Crafting the right visual identity for your brand.

Selected work
2024

I help clients envision their brands and support design teams that require an additional help or specific branding expertise, whether it's a small studio or a global design agency.

Logofolio

A curated collection of distinctive logotypes, symbols, and marks, many of which contributed to more comprehensive visual identity projects.

Logotypes nr.: 01, 02, 03, 08, 10, 11, 13
designed at Humaze Studio (Lisbon, Portugal)

Logotype nr.: 04
designed with ForOfficeUseOnly (New York, USA)

Logotype nr.: 06
designed at TJPA (Lisbon, Portugal)

UNIRA®
Architecture & Interior Design

Logotype 01 – UNIRA

BLUESTORM

Logotype 02 – BLUESTORM

BARREIRO
OÁSIS
GREEN LIVING

Logotype 03 – OÁSIS BARREIRO

TRAHAN ARCHITECTS

Logotype 04 – TRAHAN ARCHITECTS

ESPAÇO

Lounge & Workspace

Logotype 05 – ESPAÇO L

ORDINÁRIA!

SWEAT IT TO GET IT

Logotype 06 – ORDINÁRIA!

sparqs®

Logotype 07 – SPARQS

CAIS DO TRIGO · 52

Immersed in tradition

Logotype 08 – CAIS DO TRIGO

aprima

Logotype 09 – APRIMA

GAIA FOZ

SAL D'OURO

Logotype 10 – SALD'OURO

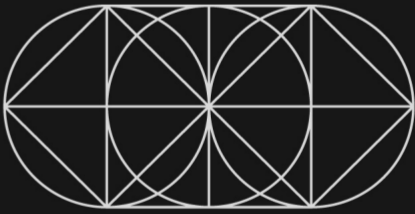# PETRUS 23

ALFAMA   SURROUNDED BY TRADITION

Logotype 11 – PETRUS

141–A

Logotype 12 – 141-A

PRIORE XXI

HISTORY UNVEILED

Logotype 13 – PRIORE XXI

UNIRA Atelier

Three experienced architects from different backgrounds decided to open their own Architecture and Interior Design studio in Porto.

Several discovery sessions and brainstorming with the client were necessary until a name was found with which they truly identified.

An equally crucial aspect of the project involved the development of a brand and a comprehensive visual representation that effectively conveyed and embodied the essence of their work and ethos.
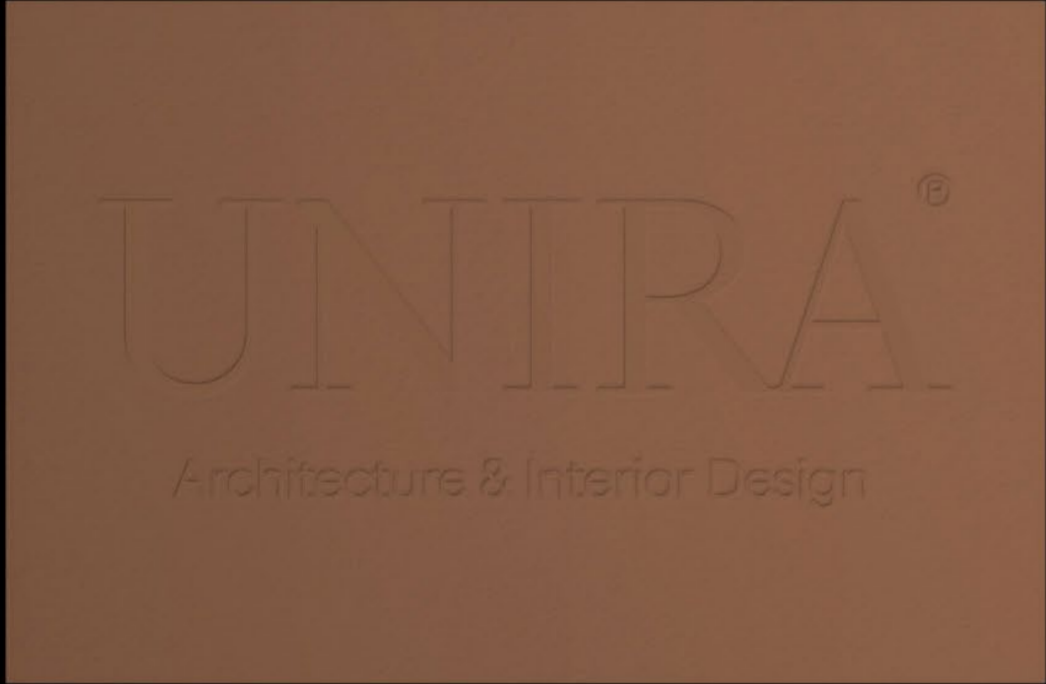
Branding, Logo Design, Brand Identity, Brand Guidelines, Print Design, Web Design, Graphic Design, Creative Direction, Brand Naming
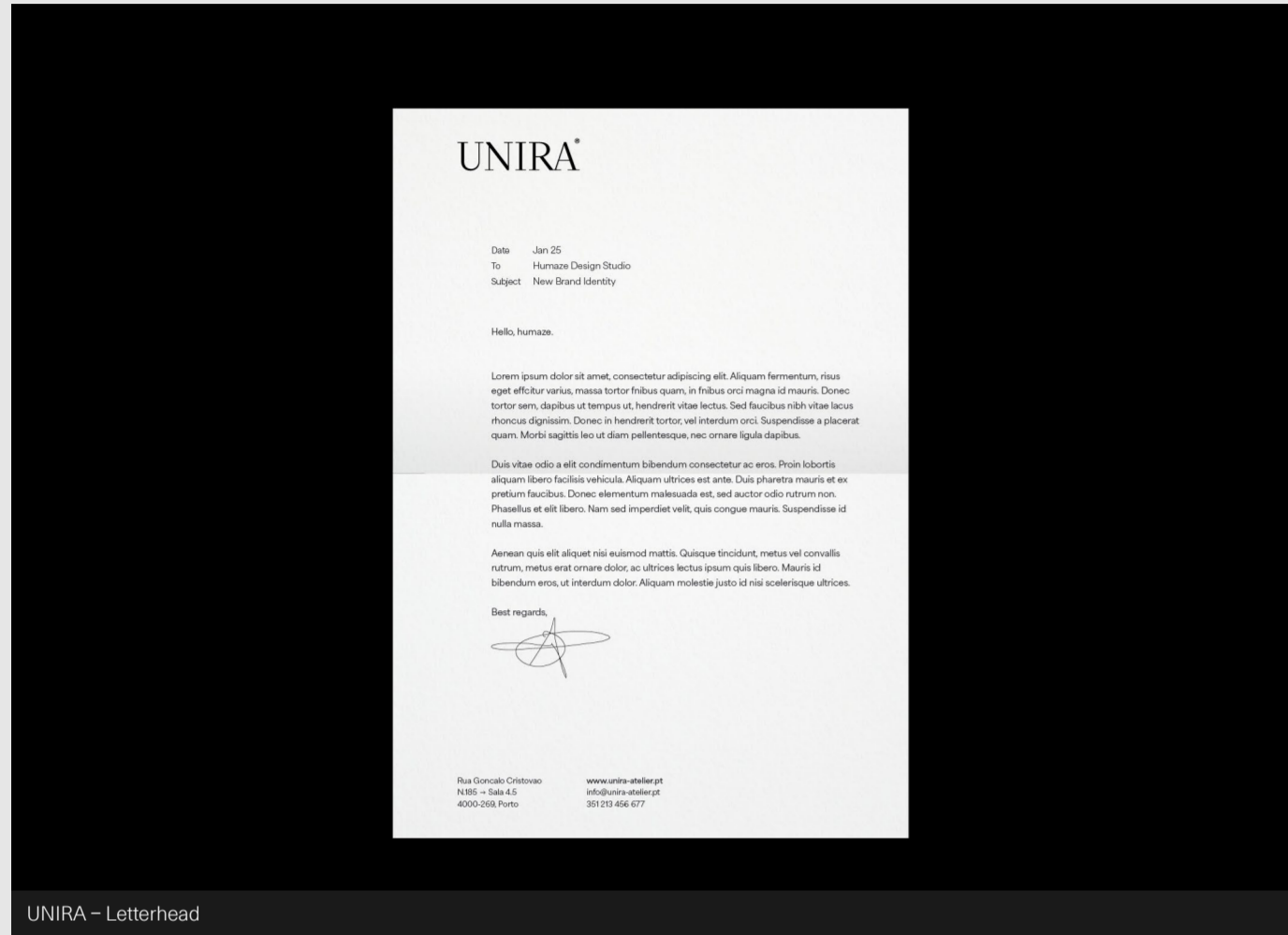
UNIRA – Totebag

