



THEEFUNKLORD INDUSTRIES LLC

Branding + Logo Web Development

Completed in 2019

As a man of many hats, I finally developed a brand for myself that was flexible and degraded well for both print and web. Years of working on projects for others taught me the benefits of designing for the present and future. Clean and simple, mobile-first, yadda yadda.

Sticking with my favorite roundel setup (it's a soccer thing), I incorporated the T, F, and L from "Thee FunkLord" into the logo. The stem of the F also forms a sideways T, with the L lurking in the negative space of the F's top arm.

By keeping the logo simple, shapes can be animated and colorized in SVG format, which allows for more fun developing for the web. The futuristic vibe is great for DJing and my music production/engineering projects as well.

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SOFTWARE + TOOLS

Adobe Illustrator





CREATIVE CONFEDERATION

Branding + Logo

Web Hosting Services

Completed in 2009 // 2019 Revision

I launched my own site in 2006 with the intentions of displaying art and music. A few years after that, my older cousin reached out with an idea to share server space and help small businesses as a side gig. From branding to brochures, to cPanel and DirectAdmin, we covered all the bases; and learned a lot too.

With references to some of our adventures traveling the world together doing various soccer and rugby things, the logo and typographic treatments are meant to be both traditional and modern.

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SOFTWARE + TOOLS

Adobe Illustrator



CREATiVE

CONFEDERATION

02



SACRED ARTIFACT TATTOO

Branding + Typography Signage

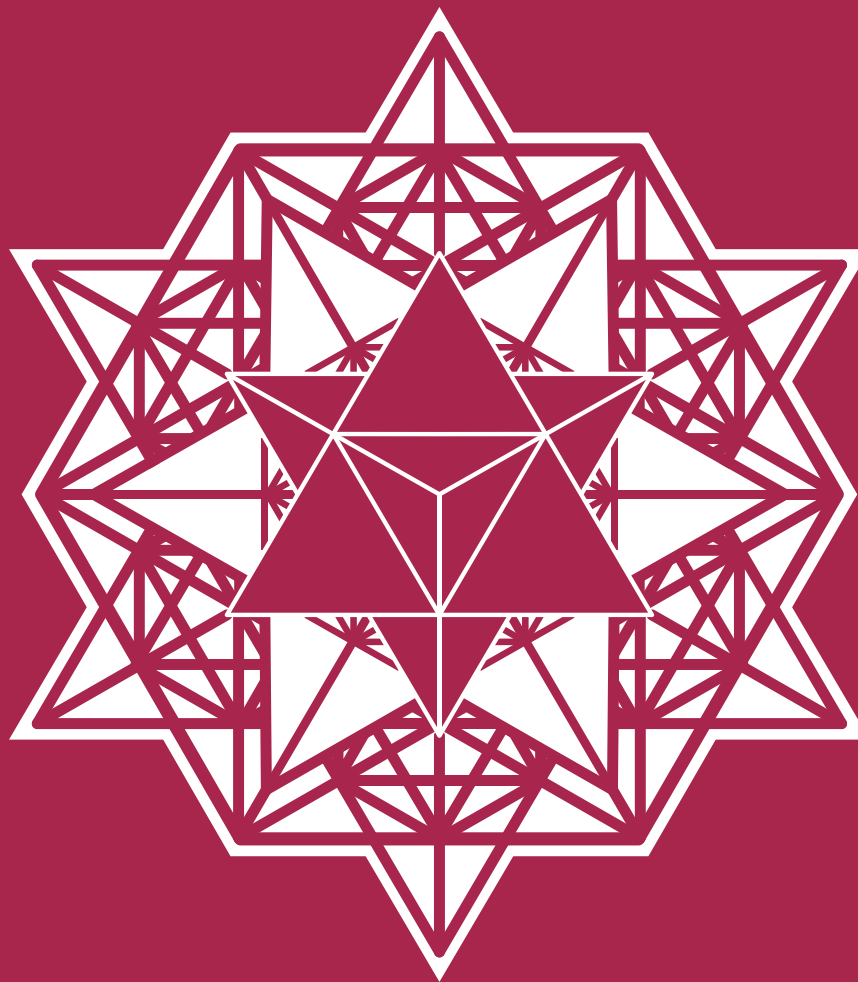
Completed in 2022

A good friend based in Redwood Country (Northern California) asked me for assistance in launching her tattoo shop. In addition to business cards, Pirkko needed signage files for wood cutting.

