

23



# 20 23

november 20, 2023

I've put off writing this intro until the very end. I guess I was waiting for a theme, some realization that could capture a whole year into one idea.

But there really isn't much to say here. And quite honestly, I haven't felt much like writing. That will probably reflect in this 'book', where the design anchor points heavily outnumber the letters.

One thing is sure though - a year is a long time. I mean, day to day, life isn't incredibly eventful. But 365 of these days accumulate towards quite a bit of things. All of the design, all the travel, all the events, all the people, I'm a bit obsessed with remembering it all, and in the pages that follow, my OCD goes to work trying to capture everything.

Brevity, or the idea of showcasing just the best work, is off the table.

Really - thanks for taking a look!

- Trevor

trevor kinkade design 23

everywhere from this year  
(east of the prime meridian)

12. cairo, egypt  
march 29 - april 84

13. larnaca, cyprus  
april 04 - 06

14. nicosia  
april 85

15. athens, greece  
april 86 - 15

16. budapest, hungary  
april 15 - 22

17. bratislava, slovakia  
april 22 - 23

18. vienna, austria  
april 23 - 30

19. prague, czechia  
april 30 - may 87

20. pilzen  
may 86

21. krakow, poland  
may 87 - 14

22. auschwitz  
may 18

23. berlin, germany  
may 14 - 26

24. eisenhuttenstadt  
may 28



01. mumbai, india  
february 15 - 27

02. delhi  
february 27 - march 07

03. rishikesh  
march 07 - 14

04. dharamshala  
march 15 - 17

05. amritsar  
march 17 - 19

06. attari-wagah  
march 18

07. varanasi  
march 19 - 21

08. jaipur  
march 21 - 23

09. pushkar  
march 23 - 24

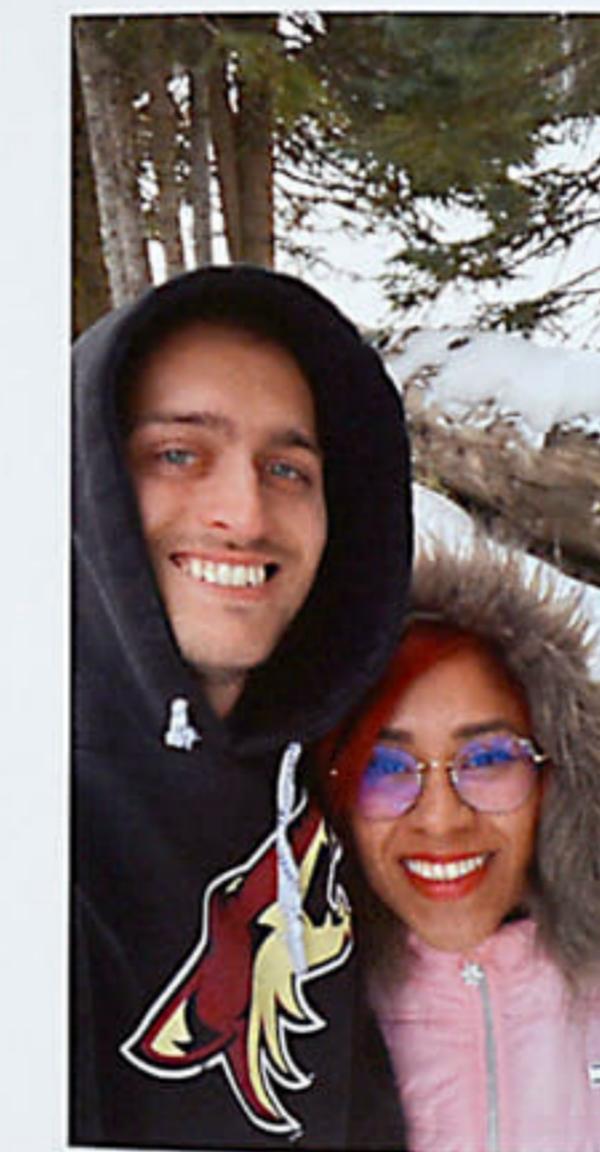
10. agra  
march 24 - 26

11. vrindavan  
march 26

02. delhi  
march 26 - 29

# q4

8  
4



8  
5

22.11-12

design in progress  
best friends  
taking work calls

first snow  
first chipotle burrito  
beach friends  
grandpa kinkade making a pie  
me with the 2022 yearbook

me with the 2022 yearbook

22.11 // jeff clark

session A  
session B

JEFF CLARK ➤



session C  
session D  
session D  
session D



B  
6

session D  
session E

JEFF CLARK ➤



session F  
session G

JEFF CLARK

JEFF CLARK

session H  
session I  
session I

JEFF CLARK ➤



session I  
session J  
session J

JC ➤



JEFF CLARK ➤

session I  
session J  
session J



JC ➤



session J  
session J  
session K



JEFF CLARK ➤

session K  
session K  
session K

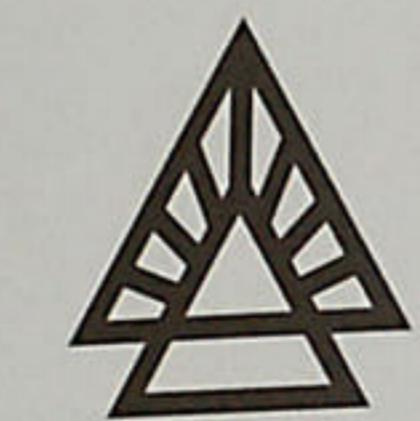
background: Jeff Clark is an author and Veteran, very much in the same space as a Tom Clancy. Jeff came to the table with a strong sense of self - it wasn't too much of a stretch to imagine ourselves looking clean and tactical. This collection of marks is exactly that, a sharp style that's practical to use.

# JEFF CLARK

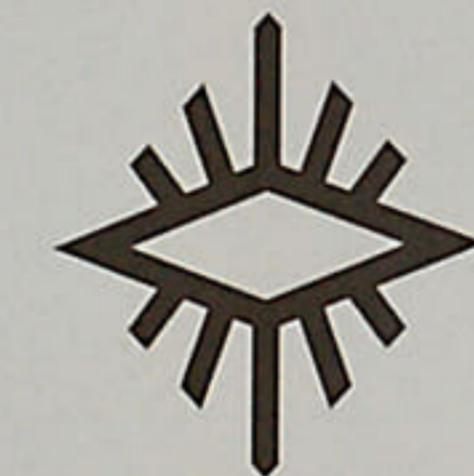
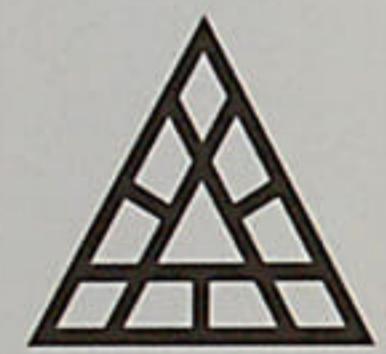


22.12 // a.m. adair

session A  
session A  
session B



session B  
session C  
session C



1  
8

session D  
session D  
session D



session H  
session H  
session H



session F  
session F  
session F  
1  
1



background: A.M. Adair is a tactical novelist best known for her Ellie Anderson thriller series. Here we've put together something quite sinister. Two overlapping triangles mask the letter A. Together, the entire composition shapes a spear or dagger.

1  
2



3

22.12 // alexandria brewing company  
double murk & select six

background: Alexandria Brewing Company's "Double Murk" and "Select Six" are a pair of limited release bottled brews. For this project, we took a departure from the normal clean appearance of our cans. This grungy style is inspired by the Pixies "Doolittle" album cover, a suggestion from one of the ABC bartenders.



