

JRG

JORGE VALLE

PORTFOLIO

I'M **JORGE. PRONOUNCED HOR-HAY
IN SPANISH. AND AND I'M A
MULTI-DISCIPLINARY GRAPHIC
DESIGNER BASED IN LONDON**

GET IN CONTACT

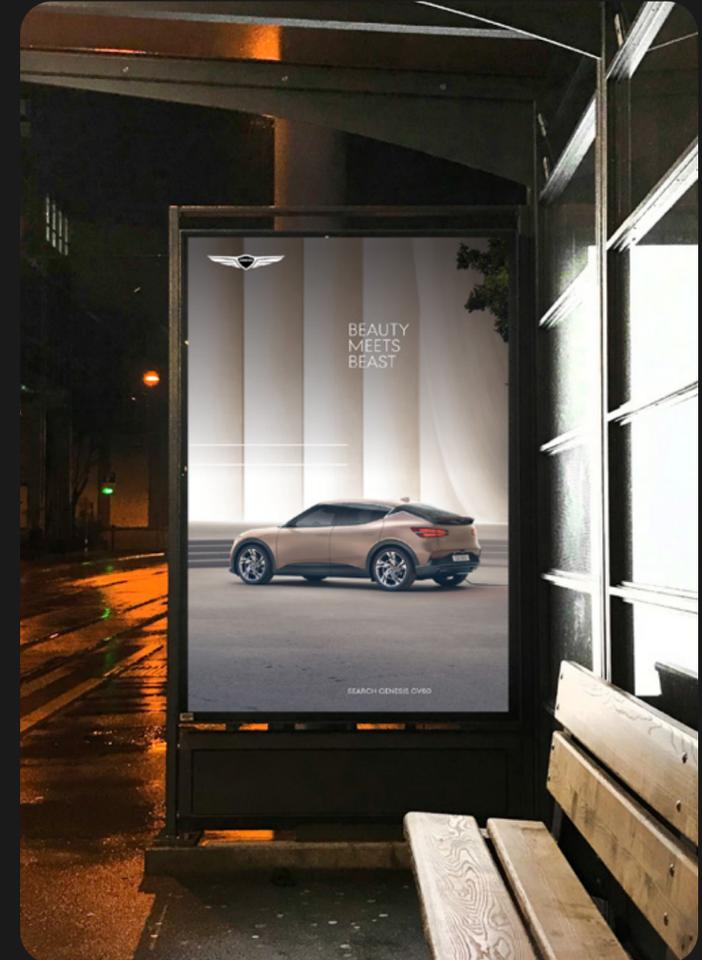
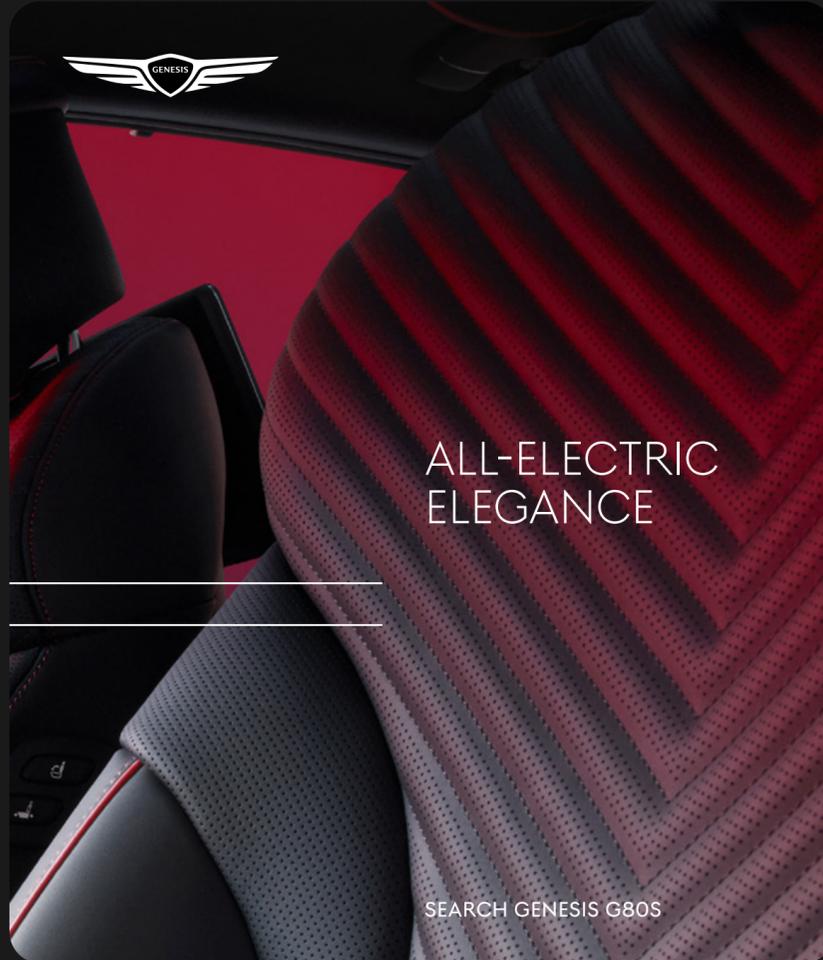
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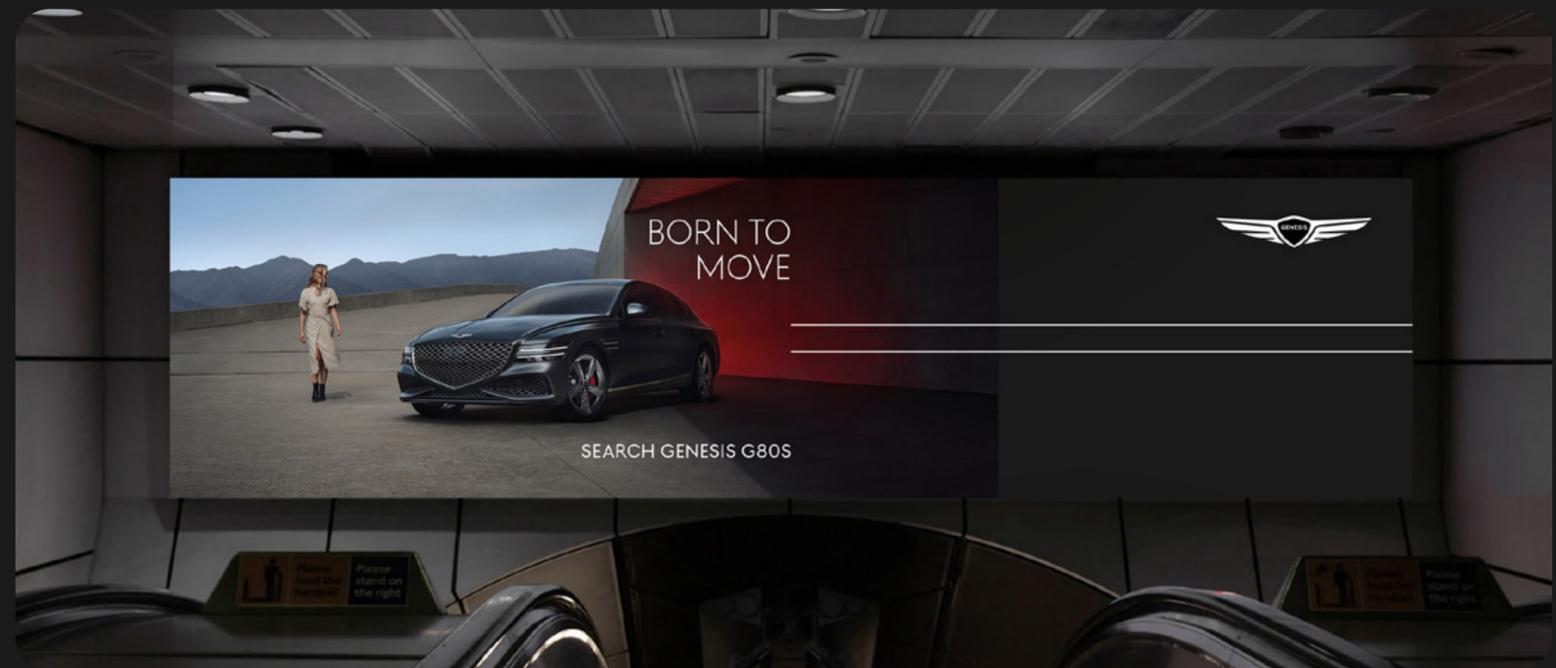
CRAFTING THE FUTURE

Transforming a brand that speaks to the modern consumer



GENESIS, HYUNDAI'S LUXURY VEHICLE DIVISION

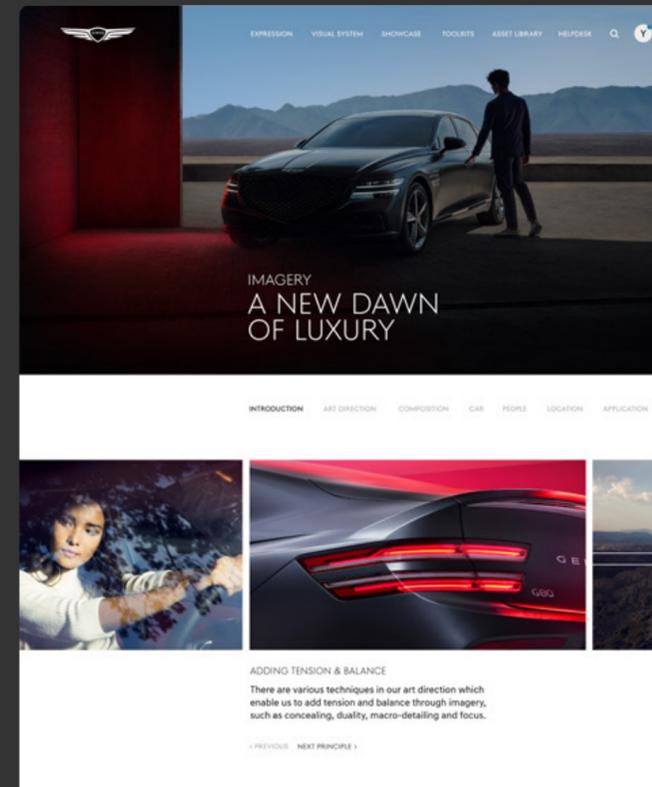
Genesis, the luxury vehicle division of Hyundai, sought to create a bold and distinctive identity that would resonate with consumers in Western markets. With ambitions to position itself as a leading luxury brand in the car industry, Genesis needed a comprehensive brand strategy that would communicate sophistication, innovation, and elegance.





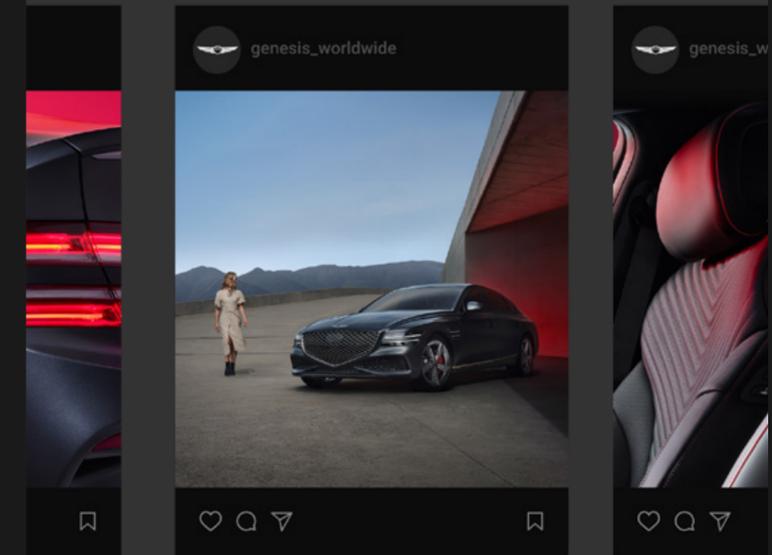
CRAFTING A LUXURIOUS BRAND PRESENCE

The main challenge was to develop a brand identity that not only aligned with Genesis's vision of luxury but also stood out in a competitive automotive market dominated by well-established names. The brand needed to transcend traditional automotive design, offering a clean, modern interpretation of prestige that appealed to a new generation of discerning consumers worldwide.



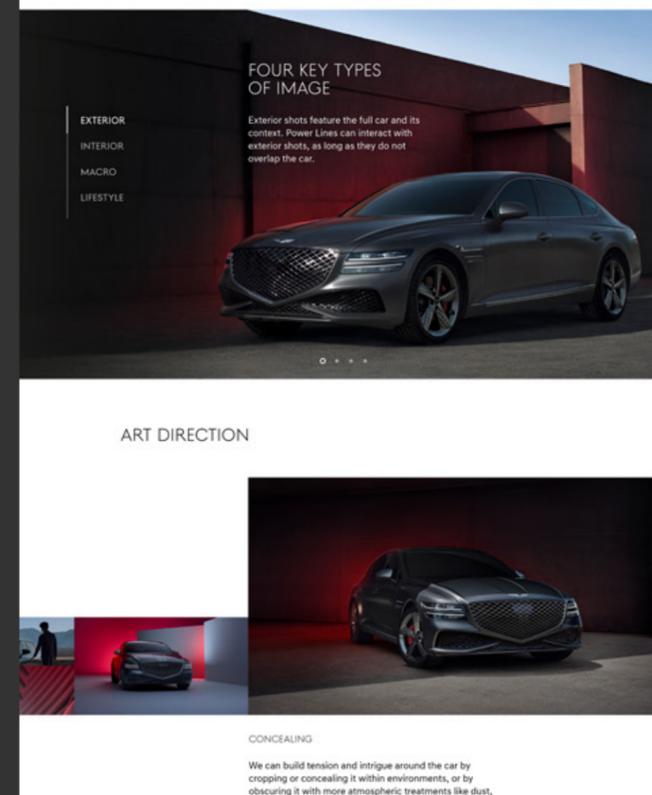
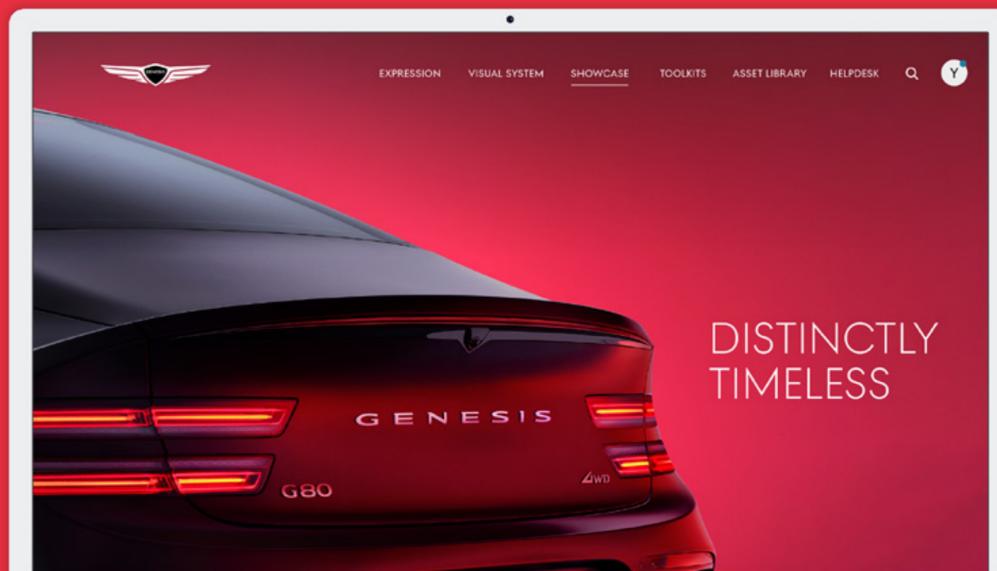
ADDING TENSION & BALANCE
There are various techniques in our art direction which enable us to add tension and balance through imagery, such as concealing, duality, macro-detailing and focus.

