ALEJANDRO LORA

ALEJANDRO LORA GARCÍA

Brand Designer | Portfolio
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www.linkedin.com/in/alejandrolora

ABOUT ME

Graphic and brand designer with over 6 years of experience across Spain, Australia and Iceland.

I have built and evolved hospitality and retail brands: from the visual communication of a restaurant group by the Sydney Opera House to Burmet's brand system in Madrid and the Bondi Bike Shop rebrand, which I won against an agency.

I take brands across every channel (digital, print, packaging, merchandise and physical spaces), manage production end to end and build AI into my design workflow to produce faster and at scale.

I'm driven by detail, consistency and constant learning.

PROJECTS

BONDI
BIKE SHOP

01

BONDI BIKE SHOP

Rebrand won against an agency with a single brand proposal.

02

BURMET

From neighbourhood restaurant to a chain with its own identity, keeping its symbol.

AROCKGRILL
SUMMER IN
SYDNEY
SEAROCK GRILL
SYDNEY AUSTRALIA

03

CIRCULAR QUAY

From waiter to designer for a group of five restaurants with different audiences.

+ Logo selection at the end of the document.

PROJECT #1

ALORAGARDESIGN@GMAIL.COM

BONDI BIKE SHOP

BRAND DESIGN

STRATEGY

MASCOT

BONDI BIKE SHOP

Electric bike shop and workshop | Sydney, Australia

Rebrand of a brand I had created myself years earlier. I competed against a local agency with a single brand proposal and won the project.

1 VS 3
One brand direction against the agency's three concepts

1 MONTH
Of refinements with the client to the final version

2023
Year of the rebrand. The identity is still in use today

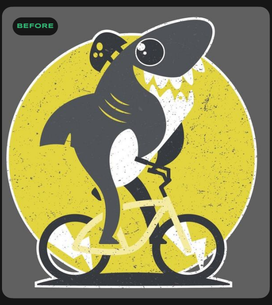
BONDI
BIKE SHOP

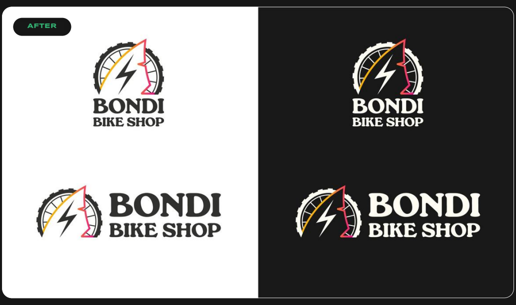
01 THE PROBLEM

A brand the business had outgrown

I had designed Bondi Bike Shop's first logo myself years earlier: a shark on a bike, wearing a helmet, in a playful style. The business grew, but the brand stayed behind. That childlike shark no longer reflected what the client had built: a serious business specialising in electric bikes, not just any local shop.

They needed an identity with the same personality but more visual weight and professionalism, without changing name or premises: just evolving.



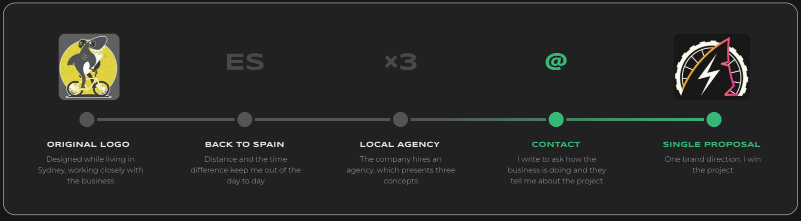

AFTER
BONDI
BIKE SHOP
BONDI
BIKE SHOP
BONDI
BIKE SHOP
BONDI
BIKE SHOP

02 THE CONTEXT

Competing against an agency as the outsider

I designed the original logo while living in Sydney and working closely with the business. When I moved back to Spain I lost that direct contact, and when the company decided to rebrand, they didn't think of me at first: distance and the time difference made a local agency the logical choice.

Some time later, I wrote to the client with no commercial intention, just curious to know how the business was doing. That's when they told me they were in the middle of a rebrand with an agency and shared where the project stood.



ORIGINAL LOGO
Designed while living in Sydney, working closely with the business

BACK TO SPAIN
Distance and the time difference keep me out of the day to day

LOCAL AGENCY
The company hires an agency, which presents three concepts

CONTACT
I write to ask how the business is doing and they tell me about the project

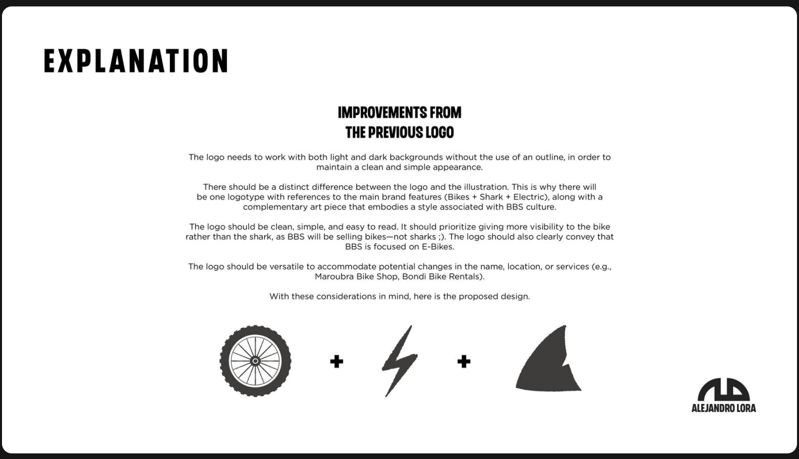
SINGLE PROPOSAL
One brand direction. I win the project

03 THE DECISION

One brand direction, not three

Seeing where the agency's proposal was going, it was clear it didn't match what the client was really looking for, so I offered an alternative of my own. Instead of competing in the same format (several options, more development time), I presented a single, carefully crafted visual direction: a clean, well-resolved sketch with a defined palette and variations, and the original shark redesigned as a supporting mascot rather than the main logo.

