

Demosthenes Paulk

Graphic Design / Digital Marketing

Nacho King

Brand

Nacho King is a ghost kitchen located in the city of Chicago.

Commission

I was commissioned to create logos for a series of three ghost kitchens being launched by the owner, one of them being Nacho King. The playful illustration works well for the positioning of a kitchen that stays open late for customers to pick up or get a quick bite delivered.



Alternative Logo Compositions



Nacho King

Primary Logo

Opulent

Project

This project was a practice for brand and identity building. The task was to create a fictional company and to create a relevant brand and visual identity for the company.

The final product was a brand book that compiled all the information about the company, design inspiration, process work, and final branding assets and guidelines.

Brand

I created Opulent: a luxury self driving transportation service built on artificial intelligence. Once the business type was decided on I created a list of adjectives to keep in mind as cornerstones as I built the brand identity from the ground up.



Brand Book



Brand Book Spread 23



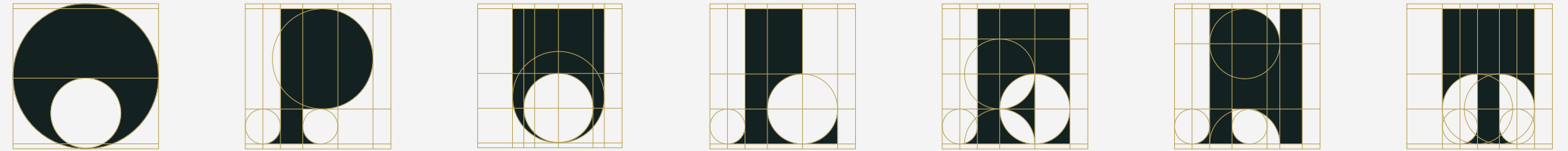
Vehicle Nose

Logo and Logotype

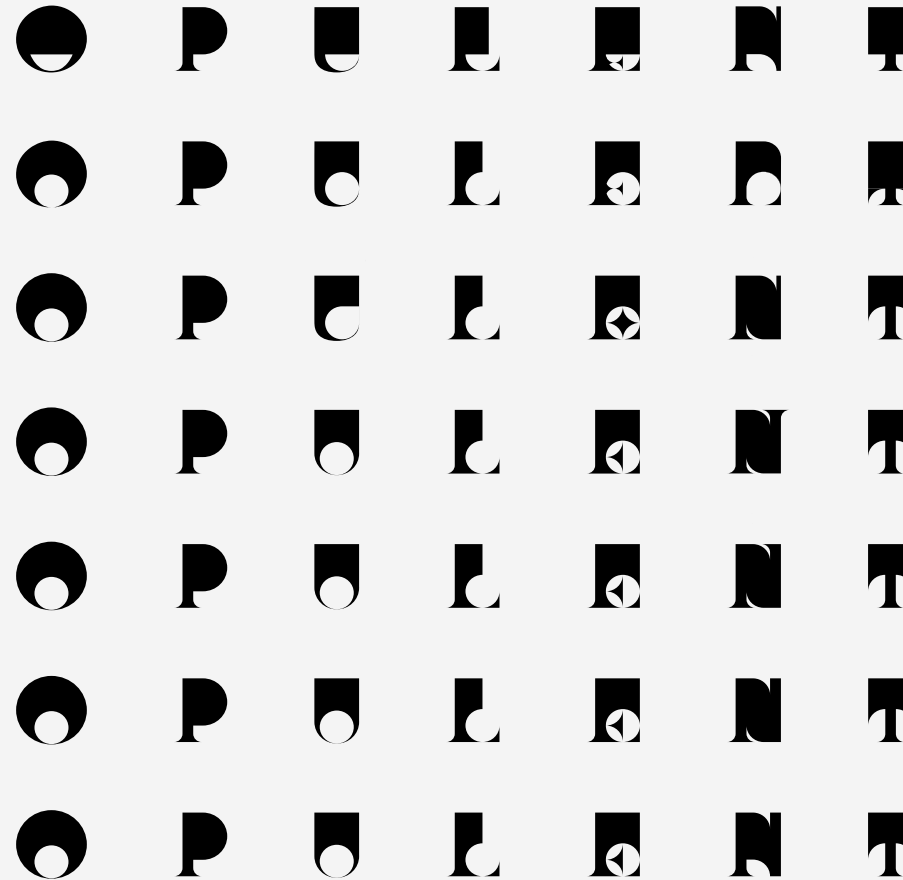
The logo was made to slightly resemble a steering wheel to hint at the industry the business exists in, while the star, in what would be the rim, represents the high level clientele that the company deals with.

The logotype itself is split in two, with the top half being sans serif, and the bottom half being serif. This was to combine the modernity of sans serif typefaces with the luxury sophistication and traditionalism of serif typefaces, as well as experimenting with progressive font creation.

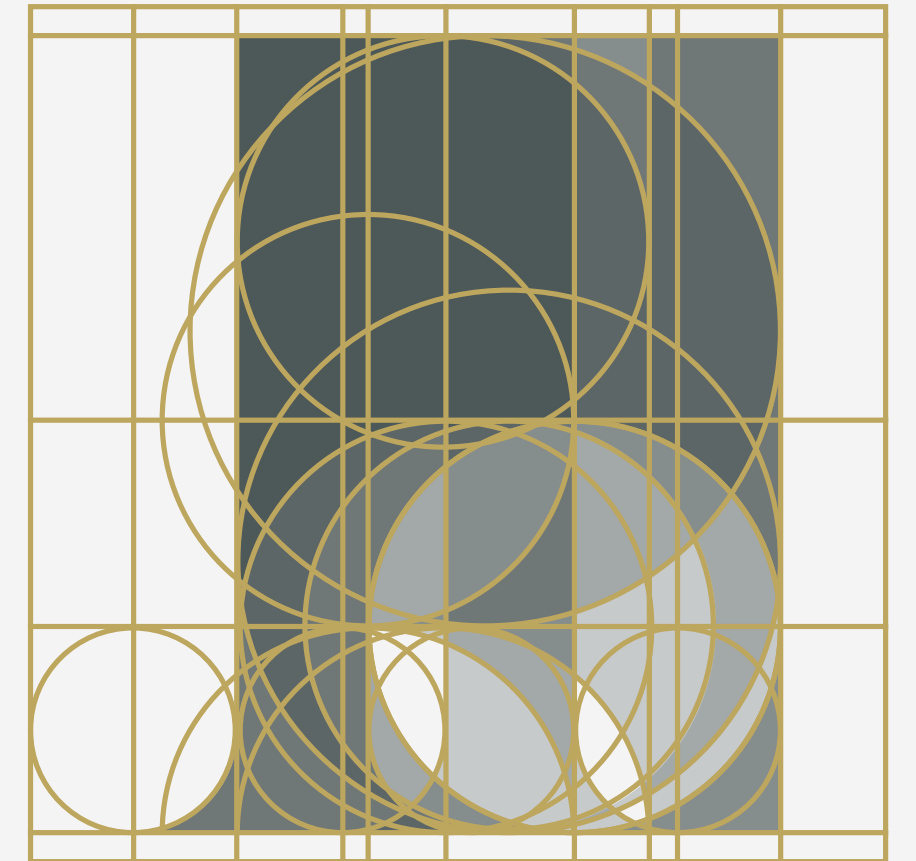
The logo and letters of the logotype were created by hand with the building blocks of pure geometric shapes which were mostly circles and squares. The crisp and mathematically calculated forms of both the logo and logotype were chosen to express the perfection of service that can be expected from luxury artificial intelligence.



