

## Professional Experience:

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### School:

Maryland Institute College of Art  
Baltimore Maryland

BFA in Graphic Design, 2011

### Achievements:

Rauschenberg scholarship  
presented by BIG ARTS, 2008 - 2010

MICA Competitive scholarship, 2010

Dean's List 2008 - 10

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### **Center for Design Practice** 2010-11:

Worked in a team environment to produce a promotional package for Great Kids Farm, a local urban farm, owned and run by the Baltimore City School system. Materials were created to inform the entire school system from pre k to 12th grade.

### **Haiti "H-Box" Project** 2010:

Working with two environmental designers, we are working to develop a modular housing system for the victims of the earthquake in Haiti. I am the project manager for the graphic design and marketing side of things.

### **PHENOM Jet Association** 2010-2019:

Created identity suite for the PHENOM jet association, which is a member group for owners of the private jet titled the PHENOM. A branding guidelines book was supplied. Additional graphics were created to be applied to the actual jet. Created a suite of graphics and marketing for every subsequent year for their annual conference.

### **MICA Social Design website** 2010:

Worked in a team of three to design and develop an extensive website for the Social Design emphasis at the Maryland Institute College of Art. Focused on the design and content development, assisted in programming.

### **Project M Blitz** 2010:

Week-long intensive program hosted in Greensboro Alabama, home of Project M Lab and PieLab/BikeLab. Worked with 10 other students to integrate and create change in the impoverished community.

### **Men and Families Center** 2009-10:

Worked with a community outreach center in East Baltimore to create a new identity system as well as a large-scale newspaper format publication designed to attract funders and volunteers.

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### Production:

Screen Printing . Binding . Pre-Press  
Comping

### Software:

InDesign . Photoshop . Illustrator  
CSS/HTML . Wordpress . Squarespace

### Emphasis:

Typography . Grid Systems . Print  
Publications . Photography . Clarity

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### **Frank. Strategic Marketing** 2012-13:

Full-Time Designer for Baltimore based marketing firm. Was tasked with multiple clients/projects, including all project management, communication, production, and design. Recipient of multiple "Addy's" (design award).

### **MacIntosh Books and Paper** 2008-22:

Created identity suite, including concept, logo, sign, bags, bookmark, screenprinted T-shirts. Worked with two different owners,

### **Design Army** 2011-12:

Full-Time Designer for Washington D.C. based design studio. Was tasked with multiple clients/projects, including all project management, communication, production, and design

### **Ashton Environmental Design Studio** 2013-16:

Full-Time Designer for Baltimore based marketing firm. Was tasked with multiple clients/projects, including all project management, communication, production, and design. Specialized in signage, three dimensional design, production, material selection, and architecture.

### **DEUXO Design Studio** 2014-19:

Independent Design Studio, ran by myself and my partner, in addition to our full-time day jobs at the studio.

### **Island Graphics** 2017-18:

Full-Time Designer and print production manager for a small private printing. I handled all of the prepress, as well as the majority of design.

### **Sweet Melissa's Cafe** 2013-16:

Worked my way up to Sous Chef for an award-winning fine dining establishment on Sanibel Island, where I currently live. Created many of my own dishes under Chef Melissa, was in charge of staff, organized wine dinners, special occasion dinners, and off-site events. In addition handled a lot of the marketing and branding. I learned to make orders every night, in charge of cleaning and maintenance, as well as having to jump into any other job that was required. We were James Beard nominated during my time there, and am ready to branch out and try something new.

