

> CONTACT

**TONY SECOLO**

TONYSECOLO@ME.COM

**503.804.7252**

## CAPABILITIES

### *Identity Systems:*

Logos  
Business Papers  
Visual Brand Language Documents  
Brand Standards Guidelines  
Templates

### *Marketing Collateral:*

Invitations  
Press Kits  
Direct Mail  
Books + Catalogs  
Brochures  
Packaging  
Publications  
Annual Reports  
Posters

### *Environmental Graphic Design:*

Main Identity Signage  
Interior Concepts  
Art Direction  
Photography

### *Interactive:*

Web Design  
Online Ad Design  
Email Marketing  
Information Architecture

## CLIENT LIST

### PROFESSIONAL SERVICE FIRMS

Barbara Kinney Photography  
Bridge Partners Consulting  
ESM Engineers  
*Getty Images*  
Ian Freed Consulting (Real Networks)  
LightBox Collaborative  
M personal training  
NBBJ Architecture + Design  
The Production Network  
The Retail Group  
Tully Associates Interior Design  
Twenty Four Seven Inc.

### MUSIC INDUSTRY

Atlantic Records  
Barsuk Records  
Chris Walla  
Death Cab for Cutie  
Two Sticks Audio  
Zeitgeist Management

### CORPORATE/RETAIL

Alden Farms  
Auto Gallery  
Ballard Firehouse Yoga Studio  
Bside6 Development  
Nike  
OFFICE PDX  
Pajama Press  
The Commodore Hotel

### NON-PROFITS

AIDS Housing of Washington  
American Institute of Graphic Artists  
International Interior Design Association  
*Museum of Contemporary Craft*  
*Pilchuck Glass School*  
*Portland Institute of Contemporary Art*  
*Seattle Opera*  
Society for Marketing Professional Services  
Tobacco-Free Coalition of Oregon

### PUBLIC SECTOR

*The City of Portland: Art Spark, Summer Youth Corps*  
The City of Seattle: Denny Triangle  
Sound Transit

++

*I have included a small sampling of the work I've done to help launch, promote and/or reinvent companies. Additional examples or case studies can be provided upon request.*

## **CHRIS WALLA | MUSICIAN + PRODUCER**

> LOGO > BUSINESS CARD > WEBSITE

A seamless, bold and branded system for Grammy Nominated Producer and Death Cab for Cutie Band Member, Chris Walla, to help announce his freelance business and new record label. Each card is intended for a different target audience and contains “Walla-isms”.



# CHRIS WALLA

BLOG ABOUT **DISCOGRAPHY** MUSIC FAQ GALLERY LINKS CONTACT

SIGN UP

SEARCH



SOUNDTRACK FOR TODAY: BETHOVEN, LIVE AT BUDOKAN, SOPHISTICATED LADY, EM NEIGHBORS, THE HITS, GALLOW'S POLE, JOHN TESH, S&P ALL NIGHT, THE BIRD IS THE WORD

