

RAFA MINISTRO · LISBON

BRANDS THAT **GROW,** BUILT END TO END.

CREATIVE ART DIRECTOR & BRAND DESIGNER · REMOTE

PORTFOLIO 2026

RAFAMINISTRO.COM

ONE DESIGNER FOR THE WHOLE BRAND.

I'm a Creative Art Director from Lisbon. For 25+ years I have built brands end to end for clients in Portugal, Brazil, Angola, Canada, Switzerland and Ireland. I design the whole system: identity, campaigns, websites, social and print, so every piece looks like one brand.

At BIG I joined as Art Director when the company had 8 people. Today it has 70+, and I lead a creative team of 9.

25+

YEARS IN DESIGN

100+

BRANDS &
WEBSITES

17

CASE STUDIES

6

COUNTRIES

17 case studies.

01	BIGhub	04
02	T-Express	05
03	Remax Team	06
04	Seekers Journey	07
05	Ciser	08
06	Votorantim Cimentos	09
07	Nidec GA	10
08	Embraco	11
09	Leça FC	12

10	Shipwise	13
11	My Pharma	14
12	Oca Tupi	15
13	Aurelia	16
14	Até	17
15	Burger Five	18
16	Imperium Lawyers	19
17	VUE	20

01 / 17

PORTUGAL

BIGHUB

Brand System

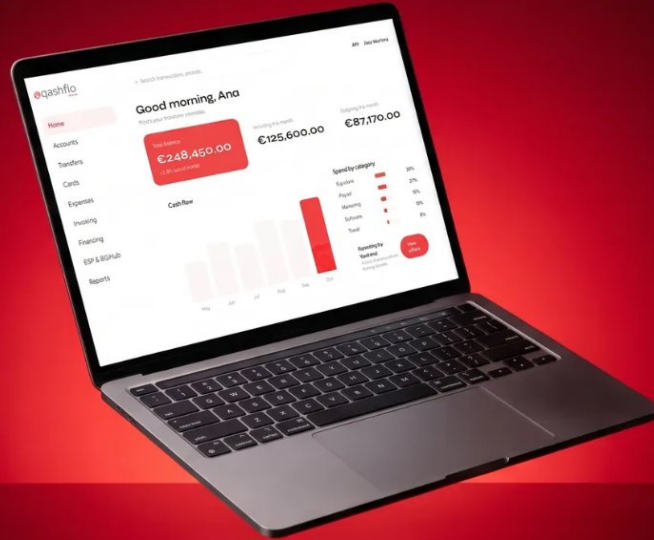
Social

Motion

Web

One hub. Every sale.

A group of brands that work as one system for online sales. I gave every module its own identity inside a single, recognisable family, and I lead the team that produces it all.



T-EXPRESS

Branding & Visual Identity

On/Offline Design

Webdesign



Built for logistics.

The new symbol fuses the letter T with a lightning bolt to show energy and speed. Simpler graphics make the name read clearly, with the red and the sense of motion kept.



REMAX TEAM

Campaigns

Key Visuals

Be the CEO of your destiny.

Remax is presented as the path to independence, success and financial growth. Seven concepts carry the same promise, each with its own line and its own faces.



SEEKERS JOURNEY

Visual Identity

Launch Campaign

Ignite

Ignite a new path.

A Portuguese brand in education, self-development and technology. The rebranding, the launch campaign and IGNITE connect the audience to personal growth and to technology.



05 / 17

BRAZIL

CISER

Social Media

Rebrand

Storytelling

Visual Narrative

Industry that rocks.

Ciser is an industrial brand from Brazil. This case brings together the Rock Day campaign, a social media series and the C3 identity.



VOTORANTIM CIMENTOS

Campaigns

Endomarketing

Key Visuals

Building culture from inside.

Each campaign turns the company's values into a clear message, a bold key visual and an experience that builds a sense of belonging, all in the same orange and blue.



NIDEC GA

Social Media

Storytelling

Visual Narrative

Motors, made visible.

The values of Nidec GA shown in a visual way: performance, precision and international presence. Technological complexity explained with simplicity.



