



# DESIGN PORTFOLIO

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## WOM BRAND GUIDELINES

### CLIENT

Worldwide Oilfield Machine

### DETAILS

32 pages

Actual size: Digital: 1920x1080 | Print: 11" x 8.5"

### OBJECTIVE

Define the protocols and graphic elements for WOM's new corporate identity. The company underwent a complete rebranding, beginning with their logo and corporate messaging. New color guides, fonts, design elements, office stationary and tools were included.

### RESULTS

The new corporate identity provided consistency across several channels including social media, and video. The guidelines provided employees a better understanding of how to represent the brand inside and outside of work. It also explained how employees can reflect brand values, such as customer focus, leadership, and innovation in the way they work with clients.



## “POWER OF X” CUSTOMER EVENT

### CLIENT

Worldwide Oilfield Machine

### DETAILS

33" x 88" pull up banners x 4  
Digital presentation and online customer portal

### OBJECTIVE

Create a product brand for the company's leading "X" products. The client event required several displays highlighting the different tools and their functions. Digital monitors also reflected the product brand and an email template was used for follow-up correspondence.

### RESULTS

The event hosted several existing clients and provided the company the opportunity to debut its latest equipment. The designs required rendering 3D models of the equipment and incorporating the company's colors to show consistency and brand awareness.



**COME VISIT US AT...**

**SUBSEATIEBACK**  
FORUM & EXHIBITION

**FEB. 28 ▶ MAR. 2** BOOTH **217**

**WOM**  
WORLDWIDE OILFIELD MACHINE

PRESENTING AT:

**SUBSEATIEBACK**  
FORUM & EXHIBITION

**UDAYA BHASKAR**

**MARCH 1** BOOTH **217**  
9:35 AM

**WOM**  
WORLDWIDE OILFIELD MACHINE

**ADVANCEMENTS IN SUBSEA STIMULATION**

**WOM**  
WORLDWIDE OILFIELD MACHINE

**HIRING ON THE SPOT**

**THURSDAY JUNE 8** 9 AM - 1 PM

**WOM**  
WORLDWIDE OILFIELD MACHINE

## WOM WEBSITE AND SOCIAL MEDIA PRESENCE

### CLIENT

Worldwide Oilfield Machine

### DETAILS

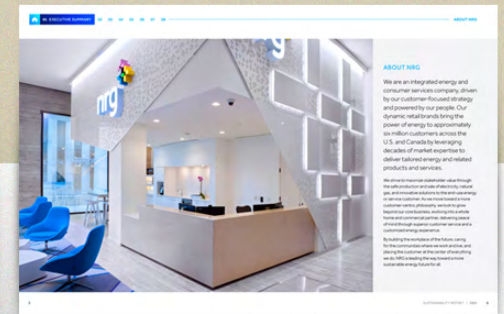
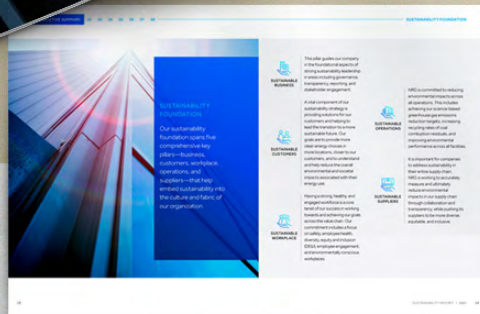
Actual size: Digital: Standard social media specs.

### OBJECTIVE

Update the company's website and presence on social media with elements from the new brand guidelines. The company website incorporated new photography focusing on people working together. On social media, the focus was on tools/products and events.

### RESULTS

Templates and new photography was incorporated for brand consistency throughout all of the company's social media pages. Less text on social media posts improved customer engagement and provided the company the opportunity to link to their website and provide customers more detailed information concerning their search topics.



## NRG 2021 SUSTAINABILITY REPORT

### CLIENT

NRG Energy

### DETAILS

112 pages

Actual size: Digital: 1920x1080 | Print: 8.5" x 11"

### OBJECTIVE

Design the company's 2021 Sustainability Report in both interactive digital and for print. The objective of the design was to utilize the companies existing brand elements and update the report with a modern, clean design. This design included creating original icons, infographics and incorporating an interactive navigation for readers to skip to specifically searched topics.

### RESULTS

The project was three months behind schedule before production began. The goal was to complete the digital format within another three months. Through clear collaboration with the communications team, the report was completed on schedule by developing a layout that could be easily revised and restructuring the approval process in stages to separate design and content revisions.



## STINGER CHEMICAL BRAND GUIDELINES

### CLIENT

Stinger Chemical

### DETAILS

16 pages  
Actual size: Digital & Print: 8.5" x 11"

### OBJECTIVE

Define the protocols and graphic elements for Stinger's new corporate identity. The company only had their logo and a small selection of colors. I was responsible for updating and defining the use of all the design elements for print, digital, social media, merchandise, and video.

### RESULTS

The new corporate identity unified the overall look-and-feel of the company. It provided consistency across several channels including product labeling, social media, video and subsequent redesign of the office interiors.



