



Portfolio.

Eleonore GUERRA

2026

Rebranding for *Illa Patisserie*

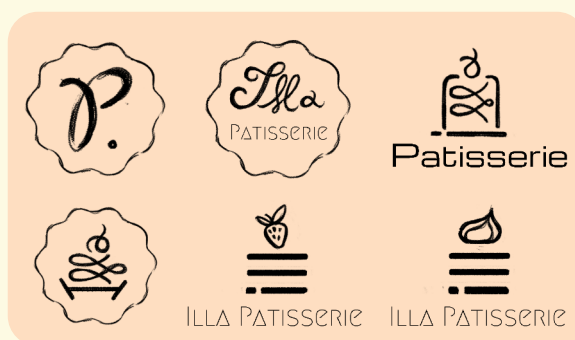
REDESIGN LOGO AND REBRANDING

Illa Pâtisserie was created by David Illa. He is an experienced pastry chef based in Milton Keynes, specialised in high-end, visually striking desserts that combine exceptional taste, texture, and presentation.

OLD LOGO



NEW DIRECTION

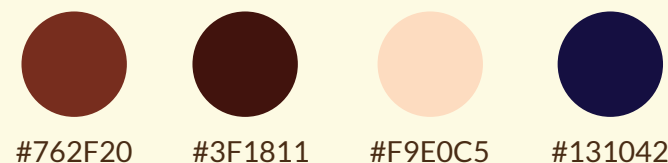


NEW LOGO



NEW BRANDING

COLOUR PALETTE



TYPOGRAPHY

Meie Script
Cormorant Infant

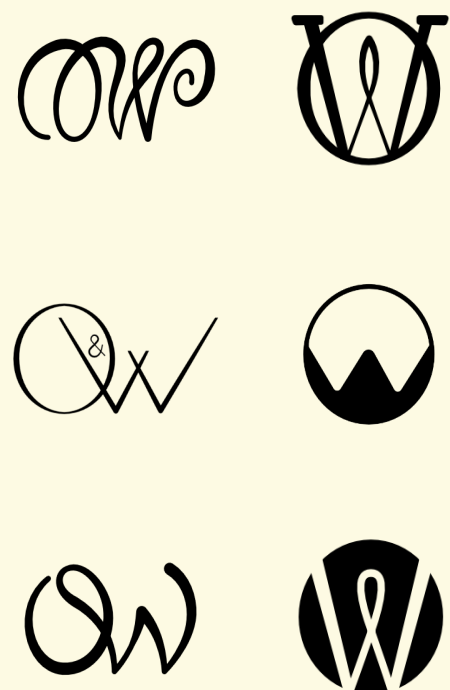


Branding for *Oxblood Wolf*.

DESIGN LOGO AND BRANDING

Oxblood Wolf originally began as a men's fashion platform, celebrating personal style and showcasing fashion trends through its blog and social media presence.

LOGO EXPLORATION



DESIGN LOGO



NEW BRANDING

TYPOGRAPHY

Jost Light

COLOUR PALETTE



Refresh Brand

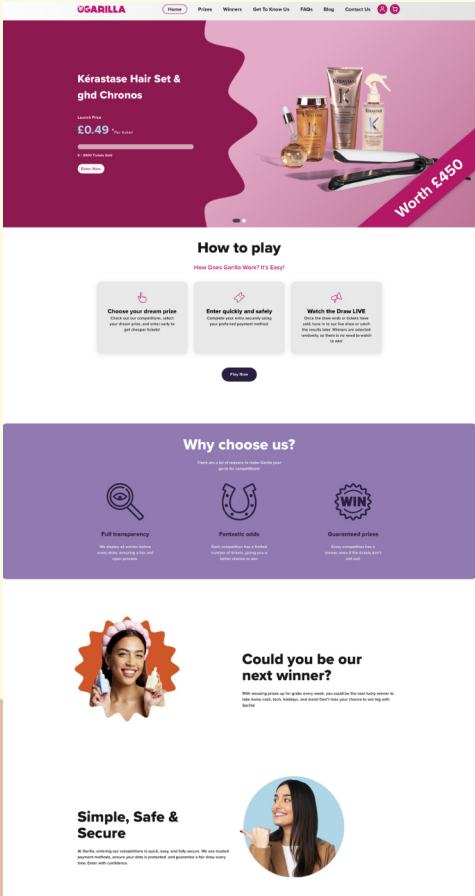
for *Garilla*.

