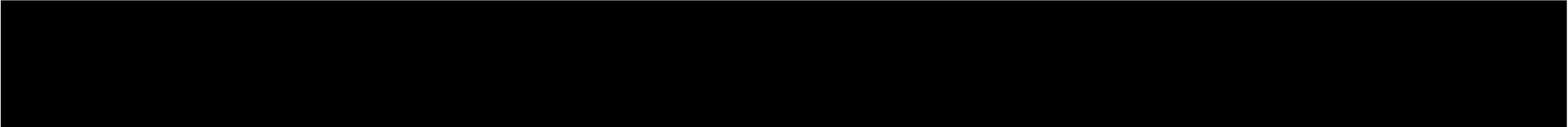


clan—paraná<sup>®</sup>



WE CONNECT THROUGH VISUALS

## WHAT WE DO

clan—paraná<sup>®</sup> is the  
all-inclusive branding  
agency helping  
enterprises stand out in  
their crowd.



## SERVICES

Branding  
Identity design  
Art direction  
Animation  
Motion Graphics  
Graphic design  
Illustration  
Character Design  
Infographics  
Books & Magazine design  
Packaging  
Exhibition Design  
UX Research  
User Experience Design  
User Interface Design  
Front End & Back End development  
Interactive Experiences  
Social Media  
Naming  
Content editing  
Copywriting





PARANÁ 850 ■ BUENOS AIRES ▲ C1017AAR ● ARGENTINA



WHO WE ARE

**Ariel Ireneo Chavez** and **Mario Molina** are in charge of guiding each project to safe shores. Along the way, our network of collaborators form the best crew for the journey.





First  
meeting



Analysis  
and interpretation



QUESTIONNAIRES—  
RESEARCH—  
DATA COLLECTION—



Project  
proposal



TEAM FORMATION—  
BUDGET—  
SCHEDULE—



Work  
process



THREE ITERATIONS—  
CLIENT FEEDBACK—



Final  
Deliverable



FINAL APPROVAL—  
PROJECT FILES—  
A HAPPY CLIENT—

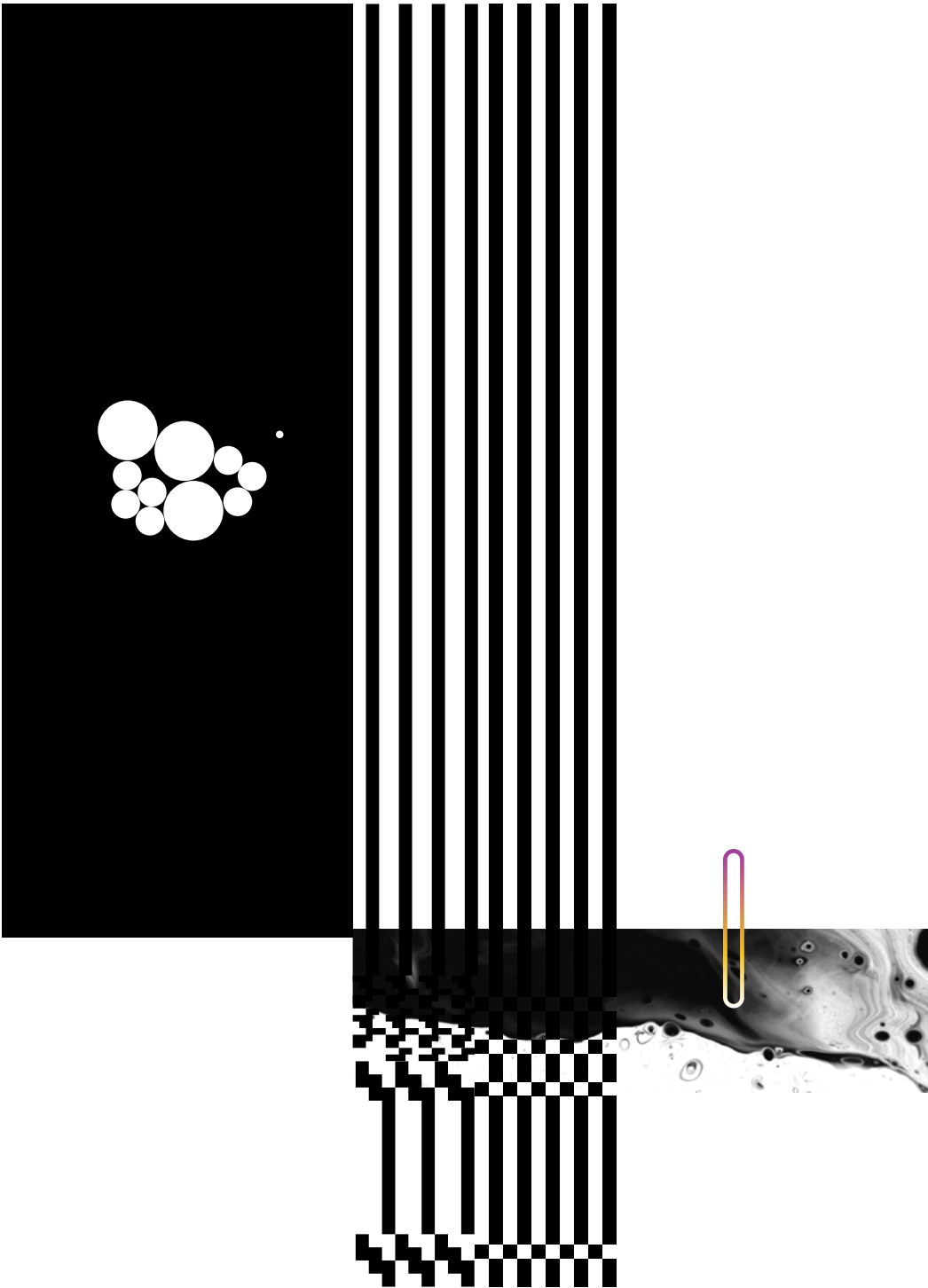


We view each project as unique set of requirements.  
Our team is versatile, we adapt to the needs of our clients.  
Our process is our strength.  
→ Here is a step-by-step overview of our practice.



clan—paraná®

2015 ■▲● 2025



PROJECTS ▾







BRANDING MOTION GRAPHICS UX/UI WEB DEVELOPMENT

■ 2023

## Bolder, medical platform

Bolder is a digital medical platform that centralizes patients' clinical history while providing remote access and easy follow-up to their healthcare providers.

