

niu.

Estudio creativo de
diseño y comunicación

Portfolio

niu.studio

2023

Portfolio 2023

Crafting creative solutions for the new mighty generations.

→ No boundaries, no borders.

Niu.studio is a creative design + visual communications studio.

Established in 2022 by Esme Pueyo and Pablo Guillamon, two migratory birds who, after a long season freelancing abroad, decided to nestle in a corner of the Mediterranean to work with large and small, national and international companies.

@weare_niu

www.weareniu.studio



Clients:

BERSHKA

■ - BASF
We create chemistry


STARSHIP

INDITEX

ESPAI 

IER Instituto
Español de
Resiliencia

TAVISTOCK

mgc pharma 

FIREFLY
the reputation shapers*

S St Brides Partners

Services:

- Graphic Design
- Branding
- We design + development
- Motion Graphics
- Illustration
- Art Direction
- Editorial Design
- Retail
- Signage

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#Bershkastyle stories

Client: Bershka

Services: Art Direction / Motion Graphics

Since 2020 we have been working closely with Bershka's marketing department to produce animated content for their social networks. Assets in which we show the novelties that arrive at the store or the outfits of your community.

With each new installment we seek to evolve together with the brand, but always with a casual style and seeking to set trends.



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El Agricultor Del Futuro

Client: **BASF**

Services: **Art Direction / Motion Graphics**

BASF AGRO created a new Virtual Platform, a meeting point for farmers, technicians and/or anyone passionate about #FutureAgriculture.

We designed the look&feel of the campaign and creating the promotional materials for the launch campaign, which included a teaser, video header for interviews and templates for your social networks.



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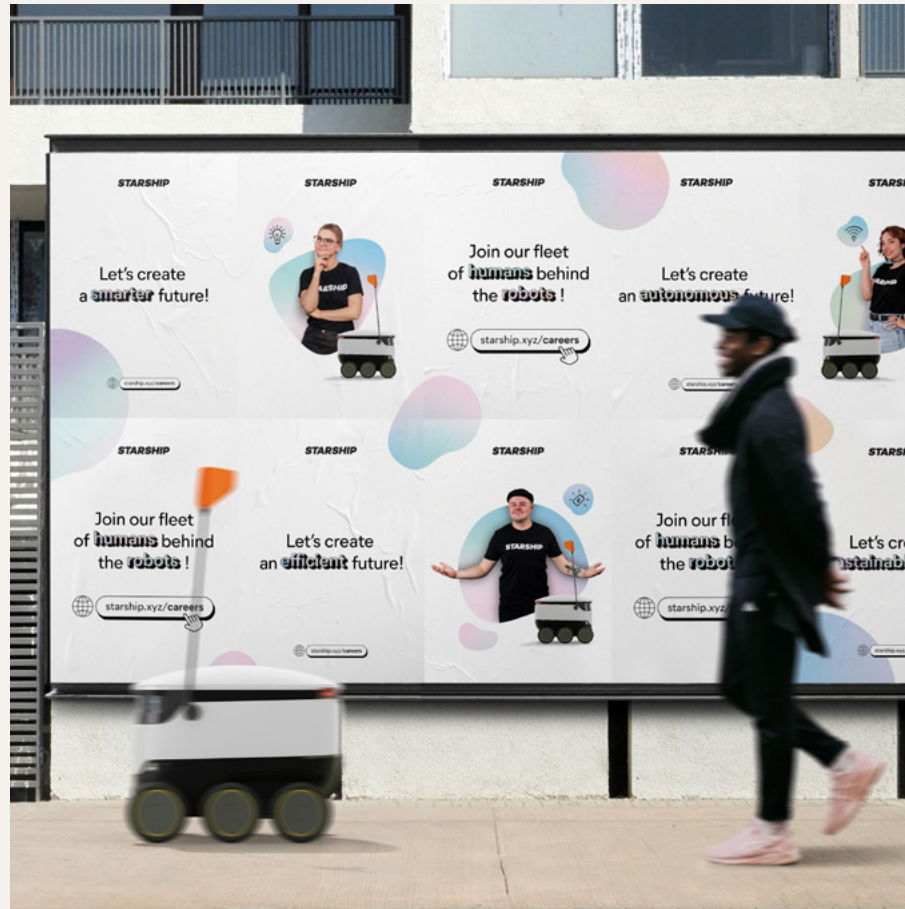
Employer branding

