

Lisandro Aldana

Art director and brand designer
who also takes the pictures.

15 years in brand and art direction
AI in everyday production
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SRC/

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PIQUERSA

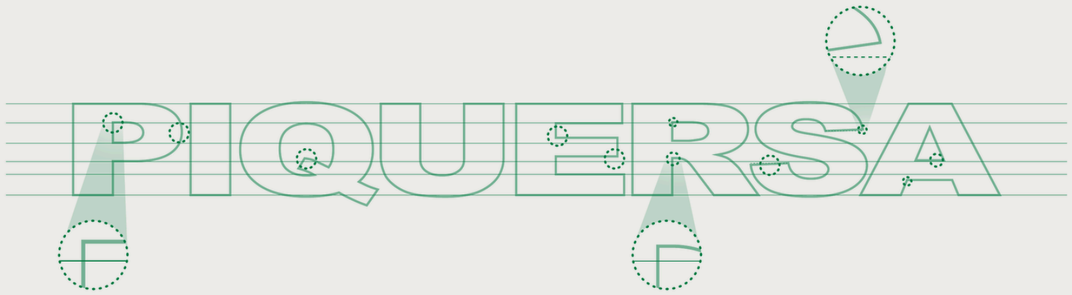
[PIQUERSA]
└── PROJECT_INFO/
    ├── Type   : freelance, industrial machinery
    └── Work   : 01 audit
                   02 logo restyling
                   03 brand redesign
                   04 editorial



PIQUERSA

PIQUERSA

before, after



01 audit // stroke ends and alignment



Q −14%, tail at 45°

U −15%, lighter



E −17%, arms evened



A −17%, lighter

Audit, then redraw.

First a technical audit: geometry, stroke, colour and how the logo changed from piece to piece. Then I moved and redrew each letter by hand, keeping the wide name.

SPECS/
├ Before : Arial Black, +141.4%
├ Stroke : ratio 2.11 to 1.8
├ Pantone : 348C
└ Min size : 0.5 cm, 40 px



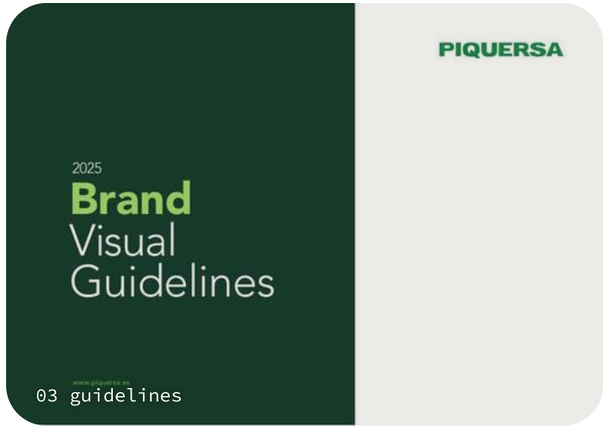
04 editorial // real catalogue, staged scene



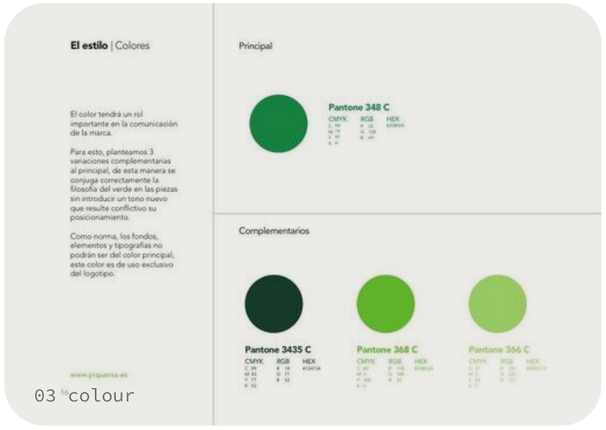
03 stationery // mockup

Brand and editorial.

A full rebrand: logo use, colour, type, imagery and tone of voice, gathered in a 33-page guide. Then catalogues, brochures and stationery built on it.