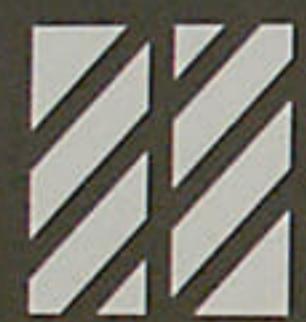
22.12 // nsq

session B  
session B  
session D

NSG



session F  
session F  
session G



NSG

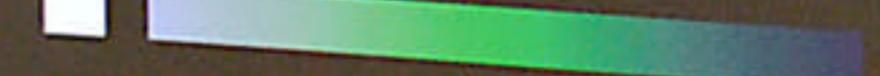


NSG

1  
6

session C

NSG



nsq

1  
7



1  
6

q1

23.01-02  
san luis potosi

1  
8



morning view towards barky's house  
airbnb cat  
tacos joven

friendly waiter at the ukrainian restaurant

dante with baby jesus

cacti prevail

alfredo with baby jesus with baby jesus

1  
9



23.01 // alexandria brewing company  
regular domestic

background: we went over the top basic on this label design. Stepping in line with the industry's abundance of chuggable beers, we wanted something that fit the mold: "look, I'm beer".  
2  
8



25.01 // America's finest resumes

session A  
session C



session B  
session B  
session B



AMERICA'S  
FINEST  
RESUMES

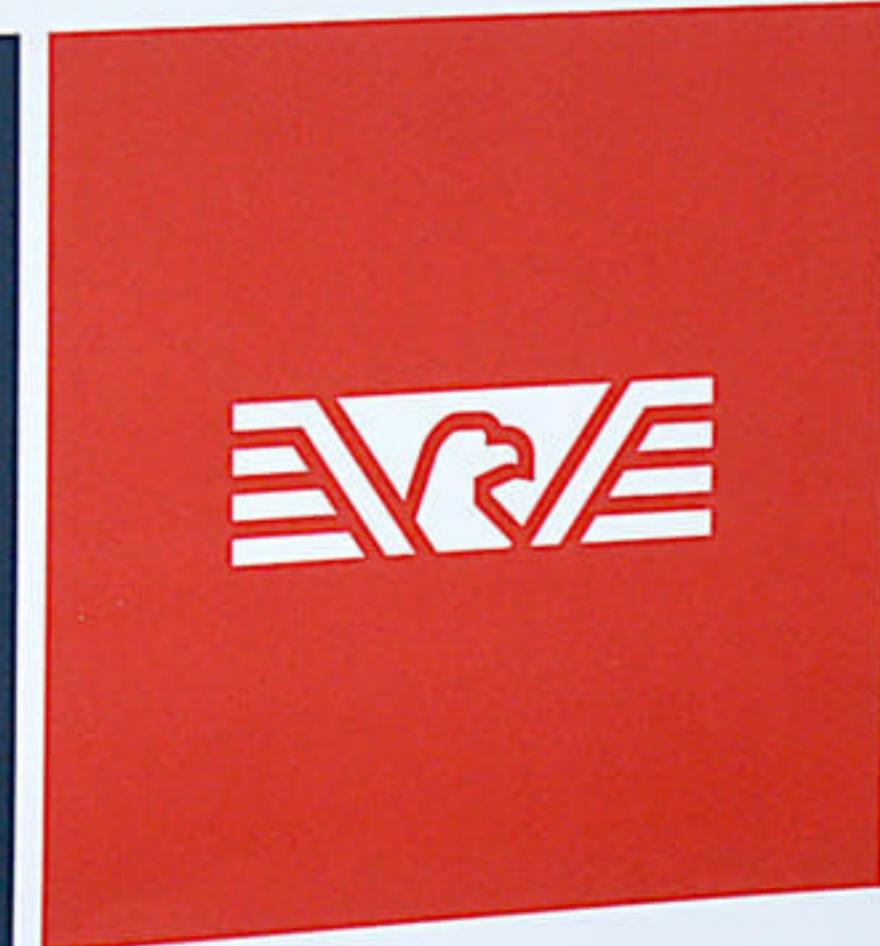


# AMERICA'S FINEST RESUMES

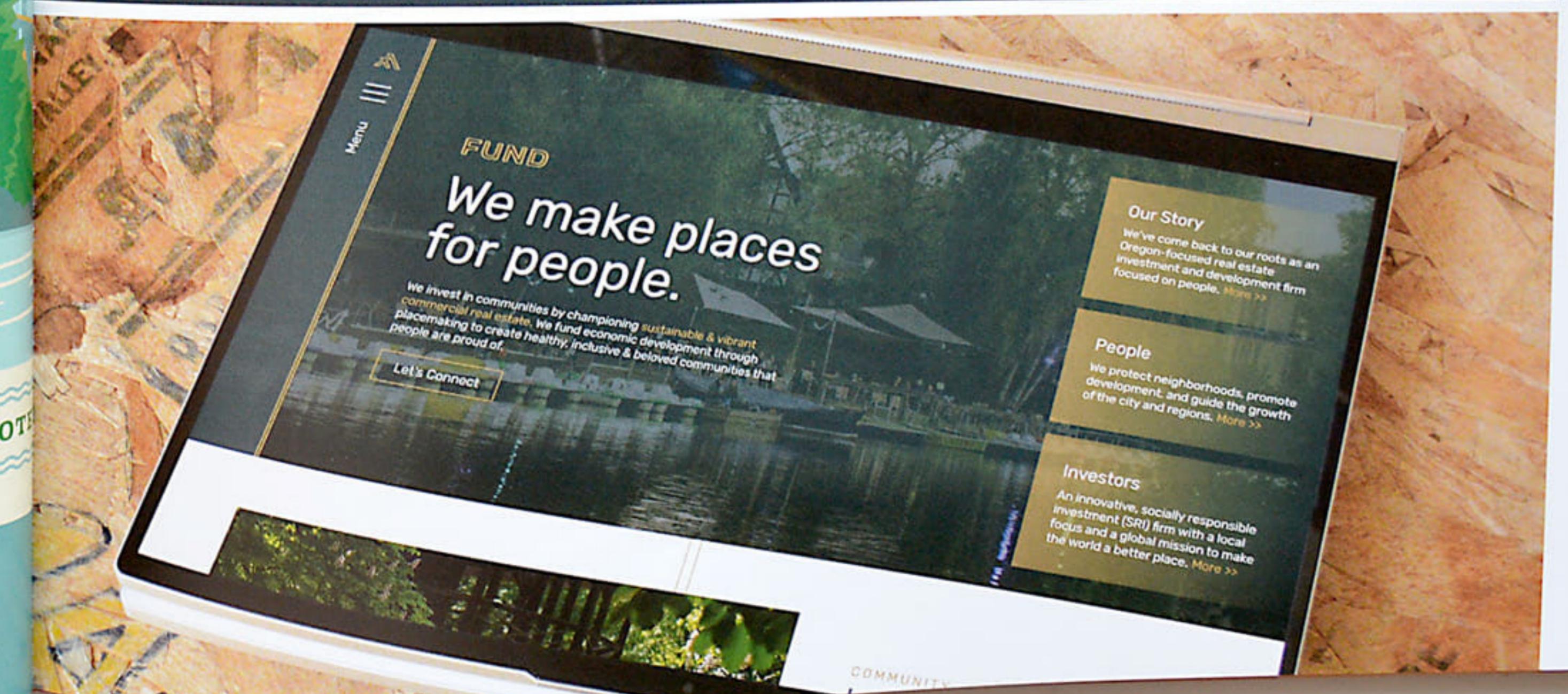
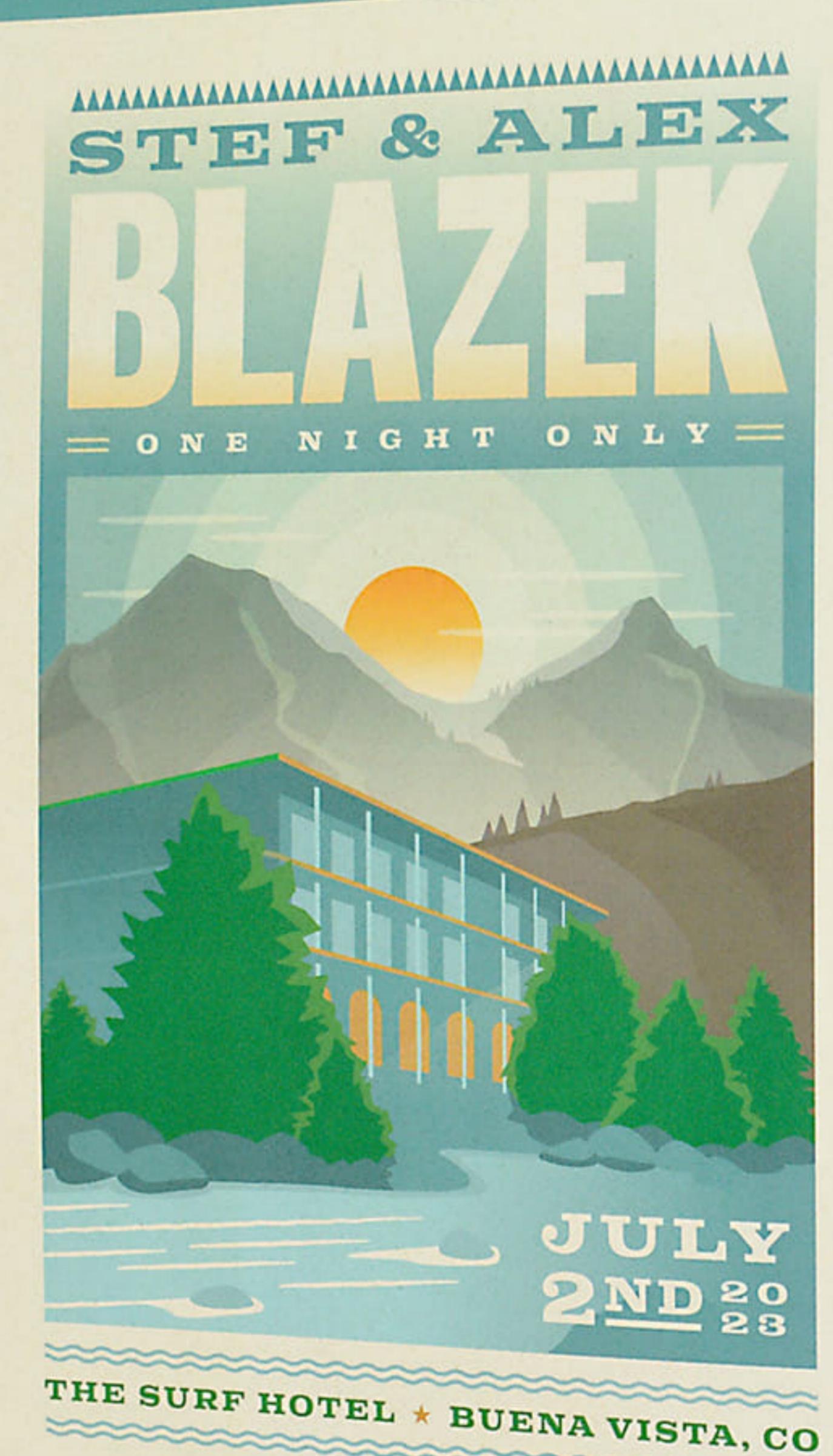
background: America's Finest Resumes was born to help our Veterans and First Responders transition to a civilian career. Their founder and principal writer, Kelly Foy, is a true patriot with a genuine care and love for our heroes.