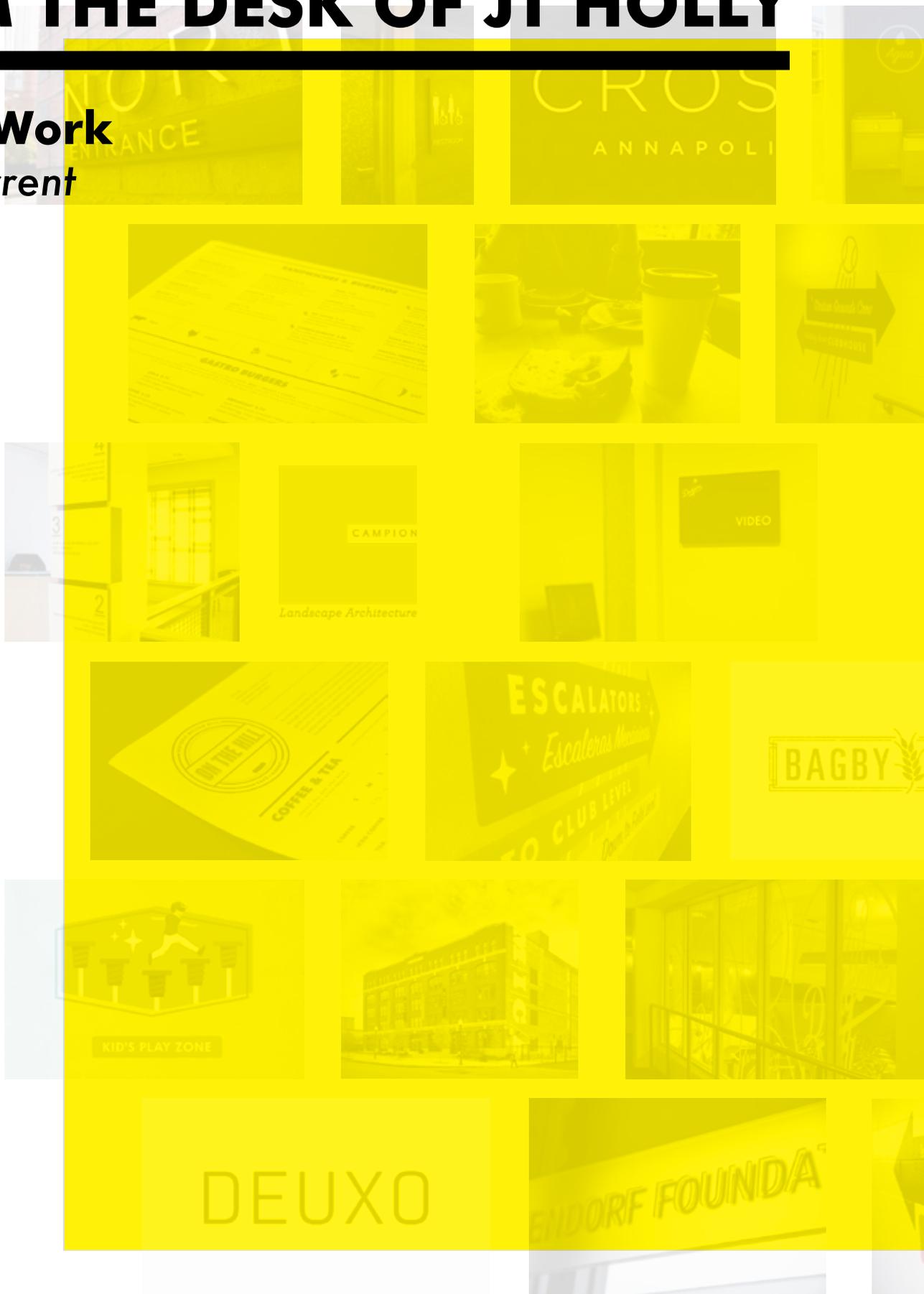
### **Freelance** 2010-Current:

I have been doing freelance since I started in design. Websites, print, photography, marketing, audio, video editing, interior design, etc. The frequency was based on the full-time job I had at the time.