Client: **Starship Technologies**

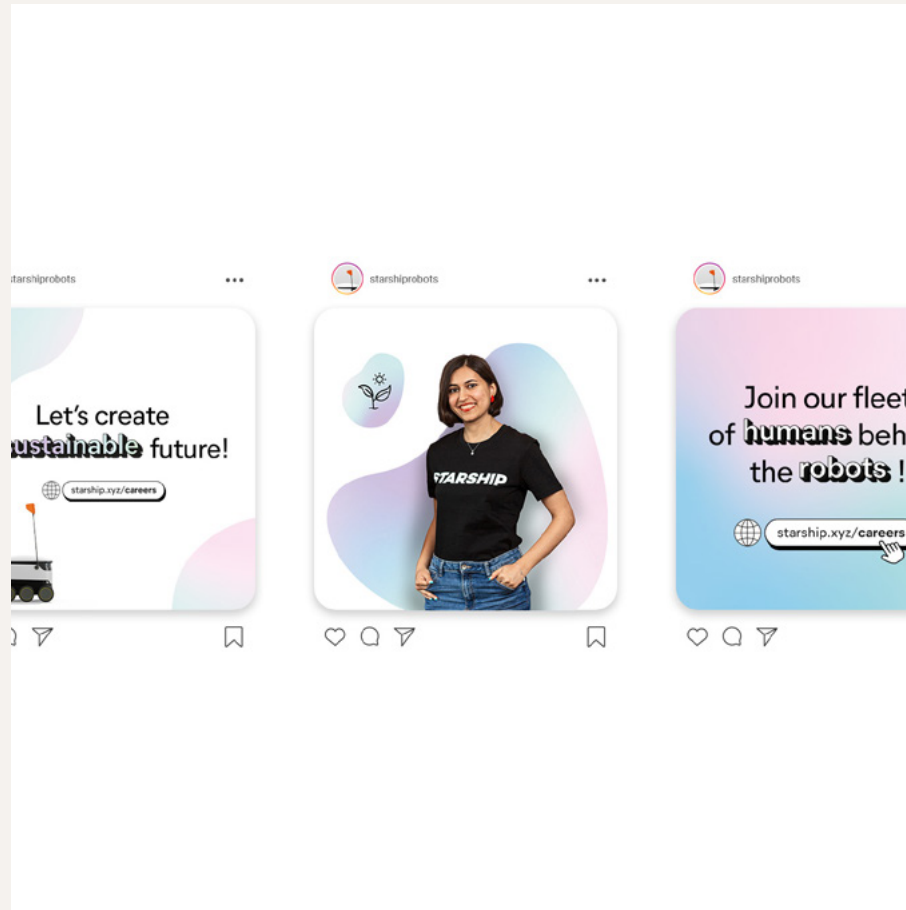
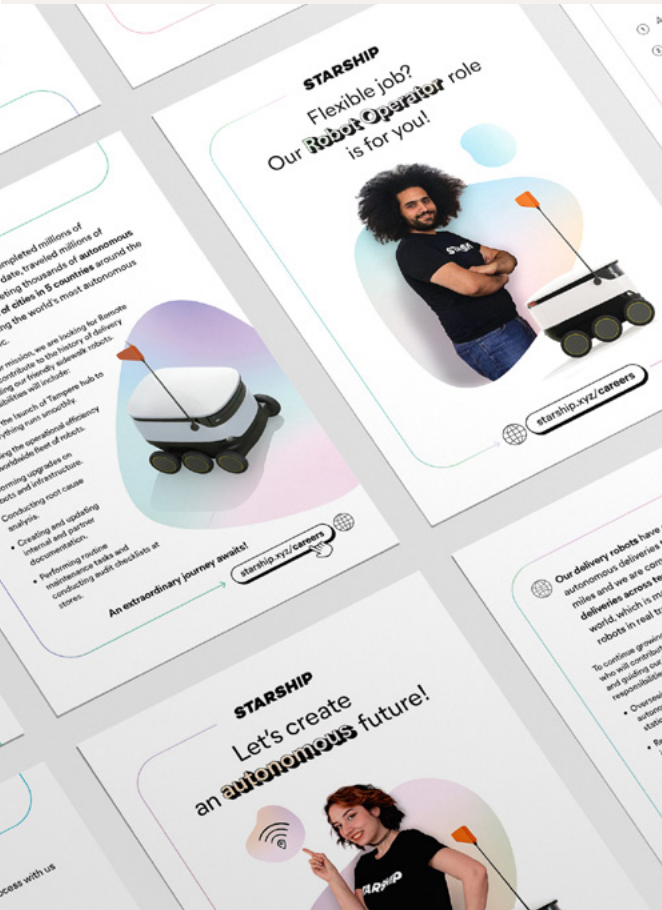
Services: **Art Direction / Branding / Motion**

During 2021 Starship rapidly expanded their operations and found themselves in the need of recruiting new skilled team members for several specialist positions.