I knew the visual references the client cared about, brands like Deus Ex Machina or Carhartt that build a visual culture beyond a logo, something the agency's proposal didn't capture. With that single direction, they gave me the project instead of the agency.



EXPLANATION

IMPROVEMENTS FROM THE PREVIOUS LOGO

The logo needs to work with both light and dark backgrounds without the use of an outline, in order to maintain a clean and simple appearance.

There should be a distinct difference between the logo and the illustration. This is why there will be one logotype with references to the main brand features (Bikes + Shark + Electric), along with a complementary art piece that embodies a style associated with BBS culture.

The logo should be clean, simple, and easy to read. It should prioritize giving more visibility to the bike rather than the shark, as BBS will be selling bikes—not sharks ;). The logo should also clearly convey that BBS is focused on E-Bikes.

The logo should be versatile to accommodate potential changes in the name, location, or services (e.g., Maroubra Bike Shop, Bondi Bike Rentals).

With these considerations in mind, here is the proposed design.

+
+
ALEJANDRO LORA

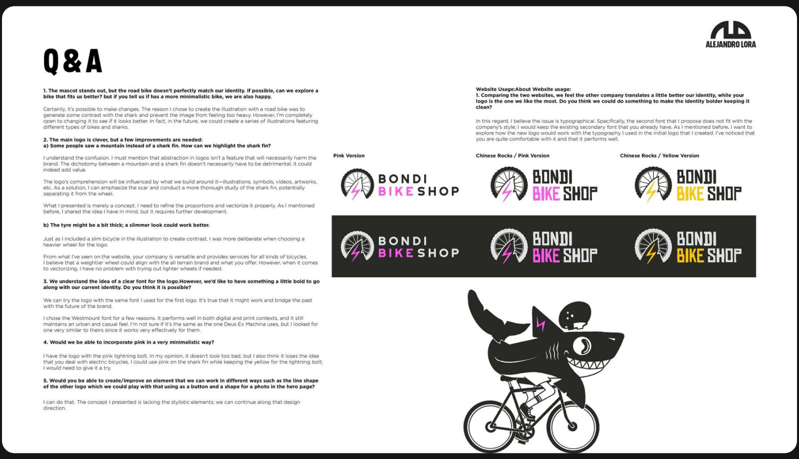
Excerpt from the proposal: the criteria for the new logo and the wheel + bolt + fin synthesis.

04 THE SYSTEM

Separating logo and mascot

The key structural decision was to split what used to be a single piece (the shark on a bike) into two elements with different roles: a clean, legible logo that works on its own, and a separate brand illustration, the now more refined shark, as a personality asset for T-shirts, social media and merchandise.

After several review rounds with the client, we refined details such as the weight of the wheel, the clarity of the shark fin (some people read it as a mountain) and the balance between the original typeface and a bolder one, so the brand could evolve without losing what the client already recognised as their own.



Q&A

1. The mascot stands out, but the road bike doesn't perfectly match our identity. If possible, can we explore a bike that fits us better? but if you tell us if has a more minimalistic bike, we are also happy.

Certainly, it's possible to make changes. The reason I chose to create the illustration with a road bike was to generate some contrast with the shark and prevent the image from feeling too heavy. However, I'm completely open to changing it to see if it looks better. In fact, in the future, we could create a series of illustrations featuring different types of bikes and sharks.

2. The main logo is clever, but a few improvements are needed:
a) Some people saw a mountain instead of a shark fin. How can we highlight the shark fin?

I understand the confusion. I must mention that abstraction in logos isn't a feature that will necessarily harm the brand. The dichotomy between a mountain and a shark fin doesn't necessarily have to be detrimental; it could indeed add value.

The logo's comprehension will be influenced by what we build around it—illustrations, symbols, videos, artworks, etc. As a solution, I can emphasize the scar and conduct a more thorough study of the shark fin, potentially separating it from the wheel.

What I presented is merely a concept. I need to refine the proportions and vectorize it properly. As I mentioned before, I shared the idea I have in mind, but it requires further development.

b) The tyre might be a bit thick; a slimmer look could work better.

Just as I included a slim bicycle in the illustration to create contrast, I was more deliberate when choosing a heavier wheel for the logo.

From what I've seen on the website, your company is versatile and provides services for all kinds of bicycles. I believe that a weightier wheel could align with the all terrain brand and what you offer. However, when it comes to vectorizing, I have no problem with trying out lighter wheels if needed.

3. We understand the idea of a clear font for the logo.However, we'd like to have something a little bold to go along with our current identity. Do you think it is possible?

We can try the logo with the same font I used for the first logo. It's true that it might work and bridge the past with the future of the brand.

I chose the Westmount font for a few reasons. It performs well in both digital and print contexts, and it still maintains an urban and casual feel. I'm not sure if it's the same as the one Deus Ex Machina uses, but I looked for one very similar to theirs since it works very effectively for them.

4. Would we be able to incorporate pink in a very minimalistic way?

I have the logo with the pink lightning bolt. In my opinion, it doesn't look too bad, but I also think it loses the idea that you deal with electric bicycles. I could use pink on the shark fin while keeping the yellow for the lightning bolt; I would need to give it a try.

5. Would you be able to create/improve an element that we can work in different ways such as the line shape of the other logo which we could play with that using as a button and a shape for a photo in the hero page?

I can do that. The concept I presented is lacking the stylistic elements; we can continue along that design direction.

