

Reimagining Marbella everyday visual identity.



Introduction

Cities communicate with us constantly.
Through signage.
Through street furniture.

Through the small visual details we pass every day without noticing.
When I arrived in Marbella, I began paying attention to these everyday graphics.
The city had adopted a clean, minimalist style across bins and public spaces
functional, consistent, and easy to reproduce.

But something felt missing.

Marbella is one of Europe's most recognisable coastal cities. It has an unmistakable character shaped by its whitewashed streets, La Concha mountain, bougainvillea spilling over walls, Mediterranean light, historic architecture and world-famous marina.

Yet none of that personality appeared in the city's visual language.

That became the starting point for this project.

Instead of creating another logo or campaign, I explored what would happen if the city's identity lived within its everyday graphics turning ordinary public infrastructure into something that quietly celebrates place.

The goal wasn't decoration.

It was to build a flexible illustration system capable of bringing Marbella's identity into the spaces people interact with every day.

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Plaza de los Naranjos

Inspiration for the illustration

Plaza de los Naranjos has long been considered the heart of Marbella's Old Town and became the inspiration for this illustration. Known for its historic architecture, vibrant cafés and iconic orange trees, the square captures the relaxed Mediterranean character that defines the city.

Rather than illustrating the entire setting, the design focuses on the orange fruit, blossom and foliage the elements that make the plaza instantly recognisable.

By simplifying these forms into bold geometric shapes, the illustration preserves the essence of the location while remaining versatile enough to work as part of a wider modular graphic system.



