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Matt Turney
Graphic Design
Portfolio



Hi, I'm Matt Turney. A design instructor and multidisciplinary graphic artist living in San Diego.

I teach design to local college students and help companies create visual experiences in the lifestyle and entertainment space.

My mission is to collaborate with organizations, and brands who share the values of making the world a better place.

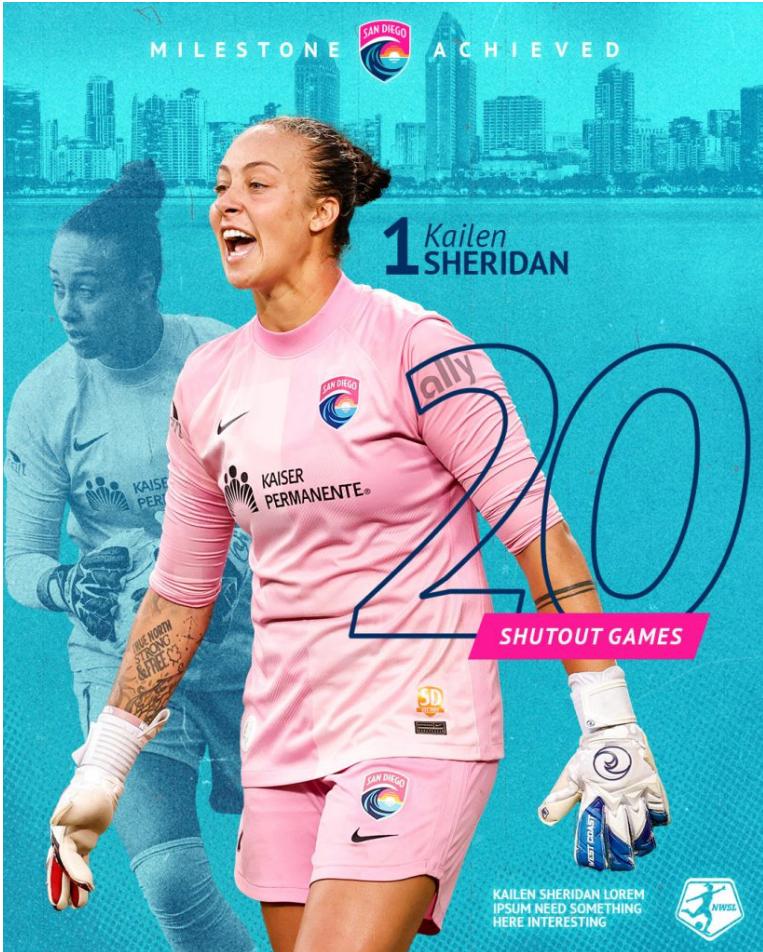
As a design professional with over 20 years of experience, I strive to build long-lasting relationships with clients. My goal is to deliver work that consistently meet their needs and goes above expectations.

Please enjoy my portfolio of work.



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/ 01. Social Media

// 02. Signage

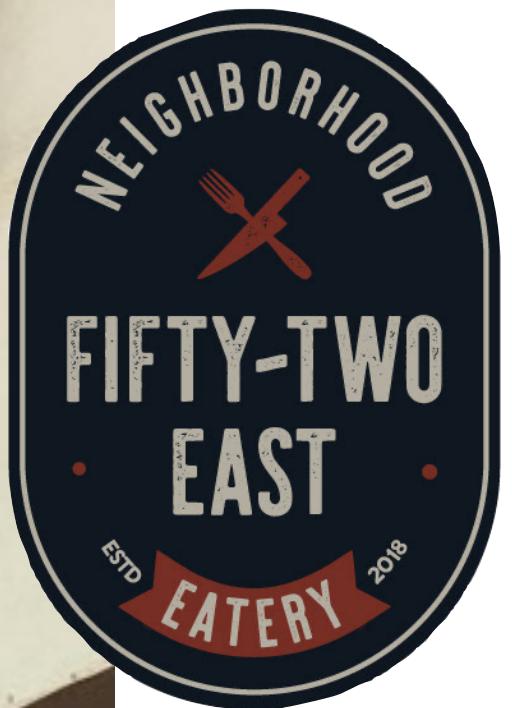
01. San Diego Wave FC

Last season was quite an Inaugural season for SD Wave FC. Many records were broken and a deep playoff run.

