

Dela
ney

PORTFOLIO 2024

YOUR JOURNALS ARE DOWN ENERGY



“INTERESTING INTRODUCTION”

Hola, I’m Delaney!, welcome to my visual portfolio, where colors, lines, and every pixel has a story to tell!

I’m from Colombia Latin America, where you can find a rich cultural tapestry, step into a world where branding is not just a logo, but a vibrant expression of identity, and illustration is the heartbeat of storytelling.

I have 8+ years, working in agencies and as independent, I invite you to embark on a journey where design isn't just a skill, but a passion woven with the threads of my heritage.

Brand Identity

Page 3 - 10

Illustration

Page 11 - 14

BRAND IDENTITY

Welcome to my branding portfolio, a showcase of not just visuals, but the strategic processes that breathe life into brands. Here, I invite you to explore from concept to creation, where every decision is a calculated step towards brand success.

Some of the latest Brands created as independent:

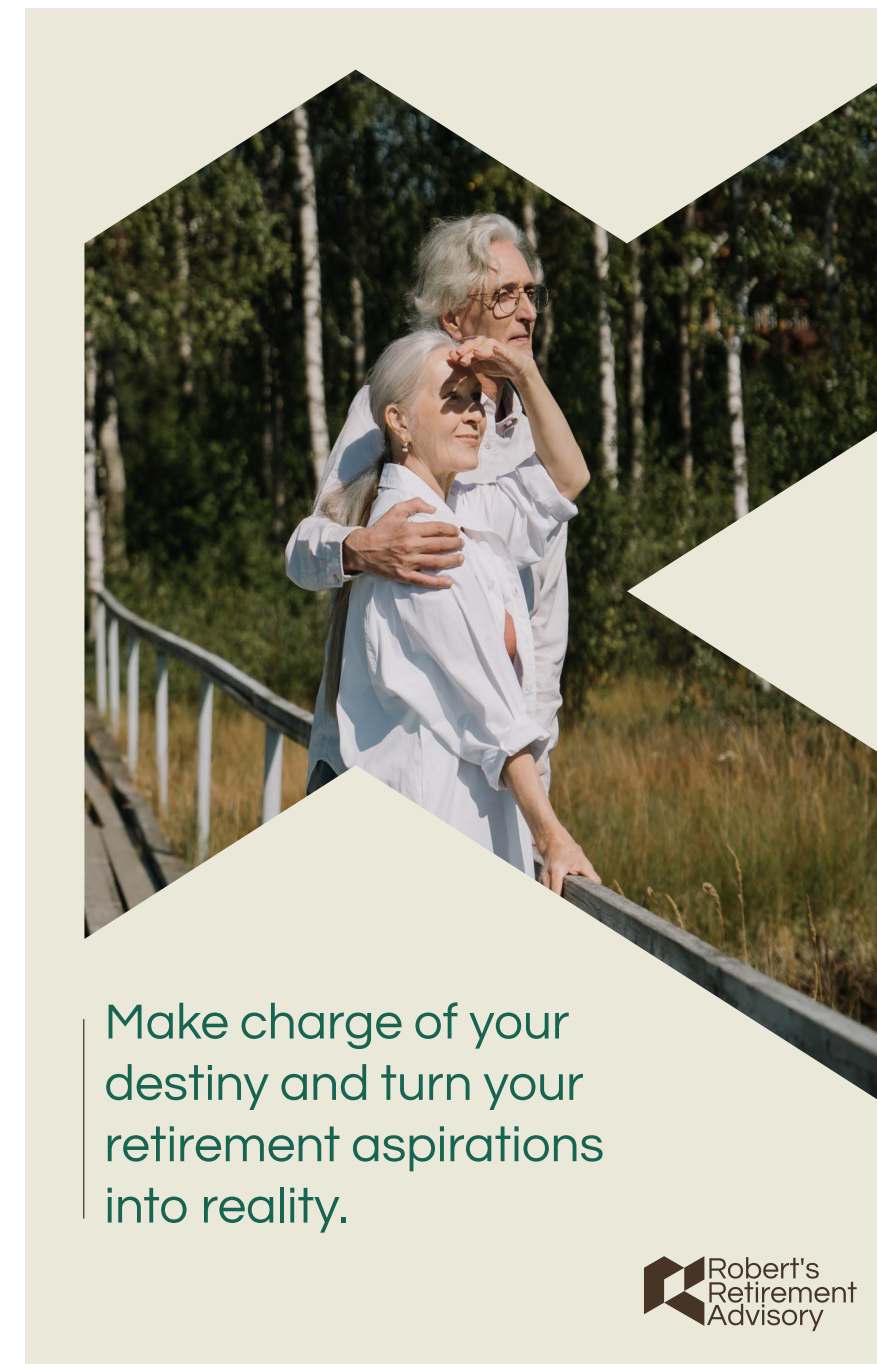
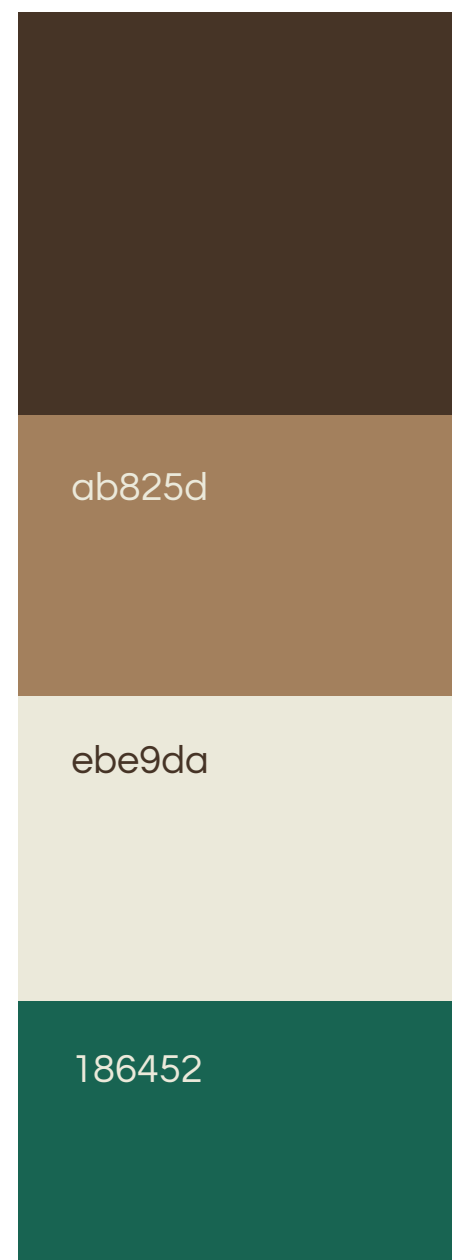
- Roberts Retirement Advisory** / Australia
- Lacs Network** / Latin American Community Support Australia
- Vencsa** / Venezuelan Community of South Australia
- Maar Consulting** / Financial services - Colombia
- Lotus** / Communications news and media - Colombia

