



LAWRENCE PERRY







# LAWRENCE PERRY

GRAPHIC + INTERACTIVE DESIGNER

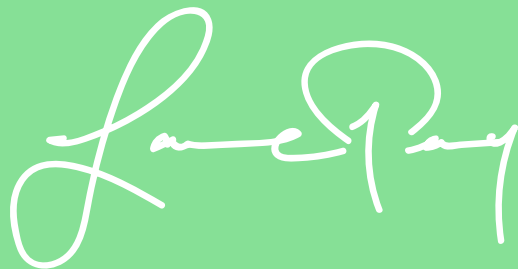
Hi!

Firstly I want to thank you for taking the time to review my portfolio. This body of work before you is a culmination of my developmental phase as a designer and has been an extremely rewarding process.

Initially having a background in Information Technology and having a life long passion of art, Graphic and Interactive Design allows me to blend my two passions of technology and art into one. My areas of expertise include layout design, interactive design, planning and photography.

This collection of work features some of my favorite design pieces. This body and the accompanying publication showcases my abilities of creative branding, layout design and execution of planning and design. I am grateful to be able to say that "I do what I love and love what I do" and that this collection displays by designing abilities.

Thank you,



Lawrence Perry









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WEBSITE

## 1989 / 132

PROJECT BRIEF  
EDITORIAL SPREAD





*the  
hotboyz*

## PROJECT BRIEF

The Hot Boyz is the premier and largest hot air balloon business serving the Central Florida since 2003, with offices in Orlando, Tampa, Kissimmee, and Lakeland. Our pilots have flown more than 10,000 hours, serving more than 275,000 passengers. All our pilots are FAA certified and have nearly 50 years of combined experience.

Pilot expertise and commitment to safety are two important reasons why The Hot Boyz has been the official hot air balloon ride provider for the Pretigious Honor Flyers since 2007.

Our founder and president Scott Appelman was the originator and organizer of the Fiesta's Balloon Glow from 2008 – 2013, an event that is one of the most popular today. He also organized the event's Special Shapes Rodeo and Albuquerque Aloft and won the Heritage Award from the Albuquerque International Balloon Fiesta as well as the Tourism Hall of Fame award from the Tourism Association of America.





# LOGO

The logo is approachable, easy to read, and takes full advantage of our name recognition. Optical kerning, refined weight, and defined clear space, as well as well delineated placement in relation to other content, all help to make it as instantly recognizable as much as possible.

Primary Logo

***the  
hotboyz***

Secondary Logo

***thb***

Alternative Logo

***th  
b***

Logo in use



# COLOR + TYPOGRAPHY

The combination of our color and type used is all about distinction. You know exactly who we are and exactly what you are looking at when you see us – we're The Boyz, The Hot Boyz!

The logo is very edgy coupled with a type treatment that is both modern and as well as to-the-point. Combined with a sophisticated yet youthful color scheme, it's pretty hard not to be noticed.

## Color Scheme

The primary color scheme consists of contrasting colors that help bring the visitors attention to important details.

The secondary color scheme consists of mostly fun playful colors that brings a sense of fun and joy when flying.

### Primary Color



### Secondary Color



## Typography

The typography is as unique and easy to use as we are. Inspired by the world's best used transportation examples, it was designed to maximize its impact across all applications while keeping it easy to read, unique, and highly recognizable.

*Heading // Manrope Bold*

*Body // Manrope Regular*

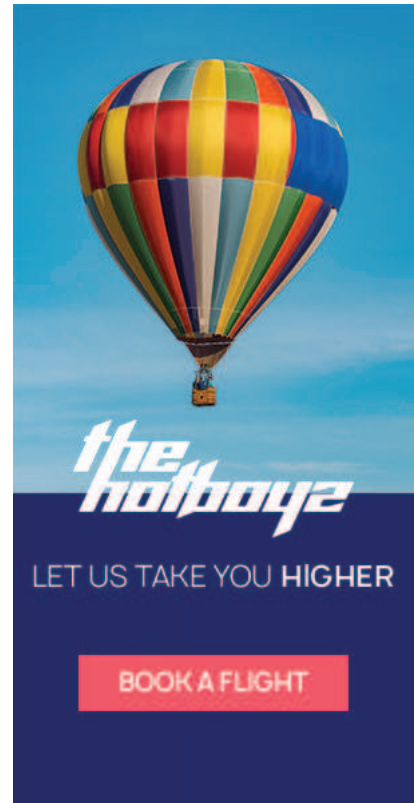
## Why Should You Fly With Us?

Are you ready for the experience of a lifetime? The Hot Boyz has grown to be one of the world's largest operators of commercial hot air balloons.

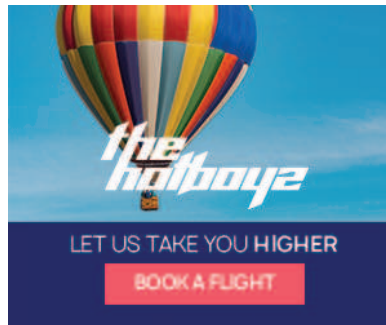
# DIGITAL ADVERTISEMENT

The web ads for The Hot Boyz features the primary colors along with their iconic colorful hot air balloon throughout the campaign.

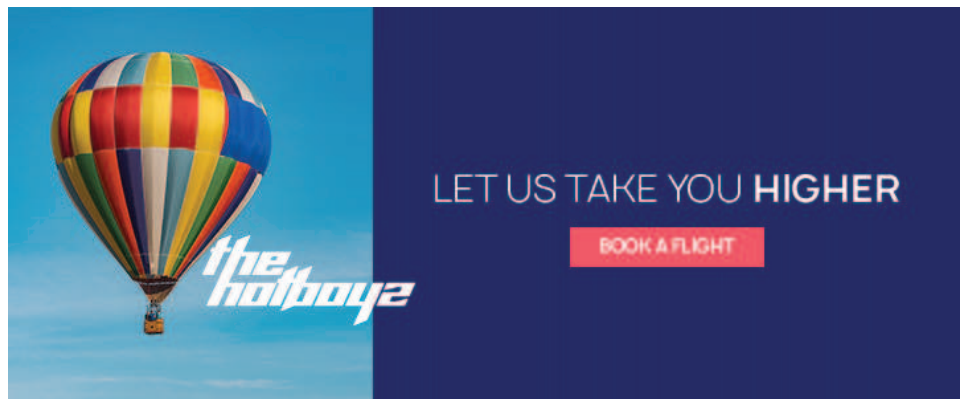
300 x 600



300 x 250



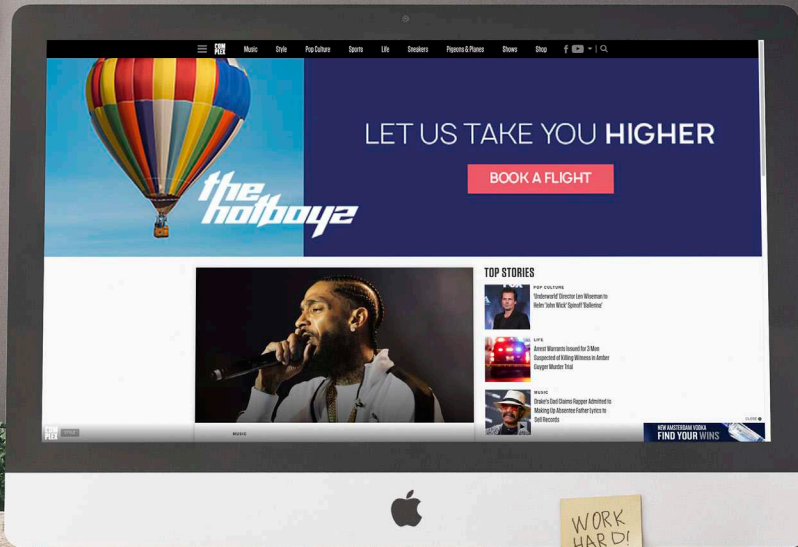
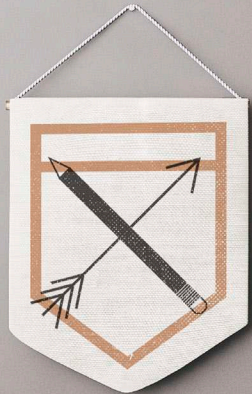
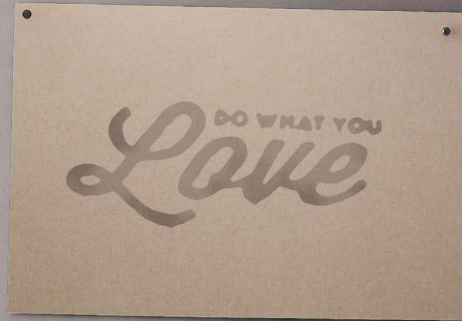
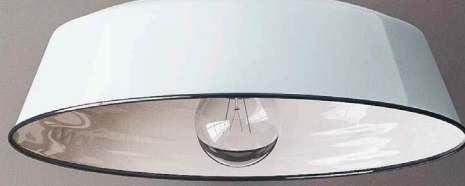
720 x 300



728 x 90









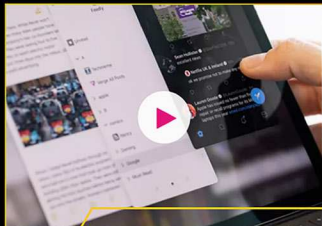
# THE VERGE

MONDAY, OCTOBER 7, 2019 | A WISH-FULFILLMENT POWER TRIP

TECH - REVIEWS - SCIENCE - CREATORS - ENTERTAINMENT - VIDEO - FEATURES - PODCASTS - MORE -



 **the hot air balloons** LET US TAKE YOU HIGHER [BOOK A FLIGHT](#)



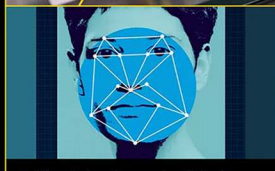
## IPADOS REVIEW: IT'S COMPLICATED, FINALLY

BY DIETER BOHN



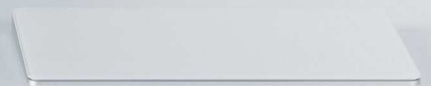
NASA is getting ready for the first all-female spacewalk — again

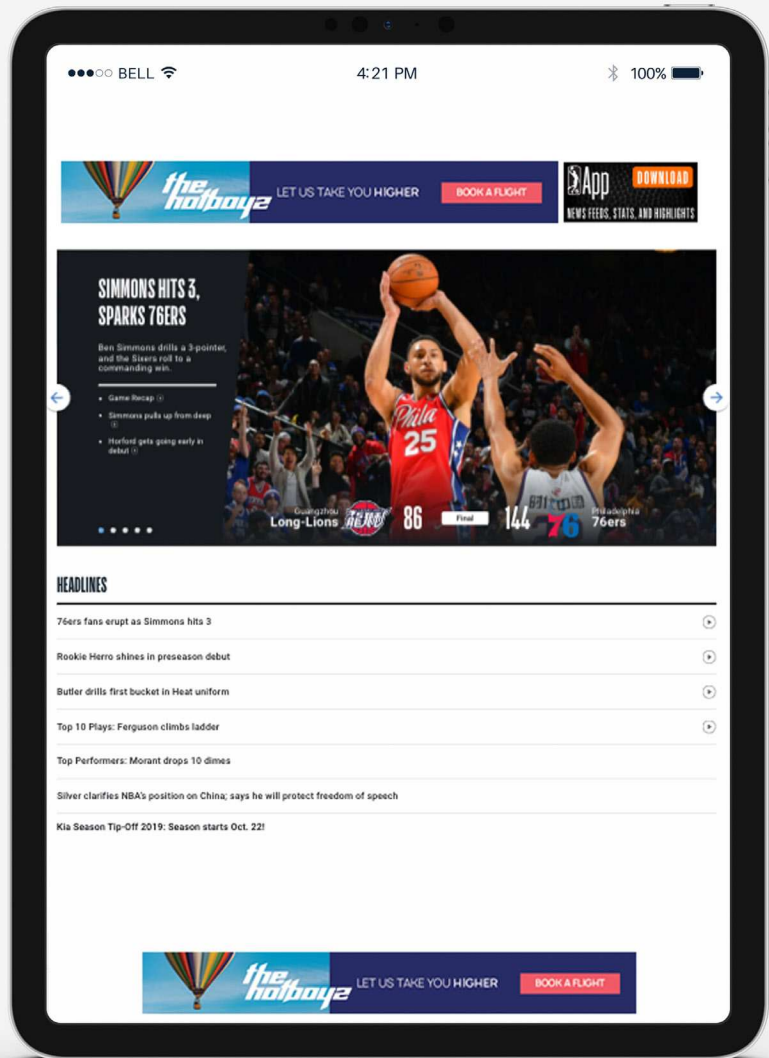
BY LOREN GRUSH



## MACOS CATALINA REVIEW: A FRESH RESET

BY DIETER BOHN





ALTERNATIVE  
MERCHANDISE







*The Hotboya*





th



THE HOT BOYZ

ENAMEL PIN

69



THE HOT BOYZ

ENAMEL PIN

69



th



THE HOT BOYZ

69



th



**the  
hotboyz**

**THE HOT BOYZ**

ENAMEL PIN

69

**the  
hotboyz**

**THE HOT BOYZ**

ENAMEL PIN

69







A man with extensive tattoos on his arms is wearing a black t-shirt. The t-shirt features the text 'HOT BOYZ' in a stylized font. Above the text is a row of white triangles. The 'O' in 'HOT' has a pink dot, and the 'O' in 'BOYZ' has a yellow dot. The letters 'H', 'T', 'B', and 'Z' have blue horizontal bars underneath them. The man is also wearing a black shoulder bag and is holding onto a metal railing. The background is a blurred industrial setting with a sign that partially reads 'SPA'.

**HOT BOYZ**



A man with extensive tattoos on his arms is wearing a grey t-shirt. The t-shirt features a logo for 'HBB TV' and the slogan 'WATCH US FLY HIGH'. The background is a red brick wall with neon signs in yellow and pink.

**HBB TV**  
WATCH US FLY HIGH



**OUTDOOR  
ADVERTISEMENT**





LET US TAKE YOU HIGHER

LET'S GO FOR A RIDE TODAY  
CALL 407-292-8235

*the  
hotboyz*

THEHOTBOYZ.COM



ALTERNATIVE  
ADVERTISEMENT



LET



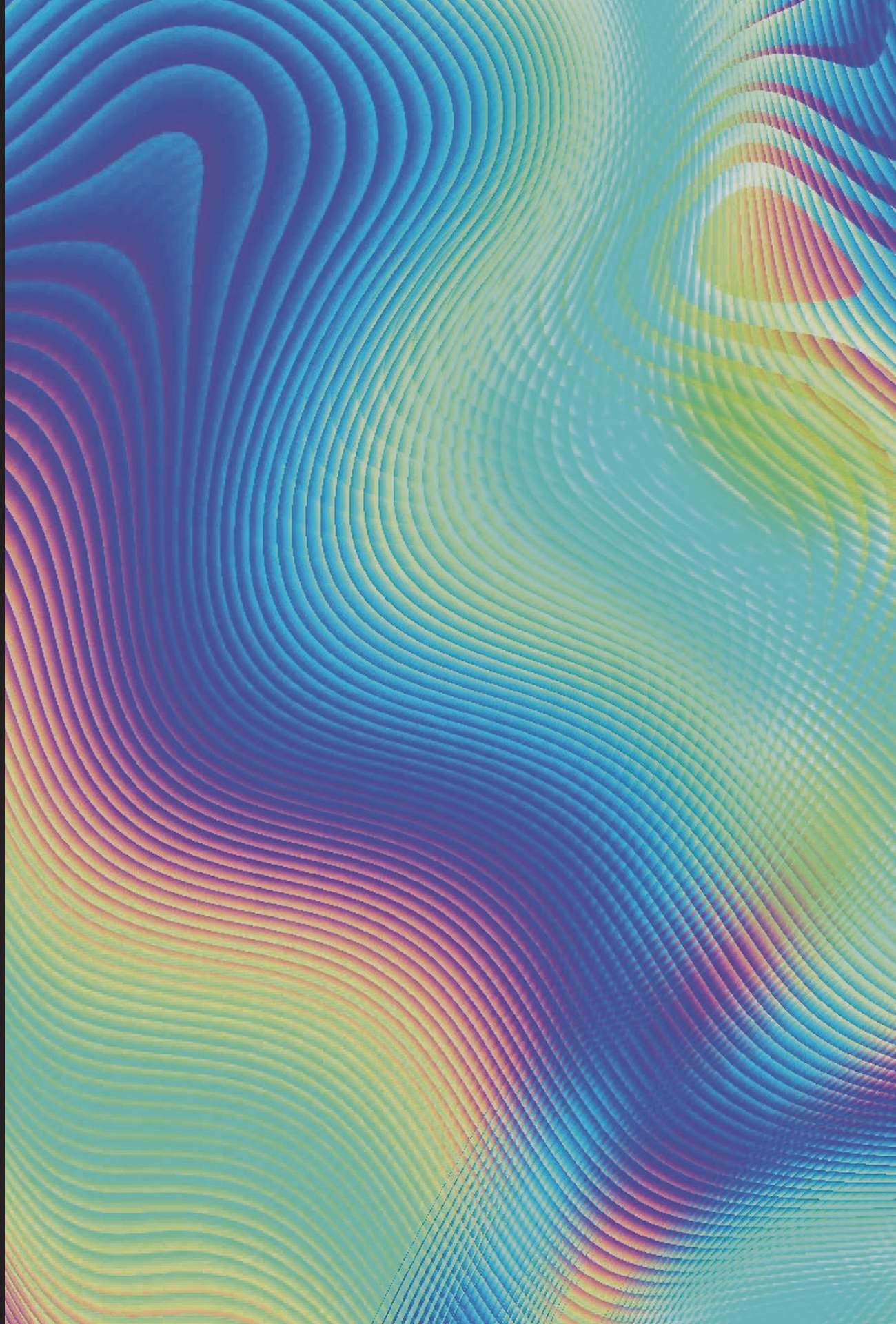
US TAKE YOU HIGHER

*the  
hobby*



# BEAST COAST FESTIVAL

TINKER FIELD · ORLANDO, FL · OCTOBER 13 - OCTOBER 14, 2019 · [BEASTCOAST.COM](http://BEASTCOAST.COM)







# BEAST COAST FESTIVAL



## PROJECT BRIEF

We started all this 9 years ago because we were music lovers who lived in a city that needed – that deserved – a contemporary music festival. Music is always our primary focus, and with 60+ artists of all genres across 4 stages, there is something for everyone.

