

Alexandru Vasile

Graphic Designer & Project Manager

alex@farout.ro / +40 741 231 089

Design Professional | 15+ Years of Expertise

Overview:

Over 15 years of hands-on experience in the dynamic realm of creative design, I specialize in identity and concept creation, graphic design, typography, and visual conceptualization. Throughout my career, I have consistently delivered design solutions, showcasing a deep understanding of brand dynamics.

Expertise:

Brand Strategy: Proficient in analyzing brand strengths and weaknesses to drive brand awareness. Adept at creating and applying brand rules, leveraging extensive creative industry expertise.

Creative Leadership: Excel in managing a diverse portfolio of design projects, ensuring a seamless blend of creativity and strategic thinking.

Client Relationship Management: Proven ability to identify opportunities, overcome objections, and cultivate lasting relationships with clients, teams, and vendors.

Results:

Contributed to the establishment of thriving and profitable ventures through a combination of creative insight and strategic brand positioning.

Passionate about transforming ideas into visually compelling narratives.

WORK EXPERIENCE

Graphic Designer & Project Manager

Farout (2008 - present)

- Lead the development of comprehensive visual identities, overseeing the entire spectrum from logo creation to brand guidelines, positioning, promotions, and marketing for a diverse clientele.
- Apply rebranding expertise to revitalize clients' corporate images, ensuring alignment with contemporary design trends and market expectations.
- Foster cross-functional collaboration by working seamlessly with diverse professionals, orchestrating and delivering comprehensive visual communication projects tailored to clients' unique needs.

Key Achievements:

- Over the last decade, played a pivotal role as the creative hub managing Biofarm's extensive product portfolio. As one of the creative directors, contributed significantly to creating new brands, rebranding established products, and executing successful communication campaigns and promotions. This concerted effort resulted in consistent year-over-year improvement in Biofarm's market presence and income.
- Secured the public call for designers for the Timisoara State Theater's Eurothalia project. As the graphic artist for the last two years, collaborated with a talented team to bring the festival's visual communication to life. This prestigious event gathers contemporary theater players from across Europe, and my creative contributions have been instrumental in enhancing its visual appeal and impact.

Co-founder & Graphic Designer

MILC Studio (2005 - 2008)

- As one of the two founding partners, played a pivotal role in establishing and CO-managing MILC Studio, a dynamic graphic design, web, and visual communication studio.
- Led and supervised a multidisciplinary team of professionals and students, specializing in art direction, illustration, coding, and client service.
- Fostered a collaborative and creative work environment, contributing to the studio's reputation for delivering high-quality and innovative design solutions.

Independent Graphic Designer (2002 - 2005)

- Operated as an independent graphic designer with a strong focus on education, imparting expertise in graphic design, editorial design, print production, letter creation, grid composition, and general visual communication.
- Designed the first 9 issues of the only Romanian Extreme sports magazine, establishing it as a significant media channel for action sports in the country during that period.

Junior Art Director CAP Advertising, Bucharest (2000 - 2002)

- Proficiently used Adobe software like Photoshop, Illustrator, and InDesign, alongside other computer skills, to create compelling graphics for diverse products and marketing initiatives.
- Collaborated with client service department to transform clients' marketing goals into successful visual campaigns, catering to target audiences.

PROFESSIONAL EXPERTISE

- Specialized in the creation and development of visual identities, guiding concepts to the production of comprehensive identity guidelines and their application across various communication materials and campaigns.
- Skilled in the creation and design of marks and symbols, typography, videos, websites, and social media content to effectively promote brands or businesses.
- Proficient in producing captivating advertising content across various media platforms, including catalogs, stationery, communication materials, product packaging, web applications, and online materials, while ensuring precise alignment with brand guidelines and visibility.
- Possess a strong foundation in layout composition, color, and design principles.
- Able to collaborate and manage teams to deliver end-to-end visual communication solutions for a diverse clientele.
- Experienced in managing complex identity and multimedia projects.

EDUCATION

Romanian American University, Bucharest (2000 - 2004)

Bachelor of Science in Informatics

- Acquired a solid foundation in Informatics, developing proficiency in computer science and technology.
- Expanded knowledge through extensive self-study of classic and contemporary design schools, encompassing historic design principles and the latest techniques.
- Demonstrated a commitment to ongoing learning, staying abreast of evolving design trends, methodologies and software.

GENERAL SKILLS

Technical Skills

- Brand Design
- Graphic Design
- Web Design
- Print Design
- UI/UX Design
- Typography Design

Soft Skills

- Design Thinking
- Visual Communication
- Project Management
- Communication
- Collaboration
- Leadership

SOFTWARE PROFICIENCY

Advanced:

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Acrobat, Premiere Pro, XD, After Effects)
Figma

Proficiency in:

Operating Systems: Mac OS

LANGUAGE PROFICIENCY

Fluent in English

Basic Knowledge of Italian and French

A curated selection of projects

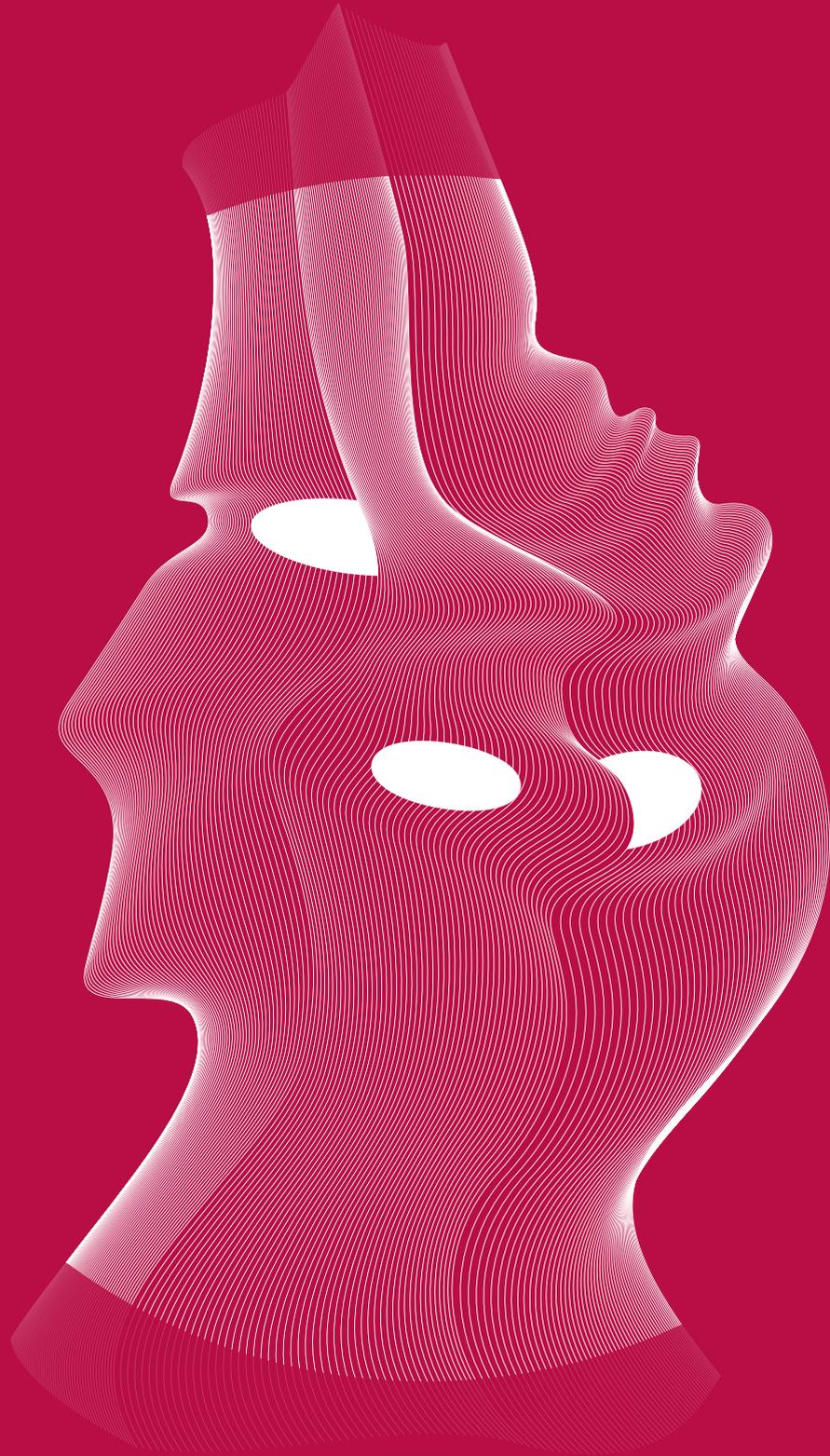
For TV commercials and other projects:
<https://www.farout.ro>

EUROTHALIA // EUROPEAN THEATER FESTIVAL

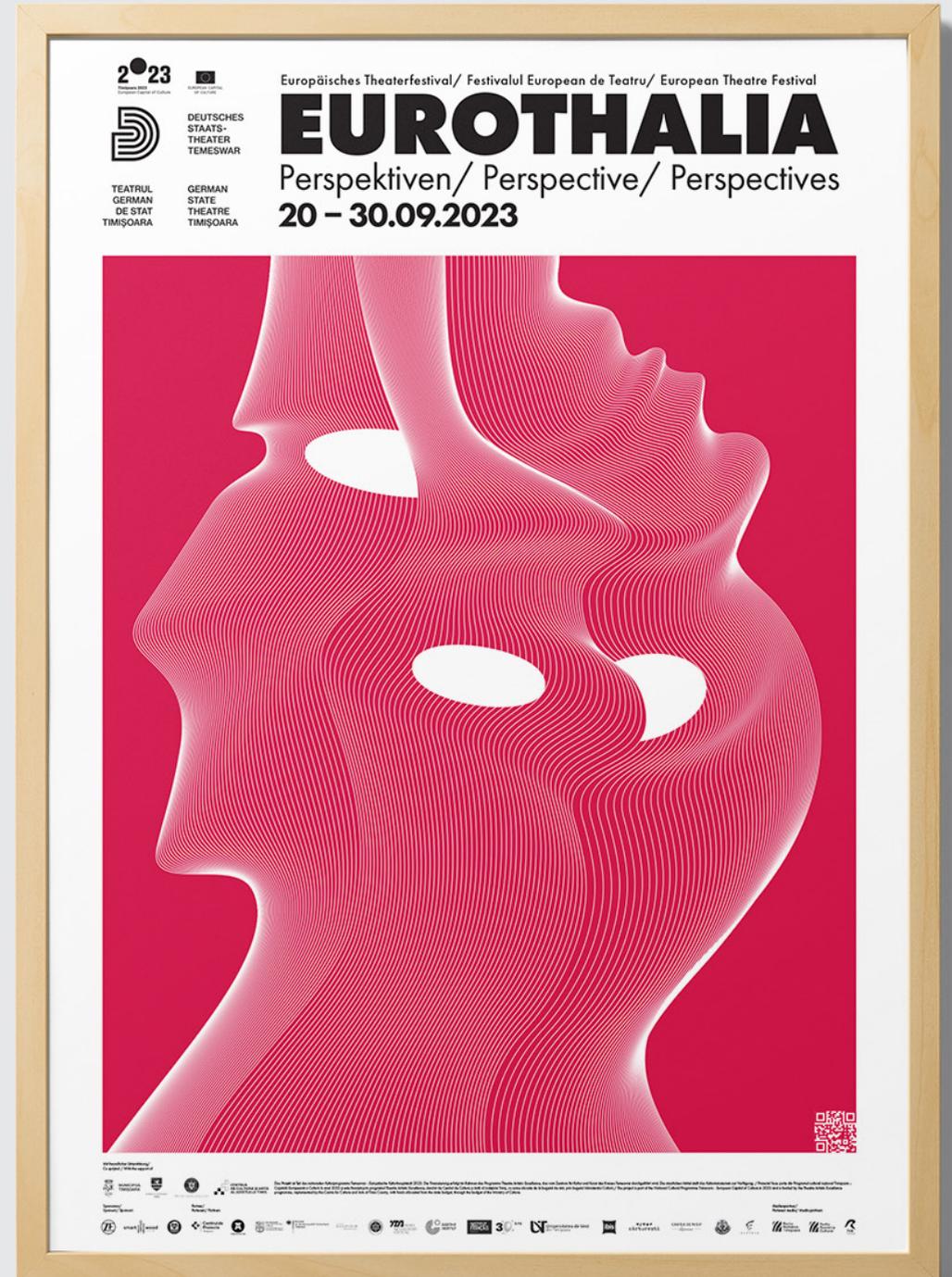
Contemporary theatre //
Exchange of ideas // Open space
// Exploration // Communication
// Questioning // Experiment //
Dialogue // Re(imagination) //
Criticism // Actuality // Civic space
// Performance // Multiculturalism //
Integration // Sensibility // Meeting
// Participation // Interdisciplinary //
Society // Debate // Change

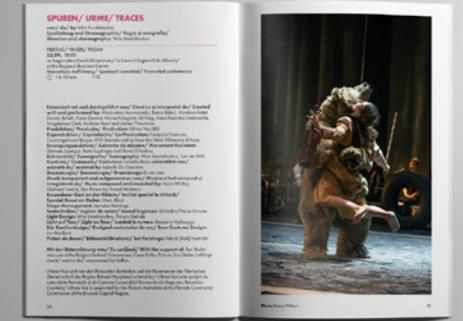
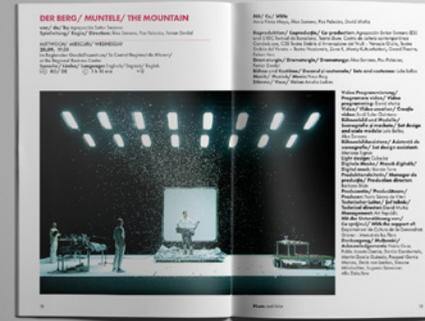
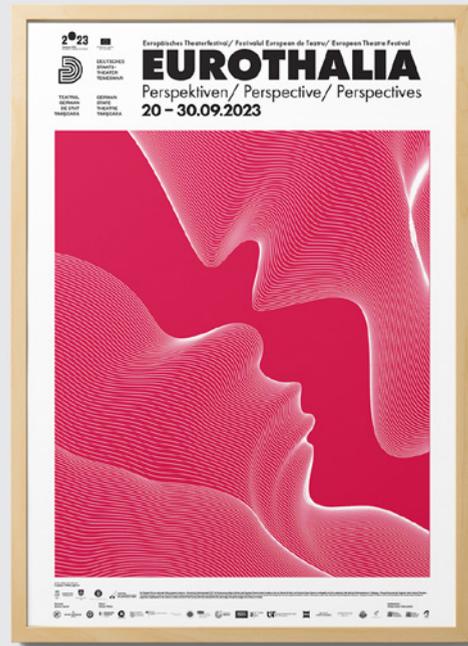
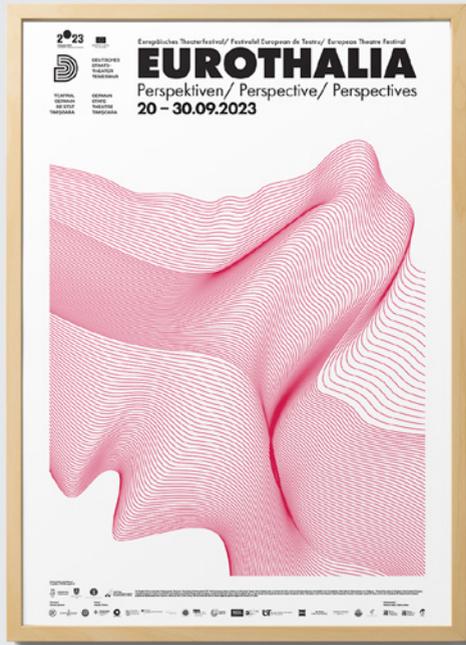
Theme:
Perspectives

After visually exploring the perspectives theme we used one of the variations to define the classical symbolism of the theatre in an abstract view. By using positive and negative space in a minimal color scheme and the Futura font family I've created the visual tone of voice for the communication of the 2023 theatre festival.



