



DESIGN & ILLUSTRATION STUDIO

My name is **Lore Vigil-Escalera** (Spain, 1977). I'm lucky, my initials, **LOV-E**, match the letters of the best-known work of one of the leading exponents of American Pop Art, Robert Indiana (I'm a big fan of his work). So, taking advantage of this happy coincidence, I have decided to adopt the famous icon from the 60's as a signature.

I am an illustrator and art director with 10 years industry experience, working on branding, direct marketing, advertisement, packaging, web and print for a widerange of international brands.

After graduating from the University of Salamanca (1995-2000), I specialized in **marketing & corporate communications**. I spent 4 years working for **Schlumberger Limited** as a **Brand Manager**. During this period I completed a **postgraduate degree in Creative Advertising** (Madrid, 2002) as well as some practical and theoretical design courses (basically **Branding**). Soon I would combine my profession with my hobby (illustration) and jumped in to the world of advertising.

THE STUDIO

In the summer of 2010, I decided to venture on my own and **LoV-E –Delicatessen Graphic Works–** was born. The studio attracts clients within the music, advertising and creative industries and specializes in branding, prints & illustration.

LoV-E is based in Spain but working for any other location in the planet is not a problem thanks to Internet and my ability to adapt myself to different timetables... isn't it great to be a freelance?:)

Get a free quote!



BRANDING



EDITORIAL



PACKAGING



WEB



ILLUSTRATION

BRANDING

- Logos
- Brand Guidelines
- Brand Architecture
- Company Naming
- Product Naming

EDITORIAL

- Print Collateral
- Books & Magazines
- Brochures
- CD Artworks
- Posters & Greeting Cards

WEB

- Web interfaces
- Newsletters
- Custom blogs
- Custom Tweeter templates
- Graphics & illustration for Apps

PACKAGING

ILLUSTRATION SERVICES

- Editorial
- Advertising
- Icons & pictograms
- Custom projects

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Book, Magazine & Blog Features:

Just for You (Index Book)
Evaseè
Vectroave
Rojo & Garabato
Illustrè
Le Cool
Print Magazine
Design Work Life
Arte y Diseño

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