

PORTFOLIO





ANDRES AGUIRRE

ART DIRECTOR / GRAPHIC DESIGNER / PHOTOGRAPHER

Hi There! I'm Andy. I am a freelance art director, graphic designer, and photographer who works under the name "Paper Pigeon Studio". I have 10+ Years of experience in both agency and freelance environments working on commercial Photography, building brand identities, and designing marketing collateral for digital and print campaigns. I love helping clients find creative visual solutions for their marketing and content needs. I am based in Chicago with my fiancée and our English bulldog Zorro.



Andy@PaperPigeonStudio.com



PaperPigeonStudio.com



Based in Chicago. Available remotely.

SELECTED WORKS



01. REFRESH BAR

Brand Identity



02. BREATHE

Conceptual Brand Identity



03. PROVACATIVO

Design & Photography



04. PROSECCO

Photography



05. CHC RESTAURANTS

Design & Photography

01. REFRESH BAR

BRAND IDENTITY

July 2023

Refresh bar is an IV therapy clinic located in Burr Ridge, IL

Brief:

The client was looking to build a brand around their vision & passion for IV therapy and wellness. They wanted something bold, strong, and minimal that could stand out on anything from building signage to business cards and a future product line.

Objective:

Position Refresh bar in the market as the go to luxury destination for one on one IV Therapy in Burr Ridge, IL

Deliverables:

- Logo Design
- Business Card
- Brand Guidelines
- Media Kit
- Letterhead
- 4x6 Postcard
- Social Media Direction





REFRESH BAR

IV THERAPY . BURR RIDGE



R



BEBAS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue Light
abcdefghijklmnop
qrstuvwxyz

KICKSTART YOUR WEIGHT LOSS JOURNEY!

TRY OUR MIGHTY METABOLISM IV BAG

IMPROVES METABOLISM AND ENERGY PRODUCTION;
ATTACKS FAT AND CURBS CRAVINGS.

MAKE SELF CARE YOUR NEW *Priority*

ELEVATE YOUR GAINS

TRY OUR BODY BUILDING IV BAG

UNLOCK YOUR MUSCLE-BUILDING POTENTIAL WITH OUR BODY BUILDING BAG, DELIVERING OUR MOST POTENT NUTRACEUTICAL DOSES FOR RIGOROUS PUMP SESSIONS.

HAVE YOU CONSIDERED AN IV INFUSION PARTY?

Get social with your besties while you get in a dose of self care that works it's magic from the inside out.

MEMBERSHIP PACKAGES

VIP EXECUTIVE: \$320/MONTH
- 3 MONTH CONTRACT -
1 Gold Bag & 1 Diamond Plus Bag / Month
OR 1 Executive IV Bag / Month
30% Off Additional IV Bags + 20% Off Injections
Exclusive Member Special - Unused Bags Roll Over
1 Transferable Bag Every 3 Months

DIAMOND PLUS: \$210/MONTH
- 6 MONTH CONTRACT -
1 Diamond Plus Bag / Month
20% Off Additional IV Bags + 15% Off Injections
1 Transferable Bag Every 6 Months - Unused Bags Roll Over

GOLD: \$160/MONTH
- 1 YEAR CONTRACT -
1 Gold Bag / Month
10% Off Additional IV Bags + 10% Off Injections
Unused Bags Roll Over

What to expect during your Refrsh Bar IV session

KEEP CALM AND IV ON!

TRY OUR STRESS LESS IV BAG

CURATED TO DELIVER A POTENT FEELING OF CALM FROM EVEN THE MOST TOXIC EMOTIONAL AND MENTAL STRESSORS.

ANTI-AGING HYDRATION

CLEAR YOUR HEAD!

TRY OUR MIGRAINE IV BAG

COMBATS HEADACHES, NAUSEA, VOMITING, AND LIGHT-SENSITIVITY WHILE SIMULTANEOUSLY CALMING THE BODY. GET THE VITAMINS YOU NEED TO MOW DOWN MIGRAINES AND SPEED UP RECOVERY.

02. BREATHE

CONCEPTUAL BRAND IDENTITY

May 2023

Breathe is a conceptual beverage brand centered around the benefits of hemp-derived products and fostering a larger conversation around better beverage alternatives.

