

Are you looking for an
experienced designer?

Don't look further!
I am right here!

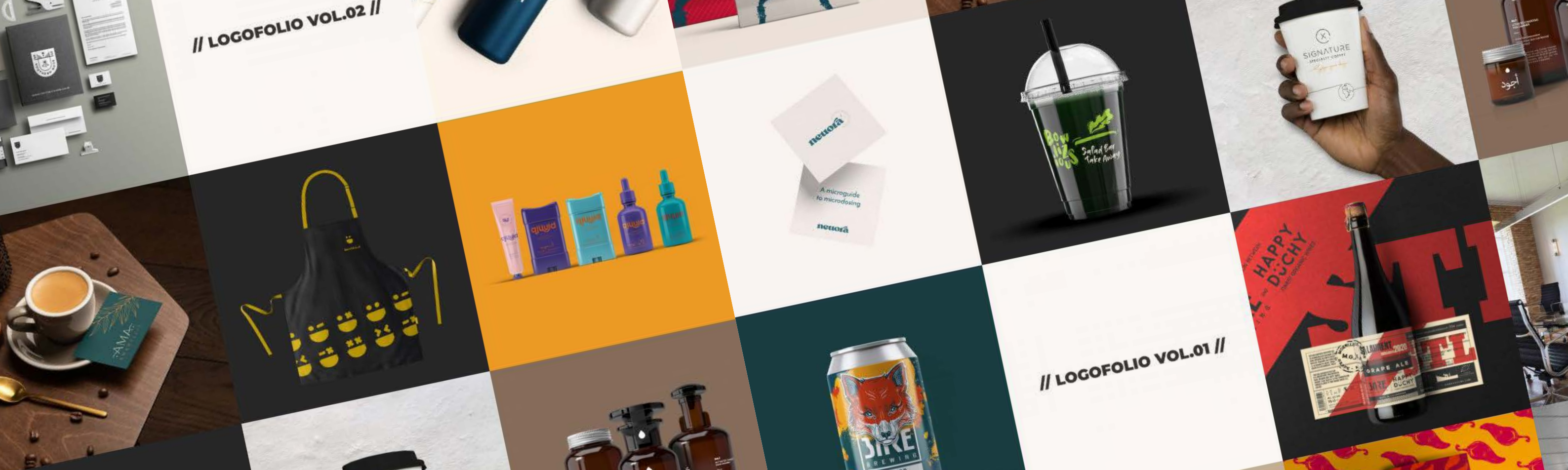
Monia T.

**2020
-2022**

PORTFOLIO
FREELANCE
GRAPHIC DESIGNER



www.motada.it



**HI! MY NAME IS MONIA TARDIOLA
AND THIS IS A SELECTION OF MY LATEST WORKS.**





Hi!!

I AM A FREELANCE BRANDING DESIGNER

and
I Love it

"A DULL BRAND
WON'T TAKE YOU
ANYWHERE."

I design brands and experiences that create engaging and lasting relationships.

I have over a decade of experience working with clients from multiple sectors.

My services include brand strategy, brand identity, packaging, and digital design.

GO AHEAD AND SEE MY WORKS!

INDEX

*I KNOW, IT'S A LONG PORTFOLIO. BUT, HEY!
I AM AN EXPERIENCED PROFESSIONAL
AND I HAVE A LOT TO SAY.*

*TRUST YOUR
BRANDING
EXPERT*

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2

CHECK OUT MY
WORKS!



*a display of my most
interesting projects*

BRANDING PORTFOLIO



FAMILIA RESTAURANT

Luxembourg

PIZZERIA ROTISSERIE FOR PEOPLE ON THE RUN

I was tasked with creating the brand for a new Italian restaurant located in a medium-size shopping mall in Luxembourg.

Familia is a historical word deriving from Latin. The most immediate perceived meaning is “household” but it can also identify a group of very close friends that feel like a family.

Being the restaurant positioned in a fast-paced context as a mall is, filled with people, colours and trade names, a strong brand was needed to capture the clientele's attention. I opted for a modern yet classic style, unique and lively, flexible and able to communicate strength in a playful way.

I created a custom wordmark loosely inspired by Nasa 1975 logo, from which I took the curved lines, minimal look and no serifs. As a secondary typeface, I used Jura which matches well with the primary typeface. These two modern typefaces have been assembled to visually suggest the shape of a wood hoven, traditionally used to cook pizza in Italy.

The secondary vertical logo is perfect to create a sense of novelty. A series of logo variants have been created to help the brand keep looking fresh on both physical and digital collaterals.



