

# PORTFOLIO

DESIGN




Hi, I'm Indira and, in general terms, I'm a designer.

I have had experience in the field of product design, graphic communication and illustration, and I believe in the power of them to generate experiences that connect and motivate people.

In my role, I adeptly combine traditional methodologies with modern design tools, applying my wide-ranging expertise across product design and graphic communication. This approach allows me to offer versatile design solutions that are meticulously tailored to the unique requirements and objectives of each project.

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## FREELANCE

Graphic designer / Illustrator  
Ago. 2020 - Present

## KÖNKRETUS

Industrial- graphic designer  
feb. 2019 - jul. 2020

## EUSSE - AGENCIA DE DISEÑO

Industrial- graphic designer  
oct. 2018 - jan. 2019

## COMPAÑÍA DE IDEAS

Industrial- interior designer.  
jul. 2017 - jan. 2018

**UNIVERSIDAD PONTIFICIA BOLIVARIANA.** Medellín, COL  
Bachelor- Industrial Design.  
2013-2017

**SERVICIO NACIONAL DE APRENDIZAJE, SENA.**  
Medellín, COL  
Wooden furniture design.  
2011-2012

**INEM JOSE FELIX DE RESTREPO.**  
Medellín, COL  
High school - Design.  
2011-2012



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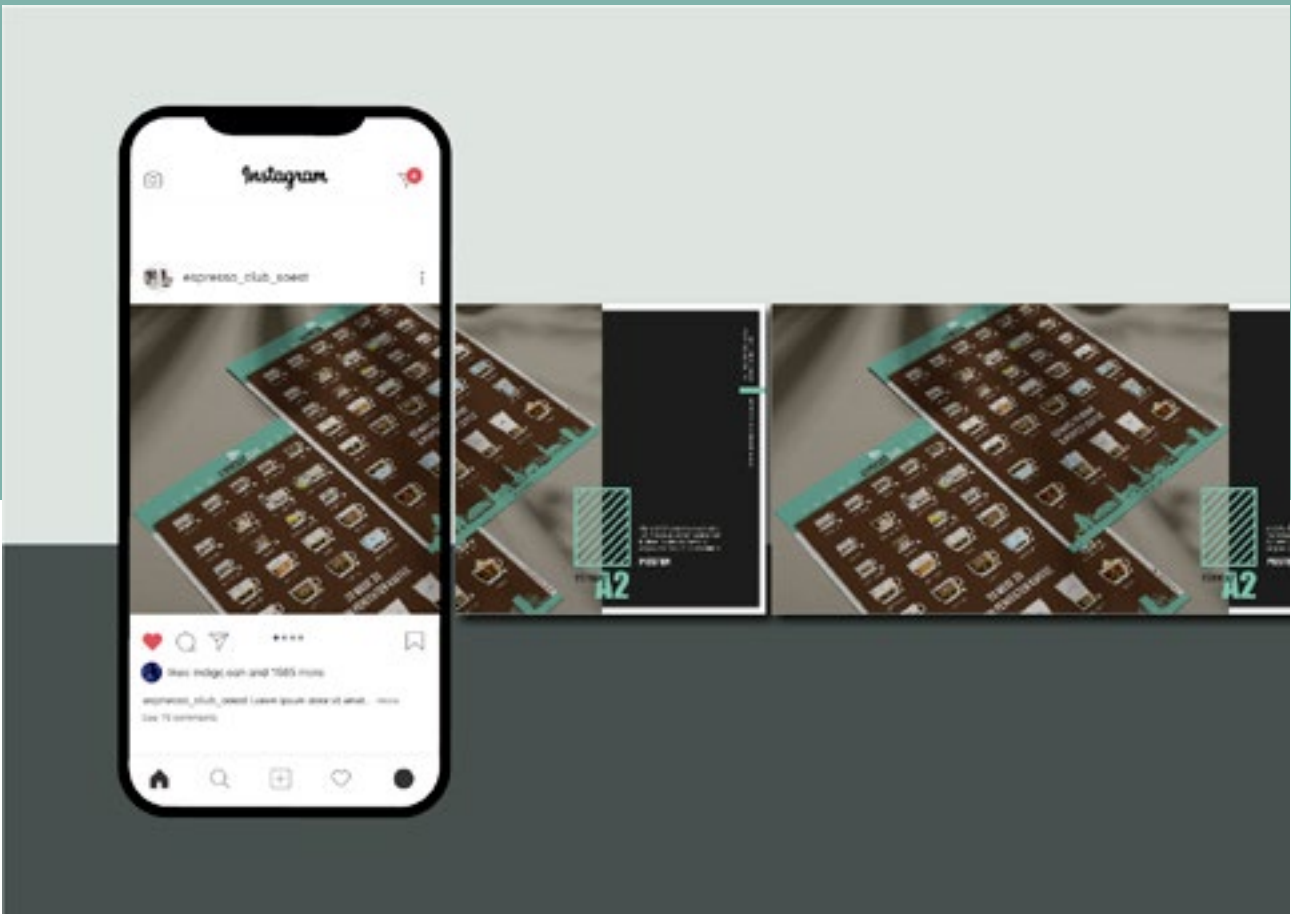
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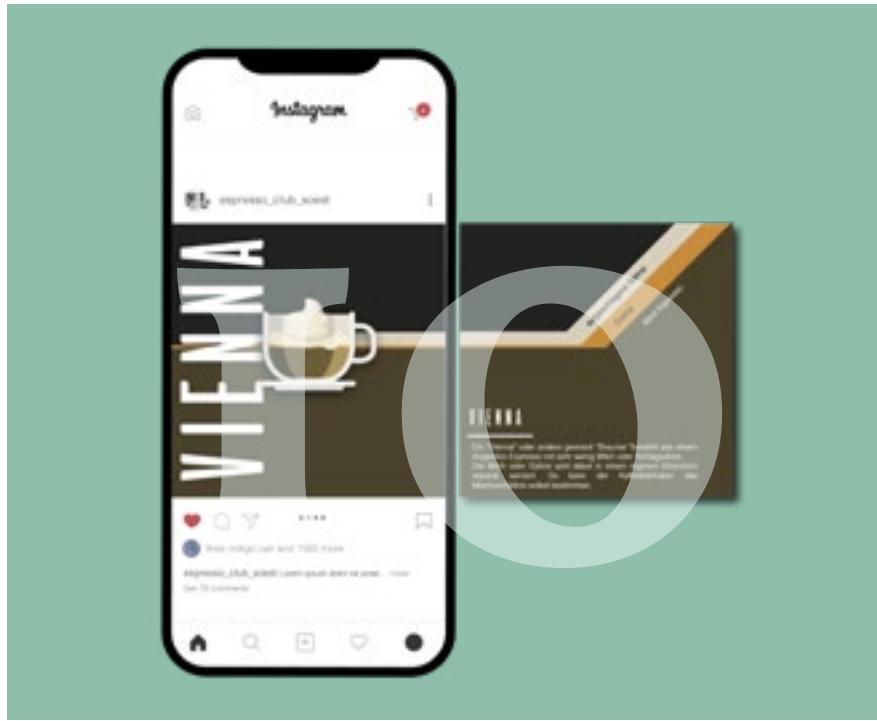
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# Porfolio Content





