

TK

A graphic of the year 2020. The '2' is yellow, the '0' is yellow, and the '0' is light blue. The '2' and the first '0' are positioned above the second '0'.

2020

... not like we planned it.

We all had them, plans, lots of them.

And my itinerary couldn't have been tighter. I was going to travel Europe for the entirety of 2020. Almost every country - you want to hear them? Not really, but: Portugal, Spain, France, Italy, Switzerland, Germany, Greece, Egypt, Romania, Bulgaria, Macedonia, Albania, Montenegro, Bosnia/Herzegovina, Croatia, Slovenia, Hungary, Slovakia, Austria, Czechia, Poland, Netherlands, Belgium, England, Scotland, Ireland.

Instead, we got a global pandemic, a fierce Spanish lockdown, an early flight home, a difficult break-up, long hair, an awkward online high school graduation, a brutal Arizona Summer, a lot of physical labor, plenty of bike spins around the desert, the right moment to learn Spanish, unprecedented time with family, countless tequila shots with mom, the 100% attention of two German shepherd dogs, a rendezvous, the start of a new adventure, the loss of an Abuela.

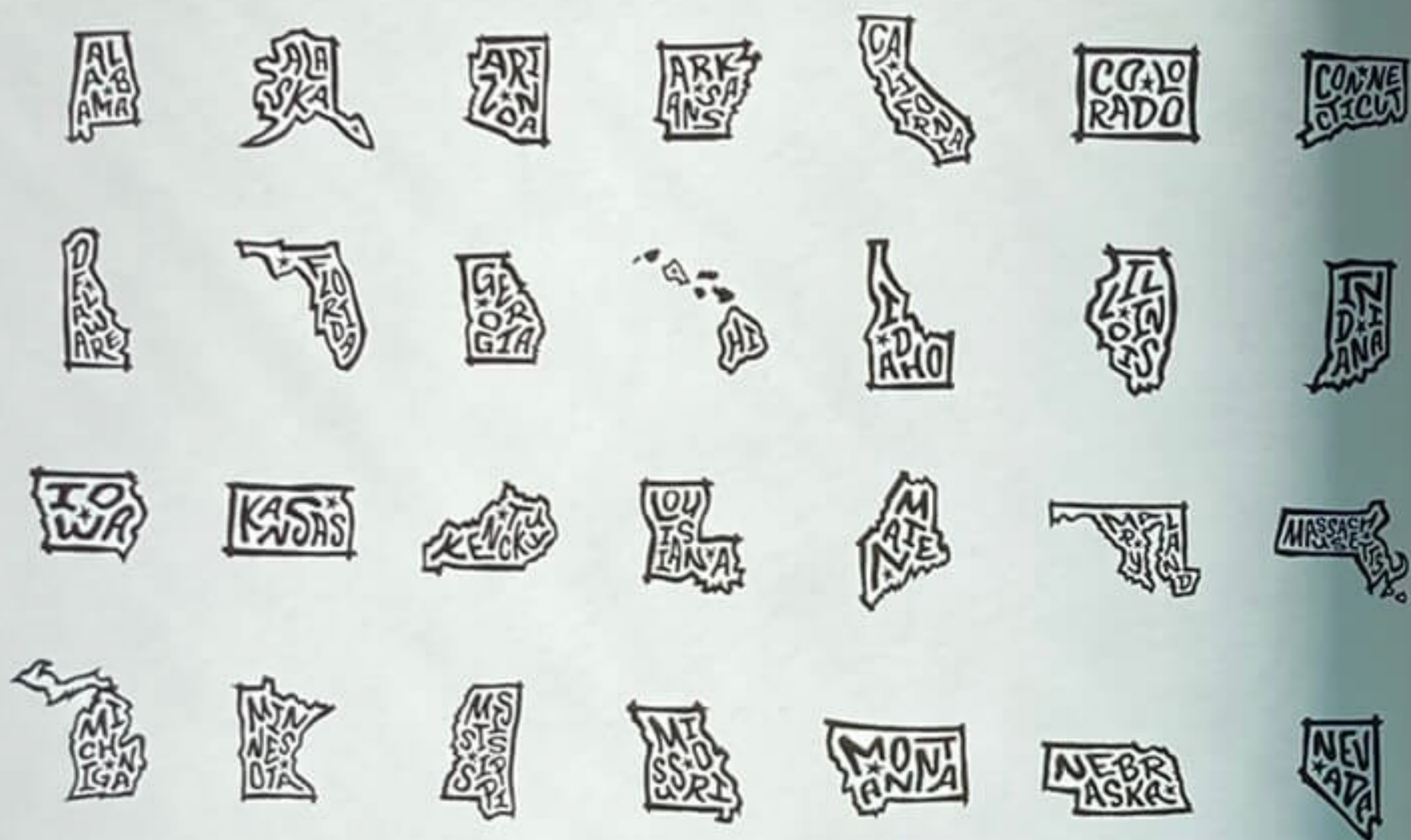
There were some **dark**, cold mornings.



