



# DESIGN & SOCIAL MEDIA

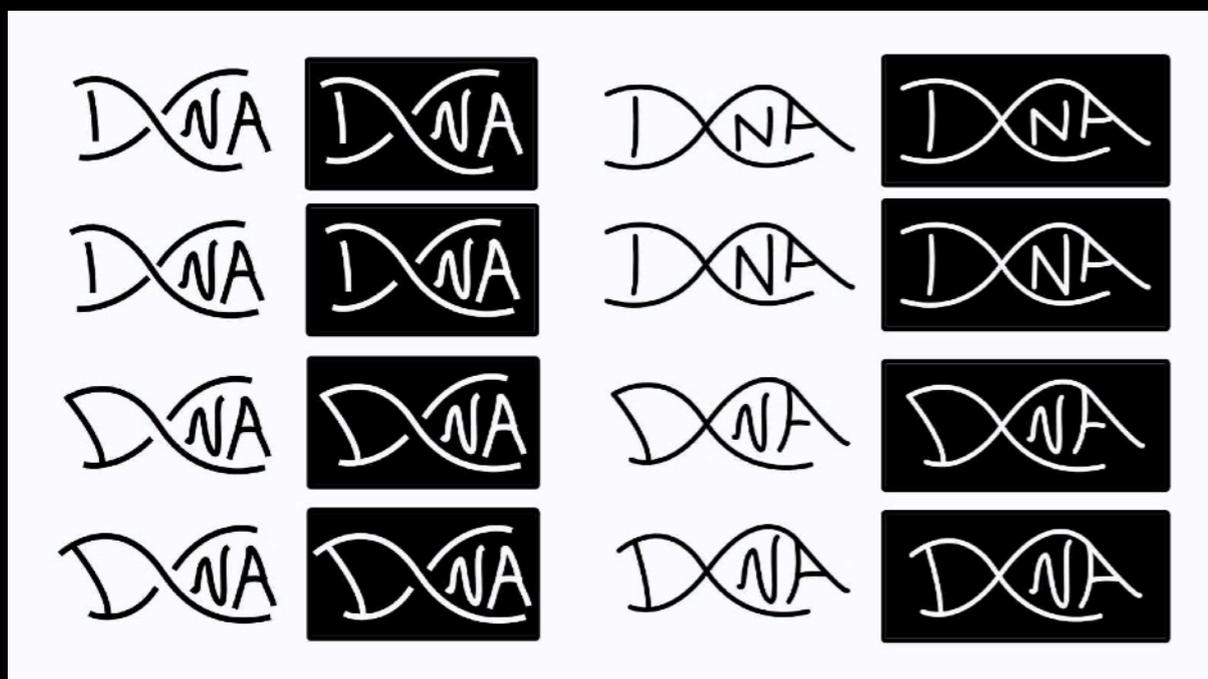
ANDREA GARCÍA MONTERO



## 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

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

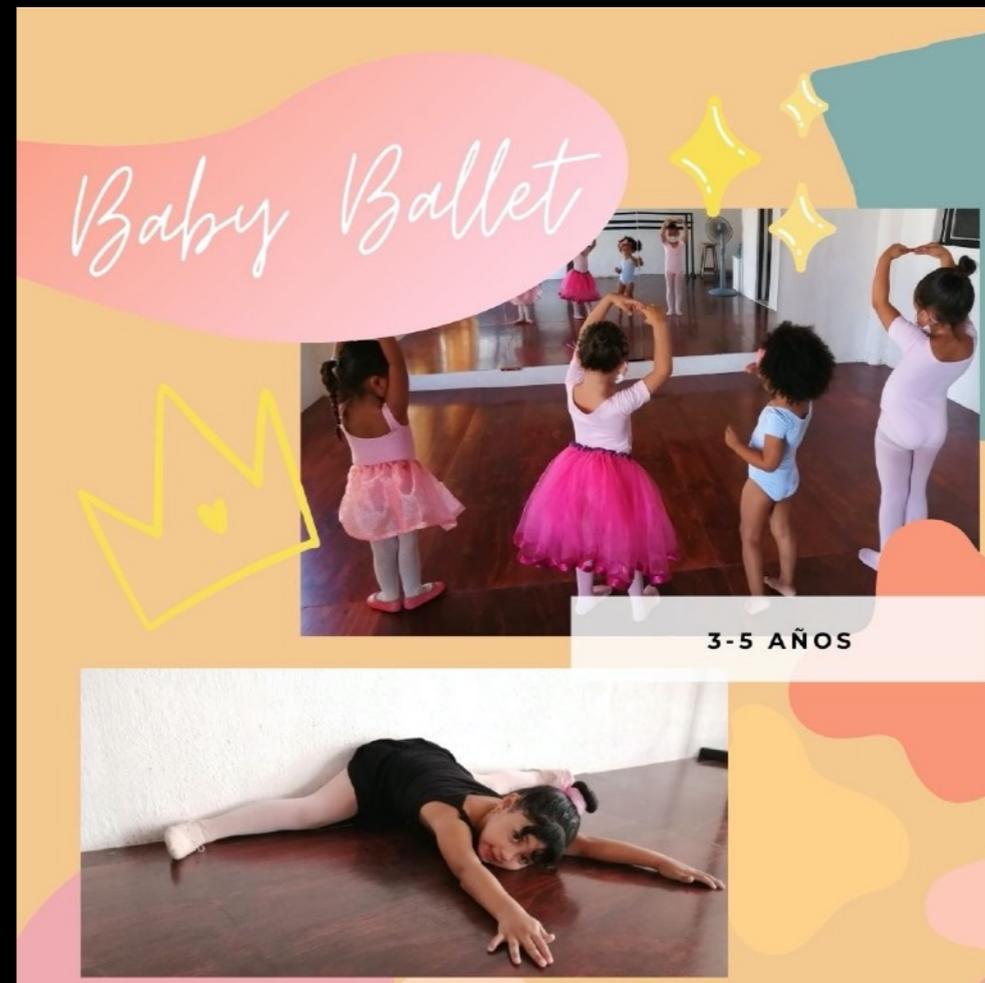
**Curso de Verano**  
De 3 a 15 años  
Del 5 al 17 de Julio del 2021  
Función de Clausura 18 de Julio

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  
Absfacto

**BALLET JUNIOR**

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

The Club (Pura's Yurish's Marlene L.)  
Pop - 100%

*Baby*  
**BALLET**



*D'Finde*



## LOGO AND ALTERNATIVE LOGO DESIGN

D'Finde contacted me to create an image of a new restaurant that wants to offer and sell delicious, affordable and artesanal dishes to the population of the San José Province. The restaurant has a fixed location but also works with deliveries and catering for events.

The Logo transmits a feeling of good, exquisite meals, in the middle of the mountains, where San José is located. There is this unspoken tradition in the country that says that weekends are for traveling within you area, and D'Finde wants you to be able to have great homemade food wherever you are, in between the mountains of Costa Rica.

An alternative logo was also created to have a more dynamic aesthetic of the brand.

