



XBOX



Agency: JDK

Client: XBOX

Contribution: Design and Production

Deliverables: Packaging System

While at JDK I worked with the Xbox team to create the packaging system for the Xbox One entertainment system, as well as update the packaging system for the Xbox 360 entertainment system. This included packaging for accessories, value bundles, game takeovers, and limited edition day one packaging. This work also helped to later inform the Xbox retail space, as well as console led branding.



XBOX ONE



Guidelines

March 03, 2014

Product screenshots

Product screenshots and other screenshots should always be placed in the TV. Ensure screen content is production-ready, large enough to see clearly, rationally approved for all content shown and fully cleared for use. See the Xbox brand guidelines for their information on screen content and Xbox branded experiences.



Logo sizing

Xbox One logo
The Xbox One logo width must be at least 20% of the layout.

Microsoft logotype
The Microsoft logotype should follow minimum size guidance and should not exceed 50% of the "X" height of the Xbox One logo.

If both the Microsoft and Xbox One logos appear on the same horizontal plane, then the baselines of the "M" in Microsoft and the "X" in Xbox should align.

Not all creative requires the Microsoft logotype. Please see the Microsoft logo guidelines for Xbox for additional usage guidance.



Placement of type

Placement
Type may be placed on a panel by itself.
Never place type on a panel with hardware.
Never place type in a TV, on a panel with a flood of content or on the green bar.
Never place type by itself in multiple panels.

Case
Sentence case is preferred for all communications. All caps may be used sparingly for sub-headers.

Leading
Set at the font size plus 4pt. for all type above 30pt, and set to auto for any sizes smaller than 30pt.

Justification
Type should be set flush left, rag right whenever possible, but may be set centered when the layout calls for it.

Type should never be set flush right or fully justified.



Signature layouts



Logo



Logo options

Use the preferred logo unless there are production limitations or the logo is being used in joint communications with other Microsoft brands.

The logo does not require trademark bugs in most instances, including advertising and marketing.

Please contact xboxbrand@microsoft.com for further guidance if you are using logos for software, hardware, packaging or books and manuals published by Microsoft. Trademark bugs may still be required, per guidance at <http://xbox.com/marketing/Pages/Branding.aspx>.

The Xbox One logo is a complex file, and will only display properly when placed into a layout as a linked graphic file. Do not embed or paste the logo into layout programs as it alters the visual integrity of the file.



Type

Headlines and sub-headlines should be recommended. Type 24pt and larger. Light Regular should be used for web or where legibility is an issue. Regular is recommended.

Segoe Pro

Light Regular

Hardware

Use artwork as provided. CMYK files are provided in format: Adobe Illustrator, Adobe InDesign and Adobe Photoshop.

Bleeds and file-specific instructions are provided in CMYK versions of the cropped assets. These can be found in non-printing layers for Adobe Illustrator and InDesign, or by turning on the notes panel in Photoshop and clicking the note in the file. Use these files in accordance with the file-specific guidance provided.

If an off-color box appears around the shadow when placing an asset into a layout, make sure that the Overprint Preview function is enabled in the layout application.



Disocase



Layout

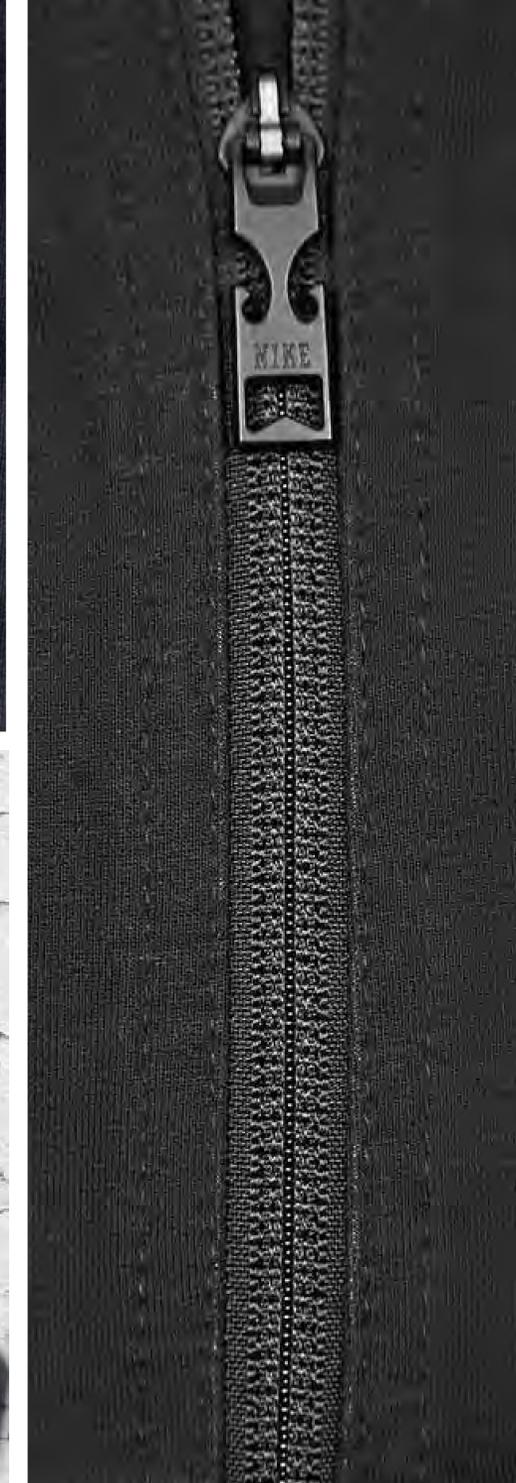
Agency: JDK
Client: XBOX
Contribution: Design
Deliverables: Brand Guidelines and Branded Templates

One of my primary duties while at JDK was the design and maintenance of all Xbox brand guidelines, associated templates and branding assets.