Website Usage:About Website usage:
1. Comparing the two websites, we feel the other company translates a little better our identity, while your logo is the one we like the most. Do you think we could do something to make the identity bolder keeping it clean?

In this regard, I believe the issue is typographical. Specifically, the second font that I propose does not fit with the company's style; I would keep the existing secondary font that you already have. As I mentioned before, I want to explore how the new logo would work with the typography I used in the initial logo that I created. I've noticed that you are quite comfortable with it and that it performs well.

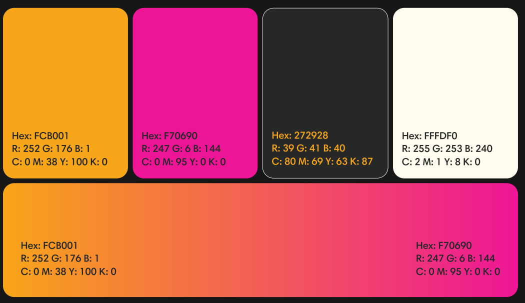
Pink Version

Chinese Rocks / Pink Version

Chinese Rocks / Yellow Version

ALEJANDRO LORA
BONDI BIKE SHOP
BONDI BIKE SHOP
BONDI BIKE SHOP
BONDI BIKE SHOP
BONDI BIKE SHOP
BONDI BIKE SHOP

Early-stage Q&A round with the client to refine the logo, typography and use of colour.



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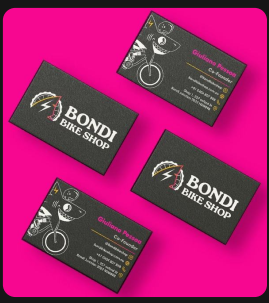

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BONDI BIKE SHOP
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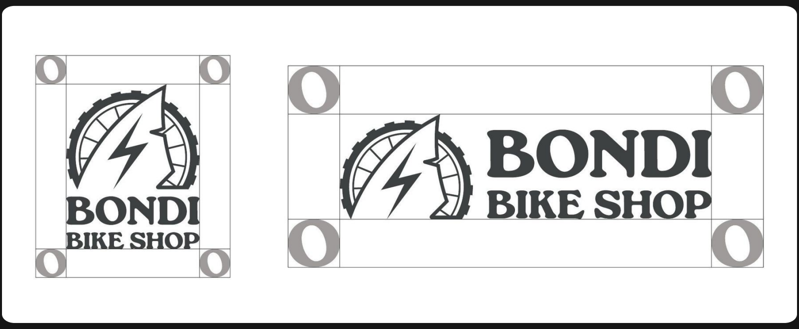


BONDI
BIKE SHOP
BONDI
BIKE SHOP

Manchego
ABCDEFGHIJKLMN
ÑOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

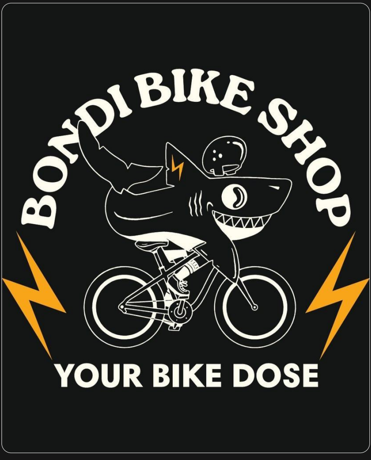
Harmonia
ABCDEFGHIJKLMN
ÑOPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
0123456789

05 WHY A SHARK

Local culture, not just any animal

The name “Bondi Bike Shop” was no accident: Bondi is a very touristy area of Sydney, and the name also worked as natural SEO; it was literally what people searched on Google when they needed a bike fixed nearby without going into the city.

That's where the shark comes from: it shows up often at that beach and causes a stir in local media, without really being dangerous to people. The client and I shared that view (the water is its home, it isn't looking to attack), so the mascot brings that part of local culture in a friendly, non-threatening way.

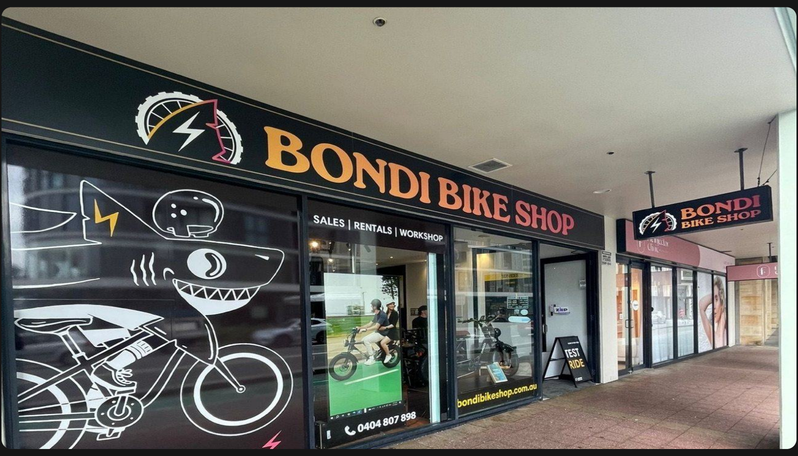

BONDI BIKE SHOP
YOUR BIKE DOSE

BONDI BIKE SHOP
YOUR BIKE DOSE

06 THE RESULT

Adopted instantly, across every touchpoint

The client adopted the identity straight away: stationery, T-shirts, window displays and a large logo on the shopfront. They especially valued the new colour palette, far more refined than the previous one, and have relied on the mascot as the centrepiece of their social media ever since.


