



PORTFOLIO

PERSLOWEB

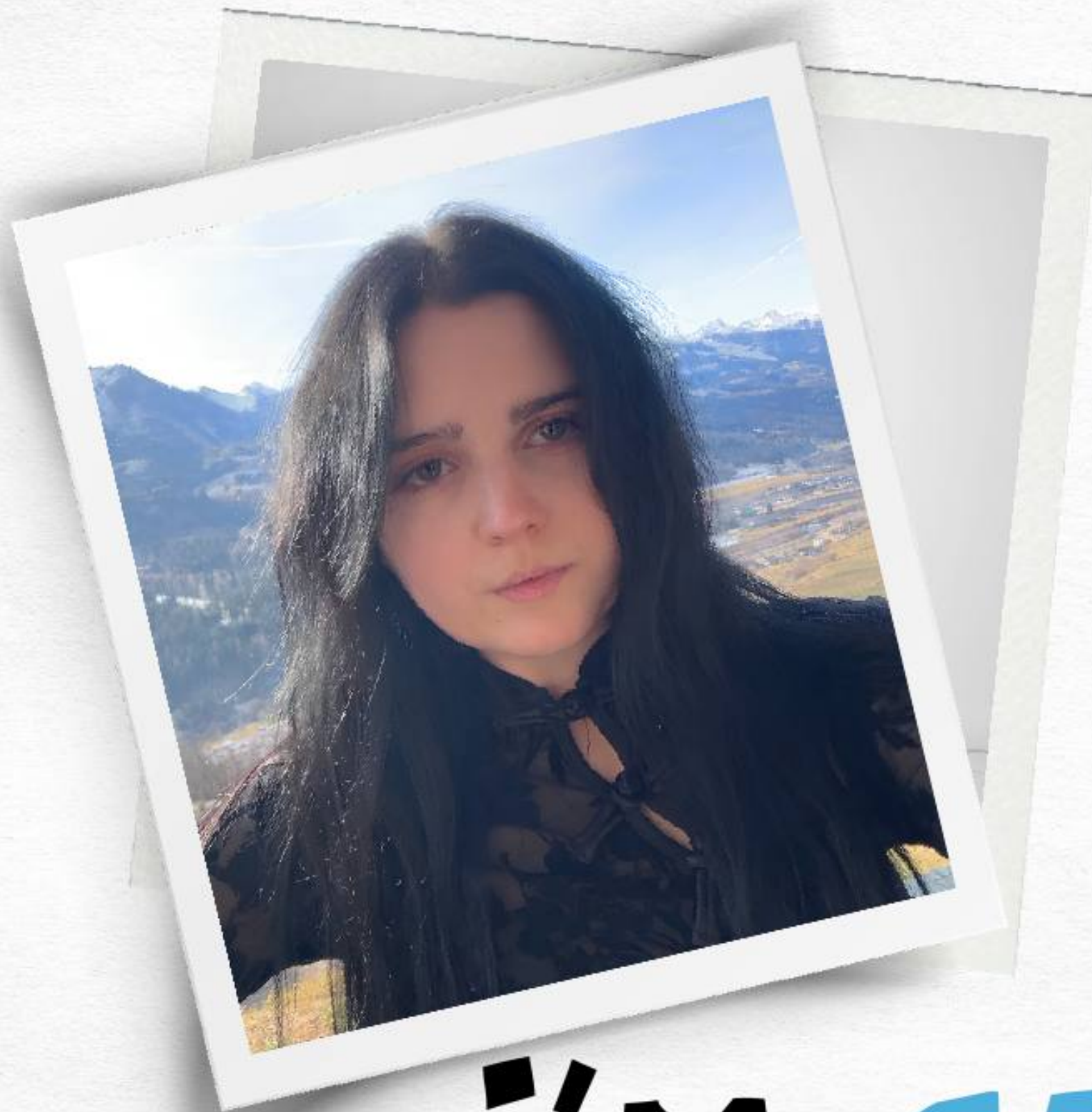
CAMILLA CACCIALANZA

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I'm Camilla and this is
my portoflio about all
the graphic projects i
made for **PerSEOweb srl.**

I worked with them for 2
years, from 2021 to 2023



**HELLO
THERE**

i'M CAMILLA

MY JOB

The communication agency asked me to continue and reinterpret their needs through the realization of **mockup, covers and graphics** for their site.