- This included:
- Xbox Brand Guidelines
- Xbox One Brand Guidelines
- Xbox 360 Brand Guidelines
- Xbox Live Brand Guidelines
- Xbox 360 Game Advertising Guidelines
- Xbox One Game Advertising Guidelines
- Xbox Entertainment Studios Guidelines
- Xbox Entertainment Partner Guidelines
- All assets and templates for the above

As much of Xbox's branding appears in collaboration with; game and media producers, various retailers, magazines, websites and other partner brands their branding has to work with a large variety of different layouts. This makes having a bullet proof set of branding guidelines, template library, and collection of branded assets vital. It also meant that these guidelines and collection of assets had to account for, and adapt to unforeseen brand needs. These guidelines formed the basis for the appearance of all Xbox branded media seen in retail, print, video, and on the web.





Agency: Nike Action Sports Brand Design
Client: Nike Action Sports
Contribution: Design
Deliverables: Branded Label and Trim System, Visual Identity

As part of the rebranding of the Actions Sports category I was asked to redesign the apparel labels and trims for the category. I was given an initial single label design by Aaron Draplin of Draplin Design Co. and asked to design a system of labels and trims to be used on apparel and outerwear. The labels needed to fit with Draplin's visual language and be able to work with different countries of origin, size matrices, and be able to include technology features where required.





Agency: Nike Action Sports Brand Design
Client: Nike Action Sports
Contribution: Design and Production
Deliverables: Display Graphics, Visual Identity

As part of the rebranding of the Nike Actions Sports category and the move into a new building there was a need to create graphic wall displays. This included assets to aid in telling the new Lunarlon performance story, as well as highlighting and showcasing the new branding for the quarterly Category kick off meeting.

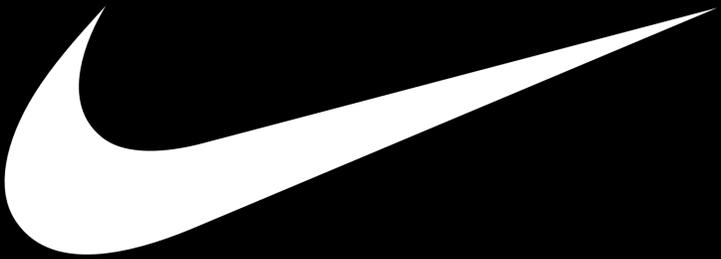
For the fall 2012 season Nike Action Sports had partnered with Pushead to create a line of artist inspired clothing. Pushead created prints that would be used on apparel throughout the entire line of action sports clothing. As part of this I was also asked to use one of these prints to layout a Skateboard, Snowboard, and Surfboard under the art direction of Michael Hernandez.





Agency: Nike Action Sports Brand Design
Client: Nike Action Sports
Contribution: Design
Deliverables: Vehicle Wrap, Visual Identity

As part of the rebranding of the Nike Actions Sports category there was a need to revamp the branding used for the Windells / Nike Snowboarding camp bus. I was asked to come up with a branding solution that utilized the Nike Tiffany color, fit with the new branding and, could be printed as panels mounted to the bus. To preserve the classic feel of the vintage bus the panels were fitted to the natural lines of the bus.





NIKE+
NIKE WOMEN VICTORY TOUR
 —
 2016



Agency: NA
Client: Nike Womens
Contribution: Identity Toolkit Design
Deliverables: Tour Identity Toolkit

In conjunction with the Nike Women's Victory tour the Nike North American Training Club created a series of training events in key cities around the world. For this event I was asked to help create the Identity toolkit as well as a selection of assets to aid in creating local event collateral.

Because localization was key for this event the toolkit had to be able to clearly communicate how to create on brand assets for the event. This included communicating on brand copy, usage of key assets, as well as creation of local assets.

EVENT DAY APPLICATIONS
WELCOME BAG GEAR
DESIGN INTENT

WHEN WE WELCOME OUR GIRL TO THE EVENT, LET'S FOCUS ON OFFERING PIECES THAT ARE HIGH QUALITY AND FOCUSED ON TRAINING, EVEN IF THAT MEANS OFFERING FEWER PIECES.

PT16 NWVT TOUR IDENTITY PART2 NTC PAGE 37

NIKE+ NIKE WOMEN VICTORY TOUR
 —
 RIO DE JANEIRO 2016

PT16 NWVT TOUR IDENTITY PART2 NTC PAGE 37

IDENTITY ARTWORK
ARTWORK OVERVIEW

ORIGINAL COMMISSIONED ART BY ARTIST SAM CHIRNSIDE FOR USE ON NTC TOUR.