BONDI BIKE SHOP
SALES | RENTALS | WORKSHOP
BONDI BIKE SHOP
TEST RIDE
bondibikeshop.com.au
0404 807 898

PROJECT #2

ALORAGARDESIGN@GMAIL.COM

BURMET

BRAND DESIGN

SYSTEM

ILLUSTRATED UNIVERSE

BURMET

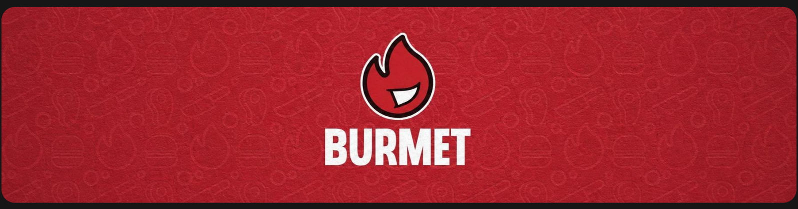
Flame-grilled burger restaurant | Madrid, Spain

A neighbourhood burger joint with a logo full of personality but no system. I turned it into a brand ready to grow, without touching what its customers already recognised.

1 → 3
Restaurants since we started working together

1
Sub-brand created: Crackles by Burmet

2021
Start of a collaboration that continues today

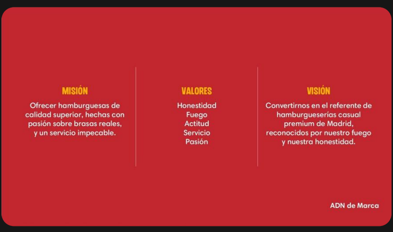


01 THE STARTING POINT

A good restaurant with a neighbourhood image

The project came to me through a referral, from someone who had seen me go from waiter to designer for a restaurant group in Sydney. Burmet was then a single restaurant in the Prosperidad neighbourhood. It was doing well and had loyal customers, but its image was that of a local joint: a logo with personality, a smiling flame, but without careful proportions, usage rules or a system that would allow it to grow.

The owners knew exactly what they were: a casual premium burger restaurant, neither fast food nor fine dining, built on real flame grilling and honesty. What was missing was a brand to match.

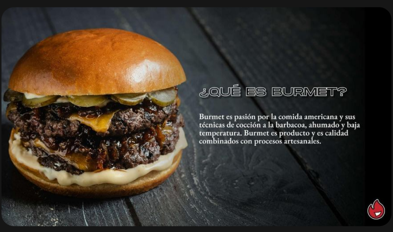


MISIÓN
Ofrecer hamburguesas de calidad superior, hechas con pasión sobre brasas reales, y un servicio impecable.

VALORES
Honestidad
Fuego
Actitud
Servicio
Pasión

VISIÓN
Convertirnos en el referente de hamburgueserías casual premium de Madrid, reconocidos por nuestro fuego y nuestra honestidad.

ADN de Marca



¿QUÉ ES BURMET?

Burmet es pasión por la comida americana y sus técnicas de cocción a la barbacoa, ahumado y baja temperatura. Burmet es producto y es calidad combinados con procesos artesanales.

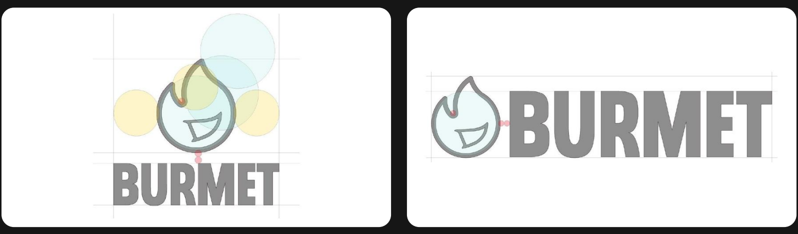
The mission, vision and values came from the owners. My job was to organise them within the brand system and the dossier.

02 THE DECISION

Evolve, don't replace

The owners didn't want to give up their flame, and they were right: it was what their customers already recognised. Instead of proposing a new logo, I carried out a precision operation on the existing one.

I rebuilt the flame geometrically using golden-ratio circles and corrected the smile, which looked too small next to the rest of the symbol. The result keeps everything the brand had already earned, with the solidity a symbol needs to appear on shopfronts, advertising and merchandise.


BURMET
BURMET

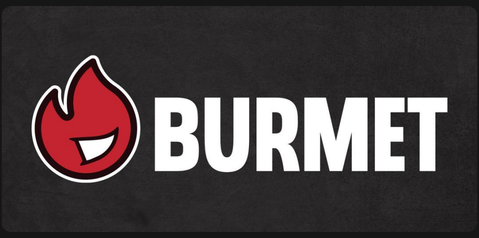
Rebuilding the symbol with golden-ratio circles, and the relationship between flame and wordmark in vertical and horizontal versions.

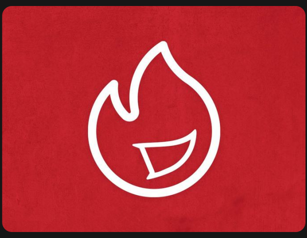
03 THE SYSTEM

A brand as bold as its product

Burmet serves a burger with a bone-in cut of meat inside and nachos with cheese poured at the table. The typography had to live up to that, so we chose a big, bold, eye-catching sans serif, paired with a clean secondary typeface for text.

Everything was gathered in a brand manual: logo and variations, proportions, clear space, palette, typefaces, tone of voice and photography guidelines. I also prepared a dossier explaining what Burmet is, designed to present the brand to third parties.