Some of the Brands I have worked for design agencies:

- Dekra** / Germany
- Qlocktwo** / Germany
- iWerk** / Germany
- Hailo** / Germany
- MoneyGram** / Germany - Europe
- Dauherkert** / Germany
- Coca-Cola** / Colombia
- Tetra Pak** / Latam
- Epson** / Latam
- John Deere** / Colombia
- Sierra Nevada Group** / Colombia



Roberts Retirement Advisory, where earth tones reign supreme in a symphony of visual harmony. Inspired by the grounding nature of the earth itself, this branding reflects stability, trust, and a deep connection to the way of retirement.





Latin
Arts²⁰
Fest²³

LACS Network, the visionary creators behind South Australia's first Latin Arts Festival in Adelaide, with a commitment to celebrating diversity and cultural richness, LACS Network has made an indelible mark on the South Australian landscape.

The branding embodies the spirit of inclusivity, with colors that evoke the passion and energy of Latin arts and culture. From the fiery hues of salsa to the colorful tones of traditional crafts, every element speaks to the heart of the Latin community and beyond.

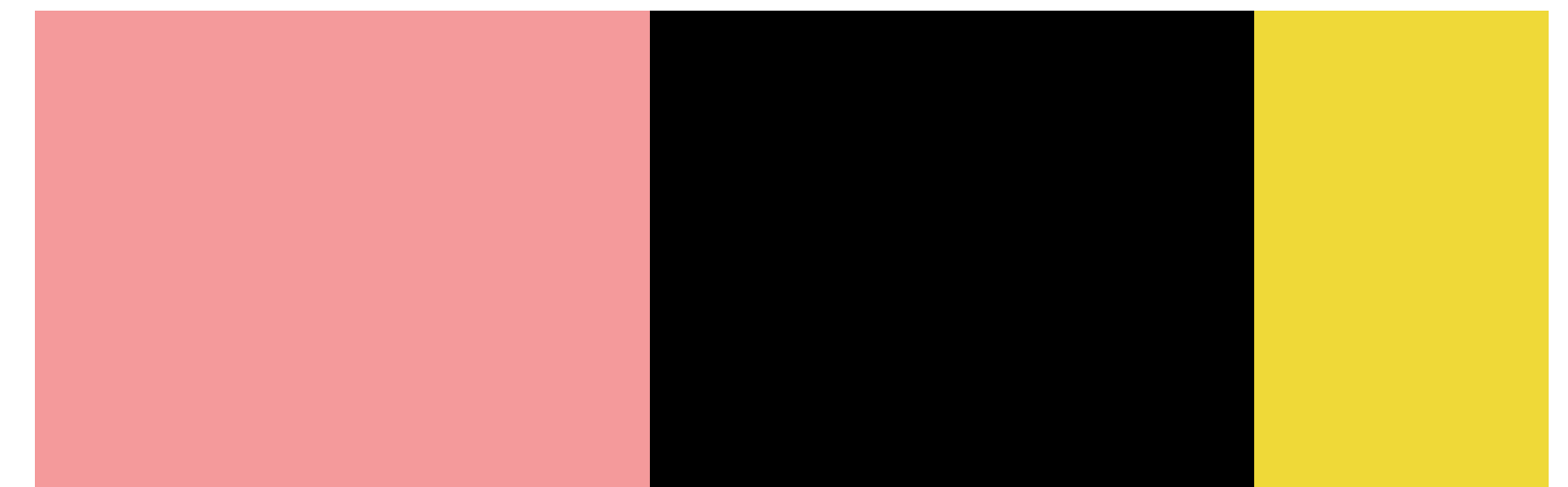
Logos created: LACS Network and Latin Arts Festival 2023





The intelligence meets innovation in the realm of modern libraries, feed your mind with Kakumen!

The branding for this visionary space reflects the essence of 'Kakumen,' meaning 'brain' or 'intelligent thinking.' Through funny design and strategic characters and typography, we've crafted an identity that resonates with the curious minds and forward-thinkers who call Kakumen home.