UNIRA – Business Cards

Maria Ginestal
Arquiteta

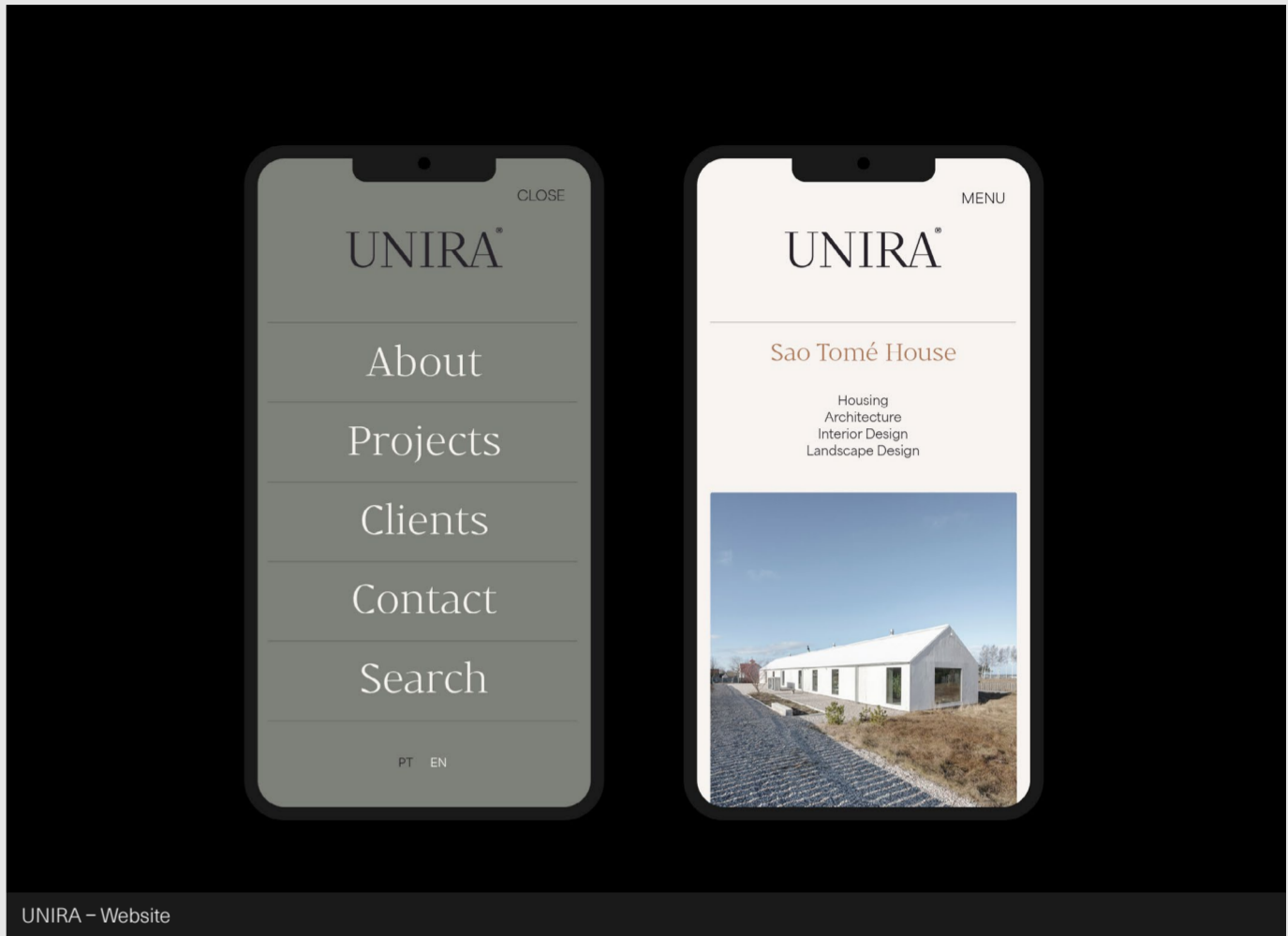Rua Goncalo Cristovao
N.185 → Sala 4.5
4000-269, Porto

www.unira-atelier.pt
info@unira-atelier.pt
00351 213 456 677

UNIRA – DL Envelope

UNIRA – Letterhead

Logotype + Tagline

Logotype

Symbol

UNIRA – Logo Variations

UNIRA – Website

Titles e Headings

BW Darius Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Text & Captions

Area Typeface

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
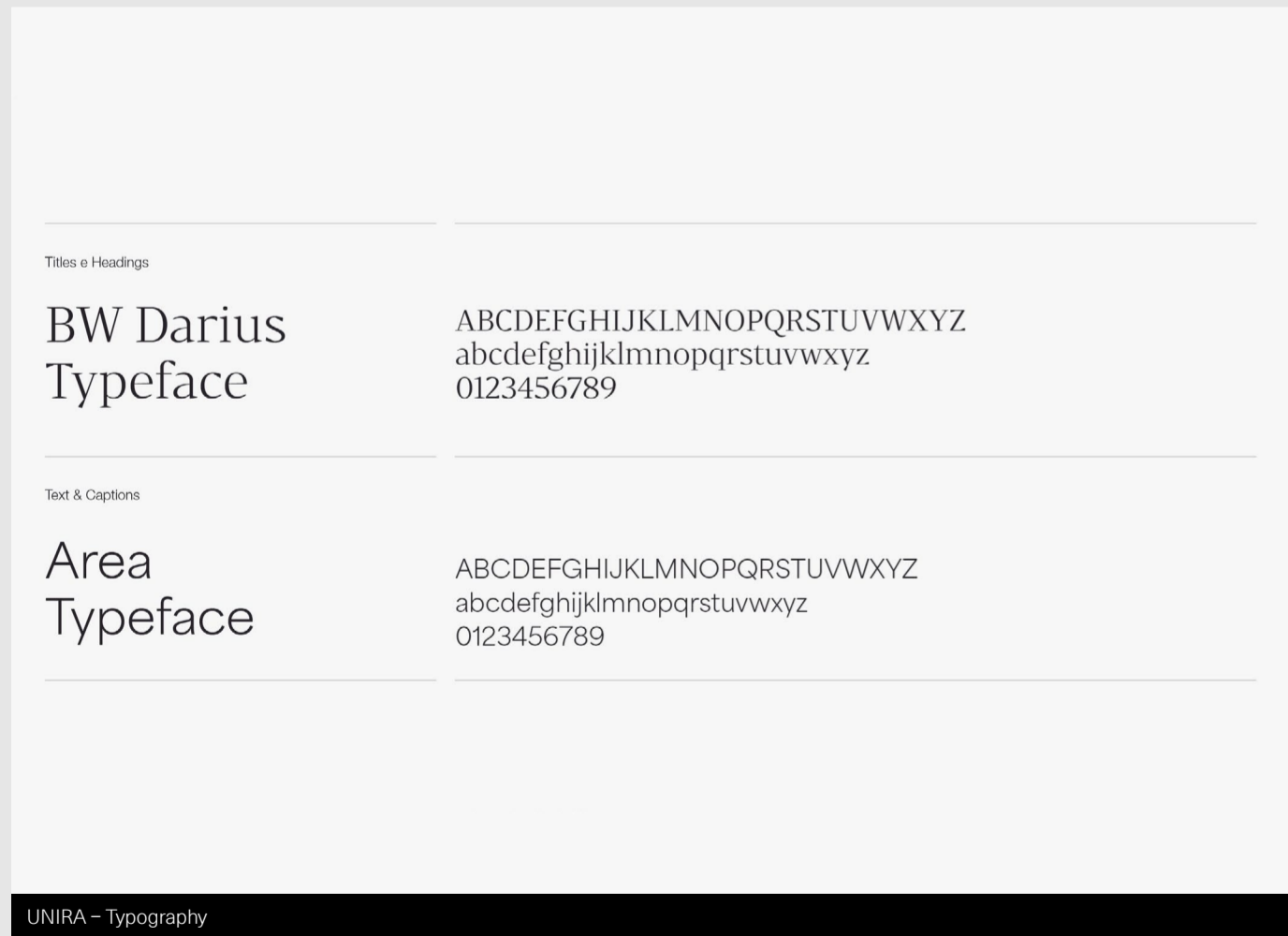
UNIRA – Typography

UNIRA – Website

Tawny	Charcoal	Khaki	Cotton
PANTONE 729U	PANTONE 439U	PANTONE 5773U	PANTONE WARM GREY 1 50%
C19 M36 Y53 K2	C28 M36 Y22 K55	C35 M17 Y44 K3	C3 M4 Y11 K5
R178 G123 B91	R40 G35 B42	R125 G129 B122	R247 G244 B241
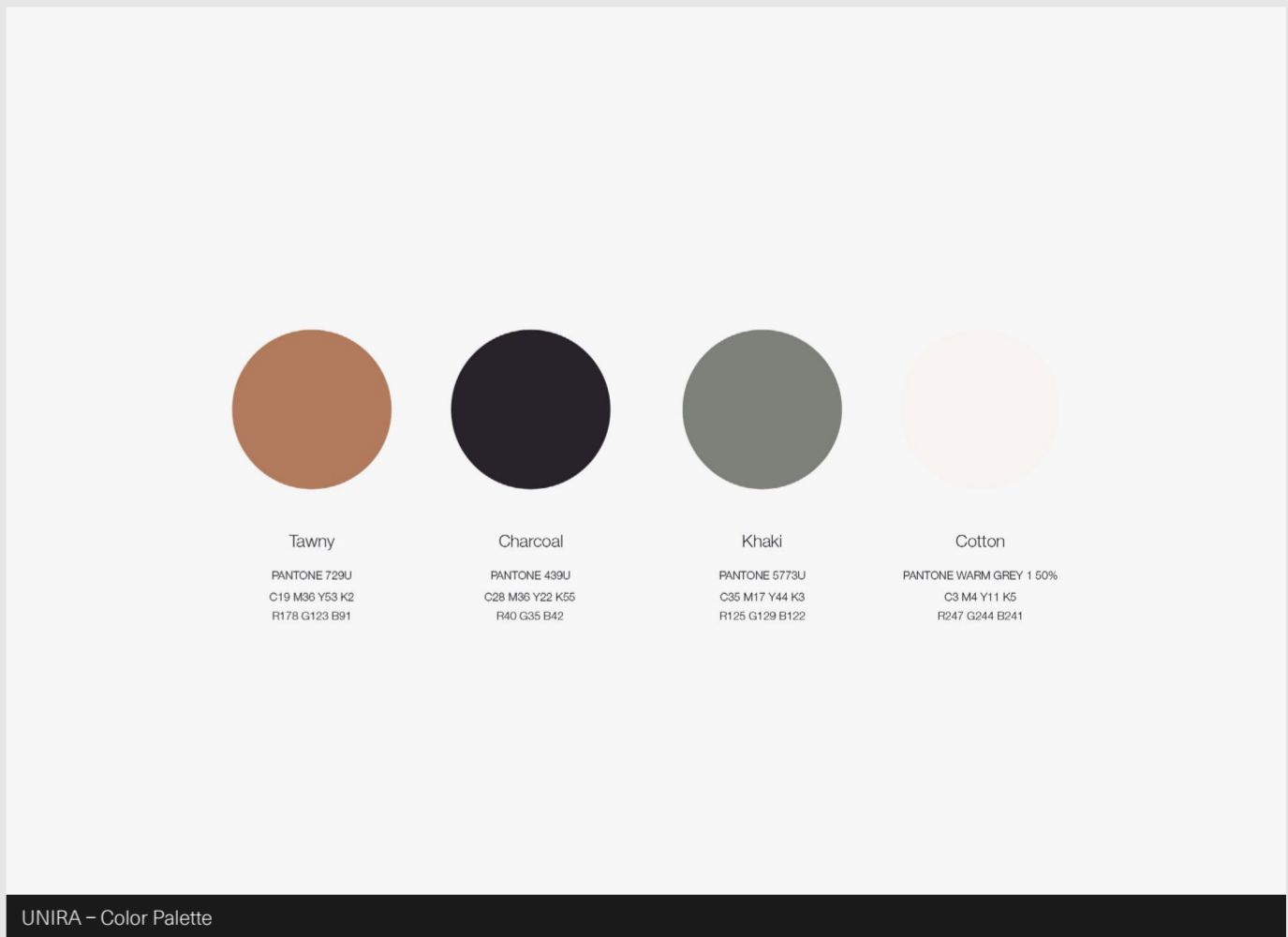
UNIRA – Color Palette

