



# Selected Works.

BRANDING · IDENTITY SYSTEMS · ART DIRECTION · EDITORIAL · ENVIRONMENTAL · 2018 — 2026

A NOTE FROM THE STUDIO

We build brands like **systems**  
— engineered, considered,  
and built to outlast the  
moment they're launched in.

---

DISCIPLINE

Brand strategy, identity systems, art direction, editorial, environmental.

METHOD

Research-led.  
Typographically rigorous.  
Built to scale across touchpoints.

REACH

Latin America, the Caribbean and Europe.  
Independent since 2017.

MANDATE

To translate ambitious businesses into design that performs at international level.

# Selected Works.

SEVEN PROJECTS  
2022 – 2025

01	<b>Verema</b>	HOSPITALITY • IDENTITY & RETAIL	2023
02	<b>Padel House</b>	SPORT • IDENTITY & LAUNCH	2024
03	<b>VLIC</b>	FINANCIAL • IDENTITY & EDITORIAL	2022 – 2024
04	<b>Lynk &amp; Co</b>	MOBILITY • RETAIL & OOH	2024
05	<b>Civiltec</b>	ARCHITECTURE • IDENTITY & CAMPAIGN	2023
06	<b>Inplace</b>	LIFESTYLE • IDENTITY & PACKAGING	2023 – 2024
07	<b>IFI</b>	FINANCIAL EDUCATION • SYSTEM & OOH	2022

- 01 / 07

HOSPITALITY · WINE & SERVICE

# Verema '23.

A wine-led hospitality brand drawn in terracotta and forest green — a numeric monogram built to live equally in service, retail, packaging and digital.

