

Matthew Renfroe

Design Portfolio – 2024

Next-steps are what motivate me. Always improving, always looking ahead at the next big thing – I specialize in what hasn't been done. Grounded in the principles of design and color theory, my layered understanding of design rules allows me to effectively break them. I am a unique perspective oft-needed in an ever-shifting digital age.

HTML

Illustration

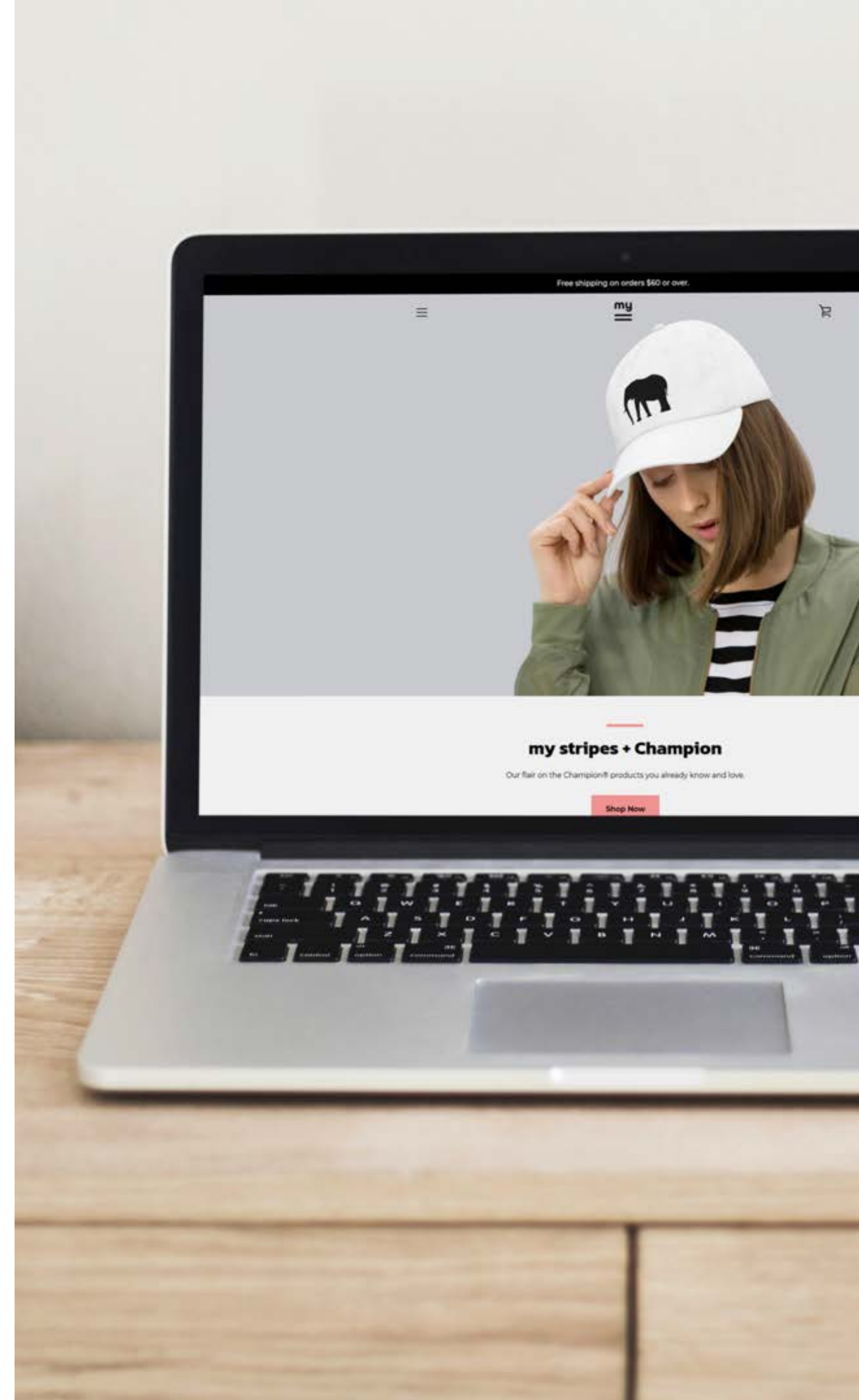
Print

Social Media

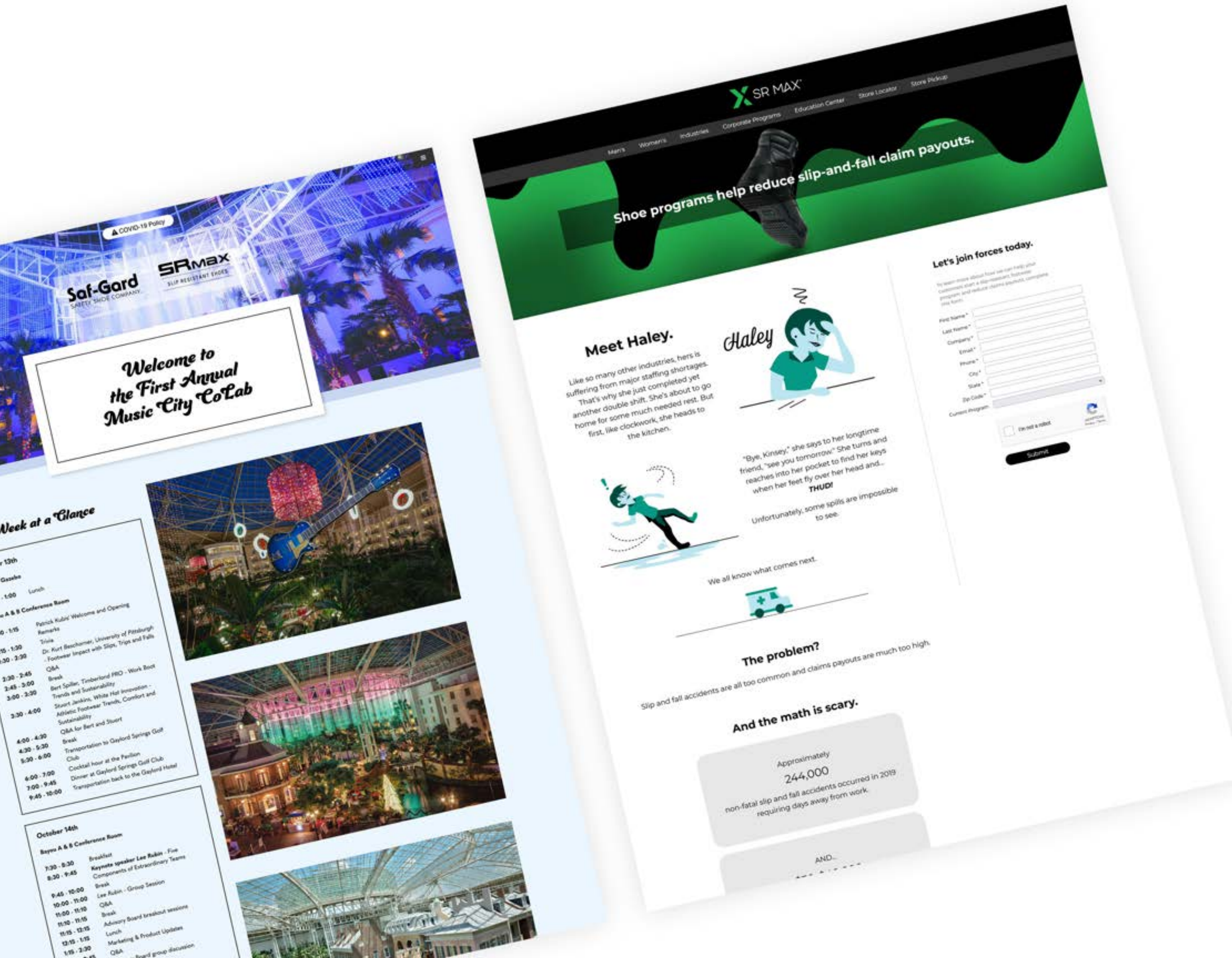
Packaging & Displays

Branding

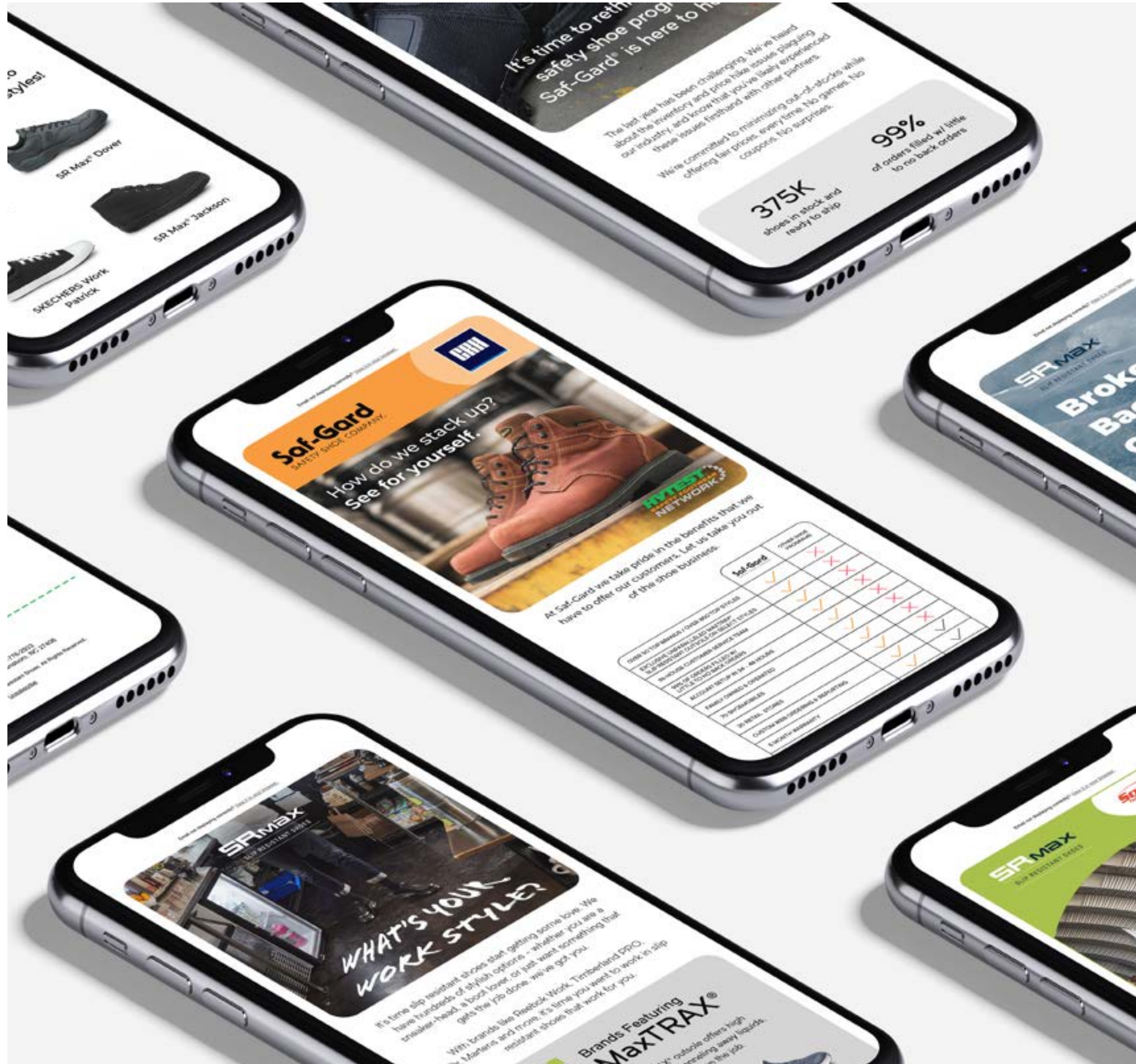
Visual Effects



Websites



Emails



SRmax
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The last year has been challenging. We've heard about the inventory and price hike issues plaguing our industry, and know that you may have experienced these issues firsthand.

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|--|--|
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| | | |
|---|--|--|
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|---|--|--|

SHOP OUTSIDE OF OUR BRANDS

EARN A \$25 GIFT CERTIFICATE* with your Harmon® Face Values® Mastercard when you spend \$1,000*