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C: 63 M: 85 Y: 57 K: 86

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ABCDEFGHIJKLMN
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CHEDROS

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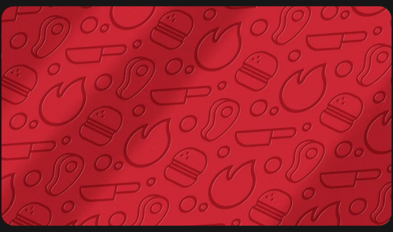
HARMONIA



BURMET
TE LO MERECES

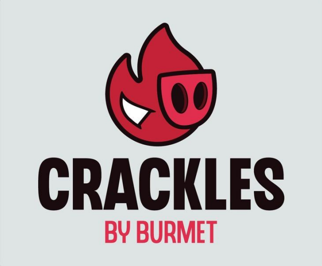
Tone of voice from the manual and cover of the brand dossier.

04 BRAND ARCHITECTURE

Crackles by Burmet

When the owners wanted to test a new format, takeaway food with just two tables, focused on smash burgers and pork products, we set up Crackles as an endorsed sub-brand with the “by Burmet” seal. The pig snout built into the flame links it visually to the parent brand while setting it apart by product.

It was a format in a testing phase, so the endorsement made sense: it drew on Burmet's reputation without tying its future to it. The venue eventually closed due to licensing issues, and the main brand was unaffected, which is exactly what this architecture was meant to protect.


CRACKLES
BY BURMET

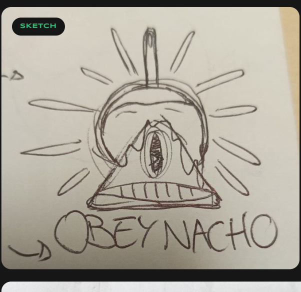
CRACKLES
BY BURMET

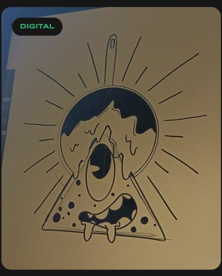
05 ILLUSTRATED UNIVERSE

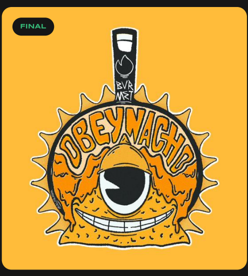
A brand people collect, not just a logo

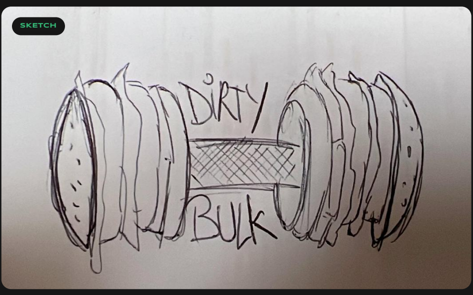
The client wanted more than a well-applied logo: yearly T-shirts and illustrations their customers could identify with, in a restaurant visited by many YouTubers and food content creators.

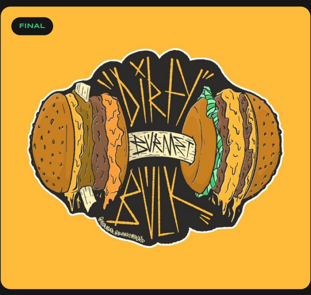
I developed a series of illustrations that turn the brand's character and dishes into pieces of their own: “Dirty Bulk”, a burger turned into a dumbbell for the gym crowd; “Obey Nacho”, the cheese-drenched nacho with a cult aesthetic; and yearly T-shirts featuring their signature burgers.

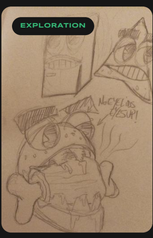

SKETCH
OBEY NACHO

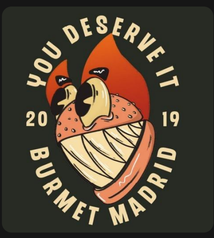


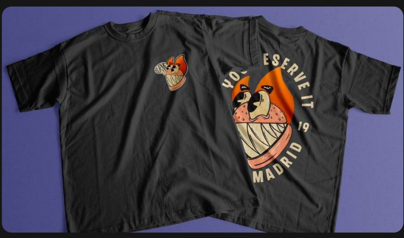

FINAL
BVR MET
OBEY NACHO


SKETCH
DIRTY BULK


FINAL
DIRTY
BVRMET
BULK


EXPLORATION
NO EYELIDS
EYES UP!


YOU DESERVE IT
20
19
BURMET MADRID


YOU DESERVE IT
19
MADRID

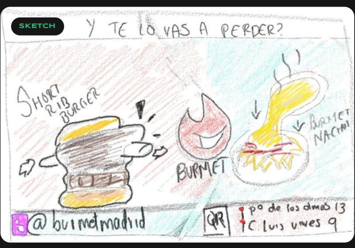
From sketch to final piece: character exploration, brand illustrations and T-shirts.

06 ACTIVATION

The brand beyond the restaurant

The metro poster was placed at the Puerta de Toledo exit, the natural route for people heading to the Rastro market on Sundays, a few minutes from one of the restaurants: the idea was to make Burmet their choice for lunch that day. The piece started as a pencil sketch before going digital.