We worked along with Starship's Employer Branding team to develop the creativity of the campaign aligned to the Company's values, portraying Starship as a start-up Company made of humans and robots, young, modern and down-to-earth.



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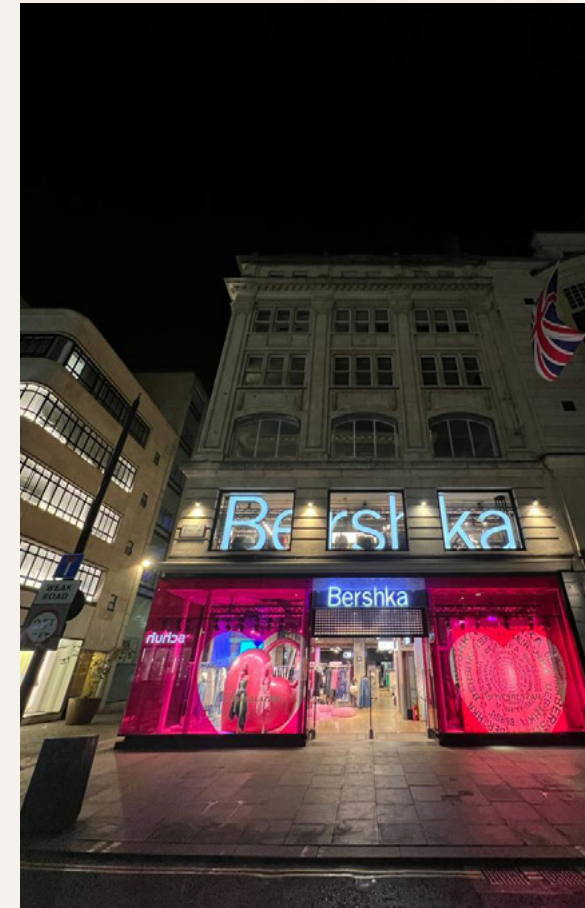
Pepa Salazar Window dressing

Cliente: **Bershka**

Servicios: **Retail / Art Direction**

The collaboration with the designer Pepa Salazar was one of the most special launches for Bershka, since it is a collection designed entirely by Pepa.

As part of our collaboration with Bershka's store development department, we were commissioned to design a showcase that would stage the universe of Pepa Salazar. We did it with a scalable and modular design to its different types of stores, including a special decoration of a giant heart bag made by a "fallero" artist.





↳ The decoration was implemented in 28 stores worldwide, each window having a different size and characteristics. So the design had to work in all cases.



Parament

Client: **EACC**

Services: **Branding / Editorial**

El Espai d'Art Contemporani de Catelló needed to introduce its new workshops program for adults and commissioned us to design the visual identity, dossiers and materials for social media platforms.

We proposed a graphic image based on the blueprints, alluding to the constructive nature of the word that gives the program its name: Parament.



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CALENDARI DE SESSIONS

Totes les sessions s'imparteixen els dimarts a les 10:30 del matí.

Gener	Febrer	Març	Abril	Maig	Juny
31 Sessió 1 PARAMENT ANTERIOR Carles A. Sauri, Mar Reykjavik	14 Sessió 2 PARAULES Álvaro G. Devís	21 Sessió 5 ACOMPANYAMENT Carles A. Sauri	04 Sessió 6 NETEJA, CURES Voces que cuidan	08 Sessió 8 MUNTATGE Acme Studio	06 Sessió 10 REGISTRE Paula Lorenzo, Carles A. Sauri, Mar Reykjavik
31 Sessió 3 CARPETES Lola Carbonell	27 Sessió 4 SALA Eva Bravo	18 Sessió 7 TALLER Agustín Serisuelo	23 Sessió 9 PARAMENT POSTERIOR Carles A. Sauri, Mar Reykjavik	20 Sessió 11 PARAMENT EXTERIOR Carles A. Sauri, Mar Reykjavik	

PARAMENT ANTERIOR
Carles A. Sauri, Mar Reykjavik

31 Gener

PARAMENT ANTERIOR és la primera sessió de Parament, i també és cada una de les cares que estan fent front als arcs de pedra en arquitectura. Per a fer un arc o un mur fan falta plànols i plans: Parament Anterior és la sessió introductòria al curs on parlarem de què és allò contemporani, compartirem algunes lectures claus per començar a desxifrar aquest terme i coneixerem les nostres pulsions a través d'una dinàmica performativa.

