ANTHONY ESPINO STUDIO

Art Direction.
Photography
Creative Strategy.
Social Media.
Design.
Branding.

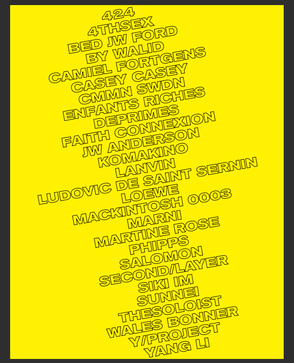
DEPARTAMENTO

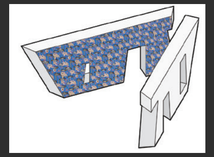
Printed Matter. Digital Assets.

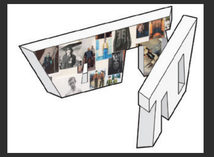
Departamento began as an idea and as that idea grew, I grew, and as a result, I have managed to utilize every skill in my arsenal to generate content in every medium!

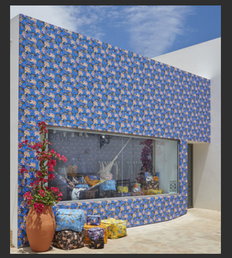
ANTHONY ESPINO STUDIO

DEPARTAMENTO









Departamento
In-Store
Launch

DEPARTAMENTO

SUMMER SALE
UP TO 60% OFF

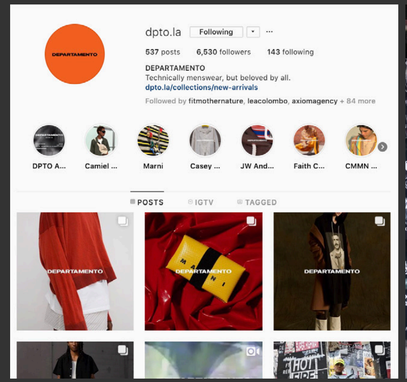
DEPARTAMENTO HQ
1820 INDUSTRIAL ST. #230
LOS ANGELES, CA 90021

19:00-21:00

RSVP: EVENTS@DPTO.LA

1820 INDUSTRIAL ST. LOS ANGELES, CA 90021
WWW.DPTO.LA

DESIGN



360 Campaign Design & Strategy.

From video, graphics, and web design, I have had the exceptional opportunity to explore all of my creative abilities hands-on with complete freedom of vision.

Photography & Video.

Photographically, I created a new style for the myself while also tailored for the brand that combined 70's 35mm street photography with new contemporary photography aesthetics. Departamento gave me the creative freedom to develop shoots in new ways with new restrictions and that has opened my mind up to so many new creative solutions.

ANTHONY ESPINO STUDIO
DEPARTAMENTO

H.LORENZO

Branding & Digital Standards

When I joined HLorenzo, they needed a complete overhaul. They needed all of their assets recovered as functional content that could be implemented in an entirely new backend platform. I implemented a workflow that was calibrated for their team and employed a photographic standard that they still use today.

MANIFESTO

With more than three decades in the international fashion business, Lorenzo Hadar has been a long standing visionary. These visions started with his own endeavors back in his home country of israel where he served as a young soldier. Paying homage to his credo of always -looking forward-; he immigrated to the United States and started a family with his wife Sharona. By landing jobs in construction and performing odd jobs as a handyman, Lorenzo and his wife saved about $30,000 to open the first retail store "La Mirage", on Sunset Boulevard in 1982. Two years later, he opened "H. Lorenzo", a Men's and Women's boutique. Followed by an additional store, "H. Lorenzo North Robertson (HLNR)" and most recently: 'The ARCHIVE' conceptual retail space in the Downtown Arts District which is set to launch at the end of 2016.

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H.LORENZO

LOGOS

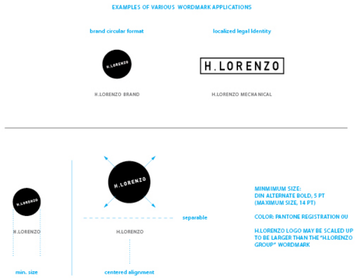
H.LORENZO GROUP

While our brand is "H.LORENZO", there are different legal names for our corporate offices around the world. Simply replace "Group" with the appropriate legal name of your office and follow the below guidelines:

The H.LORENZO Group logo consists of the red H.LORENZO logo used in conjunction with either "H.LORENZO Group" wordmark or your local legal entity name.

It is not a lockup. Instead, both elements live together on the same communication surface but as separate elements.

However, they must always align vertically and centered on a page.



