



THE ART AND
DESIGN OF
MATT
CONRADY

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MATT CONRADY

mattconrady@viseralprojects.com
www.viseralprojects.com



VP Belief #1

**PEOPLE CRAVE HUMANITY,
WHICH ONLY SURFACES BY
EMBRACING IMPERFECTION**

The perfectly staged and scripted is not beautiful. Perfection is not beautiful, because perfection is not real. Real is beautiful, and ugly is real because it is not faked. The solution is ugly. Not ugly as in repulsive, but ugly as in honest, unexpected, marginalized, imperfect, and misunderstood — the misfits. The things you see that grab your attention and elicit an instinctive, bodily response.

For lack of a better term, the Viseral.

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BRAND CAMPAIGNS

Creative Direction / Identity Design / Illustration /
Hand Lettering / Apparel / Painting / Web Design

VISERAL PROJECTS
BIRDS BARBERSHOP

VP Belief #2

When the product is removed, design has
the opportunity to promote meaningful
conversation and solve larger issues void
of any hidden agenda.

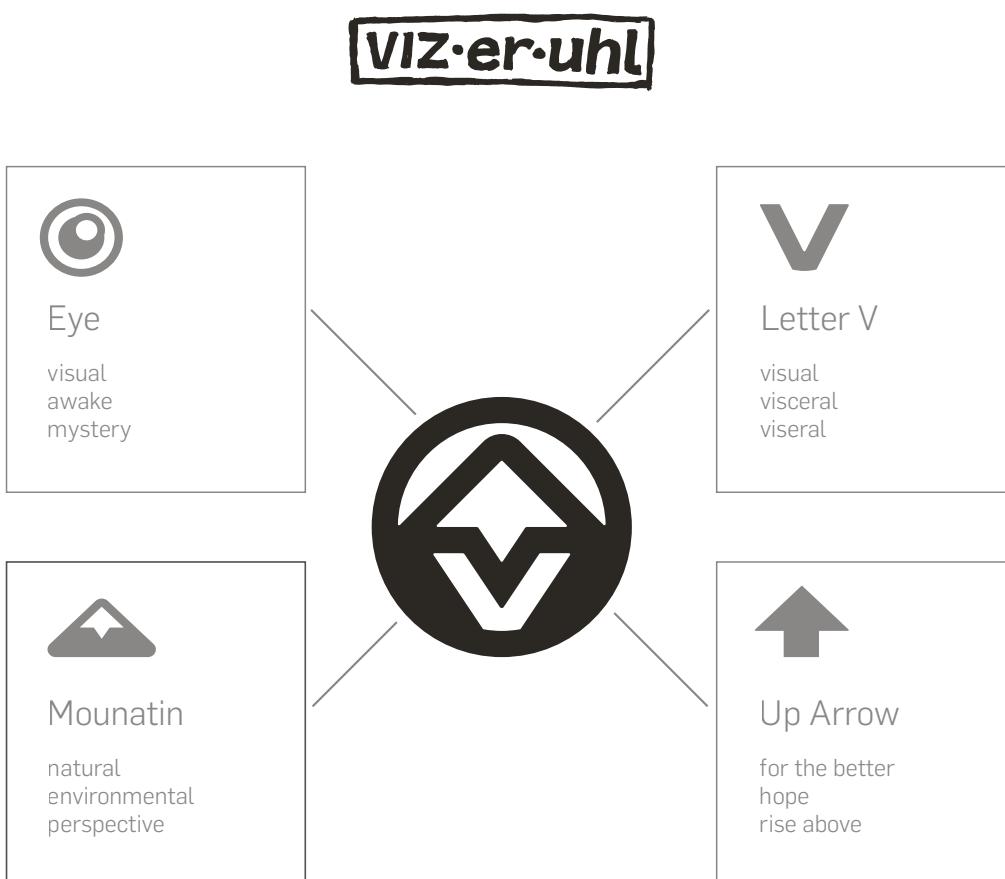




ABOUT

Derived from the words "visceral" and "visual," Viseral Projects is a creative platform focused on merging art and conceptual design. It is a commercial art and design studio, a non-commercial art and design studio, a brand, a mindset, and a philosophy.

The following brand campaign outlines the visual identity and accompanying Viseral Projects assets and executions.



PRIMARY MARKS



COLORS

VISERAL YELLOW

ugly / alert / mysterious

VISERAL BLACK

ink / graphite / worn

VISERAL CREAM

analog / paper / natural

GUTS CORAL

intestines / raw / passion

SILVER LAKE BLUE

calm / free / vibrant

TYPOGRAPHY

FLAMA BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

FLAMA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

MAGNESIUM REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

FLAMA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

MOTTOS

A REFRESHING PUNCH IN THE GUT

WHAT DOES IT TAKE TO BE WIDE AWAKE?



VISERAL
ESTD PROJECTS 2020
Art & Design
DEPT.



A REFRESHING
PUNCH
IN THE GUT

RISE
ABOVE



I FEEL
THE WATER
RUN



VIZ·er·uhl



WHAT DOES IT TAKE
TO BE WIDE AWAKE?

ViSERAL
PROJECTS

ViSERAL
PROJECTS

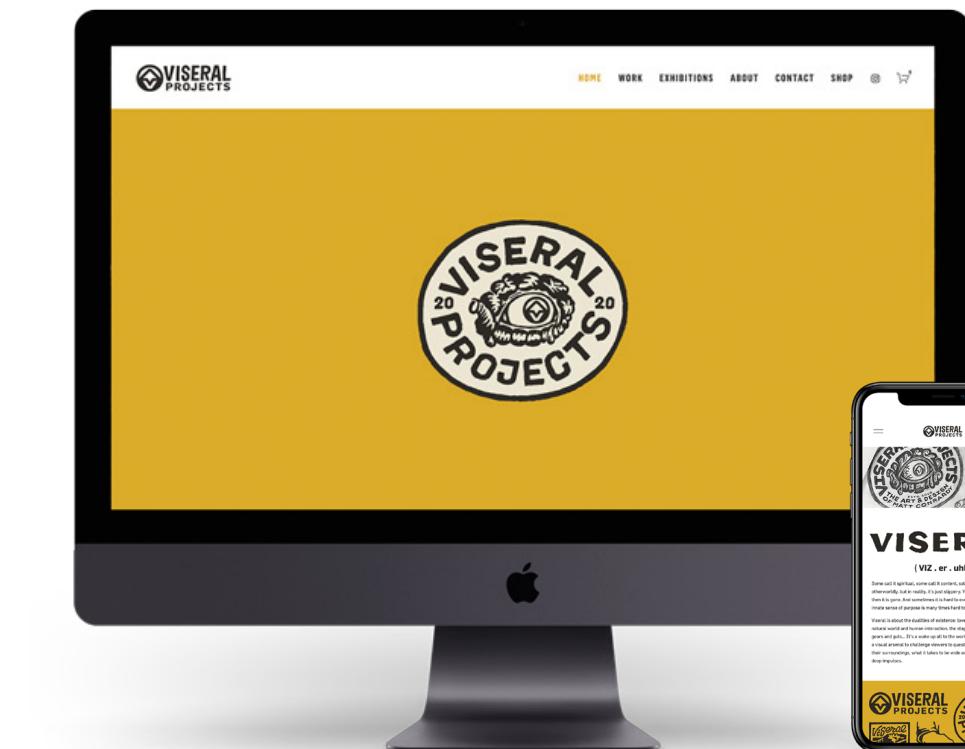


OBJECTS IN
THE MIRROR
ARE CLOSER THAN
THEY APPEAR.
THE STAGED AND
THE SCRIPTED.
STRANGE
SHADOWS
MOVE ALL THE
LIGHT OUT OF
THE WAY.