Scenic

A distinctive building developed by Louvre Capital in Lisbon's city center boasts stunning panoramic views of the city and the Tagus River.

Designed by the renowned architectural practice of Frederico Valssasina, the communication strategy aimed to allure high-profile buyers by crafting a unique building's identity and creating a comprehensive set of distinctive brand materials, including a teaser brochure, a premium brochure, the website, and other collateral.

Print Layout, Real Estate, Typography,
Art Direction, Brochure Design, Print Design
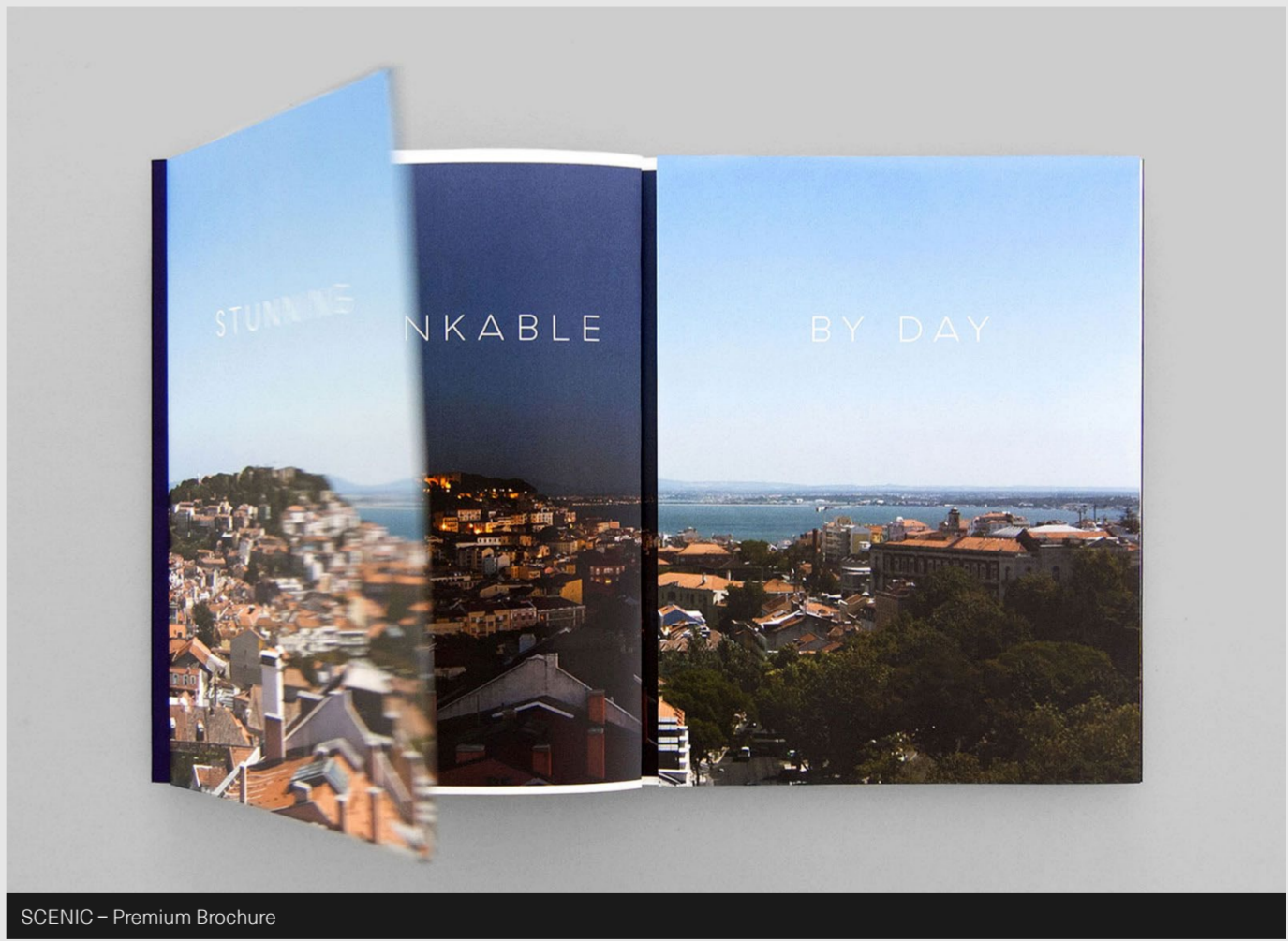Architecture, Editorial Design

PALCO DAS VISTAS MAIS INCRÍVEIS DE LISBOA, SCENIC É UMA JANELA ABERTA À CIDADE.

SCENIC

STAGE TO THE MOST BREATHTAKING VIEWS OF LISBON, SCENIC IS AN OPEN WINDOW TO THE CITY.

ÁREAS PRIVATIVAS DE 68 M2 A 310 M2
PRIVATE AREAS FROM 68 SQM TO 310 SQM

10 PISOS EM ZONA NOBRE NO CENTRO DE LISBOA
10 FLOORS IN A NOBLE LISBON CENTRAL AREA

SCENIC – Teaser Brochure

SCENIC – Premium Brochure

MADEIRA E PEDRA PARA
UM REFÚGIO NATURAL

SCENIC – Premium Brochure

STUNNING   UNKABLE   BY DAY

SCENIC – Premium Brochure

AtelierMob

Atelier Mob, an innovative Architectural Collective, sought to transcend boundaries and transform lives through their practice.

Recognizing the need for a modernized image, they embarked on revamping their outdated website and identity.

The goal was to align their digital presence with their forward-thinking philosophy, creating a visual identity that resonated with their audience while reflecting their dynamic approach to architecture.

