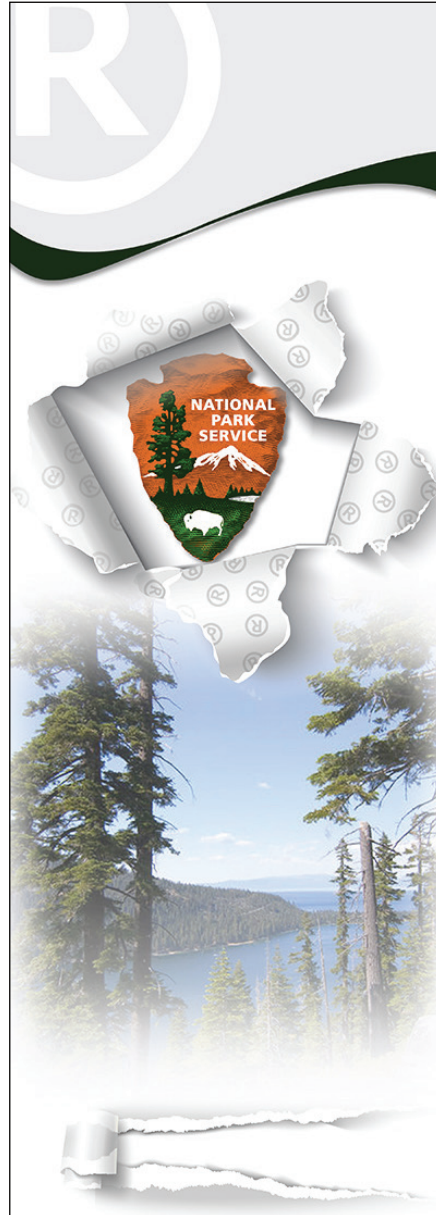
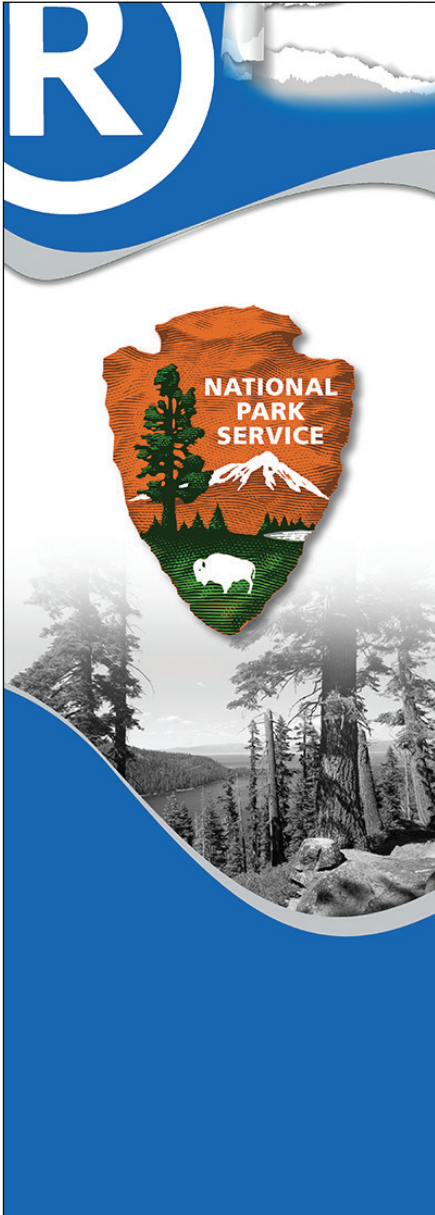


