

markcarroll

web & new media designer / developer

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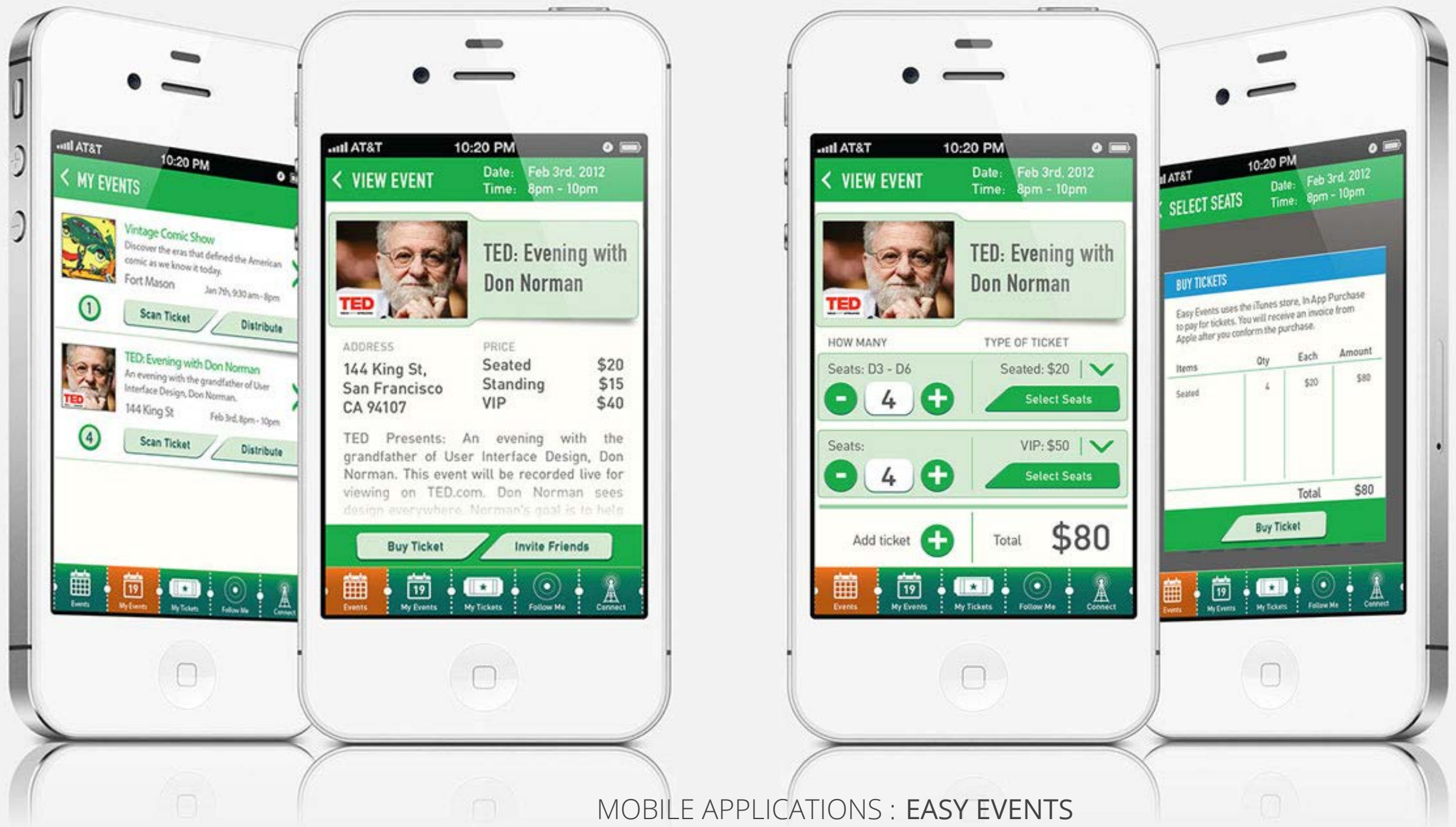
415.215.9697



MOBILE APPLICATIONS : EASY EVENTS

Introducing Easy Events - now anyone can create events. The toolset provided caters for any sized event from a corporate movie night to local book signing.

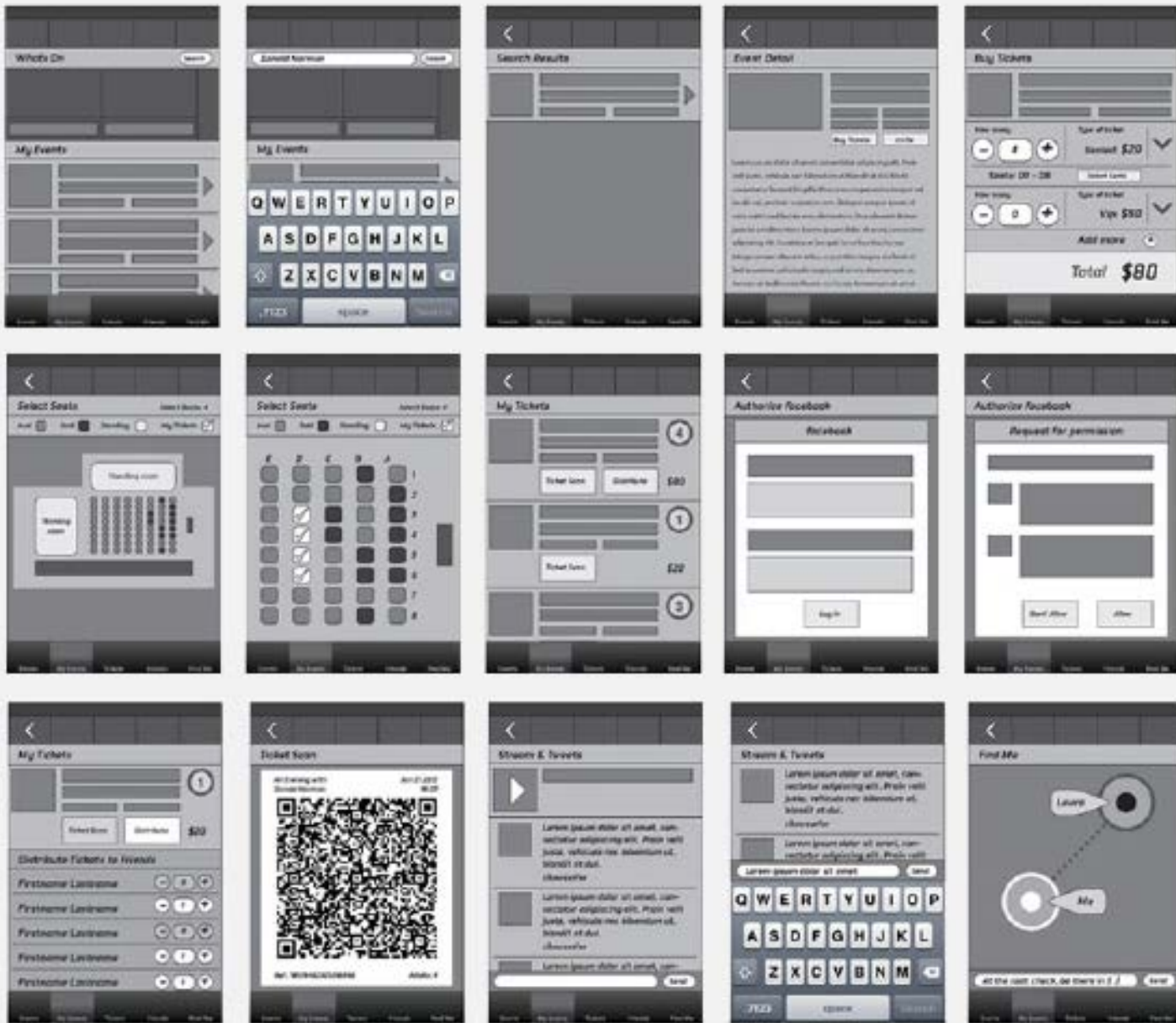
Photoshop, Illustrator



MOBILE APPLICATIONS : EASY EVENTS

Introducing Easy Events - now anyone can create events. The toolset provided caters for any sized event from a corporate movie night to local book signing.