Web Design, UX&UI, Digital Design, Architecture, Architecture, Figma
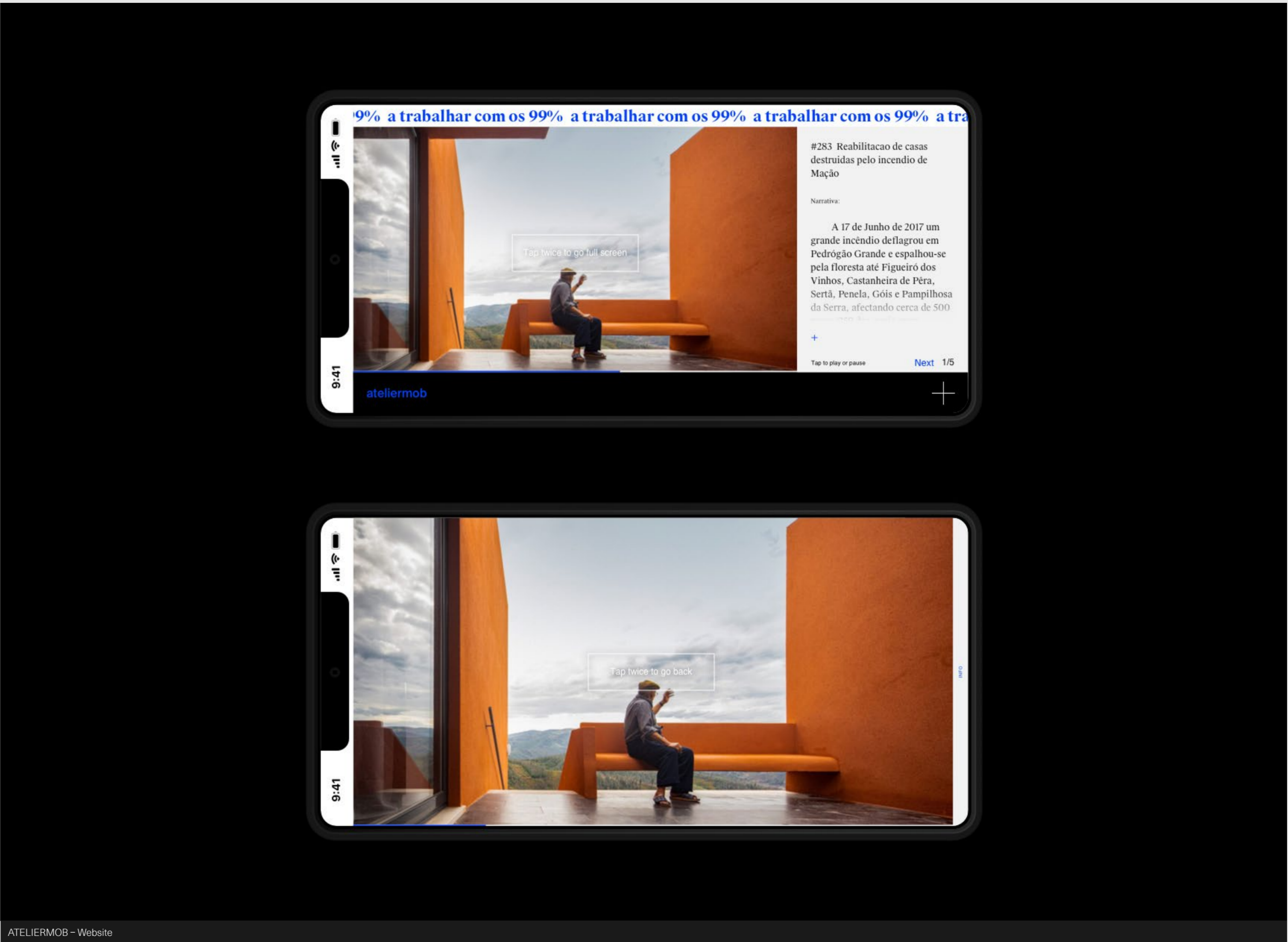
ATELIERMOB – Website
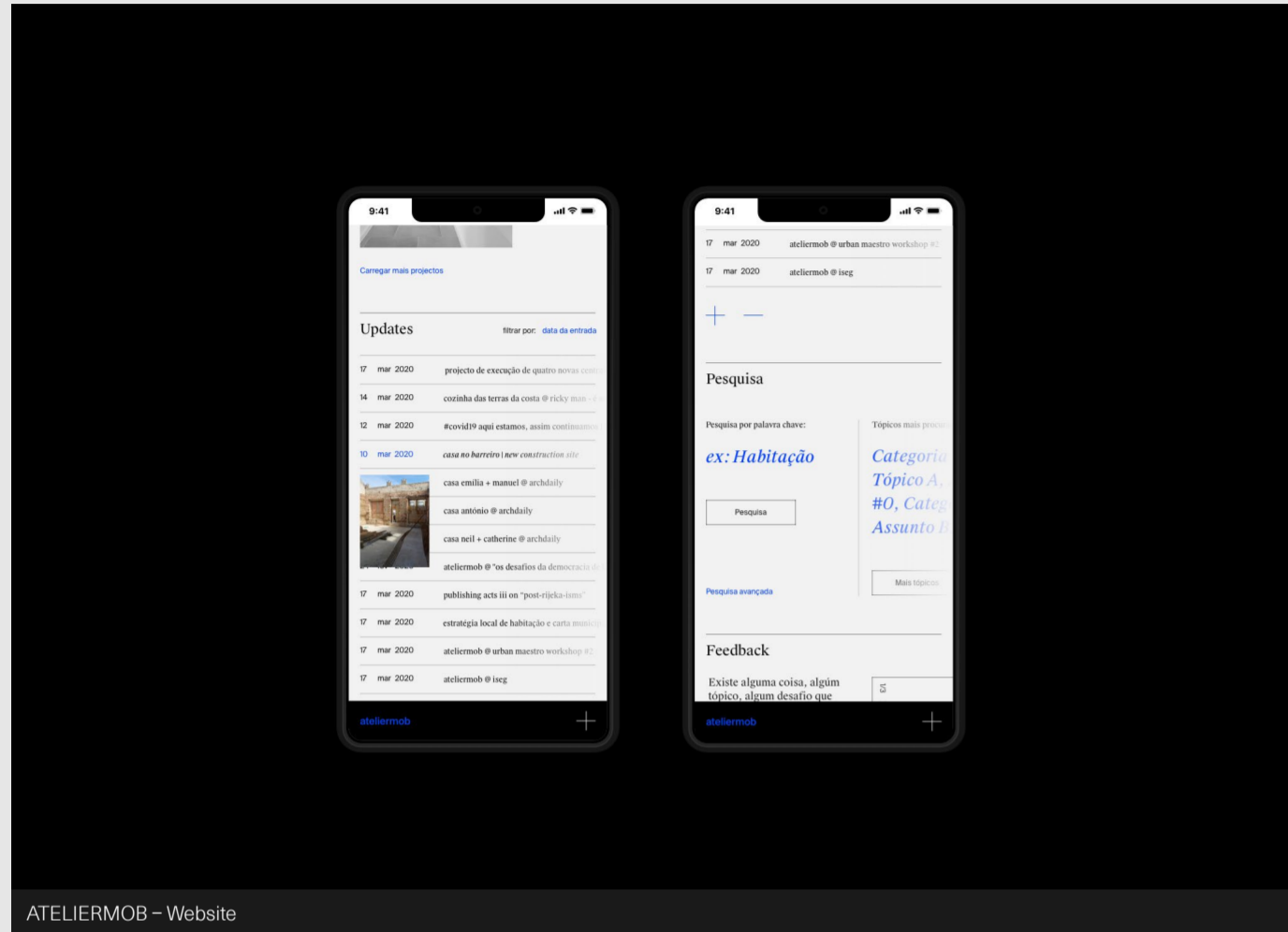
ATELIERMOB – Website
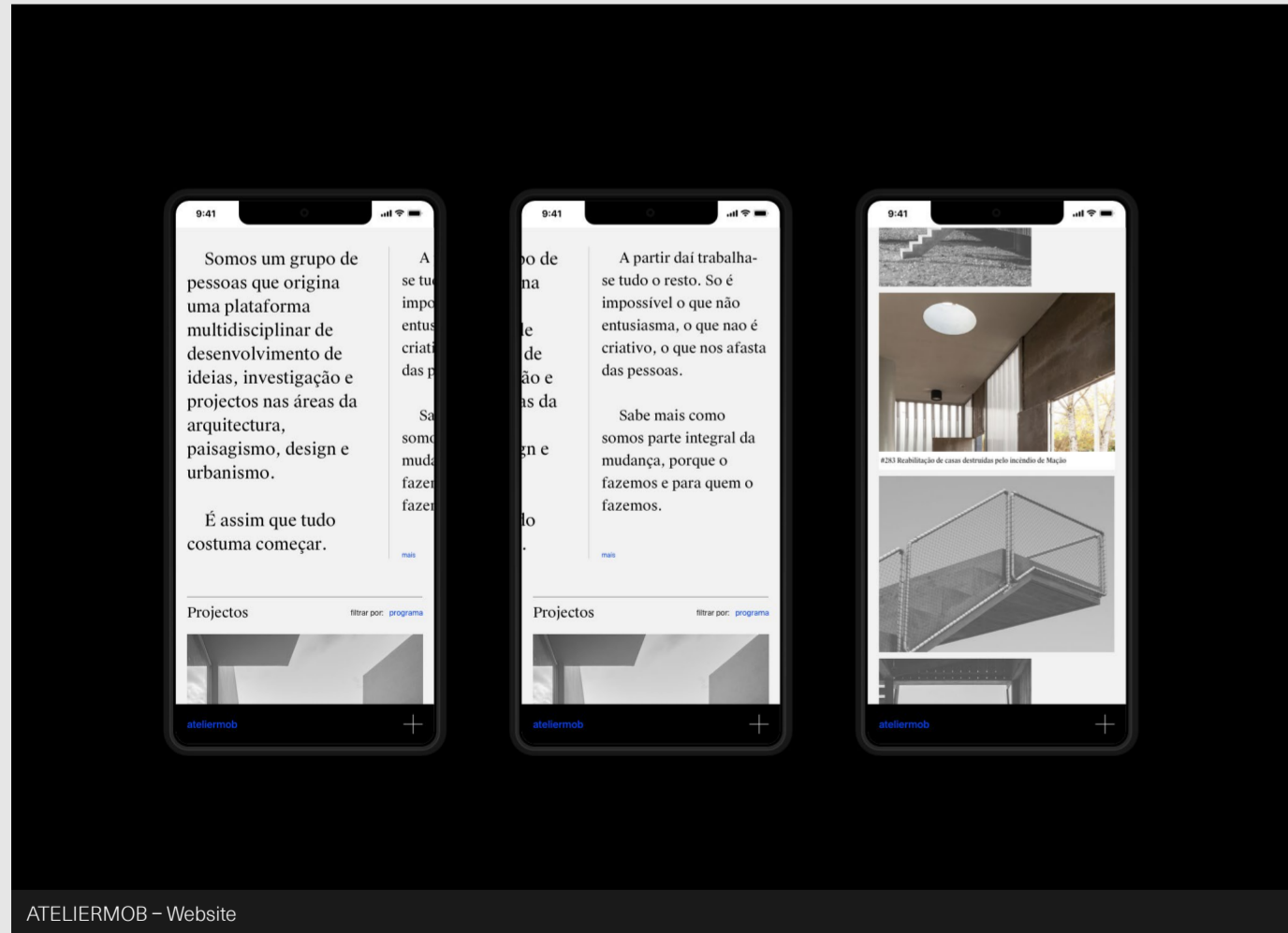
ATELIERMOB – Website
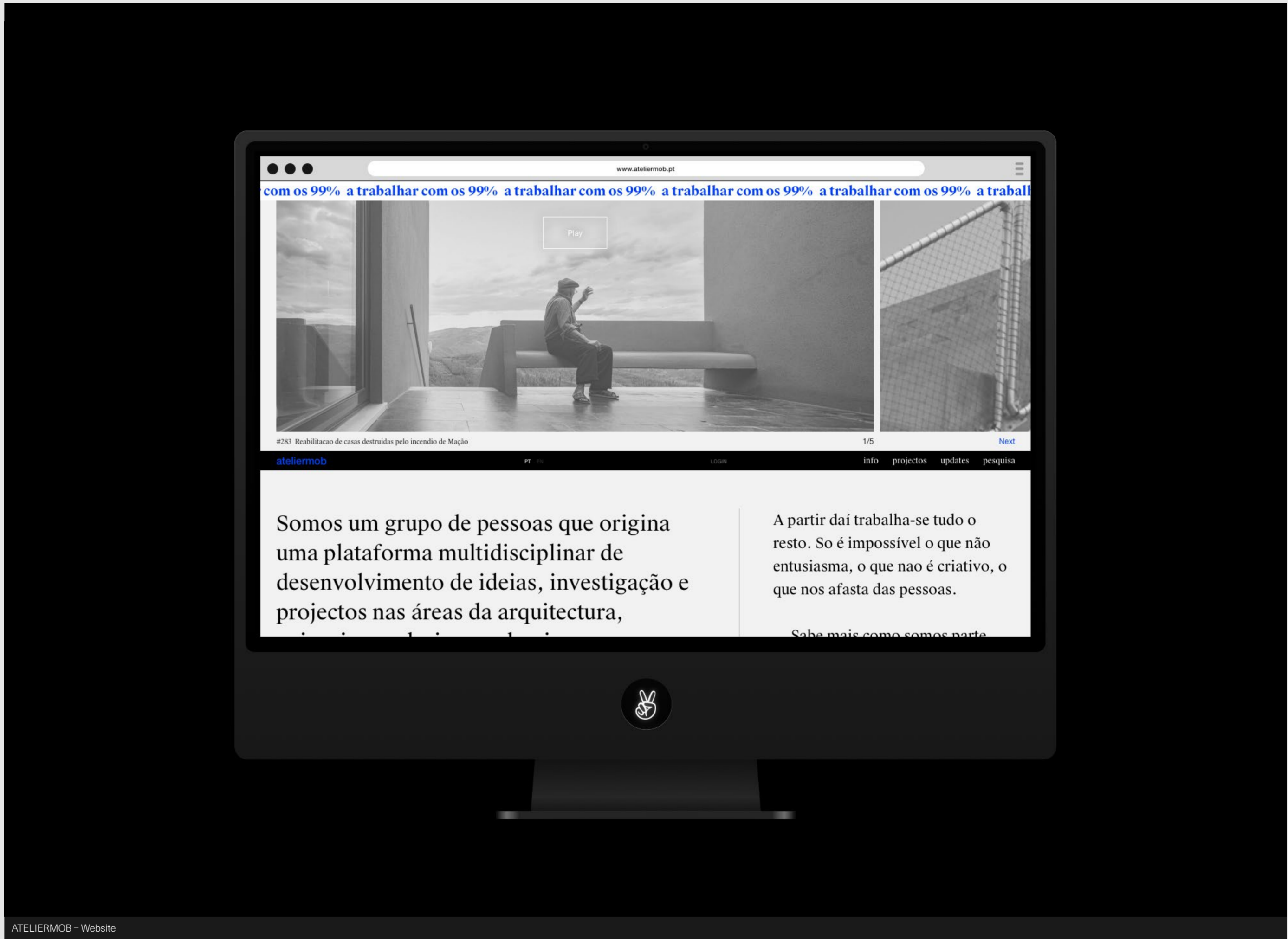
ATELIERMOB – Website

