

Matthew McGuinness

Multidisciplinary Graphic Designer

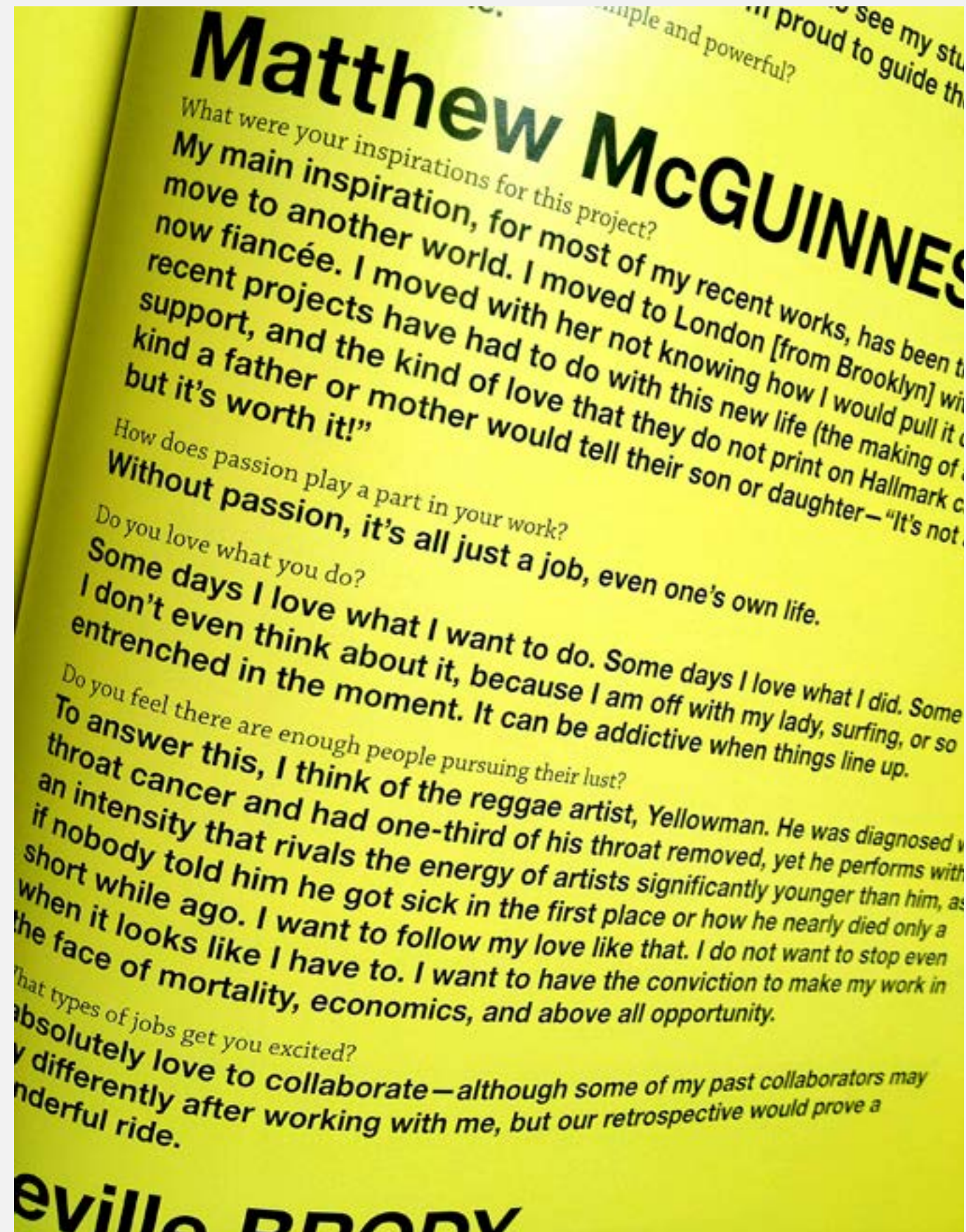
Bio

Matt was a founding member of [The Visual Mafia](#) and [The 62](#), and has since moved his studio to London, where he is freelancing and working on his latest project, [Goumandizing London](#).

[matthew at matthewmcguinness.com](mailto:matthew@matthewmcguinness.com)

Work

Rebicycling
Essential Home
Metro International
Underwriters Laboratories
Gourmandizing
Colors
Wall Street Journal
Posting Bills
McCallum & Tarry



Matthew McGuinness

Multidisciplinary Graphic Designer

Bio

Work

Rebicycling

Essential Home
Metro International
Underwriters Laboratories
Gourmandizing
Colors
Wall Street Journal
Posting Bills
McCallum & Tarry

> Logo

Design as social action
project with The 62, using
discarded bicycles as a tool
to engage in public dialogue
pertinent to urban and
environmental issues
in the Bronx, NY.



Matthew McGuinness

Multidisciplinary Graphic Designer

Bio

Work

Recycling

Essential Home
Metro International
Underwriters Laboratories
Gourmandizing
Colors
Wall Street Journal
Posting Bills
McCallum & Tarry

> Logo Application

Used the existing paint jobs on the bikes to help shape and inform the participants' newly designed logos and recycling identities.



Matthew McGuinness

Multidisciplinary Graphic Designer

Bio

Work

Recycling

Essential Home
Metro International
Underwriters Laboratories
Gourmandizing
Colors
Wall Street Journal
Posting Bills
McCallum & Tarry

> Poster

Promotional communication.



Matthew McGuinness

Multidisciplinary Graphic Designer

Bio

Work

Rebicycling

Essential Home
Metro International
Underwriters Laboratories
Gourmandizing
Colors
Wall Street Journal
Posting Bills
McCallum & Tarry

> Concept Sketch & Action

Activated the existing paint jobs on the bikes to help shape and inform the participants' newly designed logos and reshape the history of what was once discarded



Matthew McGuinness

Multidisciplinary Graphic Designer

Bio

Work

Rebicycling

Essential Home
Metro International
Underwriters Laboratories
Gourmandizing
Colors
Wall Street Journal
Posting Bills
McCallum & Tarry

> Portrait

Johanna with Family Memorial.
C-Print. 24 x 24 inches.



Matthew McGuinness

Multidisciplinary Graphic Designer

Bio

Work

Rebicycling

Essential Home

Metro International

Underwriters Laboratories

Gourmandizing

Colors

Wall Street Journal

Posting Bills

McCallum & Tarry

> **Logo**

Worked on the re-branding of the in-house home interiors line of the American chain store Kmart.