Beast Coast Festival goes beyond your average music festival, and our mantra is more than just words—it's our way of life. Each year, this community comes together to live, laugh, listen, sing, dance, learn, create, meditate, downward-dog, eat & drink, explore, give back, and "Be Here Now."

Beast Coast Festival is defining culture by the collective creative actions of the individual and the group. It is a safe place, a blank space to freak out in, to construct a new reality, to live your life as you see fit, while making sense of the world around you.





A large crowd of people is silhouetted against a bright background, with their arms raised in the air. The scene is filled with falling confetti, creating a festive atmosphere. The text "BEAST COAST FESTIVAL" is overlaid in the center in a bold, white, sans-serif font. The word "BEAST" is solid white, while "COAST" is also solid white. "FESTIVAL" is rendered in a white outline font. The background is dark, with the light source behind the crowd creating a strong silhouette effect.

# BEAST COAST FESTIVAL

# LOGO

The logo is rooted in Bohemian heritage coupled with futuristic aesthetics. The logo itself is unique and geometrical which allows itself to travel in various form which is perfect for a music festival of its kind.

The primary logo has BEAST COAST FESTIVAL spelled out entirely while the second- and alternative logos abbreviating and displaying the logo short-handed.

Primary Logo

**BEAST COAST  
FESTIVAL**

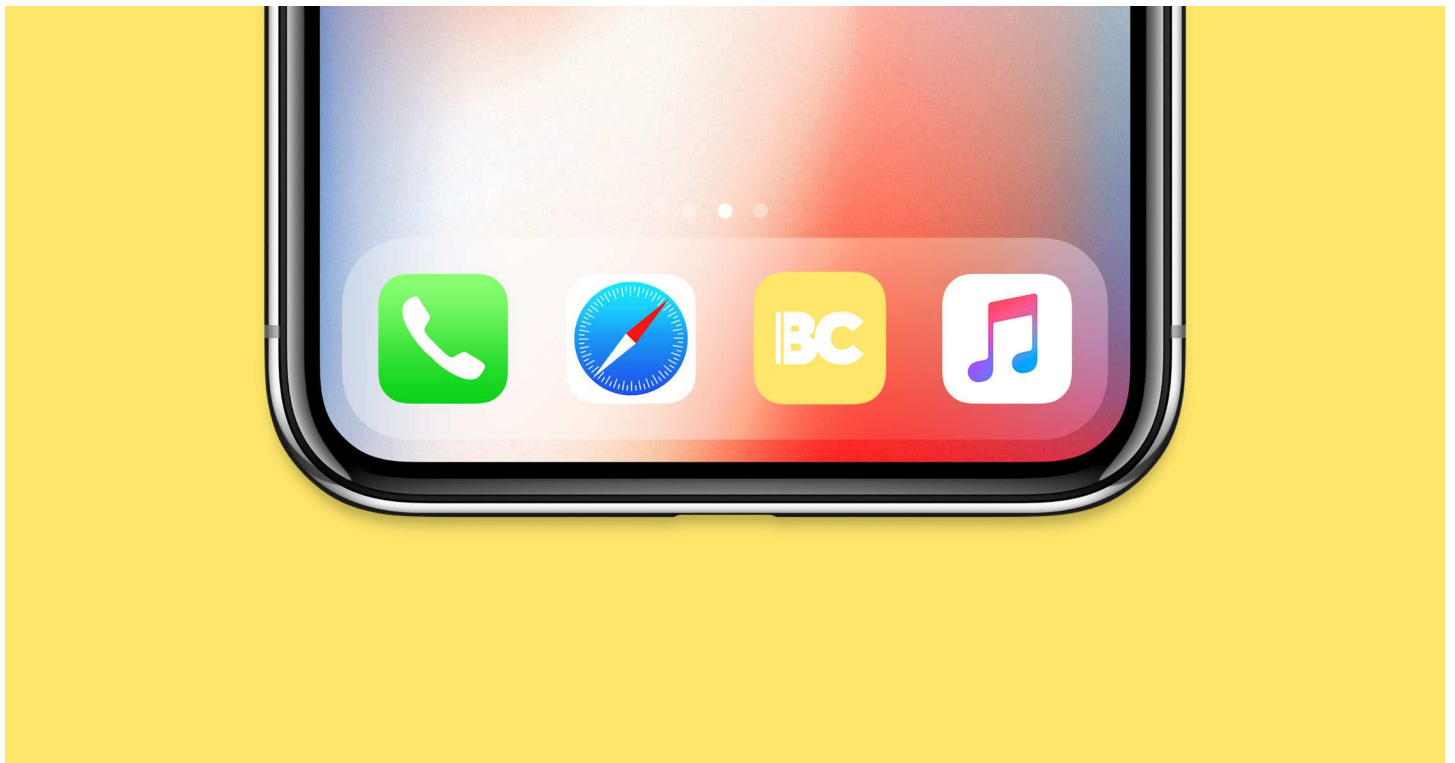
Secondary Logo

**BC**

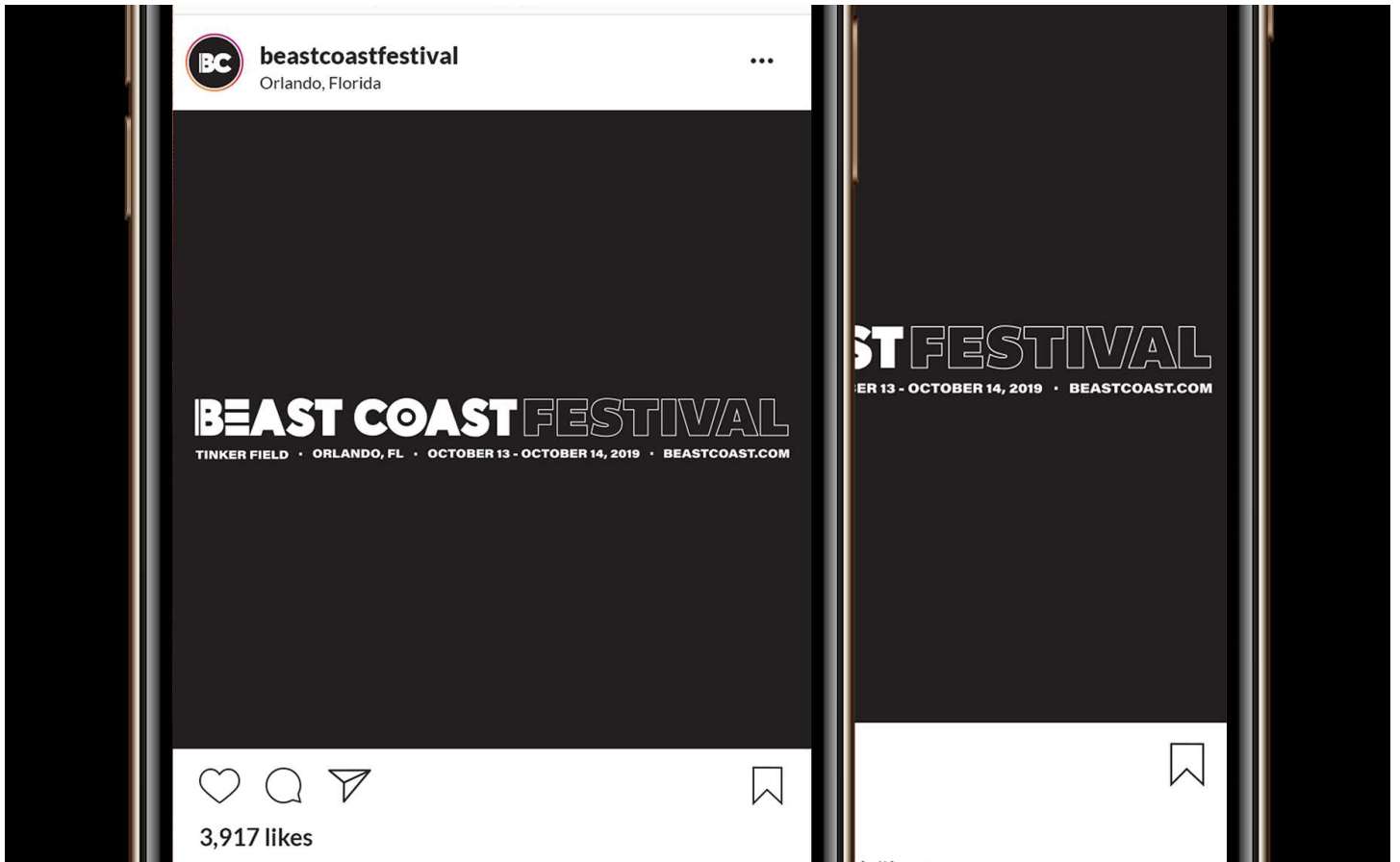
Alternative Logo

**BEAST  
COAST**

Logo in use







# COLOR + TYPOGRAPHY

The color and typographic treatment for BEAST COAST FESTIVAL was to invoke a sensation of a visual psychedelic journey. By utilizing vibrant and bright colors coupled with both bold and light weight typefaces to combine a unique experience to the user.

## Color Scheme

Yellow evokes happiness, youth and optimism, but can also seem attention-grabbing or affordable. Black evokes a powerful, sophisticated, edgy, luxurious and modern feeling.

The secondary color schemes invokes a sense to all the visitors and participants an emotion of excitement, fun, surprise and high-impact energy.

### Primary Color



### Secondary Color



## Typography

By coupling varying weights of a bold typeface paired with a lighter weight typeface, the user is able to take in information that needs to be read easily and quickly while also knowing what is accompanying information.

*Heading // Now Black*

*Body // HK Grotesk Regular*

## BEST MUSIC ON THE EAST COAST

Remember we bring you the best on the East Coast because we're the Beast Coast.





