

Hello! My name is **Jordan H. Manigo** – art director; storyteller; Nilla wafer enthusiast. People tell me I am pretty good at **building identity systems, brand marketing & strategy, project management, copy writing, print, web, ux/ui design, and doodling.** However, under no circumstances should you ever allow my talented and amiable disposition fool you into thinking that I am anything less than **young, dumb and full of ideas.**



What the heck is going on in here?

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**Wanna skip pages?
Click [blue](#) things.***

***and sometimes white things**

Work Experience

The Iron Yard

Designer-In-Residence

July 2014 - October 2014

Designer-in-residence of The Iron Yard's Digital Health Accelerator. Responsible for assisting nine start-up companies develop their visual brand identity. Met with the various members of each start up company on a one-on-one basis, to consult, solve common communication problems, and assist in creating style guides, landing pages, wire-frames, and any other brand collateral that they might need for the duration of my residency.

Cerra (Center For Educator Recruitment Retention And Advancement)

Graphic Designer

July 2012 - July 2014

Graphic design, web design, web development/ editing, publication design/editing, social media development, photo editing/publishing; video editing/ publishing; adobe training and presentation development.

Independent Contractor

Art Director & Graphic Designer

Sept 2012 - Present

I take a strong storytelling, narrative, and data driven approach to problem solving and crafting effective brand messaging solutions for my clientele. I specialize in building brand identity systems, SEO, UX/UI, wire-framing, illustration and digital / print design.

University of South Carolina Upstate

Graphic Design Intern

May 2011 - July 2011

Designed web and print materials for various campus functions, including banners for the school web site, bookmarks promoting social events, as well as icons and emblems for various clubs and groups.

The Carolinaian

Graphic Designer & Copy Editor

August 2008 - May 2009

Managed the overall newspaper layout, copy editing, color correction, and photo editing

Education

University of South Carolina BA

Studio Art with an *emphasis on Graphic Design*

Minor

Art History

References

Available upon request.

Clients



“ Good design
is a pleasant
dialogue
between old
friends.

Brand Identity Systems

Hub Bub 4

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Brand Messaging | Brand Strategy | Art Direction | Web Design | Hand Lettering | Photography | Copy Writing

Hub Bub is a local arts collective that creates community through dynamic arts and ideas.

Problem

1. How does Hub Bub encourage broad and diverse community involvement?
2. What is the best and most efficient way to provide content and economical exposure for local artists in Spartanburg?
3. How can local artists re-purpose public space?
4. What aspects of Hub Bub's current visual language and guidelines should be maintained and which should change?

Solution

1. Reengage the local artistic community through a refreshed web and social media presence that encourages active participation and provides an open space for anyone to showcase their work.
2. Provide a "city wide canvas" for the local community to express themselves, freely, on their own terms, and have all of their voices heard, equally.
3. Sanction public spaces for locals and visitors to organically interact with one another.
4. With "Reimagine Place" as the driving mantra, refine and refocus the visual language through bold colors and shapes designed to inspire the locals to create and socialize with each other.

Main Logotype

The logotype is the central element in Hub Bub’s visual identity system. Through consistent and repetitive use as a signature device and design element in all of Hub Bub’s visual communications, the logotype becomes a visual shorthand which identifies Hub Bub and symbolically embodies it’s activities, achievements, and goals.

This is a mark that pays homage to the original Hub Bub logo, stripped down to it’s essential elements then rebuilt to be simple, adaptable, recognizable, and understated.

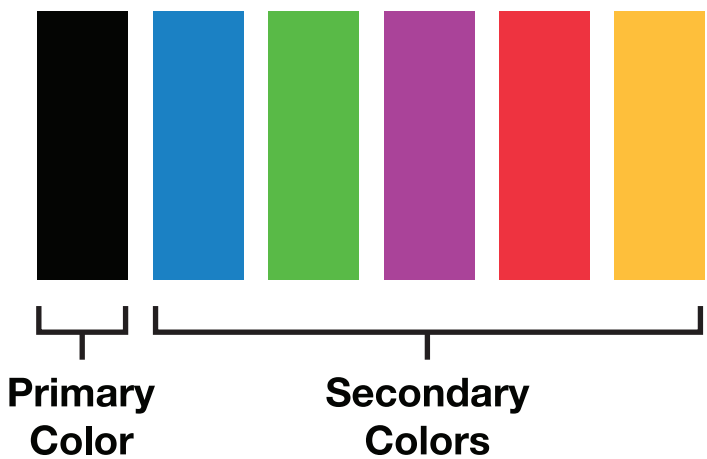
Inspired by the street signs we use to guide us in and throughout the cities we live in, the logotype represents a shift from Hub Bub as a dedicated brick and mortar location, to a city wide canvas for local artisans, of all types and skill levels, to actively express themselves and interact with their community in ways they otherwise wouldn’t.



