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O L I O

**Omar Puebla**

Brand Manager

&

Art Director Portfolio

Selected Works

2019 / 2023



# OMAR PUEBLA

Brand Designer  
Art Director

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This portfolio is about my work as a Brand Designer and Art Director developed during my 3 years of study at Prokaktemia. Understanding businesses and their customers is my passion. For different brands, I have utilized various business tools, and as you will see, I have used different software for designing and photography. Additionally, you will see my transition to photography, which has greatly helped me communicate better with the target customers.



## INDEX



04

Tu Plan Seguro

09

Latin Jungle

11

Armo Design



## Insurance Company based in Ecuador

In my journey to become a brand designer, I started with "Tu Plan Seguro". My job has been to create a brand that embodies security, trust, and the warmth of family.

For the essence of the brand, I was inspired by the strength of a fortress, the protection of a, and the warmth of a home, represented in a robust and reassuring logo, where the images and typography convey elegance and protection.

The color palette, I was inspired by the psychology of colors. I wanted to communicate reliability and professionalism. The palette consists of deep blues that inspire calm, spiritual awareness, and confidence, as well as crisp whites that convey a sense of cleanliness, clarity, and purity and grey which represents objectivity and stability, this is associated with serenity and maturity.

In graphic design, I used these elements to convey sophistication and professionalism. These elements come together to form a brand experience that resonates with Ecuadorian families.

Every point of contact, from the website to the marketing materials, is designed to communicate the core values of "Tu Plan Seguro": trust, protection, strength, and family. The visual strategy reinforces the brand's mission, which is to provide top-tier international life insurance solutions, ensuring that customers feel supported and secure.

In essence, "Tu Plan Seguro" is more than an insurance company; it is a promise of peace and protection, visually and emotionally designed to be a pillar of strength for every family in Ecuador.







## Colours

In creating the visual identity for “Tu Plan Seguro,” we carefully selected three key colors - blue, grey, and white. These colors were chosen with a profound understanding of how they resonate with people on an emotional level.

**Blue:** Blue is the cornerstone of our brand’s color palette. It represents trust, reliability, and security. I want our customers to feel safe and certain when they choose us to protect their future.

**Grey:** Grey plays a vital supporting role in our brand. It signifies professionalism and timelessness. It’s the anchor that keeps our brand grounded and reflects our unwavering commitment to our clients in the long run.

**White:** White symbolizes purity, simplicity, and transparency. We believe in being open and honest in all our interactions. White exemplifies this commitment to clear communication and ethical business practices.

To truly grasp why our handpicked colors are the cornerstone of our brand’s message, I encourage you to explore ‘The Psychology of Color’ by Karen Haller. These colors go beyond mere aesthetics; they form the bedrock of a brand deeply committed to safeguarding families and securing a brighter future.





# Fonts

## ***EXO 2 EXTRA BOLD***

La France, pays de romance, d'histoire et de culture, est parsemée d'une multitude de villes, chacune avec son charme unique et son histoire. Parmi elles, certaines se distinguent par leur renommée mondiale, leur patrimoine culturel, leur beauté incomparable.

Paris, la capitale, est le cœur battant de la France. Ville de lumière et d'amour, elle est célèbre pour Eiffel, le Musée du Louvre, et ses charmantes rues pavées. Est un symbole de la culture et de l'art.

**Lyon, connue pour sa gastronomie exceptionnelle et son histoire riche, était un important centre de la soie au Renaissance. Ses traboules, son.**