HTML

Illustration

Print

Social Media

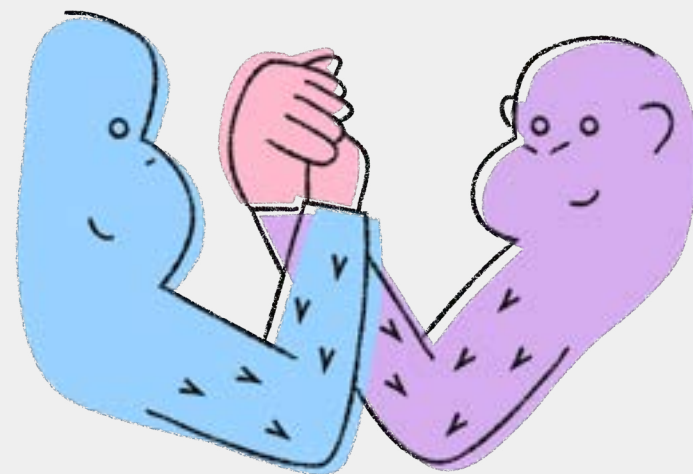
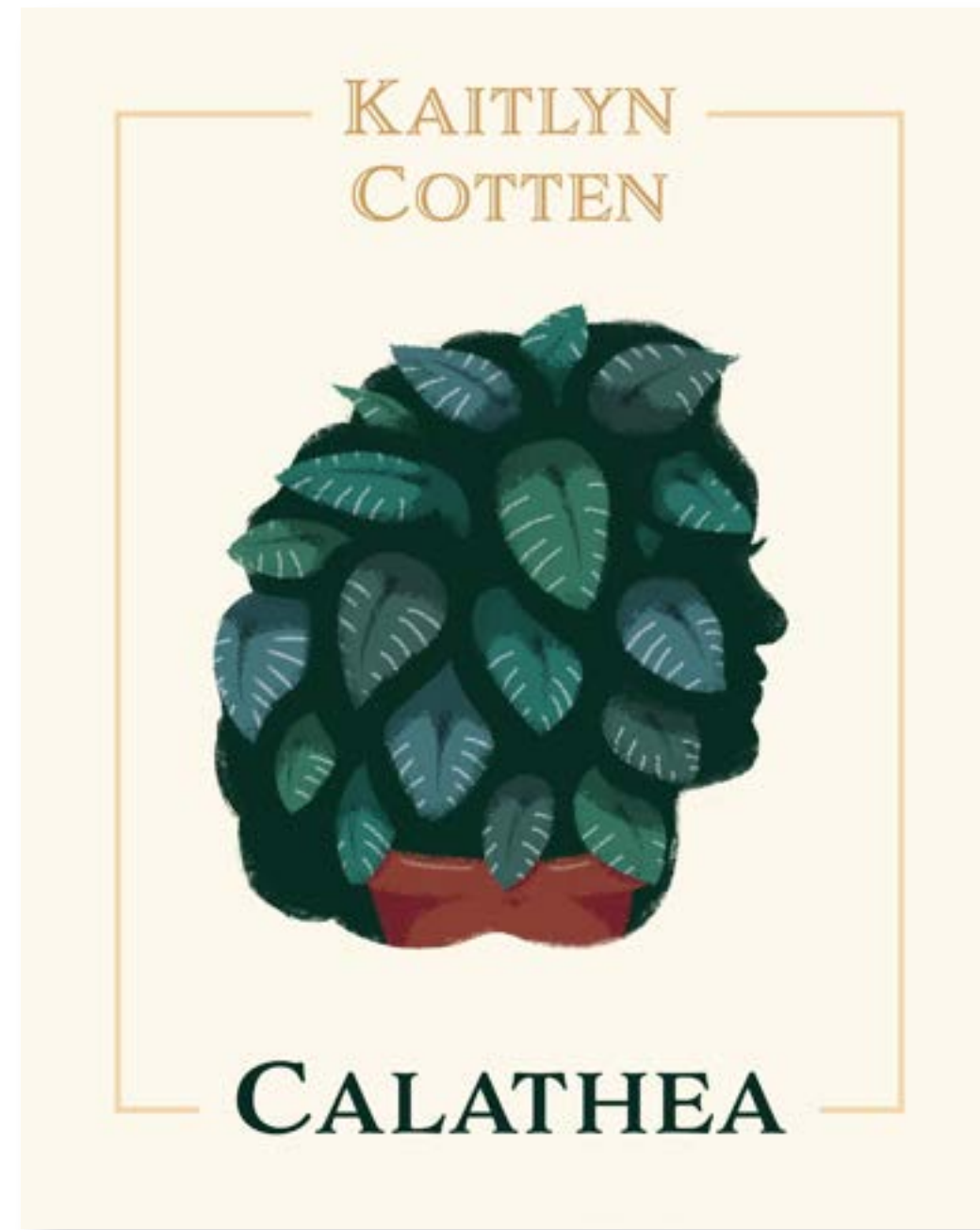
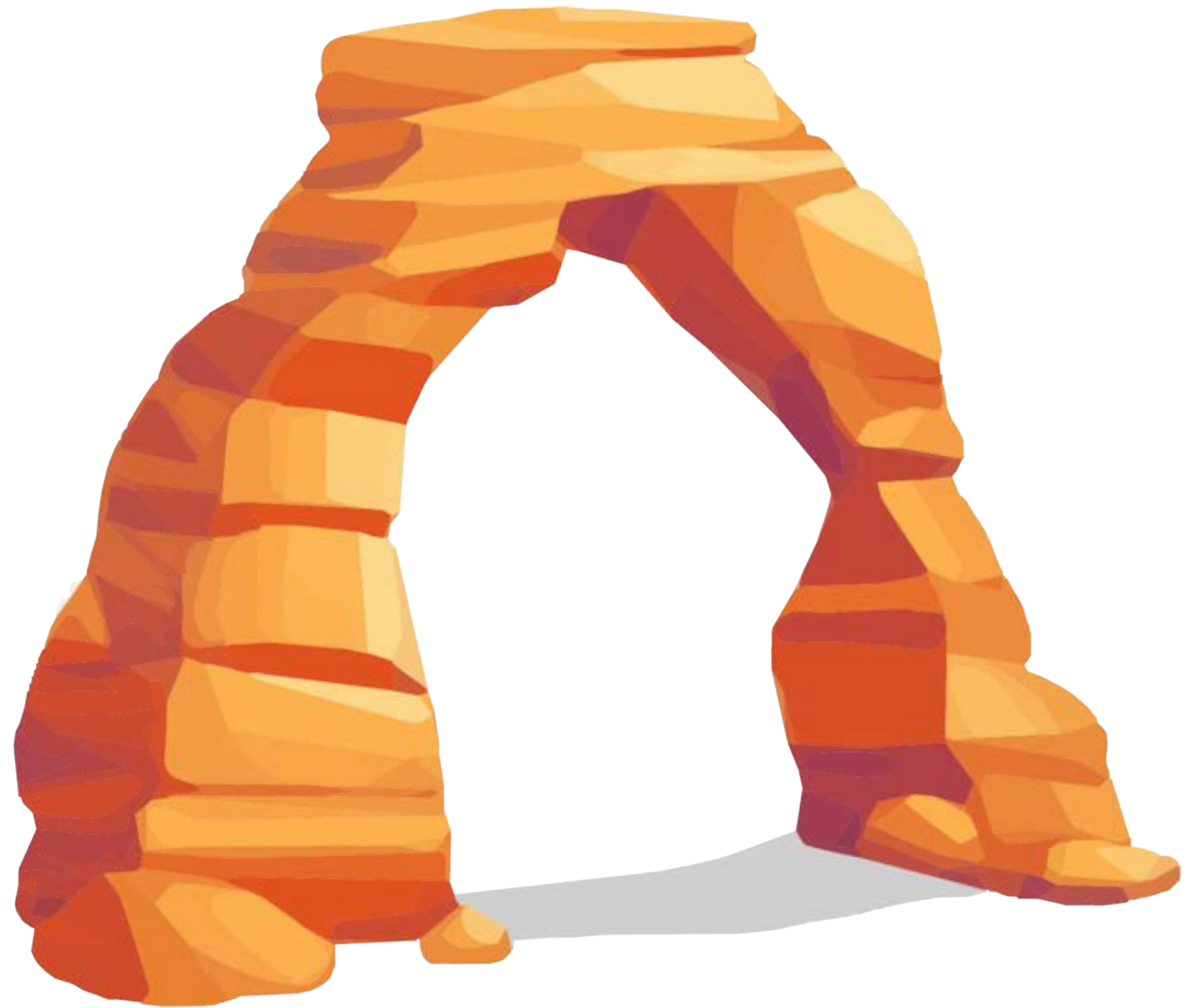
Packaging & Displays

Branding

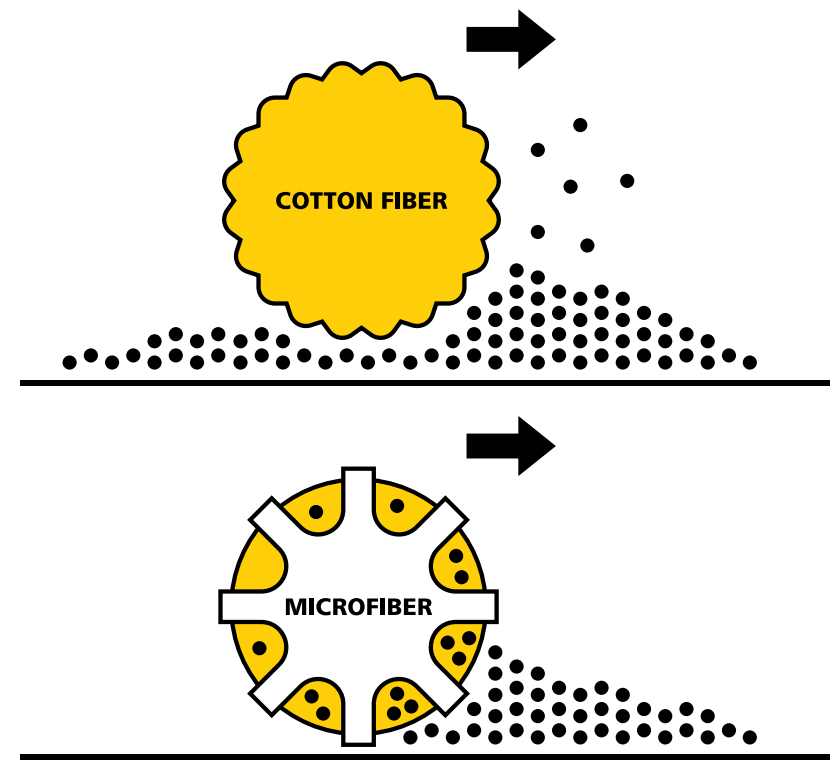
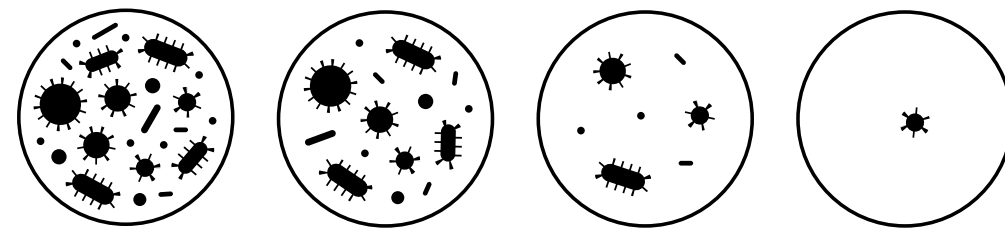
Visual Effects



