



**MATT MAPATI**™

Create you, Be you.

PORTFOLIO BOOK

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# CHAPTER ONE

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## ABOUT ME

### MATT MAPATI THE GRAPHIC DESIGNER

I'm a 23-year-old graphic designer from the Greater Cincinnati suburban city of Mason Ohio. A current student in the University of Cincinnati and graduate from Sinclair Community College's graphic design program, I'm a diehard when it comes to Cincinnati sports such as the Reds, Bengals, Bearcats, and a little bit of F.C. Cincinnati. What I think about design in my personal life is all about taking risks in order to see the progress and results that you want because if you only stay at one place on a particular project for a long time there will be no growth. My characteristics is that I'm introspective, resilient, risk taken and humble, I don't take my word for granted because I look at being in this occupation as

**"A PRIVILEGE TO CREATIVE FREEDOM."**

# MOOD BOARD



**MY PHILOSOPHY**  
"DESIGN IS ALL ABOUT STRUGGLE, WITHOUT IT THERE WILL BE NO PROGRESS."

- Five adjectives about myself**
- Humble
  - Creative
  - Introverted
  - Resilient

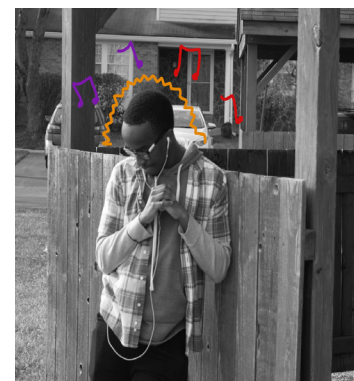
## Color Palette

**Brick gray**  
C:59 R:105  
M:50 G:105  
Y:50 B:105  
K:18  
PMS: 179-11U  
HEX: #696969

**Wine purple**  
C:61 R:128  
M:100 G:0  
Y:14 B:128  
K:3  
PMS: 85-15U  
HEX: #800080

**Turtle green**  
C:80 R:128  
M:48 G:0  
Y:96 B:128  
K:59  
PMS: 147-16U  
HEX: #009699

**Citrus Orange**  
C:0 R:255  
M:41 G:165  
Y:100 B:0  
K:0  
PMS: 24-6U  
HEX: #FFA500





# PROJECT 1

## JOE SHEISTY SAUCE JAR

This project is a dedication to my favorite National League Football team the Cincinnati Bengals, a tribute to the starting quarterback Joe Burrow. As he debute in the league he has become one of the best in that position and established many nicknames like "Joe Shesisty" the word "sheisty" to me creates that mood of smooth and zesty flavor from a food or sauce and this would be a perfect idea make a sauce that feels

**"LIKE IT."**



## NAME AND BRAND PROCESS

Coming up with the name was from watching Bengals games during their 2021 season run to Super Bowl LVI tons of fans post a lot of nicknames for Joe and Sheisty was my favorite and well known among all of them. First created sketches to see how the vision on how the final version will pan out then transferred in Adobe Illustrator for line work. Finally, put the final touches in Lightroom and Photoshop.

FRONT



BACK

# DESIGN PROCESS



## COLORS:



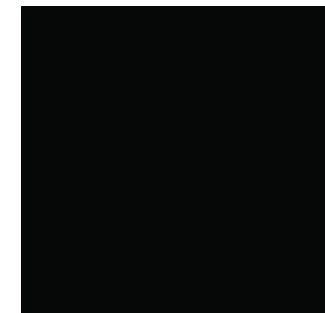
Bengal Orange  
 PMS: 20-8U  
 CMYK: 2, 54, 86, 0  
 RGB: 241, 140, 60  
 HEX #: f18c3c



Jungle Grass  
 PMS: 146-7U  
 CMYK: 78, 23, 98, 8  
 RGB: 63, 140, 67  
 HEX #: 3f8c43

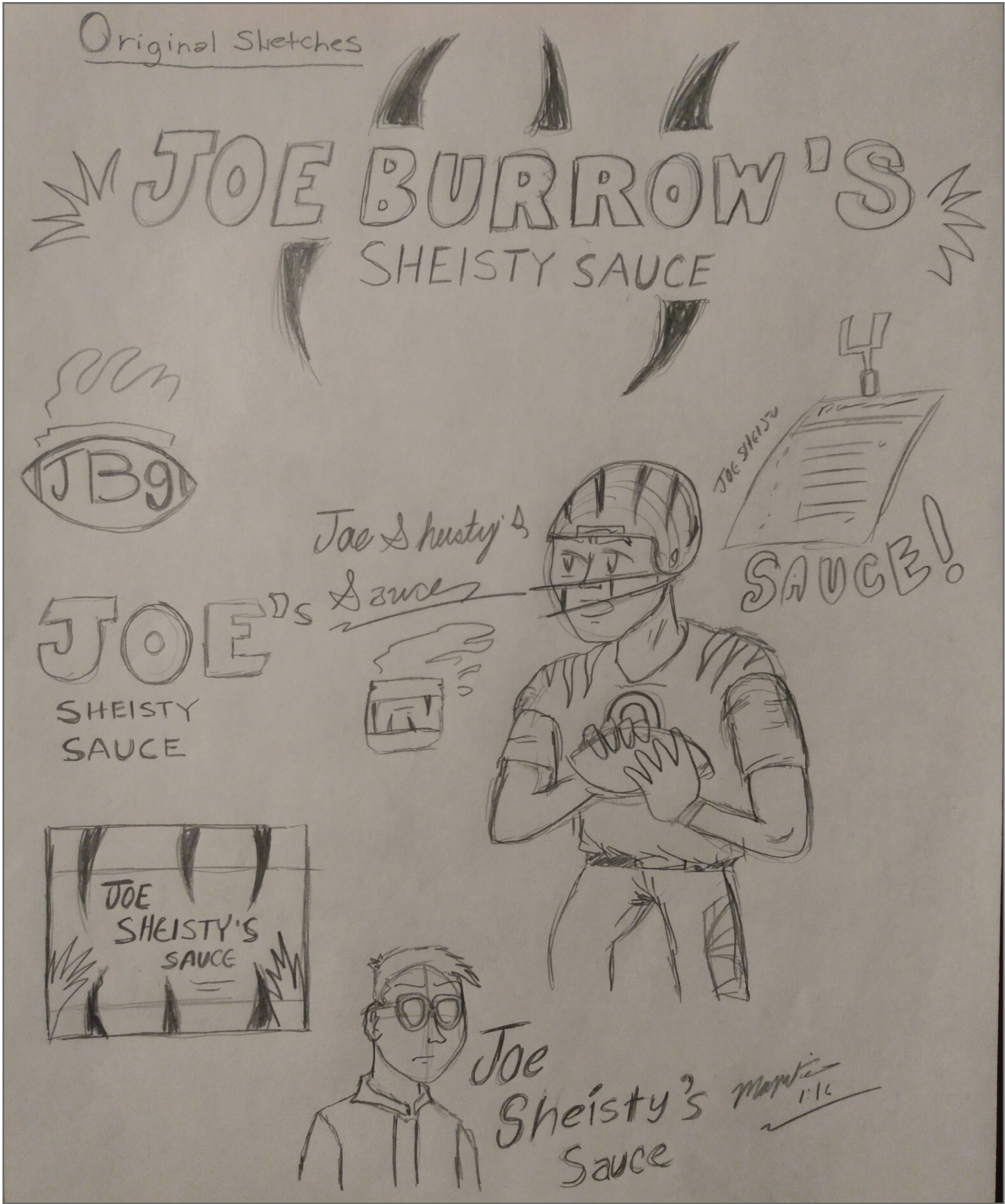


Tan Monkey  
 PMS: 32-1U  
 CMYK: 0, 24, 42, 0  
 RGB: 253, 200, 52  
 HEX #: fdc898



Tiger Black  
 PMS:  
 CMYK: 0, 0, 0, 100  
 RGB: 0, 0, 0  
 HEX #: 000000

# SKETCHING PROCESS



# CHAPTER TWO

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Be Unique.

Be  
you.

Psalm 139





## PROJECT 2

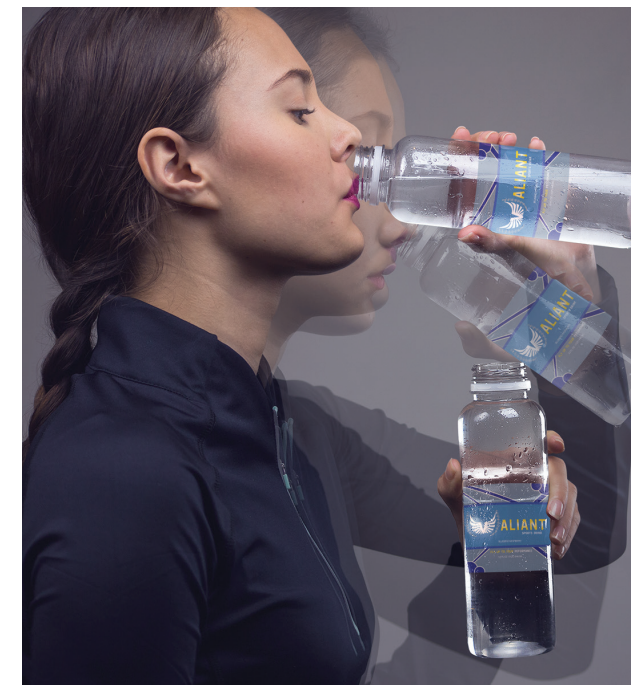
### VALIANT SPORTS DRINK

This is a fictionalized sports drink that was inspired by previous that I relied throughout my time doing any athletic workouts in my life. My purpose was to create a sports drink that not only electrolytes, but less sugar with a blend of natural flavors so that the recovery portion would be positive for the

**“THE CUSTOMERS.”**

## NAME AND BRAND PROCESS

The naming for the drink I took on a different approach, I crawled into the word "Valiant" because of a childhood memory of a movie that I watched that had the title name of it. looked up the word and it means possessing courage and determination, then I thought upon the athletes, on how there are obsessively driven by one of these two impactful words, I wanted the drink to reflect on that reminder. Sketched it first until I found the right rough draft to use for the final draft in Adobe Illustrator, Lightroom and Photoshop.



# DESIGN PROCESS



Nutrition Facts	
Serving size	
Amount Per Serving	120
Calories	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Polyunsaturated Fat 0g	
Monounsaturated Fat 0g	
Cholesterol 0mg	0%
Sodium 100mg	4%
<b>Total Carbohydrate 25g</b>	<b>9%</b>
Dietary Fiber 0g	0%
Total Sugars 12g	
Includes 0g Added Sugars	0%
<b>Protein 0g</b>	<b>0%</b>
Vitamin D 0mcg	0%
Calcium 0mg	0%
Iron 0mg	0%
Potassium 0mg	0%

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

Founded in 2022 Valiant's mission is to create a sports drink that focus on combining natural flavors and electrolytes that'll benefit next generations of young athletes across the world. We also use a unique bald eagle as our brand mascot because the word "Valiant" represent because boldness and courageness in which the bald eagle reflects that. Continue to follow and spread the mission of Valiant by using our social media.



## COLORS:



Eagle Blue  
PMS: 115-5U  
CMYK: 88, 77, 0, 0  
RGB: 58, 83, 164  
HEX #: 3a53a4



Charger Blue  
PMS: 113-11U  
CMYK: 75, 42, 10, 0  
RGB: 70, 131, 181  
HEX #: 4683b5



Stain Blue Gray  
PMS: 175-6U  
CMYK: 58, 40, 31, 2  
RGB: 118, 136, 153  
HEX #: 768999



Olympic Gold  
PMS: 7-7U  
CMYK: 2, 13, 100, 0  
RGB: 254, 121, 2  
HEX #: 321f20



Greek Creme  
PMS: 12-1U  
CMYK: 0, 0, 16, 0  
RGB: 255, 252, 221  
HEX #: ffccdd



# SKETCHING PROCESS





## PROJECT 3

### MAPATI BASEBALL CARDS

These sets of baseball cards felt original, classic and retro as I now look at them in their final version. My favorite sport growing up was baseball and I absolutely love the Cincinnati Reds Baseball team. I thought of it before deciding to be a part of my portfolio, would it be cool to create a line of baseball cards of all time great players that played for one of the oldest franchises in the history of professional sports

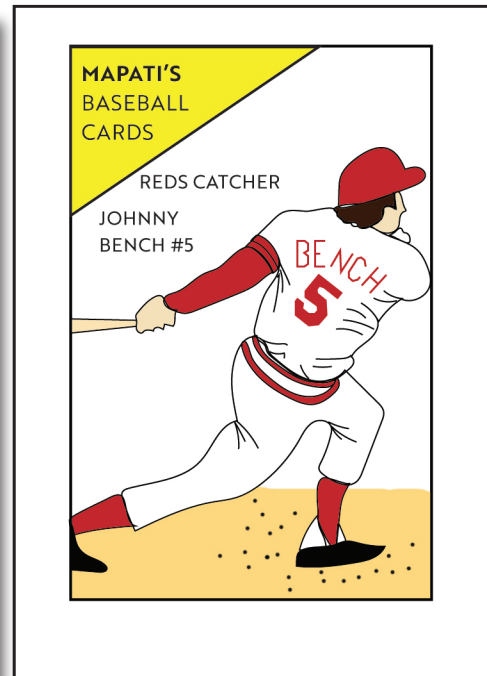
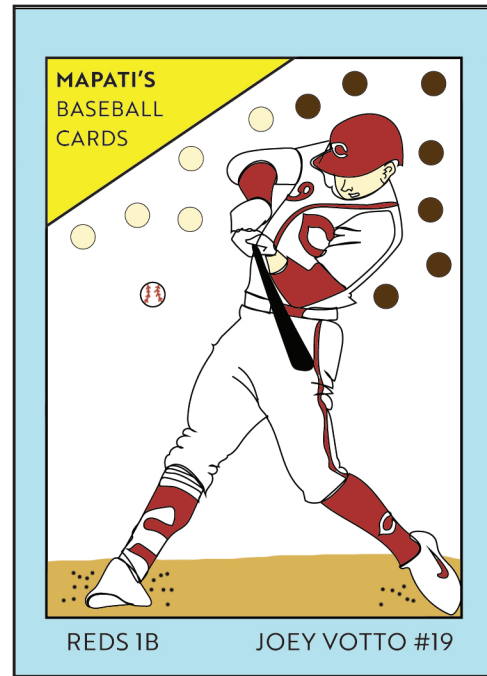
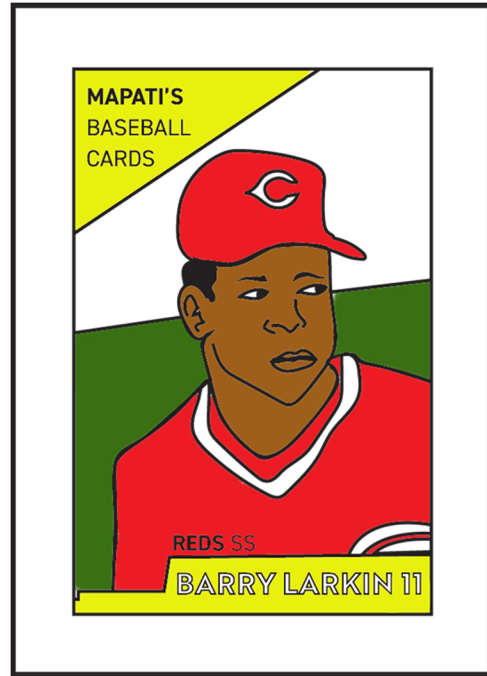
**"ABSOLUTELY."**

## NAME AND BRAND PROCESS

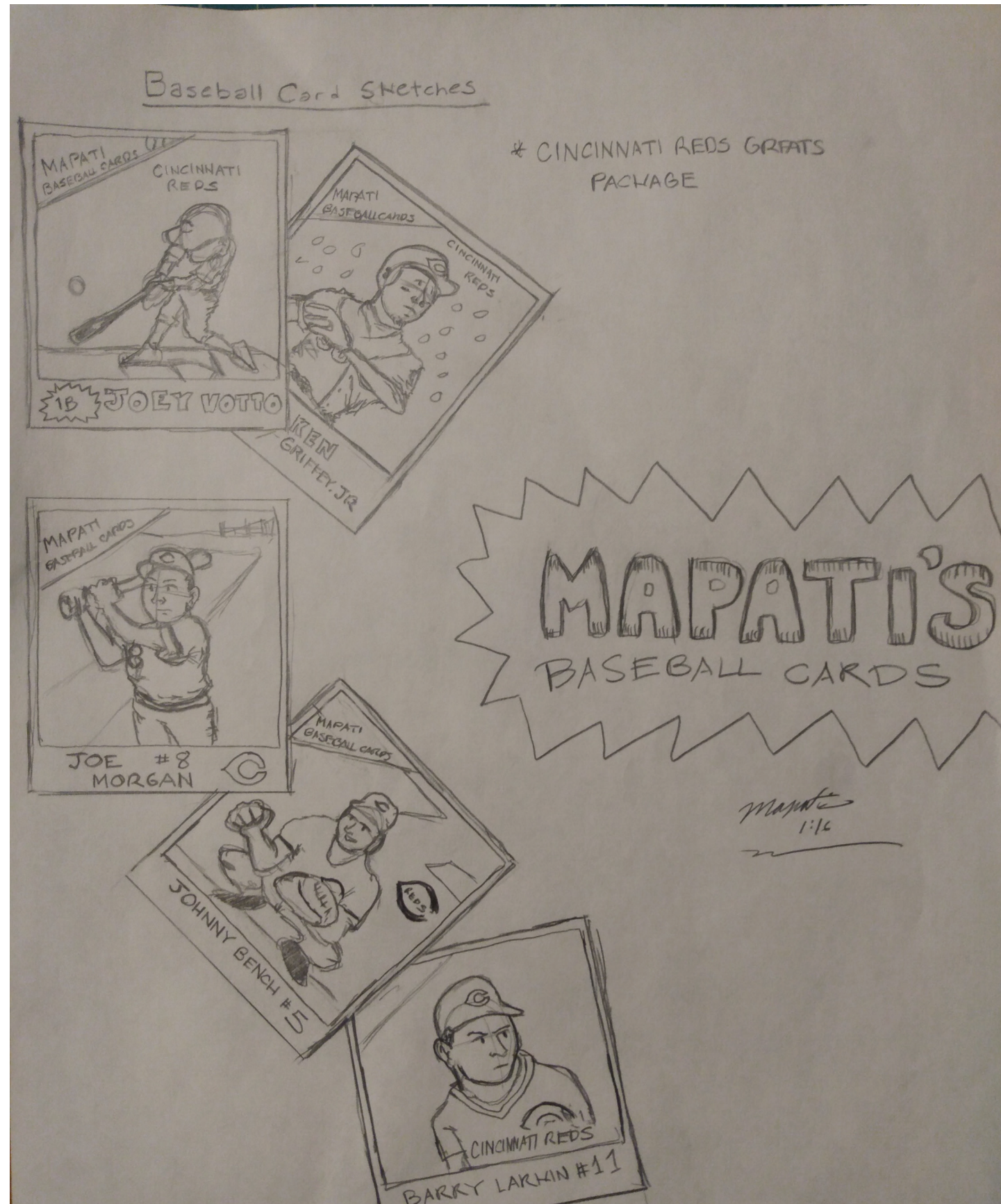
I look at older baseball cards as a reference and inspiration for creating my own, brands such as Topps and Upper deck have always been the go to when it comes of collecting baseball cards. The art work was created through the use of Adobe Illustrator and Photoshop and was printed by a 100lb Cougar Cover 12 x 18 finished size 2.5 x 3.5 inches.



