

elliott jover haro
portfolio

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9175833945

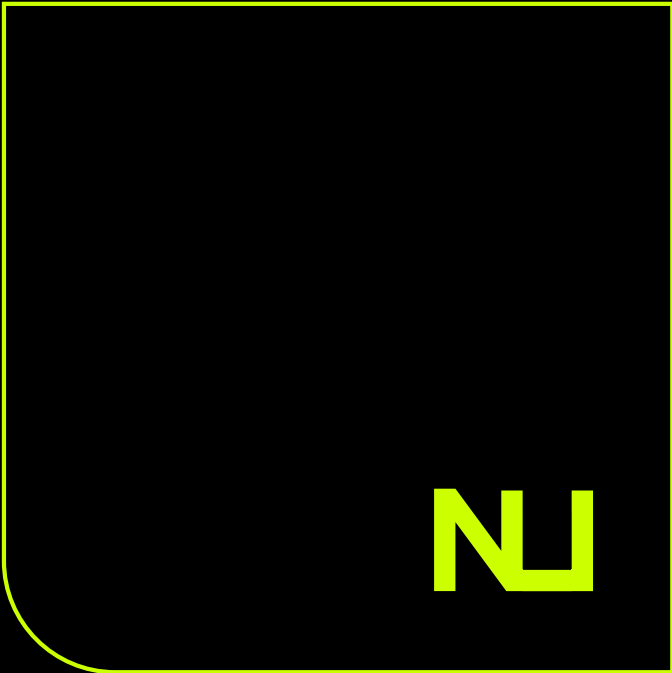
Clients and Collaborators:

Harriet Spear Studio
Hour Studio
Raemann
OG Coffee Roasters

01	Neon Underground	Brand Identity
02	rae•mann	Brand Identity and Website
03	OG Coffee Roasters	Identity, Website and Motion
04	FIT Rebrand	Brand Identity and Motion
05	Letfliesfly	Web Design

The assignment was to come up with a brand, in this case being a nightclub/venue, and establish a brand identity. Research of a venue, the history of hip hop, intended audience, and developing a voice for the brand came before designing anything. The attitude of the performers and the audience is something I wanted to reflect through the brand identity and even the name of the club. Neon. Over a dark and mysterious, yet daring background. The logo and graphic identity derived from the structure of the building itself to keep a chord connected to the environment of the venue. All applications and ads were created in accordance to the brand guidelines, seen below.

Typeface: SK Concretica and Neua Machina



NEON UNDERGROUND

ELLIOT JOVER

05 10 21

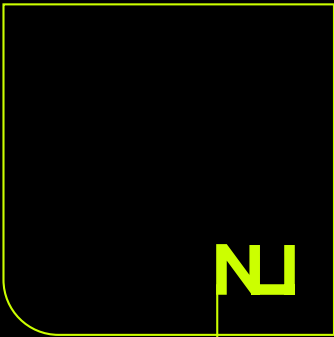
49 Dupont St Brooklyn, NY
11222 (in Greenpoint, NY)

An old abandoned Arte Moderne plastic factory with a beautiful curve on the corner is a beautiful industrial building that speaks to the history of the old Greenpoint neighborhood. The buildings' unforgettable shape is portrayed in our logomark and will be used as a dynamic design tool in our branding.

Update 2025- This building was unfortunately taken down for a new development in the rapidly changing Greenpoint area

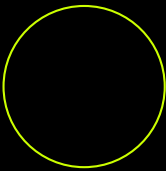
The logo is an echo of the architectural view from above.

The brand identity comes from within our own perimeter. The round corner and boxed shape of our repurposed factory is the source for the clubs' aesthetic and identity itself.

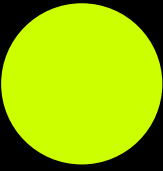


NU, short for Neon Underground is an abbreviation for the club's name simplified in order to have a minimal look for the logo.

COLOR
SCHEME



#000000
RGB: (0, 0, 0)
CMYK: (0, 0, 0, 0)



#ff0000
RGB: (255, 0, 0)
CMYK: (0, 100, 0, 0)

The color scheme for this identity system would be black, white, and an electric red. The red is representative of the club's electric and intense vibe.





The color scheme for this identity system would be black, white, and an electric green. The green is representative of the club's electric and intense vibe.



The quick brown fox jumps over
the lazy dog

Neue Machina

The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps

NEON UNDERGROUND

Sk Concretica

to be used as display text only, including headings and incorporated into design. Should be used as point size 14 and above only.

Sk Concretica

Neue Machina Ultrabold

To be used as display text only for instances Neue Machina is more applicable than Concretica for display reasons. Should never be used as body type. Point size 14 and above only.

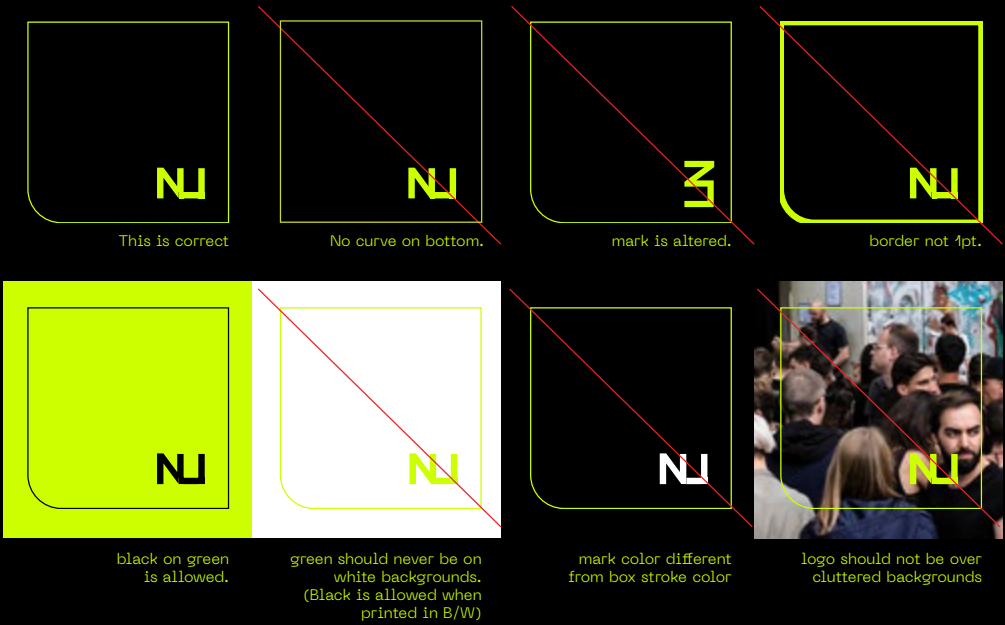
Neue Machina Regular

To be used as body text. The regular weight of Neue Machina should be used as body text where Neue Machina Light might not be as legible. No larger than 12 points.

Neue Machina Light

To be used as body text. The light weight of Neue Machina should be used in most instances where body text is needed. This may vary between stationary, collateral, and other uses but should not exceed 12 points.

