



2026

CHIAROSCURO studios

A HUB OF OVER  
**1,000 ARTISTS**

TO BRING YOUR PROJECT TO LIFE

CREATIVE HUB • ILLUSTRATION AGENCY • BRAND ACTIVATIONS • SUCCESSFUL CASES FOR MAJOR BRANDS



# ARTISTIC DIRECTION, CREATIVE CONCEPT, DIVERSITY, AND DELIVERY

Beyond being a co-founder of CCXP Comic Con Experience, Chiaroscuro Studios is a global hub connecting over 1,000 top-tier talents, including illustrators, comic book artists, muralists, and designers. With a roster that is diverse in background, race, and gender, we deliver bespoke creative solutions for brand campaigns and activations. Our key differentiator is strategic curation: we handpick the perfect artist for every brief, ensuring not only technical excellence but also a meaningful creative contribution at every stage of the project.

COMPANIES WHERE WE'VE DELIVERED SUCCESSFUL PROJECTS AND ACTIVATIONS



# BRANDS THAT TRUST OUR WORK

SPECIAL PROJECTS

BRAND ACTIVATIONS

MURAL PAINTING

BESPOKE ILLUSTRATIONS

DESIGN

CUSTOM PRODUCT PRINTS

HOW CAN WE ASSIST YOUR BUSINESS OR PROJECT?



# **ACTIVATIONS &** SOLUTIONS

MENU

| LIVE SHOW ACTIVATIONS

| ILLUSTRATION AND DESIGN

| DIGITAL MARKETING

| COMICS & PUBLISHING

| SET DESIGN

| AUDIOVISUAL

# LIVE BRAND ACTIVATIONS



## LIVE CUSTOMIZATION OF PRODUCTS AND GIVEAWAYS ON SHOWS

T-Shirts

Ecobags

Bags and packaging in general

Boxes for special kits

Phone cases

Cases for electronics (tablets, laptops)

Cups

Bottles

Mugs

Backpacks

Suitcases

Book covers

Furniture

Appliances

Household items

Cushions

Motorcycles and vehicles in general

Helmets

Collectibles





## LIVE ART

Caricatures

Drawing battles (including themed ones)

