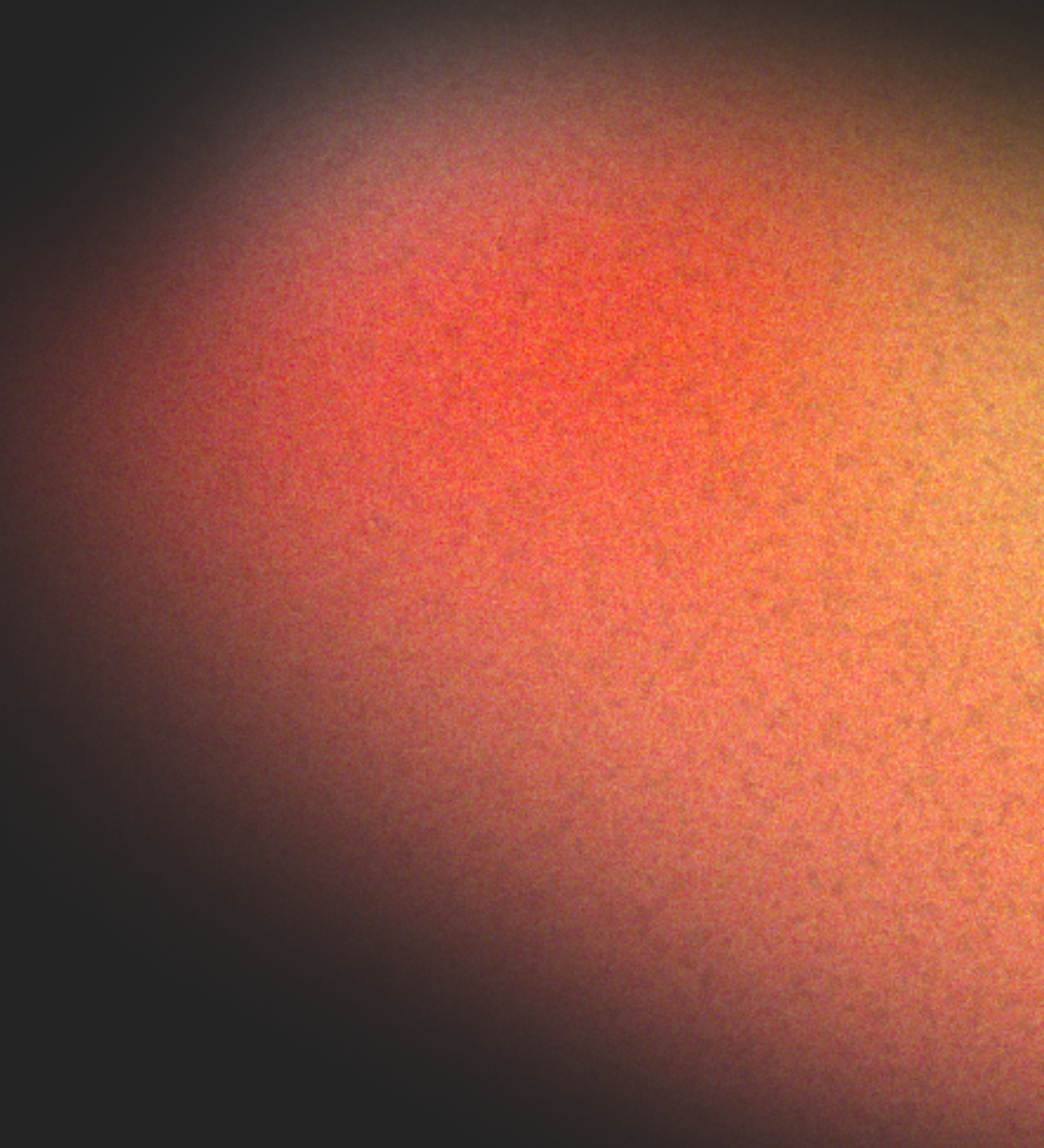


RAQUEL CAMPOS

PORTFOLIO

2024



1

**Branding**

Vanguard

Cooperativa  
Comenius

Lazy Franks

2

**Packaging**

Ativcare

Fruticide

3

**UX/UI**

Urbane

4

**Social Media**

# Branding

# About the brand

Vanguard is a renowned company in the real estate industry, specializing in the buying and selling of houses in Póvoa de Varzim.

In this project, Vanguard aimed to revitalize its brand identity by creating a new logotype that truly captured its values and vision. The existing logo had become outdated and no longer represented the company or the current market environment. Because of this, it was crucial to develop a fresh, updated visual identity that would connect more effectively with both current and potential clients.



OLD



NEW

**CATEGORY** Branding/Social Media

**PROGRAMS**  

**YEAR** January 2022

**COMPANY** Twenty 12 - Vanguard



# Logotype

**Fonts** AWConqueror Std Didot  
ITC Avant Garde Gothic  
Pro

**Color** ● PANTONE® 7509 C  
● PANTONE® 7505 C

**Logo** We decided to develop a logotype that embodies sophistication.

It conveys a sense of professionalism and luxury, enabling clients to easily identify and connect with the Vanguard brand.

Main Logo



Secondary Logo



# Social Media







# About the brand

Cooperativa Comenius is an organization that operates in the field of education through e-learning. It represents various companies under its umbrella, uniting their efforts to promote accessible and high-quality education.

In this project, the company sought to create a logo that would represent its partners and the brands that operate under the main company. The goal was to establish a visual identity that embodied values of honor and sophistication, conveying a sense of tradition and prestige. This logo would symbolize the unity of these companies within the cooperative, laying the foundation for the organization's image and strengthening its network of partners in the field of e-learning and educational services.



**CATEGORY** Branding

**PROGRAMS** Ps Ai

**YEAR** January 2023

**CLIENT** Cooperativa Comenius



# Logotype

**Fonts** Malaga OTCE  
Azo Sans

**Color** ● PANTONE® P 15-7 C  
● PANTONE® 548 C

**Logo** We decided to create a logo for Cooperativa Comenius that combines a shield motif with a classic gold color to convey a sense of tradition, prestige, and unity, reflecting the cooperative's commitment to education and collaboration.

Main Logo



**COOPERATIVA  
COMENIUS**

COOPERANTE AD  
AUGENDAM VALOREM

Secondary Logo





— **Shield**

Justice.  
Unity.  
Prestige.

These concepts represent cooperation and the idea of unity.



— **Sun**

Knowledge.  
Passage of Time.

Symbol of enlightenment, knowledge, and the passage of time.



— **Book**

Knowledge.  
Learning.  
Wisdom.

Vessels of knowledge, representing education.



— **Comenius**

Represents the individual, their beliefs, and the Comenius Cooperative.



— **People**

Cooperation.  
Unity.  
Connection.

A cohesive group working together with a common goal.



— **Roots**

Growth.  
Foundation.  
Stability.

They represent a solid foundation upon which growth and development occur.



# LAZY FRANKS

## About the brand

Lazy Franks is a creative and lighthearted brand identity project that brings a twist to the world of Italian-style pizzas. With the playful slogan "We Don't Share," this brand is designed to resonate with those who appreciate a bit of humor and individuality in their dining experiences. Lazy Franks embraces the idea that sometimes, pizza is simply too good to share, making it a perfect match for those who like to enjoy every bite.

This project allowed me to explore my passion for design and branding, with every illustration and concept personally crafted to capture the brand's quirky and fun-loving spirit.

CATEGORY Branding

PROGRAMS   

YEAR January 2022

CLIENT -

# Logotype

**Color**

- PANTONE® 7416 C
- PANTONE® 143 C
- PANTONE® 663 C
- PANTONE® 447 C

**Fonts**

- Watkins-Regular
- Valetta Man

**Logo**

I decided to use a playful, elongated text in red with a yellow-orange background, giving it a fun and relaxed vibe. The tagline, "We Don't Share." in a casual, handwritten style that adds humor. The bright colors and retro design suggest a laid-back, appetizing, and youthful brand.

Main Logo



Secondary Logo

LAZY FRANKS



**Pattern** To complete this identity I made drawings of different ingredients that can be used as a pattern for different kind of packagings.