It was a pleasure working on social media graphics for Alex Morgan's 50th Career goal. The design required something bright and exciting that would stop people from scrolling on social media. If the provided Wave Logo and Alex Morgan photos weren't enough, I focused on adding a style with clean typography on top of imagery that included several layers of texture, and a scaled-back photo of the San Diego skyline.

Additional projects included in game signage as well as bus wraps to promote games.





/ 01. Logo Design

// 02. Menu Design

/// 03. Website Design

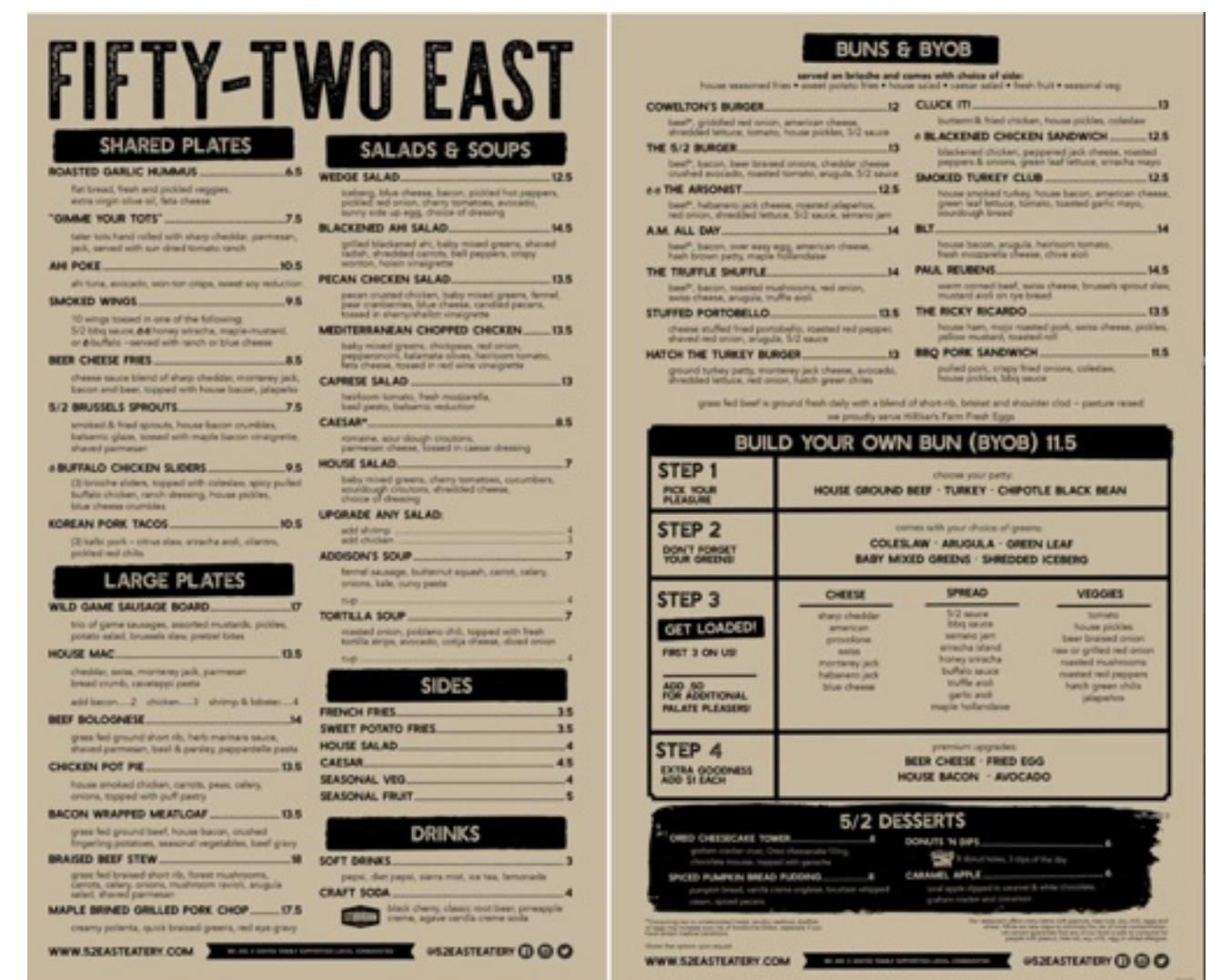
02. **52 East Eatery**

52 East Eatery is a local, family-owned restaurant in Southern California.

Chef Adam Gilly (Owner) is passionate about great food, great beer, and community. Chef Adam's arm tattoo of a crossed fork & knife was incorporated into the logo and restaurant to give it a personal touch

“As Santee natives, we wanted to open 52 East Eatery to give Santee a local, family-owned restaurant that it could be proud of. We’re so passionate about great food and great beer and we’re so excited that we get to share everything we have to offer with the community.”

~ Chef Adam Gilly





/ 01. Logo Design

// 02. T-shirt Design