---

IDENTITY   RETAIL   UNIFORMS   DIGITAL



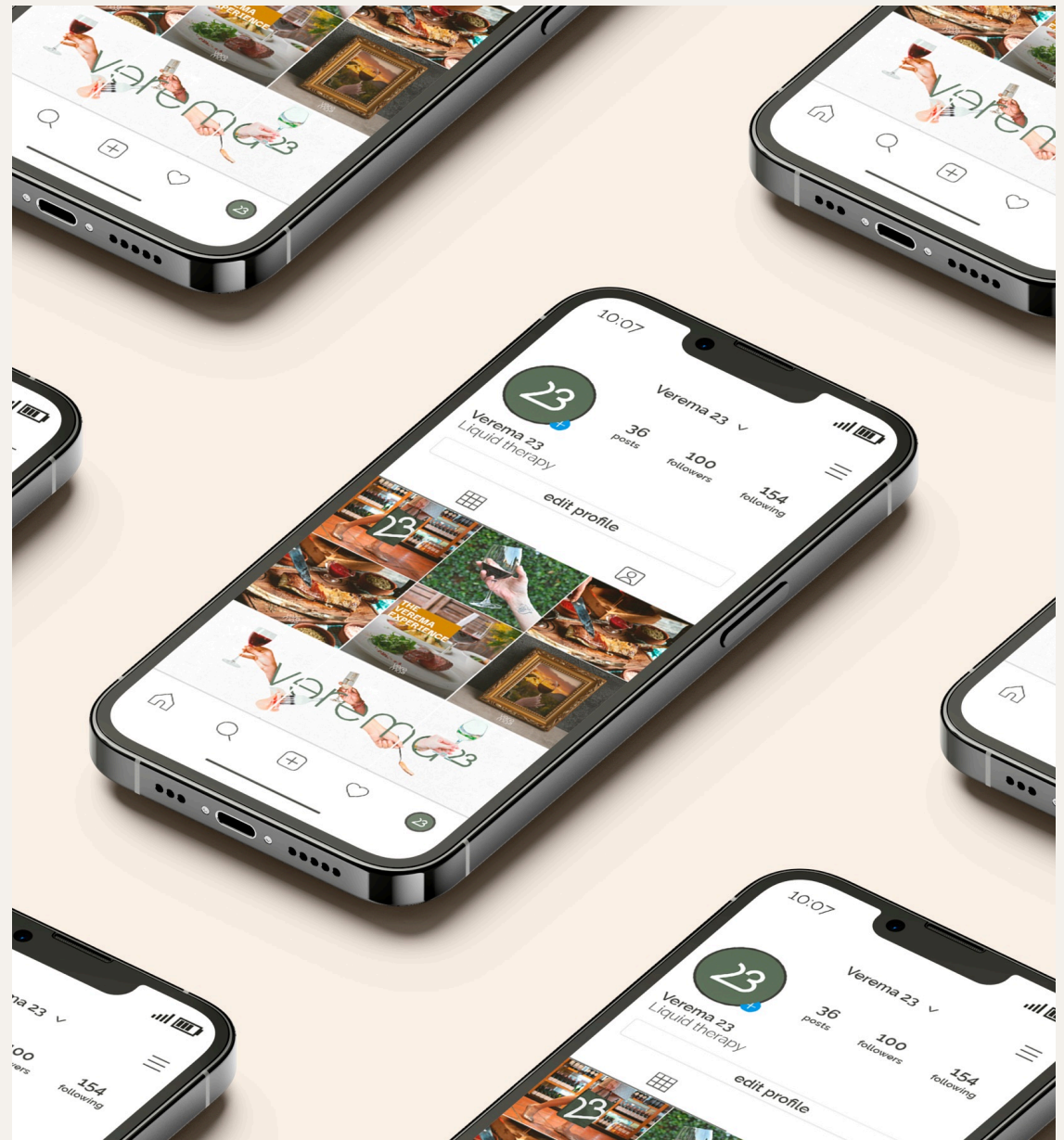




SYSTEM • PRINT & SCREEN

# One monogram. Every surface.

A single typographic mark unifies the brand from canvas tote to mobile feed — a system that scales without losing its handwriting.





PREMIUM SPORT · LAUNCH CAMPAIGN

# Padel House.

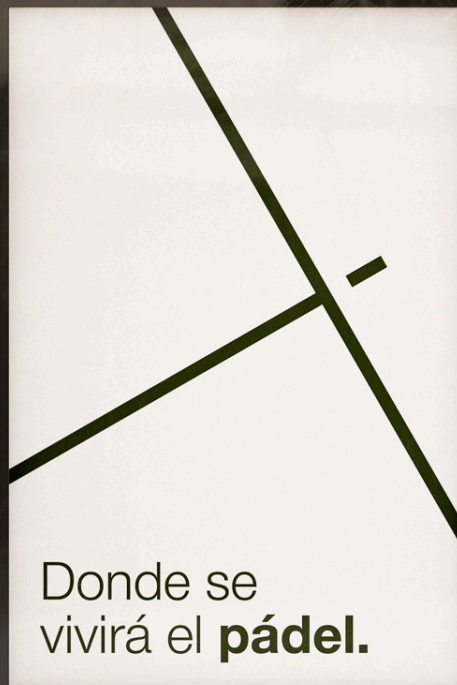
Pre-launch identity and OOH campaign for a premium padel club — built on a domestic metaphor (la casa) and a chromatic system that nods to the autumn season of its debut.

IDENTITY CAMPAIGN OOH ART DIRECTION





No habrá  
un lugar  
como **casa.**



Donde se  
vivirá el **pádel.**



Más que un club,  
**la casa** del pádel.

CONCEPT • ART DIRECTION



# The club, framed as home.

The campaign builds anticipation by treating the venue as a living interior — sofa, racquet, court, conversation — collapsing leisure and architecture into a single feeling.

---

PADEL HOUSE • 2024

FINANCIAL SERVICES · REPÚBLICA DOMINICANA

# VLIC

## vivo.

A populist financial brand made to feel close, current and unmistakably its own — built across print, OOH and a national press takeover.

IDENTITY EDITORIAL CAMPAIGN OOH





SOLUCIONES PARA TU NEGOCIO A UN CLIC DESDE  
**RD\$799**

La mejor y más rápida vía para crecer tu pequeña empresa,  
para tomar mejores decisiones, incrementar la eficiencia,  
mejorar la productividad y la satisfacción de tus clientes.