This design uses simple, hand-drawn illustrations of pizza toppings like cheese, mushrooms, and peppers in a monochromatic tone. The style is casual and playful, matching the brand's fun and relaxed identity. The doodle-like quality gives a homemade, approachable feel, emphasizing a laid-back and enjoyable dining experience.







# Packaging

# About the brand

Ativcare is a brand operating within the wound care industry, offering a comprehensive range of products with a focus on high-quality band-aids. As part of the prestigious Batist group, Ativcare strives to promote advanced wound care solutions that healthcare professionals can rely on.

The brand's concept revolves around the term "TIME," which represents different stages of wound treatment. Each stage is color-coded to help healthcare professionals easily navigate and understand the products: Tissue Management (blue), Infection Inflammation Control (green), Moisture Balance (red), and Non-Advancing Edges (yellow).



**CATEGORY** Branding/Packaging

**YEAR** May 2023

**PROGRAMS** Ps Ai Dn

**COMPANY** Twenty12 - Batist

Fonts Myriad Pro

- Color
- PANTONE® 325C
  - PANTONE® 3385C
  - PANTONE® 1355C
  - PANTONE® 179C





REF 1327011223



ATIVCARE  
TIME TO TREAT WOUNDS ACTIVELY

CE 0123

ATIVCARE  
TIME TO TREAT WOUNDS ACTIVELY

**silfoam + border**  
10 x 10 cm

REF 1327011270

x10



CE 0123

ATIVCARE  
TIME TO TREAT WOUNDS ACTIVELY

**ativsil contact layer duo**  
32 x 20 cm

REF 1327011223

x10



CE 0123

ATIVCARE  
TIME TO TREAT WOUNDS ACTIVELY

**exucel ag**  
10 x 10 cm

REF 1327011223

x10



CE 0123

ATIVCARE  
TIME TO TREAT WOUNDS ACTIVELY

**ativsil contact layer duo**  
32 x 20 cm

REF 1327011223

x10



CE 0123

ATIVCARE  
TIME TO TREAT WOUNDS ACTIVELY

**exucel ag**  
10 x 10 cm

REF 1327011223

x10



CE 0123

ATIVCARE  
TIME TO TREAT WOUNDS ACTIVELY

**hydrogel**  
ginge

# About the brand

Fruiticide is a fun and quirky brand identity project that puts a playful spin on fruit juices with a unique twist. With its retro-style packaging designed to resemble vintage milk cartons, each flavor of Fruiticide brings a splash of nostalgia mixed with modern creativity.

In the world of Fruiticide, an orange with a mischievous grin wields a tiny knife, while a happy strawberry proudly brandishes a machete. Despite their "weapons," these characters are full of life and energy, ready to slice their way into creating the freshest, most flavorful juices around. This tongue-in-cheek concept is perfectly captured by the slogan: "Indulge in a flavor so sweet and intense it should be criminal."

This project allowed me to fully explore my passion for imaginative branding, crafting every illustration to capture the lively and joyful spirit of Fruiticide.

**CATEGORY** Branding/Packaging/Illustration

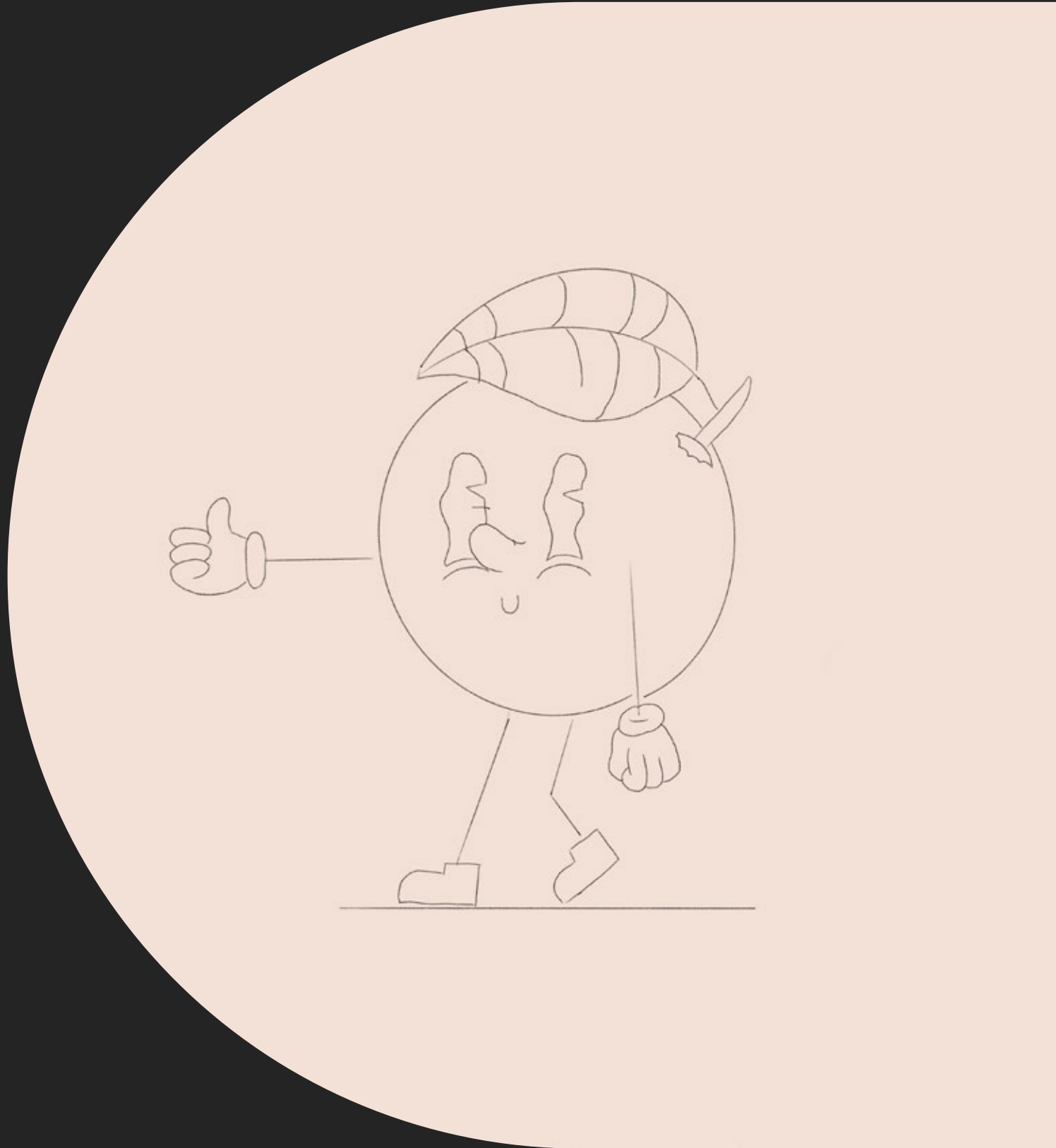
**YEAR** August 2024

**PROGRAMS** Ps Ai

**CLIENT** -



# Sketches









**FRUTICIDE**  
THE  
*Orange*

no added sugar

Indulge in a flavor so sweet and intense, it's criminal!

OPEN

250 ml

**Nutrition Facts:**  
Calories 100  
Total Fat 0%  
Sodium 0%  
Total Carbohydrate 9%  
Total Sugars 22g  
Includes 0g added Sugars  
Protein 2g

Calcium 20mg 2% Potassium 410mg 8%  
Vitamin C 50% Thiamin 15%  
Niacin 4% Vitamin B6 4% Folate 10%  
Magnesium 6%

**FRUTICIDE**  
THE  
*Orange*

**Ingredients:** Water, orange juice (40%) and apple juice (10%) from concentrate, orange pulp (0.4%), acidity regulator (citric acid), ascorbic acid (vitamin C), and sweetener (steviol glycosides).

Customer Support  
info@fruticide.com  
www.fruticide.com

**FRUTICIDE**  
THE  
*Orange*

no added sugar

Indulge in a flavor so sweet and intense, it's criminal!

OPEN

250 ml

**Nutrition Facts:**  
Calories 100  
Total Fat 0%  
Sodium 0%  
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Customer Support  
info@fruticide.com  
www.fruticide.com

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OPEN

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Total Sugars	22g
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250 ml

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Magnesium 6%

**FRUTICIDE**  
THE  
*Orange*

OPEN

**FRUTICIDE**  
THE  
*Orange*

OPEN



no added sugar

Indulge in a flavor so sweet and intense, it's criminal!

