

GRAPHIC
2023

DESIGN

PORTFOLIO
2024

DESIGNED
BY — TJ

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GRAPHIC

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PORTFOLIO

Introduction

In this booklet portfolio you will see a mix between client and concept work I have come up with over the last two years 2023-2024. Dreams Luxury Finishes hired me to redesign their logo which happened to be the first logo I had ever made for anyone. After seeing their reaction, I knew I was destined for something greater than just a kid working at a coffee shop with no college education yet. Graphic design is more than just a paycheck for me! The exploration in what makes people think and feel different emotions when they view something is what continues me to create. Things that people can connect with and relate to whether it's a personal tattoo being incorporated into a logo or an emotional piece of text laid out on a piece of paper making someone rethink the way they act around others. That's what graphic design is for me and why I will continue to push my limits when coming up with ideas and designs.

DREAMS LUXURY FINISHES

2023

Dreams Luxury Finishes is a company that specializes in color matching, stain formulation, and industrial finishes.

The Mission

The client wanted a new logo design that contained the type “DREAMS LUXURY FINISHES” with bold geometric shapes, lines, and a star symbol that resembles a matching tattoo that she and her wife have. She stated in a brief that she wanted it to look modern, bold, and timeless; a quick read for the consumer’s eye.

The Process:

After understanding what the client was asking, I started by selecting the font type Futura to communicate a strong powerful brand image. In order to grab the consumer’s attention, I put a bounding box around the type. I made the focal point by mirroring the negative space inside the letter “A” down creating a triangle below it. The star symbol above the letter “M” creates a balance in the visual hierarchy by having the type “LUXURY FINISHES” in the bottom left of the composition. This ensures the viewer can focus on what’s important. In conclusion, this wouldn’t had been possible without the teamwork and collaboration from the owner and I.



Sudden Death Coffee

2023

A LA-based members-only coffee company that is 100% organic, creative, and exclusive. Sudden Death offers access to private events, a creative working environment, and a great opportunity for networking.

Creative Direction:

No photos inside are allowed, and windows are tinted from the outside leaving only the members to know what it looks like inside Sudden Death. The company raffles off concert tickets, luxury items, and weekend getaways. After the raffle, all the money goes back to the local arts community. Sudden Death's slogan is "Gone before you know it". This ties into the quality of their products as well as the interior floor plan changing quarterly.

Logo Design Process:

when designing the logo for Sudden Death, I wanted to keep the brand imagery slightly gothic in order to match the name Sudden Death. Using a dagger as a letter "T" creates a unique-looking logo that is still legible and understandable.

Sudden
Coffee
Death

Audio Shroom

2023

Audio Shroom is a vintage antique seller on eBay who lists all things vintage music items as well as vintage accessories and furniture.

Creative Direction:

The client wanted to stick to a retro feel something along the lines of a vintage 70's look and feel while giving it some personal influence with mushrooms as it was a hobby he had collecting them.

Logo Design Process:

When designing the logo I began drawing simple sketches of mushrooms and things related to music. I took the word Audio Shroom as literally as possible and wanted to portray the act of the logo itself listening to music. To create hierarchy in the logo I made the chord plug into the top of the letter "M." This forces your eyes to perfectly read left to right and top to bottom. I knew that it needed to feel vintage so I used a retro color to match the aesthetic.



The Five Most Common Felt motions

2023

The five most common felt emotions is a made-up band name I thought of. The purpose of this band was to create music that embodies the emotions fear, anger, disgust, sadness, and enjoyment.

Creative direction:

I Took into account how the different emotions can feel whether it evoked a certain color when feeling said emotion. I wanted to be very direct in my storytelling so I chose to use photos, different types of textures, fonts, colors, and placement of type to get the point across by evoking the band's message. The band's tagline is "Don't Be Afraid Of Them". This resembled the idea that we all share these feelings and no one should be afraid of expressing them. You will be viewing a couple of my favorites out of the 100 album covers create.

Hydro Flask Rebrand

2023

I feel that Hydro Flask could expand its Demographic and sales if it had another company directly related to itself. The only difference is that it's marketed to those who are more willing to sacrifice their money for a higher standard of modernized yet simple way of enjoying cold beverages. You could consider it the luxury line of Hydro Flask.

Creative Direction:

I wanted to create the aesthetic of quiet luxury with this rebrand; Something people recognize by its quality and niche aesthetic.

Logo Design Process:

I opted for a clean font with thin sharp serifs. This gives it a clean simple aesthetic that contains a luxurious feel when looking at it. The font family I chose was Larken which embodies the perfect amount of sharpness and class. I decided to use a soft luxurious color palette including blue, crème, black, and white. By playing around with a couple of shapes and lines, I was able to customize the logo giving it a slight edge to separate it from its competitors.



DWD Plant Sales

2023

DWD is a plant sales company out of Colorado that needed business cards as well as a logo redesign.

The Mission:

The Owner was looking for something that resembled something Professional, fun, and high quality. He wanted to create a new tagline that fit his motto along with his work ethic.

The Process:

I was able to find a logo on Adobe stock that embodied everything Dave, the owner wanted to convey in his logo. I had to go through and change it by lessening the amount of leaves on the branch. The font family I opted for was Larken. Its unique features brought together the aesthetic circular curves of the logo itself together as a whole. "Plants Are The Answer" is the final tagline he decided to choose.



PLANTS ARE THE ANSWER

DWD

PLANT SALES

BARE is a natural seltzer concept I am still currently designing and working on. I wanted to come up with a seltzer company brand that can stay all-natural and organic with the ingredients that go into the flavors.

Creative Direction:

The message behind Bare is meaningful and can be left up to interpretation. The idea of a simple bare can with close to nothing on it but the name and flavor. There's a Bare amount of clean naturally sourced ingredients which play into the name. The flavors I have come up with so far are Strawberry haze, Orange Dream, Lavender Haze, and Fizzy Limeade. Bare's slogan is "Drink it bare anywhere anytime with anyone" Giving anyone who is at the legal age of drinking a refreshing beverage easy to enjoy anywhere with anyone is what Bare wants to provide as it's a mission and goal. Just remember to Drink it bare anywhere anytime with anyone.



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