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ON MODEL PRODUCT CROP STANDARDS

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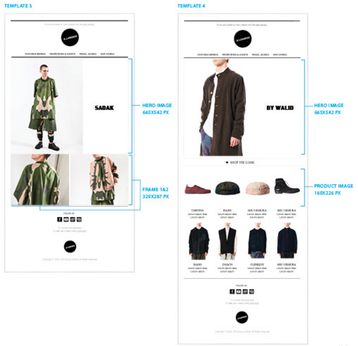
H.LORENZO

E-DIRECT MAIL

Continued...



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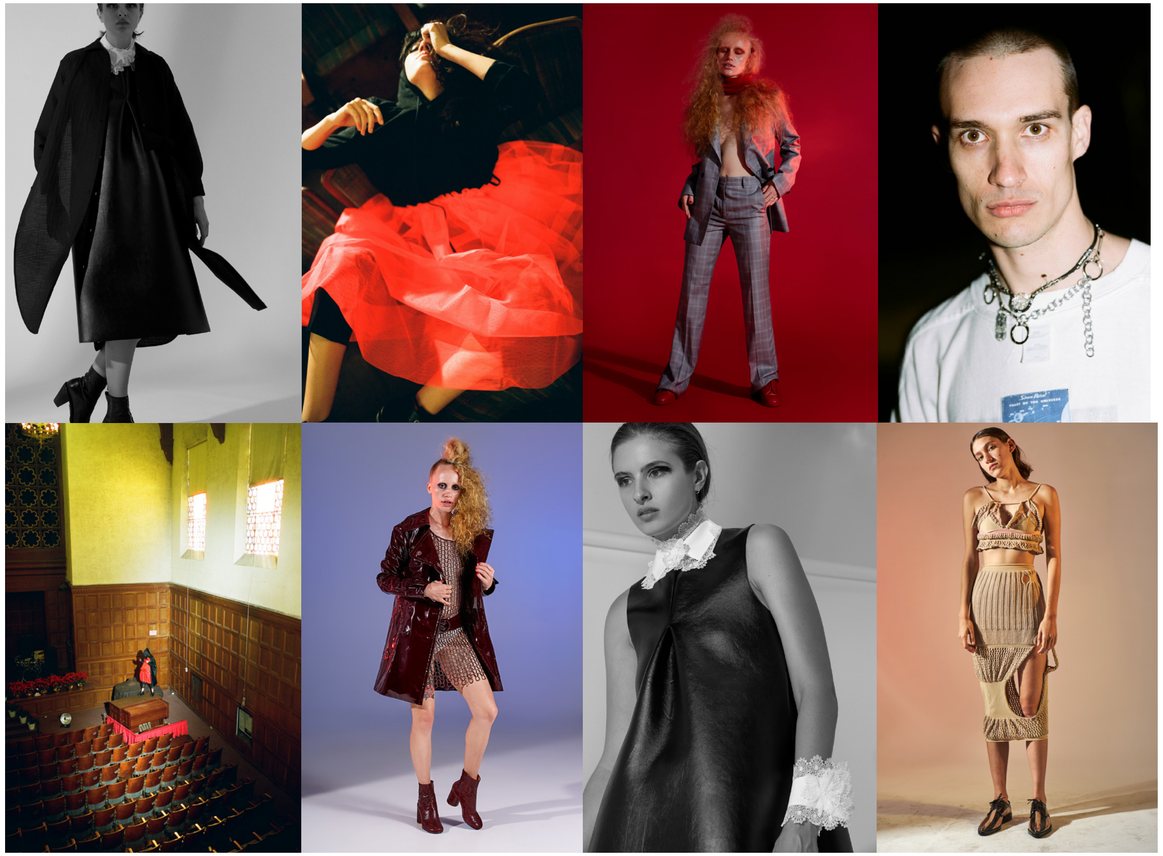
Editorial Photography

The editorial photography that I shot for HLorenzo allowed me to express myself in a high-low aesthetic that captured the avant garde nature of the brands carried by the legendary H.Lorenzo.



Identity & Typography

H.LORENZO

BRAND BOOK

The Brand Book is a modular, elevated story of the H.LORENZO brand. From sharing our heritage to showcasing our offerings, this book provides a complete view of our company. Sections can be extracted and used based on the your audience needs.