**BEAST COAST  
FESTIVAL**

**BEAST COAST  
FESTIVAL**

**BC**

**BEAST COAST  
FESTIVAL**

**BEAST COAST  
FESTIVAL**

**BEAST COAST  
FESTIVAL**







**BEAST COAST  
FESTIVAL**

**BC**

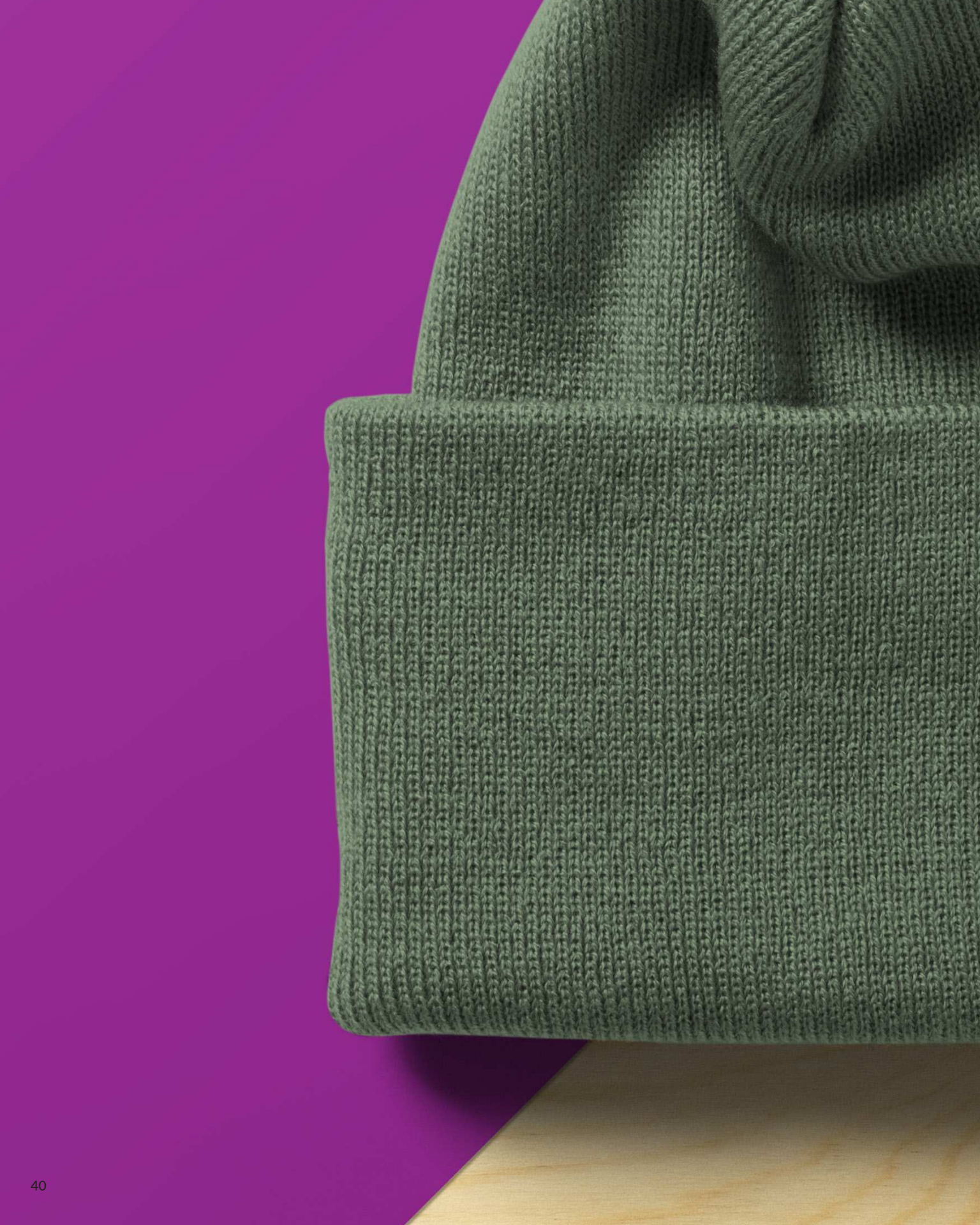




**BEAST COAST  
FESTIVAL**

**IBC**

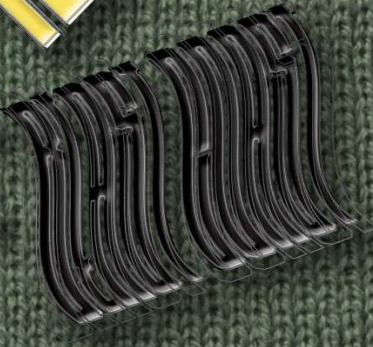






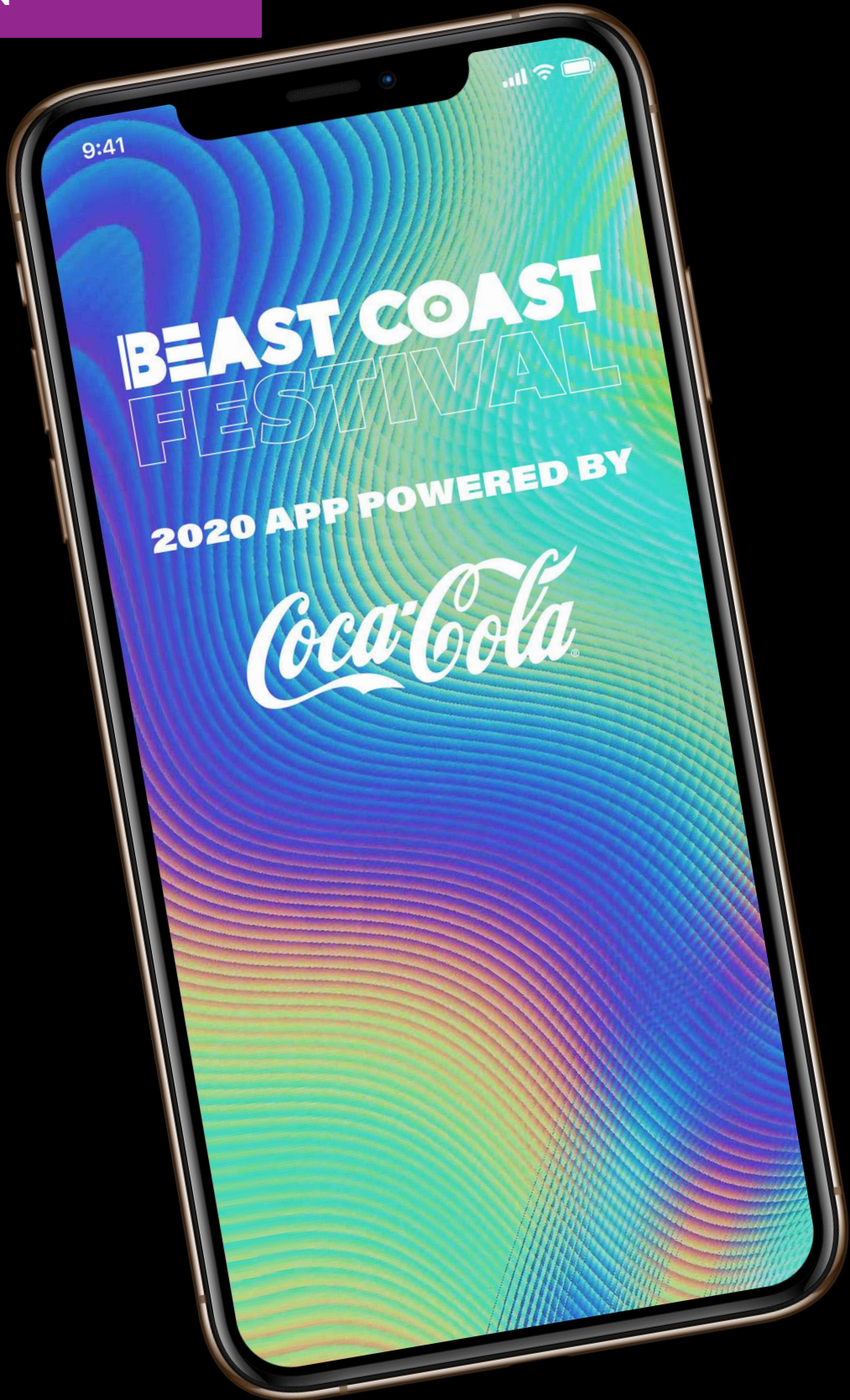
BC

BEAST  
COAST





**MOBILE  
APPLICATION**



9:41



# SCHEDULE



## SATURDAY

OCTOBER 13

## SUNDAY

OCTOBER 14



**CHILDISH GAMBINO**  
THE TABERNACLE STAGE  
ORLANDO, FL 10.13



**DUA LIPA**  
THE TABERNACLE STAGE  
ORLANDO, FL 10.13



**KELELA**  
THE TABERNACLE STAGE  
ORLANDO, FL 10.13



**JADEN SMITH**  
THE TABERNACLE STAGE  
ORLANDO, FL 10.13



**SZA**  
THE TABERNACLE STAGE  
ORLANDO, FL 10.13



**A\$AP ROCKY**  
THE TABERNACLE STAGE  
ORLANDO, FL 10.13



**SYD**  
THE TABERNACLE STAGE  
ORLANDO, FL 10.13



9:41



## SCHEDULE



OCTOBER 13, 2019

# DUA LIPA

THE TABERNACLE STAGE  
TINKER FIELD  
ORLANDO, FL 10.13 7:00 PM



**DUA LIPA**  
THE TABERNACLE STAGE  
ORLANDO, FL 10.13

### TINKER FIELD

287 S Tampa Ave  
Orlando, FL 32805

(407) 440-5700

Dua Lipa is an English singer, songwriter, and model. Her musical career began at age 14, when she began covering songs by other artists on YouTube. In 2015, she was signed with Warner Music Group and released her first single soon after. In December 2016, a documentary about Lipa was commissioned by The Fader magazine, titled See in Blue.

Coming to stage at 7:00 PM

**BUY TICKETS**







# BEAST COAST FESTIVAL

TINKER FIELD • ORLANDO, FL • OCTOBER 13 - OCTOBER 14, 2019 • BEASTCOAST.COM

## SATURDAY OCTOBER 13

**PUSHA T • FAT JOE • FABOLOUS • PLAYBOI CARTI  
KODAK BLACK • YG • TRIPPIE REDD • DABABY  
BLUEFACE • SHECK WES • LIL TJAY • WALE  
MONEYBAGG YO • DESIIGNER  
YOUNG M.A • POLO G • FLIPP DINERO • RICO  
NASTY • JAY CRITCH • LIL KEE • POP SMOKE  
SAINT JHN • CITY MORGUE • KILLY • FAT NICK  
LIL GOTIT • CONWAY THE MACHINE • RONNY J  
COI ELROY • JAY GWUAP0 • RETCH • KEMBA  
LOUGOTCASH • Q DA FOOL • DANNY TOWERS  
SQUIDNICE • 22GZ • BRI STEVES • ANIK KHAN  
LEEKY BANDZ • YOSHI24K • CHINESE KITTY  
ZAHSOSAA • SPACE JAM THE PILOT**

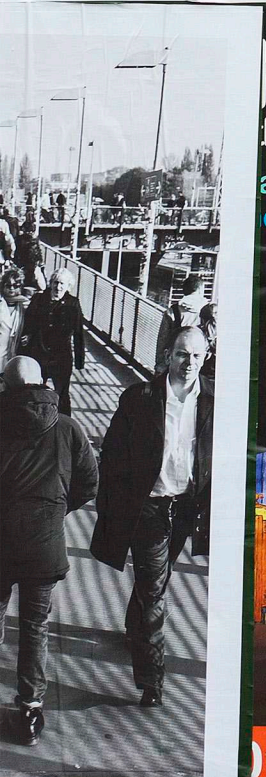
## SUNDAY OCTOBER 14

**JUICEWRLD • A BOOGIE WIT THA HOODIE  
YOUNG THUG • TYGA • SUICIDEBOYS  
SKI MASK THA SLUMP GOD • LIL SKIES • DMX  
ACTION BRONSON • MACHINE GUN KELLY  
DENZEL CURRY • SMOKEPURPP • LIL MOSEY  
MEGAN THEE STALLION • DAVE EAST • LIL  
TECCA • SAWEETIE • MELII • CUREN\$Y  
CASANOVA • DON Q • CALBO • PARDISON  
FONTAINE • DANILEIGH • KASH DOLL • KEY!  
SMOKE DZA • SMOOKY MARGIELAA PI'ERRE  
BOURNE • PHRESHER • GERM • MALIBU MITCH  
ABG NEAL • MIR FONTANE • BABY GOTH  
SWOOSH GOD • CLEVER • DARNELL WILLIAMS  
CHYNNA • BLAATINA • THE KID LARDI • 99  
NEIGHBORS**





ers & more | Good Stuff Carefully Composed since 2002



# BEAST COAST FESTIVAL

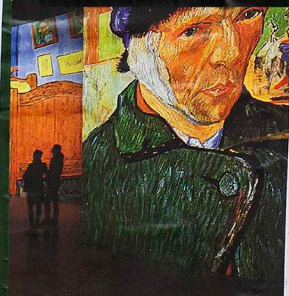
TINKER FIELD · ORLANDO, FL · OCTOBER 13 - OCTOBER 14, 2019 · BEASTCOAST.COM

## SATURDAY OCTOBER 13

PUSHA T · FAT JOE · FABOLOUS · PLAYBOI CARTI  
 KODAK BLACK · YG · TRIPPIE REDD · DABABY  
 BLUEFACE · SHECK WES · LIL TJAY · WALE  
 MONEYBAGG YO · DESIIGNER  
 YOUNG M.A · POLO G · FLIPP DINERO · RICO  
 NASTY · JAY CRITCH · LIL KEE · POP SMOKE  
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 BOURNE · PHRESHER · GERM · MALIBU MITCH  
 ABG NEAL · MIR FONTANE · BABY GOTH  
 SWOOSH GOD · CLEVER · DARNELL WILLIAMS  
 CHYNNA · BLAATINA · THE KID LARDI · 99  
 NEIGHBORS



## MOONDAY THE WEEKEND MOVES ON...

· EVERY MONDAY DEEP-TECH-HOUSE ·

04-05-15 SUN JAMO | YOSH HOUZER

11-05-15 TORUS PROJECT | N.O.B.

11.11.2015







**BEAST COAST FESTIVAL**  
TINKER FIELD · ORLANDO, FL · OCTOBER 13 - OCTOBER 14, 2019 · BEASTCOAST.COM

SATURDAY OCTOBER 13

PUSHA T · FAT JOE · FABOLOUS · PLAYBOI CARTI  
KODAK BLACK · YG · TRIPPIE REDD · DABABY  
BLUEFACE · SHECK WES · LIL TJAY · WALE  
MONEYBAGG YO · DESIGNER  
YOUNG M.A · POLO G · FLIPP DINERO · RICO  
NASTY · JAY CRITCH · LIL KEE · POP SMOKE  
SAINT JHN · CITY MORGUE · KILLY · FAT NICK  
LIL GOTIT · CONWAY THE MACHINE · RONNY J  
COI ELROY · JAY GWUAPO · RETCH · KEMBA  
LOUGOTCASH · Q DA FOOL · DANNY TOWERS  
SQUIDNICE · 22GZ · BRI STEVES · ANIK KHAN  
LEEKY BANDZ · YOSHI24K · CHINESE KITTY  
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SUNDAY OCTOBER 14

JUICEWRLD · A BOOGIE WIT THA HOODIE  
YOUNG THUG · TYGA · SUICIDEBOYS  
SKI MASK THA SLUMP GOD · LIL SKIES · DMX  
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DENZEL CURRY · SMOKEPURPP · LIL MOSEY  
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SMOKE DZA · SMOOKY MARGIELAA P'ERRE  
BOURNE · PHRESHER · GERM · MALIBU MITCH  
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CHYNNA · BLAATINA · THE KID LARDI · 99  
NEIGHBORS



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TINKER FIELD • ORLANDO, FL • OCTOBER 13 - OCTOBER 14, 2019 • BEASTCOAST.COM

SATURDAY OCTOBER 13

PUSHA T • FAT JOE • FABOLOUS • PLAYBO  
KODAK BLACK • YG • TRIPPIE REDD • D  
BLUEFACE • SHECK WES • LIL TJAY •  
MONEYBAGG YO • DESIIGNER  
YOUNG M.A • POLO G • FLIPP DINERO  
NASTY • JAY CRITCH • LIL KEE • POP S  
SAINT JHN • CITY MORGUE • KILLY • FA  
LIL GOTIT • CONWAY THE MACHINE • R  
COI ELROY • JAY GWUAPO • RETCH • K  
LOUGOTCASH • Q DA FOOL • DANNY T  
SQUIDNICE • 22GZ • BRI STEVES • ANI  
LEEKY BANDZ • YOSHI24K • CHINESE  
ZAHOSAAA • SPACE JAM THE PIL

SUNDAY OCTOBER 14

JUICEWRLD • A BOOGIE WIT THA HO  
YOUNG THUG • TYGA • SUICIDEBO  
SKI MASK THA SLUMP GOD • LIL SKIE  
ACTION BRONSON • MACHINE GUN  
DENZEL CURRY • SMOKEPURPP • LIL  
MEGAN THEE STALLION • DAVE EAS  
TECCA • SAWEETIE • MELII • CURRI  
CASANOVA • DON Q • CALBO • PARD  
FONTAINE • DANILEIGH • KASH DOLL  
SMOKE DZA • SMOOKY MARGIELAA  
BOURNE • PHRESHER • GERM • MALIB  
ABG NEAL • MIR FONTANE • BABY C  
SWOOSH GOD • CLEVER • DARNELL W  
CHYNNNA • BLAATINA • THE KID LAR  
NEIGHBORS



DI CARTI  
BABY  
WALE  
  
- RICO  
MOKE  
AT NICK  
ONNY J  
EMBA  
OWERS  
K KHAN  
KITTY  
OT  
  
OODIE  
OYS  
S - DMX  
KELLY  
MOSEY  
T - LIL  
EN\$Y  
DISON  
L - KEY!  
PI'ERRE  
U MITCH  
GOTH  
ILLIAMS  
DI - 99









The background of the page is a close-up, low-angle shot of an arcade game machine. The machine is illuminated with vibrant blue and purple lights. Several circular score displays are visible, some glowing blue and others red. The displays show various scores: 10,000, 4,000, 3,000, 2,000, and 1,000. The machine's structure is made of metal and plastic, with a prominent vertical light bar on the left side. The overall aesthetic is retro and nostalgic, typical of classic arcade games.

# ROCKY'S REPLAY

ARCADE

## PROJECT BRIEF

Combining video games and craft brews is not a new concept, however, we at Rocky's Replay Arcade pride ourselves on being THE place in Orlando to celebrate the video game industry while offering local and national support of craft breweries.

Rocky's Replay is also one of the best venues for birthday parties, group events, company holiday parties, and even team building. Enjoy full-service catering with private party rooms, free wifi, big screen TVs and the latest audiovisual technology.

We take our fun pretty seriously. That means state-of-the-art, 3D, multi-player arcade games, life-sized games of your favorite apps, and your favorite timeless classics. Test your skills, compete with friends, and engage your senses. It's Game On!



**ROCKYS  
REPLAY**

**ARCADÉ**

## LOGO

The logo for Rocky's Replay is ode to the decade of the 1980's. Playing off of the fond colors of teal and coral that were tremendously popular throughout South Florida during the time coupled with aesthetics from skateboarding culture, this is the perfect marriage for an arcade whose theme is of the 80's.

### Final Logo



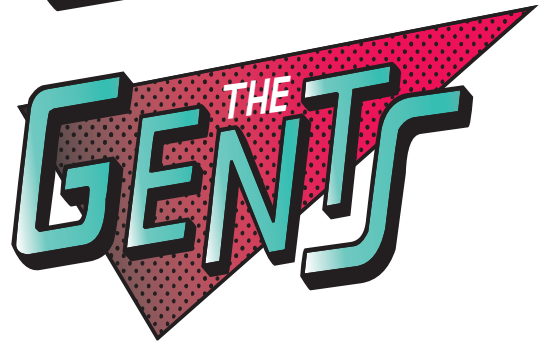
### Previous Draft





## LOGO ASSETS

Below are assets of Rocky's Replay that build off the logo and are used throughout the entire establishment from restroom signs to the Shack Shack to menu item indicators differentiating between foods and drinks.



# COLOR + TYPOGRAPHY

As previously mentioned the colors for the brand draw its inspiration from the colors found in South Florida, particularly South Beach, Miami, Florida. There is also an accompanying color palette present that helps accentuates the bright and vibrant colors that were present in the 1980's.

## Color Scheme

The primary color scheme is teal, coral and black. When many see these colors coupled together, one instantly think of Miami Vice and South Beach Vibes.