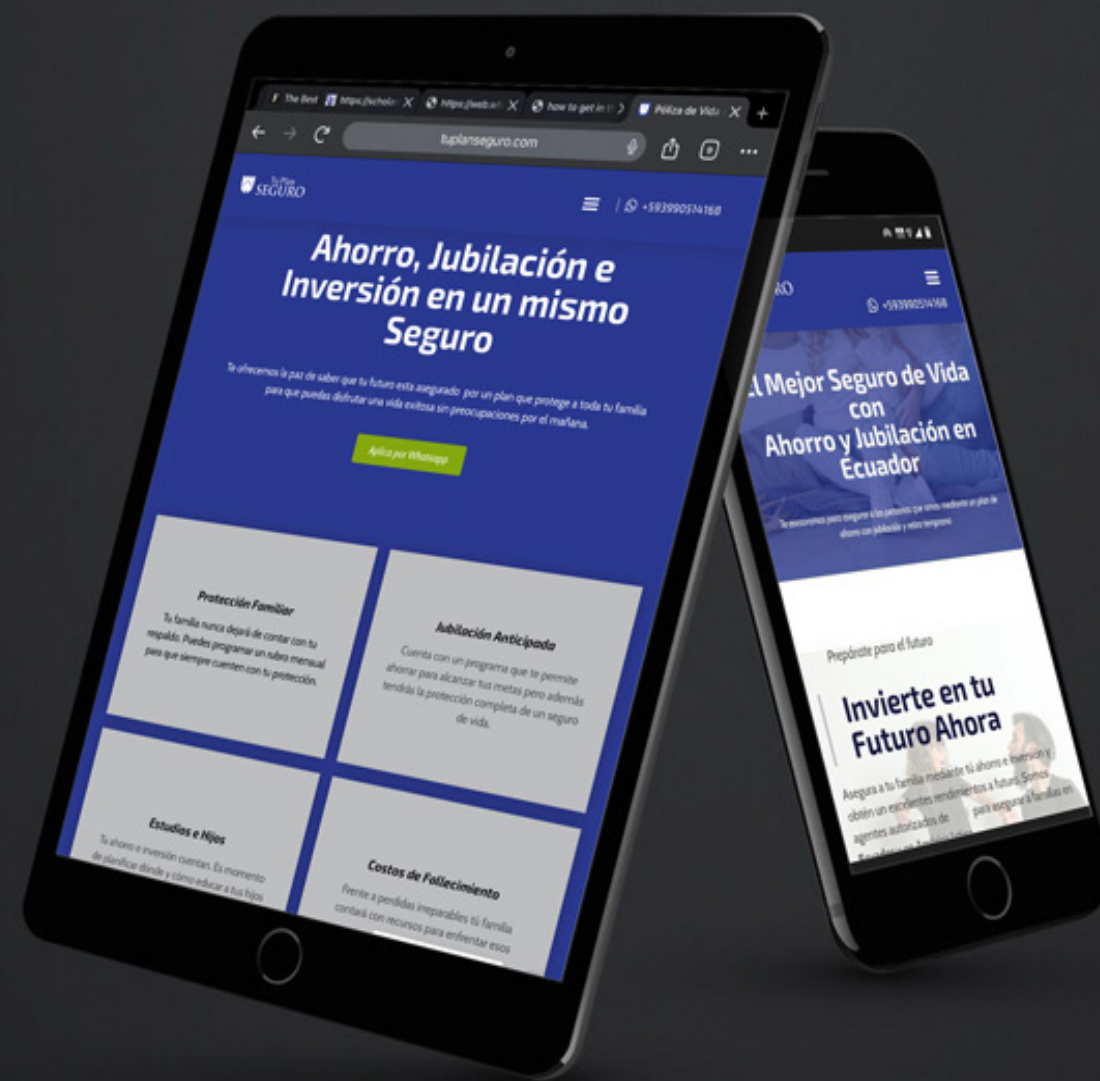
For this brand, I learned that a brand designer must take into account the psychology of fonts and how lines and curves can evoke feelings. For an insurance brand, fonts must have a psychological connection with people, that's why I chose Exo 2 Bold. More than a typographic decision, it is a strategic brand statement. With its clean presence and natural geometry, it suggests a sense of stability and reliability, and the use of Extra Bold can potentially draw attention and generate greater attraction in headlines, and for visual marketing, it resonates very well with clarity and impact.

This typographic choice is a direct reflection of our brand's core mission: to stand as a pillar of strength and trust in the ever-evolving world of insurance. From this perspective, we continue to shape a brand identity that is not only recognized but also revered for its commitment to excellence.

## Calbin Regular

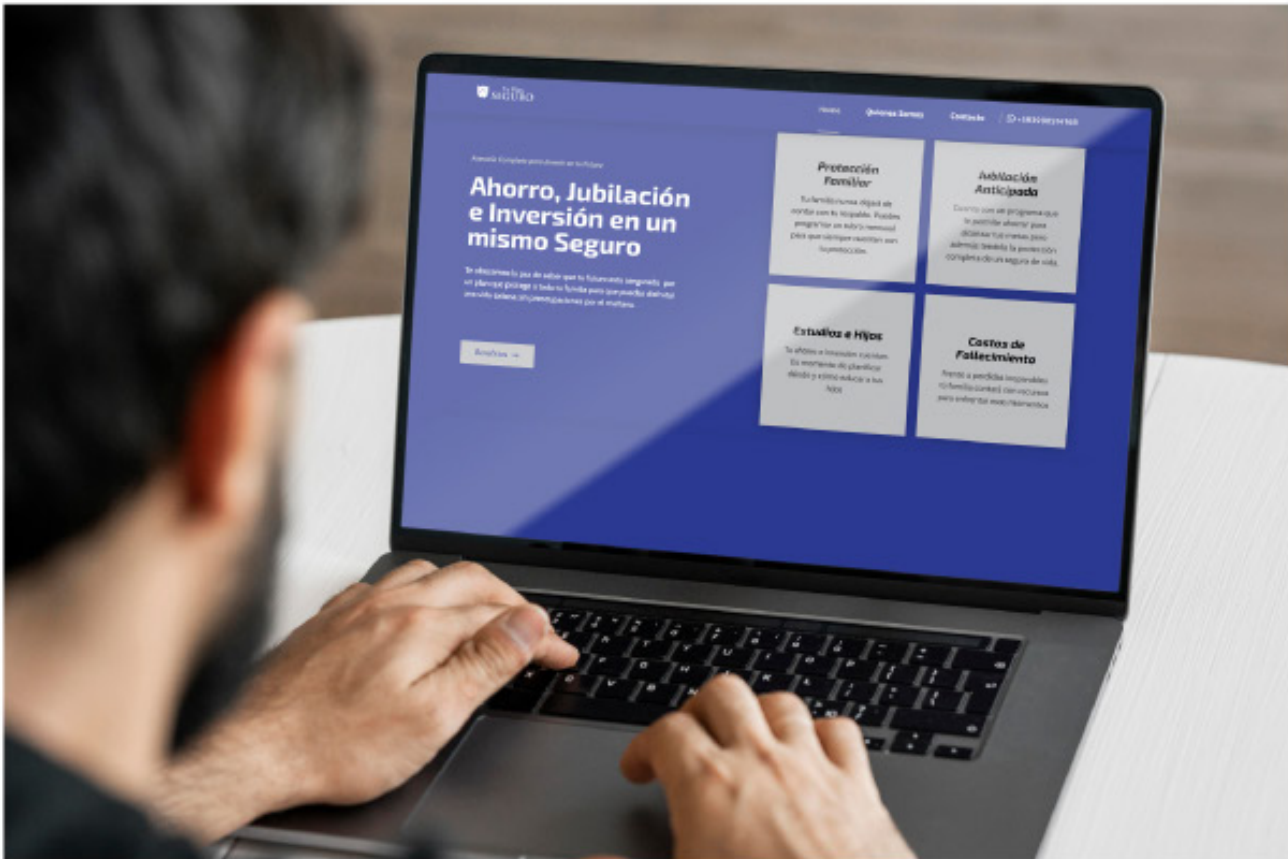
Bordeaux, capitale du vin, offre un paysage urbain classé au patrimoine mondial de l'UNESCO. Ses vignobles, ses bâtiments néoclassiques, et la Cité du Vin en font un incontournable pour les amateurs de vin et d'architecture. C'est une ville v un mélange de cultures. Strasbourg, à la croisée des cultures française et allemande, est célèbre pour son centre-ville pittoresque, la Grande Île, inscrit également au patrimoine mondial de l'UNESCO. Son marché **Nice, joyau de la Côte d'Azur, attire par son climat doux, ses plages et la Promenade des Anglais. Son carnaval est l'un des plus grbands événements.**

