

2019

-

# Antecâmara's



JOURNAL



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ABOUT US

CONTACT :

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www.antecamarastudio.com

# The Beginning

Antecâmara started as a collective between Tiago Cepa and Manuel Sá with the purpose of taking risks through design and having fun along the way. They assume that every project is unique, opens up new design approaches to be explored, and therefore, they work to achieve their full potential.

In 2017, Antecâmara turned into a design studio based in Esposende, Portugal

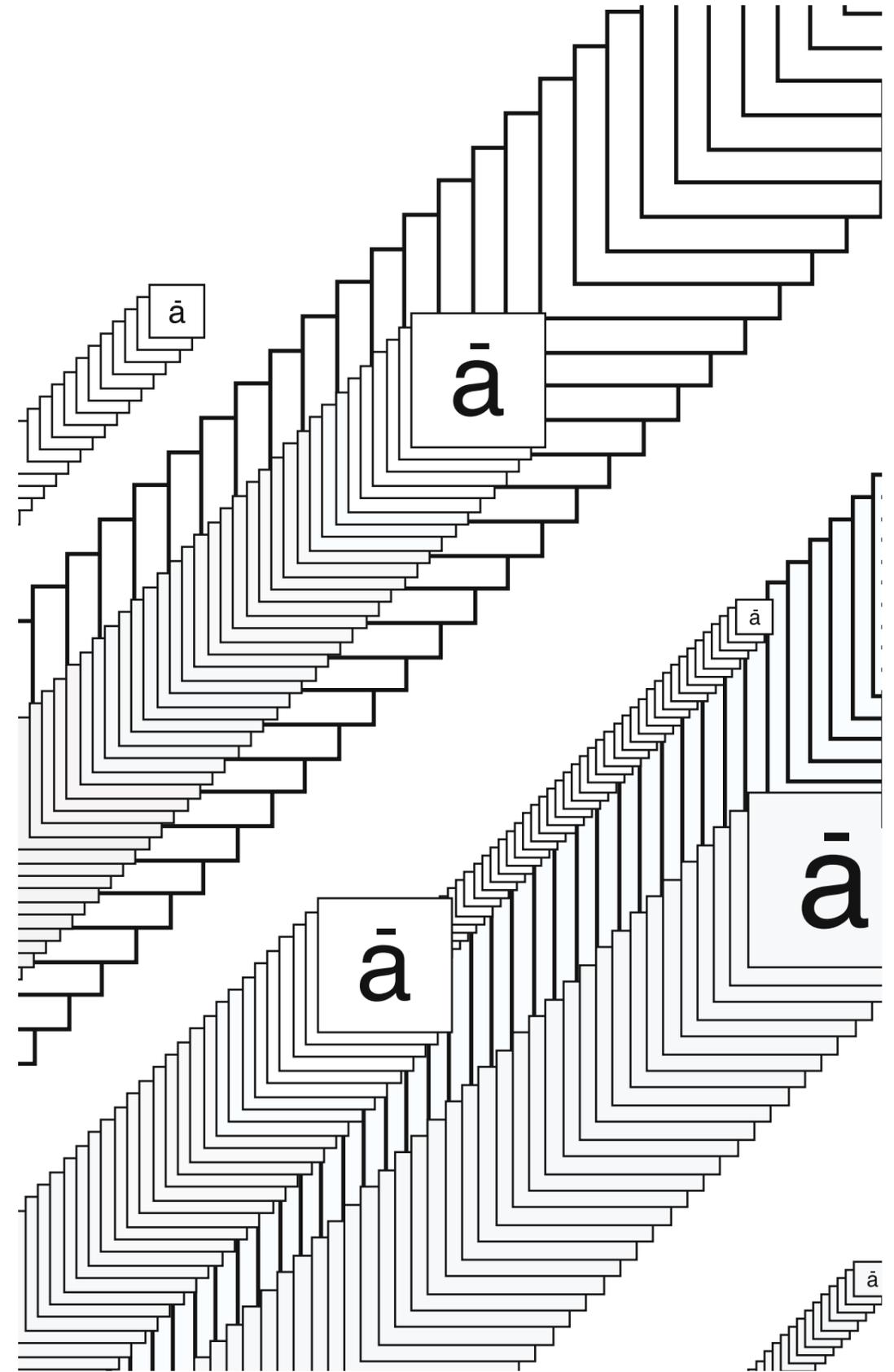
## OUR SERVICES

GRAPHIC DESIGN :

Advertising . Branding . Editorial  
Illustration . Motion Graphics . Packaging  
Photography . Posters . Signage & Wayfinding

WEB DESIGN :

Front-End . Back-End . E-Commerce . UI/UX  
Web Animation . Mobile Apps





# Jaime Lopes

Located in Braga, Jaime Lopes is an accounting firm with over a decade of activity in the field. Being math their main working tool, the mathematical symbols for addition, subtraction, division and multiplication have been the identity's cornerstone, both in the logo as in the secondary elements for communication. However, it was the versatility of the plus sign (+), for being a symbol transversal to so many work fields, that we wanted to highlight, because of the way it conveys the idea of added value for customers, directly or indirectly.

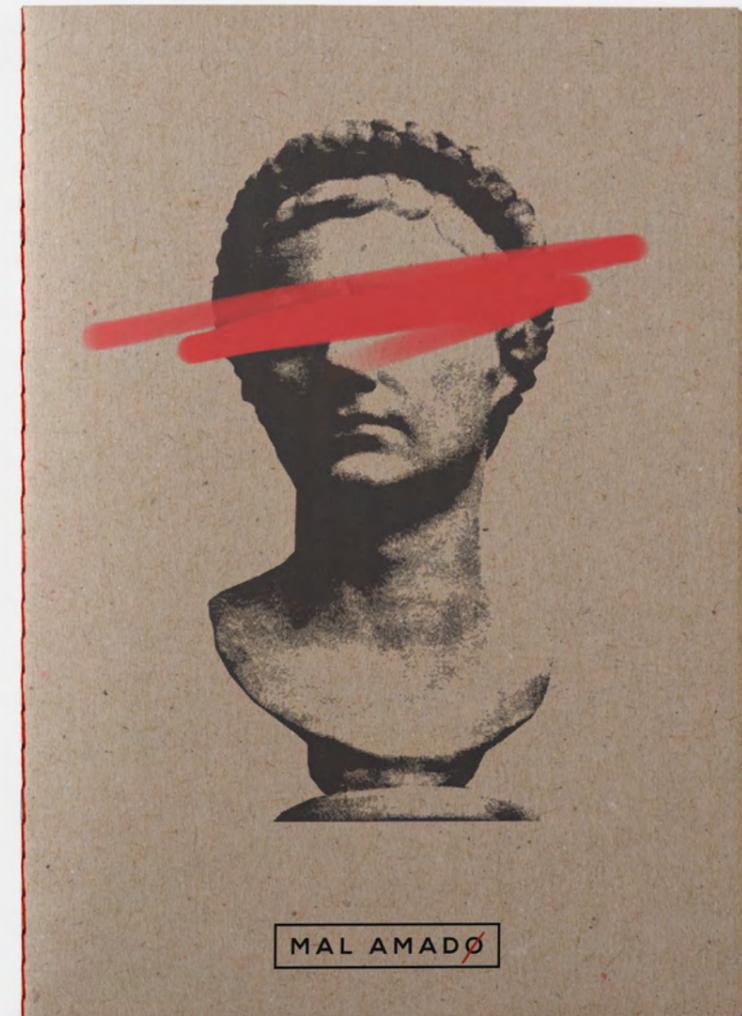


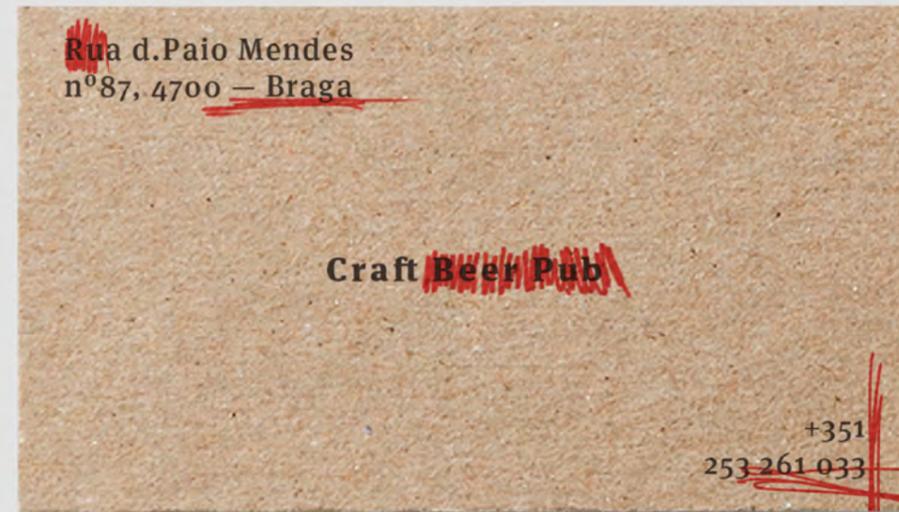


# Mal Amado

Mal Amado is the name of a bar that recently opened in Braga, located in one of the most iconic spaces in the city. Known for its role as a meeting place of artists, writers and musicians who conspired against Salazar's fascist regime during the 1970s, and subsequently, for its liaisons to prostitution and excessive consumption of drugs or alcohol. The name comes from a current Portuguese expression, meaning someone who is not loved, but who also doesn't feel love for anyone and may even have feelings of envy, anger or hatred. The name thus

proposes a pun on something ill-loved to be terribly loved. It was relevant to recover part of this mysticism and to apply it in the identity – in a provocative way –, which seeks to convey the feelings described above, especially anger and hatred. We got to this concept of scratching the logo, creating several layers of reading, making it at the same time difficult to read. Simultaneously, it was created a set of illustrations to represent scenarios of debauchery, such as drunkenness, prostitution and drug use, with a focus on degraded, unreal and disconnected characters.