Mascots and products

Artistic product demonstrations

Graphic Facilitations

## ART, DESIGN AND ILLUSTRATION WORKSHOPS

Script

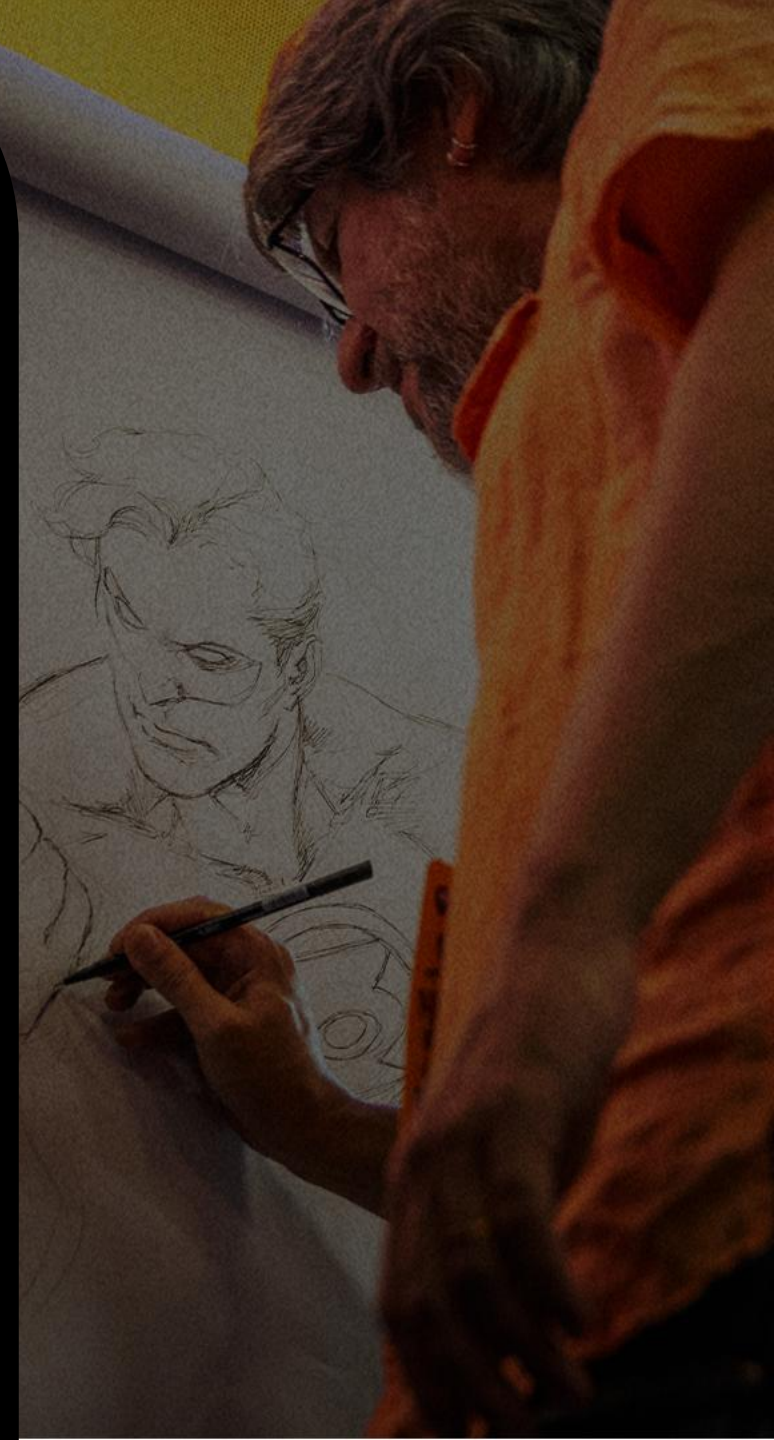
Drawing

Inking

Colors

Lettering

Job Market





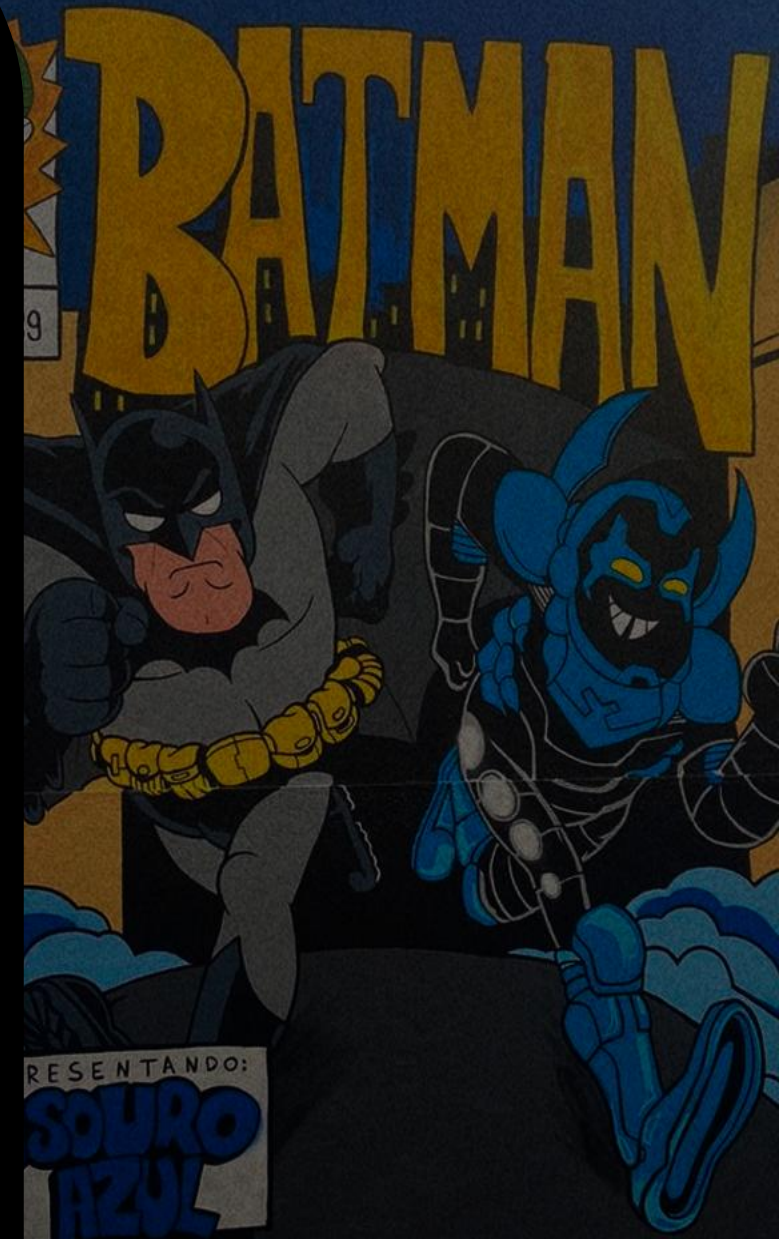
## MURALS

- External walls
- Internal walls
- Mobile murals
- Event murals

## ART EXHIBITIONS (THEMATIC)

## AUTOGRAPH SESSIONS

- Pre-event artist-created items (cards, posters, etc.)





