

LUÍS CAJÃO

**PORT
FOLIO**

**GRAPHIC
DESIGN**

www.luiscajao.net

*The **life of a designer is a life of fight.**
Fight against the ugliness.
Just **like a doctor fights against disease.**
For us, the visual disease is what we have
around, and what we try to do is
cure it somehow with design.*

MASSIMO VIGNELLI



HELLO!

MY NAME IS LUÍS CAJÃO.
A GRAPHIC DESIGNER AND ILLUSTRATOR
BASED IN READING, UK.

I have a passion for all kinds of design,
with a special preference for illustrative design.
Science is my second passion, I was a scientist
for a while when I was younger.
I am also crazy addicted to TV shows and a comic book lover.

[GET TO KNOW MORE OF ME AND MY WORK](#)

PORTFOLIO CONTENTS

ACADEMIC AND PROFESSIONAL WORK



MUSEU DE NOSSA SENHORA DA ABADIA

RELIGIOUS MUSEUM
ACADEMIC PROJECT | BRAND IDENTITY

The Museu de Nossa Senhora da Abadia (Museum of Our Lady of the Abbey) is a religious museum dedicated to the cult of Nossa Senhora da Abadia (Lady of the Abbey). The contents of the museum are mainly religious and local culture.

The devotion for Nossa Senhora da Abadia is centered around an image (statue), of the Lady exposed in the nearby church.

The new identity centers also on the image of the Lady and uses the circle, as a symbol of the perfection and the divine, as the construction block for the logo and the details of the collateral materials.

This was an academic project created during the second year of the Graphic Design Degree at IPCA.

SKILLS: LOGO, STATIONARY AND SIGNAGE DESIGN
SOFTWARE: ADOBE ILLUSTRATOR
DATE: JUNE 2012



Identity Guidelines
goo.gl/diVBhS



Basic Stationery (business cards, envelope and letterhead) ▲
The logo construction is used as a pattern adding detail to the various stationery elements .



Business Cards ▶
Letterhead and Envelope ▼



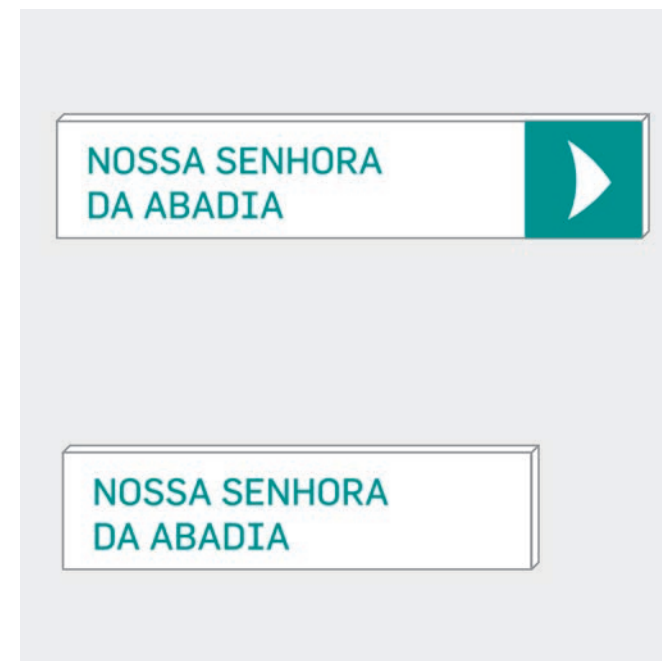
Signage Pictograms ▲
The pictograms carry the same construction process as the symbol for the logo