Cabin Regular for the text is a strategic flourish that marks warmth from a humanistic and modernist design, with touches of geometric sans. For 'Tu Plan Seguro,' it evokes an attractive narrative in each line of text, fostering a welcoming connection and greeting the reader. The intention of the warmth of this font is to demystify insurance, making it more accessible and attractive to everyone. Through this approach, the brand's voice is not only heard; it resonates, leaving a lasting impression of reliability and warmth in the hearts of its audience.



# Mockups

To convince the client that this logo, colors, and fonts comply with a strategic design, I had to create example applications or, as they call it in graphic design, mockups. This helps to make all the brand elements more tangible for the client. Often, talking only about colors, typography, and elements is very abstract; mockups help us to improve communication between the designer and the client. Mockups also help to identify and correct potential problems, which can save a lot of time and money. It is cheaper to modify a design before it is printed or applied. A good mockup is not just a presentation to make things look nice; it is to make the design ideas become real for both the designer and the client. It is a powerful tool to ensure everyone is aligned with the brand's vision, A good mockup caan help you sell your idea to the client.





# Latin Jungle

I present another project, very different from the previous one, with different challenges. Latin Jungle is a brand created by me to orchestrate immersive Latin parties in Finland. The value proposition is the Latin experience: music, dance, color and latin people at the parties. The essence of the brand is inspired by the jungles of Latin America, and the diversity of animals, plants, flowers, and colors. I wanted the brand to be represented with a clear and dynamic lettering logo.

The color palette is composed of endless colors. This brand helps me play with creativity, with different colors for each party. This gives the sensation of a brand that is not so serious and is closer to the changing feelings when people are at the party.

Every element created for this brand, from the posters to the reels, and the videos, is designed to communicate the values of Latin Jungle, the "Latin experience in Finland: the rhythms, the language, the people, the passionate dance, the warm welcoming nature of Latin America, and the vibrant colors of the flowers, all represent an exotic Latin brand in Finland.







## Colours

The color palette of the Latin Jungle brand is indeed very diverse. As the mastermind behind this brand, I carefully chose this strategy for its ability to evoke a unique and eye-catching aesthetic.

**Attraction:** Capturing the audience's attention on social media is crucial, and the use of different and vivid colors is the key. Employing striking colors in each poster or post can captivate the audience's attention, making them stand out.

**Differentiation:** In a landscape saturated with brands vying for consumer attention, establishing a distinct visual identity is paramount. Latin Jungle's diverse color palette helps to distinguish the brand from others in the market, making it stand out from competitors that use an established color palette.

**Emotional connection:** Emotions are integral to our lives, and colors play a crucial role in evoking different emotions and reactions in people. A diverse color palette allows you to connect with your audience on various emotional levels, creating a sensory brand experience that can foster a stronger emotional connection.

**Adaptability to trends:** Design trends change over time, and a diverse color palette allows the brand to adapt to these trends more easily without losing its identity. This helps keep the brand updated and relevant in an ever-evolving market.

However, a diverse palette should be used with caution and coherence to avoid confusing the audience.

John Johnson







***RALEWAY BLACK ITALIC***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz***

***1234567890***

***TITLES***

## Fonts

### Raleway

Utilizing the psychology of fonts once more, for a party brand to evoke specific emotions, the color palette of Latin Jungle is already too unpredictable for customers to recognize. Therefore, the fonts for Latin Jungle need to be consistent and evoke trust in people's minds. For this reason, I chose Raleway, an elegant sans-serif created by Matt McInerney. With its clean lines and modern aesthetic, it evokes a sense of sophistication, elegance, and accessibility.

The chosen strategy for this font is accessibility, as it is highly legible and approachable to read, making it accessible to a wide audience, which is what I wanted for this brand. Raleway Bold adds strength and emphasis, suggesting importance. This helps the Latin Jungle brand to catch the attention of their posters and social media.