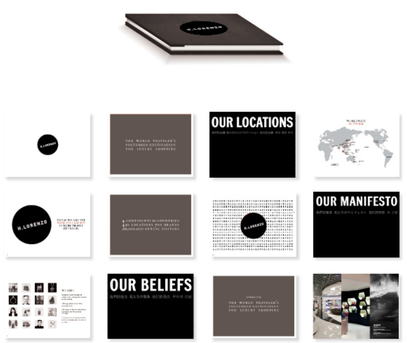
Brand Book A3

Pages: 76 pages
Size: 425mm x 307mm (close size)
Cover: Red Frabic glue 1200gsm grey cardboard,
de-bossed 15.2cm H.LORENZO logo
Text Paper: 150gsm Novatech matt art paper
Text Printing: 5c+0c with single side matt varnishing
Binding: exposed binding, hidden grommets

Brand Book A4

Pages: 76 pages
Size: 302mm x 220mm (close size)
Cover: Red Frabic glue 800gsm grey cardboard,
de-bossed 11cm H.LORENZO logo
Text Paper: 150gsm Novatech matt art paper
Text Printing: 5c+0c with single side matt varnishing
Binding: exposed binding, hidden grommets

Powerpoint
A soft copy of the brand book also exists



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H.LORENZO

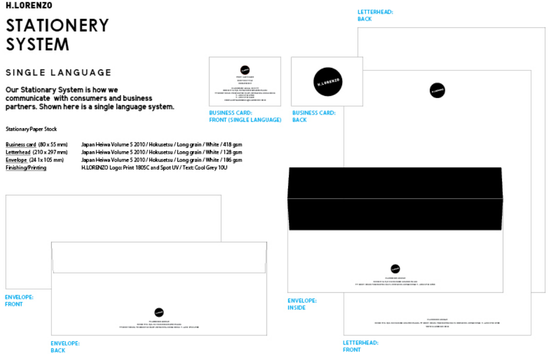
STATIONERY SYSTEM

SINGLE LANGUAGE

Our Stationary System is how we communicate with consumers and business partners. Shown here is a single language system.

Stationary Paper Stock

Business card (80 x 55 mm)	Japan Helvea Volume 5 2010 / Hokusetsu / Long grain / White / 418 gsm
Letterhead (210 x 297 mm)	Japan Helvea Volume 5 2010 / Hokusetsu / Long grain / White / 128 gsm
Envelope (24 1x 105 mm)	Japan Helvea Volume 5 2010 / Hokusetsu / Long grain / White / 186 gsm
Finishing/Printing	H.LORENZO Logo Print 1805C and Spot UV / Text: Cool Grey 10U



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H.LORENZO

BUSINESS CARDS

SHORT FORMAT

0' 08"
1920 w 1080 h

For H.LORENZO videos & presentations, logo animations have been created. Use these to open or close presentations and creative material for both internal and external needs.

It includes our H.LORENZO logo and the 4 product categories of H.LORENZO.

Refer to Page X for more information on the H.LORENZO product categories.

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H.LORENZO

COLOR PALETTE

The H.LORENZO brand colors are charcoal, black, white, and grey. Our brand logos must always be reproduced in these colors as they are specified below.

PRIMARY COLORS

H.LORENZO GREY
C – 000 R – 192 PMS – 1805
M – 091 G – 049
Y – 100 B – 026

BLACK
C – 000 R – 000 PMS – BLACK
M – 000 G – 000
Y – 000 B – 000
K – 100

WHITE
C – 000 R – 255
M – 000 G – 255
Y – 000 B – 255
K – 000

SECONDARY COLOR

GREY
C – 000 R – 212 PMS – 427
M – 000 G – 212
Y – 000 B – 212
K – 020

GREY IN TEXT – PANTONE COOL GREY 10

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Billboard.

I had the unique opportunity to work with the designer on the MoCA signage, and now one of these photos is currently on view from any angle of the Pacific Design Center.

CONTENT

ANTHONY ESPINO STUDIO

ANTHONY ESPINO STUDIO

Online Photography.

I worked with the designer to create studio photos that would cohesively present their visionary brand for several years.

I improved their lighting, image quality, and generated content that reflected the unisex brand in a way that elevated 69's garments.

CONTENT

DESIREEKLEIN

DÉSIRÉEKLEIN

Lookbooks.

When Desiree reached out to me, she had so many ideas in mind that we had more content strategy than I knew what to do with!

Working on her lookbooks was an illuminating, collaborative experience that expanded my vision as an art director and pushed my limits as a photographer.

Desireeklein is by far one of the most creative clients I've had a chance to work with, and her vision is so experimental and I am proud of all the work that is out in the world because of that vision.

CONTENT

ANTHONY ESPINO STUDIO

DÉSIRÉEKLEIN

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Los Angeles, CA 90039
ANTHONYESPINOSTUDIO.COM
INSTAGRAM: @ANTHONYESPINOSTUDIO