easter egg: the shape of our icon is symbolic for the rectangular ribbons worn on military dress uniforms.

2  
3



23.01 // blazek wedding



23.01 // otl  
scottish rite eagle



23.01 // three d ranch

session A  
session B  
session D



session F  
session F  
session H



2  
8

session I  
session I



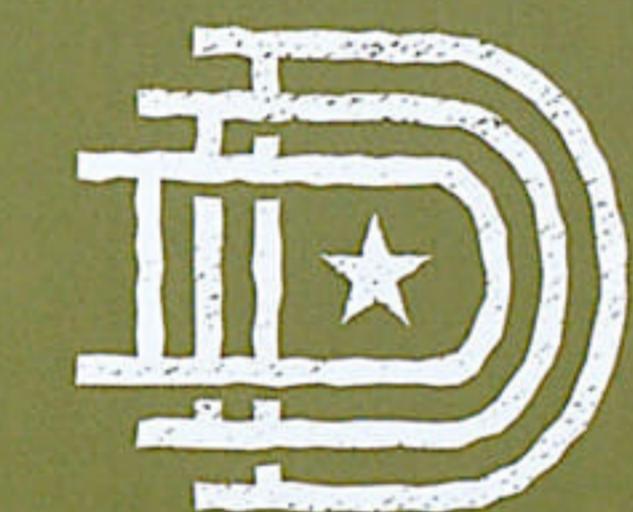
session J  
session K



session D, session H, session F, session I, session G, session E

2  
9

background: 3D Ranch is a piece of land just outside of Dallas, Texas. Why the three D's? Well, it could stand for a handful of phrases thrown around on the ranch like: "Dann Dirty Dogs", "Don't Doubt Dad", or my favorite "Drinking, Debauchery and Dumbassery". We wanted something that looked vintage-western, but played into the unique 3D name. Our lone star gives away our Texas heritage, and combined with OD green, we're paying homage to Army Vets.



3D RANCH  
COMBINE, TX

23.02  
mumbai, india

3  
2



hindu dog  
streets of absolute madness  
free & sacred cow rules the road  
me in my kurta - my airbnb host mom was so proud  
room with a view

3  
3



minara masjid mosque  
classic cricket pitch on the british side of town (oval maidan)  
free-for-all intersection  
daily lunch & spicy tears  
heavily polluted beach (girgaon chowpatty)

A hand is visible on the left edge of the page, holding the book open.



23.02 // trevor kinkade design

Let me reintroduce myself. I spend a lot of time thinking about other people's logos while my own has gone unchanged for several years. And then it dawned on me, my cactus looks kinda wack! I ditched the perfect geometry on the cactus for something just a little more organic. Plus, the white space is improved, particularly in the small space between the cactus trunk and its arm.



3  
5

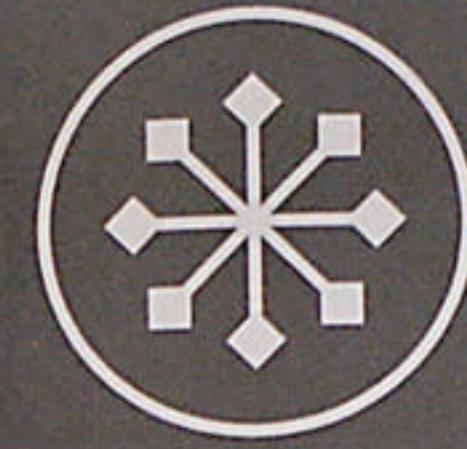


23.02 // maridol grace  
background: when she's not running the show at Colorado Springs's Hoff & Leigh, Holly Trinidad digs deep into another passion project, sustainable landscaping. Unique to Holly's craft is a focus on plants and flowers native to Colorado - so think, less maintenance, less water, fewer costs. This design is based on one of Holly's go-to's, the allium flower.



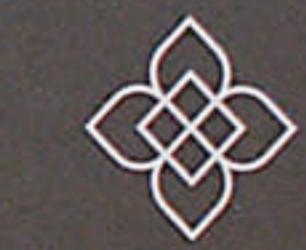
MARIDOL GRACE

3  
6



MARIDOL GRACE

session A  
session A  
session A

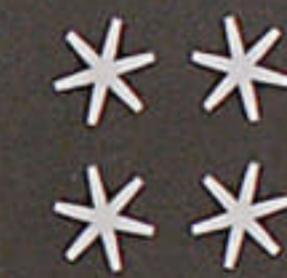


MARIDOL GRACE

session B  
session B

3  
7

\*\* Maridol Grace



session C  
session C  
session C



session E  
session E  
session E

3  
8

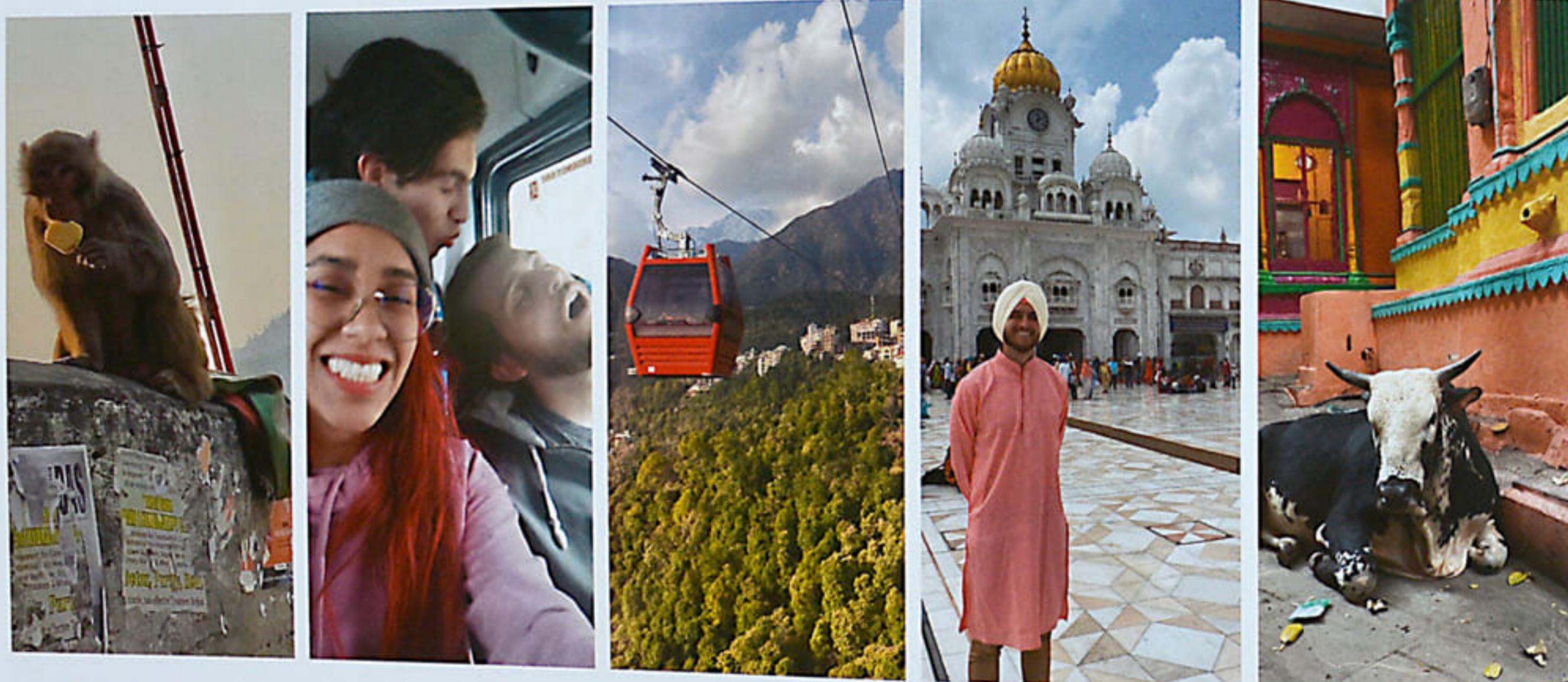
23.02 // mcgb

background: in Mumbai, I stepped on a great piece of design. This manhole cover has that classic 'it' factor. The badge is balanced and the typography remains legible after 35 years. And that strange balloon shape in the center, I really like that too. MCGB stands for Municipal Corporation of Greater Bombay (the city changed its name to Mumbai in 1995).