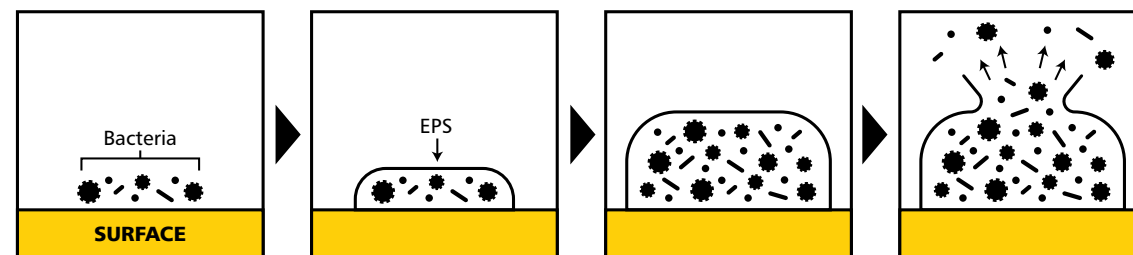
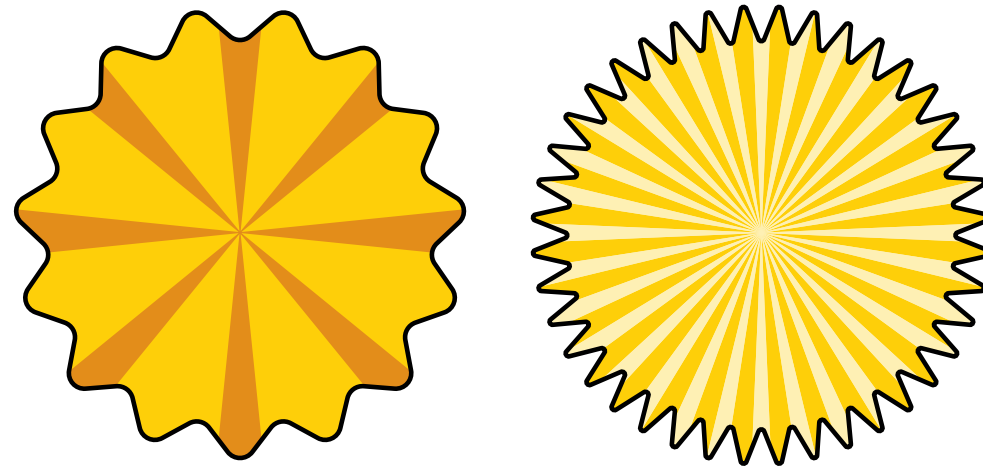
Artwork



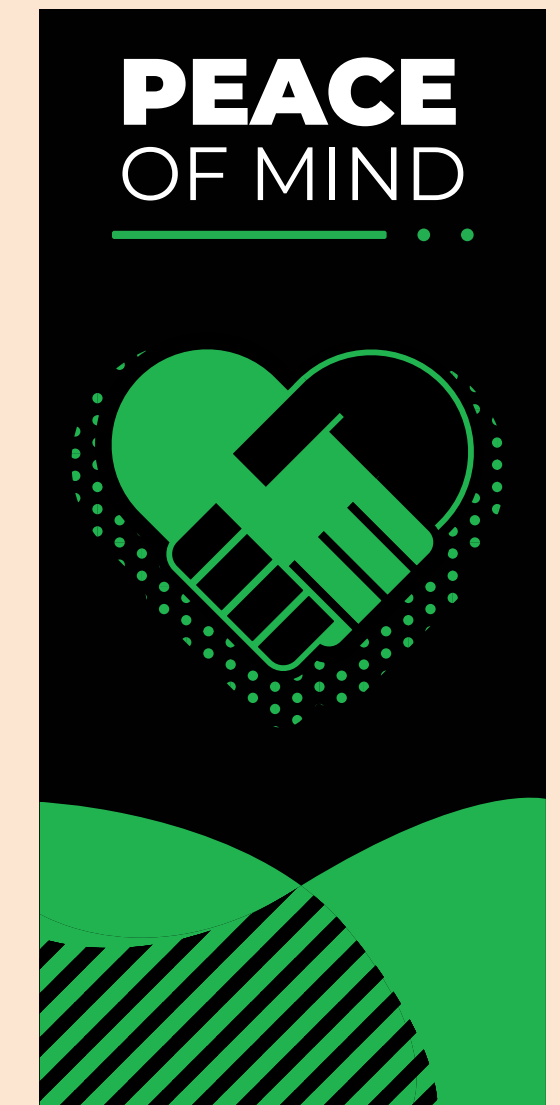
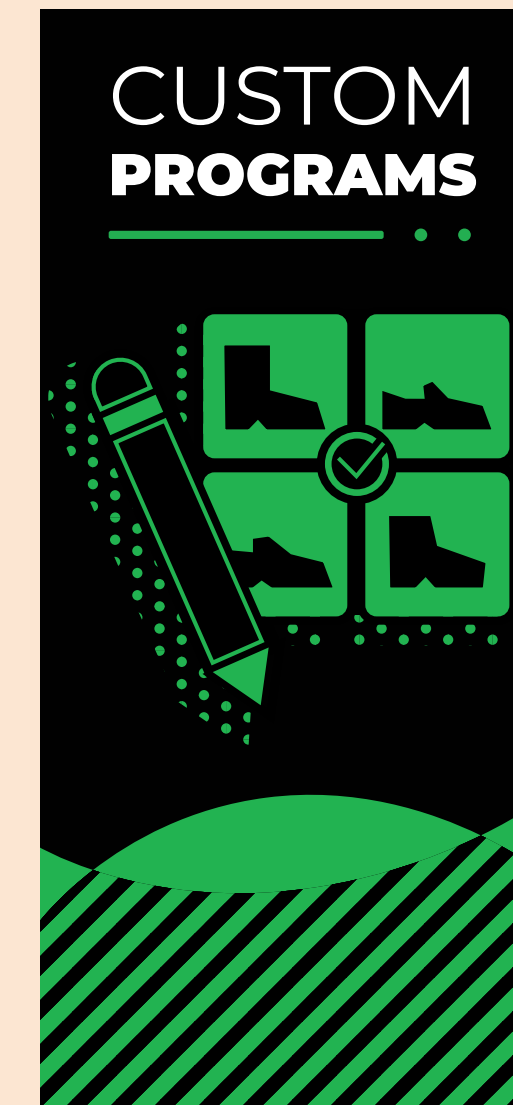
Icons



■ NYLON 20%
 ■ POLYESTER 80%
 ■ POLYESTER



- Comp Toe
- Alloy Toe
- Steel Toe
- MaxTRAX®
- Slip Resistant
- Electrical Hazard
- Static Dissipative
- Waterproof
- Insulated
- Cold Storage Outsole
- Heat Resistant 300C
- Heat Resistant 400C
- Heat Resistant 500C
- Lightweight
- Comfortable
- Flexible
- Vegan
- Puncture Resistant
- Security Friendly
- Metatarsal Guard