# DESIGN PROCESS



# SKETCHING PROCESS

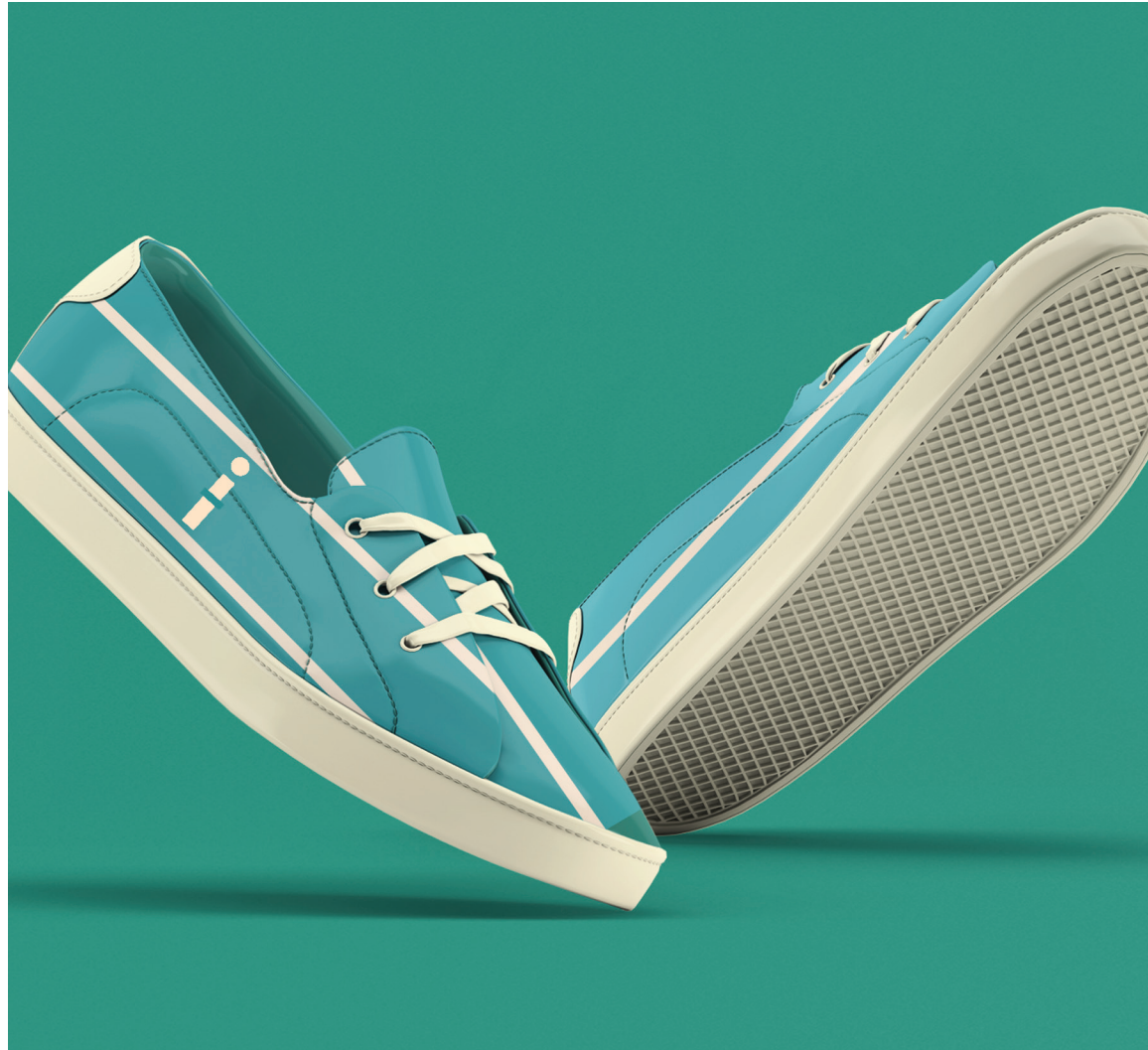


# CHAPTER THREE

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"DESIGN IS ALL STRUGGLE  
WITHOUT THERE'S NO PROGRESS!"





## PROJECT 4

### ICRAUS RUNNING SHOES

I love to run as far as I can just like I remember during my high school years doing track, I thought of creating my own brand of running shoes for people that have a passion

**"FOR RUNNING AND THE OUTDOORS."**



## NAME AND BRAND PROCESS

The name "Icraus" was a inspiration from another childhood memory of playing Super Smash Brothers on the Nintendo and it had a awesome character name "Kid Icarus". It had wings that help him fly and I thought on the theme of flying to be the shoe's brand identitiy because the word means to escape imprisonment by artfical wings, I want distance runners and sprinters to have that mood when they are training for a marathon or a olympic event.



# DESIGN PROCESS

**iCRAUS™**  
"RUN TO THE SKY."



## COLORS:



Grim Teal  
PMS: 126-16U  
CMYK: 100, 0, 29, 0  
RGB: 58, 83, 164  
HEX #: 3a53a4



Charger Blue  
PMS: 125-7U  
CMYK: 100, 42, 10, 0  
RGB: 70, 131, 181  
HEX #: 4683b5

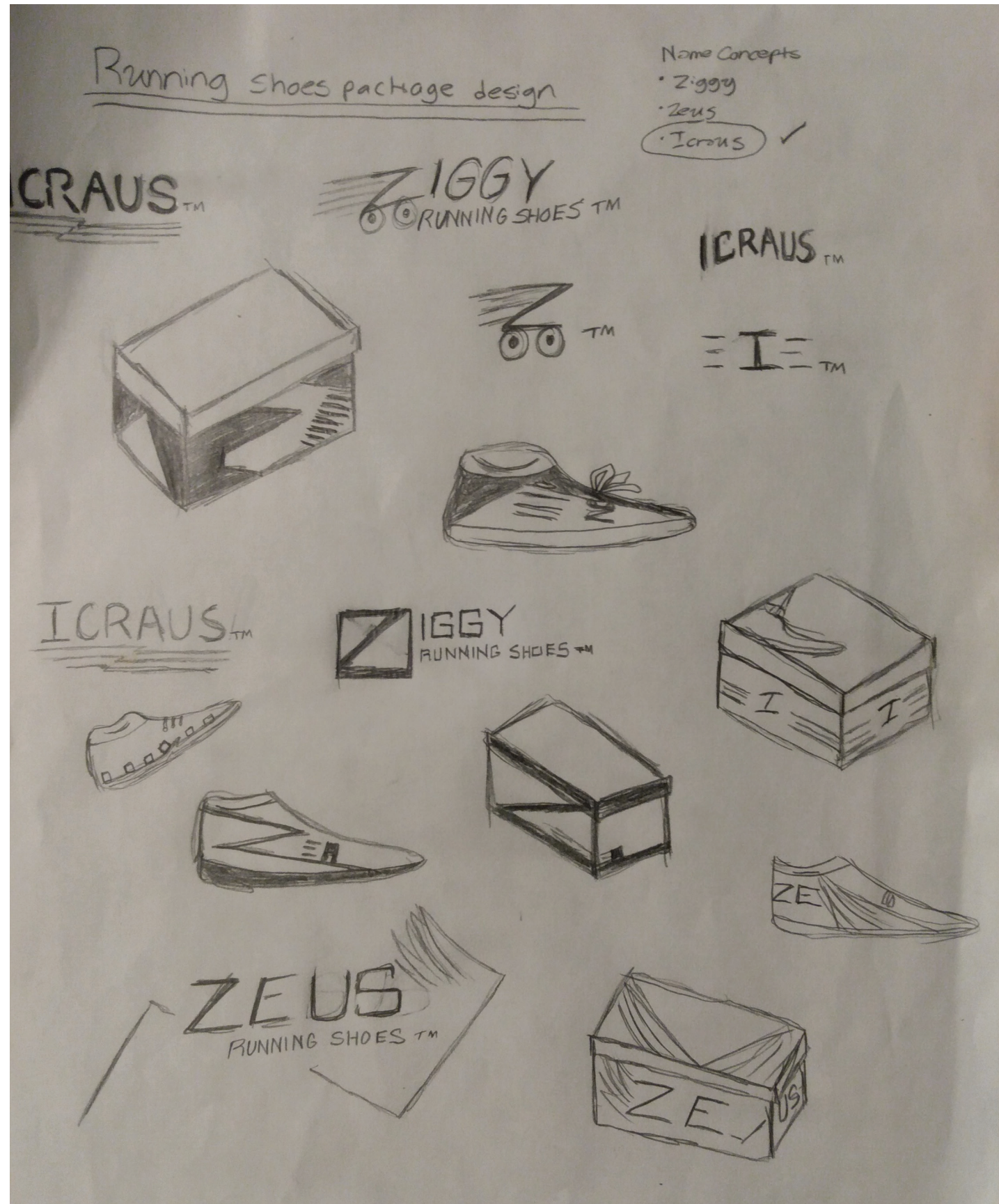


Stain Blue Gray  
PMS: 175-6U  
CMYK: 58, 40, 31, 2  
RGB: 118, 136, 153  
HEX #: 768999



Olympic Creme  
PMS: 7-7U  
CMYK: 2, 13, 100, 0  
RGB: 254, 124, 20  
HEX #: 321f22

# SKETCHING PROCESS





## PROJECT 5

### MR.FIESTA SPICE

This is a fictionalized spice inspired by the great roots of Hispanic culture, as I was going through the half portion of my portfolio I wanted to create a project that pays tribute to other culture and the Latino community is a great, beautiful and prideful group that deserve the respect

**"IT SHOULD HAVE."**

## NAME AND BRAND PROCESS

The name I wanted to use "Mr. Fiesta" because I believe there is someone men or women who represents their culture prideful with no shame. Hispanics are known for their big parties (fiesta) and that's how the name was founded, normally first is to sketch then transfer it to Adobe Illustrator for rendering of the front and back cover and edit photos in Photoshop.



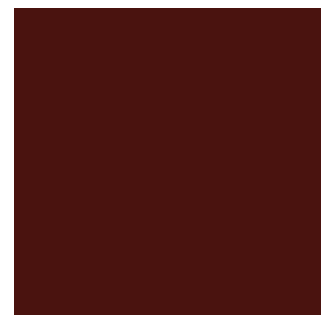
# DESIGN PROCESS



## COLORS:



Strawberry Vista  
PMS: 55-13U  
CMYK: 1, 65, 13, 0  
RGB: 239, 123, 159  
HEX #: ef7b9f



Taco Meat  
PMS: 125-7U  
CMYK: 41, 88, 83, 65  
RGB: 75, 21, 16  
HEX #: 4b1510



Lemon Pepper  
PMS: 7-8U  
CMYK: 19, 4, 89, 0  
RGB: 215, 216, 66  
HEX #: d7d842

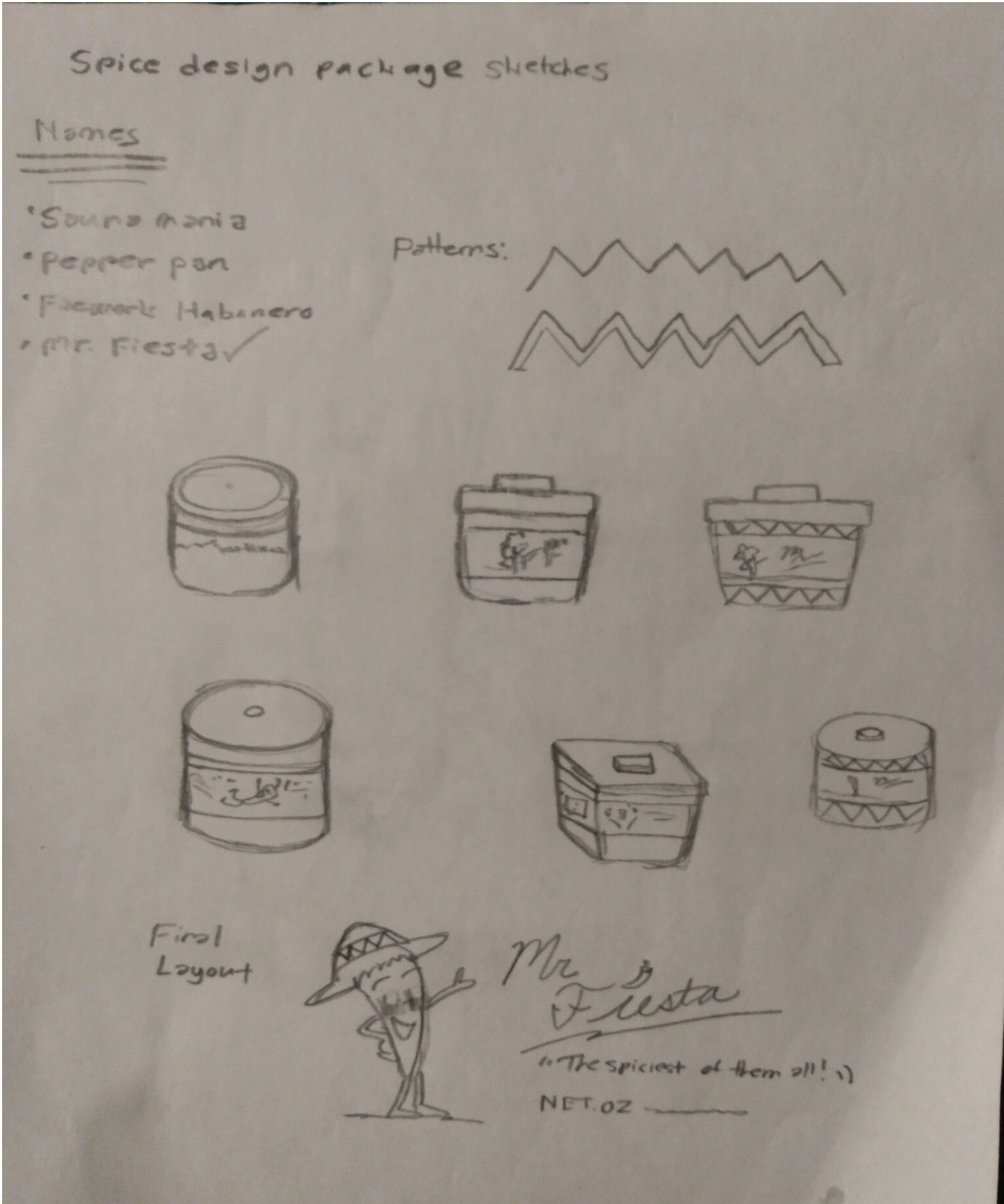


Sunkist Orange  
PMS: 7-7U  
CMYK: 8, 55, 87, 0  
RGB: 229, 136, 60  
HEX #: e5883c



Baja Blast  
PMS: 129-5U  
CMYK: 71, 15, 46, 0  
RGB: 72, 166, 153  
HEX #: 48a699

# SKETCHING PROCESS



# CHAPTER FIVE

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PATIENCE  
IS  
KEY



## PROJECT 6

### MICHAEL JACKSON 40TH ANNISVERSARY ALBUM COVER

This album cover is a tribute to one of my favorite musical artists in the world Michael Jackson and since his notable one Thriller is approaching its 40th anniversary I wanted to create a album cover that is unique and separate itself form the original one that came out in

**"NOVEMBER 1982."**

## NAME AND BRAND PROCESS

The name "Thriller 40" was a simple and easy choice to come up since it's the 40th anniversary of the album's release however I wanted to put my own illustration style to create it instead of a photographed cover. First was to developed the lines, shapes and colors in Adobe Illustrator then for the final cropping and adjustments to make it as a exact size of a Vinyl album cover in Photoshop.



# DESIGN PROCESS



## COLORS:



Maroon Red  
PMS: 100-2U  
CMYK: 42, 89, 74, 64  
RGB: 76, 20, 26  
HEX #: 4c141a



Cherry Brown  
PMS: 98-4U  
CMYK: 34, 97, 86, 51  
RGB: 101, 17, 24  
HEX #: 651118

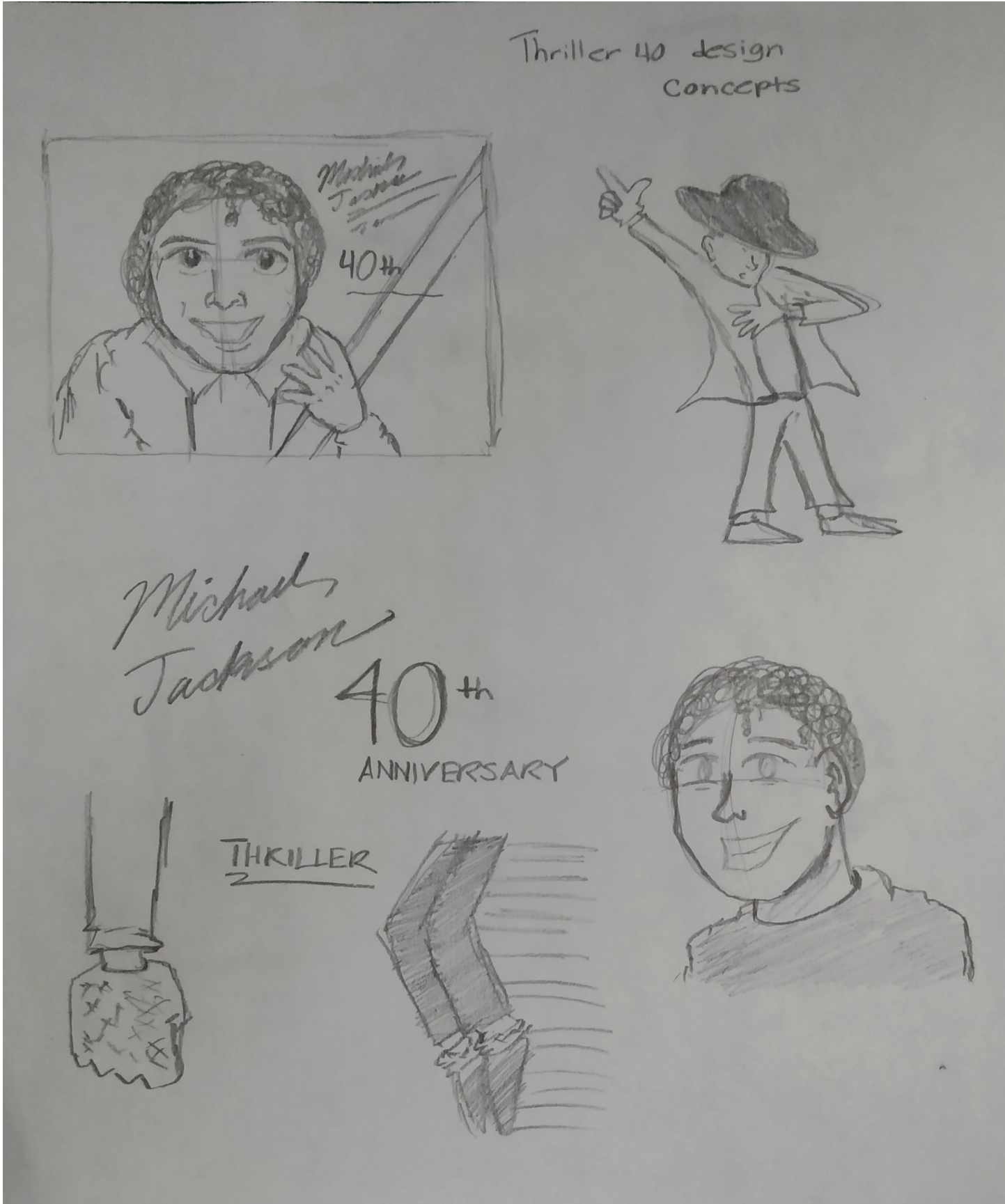


Grammy Gold  
PMS: 10-7U  
CMYK: 10, 13, 99, 0  
RGB: 234, 207, 99  
HEX #: eafc1d



