

Brand Identity

Year: 2024

Logo design

Signage





Their own identity.

**Inside one of the world's
most recognized brands.**

Promovil is a Shell franchise gas station in Mendoza, Argentina. They needed their own brand, designed to integrate seamlessly into Shell's strict branding system.



A custom isotype

Paired with the Promovil name in Shell's own typeface. Distinct enough to be theirs. Compliant enough to belong.

Built. Installed. Working.

🖼️ By Sebastian Figueroa





**Auto
Select**



**Pedí y retirá
¡Sin bajarte
del auto!**

Shell
V-Power





Promovil S.A.
Energía y movimiento

Shell
V-Power



Auto
Select



¡Pedi y retirá tu compra
sin bajarte del auto



Shell
Select

ESTE LOCAL
TIENE UN CAJERO
AUTOMÁTICO

Reduvank

Conséguelos
con Shell box

Para su
Seguridad

Para su
Seguridad

Para su
Seguridad

By Sebastian Figueroa





**Designed
for the street.**

FeeloLab 