## Source Sans Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

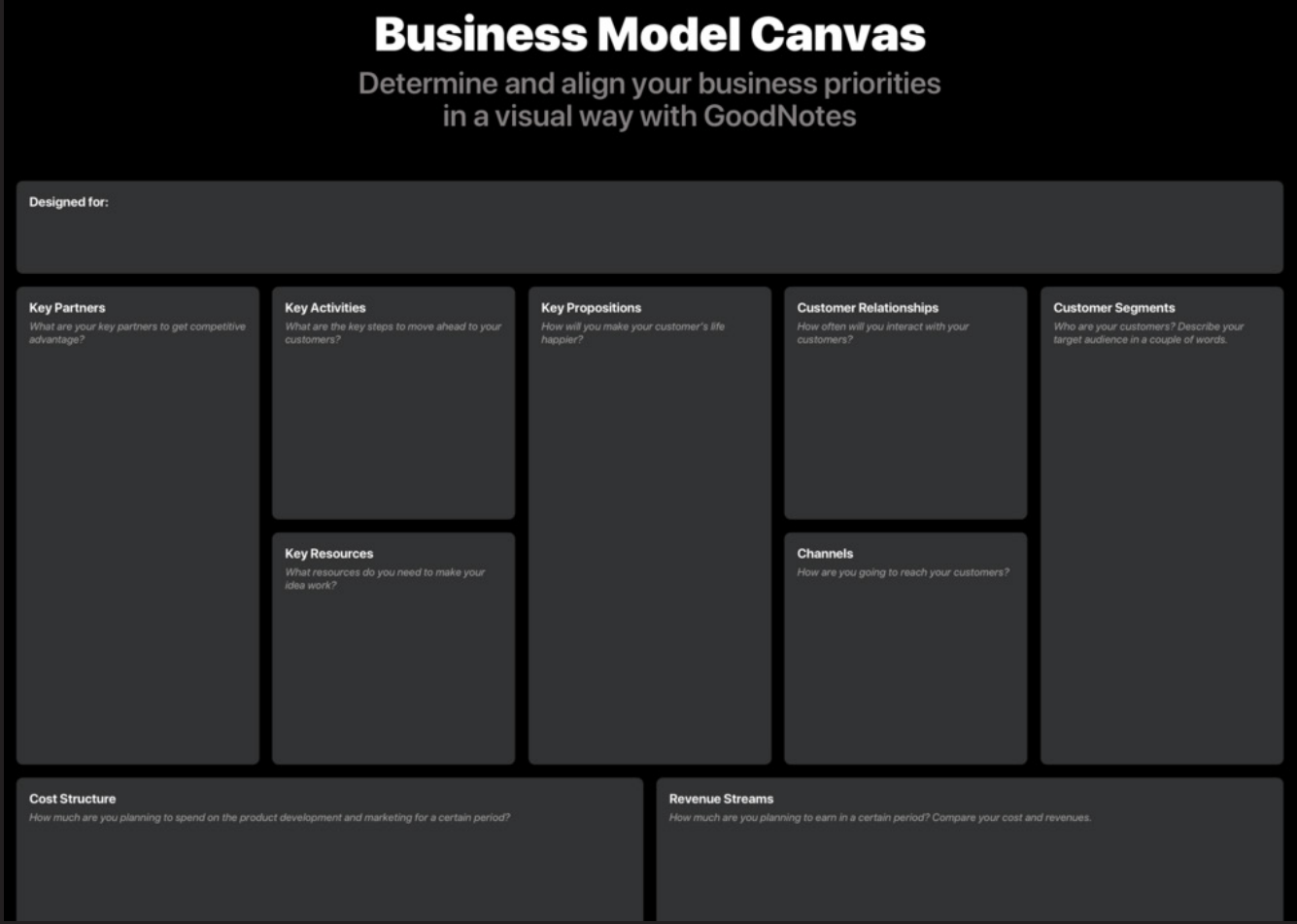
Informative text

### Source Sans Pro

Designed by Paul D. Hunt, Source Sans Pro is a reliable and versatile font ideal for user interfaces, offering a professional yet friendly appearance. It makes a great match with Raleway Bold, as Raleway Bold catches the attention of people.

Source Sans Pro evokes professionalism for Latin Jungle, especially when it comes to private events where people need to pay an entry fee. The clarity of Source Sans Pro when reading addresses, dates, and artist information makes Latin Jungle feel serious about fun and partying.





# BMC

To become a better brand designer, it's not only necessary to learn about design but also about business. The Business Model Canvas helps me understand the business better and creates a strategic framework for design.

Adding the Business Model Canvas to my journey helps me create a customer-centric design. Understanding the Customer Segment and the Value Proposition was crucial because I understood that we don't design for ourselves; we design for the people.

In Latin Jungle, the Value Proposition is the Latin experience in Finland. That is my promise to whom? To my Customer Segment: Finns or Europeans who appreciate Latin America, music, language, dance, rhythms, and people, and who want to enjoy a Latin Party in Finland.

Understanding where my customers are, what kind of technology they use, and how I can reach them, I just opened three channels: Facebook, Instagram, and TikTok. And for my Customer Relationship, it's just about fun and happiness.

For revenue streams, for normal parties, the way to generate revenue is selling tickets. But I discovered one more way: I created merchandise. This helped me understand that I can design more products for my brand, Latin Jungle.



## Merchandise

In the Business Model Canvas, the Revenue Streams box focuses on how a business generates income from products or services. This helps me explain my potential possibilities to grow my financial viability and raise awareness of my brand in Finland.

These are my key points for why your brand should create merchandise:

**Revenue growth:** Selling branded merchandise can be a source of revenue for a brand. By creating desirable merchandise, the brand designer can help drive sales and contribute to new revenues.

**Marketing and promotion:** Merchandise can be a powerful tool. My first merchandise product was a t-shirt with the logo. I wore the t-shirt whenever possible to promote the parties and the brand, and many people became interested in buying the t-shirt. I created a small batch and sold them to those who were interested.