Swirl Brown  
PMS: 42-14U  
CMYK: 29, 62, 75, 13  
RGB: 166, 104, 73  
HEX #: a86649

# SKETCHING PROCESS





## PROJECT 7

### UTAH MOUNTAINEERS BASEBALL UNIFORMS

Following my love for baseball I'm a huge fan of sports uniforms because it creates a cool brand identity of what the team is and where they came from. I created a fictiional baseball team based in Salt Lake City, Utah since baseball is the the second largest sports market in the city with basketball leading number one due to the popularity of the National Basketball Association Team the

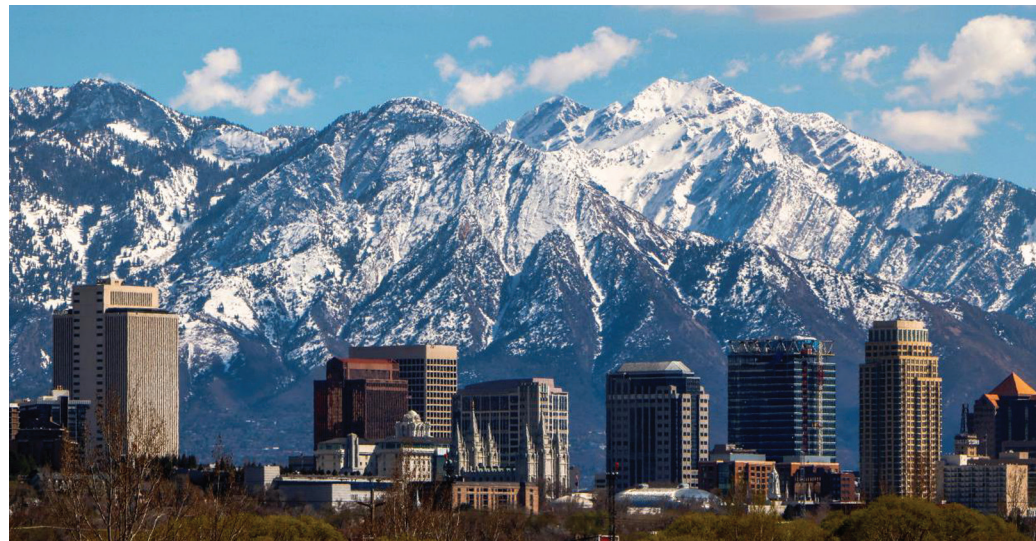
**"UTAH JAZZ."**

## NAME AND BRAND PROCESS

Utah already has a professional baseball team name the Salt City Bees however that its in the Minor League no major which is the highest level of baseball. So I pictured Salt Lake City was granted a expansion franchise called the "Utah Mountaineers" due to the state's high altitude and large rocky mountains that mountaineers dream to climb. The colors I picked reflects the NBA team Utah Jazz old brand colors and MLB's Arizona Diamondbacks, I did this not only as a tribute, but because I feel it represented the cool, pure and nature the state of Utah, adobe Illustrator was use to make the uniforms, wordmark and logo.

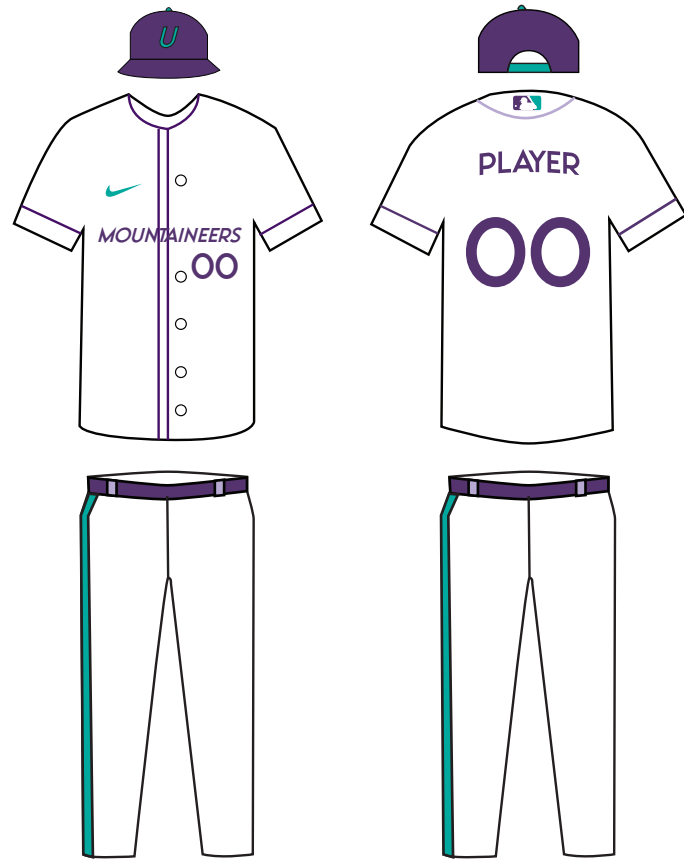


DIAMONDBACKS

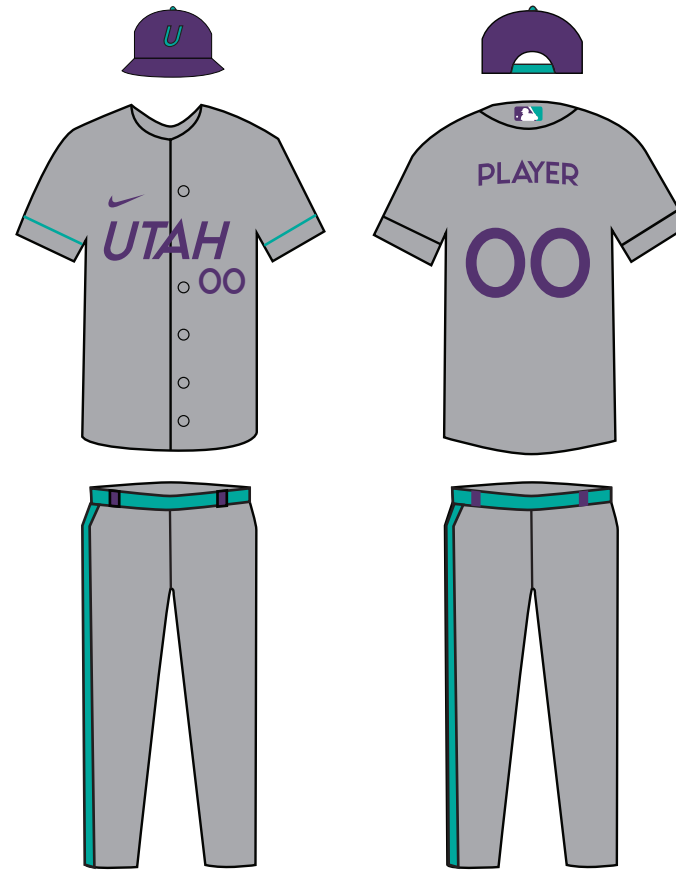


# DESIGN PROCESS

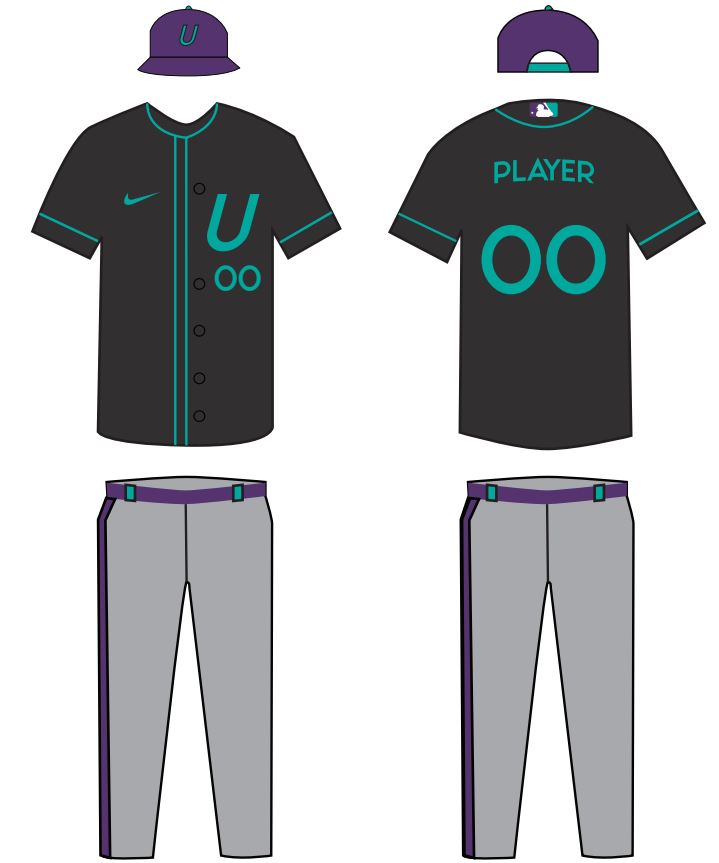
## HOME



## ROAD



## ALTERNATE



## COLORS:



Dinosaur Purple  
PMS: 97-8U  
CMYK: 60, 79, 0, 39  
RGB: 84, 52, 114  
HEX #: 54346f



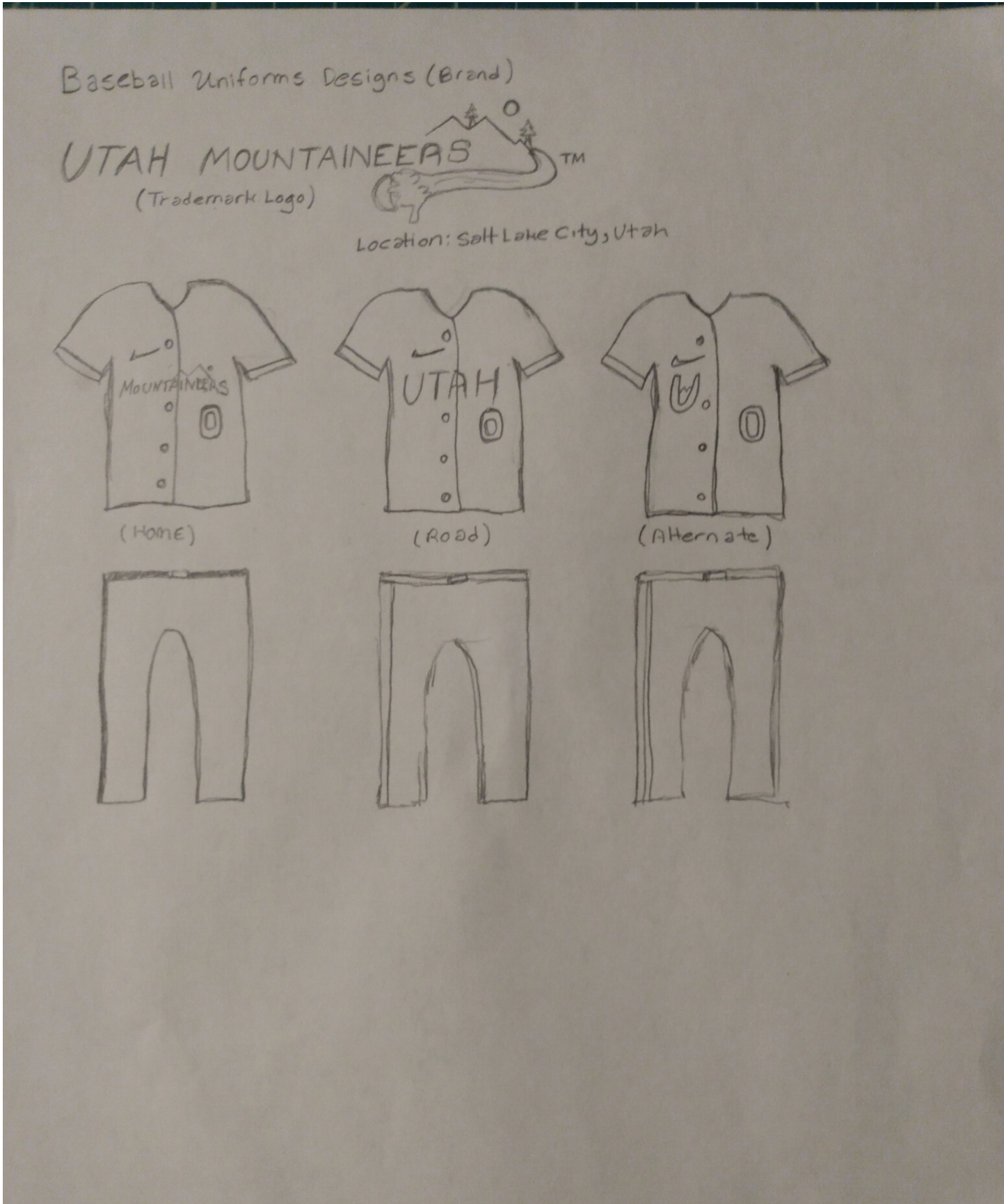
Lighting Teal  
PMS: 125-8U  
CMYK: 100, 0, 29, 25  
RGB: 0, 137, 135  
HEX #: 008999



Stale Black  
PMS: 179-15U  
CMYK: 0, 0, 0, 95  
RGB: 51, 49, 50  
HEX #: 333132



# SKETCHING PROCESS





## PROJECT 8

### JOURNAL DESIGN COVERS

These Journal covers was a way to bring out the personality side of me such as my love for Cincinnati, by its food, sports teams, buildings and drinks. And different types and patterns that I can use my letter "M" that goes along my first, middle and last name since it's the first letter that starts with the

**"NAME."**

## NAME AND BRAND PROCESS

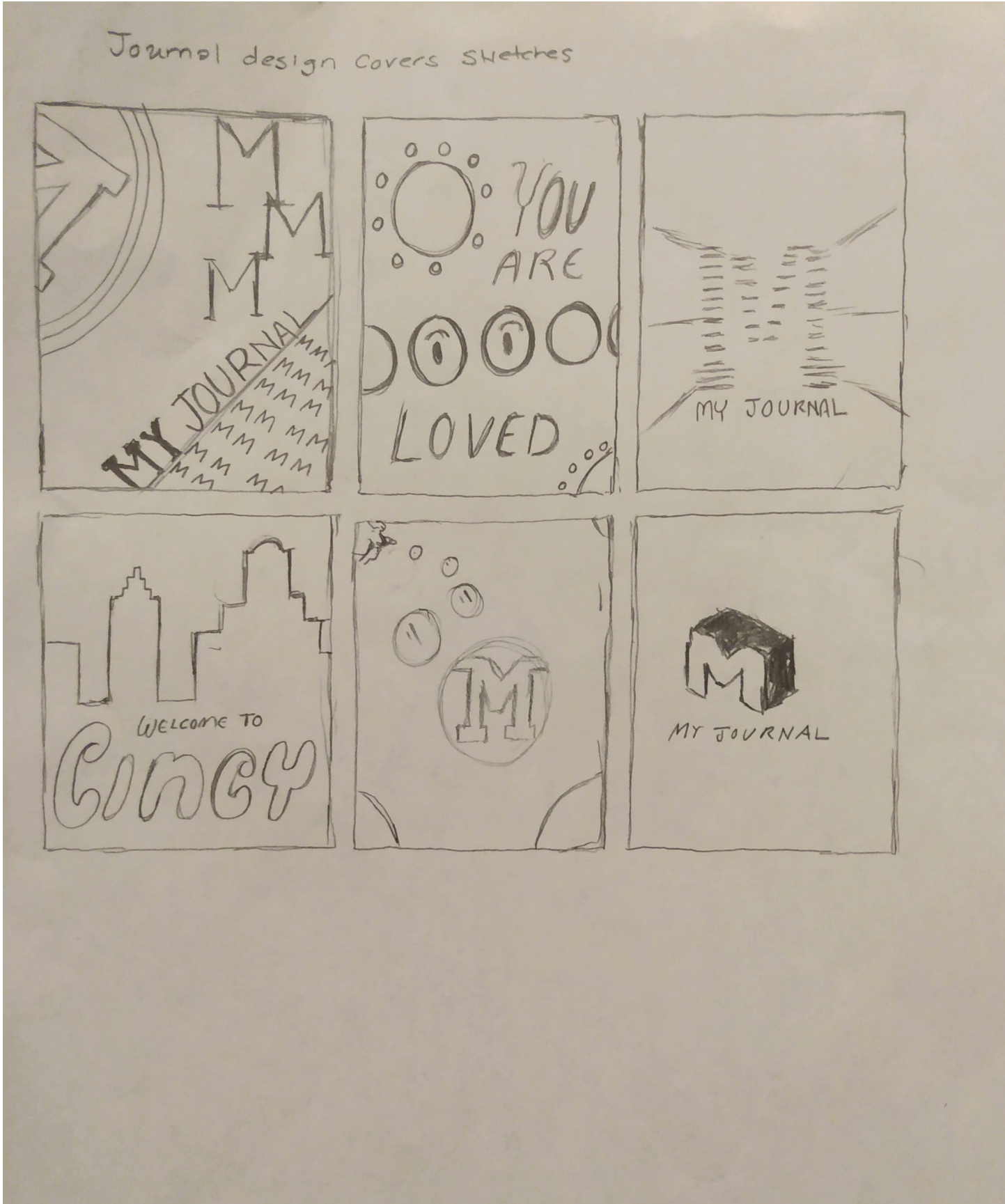
I did at least six or seven sketches and picked out three that would be the favorite, normally for this I used Adobe Illustrator to design the cover then finding a mockup that'll make it look professional and wanted by the public.