REGISTIX FREIGHT LOGISTICS

United States

SUPERIOR LOGISTICS SOLUTIONS

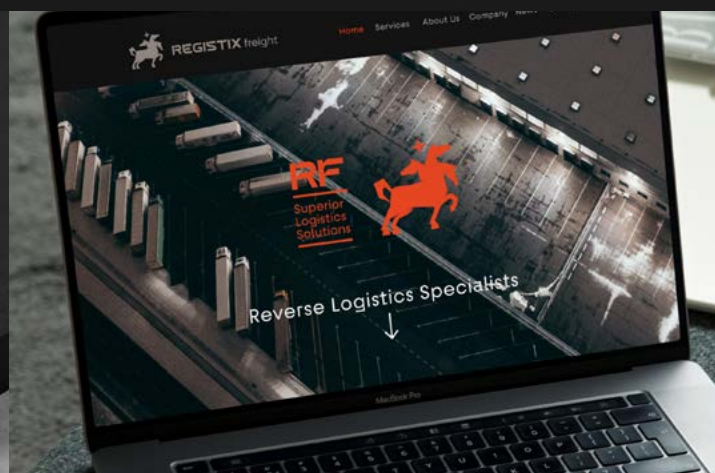
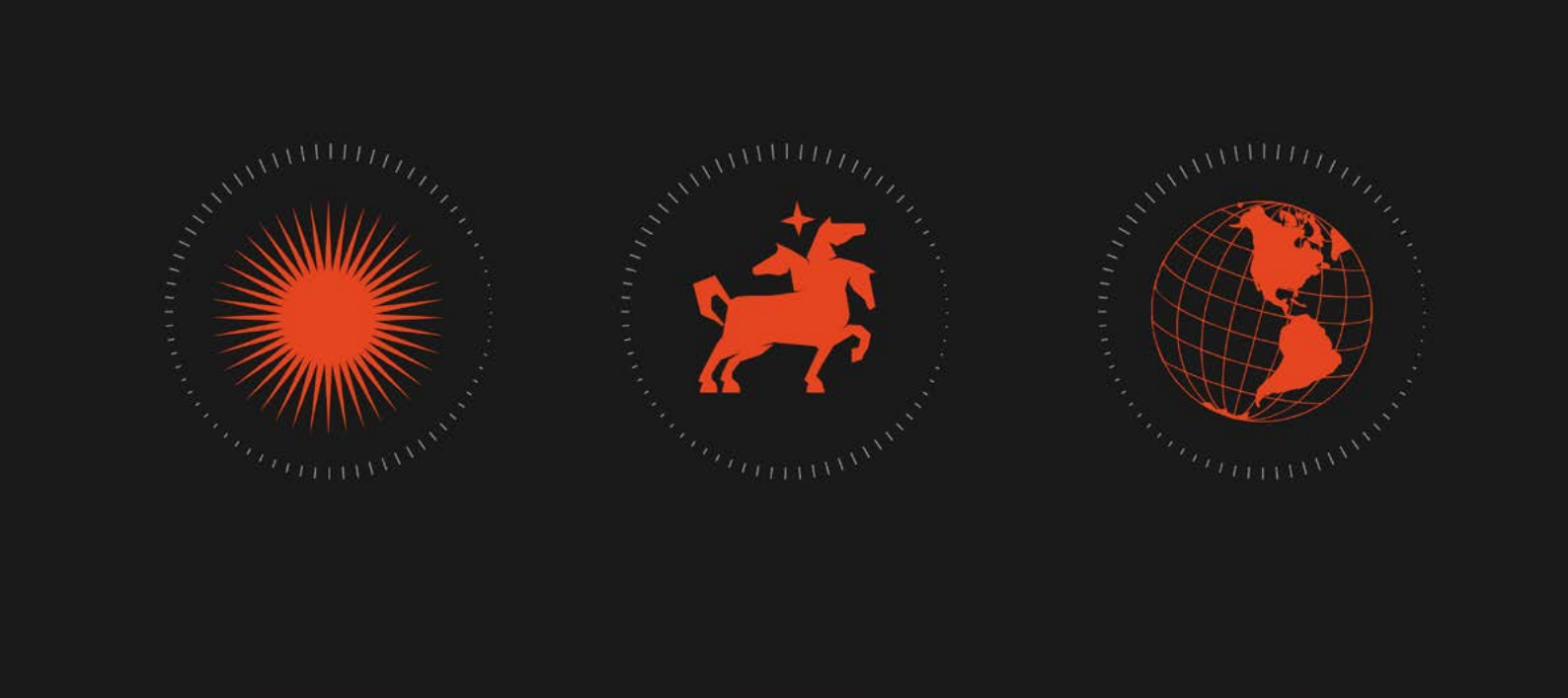
Registix Freight is an American company offering logistics and freight services on a global scale. The company is young nonetheless, it can reach a stunning 60m revenue annually. Being a B2B business, the company is looking for a trustworthy brand that can communicate its innovative approach to its B2B clients.

Registix Freight wants to show a Visual Identity that appears solid, reliable, and confident. An elegant and curated brand that displays its organised approach to solutions that are tailored around its client's needs. B2B clients looking for someone to delegate their worries won't be indifferent to the powerful look of a brand that appears solid, consistent and corporate-with-a-soul.