Photoshop, Illustrator



EASY EVENTS

Extensive wireframing was created to test the usability of the application. Over 20 screens were created in all.

Photoshop, Illustrator



Innovative insights for better business.

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2012 Thinking Forward Live Chat Series

Preview upcoming chats, join a chat live or listen to chats you missed. Leading ecommerce experts Marsha Collier and John Lawson give you insights to help boost sales and grow your business online.

Don't wait until the last minute! Submit your questions for upcoming chats in advance. And don't forget to put a reminder in your calendar. Your participation is what makes these live chats so uniquely informative.

Web Chat Calendar



John Lawson

John Lawson is an ecommerce business CEO and entrepreneur, an award-winning social media strategist, and a sought-after keynote speaker and seminar instructor.

[Read full bio...](#)



Marsha Collier

Marsha Collier is a best-selling author, speaker and radio host in the areas of ecommerce, customer service and social media as well as one of the foremost eBay experts...

[Read full bio...](#)

John Lawson

Find Your Customers Online

October 2nd 11 AM PST / 2 PM EST [Start Now >](#)

Cash In on Black Friday and Cyber Monday

October 16th 11 AM PST / 2 PM EST [Start Now >](#)

Insights for Online Startups

December 18th 11 AM PST / 2 PM EST [Start Now >](#)

Marsha Collier

How to Mine Social Media

October 30th 11 AM PST / 2 PM EST [Start Now >](#)

Online or Offline Marketing?

November 13th 11 AM PST / 2 PM EST [Start Now >](#)

Social Media Commerce

December 4th 11 AM PST / 2 PM EST [Start Now >](#)

POSTED 2 MONTHS AGO 0 NOTES PERMALINK LIVECHAT

Like 7.9k 3 8 0 0

SHARE

DYMO

Endicia

Postage Technologies

Moves your business forward.



SHIPPING BUSINESS SOFTWARE SAVINGS

ROI BOTTOM LINE TIME TECHNOLOGY

COMPUTER PROFIT SUCCESS



WEB DESIGN AND PROGRAMMING : DYMO ENDICIA STREAMING

Creation of a blog micro site to promote Endicia's new generation of post and packaging tools. Internet marketing personalities, John Lawson and Marsha Collier shared their online knowledge in these one hour specials.

Photoshop, Illustrator, Tumblr, ustream.tv

thinking **FORWARD** ON **tumblr.**
 Innovative insights for better business.

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Online or Offline Marketing?

November 13th, 11 AM PST / 2 PM EST
 Live Chat with Marsha Collier

Online? Offline? Where should your marketing dollars go? Join us to determine the right balance of online and offline marketing to bring your small business the greatest ROI.

POSTED 4 MONTHS AGO 0 NOTES PERMALINK LIVECHAT

Like 183 Pinterest 1 Tweet 5 Share 0 +1 0

3 comments

Add a comment...

Post to Facebook Posting as Mark Carroll (Not you?) Comment

Marsha Collier

DYMO | **Endicia**
 Postage Technologies
 Moves your business forward.

f t YouTube

Search

SHIPPING BUSINESS SOFTWARE SAVINGS
 ROI BOTTOM LINE TIME TECHNOLOGY
 COMPUTER PROFIT SUCCESS

DYMO Endicia. The leader in mailing & shipping software.
 > Start your free trial today.

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DYMO_Endicia @tellemgrodypr Have you tried Endicia? We offer a 30 day free trial. [ow.ly/gwirB](#)
 4 hours ago · reply · retweet · favorite

DYMO_Endicia Join us for a free webinar on the USPS price & service changes for 2013 & what they mean for your business. [ow.ly/gwxbU](#)
 7 hours ago · reply · retweet · favorite

DYMO_Endicia 4 ways to beat procrastination and get more accomplished; [ow.ly/gwqQl](#) #smallbiz
 9 hours ago · reply · retweet · favorite

DYMO_Endicia @danielmwilliams Let us know if there is anything we can do to assist you.
 11 hours ago · reply · retweet · favorite

DYMO_Endicia 4 effective and affordable tools that will help your @Pinterest marketing strategy; [ow.ly/guFqs](#) #socialmedia #marketing
 yesterday · reply · retweet · favorite

Join the conversation

thinking **FORWARD** ON **tumblr.**
 Innovative insights for better business.

HOME | BIOS | LIVE CHATS | ARCHIVES | RSS

Insights for Online Startups

December 18th, 11 AM PST / 2 PM EST
 Live Chat with John Lawson

So, you're launching an online business. What difficulties will you face? How can you best position yourself for success? Join us to hear about tough decisions and lessons learned from someone who's been there.

POSTED 4 MONTHS AGO 0 NOTES PERMALINK LIVECHAT

Like 9 Pinterest 0 Tweet 0 Share 0 +1 0

SHARE

WEB DESIGN AND PROGRAMMING : DYMO ENDICIA STREAMING

The live broadcasts were streamed to the micro site and later updated to YouTube for archive. Facebook commenting was used to engage the viewers.