BlueStorm

Energizing the real estate landscape, the development of BlueStorm's new brand identity was inspired by the powerful eye of the storm.

More than a visual upgrade, the new identity encapsulates the brand's vigor and transformative spirit, capturing the essence of a brand ready to take the world of real estate by storm.
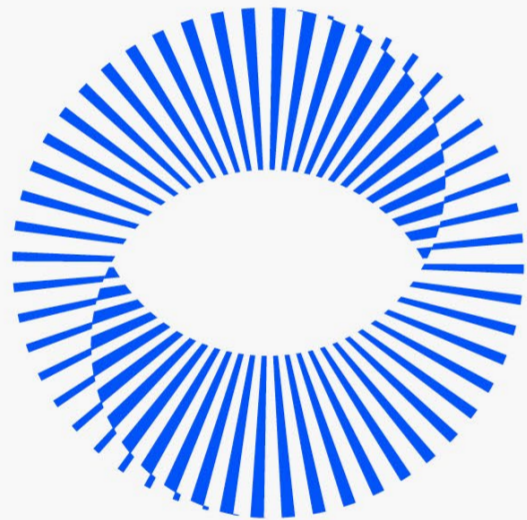
Brand Design, Logotype, Brand Guidelines
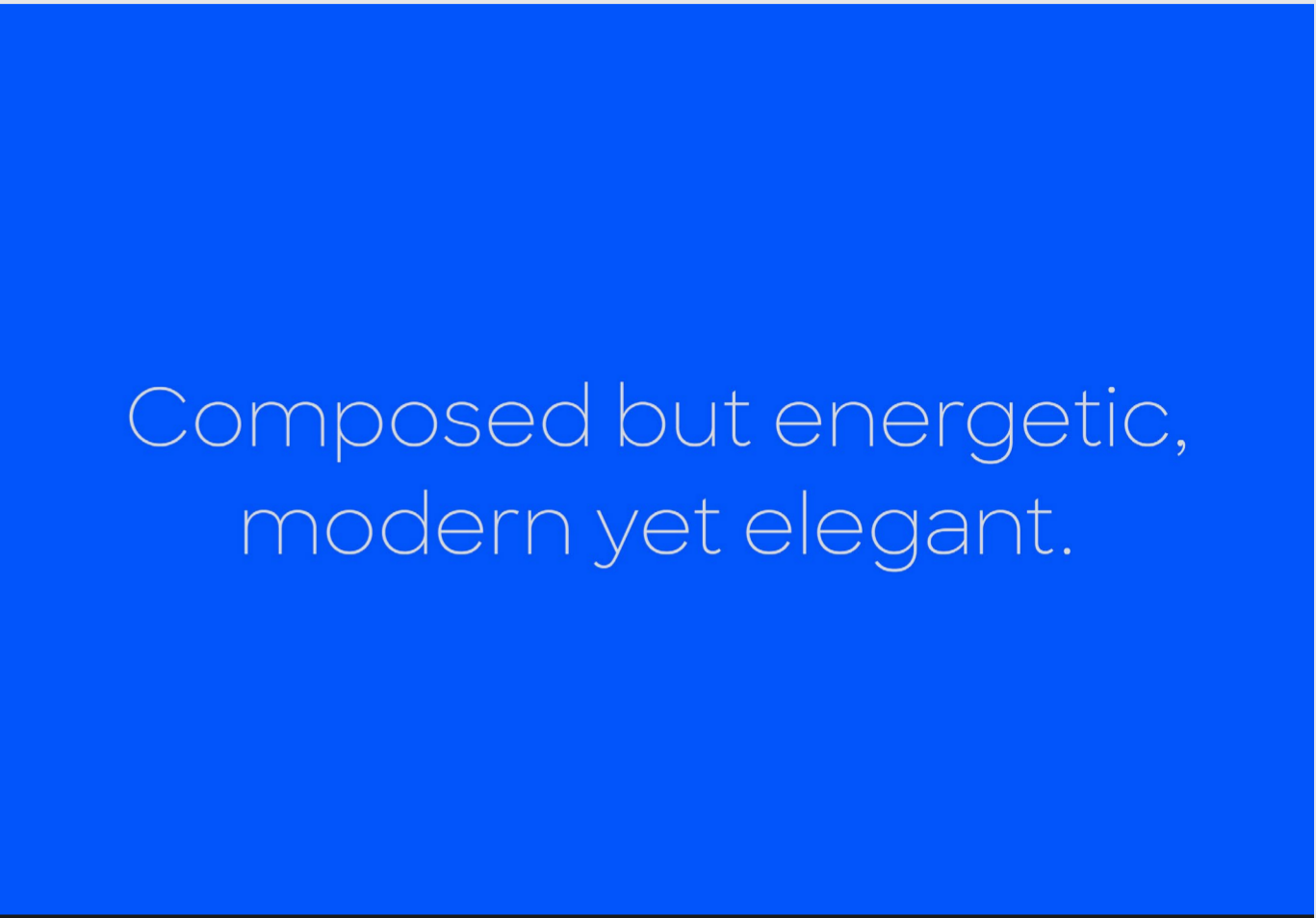Web Design, Typography, Art Direction

BLUESTORM – Office Front

Composed but energetic,
modern yet elegant.

