

LICÍNIO ANJOS

Multidisciplinary Design Portfolio

[03] . BRANDS AND VISUAL COMMUNICATION, OTHER DESIGN CASE STUDIES (Pag. 04/25)

**"An idea is just a tiny spark, brimming
with enthusiasm yet lacking form.**

My role is to ignite that spark, shaping
it into a resonant and memorable
experience, even if it's a fleeting
moment in a temporary endeavor".

[Contains 26 pages]



***As a versatile designer with experience in museum and heritage exhibition design, retail, hospitality, events, branding, and graphic design, I specialize in creating engaging and impactful experiences. By seamlessly blending aesthetics with storytelling and integrating intellectual, emotional, and sensory interactions, I design spaces that educate, inspire, and captivate audiences.**

My portfolio features a diverse range of projects, including static and itinerant space designs and events. Notable examples include the Wimbledon Lawn Tennis Museum's "Science in Tennis" projection and the audiovisual content for the BIOSCOPE Theme Park. In 2008, I collaborated on Barclays Bank's Middle East headquarters with Rareform Dubai.

Inspired by the work of Freeman Tilden, a pioneer in modern interpretation, I believe in the power of guiding people to explore and appreciate our world. By using authentic objects, firsthand experiences, and illustrative communication mediums, I strive to unveil the meaning and relationships behind the stories we tell.

Through my work, I aim to create spaces that not only **educate and inspire** but also **engage and attract audiences**. By understanding the unique goals and objectives of each client, I tailor my designs to **deliver exceptional value and achieve desired outcomes**.*



This portfolio serves as a comprehensive showcase of my design journey, and it is organized into five sections:

Explore case studies showcasing my ability to design functional and aesthetically pleasing environments.

Discover how I've transformed spaces into immersive experiences through exhibition design, brand activations, and event planning.

View my work in branding, logo design, and other visual communication projects.

Explore my storytelling skills through storyboards and audiovisual program design.

Discover my expertise in creating effective and visually appealing signage solutions.

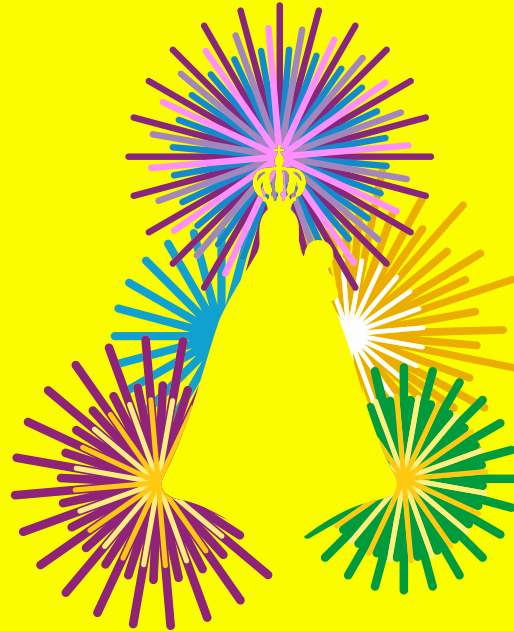
[01] . RETAIL, OFFICE, AND HOSPITALITY SPACE DESIGN, CASE STUDIES (Pag. 04/19)

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NOSSA SENHORA DO BOM DESPACHO

Project Title:
[MAIA FESTIVALS IN HONOR OF NOSSA SENHORA
DO BOM DESPACHO]

Project Description:
The Maia Festivals, dedicated to Nossa Senhora do Bom Despacho, have been a cherished tradition in the City of Maia since the mid-18th century, with historical roots dating back to 1733. In 2016, a new visual identity for the municipality's festival was created, marking the beginning of a continuous collaboration with the festival committee, spanning seven years.

Challenges: Over the years, the festivities have transformed into a grand celebration, attracting renowned national artists and garnering attendance from neighboring municipalities. Our challenge was to adapt to this evolving format, creating a multidisciplinary, enriching, and transversal design experience.