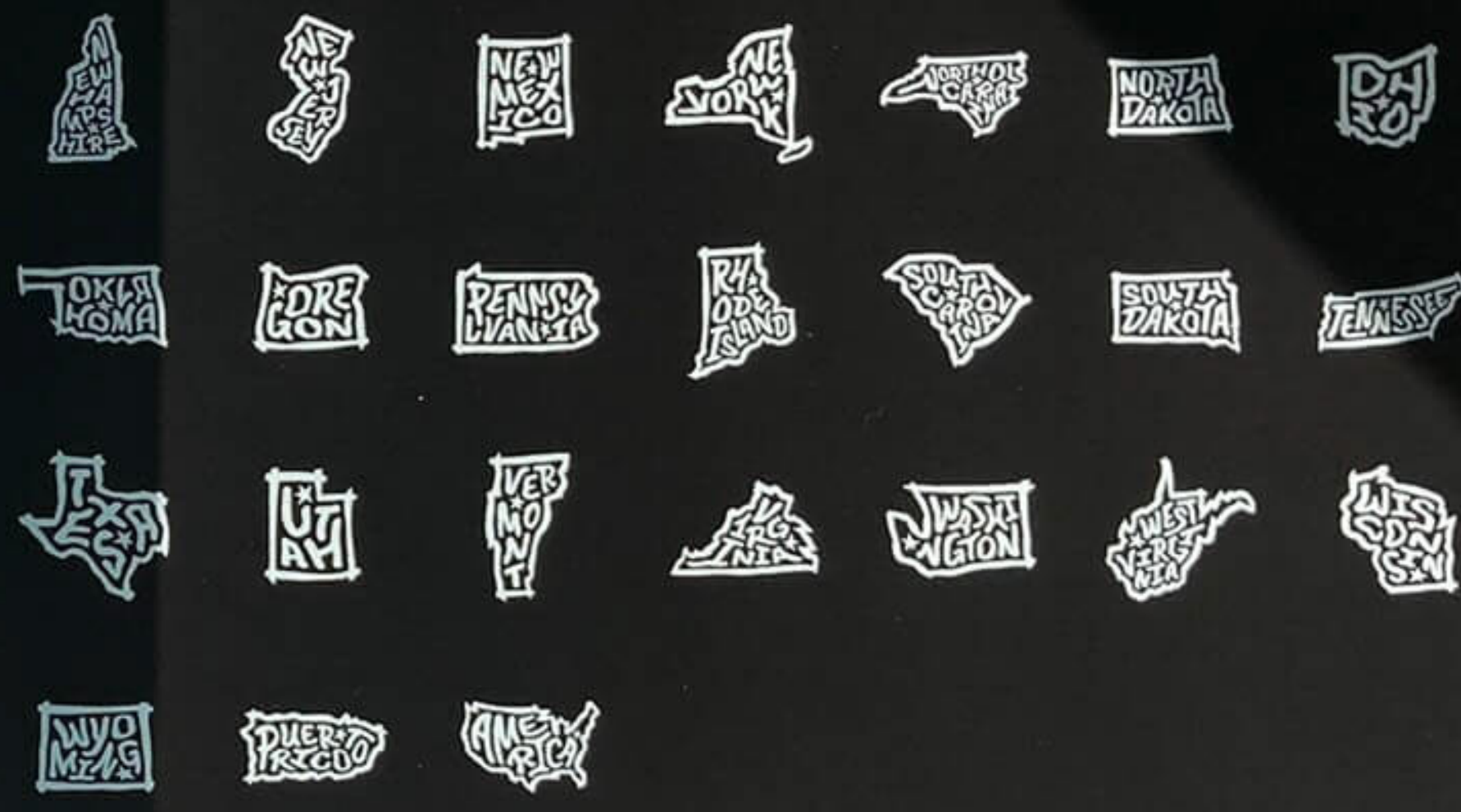
States for America in progress
2020.01

States for America.

2020.01



What started as a one-off design of Arizona, turned into an entire series of all 50 states + Puerto Rico. Every morning in January, I woke up two hours early to push these along, slowly. The strategy was this: snip the shape of the state from Google Maps, outline it with the stylus pen, set the brush typography and state capital star, and finally puzzle piece everything together with puppet warp. It was tedious, but now we have a valuable art series that can sell stickers and prints, five, ten, even twenty years from now.



Some good work was rejected.





The Virtual CFO.

2020.02

It can be puzzling when a project ends while in progress. You get to thinking, where did the work go wrong? This logo proposal was well-developed featuring a nice clean mark (knot + \$). In retrospect, nothing was wrong; we just weren't ready for this particular project at that particular moment.



Some good work was loved.