**Customer Engagement:** Offering merchandise helps my brand engage with my audience in a tangible way. My value proposition is a momentous experience that is ephemeral, meaning it is temporary and short-lived, lasting a maximum of 6-8 hours. During this time, my audience gets as much of a Latin Party experience as possible. By providing a tangible product branded with my logo, they will feel a connection with the brand and the emotions they experienced at the parties.

**Creativity:** Creating merchandise products is a fun and creative process. It provides the opportunity to experiment with different materials. I have tried metal, plastic, glass, and fabric, learning a great deal about how to work with each one. I have also experimented with various printing techniques, including embroidery, sublimation printing, laser printing, heat transfer printing, and inkjet printing. This project has helped me learn more about brand design, even for a simple Latin party brand.



# Armo Design

## Sustainable Clothing Brand

Armo Design was born as a project in one of the workshops we had at Proakatemia. Along with other friends, Sandy, Maria, and I decided to bring the project to life. Sandy and Maria had different roles in the creation of the brand, while mine was focused on the visual creation and branding.

Armo Design is an Ethical Fashion Brand that empowers small artisans around the world to have a better life. The brand is driven by strong social and environmental values, with the mindset that big changes start from small actions. For the essence of the brand, I was inspired by compassion towards the less fortunate, human warmth, and the natural harmonious curves of nature and fabrics, represented in a very organic and warm logo with a minimalist fashionista style.

The color palette, also inspired by color psychology, aims to communicate elegance, luxury, and reliability. The palette consists of colors such as white hues, evoking elegance, simplicity, timelessness, and tradition. Charcoal gray conveys authority, sophisticated professionalism, and elegance, providing a modern and minimalist image for a contemporary look. Rich terracotta evokes warmth, connection with nature, vitality, energy, and nostalgia.

For the Armo Design brand, these colors make an excellent match, as I seek to blend the nostalgia of artisanal work and preserve the cultural heritage of artisans with elegance, professionalism, modern designs, and materials that endure over time.



**“Wear the Stories of the World.”**





# Naming

The name of a brand is the first point of contact between the brand and the audience. It sets the tone of the brand's identity, personality, values, and positioning. Learning the naming process helps ensure that the chosen name aligns with the brand's visual identity and messaging.

There are various techniques and approaches aimed at creating a distinctive and effective brand name:

Descriptive Naming: American Airlines.

Acronym Naming: IKEA (Ingvar Kamprad Elmtaryd Agunnaryd).

Abstract Naming: Apple.

For Armo Design, I chose to use Positioning Naming, a branding technique that involves creating a brand name that reflects or reinforces the brand positioning strategy. Positioning refers to how a brand is perceived in the mind of consumers in relation to its competitors. A well-crafted brand name can effectively communicate the unique value proposition of the brand.

Armo" means "grace" in the Finnish language. Because I wanted people to know that our small actions can make big changes in other people's lives.

Following these steps, I created the name Armo Design:

1. Identify key brand attributes.
2. Create a descriptive name.
3. Ensure memorability and relevance.
4. Test and validate.





# Scandinavian influence

Inspired by Scandinavian design, particularly Finnish design, I wanted this clothing brand to embody the minimalism of curves and simplicity in design. Natural materials such as sheep wool, leather, and wrought iron are utilized. A palette of neutral colors including whites, grays, and muted tones forms the essence of Finnish design. Timeless elegance is emphasized, ensuring the brand remains relevant regardless of current trends.

I can confidently say that Armo Design is a Scandinavian brand with products influenced by other cultures. I've drawn much inspiration from Finnish nature, particularly the lakes and forests that dominate the landscape. However, I aim for it to be a brand suitable for everyday city use, without compromising its essence or aesthetic.

Adapting other products to the Scandinavian market has been a significant challenge for Armo, as often there are patterns or styles that don't blend seamlessly. Nevertheless, I have successfully managed to merge these two worlds. As a designer, I am thrilled to have created this brand and imbued it with this aesthetic.



# Golden Circle

The Golden Circle of Simon Sinek explains how great leaders and organizations inspire action by starting with why they do it, rather than how they do it.

According to Simon Sinek, people are more motivated to engage with a brand or cause when they understand the purpose or belief that those leaders or companies are striving for.

"People buy why you're doing it, not what you're doing." - Simon Sinek

For a Brand Designer, the ultimate goal is to evoke specific emotions and perceptions in the minds of consumers. A strong brand resonates with its audience on an emotional level, fostering trust and affinity. It goes beyond the functional aspects of a product or service and connects to deeper human needs, desires, and values. When consumers feel emotionally connected to a brand, they are more likely to choose it over a competitor. That is brand loyalty.

Our Golden Circle.

Why: Empowering small artisans to lead better lives and adopt sustainable practices. We believe in the transformative power of traditional craftsmanship to uplift communities, preserve cultural heritage, and foster economic empowerment.

How: By creating a digital platform that serves as a bridge between artisans and global markets, while promoting traditional craftsmanship. Our mission is to prioritize sustainable practices and embrace fair trade principles to ensure that artisans receive fair compensation for their work. We integrate sustainable knowledge and practices to minimize environmental impact and promote eco-friendly practices.

What: Our platform offers a transformative shopping experience where every purchase carries meaning and impact. We curate a collection of ethically crafted products that not only prioritize sustainability and environmental impact but also tell a story and reflect cultural identities. With every purchase, you can make a meaningful impact while enjoying high-quality, socially ethical fashion.