### THE BRIEF

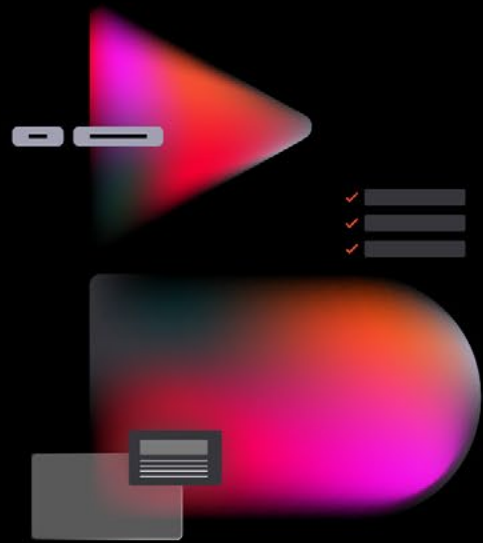
Combat the frequent association of technology in medicine as something 'cold' and depersonalized. The branding project focused on developing a warm and professional identity,

→





Simpleza  
Eficacia  
Eficiencia  
Evidencia





Powered by  mamotest

Bolder nace a partir de nuestra experiencia dentro del sistema de salud y las necesidades de nuestros aliados estratégicos. Es una herramienta flexible e innovadora que conecta a todos los actores claves en un solo lugar.



Data

Diagnóstico

Navegación

Dashboard

65%

Reducción de tiempos desde screening a diagnóstico

Ver más insights

Factores de diagnóstico

Factor	Valor	Unidad
Edad	65.2	años
Sexo	55.1	masculino
Etnia	45.3	latina
Educación	35.4	universitaria
Estado civil	25.5	casado
Religión	15.6	católica
Ocupación	5.7	profesional
Estado de salud	4.8	buena
Historial de enfermedades	3.9	sin enfermedades
Uso de medicamentos	2.0	sin medicamentos

Eficacia

Navegación de pacientes para garantizar su acceso a diagnóstico y tratamiento personalizado.

Eficiencia

Gran reducción de tiempos desde screening a tratamiento.

Evidencia

Generación, centralización y reporting de data.



Combinamos  
tecnología y valor humano.

para garantizar una reducción de tiempos desde  
screening a tratamiento, brindando la mejor experiencia para pacientes:



Diagnóstico

Integración con dispositivos  
y equipos médicos



Certificación

Personal técnico entrenado  
en calidez y empatía para  
contener a las pacientes



Seguimiento

Acompañamos  
a la paciente durante todo  
el Patient Journey





BRANDING EDITORIAL DESIGN MOTION GRAPHICS UX/UI WEB DEVELOPMENT

■ 2020



Visual identity design for Fundación Espigas.  
Recognized with Argentina's national distinction for good design

## Fundación Espigas

Fundación Espigas is an institution dedicated to compile and preserve documentation on Argentinian and Latin American art.

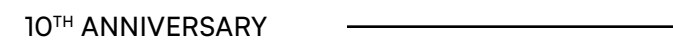
### THE BRIEF

The foundation was ready to make a big push towards digitizing their archives. This involved a revamped digital hub where everyone could access their extensive collection.

→











UX/UI VISUAL DEVELOPMENT

■ 2023

## Mercado Shops

Mercado Shops is Mercado Libre's platform for creating online stores. We collaborated with Estudio Dandy to revitalize its image through sellers and their passion for entrepreneurship.

### THE BRIEF

The new visual proposal was meant to move away from Mercado Libre, maintaining key elements but inspiring a new, very clear target: entrepreneurs.

→











# La Casa de los Cristales

For 10 years, we have accompanied the growth of La Casa de los Cristales, one of the leading distributors of Double Glazed Windows in Argentina.

## THE BRIEF

We've built a close relationship with the client, forming a solid team with the integral goal of growing the company, with design as a fundamental axis.











BRANDING   PACKAGING DESIGN   VISUAL DEVELOPMENT

■ 2022

## Pico Dulce

Pico Dulce is a classic Argentine candy, typically enjoyed among kids and young people.

### THE BRIEF

We joined THET STUDIO in refreshing the brand's image in order to reposition it among today's youth.











BRANDING EDITORIAL DESIGN UX/UI WEB DEVELOPMENT

■ 2015 → 2025

# Henrique Faria

Henrique Faria is a conceptual Latin American art gallery. The galleries are located in two of the most influential cultural cities: Buenos Aires and New York.

## WHY IT'S IMPORTANT

The main goal was to create a single identity system with particular elements for each gallery location.

→









# fywd:

BRANDING EDITORIAL DESIGN UI-UX INTERACTIVE EXPERIENCES EXHIBITION DESIGN

■ 2015 → 2019

## Forward:

Forward: is a curatorial project focused on the convergence of artistic creativity and new media.

