integrate artwork

Title: From our store to your home Happy Holidays! Advertiser: Florida Lumber. Team: Erica Martin, account executive; Mark Zuniga, art director, graphic designer and photo retoucher; and Mike Beovides, copywriter.

Details: On this image, the client needed to communicate the doors variety and to send a greeting for Christmas to their customers. With the power of design and strong concept, we produce a picture, mixing imagery of doors for creating a Christmas tree. Is important to mention our client is a leading supplier of lumber, doors, paint and building materials. Please look at the post-production elements below.

For further detail check out on blogger: <http://emezetacreativo.blogspot.com/2016/11/florida-lumber-from-our-store-to-your.html>

From our store  
to your home  
Happy Holidays!



 **Florida Lumber**  
MORE THAN JUST LUMBER

floridalumber.com

www.zunigaideas.com



We optimize your space. We give a special color. For you to enjoy



We optimize your space...

**YKB** | YOUR KITCHEN & BATH  
yourkitchenbathstore.com

Title: We optimize your space. We give a unique color. For your enjoyment.  
Advertiser: Your Kitchen & Bath. Team: Victoria Labarta, account director; Mark Zuniga, art director, graphic designer and copywriter.

Details: For this Ad, we use two pages to demonstrate the company's services. On the first page, the readers see a sketch of their dream kitchen at home, and on the second page, they will see a fully upgraded kitchen according to their requests based on the sketch created.

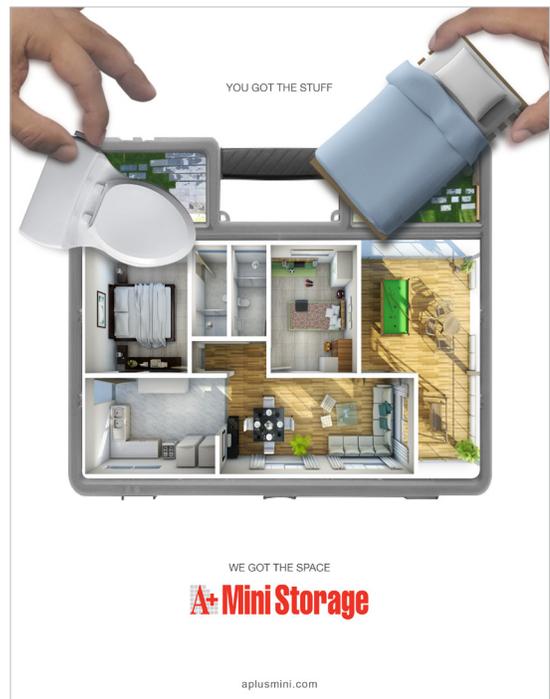
For further detail check out: Selling idea  
<http://www.slideshare.net/emezetaactivo/your-kitchen-bath-selling-idea>



Title: You got the stuff. We got the space. | Advertiser: A+ MiniStorage.  
Team: Victoria Labarta, account director; Mark Zuniga, art director, graphic designer; and Mike Beovides, copywriter.

Details: We used an analogy through a toolbox to emphasize that not matter the size, what matters is a good distribution and organization of the items you can store at A+ MiniStorage.

For further detail check out - Creative process:  
<http://emezetaactivo.blogspot.com/2015/11/a-mini-storage-you-got-stuff-we-got.html>





Title: Royalty revealed! Advertiser: Palace Resorts. Team: Victoria Labarta, account director; Mark Zuniga, art director, graphic designer; Mike Beovides, copywriter.

Details: This image is for social media that was created to reveal and promote "Moon Palace Jamaica Grande" hotel inauguration.

For further detail check out: Selling idea  
<https://www.slideshare.net/secret/j87XBU36GVL747>

For further detail check out on YouTube channel:  
<https://www.youtube.com/watch?v=7g-c090DgFU>



Title: Parking available for boats, RV's and elephants. Advertiser: A+ MiniStorage. Team: Victoria Labarta, account director; Mark Zuniga, art director, graphic designer; Mike Beovides, copywriter.

Details: Our client requested a billboard that includes an elephant since he loves animals. The goal of this piece work was to emphasize the big spaces available for parking at A+ MiniStorage.

For further detail check out on YouTube channel:  
<https://www.youtube.com/watch?v=3gVL-3b0Yuc&t=3s>





Title: You got the stuff... we got the space! Advertiser: A+ MiniStorage. Team: Victoria Labarta, account director; Mark Zuniga, art director, graphic designer; and Mike Beovidess, copywriter.

Details: A realistic three-dimensional text effect in Photoshop to emphasize the message. In this proposal, we use a large truck to include our 3D text. Unfortunately, the client did not pick this idea but approved our idea of page fourteen.

For further detail check out: <http://emezetacreativo.blogspot.com/2016/12/a-ministorage-rhinoceros-3d-letters.html>



Entry type: Independent project. Advertiser: Warner Bros and DC Comics. Team: Mark Zuniga, graphic designer, illustration, and photo retoucher.

Details: The concept behind this illustration was to work on a visual art without replacing the original Suicide Squad's typography. I transformed each letter to look and feel each character of the movie. The letter "S" represents Killer Croc; letter "Q" represents the Joker, "U" for Harley Quinn; and so on.

For further detail check out: <http://emezetacreativo.blogspot.com/2016/07/visual-art-inspired-by-suicide-squad.html>



Title: Royalty revealed! Advertiser: Palace Resorts. Team: Victoria Labarta, account director; Mark Zuniga, art director, graphic designer; and Mike Beovides, copywriter.

Details: The underlying goal was to create several romantic ads for Palace Resort - Wedding Ballroom. The brief included beautiful pictures sent by the client. According to Branding guidelines - it is essential for keeping the consistent look. We also wrote the creative straplines about planning a destination for your unique wedding and beach wedding experience.

 For further detail check out: <http://emezetaactivo.blogspot.com/2015/12/resorts-advertising.html>



Title: We got the space you need. Advertiser: A+ MiniStorage. Team: Victoria Labarta, account director; Mark Zuniga, art director, graphic designer and photo retoucher; and Mike Beovides, copywriter.

Details: The idea was to use the animal foot with the intent of attract viewers to use A+ MiniStorage as their place of storage for anything big even what you hadn't imagine.

For further detail check out: <http://emezetaactivo.blogspot.com/2015/11/a-mini-storage-billboards-ideas.html>



**WE GOT THE SPACE YOU NEED**





Title: Take the news. Find out before everyone does.

Advertiser: The Reporter MDC.  
 Team: Manolo Barco, media advisor; Mark Zuniga, art director, graphic designer and photo retoucher; Manolo Barco and Mark Zuniga, copywriters.