← PREVIOUS NEXT PRINCIPLE →



COMPREHENSIVE BRAND IDENTITY & DIGITAL GUIDELINES

The brand identity was crafted to blend elegance with innovation. This included a refined visual language, simplified logo, sophisticated photography, updated color palette and typography. Comprehensive digital guidelines ensured a consistent experience across all platforms, reinforcing Genesis' position as a high-end, innovative luxury brand with a distinct voice.



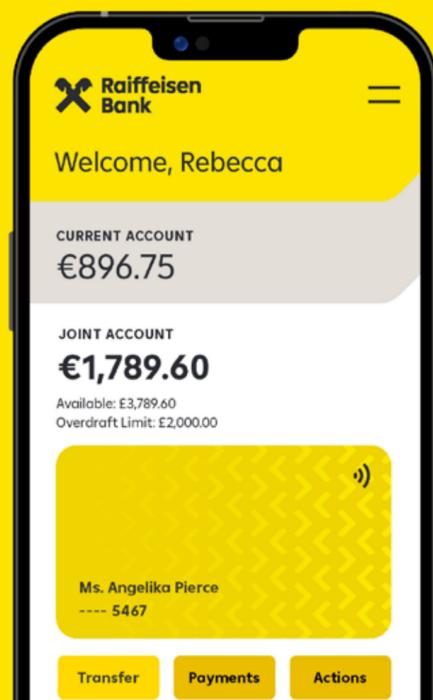
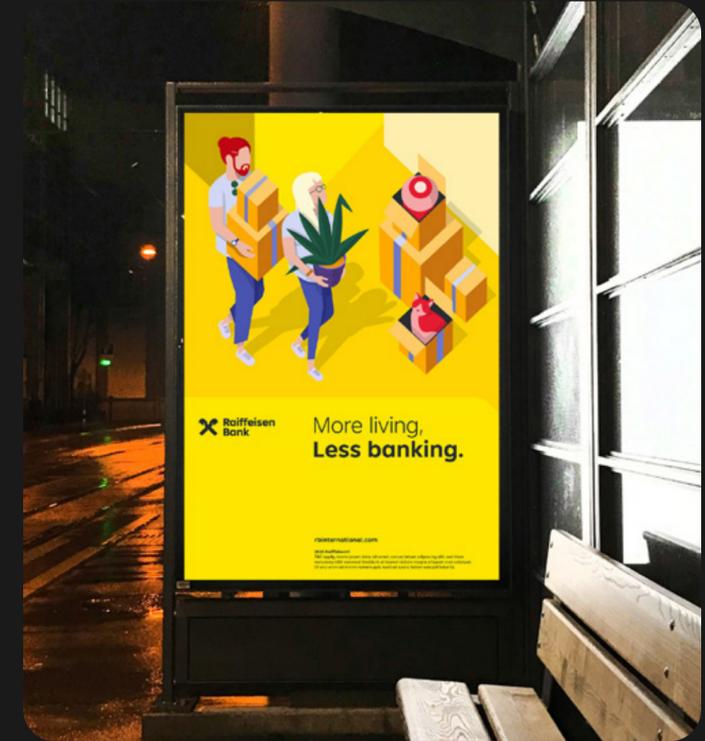
ART DIRECTION

CONCEALING
We can build tension and intrigue around the car by cropping or concealing it within environments, or by obscuring it with more atmospheric treatments like dust.



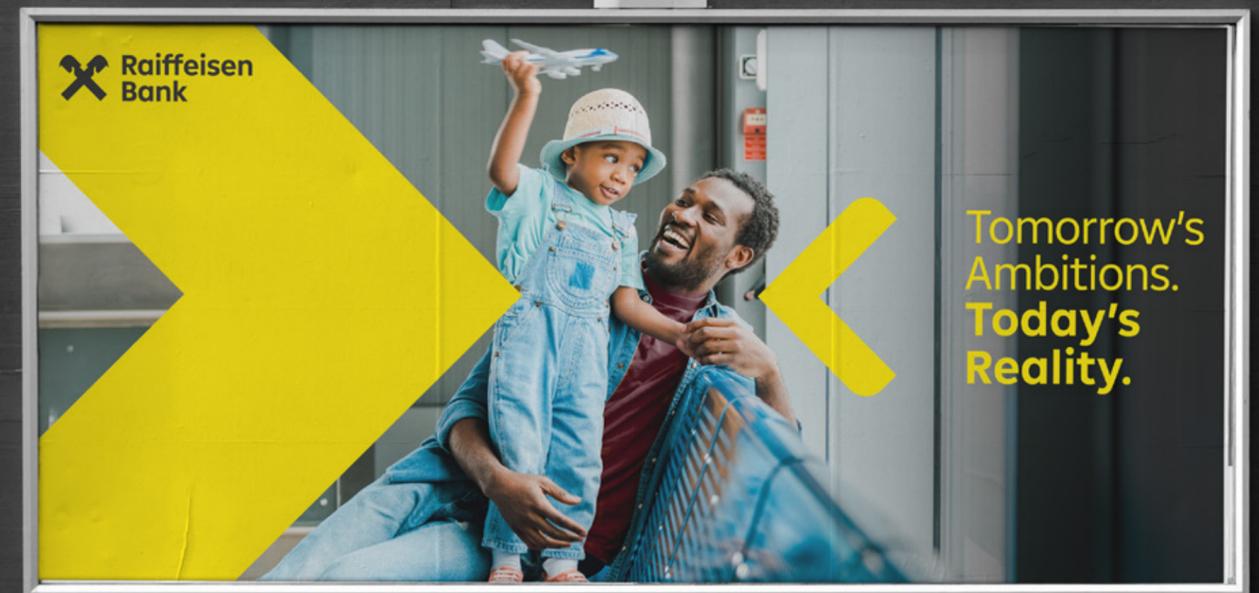
BANKING ON A NEW BRANDING

A refreshed identity for a more human-centred future



REPOSITIONING A LEGACY BRAND IDENTITY

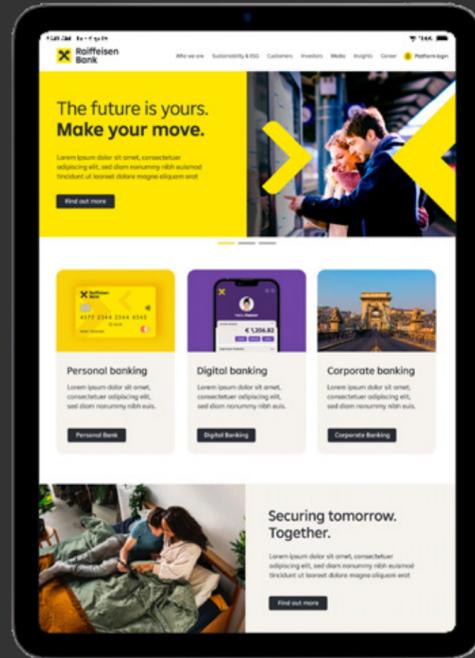
Raiffeisen Bank, a trusted network in Central and Eastern Europe, sought to strengthen its business through a consistent brand experience across all their channels. The aim was to modernise its image—making it more innovative, emotive, and human-centric—while preserving the sense of stability and trust it had built over decades in an rapidly shifting financial landscape.



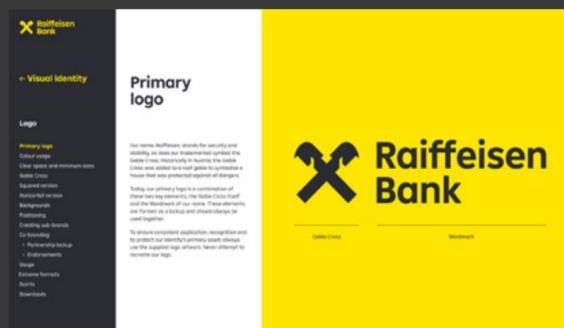
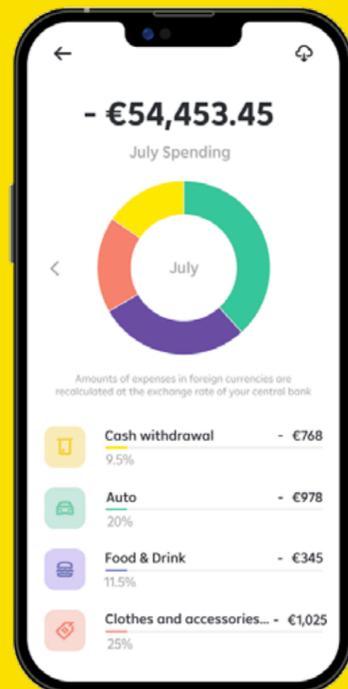
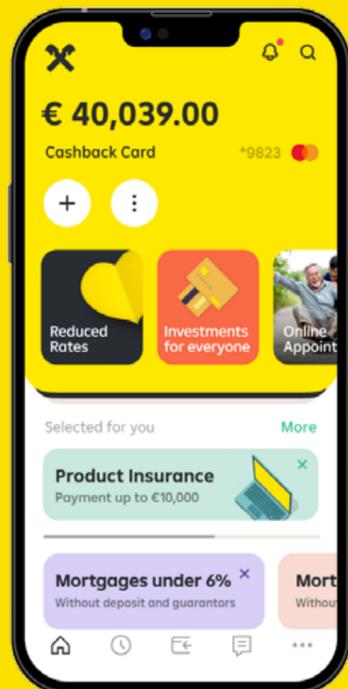
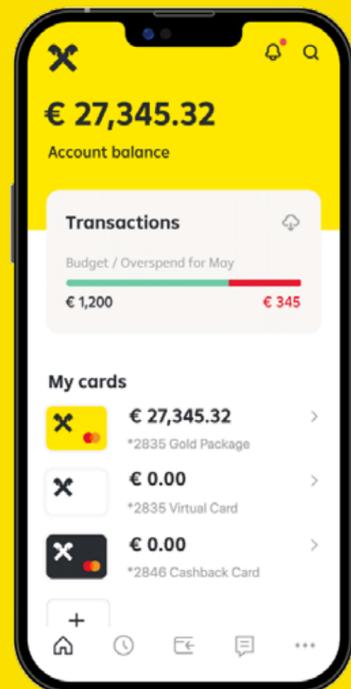
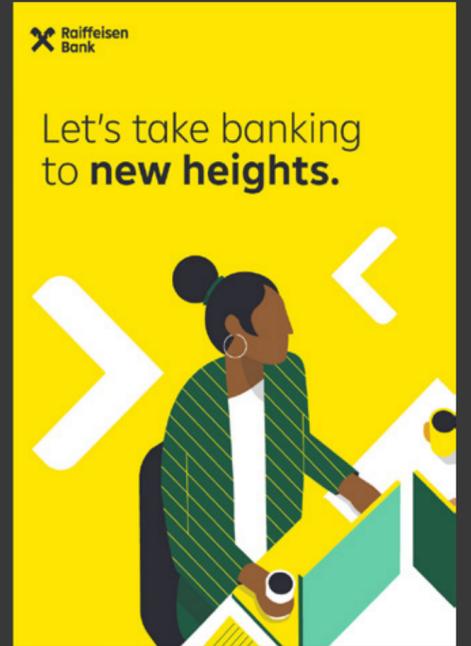


BALANCING TRADITION AND INNOVATION

One of the key challenge in the process was honoring the bank's legacy while moving it forward to the new digital world. They needed a recognisable design system that could adapt to local nuances yet remain consistent across multiple markets. The visual brand also had to work seamlessly across a wide variety of touchpoints—from mobile apps and signage to print and in-branch experiences.



Cash Management
 Digital Services
 Loans
 Credit Cards
Mortgages
 Payments
 Enterprise



DESIGNING FOR FLEXIBILITY AND IMPACT

To meet these needs, the solution was creating a refined visual identity that brought clarity, warmth, and personality. The logo was simplified for better usability, supported by a new graphic system, expanded color palette, modern typography, and a fresh illustration style. The project included the development of comprehensive digital guidelines to ensure the brand could scale consistently across all platforms.