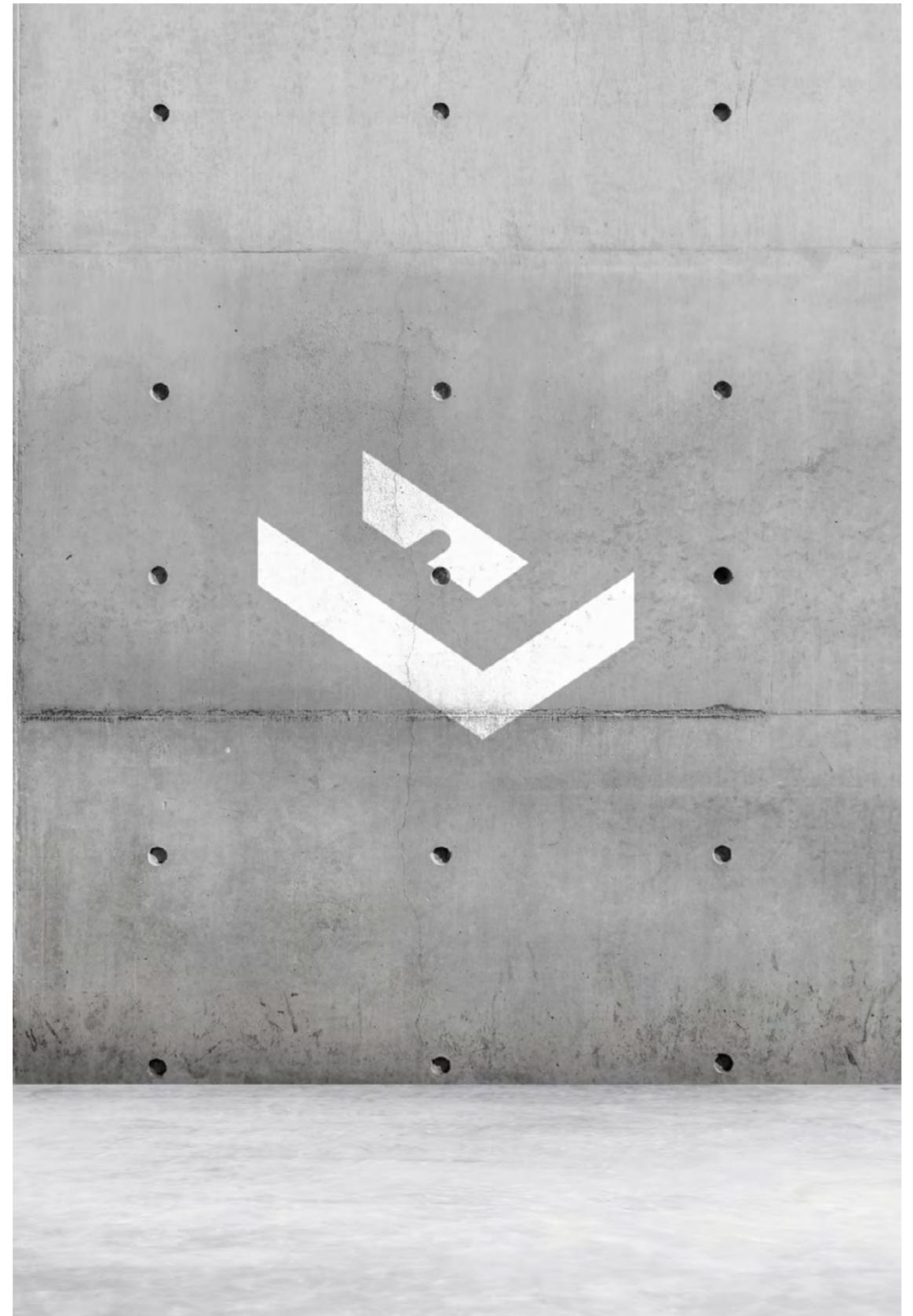


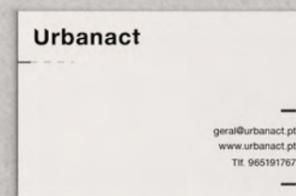
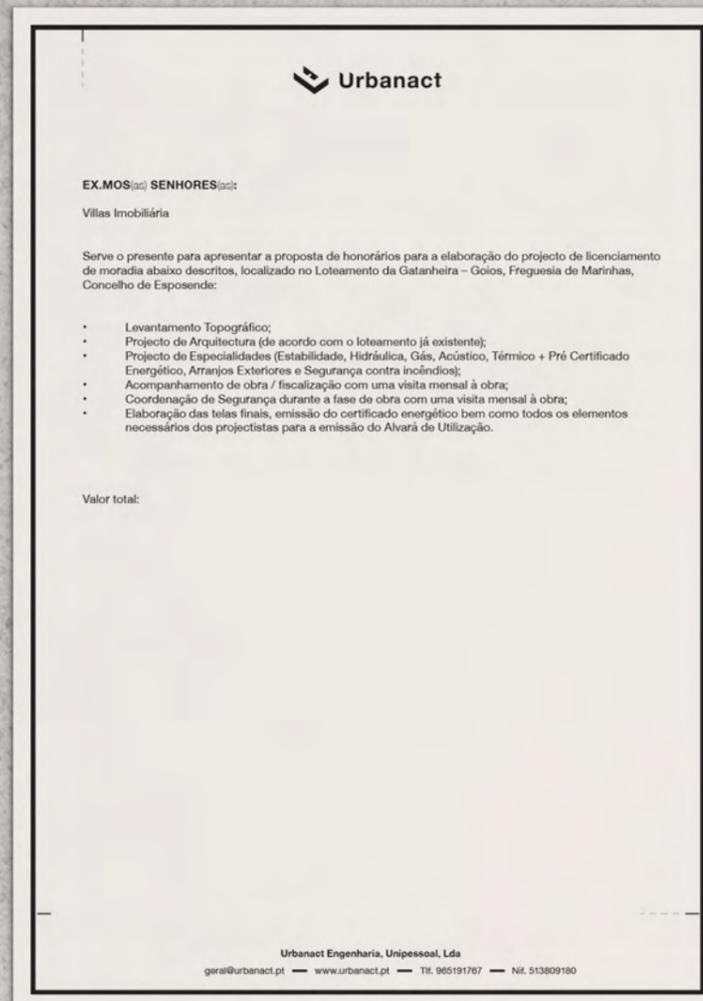


# Urbanact

Urbanact is an engineering, management and real estate valuation services company based in Esposende. The identity's creation and, later, the logo conceptualization was grounded in this idea of building. Embracing the inspiration, a three-dimensional shape was created from the letters U (Urban) and A (act), making a clear reference to an urban spot and the shape of a building. A central link has also been added to the structure, which in turn

conveys the idea of action and bridge - something that Urbanact itself represents in their business, being a facilitator between what the client wants and what the project needs to achieve its goals. In this logo, the principles of Gestalt are evident, a philosophy that holds that in order to understand the parts one must first understand the whole. An attitude with which the company identifies with and wants to communicate to customers and employees.

