

2024



PORTFOLIO

ARTISTIC DIRECTION
DIGITAL DESIGNER

BRANDING
TYPOGRAPHY

Clara Cathary

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SMASH





Creation of an experimental stencil typography inspired by tennis. Each stroke within the letters draws inspiration from the game itself and the design of the tennis court. The rounded features of the alphabet echo the dynamic movement of the tennis ball.

One of the unique advantages of stencil typography in the sports realm is its adaptability. Thanks to the stencil format, this typography can be seamlessly applied to a variety of surfaces, from pitches and apparel to rackets and posters. All of these uses are detailed in a specimen book.

RACQUET
N°7

SET

WIMBLEDON
The Championships

Clara Cathary www.wimbledon.com © Smash Stencil

C A S A
ZANONI

Dal ————— 2020

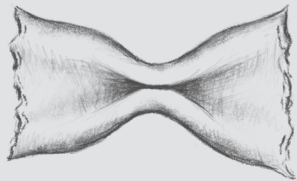
PRESENTS

BOMBA
Atomica

Structure
rassurante

B O M B A
Atomica

Savoir-faire



Visual Identity Proposal for Casa Zanoni, an Italian Grocery Shop.

During my recent internship, I had the opportunity to design a visual identity for Casa Zanoni, an online Italian grocery shop. This included the creation of the main logo for the shop and the identity for its sub-brand, 'Bomba Atomica'.

The client's vision was clear: appeal to a discerning, upscale audience while authentically representing Italian craftsmanship—without resorting to clichés. Central to the brand's identity is the idea that the company is not just run by a family; the company is the family. With this in mind, I designed a structured logo

for Casa Zanoni, juxtaposed by a more artisanal, handcrafted logo for the Bomba Atomica sub-brand.

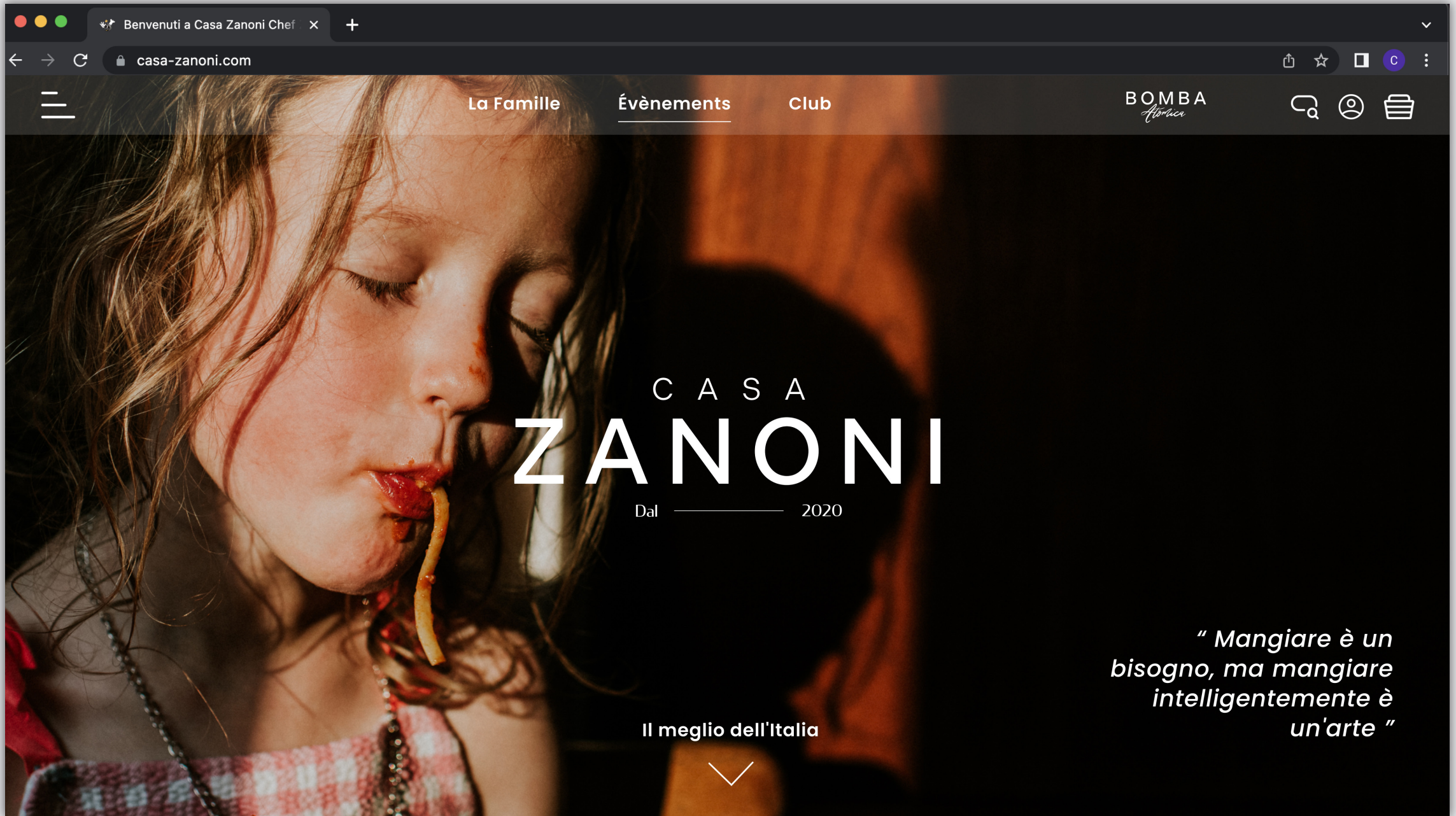
Casa Zanoni is a flourishing business, thriving on its commitment to product quality, enriched by its genuine human touch.