Much of her tattoo work is focused on sacred geometry which can be fairly intensive. I translated one of her sketches into print-ready vector format for the logo, and modified a font she selected for a more bespoke feel.

SOFTWARE + TOOLS

Adobe Illustrator





PLŪS ULTRÉ LLC

Branding + Logo

Print + Web Development

Completed in 2007 // Revised in 2017

My Pops was one of my first clients when I started freelancing, and his consulting business was a great place to apply many of the skills I picked up along the way.

Over the years, the crown logo concept was refined again and again, eventually resulting in a more legible vector version. It can even break down for a one-color treatment, which is the true test for me.

The logotype was intended to have an accommodating feel with a modern touch. This updated branding as worked well for Powerpoint presentations, business cards, and brochures

SOFTWARE + TOOLS

Adobe Photoshop
Adobe Illustrator



04



PLŪS ULTRÉ



SWEET NINA'S

Branding

Logo + Web Development

Completed in 2017

Back in 2014, a family friend reached out to ask for help getting her small business up and running. Today, I'm happy to say Nina Bryan has been selling her amazing sweet and savory treats at many locations around the Philadelphia area, and beyond.

From the sport stadiums, to Reading Terminal Market, it's cool to see something I made help a friend turn their dream into reality.

The concept for the logo was something simple and familiar, but also welcoming. I chose a color palette that was enticing and not too heavy, like the pudding. The ribbons denoting flavor have color selections that highlight the appearance of the ingredients- due to labeling on clear packaging.

SOFTWARE + TOOLS

Adobe Illustrator

Classic Banana Pudding

sweet
nina's

amazingly good!

Classic Vanilla Pudding

Caramel Pecan Pudding

Strawberry Banana Pudding

Chocolate Banana Pudding



MUSIC THEORY POSTERS

Graphic Design Print

Completed in 2018

You ultimately cannot be a Lord of All Things Funky if you don't take some time out to make music.

After years of cluttering my studio desk with notes and reminders, I thought it was best to make a music theory poster that I could reference from across the room.

These 12" x 18" posters have sold around the globe on ETSY, and I'm happy to say I've made the pandemic time a little more enjoyable for others, through the power of soul.

Ideas were sketched out in Illustrator before finalizing templates in InDesign. They are also available for purchase at:

<https://www.etsy.com/shop/FunklordIndustries>

SOFTWARE + TOOLS

Adobe Illustrator
Adobe InDesign

major scales whole step ● half step ○

key / tonic ● ● ○ ● ● ● ○ +1 octave

» C D E F G A B C

» D^b E^b F G^b A^b B^b C D^b

» D E F[#] G A B

» E^b F G A^b B^b C

» E F[#] G[#] A B C[#]

» F G A B^b C D

» F[#] G[#] A[#] B C[#] D[#]

» G A B C D E

» A^b B^b C D^b E^b F

» A B C[#] D E F[#]

» B^b C D E^b F G

» B C[#] D[#] E F[#] G[#]

2018.10 a product of thefunklord industries

minor scales whole step ● half step ○

key / tonic ● ○ ● ● ○ ● ● +1 octave

» C D E^b F G A^b B^b C

» C[#] D[#] E F[#] G[#] A B C[#]

» D E F G A B^b C D

» D[#] E[#] F[#] G[#] A[#] B C[#] D[#]

» E F[#] G A B C D E

» F G A^b B^b C D^b E^b F

» F[#] G[#] A B C[#] D E F[#]

» G A B^b C D E^b F G

» G[#] A[#] B C[#] D[#] E F[#] G[#]