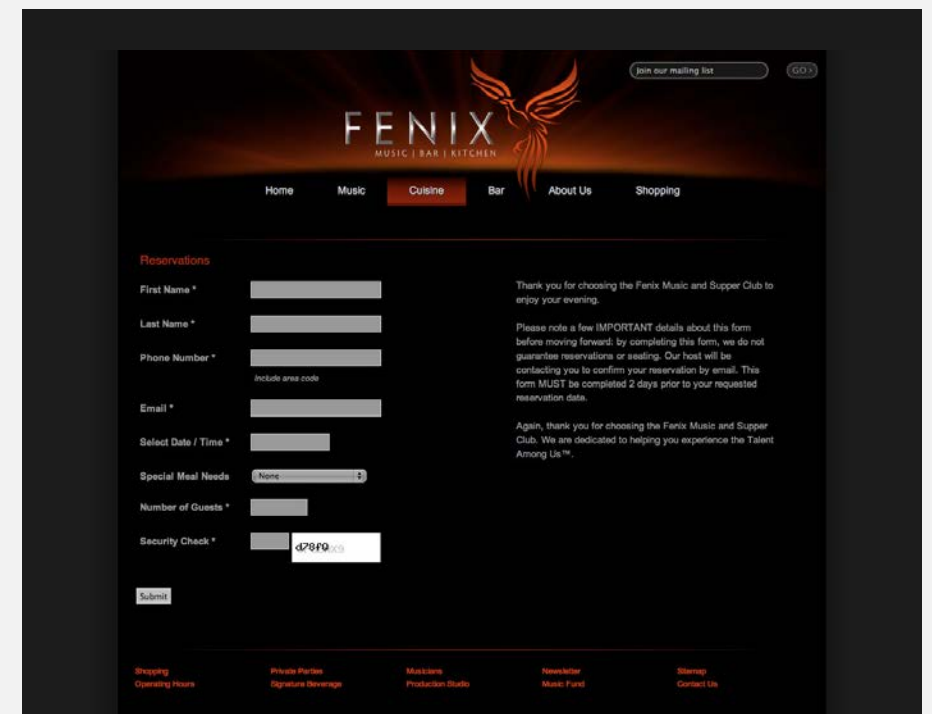
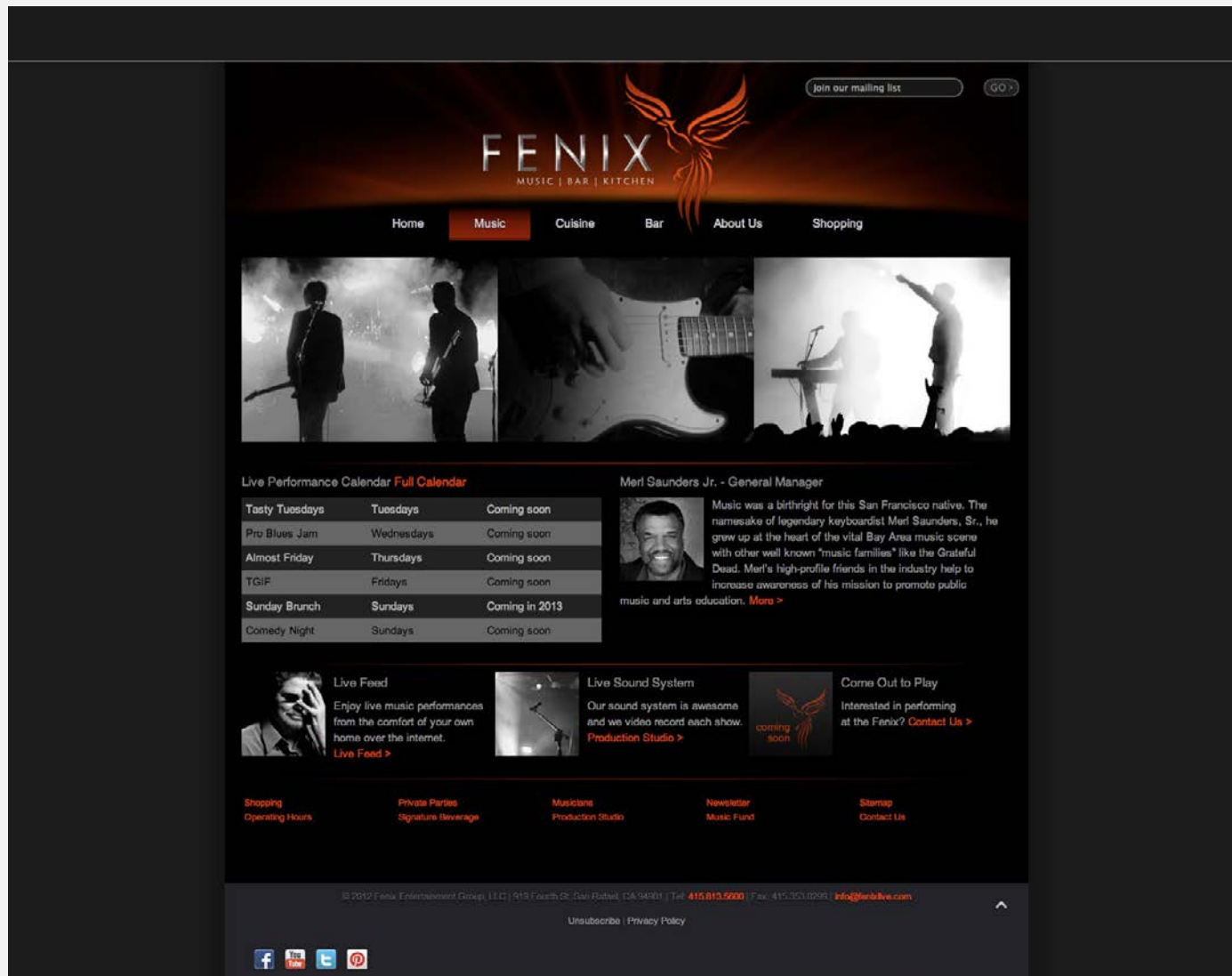
Photoshop, Illustrator, Tumblr, ustream.tv



WEB DESIGN AND PROGRAMMING : FENIX : LIVE DINNER THEATRE VENUE

The Fenix is a live music production venue that vstreams events to paying customers at home.

Photoshop, Illustrator, Joomla CMS, HTML, CSS



WEB DESIGN AND PROGRAMMING : FENIX : LIVE DINNER THEATRE VENUE

The website was created with Joomla CMS using a multitude of plugins. All of the content was hand coded in HTML and CSS.

Photoshop, Illustrator, Joomla CMS, HTML, CSS

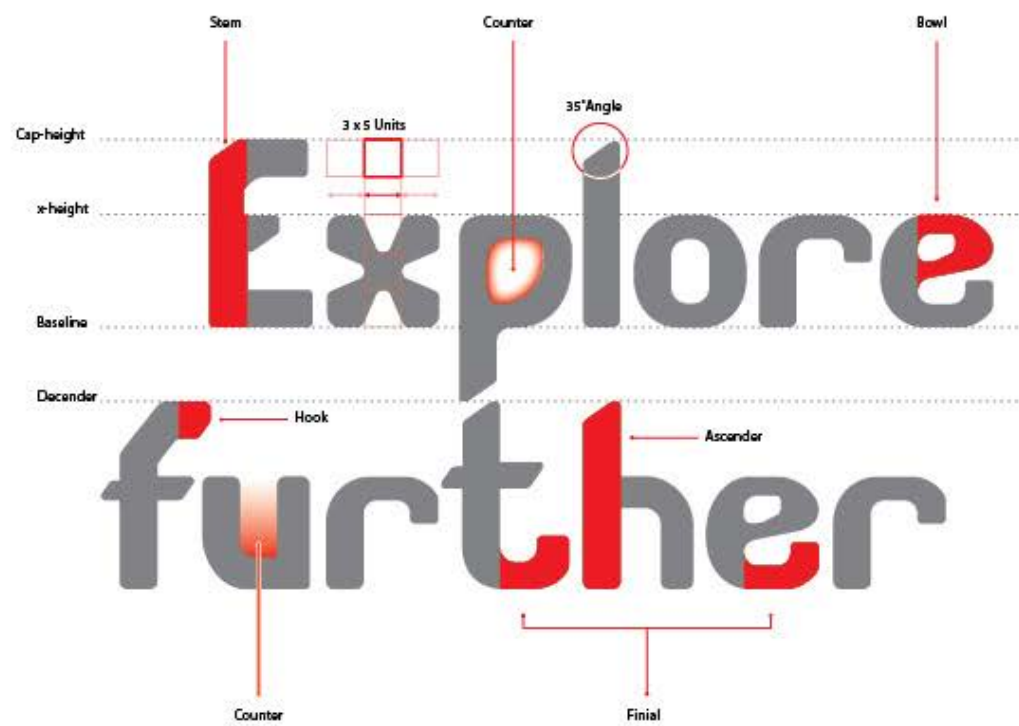


TYPOGRAPHY : HYPERION - THE TYPEFACE

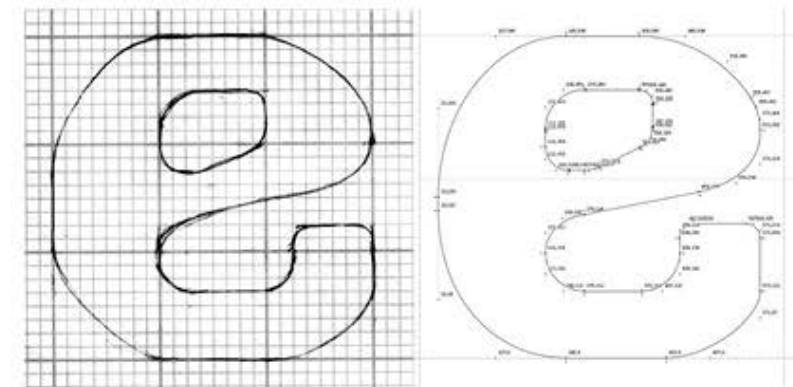
A custom made typeface in search of a crossover between nature and science. Hyperion, one of Saturn's moons was the inspiration for the typeface.

