





I'M A **PASSIONATE** GUY **ABOUT MY WORK**

I specialize in giving life to the Brands without identity, aimless, or purpose.

I create a complete vision for them, giving them the solid base they need to consistently develop in the future.

From the creation of his name(Naming) to the design of his Corporate Identity and the construction of its entire visual universe.
Currently, I work with global brands, creating powerful and memorable Corporate Brand Identities that leave their mark on the market.

I love to face new challenges and work with different Brand profiles.

I will immerse myself with intensity in your project because I madly love what I do!



PREMIUM SERVICE

Check my portfolio and see for yourself that
this is not an empty promise.



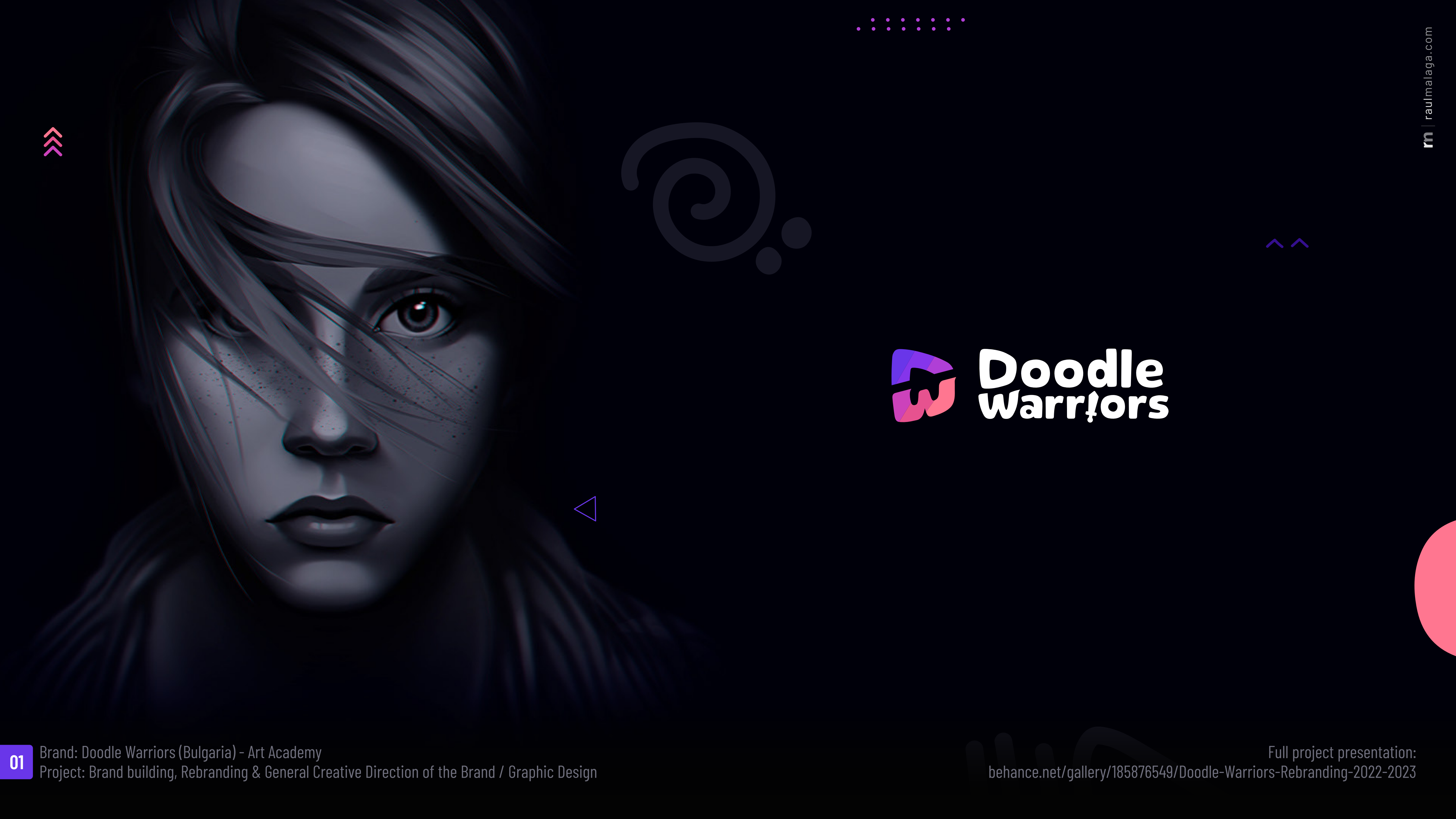
TOTAL COMMITMENT

I will be by your side in every phase of your project.
Exceeding your expectations is my main goal!



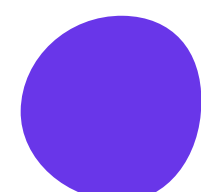
HAPPY CUSTOMERS

I love spoiling my clients.
I want to draw a smile on your face :)



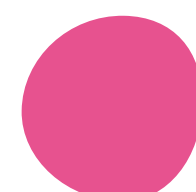
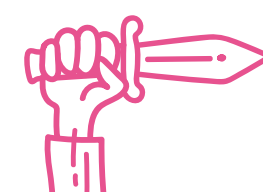
**Doodle
Warriors**

LOGO CREATION



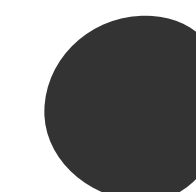
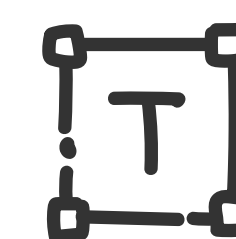
Creator

RGB: R: 105 G: 54 B: 234
6936EA



Warrior

RGB: R: 232 G: 82 B: 144
E85290



Font

RGB: R: 51 G: 51 B: 51
333333



BEFORE

Gradients
(Application issues)

Complex design
(Low recall/Weak Brand Awareness)

No responsive design, Problematic structure
(Medium adaptability, Application issues for certain formats)



MAIN LOGO



ALTERNATIVE LOGO

NOW

No gradients
(Optimal application)

Simple design
(Optimal recall/Solid Brand Awareness)

Responsive design, Compact & functional structure
(Optimal adaptability, Optimal application for any format)



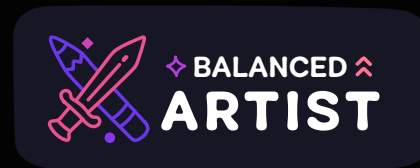
Our creative side: Playful, passionate, unselfish