# DESIGN PROCESS



# SKETCHING PROCESS



# CHAPTER SIX

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Problemlösung 25:28



## PROJECT 9

### CONCERT POSTERS

Music touches a warm place in my heart and there's nothing I love than going to live concerts so by making my own line of concert posters was a free and cool way to express my love

**"FOR MUSIC."**

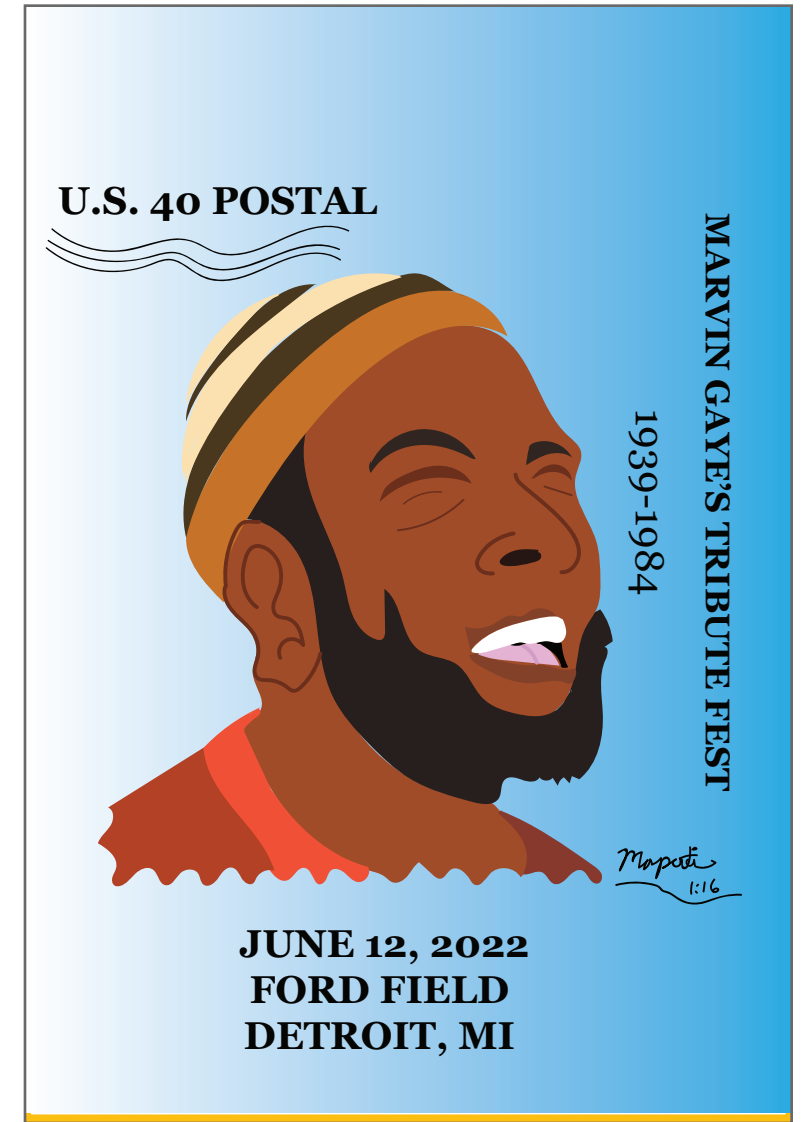
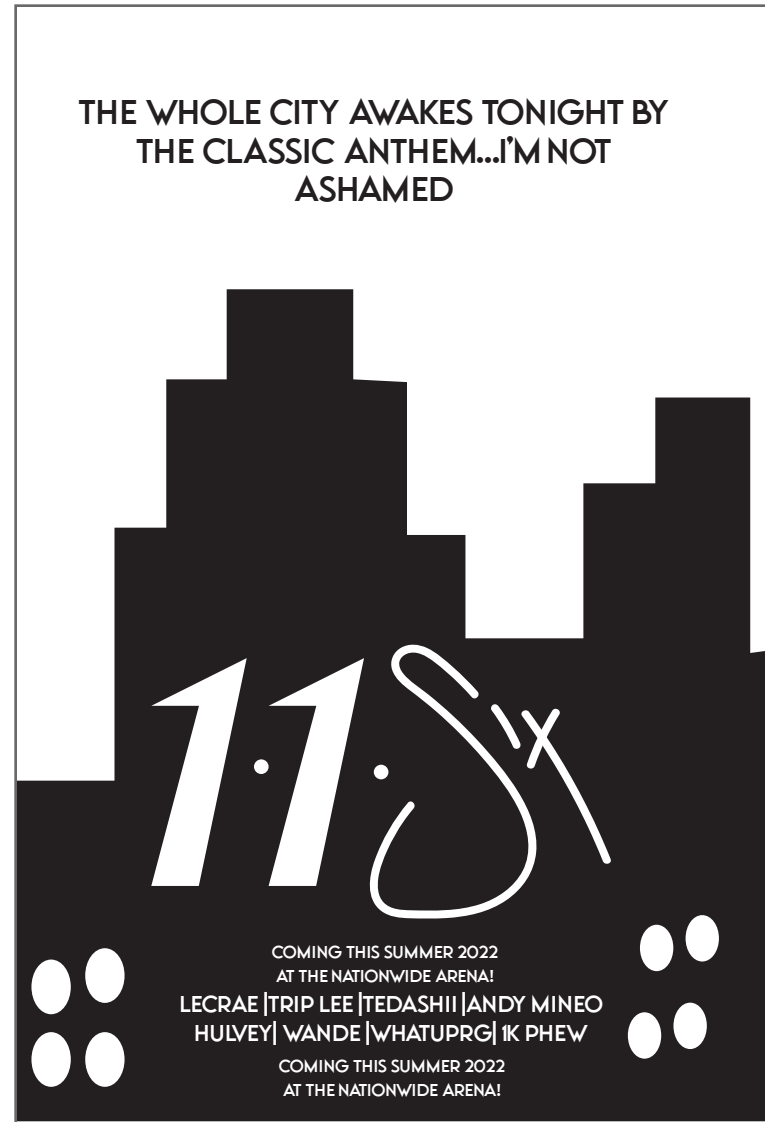


## NAME AND BRAND PROCESS

My favorite genre of music is R&B and hip hop so I did a few designs as a tribute for bringing so much great music to my life. Adobe Illustrator was the main media to design the posters with my use of gradients, blending colors and typeface.



# DESIGN PROCESS



# SKETCHING PROCESS





## PROJECT 10

### LUNCH BOX DESIGN

Almost nearing the end of my portfolio I was inspired to create something that can be directed to the audience of kids and since lunch boxes are a common for kids since they use it to pack their lunches. I wanted to add a certain quote along with the design to give them encouragement and confidence to be themselves in life because I believe that is the key to

**"ACHIEVE THEIR HOPES AND DREAMS."**



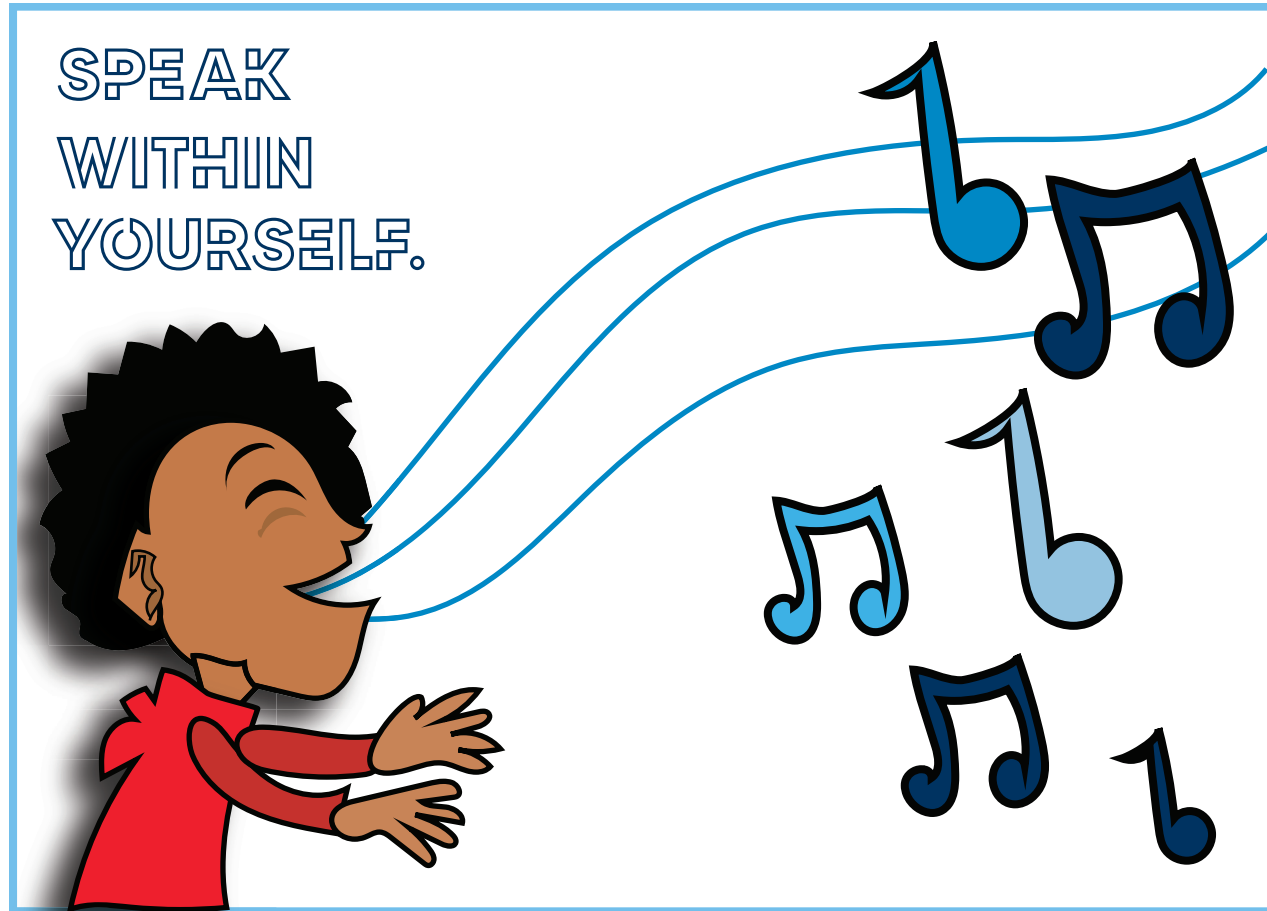
## NAME AND BRAND PROCESS

I wrote a couple of quotes from myself that would be the best one for the lunch box and I it was "speak within yourself" because so many kids are silent to speak when they witness hurtful moments like bullying, causing emotional pain, its hard for them to process and express how they feel from that moment. It's a encouraging and braving quote that I came up with to increase positive energy and courage for young kids around the world, because they are the future for our planet.

---

SPEAK  
WITHIN  
YOURSELF.

# DESIGN PROCESS



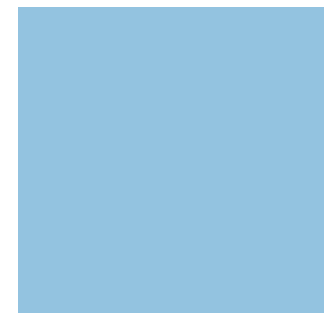
## COLORS:



Maroon Blue  
PMS: 116-6U  
CMYK: 100, 52, 0, 60  
RGB: 0, 52, 98  
HEX #: 003462



Bulma Blue  
PMS: 116-12U  
CMYK: 65, 12, 0, 2  
RGB: 64, 177, 153  
HEX #: 40ble5

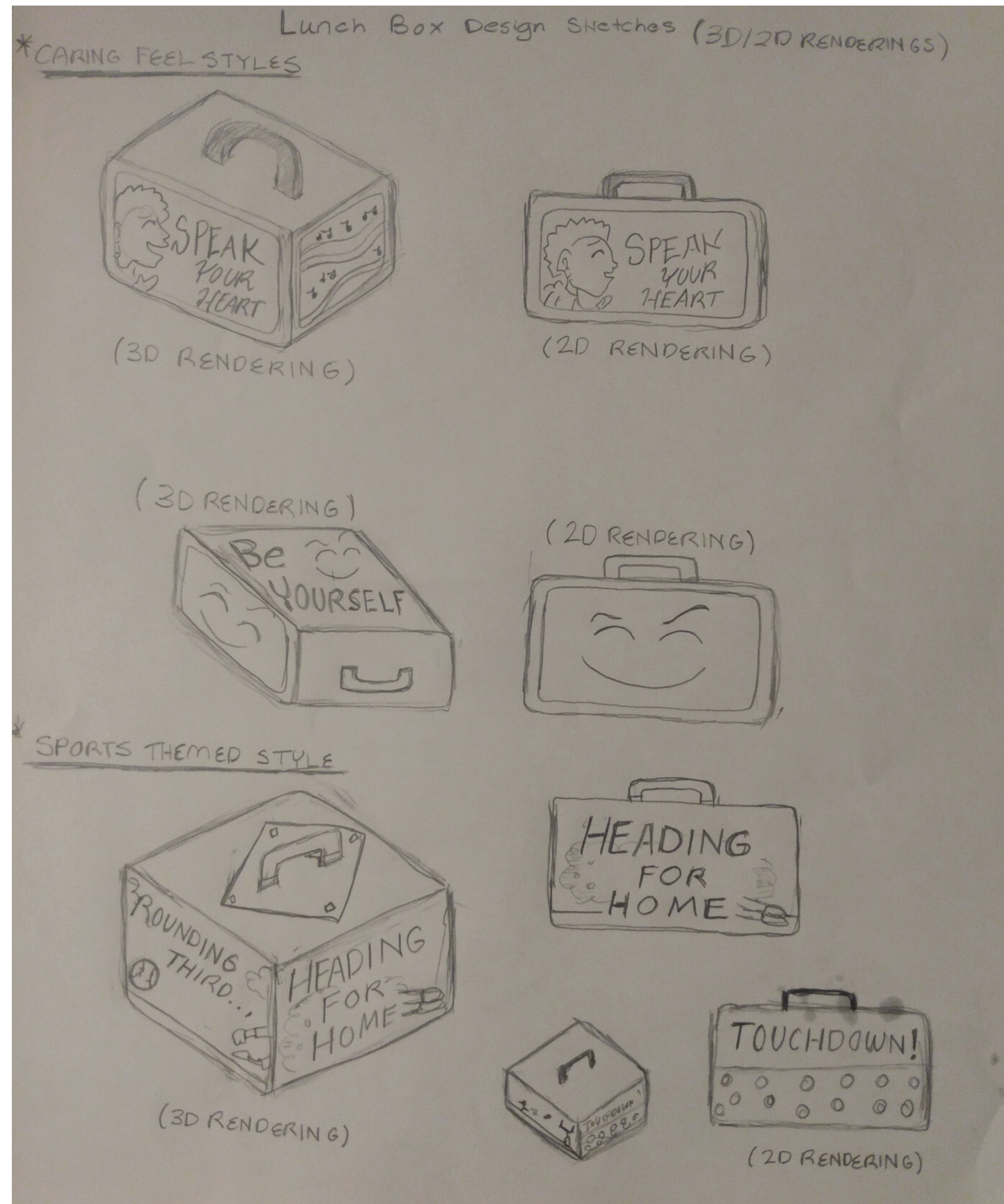


Powder Blue  
PMS: 116-19U  
CMYK: 65, 12, 0, 0  
RGB: 147, 293, 223  
HEX #: 93c1df



Cardinal Red  
PMS: 56-8U  
CMYK: 65, 12, 0, 0  
RGB: 238, 33, 46  
HEX #: 33212e

# SKETCHING PROCESS





## PROJECT 11

### PROTEIN SHAKE BOTTLE DESIGN

I love working out, there's nothing but the source of using protein to build muscles in your body, so going back to some old projects. I combine some of them to design my own brand of protein powder supplement to give it a modern look and feel to the public that can be sold in grocery stores

**"AND FITNESS CENTERS."**

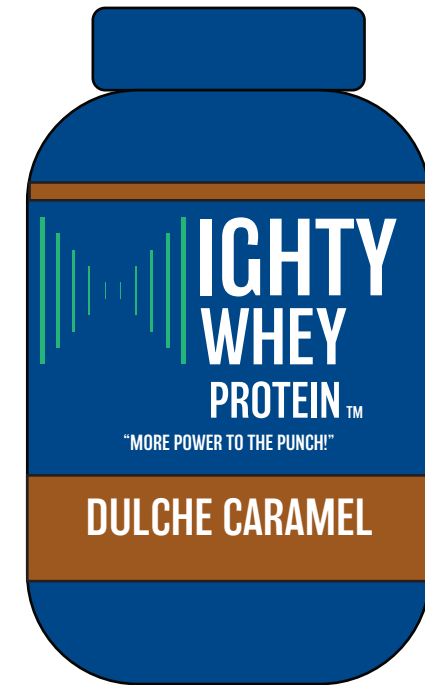
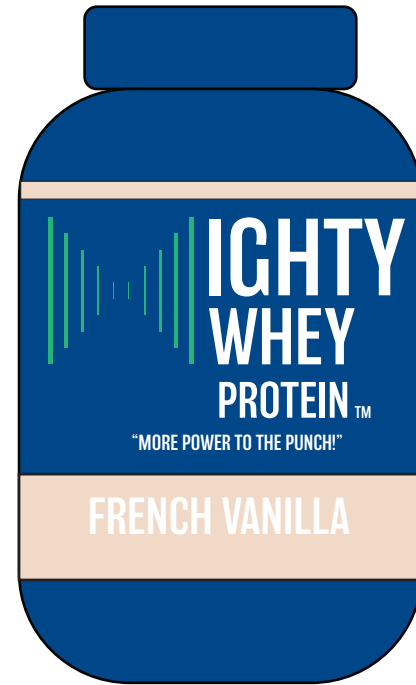
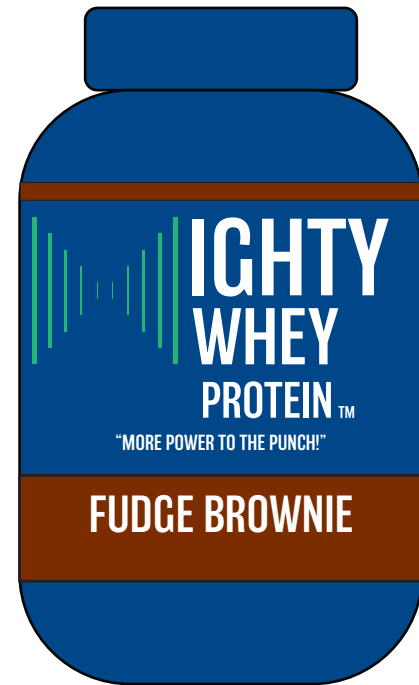


## NAME AND BRAND PROCESS

The name "mighty" brings very inspirational and powerful mood to any particular individual such as Superman, Batman, Iron and Spiderman all of them superheroes. Which is the reason I chose the name for it, the process was straight and simple by rough sketching it first, then applied the rendering illustration in Adobe Illustrator.