Hand Written

INDIVISIBLE

Aa Bb Cc Dd Ee Ff Gg
Aa Bb Cc Dd Ee Ff Gg





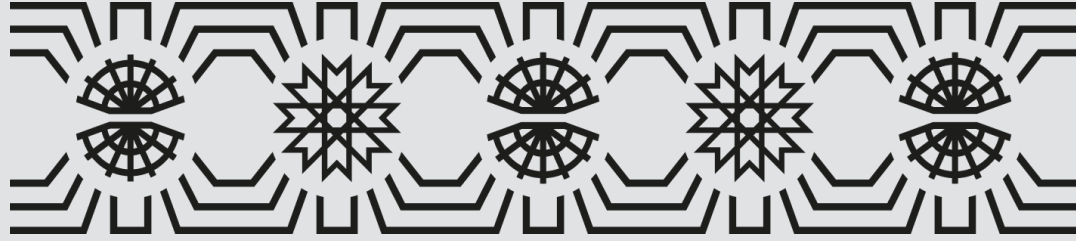


2016
MAYDO'S VINYL
€ 32.99

الله اعلم
وما كنا لنهتدي لهدى
ولا لهدى

RADIOHEAD

MAISON BLANCA



دار البيضاء

دار البيضاء

دار البيضاء

دار البيضاء

دار البيضاء

البيضاء

دار البيضاء

For the latest playlist entry by Maydo, a French rapper, our task was to design a distinctive identity for both vinyl and CD formats. Collaborating with my teammate, we delved deep into Maydo's roots—spanning Paris, Bordeaux, and Casablanca. We sought ways in which these origins could be exploited to resonate more deeply with his audience.

This exploration inspired us to translate the album title «Maison blanca» into Arabic and led to the design of a frieze. Together, these elements crafted a strong, voluptuous universe that aligns perfectly with Maydo's fusion of rap and house music.