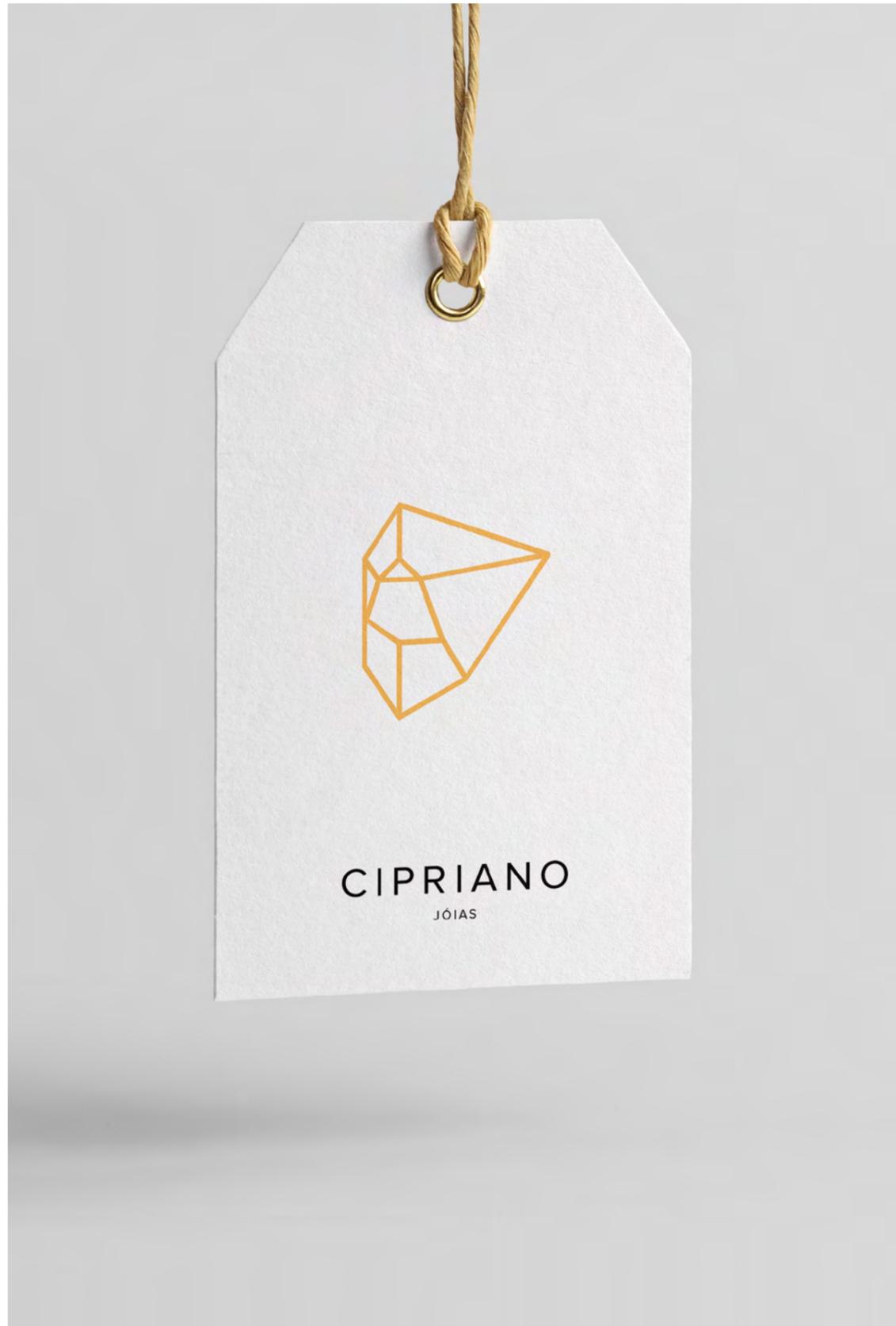




CLIENT : CIPRIANO  
JÓIAS

YEAR : 2016

FIELD : BRANDING  
PACKAGING



# Cipriano Jóias

Cipriano Jóias is a jewellery brand with a tradition that goes back to 1989. The establishment is dedicated not only to the sale of watches, jewelry and accessories but also to their maintenance and repair. With avant-garde and creative inspirations but without breaking the traditional Portuguese jewellery craft, the Cipriano Jóias team provides its clients with pieces of timeless value. For the rebranding, we took inspiration and highlighted two elements: the chemical bond of metals and the lapidation of jewellery. These elements were reinterpreted, resulting in five forms that give strength, modernity and versatility, without breaking the image of the past.





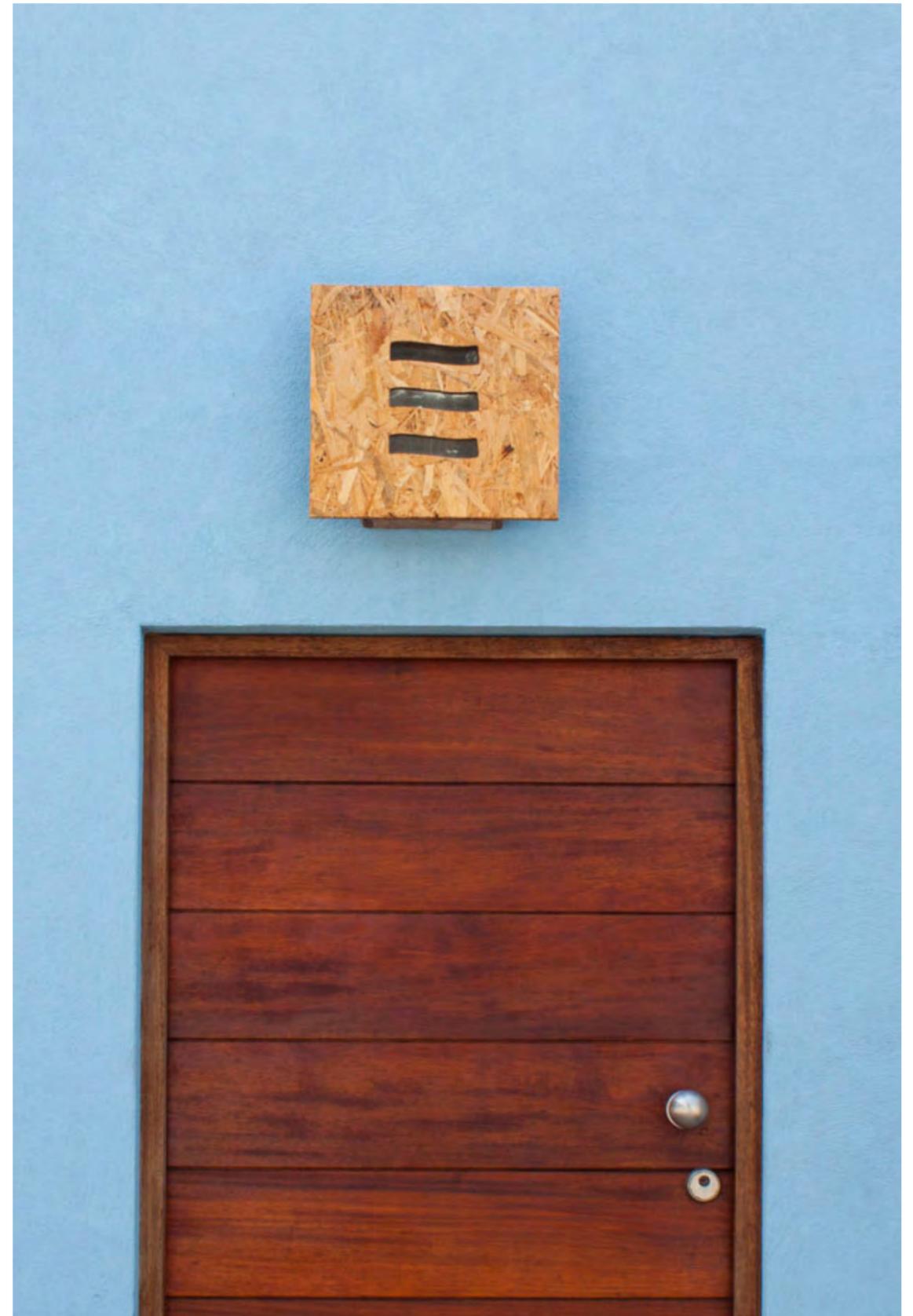
CLIENT : ESPOSENDE  
GUESTHOUSE

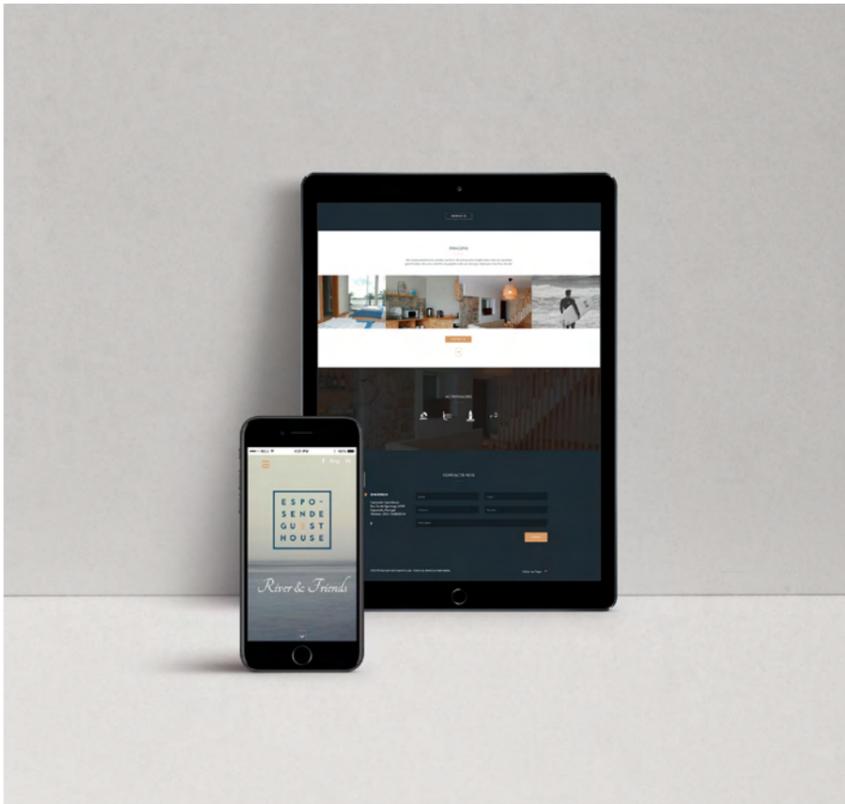
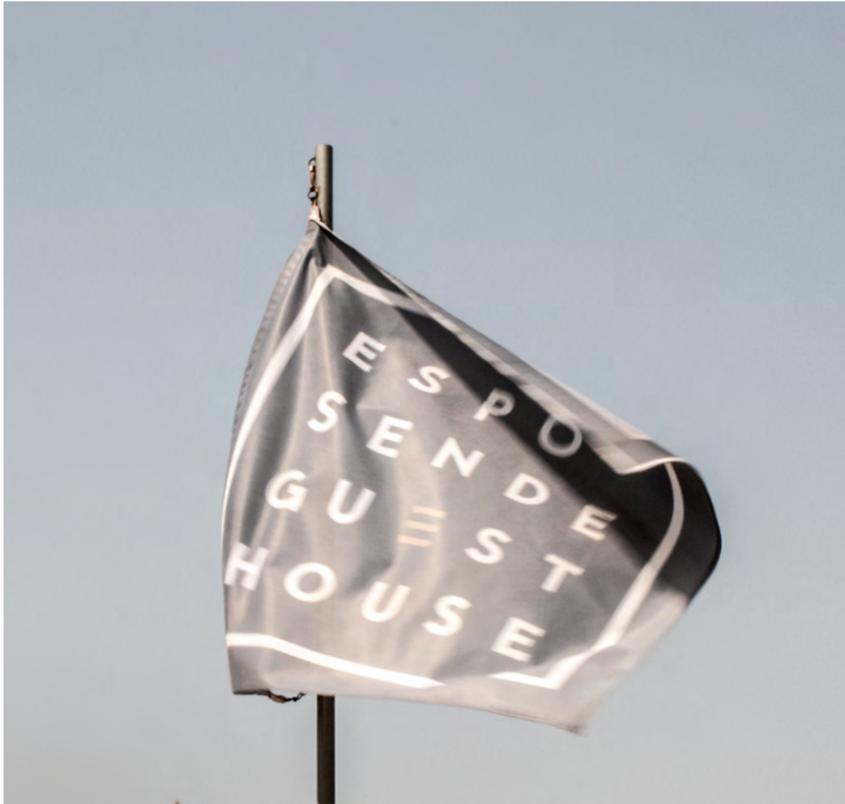
YEAR : 2016