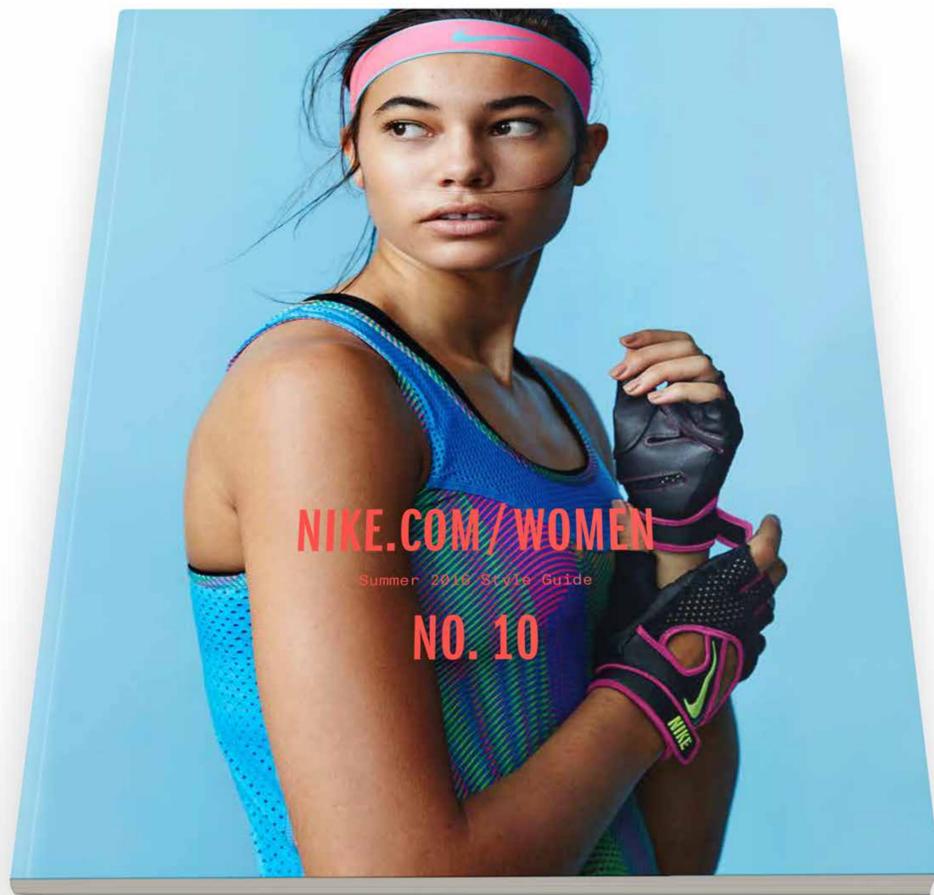
THIS PATTERN IS RESERVED FOR SPECIAL MOMENTS THAT WE'LL PRESCRIBE IN THE VC.

AN ANIMATED VERSION OF THE ARTWORK WILL BE AVAILABLE ON 01.08.15.

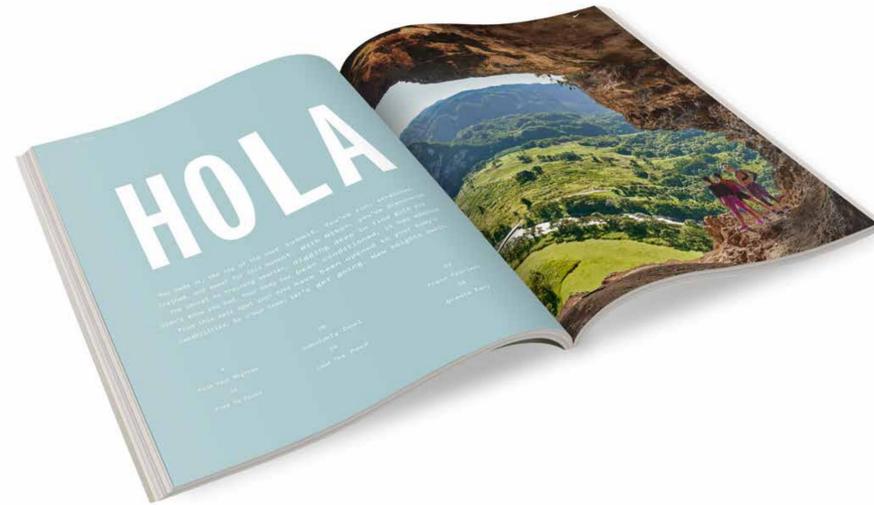
PLEASE DOWNLOAD APPROVED CROPS FOR USAGE ACROSS PLATFORMS.