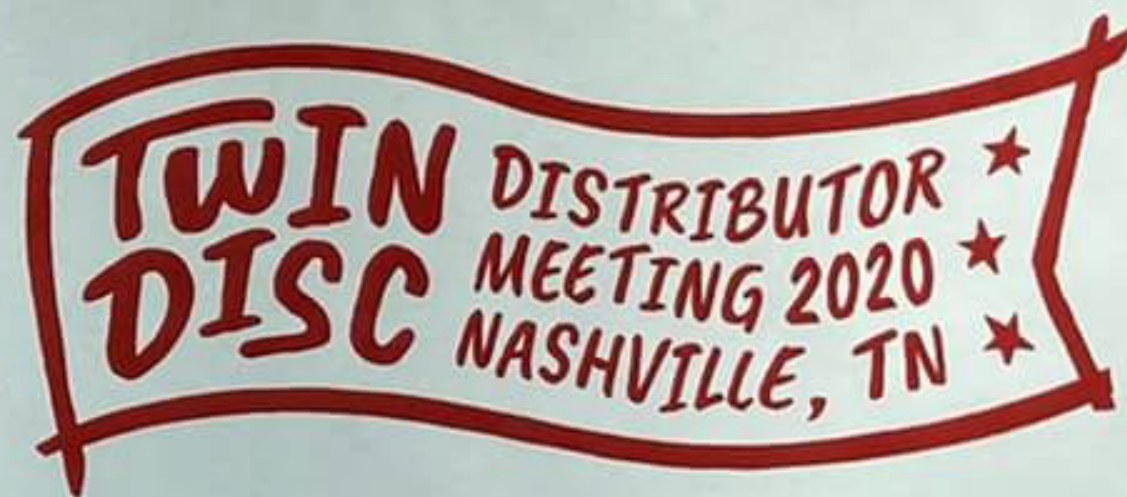
TWIN
DISC



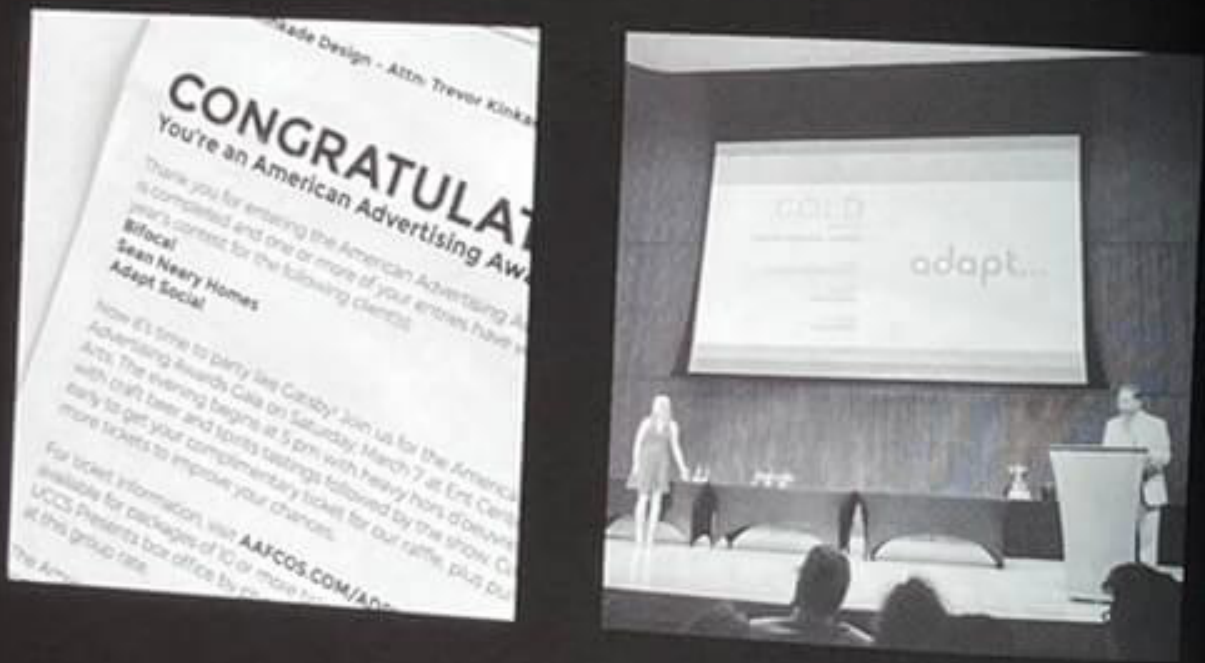
The Twin Disc Distro Meeting.

2020.02

This year's conference was in Music City, and it was going to be lit. Like most things twenty-twenty, it was canceled, but the brand package is still a winner (inspired by the famous Nashville concert poster style).



A big affirmation was received.



I woke up in Lisbon to a few congratulations. AAF Colorado Springs (American Advertising Federation) had it's 2019 ADDYs gala, and my submissions won, big! The immediate head-scratcher was the golds. Amazing because one, I won gold, but two, I won gold twice in the same category, which seemed technically undoable. I was proud to have an affirmation from my community, a message that, yes, my work is good, and I am on the right track.



Adapt Social, Logo Design, Gold 2019.09



Bifocal Beats, Logo Design, Gold 2019.04



Sean Neary Homes, Logo Design, Silver 2019.03

LIXBÔA

Some inspiration was found.

Lisbon, Portugal.

2020.03



LIXBÔA

LIXBÔA

LIXBÔA

Hamilton

Dwell 719

COF
FEE



Hamilton

2020.01

20.03

Hamilton



IRON

2020.01

2020.02

20.05

2020.03



2020.01

IRON

20.02



2020.03



02

2020.05

20.02



20.02



2020.04

Magically
& Naturally
Delicious!



2020.03

Quarantine Madness.

2020.03



Boom, everything shut down. The feeling was unprecedented. No leaving. No work. And in this strange new universe, I was standing on a balcony in Madrid clanging pots and pans. Thankfully this project landed in my lap, *Quarantine Madness*, a videogame replacement for in-person youth sports in Colorado. It was an excellent effort while it lasted, and it gave us something meaningful to work towards.

You know the logo is good when the NCAA calls it infringement.





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2027.07
0

Self-employed.

Unemployed.

Whatever. Really, I was just going to do whatever.

With my Europe trip canceled and my Colorado house rented, I was back to living at home in Arizona. Although no one called to fire me, I was pretty sure this was unemployment.

So I just did things, anything. Whatever to help the family who was still working. Picking weeds in the backyard - that was going to be me. Shoveling dirt, also me. Dishes, dogs, deliveries, I was going to try to do it all.

And in a way, I grew to love it.



States for America
for Feeding America.

2020.04

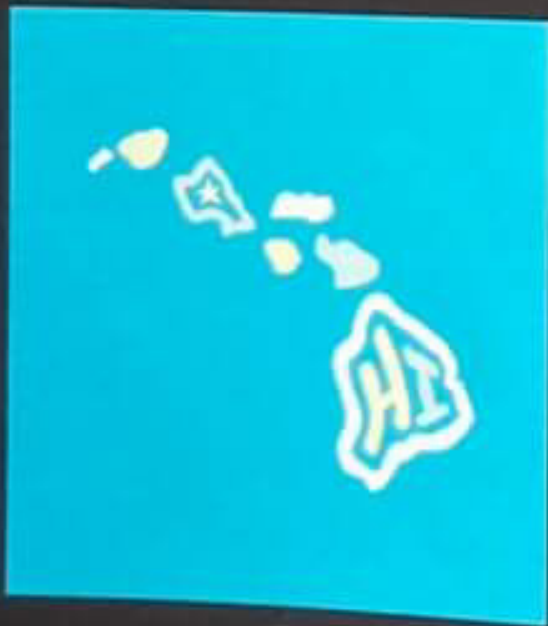


A humble \$283 raised.