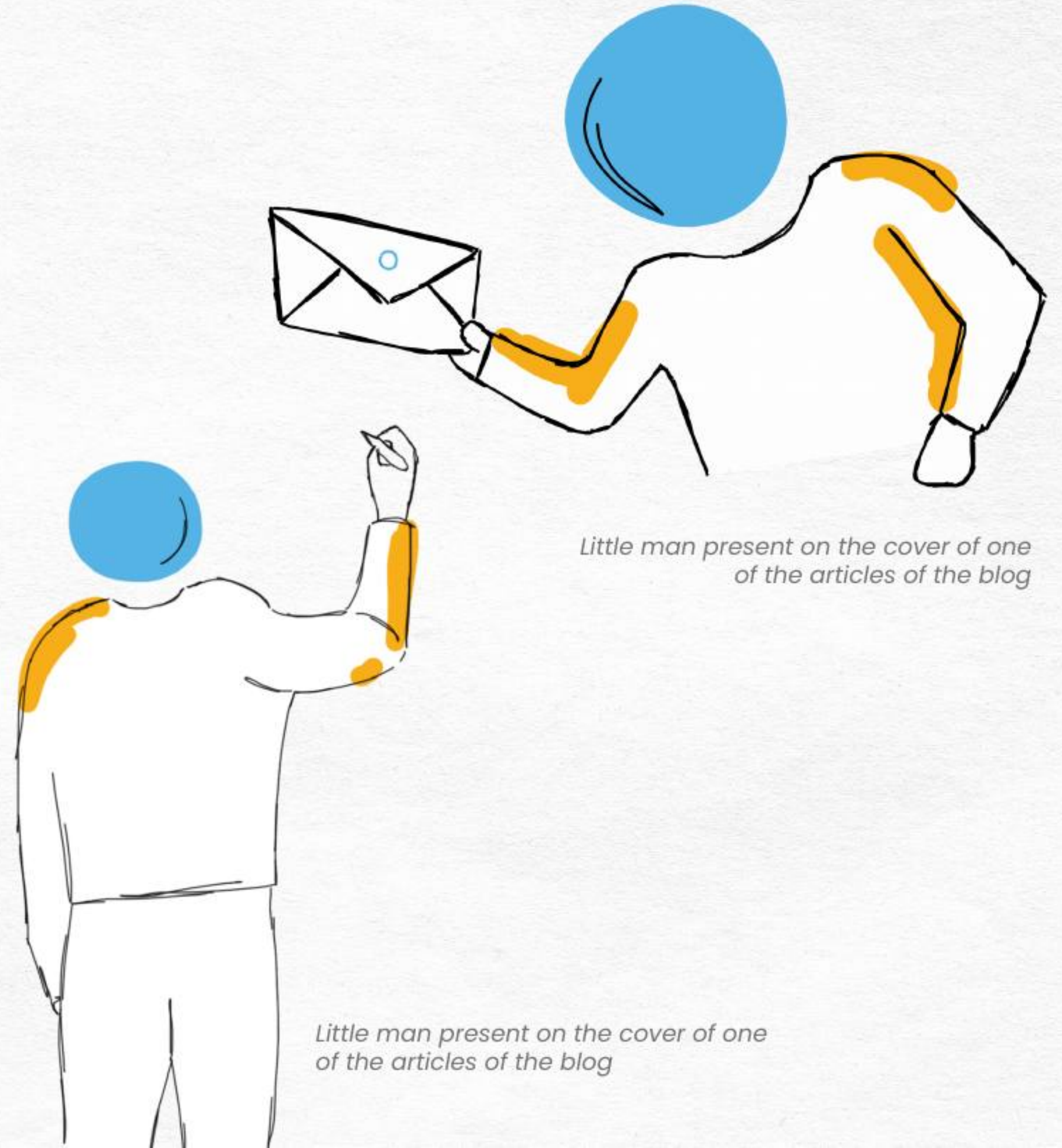
So during these years i could develop my creativity and graphic skills basing all the processes on the needs of PerSEOweb.