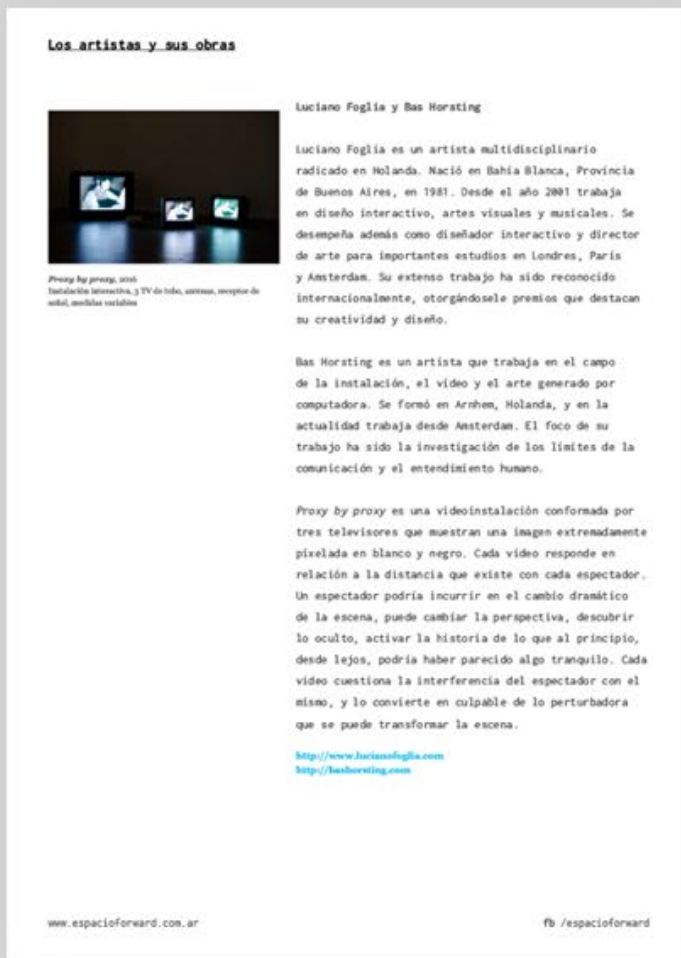
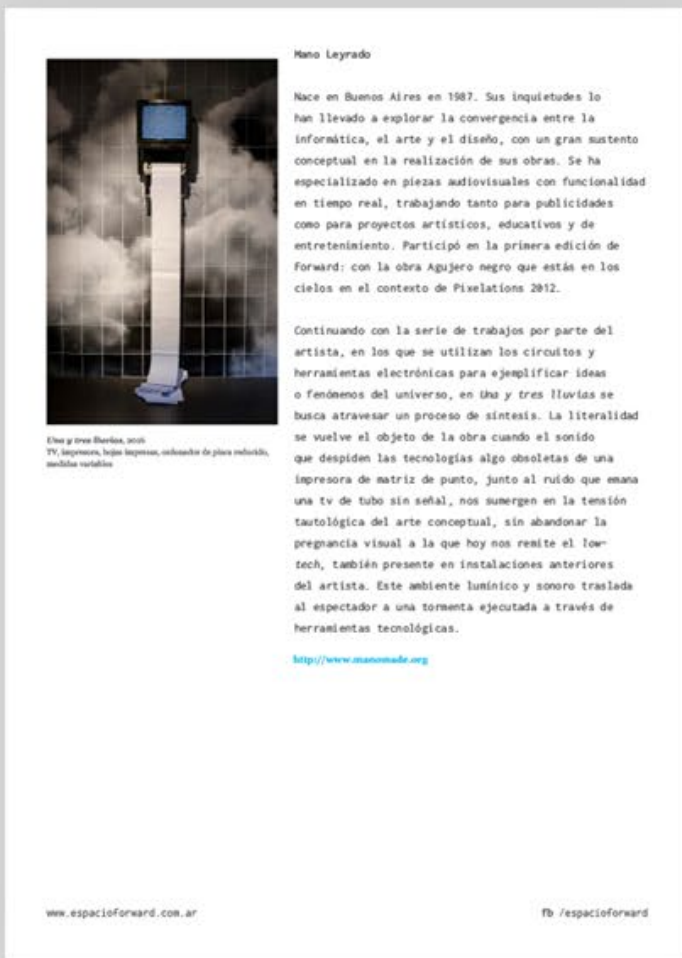
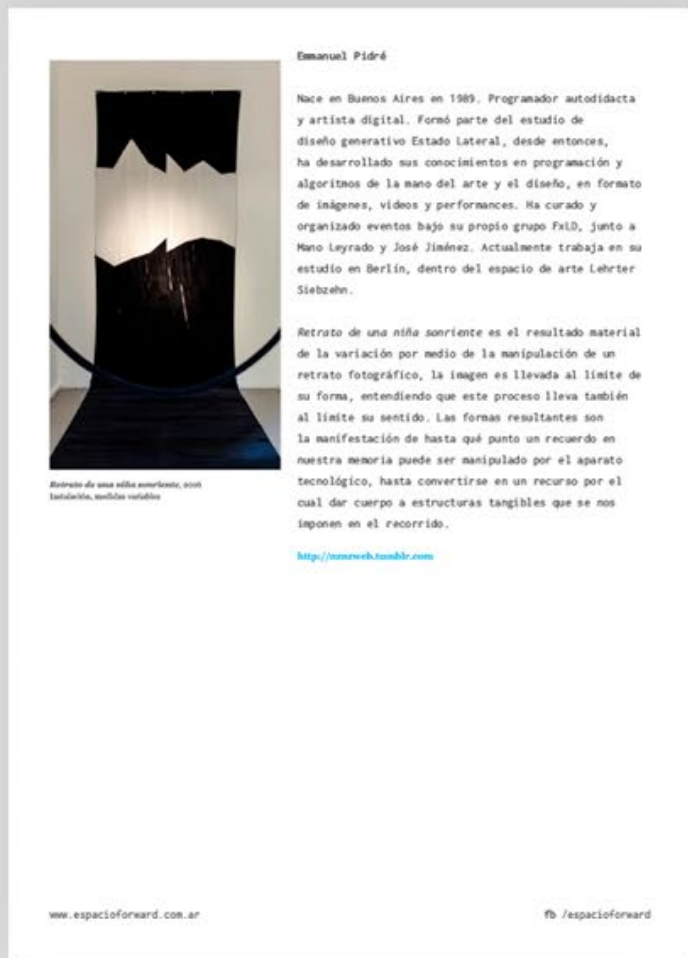
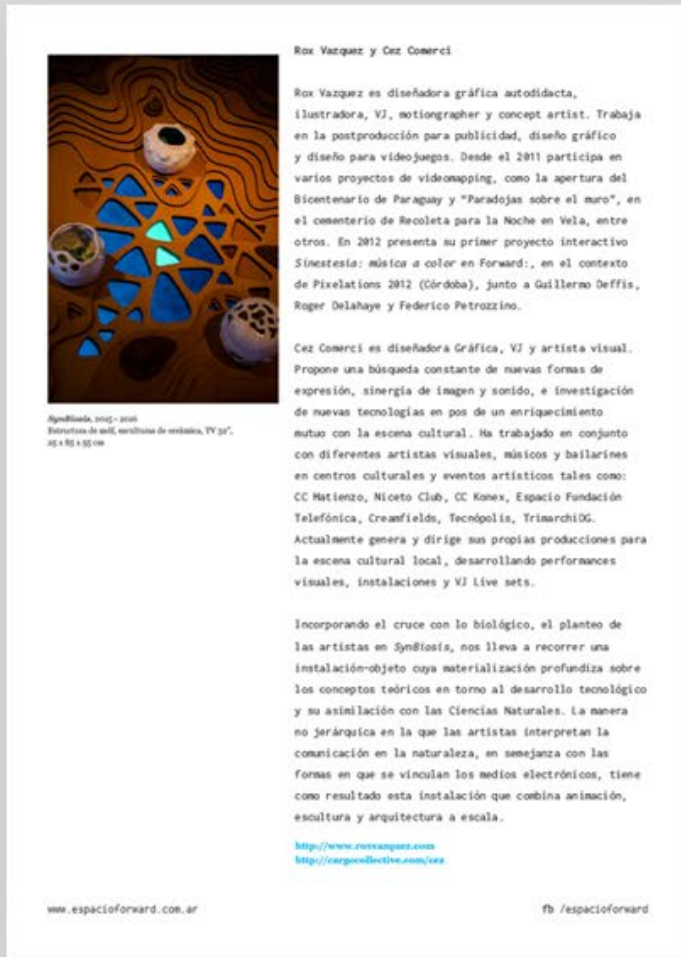
### THE BRIEF

