

**LUCA IONESCU DESIGN**

**MIX MEDIA PORTFOLIO  
2007 EDITION**

**LUCA.COM.AU  
LUCA@LUCA.COM.AU**

## BIOGRAPHY

Luca Ionescu currently operates Like Minded Studios <http://www.likemindedstudio.com> with clients such as: Nike, Zoo York, MTV America, Vh1, O'Neill Surfwear, ES, ETNIES, Tiger Beer, Absolut Vodka, Reebok and

Coca-Cola. He also co-runs and publishes Refill Magazine ([refillmag.com](http://refillmag.com)) as well as being curator of Refill Seven laser skate deck exhibition [www.refillseven.com](http://www.refillseven.com). Luca's branding and design work has been featured

extensively in local and international design publications including a large selection of logos in Tres-Logos.

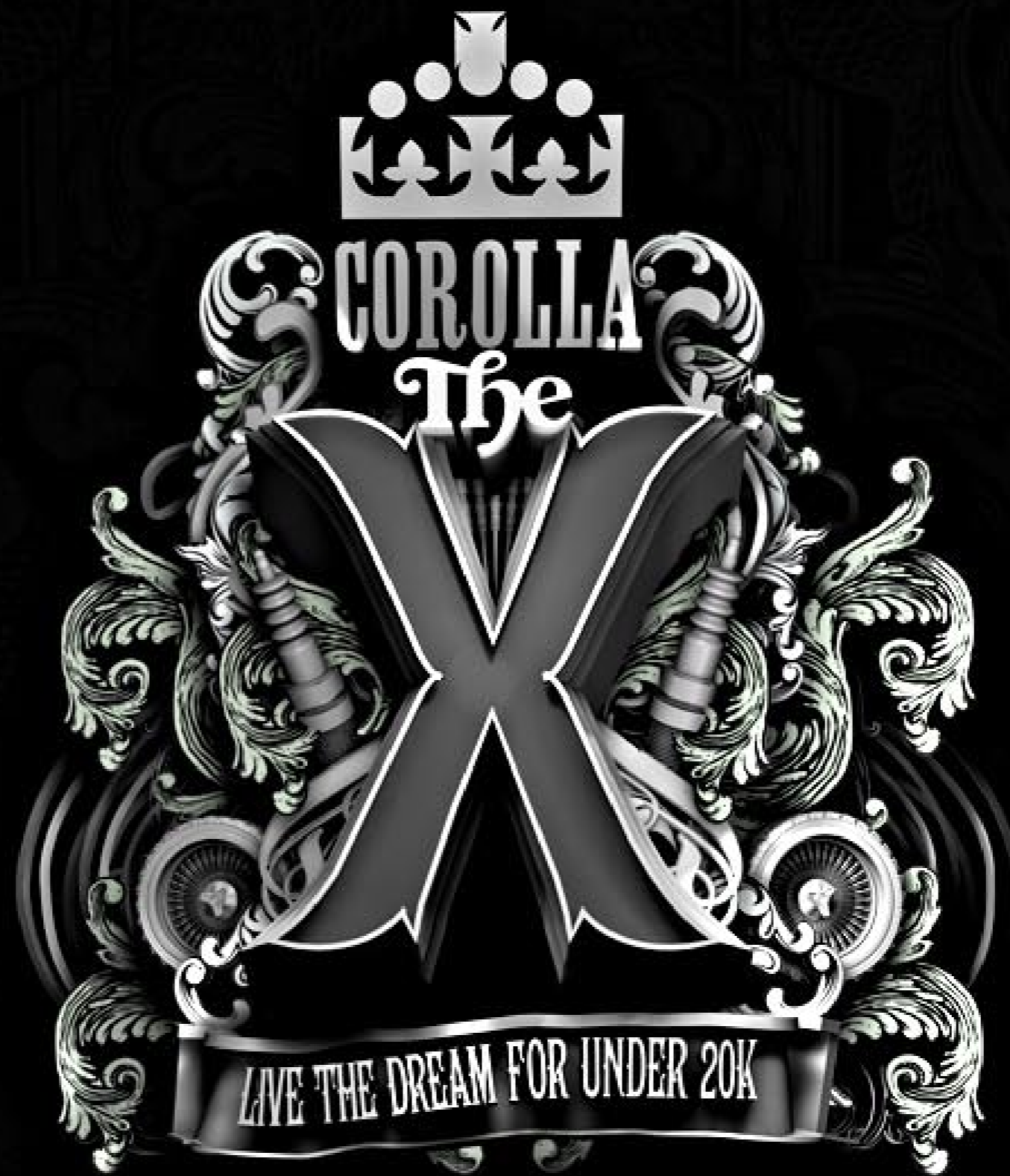




COROLLA

The

LIVE THE DREAM FOR UNDER 20K





# THE INTUITIVE CAMRY



When you encounter the unexpected on the road, a sudden swerve could cause skidding and a serious accident. Vehicle Stability Control senses trouble and reacts instantly to help keep you in control, reducing casualty rates by up to 35%.\* VSC is now standard on the intuitive Toyota Camry.

THE INTUITIVE CAMRY  **TOYOTA**  
oh what a feeling!



Be prepared for  
the unexpected

Be ready for  
the unexpected

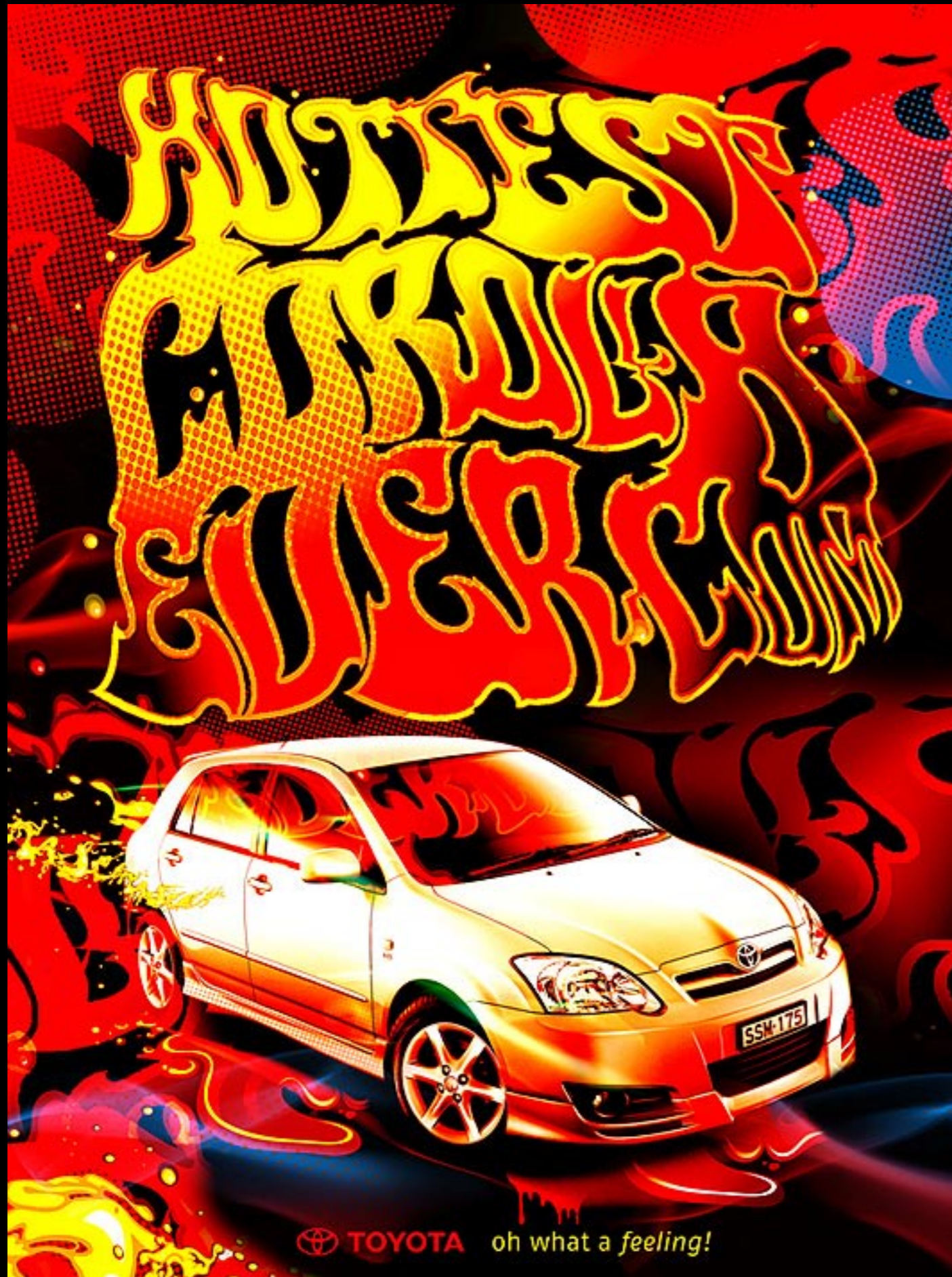
BE READY FOR  
THE UNEXPECTED



1. 2006 TOYOTA HOTTEST COROLLA  
TYPOGRAPHIC TREATMENT

2. CAMPAIGN LAYOUT  
(PITCH WORK)

CLIENT: PUBLICIS MOJO





# hottest concoction ever.com

 **TOYOTA** oh what a feeling!

# Hottest Corolla Ever.com

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT,  
DIAM ULLAMCORPER SODALES, QUIBQUE AT NULLA EGEST SEM DIG  
PRETIUM UT, GRAVIDA UT, PRETIUM ET, METUS, DONEC RISUS



oh what a feeling!



# Hottest Corolla Ever.com

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT,  
DIAM ULLAMCORPER SODALES, QUIBQUE AT NULLA EGEST SEM DIG  
PRETIUM UT, GRAVIDA UT, PRETIUM ET, METUS, DONEC RISUS



oh what a feeling!

hottest  
corolla  
ever.com



oh what a feeling!

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT,  
DIAM ULLAMCORPER SODALES, QUIBQUE AT NULLA EGEST SEM DIG  
PRETIUM UT, GRAVIDA UT, PRETIUM ET, METUS, DONEC RISUS



potest  
propolla  
2007  
com

 **TOYOTA**  
oh what a feeling!

LOREM IPSUM DOLOR ET AMET, CONSECUTUER ADIPISNG ELIT  
DUAM ULLAMCORPER SOCIALES, QUISQUE AT HES LA EGRET SEM DNG  
PRETIUM UT, GRAVDA UT, PRETIUM ET, METUS, CONEC RISUS





hottest  
COROLLA  
EVER.COM



**TOYOTA**

oh what a *feeling!*

The text "hottest COROLLA EVER.COM" is rendered in a metallic, 3D block font. It is surrounded by wisps of white smoke and fire, giving it a sense of heat and motion. The background is black.

hottest  
COROLLA  
EVER.COM

HOTTEST  
COROLLA  
EVER.COM



# hottest COROLLA ever.com

 **TOYOTA**  
oh what a *feeling!*

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT.  
DIAM ULLAMCORPER SODALES. QUISQUE AT NULLA EGET SEM DIG  
PRETIUM UT, GRAVIDA UT, PRETIUM ET, METUS. DONEC RISUS

# Hotttest Corolla Ever.com™



LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT.  
DIAM ULLAMCORPER SODALES, QUIBQUE AT NULLA EGRET SEM DIG  
PRETIUM UT, GRAVIDA UT, PRETIUM ET, METUS, DONEC RISUS

# Hotttest COROLLA EVER .com



LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT.  
DIAM ULLAMCORPER SODALES, QUIBQUE AT NULLA EGRET SEM DIG  
PRETIUM UT, GRAVIDA UT, PRETIUM ET, METUS, DONEC RISUS

# HOTTTEST COROLLA EVER.COM



LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT.  
DIAM ULLAMCORPER SODALES, QUIBQUE AT NULLA EGRET SEM DIG  
PRETIUM UT, GRAVIDA UT, PRETIUM ET, METUS, DONEC RISUS


# Hotttest Corolla Ever.com



LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT.  
DIAM ULLAMCORPER SODALES, QUIBQUE AT NULLA EGRET SEM DIG  
PRETIUM UT, GRAVIDA UT, PRETIUM ET, METUS, DONEC RISUS



**HOTTEST  
COROLLA  
EVER.COM**

 **TOYOTA** LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT.  
DIAM ULLAMCORPER SODALES, QUIBQUE AT NULLA EGRET SEM DIG  
PRETIUM UT, GRAVIDA UT, PRETIUM ET, METUS, DONEC RISUS  
oh what a feeling!

**HOTTEST  
COROLLA  
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 **TOYOTA** LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT.  
DIAM ULLAMCORPER SODALES, QUIBQUE AT NULLA EGRET SEM DIG

**hottest  
corolla  
ever.com**

 **TOYOTA** LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT.  
DIAM ULLAMCORPER SODALES, QUIBQUE AT NULLA EGRET SEM DIG  
PRETIUM UT, GRAVIDA UT, PRETIUM ET, METUS, DONEC RISUS  
oh what a feeling!