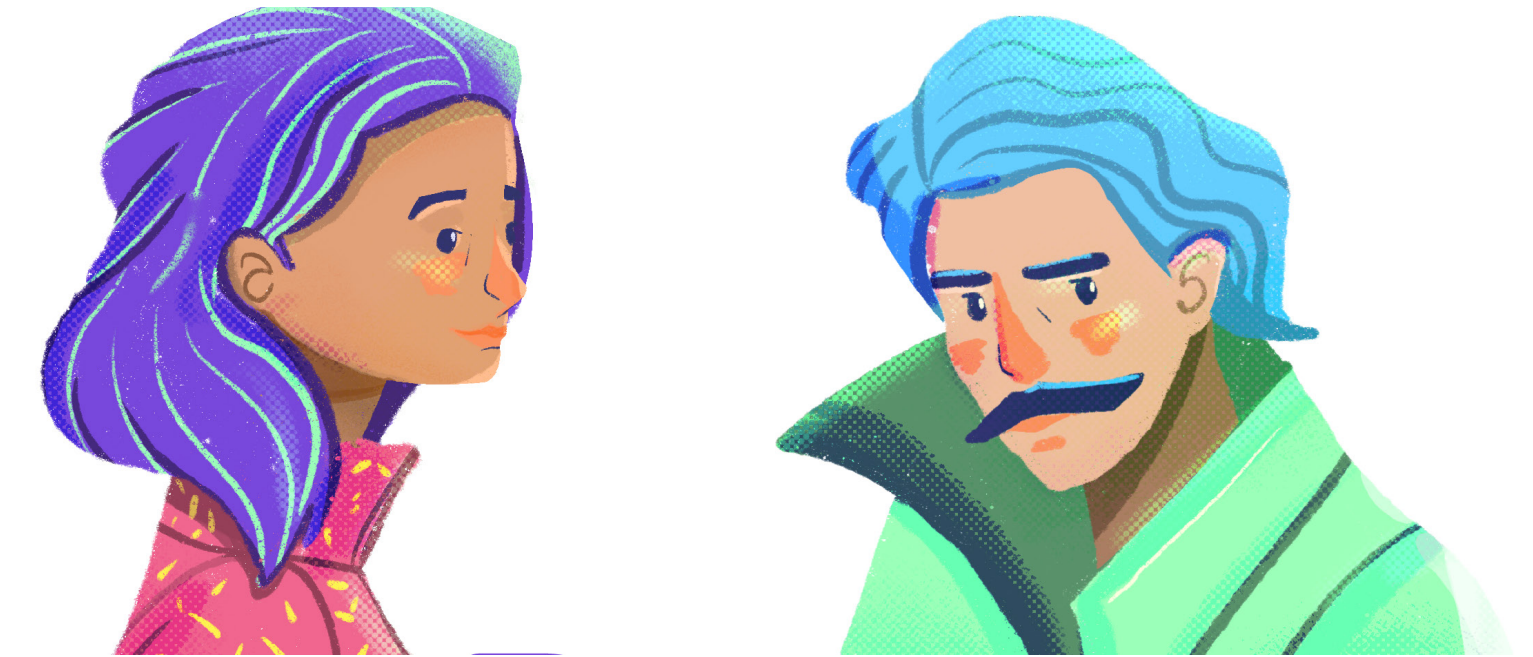
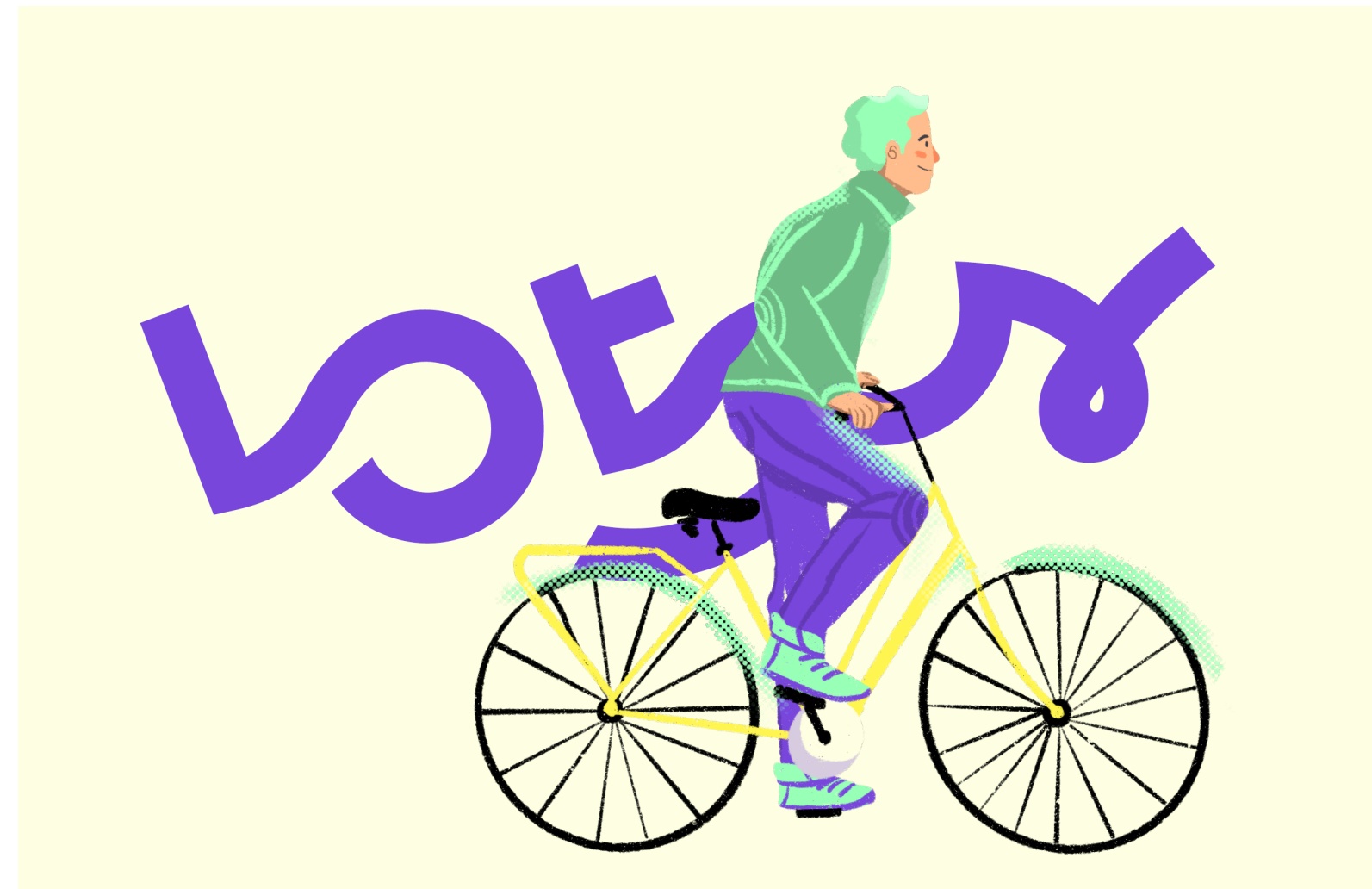
Lotus

Cultivating Goodness in Digital Communication. With vibrant colors and inspired illustrations, this branding embodies the essence of this powerful quote: 'Be the reason why anyone believes in good people.'

As we navigate the digital landscape, Lotus stands as a beacon of positivity, spreading messages of kindness, empathy, and trust. Lotus harness the transformative power of communication to uplift and inspire.



ILLUSTRATIONS STYLE DEVELOPMENT



MAAR CONSULTING

The boundless expanse of the ocean inspires our every move. Just as the ocean encompasses vast potential and untapped treasures, our consultancy navigates uncharted waters to uncover strategic solutions.

With the fluidity of the tides and the strength of the waves, we chart a course for success in your business endeavors.