ESSENTIAL HOME

Matthew McGuinness

Multidisciplinary Graphic Designer

Bio

Work

Rebicycling

Essential Home

Metro International

Underwriters Laboratories

Gourmandizing

Colors

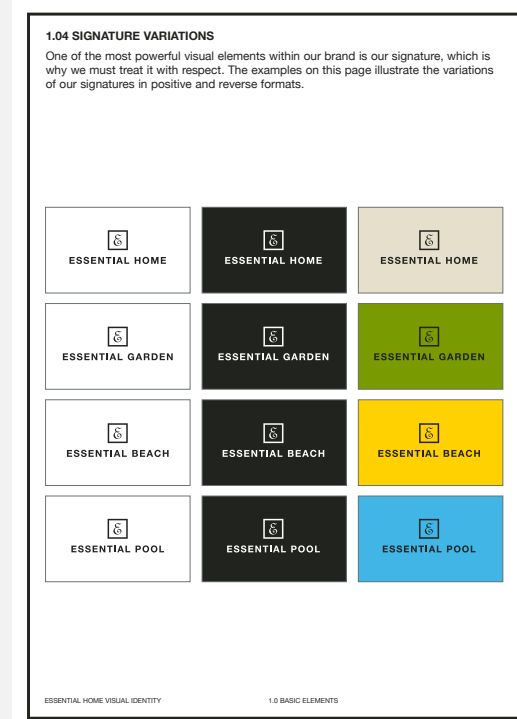
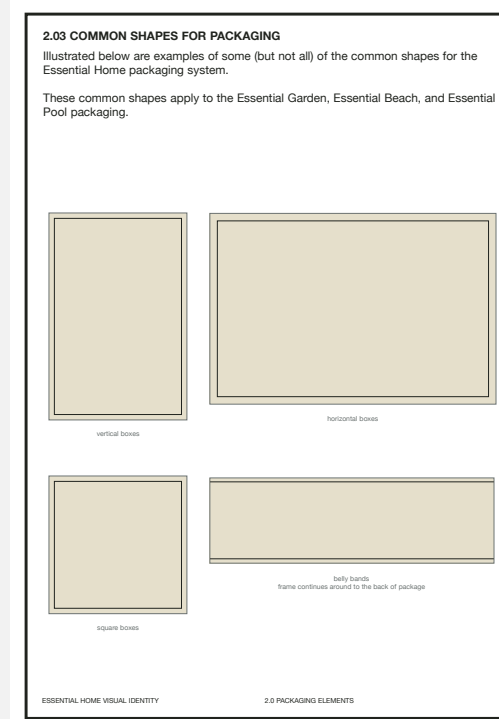
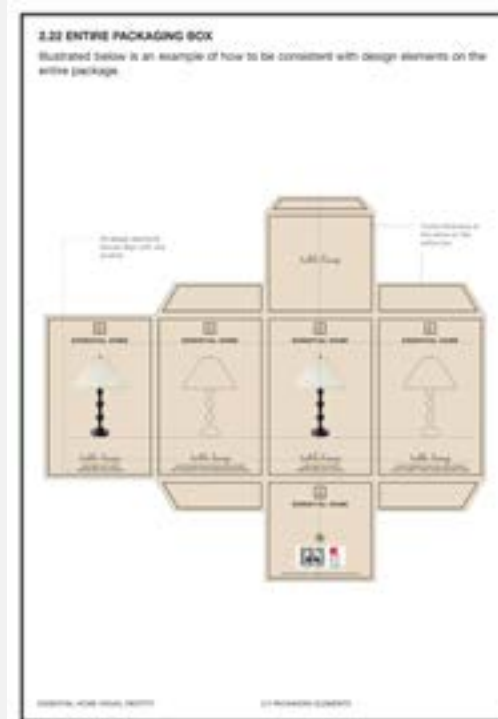
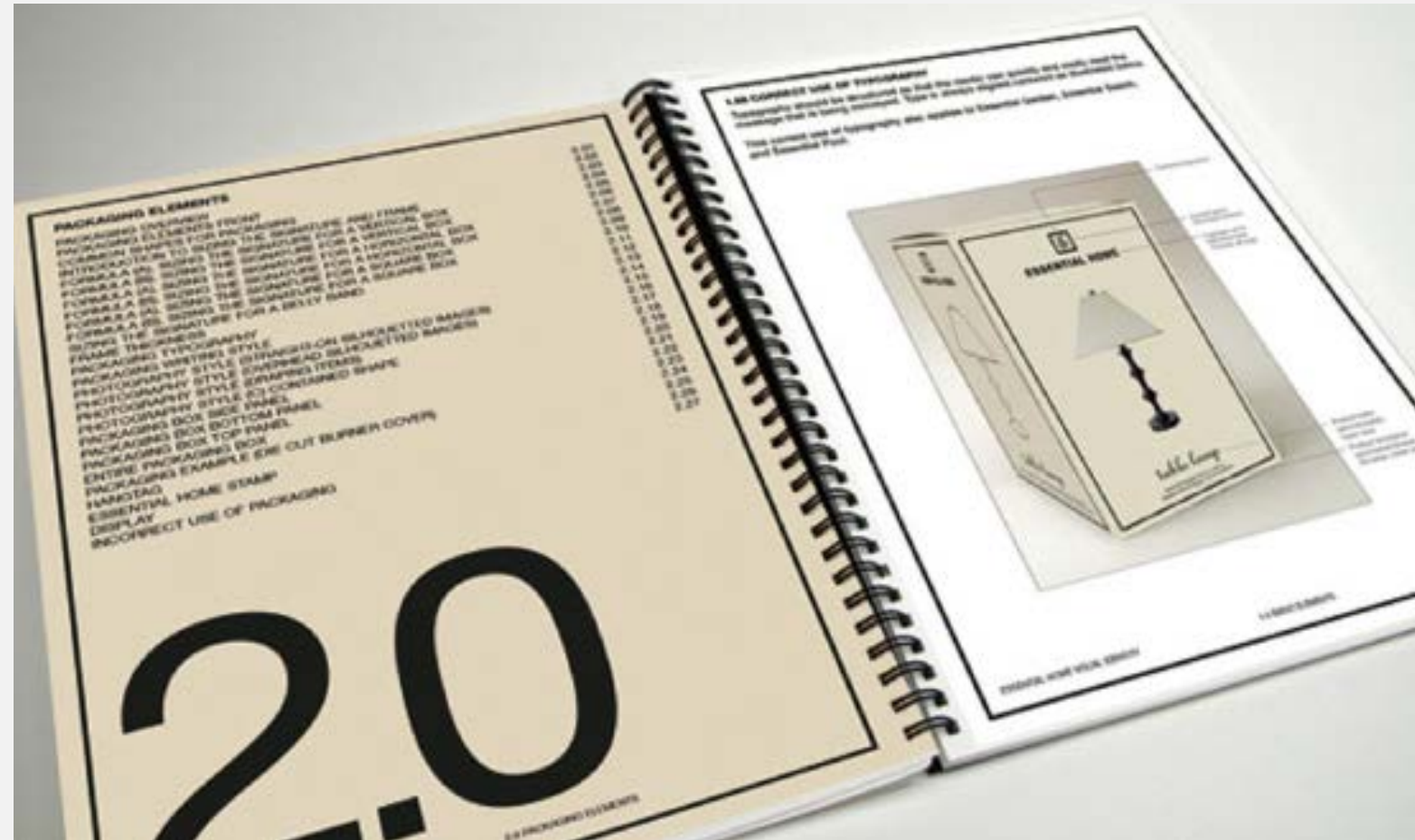
Wall Street Journal

Posting Bills

McCallum & Tarry

> Brand Guidelines

Co-authored and designed the Brand Guidelines.



Matthew McGuinness

Multidisciplinary Graphic Designer

Bio

Work

Rebicycling

Essential Home

Metro International

Underwriters Laboratories

Gourmandizing

Colors

Wall Street Journal

Posting Bills

McCallum & Tarry

> Brand Packaging

Worked on the design, illustration and extension of the brand's signature variations.

4.10 KIDS ILLUSTRATIONS

This page illustrates the library of illustrations that are used on the Essential Home kids packaging.



ESSENTIAL HOME VISUAL IDENTITY

1.0 BASIC ELEMENTS

NOVEMBER 16, 2004

4.01 KIDS PACKAGING OVERVIEW

This page illustrates examples of Essential Home kids packaging and hangtag.



ESSENTIAL HOME VISUAL IDENTITY

4.0 KIDS PACKAGING

Matthew McGuinness

Multidisciplinary Graphic Designer

Bio

Work

Recycling

Essential Home

Metro International

Underwriters Laboratories

Gourmandizing

Colors

Wall Street Journal

Posting Bills

McCallum & Tarry

> Brand Packaging

Led and directed a team of five production artists, implementing the brand standards and extending the design to 3,500 unique product skews.