The secondary color schemes invokes a sense to all the visitors of the bright times the 1980's made memorable on of excitement, fun and nostalgia.

### Primary Color



### Secondary Color



## Typography

The typographical treatment borrow characteristics from the 80's where bold weights are utilized paired with geometric organic-yet futuristic fonts.

To bring it together and up to date in modern times the body copy is a light and consistent body copy that is easily read.

*Heading // Plateia Bold*

*Subheader // Santa Clara Black*

*Body // Seravek Regular*

**ALWAYS  
CLASSIC**

**ARCADE**

Remember we bring you the best on the East Coast because we're the Beast Coast.



## CORPORATE STATIONARY

It should be very apparent that Rocky's Replay is anything but ordinary and we strived to make sure the corporate stationary for the brand matched that idea. The corporate stationary carries the familiar brand elements vibrant patterns in the form of an envelope, letterhead and business card.









5445 Lake Howell Rd  
Winter Park, FL 32792  
(407) 260-0043



STORE  
MERCHANDISE







*ALWAYS*  
CLASSIC



ROCKY'S  
REPLAY  
ARCADE

*ALWAYS*  
CLASSIC



EAT AND PLAY

*ROCKY'S*  
*REPLAY*  
ARCADE



ABLE AT

EPIC  
HOT  
ROLL



URSHOT

Nikon

*ALWAYS*  
CLASSIC



EAT AND PLAY

ROCKY'S  
REPLAY

ARCADE

IN-HOUSE  
ADVERTISEMENT

WHERE YOU CAN  
EAT AND PLAY  
JUST LIKE YOU  
USED TO.



ALWAYS  
CLASSIC





WHERE YOU CAN  
EAT AND PLAY  
JUST LIKE YOU  
USED TO.



*ALWAYS*  
CLASSIC



# RESTAURANT MENU

Rocky's Replay is not just all about games and merchandise but is an establishment that also serves foods and beverages. With great food and drinks comes an a great menu.

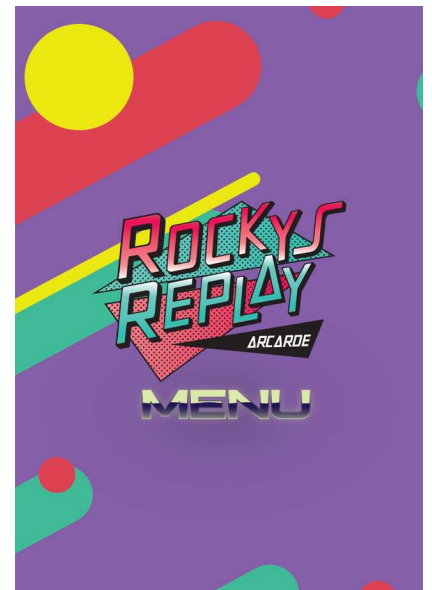
## Initial Draft

My first attempt at creating the menu for Rocky's Replay, my approach was to incorporate familiar elements from the corporate stationary into the menu.

## Inside Pages



## Menu Cover



## Back of Menu





# FINAL MENU

With my revisions for the final menu draft, I made the decision to condense the menu from its original four-page layout into a two-page layout. My main objective was to still incorporate the familiar branding elements throughout the menu while also expanding on elements not frequently used.

## Final Menu

### Front Page



**ROCKY'S REPLAY MENU**

**SANDWICHES**

**BACON CHEDDAR GRILLED CHICKEN SANDWICH** 9  
Our grilled chicken breast is topped with two strips of Appplewood-smoked bacon and Cheddar, then finished with tangy house-made BBQ ranch, crisp lettuce, tomato, onion and pickles on a Brioche bun.

**BUFFALO CHICKEN SANDWICH** 7  
This crispy chicken breast creation is really kickin' with fresh iceberg lettuce, juicy tomatoes, red onion and pickles topped with the zip of classic Buffalo wing sauce and cool house-made ranch dressing. Served on a Brioche bun.

**BARBECUE CHICKEN SANDWICH** 7  
This crispy chicken breast creation is really kickin' with fresh iceberg lettuce, juicy tomatoes, red onion and pickles topped with the zip of classic barbecue sauce and cool house-made ranch dressing. Served on a Brioche bun.

**WHITE CHEDDAR GRILLED CHICKEN SANDWICH** 9  
Our grilled chicken breast is topped with two strips of Appplewood-smoked bacon and Cheddar, then finished with tangy house-made BBQ ranch, crisp lettuce, tomato, onion and pickles on a Brioche bun.

**ROCKY'S BURGER** 8  
A wake up call for your taste buds. Our juicy all-beef patty is topped with crispy hash browns, two strips of Appplewood-smoked bacon, two slices of American cheese, ketchup and a fried egg\*. Served with lettuce, tomato, onion and pickles on a Brioche bun.

**BURGER'S**

**CLASSIC BURGER** 7  
A juicy all-beef burger classic with lettuce, tomato, onion and pickles on a Brioche bun.

**CLASSIC CHEESEBURGER** 8  
A juicy all-beef burger classic with your choice of two cheese slices, lettuce, tomato, onion and pickles on a Brioche bun.

**CLASSIC BACON CHEESEBURGER** 9  
Go old school with our handcrafted all-beef patty topped with your choice of two cheese slices and two strips of Appplewood-smoked bacon. Served with lettuce, tomato, onion and pickles on a Brioche bun.

**TRIPLE BACON BURGER** 12  
Bacon seared into an all-beef patty and topped with bacon, cheddar and BBQ bacon ranch. Served with classic fries.

**WHISKY BACON BURGER** 11  
Savor the rich flavor in this tasty original. An all-beef patty topped with two slices of Pepper Jack cheese, crispy onions, two strips of Appplewood-smoked bacon and Fireball® Whisky-infused steak sauce. Served with lettuce, tomato, onion and pickles on a Brioche bun.

**BRUNCH BURGER** 8  
A wake up call for your taste buds. Our juicy all-beef patty is topped with crispy hash browns, two strips of Appplewood-smoked bacon, two slices of American cheese, ketchup and a fried egg\*. Served with lettuce, tomato, onion and pickles on a Brioche bun.

**WHISKY BACON BURGER** 11  
Savor the rich flavor in this tasty original. An all-beef patty topped with two slices of Pepper Jack cheese, crispy onions, two strips of Appplewood-smoked bacon and Fireball® Whisky-infused steak sauce. Served with lettuce, tomato, onion and pickles on a Brioche bun.

**ROCKY'S BURGER** 8  
A wake up call for your taste buds. Our juicy all-beef patty is topped with crispy hash browns, two strips of Appplewood-smoked bacon, two slices of American cheese, ketchup and a fried egg\*. Served with lettuce, tomato, onion and pickles on a Brioche bun.

### Back Page



**APPETIZERS**

**ROCKY'S WINGS** 8  
Crispy breaded pieces of tender boneless chicken tossed in your choice of: Classic Hot Buffalo sauce Honey BBQ sauce Sweet Asian chile sauce Served with Bleu cheese or ranch dressing.

**CHICKEN TENDERS** 7  
Twice battered and fried, these crisp outside, tender inside wings are tossed in a choice of - Classic Hot Buffalo sauce - Honey BBQ sauce - Sweet Asian chile sauce Served with Bleu cheese or ranch dressing and our delicious french fries.

**GRILLED CHICKEN WONTON TACOS** 7  
A deliciously different way to taco. Tangy grilled chicken, sweet Asian chile sauce and dumpling sauce stuffed into crispy wonton shells and topped with a crunchy slaw and cilantro mix.

**DOUBLE CRUNCH BONE-IN WINGS** 7  
Twice battered and fried, these crisp outside, tender inside wings are tossed in a choice of - Classic Hot Buffalo sauce - Honey BBQ sauce - Sweet Asian chile sauce Served with Bleu cheese or ranch dressing.

**TACO TOPPED QUESO + CHIPS** 9  
Melty white queso dip is topped with taco-seasoned ground beef and served with freshly made white corn tortilla chips.

**ROCKY'S NACHOS** 7  
Doubled layered, house-made tostada chips, chili, Hatch chile con queso, house-made pico de gallo, jalapenos, crema, cilantro, tomato salsa, and the option to add grilled chicken.

**THE CLASSIC COMBO** 8  
All the classic apps you love - Boneless Wings, Spinach & Artichoke Dip, Chicken Quesadilla, and delicious Mozzarella Sticks.

**BREADSTICKS WITH ALFREDO SAUCE** 9  
Five golden brown signature breadsticks brushed with garlic and parsley butter. Served with creamy Alfredo sauce for dipping.

**BRISKET QUESADILLA** 12  
Warm, grilled tortillas are loaded with shredded beef brisket, house-made pico de gallo and a blend of melted Cheddar cheeses. Served with our chipotle lime salsa and sour cream.

**CHICKEN QUESADILLA** 11  
Warm, grilled tortillas are loaded with shredded Chipotle Lime Chicken, fresh pico and a blend of melted Cheddar cheeses. Served with our chipotle lime salsa and sour cream.

**WHITE QUESO DIP + CHIPS** 8  
Melty white queso dip served with freshly made white corn tortilla chips.

**SIDES**

**FRENCH FRIES** 1.5

**ORION RINGS** 2

**POTATO WEDGES** 2.5

**BUFFALO CHIPS** 2

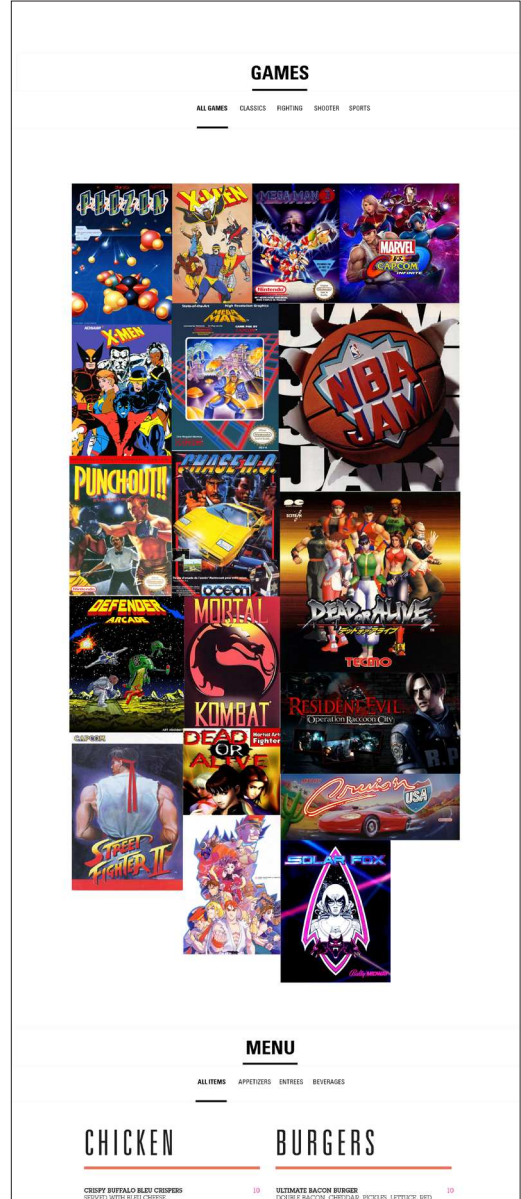
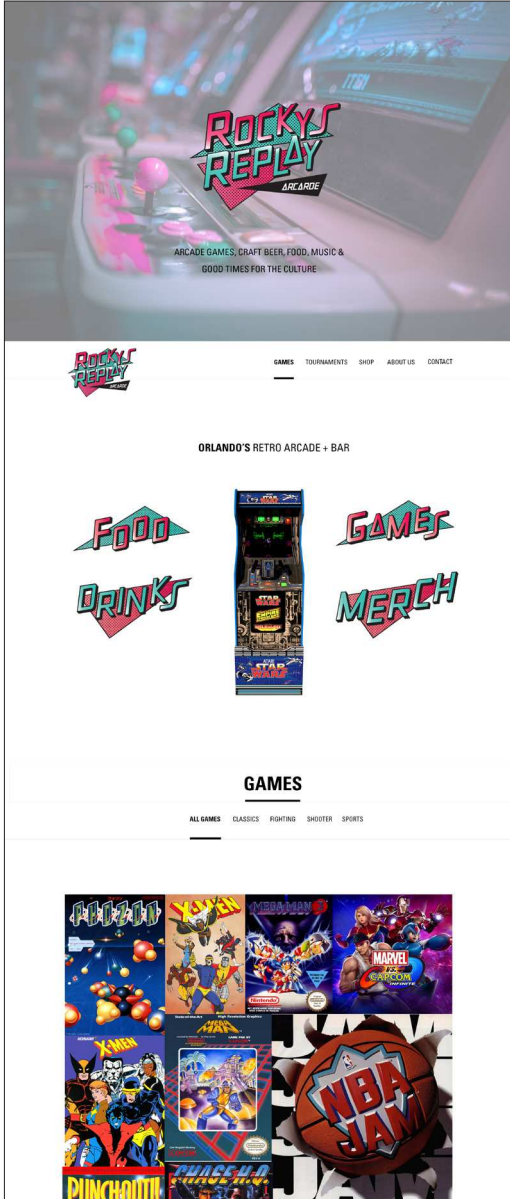
**MAC + CHEESE** 1.5

**CHIPS + SALSA** 2

**COLESLAW** 2.5

**SIDE SALAD** 2

# WEBSITE









# ROCKY'S REPLAY

ARCADE

ARCADE GAMES, CRAFT BEER, FOOD, MUSIC &  
GOOD TIMES FOR THE CULTURE



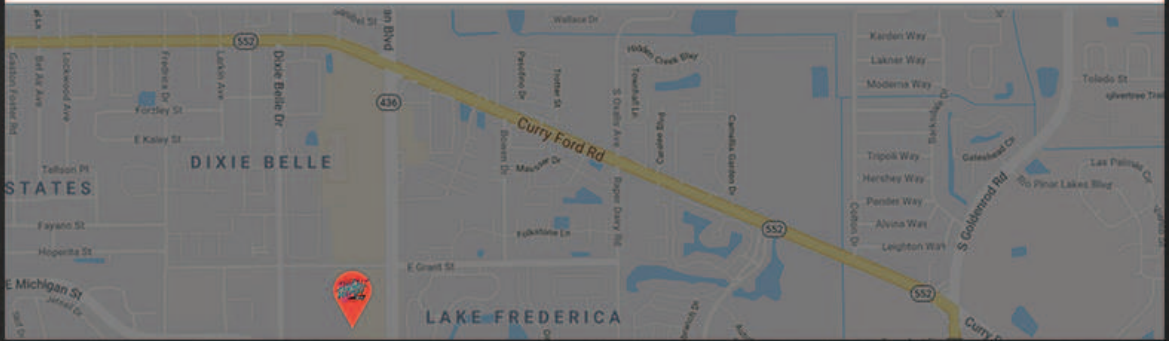







# HOURS

**MONDAY - FRIDAY** 5:00 PM - 2:00 AM  
**SATURDAY + SUNDAY** 5:00 PM - 2:00 AM







A street scene with a building facade, a person walking, and a camera on a tripod. The scene is captured in a cinematic style with muted colors. A person in a brown jacket and hat walks across the sidewalk from left to right. In the background, a building has a sign that says "PESTO BOWL". A camera on a tripod is set up on the sidewalk. The overall atmosphere is quiet and observational.

# COL PHO HOBY

COLONIAL PHOTO & HOBBY

## PROJECT BRIEF

Colonial Photo & Hobby is an establishment that specializes in selling camera equipment and items that coincide with specific hobbies. Aside from being a store Colonial Photo and Hobby is considered a cultural staple in Orlando, Florida dating back to the 1950's. Much to the success of Colonial Photo and Hobby is that the business looks timeless, almost virtually untouched on the outside from the day it was purchased.

This project is the vision of a rebrand while still being rooted and recognizable to Colonial Photo and Hobby's consumer base while appealing to a new demographic being introduced to Colonial Photo and Hobby for the first time.