2020.05



2020.05





2020.06

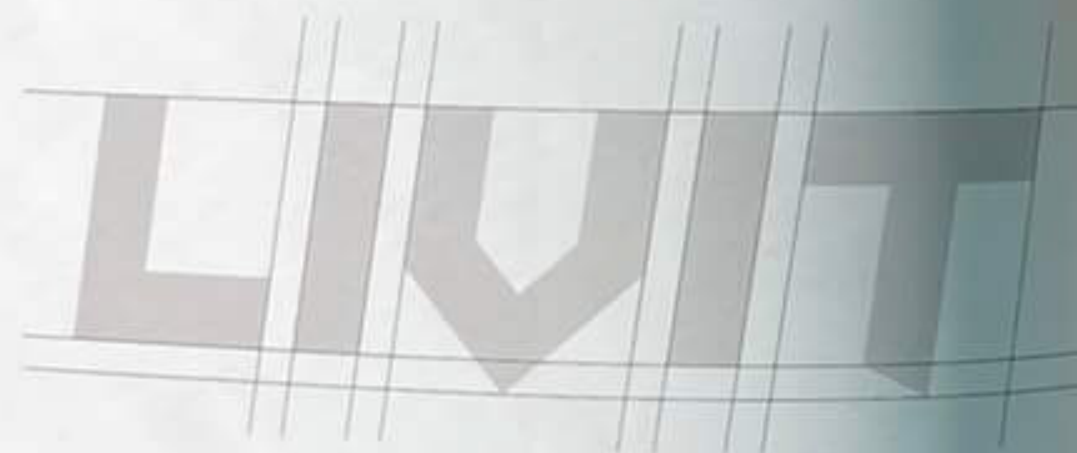
LIVIT

2020.04



2020.06

LIVIT



LION

2020



2020.08

MHA

2020.07

TREN
DZYS

2020.07



2020.05



2020.06



2020.10

LIVIT

2020.04



ALL THREAD TOOL

2020.10

Brands that Dream

Hello! I'm Trevor, a graphic-designer creator & branding expert with a belief in doing what you love. I help businesses dreamers bring their ideas to life through well crafted brands that last. Following your passion is a must. If you have a project we can work on together, do not hesitate to reach out. I'd love to see your dream through as well.

2020.07

QUARANTINE

QUARANTINE
MADNESS

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MADNESS

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MADNESS

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LIVIT WELLNESS

ASAVLE
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TWIN DISC
NORTH AMERICA
DISTRIBUTION MEETING

RECORD
STRINGS
STAR

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Δ MEET
2020



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LXBOA

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LION LEARN

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KIDDY

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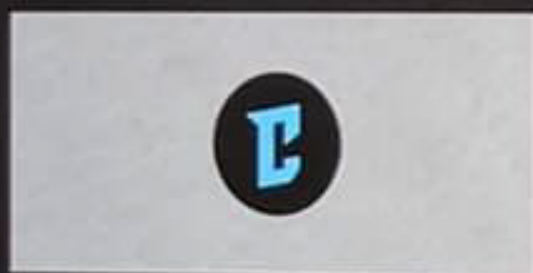
IRON IRON IRON IRON IRON IRON

IRON IRON

Cody Chaos.