Photoshop, Illustrator, Fontlab

Metrics



Name	Default Encoding
breve	dotless
ring	hungaridj
caron	dotless
fraction	fi
lslash	lshash
zcaron	zcaron
space	exclam
quotedbl	number
dollar	percent
ampersand	asterisk
plus	comma
hyphen	period
slash	zero
one	two
three	four
five	six
seven	eight
nine	colon
semicolon	less
equal	greater
question	at
A	B
C	D
E	F
G	H
I	J
K	L
M	N
O	P
Q	R
S	T
U	V
W	X
Y	Z
[\
]	^
underscore	grave
a	b
c	d
e	f
g	h
i	j
k	l
m	n
o	p
q	r
s	t
u	v
w	x
y	z
{	}
~	€
quotesin	florin
quotedbl	bullet
endash	emdash
†	‡
§	¶
•	—
™	®
¥	€
£	¤
¥	¦
§	¨
©	®
«	»
¼	½
¾	™
€	£
¥	¤
¦	§
¨	©
®	«
»	¼
½	¾
™	€
£	¥
¤	¦
§	¨
©	®
«	»
¼	½
¾	™



TYPOGRAPHY : HYPERION - THE TYPEFACE

All of the letter forms were created in Illustrator from pencil sketches. Fontlab was used to create the typeface metrics and compile the typeface.

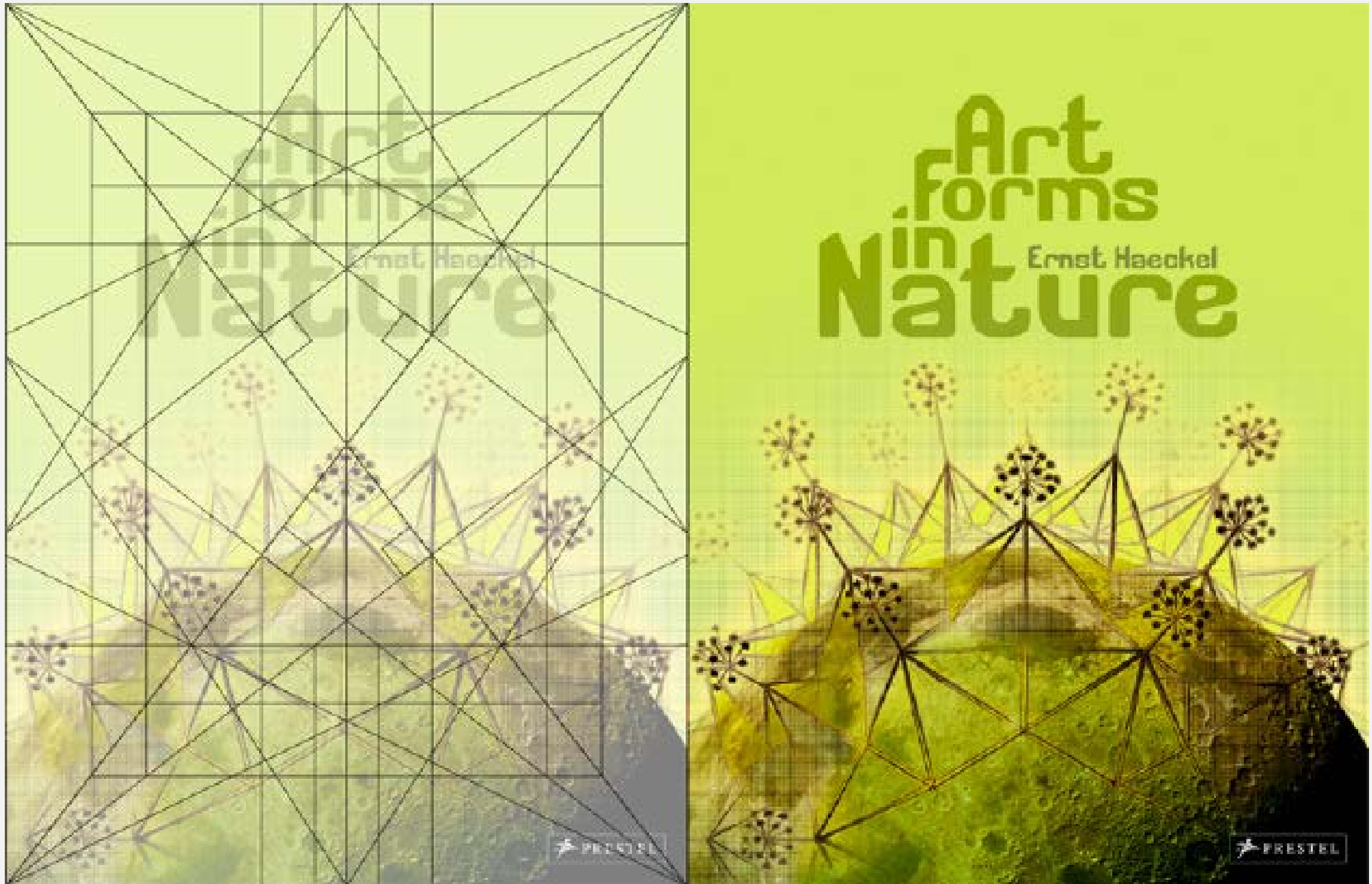
Photoshop, Illustrator, Fontlab



TYPOGRAPHY : HYPERION - THE TYPEFACE

Most of the letter forms were used to create this promotional poster. This work shows the scientific side of the typeface.

Photoshop, Illustrator, Fontlab



TYPOGRAPHY : HYPERION - THE TYPEFACE

This book cover offers shows off typeface's organic nature.

Photoshop, Illustrator, Fontlab



PRINT : INFUSION - SPARKLING GREEN TEA

The logo, label and packaging were developed for this exciting new product. The four flavors represented are: pear, mango, grape and raspberry.