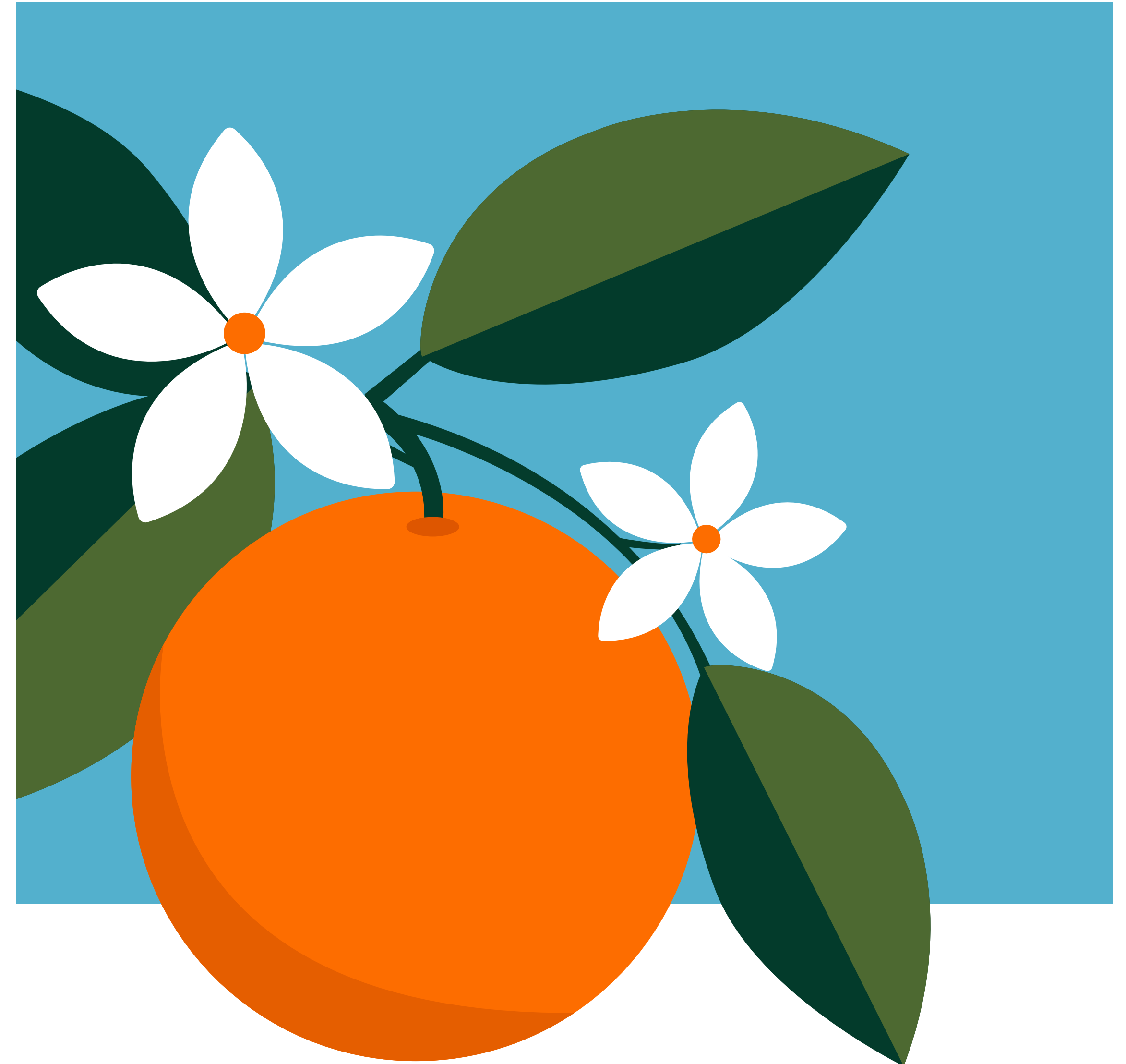
Plaza de los Naranjos

The final illustration represents the transition from observation to a refined visual asset. Rather than tracing or replicating the reference image, the composition was carefully reconstructed using a series of simplified geometric forms that capture the essence of Plaza de los Naranjos while removing unnecessary detail.

Every element from the proportions of the fruit and blossom to the shape of the leaves and the colour palette was considered to create a balanced composition that is both instantly recognisable and visually consistent with the wider illustration system.

Maintaining a uniform visual language across every illustration was a key objective throughout the project. Consistent line weights, simplified shapes and a restrained colour palette ensure that each graphic works independently while also contributing to a cohesive collection.

The result is an illustration that celebrates one of Marbella's most iconic locations while remaining versatile enough for applications ranging from public graphics and wayfinding to environmental branding, printed materials and digital communications.



The Red Bridge

inspiration for the illustration

The Red Bridge is one of Marbella's most distinctive landmarks, connecting the Río Verde area with Puerto Banús. Although modest in scale, its bold red structure and suspension-inspired design make it instantly recognisable and a memorable feature along the coastal promenade.

Its striking colour contrasts beautifully with the surrounding palm trees, Mediterranean sky and nearby marina, creating a strong visual identity that stands out within the landscape.

For this project, the bridge was selected not only for its architectural character but also for what it represents.

As a gateway between Marbella and Puerto Banús, it reflects movement, connection and exploration qualities that align with the wider concept of creating a visual language inspired by the city's landmarks. Its distinctive form made it an ideal subject for reinterpretation within the illustration system.