COLONIAL PHOTO & HOBBY

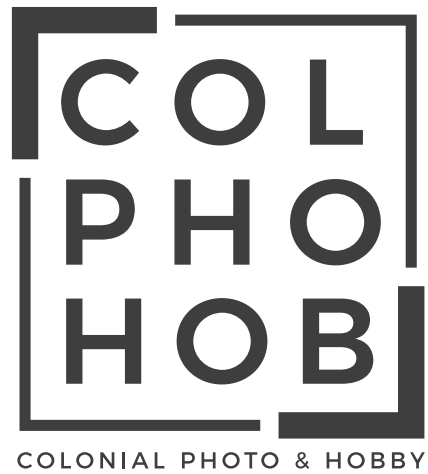
# LOGO

The approach for the logo was placed on the emphasis as being avant-garde and prevalent. Designed for attracting a new consumer base as well as a reintroduction to their current and familiar consumer base. The logo is designed for both new consumers coming to Colonial Photo & Hobby for the first time as well as returning consumers.

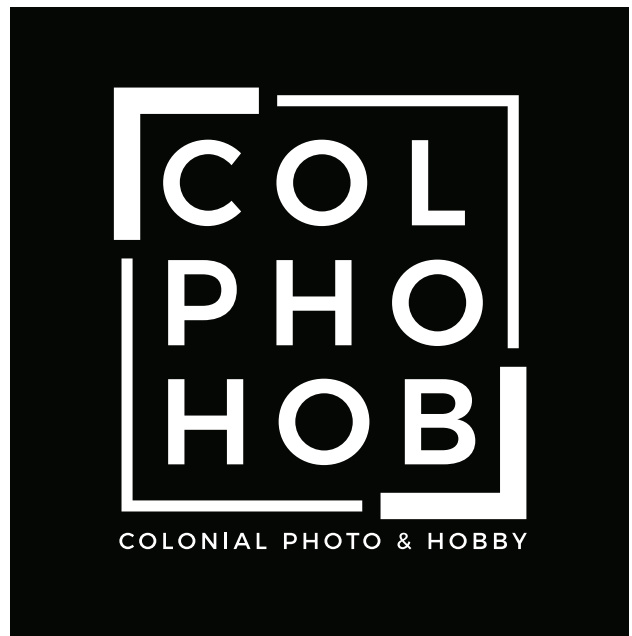
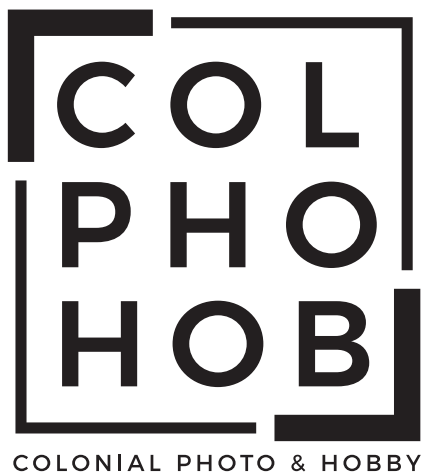
## Primary Logo



## Secondary Logo



## Alternative Logo



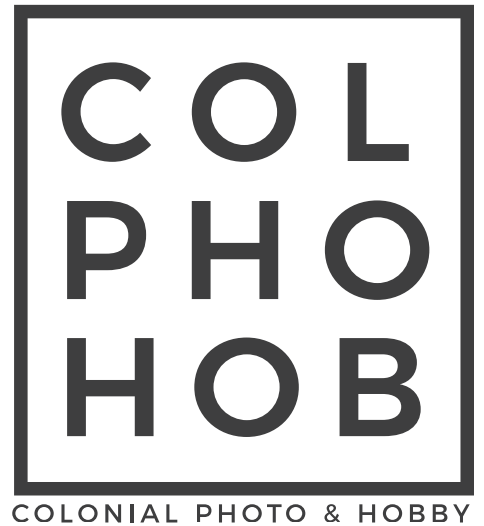
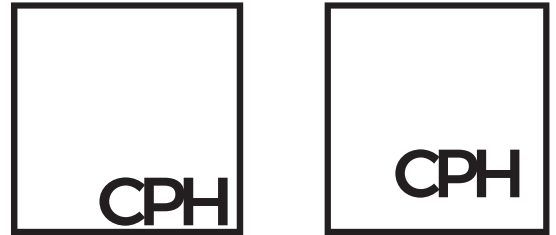


## LOGO PROCESS

The goal in mind when creating the logo for Colonial Photo & Hobby was to be able to have a logo that can easily be abbreviated or be read in a shorthand fashion. I explored various ideas of playing around with the first letters of each of the words for Colonial Photo and Hobby, the letters "C", "P" and "H."

Not to limit myself, I also explored the idea of utilizing the first three letters of each word: COL, PHO, and HOB.

### Previous Draft



### Final Logo



The final logo result is having the COL, PHO and HOB in a semi-closed boxed with easily recognizable crop mark iconography incorporated into the logo itself. I also included "Colonial Photo & Hobby" underneath the logo.

# COLOR + TYPOGRAPHY

Pursuing a modern approach with minimalism in mind the colors are primarily muted with the exception of one accent color. Continuing the modern approach into the typography, the typographic treatment contains sans-serif typefaces with varying weights within their font-family.

## Color Scheme

The primary color scheme consists of a darker hues with the exception of the orange to help bring attention to areas that require special attention.

The secondary color scheme is a cooler color palette however it is majority utilized mostly on web along with special print collateral pieces.

### Primary Color



### Secondary Color



## Typography

The typography is both modern and elegant. Focusing on slimmer type the typographic treatment is solely sans serif typefaces. The type is easily legible and reads well throughout various formats.

*Heading // Montserrat Bold*

**COLONIAL PHOTO & HOBBY**

*Subheader // Montserrat Semibold*

**COLONIAL PHOTO & HOBBY**

*Body // Montserrat Regular*

Our store is a unique blend of products for the amateur to the professional. Low end or high end, we carry a broad selection to fill your every need. If you have a question, our staff can always find an answer for you.

*Heading // Lato Bold*

**COLONIAL PHOTO & HOBBY**

*Subheader // Lato Regular*

**COLONIAL PHOTO & HOBBY**

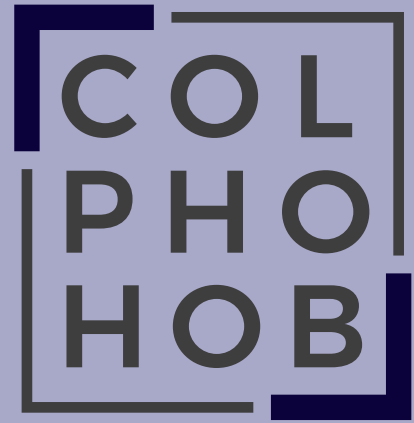
*Body // Lato Light*

Our store is a unique blend of products for the amateur to the professional. Low end or high end, we carry a broad selection to fill your every need. If you have a question, our staff can always find an answer for you.





COLONIAL PHOTO & HOBBY



COLONIAL PHOTO & HOBBY



COLONIAL PHOTO & HOBBY



COLONIAL PHOTO & HOBBY



COLONIAL PHOTO & HOBBY

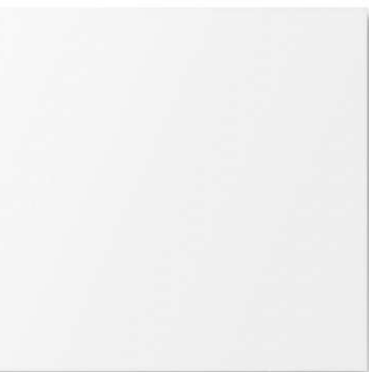


COLONIAL PHOTO & HOBBY

**CORPORATE  
STATIONARY**







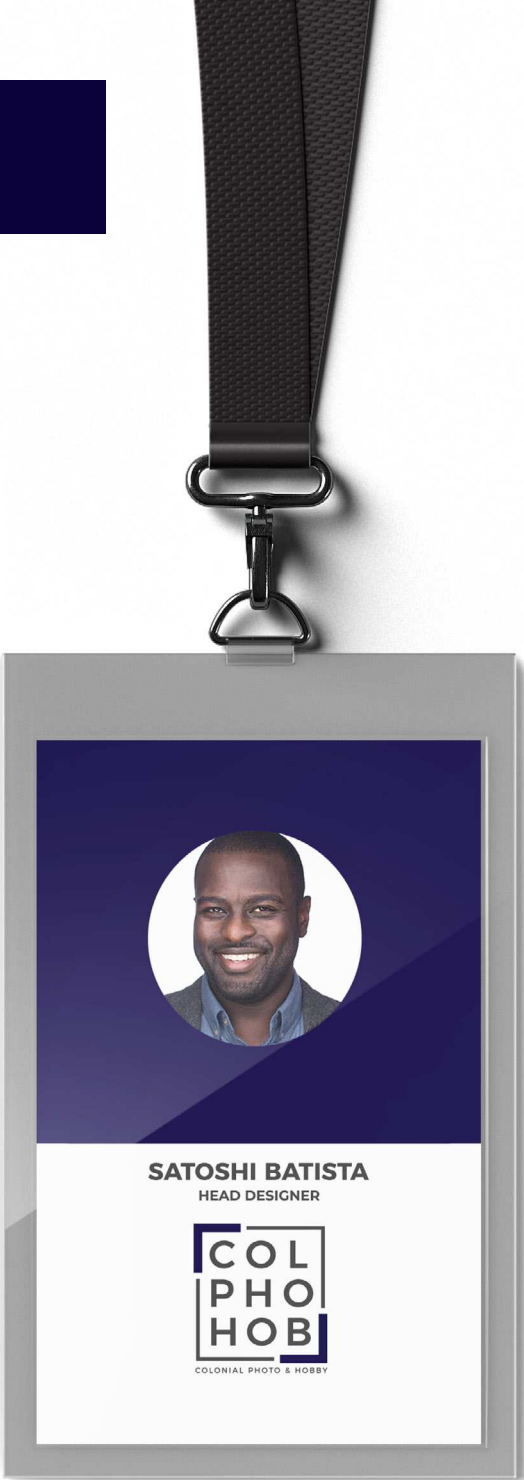






COLONIAL PHOTO & HOBBY  
634 N MILLS AVE  
ORLANDO, FL 32803

**CORPORATE  
IDENTIFICATION**







**NOW AVAILABLE AT**



**#SHOOTYOURSHOT**

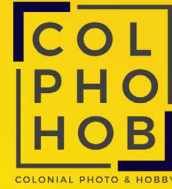


The EOS 5D Mark IV camera builds on the powerful legacy of the 5D series, offering amazing refinements in image quality, performance and versatility. Canon's commitment to imaging excellence is the soul of the EOS 5D Mark IV. Wedding and portrait photographers, nature and landscape shooters, as well as creative videographers will appreciate the brilliance and power that the EOS 5D Mark IV delivers.





NOW AVAILABLE AT



#SHOOTYOURSHOT



Nikon proudly introduces the **Nikon D850**, the next evolution in high resolution DSLRs, a camera that allows photographers to capture fast action in 45.7 megapixels of brilliant resolution. With remarkable advancements across the board—sensor design, autofocus, dynamic range, sensitivity, Speedlight control, battery life, shutter and mirror drive mechanisms, Silent Photography in Live-View mode, focus shift.

**Nikon**





**Don't**  
**forget**  
**to eat.**



Want to lose a lot of weight? Pick up a Game Boy® Color and watch what happens.  
But you can't live on fun alone, so remember to take a cheeseburger every once in a while.

**GET INTO IT.**

NOW AVAILABLE AT



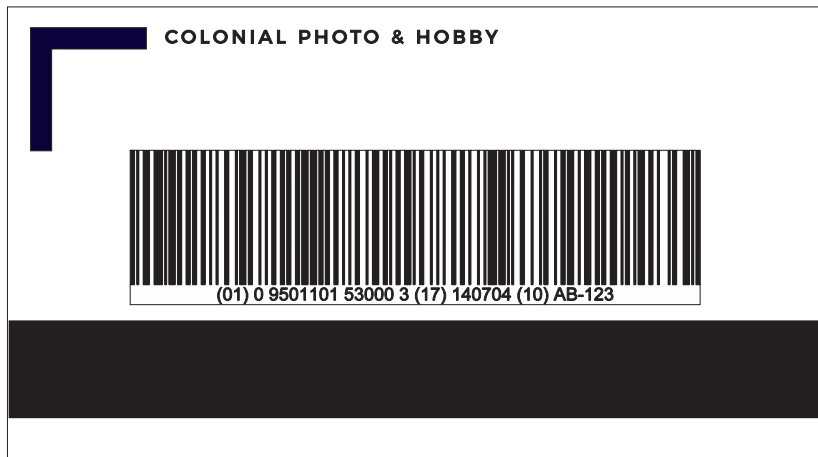
**#SHOOTYOURSHOT**



Nikon proudly introduces the Nikon D850, the next evolution in high resolution DSLRs, a camera that allows photographers to capture fast action in 45.7 megapixels of brilliant resolution. With remarkable advancements across the board—sensor design, autofocus, dynamic range, sensitivity, Speedlight control, battery life, shutter and mirror drive mechanisms, Silent Photography in Live-View mode, focus shift.