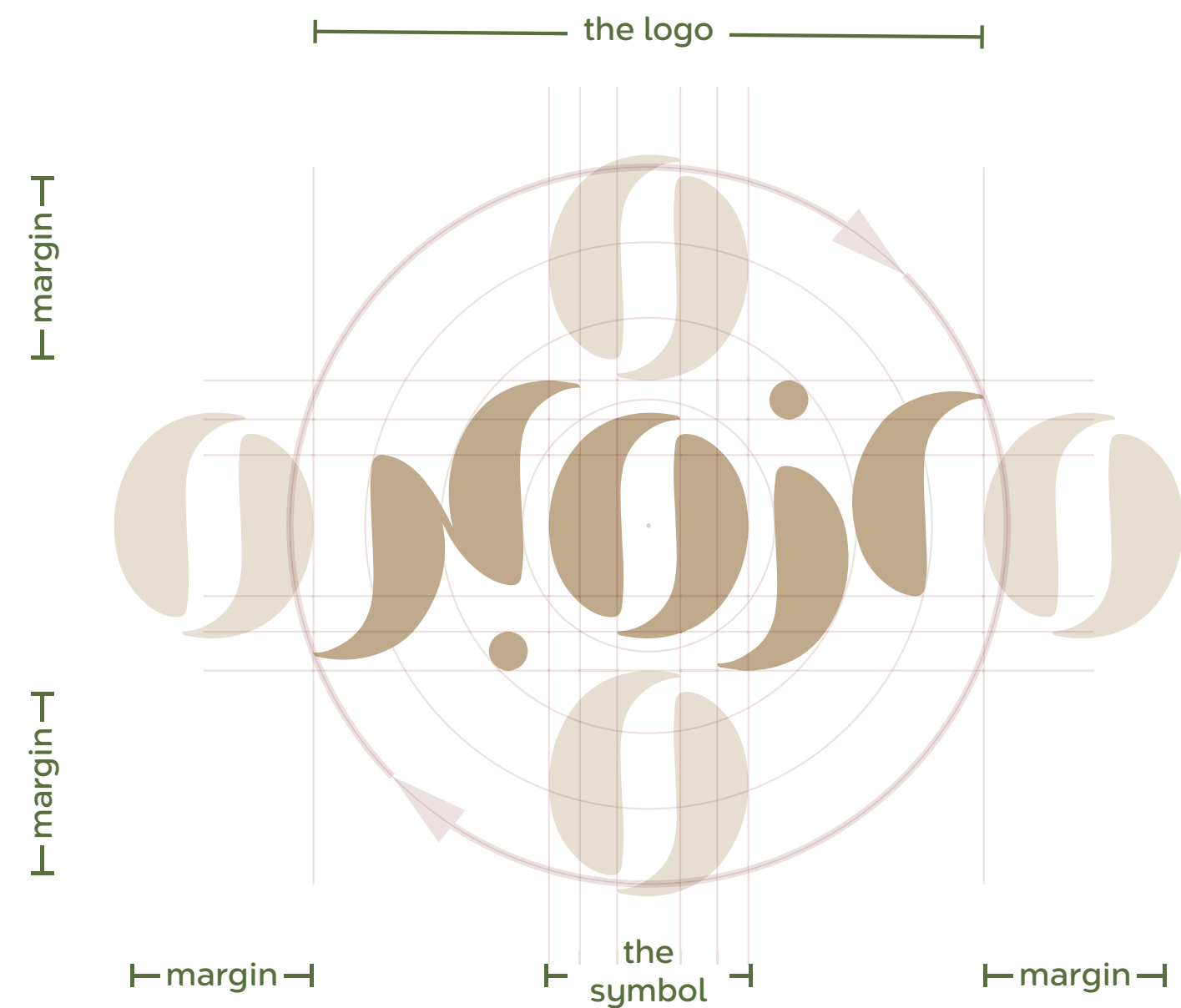
# O I

## Noir

Noir is a brand that focuses on coffee, literally.

Its logo, which has a coffee bean at its center, is developed as an ambigram. Thus, by rotating it in graphic applications such as packaging, it can be read in one direction as well as in the opposite direction.

Its identity is robust, like the finest Colombian beans, and at the same time soft and fluid. Something that can definitely turn the senses around.



# Noir

PREMIUM ROASTED COFFEE





2023 Designed by Indigo.can



In addition to a complete identity development and brand manual, several other products have already been designed and produced in three languages and in different European countries.

These include explanatory brochures, packaging for coffee of different roasting grades, advertising and brand activation banners in supermarkets, and a series of posts for social media.





The brand is carefully aligned to its needs, whether it's a menu or a sign. Combined with a logo system that works from the smallest favicon to the largest billboard, it creates a brand that will be known throughout the town.

LEMON  
CLUB



LEMON  
CLUB



## 02 Lemon

As the first establishment of its kind in the heart of a German town, LEMON needed to set the tone with a strong, recognizable and simple logo.

A combination of the afternoon lemonade and the slice of lemon in your evening cocktail, the LEMON name and brand show you that you are welcome all day long.





# FASTA

EAT PASTA  
ENJOY FASTA



Fasta is more than just a street food stand: it is a gourmet dining experience in Medellín. Its proposal focuses on innovation and sustainability, offering fresh and delicious pastas in a quick and convenient, ready-to-go format.

The branding and visual identity development for their social networks had the challenge of offering an elegant image, while subtly highlighting the “fast” of their pasta in their name.



# 03

## Fasta





## Espacios Espirituales

As its name translates, Spiritual Spaces was born from the concept of a safe space where people seeking therapy with Silvia Correa -owner of the brand- find with her the empathy and company they need, to have their spirit calm.



The brand development, inspired by the calm spaces of water, where reflection is easy, breaks down a moodboard that defines the colors and the rest of the identity.



### Identity/Brand design





# 05 La Bamba

La Bamba brand represents a part of the Ibero-American folklore and invites you to have a drink. Just like the liquor store for which it was designed.

Its identity highlights mainly the colors, textures and shapes of one of the iconic local elements: The vueltiao hat.





