

A FAMILY NAME.
A BIGGER PURPOSE.

While working in construction, I saw that some of the biggest, most respected firms were family names.

Turner.
Clark.
Walsh.
Mortenson.
Clune.

It made me realize the power of a name. A family name can become a company, a reputation, a standard of work, and a legacy.

So when it came time to build my own studio, I used mine.



CONSTRUCTION TAUGHT ME
THE POWER OF A NAME.



LATIN AMERICA TAUGHT ME
THE POWER OF TYPE.

A STUDY OF TYPE
IN LATIN AMERICA

From hand-painted storefronts to murals, posters, and street signage, I was drawn to the bold, expressive lettering found across Mexico City and Medellín. The type is not just functional. It carries place, attitude, memory, and pride.



GUZMÁN
JUÁREZ

design studio

CHI • DF • MEDALLO

THREE CITIES. ONE CREATIVE HOME.

CITIES THAT REPRESENT

Artists proudly rep their cities. Not just Mexico City, but DF. Not just Medellín, but Medallo. And for Chicago, simply CHI. These are names used by the people who live and create there.



THE COLOR PURPLE

Purple became intentional. It represents ancestry, memory, spirituality, and connection to those who came before us. A nod to the Indigenous heritage and cultural traditions across Latin America that continue to inspire and shape our creative work.



CHI



DF



MEDALLO

DE AQUÍ
Y DE ALLÁ

FAMILY
PLACE
LEGACY
ALWAYS CREATING