For this company, I chose the horse archetype as a symbol of power, sacrifice, and dedication. Horses carried humans into wars and through expansive conquests, including the Wild West.

Since the horse symbol has such a powerful meaning, it is unfortunately also overused. From automotive brands to online startups, the panorama is overcrowded with similar icons that blend all together for similarities.

With this in mind, I decided to create a unique mythical creature, a three-headed horse, symbolising Dedication, Accountability, and Sacrifice: three of the many qualities of Registix Freight.



THE BALCONY RESTAURANT

England

A MODERN COCKTAIL BAR AND RESTAURANT

No.9 The Balcony is a lovely establishment that serves authentic cuisine made from the finest ingredients. The creation of dishes combines traditional tastes with new trends and fusion inspirations.

Set in blue tones against lush gold, guests can enjoy specially crafted cocktails on every occasion, from hot summer nights to cold winter evenings.

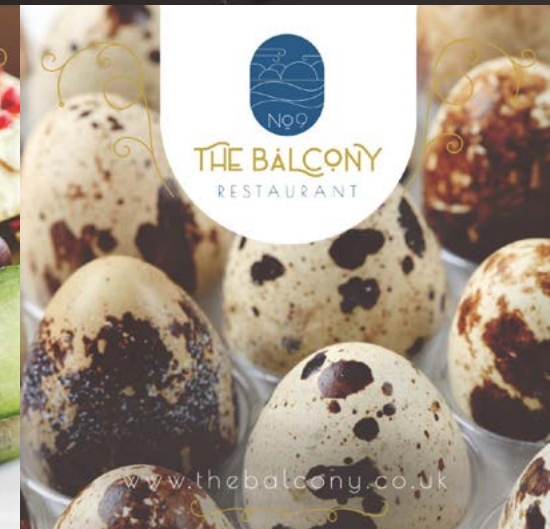
The main goal I was tasked with was to create a brand identity in line with the casual yet elegant atmosphere of the restaurant, whose motives and colours are reflected in the graphic identity.

Using an elegant colour palette with elements of gold, I developed a series of curvy designs that were applied to all printables.

The client also tasked me with the creation of social images to launch the brand on Facebook and Instagram.

A series of elegant graphics have been prepared to be featured as posts and ads for social campaigns, aiming to reach local clientele, in order to grow the company's customer base.

I aimed for a design that would blend in with the modern chic interiors of the establishment and emphasize the trendy menu and cocktail list.



NORTHERN NODE TECHNOLOGY

Scotland

NORTHERN EUROPE'S BRAND NEW TECH SOFTWARE HOUSE

The client tasked me with the creation of a minimal and elegant brand identity for a start-up in the tech industry.

The brief revolved around a Nordic look and feel, as the main locations of the company would be set in Northern Europe.

I developed a logo symbolizing the concept of True North and used a black and white style as an expression of the strong contrast between long days of darkness and light that are typical of the northern hemisphere.

The shield shape of the emblem wants to highlight the massive company's focus on security and privacy for its clients.

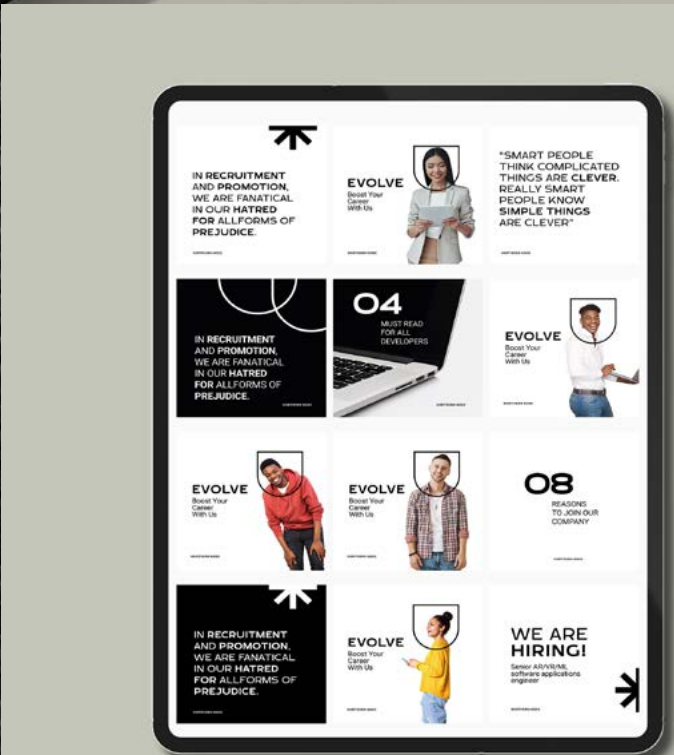
The result is a minimal and smart branding, professional and impactful.

For this project, I also designed a social campaign focused on the employment of young software developers.

A 40 pages brand book has been created along with all graphic deliverables and collaterals requested by the client.