BRAND
MARK
RULES

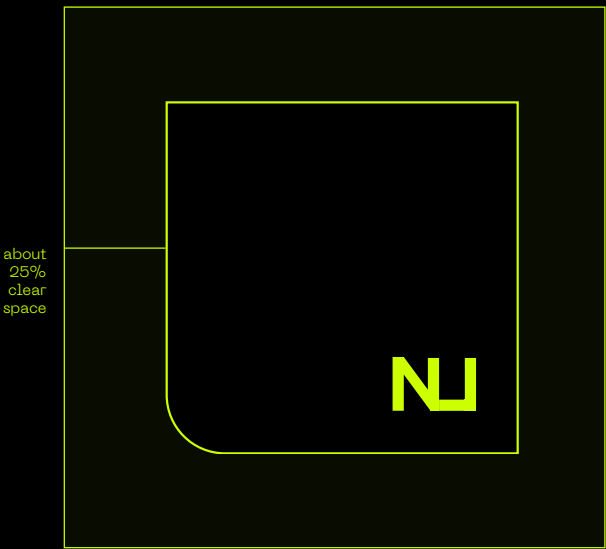


NEON UNDERGROUND

ELLIOT JOVER

CD217 103

CLEAR
SPACE

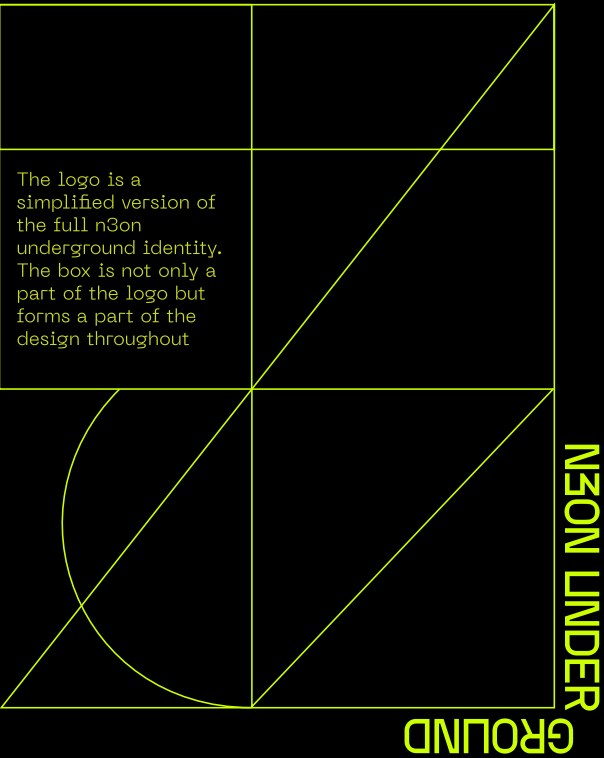


NEON UNDERGROUND

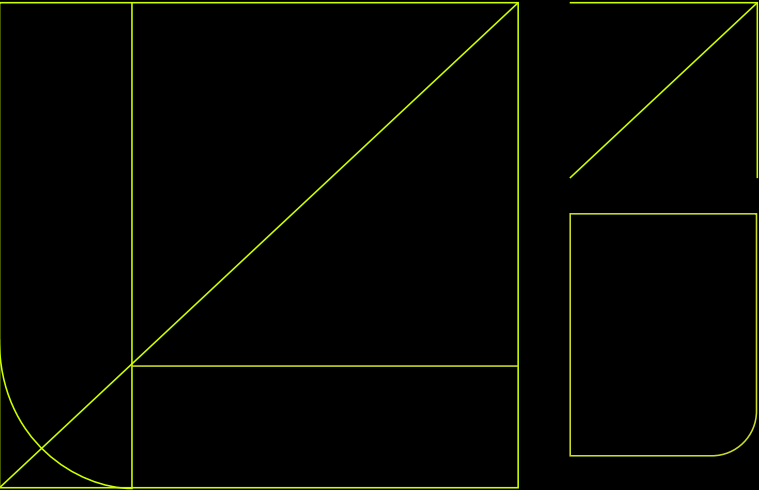
ELLIOT JOVER

CD217 103

The logo is a simplified version of the full n3on underground identity. The box is not only a part of the logo but forms a part of the design throughout