3  
9

23.03  
northern india

4  
8



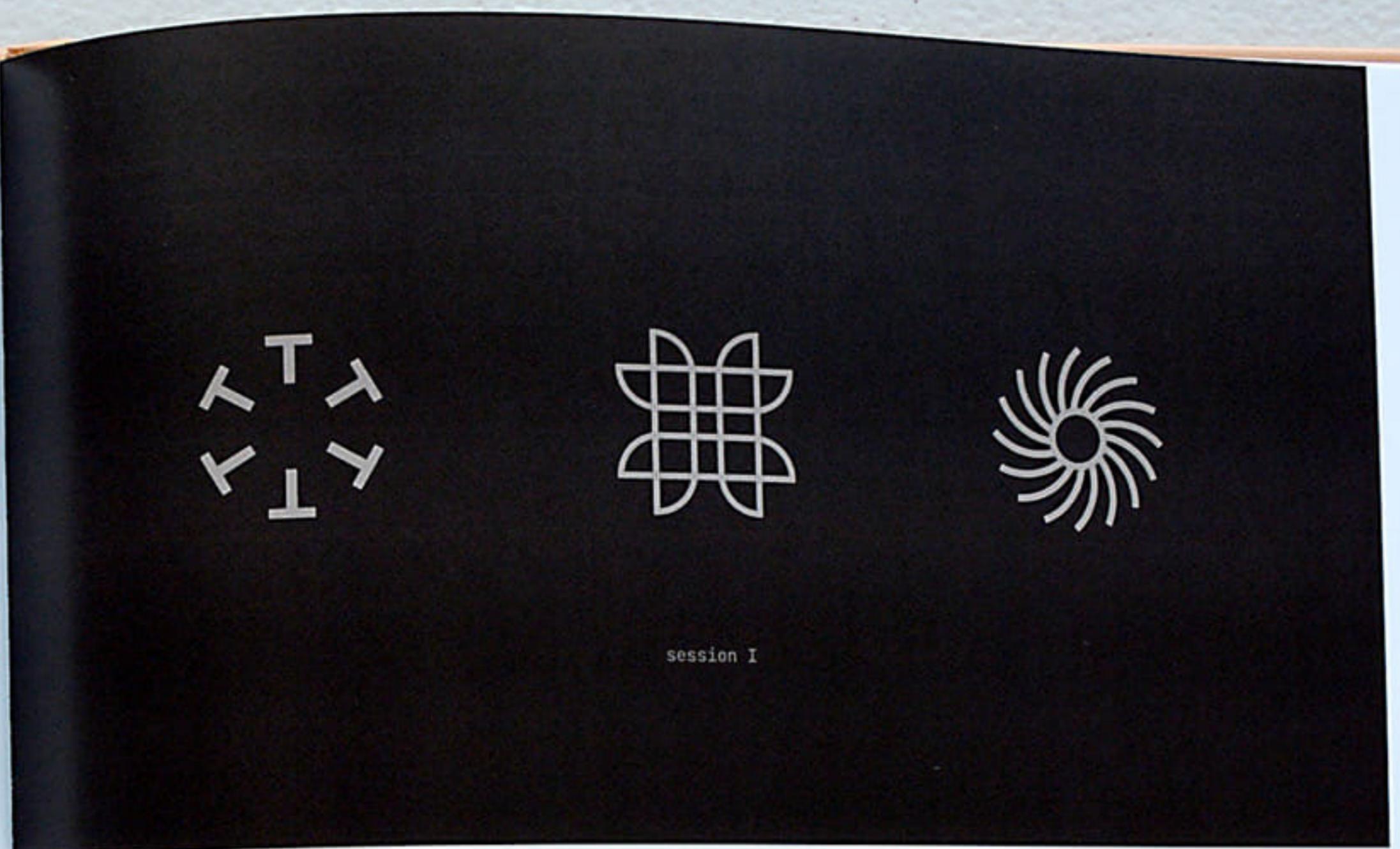
monkey steals kid's ice cream (rishikesh)  
don't fall asleep  
gondola ride at the base of the himalayas (dharamshala, home of the dalai lama in exile)  
golden temple (amritsar)  
street cow (varanasi)

4  
1



cremation along the ganges (varanasi)  
me, paty, paty, pedro, brandom, anita, luigina, antonio, lina, lico, tete, ana, alex, lau  
rabid puppies, maybe (jaipur)  
the taj mahal (agra)  
me smiling like a dummy for my facebook verification photo

23.03 // sunshine cleaners



session I

background: Sunshine is a series of high-end dry cleaning businesses with a rich history serving the greater Cincy area. It's been owned and operated by the Schwegmann family since 1946. Although we didn't go with this particular set of designs, we loved the vintage, traditional feel.



# q2

23.04

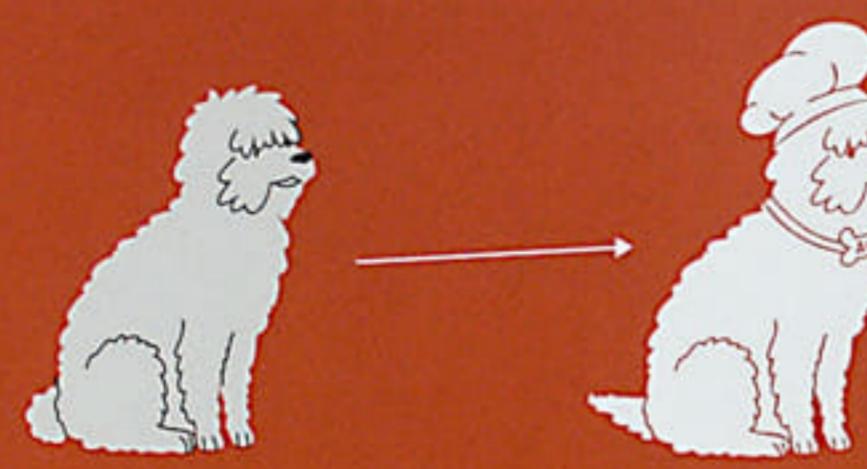


pyramid dog (saqqara/cairo)  
unhappy camels (giza/cairo)  
improvised border wall between contested greek & turkish cyprus (nicosia)  
mount lycabettus neighborhood as seen from lofos strefi (athens)  
'tourists go home' graffiti in the exarcheion neighborhood (athens)

hungary cats (budapest)  
awkward photos (budapest)  
lukacs baths (budapest)  
nazi flack tower looming above augarten park (vienna)  
wiener riesenrad ferris wheel built in 1897 (vienna)

23.84 // muffins bakery

background: Muffins, aka Avi, is the pup of a family friend. They wanted to build a little brand around him, and so, this whimsical bit was born! I actually started this illustration with a piece of stock art. Adding a dog collar, putting on a baker's hat, and redefining our outlines led to something uniquely us.