Read the review left by the client

"If I could give a higher rating here than 5.00 stars, I would! She did simply a fantastic job. Looking forward to working with her in the future!"



BOWLIZIOUS

SALAD BAR

Australia

A SALAD BAR FOR A YOUNGER AUDIENCE

Bowlizious is a salad bar in the business district of Sydney.

Their main products are takeaway fresh salads, soups, pasta and rice preparations, all packaged in bowls, which customers usually consume at their office or in the nearby park.

Taking into account the company's name and products, I decided to focus on the bowl as the main character of this branding.

While experimenting with a stylized bowl drawing, I immediately associated it with the shape of a smile, similarly to the Amazon's logo, and from there with emojis.

My brief was to design a strong and compelling visual brand identity that could also appeal to a young and dynamic clientele.

After an initial briefing focusing on the healthy side of the salad choice, the client provided the branding of a specific benchmark reference, the Australian restaurant chain Guzman Y Gomez, and asked me to use the same colour combination and style. This gave a strong direction to the look and feel of this presented brand.

Bowlizious' primary logo is a playful and flexible icon, that works both in positive and negative space. Secondary logos have been created for various purposes and can be a fun and dynamic way to present the logo on packaging, social posts, and printed materials used within the establishment. Bowlizious can thus use different iconic marks playing with the logo and expressing different emotions.

Read the review left by the client

"Monia is amazing and super talented when it comes to graphic design and creating a brand. She has extensive experience that she loves to share and always deliver more than what me as a client asked. Truly recommend to anyone. Loves to work with her again in the future."



BOWLIZIOUS SALAD BAR

Australia

FAST FOOD HAS NEVER BEEN SO HEALTHY!

As mentioned on page xxx, before the client changed his mind indicating Guzman Y Gomez as a benchmark reference for this project, my brief was oriented toward creating a green and healthy salad bar brand.

In this case, the creative process focus has been oriented toward product quality and the long list of healthy ingredients employed.

This is reflected in this brand's identity through an overall natural feel using a limited color palette, custom lettering as well as hand-drawn illustrations.

For this purpose, I created a branding that was lively, yet calming and clean.

This brand proposal is simple and answers to the visual expectation that a customer has from a salad bar in a busy business district, where a brand needs to catch customers' attention in a split second.

Green tones with a natural dark linen colour is a calming combination that appeals to clients looking for a healthy alternative to a quick lunch break.

Read the review left by the client

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AJWUD COSMETICS

Dman

100% NATURAL PRODUCTS FOR YOUNG AND ENVIRONMENTALLY FRIENDLY PEOPLE

My brief was to re-brand Ajwud visual identity (available at ajwud.life) to make it more unique and appealing to a global market.

The old visual brand identity was elegant and in line with a Middle-Eastern style, but not very distinctive, nor offering much differentiation from the competition.

In a context where so many brands are 'greenwashing' themselves to appear more sustainable and therefore appealing to the public, more and more companies are taking the same steps. From naked cardboard packagings to mild earthy colour palettes we see very similar designs over and over.