# FROM THE DESK OF JT HOLLY

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## Recent Work 2012-Current



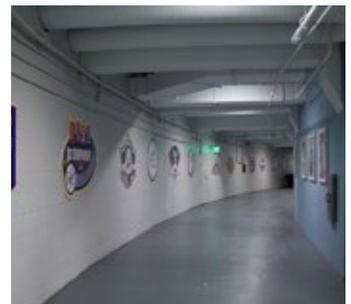
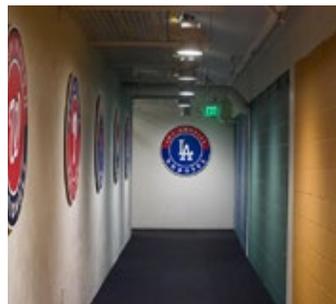
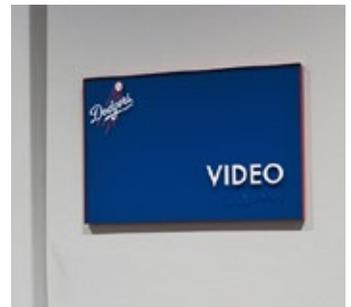
# CROSSWINDS



# DODGER STADIUM



# DODGER CLUBHOUSE

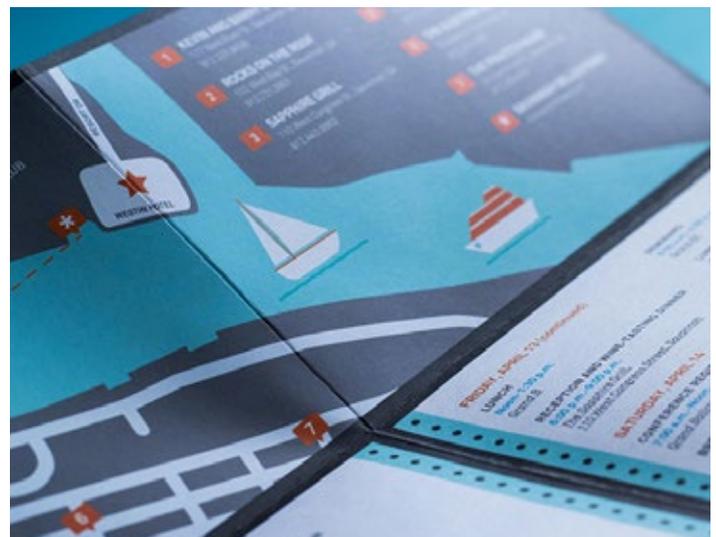




# ON THE HILL CAFE



# PHENOMENAL



# PHENOMENAL (CONTINUED)

**SANTE FE**

PHENOMENAL 2016

**MAY**  
18<sup>th</sup> - 21<sup>st</sup>

LA FONDA ON THE PLAZA  
&  
THE INN AND SPA AT LORETTO

EMBRAER  
JET OPERATORS ASSOCIATION

phenom.aero

AIRPORT DIAGRAM 13064 SANTA FE, NEW MEXICO SANTA FE MUNI (SAF)

**PROVO**

PHENOMENAL VIII 2015

NOVEMBER  
5<sup>th</sup> - 7<sup>th</sup>

REGENT PALMS RESORT  
Grace Bay Beach  
Providenciales  
Turks & Caicos

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**PHENOM**  
JET ASSOCIATION

239.565.9151  
1615 Serenity Lane  
Sanibel, Florida, 33957

executive@director@phenom.aero  
www.phenom.aero

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**PHENOMENAL**  
NAPA VALLEY

4.3 - 4.6, 2014

YOUNTVILLE, CA

PHENOMENAL NAPA VALLEY www.phenom.aero PHENOM JET ASSOCIATION

# Naples

**PHENOMENAL > 2015**  
PHENOM JET ASSOCIATION CONFERENCE

# COEUR D'ALENE

# PHENOMENAL » 2014

# MICA STUDIO CENTER



# MACINTOSH BOOKS AND PAPER

**BACK TO SCHOOL BASH**  
**Monday, August 24**  
**2:30pm - 4:30pm**

**with author Jen Calonita**

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MEET **DAVID DORSEY**  
 AUTHOR OF **FOURTH DOWN IN DUNBAR**  
 SATURDAY, JANUARY 31ST