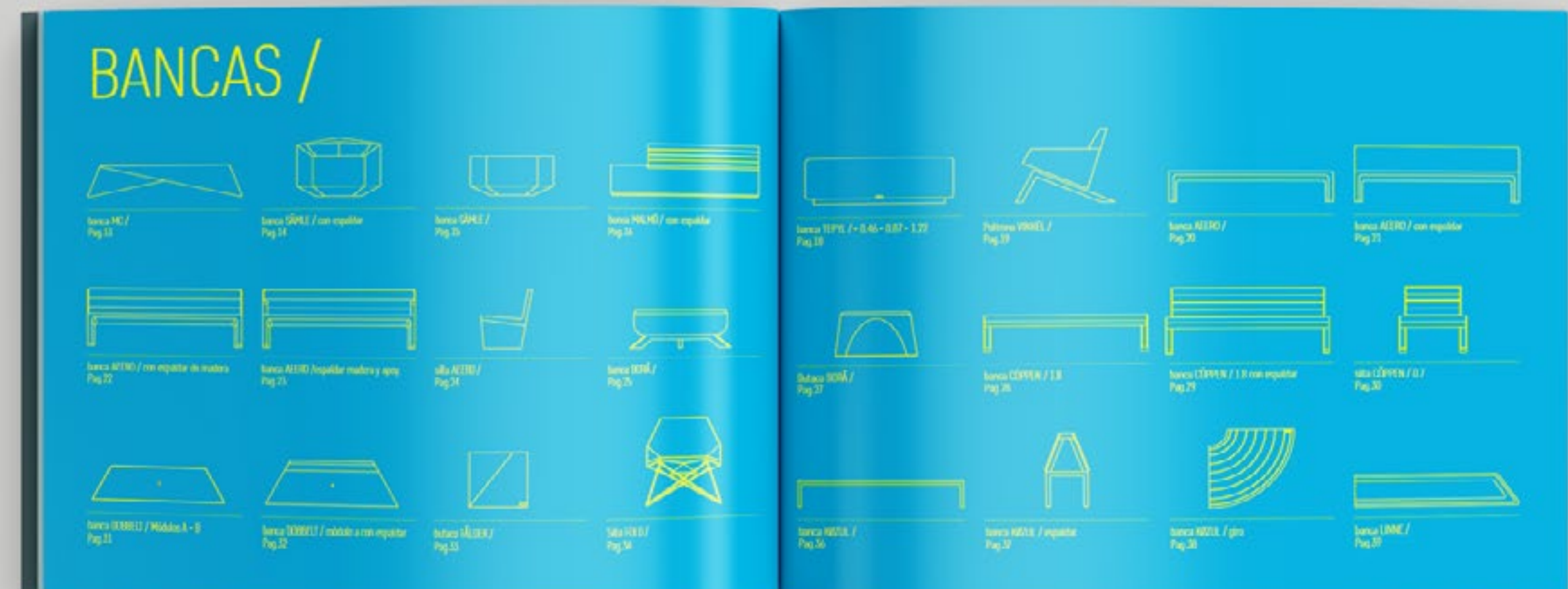
# 06

## Konkre

Design and layout of interactive and printed catalog.







**Konkretus Urban**

Development of material necessary for the elaboration of technical data sheets for Konkretus Urban brand products, including planimetry through 3D design and photo editing programs. Design and layout of interactive and printed catalog.



# 08

## Prehistorics

Digital illustrations based on skulls of the extinct tricertops and smilodon, developed for the Spanish article “La extinción de los dinosaurios” (The extinction of the dinosaurs) along with the pagination design of the magazine. 2022

