BLOC

Client: Bloc / Connect to build. Build to connect / Architecture and Development firm.

Work: Brand DNA / Branding and visual universe.
Location: San Juan, Puerto Rico.

Expressing integration, dynamism, and the breadth of the studio was one of the primary objectives of this identity. Based in Puerto Rico and New York, Bloc is created to serve as a bridge between the intangible and the concrete in functional architecture.

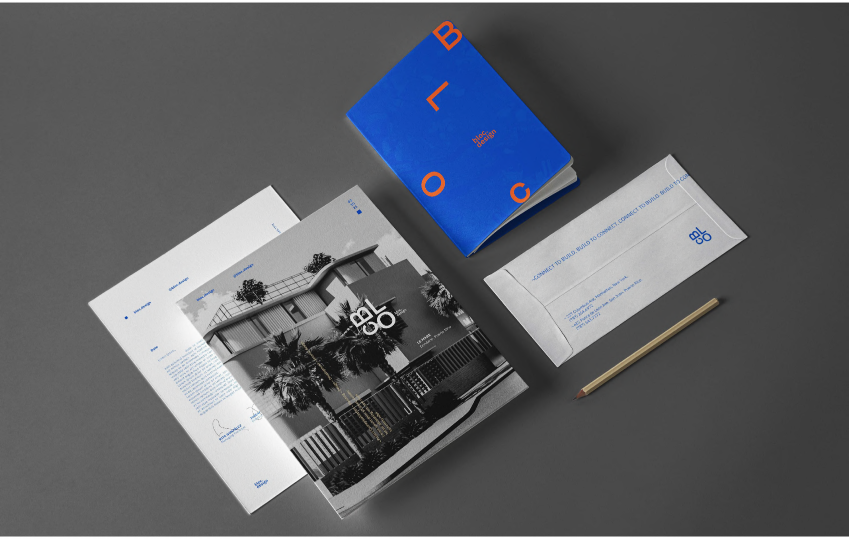
BLOC
bloc.
design

bloc.
design

bloc.
develop

bloc.
design &
develop

With a collaborative and contemporary perspective on the industry, the goal was to develop an identity that would allow them to stand out in both countries. Using patterns and resources, they sought to convey a different vision of architecture.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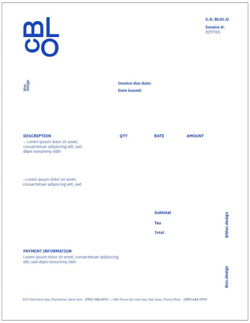
C
~CONNECT TO BUILD. BUILD TO CONNECT. CONNECT TO BUILD. BUILD TO CON
~227 Columbus Ave, Manhattan, New York. (787) 254.6972
~682 Ponce de León Ave, San Juan, Puerto Rico. (787) 643.7372
LE MARE
Condado, Puerto Rico
bloc.design
@bloc.design
Date
RITA GONZÁLEZ



S.A: BLOC.D

Invoice #:
029765

bloc.
design

Invoice due date:
Date issued:

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Subtotal
Tax
Total

@bloc.design

PAYMENT INFORMATION
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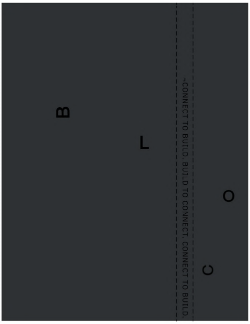
bloc.design

227 Columbus Ave, Manhattan, New York. (787) 254.6972 ¬ 682 Ponce de León Ave, San Juan, Puerto Rico. (787) 643.7372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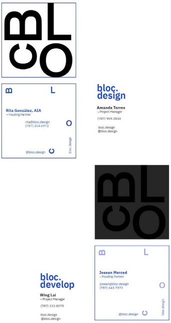
~CONNECT TO BUILD. BUILD TO CONNECT. CONNECT TO BUILD.



B L
Rita González, AIA
¬ Fouding Partner
rita@bloc.design
(787) 254.6972
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Amanda Torres
¬ Project Manager
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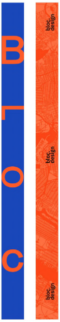
Wing Lai
¬ Project Manager
(787) 222.8275
bloc.design
@bloc.design

B L
Josean Merced
¬ Fouding Partner
josean@bloc.design
(787) 643.7372
O
@bloc.design C
bloc.design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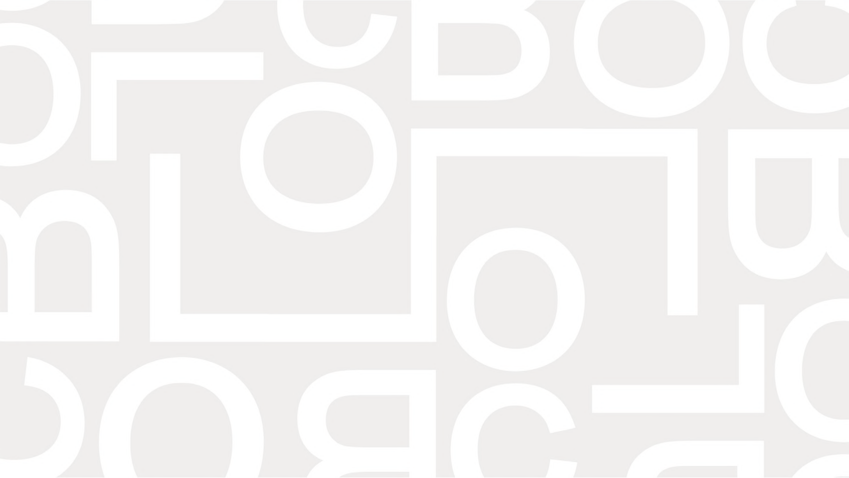
design

Beginning with a neutral base palette of black and white, two colors representing the brand's location were added to lend the identity a youthful and up-to-date impression.



bloc.
design
CREATIVIDAD
INTEGRACIÓN
MOVIMIENTO
VITALIDAD
PROFESIONALIDAD
TENDENCIA
STREE
CONNECT TO BUILD. BUILD TO CONNECT
bloc design & development.

ALTER

Client: Alter / Your new way of doing finances / Personal finance consulting.

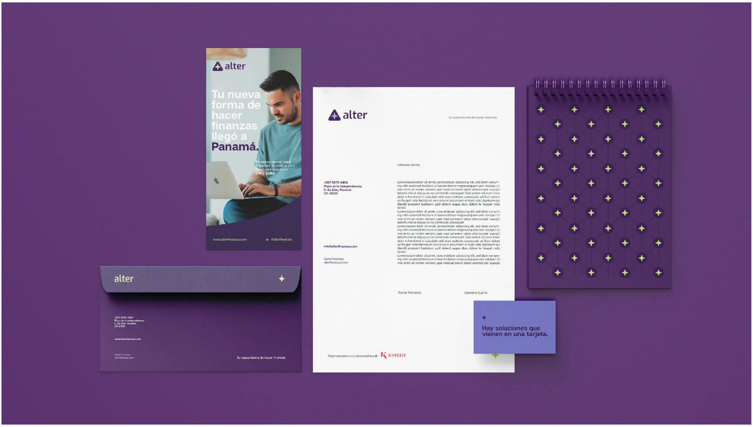
Work: Naming / Brand DNA / Branding and visual universe.
Location: Panamá City, Panamá.

alter

An educational platform that offers a new way of conducting finances using tokenized gold and silver for transactions throughout the country. Through simple and engaging visual language, we aim to break down a complex subject and bring it closer to the general public.

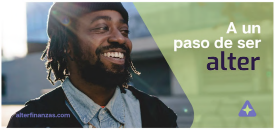
alter
Tu nueva forma de hacer finanzas

alter


alter
Tu nueva forma de hacer finanzas llegó a Panamá.
Te asesoramos para impulsar tu vida a otro nivel invirtiendo en oro y plata
www.alterfinanzas.com
@alterfinanzas
alter
Tu nueva forma de hacer finanzas
Estimado cliente,
+507 6070 4464
Plaza de la Independencia,
C. 5a Este, Panamá
CP. 01001
info@alterfinanzas.com
@alterfinanzas
alterfinanzas.com
Representantes en Latinoamérica de KINESIS
Hay soluciones que vienen en una tarjeta.
alter
Tu nueva forma de hacer finanzas

The use of the star and pyramid symbols in the logo was a way to represent the growth possibilities taught by this financial education platform based on digital gold and silver.

Hay solucione
vienen en un
alter
Bolivar Mendieta
bmendieta@alterfinanzas.com
+507 6070-4464
Plaza de la Independencia,
C. 5a Este, Panamá
CP. 01001
› alterfinanzas.com
› @alterfinanzas


A un
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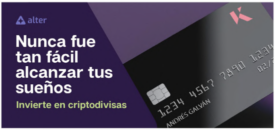
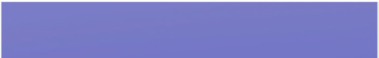
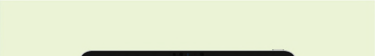
alter
alterfinanzas.com


alter
Nunca fue tan fácil alcanzar tus sueños
Invierte en criptodivisas
1234 4567 7890 1234
02/
ANDRÉS GALVÁN

Institutional and commercial designs were created to provide communication tools to the diverse audience targeted by this proposal.





alter
alter
alter

Obtén libertad financiera aprendiendo a invertir con nosotros
Invierte en oro y plata
alter
Tu nueva forma de hacer finanzas

11:11 AM
100%
Instagram
alterfinanzas

¿Cuáles son las ventajas de invertir en oro y plata?

alter

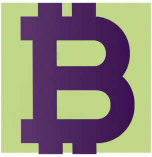
500 likes

alternfinanzas Aprende a invertir en cryptodivisas.

alterfinanzas

Bolivar Mendieta
Coach inversionista

Te enseñamos cómo puedes potenciar tus ingresos invirtiendo en oro y plata.



alter
Tu nueva forma de hacer finanzas

alter
Tu nueva forma de hacer finanzas
alter

Estimado cliente,

+507 6070-4454
Plaza de la Independencia,
C. 5a Este, Panamá
CP. 01001

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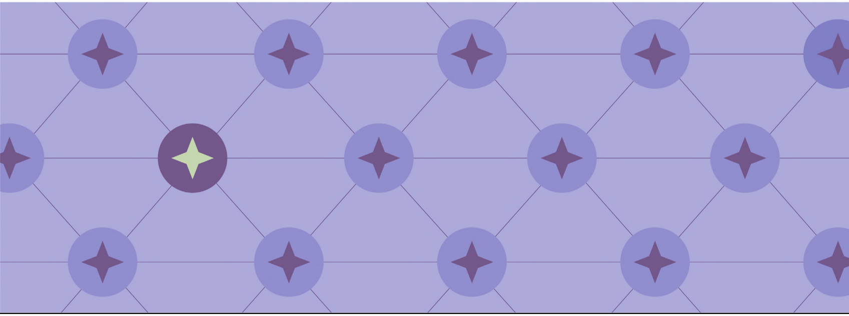
wisi enim ad minim veniam, quis nos

info@alterfinanzas.com

@alterfinanzas
alterfinanzas.com

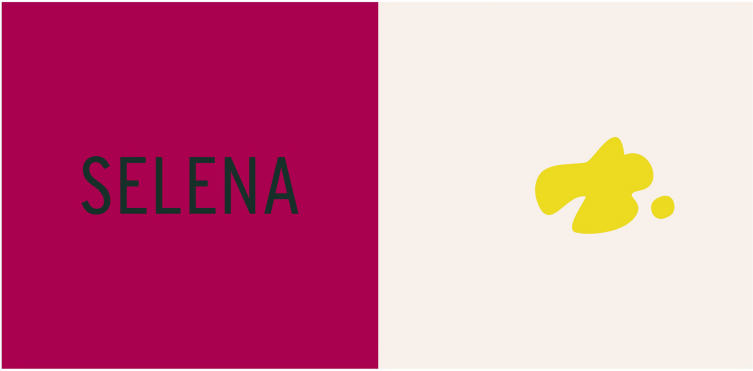
Bolivar Mendieta



SELENA

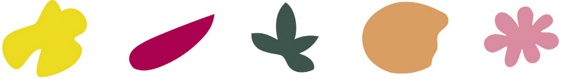
Client: Selena / A space where everyone always has an option to enjoy / Restaurant.

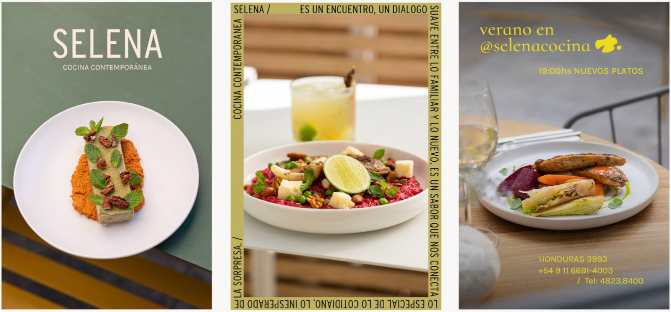
Work: Brand DNA / Rebranding and visual universe.
Location: Buenos Aires, Argentina.



With straight and stylized lines, we designed a typographic logo accompanied by a symbol and organic shapes that recreate the world of flavors and textures of this cuisine. A vibrant color palette was used to represent the freshness and contemporaneity of the proposal, which works both day and night.