# DESIGN PROCESS



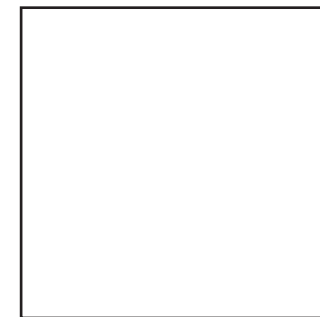
## COLORS:



Voltage Blue  
PMS: 107-16U  
CMYK: 100, 52, 0, 60  
RGB: 0, 52, 98  
HEX #: 003469

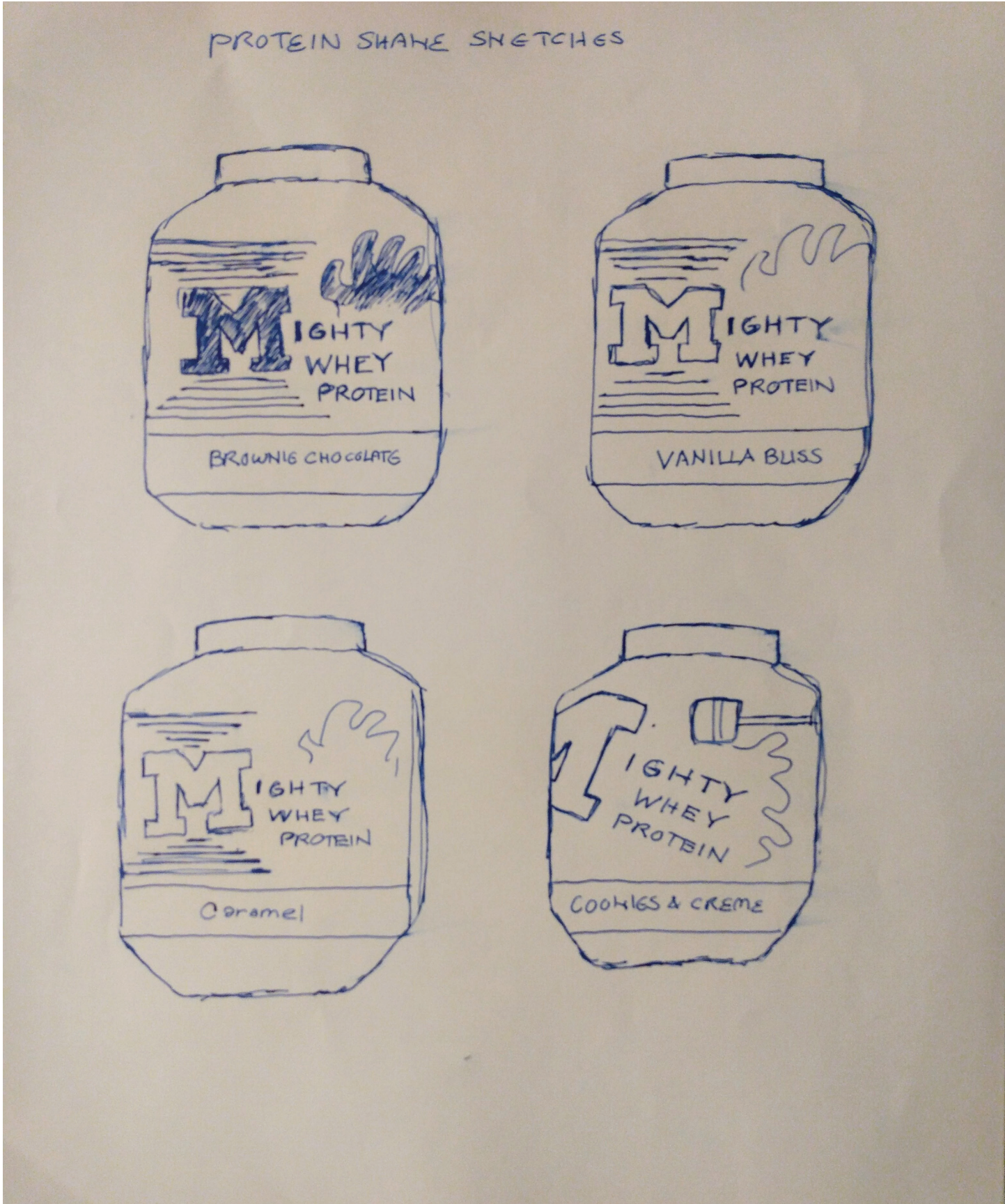


Bulma Blue  
PMS: 116-12U  
CMYK: 75, 0, 71, 0  
RGB: 40, 182, 122  
HEX #: 28b67a



White  
PMS: 0  
CMYK: 0, 0, 0, 0  
RGB: 0, 0, 0  
HEX #: 000000

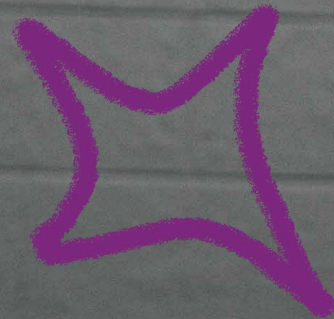
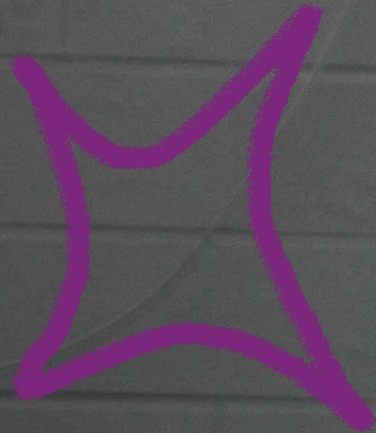
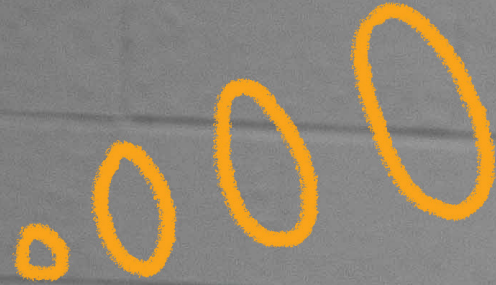
# SKETCHING PROCESS



# CHAPTER SEVEN

Project 12: Service Learning  
Project 13: Uplift Fitness

62  
66





## PROJECT 12

### SERVICE LEARNING HSM BROCHURES

Here comes my most favorite design, a service learning project I created two booklets for a local Ohio church that I've attended since preschool called **Hope Church**. They needed me to design a booklet that creates a brand identity for their student ministry of Junior High and High School, as a result this was a great experience because it taught me on how to work with a non-profit organization and linking myself as a designer and expose my brand

**"TO THE PUBLIC."**

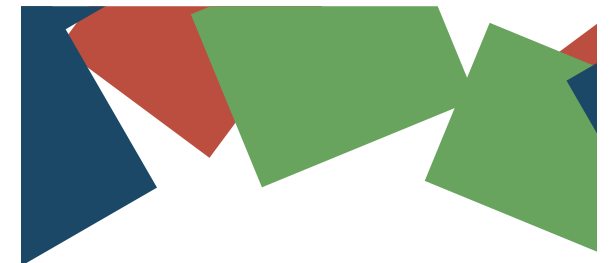
## NAME AND BRAND PROCESS

I came up with the logo first until I started to mess with colors and patterns, I wanted to be youthful, standing, movement since it's directed into the students ministry compared to adults. The process of developing it I took a different approach, I started the rough drafts in Adobe Illustrator then went back to make revisions from the first couple of feedbacks. Then once my client approved it, I decided to print it off with 20lb bond text paper because it is a cheap and faster way to make hundreds of copies and handed them to the Hope students with a finished bindery of a one left staple corner job.

LOGO



PATTERN 1



PATTERN 2



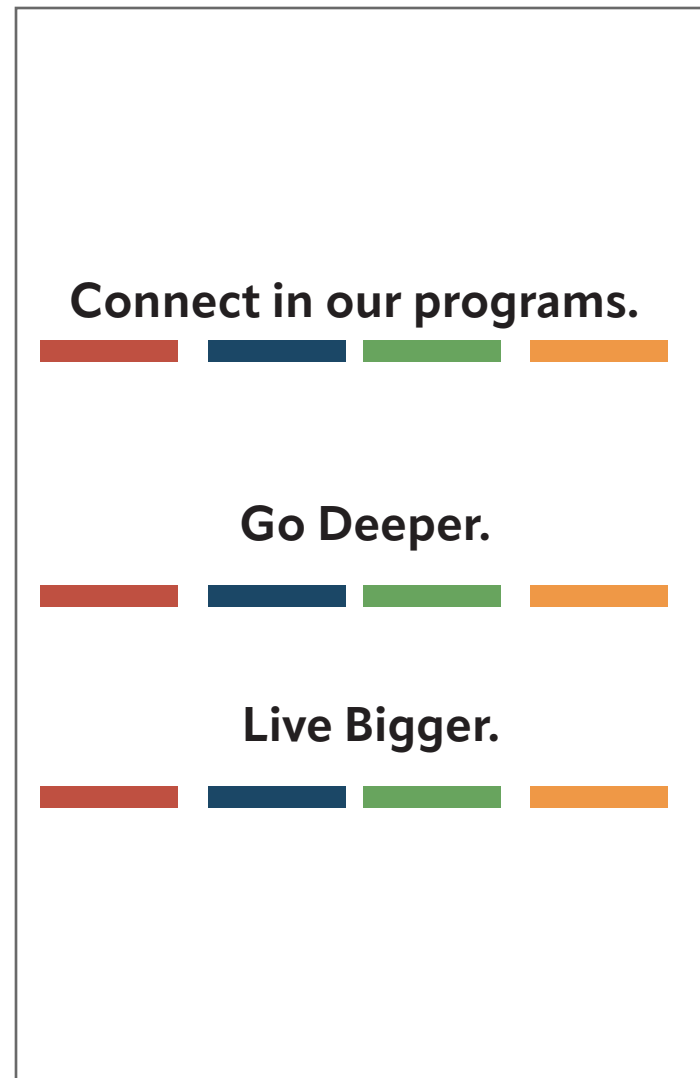
PATTERN 3

# DESIGN PROCESS

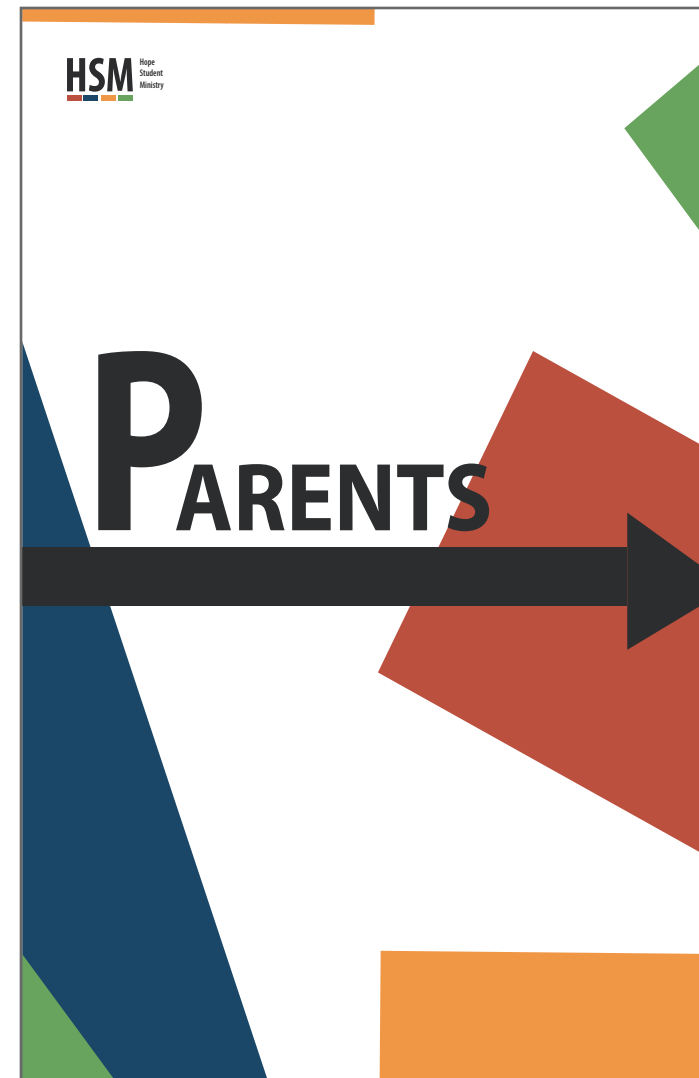
FRONT



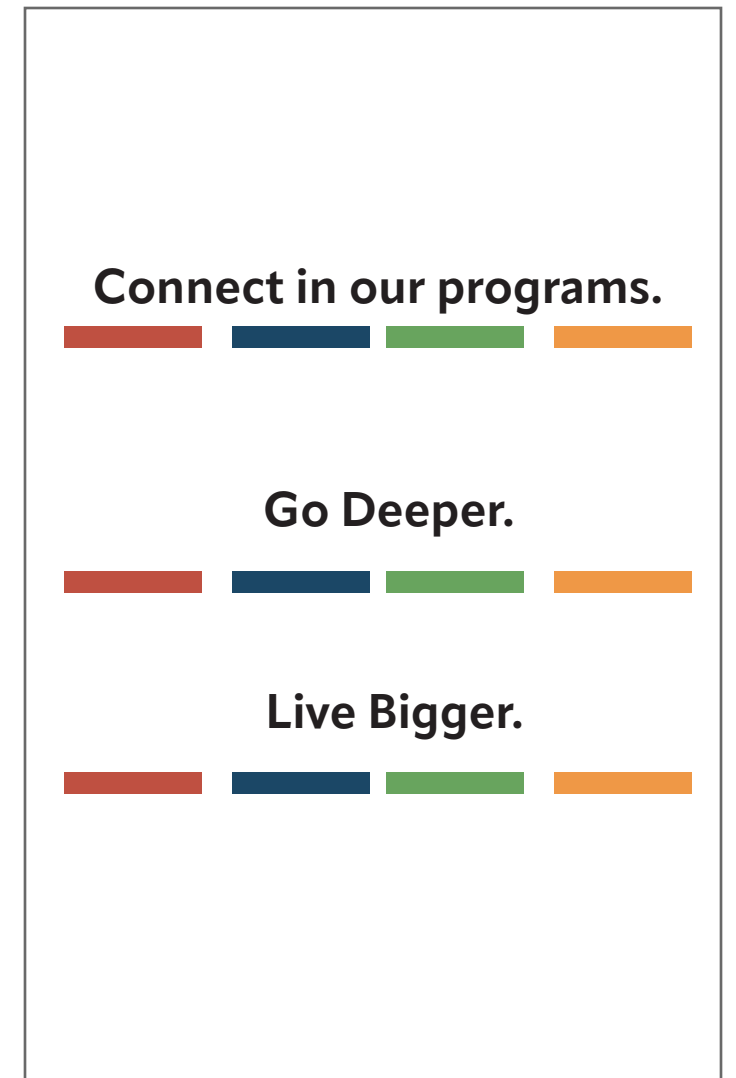
BACK



FRONT



BACK



## COLORS:



Fuel Red  
PMS: 54-7U  
CMYK: 100, 52, 0, 60  
RGB: 0, 52, 98  
HEX #: bf5040



Syracuse Orange  
PMS: 20-8U  
CMYK: 4, 47, 82, 0  
RGB: 238, 151, 70  
HEX #: ee9746



Hover Green  
PMS: 116-12U  
CMYK: 64, 16, 82, 1  
RGB: 105, 164, 93  
HEX #: 69a45d



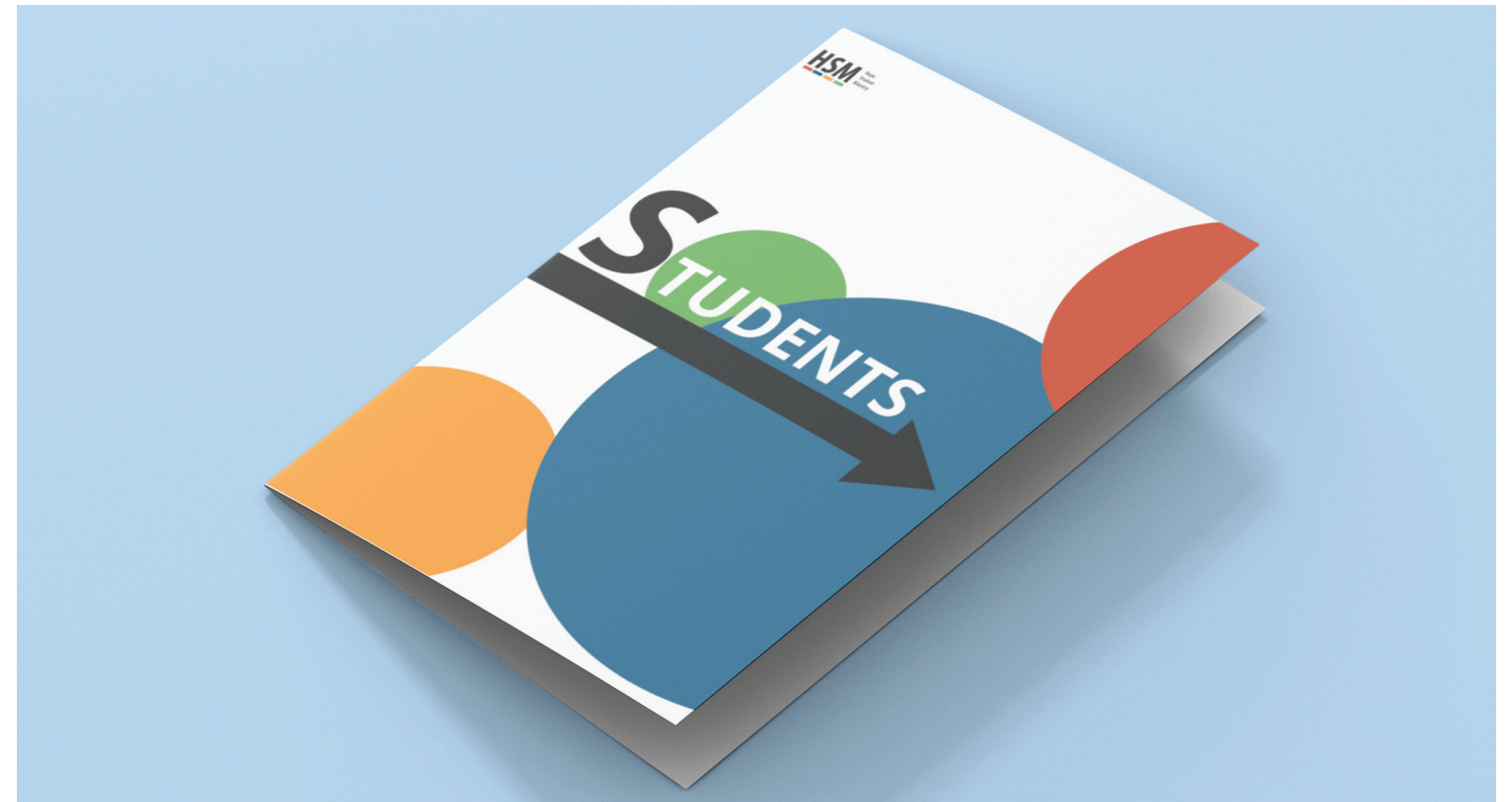
Holy Blue  
PMS: 104-8U  
CMYK: 93, 70, 48, 25  
RGB: 40, 182, 122  
HEX #: 1f4867



Stain Black  
PMS: 179-15U  
CMYK: 0, 0, 0, 95  
RGB: 40, 40, 41  
HEX #: 282829



# GALLERY





## PROJECT 13

### UPLIFT FITNESS

The inspiration of Uplift Fitness came to a location of a city that'll bring a integrity of hard work. We look at the city of Philadelphia as the perfect spot located east side of the Pennsylvania border towards New York, fellow Philadelphians and others around across the world will be intgrued by our brand message. In Uplift we want to change the fitness community into something special to where we can all be part of execlence through communication, accountability and most importantly fun based upon excellent training service, equipment, delicious healthy **vegan burgers** and **tacos** and **bio tech sensor watches** and **pants** to track their

**"EVERYDAY FITNESS."**



## NAME AND BRAND PROCESS

Our mission is to build a new experience to the world of fitness by developing innovative technology, engaging workouts by our first class training staff as they would be behind your back through your fitness journey without charge to your membership. We want every single customer to come out of it feeling great about themselves with their overall mental health and lifestyle that they can do anything by putting their mind to it.



# PATTERNS

## Flame

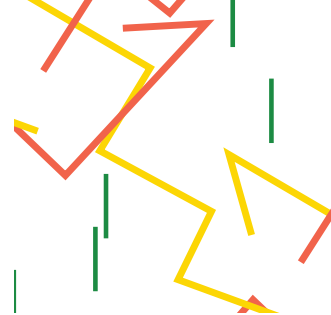
A curveous pattern that combines Olympic Gold, Orangesicle, with a little stroke of Roma Tomato and Turquoise Burst.



Dominant, Subordinate, Accent  
PMS : 10-7U, 23-8U, 130-5U

## Staggy

Zig zag line pattern that combines Roma Tomato, Olympic Gold, and Pine Forest Green.



Dominant, Subordinate, Subordinate  
PMS: 10-7U, 23-8U, 148-16U

## Wingman

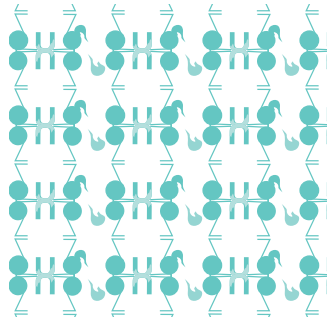
A Curveous pattern that combines the letter u to create a abstract look with colors Pine Forrest and Orangesicle.