## **ILLUSTRATION & DESIGN**

### **| ILLUSTRATION FOR ADVERTISING CAMPAIGNS**

Online and offline

### **| PUBLISHER ILLUSTRATION**

### **| CHARACTER DESIGN, MASCOT DESIGN, OR REAL PEOPLE STYLING FOR BRANDS**

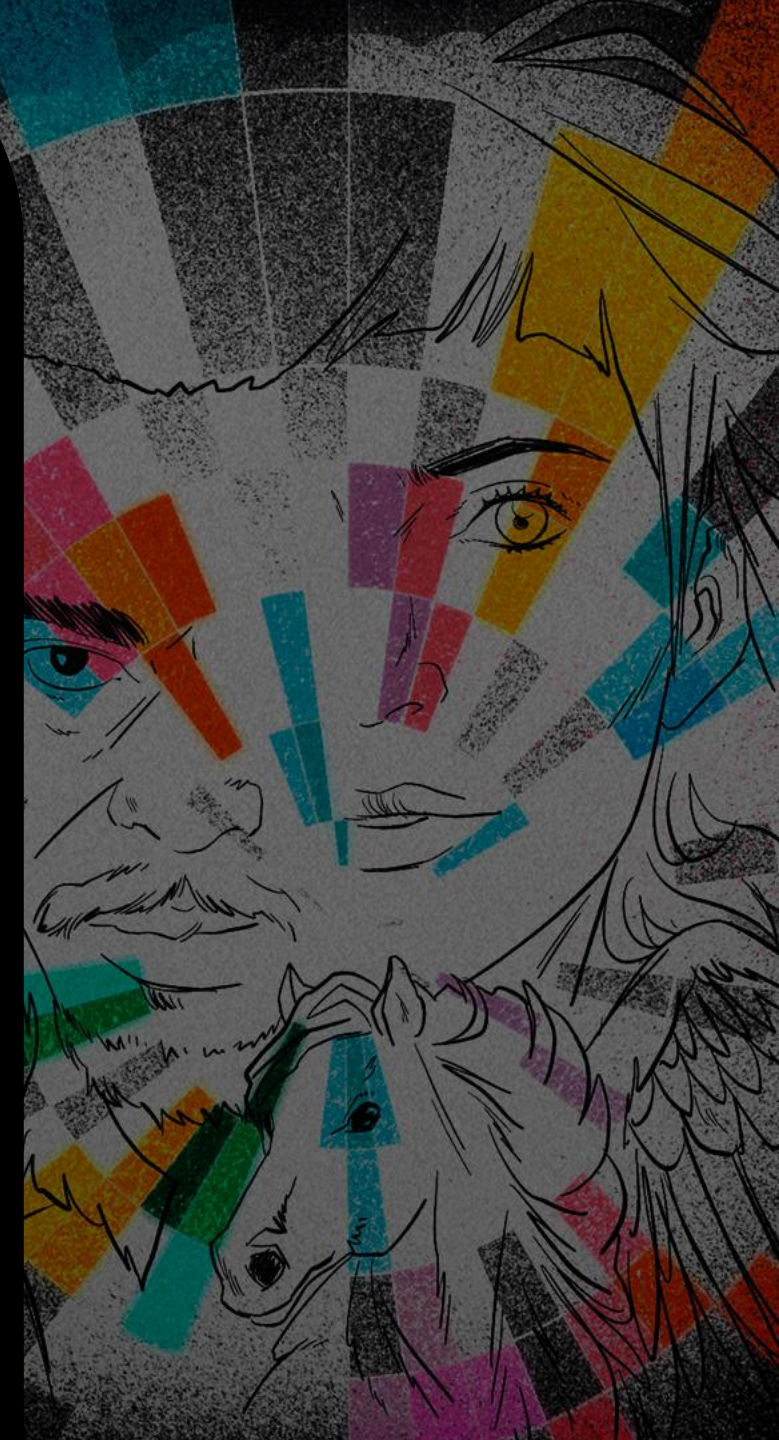
### **| STYLE GUIDES AND PATTERNS FOR VARIOUS PRODUCTS**

Clothing

Toys

Collectibles

Packaging





## | TOY AND COLLECTIBLE DESIGN

## | 3D MODELING

## | KEY VISUALS FOR BRANDS AND PRODUCTS

Logo design, branding, Brand Manual, etc.

## | ILLUSTRATION FOR GIVEAWAYS AND PROMO ITEMS

Posters

Cards

Certificates

Promotional

Items



*ILLUSTRATION & DESIGN*



## ***DIGITAL MARKETING***

- | EXCLUSIVE ILLUSTRATIONS FOR SOCIAL MEDIA AND ONLINE CAMPAIGNS
- | INSTITUTIONAL AND CAMPAIGN VIDEO PRODUCTION
- | SHORT ANIMATIONS FOR ONLINE MARKETING





## **COMICS & PUBLISHING**

### **| CORPORATE COMIC BOOKS**

From script to printed material

### **| ILLUSTRATED BOOKLETS AND BROCHURES**

### **| COMIC STRIPS FOR SOCIAL MEDIA**

### **| BOOK COVERS AND ILLUSTRATIONS**

Children's

Educational

Material

Fiction

Academic

Guides





## ILLUSTRATION FOR MAGAZINES & NEWSPAPER

Editorial illustrations for print and digital publications

Thematic magazine covers

## ILLUSTRATION FOR ONLINE PUBLICATIONS

Illustrations for blogs, websites, and social media

Webcomics and online series





## **SET DESIGN AND SCENOGRAPHY**

- | SCENOGRAPHY FOR BOOTHS AND OTHER ACTIVATIONS
- | ARTWORKS, ILLUSTRATIONS, AND ANIMATIONS FOR ACTIVATIONS WITH AUGMENTED REALITY AND HOLOGRAPHIC PROJECTIONS
- | CREATION OF TOTEMS AND BACKDROPS WITH ORIGINAL AND EXCLUSIVE ILLUSTRATIONS FOR PHOTO OPPORTUNITY
- | CONCEPT ART FOR SCENOGRAPHY ACTIVATIONS
- | ILLUSTRATED AND INTERACTIVE MAPS FOR EVENTS





