PORTFOLIO

Clément Gay, freelance graphic designer

G raphi	c design	- Web d	lesign	Arch	itecture	Urban	ism

A multidisciplinary approach to graphic design.



Content

Graphic design Web design

Architecture

Urbanism

CV Clément Gay	4
About me	8
Mediation Center • • Branding for a company that solves conflicts	10
MaxiTeamee Branding for a 'Titres-Services' company	16
Hygienet • • • Advertising and social media campaign for a 'Titres-Services' company	20
Koi Botan • • Branding an online jewelry company	24
Pstryk Myk • Layout and illustrations for a quaterly for polish kids abroad	28

Meta4 • • Refreshing the website of a printing company	34
StickMe.be Branding for a company to sell stickers	38
Polish Embassy • Brochure for 100 years of diplomatic relationships between Poland and Belgium	46
Merab Surviladze Catalogue for artist painter	50
Lüleburgaz • • Handbook to design cycle infrastructure	56
Lettering • Various logos and lettering projects	62

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, paintaing, 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 Internships

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.

Pstrvk Mvk

Layout and Illistrations 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.

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

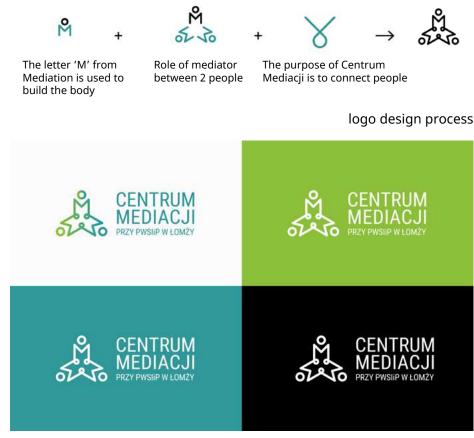
Client:	The Mediation Center at Łomża State University of Applied Sciences (Poland)
Services: Date of completion:	Branding 2019
I did:	logo design visual identity

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.

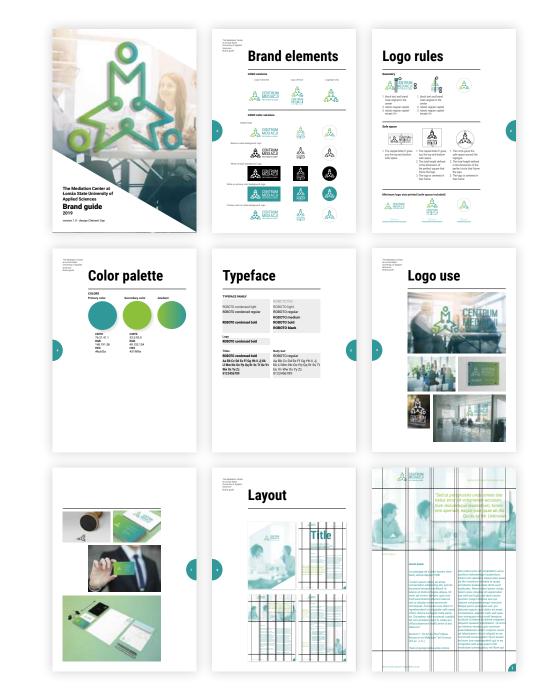
The Center has been looking for a system of visual identification which will be modern, adjusted to local standards and presents its idea. The system will be widely used (local media, university website, internet communication) by the Center after signing an appropriate contract with a designer, probably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



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



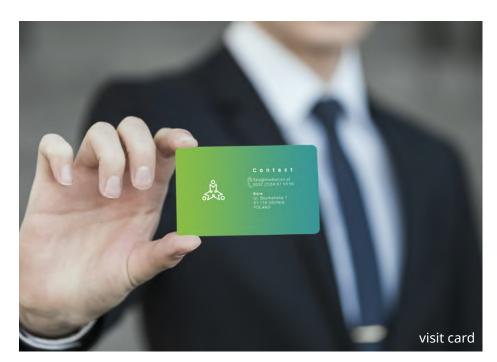




brand guidelines









Kuklo Marta J. University of Bialystok (Poland)