Logotype Letter Construction



Logotype Evolution



Logotype Breakdown Overlap

Paper Cuts Zines

Brand

Paper Cuts is not a brand, it is a community extension. They bring creatives together around a common love for the art of zine making and the greater publishing arts. They create a platform for creators to gain awareness, and explain their inspiration and creative process. Focused in New York City, the brand runs events to bring the surrounding community together and encourage creativity and support of the arts.

Keywords

Community

Handmade

Geometry

Fascination

Structure



Primary Logo Arrangement Example

Paper Cuts Zines

System

The system is deceptively simple as it is built from a combination of 3 elements.

The Spirit represents the creative flow and individuality of the people featured on the podcast and other brand extensions. The form also resembles a signature to further emphasize the beauty of individualism.

The Threshold is where this creative flow, or individualism travels through. This rectangular shape is the zine where the artists are able to convey their creative spirit in a tangible form for others to observe.

The Medium is Paper Cuts, a brand that is devoted to celebrating this process, bringing like-minded people together, and elevating the book arts.

The 11 variations of each of these elements allows for a seemingly infinite amount of branding possibilities.



Spirit

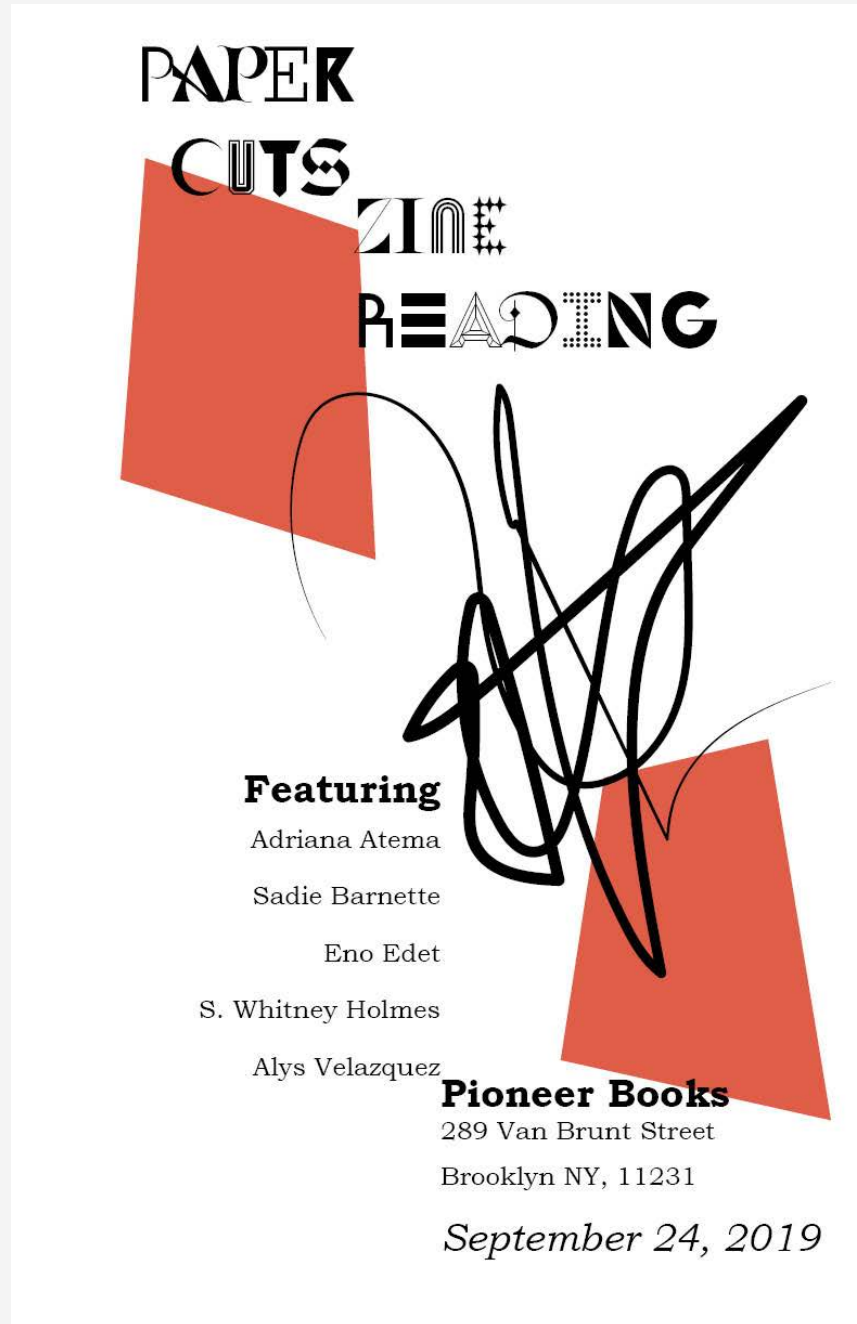


Threshold



Medium

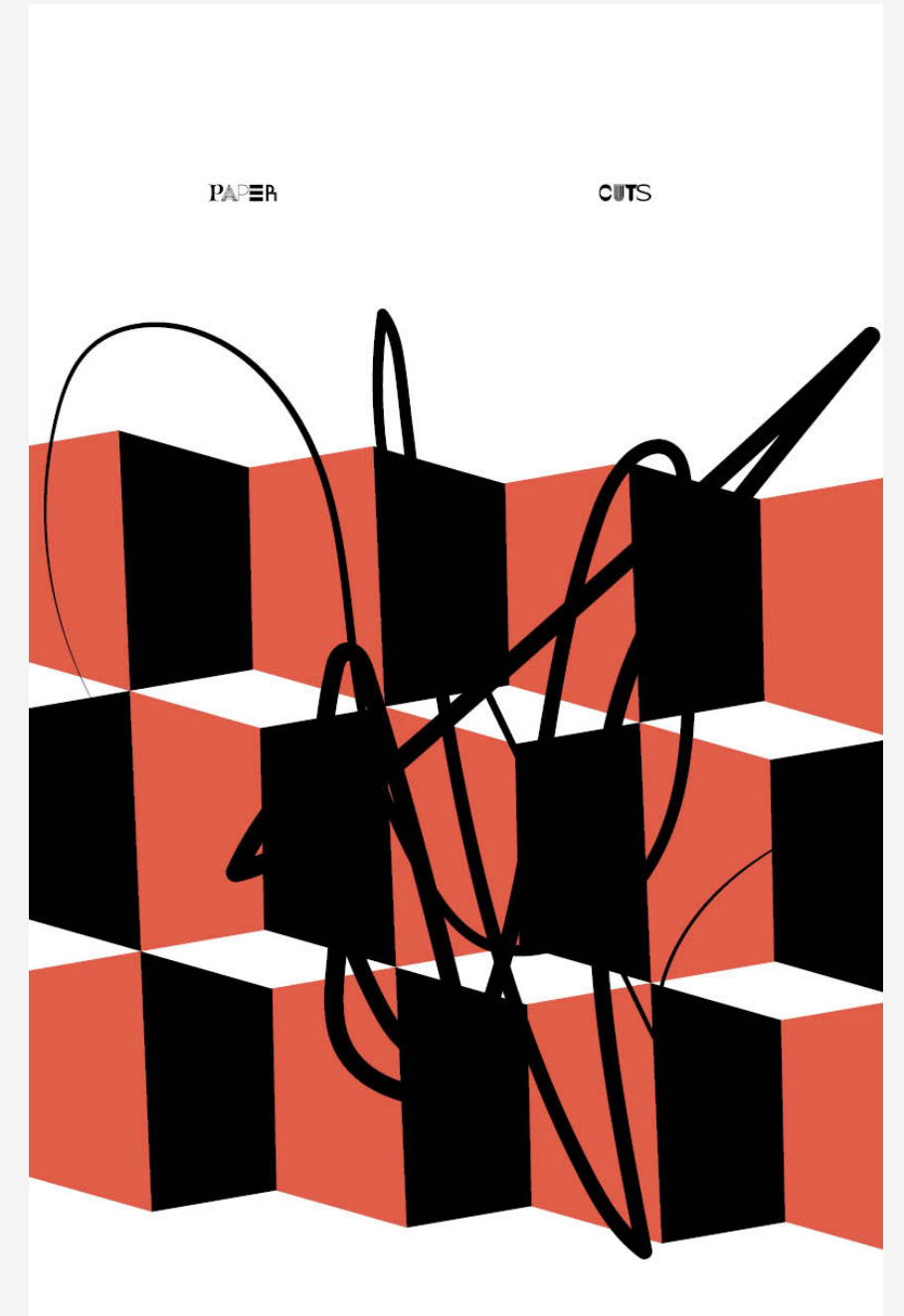
Paper Cuts Zines



Paper Cuts Zine Reading Poster

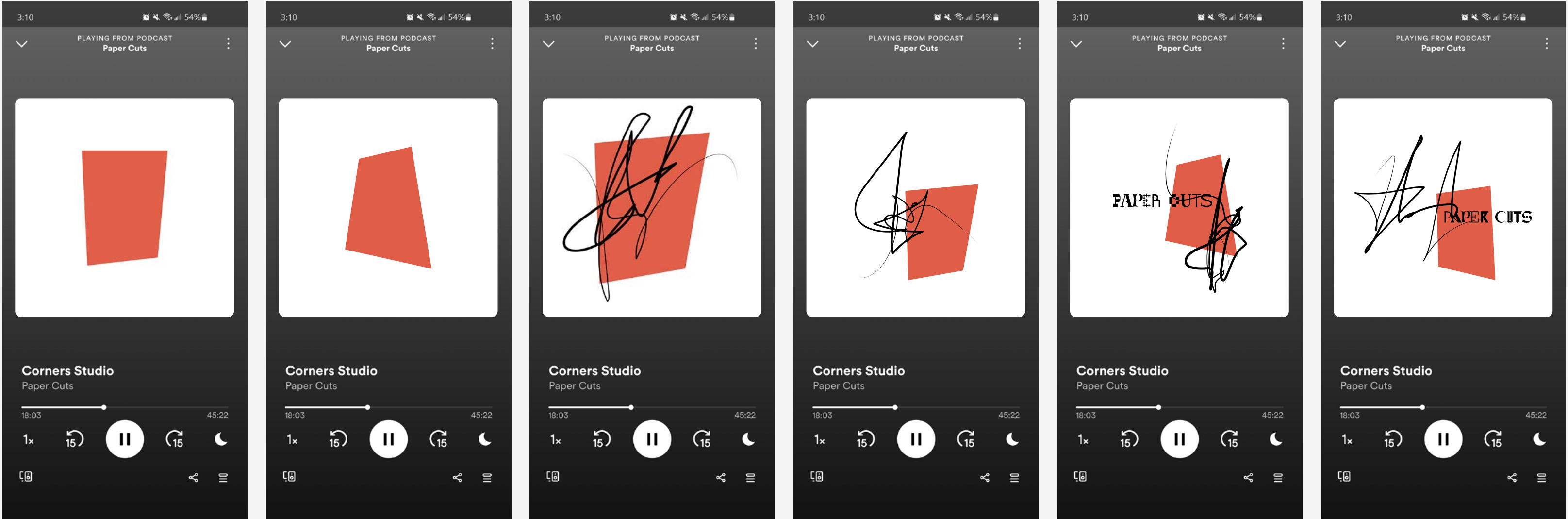


Paper Cuts Poster



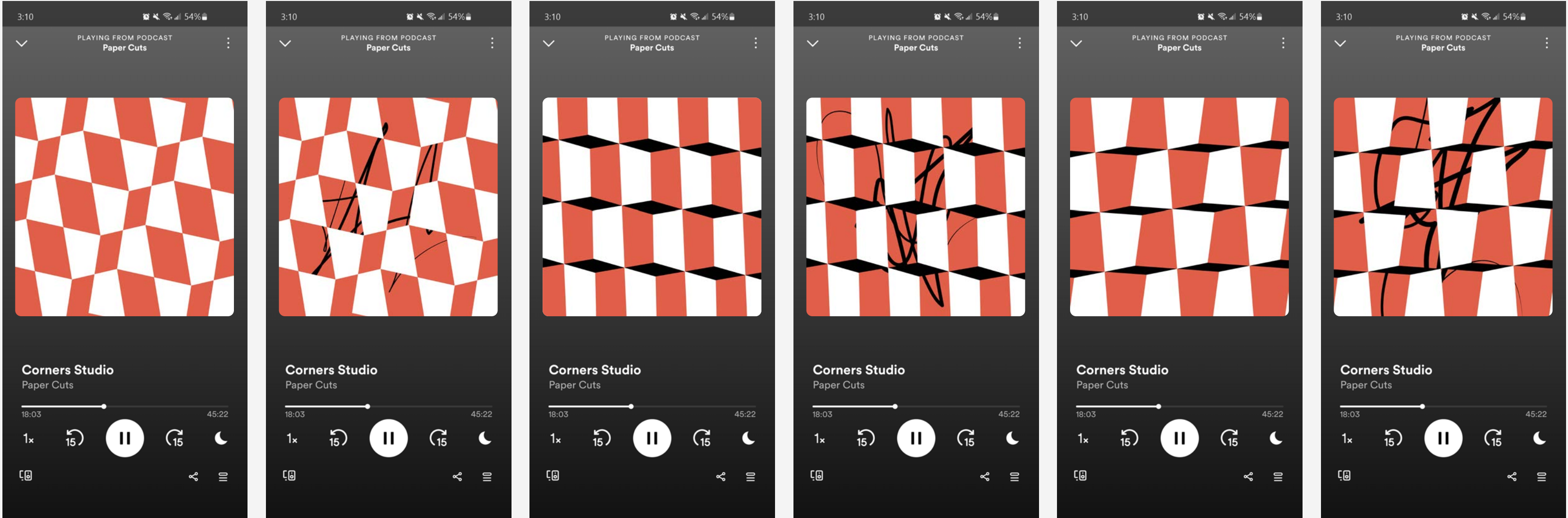
Paper Cuts Poster

Paper Cuts Zines



Paper Cuts Iconographical Podcast Cover Options

Paper Cuts Zines



Paper Cuts Pattern Podcast Cover Options

Apollo Flame Bistro

Project

For this project we had to choose a small restaurant that we were familiar with. We were tasked with entirely re-branding the restaurant to our liking, while remaining within the current cuisine and positioning.

Brand

I chose Apollo Flame Bistro, a Greek owned, and family operated Greek and Mediterranean restaurant in Asheville, North Carolina.



Business Card Mockup



Pizza Box Mockup

Apollo Flame Bistro

Logo

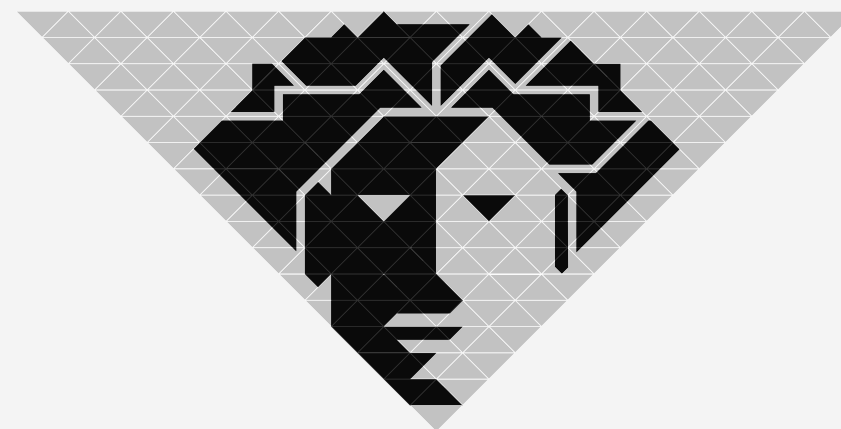
I decided on a unique image of Apollo's head surrounded by flames of the sun for the logo, as it would be the most eye-catching and challenging option out of my drafts.

The head is constructed out of the triangular grid shown below. This was used to simplify the image, as well as tying in mathematical construction that ancient Greece is known for.