Tagline

Reimagine Place

Colors



Custom Lettering

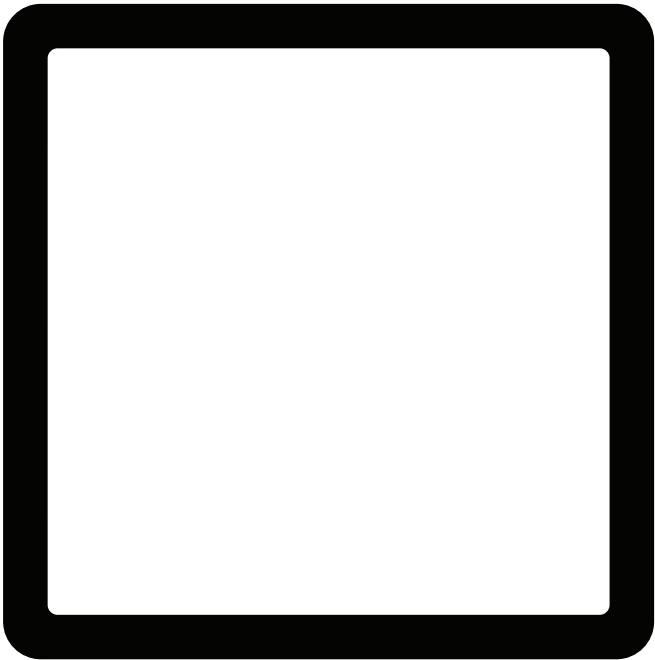
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz

Secondary Logo

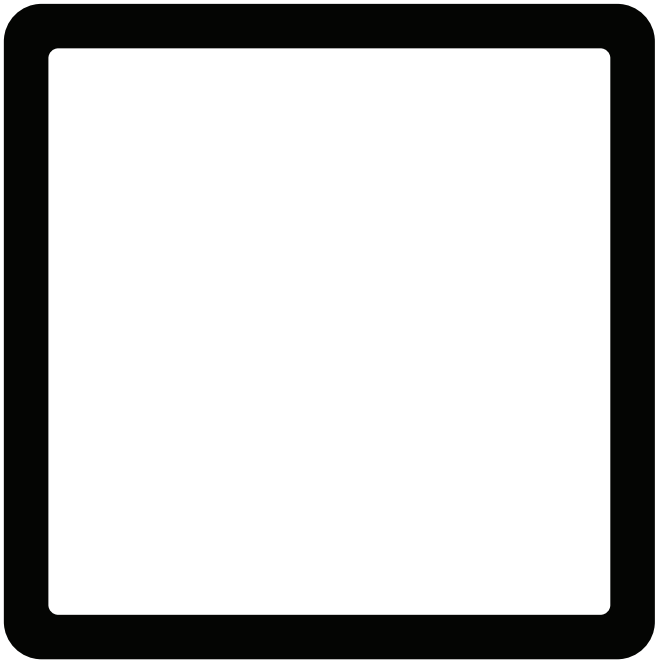


hub-bub.com

Tertiary Logo



hub-bub.com



Quaternary Logotype

hub-bub.com

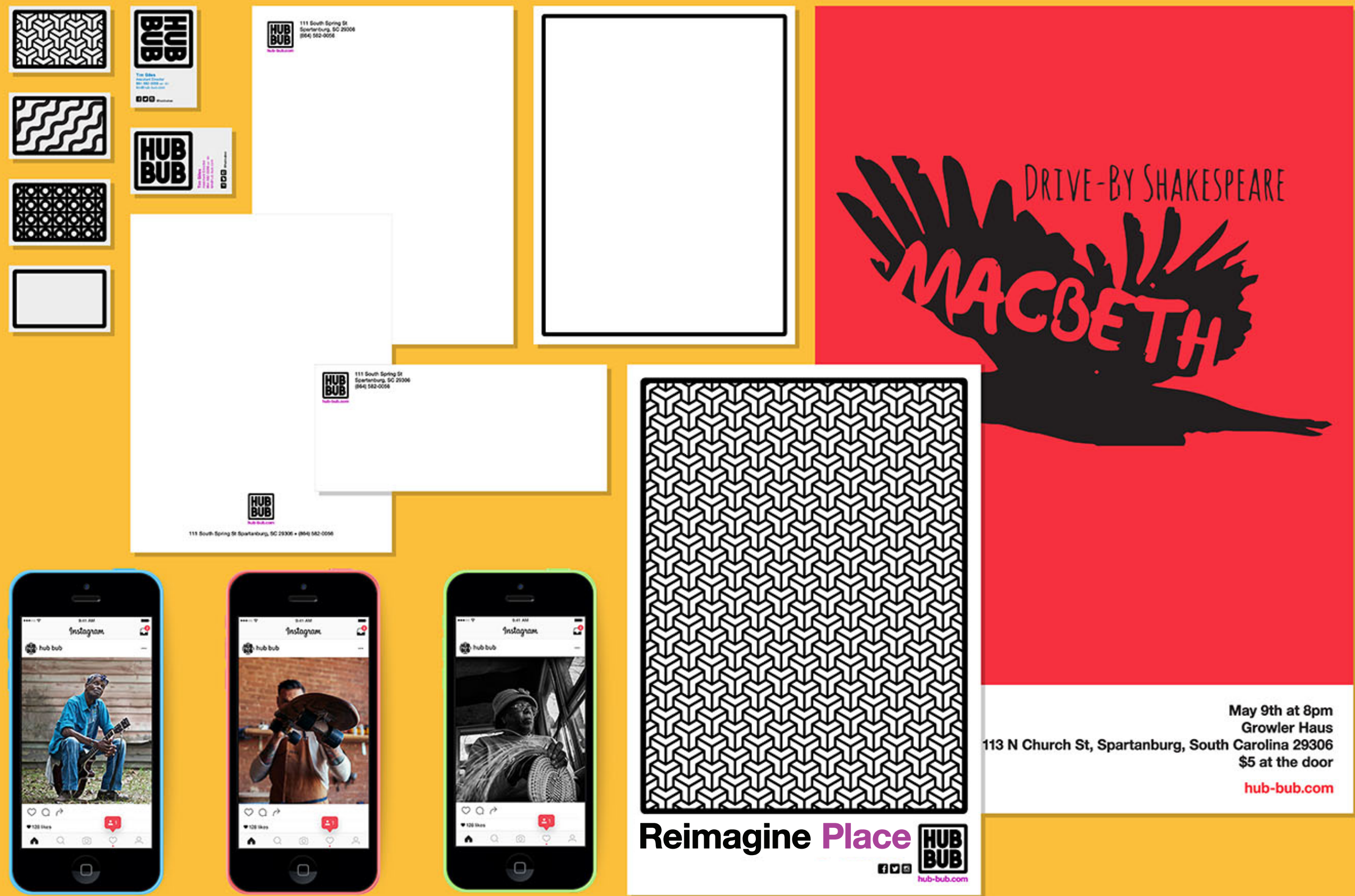
Header Typography

hub bub history
airs (artists-in-residence)
ped xing
the latest thing
in spartanburg

Graphic Elements



Collateral



Photography

One of the most important aspects of Hub Bub's brand identity is the emphasis on the idea that the locals are Hub Bub -- Spartanburg is their canvas, their stage, their studio -- and all aspects of the visuals should convey an atmosphere of inclusion. Locals should feel inspired and encouraged to express themselves and share their work with the rest of the city, regardless of class, age, or race.

Think "Humans of New York...in Spartanburg."

"You are Hub Bub" should be a phrase that permeates all of the photography.