PT16 NWVT TOUR IDENTITY PART2 NTC PAGE 30





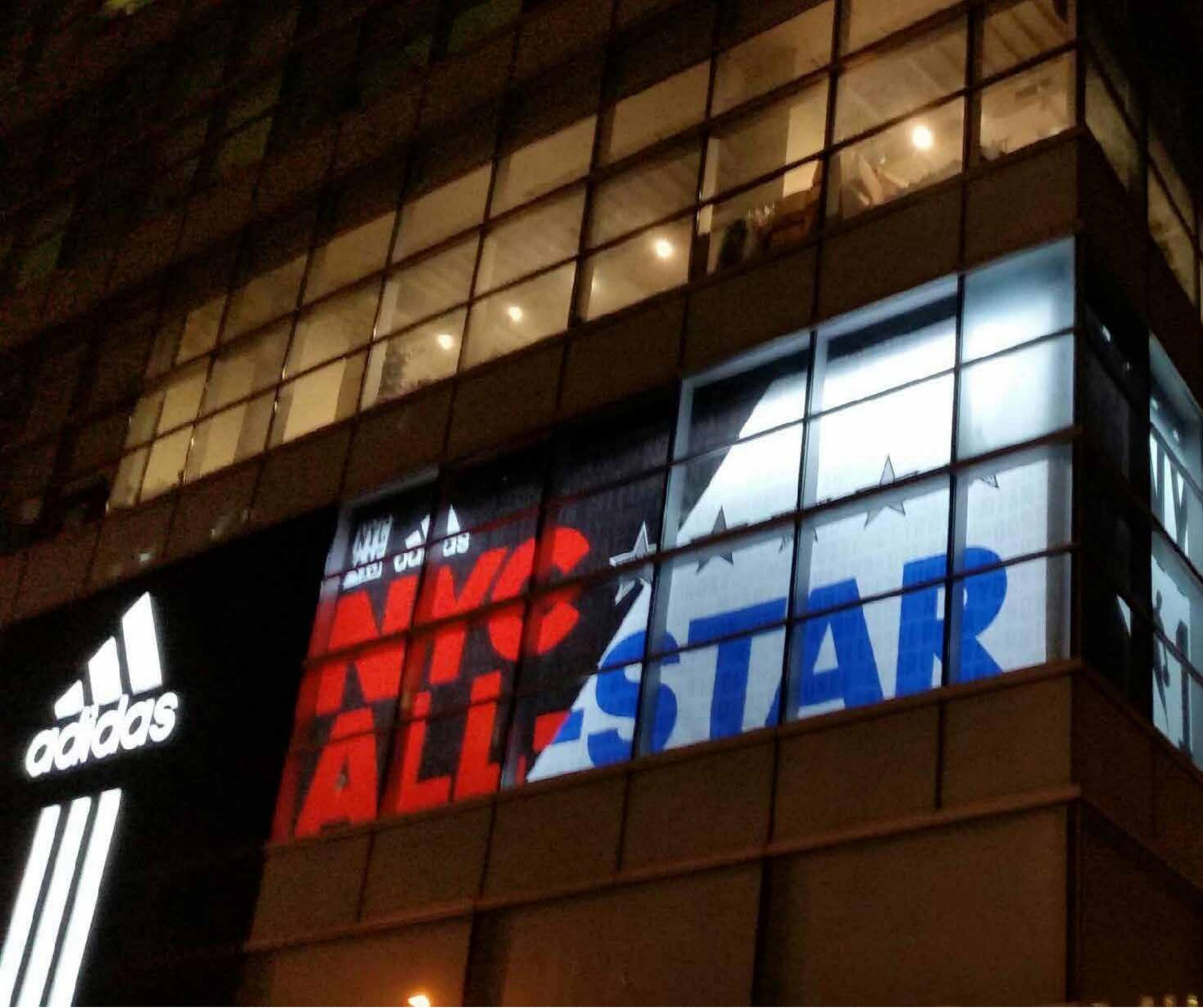
Agency: NA
Client: Nike Womens
Contribution: Document Design
Deliverables: SU16 Style guide



Nike Women's asked me to help create their style guide for the summer 2016 line. I assisted the team with layout, typography, image creation, image editing, and helping to refine the look and feel for the catalogue.