*S&B*

**S&B<sup>VIE</sup>**

**S&B**

**S&B**

**S&B VIE**

S&B  
*vie*

S&B

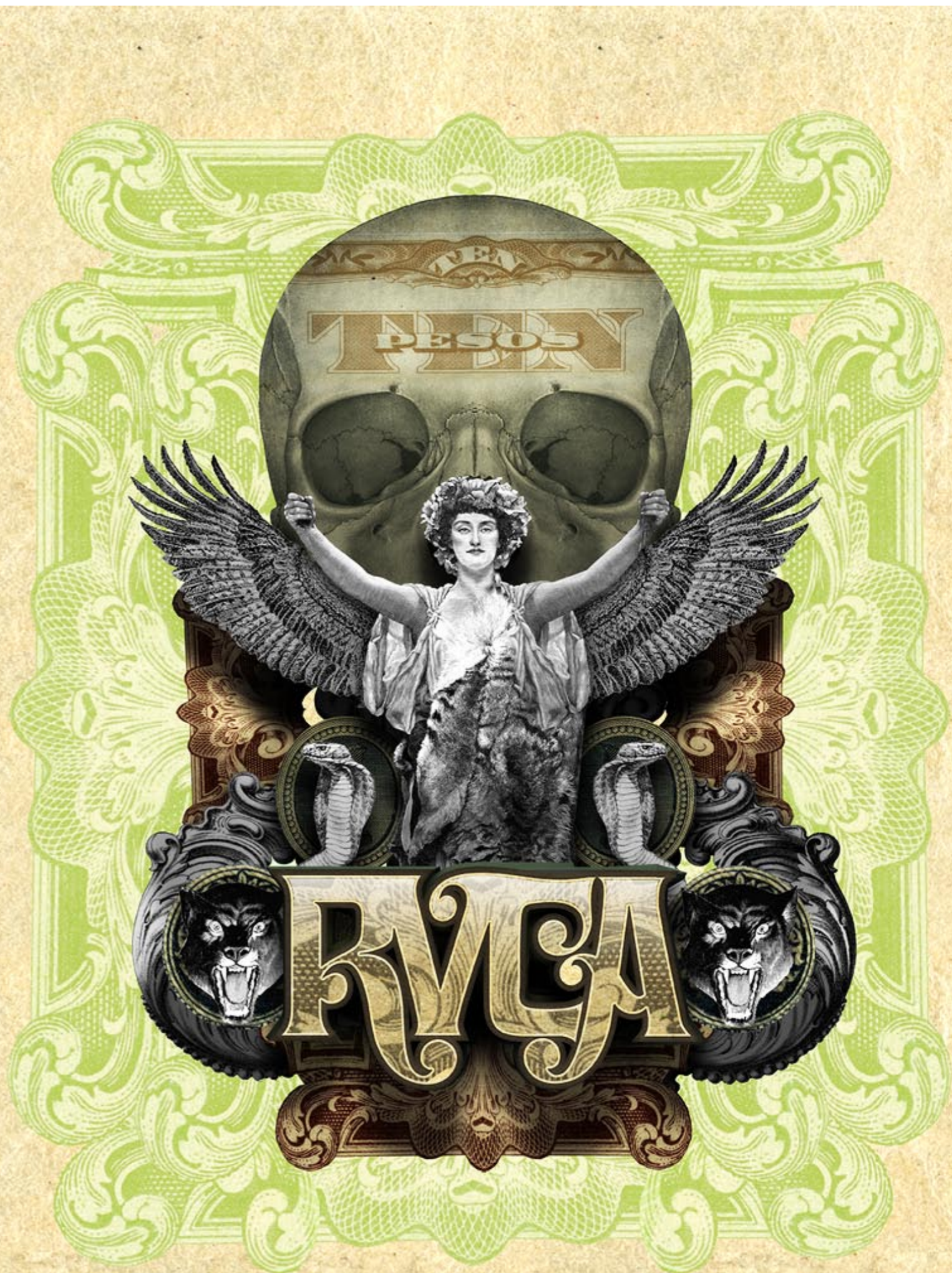
*S&B vie*

S&B  
*vie*

S&B  
vie

S&B  
VIE

RVCA



CMT  
GIANTS  
HANK WILLIAMS JR





CMT  
GIANTS  
HANK WILLIAMS JR

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HANK WILLIAMS JR

CMT  
GIANTS  
HANK WILLIAMS JR

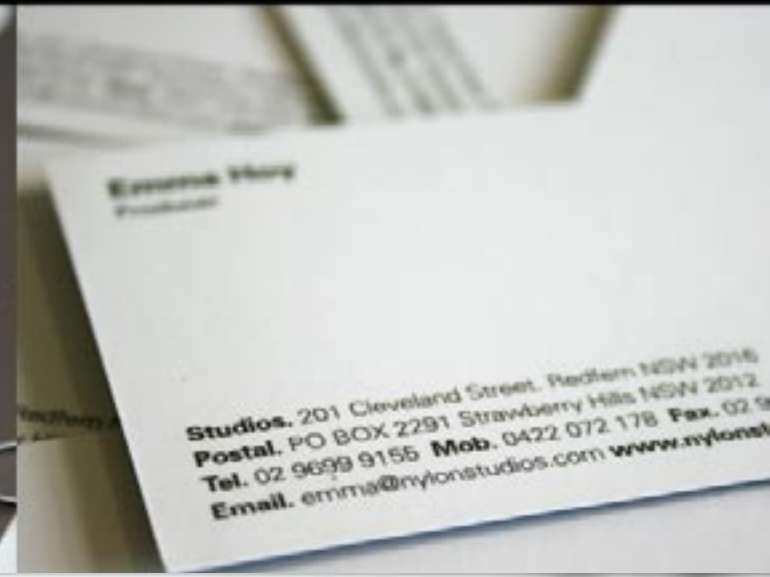
1. 2005-2008 NYLON STUDIOS  
ILLUSTRATION

2. BRANDING

CLIENT: NYLON STUDIOS SYDNEY

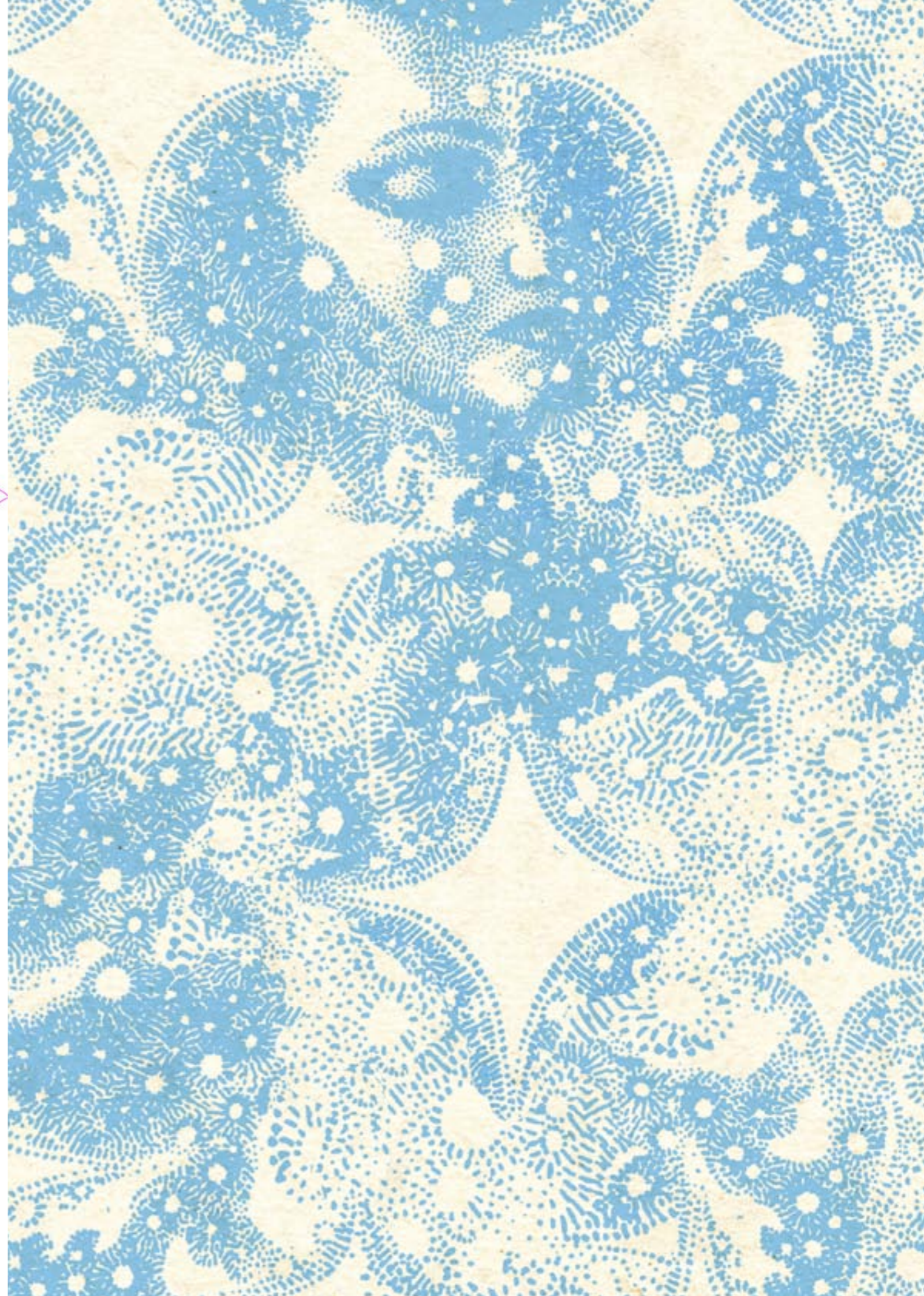


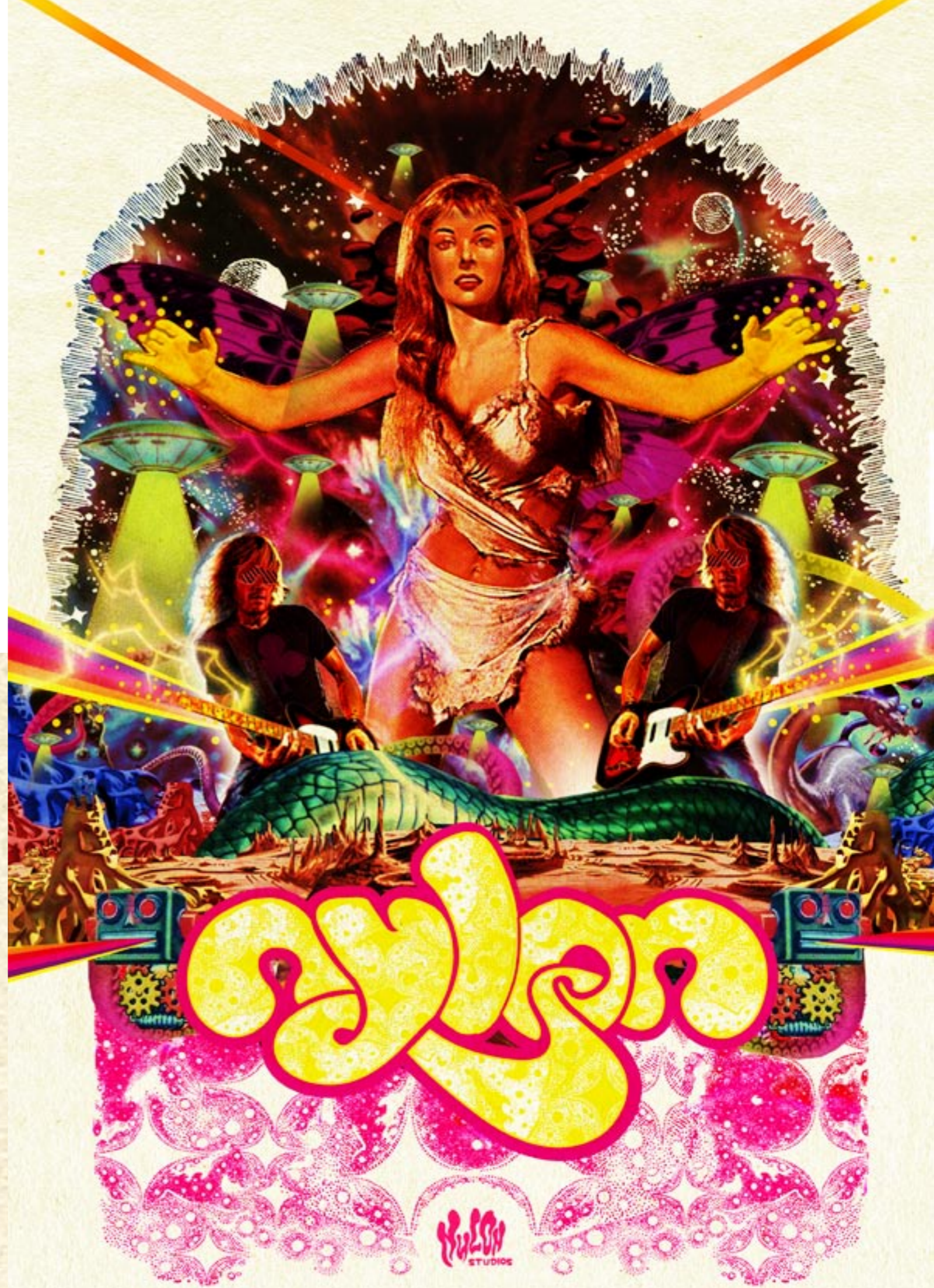
# Nylon











# MTV NETWORKS AUSTRALIA



MUSIC TELEVISION®



MTV  
NETWORKS  
AUSTRALIA

MTV NETWORKS AUSTRALIA

TYPEFACE E

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**MTV  
NETWORKS  
AUSTRALIA**

**MTV NETWORKS AUSTRALIA**

TYPEFACE F

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MTV NETWORKS AUSTRALIA	mtv networks australia
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MTV NETWORKS AUSTRALIA

mtv networks australia

TYPEFACE K

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**MTV  
NETWORKS  
AUSTRALIA**

**MTV NETWORKS AUSTRALIA**

**MTV NETWORKS AUSTRALIA**

TYPEFACE J

MTV SANS™

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**MTV  
NETWORKS  
AUSTRALIA**

