



DESIGN & SOCIAL MEDIA

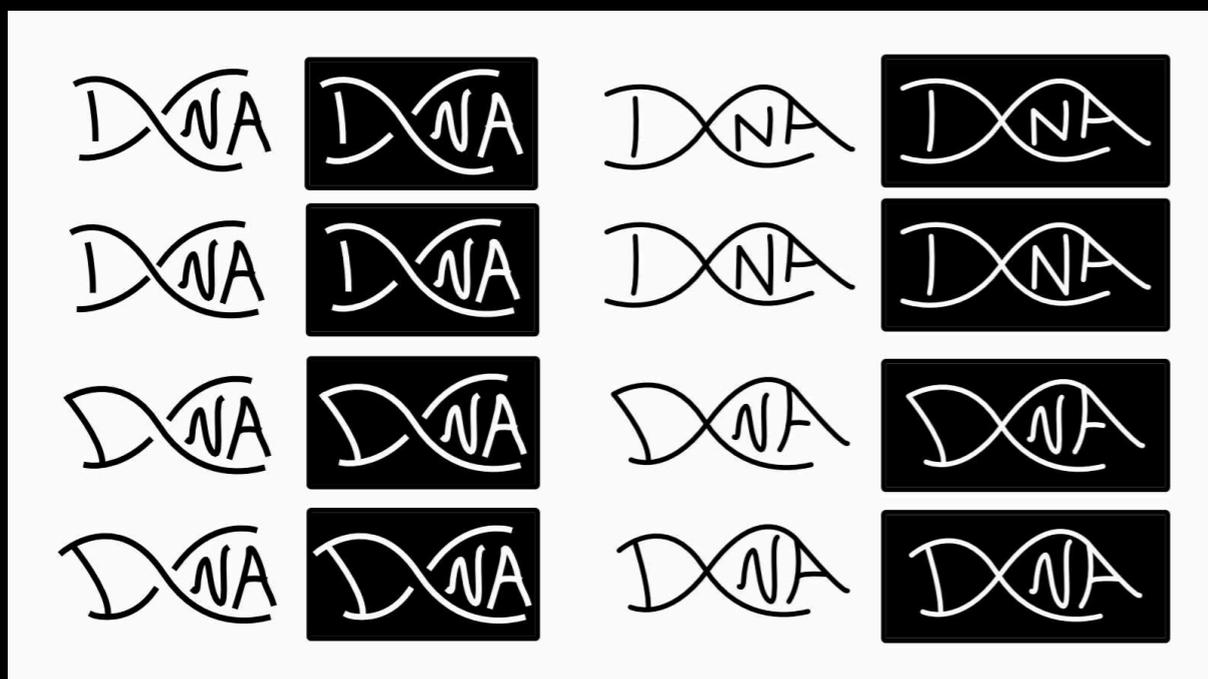
ANDREA GARCÍA MONTERO



LOGO DESIGN

I am a firm believer that simplicity is the key for clear communication. A minimalist logo, accompanied by the right choice of colors, typography and images, can easily and clearly transmit your brand, your product and your ideas to the target audience.

Here, DNA Photography wanted a logo to use as a watermark for their wildlife and gymnastics photography. It was challenging to join these two types of photography in one concept, but the result was an elegant and tasteful design with long lines, that summarized the scientific and artistic aspects of the brand, and therefore, their audience.



ADVERTISEMENTS & FLYERS

Centro Danzarella is a dance academy in Guadalajara, México. They wanted to change their image to increase their social media following and outreach for new students. Their target audience is mostly the parents who are interested in their children starting dance classes and young people who want to just practice or take their dance careers more seriously.



CURSO
de
Verano

Intermedio - Avanzado
15 años en adelante

BALLET
PUNTAS
REPERTORIO
CONTEMPORÁNEO
ACTUACIÓN
MÚSICA PARA BAILARINES

5 al 16 julio 2021
Función de clausura 18 julio

CENTRO DE FORMACIÓN
DANZARELA

Centro Danzarella
centro.danzarella

3322550903

CENTRO DE FORMACIÓN
DANZARELA

J del Fierro#583 Col. Venustiano Carranza

f Centro Danzarella
centro.danzarella
3322550903



INSCRIPCIÓN GRATIS PRESENTANDO ESTE VOLANTE

Clases para niños, jóvenes y adultos
Nivel: Básico-Intermedio-Avanzado
A partir de 3 años

BALLET
PUNTAS
DANZA CONTEMPORÁNEA
PROGRESSING BALLET TECHNIQUE **PBT**
GIMNASIA/ACROBACIA

Curso de Verano
De 3 a 15 años
Del 5 al 17 de Julio del 2021
Función de Clausura 18 de Julio

I was contacted to create posters for their social media to promote their summer intensive (left), and flyers to be distributed to the respective target audience physically, in order to inform about their variety of classes and their summer course for children (right). It is important to note the difference in the color choice, due to the distinct distribution for the different ages and finalities of the courses, always respecting the colors of the brand: light peach, black and white, with addition of other vivid colors for an infantile aesthetic.



INSTAGRAM FEED

In order to create a renovated image for the brand, a new Instagram feed was incorporated, respecting the colors of the brand, and adding varying alterations of the same colors to make the academy more attractive to children and their parents, but without excluding their other young audience who is looking for a more professional place to study dance, incorporating silhouettes of professional dancers, and quotes of famous figures of the industry, for a total of 15 posts with information about their classes and the type of academy that Centro Danzarella is.



Daily story posts were incorporated to add value to the page, and subsequently, increase the number of followers by about 25% in just one month. Also, thematic posts and stories were included in the feed (e.g: Mother's Day and International Dance Day) to keep the audience interested in updated content of Centro Danzarella with quizzes, gifs, polls and more interactive content. Please visit the instagram @centro.danzarella to see the live incorporation of the stories, story highlights and the new feed.

CENTRO DE FORMACIÓN
DANZARELA

les desea un muy

**FELIZ DÍA
DE LAS
MADRES**

A todas las madres que apoyan a sus hijos e hijas en su formación y tod@s aquellos que actúan como nuestras madres de la danza

Perfect Day
Tundra Beats

BARRA AL PISO

Con @ANDREASPROMENADE

Feliz Día de la
Danza
te desea
CENTRO DE FORMACIÓN
DANZARELA

NOS ENCANTA VER EL
PROGRESO DE
NUESTR@S ALUMN@S

RESULTS

Dissolve
Absofacto

BALLET JUNIOR

Solo con constancia, disciplina, amor y pasión vamos logrando objetivos y creciendo como bailarines

The Clerk (from "Hannah Montana")...
Ray Lindsey

Baby
BALLET