Garilla is an online competition platform offering customers the chance to win a range of prizes. I refreshed their branding, using their existing logo.

EXISTING LOGO



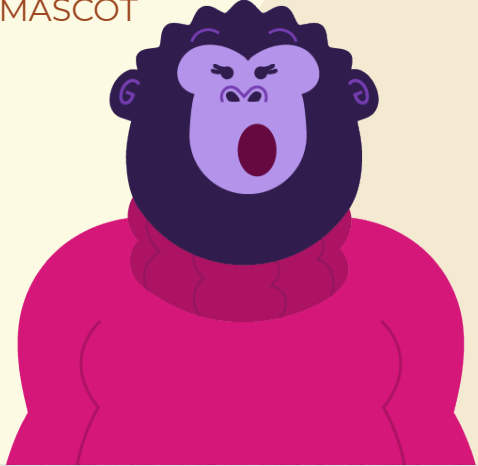
EXISTING WEBSITE



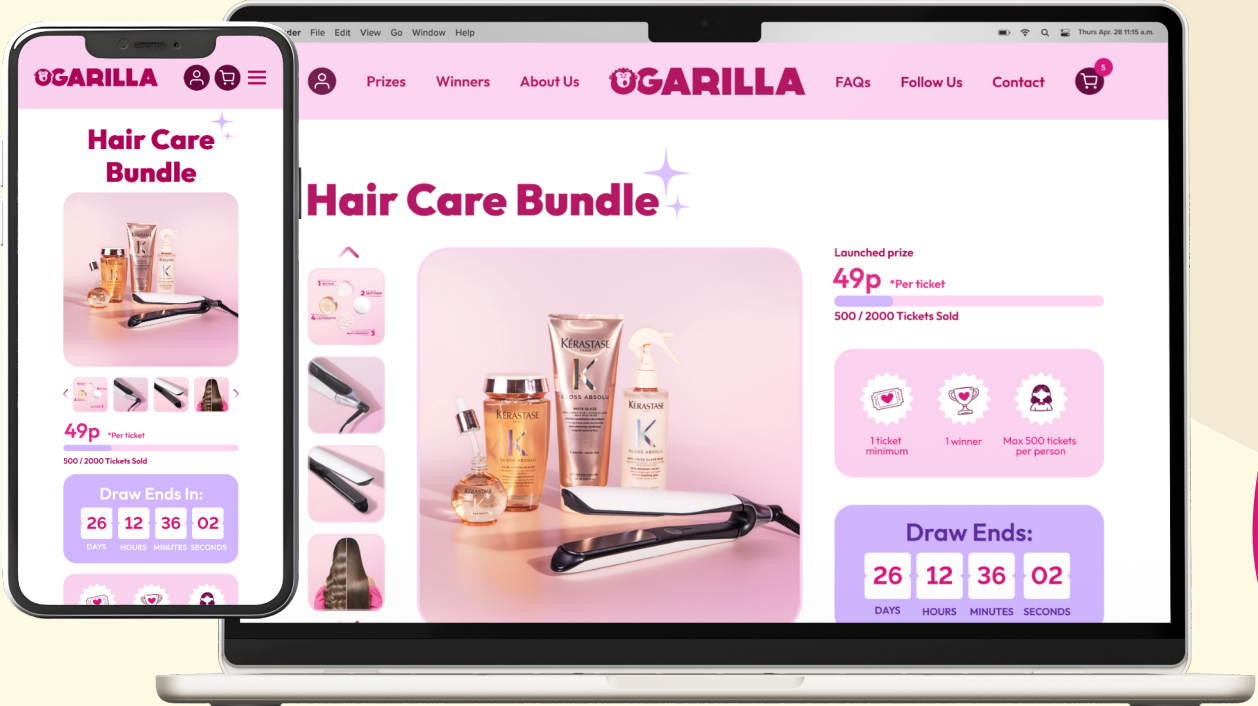
OLD MASCOT



NEW MASCOT



NEW WEBSITE



BRAND APPLICATION



Motion Design for *Mars Horsecare.*

ABOUT US VIDEO

A 6-minute-30sec brand film divided into 5 key sections, created to tell the story of Mars Horsecare – who they are, where they come from, and what drives them to make a better world for horses