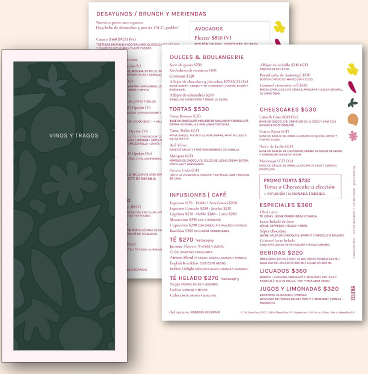
SELENA
SELENA
ES UN SABOR QUE NOS CONECTA, LO ESPECIAL DE LO COTIDIANO, LO INESPERADO DE LA SORPRESA.
Es un encuentro, un diálogo suceve entre lo familiar y lo nuevo.
HONDURAS 3993 / @SELE CINA / restauranteselena@gmail.co
SELENA
HONDURAS 3993
@selenacocina
POR ROMI STOPPANI
restaurante selena@gmail.com




SELENA
COCINA CONTEMPORÁNEA
SELENA / ES UN ENCUENTRO, UN DIALOGO SUAVE ENTRE LO FAMILIAR Y LO NUEVO, ES UN SABOR QUE NOS CONECTA LO ESPECIAL DE LO COTIDIANO, LO INESPERADO DE LA SORPRESA. / COCINA CONTEMPORANEA
verano en
@selenacocina
19:00hs NUEVOS PLATOS
HONDURAS 3993
+54 9 11 6691-4003
/ Tel: 4823.8400

Different menu designs were created to meet the diverse culinary offerings throughout the day.

SELENA
COCINA CONTEMPORÁNEA



VINOS Y TRAGOS

DESAYUNOS / BRUNCH Y MERIENDAS

Nuestros panes son veganos.
Hay leche de almendras y pan sin TACC, ¡pedilo!

AVOCADOS

Platter $850 (V)

DULCES & BOULANGERIE

Scon de queso $270
Medialuna de manteca $105
Croissant $120
Alfajor de chocolate y pistachos $270 (GF) (Ve)
MASA SABLÉE, GANACHE DE CHOCOLATE, FRUTOS ROJOS Y PISTACHOS.
Alfajor de almendras $270
SABLÉE DE ALMENDRAS Y DULCE DE LECHE.
Alfajor de vainilla $240 (GF)
CON DULCE DE LECHE.
Pound cake de maracuyá $270
BUDÍN HÚMEDO DE MARACUYÁ Y COCO.
Caramel cinnamon roll $320
MASA ESPONJOSA CON CANELA, MANZANA Y SALSA CARAMEL. SE SIRVE TIBIO

TORTAS $530

Torta Bonoco (GF)
BASE DE CHOCOLATE, MOUSSE DE AVELLANAS Y CHOCOLATE, CREMA DE VAINILLA Y AVELLANAS TOSTADAS.
Torta Toffee (GF)
MASA SABLÉE, PISTACHOS, ALMENDRAS, MANÍ, NUECES Y SALSA TOFFEE.
Red Velvet
CAKE DE CACAO Y FROSTING CREMOSO DE VAINILLA.
Márgara (GF)
HÚMEDA DE CHOCOLATE, DULCE DE LECHE, CREMA BATIDA, FRUTILLAS Y ARÁNDANOS.
Carrot Cake (GF)
TORTA DE ZANAHORIA, NUECES Y ESPECIAS, CON FROSTING DE LIMA.

CHEESCAKES $530

Lima & Coco (GF) (Ve)
BASE DE CHOCOLATE, CREMA DE CAJÚ, COCO Y LIMA CON GANACHE DE CHOCOLATE.
Frutos Rojos (GF)
BASE DE SABLÉE DE VAINILLA, CREMA DE QUESO, LIMÓN Y FRUTOS ROJOS.
Dulce de Leche (GF)
BASE DE SABLÉE DE CHOCOLATE, CREMA DE DULCE DE LECHE Y TOPPING DE DULCE DE LECHE.
Maracuyá (GF) (Ve)
BASE DE SABLÉE DE VAINILLA, CREMA DE CAJÚ Y CURD DE MARACUYÁ.

PROMO TORTA $730
Torta o Cheesecake a elección
+ INFUSIÓN | LIMONADA | BEBIDA

INFUSIONES | CAFÉ

Espresso $170 - Doble / Americano $200
Espresso Cortado $200 - Jarrito $230
Lágrima $230 - Doble $280 - Latte $280
Mocaccino $290 CON CHOCOLATE.
Capuccino $290 CON CHOCOLATE RALLADO Y CANELA.
Bombón $300 CON LECHE CONDENSADA.

TÉ $270 Tealosophy

Jasmine Flowers TÉ VERDE Y JAZMÍN.
Calm DIGESTIVO Y RELAJANTE.
Artisan Blend TÉ NEGRO, ROSAS, LAVANDA Y VAINILLA.
English Breakfast CLÁSICO TÉ NEGRO.
Indian Delight ANÍS ESTRELLADO, CANELA Y JENGIBRE.

TÉ HELADO $270 Tealosophy

Negro FRUTOS ROJOS Y JENGIBRE.
Indian NARANJA Y MENTA.
Calm LIMÓN, MENTA Y JENGIBRE.

ESPECIALES $360

Chai Latte
TÉ INDIAN, LECHE CONDENSADA Y CANELA.
Latte helado de óreo
LECHE, ESPRESSO, HELADO Y ÓREO.
Súper chocolate
LECHE, SALSA DE CHOCOLATE, BARRITA Y CHOCOLATE RALLADO.
Caramel latte helado
CON LATTE, SALSA DE CHOCOLATE Y SALSA CARAMEL.

BEBIDAS $220

LÍNEA COCA 354 ML | PASO DE LOS TOROS POMELO 354 ML | AGUA ECO DE LOS ANDES 500 ML | AQUARIUS 500 ML

LICUADOS $360

BANANA | DURAZNO, MARACUYÁ Y JENGIBRE | FRUTILLA Y NARANJA | FRUTOS ROJOS | KIWI Y MANZANA VERDE

JUGOS Y LIMONADAS $320

EXPRIMIDO DE NARANJA | POMELO
LIMONADA DE FRUTOS ROJOS | MENTA Y JENGIBRE | POMELO | MARACUYÁ

SELENA

chef ejecutiva ROMINA STOPPANI

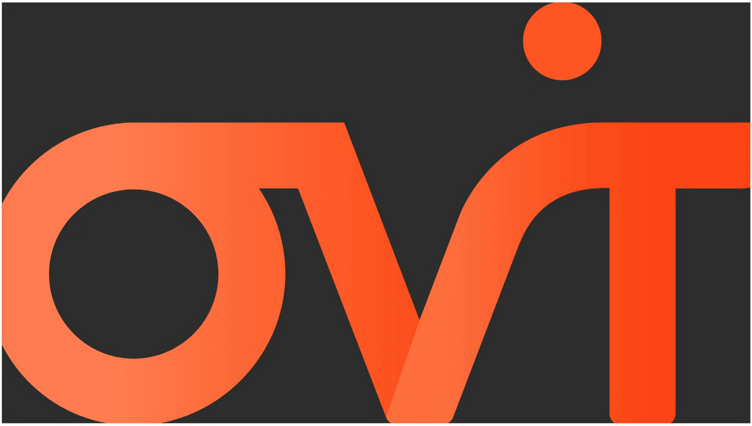
A versatile pattern was created, allowing the combination of different colors to serve as the basis for graphic elements, packaging, and textiles.

A / SELENA / SELENA / S
SELENA
SELENA

OVIT

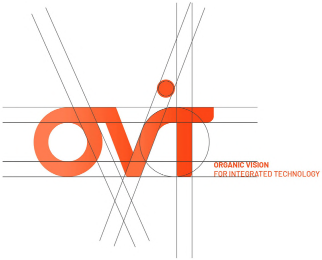
Client: Ovit / Organic Vision for Integrated Technology /
Technology consultancy specializing in robotic process automation.

Work: Naming / Branding and visual universe.
Location: San Juan, Puerto Rico.

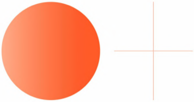


A logo with organic lines yet supported by a structural framework, thereby recreating the support that technology provides to processes.

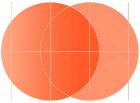
Upon closer examination, the symbol reveals the shape of a person. This signifies the human capital that this consultancy places as its primary focus.


ORGANIC VISION
FOR INTEGRATED TECHNOLOGY

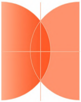
ORGANIC
VISION
FOR
INTEGRATED
TECHNOLOGY
www.ovit.tech



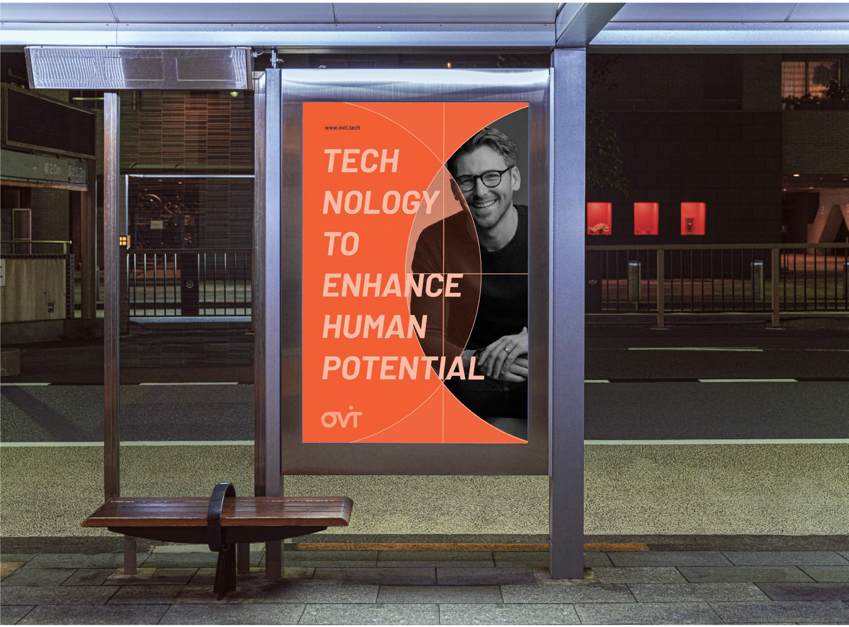
Elementos base



Estructura primaria



Unidad base


www.ovit.tech
TECH NOLOGY TO ENHANCE HUMAN POTENTIAL
ovit

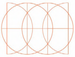
Throughout the identity, the structural elements of the system intersect with images, just as technology is intertwined with human resources. This is why photography with people in the foreground plays a prominent role in the proposal.

ovit
About us
Services
Ovit automation
Clients
Contact
ORGANIC VISION FOR INTEGRATED TECHNOLOGY
MacBook Pro

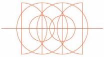
ovit
www.ovit.tech
@ovit.tech
Gerardo Rodriguez Diaz
Founder & CEO
Av. Luis Muñoz Rivera 846
Piso 12. Ap.1104
San Juan, PR.
gerardo@ovit.tech
ORGANIC VISION FOR INTEGRATED TECHNOLOGY

A color palette was developed to represent the energy and personality of this consultancy, which has Puerto Rico as its operational base.

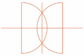
EMPLOYEE GUIDE
OVIT



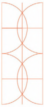
Integración



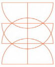
Energia



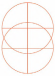
Estructura



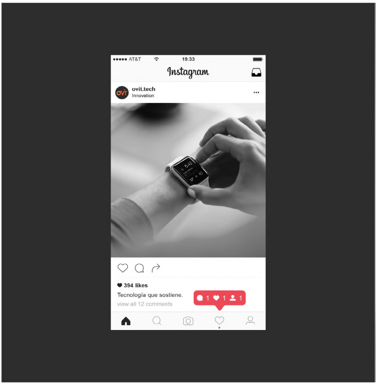
Flexibilidad



Innovación



Sensibilidad


AT&T
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Instagram
OVIT
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ovit.tech
Innovation

394 likes
Tecnología que sostiene.
view all 12 comments

BUENOS AIRES VERDE

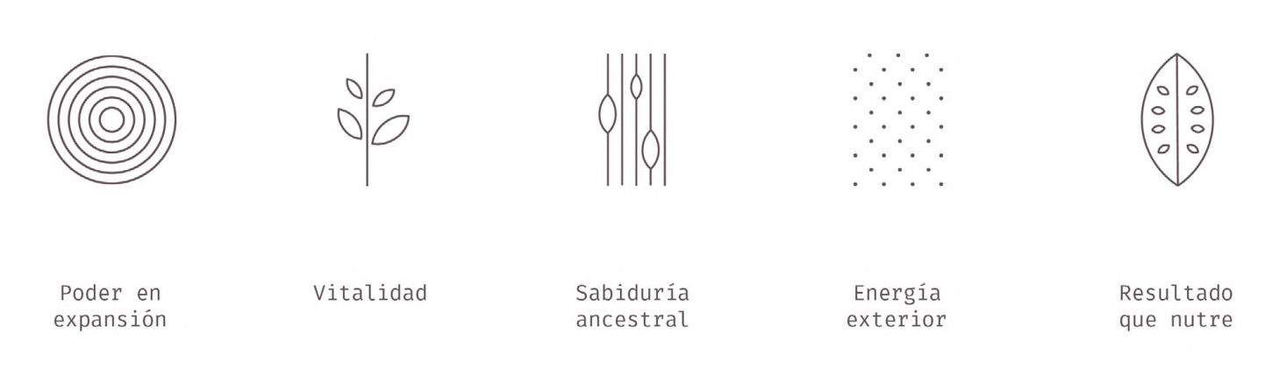
Client: Buenos Aires Verde / Smart nutrition /
Restaurant with vegetarian, vegan, and Raw offerings.

Work: Rebranding / Art direction / Interior design / Website design /
Social media Strategy and content / Photography / Consultancy.
Location: Buenos Aires, Argentina.

Buenos Aires Verde promotes a shared lifestyle, an individual vision that expands into the collective. It's about recognizing and valuing the real origin of things.