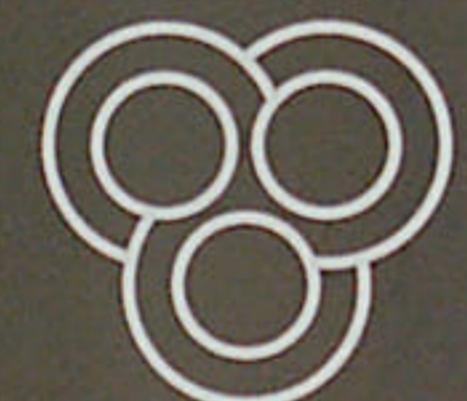
# MUFFINS Bakery

23.04 // urban distributors

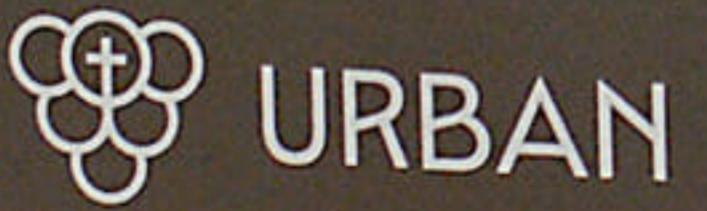
session A  
session B  
session C



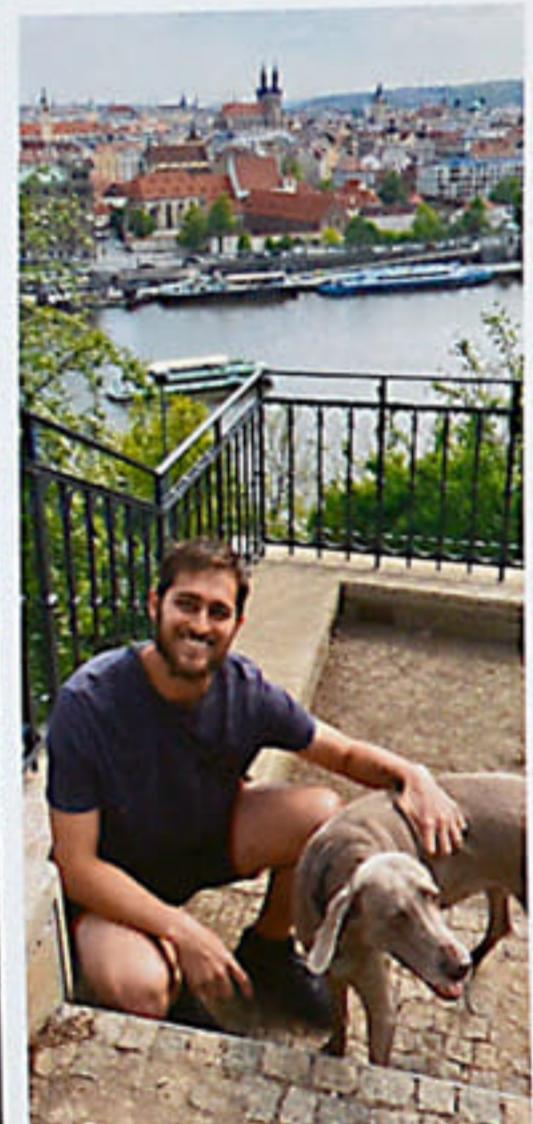
4 session E  
8 session F  
session G



session H  
session I



23.05



5  
0



5  
1

red rooftop beauty (prague)  
the best airbnb roommate, delfi (prague)  
liberation day (pilsen)  
northern lights (krakow)

pots left on arrival (auschwitz)  
leave a bottle, it will get picked up (berlin)  
you don't smile in the gdr (eisenhuttenstadt)  
brick line weaving through town marking the location of the wall (berlin)

23.05 // willow road

session A  
session C  
session D



WR

5  
2

session E  
session F  
session G



willow  
road



session A  
session B  
session D

session E

5  
3



at starting point



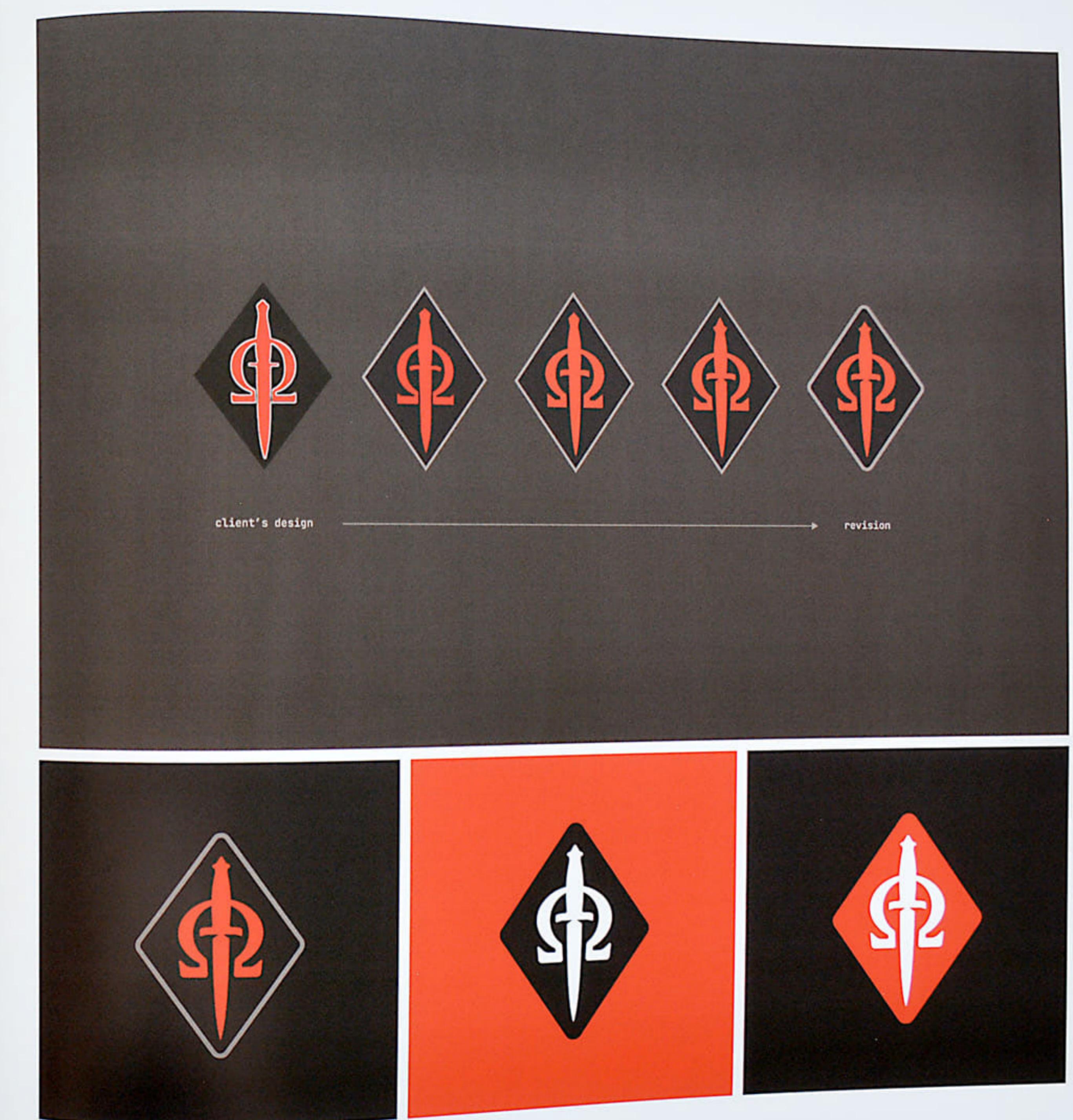
23.05 // v42 badge



5  
4

client's design

revision



5  
5

5  
6



This 'business' trip was a long time coming to meet all the Alexandria KY folks for the very first time in person. We drank the beers, yogaeed the yoga, and ate the chili. Back in 2018, I took a leap from the Army to chase a passion for design. Andy and Nikki were some of my very first clients while I was still serving (and not qualified whatsoever). Now fast forward 5 years and it's amazing to see them both as pillars of their community, absolutely thriving.





