

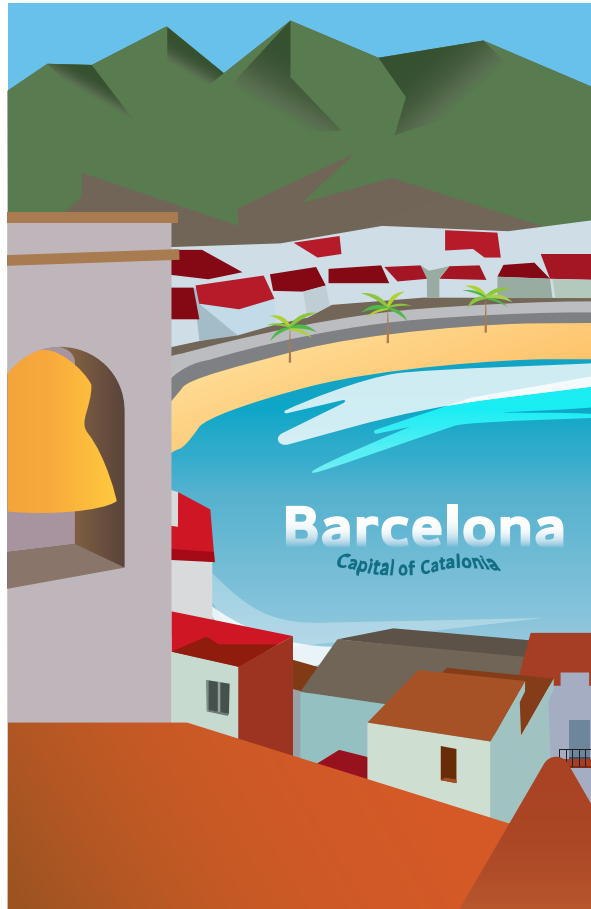
NM

NAT MARTINEZ

FALL 2024

Barcelona Travel Poster

September 2024
Adobe Illustrator



First assignment completed in Adobe Illustrator. This travel poster features Barcelona, the largest city in Spain's Catalonia region. Growing familiarity to Illustrator started with learning shortcuts, gradients, and mastering the pen tool.

The artwork to the right displays the poster without text.



Monogram

September 2024
Adobe InDesign



This monogram uses STSong as my base font.

In attempt to unite yet separate the initials of my name, I created a simple space between the letters. When conjoined, they imitate continuous waves that have no end. Leaving the serif from only the first letter really help differentiate them, since "n" and "m" share numerous characteristics.

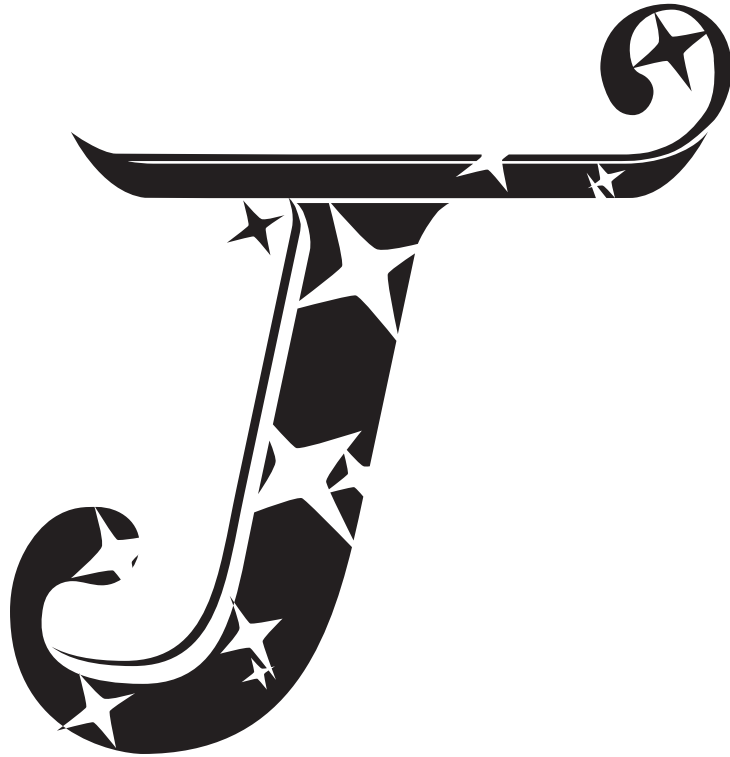


This monogram uses Arial Black as my base font.

In contrast to my last monogram, I experimented with bold weight and letter case. Similar to a house, I wanted "n" to be the invitation for our eyes. The leftmost gap and top arch are to resemble entering a door. When entering, the white middle section sucks your attention away. Although unsteady, "M" is slanted to push up "n" and have the visual journey start over again.

Initial

October 2024
Adobe Illustrator



Assigned the letter “J”, I found myself struggling to create ornate lettering. Instead, I chose to go with a design that felt more aligned with my personal style. Something classy and cute. Originally, the stars were only decorated outside of the shape. After feedback, it turned out that there needed to be a balance of design within and around the shape without seeming too try-hard.