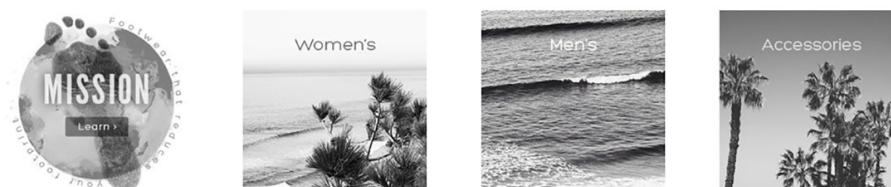


03. Portland Trailblazers

A series of merchandise and t-shirts to be sold in the Portland Trailblazers team store. This included creative ideas that didn't look dated and also featured an illustration of current team scoring leader Rasheed Wallace at that time.

A "1977" mark was created to celebrate the team's 25th Anniversary in 2022. It was important to me to capture the authenticity of the original Trailblazer's lettering while working with Clark Chen to ensure that the mark would be viable for embroidery. We also took into consideration that this concept must also fit future plans to expand this collection to founding years for other NBA teams as well.

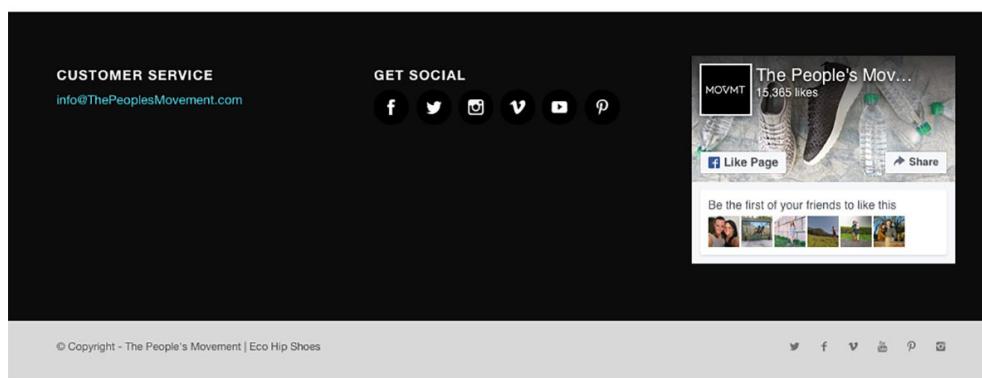




As seen in:

[InStyle](#) [NYLON](#) [EXTRA](#) [Men's Health](#) [GLAMOUR](#) [PeopleStyleWatch](#)

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/ 01. Website Design

// 02. Advertising Materials

/// 03. Footwear Cads



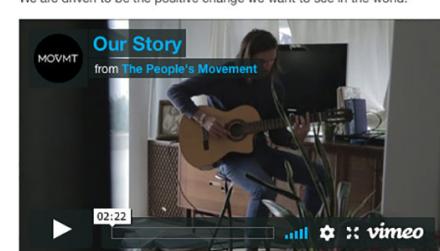
Our Story

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Our Story

The People's Movement was born from the desire to create shoes and accessories for friends that reflected our passion for clean design... and a clean environment.