A0 Poster

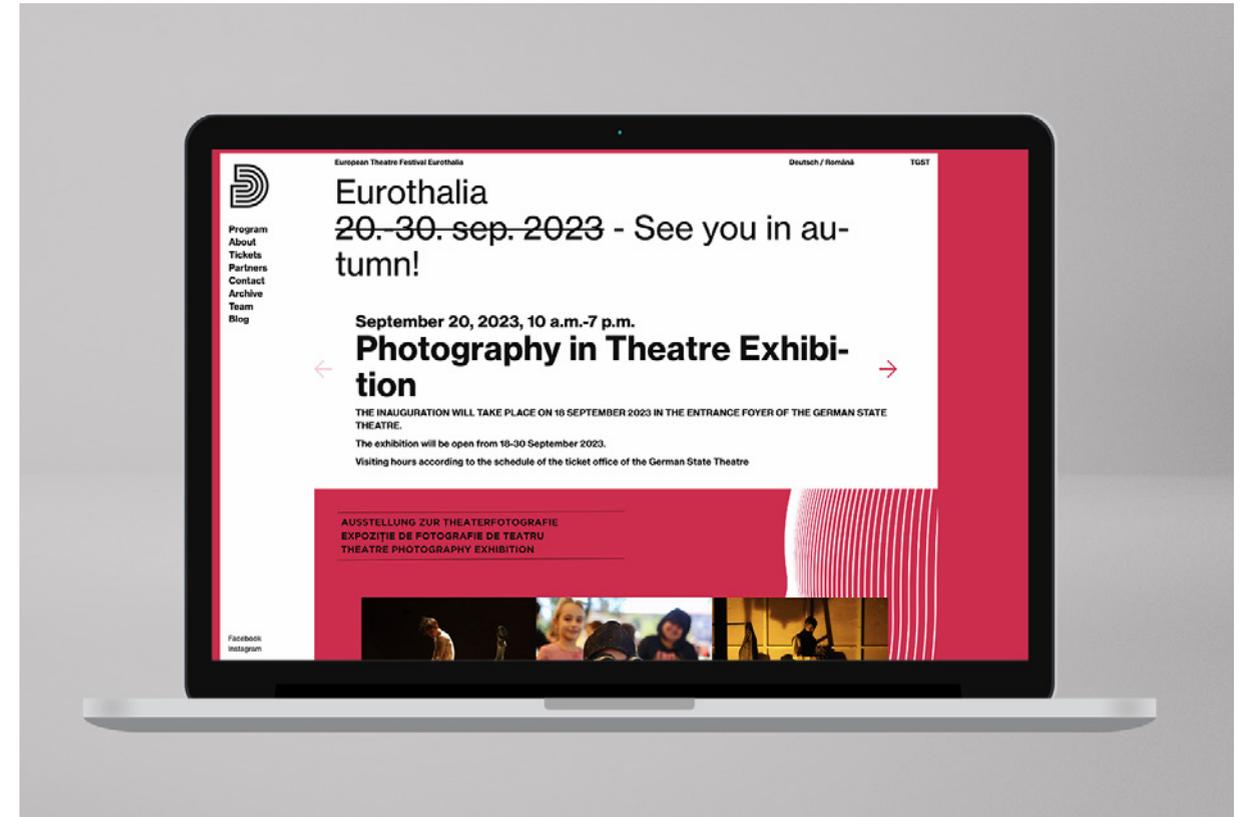
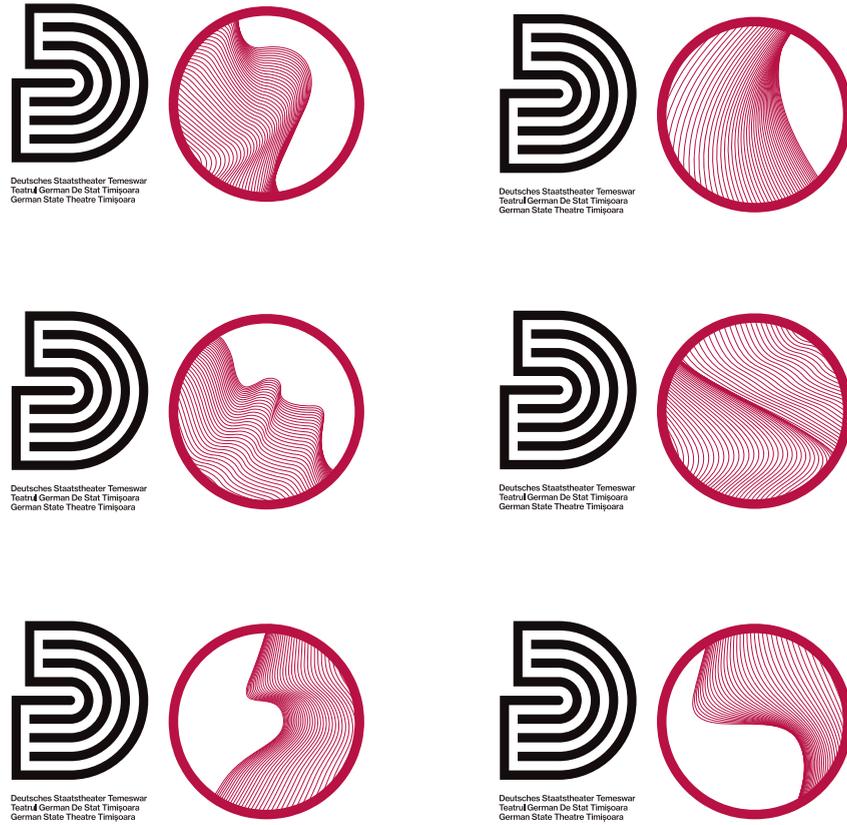




A0 & A2 Posters

Program booklet

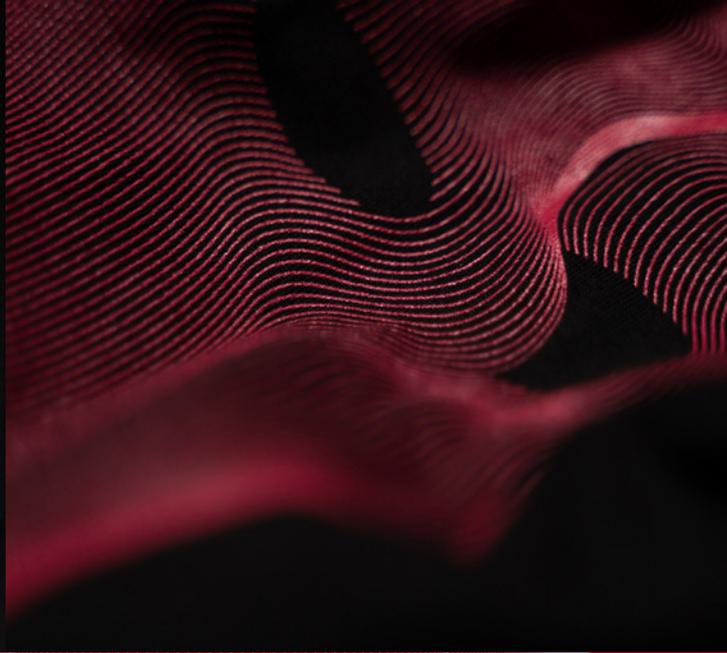
Logo variations



Web site adaptation



Folding flyer and communication materials





DER BERG / MUNTELE / THE MOUNTAIN

#EUROTHALIA2023



DAS THEATER / TEATRUL / THE THEATER

#EUROTHALIA2023



EINE ELEGIE IN FÜNF ATEMZÜGEN /
O ELEGIE ÎN CINCI RĂSUFLĂRI /
AN ELEGY IN FIVE BREATHS

#EUROTHALIA2023



REITEN / ECVESTRU / CHEVÂL

23.09.2023 & 24.09.2023 / 17:00

AM DOMPLATZ / ÎN PIAȚA UNIRII / IN THE UNION SQUARE

#EUROTHALIA2023



SPUREN / URME / TRACES

#EUROTHALIA2023



FINALISTEN DER FOTOAUSSTELLUNG
FINALIȘTII EXPOZIȚIEI DE FOTOGRAFIE
PHOTOGRAPHY EXHIBITION FINALISTS

#EUROTHALIA2023



GAST IM KULTURPALAST
OASPETE ÎN PALATUL CULTURII
GUEST IN THE PALACE OF CULTURE

FÜHRUNG MIT / TUR GHIDAT CU / GUIDED TOUR WITH
TUR DE ARHITECTURĂ

Europäisches Theaterfestival / Festivalul European de Teatru / European Theatre Festival

EUROTHALIA

Perspektiven / Perspective / Perspectives
20-30.09.2023

**Vielen Dank!
Bis zum nächsten Jahr!
Multumim!
Ne vedem la anul!
Thanks!
See you next year!**



The 2022 theme: Confrontations.
Graphic concept



font: **Paralucent**

Europäisches Theater Festival programm / Programul Festivalului European de Teatru
/ The program of the European Theater Festival

EUROTHALIA

21-29 SEPTEMBRIE / SEPTEMBER 2022

18,00-19,45 / în sala Studio a Teatrului Maghiar de Stat „Csiky Gergely” Timișoara /
im Studiosaal des Ungarischen Staatstheaters "Csiky Gergely" Timisoara / **in the
Studio Hall of the Hungarian State Theater "Csiky Gergely" Timisoara**

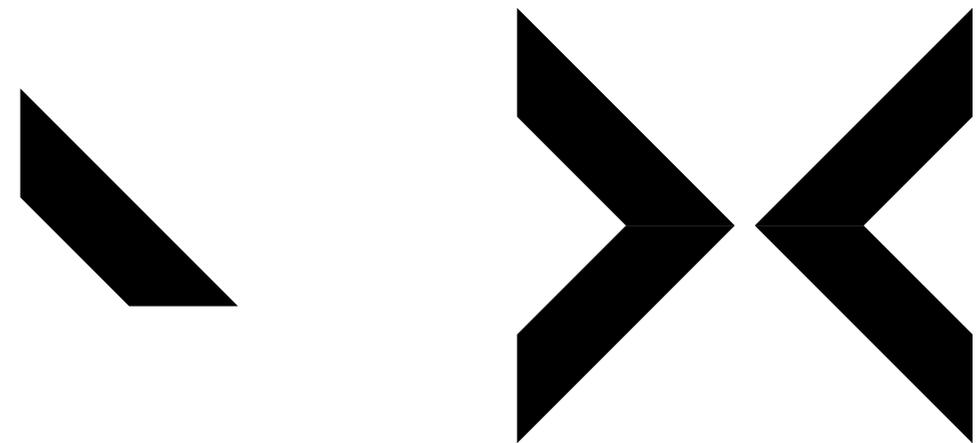
Ibsen: Strigoii de Markus & Markus

Produktion / Producția / Production: Markus&Markus (Germania)

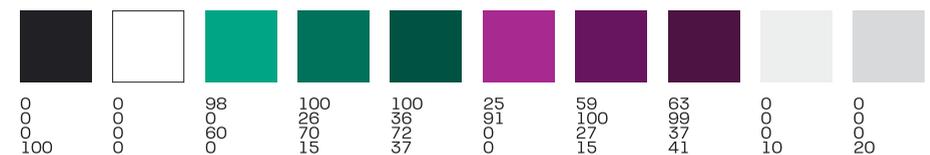
Koproduktion / Coproducția / Coproduction: Gessnerallee Zürich, ROXY
Birsfelden, Mousonturm Frankfurt

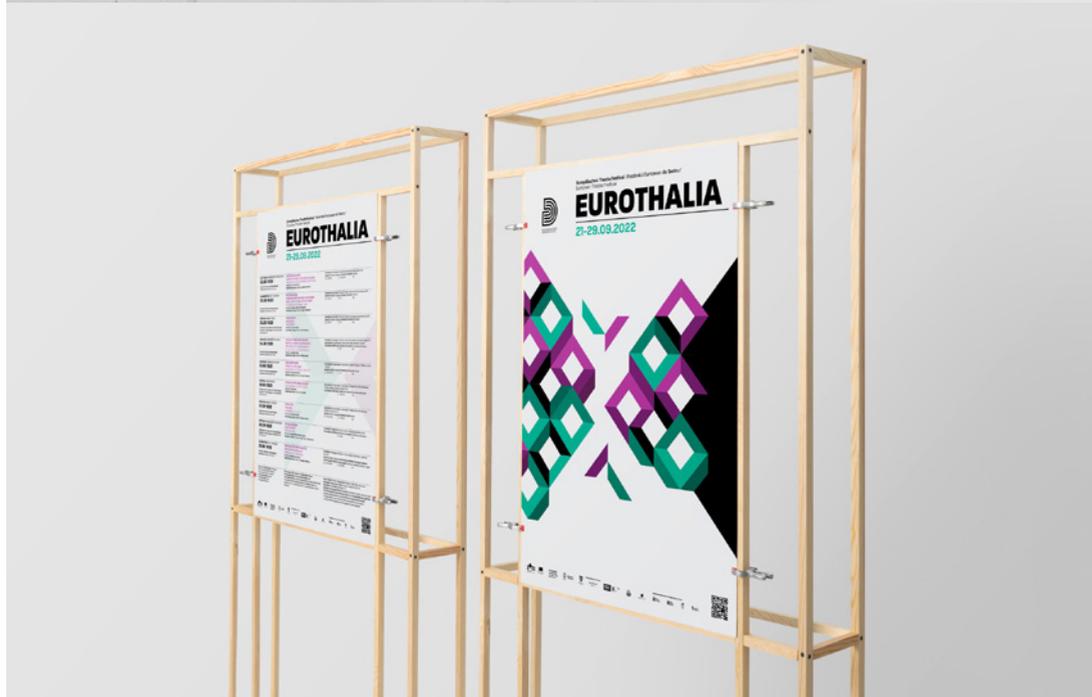
Spectacol în limba germană, cu traducere în limbile română și engleză
DE / RO / EN

graphic elements



colors





Posters



Communication materials: posters, flyers, program booklet, stickers, invitations, flags, tshirts, tote bags, badges, space branding.



Program booklet

MKP

Established in 2015, MKP is a Bucharest based Management Consulting Company. Their multicultural team of Advisors generate transformational business solutions through five consultancy divisions.

Logo, ID elements, stationery, web site and creation for various projects

Font Usual
Primary font family

MKP / Usual

Font Usual - typeset

MKP

Font Usual - adjusted

MKP

Custom logo

MKIP

MKIP



Color sets for each branch

Company Branches



MKP / Construction Management & Development

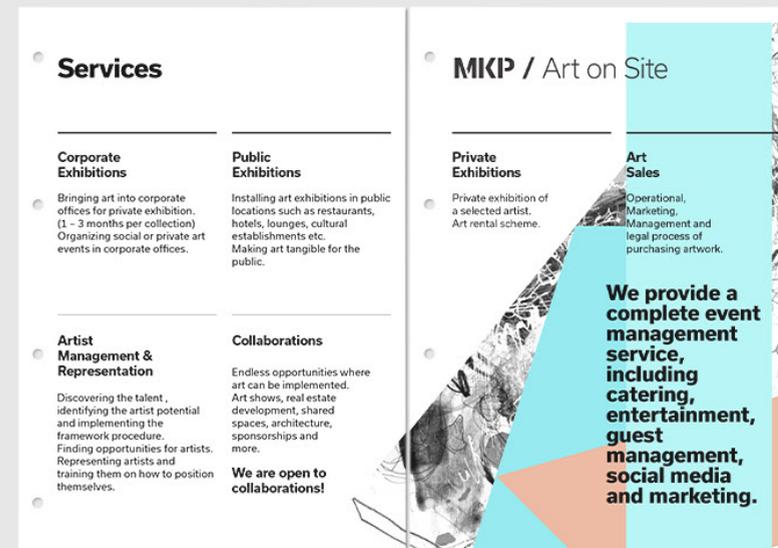
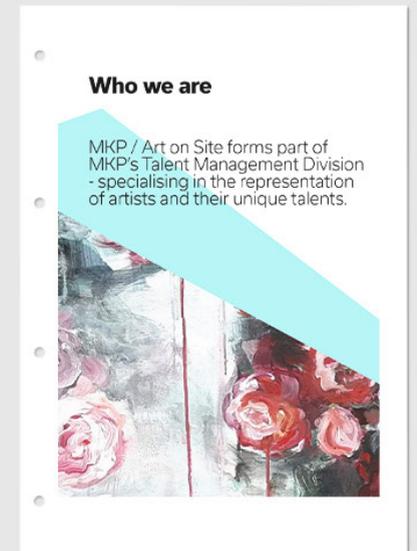
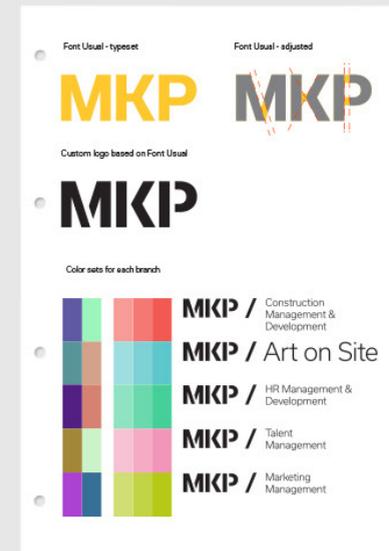
MKP / Art on Site

MKP / HR Management & Development

MKP / Talent Management

MKP / Marketing Management

Stationery & Presentation set

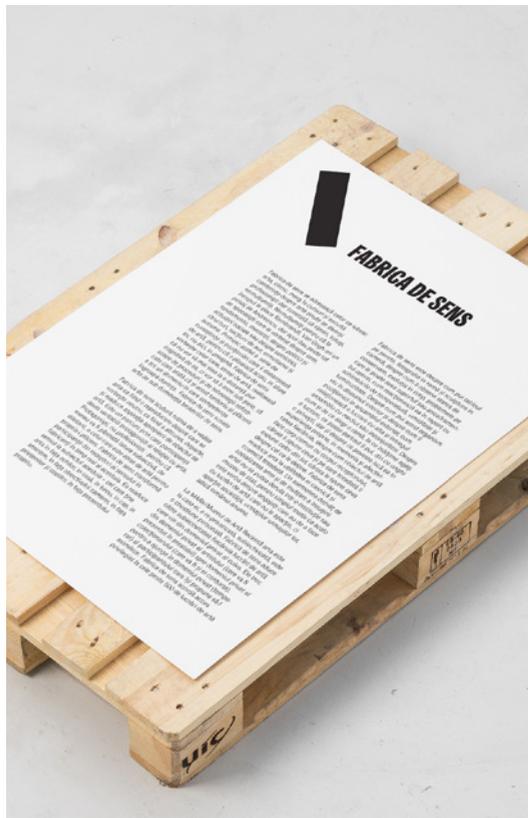


Web site



The Sense Factory

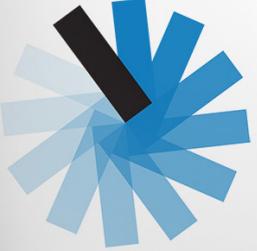
A MARE (Museum of recent art) & MKP project. The proposals are based on MARE's visual ID and graphic elements. They were used to abstractly show the idea of work and collaboration that leads to sense.