FRUTICIDE  
The Apple

Ingredients: Water, apple juice (40%) and apple juice (10%) from concentrate, orange pulp (0.4%), acidity regulator (citric acid), ascorbic acid (vitamin C), and sweetener (steviol glycosides).

Customer Support  
info@fruticide.com  
www.fruticide.com



FRUTICIDE  
The Apple

Nutritional Facts:

Calories	100
Total Fat	0%
Sodium	0%
Total Carbohydrate	9%
Total Sugars	22g
Includes 0g added Sugars	2g
Protein	2g
Calcium	20mg
Vitamin C	50%
Potassium	410mg
Thiamin	15%
Folate	10%

250 ml



FRUTICIDE  
The Apple

no added sugar

Indulge in a flavor so sweet and intense, it's criminal!

FRUTICIDE  
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Ingredients: Water, apple juice (40%) and apple juice (10%) from concentrate, orange pulp (0.4%), acidity regulator (citric acid), ascorbic acid (vitamin C), and sweetener (steviol glycosides).

Customer Support  
info@fruticide.com  
www.fruticide.com



FRUTICIDE  
The Apple

Nutrition

Calories	22g
Total Fat	2g
Sodium	
Total Carbohydrate	
Total Sugars	
Includes 0g added Sugars	
Protein	
Calcium	20mg
Vitamin C	50%
Potassium	410mg
Thiamin	15%
Folate	10%

250 ml





FRUTICIDE THE Red Fruits

no added sugar

Indulge in a flavor so sweet and intense, it's criminal!

250 ml

Calcium 20mg 2% Potassium 4%  
8% Vitamin C 50% Thiamin 15%  
Niacin 4% Vitamin B<sub>6</sub> 4% Folate 10%

FRUTICIDE THE Red Fruits

no added sugar

Indulge in a flavor so sweet and intense, it's criminal!

250 ml

Calcium 20mg 2% Potassium 4%  
8% Vitamin C 50% Thiamin 15%  
Niacin 4% Vitamin B<sub>6</sub> 4% Folate 10%

FRUTICIDE THE Red Fruits

Ingredients: Water, strawberry juice from concentrate, blueberry pulp, acidity regulator (citric acid), ascorbic acid (vitamin C), and sweetener (steviol glycosides).

Customer Support  
info@fruticide.com  
www.fruticide.com

FRUTICIDE THE Red Fruits

no added sugar

Indulge in a flavor so sweet and intense, it's criminal!

250 ml

Calcium 20mg 2% Potassium 4%  
8% Vitamin C 50% Thiamin 15%  
Niacin 4% Vitamin B<sub>6</sub> 4% Folate 10%

FRUTICIDE THE Red Fruits

Nutritional Facts:

Calories	100
Total Fat	0%
Sodium	0%
Total Carbohydrate	9%
Total Sugars	22g
Includes 0g added Sugars	2g

Calcium 20mg 2% Potassium 410mg  
8% Vitamin C 50% Thiamin 15%  
Niacin 4% Vitamin B<sub>6</sub> 4% Folate 10%

FRUTICIDE THE Red Fruits

Nutrition:

Calories	225
Total Fat	2g
Sodium	
Total Carbohydrate	
Total Sugars	
Includes 0g added Sugars	
Protein	

Calcium 20mg 2% Potassium 410mg  
8% Vitamin C 50% Thiamin 15%  
Niacin 4% Vitamin B<sub>6</sub> 4% Folate 10%

FRUTICIDE THE Red Fruits

no added sugar

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250 ml

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Ingredients: Water, strawberry juice from concentrate, blueberry pulp, acidity regulator (citric acid), ascorbic acid (vitamin C), and sweetener (steviol glycosides).

Customer Support  
info@fruticide.com  
www.fruticide.com

FRUTICIDE THE Red Fruits

# UX/UI

# About the brand

The name Urbane reflects its identity as a modern brand, adapted to the urban environment. Focused on offering solutions that make city life more convenient, sustainable, and environmentally responsible. With Urbane, mobility becomes a smart, connected, and eco-friendly experience.

Urbane is a brand that exclusively sells electric scooters online, offering the best and latest options available on the market. The brand caters to young people and young adults living in large cities with busy lifestyles. It provides the convenience of online shopping with support throughout the entire process, accessories for each range of scooters, free delivery, perfectly functional refurbished scooters, and specialized workshops that are in demand to offer solutions for all problems and requirements that may arise.

urbane  
RIDE ONLINE STORE

**CATEGORY** Branding/UXUI

**PROGRAMS** Ps Ai Figma

**YEAR** May 2023

**CLIENT** -

# Personas

## MARGARIDA FERNANDES

Age: 25 years old | City: Porto | Occupation: Motion Designer

### BIO

Margarida works as a digital designer at a company in downtown Porto. She usually takes the train to São Bento and then rides a scooter to work, which takes about 8 minutes, saving her time. If she took the bus, she would have to wake up earlier, and if she walked, she would arrive at work all sweaty.

Likes: design, art, gym, save money.

Doesn't like: wast time, violence, get late.

Objectives: save time on public transportation, arrive home sooner, and enjoy time to the maximum.

## RUBEN FERREIRA

Age: 35 years old | City: Lisboa-Porto | Occupation: PSP Intervention Corps

### BIO

Rúben is 35 years old and works in the Intervention Corps in Lisbon, but on weekends he takes a bus to Porto to be with his family and girlfriend. In his free time, he likes to stay active by going on hikes in the mountains, at the beach, and so on

Likes: eating, traveling, cycling, boxing, motorbikes, gym, feeling active, environmentalist.

Doesn't like: arriving late; Public transportation.

Objectives: saving money, saving time, exercising.

Frustrations: wasting time on public transportation (he doesn't navigate them well). Diesel and gasoline are very expensive, and he doesn't want to spend money on them.