Agency: Engin

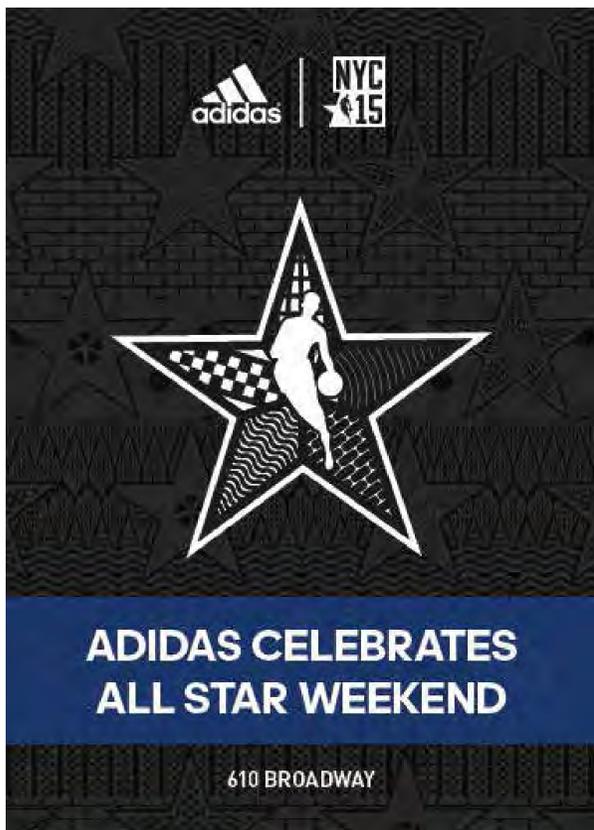
Client: Adidas

Contribution: Design

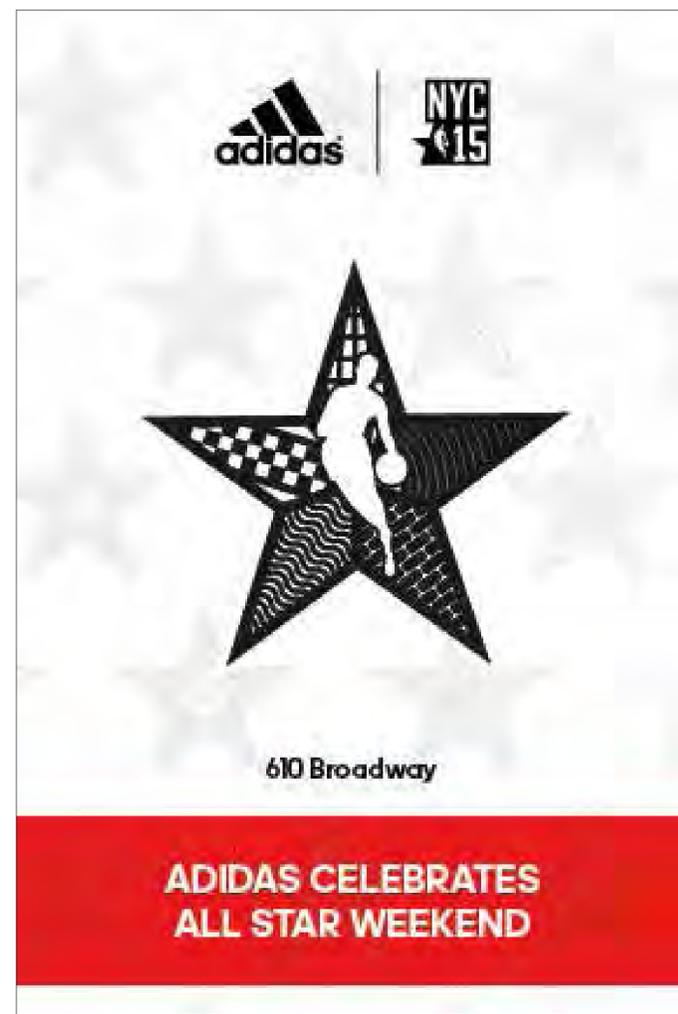
Deliverables: Store Window Display,
Event Activation Collateral

As part of the build up to the 2015 NBA All-Star game Adidas enlisted Engin to create branding and visual language for the promotion of the games and Adidas launch events. I worked with Engin to create window displays for the Adidas New York store at 610 Broadway.





| SCHEDULE | | |
|--|--|--|
| WEDNESDAY 2/11 10A M Ticket Giveaway: Roc City Concert <i>Featuring Kanye West</i> | FRIDAY 2/13 5PM Meet NBA All Star Kareem Abdul-Jabbar 5PM - 9PM Beats from Mick | SUNDAY 2/15 Boost Photo Experience 10AM - 2PM Beats from J. Scott 11AM Meet NBA All Star John Wall |