Poster variations for the project

THE SENSE FACTORY

Transforming you from a sense receiver into sense maker.



MAR_e
MUSEUM OF RECENT ART

MKIP



The Sense Factory addresses those who love art, read, attend art courses and conferences delivered by experts in the field, and yet they still crave for more. Why? Because at the beginning they like Rembrandt, Van Gogh or a landscape by Andreessen, but then they stumble upon specialists talking numbers, ratings, investments, social politics and attitudes or semantics, structures, golden ratios, hermeneutics, and autism. Because of this, they receive information alienating them from art, instead of art being surrounded by its lovers it becomes out of reach.

The Sense Factory speaks to those who are alienated by art, realizing that they are not satisfied by this cognitive distance, but wish to sink inside its skin, to witness sophisticated procedures and technologies which can only point out that this territory of pleasure is just another passion killer. The sense factory helps you regard art despite the broken series.

The Sense Factory swipes the routine of regarding art as reproduction requiring a neutral, aseptic discourse, as if belonging to someone else. **It retrieves the aspiration for intimacy with the art object.**

It is a path through which the participants become genuine protagonists with their relation to art.

The protagonists, not the professionals, since this program aims to preserve and encourage the subjectivity of art lovers. The sense factory transforms its participants from sense receivers into sense makers. It pays sense back to its subjects – the ones who keep art close, in their homes, in their offices, in their minds and memories, in front of their cameras, amongst their friends and children, inside their own presence.



The Sense Factory is about how you hold a camera on the wall, how you frame a photo and how you set it up in the room, how you observe its conservation status, its density, meet throughout time, the problems its ontological framework may bring, how it might change in temperature, humidity and luminosity. It's about how you relate this living organism with the inner discourse and how you set it in the external space, how you connect one work with another and the entire assembly with the surrounding environment. It is about how and why you choose a frame, about the proper height to hang artwork, the type of glass partition for the work, the angle from which you observe it, but also the story it flashes in your mind, memory and emotion, how the art object grows to be part of its receiver, to whom it speaks and at the same time is exposed to those around them, connecting them. **The Sense Factory** brings art back to its domestic and cosmic function. In a public institution or museum, one wouldn't encounter such a program for unlearning the socializing of art while learning the personal and emotional embedding in art. The reason is that a public context features clerks dealing with works of art they don't possess, works belonging to the anonymous society.



The duration of The Sense Factory program: 8, 2 hour sessions Saturday or Sunday, two sessions per month, in the first part of 2020, at MARE/Museum of Recent Art.

Participants - a group of minimum 10, maximum 15.

All materials necessary for the program will be provided by MARE/ Museum of Recent Art

Session no. 1: Raw matters

The first session of The Sense Factory will follow the technological process of making sense of art today. It will be held inside the museum and will approach the ways through which one reaches the core of art after stripping it from its multiple modifying masklayers. The first mask/layer which will be cast aside is the one inflicted by the spectator's gaze, which objectifies the artistic phenomenon that becomes an object purely on the exterior to the aesthetic relation, a dead, intangible object. In order to transform this dead object, into a living presence, the first thing one has to get rid of is the very gaze that one merely observing art, separates from subjectivity.

Its place will be taken by quality, touch, manipulation of the work of art, its shift from one place to another, its replacement in connection to each one's landmark (distance, height, eyesight, phobias, allergies, symmetries, imbalances, manias). The art amateur turns from witness to doer taking all the risks brought about by this status (the risks that the course will highlight, from the semantic, differentialization of the work to its possible destruction or decay).

The implicit consequence of transgressing the gaze in relation to the work of art is the rejection of its quality of pure image, as it is promoted through mass-media reproductions, in publications.

The transgression of the gaze is the first step.

Meet Erwin Kessler, your coordinator at The Sense Factory



When you think of Erwin Kessler, you picture the first private contemporary art museum in Bucharest, since 2018 - MARE/Museum of Recent Art, with a collection of over 600 works of art. As Founder and Director of MARE, Erwin Kessler is also the curator of an impressive number of exhibitions of Romanian modern and contemporary art, in museums all over the world. When Erwin talks about an artist or artwork, it's an addictive fascination that embraces you, his statements are clear, profound, and complete. Erwin is a renowned Art Historian and Philosopher having studied Philosophy and Art History in Bucharest, Prague, Paris and Maastricht.

As an Associate Professor, he teaches Art History and Aesthetics at CES, Bucharest University. Erwin is also an author of more than 50 books - "Tara Dada, etc.", ARCIUE Publishing, 2016; "Dorian Berculescu, Iner Emigration / X20. A Radiogram of Romanian Art after 1989 and recent collective publications abroad; Years of Disarray, 1900-1920 Avant-garde in Central Europe, Arbor Vitae, 2016; Expressionism in a Transnational Context, Taylor and Francis, 2018; Routledge Encyclopedia of Modernism, Routledge, 2016.



MAR_e
MUSEUM OF RECENT ART

The Sense Factory
www.sense.ro

MKIP

CINEMA INFINIT

Book design for private editorial project by Ioana Mischie / UNATC Press.

A groundbreaking manifesto for meaningful, noetic, holistic transmedia worlds.

...ist/regizor), artist și futurist transmedia,
...te inovatoare. Absolventă a studiilor de licență și
2017 a fost selectată ca bursieră Fulbright în cadrul USC –
JoVRnalism, Mixed Reality Lab, Jaunt VR Lab) pentru a avansa domeniul
sul de cercetare transcontinental a fost finalizat prin lucrarea doctorală
cum laude.

...tografice și interactive au călătorit la peste 200 de festivaluri la nivel
SFF, IFF Hamptons, IFF, Thessaloniki IFF), fiind premiate de The Webby
uth by Southwest Hackathon, The Steamer Salon, D&AD, GoEast IFF. A
...te inovatoare selectate în cadrul Berlinale Talents – Script Station,
... VR, Sundance Workshop – Capalbio, Cannes International
...arno Academy Meetings. A participat cu succes la numeroase
...XSW, MIT Hacking Arts), programe transdisciplinare (I_Doc, The
Days) și în cadrul unor rezidențe artistice precum Forward Slash
University în Lamu, Kenya.

...r la Channel 4 în Marea Britanie (pentru două seriale de
record de vizionări în UK), dezvoltând ulterior în România
izată "237 de ani", scurt-metraj produs de Légende Films –
ză premiată cu Oscar. Ulterior, scurt-metrajul transmedia
Van Sant în top 5 filme din 5000 de înscrieri din întreaga
...rts, fiind ulterior nominalizat la Premiile Gopo pentru "Cel
...le neconvenționale se numără instalații precum "Texts
" (inventarea formatului writemob), "Idonee" (poezie
es, Fragile), proiecte VR (The Wetland, Human Violins).

...S, prima asociație axată pe transmedia storytelling
nului 2015, a coordonat programele New Media din
strategii pentru dezvoltarea centrului. Din 2017 a
...rts și Narrative Structures în cadrul masteratelor
...dia Arts și Game Design, din UNATC. În prezent,
...s-reale, trans-generaționale, transdisciplinare,
Studios (companie axată pe neuro-VR),
...VR din lume), co-fondatoare și membră a
...a Women in Film and Television Los Angeles
Economic Forum.

...ționale care încurajează tinerii artiști
cinematografică (Cine-Ritm, National
Romanian VR Showcase in Cannes).
...ici audio-vizuale, dar și de avansarea
cursuri în cadrul UNATC, UBB și în
...men Bold and Brilliant și trainer
...al of the New, TIFF.

...concepte extensibile, tehnologii
(film 3D, web), Tangible Utopias
...itorul societății pe termen lung
...nd lumea ca un loc de joacă
...torului" (Buckminster Fuller).

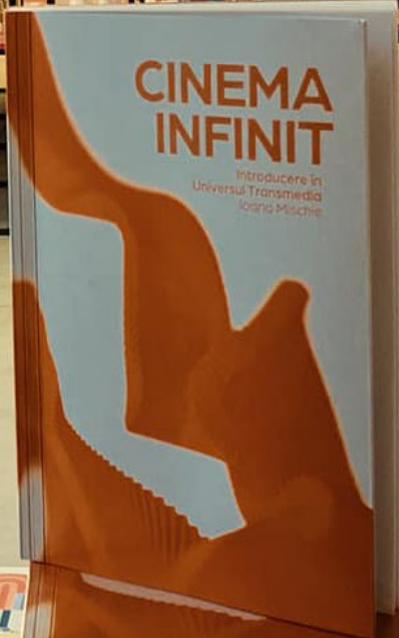
CINE

INTRODUCERE
IOANA MISCHIE

Editura UNATC PRESS
Anul 2021



- 201 DESIGN STUDIO
- ADELINA PETCAN
- ANA BĂNICA
- ANADORA METAL
- ART
- ARS ANA
- ASOCIATIA
- ILLUSTRAT
- ATELIER FABRIK
- AXA PORCELAINE
- BIANCA
- DUMITRAȘCU
- BLACK RHINO RADIO
- MERCH
- BOLD BRANDING
- STUDIO
- BRĂU
- BUMBAGR
- CARLA SZABO
- CATRINEL STUDIO
- DAIA
- DANIEL STRUGARIU
- DECERAMICĂ
- DEPLIN
- DORIANA MĂRĂȘOIU
- DRAG AND DROP
- EDITURA ART
- EDITURA FRONTIERA
- EDITURA UNIVERS
- EMAIL DE
- SIGHIȘOARA
- FOR
- GALERIA POSIBILĂ
- GRAPHOMAT
- HORJEA 1956
- IGG FORMA
- IGLOO
- IMALINZ
- THE INTERIOR
- INSTINCT
- IOANA MISCHIE
- JINGER SI ZMEI
- LLUDICUS GAMES
- MARIA PALTIN
- MATCA
- MINTREMU
- MONOM
- NAMASTAY
- NOK
- NORIEL
- OMMIA
- OȘTRA BERDO
- P+4 PUBLICATIONS
- PALPABIL
- PANSEEA
- PARA
- PISCES & MOON
- POLICROMIC STUDIO
- QIP DESIGN
- RIVULET
- SACOSH
- SANDRA BERGHIANU
- SINOPIA
- STUDIO MUD
- SUPER SOMETHING
- THE INTERIOR
- INSTINCT
- TITIA
- TO THE POINTER
- TUDOR PRISĂCARIU
- TZIM TZUM BOOKS
- UNACALLUNA
- UNIQUE MOODS
- ZAHRA
- ZEPPELIN



CINEMA INFINIT
 Introducere în
 Universul Transmedia
 Ioana Mischie

@RDW
 Romanian
 Design
 Week



Dan Perjovschi
THE BOOK OF NOTEBOOKS

EUL PERSONAL
 POEME DE EMILIAN POSPAIL

ION GRIGORESCU



Imagine Nr. 15
 Poem co-creat cu rafale de vânt, 2020, proiect experimental, Ioana Mischie



Imagine Nr. 16
 Poem co-creat cu rafale de ploaie, 2021, proiect experimental, Ioana Mischie



CAPITOLUL 2
 UNIVERSUL
 TRANSMEDIA:
 DE LA
 CINEMA
 FINIT
 LA CINEMA
 INFINIT



Imagine Nr. 7
Instalația Tobacco Project
realizată de Christian
Warren. Foto: ChristianWarren,
compartimente-art-etc.com

2.3.1.2. Tobacco Project – clonarea unui obiect transmedia
Muzeul de Artă Modernă din Los Angeles California a găzduit, în 2019, expoziția *Matter of Matter: Material Art from China*, reunind 35 de lucrări asiatice. Xu Bing, unul dintre cei mai apreciați artiști de origine chineză, a lansat în cadrul ei seria de lucrări Tobacco Project, având ca scop contemplarea rolului social, economic și artistic pe care îl poate genera industria țigărilor.

"194 Coss (1999–2011)", una dintre lucrări, constă în construirea unui imens covor acoperit de 660.000 de țigări poziționate sculptural pentru a forma un model vocal stilizat. Dacă este privit din față, covorul pare imprimat cu pielea unui tigr, în timp ce dacă este privit din spate, capătă o altă semnificație. Printre lucrările din seria Lu Xu Bing se numără și cărți, sculpturi, creații multimedia, menite să stabilizeze noi dimensiuni, noi interpretări ale obiectului în discuție.

Proiectul poate fi vădit în multiple chei transmedia. În primul rând, Tobacco Project transformă un produs obișnuit, miniaturat, prin multiplicare și multistratificare, într-o operă de artă inovatoare cu semnificații noi, dobândind dimensiuni impresionante. În al doilea rând, structura proiectului, gândită pe termen mediu-lung, îl plasează în sfera conceptelor compatibile cu gândirea transmedia. Procesul de lucru din sistemele lucrărilor reunește ani de cercetare, prototipare și producție adesea făcute cu ajutorul a zeci de asistenți.

2.3.1.3. Skin – efemeritatea transmedia

Explicând diversitatea modului în care poveștile sunt spuse sau expuse astăzi, nu putem omite inițiativa creată de artistă Shelley Jackson, "Skin". Shelley Jackson, o iubitoare a literaturii transmedia, a scris o poveste despre corpul uman, propunându-și să o publice într-o manieră neconvențională: un singur cuvânt din poveste poate fi tatuat pe pielea unei persoane care acceptă să facă parte din proiect. Proiectul a însumat 22000 de doritori și 2095 de voluntari care au acceptat să poarte, în mod individual, un cuvânt ales personal din povestea scrisă de Jackson. Doar voluntarii participanți au acces la povestea completă, trimisă de Jackson în schimbul unei fotografii cu tatuajul complet. Artistă însăși și-a tatuat titlul, devenind astfel inițiatorea proiectului bio-literar.

Dacă odată cu trecerea timpului unui dintre participanți trec în neființă, fragmentele alese din poveste dispar, de asemenea. De altfel, înainte de finalizarea celor 2095 de cuvinte tatuate, una dintre persoane a încetat din viață. Odată cu dispariția ultimului participant, povestea încetează să mai existe, de asemenea. În mod cert, metodologia proiectului putea să prevadă cum odată cu încetarea unui cuvânt, un alt participant îl poate prelua pentru a-i asigura longevitatea. Artistă și-a dorit însă o formă deliberată de încetare a poveștii ficționale în directă corelare cu încetarea vieții biologice. Mesajul proiectului este impresionant, căpătând profunde valențe transmedia. Doar împreună, un grup de oameni poate alcătui o poveste impresionantă. Doar împreună, mii de persoane pot avea acces la o dimensiune mai profundă de înțelegere a lumii. Și dacă împreună-ți este fragmentat, avem nevoie să revizum povestea individuală și colectivă în permanență.

Jackson a creat și video-uri în care a rugat participanții să rostească o parte dintr-o cuvintele alese. În timp, proiectul a dobândit multiple tipuri de platforme, reunind literatură, artă vizuală a tatuajului, artă conceptuală, film, articole științifice, website-uri, care se adaugă ca extensii ale corpului uman privit ca o pânză pe care se tes legături interumane și interliterare. Această abordare a mai fost explorată de artiști în trecut, în cadrul unor proiecte literare hiper-textuale care erau afișate cititorilor sub forma unor puzzle-uri transmedia. Skin a adăugat însă universalitate demersurilor experimentale. Dacă dimensiunea corporală încetează să acționeze, celelalte platforme media pot compensa printr-o prezentă sporită. Folosind un filon transmedia, artista reneogoază în permanență cuantumul de mesaje artistice și reevaluează puterea lor. Dacă mediul corporal este prioritar într-o primă instanță, cel digital este prioritarizat după dispariția corporalului.

Chiar dacă povestea este finită, dimensiunile ei pot căpăta noi forme de înțeles în timp. Marie Bouchet semnală un merit crucial al proiectului – acela de a pune

2.3.1.1. Distincții dintre transmedia storytelling și domenii conexe
De-a lungul timpului, conceptul transmedia storytelling a fost interpretat în moduri diferite, deseori cu alte conotații similare precum cross-media, adaptare, serializare. Ca atare, am redactat un studiu comparativ care să clarifice specificitatea termenului și să ne ajute să deprindem însemnătatea holistică a domeniului.