MK

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 throught 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











Email signature



Instagram



Facebook



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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 company 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.







avertising in the 'gazetka' magazine





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

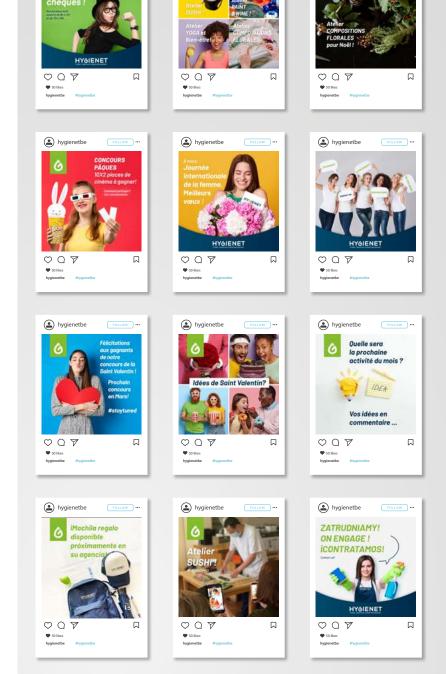
Client:	Hygienet
Services:	Graphic design
Date of completion:	2022
I did:	advertising campaign social media campaign

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.











A hygienetbe

O O V

OOV

(hygienetbe

OOV

C'est le dernier i

hygienetbe

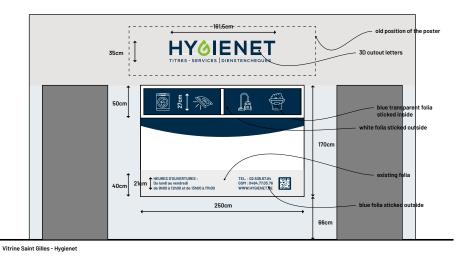
П







advertising in 'gazetka' magazine



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 tradi- tion inspired by love in the broad sense.

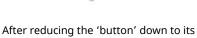
A artisan designer experienced in jewelry always intrigued by all kinds of objects and passionnante about matter, falls one day by chance on the story of a tradition that will puzzle him in a book about... the buttons.

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



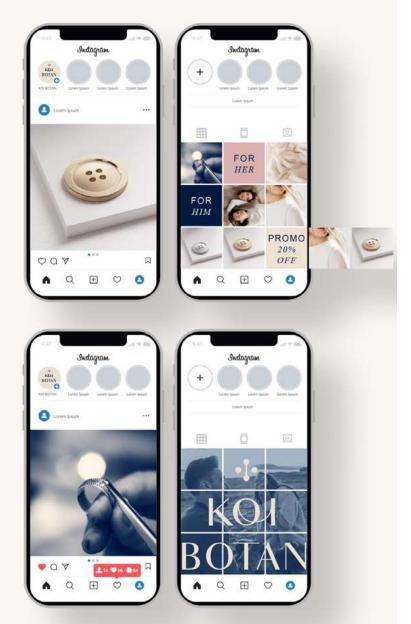
a token of love or friendship

The product is a button to give as

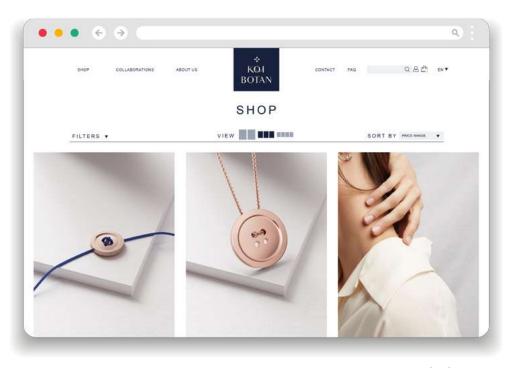


• [•

essential shape the connection between two people is represented by the vertical thread



social media campaign - instagram



web shop







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.