We created a brand that melds highbrow art with technology. In addition to the visual identity, various pieces were needed for the promotion of exhibitions. Along with a dedicated website to showcase associated artists and future events.

→











BRANDING   MOTION GRAPHICS   UX/UI   WEB DEVELOPMENT

■ 2024 → 2025

## Organizing For Power

Organizing for Power is a global skills-based training program on the core fundamentals of organizing.

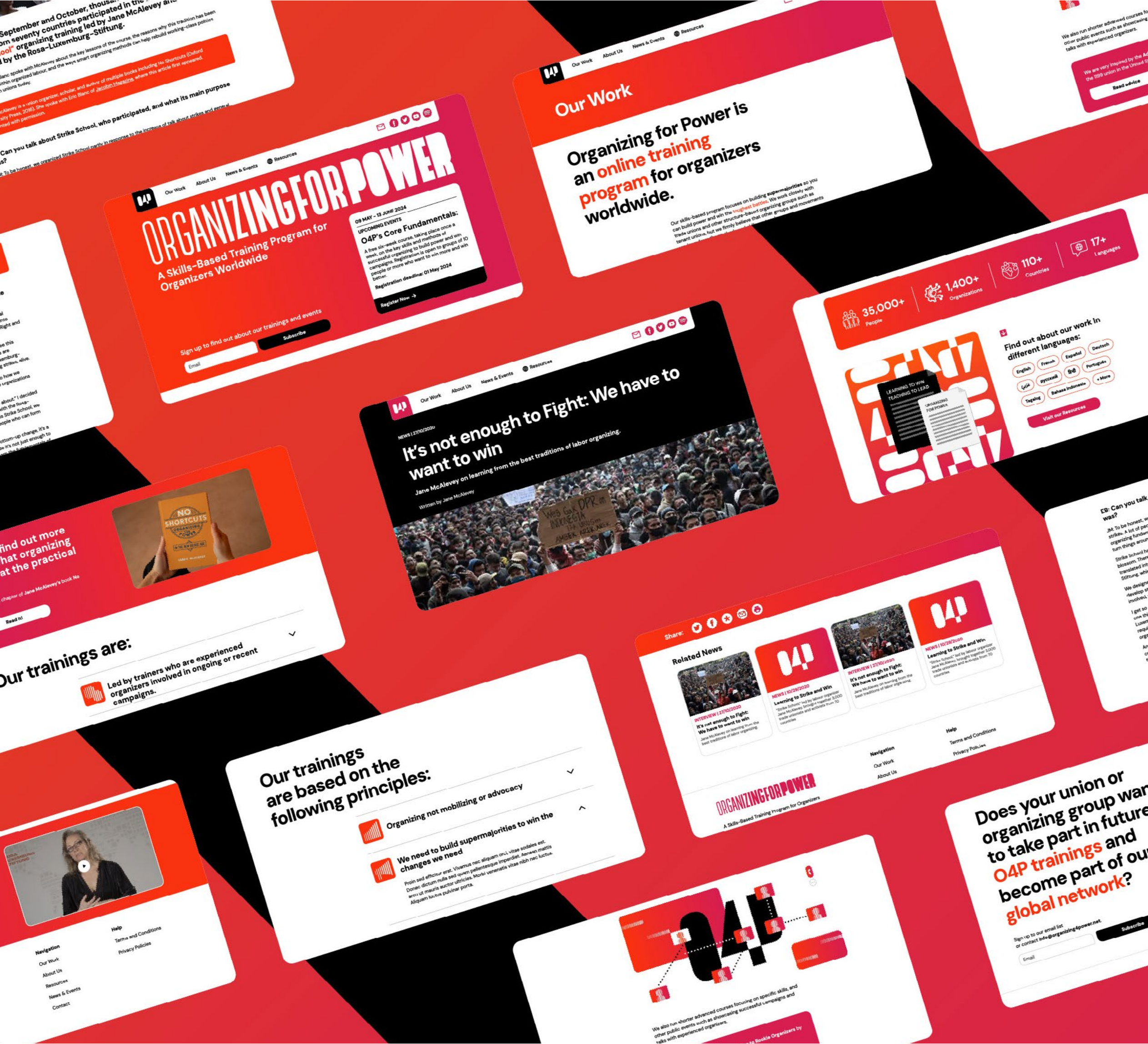
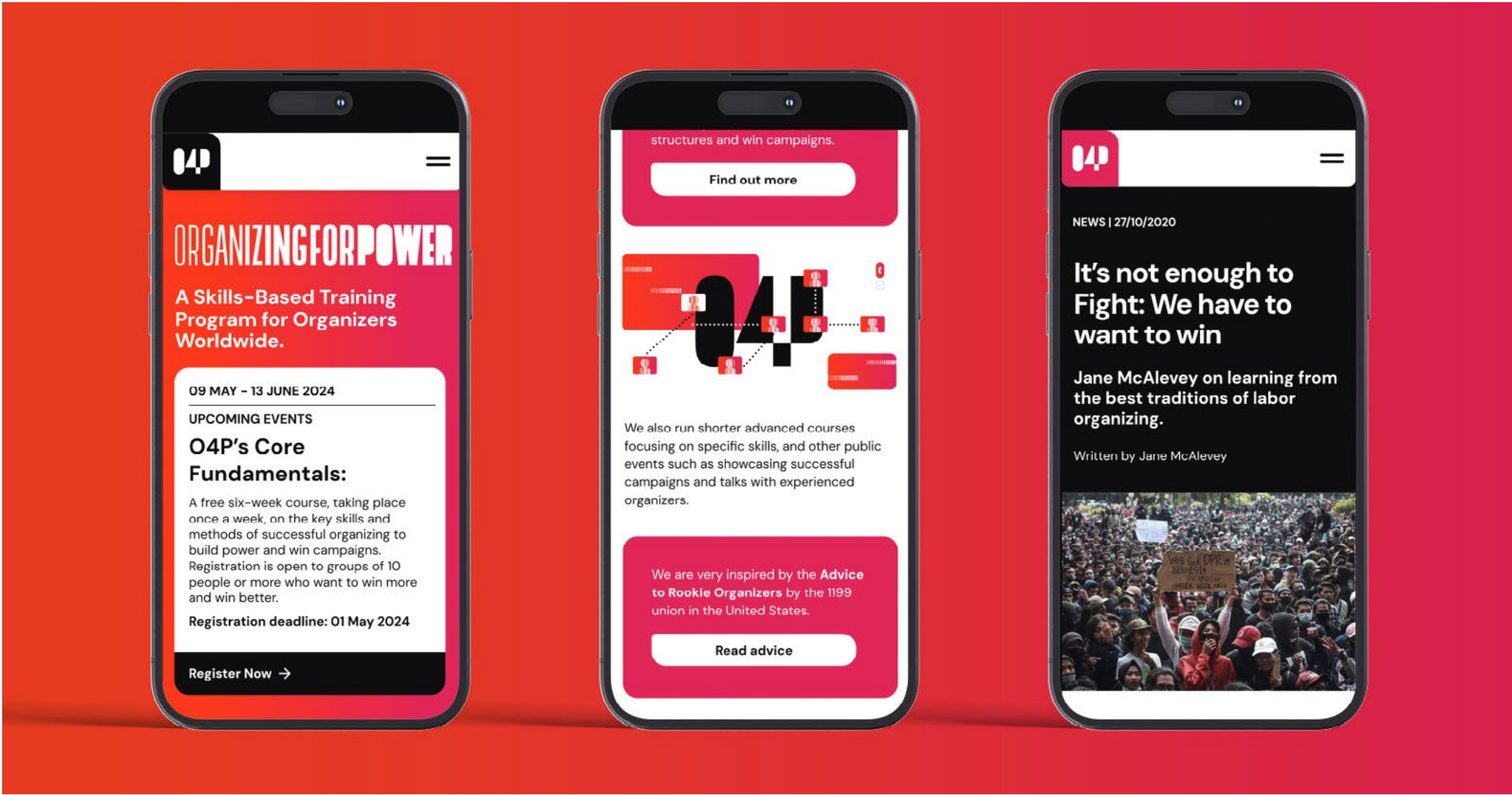
### THE BRIEF

Our main goal for the project was to visualize O4P's training process through branding. The idea of "building power" was applied to the logo, where the letters go from light to bold.

→











**BRANDING** **GRAPHIC DESIGN** **EDITORIAL DESIGN** **SOCIAL MEDIA**

■ 2025

## Rizoma

Leading a healthy life is at the core of Rizoma: a Pilates, dance, massage, and yoga studio with two locations in Buenos Aires.

### THE BRIEF

Our agency presented a rebranding that crystallized design choices already present at Rizoma's locations. The different classrooms are named after flowers and trees. This nature iconography now features heavily in the new identity.

→









BRANDING CHARACTER DESIGN GRAPHIC DESIGN SOCIAL MEDIA

■ 2024

# Platanoes

Platanoes is a street food restaurant that serves Venezuelan dishes with a gourmet twist.

## THE BRIEF

The restaurant's signature dish is the patacon which consists of fried plantain that is then topped according to the customer's order. This ingredient became the basis of the whole identity. Additional cues were taken from Caribbean music to project a fun and playful visual identity.

→











**Vinómanos®**

BRANDING    UX/UI    WEB DEVELOPMENT

■ 2025

# Vinómanos

One of the 10 most influential wine and gastronomy media outlets in the Spanish language. Vinómanos brings together a group of journalists with very different points of view and narratives, but all with the firm commitment to inform, entertain and educate more conscious consumers about the art of good living.

**THE BRIEF**

The rebranding centers around the excitement of discovering the more unctuous things in life: A new favorite wine, restaurant or vacation spot. The visual identity incorporates bold colors and custom icons that help organize the different topics the outlet covers.