Matthew McGuinness

Multidisciplinary Graphic Designer

Bio

Work

Rebicycling
Essential Home

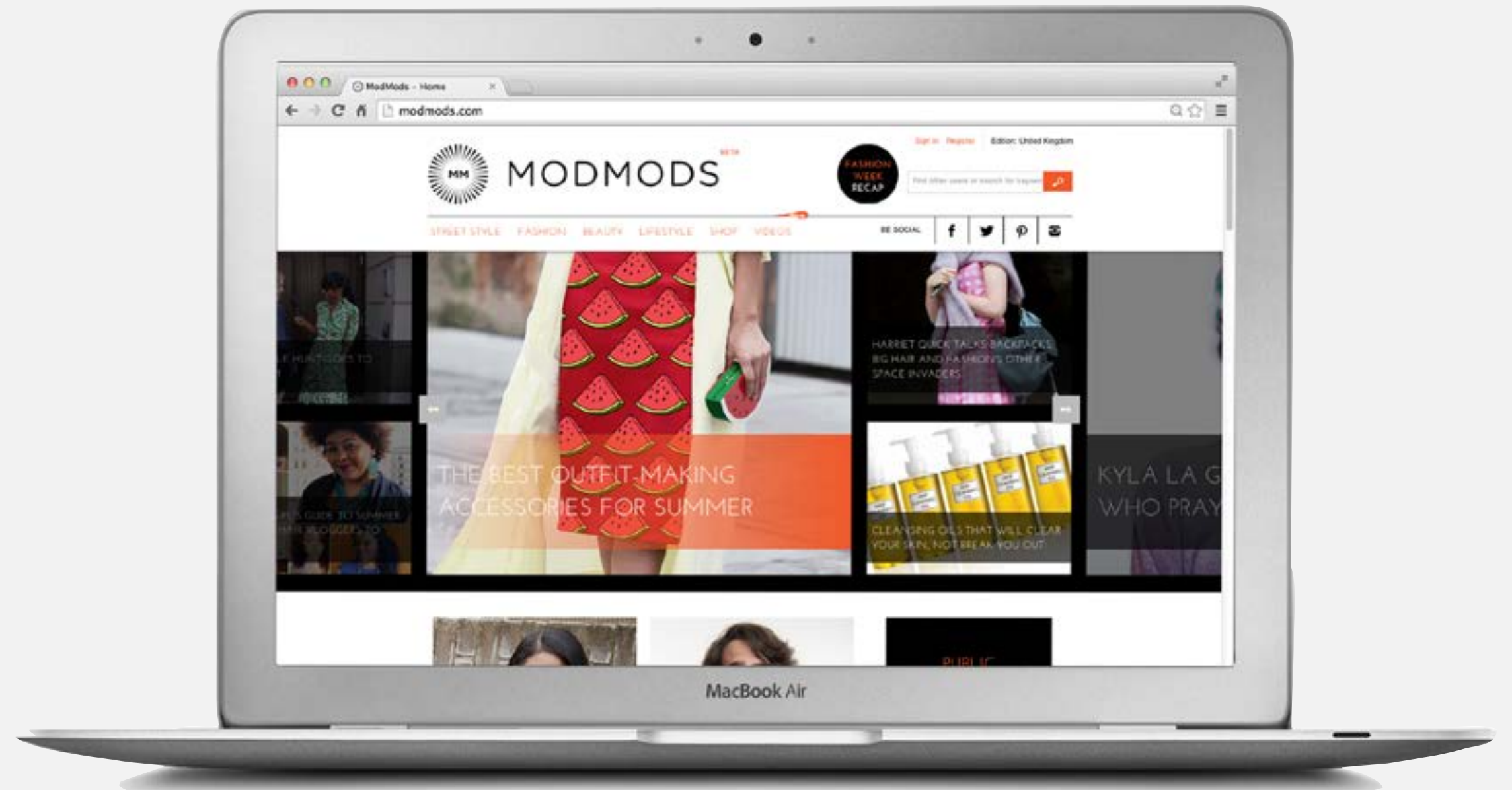
Metro International

Underwriters Laboratories
Gourmandizing
Colors
Wall Street Journal
Posting Bills
McCallum & Tarry

> ModMods

Design / UI / UX consultant of the website ModMods.com, an international fashion and lifestyle digital title funded by Metro International newspapers.

[Visit website >](#)



Matthew McGuinness

Multidisciplinary Graphic Designer

Bio

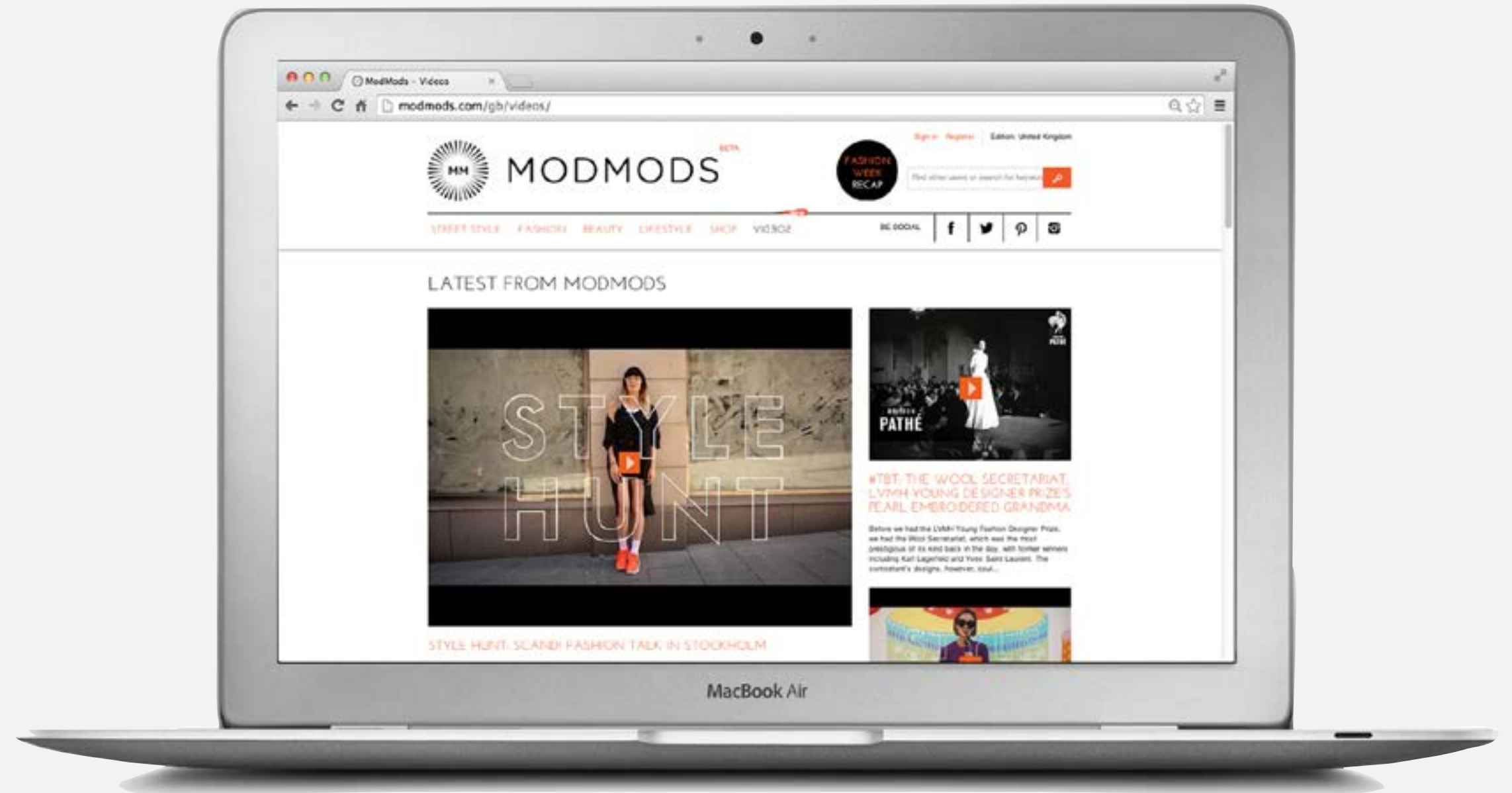
Work

Rebicycling
Essential Home
Metro International
Underwriters Laboratories
Gourmandizing
Colors
Wall Street Journal
Posting Bills
McCallum & Tarry

> ModMods

Design / UI / UX consultant of the website ModMods.com, an international fashion and lifestyle digital title funded by Metro International newspapers.