Logo single color ▶



◀ Museum Plant and Directions
▼ Museum Directions



Directional and Identification Signs ▲



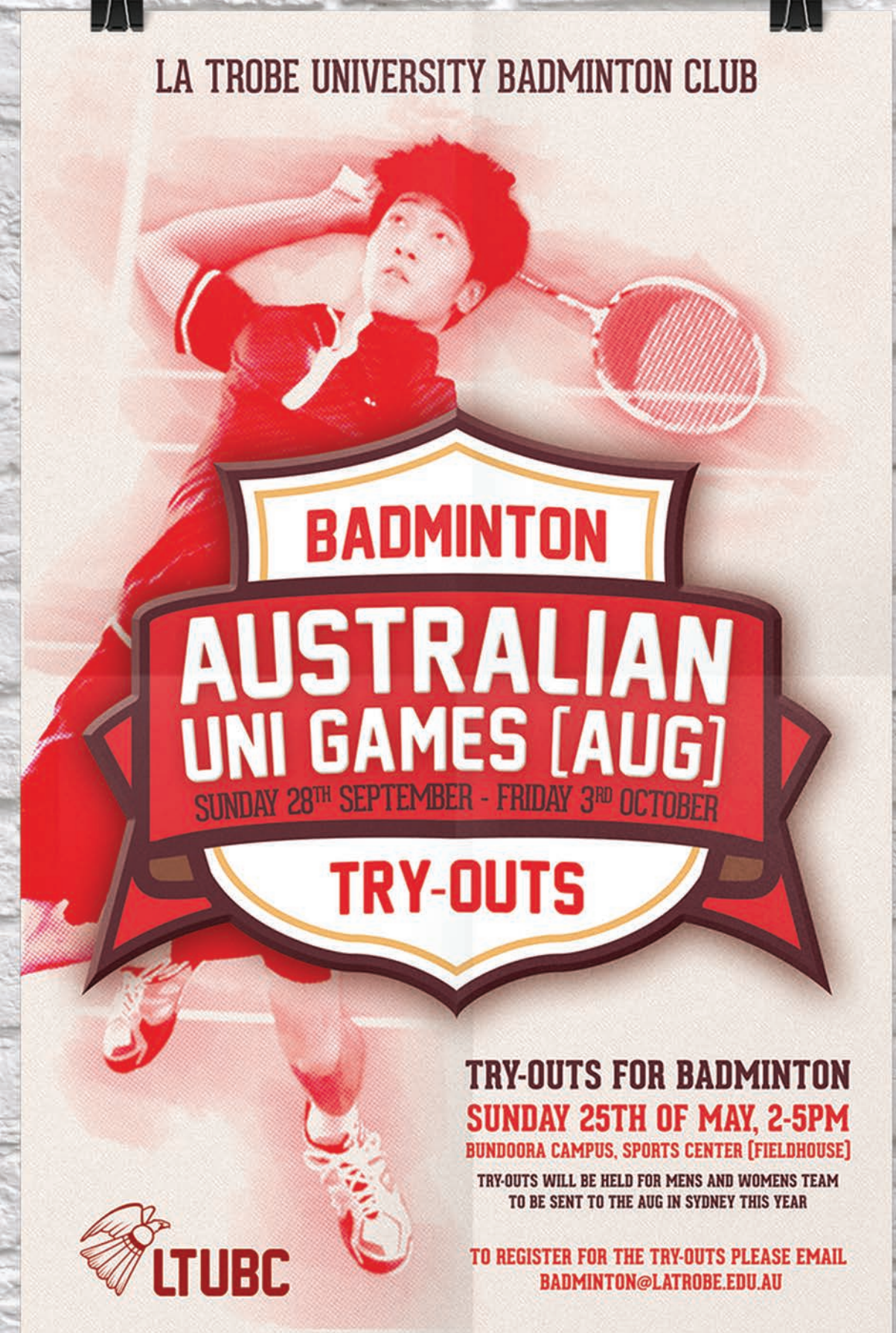
LTUBC BADMINTON TRY-OUTS

BADMINTON TRY-OUTS POSTER
POSTER DESIGN

LA TROBE UNIVERSITY BADMINTON CLUB WAS HOLDING OPEN TRY-OUTS TO TAKE PLAYERS TO THE AUSTRALIAN UNIVERSITY GAMES.

The Badminton Club needed a poster to post around campus advertise the try-outs. This poster had to carry the university and club colors and have a dynamic in action feel to it.