Results: The collaborative effort led to a thriving festival, establishing it as a must-attend event for residents and visitors alike, with attendance continually on the rise



STAFF



PROGRAMA

SEXTA-FEIRA_30 JUNHO

21H00_Cortejo Equestre
21H30_Fogo de Artifício
22H30_Concerto Tributo Tina Turner

SÁBADO_01 JULHO

Inauguração Feira do Livro
Inauguração Feira do Artesanato
21H30_Festival Folclórico

DOMINGO_02 JULHO

BTT
CARROS CLÁSSICOS
22H00_Danças Urbanas

SEGUNDA-FEIRA_03 JULHO

22H00_Concerto Remember

TERÇA-FEIRA_04 JULHO

22H00_Concerto 100 Drama
23H00_Concerto Souls of Fire

QUARTA-FEIRA_05 JULHO

22H00_Concerto Romana

QUINTA-FEIRA_06 JULHO

19H00_Festival Cerveja Artesanal
22H00_Concerto Carla Teles
23H00_Concerto Banda Mosaico

SEXTA-FEIRA_07 JULHO

22H00_Concerto Plutónio

SÁBADO_08 JULHO

21H00_Banda Marcial de Fajões
21H00_Banda Marcial de Gueifães
22H00_Concerto Paulo Baixinho e Banda
23H00_Concerto Nuno Ribeiro
24H00_Concerto Piromusical

DOMINGO_09 JULHO

10H30_Missa Campal
15H00_Banda Marcial de Gueifães
15H00_Banda Marcial Moreira da Maia
16H00_Procissão Mariana
22H00_Concerto Ivandro

SEGUNDA-FEIRA_10 JULHO

11H00_Missa Campal
21H00_Bandas de Moreira da Maia
21H00_Banda de Vila Boa de Quires
22H00_Concerto Diogo Piçarra
24H00_Concerto Piromusical



Sorria:)

Venha de metro à romaria!

ESTACIONAMENTO GRATUITO NAS ESTAÇÕES.



Saiba mais

BRANDS AND COMMUNICATION DESIGN, AND EVENTS, CASE STUDY

[03.1]



ENTRADA DO PARQUE NOSSA SENHORA DA MAIA

x1 unidade
Formato: 50x70cm

INSTRUÇÕES PARA PRODUÇÃO

Opção_02. Material: Smart Forex 5mm, com aplicação de vinil impresso laminado ou impressão digital direta sobre rígidos.
Acabamentos: Corte e furações para a passagem das abraçadeiras.



FATURAR À COMISSÃO DE FESTAS DA MAIA

SINALÉTICA DE RUA_VIAS TEMPORARIAMENTE INTRANSITÁVEIS_FESTAS DA MAIA 2023

OPÇÃO_03

INSTRUÇÕES PARA PRODUÇÃO

Opção_01. Material: Dibond 3mm, com aplicação de vinil impresso laminado ou impressão digital direta sobre rígidos.
Acabamentos: Corte e furações para a passagem das abraçadeiras.

Opção_02. Material: Smart Forex 5mm, com aplicação de vinil impresso laminado ou impressão digital direta sobre rígidos.
Acabamentos: Corte e furações para a passagem das abraçadeiras.

x10 unidades
Formato: 80x70cm



x15 unidades
Formato: 100x70cm



x10 unidades
Formato: 50x70cm



x5 unidades
Formato: 100x70cm



x5 unidades
Formato: 50x70cm



SINALÉTICA DE RUA_VIAS TEMPORARIAMENTE INTRANSITÁVEIS_FESTAS DA MAIA 2023

03 de 04

CONTACTOS ÚTEIS

PSP MAIA 229 479 690
 POLÍCIA MUNICIPAL MAIA 229 440 853
 BOMBEIROS DE MOREIRA DA MAIA 229 421 002
 BOMBEIROS DE PEDROUÇOS 229 012 744
 CRUZ VERMELHA 229 411 221
 PROTECÇÃO CIVIL MAIA 800 205 169
 INEM 112
 TURISMO 229 444 732



NOSSA SENHORA DO BOM DESPACHO

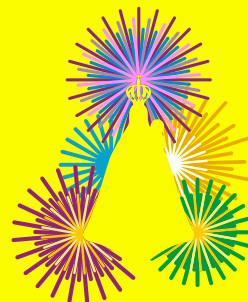


APOIOS:



MAPA

PROGRAMA



NOSSA SENHORA DO BOM DESPACHO

Festas da Maia 2023

Sorria:)
 Venha à romaria !