ENGINEERING A BRIGHT IDENTITY

A vibrant rebrand to energise innovation at global scale



Safer smarter factories

SMART HOME SOLUTIONS



RECHARGING A GLOBAL TECH BRAND

NXP, a global leader in semiconductor design and manufacturing, set out to revitalise its brand to reflect a more dynamic, future-oriented vision. The aim was to strengthen its positioning in a fast-evolving market and better communicate its role in enabling innovation across sectors like automotive, mobile, and industrial IoT. The new identity needed to feel bold, intelligent, and distinctly NXP.



i.MX 91

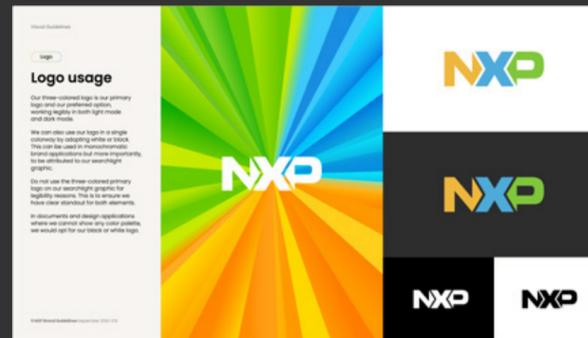
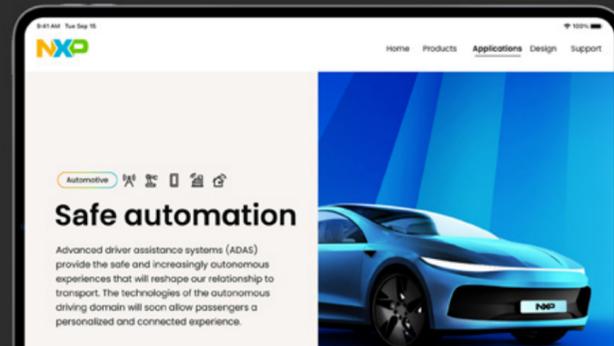
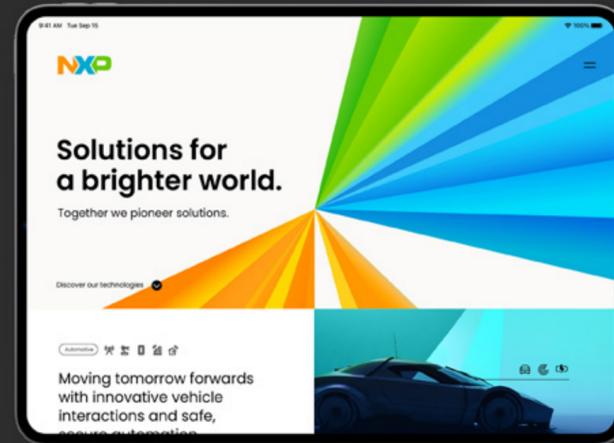
Breakthrough technology for a connected world



Be secured with safer connections for personal devices by design.
Discover at [NXP.COM](https://www.nxp.com)

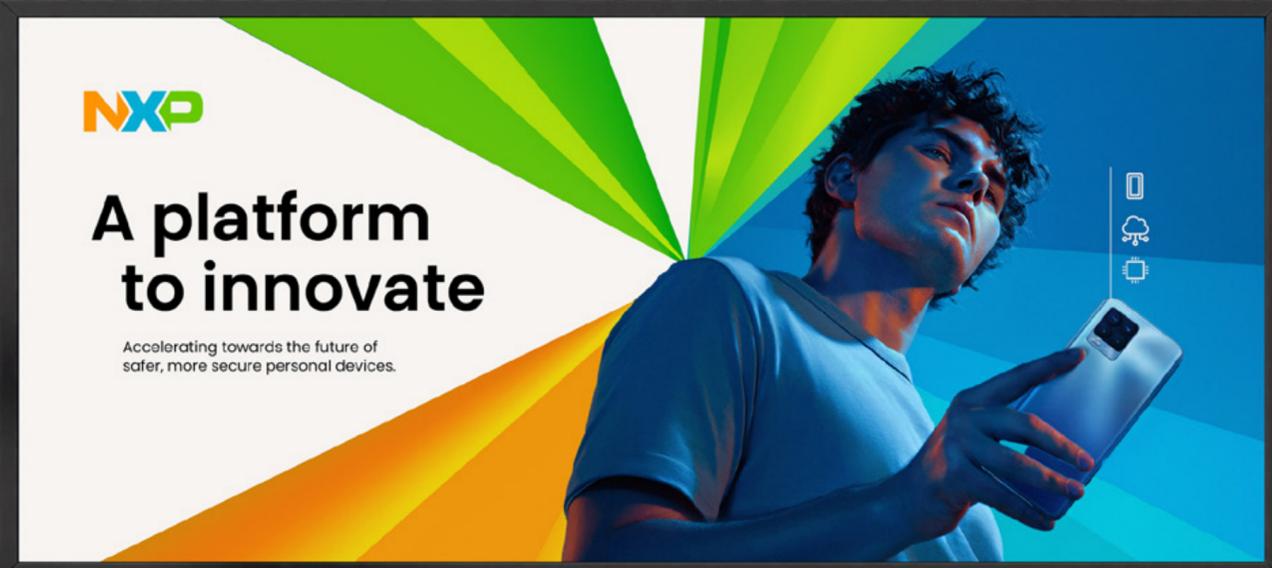
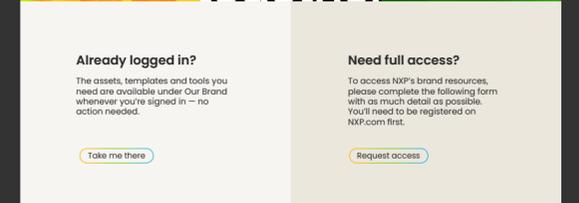
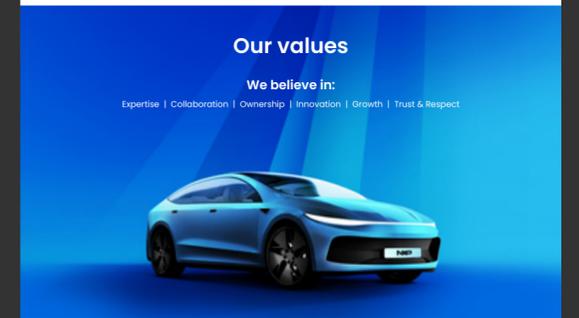
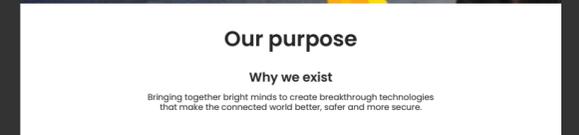
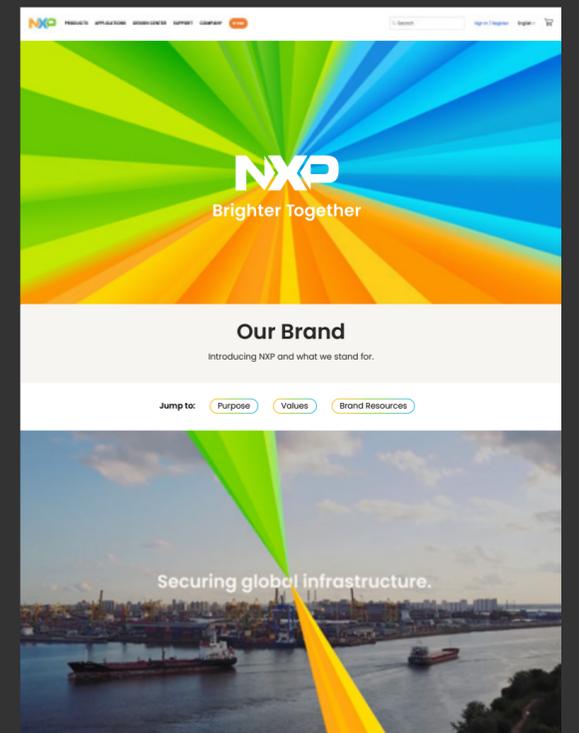
BALANCING INNOVATION WITH LEGACY

The challenge was to create a brand system that felt vibrant, dynamic, and had enough flexibility for future growth, without sacrificing the trust and engineering excellence that defined NXP's heritage. Internally, NXP needed a unifying identity that could bring consistency to the diverse product divisions and regional teams within the company. Externally, the branding had to resonate across industries while remaining distinct and recognisable in a competitive global market.



DESIGNING FOR SCALE AND IMPACT

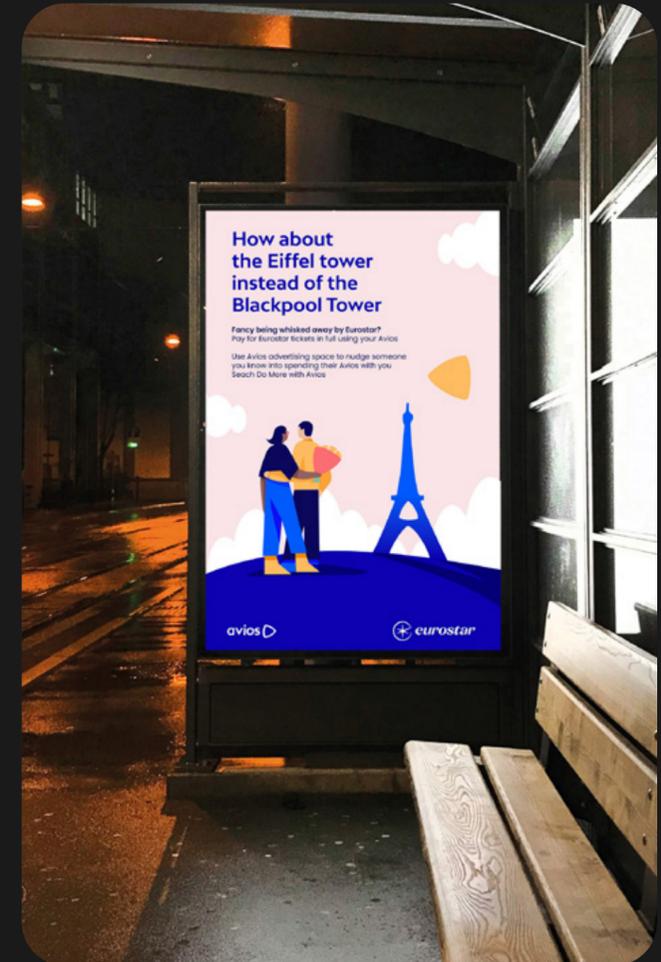
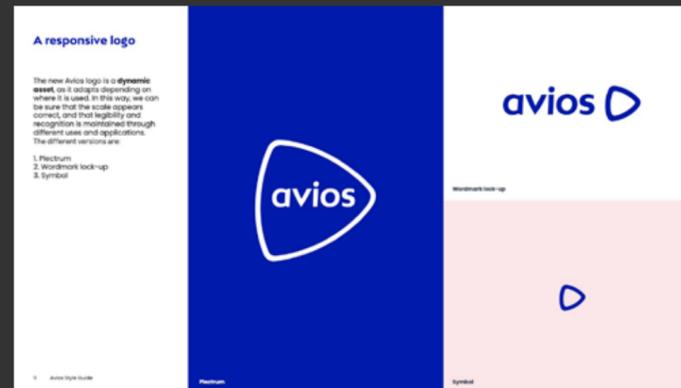
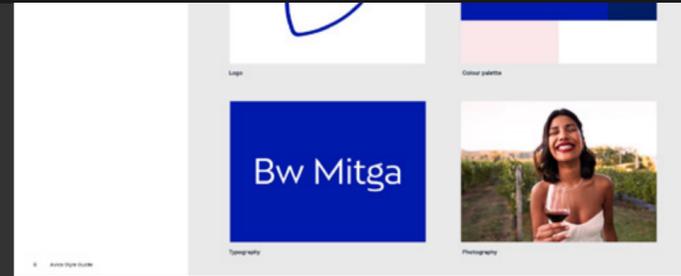
The solution was a comprehensive rebrand featuring a refined logo, a vibrant colour palette, and a confident new visual language. Illustration and photography were updated to reflect real-world applications of NXP's technologies. Paired with detailed brand guidelines, the system was designed for global impact—flexible enough for product launches, trade shows, editorial, and beyond. It marked a bold step forward in how NXP defines and communicates its future.





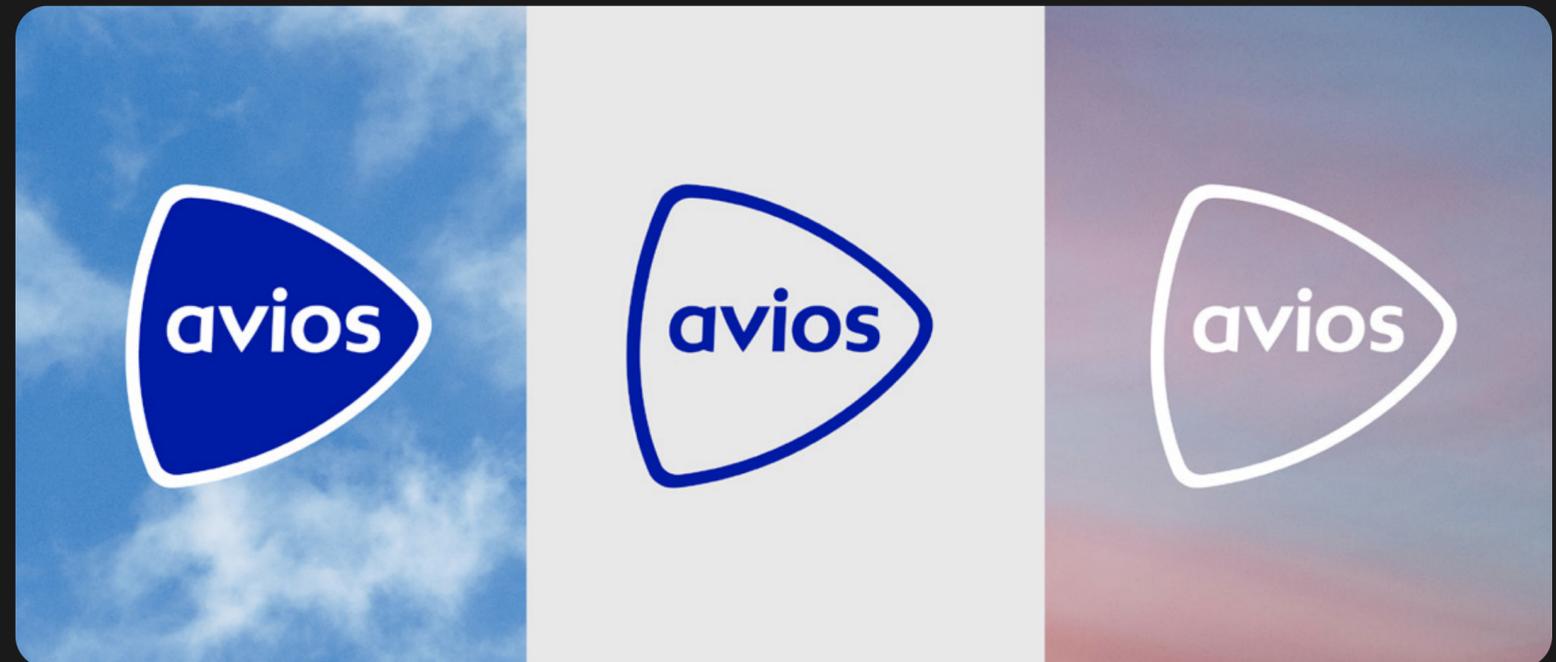
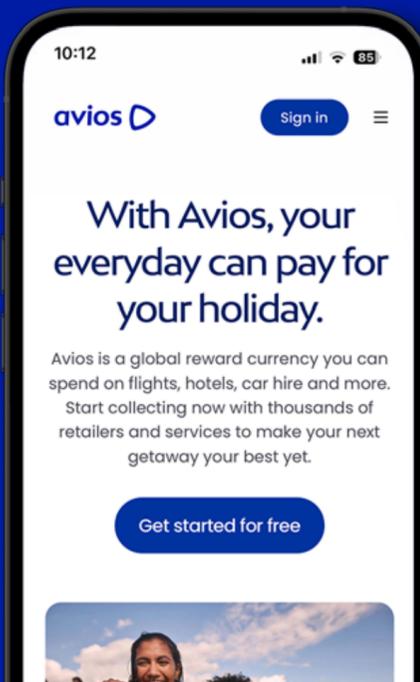
MAKING LOYALTY FEEL SIMPLE

A refined identity for Avios, built for clarity and ease.