SKILLS: POSTER DESIGN
SOFTWARE: ADOBE PHOTOSHOP
DATE: MAY 2014



AGRISTORE

AGRICULTURAL PRODUCTS STORE
BRAND IDENTITY

SKILLS: LOGO AND STATIONARY DESIGN
SOFTWARE: ADOBE ILLUSTRATOR
DATE: SEPTEMBER 2013

AGRISTORE IS A FRANCHISING THAT SELLS AGRICULTURAL AND LIVESTOCK SUPPLIES.

An established Portuguese brand in the livestock business intended to create a new chain of stores, and were in need of a new logo and stationary for the start of the business.

The new brand had farmers and livestock keepers as the main target. So the new identity had to appeal to the natural fresh and green side of the business.



Business Cards

Basic Stationary (business cards, envelope and letterhead) ▼

Logo single color ▼



Letterhead ▲

CRIANÇAS "A BRINCAR" HISTÓRIAS

CHILDREN DVD
ILLUSTRATION AND DVD DESIGN

EVERY YEAR THE CHILDREN OF THE PRESCHOOLS IN AMARES DEVELOP A LUDIC ACTIVITY.

In 2011 they performed various theatrical plays that were filmed and compiled in a DVD.
An illustration was created to represent the fun nature of the plays and used for the creation DVD.

SKILLS: ILLUSTRATION, GRAPHIC DESIGN
SOFTWARE: ADOBE PHOTOSHOP AND ILLUSTRATOR
DATE: MAY 2011



Front of DVD ▼

◀ DVD Label

DVD Inside and Booklet ▼



▲ Various DVD Cases

PEDALARES

MOUNTAIN BIKING CLUB
BRAND IDENTITY

PEDALARES IS A LOCAL MOUNTAIN BIKING CLUB FROM THE TOWN OF AMARES, PORTUGAL.