FIELD : BRANDING  
WEBSITE

# Esposende Guesthouse

Esposende Guesthouse is a state-of-the-art tourist accommodation close to the Cávado River's estuary. Thanks to the privileged location, this guesthouse offers the perfect combination of riverside scenery, coastline atmosphere and Minho's typical warm welcome. The founders of this guesthouse, passionate about the history of the city and its strong historical bond with the sea and the river, have set the tone for the identity's theme. From form to color, the construction of the image consisted in the creation of a modern and relaxed look, focusing on the peculiar form of the building - a family heritage - and the natural coastal environment that surrounds it.







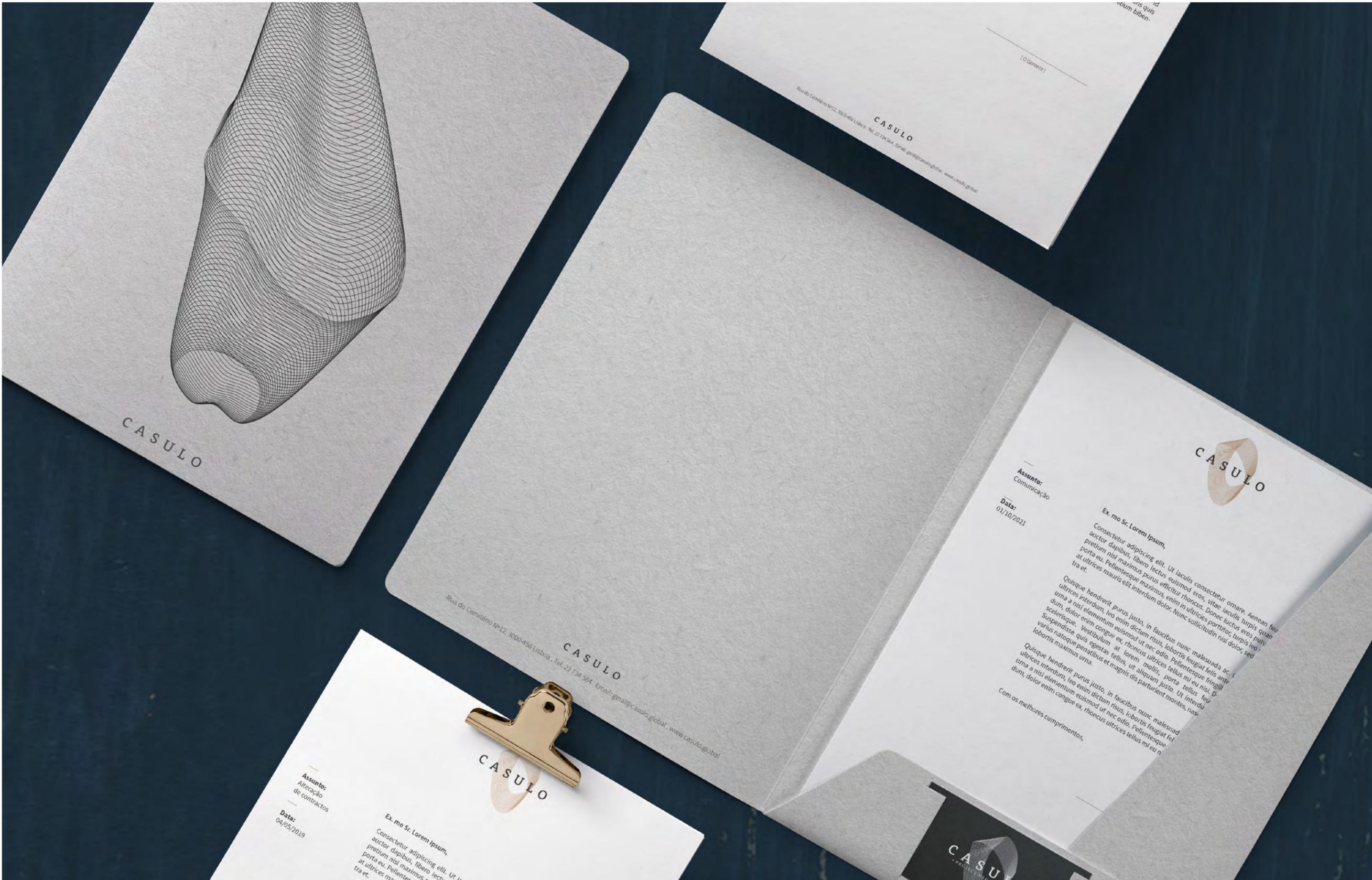
CLIENT : CASULO

YEAR : 2017

FIELD : BRANDING  
WEBSITE

# Casulo

Casulo is an investment management and real estate project company based in Lisbon. By positioning itself in the market as a young and dynamic company, it tries to take advantage of the technological advances, as well as the current trend for the application of national or foreign investment. The name is inspired by the embryonic but promising stage of the company. If a cocoon is, in its genesis, a kind of capsule that protects insects or seeds, in this context, it means Casulo is a safer way for the investments of each client. The identity is minimalist and delicate and aims to mimic silk lines. Simultaneously, it has a visual dynamism, as it transforms from support to support, just like the metamorphosis that the cocoons suffer over time.