- 01 . MENSAGEM DO PRESIDENTE DA CÂMARA MUNICIPAL DA MAIA
- 02 . MENSAGEM DO PADRE DOMINGOS
- 03 . MENSAGEM DO PRESIDENTE DA COMISSÃO DE FESTAS
- 04 . PROGRAMA DE EVENTOS
- 05 . CONTACTOS E INSCRIÇÕES
- 06 . MAPA COM AS LOCALIZAÇÕES

Sorria:)
 Venha à romaria !

Festas da Maia 2023



BRANDS AND COMMUNICATION DESIGN, CASE STUDY

[03.2]



Município de
Resende

Project Title:

[Place Branding - Resende Municipality Visual
Identity, Portugal]

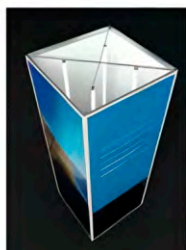
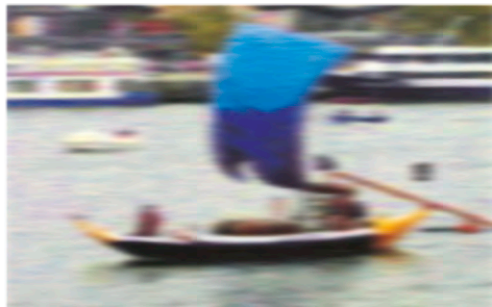
Project Description: Resende, a municipality in Northern Portugal, sought to modernize its visual identity to better represent its socio-cultural characteristics. Traditionally represented by coats of arms, the new visual identity aimed to capture the essence of the region, including its iconic Douro landscape, cherry production, energy sector, and Douro River connection.

Challenges: The project spanned five years, encompassing the creation of guidelines for the brand manual and the design of exhibition materials to introduce the new visual universe to the residents of Resende.

Results: The new visual identity successfully encapsulated the region's essence, incorporating elements from the Douro landscape, the Douro River, cherries, and the traditional blue of the municipality's flag. Additional brands for various municipal products and entities were also developed, fostering a sense of identity among residents.



After approval of the new image and the process of creating guidelines for the brand manual, an exhibition was designed for the entrance hall of the town hall so that the **resendenses (inhabitants of the town)** could become familiar with the new visual universe of the brand that would represent them.



BRANDS AND COMMUNICATION DESIGN, CASE STUDY

[03.2]

01



Museu Municipal
de Resende

03

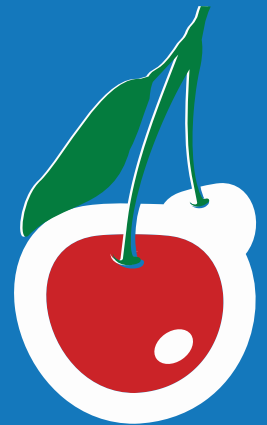


05



EMPRESA MUNICIPAL S.A.