MTV  
NETWORKS  
AUSTRALIA

**MTV  
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AUSTRALIA

**MTV NETWORKS AUSTRALIA**

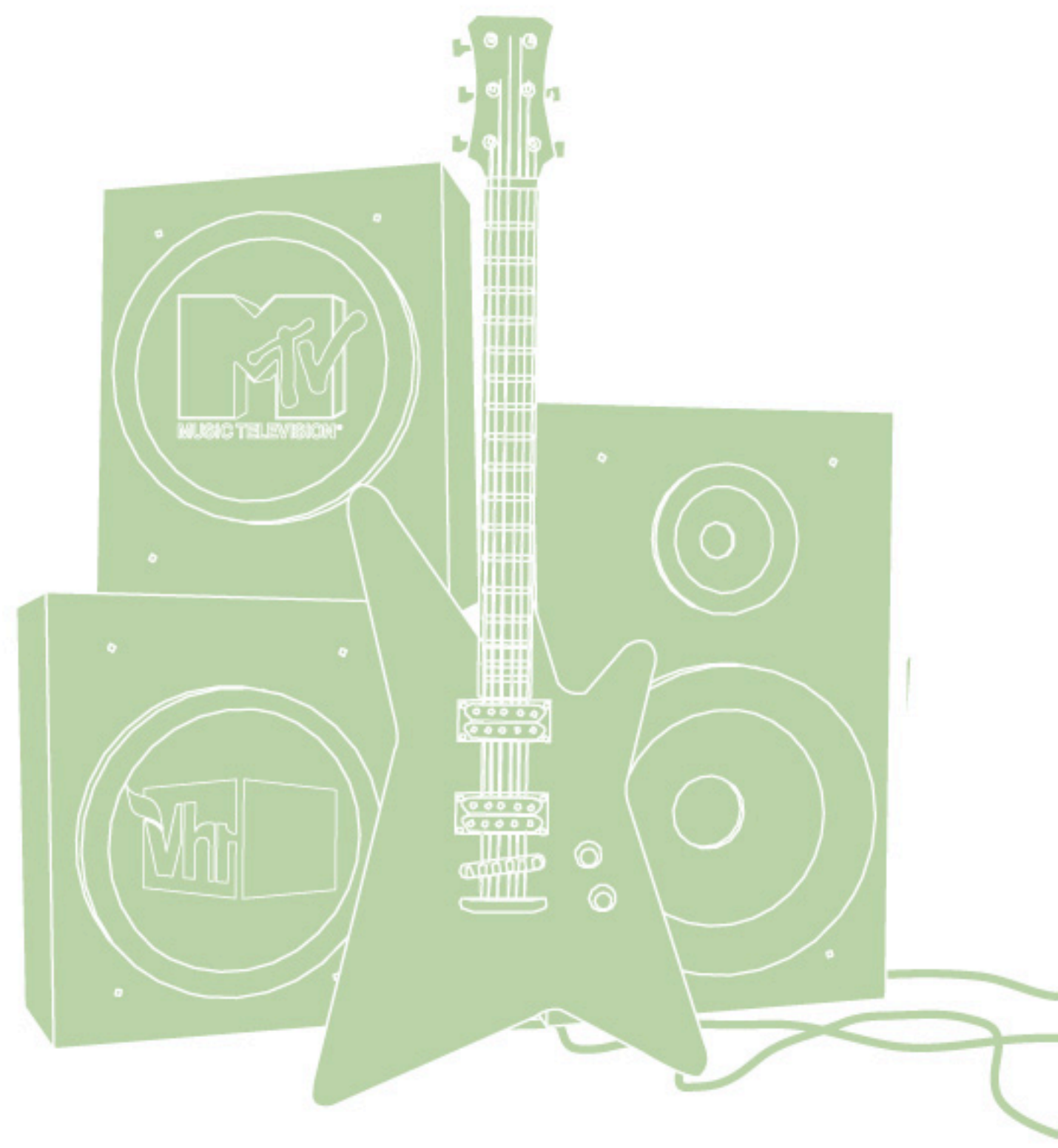
**MTV NETWORKS AUSTRALIA**

WITH COMPLIMENTS

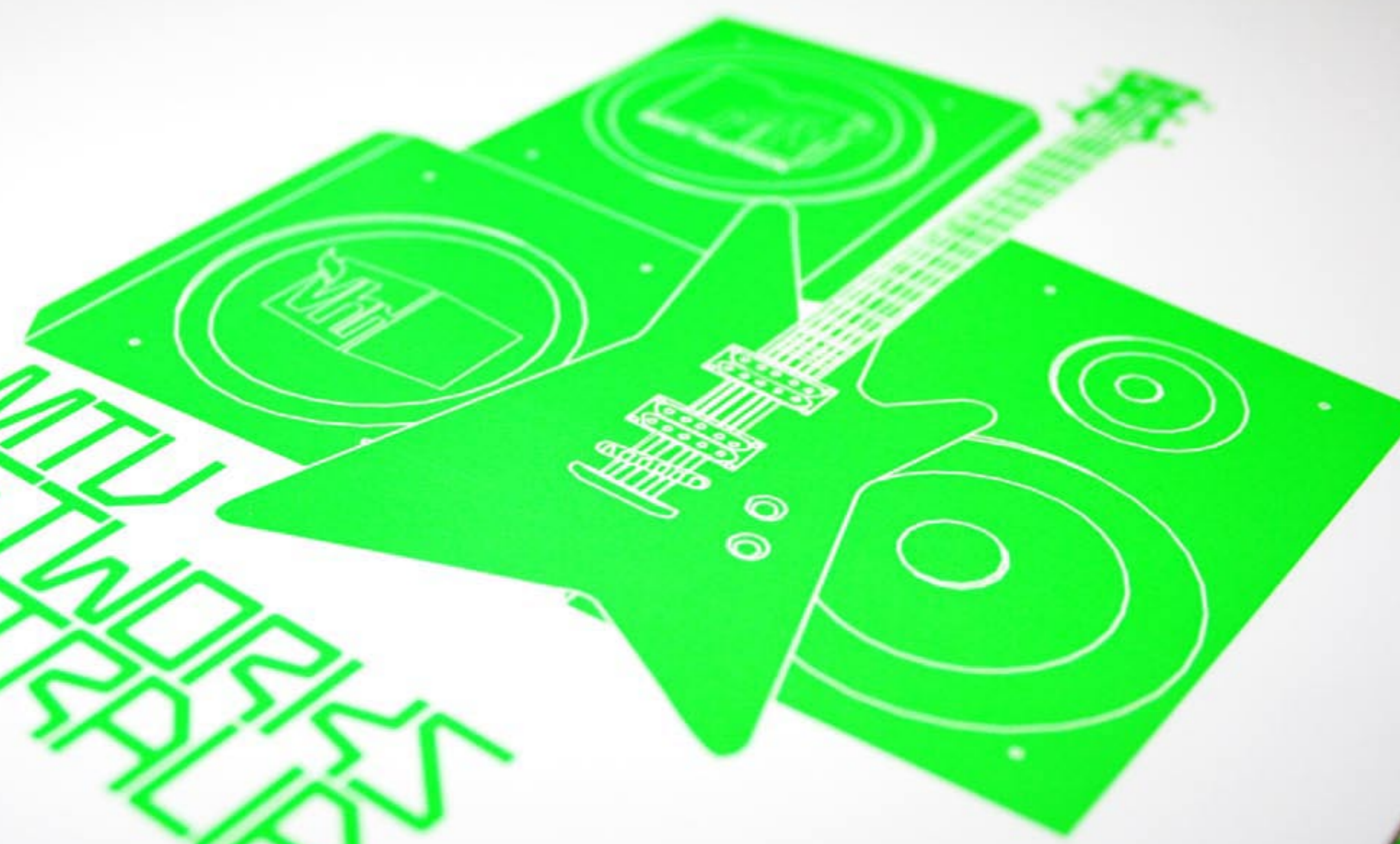


MTV NETWORKS AUSTRALIA

© 2010 MTV Networks Australia Pty Ltd



WITH  
ARTWORK  
BY  
KATY  
KATY





HOUSE NO TIME CODE DURATION TITLE

Table with 4 columns: HOUSE NO, TIME CODE, DURATION, TITLE. Multiple rows for data entry.



Table with 4 columns: HOUSE NO, TIME CODE, DURATION, TITLE. Multiple rows for data entry.




Form with fields: CHANNEL, TITLE, DURATION, LIB.TAPE NO, TRANSFERRED FROM, AUDIO, MONO, STEREO, TRACK 1-4, MASTER, SUB, WORK TAPE, DATE.

Form with fields: CHANNEL, TITLE, DURATION, LIB.TAPE NO, TRANSFERRED FROM, AUDIO, MONO, STEREO, TRACK 1-4, MASTER, SUB, WORK TAPE, DATE.





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**MTV  
NETWORKS  
AUSTRALIA**

P 61 2 9921 0254 F 61 2 9921 0201 Ground Floor 4-16 Yurong Street East Sydney 2010 MTV Networks Australia Pty Ltd



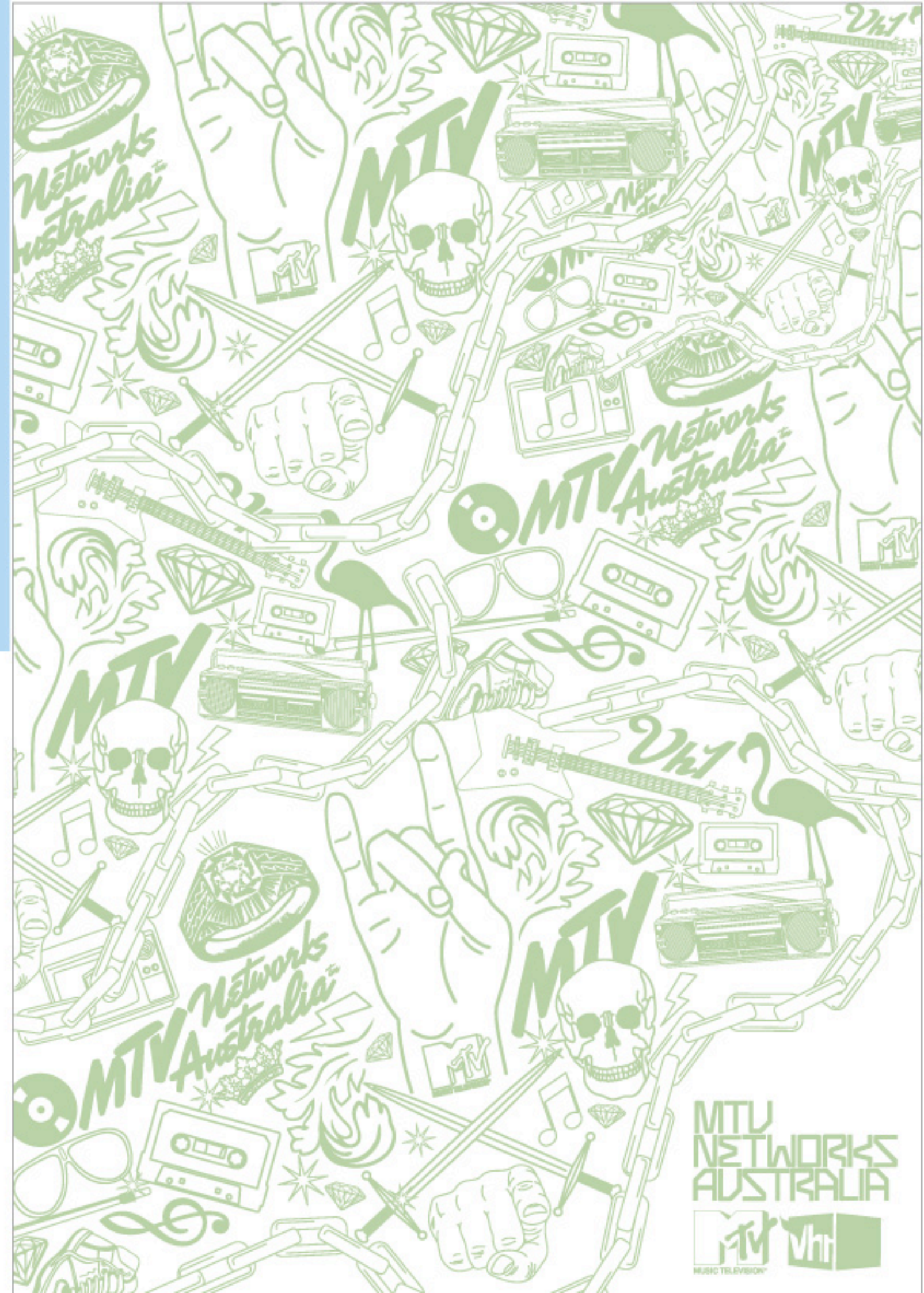
# MTV NETWORK AUSTRALIA

MTV

MTV

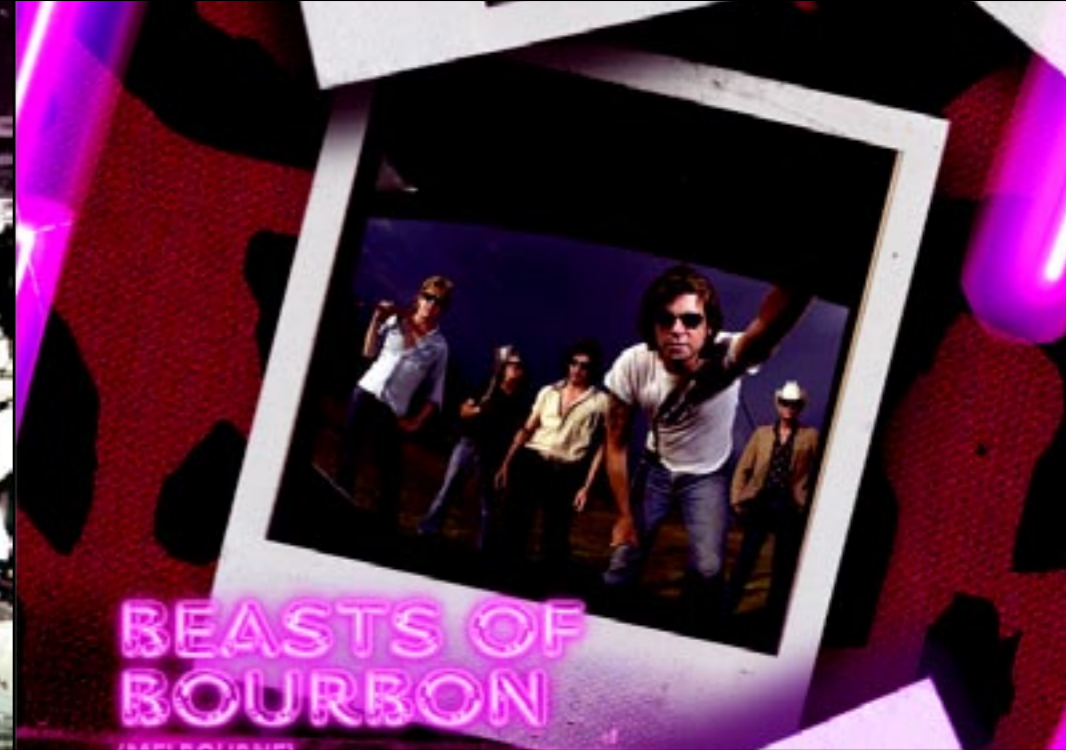


P 61 2 9021 0254 F 61 2 9021 0201 Ground Floor 4-16 Yurong Street East Sydney 2010 MTV Networks Australia Pty Ltd