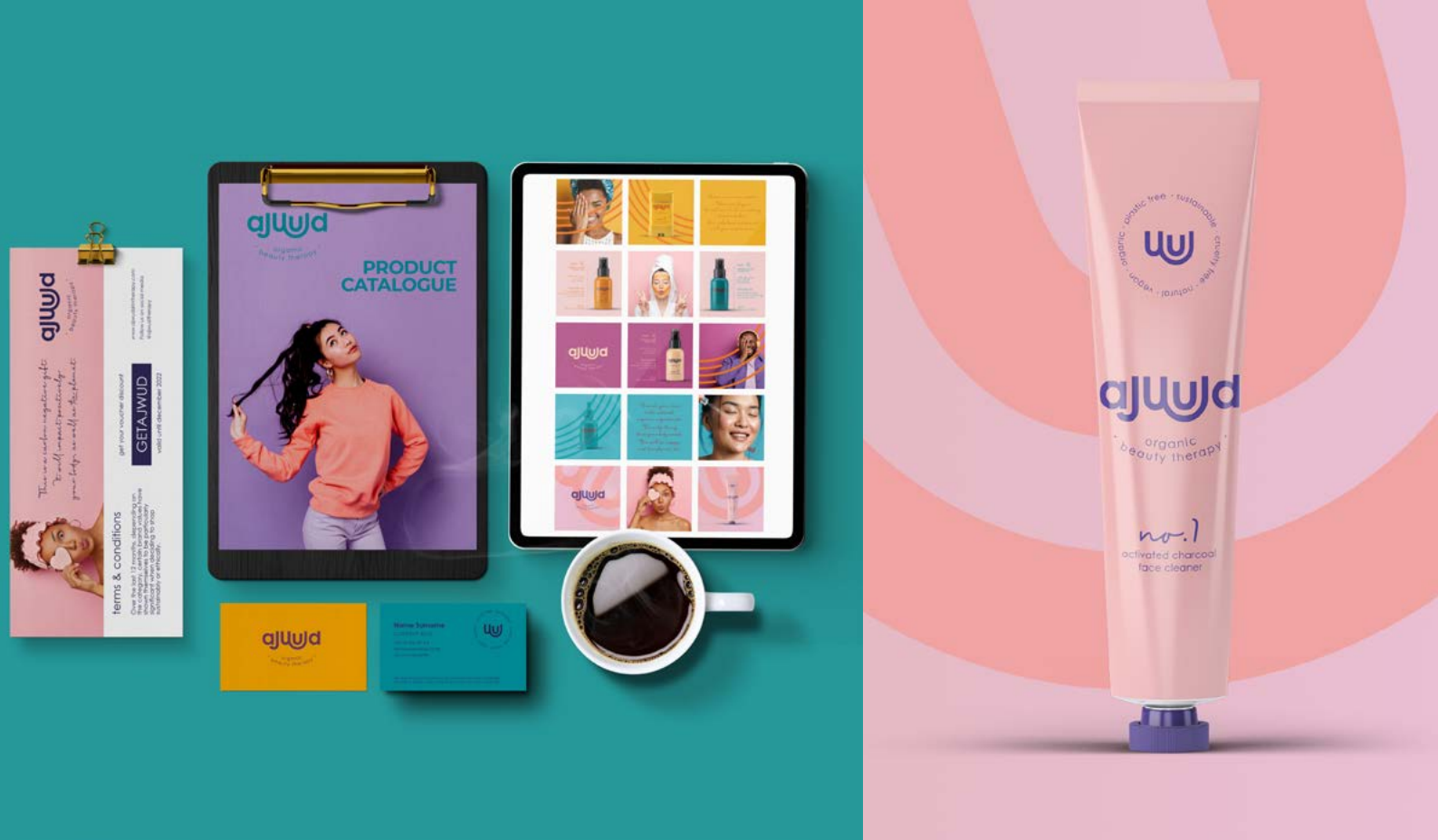
My objective was to create a branding and marketing strategy that could make Ajwud really stand out in the global market.

To achieve this I decided to create young (as the best target for 100% sustainable and vegan products) and colourful visuals that break the minimalistic and pharmaceutical styles used by most of Ajwud competitors.

I also wanted to convey the message that Ajwud customers are happy people that are satisfied with their products, while also being proudly part of an environmentally conscious community. This approach resulted in the employment of plain, sparkling colours, a bold and lively logo, and pictures of happy and playful individuals.



organic · plastic free · sustainable · cruelty free · natural · vegan



FAMILIA RESTAURANT

Luxembourg

A POP AND FUN PROPOSAL FOR A FAST PACED MALL

During the Familia briefing, the client asked for an 'Italian with a twist' brand.

This indication gave me the idea for the creation of a brand that could push the client out of their comfort zone (where the magic happens) by displaying a unique and fun brand, full of iconic elements assembled in an exuberant way.

In the end, the client felt more comfortable with a classic style.

I still think a mall is the right place to display attention-grabbing colourful designs that can be memorable and become merchandise themselves.

This bold brand is cheerful and perfect for a mall. Young people passing by, waiting for a meeting, or during a lunch break from the office are looking for something fun that can break the monotony of the day. Therefore a distinctive design is essential to becoming a recognisable establishment.

This is my take on "Italian with a twist".





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CASE STUDY

*Explore my
Creative Process!*

LANG SUAN

A CREATIVE JOURNEY INTO THE CREATION OF A UNIQUE RESTAURANT BRAND

I was tasked with rebranding a Sydney Thai street restaurant placed inside the Eastern Garden mall (On the right, first picture on the top left).

The brief was about creating a brand appealing to a younger crowd and inspired by the Lang Suan Thai street food tradition. I started by researching Thai street food and culture, along with the study of competitors in Sydney.

The competition's identities were linked to a generic asian feel: minimalist logos and identities, not really tied to the Thai culture.

Lang Suan's identity also lacked consistency and authenticity. This was a great opportunity to mark the difference from the competitors by branding Lang Suan as 'the place' where an authentic Thai street food experience is delivered.

On the right: a mood-board made with some of the images I used during my research.

Read the review left by the client

"Monia is amazing and super talented when it comes to graphic design and creating a brand. She has extensive experience that she loves to share and always deliver more than what me as a client asked. Truly recommend to anyone. Loves to work with her again in the future."



A brand that is never boring

THE LOGO PROPOSAL

After two weeks of research and drafting, I delivered 3 different logos. I presented the project in a PDF proposal. The logos were contextualised using mockups, showing an initial branding draft.



1.
The first logo is a simple badge in a grunge style that has a clear street food vibe and can be easily reproduced everywhere.



2.
The second logo is an interesting mix of western and Thai typography. The final result is a unique logotype that highlights the origin and authenticity of the brand.