The Red Bridge

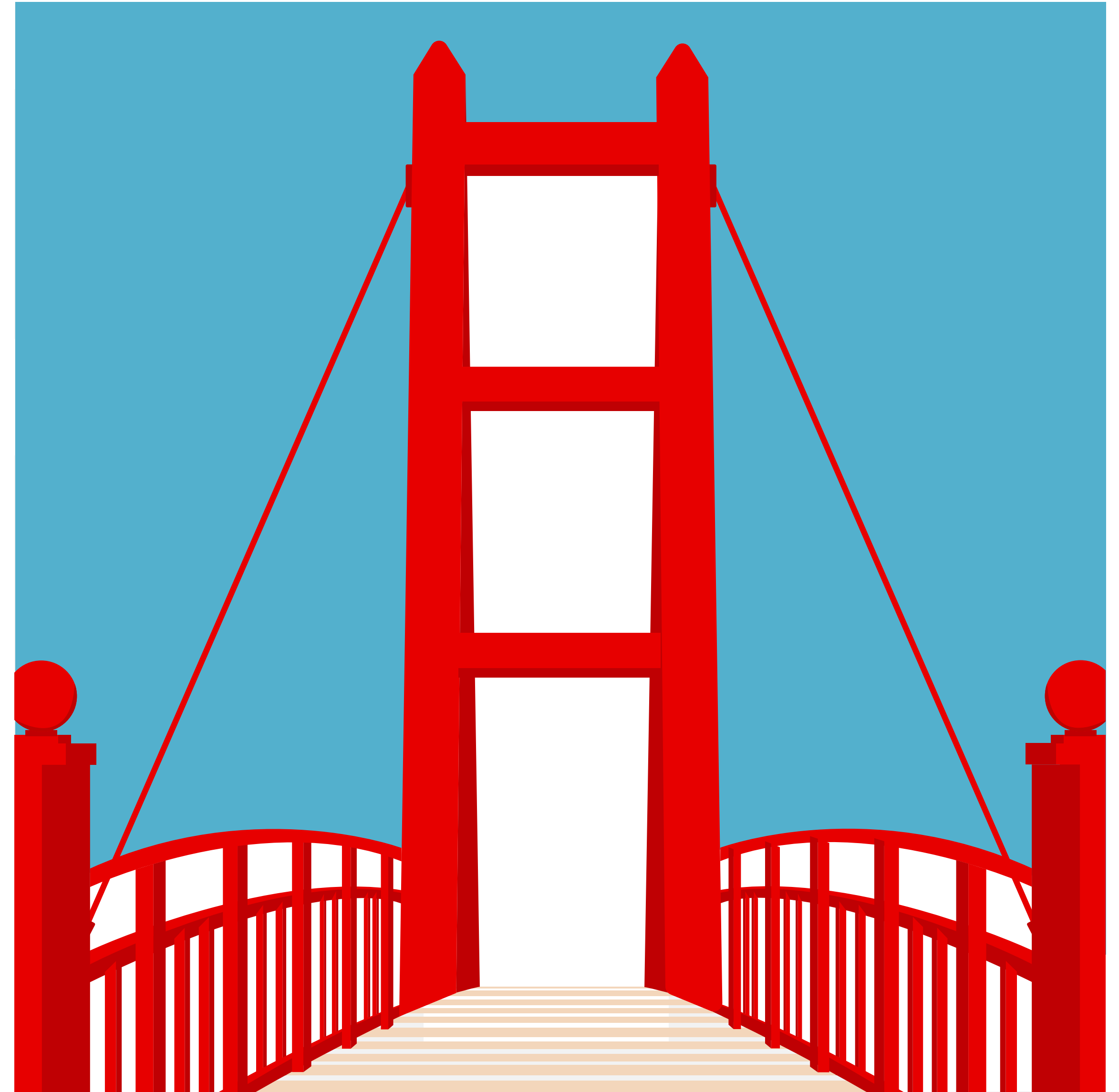
The finished illustration simplifies the bridge into a series of clean geometric forms while preserving the proportions and structural features that make it immediately identifiable.

Careful attention was given to the rhythm of the suspension cables, the curved pedestrian walkway and the vibrant red colour, allowing the illustration to capture the character of the landmark without relying on photographic detail.

Rather than functioning as an isolated artwork, the illustration was designed as part of a modular graphic system that can be combined with other Marbella inspired assets.

Maintaining consistent line weights, colour values and visual proportions across every illustration ensures a cohesive identity throughout the collection.

This approach allows the artwork to adapt across a variety of applications from public graphics and wayfinding to environmental branding and digital communications while reinforcing a strong and recognisable sense of place



Puerto Banús Yacht

Inspiration for the illustration

Puerto Banús is one of Marbella's most recognisable destinations, known internationally for its luxury marina, contemporary architecture and collection of superyachts.

The harbour has become a defining symbol of the city's relationship with the Mediterranean, combining leisure, tourism and coastal lifestyle within a single iconic location. The yachts themselves represent more than transportation they have become an integral part of Puerto Banús' visual identity and are instantly associated with Marbella around the world.

This illustration was inspired by the clean lines and distinctive silhouettes of the yachts moored within the marina. Rather than focusing on a specific vessel, the design draws from the overall character of the harbour, capturing the elegance and simplicity of its forms while reflecting the atmosphere that makes Puerto Banús one of Marbella's most recognisable landmarks.