Tablea Nr. 2. Distincții dintre transmedia storytelling și domenii conexe

Cross-media storytelling	Cross-media storytelling valorifică exclusiv adaptarea creativă a unei opere. Aceeași poveste este redată într-o carte, într-un film, într-un joc, însă mediul nou nu împărtășește esențialul firului narativ, nu continuă povestea, ci doar îl traduce și îl adaptează. Astfel, înălțarea platformelor diferă de un univers transmedia holistic care se distinge prin causalitatea fragmentelor de poveste. Există însă proiecte care adaptează un anumit concept către o creație, adăugând suficient de multe elemente noi, încât se pot situa la granița dintre cross-media și transmedia.
Adaptare	Transmedia storytelling diferă de adaptarea clasică pentru că o poveste același fir narativ în medii diferite nu extinde universul ficțional sau non-ficțional. Metodologia transmedia se bazează pe adăugiri substanțiale, cauzale, strategice care extind exponențial universul inițial cu filiere narative noi.
Serializare	Transmedia storytelling diferă de simpla serializare a unei premise narative. Parafrazându-l pe Jenkins, serializarea premiază loialitatea, însă transmedia storytelling valorifică implicarea activă, participarea. Chiar dacă un proiect transmedia poate include un serial drept componentă centrală, extensile narative devin indispensabile pentru a îmbogăți semnificațiile aceluia serial. Proiectele transmedia pot fi serializabile, însă în egală măsură, simpla caracteristică a serializării este insuficientă. Altfel spus, serializarea este o tehnică necesară, dar insuficientă în raport cu un univers transmedia complex.

Marketing

Transmedia storytelling diferă de marketing, chiar dacă în SUA cele două sunt îmbinate cu măiestrie. De exemplu, dacă un film animat lansează o jucărie inspirată de personajul principal, ceea ce extinde devine transmedia doar dacă îmbogățește universul ficțional cu o nouă dimensiune importantă în firul epic, în caz contrar fiind o formă de relația dintre film și marketing drept un mariaj fericit. Netflix pregătește astăzi peste 50 de campanii de marketing pentru același film pentru a atrage categorii de public cât mai diversificate. Aceste campanii de marketing nu sunt însă extensii transmedia, ci doar elemente de promovare avansată. În anumite cazuri, putem identifica marketing transmedia, care însă diferă de transmedia storytelling.

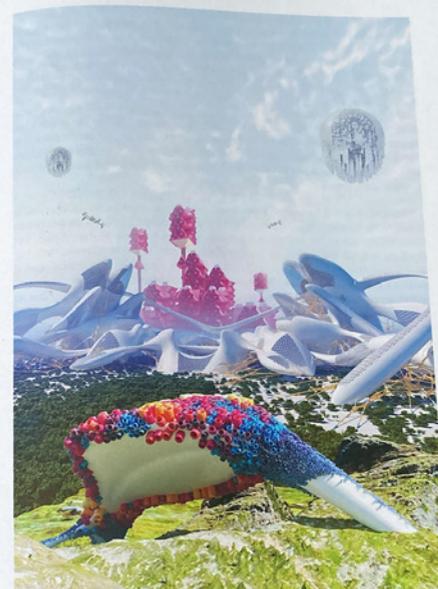
Creatorul portughez Nuno Bernardo a deosebit domeniul de alte arii ale interrelațiilor mediilor precum extinderea de brand, websode-uri, mobsode-uri sau lumi transmedia auxiliare.¹⁶⁰

Deși domeniul transmedia poate părea utopic în teorie, poate deveni lesne distopic în practică. Are o complexitate sporită și nici creații, nici participanți, nici contextul societal, nici infrastructurile culturale ale unei țări nu sunt încă actualizate pentru acest sistem de gândire. Tocmai de aceea, conceptul merită să fie completat de domenii precum trans-etica, menite să îl echilibreze în permanență.

¹⁶⁰ Nuno Bernardo, *The Producer's Guide to Transmedia: How to Develop, Fund, Produce and Distribute Compelling Stories Across Multiple Platforms*, Ed. deActive books, Lisboa, 2011, p. 15.



Imagine Nr. 10
Fotografie realizată de Long-mingul documentar Government of Children (2019), r. Joana Mischke), prezentat în atelierul de transmedia Production design semnat de Bruno Fature.



Imagine Nr. 11
Creație futuristică – preluată din experiența V2 Tangible Utopias (2021, r. Joana Mischke). Arhitectura inspirată de viziunile copiilor a fost adusă la viață de Alec Pop, colaj semnat de Studio Fluid.

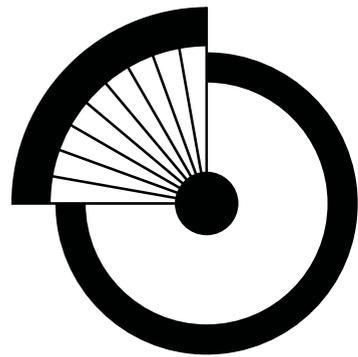


CLVP

Computational Learning and
Visual Perception Research Group

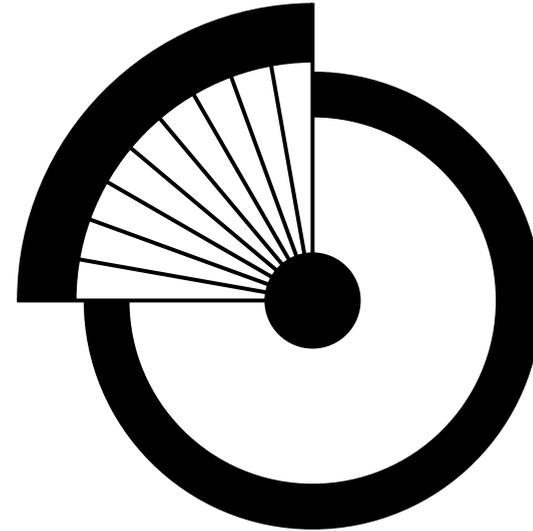
The group targets object recognition and the research aims to advance visual perception in the artificial intelligence area. Most of the materials are made for communicating the research group inside of the Institute of Mathematics with the purpose to recruit new scientists and research subjects, that is why we decided to go for a minimalist design.

Logo, ID elements, stationery materials
and posters



CLVP

Computational Learning
and Visual Perception



COMPUTATIONAL
LEARNING
AND VISUAL
PERCEPTION
RESEARCH GROUP

Headline type font Irma

IRMA

IRMA LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
vwxyz
1234567890

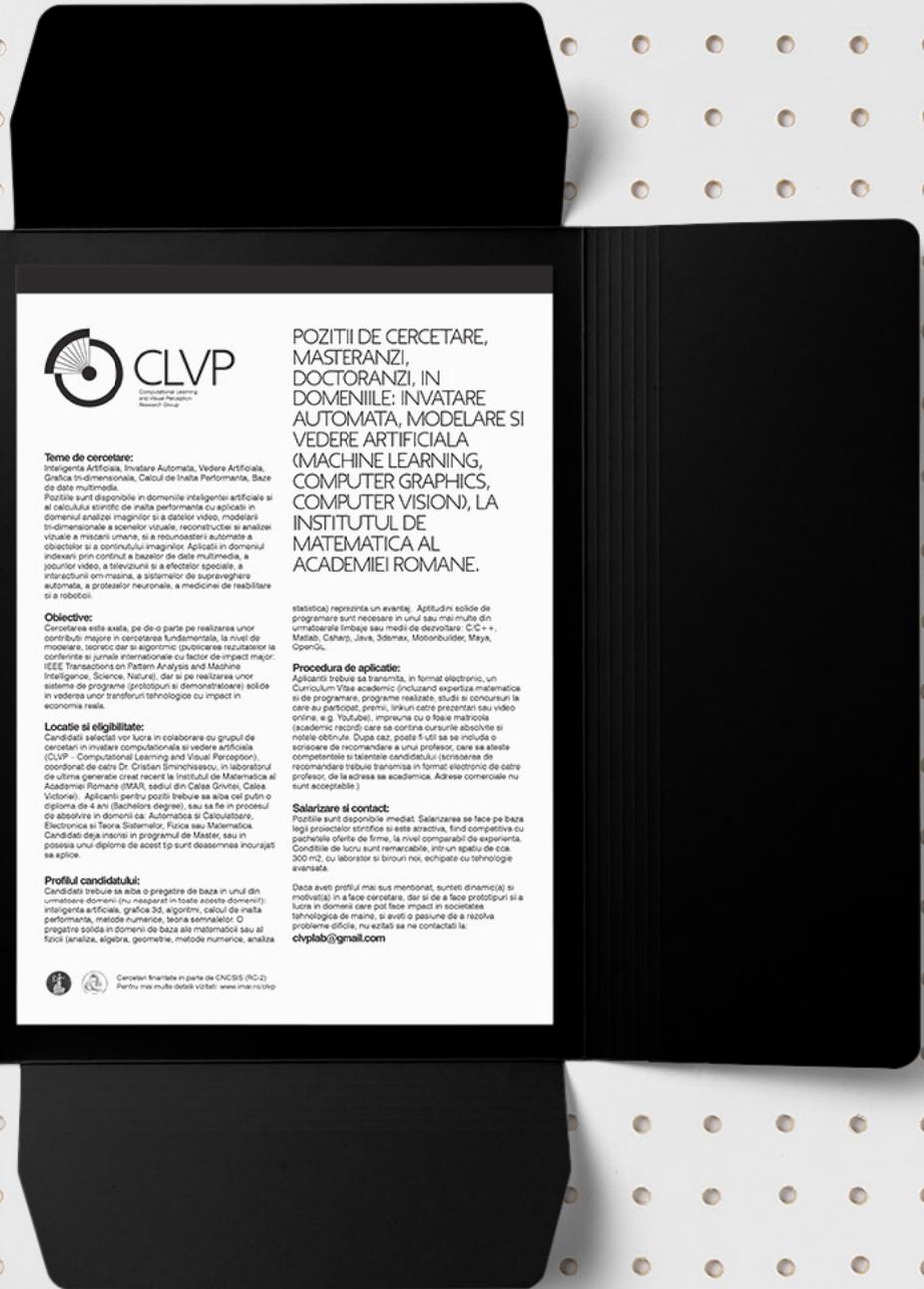


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Fax: +40-21-3196505



COMPUTATIONAL
LEARNING
AND VISUAL
PERCEPTION
RESEARCH GROUP



**POZITII DE CERCETARE,
MASTERANZI,
DOCTORANZI, IN
DOMENIILE: INVATARE
AUTOMATA, MODELARE SI
VEDERE ARTIFICIALA
(MACHINE LEARNING,
COMPUTER GRAPHICS,
COMPUTER VISION), LA
INSTITUTUL DE
MATEMATICA AL
ACADEMIEI ROMANE.**

Teme de cercetare:
Inteligenta Artificiala, Invatare Automata, Vedere Artificiala, Grafica 3D-dimensionala, Calcul de Inalta Performanta, Baze de date multimedia.
Positiile sunt disponibile in domeniile inteligentiei artificiale si al calculului stiintific de inalta performanta cu aplicatii in domeniul analizei imaginilor si a datilor video, modelarii 3D-dimensionala a senzorilor vizuali, reconstrucției si analizei vizuale a mișcării umane, si a reconstrucției automate a obiectelor si a conținutului imaginilor. Aplicații in domeniul inderarii prin conținut a bazelor de date multimedia, a jocurilor video, a televiziunii si a efectelor speciale, a interacțiuni om-mășină, a sistemelor de supraveghere automată, a protezelor neuronale, a mediciniei de reabilitare si a roboticii.

Obiective:
Cercetarea este axată, pe de-o parte pe realizarea unor contribuții majore in cercetarea fundamentală, la nivel de modelare, teoretic dar si algoritmic (publicarea rezultatelor la conferințe si jurnale internaționale cu factor de impact major: IEEE Transactions on Pattern Analysis and Machine Intelligence, Science, Nature), dar si pe realizarea unor sisteme de programe (prototipuri si demonstrații) solide in vederea unor transferuri tehnologice cu impact in economia reală.

Locație si eligibilitate:
Candidații selectați vor lucra in colaborare cu grupul de cercetari in invatare computațională si vedere artificială (CLVP - Computational Learning and Visual Perception), coordonat de către Dr. Cristian Simionchisov, in laboratorul de ultima generație creat recent la Institutul de Matematica al Academiei Romane (IMAR), sediul din Calea Grivitei, Calea Victoriei). Aplicații pentru poziții trebuie sa aiba cel puțin o diploma de 4 ani (Bachelors degree), sau sa fie in procesul de absolvire in domeniul ca: Automatica si Calculatoare, Electronica si Teoria Sistemelor, Fizica sau Matematica. Candidații deja incluși in programul de Master, sau in posesia unui diplomă de acces tip sunt deosebit de încurajați sa aplice.

Profilul candidatului:
Candidații trebuie sa aiba o pregătire de baza in unul din următoarele domenii (nu neapărat in toate aceste domenii): inteligentia artificială, grafica 3D, algoritmi, calcul de inalta performanta, metode numerice, teoria sistemelor. O pregătire solidă in domeniul de baza al matematicii sau al fizicii (analiza, algebra, geometria, metode numerice, analiza

statistica) reprezintă un avantaj. Abilități solide de programare sunt necesare in unul sau mai multe din următoarele limbaje sau medii de dezvoltare: C/C++, Matlab, C++, Java, Scheme, Maple, Mathematica, OpenCL.

Procedura de aplicatie:
Aplicanții trebuie sa transmită, in format electronic, un Curriculum Vitae academic (incluzând experienta matematică si de programare, programe realizate, studii si concursuri la care au participat, premii, lucruri către prezentari sau video online, etc.), YouTube), imaginea cu o boala matematică (academic records) care sa contină cursurile absolvite si notele obținute. După caz, poate fi inclusă o scrisoare de recomandare a unui profesor, care sa ateste competențele si talentele candidatului. Scrisoarea de recomandare trebuie transmisă in format electronic de către profesor, de la adresa sa academică. Adresele comerciale nu sunt acceptabile.

Salariizare si contact:
Positiile sunt disponibile imediat. Salariizarea sa face pe baza legii proiectator stiintific si este atractiva, fiind comparabilă cu pachetele oferite de firme, la nivel comparabil de experienta. Condițiile de lucru sunt remarcabile, într-un spațiu de cca. 300 m², cu laborator si birouri noi, echipate cu tehnologie avansată.

Data aveti profilul mai sus menționat, sunteți dinamic și motivați in a face cercetare, dar si de a face prototipuri si a lucra in domenii care pot face impact in societatea tehnologică de mâine, si aveti o pasiune de a rezolva probleme dificile, nu ezitați sa ne contactați la: clvplab@gmail.com

Cercetari finantate in parte de CNCSIS (RO-2)
Pentru mai multe detalii vizitati: www.imar.ro/clvp



Stationery materials & posters



COMPUTATIONAL
LEARNING AND
VISUAL PERCEPTION
RESEARCH GROUP

EXP:



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Marius Leordeanu
Dr.

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Cristian Sminchisescu
Dr. CS I

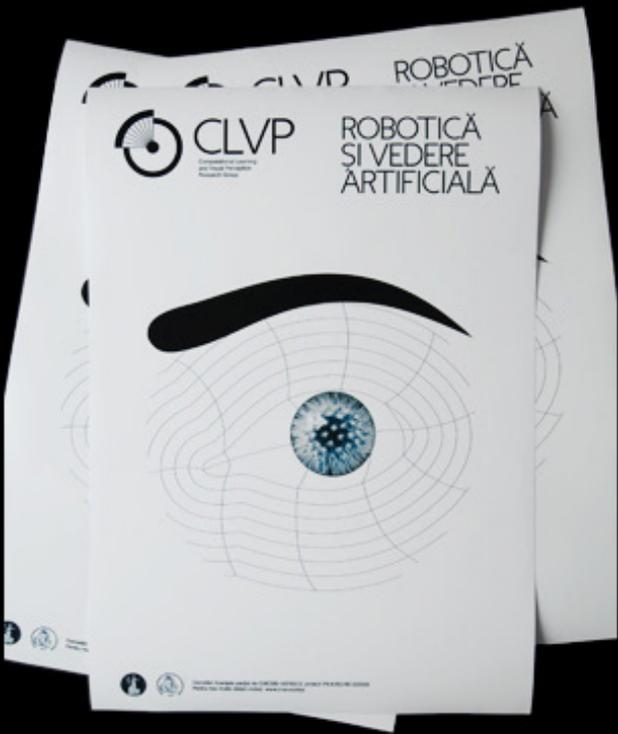
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cristian.sminchisescu@imar.ro
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CLVP
Computational Learning
and Visual Perception
Research Group



LUNA

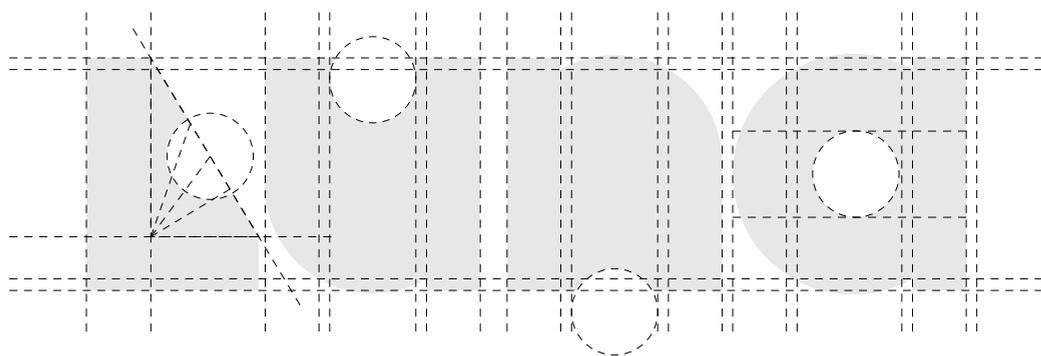
Advertising boutique

With a foundation in scenography, Luna's team passionately infuses a theatrical touch into their projects. The central theme guiding their identity communication revolves around bringing characters to life on the stage.