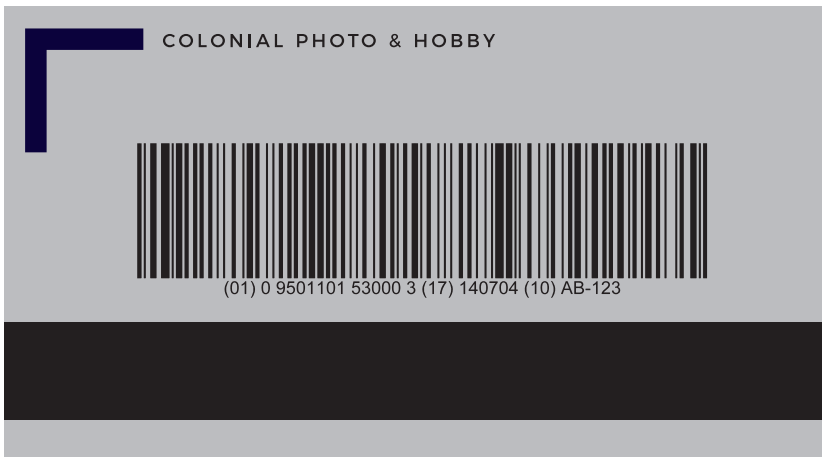
**Nikon**

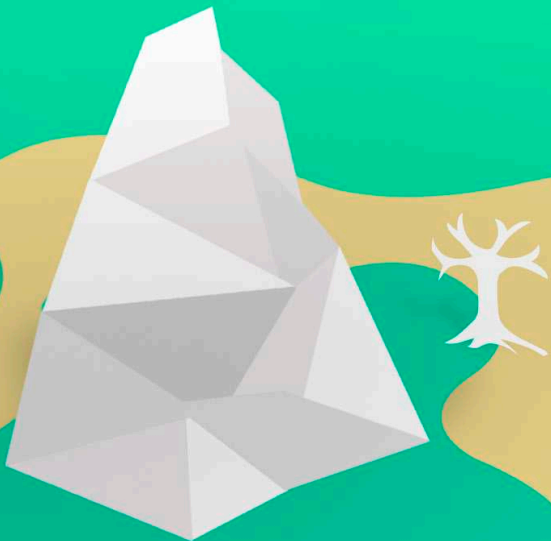
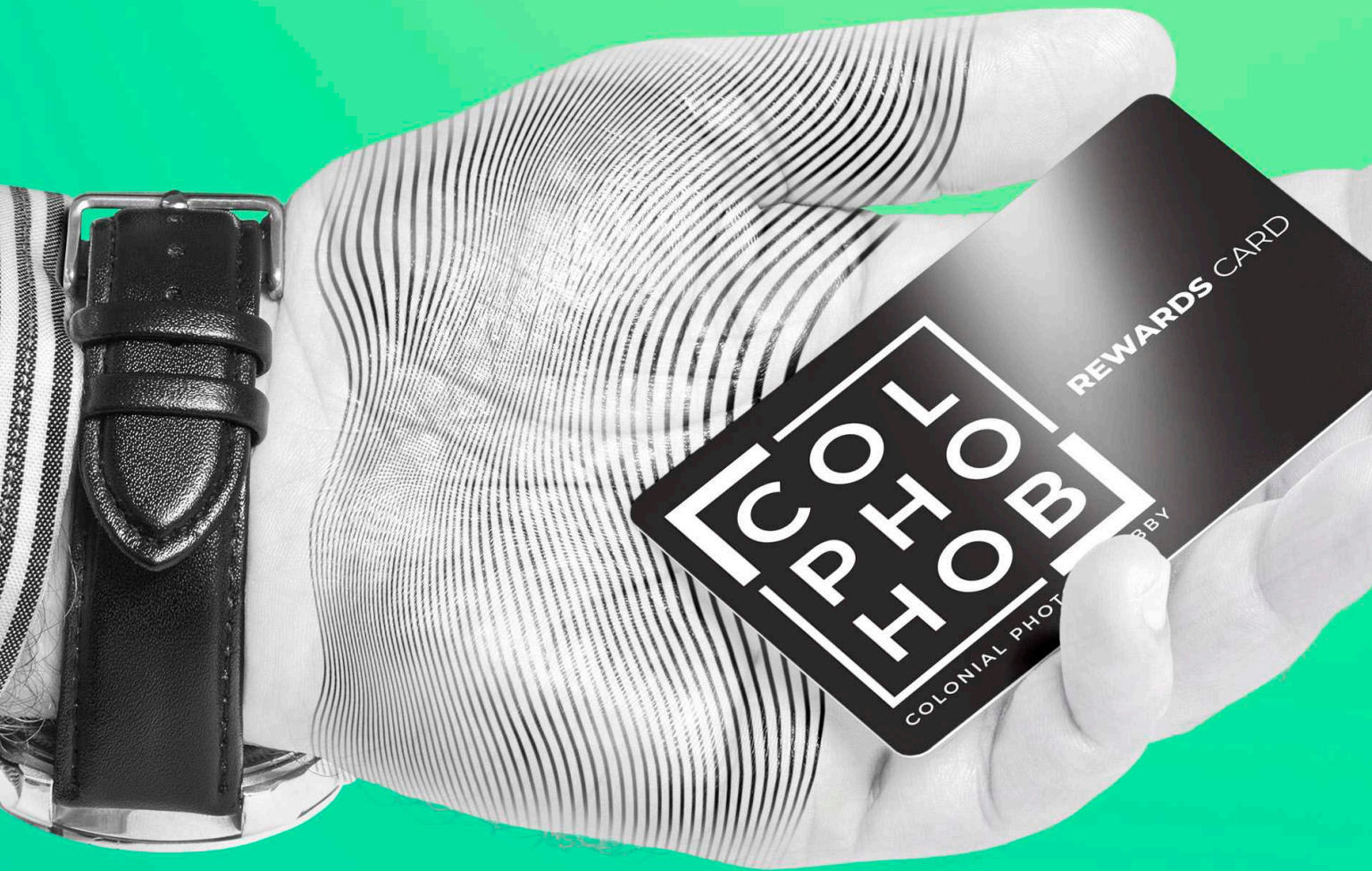
**IN-STORE PAYMENTS  
REWARDS CARD**





**IN-STORE PAYMENTS  
GIFT CARD**



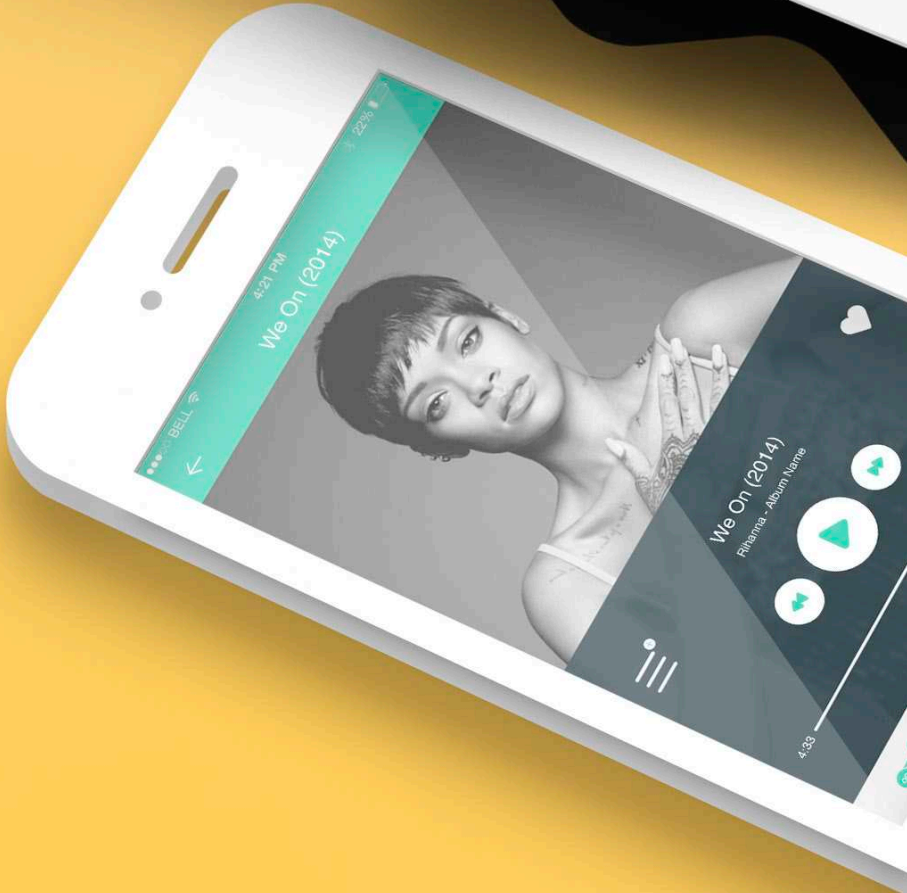








COLONIAL PHOTO & HOBBY







GIFT CARD

COL  
PHO  
HOBY  
COLONIAL PHOTO & HOBBY

GIFT CARD

# WEBSITE

The visual identity of the website brings strength together, simplicity and rigor to the brand, extending a cohesive look and voice to Colonial Photo & Hobby products, services and their renown expertise.

Throughout the branding, the use of white space allows elements to breathe and helps the brand feel open and accessible, and sets off the iconic color palette of midnight blue, pale blue and slate gray.

**COLPHOB**  
COLONIAL PHOTO & HOBBY

**SHOOT YOUR SHOT AND MORE**

Add-on Colonial Photo & Hobby Membership for the first look at all our new products, before everyone else. Sign up here.

Email

New Photography Processing Search Q  
Shop All Hobbies Framing  
Back in Stock Trains Science & Discovery

Cart (3)  
Login  
\$492

**New Arrivals**  
[Shop Now](#)

**Back in Stock**

**Shoot Your Shot**  
[Visit blog](#)

We at Colonial Photo & Hobby exist to assist lovers of all of hobbies and photography create that moment. Our blog **Shoot Your Shot** showcases some of the stunning photography that the community is able to capture with the products that comes from our store.

About  
Instagram  
Facebook

Shoot Your Shot

Orders: 634 N Mills Avenue  
Shipping: Orlando, Florida 32803  
Return: United States

Terms: Weekdays: 10am - 7pm  
Spacers: Saturdays: 10am - 7pm  
Back to top: Sunday: Closed

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Toll: 800-841-1485  
Fax: 407-423-1246  
cphemail@cphtun.com

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 Nikon

Nikon  
**Nikon D850 Full-Frame DSLR Camera**

Price  
**\$3,299.99**



Add to Cart

In Stock

Description

Experience the next frontier in full-frame, high-resolution, high-speed digital SLR cameras. The powerful new FX-format digital SLR camera engineered with a range of new technologies, features and performance enhancements.

About  
 Instagram  
 Facebook

Shoot Your Shoot

**Overview**

**What's Included**

- Nikon D850 DSLR Camera (Body Only)
- Rechargeable Li-Ion Battery (EN-EL15a)
- Battery Charger (MH-Z5a)
- USB Cable (UC-E22)
- HDMI/USB Cable Clip
- Strap (AN-DC18)
- Body Cap (BF-1B)
- Fluorine-Coated Finder Eyepiece (DK-17F)
- Owner's manual

**What's Included**

**45.7-megapixel, 35.9mm x 23.9mm FX-format full-frame CMOS sensor**  
 Create enlargements all the way up to poster-sized prints, or crop aggressively to frame the perfect shot in glorious detail.

**ISO 64-25,600 (expandable to 32, 51,200 or 102,400)**  
 For shooting in most lighting conditions.

**Never miss a shot with ultrafast 9\* fps (frames per second)**  
 Shoots up to 9\* frames per second at full-resolution 45.7 megapixels, so you capture it all, from heartwarming smiles to game-winning goals.

**153-point autofocus (including 99 cross-type sensors and 15 sensors that support 1/8)** quickly tracks and locks onto your subject  
 Allows you to confidently capture everything from fast-action sports to fast-moving wildlife.

**Built-in Wi-Fi to instantly share your pictures**  
 Lets you transfer photos to your compatible cell phone, tablet or other Wi-Fi-enabled devices.

**Capture spectacular movies in 4K Ultra HD**  
 An intelligent image sensor reads movie images at faster rates than ever, significantly reducing the rolling shutter distortion that can occur while panning or shooting fast-moving subjects.

**3.2" touch-sensitive TFT-LCD**  
 Features 170° viewing, and renders bright, crisp images, plus precise Live View and movie shooting, lets you accurately preview the shot before taking it.

**EXPEED 5 image processing engine delivers blazing speed and performance**  
 From shooting images and videos, to playback and data transfer, this processor handles even the most demanding tasks with ease.

**Eye-level pentaprism single-lens reflex viewfinder provides virtually true-to-life image representation**  
 With approximately 100% horizontal and vertical frame coverage, you can compose the shot by seeing virtually the same shot the lens sees.

**TTL (Through the Lens) exposure metering**  
 With programmed auto with flexible program, manual, aperture priority, shutter priority and picture control

**Nikon's first back-side illuminated (BSI) full-frame sensor with no optical low-pass filter**  
 A marvel of ingenuity, it achieves extraordinary image quality, enhanced light gathering efficiency, faster data readout and truer color.

**HDMI type C output makes HDTV hookup a snap**  
 Easily connect your camera to an HDTV for immediate movie playback. HDMI cable required, sold separately.

**Dual memory card slots for storing or transferring data**  
 Accepts XQD and Secure Digital (SD) cards. Memory cards not included.  
 \*Requires an EN-EL18b battery inserted in an MB-D18 battery pack

**Overview**

**Overview**

**Overview**

**Overview**

About  
 Instagram  
 Facebook

Shoot Your Shoot

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 Toll: 800-841-1485  
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 Saturday: 10am - 7pm  
 Sunday: Closed





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[< Return to cart](#)

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Nikon

**Nikon D850 Full-Frame DSLR Camera** \$3,299.99

Subtotal \$3,299.99  
Shipping -

**Total \$3,299.99**







# Jubilee

ACCOUNTING FIRM & SERVICES

## PROJECT BRIEF

In a Jubilee relationship, clients work with some of the leading minds in the accounting profession who work relentlessly to provide unique solutions tailored to their individual needs. Jubilee professionals take the time to understand all aspects of a client's financial situation—recognizing the complex interplay between the needs and goals of the business, the family, and the individual. Focused on teamwork and collaboration, the Jubilee Team works together to deliver value and help their clients achieve their strategic objectives.

Our goal for Jubilee was to create a visual identity and brand for their business-to-business company. For this company, in addition to the branding elements, a website was created that included a client portal section, where Jubilee's business clients may view their account and be able to complete necessary daily operational tasks. Also included is a product page for the service section, where both current and potential business clients may see the products for the services offered.



# Jubilee

ACCOUNTING FIRM & SERVICES

## LOGO

A balance of detail, orthodox tradition and a splash of color all were in mind in the planning of the logo for Jubilee. The logo was designed to perform across various platforms and scales, from the small-space digital world to environmental installations.

Primary Logo

**Jubilee**  
ACCOUNTING FIRM & SERVICES

Secondary Logo

**Jubilee**  
ACCOUNTING FIRM & SERVICES

Logo in use





## Logo Wireframe

BARZ AND NETA (2006) PUBLISHED A PAPER CALLED,  
"HUMANS PREFER VISUAL CURVED OBJECTS." THEY FOUND  
THAT...WELL...HUMANS PREFER VISUAL CURVED OBJECTS.  
ANGULAR SHAPES TRIGGER AN EVOLUTIONARY THREAT.

JUBILEE IS A CELEBRATORY EVENT



LIMITED LIABILITY MEANS THAT ITS OWNERS, ALSO CALLED  
MEMBERS, ARE USUALLY NOT PERSONALLY RESPONSIBLE FOR  
THE LLC'S DEBTS AND LAWSUITS.



GREEN IS CALMING  
GREEN IS OPTIMISTIC  
GREEN IS EXCITING  
GREEN IS GROWTH

### Initial Logo

**Jubliee**  
ACCOUNTING FIRM & SERVICES

The first iteration of the logo is a contrast of a tall straight sans serif font with a lighter weight below to create balance.

The heavier weight spelling out the company name is a top while the services of what the company is display below.

### Final Logo

**Jubilee**  
ACCOUNTING FIRM & SERVICES

The first iteration of the logo is a contrast of a tall straight sans serif font with a lighter weight below to create balance.

The heavier weight spelling out the company name is a top while the services of what the company is display below.

# COLOR + TYPOGRAPHY

The ideation for Jubilee was creating a branding language that appeals to all companies whether they are brand new startups or household. The combination of one bright color as a primary color

## Color Scheme

The primary color scheme consists of green and blue with support from black and white. The green and blue serves as the main identity and uniqueness for the company and it.

The secondary color scheme consists of different shades of blue used primarily in the client portal as well as throughout the secondary pages on the website.

### Primary Color



### Secondary Color



## Typography

The typography is a combination of characteristics that would be familiar in the financial world yet paired with thick and slim font weights that is present today. Focusing on slimmer type the typographic treatment is solely sans serif typefaces. The type is easily legible and reads well throughout various bodies of text. The thicker font weight are reserved for headings and items that need immediate attention from the client.

*Heading // Spartan MB Black*

**ALWAYS CLASSIC**

*Subheader // Spartan MB Bold*

**ARCADE**

*Body // Spartan MB Regular*

Remember we bring you the best on the East Coast because we're the Beast Coast.

*Heading // HK Grotesk Bold*

**ALWAYS CLASSIC**

*Subheader // HK Grotesk Regular*

**ARCADE**

*Body // HK Grotesk Light*

Remember we bring you the best on the East Coast because we're the Beast Coast.



**Jubilee**  
ACCOUNTING FIRM & SERVICES

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**CORPORATE  
STATIONARY**






**Jubilee**  
ACCOUNTING FIRM & SERVICES

Prasent dui elit, luctus id  
rhoncus eu, tempus ac ligula  
Sit amet hendrerit orci

Prasent dui elit  
Id rhoncus eu  
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sit amet, venenatis nisl.

  
Prasent dui elit  
Id rhoncus eu

1023 1st Ave  
Seattle, WA 98104  
(206) 622-4111  
hello@jubilee.com

**Jubilee**  
ACCOUNTING FIRM & SERVICES

Harold Washington  
Chief Financial Officer

(206) 622-4111  
hello@jubilee.com

We help  
make your  
dollars  
make sense

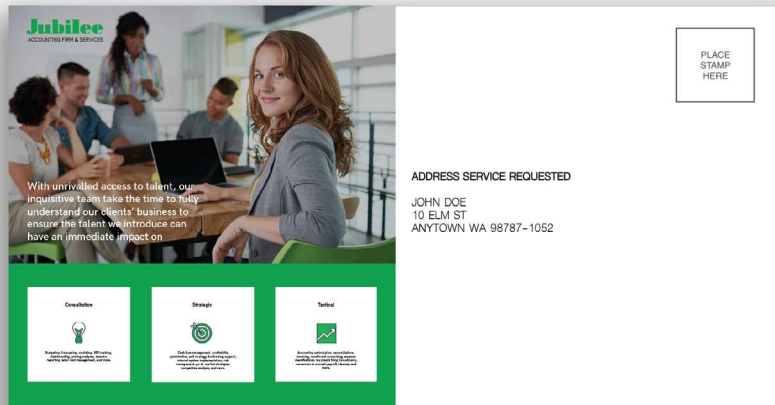






# DIRECT MAILER POST CARD

The direct mailer post card for Jubilee is an extension of our services as well as an introduction for new clientelle. Briefly including some of the popular services offered at Jubilee as well as an overview of who and what Jubilee is.