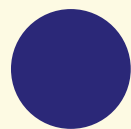
TYPOGRAPHY

Centra No.1

COLOUR



#fedc00



#010087



#013c31



#497627



1. Who we are



00:00

2. Our journey



00:48

3. Some numbers



02:27

4. A better world for horses



02:52

5. Conclusion



04:23



Motion Design & Animation



Illustration



Typography in Motion



Infographics



Storytelling Support



Video Compositing

Commercial illustrations.

BRINGING REAL STORIES TO LIFE

This project explores the use of illustration to bring a real person's experience of living with a disability to life to celebrate diversity and inclusion within the workplace.



"How do you get a coffee if you're moving in a wheelchair?" This isn't a question Stef Parker would have ever dreamed of asking herself before she was diagnosed with fibromyalgia and ME. Stef, a project manager in Major Core Programmes, was transformed from an energetic person, who was constantly on the go, to someone who was bedridden. She was forced to take three long months off work to recuperate. Once back at work, Stef struggled to adjust to her 'new normal'. She felt out of place, isolated, and worst of all, she questioned her value. Then she came across the Access site on HIVE and learned there was a support network for people with disabilities and long-term health conditions like her. She decided to write a post on the forum about what she was going through. Finally, Stef had a place to share her story. But she wasn't prepared for what came next. "I can't believe just how many people responded and made me feel I wasn't alone and wasn't broken," she recalls. Things began to change for the better. She attended Access' Personal Development Programme, which helped her understand how much of an asset she was at work. Her future career became just as bright as it had been before she'd gotten sick. This realisation led Stef to become an Access Rep, now known as an Accessibility Advocate. She wanted to be, "the person to hold someone's hand as they went through the same journey". One way she advocates for Access is by spreading awareness about a range of conditions like visual and mobility impairments. She even brings her own wheelchair to events so people can experience sitting in it themselves. Stef concludes with praise for Access: "I'm not exaggerating when I say it's been genuinely life-changing for me... and hopefully it will be for you."



Editorial artwork designed for an Alan Turing Institute publication.
A suite of informative illustrations made for an institutional brochure,
highlighting data engagement and community connectivity.



Speak Up Brochure.

CONCEPT ILLUSTRATIONS

These illustrations captures the powerful message advocating for a healthier, and more inclusive workspace.



Commercial illustrations.

ELEVATING PRODUCTS & PACKAGING

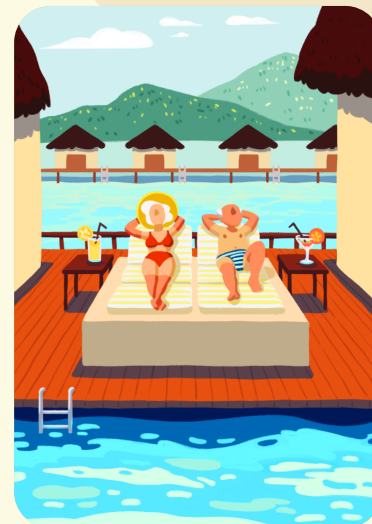
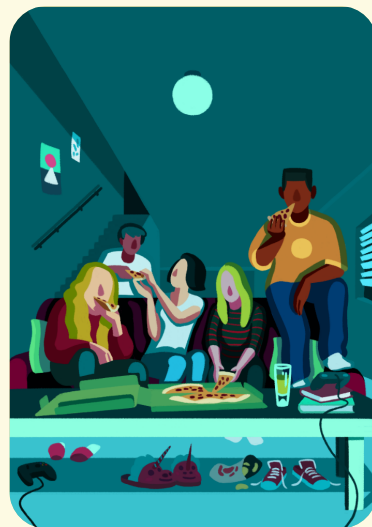
From bespoke packaging illustrations to cohesive brand merchandise, I create memorable identities that stand out on the shelves and resonate with audiences.



Cards illustrations.