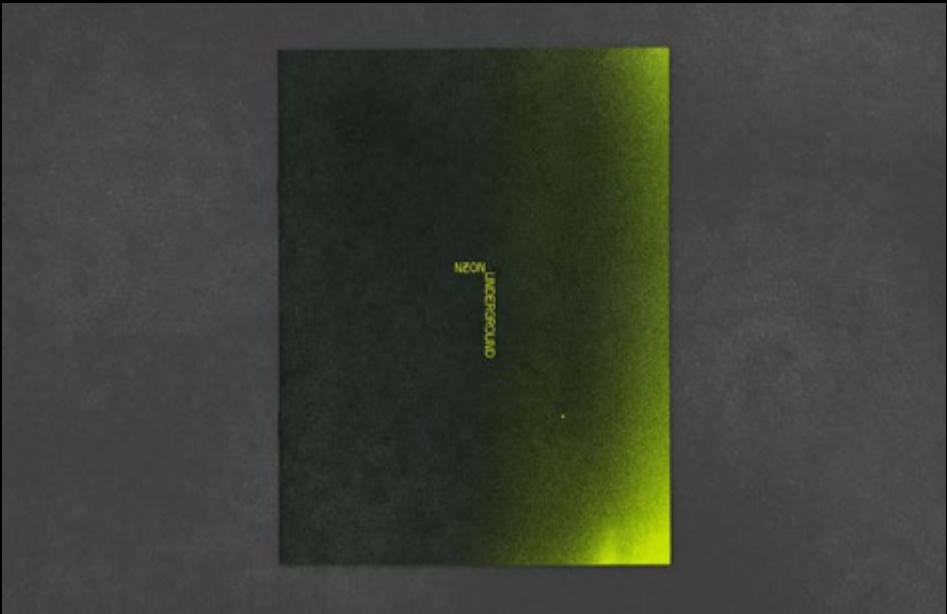
GRAPHIC IDENTITY
EXPLORATION



NEON UNDERGROUND

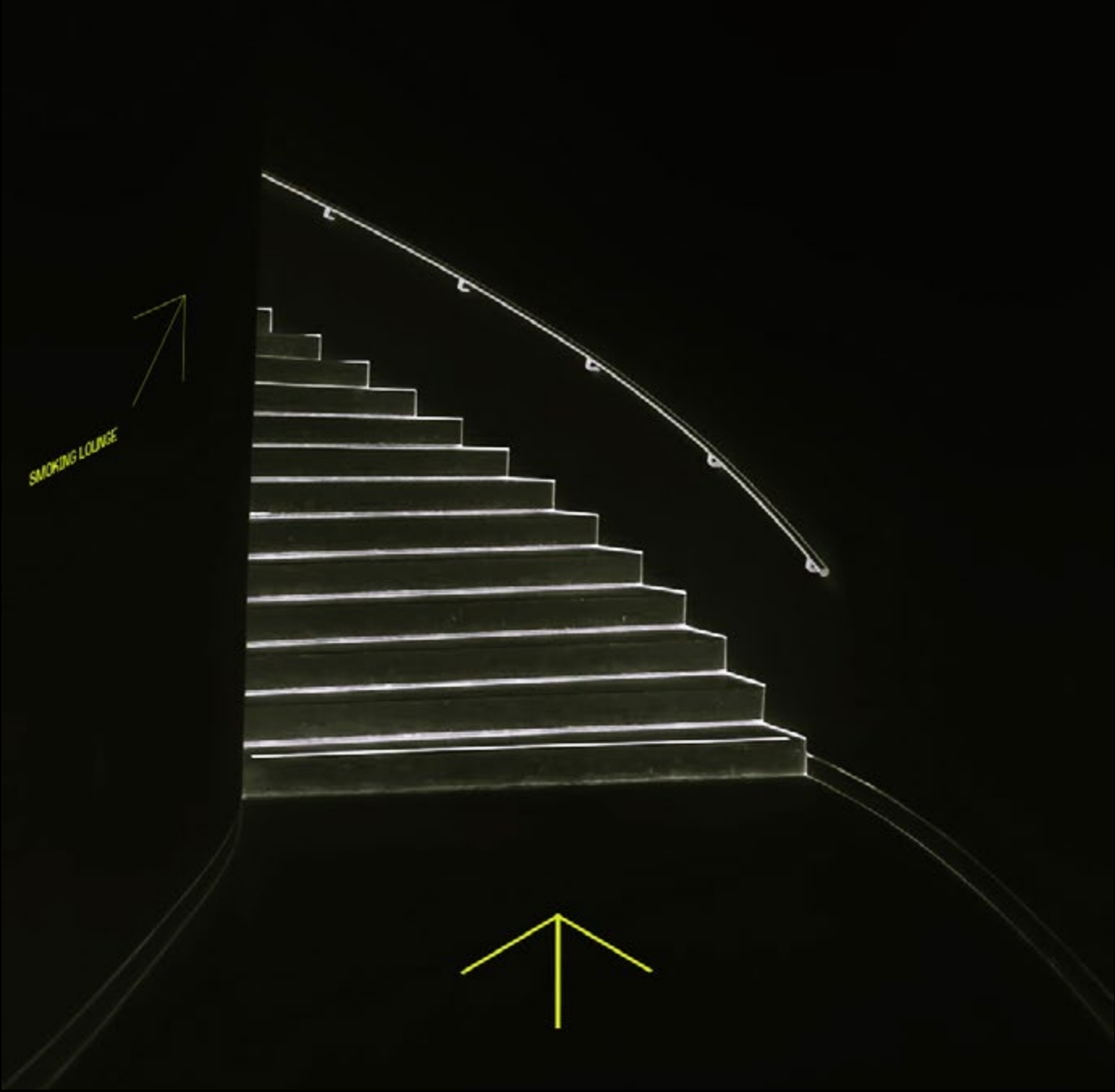
ELLIOT JOVER

CD217 103







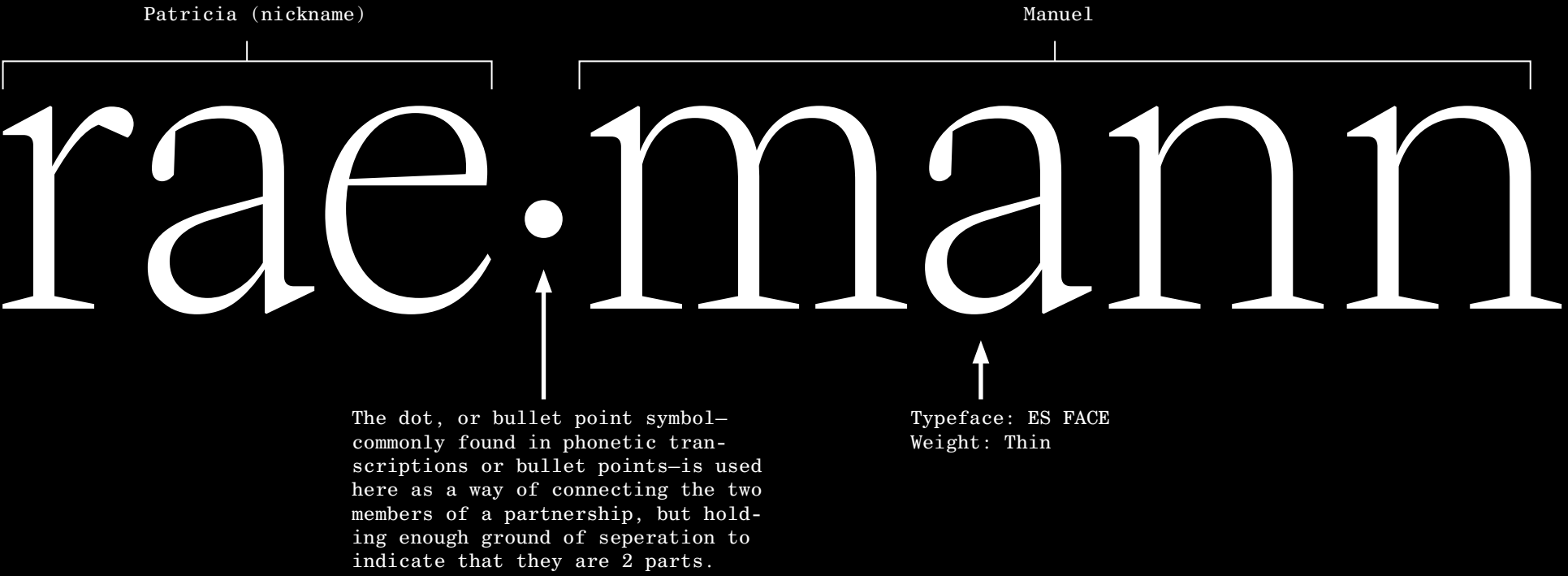


rae•mann is an alias for Manuel Miranda and Patricia Whaley, a videographer duo based in nyc. They treat their clients as collaborators, and believe in a very collaborative process. Some notable clients include: Tiffany & Co., Chanel, and Kérastase.

The design of their logo and identity has two intentions: (1) To emphasize humility, being set in all lowercase, (2) To echo the kind of clientele they work with, using the typeface: ES Face. The seperation of {rae} and {mann} is in homage to the nicknames of Patricia and Manny.

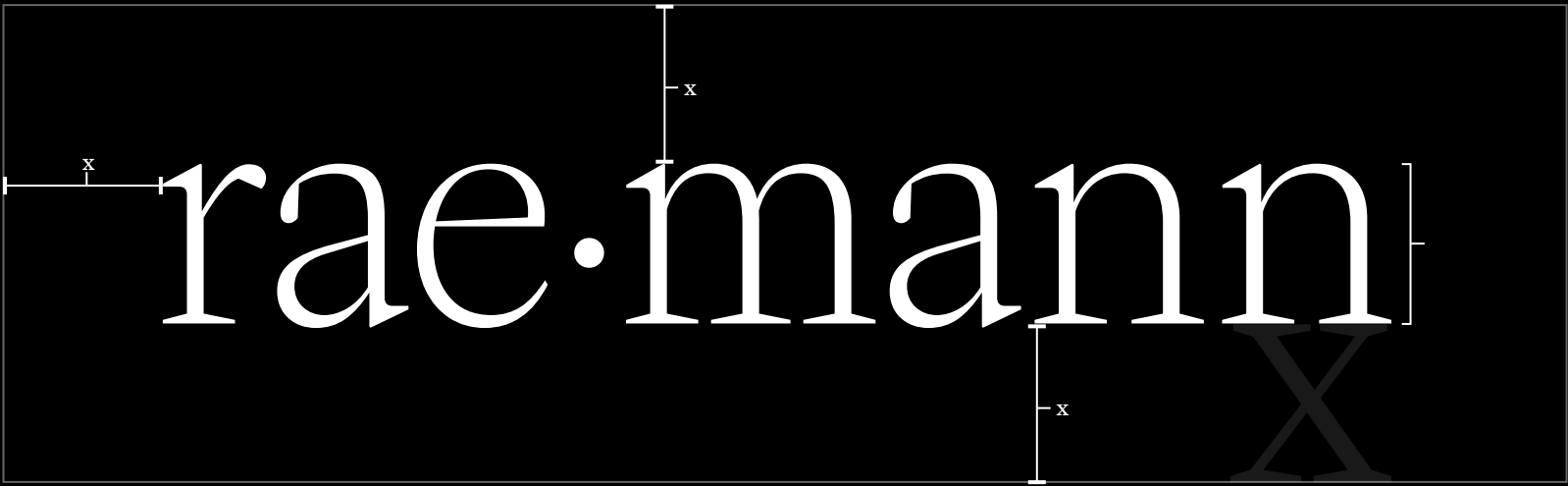
The website, constructed on Cargo, is divided into 4 categories: home, personal work, about, and connect. Home being the place where their professional work lives. The design of the site follows the idea of minimizing hierarchy when listing client names and highlighting them in black when hovering over their names on the home page.