Illustration for a family card play

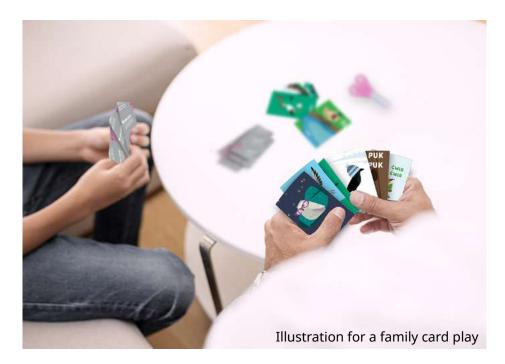




illustration for the poem: Zebowy potwor







GAZETY TAK DAK I LUDZIE MADA RODZIEN DEDNYM 2 DZIADKÓW NASZEGO NACAZYNU BYL, MALY PRZECLĄD", BYL TO TAKI DZIADEK, Z KIUKYM MOZNA POROZMAWIAI O WSZYSTKIM KTORY SE NE WYSMEWA KTÓRY OBROW I KTÓRY JAK COS POWE TO DOROGLI SIE SLUDIAJA

Mah Proofpd" nanomiał i koonił dórcó jak nikt inny, a to distega, re był to jedwy se finitani typędnie je-tany przez dista. Przydanie podawie za krównie za podowianie korzesti nie musieł jaz niego zachodzi terp dorektie. Roczesti nie musieł jaz niego zachodzi.

(a, syrulja i piszą dorosili dla dzieci, ale gazeta, indrej wiadomości z domu, szkoły, ulicy i świata mają za zadarne pokazać, jak różne dzieje się różnym dzie-ciem, jakie mają radości i smutik, co przestkadza, a ce

"Mały Przejiją" powstał z niejstywy janakza Korcza-ka, w letym przeczystał kon za poprzedniej stronio, z horno będnie rowałała wszychie szawa ucznów i stata A redzaposate będze tak, jety brend zał-o finoro pirować będze, tak, jety warycho drziela się spisacómie. Rodziałcow będze trech, jester stary (byg, w okala

Reparative better trench, steren stary (Argu, w solution exc), betty and ingle balangins. Courd - interfly motifie-ter dia debapolani, indra allerizzativa - motifactosi di all'escarptive i divo in moti ner vestetta i a stari motifiati accurre i glorino, cargo ma potzaba, ja kamy motifiati accurre i glorino, cargo ma potzaba, ja kamy el pravgasi dango i jalem na amattemate a langali. Ipst wels olaris derafetto, factori kolim and lengali. Ipst wels olaris derafetto, suma glassificational cidanamph prompilota, suma glassificational da and para i cidanamph prompilota, suma glassificational da anti-parative accurrente da anti-to da antipi prompilota, suma glassificational da anti-paratis. nniki nasa zachegi dzieci de pisania.

No i udate sig. Tygodnik istniał przez 13 lat. Prze no kūtita nacinie. W jednym no ekolo 100 listow. Po roka



Typochiowy dodatek bezpialay do Mr. 57 (Maszejo Przepiądu".

REAL FO FOR HORD SECTION

E,

Dzieci piczky o tym, ce potezywały na so dzień w downi - u staku, o tym, ce potezywały na so dzień w stawa - pistowa dzieka i kolywani i dzieniami i Nytem, c. je zbywała podgowad cw sinieti – w wło-dnie podwnie z warzu z iereniskaj działa ulat poroki - ulado thomaczyk, skorega su myli. P enewa 2000 przejeji – Nie kongranic ulataria ulat pistowaj dzieji przejeji – Nie kongranic ulataria do "kazago Przejeji". Nie kongranic ulataria pistowaj dzieji przejeji pistowalanie z potemia-nych wojadyci, a moty, Przikawa z potemia z potemia do przejeji pistowa potemia z potemia z potemia pistowaj dziej przej pistowa z potemia z potemia pistowaj dziej przeje niechkaj i wzestawa ulataria wartowa z barowaj przeje niechkaj i wzestawa ulataria wartowa z barowaj przeje niechkaj i wzestawa ulataria z potemia z barowaj przejeji przejeji pistowa z barowaj pistowa pistowaj dziej przejeji pistowa z barowaj pistowa z barowa z barowa pistowaj dziej pistowa z barowa z barowa z barowaj pistowa z barowaj pistowa z barowa z yamu, to anaczy niechęcią i wrogością wobec SHOW CONTRACTOR SCOPLETOR OD MR. OF STD. AMIZING P