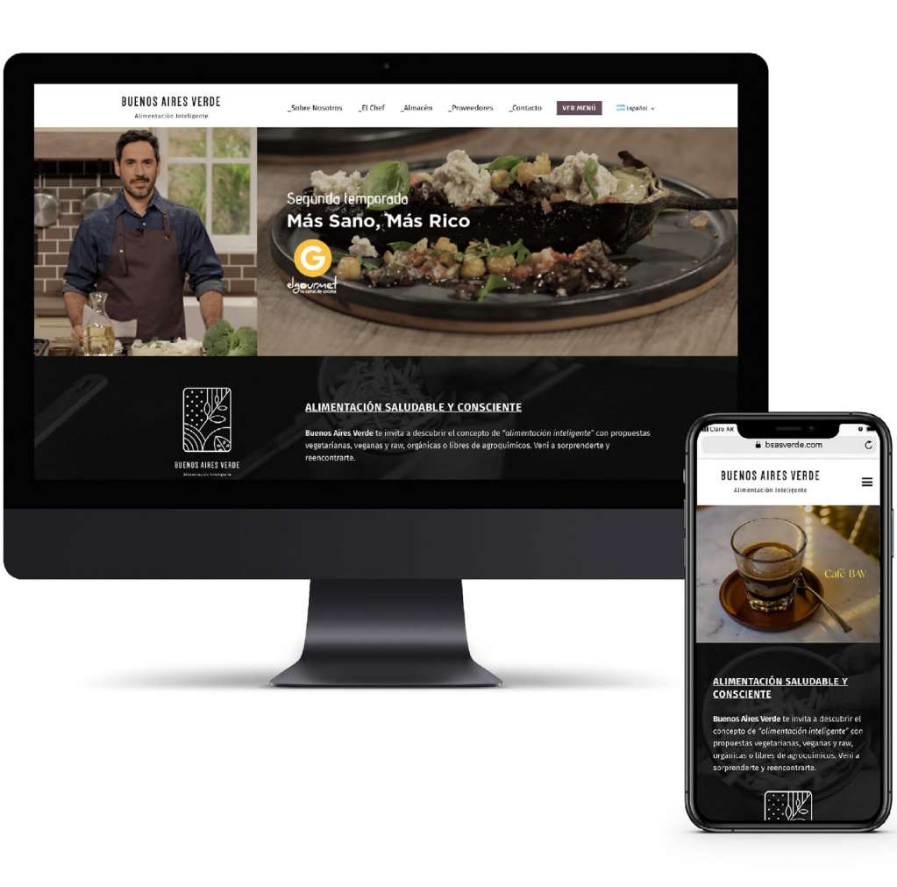
BUENOS AIRES VERDE
Alimentación Inteligente

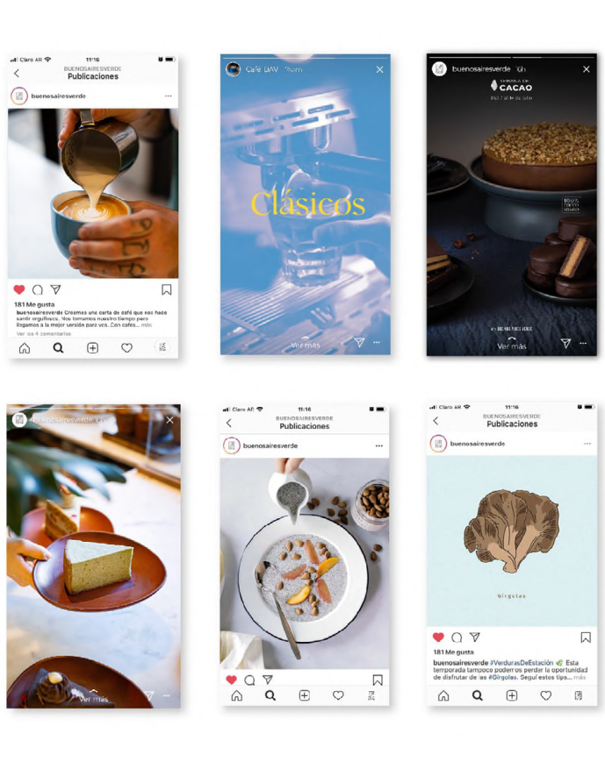
To represent the essence of Buenos Aires Verde, a logo was developed that abstractly tells the story of the life cycle on Earth. The elements that compose the figure also function individually, conveying the concepts that each one symbolizes. A brown color palette reinforces the earthy origin of the food.

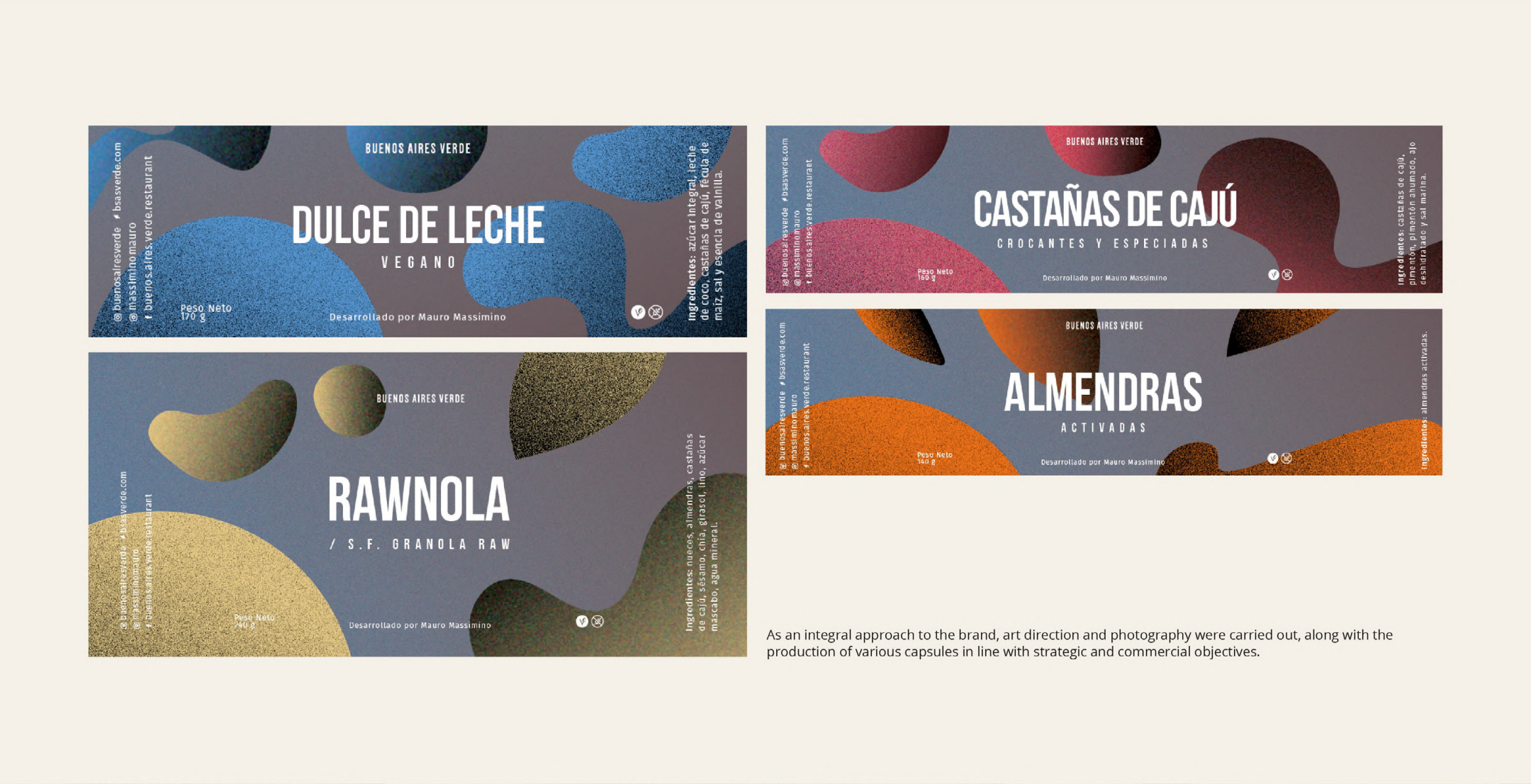

Poder en expansión
Vitalidad
Sabiduría ancestral
Energía exterior
Resultado que nutre

BUENOS AIRES VERDE

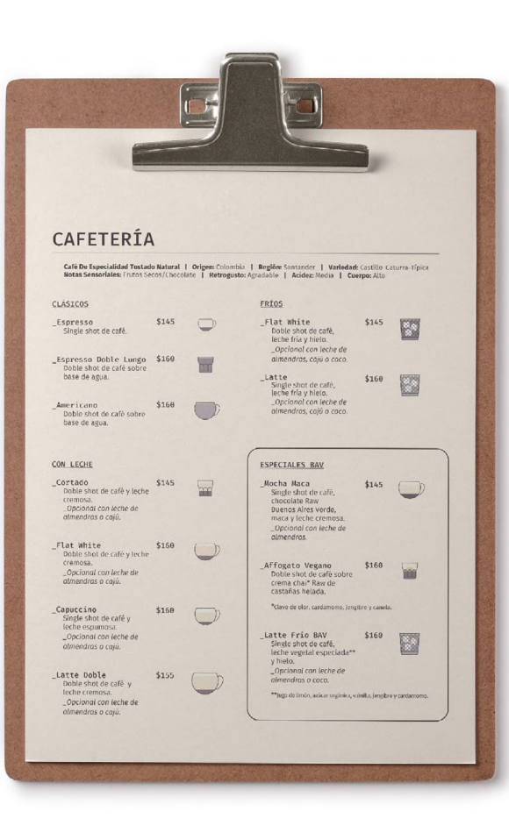
The interior design of the restaurant was crafted to bring the visual universe to life, recreating a warm industrial style with a masculine character, as envisioned by its creator. As an integral approach to the brand, art direction and photography were carried out, along with the production of various capsules in line with strategic and commercial objectives.

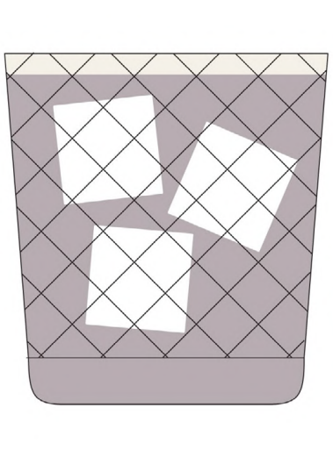

BUENOS AIRES VERDE
Segunda temporada
Más Sano, Más Rico
ALIMENTACIÓN SALUDABLE Y CONSCIENTE




BUENOS AIRES VERDE
DULCE DE LECHE
VEGANO
RAWNOLA
/ S.F. GRANOLA RAW
CASTAÑAS DE CAJÚ
CROCANTES Y ESPECIADAS
ALMENDRAS
ACTIVADAS
Desarrollado por Mauro Massimino

As an integral approach to the brand, art direction and photography were carried out, along with the production of various capsules in line with strategic and commercial objectives.



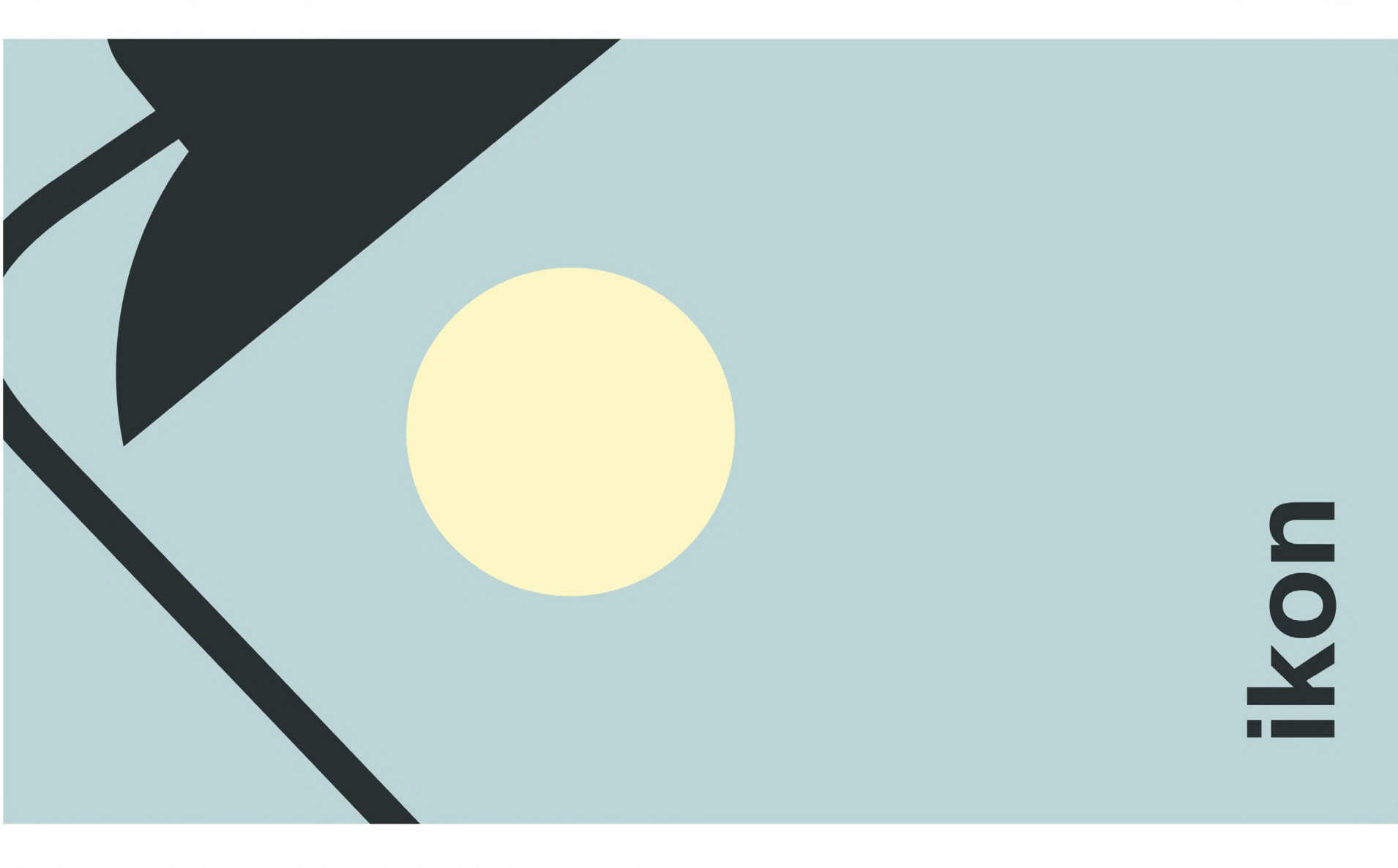


Likewise, all commercial and institutional communication was designed: menus, announcements, activations, and packaging.