We are driven to be the positive change we want to see in the world.



What is a Gyre?

The map below shows the location of the 5 major gyres. Each dot represents 44lbs of toxic plastic in a swirling garbage heap that pollutes our planet, poisons our food (fish), and destroys ocean life. [5gyres.org](#) reports that a recent study estimates a total mass of floating plastic debris of about 268,000 tons. *Based on measurements from 2 expeditions.*

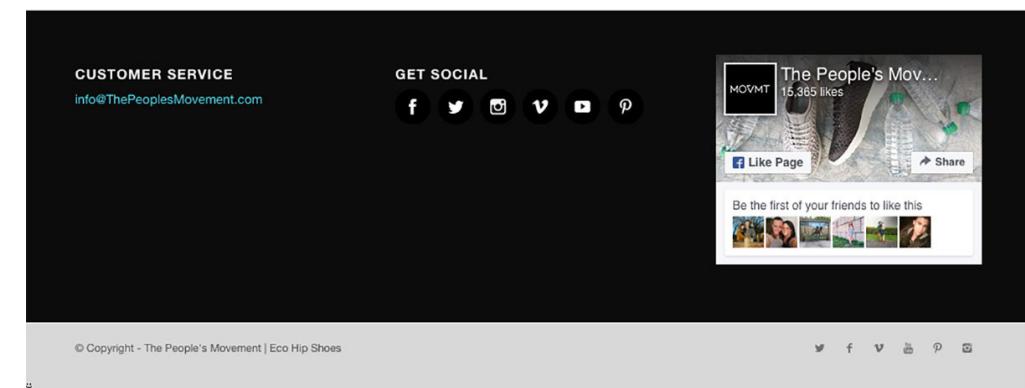


Our Mission

The People's Movement creates eco-hip footwear and accessories that stand for reduction of single-use plastic. We pair eco-conscious materials with up-cycled plastic bags cleaned from Bali creating products that help protect our planet. We also support organizations like 5 Gyres who have systematically reduced plastics through oceanic research, collaboration and action. [Join the cause. Start a MOVMT.](#)



Join the MOVMT and share this!



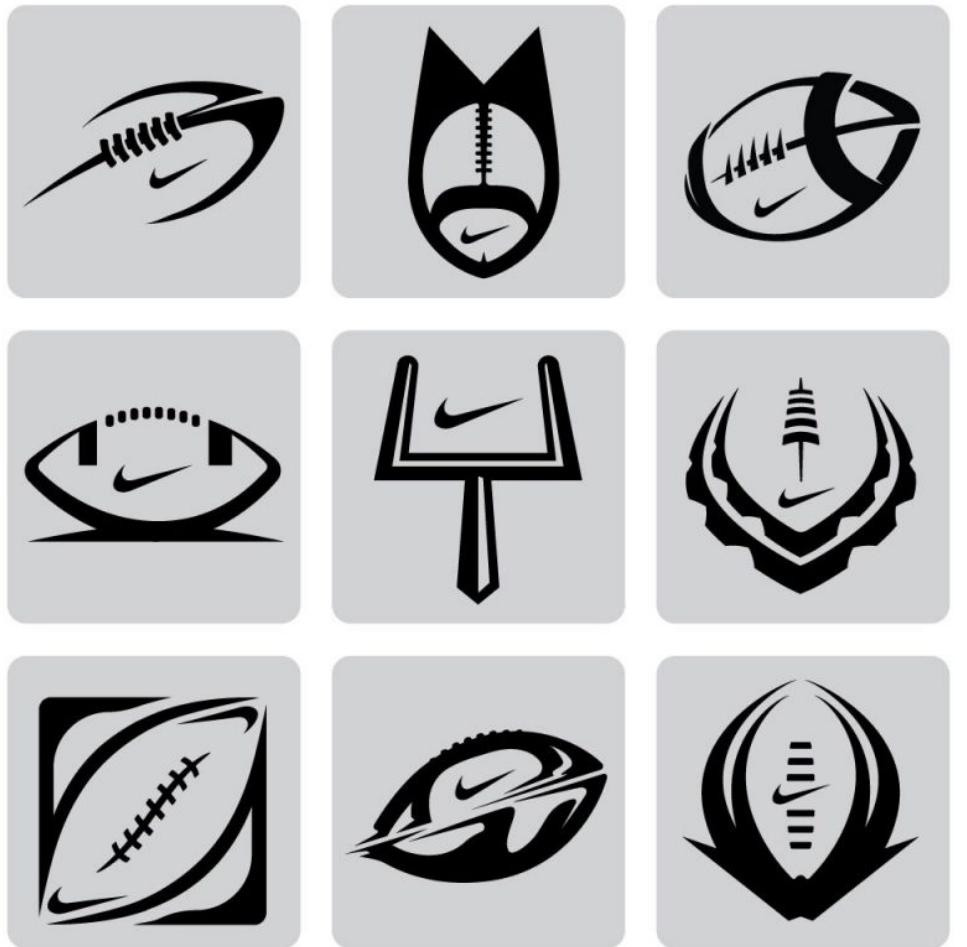
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04. The Peoples MOVMT