## ***FILM, TV AND SOCIAL MEDIA INDUSTRY***

| CORPORATE VIDEO PRODUCTION & EDITING

| STORYBOARD

| CONCEPT ART

| BACKGROUNDS FOR ANIMATIONS



GET TO KNOW THE BRANDS WE'VE COLLABORATED WITH



# OUR RECENT SUCCESSFULL CASES

| LIVE SHOW ACTIVATIONS | ILLUSTRATION AND DESIGN | DIGITAL MARKETING | COMICS & PUBLISHING | SET DESIGN | AUDIOVISUAL

# CRUNCHYROLL: EXCLUSIVE MURAL AT BATMAN'S ALLEY (BECO DO BATMAN)



We were commissioned by the Crunchyroll Brazil team to create a bespoke illustration and paint a promotional mural at ZIV Gallery, located in the iconic Batman's Alley. The artwork features a visual style meticulously chosen by the client, referencing the platform's signature anime aesthetics while placing the central character and setting within a traditionally Brazilian context.

Artists: Santos e Graffiti Box

LIVE BRAND ACTIVATIONS ILLUSTRATION & DESIGN



# LIVE CUSTOMIZATION ACTIVATION: COCA-COLA CHRISTMAS

The Coca-Cola logo is displayed in its classic red script font.

Throughout December 2025, Chiaroscuro Studios—at the invitation of partner agency RG Produções—executed a special Christmas activation for Coca-Cola. The campaign featured on-site customization of Christmas ornaments, hand-personalized by our studio's artists. This nationwide activation spanned multiple supermarket chains across Brazil, covering over 50 locations during a three-week operation. The gift was offered as a "gift-with-purchase" incentive for customers buying Coca-Cola products.

Artists: Diversos

ATIVAÇÕES DE MARCA



# LIVE CARICATURES FOR BATMAN DAY AT PAULISTA AVENUE



To celebrate Batman Day 2025, we hosted a live caricature activation on Paulista Avenue in partnership with Warner Bros. Consumer Products. We distributed free, exclusively designed posters featuring a "blank space" where our six on-site artists created real-time caricatures of visitors, reimagining them as Gotham City's "Most Wanted." The activation was a massive hit, drawing in hardcore fans, children, families, and crowds of passersby along São Paulo's most famous avenue.

Artistas: Vários

ATIVAÇÕES DE MARCA



# ADIDAS LIVE SHOE CUSTOMIZATION AT LAUNCH EVENT



Brand activation project featuring live customization of the new Adidas Taekwondo model. The event hosted influencers invited by the brand for a special cocktail, where artists customized shoes for 50 guests with exclusive designs created for the event.

Artists: Cinthya Saty and Magenta King

ATIVAÇÕES DE MARCA



# ART WORKSHOPS AT THE SÃO PAULO INTERNATIONAL BOOK BIENNIAL



As part of BIC's presence at the Book Biennial, we hosted a series of on-site activations featuring live drawing, lettering, and coloring workshops using the brand's signature products. Our artists led creative sessions for audiences of all ages throughout the entire event, highlighting the versatility and quality of BIC's professional line. This successful partnership is now in its third consecutive year, following the biennial circuit across both São Paulo and Rio de Janeiro.

Artists: Lipe Diaz, Marcio Hum, Flavio Luiz, Magenta King, Fonseca e Alexandre Magalhães

ATIVAÇÕES DE MARCA



# SCHOOL BREAK WORKSHOPS AT THE MUSEUM OF IMAGINATION BY BIC



Throughout July 2025, Chiaroscuro Studios—in partnership with BIC—hosted a series of coloring workshops as part of the school break program at the Museum of Imagination in São Paulo. Featuring and promoting BIC's line of colored pencils and markers, our artists introduced fundamental coloring techniques before guiding children through the process of coloring exclusive artwork provided by the brand.

Artists: Pupa, Silas Chosen e Yuri Andrey

ATIVAÇÕES DE MARCA



# LIVE ELECTRIC MOTORCYCLE CUSTOMIZATION AT CCXP24



KAPPAK



During CCXP24, Chiaroscuro Studios artists took part in a promotional activation for Lithy Motors and Kappak, performing live artistic customization on the surface of an electric motorcycle. The goal of the campaign was to promote the Kappak brand and store while paying tribute to Akira Toriyama, the creator of Dragon Ball, who had passed away shortly before the event.