At the PcComponentes collaboration, an event with large crowds and well-known faces, the Burmet stand sold out of burgers and not everyone got to try one.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BURMET NACHO
@burmetmadrid
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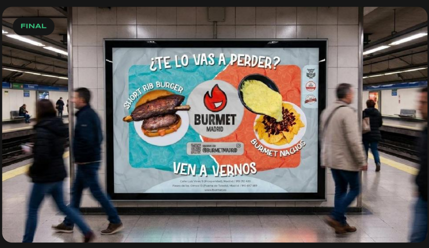
C. luis vives 9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¿TE LO VAS A PERDER?
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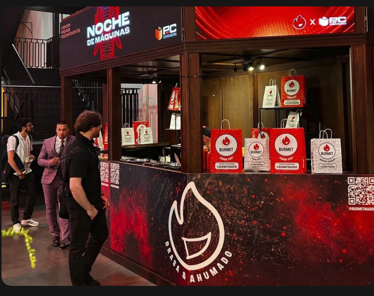
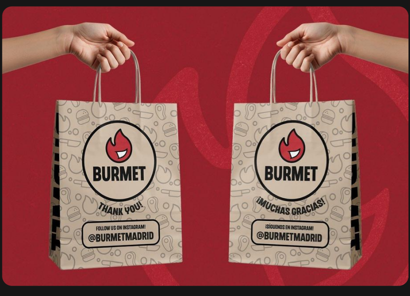
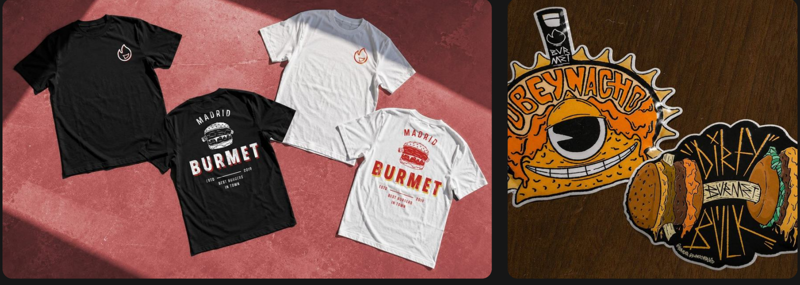
VEN A VERNOS


NOCHE DE MÁQUINAS
PC COMPONENTES
BURMET
@BURMETMADRID
BRASA & AHUMADO


BURMET
THANK YOU!
FOLLOW US ON INSTAGRAM!
@BURMETMADRID
BURMET
¡MUCHAS GRACIAS!
¡SÍGUENOS EN INSTAGRAM!
@BURMETMADRID


MADRID
BURMET
ESTD 2019
BEST BURGERS IN TOWN
BURMET

Burmet stand at the PcComponentes event and takeaway bags.

07 THE RESULT

From neighbourhood joint to a chain with its own identity

Since we started working together, Burmet has grown from one to three restaurants, and the brand no longer looks like a neighbourhood joint but works as a chain with its own identity.

The manual and the dossier have become working tools: the client uses them to land events and to introduce the brand to content creators, with a solid image that backs up what they were already doing well in the kitchen.

BURMET LOVERS

PROJECT #3

ALORAGARDESIGN@GMAIL.COM

CIRCULAR QUAY

MULTI-BRAND

INITIATIVE

COMMUNICATION

CIRCULAR QUAY

Restaurant group | Sydney, Australia

I started out waiting tables and ended up running the visual communication of a restaurant group by the Sydney Opera House, with audiences as different as tourists, local families and weddings.

5	4	2019-21
Restaurants in the group with pieces designed by me	Different audiences, from tourists to corporate events	From waiter to designer for the whole group

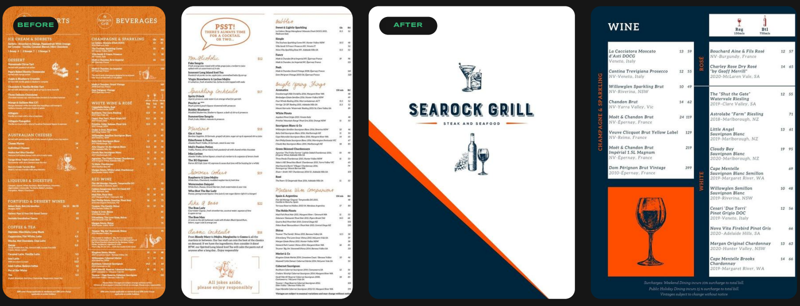
Guylian Belgian Chocolate Café · The Rawson Hotel · Appetito Kitchen · Searock Grill Steak and Seafood · Eastbank Cafe-Bar-Pizzeria

01 THE STARTING POINT

A new brand that didn't fit anything

I started at Searock Grill as a waiter. The restaurant had just launched a new logo: cleaner, with a sans serif typeface, engraving-style illustrations and two lead colours, navy blue and orange.

The problem was that all the material in the venue still spoke the language of the old brand, with serif typefaces and an aesthetic that no longer fit. The new identity existed in the logo, but nowhere else. On my own initiative, I redesigned the drinks menu to match the new brand.


BEFORE
BEVERAGES
PSST! THERE'S ALWAYS TIME FOR A COCKTAIL OR TWO...
All jokes aside, please enjoy responsibly
AFTER
SEAROCK GRILL
WINE
SPARKLING
ROSÉ
WHITE

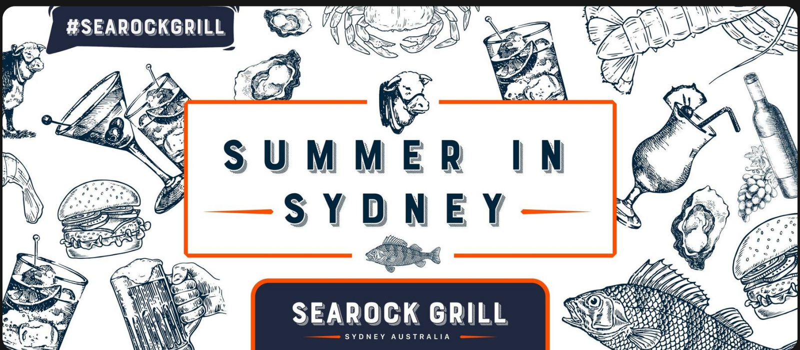
The previous drinks menu next to the one I designed to align it with Searock Grill's new identity.

02 THE INITIATIVE

From the drinks menu to the whole group

The owners liked the menu and asked me to design the rest of Searock's pieces. At first I designed sitting in the dining room, still in uniform in case service got busy. Little by little they stopped asking me to come as a waiter and I worked solely as a designer, from an office they set up at The Rawson, side by side with the marketing manager.