» A B C D E F G A

» B^b C D^b E^b F G^b A^b B^b

» B C[#] D E F[#] G A B

2018.10 a product of thefunklord industries

// putting the fun in funk since 2004



611 RECORDS THE LIFESTYLE

Graphic + Textile Design Print

Completed in 2012

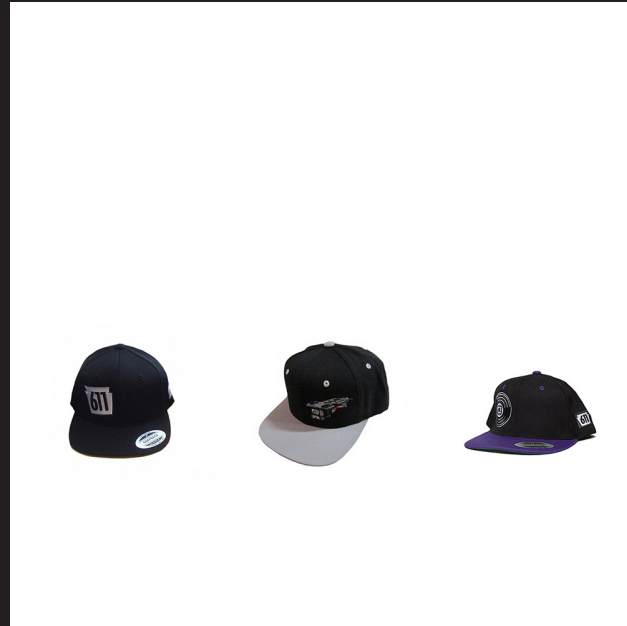
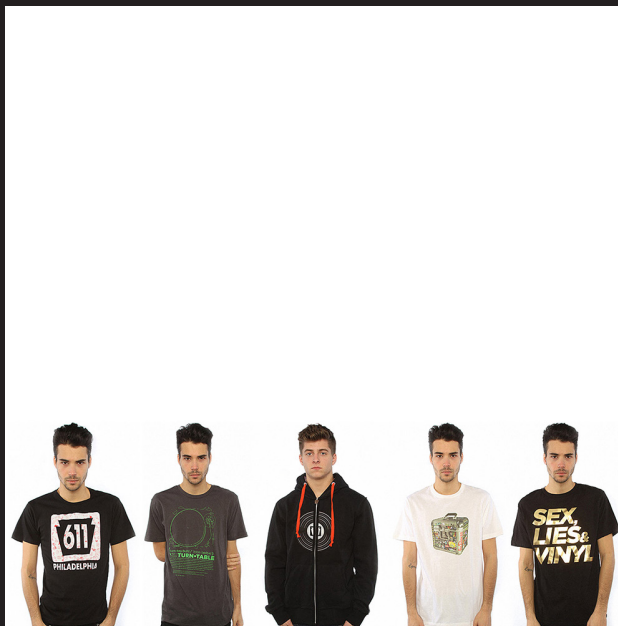
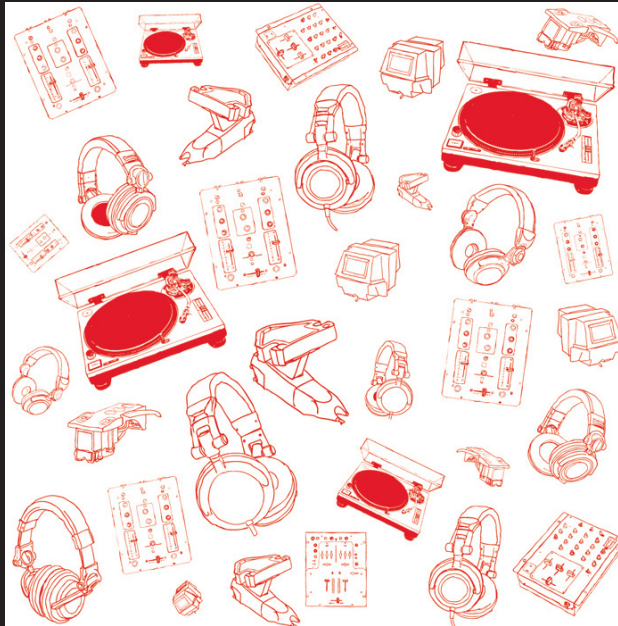
Any DJ worth their weight in record crates (and currently with gray hair) remembers the legendary 611 Record shop in Philadelphia. I visited as a fresh-faced noob, but avid drum & bass listener when I was in high school. I never expected to produce artwork for them later on.

