

MATTHEW POTESHMAN

GRAPHIC DESIGN PORTFOLIO

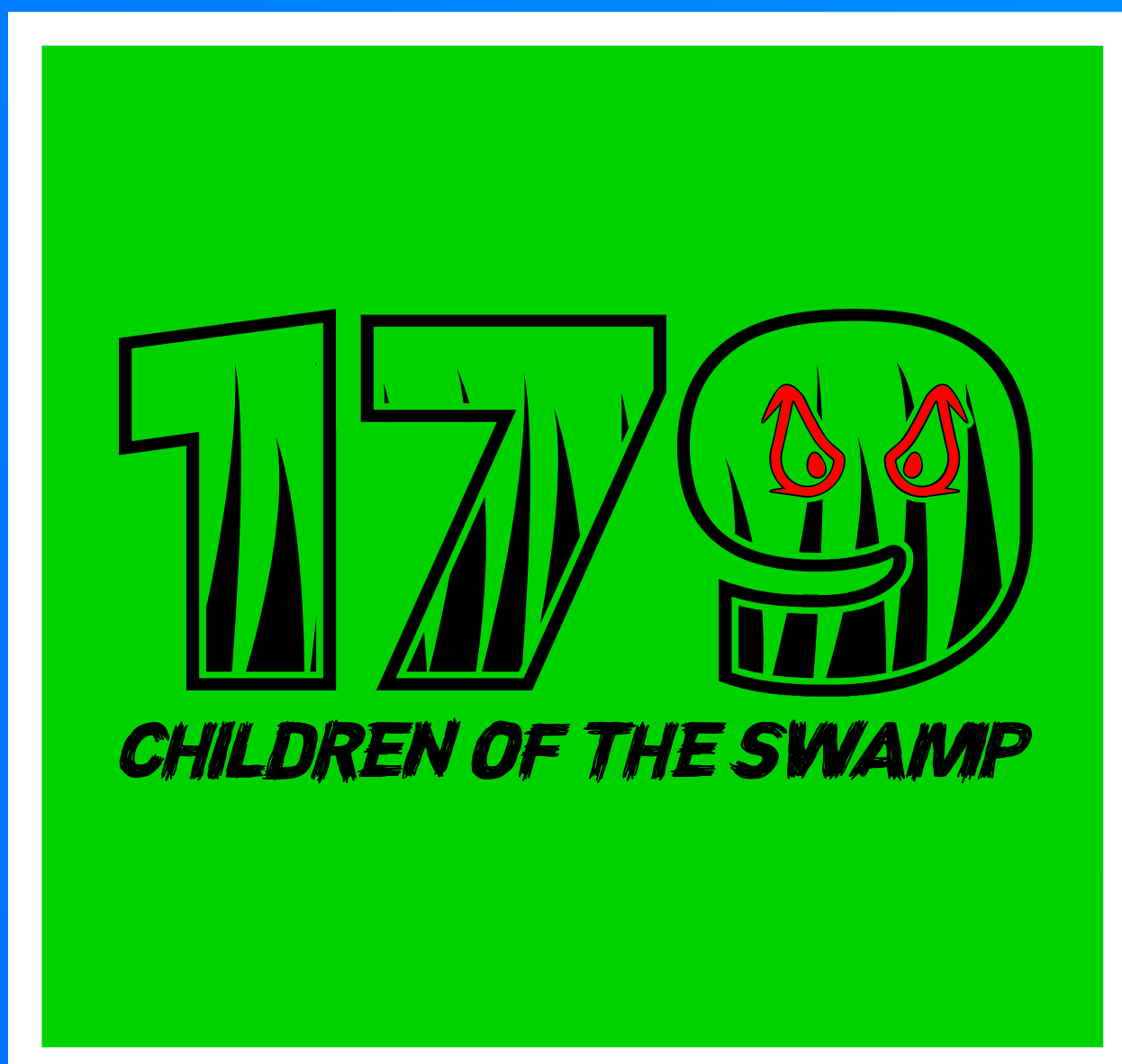
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CONCEPT LOGOS