Dominant, Subordinate  
PMS:148-16U, 41-7U,

## Infinity Blue

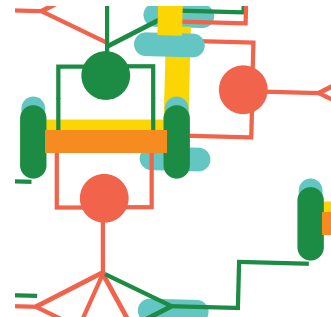
A unified turquoise burst blue pattern that combines the human stick figures and the secondary logo.



Accent  
PMS: 130-5U  
Tints: 80%

## Diamond Muscle

A colorful pattern that combines human stick figures and weights. With all of the main company colors.



Dominant, Subordinate,  
Accent  
PMS:148-16U, 41-7U, 23-8U

## Peak Mountains

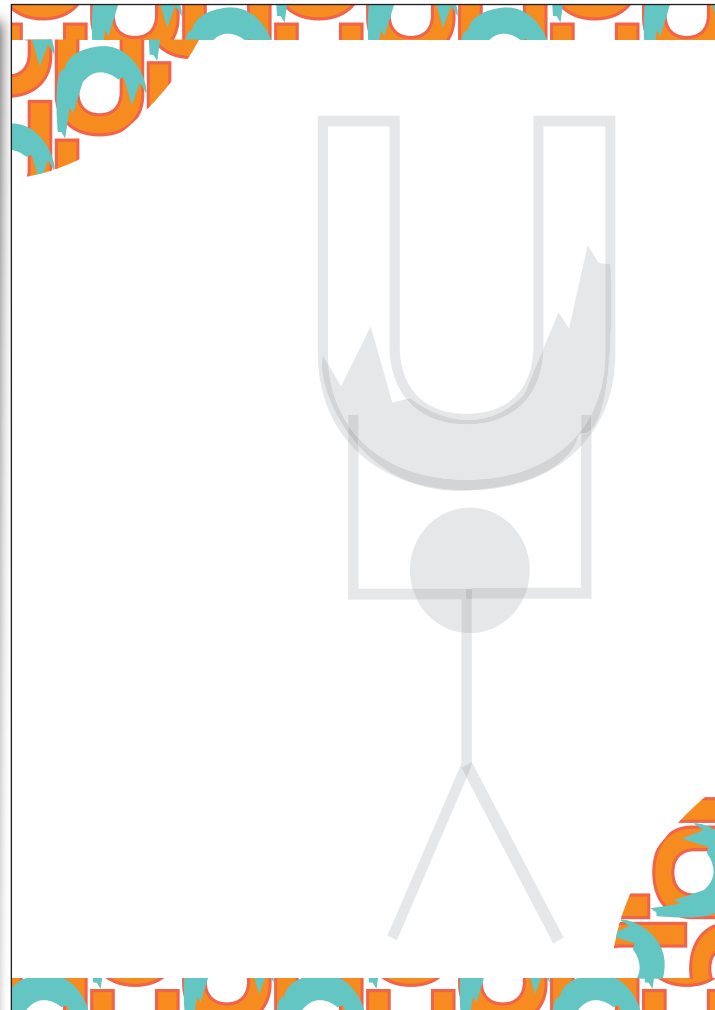
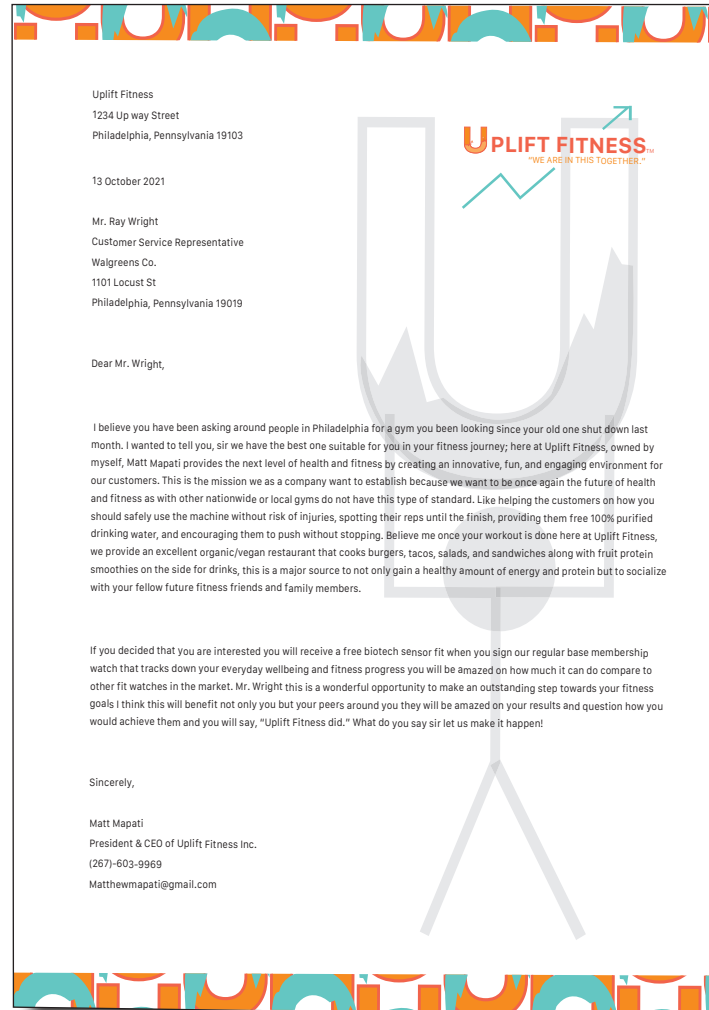
A zig zag and curveous pattern that uses the Roma Tomato and Olympic Gold with different tints to create interesting composition.



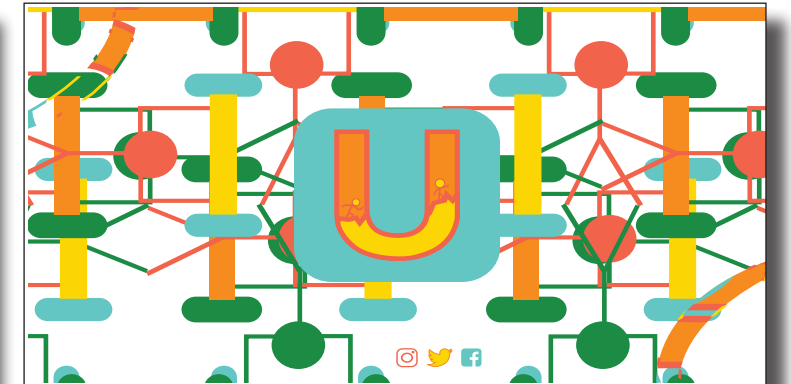
Dominant, Subordinate  
PMS: 10-7U, 23-8U  
Tints: 70%

# STATIONERY

## LETTERHEAD



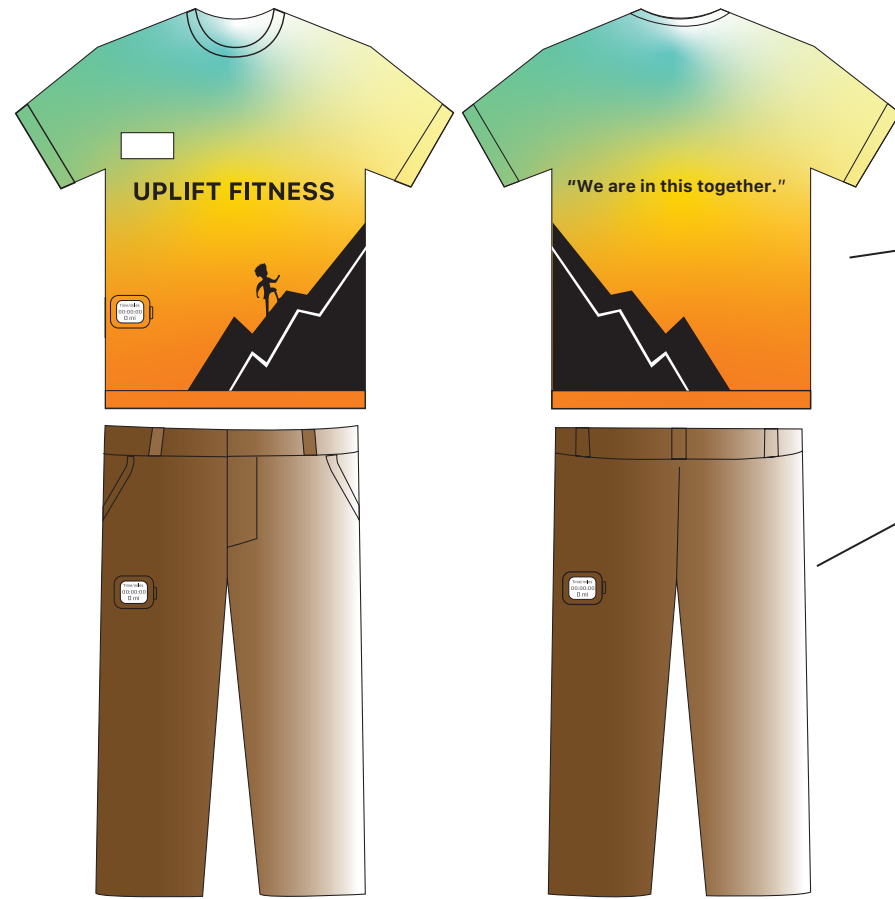
## BUSINESS CARDS



## MAILING LABEL

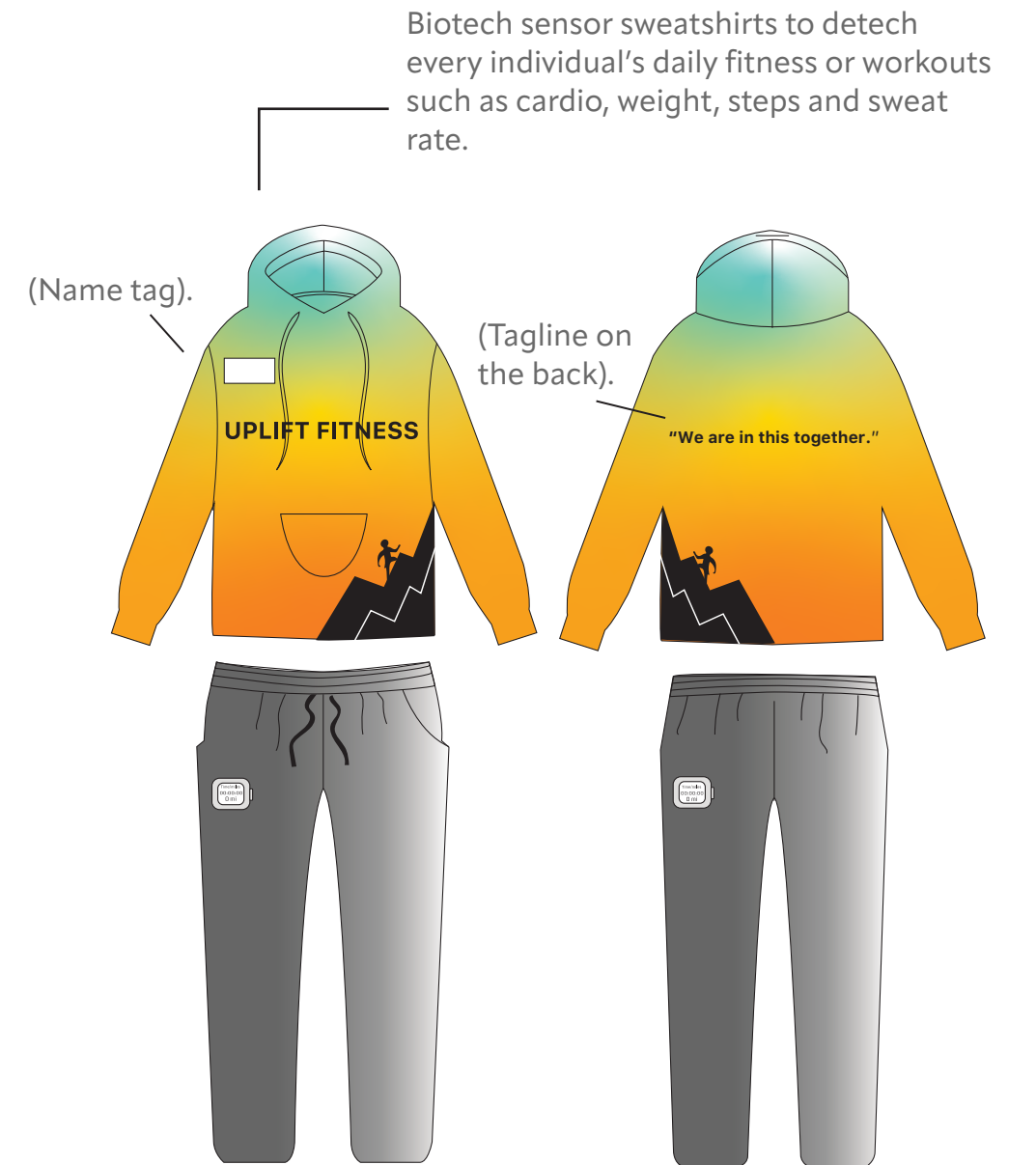


# UNIFORMS



Biotech sensor t-shirts to detect every individual's daily fitness or workouts such as cardio, weight, steps and sweat rate

Biotech sensor built kaki pants to detect every individual's daily fitness or workouts such as cardio, weight, steps and sweat rate.



Biotech sensor sweatshirts to detect every individual's daily fitness or workouts such as cardio, weight, steps and sweat rate.

(Name tag).

(Tagline on the back).

# PICTOGRAMS & COLORS



Water Fountain



Gift Shop



Food Court



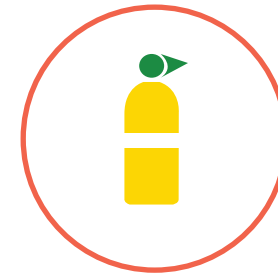
No Smoking



Training Service



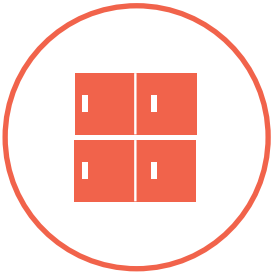
Smoothie Bar



Fire Extinguisher



First Aid



Locker Baggage Room



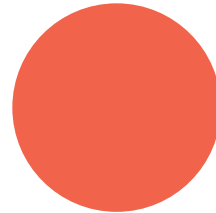
Counter check-in



Coffee Shop

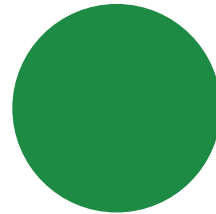


Exit



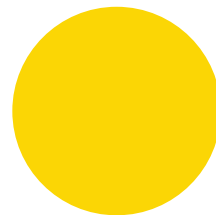
## Roma Tomato

R: 242 C: 0 PMS: 41-7 U  
G: 99 M: 76 HEX: #f2634b  
B: 75 Y: 84  
K: 20



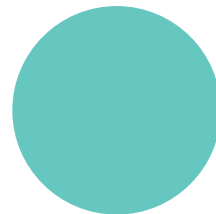
## Pine Forrest green

R: 34 C: 80 PMS: 148-16 U  
G: 139 M: 0 HEX: #228b22  
B: 34 Y: 100  
K: 13



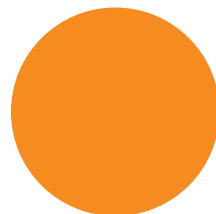
## Olympic Gold

R: 255 C: 0 PMS: 10-7 U  
G: 215 M: 23 HEX: #ffd700  
B: 0 Y: 86  
K: 0



## Turquoise Burst Blue

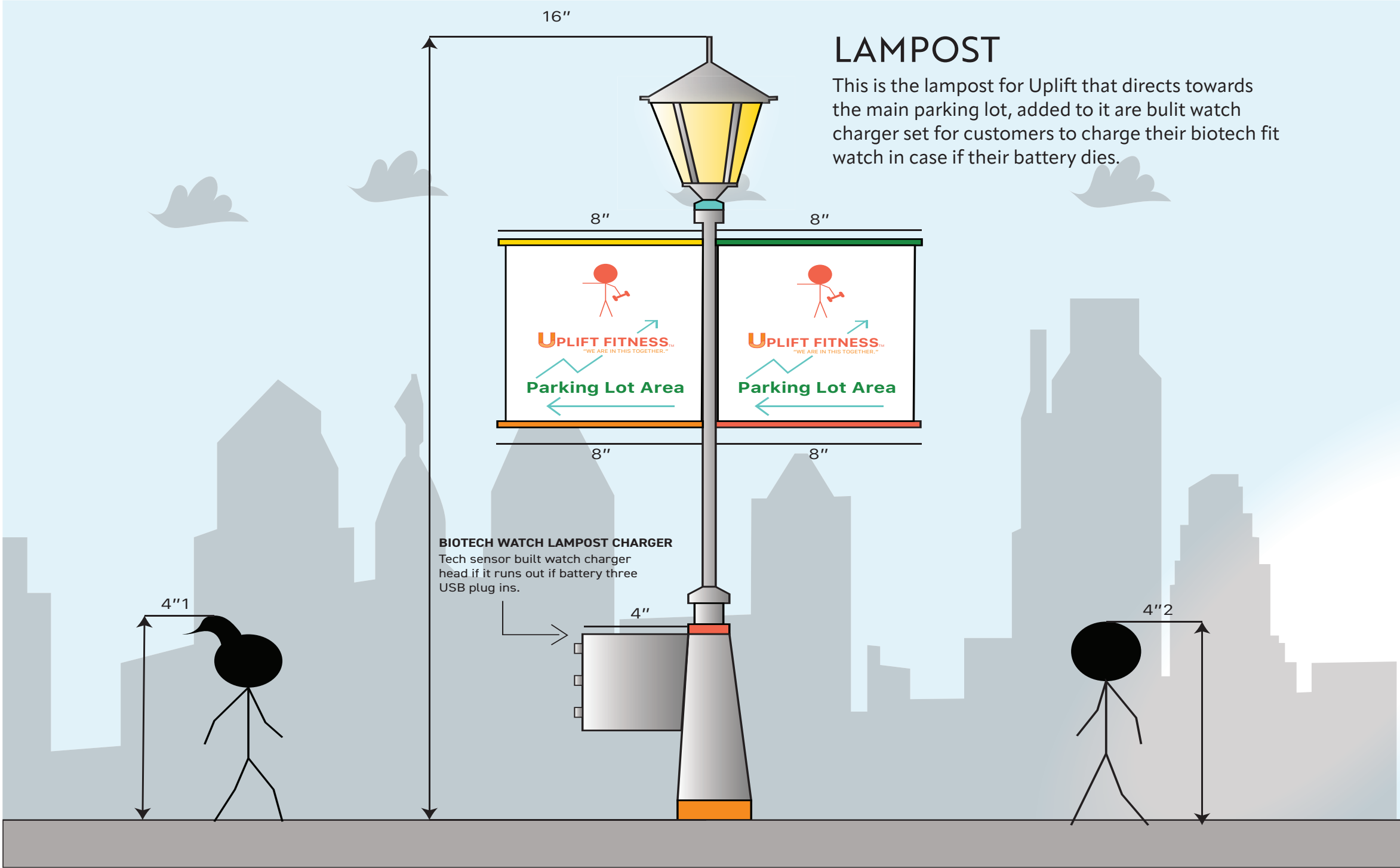
R: 64 C: 65 PMS: 130-5 U  
G: 224 M: 0 HEX: #40e0d0  
B: 208 Y: 39  
K: 0