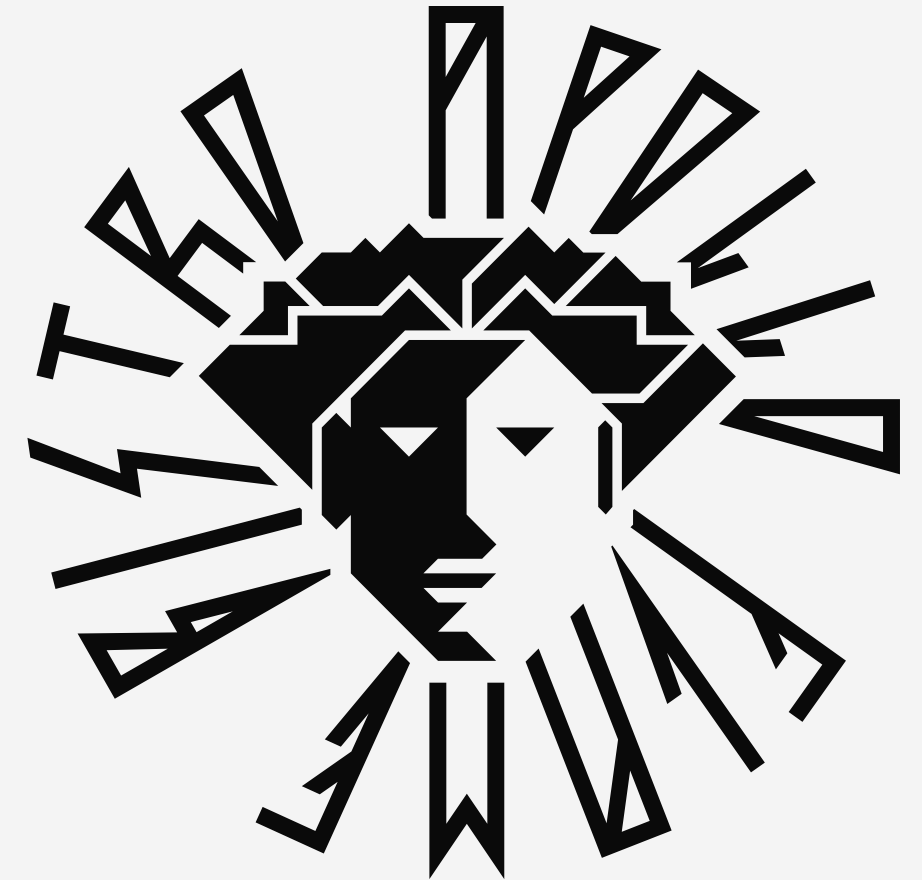
The logotype is entirely custom and I built it to resemble art deco type to tie in the theme of a golden age. This shape of the logotype letters also works nicely around the face as they begin to abstractly resemble sun rays.



Logo Icon



Logo Icon Construction



Logo

APOLLO FLAME BISTRO

Logotype

Apollo Flame Bistro



Menu Cover



Menu Spread 1

Project

In this project we were paired with a partner who created a theoretical company for me to create the branding for.

Brand

They chose a video game development company whose main focus was on cultivating a sense of community, while prioritizing the employees and fan base above profit.