LLOYDS BANK CUSTOMER DECK

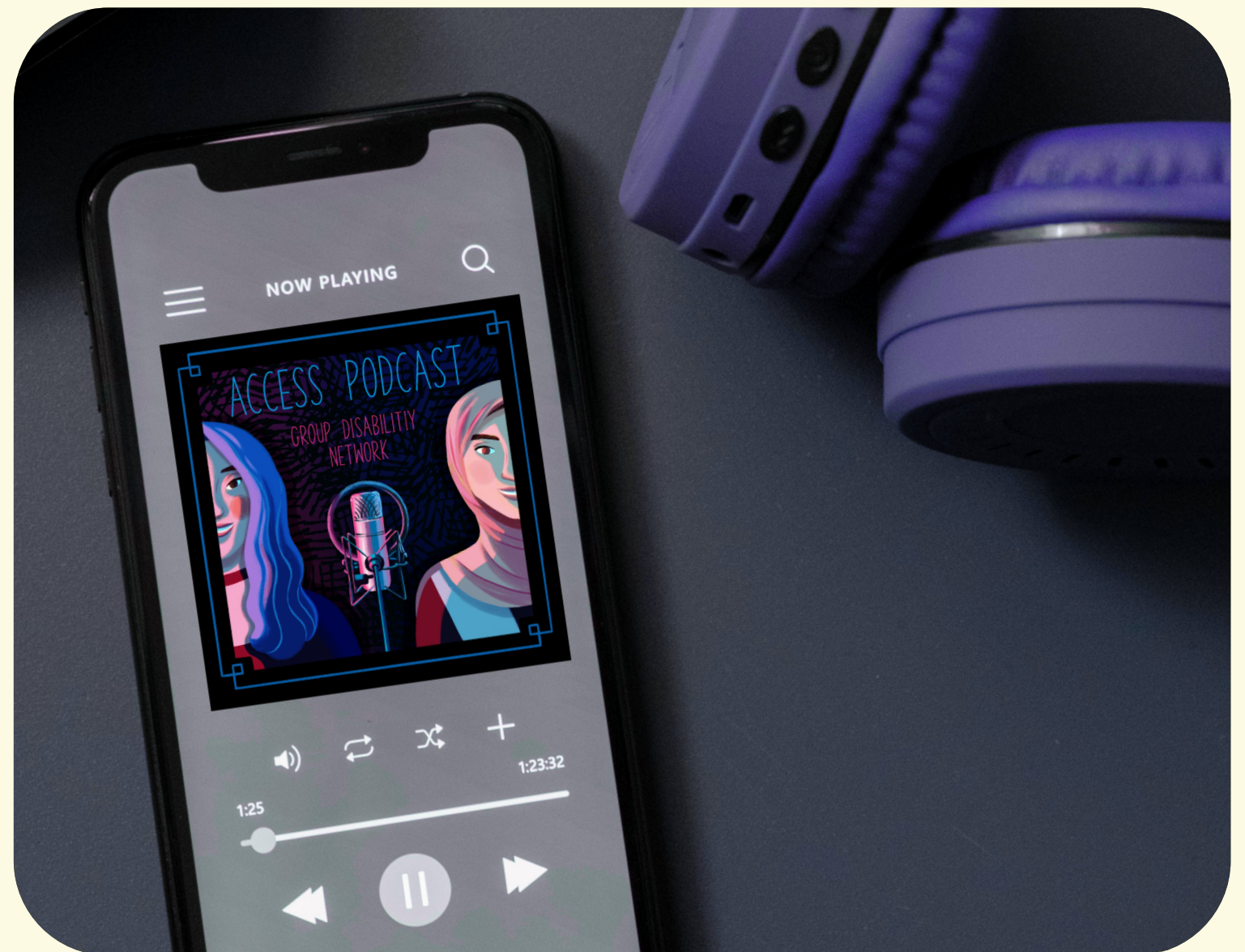
A custom deck designed for Lloyds Bank mapping customer profiles from ages 18 to 70. Vibrant character art illustrating diverse life stages, wealth levels, and social classes.



Podcast illustrations.

COVER FOR LLOYDS BANKING GROUP DISABILITY PODCAST

Some of our colleagues at Lloyds Banking Group shared their stories, and we created a podcast about it on their interchange.



Let's work together.

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