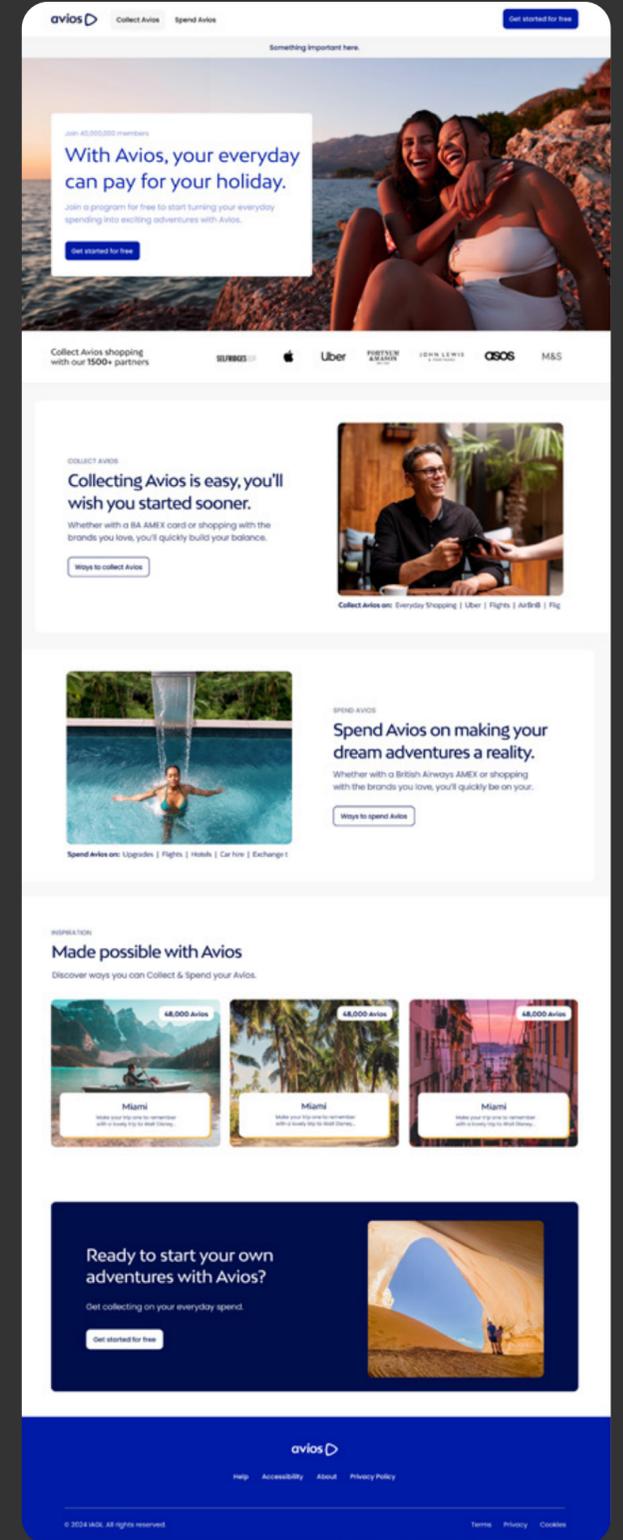
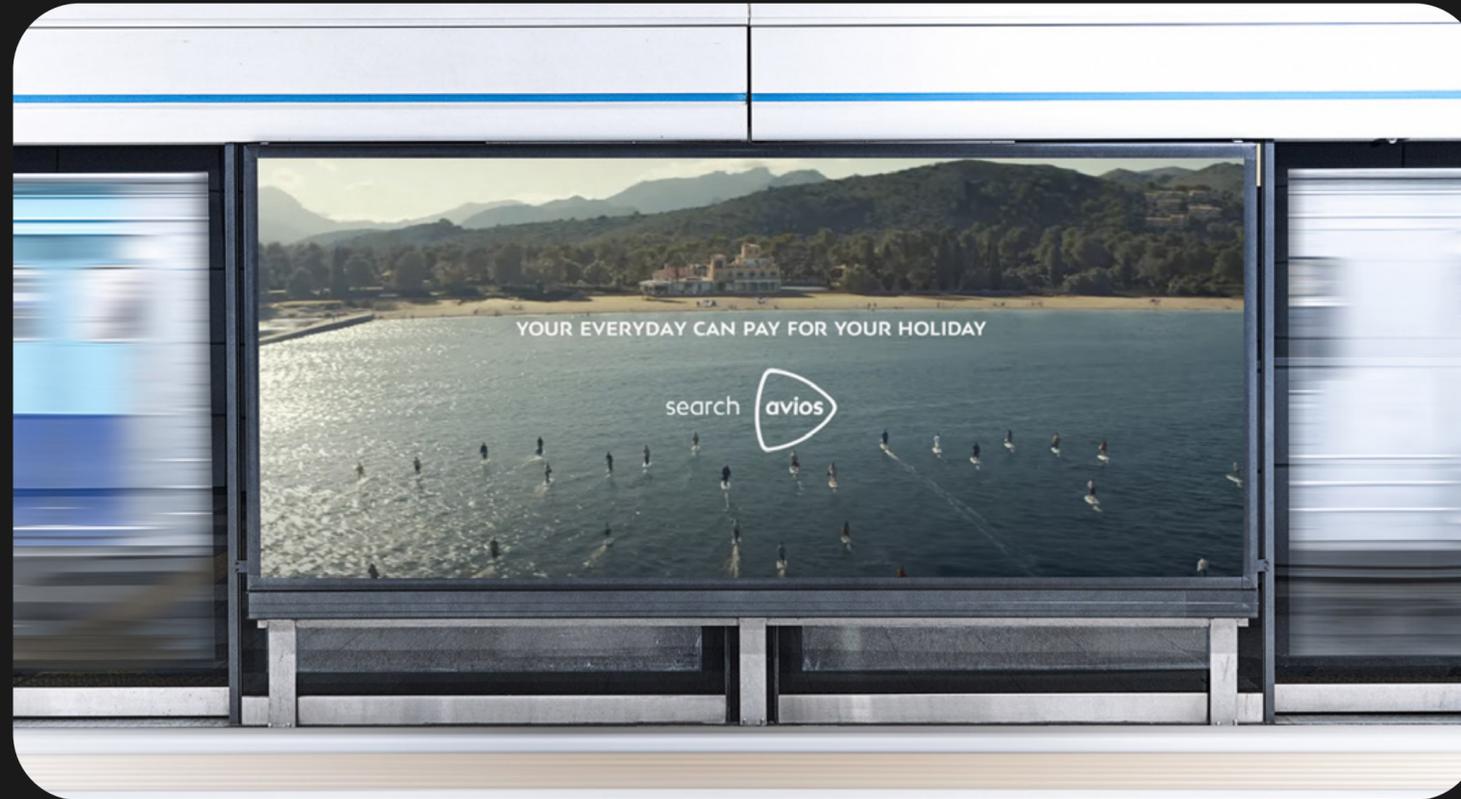
DEFINING A CLEARER BRAND PURPOSE

Avios is the loyalty currency behind the British Airways Executive Club, connecting travellers to a world of rewards across airlines and experiences. While well-known, the brand lacked a clear and unified identity that could scale easily across all its touchpoints. This project focused on refining—not reinventing—the brand: a thoughtful update that brought visual consistency and a clearer message for everyday use.



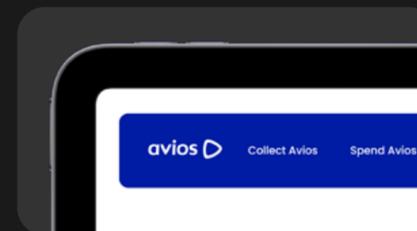
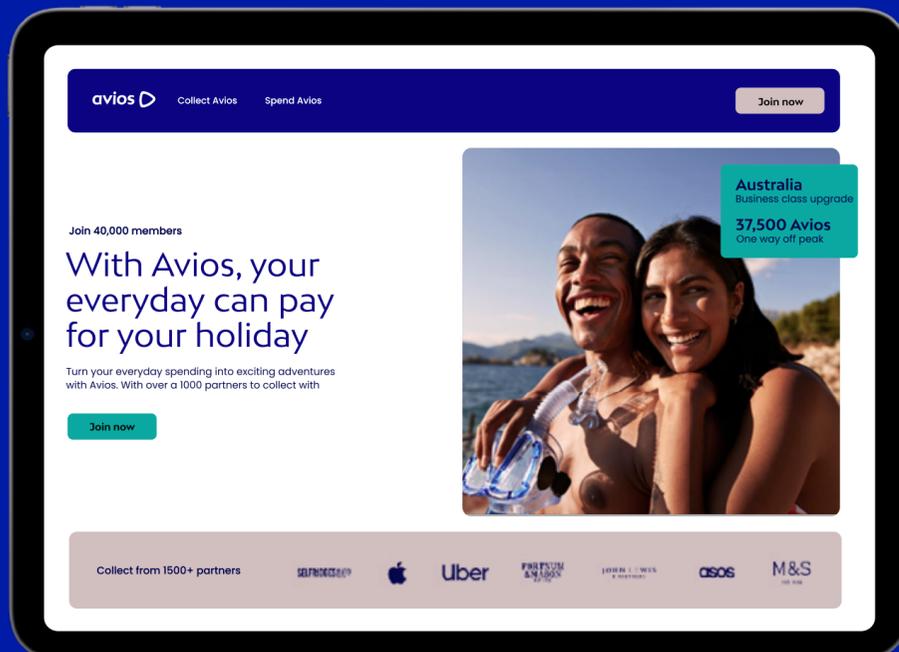
BALANCING LEGACY AND USABILITY

One of the key challenges was finding the right balance between familiarity and change. The previous identity had grown overly complex and was proving difficult to implement effectively across platforms and regions. The task was to streamline the visual system without compromising the brand's recognisability—refining the logo, defining a stronger digital presence, and establishing clearer guidance for consistent use.



DESIGNING FOR SEAMLESS INTEGRATION

The outcome was a simplified, modernised identity that retained the essence of Avios while enhancing clarity and usability. A refined logo, supported by refreshed brand guidelines and tone of voice principles, ensured the system could flex across airlines, digital platforms, and customer-facing materials. The updated identity helped make loyalty feel more accessible—no matter where or how it's used.





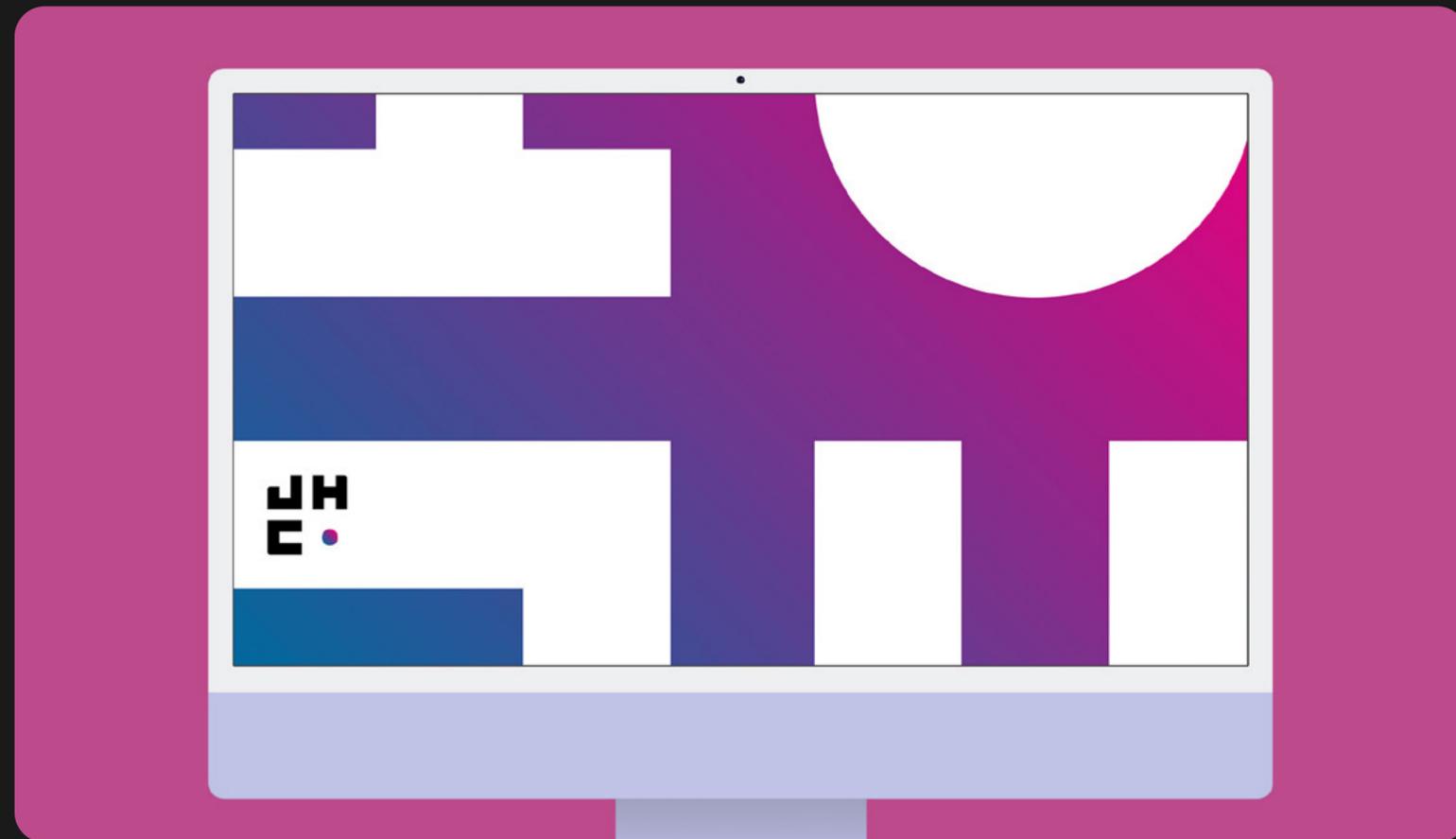
FINANCE WITHOUT BOUNDARIES

A strategic rebrand to reflect vision, values, and ambition



DEFINING A MORE CONFIDENT FUTURE

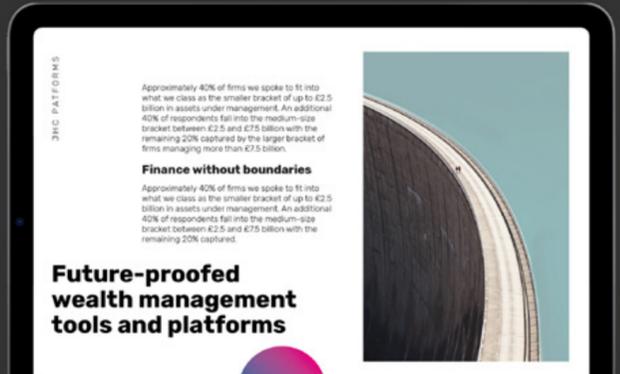
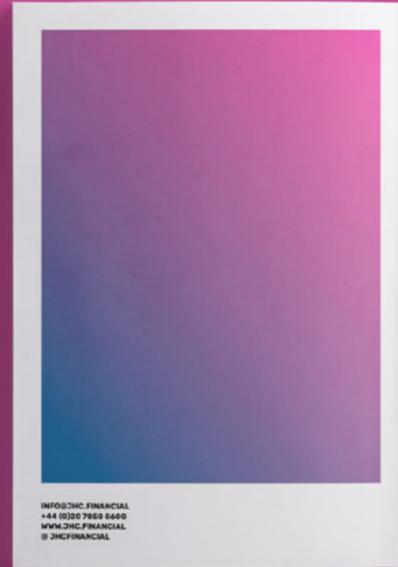
JHC, a leading wealth management firm, sought to clarify its business vision and align its brand with the evolving expectations of its clients and the industry. The goal was to move beyond traditional finance tropes and express a more confident, progressive identity—one that captured the firm’s forward-looking ethos and positioned it as a modern, agile player in the wealth space.