## Orangesicle

R: 255 C: 0 PMS: 23-8 U  
G: 140 M: 57 HEX: #ff8c00  
B: 0 Y: 100  
K: 0

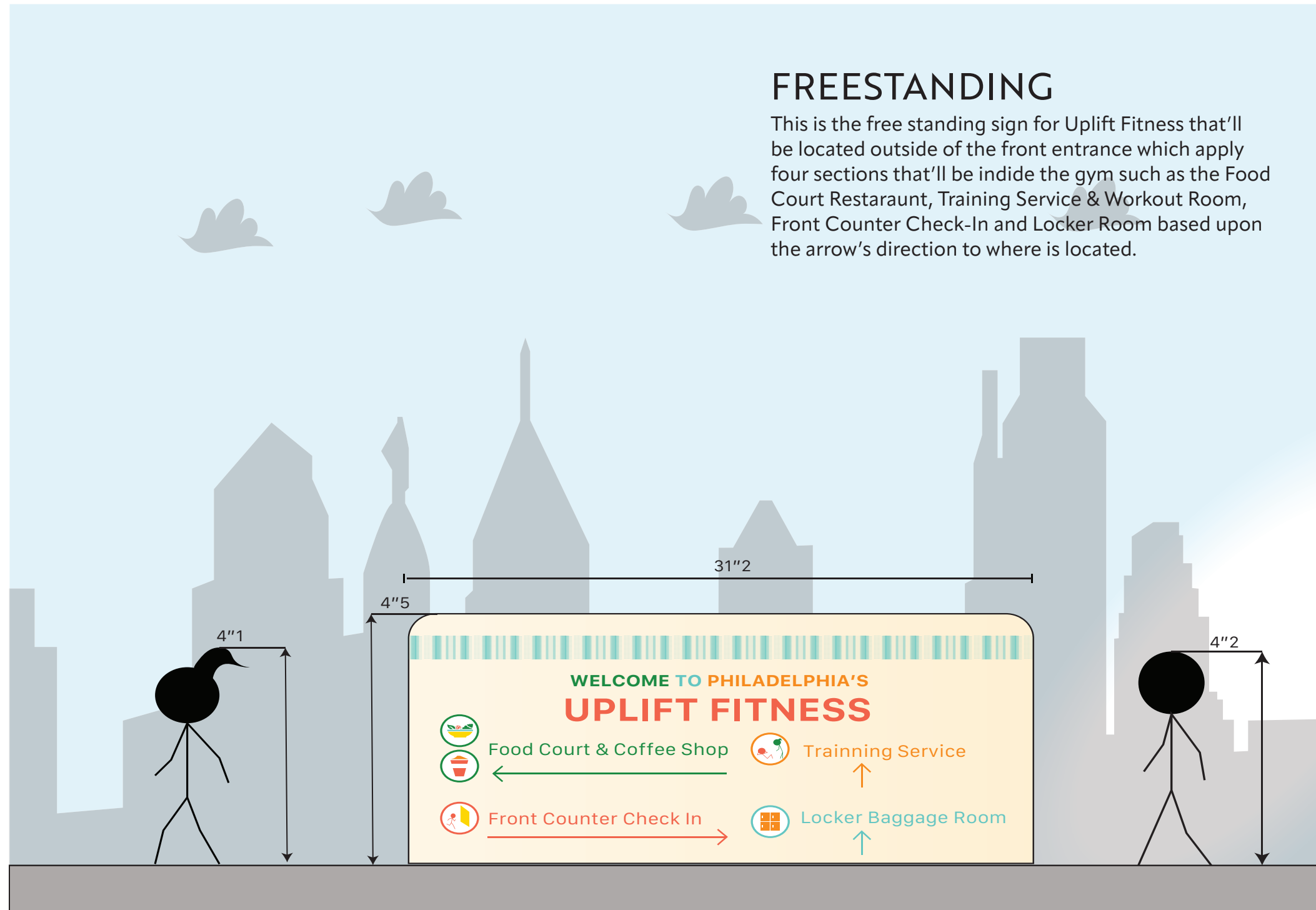
# WAYFINDINGS





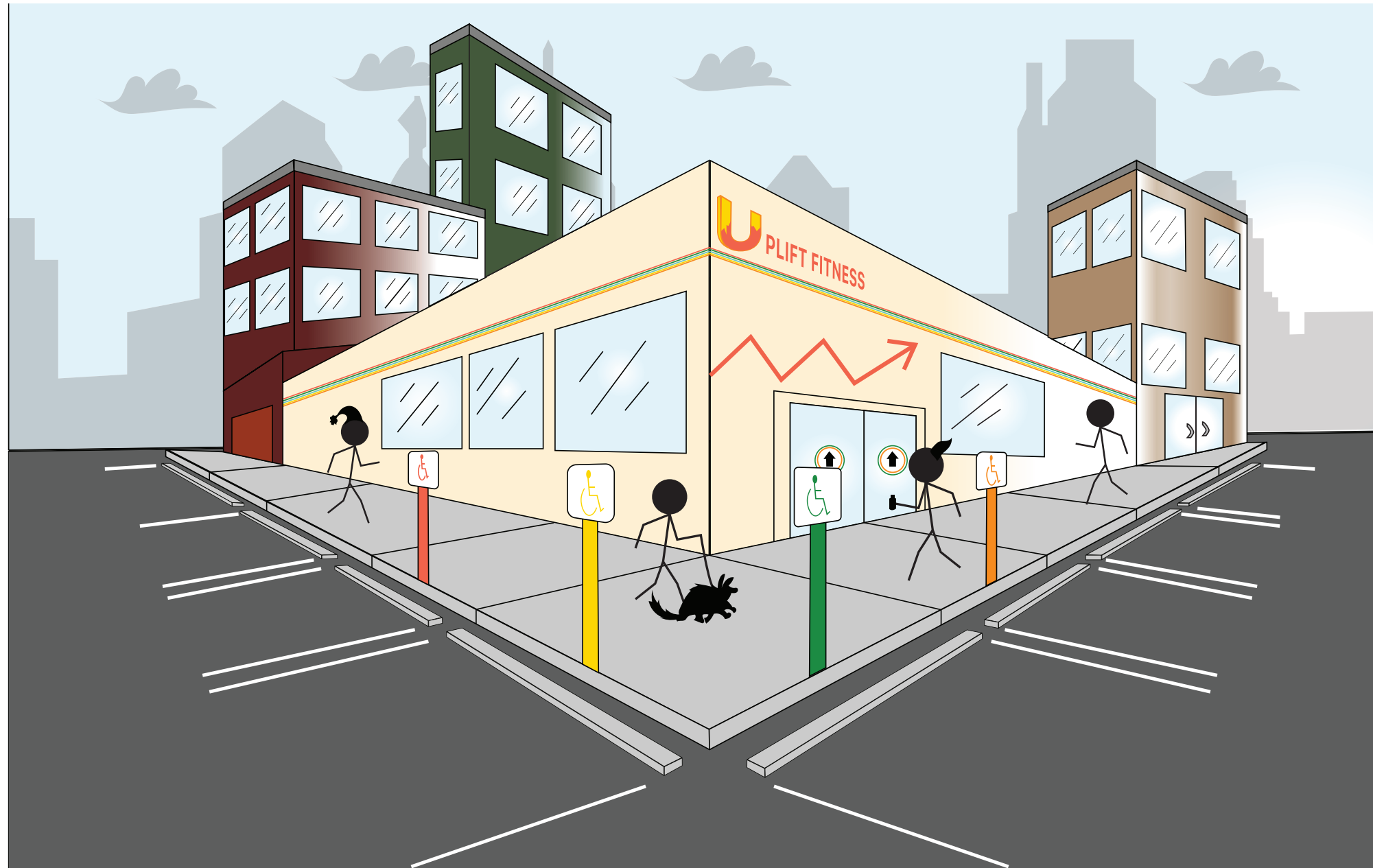
## FREESTANDING

This is the free standing sign for Uplift Fitness that'll be located outside of the front entrance which apply four sections that'll be inside the gym such as the Food Court Restaraunt, Training Service & Workout Room, Front Counter Check-In and Locker Room based upon the arrow's direction to where is located.



# ELEVATION DRAWINGS

## EXTERIOR



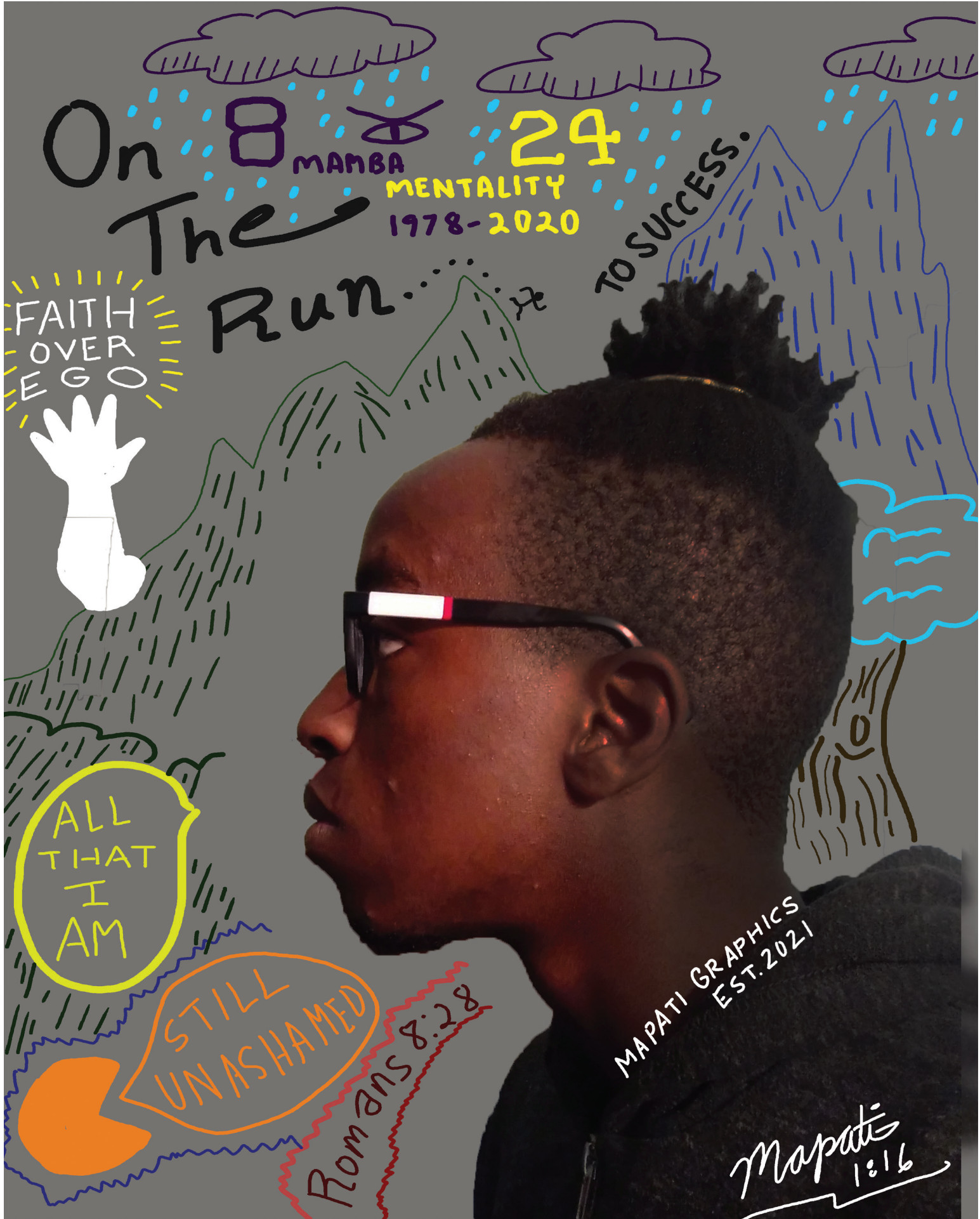
INTERIOR



# CHAPTER EIGHT

**Project 14: Cincinnati Reds Baseball Rebrand**  
**Special Thanks**

78  
84



On 8 MAMBA MENTALITY 1978-2020 24

FAITH OVER EGO

The Run...

TO SUCCESS.

ALL THAT I AM

STILL UNASHAMED

Romans 8:28

MAPATI GRAPHICS EST. 2021

Mapati 1:16

# PROJECT 14

## CINCINNATI REDS BASEBALL REBRAND

This is a full rebrand for one of the oldest franchises in Major League Baseball the Cincinnati Reds, they're actually my favorite baseball team. I felt it was time for them to get new uniforms and I went for the classic big red machine days but with a modern style twist to it by using the faceoff twist font to achieve it. Meanwhile dropping the black shadows and simplifying the outer lines to be flat with a

**"RED CLEAN FINISH."**



**CINCINNATI REDS™**

**EST. 1869**



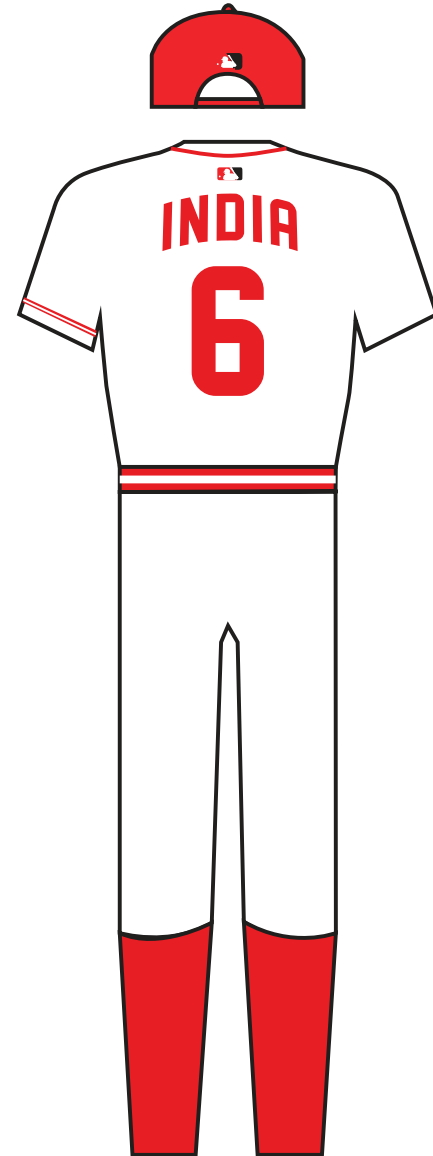
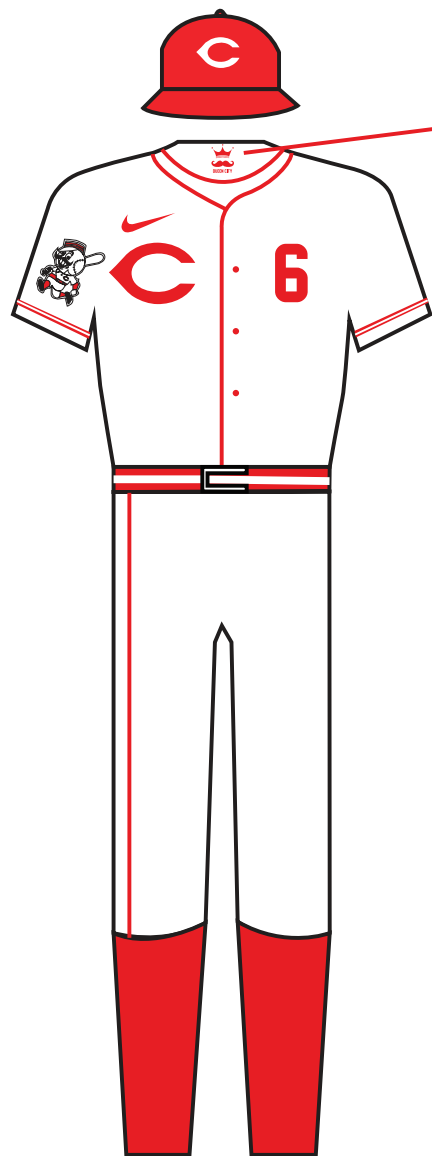
## NAME AND BRAND PROCESS

I went back on past logos, bands and trademarks, taking them as inspirations of creating the new rebrand on what this team desperately needs since this will be the first one since 2007. I founded a type that brings the retro and modern mood to it that will remind fans of those 1970's Reds teams, known as the Big Red Machine, including the 1990 wire to wire team because that was considered to be the golden years of Cincinnati Reds Baseball. Another goal was to make this project simplified from the current brand because it has a lot of elements that seem to be unnecessary like a shadow drop, secondary outline lines and white strokes, I understand the Reds marketing team wanted to bring an early 1800's serif typeface brand to the modern world when it comes to sports during the process however overtime it became outdated. I went into Adobe Illustrator of eliminating those elements by using the faceoff font and recreating the Reds logo removing the wording "REDS" because I believe the team is a very recognizable franchise since it's the oldest professional baseball team.