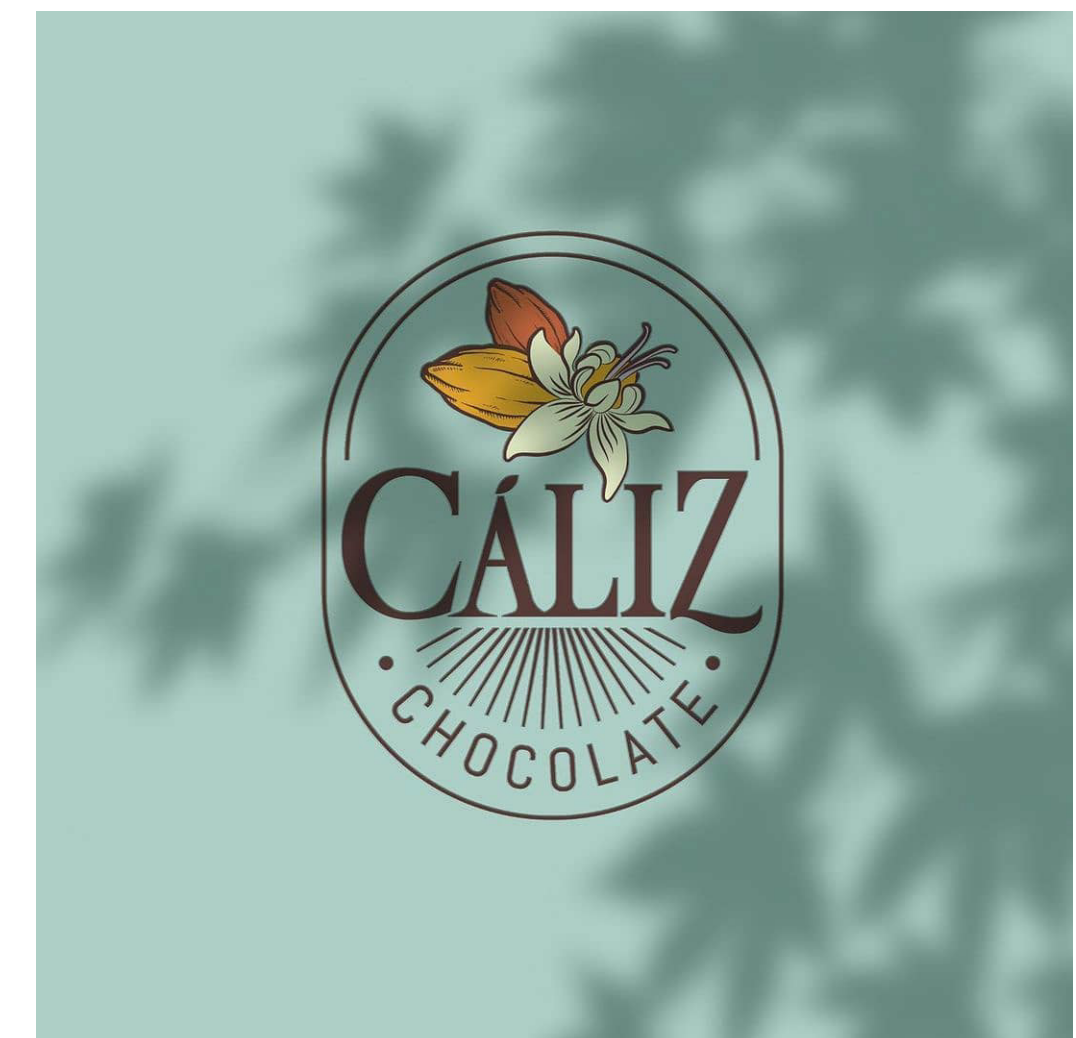
Inspired by the colors of Venezuelan flag and the warmth of people, the identity reflects our commitment to fostering connections, celebrating traditions, and embracing diversity.



Australia



Artisanal dark chocolate, made with 70% pure Tolima cacao, is a celebration of the country's finest ingredients and centuries-old tradition. The true essence of Colombian chocolate.



Colombia



"During my permanency at Sierra Nevada, a prestigious burger and shake brand with over 14 locations in Colombia's capital, I had the privilege of serving as the Marketing, Design, and Communications Director for four years.

Leading an in-house team, I spearheaded innovative campaigns that seamlessly blended communication and sales strategies. Supported by exceptional artistic talent, I had the honor of illustrating the interior murals of commercial spaces, while also designing packaging, uniforms, menus, and print advertising.

Additionally, I oversaw the photography direction process. Sierra Nevada isn't just a burger joint—it's a vibrant, irreverent brand known for its novel approach to burgers, vibrant locales, and exceptional products."