The craft and humanity of the artist are emphasized here in three ways:

1. In their own personal space while practicing their craft.
2. Seated or standing in a position that feels most natural to them.
3. Close range intimate shots of them working. Show their hands, feet, or whatever the main tool of their art may be.

ex. If they are a saxophone player, get a close of shot of the saxophone in there hands in some way.

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Website || hub-bub.com

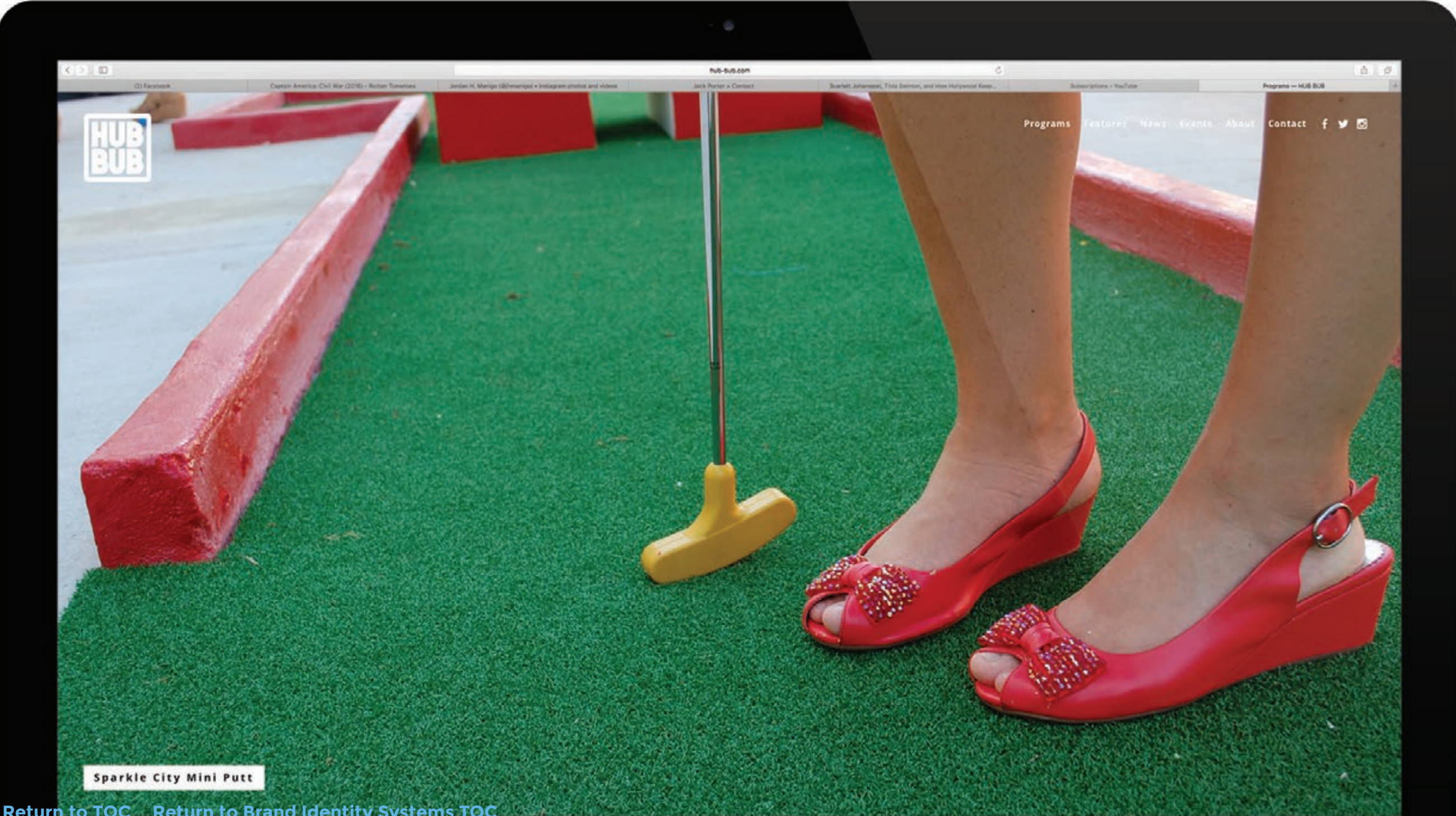
“White space” is king. Hub Bub;s roots are in the Showroom, so the website carries on that tradition with a layout more reminiscent of a gallery space.

intended to mimic the horizontal movements of museum visitors, large swaths of empty space are contrasted with bold header type, bright colors, and a strong focus on showcasing artistic content at full screen.