03 guidelines

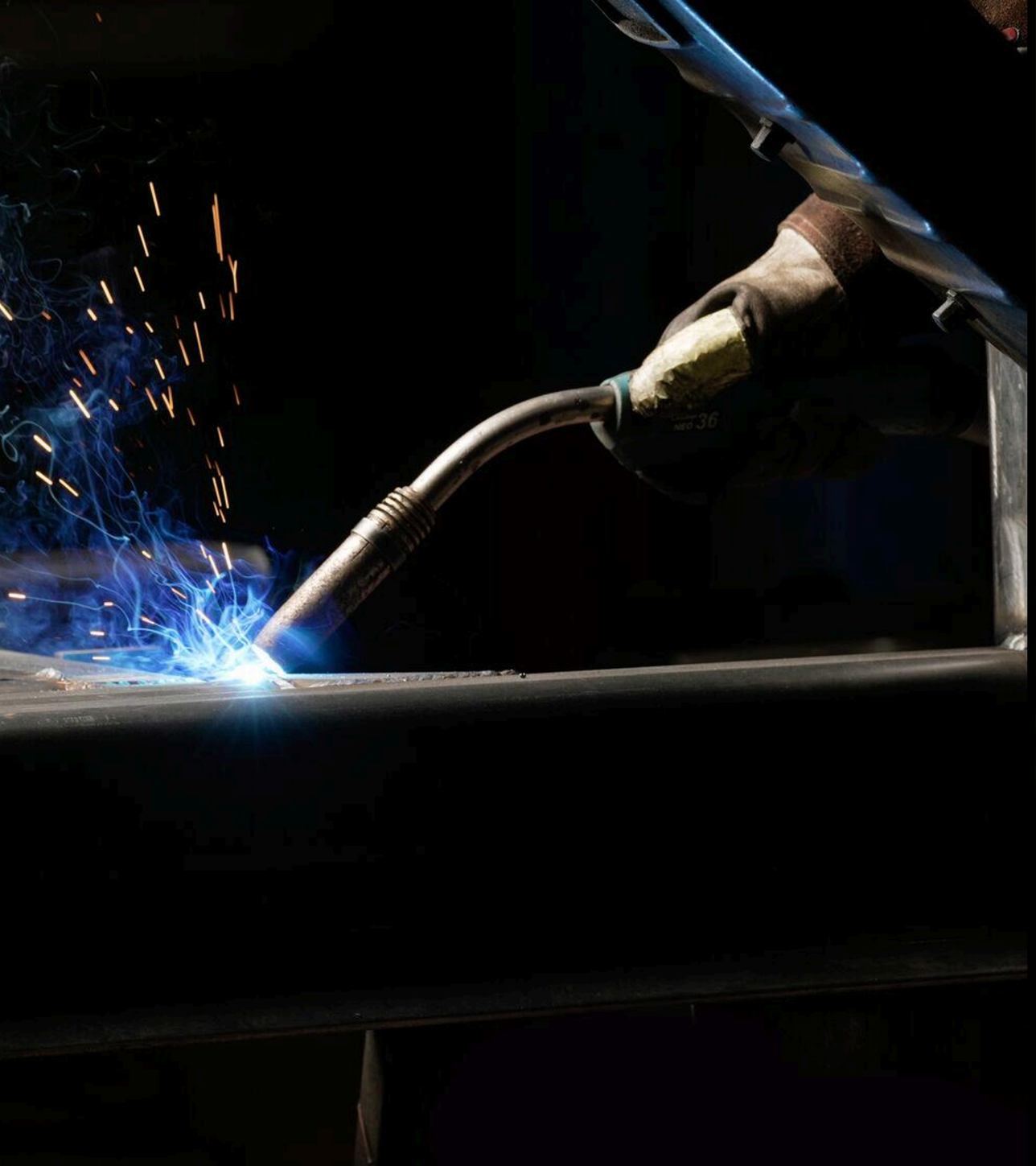


03 [16] colour

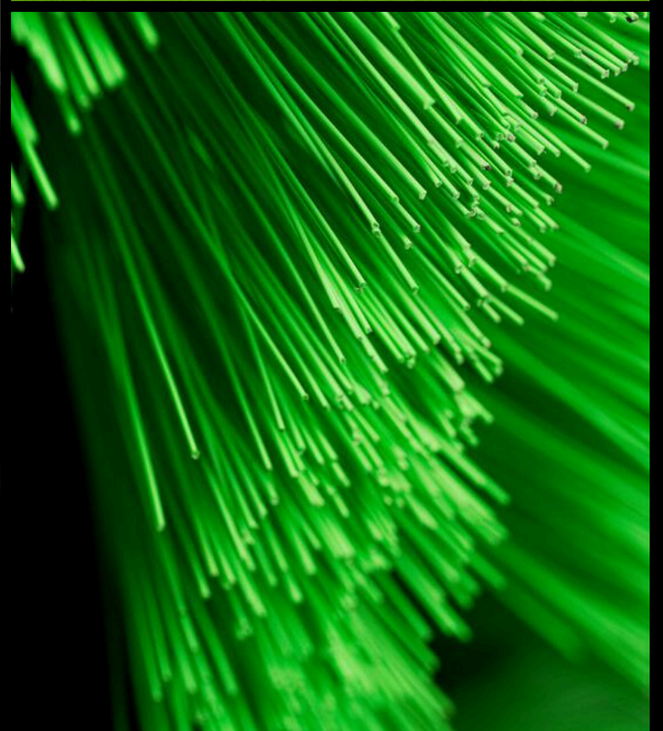


03 [22] tone of voice

SPECS/
- Guide : 33 pages
- Colour : 348C and three greens
- Pieces : catalogues, brochures, stationery









├── Piquersa/
└── Photography

// I studied their processes,
// then planned each shot with
// the people who do the work.

envision | FENG SHUI