Join the MOVMT!

At The People's Movement we fight hard against the "single-use" plastic epidemic. As a company that practices what it preaches It's not uncommon to find the founders of the company refusing plastic straws and lids.

With MOVMT I am able to work on all graphic needs including shoe color-ups, catalog design, social media, e-blasts, and website creation and maintenance.



/ 01. Logo Design

// 02. Illustration

05. Nike Football

I had the opportunity to work with the crew over at Lincoln Design Co. (Portland, OR) on icons for Nike Football. The job was to create concepts that could eventually succeed the current Nike Football logo seen on consumer apparel as well as for college team apparel.

Working with a large team of designers submitting Ideas, I decided to vary the look of each concept.

The final mark was closest to the far right logo in the middle row of the proposed set of logos.



Schedule Poster



Pocket Schedule



Fan Reward Card



Sticker and Coaster Concepts



Legion Lager Ad



/ 01. Social Media Design

// 02. Signage

06. SD Legion Rugby

I spent the 2021 Season working with the San Diego Legion Rugby team.

While they had a general style guide, they allowed me to come up with my own look. I decided to go with a black background with imagery of the team faded back. This allowed me to focus on the scale and contrast of the players, logos, and text.

The style guide included Red, Black, and White, The SD Legion Logo, and multiple variations of Futura as a required font.

Adidas Gauntlet / Uprising Apparel



- / 01. Logo Design
- // 02. Jersey Design
- /// 03. Graphic T-shirt Design

07. Adidas Basketball

I've worked with Clark, who I met at Adidas USA for over 20 years.

Over that time we have tackled many projects for Adidas Basketball.

You can see a few samples from basketball uniforms to t-shirts and merch.

Some of these came from a tight concept such as the Let's dance t-shirt, and others had an open brief and only a name such as the Phenom logo series.

I am always happy to put my artistic spin on any project that comes about.

ANCHORMAN 2
Ron Burgundy's Guide to Dress for Success

Microphone
 You never know when you'll be presented with an opportunity to speak. With a lifestyle like mine, there is never a dull moment.

Gold Watch
 Remember, time is gold... you are a big deal.

Sex Panther
 Banned in 9 countries. Contains real panther. 60% of the time, it works everytime.

Flask
 A wallet in one pocket, a flask in the other. Welcome to manhood.

Scotchy, Scotch, Scotch
 It's 5 o'clock somewhere. I pour it on my Cheerios.

Gold Ring
 When it's on your right hand it means your roller coaster is ready to ride.

Coffee Mug
 What better way to show you're prepared than holding a cup full of motivation?

Whiskey Glass
 I like my whiskey like I like my women: with big bottoms.

Underwear
 Optional

Jazz Flute
 Confirm your ticket to Pleasuretown by the smooth handling of a delicate instrument.

Baxter The Dog
 My best friend is so wise. He's like a miniature Buddha. Covered in hair.

Dress Socks
 Behind every great lover is a handsome pair of feet sheets.

Loafers
 Keep the clod hoppers at home. Always look like you just stepped off a yacht.