FOR *FIRST* ROBOTICS TEAMS

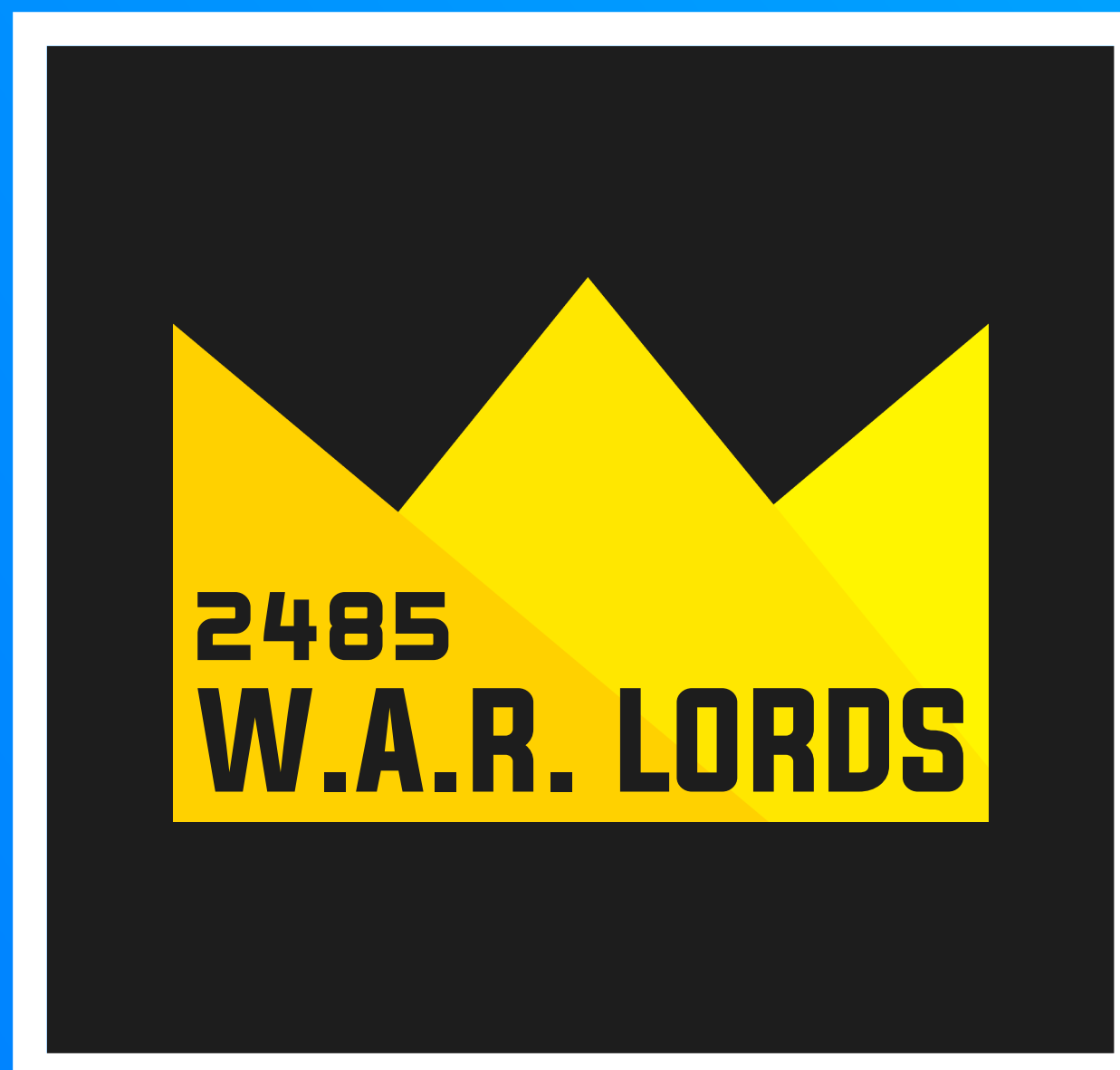
FIRST is an internationally reaching organization that aims to inspire the next generation of STEM leaders through competitive robotics. These designs were made both as options for teams to consider and as practice for myself. Many of these designs are for logo refreshes, meaning that elements from the previous logos were carried over.