OPPOSITE: Gut-Deep, tee graphic

ABOVE, CLOCKWISE FROM LEFT: VP Badge Tee, Micrographia Tee, Art & Design Dept. Tee, Silver Lake Tee



OPPOSITE:
Materials for public art

RIGHT:
Web design and social media graphics



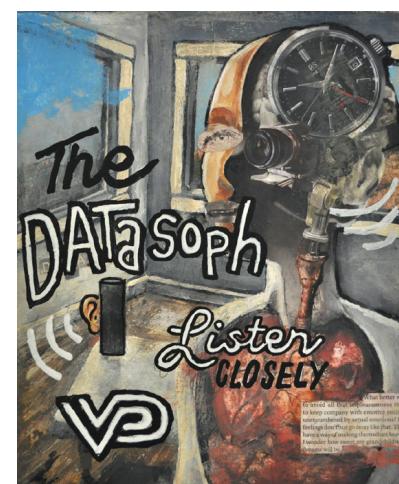
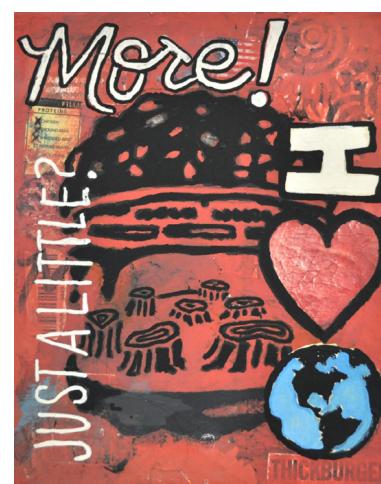
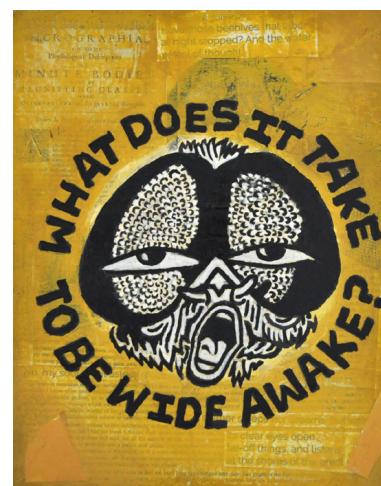
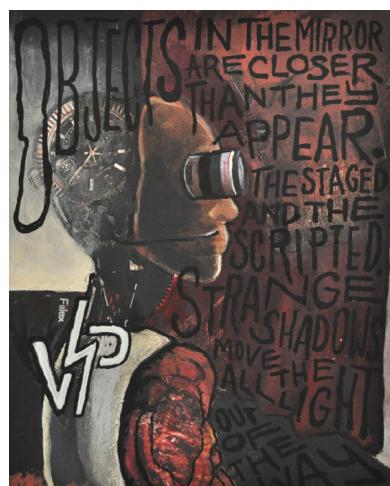
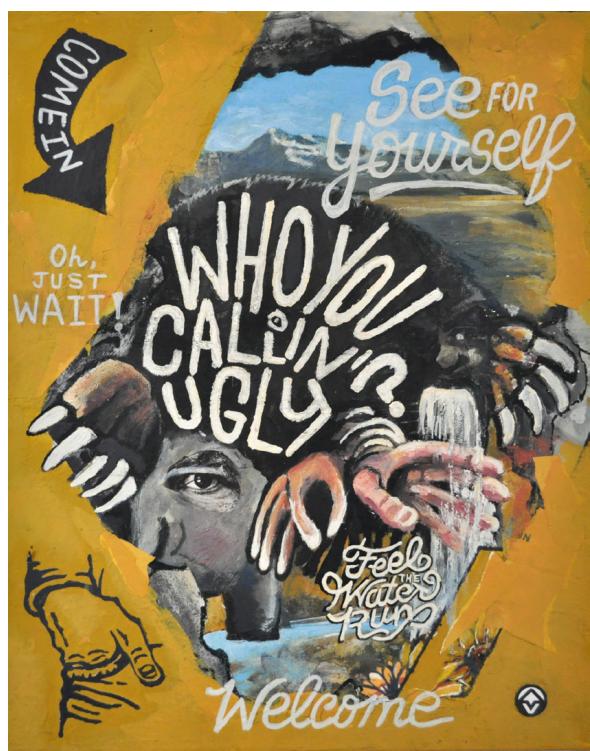
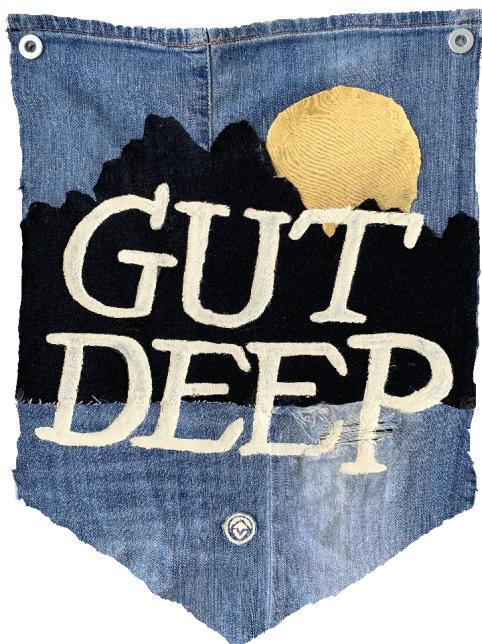
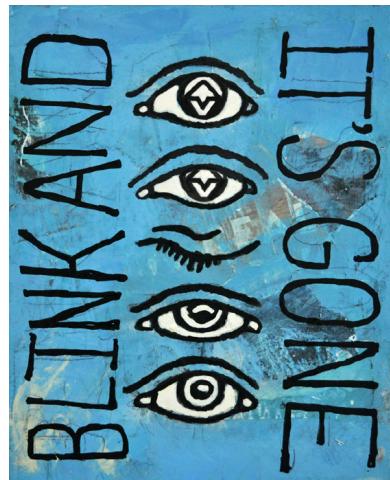


CLOCKWSIE FROM
TOP LEFT:

75% Off, 2020, Mixed media painting on canvas, 36" x 36", 2020

Star-Nosed Mole, Mixed media painting on canvas, 18"x24", 2020

Gut Deep, Mixed media flag, 2020



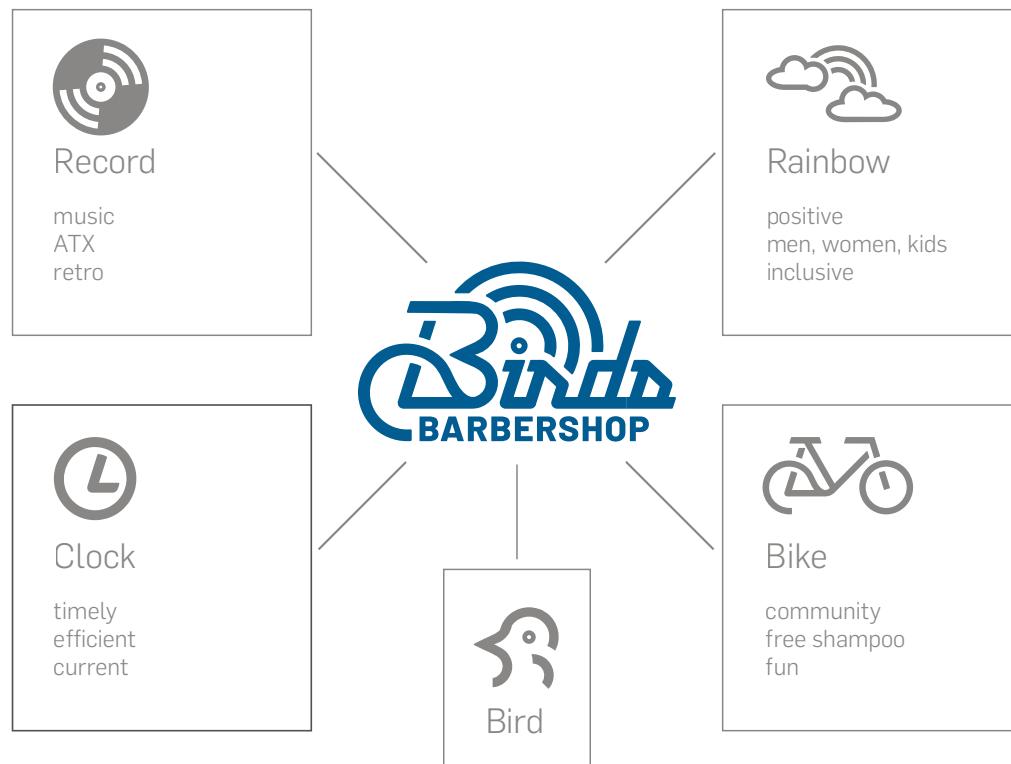
Wide Awake, Mixed Media Paintings on Wood Panels, 10, 8"x10", 2020



ABOUT

Birds Barbershop is an independently owned brand of barbershops founded on making the haircut experience more fun, while keeping it affordable, keeping it quality and positively impacting their community. They offer a wide range of barber services and additional perks including a free beer with every cut, a free shampoo if you bike, great music, and vintage arcade games to name a few. Birds started in Austin, Texas in 2006.