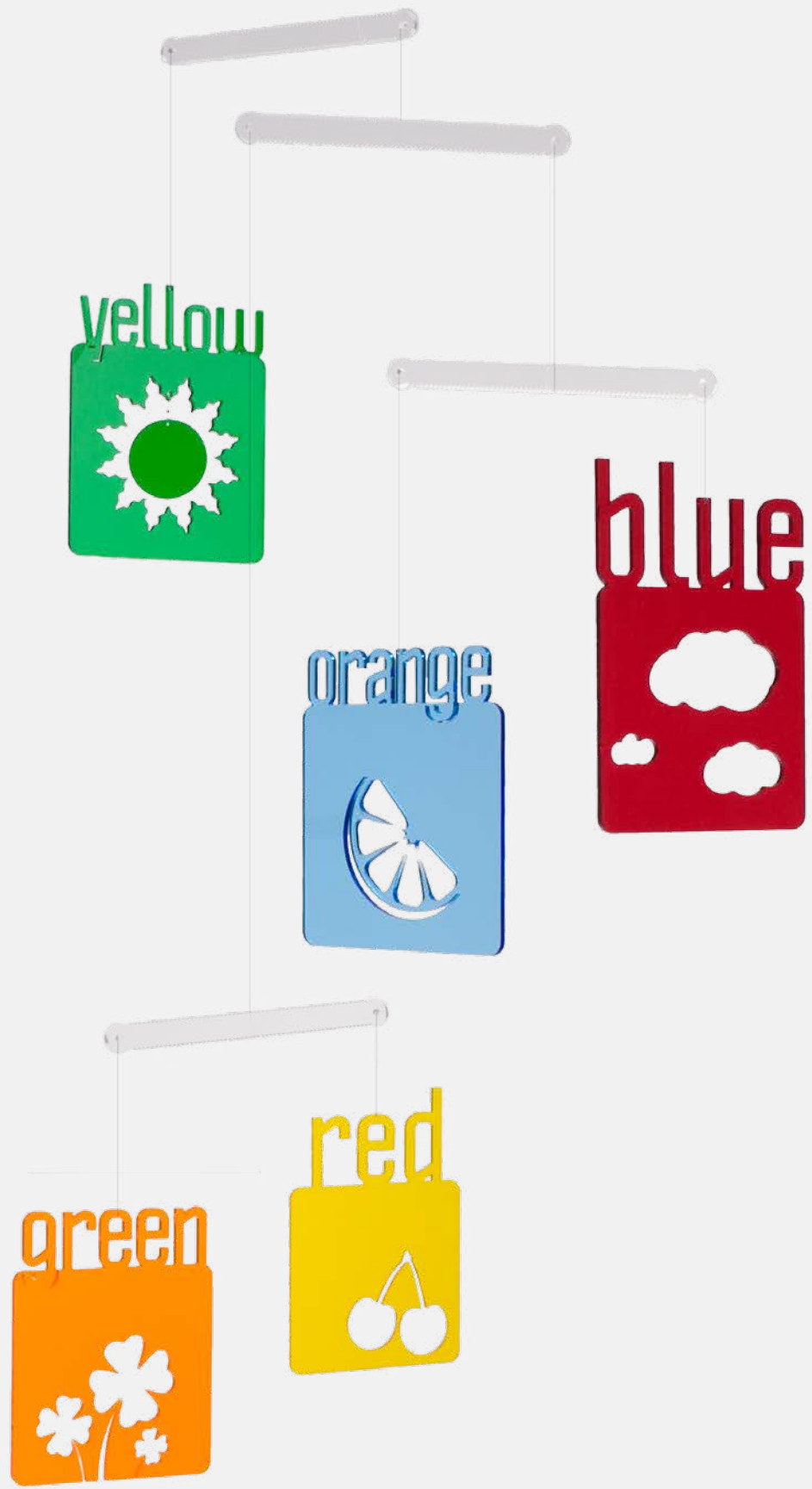
Illustrator



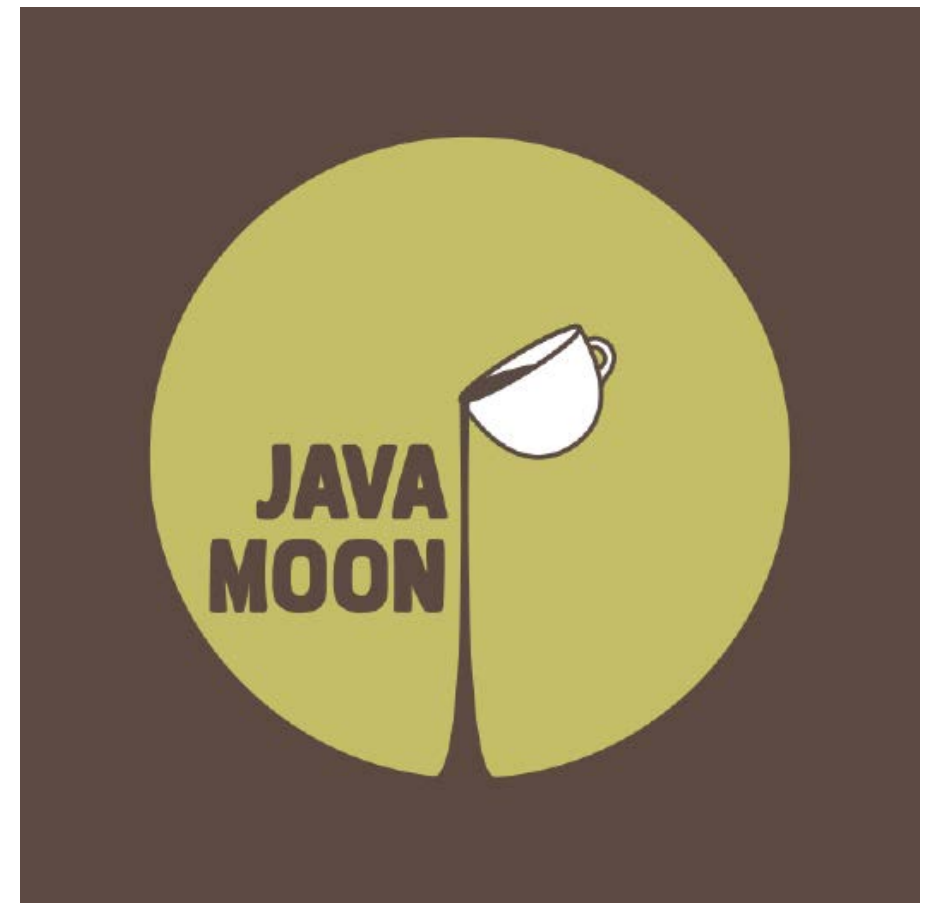
PRINT : PANTONE PROJECT

A concept for Pantone to introduce their new transparent plastics range to the market. The laser-cut mobile is made from acrylic.

Illustrator



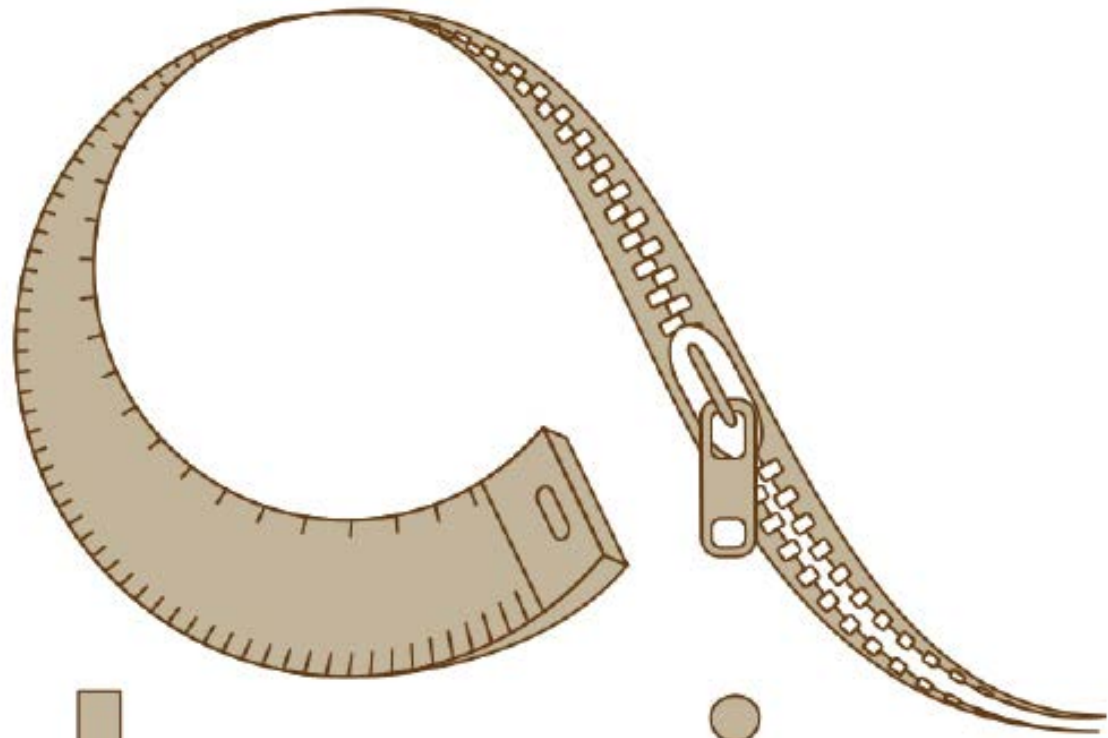




DESIGN: 50 LOGOS IN 50 DAYS

The best of a collection of 50 logos that were created as a design exercise. One logo per day for 50 days. This was a valuable exercise developing and trusting my design instinct.

