
PORTFOLIO

Clément Gay, freelance graphic designer



Graphic design



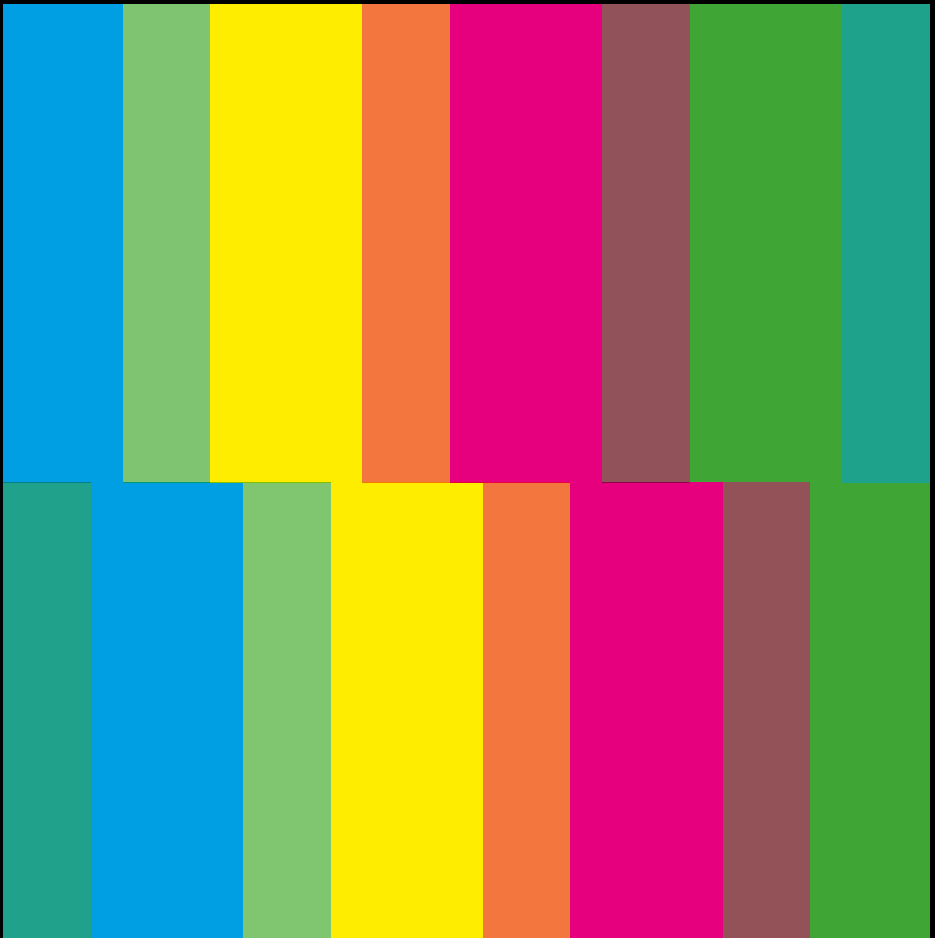
Web design



Architecture



Urbanism



A multidisciplinary approach to graphic design.



Content

● Graphic design ● Web design ● Architecture ● Urbanism

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Branding for a company that solves conflicts

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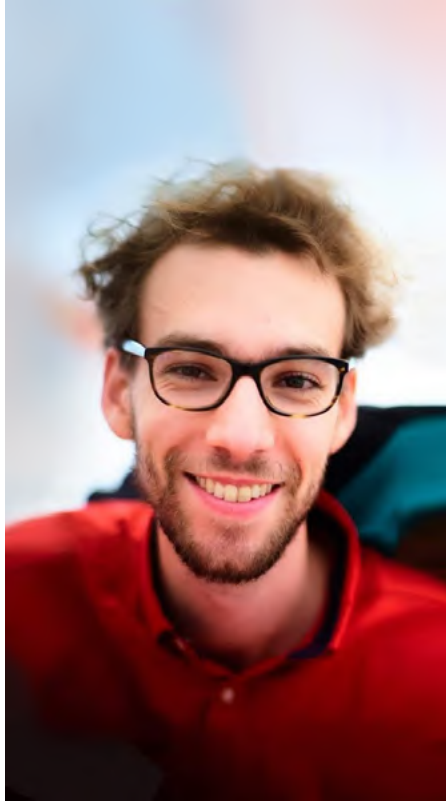
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CV Clément Gay

Freelance graphic designer

170 rue Gray, 1050 Ixelles,
Brussels, Belgium
0032 (0) 493 42 01 01
contact@clemdesign.eu
www.clemdesign.eu



Education

2011-2015
INSA, STRASBOURG
(Institut National des
Sciences Appliquées)
ARCHITECTURE STUDENT

2011
**LYCÉE CARNOT,
DIJON**
CLASSE PRÉPARATOIRE
MPSI

Skills

Languages :
French (native)
English (TOEIC : 750 pts)
Spanish
Softwares :
Windows and MAC
Adobe Suite (Photoshop,
Indesign, Illustrator)
Webflow, Oxygen
Autocad
Sketchup, Rhinoceros,
Grasshopper
Artlantis, Maxwell, Vray
ArchiWizard, Revit

Interests

Drawing, painting,
engraving (classes 2006-
2010).
Juggling (association « la
Fée des trucs », Lagny
sur Marne).
Danse (lindy hop, balboa,
salsa, bachata, kizomba).
Barman au havana club
(02/18-07/18).
Cinema.
Basket-ball, handball,
volley-ball, escalade,
tennis de table.

Professional experiences

2015-
GRAPHIC/WEB DESIGNER, BRUXELLES
FREELANCE

I designed for companies, and private clients visual
identities, visual communication documents, logos
and web pages.

MaxiTeam - société de Titres-Services
Branding of a new 'titres-services' company in
Brussels.

Hygienet - société de Titres-Services
Advertising every month for a 'titres-services'
company in Brussels.

Koi Botan

Giving a simple piece of jewelry inherited from
Japanese tradition a beautiful visual identity.

Merab Surviladze

Catalogue for artist painter.

Polish Embassy

Layout for a brochure to celebrate and present 100
years of Diplomatic relationship between Poland and
Belgium.

Pstryk Myk

Layout and Illustrations for the fifth edition of Pstryk
Myk magazine.

Meta4

Web design for Meta4, advertising company in
Brussels.

Stickme.be

Web design for a new company producing stickers in
Brussels.

Mediation

Visual identity and logo for a company in Poland.

Belgica - société de Titres-Services

Advertising every month for a 'titres services'
company in Brussels.

2015-
ARTGINEERING, BRUXELLES
PROJECT LEADER

As project leader, I manage multiple projects of
research by design, public spaces.

Internships

2015
CARVE, AMSTERDAM

2014
**ARTGINEERING,
ROTTERDAM**

2013
**THE ARCHITECTES,
PARIS**

2012
GREENSTEP, PARIS

2009
**BRUNET-SAUNIER
ARCHITECTE**

About me

I am a freelance graphic and web designer with a background and practice in architecture and urbanism.

During 4 years I studied Architecture at the INSA of Strasbourg (Institut National des Sciences Appliquées). I received my Architecture degree with my diploma project: a masterplan for renewing the 'Cité Rotterdam' of Strasbourg.

Since 2015 I work as an urban designer and planner for Artgineering, Office for Architecture and Urbanism, based in Brussel. With Artgineering, I am involved in the design and implementation of design strategies in complex (inter) urban conditions with a great interest in mobility. In various research and design projects, I produce communication images, charts, reports and booklets.

During the past 4 years I helped companies renew/create their brand visual identity through graphic and web design. I designed logos, visual identities, campaign graphic support, illustrations, lettering, social media posts, reports, books, brochures and flyers.

Mediation Center

Branding for a company that solves conflicts

Client:	The Mediation Center at Łomża State University of Applied Sciences (Poland)
Services:	Branding
Date of completion:	2019
I did:	logo design visual identity

The Mediation Center at Łomża State University of Applied Sciences (Poland) was established April 1, 2019. Its aim is to promote mediation among university society as well as among citizens of Podlasie region by different educational projects and cooperation with courts in the region. Moreover, it provides professional mediation service for interested parties as it comes to community, civil, family, commercial or criminal disputes.

The Center has been looking for a system of visual identification which will be modern, adjusted to local standards and presents its idea. The system will be widely used (local media, university website, internet communication) by the Center after signing an appropriate contract with a designer, probably starting from the beginning of October 2019.



A visual identification which will be modern, adjusted to local standards and presents its idea.