Nigel relaunched the label in 2010 as a fashion brand, and it quickly became an exercise in learning how to translate design ideas to functional items and wearables for pop-up shops. Print and textile are a totally different game from just pushing pixels, and the experience was immense.

I used a combination of Photoshop, Illustrator, and InDesign to produce art and patterns for shirts, hats and packaging.

SOFTWARE + TOOLS

Adobe Photoshop
Adobe Illustrator





VISUAL PORTFOLIO 2022

AFILIAS INC.

Graphic Design Web Development

Completed in 2015

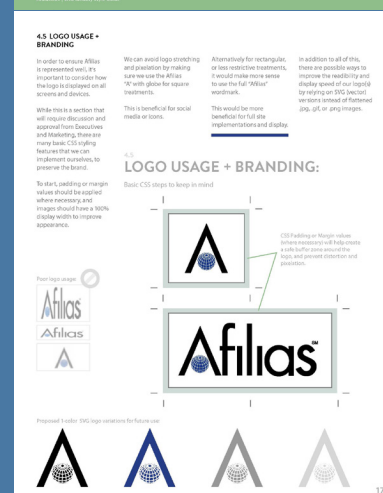
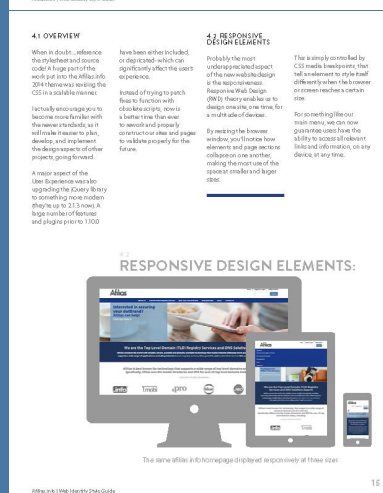
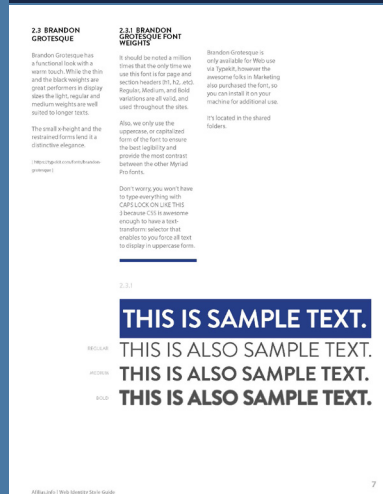
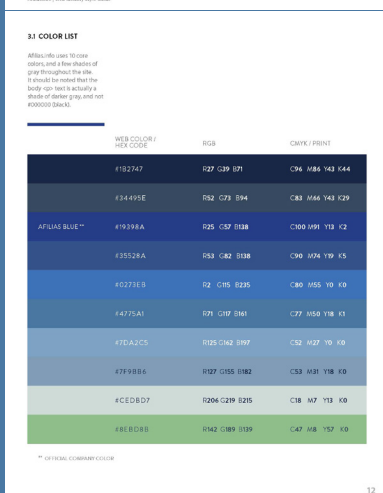
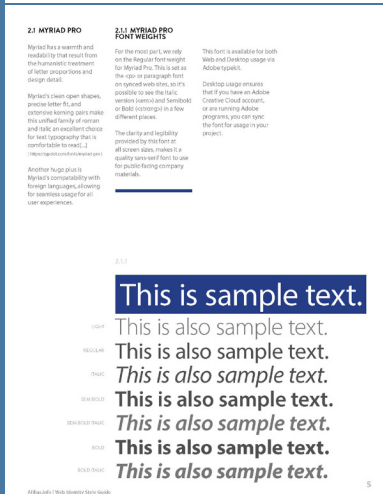
I always say that focus on design makes web development easier, and this style guide was a chance for me to prove it.