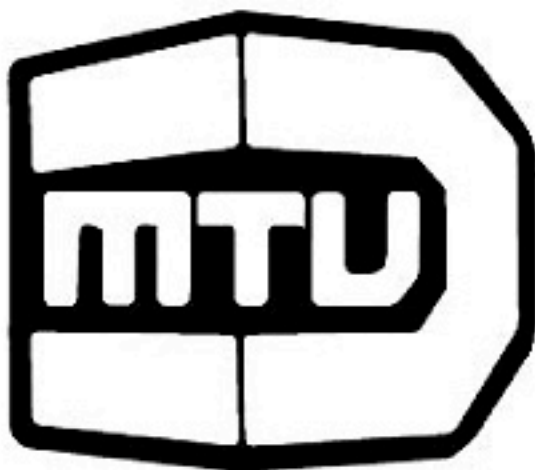








**MTV DIGITAL**



**INTRODUCING...**



**IN EXCESS OF 1.75 MILLION AUSTRALIAN UNIQUE VISITORS PER MONTH  
SERVING OVER 450 MILLION AUSTRALIAN ADS PER MONTH  
A LEADERING IN REACHING THE KEY YOUTH DEMOGRAPHIC: P16-29**

MTV  
DIGITAL

MTV  
DIGITAL

MTV  
DIGITAL

MTV  
DIGITAL

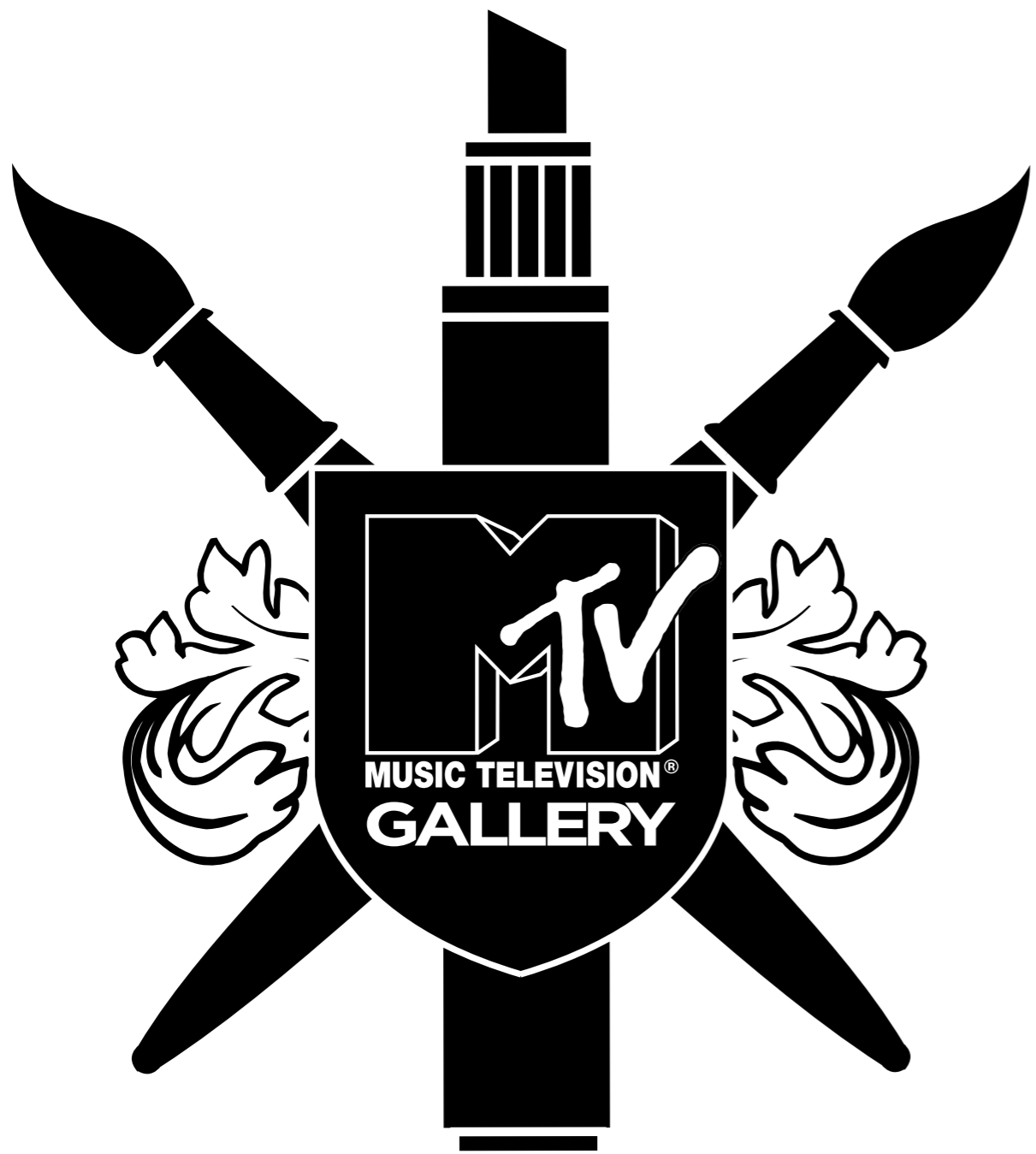
MTV  
DIGITAL







بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ







EDGELOW

MATT FRENCH

Please do not touch the boards.