2020.08

CODY CHAOS

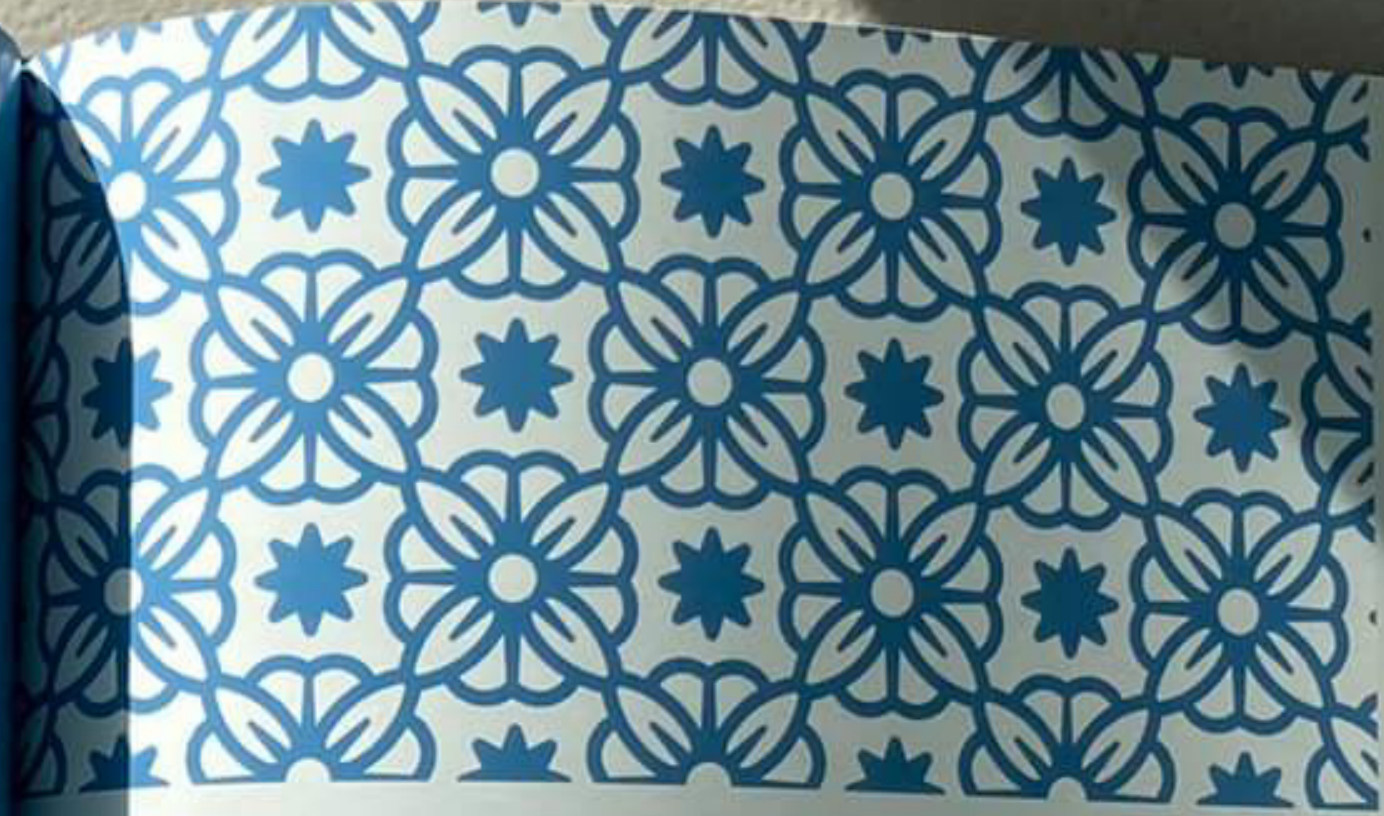


It was a celebrity moment for sure. Cody found my work via a Dribbble post from 2018 and shot me a midnight email. Usually, these types of inquiries don't lead to anything, but little did I know, Cody was legit, and the leading member of a pretty popular band, *Set It Off*. The project was a success, and Cody was really chill and supportive of the creative process. *Cody Chaos* is Cody Carson's Twitch persona, something that probably became a bigger deal during a pandemic without concerts.



Casa Azul Marketing.

2020.09



CASA AZUL

I can't say I'm the biggest Frida fan, but after a Summer of studying Spanish, I was excited for a project with Mexican influences. A version of this flor was found inside a 3D tour inside La Casa Azul in Mexico City. Among the more literal Frida Kahlo logos out there with a unibrow requirement, the azulejo tile concept made a lot of sense for this marketing group.



2020.09



2020.06



2020.09



2020.06



2020.09



2020.08

WE'RE
SUPER
OPEN
NOW

2020.07



2020.10



2020.06



2020.10



2020.06



2020.10



2020.09



2020.09



2020.10

Casa Azul

2020.09



NEARY

2020.06



2020.08



NEARY

2020.06

Unused design, but it looks nice on this page.

Holoscreenz, Concept One

2020.10

holo

ART
ZON
OA



Desert rat.

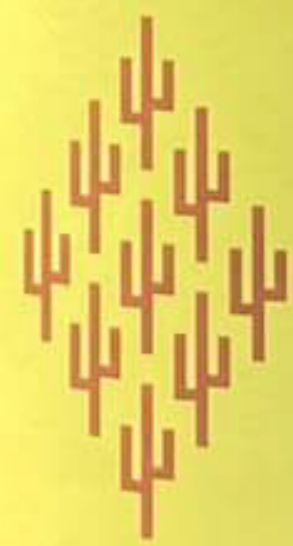


Raising Arizona.

2020.09



AZ

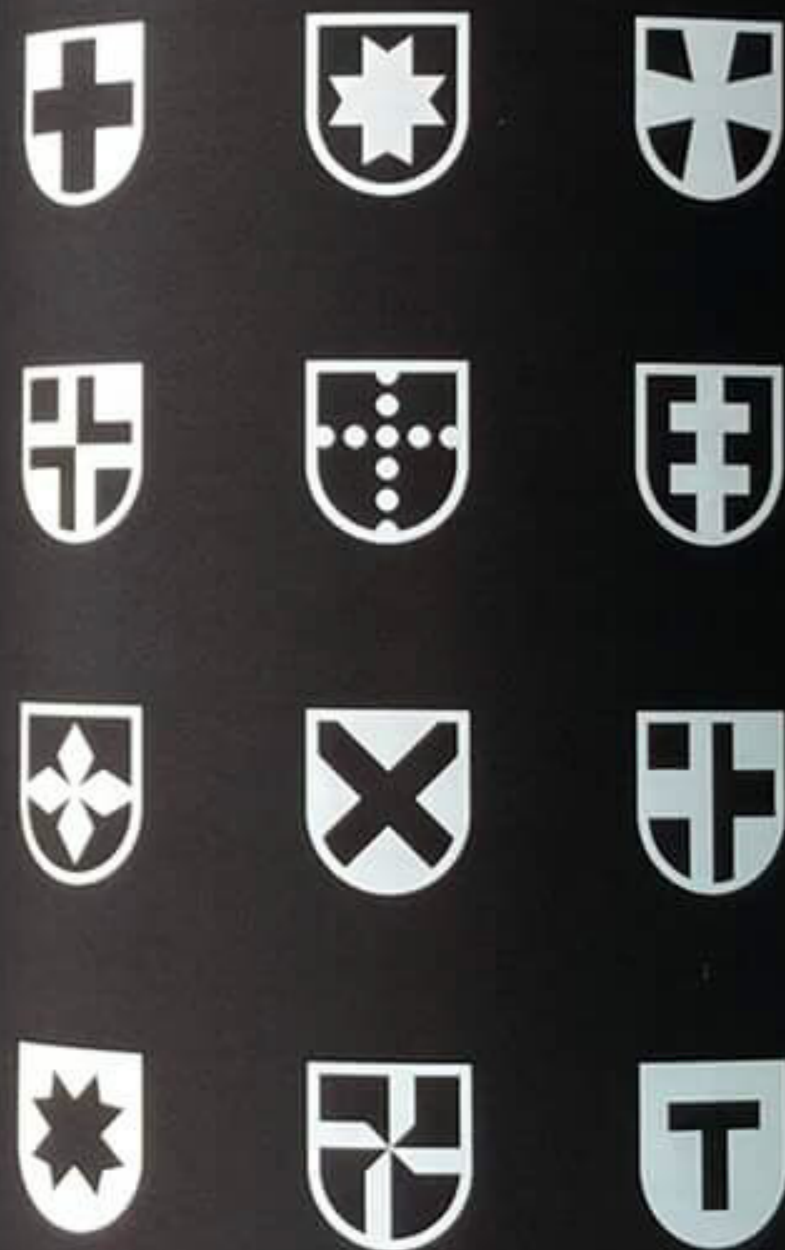


Black Bear.

2020.09



The first rule about *Black Bear*.
Don't talk about Black Bear.
No, really.
I signed a non-disclosure agreement.



BLACK ◆ BEAR



Holoscreenz.