## DRIVE-ON BROCHURE

### CLIENT

Stinger Chemical

### DETAILS

Actual size: 5.5" tri-fold brochure

### OBJECTIVE

Design a cost effective brochure for Stinger's subsidiary company, Drive-On. The brochure introduces new design elements unique to Drive-On including colors, fonts and photography.

### RESULTS

The brochure was used in conjunction with other Stinger peripheral sales tools. It's unique size made it cost-effective to produce and made it stand out from other brochures the company used for trade shows and other industry events. A digital format was developed for download on the company's internet site.



## STINGER CHEMICAL 2021 CATALOG

### CLIENT

Stinger Chemical

### DETAILS

56 pages

Actual size: Digital & Print: 8.5" x 11"

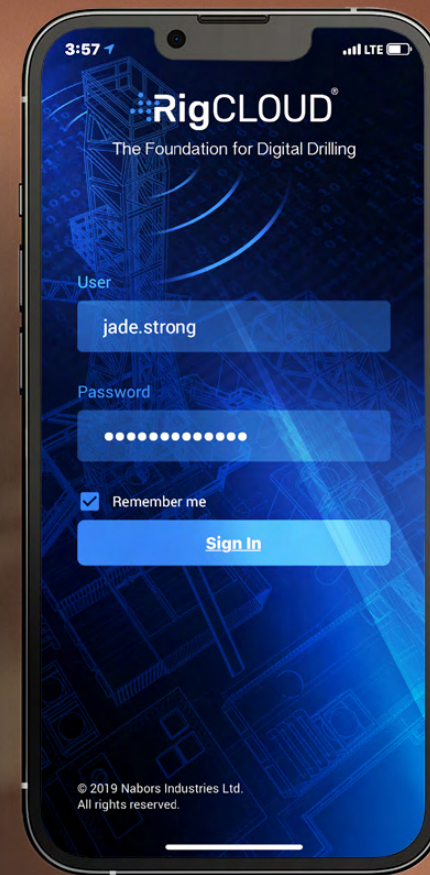
### OBJECTIVE

The 2021 product catalog included several new sections and services provided by the company. The catalog is also the main sales tool for their team to promote the company's products and services. The new layout included new color coated chapters and categories for easy navigation and custom icons for customers to identify proper product safety applications.

### RESULTS

The product catalog was developed in digital and print formats. The catalog was the first printed piece incorporating the new brand guidelines which depicts a more modern, contemporary company that reinforced its brand recognition and builds credibility to the company's new and existing customer base.