+



Our heroic side: Determined, brave, enthusiastic

▶



BRAND ARCHITECTURE



Team Server



Community Server



MASTERBRAND



Platform



Free course



(Social Media)

SUB BRANDS
LEVEL I
(Services Categories)



Paid course



Live Critics



Weekly show



Q&A

SUB BRANDS
LEVEL II
(Services Categories)



SUB BRANDS
LEVEL III
(Specific products)

SUB BRANDS

01

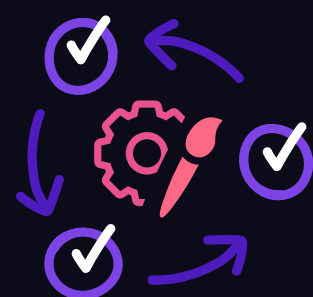
This is the Brand Architecture. I design all the logos and create all the visual universe for the Brand, including: Iconography, Templates for the courses, Graphic Support elements, merch & more



Digital Art Courses for Aspiring Artists

Helping artists on the journey of reaching
a professional level digital art.

Join the Academy →



Develop a
Painting Process



Build
Art Confidence



Make Steady
Art Progress





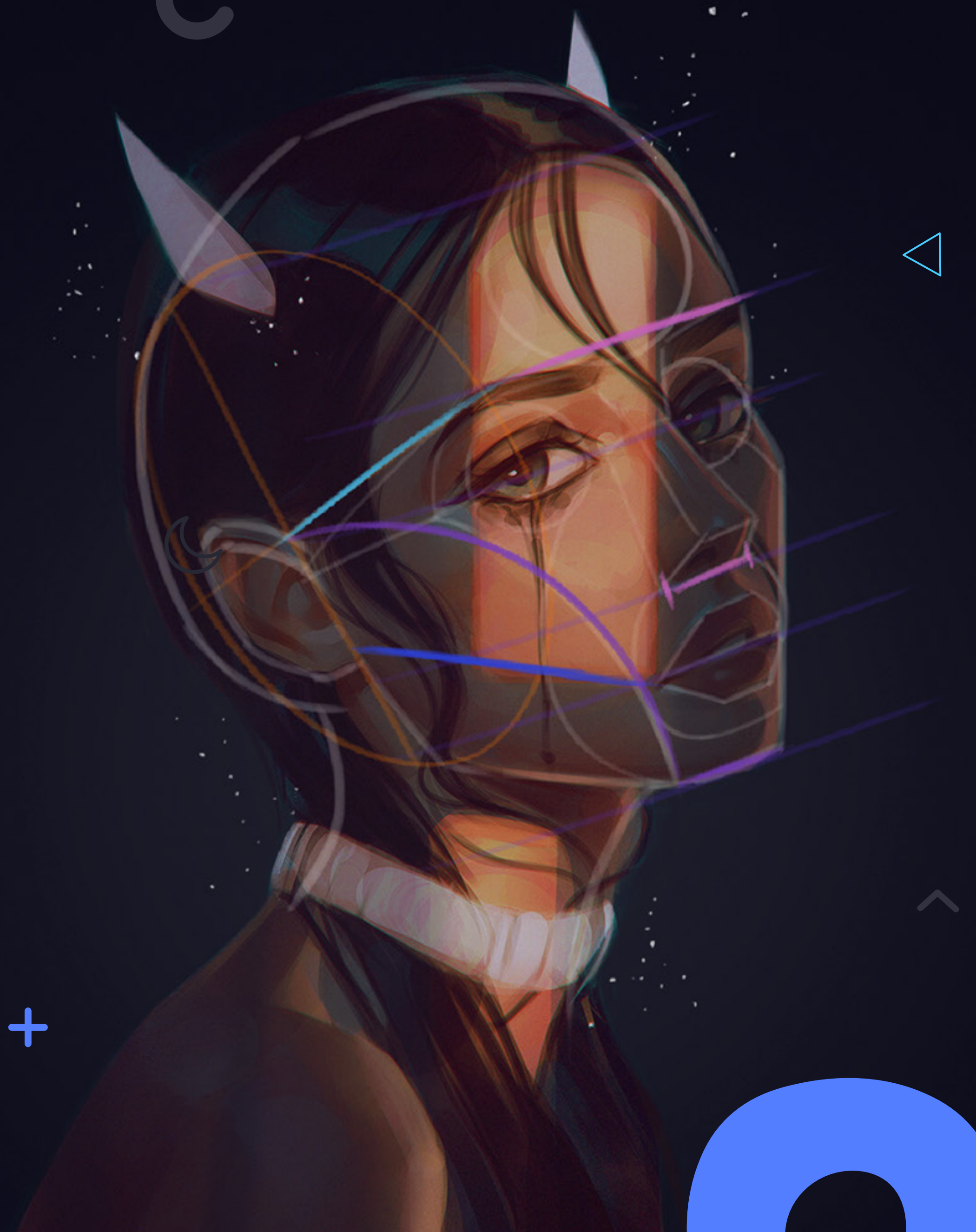
Doodle Warriors

ESSENTIALS

Available course at:



doodlewarriors.com/academy





**Doodle
Warriors**
PORTRAIT SYSTEM

Available course at:



**Doodle
Warriors**
ACADEMY

doodlewarriors.com/academy





Doodle Warriors

PORTRAIT BOOTCAMP

• LIVE CRITICS •

Tuesdays 3:00 PM GMT+3

Join at:



Doodle Warriors
ACADEMY

doodlewarriors.com/academy





Doodle Warriors

FIGURE SYSTEM

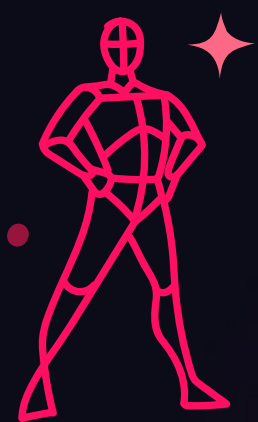
Available course at:



Doodle Warriors
ACADEMY

doodlewarriors.com/academy





Doodle Warriors

FIGURE BOOTCAMP

• LIVE CRITICS •

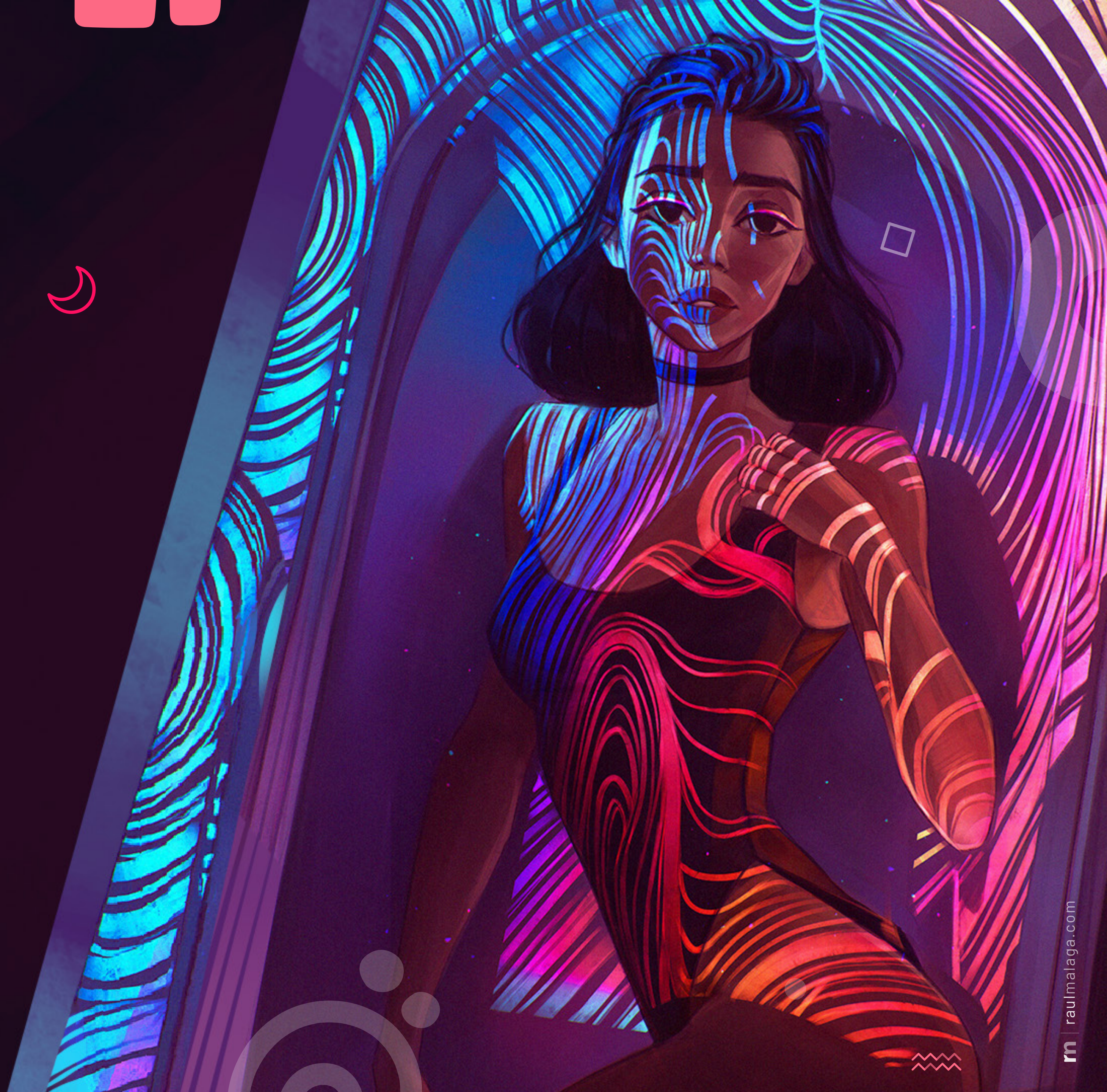
Tuesdays 3:00 PM GMT+3

Join at:



Doodle Warriors
ACADEMY

doodlewarriors.com/academy





Doodle Warriors

STYLES

Available course at:



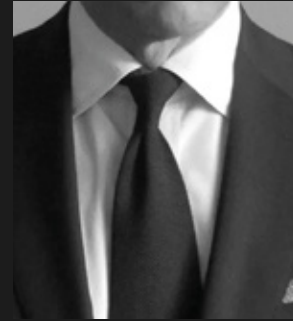
doodlewarriors.com/academy





LOGO CREATION

SHIRT AND TIE
Represents:
ELEGANCE



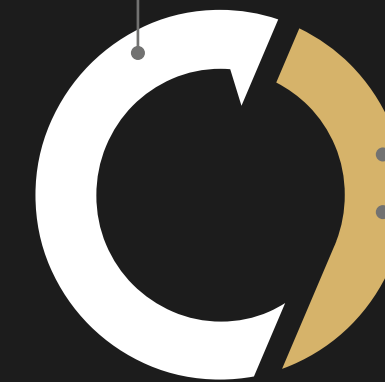
>



>



"C" from
"Carppone"



"GOLDEN" represents "PREMIUM"

This shape represents
"HAIR" Short > Masculine



BEARD
Represents:
BARBERSHOP



>



>



BRANDMARK

>



+



=



>



CARPPONE
PREMIUM BARBER SHOP



BEFORE

Inconsistency in the Naming
(2 languages)

There's no Brandmark
-

No responsive design, Problematic structure
(Medium adaptability, Application issues for certain formats)



CARPPONE
PREMIUM BARBER SHOP



CARPPONE
PREMIUM BARBER SHOP

NOW

Consistency in the Naming
(1 language)

Simple Brandmark design
(Optimal recall/Solid Brand Awareness)

Responsive design, Compact & Functional structure
(Optimal adaptability, Optimal application for any format)