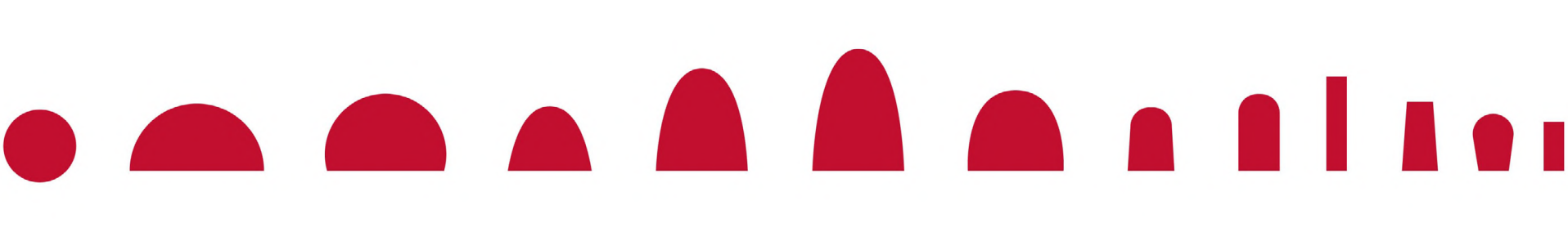
IKON LAMPS

Client: Ikon lamps / Ideas need light /
Design and manufacturing brand of lamps.

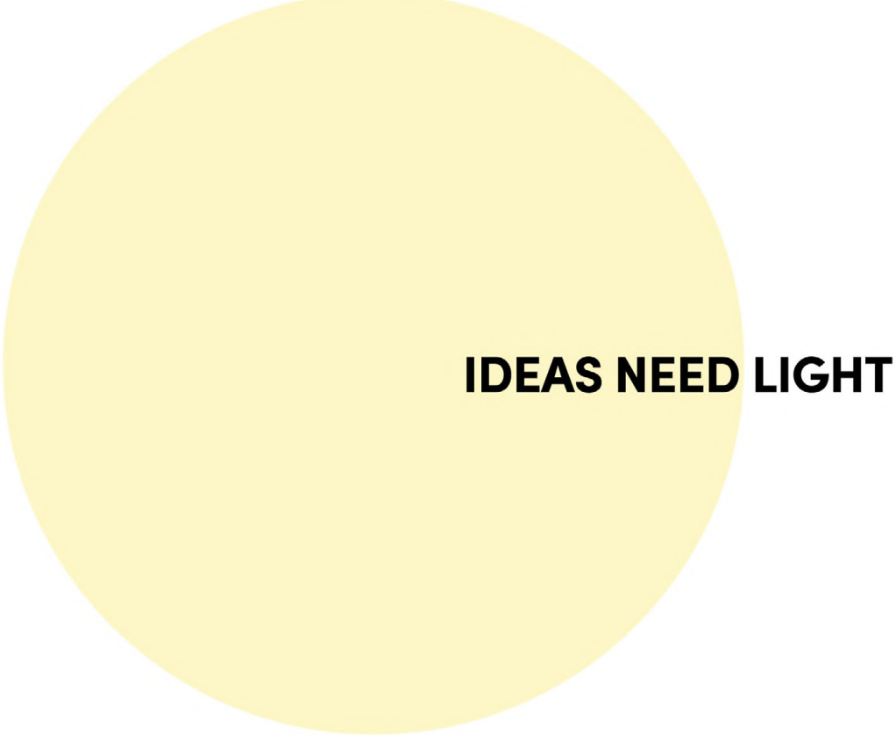
Work: Visual Universe / Packaging.
Location: Buenos Aires, Argentina.



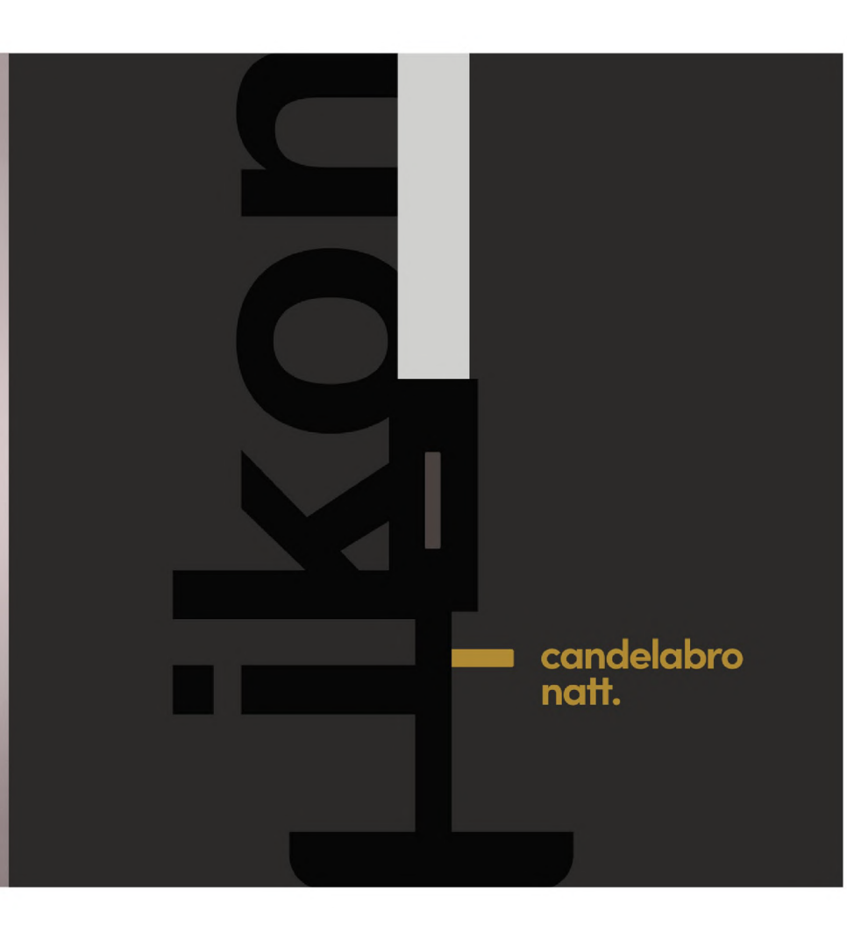
In this case, the aim was to expand the visual universe of a brand with an existing and established logo in the market. We focused on the circle as a simple element and a central concept that refers to light in two senses. It takes to that moment of concentration, the focus needed to create new ideas, and simultaneously, it leads us to an overhead view of the projected light.



IDEAS NEED LIGHT
ikon


IDEAS NEED LIGHT

IDEAS NEED LIGHT
ikon


ikon
candelabro
natt.

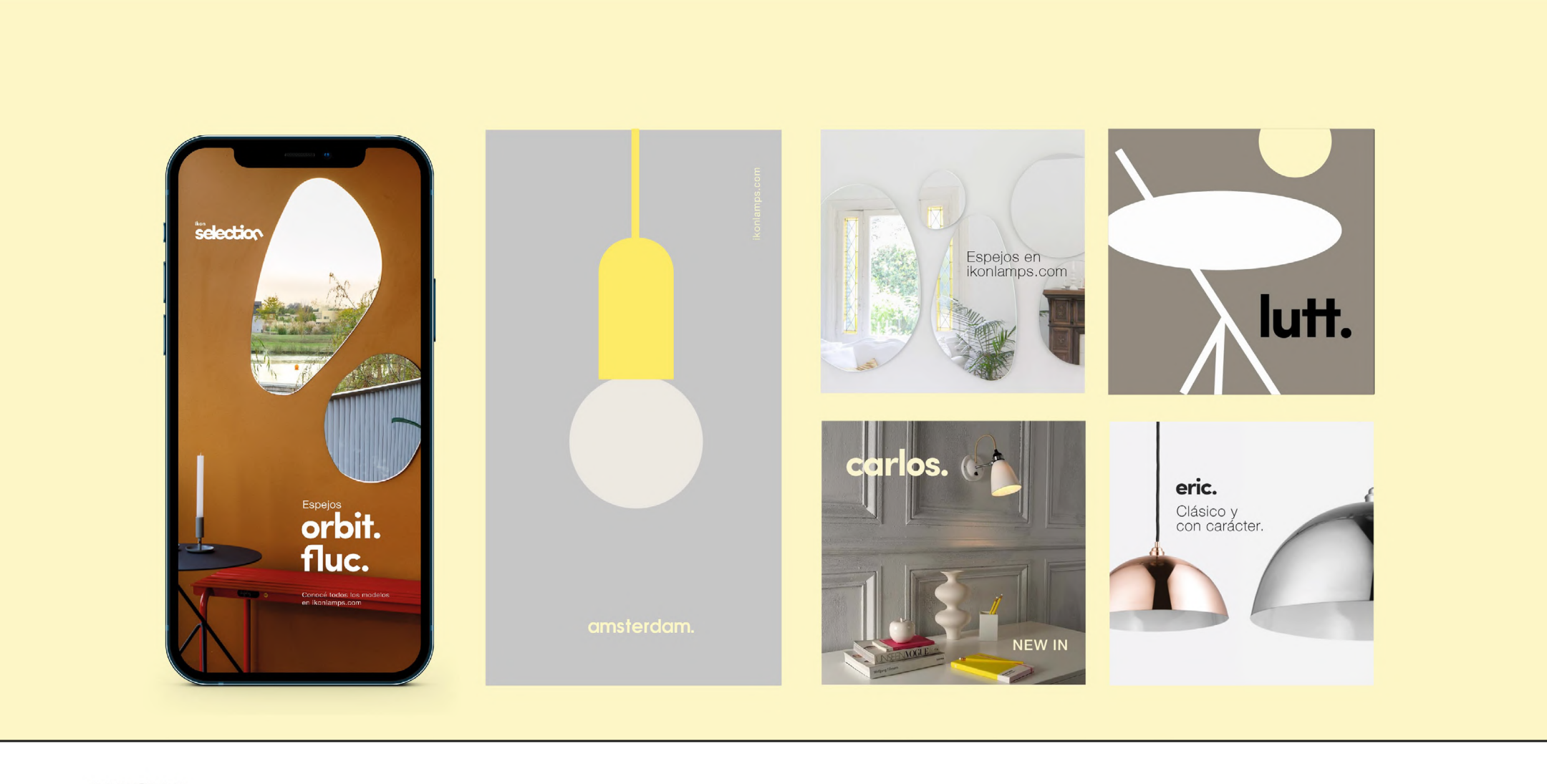
We worked with illustrations created from the morphology of the different products, coexisting harmoniously with the photographic language. In this way, we sought to give and emphasize the design imprint that characterizes the brand.

IDEAS NEED LIGHT
ikon
natt
hatts

Catálogo 2021
selection
ikon

Nuestro best seller,
ahora en versión
dorada.
teo.

THE GOLD CHARM
Issue #1: Teo.

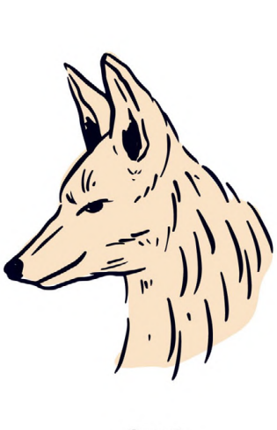

selection
Espejos
orbit.
fluc.
amsterdam.
Espejos en ikonlamps.com
lutt.
carlos.
NEW IN
eric.
Clásico y con carácter.

NACHA

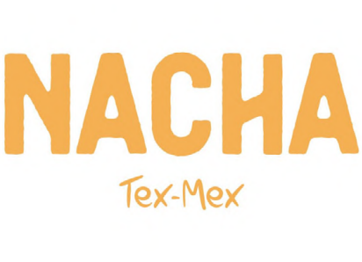
Client: Nacha / The original Tex-Mex /
Tex-Mex Restaurant.

Work: Branding and visual universe / Packaging.
Location: Buenos Aires, Argentina.

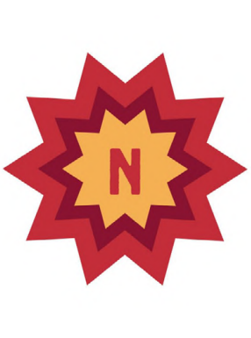
Nacha moves with her spicy, brave, lively heart. With a defiant rhythm, she plays everything as she walks.
Who dares to take away Nacha's humor? No one knows about her talk. It's a twist towards the irresistible, fiery and dual.