## DISCOGRAPHY



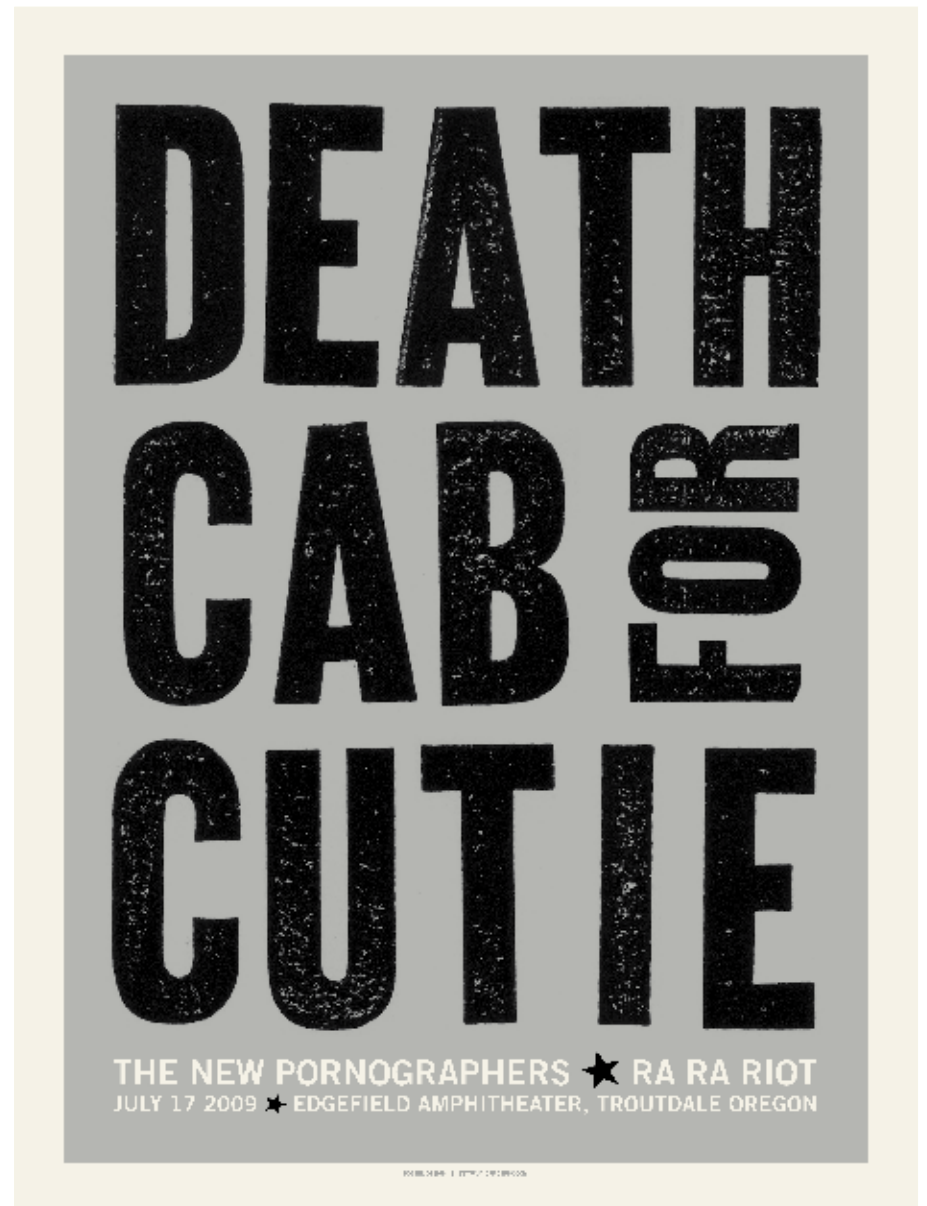
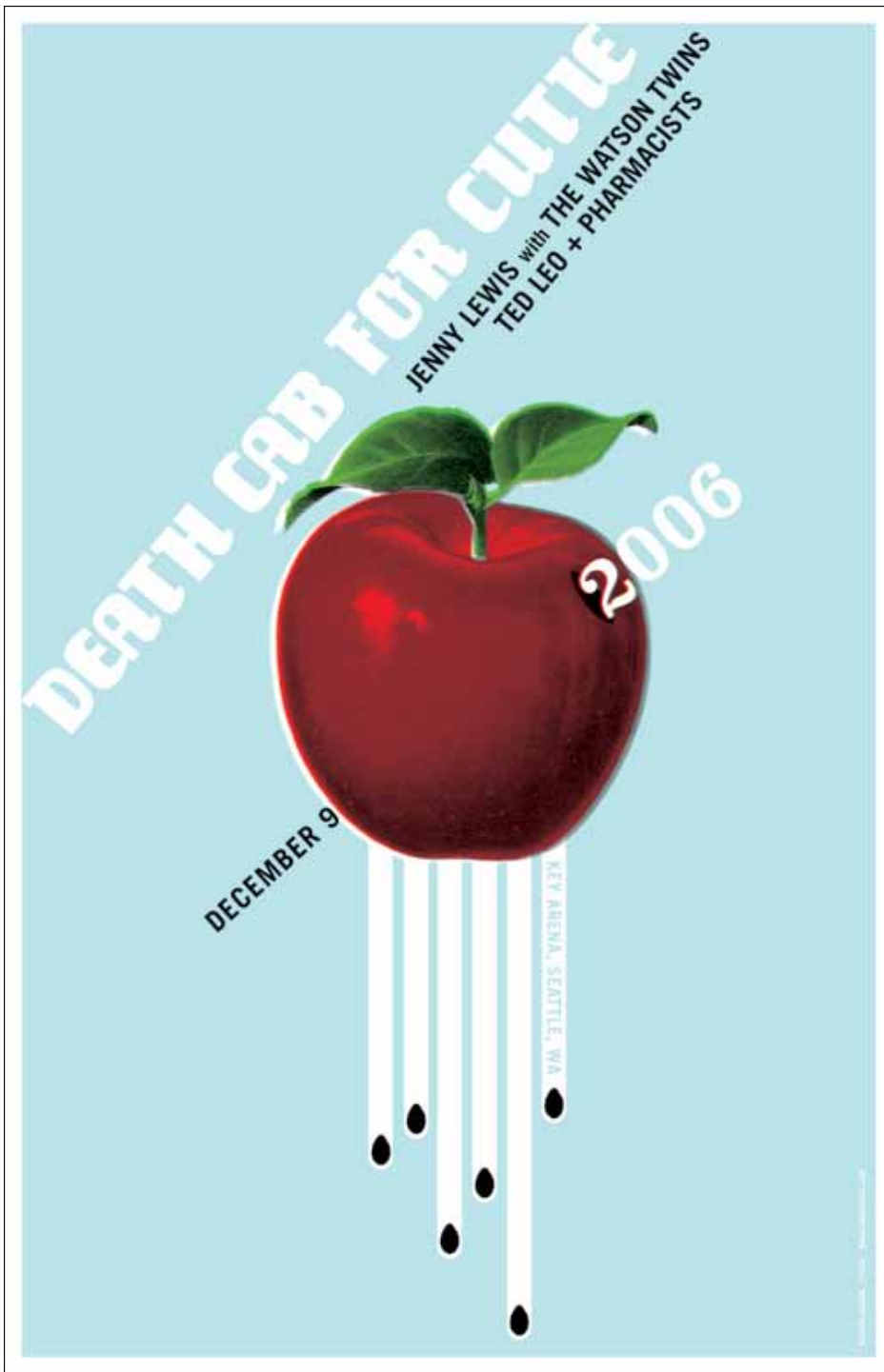
2009  
SHRE RECORDS  
PRODUCTION