Photoshop, Illustrator



ALTERATIONS



8seconds

THE CHAMBER

NORMAN CALLAN

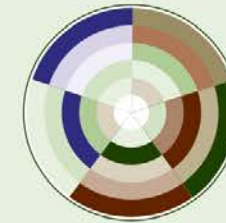
NORMAN CALLAN



Butterfly Embellished



Logo Treatment



Colour Combination Sampler



Colour Selections

Typeface: The Sans

9pt NORMAN CALLAN
 11pt NORMAN CALLAN
 14pt NORMAN CALLAN
 18pt NORMAN CALLAN
 21pt NORMAN CALLAN

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque volutpat. Nulla malesuada, elit non pulvinar sagittis, ante ipsum adipiscing lectus non faucibus orci ipsum ut orci. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus nisi. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Phasellus nonummy feugiat lorem. Nunc adipiscing. Nullam pharetra. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Vivamus ultrices, augue at feugiat hendrerit, neque nisi fermentum sapien.

Typeface: The Sans Bold

9pt NORMAN CALLAN
 11pt NORMAN CALLAN
 14pt NORMAN CALLAN
 18pt NORMAN CALLAN
 21pt NORMAN CALLAN

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque volutpat. Nulla malesuada, elit non pulvinar sagittis, ante ipsum adipiscing lectus non faucibus orci ipsum ut orci. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus nisi. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Phasellus nonummy feugiat lorem. Nunc adipiscing. Nullam pharetra. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Vivamus ultrices, augue at feugiat hendrerit, neque nisi fermentum sapien.

Vine with Flowers



Website Background



Butterfly Star Burst



Flowers Detail



IDENTITY SYSTEMS NORMAN CALLAN - FASHION DESIGNER

A new and exciting identity was needed for this couture brand. Norman's fine hand work and lavish expression graces runways and red carpets around the world.

Corel Draw



center code

Typefaces

Asenine - Regular is the typeface used for the logo's namestyle. Myriad Pro is the communication typeface. It has been chosen because of its clean, modern style. The san-serif typeface has a full compliment of characters and glyphs.

Asenine has a nice set of lower case characters that were used for the logo's

Myriad Pro should be used of all corporate documents such as client proposals, reports, electronic presentations, typed letters and memos.

Font Size
If the size of the logotype falls below 20pt then it will get a .5pt outline in the fill color.

Website
Substitute Arial or any other san-serif typeface for Myriad Pro on a website.

Asenine - Regular
PcBbCcDdEeFfGgHhIjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz1234567890!@#%&*();

Myriad Pro - Regular
AaBbCcDdEeFfGgHhIjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz1234567890!@#%&*();

Myriad Pro - Regular Italic
AaBbCcDdEeFfGgHhIjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz1234567890!@#%&*();

Myriad Pro - Semibold
AaBbCcDdEeFfGgHhIjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz1234567890!@#%&*();

Myriad Pro - Semibold Italic
AaBbCcDdEeFfGgHhIjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz1234567890!@#%&*();

Myriad Pro - Bold
AaBbCcDdEeFfGgHhIjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz1234567890!@#%&*();

Myriad Pro - Bold Italic
AaBbCcDdEeFfGgHhIjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz1234567890!@#%&*();

Logotype above 20pt:
No outline

Logotype below 20pt:
.5pt outline in fill color

.25 inch minimum logo height

12 pts minimum logotype size

abc

Exclusion Zones

The exclusion zone is the area surrounding the whole logo. This area must be kept clear of other graphic elements, type or images. The exclusion zone allows all of the elements of the logo to be seen as one visual object. Additional space should be given whenever possible.

Standard Logo

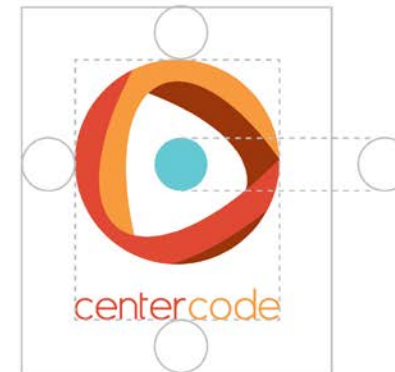
The minimum required clear space is defined by the measurement of the center dot inside the logo "Orb" shape, as shown.



Stacked Logo

The Stacked Logo uses the same center dot as a measurement of the clear space around the Standard Logo.

The Stacked Logo is to be used where vertical treatments are needed. The Standard Logo should be used where ever possible.



Color Palette

The logo contains four distinct colors. The warm colors, two reds and orange, reflect the energy and dynamic nature of the company and the beta testers themselves. The contrasting blue shows stability and clarity.

Primary Colors

- Red: CMYK: 100, 16, 20, 0; RGB: 255, 0, 0; Hex: #FF0000
- Dark Red: CMYK: 100, 43, 15, 0; RGB: 205, 51, 51; Hex: #D13025
- Orange: CMYK: 100, 80, 10, 0; RGB: 255, 166, 84; Hex: #FFA500
- Blue: CMYK: 100, 0, 100, 0; RGB: 0, 0, 255; Hex: #0000FF

Secondary Colors

- Brown: CMYK: 100, 100, 100, 100; RGB: 166, 139, 112; Hex: #A68D8D
- Mecca: CMYK: 100, 100, 100, 100; RGB: 166, 139, 112; Hex: #A68D8D
- Peach: CMYK: 100, 100, 100, 100; RGB: 166, 139, 112; Hex: #A68D8D
- Powder Blue: CMYK: 100, 100, 100, 100; RGB: 166, 139, 112; Hex: #A68D8D
- Dark Blue: CMYK: 100, 100, 100, 100; RGB: 166, 139, 112; Hex: #A68D8D
- Toffee: CMYK: 100, 100, 100, 100; RGB: 166, 139, 112; Hex: #A68D8D
- Apple Green: CMYK: 100, 100, 100, 100; RGB: 166, 139, 112; Hex: #A68D8D
- Pink: CMYK: 100, 100, 100, 100; RGB: 166, 139, 112; Hex: #A68D8D
- Skin Tone: CMYK: 100, 100, 100, 100; RGB: 166, 139, 112; Hex: #A68D8D
- Light Blue: CMYK: 100, 100, 100, 100; RGB: 166, 139, 112; Hex: #A68D8D
- Placid Lake: CMYK: 100, 100, 100, 100; RGB: 166, 139, 112; Hex: #A68D8D
- Making Tape: CMYK: 100, 100, 100, 100; RGB: 166, 139, 112; Hex: #A68D8D
- Pale Green: CMYK: 100, 100, 100, 100; RGB: 166, 139, 112; Hex: #A68D8D
- Ice Blue: CMYK: 100, 100, 100, 100; RGB: 166, 139, 112; Hex: #A68D8D
- Sky Blue: CMYK: 100, 100, 100, 100; RGB: 166, 139, 112; Hex: #A68D8D
- Sand: CMYK: 100, 100, 100, 100; RGB: 166, 139, 112; Hex: #A68D8D
- Pastel Green: CMYK: 100, 100, 100, 100; RGB: 166, 139, 112; Hex: #A68D8D

Monochrome

- Dark Grey: CMYK: 100, 100, 100, 100; RGB: 166, 139, 112; Hex: #A68D8D
- 80% Grey: CMYK: 100, 100, 100, 100; RGB: 166, 139, 112; Hex: #A68D8D
- 95% Grey: CMYK: 100, 100, 100, 100; RGB: 166, 139, 112; Hex: #A68D8D
- 21% Grey: CMYK: 100, 100, 100, 100; RGB: 166, 139, 112; Hex: #A68D8D
- 8% Grey: CMYK: 100, 100, 100, 100; RGB: 166, 139, 112; Hex: #A68D8D

IDENTITY SYSTEMS CENTERCODE - BETA TESTING SOFTWARE DEVELOPERS

Development of a full identity system and stationary.