| THURSDAY 2/12 10A M Ticket Giveaway: Roc City Concert <i>Featuring Kanye West</i> | SATURDAY 2/14 Boost Photo Experience 10AM - 2PM Beats from DJ Neil Armstrong 11:30AM NBA All Star Rookie Boost Experience featuring Wiggins, Exum, Adams & Shabbazz | |
| 4PM Kanye West Live Stream 5PM - 9PM Beats from DJ Clark Kent | | |



Agency: Round House

Client: Adidas

Contribution: Design

Deliverables: Event Activation Collateral

As fate would have it my very next assignment was for Roundhouse creating event collateral for the very same event. This included; Event invitations, badges, wrist bands, and player autograph cards.





Agency: Fiction

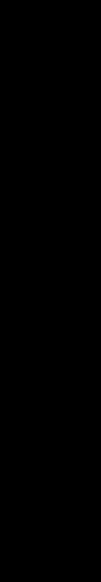
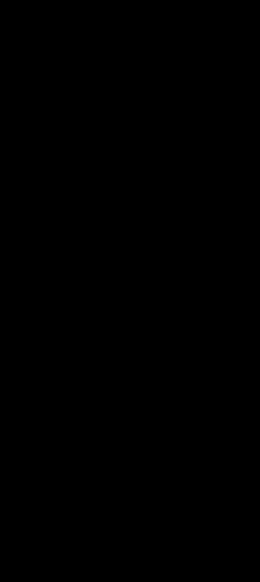
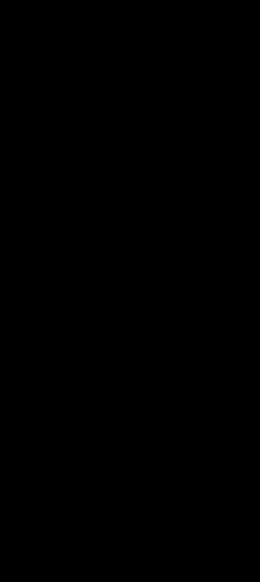
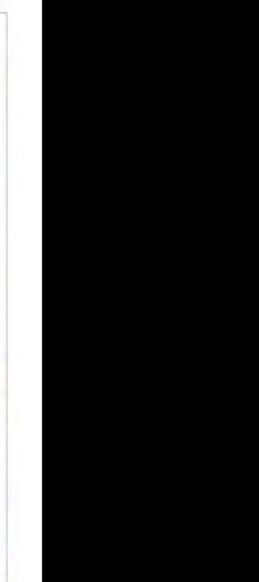
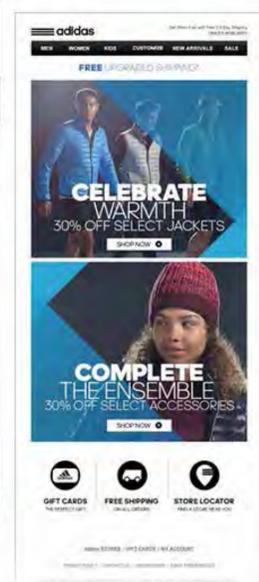
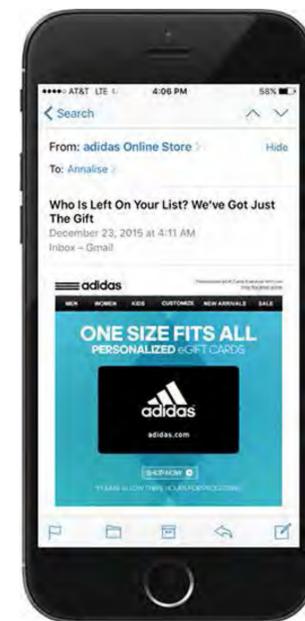
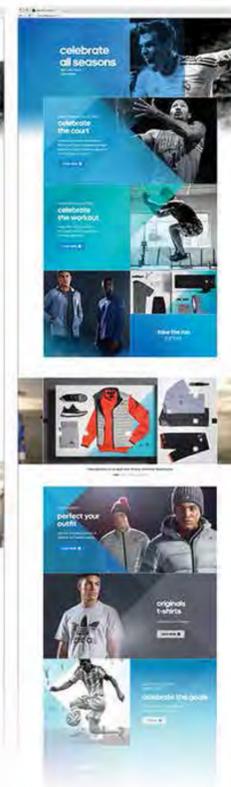
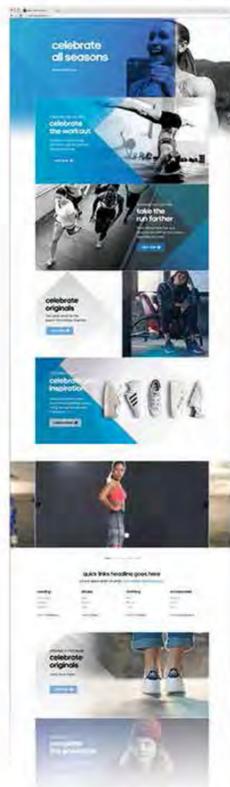
Client: Adidas

