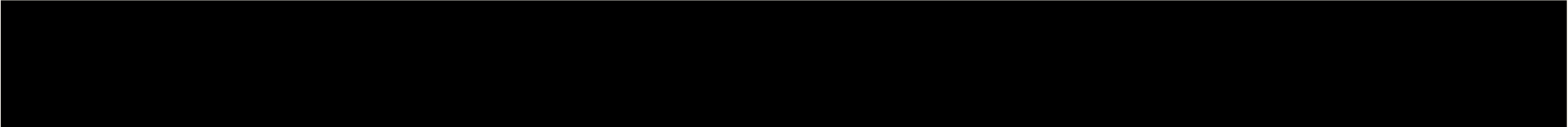


clan—paraná[®]



WE CONNECT THROUGH VISUALS

WHAT WE DO

clan—paraná[®] is the
all-inclusive branding
agency helping enterprises
stand out in their crowd.



SERVICES



- Branding
- Identity design
- Art direction
- Animation
- Motion Graphics
- Graphic design
- Illustration
- Character Design
- Infographics
- Books & Magazine design
- Packaging
- Exhibition Design
- UX Research
- User Experience Design
- User Interface Design
- Front End & Back End development
- Interactive Experiences
- Social Media
- Naming
- Content editing
- Copywriting



First
meeting



Analysis
and interpretation



QUESTIONNAIRES—
RESEARCH—
DATA COLLECTION—



Project
proposal



TEAM FORMATION—
BUDGET—
SCHEDULE—



Work
process



THREE ITERATIONS—
CLIENT FEEDBACK—



Final
Deliverable



FINAL APPROVAL—
PROJECT FILES—
A HAPPY CLIENT—



We view each project as unique set of requirements.
Our team is versatile, we adapt to the needs of our clients.
Our process is our strength.
→ Here is a step-by-step overview of our practice.

clan—paraná®

2015 ■▲● 2025

PROJECTS ▾





BRANDING EDITORIAL DESIGN MOTION GRAPHICS UX/UI WEB DEVELOPMENT

■ 2020



Visual identity design for Fundación Espigas.
Recognized with Argentina's national distinction for good design