[Visit website >](#)



Matthew McGuinness

Multidisciplinary Graphic Designer

Bio

Work

Rebicycling
Essential Home

Metro International

Underwriters Laboratories
Gourmandizing
Colors
Wall Street Journal
Posting Bills
McCallum & Tarry

> Style Hunt

Created identity for the
Pharrell Williams produced
series Style Hunt, in
collaboration with
Metro International
and ModMods.

[Watch Series >](#)



Matthew McGuinness

Multidisciplinary Graphic Designer

Bio

Work

Rebicycling
Essential Home
Metro International
Underwriters Laboratories
Gourmandizing
Colors
Wall Street Journal
Posting Bills
McCallum & Tarry

> Style Hunt

Designed illustrations, lettering and art directed motion graphics for the Pharrell Williams produced series, Style Hunt, in collaboration with Metro International and ModMods.

[Watch Series >](#)



Matthew McGuinness

Multidisciplinary Graphic Designer

Bio

Work

Rebicycling
Essential Home
Metro International
Underwriters Laboratories
Gourmandizing
Colors
Wall Street Journal
Posting Bills
McCallum & Tarry

> Fashion Week Supplement

Designed illustrations, lettering and editorial for various editions of Metro International newspapers.



Matthew McGuinness

Multidisciplinary Graphic Designer

Bio

Work

Rebicycling

Essential Home

Metro International

Underwriters Laboratories

Gourmandizing

Colors

Wall Street Journal

Posting Bills

McCallum & Tarry

> Fashion Week Supplement Cover

Designed illustrations, lettering and editorial for various editions of Metro International newspapers.



Matthew McGuinness

Multidisciplinary Graphic Designer

Bio

Work

Rebicycling

Essential Home

Metro International

Underwriters Laboratories

> **Logo**

Gourmandizing

Colors

Wall Street Journal

Posting Bills

McCallum & Tarry

Worked on the rebranding
of Underwriters Laboratories.



**Underwriters
Laboratories**

Matthew McGuinness

Multidisciplinary Graphic Designer

Bio

Work

Rebicycling
Essential Home
Metro International
Underwriters Laboratories
Gourmandizing
Colors
Wall Street Journal
Posting Bills
McCallum & Tarry

> Brand Guidelines

Co-authored and designed the brand guidelines.

LOGO SPECIFICATIONS AND USAGE/ UL PATHWAY WITH TAGLINE

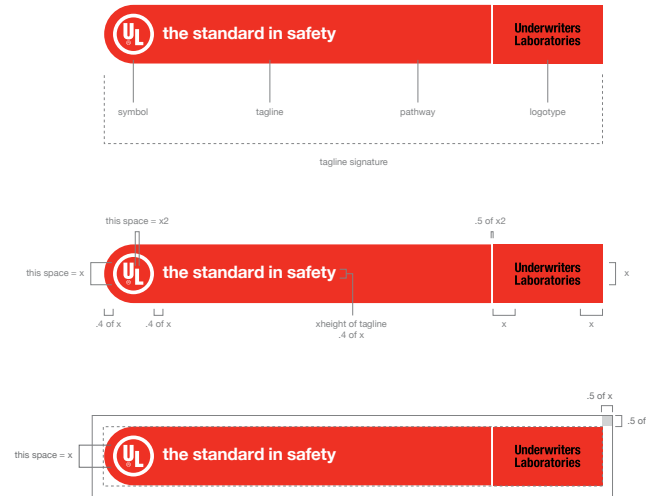
The UL pathway is a metaphor for UL's long history. It illustrates a starting point for the standard in safety, and moves forward. The pathway pays homage to a company that is progressive in its thinking and a leader in the industry. It shows a clear vision and direction as UL moves forward into the future making lives of everyday people safer.

The UL pathway reinforces our new tagline: a key component of our new visual identity that sends a clear and forceful message. There can be no mistake about our claim to be the world's leading product safety testing and certification organization, and virtually synonymous with safety.

Pantone® 485C is the preferred color for the tagline signature and should be used in all marketing communications. This manual shows how to use the tagline signature in various formats. Check the appropriate section index for reference to a specific example.

The UL pathway with tagline should not be used if its size would be too small to be legible and should never be produced on conflicting backgrounds.

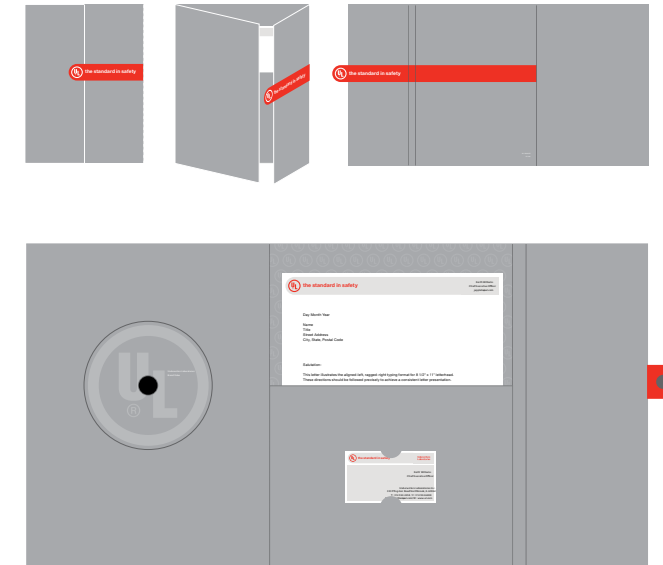
The tagline signature is never translated into other languages.



POCKET FOLDERS/ PRESENTATION FOLDER

This tri-fold, multi-purpose 9"x12" presentation folder has a magnetic clasp, a pocket for a cover letter and printed materials, an insert for a business card and an anchor clasp for a CD.

Copyright Date and Brochure Code — 7.5/10 pt. Helvetica Neue 45 Light Condensed, optical kerning, tracking 10 U/c, flush right, ragged left.



US STANDARD/ STANDARD BUSINESS CARD

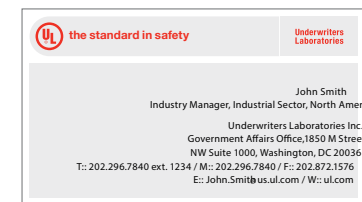
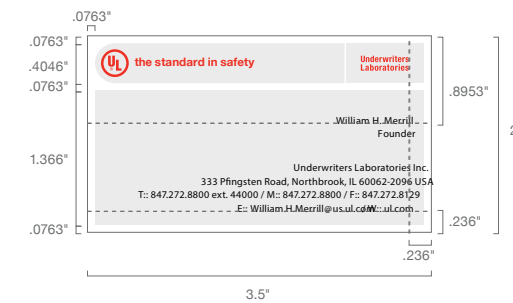
STANDARD BUSINESS CARD

The US standard business card is 3-1/2 by 2 inches and should be Cranes Cover Fluorescent White 110 lb. or similar.