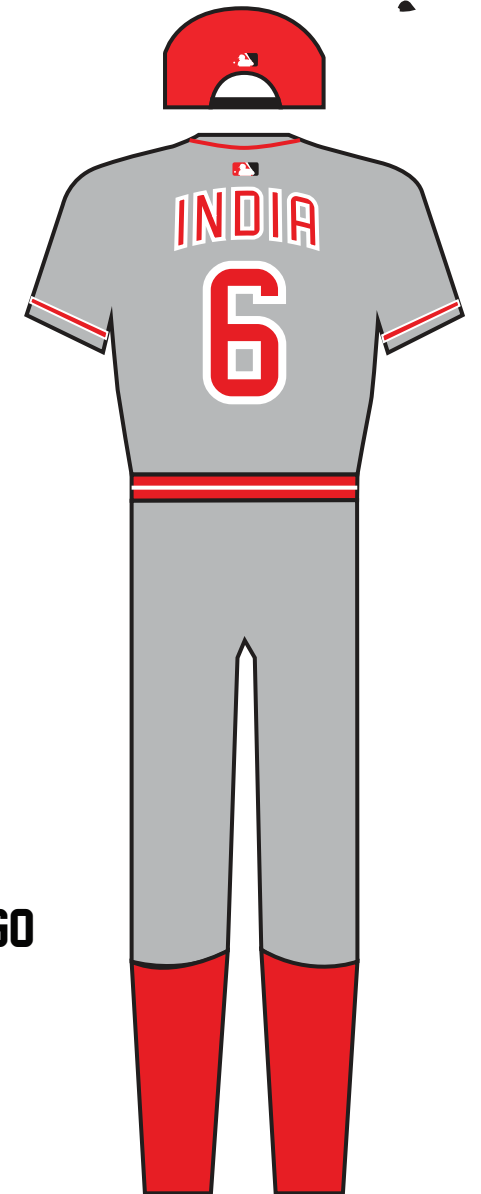
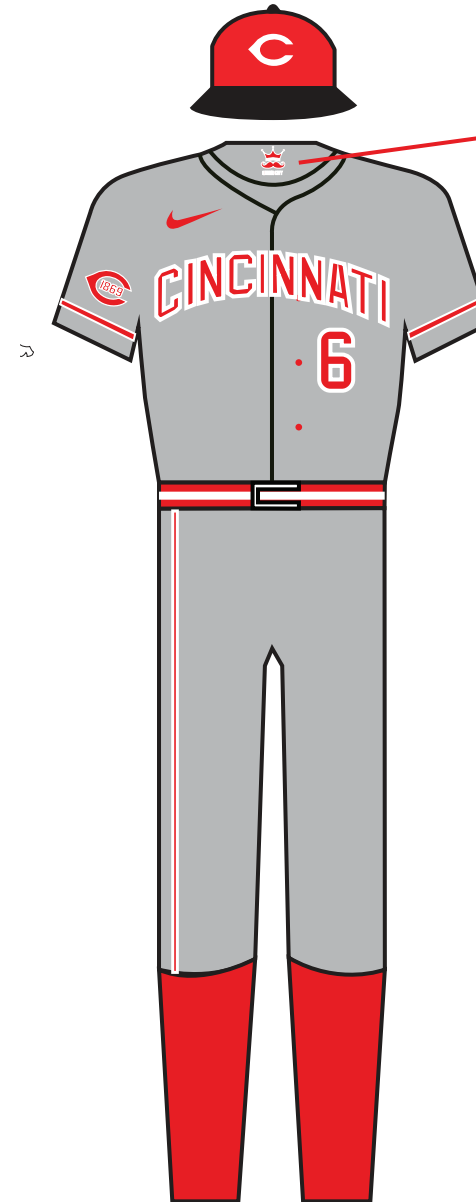


# UNIFORMS

HOME

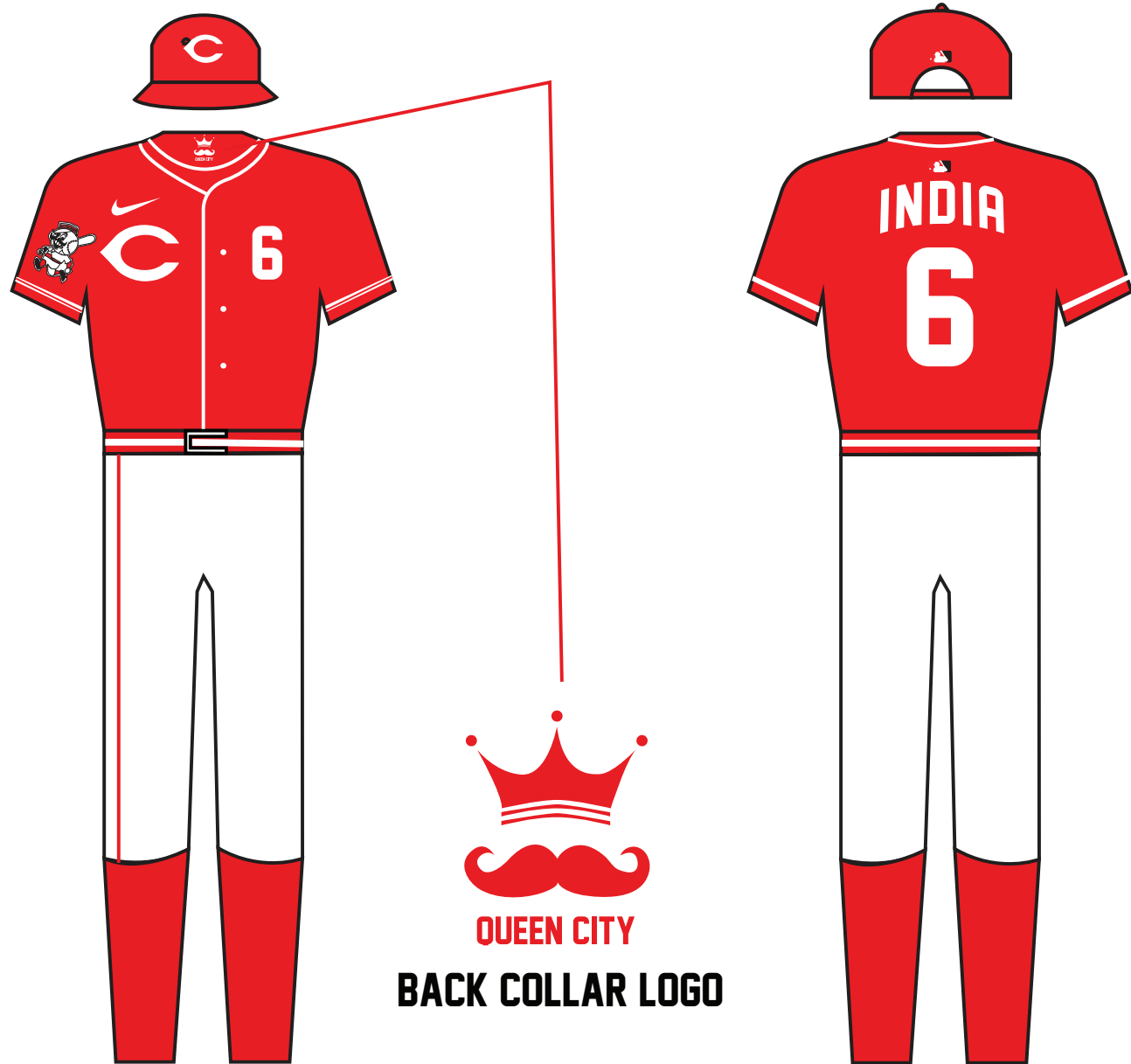


ROAD

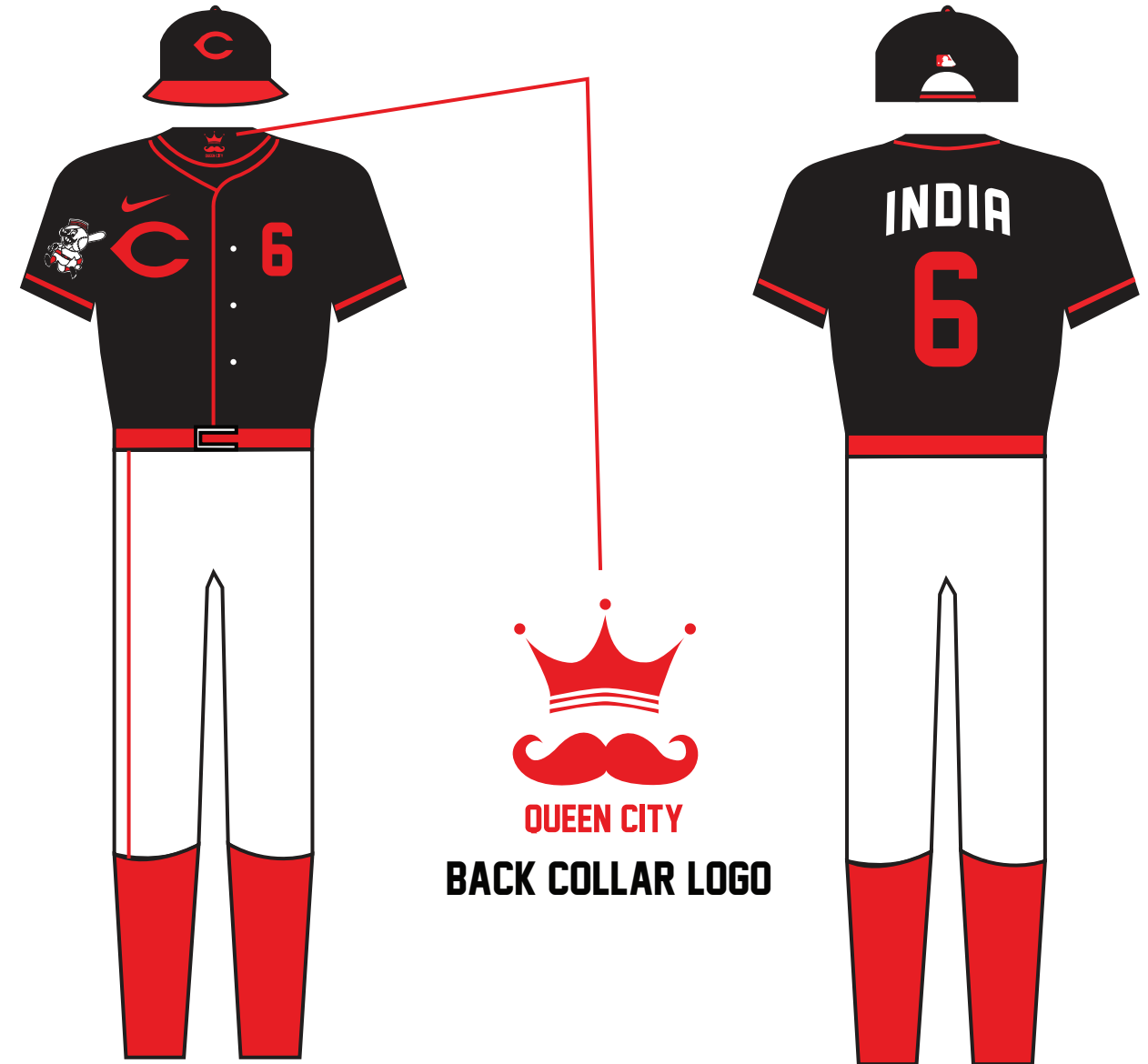




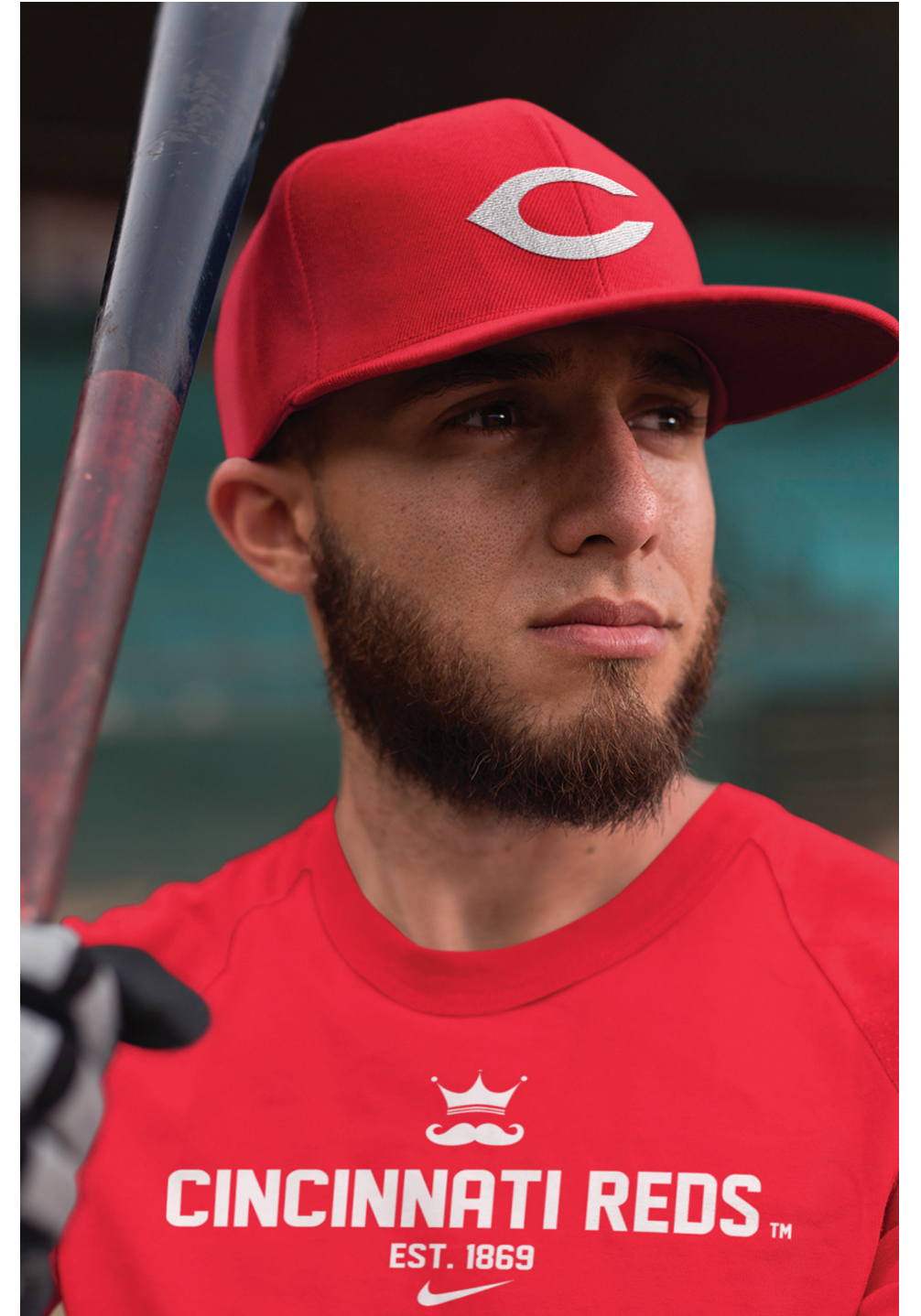
# ALTERNATIVE



# ALTERNATIVE 2



# GALLERY





**CINCINNATI REDS™**

EST. 1869



**CINCINNATI REDS**

EST. 1869



**CINCINNATI REDS**

EST. 1869





## PROJECT 15

### 2024 USA MEN'S AND WOMEN'S TRACK AND FIELD UNIFORMS

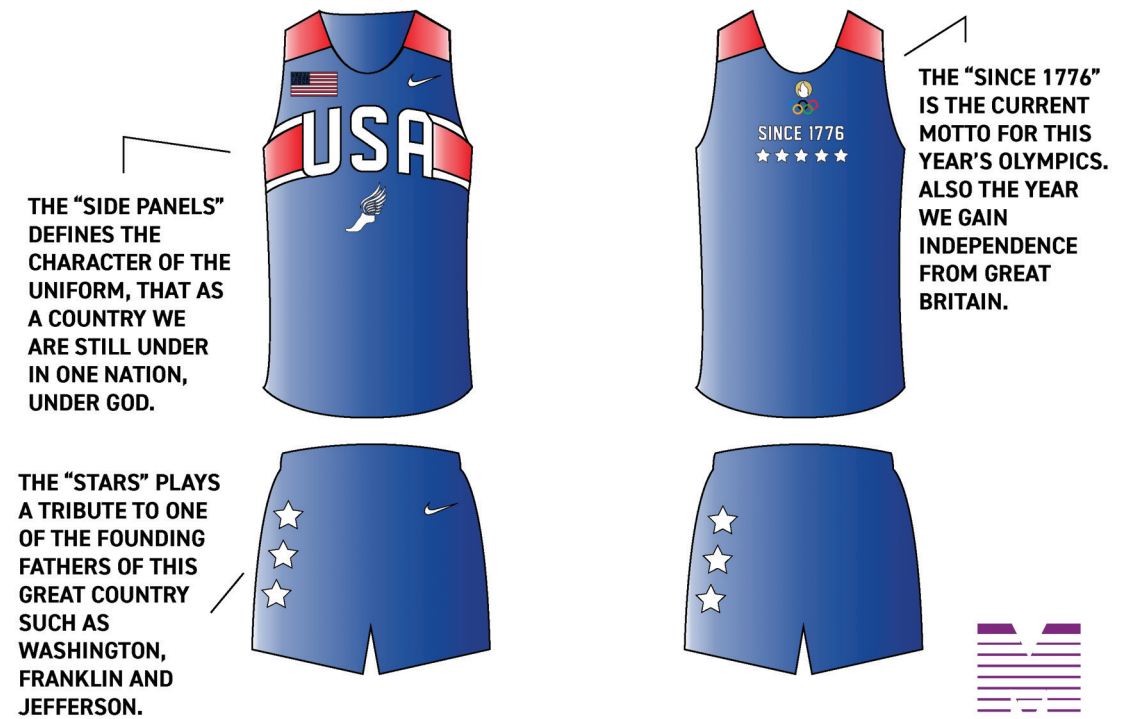
For the upcoming 2024 Paris Olympics, I wanted to design the USA Track and Field Men's and Women's uniforms in a way that defines the characteristics, traits, and emotions of who we are as a

**"COUNTRY."**

## DESIGN PROCESS

I looked back into previous uniform designs for the USA from the 1970s, 1980s, and 1990s for inspiration when it comes to elements, fonts, and colors, I looked into the stars, stripes, and shapes that were applied back then. Adding a modern touch to all of them while designing the uniforms, the goal was to give a tribute to the past of former USA runners and their milestones but to recreate the feel again for the new generation of Track and Field

## USA MEN'S TRACK AND FIELD UNIFORMS 2024 OLYMPICS



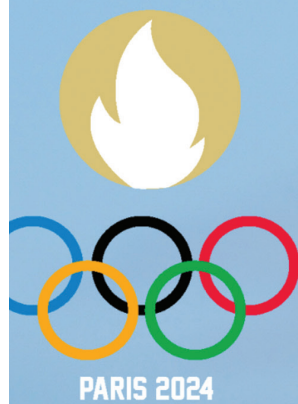
## USA WOMEN'S TRACK AND FIELD UNIFORMS 2024 OLYMPICS



# GALLERY



SINCE 1776



# PROJECT 16

## SOUL TEA



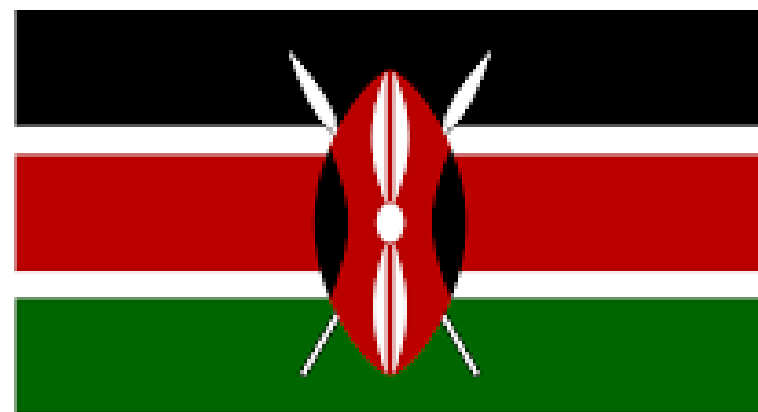
This tea-boxed package design brings a classic, smooth, and upbeat emotion brand as I was going through the creative process, I wanted to pay tribute to my African roots with a blend of

# "JAZZ & SOUL."



## NAME AND BRAND PROCESS

The unique factor behind all of this is that it's a USDA organic factor based drink because of the Red Root leaves being used to brew and make the tea. The colors are based upon the warm vibrant colors of many African countries used for their flags such as Kenya, South Africa, Uganda, etc. Overall the demographic is mostly targeted toward people 30 and up who may know old-school music such as James Brown, Marvin Gaye, and Sam Cooke.



# DESIGN PROCESS



## COLORS:



Yellow Lion  
 PMS: 7-7U  
 CMYK: 2, 9, 98, 0  
 RGB: 255, 213, 76  
 HEX #: bf5040



Leafy Green  
 PMS: 20-8U  
 CMYK: 87, 27, 100, 14  
 RGB: 24, 126, 63  
 HEX #: 0d7730



Simba's blood  
 PMS: 116-12U  
 CMYK: 0, 86, 87, 1  
 RGB: 240, 75, 75  
 HEX #: fd0e35



Aquifina Blue  
 PMS: 103-8U  
 CMYK: 97, 81, 0, 26  
 RGB: 120, 157, 128  
 HEX #: 0f3788

# GALLERY



# SPECIAL THANKS

Giving special thanks for everyone that had enjoyed my portfolio professors, staff and the entire Sinclair Design Department for making this possible and bring the drive and passion within myself that I shall move on to what's instore in my design career.

# CONTACT INFORMATION

**For more things from me follow me on**

Instagram: [matt.mapati16](#)

Facebook: Matthew Mapati

Email: [matthewmapati@gmail.com](mailto:matthewmapati@gmail.com)

Website: <https://www.mattmapatidesign.com/>





**1.1.** 

**Romans 1:16**