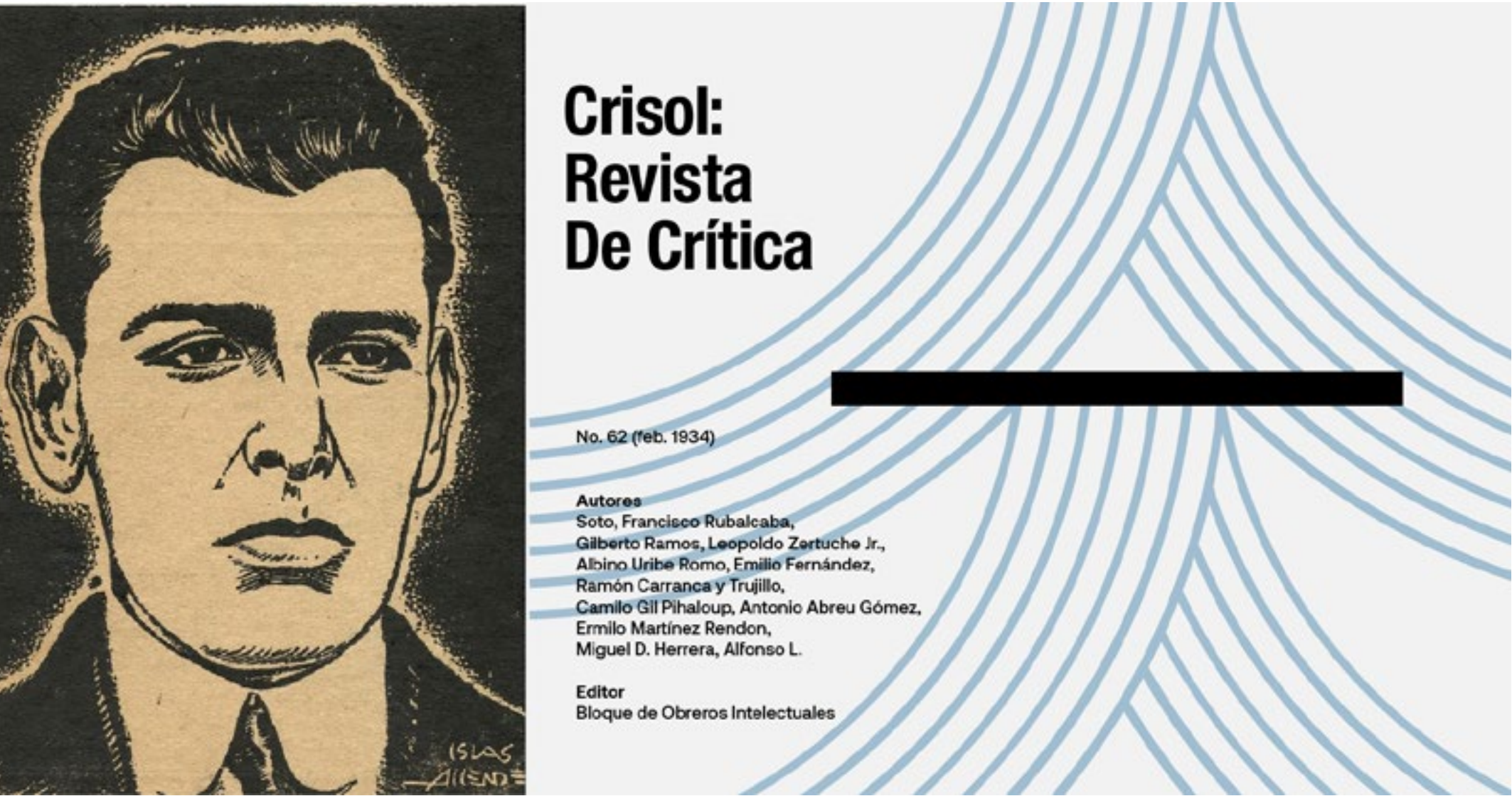
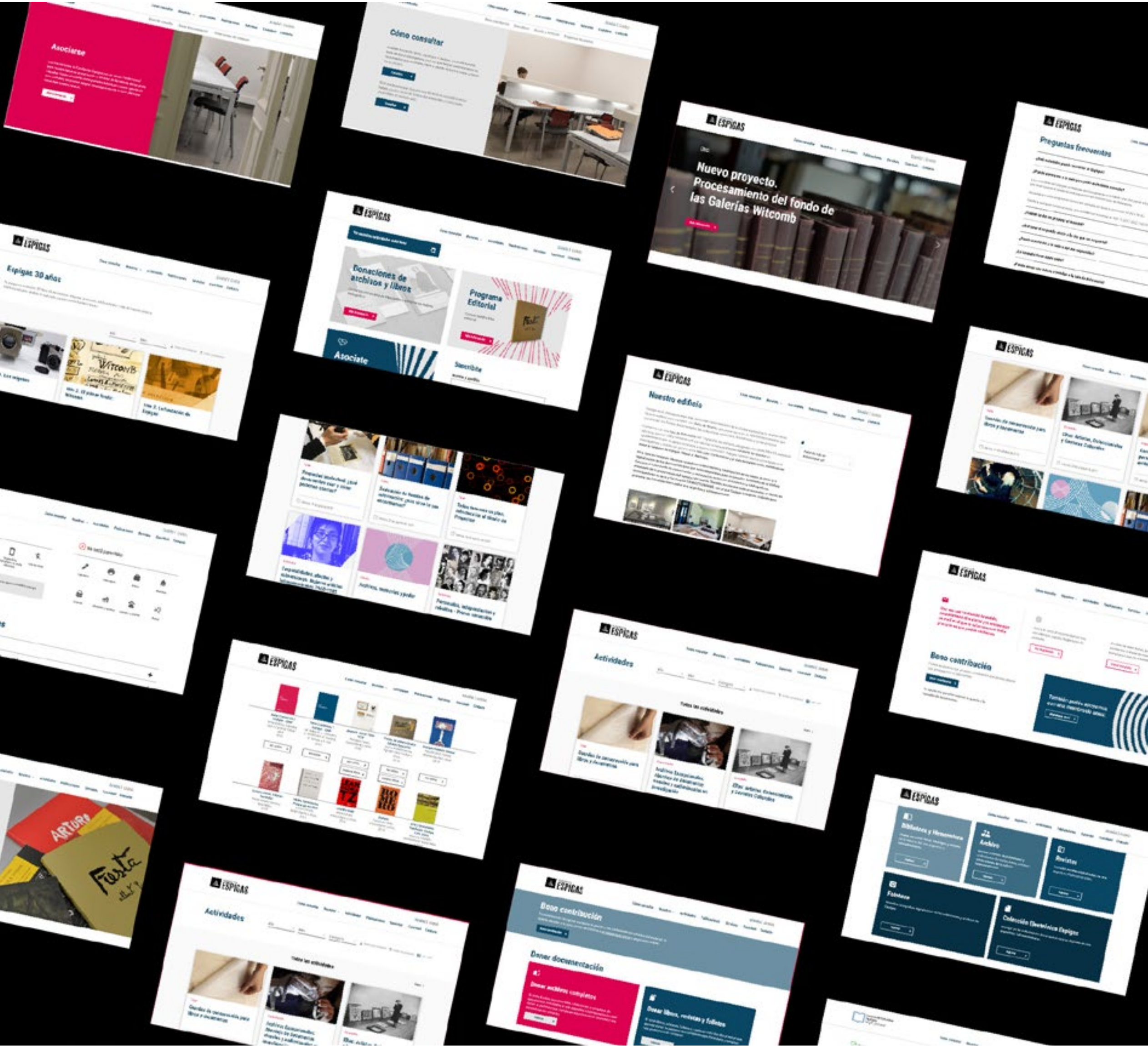
Fundación Espigas