HTML
Illustration

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Social Media

Packaging & Displays

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Visual Effects



Mailers

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HTML

Illustration

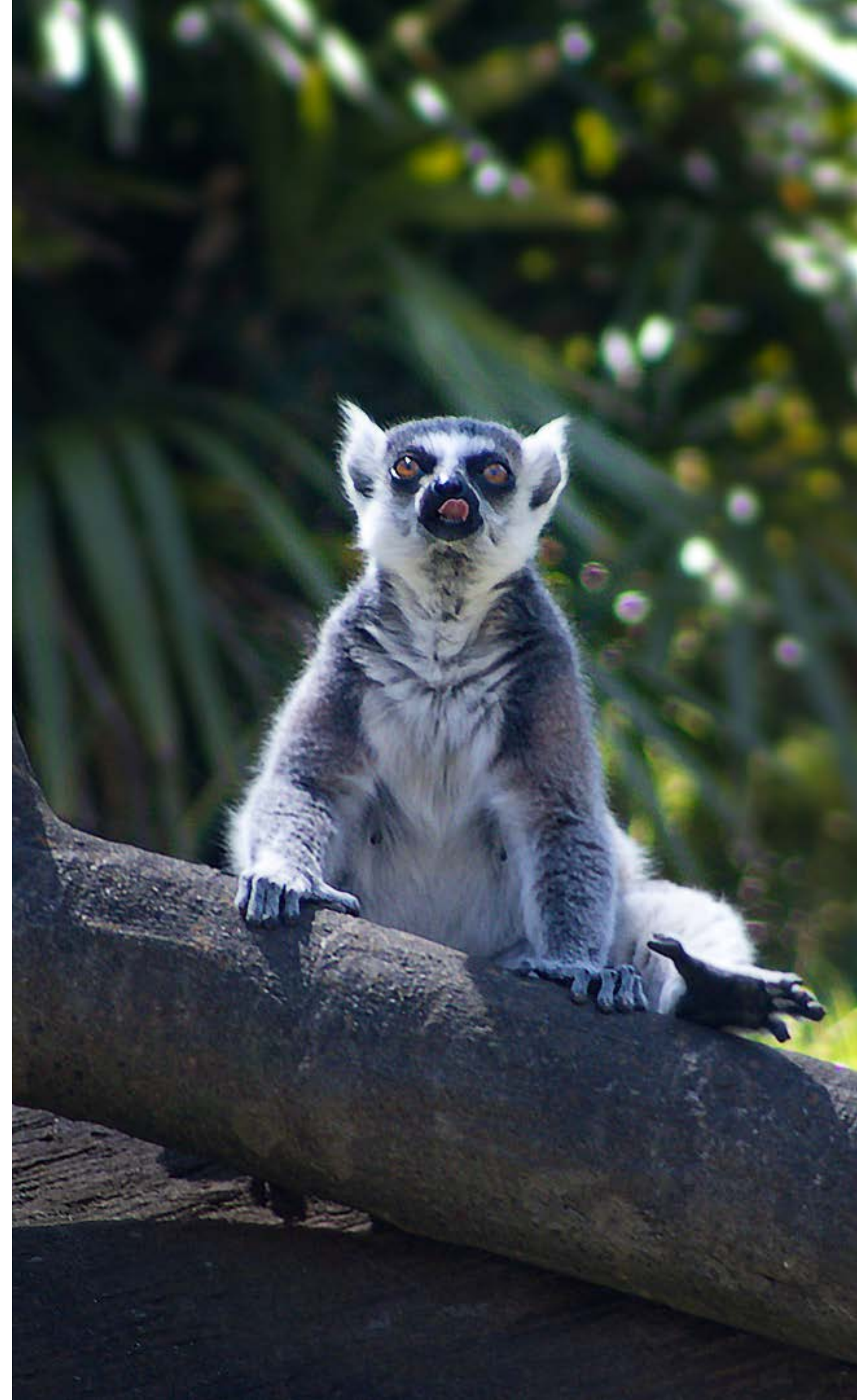
Print

Social Media

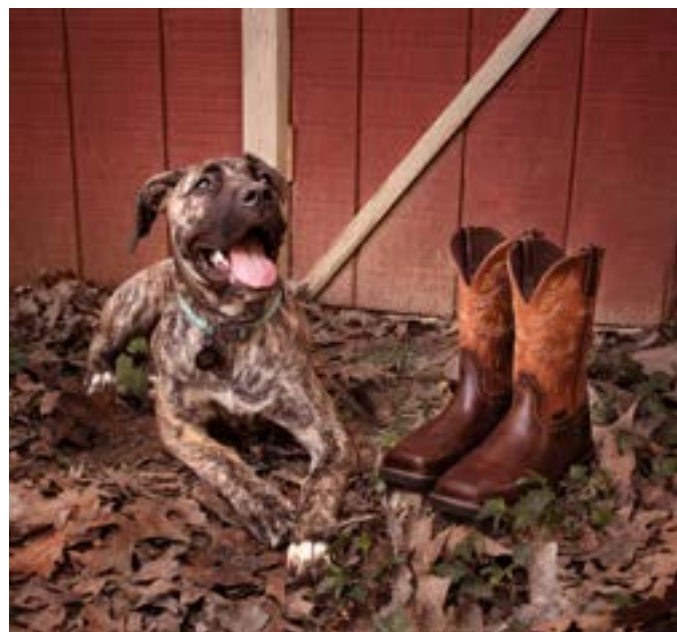
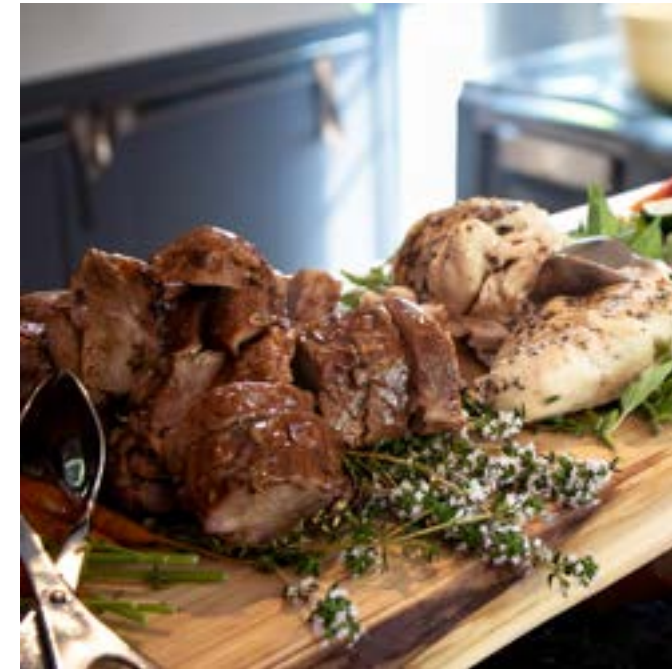
Packaging & Displays