LOGO CREATION

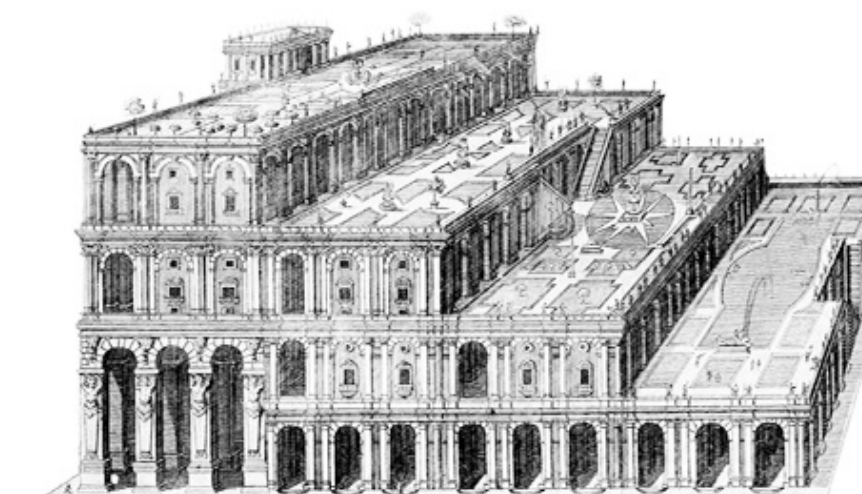
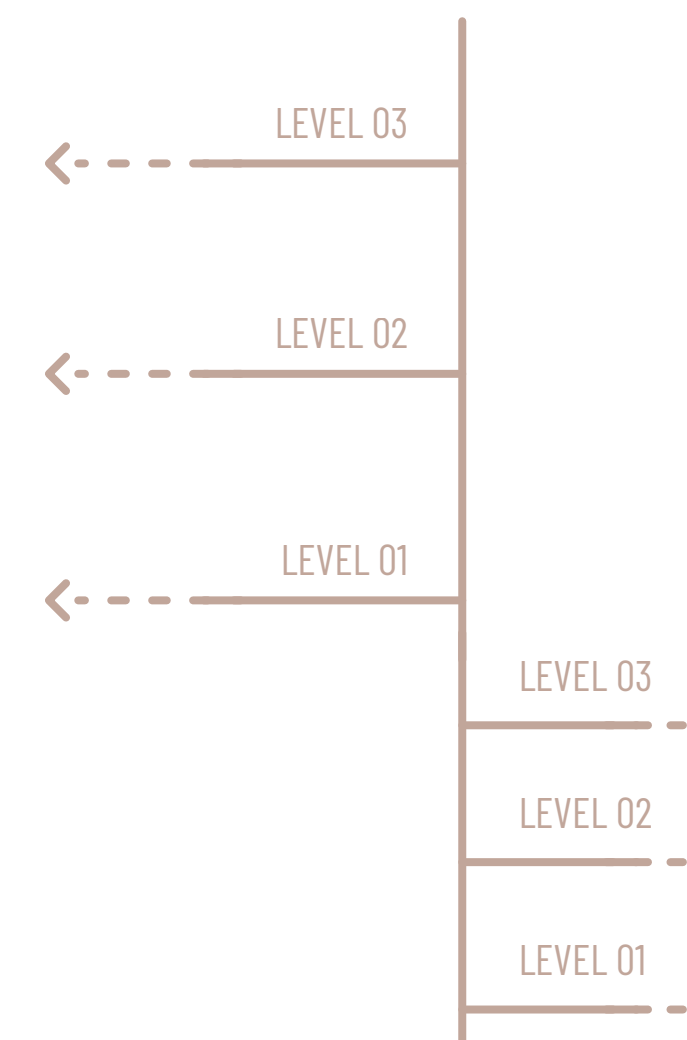
DESIGN

Plants have many endings and different shapes. I represent this in typography using a serif font to allude to the branches of the plants.



LOGO COMPOSITION

I take as a reference the Babylon gardens structure. They were built in levels to simulate the mountains that King Nebuchadnezzar II wife longed for.







CONVERGE[®]

architecture

Innovación y Sostenibilidad

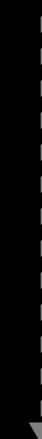
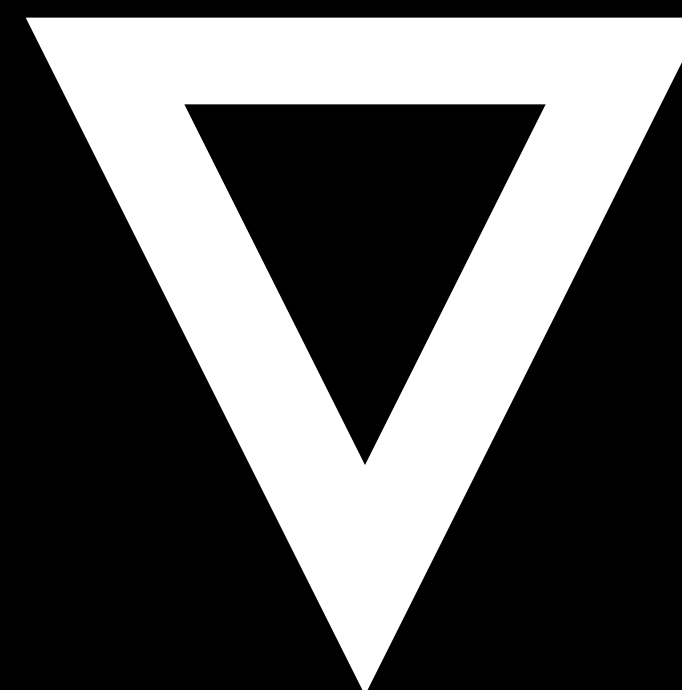
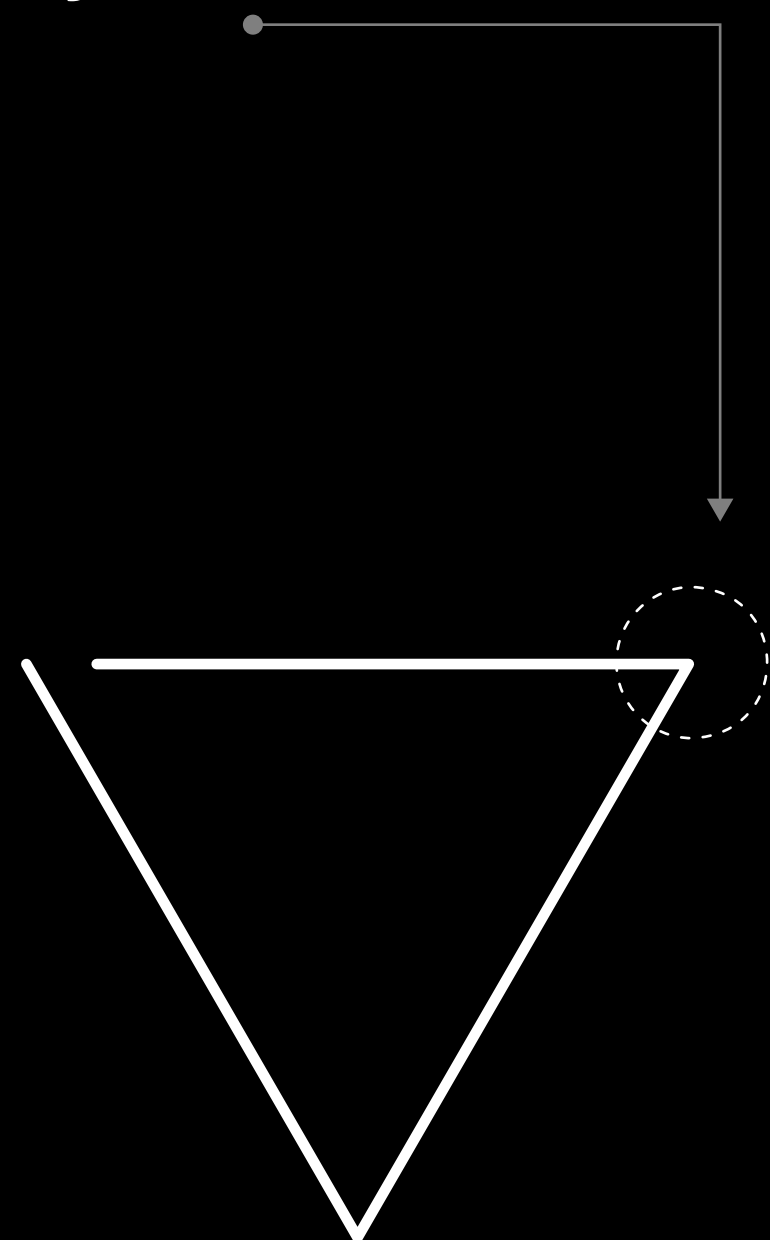
LOGO CREATION