Hair
 My salon quality hair was last night spoken to by the gods. I have no advice I can offer here. Good luck.

Stache
 Keep your flavor saver well groomed as the power of a real man lies in his mustache.

Chest Hair
 Never shave your treasure trail, but pluck those stray grays.

Robe/Kimono
 Weather report calls for high chest hair visibility and a 100% chance of makin' bacon.

Speedo
 Perfect for pool parties. Helps you show off your cannonballs.

Aviators
 Mirrored lenses give your eyes room to roam.

Tie
 It's simple really, compliment your suit with a striped tie, it demands respect. For a casual alternative, keep it cool with a matching turtleneck.

Suits
 A fine suit can transform any boy into a man and any man into a look like a hobbit. If you want to be wealthy, keep the color rich i.e. mahogany

Helicopter
 Nothing says success better than arriving from the sky.

ANCHORMAN 2
IN THEATRES DECEMBER.

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Ron Burgundy's Guide to Dress for Success

shared by StaceyGD on Dec 18

5,974 views 9 saves 9 shares 4 comments

This recently released infographic is based off the highly-anticipated film, "Anchorman 2: The Legend Continues". As the leader of the top-ranked news team in San Diego, Ron Burgundy, is a man of ...

Publisher
AMC Theatres

Designer
AMC Theatres

Tags
None.

Source
<https://www.infographic.com>

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Ron Burgundy's Guide to Dress for Success

If there's one thing Ron Burgundy knows, it's how to look good.

Glasses Relaxes

Hair My hair, quality hair needs constant care, so the best advice is to offer them. Conditioner.

Microphone You can never be too prepared, and when the day hits, you're gonna need these, there's no time for that, no time.

Glasses Keep your glasses clean, so you can see the person of a lifetime like in 10 minutes.

Briefcase Nothing can replace better than affording them.

Chest Hair Never shave chest hair, but you should shave armpits.

Gold Ring When you see a gold band, it means you're either married or in a relationship.

Powder Safely for your partner, unless you're still in a relationship.

Hair Powder Ronald Reagan's hair powder contains no parabens, 90% of the time.

Flash Available in one color, gold, and it's available to everybody.

Bowtie A bow tie can transform any shirt into a shirt and tie, and it's available to everybody. If you need to be the best, then buy a bowtie.

Jeans Pant Gives you a sense of security from the neck down and a sense of a little movement.

Underwear Underwear.

Coffee Mug When better may be done, you're prepared.

Briefs Remember, your briefs are genderless, you are a bipedal.

Leather Keep the cholesterol in focus, always have leather, get a pack.

STAY CLASSY, PLANET EARTH

ANCHORMAN 2

IN THEATRES DECEMBER 18

amazing

01. Illustration

// 02. Layout

08. AMC Theatres

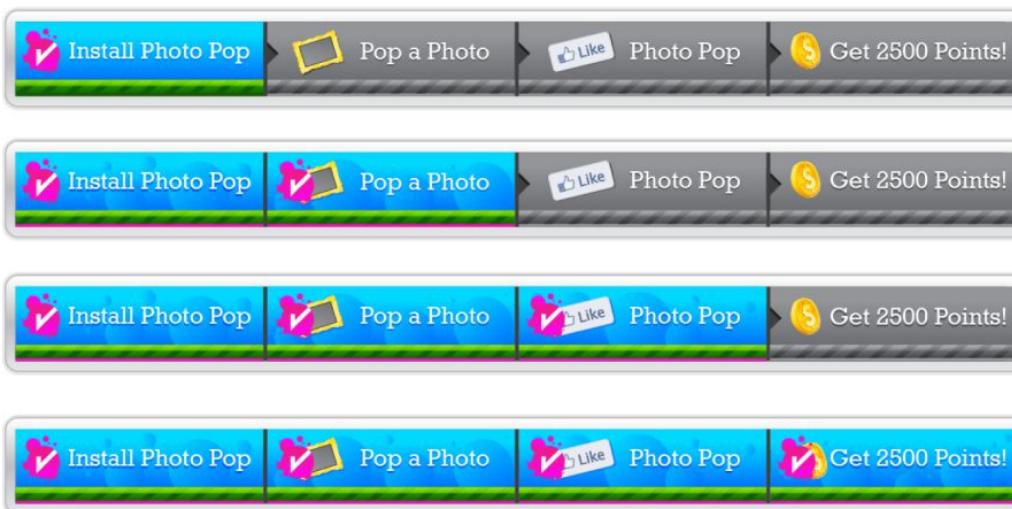
For this illustration and layout project, I worked with a San Diego area agency whose client was AMC theatres. The project's goal was to gain attention and shares as an infographic promoting the Anchorman 2 movie.