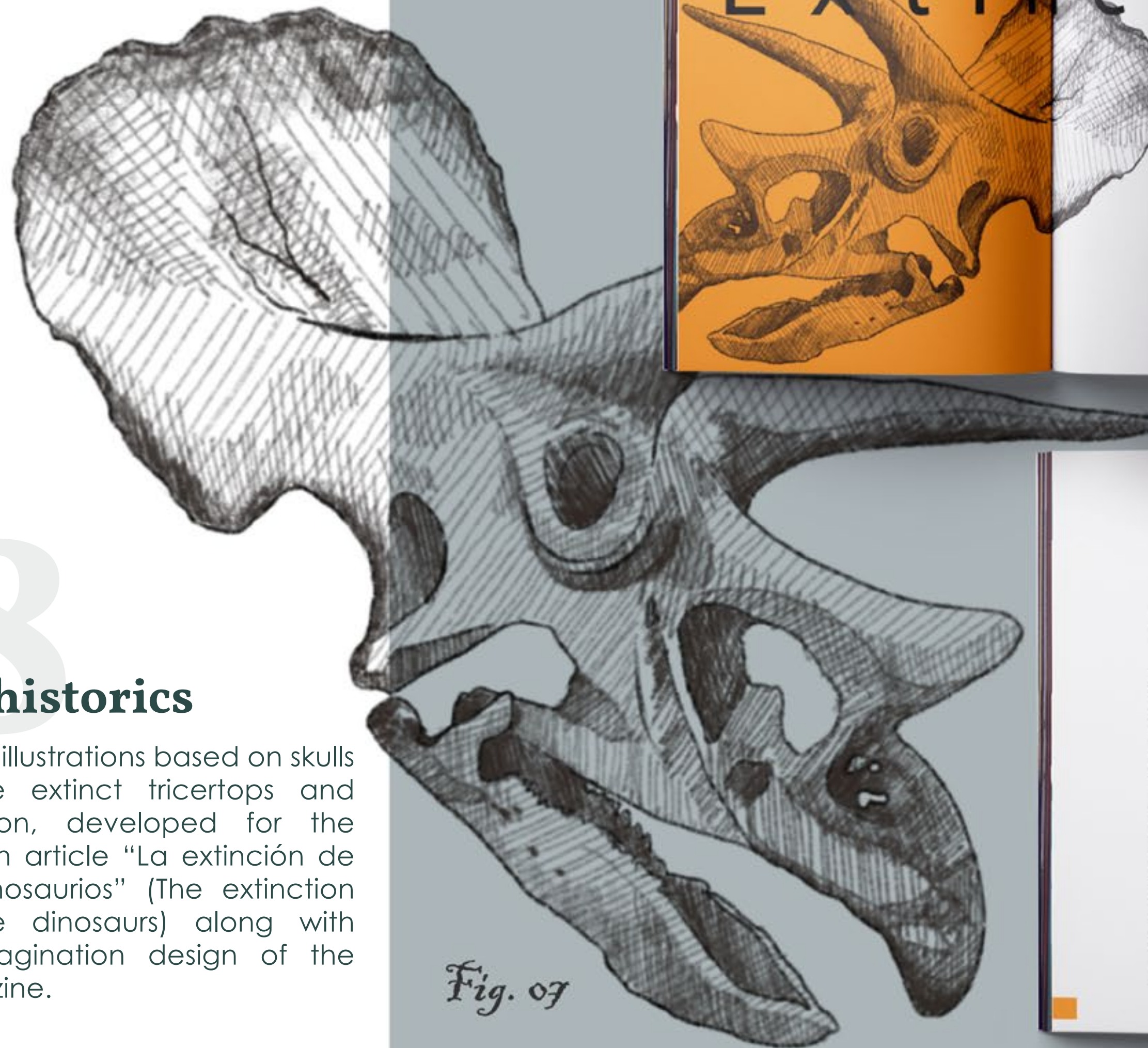


Fig. 07

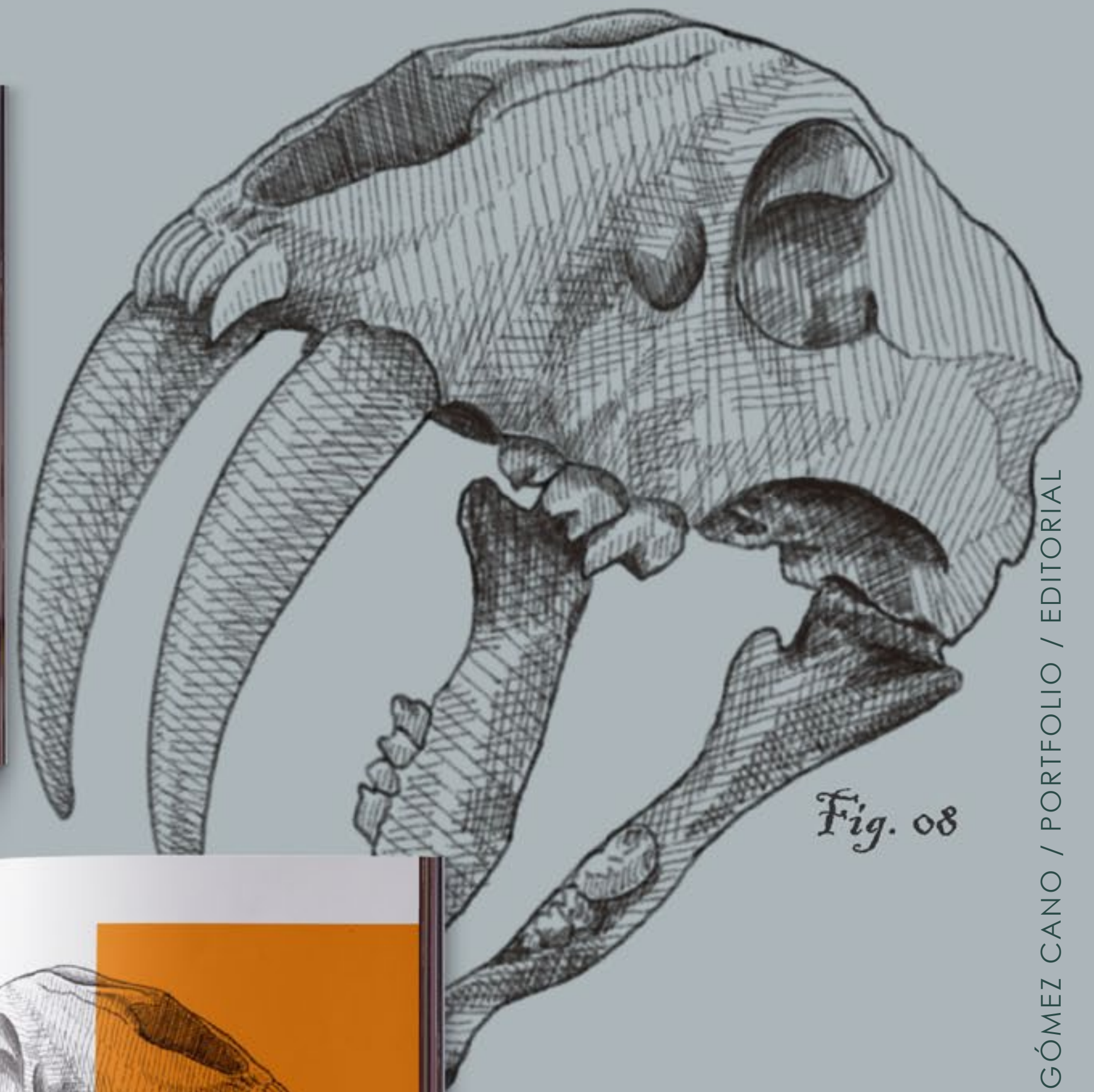


Fig. 08

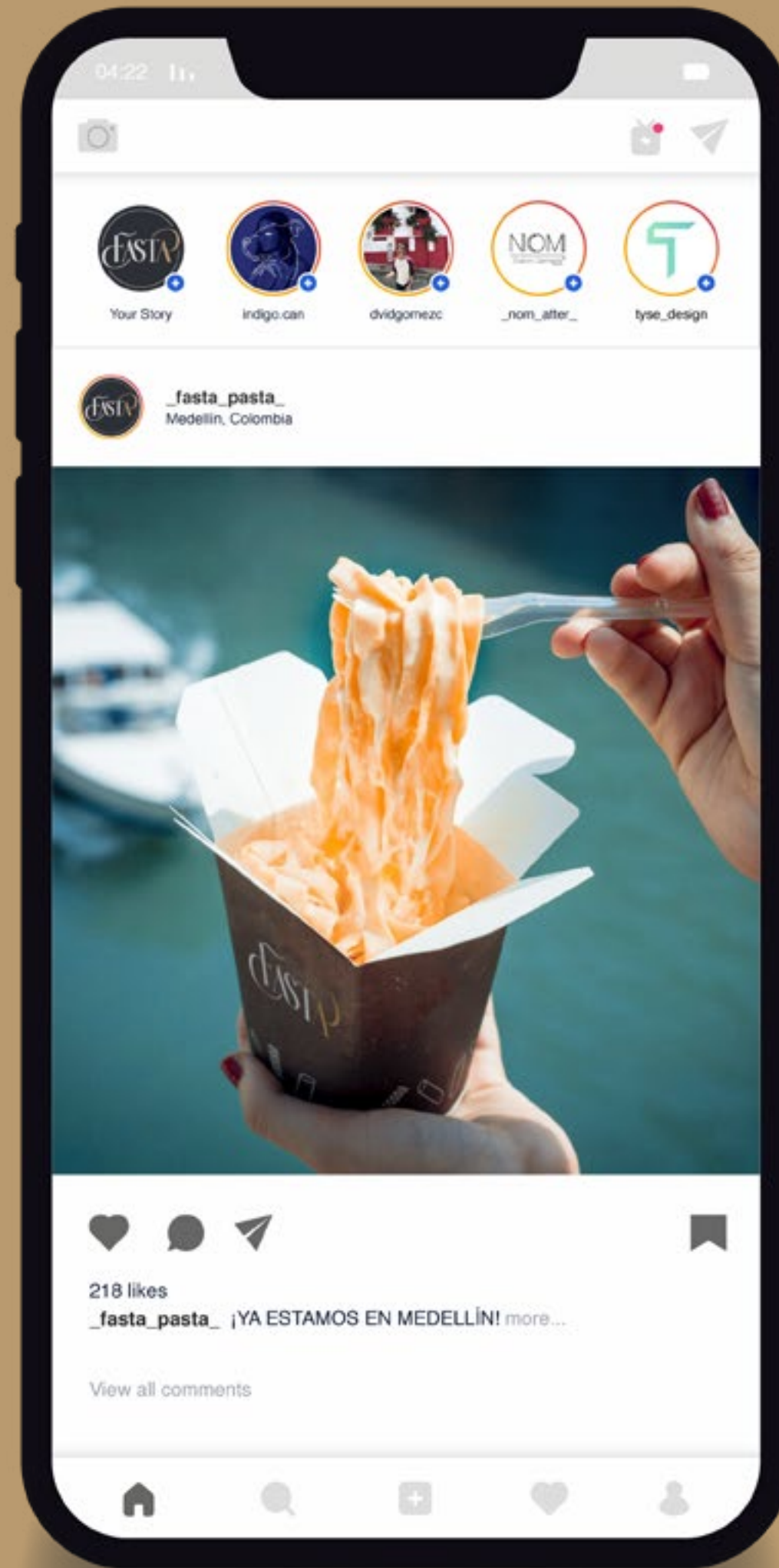




## Fasta Social Media

Instagram is an important part of a brand. For many brands, it's the number one place where a brand reaches its customers. It also has some interesting challenges, such as maintaining attention, keeping people's interest and maintaining a good look.

Every brand I develop, I make sure that its brand guidelines also make it clear how to transmit its identity in social networks.