3.
The third logo is an exotic lettering applied inside a segment of a Thai design element. Beautiful patterns are a great part of Thai culture.

Next Step

The client picked the first logo as it appeased his fear of having a logo that would have been too extravagant and too different from the competition.

Following the client's choice, I created a custom grunge street-style effect typeface for display and large format graphics.

PRIMARY LOGO AND VARIANTS

The primary logo is a simple rectangular badge and since I think that diversity and uniqueness are key to becoming a strong brand, I wanted to push my client where long-term and great results are landed. Therefore, I created for him a long list of logo variants that can be used over time to strengthen the brand identity and create a feeling of novelty during each visit for clients and online followers.



I wanted Lang Suan Thai to be a memorable brand and have an identity that is never boring.

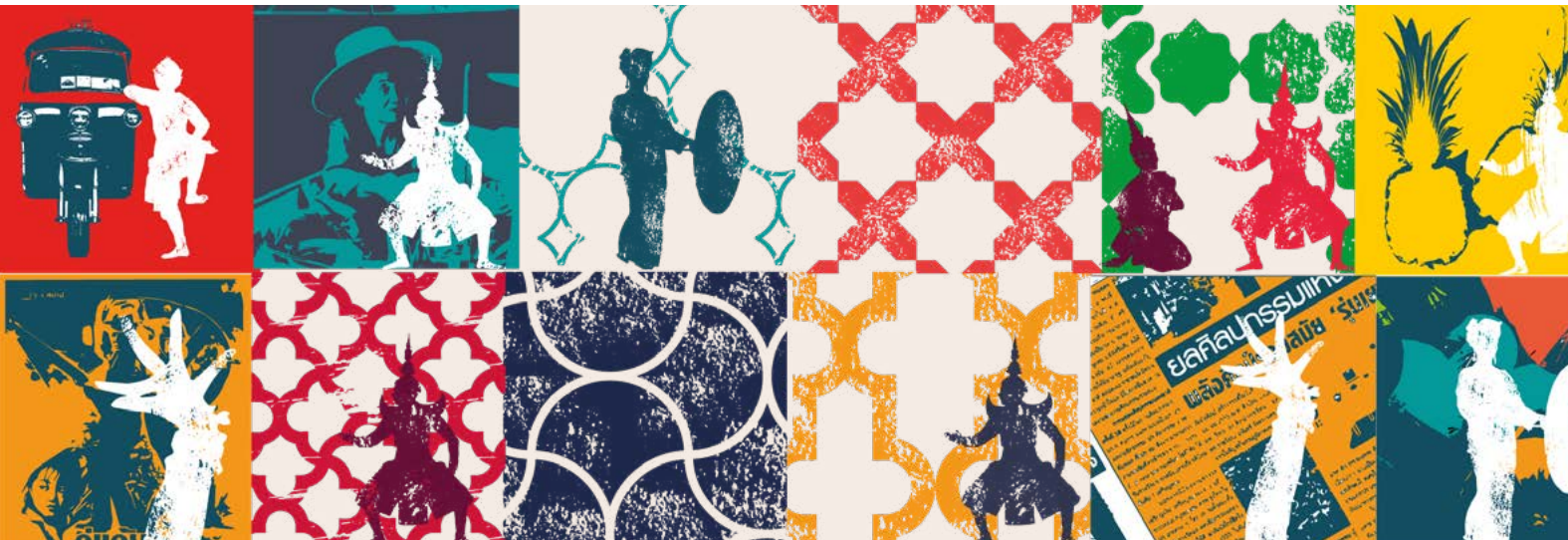
For this purpose, as part of the branding I created many graphic elements to be used along with the logo and over the many restaurant collaterals that the company uses, from take away menus and flyers to online digital content. All these elements contribute to the creation of a well structured, fun and colourful branded communication system.

Lang Suan restaurant brings a real piece of the Lang Suan district inside Sydney's Eastgardens mall.

The brand idea is to make the company identity more reflective of its Thai origins and of a place where a real and memorable culinary experience is delivered.

I wanted to replicate an authentic experience by overlapping many graphic elements, evoking the feeling of one of Lang Suan's busy streets: a place where scents, lights, posters, signs, colours, cars and people stimulate passersby's senses.

The modernised graphics package inspired by Thai patterns and cultural elements is perfect for flexible scaling and application across an array of touchpoints, from print to digital.



The idea of the squared patterns comes from the incredible top view of the Chatuchak market.

I then used this structure to mix and match all elements, patterns and shapes that are interchangeable and make this design diverse and fun.

The main graphic elements used are:

- Dancers' hands
- Gods and goddesses' costumes shapes
- Masks
- Colourful Thai Patterns
- Magazines
- Movie Posters
- Take away boxes and chopsticks

I aimed to create an identity able to engage with customers at every potential touchpoint, injecting the brand with humour and a colourful Thai personality.