The letter 'M' from Mediation is used to build the body

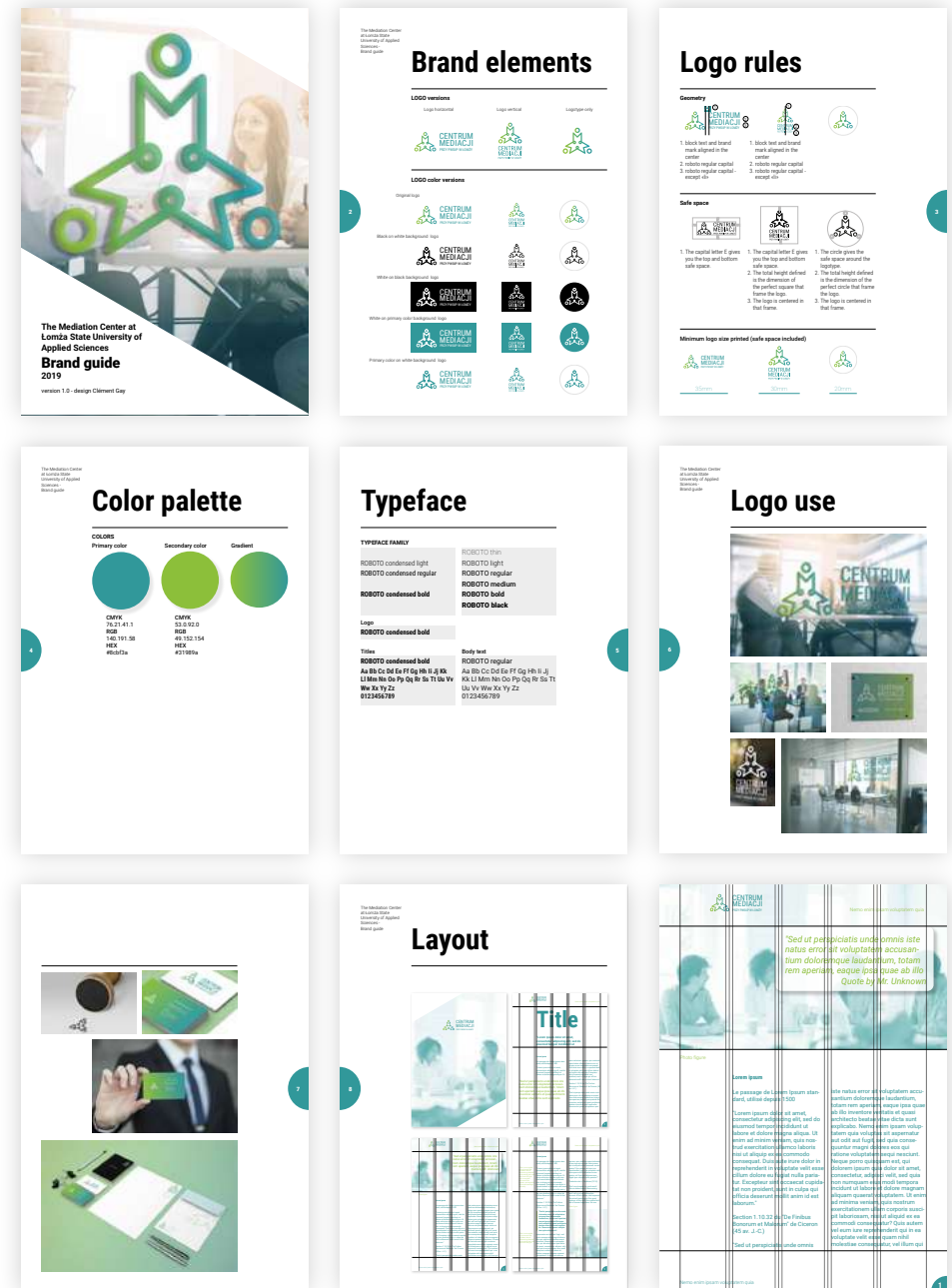
Role of mediator between 2 people

The purpose of Centrum Mediacji is to connect people

logo design process



logo design



brand guidelines



Kuklo Marta J.

University of Białystok (Poland)

24/08/2022



I had a pleasure and an honor to work with Mr. Clément Gay twice, creating logos and visual identification systems for: Mediation Center at the State University of Information Technology and Entrepreneurship in Łomża (Poland) in 2019 and Mediation Association “Pactum” at the Faculty of Law, University of Białystok (Poland) in 2022.

The cooperation with Clément was highly professional. We received products that meet our expectations, reached through discussion on our expectations and determination of the terms of cooperation. Mr. Clément Gay presented interesting and up-to-date logotype concepts, and then developed precise packages of visual identification systems, which we use in the indicated institutions. He has a flexible approach, tailored to the needs and capabilities of the client. Contact with the graphic artist was always factual, substantive and at a high level of personal culture.

I wish everybody only such professionals with whom cooperation is business-like and problem-free.

Mediation Center

Branding for a company that solves conflicts

Client:	Mediation Association "Pactum" at the Faculty of Law, University of Białystok
Services:	Branding
Date of completion:	2022
I did:	logo design visual identity

The Mediation Association "Pactum" at the Faculty of Law, University of Białystok (Poland) aim to promote mediation among university society as well as among citizens of Podlasie region by different educational projects and cooperation with courts in the region. Moreover, it provides professional mediation service for interested parties as it comes to community, civil, family, commercial or criminal disputes.

The Center has been looking for a system of visual identification which will be modern, adjusted to local standards and presents its idea. The system will be widely used (local media, university website, internet communication) by the Center.





logo



letterhead



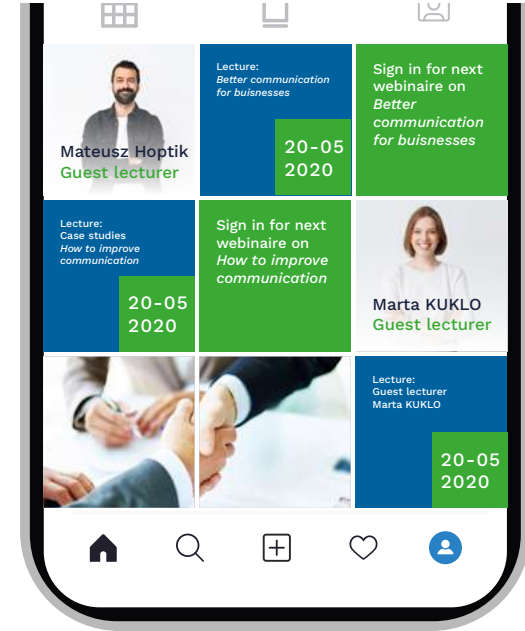
visit card



signage and poster



Badge



Instagram



Email signature



Facebook



brand guidelines

Kuklo Marta J.

University of Białystok (Poland)

24/08/2022



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MaxiTeam

Branding for a 'Titres-Services' company

Client: MaxiTeam
Services: Branding
Date of completion: 2022
I did: logo design campaign

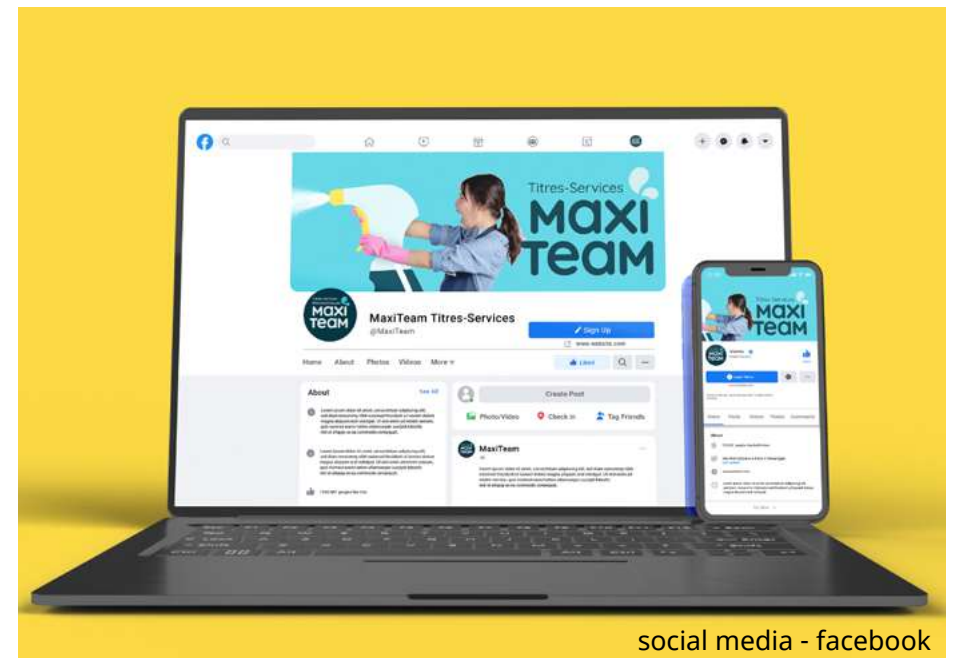
MaxiTeam is a new 'Titres-Services' company based in Brussels.