Logo, ID elements creation, stationery and communication materials

Luna

The phases of the moon



Characters and scenes were created for the printed and online communication materials.



Main typeface Archer

Archer Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Archer Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Ar- cher

Archer Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



LUNA

7, Maria Rosetti, Bucuresti
tel: 021 2108040 / fax: 021 2108041
office@la-luna.ro

news
about us
events

creative brand events
Audi A4, Launch Even...
Axe 2007 Campaign, L...
Benz/Bier, Re-launch
Campari Land of Drea...
Campari Sentire 2008...
Diva Launch Event
Fine Experience
Hotel Campari 2007 E...
Rompotol Christmas ...
Say, Launch Event
Tabu 3 years Event
Toyota Auris, Launch...
Toyota IQ and Urban ...

guerilla events
Campari Cocoon
Henkel product demo

club events
Absolut Collection
Campari Hotel 2007
Campari Hotel 2009
Grant's Unplugged St...
Jim Beam - "The real...
Marlboro Matrixica

street events
Yarismatograf

corporate events
BBC Romania, Launch ...
Dacia Events
Harper's Bazaar, Lau...
Henkel Moment event
Kaufland - Store's o...
Praktiker - Store's ...

adventure events
Bran - Praktiker Exp...
Hunedoara Praktiker ...
Ipsa - Bicycle's Tou...

others
Bibocant Papi - Edu...
BIDA Fair
PROEP - lecture and ...
Red Passion for Fash...
Waste management, PH...

Fine Experience

photos
09/20



Event description: Un eveniment Esquire, organizat pe acoperisul unei cladiri de birouri inca nefolosita.
Conceptul: Fine people doing fine things ; fine reading, fine smoking. Partea muzicala a constat din interpretarea unor piese moderne celebre (Placebo, Radiohead, Depeche Mode) cu instrumente de muzica clasica. / An Esquire event on the roof of an unused office building.
The idea: fine people doing fine things; fine reading, fine smoking. The music consisted in the interpretation of some famous & modern songs (Placebo, Radiohead, Depeche Mode) played with classic instruments.

Clients: BAT and Esquire
Date: Wednesday 24 June 2009
Place: Acoperisul unei cladiri de birouri din Bucuresti. / The roof of an office building in Bucharest.

LUNA

7, Maria Rosetti, Bucuresti
tel: 021 2108040 / fax: 021 2108041
office@la-luna.ro



Fine Experience

photos
09/20



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IPG

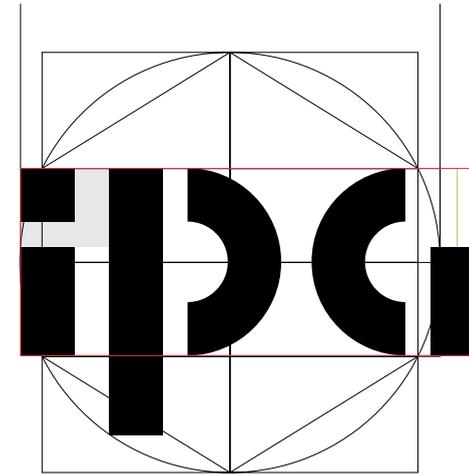
Infopress Group

The largest company of the Icelandic group Kvos. The Group includes Infopress Odorheiu Secuiesc, Romania and Infopress Hungary.

Logo creation, ID book, stationery materials and printed communication.

The company needed a high quality, technical signature so the solution was to go for a geometric and minimal design. For the communication side of the ID the appropriate solution was to decompose the symbol and make use of the geometric elements to have the visuals nicely stand out.

Symbol construction

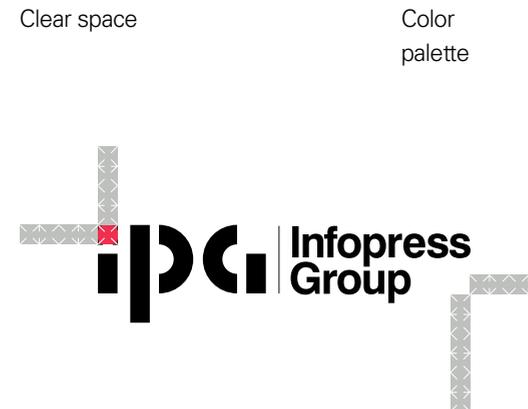


Reverse signature



Clear space

Color palette



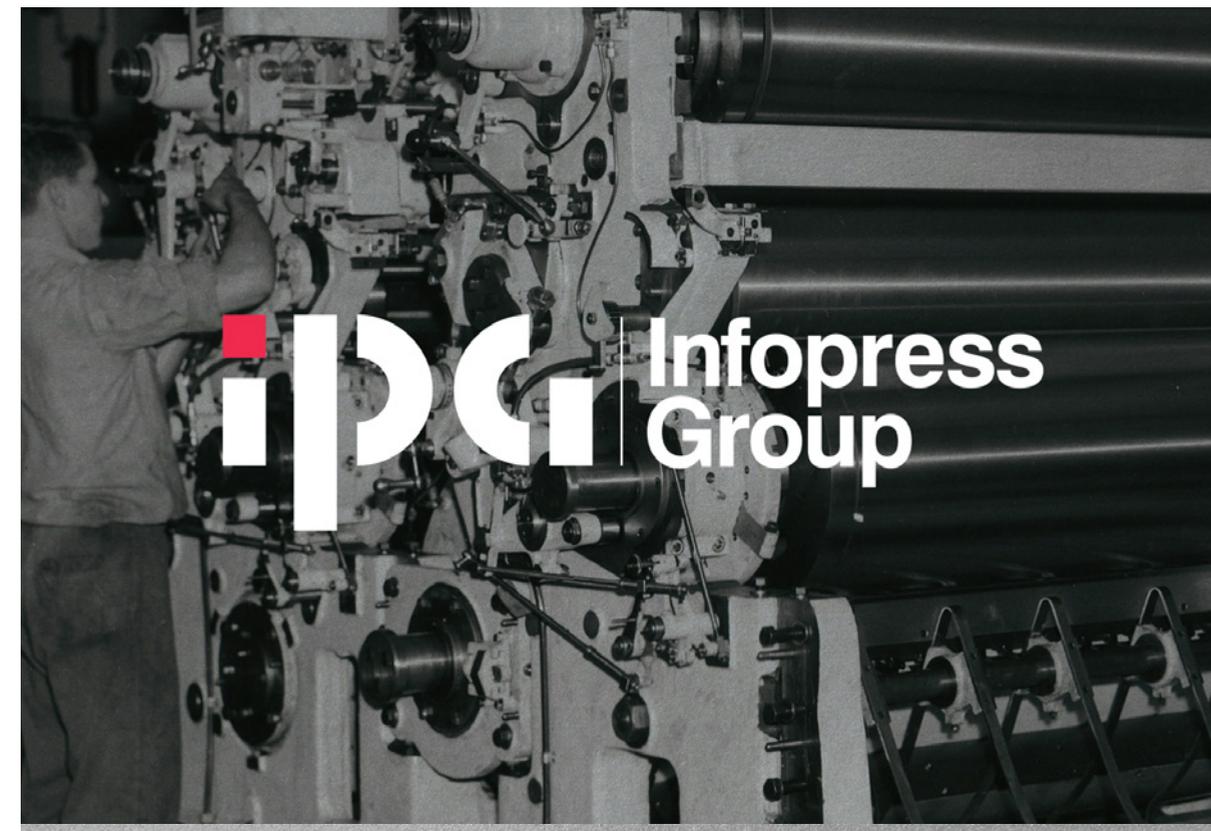
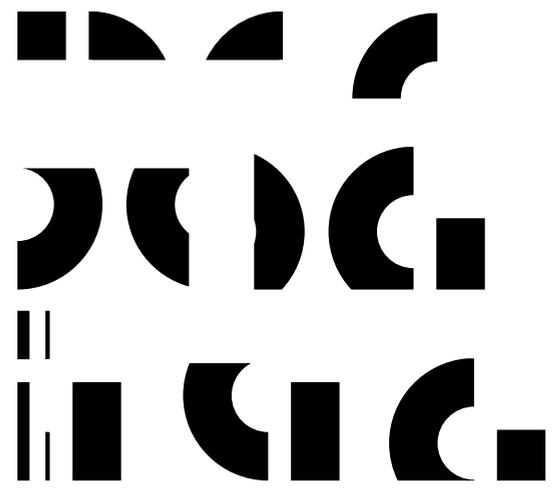
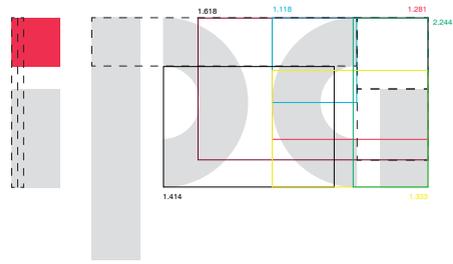
Typography
font Swiss 721

**Swiss
721**

Swiss 721 Light BT / *Light Italic*
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abcdefghijklmnopqrstuvwxyz
1234567890

Swiss 721 BT WGL4 Roman / *Italic*
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abcdefghijklmnopqrstuvwxyz
1234567890

ID graphic elements





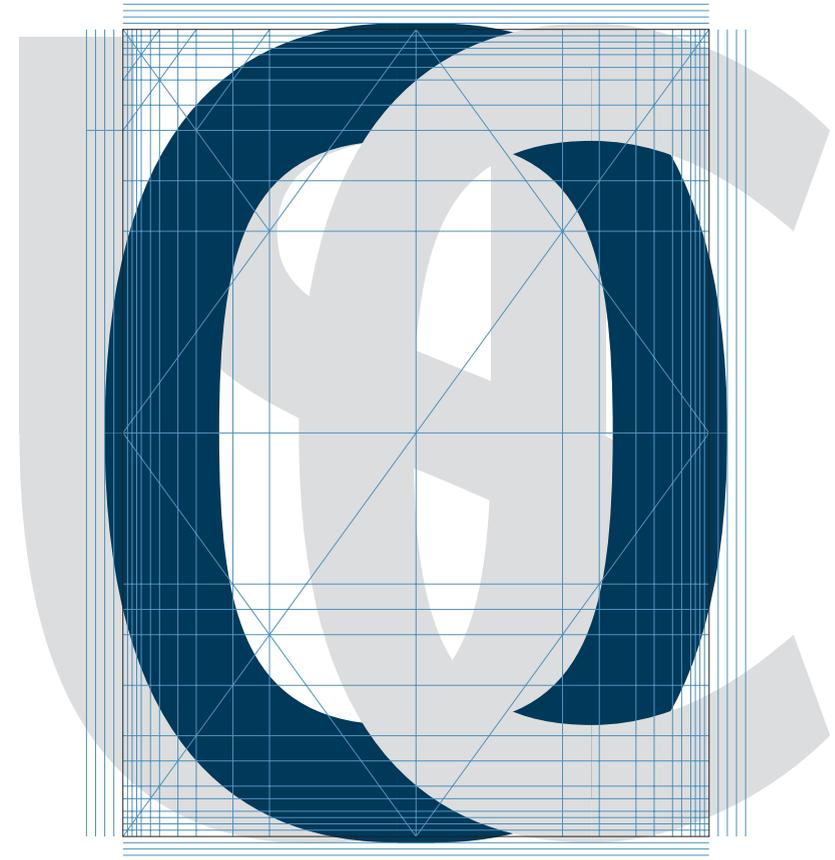
Prospectiuni

Geological and geophysical services
company

A major provider of geophysical
expertise, with over 70 years of
experience in the Romanian Oil
and Gas industry.

Corporate ID, symbol, custom typography,
stationery materials, ID book, printed
communication and web site design