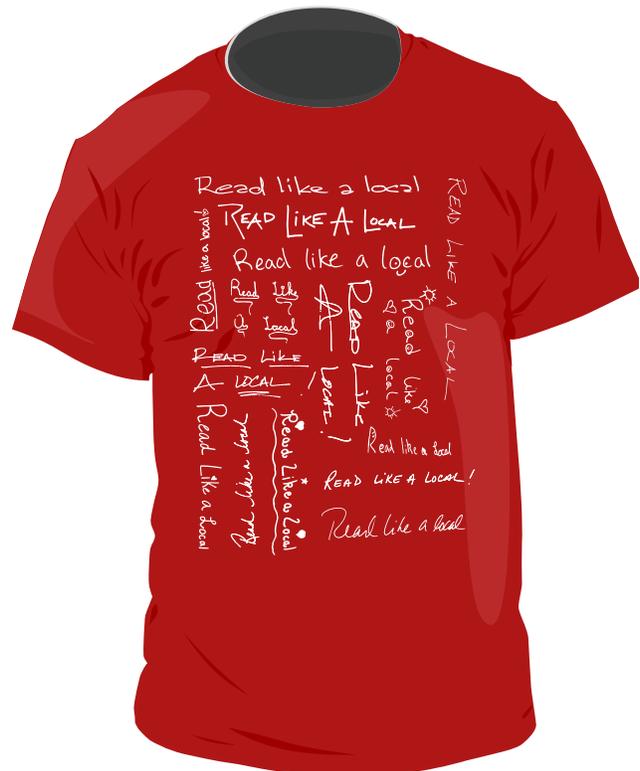
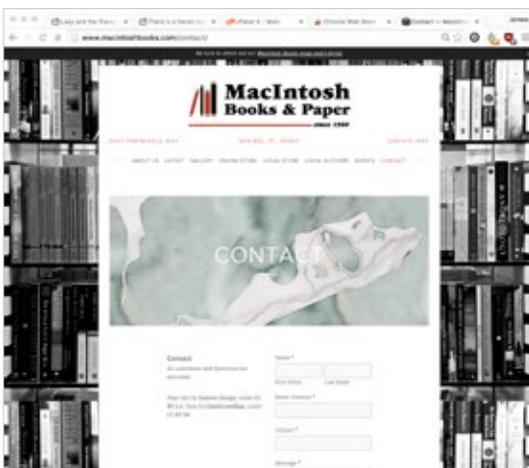
A story that is purely, wonderfully, tragically American. The tension is football, but the threads Dorsey pursues demand a larger stage.  
 Randy Wayne White - Author of the Dr. Ford novels

A moving meditation on hope and despair, wealth and poverty, dreams and reality, a book that answers the worthwhile question: how could one troubled American neighborhood produce so many NFL players?  
 Steve Rushin - Columnist - Sports Illustrated

Join us at the Sanibel Deli for great food and great conversation!