The following brand exploration highlights the services, perks, personality, and uniqueness of Birds Barbershop.



PRIMARY MARKS



COLORS

BIRDS BLUE

BIRDS WHITE

BIRDS GREY

TYPOGRAPHY

BARLOW BLACK

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

BARLOW BOLD

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

BARLOW LIGHT

ABCDEFGHIJKLMNPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

MOTTO

**SO MUCH MORE
THAN JUST
A HAIRCUT**



FREE WIFI!

**FREE
BEER
WITH EVERY
CUT!**

WE'RE FOR ALL Y'ALL

BIRDS

The logo for Birds Barbershop is a circular design. At the top, the word "BIRDS" is written in large, bold, blue capital letters. In the center, there is a large blue 'B' with a '3' inside it. To the left of the 'B', the text "ESTD" is displayed above "2006". To the right of the 'B', the year "2006" is displayed above the word "BARBERSHOP". The bottom half of the circle contains the words "BARBERSHOP" and "IT'S" partially visible.

A large, bold graphic element consisting of three blue letters: 'A' at the top right, 'H' below it, and 'J' at the bottom left. The letters are rendered in a thick, sans-serif font.

A circular logo with a thick blue border. Inside the circle is a large, stylized white letter 'L'. The words 'ALWAYS TIME FOR SAVING' are written in a blue, sans-serif font, curved along the top and bottom edges of the circle.

STAY FOR THE

ATX
USA



A circular graphic with a white background. In the center is a blue outline of a bicycle facing right. The word "BIKE" is written in blue capital letters along the top inner curve of the circle, and "SHAMPOO" is written in blue capital letters along the bottom inner curve. The words "TO BIRDS" and "FREE" are partially visible at the top and bottom respectively, also in blue capital letters.

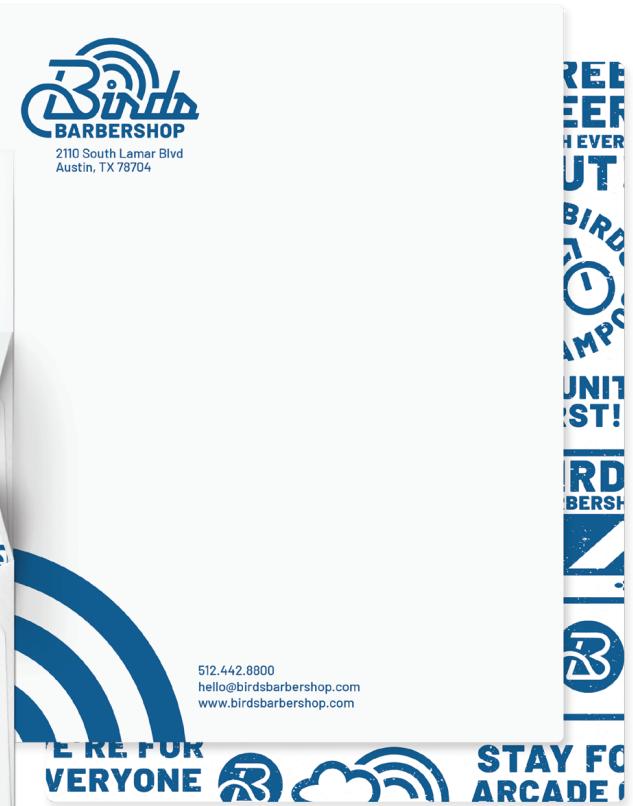
COMMUNITY FIRST!

A blue circular logo with a diagonal slash through the word "FUSS" in blue capital letters.

**SO MUCH
MORE
HAN JUST
HAIRCUT.**



BIRDS BARBERSHOP



ABOVE:
Stationary system

OPPOSITE:
Various signage



BIRDS BARBERSHOP 2006 *Services & PERKS!*

THE ESSENTIALS

SHORTCUT 30	Above chin. Includes hot lather neck shave. Hairwash not included.
LONGCUT 49	Below chin and bobs. Hairwash, cut and blowdry included.
BUZZCUT 19	One guard clipper cut. Includes hot lather neck shave and tapered neck line.
KIDCUT 21	10 years and younger. Hairwash and style not included.

SPECIALTY

HOT TOOL 20	Add-on styling service.
BLOWOUT 35	Hairwash and blowdry.
DEEP CONDITIONING ... 25	Includes take-home product.
BEARD CONDITIONING.. 15	Soften coarse beards.
SPECIAL OCCASION .. 50	Consult with stylist for price.

COLORING*

GROWTH TOUCHUP .. 50	Single process root color.
FULL COLOR 85	Single process, all-over color.
DOUBLE PROCESS ... 120	Two step color application.
PART HIGHLIGHTS 115	Foils to color parts of hair.
FULL HIGHLIGHTS 135	Foils to highlight most of hair.

BARBERING*

FULL SHAVE 45	Classic straight razor shave for closest shave possible.
BEARD LINE-UP 35	Beard trim, straight razor line-up, deep conditioning treatment.
LINE-UP 10	Straight razor line-up for the perimeter of the haircut.
RAZOR ADD-ON 15	Takes fade to skin.

OTHER

HAIRWASH 5	
BEARD TRIM 10	
BANG TRIM 5	

BIKE TO BIRDS FREE BEER FOR A FREE SHAMPOO FREE WITH EVERY CUT!

*By Appointment Only



OPPOSITE:

Stickers

BELOW:

Various brand merchandise





POSTERS

*Print & Layout Design / Illustration /
Hand Lettering / Event Marketing*

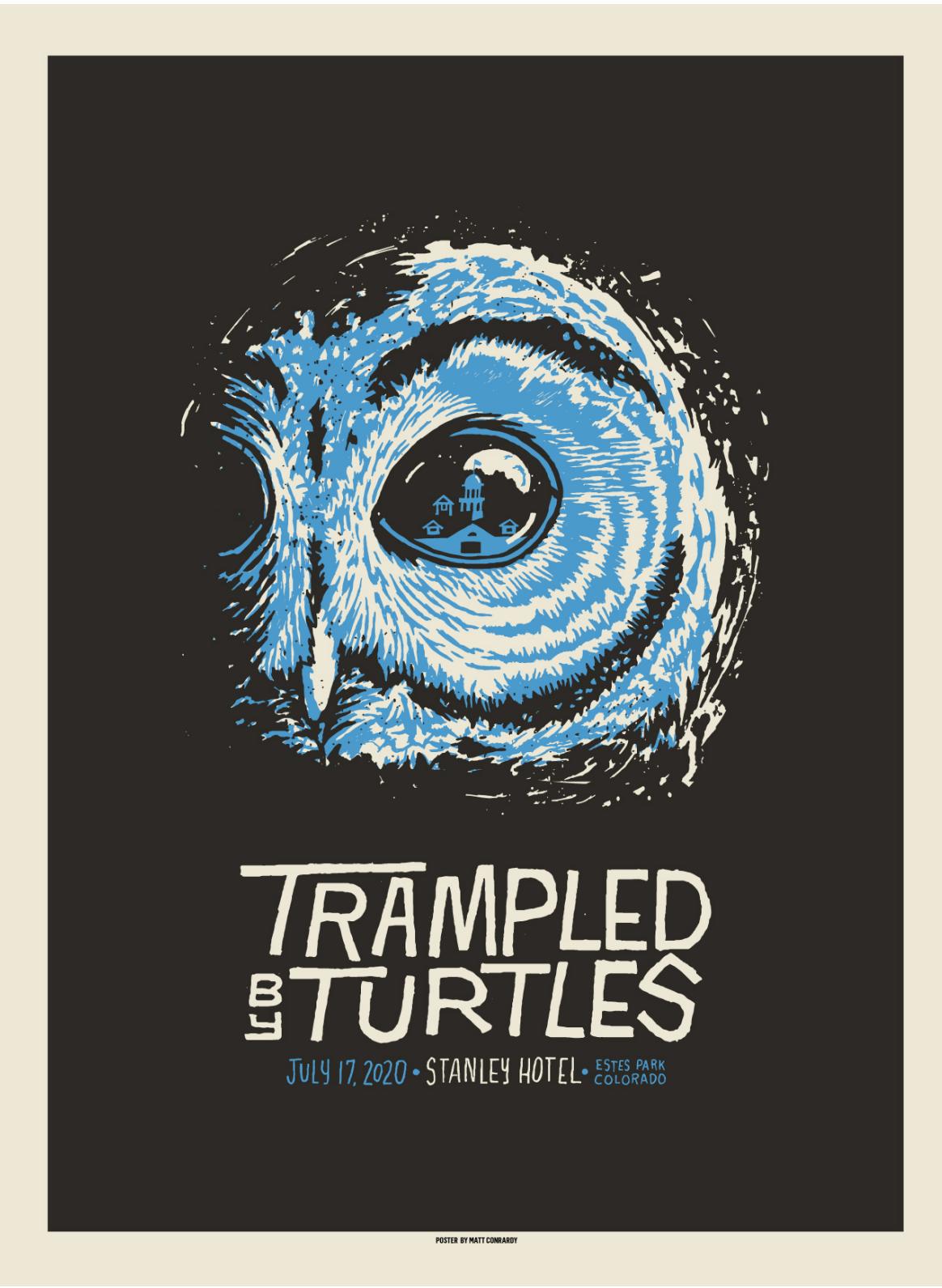
MUSIC

THEATRE & ART

SOCIAL CAUSE

VP Belief #3

Blending analog and digital techniques
yields impactful solutions.



Trampled By Turtles, concert poster, 2020



Luke Combs concert poster, 2019



CAAMP, concert poster, 2019



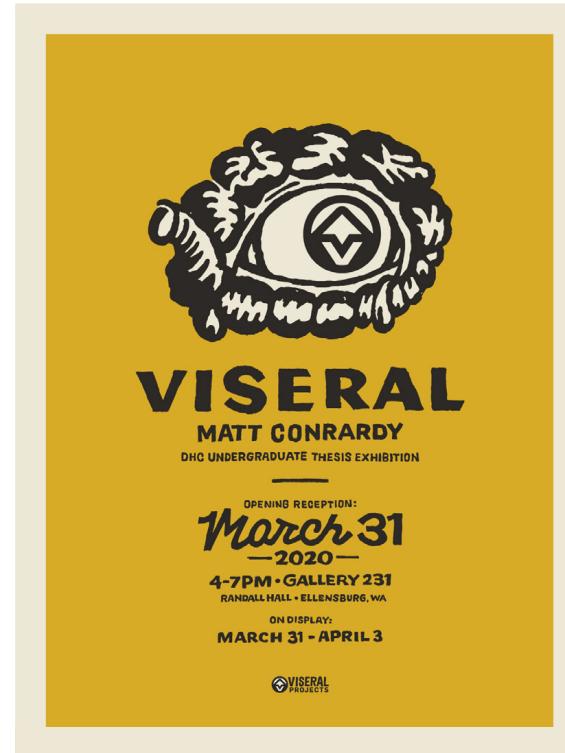
CLOCKWSIE FROM
TOP LEFT:
Rock Against Rape, event
poster, 2019

Wildfest, event poster, 2020

Jam for HAAM, concert
poster, 2019



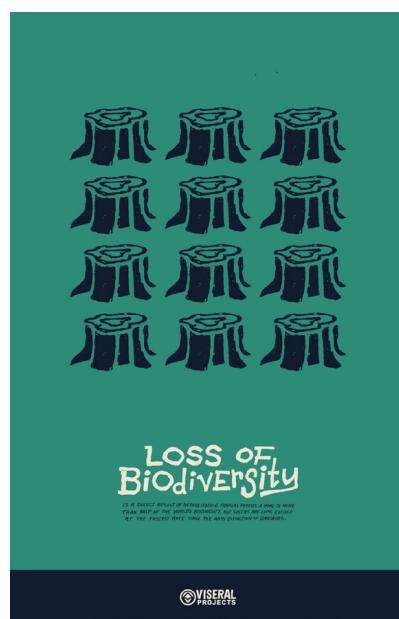
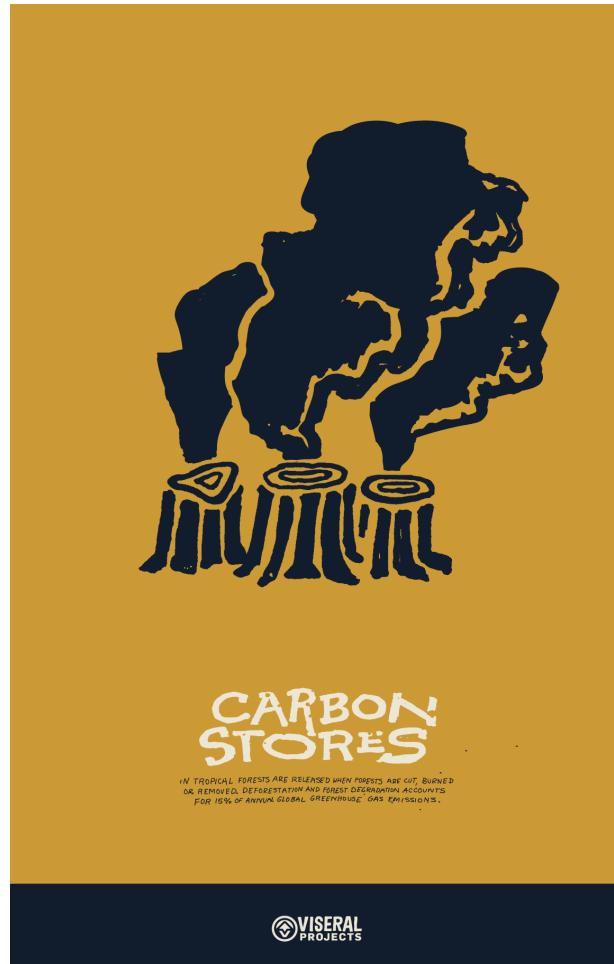
Into the Woods, theatre poster, 2020



Viseral, gallery exhibition poster, 2020



The Wolves, theatre poster, 2020



CLOCKWISE FROM FAR LEFT:
Agricultural Expansion,
Deforestation poster series, 2020

