


STAN LANE

Graphic Designer
Photographer
Artist

DEDICATED
INNOVATIVE
EDGY
DEPENDABLE
MOTIVATED



I know I was put on this earth to be an artist. With a background in the military, obtaining strong values, discipline, and responsibility, I was able to have the courage to push the limits and to see beyond what was in front of me. These values will be a part of me for the rest of my life.

Regarding my art, it is organic and precise. I like to work fast and the computer is an extension of my mind. Design is my passion. I love to solve problems. I use a variety of materials and processes in each project, and my methodology is consistent. My influences are everything I have experienced in life, past and present. It's everything that surrounds me.

Quote to live by:

"The two most important days in your life is the day you are born and the day you find out why."

- Mark Twain

Advertising Process



This design was created for a certain target audience. An audience that enjoys the thrills in life. With the bullet flying through the can, it shows a sense of speed and accuracy. Also, showing the stencil lettering, the bullet, and the scratched metal, it leaves a military feel and persona. Caliber energy is a proud supporter of the United States Military.

STEP ONE:
START WITH SKETCHES



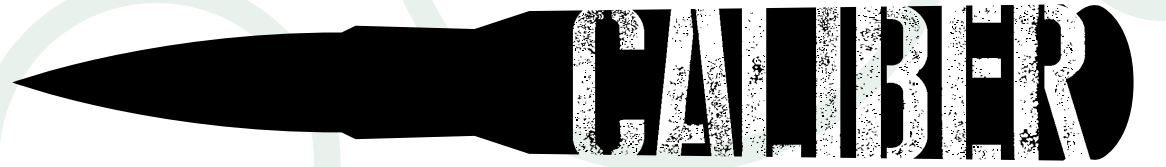
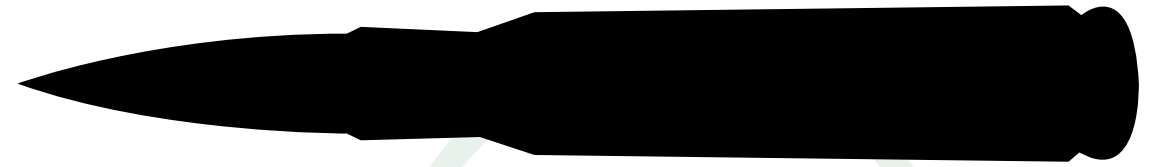
STEP TWO:
HAND-DRAWN COMPS



STEP FOUR:
DESIGN THE CAN MOCKUP



STEP THREE:
DIGITAL LOGO COMP



FREEDOM. LIBERTY. ENERGY



ALSO AVAILABLE IN:
MANDARIN PINEAPPLE MANGO
CRANBERRY LIME
STRAWBERRY LEMONADE
PROUDLY SERVING THE U.S. MILITARY SINCE 2010



ENERGY DRINK

WWW.CALIBERENERGY.COM

Corporate Identity

Designing these corporate Identity logos, truly gives the audience a feel for what the company does. This particular design-work is a field that I would truly enjoy pursuing. The logo that was most enjoyable to design was Java Cloud.

CORPORATE IDENTITY LOGOS



Red Dot Graphics is a locally owned business (North Raleigh) that specializes in quality graphic design, corporate identity, digital photography, and commissioned artwork. **Behind the name and concept:** Many military services around the world use red dot sights on a majority of their rifles. The reasoning behind this is because red dots are detailed, precise, exact, and accurate. The same concept goes into every design at Red Dot Graphics. I wanted to keep the logo as simple as possible, but still have an impactful image that will be recognized. With a bright red circle in the logo, the image stands out immediately.



Raleigh Art Studios is locally owned and operated by Corneille Little of Raleigh, NC. Raleigh Art Studios is an art center that instructs beginner, intermediate, and advanced artists. The reasoning behind the acorn in the logo is to represent Raleigh as the "City of Oaks".



Grind House is an Urban Skatewear company that designs and produces high-quality skateboard apparel. The target audience ranges children and teen skateboarders to elder skateboard enthusiasts. The term "Grind" represents a skateboard trick to "grind" or slide the skateboard along a railing. In respect for the name, I tried to create a design to represent "grinding of gears". Keeping a neutral black and grey, I decided the brand needed some more pop. As a result, the red strokes inside the main gear was added. The stroke color can be changed to color-match the other products.



Java Cloud is the epitome of the ultimate cyber cafe. Featuring a high-storage cloud service for their customers and free unlimited high-speed internet. The concept behind the logo was to make it as visually appealing as possible, and at the same time, making the logo stand out amongst the others. I wanted to, somewhat, play with the term "cloud" and create a cloud image using the pen tool in illustrator. With it being a "cyber cafe", the logo needed to show that in a sense. Researching images of microchips, I decided to go with that look coming off of the words "Java" and "Cloud".



Caliber Energy Drink is a patriotic energy drink company, who, fully supports the United States Military. Featuring flavors such as citrus, mango, cherry limeade, and fruit punch. A certain amount of product profit goes towards the Wounded Warrior Foundation. With being patriotic, the logo needed to reflect that. I decided to put the most iconic imagery of the military into the logo, by using an outlined illustration of one of the most lethal bullets in the world, the 50 caliber. I, also, wanted to use the bullet design to reflect the name "Caliber".