2020.10

H O L O

Holoscreenz is the decade long passion project of friend, Cody Myer.

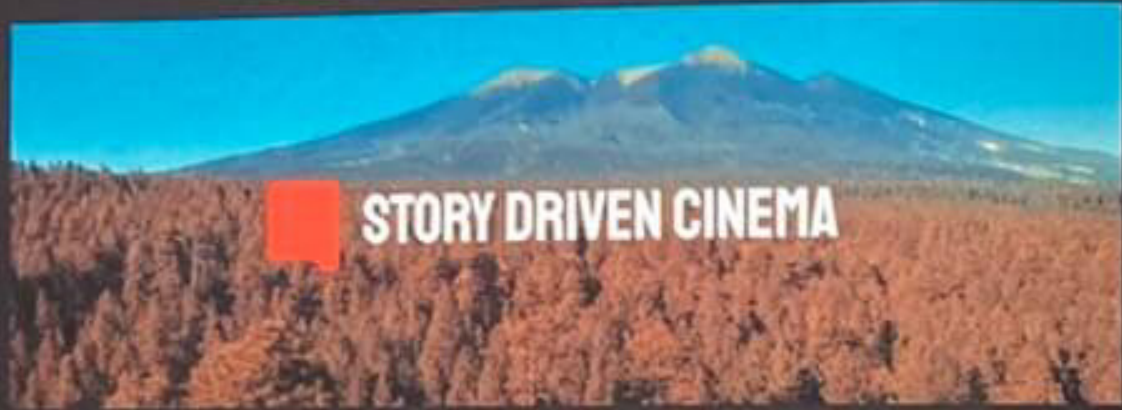
The idea is straight out of sci-fi: touchable monitors with transparency.

This brand design brought a visual legitimacy to the product. Yes, it's simple, but effective, especially for electronics.



HOLO





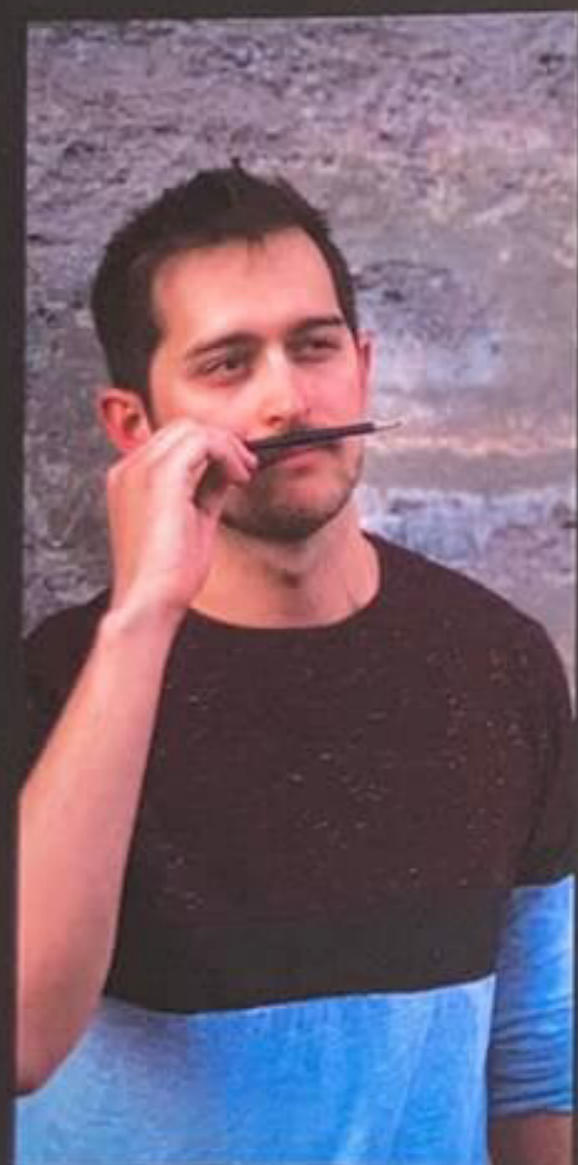
Story Driven Cinema.

2020.10



Normally, service trades don't work, but this one was a fit. I went to school with Crayson Golba, the creator of *Story Driven Cinema*, and he was as talented then as he is now. It was nice to reconnect, especially ten years after our graduation.

Photography by Story Driven Cinema
2020.10





OTL

2020.11



2020.10



2020.10



2020.10



2020.10

(S)