BRIDGING STRATEGY AND IDENTITY

Working closely with JHC's leadership, the aim was translating long-term business goals into a focused creative direction. A key challenge was capturing the firm's values and distinct market position in a way that felt both bold and authentic. The brand needed to appeal to an increasingly diverse, digitally-minded audience without losing the trust and legacy that existing clients relied on.



A BRAND BUILT TO GROW

The rebrand introduced a dynamic new logo, a refined visual system, and a suite of collateral designed for clarity and impact. At its core is the JHC 'dot'—a playful yet meaningful symbol of the brand's digital mindset and ability to evolve. Every element—from typography and colour palette to tone of voice—was crafted to express confidence, adaptability, and ambition. The new identity unified all subdivisions and positioned JHC for growth in a rapidly changing financial landscape.





ARTICLE TEN

NEVER THE SAME OLD STORY

A rebrand that speaks volumes through bold thinking.



ESTABLISHING A BOLD NEW DIRECTION

Article Ten is a London-based creative agency known for delivering high-impact, cross-media campaigns across digital, branding, video, and events. With a new mission to match their evolving ambition, they sought a complete brand transformation—one that would encapsulate their creative range, progressive outlook, and fearless approach to integrated storytelling and fearless design.



CREATIVE CONSTRAINTS AND CHALLENGES

The team's multidisciplinary nature was a strength—but also a challenge. The identity needed to flex across different formats and media, while never losing cohesion or energy. Equally important was ensuring the new look didn't feel flat or predictable. The solution? Push hard into expressive typography, unmissable layouts, and a level of vibrancy that visually echoed their spirit of collaboration and momentum.



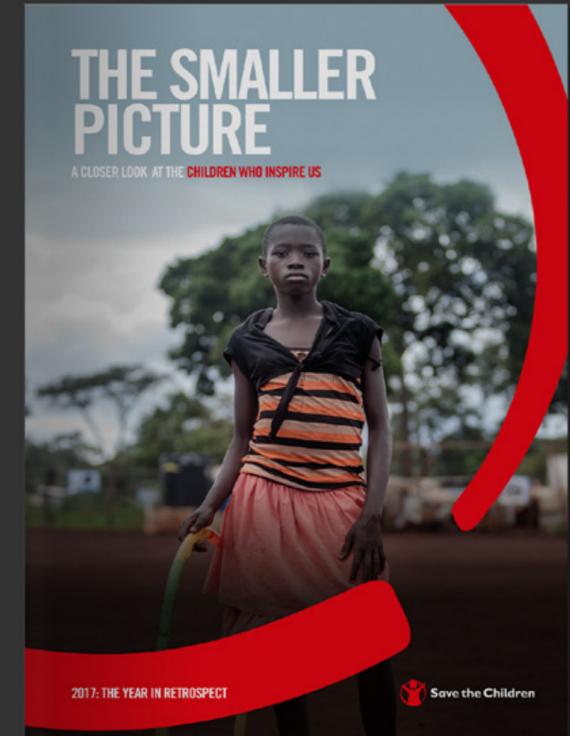
DELIVERING BOLD VERSATILITY

The striking identity system was built around a changing typographic logo—designed to feel confident and unapologetic. Paired with a rich, electrifying palette and bold imagery, the new visual language delivers stand-out presence across all channels. The branding embraces contrast, texture, and rhythm, giving the team a toolbox that adapts to every context without losing its punch. It's a brand built to be as expressive as the work it represents.



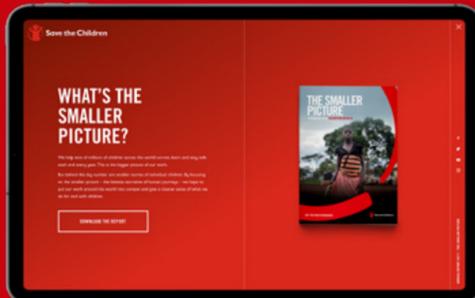
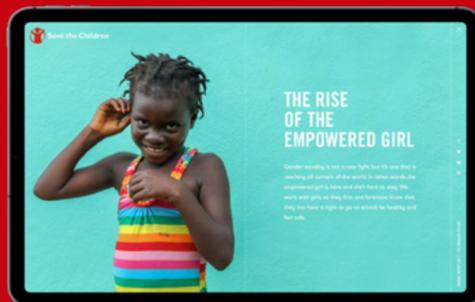
THE SMALLER PICTURE

Bringing humanity back to the forefront of a charity's message.



A SHIFT IN STORYTELLING

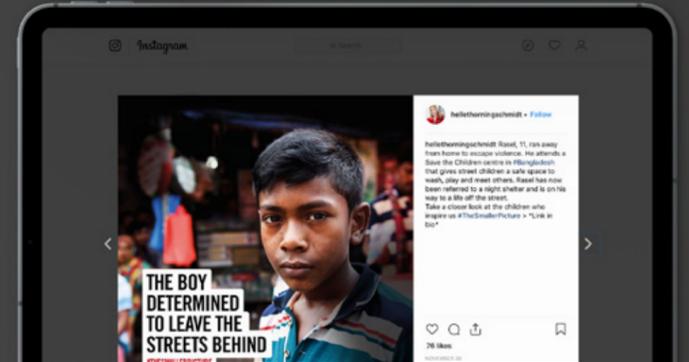
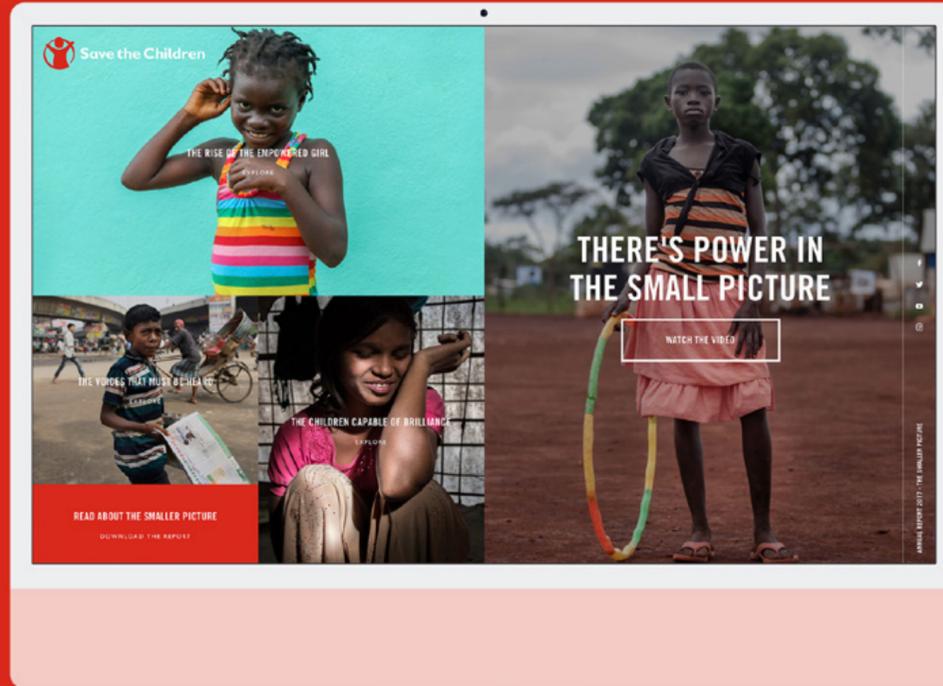
For Save the Children, the brief was clear: bring people closer to the real impact behind the organisation's global presence. This campaign and annual report set out to reframe the narrative—not through statistics, but through personal stories. Conceived with empathy and clarity in mind, the work focused on humanising the message by highlighting the powerful, individual experiences inside the bigger picture.





BRIDGING A TRUST GAP

Following a difficult period for the charity sector, reconnecting with audiences meant rebuilding emotional trust. That started with stripping back the complexity and designing with transparency. Visually, this meant pairing powerful, unfiltered photography with straightforward messaging and layout systems that allowed real stories to shine without distraction. The challenge wasn't about saying more—it was about saying it better.



DESIGNING WITH INTEGRITY

The outcome was an emotionally resonant, globally adaptable campaign built around positive storytelling. The refreshed digital presence, clear typographic hierarchy, and editorial-inspired print layouts helped communicate with clarity across platforms. Photography and narrative were treated as equal partners in the design, ensuring that each story felt authentic and purposeful. By placing the people behind the cause at the centre, Save the Children made its mission tangible, relatable, and human.



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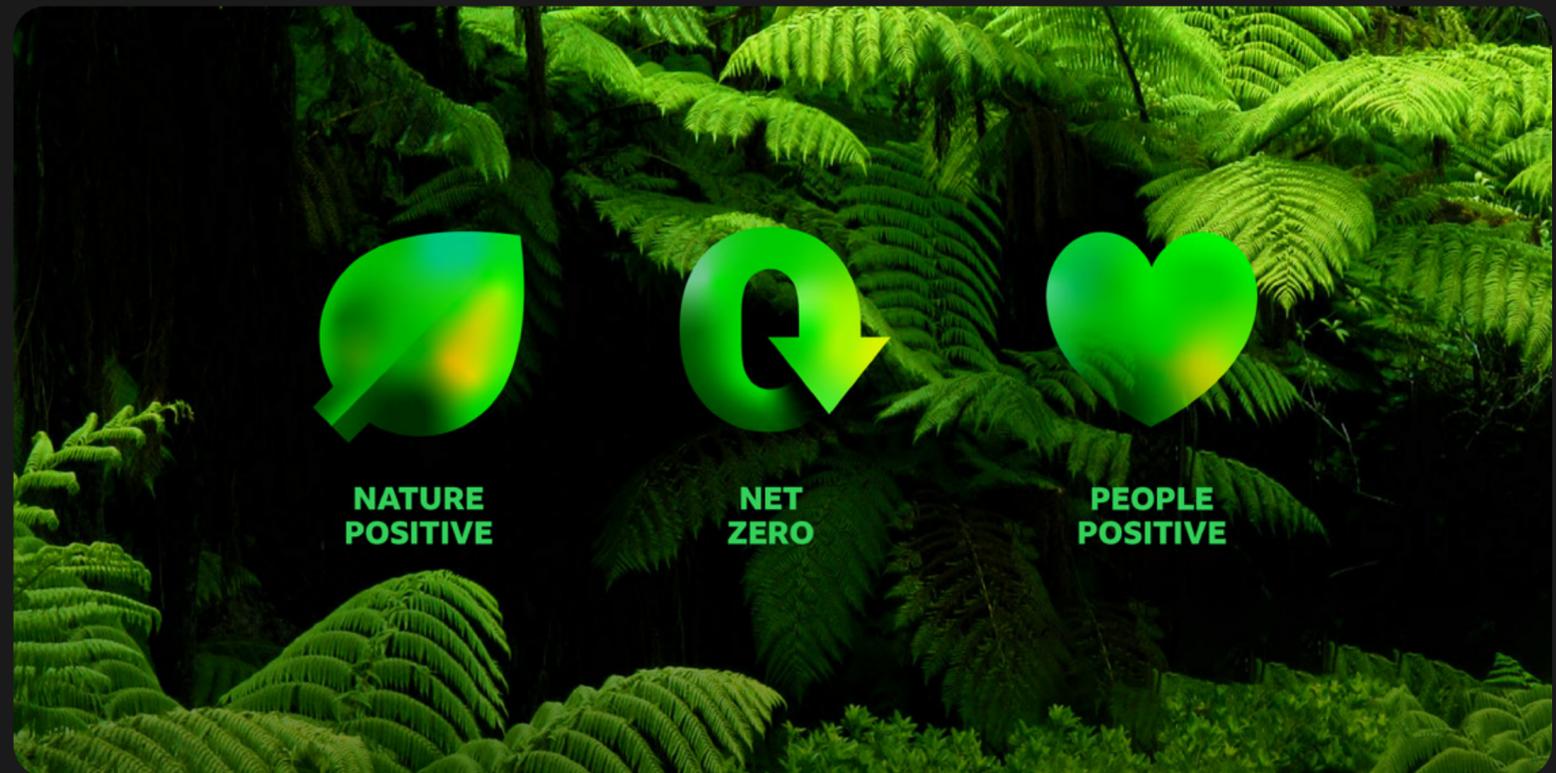
TOWARDS A GREENER BROADCAST

Bringing impact to the BBC's sustainability promise.



SETTING A NEW STANDARD

In response to the global climate crisis, the BBC set out a bold ambition: to reach Net Zero by 2050. To communicate this commitment, it launched the Net Zero Transition Plan. A campaign was developed to bring the plan to life—built around three core pillars: Nature Positive, Net Zero, and People Positive. The aim was to create a clear, recognisable system that could be used across internal and external channels.





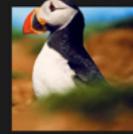
THREE PILLARS, ONE COHESIVE VOICE

Each pillar carried its own story and purpose, but all needed to align within a unified framework. A consistent visual language—anchored in bold iconography—was introduced to ensure the message was adaptable and engaging. This approach helped make the BBC’s 2050 Net Zero target both accessible and actionable, delivering impact across strategic communications as well as day-to-day interactions.



We get people talking. Naturally.

