

# Portfolio

Clara Expósito Martín Moreno



About me  
About me  
About me  
About me  
About me

Behind **CLE GRAPHIC** is Clara Expósito, a young designer who is constantly learning. Since my childhood I have been attracted to the creative world and I was constantly investigating different ways of expressing my ideas. This grew over the years, until I got to know the world of graphic design.

I decided to train in design because it encompasses creativity with functionality. Each project gives you a different experience that makes design an "infinite universe for creativity".


The creative community is constantly changing, every day new trends appear, different artistic movements, in which we immerse ourselves in an immense wave of resources to create and give light to our ideas. **And you, are you joining the creative revolution?**

# Sections

- 1 Corporate Identity and logos**
- 2 Identity for events**
- 3 Editorial design**
- 4 Illustration**
- 5 Typography**
- 6 Personal brand**

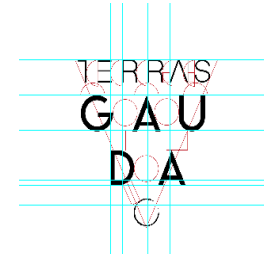


# **Corporate Identity and logo**



TERRAS  
GAU  
DA  
C

TERRAS  
GAU  
DA  
C



This design is a redesign of the original logo of the "Terras Gauda" wine company. The design starts from the primary shape of a bunch of grapes (an inverted triangle) ending with the stain on the wine glass creating the optical illusion of the last grape in the bunch.





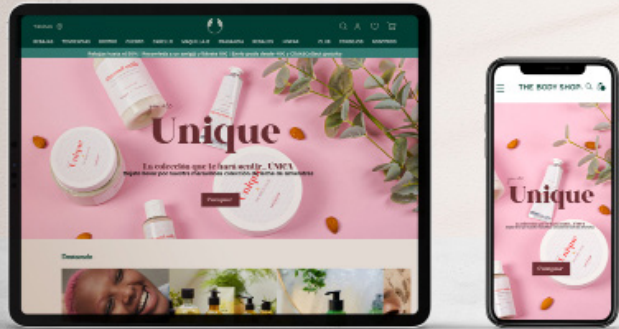
*you are*  
**Unique**

Unique is a capsule collection from The Body Shop, which will be launched for Valentine's Day, but it aims to break the idealisation of romantic love by giving priority to self-love.

Every year on February 14th, the marketing of companies focus on the best gift for your partner but not for yourself. Unique what it intends is to extol the self love, since of all the types of love that exist, it is the most important to take care. Because we are all **unique**.

Therefore the collection can be customized, to make the experience even more special. In addition to this, our products are aesthetically pleasing, with the aroma of almond milk, creating a real sensory experience for the user.









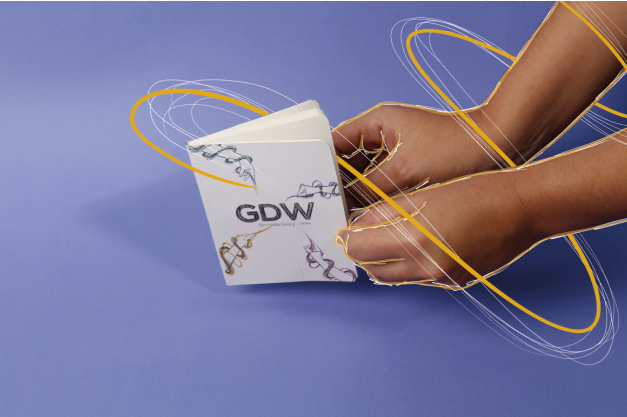
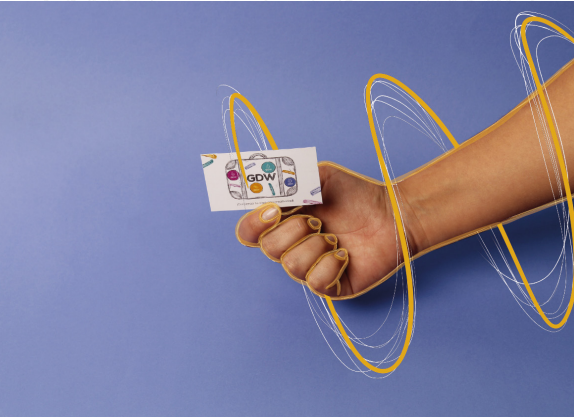
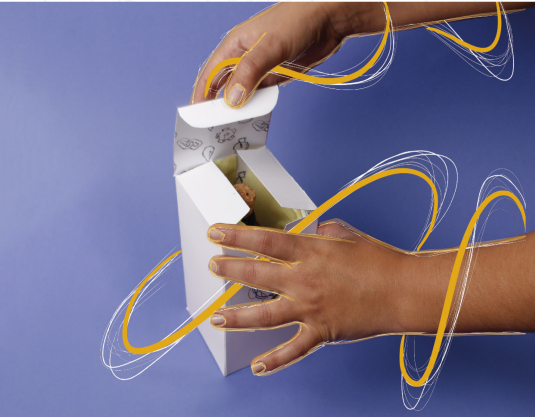
# **Identity for events**



On the occasion of the event “Granada Design Week” held in Esada “Escuela de Arte y Diseño Andaluza”, the week of March 21, 2021, has developed the corporate image that will bring to this event the personality that a design event requires.