rae•mann

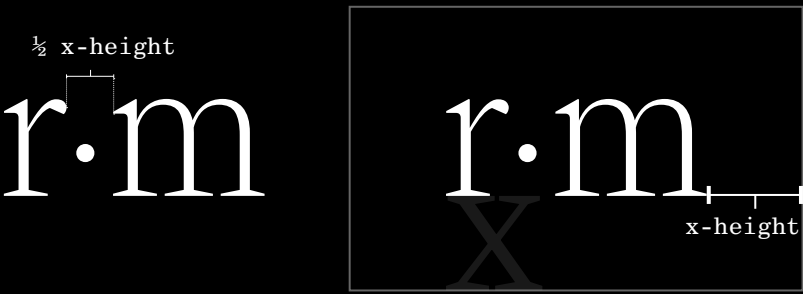


rae•mann

← Space between dot



← Space around logotype



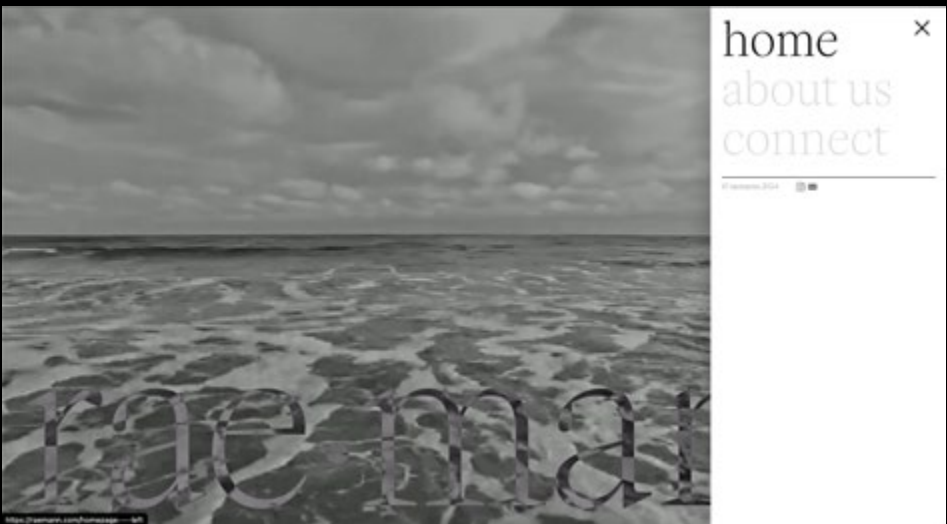
↑
Space between dot

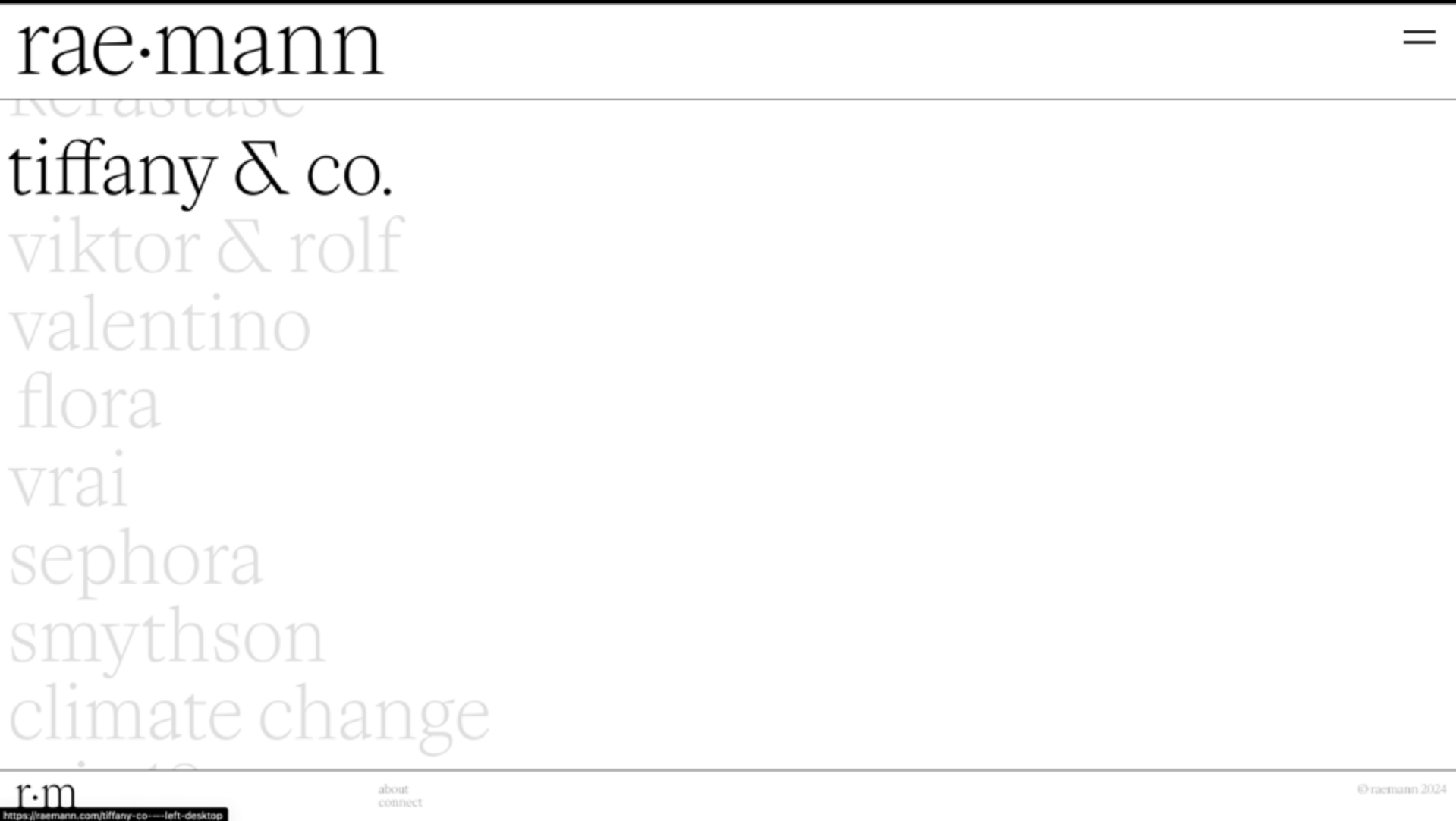
↑
Space around logotype

ES Face Thin by
Extraset Type
Foundry in
Switzerland.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ?!©£™№@







r·m

Featured work

↓

chanel

kerastase

tiffany & co.

viktor & rolf

valentino

flora

vrai

sephora

smythson

climate change

aria 19

r·m

about


connect


©raemann 2025


r·m

Chanel

Whitney Peaks
Lily Rose Depp
Jenny Kim
Zhang







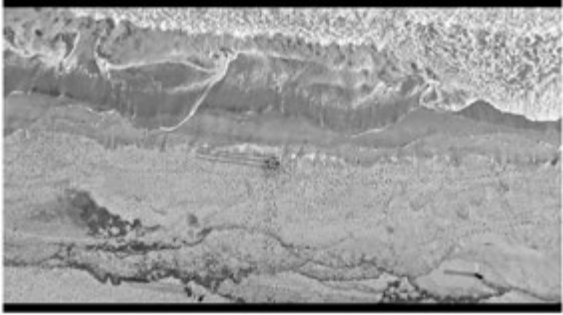
r·m

About us

Based in NYC, raemann transforms every project into a kaleidoscope of emotions and narratives. Working with notable clients including: Tiffany & CO, Valentino, and VOGUE, see moreKeeping the r in our name lowercase, we believe in putting ourselves on the same level as our clients. raemann, approaches each project with the same humility and sensibility as the previous.

09-24-1953

Sodales Malesuada
Nulla Sapient
Proin Dignissim
Aenean Venenat CA 98



07-24-020240250

Aenean ut bibendum lacus. Nam vitae felis diam.
Aenean ligula ligula, malesuada at volutpat ullamcorper.

rae•mann

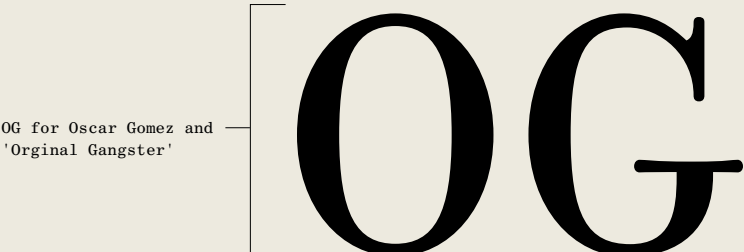
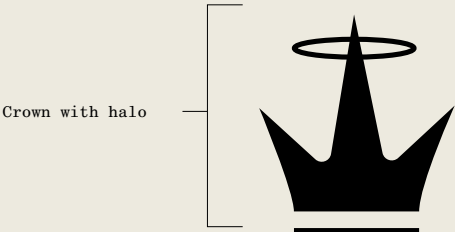
Contact us:

Email: patricica@nowheelies.com
Phone: +1 000-000-0000

OG COFFEE ROASTERS is a coffee company created by Oscar Gomez. This is the brand indentity for a startup that noto only sells coffee beans, but is involved in every part of the process, from the cherry to the brew. OG coffee is a part of Gomez Farms LLC, owning a plot of land in the heart of South-western Antioquia, nestled within the Andes region of Colombia: ‘El Cerro Plateado’.