08 / 17

BRAZIL

EMBRACO

Social Media

On/Offline Design

Visual Systems



Making cold tech cool.

The technical complexity of the refrigeration sector, turned into communication that is clear, modern and accessible. One teal, diagonal cuts and clean type tie every piece together.

09 / 17

PORTUGAL

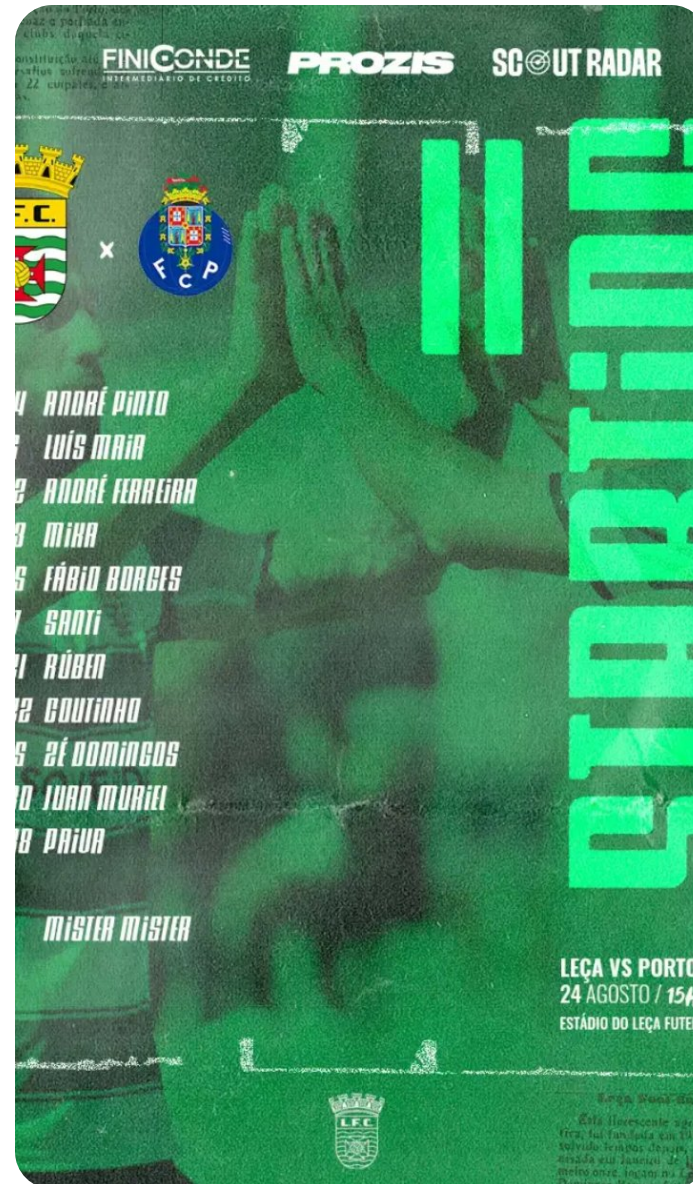
LEÇA FC

Identity Season 2024/2025

Social Media

Every
match,
a **story.**

Deep green, bold condensed type and textures from old paper. Every card follows one system, so the whole feed reads as one campaign.



SHIPWISE

Branding & Visual Identity

On/Offline Design

Webdesign

Logistics done wiser.