Yeseva One, redrawn // V 98%, H 110%, tracking −35%

Envision.

Identity for an architecture and feng shui studio. A serif reshaped letter by letter: seven of the eight letters corrected in serifs, curves, stroke and ligatures.

Serifas

n n
s s

Forma

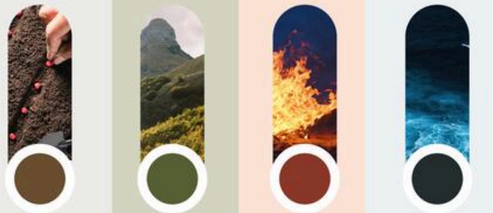
e e

Ligaduras

vi vi

Trazo

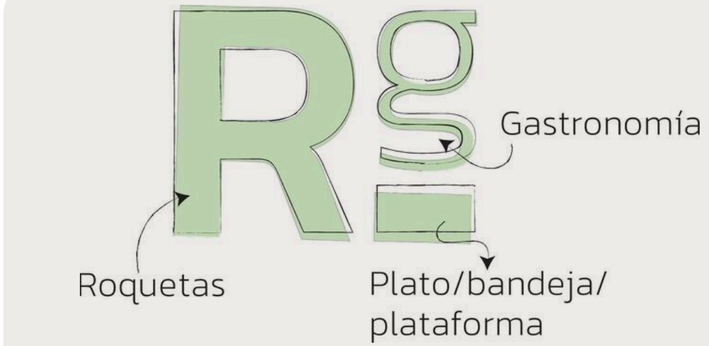
ens



SPECS/
├ Type : Yeseva One
│ IBM Plex Sans
└ Color :