Coyote
Personaje principal


NACHA
Tex-Mex

Aplicación sin personaje
Aplicación principal

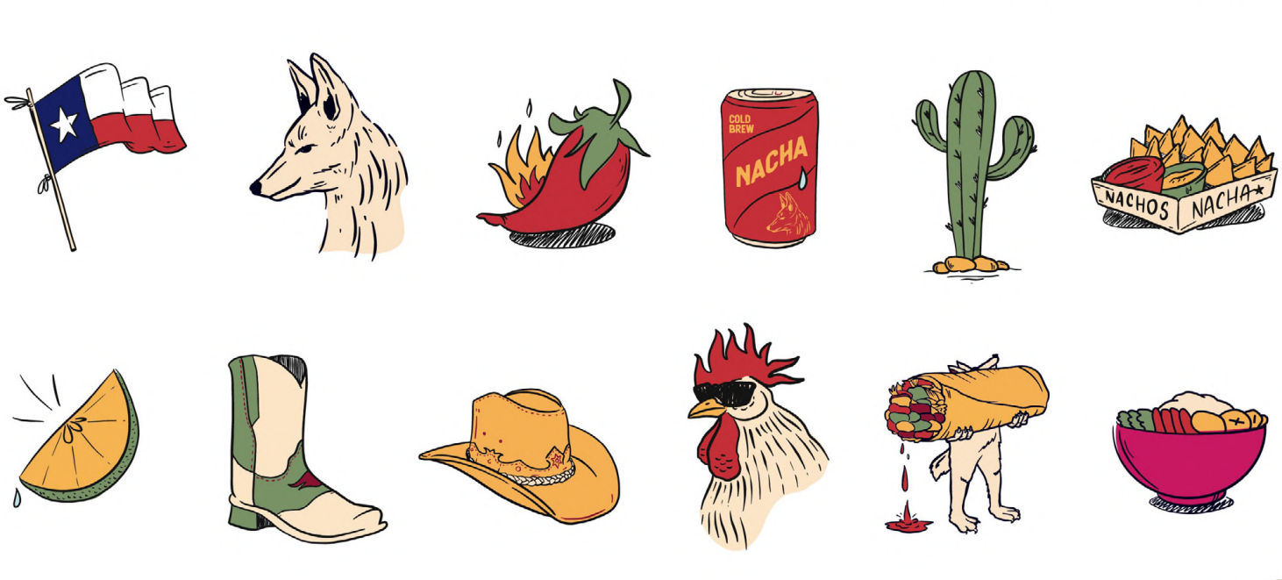


Estrella Sheriff
Aplicación secundaria

Through tone and visual language, the goal was to translate the hybrid and playful spirit of the brand. With a sturdy typography that express its origin, the entire universe expresses Nacha's essence.

BORN to PICANTEAR
Hey!
SOMOS NACHA
THE ORIGINAL TEX-MEX
IN BUENOS AIRES.
Better call Nacha!

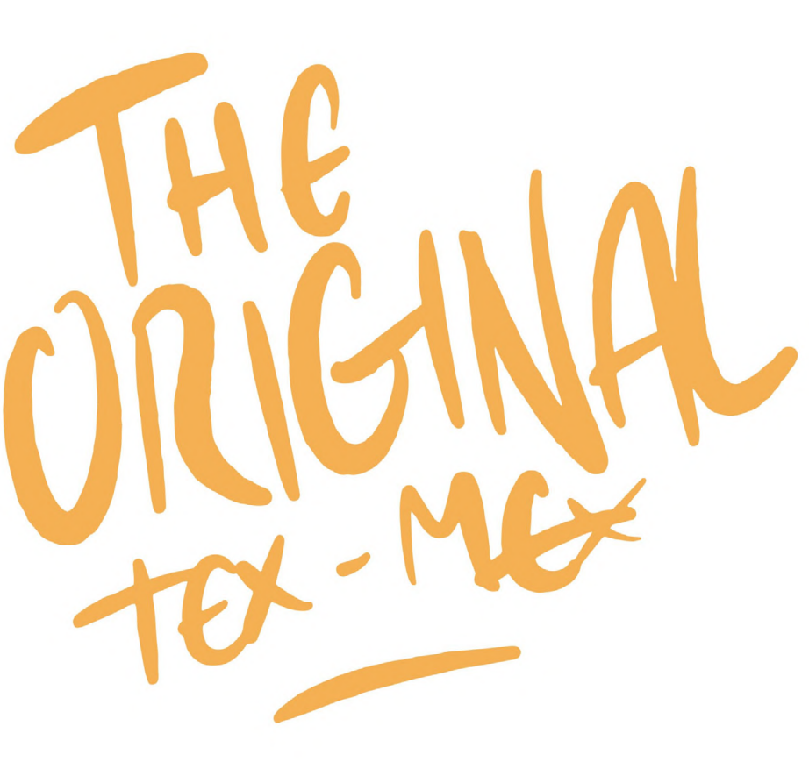
To represent Nacha's diversity, a broad and vibrant color palette was chosen. With base tones like maroon, red, yellow, and green, and accents in fuchsia and sky blue, the aim was not only to represent its origin but also to give it an innovative style.

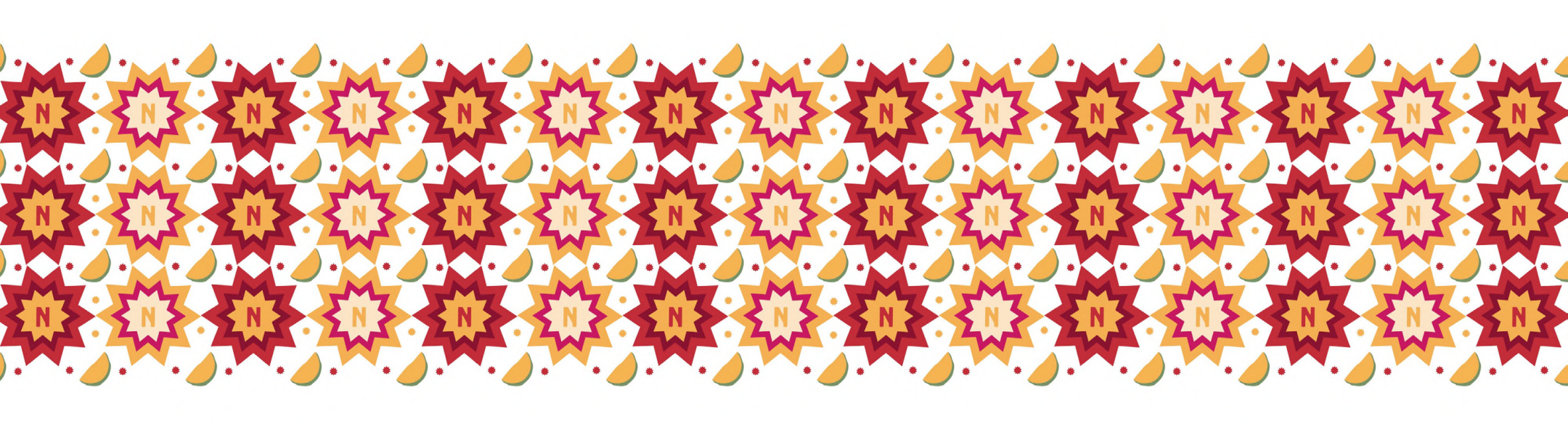

NACHA
NACHOS NACHA

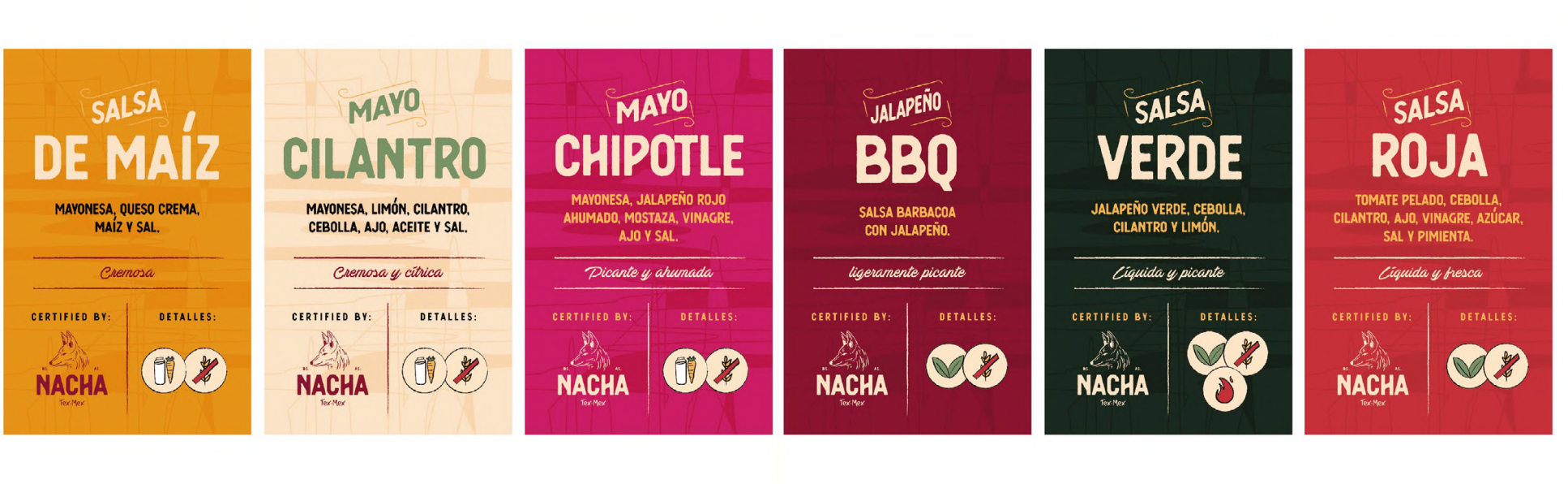
With the coyote as the main character, each illustration tells the story of this proposal and is a vibrant character in the system.

NACHA
#NACHALOVER - TARJETA DE FIDELIDAD PARA DESCUENTOS Y PREMIOS
#NACHALOVER
50% OFF
TE INVITAMOS
NACHA
Tex-Mex

The development of packaging and graphic elements was a fundamental aspect of branding, as Nacha is a brand focused on delivery, take away, and grab-and-go food. The implementation of physical visual materials was a priority. Additionally, the aesthetic carried over to social media as a way to unify the brand's communication.

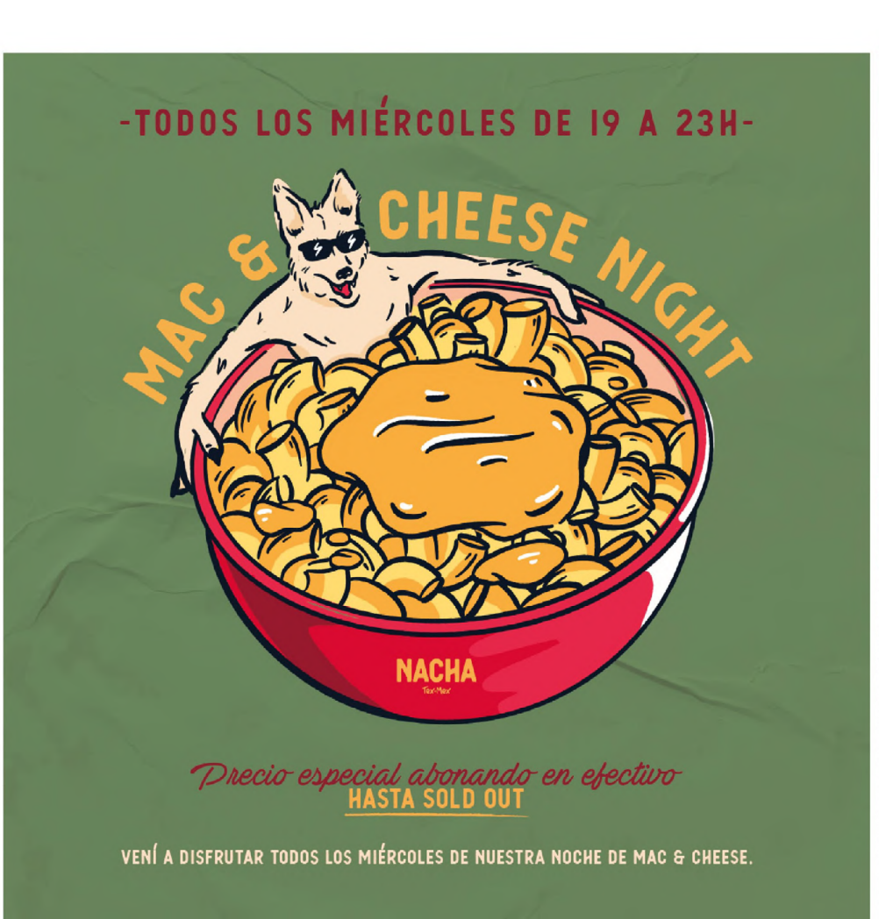

THE ORIGINAL
TEX-MEX

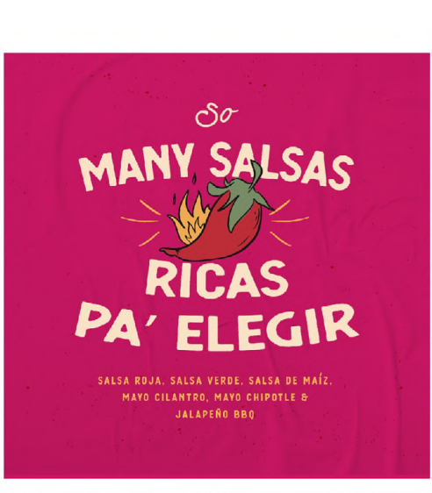


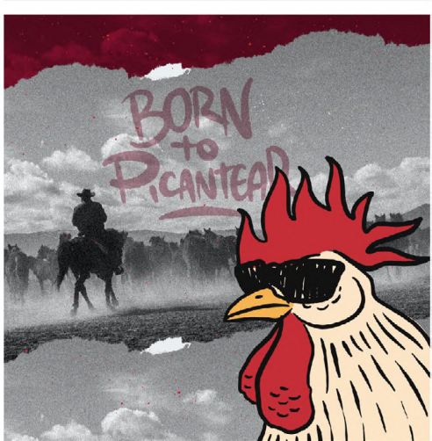

SALSA DE MAÍZ
MAYONESA, QUESO CREMA, MAÍZ Y SAL.
Cremosa
MAYO CILANTRO
MAYONESA, LIMÓN, CILANTRO, CEBOLLA, AJO, ACEITE Y SAL.
Cremosa y cítrica
MAYO CHIPOTLE
MAYONESA, JALAPEÑO ROJO AHUMADO, MOSTAZA, VINAGRE, AJO Y SAL.
Picante y ahumada
JALAPEÑO BBQ
SALSA BARBACOA CON JALAPEÑO.
ligeramente picante
SALSA VERDE
JALAPEÑO VERDE, CEBOLLA, CILANTRO Y LIMÓN.
Líquida y picante
SALSA ROJA
TOMATE PELADO, CEBOLLA, CILANTRO, AJO, VINAGRE, AZÚCAR, SAL Y PIMIENTA.
Líquida y fresca
CERTIFIED BY:
DETALLES:
NACHA

VEGETARIANA GLUTEN FREE VEGANA PICANTE

Bowl Pack
Delivery


-TODOS LOS MIÉRCOLES DE 19 A 23H-
MAC & CHEESE NIGHT
NACHA
Precio especial abonando en efectivo
HASTA SOLD OUT
VENÍ A DISFRUTAR TODOS LOS MIÉRCOLES DE NUESTRA NOCHE DE MAC & CHEESE.