Parches



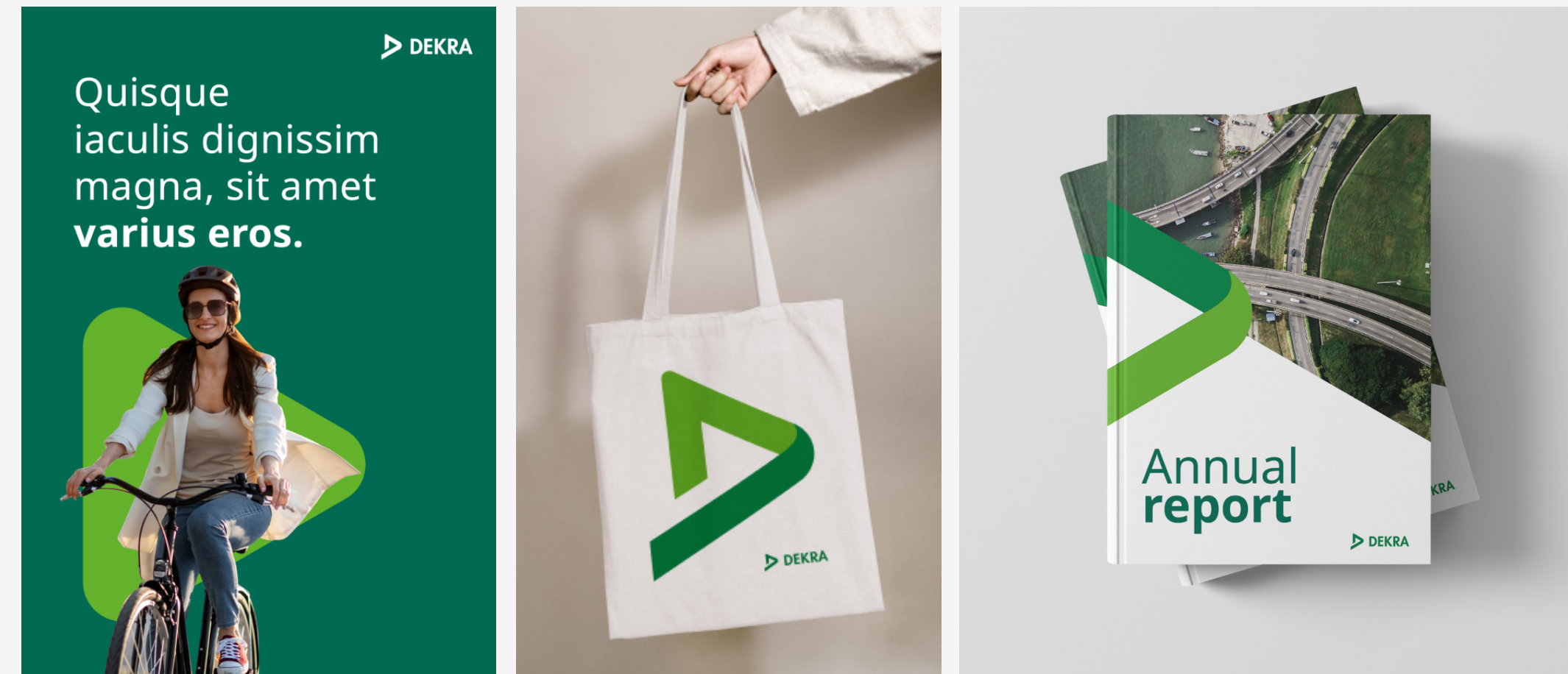
sierranevada



Some developments for brands in agencies



Experience the evolution of Dekra: a bold step forward into modernity. As part of a creative duo, we meticulously dissected every aspect to craft an impeccable brand transformation for this esteemed German entity. From revitalizing the web presence to crafting fresh brand guidelines, our rebranding was one of strategic analysis and creative innovation.

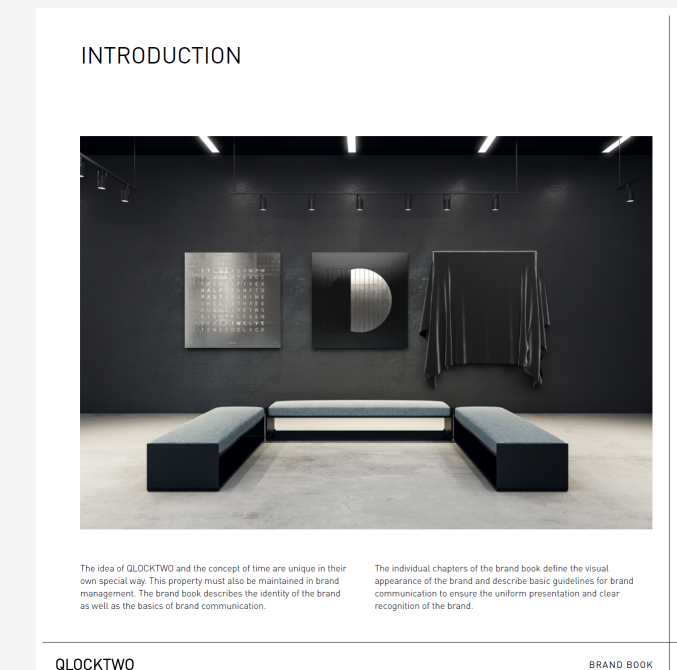
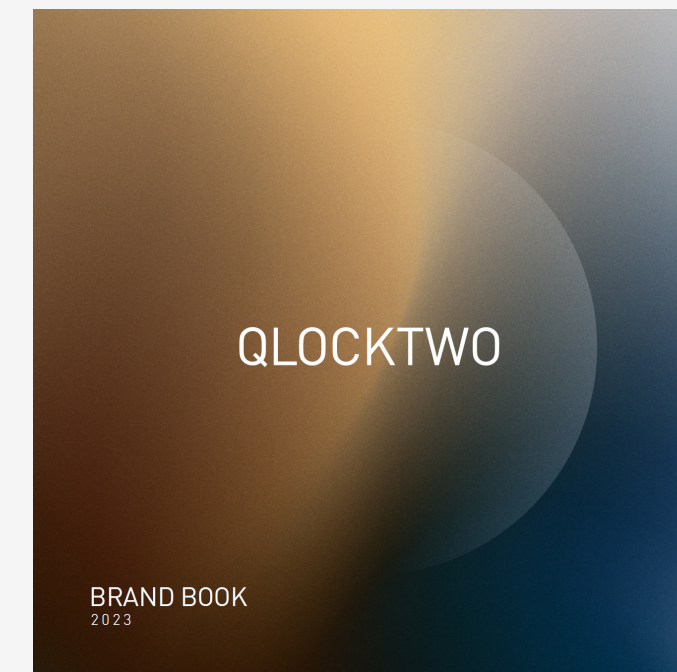