الدار البيضاء



SUNCHA

Yoga Pilate Fitness



Suncha, a Pilates/Yoga coaching brand, draws inspiration from the radiant personality of its founder, Charlène. The brand embodies a harmonious blend of her name and sunny disposition, captured in a meticulously crafted logotype. The design seamlessly integrates a gentle sunrise motif into the brand name, reflecting a

commitment to a clean and minimalist aesthetic. Rooted in the ethos of sports and wellness, the visual concept exudes a soft and flexible charm, mirroring the fluidity inherent in physical activities. The result is a logo that maintains a clear and inviting overall impression, encapsulating the essence of Suncha's philosophy.



Illustration variations



**LA
POLA**

LA FABRIQUE



THE GEORGE TREMBLEY SHOW

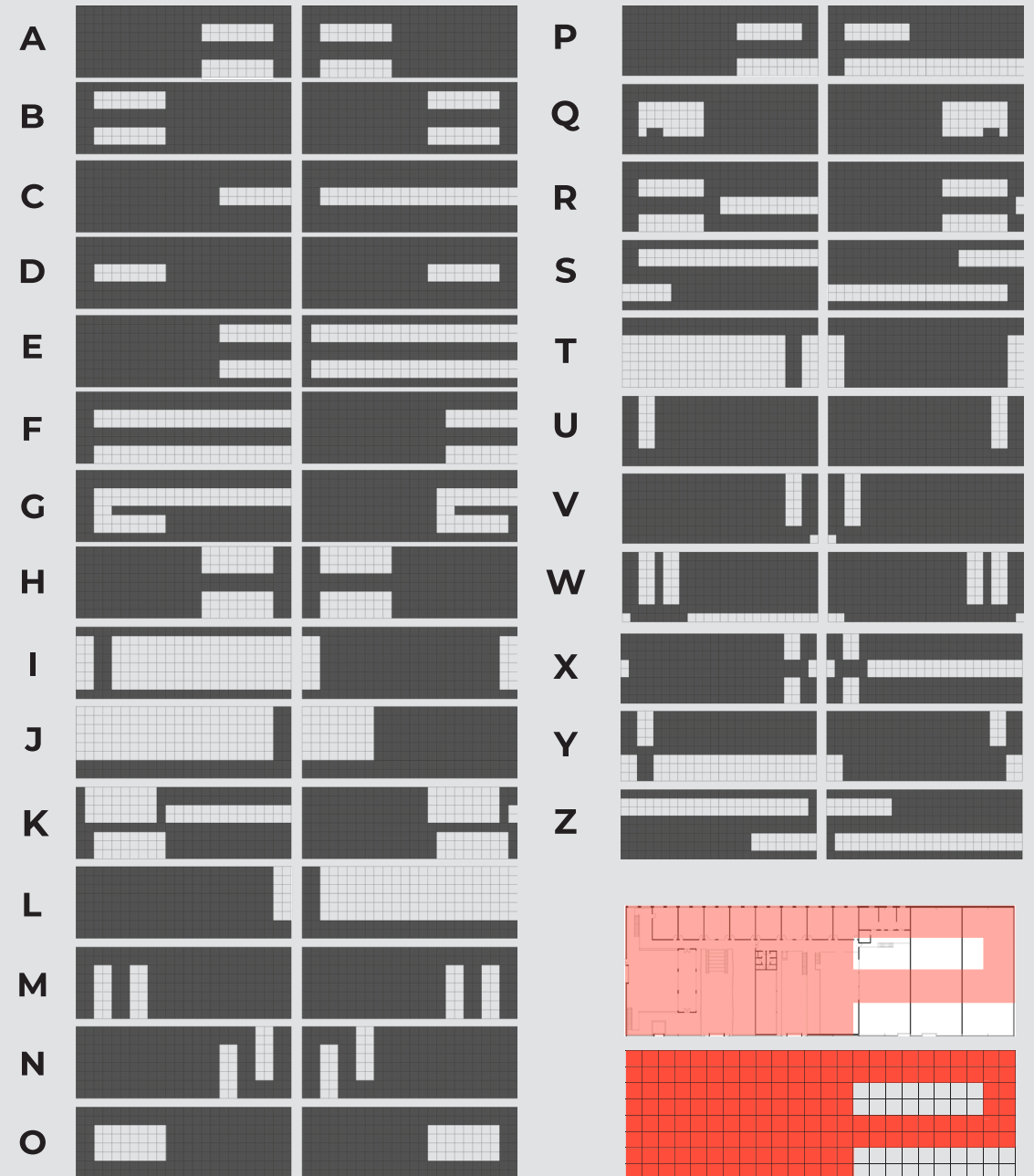
Located in Bordeaux, France, the Pola factory serves as a hub for artist collectives, hosting regular exhibitions. Crafting a distinct identity for this venue posed a challenge; it needed to stand out while respecting the individual identities of the artists. The objective was to strike a harmonious balance between neutrality and impact.