The idea on which we have based the project is the fusion between the four natural elements (water, fire, air and earth) and the four elements of the creative process. Creating a metaphor, just as the elements of nature are indispensable for the ecosystem, so are the phases of the creative process for a designer.

In the images below we can see the gift kit that will be given to those attending the event.



# 3 Editorial design

The aim of this project is to design the annual 2019-20 of the ESA-DA, University of Art and Design of Andalusia. Nido is a concept, a metaphor with which we represent our school. It is a house to develop our skills as designers and prepare for the future.

Each student is a little egg that, as it grows, will learn to find its own style and to find itself, finally reaching the moment to hatch and make its way into the world of work. Furthermore, the egg is associated with the shape of a circle, it is a closed concept that symbolises us. Each section of the magazine is related to a speciality or event, which has been assigned a different colour, forming a colour spectrum. In this way, every aspect of the design is essential because, if someone were missing the circle would be incomplete.





# EL VIAJE DE AAMAL

POP UP BOOK



Where do you travel when you dream? You move to other places, some real, some fantastic... Sometimes it even feels like real life. We have the opportunity to live experiences with our eyes closed, until we return to reality.

This Aamal's journey. Her dream, thoughts and fantasies occur when she closes her eyes. Throughout the book you will discover, with her and her best friend, the places that makes her free, where she can fly.

Pop-ups and illustrations will take you on a journey through the world with them, until reality makes their dream disappear when you open your eyes.

A story that reflects the possibility of all humans to dream, but in Aamal's world, reality is to be able to survive day by day.



# 4 Illustration

Editorial illustration  
Editorial illustration  
Editorial illustration  
Editorial illustration  
Editorial illustration  
Editorial illustration





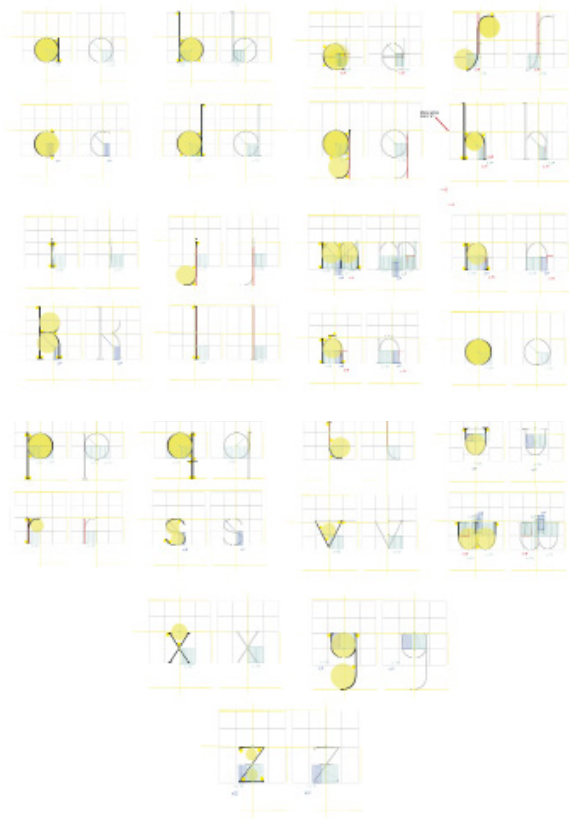
# 5 Typography



Xeito is a serif typeface, its elegant finishes together with its modern lines create a real typography.

Inspired by the Galician world, Xeito combines betrayal with modernity. Its curves make it friendly, while its elegant finishes play with simple strokes.

By means of these reticules each letter of this typography was created geometrically.



a b c d e f g h i j k  
l m n ñ o p q r s t  
u v w x y z



6

**Personal brand**

*Cle*  
GRAPHIC

Únete a la  
**Revolución  
Creativa**

[clegraphic.com](http://clegraphic.com)

*Cle*  
GRAPHIC

# Contact

The creation of my personal brand allows an identity in all social networks, where you can find some of my projects.

I also have a website where you can learn about my approach to graphic design, my experience, projects or services among others.



**Clara Expósito**



**claraexposito2@gmail.com**



**@clegraphic**



**Clara Expósito Martín**



**658238913**



**Clegraphic.com**



# Portfolio

Clara Expósito Martín Moreno