In a Jubilee relationship, clients work with some of the leading minds in the accounting profession who work tirelessly to provide unique solutions tailored to their individual needs. Jubilee professionals take the time to understand all aspects of a client's financial situation— recognizing the complex interplay between the needs and goals of the business, the family, and the individual. Focused on teamwork and collaboration, the Jubilee Team works together to deliver value and help clients achieve their strategic objectives



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**Jubilee**  
ACCOUNTING FIRM & SERVICES

With unrivalled access to talent, our inquisitive team take the time to fully understand our clients' business to ensure the talent we introduce can have an immediate impact on

ADDRESS SERVICE REQUESTED

JOHN DOE  
10 ELM ST  
ANYTOWN WA 98787-1052

**Consultation**

Bookkeeping, forecasting, modeling, CFO coaching, tax planning, pricing and cost analysis, reporting, client and management, and more.

**Strategic**

Cash flow management, profitability optimization, unit strategy, fundraising support, financial system implementation, and management, due diligence and strategic, operational insights, and more.

**Tactical**

Accounting system setup, consolidation, auditing, month-end processing, system implementation, tax and payroll filing, and advisory services to account, payroll, clearing, and more.





# WEBSITE

The website for Jubilee is a showcase of not only the services Jubilee provides for their business-to-business clients but also a showcase of the culture. The website features imagery of the workplace, the staff and as well as the companies Jubilee has worked with in the past. The website is prominent of the primary colors of green and blue.

Services section utilizing vector illustrations breaks up the imagery and also provides details of what you can expect when you have Jubilee managing all of your accounting and financial services.

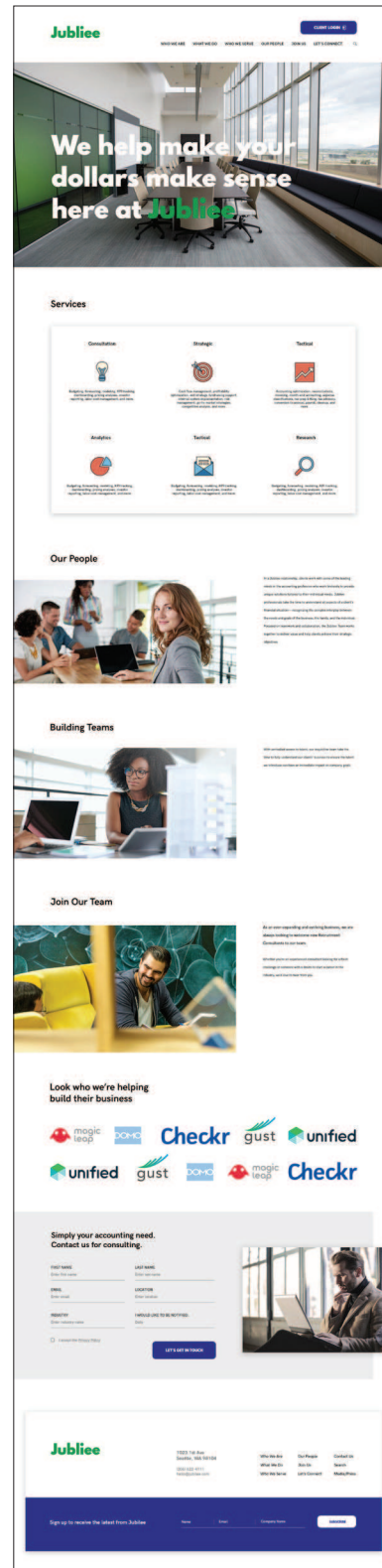
The middle section of the homepage showcases culture. Beginning with "Our People" the wonderful people who are apart of the Jubilee team responsible for all of your company's accounting needs.

Following "Our People" is "Building Teams" where the emphasis is that we are partners in achieving all of your company's financial goals.

Lastly "Join Our Team" is always looking for new talent and constantly expanding.

Toward the bottom of the website is a contact form present and available to reach out to Jubilee to inquire about their services.

## Website Comp





**Jubilee**  
ACCOUNTING FIRM & SERVICES

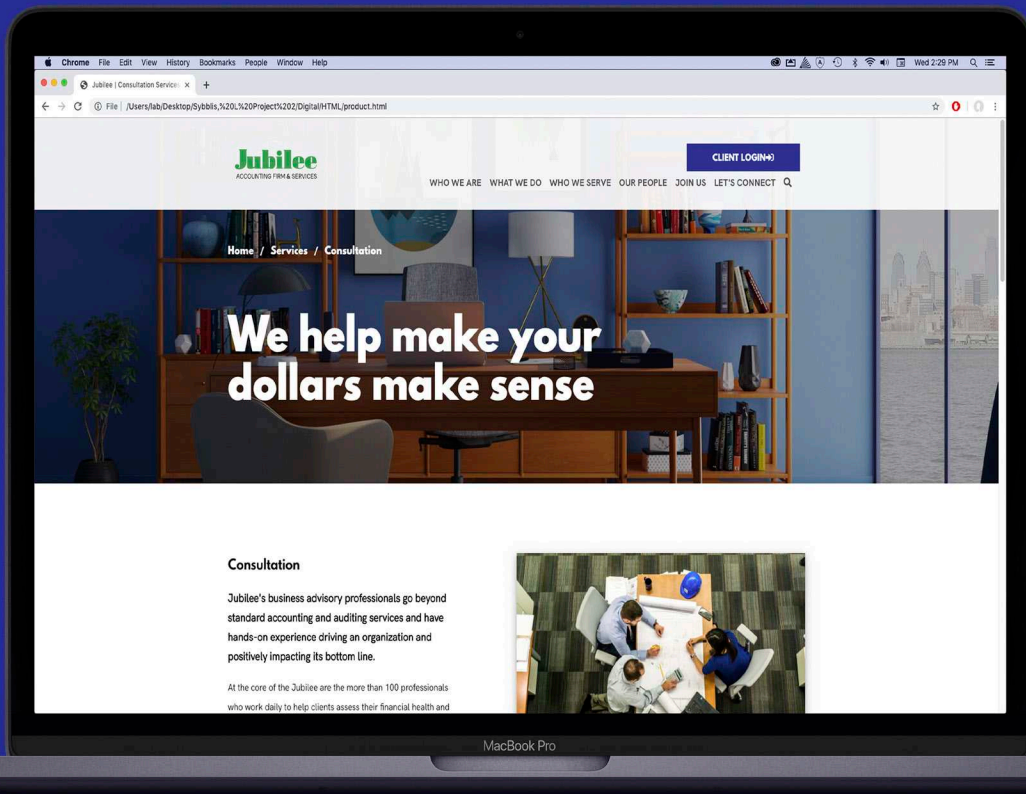


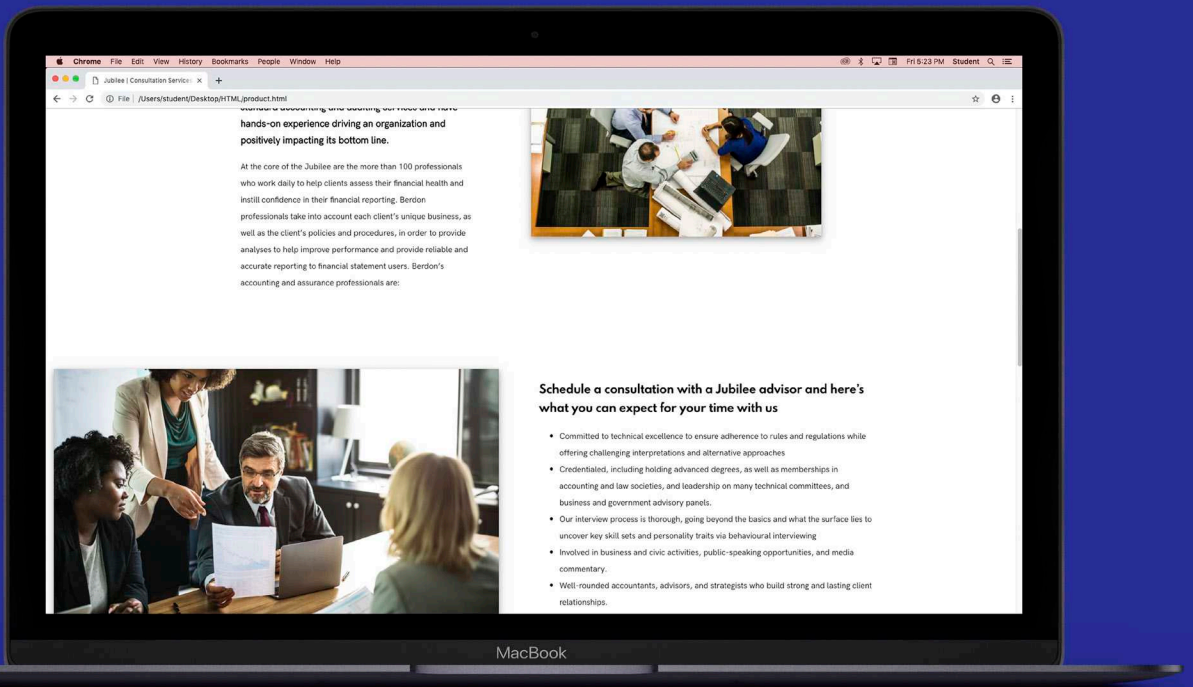
[Home](#) / [Services](#) / [Consultation](#)

**We help make  
your  
dollars make  
sense**



**Consultation**









Home / Our People

**Large enough to  
meet all your  
needs, small  
enough to know  
your name**

### **Our People**

Quite simply, our people are what makes us Jubilee.

We firmly believe in the power of good people doing amazing things in the right environment.

At Jubilee, we are warm-hearted. We



Home / Services

**We provide  
excellent services  
through  
professionalism,  
responsiveness  
and quality**

**Services**

Consultation



**We help make your  
dollars make sense**

[LEARN HOW TODAY](#)