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# LOGOS



# CONTACT

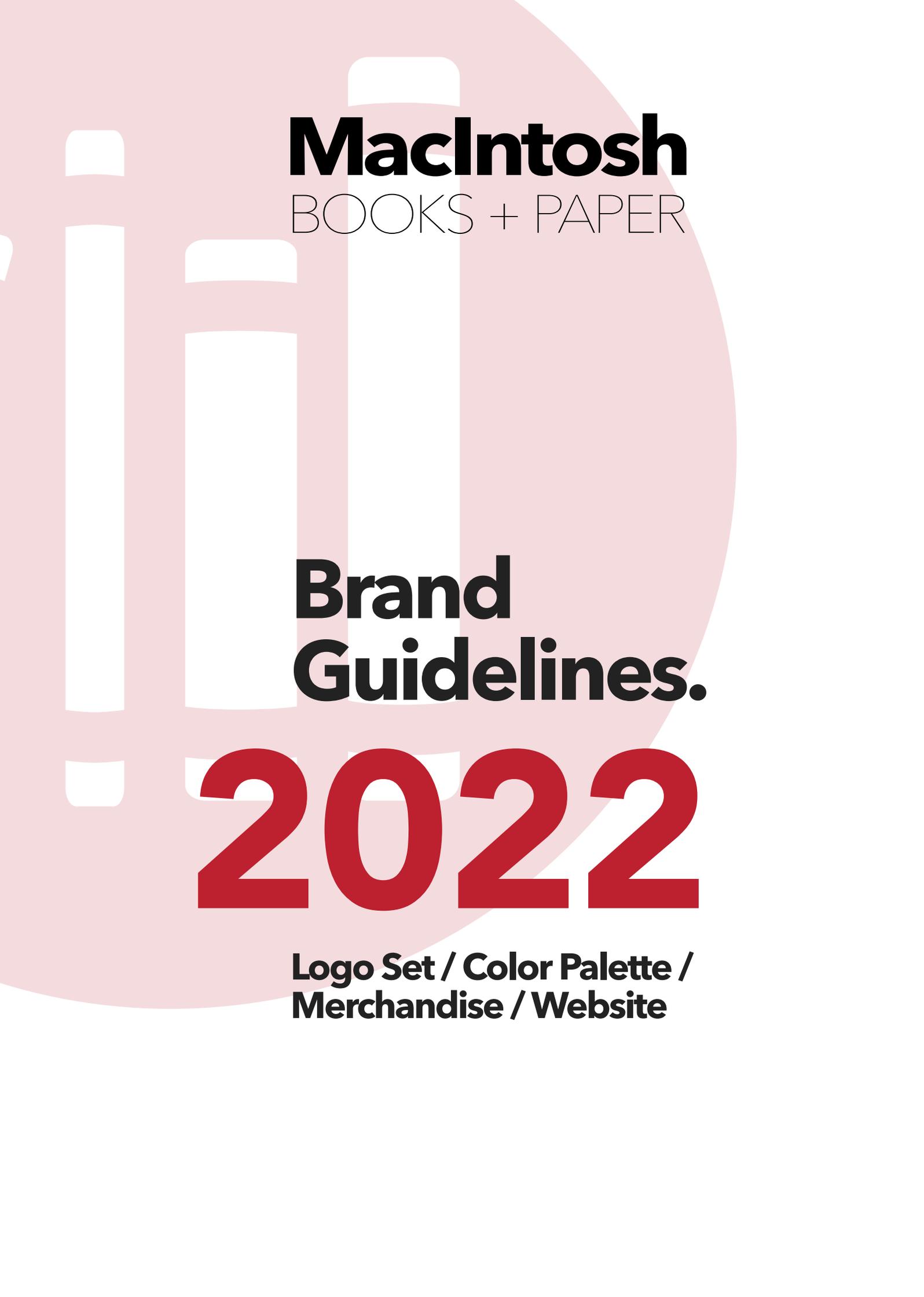
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**[www.Jamesholly.com](http://www.Jamesholly.com)**

**[Jholly07@gmail.com](mailto:Jholly07@gmail.com)**

**#.239.851.2781**

*Resume and additional work available upon request.*



# MacIntosh

BOOKS + PAPER

## Brand Guidelines.

# 2022

Logo Set / Color Palette /  
Merchandise / Website



**MacIntosh**  
BOOKS + PAPER

## Logo Horizontal

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MacIntoshBooks.com | A SANIBEL TRADITION SINCE 1960



MacIntoshBooks.com | A SANIBEL TRADITION SINCE 1960

## Logo Horizontal

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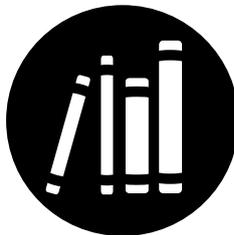


## Logo Vertical

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**MacIntosh**  
BOOKS + PAPER