## RIGCLOUD® MOBILE APP DESIGN

### CLIENT

Nabors Industries

### DETAILS

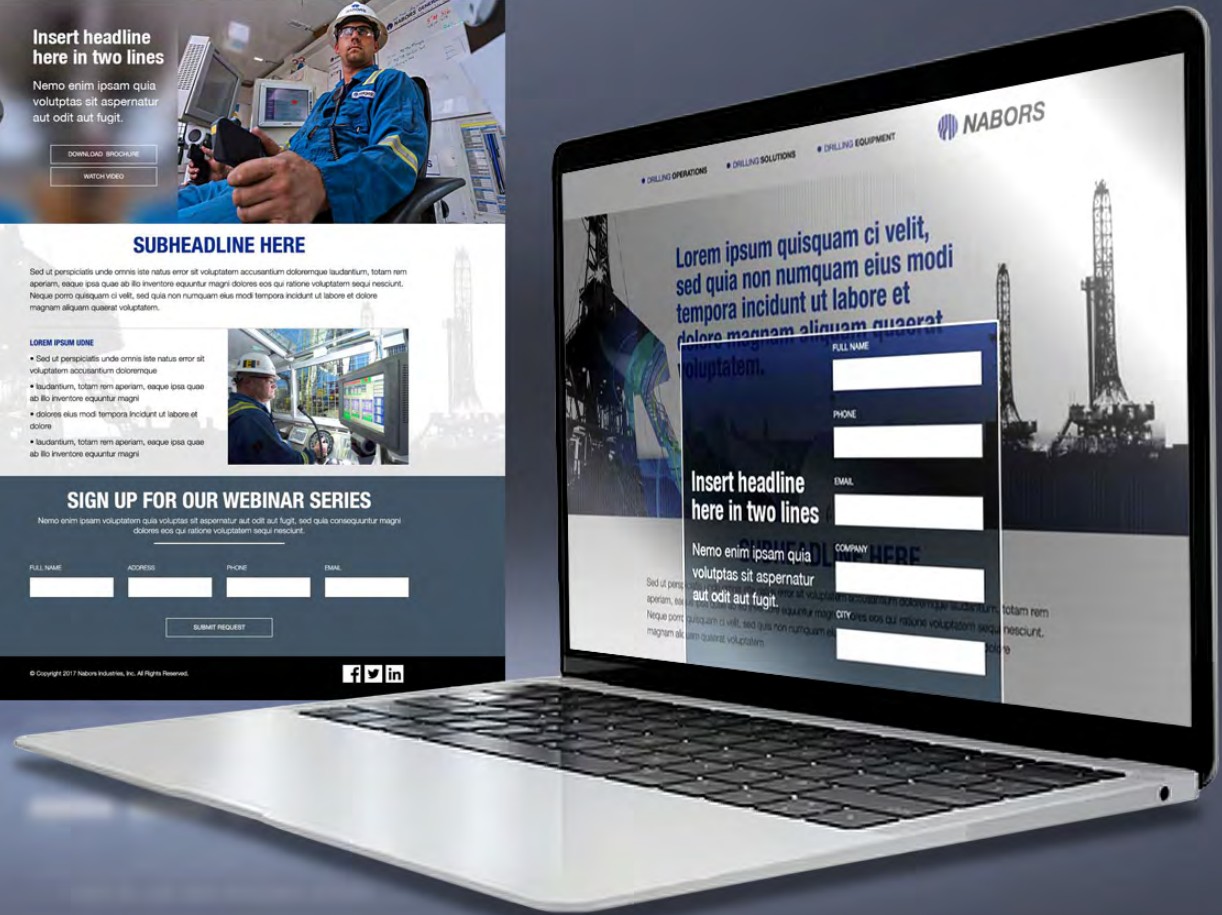
Actual size: Mobile specs

### OBJECTIVE

Nabors new RigCLOUD® service required unique branding for the new app. The new design maintained some similarities with the existing corporate brand with more of a modern, technical feel representing the remote function of the application.

### RESULTS

Several UI designs were submitted for the client. The interface was made to be intuitive and consistent with existing apps used by the company.



## NABORS URTEC INTERNET PORTAL

### CLIENT

Nabors Industries

### DETAILS

Intranet site comprised of four pages for new URTEC customers to find more information about the company.

### OBJECTIVE

Design a landing page and login for attendees of the URTEC event. The design objective was to create a unique, more contemporary look utilizing the company's brand colors with a focus on the product software being featured at the event.

### RESULTS

A link to the landing page was distributed to potential customers to input contact information and provide them with pertinent webinar information and announcements. The site also provided information for the sales team to send follow up emails and offers to new customers.

FEATURED TECHNOLOGY

# Geological Solutions

**AccuSteer® MWD suite**

The collar-based system is a premier directional drilling and geosteering tool designed specifically for the unconventional market. The fully integrated downhole measurement suite incorporates all the measurements you need to achieve accurate wellbore placement and maximum pay zone contact, increasing production rates and extending the life of the well.

- Directional measurements
- Near-bit continuous inclination
- Azimuthal Gamma
- Drilling dynamics
- Downhole RPM
- Pressure while Drilling
- Shock and vibration
- Propagation Resistivity

**NABORS**

**Unconventional Resources Technology Conference**  
JULY 24-26 | BOOTH #636 | Austin, TX

Advanced wellbore placement with rig, geological and drilling solutions

FEATURED TECHNOLOGY

## Rigs

**Directional-Ready™ rigs**

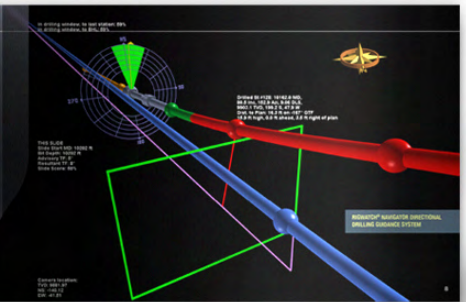
• PACE™ rigs  
• PACE-M100 rigs  
• PACE-M300 rigs

**ACCUMAX™ MWD-PULSE MWD SYSTEM**  
Proven system engineered as seamless non-augmented

**ACCUMAX™ ELECTROMAGNETIC (EM) MWD SYSTEM**  
Enables real-time transmission in all drilling environments

**DIGITAL MWD LOGGING SERVICES**  
We provide high-fidelity data and expert interpretation of all real-time data, including drilling (RTD), and lateral (RLD) logging services. Accurate, real-time data and expert interpretation, combined with geological and wellbore placement expertise, provides superior formation evaluation for better decision making.

**GEOSTEERING SERVICES**  
At Nabors, we know the value of better well placement as it relates to increasing production. We offer the following geosteering services to enhance your reservoir production: real-time geosteering, azimuthal drilling, and propagation resistivity.



## RIGLINE 24/7

**Rigline 24/7™ remote support center**

Through our centralized command center, we can provide remote access to real-time data to enable our drillers, engineers and clients to make better decisions and collaborate quickly to resolve issues. From this center, we have the infrastructure in place capable of managing directional drilling and measurement while drilling operations remotely.



### NABORS URTEC BROCHURE

#### CLIENT

Nabors Industries

#### DETAILS

12 pages

Actual size: Digital: 1920x1080 | Print: 8.5" x 5.5"

#### OBJECTIVE

Design a cost effective, printable brochure highlighting the company's objectives and new products for the URTEC show. The design reflected the look of the landing page and booth. Additionally, the unique size was cost effective and fit easily into any standard folder.

#### RESULTS

A detailed slide show presentation, website, and booth design was created for the event with the same look-and-feel. All of the materials maintained the same uniformity demonstrating to customers Nabors ability to deliver consistent quality in their products and services.