The Moustache Bar is a concept for the moustache and beard enthusiasts out there. It's the ultimate shop, equipped with state-of-the-art moustache and beard stylists, lounge area, and bar. The bar would serve classic "Gentleman" cocktails with style. I decided to create this logo by making it look as professional and gentleman-like as possible. When I think of an old-fashioned handlebar moustache, I picture a gentleman with a bowler hat and monocle. So, I decided to keep that feel with the subtle silhouette.

CORPORATE IDENTITY BUSINESS CARD DESIGNS



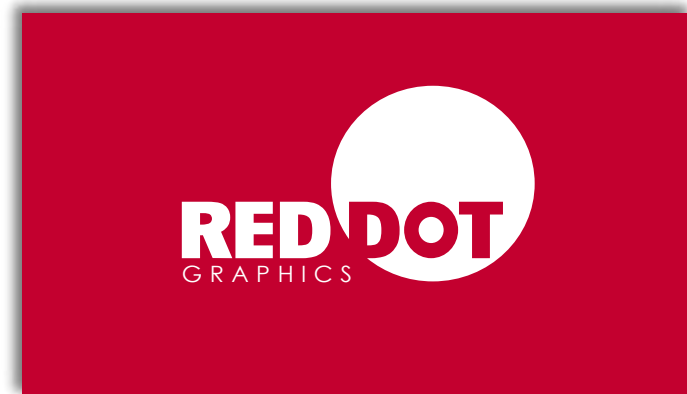
2" x 3.5" landscape front



2" x 3.5" landscape back



2" x 3.5" landscape front



2" x 3.5" landscape back



2" x 3.5" portrait front



2" x 2" square front



2" x 2" square back

Corporate Imagery

I decided to design mockups for certain logos to give the audience a sense of a realistic environment. Seeing your personal logo in a real-life atmosphere helps reassure success in your business.





Web Applications

I decided to design multiple web applications for The Moustache Bar, because I feel that moustaches and beards are very popular trends in today's society. The website and smartphone app can cater to moustache and beard enthusiasts, as well as, anybody who is interested in learning more about the art of moustaches and beards.



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The Moustache Bar home page with the home page displaying on the android application



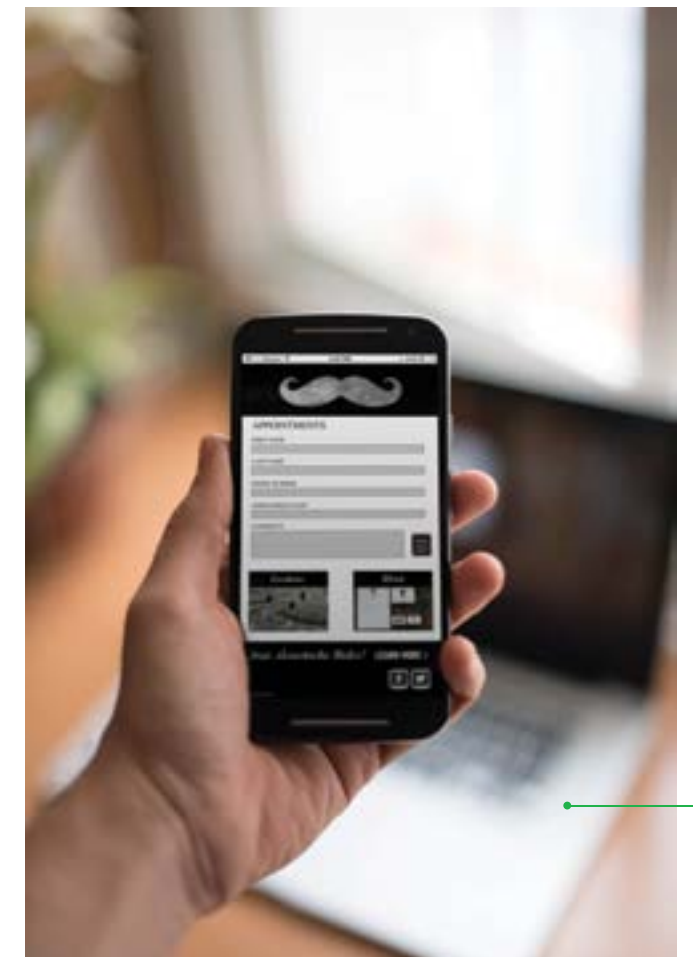
The Moustache Bar's join membership pop-up



Menu function on the home page of the smartphone application



Both of these photos represent the standard homepage on the smartphone application



Appointment function allows members to schedule a trimming, treatment, or shaping appointment straight on the app

Design Manipulation

My vision quickly comes to fruition when I use the photoshop program. In this example, I am combining 7 images to create one complete picture.



Using all seven images, I was able to create an entirely new image of an astronaut on mars. My challenge was to make it cohesive with a sense of surrealism.

Photography

Photography is one of many passions that I would love to continue pursuing to compliment my career in graphic design.