Then I found out the same owners had more restaurants in the area, and they asked me to bring that work to all of them: Eastbank, Appetito, The Rawson and, later, the Guylian franchise they acquired.


#SEAROCKGRILL
SUMMER IN SYDNEY
SEAROCK GRILL
SYDNEY AUSTRALIA

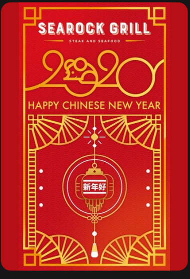
"Summer in Sydney": large-format piece for Searock Grill in the new brand language, 2019.

03 FIVE VENUES, FOUR WORLDS

Each restaurant speaks to a different audience

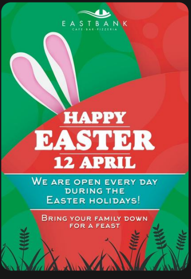
No venue could look like the one next door. Searock Grill spoke to tourists and families, Eastbank to people after a classy Italian on the way to the Opera House, Appetito to local families and The Rawson to weddings, meetings and corporate parties. Every piece had to match that tone.

I didn't touch the logos: I kept each venue's existing identity and adapted it to work in one colour and on different backgrounds. The work was in everything else: menus, posters, invitations and campaigns in each restaurant's tone. At Guylian, a franchise with its own brand, my role was limited to adapting some promotional product pieces.


SEAROCK GRILL
STEAK AND SEAFOOD
2020
HAPPY CHINESE NEW YEAR
新年好

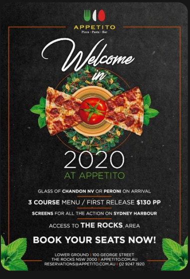
SEAROCK GRILL

Touristy and family-friendly, next to the Opera House.


EASTBANK
CAFE · BAR · PIZZERIA
HAPPY EASTER
12 APRIL
We are open every day during the Easter holidays!
Bring your family down for a feast

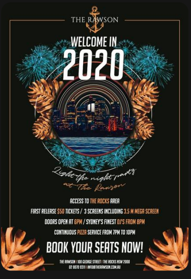
EASTBANK

Classy Italian on the way to the Opera House. High visibility and tourist crowd.


APPETITO
Pizza · Pasta · Bar
Welcome in
2020
AT APPETITO
GLASS OF CHANDON NV OR PERONI ON ARRIVAL
3 COURSE MENU / FIRST RELEASE $130 PP
SCREENS FOR ALL THE ACTION ON SYDNEY HARBOUR
ACCESS TO THE ROCKS AREA
BOOK YOUR SEATS NOW!
LOWER GROUND | 100 GEORGE STREET
THE ROCKS NSW 2000 | APPETITO.COM.AU
RESERVATIONS@APPETITO.COM.AU | 02 9247 1920

APPETITO

Across the harbour, on a quieter street. Local families looking for good Italian food.


THE RAWSON
WELCOME IN
2020
Light the night party
at The Rawson
ACCESS TO THE ROCKS AREA
FIRST RELEASE $50 TICKETS / 3 SCREENS INCLUDING 3.5 M MEGA SCREEN
DOORS OPEN AT 6PM / SYDNEY'S FINEST DJ'S FROM 8PM
CONTINUOUS PIZZA SERVICE FROM 7PM TO 10PM
BOOK YOUR SEATS NOW!
THE RAWSON | 100 GEORGE STREET | THE ROCKS NSW 2000
02 8070 9311 | INFO@THERAWSON.COM.AU

THE RAWSON

The most elegant in the group: daily menu and, above all, events. Weddings, meetings and corporate parties.

04 THE MENU SYSTEM

Long, clear menus built to change

These are restaurants with very long menus. I designed menus with a clear hierarchy so guests could quickly find what they were looking for, with each venue's brand clearly present so none looked like another restaurant's.

They also had to handle constant updates to dishes, wines and prices, so I built them on a structure that could be changed without redoing them from scratch.

THE RAWSON
APPETITO

BREADS
OYSTERS
SEAFOOD PLATTERS
STARTERS
$17
LUNCH SPECIALS
SEAROCK GRILL

BREAKFAST
COFFEE & TEA
SEAROCK GRILL
STEAK AND SEAFOOD

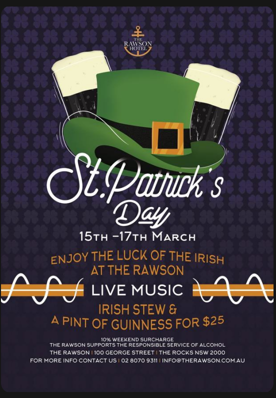
$17
Lunch
SELECTED MAINS

05 COMMUNICATION

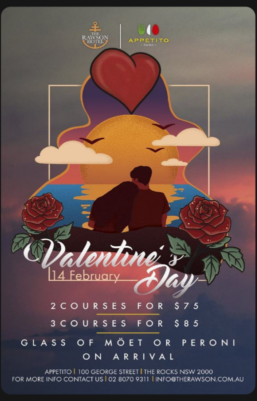
Campaigns to fill tables

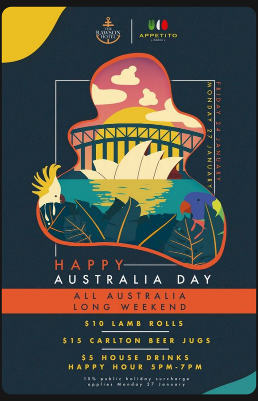
With the marketing manager, we planned campaigns around key dates: New Year's Eve, Australia Day, Easter, the Melbourne Cup or the Super Bowl. The goal was to bring energy to the venues and drive bookings on those dates, and many times they filled up.