The copy was provided by the agency, while the illustration and design was my part. I decided to choose Cooper Black as the font because of its timely 80's feel and how its round serifs are a nice contrast to the sans serif Anchorman 2 font.





Gamified User Experience bar design to help users flow to more points and eventual purchase.



/ 01. Branding

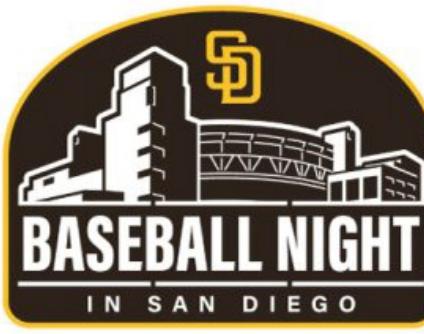
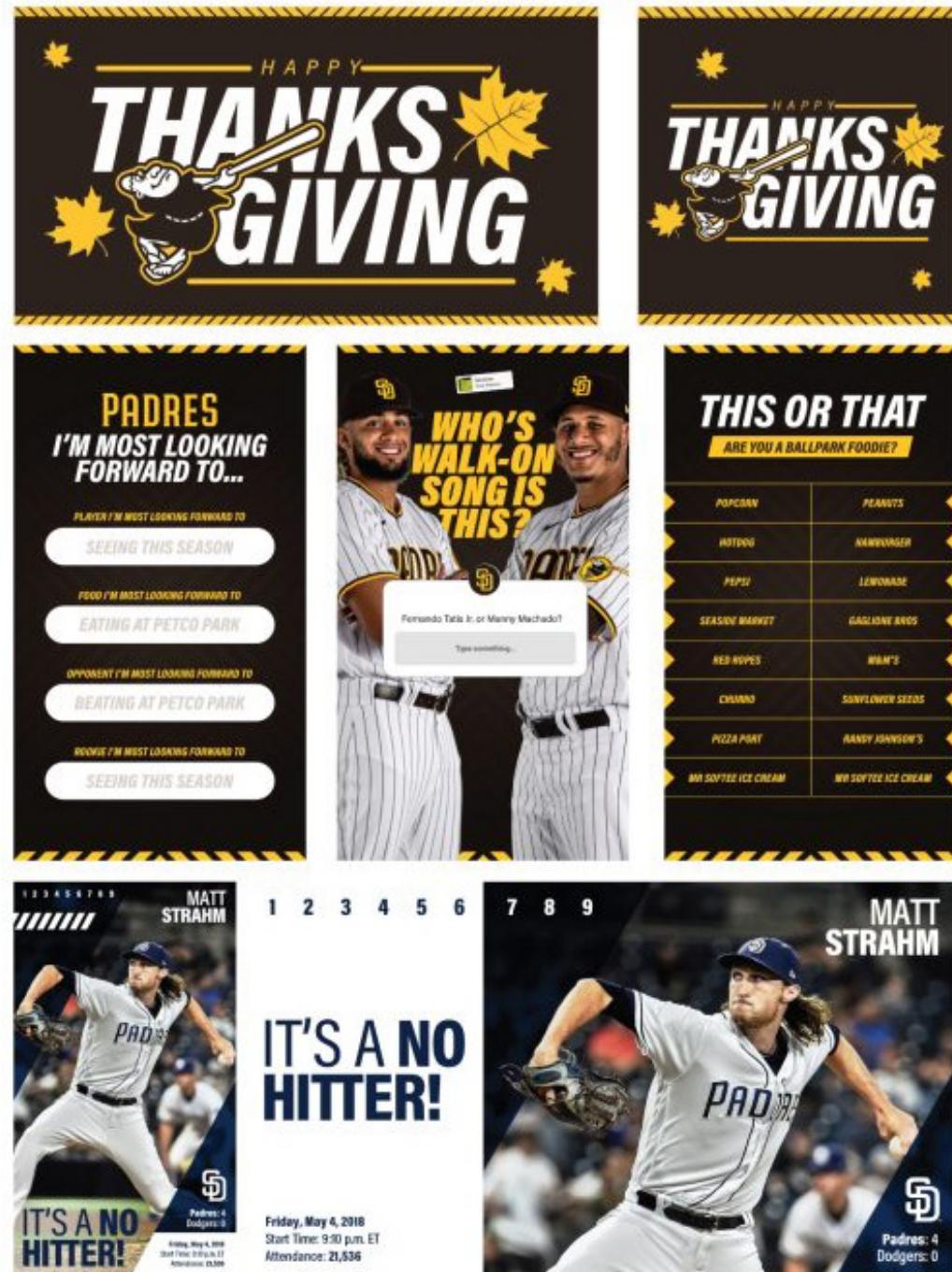
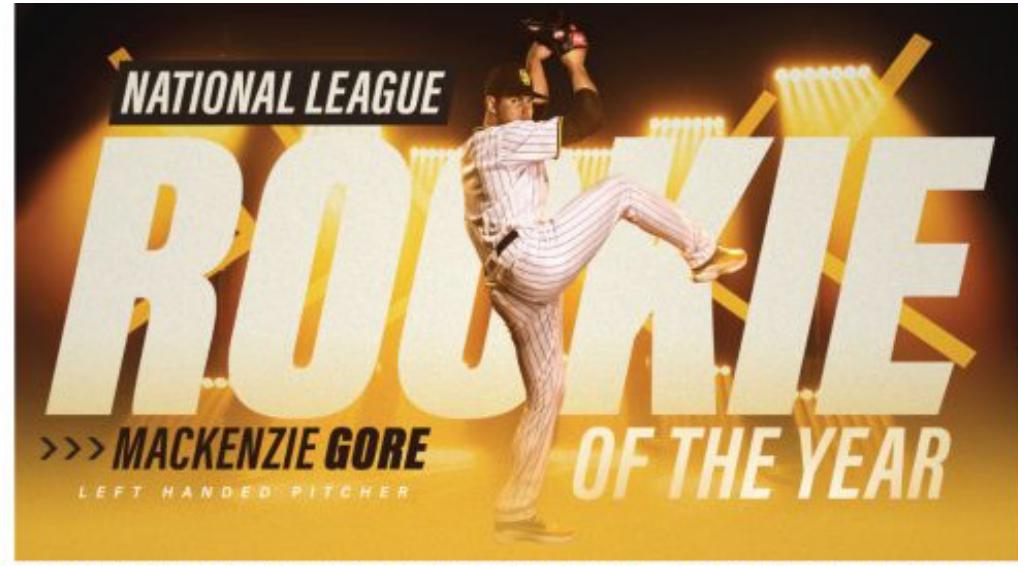
// 02. Illustration



09. Photopop

Photo pop was a Facebook game in 2011, which allowed users to upload their photos from the app and style them by putting cool hats, sunglasses, facial hair, and more which we later dubbed adding POP to your photos.

I was tasked with the naming of the app, the logo design, and eventually the UI/UX of the interface. The principles of design that I used in this logo were asymmetry, the contrast of type, and texture with the pink bubbles.



/ 01. Advertising

// 02. Signage

/// 03. Web Imagery

10. San Diego Padres

In preparation for the 2019 season I had the chance to work with the San Diego Padres.

Our goal was to fully explore the provided Brown and Gold look. This included working with new textures, player images, and logos. In addition, I focused on contrast, and hierarchy of text to make readable and attractive graphics.

As an in house designer I was tasked with working along side a team of designers and videographers and being ready for any job that was thrown at me. This including web graphics, signage, in house collateral, photo retouching, advertising, and more.