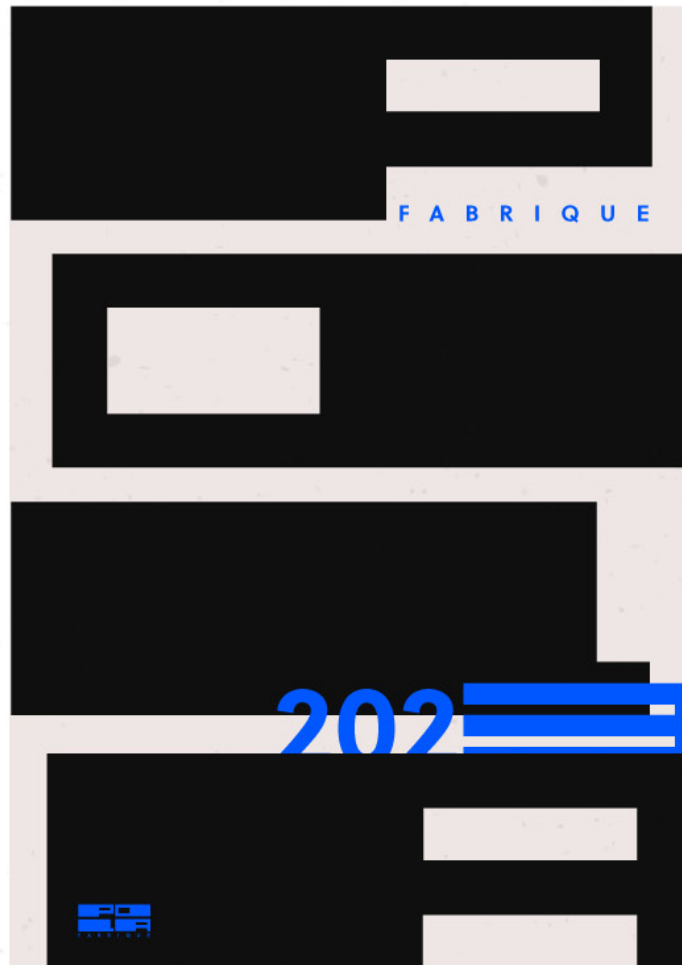
Drawing directly from the architectural blueprints of the factory itself, we developed a bespoke typography. This unique typeface is a reflection of the factory's stature and essence, embedding the building's design into its letterforms.

To foster a deeper connection with its resident artists, we proposed a unique offering for the Pola factory: creating initials for each artist collective. These initials would then be used as signage, marking their dedicated spaces within the building, seamlessly integrating their identities with the factory's ambiance.

The vector-based typography, crafted from the ground up, proved versatile, suiting both print and motion design.

Take a look at this motion design :
https://bit.ly/Pola_Animation



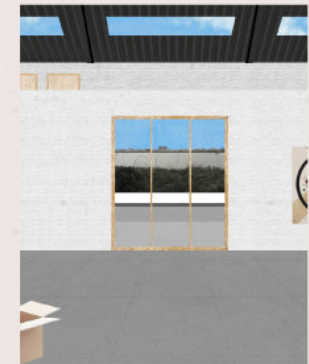


POLARIUM

L'espace de rayonnement artistique de la fabrique pola. Les expositions peuvent être monographiques, collectives, parfois thématiques.