NAMING

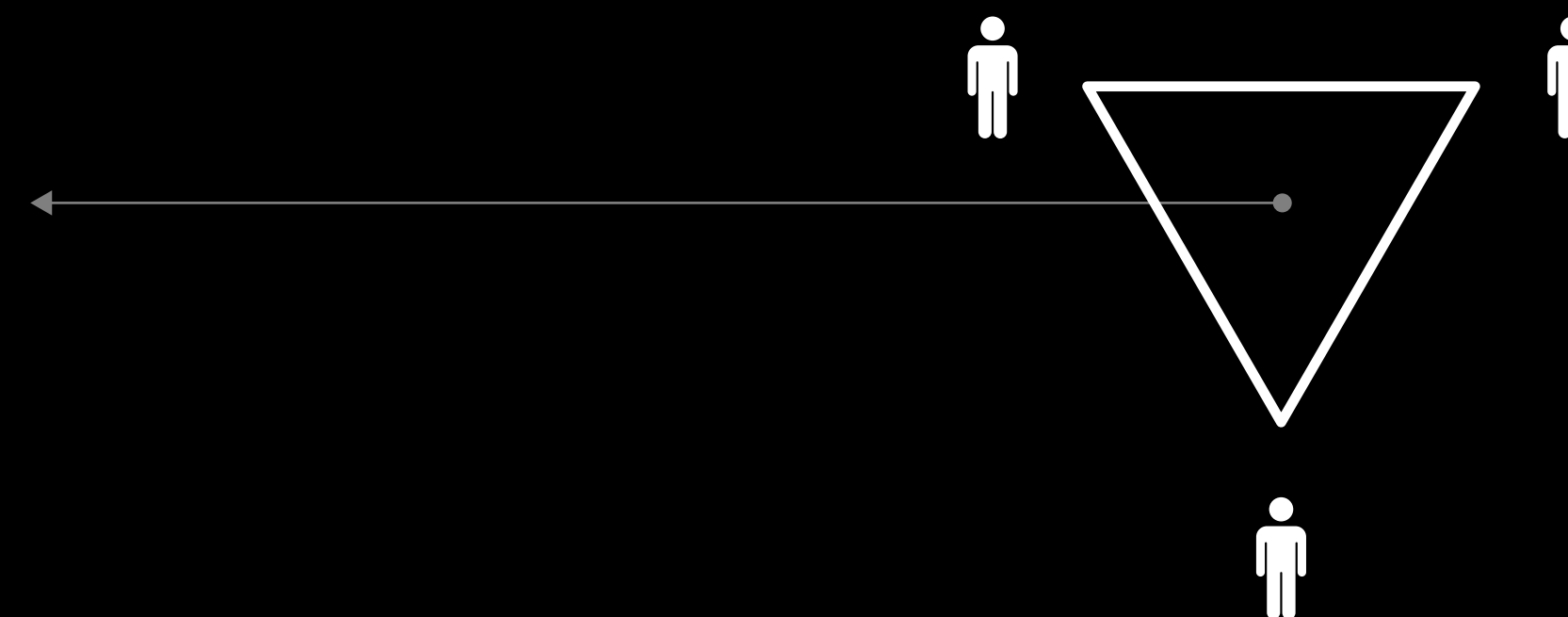
ETYMOLOGY

Converge. It means meeting from different points, inclining the trajectory until the meeting. It refers to people, things, paths, perspectives, etc.

Vergere. "Bend somewhere"






CONVERGE[®]
architecture



DESIGN

3 perspectives > 3 partners

PARTNER 01		_____	PERSPECTIVE 01
PARTNER 02		_____	PERSPECTIVE 01
PARTNER 03		_____	PERSPECTIVE 01





CONVERGE®
architecture

CONVERGE®
architecture

Mauricio Ugarte
CO-FOUNDER ARCHITECT

mauricio@converge-architecture.com | +51 944 823 399

CONVERGE®
architecture

Av. 28 de julio 640 Miraflores - Lima, Perú | converge-architecture.com



Si te quieres, te cuidas.



LOGO CREATION

BRAND PERSONALITY

- 01 Trustworthy
- 02 Healthy
- 03 Leader

COLORS:

2 variations to optimize the awareness of the Brand representative colors .
It is easier to remember 2 colors instead of 4. This also will save printing costs.

Orange:

To represent the flower color.

Green:

To represent the personality trait "Healthy".

02

FONT:

I use a thick font to represent:

- 01 Trustworthy

- 03 Leader:

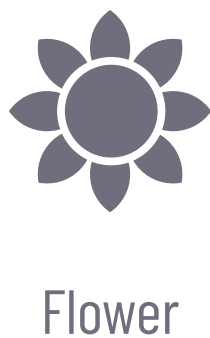
The Brand must transmit this feature through the quality of the products and strategic communication.