Titres-Services is a Belgium provider of cleaning services, and multiple companies exist and provide similar services.

The goal is to create a distinctive visual identity that will attract more cleaning ladies to join the company.

The core value of MaxiTeam is to reward the workers by a points system based on the number of hours done to be transformed into gifts.





Musa Celik

Manager MaxiTeam

22/08/2022



Très belles idées, disponible rapidement, je recommande!

Hygienet

Advertising and social media campaign for a 'Titres-Services' company

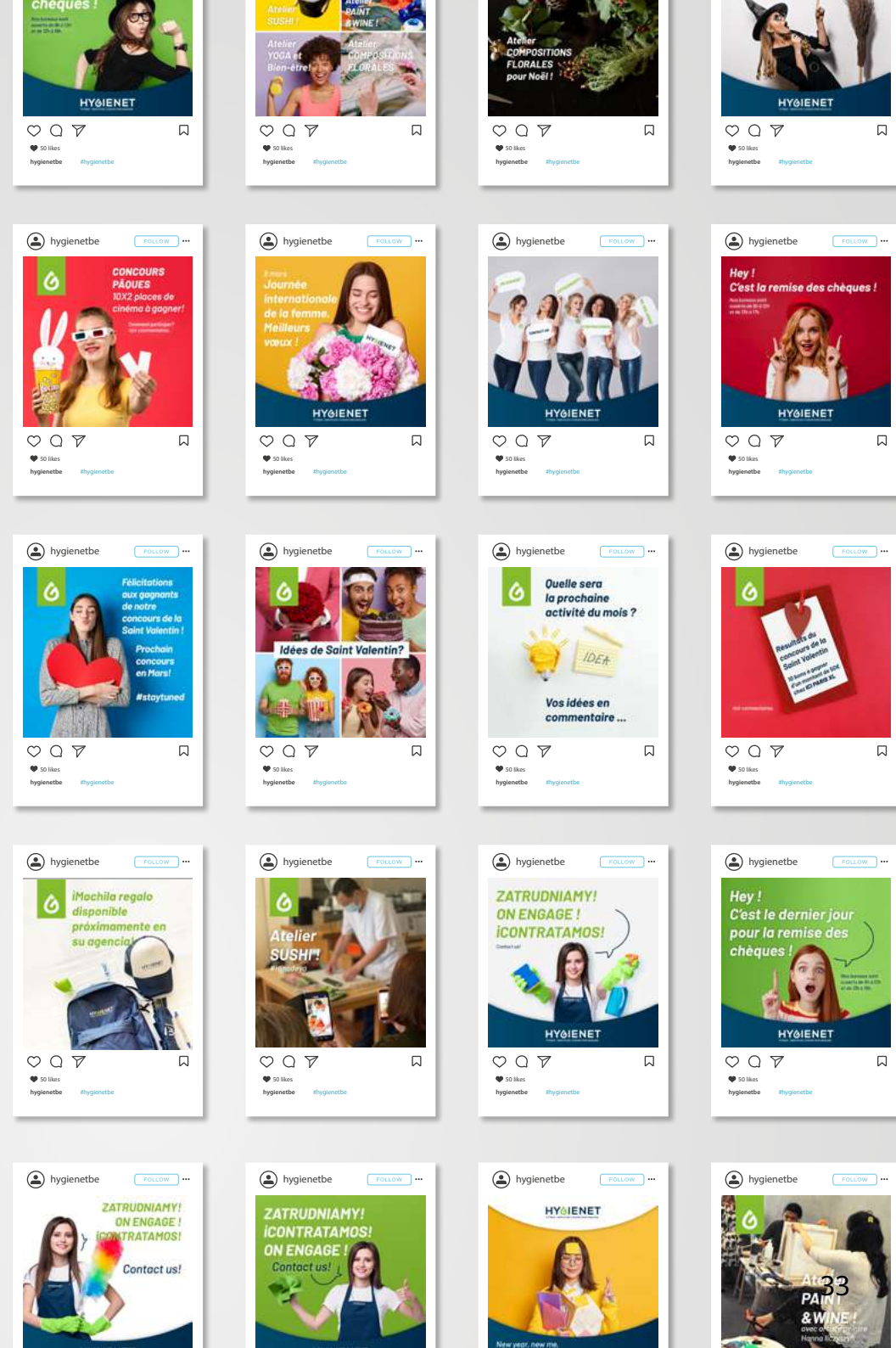
Client: Hygienet
Services: Graphic design
Date of completion: 2022
I did: advertising campaign
social media campaign

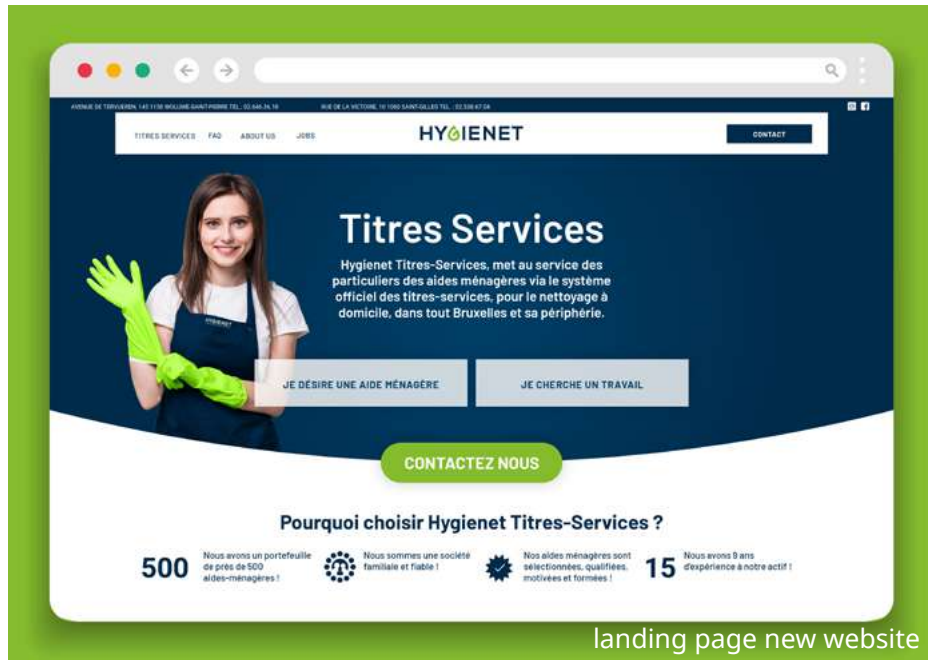
Hygienet, Titres-Services is a company based in Brussels that provides cleaning services.

The team is made of young and dynamic people, and the workers are very active on social media.

I design every month series of posts in order to engage more working ladies, reward ladies who participate to the online competitions or to invite the workers to a group activity organised by the direction.

Their website was outdated, non responsive for mobile or Ipad devices and did not fit the refreshed logo. I designed their website to fit the new aesthetic of the brand and to simplify the access to informations for both new clients and new working cleaning lady .





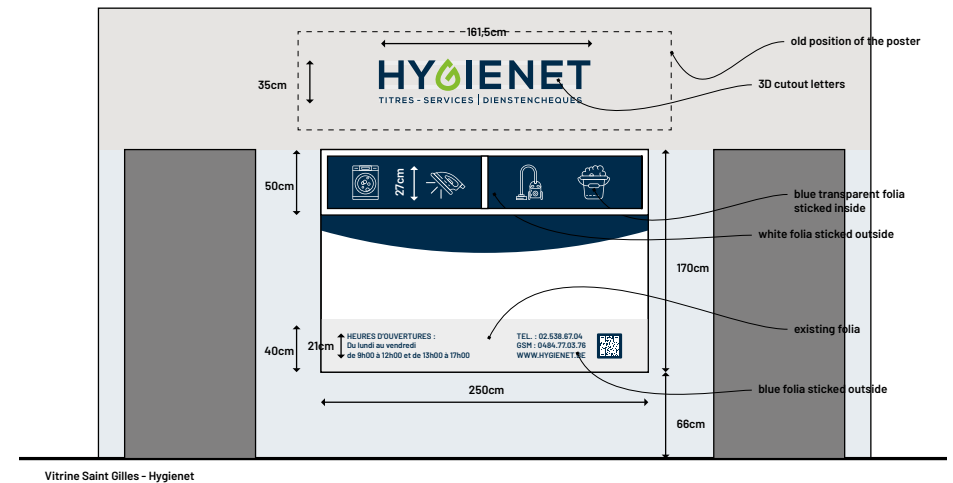
landing page new website



wish card



advertising in 'gazetka' magazine



Vitrine Saint Gilles - Hygienet

office window design

Koi Botan

Branding an online jewelry company

Client: Koi Botan
Services: Branding
Date of completion: 2021
I did: logo design campaign

The story of Koi Botan starts from a Japanese tradition inspired by love in the broad sense.