Details: This campaign proposal was created to promote a college's newspaper at the main campus. The call to action was an environmental design at the campus areas. As you can see a student's hand is taking the news on to share it with friends. Also, you can see questions such as When? What? Who? On the ad.

For further detail check out:  
<https://www.behance.net/gallery/29429431/The-Reporter-Press>



Title: Wow Billy, nice doors! Advertiser: Florida Lumber.  
 Team: Erica Martin, account executive; Mark Zuniga, art director, graphic designer and photo retoucher; Erica Martin, copywriter.

Details: In this social media post, we wanted to emphasize the Marlins open season by using Billy Marlin's official mascot and the product (doors) from our client Florida Lumber in order to connect with the fans and the audience about Miami Marlins Home Opener and the firm's product.





Title: Performance + Recovery Find out before everyone does. Advertiser: PMDsports.

Team: Sandra Ibanez, account director; Mark Zuniga, art director, graphic designer, and photo retoucher.

Details: The goal of this ad proposal was to promote different brand's flavors such as watermelon, blue raz, and lemonade. I used the cloud of smoke by using different colors to identify and enhance the flavor.

## Photoshop manipulation



## Inspiration

For further detail check out:  
<http://emezetaactivo.blogspot.com/2016/12/bcaa-supplement-perfect-performance-and.html>



Watermelon flavor

PERFORMANCE + RECOVERY

30 SERVINGS

PMD

**BCAA**

ANTIOXIDANTS | LEAN MUSCLE | ENDURANCE | RECOVERY

CREATINE FREE  
DIETARY SUPPLEMENT

NET WT. 10.8 OZ (306 g)

CAFFEINE FREE

2:1:1  
Isotonic • Better Solubility

HICA+  
Alpha KIC

PERFORMANCE + RECOVERY

PERFECT PERFORMANCE & RECOVERY ENHANCER  
[www.pmdsports.com](http://www.pmdsports.com)

PERFORMANCE + RECOVERY

30 SERVINGS

PMD

**BCAA**

ANTIOXIDANTS | LEAN MUSCLE | ENDURANCE | RECOVERY

CREATINE FREE  
DIETARY SUPPLEMENT

NET WT. 10.8 OZ (306 g)

CAFFEINE FREE

2:1:1  
Isotonic • Better Solubility

HICA+  
Alpha KIC



Lemonade flavor

PERFORMANCE + RECOVERY

30 SERVINGS

PMD

**BCAA**

ANTIOXIDANTS | LEAN MUSCLE | ENDURANCE | RECOVERY

CREATINE FREE  
DIETARY SUPPLEMENT

NET WT. 10.8 OZ (306 g)

CAFFEINE FREE

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PERFORMANCE + RECOVERY

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PERFORMANCE + RECOVERY

30 SERVINGS

PMD

**BCAA**

ANTIOXIDANTS | LEAN MUSCLE | ENDURANCE | RECOVERY

CREATINE FREE  
DIETARY SUPPLEMENT

NET WT. 10.8 OZ (306 g)

CAFFEINE FREE

2:1:1  
Isotonic • Better Solubility

HICA+  
Alpha KIC



Development process:





Project: Brand Identity. Advertiser: Chef Brian Aaron. Team: Jennifer Rangel, account executive; Mark Zuniga, art director, graphic designer and copywriter; Ines Ayra, photographer.

## BUILDING A BRAND IDENTITY

Details: The first step to creating the chef's brand identity was to write a table of contents. The next step was to think about a representative logotype; the challenge to create it was to unify his logo with the company logo. We consolidated them with his last name. As you can see, inside the logotype conception, a digital pasta sauce was made with a chef brush to create a word-mark.

Also, we thought of a photo shoot having as a reference the concept "farm to table."

Lastly, we created the marketing support and social media of Chef Brian Aaron along with his catering company.

 For further detail check out:  
<http://emezetacreativo.blogspot.com/2016/08/chef-brian-aaron-personal-brand-identity.html>

 For further detail check out: Brand identity PDF  
[https://issuu.com/emezeta/docs/brian\\_aaron\\_brand\\_identity\\_low](https://issuu.com/emezeta/docs/brian_aaron_brand_identity_low)

 For further detail check out: Guide to building Brand Identity  
<http://emezetacreativo.blogspot.com/2016/09/guide-to-building-brand-online.html>



 For further detail check out on YouTube channel:  
<https://www.youtube.com/watch?v=nu9otwtn3QY&t=21s>

## Chef Brian Aaron: Wordmark

The Brian Aaron wordmark is based on the font Dry Brush from dafont.com. This typography is very similar to a brush stroke, the same mark a chef makes when plating a dish. "This analogy is very powerful because the stroke represents the identity of who did it." The word Chef is based on the font Manus Trial from dafont.com. This typography looks hand-written and has a connection with the Brian Aaron wordmark stroke.



## Letterform marks

For the synthesis of Brian Aaron wordmark we can use the first two letters of the brand inside of a circle.



## Typography

Avenir is the primary typeface recommended for use in communications. As a general rule, the preferred use of this typeface is upper and lower case.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

This is the main text face. It takes large quantities of copy readable. Always range left with the right-hand ragged.  
Avenir. Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

This is the main text face. It takes large quantities of copy readable. Always range left with the right-hand ragged.  
Avenir. Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

This is the main text face. It takes large quantities of copy readable. Always range left with the right-hand ragged.  
Avenir. Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

This is the main text face. It takes large quantities of copy readable. Always range left with the right-hand ragged.  
Avenir. Black

## Wordmark color usage

Encapsulated

Wordmark on white



White wordmark on black



## Brand architecture

Logo wordmark. Exclusion zones

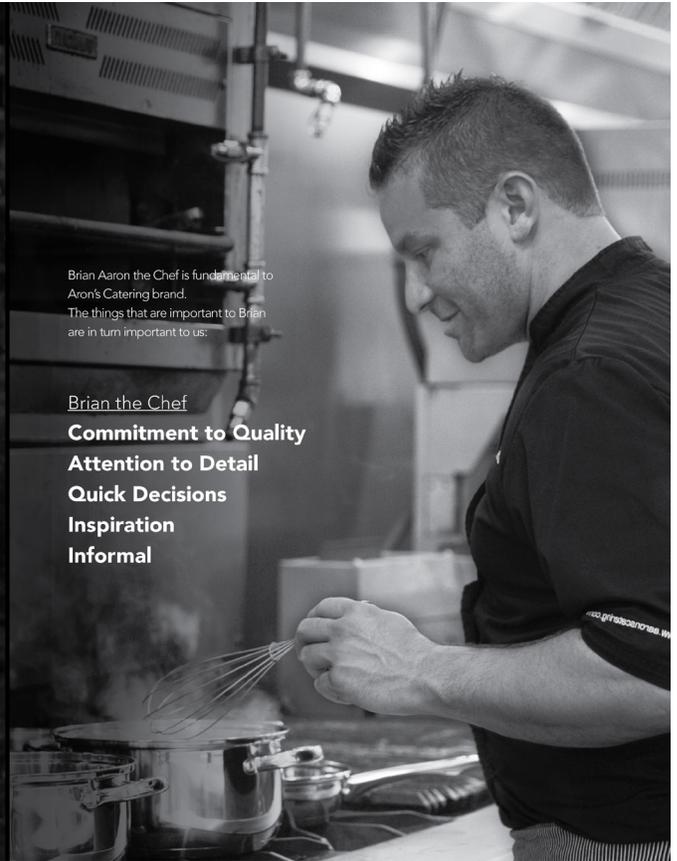




### Reflecting Brian

Brian Aaron the person is fundamental to our brand. Our identity is therefore a true reflection of Brian. The things that are important to Brian are in turn important to us:

- Brian the person
- Anyone can
- Approachable
- Detail
- High energy
- Inspiring



Brian Aaron the Chef is fundamental to Aron's Catering brand. The things that are important to Brian are in turn important to us:

- Brian the Chef
- Commitment to Quality
- Attention to Detail
- Quick Decisions
- Inspiration
- Informal



Inspiration





Project: Brand identity. Advertiser: Jacquie Marquez.  
 Team: Jennifer Rangel, account executive; Mark Zuniga, art director, graphic designer, and copywriter, Ines Ayra, photographer.

Details: The challenge in this occasion was to design and produce a personal brand identity and a storyboard for her YouTube channel called "It's for You" where we introduced Jacquie as a chef. In this proposal, we created a brand identity to reflect her personality. We set-up a photo shoot at the chef's home to capture her daily life activities as a concept.

**Wordmark - principle**      Wordmark

Our wordmark is our most valuable asset. Give it pride of place and present it with **Clarity and Consistency**.

**Clarity:**  
 Maximize contrast and maximize visibility through size, position, space and background.

**Consistency:**  
 Use the correct variations for each application and across different applications.

**Letterform mark**

**YouTube Channel Logos**      **YouTube**      **Color specifications**      **YouTube**

English version: **IT'S FOR YOU** by Jacquie Marquez

Spanish version: **ES POR TI** by Jacquie Marquez

**Color palette**

- Primary: #800080
- Secondary: #C0C0C0
- Text: #000000
- Background: #FFFFFF

**Font**

- Primary: Helvetica
- Secondary: Arial

**It's for you - YouTube Channel**      **YouTube**

31,586 views

1,100 likes

112 comments

For further detail check out: <http://emezetacreativo.blogspot.com/2016/08/jacquie-marquez-personal-brand-identity.html>

For further detail check out: Brand Identity PDF [https://issuu.com/emezeta/docs/low\\_jacquie\\_marquez\\_identity\\_single](https://issuu.com/emezeta/docs/low_jacquie_marquez_identity_single)

*A*

Inspiration

*9*

*9*

*2*

*2*

*Jacquie*  
*MAQUIE*  
*ROUVEZ*

# BRAND IDENTITY



## Color - specifications

The Jacque® Purple color is based on Pantone® DS 164-1 C.  
The Jacque® Lavender color is based on Pantone® 164-8 C.

There are different color specifications for applications in print, on screen and in other reproduction methods and materials. Each is described in the palette.



### Jacque purple

PANTONE®  
DS 164-1 C  
C: 50  
M: 100  
Y: 0  
K: 0

DS= Digital /SWOP  
C= Coated Paper  
PAGE 164 C



### Jacque lavender

PANTONE®  
DS 164-8 C  
C: 10  
M: 20  
Y: 0  
K: 0

DS= Digital /SWOP  
C= Coated Paper  
PAGE 164 C



**VIOLET**  
PANTONE®  
DS 172-1 C  
C: 70  
M: 100  
Y: 0  
K: 0

DS= Digital /SWOP  
C= Coated Paper  
PAGE 172 C



**MAUVE FLORAL**  
PANTONE®  
DS 172-6 C  
C: 30  
M: 40  
Y: 0  
K: 0

DS= Digital /SWOP  
C= Coated Paper  
PAGE 172 C



**LILAC**  
PANTONE®  
DS 164-3 C  
C: 35  
M: 70  
Y: 0  
K: 0

DS= Digital /SWOP  
C= Coated Paper  
PAGE 164 C

SOFT



### SILVER VIOLET

PANTONE®  
DS 187-9 C  
C: 15  
M: 15  
Y: 0  
K: 15

DS= Digital /SWOP  
C= Coated Paper  
PAGE 187 C



### BOYSENBERRY

PANTONE®  
DS 137-1 C  
C: 40  
M: 100  
Y: 40  
K: 30

DS= Digital /SWOP  
C= Coated Paper  
PAGE 137 C



### RASIN

PANTONE®  
DS 163-1 C  
C: 40  
M: 100  
Y: 0  
K: 40

DS= Digital /SWOP  
C= Coated Paper  
PAGE 163 C

DEEP



## Logotype - Jacquet application



Jacquet sample





Project: Brand identity. Advertiser: Chifans Peruvian Chinese Cuisine. Team: Cesar Kcomt, media advisor, Sandra Ibanez, account director; Mark Zuniga, art director, and graphic designer; Sandra Ibanez, copywriter.

Details: The goal is to create an identity for this Asian restaurant that would stand out in an oversaturated market. This brand identity focuses mainly in the Peruvian clientele. Customers will be able to identify the brand by its main colors and food. Also, a funny Asian character is created to communicate and promote about ingredients and delicious recipes on social media. To display marketing support, please check out the link below.

For further detail check out: <http://emezetacreativo.blogspot.com/2015/10/chifans-peruvian-chinese-cuisine-brand.html>

## Line art style

facebook

Peppers have a lot going for them. They're low in calories and are loaded with good nutrition. All varieties are excellent sources of vitamins A and C, potassium, folic acid, and fiber. Plus, the spicy ones live up bland food, making it more satisfying.