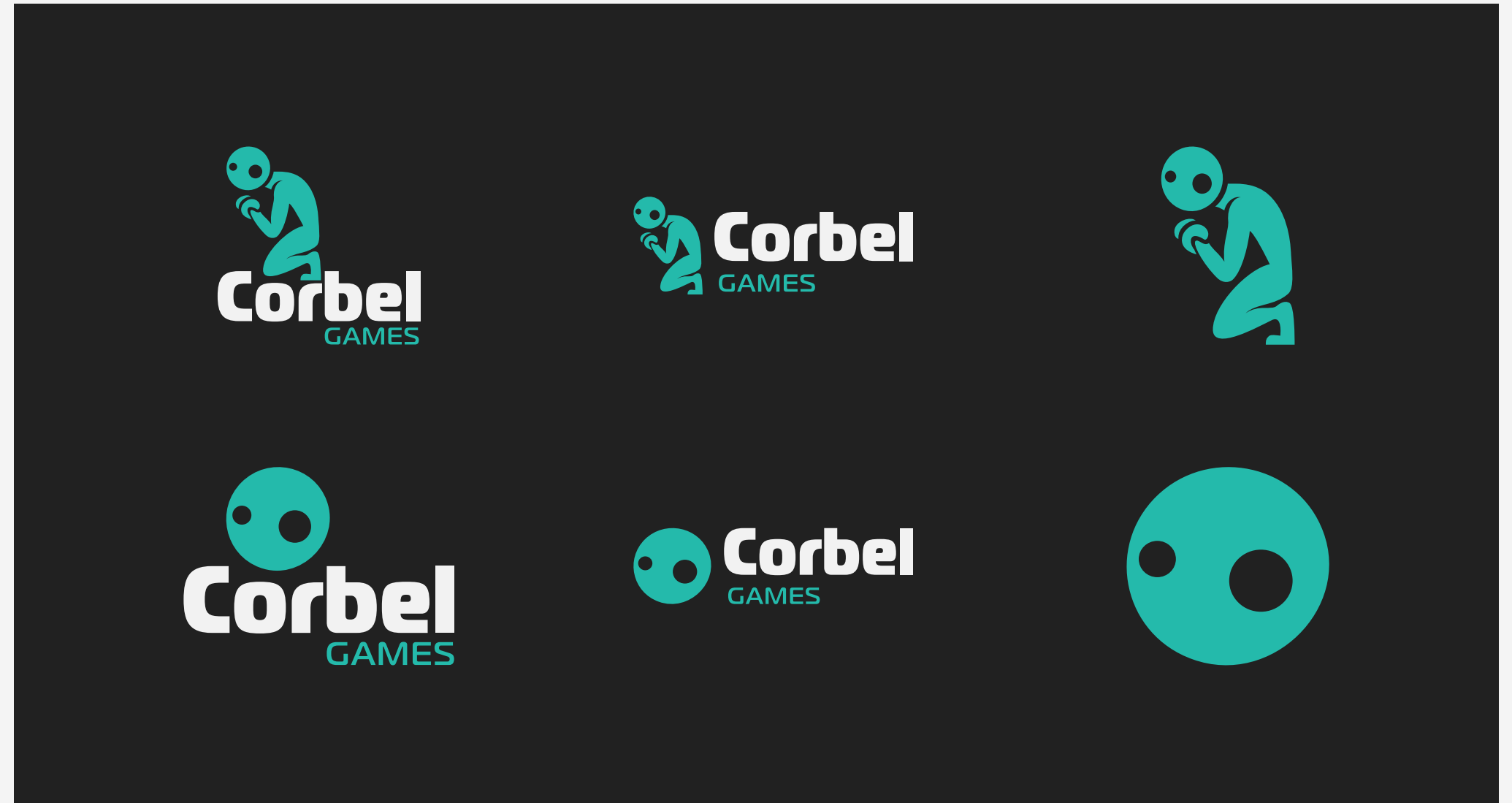
Primary Logo

Corbel Games

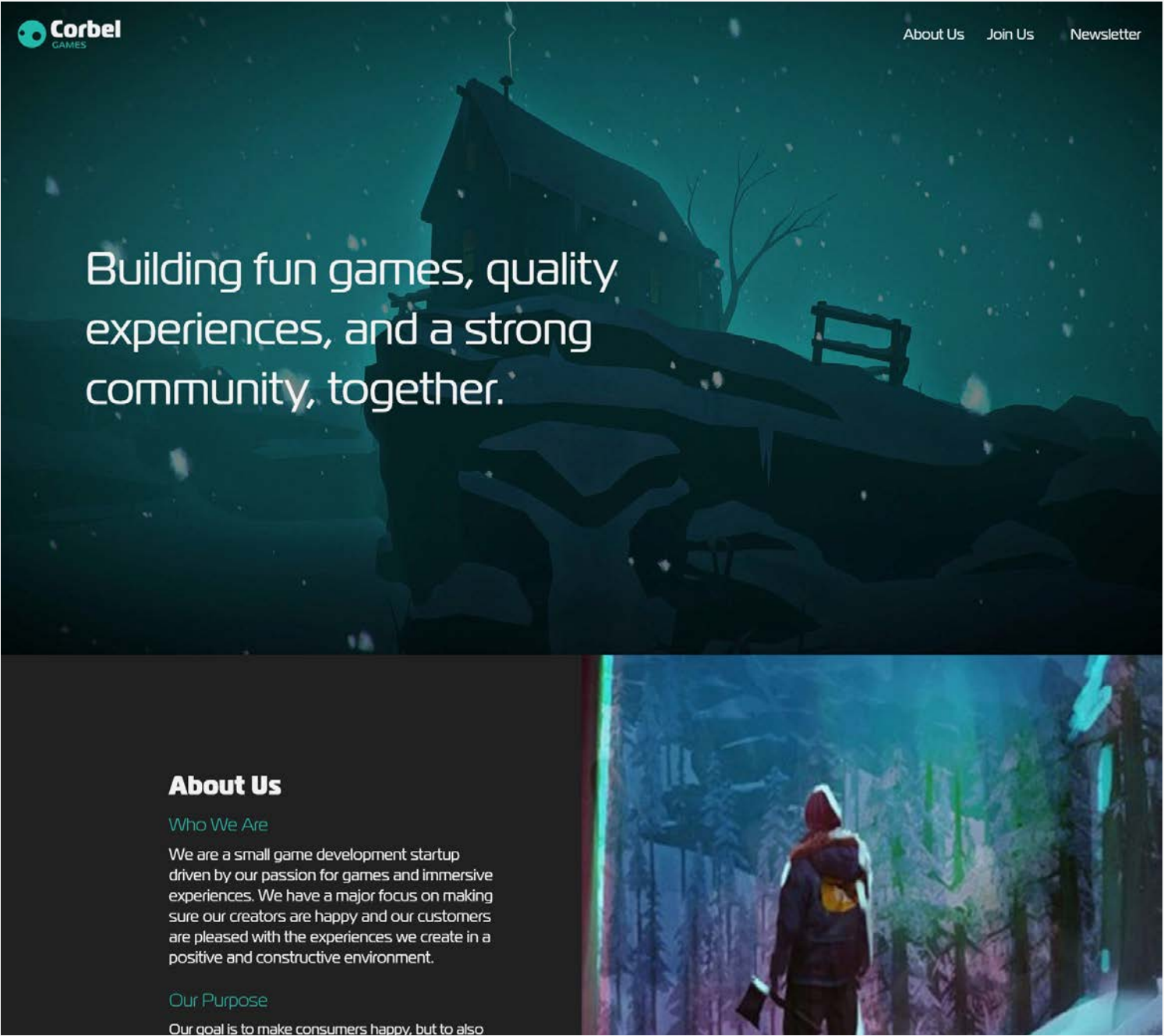
Logo

Since the community and support system was the most important aspect of the company, I explored many related options and settled on the name Corbel. A corbel is a decorative support feature from the middle ages, and I thought this was quite fitting for the goal of the company: to build a strong community, and make beautiful experiences while doing so.