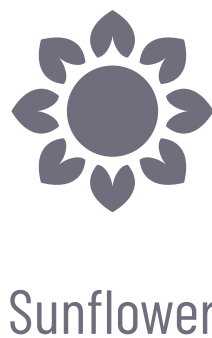
=



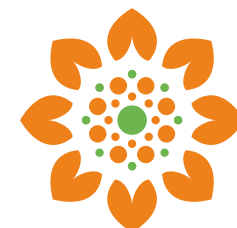
+



=



▶



BRANDMARK

I use the negative space to represent the "sun's rays"



BEFORE

Complex design
(Low recall/Weak Brand Awareness)

Complex Fonts
(Readability problems at long distances)

No responsive design, Problematic structure
(Medium adaptability, Application issues for certain formats)



MAIN LOGO

ALTERNATIVE LOGOS



NOW

Simple design
(Optimal recall/Solid Brand Awareness)

Neat fonts
(Optimal readability to longer distances)

Responsive design, Compact & Functional structure
(Optimal adaptability, Optimal application for any format)



GOURMET





LOGO CREATION



HORIZONTAL VERSION LOGO



VERTICAL VERSION LOGO

KEY ART



LOGO DESIGN



Alonso Rodriguez Miglio



A + R + M









LOGO CREATION



VERTICAL VERSION



HORIZONTAL VERSION

NAMING

Vectorizador(Español) > Vectorizer (English) Meaning:
Person who converts images or photos to their vector format.

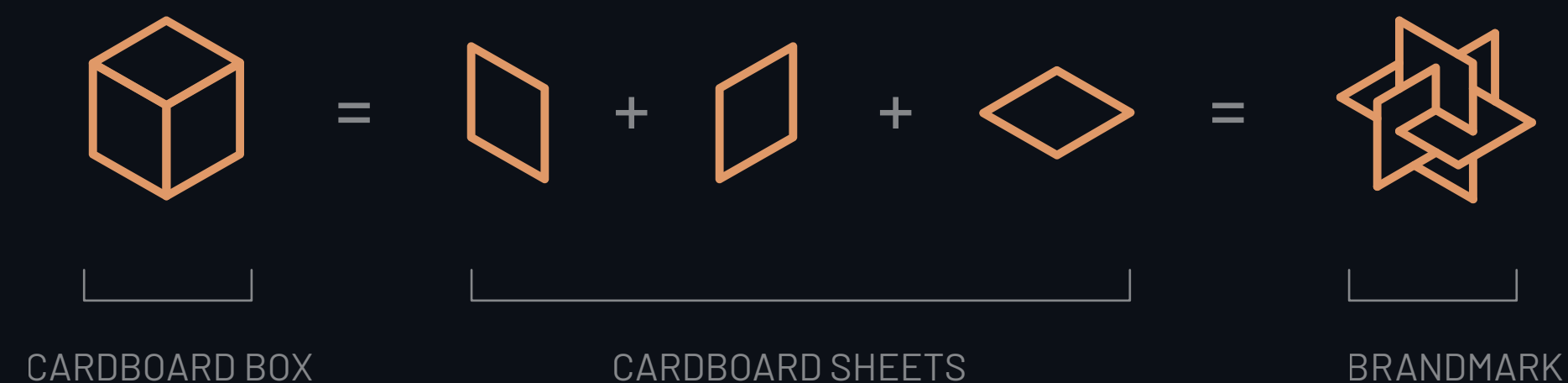
Caricaturista(Español) > Cartoonizer (English) Meaning:
Person who converts real images to their cartoon version.

Cartonizer. Meaning:
Person who converts objects (furniture, toys, etc) to their cardboard format.

Cartonizer, to the plural in Spanglish > CARTONIZERS

DESIGN

The icon design was created based on the representation of the most recognizable cardboard object by anyone, "a cardboard box".





LOGO CREATION



VERTICAL VERSION



HORIZONTAL VERSION

IDEA

Rome is known as the cradle of Law.

The Pantheon constitutes one of the summits of the Roman architecture, perfect in the balance and harmony of its forms and in its impeccable construction. It is one of the best preserved monuments of Ancient Rome.

The columns of the Pantheon are the base that supports this structure.



DESIGN

To create the Brandmark I combine 2 elements:



▶ **THE PANTHEON COLUMN**
Represents solidity, strength



▶ **"M"**
Capital letter of the naming "Marquez"