ba.com 



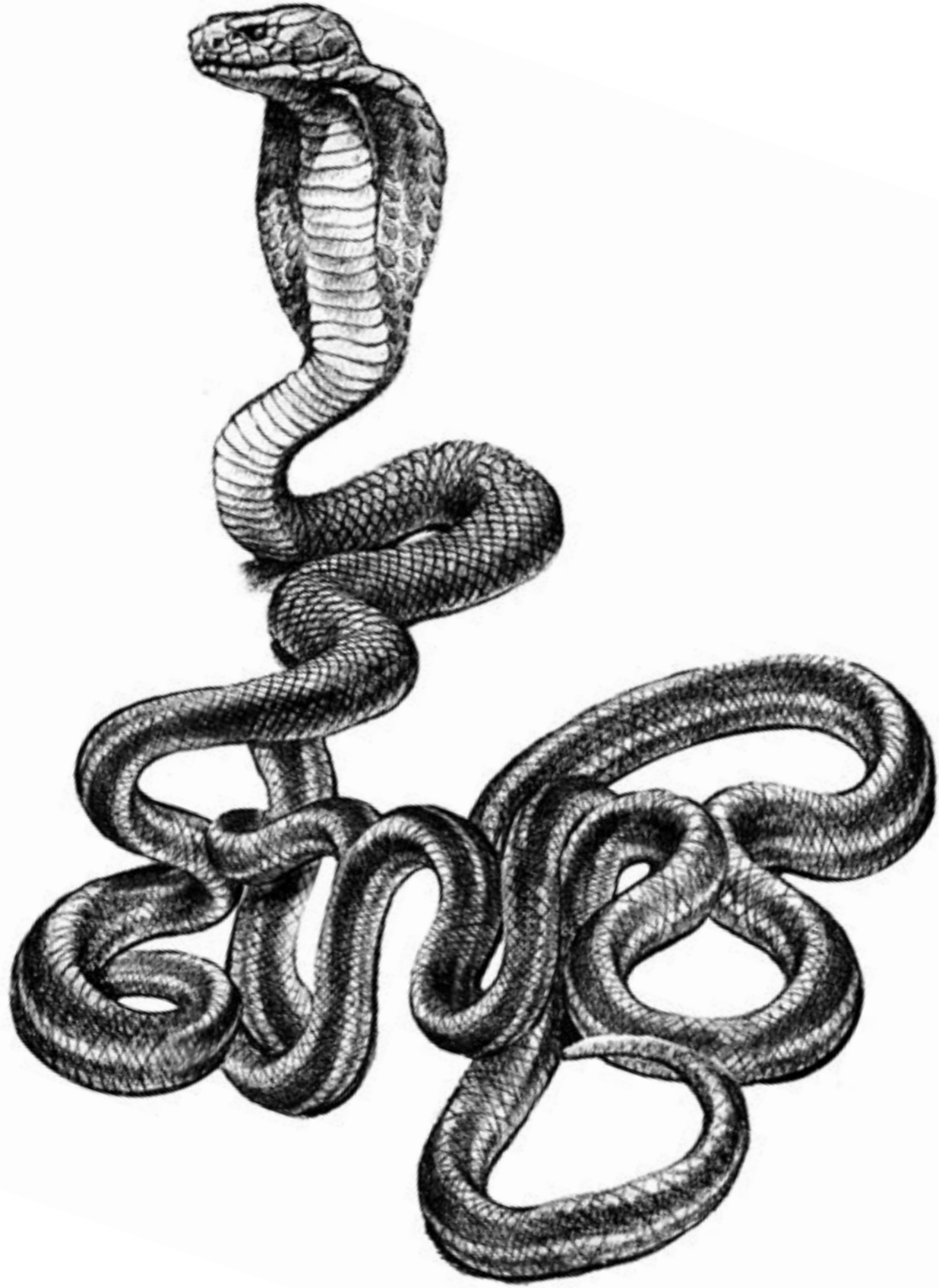


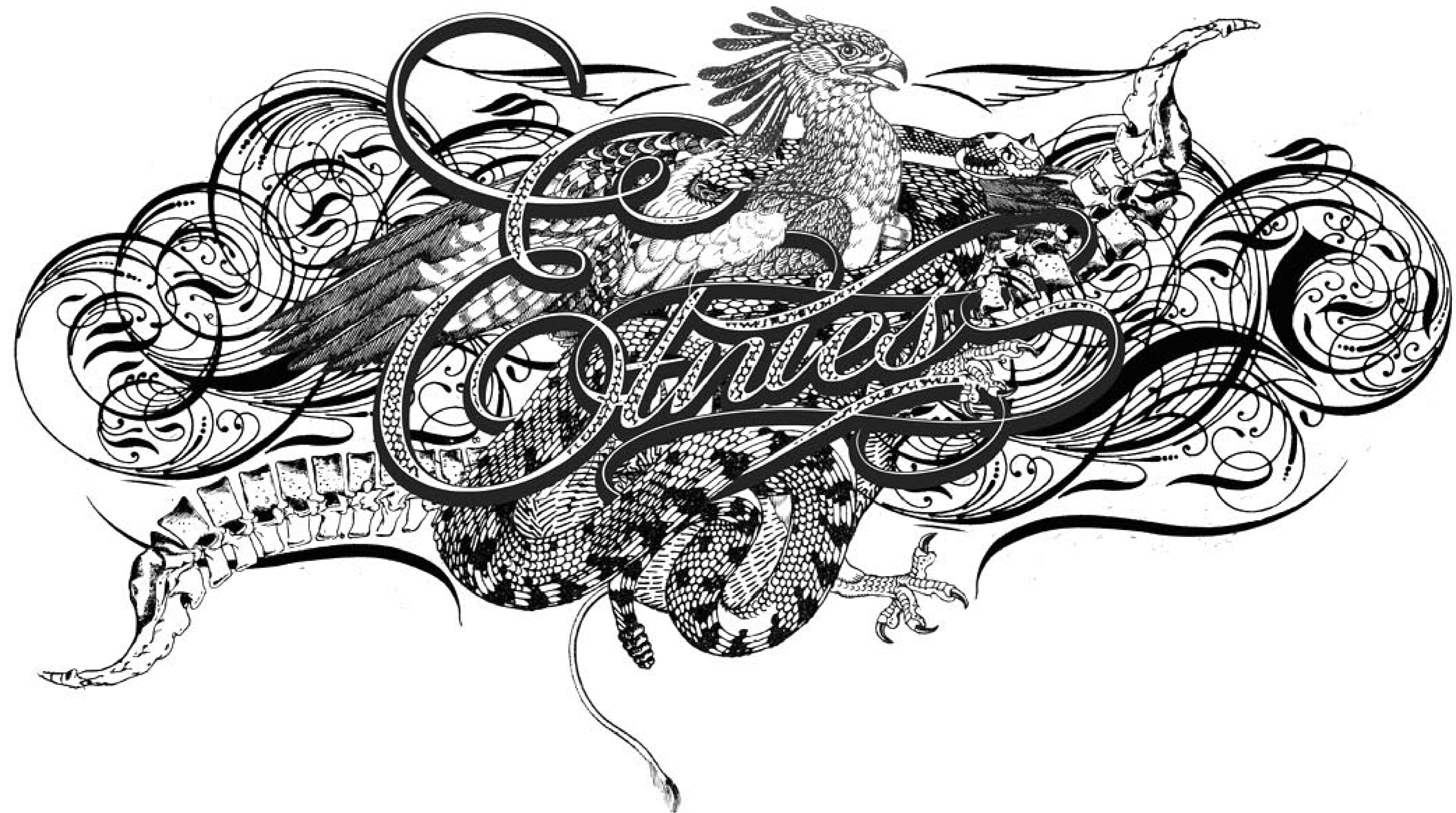


£4.99





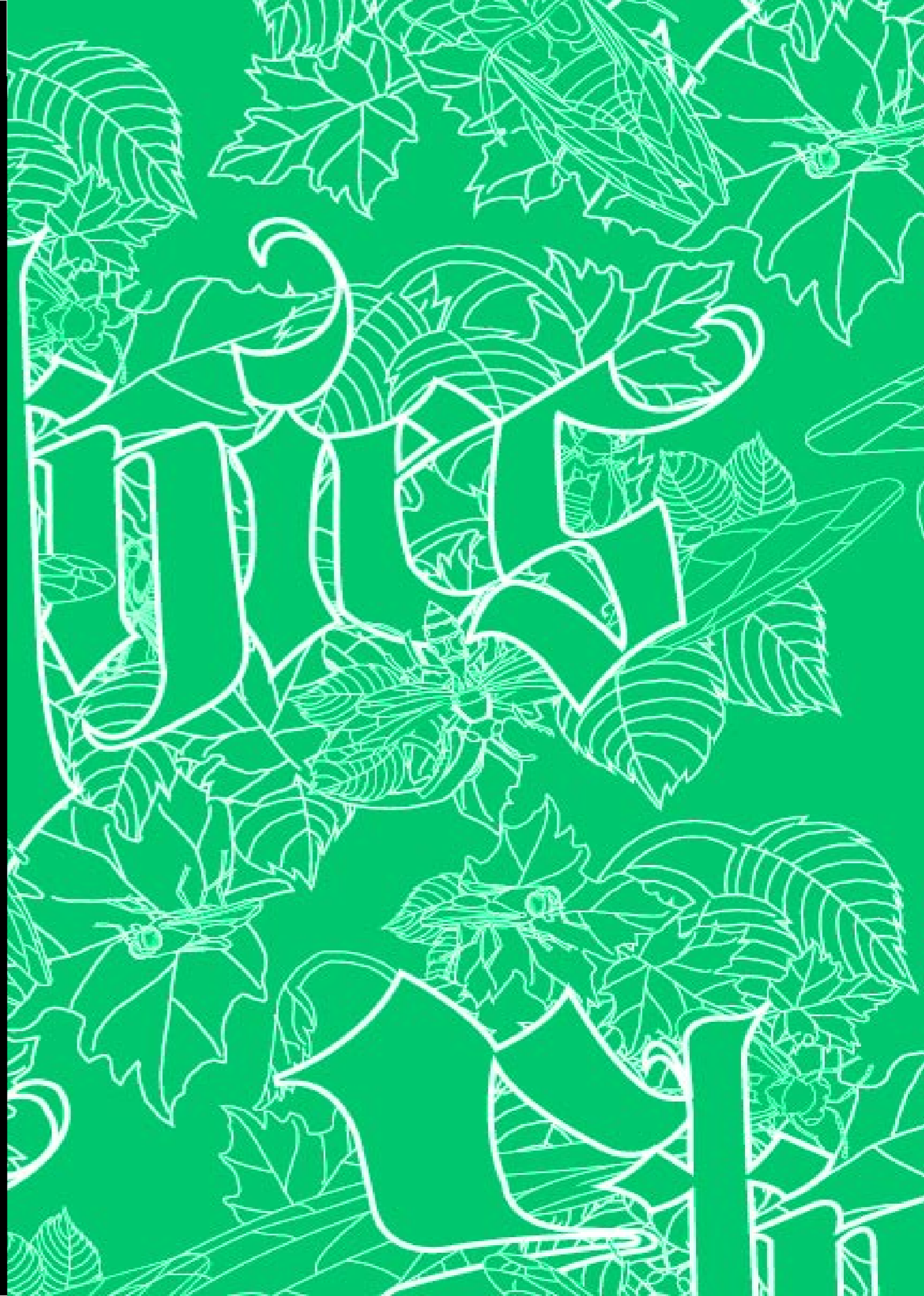








Chin



1. BOURBON FEST  
BRANDING

2. LOGO DESIGN  
MERCHANDISING

CLIENT: THE WORKS AUS



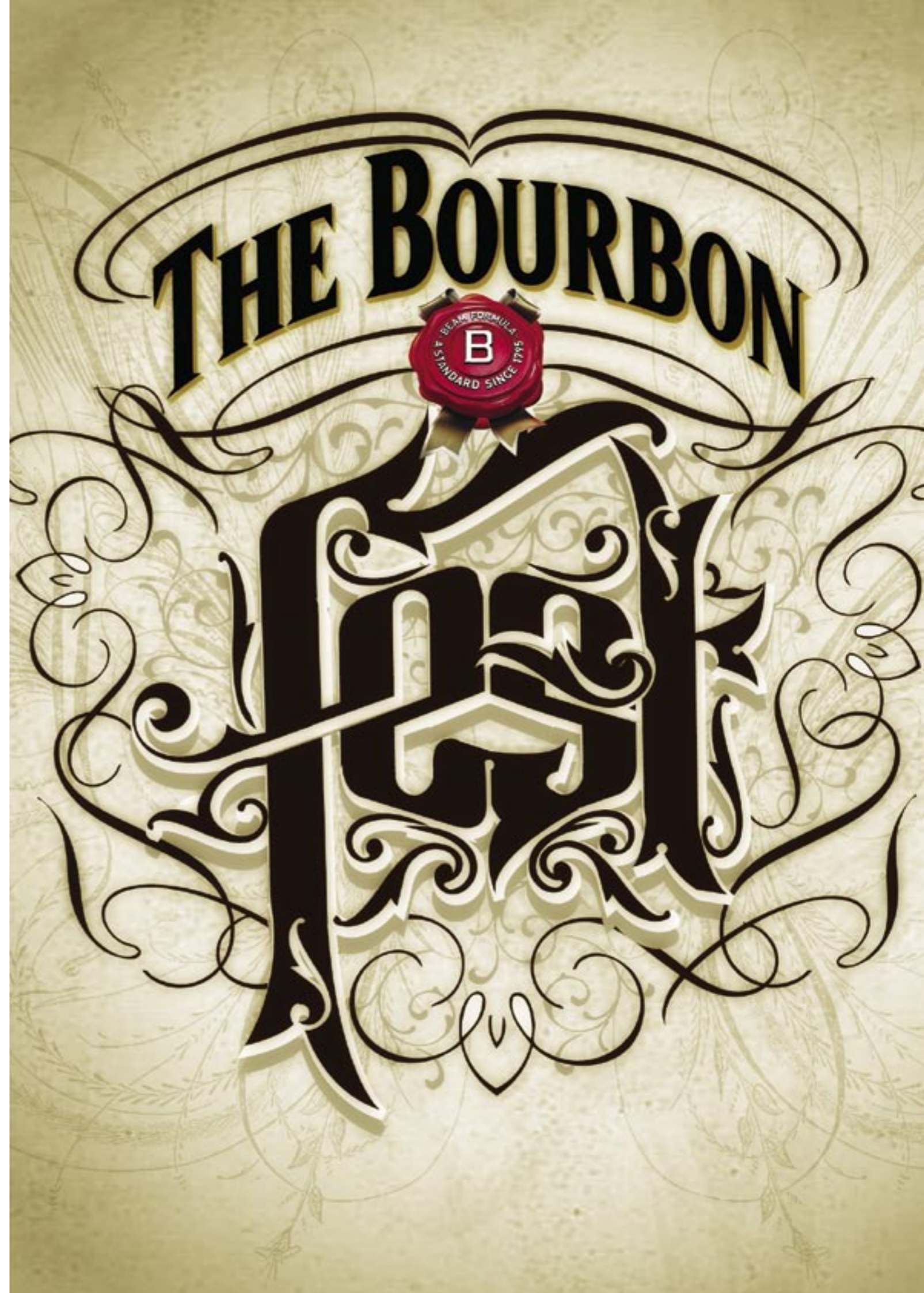




THE BOURBON  
FEST



THE BOURBON  
FEST



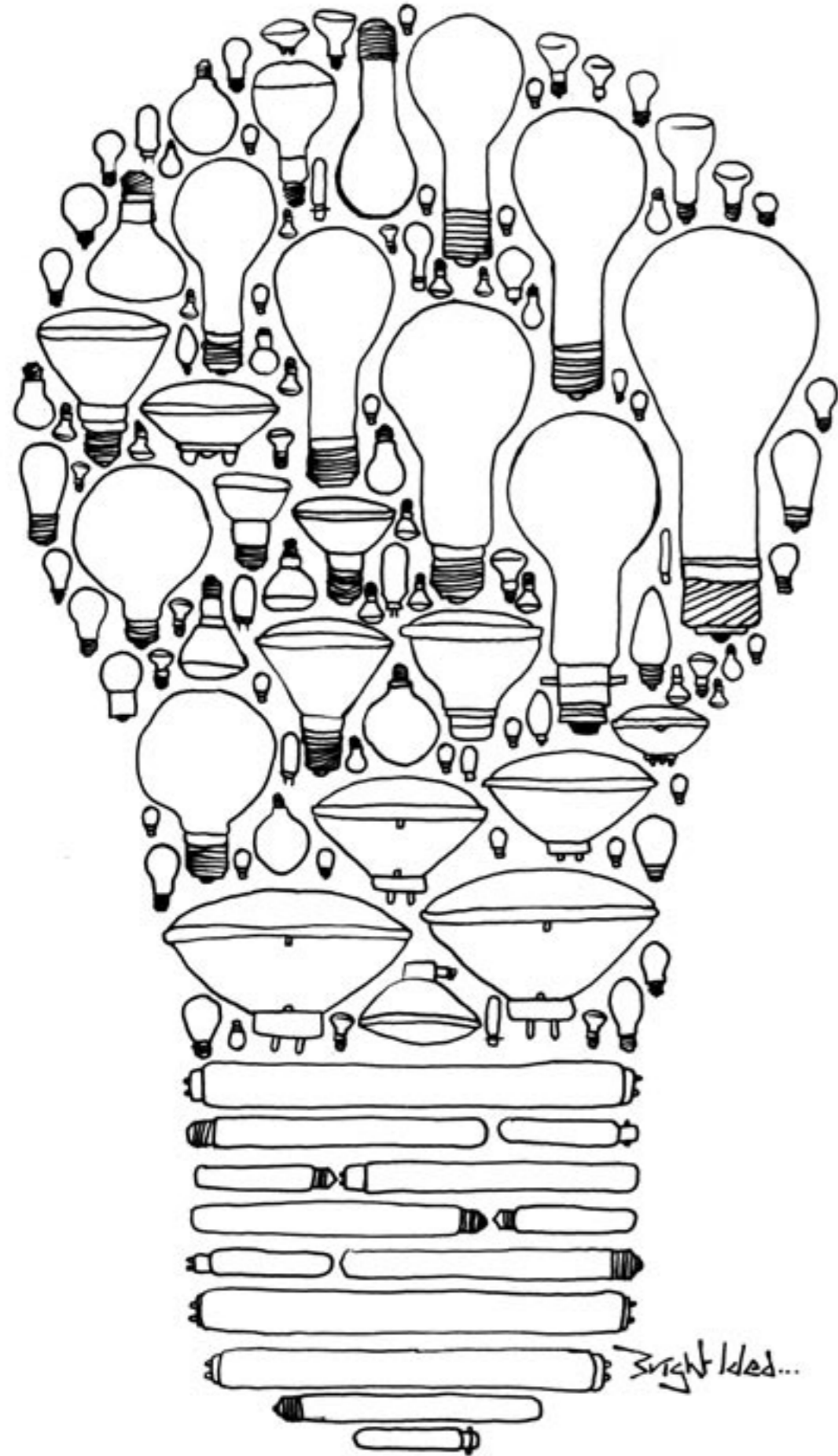
1. MOTOROLA ARTIST OF THE MONTH  
BRANDING