## Logo

For the creation of the Armo logo, I wanted it to be a lettering logo, one that could be read and had a visual impact. For this reason, I had to resort once again to psychology and brand positioning. Armo is an Ethical Fashion Brand. The brand's positioning is based on solid social and environmental values, with the mindset that big changes start from small actions.

Considering the social and environmental cause in design, I wanted to find a font that had organic and natural shapes, such as a drop of water, leaves, flowers, or ice. If I had used sharp or pointed shapes, I don't think the brand would have had the same impact, as those shapes are associated with objects that can cut or attack. That's why I decided to use more organic shapes.

Eckmannpsych helped me find that mix of organic shapes with elegance and distinction, allowing me to play a lot with negative spaces and making the brand have a luxury style, without losing the human essence, warm, natural, and organic. The curved lines and organic shapes of Eckmannpsych helped me convey tranquility, giving the impression of relaxation and inner peace.

The harmony of the organic shapes of Eckmannpsych gives the sense of balance and harmony, reflecting the symmetries and patterns found in the natural environment, such as mountains, rivers, water, stones, and natural textiles.



## Responsive Logo

There is much discussion about responsive logo design and whether brands need to have it or not. Responsive design was originally used in web design to create websites and digital experiences that adapt and respond fluidly to the user's device, such as phones, laptops, and tablets.

A responsive logo is a logo design that adapts and scales effectively across various digital and physical contexts, maintaining its integrity and legibility regardless of size, format, or medium. For Armo, I decided to create a logotype, a logo using the letter A as an icon and application logo in a square.

Why should you have a responsive logo? I can say it's because technology and new digital platforms emerge every day. For example, the icon of Armo, which is the letter A, can be used on very small devices such as smartphones and still be very legible.

Logo responsive design is a crucial component of a brand's visual identity system, ensuring consistency, adaptability, and recognition.

Should you aim to have an icon for your brand? Yes, but it's not necessarily required.