01 sketches



02 symbol



03 grid

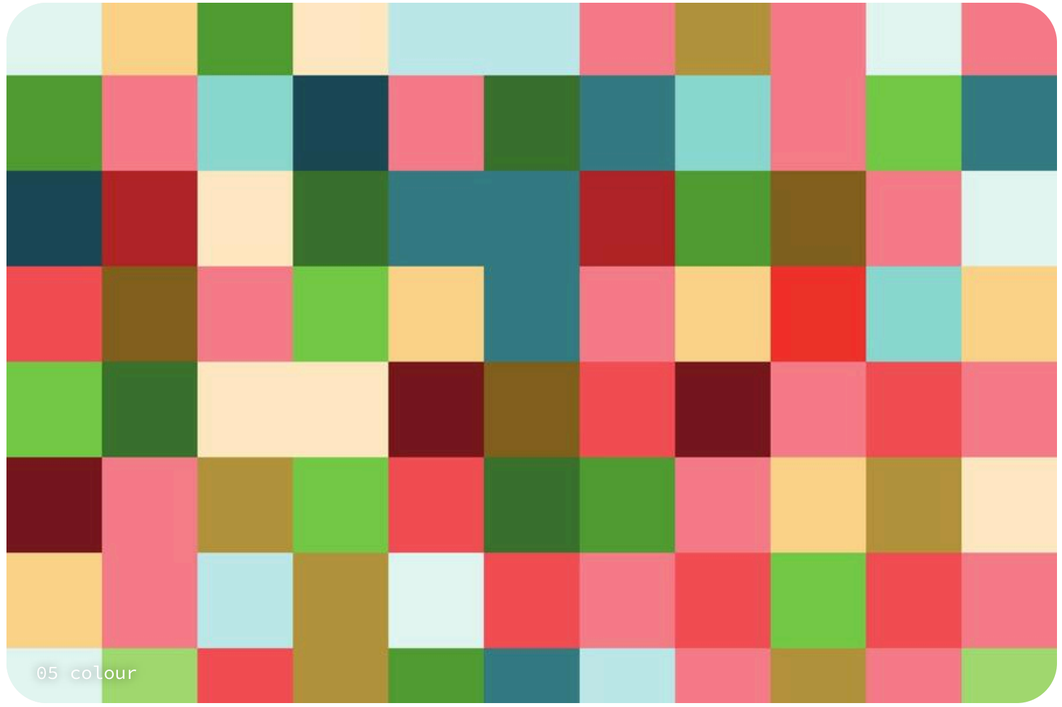
R, g and a plate.

R for Roquetas, g for gastronomy, and under the g a bar that reads as a plate, a tray and a platform.