EAT PASTA



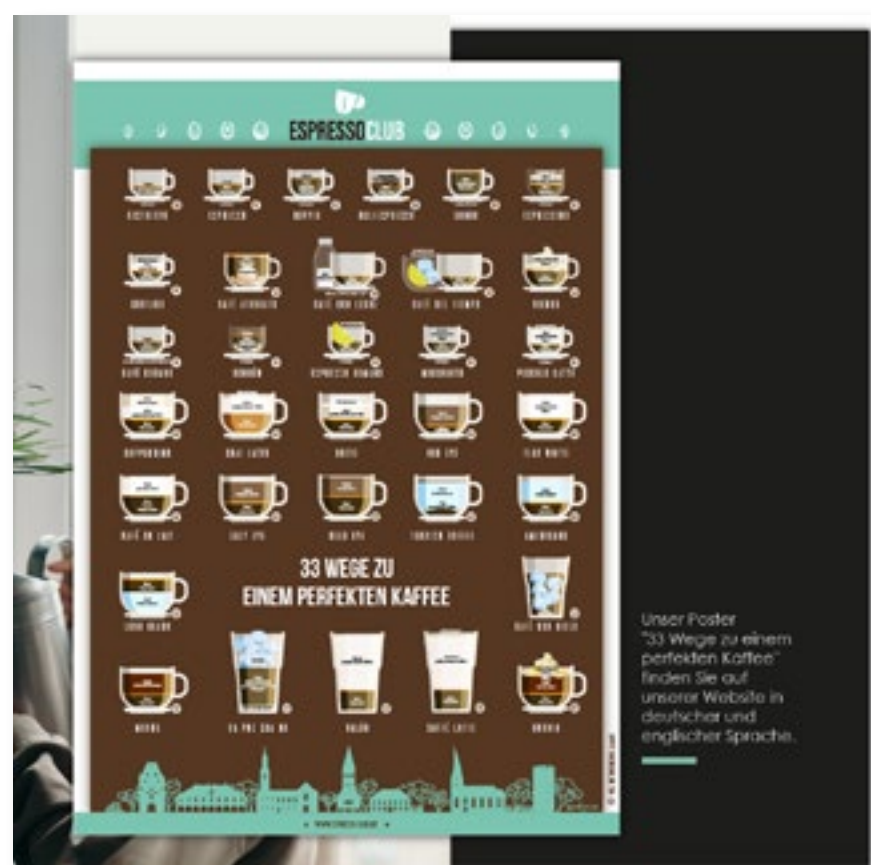
ENJOY FASTA





# EspressoClub

Even for brands with an established brand guide, instagram is taken into account. I make sure that whether you look at one post or the whole profile, it sparks interest, interaction and a sense of coherence.





# II

## AvH 25 Jahre

Illustration allusive to the 25th anniversary of the Alexander von Humboldt Cultural Institute (AVH), winner of an Honor Mention in the 1st Edition of its illustration contest “Germany as you imagine it”. 2022

Train/indigo.can

Jahre/Años (Years)

Brandenburger Tor







**Alexander  
von Humboldt**  
Instituto Cultural

Color palette from  
the institute's logo



Abstraction of the  
initial letters AvH  
and 25 years in  
German and  
Spanish, its  
languages  
of interest.



**Development  
Process**  
**Avh 25 Jahre**



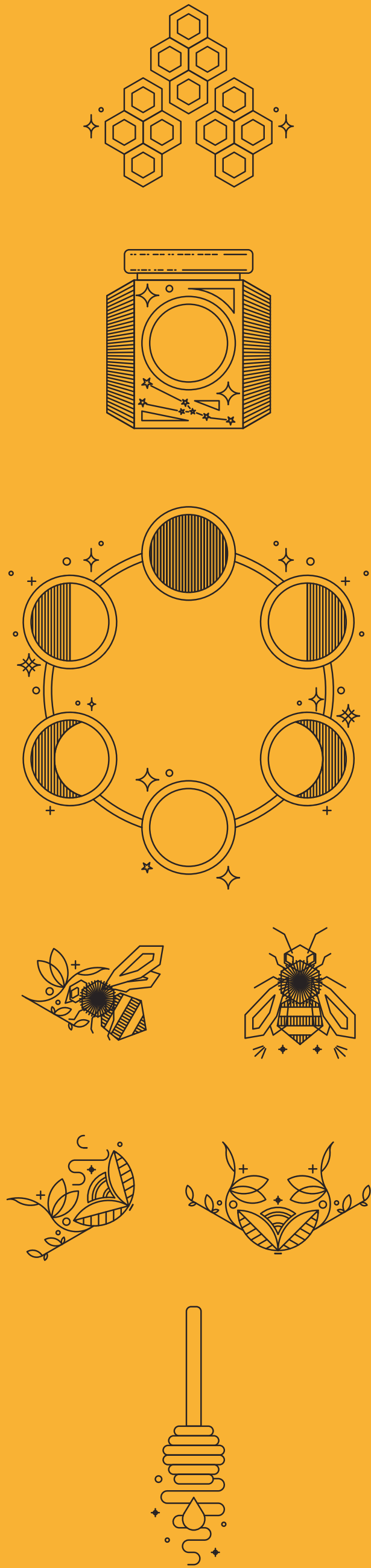




In the honey sector there are many elements that are important. This series of vectors shows some of them, such as flowers, the influence of moon phases on crops and beekeeping, flowers and their pollination by bees and the star product: honey.