Client: Gomez Farms
Typeface: FF Ernestine, Filosofia





FILOSOFIA BY ZUZANA LICKO

Filosofia Unica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ?!©™@

Filosofia Regular
Lining

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ?!©™@

Filosofia Regular
All Small Caps

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 ?!©™@

Aa

Archer by Jonathan Hoefler

Archer
Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ?!©™@

Archer
Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ?!©™@

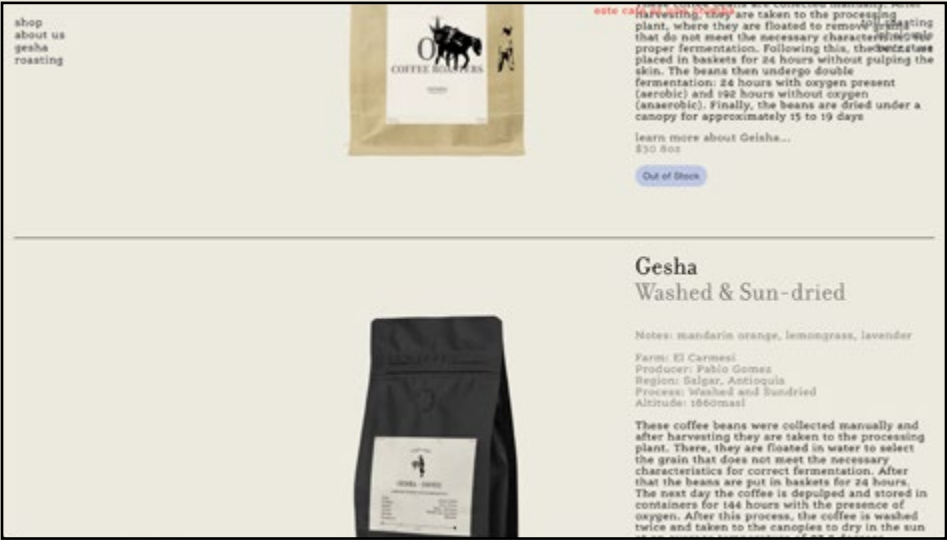
Archer
Book

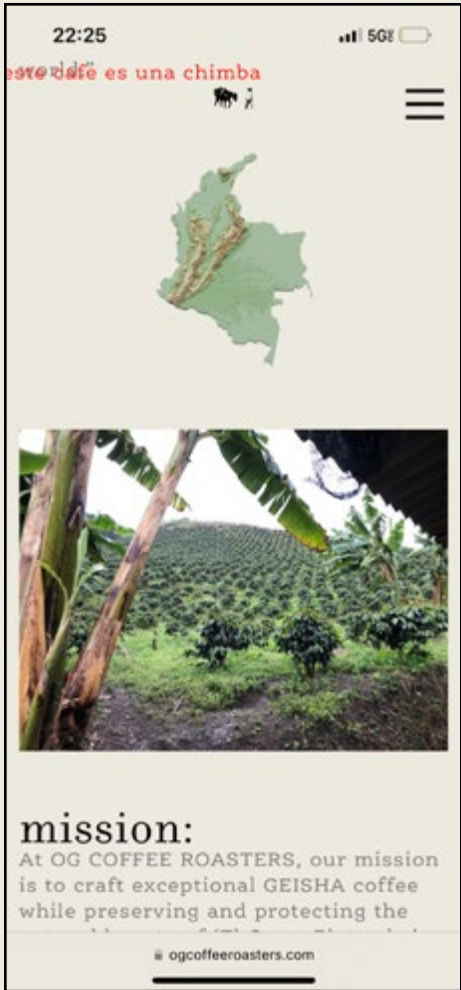
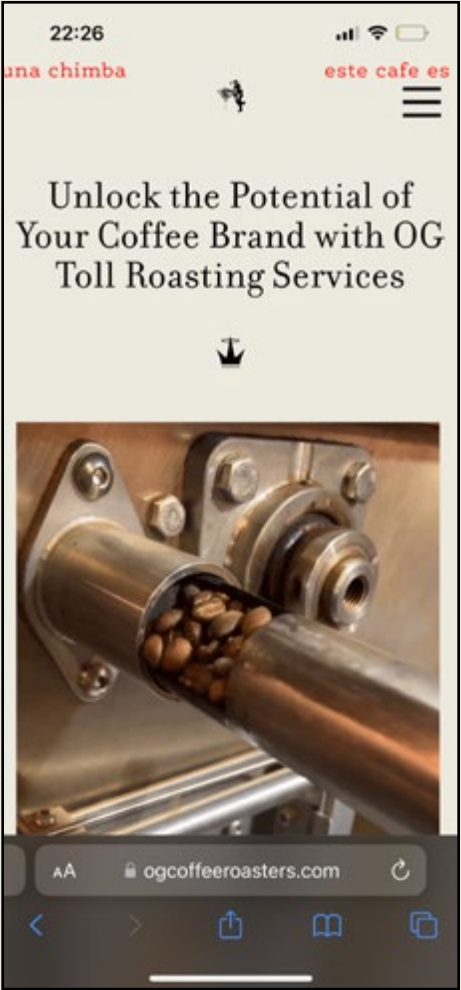
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abcdefghijklmnopqrstuvwxyz
0123456789 ?!©™@











This project was a speculative initiation of a new brand identity system for the Fashion Institue of Technology. A pioneering school of Art & Design + Liberal arts.

The identity system uses basic geometric shapes in a way that echoes the modernist undertones of fundamental design education. The wide variety of primary color combinations give for a range of dynamic ways of presenting the school's identity.



PRIMARY
LOGO

Our primary logo is our squared version, representing our brand in an ownable and recognizable way. It has been specially designed to symbolize not only our name, FIT, but also what we stand for.

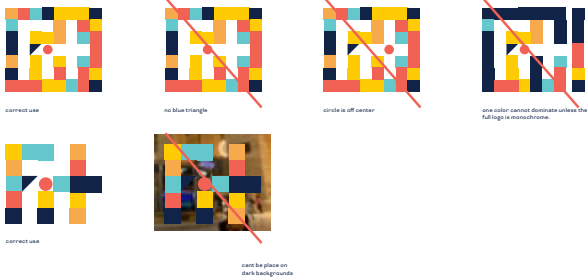


SECONDARY
LOGO

Our secondary logo is made with our custom FIT font, representing our brand in an ownable and recognizable way. It has been specially designed to fit in places that the first logo would not be legible, readable in.v

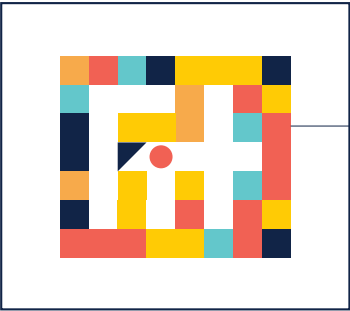


INCORRECT
USE



CLEAR SPACE

The clear space is applicable for instances where the logo is used overlaid onto anything. The only exception to this is if the logo is used as part of the design or along with the identity assets.

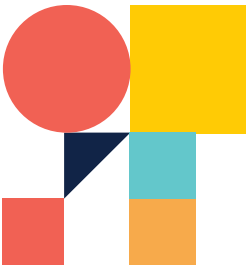
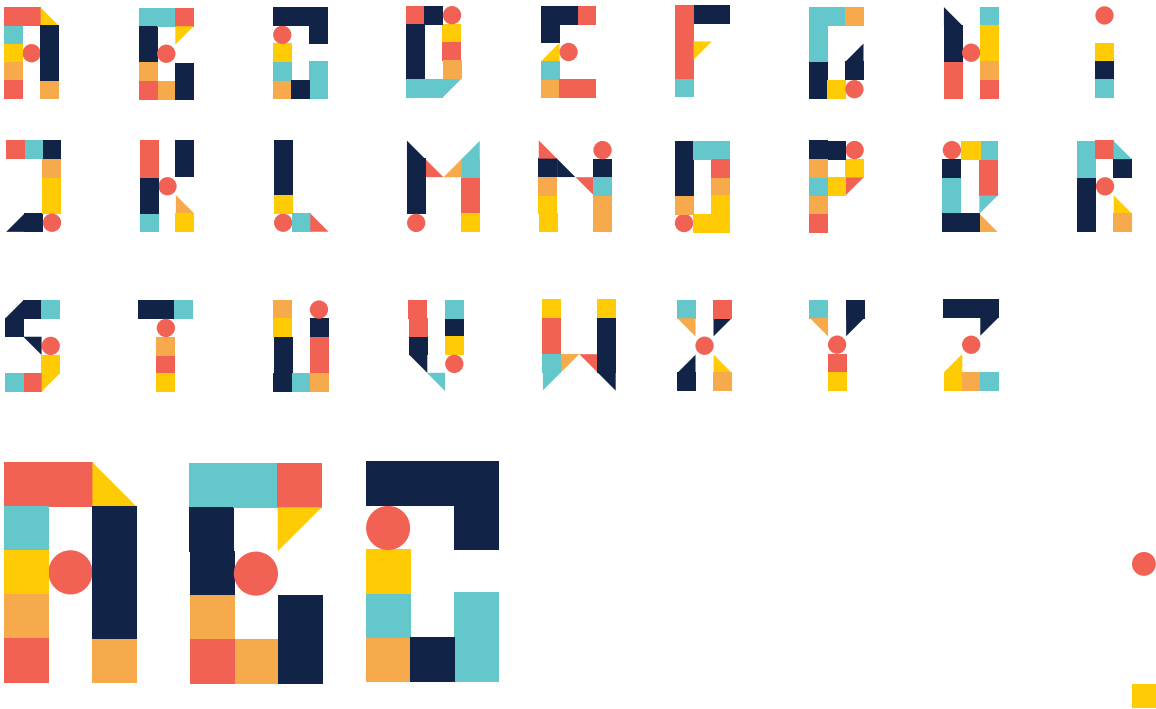


The identity takes rectangular forms found in the architecture as reference.



TYPOGRAPHY

This diplay type, or custom display font, should only be used for singular words of great importance for emphasis.