Fundación Espigas is an institution dedicated to compile and preserve documentation on Argentinian and Latin American art.

THE BRIEF

The foundation was ready to make a big push towards digitizing their archives. This involved a revamped digital hub where everyone could access their extensive collection.

→ Full project





UX/UI VISUAL DEVELOPMENT

■ 2023

Mercado Shops

Mercado Shops is Mercado Libre's platform for creating online stores. We collaborated with Estudio Dandy to revitalize its image through sellers and their passion for entrepreneurship.

THE BRIEF

The new visual proposal was meant to move away from Mercado Libre, maintaining key elements but inspiring a new, very clear target: entrepreneurs.

→ Full project





BRANDING **EDITORIAL DESIGN** **UX/UI** **WEB DEVELOPMENT**

■ 2015 → 2025

Henrique Faria

Henrique Faria is a conceptual Latin American art gallery. The galleries are located in two of the most influential cultural cities: Buenos Aires and New York.

WHY IT'S IMPORTANT

The main goal was to create a single identity system with particular elements for each gallery location.

→ [Full project](#)



BRANDING EDITORIAL DESIGN MOTION GRAPHICS SOCIAL MEDIA UX/UI WEB DEVELOPMENT

■ 2015 → 2025



La Casa de los Cristales

For 10 years, we have accompanied the growth of La Casa de los Cristales, one of the leading distributors of Double Glazed Windows in Argentina.

THE BRIEF

We've built a close relationship with the client, forming a solid team with the integral goal of growing the company, with design as a fundamental axis.