SOLICÍTALO AQUÍ



# VLIC

te ofrece estas soluciones  
**A UN SOLO CLIC**

CONTROL DE INVENTARIO

FACTURACIÓN

TIENDA EN LÍNEA

CONTROL DE TURNOS

## ¡Y MUCHO MÁS!



EDITORIAL • TONE OF VOICE

## A voice that meets the street.

The campaign architecture borrows from popular vernacular and pairs it with a precise typographic register — colloquial copy held in place by editorial discipline.

VLIC • DIARIO LIBRE • 2023

# vlic

te ofrece estas soluciones  
**A UN SOLO CLIC**

CONTROL DE INVENTARIO

FACTURACIÓN

TIENDA EN LÍNEA

CONTROL DE TURNOS

## ¡Y MUCHO MÁS!



[viva.com.do/vlic](http://viva.com.do/vlic) |    [vivard](#)



MOBILITY · INTERNATIONAL CLIENT

# Lynk & Co.

Retail environment and campaign design for a contemporary European mobility brand — an exercise in material restraint and confident outdoor presence.

RETAIL ENVIRONMENTAL OOH





”

The work is never about decorating a name. It's about engineering the **silence** around it — so the name can finally be heard.

— WENDOLYN RODRÍGUEZ · FOUNDER & CREATIVE DIRECTOR

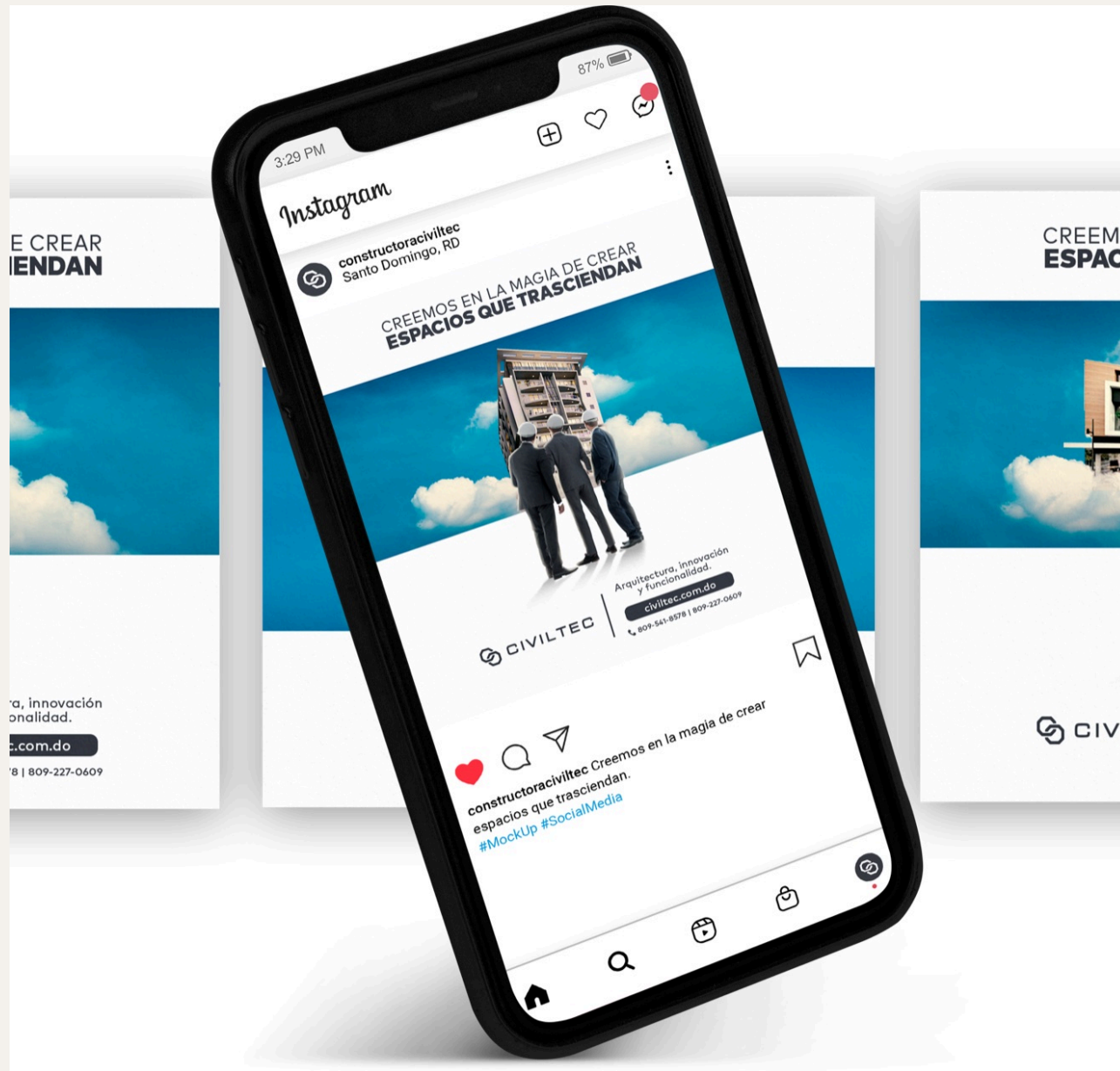
ARCHITECTURE & CONSTRUCTION

# Civiltec trasciende.

An identity and campaign for an architectural construction firm — restrained chromatic palette, surrealist art direction, and a discipline rare to the category.

IDENTITY   CAMPAIGN   ART DIRECTION





CONCEPT • ART DIRECTION

# Spaces that transcend.

A surrealist visual language built to elevate a category usually drawn in steel and concrete — composed entirely in monochrome and sky.

CIVILTEC • 2023

HERO • PRINT

# Held by the hands that build.

A campaign image that positions craft as ceremony — the architectural object lifted, almost reverentially, above the ground that will receive it.



CIVILTEC • PRINT • 2023

LIFESTYLE · HOME & LIVING

# Inplace.

A home and lifestyle brand built on the idea of belonging — every object in its right place. Identity, packaging system and OOH worked together to claim a contemporary corner of the category.