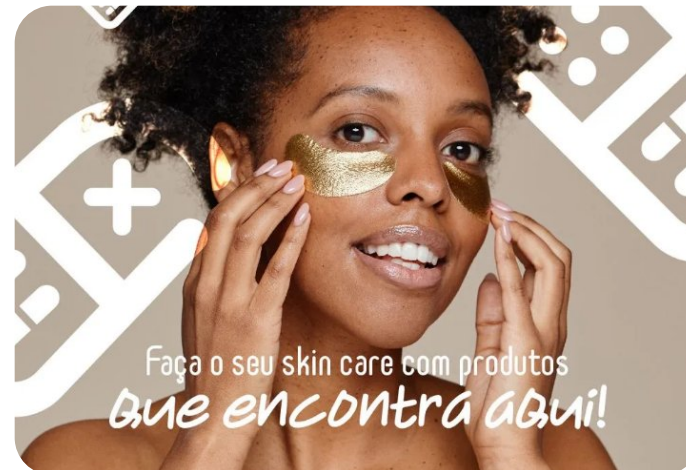
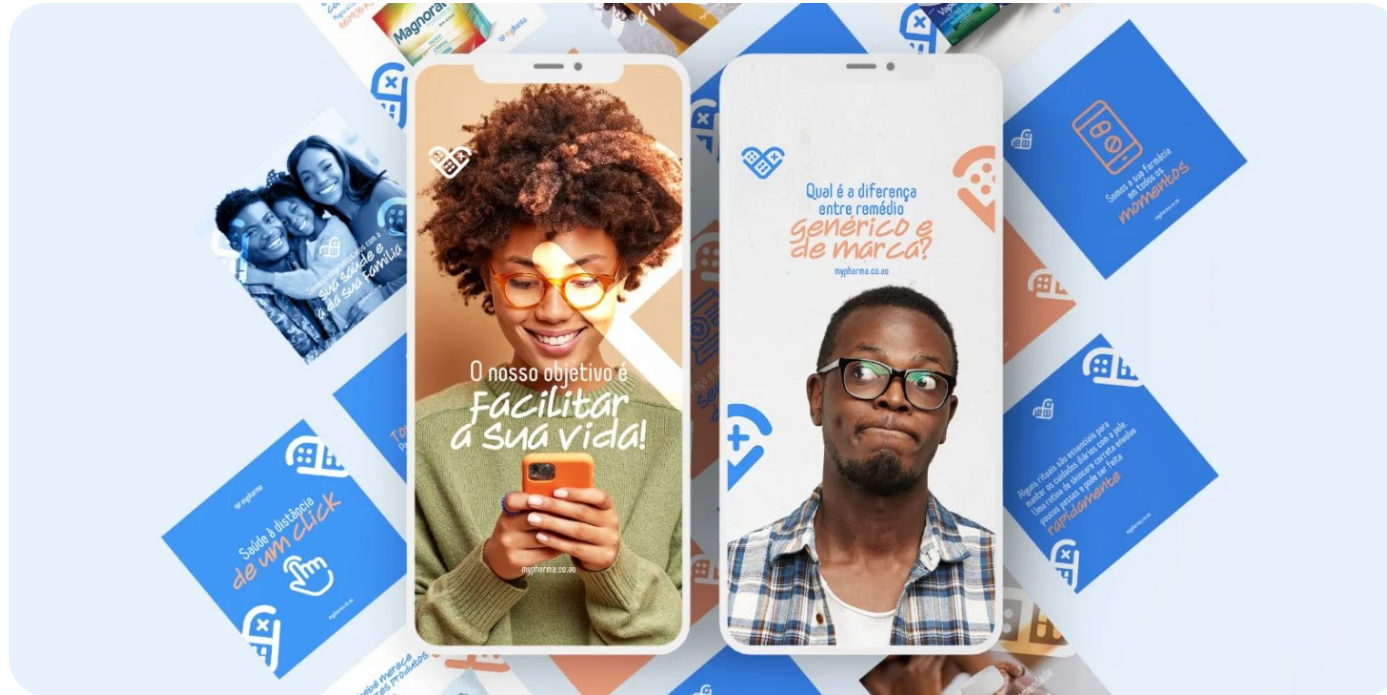
An identity that shows authority, international scale and maritime expertise, and still feels open and modern, across digital, physical and institutional media.



MY PHARMA

Branding & Visual Identity

Social Media



Health, made easier.

A visual language that shows quality, scientific rigor and ethical commitment, and still feels easy to approach across many media.

OCA TUPI

Brand Creation

Social Media

Packaging

Website

Healthy roots, shared.

Oca Tupi joins the Tupi-Guarani language with a modern and distinctive visual identity, for an audience that values healthy food and well-being.