A artisan designer experienced in jewelry always intrigued by all kinds of objects and passionate about matter, falls one day by chance on the story of a tradition that will puzzle him in a book about... the buttons.

The core values of Koi Botan are romantic, eternal and devoted.



+



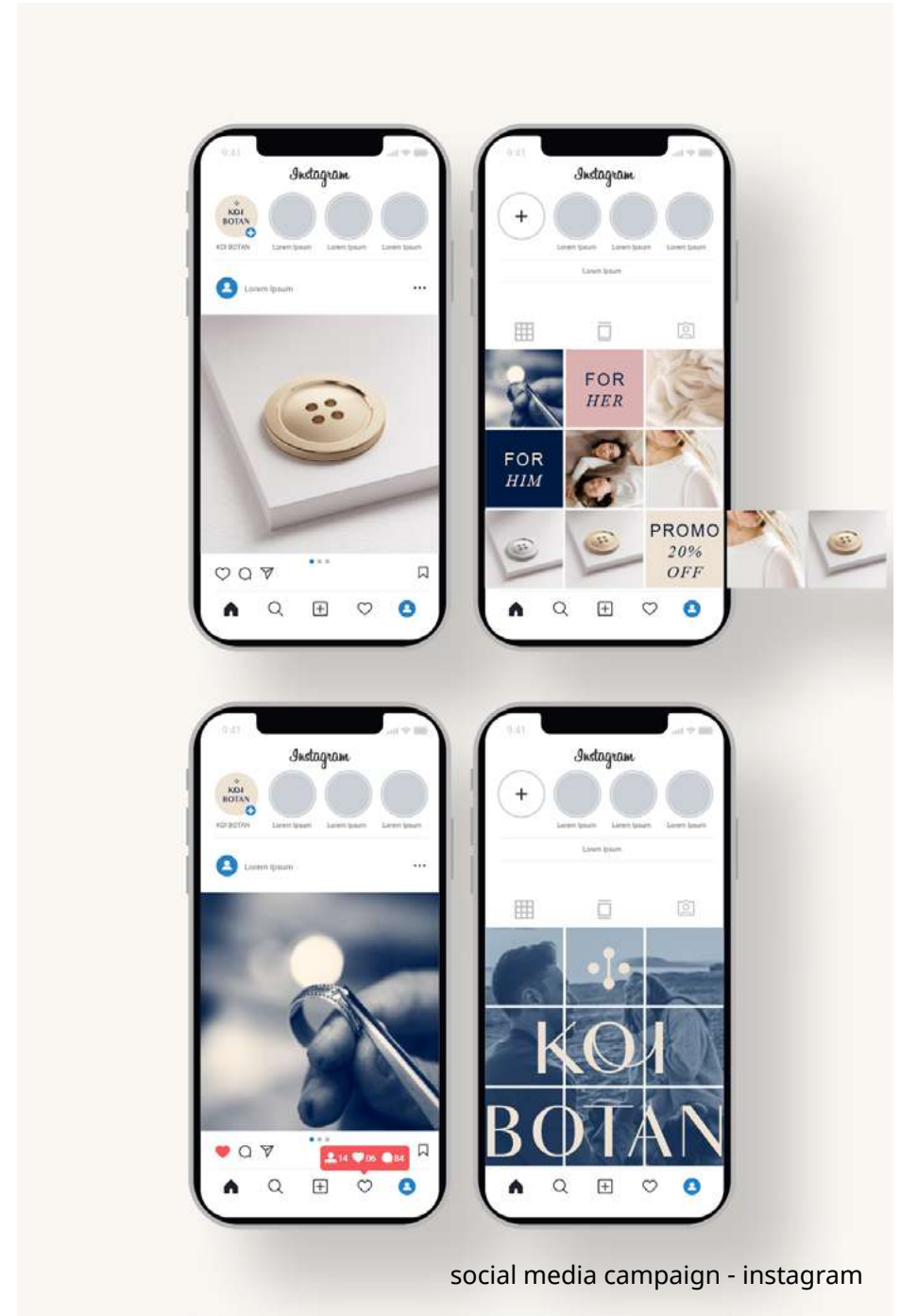
→



The product is a button to give as a token of love or friendship

After reducing the 'button' down to its essential shape the connection between two people is represented by the vertical thread

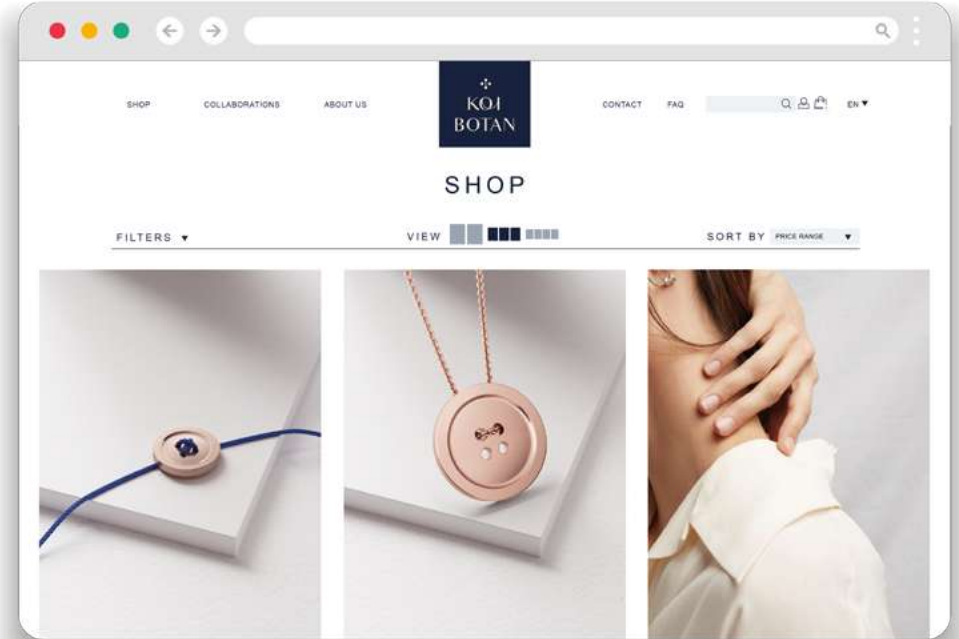
logo design process



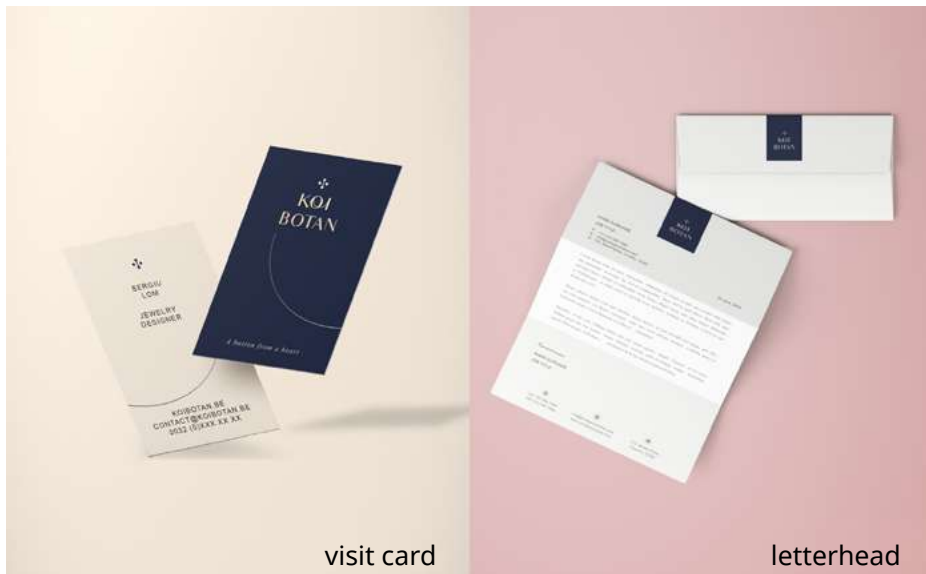
social media campaign - instagram



brand guidelines



web shop



visit card

letterhead



packaging

Pstryk Myk

Layout and illustrations for a quaterly for polish kids abroad

Client:	ASBL 3pestki.org
Services:	Graphic design
Date of completion:	2017
I did:	layout game illustrations

I was invited to be part of a group of passionate people living in Belgium who have created a high quality paper magazine for children aged 7 to 12 (and their parents and siblings) who speak Polish but do not live in Poland.