United States Patent and Trademark Office Trademark Expo / National Parks booth

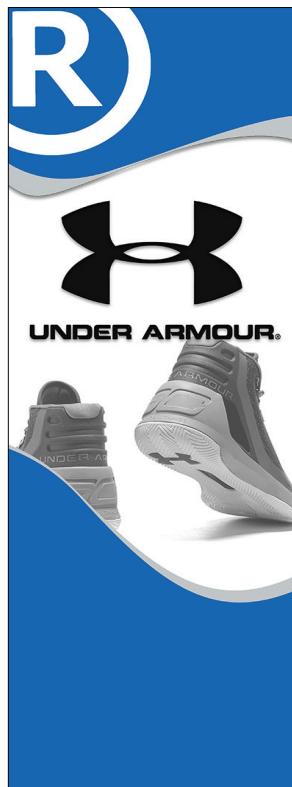
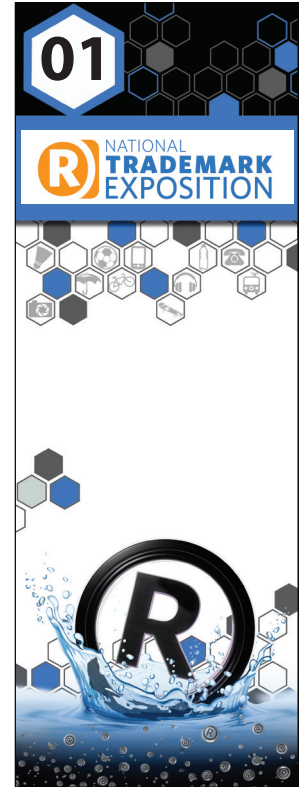
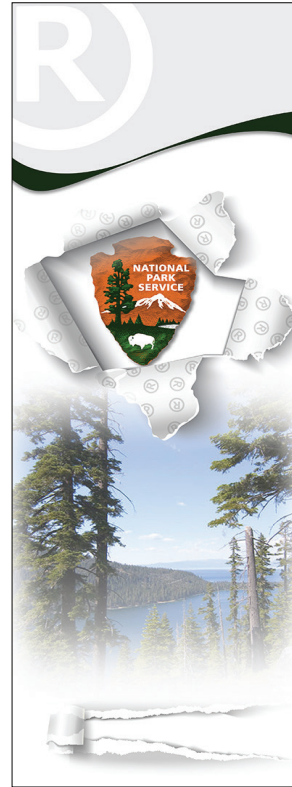
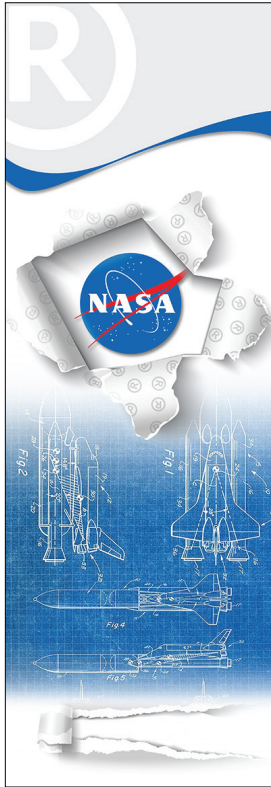


Case study: Below is my initial concept designs for the National Park Service booth. During our brainstorming session, I proposed that each booth should establish its own distinctive identity through individualized design elements or unique banner layouts. Ultimately, however, we reached a consensus to adopt a unified design approach that features only the organization's name.



My rough draft concepts of individual booth banner designs

Case study: The Trademark Expo hosted by the USPTO was an exceptionally successful event. As one of the lead designers, my design was selected to spearhead the event's visual identity. My final concept was implemented across various items—including brochures, handbags, T-shirts, removable tattoos, wristbands, and more. This project represented a monumental achievement, with the entire design team dedicating their full talent to ensure the event's success.



Concept T-shirt designs



Front



Back



Male USPTO Red
C- 16 M-100 Y-87 K- 6



Female USPTO Blue
C- 100 M-85 Y-23 K-8



CMYK colors Blue C-100 M-85 Y-23 K-8
CMYK Colors Red C-16 M-100 Y-87 K-6

Concept hand tattoos for kids



Final design

The theme was

"Imagining Tomorrow's Ideas TODAY!"



Photographic services also provided by our design team



Special guest Kareem Abdul-Jabbar
Trademark holder

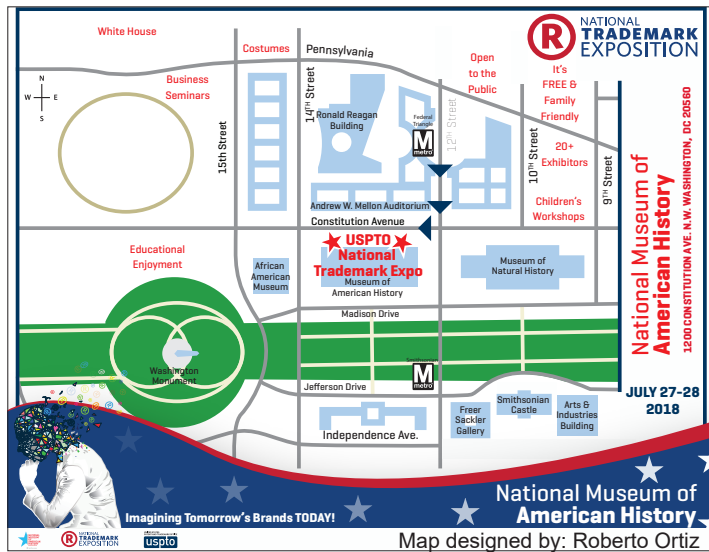


Superb collaboration with some great designers for this project

Yaira Resto, Roberto Ortiz, Paul Ehlke, Jennine Brown, Roman Gray

Ai

Map



Brochure



Business Card front and back



front design: Pierre Georges
back design: Roberto Ortiz