CLIENT : CHRONOSLEX

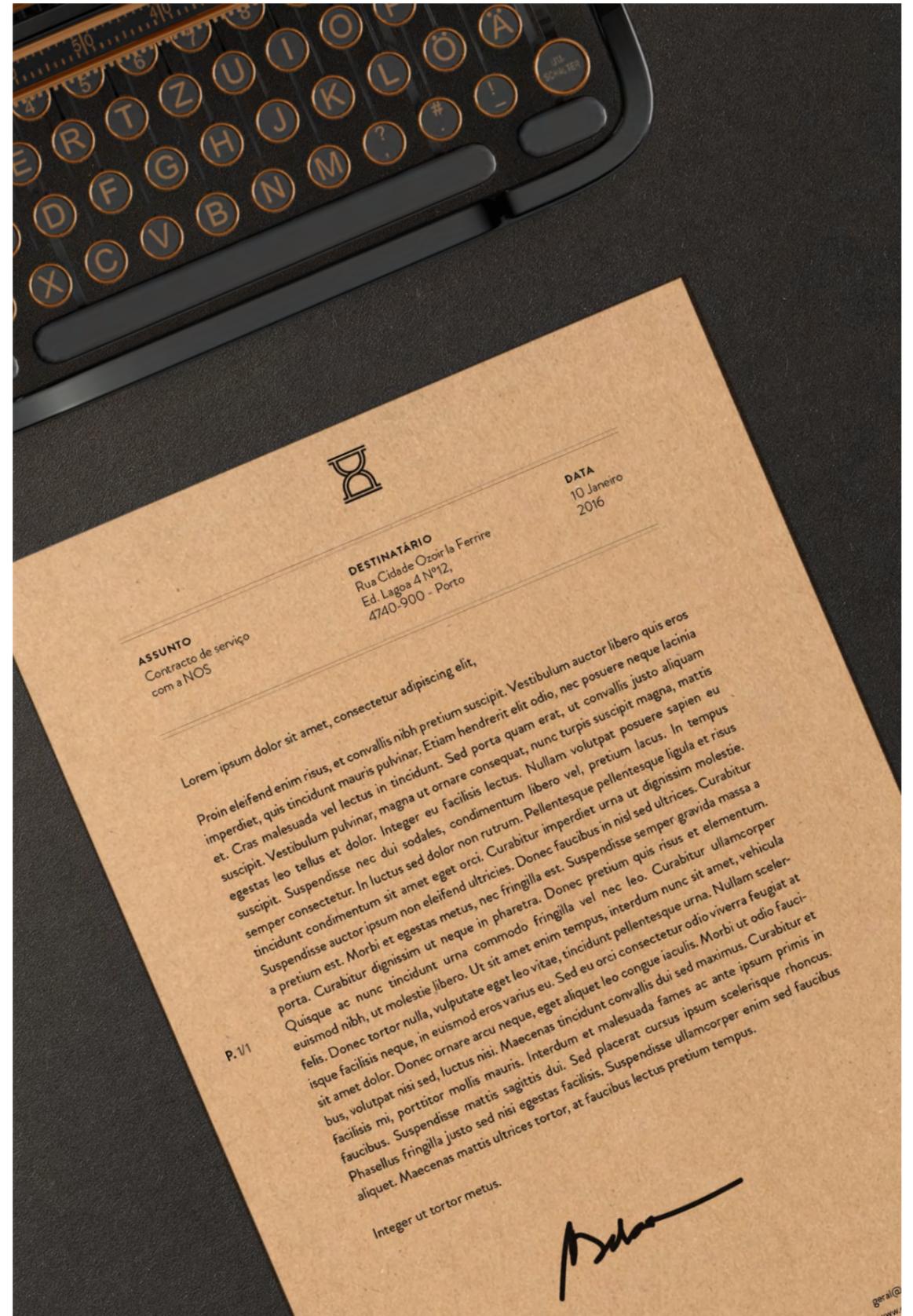
YEAR : 2016/18

FIELD : BRANDING  
WEBSITE  
MOBILE APP  
ADVERTISING

# Chronoslex

Chronoslex is a company from Porto, dedicated to the development of calculus software and management of lawsuits deadlines. In the identity, we focused on the etymology of the name, composed of two Latin words: chronos, meaning "time"; and lex, "law." For each of these words, a representative visual element was defined. In this case, the hourglass and the Doric column were chosen, respectively. Elements that later served as the foundation of the logo, combined with the letters C and

X - the first and last letter of the name - in reference to the balance of the scale plates. The result is an identity that confronts modernism and minimalism with classicism. In parallel, a software was developed with web and mobile support. The development of the software focused on the assertiveness of the calculation of lawsuits, without neglecting the user experience and the connection that the interface has with the Chronoslex brand.





O Lorem ipsum é um texto modelo da indústria por estas indústrias desde o ano de 1500, quando um texto não só sobreviveu 5 séculos, mas também o salto para a popularidade nos anos 60 com a disponibilização das folhas de Lorem ipsum, e mais recentemente com os programas de publicação como o Aldus PageMaker.

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# Cerveja Coice

Coice beer is a craft beer from a production company operating from Forjães, Esposende. The name is inspired by the high alcohol content of the drink, which is compared, in a joking tone (or not), by whoever drank it, to a kick from a horse. Designed to accompany snacks and celebrate friendship, its beers promise to give a lot of joy to those who drink them ... or a slight dizziness if the “kick” is a little stronger. The identity features the figure of a horse, following the initial idea given by the founders. All supports (business card, stationery, envelopes, labels and packaging) are

marked with custom iron stamps, creating a unique mark all the times they are used, with some dents and creases, but with a visual effect more interesting and graphically similar to the intensity of a horse’s kick. To strengthen this idea, the illustration, which has the aesthetics of an engraving, depicts the imminence of a kick, and its backed with a personalized font. The typography is inspired by horseshoes and it was applied in the various supports, in order to reinforce the visual impact of the brand.



# Inseek

Inseek is a human resources and temporary work company operating in several countries. Its identity expresses the values of the company, which strives to place the workers in positions appropriate to their competences. Thus, the important thing was to show the range of platforms in which it acts. To show this, there were used extending lines to create the visual effect of direction and movement, representative of this constant search for lasting partnerships and good employees to join the team. At the same time, a website was created with a recruitment platform form, in parallel to a physical and digital campaign to help achieve the objectives that are proposed.





inseek

inseek

inseek

O Lorem Ipsum,

O Lorem Ipsum é um texto modelo da indústria tipográfica e de impressão. O Lorem Ipsum tem vindo a ser o texto padrão usado por estas indústrias desde o ano de 1500, quando uma misturou os caracteres de um texto para criar um espécime de livro. Este texto não só sobreviveu 5 séculos, mas também o salto para a tipografia electrónica, mantendo-se essencialmente inalterada. Foi popularizada nos anos 60 com a disponibilização das folhas de Letraset, que continham passagens com Lorem Ipsum, e mais recentemente com os programas de publicação como o Aldus PageMaker que incluem versões do Lorem Ipsum.

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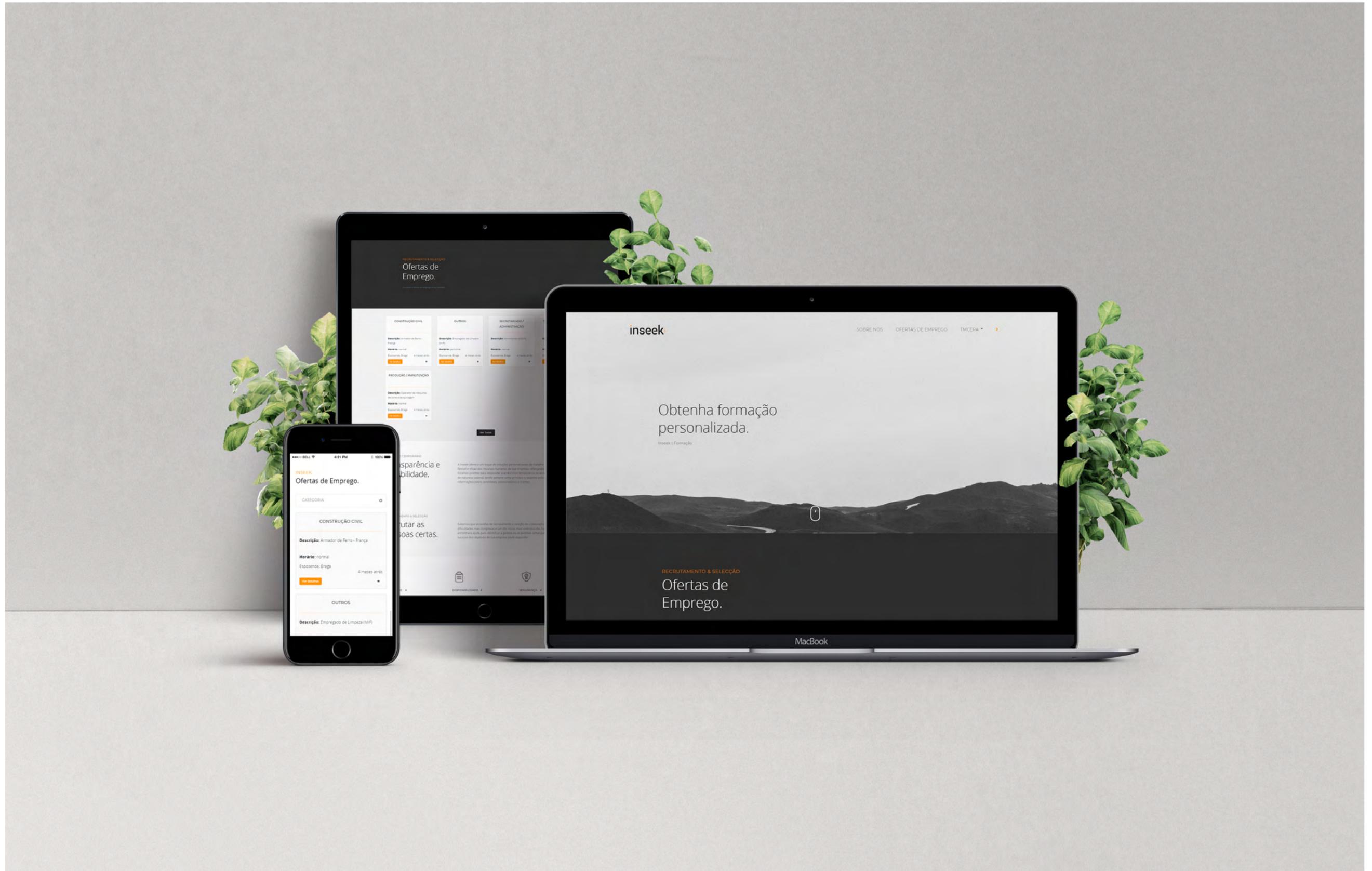
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Sinceramente,

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Alvará n.º832/17  
Garantia Banc: 75.055,75



# Miranda e Morgado Advogados

Miranda and Morgado Advogados is a law firm in Esposende that has recently undergone a restructuring process, including an image renewal. With nineteen years of experience in the field, their values were built on quality, pragmatism, and professionalism, which we wanted to represent in their new identity. The office and work environment of this law firm has a classic architecture that inspired us and led us to transpose it into the logo. For being a team of

lawyers, we started to merge the letters MMA, transforming them into an elegant and classic air seal. From the basic forms of logo construction (if we exclude parts, we get squares, circles, and rectangles) a pattern is generated that unfolds along the identity. This was developed with a palette of sober and neutral colors, representing the seriousness of the activity, with notes of pine green and gold, combined with natural textures, giving it elegance, grace and balance.