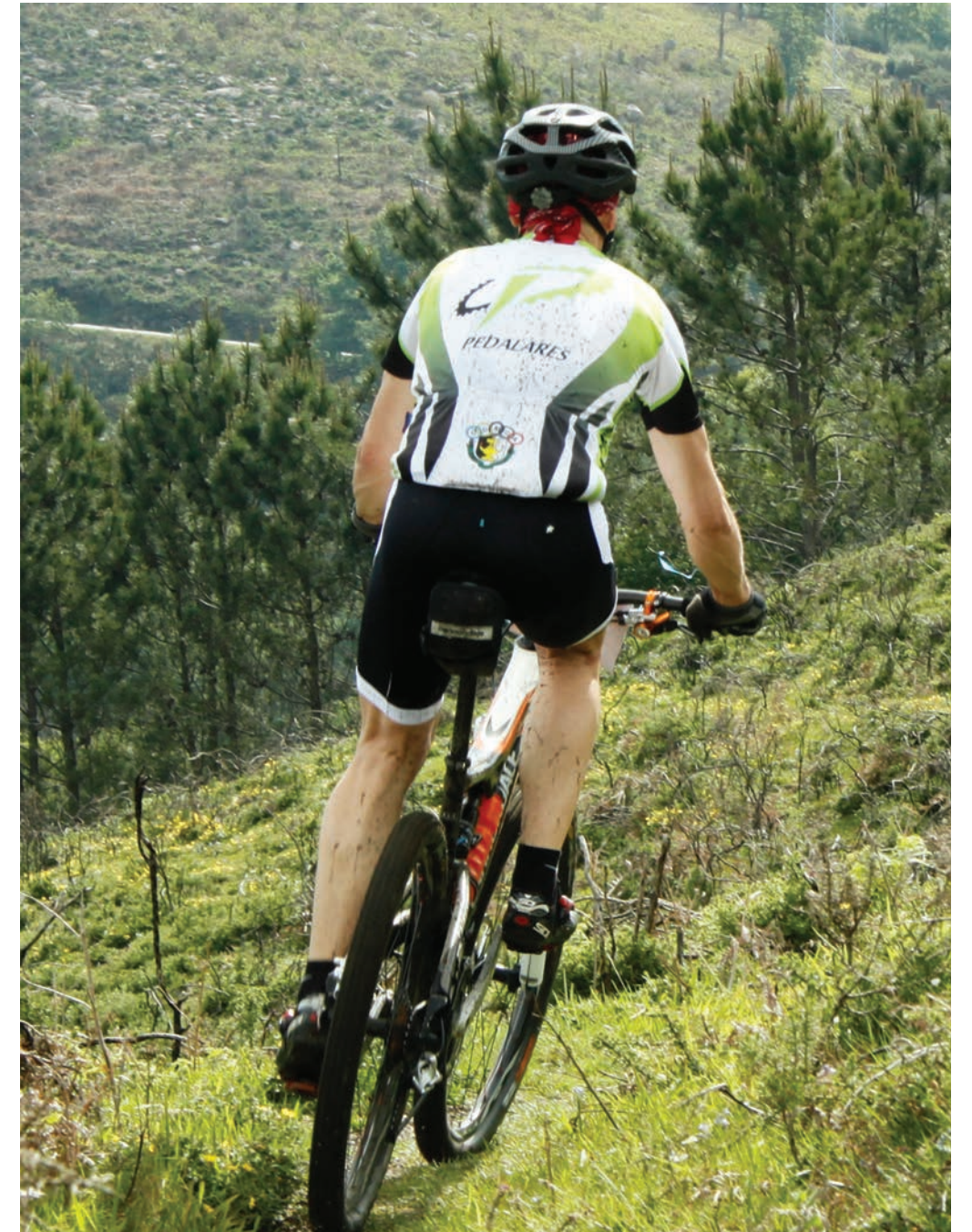
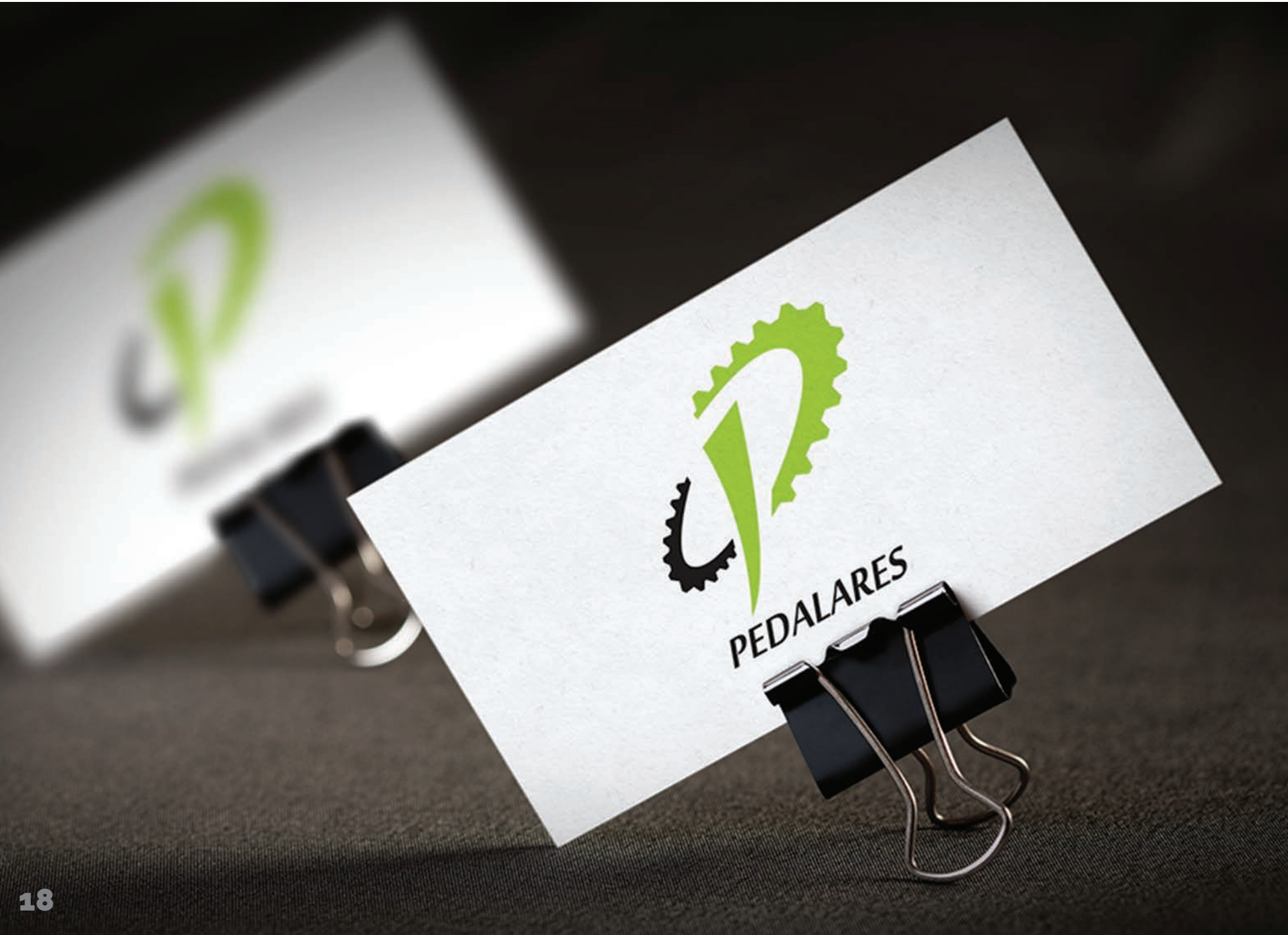
The club was in need of a logo to represent itself and to use on the official jersey. The logo was achieved by combining three main elements, the bicycle crank-set, the pedal and the pedalling motion, and the letter P, the club name initial.