Artists: Diversos

ATIVAÇÕES DE MARCA



# ***SUPERMAN (2025)*** ***PROMOTIONAL MURAL*** ***AT BATMAN'S ALLEY***



As part of the launch campaign for the Superman (2025) feature film, we partnered with Warner Bros. Pictures to create a special mural featuring an exclusive design based on the movie's official style guide. The mural offered an immersive experience, allowing visitors to pose as if they were soaring through the Metropolis skies alongside Krypto the Superdog. To amplify the campaign's digital reach, we produced two promotional videos: a high-speed time-lapse of the painting process and a creative social media spot featuring Superman "invading" the iconic Batman's Alley.

Artistas: Giovanni Spinelli e Graffiti Box

[Click here to watch the project's promotional video.](#)

ATIVAÇÕES DE MARCA ILUSTRAÇÃO E DESIGN AUDIOVISUAL



# LIVE MASCOT CUSTOMIZATION



At the brand's booth at CCXP Mexico, comic book artists customized statues in the shape of the Panditas candy, with references to pop culture and graphic arts. The finished statues were displayed for the event's audience.

Artists: Dan Mora, Ivan Reis, Jorge Molina, Mateus Manhanini e Youko Horiuchi

ATIVAÇÕES DE MARCA



# PERSONALIZAÇÃO AO VIVO DE ECOBAGS NO LANÇAMENTO OFICIAL DE LATINHAS MARVEL



Live ecobag customization with official Marvel Comics artists at the Coca-Cola Marvel can launch event. Over 150 ecobags were customized with original and exclusive artwork for influencers and guests.

Artists: Leonardo Romero, Lucas Werneck, RB Silva e Wilton Santos

ATIVACÕES DE MARCA



# BATMAN DAY MURALS AT BATMAN'S ALLEY



We were commissioned by Warner Bros. Consumer Products to create a series of murals at the world-famous Batman's Alley in celebration of Batman Day. Over the years, we have produced six distinct murals, including a tribute to The Batman (2021); a 30th-anniversary celebration of Harley Quinn in 2022; a Batman and Blue Beetle team-up in 2023; an unprecedented crossover between Jovem Nerd's Ozob and the Dark Knight in 2024; and a highly immersive depiction of Batman in the Batcave for 2025.

Artistas: Pedro Cobiaco (2021), Jéssica Groke (2022), Loud (2023), Fonseca + Grafitti Box (2024) e Priscila Petraitis + Grafitti Box (2025).



# EXCLUSIVE PACKAGING FOR PATTIES AT CCXP25



Chiaroscuro Studios was responsible for developing the visual identity and exclusive packaging for the Patties burger joint at CCXP25. The project draws inspiration from classic superhero comics, featuring a vintage aesthetic with strong nostalgic appeal for pop culture fans. We illustrated the takeout paper bags and the sandwich wraps, created a short comic strip featuring the brand's mascot, and designed a life-sized "superhero version" of the character for the booth's storefront.

Artist: Ferrante

ILUSTRAÇÃO E DESIGN CENOGRAFIA E AMBIENTAÇÃO



# CUSTOM INSTITUTIONAL GIVEAWAY FOR ELECNOR



We created an exclusive illustration for a personalized water can, serving as both an institutional gift and a decorative keepsake. The project was commissioned by ElecNOR do Brasil, a Rio de Janeiro-based energy company, to celebrate the launch of a new internal department during an employee event. The cans were produced in partnership with Acqua.Tis, a specialist in sustainable packaging solutions and brand activations featuring customized water containers.

Artist: Bruno Brunelli

ILUSTRAÇÃO E DESIGN



# IMMERSIVE BRAND ACTIVATION FOR SAINT-GOBAIN



We developed exclusive illustrations for a Saint-Gobain activation at a sustainability-focused event. The artwork was used for the branding and wrapping of a video booth, where visitors could record a message for their "future selves." The project seamlessly blended visual design with the brand's core message of reflection and long-term sustainability.

Artist: Magô Pool

ILUSTRAÇÃO E DESIGN



# CUSTOMIZED CANS FOR BLACK AWARENESS DAY CELEBRATION



Devassa invited 7 Black artists from Chiaroscuro Studios to customize/paint cans, expressing in their art their feelings about being a Black artist in Brazil and the essence of Black culture. The can painting process generated personalized reels on social media in collaboration with the brand's profile.

Artists: Bee Karoline, Edson Xis, Jey Nunes, Magô Pool, Marília Marz e Negromia





# BIS RPG CAMPAIGN ILLUSTRATIONS AT CCXP24



We were commissioned by Mondelez to create 4 exclusive illustrations for the brand's WhatsApp RPG game, "Saga aBISurda". Top players won CCXP tickets. The artwork also themed the BIS booth at CCXP24 and adorned limited-edition lemon-flavored BIS packaging, exclusive to the event.

Artists: Décio Junior, Edu Souza, Kabral and Guilherme Petreca

ILUSTRÇÃO E DESIGN



# STYLE GUIDE – BATMAN WOODCUT STYLE



We developed a comprehensive Style Guide featuring illustrations of Batman inspired by the traditional woodcut style. The project included the creation of exclusive artwork following this aesthetic, alongside design work that adapted these pieces into print patterns for a wide range of products.