Formerly one of the largest providers of Internet registry services in the world, Afilias had a broad reach, but a very limited focus on brand identity. As a web developer, there was never a standard to follow when building sites. This headache grew when the company began providing more customer-facing products.

By organizing and simplifying the range of colors and fonts, I worked with the Marketing team to establish a clean and efficient identity guide that incorporated the traditional Afilias brand elements.

SOFTWARE + TOOLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign



PENN NEWS TODAY

Web Development

Email Campaigns

Completed in 2018

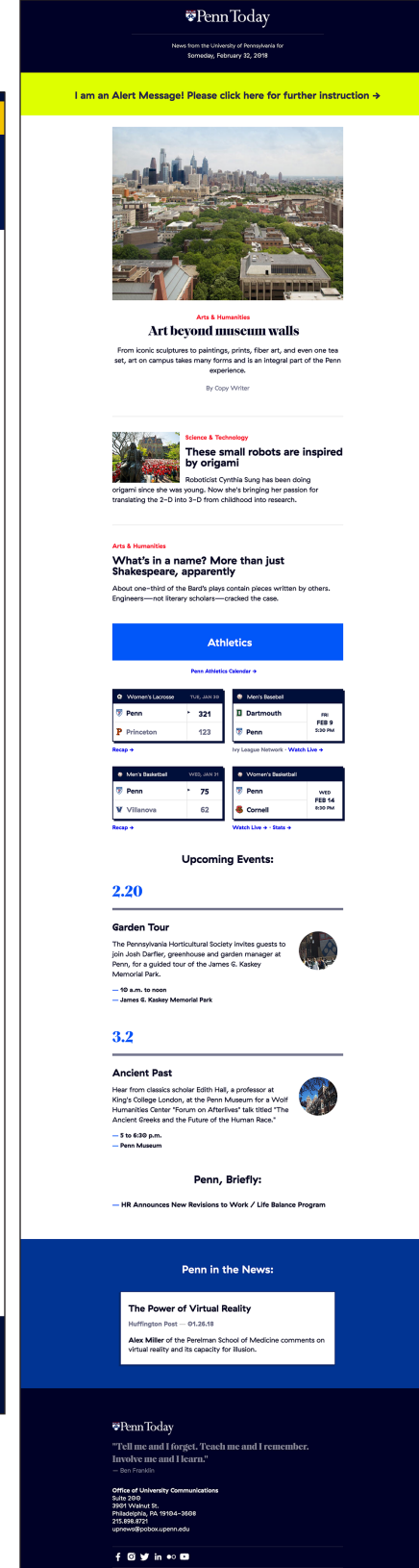
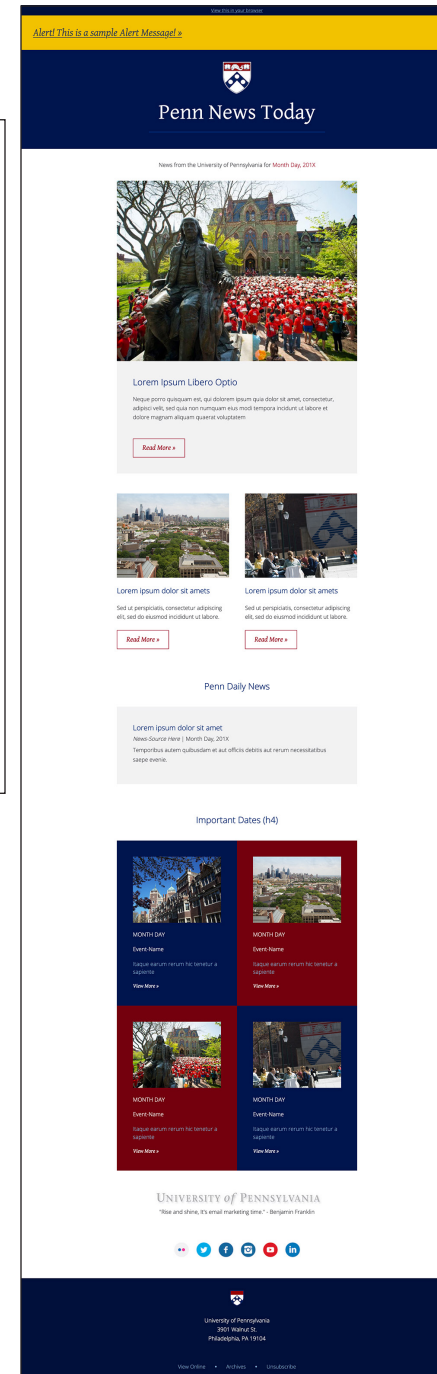
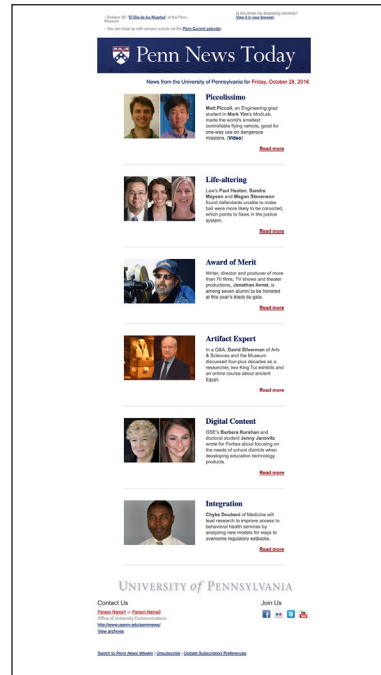
Returning to my alma mater, I joined the News department and worked on MailChimp email campaign template design. Not only were the original designs lacking stylistic elements, but they were not responsive, nor were they passing web standards for email marketing.

