TBK

THOMAS B. KROUSE GRAPHIC & WEB // DESIGNER & DIRECTOR
PRINT DESIGN : BRANDING : WEB DES/DEV : INTERACTIVE DES/DEV : ILLUSTRATION : 3D MODL/RNDR/ANIM

PORTFOLIO
BRANDING

SOUTH PAW, LLC.

LOGO DESIGN

A friend achieved his realtor's license and partnered with another friend to form South Paw, LLC. "A left-handed boxing glove" was the extent of the design criteria I was given.

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PORTFOLIO
BRANDING

A.N.G.E.L.S. OUTREACH

LOGO UPDATE

The ANGELS Outreach program has been providing holiday meals for needy families for the past 25 years. For their 25th anniversary, the director wanted to update their branding to celebrate a quarter century of helping families in need during the Easter, Thanksgiving, and Christmas holidays. As with all my work, the art was provided in a variety of formats for multiple applications. It was a genuine honor to provide the work completely free of charge.
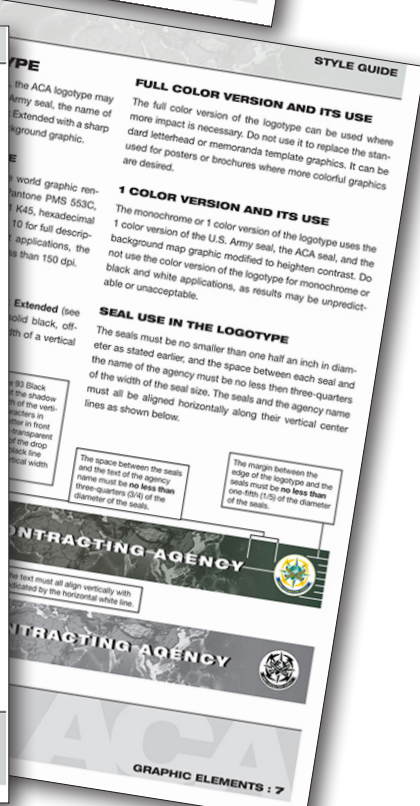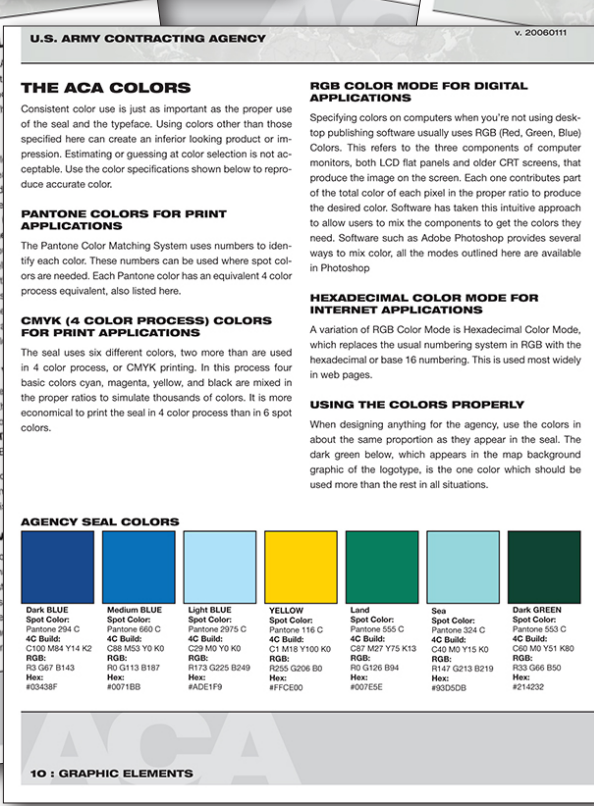
ORIGINAL LOGO

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PORTFOLIO
BRANDING

WELDER SERVICE COMPANY, INC.
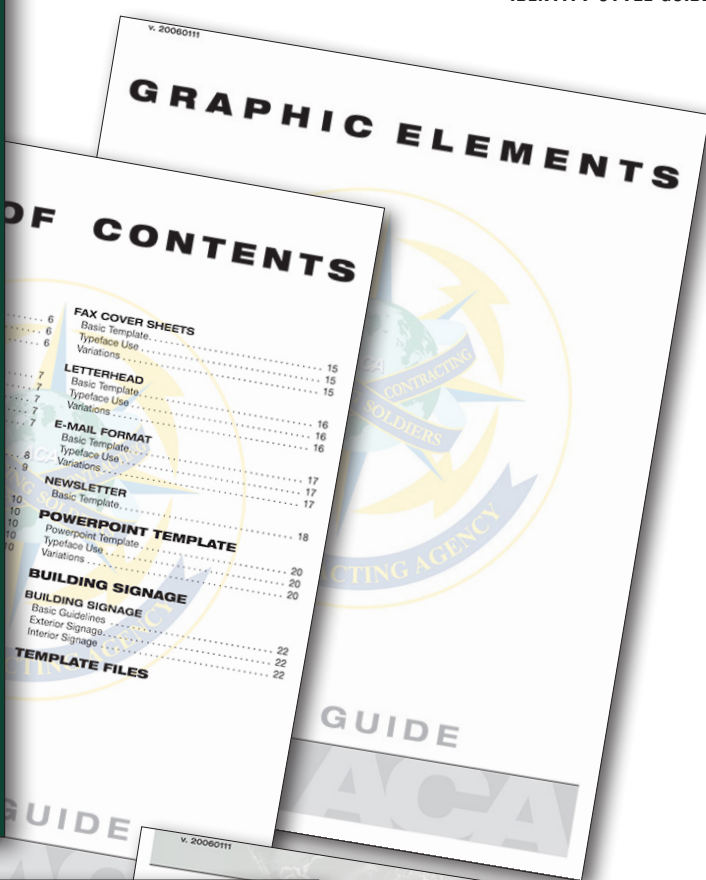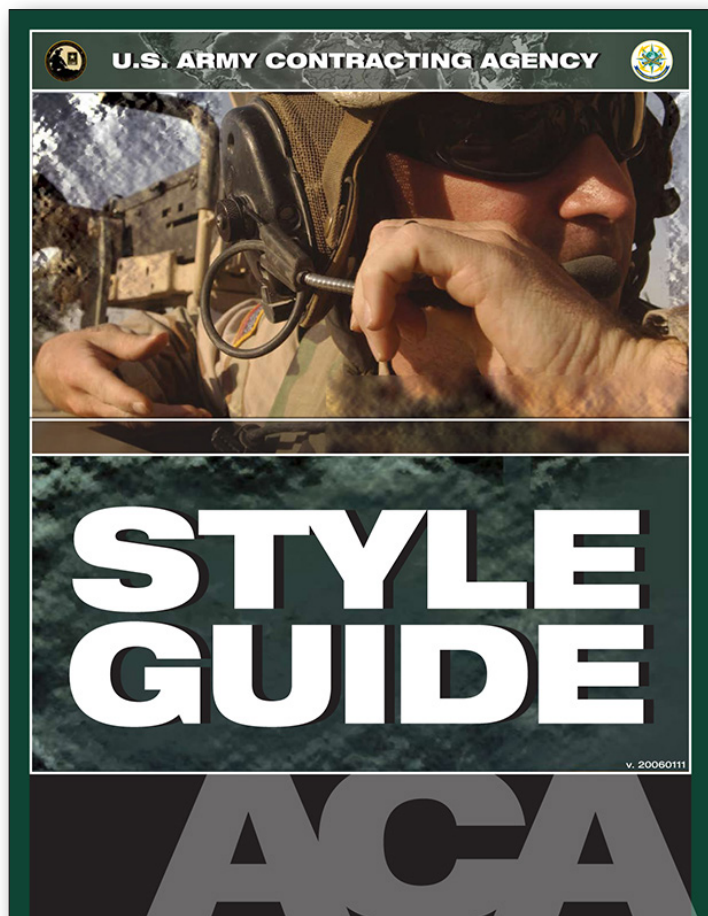
LOGO UPDATE

This logo had been in use for years. The client wanted to update it without drastic changes, giving it a more modern look without losing the basic identity of the brand. I offered them several options, and they want to use all of them. Their logo will be used in a wide variety of applications including apparel and their recently refreshed website.
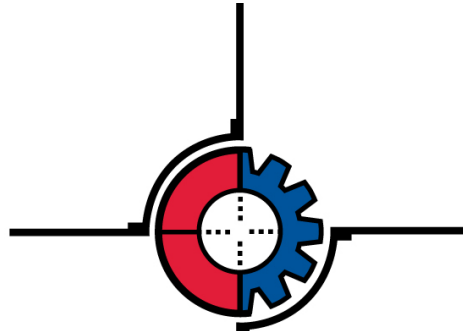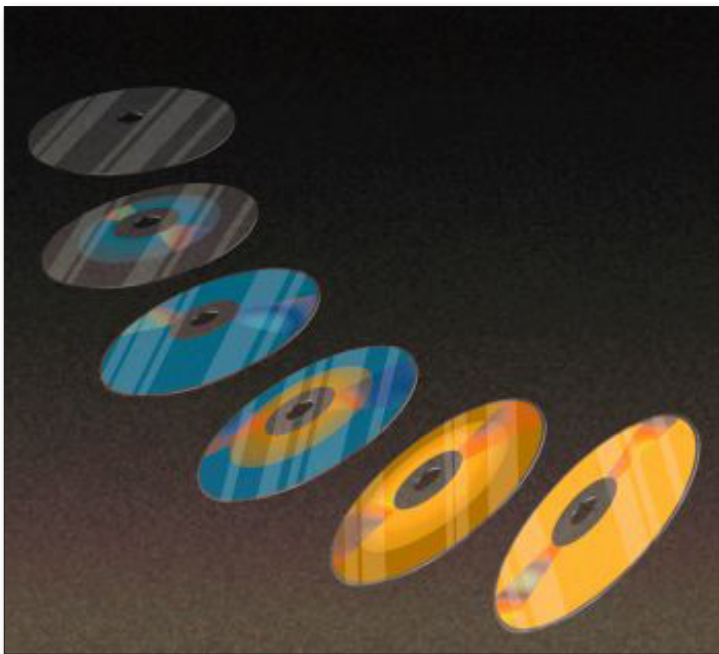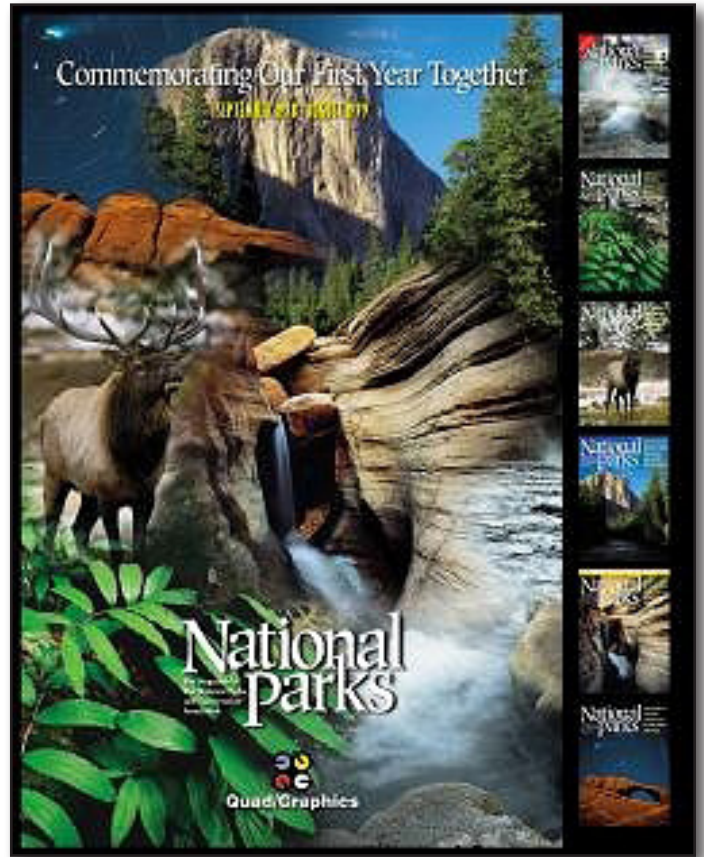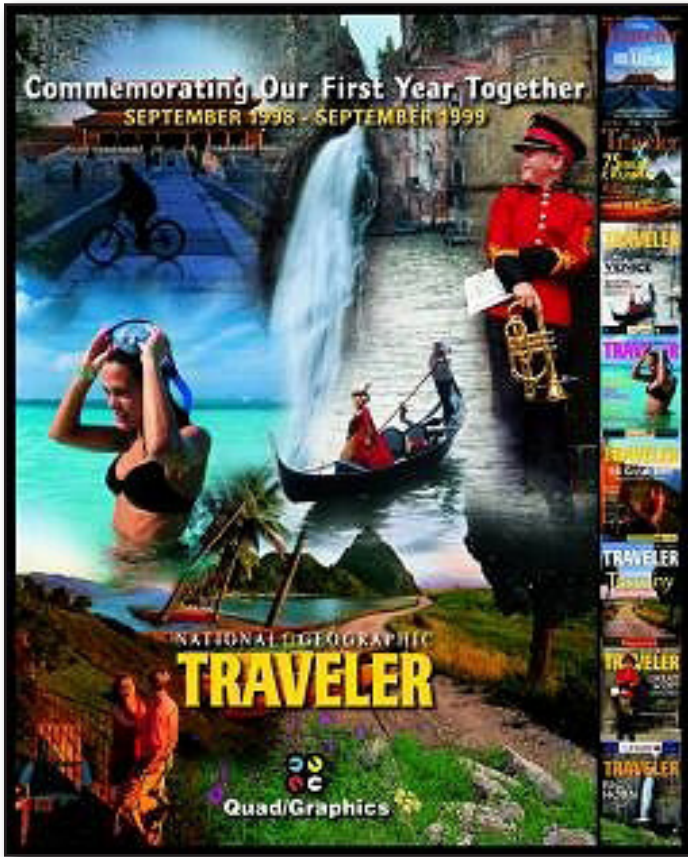
ORIGINAL LOGO

TBK

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PORTFOLIO
BRANDING

U.S. ARMY CONTRACTING AGENCY

IDENTITY STYLE GUIDE

U.S. ARMY CONTRACTING AGENCY

STYLE GUIDE

ACA

v. 20060111

GRAPHIC ELEMENTS

OF CONTENTS

GUIDE

ACA

U.S. ARMY CONTRACTING AGENCY

THE ACA SEAL

The U.S. Army Contracting A... fier of the agency. Like most... agencies, the graphic comp... different characteristics of th...

GENERAL USAGE

The seal must be no small... size the text is barely re... recognizable. When used... companied by the name... text, as in the logotype... must be **Helvetica Neu... Typeface)**. The backgro... with no other graphic e... perimeter, or showing t... other graphic elements... the seal away from the... inch (1") in diameter, a... must be placed no cl...

FULL COLOR

Specific colors have... not change any of th... different colors. Do... to the seal. See T... PMS, CMYK, RGE...

When used on a c... ermost ring of wh... background. Thi...

1 COLOR V...

The single colo... rate and emph... While its mos... munications s... printing. Whe... tions, the bla... what appear...

Full color

Full color on Reverse Background

1 Color

6 : GRAPHIC ELEMENTS

U.S. ARMY CONTRACTING AGENCY

v. 20060111

THE ACA COLORS

Consistent color use is just as important as the proper use of the seal and the typeface. Using colors other than those specified here can create an inferior looking product or impression. Estimating or guessing at color selection is not acceptable. Use the color specifications shown below to reproduce accurate color.

PANTONE COLORS FOR PRINT APPLICATIONS

The Pantone Color Matching System uses numbers to identify each color. These numbers can be used where spot colors are needed. Each Pantone color has an equivalent 4 color process equivalent, also listed here.

CMYK (4 COLOR PROCESS) COLORS FOR PRINT APPLICATIONS

The seal uses six different colors, two more than are used in 4 color process, or CMYK printing. In this process four basic colors cyan, magenta, yellow, and black are mixed in the proper ratios to simulate thousands of colors. It is more economical to print the seal in 4 color process than in 6 spot colors.

RGB COLOR MODE FOR DIGITAL APPLICATIONS

Specifying colors on computers when you're not using desktop publishing software usually uses RGB (Red, Green, Blue) Colors. This refers to the three components of computer monitors, both LCD flat panels and older CRT screens, that produce the image on the screen. Each one contributes part of the total color of each pixel in the proper ratio to produce the desired color. Software has taken this intuitive approach to allow users to mix the components to get the colors they need. Software such as Adobe Photoshop provides several ways to mix color, all the modes outlined here are available in Photoshop.

HEXADECIMAL COLOR MODE FOR INTERNET APPLICATIONS

A variation of RGB Color Mode is Hexadecimal Color Mode, which replaces the usual numbering system in RGB with the hexadecimal or base 16 numbering. This is used most widely in web pages.

USING THE COLORS PROPERLY

When designing anything for the agency, use the colors in about the same proportion as they appear in the seal. The dark green below, which appears in the map background graphic of the logotype, is the one color which should be used more than the rest in all situations.

AGENCY SEAL COLORS

Dark BLUE	Medium BLUE	Light BLUE	YELLOW	Land	Sea	Dark GREEN
Spot Color: Pantone 294 C	Spot Color: Pantone 660 C	Spot Color: Pantone 2975 C	Spot Color: Pantone 116 C	Spot Color: Pantone 555 C	Spot Color: Pantone 324 C	Spot Color: Pantone 553 C
4C Build: C100 M84 Y14 K2	4C Build: C88 M53 Y0 K0	4C Build: C29 M0 Y0 K0	4C Build: C1 M18 Y100 K0	4C Build: C87 M27 Y75 K13	4C Build: C40 M0 Y15 K0	4C Build: C60 M0 Y51 K80
RGB: R3 G67 B143	RGB: R0 G113 B187	RGB: R173 G225 B249	RGB: R255 G206 B0	RGB: R0 G126 B94	RGB: R147 G213 B219	RGB: R33 G66 B50
Hex: #03438F	Hex: #0071BB	Hex: #ADE1F9	Hex: #FFCE00	Hex: #007E5E	Hex: #93D5DB	Hex: #214232

ACA

10 : GRAPHIC ELEMENTS

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v. 20060111

STYLE GUIDE

...the ACA logotype may ...rmy seal, the name of ...Extended with a sharp ...kground graphic.

...world graphic ren... Pantone PMS 553C, ... K45, hexadecimal ...10 for full descrip... applications, the ...s than 150 dpi.

...Extended (see ...olid black, off- ...h of a vertical

...93 Black ...the shadow ...of the verti- ...aracters in ...er in front ...of the drop ...black line ...cal width

FULL COLOR VERSION AND ITS USE

The full color version of the logotype can be used where more impact is necessary. Do not use it to replace the standard letterhead or memoranda template graphics. It can be used for posters or brochures where more colorful graphics are desired.

1 COLOR VERSION AND ITS USE

The monochrome or 1 color version of the logotype uses the 1 color version of the U.S. Army seal, the ACA seal, and the background map graphic modified to heighten contrast. Do not use the color version of the logotype for monochrome or black and white applications, as results may be unpredictable or unacceptable.

SEAL USE IN THE LOGOTYPE

The seals must be no smaller than one half an inch in diameter as stated earlier, and the space between each seal and the name of the agency must be no less then three-quarters of the width of the seal size. The seals and the agency name must all be aligned horizontally along their vertical center lines as shown below.

The space between the seals and the text of the agency name must be **no less than** three-quarters (3/4) of the diameter of the seals.

The margin between the edge of the logotype and the seals must be **no less than** one-fifth (1/5) of the diameter of the seals.

CONTRACTING-AGENCY

...he text must all align vertically with ...icated by the horizontal white line.

CONTRACTING-AGENCY

ACA

GRAPHIC ELEMENTS : 7

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PORTFOLIO
BRANDING

LOGO DESIGNS FOR VARIOUS U.S. ARMY CLIENTS

Lean|Six.Sigma
U.S. ARMY MATERIEL COMMAND

PROJECT MANAGER
CLOSE COMBAT SYSTEMS

OPERATIONS RESEARCH/SYSTEMS ANALYSIS
FUNCTIONAL AREA 49

OPERATIONS RESEARCH/SYSTEMS ANALYSIS
FUNCTIONAL AREA 49

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PORTFOLIO
ILLUSTRATION

QUAD/GRAPHICS

CUSTOMER APPRECIATION COMMEMORATIVE POSTERS

TERRY ROBIE INDUSTRIAL ADVERTISING

CD MANUFACTURE PROCESS ILLUSTRATION

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PORTFOLIO
PRINT DESIGN

AMERICAN PUBLIC POWER ASSOCIATION

MAGAZINE ILLUSTRATION

**60TH ANNIVERSARY
COMMEMORATIVE BOOKLET**

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PORTFOLIO
PRINT DESIGN

TERRY ROBIE INDUSTRIAL ADVERTISING

PRODUCT BROCHURE DESIGN AND ILLUSTRATION
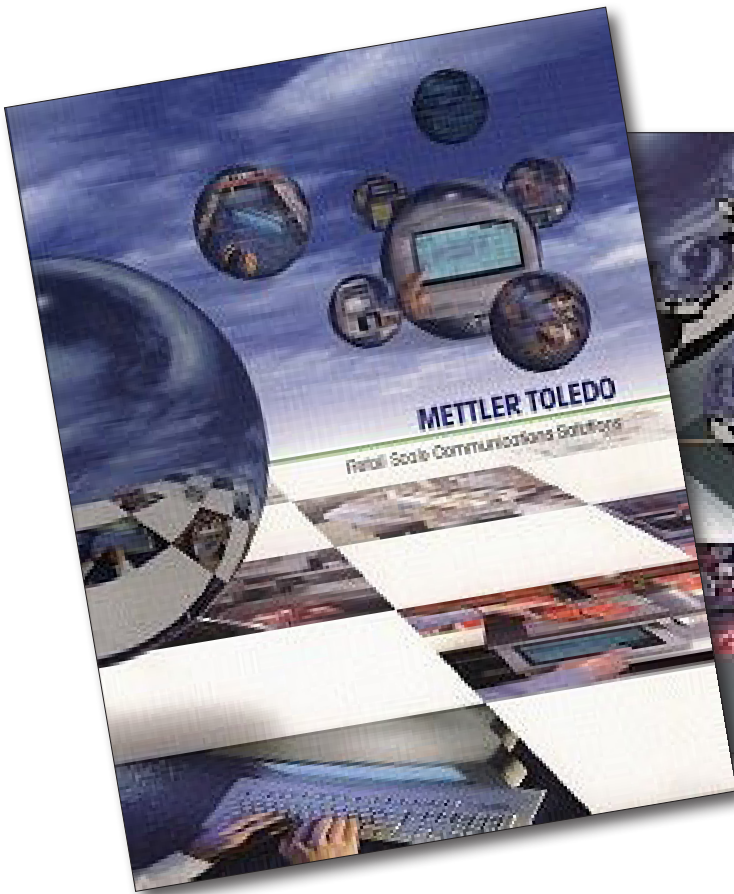
QUAD/GRAPHICS

FUNDRAISER EVENT PROGRAM PRO BONO

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PORTFOLIO
WEB DES & DEV
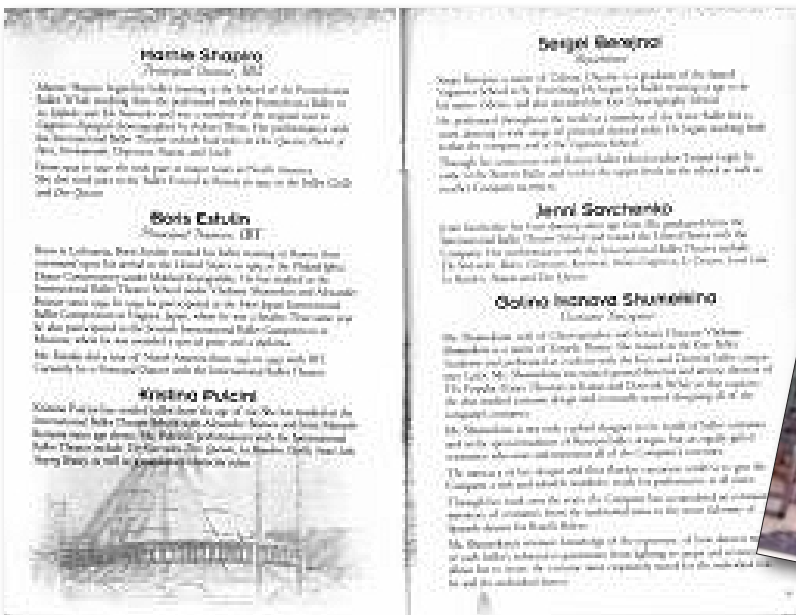
LIMA MILLWORK, INC.

WEBSITE REDESIGN

Their website had not been updated for over a decade. The owner wanted to make the website more productive and useful, so I was called upon to redesign it. Their IT expert had set up the site with WordPress and the Divi page editor theme, which I used to rebuild the site into a single page showcase of the company's services and past projects.

TBK

THOMAS B. KROUSE GRAPHIC & WEB // DESIGNER & DIRECTOR
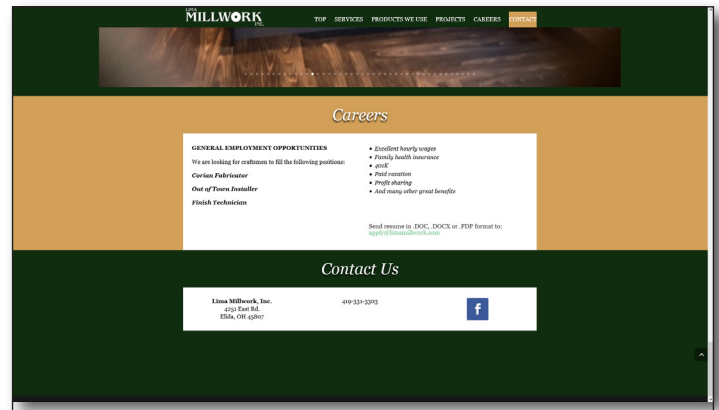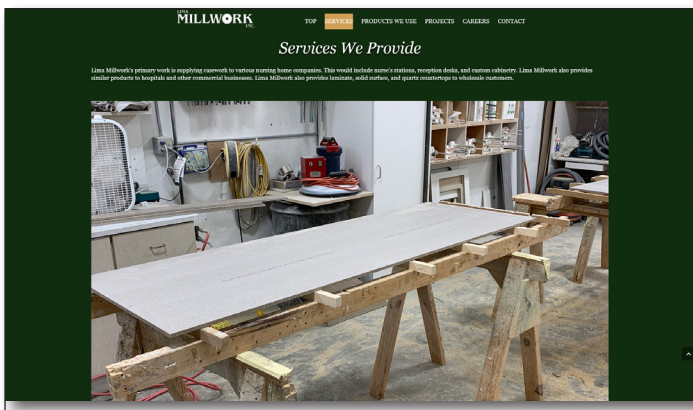PRINT DESIGN : BRANDING : WEB DES/DEV : INTERACTIVE DES/DEV : ILLUSTRATION : 3D MODL/RNDR/ANIM

PORTFOLIO
WEB DES & DEV

WHITMER ATHLETIC CLUB

WEBSITE AND ONLINE ASSETS

They needed a website. They were given my name. This is the result. I managed every aspect of this WordPress site's design and installation, and maintained the site and added content as needed for two years. Whitmer sports fans could easily get Whitmer sports news, see an events calendar, have easy access to links of interest, and support the Whitmer Athletic Club by buying spirit wear and memberships, and make donations, all from this site. The site has since been taken down.

CATEGORY GRAPHICS FOR THE ONLINE STORE

BANNER GRAPHICS FOR FRONT PAGE SLIDER
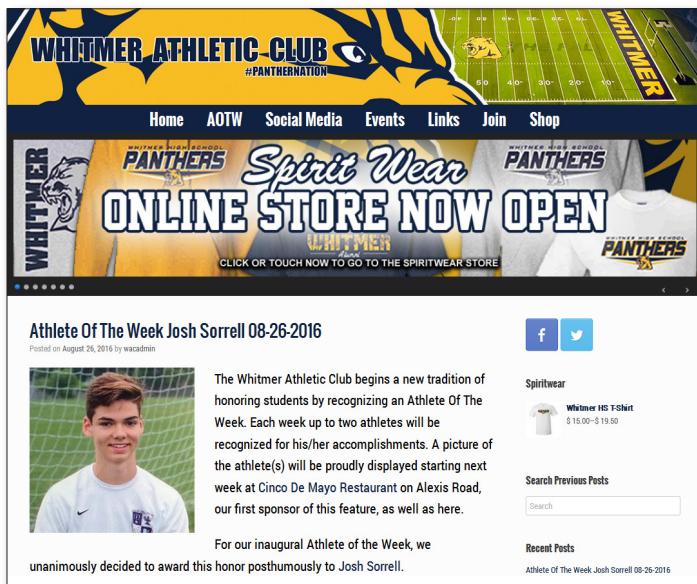
THE WHITMER ATHLETIC CLUB ONLINE STORE

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PORTFOLIO
WEB DES & DEV
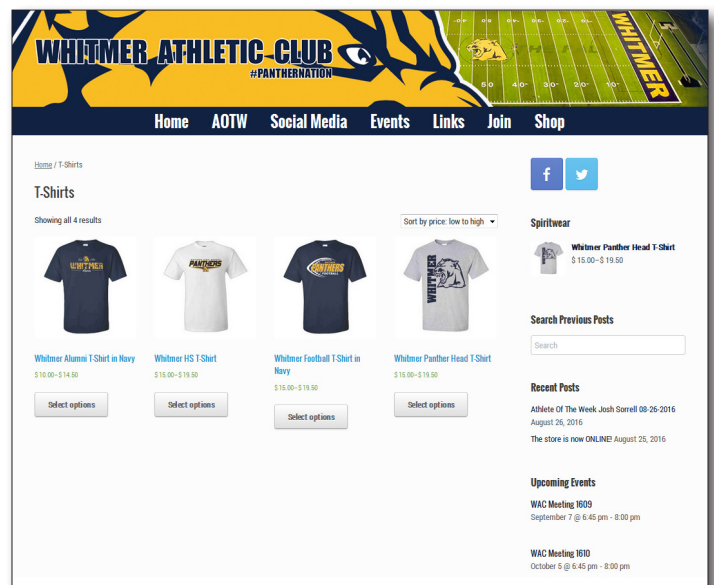
WEDDING WEBSITE

Our guests arrived from near and far, and many had never been to a medieval wedding before, so we included information on how to dress for such an event, as well as maps and information about our wedding venue, local hotels, and things to do while in Toledo.

Site coded by hand with DreamWeaver and graphics accomplished in Photoshop. The photo album and email system are provided by our web host.

(http://krousefarranwedding.info).

Our wedding also serves as an example of event brand identity. The heraldry I designed was seen everywhere, on invitations, RSVP cards, programs, napkins, party favor satchels, can coolers, ceremonial banners and handheld flags.

(RESPONSIVE FOR MOBILE)

(FROM DESKTOP)

INVITATION

TBK

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PORTFOLIO
WEB DES & DEV

U.S. ARMY AGENCY WEBSITE

(CONTENT OBSCURED FOR SECURITY)

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PROJECT MANAGEMENT OFFICE

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CURRENT ARTICLES

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CALENDAR OF EVENTS

« < March 2010 > »

S M T W T F S
28 1 2 3 4 5 6
7 8 9 10 11 12 13
14 15 16 17 18 19 20
21 22 23 24 25 26 27
28 29 30 31 1 2 3

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CURRENT NEWS

Content For Position Only
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BIOMETRICS
PROJECT MANAGEMENT OFFICE

ABOUT US

HOME   ABOUT US   EVENTS   PD BEC   PDM JPIv2

SEARCH

enter terms, then...   search!

CURRENT ARTICLES

Content For Position Only
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CALENDAR OF EVENTS

« < March 2010 > »

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PORTFOLIO
WEB DES & DEV

TERRY ROBIE INDUSTRIAL ADVERTISING

WEBSITE DESIGN

The owners of TRIAD were aviation enthusiasts and amateur pilots. This aviation motif seemed perfect when the company's website was built in 1997.

I used Specular Infini-D to create the short looped 3D GIF animations that represented each section of the site. I drew the clouds by hand in Photoshop.
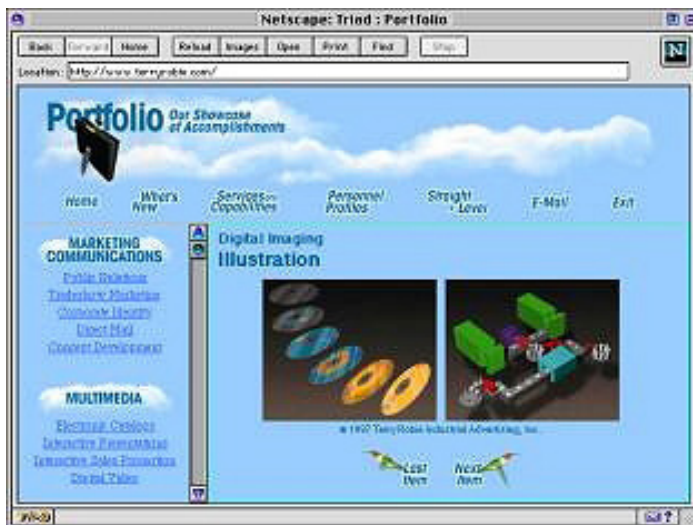
One of the owners suggested banner ads that weren't actually ads, they were called "squawks," a colloquial aviation term for an aircraft's self-identifying radio burst. The content of these "squawks" included jokes and facts.

The site was alive with animation. Exit pages are rarely seen on today's

internet, but in 1997, this exit page featured a skydiver that floated downscreen while geese flew across the header.

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PORTFOLIO
EXPERIMENTAL

PERSONAL WEBCOMIC

Set is a uromastyx maliensis, more commonly known as a spiny-tailed lizard. With questionable intellect, an overbearing attitude of entitlement, and a god complex, Set has trouble accepting the fact that he is just a pet lizard and not really the Egyptian god of deserts, chaos and storms for which he was named.

http://theboxedset.webcomic.ws