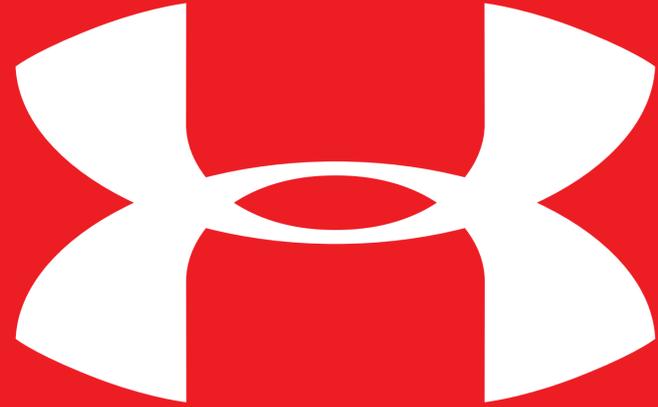
Contribution: Design

Deliverables: Key visuals concepts, In-Store Collateral, Web campaign

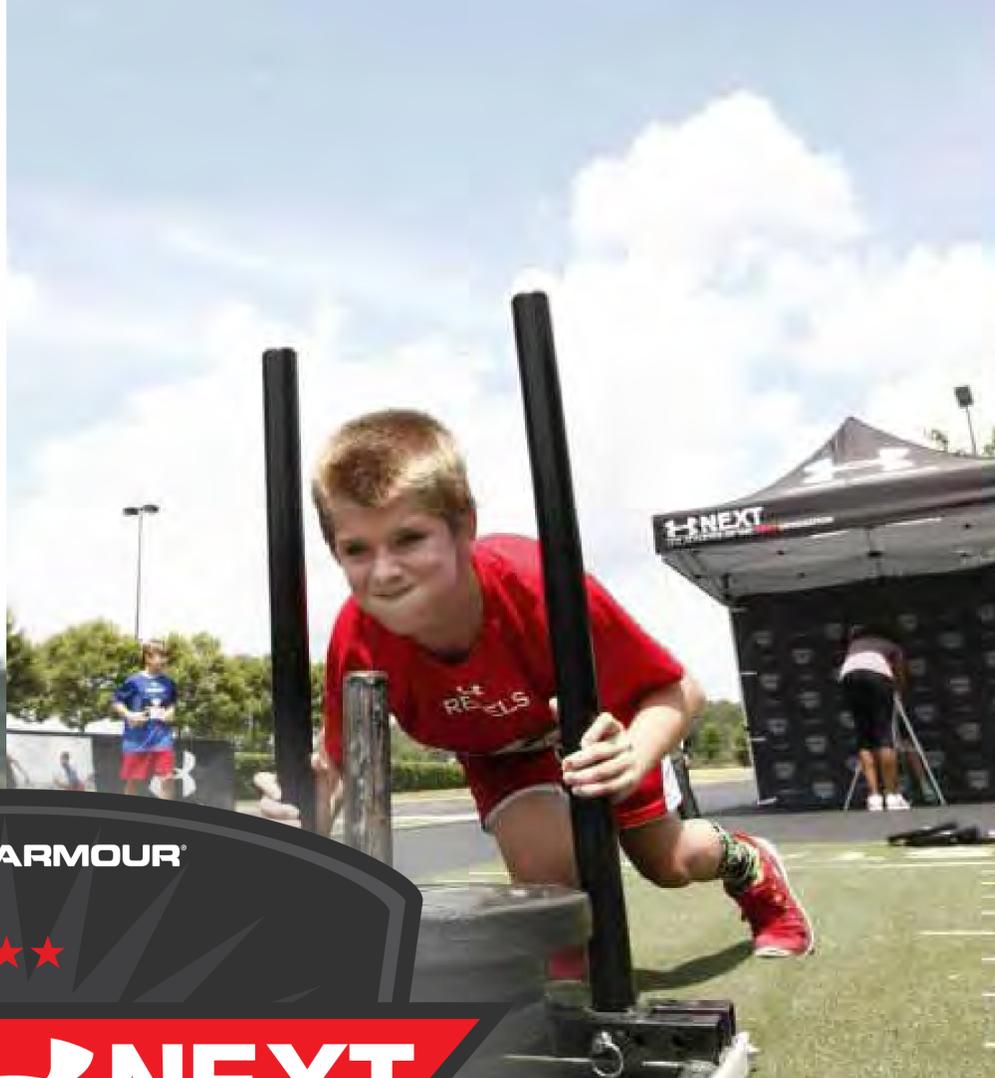
Adidas Global Brand Design tasked Fiction with concepting and designing their Holiday campaign for 2015. I was asked to help concept and design the look and feel for the digital and global retail toolkits. The campaign needed to work across retail, packaging, social, and digital executions that could be updated every two weeks to keep the campaign fresh. As this was a global campaign the creative had to work for both a northern and southern hemisphere audience and not focus on any particular holiday. It also had to be flexible to accommodate regional requirements and content.