So MANY SALSAS
RICAS PA' ELEGIR


BORN to PICANTEAR

ENLACE SOLUTIONS

Client: Enlace Solutions / A reliable and secure way to build value over time / Precious materials trader.

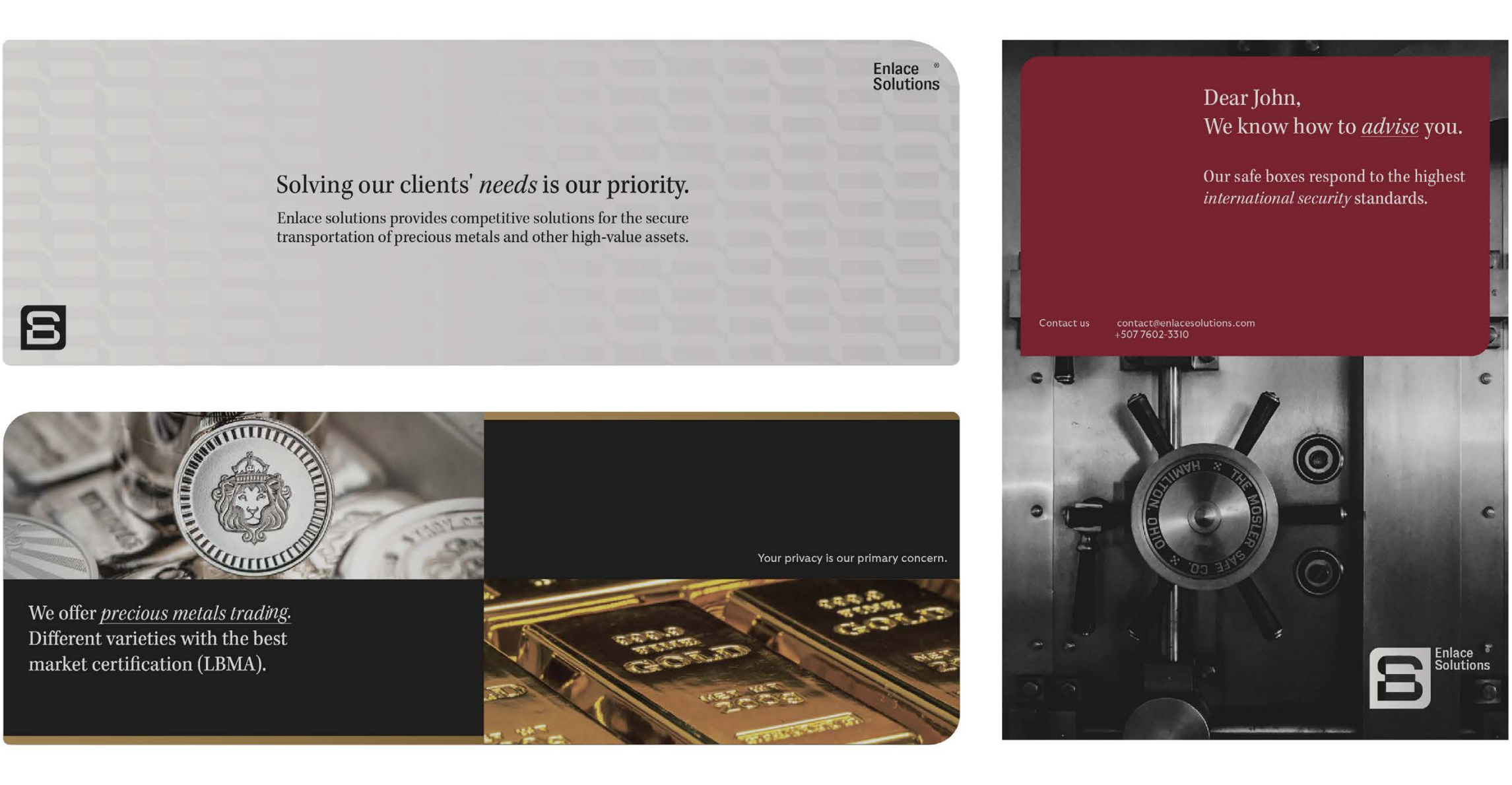
Work: Brand DNA / Rebranding and visual universe.
Location: San José, Costa Rica.

Enlace Solutions ®

A monogram, complemented by clean typography, represents the solidity and trust that this trader of precious materials sought in its identity.

A brand that instills confidence and communicates the theme clearly to its clients.

Enjoy life while your wealth grows. Gold and silver are the safest and most stable investment.

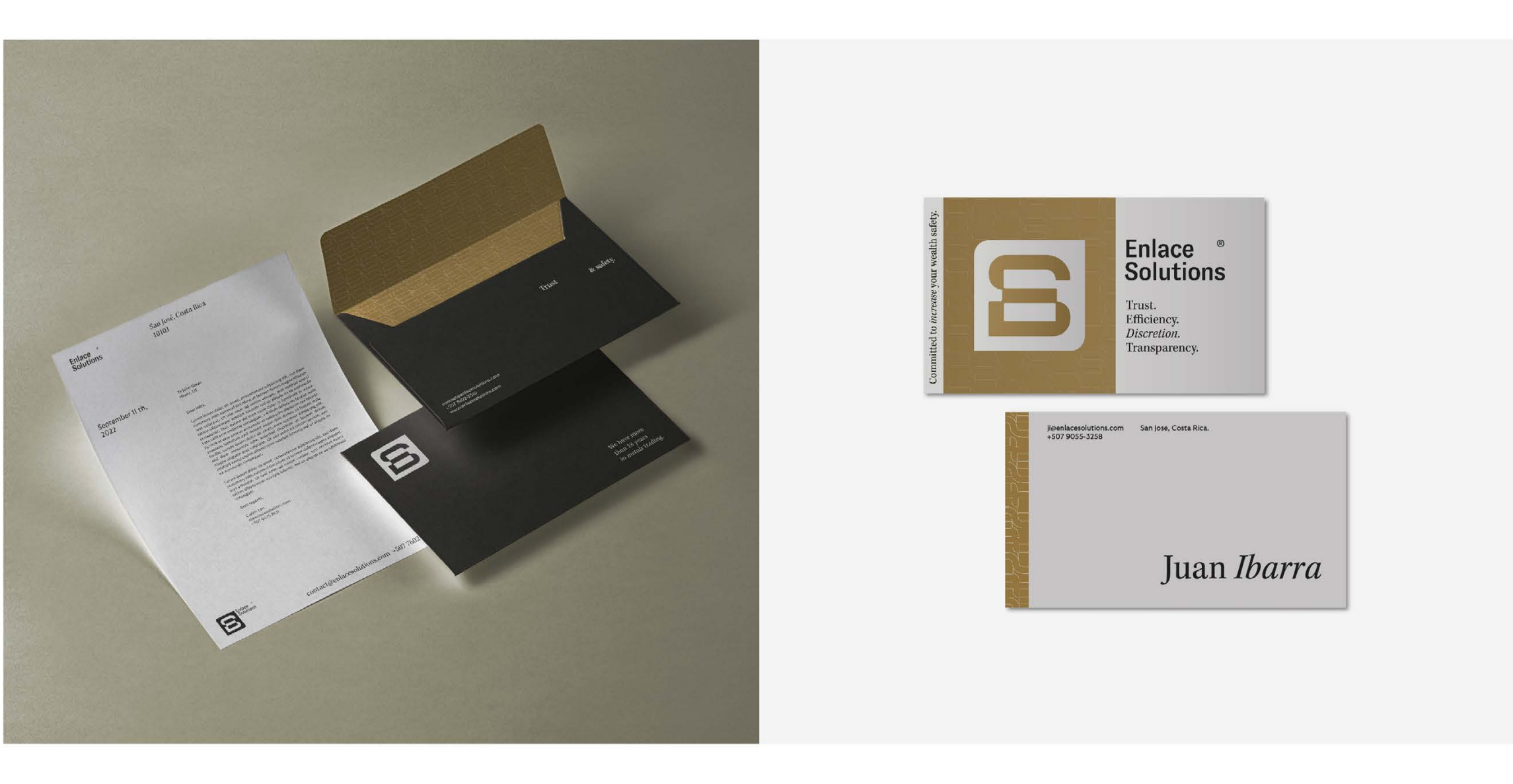

Solving our clients' *needs* is our priority.
Enlace solutions provides competitive solutions for the secure transportation of precious metals and other high-value assets.

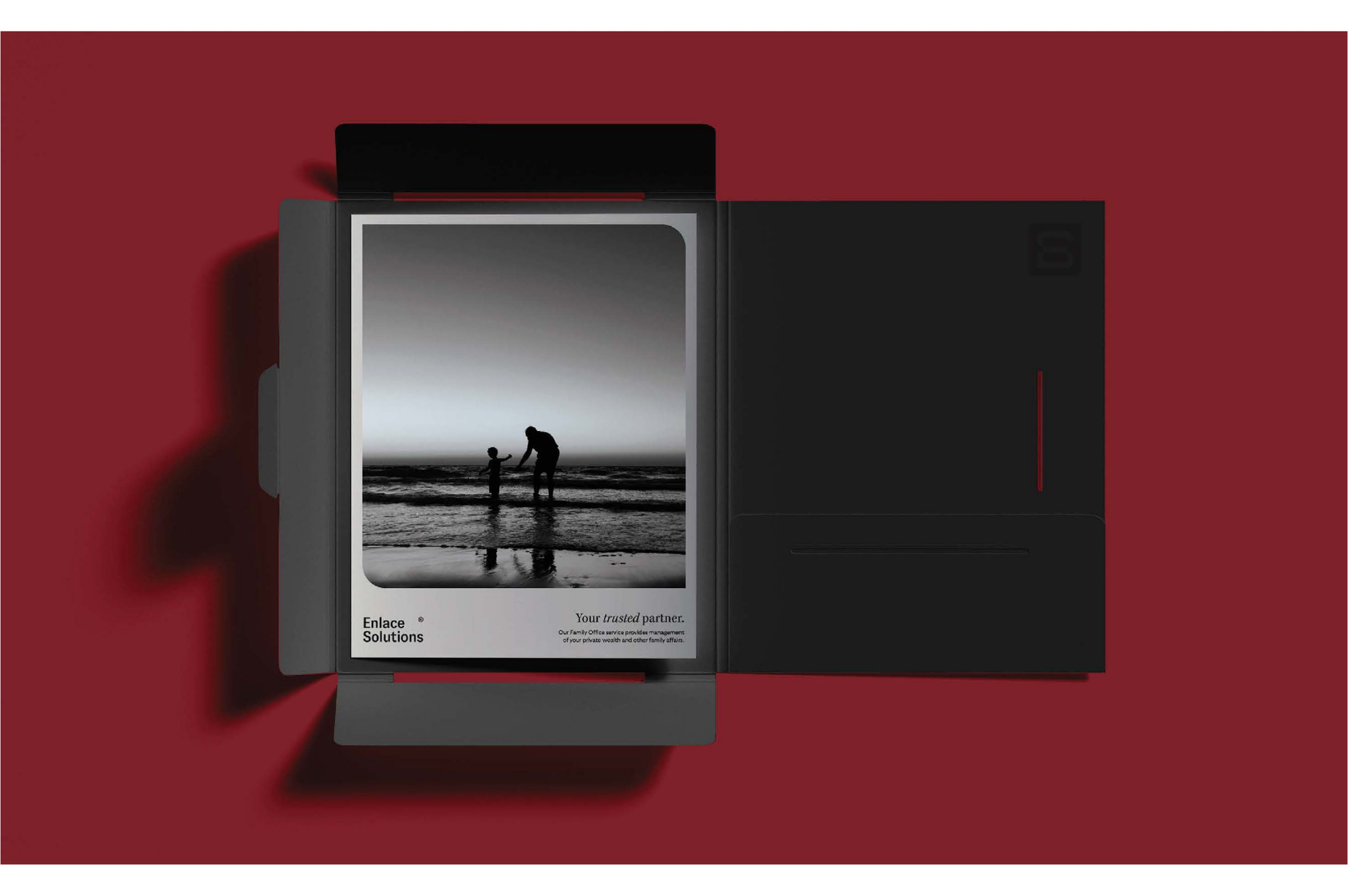
We offer *precious metals trading.* Different varieties with the best market certification (LBMA).