Carbon Stores, Deforestation
poster series, 2020

Loss of Biodiversity,
Deforestation poster series, 2020

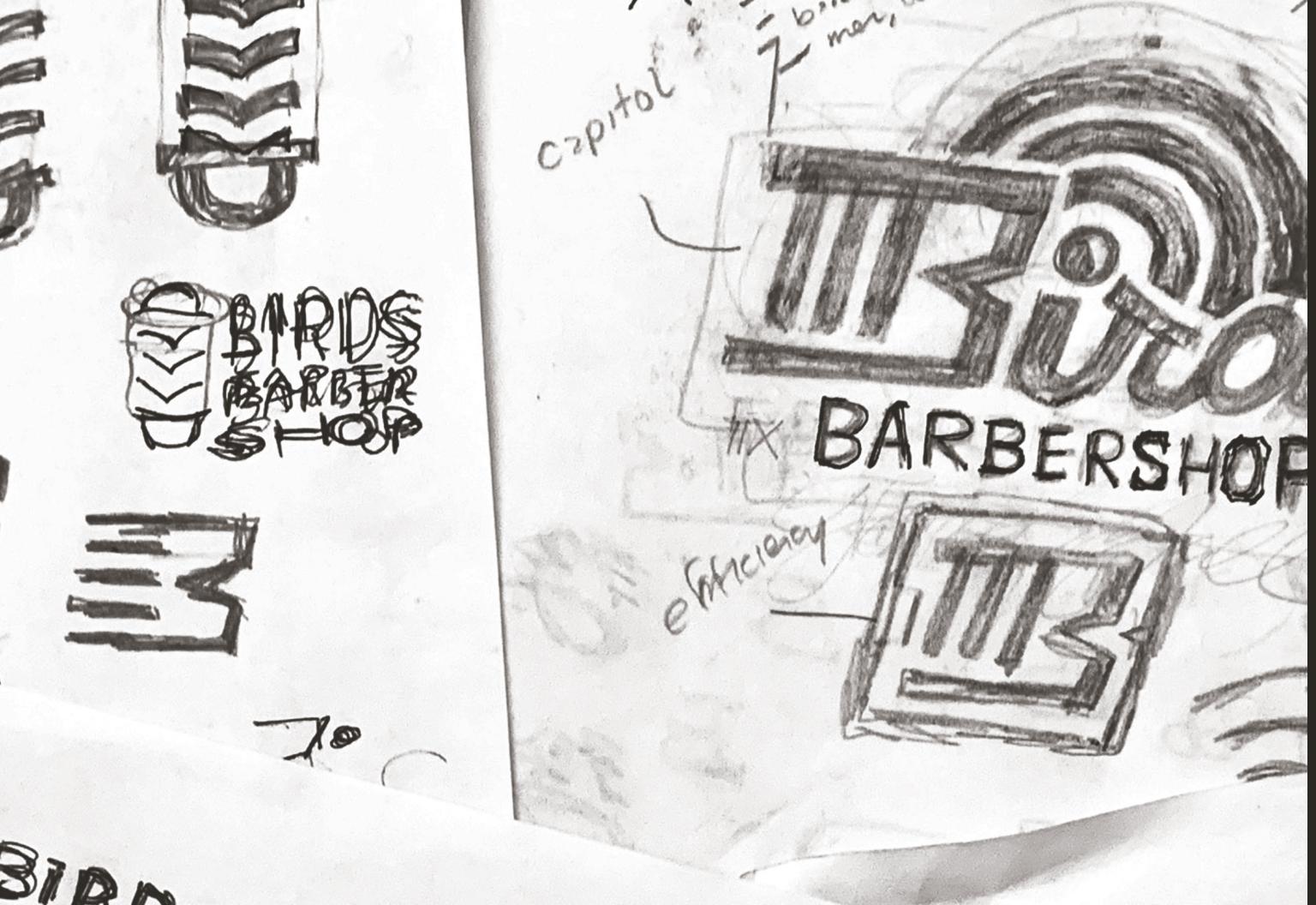
LOGOS

Creative Direction / Identity Design / Illustration /
Hand Lettering / Pattern Design / Signage

VARIOUS LOGOS & MARKS

VP Belief #4

Every successful piece of design should
have an unexpected element.

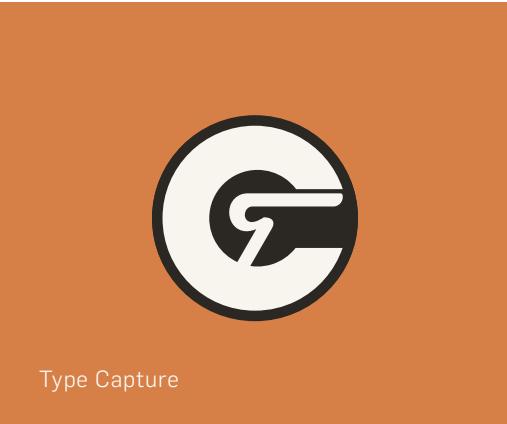




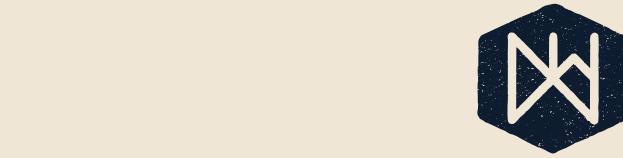
Birds Barbershop



Mt. Joy



Type Capture



NOTEWORTHY
WORDS

Noteworthy Words



Tucker Hill Tiki Bar



Apna Bhangra Crew



Reno Cleaning Co.

Mysticism

Mysticism



Viseral Projects



Viseral Projects

PULSE 8
FEATURES...

Pulse 8 Features



Dilemma Wear



Theory Dance

Onset[®]
ON DEMAND
PODCAST

Onset On Demand Podcast



Foooorsome Golf



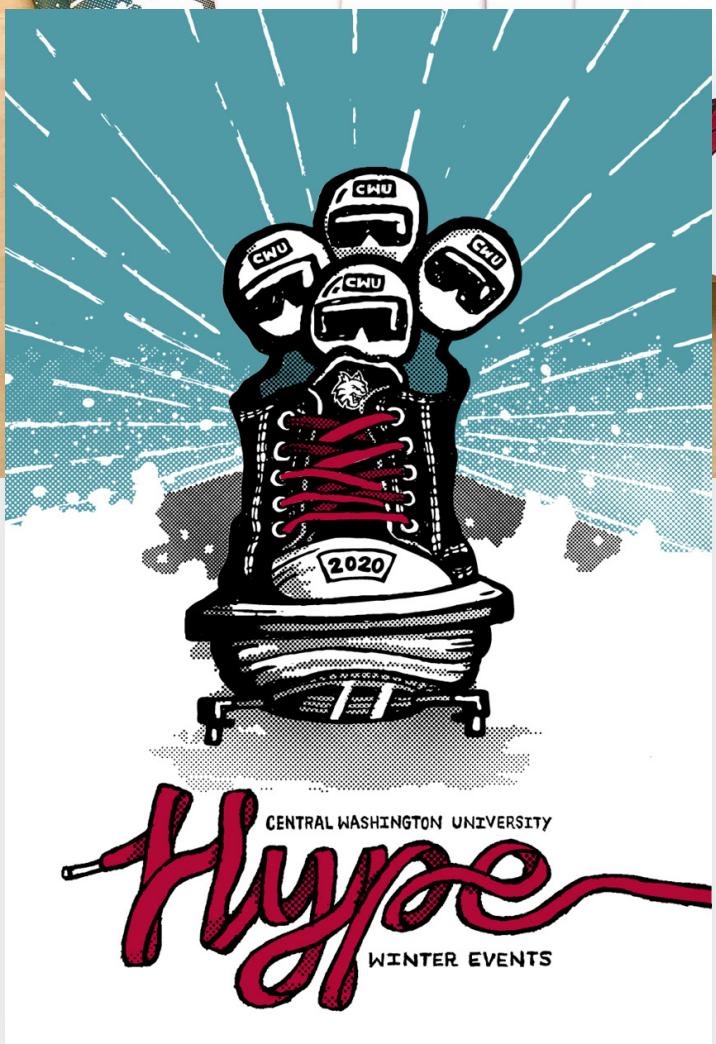
EDITORIAL

*Print & Layout Design / Editorial Illustration /
Creative Direction / Hand Lettering / Event Marketing*

CWU HYPE PULSE MAGAZINE

VP Belief #5

Effective change starts
with empathy.