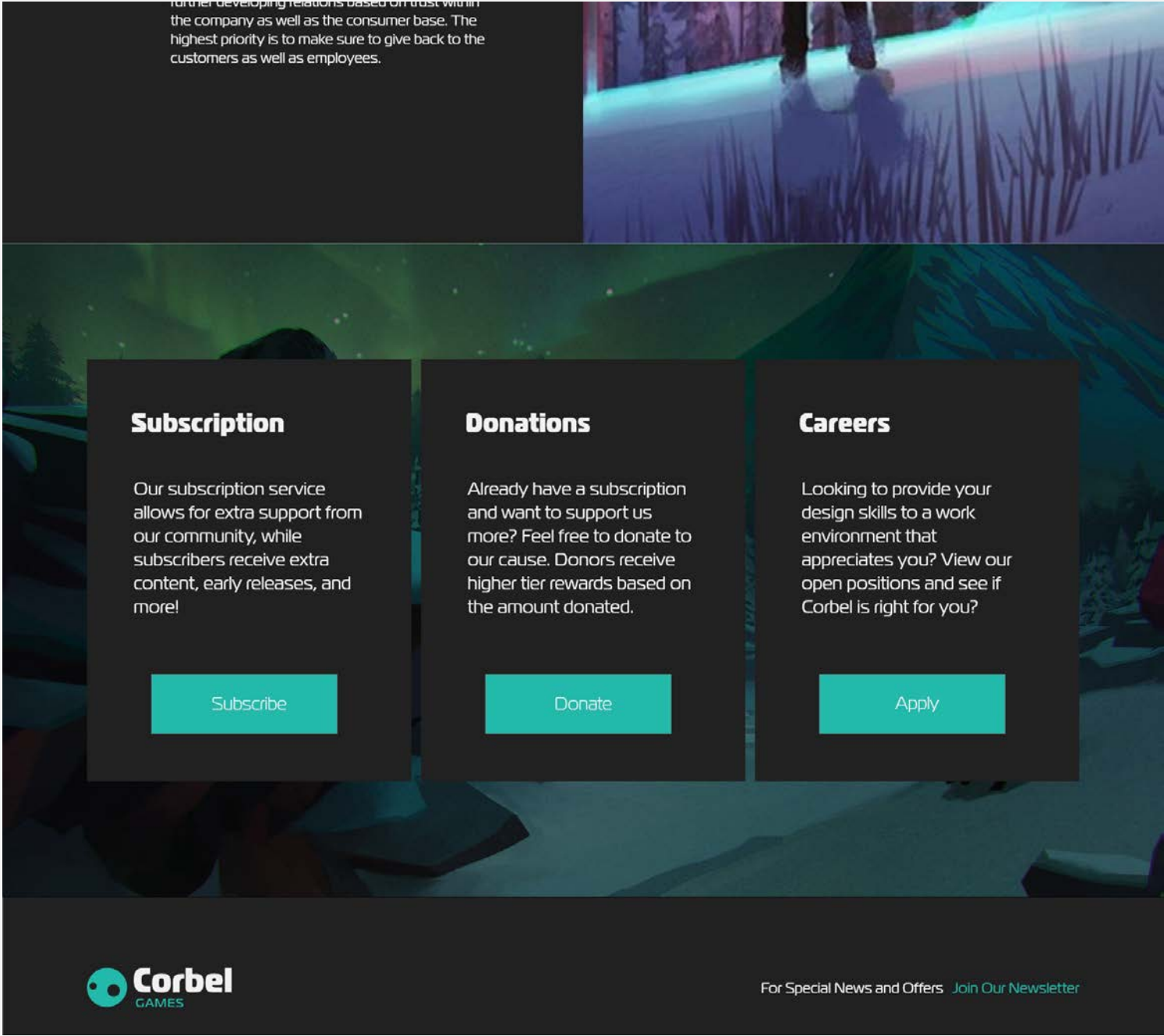
I gradually simplified the corbel gargoyle to the point where it was just his head. There is a lot of room to give the head more character through short animations where he crawls around causing mischief and then the logo transitions in. This would solidify the branding however animations were not a part of the project scope.