→











# AUSA

2016 — 2023

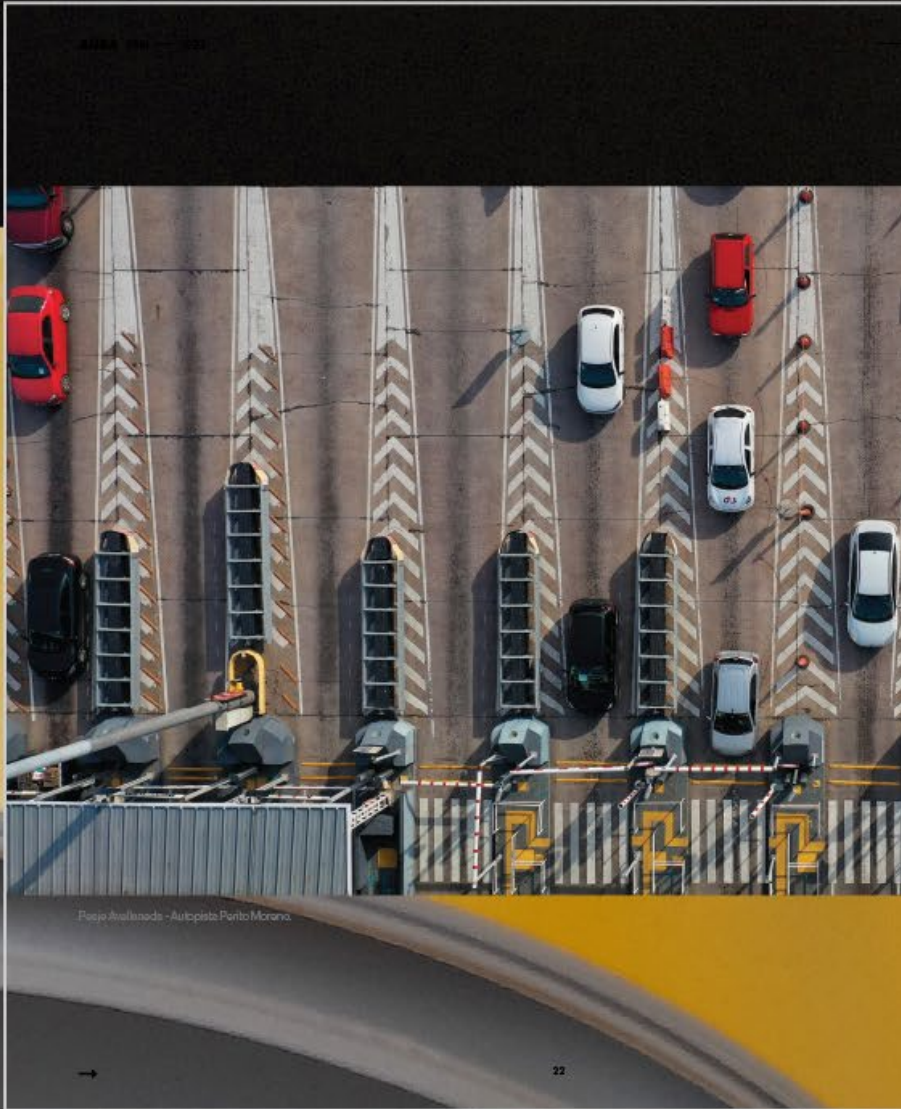
Arias  
(FFCC Mitre,  
rama Mitre)

A la lista de PEN se sumaron en ese periodo otras obras de mejoramiento urbano, como la recuperación del Puente Pueyrredón, la revitalización de la Av. Patricios, la remodelación de la Av. Paseo Colón, la realización del Puente Peatonal Domingo o la ampliación del Puente Pacifico.

En aquellos años, también, junto con la ampliación de los objetivos de la compañía, comenzó un proceso de modernización, de rediseño institucional que sirvió, entre otras cosas, al inicio del proceso interno de planificación, entre 2010 y 2011 se elaboró el primer Plan Estratégico de AUSA, 2011/2016. Los procesos de control de gestión comenzaron a cobrar relevancia así como las políticas de recursos humanos (beneficios para el personal, cambio cultural, acuerdos sindicales, etc.).

Se trata de una etapa de inflexión. Inflexión entre la AUSA original, la de la concesión de autopistas, y la AUSA moderna, la de la diversificación de funciones, la de la digitalización, la de las transformaciones urbanas.

Besares,  
Congreso, Iberá,  
Manuela Pedraza,  
Crisólogo Larralde  
(FFCC Mitre, rama Tigre)