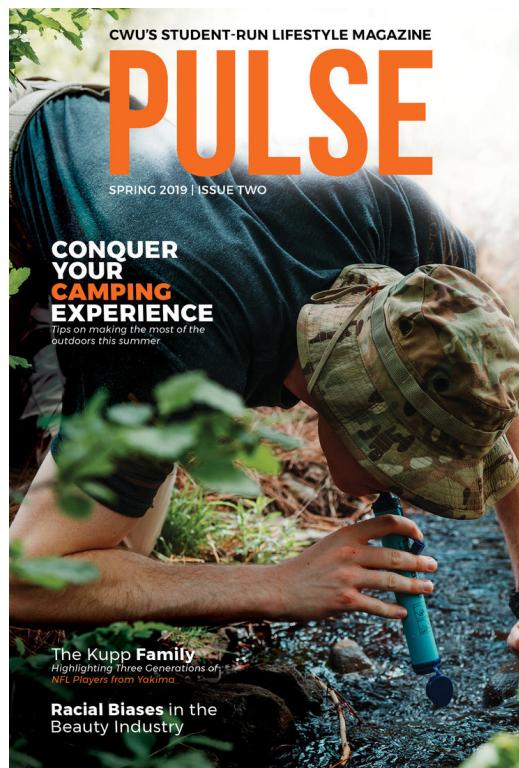
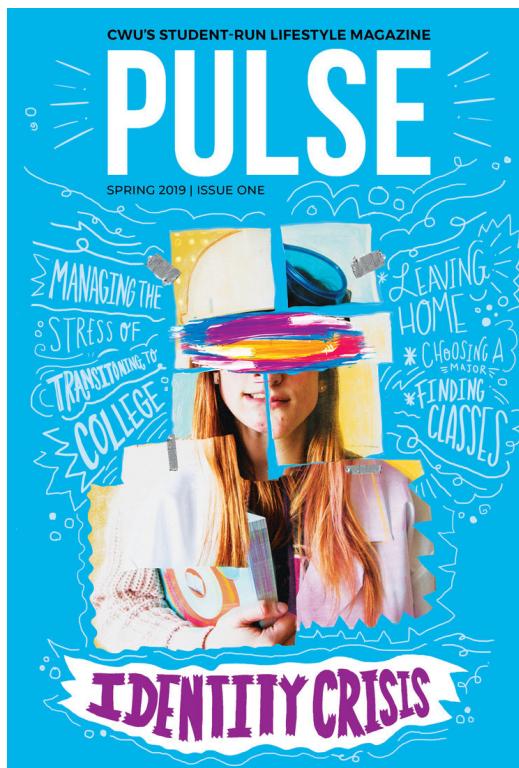
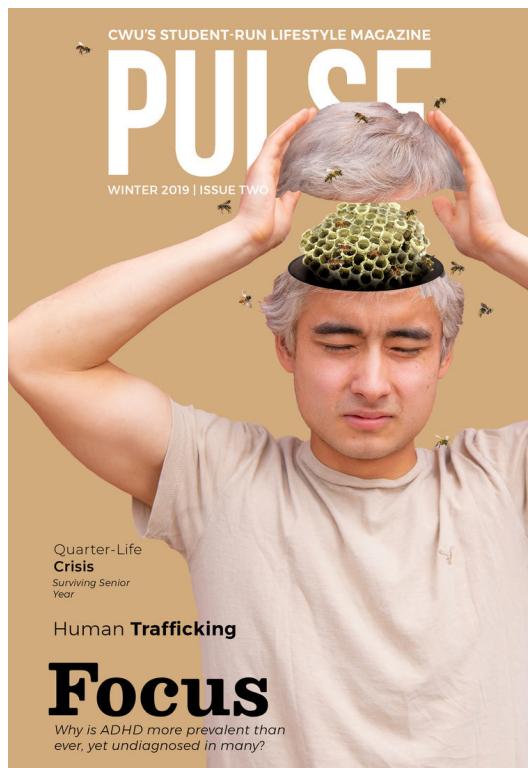
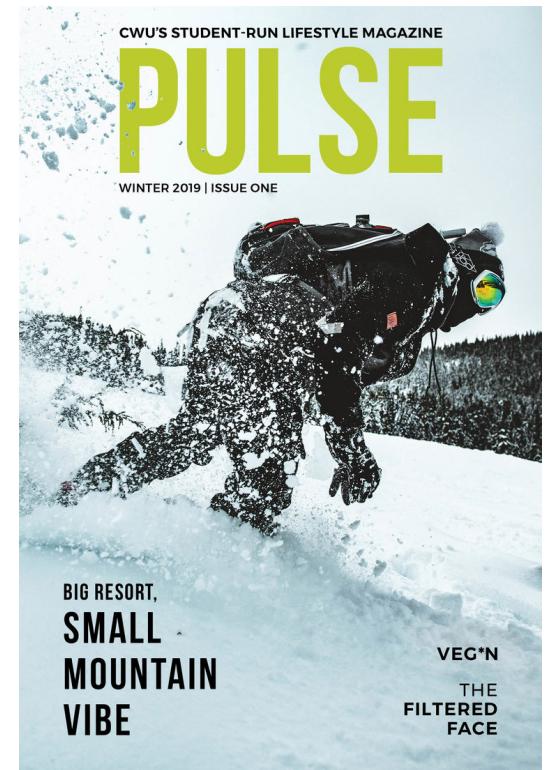
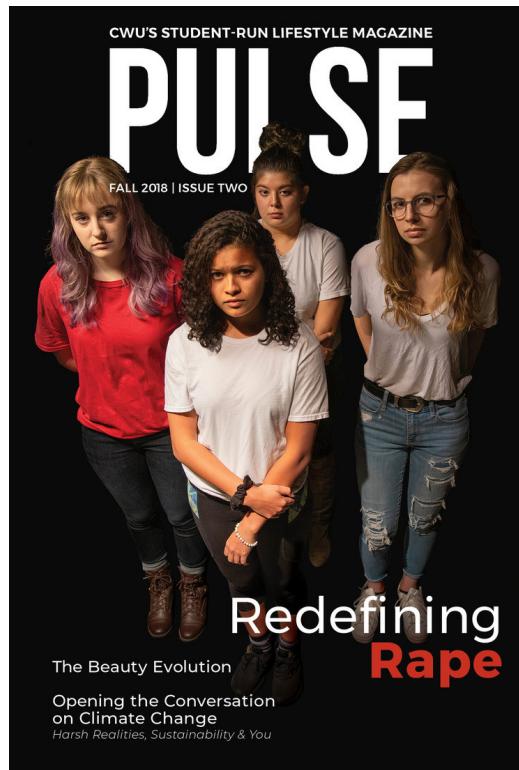
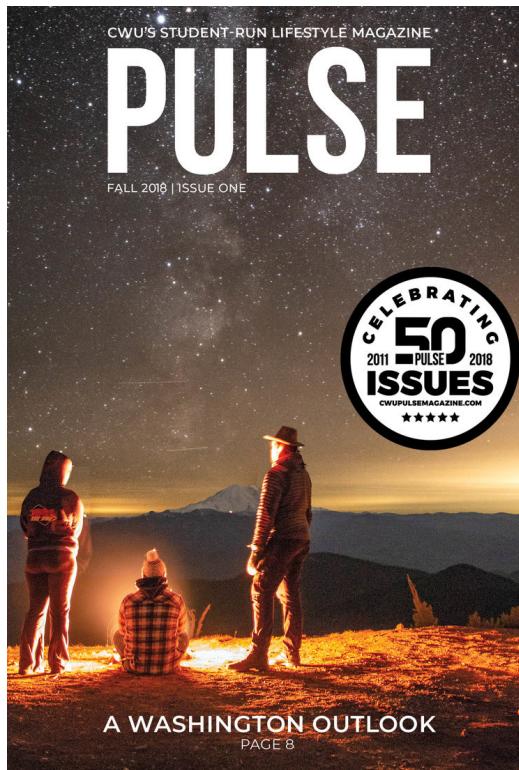
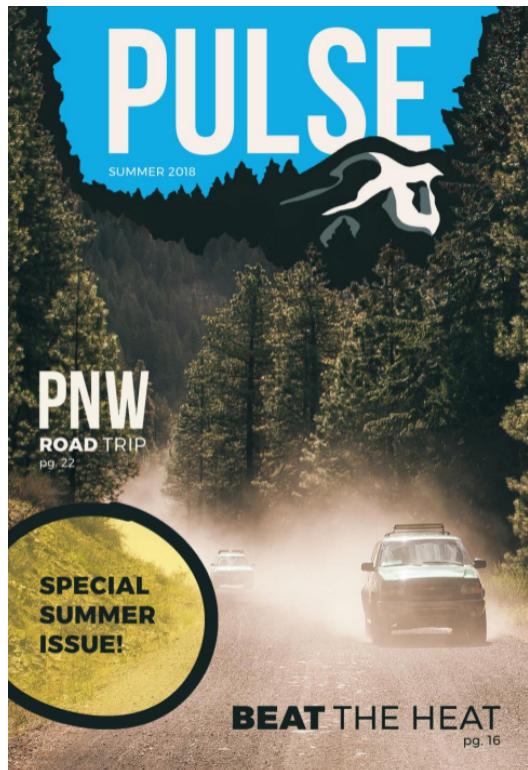


ABOVE:

Hype, Winter 2020 event publication cover publicizing an incentive program that gives away CWU branded Converse for students who attend events

OPPOSITE:

Various Hype spreads



PULSE Magazine cover designs, Summer 2019 - Spring 2019

NEXT PAGE:
Various PULSE Magazine spreads

WINTER 2018 | ISSUE TWO

The Peace Corps

An Inside Look from Former Volunteers

**Story by Georg Halverson & Soma Lambert
Design by Matthew Conrady
Photos contributed by Scott Sackett**

Being young comes with incredible opportunities that are too often taken advantage of. However, there is a moment in everybody's life where we must decide what our next step is.

Will we go to college? Will we get a job? Or will we decide to travel while we still have no serious obligation? For those who are unsure of where their life is going, relief programs are an option to consider.

As a volunteer for the Peace Corps, you can choose from six different fields of work: agriculture, health, environment, community economic development, education and youth development. Living expenses are paid for by the organization, as well as travel to and from the country you serve.

However, there are ups as well as downs that come with joining the Peace Corps. PULSE spoke with three former Peace Corps volunteers to hear the stories of their adventures and unforgettable experiences.