Illustrator, Photoshop



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Fax: 949.460.9130
www.centercode.com

456 21st Street,
Anytown, CA 94132
21 December, 2009

To whom it may concern,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque neque mi, posuere id, varius id, dignissim id, nisl. Nullam nec elit hendrerit est vehicula porta. Morbi lacinia, metus aliquet volutpat tristique, leo nisi commodo purus, eget rhoncus nisl nibh sit amet enim.

Cras ac enim non diam varius elementum. Duis in est. Aliquam erat volutpat. In rhoncus pretium quam. Phasellus ut lectus nec felis condimentum blandit. Nunc elementum malesuada erat. Fusce volutpat. Nam ut nisi nec arcu porttitor volutpat. Cras luctus arcu a orci.

Integer commodo, neque eget hendrerit blandit, metus odio gravida ipsum, nec porta erat tortor et risus. Mauris scelerisque libero ultrices sem. Morbi tincidunt. Donec augue magna, blandit ut, sollicitudin et, fermentum in, turpis. In fringilla vulputate urna. Maecenas in felis. Donec diam dui, vulputate eget, vestibulum ut, venenatis sit amet, turpis. Integer lacus.

Maecenas nibh dolor, volutpat in, tempus ac, ornare sed, elit. Cras tincidunt. Maecenas ac massa. Fusce dapibus leo quis sem. Duis vitae mauris. Phasellus sagittis malesuada pede. Pellentesque tincidunt, orci a imperdiet cursus, dolor metus condimentum mi, sit amet pretium magna neque eget augue. Proin ut mi. Suspendisse dictum auctor arcu.

Thank you,
Luke Freiler
Chief Executive Officer



Beta Test Management Solutions

Luke Freiler

Chief Executive Officer

luke@centercode.com

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Laguna Hills, CA 92653-1682

www.centercode.com

DIGITAL IMAGING : PHOTOSYNTH
THE PHELAN
BUILDING, SAN
FRANCISCO

Photosynth is a Microsoft product that allows the viewer to navigate a set of photographs through the unique interface.

Photoshop and Illustrator



DIGITAL IMAGING : VAMPIRE POWER

This poster is for a campaign that educated the public about power leakages in everyday electronic devices even when turned off.

Photoshop and Illustrator

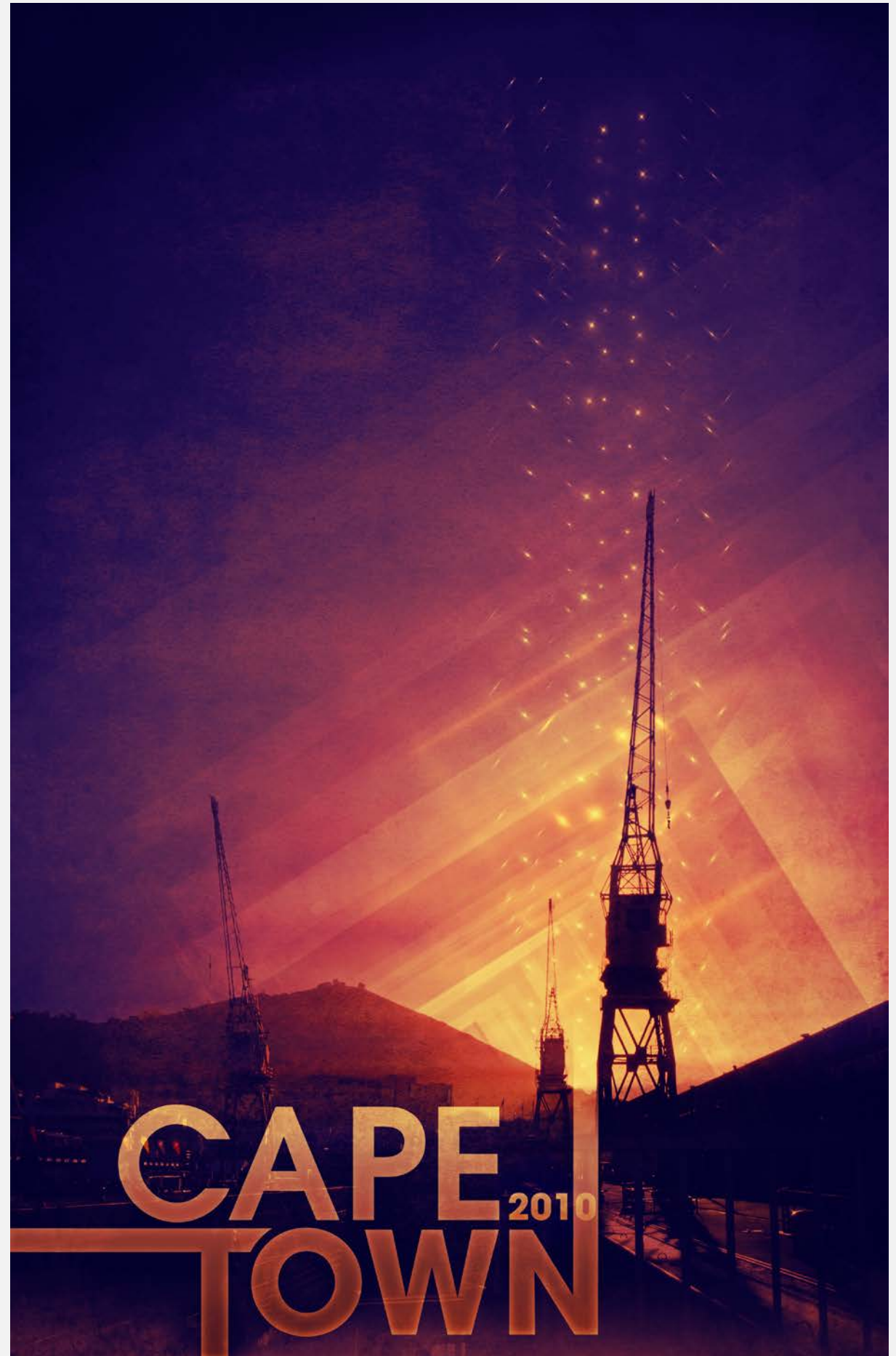


Standby mode costs more than \$3.5 billion annually
Turn off unused electrical appliances

DIGITAL IMAGING : CAPE TOWN 2010

This poster offers an inspired view of the cranes in the Cape Town harbor. The harbor is a working as well as a tourist harbor, offering shoppers the best of both worlds.