# Competitors analysis






SIGN IN/SIGN UP

Yes

Yes

Yes

Yes

REVIEWS

No

No

No

Yes

SHOPPING CART

Yes

Yes

Yes

Yes

MENU OPTIONS

Yes

Yes

Yes

Yes

ACCESSORIES

Yes

Yes

Yes

Yes

TEST DRIVE

Yes

No

No

No

REFURBISHED

No

No

Yes

No

OTHER PRODUCTS

Yes

Yes

Yes

Yes

DESIGN/UI

Good

Messy

POOR

Terribel

ORGANIZATION

Lack of filters

Messy

Lack of filters

Terribel

OFFER AT START POP-UP

Yes

No

Yes

No

NEWS

Yes

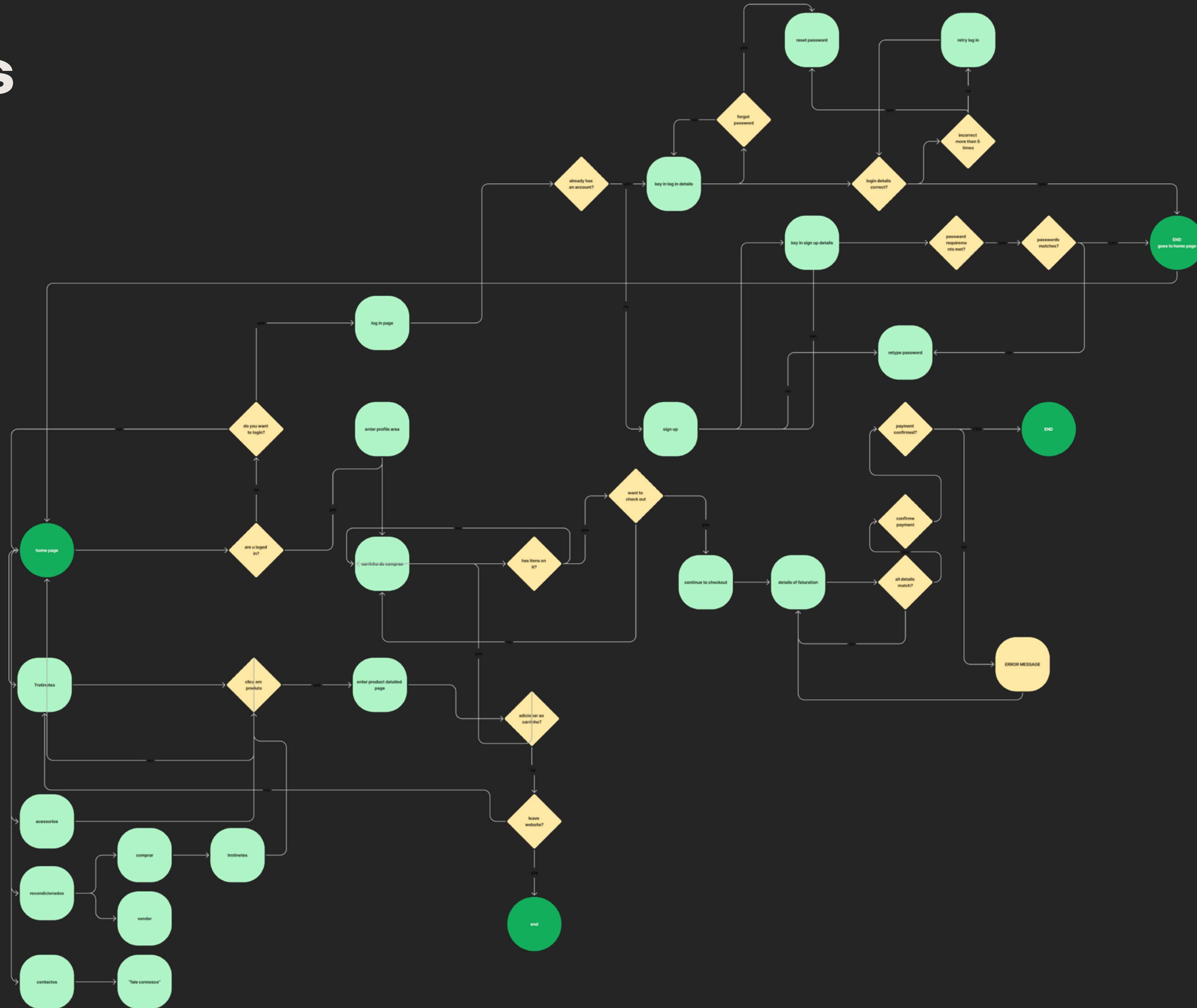