23.06 // dakota 3-61 cav



23.06 // orth land management

session C  
session D  
session E



ORTH

ORTH

session G  
session H  
session J

ORTH



ORTH

6

4



session I  
session I  
session K



ORTH

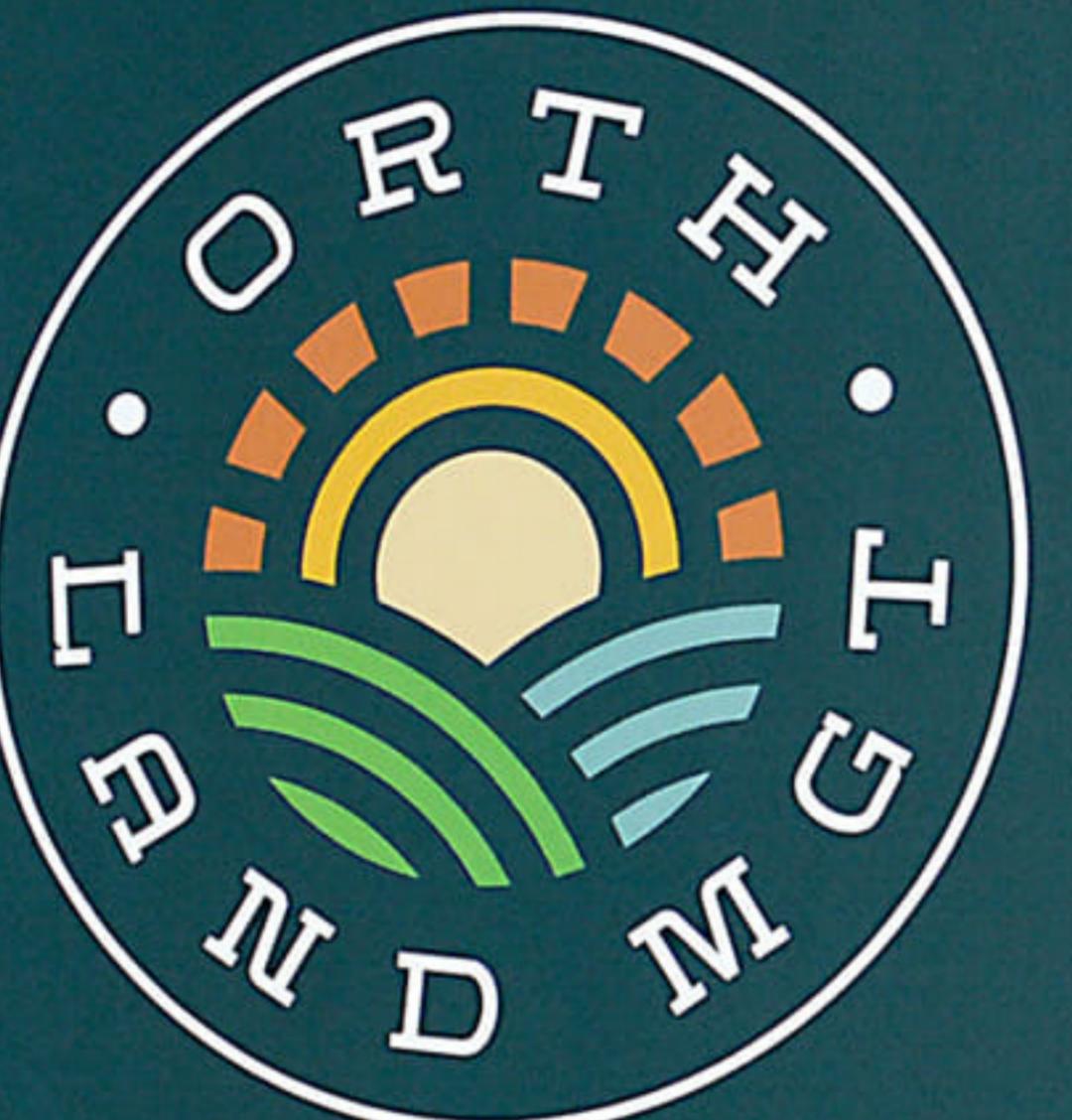


ORTH

6

5





6

6

background: last year we created a brand called Orth Fabrication. Now, this is Caleb's Brother, Augustus, and I'm super impressed that these two have thriving local businesses at such a young age. Orth Land Management is based in Alexandria, Kentucky and specializes in stump removal, fencing, and landscaping.



ORTH

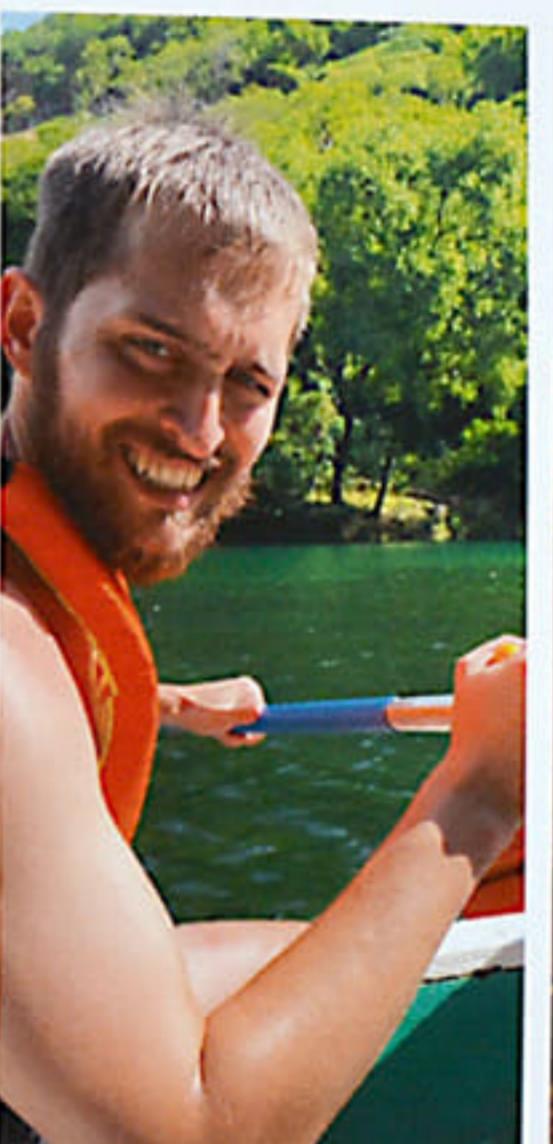
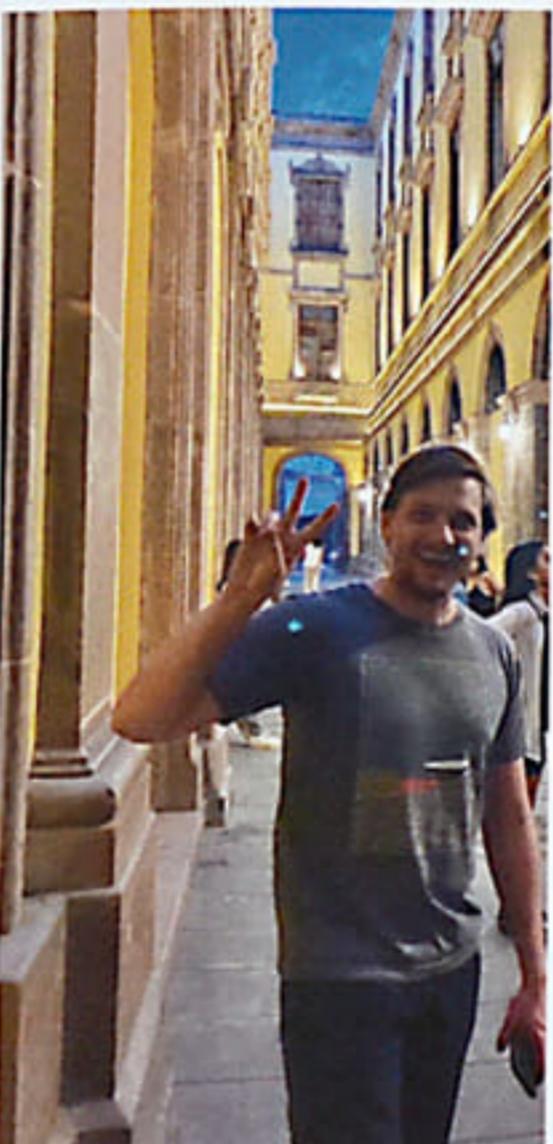
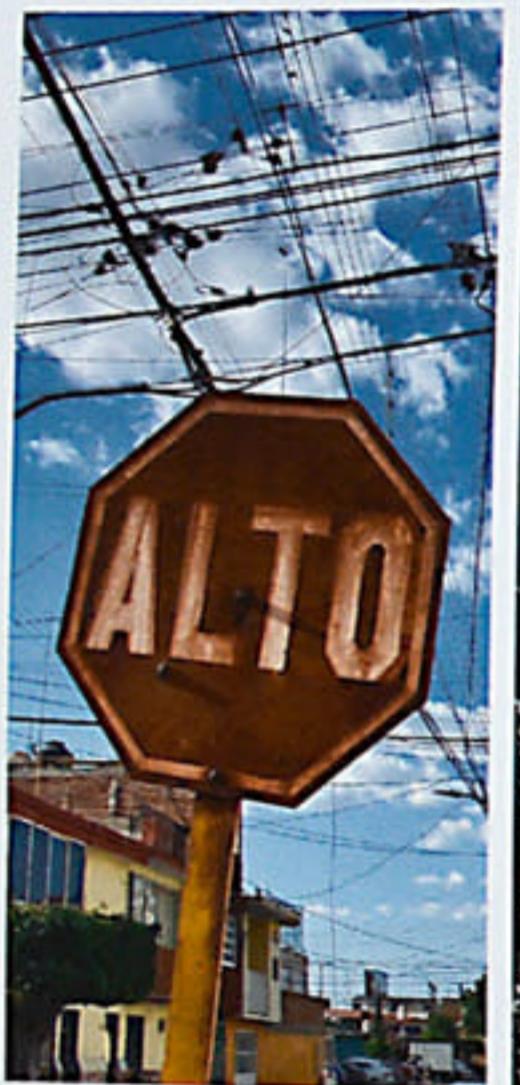
6