This is a playful way to keep in touch with the language and the culture of the country, illustrated with stunning graphics! The quaterly is partly co-written by children. We cover issues such as the Polish language, history, science, and educational games. We are not afraid of dealing with complex problems (e.g. discrimination, bullying and living with disabilities), inviting parents to discuss them further with their children.

School and community centres love it, but rarely have the funds to purchase it.



mockup women reading the magazine cover designed by Justyna Kuklo

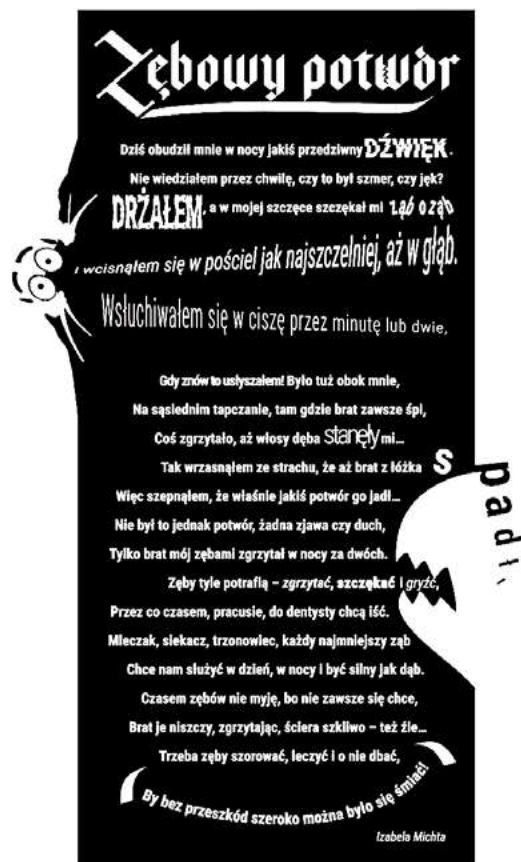


illustration for the poem: Zębowy potwór



Illustration for a family card play

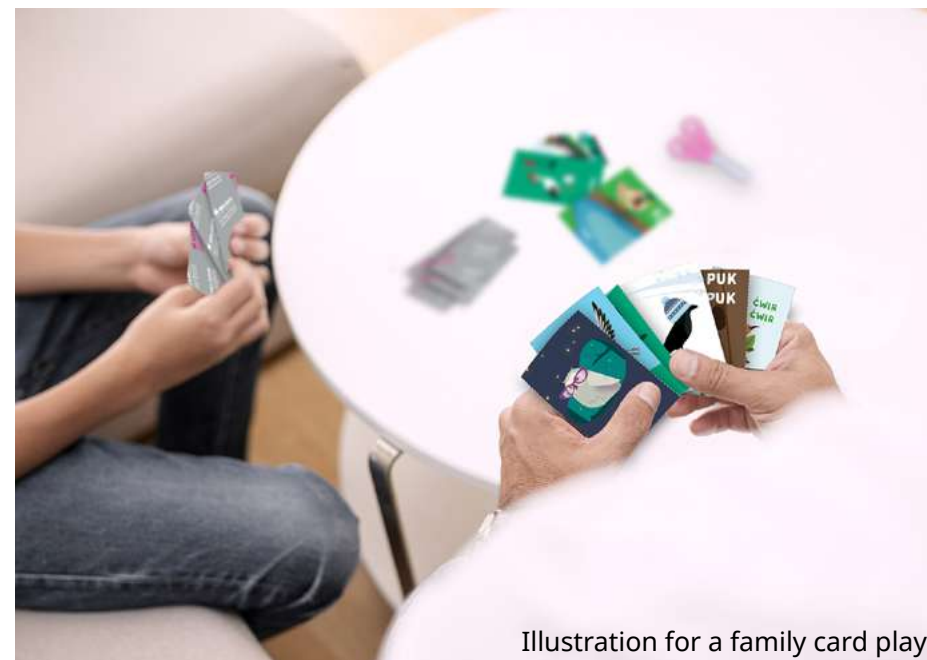


Illustration for a family card play

Justyna E. Kuklo

Kuklo Art

18/08/2022



I have had the opportunity to collaborate with Clément for a few years on projects like layouts of some pages in quarterly kids' publications or promotional materials for my and my colleague's exhibition, among others. He is creative, fast, and efficient with design. He is always trying to anticipate client needs.

Meta4

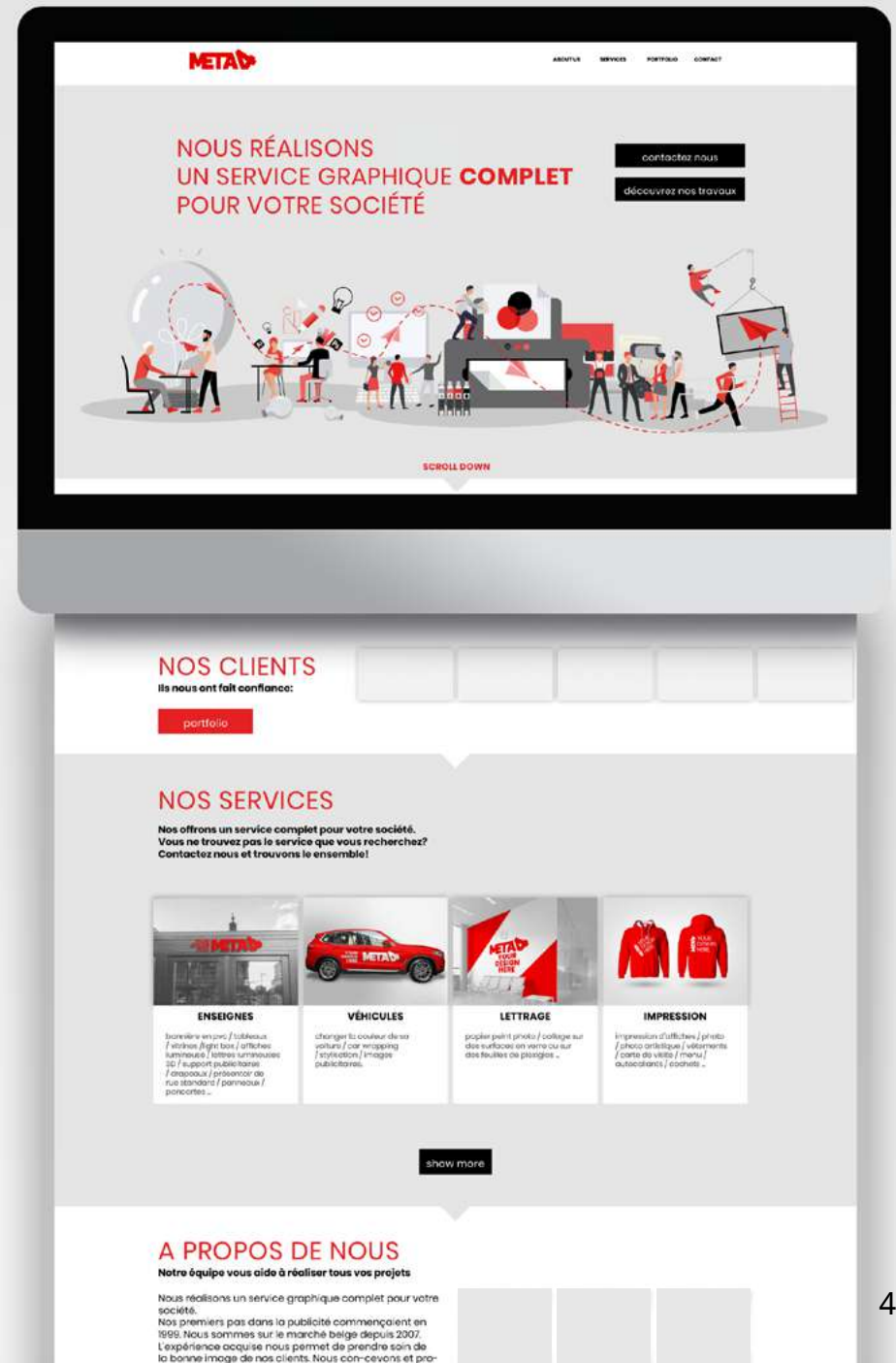
Refreshing the website of a printing company

Client: Hubert Rahden
Services: Web design
Date of completion: 2019
I did: web page

Meta4 had a complex web pages which needed to be simplified. The purpose was to refresh the look of the brand which is now well established in Brussels.