SECONDARY GRAPHICS

the secondary graphics are made by subtracting elements from the logo and transforming colors and scale. The shift in scale of the circle, triangle, and square portray the transforming nature of FIT.











Dubinsky
Barnes & Noble at FIT

Business and Liberal Arts
Baker School of Business and Technology
School of Liberal Arts

Feldman
Main Entrance
Admissions
Merrill W. and Fannie B. Haft Theatre

Conference Center
John E. Reeves Great Hall
Center for Continuing and Professional Studies

Pomerantz
Katie Murphy Amphitheatre
School of Art and Design

Goodman
Gladys Marcus Library
The Museum at FIT
School of Graduate Studies

Dubinsky
Barnes & Noble at FIT

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John E. Reeves Great Hall
Center for Continuing and Professional Studies

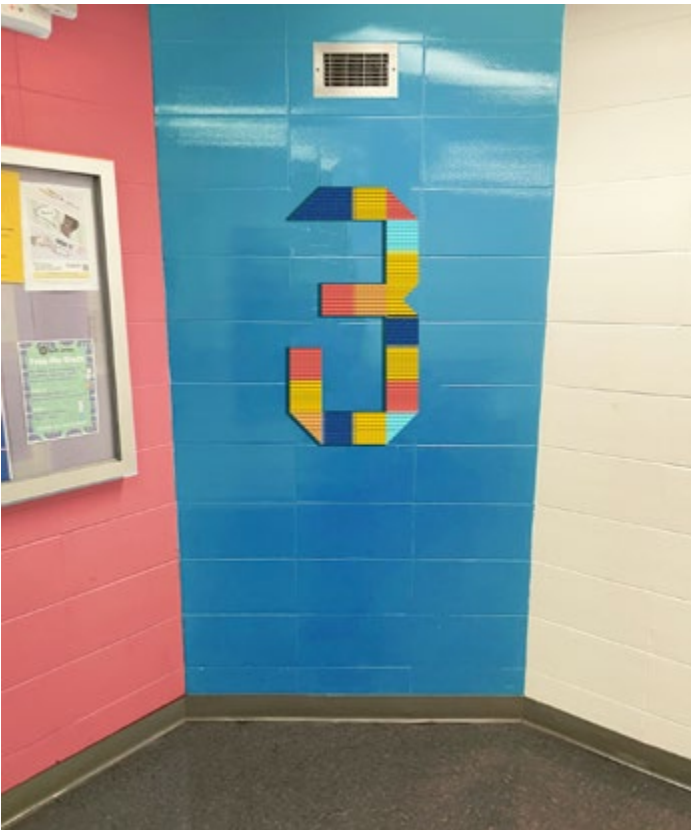
Pomerantz
Katie Murphy Amphitheatre
School of Art and Design

Goodman
Gladys Marcus Library
The Museum at FIT
School of Graduate Studies

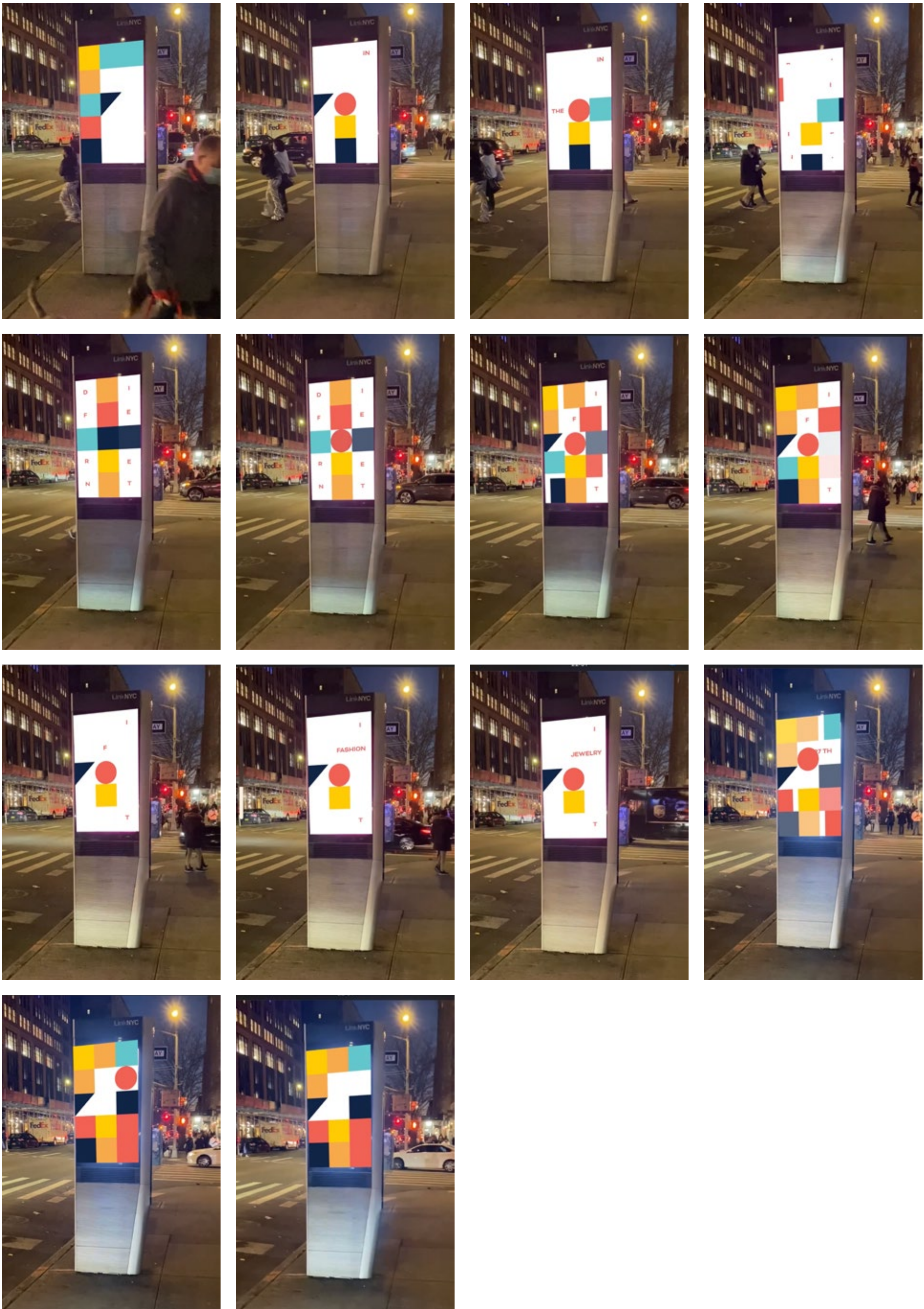
Co-Ed Hall
210

Nagler Hall
220

Alumni Hall
230



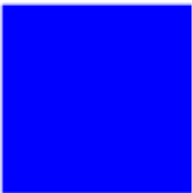




A website made for students, alumni, or anyone interested in the Graphic Design BFA program at the Fashion Institute of Technology in New York City. The website breaks down the program into its courses, faculty, past alumni, and the sand-box: an initiative to encourage students to share any experience or inspiration for future students.

The intent is to position the program as one that encourages a meditative approach to designing, being socially aware of choices, and intends to use visual communication critically. The semicolon serves as an echoe to taking a brief pause and connecting ideas.

Client: Graphic Design BFA Faculty (FIT)
Design: Elliot Jover, Lauren Salerno, Chloe de los Reyes