Brief:

Breathe is a conceptual zero calorie Delta 8 THC infused sparkling water that packages the benefits of hemp into a sleek and convenient can that is perfect for any occasion.

Objective:

Position Breathe as a better for you drink alternative in the RTD canned drink market.

Deliverables:

- Logo Design
- Branding Guidelines
- Package Design (cans)
- Package Design (Boxes)
- “Better Buzz” Campaign
- Photography Composites
- Social Media Direction



BREATHE

BREATHE







0% ALCOHOL



ZERO SUGAR



100% NATURAL



GLUTEN FREE



ZERO CALORIES



VEGAN



MADE IN USA



KETO FRIENDLY

NEUZEIT GROTESK BLACK

abcdefghijklmnop

qrstuvwxyz

Neuzeit Grotesk Regular

abcdefghijklmnop

qrstuvwxyz

Neuzeit Grotesk Light

abcdefghijklmnop

qrstuvwxyz

Airdrop

Breathe would like to share a better drink option with you.

#BreatheWithMe



Decline

Accept

TOP



BOTTOM



BACK



LEFT



FRONT



RIGHT



BOTTOM

BREATHE

Breathe products contain Delta-8 THC which is in accordance with the Agriculture Improvement Act of 2018 (ACA, 2018). This product should not be consumed by children or women who are pregnant, please drink responsibly. Must be of legal age in your state to purchase and consume. The statements regarding these products have not been evaluated by the Food and Drug Administration. This Product is not intended to diagnose, treat, cure or prevent any disease. You should not use this product or any information provided to diagnose or treat any health problems or illnesses. This product is not intended or to be used to treat any type of medical condition. This product may have restrictions in some states. Federal laws allow this product to be sold, but you should know your local laws before purchasing or consuming.

ENJOY RESPONSIBLY.



MADE IN USA 100% NATURAL, GLUTEN FREE



PLEASE RECYCLE

LIKE WHAT YOU TASTED?

SUP INTO OUR DM'S



@BREATHEINFUSED | #BREATHEWITHME

DRINKBREATHE.COM



Nutrition Facts

Serving Size 1 can

Amount Per Serving
Calories 0

	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 0g	0%
Dietary Fiber 0g	0%
Total Sugars 0g	0%
Protein 0g	0%
Vitamin D 0mg	0%
Calcium 0mg	0%
Iron 0mg	0%
Potassium 0mg	0%

Delta-8 tetrahydrocannabinol 20mg

Not a significant source of calories from fat, saturated fat, trans fat, cholesterol, Vitamins A, C, D, calcium, fiber, and iron.

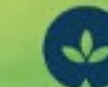
* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutritional advice.

Ingredients: Filtered Carbonated Water, Citric Acid/Hemp-Derived Tetrahydrocannabinol, Delta-8 Distillate, Natural Flavors, Stevia.

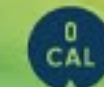
DRINK BREATHE. BE WELL.
A BETTER BUZZ WITHOUT THE BOOZE

BREATHE

A BETTER BUZZ WITHOUT THE BOOZE
ZERO SUGAR • ALL NATURAL • ZERO CALORIES • GLUTEN FREE



100% NATURAL



0 CAL



VEGAN



GLUTEN FREE



ZERO SUGAR



0% ALCOHOL

HONESTY AND GOOD VIBES ARE AT THE CORE OF EVERYTHING WE DO.

Breathe is made using all natural ingredients, lab tested Delta-8 THC derived from real hemp, and is made in the U.S.A. We hope to inspire happier moments and encourage you to join our community of hemp and wellness lovers, and foster a larger conversation around better beverage alternatives.

DELTA-8 THC INFUSED SELTZER
LEMON LIME

20MG DELTA-8 THC PER CAN
4 CANS | 12 FL. OZ. | 355 ML | 0% ALCOHOL

BREATHE

PRODUCED AND CANNED BY BREW THEORY, ORLANDO, FL
PRODUCED FOR BREATHE LLC, WEST PALM BEACH, FL
DrinkBreathe.com



BREATHE
DRINK BREATHE. BE WELL.
A BETTER BUZZ WITHOUT THE BOOZE



[DRINKBREATHE.COM](https://drinkbreathe.com)

BREATHE
DRINK BREATHE. BE WELL.
A BETTER BUZZ WITHOUT THE BOOZE



[DRINKBREATHE.COM](https://drinkbreathe.com)

BREATHE
DRINK BREATHE. BE WELL.
A BETTER BUZZ WITHOUT THE BOOZE



[DRINKBREATHE.COM](https://drinkbreathe.com)

DRINK BREATHE. BE WELL.