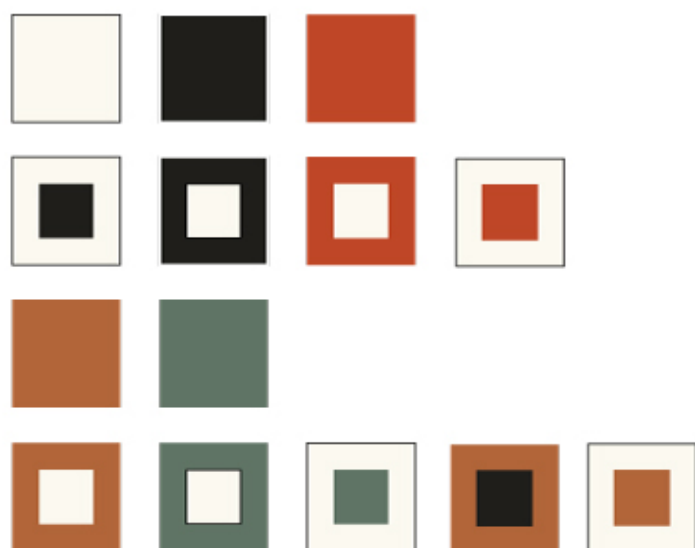
## Main colors



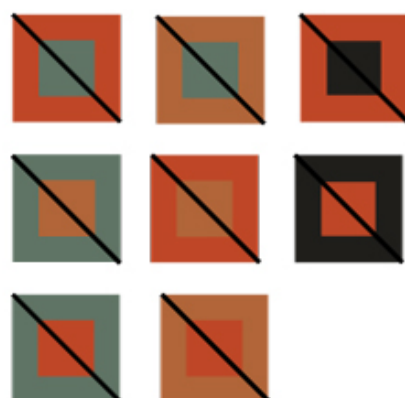
## Secondary colors



## Color Pairing

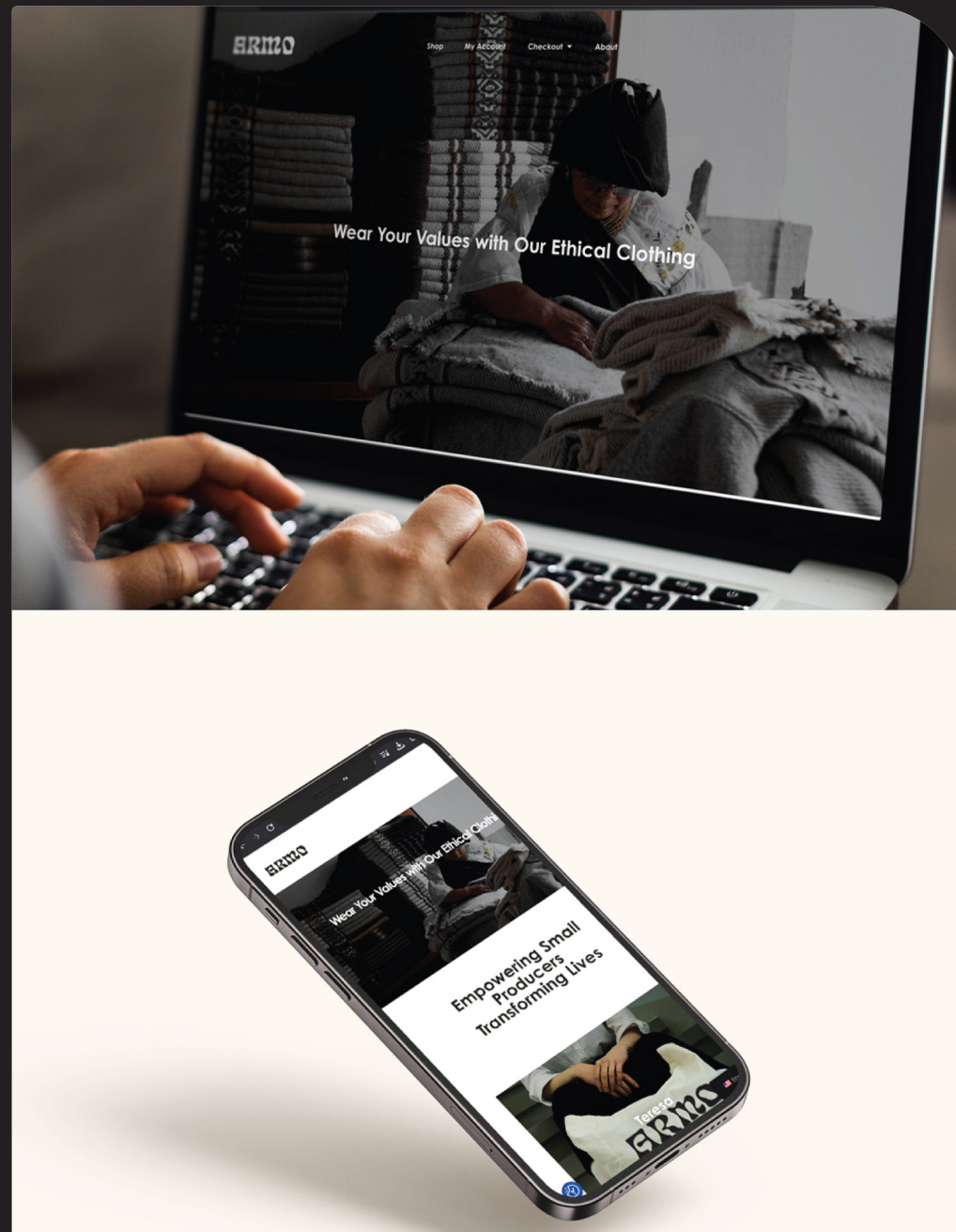


## Colors Don't



## COLOR PAIRING EXAMPLES





## The Story of the People Behind the Products.

## Website Design

For the website, which is part of our value proposition, where customers and users find products made by small artisans, using the Business Model Canvas, I could make strategic decisions. Our customers and users buy products that are handmade by artisans, but they want to know who they are, where they live, and what the story is behind the products they have.

We use the Golden Circle to build the website, designed to first show why we do the things we do in Armo, why we stand for the things we stand for in Armo. The second part of the website is how we do it. We create blogs about each artisan we collaborate with, telling the stories of those artisans who created the products, giving them the recognition they deserve. We also explain how they create the products and the materials they use. The last part is the what: our products. I believe that this way, we first create an emotional connection with our target customers and make them feel they made the best choice when they buy our products.





- 21 -

**ARMO**

DESIGNED BY A.M.D.

## Chakana Poncho

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 2nd year

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2015/2016

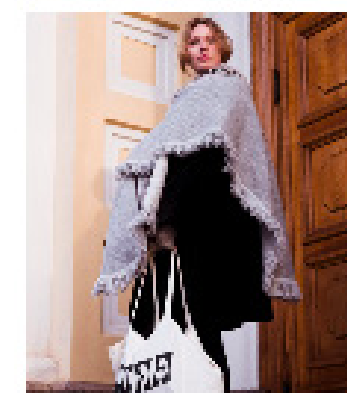
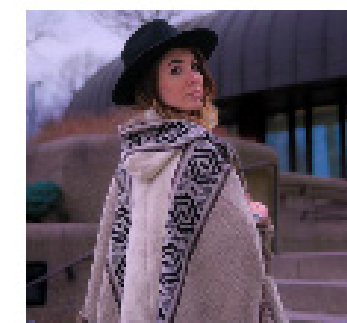
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- 22 -

## Business Model Canvas

**Determine and align your business priorities  
in a visual way with GoodNotes**

Designed for:

### Key Partners

What are your key partners to get competitive advantage?

### Key Activities

What are the key steps to move ahead to your customers?

### Key Propositions

How will you make your customer's life happier?

## Customer Relationships

How often will you interact with your customers?

### Customer Segments

Who are your customers? Describe your target audience in a couple of words.

### Key Resources

What resources do you need to make your idea work?

## Channels

### Cost Structure

## Revenue Streams

**BMC**

Let's use the BMC to design a better brand.

Who is our target customer? Conscious individuals who want to make a change and have an impact on their lives and the world. These are people who believe in sustainable practices, ethical principles and are against fast fashion.

Our value proposition is as an Ethical Fashion Brand that empowers small artisans around the world to have a better life. The brand is driven by strong social and environmental values, with the belief that big changes start from small actions.