Artist: João Marcos

ILUSTRAÇÃO E DESIGN



# STYLE GUIDE – DC COMICS HERO CAPYBARAS



A series of exclusive illustrations featuring capybaras as DC Comics' most iconic heroes. These illustrations are part of an official Warner Style Guide, now available to licensees. The project combines two major fan favorites among young audiences: Super-Heroes and Capybaras.

Artist: Gui Lipari

*ILUSTRAÇÃO E DESIGN*



# EXCLUSIVE BRAZILIAN CINEMA POSTERS FOR PETROBRAS (CCXP25)



For Petrobras' debut at CCXP25, the brand presented a booth honoring the Brazilian films it has sponsored throughout its history. Chiaroscuro Studios was the guest agency commissioned to illustrate 30 exclusive posters based on these productions. The artwork formed an exhibition within the brand's booth and was distributed as giveaways to visitors. To ensure the project's authenticity, we selected a diverse group of artists—spanning different styles, backgrounds, genders, and orientations—connecting each illustrator to the specific region where their assigned film took place.

Artists: Amanda Miranda, Alexandre Nascimento, Alê Magalhães, Alex Shibao, André Meister, Cartumante, Cris Eiko & Paulo Crubim, Dalton Cara, Dyo, Fonseca, Germana Viana, Gilmar, Guilherme de Sousa, Hugo Canuto, Isaac Santos, Isadora Zeferino, João Marcos, Jey Nunes, Jefferson Costa, Ju Kabral, Loyola, Mago Pool, Marceli Ibaldo, Marcio Hum, Nathana Erika, Orlandeli, Pedro Cobiaco, Rodrigo Ovelha e Talessak

ILUSTRAÇÃO E DESIGN



# STATUE DESIGN CELEBRATING BRAZILIAN CINEMA



In continuation of the Petrobras booth project at CCXP25, Chiaroscuro Studios presented giant-sized sculptures in the MiniCo style. These pieces, which were showcased at the brand's space during the event, featured designs created by our artist Marcio Hum—the original designer behind the MiniCo collectible line.

Artist: Marcio Hum

ILUSTRAÇÃO E DESIGN



# E-SPORTS CHAMPIONSHIP ILLUSTRATIONS FOR UBISOFT



UBISOFT

We developed exclusive illustrations of the players from the two Rainbow Six Siege e-sports teams for the official championship organized by Ubisoft in December 2025. The artwork depicts the pro players outfitted in technical and military gear, inspired by the aesthetic of the game's own characters. The illustrations were applied across the event's Key Visual (KV), including products, posters, and digital marketing campaigns.

Artistas: Edu Souza

ILUSTRAÇÃO E DESIGN



# 3D MINIATURE SCULPTING FOR BOARD GAMES



At the invitation of D20 Culture—a brand specializing in board games, card games, and RPGs—we developed the 3D modeling for several characters for the board game *The Lord of the Rings: Enemies of Middle-earth*. Over 15 exclusive pieces were sculpted for the game, including iconic characters based on the franchise's acclaimed films.

We delivered the digital 3D files to the client, who was responsible for the printing and individual hand-painting of each piece.

Artistas: Anderson Baião

*ILUSTRAÇÃO E DESIGN*



# EXCLUSIVE ILLUSTRATIONS FOR DIGITAL CREATOR MERCHANDISING



We created a series of exclusive illustrations for the official merchandise line of Australian YouTuber "Toasted Shoes." The artwork references the various games featured in the creator's videos and gameplays. The products featuring these illustrations include hoodies, posters, stickers, t-shirts, and enamel pins.

Artist: Fabrício Kabral

*ILUSTRAÇÃO E DESIGN*



# DC COMICS ILLUSTRATIONS FOR JUSTICE LEAGUE UNLIMITED RPG



Exclusive illustrations for the covers of the official DC Comics playable RPG books: Justice League Unlimited, published by D20 Culture.

Artists: Alex Shibao e Julio Brilha

ILUSTRAÇÃO E DESIGN QUADRINHOS E PUBLICAÇÕES



# PROMOTIONAL POSTER WITH EXCLUSIVE ILLUSTRATION

**HBO**  
max

Creation of a poster featuring an original and exclusive illustration to promote the launch of the series Welcome to Derry on the HBO Max streaming platform. The poster was given to fans of the series and influencers at an exclusive screening event for the first episode and subsequently distributed at the Warner Bros. booth at CCXP25.

Artist: Andrade Ferreira

ILUSTRAÇÃO E DESIGN



# PROMOTIONAL POSTER FOR MORTAL KOMBAT 1 BRAZILIAN CHAMPIONSHIP



**WARNER BROS.**  
GAMES

Illustration developed in partnership with Warner Games for the exclusive Brazilian poster of the Mortal Kombat Pro-Kompetition championship, held during Gamescom 2025. The artwork served as the official visual for the competition, featured in the scenography of the Warner Games booth at the event, and was applied to exclusive items for professional players, such as t-shirts and water bottles.