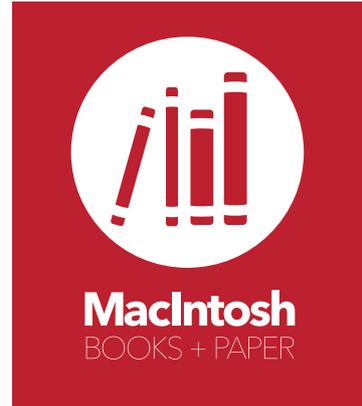
**MacIntosh**  
BOOKS + PAPER



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A SANIBEL TRADITION SINCE 1960



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**typography.**

**Avenir Next.**

Rorum niperiam quiam, conet ommoditias  
allassit fugit, eost occum facipsam faccum.

**This is  
Avenir Next**

# Typography.

## Primary Typeface Weights

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Ultra Light

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&!/,;:\_\*")

Regular.

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&!/,;:\_\*")

*Italic.*

*AaBbCcDdEeFfGgHhIiJjK LlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&!/,;:\_\*")*

Medium.

**AaBbCcDdEeFfGgHhIiJjK LlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&!/,;:\_\*")**

**Bold.**

**AaBbCcDdEeFfGgHhIiJjK LlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&!/,;:\_\*")**

typography.

Aa

AaBbCcDd EeFfGg

HhIiOo123456789

+;%@\*

**Plantin MT Pro.**

Eost occum facipsam faccum in eatem eossunt etur  
sapis rerspid.

# Typography.

## Secondary Typeface Weights

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Regular.

AaBbCcDdEeFfGgHhIijjK LlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&!/,;:\_\*")

*Italic.*

*AaBbCcDdEeFfGgHhIijjK LlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&!/,;:\_\*")*

**Bold.**

**AaBbCcDdEeFfGgHhIijjK LlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&!/,;:\_\*")**

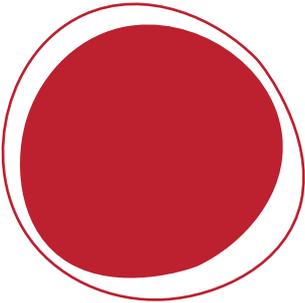
**Extra Bold.**

**AaBbCcDdEeFfGgHhIijjK LlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&!/,;:\_\*")**

# color palette.

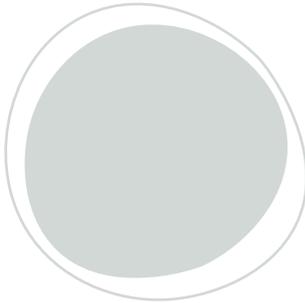
## Color Palette. Primary Color System

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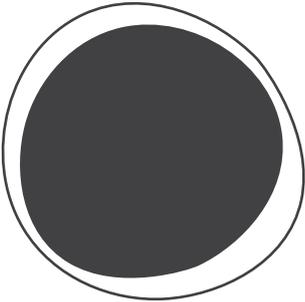
**Macintosh Red**

CMYK 18 / 100 / 91 / 8  
Pantone PMS200C  
RGB 192 / 0 / 21  
HTML #c00015



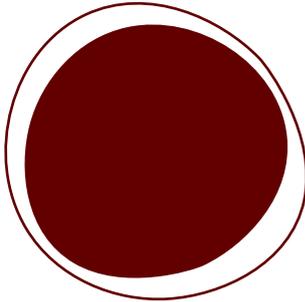
**Macintosh Light Grey**

CMYK 17 / 10 / 13 / 0  
Pantone 649C  
RGB 212 / 230 / 222  
HTML #F3D9D1



**Macintosh Slate**

CMYK 0 / 0 / 0 / 90  
Pantone 419C  
RGB 25 / 25 / 25  
HTML #191919



**Macintosh Deep Red**

CMYK 0 / 94 / 100 / 73  
Pantone 4973  
RGB 69 / 4 / 0  
HTML #450400

# company stationery set.

Cards and Stationery.

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products.



**products.**