No

Yes

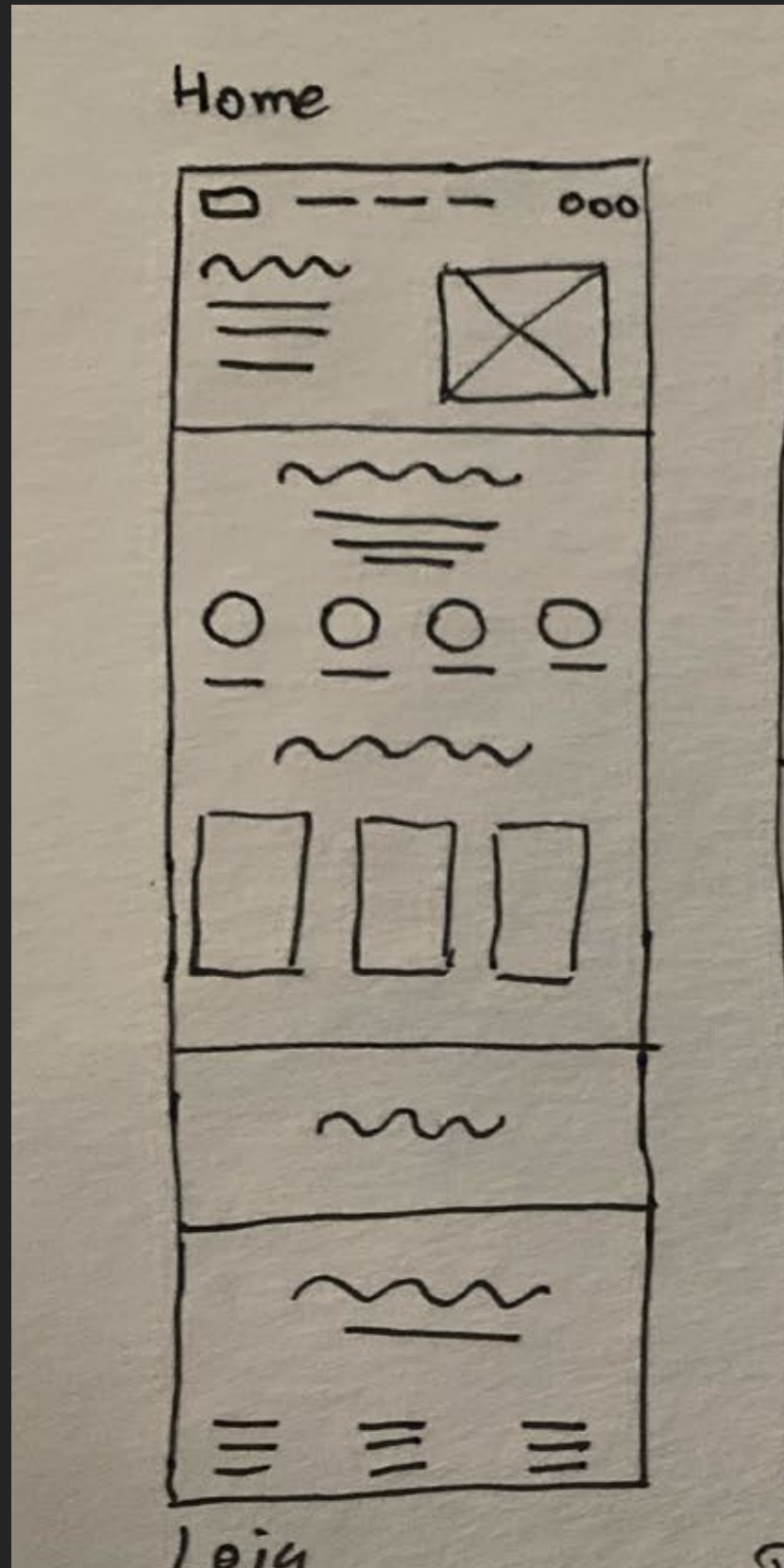
No



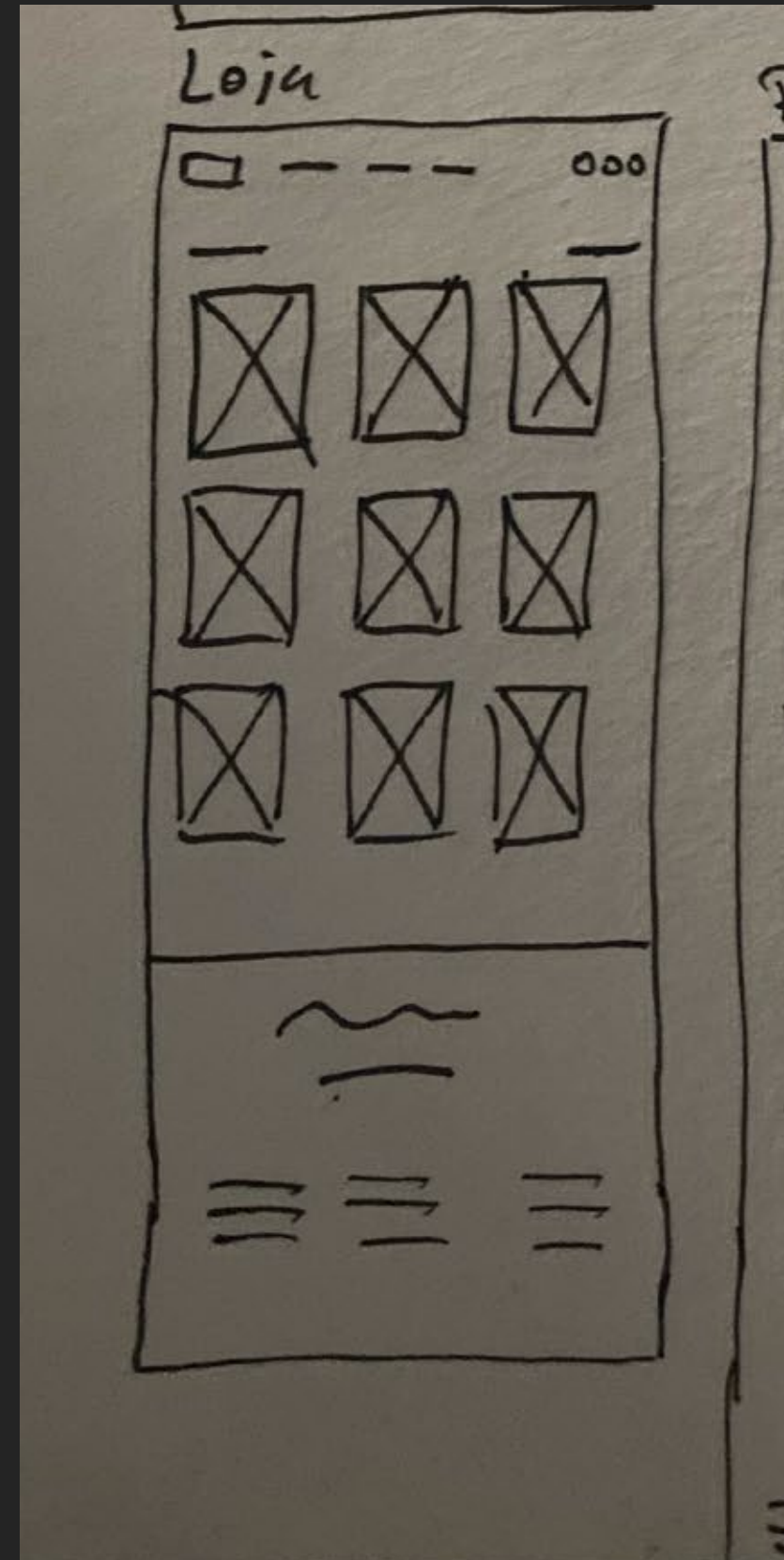
# Wireflows



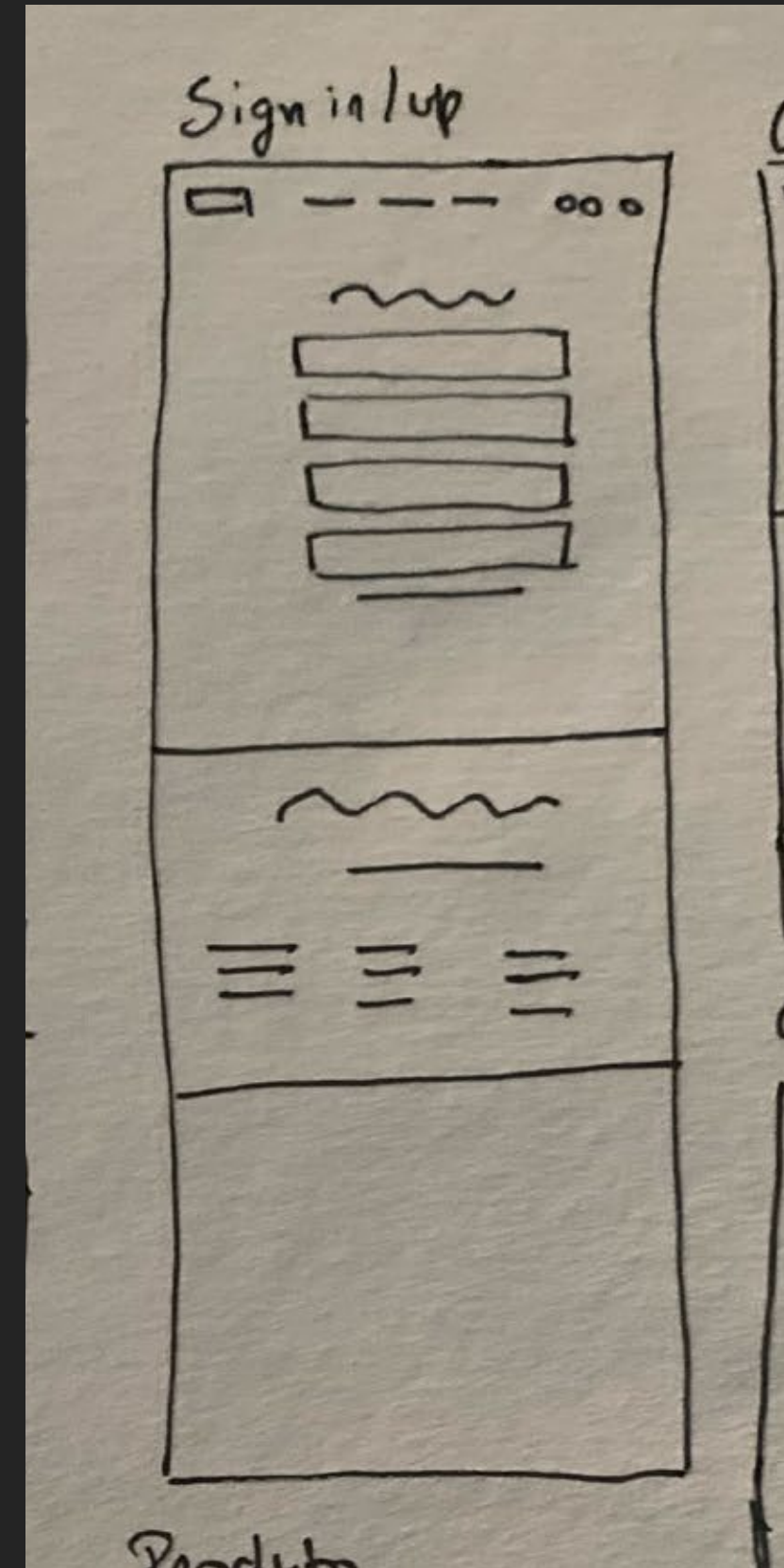
# Wireframes



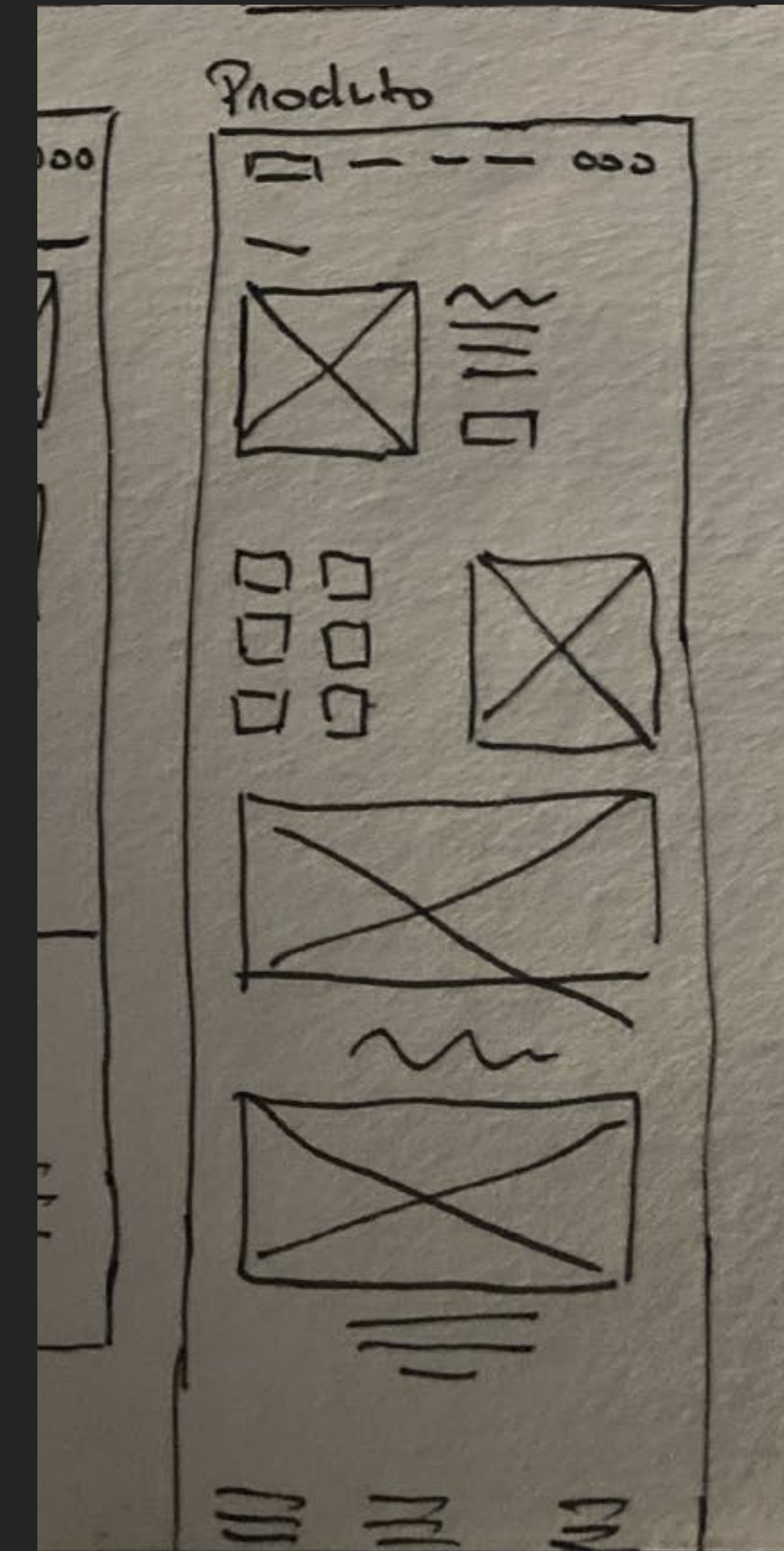
Home



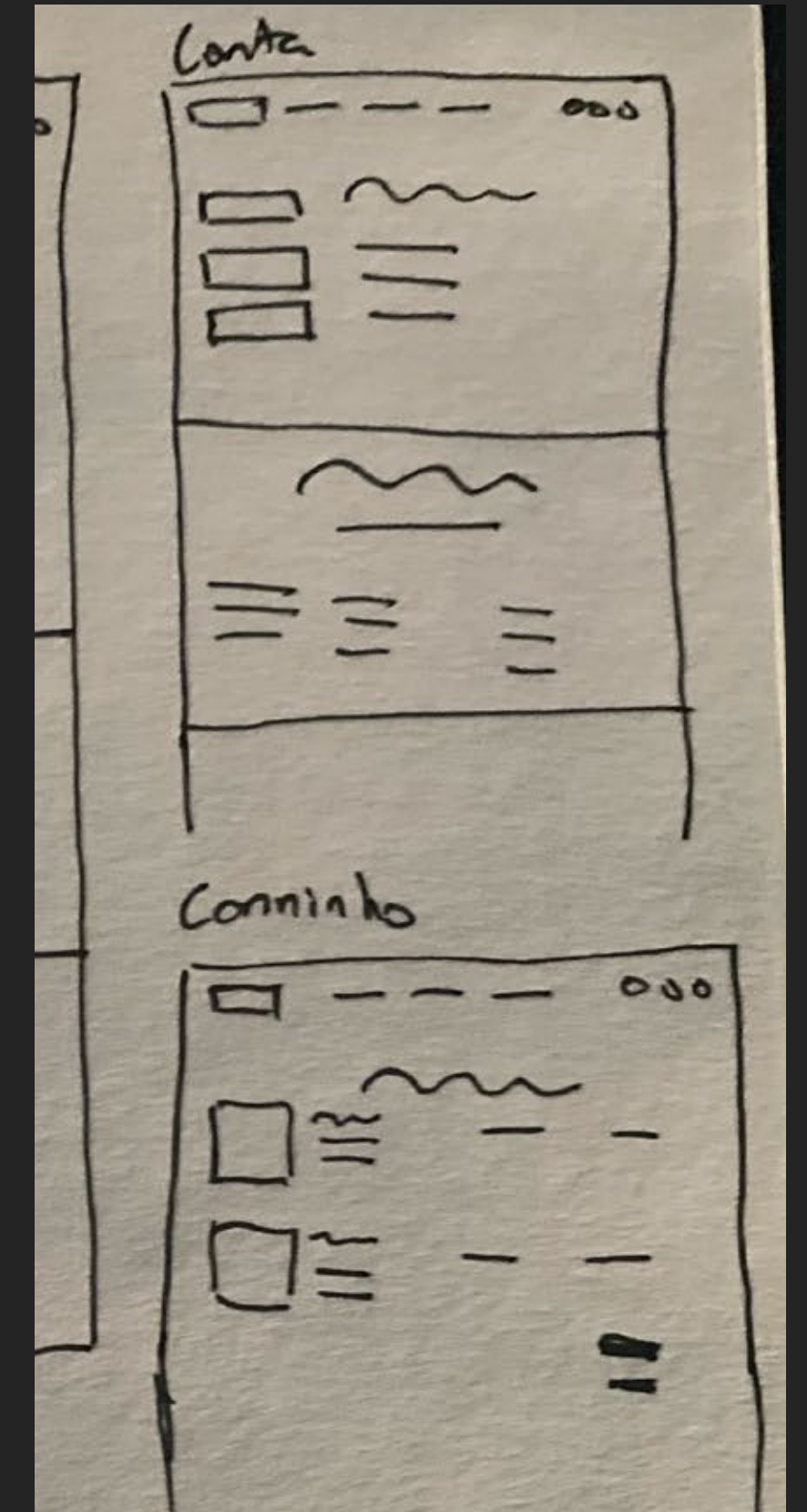
Store



Sign in/up

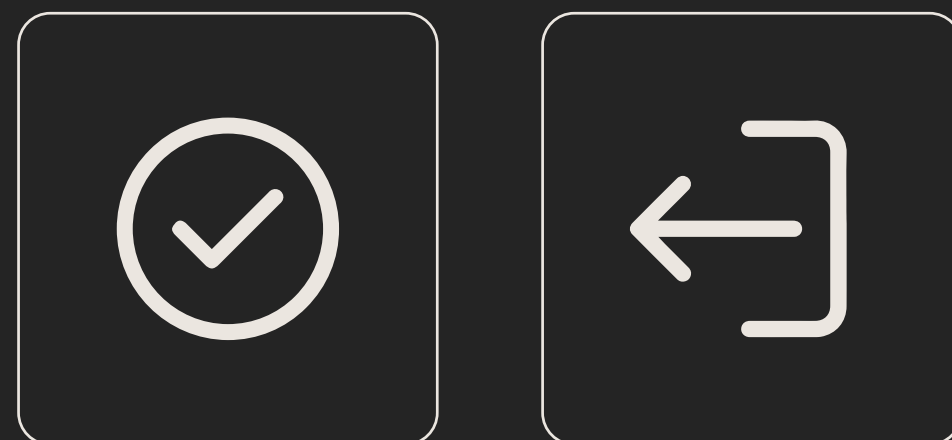
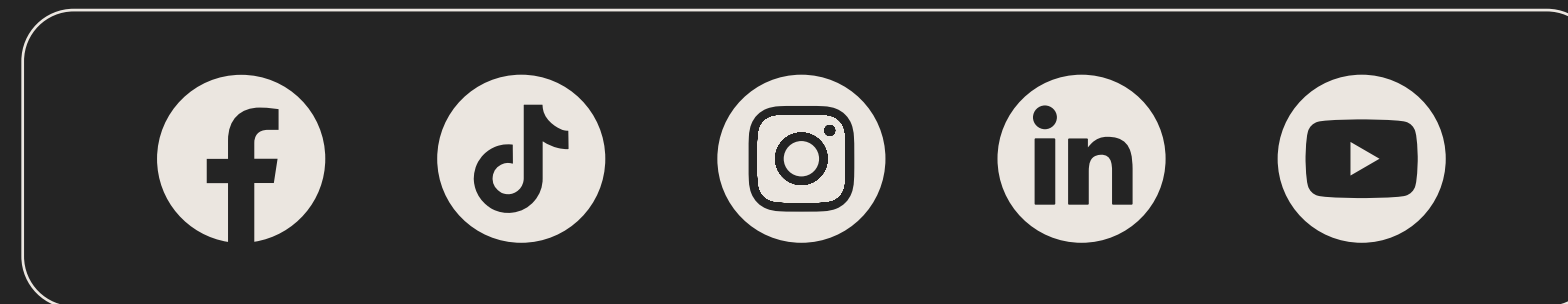
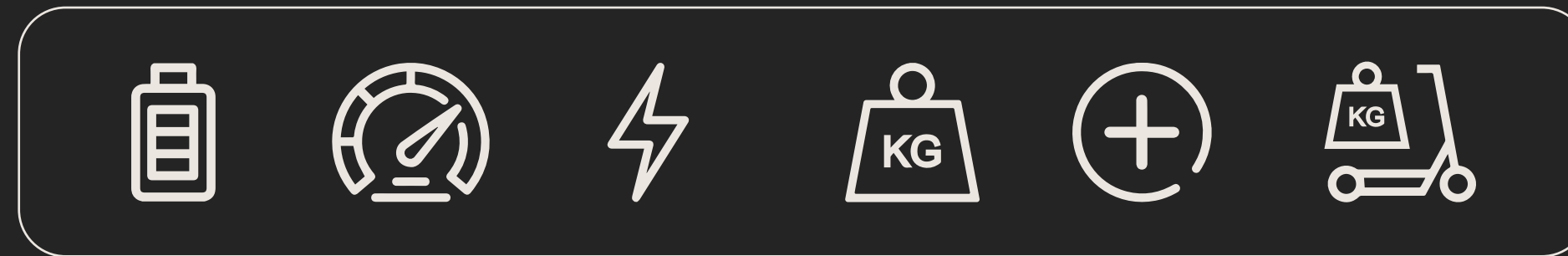
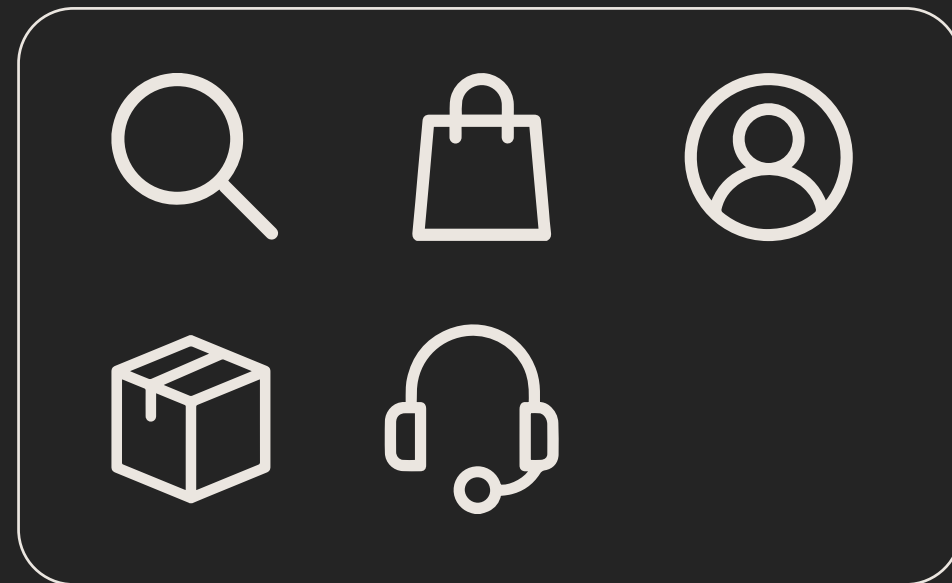