SKILLS: LOGO DESIGN
SOFTWARE: ADOBE ILLUSTRATOR
DATE: APRIL 2010



Main logo version ▼

◀ Secondary logo version
Applied on team jersey ▼



BRINCADEIRAS COM HISTÓRIA

CHILDREN TOYS BOOK
ILLUSTRATION AND EDITORIAL DESIGN

EVERY YEAR THE CHILDREN OF THE PRESCHOOLS IN AMARES DEVELOP A LUDIC ACTIVITY.

In 2012 the theme was old toys and parents and children constructed various toys and games that were used years ago when their parents were children. The final product was a book that compiled photographs and descriptions of each toy or game. The cover of the book was illustrated with a representation of old toys and dolls and complemented with some custom lettering to tie the look.

SKILLS: ILLUSTRATION, GRAPHIC AND EDITORIAL DESIGN
SOFTWARE: ADOBE ILLUSTRATOR AND INDESIGN
DATE: MAY 2012



Front Cover of Book ▶
Page Spread ▼



▲ Page Spread



▲ Page Spread

7ª ROTA DA LARANJA

MOUNTAIN BIKING EVENT
EVENT BRANDING

ROTA DA LARANJA IS AN ANNUAL AMATEUR MOUNTAIN BIKING RIDE.

Being the 7th year of the event it was time for a new approach. So a new logo was created and a new style of communication was used for the creation of the poster and collateral materials.