BREATHE
DRINKBREATHE.COM

03. PROVACATIVO

Graphic Design | Photography | Video Production

December 2022

Provocativo is a celebratory sparkling brut brand produced in the 1.5 L magnum size. It is crafted in the heart of Cava country in Vilafranca del Penedes near Barcelona in Spain.

Brief:

Provocativo was in need of new graphic design, package design, photography, and video content that better aligned with the vision and target audience of the brand.

Objective:

Elevate the feel of the brand through new content that aligned with the price point and market position of the brand.

Deliverables:

- Large Format Print Design
- Package Design
- Video Content
- Photography
- Pitch Deck





Large format elevator door wraps for a NYE 2023 event activation at the Hilton Hotel in Fort Lauderdale, FL



Outdoor pool bar wrap for a NYE 2023 event activation at the Hilton Hotel in Fort Lauderdale, FL



Package design for a new Provocativo VIP influencer box.



Package design for a new Provocativo VIP influencer box.



SIZE MATTERS.

PROVOCATIVO

BIGGER BOTTLE.
MORE FLAVOR. MORE EXCITEMENT.
MORE BUBBLES.

EVERYTHING COUNTS IN LARGE AMOUNTS.

PROVOCATIVO
MÉTODO TRADICIONAL
PRODUCTO CAVA BRUT DE ESPAÑA
PRODUCED BY S.A. ORTIZ & C. S.A. - EST. 1911
PROVOCATIVO ALCE MIMAS COMPANY

Brand Photography:
Art Director / Photographer



Brand Photography:
Art Director / Photographer



Brand Photography:
Art Director / Photographer





Brand Photography:
Art Director / Photographer



Brand Photography:
Art Director / Photographer



Brand Photography:
Art Director / Photographer



04. PROSECCO

Restaurant Photography

September 2023

Prosecco Ristorante, located in the heart of the River North Gallery District in Chicago, is a chic & welcoming restaurant serving comfort foods from all 20 regions of Italy.

Brief:

Capture the essence of the Prosecco Ristorante menu through an on site photo shoot. Collaborate with Executive Chef Mark Sparacino to successfully create a fall photo asset library that showcases the modern and contemporary feel of the restaurant brand, while adhering to a very tight budget and time window to complete for the shoot.

Objective:

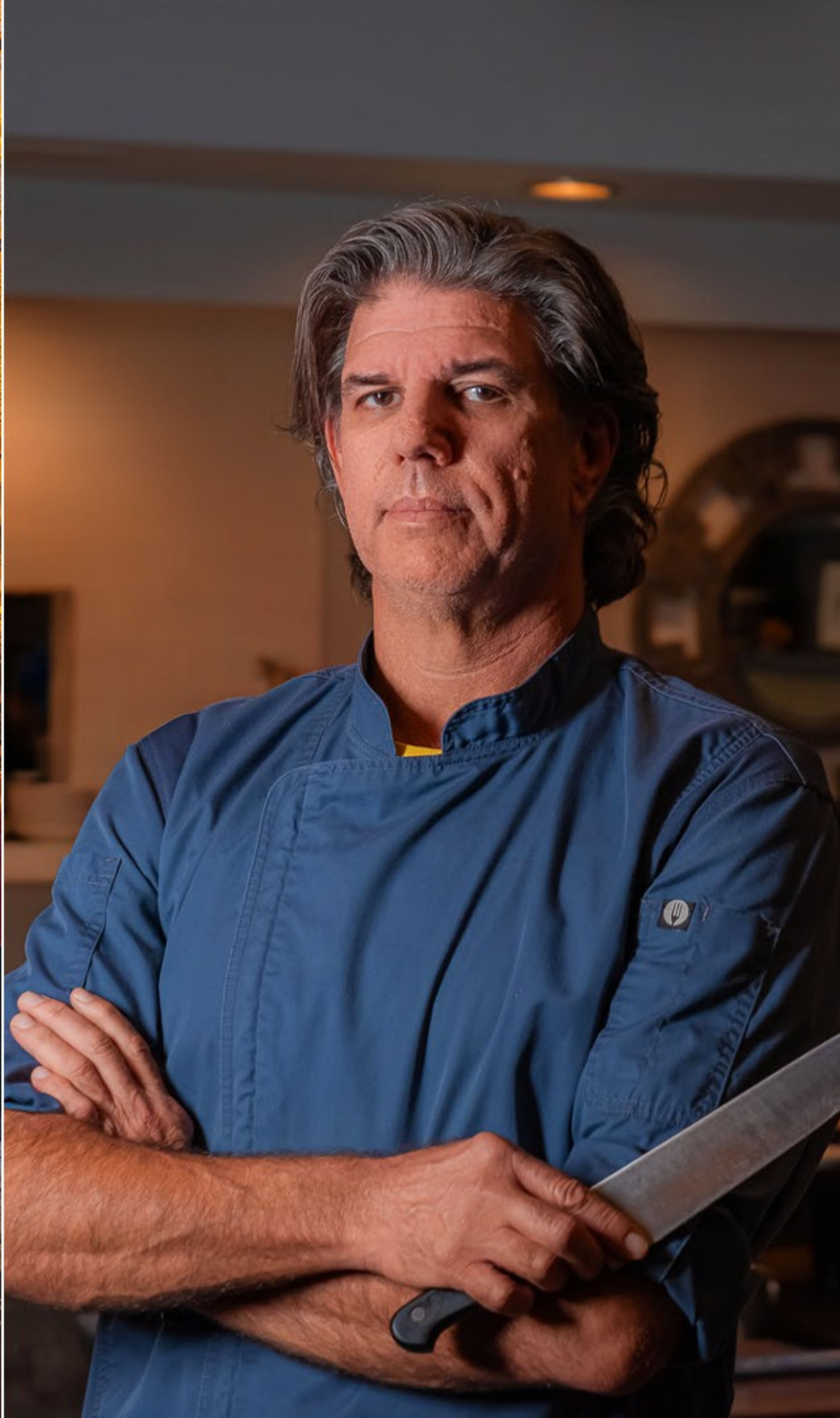
Create a library of photo assets that will inspire and inform the art direction for a new website and social media strategy.

Deliverables:

- On Site Photography content

















05. CHC RESTAURANTS

Restaurant Photography

July 2023

Creative Hospitality Concepts is a restaurant consulting, development, and management company designed to serve the restaurant and hospitality industries.

Brief:

Collaborate with the CHC Restaurant group ownership and executive chefs to capture the quality of the food preparation and the new recently opened locations for both restaurant brands under CHC ownership. Rosebud Steakhouse with 3 locations, Chicago - Magnificent Mile, Munster, IN. and Wheeling, IL. and Coppelillo's Italian Steakhouse located in Libertyville, IL and Crown Point, IN.

Objective:

Create a library of photo assets that will inspire and inform the art direction for a new website and social media strategy.

Deliverables:

- On Site Photography Content
- Art Direction: Building Exterior
- Large Format Window Designs



A photograph of the exterior of Coppolillo's Italian Steakhouse at night. The building is a two-story structure with a dark brown roof and large glass windows framed by dark wood. The interior is brightly lit with warm yellow light, and several people can be seen inside. The building is surrounded by landscaping, including a large, curved stone retaining wall in the foreground, green bushes on the left, and tall grasses on the right. A glowing sign for the restaurant is positioned in front of the building.

COPPOLILLO'S

ITALIAN STEAKHOUSE









ROSEBUD

—STEAKHOUSE—





Art direction, photography, and design for large format window graphics & Signage.
Rosebud Steakhouse | Location #3 | Wheeling, IL



ROSEBUD
STEAKHOUSE
ESTABLISHED 1921
A RARE STEAKHOUSE WELL DONE











THANK YOU!!



Andy@PaperPigeonStudio.com



PaperPigeonStudio.com



Based in Chicago. Available remotely.