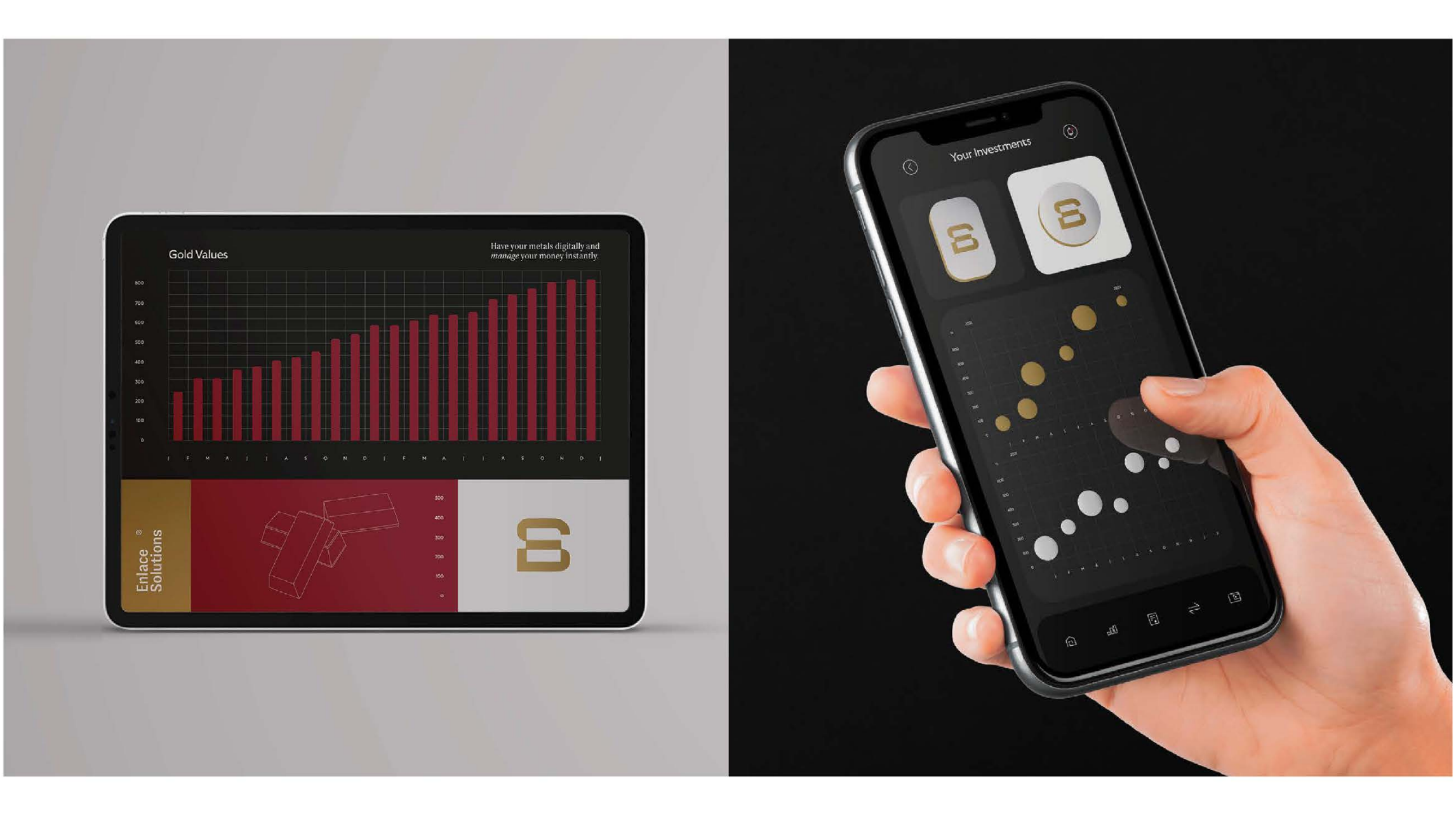
Your privacy is our primary concern.

Dear John,
We know how to *advise* you.
Our safe boxes respond to the highest *international security* standards.

The predominance of black and white photography language transmit the exclusivity that this proposal offers, providing clients not only with advice on precious materials but also an exclusive concierge service for family finance matters.


Enlace Solutions
Trust.
Efficiency.
Discretion.
Transparency.
Juan *Ibarra*

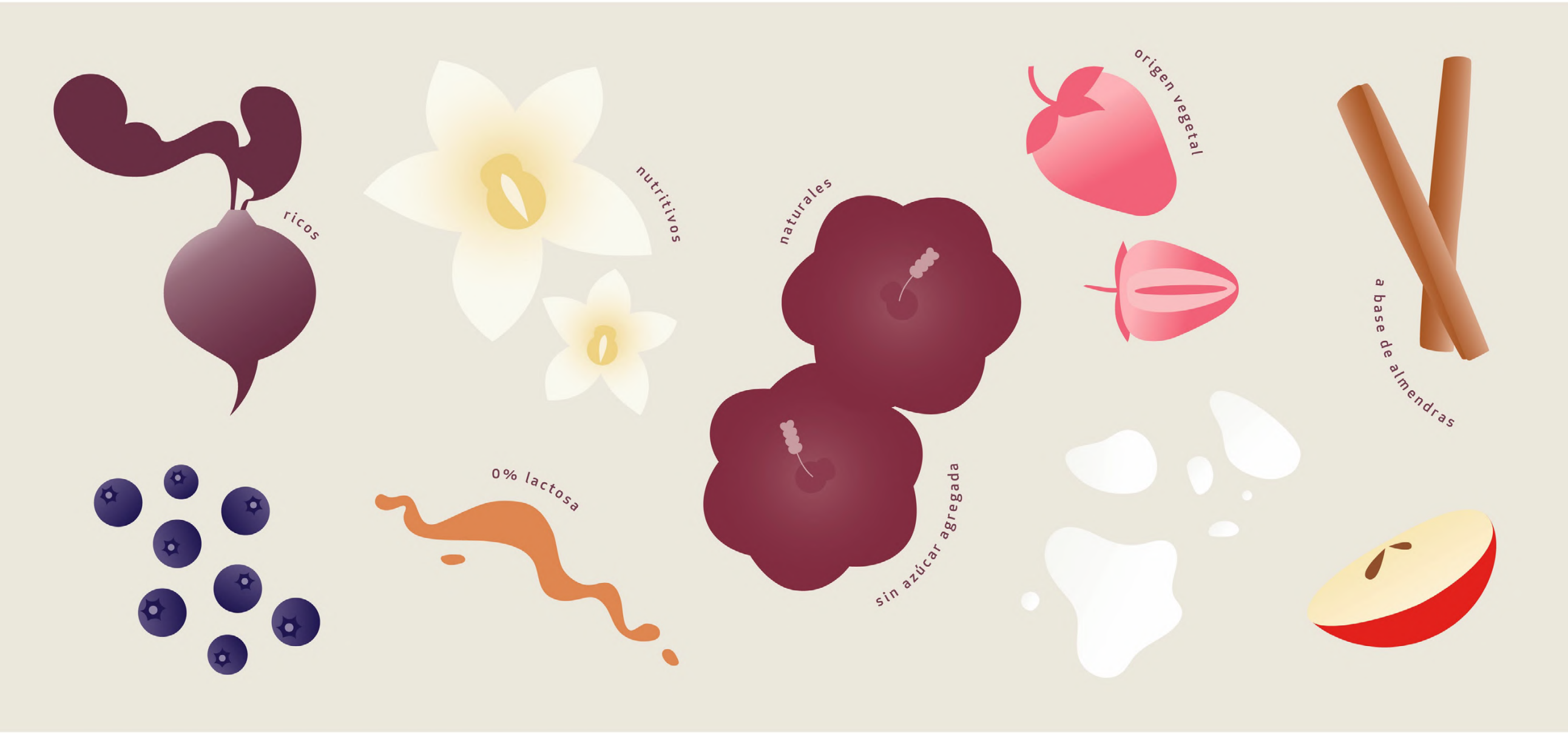

Enlace Solutions
Your *trusted* partner.
Our Family Office service provides management of your private wealth and other family affairs.


Gold Values
Have your metals digitally and *manage* your money instantly.
Enlace Solutions
Your Investments

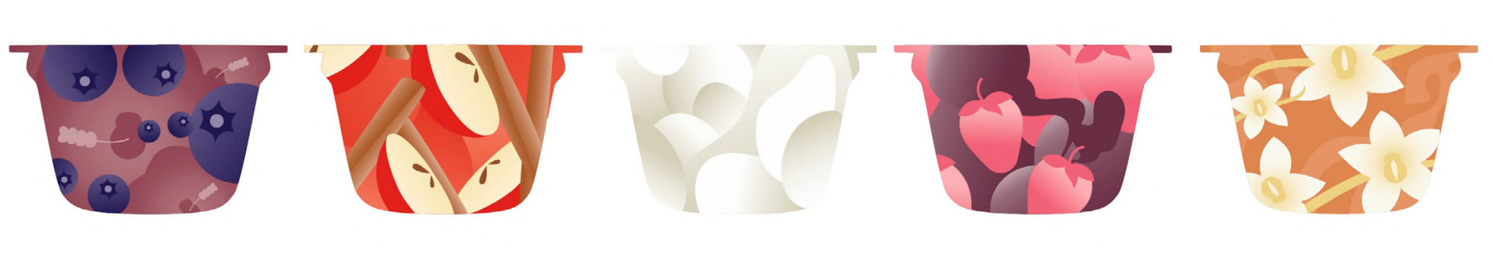
ALLYGURT

Client: Allygurt / Plant power pleasure / Plant based yogurts

Work: Branding / Packaging.
Location: Buenos Aires, Argentina.


ricos
nutritivos
naturales
origen vegetal
a base de almendras
0% lactosa
sin azúcar agregada

Products made from almond cream with a smooth and silky yogurt-like texture.



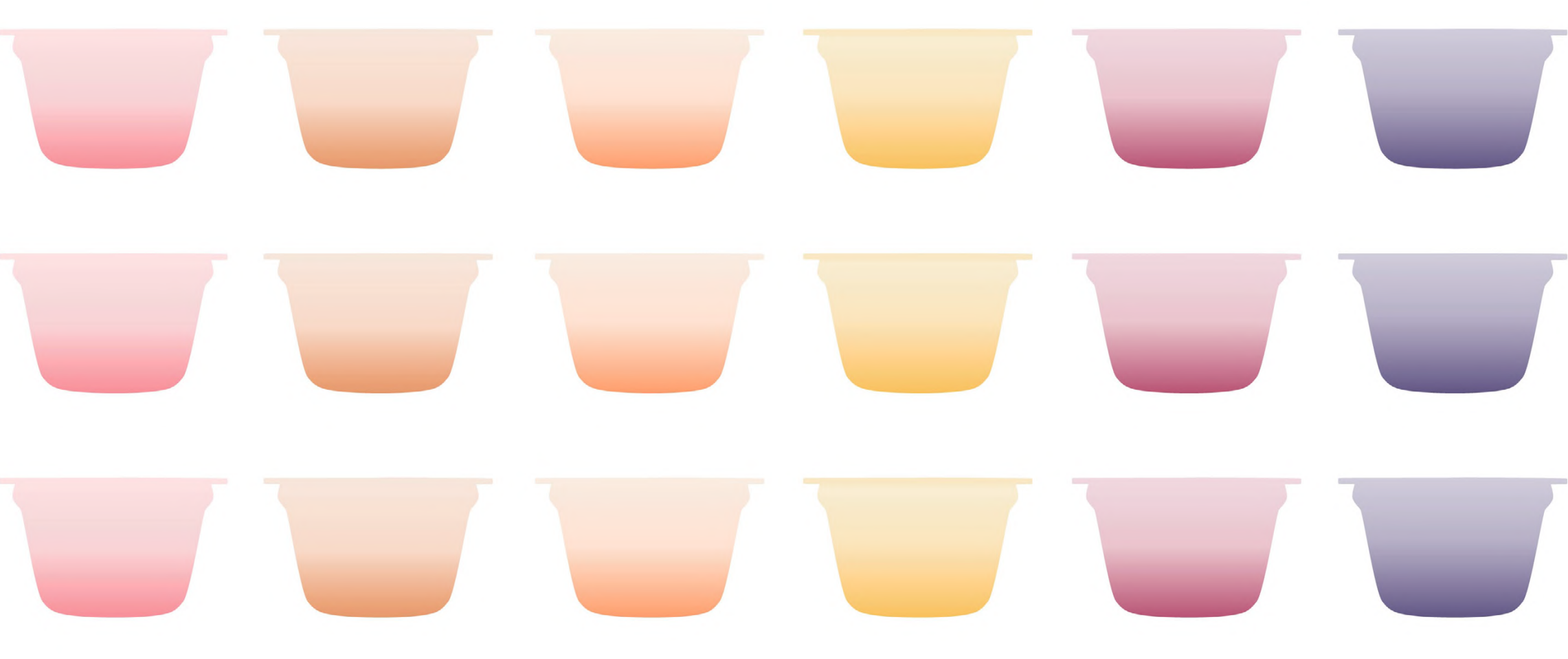
With the aim of grabbing attention at the point of sale, we developed a brand that stands out within the segment through the use of color and an illustration system.

Stripped down yet approachable and delicate, Allygurt enters the market as a proposition for a broad audience, with the goal of providing a healthy alternative for nutrition.

allygurt
0% lactosa
yog sabor Frutilla & Remolacha
yog sabor Vainilla Caramel
yog sabor Neutro
yog sabor Arándanos e Hibiscus
yog sabor Manzana & Canela
SIN AZÚCAR AGREGADA*

Through the gradient of colors, we represent the innovative flavor combinations that blend with the creaminess of almonds.