Artist: Ryan Smallman

*ILUSTRAÇÃO E DESIGN*



# EXCLUSIVE STAR WARS CARD - HASBRO CCXP25

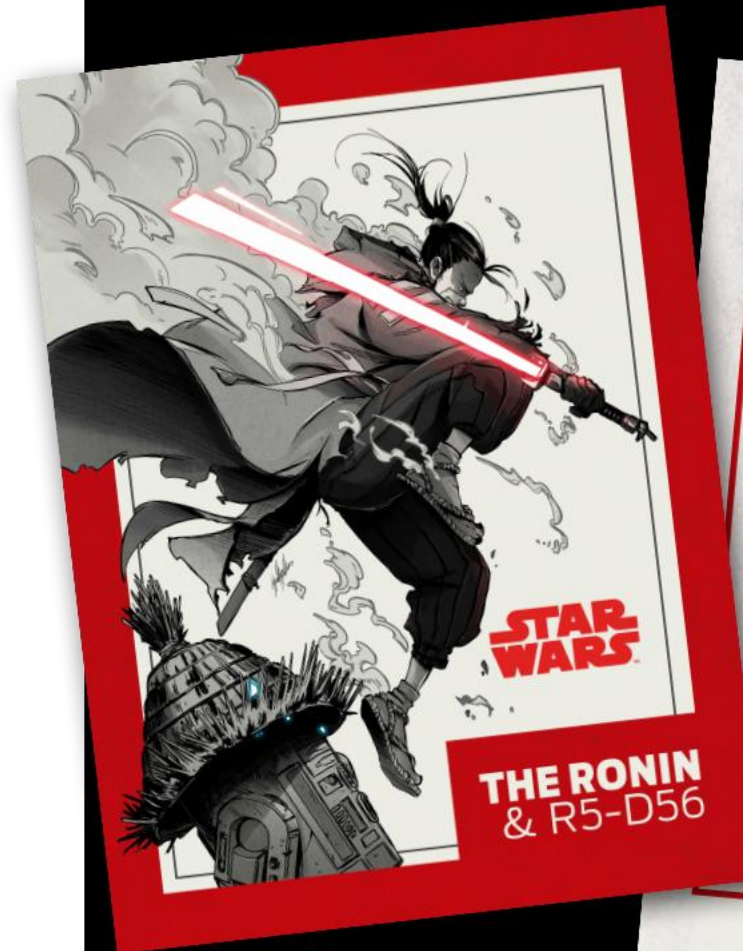


Creation of an exclusive illustration and design for a special Star Wars card in partnership with Hasbro. The card was offered as a gift to customers who purchased the exclusive launch collectible at CCXP25 and could be autographed by the artist directly in the event's Artists' Valley.

Artist: Santtos

[Clique Aqui e Confira o Resultado Final da Impressão](#)

ATIVAÇÕES DE MARCA *ILUSTRAÇÃO E DESIGN*



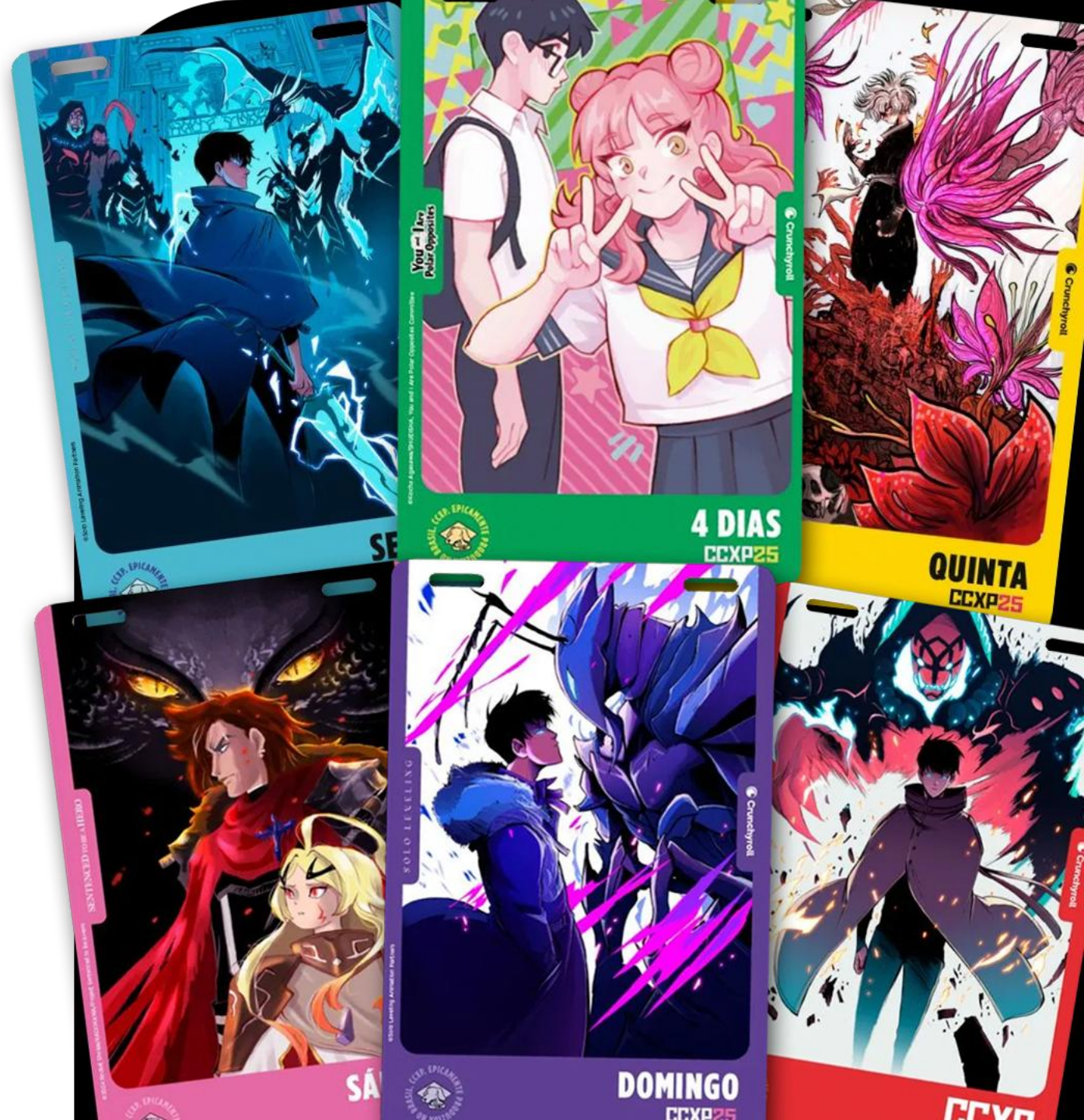
# CCXP25 BADGE ILLUSTRATIONS- CRUNCHYROLL ANIMES