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FALL 2018 | ISSUE TWO PULSE 45

SPOTLIGHT

Global Temperature and Carbon Dioxide

Source: NASA GSFC, NOAA NCDC ESRL & Climate Central

Warmer Fall Nights in Seattle

Source: NOAA NCDC

Global Greenhouse Gas Emissions by Sector

Source: US EPA & Climate Central

Natural vs. Human-Caused Coastal Flood Days in the U.S.

Source: US EPA & Climate Central

Major Take-Aways From the 4th National Climate Assessment

Released by The U.S. Global Change Research Program in 2017. Source: RCC-AGCM & Climate Central

Why Does it Matter?

In the past, Earth's climate has shifted naturally according to Dr. Susan Kaspari, associate professor in the Department of Geological Sciences at CWU. Kaspari goes on to say "The huge difference today is the rate at which climate is warming."

Earth, in the past, was able to withstand changes in climate because the changes were happening at a rate that could be sustainable by the life that inhabits it. Today, that simply isn't the case.

"Burning of fossil fuels is the emission of greenhouse gases is the largest source of global warming," says Kaspari, who elaborates. "These include deforestation, agriculture, and burning fossil fuels as the most often talked about emission sites. All of these are essential in our society, which may be why it is so hard to find ways to continue reducing the damaging effects of climate change."

There are three types of carbon that contribute to global warming and, overall, climate change. "Carbon dioxide," says Kaspari, "is the largest cause of the warming that is occurring." Kaspari spends her time studying another form of carbon—black carbon, which is the second-largest contributor to global warming.

She explains black carbon as being "soot" that arises when biofuels and fossil fuels are incompletely combusted. The reason that black carbon is dangerous is that it absorbs the sun's energy, which then causes the Earth to warm. This black carbon is carried to glacier surfaces by the wind and leads to darkening of the snow and ice, increasing its absorption of the sun's energy.

The other carbon emission that is harmful to the environment is methane, which according to Dr. Susan Kaspari, associate professor in the Department of Geological Sciences at CWU. Kaspari goes on to say "The huge difference today is the rate at which climate is warming."

"United States is quite unique in that climate change is a politicized issue," Kaspari says. Despite this, she makes a point that even with that tension, "common ground can still be found." She also says that wanting clean air and access to water are things that many people agree are important.

In our region, a changing climate will greatly impact water and wildfires, which go hand-in-hand a lot of the time, according to Kaspari, who says less rainfall leads to more intense and longer-lasting wildfires. "There are also more snowmelt-runoff events during the winter because it will instead precipitate as rain, which is not beneficial to us in the summer months." Kaspari points out that these changes can already be seen in the precipitation records in our area. According to her, going, relief programs are an option to consider.

these changes are not in the future—

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WINTER 2018 | ISSUE TWO

SPOTLIGHT

Their Stories

Ed Heine

In 1976, Ed joined the Peace Corps in El Salvador and after gaining an interest in international development he decided to dedicate the next two years of his life to working in the middle of El Salvador, Central America.

Heine says he felt comfortable choosing the Peace Corps because he wanted to see "how I could live and work in a third-world country. There was a lot of structure and security around it," he says.

However, Heine emphasizes that he joined over 30 years ago and was a different person. "I only wish I went in the mid-1980s now, because that was the '70s," he says. "I don't think the government would allow that kind of thing these days."

Additionally, being sent to a third-world country without knowing the common tongue made things difficult for Heine.

"I didn't know the language, I didn't know the culture, the food was different—everything was different," he says.

According to Heine, there was extreme political instability in El Salvador during the 1970s, which resulted in heavy military influence across the country. "I remember one of the very first things I said when I got there giving my any nasty attitude, the guard was like 'What do you want?' he wasn't sure what direction to take in life, but for those who aren't up to the two-year commitment yet, he recommends looking into relief programs that require shorter-term peace.

"Peace Corps taught me the importance of humility and being...there for others. There are very little things that are not needed for you to follow man and realize that you're not better than them [us important]," he says. "You take a deep breath before you judge others, and that's what the Peace Corps taught me."

Sarah Swenson

Sarah Swenson joined the Peace Corps in 2007 at the age of 22 after graduating from Central Washington University. The Peace Corps stationed in Malawi, Africa where she served for two years. She says that her experience was life-changing. "It changed her life so much, that she extended her stay an extra year so she was able to serve three in all."

"I think I learned to be flexible and adapt and listen to others," Swenson says, adding that different cultures offer diverse lifestyles, which is something she had to get used to. "I came to Central with a certain attitude and her years of service didn't change that. In the years since, Swenson has gone back to Malawi to visit the place she considered home for three years of her life."

Swenson says the Peace Corps taught her the value of respectfulness, how to be resourceful and how to enjoy life without judgement.

However, there are a few things that she wishes she had known before leaving. "Less is more. Take the things that are going to bring you the sense of home," she says. "But as far as clothes and stuff, you are going to be able to get a lot of what you need."

Two years is a long time to be away from your own culture and it's common for people to develop cravings for things they never thought they would miss.

Scott Sackett

In 1996, Scott Sackett joined Peace Corps fresh out of graduate school and served his two years in the Peace Corps in Guinea-Bissau. High school and high school English. As Americans, we have become accustomed to getting as much done throughout the day in fear of becoming behind on productivity. As frustrating as it may have been sometimes, Sackett says he learned the value of patience.

Cantrell says urging us to understand just how much of an impact our food makes. Additionally, meat production requires immense use of land and water and greenhouse gases will also sit back on plastic use. Another point that Cantrell makes is by buying less meat, we are also reducing the chance of having to throw out the meat due to the methane it creates, which is a wonderful positive; it means an animal didn't die for nothing and it reduces the methane emissions that come from rotting meat.

if we cut out carbon emissions from every other sector, the meat farming industry alone will use our entire carbon budget by 2050."

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SPOTLIGHT

they are now.

Daily Food Choices

According to Katie Cantrell, founder and executive director of the Peace Corps Foundation, the single-biggest emitter of greenhouse gases is the food industry. "The top five meat producers emit more carbon than ExxonMobil, Shell or BP," says Cantrell. "But it's not the people who eat meat that are many times that students eat meat. It's the meat industry that is about twice the size of the meat energy, which then causes the Earth to warm. This black carbon is carried to glacier surfaces by the wind and leads to darkening of the snow and ice, increasing its absorption of the sun's energy."

We, as humans, love the gratification of satisfying our goals. Graham Hill, founder of TreeHugger.com, gave a TED Talk in 2010 about how he knows it is odd that someone is environmentally responsible as him is not a vegetarian. According to Hill, his "commodification of meat is the new meat industry itself." So, he found the solution: he's a "weekday vegetarian." A weekday vegetarian is someone who stays away from "anything with a face" during the week except for a few days. For Swenson, it gave her a new perspective on life.

"I was thinking I had all these great ideas, but going to a developing country and seeing all these problems—I thought I had all these answers," she says. "But the answers don't always work, though, because the challenges that they face are complex in nature as well."

On top of everything that she experienced, Sarah Jones, a senior primate behavior and ecology major here at Central, says that this worked for her as well. It made her feel really good about her eating habits. Hill goes on to say, "Cutting meat out five days a week cuts our meat intake down by 70 percent."

"If we cut out carbon emissions from every other sector, the meat farming industry alone will use our entire carbon budget by 2050."

"We can make meaningful impacts if we ask for more plant-based options on campus, not just asking to get rid of meat options."

— Katie Cantrell
Programs and Events Director of the Factory Farming Awareness Coalition

Harsh Realities, Sustainability and You

Story by Nikole Chumley
Design & Illustration by Matthew Conrady

The sun is shining, your bags are packed and you have the perfect road trip playlist. You're ready to hit the open road, knowing that beach trips have been planning for weeks. You get there, lay out your towels and look to the horizon. You turn to your friend and say, "Remember when Tuvalu wasn't a coastal town?"

There are several ways the individual can combat this imminent threat, but corporations are also responsible for this rapid degradation of the only home we will ever know.

APPAREL

Illustration / Hand Lettering

MT. JOY
ADAM MELCHOR
VARIOUS TEES

VP Belief #6

The power of juxtaposition
is uncompromising.