We decided to simplify the structure of the website, organising and reducing the text and image content in simple well identified theme sections.

Check it out: www.meta4.be



A PROPOS DE NOUS

Notre équipe vous aide à réaliser tous vos projets

Nous réalisons un service graphique complet pour votre société.
Nos premiers pas dans la publicité commencent en 1969. Nous sommes sur le marché belge depuis 2007. L'expérience acquise nous permet de prendre soin de la bonne image de nos clients. Nous concevons et produisons toutes les formes de publicité. Dans notre atelier, nous pouvons vous offrir la meilleure qualité à un prix raisonnable. Nos services de publicité sont réalisés de manière à ce qu'ils se démarquent des solutions standards. Nous vous invitons à nous contacter (Coopération)



Vous voulez voir toutes nos réalisations ?
Allez faire un tour dans notre galerie de photo sur notre page Facebook!

PORTFOLIO

Nous les avons aidés à promouvoir leur image de marque.
A votre tour?

[contactez nous](#)



Okaidi

Pose de tous les supports graphiques en lien avec la marque à Bruxelles



Euromontage

Pose de tous les supports graphiques en lien avec la marque à Bruxelles



AXA

Pose de tous les supports graphiques en lien avec la marque à Bruxelles



Lloyd

Pose de tous les supports graphiques en lien avec la marque à Bruxelles



Pulsar

Pose de tous les supports graphiques en lien avec la marque à Bruxelles



Lloyd

Pose de tous les supports graphiques en lien avec la marque à Bruxelles



Pulsar

Pose de tous les supports graphiques en lien avec la marque à Bruxelles



Lloyd

Pose de tous les supports graphiques en lien avec la marque à Bruxelles

[see more](#)

Contactez nous



Votre nom (obligatoire)

Votre adresse mail

Votre adresse mail

Objet

Votre message

META4

Chaussée de Bandeur 270
 1050 Ixelles
 +32457467467
 +32457467467
 Heures d'ouverture
 Lun 8h - 17h00
 Mar 8h - 17h00
 Mer 8h - 17h00
 Jeu 8h - 17h00
 Ven 8h - 17h00
 Sam 8h - 17h00
 Dim 8h - 17h00

[envoyer](#)



Contactez nous

META4
 Chaussée de Bandeur 270
 1050 Ixelles

Heures d'ouverture
 Lun 8h - 17h00
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 Mer 8h - 17h00
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 Ven 8h - 17h00
 Sam 8h - 17h00
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Facebook
 Disclaimer & Privacy

StickMe.be

Branding for a company to sell stickers

Client:	Hubert Rahden
Services:	Branding
Date of completion:	2018
I did:	logo design visual identity website

For the newly established STICKME company which produces stickers in Brussels. I design the visual identity system, including logo, color palette, illustrations, tone of voice and the webpage.

Based on this 'querky' visual identity, I built the website and poster campaigns.

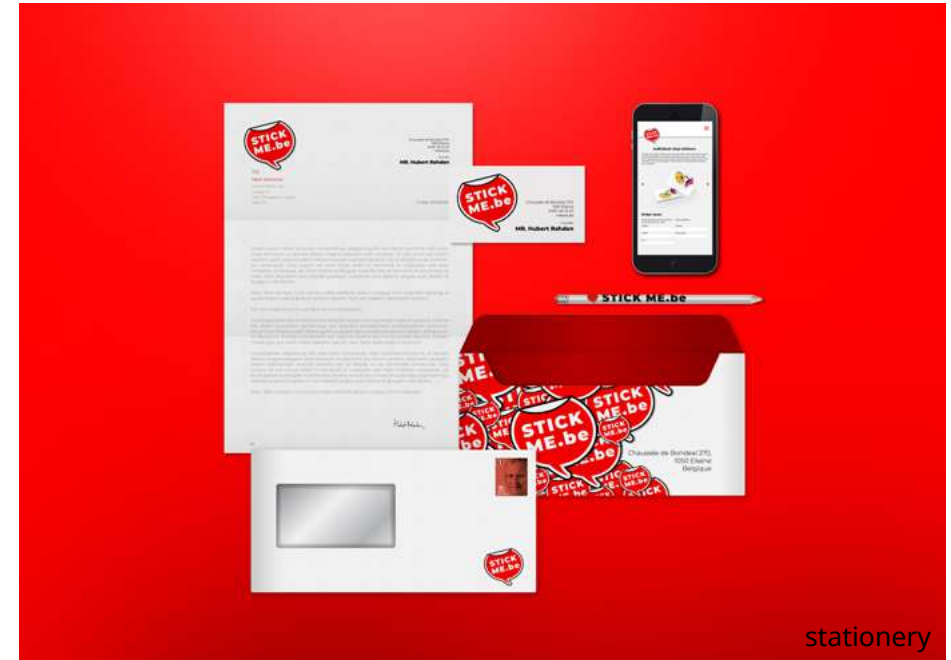
In addition, to emphasize the friendly nature of this sticker company I designed a fun mascotte.



A balance between fun,
playful and reliable had
to be found for the visual
identity of stickme.



logo design



stationery



car mockup



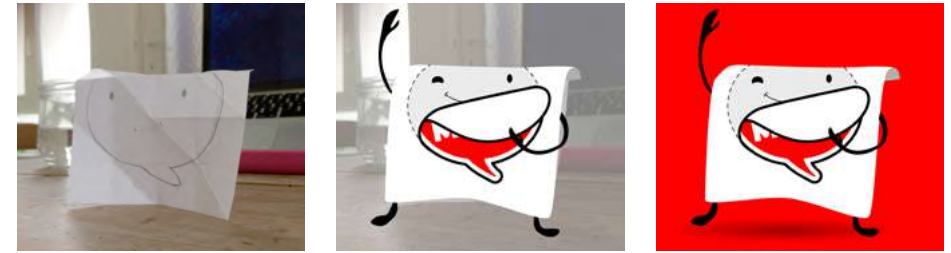
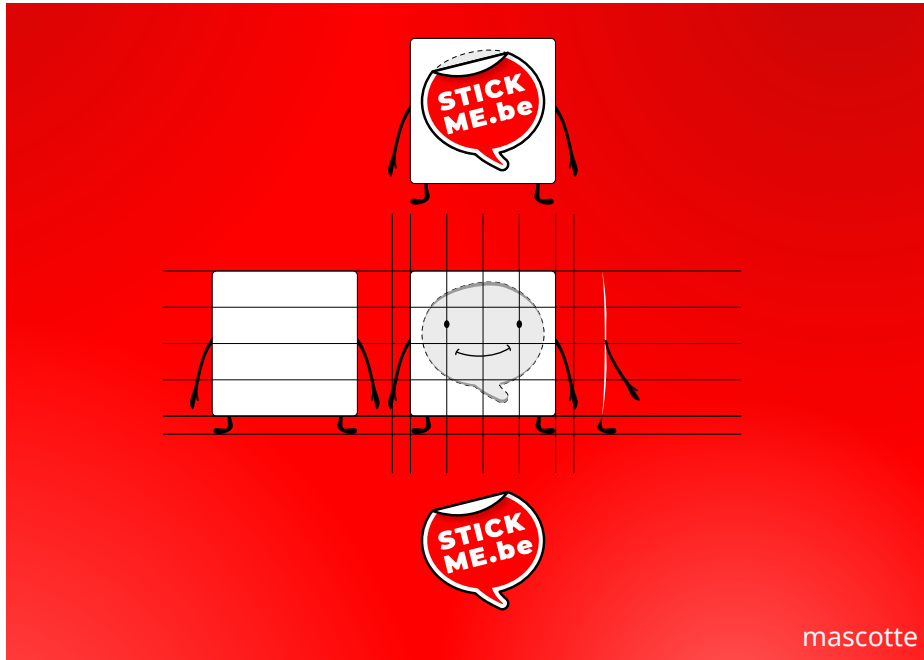
landing page