In malesuada congue aliquet. Sed lobortis diam ornare elit facilis a scelerisque ligula commodo. Cras eros enim, pellentesque eget ornare in, mattis non lorem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus malesuada lacus eu dui ullamcorper venenatis. Phasellus id venenatis sapien.

## **DEATH CAB FOR CUTIE | ROCK BAND**

> CONCERT POSTERS

Limited Edition rock posters commemorating special “home town” concerts.



## **DEATH CAB FOR CUTIE | ROCK BAND**

> DIGITAL CD JACKET DESIGN (TWILIGHT SINGLE)

Cover art for the lead single of the Twilight movie, downloadable on iTunes. The artwork needed to incorporate the aesthetic of the film's title as well as Death Cab's brand.



death cab for cutie  
meet me on the equinox

**Meet Me On the Equinox - Single**  
**Death Cab for Cutie**

DEATH

CAB

FOR

CUTIE

NARROW

STAIRS

2011

WORLD



## **DEATH CAB FOR CUTIE | ROCK BAND**

> WEBSITE ICONOGRAPHY + TYPOGRAPHY + COLOR PALETTE

Marketing for new brand, website and tour launch. Icons, color + typography inspired by vintage newspaper design + advertising.





**ON TOUR**



**DCFC STORE**

CLICK TO DOWNLOAD  
**DEATH CAB FOR CUTIE**  
IPHONE APP

**PHOTO ALBUM**

**MORE VIDEOS**




**NEWS**

09.22.09

'Meet Me On The Equinox' streaming on MySpace / Pre-order the New Moon Soundtrack 'Meet Me On The Equinox', the new single from Death Cab for Cutie on the New Moon soundtrack, is now available to stream in full at

**SIGN UP!**

JOIN DCFC MAILING LIST

JOIN DCFC UNION LOCAL #1138



THE OFFICIAL FAN CLUB



**CONTENTS**

HOME.....	A1	BLOG.....	B2	MEDIA.....	C2	PRESS.....	A5	SHOP.....	A9
NEWS.....	A2	SHOWS.....	D1	GEAR.....	D3	CONTACT.....	D6	FANCLUB.....	F2
DISCOGRAPHY.....	A3	PHOTOS.....	D2	LINKS.....	D5	BOARDS.....	E5	MYSFACE.....	E6

**WEATHER**



Current Conditions: Fair, 61 F

**LOCAL TIME**

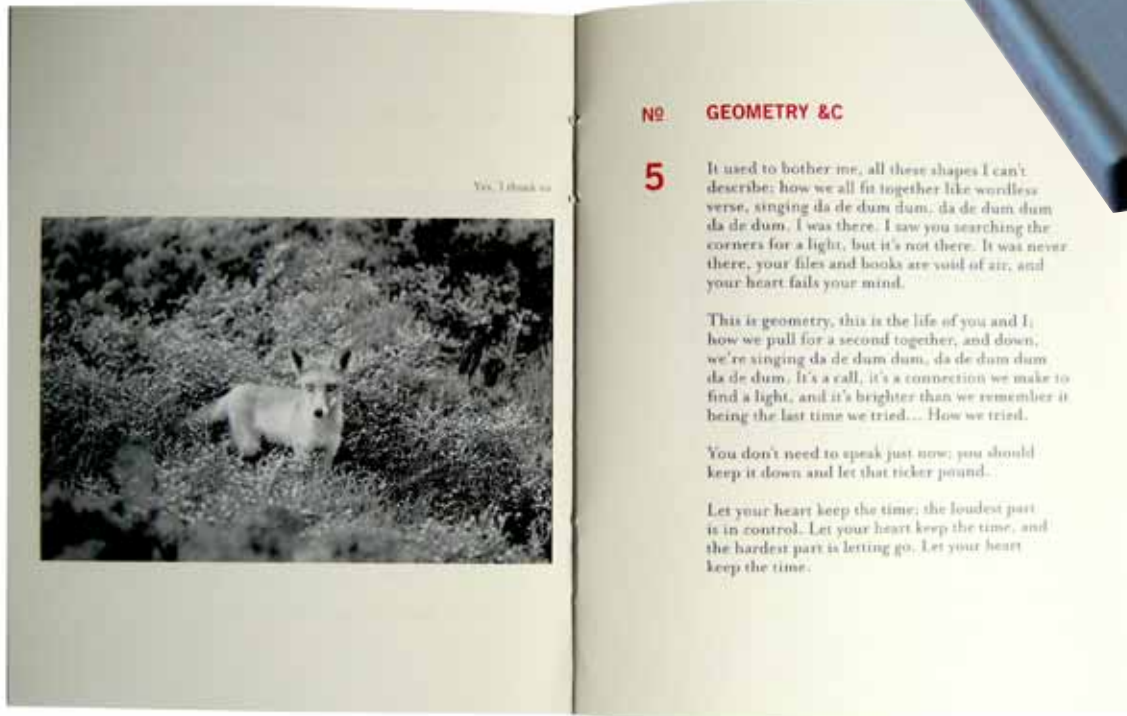
21:34:32  
Weather and time is for Seattle, WA.