→ Full project





BRANDING MOTION GRAPHICS UX/UI WEB DEVELOPMENT

■ 2024 → 2025

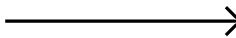
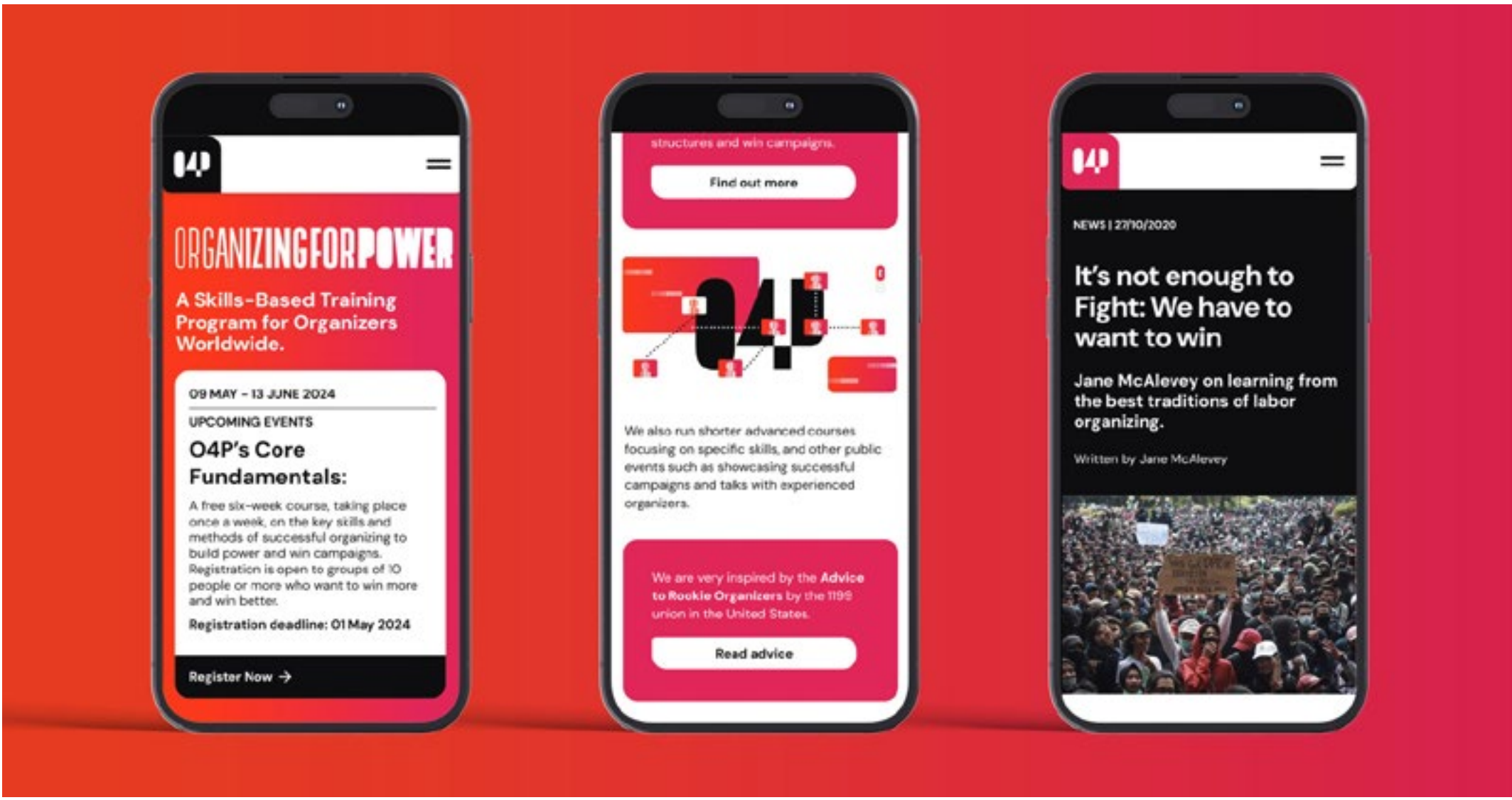
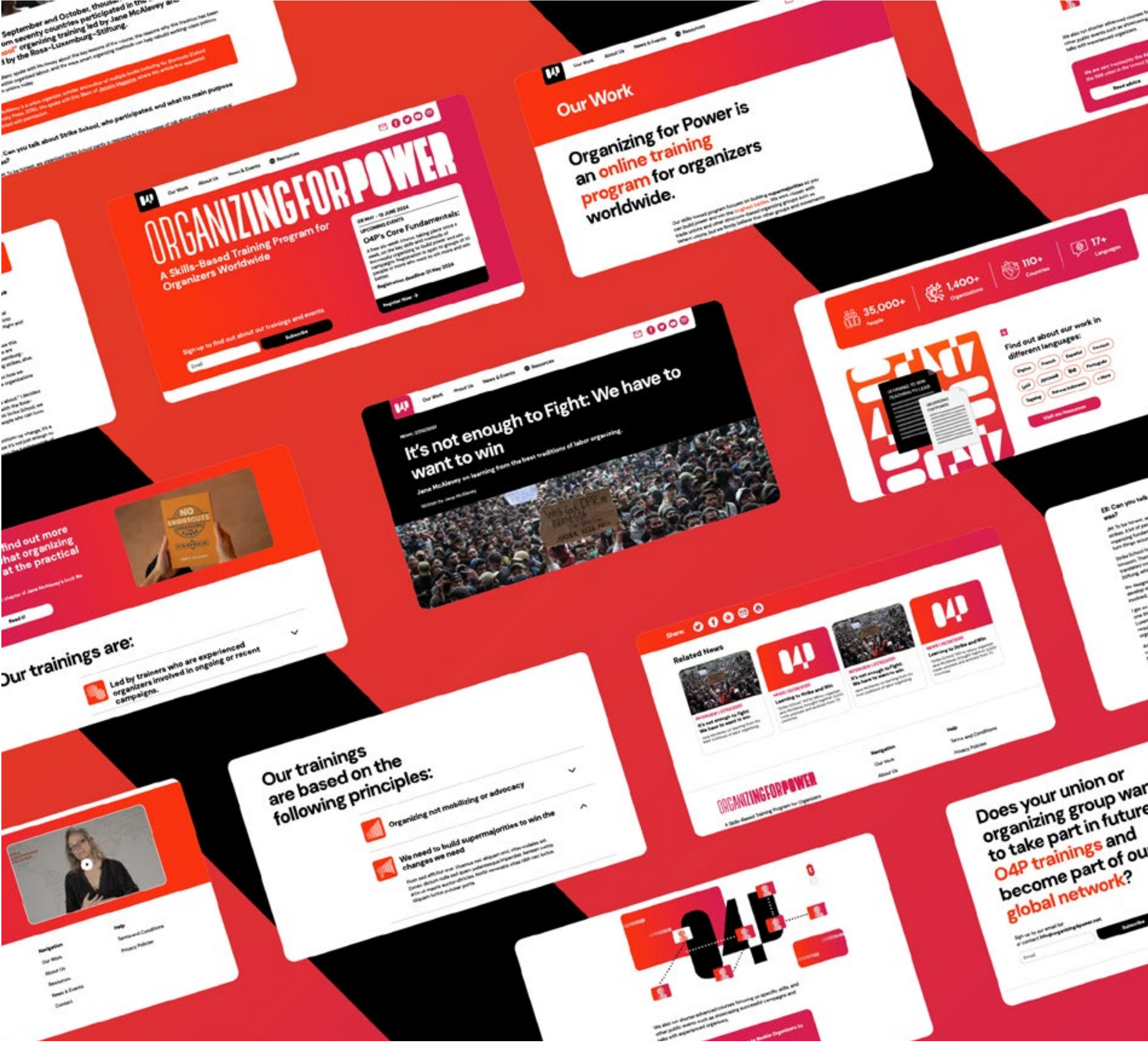
Organizing For Power