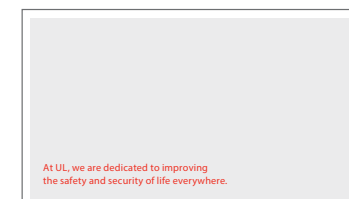
Corporate Color Palette — UL pathway and adjoining tinted areas print Metallic PMS 877 at 10%. The UL logo, tagline, UL logo type and UL mission statement (on reverse side) print PMS 485 U 100%. Business card information prints PMS Black U.

Name — 7.5/10 pt. Helvetica Neue 67 Medium Condensed, optical kerning, tracking 20 U/c, flush right, ragged left.

Location Address — 7.5/10 pt. Helvetica Neue 45 Light Condensed, optical kerning, tracking 10 U/c, flush right, ragged left.



Extended Titles / Address / Phone Numbers



Back of Card

Matthew McGuinness

Multidisciplinary Graphic Designer

Bio

Work

Rebicycling
Essential Home
Metro International
Underwriters Laboratories
Gourmandizing
Colors
Wall Street Journal
Posting Bills
McCallum & Tarry

> Brand Guidelines

Designed environmental graphics, signage and created new look and feel for lab coats, transportation fleet and safety materials.

TESTING FACILITIES

UL employees, who take pride in what they do, now have a chance to show their true colors, with these color-coded safety helmets.

Water Testing



Electric Testing



Fire Testing



General Worker



Guest

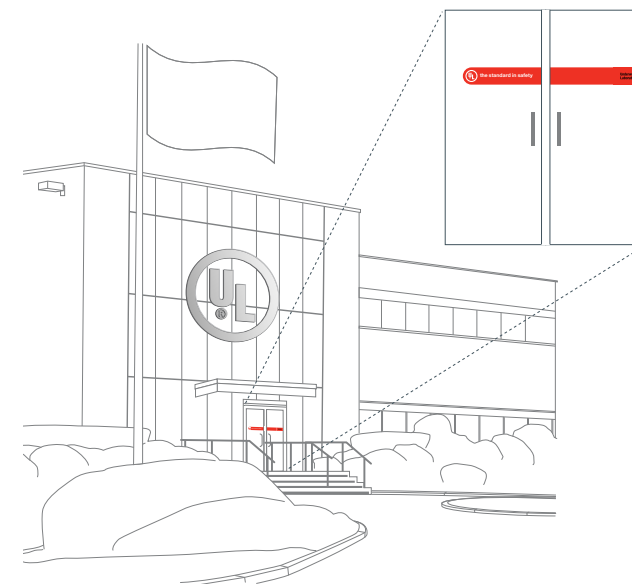


EXTERIOR/ OFFICE OVERVIEW

The main entrance to the building is the recommended UL logo placement, with the UL pathway across the entrance doors. This office overview logo should always include the registered trademark symbol, with the ® centered under the letter U and even with the bottom of the letter L, as illustrated.

Preferred colors for office overviews are grey or red.

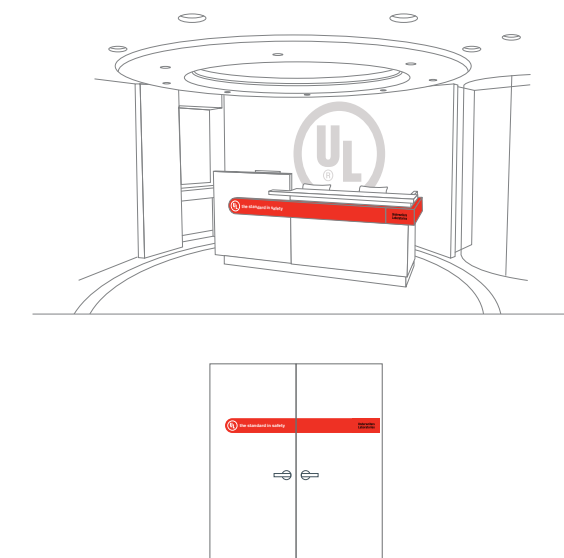
In many cases, UL offices do not have the option for exterior signage. For interior office overview signage, place the UL pathway across the entrance doors as illustrated.



INTERIOR/ LOBBY SIGNAGE

In the reception area, the red pathway graphic should be wrapped around the receptionist's desk, as a highlight trim.

For lobby entrances without reception desks, place the UL pathway across the entrance doors as illustrated.



Matthew McGuinness

Multidisciplinary Graphic Designer

Bio

Work

Rebicycling
Essential Home
Metro International
Underwriters Laboratories

Gourmandizing

Colors
Wall Street Journal
Posting Bills
McCallum & Tarry

> Logo

Design as social action
project exploring the cultural
and social order of food
as a democratic material.



GOURMANDIZING
LONDON

Matthew McGuinness

Multidisciplinary Graphic Designer

Bio

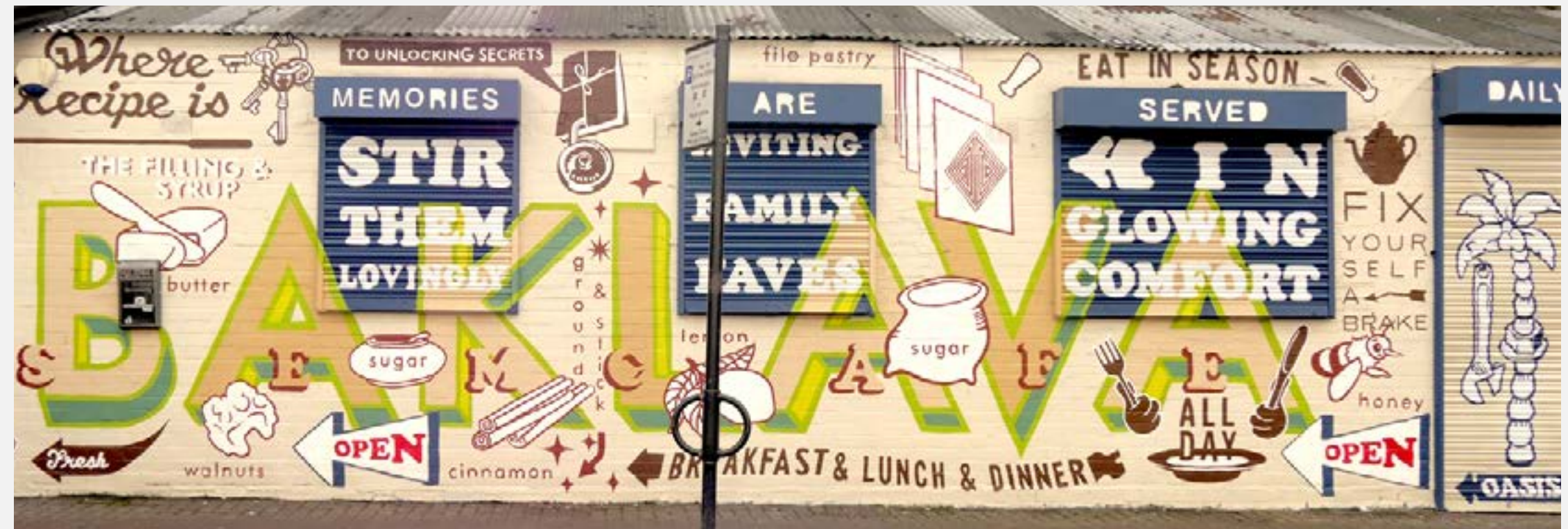
Work

Rebicycling
Essential Home
Metro International
Underwriters Laboratories
Gourmandizing
Colors
Wall Street Journal
Posting Bills
McCallum & Tarry

> Mural

Baklava,
Loughborough Junction,
London

Engage in the visual landscape, by using murals to discuss how the diverse cultural diasporas in South East London have slowly changed what it means to cook British.