CLIENT : SAUR

YEAR : 2017/18

FIELD : BRANDING  
WEBSITE  
PACKAGING  
POSTER

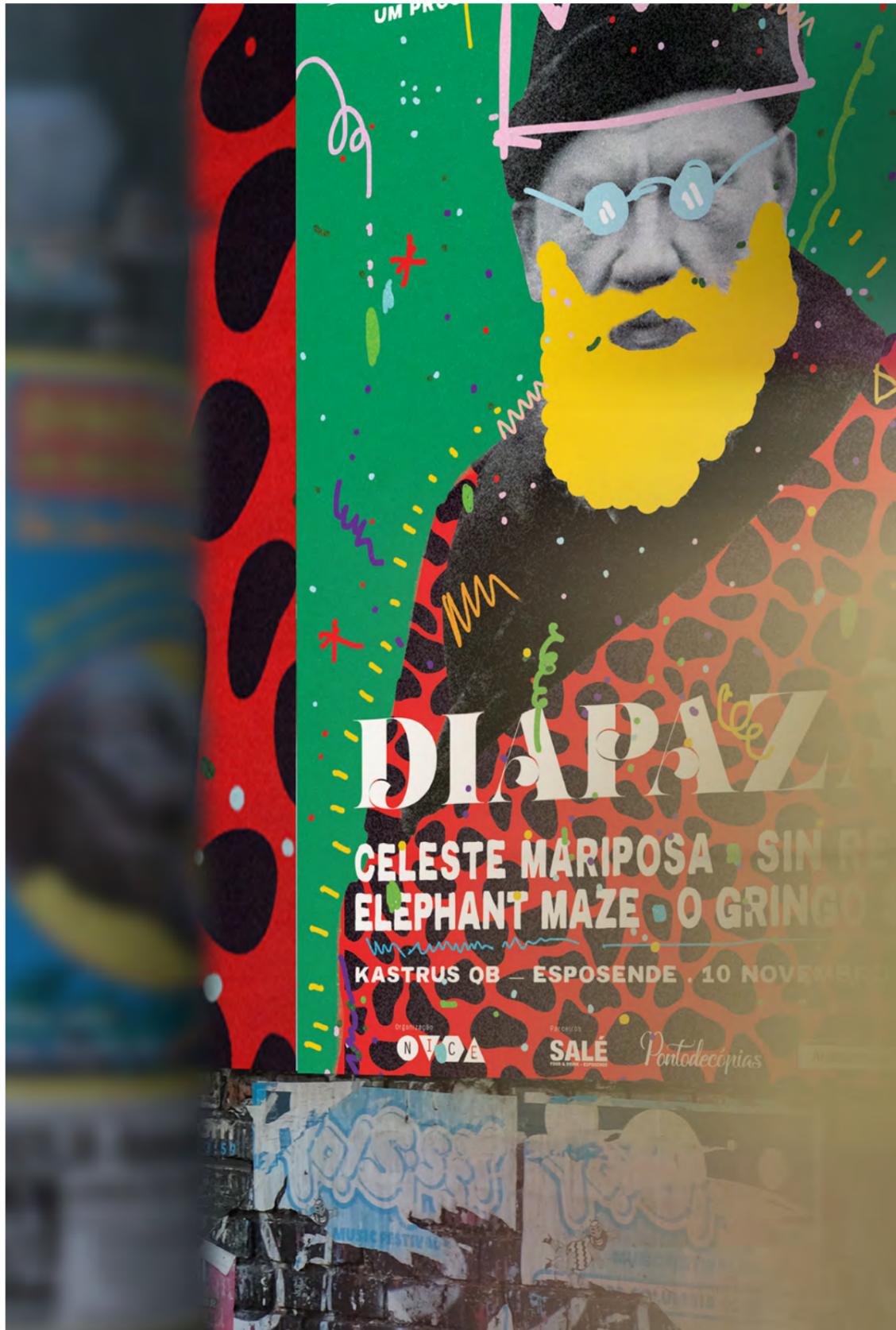
# SAUR

SAUR is an experimental rock band from Lisbon with whom we have worked for weeks to create the image of Amber, their first album. Known for the aggressiveness of their guitars, synthesizers and their themes, it was required that the whole image and communication would live up to the band's image. The illustration rests only on an irregular shape of amber, represented centrally in an undefined space and time. And just as amber resin preserved flowers, insects, fruits and other plant specimens in perfect condition for centuries, this album also aims to immortalize the band's values, consciousness and critical

position by which it's known since its foundation. In practical terms, the image works in two layers. The first, with the cover illustrating an exterior perspective of this form of amber; and the second, when exploring its interior and passing through a new dimension, both expressive and aesthetic. Simultaneously the typography, of alien and Aztec inspiration, was developed with the purpose of codifying messages that the band wanted to convey, in a manifesto written in other alphabets. "People Equal Shit" is an example of phrases that have been encoded in these languages.







## A NICE Year

The Cultural intervention Group NICE is an organization that brings together artists, performers and entertainers from various artistic fields, from music to cinema, visual to performative arts. Since 2013, the founders have diversified the cultural programme for the city of Esposende and in 2018 decided to look for partnerships. Antecâmara was happy to get involved and became responsible for the artwork of all the events since then. After doing an assessment of these 365 days of joint venture, our team couldn't feel prouder of the work done and of NICE's performance.