*Photoshop, Illustrator and
Quartz Composer*



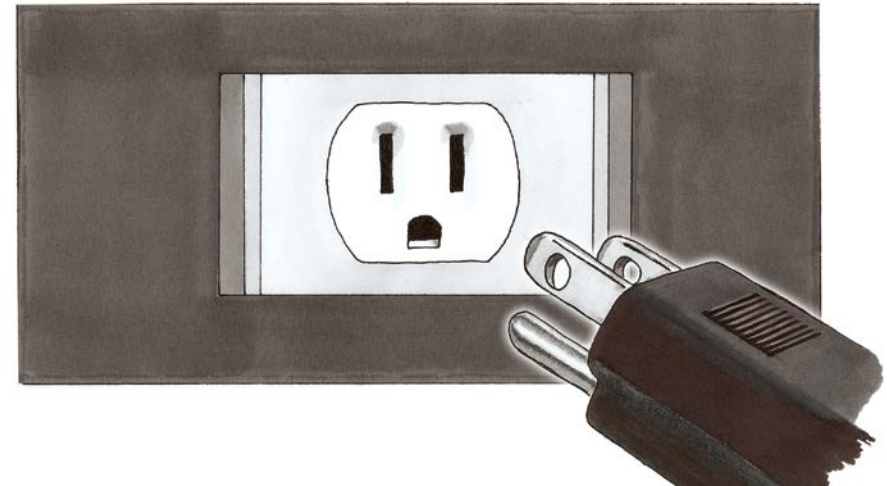
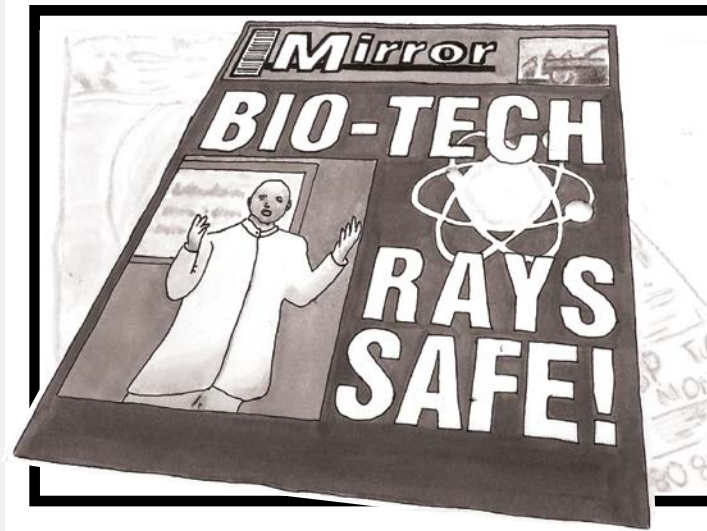


ILLUSTRATION : SCIENCE MOVES FORWARD

Corporations have stolen the secrets of nature. Every new experiment that they create pushes our evolution forward a little — or not.

Prismacolor - warm grey markers



ILLUSTRATION : THE EVENT

Scientists experimenting accidentally set off *the event*. This explosion has one effect that no corporation can hide.

Prismacolor - warm grey markers



ILLUSTRATION : GOODBYE LEAVES

Every plant form on the planet lost their leaves and the ability to photosynthesize the sun's rays into food. After the event, civilization was brought to its knees.

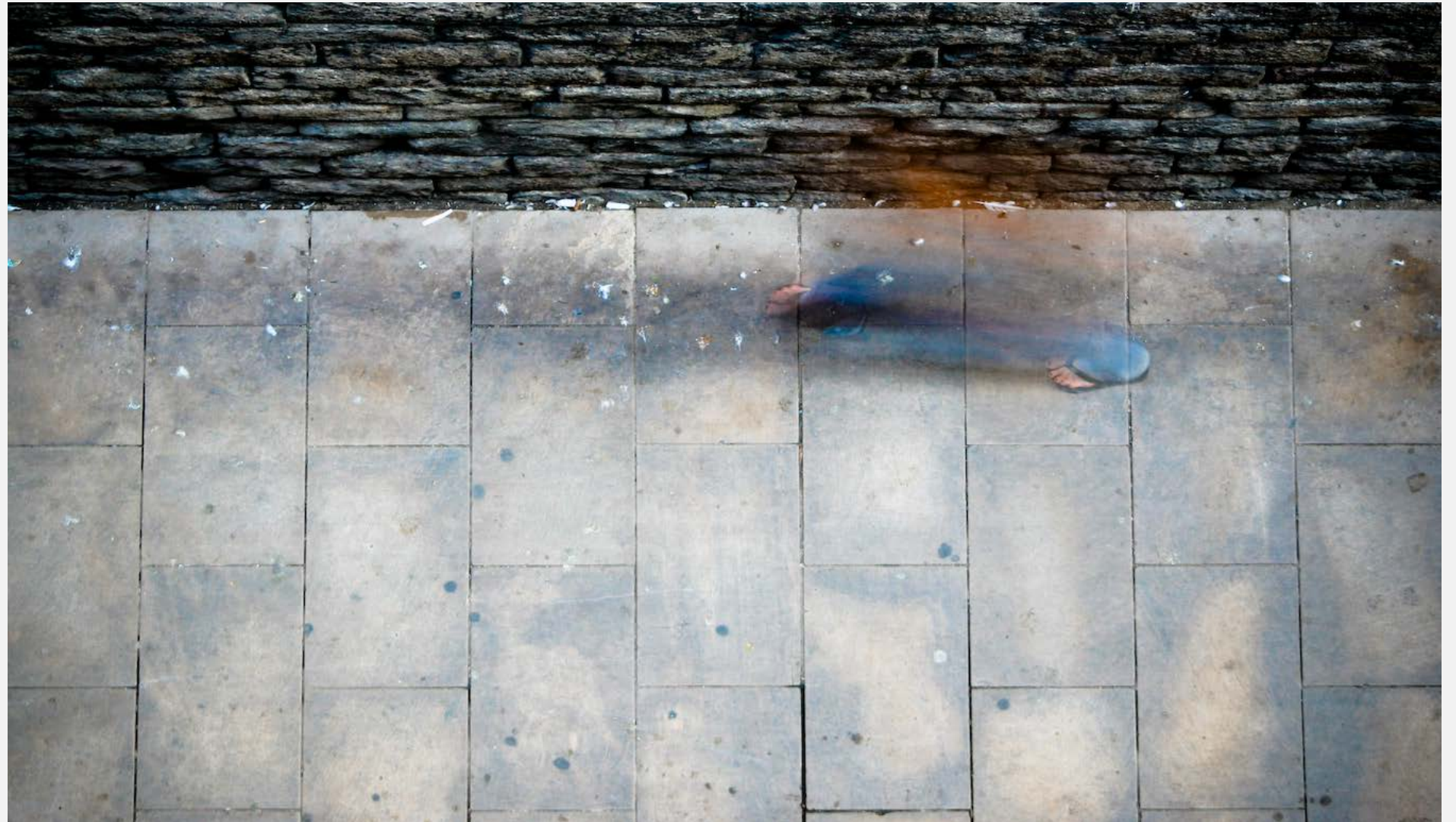
Prismacolor - warm grey markers



ILLUSTRATION : THE TREE OF LIFE

The traveler had a dream filled with images of a single tree in a barren landscape. This tree has the power to restore green life to the planet.

Photoshop : Wacom Tablet



PHOTOGRAPHY : TOES GO BY

Looking down from a first floor apartment, the delayed shutter reveals the feet without the person.

Barcelona, Spain



PHOTOGRAPHY : ZANZIBAR SUNRISE

Arab dhows pepper the ocean horizon as the sun rises on Zanzibar.

Zanzibar is a small island off the coast of Africa that was used as a spice and slave trading post.

Zanzibar, Tanzania



PHOTOGRAPHY : LOOKING FOR LUNCH

A lonely teenage kitten rests from the daily task of looking for food on a trash heap.

Zanzibar, Tanzania



COOKING LUNCH

This farm worker takes some time out to cook for her group on a hot and rainy day on a spice farm.

Zanzibar, Tanzania



PHOTOGRAPHY : VENICE DUSK

The soft hues of Venice at sunset paint a picture of a distant time.

Venice, Italy



PHOTOGRAPHY : THE BRITISH EMPIRE

The summer palace in Brighton reaches towards the sky with its romanticized eastern inspired domed roofs.

Briton, United Kingdom



THE GREEK EMPIRE

The Greek empire predates the modern calendar. It once ruled the known world with its philosophy, rationality, and myths. Today Greece is bankrupt and the once great empire in runes.

Santorini, Greece



PHOTOGRAPHY : I AM THE TREE

A street busker balances his crystal ball to earn his living on Las Ramblas in Barcelona.

Barcelona, Spain



PHOTOGRAPHY : INCOME

A street cleaner works a busy New York sidewalk.

New York, USA



PHOTOGRAPHY : THE NEWS

A young couple sit on a park bench in New York. This moment is something we all know, and seldom forget.

New York, USA



PHOTOGRAPHY : CHINA GROWING UP

The happy little boy runs though a fountain frozen in time.

Hong Kong, China