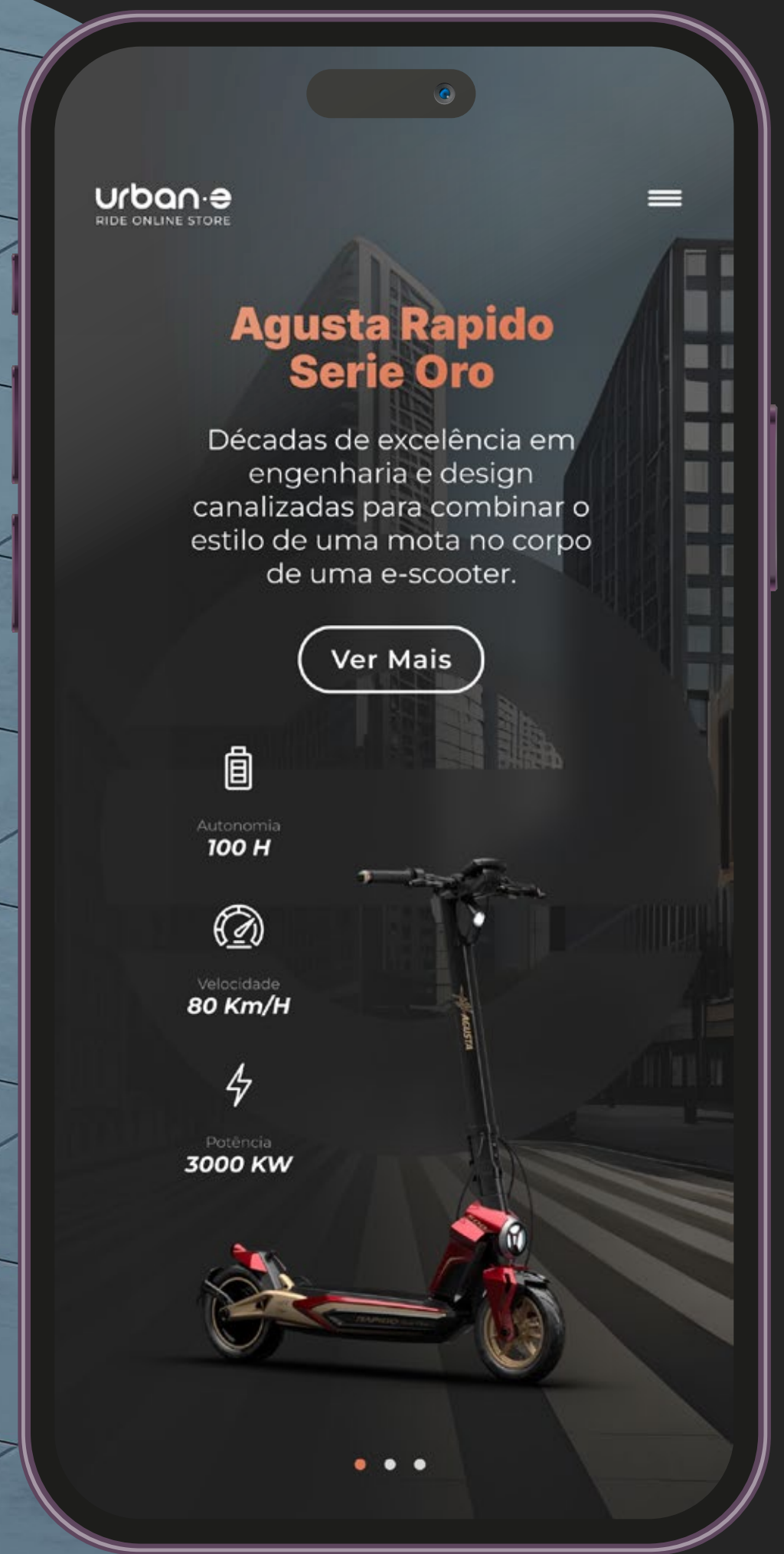
Product



Account/shopping cart

# Iconography





Watch video [here](#)

Trotinetes > Acessórios > Recondicionados >

## Agusta Rapido Serie Oro

Décadas de excelência em engenharia e design canalizadas para combinar o estilo de uma motocicleta MV Agusta no corpo de uma e-scooter.

Ver Mais

- Autonomia 100 H
- Velocidade 80 Km/H
- Potência 3000 KW

kaabu JOYOR xiaomi SMART GYRO

## Junta-te ao Movimento!

Experimenta a liberdade nas ruas com a nossa gama de trotinete elétrica, a escolha inteligente para mobilidade eficiente e ecologica.

- Entregas Gratuitas
- Ampla Gama
- Garantia De Fabricante
- Oficina Especializada

## Acessórios

Temos os melhores acessórios para a sua scooter. Capacetes, carregadores, pneus, suportes para telemóvel e muito mais.

Ver Mais

## Subscreve a newsletter

Recebe updates, descontos exclusivos e mais!

## Subscreve a newsletter

Recebe updates, descontos exclusivos e mais!