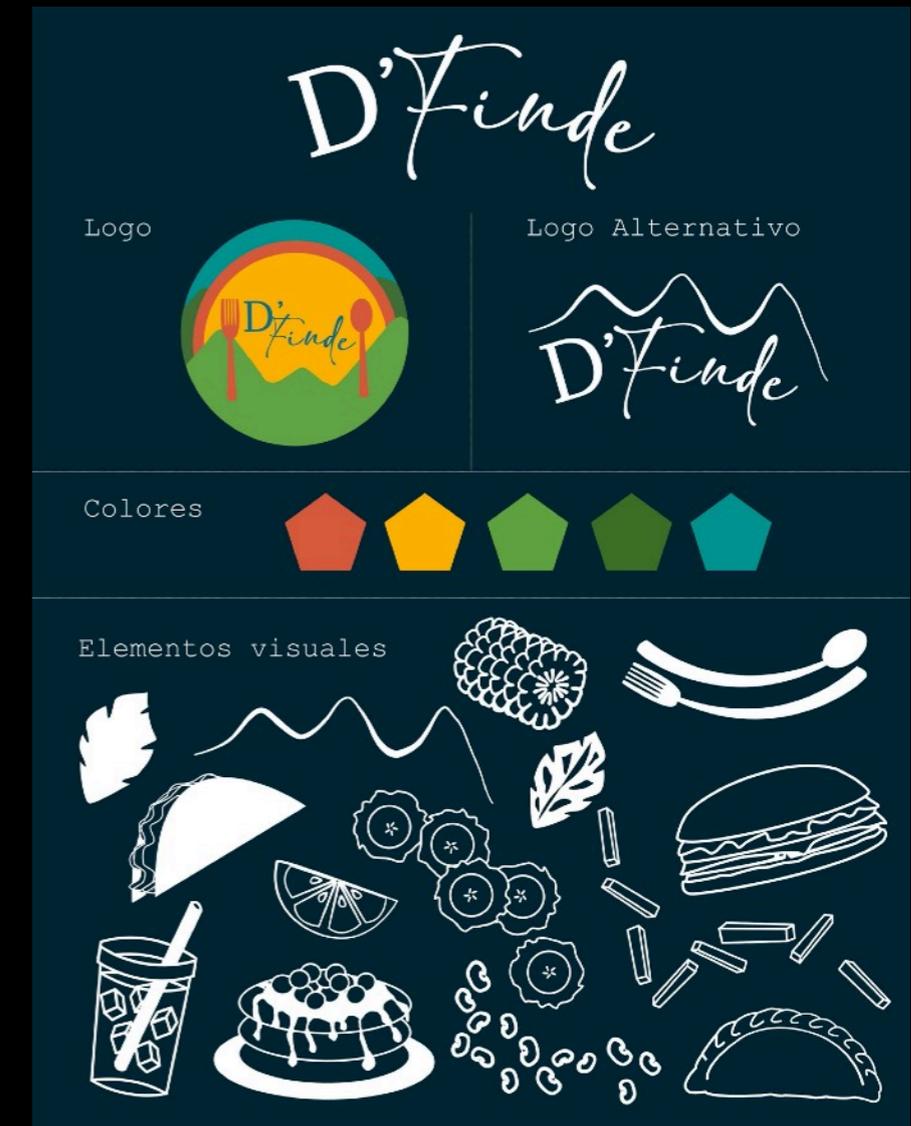
## BRAND IMAGE

In order to have a clear image of the brand, it must be recognizable. And to be able to do that, creating a brand image is completely necessary.

Here, vivid colors were chosen to reinforce the idea of a beautiful weekend with amazing food. The red and yellow tones evoke hunger in the audience, while the greens and blues remind them of the beautiful sceneries of Costa Rica.



Menu designed for a back-lighted screen, used in the physical restaurant



Simple silhouettes of food elements were designed to keep the topic of delicious meals in mind, but not flash the intended audience with explicit pictures of food, which will be reserved for D'Finde's social media. The menu elegantly incorporated this food elements in a random pattern, to keep the design interesting, while evoking curiosity for the variety of food choices.



Grease extractor sticker, visible to the public in the physical D'Finde

## ADVERTISEMENTS & FLYERS

Designs for flyers, banners and kitchen equipment were made to keep one cohesive image of the physical place where D'Finde is found and the delivery or catering services that are available to the public.



Flyers to advertise the new place, as well as the catering and delivery services



Banner for the outside of the physical restaurant



## SOCIAL MEDIA PRESENCE

D'Finde keeps a strong social media presence with beautiful images of their products, evoking appetizing feelings in the audience. These posts are used to keep the growing audience interested in the new products, with good offers for individual buyers in all choices, as well as collective ones, for all types of events; for example, for the Holidays.