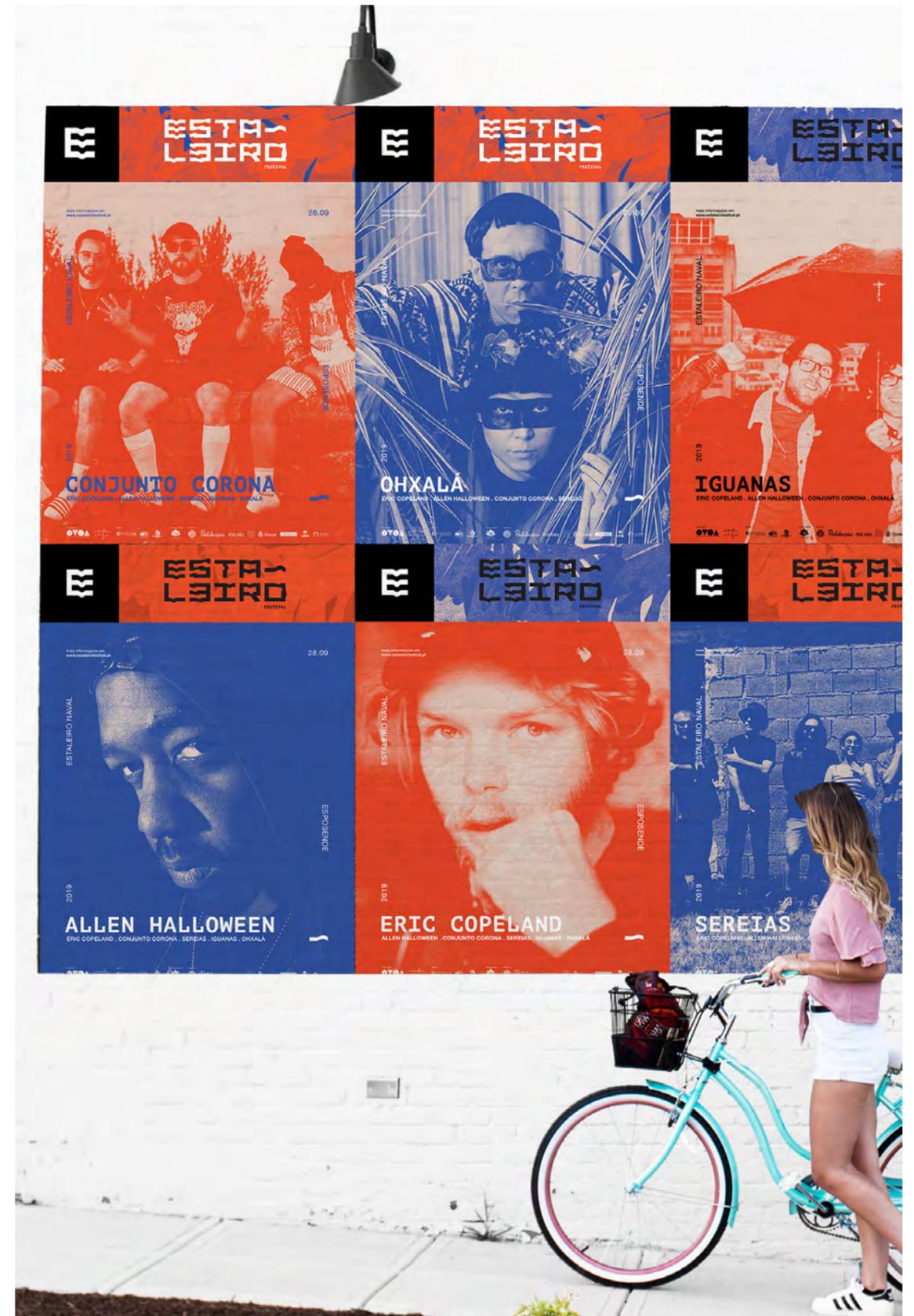
CLIENT : NICE

YEAR : 2019

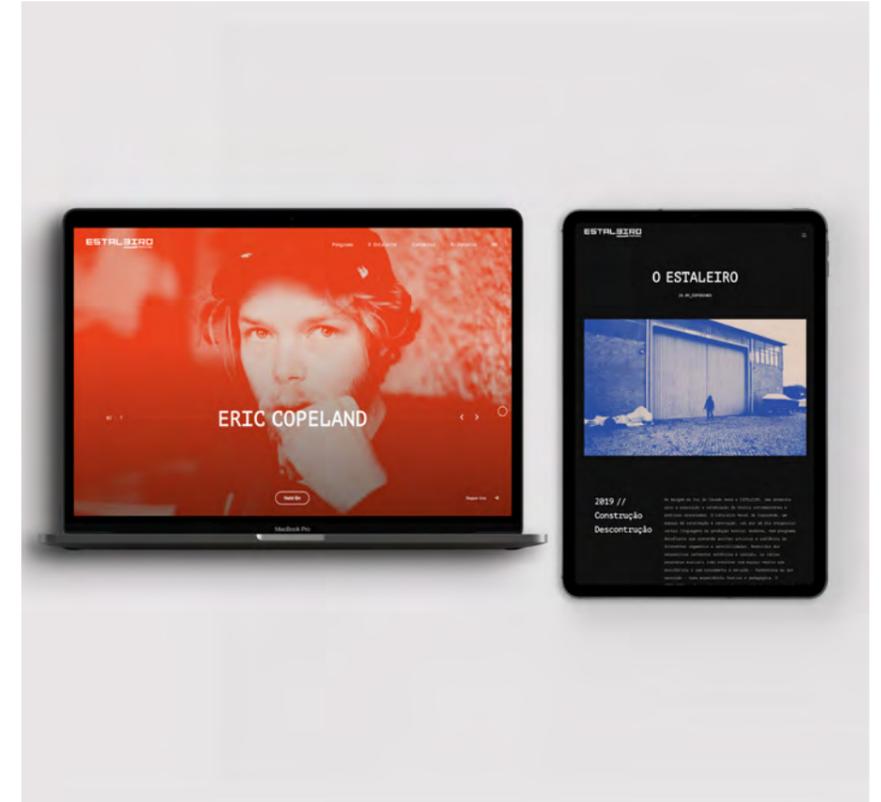
FIELD : BRANDING  
POSTER  
WEBSITE  
ADVERTISING

# Estaleiro Festival

On September 2019, Esposende's old shipyard hosted the first edition of Festival Estaleiro, organized by the cultural associations NICE (Esposende) and Macho Alfa (Barcelos). The headliners were American experimental musician and ex-member of Black Dice, Eric Copeland, and notorious Portuguese rapper, Allen Halloween, whose work has been distinguished for its uniqueness and boldness. Antecâmara Studio was in charge of the event's materials and identity and used the experimental-industrial mood of the festival, as well as the ambience of the city and the site, as inspiration. The logo can be explained as a game of distortion and experimentation of the typography, to reflect construction and deconstruction, a reality present in any shipyard. From the metallic and raw colours emerge the unstable textures of mud, wood, soil and water. The mud comes from Cavado's riverbanks near the shipyard; the eroded wood from the place where once were built majestic ships that sailed the seven seas and now rest at the bottom of the river; and the soil and water come from the connection the people from Esposende have with these natural elements.









# Margot

On late 2018, we were challenged to create a fictitious macaroon brand and this was our approach. The identity contrasts classic elements with modern notes, and has a delicate and minimalist logo, where the textures reflect the patterns from the terraces along the Douro river bankside and the different layers of a macaroon. Feminine and painted in the pastel colours very present in this delicacy, this identity has at its core a character and a story – roughly based on historical facts – created by our studio: Margot, (short for Margareth), a woman of English royal blood who lived in Porto during the great expansion of Porto Wine. In addition to the artwork, the packaging conceptualization was also a request, which resulted in three lines: basic flavours and small quantities; gourmet tastes limited to special occasions; and, at last, the Margot Experience, where the ingredients, quality and origins were enhanced to provide a savouring session.





# ATB Tours

ATB Tours is, as the name indicates, a set of tours planned by Auto Táxis Bougado. The company offers vehicles of their Airport-Porto taxi connections for customized tour services for visitors staying in Portugal. With this in mind, the logo was inspired by the ligature in the letters A and T, as a way to represent this bridge provided by the company. The logo is responsive and can be enlarged and reduced to adapt to different supports, which also reflects ATB Tours' main motto: Getting solutions to adjust its client's needs.



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Pedro Ribeiro

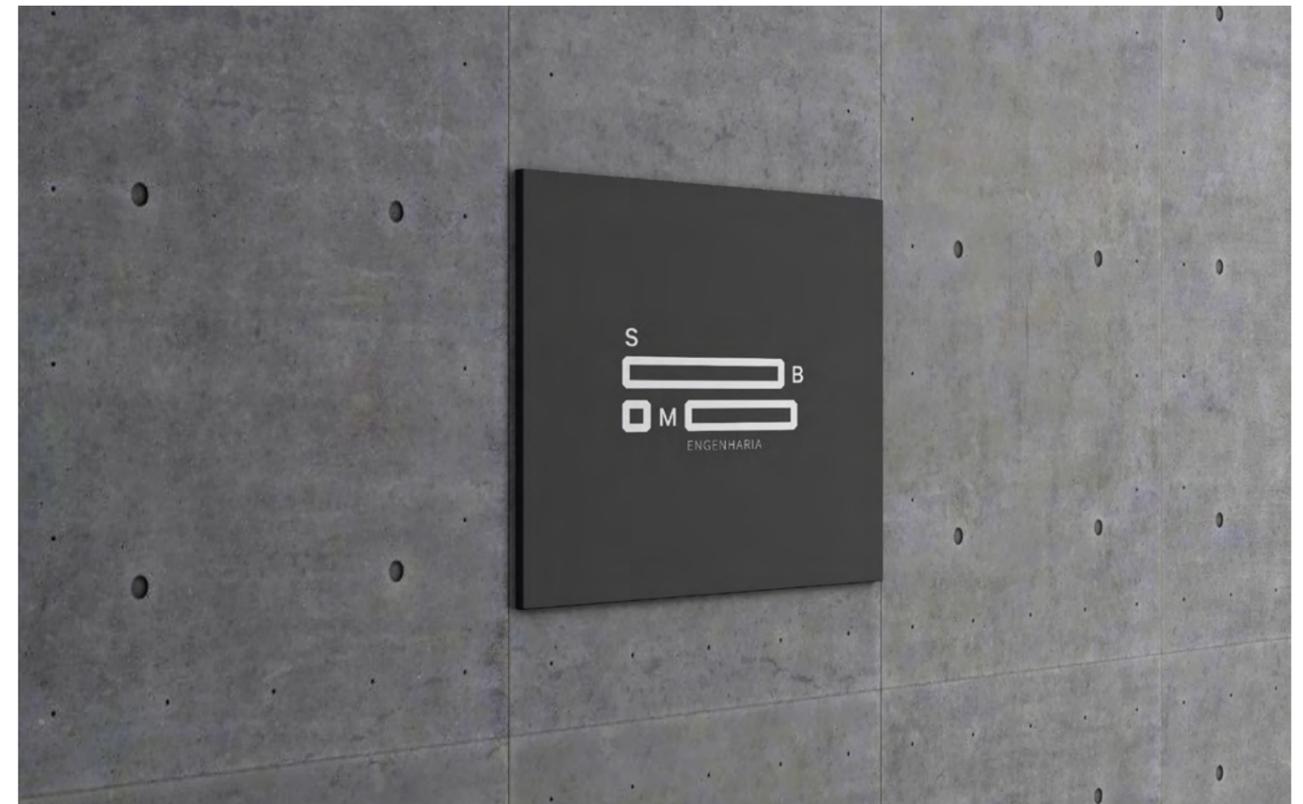
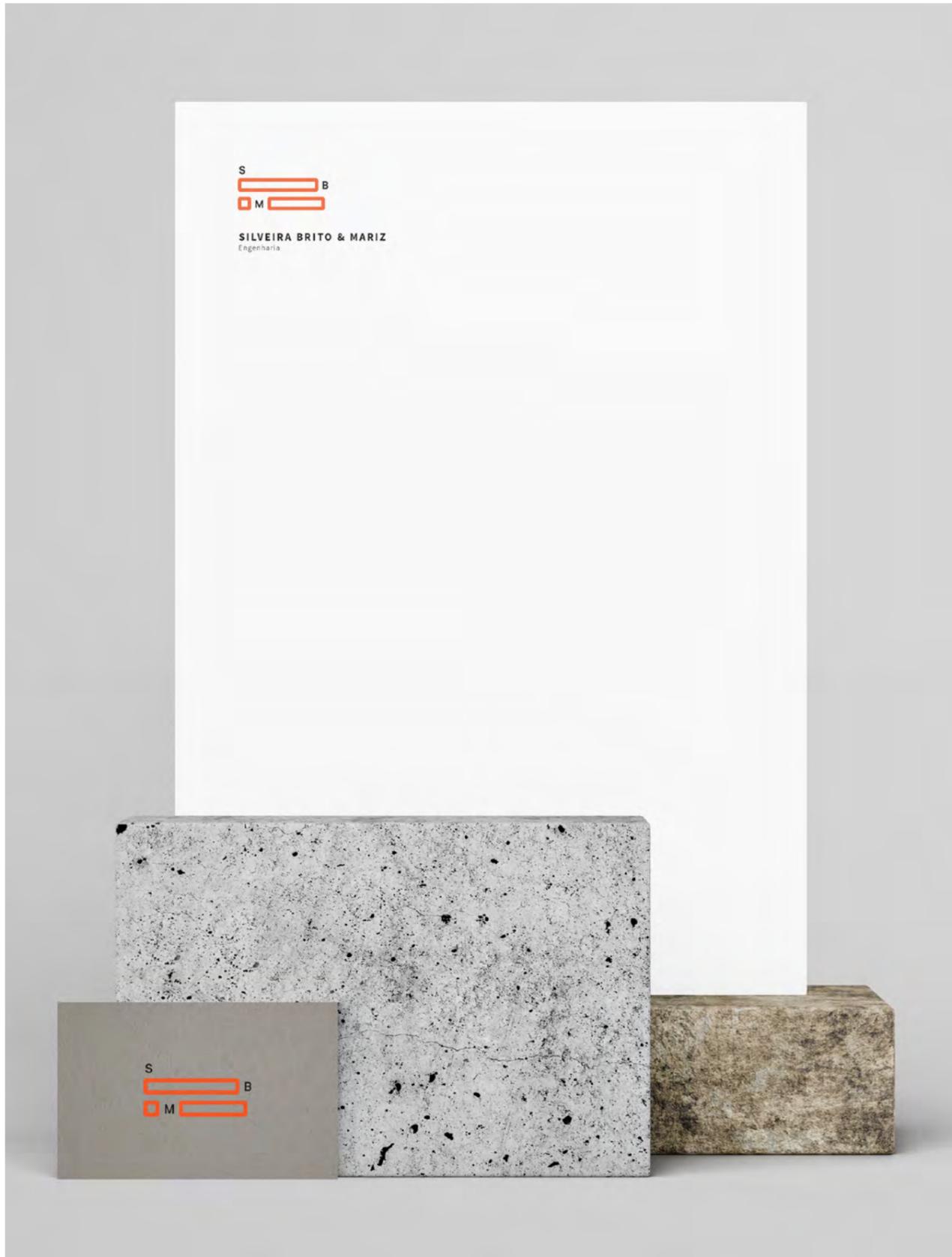
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# SBM