2. LOGO DESIGN  
WEB DESIGN BY PEERGROUP

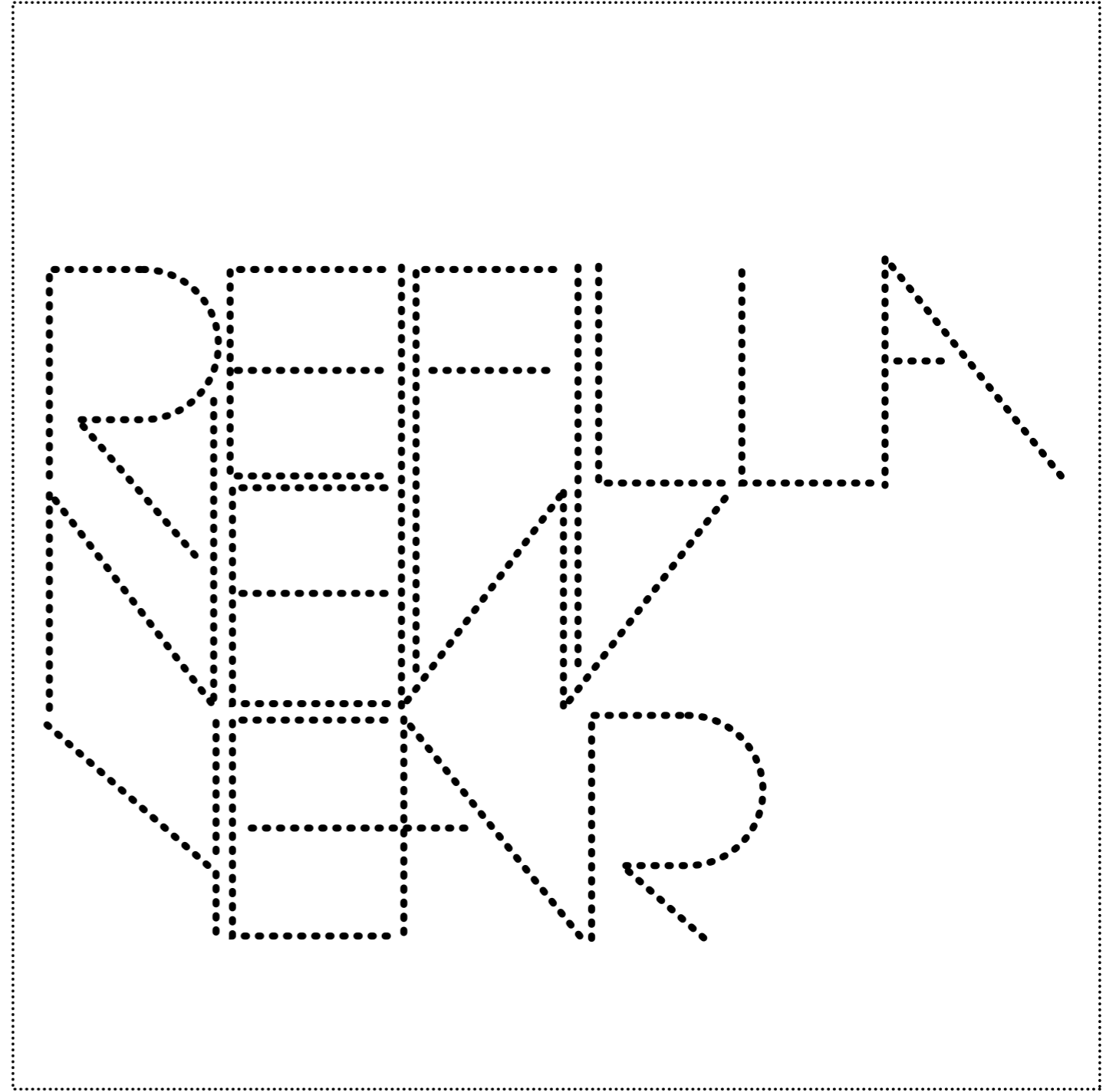
CLIENT: PEER GROUP

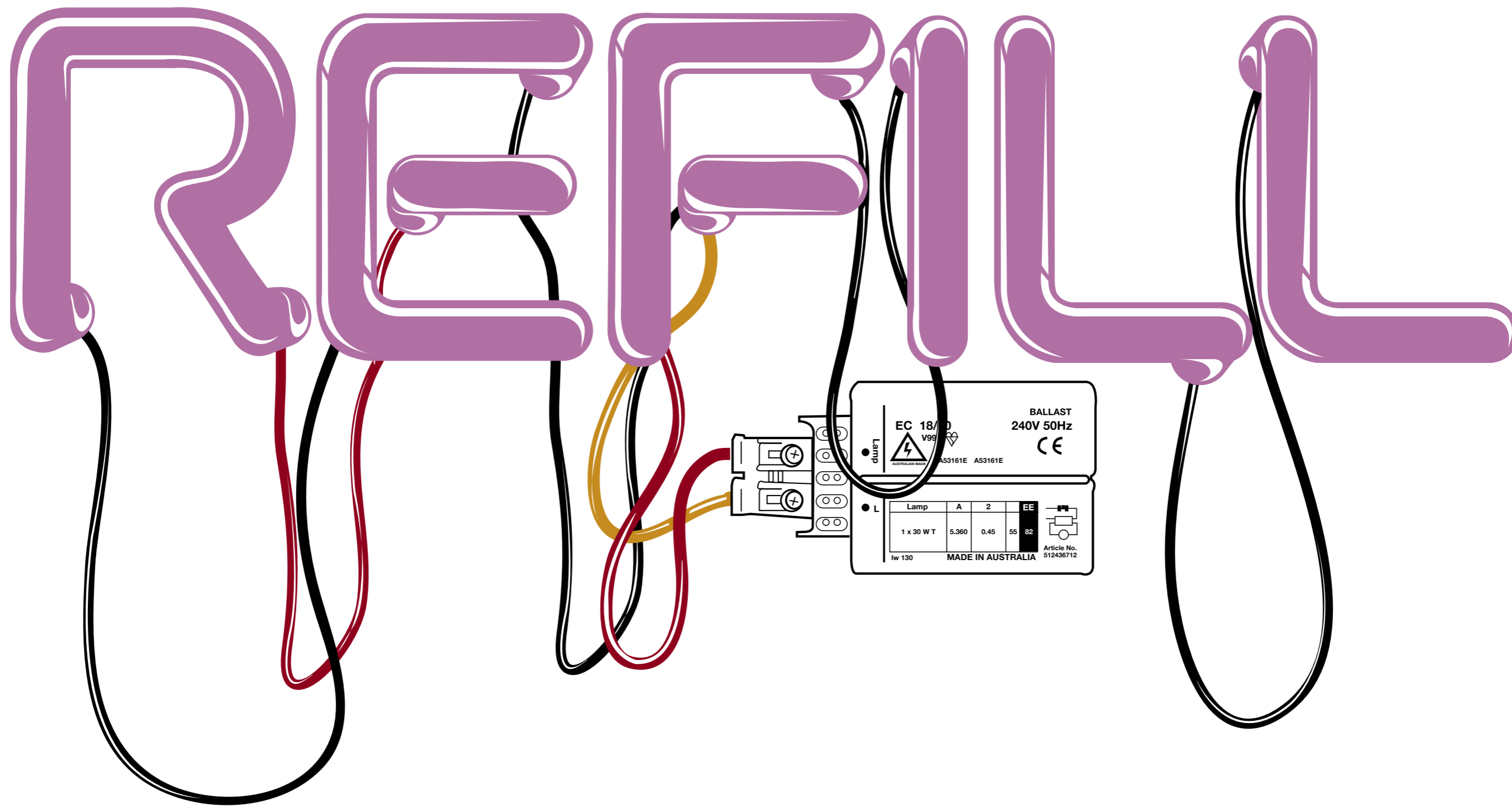
ARTIST OF  
THE MONTH





*Let's Not Pretend*





BALLAST  
240V 50Hz  
CE

EC 18/0  
V99  
A53161E A53161E

Lamp	A	2	EE
1 x 30 W T	5.360	0.45	55 82

Article No. 512436712  
MADE IN AUSTRALIA





STARRING  
**REFILL 05** BEN DRURY SKATETHING NICK KNIGHT GENEVIEVE GAUKLER UNIVERSAL EVERYTHING  
 TIMOTHY SACCENTI MADFOOT PHIBS SYNCHRONICITY NICK WALKER HOUSTON BIGFOOT TERENCE CHIN SHEONE  
 MR CARTOON ANYTHING FRANK151 TILT ODD STUDIO RICKY SWALLOW MOTION THEORY JONATHAN ZAWADA  
 BEN DAWKINS POT O' GOLD III

WWW.REFILLMAG.COM

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COLOR BY  
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**R** REFILED  
 UNDER 17 REQUIRES ACCOMPANYING  
 PARENT OR ADULT GUARDIAN







*Don't believe  
the hate!*



**REFILLING  
OFFICE**

# Refill

Refill Magazine

TM  
LW







1. Kings Only DJ Slip Mats  
Exhibition New York 2006  
Curated by Plus et Plus

2. Laser Engraved Slip Mats  
Medium. 7 Layer Wood Ply  
Limited to 1 set

2.

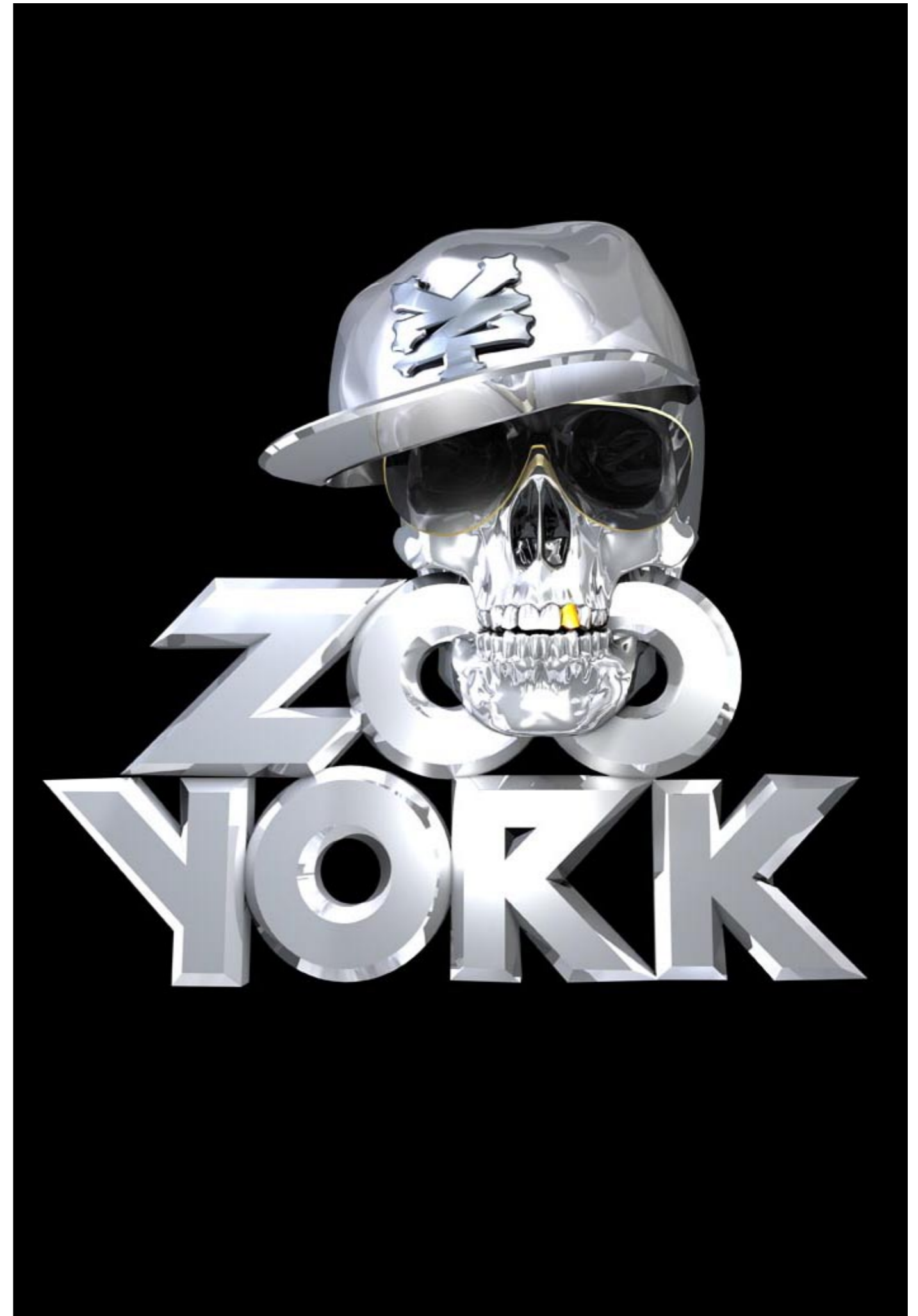
1.







ZOO YORK  
© 2006 ZOO YORK NY  
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1.