IDENTITY   PACKAGING   OOH   DIGITAL

en  
gar.



APPLICATION • RETAIL

# Every object, in its place.

A complete unboxing system — tag, tape, corrugate — turning logistics surfaces into brand surfaces with quiet, unmistakable consistency.



---

INPLACE • 2024

ARO • INPLACE

044 — 045



FINANCIAL EDUCATION · INSTITUTIONAL

IFI.

A complete identity system for the Instituto de Finanzas de Santo Domingo — institutional precision, mathematical mark, and a stationery system designed to live in print, motion and out-of-home.

IDENTITY STATIONERY OOH SYSTEM



2003 Sunny Day Drive  
Los Angeles, CA 90017  
8283-872-714

@yourwebsite.com  
Creative Marketing  
Agency

Dear Mr. Valencia

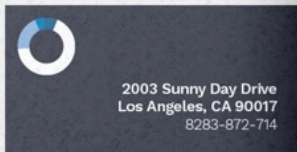
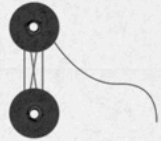
Fusce scelerisque sem sem, non interdum ligula gravida id. Curabitur sit amet molestie elit. Pellentesque ac congue diam. Duis varius suscipit elementum. Ut ac volutpat arcu, id commodo erat. Suspendisse tempor diam ut nunc egestas finibus. Maecenas quis porttitor dolor, a accumsan odio. Phasellus nisl metus, consectetur ut venenatis sit amet, imperdiet et nunc.

Donec facilisis malesuada ipsum sit amet vulputate. Integer justo justo, fermentum vitae pellentesque feugiat, ullamcorper non velit. Suspendisse molestie volutpat nisl at faucibus. Praesent posuere sodales libero, sed lacinia lacus ultrices eu. Phasellus lobortis, lectus sit amet vehicula hendrerit, risus purus blandit nunc, porttitor dictum arcu nisl varius ipsum. Nam tempus et purus sit amet cursus. Ut nec mauris quam. Integer condimentum quis magna id tempus. Pellentesque et orci scelerisque nisi faucibus egestas et at orci. Aliquam placerat ultricies erat id tincidunt. Nunc quis justo ipsum. Pellentesque at nisl et nulla posuere sollicitudin vitae vel ex. Vivamus fermentum orci sem. Phasellus tempor, metus vitae rutrum varius, ex libero mattis sapien, nec dictum enim augue non augue. Vestibulum in orci ut augue iaculis porttitor.