GRAPHIC iDENTITY

The identity of PerSEOweb was built initially by the agency itself, around the **colors Light Blue and Yellow** with the implementation of a **rough sketch style**.

This is where I came into play, bringing their ideas to the screen and onto paper, creating visual elements that are present throughout the website.

Both the drawing on the right were made by myself.



Little man present on the cover of one of the articles of the blog

Little man present on the cover of one of the articles of the blog

PERSONALIZED icons

SOCIAL



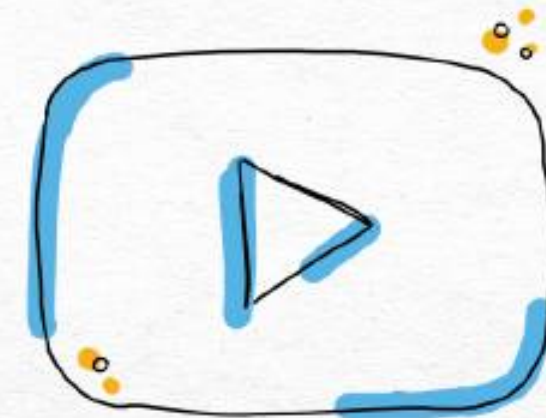
Facebook



Instagram



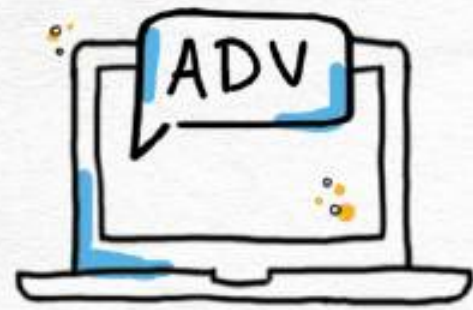
LinkedIn



YouTube

PERSONALIZED icons

SERVICES
OFFERED



ADV
campaigns



Brand
identity



Brand
voice



Guerrilla
marketing



Newsletter



Podcast

GRAPHICS FOR THE WEBSITE



Graphic realized for the Podcast page on the website



Graphic realized for the Video page on the website

BLOG PAGE'S COVERS



All the covers follow the concept of highlighting with colors the **little man, which represent the agency**, helping the customers or doing the works needed to achieve the goals desired by the customers

MORE EXAMPLES



Cover of the blog article "Podcast and Content Marketing : new channels of communication"



Cover of the blog article "Content marketing : possibilities to discover"



Cover of the blog article "All the advantages of the Local SEO"



Cover of the blog article "Corporate videos for marketing : the tips by the videomaker!"

SMALL CLARIFICATION

I have been in charge for the creation of the covers of the blog's article **from 2020 till 2023**.

Then i stoped to work with them to focus on the university.

Before end the collaboration i draw some little man, the main character of the covers, that i gave to the agency to help them with the graphics.

It's possible to see my drawings of the little man in the lasts covers on the websites.

CORPORATE IMAGE MOCKUPS

In combination with the realization of graphics for the website and the covers for the blog's articles, the agency asked me to create also some mockups about the services they made to create a strong corporate image of their customers.

Here on the side is present the corporate image PerSEOWeb made for their agency completed of **the website, the logo, the brochure and the business cards.**



MORE EXAMPLES

Thymos – company that offer business, strategic, industrial, and financial consulting.



MORE EXAMPLES

Oikyweb - company of logistics services



**THANK YOU
FOR THE
ATTENTION!**

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