**Services**

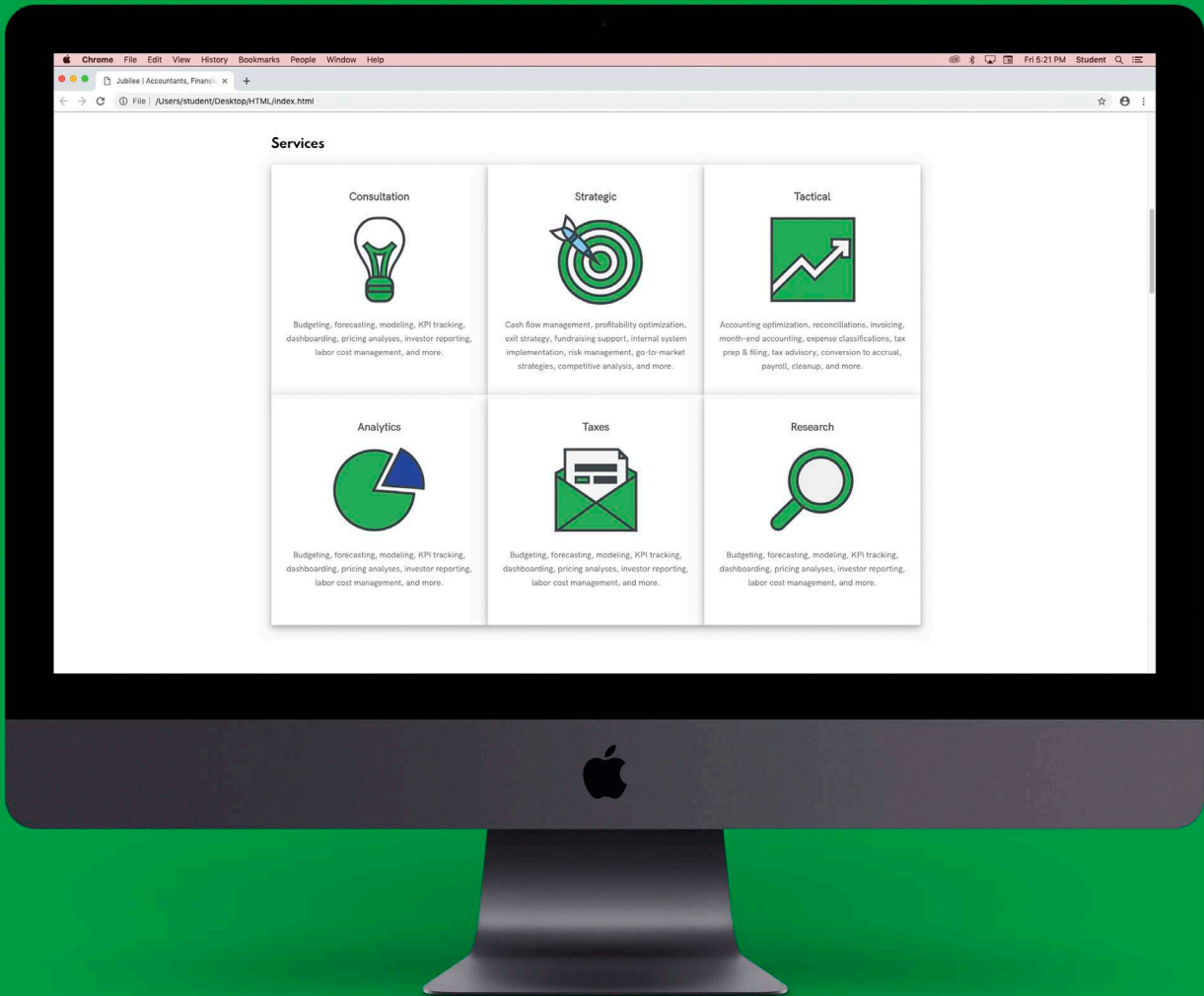
Consultation

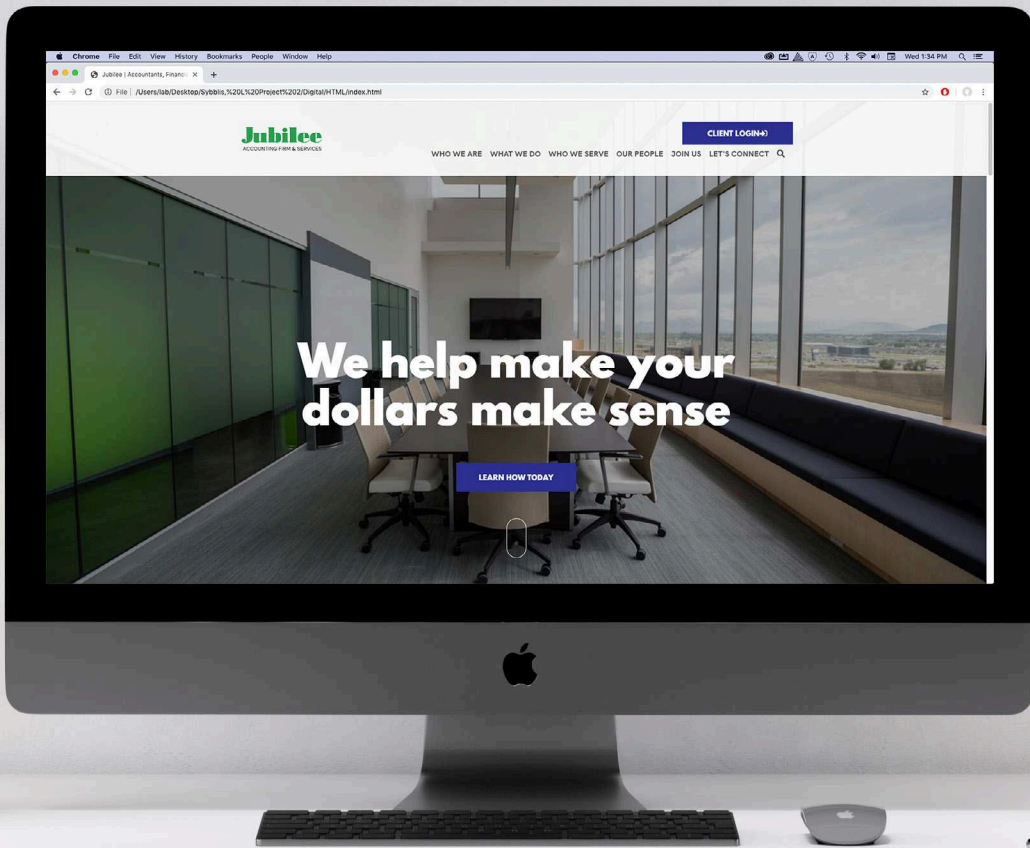


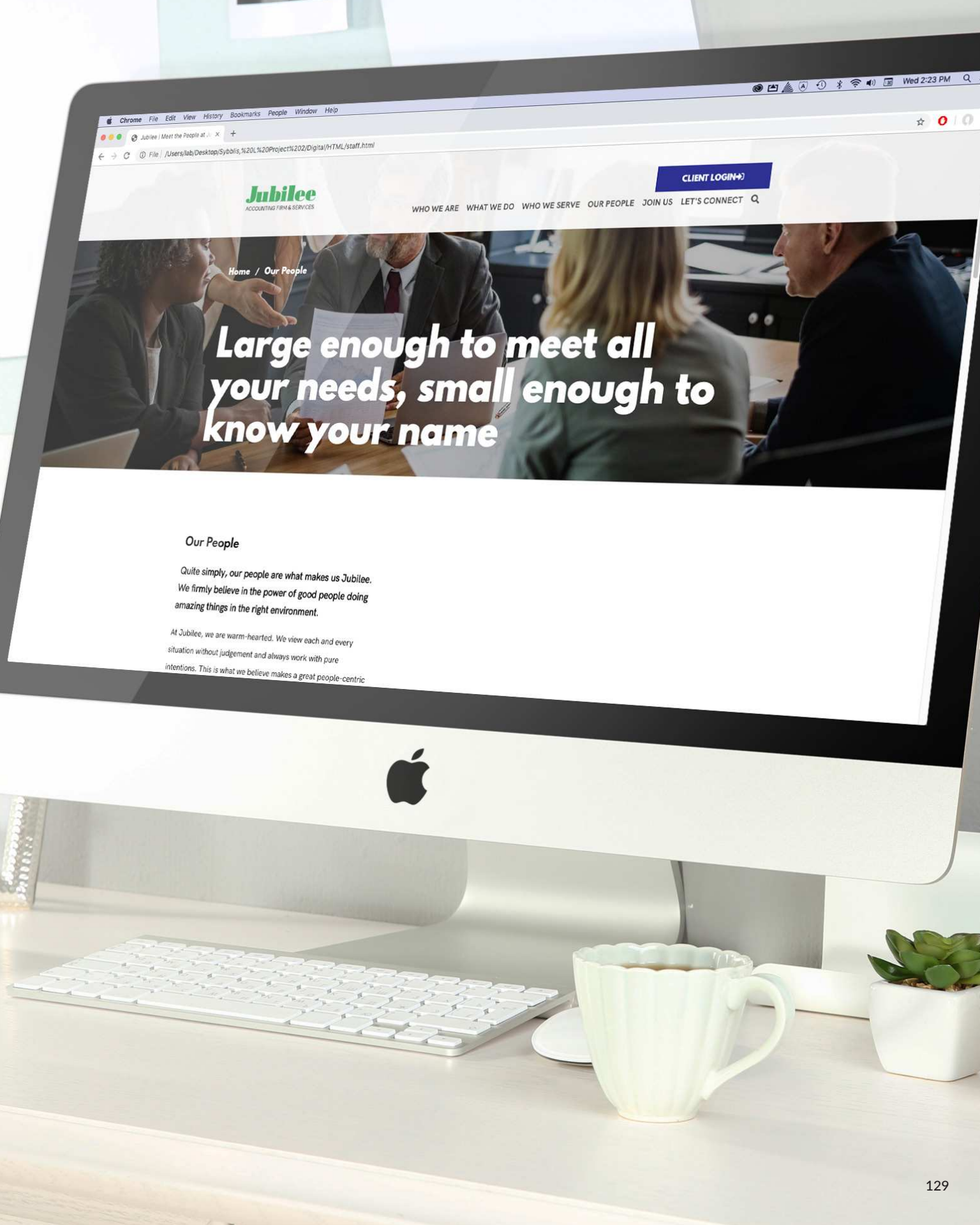
Strategic











CLIENT LOGIN

WHO WE ARE WHAT WE DO WHO WE SERVE OUR PEOPLE JOIN US LET'S CONNECT

Home / Our People

# Large enough to meet all your needs, small enough to know your name

## Our People

*Quite simply, our people are what makes us Jubilee. We firmly believe in the power of good people doing amazing things in the right environment.*

*At Jubilee, we are warm-hearted. We view each and every situation without judgement and always work with pure intentions. This is what we believe makes a great people-centric*



**CORPORATE  
NAMETAG**

**Jubilee**

ACCOUNTING FIRM & SERVICES

Harold W



A close-up photograph of a dark grey, textured fabric, likely a sweater or jacket. A white rectangular label is attached to the fabric. The label has a green horizontal bar at the top and the word "Washington" printed in black text below it. The fabric shows some stitching and texture details.

Washington









1989

## PROJECT BRIEF

1989 is a Men's Lifestyle magazine publication encompassing almost everything related to our favorite guy. It's for the guys by some guys with the help of a couple of ladies. Launched in 2018, 1989 has quickly become the most popular menswear blog in the world, with millions of readers in more than 150 countries. Since then AOS has been featured in GQ, Esquire, Men's Health, Playboy, Complex, Sports Illustrated, The New York Times, The BBC, The Today Show, and many others.

1989 covers everything related to men when it comes to men's fashion, style, grooming, fitness, cultural events, news and politics. 1989 prides itself in being a sanctuary for all men to know what's going on today.

Founded by "America's Best Dressed Man" Dan Trepanier, the original goal of the publication was simple; to make fashion easier and more relatable for "real guys". Dan spent several years researching, buying, wearing and reviewing menswear made by just about every brand in the business, from high-end bespoke to cheap "fast fashion". It was an unending quest to create the perfect brand; one that combines quality craftsmanship, ethical manufacturing, timeless design, and translate that material into a medium that was easily digestible for all to read.



# 1999

LOOK SHARP ■ LIVE SMART

## BRODIE OF THE YEAR RUSSELL WESTBROOK

J. COLE  
TYLER, THE CREATOR  
ANDERSON .PAAK  
A\$AP ROCKY  
JADEN SMITH  
CHADWICK BOSEMAN

STYLE UPGRADE  
MENS ESSENTIALS  
FOR SPRING 2018

LEADERS OF THE NEW SCHOOL  
PORTLAND THE NEW CRAFT BEER CAPITAL



MENS ESSENTIALS FOR SPRING 2018

SPRING 2018  
1989.COM



US \$7.99 CAN \$8.99 DISPLAY UNTIL NOV 14, 2017



7 25274 56295 4



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SPRING 2018 ISSUE NO. 30

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Domu, the new ramen restaurant on the block in Orlando is breaking necks and cracking chopsticks

# 14

*We catch up with Russell Westbrook and find out "Why Not?" about his historic NBA season, fashion and more.*

STORY BY **LAWRENCE PERRY**  
PHOTOGRAPHY BY **JORDAN MILLINGTON**





Salvatore Ferragamo







If you know one thing about Westbrook, it's probably his hyperaggressive, shoot-first, baseline-to-baseline style of play. For a few months this spring, en route to winning the NBA scoring title, he was so phenomenally good, racking up triple-doubles almost every night, that he took over the opening block of ESPN's SportsCenter in the same way Donald Trump takes over a GOP presidential debate. You tuned in to witness the sheer majesty of the performance.

If you know two things about Westbrook, the second is probably the glasses. During the 2012 NBA Finals, when the Thunder took on the Miami Heat, he showed up at a news conference in a colorful Prada shirt and lensless red specs—"nerd glasses," the press dubbed them—that had a sudden, seismic effect on the sports world and brought together Westbrook's two great passions: basketball and fashion.

*Basketball and fashion.* These two worlds intersected only occasionally before 2012. Stylewise, pro sports was a wasteland. Turn on ESPN even today, and you're confronted by a ghastly array of baggy four-button suits, Chris Berman wearing neckties seemingly on a dare, and Merrill Hoge in starched collars, with tie knots as big as satin throw pillows. The jock code frowned on fashion. So when Westbrook wore his famous glasses, the jocks reacted as jocks do—with mockery. The next day, Charles Barkley and the crew of TNT's *Inside the NBA* donned red glasses to tweak Westbrook's unique style. (Barkley, who's as smooth and round as a 400-pound Milk Dud, typically shrouds himself in suits that uncannily resembles gabardine muumuus.)

But here's what happened next—a ton of NBA players, and plenty of other people, too, started wearing lensless frames. The Prada shirt sold out. Westbrook watched with amusement. "I started wearing frames back in middle school," he says, a few days after the Givenchy show. "I used to pick 'em out for \$2 a pair at thrift stores around the neighborhood. I've always liked to curate my own look, go with what I like. I'm not a big follower."

Today, pro sports is in the midst of a style renaissance, and the NBA is its most fashion-forward league. Every night, superstars such as LeBron James, Dwyane Wade, and Amar'e Stoudemire turn the postgame news conference into a runway, greeting the cameras in Michael

It was dusk at Pier 26 in Manhattan when the monk began to chant, a deep, rolling vibrato you could feel in the pit of your belly. Across the flat, open expanse of the pier, which juts out into the Hudson River, a friar in a long tunic stood atop an open-air staircase, holding a pair of birch saplings. He gazed toward a fully clothed woman beneath a running shower on the roof of a tin shanty and, beyond her, a pair of identically dressed bearded men, one clutching the other in his arms like a teddy bear.

For the uninitiated, the experience was like waking up in a surrealist painting or discovering you'd ingested a lot of peyote. For Russell Westbrook, All-Star point guard for the Oklahoma City Thunder, it was just another fashion show, albeit the most hotly anticipated of this fall's New York Fashion Week: Givenchy was unveiling its 2016 spring line. Westbrook, 26, wearing a look of rapt interest, had planted himself at the runway's edge alongside Kim Kardashian, Kanye West, and Vogue's Anna Wintour. Afterward, he hustled backstage to pay his respects to the French label's creative director, Riccardo Tisci. "Every time I walk into a fashion show, I get excited," he says.







ist in Maui: take the road to Hana to see a majestic waterfall. “I never wanna do excursions. It feels like work. It’s like, I ain’t trying to get up at 6 A.M., take the three-hour drive to where we’re going hiking.” Years ago, he might have insisted on hanging back and going to the beach alone. But he realized, “I got somebody I care about saying, ‘Come on, like, we need to do this.’ ” So he did. “I realize, like, memories come from getting out of my comfort zone—great memories.”

Now, at 34, one might say, J. Cole is undertaking the professional equivalent of a journey up the road to Hana. Appearing here at the All-Star Game is just one move in a course correction he seems to be making (and making very much on his own terms). He’s suddenly collaborating with other artists, especially those on his own Dreamville label; he’s forming new connections to the SoundCloud set that once confused him; he’s more active on Twitter; he even recently bought a place in New York City.

“I’ve reached a point in my life,” he tells me, “where I’m like, ‘How long am I gonna be doing this for?’ I’m starting to realize like, oh shit—let’s say I stopped this year. I would feel like I missed out on certain experiences, you know? Working with certain artists, being more collaborative, making more friends out of peers, making certain memories that I feel like if I don’t, I’m gonna regret it one day.”

**“Everybody hits me up. I got people texting me, like, ‘Bro, I can’t believe you’re performing the All-Star Game halftime show. Ain’t that so crazy?’ In my mind, I’m just like, ‘Bro, this feels like a job—you know what I mean?’ ”**

So if this were Cole’s last year making music, how would he feel? (Don’t worry, he assures me, he’s not quite ready to stop—even if fans have a trick-knee-before-it-rains feeling that his next album might be his last.) Put simply, J. Cole is one of the most popular rap artists of this generation. His two early mixtapes, *The Warm Up* and *Friday Night Lights*, are considered classics. He’s released five albums, all of them platinum-certified chartbusters. Three of these went platinum with no features—as in, without the help of appearances by other artists. To J. Cole diehards, this is a point of pride

they love to recite in response to a mention of “Drake” or “Kendrick” or any other name in the “generation’s best rapper” debate. So much so that the phrase “J. Cole went platinum with no features” has become a persistent slogan, like something advertising execs dreamed up around a conference table. “I was loving it,” he says. “I was like, ‘Word up—this is funny as hell.’ But the second or third time, I was like, ‘All right, it’s almost embarrassing now.’ Like, ‘All right, man, y’all gonna make me put a feature on the album just so this shit can stop.’ ”

There’s a shadow version of that phrase, too, though: J. Cole went platinum with no Grammys. It’s always a little surprising to remember that. Especially since his well-received last album, *KOD*, broke multiple streaming records on Spotify and Apple Music.

Cole has stopped letting it bother him. In fact, he’s found a way to be grateful that his nomination in 2012 for best new artist didn’t result in a win (which he desperately wanted at the time). “It would’ve been disastrous for me, because subconsciously it would’ve been sending me a signal of like ‘Okay, I am supposed to be this guy.’ But I would’ve been the dude that had that one great album and then fizzled out.”

He describes his evolution in thinking with the sort of emotional intelligence associated with people who discuss how often they meditate. “I’m not supposed to have a Grammy, you know what I mean?” he says. “At least not right now, and maybe never. And if that happens, then that’s just how it was supposed to be.” ■







*SOME BUILD CARS TO WIN AWARDS.  
WE WIN AWARD BECAUSE OF THE CARS WE BUILD.*

*THE ALL-NEW 2019 EQUINOX*



*THE MOST AWARDED CAR COMPANY*







# H

ow many teenagers with global hype are given the chance to grow? There are too many variables in the music industry, too many constantly shifting tides for patience to dictate decision-making. And yet, here's Tyler Okonma, having survived ten years of tumultuous record releases, country-wide ban lists, and middle-America protest, creating the best music of his life.

Okonma, who's known virtually everywhere as Tyler, the Creator, is that outlier. Not only did he have time and albums at his disposal to find his voice, he used those platforms to experiment without fear of consequence. It was impossible for the young rapper to live up to the hype of his scene-busting 2009 mixtape *Bastard*, but the next 2011's *Goblin* was a sometimes ecstatic, sometimes flawed debut that produced a legitimate breakthrough hit in "Yonkers." The album also begot serious controversy for Tyler's homophobic language and general disregard for political correctness.

In hindsight, Tyler's relationship with slurs is more complicated than even he let it on to be, but alongside debates of *Goblin*'s merits were talks of silencing Tyler for his offensive language. *Goblin*'s 2013 follow-up, *Wolf*, displayed greater consistency from Tyler, if not necessarily a huge amount of personal maturation. *Wolf* trod much the same territory as its predecessor and found Tyler doubling down on his outlandishness almost as a defense mechanism. It's a record that didn't display an expanded palette as much as reiterate what Tyler did best -- gorgeous beats, searing attacks on enemies, and struggles with celebrity.

Then there was 2015's *Cherry Bomb*, two years after that, which was a Rorschach test for Tyler fans. With *Cherry Bomb*, the album represented whatever you thought about Tyler: Either he was brash, offensive, and overhyped, or a DIY genius with ideas bursting at the seams -- an energy too radical for cynics to understand. It presented a fork for Tyler: Either dive deeper into his me-against-the-world mentality, or embrace a more introspective attitude towards his work, providing listeners a behind-the-scenes look into the type of person the rapper wanted to become.

With fourth official album *Flower Boy* in 2017, Tyler did the latter, to startling effects. The album was released to near unanimous acclaim, his first album whose reception was nearly unequivocally positive, rather than divisive. The inflammatory raps







just to egg on a response disappeared, and in its place was a deeper look into the evolution of a person and artist. Tyler hadn't changed, he just took himself at face value. Instead of using his music as a reactionary measure against his critics, he presented himself as he wished to be on *Flower Boy*, and we all embraced it -- because Tyler is damn charming when he wants to be.

Tyler, the Creator defined his early presence through his contrarianism. He says it on *Goblin*'s first single, "Yonkers:" "I'm a fuckin' walkin' paradox/ No I'm not/ Threesomes with a fuckin' triceratops." Tyler was the opposite of whatever we said, and he seemed to feed off the conflict. The teenage troll has slowly grown, like so many of us do, into a lovesick twenty-something. And as such, with his just released *IGOR*,

he's at his best: a little broken, a little unburdened, entirely himself.

Despite the somewhat up-and-down trajectory of his career, Tyler was never going to fail -- he's always been too talented. Tyler's early records never totally outshined those of his West Coast peers (and/or Odd Future cohorts): Frank Ocean's a better songwriter, Earl Sweatshirt's a better rapper, Vince Staples is funnier. But Tyler still brought all three of those skills to the table, and the highs of *Goblin*, *Wolf*, and *Cherry Bomb* hinted at something shape-shifting. *Flower Boy* was that something -- and with *IGOR*, he's proven that his newfound consistency and earnestness wasn't a fluke.

Following up your most successful record to date with a