FEATURING

**AKA**

ASIAN KINETIC ARTISTS

**POWERGRAPHIX**

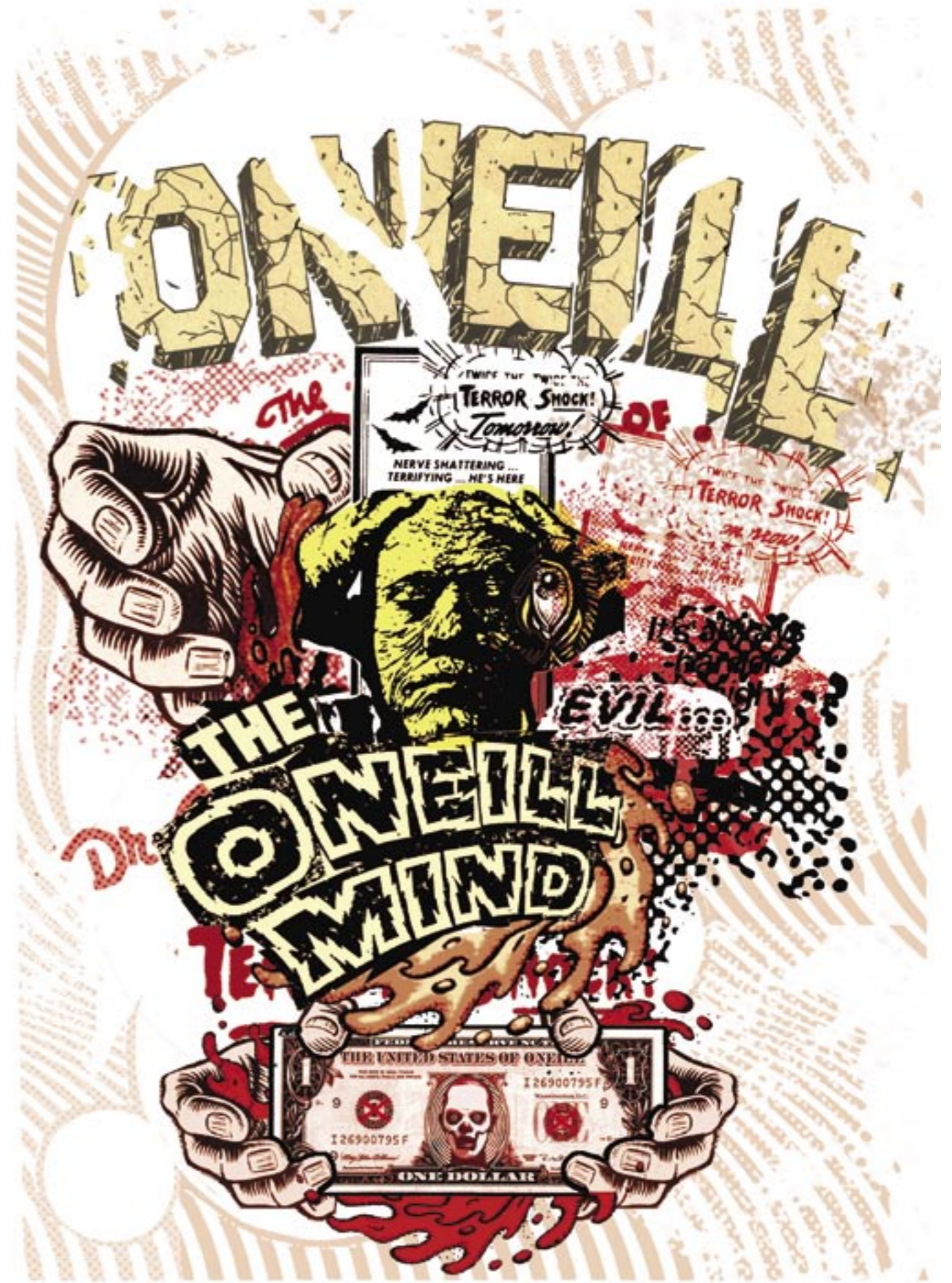
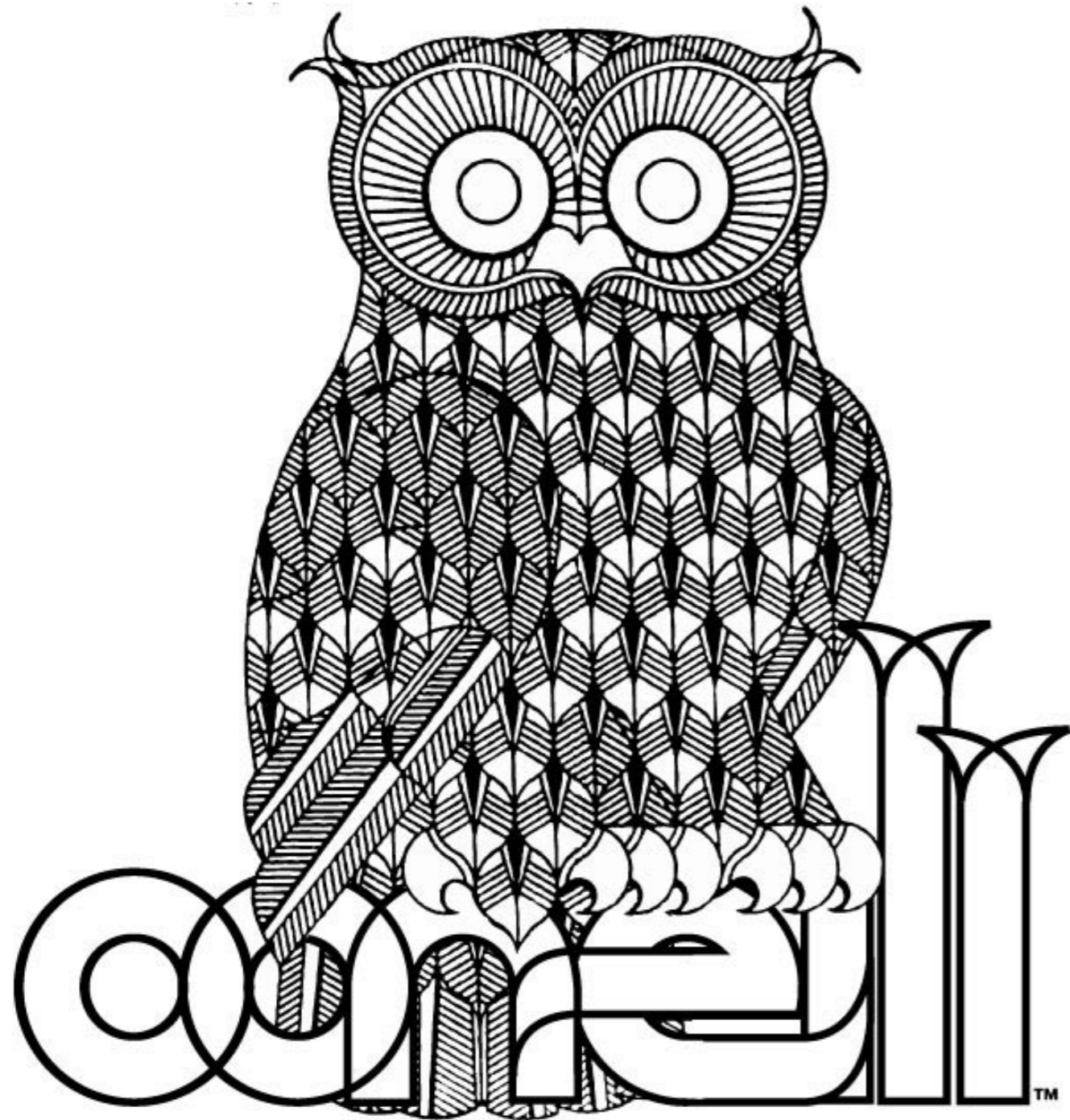
JAPAN

**FUJIN**

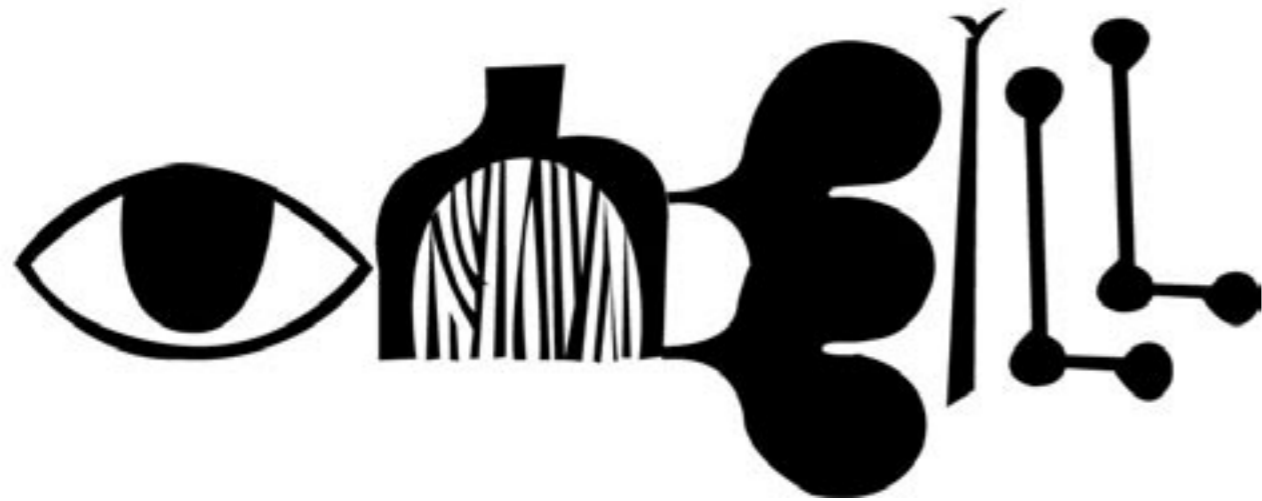
THAILAND

SNOW HILL NCP CAR PARK | 27TH MAY 2006 | 9PM TILL LATE  
(UNDERNEATH SMITHFIELDS MARKET)

TIGER TRANSLATES LONDON THROUGH THE EYES OF SOME OF ASIA'S FINEST ARTISTS. A HECTIC, ECLECTIC EXHIBITION, IT PROMISES TO BE AN ALL-YOU-CAN-EAT FEAST OF ASIAN SITES, SOUNDS, TASTES AND STYLES.













TEAM  
LEBRON

The text 'TEAM LEBRON' is rendered in a bold, black, sans-serif font. A white Nike swoosh is integrated into the letter 'O' of 'TEAM'. The text is surrounded by dynamic, white splatter and brushstroke effects that extend across the letters and into the background.

ZOOM  
SOLDIER

The text 'ZOOM SOLDIER' is rendered in a bold, black, sans-serif font. A white Nike swoosh is integrated into the letter 'O' of 'ZOOM'. A large, solid black five-pointed star is positioned above the letter 'M'. The text is surrounded by dynamic, white splatter and brushstroke effects.

ZOOM  
SOLDIER

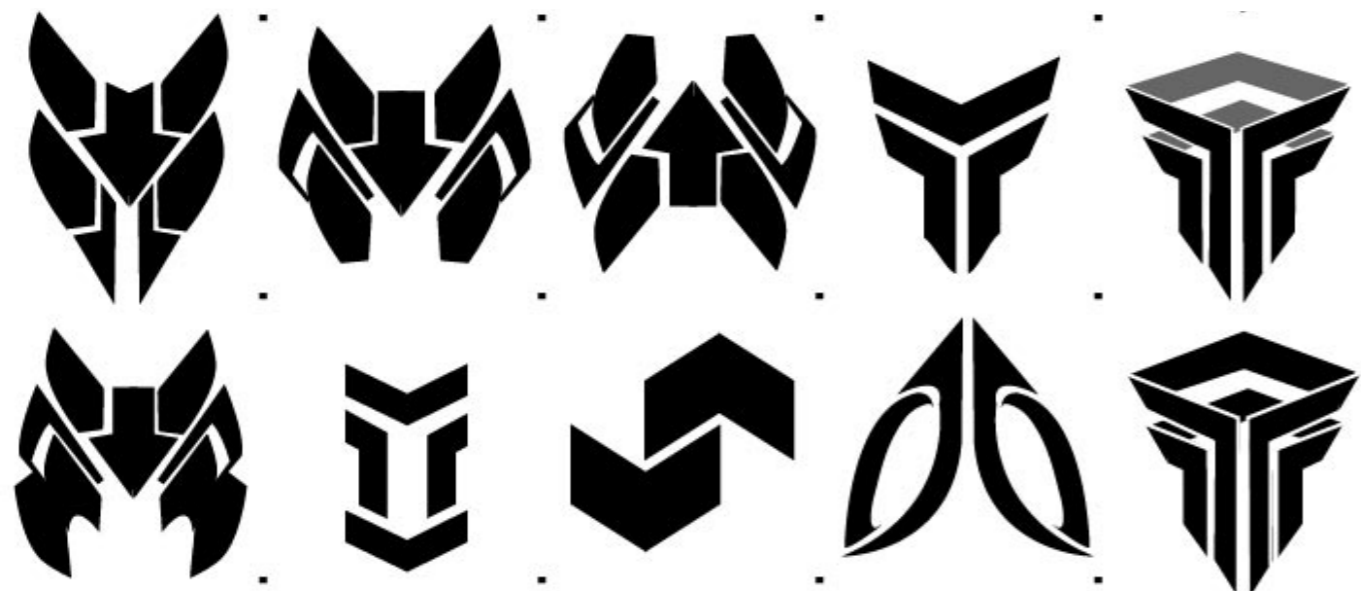
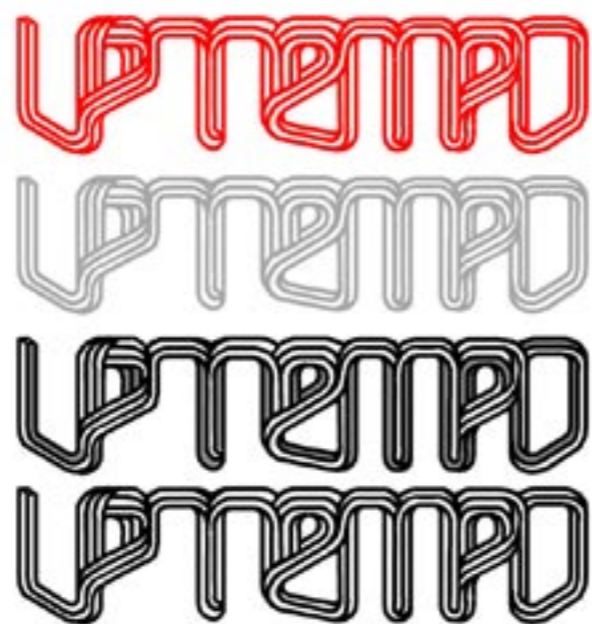
The text 'ZOOM SOLDIER' is rendered in a bold, black, sans-serif font. A white Nike swoosh is integrated into the letter 'O' of 'ZOOM'. A white star is enclosed within a white circle, which is placed over the letter 'O' of 'SOLDIER'. The text is surrounded by dynamic, white splatter and brushstroke effects.