## **CHRIS WALLA | MUSICIAN + PRODUCER**

> LOGO > NAMING > CD PACKAGING > BOOKLET

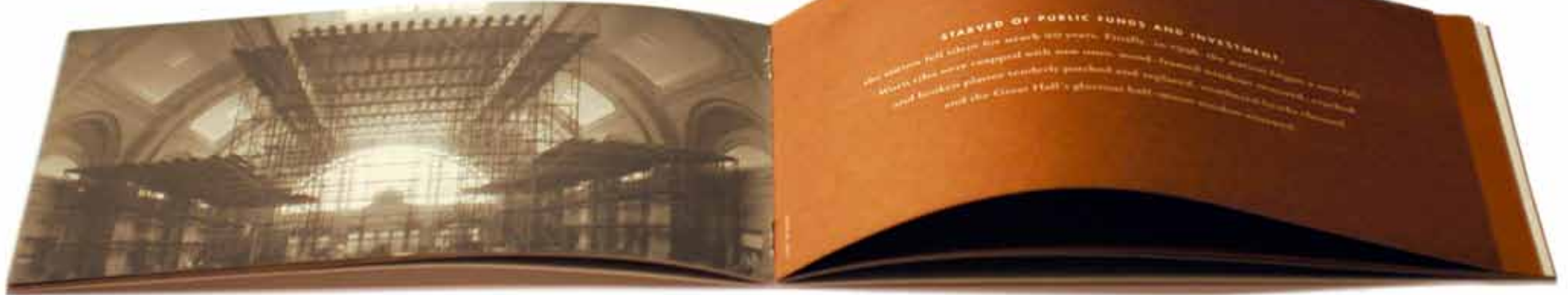
Packaging for debut solo album by Chris Walla. The somewhat political, americana-themed music, scholastic books, and atlases inspired the colors, type and imagery. The limited edition booklet incorporates Walla's personal photos, taken with his vintage Polaroid, while on tour.



## **SOUND TRANSIT | WASHINGTON TRANSIT AUTHORITY**

> COMMEMORATIVE BOOK

This book was created as a special gift for the grand re-opening of Seattle's Union Station. The letterpress cover + metallic copper ink give a nod to the era of the building.



## **SOUND TRANSIT | WASHINGTON TRANSIT AUTHORITY**

> DIRECT MAIL BROCHURE

Use of bright colors + bold photography in this direct mail piece helped draw attention to Sound Transit's public art program and inspired artists to get involved.

# GET INVOLVED THE

start

**start begins with a commitment to:**

- a wide range of opportunities for artists
- an art budget calculated as 1 percent of capital construction costs
- involving interested communities in decisions regarding where and what type of art is appropriate for their community

## design team artists

Sound Transit is committed to integrating art and artistic ideas into the design and construction of transit facilities and public spaces by involving artists in the design process.

The first step will be to commission three lead design team artists. These

### How to apply

- a letter of interest if you are interested in selection criteria
- a current resume
- twenty slides of your work with your name, address, and phone number according to the selection criteria
- a numbered slide with a brief description of the location of work and the design team
- telephone number

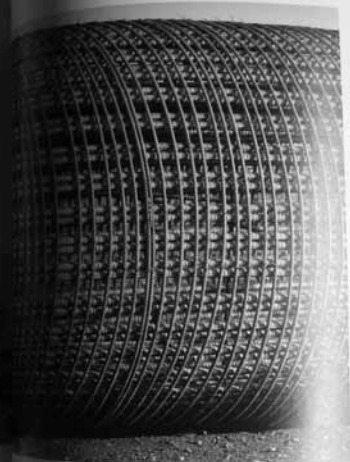
These materials will be included in the start Design Team Artist RFP.