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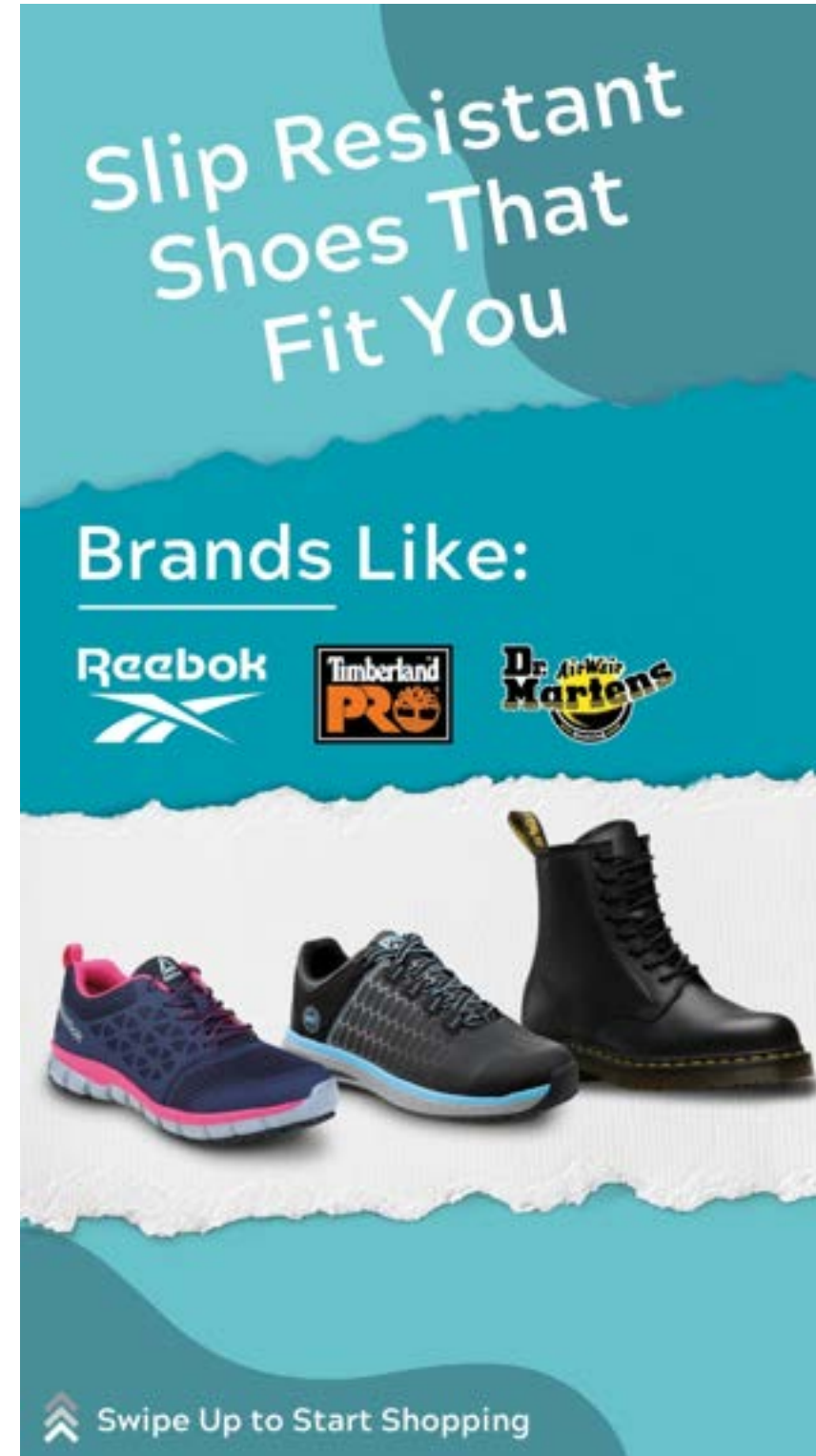
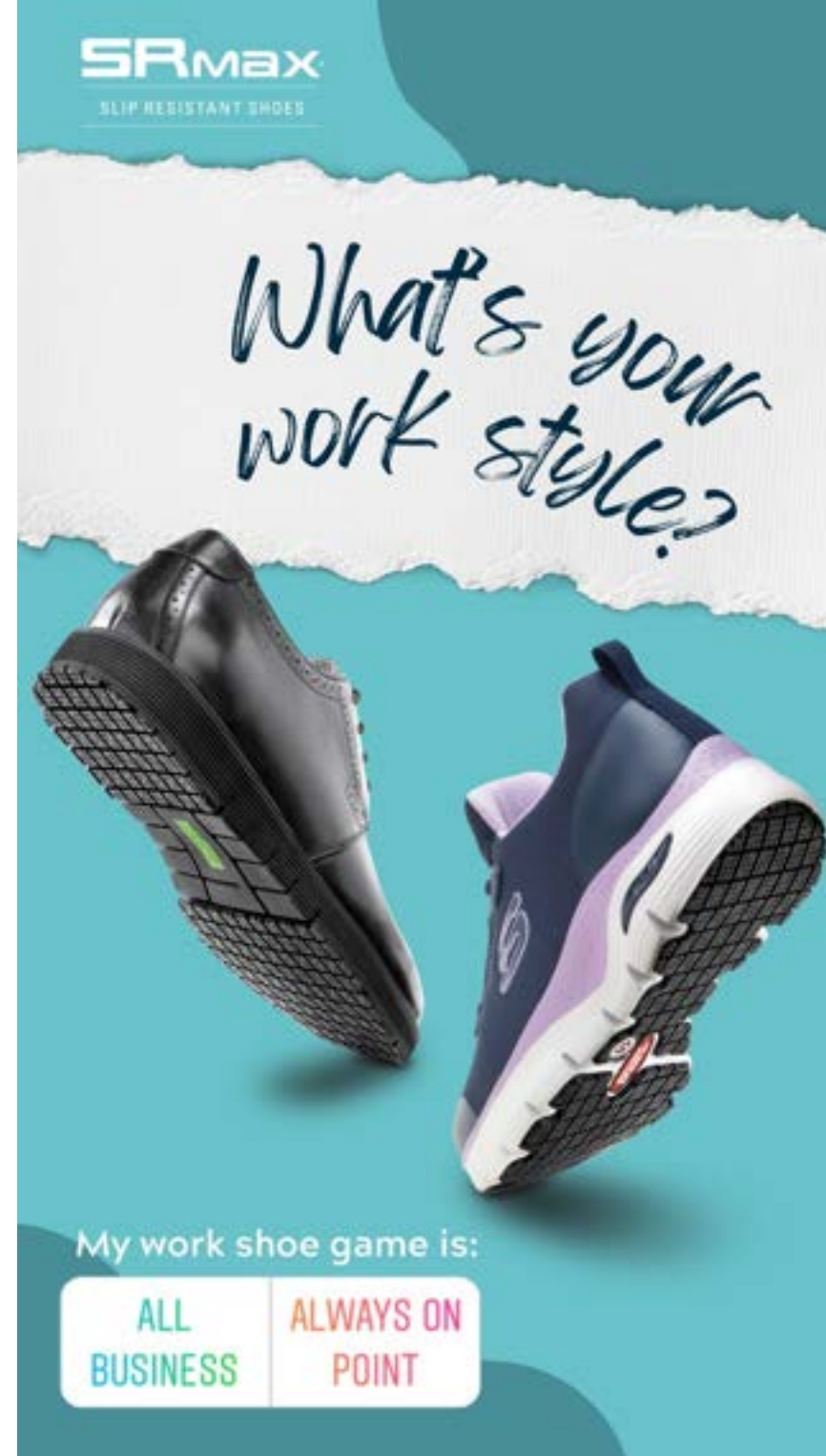
Visual Effects



Photography



Graphics



facebook

Dads & Grads special bonus offer!

Get a \$20 Bonus eGift Card for every \$100 worth of eGift Cards purchased.

June 14 - June 21



Bed Bath & Beyond

Here's a special offer to celebrate Dads and Grads! Get a \$20 eGift Card for every \$100 worth of eGift cards purchased 6/14 through 6/21. <http://bit.ly/2fjzuPy>

Timeline Photos · Jun 9, 2018 · 🌐

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Patricia Nicholas and 92 others like this.



HTML

Illustration

Print

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Packaging & Displays

Branding

Visual Effects



Packaging



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HTML

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Visual Effects



Logos



JACK OF ALL
TRADES



ENTERPRISES LLC

Brand Guide



X SR MAX®
Design Guide
 December, 2021 / V.1.1

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Visual Design Cheatsheet

The goal of this document is to establish SR Max® not only as a competent, customer-friendly safety shoe company, but an exciting one full of personality. Many safety shoe companies are knowledgeable, but we're a step above in that we live and breathe safety, and we want to share that excitement with our customers in a way that is memorable.

Visual principles: Moving forward

Spills and slicks are not an obstacle — we keep you moving forward.