04 logo

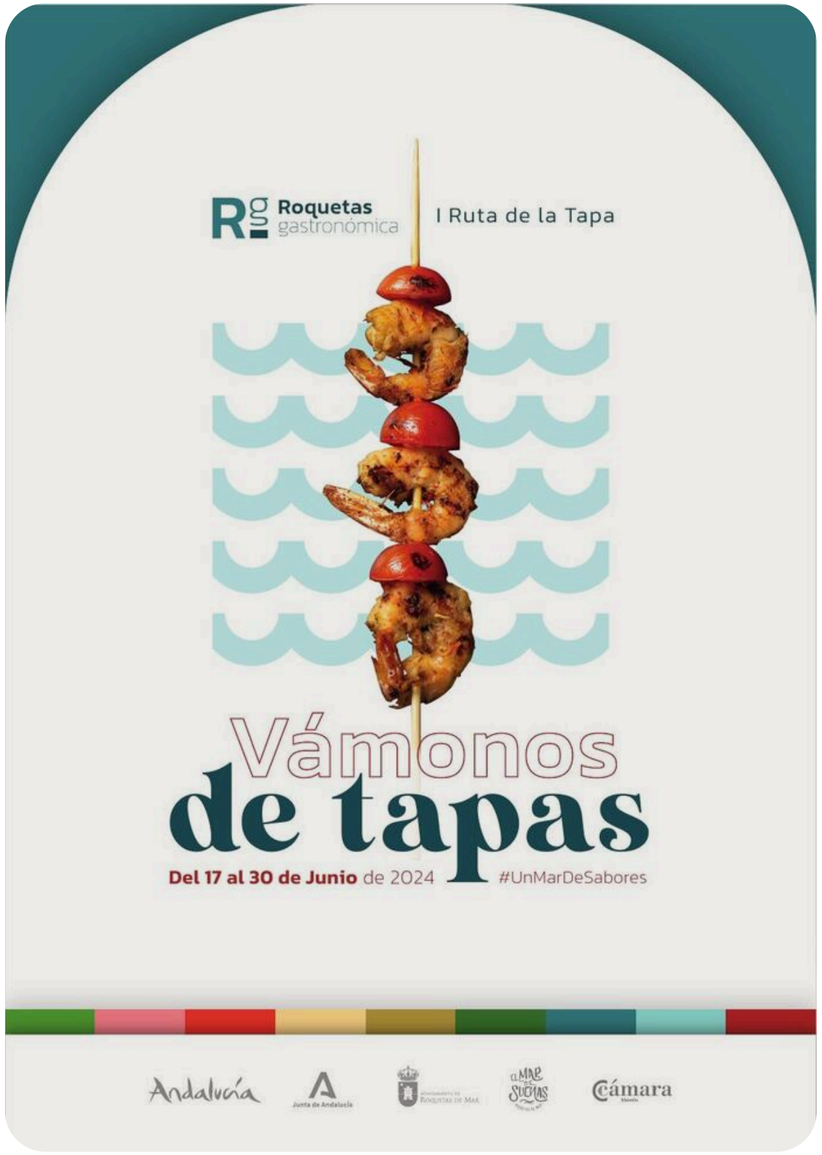




05 colour

SPECS/
├ Type : Kanit
│ Al Nevrada
└ Motto : #UnMarDeSabores


Roquetas
gastronómica
I Jornadas
Gastronómicas
De la huerta
de Roquetas de Mar
a la mesa
1 de octubre al
30 de noviembre
Participantes
Alinea
La Chalupa
Pa`levante
Chiringuito Koral
Stanley & De Marco


Roquetas
gastronómica
I Ruta de la Tapa
Vámonos
de tapas
Del 17 al 30 de Junio de 2024
#UnMarDeSabores
Andalucía
Cámara


// mockup


Roquetas
gastronómica
// mockup



Rediscover Almería.

My proposal for a city programme of cultural events, one of two pitched by the agency. The name holds the idea: walk the city.







SPECS/
├ A : Almería, action
└ Figure : walking

// agency work
// Plataforma X las Marcas



CapaGel.

A new product range: logo, symbols and pack graphics across the bags.

// agency work
// Plataforma X las Marcas





A security group's new mark, merging Dimoba's graphic style with Grupo Control's simplicity. The dot and the initial stay.