**Submit applications to:**  
Suite 500 Seatt  
address indicat

## **SOUND TRANSIT | WASHINGTON TRANSIT AUTHORITY**

> COMMEMORATIVE BOOK

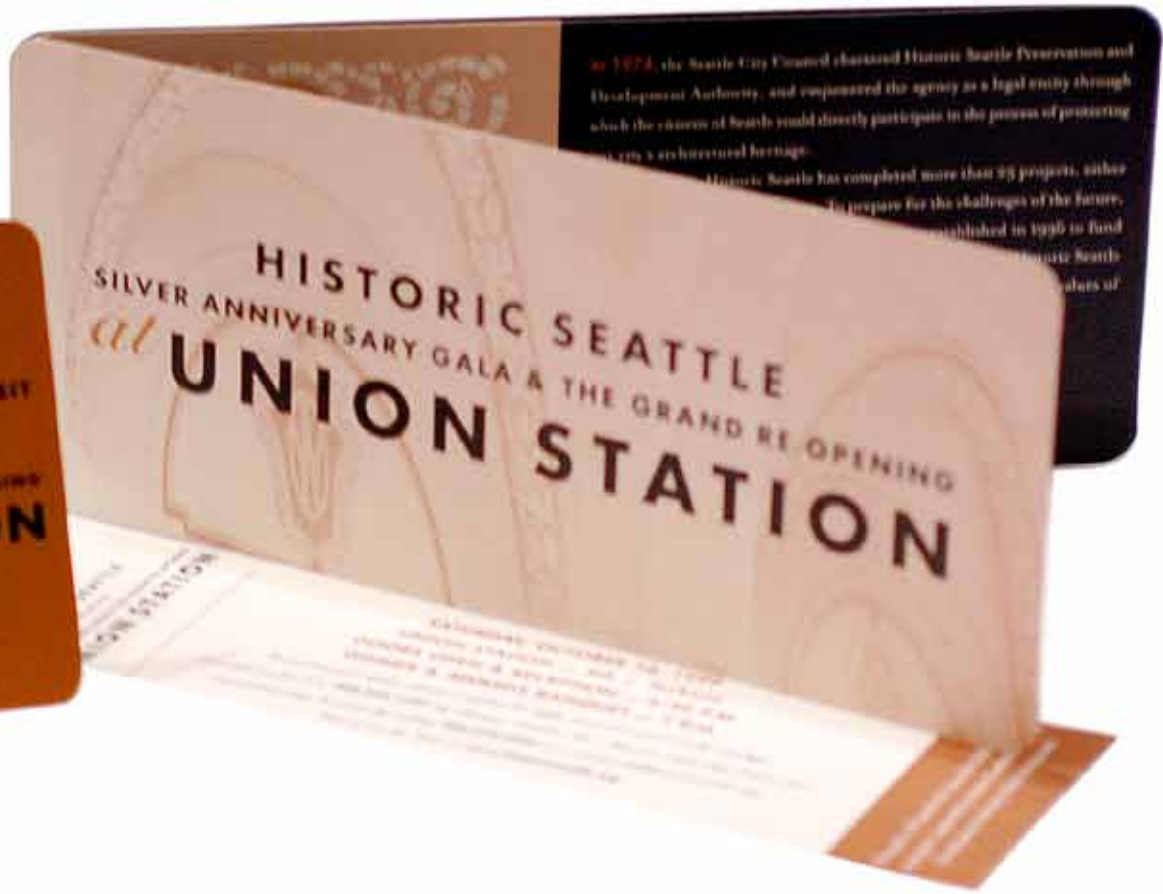
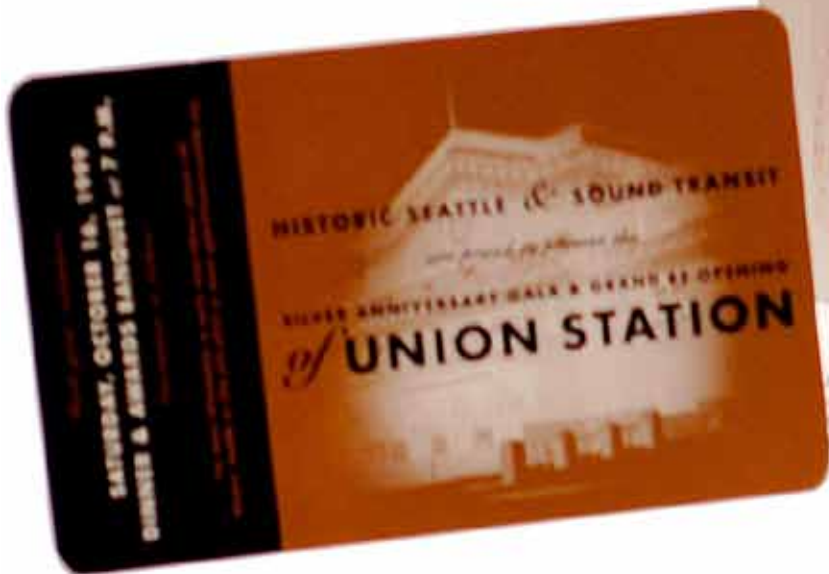
This book was given as a special gift to VIP attendees, community leaders and politicians, at the ground breaking ceremony of Sound Transit's first commuter rail station. Peter DeLory's photography was treated simply in black + silver duotones.



## **SOUND TRANSIT | WASHINGTON TRANSIT AUTHORITY**

> INVITATION

Invite for the grand re-opening of Seattle's Union Station. This exclusive event was mean to inspire and engage Washington State Politicians, board members, and the media, as well as thank the design team who rehabilitated the building.



## **NIKE | RETAIL**

> WORLD HQ ENTRY BANNERS

These quarterly banners serve as a brand messaging showcase to create a sense of arrival and to add whimsy and color to their NW surroundings.



## MUSEUM OF CONTEMPORARY CRAFT | NONPROFIT ARTS ORGANIZATION

> LOGO > INVITATIONS

This is a series of invitations for quarterly dinners, held at collectors homes. These exclusive gatherings offered the rare opportunity to view special collections in a unique setting. The invites incorporated a handcrafted letterpress aesthetic.

\*FEATURED IN HOW MAGAZINE

Museum of Contemporary Craft  
cordially invites you to enjoy  
a very special evening.

A Collector's Dinner hosted by Jan Jacobsen  
Paul Hart in their custom-built home on Satsi  
October 4 at 6pm.

Situated on two acres adjacent to Lewis & Clark  
College, Jan and Paul's home was designed to  
highlight their extensive art collection focusing  
Northwest artists. The house is filled with paintings  
and sculpture featuring Marlene Bauer, Tom  
Coleman, Dale Chihuly, Drake Deknatel, Greg  
Grenon, Lee Kelly, Geoffrey Pagan, Jack Partis,  
Robert Sperry, Melinda Thorsnes, and other notable  
artists. A private gallery, Jan's painting studio, a  
silver collection, and the beautifully landscaped  
grounds will provide additional artistic inspiration  
for guests.

Tickets are \$125 per person. For details, see enclosed  
RSVP card or call 503.223.2654 x 7.

Museum of Contemporary Craft  
cordially invites you to enjoy  
a very special evening.

A Collector's Dinner hosted by artist  
her one-of-a-kind home, priced above  
SW Hills, Saturday, December 8 at 6pm.

Nearly twenty years ago, Corinne de  
incredible house herself. The central  
sculpture to date! With terraces, a  
you into several comfortable environments  
throughout the home, it houses a  
of work by Northwest artists including  
Rickabaugh, Lucinda Parker, G.  
Backstrand, Manuel Izquierdo,  
Farago, Eric Nelson and Sherry  
Italian Maiolica ceramics that  
technique that she uses in her

Honored guests at the dinner  
Kurt Wesner as well as curators  
are speaking on a panel at 7  
the following day.

Tickets are \$125 per person  
RSVP card or call 503.223.2654 x 7.

COLLECTOR'S   
**DINNER**  
Museum of Contemporary Craft

**5.31.08**

PRESENTED BY JASON SAUNDERS & STEPHANIE KELLY OF MORGAN STANLEY  
EVENT SUPPORT PROVIDED BY VIBRANT TABLE

## **PORTLAND INSTITUTE OF CONTEMPORARY ART | NONPROFIT ARTS ORGANIZATION**

> EVENT LOGO > INVITATION > ADVERTISING

Invitation for PICA's biggest and most important fund raiser of the year, targeting 300 arts patrons and influencers.

\*FEATURED IN HOW MAGAZINE + LOGO LOUNGE 4

# PICA

PORTLAND INSTITUTE FOR CONTEMPORARY ART  
PRESENTS THE ANNUAL GALILEO  
IN SUPPORT OF ARTISTIC PROGRAMMING  
SAT APRIL 21. 07 6PM to 10PM  
509 SW TAYLOR STREET, PD

JOIN US FOR A PARTY THAT IS SURE TO SHAKE THE VERY STREETS  
ABOVE. WINE AND DINE, AS WE REVEAL SOME OF THE 2007 TOP  
BASED-ART FESTIVAL'S BEST KEPT SECRETS. JUMP INTO THE LIVE AC-  
TION FOR UNBEATABLE TIME-BASED EXPERIENCES AND WITNESS  
UNDERGROUND ENTERTAINMENT BY ARTISTS FROM HOME AND AROUND

HONORARY CHAIR GUS VAN SANT

HONORARY CO-CHAIRS STORM THARP + DAVID KENNEDY

TICKETS \$150 (\$100 TAX-DEDUCTIBLE)

BY PHONE 503.242.1419 EXT. 221

INFO WWW.PICA.ORG

FREE PARKING IN THE 5TH + TAYLOR GARAGE

# TADA

EVENT SPONSORS



MAYBELLE CLARK MACDONALD FUND, OFFICE,  
PORTLAND MONTHLY, WILLIAMS & DAME DEVELOPMENT  
JASON SAUNDERS AND STEPHANIE KELLY OF AE EDWARDS & SONS, INC.  
DUNN CARNEY ALLEN HIGGINS & TONGUE LLP, GSI PROPERTIES,  
MELVIN MARK COMPANIES/5TH & TAYLOR GARAGE  
CORZO, FULL SAIL BREWING

PICA

A NIGHT BELOW THE SURFACE

# UNDERGROUND

## **ART SPARK | CITY OF PORTLAND**

> LOGO > POSTER > POSTCARD

These pieces were designed to alert the arts community of special events, hosted by the City of Portland's Art Spark program, for artists, patrons, and the media.

\*FEATURED IN HOW MAGAZINE

# ART SPARK



EVERY 3RD THURS 5-7PM

A MONTHLY MINGLING OF ARTISTS OF ALL SORTS TO MEET, DISCUSS, BLATHER, APPLAUD + PLOT THE GROWTH OF THE ARTS IN PORTLAND.

FANTASTIC, ROTATING, MONTHLY HOSTS FROM THE ARTS COMMUNITY

SIX@SIX WHERE OUR HOSTS HAVE 6 MINUTES AT 6PM

FOR A PERFORMANCE, A QUESTION, OR A TALK OF THEIR CHOOSING

FREEWHEELING CONVERSATION FOR THE REST OF THE 114 MINUTES



FOR MORE INFORMATION AND EVENT LOCATIONS: [WWW.PORTLANDARTSPARK.COM](http://WWW.PORTLANDARTSPARK.COM)

# ART SPARK

HOLOCENE OCT 23 5-8PM

IT'S TIME TO MINGLE WITH PORTLAND'S FINEST CREATIVE THINKERS!  
ART SPARK IS AN EVENT SPONSORED THROUGH THE CREATIVE CAPACITY STRATEGY - A PLANNING TOOL AND PHILOSOPHY TO SUPPORT OUR REGION'S CREATIVE COMMUNITY.



OFFICE

THIS EVENT IS FREE AND OPEN TO THE PUBLIC, BUT SPACE IS LIMITED, SO PLEASE RSVP AT [WWW.CREATIVECAPACITY.ORG](http://WWW.CREATIVECAPACITY.ORG).

## **SEATTLE OPERA | NONPROFIT ARTS ORGANIZATION**

> INVITATIONS

Invitations designed for the Seattle Opera's audience development program – Bravo! Club. These invites were letterpressed, with custom illustrations.

\*FEATURED IN SAN FRANCISCO CENTER FOR THE BOOK "RSVP SHOW"



## **OFFICEPDX.COM | RETAIL + DESIGN STUDIO**

> LOGO > WEBSITE > BUSINESS CARD > MARKETING MATERIALS > SIGNAGE  
> INTERIOR DESIGN > MERCHANDISING > PRODUCT > PACKAGING

Award winning identity system for a new design store / art gallery / design studio. The retro design supported the tagline "Quality Products for the Modern Worker."

\*FEATURED IN HOW MAGAZINE, "OUTSTANDING IDENTITY"



503 804 7252  
shop@officepdx.com  
Portland, Oregon USA



THE AUTHORITY ON PRESENTATION BOOKS + DESIGNER GOODS.  
AN ONLINE SHOP, POP-UP RETAILER + GRAPHIC DESIGN STUDIO.

VIEW SHOPPING BAG

FREE GROUND SHIPPING ON ORDERS OF \$59 OR MORE



JOIN OUR EMAIL LIST

SEARCH  GO

**PINA ZANGARO**  
3 RING BINDERS  
CD JEWEL CASES  
PORTFOLIO ACCESSORIES  
PORTFOLIO CASES WITH HANDLES  
PORTFOLIO JACKETS  
PRESENTATION BOOKS  
PRESENTATION FOLIOS  
SHEET PROTECTORS + INSERTS  
STORAGE + PORTFOLIO BOXES

**TOP SELLERS**  
BLU DOT NICK DINING TABLE  
ELECTRIC BABY LAPTOP SLEEVE  
15.4-INCH BLACK  
ELECTRIC BABY LAPTOP SLEEVE  
15.4-INCH SILVER

CATEGORIES

PRESENTATION BOOKS | BINDERS | LAPTOP BAGS | FURNITURE | NOTEBOOKS | ART  
HOURS + LOCATIONS | SHIPPING | RETURN POLICY | CUSTOMER CARE | EVENTS + SALES

PRESENTATION BOOKS BY SIZE	PRESENTATION BOOKS BY MATERIAL	PRESENTATION BOOKS BY STYLE	3-RING BINDERS + ACCESSORIES
11 X 8.5 PORTRAIT	ALUMINUM	BAMBOO	5 INCH 3-RING BINDERS
14 X 11 PORTRAIT	BAMBOO	BRYANT	1 INCH 3-RING BINDERS
17 X 11 PORTRAIT	ACRYLIC	COLMAR	1.5 INCH 3-RING BINDERS
8.5 X 11 LANDSCAPE	HARDBOARD	MACHINA	2 INCH 3-RING BINDERS
11 X 14 LANDSCAPE	LINEN	TERA	3 INCH 3-RING BINDERS
11 X 17 LANDSCAPE	LEATHER	VISTA	4 INCH 3-RING BINDERS

ORDER THE NEW PINA ZANGARO PRESENTATION BOOKS IN LEATHER OR LINEN



DESIGN PARTY 10 28 09

7 TO 9 PM | FROELICK GALLERY | 714 NW DAVIS STREET PORTLAND OR 97209

THE AUTHORITY ON PORTFOLIO COVERS + DESIGNER GOODS. AN ONLINE SHOP, POP-UP RETAILER + GRAPHIC DESIGN STUDIO.  
SHOP WWW.OFFICEPDX.COM | CALL 503 282 7200 | EMAIL SHOP@OFFICEPDX.COM

(A CHINA DESIGN NOW EVENT)

## **SUMMER YOUTH CORPS | CITY OF PORTLAND**

> LOGO > BANNERS > COLLATERAL

Logo + collateral designed to help launch the City of Portland's  
Summer Youth Program – career + college exploration.



**SUMMER YOUTH CORPS**  
CAREER + COLLEGE EXPLORATION

**CONNECT. EXPLORE. ACHIEVE.**  
PROVIDED WITH SUPPORT FROM:



**CONNECT. EXPLORE. ACHIEVE.**

PROVIDED WITH SUPPORT FROM:



**SUMMER YOUTH CORPS**  
CAREER + COLLEGE EXPLORATION

## **TWO STICKS AUDIO | RECORDING STUDIO**

> LOGO > BUSINESS CARD > WEBSITE

Death Cab for Cutie's drummer, Jason McGerr, needed a website for his new recording studio. The site showcases his vast drum kit collection and allows musicians to schedule studio time online. Matching business cards and a simple yet clever logo were included.



## **BSIDE6 | COMMERCIAL BUILDING**

> INVITATION

Invitation for the preview party of an architecturally significant building in Portland OR.

\*FEATURED IN HOW MAGAZINE

**YOU ARE INVITED TO THE PREVIEW PARTY FOR THE bside6 PROJECT.**

**WHEN | WHERE**

Tuesday October 9, 2007 | 6 to 9 PM  
Rantom's Lounge on 600 E Burnside  
RSVP to Lance Mairs | [info@bside6.com](mailto:info@bside6.com)

**PREVIEW PARTY DETAILS**

Enjoy down tempo beats by DJ Santo  
Imbibe complimentary signature bside6 cocktails  
Enter to win fantastic prizes from OFFICE PDX,  
PICA, MyEmma.com and The Commodore Hotel  
View bside6 architectural renderings  
Learn about the development | architectural  
teams' vision of Portland's Eastside  
Find out about pre-leasing incentives

**bside6: WORKSPACE FOR CULTURAL CREATIVES**

This AIA award-winning building, offering workspace for cultural creatives, opens Fall 2008. Designed by Works Partnership Architecture, bside6 will offer ten 6 floors of modular, stunning workspace with unsurpassed views of Portland. OFFICE PDX will provide exclusive specials to bside6 tenants, for designer furniture, laptop bags and portfolio tools. [www.bside6.com](http://www.bside6.com)

**SPONSORS**



**bside6  
PREVIEW PARTY**

| Architecture | Art | Cocktails |

## **ESM | ENGINEERING FIRM**

> MARKETING KIT

Marketing Folder, Press Kit and sales sheets for Washington-based civil engineering firm. The embossed cover sparked interest from those who received it and emulated larger than life pipes found on ESM's civil engineering projects.

\*SMPS AWARD



## **LIGHTBOX COLLABORATIVE | CONSULTING AGENCY**

> LOGO > BUSINESS PAPERS > WEBSITE

New identity, business papers + website for a San Francisco-based nonprofit strategy consultant.

\*FEATURED IN LOGOLOUNGE MASTER LIBRARY SERIES



**LIGHTBOX**  
COLLABORATIVE

**HOLLY MINCH**  
CHIEF ENGINEER

TELEPHONE 415.225.8597  
HOLLY@LIGHTBOXCOLLABORATIVE.COM  
WWW.LIGHTBOXCOLLABORATIVE.COM

525 SANCHEZ STREET  
SAN FRANCISCO, CALIFORNIA 94114