Puerto Banús Yacht

The final illustration transforms the complex form of a luxury yacht into a simplified geometric composition while preserving its distinctive profile and proportions. Every curve, angle and surface was carefully refined to create a balanced illustration that remains instantly recognisable without relying on unnecessary detail.

By reducing the vessel to its essential forms, the artwork achieves a clean and contemporary aesthetic that aligns with the wider visual language developed throughout the project.

Consistency was a key consideration during the design process. The illustration follows the same principles of simplified geometry, restrained colour palettes and clear visual hierarchy established across the entire collection.

This ensures the artwork functions seamlessly alongside the other Marbella-inspired illustrations while remaining flexible enough for use across environmental graphics, wayfinding systems, printed materials and digital communications.

Together, these illustrations form a cohesive visual system that celebrates Marbella through its landmarks, architecture and coastal lifestyle.



Andalusian Patios

Inspiration for the illustration

The colourful flower pots that decorate the whitewashed streets of Marbella's Old Town are among the city's most recognisable visual features. Mounted to the walls of traditional Andalusian buildings, they add colour, texture and life to the narrow streets while reflecting a long-standing tradition of decorating public spaces with plants and flowers.

Their contrast against the white architecture has become synonymous with the charm and character of Marbella's historic centre.

This illustration draws inspiration from these everyday details rather than a single location. By focusing on the distinctive blue pots, vibrant red flowers and clean white surroundings, the design captures an instantly recognisable element of Marbella's streetscape.

These small but memorable features help define the city's identity and contribute to the welcoming atmosphere experienced throughout the Old Town.



Andalusian Patios

The final illustration simplifies the arrangement of the flower pots into a balanced geometric composition that reflects the rhythm and repetition found throughout Marbella's streets.

Rather than recreating an individual façade, the design focuses on the essential forms, colours and proportions that make these decorative displays immediately recognisable.

The contrast between the vivid flowers, deep blue pots and light architectural backdrop creates a striking yet minimal composition that aligns with the overall visual language of the project.

Consistency across the illustration system was a key consideration during development. Each flower pot was constructed using the same geometric principles, colour palette and visual proportions established throughout the collection, allowing the illustration to integrate seamlessly with the other Marbella-inspired graphics.

The result is a flexible visual asset that can be used independently or combined with the wider system across environmental graphics, wayfinding, public campaigns and printed materials, reinforcing a cohesive identity inspired by Marbella's culture and everyday character.



Gateway to Marbella

Inspiration for the illustration

Standing at one of the main entrances to the city, the Marbella Arch has welcomed residents and visitors for decades and has become one of Marbella's most recognisable landmarks. Its bold architectural form and the large "Marbella" lettering have made it an enduring symbol of arrival, marking the transition into the city while reflecting its identity as one of Spain's best-known coastal destinations.

The illustration was inspired by the monument's distinctive silhouette and strong geometric structure. Rather than documenting every architectural detail, the design focuses on the proportions, sweeping curves and open archway that define the landmark.

By simplifying these features into clean geometric forms, the illustration captures the character of the gateway while remaining consistent with the wider visual language developed throughout the project.



Gateway to Marbella

The final illustration transforms the Marbella Arch into a clean, contemporary graphic while preserving the defining characteristics that make the landmark instantly recognisable. Particular attention was given to the monument's proportions, the bold "Marbella" lettering and the sweeping architectural curves, allowing the illustration to retain its sense of scale and identity through a minimal visual approach.

The surrounding road, palm trees and clear Mediterranean sky were intentionally simplified to provide context without distracting from the landmark itself.

As with every illustration in the collection, the artwork was developed using a consistent system of geometric construction, restrained colour palettes and balanced compositions.

This ensures it functions both as a standalone graphic and as part of the wider modular illustration library.

Whether applied to public graphics, wayfinding, environmental branding or promotional materials, the illustration contributes to a cohesive visual identity that celebrates Marbella through its most iconic landmarks while remaining flexible across a wide variety of applications.



Golf Coast

Inspiration for the illustration

Marbella is internationally recognised as one of Europe's premier golfing destinations, with more than seventy courses spread across the Costa del Sol.