After ideating we arrived on the concept of using abstract geometry, particularly triangles and diamonds paired with gradient to produce a holiday feel. We explored many directions around this concept before arriving at the larger geometry paired with the subtle aqua to blue pallet used in the final campaign.





UNDER ARMOUR®



UNDER ARMOUR®



TEAM  NEXT

#TAKEYOURSPOT

20
14

Agency: IDL

Client: Under Armour

Contribution: Design

Deliverables: Branded Event Collateral

For the back to school season of 2014 the UA Team Next event was put together to get kids excited about the Under Armour brand and help Under Armour in their process for choosing the NEXT athlete. The back to school bus unloaded a series of traditional events designed to measure an athlete's overall athletic ability. Each kid got one try per challenge to get the best score. Event winners got UA swag and the chance to be chosen as one of the NEXT athletes, building excitement for the product and the brand.

For this project I assisted the IDL team in designing bus/trailer wraps, interior graphics for the event bus, turf graphics, fence graphics, branded collateral and UI for an event specific app used by brand ambassadors.

AMBASSADOR APP & LEADER BOARD UI

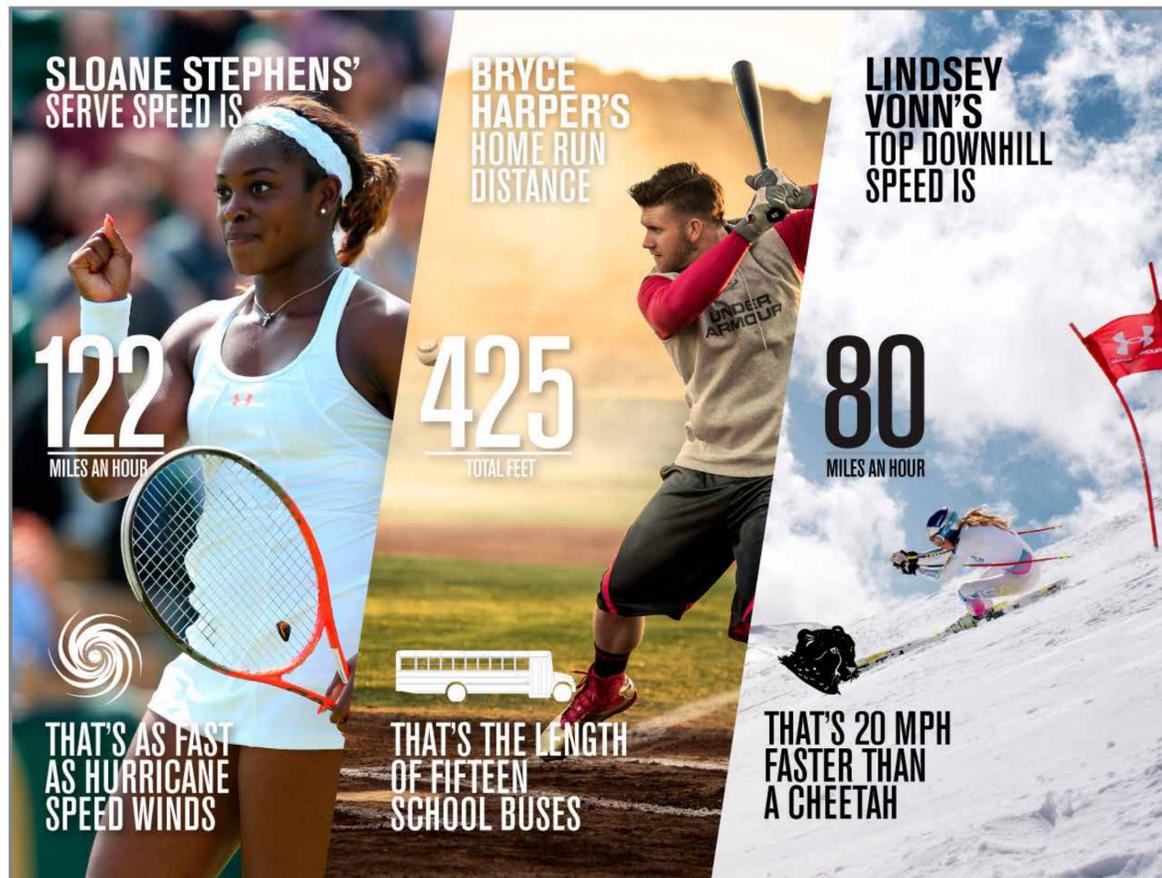


| VERTICAL JUMP | POWER SLED | BROAD JUMP | SHUTTLE SPRINT |
|-----------------------|-----------------------|------------------------|-----------------------|
| 1. E. BROWN 5' 2" | 1. C. LEACH 38.2" | 1. A. PATTON 19' 2" | 1. C. ANDERSON 20.58 |
| 2. A. EASTMAN 5' 1" | 2. B. MADDEN 28.3" | 2. K. CUMMINGS 14' 11" | 2. K. ROWELL 18.24 |
| 3. C. ANDERSON 5' 0" | 3. A. VERA 27.8" | 3. C. ANDERSON 14' 10" | 3. E. BROWN 18.10 |
| 4. B. MADDEN 4' 11" | 4. A. EASTMAN 27.5" | 4. B. MADDEN 14' 9" | 4. M. EIZIK 18.01 |
| 5. C. LEACH 4' 9" | 5. K. BURKE 26.3" | 5. C. LEACH 14' 3" | 5. C. LEACH 18.50 |
| 6. J. BRUMMER 4' 7" | 6. K. ROWELL 26.2" | 6. J. BRUMMER 13' 6" | 6. A. PATTON 18.49 |
| 7. M. EATON 4' 5" | 7. B. EYLER 25.6" | 7. S. SMITH 13' 2" | 7. S. SMITH 18.34 |
| 8. A. VERA 4' 4" | 8. C. ANDERSON 24.2" | 8. E. HISEY 13' 1" | 8. K. BURKE 18.29 |
| 9. B. EYLER 4' 2" | 9. M. EATON 23.8" | 9. C. LEACH 12' 9" | 9. M. EATON 18.12 |
| 10. R. HALL 4' 1" | 10. H. CUMMINGS 23.8" | 10. M. EATON 12' 4" | 10. R. HALL 18.01 |
| 11. K. BURKE 3' 11" | 11. E. BROWN 23.5" | 11. K. BURKE 12' 2" | 11. A. VERA 17.89 |
| 12. S. SMITH 3' 10" | 12. S. SMITH 22.2" | 12. O. TALBERT 11' 9" | 12. B. EYLER 17.80 |
| 13. K. CUMMINGS 3' 9" | 13. R. HALL 21.1" | 13. A. EASTMAN 11' 4" | 13. K. CUMMINGS 18.56 |
| 14. K. ROWELL 3' 7" | 14. J. BRUMMER 20.8" | 14. C. LEACH 11' 2" | 14. J. BRUMMER 16.48 |
| 15. B. HISEY 3' 4" | 15. B. HISEY 20.5" | 15. K. ROWELL 10' 9" | 15. B. HISEY 18.23 |

BUS WRAP



BUS INTERIOR DISPLAYS



SLOANE STEPHENS/ BRYCE HARPER/ LINDSAY VONN

Read a fun fact about each of these athletes.



MICHAEL PHELPS
Measure your wingspan against Michael's.



CAM NEWTON
Measure your hands against Cam's

Agency: IDL

Client: Under Armour

Contribution: Design

Deliverables: Branded Event Collateral

For the back to school season of 2014 the UA Team Next event was put together to get kids excited about the Under Armour brand and help Under Armour in their process for choosing the NEXT athlete. The back to school bus unloaded a series of traditional events designed to measure an athlete's overall athletic ability. Each kid got one try per challenge to get the best score. Event winners got UA swag and the chance to be chosen as one of the NEXT athletes, building excitement for the product and the brand.

For this project I assisted the IDL team in designing bus/trailer wraps, interior graphics for the event bus, turf graphics, fence graphics, branded collateral and UI for an event specific app used by brand ambassadors.

B O D O

Agency: NA
Client: Self Lead
Contribution: Design
Deliverables: Logo, Packaging, Body Copy

Leaky Tranny Lager, Rusty Piston Red,
40 Wt. Stout

The concept behind this logo and packaging system was to design a beer brand that catered to automotive gear heads. The cans themselves were chosen to give a retro-industrial feel as well as to resemble engine additives. The visual language of factory service manuals was incorporated to further this look and feel.







Agency: NA

Client: B.R.C Gate Perimeter & Exodus

Contribution: Design

Deliverables: Logo, Visual Identity

Each year, the Burningman Gate crew design a new logo that fits in with the current year's theme, and speaks to the department. Key elements that fit with their history are the skulls and bones, the key, the lock, and the number 13. For 2012 I designed the logo, for me this was a labor of love. Every other year I go to the burn and since 2009 I have been helping this department wrangle sparkle ponies aka hippies. 2012's theme was fertility, so the unicorn fit with the theme. The three ponies are also a nod to the three headed beast of a department, and a subtle joke about 2012 being one horse short of the end of the world. A play on the end of the Mayan calendar.