OPPOSITE: Rearrange Us, tee graphic

CLOCKWISE FROM TOP LEFT: Planet Tee, Fresh Fries Tee, Mountain Hoodie, Mt Joy Inline Tee



ABOVE FROM TOP TO BOTTOM: AM Landscape Tee, Jewel Ride Tee
OPPOSITE: Skeleton Boi Pop, tee graphic

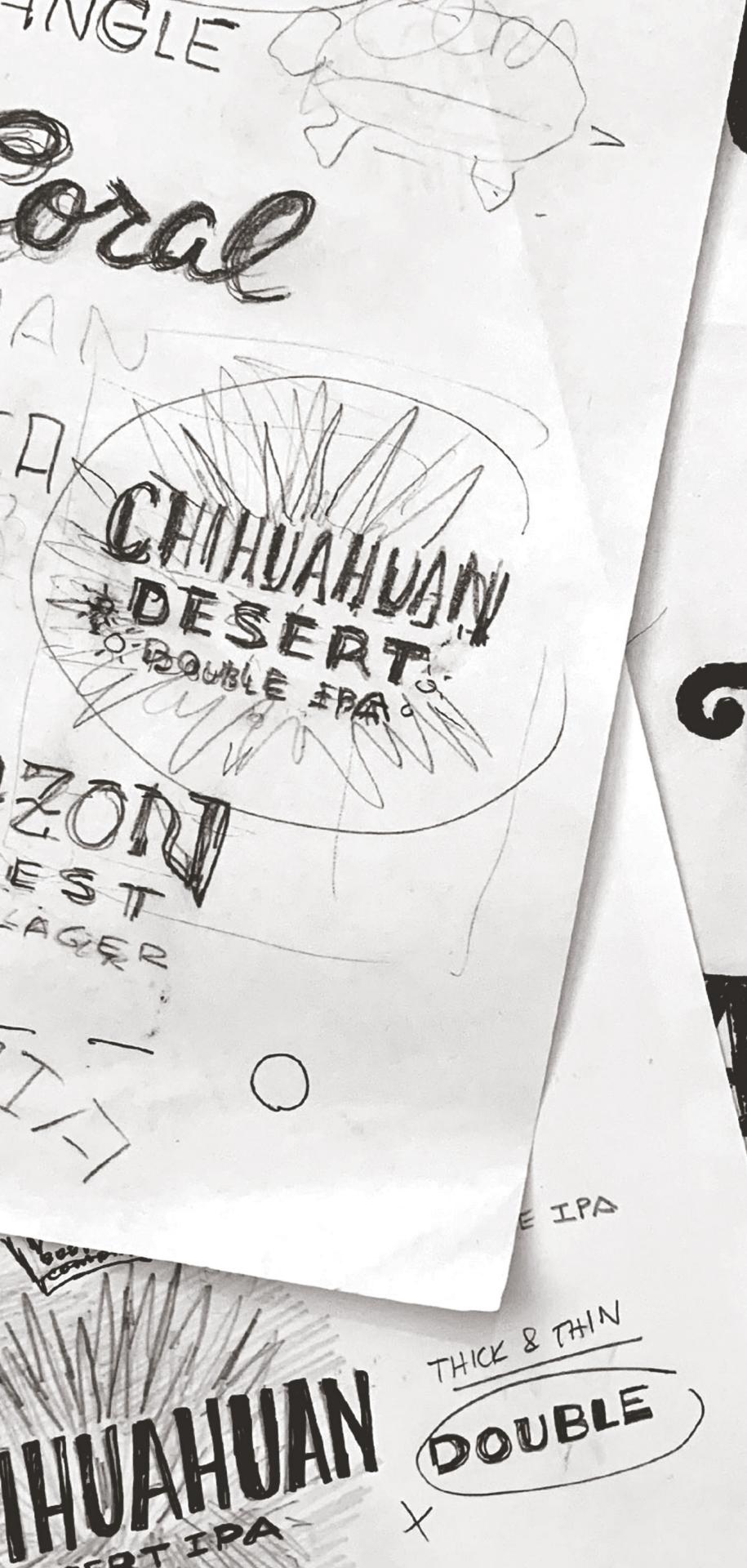




OPPOSITE: Pine Grove Roadhouse Coffee, tee graphic

CLOCKWISE FROM TOP LEFT: Wildcat Ambassador Tee, Love Tape

Longsleeve, Rock Against Rape Longsleeve, Amador Cross Country Tee



CHIHUAHUA
DESER
DOUBLE

COR
TRIANG
HAZY IP

AMAZO
ORES

MAZO

PACKAGING

Package Design / Pattern Design / Hand Lettering

SUSTAIN BACKPACKING
PRIORITY PLACES

VP Belief #7

Both consumers and designers
have a powerful influence over
how the world operates.



CLIF
SUSTAIN
BACKPACKING
MEALS

ABOUT

Sustain Backpacking Meals is a brand extension exploration for the Cliff Bar Company. Sustain builds off of Cliff Bar's mission of environmental stewardship and sustainability to create a line of organic, plant-based dehydrated meals that empowers people to go outside.

The following packaging exploration includes patterns, colors, and a final packaging system for Sustain.





ABOVE: Sustain Backpacking Meals final packaging

OPPOSITE: Priority Places Variety Pack cover page

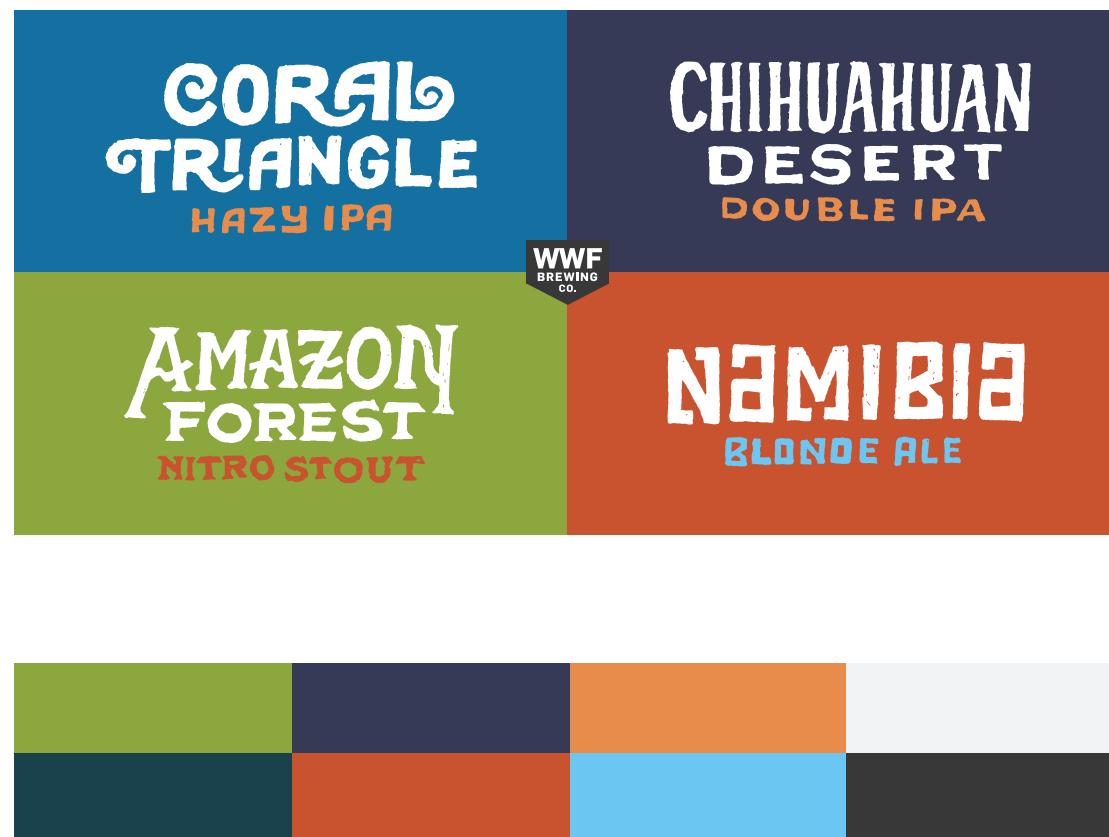




ABOUT

Priority Places Variety Pack is a product extension exploration for The World Wildlife Fund. "Priority places" are sanctioned locations from all around the world that the WWF have specifically declared as urgent locations where their work is needed. The Priority Places Variety Pack is a product line of craft beer to bring attention to the mission of the WWF.

The following packaging exploration includes patterns, colors, and a final packaging system for Priority Places Variety Pack.



ABOVE: Priority Places Variety Pack final packaging

**THANKS
FOR
LOOKIN'**



MATT CONRADY

mattconrady@viseralprojects.com
www.viseralprojects.com