Psały doesi żydowskie i polskie, szczepilnie ż War-szowy, ale też z całej Polski, z Palestyny, Ameryki, Franzi, Najmłodi czytelniej dyktować swoje fisny O którzy mieli trudności z psaniem po polsku, mogli pisać we wkonym języku, a chi lety były thumiczone Kiedy byte to motive, gazeta pomogala reewiary-wat kenflikty. Tak jak Romanowi z wujkiem...

tekst i ilustracje: Eliza Śrsierzchalska



e jak share de Helang to mi unije obusti lai mi mus Ja nicy with Jem a nur ni Roman From maradonie needys , Maly Sough at is dogodo and style over hardes daiply

& stypic as much istally Ruglat " - ye. i dyn a wy styr some Roman

Waja, zbieroj pleniçáze.



3 4

23

HALO, TU ZIEMIA PTAKI DZIWAKI? W KANDER, JOHNNE PARKETER, LOTTY OLIDOR I PARK HULLON THERE DADLE PREVANDR. - PROVINDRE EDEXISTECA - DATAMANA DE, KTOR, EL PARENTI EST MADEMARTISES, CENTO MEASER PROMISION E REMEMANDES E DATEMAS EST EXAMINA PERMANAN CENTRONY SERVE OF TARRES A POPERTIMAN. JEST NEOLAX KOOKA PALEZIERY KOPONY ZOLOKAY ZWE KEAK KAZY TEN SAN POKKEP KANDZOLOKE TE KSAME LETTERY IN MUTTHE RECORDING FOR ADDRIVE THE UNIVERSITY - UNIVER A STREET DESIGN NE WATER SET & PEAKAPE SLONKA korp w postukiwaniu tarw. I na cioł to Jakwz drzew". Dla niego po prostu wspaniała strakiwani driwoh? Nie, ptak dockmain dectesowany de froda-wiska, w którym żym. Poznajce storie, chrim-MIASTOWI <text><text><text><section-header> kającą mie nasayga hashega sawim albo gawneny? Jost aima, mote To pedar historia o crosthach ORZECHOWY SMAKOSZ ria o creehach Rika ophy debrat six do a

DISCIOL

KTO CHRAPIE NAD POLANA?

40

2 Michalem – zavodowymi ornitologiem, czyli rzłowielkiem, który bardco dobrze zna się na priman i ich zwycząskie sperkalstwy się wienny w Pasazy Biatowieskiej. Cel = au-baczyć sawy. Okazałe się jednak, ze to nie one będą



and the state of Barni .