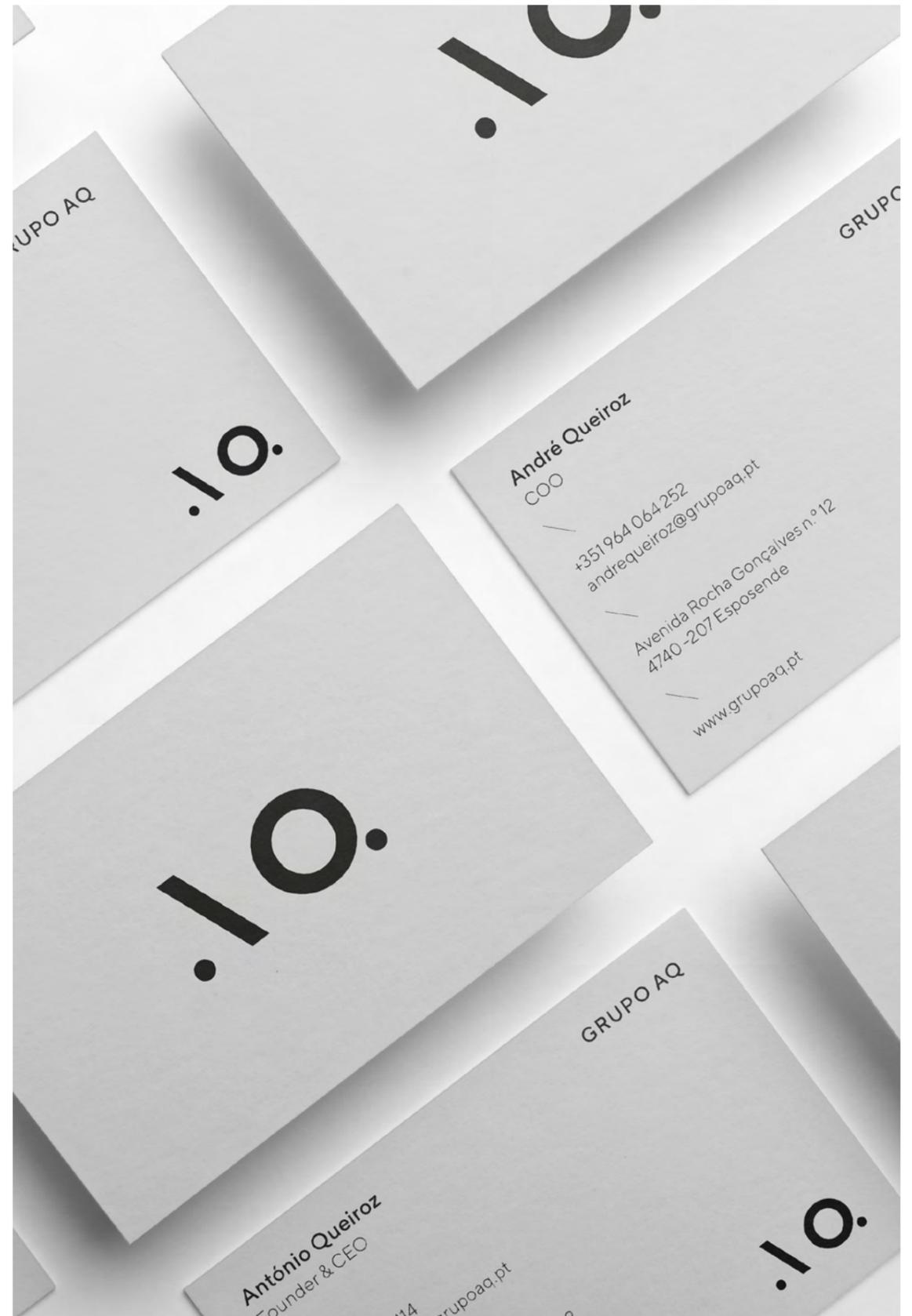
SBM is a family-owned company in the field of Civil Engineering. Its main services are the construction and rehabilitation of real estate, project management and construction supervision. In the creation of the corporate image, the names that make up the acronym of the company (Silveira Brito and Mariz) and the visual weight they inspire were used to transform them into blocks. The solution found allowed to unfold the logo, create sub-brands for each of the services provided by the company, and elements that can be explored in various media, such as the website. The colors oscillate between white and black, much like the construction materials typically used, ranging from cement and metal to brick and finishing materials such as paints.

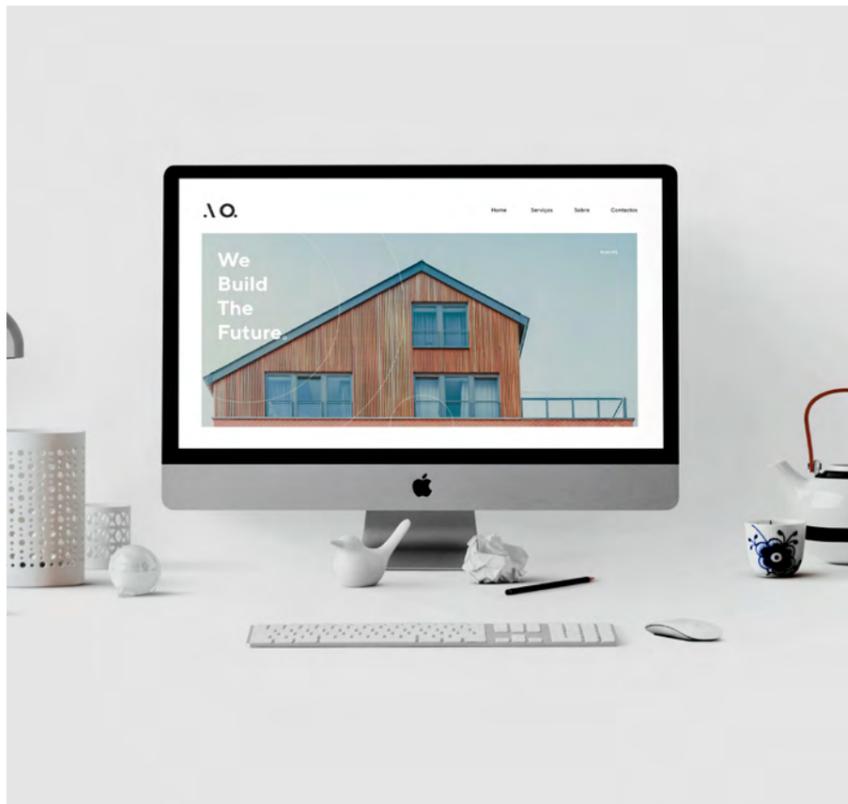




# Grupo AQ

Grupo AQ is set in Esposende and provides services to engineering, construction and real estate sectors. Since it houses a great number of businesses, a reform was implemented, which asked for a new identity to bring the company's image together and to establish it in the market. The primary elements of this new identity are the simplified letters A and Q – the initials of the founder's name. The logo sets the tone for the rest of the presentation materials and was used in animations, patterns and iconography, creating an effective, simple but bold identity for a company in expansion.





# Craft beer labels

TWO YEARS, LOTS OF LABELS AND ALWAYS THE PERFECT DRINKING WINGMANS.



•  
RENASCER / 2017  
PAPERCUTS AND DIGITAL  
MANIPULATION



•  
CHRISTMAS ALE / 2017  
DIGITAL DRAWING



•  
REAL TABERNA (x4) / 2017  
VECTOR DRAWING



•  
HARVEST FEST / 2016  
DIGITAL DRAWING



•  
BARBUDO / 2016  
HAND DRAWING



•  
BAYLET / 2016  
VECTOR DRAWING



WE'D LOVE TO HEAR  
FROM YOU

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