







4 IDEATION

Brainstorm of Paraguay's flora and fauna.



7 SKETCHING

Second phase in brand design through sketches and doodles.



10 POLISH

Refinement of 4 unique logo types for Paraguay.



14 ESSENCE & ENERGY

Development of brand identity through patterns and shapes.



18 PACKAGING

Ideation and development of brand packaging.



20 CREATION

Paraguay's business cards, brand book and packaging.



ogos aren't born out of thin air and neither are successful brands. The first step in my process involves creating a word list that focused on three distinctive aspects of Paraguay-Flora & Fauna, The People, and Diverse Cultures.

Animals river turtle Jaquar Sabrie quanaco/come Scorpion chaco tortoise spider ant Swan Catfish termite cat bat toucan wood pecker amadello out eater vulture thee from noths WORF cauman caterpillar caiman chicken bare-throated crab bird dragonfly deer Fox avasshapper capybora gray nolf noney gecho tapir normed frag flying squired stores humming bird **Flantingos** ladylang jararacashake lizard Monkey spider monkey wacaw parrot Puma

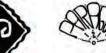
Aura & Fauna waternelon reducin abutilon Paraguay starborr grapes Palm Trees manao a masonia hirta nuelon arachis duranensis Plums Sigarcane orchid bill bergia porteana fruit button bush aurots squash Spiderflower tomatoes Soap bush anions garbo cacti aquatic plant onions platonia Rogrande Copperlily haromia narrot's beak feetales bicular blue potato bush yellow miltonia papaya passion flower passion truit spear leaf swamandlaw grant arrawhead hummingland sage queen palm pitanta Santa cruz waterliky yerba mate whitewindflaver pine apples peaches strawbenies

People & Cutture White/Amerindian - Mixtos westizo Guavani Taikan German. Indians Halian Spanish Japanese - 2004 1930's South Korea-605 Paj-Tavytera Ache Toba Chinpa Lengua Maskey Nivakle Tapleté Chanacoco Ayoreo Catholicism Spanish Evangelical Guaraní Protestants Chaco Alto Parara Hapia Canindiyú Mennonite Asunción colonies Ciudad del Este Hernandarios Concepción Evariación ats literature Folklone ñandutí lace tamily god parents beef dishes figh Soups caña chipa Sanction Ara Cancupé Kamba Kia dance fertival August had month fishing soccer tennis basketball golf



































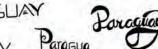
















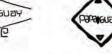
























































nce my ideas hit the paper, it was time to start letting my creativity go wild. This process involved creating unique typefaces, symbols and minimalist design. My ideas were a blend of words and imagery from Paraguay's



PARASUAY





10 | PARAGUAY | 11



POROGUOY

PARAGUAY

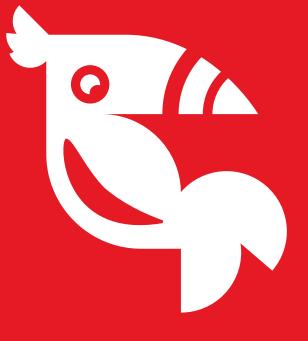
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paraguay



E very brand needs a unique identity that can help elevate the logo to the next level. The creation of Paraguay's brand required a unique take on its native and indigenous culture. The first step to create this identity was sketching imagery that could be transformed into unique shapes and patterns. The inspiration came from ritual symbols, weaving shapes, animal silhouettes and more



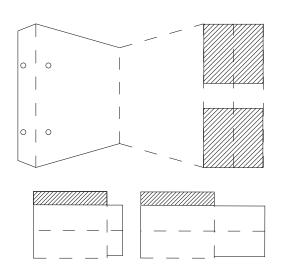


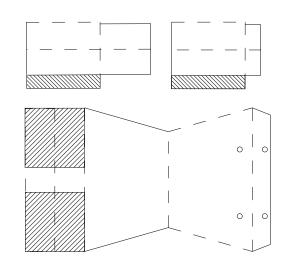


From sketches, came the birth of 2 distinctive patterns that would represent Paraguay's travel brand through its culture:

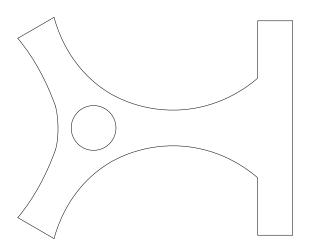
- 1 "Las Olas" —represent the silky and warm rivers found throughout Paraguay.
- 2 Tribu guarani derives from the authentic Guarani symbols and represent the unity of the indigenous tribe. The lines present the long history of the tribe, while the dot patterns show the unity of its people and the tooth symbol encompasses the courage of the Guarani.

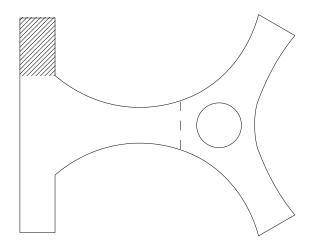
nce the unique brand was developed, the next step







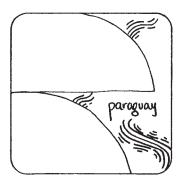




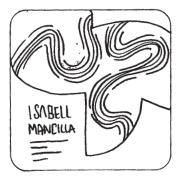




he first impression of Paraguay was to showcase the brand in a modern, energetic and friendly way. With the bright and colorful spirit, I decided to crop the toucan logo in a way that the viewer could interpret it in their own way. The back of the card showcased the *Las Olas* pattern—which brought back the sense of fun adventure.













The development of Paraguay's identity included the creation of Paraguay's brand identity guide, color palette, product packaging, business cards and the bag design.