layout

22

Justyna E. Kuklo 🖟

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

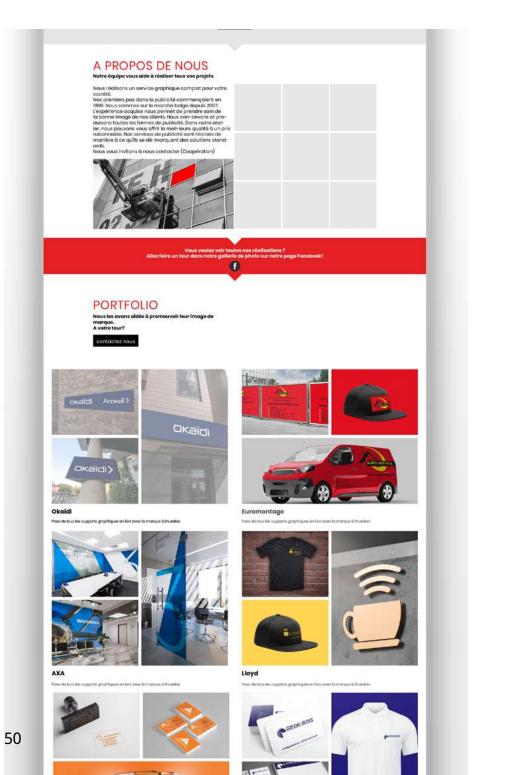
Client:	Hubert Rahden
Services:	Web design
Date of completion:	2019
I did:	web page

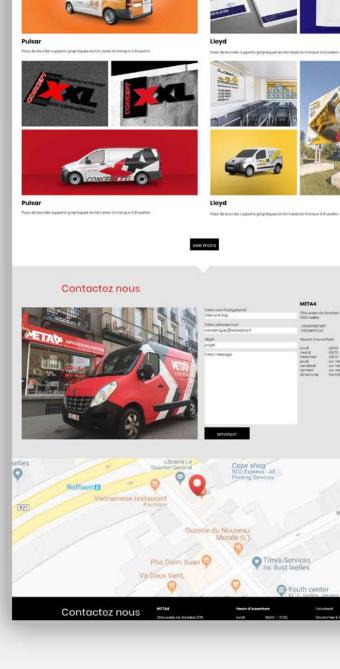
Meta4 had a complex web pages which needed to be simplified. The purpose was to refresh the look of the brand which is now well established in Brussels.

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







GEDE-BOIS



Cheuraile de Dor 1050 tealest knill nvarti mostradi jeudi verdedi somedi 9000 - 1750 9000 - 1750 9000 - 1750 9000 - 1750 90 rendez vous 90 rendez vous 90 rendez vous 90 rendez vous



51

StickMe.be

Branding for a company to sell stickers

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

٦g sign dentity 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.



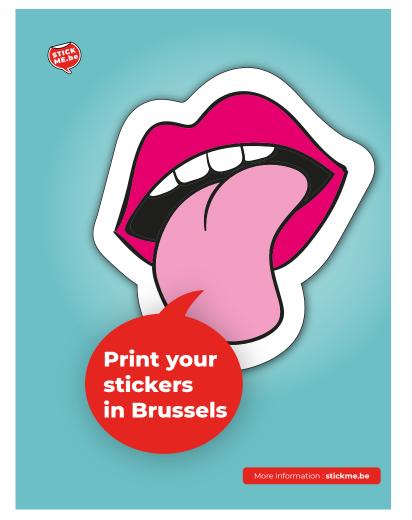
A balance between fun, playful and reliable had to be found for the visual identity of stickme.