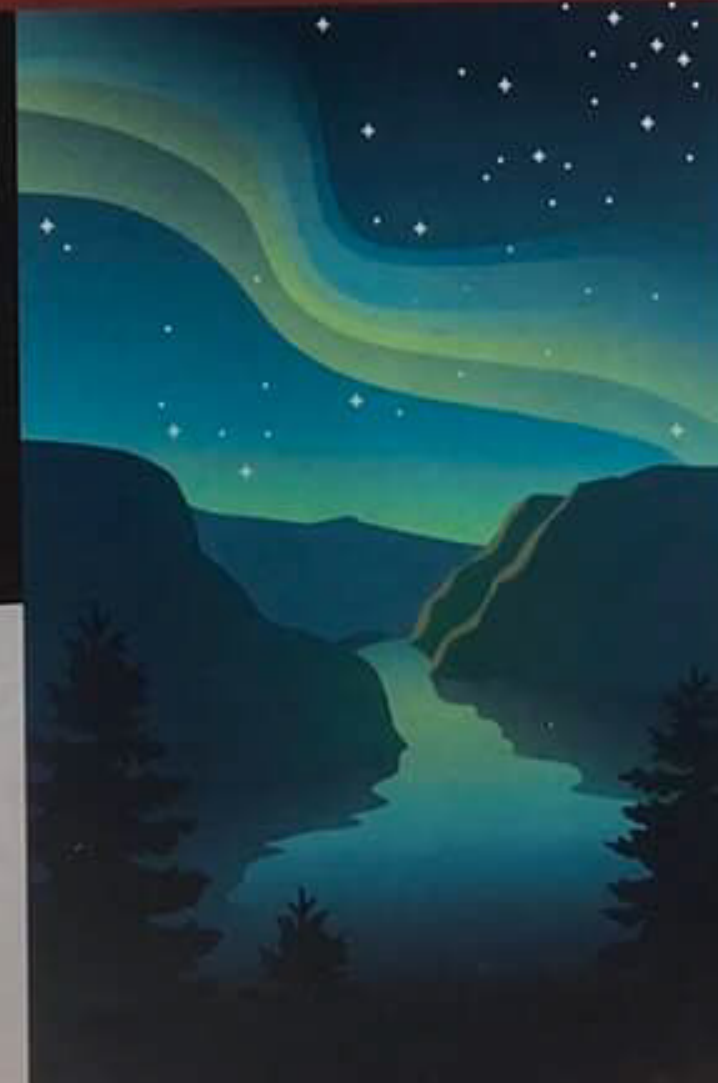
2020.10

DAMAS

HOLO

2020.10

HOLO



2020.10

SDC

2020.10



2020.10

holo

2020.10

holo



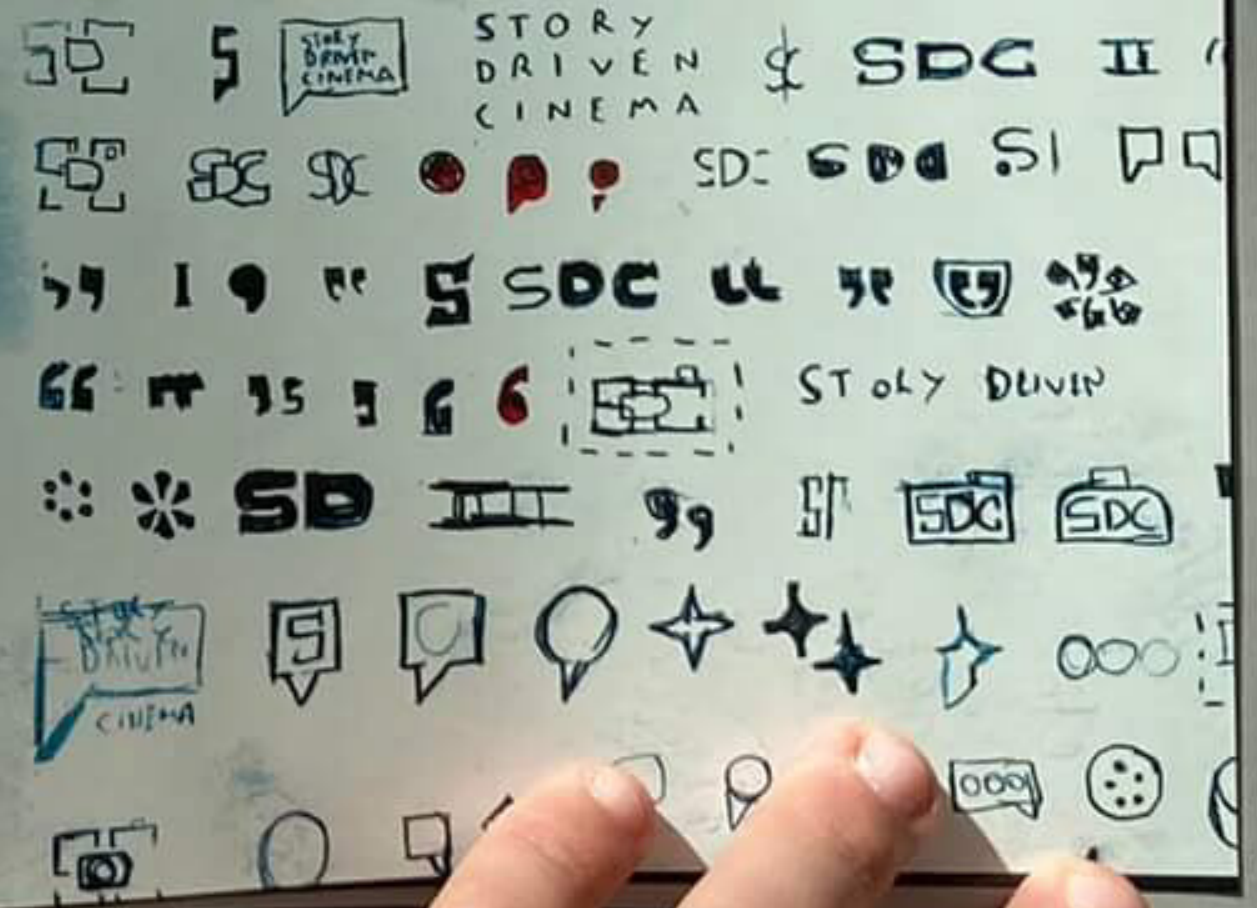
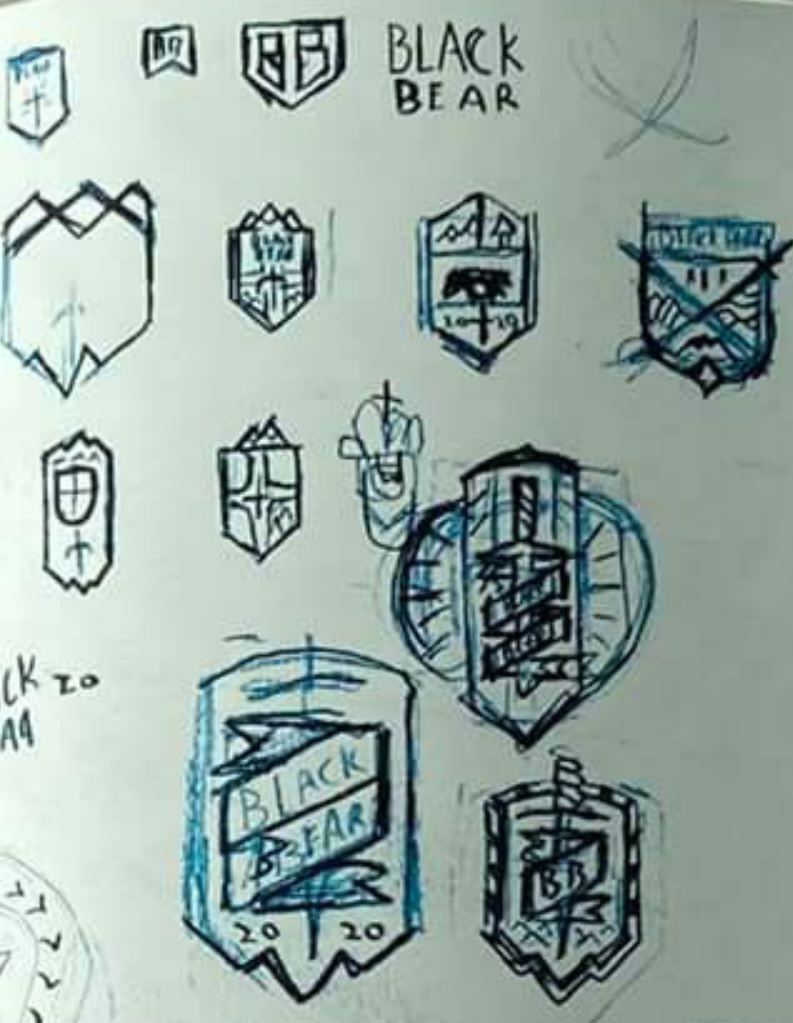
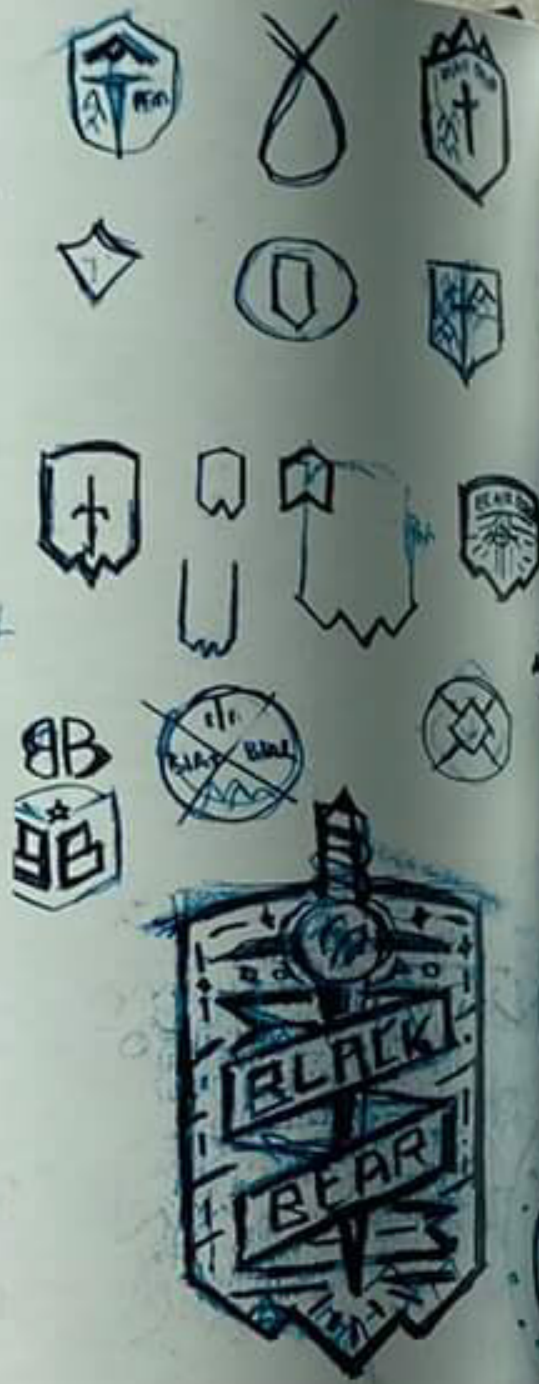
LEAFY, MINIMAL, SERIF OR SAN-SERIF