Development of the illustrations for the official CCXP25 badges, in collaboration with Crunchyroll. The project features exclusive artwork to promote Hell's Paradise, Solo Leveling, Sentenced to Be a Hero, and You and I Are Polar Opposites—four of the platform's most successful animes.

Artists: Caio Yo, Pedro Cobiaco, Talessak e Santtos

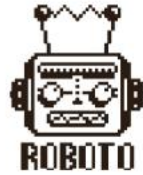
ILUSTRAÇÃO E DESIGN



# BATMAN X OZOB: EXCLUSIVE PRODUCT ILLUSTRATIONS



**BANDUP**



Jovem Nerd, DC Comics, and Warner Bros. presented an unprecedented crossover: Ozob and Batman met for the first time in a new product collection. Created by BandUp! and Roboto, the line features illustrations by Chiaroscuro Studios in collaboration with artist Fonseca, who was handpicked for this project. The collection officially launched at CCXP24 with an exclusive box set and is currently available at the official DC Comics store.

Artist: Gabriel Fonseca

*ILUSTRAÇÃO E DESIGN*



# MINICO COLLECTIBLE DESIGN & PACKAGING



Artist Márcio Hum, from Chiaroscuro Studios, creates the signature designs and packaging for Iron Studios' MiniCo collectible line. Distributed worldwide, the collection features major pop culture franchises, with dozens of figures already released, including both regular and exclusive items.

Artist: Marcio Hum

ILUSTRAÇÃO E DESIGN



# DESIGN & CONCEPT FOR COLLECTIBLE STATUES

**IRON**  
STUDIOS

Over the past few years, Chiaroscuro Studios has brought together some of the comic book industry's leading artists to create collectible designs for Iron Studios. Produced in various scales and distributed worldwide, these statues feature the greatest characters from Marvel and DC Comics.

Artists: Ivan Reis, Rafael Albuquerque, Marcio Takara, Mike Dedodato e Rafael Grampá

*ILUSTRAÇÃO E DESIGN*



# COMIC STRIPS FOR CUP NOODLES SOCIAL MEDIA



Creation of 4 digital comic strips for the brand's Instagram, featuring 4 different artists telling unique stories showing how Cup Noodles can and should be consumed anytime, anywhere. Each comic strip brings a unique style and a different thematic story, ranging from adventure, manga, fighting, and playful themes, with equally diverse artists leading each created story.

Artist: Fernando Menezes, Guilherme Petreca, Ju Loyola e Raoni Marqs



# HISTÓRIA EM QUADRINHOS PROMOCIONAL INTIMUS

## Intimus

Creation of characters, key visual, and comic book for Intimus' campaign at CCXP23.

The first edition was launched at the event in printed format, and subsequent editions were released digitally. The key visual was used for displays and other campaign activations during CCXP23.

Artists: Milena Azevedo e Germana Vianna

QUADRINHOS E PUBLICAÇÕES



OTHER PROJECTS SIGNED BY CHIAROSCURO STUDIOS



CCXP

CCXP  M



# EVENTS E EXHIBITIONS

| CO-CREATION | CONTENT CURATION | GUEST SELECTION

Count with  
**CHIAROSCURO**  
**STUDIOS** for your  
next project!

—  
**GIOVANNI SPINELLI**

[giovanni@chiaroscuro-studios.com](mailto:giovanni@chiaroscuro-studios.com)

[+55 11 99605-7464](tel:+5511996057464)

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