07



CER-RESENDE
ASSOCIAÇÃO DOS PRODUTORES
DE CEREJA DE RESENDE

02



REDE DE BIBLIOTECAS DE RESENDE

04



06



Resende em Flôr

Project Title:

[Place Branding - Resende Municipality Visual
Identity, Portugal]

Project Description: **Additional brands for various
municipal products and entities were also developed,
fostering a sense of identity among residents.**

01. RESENDE MUNICIPAL MUSEUM SHOP IMAGE

02. IMAGE OF RESENDE'S LIBRARY NETWORK
03. LOGOTYPE FOR CHRISTMAS AND NEW YEAR PARTIES

04. IMAGE OF RESENDE'S TRADITIONAL SWEETS

05. IMAGE OF THE MUNICIPAL TOURISM PROMOTION
AND EVENT MANAGEMENT COMPANY

06. RESENDE TOURIST ROUTES

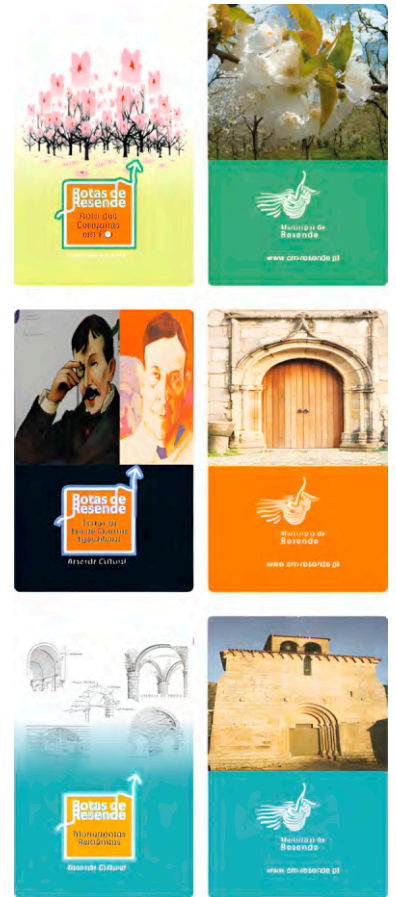
07. RESENDE CHERRY PROMOTION ASSOCIATION

Rota das Cerejeiras em Flor

Março /A bril



**Rotas de
Resende**
Resende em Flôr



Project Title:
[MUNICIPALITY OF RESENDE INSTITUTIONAL
COMMUNICATION FOR TOURIST PROMOTION,
RESENDE, PORTUGAL]

Project Description: Image Creation and communication
for the promotion and publicity of Resende tourist routes.

BRANDS AND COMMUNICATION DESIGN, CASE STUDY

[03.3]

Project Title:

[Tourism Promotion in the Gerês, Soajo, and Lindoso Region]

Project Description: In collaboration with ADERE, the agency managing protected areas in northern Portugal, we developed a brand image representing the Gerês, Soajo, and Lindoso regions. This encompassed various marketing materials, including brochures, flyers, postcards, maps, and accommodation brochures tailored to the target audience.

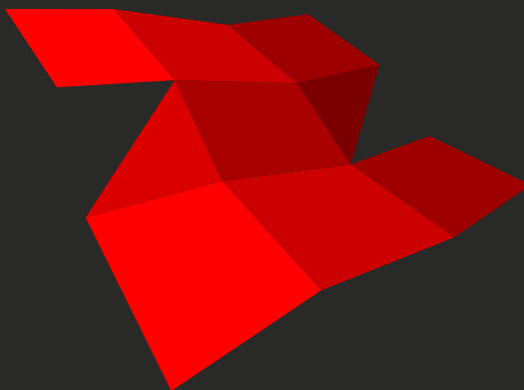
Challenges: Our goal was to create a brand identity that unified both regions, symbolized by the river that divides them. We also transformed military charts into an interactive map, facilitating the identification of cultural tourist attractions.

Results: The project contributed to promoting tourism in the region, offering visitors detailed information about cultural attractions. An accompanying film and traveling exhibition stand further expanded the initiative's reach

BRANDS AND COMMUNICATION DESIGN, CASE STUDY

[03.4]

SÍMBOLO



IVO
ZARZUR
URBANISMO

LOGÓTIPO

DESIGNAÇÃO

Project Title:
[CORPORATE VISUAL IMAGE FOR IVO ZARZUR
URBANISM]

Project Description: **As parte of Brandium Agency (São Paulo, Brasil and Portugal), designed and applied the brand and communication systems, including Brand Manuals and Brand Application Manuals, for Ivo Zarzur Urbanism in São Paulo, Brazil.**