dekra.com

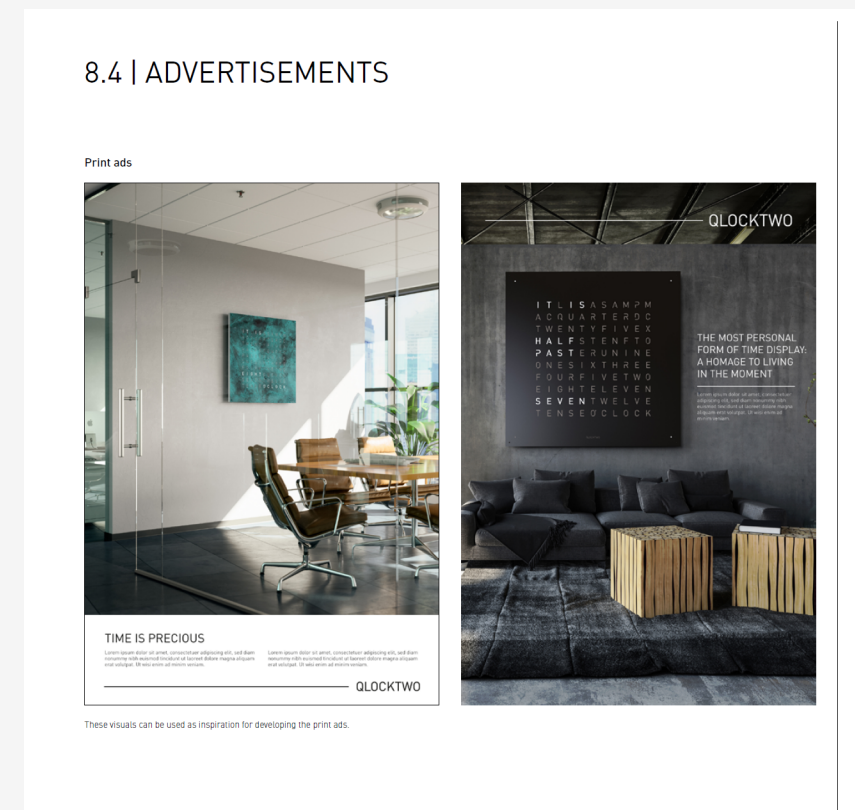
Germany

QLOCKTWO

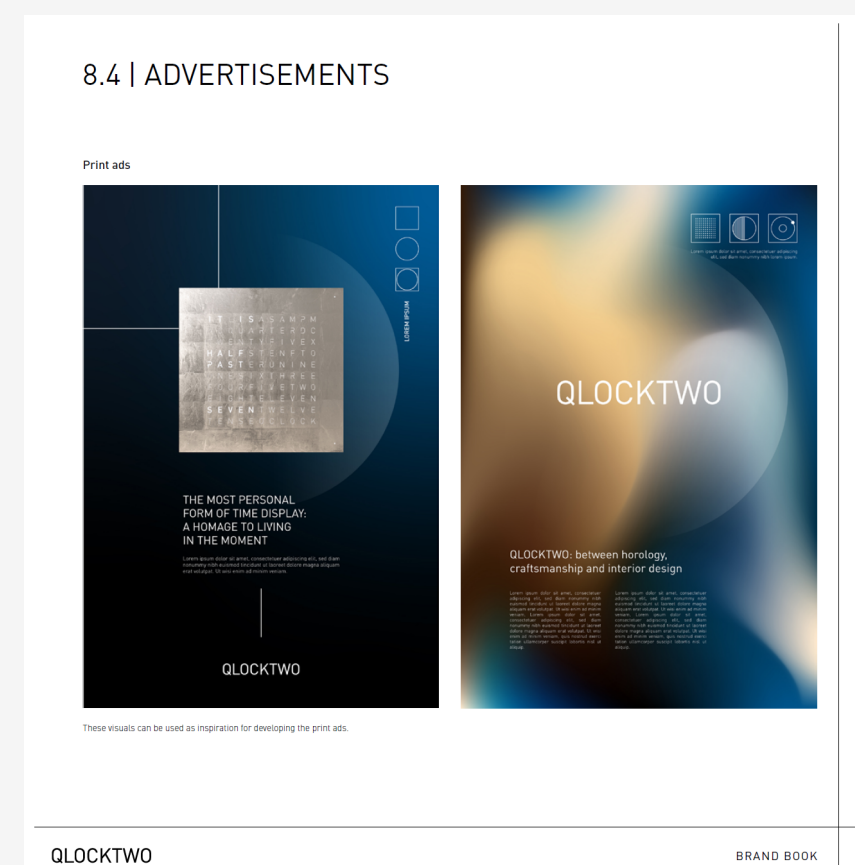
A transformation for one of Germany's most iconic and luxury brands. Our mission? To seamlessly align the brand's timeless sophistication with the launch of its new products slated for 2024, through analysis and creative synergy, we've crafted this rebranding that not only honors its prestigious heritage but also open the way for innovation.



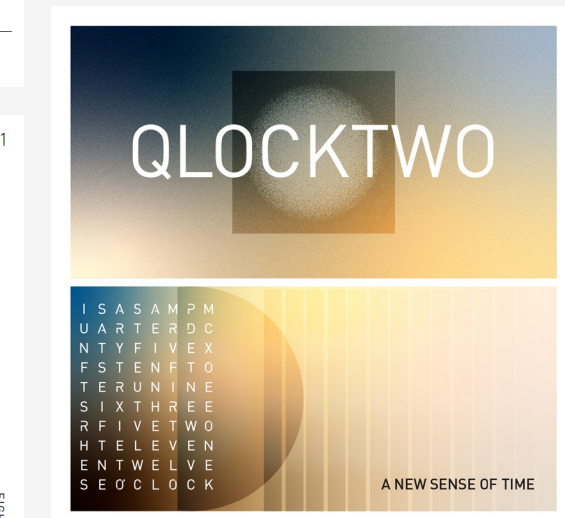
qlocktwo.com



QLOCKTWO BRAND BOOK



QLOCKTWO BRAND BOOK



Germany



ILLUSTRATION

Illustration isn't just a passion, it's woven into the fabric of my life. From creating captivating murals for restaurants and businesses to shaping unique illustration styles for brands, my journey in art has been nothing short of immersive.

With each stroke of the brush or digital pen, I breathe life into ideas, whether it's crafting illustrations for animations or bringing narratives to vivid fruition in editorial illustrations. Join me as we explore the boundless possibilities of visual storytelling, where creativity knows no limits and every illustration becomes in its own right.

Some of Illustrations and murals created as independent:

Zula / Fashion mall - Wall 35 m2 - Colombia

Jade Pimont Patisserie / French Patisserie - Wall 20m2 - Colombia

Toto's Pizzeria / Gourmet Pizzeria - Colombia

Some of Illustrations and murales I have created for design agencies:

MoneyGram / Corporate video - Germany - Europe

Dauherkert / Corporate illustrations and characters for video - Germany

Sierra Nevada Group / Murals for restaurants, illustration for social media, packaging and brand marketing and management - Colombia

MURAL

ZULA MURAL

Zula is an experience centre where you can find fashion, art, design, high quality gastronomy and boutique brands.

I had the privilege of being part of this project developing this illustrated mural with a totally Colombian theme, evoking mainly our Caribbean culture.

Total size 20m²



Colombia

MURAL

TOTO'S PIZZERÍA

Totós Pizza Gourmet was born from the desire of two young dreamers, with the desire to get ahead and prepare the best pizza in Bogotá, Colombia, with many obstacles in a time of economic crisis these two dreamers set out to work from sunrise to sunset.

30 Years later they have built with a lot of effort 3 successful restaurants with more than 35 employees, which as an unequalled team, continue the tradition that these two dreamers started.



Colombia

JADE PIMONT PATISSERIE

This mural was developed especially for Jade Pimont French patisserie located in the city of Bogota, Colombia,

This project was made with a previous phase of sketching completely by hand and the final development in digital technique.