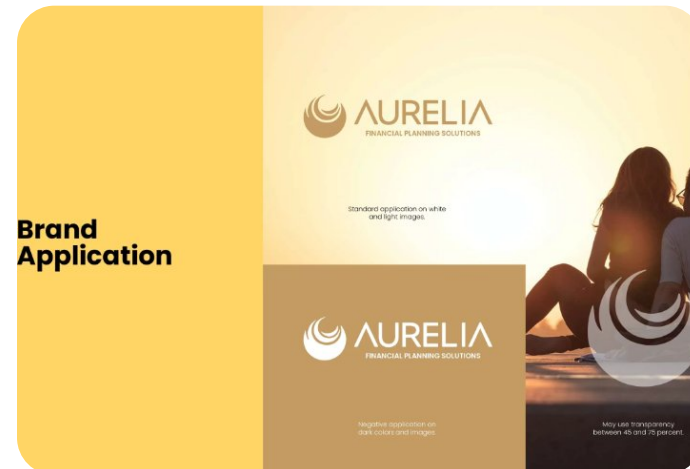
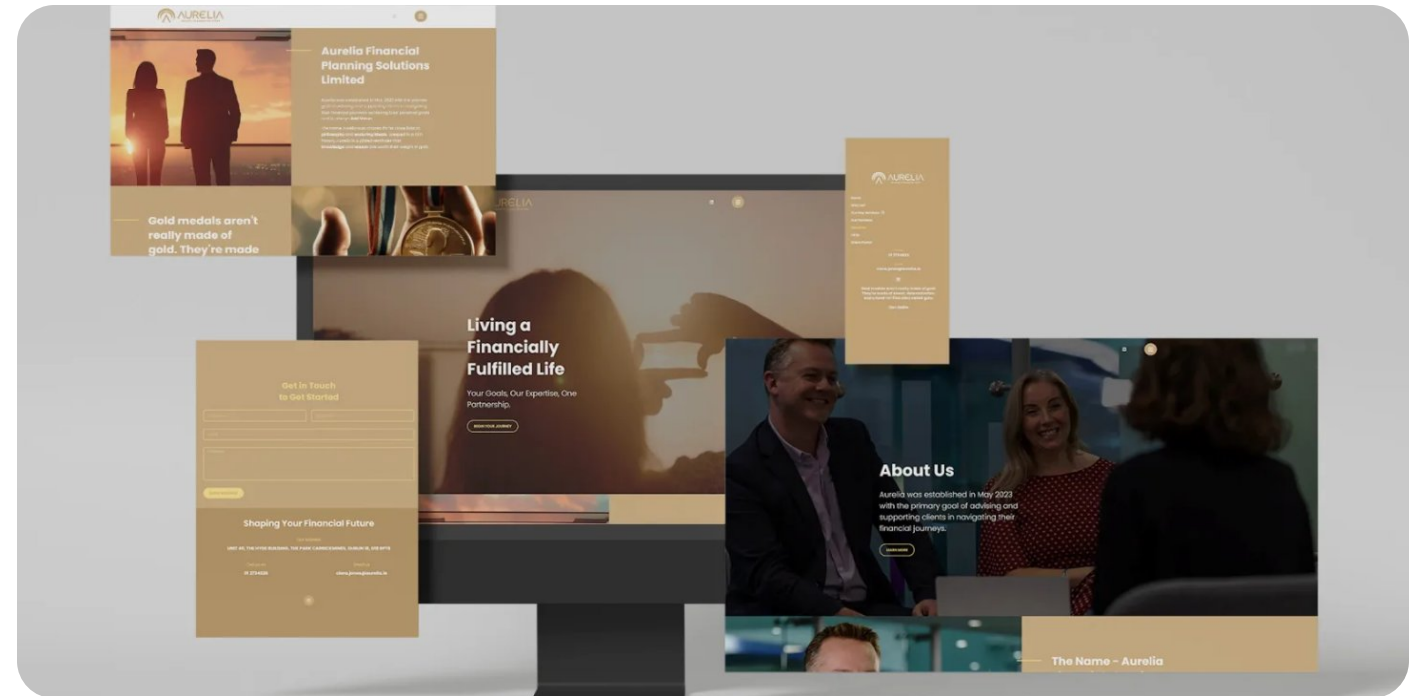
AURELIA

Rebranding

Website

Your future, planned.