APLICAÇÕES CORRECTAS E INCORRECTAS DA MARCA IVO ZARZUR URBANISMO



✓ CORRETO



✗ INCORRETO
 Não aplicar a marca sobre imagens sem um fundo estabelecido



✓ CORRETO



✓ CORRETO

BRANDS AND COMMUNICATION DESIGN, CASE STUDY

[03.5]

Project Title:
[VISUAL IDENTITY AND PRACTICAL STATIONARY
APPLICATIONS FOR TRASGA]

Project Description: We created a visual identity and applied it to stationary items for Trasga, a brand specializing in traditional musical instruments from Terra de Miranda, Portugal.



A marca **TRASGA** é composta por símbolo (forma estilizada de uma trasga (ver anexo)) um logótipo desenvolvido a partir do tipo de letra **Acustica Script** e uma designação (identificação da actividade), "INSTRUMENTOS DA TERRA DE MIRANDA".

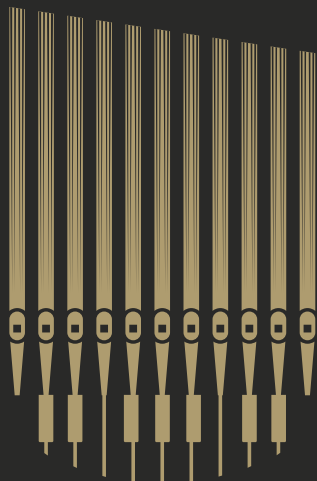


BRANDS AND COMMUNICATION DESIGN, CASE STUDY

[03.6]

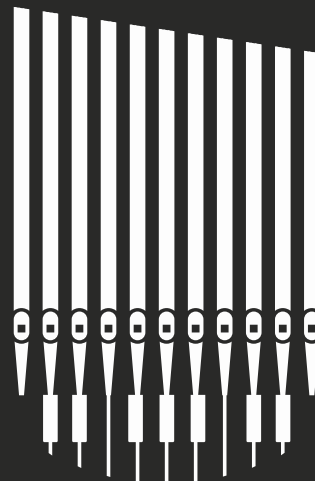
Project Title:
[MAIA'S LARGE PIPE ORGAN - BRAND DESIGN AND
APPLICATION]

Project Description: We designed and applied the
brand for Maia's Large Pipe Organ (one of three in
Portugal), including communication systems, a brand
manual, and brand application manuals.



**GRANDE ORGÃO
DE TUBOS**

Igreja Nossa Senhora
Da Maia



**GRANDE ORGÃO
DE TUBOS**

Igreja Nossa Senhora
Da Maia

BRANDS AND COMMUNICATION DESIGN, CASE STUDY

[03.7]

Project Title: [COMPLETE BRAND CREATION FOR
BOALI STORE CONCEPT AND PRODUCT LINE]

Project Description: As parte of Brandium Agency (São Paulo, Brasil and Portugal), initiated the brand creation process, starting with naming, designing the brand, developing brand applications, and creating a unique store concept along with a corresponding product line.



Boali

Deliciosamente
Saudável



Boali

Deliciosamente
Saudável



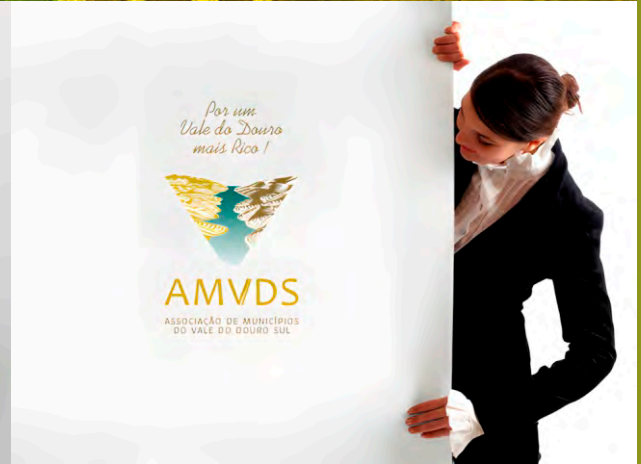


BRANDS AND COMMUNICATION DESIGN, CASE STUDY

[03.8]

Project Title: [COMPLETE INSTITUTION BRAND CREATION FOR AMVDS, ASSOCIAÇÃO DE MUNICÍPIOS DO VALE DO DOURO SUL]

Project Description: Brand creation process, brand design, development of brand applications, and creation of a brand communication system, including Brand Manuals and Brand Application Manuals.