Custom type creation

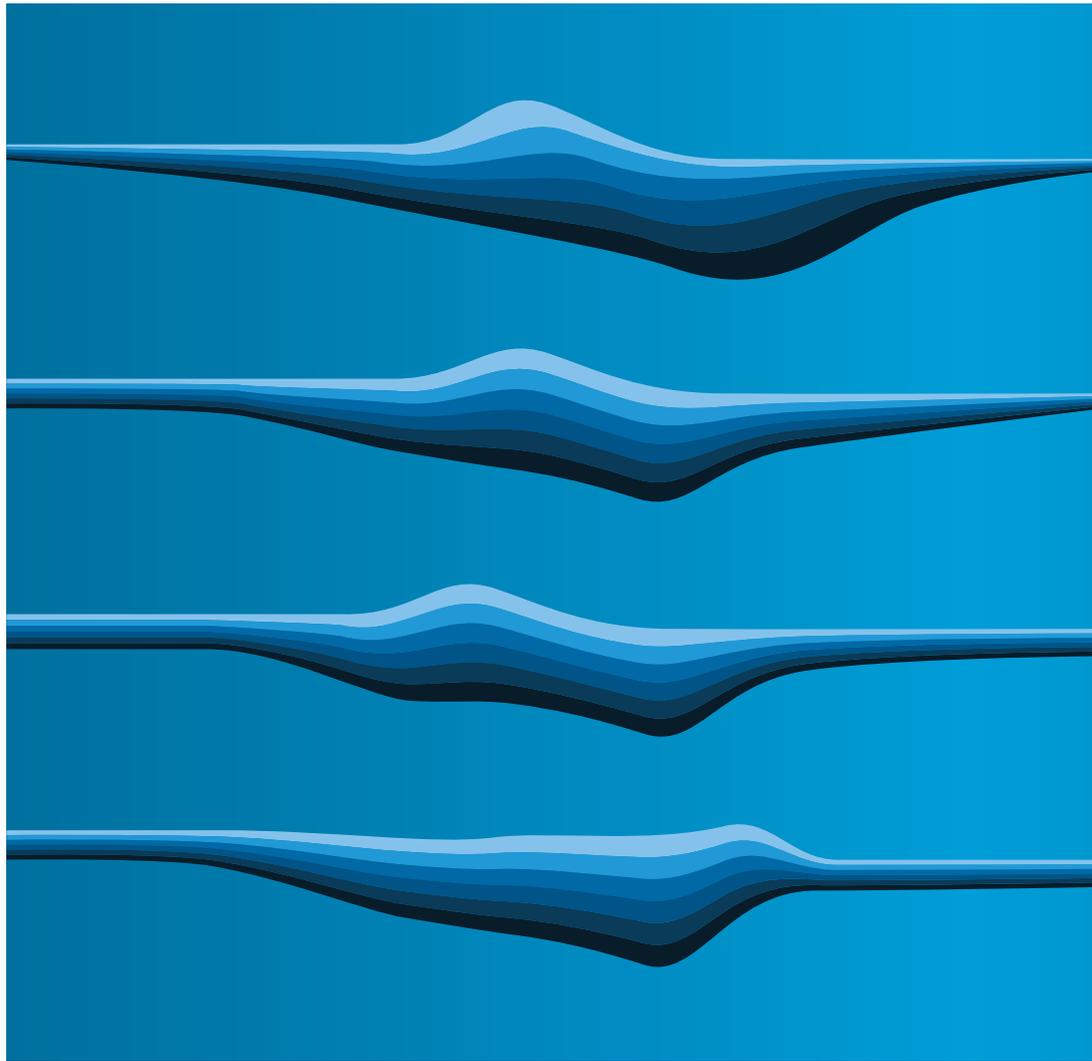


Signature with Tradition mark

70
Years of
Discovering
Earth's
Resources



Graphic elements



Typography font Akkurat

Akkurat

Akkurat Pro Light
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Akkurat Pro Regular
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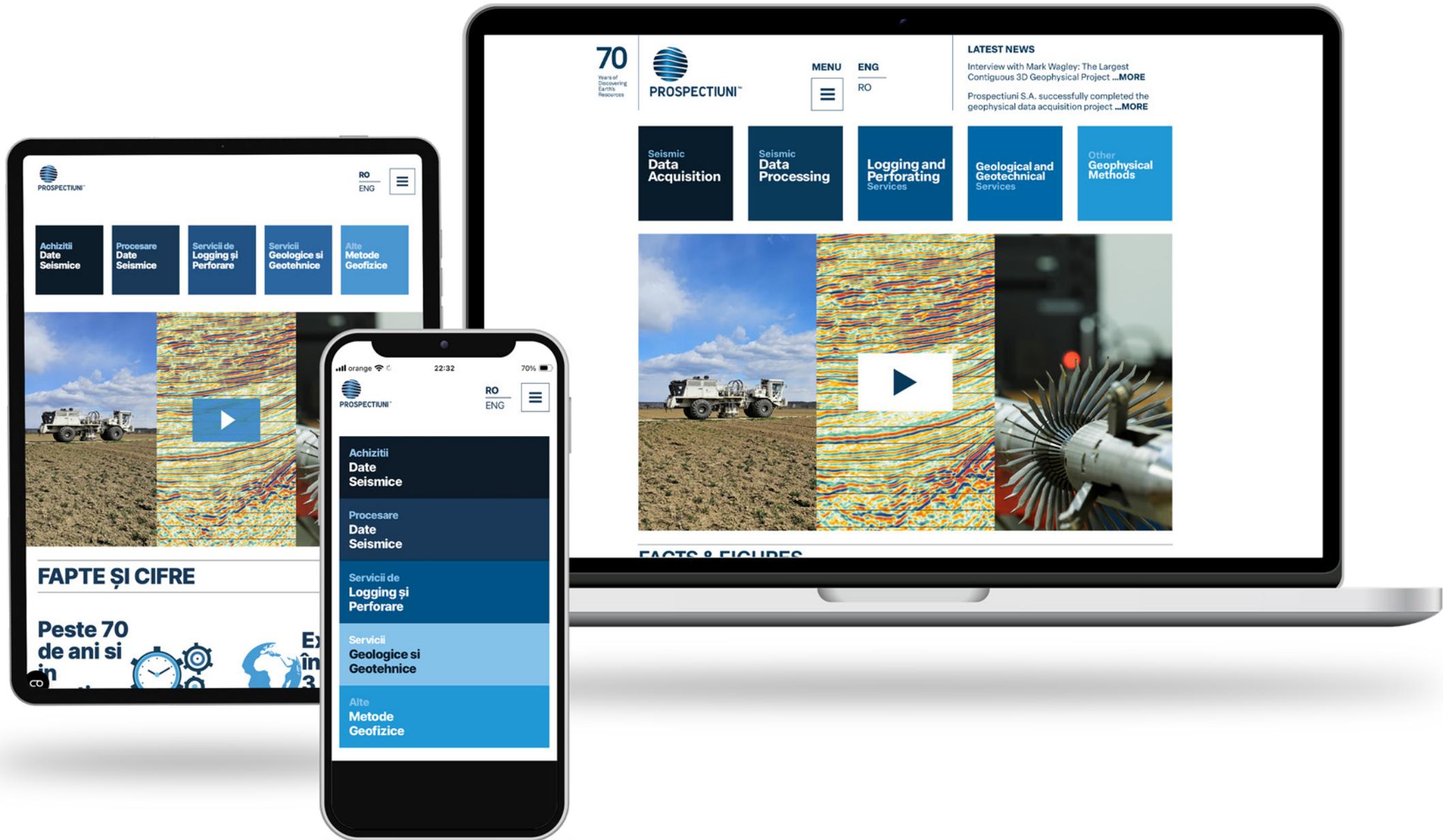
Color scheme



Stationeries



Web site



Pharma projects

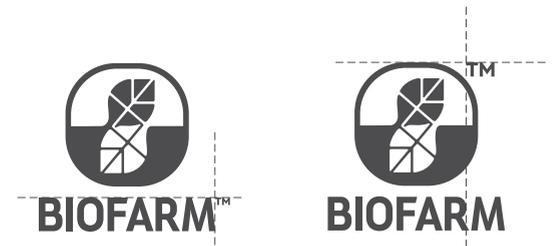
Biofarm
Manufacturing company

Founded in 1924, Biofarm was among the first
Romanian medicine manufacturers.

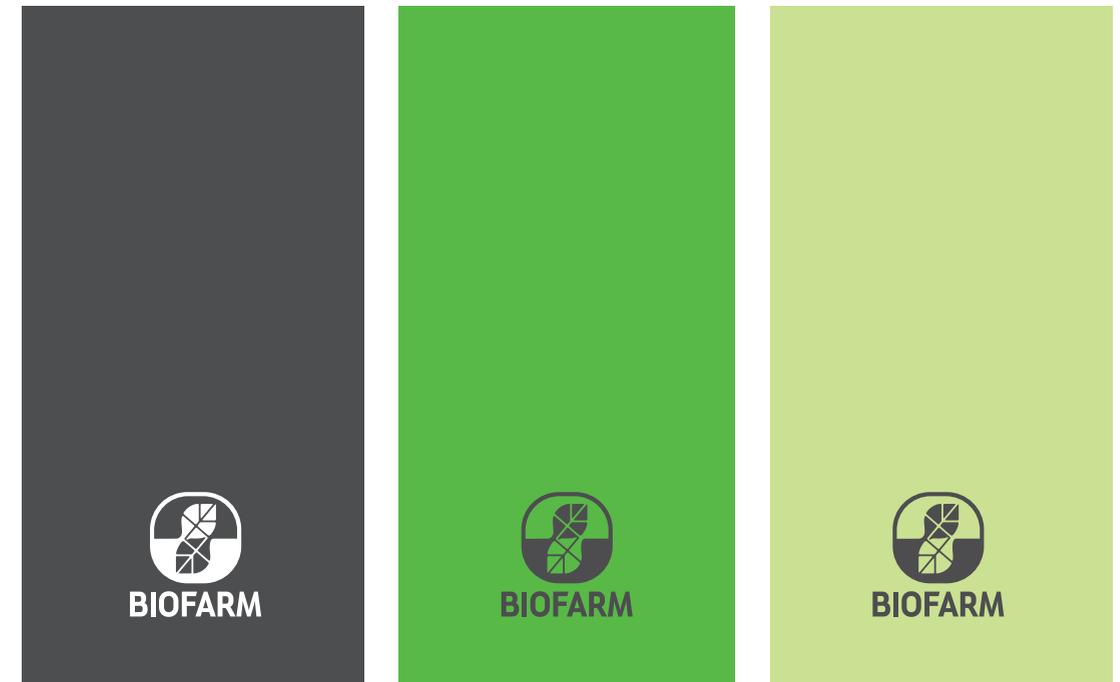
Corporate ID, updated symbol from the original id
(est. 1930), stationery materials, id book, printed
presentations, and products packaging.



Trade mark usage
with the signature



Color variations



Used typography
font Metroflex Uni

**Metroflex
Uni**

MetroflexUni Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MetroflexUni Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MetroflexUni Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



Presentation booklet

Packaging

Biodigest Brand ID

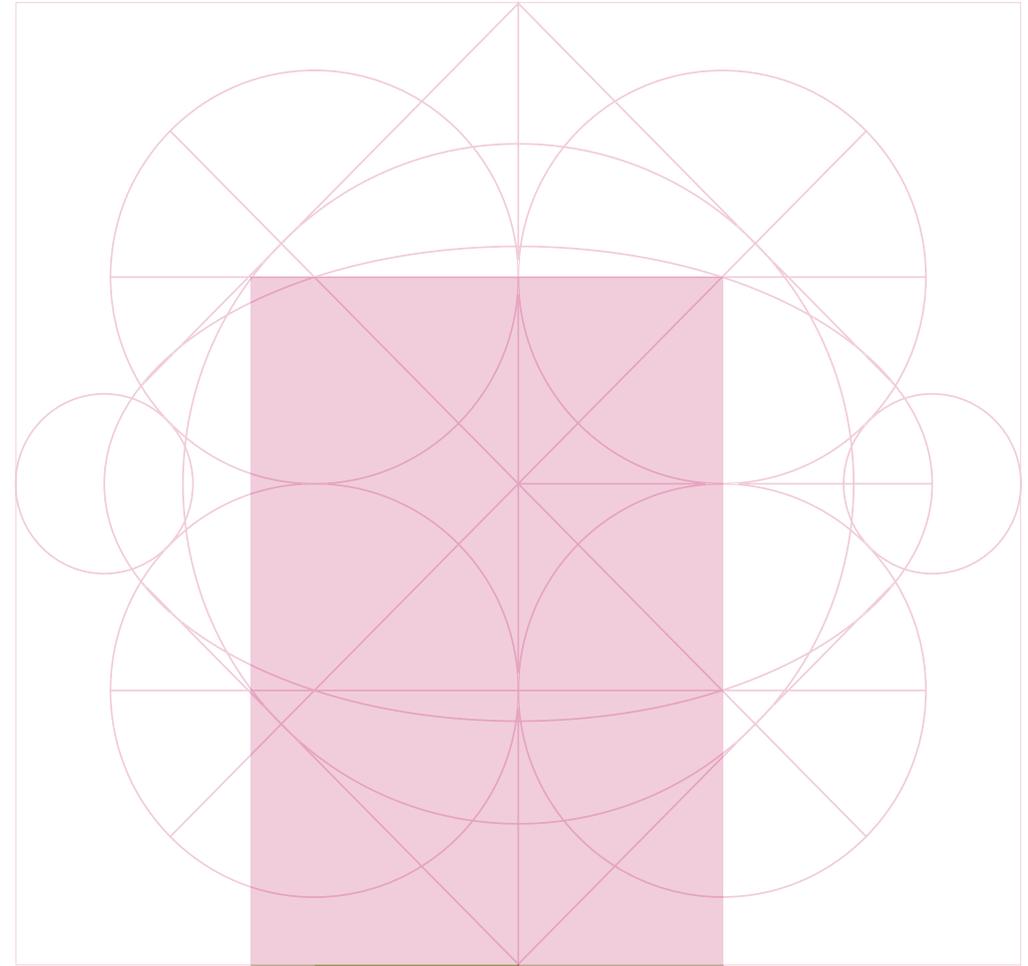
Logo, packaging, ID book, communication guidelines and materials.

A supplement brand, prioritizing the well-being of the digestive system as its primary mission, also advocating for consumer responsibility through educational initiatives as a secondary goal.

Biodigest®

Înțelege Digestia

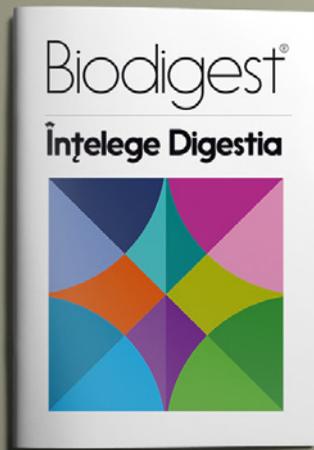
Graphic system



Color Scheme

Biodigest ANGINARE	 PANTONE 384 C26 U65 V100 K1 9 R44 G119 B9 0	 PANTONE 362 C27 M75 Y100 K 3 R44 G155 B6 9	 PANTONE 363 / 50 % C28 M73 Y112 K 2 R43 G120 B12 2
forte	 PANTONE 248 C24 M100 Y0 K 0 R19 G18 B19 6	 PANTONE 246 C28 M95 Y0 K 0 R19 G24 B15 1	 PANTONE 244 / 50 % C23 M93 Y0 K 8 R27 G19 B9 8
bio	 PANTONE 392 C100 M80 Y0 K 0 R0 G93 B8 6	 PANTONE 372 C100 M80 Y0 K 0 R0 G163 B19 4	 PANTONE 372 / 50 % C100 M80 Y0 K 0 R11 G202 B19 6
+mg	 PANTONE 2747 C100 M97 Y22 K1 6 R14 G55 B11 4	 PANTONE 2727 C78 M95 Y0 K 0 R16 G121 B19 0	 PANTONE 2727 / 50 % C11 M21 Y0 K 0 R17 G190 B2 2
Biodigest FERMENT	 PANTONE 1525 C18 M78 Y100 K 6 R19 G85 B8 9	 PANTONE 1665 C4 M82 Y93 K 0 R22 G85 B8 9	 PANTONE 1645 / 40 % C24 M92 Y93 K 0 R24 G105 B12 1
young	 PANTONE 308 C100 M88 Y32 K1 3 R0 G92 B17 7	 PANTONE 313 C100 M79 Y17 K 0 R0 G149 B19 7	 PANTONE 311 / 50 % C100 M79 Y17 K 0 R0 G149 B19 7
max	 PANTONE 243 C100 M93 Y0 K 0 R17 G42 B11 2	 PANTONE 257 C72 M93 Y0 K 0 R121 G49 B16 6	 PANTONE 257 / 50 % C11 M21 Y0 K 0 R19 G157 B20 2
activ	 PANTONE 349 C100 M91 Y0 K 0 R0 G104 B2 2	 PANTONE 347 C100 M91 Y0 K 0 R0 G154 B7 8	 PANTONE 347 / 50 % C100 M91 Y0 K 0 R102 G419 B14 0
Biodigest GASTRO CALM	 PANTONE 308 C100 M88 Y32 K1 3 R0 G92 B17 7	 PANTONE 313 C100 M79 Y17 K 0 R0 G149 B19 7	 PANTONE 311 / 50 % C100 M79 Y17 K 0 R0 G149 B19 7
	 PANTONE 543 C100 M90 Y0 K 0 R19 G85 B9 5	 PANTONE 562 C100 M90 Y0 K 0 R19 G136 B9 2	 PANTONE 562 / 50 % C100 M90 Y0 K 0 R19 G136 B9 2





Biodigest
GASTRO CALM

Biodigest® GASTROCALM a fost creat pentru persoanele care se confruntă cu disconfort digestiv ocazional provocat de asidul gastric.

- menține secrețiile gastrice în limitele normale
- inhibă contractile tractului gastro-intestinal
- împropățează respirația

**Liniștește
stomacul**

**Biodigest
GASTRO
CALM**

Biodigest
**ANGHINARE
+Mg**

Stresul reprezintă unul dintre factorii de risc a dischineziei bilare.

Magneziul, alături de anghinare, contribuie la reducerea extensiei provocate de o digestie defavorabilă a lipidelor.

**Pentru
un sistem
digestiv
relaxat**

**Biodigest
ANGHINARE
+Mg**

Biodigest
**FERMENT
activi**

**Secretul
confortului
digestiv**

**Secretul confortului
digestiv este prevenția.**
O nutriție săracă în enzime alimentare necesare digestiei poate provoca disconfort digestiv ocazional - care poate fi prevenit prin suplimentarea enzimelor digestive produse în mod natural de pancreas.

**Biodigest
FERMENT
activi**

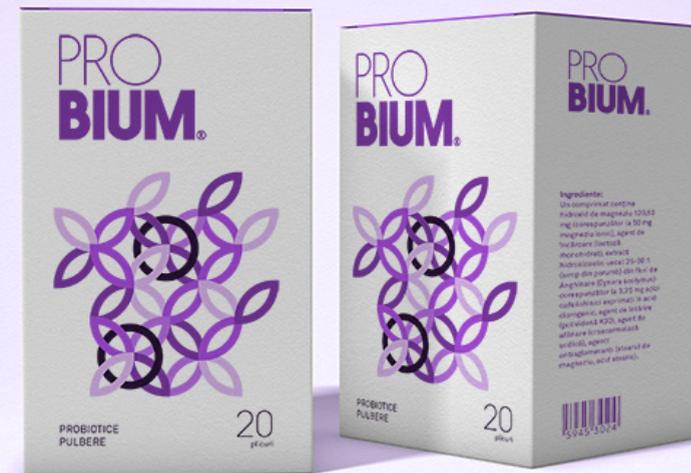


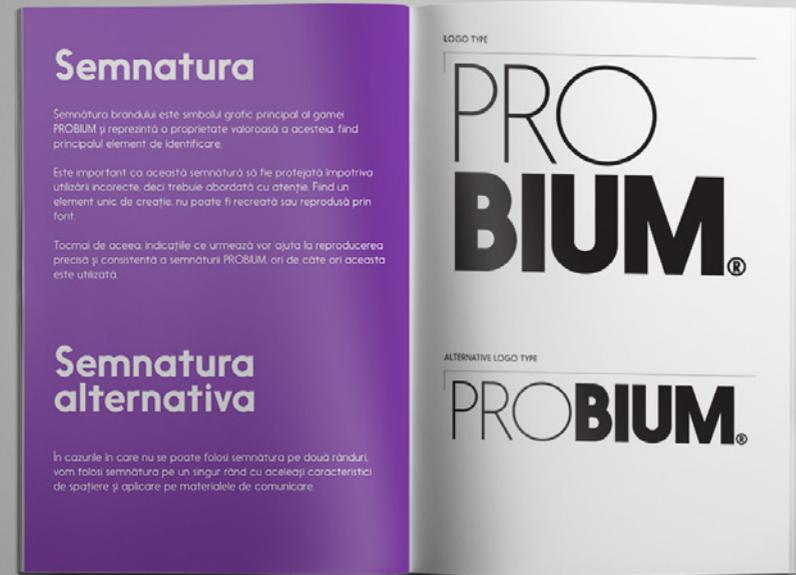
Probiom Brand ID

Supplement brand that is focused on pro biotic products

Logo, packaging, ID book.