SKILLS: GRAPHIC DESIGN
SOFTWARE: ADOBE PHOTOSHOP
DATE: MAY 2014



◀ Flyers

Webpage ▼



rota.pedalares.com



▲ Event Poster

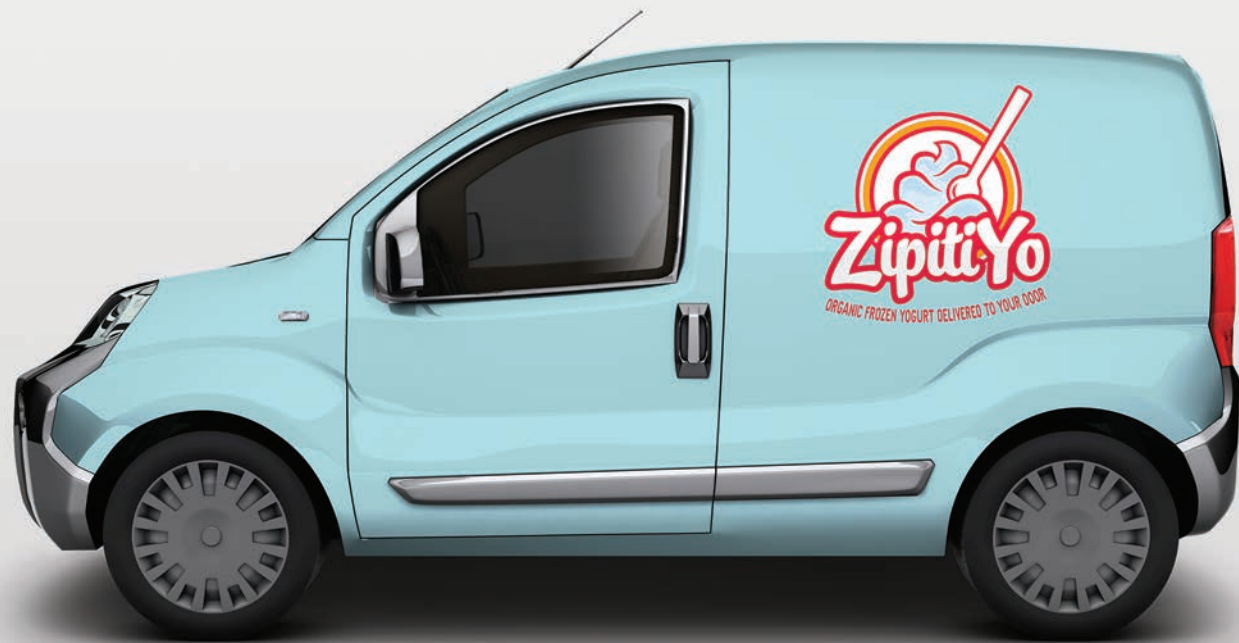
ZIPITIYO

ORGANIC FROZEN YOGURT
BRAND IDENTITY

A NEW BRAND THAT DELIVERS ORGANIC FROZEN YOGURT DIRECTLY TO YOUR DOOR.

ZipitiYo is an American brand specialised in the delivery of frozen yogurt. A logo was needed that represented the brand and would work well on the delivery van, making it easily recognisable.

SKILLS: LOGO DESIGN
SOFTWARE: ADOBE ILLUSTRATOR
DATE: MAY 2014



▲ Logo on delivery van ▲



▲ ZipitiYo logo

TÂNIA & TIAGO WEDDING

WEDDING MATERIALS
EVENT BRANDING

TÂNIA AND TIAGO ARE A CUTE PORTUGUESE COUPLE THAT GOT MARRIED IN APRIL 2014. SCOOTERS WERE A BIG PART OF THE WEDDING.

This was a great opportunity to experiment with a different kind of work and with almost total creative freedom.

After an initial talk with the couple, and with color scheme and fonts chosen, the work started with the invitation with a **more illustrative and infographic approach**. This feeling was then used to create the remaining wedding materials.

Scooters are a big part of the couples life so **illustrations representing the bride and groom in various fun situations**. These illustrations were also used to create a funny animation story that was projected during the wedding.

SKILLS: ILLUSTRATION,
GRAPHIC DESIGN AND ANIMATION
SOFTWARE: ADOBE ILLUSTRATOR,
AFTER EFFECTS AND PREMIERE
DATE: APRIL 2014