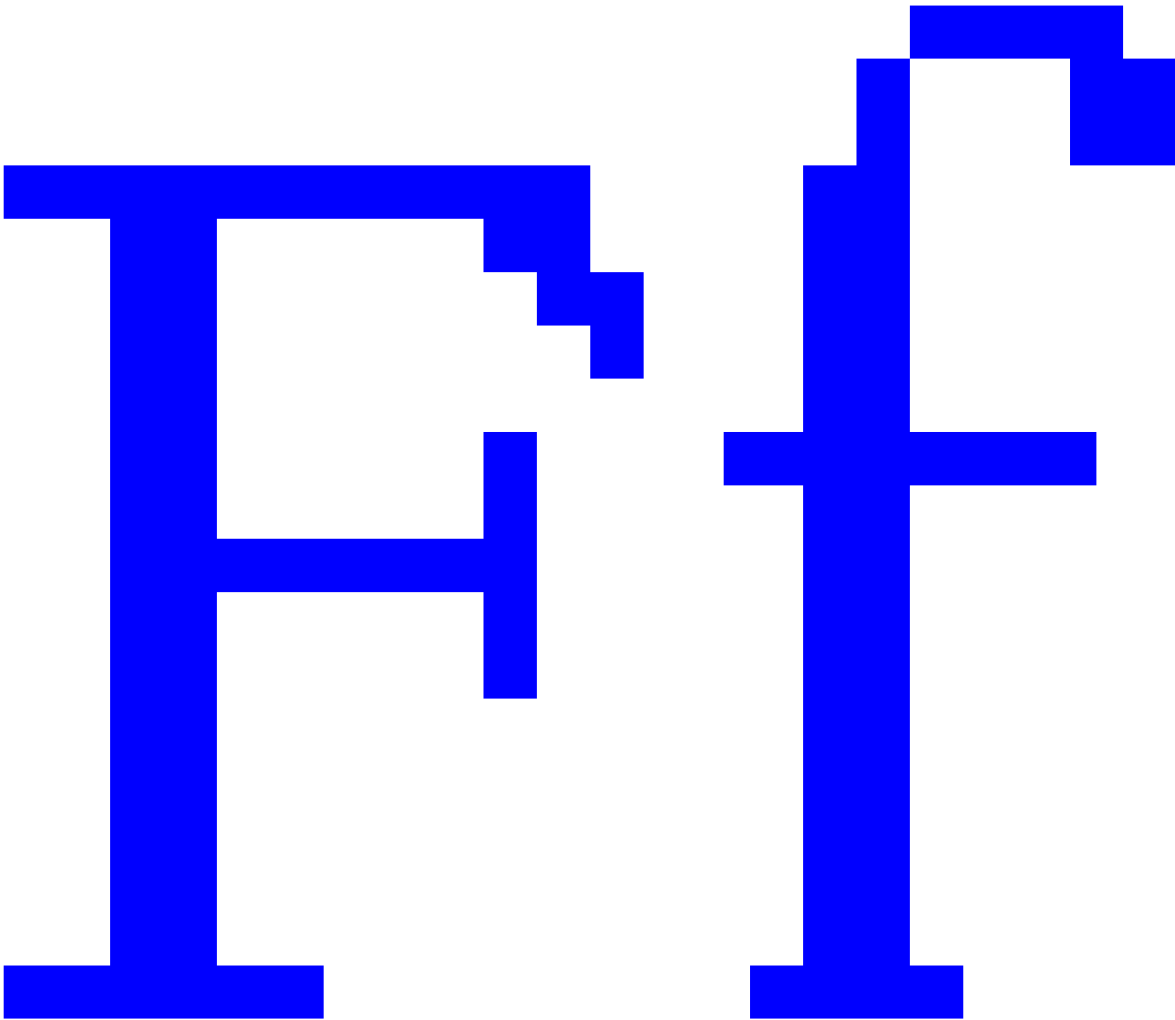


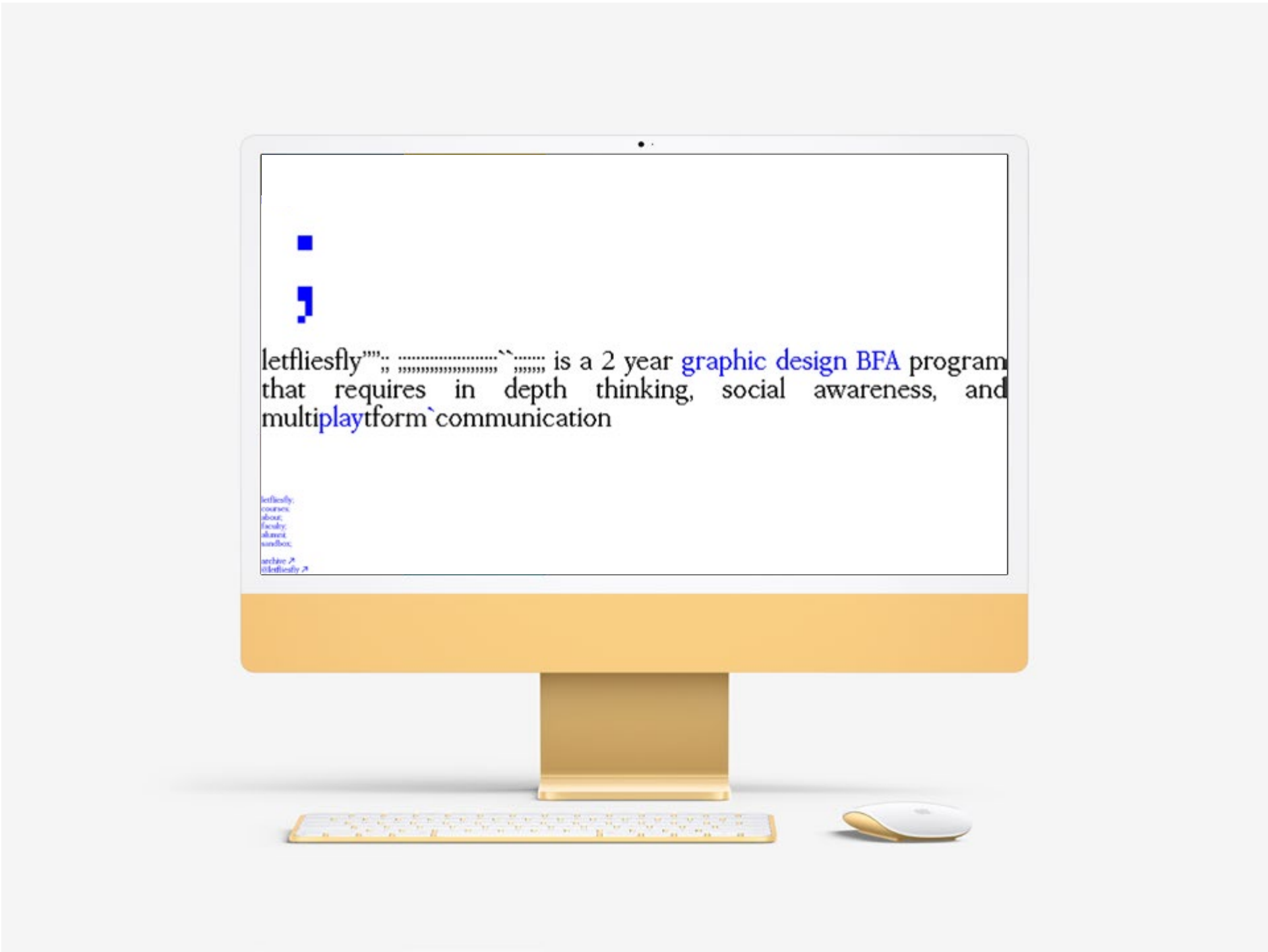
Logotype

letfliesfly;