Elles sont attentives à l'émergence et questionnent les liens entre les pratiques. Par le biais de visites et d'ateliers, les équipes de médiation orientent des formes inédites de rencontres entre les gens et l'art (parfois en train de se faire).

diffusionpola.fr



SUPÉRETTE

La Supérette de la Fabrique Pola s'apparente à l'épicerie culturelle et artistique du coin. Un circuit court, en soutien direct aux structures et acteurs culturels qui l'approvisionnent.

En rayon, une scène indépendante, métropolitaine et régionale où dénicher bandes dessinées, éditions de nos maisons préférées, labels indépendants, cartes postales, sérigraphies et autres curiosités...

Ouverte du mercredi au dimanche
15:00 > 19:00
+ nocturnes les 1ers jeudis du mois
Jusqu'à 21:00

Diffusion



Cultiville

Evokes human and earth



Cultiville

Flexible
Structure

Submark

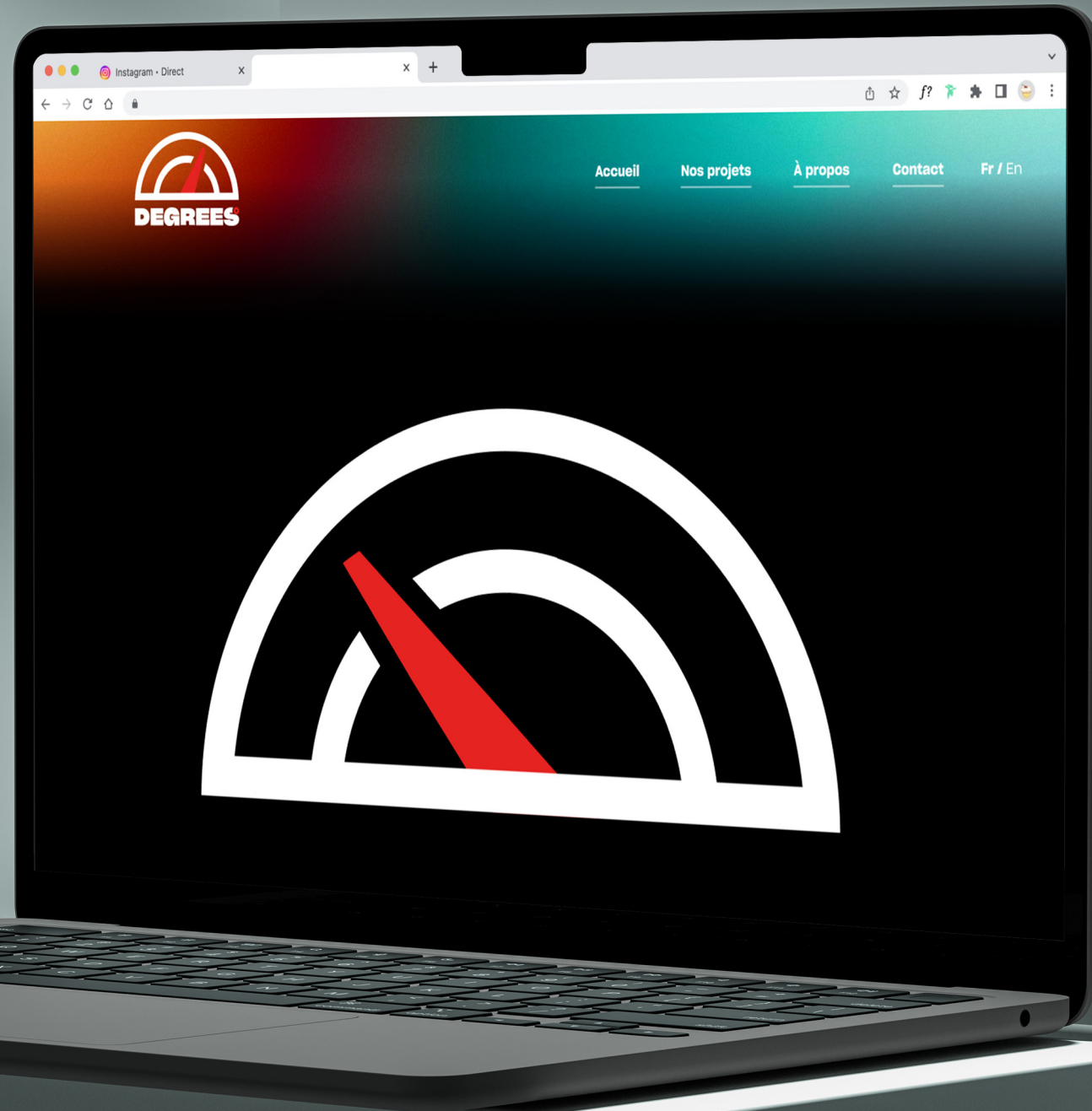