Alternative Logo Composition



Website Top



Website Bottom

Project

Misc is a personal project that originated as an experimentation with apparel design as a potential future career, as well as a space to freely design. Branding, print designs, advertising, and essentially every other aspect are under my creative control. Some of the photography, however, was done by friends.



Photography

misc.

Brand

The short definition of misc is that it stands for miscellaneous. It exists as a container for all the miscellaneous things I freely create with no restriction.

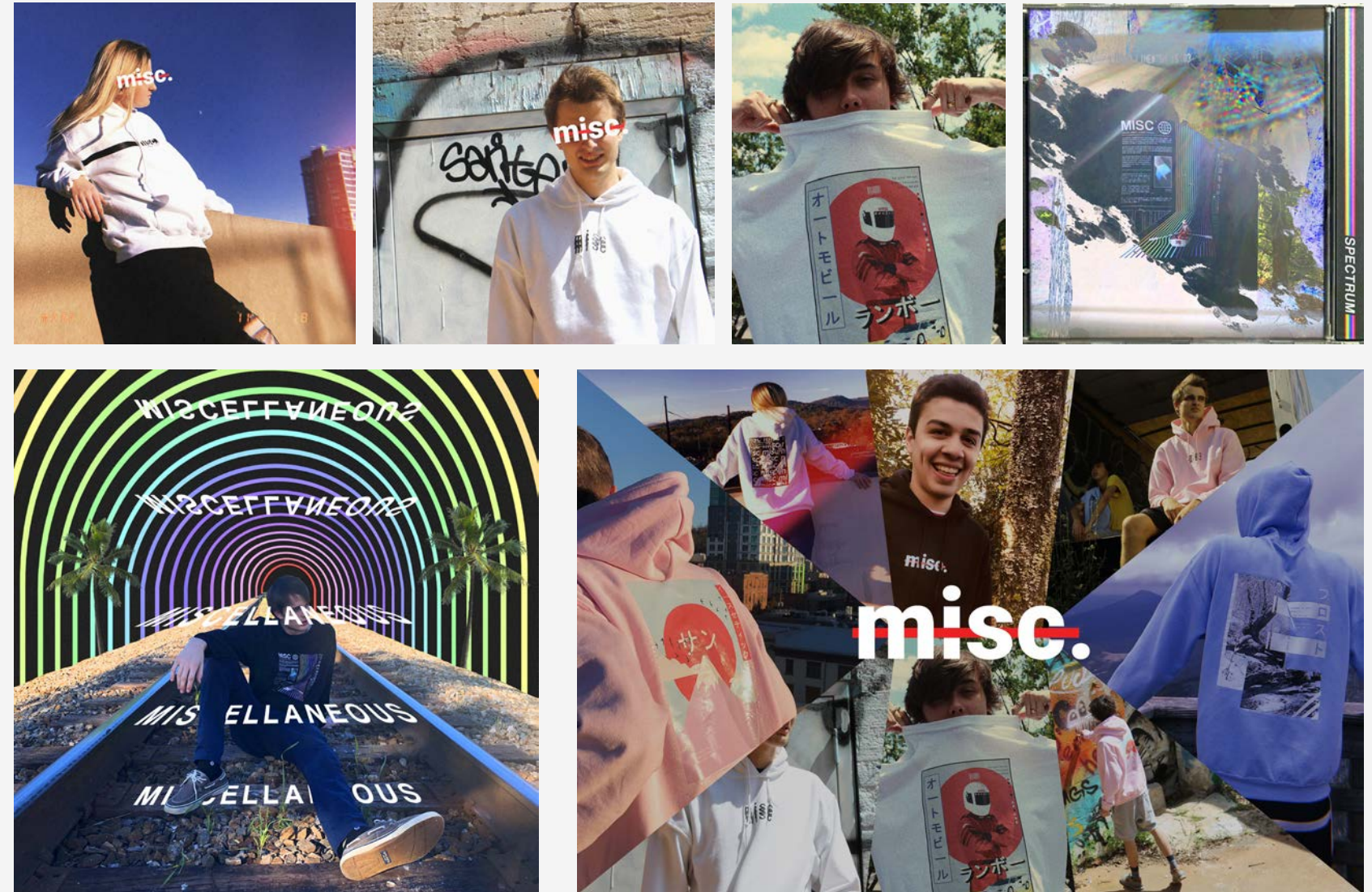


Snowfall and Eden Brand Visuals

misc.

The long definition is that it really stands for Miscellaneous Social Complex. The i doesn't stand for anything which means it is miscellaneous and does not matter. The self doesn't matter. We are all one. Separated, yet vaguely connected through complex social structures.