Matthew McGuinness

Multidisciplinary Graphic Designer

Bio

Work

Rebicycling
Essential Home
Metro International
Underwriters Laboratories

Gourmandizing

Colors
Wall Street Journal
Posting Bills
McCallum & Tarry

> Documentary Short

Gourmandizing collects and shares recipes with Londoners who live in various neighborhoods via a mural project.

[Visit video >](#)



Matthew McGuinness

Multidisciplinary Graphic Designer

Bio

Work

Rebicycling
Essential Home
Metro International
Underwriters Laboratories

Gourmandizing

Colors
Wall Street Journal
Posting Bills
McCallum & Tarry

> Brand Merchandise

Designed a series of cotton tea towels. Great to add to one's collection, for use in a personal or professional kitchen, or hang as decoration.



Matthew McGuinness

Multidisciplinary Graphic Designer

Bio

Work

Rebicycling
Essential Home
Metro International
Underwriters Laboratories

Gourmandizing

Colors
Wall Street Journal
Posting Bills
McCallum & Tarry

> Mural(s)

Plan Ahead, Peckham, London
Detail

Engage in the visual landscape, by using murals to discuss how the diverse cultural diasporas in South East London have slowly changed what it means to cook British.



Matthew McGuinness

Multidisciplinary Graphic Designer

Bio

Work

Rebicycling
Essential Home
Metro International
Underwriters Laboratories

Gourmandizing

Colors
Wall Street Journal
Posting Bills
McCallum & Tarry

> Mural(s)

Plan Ahead, Peckham, London
Detail

Engage in the visual
landscape, by using murals
to discuss how the diverse
cultural diasporas in South East
London have slowly changed
what it means to cook British.



Matthew McGuinness

Multidisciplinary Graphic Designer

Bio

Work

Rebicycling
Essential Home
Metro International
Underwriters Laboratories

Gourmandizing

Colors
Wall Street Journal
Posting Bills
McCallum & Tarry

> Mural(s)

Plan Ahead, Peckham, London
Detail

Engage in the visual landscape, by using murals to discuss how the diverse cultural diasporas in South East London have slowly changed what it means to cook British.



Matthew McGuinness

Multidisciplinary Graphic Designer

Bio

Work

Rebicycling
Essential Home
Metro International
Underwriters Laboratories
Gourmandizing
Colors
Wall Street Journal
Posting Bills
McCallum & Tarry

> Cookbook Zine Workshops

Conducted workshops at the Tate Modern Museum using techniques found in illustration and graphic design to visually articulate the connection of a memory to a favorite dish or an emotional association to a plate of food prepared by a family member.



Matthew McGuinness

Multidisciplinary Graphic Designer

Bio

Work

Rebicycling
Essential Home
Metro International
Underwriters Laboratories

Gourmandizing

Colors
Wall Street Journal
Posting Bills
McCallum & Tarry

> Signs

Developed a sign painting business, creating bespoke signs and window splashes that cater to the needs of independent London businesses.



Matthew McGuinness

Multidisciplinary Graphic Designer

Bio

Work

Rebicycling
Essential Home
Metro International
Underwriters Laboratories
Gourmandizing

Colors

Wall Street Journal
Posting Bills
McCallum & Tarry

> Guest Art Director / Designer

Worked alongside the
Editor in Chief and Art Director
to build a new direction in Color's
visual voice.



Matthew McGuinness

Multidisciplinary Graphic Designer

Bio

Work

Rebicycling
Essential Home
Metro International
Underwriters Laboratories
Gourmandizing

Colors

Wall Street Journal
Posting Bills
McCallum & Tarry

> Guest Art Director / Designer

Worked alongside the Editor in Chief and Art Director to build a new direction in Color's visual voice.



Matthew McGuinness

Multidisciplinary Graphic Designer

Bio

Work

Rebicycling
Essential Home
Metro International
Underwriters Laboratories
Gourmandizing

Colors

Wall Street Journal
Posting Bills
McCallum & Tarry

> Guest Art Director / Designer

Worked alongside the
Editor in Chief and Art Director
to build a new direction in Color's
visual voice.



Matthew McGuinness

Multidisciplinary Graphic Designer

Bio

Work

Rebicycling
Essential Home
Metro International
Underwriters Laboratories
Gourmandizing
Colors

Wall Street Journal > Contract Illustrator

Posting Bills
McCallum & Tarry
Freelance illustrator for The Wall Street Journal's Markets section.

MANAGING

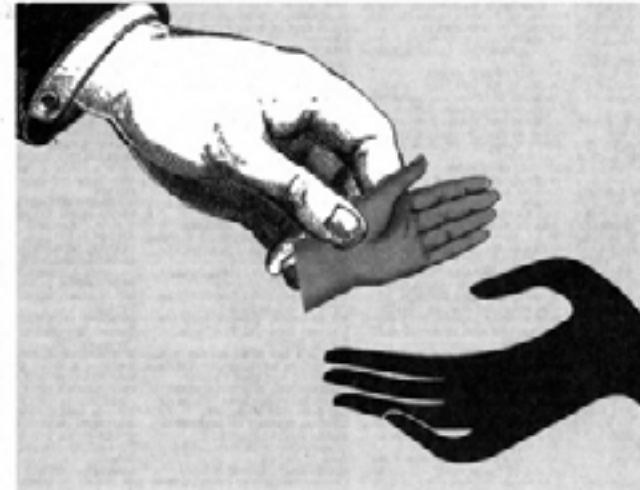
Theory & Practice / By Scott Thurm

Teamwork Raises Everyone's Game

Having Employees Bond Benefits Companies More Than Promoting 'Stars'

IT TURNS OUT your high school coach was right: Teamwork matters. Research from a variety of settings, from hospital operating rooms to Wall Street, suggests that the way people work together is important for an endeavor's success—even in fields thought of as dominated by individual "stars." The studies may offer lessons for executives on boosting productivity and innovation.

In the case of heart surgery, teamwork literally can be a matter of life and death. Robert Huckman and Gary Pisano of Harvard Business School analyzed the work of Pennsylvania heart surgeons who practice at more than one hospital. The professors found that the death rates from similar procedures performed by the same surgeon can vary as much as fivefold at different hospitals. Most of the



ifornia, which is handling the sale. But wild horses literally might keep some bidders away: Mustangs frequent one of the nine tracts that the property is being divided into. Mr. Fine says they like to loiter around the grass near a dried-up lakebed, and adds that federal Bureau of Land Management officials have expressed interest in buying these areas to protect the equine residents.

A Bureau of Land Management spokesman says that while the agency often tries to buy land to protect wildlife, the bureau is approaching any more

handful of bankers eager to launch another private-equity fund to pour into deals.

But Washington, D.C., merchant bank and private-equity fund Perseus LLC—whose investment ventures have ranged from turning around sneaker brand Converse to part-ownership of the publishing house that printed "The 9/11 Investigations: Staff Reports of the 9/11 Commission"—is launching its first \$100 million fund

to break into real estate. Newly hired Perseus Realty executive says their main will distinguish



agree on anything.