Organizing for Power is a global skills-based training program on the core fundamentals of organizing.

THE BRIEF

Our main goal for the project was to visualize O4P's training process through branding. The idea of "building power" was applied to the logo, where the letters go from light to bold.

→ organizing4power.org





BRANDING MOTION GRAPHICS UX/UI WEB DEVELOPMENT

■ 2023

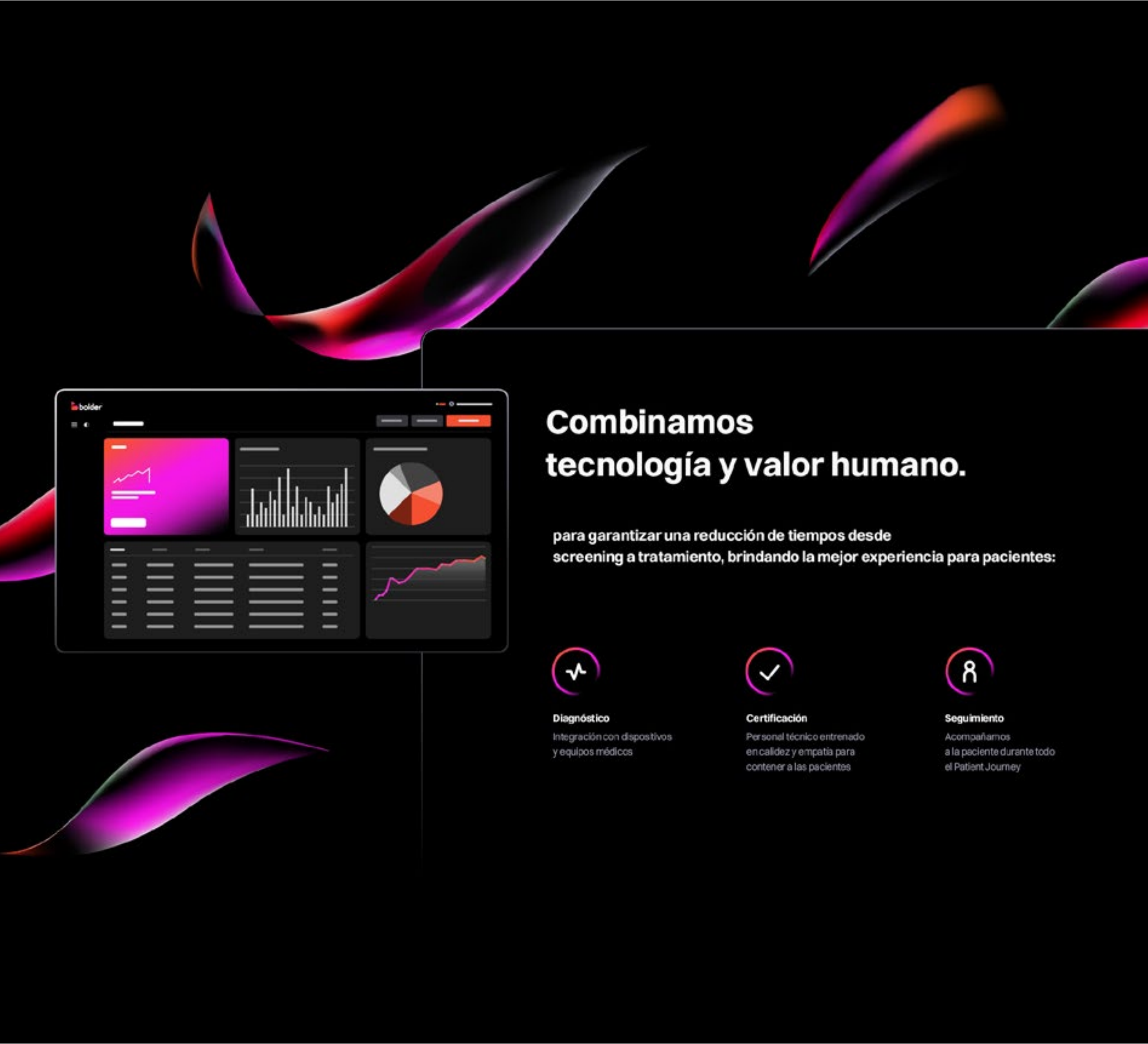
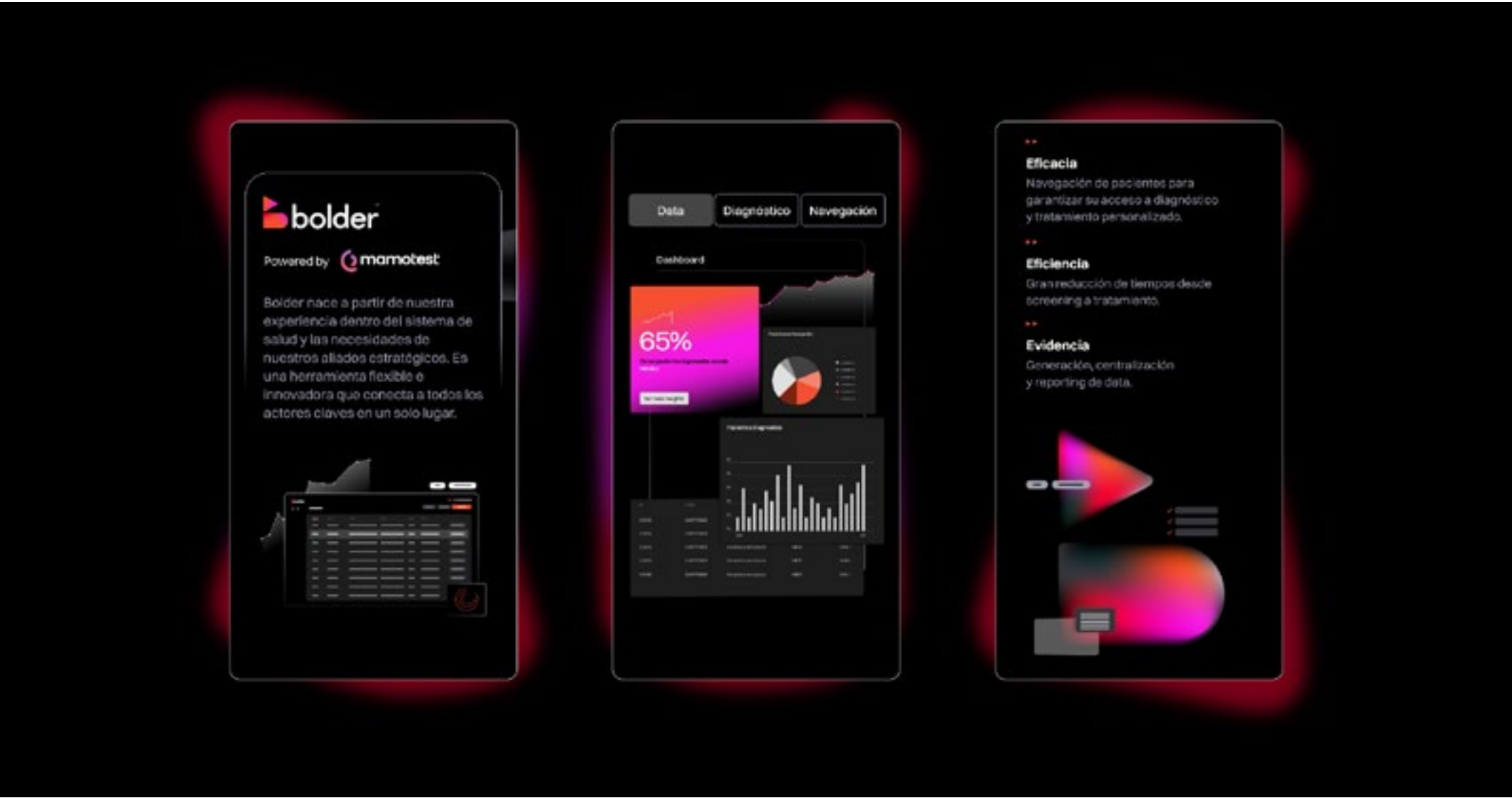
Bolder, medical platform

Bolder is a digital medical platform that centralizes patients' clinical history while providing remote access and easy follow-up to their healthcare providers.