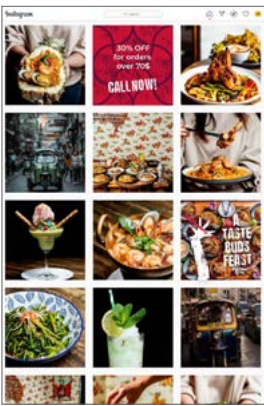
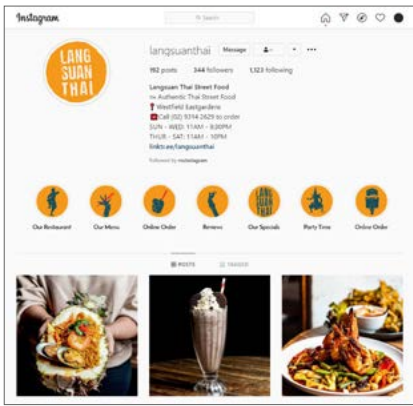


A unique and
attention-grabbing design
for social media

Make the most of your brand!

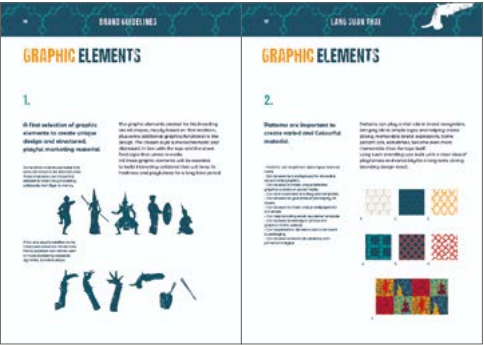
SOCIAL MEDIA

The use of graphic elements helps the brand in making identifiable posts and stories that immediately resonate with its young crowd, helping veicolate messages in a fun and colourful way.



BRAND GUIDELINE

A brand guideline has been built to help manage the brand by designers and suppliers. The book offers a detailed explanation of all brand elements and how to best manage the company identity.



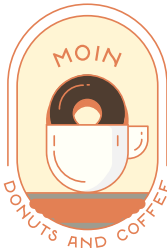
4

LOGO FOLIO

*Check Out
some of my logos*







For the past 10 years, I specialized in branding projects, offering a complete visual identity development for corporates and individuals. I like to work very closely with my clients. I believe that communication is a fundamental step to achieving a successful project.

Whether you are looking for a new brand, or you feel you are not getting the most out of your current identity, you are in the right place.

I can help you create a brand that you will be proud of, and that can last for years, helping you build a larger and loyal customer base.

Designing for my clients goes much further than creating something that is just nice and pretty to look at. I design for the success of your business, helping you gain new customers while retaining existing ones. In fact, your brand should be an honest reflection of the hard work and sacrifices you made along the way to create your company.

Designing for your brand is going to be an eye-opening experience, and along the way, I am going to push you out of your comfort zone. Change can feel uneasy at times, but I will be with you to guide you through the change you seek to better yourself, differentiate your company from the competition, and to become a unique brand, ready to start a new phase in its growing path.

If you are ready to go the distance with me, I am ready to become an integral partner in your company and work for and alongside you to help guide and grow your business' successful future.

I obsess over details and I am not afraid of the hard work it takes to create timeless, impactful brands that bring results.

The more challenging, the better is my motto with each new project. I am going to be relentless for you.

This is what you get when you add me to your team: a freelancer passionate about result-driven, visually striking design that positively impacts the course of clients' lives.

ABOUT MY WORK

Creating strong connections

MEANINGFUL BRANDS

*Brands with meaning
resonate more*

The most valuable asset of any business is its brand

It's an intangible asset as it cannot be directly turned into cash, and sadly some businesses fail to treat it with the value it deserves. By employing a meaningful brand it is possible to achieve a deep and enduring differentiation and relevance in the market.

Meaning speaks to the feeling and intuitive side of your customer base. It builds emotional affinity, allowing more rational arguments to be heard.

"THE MEANING OF A BRAND IS ITS MOST PRECIOUS AND IRREPLACEABLE ASSET. WHETHER YOU ARE SELLING A SOFT DRINK OR A PRESIDENTIAL CANDIDATE, WHAT YOUR BRAND MEANS TO PEOPLE WILL BE EVERY BIT AS IMPORTANT AS ITS FUNCTION, BECAUSE IT IS MEANING THAT TELLS US WHAT IS RIGHT AND WHAT IS FOR YOU."

Go to the next page to see examples of how my creative process starts by creating meaningful logos.



HELLO BABY AND THE MOTHERHOOD EXPERIENCE

For this logo I focused on the essence of motherhood. The experience and bonding between a mother and her child are universally the same, and art displays this experience in all cultures using the same archetype. That is why the essence of Hello Baby is a clear iconic mark that gives immediate impact.



NORTHERN NODE AND THE TRUE NORTH

True North is the direction along Earth's surface towards the geographic North Pole or True North Pole. The True North symbolize the compass that gives the only trustworthy direction. The Northern Node logo depicts the North Star at the center of the Earth's rotating axis. The emblem is a shield, meaning attention to security and privacy.