SR Max® believes in keeping you working and moving safely by making messes one less concern in the workplace.

Through the use of energetic colors and dynamic layouts we can recreate the sense of excitement and momentum that can't be stopped by these everyday messes.

Key ideas:
 Energy and excitement

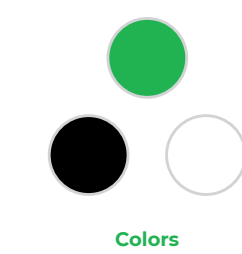
Visual principles: A clean mess

Messes are part of working and a part of our identity.

SR Max® thrives in messes because we know that they are an inevitable part of a hard day's work. We exist to make sure that those messes don't slow you down, and that's why we've incorporated different, yet cohesive, elements into our design philosophy. This creates a "clean mess," representing ourselves in a way that feels varied, yet consistent. This includes the use of overlapping elements and a combination of standard and non-standard shapes or "spills".

Key ideas:
 Variety and simplicity

Brand assets



Montserrat Bold
 Montserrat Medium
 Montserrat Light

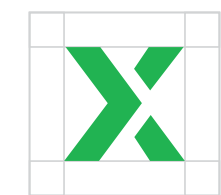
Typography



Logo Cheatsheet

The "X" serves as the primary mark for SR Max®. Representing more than just a logo, the "X" is an iconic mark and differentiator that will help solidify our brand in the minds of our audience.

The "X" alone



Use of the "X" by itself is governed by the "X" factor. For best practices, refer to the "X" Cheatsheet.

Clearspace is equal to the width of one leg of the "X".

Minimum height:
 Print: 4 mm
 Digital: 15 px

Don'ts



Wordmark



Vertical and horizontal lockups exist to maintain legibility across mediums. The vertical lockup takes precedent, whenever possible.

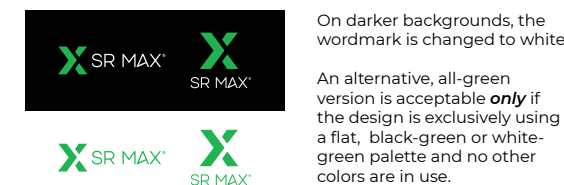
Clearspace is equal to the height of the "X" in the SR Max wordmark for both versions

Vertical lockup minimum height:
 Print: 8 mm
 Digital: 30 px



Horizontal lockup minimum height:
 Print: 4 mm
 Digital: 15 px

Alternative colors:



Wordmark with descriptor line



Similar to the regular wordmark, both vertical and horizontal lockups exist, and vertical takes precedent.

Clearspace is also equal to the height of the "X" in the SR Max wordmark

Vertical lockup minimum height:
 Print: 24 mm
 Digital: 90 px



Horizontal lockup minimum height:
 Print: 8 mm
 Digital: 30 px

Alternative colors:

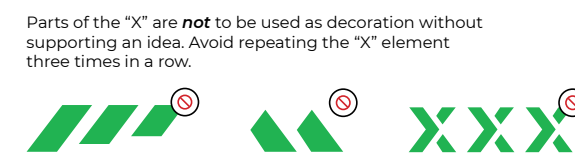


The "X" Cheatsheet

The "X" factor refers to the ways in which our icon is used creatively and dynamically outside of the logo. The ways our "X" is used need to be careful and thoughtful in order to maintain its integrity as a symbol.

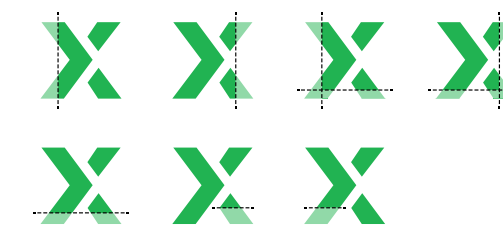
The "X" factor

The "X" factor is all about using our icon in a way that either occurs naturally or supports an idea.



Cropping/visibility

Use the provided examples as a guide to maintain the integrity of the "X". Approximately 70% of the icon should remain uncovered.



Avoid extending past the recommended crops.

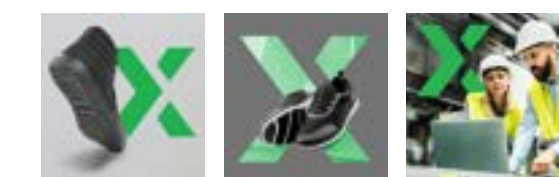


Do not horizontally crop the top half of the icon.



Side-note: The only instance the "X" can be portrayed without being green is in the context of the shoe imprint or packaging.

Icon + photography



Combining the "X" with photography puts our icon in the middle of the action. Having elements of the image overlap or interact with the "X" helps enhance dynamic design and depth.

Token/avatar

The token is an additional option for social media profiles and app icons. It can also serve as a good brand indicator in social media thumbnails.



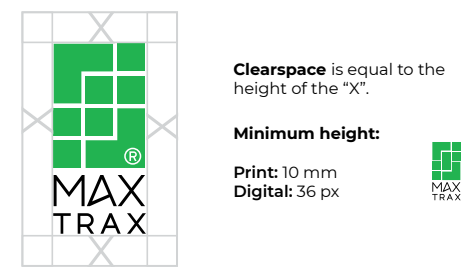
Do not use the token in conjunction with the wordmark.

Brand Guide (Cont.)

MaxTRAX® Cheatsheet

Our patented MaxTRAX® technology is one of the main differentiators. Its consistent and widespread use serves to highlight our brand and draw attention to our strengths.

The icon alone

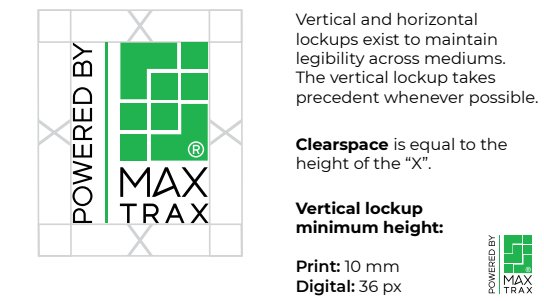


Acceptable colors



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Powered by MaxTRAX®

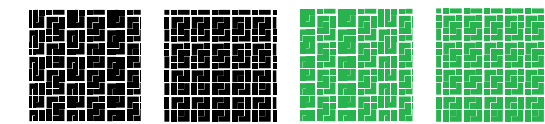


Acceptable colors



MaxTRAX® patterns

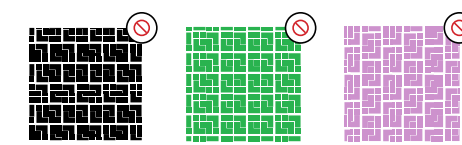
The MaxTRAX® icon serves as both the pattern for our outsole and a pattern for our brand. Using it in subtle ways helps keep it at the forefront of our audience's mind, while not feeling forced.



Adding transparency is a useful tool to enhance depth and visual variety.



Do not rotate the pattern horizontally, or use colors other than black, white or green.



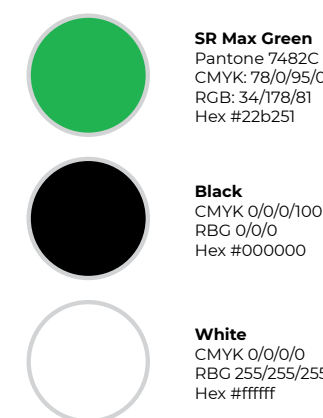
Side-note: In type, always capitalize the "M" and "TRAX" in MaxTRAX®, and include the registration icon.

5

Brand Colors Cheatsheet

We're an energetic brand with lots of contrast and bright green accents. Balance and proportion are important. The use of negative space and secondary brand colors help give our core color identity room to breathe.

Core colors



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Secondary colors



Overall color proportions



Remember: Not every application will have the same balance of color. The overall color proportion of our brand includes plenty of breathing room through use of black and white, with highlights of green.