Total size 20m²

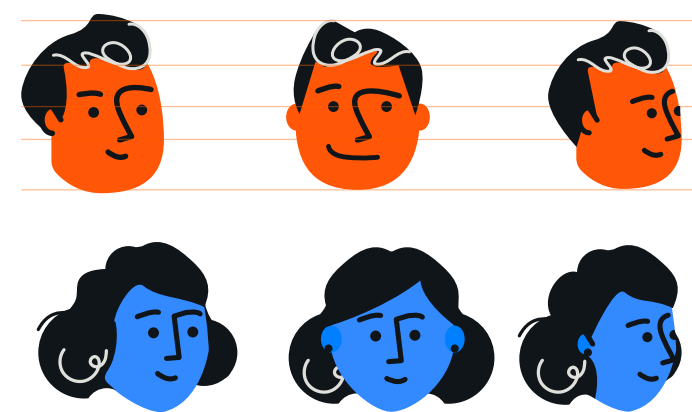
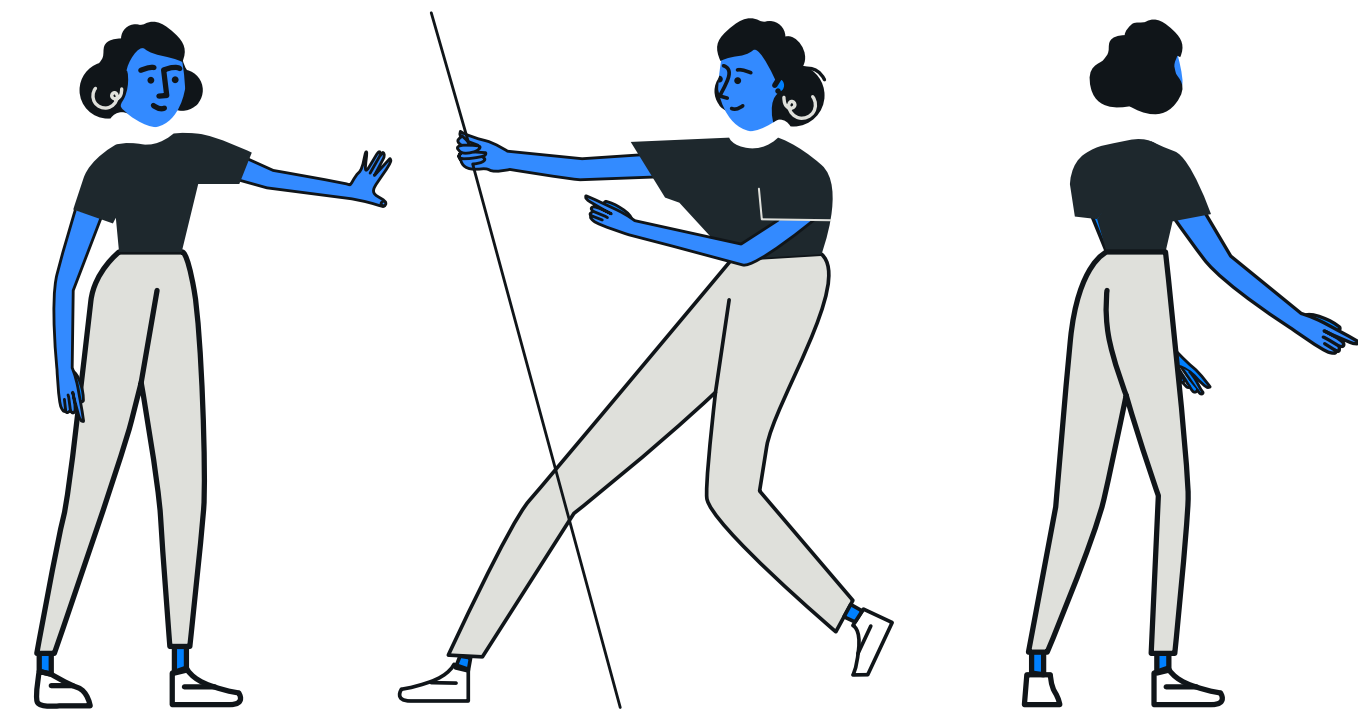
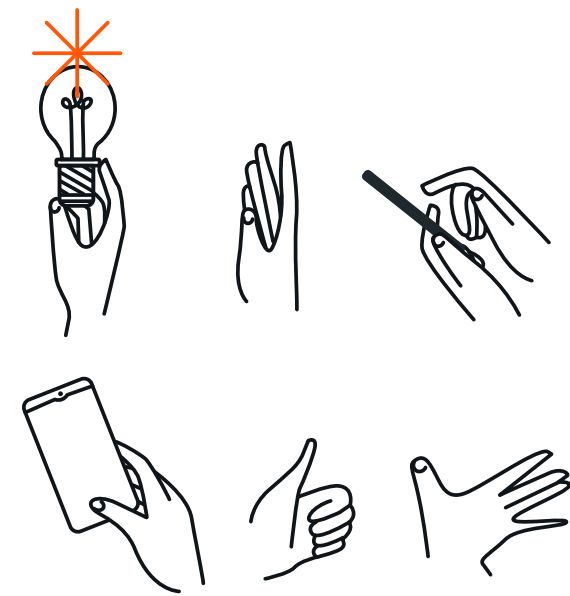