BLUESTORM – Voice Tone

Typography

Signifier by
Klim Typefoundry

↓

Both typefaces combined evoke a contemporary
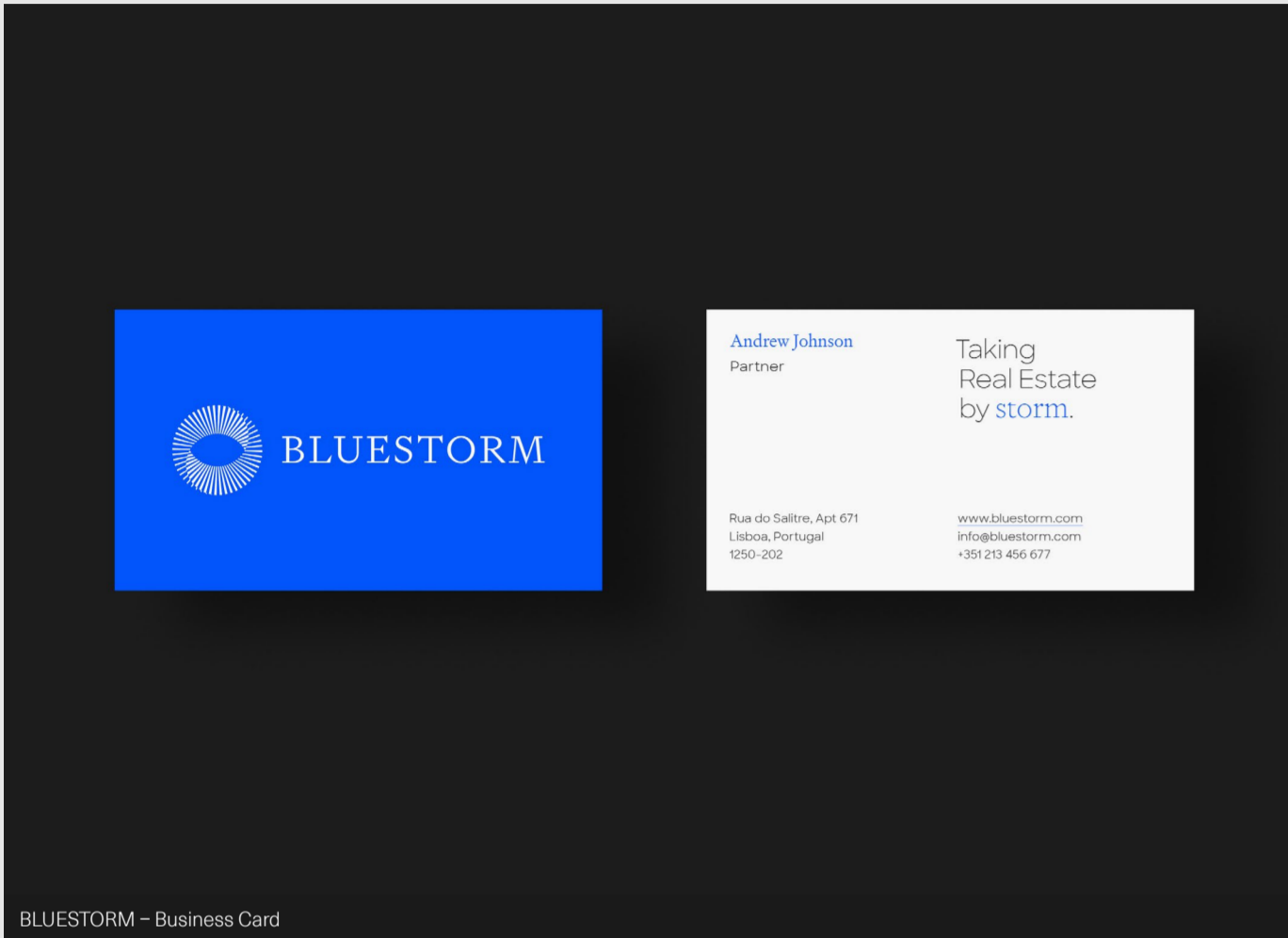and elegant feel to the brand.
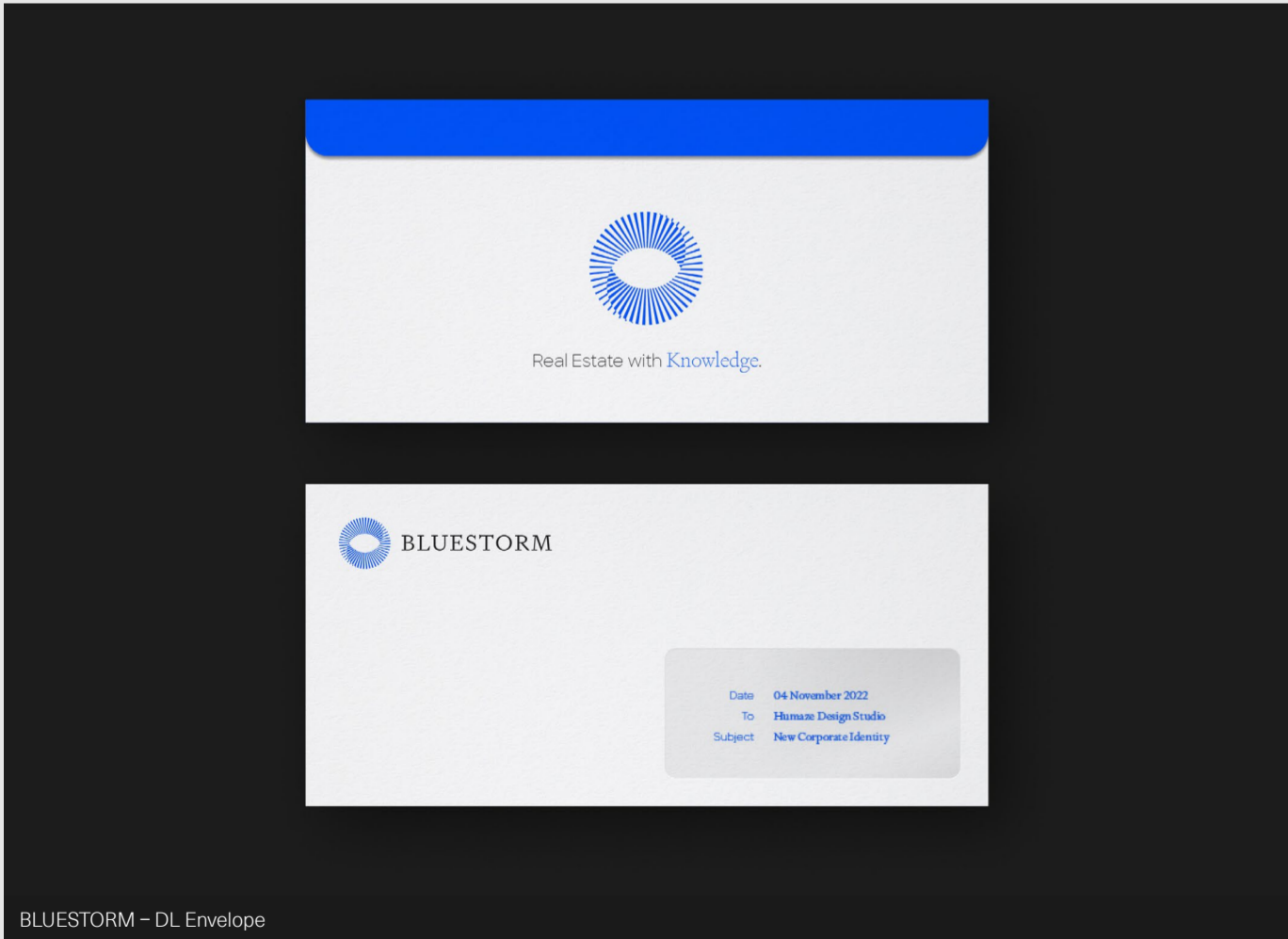
P. 11