Although we are a green brand, secondary colors play an important role in creating dynamic tension. Include these as accents in the brand experience.

6

Typography Cheatsheet

Montserrat is the go-to font for everything we do. It has nine different weights and italics for each, giving it the versatility our brand needs for every situation.

Overview

Montserrat Black
Montserrat ExtraBold
Montserrat Bold
Montserrat SemiBold
Montserrat Medium
Montserrat Regular
Montserrat Light
Montserrat ExtraLight
Montserrat Thin

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Typesetting

Preferred

Headlines can be **Bold**

Headlines can be **ExtraBold**

Headlines can be **Black**

Preferred

Body copy can be Light, using **SemiBold** for emphasis

Body copy can be Regular, using **SemiBold** or **Bold** for emphasis

Body copy can be Medium, using **Bold** for emphasis

Italics can also be used for emphasis, titles, etc.

Color applications

| | Print | Digital |
|----------------|-------|---------|
| Green on White | ✓ | ✓ |
| Black on White | ✓ | ✓ |
| White on Black | ✓ | ✓ |
| Green on Black | ✓ | ✓ |
| White on Green | ✓ | ✓ |
| Black on Green | ✓ | ✓ |

Green text should only ever be used for *emphasis*.

Additional flair

Occasionally, it is acceptable to use additional fonts for headings to give a design piece its own personality. Decorative fonts as headings work well to highlight a shoe as being rugged, luxurious or youthful.

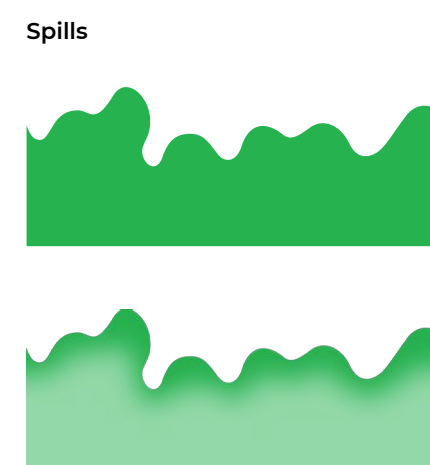
Also, if text or a callout needs to be emphasized, it can be done so by utilizing multiple font weights or colors to give hierarchy.

7

Vector Cheatsheet

Vector illustrations bring our color palette to life and celebrate our identity in slip resistance. These impactful graphic devices should be used thoughtfully and carefully.

Vectors



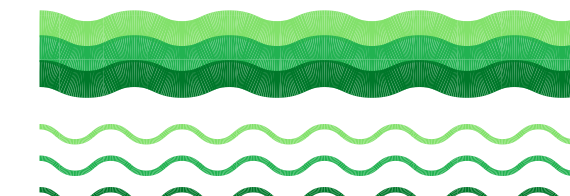
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Vectors (cont.)

Streaks



Waves



Blobs



Don'ts

Avoid over-use of any one particular illustration throughout media.

Reserve the spill exclusively for instances where slip resistance is emphasized.



Avoid using any colors other than the standard green for the spill.



Waves should be kept large and smooth with a low frequency.



Blobs emphasize mess, and should overlap with each other often. When overlapping, use either a striped pattern or transparent blending effect. Overlaps should always be explicit, not hidden, in order to add depth and better mimic how spills blend together.



8

HTML

Illustration

Print

Social Media

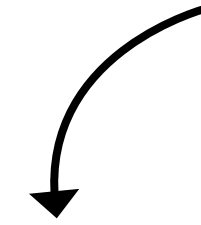
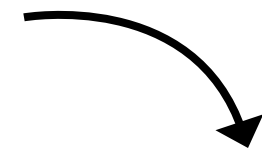
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Branding

Visual Effects

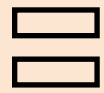
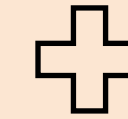


Retouching



Compositing

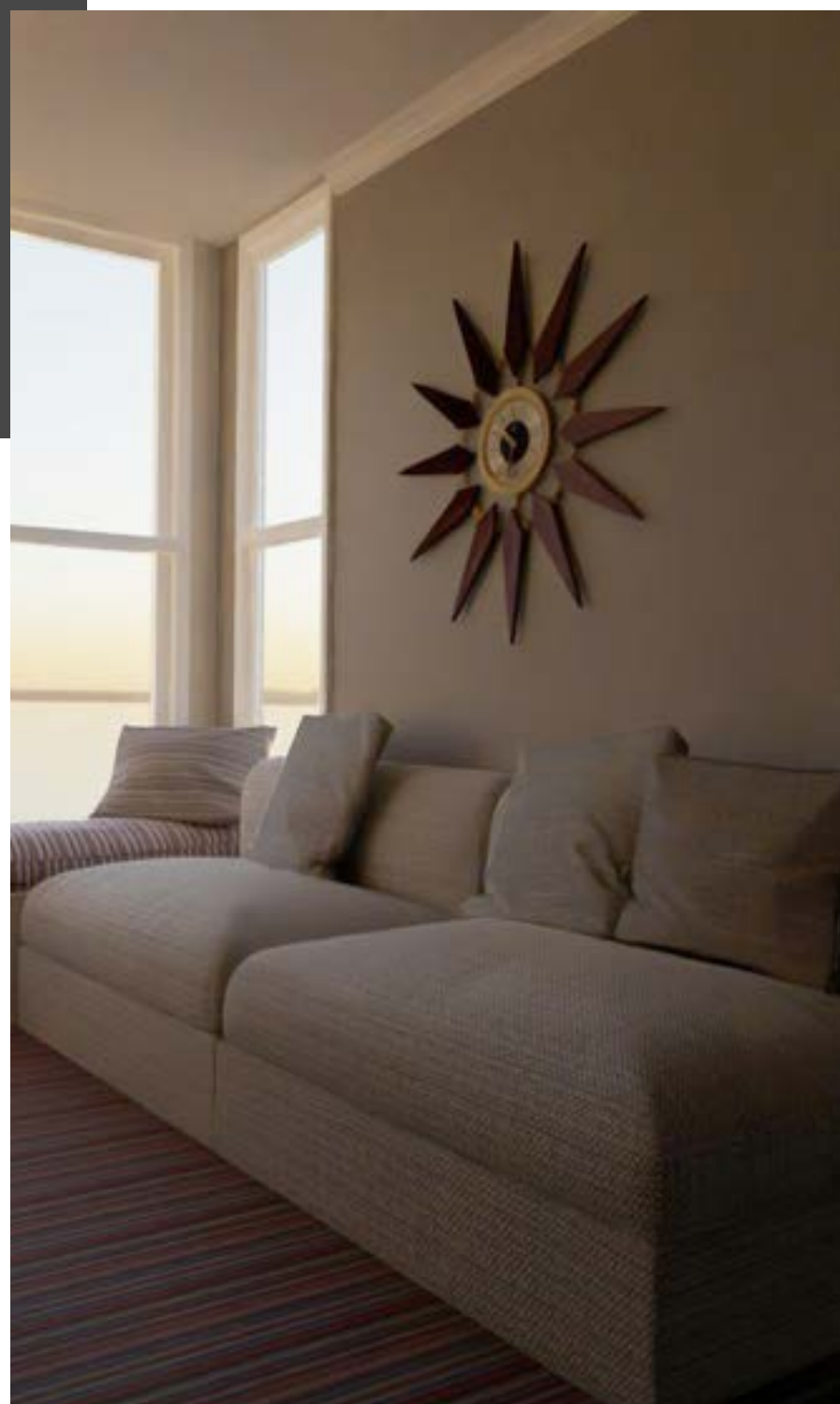
Hawaii Circular April, 2019



Canada Circular May, 2019



CGI



3 AUTODESK
3ds Max



M. Renfro

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