SYNTHESIS
COLUMN

+



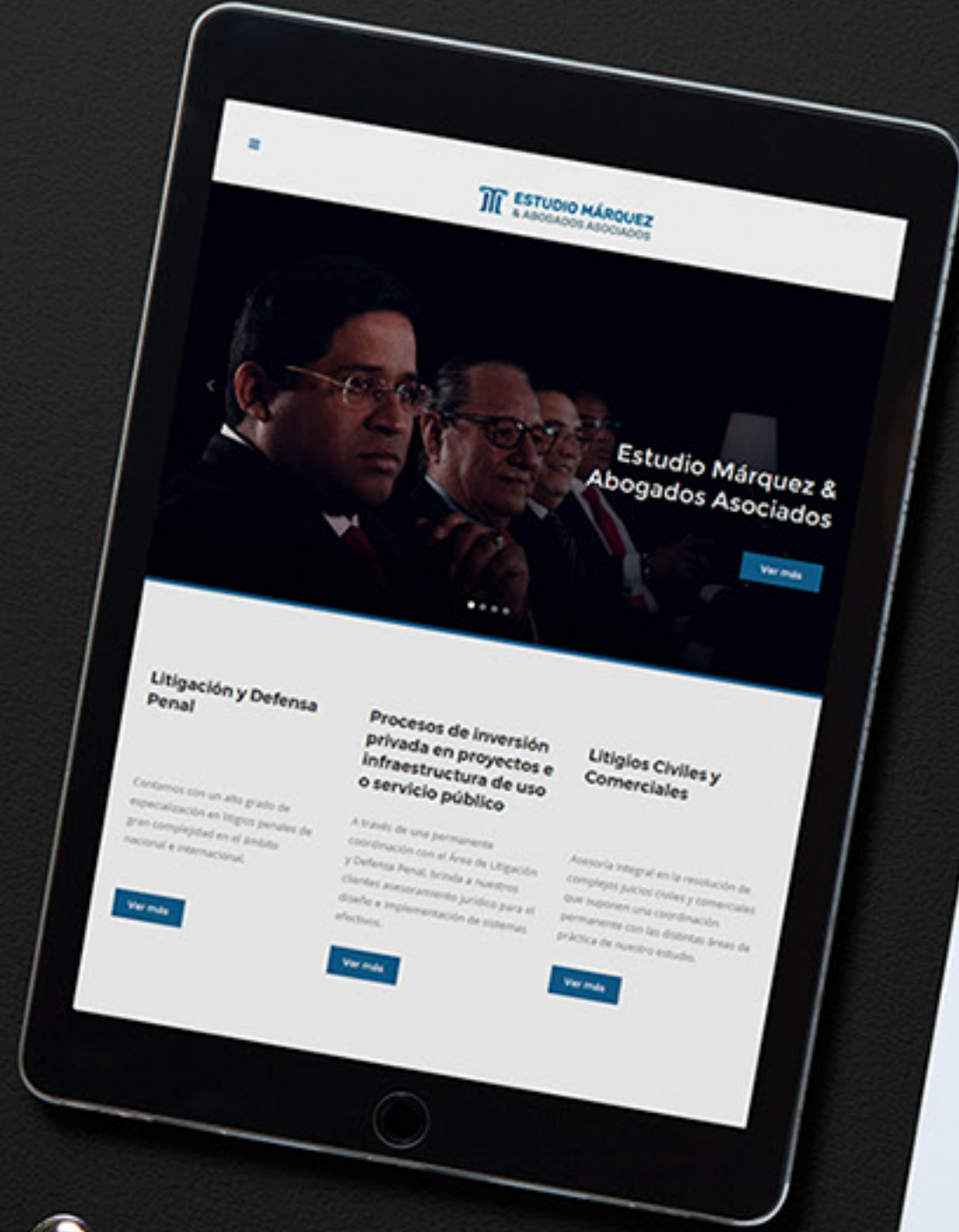
"M"
MÁRQUEZ

=



BRANDMARK







LOGO CREATION



MAIN LOGO



ALTERNATIVE LOGO 01



ALTERNATIVE LOGO 02

NAMING

Meanging > Your ally in the air

DESIGN

The main objective of the design is to transmit dynamism. I communicate this through fonts and design:

Fonts

DYNAMISM > Italic font

AIRALLY
DRONES



AIRALLY
DRONES

Brandmark

DYNAMISM > The brandmark(drone) change position creating 3 logo variants.
This helps to give the brand a more playful look.