THE BRIEF

Combat the frequent association of technology in medicine as something 'cold' and depersonalized. The branding project focused on developing a warm and professional identity,

→ [Full project](#)



fywd:

BRANDING EDITORIAL DESIGN UI-UX INTERACTIVE EXPERIENCES EXHIBITION DESIGN

■ 2015 → 2019

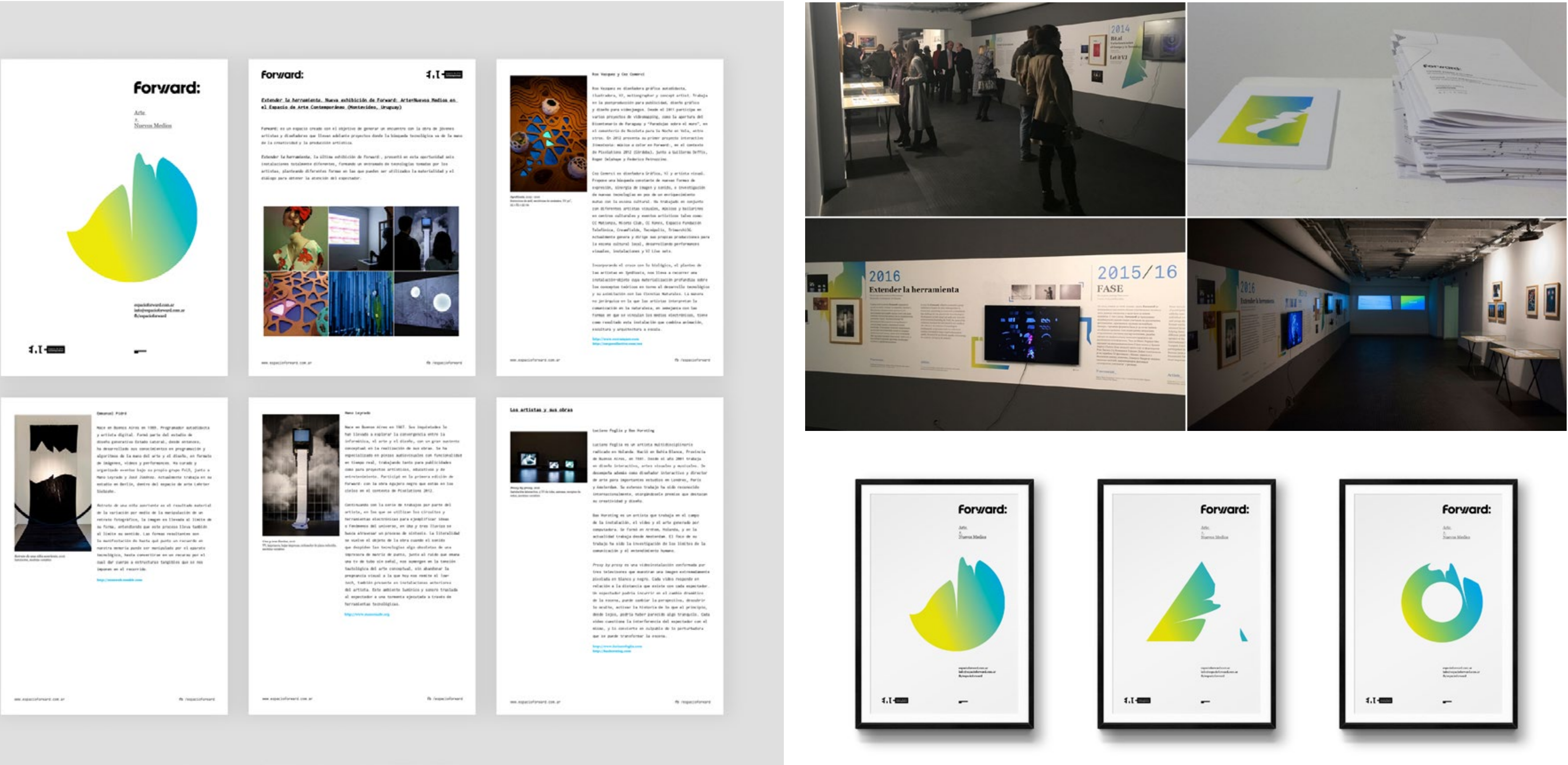
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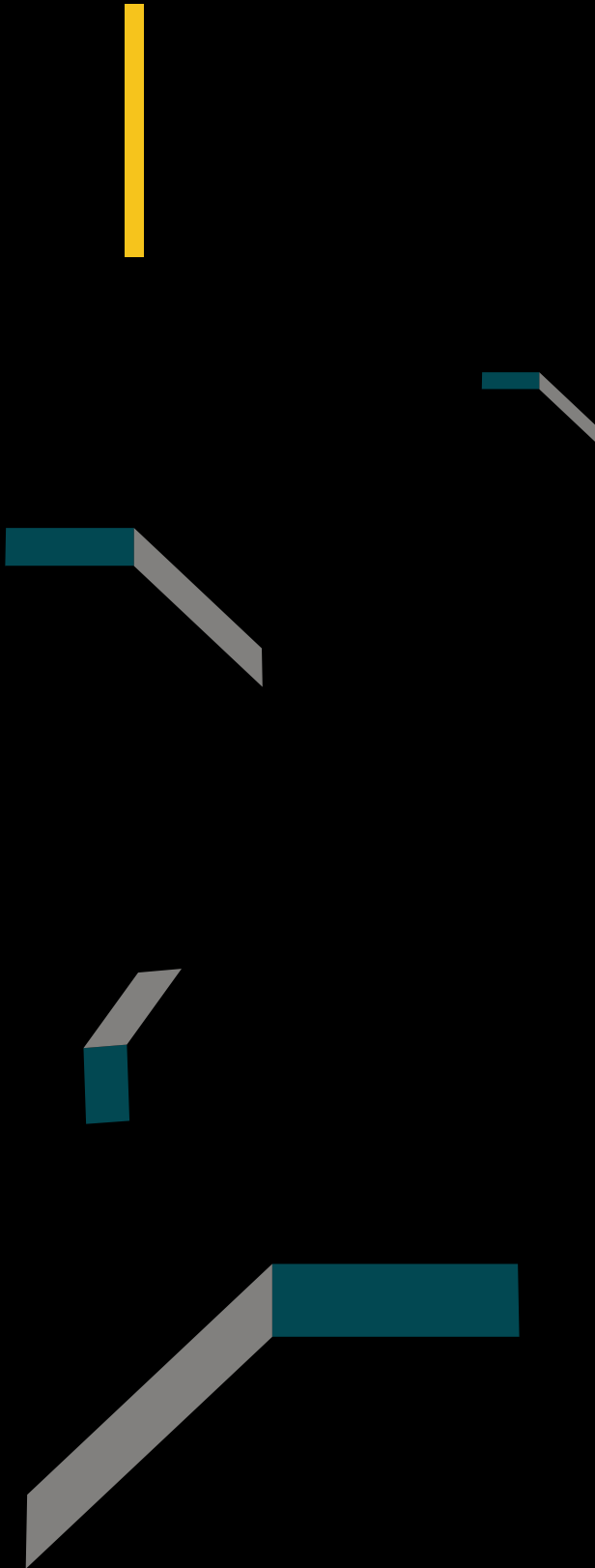
Forward: is a curatorial project focused on the convergence of artistic creativity and new media.