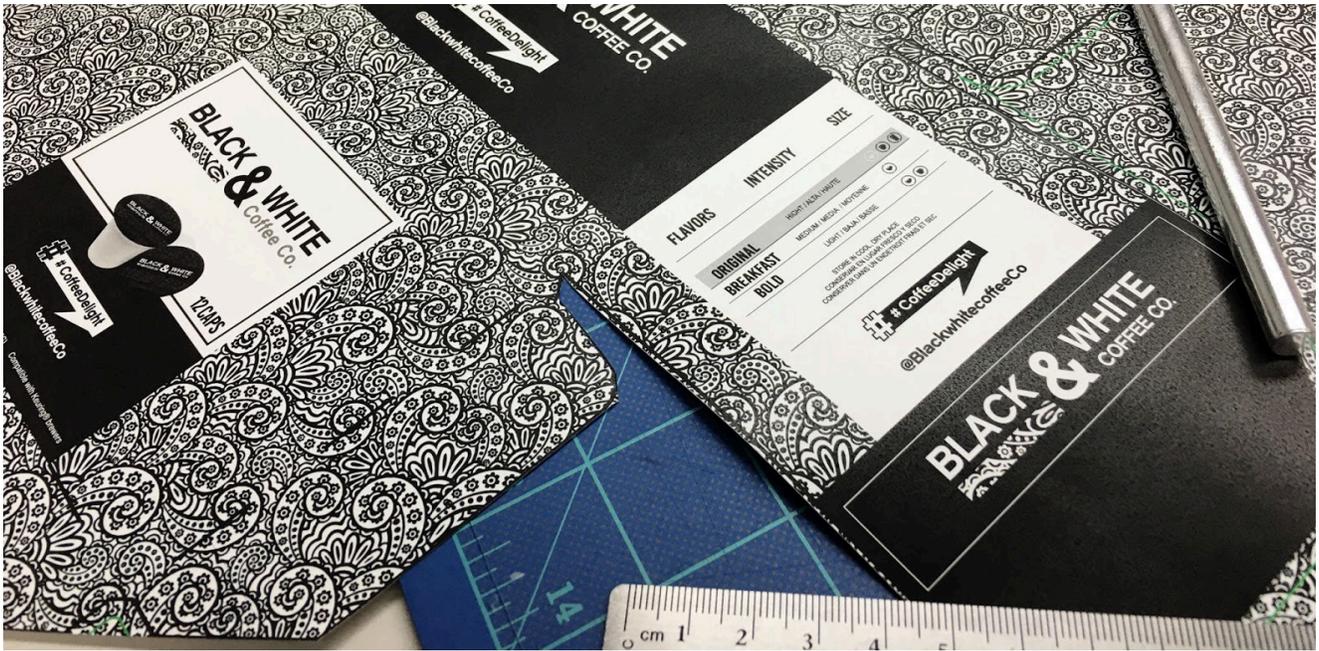
**COLORS**

Primary Colors

Secondary Colors

**ICONS**





Project: Brand Identity (Coffee product). Brand: Black & White. Advertiser: Parkland Coffee. Team: Liza Santana, account director; Gabriel Pineres, account executive; Mark Zuniga, art director and graphic designer; and Liza Santana, copywriter.

Details: This is a coffee product created to engage sophisticated adults.

The challenge for this project was to realize the concept from beginning to the end so we designed the logo, and created an icon utilizing a hashtag on the package with the purpose to promote it on social media. We needed to make sure that we created a visually appealing texture that would catch our target audiences' attention. As you can see in the pictures shown, we utilized "Black & White" for the identity.

Finally, we created a packaging design.

 For further detail check out: [http://emezetacreativo.blogspot.com/2016/06/black-and-white-coffee-branding-and\\_52.html](http://emezetacreativo.blogspot.com/2016/06/black-and-white-coffee-branding-and_52.html)

 For further detail check out: Brand Guidelines PDF [https://issuu.com/emezeta/docs/presentation\\_b\\_w\\_high](https://issuu.com/emezeta/docs/presentation_b_w_high)

## Line art style



WELCOME TO

**BLACK & WHITE**  
Coffee Co.





Project: Brand identity (Coffee product). Brand: Bon Appétit. Advertiser: Parkland Coffee. Slogan: Genuine tradition inside.  
 Team: Liza Santana, account director; Gabriel Pineres, account executive; Mark Zuniga, art director and graphic designer; and Liza Santana, copywriter.

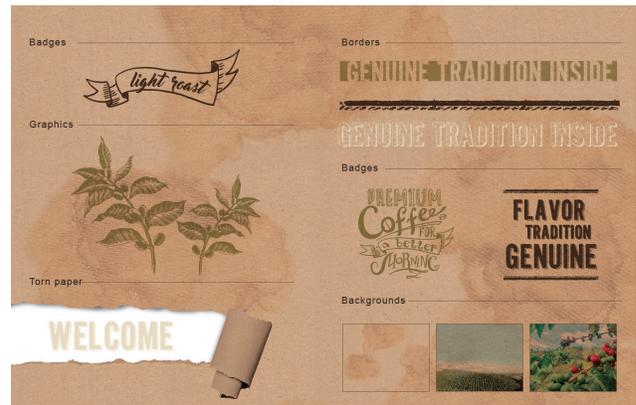
Details: The goal with this distinctive design helped consumers cut through the proliferation of choices available in the same service category. The concept refers to a traditional coffee. In order to match our intended perception, we decided to use the slogan, "genuine tradition inside" which is proposed to define the product as being natural and fresh coffee on the inside. The coffee farm shown outside of the box provides a glimpse into where the coffee is produced representing a natural and pure environment. We built a "unique" brand different from other brands already present inside supermarkets. As a result, we were recognized by the client.

For further detail check out: Brand Guidelines PDF  
[https://issuu.com/emezeta/docs/bon\\_appetit\\_low\\_66ba6e00a69f56](https://issuu.com/emezeta/docs/bon_appetit_low_66ba6e00a69f56)

For further detail check out:  
<http://emezetaactivo.blogspot.com/2016/06/bon-appetit-genuine-tradition-inside.html>

For further detail check out on YouTube channel:  
<https://www.youtube.com/watch?v=MpSvRSb-DHo>

## Line art style



**WELCOME TO**  
**BON APPÉTIT**  
**GENUINE TRADITION INSIDE**





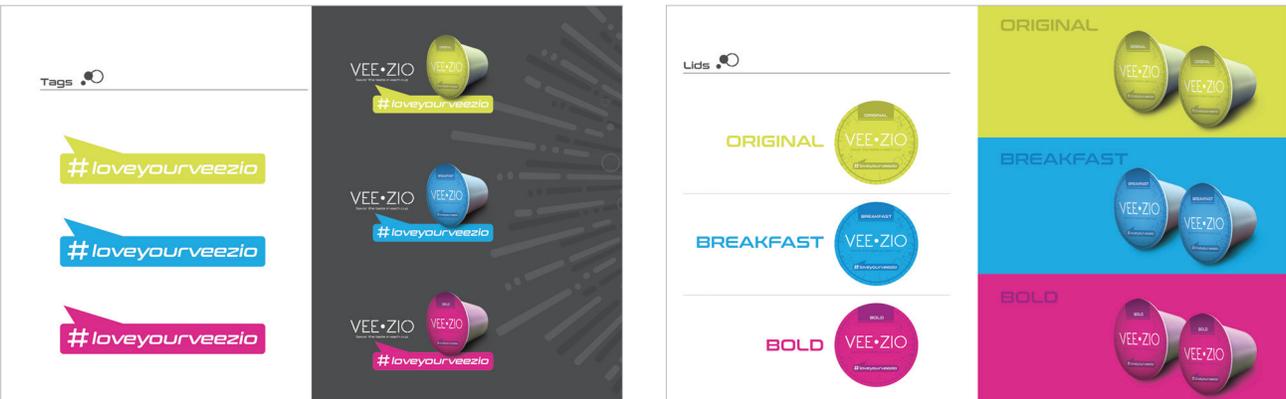
Project: Brand identity (Coffee product). Brand: VEEZIO Advertiser: Parkland Coffee. Slogan: Savor the taste in each cup.  
 Team: Liza Santana, account director; Gabriel Pineres, account executive; Liza Santana, copywriter; and Mark Zuniga, art director and graphic designer.