7

# q3

23.06-07  
san luis potosi

6



6

9

stop  
tio on the grill  
iconic looking door  
watermelon paleta at tuesday market  
that iconic white bug on the way to badminton practice

sean norteno  
burly & burnt  
joe fitting in perfectly (xilitla)  
we chose barbie

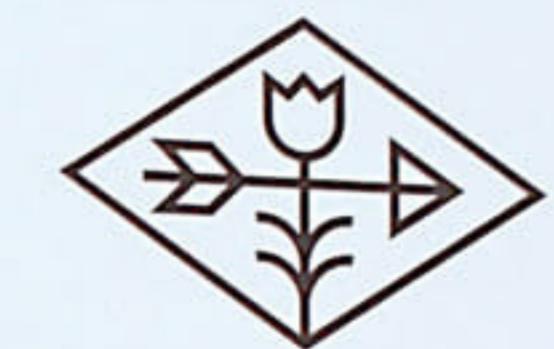
23.07 // garden ranch

session B  
session C  
session D



GARDEN RANCH

session D  
session E



Session F  
Session G  
Session J



Session K  
Session I  
Session L



Garden Ranch



G R



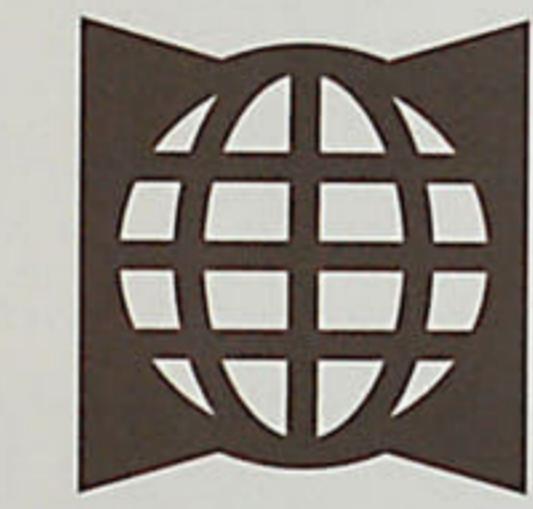
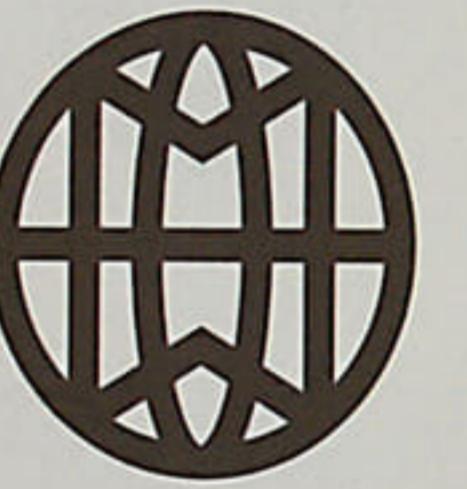
7  
1

23.06.10 // midwest model united nations

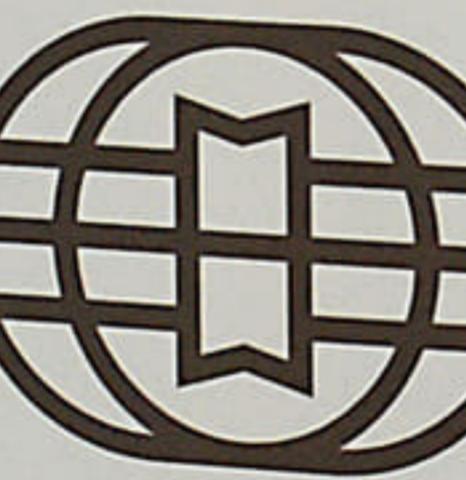
session A  
session A  
session C



7 session C  
2 session F  
session G



session I  
session J  
session K



previous design



updated design

MIDWEST  
MODEL  
UNITED  
NATIONS

7  
3

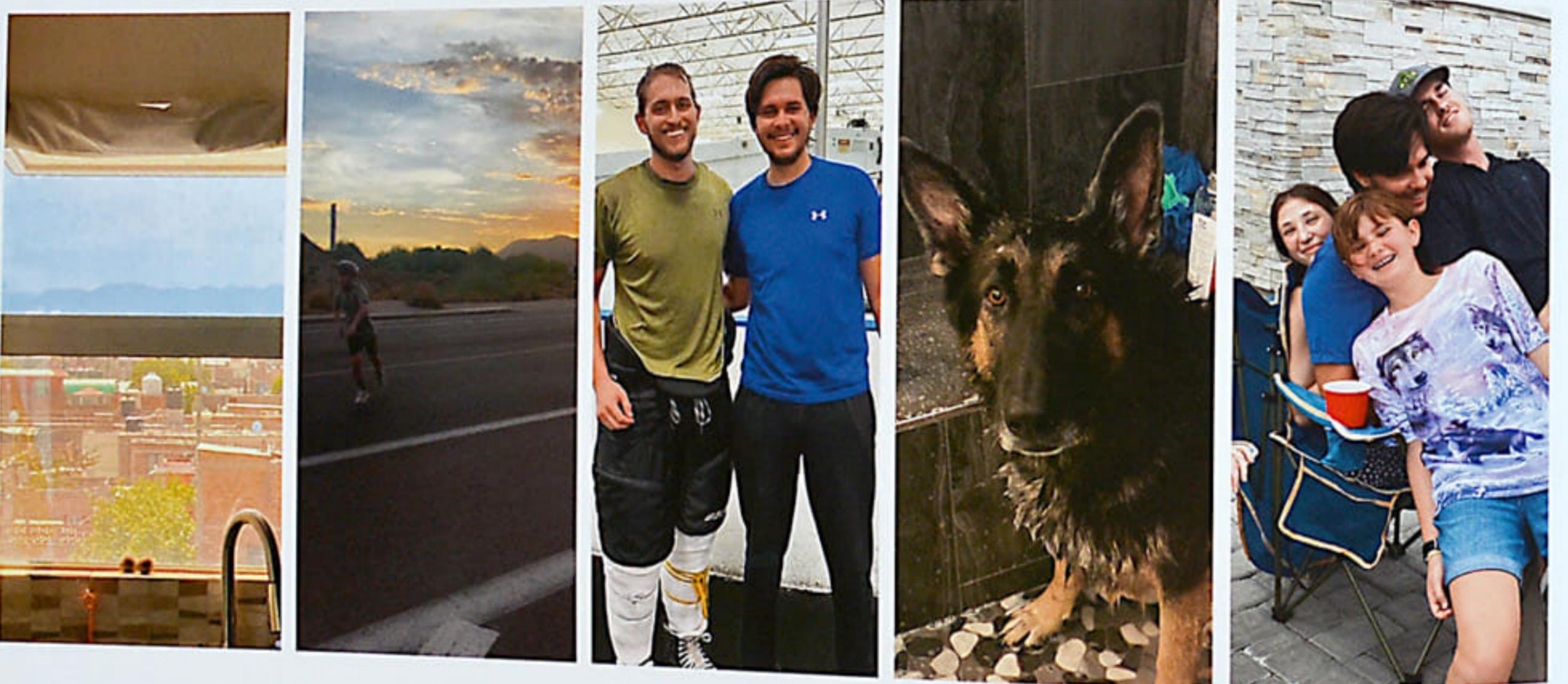


74

75

23.08-09

7  
6



i've been washing dishes  
lil bro on the run  
brothers skate  
also a little brother  
a couple brothers, a couple cousins



pure joy at the happiest place on earth  
hanging out on the side of the i-10  
drone stuff  
purple mountains majesty  
dia de independencia

7  
7



23.08 // instructor banjo

background: Instructor Banjo teaches at United States Truck Driving School in Fountain, Colorado. Banjo is certainly a character, that enthusiastic teacher you never forget. Memorable phrases like "Make 7th your b\*tch" and "7th over second, baby" are making him a TikToK icon for the truck driving community.





damon boss (banjo)