A modern look and a stronger place in the financial market, keeping the brand's essence and history. New identity, new website and a clearer positioning.



New Brand Conceptualization



The main point of the symbol is to highlight the concepts that are linked to the creation of the brand. We've brought these elements together, and now we have a unique and personalised symbol that is directly connected to the company's values.



ANGOLA TRANSPORTE EXPRESSO

AUTO
CARRO
EXPRESSO
LINHA



AUTO
CARRO
EXPRESSO
LINHA

PADRÃO CROMÁTICO

Deve ser seguida a tabela de registros de cores conforme aplicação.

Code Brand

RGB: 202, 32, 49
CMYK: 14, 100, 85, 4

#ca203f
PANTONE 761 C

Code Brand

RGB: 255, 203, 4
CMYK: 0, 20, 100, 0

#fde025
PANTONE 109 C

Code Brand

RGB: 0, 0, 0
CMYK: 0, 0, 0, 100

#000000
PANTONE Neutral Black C

14 / 17

ANGOLA

ATÉ

Branding

Visual Identity

Campaigns

We take it further.

An Angolan transport brand built on mission and movement: “We take it to...”, the promise to take the product, the service and the value exactly where it matters.

15 / 17

ANGOLA

BURGER FIVE

Visual Identity

On/Offline Design

Website

Appetite, awakened.

A rebranding built on texture, colour and intensity: urban, contemporary and made to have an impact at first sight, on any medium.



IMPERIUM LAWYERS

Brand Identity

Illustration

Stationery

Complex law, clear voice.

A law brand that feels classic but modern, authoritative without arrogance. Deep blue for trust, imperial gold for authority, and an IL monogram in a single ligature.



17 / 17

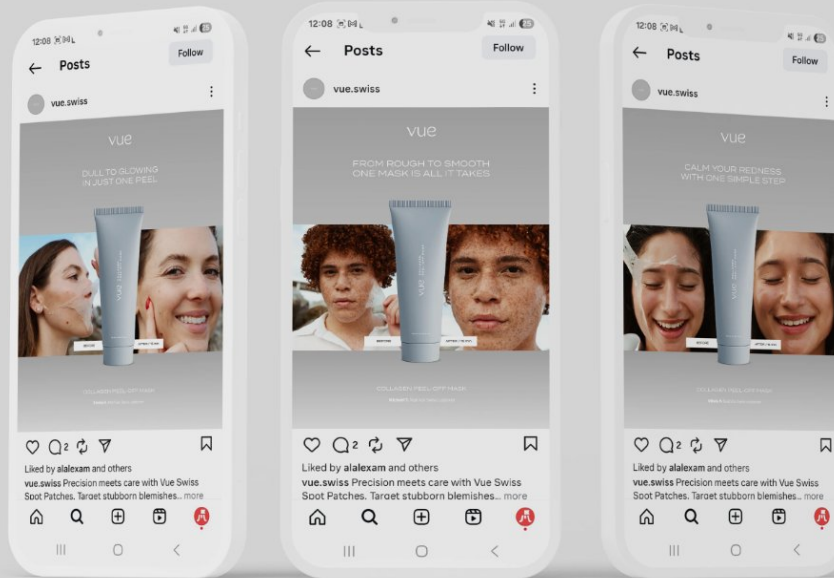
SWITZERLAND

VUE

Campaigns

Advertising

Marketing



Attention, earned.

A digital marketing project for VUE, a brand from Switzerland, built to catch attention, engage audiences and manage communication with speed and sophistication.

CONTACT

LET'S BUILD YOUR BRAND TOGETHER.

rafaministro26@gmail.com

rafaministro.com

[linkedin.com/in/rafaministro](https://www.linkedin.com/in/rafaministro)

[behance.net/rafaministro](https://www.behance.net/rafaministro)