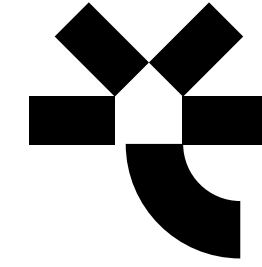
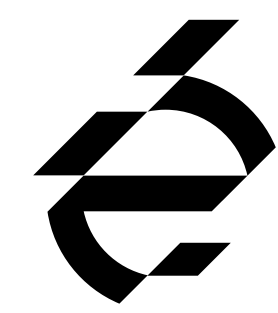
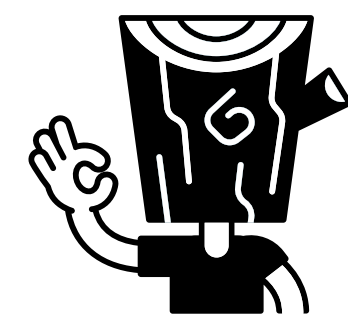
THE BRIEF

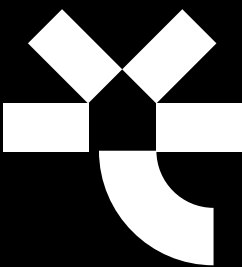
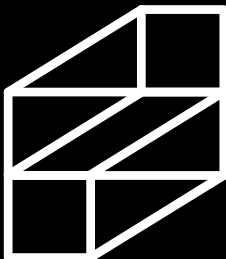
We created a brand that melds highbrow art with technology. In addition to the visual identity, various pieces were needed for the promotion of exhibitions. Along with a dedicated website to showcase associated artists and future events.

→ [Full project](#)









Contact

If you'd like to know more about the services we provide or to discuss a project, you can write to us at:

hola@clanparana.com

