Panorama is a Lisbon based communication design studio specialized in Brand and Editorial Design. We spend each day studying the best design processes for creating simple, functional solutions that suit the clients needs. We also work hard on Advertising & Campaigns / Branding & Logo Identity / Web & Digital / Packaging / Exhibitions / Retail & 3D Environments / Signage & Wayfinding.

Hello, how can we help you with your brand?
We collaborate closely with our clients so that we can deliver a tailored design solution outlined by a high attention to detail and an understated essential beauty.

Inês is a skilled craftsman with an incredible attention to detail and a passion for editorial design and print finishing. Before assuming the role of founding partner and creative designer at Panorama, she worked for five years at the boutique design firm Dasein, developing packaging design, printed communications and also directing and project managing the in-house design team as creative director.

Inês Rolo
Creative Partner

Prior to receiving a degree in graphic design at the Faculdade de Belas Artes de Lisboa, she studied at the Artistic School António Arroio and acquired a hands-on experience in both printing techniques and effects.

Her experience in leading teams of designers on a wide range of projects and her passion for creative problem-solving has lead her to assume the important role of over-seeing that Panorama’s projects are flawlessly designed from start to finish.

Clients worked include:
Aliança, Bacalhoa Wines, Bordallo Pinheiro, Central de Cervejas, Fundação Calouste Gulbenkian, Goethe Institut, Governo Civil de Lisboa, Mude, Taguspark and Vista Alegre Atlantis.
Pedro is a founding partner and creative designer at Panorama. With over a decade of experience designing brand identity, brand development and communications, he brings international creative experience to the studio from his previous London professional experience.

Pedro Graduated his MA degree in the University for the Creative Arts and from there went on working for several London Design Agencies such as Portland and Fitch where he assumed the role of Senior Designer working for several international clients.

After his six year’s experience in London Pedro came back to his hometown Lisboa and worked for Brandiacentral — where he continued developing projects as a senior designer.

Clients worked include: Brisa, BPC Private, British American Tobaccos, Business Design Centre, HSBC, CTT, Governo de Portugal, Vodafone and Zippy.

Pedro Novo  
Creative Partner

We talk to our clients. There’s no middle men. The conversation is where every job begins. One of our 2 creative partners is involved in every project. If needed we build the rest of the team to fit the task.
#1
Branding /Identity

Work produced in Panorama Design Studio
www.panorama.pt
PANORAMA CREDENTIALS

#2

Editorial
/Print

Work produced in Panorama Design Studio
www.panorama.pt
#5
Advertising /Campaigns

Work produced in Panorama Design Studio
www.panorama.pt
#3

Digital/Web

Work produced in Panorama Design Studio
www.panorama.pt
#4
Illustration/Digital

Work produced in Panorama Design Studio
www.panorama.pt
#6
Packaging /Graphics

Work produced in Panorama Design Studio
www.panorama.pt
Visuais guidelines
Brand Identity — Ordem dos Arquitectos — © Pedro Novo

Bags
10 ANOS
ORDEM DOS ARQUITECTOS
DIAS MUNDIAL DA ARQUITECTURA
6 DE OUTUBRO

www.arquitectocpt

Rede de transportes de Lisboa
Metropolitano de Lisboa/CP/TT
Network diagram

Restauradores
Exhibition/Event — Bordallianos ao Jantar — Bordallo Pinheiro © Dasein
Exhibition/Event — 7 Bordalinos no Jantar — Bordallo Pinheiro © Dasein
SETE BORDALLIANOS AO JANTAR
Exhibition/Event — 7 Bordallianos ao Jantar — Bordallo Pinheiro © Dasein

Mood environment
Exhibition/Event — 7 Bordallianos ao Jantar — Bordallo Pinheiro © Dasein
Exhibition/Event — 7 Bordallianos ao Jantar — Bordallo Pinheiro © Dasein
125 anos de história
125 anos de história

A história de Bordallo Pinheiro (B&P) está intimamente associada à evolução do design de vanguarda em Portugal e em todo o mundo. A B&P foi fundada em 1908 por Rui Bordallo Pinheiro, visando criar um novo estilo de design que extrapolasse as limitações da tipologia tradicional e se aproximasse mais do ideal de um design mais integrado, que fosse expressivo, funcional, e que pudesse se integrar perfeitamente na cultura e na estética de cada época.

A marca Bordallo Pinheiro tem como missão criar produtos que sejam únicos e que transcendentem as fronteiras do Design. Desde a primeira coleção de porcelanas até os mais recentes produtos estampados, a B&P sempre buscou inovar e expressar a sua identidade, sempre mantendo a característica única de ser um produto português.