Praesent sit amet augue auctor, ultrices dui eget, pellentesque enim. Vivamus eu elementum odio. Nulla vitae enim porta, posuere tellus in, euismod nulla. Pellentesque vitae sodales ligula, vitae viverra nunc. Integer tristique sit amet leo vel feugiat.

John A. Powell  
Marketing Manager

John Powell



2003 Sunny Day Drive  
Los Angeles, CA 90017  
8283-872-714

@yourwebsite.com  
Creative Marketing  
Agency

Dear Mr. Valencia

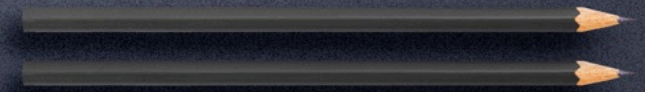
Fusce scelerisque sem sem, non interdum ligula gravida id. Curabitur sit amet molestie elit. Pellentesque ac congue diam. Duis varius suscipit elementum. Ut ac volutpat arcu, id commodo erat. Suspendisse tempor diam ut nunc egestas finibus. Maecenas quis porttitor dolor, a accumsan odio. Phasellus nisi metus, consectetur ut venenatis sit amet, imperdiet at nunc.

Donec facilis malesuada ipsum sit amet vulputate. Integer justo justo, fermentum vitae pellentesque feugiat, ullamcorper non velit. Suspendisse molestie volutpat nisl at faucibus. Praesent posuere sodales libero, sed lacinia lacus ultrices eu. Phasellus lobortis, lectus sit amet vehicula hendrerit, risus purus blandit nunc, porttitor dictum arcu nisl varius ipsum. Nam tempus et purus sit amet cursus. Ut nec mauris quam. Integer condimentum quis magna id tempus. Pellentesque et orci scelerisque nisi faucibus egestas et at orci. Aliquam placerat ultricies erat id tincidunt. Nunc quis justo ipsum. Pellentesque at nisl et nulla posuere sollicitudin vitae vel ex. Vivamus fermentum orci sem. Phasellus tempor, metus vitae rutrum varius, ex libero mattis sapien, nec dictum enim augue non augue. Vestibulum in orci ut augue iaculis porttitor.

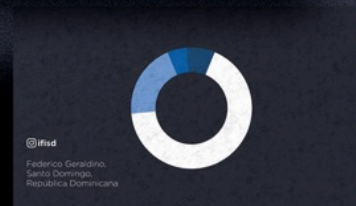
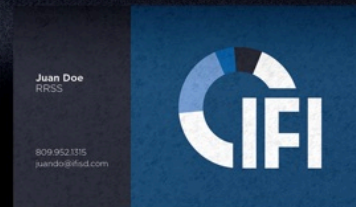
Praesent sit amet augue auctor, ultrices dui eget, pellentesque enim. Vivamus eu elementum odio. Nulla vitae enim porta, posuere tellus in, euismod nulla. Pellentesque vitae sodales ligula, vitae viverra nunc. Integer tristique sit amet leo vel feugiat.

John A. Powell  
Marketing Manager

John Powell



2003 Sunny Day Drive  
Los Angeles, CA 90017  
8283-872-714





# Capabilities.

A PRACTICE IN  
THREE DISCIPLINES

## Strategy.

Brand positioning

Naming & verbal identity

Architecture & portfolio

Research & insight

Workshops & alignment

## Design.

Identity & brand systems

Typography & type direction

Editorial & publication

Packaging & retail

Digital & product UI

## Direction.

Campaign & art direction

Environmental & signage

Film & motion oversight

Photography direction

Launch & rollout

# Selected Clients.

A TRUSTED ROSTER  
2017 - 2026

---

Verema

Padel House

VLIC

Lynk & Co

---

Civiltec

Inplace

IFI

Bageko

---

Aeropaq

Lozada

Shapelife

ISC

---

Simples

Engimat

Equiport

+ Studio Roster

---



Let's build  
the **next**  
**one.**

---

DIRECTION

Wendolyn Rodríguez

STUDIO

Santo Domingo · Madrid

CONTACT

wendolyn@mynameisaro.com

WEB

mynameisaro.com