TEAM 179

IN CONSIDERATION

The old: colors, eyes
The new: fonts, grass, overall layout



TEAM 2485

CONCEPT

The old: number font, crown shape
The new: word font, shades of yellow, layout



TEAM 5816

CONCEPT

The old: shield shape, layout
The new: fonts, colors, overall style



TEAM 7492

CONCEPT

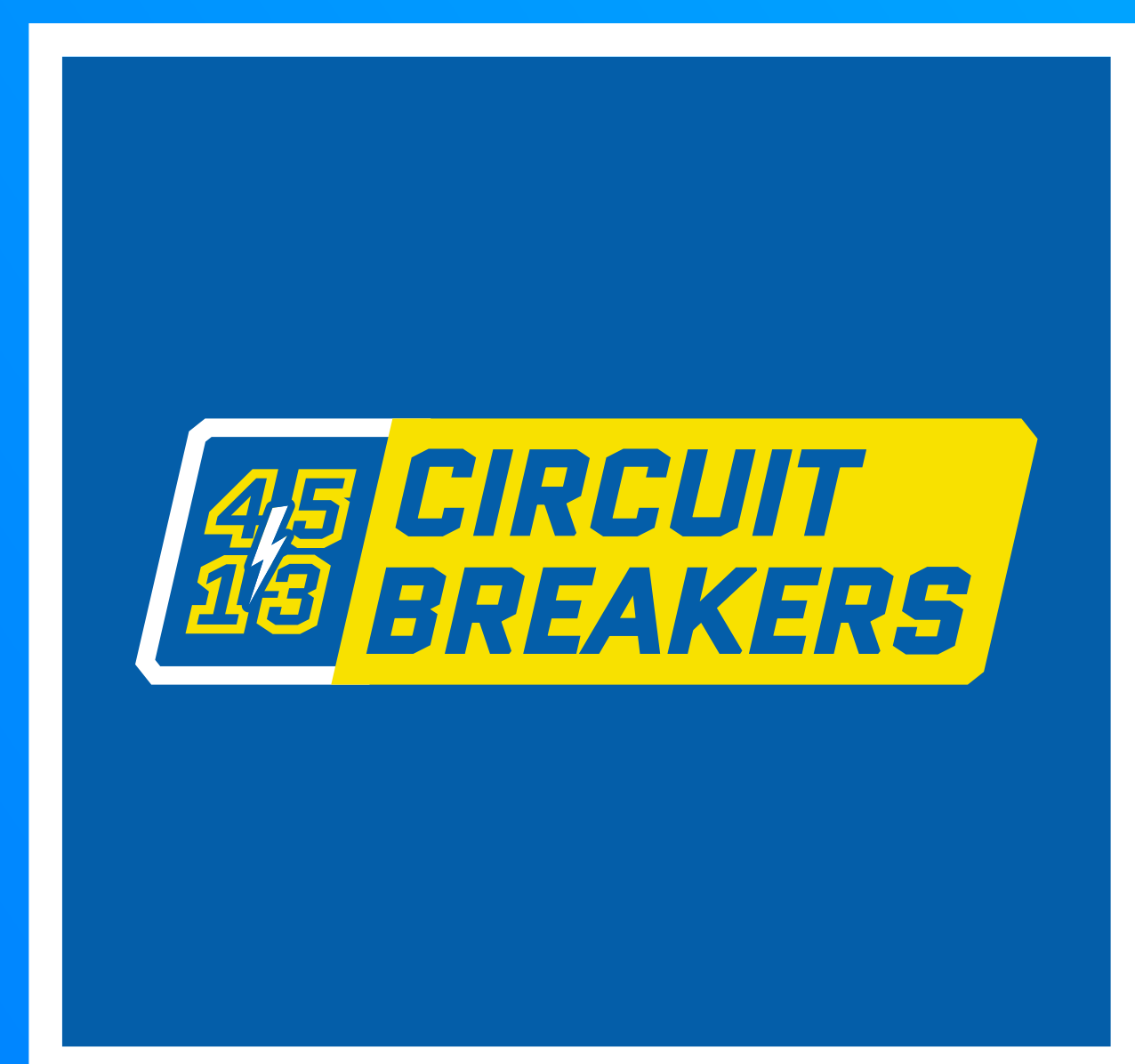
The old: colors, wire pattern
The new: font, layout



TEAM 4087

IN CONSIDERATION

The old: colors
The new: font, layout, falcon icon



TEAM 4513

CONCEPT

The old: colors, lightning bolt
The new: fonts, layout

FIRST ROBOTICS

EVENTS, ORGANIZATIONS, & PROGRAMS

FIRST is an internationally reaching organization that aims to inspire the next generation of STEM leaders through competitive robotics. In order to support the many teams that compete in *FIRST* programs, many events, websites, and software programs exist to connect teams and improve competition. Some of these designs were made by me for practice, others were made with actual use in mind due to referral or a design competition.

CHIEF DELPHI REDESIGN

Popular online forum for teams
Restrictions: use specified color
scheme, create primary logo and icon



chiefdelphi

SPACE COAST SHOWDOWN ORIGINAL BRANDING

New offseason competition
Restrictions: Include event name, get
it done ASAP
Personal goals: make it versatile and
hard to mess up when using on
different items



**SPACE
COAST SHOWDOWN**

**SPACE
COAST SHOWDOWN**

**SPACE
COAST SHOWDOWN**

OPENSIGHT CONCEPT LOGO

Computer Vision System
Personal Goals: Utilize green while
differentiating from other FRC Vision
software by using it as a secondary
color in favor of purple as a primary
color. Bold, lowercase font.

opensight

ROBOTICON CONCEPT LOGO

Offseason competition
Personal Goals: Keep purple as the
primary color, orange as accent, and
keep gear element, but refresh to be
more simple while also being very
slightly playful

roboticon
TAMPA BAY

MISSION MAYHEM CONCEPT LOGO

Offseason competition
Personal Goals: Choose a warm color
as a continuation to the existing logo.
Simplify it to a single color for
versatility purposes while still looking
distinctive enough to use.



SCHOOL CLUBS



EXPLODING BACON



MISCELLANEOUS