All coupled in a single illustration with a hexagonal shape like the one found in the honeycombs, which also carries the logo of the honey brand for which it was developed: "San Juan de Mata." 2021

— Honey dipper — Flowers — Bees — Moon phases — Honey jar — Brand logo —



San Juan de Mata



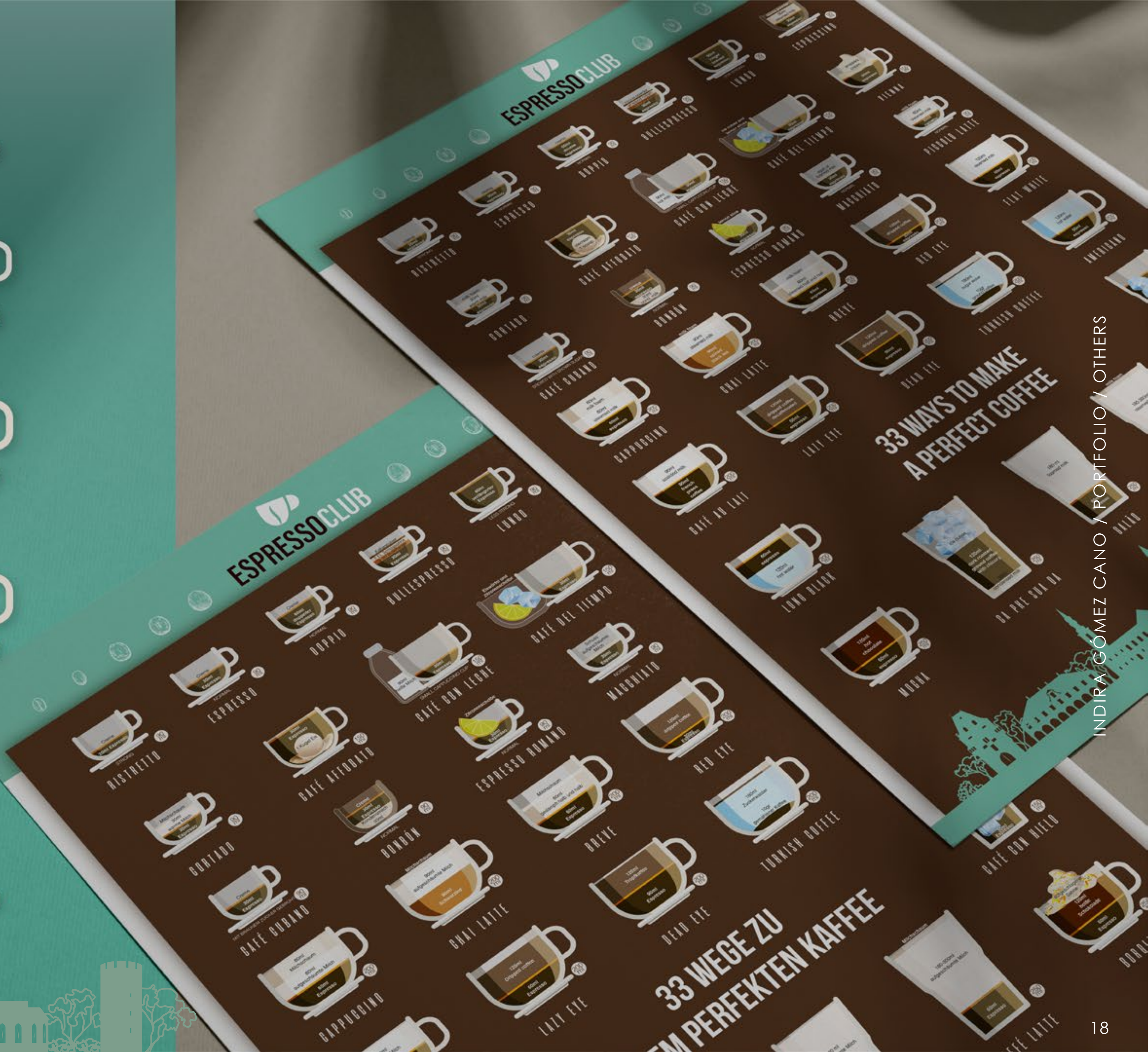




# 13 Kaffees

Illustrations developed for the company Espresso Club Soest, where different styles of cups and glasses were developed based on the preparation menu of 33 different types of coffee, resulting in an informative poster that is available in two languages, English and German. 2022

Ca phe sua da — Borgia — Cappuccino — Café con Leche — Bullespresso





# I4

## FMQS Festival

Illustration and design for the “Más que sonidos XII” music festival in Guatapé, CO., that includes an informational poster, t-shirts and social media iconography that relates to the theme “A Social Scream”, using the music as a tool for social change.

FMQS stands for the words “Festival Más que sonidos” (More than Sounds Festival) in Spanish, which can be used to search for the allusive gifs on instagram. 2021





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# UpMusic Magazine

Digital illustration made for the cover of “UP Music magazine” in Medellin, alluding to the diagnosis of cancer of the musician of the band Blink-182, Mark Hoppus and his way of dealing with it with the growing of his cactus garden.

2021



INDIRA GÓMEZ GARCÍA / PORTFOLIO / OTHERS