PROBIUM®



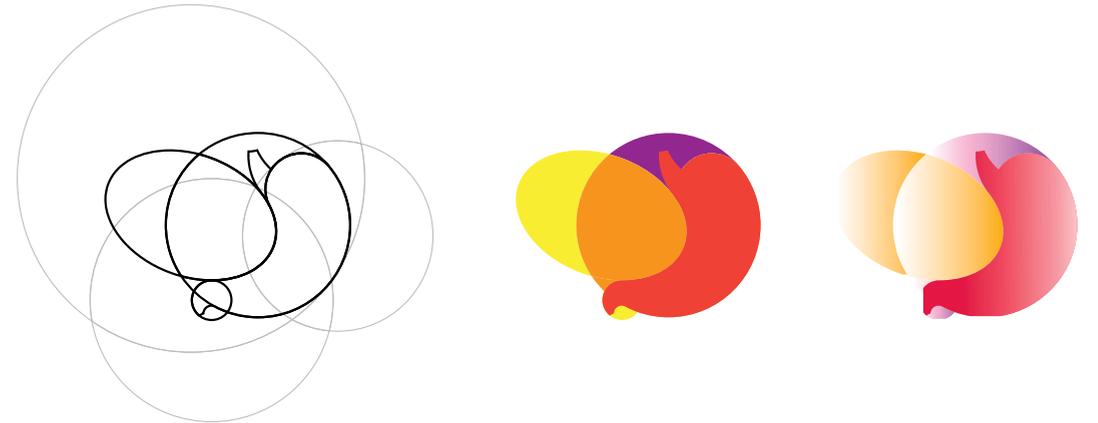


Digenzym Plus Brand ID

Supplement brand for digestion

Logo, packaging,
poster and TV commercial

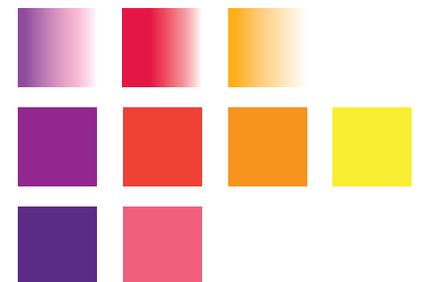
Symbol creation

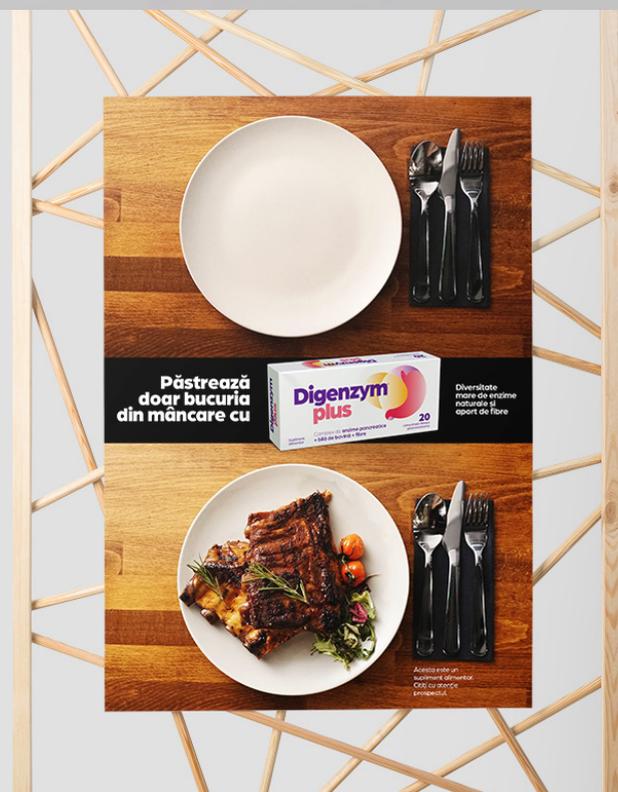


Logo and symbol composition



Color scheme

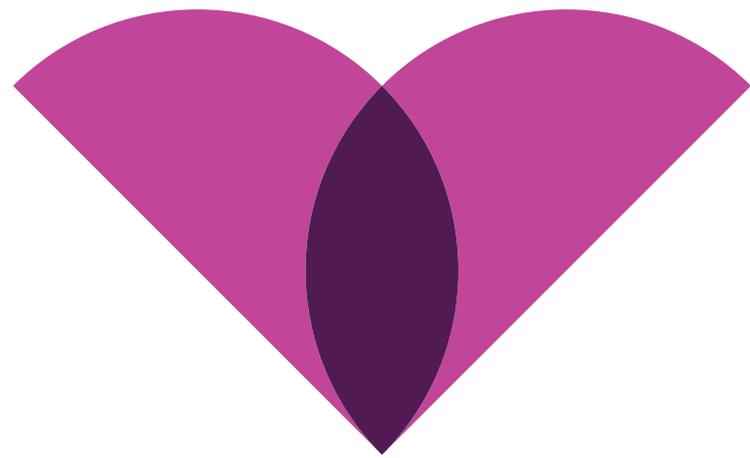




Medhealth Brand ID

Pharma company from Greece that started working in the Romanian market in 2020.

Logo, ID guidelines, stationery, product packaging and communication materials



*med***health**

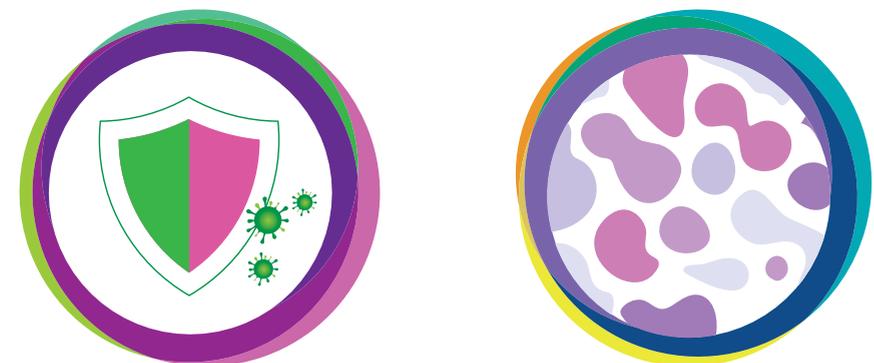
Logo system



Graphic elements



Graphic elements used for product ID







mechhealth

Imunitate

IMUNICOR

Contribuie la funcționarea normală a sistemului imunitar. Conține EpiCor®, ingredient cu efecte imunomodulatoare.

20 de capsule

EPICOR

mechhealth

Imunitate

IMUNICOR KIDS Gummies

Contribuie la funcționarea normală a sistemului imunitar. Conține EpiCor®, ingredient cu efecte imunomodulatoare.

120ml

EPICOR

Ai încredere în sistemul tău imunitar

If only you could see what your immune system deals with every day...

mechhealth

mechhealth

Ai încredere în sistemul tău imunitar

If only you could see what your immune system deals with every day...

mechhealth

Imunitate

IMUNICOR

Contribuie la funcționarea normală a sistemului imunitar. Conține EpiCor®, ingredient cu efecte imunomodulatoare.

20 de capsule

EPICOR

mechhealth

Imunitate

IMUNICOR KIDS Gummies

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120ml

EPICOR

Imunicor - immunity supplement communication campaign

Fine Law

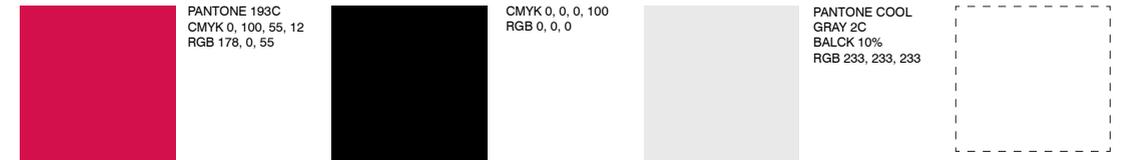
Bucharest Based law firm
with expertise in commercial
transactions.