Details: We built this brand identity as a flavor explosion identifying each color box by flavor. The firm developed a palette of rich tones to represent three kinds of taste. The client wanted to reflect a youthful and innovative brand identity.

For further detail check out:  
[http://emezetaactivo.blogspot.com/2016/06/veezio-savor-taste-in-each-cup-branding\\_14.html](http://emezetaactivo.blogspot.com/2016/06/veezio-savor-taste-in-each-cup-branding_14.html)

For further detail check out: Brand Guidelines PDF  
[https://issuu.com/emezeta/docs/vee\\_\\_\\_zio\\_presentation](https://issuu.com/emezeta/docs/vee___zio_presentation)

## Hashtag for social media and colors by flavor.



WELCOME TO

# VEE•ZIO

Savor the taste in each cup





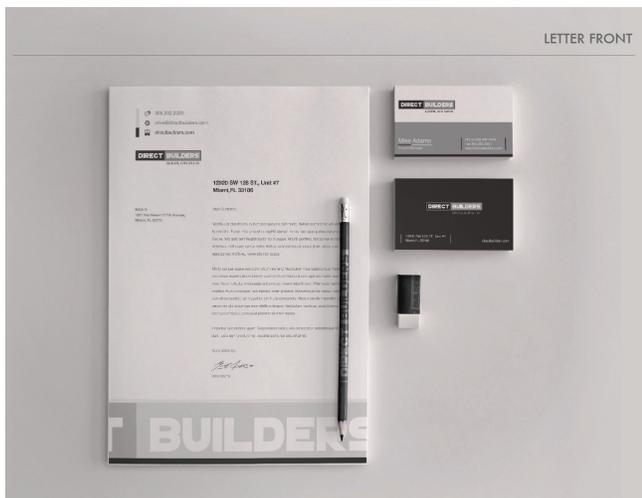
Project: Brand identity (Services company) Advertiser: Direct Builders.  
Team: Victoria Labarta, account director; Mark Zuniga, art director and graphic designer.

Details: We created a wordmark logo that shows a stationary identity for this firm. We also created all communication assets and merchandise samples.

 For further detail check out:  
<http://emezetaactivo.blogspot.com/2015/11/direct-builders-brand-identity.html>

 For further detail check out:  
[https://issuu.com/emezeta/docs/direct\\_builders\\_brand\\_identity\\_\\_20](https://issuu.com/emezeta/docs/direct_builders_brand_identity__20)

# An ID passcard, an invite card, business cards, T-Shirt, and vehicle wrap design





Project: Brand identity. Advertiser: Chef Adrienne Calvo. Team: Jennifer Rangel, account executive; Mark Zuniga, art director, graphic designer, photo retoucher, Ines Ayra, photographer; Jennifer Rangel and Mark Zuniga, copywriters.

Details: The chef Adrienne needed to unify her products with her main brand. First, we needed to look at the main points of interest for her brand, write down the brand guidelines including a photo shoot proposal, a look and feel; brand essence, and marketing support samples. We produced consistent perceptions images that clearly communicates the company's persona.

## TOUCHPOINTS

### Welcome

- About Chef Adrienne • Reflecting Adrienne Calvo: The person – The brand • Our values • Brand essence • Brand strategy

### Adrienne: The person

- Adrienne's lifestyle: Imagery • Travels • Family & friends

### Chef Adrienne Calvo: The brand

- Chef Adrienne's lifestyle: imagery • Travels • Vineyard restaurant: Photography • Fellow employees • Love letters to a chef
- Adrienne's collection • Online community: Facebook – Twitter – YouTube - Instagram @chefadriannecalvo

### Maximum Flavor

- Design essence • Naming • Typography • Logotype • Sizing / Color usage / Color palette / • Brand colors / Secondary colors • Application
- Adrienne's signature • Art elements • TV show: NBC channel "6 in the Mix."

### Make It Count Foundation

- History • Make It Count: Imagery • Adrienne's tattoo • Our mission • Our goals: Provide, support & promote



For further detail check out: Brand identity PDF  
[https://issuu.com/emezeta/docs/chef\\_adrienne\\_brand\\_identity](https://issuu.com/emezeta/docs/chef_adrienne_brand_identity)



For further detail check out:  
<http://emezetaactivo.blogspot.com/2017/01/chef-adrienne-calvo-brand-identity.html>



Brand Identity:  
<https://www.slideshare.net/emezetaactivo/chef-adrienne-calvo-brand-identity>