Golf has become an integral part of Marbella's identity, attracting visitors from around the world and contributing significantly to the city's lifestyle and tourism.

This illustration draws inspiration from that distinctive setting rather than a single course.

By combining the fairway, coastline and mountain skyline into a simplified composition, the design captures the relationship between sport, landscape and place.

Together, these elements create a visual representation of one of Marbella's most recognisable experiences while remaining consistent with the wider illustration system.



Golf Coast

The final illustration reduces Marbella's coastal landscape into a series of clean geometric forms while preserving the visual elements that define the region's golfing environment.

The sweeping fairway, flag, Mediterranean coastline and distant silhouette of Gibraltar are carefully balanced to create a composition that is both instantly recognisable and visually cohesive.

Rather than focusing on intricate detail, the design emphasises the relationship between the golf course, the sea and the surrounding landscape, allowing the illustration to communicate a strong sense of place through simplicity.

Developed using the same geometric principles and restrained colour palette as the rest of the collection, the illustration integrates seamlessly within the wider Marbella visual system.

Every element was refined to ensure clarity, scalability and consistency across different applications, allowing the artwork to function independently or as part of larger graphic compositions.

The result is a versatile illustration that celebrates Marbella's distinctive golfing landscape and Mediterranean setting while supporting a cohesive visual identity inspired by the city's landmarks, coastline and outdoor lifestyle.



White House & Bougainvillea

Inspiration for the illustration

Marbella's Old Town is defined by its whitewashed facades, narrow streets and vibrant bougainvillea that cascade across balconies, courtyards and traditional homes.

These distinctive architectural and botanical elements have become synonymous with the city's Mediterranean character, creating colourful streets that are instantly recognisable to both residents and visitors.

The contrast between the bright white buildings, deep blue shutters and vivid pink flowers forms one of Marbella's most iconic visual identities.

This illustration draws inspiration from the everyday beauty found throughout the Old Town rather than a single location. By combining traditional Andalusian architecture with flourishing bougainvillea, the artwork captures the atmosphere and charm that make Marbella's historic centre unique.

These familiar elements celebrate the city's heritage while reinforcing the strong connection between architecture, nature and place.



White House & Bougainvillea

The final illustration translates the distinctive character of Marbella's Old Town into a simplified geometric composition that balances architectural detail with natural forms.

The whitewashed buildings provide a clean and structured foundation, while the flowing bougainvillea introduces movement, colour and organic contrast. Careful refinement of each element ensures the illustration remains instantly recognisable while embracing the clean visual language established throughout the wider collection.

Every component was constructed using the same geometric principles, restrained colour palette and balanced proportions developed across the project, creating consistency between each illustration while allowing every landmark to retain its own identity.

The composition was designed to function both as a standalone graphic and as part of the wider modular illustration system, making it suitable for environmental graphics, public spaces, wayfinding, printed materials and digital communications.

Together, these illustrations celebrate Marbella's architectural heritage and Mediterranean lifestyle through a cohesive visual identity rooted in the city's most recognisable places.



La Concha

La Concha is Marbella's most recognisable natural landmark, rising dramatically behind the city and forming an unmistakable backdrop to its coastline.

Visible from almost every part of Marbella, the mountain has become a defining symbol of the region, representing the connection between the Mediterranean landscape and the Sierra Blanca mountain range.

Its distinctive silhouette is instantly recognisable and has become one of the city's most enduring visual icons.

This illustration was inspired by the changing light, rugged rock formations and panoramic views that make La Concha such a prominent feature of Marbella's landscape.

Rather than reproducing every geological detail, the design focuses on the mountain's distinctive profile and surrounding coastline, creating a simplified composition that captures the scale and character of the location while remaining consistent with the wider illustration system.

Inspiration for the illustration



La Concha

The final illustration distils La Concha into a series of bold geometric forms, carefully simplifying the mountain's distinctive ridgelines while preserving the silhouette that makes it instantly recognisable.

The surrounding coastline, Mediterranean Sea and foreground vegetation were intentionally included to provide context and reinforce the relationship between Marbella's natural landscape and its coastal setting.