<complex-block><complex-block>



logo design

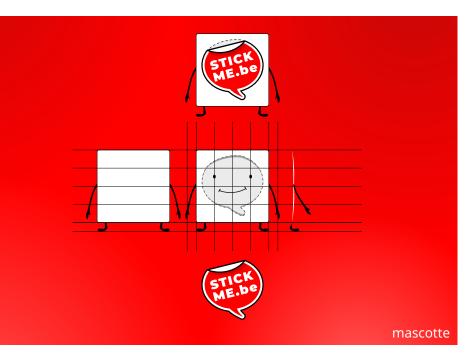




poster campaign



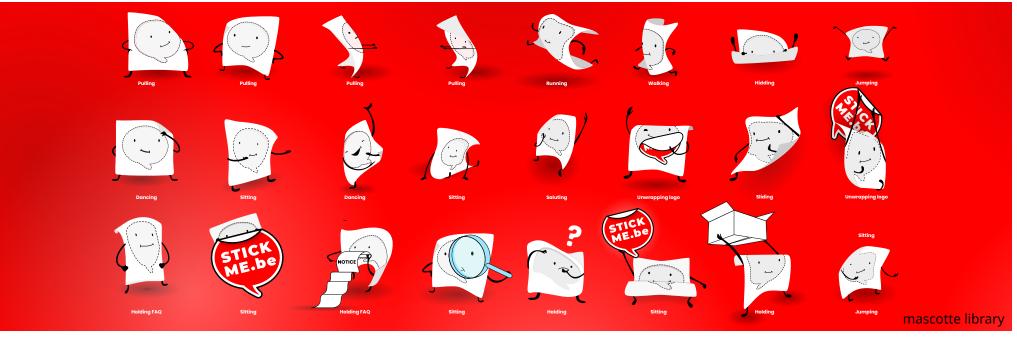
<complex-block>





design process: paper model, Illustrator drawing, final design

A enthusiastic mascotte to guide you.



Polish Embassy

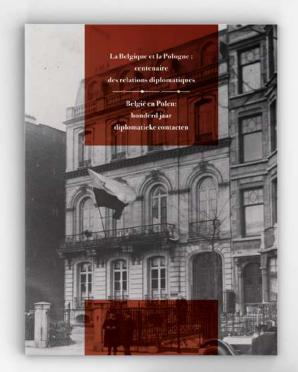
Brochure for 100 years of diplomatic relationships between Poland and Belgium

Client:	Embassy of Polanc
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.

	Belgique et la Pologne: ceut aux de contacts diplomatiques
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Belgni en Polen, bonderd jaar fiplomatieke contacten La	
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	Voorwoord
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	Meer dan 100 jaar geleden, op 6 maart 15 aa erkende de Belgische regering de Poolse staat erkende de werden er diplomatieke betrekkin- inger en werden er diplomatiek werd de
Il y a plus de 100 ans, le 6 mars 1919, le Gouver- une belge reconnut de jure l'État polonais et inne belge reconnut de jure l'État polonais en mere	
Il y a plus de 100 ans, le 6 mars 1919, le Gausci- nement belge reconnut de jure l'Eau polonais et alations diplomatiques furent établies entre alations diplomatiques furent établies entre	de jure en Władysław z sing zijn ambi
If y a plus de 100 ans, le o lue or Ffair polonais et nement belge recomut de jure l'Était polonais et des relations diplomatiques farent établies entre leur nas. Władysław Sobański fur le premier Leur nas. Władysław Sobański pre 29 april	gen aange tengchtigde minister endoende Poolse
des relations diplomander Sobański fut le preu	cersic gerous 1919, De die tot 1941
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charge de mission 1941 furent ensuite rep	dit gezantschap bekieven Tadeusz Jackowski
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Mościcki (jusqu'en août 1941). ser (jusqu'en août 1941).	Stetar one me Na de Tweede Wereldoorlog erkende de Be- gische regering de Voorlopige Regering van Na- gische regering de Voorlopige Regering van Va- gische regering de V
ser (jusqu'en aour 19	me- gische regering de (07,1945) en stelde vou
Moscusie en août 1941). ser (jusqu'en août 1941). Aprês la Seconde Guerre mondiale, le gouve ment belge recommt le Gouvernement Provi ut soit Nationale (en juillet 1945) et pre ut soit Nationale (en juillet 1945).	rne- soire gische regering de tionale Eenheid (07.1945) en steine vo tionale Eenheid (07.1945) en steine vo diplomaticke betrekkingen te hervatten.
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Après la Seconde Guerre margine provi ment belge recommt le Gouvernement Provi d'Unité Nationale (en juillet 1945) et pro- trésolité des relations diplomatiques,	tionale Echne diplomaticke betrekkingen it so Dit gebeurde op 2 oktober 1945, alweer via de Dit gebeurde op 2 oktober 1945, alweer via de manschappen. Tegelijk liet de Betgische re- manschappen. nache evenknie in Londense
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België en Polen: honderd jaar diplomatieke

contacten

Prof. Dr. Ideshald Goddeerin (KU Leuven)

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warm diplantings.
Series distribution of the fragment of the content of the scheme series in the content of the fragment of the frag • 10(3) •

brochure layout

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.