CHEF ADRIANNE  
BRAND IDENTITY

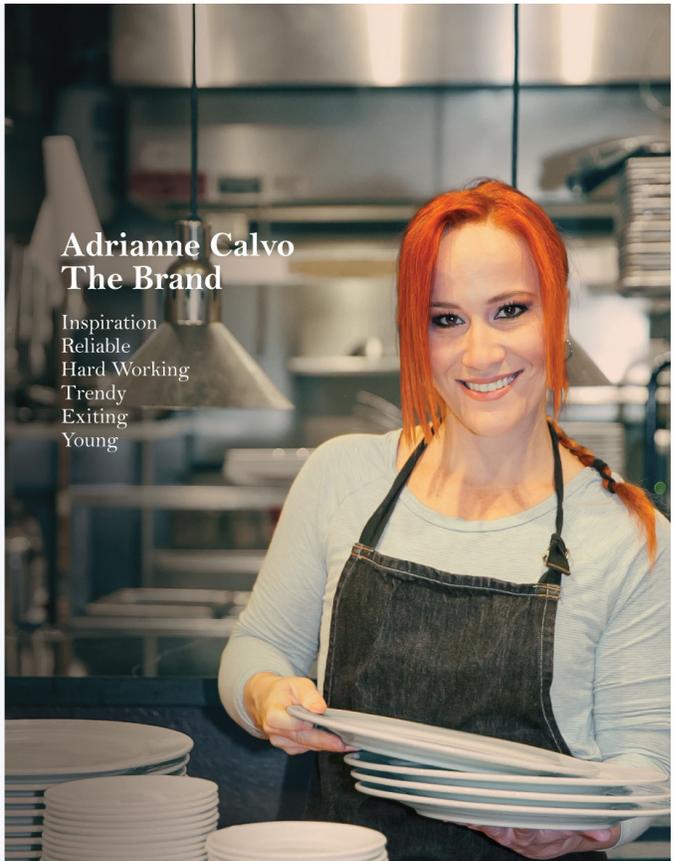
## Reflecting The Person / The Brand

### REFLECTING ADRIANNE



#### Adrienne The Person

Social  
Inspiring  
Energy  
Creativity  
Leader



#### Adrienne Calvo The Brand

Inspiration  
Reliable  
Hard Working  
Trendy  
Exiting  
Young

### OUR VALUES



#### SHARING

Teaching people and learning from others

#### INTEGRITY

Being authentic and living to our principles

#### PRACTICALITY

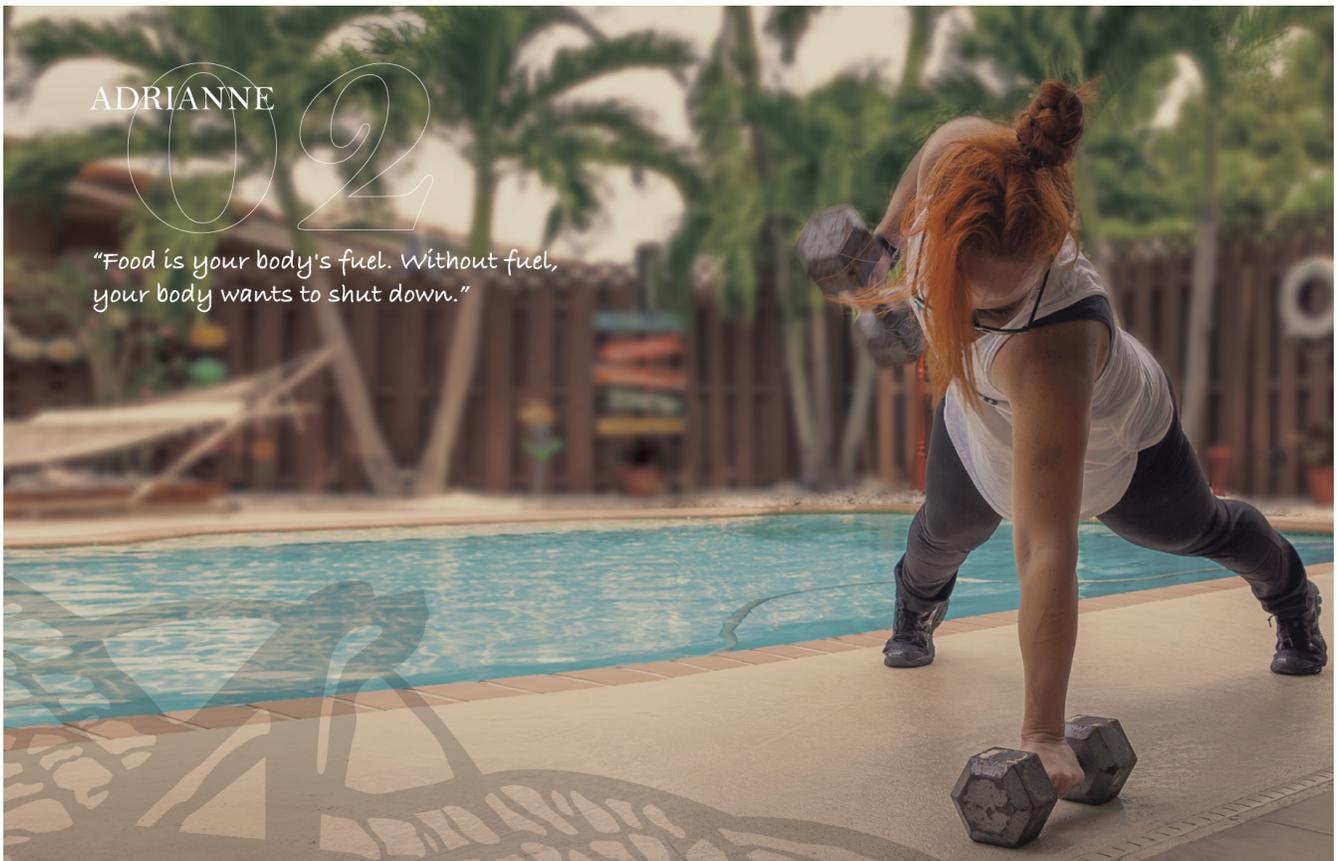
Keeping things simple, using common sense

#### QUALITY & VALUE

Always doing better



## Look and feel



## Naming and typography



### DESIGN ESSENCE

### NAMING

The Maximum Flavor title is placed above "by Chef Adrienne" and always larger. In some cases the name will be used separate from isotype.

**MAXIMUM FLAVOR**  
BY CHEF ADRIANNE

### TYPOGRAPHY

Our typography is inviting, highly legible and has enduring style.

**MAXIMUM FLAVOR TYPOGRAPHY**  
BIGNOODLETITLING

**BY CHEF ADRIANNE TYPOGRAPHY**  
BODEGASANS  
BODEGASANS-LIGHTOLDSTYLE - REGULAR  
BODEGASANS-MEDIUMSMALLCAPS

# Palette colors and assets design





Development process:





Project: Taste of Miami event. Advertiser: Marlins Foundation. Team: Victoria Labarta, account director; Mark Zuniga, art director, and graphic designer; Mike Beovides, copywriter; Ines Ayra and Nili Padron, photographers.

Details: This is a live cooking competition with Miami's finest chefs and ballplayers. This marquee event was to benefit the Marlins Foundation in support of Miami-Dade Culinary Institute and Hispanic Food and Beverage Foundation. We produced a beautiful stage/ background, a-frames-directionals, print and digital marketing, a website in order to buy tickets and promoted sponsors on Instagram. Event's Instagram kept 9,414 followers engaged.