ZOOM  
SOLDIER

The text 'ZOOM SOLDIER' is rendered in a bold, olive green, sans-serif font. A white Nike swoosh is integrated into the letter 'O' of 'ZOOM'. A red star is enclosed within a white circle, which is placed over the letter 'O' of 'SOLDIER'. The text is surrounded by dynamic, white splatter and brushstroke effects.

ZOOM  
SOLDIER

The text 'ZOOM SOLDIER' is rendered in a bold, black, sans-serif font. A white Nike swoosh is integrated into the letter 'O' of 'ZOOM'. A white star is enclosed within a white circle, which is placed over the letter 'O' of 'SOLDIER'. The text is set against a background of a green and black camouflage pattern and is surrounded by dynamic, white splatter and brushstroke effects.

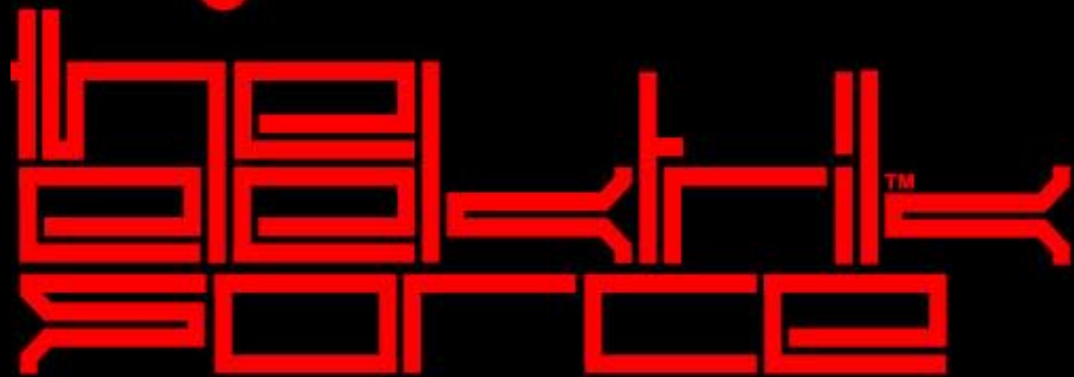




THE  
ELEKTRIK  
FORCE™



112  
ELEKTRIK™  
FORCE



CRAIG  
OBEY

RT. 5.46  
BPM 100

THE  
ELEKTRIK  
FORCE

WELL BEING IS PEAK, POWER IS PAIN FOR THOSE  
WHO SPEND ALL DAY & NIGHT IN THE DARK  
ROOMS, BEHIND THE SCENES OF THE  
WORLD. (2000-2001)

MIXED BY SEITH WARR FOR UNDERGROUND PRODUCTIONS







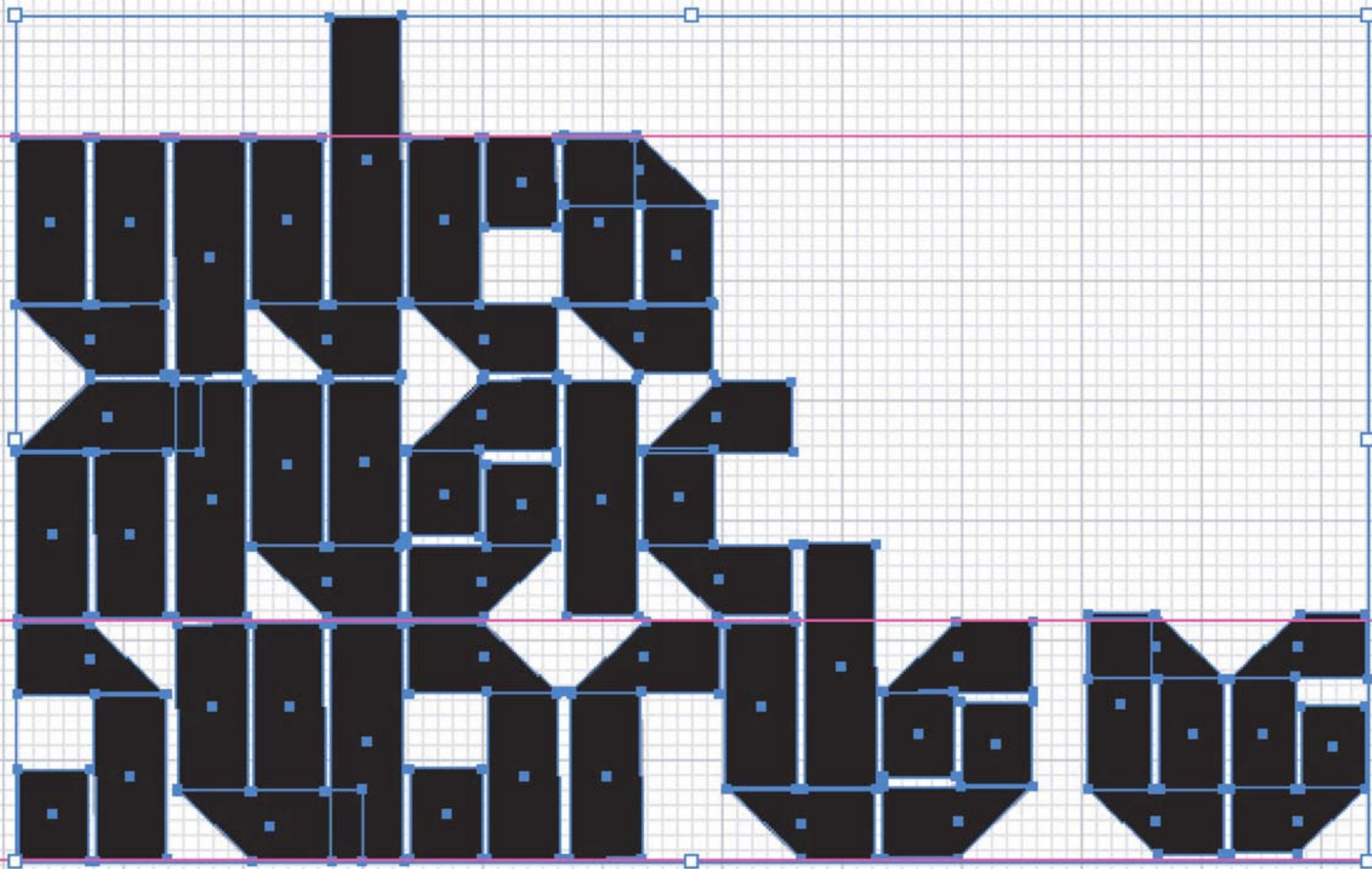
2006  
VIDEO  
MUSIC  
AWARDS

2006  
VIDEO  
MUSIC  
AWARDS

2006  
VIDEO  
MUSIC  
AWARDS

1990  
MTV  
MUSIC TELEVISION®  
VIDEO  
MUSIC  
AWARDS





**WUOL**



**MUSIC**

**WUOL**  
**WUOL**  
**WUOL**

**WUOL** **WUOL**

**GENERAL  
PANTS  
GROUP**

**GENERAL  
PANTS  
GROUP**

**GENERAL  
PANTS  
GROUP**

General Grants.  
Kumar

GENERAL  
PANTS.CO™

GENERAL  
PANTS

GENERAL  
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GENERAL  
PANTS  
GROUP

GENERAL  
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GENERAL PANTS.CO

General Pants.

GENERAL.  
PANTS  
GROUP

GENERAL  
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GROUP

COLIN  
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COLIN BLAKE

GENERAL  
PANTS  
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GENERAL  
PANTS  
GROUP



CMT  
GIANTS  
REBA







Entire  
**GIANTS**  
Reba McEntire

Entire  
**GIANTS**  
Reba



CMIT

**GRANDS**

★ REBA MCENTIRE ★





# DMT MUSIC अपारदर्शक शोर



DMT  
MUSIC  
AWARDS  
OF



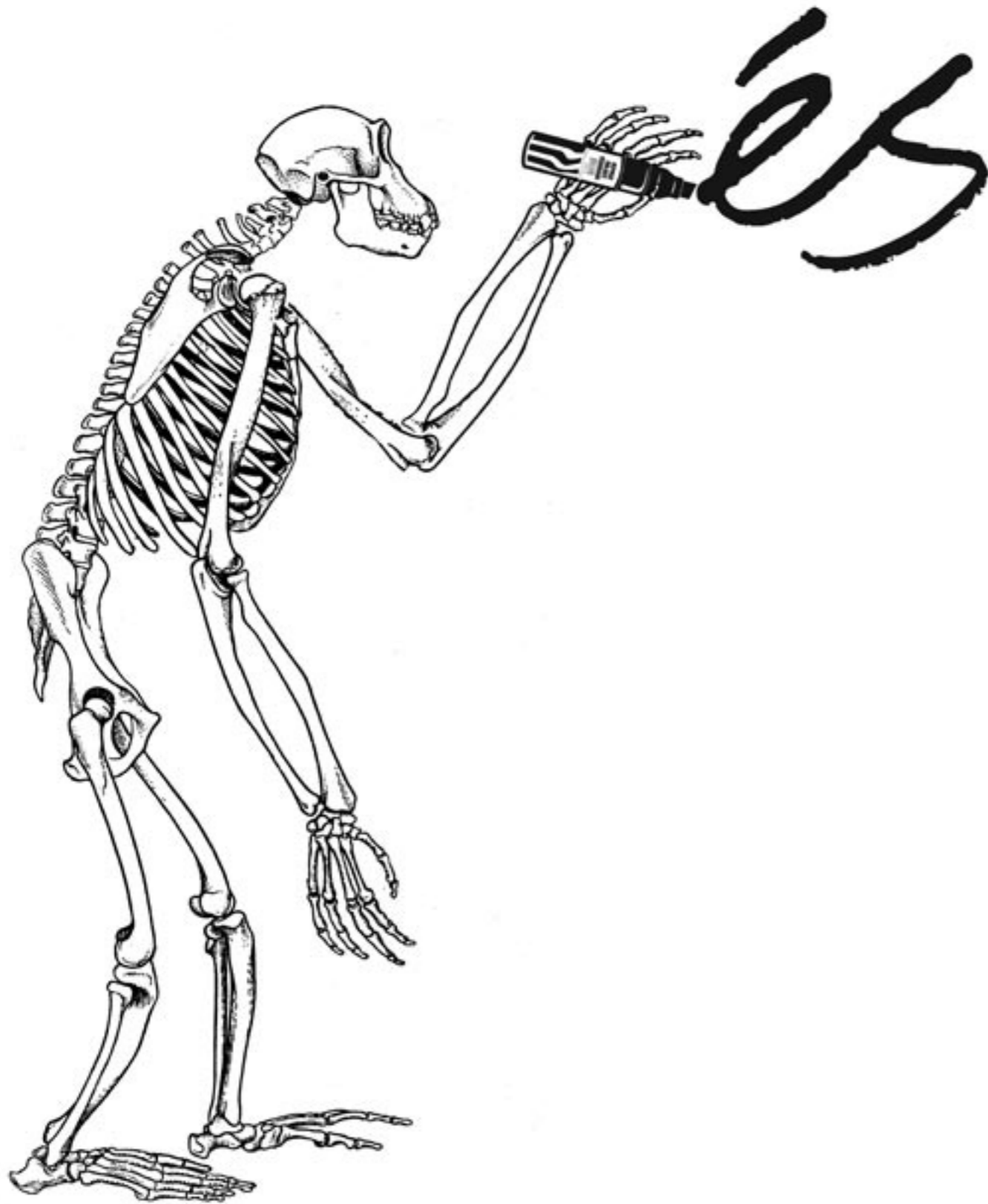
Count Me In Music  
Awards

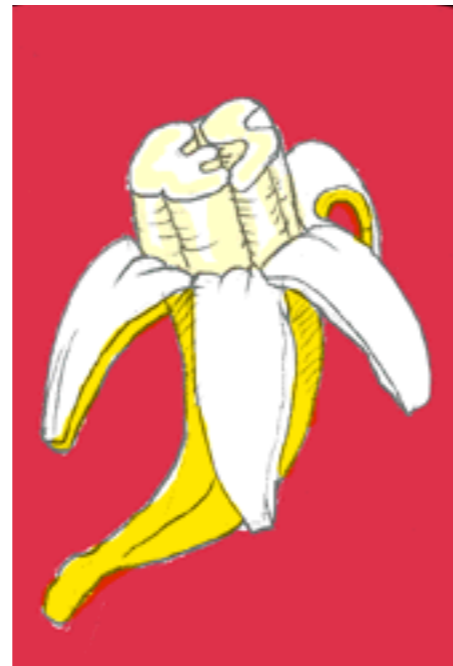
GMT  
MUSIC  
AWARDS  
07

GMT  
MUSIC  
AWARDS  
07









FRIENDS IN  
HIGH  
PLACES.



© Skateboards  
2006

1. Save The Music  
2005

2. Logo

CLIENT: VH1 NYC

VH1 Save the Music



1. 2006 FEVER ITALIA  
CINEMA ADVERTISING

2. 3D ANIMATON

CLIENT: FILTER MUSIC



1. 2007 FEVER ITALIA  
CINEMA ADVERTISING

2. 3D ANIMATON

CLIENT: FILTER MUSIC

# GROOVE ITALIAN

DIG THE



DIG THE



GROOVE  
ITALIAN

DIG THE



fever  
ITALIA

ITALIA  
fever Italia



Out Now!

filter  
music  
BORDERS

SMOCK

ABC  
Shop

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ALWAYS CHEAPEST PRICES