As the nucleus of Hub Bub’s visual identity, it should be carefully curated to represent the diverse talents of

Spartanburg’s art’s community and entice visitors to take the time to soak in the content.

Locals who visit the site should be able to see themselves reflected in the artists featured on the sight and be encouraged to submit work of their own.



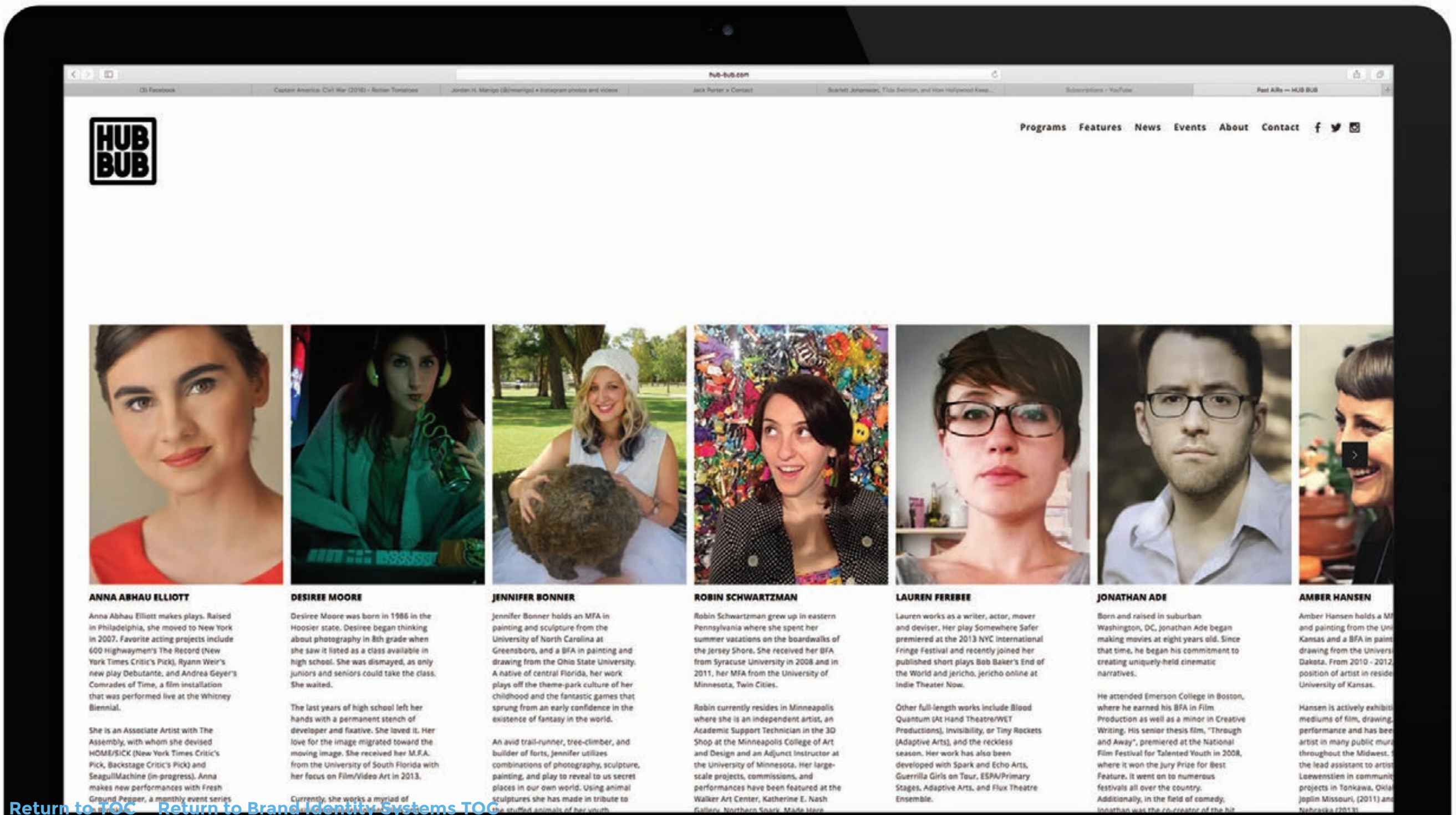
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Social Media || hub-bub.com

All aspects of social media should revolve primarily around showcasing local talent all over Spartanburg, hidden or otherwise, in all aspects of the arts and every space in between.