The BBC is a public service organisation with a conscience. And we raise the cultural consciousness. By experimenting. By innovating. By stimulating debate. By shining a light wherever there is darkness. Our positive action plan is designed to deliver impact in 3 key areas:



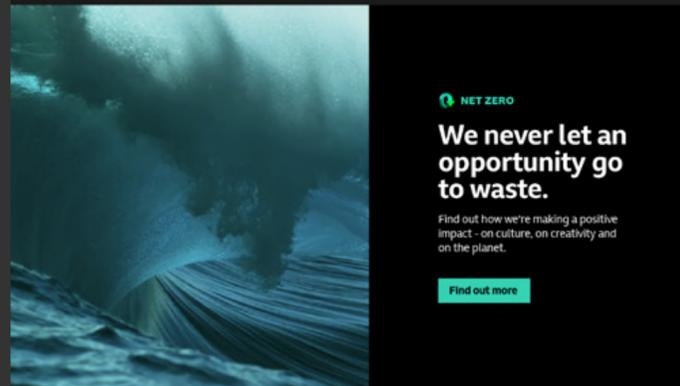
NATURE POSITIVE
We've always got an eye on the future.



NET ZERO
We're helping everyone to clean up their act.



PEOPLE POSITIVE
We get people talking. Naturally.



NET ZERO

We never let an opportunity go to waste.

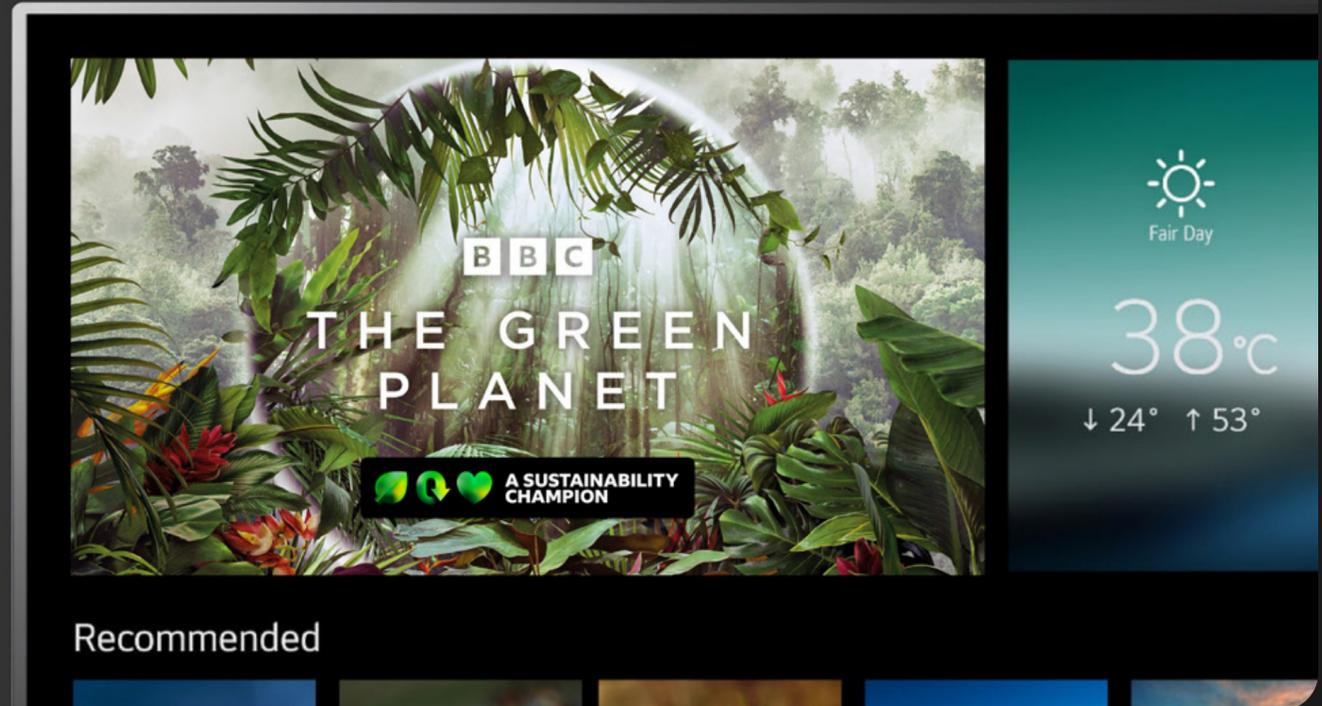
Find out how we're making a positive impact - on culture, on creativity and on the planet.

[Find out more](#)



Being planet positive. It's in all our interests.

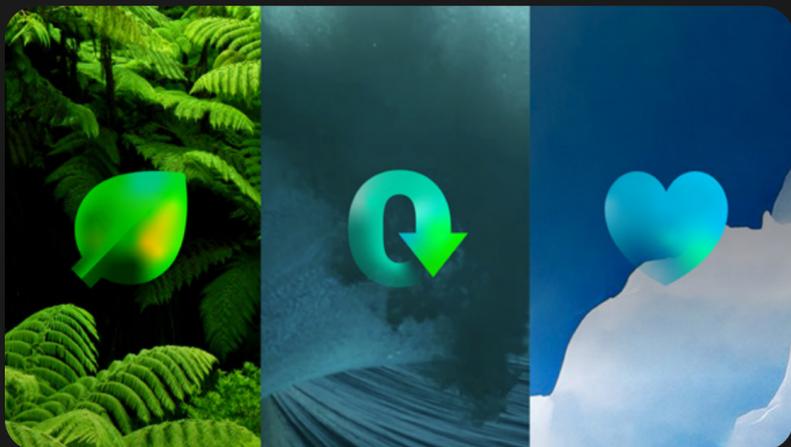
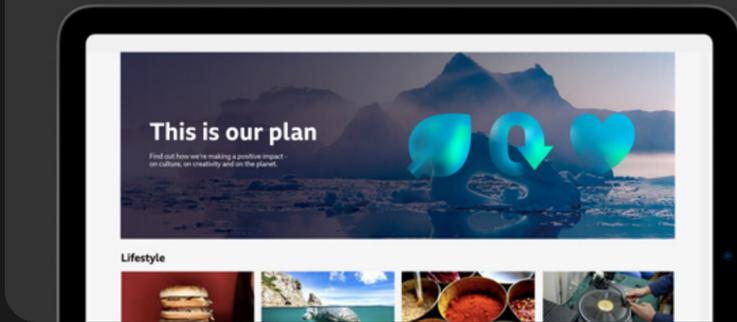
A SUSTAINABILITY CHAMPION



Recommended

DESIGNING FOR CLARITY AND IMPACT

The final identity leaned on vibrant colour that reflected nature inside their custom iconography to express each pillar in a simple, flexible way. Designed to align with the BBC’s established brand presence, the system supported clarity without overshadowing content. It reflected the organisation’s full commitment to its net zero goals, while allowing the message to scale with confidence and consistency across all channels.



OUR POSITIVE ACTION PLAN.

02 MARCH 2023



Be a force for good

The BBC is a public service organisation with a conscience. And we raise the cultural consciousness. By experimenting. By innovating. By stimulating debate. By shining a light wherever there is darkness. For us, doing the right thing is far from something new. It's how we're made and how we build.

AAARHUS 2017

LET THE WORLD IN

Shaping a city-wide narrative for Europe's Capital of Culture.



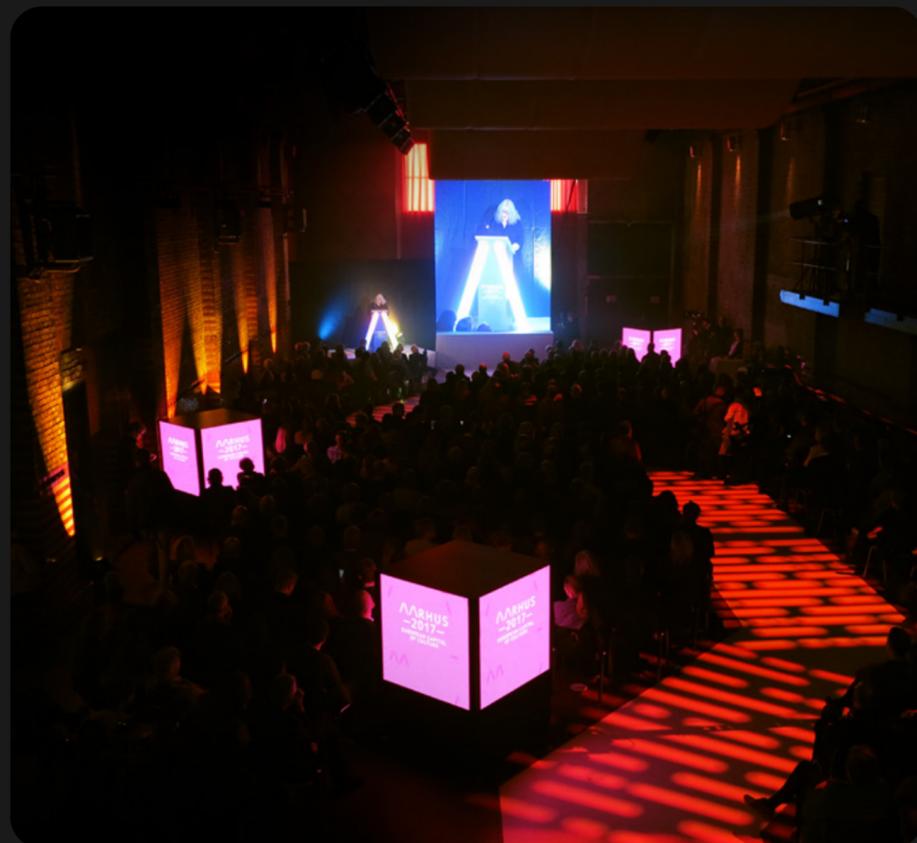
SETTING THE STAGE FOR A CULTURAL REAWAKENING

How do you transform a cultural initiative into a compelling narrative with global reach? The Aarhus 2017 campaign needed to elevate Denmark's second-largest city into the European spotlight. It wasn't just about listing events — it was about expressing a mindset. “Let's Rethink” became the conceptual lens to reimagine how a city tells its story and how it moves through culture.



CRAFTING MOMENTUM THROUGH NARRATIVE

A two-year campaign was developed to build momentum ahead of the 2017 programme. Through a strategic blend of live activities, print, and social media, the initiative sparked interest and fostered a sense of local pride. Organisation of events, editorial outputs, guides, cultural maps and an array of promotional external pieces were designed to bring excitement and energy to the Aarhus 2017 campaign.



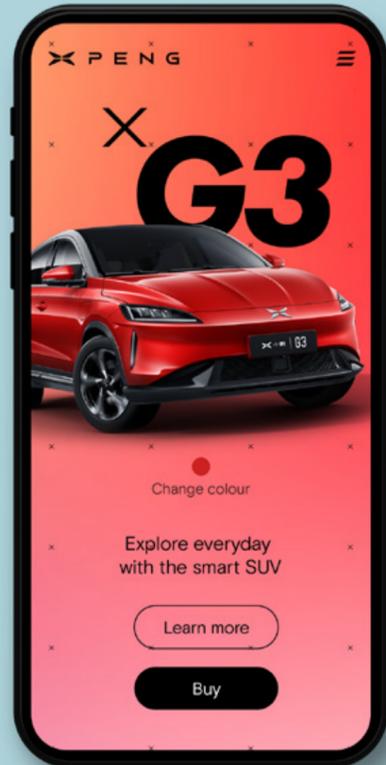
A LASTING SHIFT IN HOW A CITY SEES ITSELF

The campaign helped position Aarhus as the new European Capital of Culture. The visual identity proved versatile and resilient, vibrant and exciting, allowing for consistency across hundreds of applications placed across the city without losing its edge. The “Let’s Rethink” ethos inspired not only the cultural program but also how the city saw itself — as a site of collaboration, experimentation, and forward-thinking design.