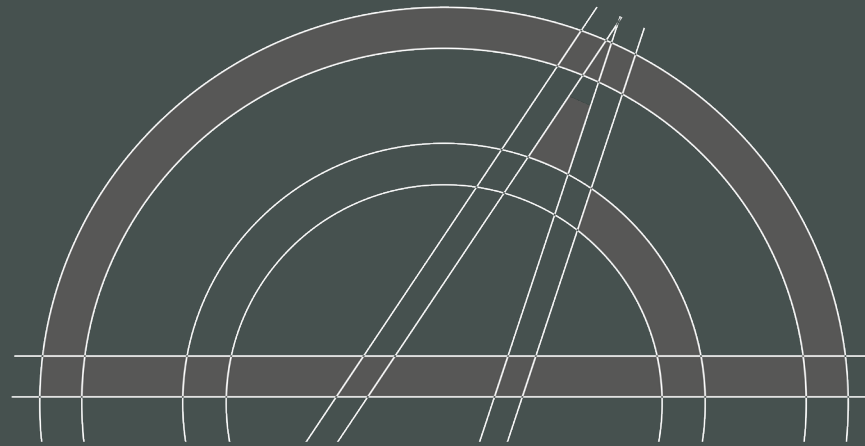
Cultiville, a pioneering platform dedicated to urban land rental for cultivation within city limits, seeks to cultivate not just crops but also a sense of community among its tenants and hosts. The logo I designed for Cultiville captures the core values of humanity, sharing, and urban living. Meticulously crafted to resonate seamlessly across web platforms and

mobile applications, the logo reflects a thoughtful approach to ensuring a cohesive brand identity. Aligned with the platform's overarching goals and values, this visual representation symbolizes the growth of a unique community brought together by a shared love for cultivation within the dynamic urban landscape.



DEGREES WEBSITE





DEGREES°

Speedometer

The meter represents speed, heat and the 360 degrees of communication that we find within Degrees.