Through a restrained colour palette and balanced composition, the illustration communicates the scale and presence of the mountain without relying on photographic realism.

Developed using the same geometric principles and visual language as the rest of the collection, the artwork integrates seamlessly with the wider Marbella illustration system.

Every element was refined to ensure consistency, scalability and flexibility across different applications, allowing the illustration to function independently or alongside the other graphics.

The result is a contemporary interpretation of Marbella's most iconic natural landmark, celebrating the landscape that defines the city's identity while supporting a cohesive visual language inspired by place.



Marbella Lighthouse

Inspiration for the illustration

The Faro de Marbella has stood along the city's seafront since the nineteenth century and remains one of Marbella's most recognisable coastal landmarks.

Positioned between the promenade and the Mediterranean, the lighthouse has guided vessels for generations while becoming an enduring symbol of the city's maritime heritage. Its distinctive red and white spiral bands, elegant proportions and prominent location make it an instantly recognisable feature of Marbella's skyline.

This illustration draws inspiration from the lighthouse's iconic form rather than its architectural detail. By focusing on its bold cylindrical structure, lantern room and characteristic colour palette, the design captures the essence of the landmark through a clean geometric approach.

The simplified composition reflects the lighthouse's role as both a functional beacon and a symbol of Marbella's connection to the sea, while maintaining consistency with the wider illustration system.



Marbella Lighthouse

The final illustration reinterprets the Faro de Marbella using a refined geometric style that emphasises clarity, balance and recognisability. The lighthouse's distinctive proportions, spiral red-and-white bands and lantern structure were carefully simplified to preserve its iconic appearance while aligning with the visual language established throughout the collection.

Minimal supporting elements, including the clear Mediterranean sky and soaring seabirds, were incorporated to reinforce its coastal setting without distracting from the landmark itself.

Created using the same modular design principles, restrained colour palette and geometric construction as the rest of the illustration system, the artwork integrates seamlessly with the wider collection while maintaining its own visual identity.

Designed for flexibility across environmental graphics, wayfinding, public campaigns, digital communications and printed materials, the illustration demonstrates how a familiar local landmark can be transformed into a contemporary graphic asset.

Together with the other illustrations in the series, it contributes to a cohesive visual identity that celebrates Marbella through its architecture, landscapes and cultural landmarks.





This illustration collection demonstrates how a place's identity can be distilled into a cohesive visual system through careful observation, research and refinement. Rather than producing isolated graphics, the project establishes a modular illustration language that celebrates Marbella's most recognisable landmarks, landscapes and everyday details while maintaining consistency across every asset.

From the orange trees of Plaza de los Naranjos and the luxury yachts of Puerto Banús to the dramatic silhouette of La Concha and the iconic Faro de Marbella, each illustration contributes to a wider narrative that reflects the city's character. A shared geometric style, restrained colour palette and consistent visual structure ensure the illustrations function both individually and collectively across environmental graphics, wayfinding, branding, printed materials and digital communications.

Ultimately, the project demonstrates how thoughtful illustration can strengthen a sense of place, transforming familiar landmarks into a contemporary visual identity that is both memorable and highly adaptable. By balancing simplicity with recognisability, the collection provides a flexible design system capable of representing Marbella across a wide range of public and commercial applications while celebrating the unique culture and atmosphere that define the city.







MARBELLA



PUERTO BANÚS
Marbella 1970

MARBELLA

Marbella

EXCMO. AYUNTAMIENTO DE
MARBELLA
PÓRTEL OFICIAL DEL AYUNTAMIENTO DE MARBELLA

Project Reflection

This project challenged me to translate the character of Marbella into a contemporary illustration system that is both visually engaging and highly adaptable.

Through research, observation and refinement, I developed a collection of modular illustrations that celebrate the city's landmarks while creating a cohesive visual language suitable for branding, wayfinding, environmental graphics and digital media.

More than a series of illustrations, the project demonstrates how thoughtful graphic design can communicate identity, strengthen a sense of place and create meaningful visual experiences.

Brand Identity: Marbella Visual Identity.