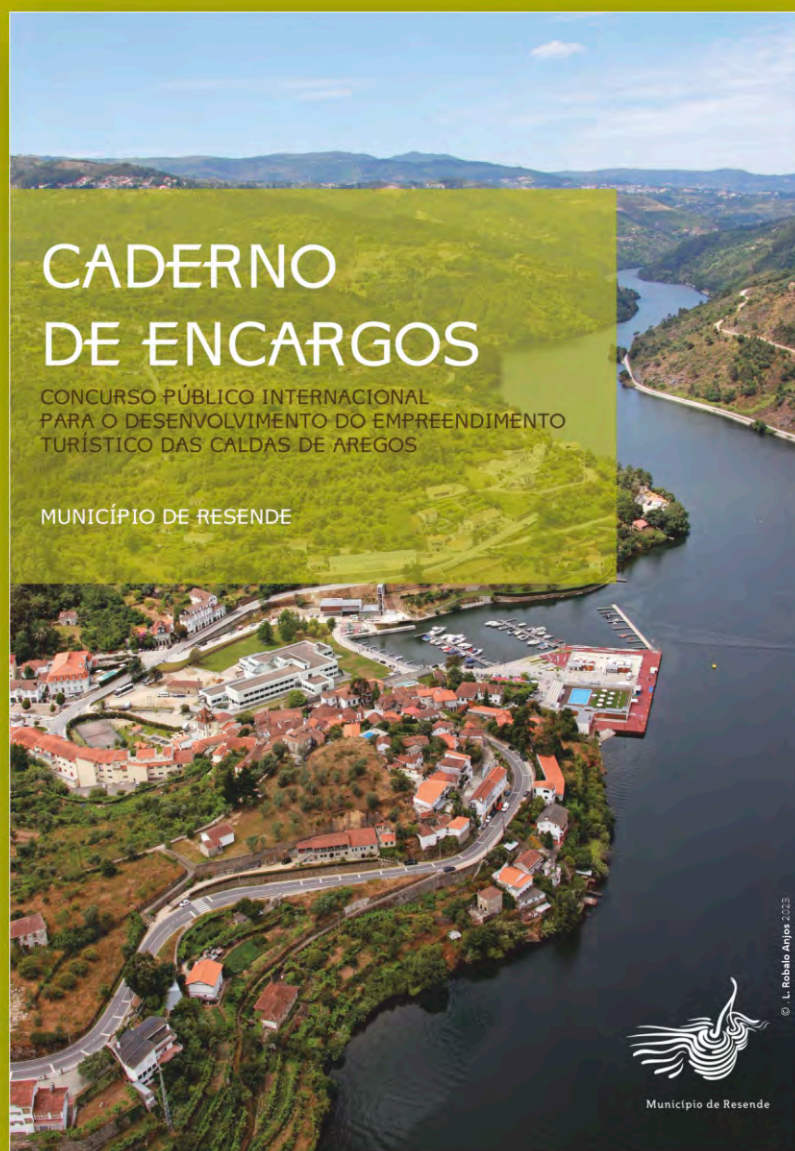


BRANDS AND COMMUNICATION DESIGN, CASE STUDY

[03.9]

Project Title:
[MUNICIPALITY OF RESENDE INSTITUTIONAL COMMUNICATION FOR TOURIST PROMOTION, RESENDE, PORTUGAL]