També farem entendre quina és la línia d'investigació que s'està traçant des de l'Espai d'Art Contemporani i veurem de quina manera volem inscriure'ns al propi devenir de l'Espai, en definitiva, quina posició volem ocupar com a grup.

PARAULES
Álvaro G. Devís

31 Gener → 20 Juny 2023

Dimarts a les 10:30

ESPAN

ESPAN

← tornar al calendari



↳ The activities dossier was designed to be sent online, so we work in a hybrid online/offline format, being readable both on screen with interactive functionalities, and printed. Finally, we transferred the graphics to the environment of socialmedia channels to document the sessions and the work of the students.

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Neptune Surf Technologies

Client: **Neptune Surf Tech Plc**

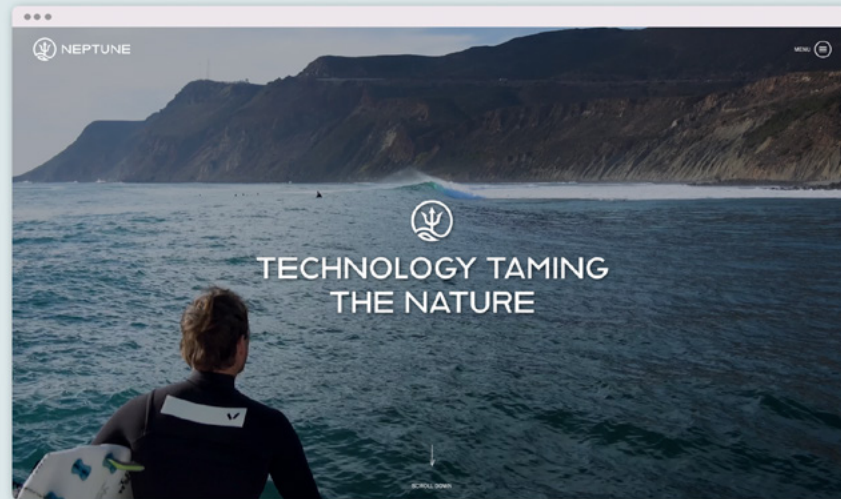
Services: **Branding / Website**

Neptune Surf Technology PLC is an Australian holding company focused on the dynamic surf market.

In 2019, Neptune began its expansion into the European market and needed to pave the way for a listing on the London Stock Exchange. To support the initial investor roadshow, we were tasked with developing the visual identity aligned with Neptune's experience, track record, and leadership.

The project involved the renewal of the Company's visual identity and its application to a corporate website.





Gotech Group rebranding

Client: **Gotech Group**

Services: **Branding / Identidad visual**

Gotech Group is a holding company with investments in start-ups implementing digital technologies to wellness and sports, with a strong focus in women and children.

We developed a dynamic and playful identity, where rounded corners and a bright pink-to-blue gradient play a key role. The logotype integrates the "GO" symbol as part of the lettering, traced as a trajectory that draws infinity and emphasizes the the journey to self-improvement.



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Over half
50% < 
of the **UK** adult population
could be **OBESE**
by **2050***



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Trick or treated Campaign

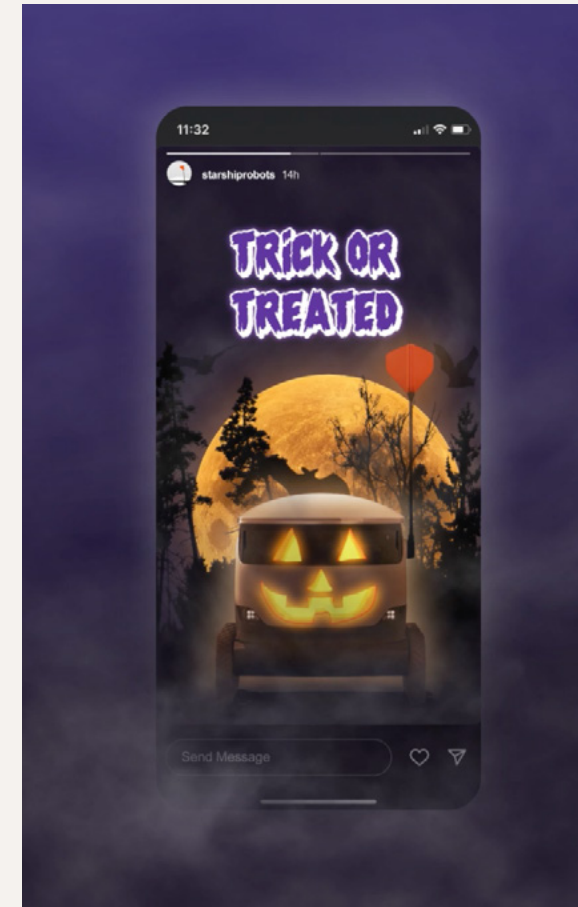
Client: **Starship Technologies**

Services: **Art Direction / Motion Graphics / Illustration**

Starship offers a food and grocery delivery service with autonomous robots across university campuses and cities in the US, UK, Estonia and Finland.