"It's not for the faint of heart," says Robert Billingsley, a Colliers ABR vice chairman who oversees the joint venture. He predicts that the fund will succeed because Colliers has an extensive network of real-estate brokers who can tell it about potential deals. The firm also runs 12 million square feet of Manhattan office space.

Last Friday, the joint venture closed on its first deal by purchasing a \$35 million building at 229 W. 28th St. A Colliers broker tipped off the joint-venture



ing hedge funds use ETFs to bet against a sector. Mutual funds, on the other hand, cater almost exclusively to individual investors, so the rise in assets of the Pro-Funds fund says that a growing number of small investors are convinced real-estate values are going down.

In Play

It has been a poorly kept secret in real-estate circles that Cohen Financial, the Chicago-based finance and advisory firm, has been flirting with a deal to create an alliance with the New York-based real-estate firm

Orphales Holdings Inc., which owns the ship, wants the shopping center to be filled with shops selling:

"watches, diamonds, jewelry, leather goods." He says CB Richard Ellis has time to select the perfect brands.

While the residential condominiums come up for sale this week, Mr. Allen says the ship won't be completed for two years.

"I want them all. I want Gucci. I want everything that you would see going down Rodeo Drive," Mr. Allen says.

than a decade, investors are worried consumers are tightening their purse strings as mall owners suffer.

There's already some evidence of that. International Council of Shopping Centers report released yesterday said weekly chain-store sales last week dropped 2.1% from the week before—the biggest drop in nearly two years. Compared with the same week last year, sales were up 2.4%, but that's well below



Matthew McGuinness

Multidisciplinary Graphic Designer

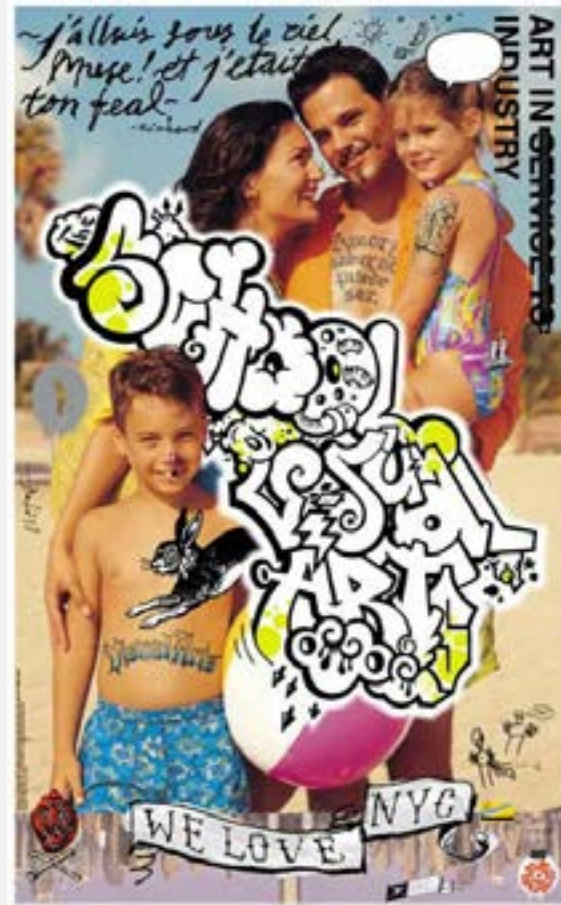
Bio

Work

Rebicycling
Essential Home
Metro International
Underwriters Laboratories
Gourmandizing
Colors
Wall Street Journal
Posting Bills
McCallum & Tarry

> School of Visual Arts

Illustrator, letterer and designer, working with designer James Victore on The School of Visual Arts' annual subway poster, which was a devotional to New York, everything we love about it and the people we love in it.



Matthew McGuinness

Multidisciplinary Graphic Designer

Bio

Work

Rebicycling
Essential Home
Metro International
Underwriters Laboratories
Gourmandizing
Colors
Wall Street Journal
Posting Bills
McCallum & Tarry

> Fabrica / Opus 13

Illustrator, letterer and designer, working collaboratively with designer Paolo Palma on a theater poster promoting an experimental audio performance in Venice, Italy.



Matthew McGuinness

Multidisciplinary Graphic Designer

Bio

Work

Rebicycling
Essential Home
Metro International
Underwriters Laboratories
Gourmandizing
Colors
Wall Street Journal
Posting Bills
McCallum & Tarry

> Knox Overstreet

Illustrator, letterer, designer and printer, working collaboratively with Andrei Kallaur on a promotion tour poster for a Brooklyn-based rock band.



Matthew McGuinness

Multidisciplinary Graphic Designer

Bio

Work

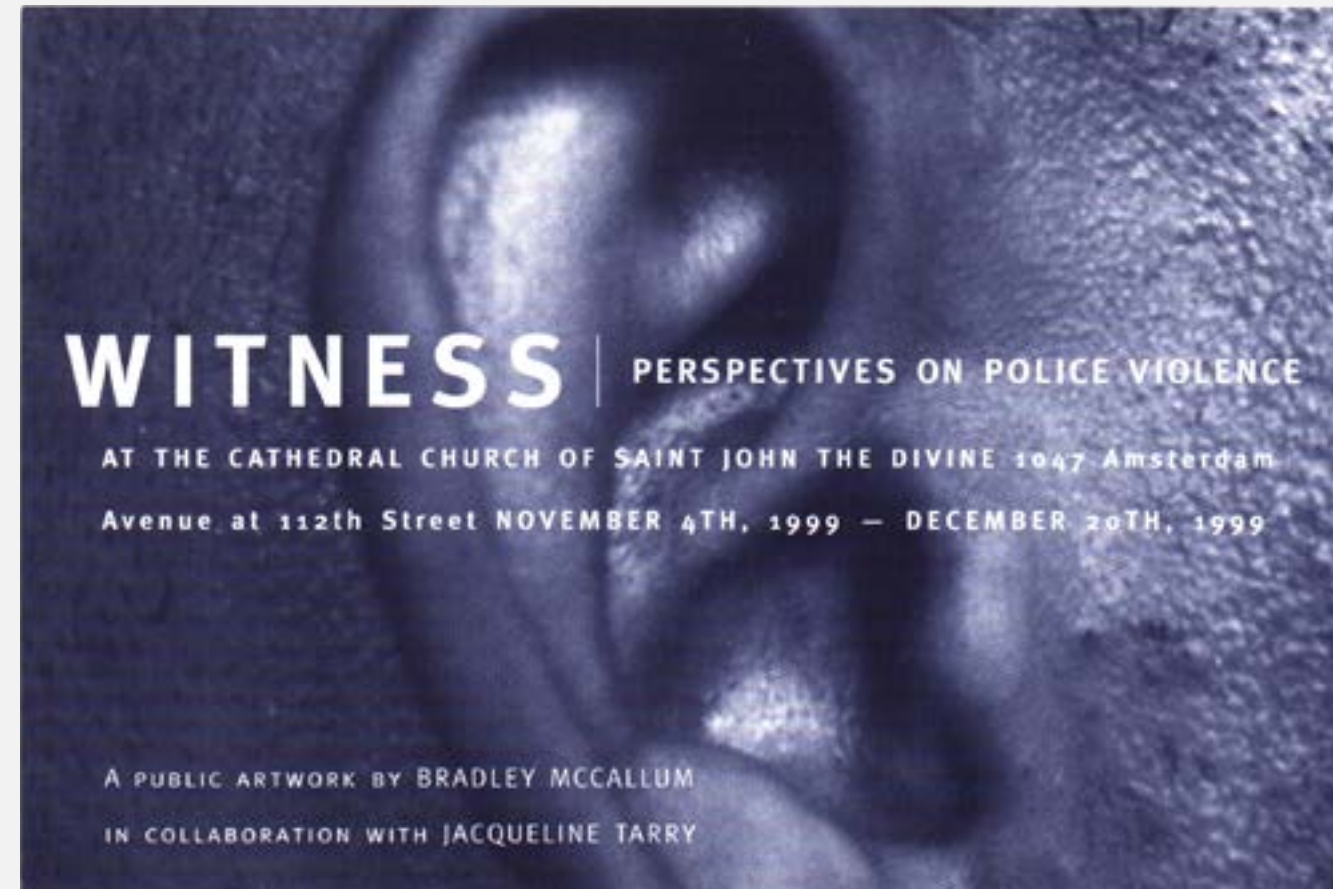
Rebicycling
Essential Home
Metro International
Underwriters Laboratories
Gourmandizing
Colors
Wall Street Journal
Posting Bills

McCallum & Tarry

> Logo / Communications

Witness: Perspectives on Police Violence. Cathedral St. John the Divine, New York.