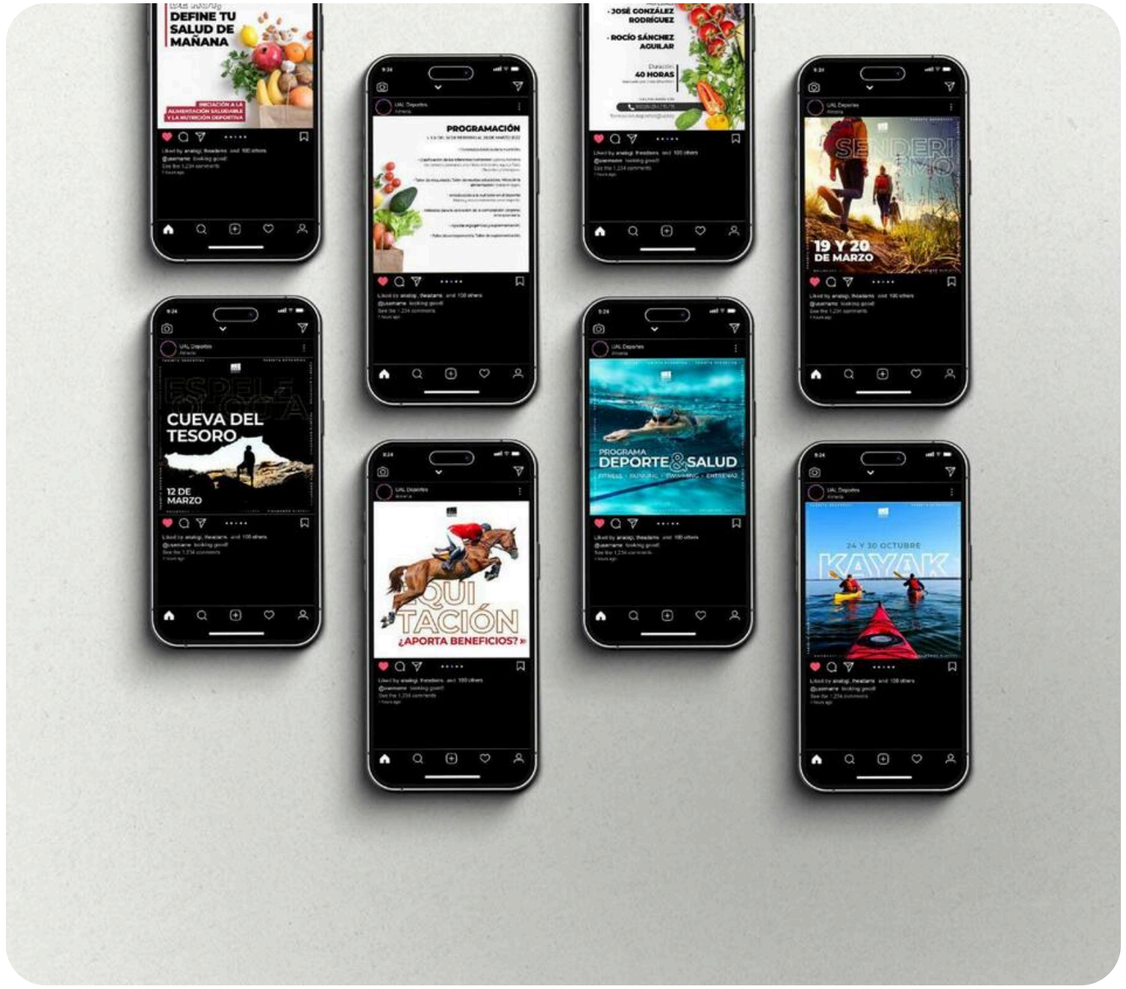
// agency work
// Plataforma X las Marcas



Grupo Cajamar's cycling classic: concept and art direction of posters, social and motion shorts.



CSIF, a national public-sector union: posters, digital, animation and print.



UAL Deportes: calendar and design for Instagram and Facebook.