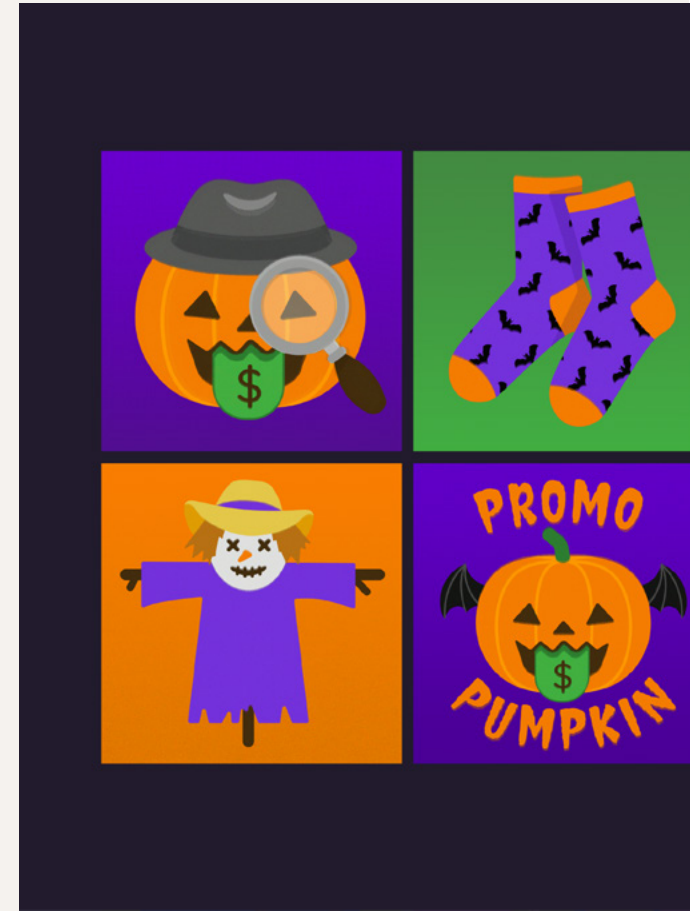
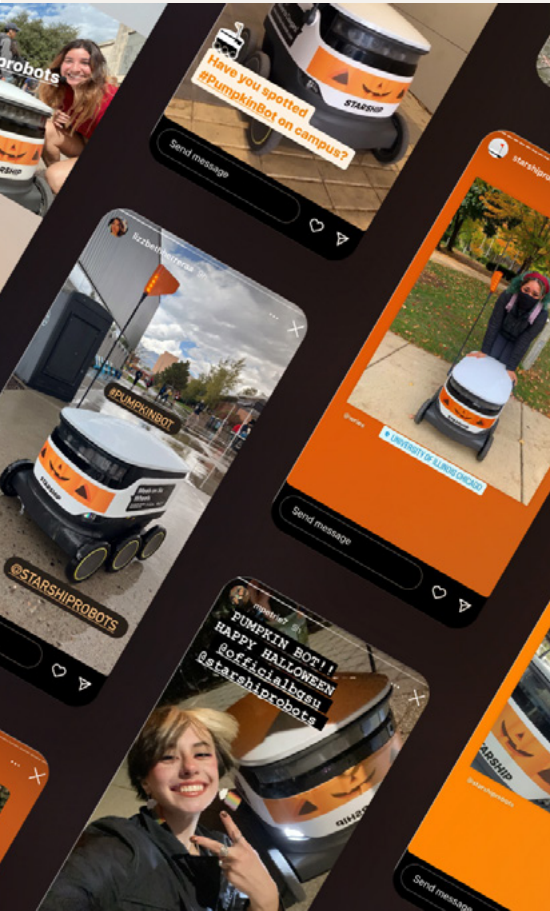
During Halloween season Starship launched an activation campaign to engage with communities as well as signed up users of their service.

The campaign involved 3 actions with the chance to win a prize, - each one targeting different audience profiles.



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