responsive web design

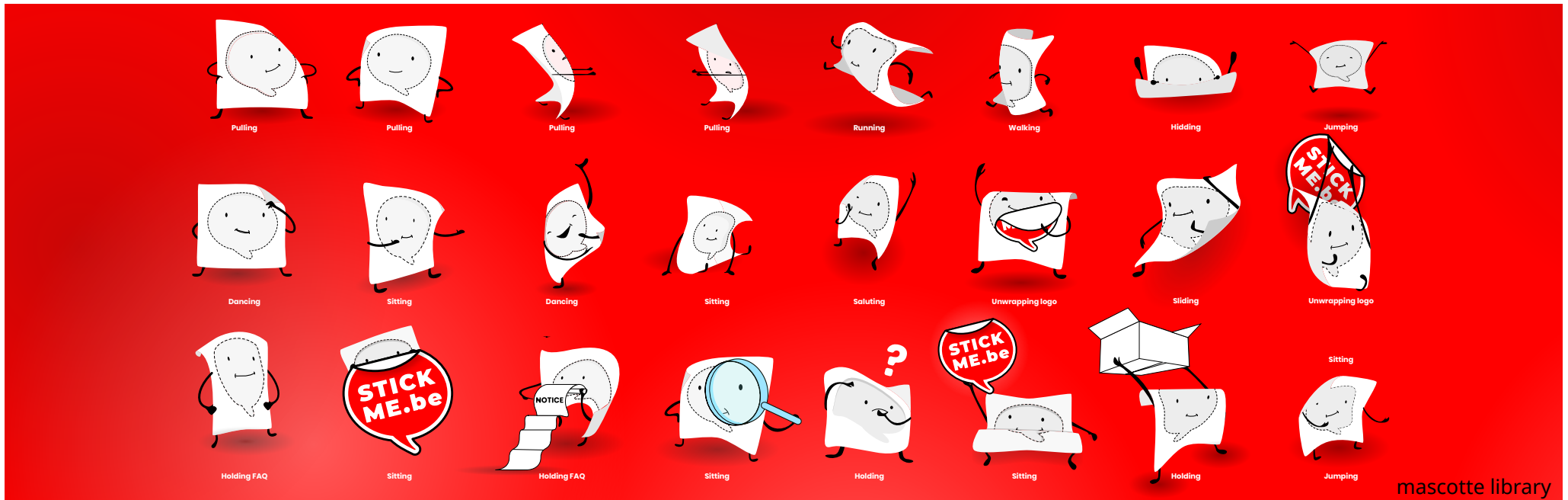


poster campaign



design process: paper model, Illustrator drawing, final design

A enthusiastic mascotte to guide you.



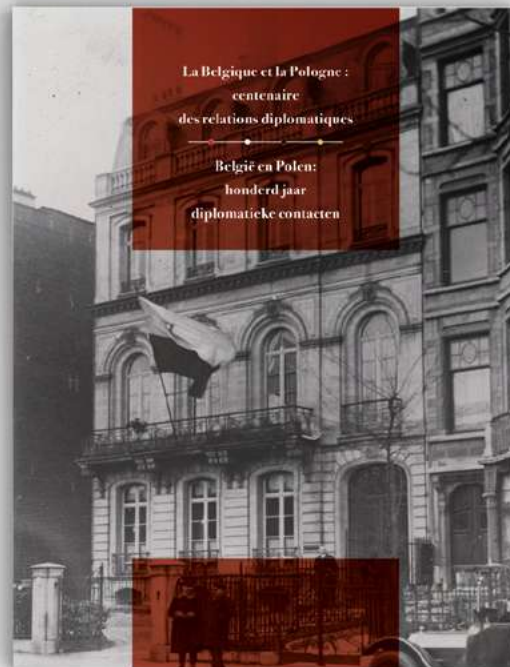
Polish Embassy

Brochure for 100 years of diplomatic relationships between Poland and Belgium

Client: Embassy of Poland
Services: graphic design
Date of completion: 2019
I did: layout

The Polish Embassy in Brussels wanted to celebrate the 100 years of Polish - Belgium relationship. They asked me to design a publication to present this anniversary. The magazine contents old documents and the history of the relationship between Poland and Belgium.





Merab Surviladze

Catalogue for artist painter

Client:	Merab Surviladze
Services:	graphic design
Date of completion:	2019
I did:	Catalogue design Postcards Business card

Merab is a Georgian artist painter leaving in Brussels. He participates in various group exhibitions. He work around the idea of shadows. According to Merab, shadows shape, provoke tensions, disturb tonalities and give depths that would otherwise be missed.

Merab exhibits in the Venise Biennale and wanted to have a physical element to show, offer or sale to potential clients. I had quite free hands for the graphic designs aspects. I started to design the general layout of the catalogue based on the idea of scale showing one painting per spread a reduction and a detail to capture as best as possible his work. Then I proposed 2 covers using his paintings as background image and 1 more graphic, also a spread page with chosen colors matching his compositions and paintings.



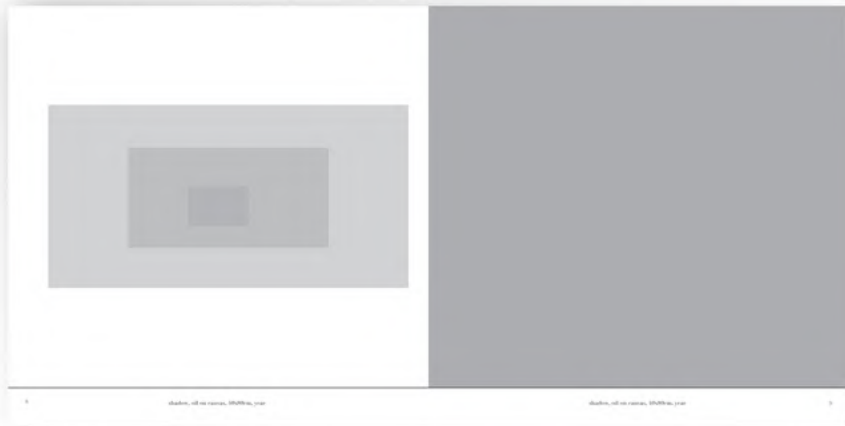
book layout

We produced 500 copies of the 22*22cm catalogue choosing the paper carefully with Merab and the print office from the Munken Rough Paper collection. The cover has been pushed to reveal the name of Merab.

Catalogue based on the idea of scale showing one painting per spread a reduction and a detail to capture as best as possible his work.



Merab Surviladze stand at the Brussel Affordable Art Fair 2019



design principle of the layout





Lüleburgaz

Handbook to design cycle infrastructure

Client:	Creative Industries Fund
Services:	Project leader - layout for Artgineering
Date of completion:	2020
I did:	content drawings book layout

As part of Artgineering team, I helped designing both content and layout for this publication aiming to help designing bicycle infrastructure in Lüleburgaz.

'Lüleburgaz bisiklete biniyor - Cycling for a better city' is a roadmap for the conception of an Inclusive Bicycle Masterplan. It investigates how to activate the full potential of cycling for the improvement of various aspects of urban development. The project explores cycling as a catalyst for change towards a more sustainable, healthy, vital, inclusive and democratic urban environment and society.

What cycle infrastructure for a midsize city in Turkey?