&
Sharp Sans
by Sharptype

BLUESTORM

BLUESTORM – Main Logotype

BLUESTORM – Typography

BLUESTORM – Business Card

BLUESTORM – DL Envelope

BLUESTORM – Symbol

BLUESTORM – Negative Main Logotype
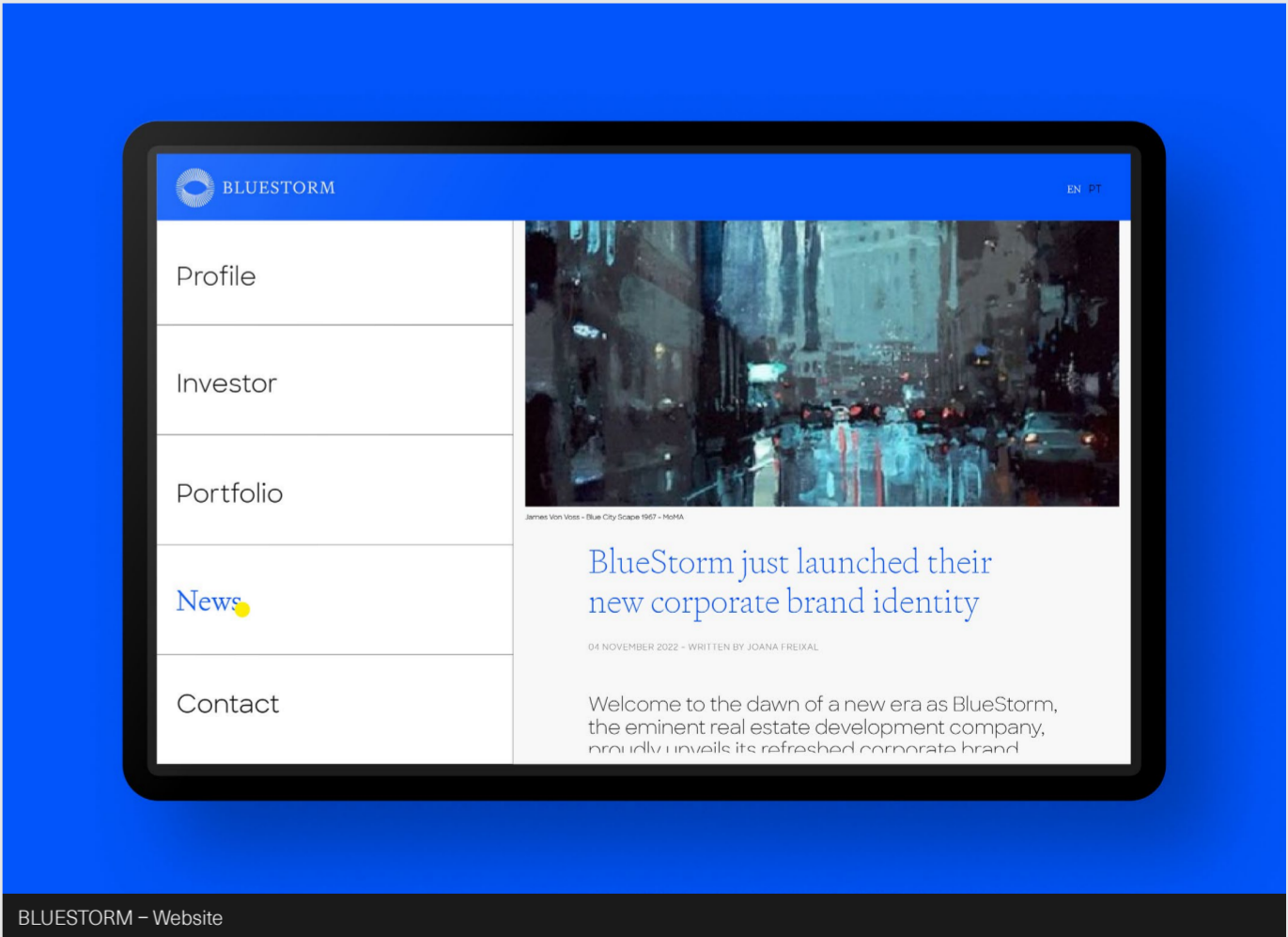
BLUESTORM – Website

As an independent graphic designer, I mainly focus on visual creative direction, branding, and web design, helping you deliver enduring, thoughtful, and captivating design work that engages your audience or market.

I aim to help clients envision their brands and support design teams that require an additional help or specific branding expertise, whether it's a small studio or a global design agency.

With a keen interest in designing for architecture and design, I've developed significant know-how in addressing many of the communication challenges that are specific to these industries.

Mauro A. Santos

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hello@pprocessing.info
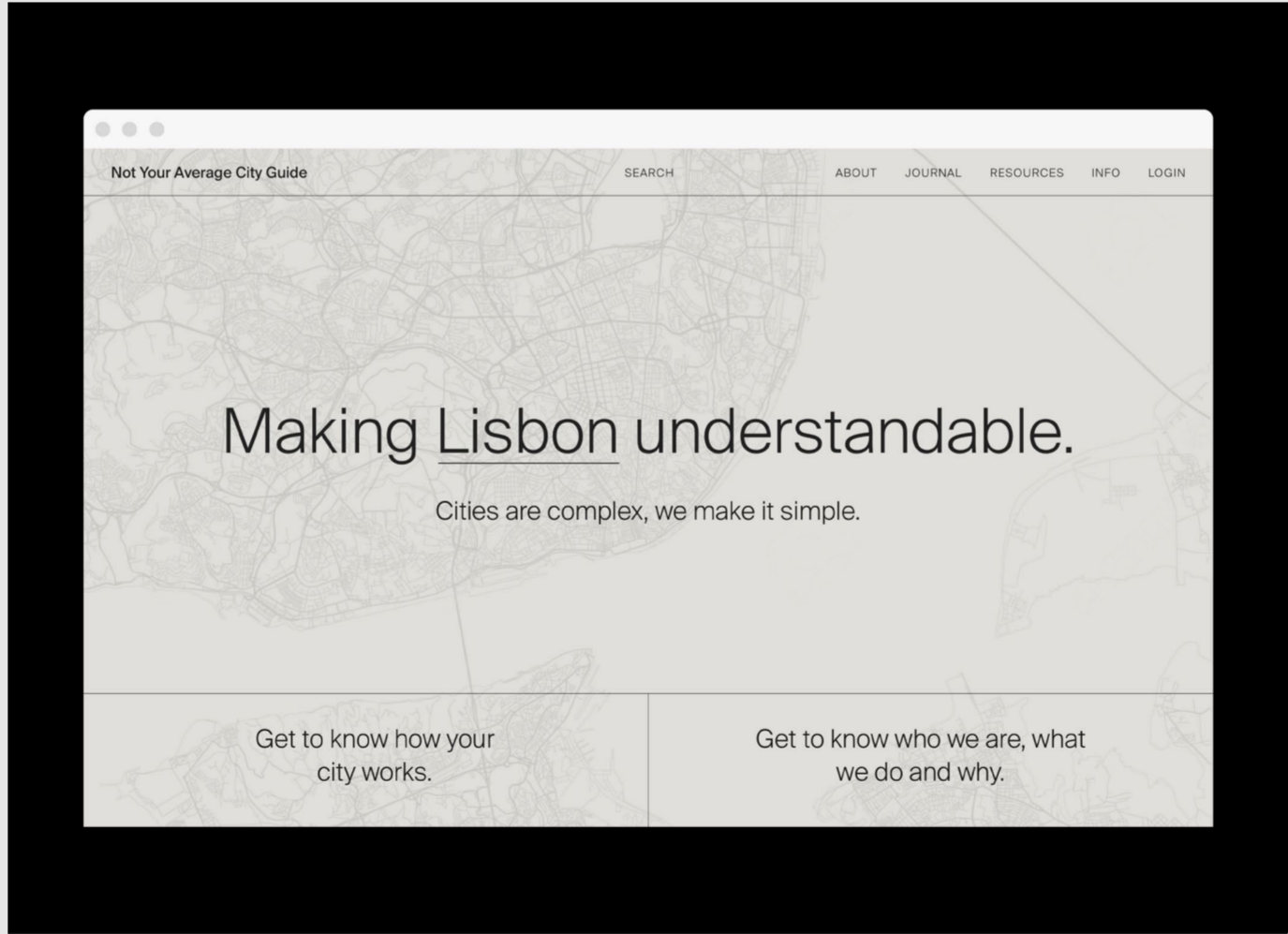
www.pprocessing.info

Identity Design

It's more about what you stand for, rather than only how you look.

Communication Strategy, Naming, Logotype Design, Visual Systems, Identity Guidelines, etc.
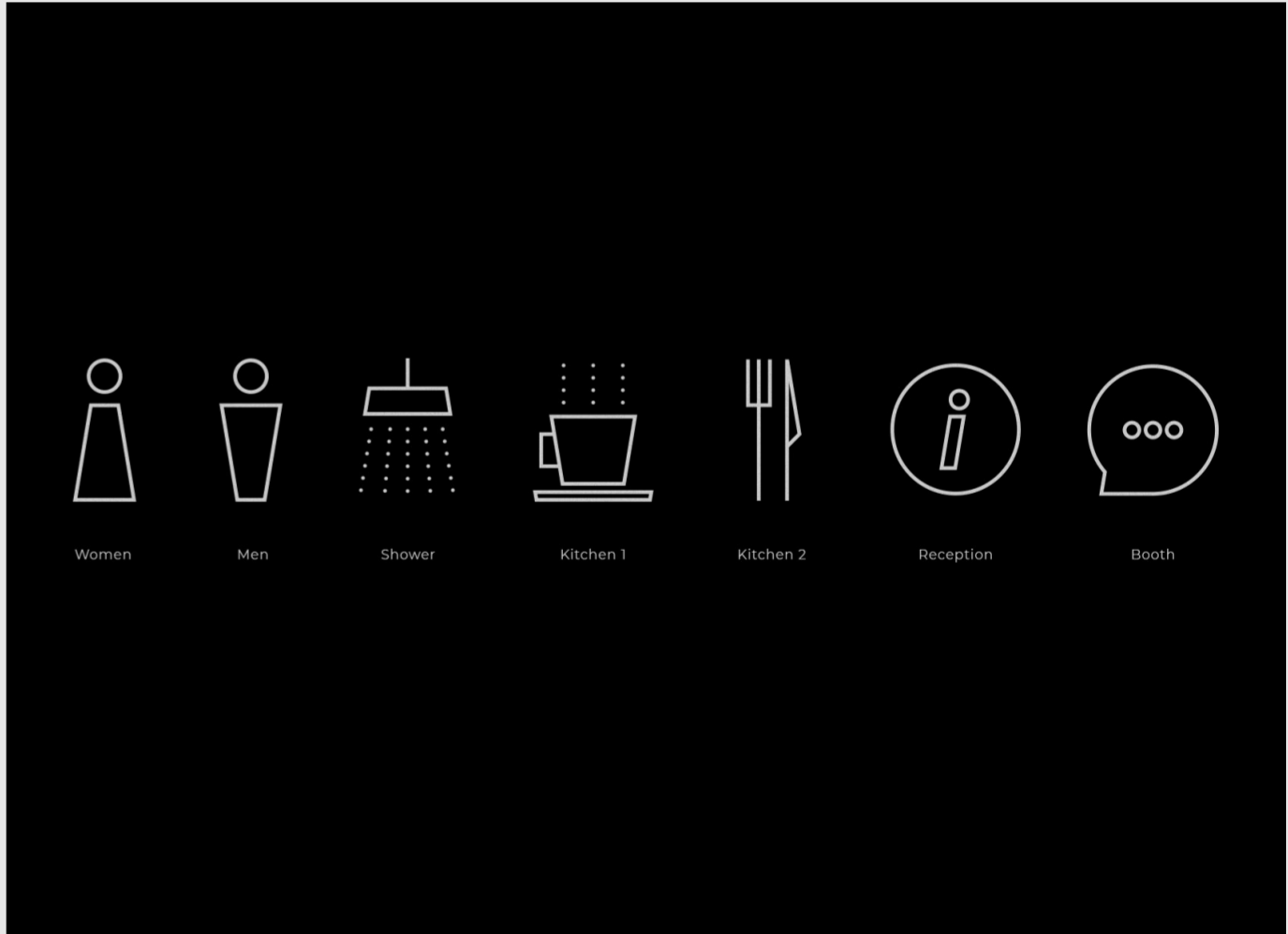
Web Design

Being left outside is not an option. Digital means endless possibilities.