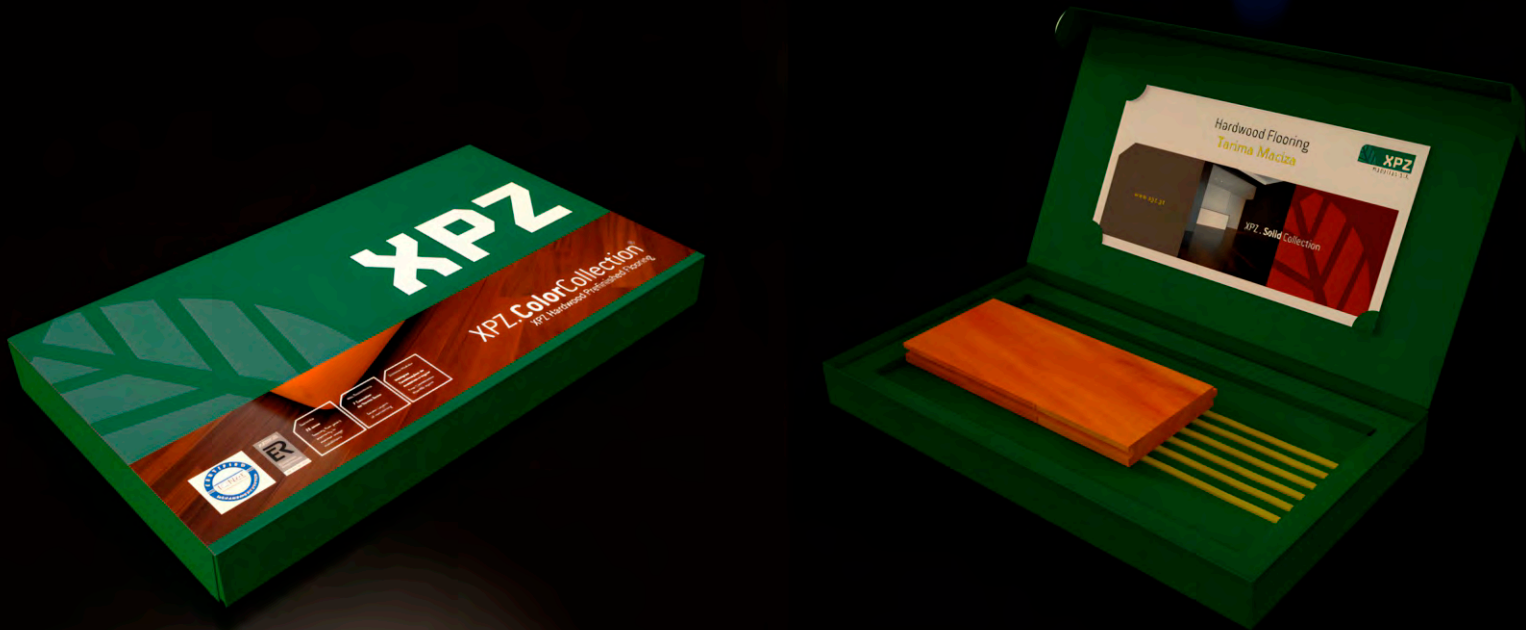
Project Description: International competition for development and construction.



OTHER DESIGN, [03.10] CASE STUDY

Project Title:
[XPZ MADEIRAS SA - PACKAGING DESIGN AND
WOODEN FLOOR SAMPLE KITS]

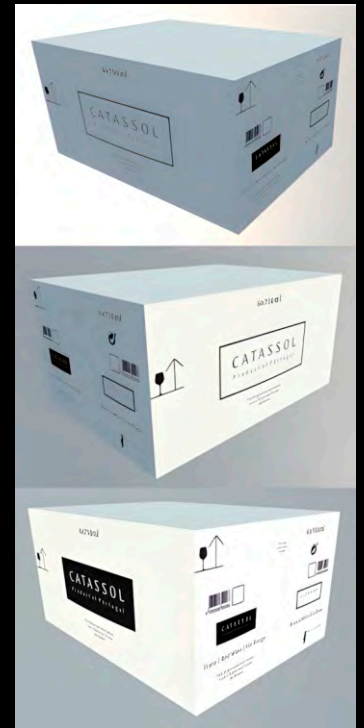
Project Description:
Our collaboration with XPZ Madeiras SA involved the creation of various packaging designs and wooden floor sample kits. Over several years, we developed packaging solutions and kits that showcased their products effectively, emphasizing quality and aesthetics.