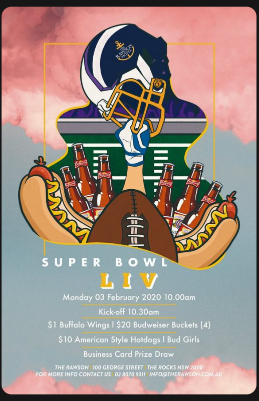
Along the waterfront we placed large-format posters with offers and happy hours, designed so passers-by would take in the price and the product at a glance. I also designed invitations, email banners, photo retouching and simple screen animations, and prepared all files for print and signage.


THE RAWSON HOTEL
St.Patrick's Day
15th –17th March
ENJOY THE LUCK OF THE IRISH AT THE RAWSON
LIVE MUSIC
IRISH STEW & A PINT OF GUINNESS FOR $25
10% WEEKEND SURCHARGE
THE RAWSON SUPPORTS THE RESPONSIBLE SERVICE OF ALCOHOL
THE RAWSON | 100 GEORGE STREET | THE ROCKS NSW 2000
FOR MORE INFO CONTACT US | 02 8070 9311 | INFO@THERAWSON.COM.AU

SEAROCK GRILL
HAPPY HOUR
MENU
$6
SPIRITS
WINES
BEERS
OYSTERS
FISH & CHIPS
BURGERS
1/2 PRICE
$20 Corona Buckets


THE RAWSON HOTEL
APPETITO
Valentine's Day
14 February
2 COURSES FOR $75
3 COURSES FOR $85
GLASS OF MÖET OR PERONI ON ARRIVAL
APPETITO | 100 GEORGE STREET | THE ROCKS NSW 2000
FOR MORE INFO CONTACT US | 02 8070 9311 | INFO@THERAWSON.COM.AU


THE RAWSON HOTEL
APPETITO
FRIDAY 24 JANUARY
MONDAY 27 JANUARY
HAPPY AUSTRALIA DAY
ALL AUSTRALIA LONG WEEKEND
$10 LAMB ROLLS
$15 CARLTON BEER JUGS
$5 HOUSE DRINKS
HAPPY HOUR 5PM-7PM
15% public holiday surcharge applies Monday 27 January

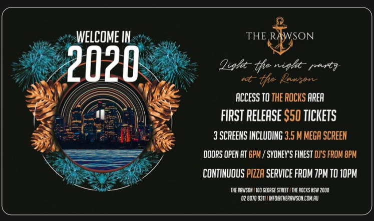

SUPER BOWL LIV
Monday 03 February 2020 10.00am
Kick-off 10.30am
$1 Buffalo Wings | $20 Budweiser Buckets (4)
$10 American Style Hotdogs | Bud Girls
Business Card Prize Draw
THE RAWSON | 100 GEORGE STREET | THE ROCKS NSW 2000
FOR MORE INFO CONTACT US | 02 8070 9311 | INFO@THERAWSON.COM.AU

06 THE RESULT

The owners' trust

In less than two years I went from waiting tables to running the visual communication of the whole group, with full creative freedom. The owners' trust showed above all when the pandemic hit: as venues began to close, they kept me on the team until there was no work left.

After moving back to Spain I kept working with them remotely for a while, until the time difference gradually wound the relationship down.


WELCOME IN
2020
THE RAWSON
Light the night party
at the Rawson
ACCESS TO THE ROCKS AREA
FIRST RELEASE $50 TICKETS
3 SCREENS INCLUDING 3.5 M MEGA SCREEN
DOORS OPEN AT 6PM / SYDNEY'S FINEST DJ'S FROM 8PM
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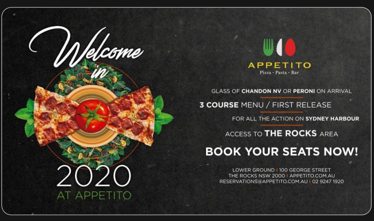
Welcome in
2020
AT APPETITO
APPETITO
Pizza · Pasta · Bar
GLASS OF CHANDON NV OR PERONI ON ARRIVAL
3 COURSE MENU / FIRST RELEASE
FOR ALL THE ACTION ON SYDNEY HARBOUR
ACCESS TO THE ROCKS AREA
BOOK YOUR SEATS NOW!
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THE ROCKS NSW 2000 | APPETITO.COM.AU
RESERVATIONS@APPETITO.COM.AU | 02 9247 1920

EXTRA

ALORAGARDESIGN@GMAIL.COM

LOGO SELECTION

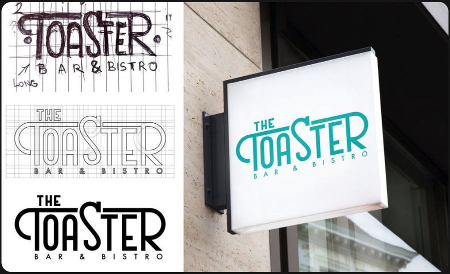
IDENTITY

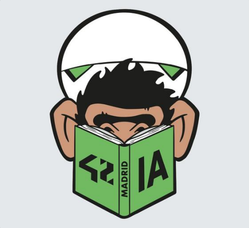
LOGOS

COMMISSIONS

LOGO SELECTION

One-off identity commissions for clients across different sectors, from quick brand pieces to single-use logos.


TOASTER
B AR & BISTRO
LONG
THE TOASTER
BAR & BISTRO
THE TOASTER
BAR & BISTRO
THE TOASTER
BAR & BISTRO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MADRID
IA

PAPPAMIA

Buona in un attimo

CLASH CLUB

MESA

INCÓGNITA

MELLADOS

ALEJANDRO LORA

aloragardesign@gmail.com
www.linkedin.com/in/alejandrolora