DEGREES°

Needle

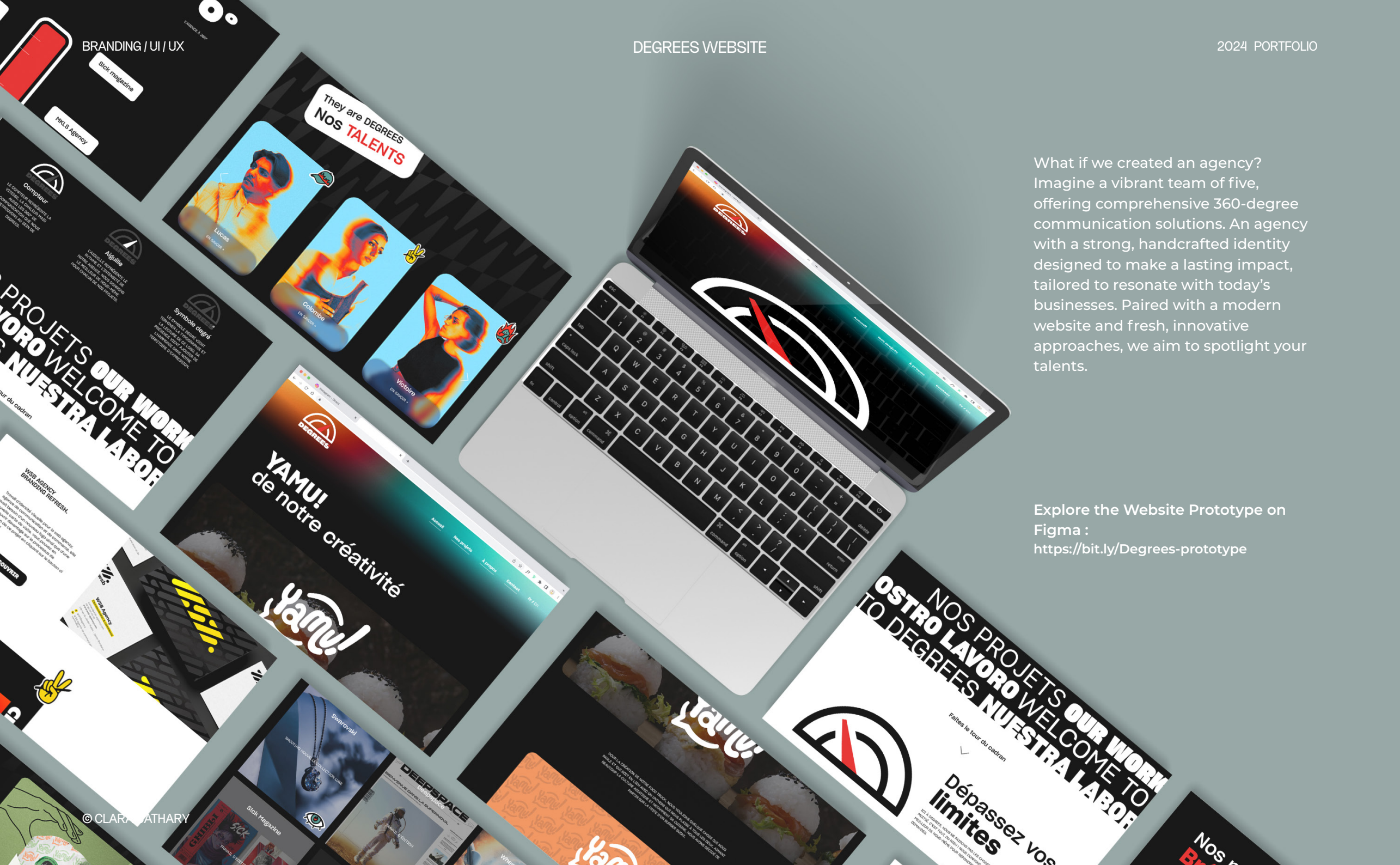
The needle represents the rhythm and intensity of our agency. We give our very best to each of our projects.



DEGREES°

Degree symbol

The degree symbol completes the typography and reading of this logo. Its presence adds harmony to our territory of expression.



What if we created an agency? Imagine a vibrant team of five, offering comprehensive 360-degree communication solutions. An agency with a strong, handcrafted identity designed to make a lasting impact, tailored to resonate with today's businesses. Paired with a modern website and fresh, innovative approaches, we aim to spotlight your talents.

Explore the Website Prototype on Figma :
<https://bit.ly/Degrees-prototype>

« Mirage »

Selected as one of the top 10 finalists
in the CROUS photo competition in
Bordeaux, themed around «dreams.»



My latest photography portfolio, «Embrassez la lumière,» explores the interplay of hot and cold with faces. Wherever the light falls, our true faces emerge..



— Final Point

To truly grasp the essence of design in our society and to effectively communicate in the language of brands and their audiences, I believe in the significance of professional experience.

Joining your company would strategically enhance my understanding of my role and further hone my skills in marketing and visual communication.

By joining your company, I'll be bringing a fresh eye to your communications. If you want to train me, I'll be able to take your expertise as far as possible.

— Contact Me

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Thank You