Illustrations were created in a hand-drawn style for flavors like strawberry & beetroot, blueberry & hibiscus, caramel vanilla, and neutral.



allygurt
NUEVO!
PLANT POWER PLEASURE
NUESTROS SABORES
SABOR FRUTILLA & REMOLACHA
PRODUCTO CULTIVADO A BASE DE ALMENDRAS. LIBRE DE GLUTEN. SIN T.A.C.C.
CONT. NETO: 140 g
Información Nutricional

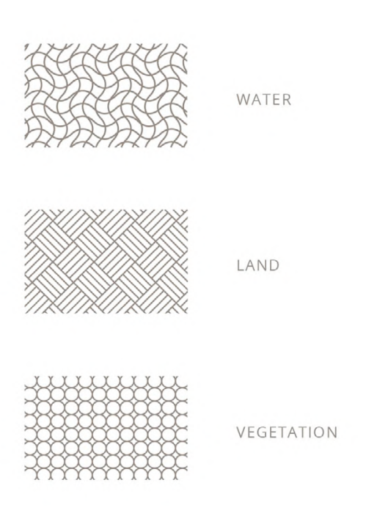
PLACE

Client: Place / Simple, smart & everywhere houses / Functional design houses made with an efficient modular construction system.

Work: Market Research / Strategy / Naming / Brand DNA / Branding and visual universe / Graphic design / Social media content strategy and curation.
Location: Buenos Aires, Argentina.

P L A C E
SIMPLE, SMART & EVERYWHERE HOUSES.

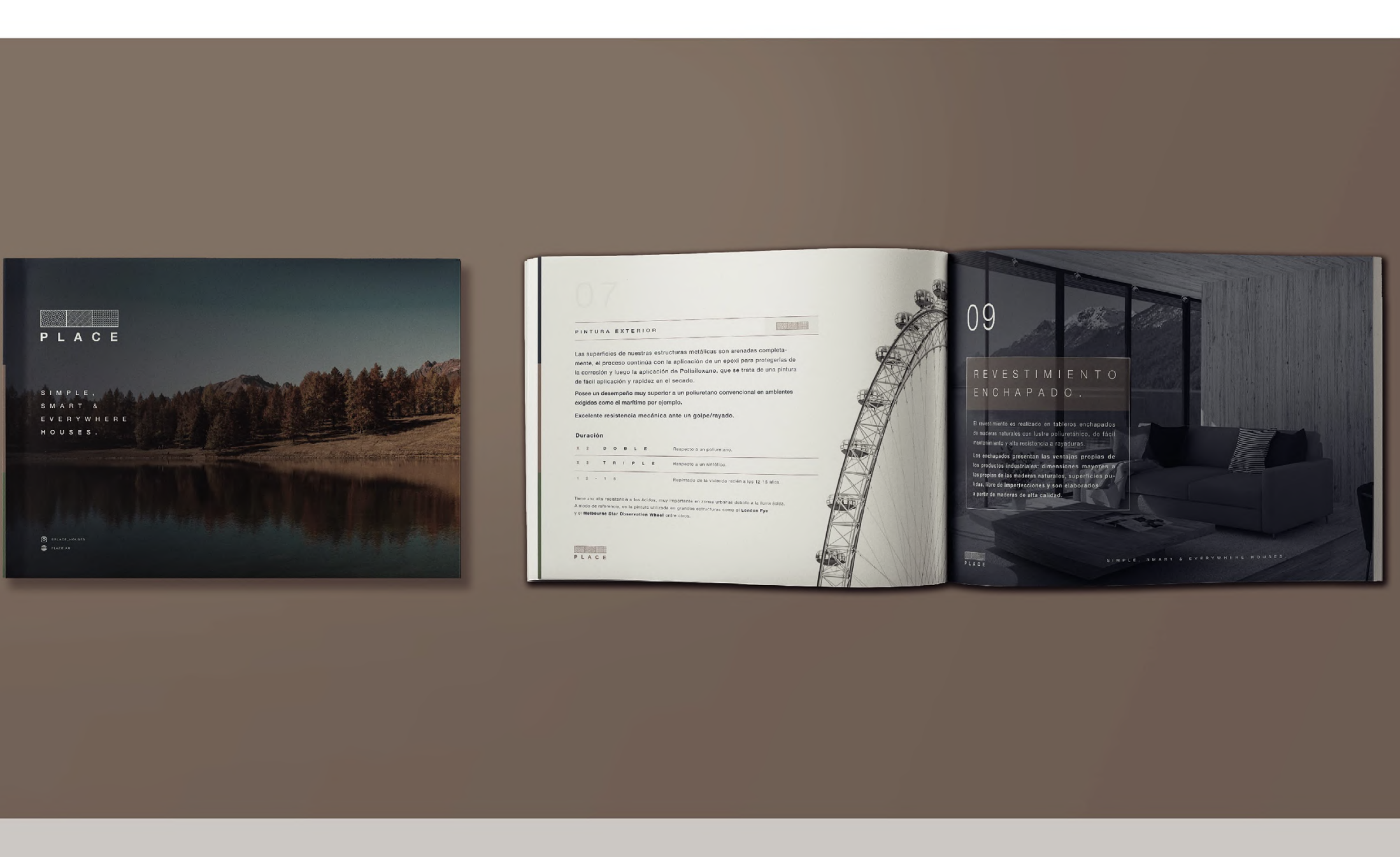
PLACE is the concept of inhabiting not only the interior of a home but also the relationship it has with its surroundings. A redefinition of the way of living that extends to the use of spaces.

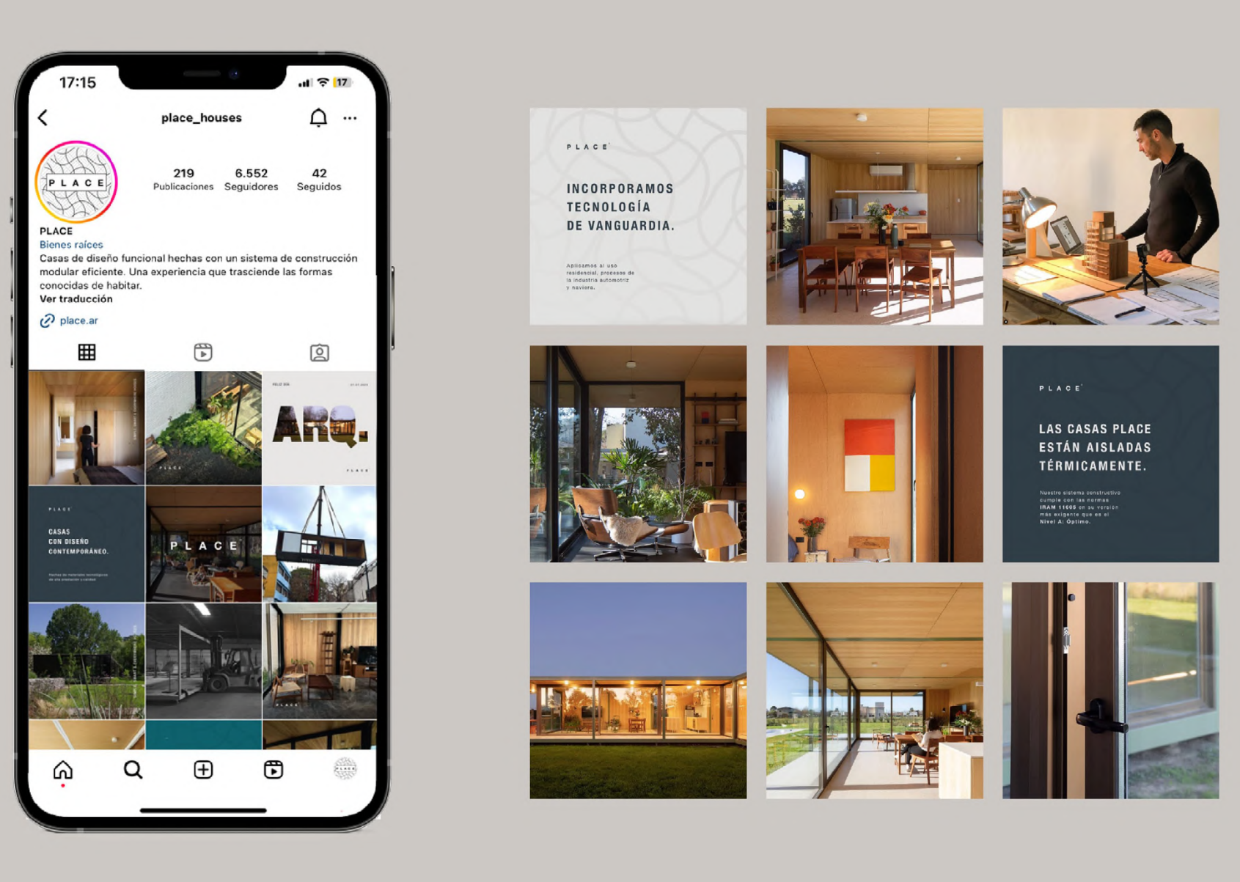

WATER
LAND
VEGETATION

For its visual identity, the focal points were the graphic textures representing different territories in an architectural context and the geometric shapes that allude to the modular proposal.

Belgrano
PLACE
Edificio Virrey del Pino
la base
PLACE
Casa Negra
Barrio San Matías, Escobar
Arq.: Torrado & Asociados
Ph.: Javier Agustín Rojas

Functional design houses created with a modular construction system, cutting-edge technology, and industrial efficiency. The work began with market research to investigate macro-trends related to the construction industry and understand consumer habits regarding this topic.


PLACE
SIMPLE, SMART & EVERYWHERE HOUSES.
09
REVESTIMIENTO ENCHAPADO.

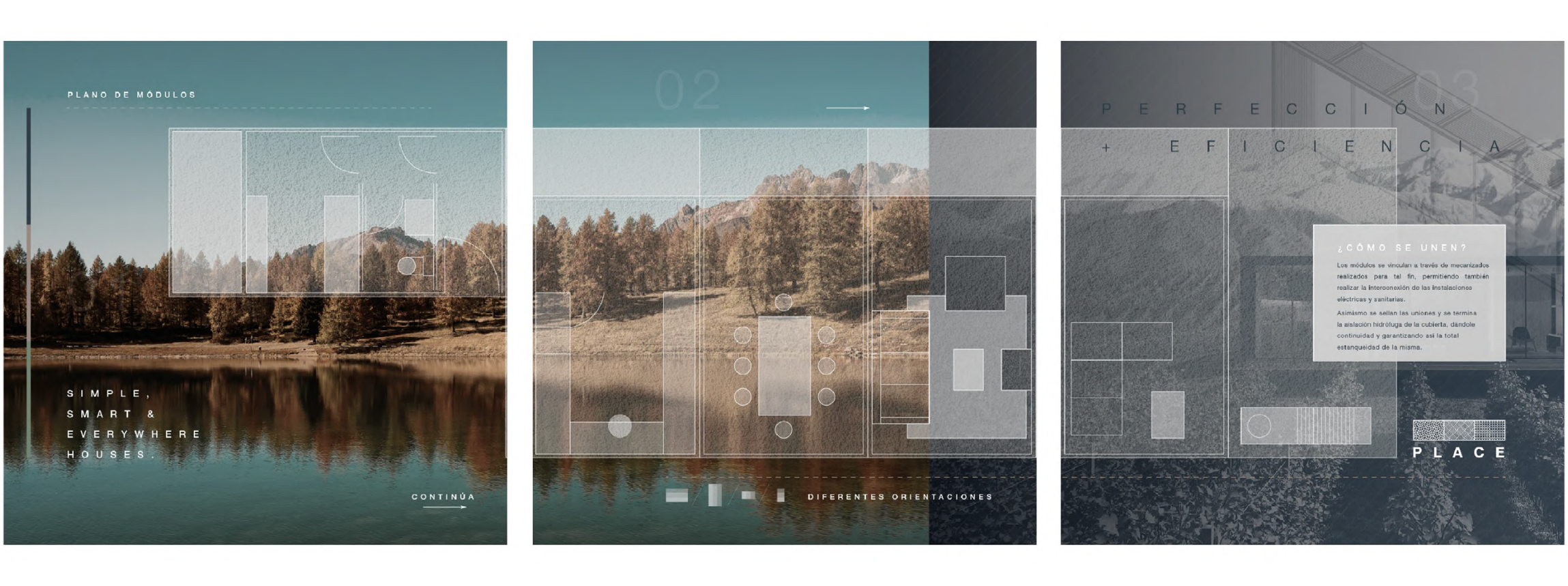

17:15
place_houses
219 Publicaciones
6.552 Seguidores
42 Seguidos
PLACE
Bienes raíces
Casas de diseño funcional hechas con un sistema de construcción modular eficiente. Una experiencia que trasciende las formas conocidas de habitar.
Ver traducción
place.ar

INCORPORAMOS TECNOLOGÍA DE VANGUARDIA.

LAS CASAS PLACE ESTÁN AISLADAS TÉRMICAMENTE.

SIMPLE, SMART & EVERYWHERE HOUSES.

Currently, the content strategy and social media curation are being carried out, developing the aesthetic concept that represents the brand while preserving its essence and values.


PLANO DE MÓDULOS
SIMPLE, SMART & EVERYWHERE HOUSES.
CONTINÚA
02
DIFERENTES ORIENTACIONES
03
PERFECCIÓN + EFICIENCIA
PLACE

¿CÓMO SE UNEN?
Los módulos se vinculan a través de mecanizados realizados para tal fin, permitiendo también realizar la interconexión de las instalaciones eléctricas y sanitarias.
Asimismo se sellan las uniones y se termina la aislación hidrófuga de la cubierta, dándole continuidad y garantizando así la total estanqueidad de la misma.

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Buenos Aires, Argentina

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