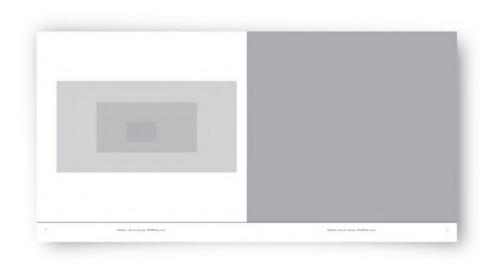
Merab exhibits in the Venise Biennale and wanted to have a physical element to show, offer or sale to potential clients.I had quite free hands for the graphic designs aspects. I started to design the general layout of the catalogue based on the idea of scale showing one painting per spread a reduction 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.



design principle of the layout













Lüleburgaz

Handbook to design cycle infrastructure

Client:	Creative Industries Fund
Services:	Project leader - layout for Artgineering 2020
Date of completion: 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?



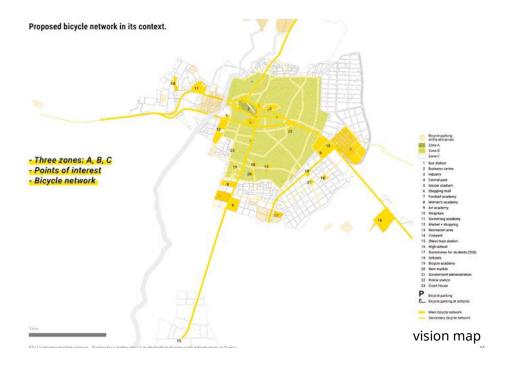


new shared bicycle design





Integrate pai king to loca 188### E 2 34 content drawings



Software

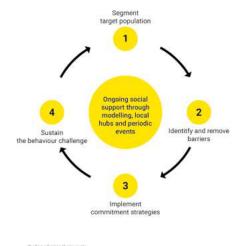
Introduction

A United Nations goal is for a large majority of urban populations to make their dally journeys sustainable by the year 2030 – by bicycle, bus, trarn, metro, electric or hybrid car or on foot. Digital apps for car and tike sharing, ridesharing and taxis, services, timetables and route information for public transport networks, will play a particular role in sustainable urban mobility.

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.

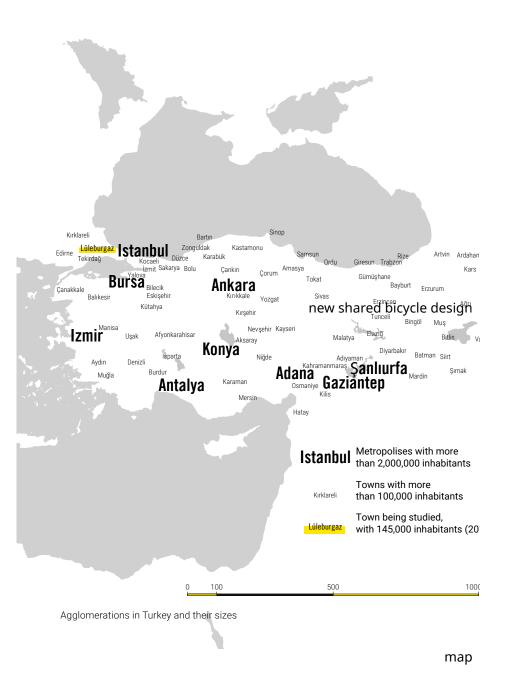


102 LUleburgsz bisklete binyor - Cycling for a better oxy (A guide book to design cycle infastructure in Turkey



sing adoption theory cycle area "Integrated strategies to accelerate the adoption of sycling for transportation?" Beth Savan, Emma Cohimeyer, Trudy Ledsham, 2017)

diagrams



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 <u>www.clemdesign.eu</u>

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