Signature re-design,
stationery and presentation materials

Black & white and
reverse signature



Color
palette



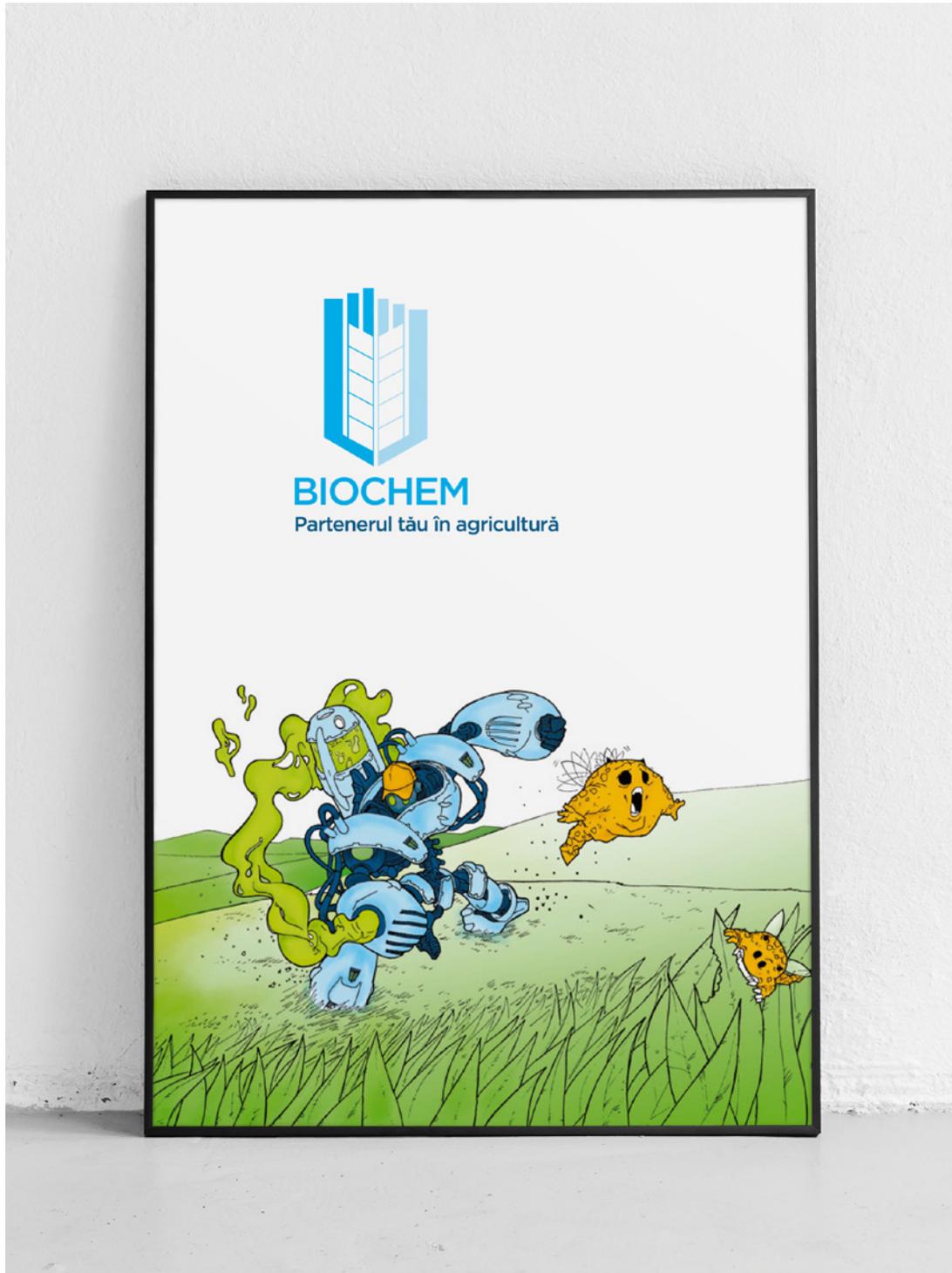
Business cards



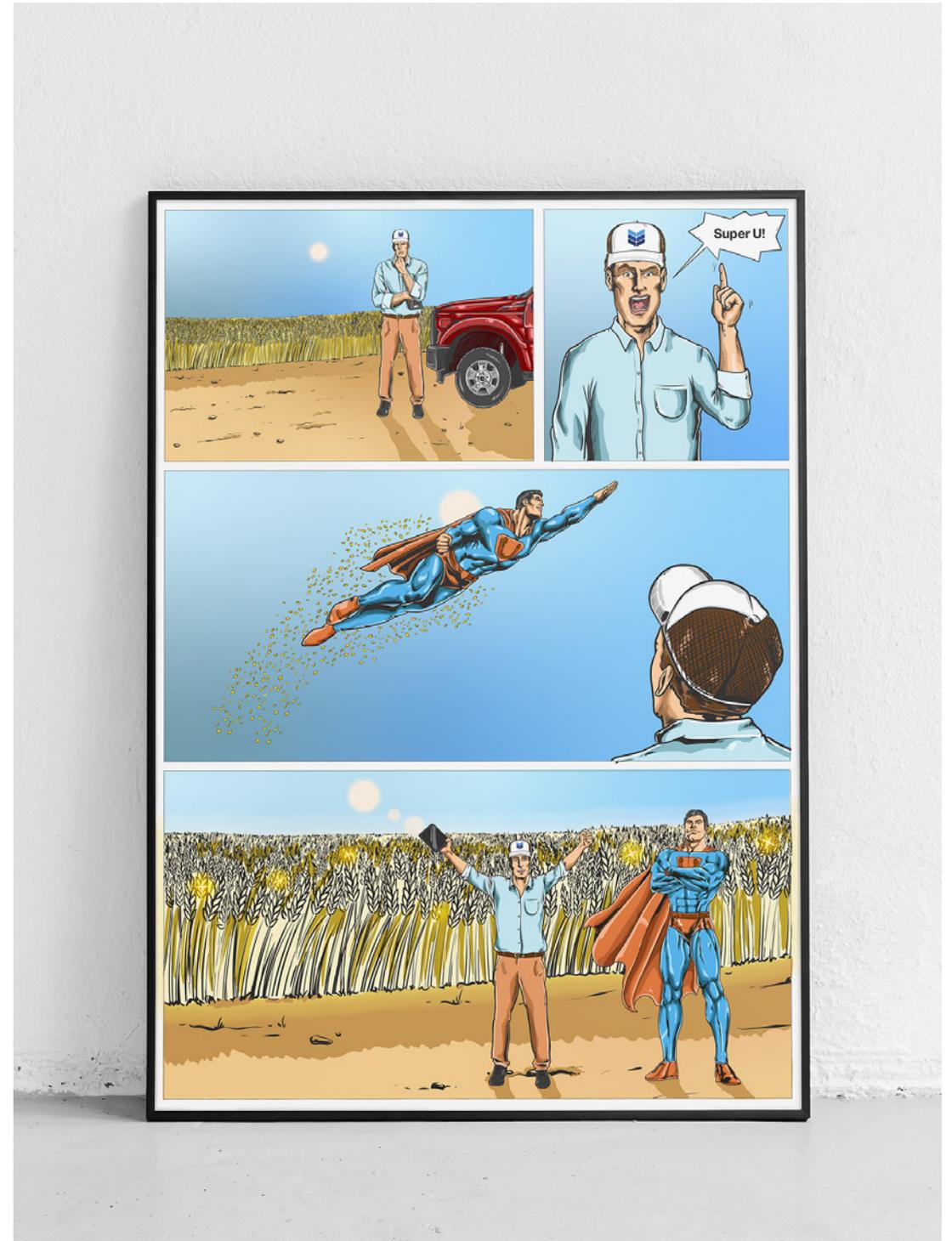


Biochem

Agriculture company



Character creation &
communication materials





PLANT STRONG



GREEN BOMB



PLANTFIT



GREEN GUARD



ACAN ZINC



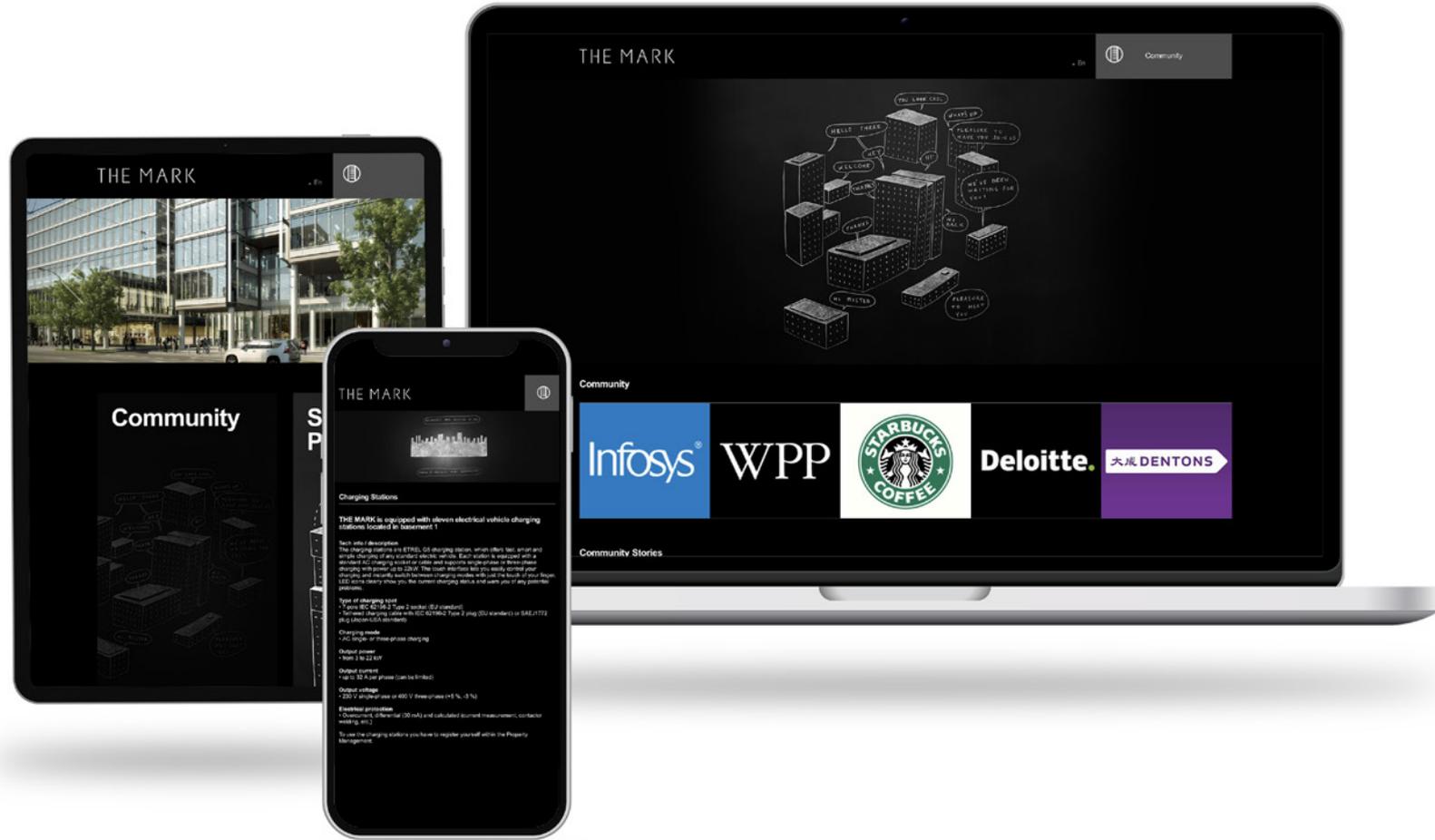
ACAN SULPHUR



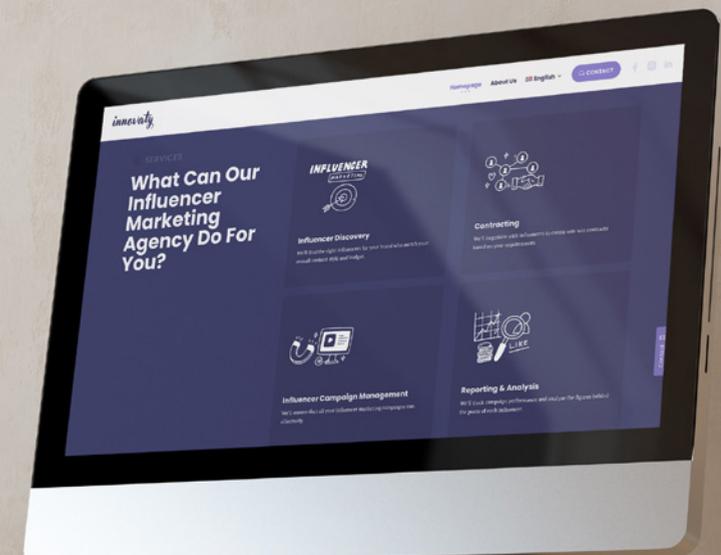
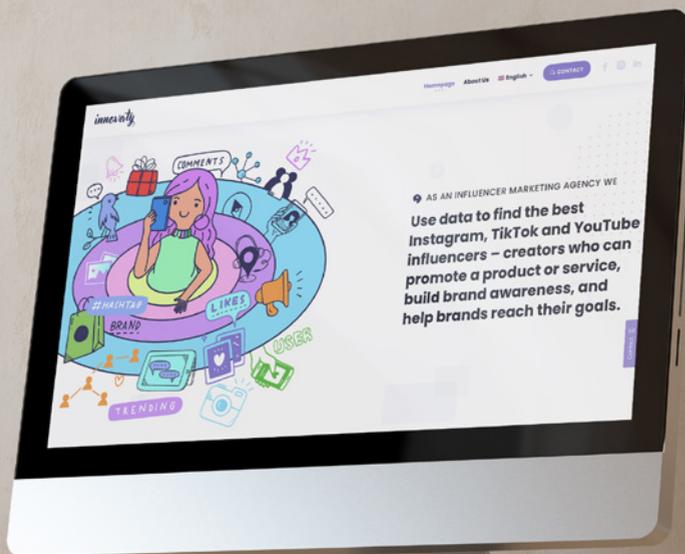
Web projects

The Mark

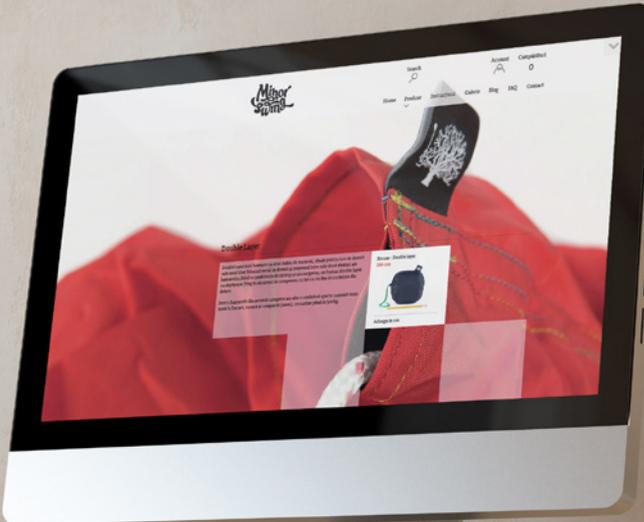
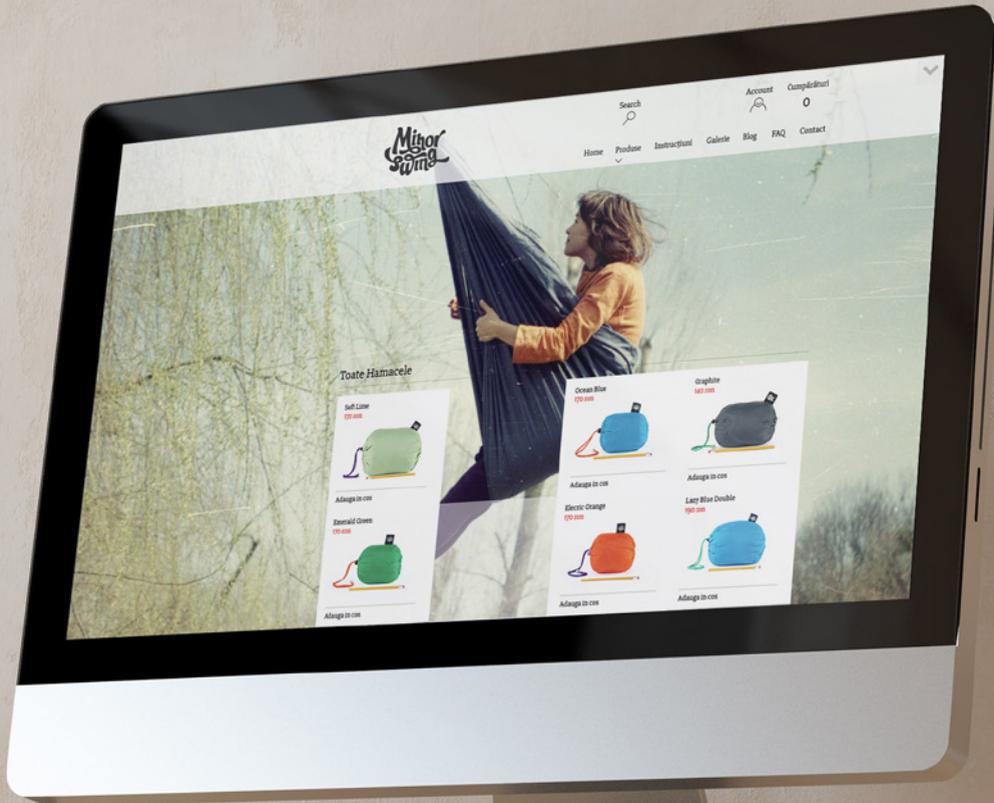
Office building in downtown Bucharest



Innovaty
Online social influencer agency



Minor Swing
Hammocks producer



Logos

Dragusin & Nedescu design Logo
Architecture studio

DN^d
■ DRĂGUȘIN ȘI
NEDESCU DESIGN

Infopress Group Logo proposal
Printing house

o
Infopress

NENO Med Logo
Kinetotherapy studio

NENO
MED

A15I Logo proposal
Crypto currency broker

A15i

Maximilian Popper Logo
Hotel



Custom letter design for Maximilian Popper ID



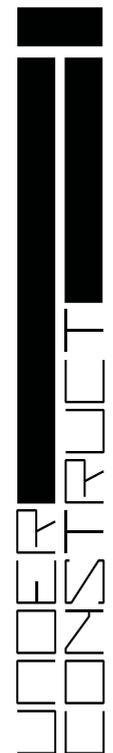
Medion Development Group Logo
Tech consulting agency



Post Master Logo
Postal services provider



Under Constrcut Logo
Ground stabilization / construction company



Atelier 13 Logo
Print production company



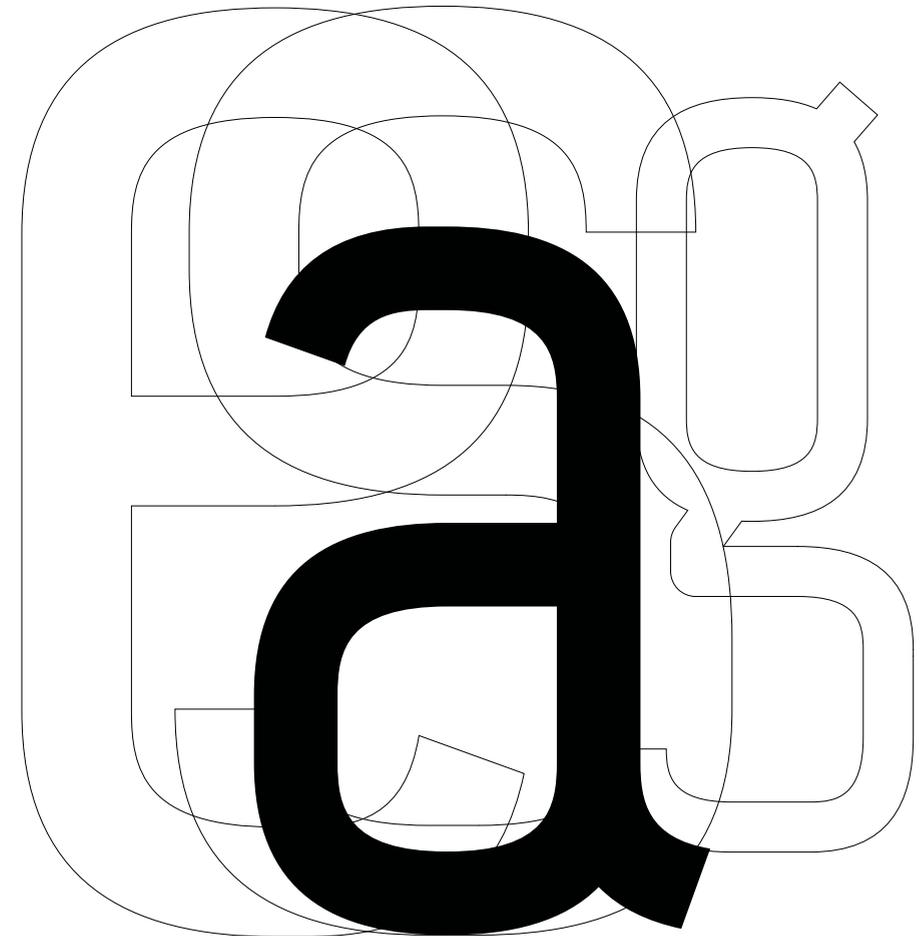
Direct Data Technology Logo / Custom letter design
IT and communication company

**DIRECT
DATA
TECH.**

Legalis Logo
Juridical software

Legalis
EDITURA C.H. BECK

Custom letters design for Legalis



Sintact
2.0

Custom letters for Sintact

0 1 2 3 4
O V O

nuebotm

Custom letter design
font Nuebo Medium

abcdefghijklmnopqrstuvwxyz

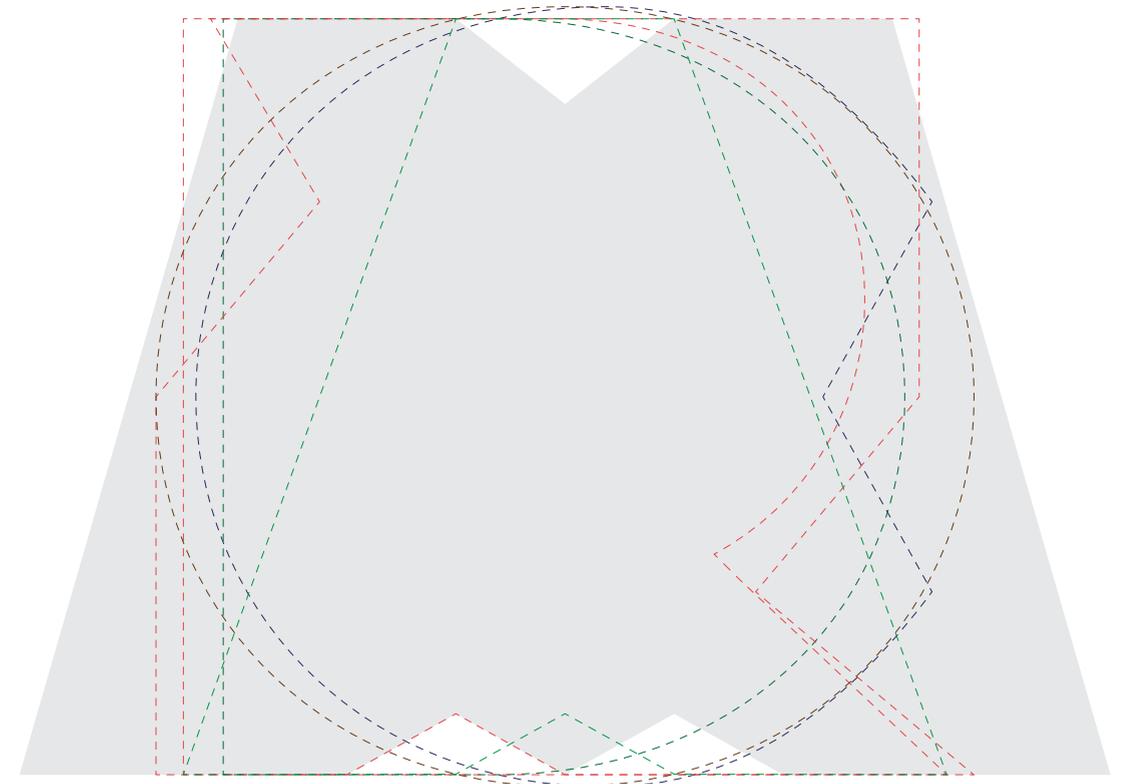
Codrii Vlăsiei Logo
Water bottling company



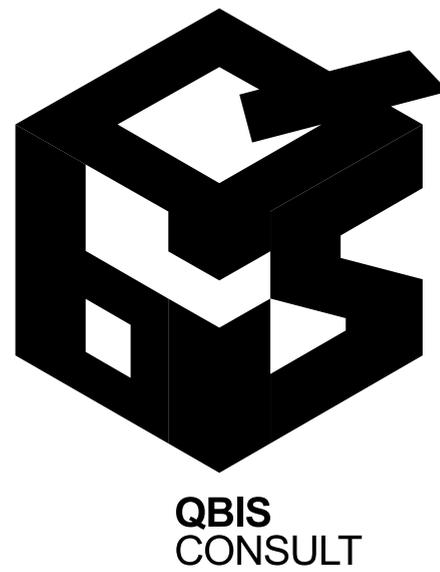
Mozdrocea Logo
Symbol and letter design
Photography studio



Custom letters for Mozdrocea



Qbis Consult
Logo variation



Alpine Eco | Signature and Logo design
Building & engineering design company



MILC Studio Logo
Graphic design studio

MÍLC

The Walnut Orchard Project Logo
Romanian nuts production farm



A15I Logo
Crypto currency broker

a15i

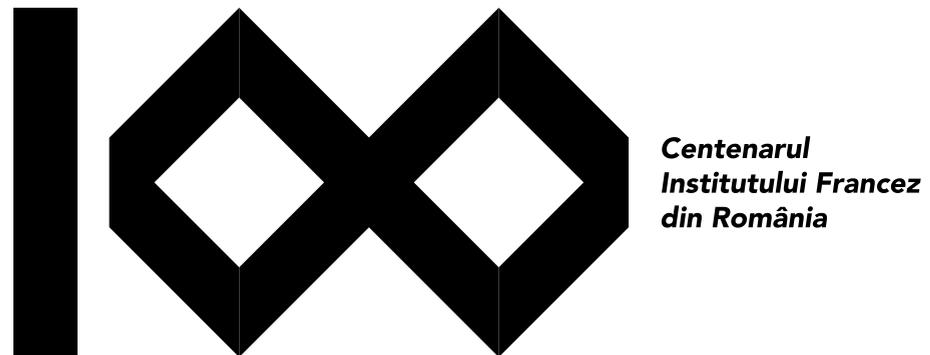
Marsilli Logo
Coil and motor winding and assembly systems



ACS Logo
Surfing Association



Anniversary Logo
100 years of the French Institute in Romania



MIP Logo
Myanmar industrial port



Thank you for your time