O teu endereço de email

Facebook Instagram Twitter LinkedIn

©2023, URBANE

MB WAY Mastercard Visa

urban-e RIDE ONLINE STORE

Trotinetes > Acessórios > Recondicionados >

TROTINETES ELÉTRICAS

**Rapido Serie Oro**  
AGUSTA  
999€

**Kirin G3**  
KUGOO  
900€

urban-e RIDE ONLINE STORE

Trotinetes > Acessórios > Recondicionados >

[Cria a tua conta](#)

# Social media




**VISITE-NOS  
NO STAND!**

Rua do Pinheiro 10,  
4755-461 Rio Covo  
Santa Eugénia


Fale connosco!  
**963 344 529**

O SEU  
**FUTURO**

**Automóveis**



AS SUAS MARCAS FAVORITAS



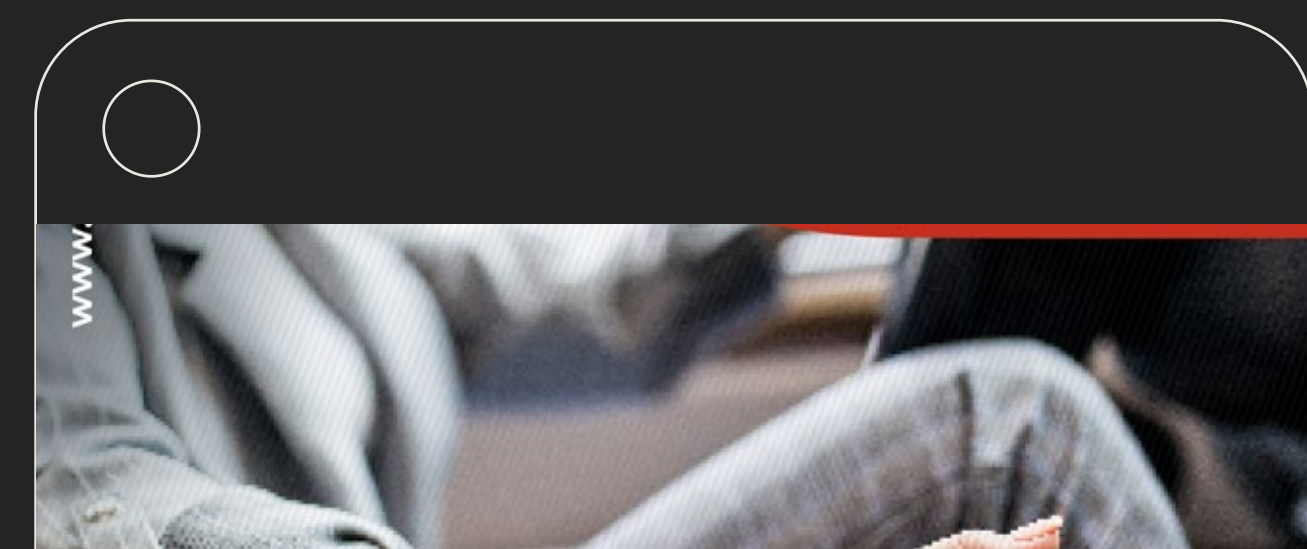
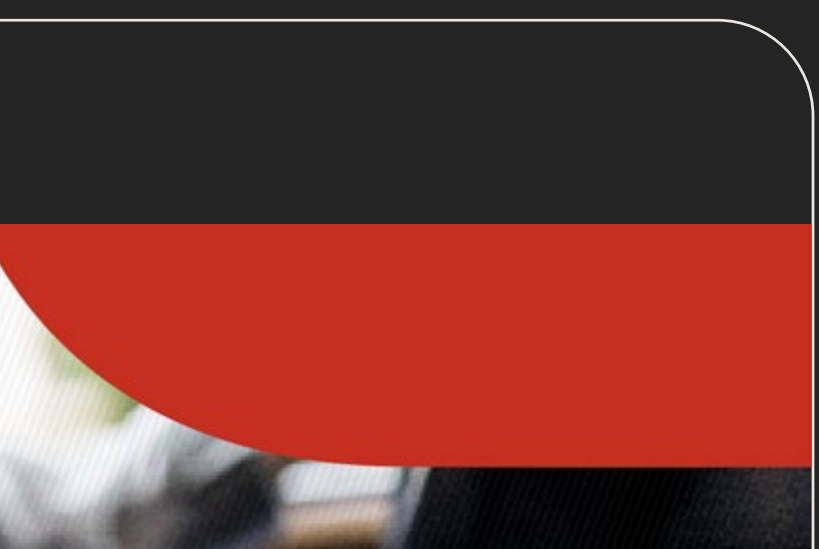
[www.classm.pt](http://www.classm.pt)



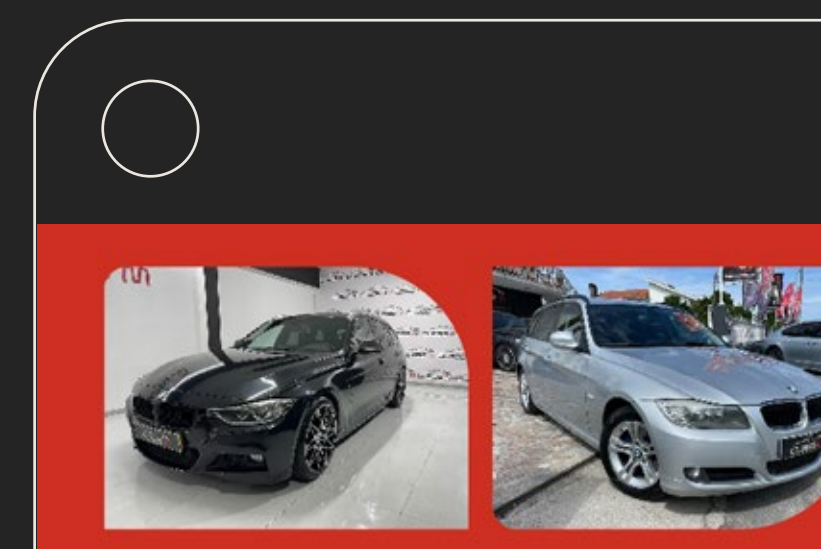
Compre o  
seu carro  
através  
do nosso  
**WEBSITE!**



[www.classm.pt](http://www.classm.pt)



**DESTAQUE  
DE ABRI**



**CRÉDITO HABITAÇÃO**

Aquisição de Imóvel  
Transferência de Crédito Habitação  
Construção de Imóveis  
Remodelação de Habitação

**CLARA FARIA**  
intermediação de crédito

[www.clarafaria.pt](http://www.clarafaria.pt)

Intermediário de crédito vinculado autorizado registado sob o n.º 0004821 junto do Banco de Portugal

**CLARA FARIA**  
intermediação de crédito

**Poupe ao transferir o seu Crédito Habitação**

Baixámos as suas prestações mensais

Intermediário de crédito vinculado autorizado registado sob o n.º 0004821 junto do Banco de Portugal

**CLARA FARIA**  
intermediação de crédito

**NOVO CRÉDITO HABITAÇÃO**

Comprar habitação, construir e remodelar!

916 561 573 [www.clarafaria.pt](http://www.clarafaria.pt)

Intermediário de crédito vinculado autorizado registado sob o n.º 0004821 junto do Banco de Portugal

**CLARA FARIA**  
intermediação de crédito

Comece a poupar hoje!

916 561 573

**CLARA FARIA**  
intermediação de crédito

Transferência de Crédito Habitação?

**CLARA FARIA**  
intermediação de crédito

Transferência de Crédito Habitação?

**CLARA FARIA**  
intermediação de crédito



20 ANOS 1984-2024

Sissi

GERnétic INTERNATIONAL

**Creme Aclarador**

RETARDAREM A PIGMENTAÇÃO DA PELE E A FORMAÇÃO DAS MANCHAS.

Heart, Comment, Share, Save icons

**YOUNGRITUAL**

12-18 ANOS

Tratamento profissional para as imperfeições cutâneas que preocupam frequentemente os adolescentes.

Textura agradável sem deixa vestígios!

Heart, Comment, Share, Save icons

20 ANOS 1984-2024

Sissi

**Hidratação Profunda**

Tratamento de hidratação profunda para o seu cabelo.

MARQUE JÁ A SUA SESSÃO! 919 555 528

Heart, Comment, Share, Save icons

**APÓS**

Sissi

20 ANOS 1984-2024

Sissi

diminui

**CONTACT ME**