The first phase involved cleaning up the code and creating a fully-responsive template that matched the university's existing branding. The second phase required aligning the email designs with a newly-approved design overhaul for the News (Penn Today) department sites.

All of these were neatly bundled in a local static-site Gulp project that generated the various templates with the click of one button.

SOFTWARE + TOOLS

Adobe Photoshop
Adobe Illustrator
Gulp / Jekyll / NPM / HTML5 / CSS3





GENERATIVE ART EXPERIMENTS

Code Design

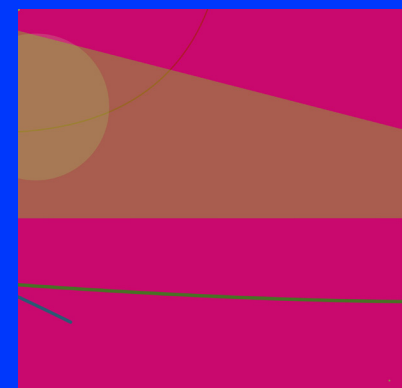
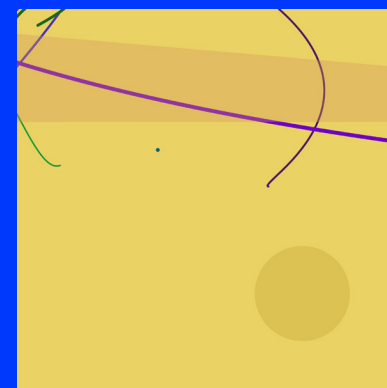
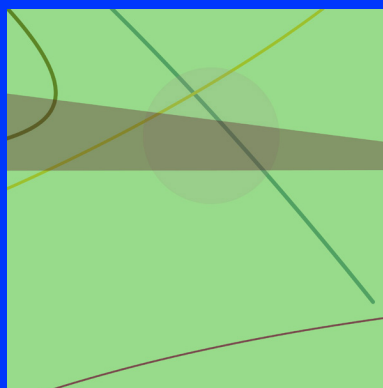
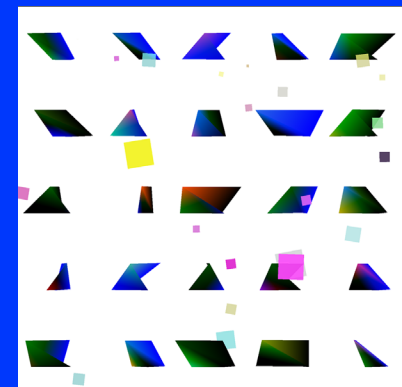
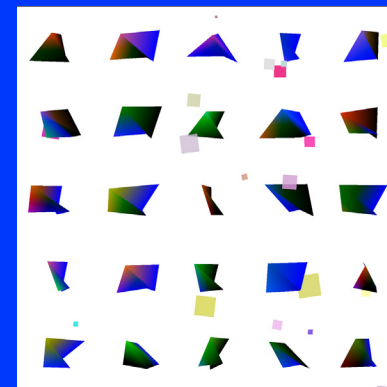
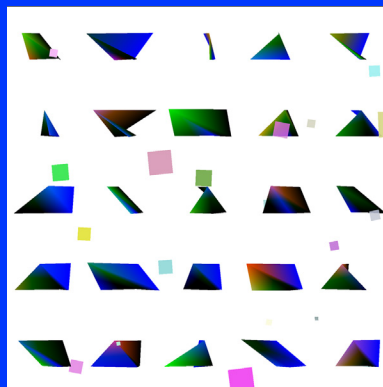
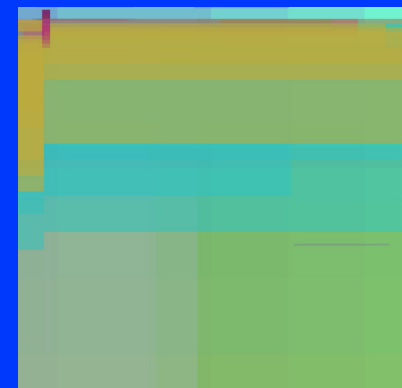
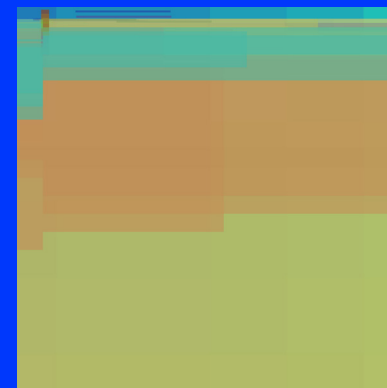
Completed in 2021

I needed to find a way to have more fun with technology again. Including randomness is a generally a good starting point.

Relying on Processing and P5.js I spent a few months creating some new works. The added benefits of shaders and WebGL in P5 opened a few doors to combining my work with unfinished projects in Blender.

SOFTWARE + TOOLS

P5.js
Processing.js
Adobe Photoshop
Blender





WEDDING STATIONERY

Graphic Design

Print

Completed in 2018

Since my wife and I are both incredibly picky individuals, we found it challenging to select wedding stationery that we both liked. Some had the colors we wanted, but not the fonts. Others had the fonts but not the colors, and an odd pattern or something...

Anyway, to solve all of our problems, I decided to sketch out some ideas, and luckily it all worked out. Based around my favorite Toronto Subway typeface, we chose a simple, playful, artistic theme that referenced the event location (sculpture garden).

Watercolor splatches are layered vectors. Document layouts were created for print handoff with InDesign.

SOFTWARE + TOOLS

Adobe Photoshop
Adobe Illustrator
Adobe InDesign





COMPOSITION 2009

Graphic Design

Visual Effects

Completed in 2009 // 2022 revision

Another experiment in design (and art), this composition was originally created in 2009. During the process of putting together my portfolio for art school in recent months, I went through the old hard drives for inspiration.