## Elements of event planning



- A. Entertainment
- B. Cooking competition
- C. Sponsors competition
- D. Event title and Video Recap
- E. Print & digital marketing

 For further detail check out:  
<http://emezetacreativo.blogspot.com/2016/08/taste-of-miami-2016-marlins-foundation.html>

 For further detail check out: Recap PDF  
[https://issuu.com/emezeta/docs/taste\\_of\\_miami\\_recap\\_rasterize\\_low](https://issuu.com/emezeta/docs/taste_of_miami_recap_rasterize_low)

 For further detail check out on YouTube channel:  
<https://www.youtube.com/watch?v=11CzaBlelXY>

# Visual case study

## TASTE OF MIAMI 2016 EVENT. MARLINS FOUNDATION

The Marlins Foundation and Chef Adrianno Calvo hosted the 2nd Annual Taste of Miami Food & Wine event presented by Lexus of Kendall and Lexus of West Kendall on February 19, 2016 and welcomed over 400 food lovers to Marlins Park. This spectacular culinary event benefited the Marlins Foundation Scholarships to the Hispanic Food and Beverage Foundation, and the Miami Culinary Institute's Joanna Rodriguez Memorial Scholarship Fund.

**Benefitting:** **MARLINS FOUNDATION**

**Miami Culinary Institute**  
FOOD • CULTURE • INNOVATION • UP

**hispanic**  
FOOD & BEVERAGE

**3,253**  
SOCIAL MEDIA POSTS USING HASHTAGS

**9,414**  
followers

**Instagram**

**150,000+**  
visits

**500,000+**  
pages views

**10+**  
minutes average time spent on website

**50+**  
MEDIA PARTNERS

**112**  
ACCOUNT POSTS

**1,200**  
attendees

**75**  
PARTICIPATING STUDENTS

PRESENTING SPONSOR

MEDIA SPONSORS

SPONSORS

## Sponsors, attendees, posts, hashtags, followers and visits on site.

### STUDENT ENGAGEMENT - MIAMI CULINARY INSTITUTE

Joint in Taste of Miami's efforts, MDC's Miami Culinary Institute helped put on the show with their helping hands to ensure the best experience for our guests. MDC's culinary students gained the in action experience of the event while Taste of Miami provided a portion of the proceeds to the Joanna Rodriguez Scholarship being presented that same evening.

**75** PARTICIPATING STUDENTS

"Pending quote from MDC's Collen Engle"  
- Collen Engle, Instructor at MDC's Miami Culinary Institute

## Visual communication

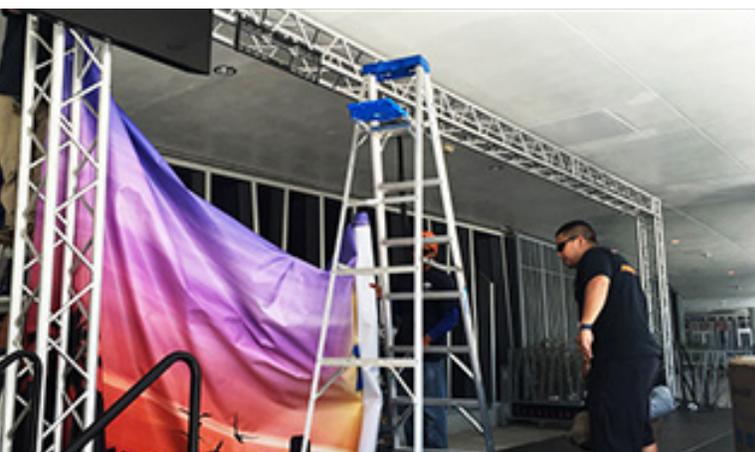
▶ For further detail check out on YouTube channel:  
<https://www.youtube.com/watch?v=1ICzaBleIXY>





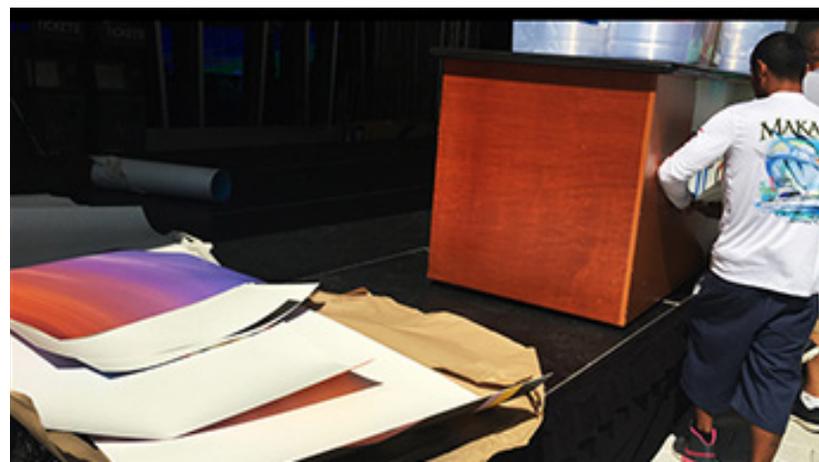
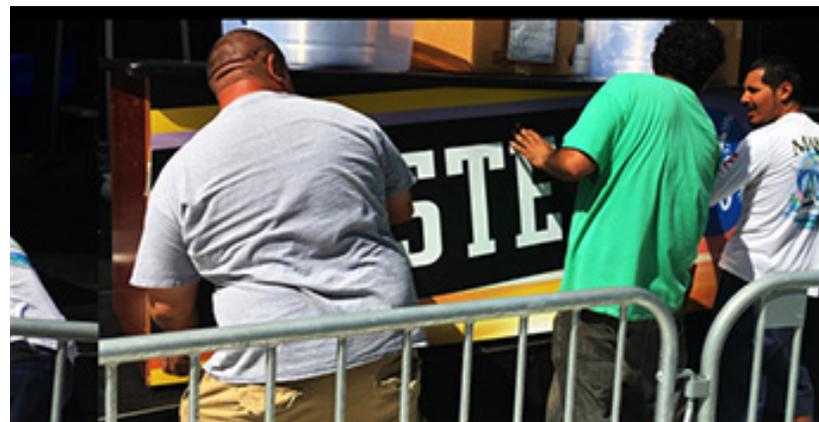
## Stage design

The stage is the focal point throughout the event so keep it visible and engaging.



## Environmental graphic design: A stage, exhibits design, credentials, A-frames and T-shirts







## Developing visual campaign

Details: The central concept of this event was to live the NY1920's era. The goal was to find similar scenes and places from that era along with sumptuous costumes and music to make this event an 'unforgettable' event. We also used this opportunity to collect funds by our sponsors and tickets sold in order to donate the profit to the Ronald McDonald House Charities (RMHC) Foundation.

Marco managed and directed this project exclusively. He started this project writing a storyboard and then producing it. The videos were published on social media like YouTube, Facebook, and Instagram. Also, he directed the photo shoot, designed and developed the digital media assets. Additionally, he created a style guide and environmental design for this event.

Project: Dark Dining "The Eve of Prohibition" even. Advertiser: Ronald McDonald House Charities (RMHC) Foundation and Chef Adrienne Calvo. Team: Victoria Labarta, account director; Mark Zuniga, art director and graphic designer; Mike Beovides, copywriter; and Ines Ayra, photographer.