Colombia

CHARACTER AND STORYLINE

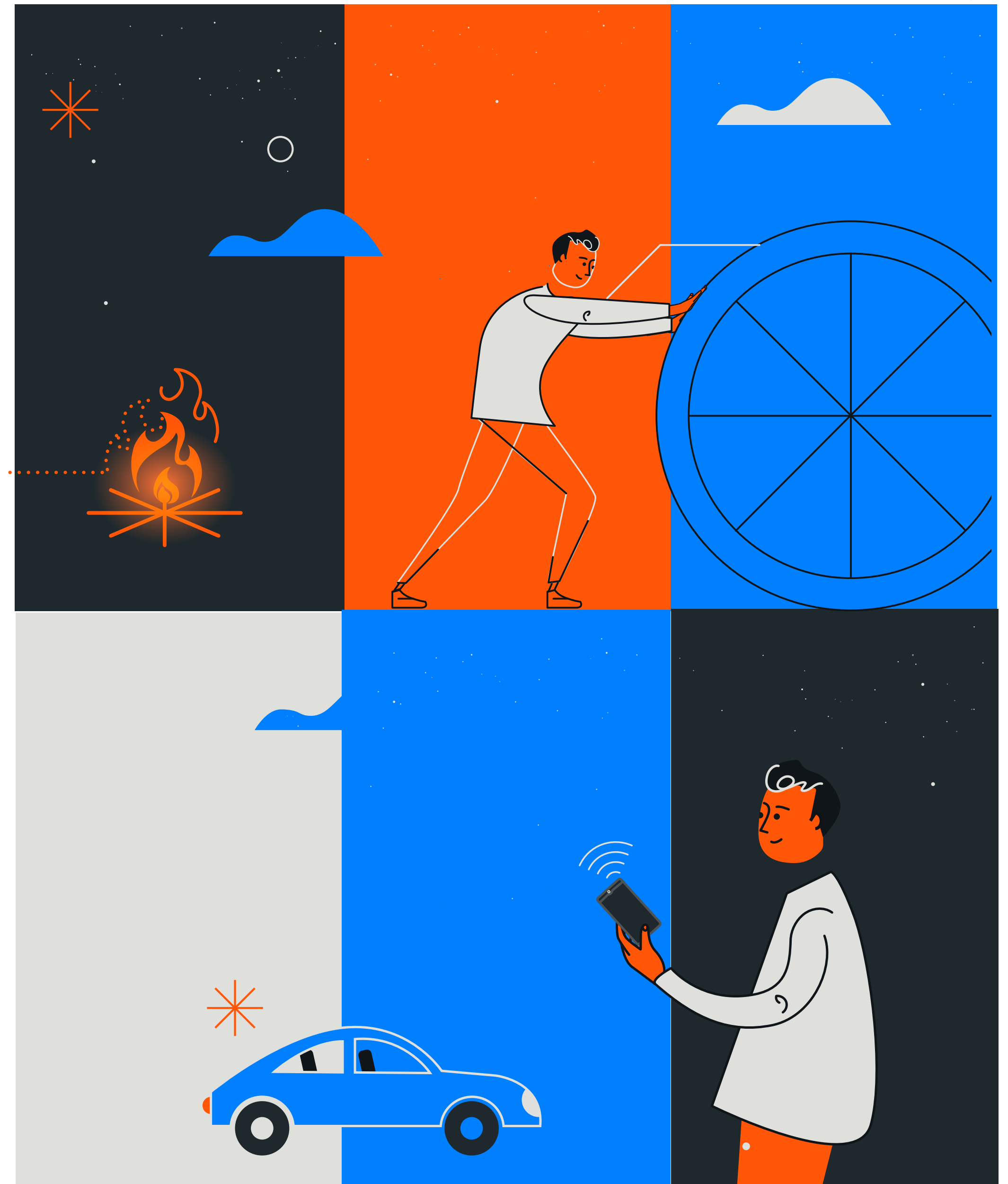
DAUHERKERT

Character design and storyline for Corporate animation.



Germany

dauherkent.de

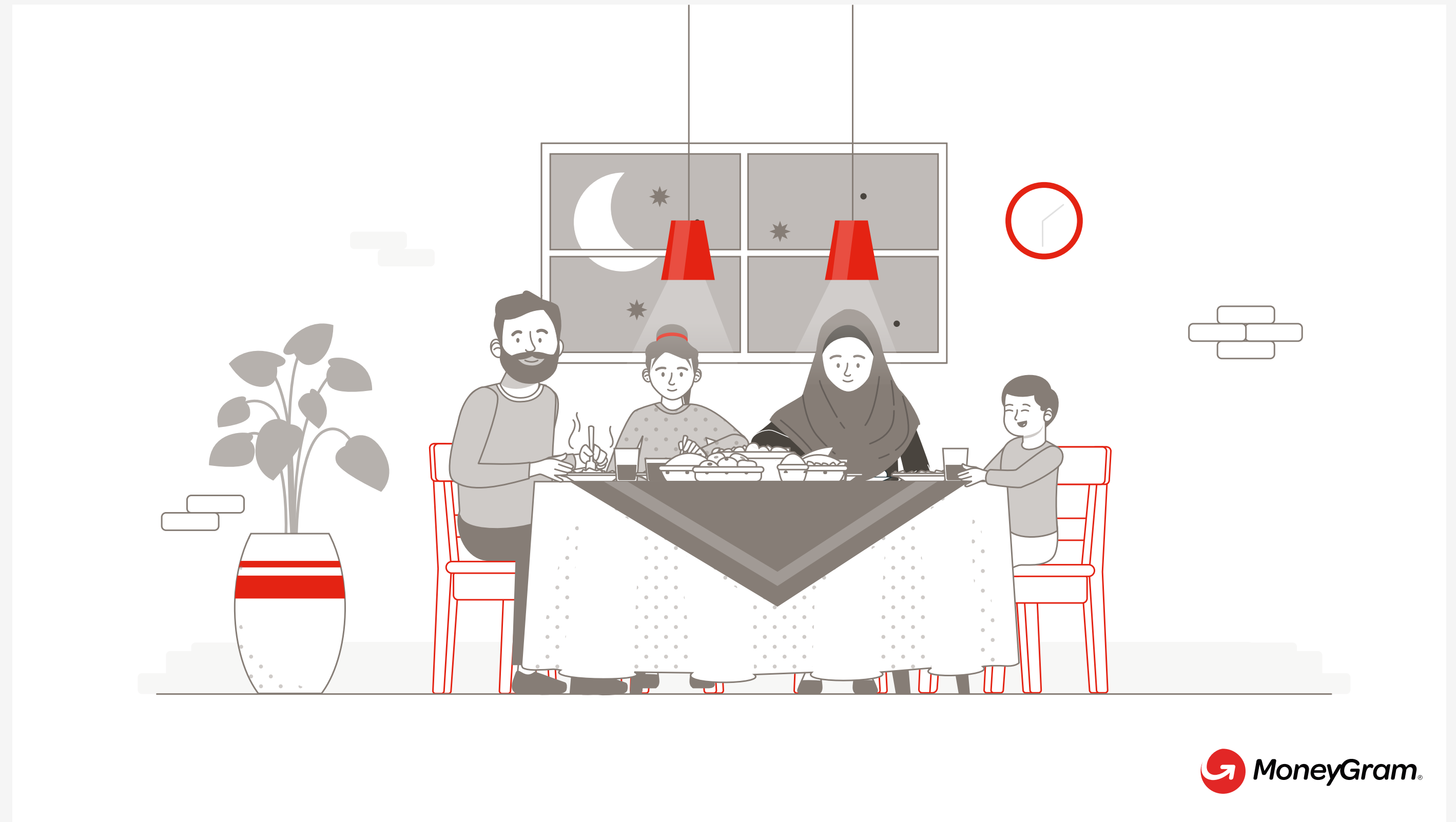


ILLUSTRATIONS AND STORYLINE

MONEYGRAM

For MoneyGram's animation in honour of Ramadan, we created a diverse group of endearing characters that reflect the essence of the celebration, each bringing a unique dimension to the story.

This animation has a corporate component, which is reflected in the other characters inviting the audience to use Moneygram's services during these festivities.



Yola
Thank

Click and go

Instagram

Linkedin

Behance

delaney.co

0430 010 347

hello@delaney.co