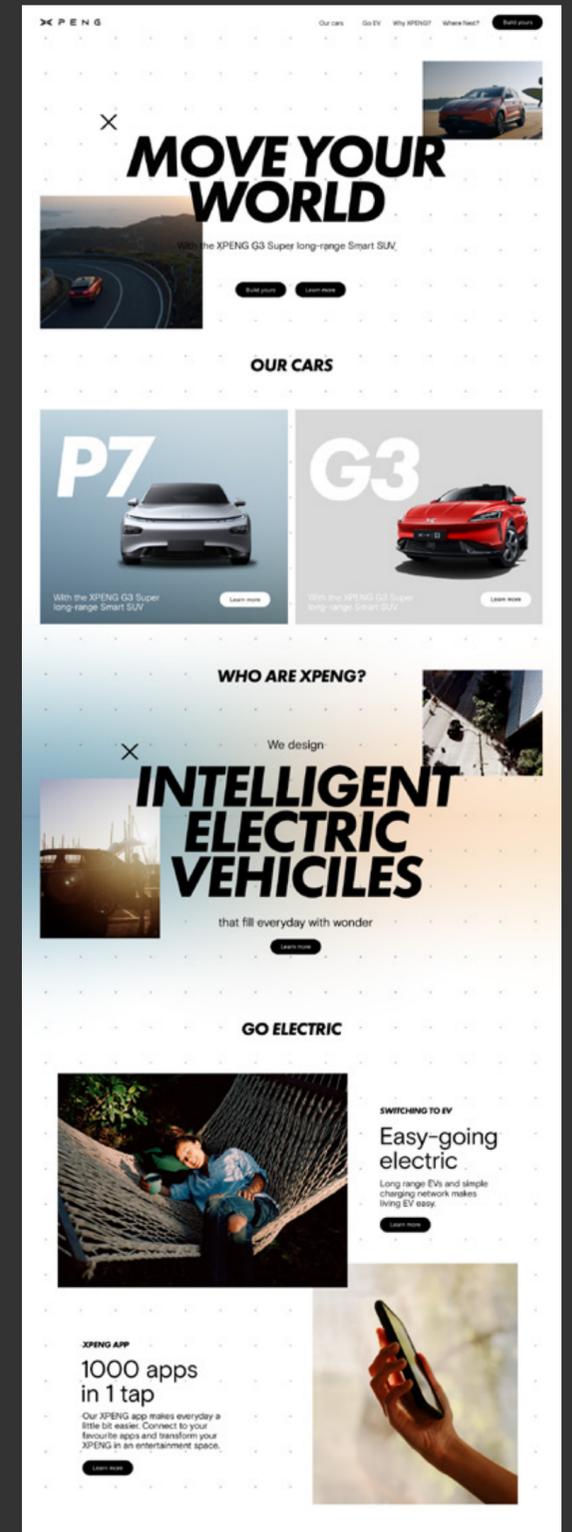
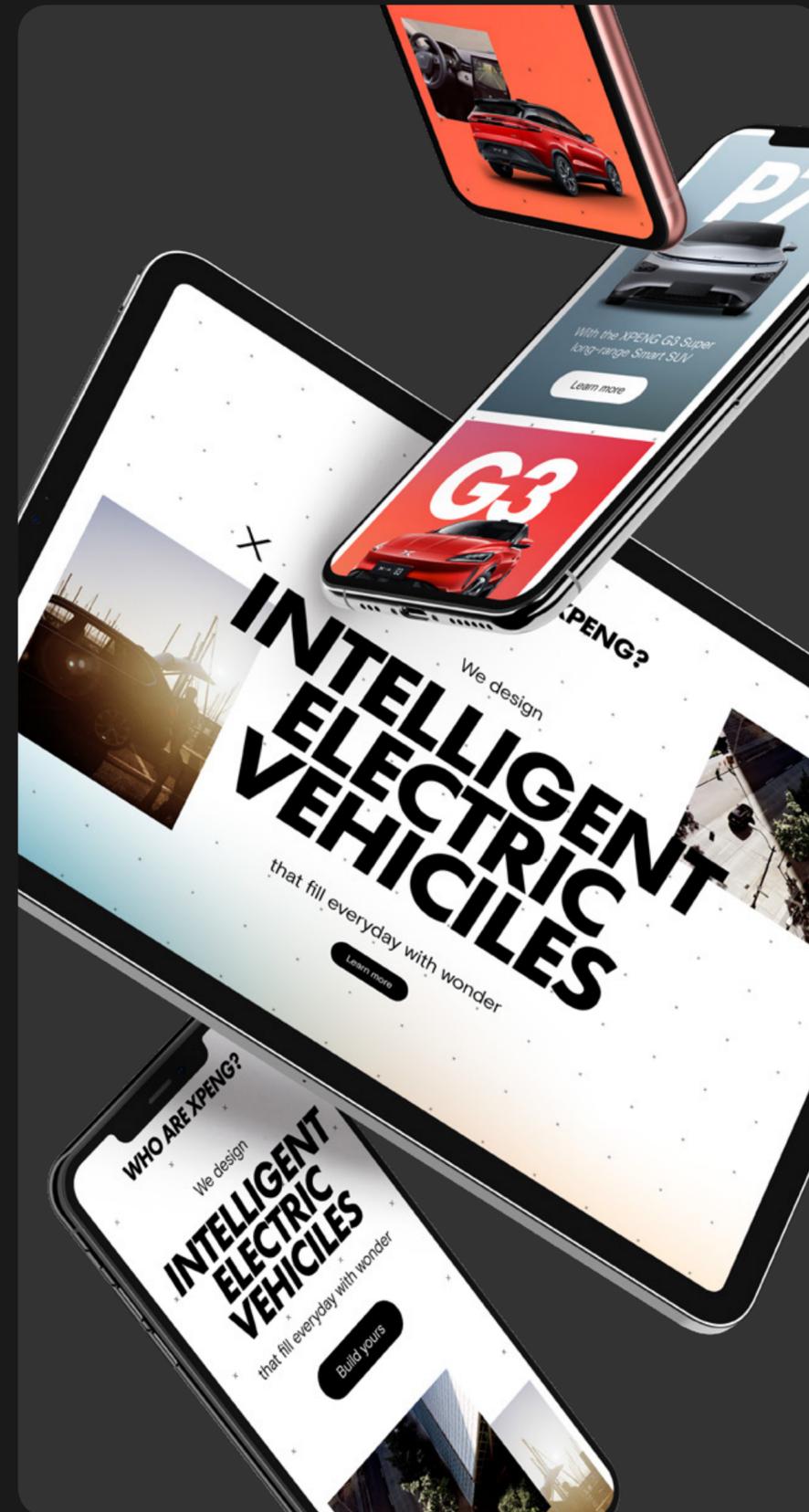
DRIVING INNOVATION FORWARD

A bold digital presence for XPENG's European expansion



A NEW MARKET, A NEW DIGITAL IDENTITY

XPENG, one of China's leading electric vehicle manufacturers, is renowned for its cutting-edge technology and forward-thinking design. As the brand prepared to enter the European market, it needed a refreshed digital presence that could speak directly to a new and discerning audience. The objective: to transform the existing online experience into something more immersive, intuitive, and tailored to the expectations of European users—while staying true to XPENG's innovative spirit.

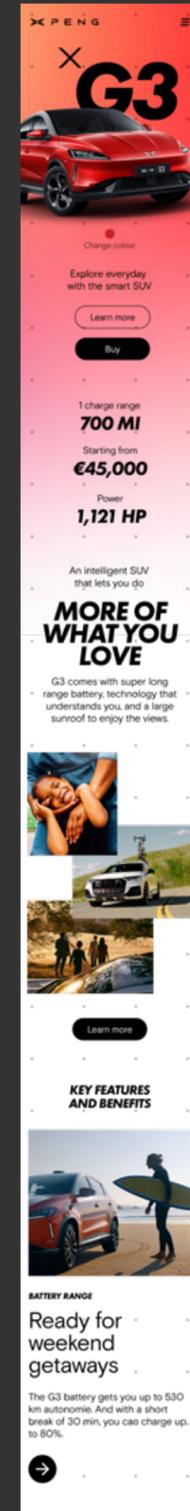
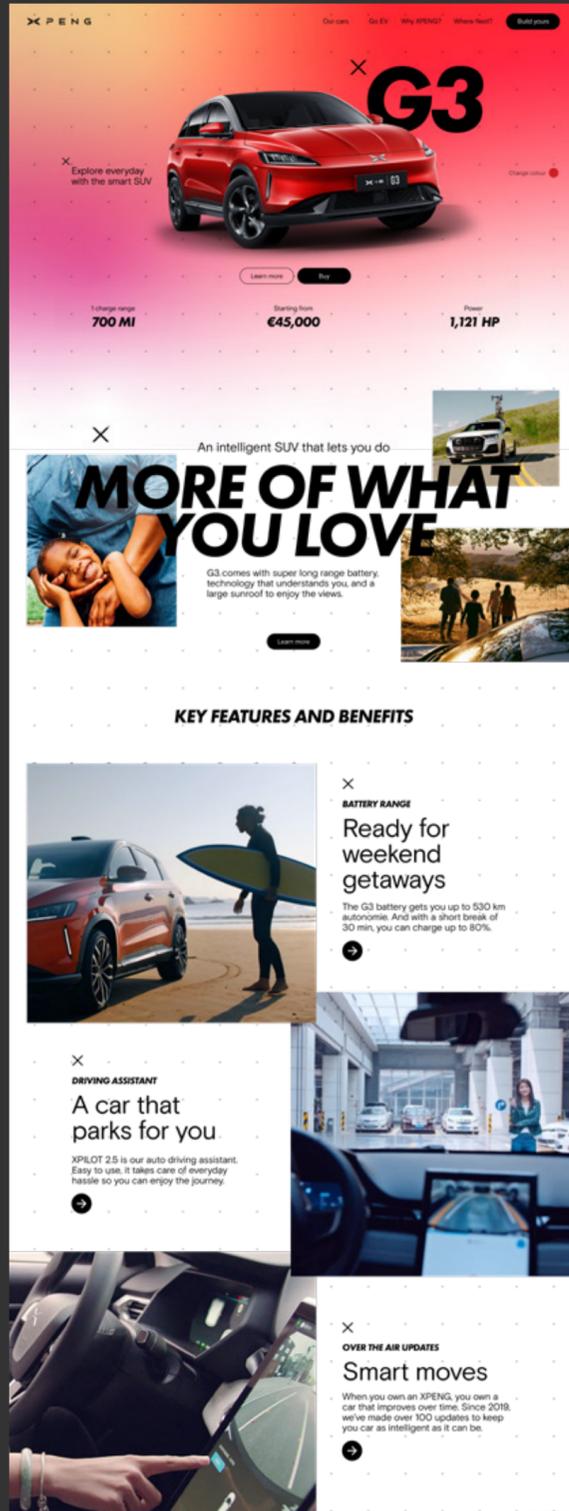
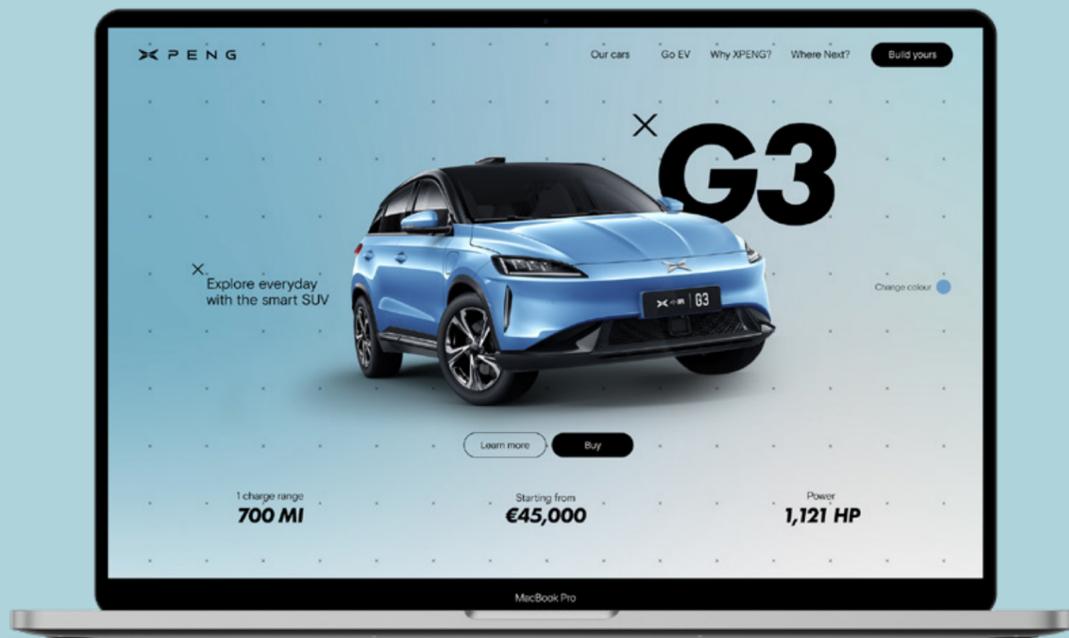


BRIDGING CULTURES THROUGH DESIGN

XPENG's original digital assets were designed primarily for a Chinese audience. To enter the European market, key elements—from user journeys and content structure to tone of voice and visual style—needed to be reimagined. The challenge was to localise the experience in a way that respected cultural differences without diluting the brand's personality. Scalability and multilingual content were also critical from the start.

CRAFTING A COHESIVE EXPERIENCE

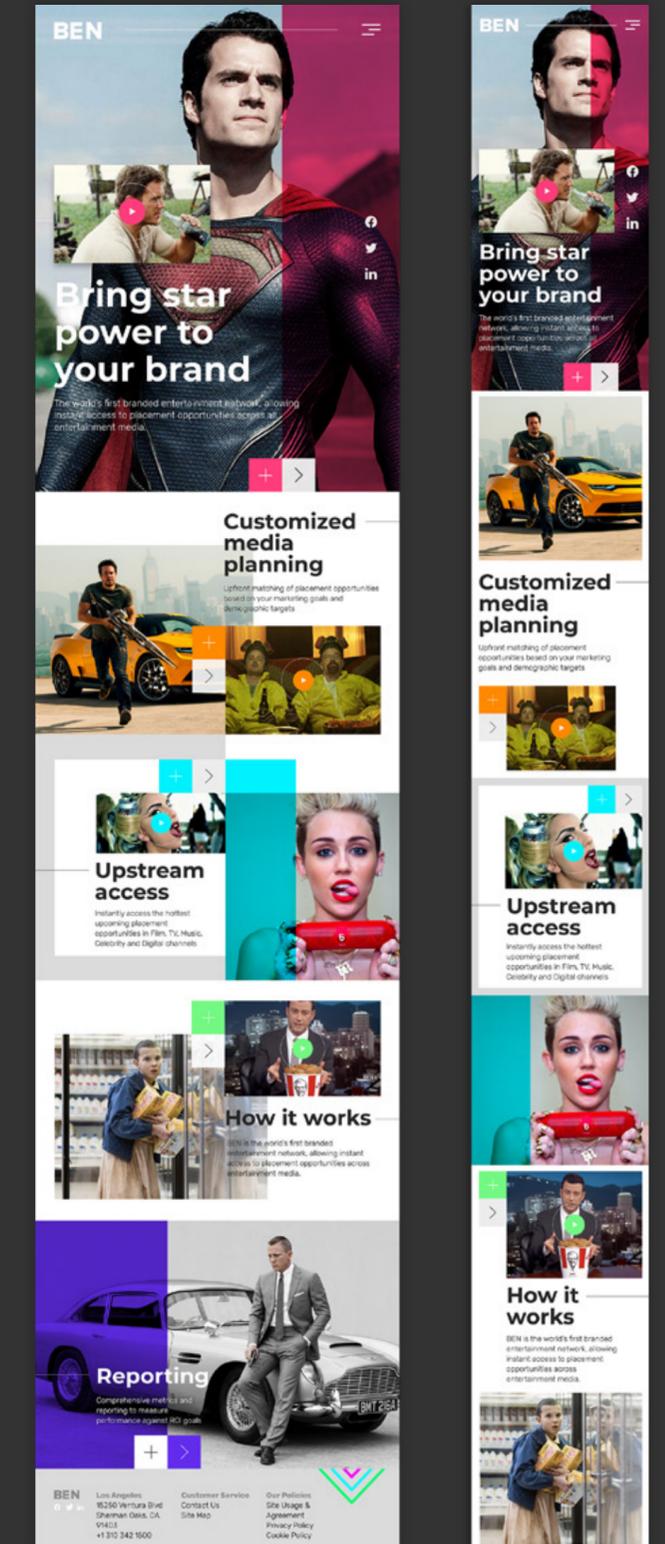
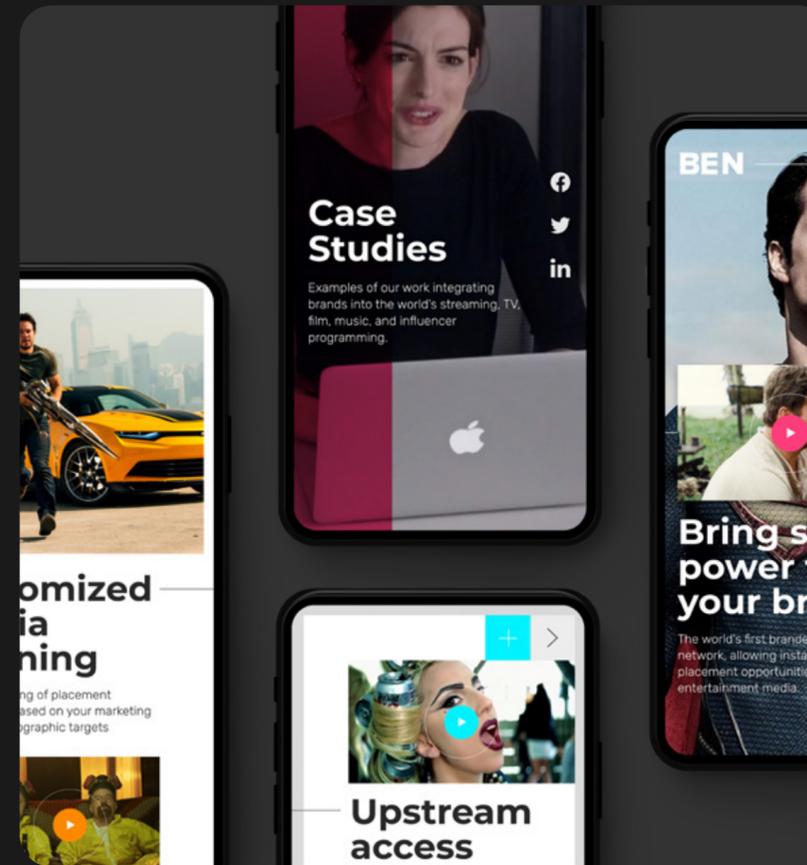
The design approach was rooted in clarity and engagement. The UX introduced dynamic product storytelling through motion and rich visuals. A modular UI system ensured content could flex across multiple markets and languages. The result: a dynamic, responsive website that captured XPENG's technological edge while establishing a strong, relatable presence for European audiences.