Information Architecture, Web Design, UI & UX Design, Interaction Design, etc.

Signage & Wayfinding

Knowing where you are is as much important as where you want to go.

Identification and Organization Systems, Typography, Pictogram & Icon Design, etc.

Information Design

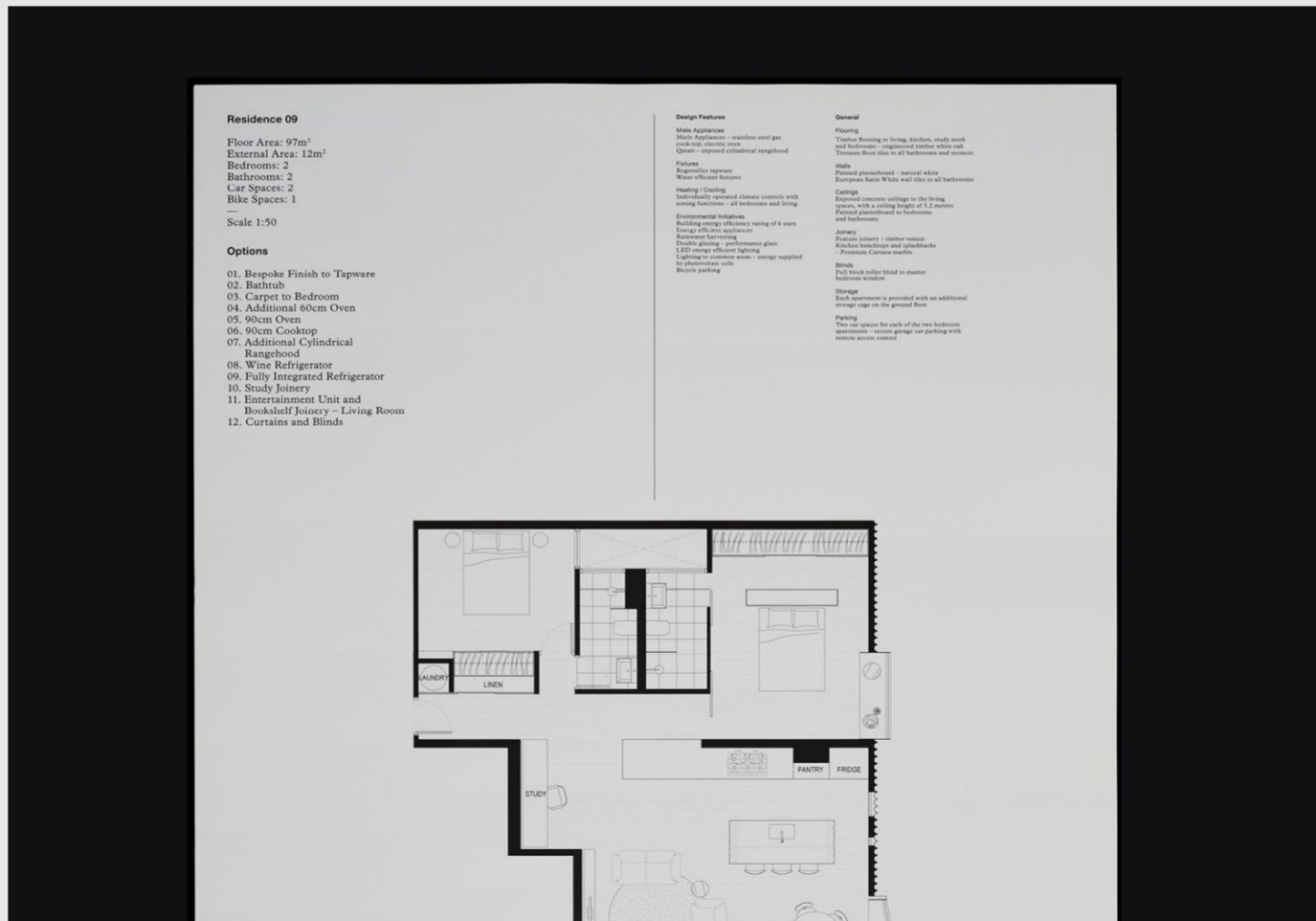Not everything complex should look complicated.

Technical Illustration

A simplified depiction with focus on specific features.

Editorial & Layout Design

It is necessary to give appropriate form to the meaning.

Infographics, Data Visualization, Maps, Pictogram & Icon Design, etc.

Floor Plans, Diagrams, Isometric Illustration, Master Plans, etc.
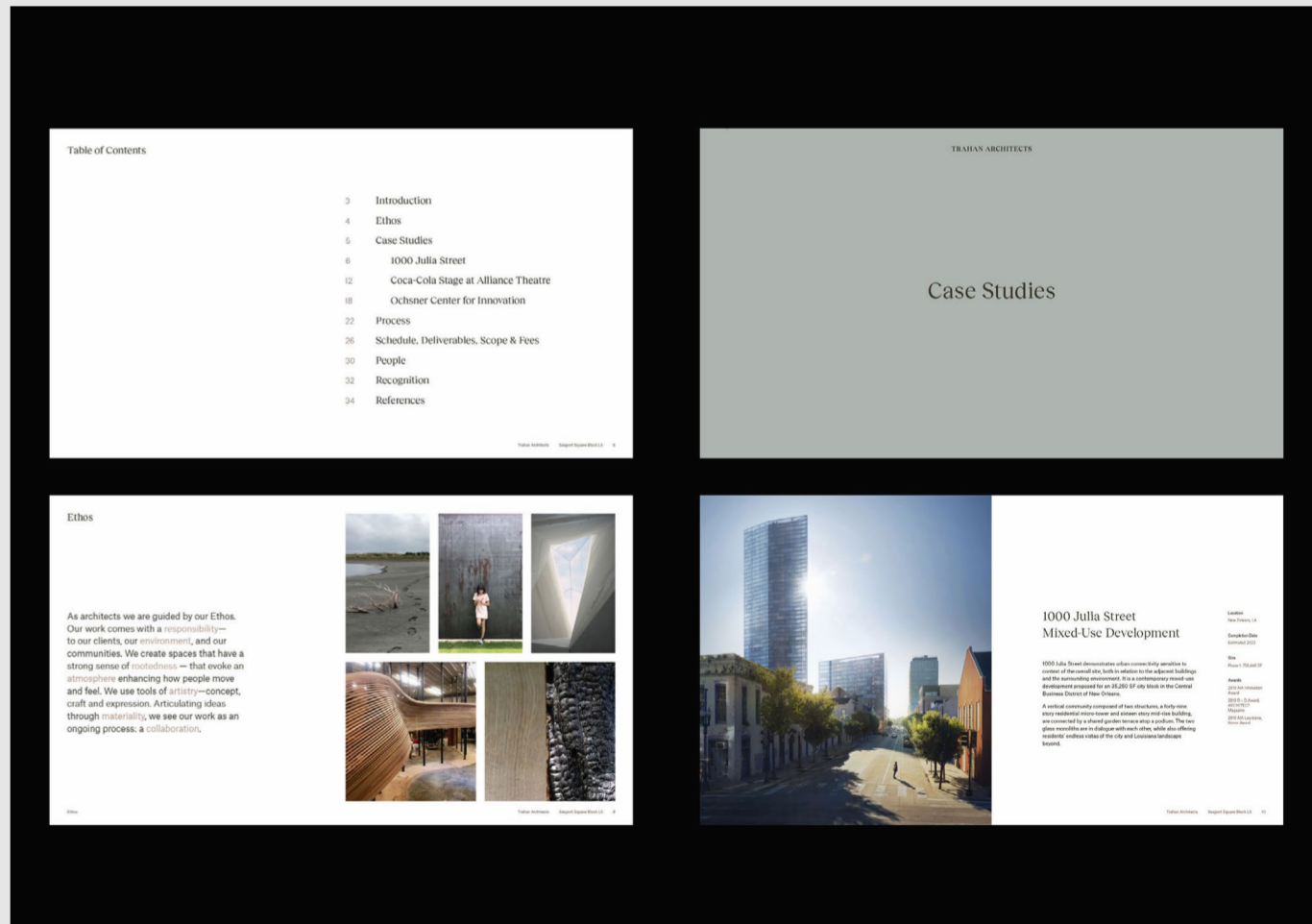
Catalogues, Brochures, Books, Magazines, Annual Reports, Presentations, Portfolios, etc.

It takes two to tango.

Let's work on something great together!