BOOKS & MAGAZINE DESIGN INFOGRAPHICS ART DIRECTION

■ 2023

## AUSA

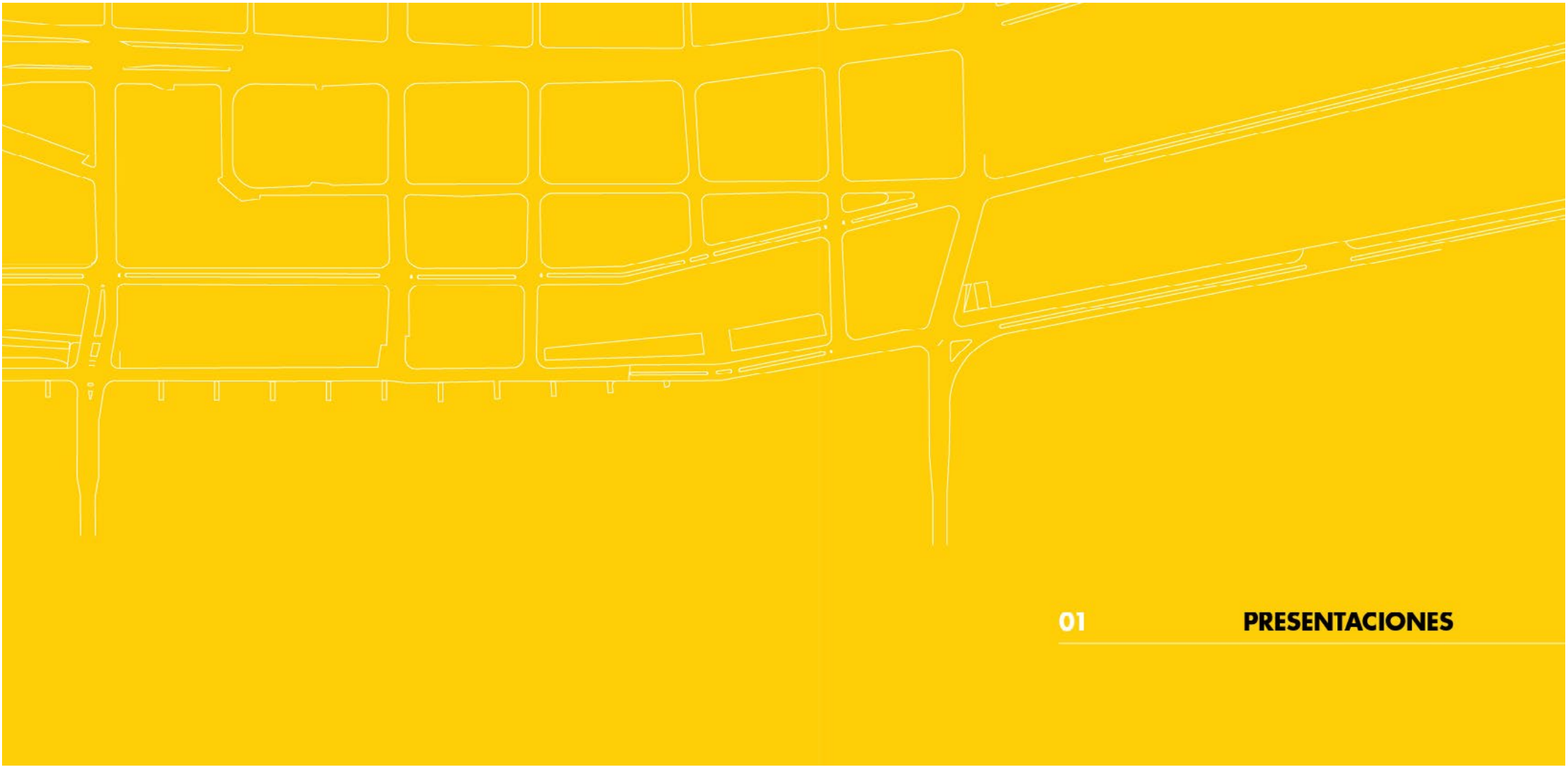
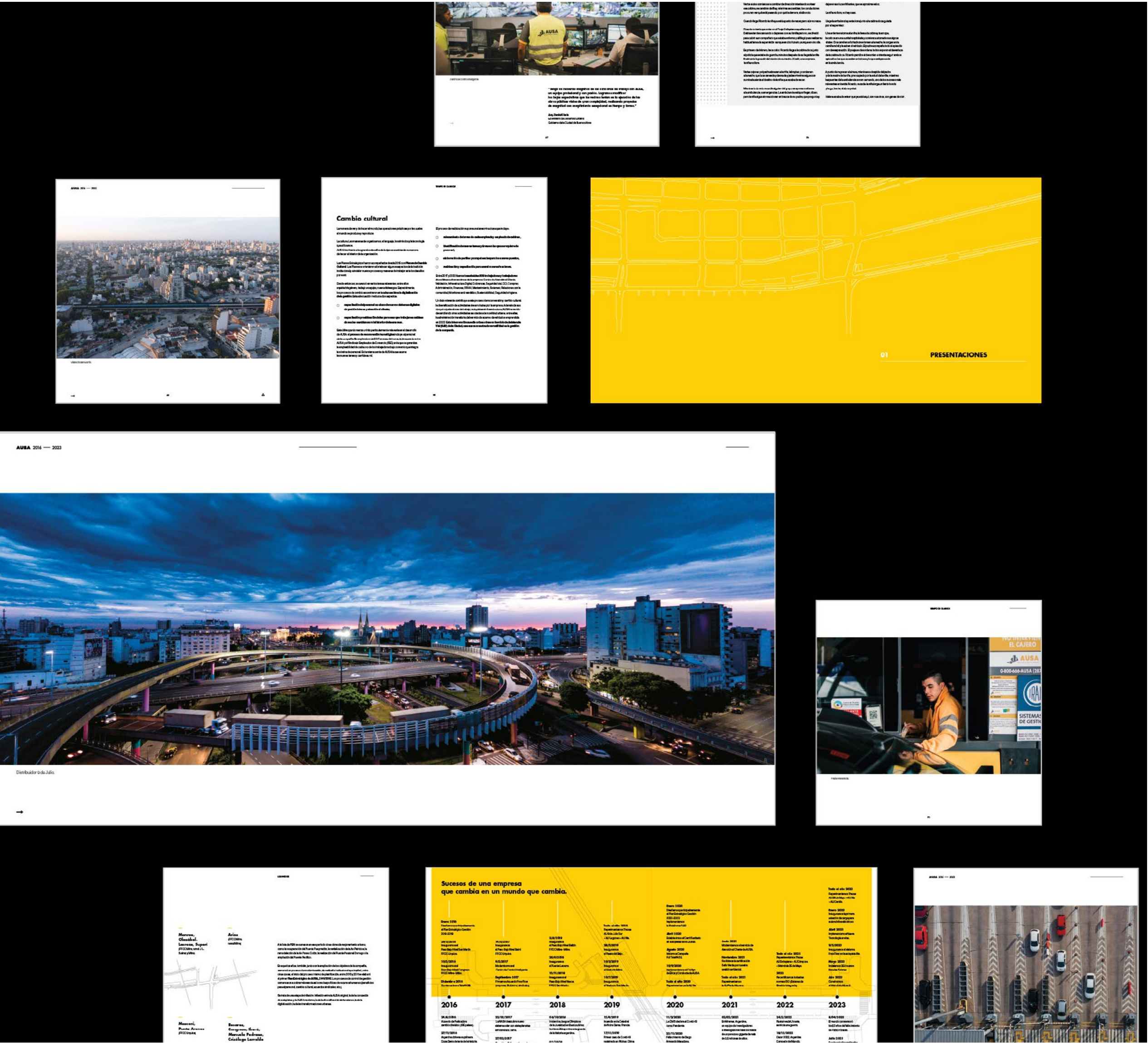
AUSA is a corporation dedicated to building and mantaining highways and public works. Their main shareholder is the Government of the City of Buenos Aires.