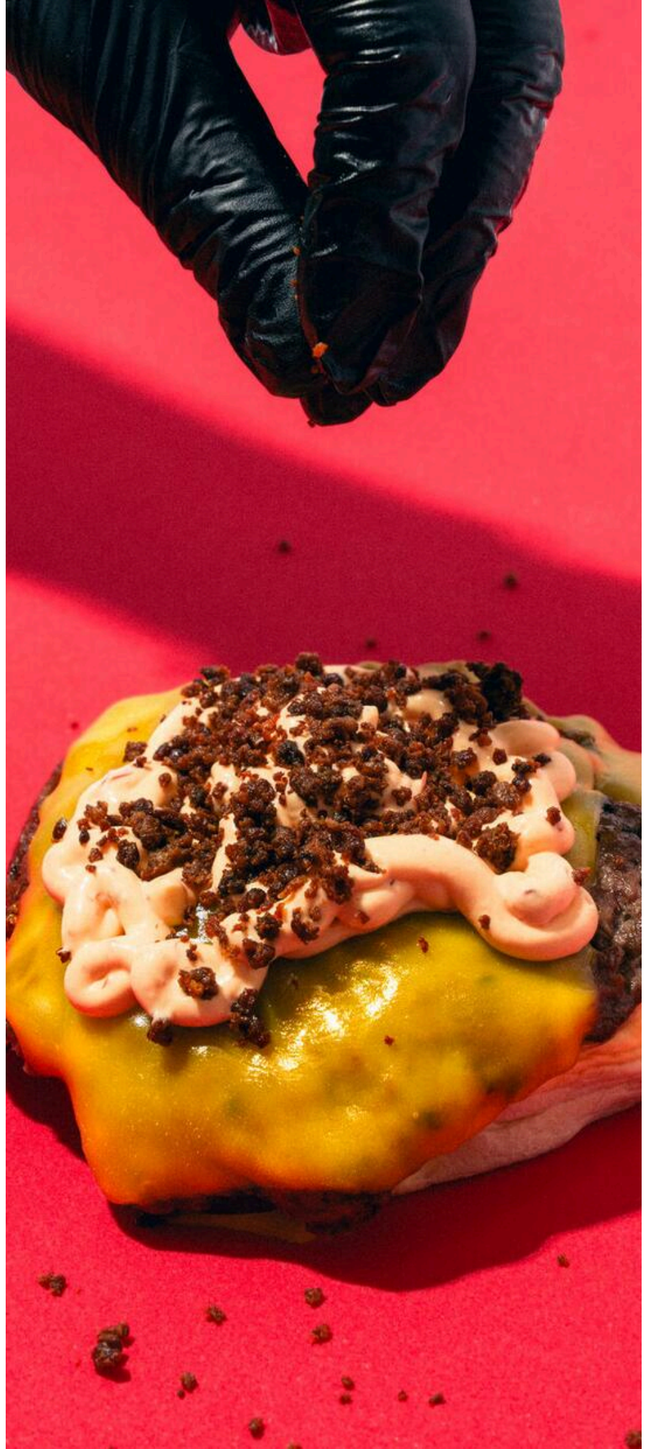




├── Food and product/
    ├── Alinea
    └── Roquetas Gastronómica

// light, composition,
// styling, retouching.








BURGER
KiTE

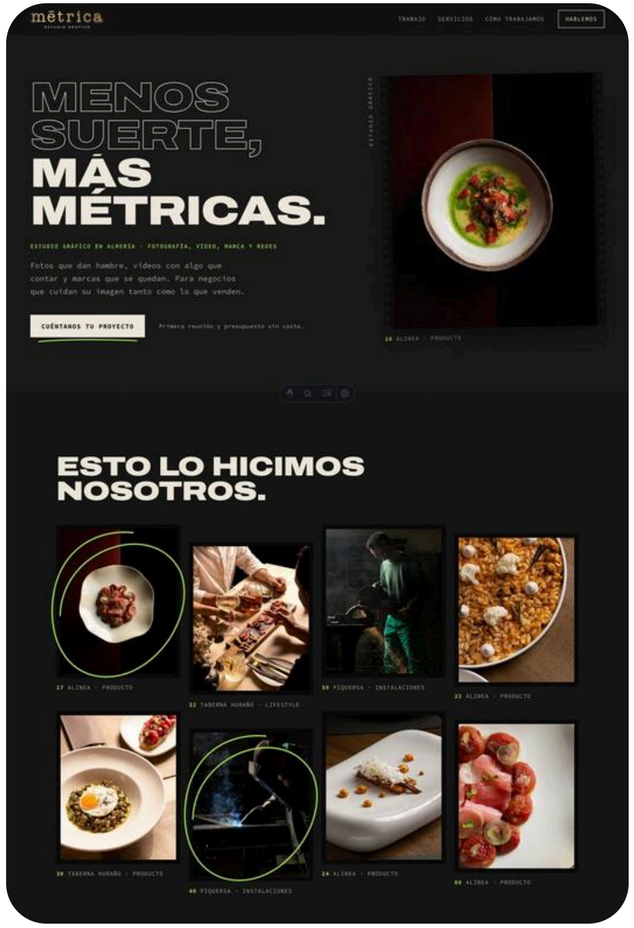


// real covers, staged scene

15+ issues.

Art director and only designer of a print and digital magazine, while it opened in Panama and distributed in Miami.













Built with AI.

A complete website for a creative studio, designed and coded with AI tools under my direction, with my own photography.

SPECS/
├ Tool : Claude Code
└ Stack : Astro

[LETS_TALK]

└── aldanalisandrojose@gmail.com