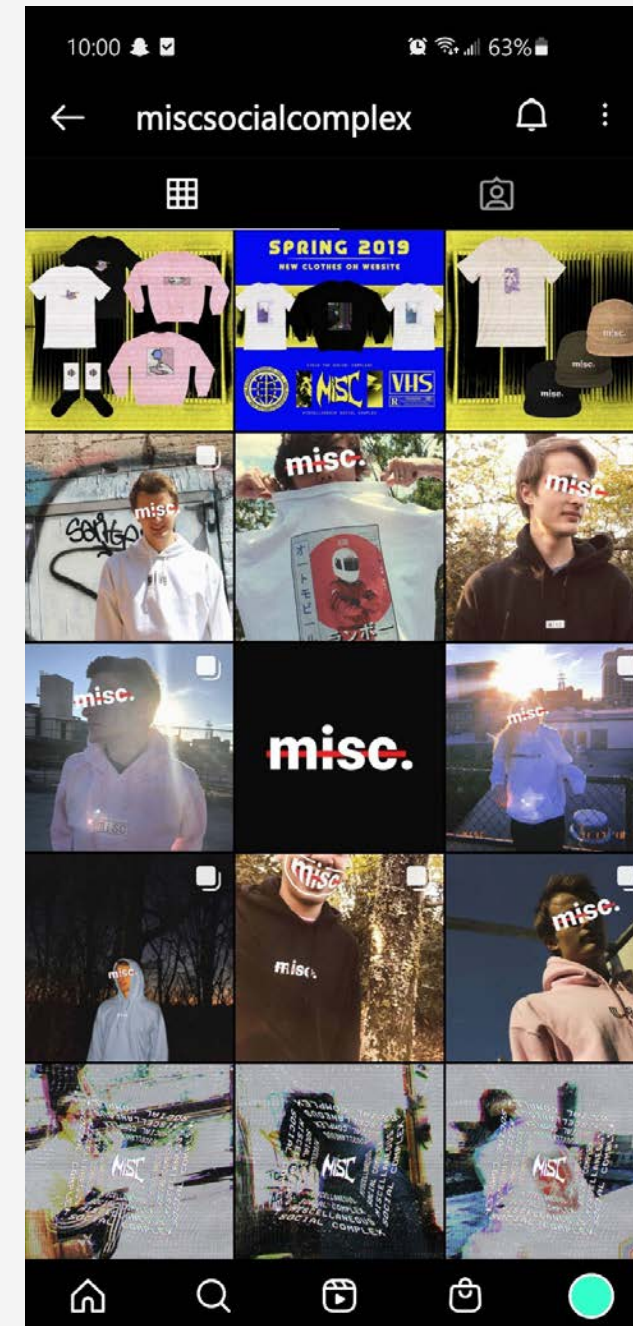
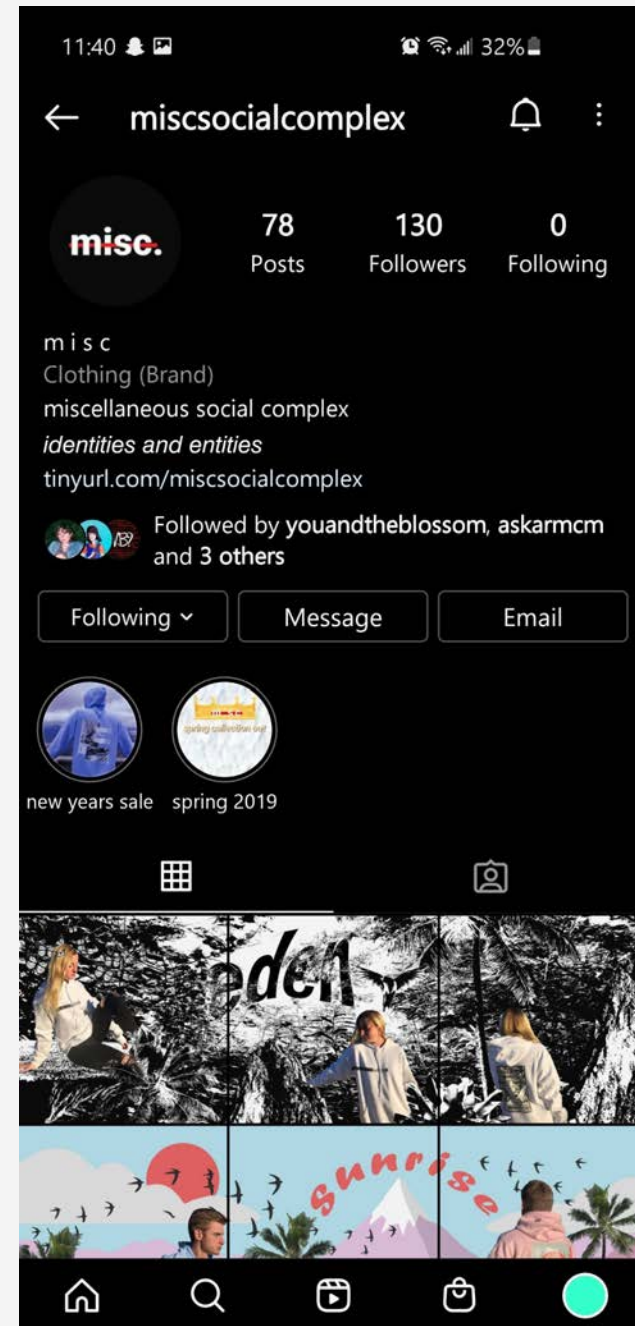
I wanted it to be a way to bring people together and make people care less about themselves and take on a more free approach to things, starting with the way they dress, and hopefully I will expand much further past this.



Various Brand Visuals

misc.

This project has allowed me to dip me feet in the water with some great experience and lessons. I have gotten the chance to learn some things involving the marriage of graphic design and business including advertisement design, product photography, web design, e-commerce, social media marketing, budgeting/finance, and more.



Instagram Account

I am always looking for ways to extend misc, or in the future my personal brand, into other medias and spaces to create a complex of products, ideas, and design. One of the first ways I have done this with misc is converting various designs, elements, photographs, and other assets into a publication entitled *Texture*. This publication explores the similarities in elements such as color and form of the existing misc catalog, and combines them into a new form of a book.



Texture Front Cover and Spread 5

misc.



The imagery on the spreads of this brief zine is continuous as texture is a dynamic ongoing process enslaved to time.

Beginning with the black cover the imagery begins on the very edge. It spans throughout the entire book seamlessly to blur the lines of the traditional page, and at the end you are left with less than you began. Only a sliver of color on the back cover, like the remaining memories at the end of a lifetime.



Texture Spread 2



Texture Front and Back Covers