PP Mondwest

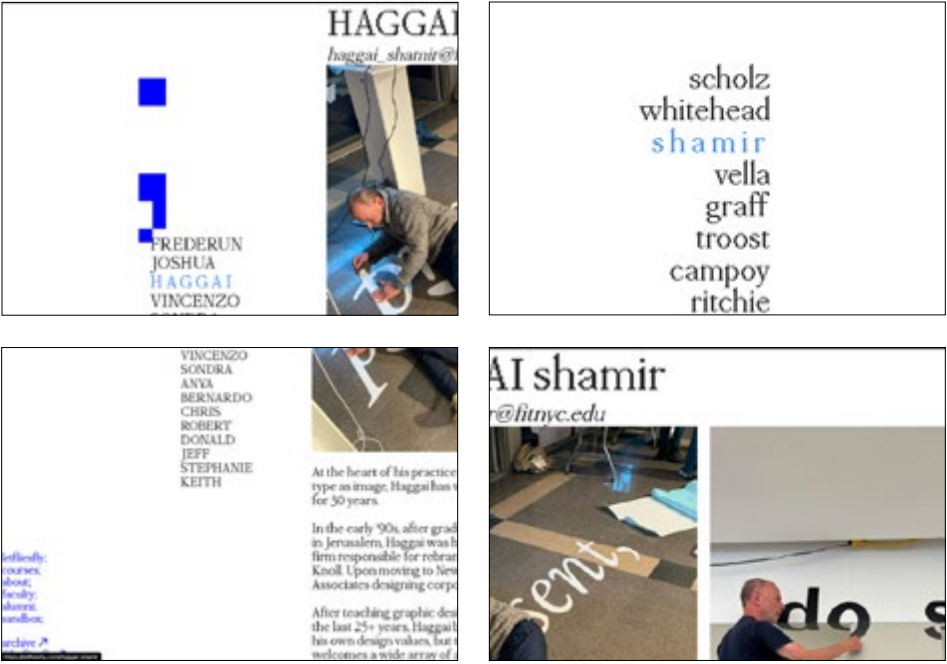
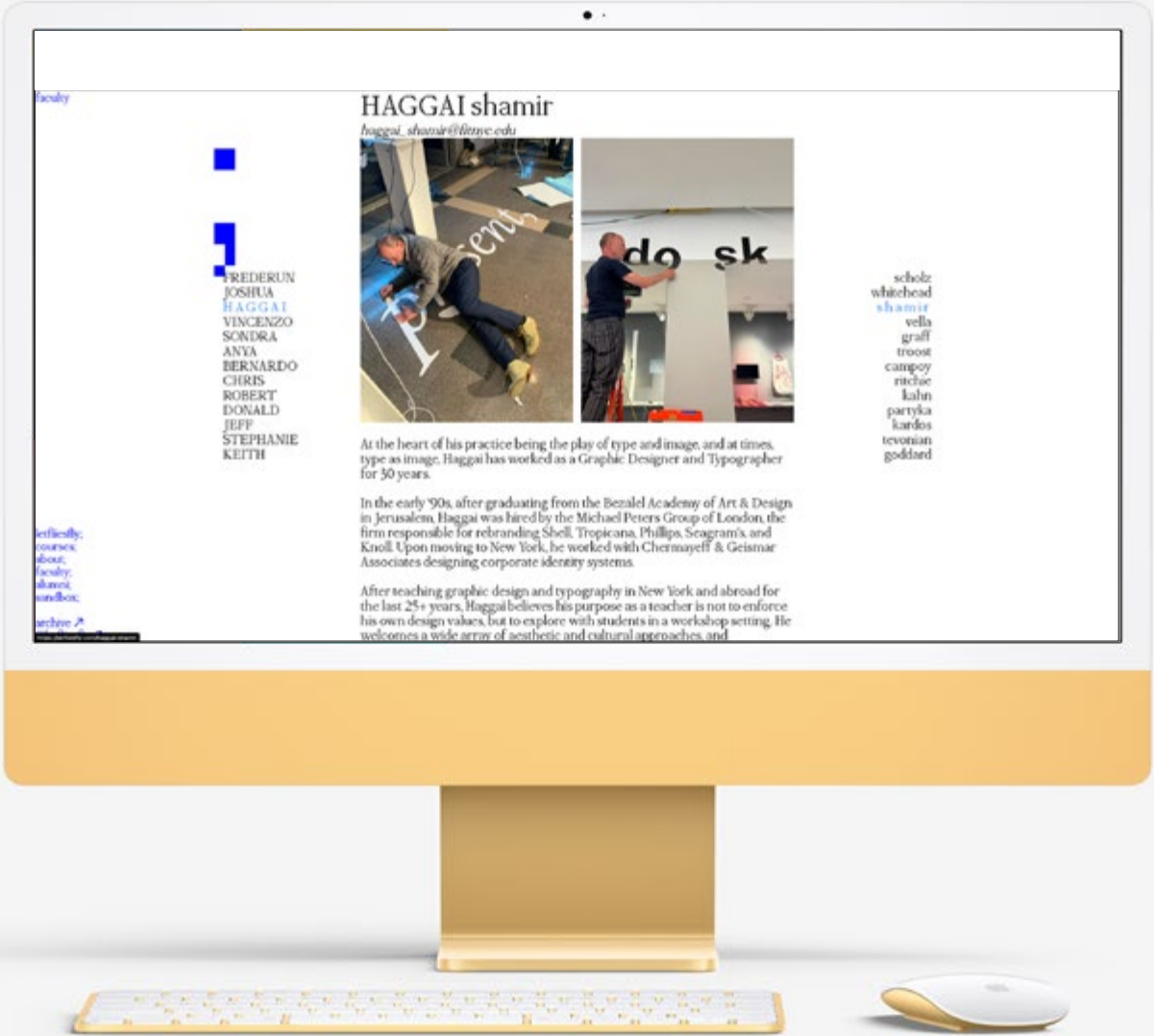
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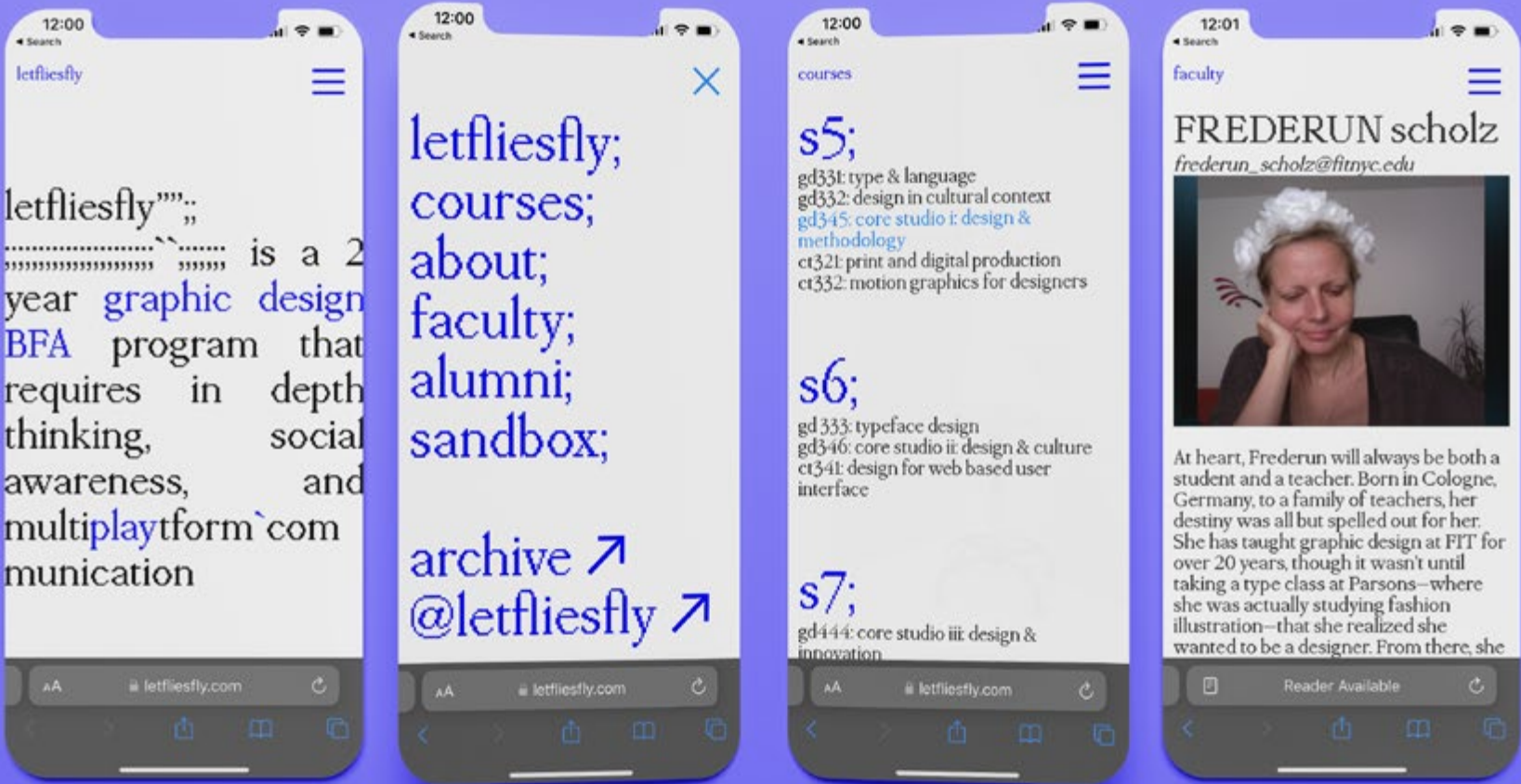




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sfly'""; requires in playtform`co	letfliesfly; courses; about; faculty; alumni; sandbox;







Dear pdf reader,

I am Elliot. My areas of interest include strategic and conceptual uses of typography, visual language, and an understanding of cultural contexts that can be associated with the work I gather. I have a [particular] fascination with the inertia of a conversation and the questioning of any bias or assumptions as part of the design process – believing this to open the door to more profound ways of communicating.

I have graduated from the Fashion Institute of Technology with a BFA in Graphic Design. I also studied abroad in UAL Chelsea College of Arts in the fall of 2022.

After 2 years away from school, I have been freelancing at Harriet Spear Studio, focusing primarily on environmental signage and a few small branding projects. Additionally, I've worked independently, providing branding services for small businesses and videographers.

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