There were many ways to interpret “J” in everyday objects, but I first thought of a red slide that my younger sister plays on. Perhaps my interpretation seems too realistic to imitate the letter, but I envisioned the movement of an animated child taking a ride on this slide. The curve of the line of action would be more than enough to bring that letter to life.

Restaurant Menu & Logo

November 2024
Adobe Illustrator & InDesign



Established during the summer of 2020, amid the uncertainty of the COVID-19 global pandemic, Kora's motives lie broadly in the exposition of the richness that exists within Filipino culture, and intimately in tribute to co-founder & chef Kimberly Camara's late grandmother, Corazon.

Just months before Kora's inception, mass layoffs in the hospitality industry affected both Kimberly & co-founder Kevin Borja, losing their jobs as a Research & Development cook and a Server for USHG, respectively. After Kimberly decided to serendipitously fry a batch of brioche dough instead of baking it, she decided to use this new-found time as a resource to share Filipino cuisine through some of her favorite foods, her grandmother's recipes, and a pastry that everyone could enjoy: a doughnut.

What began as a short-term project humbly produced out of Kimberly's apartment kitchen in Woodside, Queens (aka Little Manila), two home-fryers, Kevin taking orders and delivering doughnuts out of a two-door sports car and a team of volunteers made up of family & friends, eventually Kora--Kimberly & Corazon's names combined, became its marquee, with our logo crafted directly from Corazon's old handwritten recipe book. Since then, our online-only presence has come to amass a waitlist of over 10,000 people, recognized in New York City and internationally.

As Kora continues to expand, we invite you to support our efforts in learning and sharing more about Filipino culture through cuisine and fine hospitality and Lola Corazon's legacy.

Restaurant Menu & Logo

November 2024
Adobe Illustrator & InDesign

Kora

SEASONAL PASTRIES (NOV '24 - JAN '25)

- \$9 **KALABASA SPICE PIE**
Spiced kabocha squash custard, pumpkin seed crunch, bay leaf diplomat cream.
- \$9 **UBE & BUKO PIE**
Ube custard, coconut meat, coconut cream, coconut mousse.
- \$9 **SALTED TSOKONUT PIE**
Roasted cashew, Tanduay rum & muscovado filling, chocolate cremeux, Pangasinan sea salt.
- \$9 **TAMARIND APPLE CRUMBLE PIE**
Honeycrisp apples, tamarind filling, oat crumble, tamarind caramel.
- \$14 **KALDERETA PIE**
Classic Filipino stew made with slow-braised beef baked in a



DONUTS

- \$7.50 **UBE**
Fried ube brioche, ube custard, ube glaze, purple yam crisps, ube powder.
- \$7.50 **LECHE FLAN NI LOLA**
Fried brioche with flan cream & Lola Corazon's famous flan.
- \$7.50 **ABOKADO**
Fried avocado brioche, white chocolate avocado mousse, fresh avocado chunks, avocado polvoron, white chocolate crisps pearls.
- \$7.50 **SANS RIVAL**
Fried brioche, roasted cashews, Tanduay rum buttercream, toasted cashew macaron, gold leaf.
- \$7.50 **GUAVA CRULLER**
Cruller, spiced guava pâte de fruit, guava glaze.
- \$7.50 **SALTED EGG**



COOKIES

- \$5 **AURO CHOCOLATE CHUNK**
Auro 64% dark and 42% milk chocolate.
- \$5 **BANANA & CARAMELIZED WHITE CHOCOLATE**
Riped banana, caramelized Auro 32% white chocolate, cacao nib, Pangasinan sea salt
- \$6 **UBE & COCONUT**
Marbled ube and coconut ube halaya filling, cocont flakes, purple yam crisps
- \$6 **CALAMANSI CORNMEAL**
Cornmeal rosemary sable cookie sandwiched with calamansi curd.
- \$6 **FFG (FOR THE GODDESSES)**
Medjool date, pecan, toffee, and Pangasinan sea salt.
- \$6 **COCO JAM ALFAJOR**



BEVERAGES

- \$5 **CALAMANSI JUICE**
Calamansi citrus, sugar, and water.
- \$5 **MANGO JUICE**
Fresh mangoes, sugar, and water.
- \$7 **SAGO'T GULAMAN**
Tapioca pearls, gelatin, brown sugar, and water.
- \$3 **SARSI COLA**
Sarsaparilla flavoring, similar taste to root beer.

SPECIALTY DRINKS

- \$6 **UBE LATTE**
Ube halaya, ube extract. Milk of choice
- \$6 **PANDAN LATTE**
Pandan syrup, pandan extract. Milk of choice
- \$6 **BLACK SESAME LATTE**
Homemade black sesame paste, sesame oil. Milk of choice.
- \$8 **KAPENG BARAKO COFFEE**
A rare aromatic coffee native to the Phillipines.
- \$6 **VANILLA CHAI**
- \$3 **COFFEE**