Table Markers
Each marker featured a different illustration
Wedding Invitation



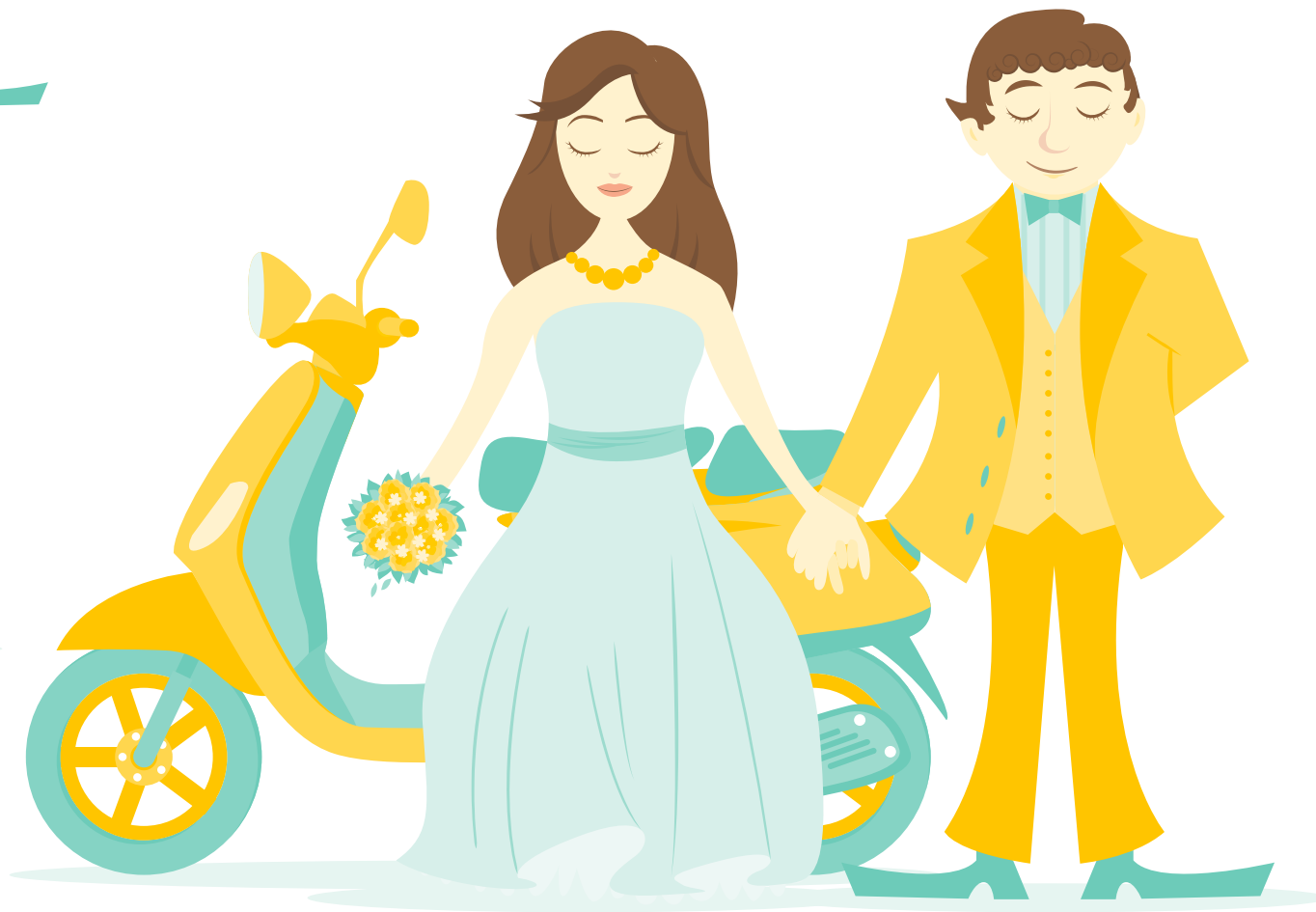
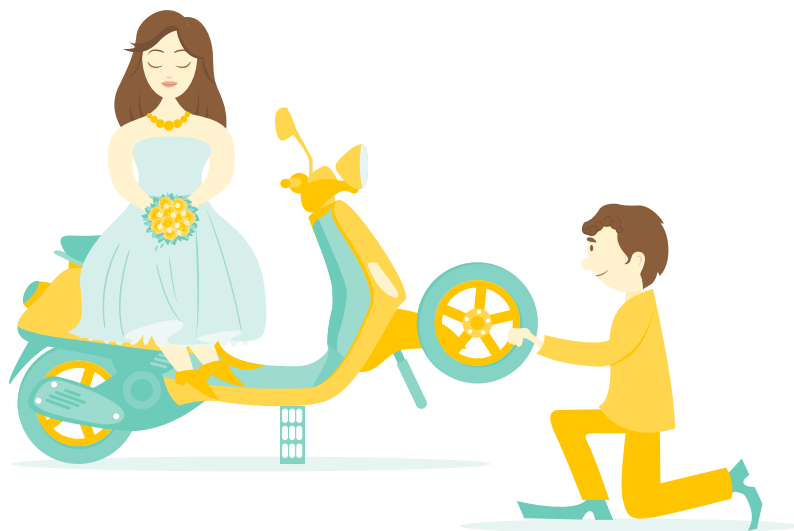
Couple logo to be used in all the wedding materials