What's Next?

CLIENT'S JOURNEY THROUGH THE CREATIVE PROJECT

WHAT SHOULD YOU EXPECT DURING THIS PROCESS? YOU ARE GOING TO FOLLOW A PATH WALKED ALREADY BY MANY HAPPY CLIENTS. DON'T WORRY, YOUR EXPERIENCE WILL BE FLAWLESS UNDER MY GUIDANCE.

STEP 1 **UNDERSTAND**

The Client fills in the briefing form with all info relevant to the project, from benchmark to competition and more. The more details, the better.

STEP 2 **DEFINE**

Based on the Briefing, I start researching competitors and what the client's expectations might be. I want to be sure to deliver a powerful identity that will be unique and spot-on.

STEP 3 **PRESENT**

Within 10 to 14 days I deliver a complex and structured proposal including 3 logos and brand identities.

STEP 4 **DECIDE**

The client comes back with feedback about the work done. If it is positive, we go to step 5. If not, we go back to step 2 and repeat the process.

STEP 5 **BRAND**

Development of a carefully detailed brand book.

STEP 6 **VALIDATE**

Final approval on the brand book.

STEP 7 **DELIVER**

Delivery of the full package of logo variants, graphic elements, brand book and any other product requested.

STEP 8 **REVIEW**

Final review of the client.

MORE ON STEP 3

WHAT YOU WILL RECEIVE AS LOGOS PROPOSAL.

My PDF presentation contains at least 3 logos, presented along with the creative process that I undertook to develop the listed designs. The delivery time may vary slightly, based on the time spent researching prior to drafting and creating the brand identities. Some companies may require more time, depending on competition and business field.

The proposal will also include mockups, displaying the logos in their branded context.

After the client's feedback, additional modifications can be applied or new research may start, following new directions from the client.

Unlimited reviews are included in my service, but the full re-start of the research and creative process is included only once. After that, the client must pick one of the brands and we can apply the desired modifications to the favourite proposed visual identity.



8

Read them all!
REVIEWS

WHAT CLIENTS SAY ABOUT ME

THIS IS A SELECTION OF SOME OF MY CLIENTS' REVIEWS. YOU CAN [CHECK THEIR AUTHENTICITY](#) AND READ EVEN MORE REVIEWS [HERE](#).



"If I could give a higher rating here than 5.00 stars, I would! She did simply a fantastic job. Looking forward to working with her in the future!"



"Monias work is amazing - our whole team loves the results, she worked out for us. Highly recommended! We will for sure work again with her, if you want to find the best candidate don't search any longer - you found her with Monia!"



"Monia's design ideas are brilliant. And she is delightful to work with -- accessible, friendly, promptly responsive, and adheres to schedules.

I will definitely call on her again for future branding/design needs."



"Monia is amazing and super talented when it comes to graphic design and creating a brand. She has extensive experience that she loves to share and always deliver more than what me as a client asked. Truly recommend to anyone. Loves to work with her again in the future."



"Monia was great. Excellent work. Excellent communication. Highest recommendation. She was very quick, professional and creative - someone who brings own ideas & recommendations throughout the process. She really addressed my graphic design & packaging needs when I didn't even know I had them! I would definitely hire Monia again on another project."



"Monia was a dream to work with. Her creative and business mind brought our eCommerce website to a beautiful proficient standard. Monia answered every task that we asked of her but much more than this her professional skills added a lot more to this project than we could of ever asked for."



"Monia was an absolute joy to work with and we will ask for her professional services again in the future."



"Beautiful work and very easy to communicate with. Thank you, Monia!"



"Monia is an example of a truly dedicated freelancer and creative designer i recommend her fo sure , and many times i got lost and confused of what decision to take and she was extremely helpful by leading me to a better choices that will complete the look of the project , So I am so happy about Monia's work and ideas , and absolutely will hire her for my future work and wish her all the best ."



"Amazing professional and a pleasure to work with. Monia not only worked on the design piece but also shared her marketing knowledge. She felt part of the whole process taking ownership and working with me as a true partner, really caring for the success of the project."

STILL GOT QUESTIONS?

Don't be shy!

EVERY PROJECT STARTS WITH A CONVERSATION

**WHETHER YOU'RE A BRAND
MANAGER LOOKING TO
REINVIGORATE A BRAND OR
AN ENTREPRENEUR WITH THE
BEGINNINGS OF A DREAM, I WOULD
LOVE TO HEAR YOUR STORY.**

**IF YOU HAVE ANY QUESTIONS
PRIOR TO STARTING OUR
COLLABORATION, FEEL FREE TO
REACH OUT. I'LL BE MORE THAN
HAPPY TO HELP YOU.**

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Hope you liked
my Portfolio.
Let me know,
get in touch!

**2020
–2022**

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FREELANCE
GRAPHIC DESIGNER



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