### THE BRIEF

AUSA wished to compile seven years of public works into a commemorative book. Clan-paraná was in charge of the editorial design and overseeing the printing process.











BRANDING EDITORIAL DESIGN UI-UX INTERACTIVE EXPERIENCES EXHIBITION DESIGN

■ 2015

## Build the Future

*Construí Futuro* (Build the Future) is a fair for universities organized by the Secretariat for University Policies.

### THE BRIEF

We were tasked with creating the look and feel for the fair that interfaced knowledge with technology. This included large printed visuals and touch screen games.

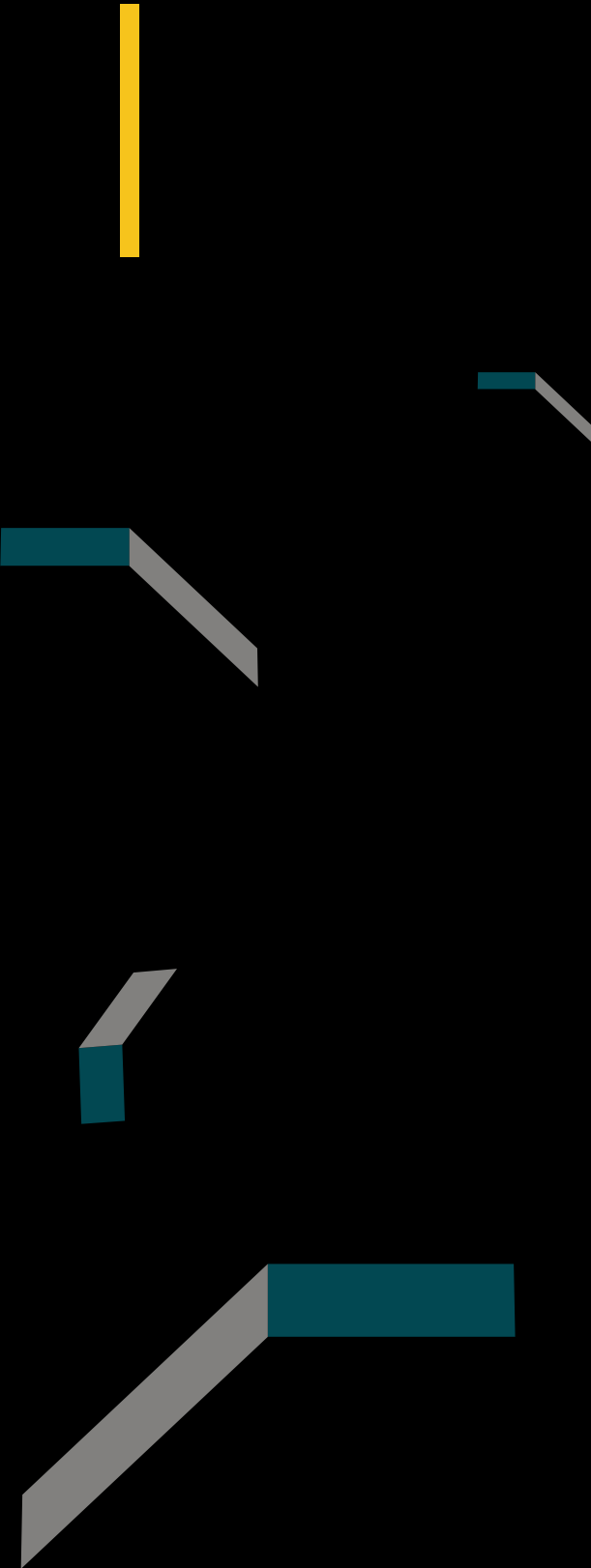
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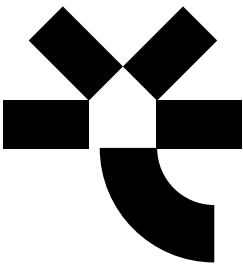
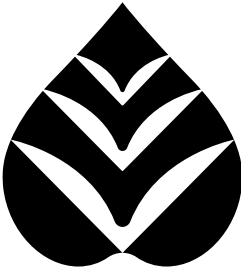
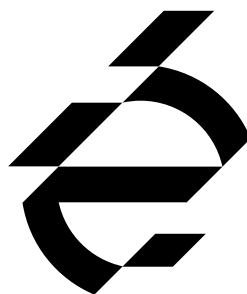
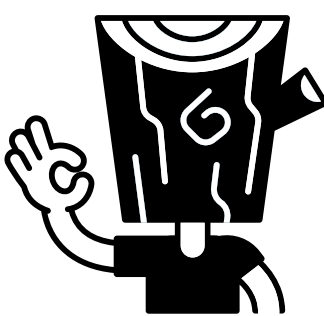




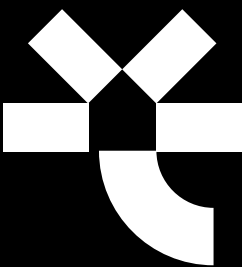
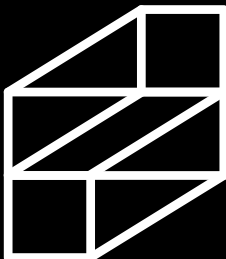














# Contact

If you'd like to know more about the services we provide or to discuss a project, you can write to us at:

