

LAIDLAW

DESIGNWORKS

PORTFOLIO SAMPLES

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CLIENTS

PARTIAL LIST



S K I L L S

SKILLS

graphic & presentation design

web design

experiential ideation

idea generator

tv development

copywriting

brand strategy



LOGOS



KEVIN HART COOKING LOGO

Logo created for celebrity actor/comic Kevin Hart.

The logo was placed on chef jackets, aprons, t-shirts for his family and 3,500 branded bags were given to the Homeless on Thanksgiving at the LA Mission).



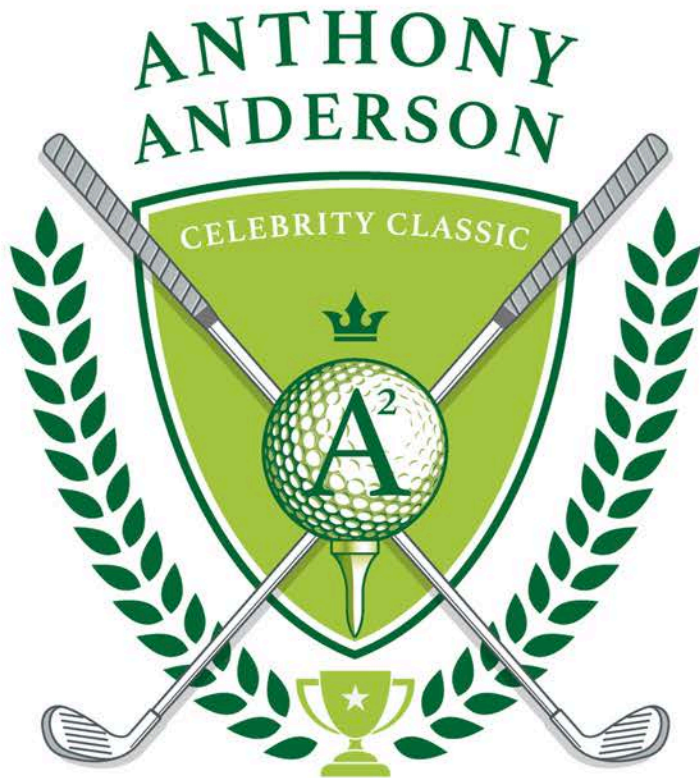


RYAN GORDY FOUNDATION LOGO

Was asked to create this non-profit foundation's logo in the likeness of Ryan Gordy.

Ryan is the grandson of Motown Records founder Berry Gordy.





ANTHONY ANDERSON CELEBRITY GOLF CLASSIC

Created the tournament logo for Anthony Anderson's Celebrity Golf Classic, now in its 2nd year.





nibble
BY KAI CHASE



NIBBLE BY CHEF KAI CHASE

Created logo for new forthcoming food line, products and cookbook series. Also conceived of food groups for her pre-packaged food offerings – Savory, Garden & Sweet





CREATIONS BY KAI

Conceived of name and logo for chef's forthcoming spice line.





best

best events



MONTROSE WELLNESS
ALL-NATURAL HEALING





FELIPE FARMS

Was asked to create a logo for a new cannabis farm in Los Angeles. The owners are Hispanic and requested a conquistador be utilized in some way.



VITALITY CBD RETAIL & RETREAT

Was asked to create a logo and name for a new store concept.

LEGACY 55

— L O G O D E S I G N —

Modern with a nod to vintage Art Deco

MAIN LOGO



SECONDARY EMERALD



NAME ONLY

LEGACY 55
LEGACY 55

BRAND COLOR PALETTE

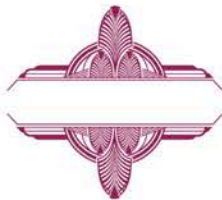


TYPOGRAPHY

MONTERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#5%^&*{}|

PATTERN / TEXTURE



INSPIRATION



LEGACY 55 - LOGO DESIGN BY LAIDLAW DESIGNWORKS



Logo created for client art deco inspired nightclub concept.



TESLA SEMI TRUCK LAUNCH EVENT

This logo was placed on sweatshirts for the production team of this global event.

Due to the secrecy of the event launch, I was unable to use the Tesla name, Tesla truck image or brand logo. I was asked to describe event by location – an airport hanger).



domina
EXPERIENTIAL CO.

The logo features the word "domina" in a large, elegant, cursive script. Below it, the words "EXPERIENTIAL CO." are written in a smaller, clean, sans-serif, all-caps font. The entire logo is set against a solid black rectangular background.

domina
EXPERIENTIAL CO.

The logo features the word "domina" in a large, elegant, cursive script. Below it, the words "EXPERIENTIAL CO." are written in a smaller, clean, sans-serif, all-caps font. The entire logo is set against a solid white background.



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