OTHER DESIGN, [03.11] CASE STUDY

Project Title:
[CATASSOL - RED AND WHITE WINE BRAND
DESIGN]

Project Description:
We were entrusted with designing the brand, labels, back labels, and packaging for Catassol, a Douro wine brand. Our work focused on capturing the essence and character of their red and white wines, ensuring that the labels and packaging communicated the brand's story and quality.



OTHER DESIGN, [03.12] CASE STUDY

Project Title:

[TRIBUTE TO A LIFE DEDICATED TO BUILDING OUR
FUTURE]

Department of Education, Municipality of Maia

Project Description:

Every two years, the Department of Education in the Municipality of Maia organizes an event to honor retiring teachers who have dedicated their careers to education. We created the event's visual identity, including adapting the trophy created for the first competition.

Additionally, we facilitated a book circulation featuring all the honored teachers and organized a recognition day where local authorities celebrated their dedication with personalized trophies.



HOMENAGEM A UMA VIDA
CONSAGRADA À CONSTRUÇÃO
DO NOSSO FUTURO

6 MAIO 2017



Maria Arman

Local de nascimento –
 Início da carreira – 1
 Fim da carreira – A
 Contacto: 967 819

24

Dulce Maria Marques Morais Ferreira

Local de nascimento – Torre Vedras
 Início da carreira – EB1 da Roca, Campo - Valongo - maio de 1978
 Fim da carreira – Agrupamento de Escolas de Pedrogão - dezembro de 2014
 Contacto: 219017444 / 919986311

18

1978

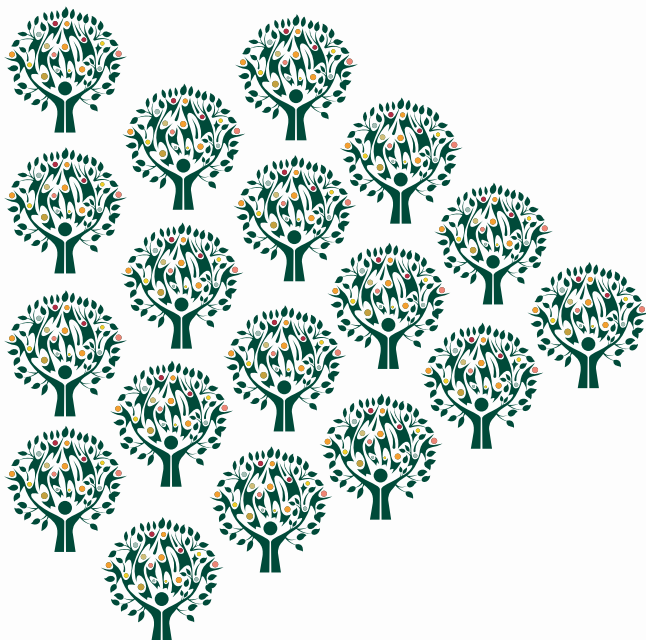
Fuio sentir que a minha passagem pela educação correspondeu a um acelerar de aquisições, a um desparar para os lados pedagógicos mas também a horas de inquietação, de muito esforço e ansiedade nos momentos mais turbulentos desta escalada de trinta e seis anos. Nunca dei de nenhum aluno. Desistir é perder. E perder um pouco de nós.

Foi caminhar leve-me a desejar que, todos os que entraram na minha vida desde tenra idade, pudessem a Escola no "lado doce da memória".

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HOMENAGEM A UMA VIDA
 CONSAGRADA À CONSTRUÇÃO
 DO NOSSO FUTURO





PORTUGAL

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