Designed identity and promotional communications for a civic artwork documenting histories of witnesses, survivors and victims of police violence. This was accompanied by video projections, photographic images and text to create intimate listening spaces and to examine the depths of an act of public violence.



Matthew McGuinness

Multidisciplinary Graphic Designer

Bio

Work

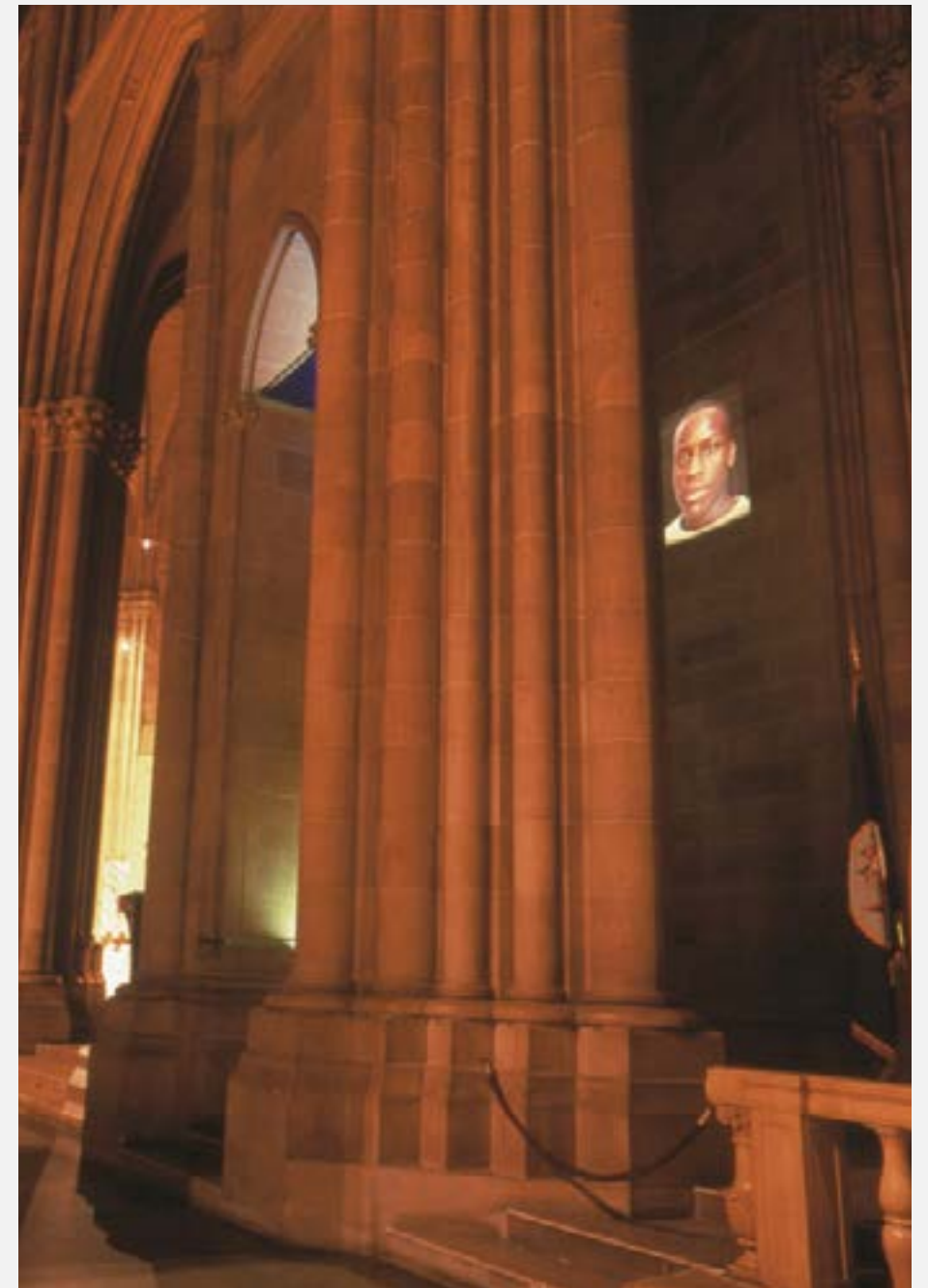
Rebicycling
Essential Home
Metro International
Underwriters Laboratories
Gourmandizing
Colors
Wall Street Journal
Posting Bills

McCallum & Tarry

> Installation

Witness: Perspectives on Police Violence. Cathedral St. John the Divine, New York.

Designed environmental and exhibition graphics for a civic artwork documenting histories of witnesses, survivors and victims of police violence. This was accompanied by video projections, photographic images and text to create intimate listening spaces and to examine the depths of an act of public violence.



Matthew McGuinness

Multidisciplinary Graphic Designer

Bio

Work

Rebicycling

Essential Home

Metro International

Underwriters Laboratories

Gourmandizing

Colors

Wall Street Journal

Posting Bills

McCallum & Tarry

> Logo

Silence, Center Church on the Green, New Haven, Connecticut.

Designed identity and promotional communications for a civic artwork that commemorated the church's history as a site of African-American resistance during the gradual process of emancipation from slavery.

silence

Matthew McGuinness

Multidisciplinary Graphic Designer

Bio

Work

Rebicycling
Essential Home
Metro International
Underwriters Laboratories
Gourmandizing
Colors
Wall Street Journal
Posting Bills
McCallum & Tarry

> Installation

Silence, Center Church on the Green, New Haven, Connecticut.

Designed environmental and exhibition graphics for a civic artwork that commemorated the church's history as a site of African-American resistance during the gradual process of emancipation from slavery.



Matthew McGuinness

Multidisciplinary Graphic Designer

Bio

Work

Rebicycling
Essential Home
Metro International
Underwriters Laboratories
Gourmandizing
Colors
Wall Street Journal
Posting Bills
McCallum & Tarry

> Gate

*Looking For... a slave named,
Purchase College, State University
of New York, Purchase New York.*

Designed a site specific
sculptural installation, a gate,
located on the owner's grounds
on campus, based on texts from
a 1800's census records. The will
and distribution of Judge John
Thomas Jr's slave property.



Matthew McGuinness

Multidisciplinary Graphic Designer

Bio

Work

Recycling
Essential Home
Metro International
Underwriters Laboratories
Gourmandizing
Colors
Wall Street Journal
Posting Bills
McCallum & Tarry

> Wallpaper

Designed a conceptual wallpaper as a background to hang the artists' paintings against. It quietly referred to the "One Drop Rule" in which a person with as little as one drop of black blood in their heritage was considered "colored." Originally endorsed as a way to increase the slave population in the United States, the rule directly led to laws prohibiting miscegenation.