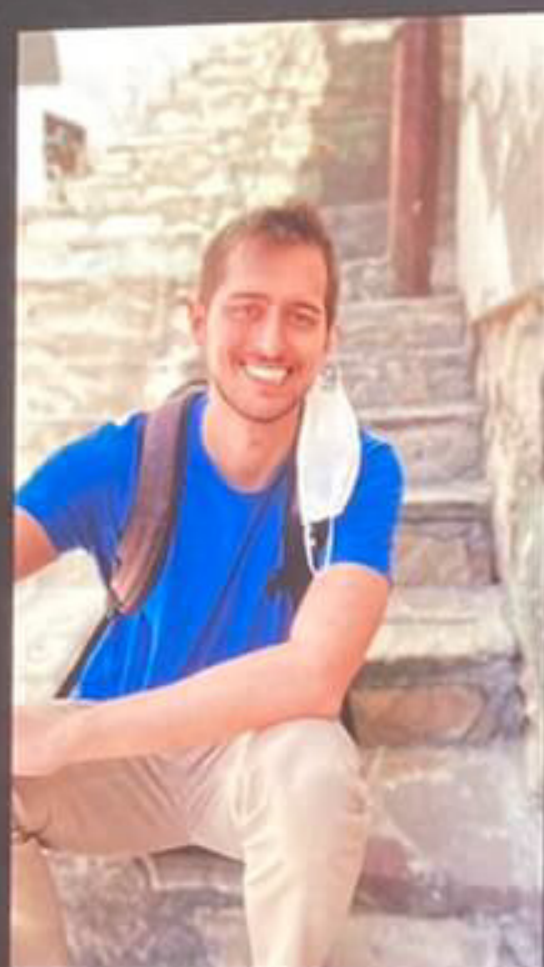


MINIMAL
FRIENDLY MODERN
TRADITIONAL

LAMDA

HOLO
HOLO
HOLO





2020.10