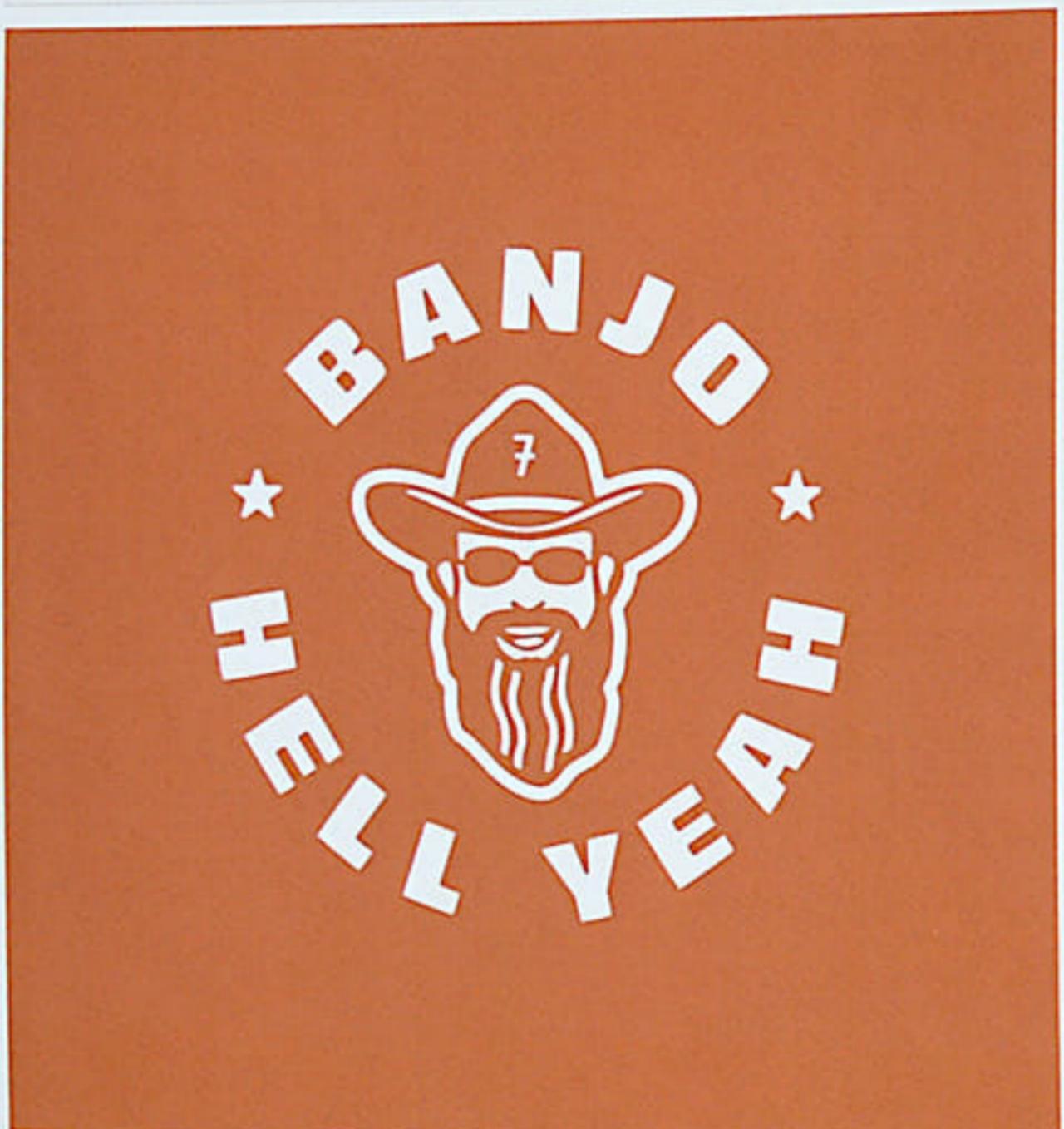


ai starting point 1



ai starting point 2





SEVENTH  
OVER  
SECOND



BANJO

BANJO

8  
2

8  
3

A hand is visible on the right edge of the page.



HELL  
YEAH!!

7TH  
OVER  
2ND  
BABY!



MAKE  
7TH  
YOUR  
B\*TCH

7  
2  
7  
2  
7  
2





logan going somewhere  
all the paletas you could want  
fanny y fernando's wedding (zihuatanejo)  
playa las gatas (zihuatanejo)  
mom with a very good dog (tamasopo)

happy cat & aunt kathy (tamasopo)  
rowing upstream (tanul)  
mom & chris ready for dia de muertos (axtla de terrazas)  
velacion, october 31 (panteon de chalco)

23.09 // hr

HR



23.09 // jao

JAO



JAO

session A  
session B  
session C  
session D  
session E

JAO



23.02.06 // pj



9  
1



23.06 // e-fsc, E-beb

23.04.10 // LCP

session A  
session B  
session F



9 session J  
2 session H  
session I



session F  
session F



LAKE COUNTY  
**PUMP**

**OTTER  
MAN**

**OTTER  
MAN**

**OTTER  
MAN**

*Otterman*

**Otterman**

**OTTERMAN**

**OTTER  
MAN**



23.09 // otterman

session A  
session B  
session C

session D  
session E

9  
3

session F

A hand is visible on the right edge of the page.

23.88 // trove life



background: after collaborating on a number of smaller projects over the years, the Trove Life team and I partnered on a huge brand refresh. Although many elements remain similar, it's the minor details that put this new look over the top. And seriously, the folks behind Trove are some of the nicest people you'll ever meet - this whole endeavor was a big success.



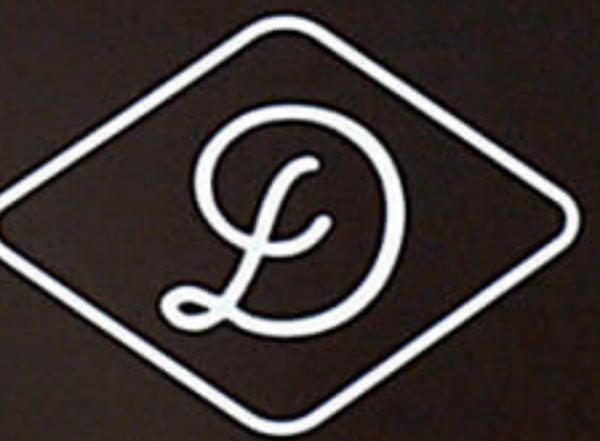
9  
8



23.10 // hsi



23.10 // modernize my site badge



23.09 // shipwreck barbershop  
danny's barber

A person's thumb is visible on the right edge of the yellow page.

23.09 // camp randall rowing club

session A  
session A  
session A



session A  
session B

CAMP RANDALL  
ROWING



1  
0  
0

session A  
session A



CRRC

session F  
session G  
session H



CR  
RC



session C  
session C  
session C



CR

session C  
session C  
session E



CAMP RANDALL  
ROWING



session D  
session D  
session D

1  
0  
1



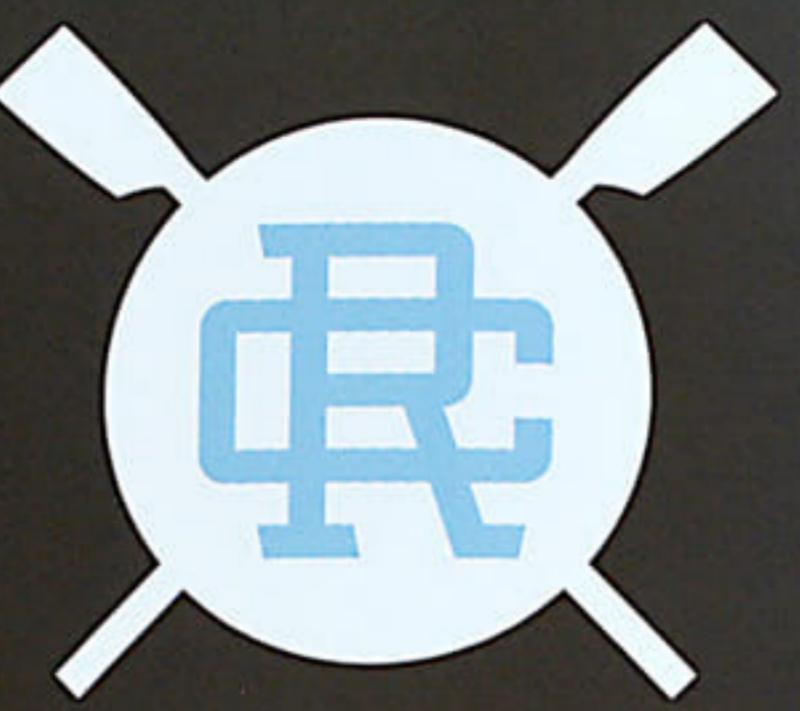
CAMP RANDALL  
**ROWING**

-CRRC-

background: this is one of those projects with just one goal, look cool. CRRC (Madison, Wisconsin) is a group of high school rowers who are out there on the lakes everyday putting in work. We wanted a sporty, maybe even skate-surf style that these rowers would be proud to rep on the water. The solution is a wide variety of marks loosely based on the Madison flag.

1  
8  
3





1  
8  
4

1  
8  
5

1  
8  
6