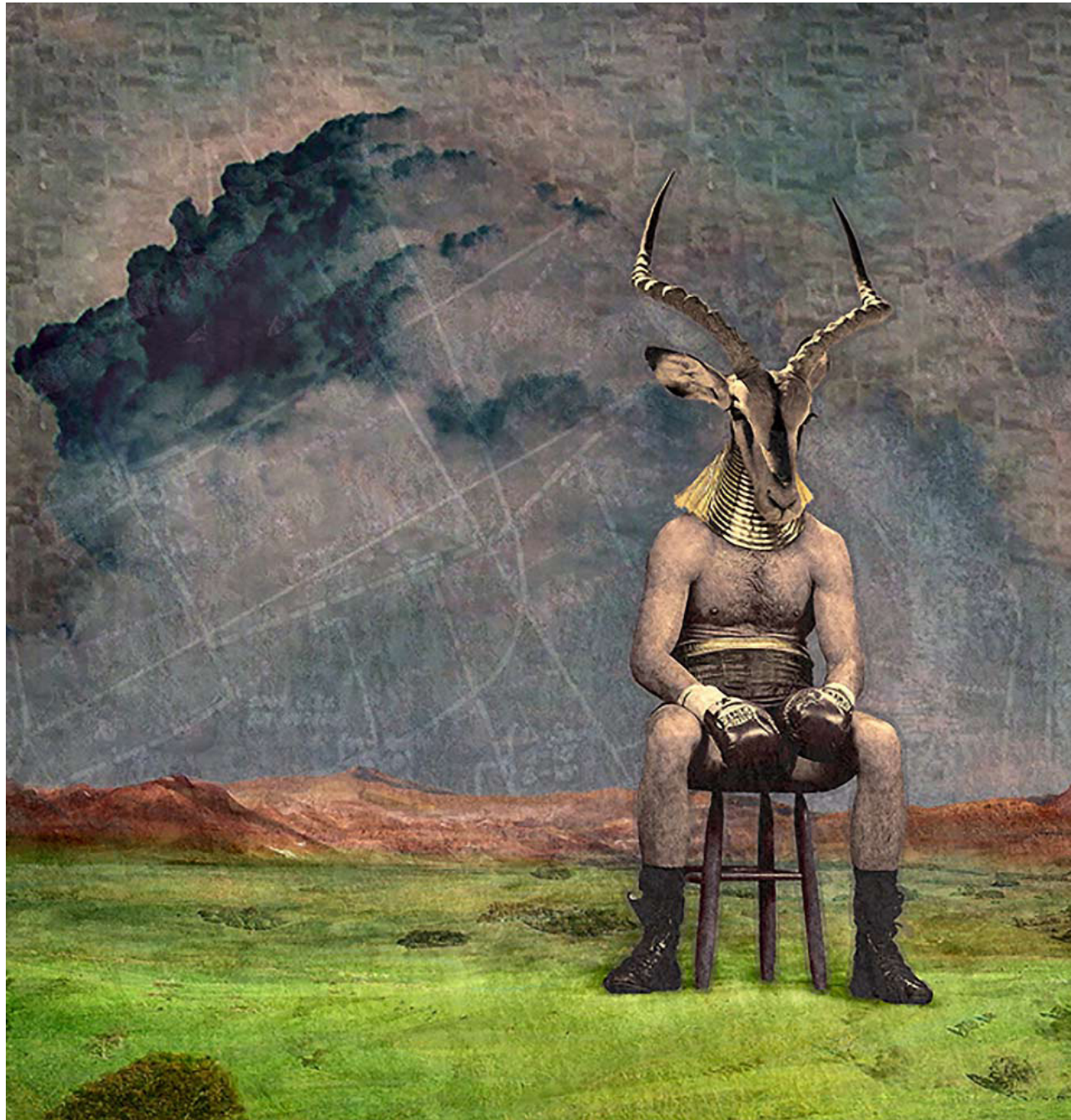
With the original Photoshop files located, I switched over to AfterEffects to explore possibilities with generative code, and motion graphics.

In AfterEffects, different elements of the collage have randomized settings that result in an animated Dalí type of piece.

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SOFTWARE + TOOLS

Adobe Photoshop
Adobe AfterEffects





Thank you for viewing my portfolio.

Ideally it gives you a sense of my versatility with many programs in the Adobe Creative Cloud, and more. For the sake of efficiency, this portfolio focuses more on the graphic side than web.

If you would like to see more details, or have any additional questions, or inquiries about web hosting and development (especially with regards to designing a better workflow), feel free to email me at info@theefunklord.com.

Art, design, and music have always been my passions, and I will be pursuing a Post-Baccalaureate Certificate at the Pennsylvania Academy of Fine Arts (PAFA) in the autumn of 2022. My design talents can only improve from here...

P. S. This portfolio was created using Adobe InDesign.