A B&P é também uma marca que valoriza a tradicional oficina da confeção de tableware, mantendo assim a rica tradição portuguesa de artesanato. A marca utiliza técnicas antigos e tradicionais de estampagem, como a estampagem à base de tecidos, que são feitas a mão, para criar objetos únicos e de grande qualidade.

Henrique Cayatte

Nascido em Portugal, Henrique Cayatte é um designer de sucesso que se destacou em várias áreas diferentes. Com uma carreira que abrange desde a arte contemporânea até o design gráfico, Cayatte tem conseguido um equilíbrio perfeito entre criatividade e funcionalidade, sempre buscando criar objetos que sejam estéticos e úteis ao mesmo tempo.

Com um nome tão conhecido, Cayatte é um exemplo perfeito de como o design pode ser uma força transformadora e que o design pode ser uma forma de expressar ideias e conceitos de maneira visualmente impactante.
Muitos Parabéns!

O Clube de Coleccionadores da Vista Alegre Atlantis celebra consigo este dia e oferece-lhe um presente exclusivamente para assinalar esta data tão especial.

João Pinto Basto
31.01.2012
Rebrand Identity — Clube de Colecionadores V&A — Vista Alegre Atlantis © Dasein

Printed literature

DRAGÃO

Terrina Dragão

Dragão Terrina — Sementes de Dragão

A Vista Alegre certifica que este produto é de autêntica e de autêntica...
Brand Identity

Chic — Àguas Monchique

© Pedro Novo

Mood Board Naming
Brand Identity — Chic — Àguas Monchique

© Pedro Novo

M O N C H I Q
CHIC
Brand Identity — Chic — Águas Monchique © Pedro Novo (Garrafa © Upstairs)
Brand Identity — Chic — Águas Monchique © Pedro Novo
VAA International Design Pool
VAA International Design Pool
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
IDPool International Design Pool

Eligibility & Applications

Eligibility

- Applicants must be currently enrolled in a bachelor's or master's degree program in design or related fields.
- Applicants must be 21 years of age or older.
- Applicants must be citizens of a country where English is a primary language.

Application

- Submit a CV, portfolio, and a brief statement of purpose by February 1st.
- Selections will be made by a panel of design professionals.

Accommodation & Facilities

- Accommodation is provided for the duration of the residency.
- Facilities include a studio space, a library, and access to consultation services.

Call for Applications

IDPool is looking for and welcomes eager, active and ambitious designers, architects and other creative professionals to join them for a 3 month very residency.

Besides the advantages to exchange idea, IDPool offers comprehensive support and the opportunity of new designers experienced craftsmanship.

IDPool

Eligibility is free.

Terms & Conditions

Program

- Participants will work independently on their projects.
- Participants will have the opportunity to collaborate with other residents.

Vista

- 21 am guests per day of 6:30 PM.

Location & Surroundings

- Residency is located in a beautiful coastal town.
- Participants will have access to cultural events and activities.

Apply Now!

Postcards + triptic
Product Branding — Quinta dos Loridos — Bacalhôa © Dasein

Wine label design proposal

This work of art was carefully nurtured by our winemakers Filipa Tomaz da Costa, Vasco Penha Garcia and their team. Two grape varieties (Touriga Nacional and Cabernet Sauvignon) were selected to produce this reserve wine. Deep ruby colour with strong aromas of red fruits, hints of wild flowers and oak influence. The palate displays ripe fruit, well balanced with soft tannins and firm acidity. Berardo Reserva Familiar has a good ageing potential in bottle. Combines well with red meat dishes. Serve between 16-18º C.

Contém sulfitos / Contains sulphites / Sisältää sulfiitteja / Innehåller sulfiter / Bevat sulfieten / Enthält sulfite / Contient des sulfites / Indeholder sulfiter.

Vinho Regional Península de Setúbal
Red Wine
14% vol.
1,5 L
Produzido e engarrafado por BACALHÔA VINHOS DE PORTUGAL AZEITÃO PORTUGAL
PRODUCT OF PORTUGAL
BERNAT

1845
Design Elements
Graphic language
Graphic language

Play Lisbon
"Say something playful to your audience"
Graphic language

Divide the message in different bits with different highlights and importance.
Graphic language

combine any shapes
Graphic language

Play
Graphic language

Work

Brand Identity — Ghappi — © Panorama
Graphic language

Engage
Graphic language

Compete
Bring your
GAME
to another level
Motivating through playing
Gamify

resources
Thank you.
Care to share our Panorama view?

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https://www.behance.net/Panorama_Studio