Church Ceremony Book



Invite detail



AMARES BOOK FAIR

BOOK FAIR
ACADEMIC PROJECT | EVENT BRANDING

THE AMARES BOOK FAIR TAKES PLACE EVERY YEAR IN MAY. THE PROGRAM HAS LITERARY AND PEDAGOGICAL NATURE.

As a third year project of the Graphic Design Degree we were tasked with finding an organization with whom we could collaborate on a project.

The Amares Book Fair presented as a good opportunity to implement various skills of the Graphic Design profession.

After an initial study it was understood that the Book Fair had two main aspects. The literary one, with book sales and presentations and talks with writers, and the pedagogic one with activities with children and also an exposition of works of the various schools.

Taking in consideration the book fair and cultural and local aspects, a theme was chosen: **The Book as the Seed of Knowledge**. This seed germinates as a plant and its fruits are all the aspects and activities of the Book Fair.

The approach was an illustrative one, creating a colorful, fun and full of detail look that could appeal to both children and parents.

The theme and motifs were then carried through all the communication materials, from invitations to flyers and program leaflets, to mupis and outdoors. And beyond, also creating various merchandising objects, all breeding from the same theme.

Although this was an academic project it was implemented and used by the Book Fair.

SKILLS: ILLUSTRATION, GRAPHIC DESIGN
SOFTWARE: ADOBE PHOTOSHOP AND ILLUSTRATOR
DATE: MAY 2013





Mupi with the weeks program
 Various promotional materials

Detail of the leaflet



Book Marker
 Inside of the programs leaflet



Detail of the program leaflet
 Tear of the side of the program to use as a book marker



T-Shirt

Pins



Pins



T-Shirts

Coloring Pencils and Pins

Notebook and Coloring Pencils



Bag



RESUMÉ

SKILLS AND WORK EXPERIENCE

TECHNICAL SKILLS

SOFTWARE

PHOTOSHOP ★★★★★★☆☆☆
ILLUSTRATOR ★★★★★★☆☆☆
INDESIGN ★★★★★★☆☆☆
HTML + CSS ★★★★★☆☆☆☆

OTHER SOFTWARE

FLASH ★★★★★ DREAMWEAVER ★★★★★
PREMIERE ★★★★★ AFTER EFFECTS ★★★★★
COREL DRAW ★★★★★ BLENDER ★★★★★

EDUCATION

Instituto Politécnico do Cávado e Ave
Portugal 2010-2104
Graphic Design

LANGUAGE

Portuguese ★★★★★★☆☆☆
(native language)
English ★★★★★☆☆☆☆

WORK EXPERIENCE

Pimentel Publicidade (design studio) (Part Time, May 2009 - Jan 2011)

Graphic Designer and Illustrator: designed flyers, corporate identities, brochures, packaging design and collaborated in advertising projects.

Gráfica Xavier (printing business) (Part Time, Jun 2011 - Dec 2013)

Graphic Designer: designed flyers, posters for events, corporate identities and stationary, brochures, etc.

2009 2010 2011 2012 2013 2014

Freelancing (2009 - Present)

Graphic Designer and Illustrator: designed flyers, posters for events, brochures, corporate identities and various other projects, like book pagination and illustration, and a few webdesign jobs.



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YOU**

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