For further detail check out: Project recap and behind the scenes <http://emezetaactivo.blogspot.com/p/dark-dining-art-direction-photo.html>

## Line art style

For further detail check out: Style guide PDF [https://issuu.com/emezeta/docs/style\\_guide\\_dark\\_dining\\_2015](https://issuu.com/emezeta/docs/style_guide_dark_dining_2015)



## Visual storytelling

For further detail check out: Video on YouTube <https://www.youtube.com/watch?v=YBSobvXjQPQ>



## Deliverables

For further detail check out: Social media posting schedule PDF [https://issuu.com/emezeta/docs/social\\_media\\_posting\\_schedule](https://issuu.com/emezeta/docs/social_media_posting_schedule)

Website, sales pitches, event collateral, print materials, social media content, and video.





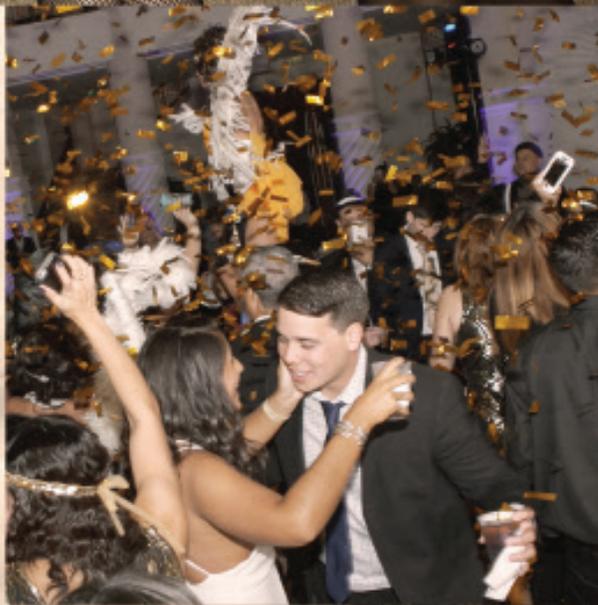
For further detail check out: Video on YouTube  
<https://www.youtube.com/watch?v=YBSobvXjQPQ>



## Event collateral: Photobooth and props

▶ For further detail check out on YouTube channel:  
<https://www.youtube.com/watch?v=8CfF2qiUVEk>







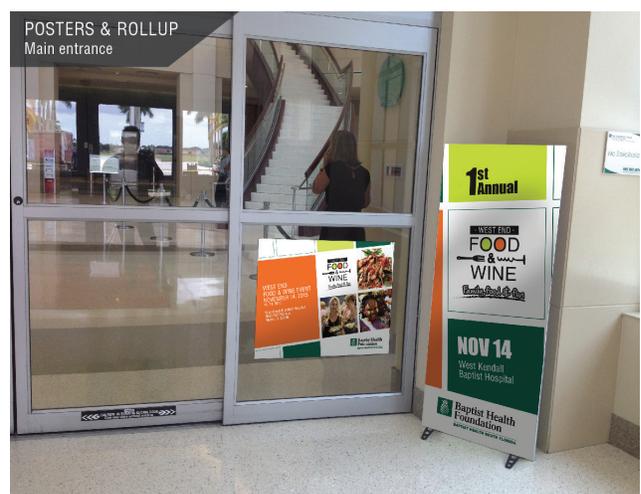
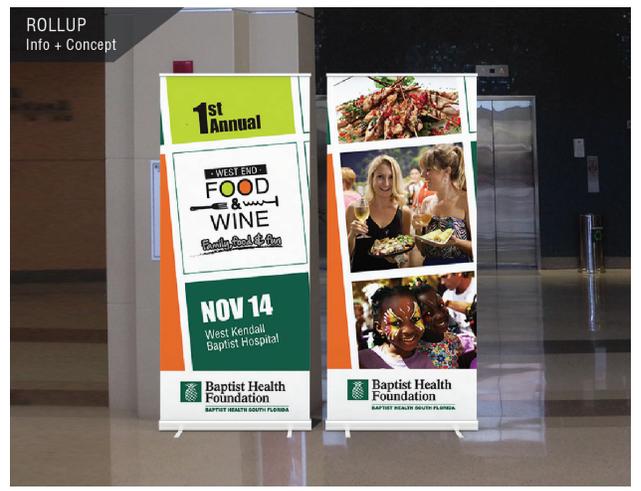
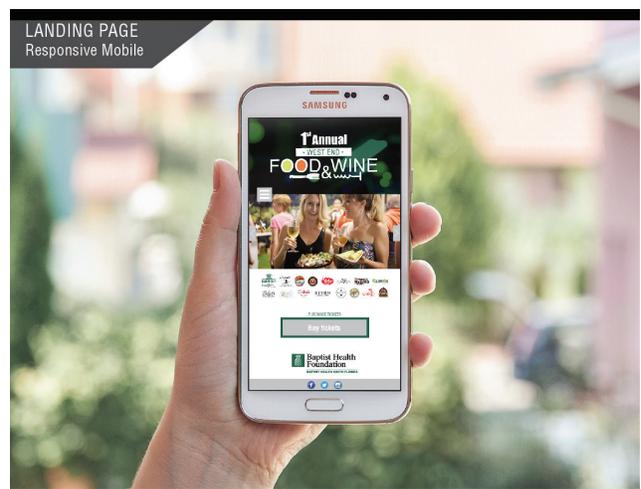
Project: Food & Wine event. Advertiser: Healthy West Kendall Baptist Hospital. Team: Victoria Labarta, account director; Mark Zuniga, art director and graphic designer; and Mike Beovides, copywriter.

Details: The client required a communication campaign as it embarked on a mission to promote its first Food & Wine event. In this project proposal, we used some of the hospital structure to hang the marketing pieces as you can see in the images.

 For further detail check out:  
<http://emezetaactivo.blogspot.com/2015/11/baptist-hospital-health-campaign-food.html>

 For further detail check out:  
<https://www.slideshare.net/emezetaactivo/baptist-health-foundation-i-love-to-eat-smart-communication-strategy>

# Marketing support: A landing page, step and repeat, banners, and posters



## ACKNOWLEDGMENTS

My gratitude to Mike Beovides CEO & Chairman from GMG Advertising who has helped me with copywriting work. I appreciate you for entrusting me to resolve many briefs.

Further, to Erick Coego, Victoria Labarta, Jennifer Rangel, Erica Martin, Lilian Figueroa, Ines Ayra, Liza Santana and Gabriel Pinares, a great team. Particular thanks to Sandra Ibanez for her unconditional encouragement and support, "Thanks, Cutie," for constantly reminding me that I have the ability to overcome fear utilizing my talent.



**THANK YOU!**





Advertising Reel 2017  
<https://youtu.be/900cngjruyM>