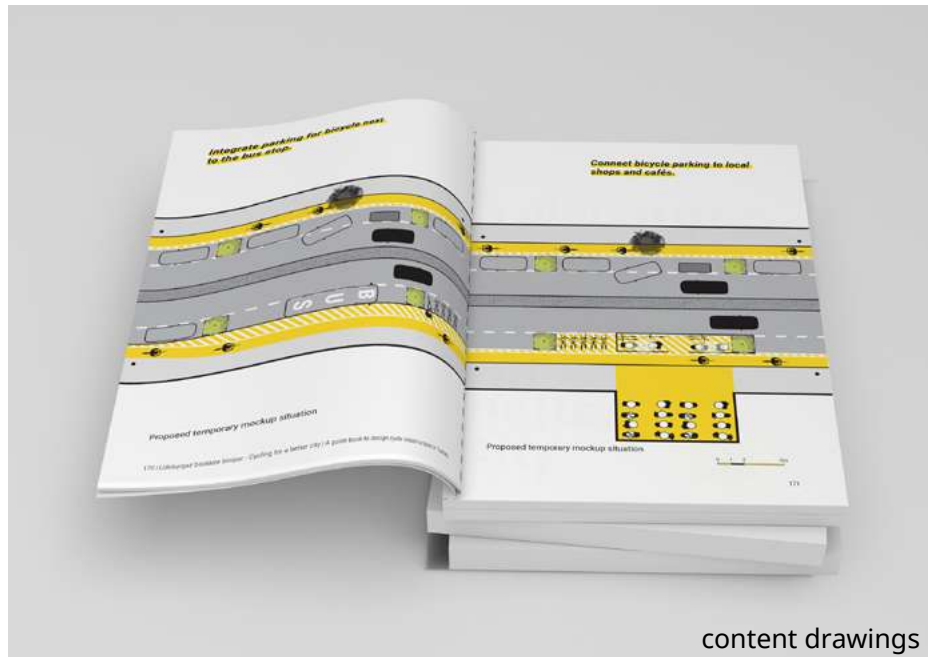
cover design



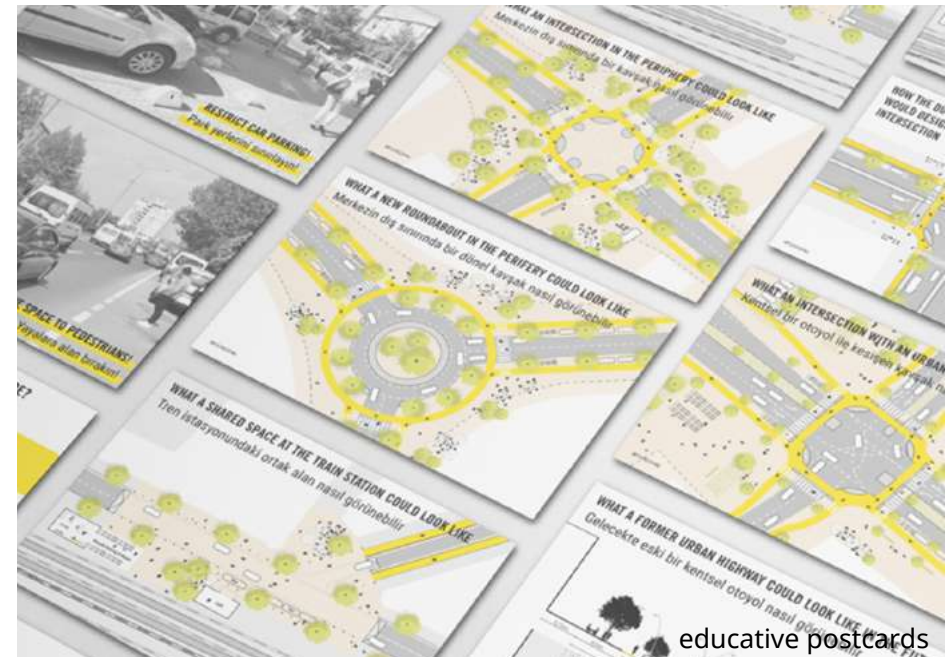
cover design



new shared bicycle design



content drawings



educative postcards

Proposed bicycle network in its context.

Three zones: A, B, C
Points of interest
Bicycle network

Legend:

- Bicycle parking at the entrance
- Zone A
- Zone B
- Zone C

Points of Interest (POI) List:

- 1 Bus station
- 2 Business centre
- 3 Industry
- 4 Central park
- 5 Soccer stadium
- 6 Shopping mall
- 7 Football academy
- 8 Women's academy
- 9 Art academy
- 10 Hospital
- 11 Swimming academy
- 12 Market + shopping
- 13 Recreation area
- 14 Vineyard
- 15 (New) train station
- 16 High school
- 17 Dormitories for students (DHS)
- 18 Schools
- 19 Bicycle academy
- 20 New market
- 21 Government administration
- 22 Police station
- 23 Court house

Bicycle Network Legend:

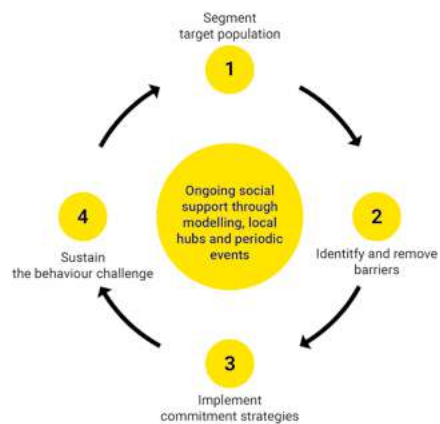
- Bicycle parking
- Bicycle parking at schools
- Main bicycle network
- Secondary bicycle network

Scale: 0km

vision map

Introduction

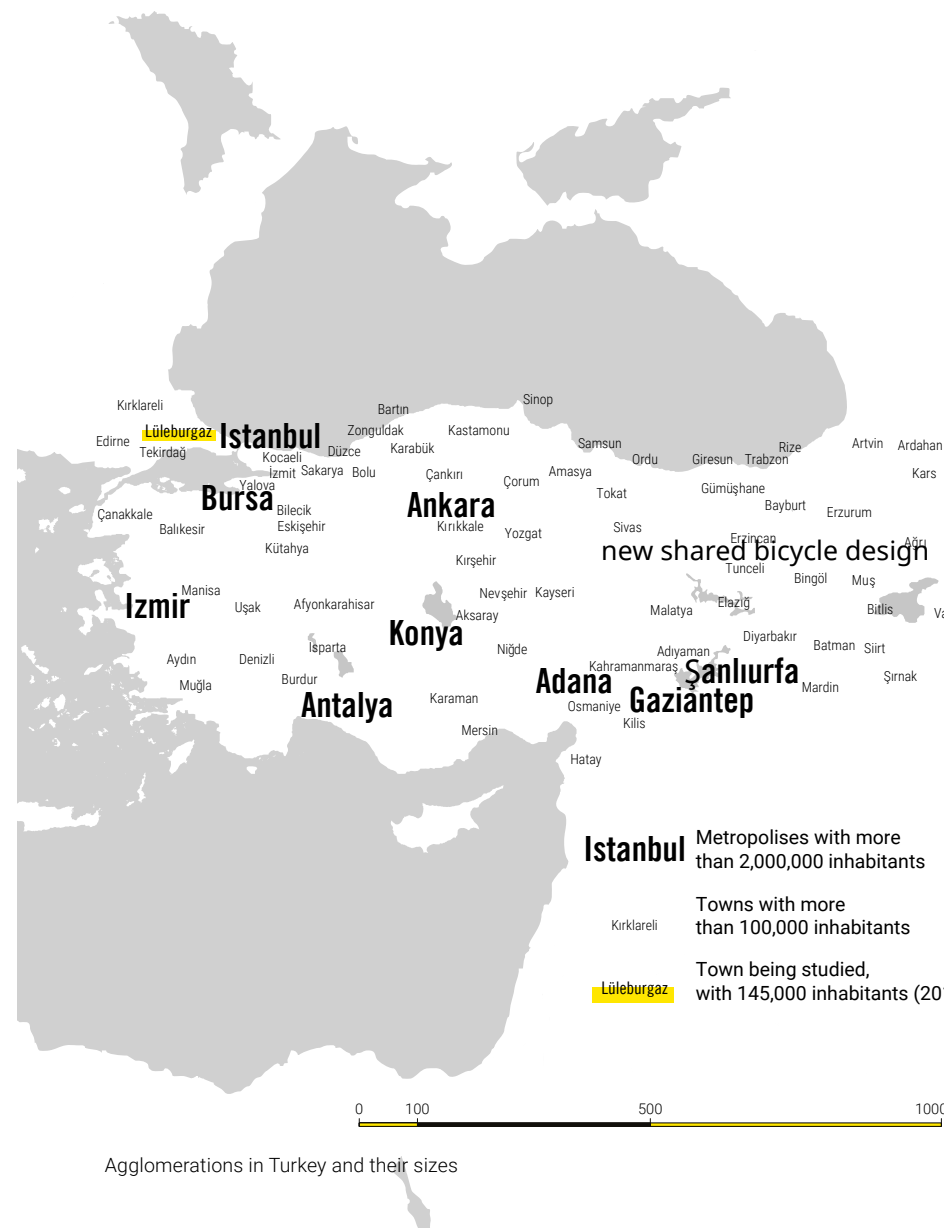
Software includes all elements related to the social, cultural and economic aspects of cycling, which is an important link in the multi-modal transport chain.



Cycling adoption theory cycle
Source: Integrated strategies to accelerate the adoption of cycling for transportation
(By Beth Savan, Emma Gohrmeier, Trudy Ledsham, 2017)

102 | Lüleburgaz bisiklete beşyol - Cycling for a better city | A guide book to design cycle infrastructure in Turkey

vision map



Agglomerations in Turkey and their sizes

map

Lettering

Various logos and lettering projects

This is a collection of logotype and lettering projects created since 2018 for various brands and people in Europe. These projects include not only commercial ones but also prototype work that I wanted to share with you.



**See more
go to
www.clemdesign.eu**

CONTACT

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Website: www.clemdesign.eu
Instagram: [clemdesign.eu](https://www.instagram.com/clemdesign.eu)