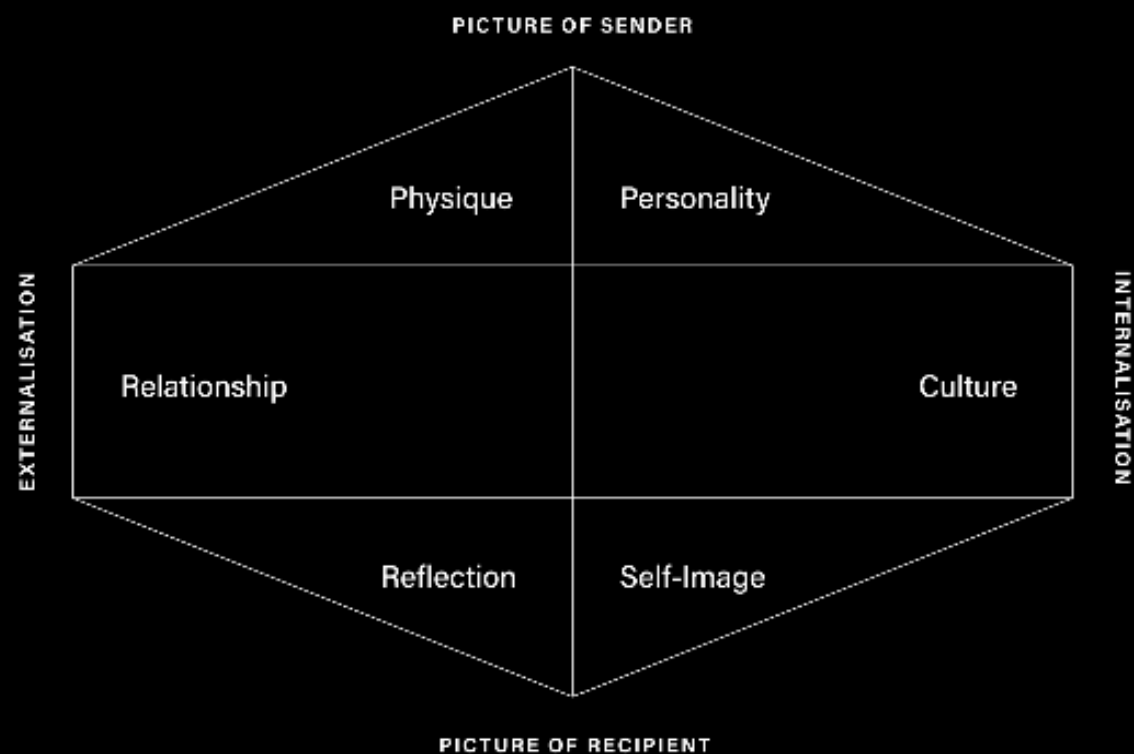
Who are our key partners? Small artisans, artisan cooperatives, NGOs, and non-profit organizations. These key partners play a crucial role in achieving our mission of empowering artisans, preserving cultural heritage, and promoting environmental sustainability.

Our key activities involve helping us design better marketing and branding strategies, such as curating a collection of ethically crafted products that align with our values of sustainability and social responsibility. Storytelling is integral to our marketing and branding strategy as it allows us to engage with our audience, build trust and loyalty, and inspire them to join the movement for positive change. Artisan stories, sustainability journeys, and the crafting process of the products, as well as cultural celebrations, highlight how the products in our platform embody these cultural narratives and serve as tangible expressions of identity and belonging. Impact stories also play a vital role, sharing narratives that demonstrate the tangible impact of our platform, such as improving the livelihoods of artisans or mitigating environmental damage.





## Kapfererer's Brand Identity Prism



## Brand Prism

Another tool to become a better brand designer, Brand Prism is a powerful tool for designers to understand, represent, and reinforce a brand identity and positioning through design, leading to more impactful and effective visual communication. The prism consists of six dimensions or facets, each representing a different aspect of the brand identity and personality.

### ARMO BRAND PRISM:

#### 1.The Physique: The Visual Identity.

It is Modern and Natural. Our logo incorporates natural curved lines, symbolizing our focus on sustainability and social responsibility.

2.Personality: Armo embodies characteristics of authenticity, inclusivity, and sustainability. With a warm, empathetic, and empowering tone of voice, resonating with customers who value ethical consumption and social responsibility.

3.Culture: Armo celebrates environmental sustainability, cultural diversity, and heritage through its curated collection of products and partnerships with artisans from around the world. What moves us to have Conscious Consumerism.

4.Relationship: Armo fosters meaningful connections with its customers by providing a platform where customers can discover and support artisans, learn about their stories, culture, how they live, where they live, how they work, and how they produce the products. This makes for more conscious purchasing decisions.

5.Reflection: Refers to the way consumers use the brand to express their own identity and values. Using Armo products, they express their values for promoting sustainability, empowerment, and promoting cultural preservation and social responsibility.

6.Self-image: Customers who engage with Armo see themselves as responsible and conscientious consumers empowered to make positive choices for themselves and the planet. Armo resonates with who they are and who they want to be.





# Photography

As a brand designer, I decided to delve into photography. While I had some experience with photography before, mainly for Latin Jungle, I wanted to explore it further for Armo Design. Specifically, I aimed to learn more about fashion photography, street photography, and cinematic photography.

In this journey, I invested in a professional camera, the Fujifilm XT4. It's a hybrid camera designed for both photography and videography. For Armo, I sought a dynamic camera that would assist me in capturing high-quality images and videos. The XT4 proved to be the perfect choice for me.

Why should a brand designer learn about photography? Here's why:  
**Visual Communication:** Photography serves as a powerful tool for visual storytelling and communication. For my clothing brand, I aimed to narrate the stories of the artisans, giving them faces in a world where they often remain faceless. I aimed to create an emotional connection, empowering both customers and artisans.

**Crafting Brand Identity:** Learning photography aids in crafting the brand identity by utilizing specific colors, angles, composition, and elements. For Armo Design, I intended to incorporate natural elements and landscapes, along with the city's prominent stone buildings. I aimed to evoke nostalgia with retro colors and grainy pictures.



TOOLS I USED AS  
BRAND DESIGNER



Adobe Illustrator



Adobe Lightroom



Adobe Photoshop



Adobe InDesign