POSITION 01

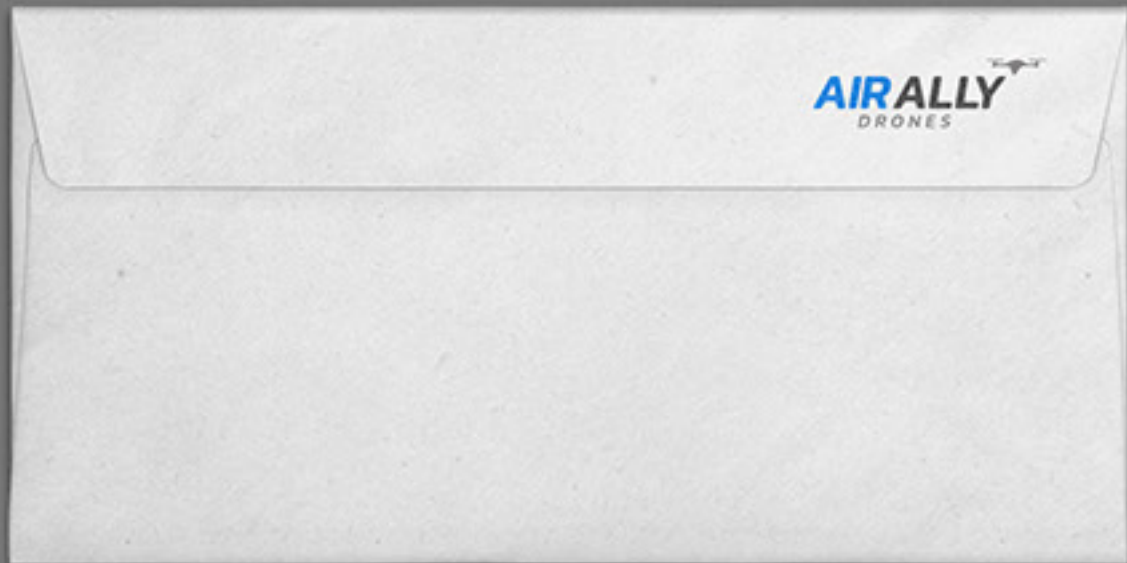
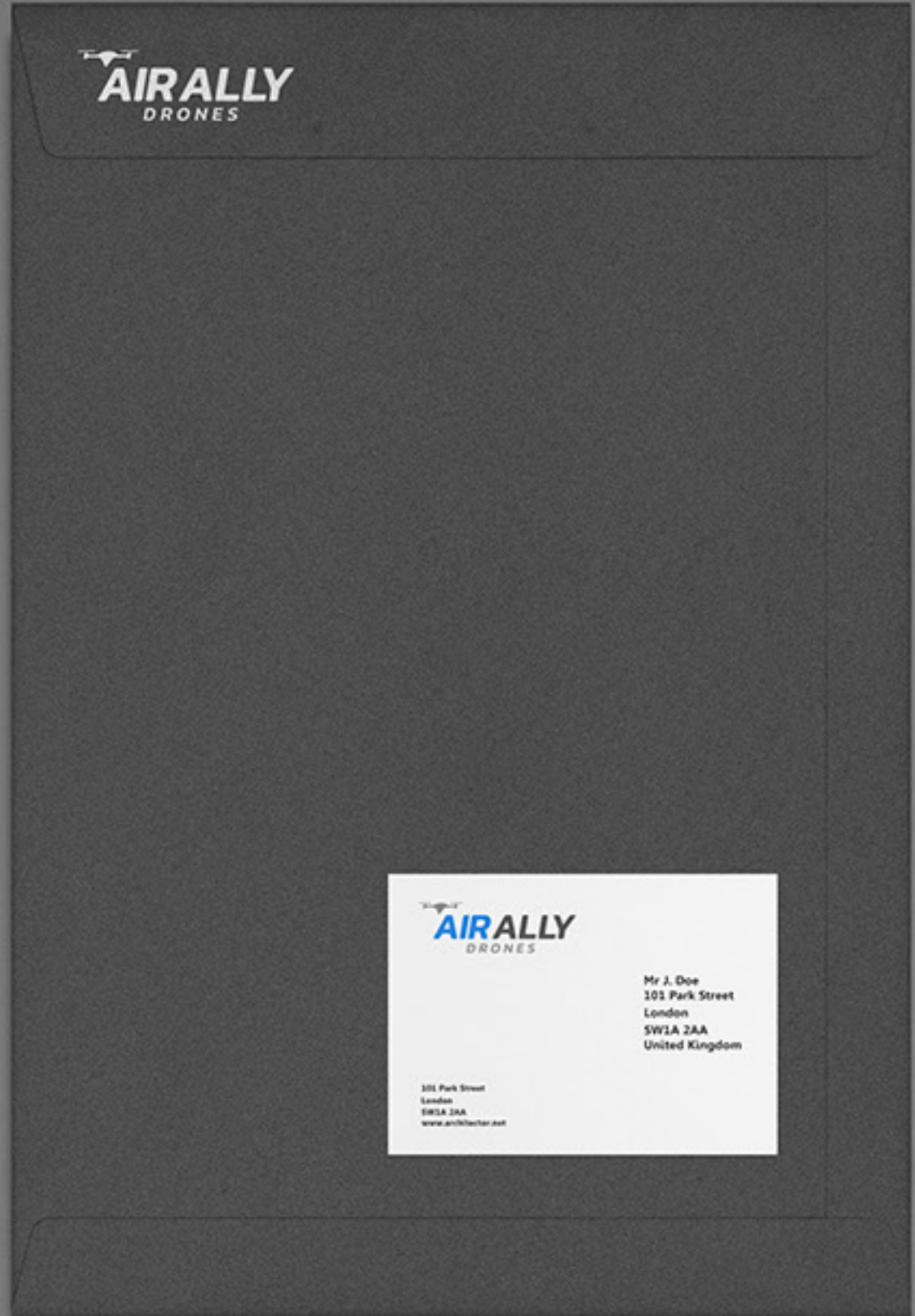
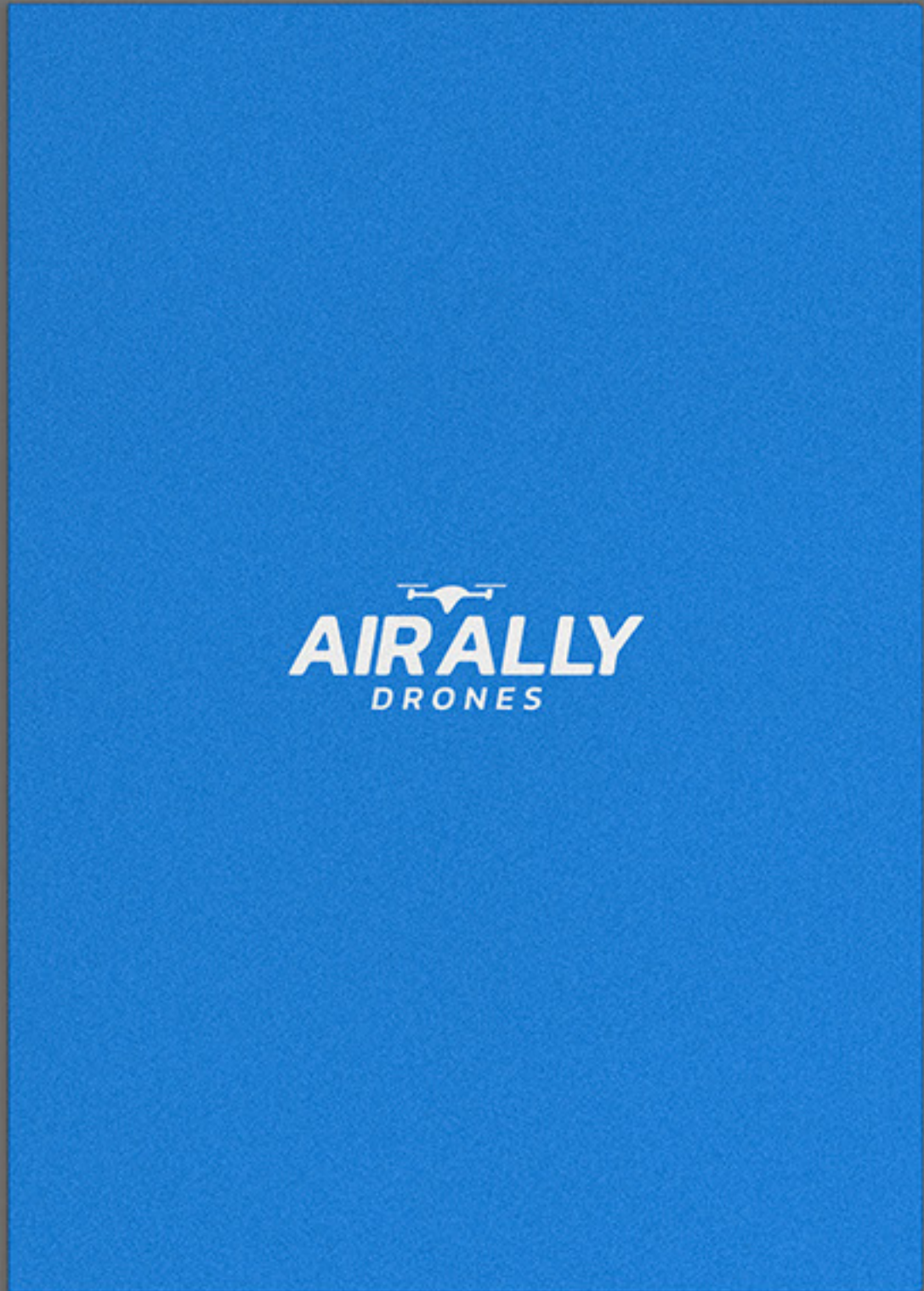


POSITION 02



POSITION 03







Buenazo en todo momento



Q'anchita

MASTERBRAND LOGO



maiz

tostado con sal



maiz Cevichero

Maíz frito con sabor picante limón



Mix maiz Haba's

Tostados con sal



Haba's

fritas con sal



mani

tostado con sal

SUB BRANDS LOGOS (PRODUCTS)

Ready to work with me?




BRANDING | PACKAGING | ILLUSTRATION

More of my work at:
raulmalaga.com

Bē behance.com/raulmalaga

 dribbble.com/raulmalaga

 instagram.com/raulmalaga.branding
instagram.com/raulmalaga.art

 artstation.com/raul_malaga

 raulmalaga.dc@gmail.com | +51 994 232 952