BEN

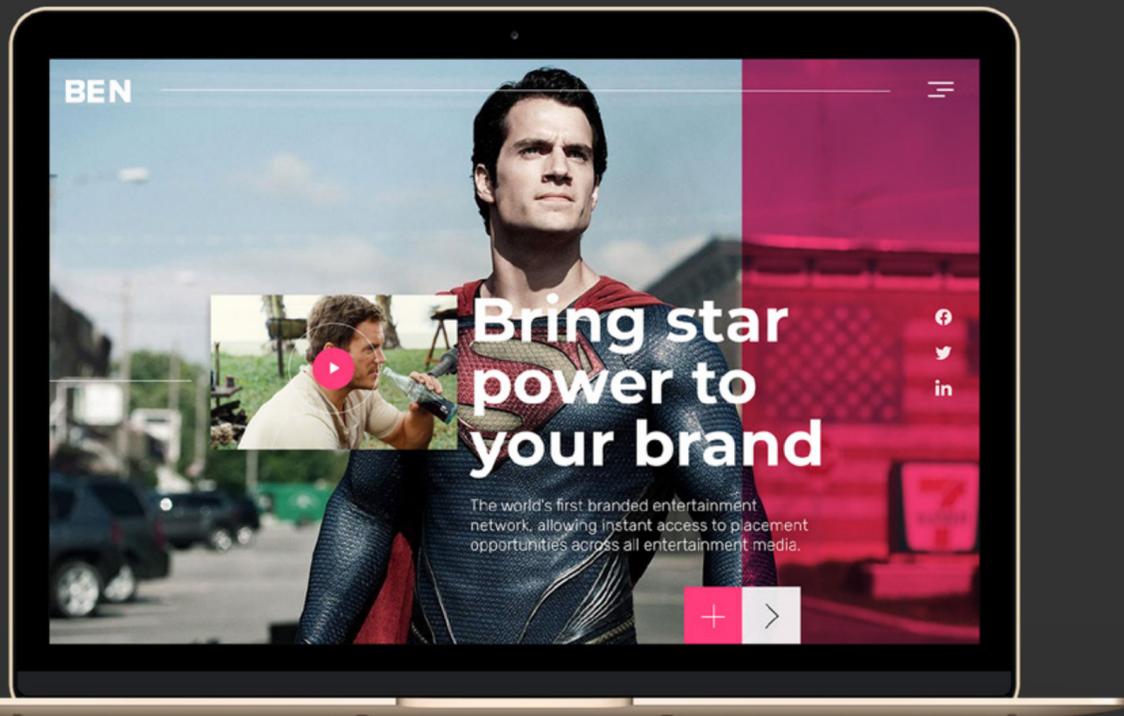
DESIGN FOR THE SPOTLIGHT

A strategic pitch for a smarter and stronger user experience



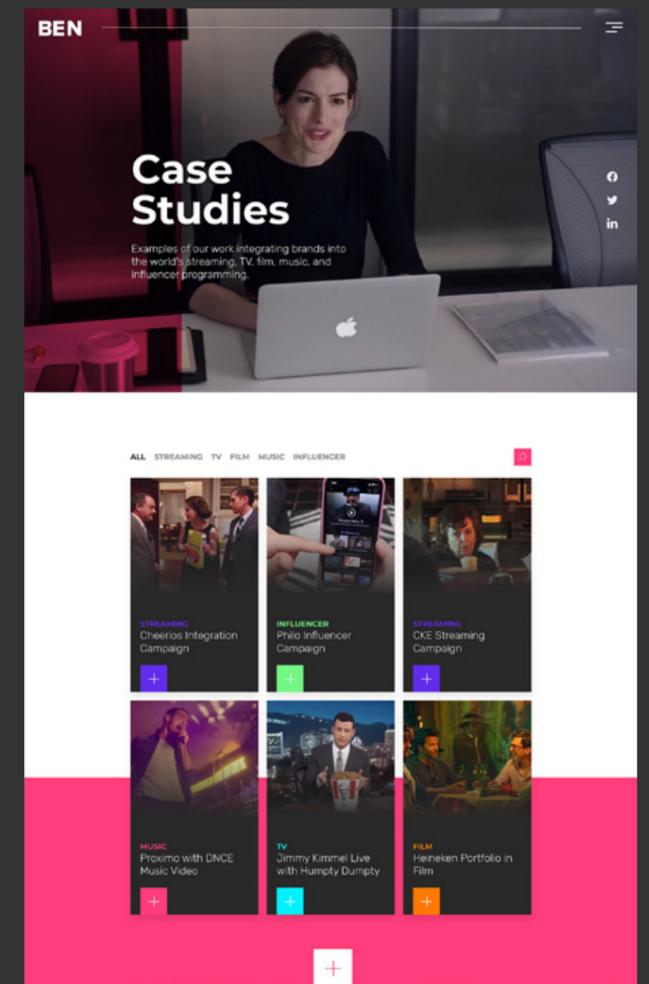
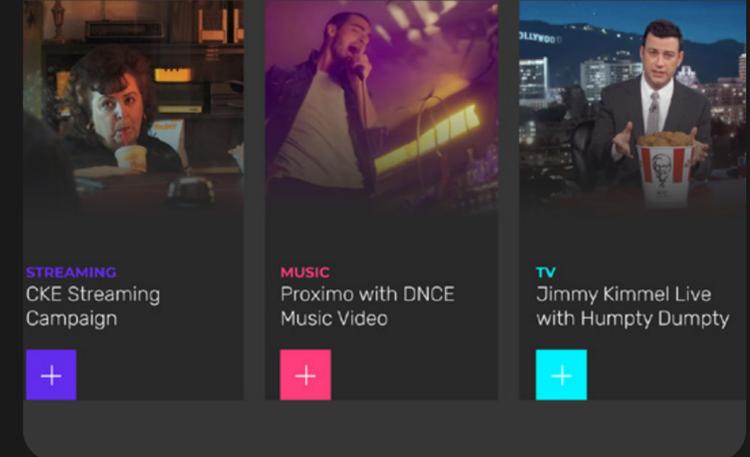
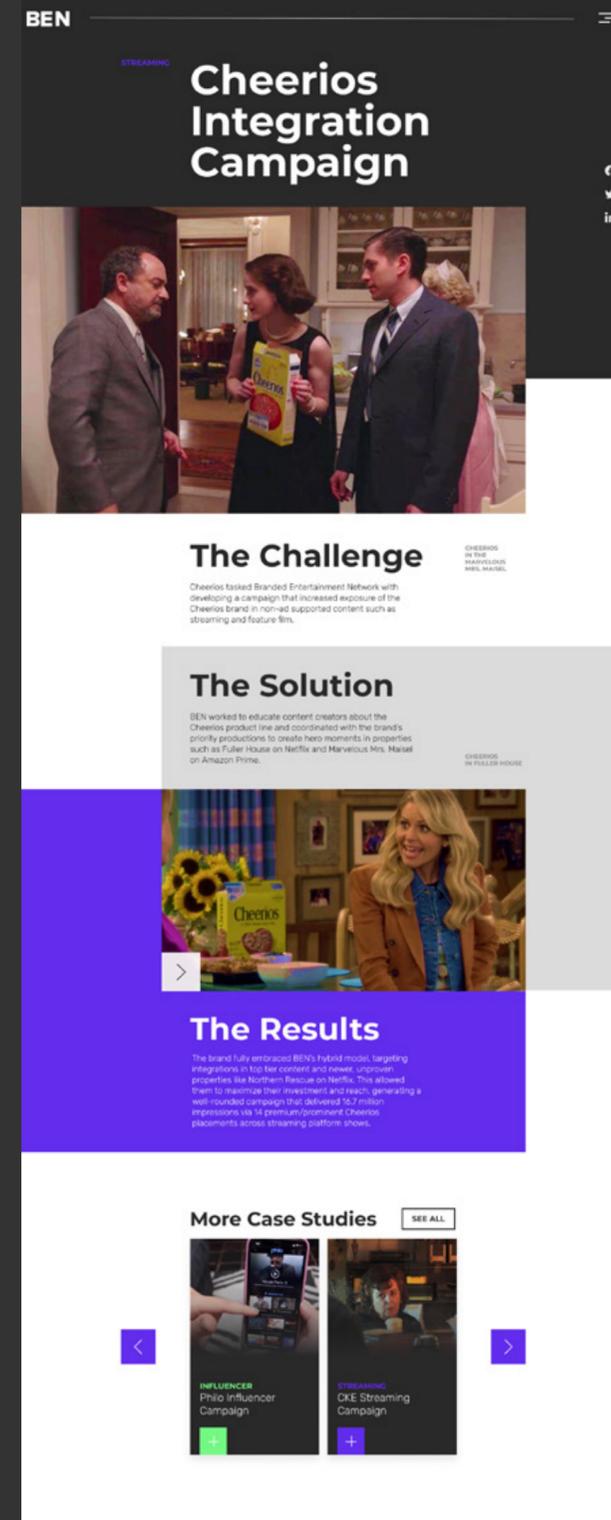
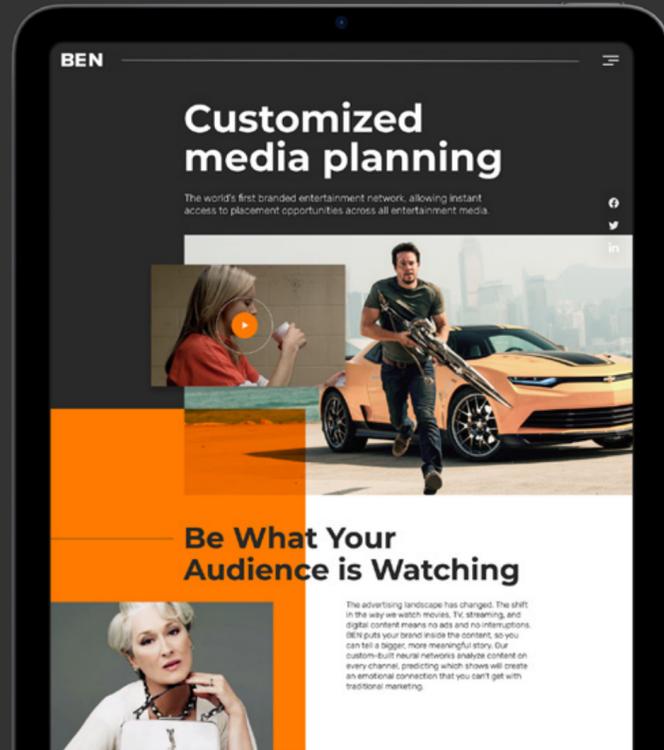
A GLOBAL PLAYER WITH A GROWING CHALLENGE

Branded Entertainment Network (BEN) is a US-based company using AI and data to place brands seamlessly into film, TV, streaming, and influencer content. As part of a competitive pitch, the ask was clear: develop a digital-first concept to modernise their online presence and convert new business. The goal was to create a website that reflected BEN's credibility and reach, while bringing clarity to a complex, rapidly evolving offer.



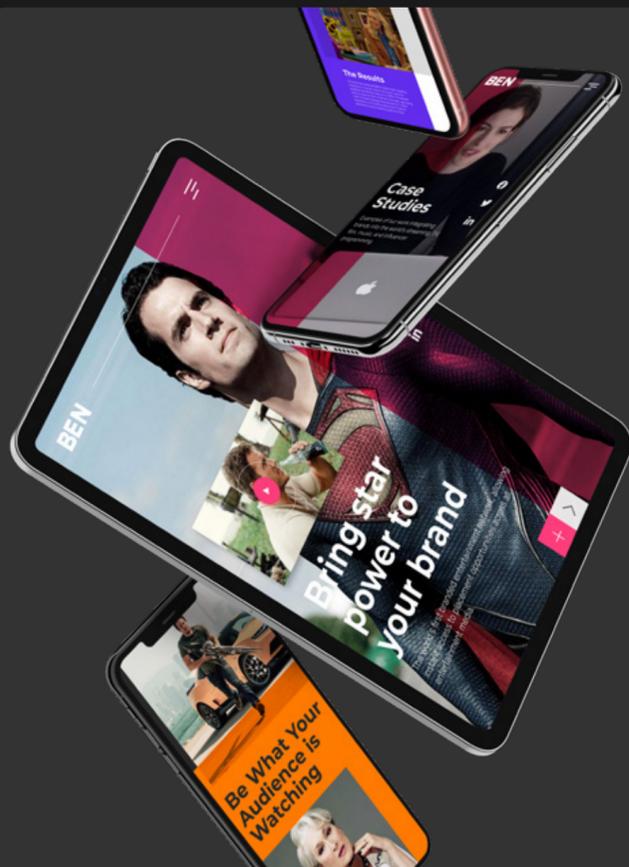
A BRAND OUT OF SYNC WITH ITS AMBITION

Despite BEN's market leadership and cutting-edge technology, its digital identity lacked the clarity and confidence of a modern brand. The design language felt static and uninviting — a mismatch with the forward-thinking services it promoted. The challenge was to help BEN speak with a more current voice, visually and tonally, while retaining authority and trust.



DESIGNING CLARITY, SECTION BY SECTION

The proposed solution introduced a bold new UX and UI direction. A modular layout system brought flexibility and consistency, while colour coding differentiated content areas — from data-led insights to influencer campaigns. This made navigation intuitive and visually dynamic, helping users grasp BEN's offer at a glance. The result felt professional yet playful, reflecting BEN's mix of tech expertise and cultural fluency.



**AS A DESIGNER AND ART DIRECTOR
I SPECIALISE IN CREATING VISUALLY
COMPELLING EXPERIENCES
THAT TELL A BRAND'S STORY
FROM CONCEPT TO EXECUTION.**

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