Founder of Basis Laboratory, a graphic design studio that trains itself every day to find efficient solutions for design, image and communication problems. Working with various companies, organizations and independent clients to deliver quality design solutions. Specialized in developing identities, branding projects, print, tv and web communication.
Atelier 13
Logo and custom letter creation
Print production company

Legalis
Logo and custom letters
Juridical software

Direct Data Technology
Custom letter design
IT and communication company

Custom letters for Legalis
Sintact 2.0
Symbol and custom letters
Juridical software from Wolters Kluwer

Nuebo logo
Product and interior design studio

Custom letters for Sintact

Custom letter design
font Nuebo Medium

01234
DVD

abcdefg
hijklmnopqr
stuvwxyz
Mozdrocea logo
Symbol and letter design
Photography studio

Custom letters for Mozdrocea

Qbis Consult
Signature proposal
Qbis Consult Signature
Software company

Agenda CRM
Software for monitoring products evolution in the pharmaceutical market

Codrii Vlăsiei
Logo and signature design for water bottling company

Codrii Vlăsiei
apă de izvor
Alpine Eco | Signature and logo design
A building design, engineering, interior design and project management company based in Chamonix

MILC Studio | Signature and letter design
Graphic design studio

The Walnut Orchard Project
Logo design for Romanian nuts production farm

Familia Maseluta | Signature, logo design and communication materials for dentist cabinet
One of IMAR’s (Romanian Institute of Mathematics) research groups. The group targets object recognition and an integrated understanding of the human behavior in complex real-life scenes, based on photographs or images acquired with video cameras. Their research, plans to advance the field of visual recognition.
PERCEPȚIA VIZUALĂ

SELECTIVITATEA PERCEPȚIEI VIZUALE

Cercetări finanțate parțial de CNCSIS-UIBICICU, proiect PN-III-P2-2013-03030
Pentru mai multe detalii vizitați: www.janapclvp
Luna Advertising boutique

Signature letter design, stationery materials based on different scenes and characters, web site www.la-luna.ro

Advertising boutique specialized in events and BTL communication. Luna’s team comes from a scenography background trying to make most of their projects in a theatrical manner, that’s why the concept of the identity communication was to create fairy tale characters that were to be put on stage.
Infopress Group is the largest company of the Icelandic group Kvos. The Infopress Group includes Infopress in Odorheiu Secuiesc, Romania and Infopress Hungary. By consolidating these two existing printing companies under the name of Infopress Group, the company positions as South-Eastern Europe leader in printing industry.
Domino is one of the best music and advertising video production agencies in Bucharest, their work is mostly done for external markets with local resources. They use Romania's finest locations and specialists to bring excellent visuals on the TV screen.

**Domino Productions**

**SECONDARY TYPOGRAPHY**

**Font Univers**

Univers 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Univers 45 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890
Prospectuni SA is a major provider of geophysical expertise, with over 55 years of experience in the Romanian Oil and Gas industry. Prospectuni now operates internationally and is teamed with technical partners to provide specialized solutions. One of Prospectuni's future objectives is the expansion to the worldwide market.

Prospectuni
Geological and geophysical services company

Corporate id, symbol, type creation for the signature, stationery materials, id book, printed communication and periodical newsletter.

SECONDARY ELEMENTS

COLOR SCALE

Akkurat Pro Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Akkurat Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Akkurat Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

NORMAL & REVERSE

SIGNATURE COLORS

used typography
FONT AKKURAT PRO

Akku-rat

used typography
FONT AKKURAT PRO

Akku-rat
Founded in 1924, Biofarm was among the first Romanian medicine manufacturers. Over the years, the Company focused on developing, manufacturing and marketing products that became successful brands. With a current portfolio of 167 products Biofarm ranks among the first 7 local players on the Romanian pharmaceutical market.

Biofarm Pharma manufacturing company

Corporate id, symbol kept from the original id, stationery materials, id book, printed presentations, some of the products packaging and web site www.biofarm.ro

MetroflexUni

Color scheme and variations

Preferred free space around the signature

Used typography
Font Metroflex Uni

Color scale

MetroflexUni Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MetroflexUni Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MetroflexUni Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MetroflexUni
Biodigest®

Înțelege Digestia

Brand architecture

<table>
<thead>
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<th>ANGHINARE</th>
<th>FERMENT</th>
<th>GASTRO CALM</th>
</tr>
</thead>
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<tr>
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<td><img src="image9.png" alt="Image" /></td>
</tr>
</tbody>
</table>

Biodigest Brand ID logo, packaging, id book, communication guidelines and materials, web site

The brand's primary mission is the wellness of the digestive system. The secondary aim is about consumer responsibility through education

Secondary graphic elements

The geometric element used for decomposing of full forms into separated objects to be used in layout compositions
Communication materials for outdoor print campaign
TV Commercials for Biofarm brands

Concepts, production management, graphic design

Triferment TVC / Pofta mare fara balonare

Extravarianic TVC / Pentru momente de calm in mijlocul furtunii

Colebil TVC / Pune bila pe picioare

Nervocalmin Relaxare TVC
Fine Law - Patrascanu & Associates is a Bucharest-based law firm of experienced lawyers with expertise in handling diverse and complex commercial transactions.

**Signature re-design, stationery and presentation materials**

**Used typography**
- Knockout / Times
- Knockout 29 Junior Lightweight
- Times Regular / Bold

**Color palette**
- CMYK 0, 0, 0, 100
- RGB 0, 0, 0
- Pantone 193C
- CMYK 0, 100, 55, 12
- RGB 178, 0, 55
- Pantone Cool Gray 2C
- Black 10%
- RGB 233, 233, 233
Flyer campaign:
Presentation flyers for the shop’s products.

Web site:
www.madisonperumery.com

MADISON offers exclusive fragrances, niche colognes, hard-to-find perfumes, room scents, incense, and other beauty gems. The brands represent the highest standards.

Store window decoration
On a Bosphorus theme, the scene is made out of printed collages and invisible wires for a depth vibe.
Carre Id project for interior design and furniture shop.

Signature redesign, presentation brochure and stationery.

Typography

Politica regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
Web Projects

http://www.themark.ro
http://www.rebelcapital.com
http://www.imar.ro/clvp
http://www.nervocalmin.ro
http://www.difebiom.ro
http://www.biodigest.ro
http://www.cavit.ro
http://www.carboct.ro
http://www.carmoi.ro
http://www.afri.eu
http://www.collegejuridique.ro
http://www.anselmo.ro
http://www.robertbraga.ro
http://www.biofarm.ro
Independent works
Drumuri | Ways
water color on canvas
the work represents past and future experiences and decisions, the way they shape the human form

Inima | Heart Artefact
water color on canvas
the work is a heart representation transformed in a valuable artefact
Pescarul | The fisherman

water color on canvas

is the calm contemplation towards the sea and the moment. The hard land experiences in comparison to the soft body of water.

Various visuals

water color on canvas / digital prints
For work related subjects, please contact me at alex@basislab.ro