These showcases should consist of mini interviews no more than a paragraph long coupled with a striking, intimate and personal photography work of the artist in question.

Whether it's a college grad or a jazz musician working part time as a grill cook, who ever is responsible for maintaining Hub Bub's digital spaces should leave no stone unturned in their quest to immortalize Spartanburg's best and brightest.





Brand Messaging | Art Direction | Print Design | Advertising | Copy Writing

Patient centered care, focusing on getting and staying healthy.

Problem

1. Consumers and Employers do not fully understand what direct primary healthcare is.
2. Consumers are conditioned to think healthcare is inherently expensive and that we sell health insurance / insurance is required for care.
3. Consumers are conditioned to go to the hospital after they are sick (reactive).
4. How does investing in the program save on the bottom line?
5. How do healthier employees in control drive down the cost of healthcare?

Solution

1. Humanize direct primary healthcare concept using keywords and phrases from testimonials to build more effective copy.
 - Emphasize inherent localized and communal aspects of the direct care model.
2. Diminish stigma of expensive healthcare and communicate the advantages of being proactive about one's health by emphasizing P3 program benefits.
 - Drawing inspiration from brands, outside of healthcare, that utilize recognizable, relatable and transparent membership subscription language. (Netflix, Verizon)

Messaging Hierarchy

Positioning Statement

**Get Healthy.
Be Happy.
Live Proactive.**

Value Proposition

**Patient centered
care, focusing on
getting and
staying healthy.**

Value Description

Direct primary care is a new way to provide health services that are not affiliated or bound by rules, restrictions, and contracts with insurance companies or policies.

With our P3 membership, we provide dedicated patient centered care at a transparent and affordable price. We focus on teaching patients to be proactive about their health — getting healthy and staying healthy.

Key Message #1

Transparent pricing and membership

Takes away cost concerns. No additional costs associated with joining. No spending of manpower communicating with insurance companies.

Key Message #2:

100% Free Services with P3 program

These services help to develop a strong patient - doctor relationship. We offer same day access so that patients can spend more time with the doctor than in a waiting room.

Key Message #3

Direct Referrals

Our patients can rest assured that they receive the best care at the most affordable price. We provide referrals to high quality affordable specialists and advanced imaging, outside of the office, should the need arise.

Print Brochure (unfolded)

Outside

Patient centered care, focusing on getting and staying healthy.

\$60

/ month

Transparent membership costs

Primary care included
No visit charge
No office co-pay

Proactive Patient Program

(P3 Membership)

Direct primary care is a new way to provide health services that are not affiliated or bound by rules, restrictions, and contracts with insurance companies or policies.

With our P3 membership, we provide dedicated patient centered care at a transparent and affordable price. We focus on teaching patients to be proactive about their health — getting healthy and staying healthy.

FOR MORE INFO:

- PALMETTOPROACTIVE.COM
- INFO@PALMETTOPROACTIVE.COM
- ☎ 864-381-7742

Palmetto Proactive
HEALTHCARE

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Get Healthy. Be Happy. Live Proactive.

Palmetto Proactive
HEALTHCARE

Inside



“I’ve been coming here for a few years. A lot of people join because it’s a low cost way to receive quality health care.”

Direct Services

100% Free

for P3 members

These services help to develop a strong patient-doctor relationship. We offer same day access so that patients can spend more time with the doctor than in a waiting room.

- Same day appt. access
- 24/7 access to your care team
- Urgent care
- Physicals
- Lab work
- Office visits
- EKG
- X-rays
- Flu shots
- Sick visits
- Wellness programs
- Chronic disease monitoring and tracking

Direct Referrals

Our patients can rest assured that they receive the best care at the most affordable price.

We provide referrals to high quality affordable specialists and advanced imaging, outside of the office, should the need arise.

Notes

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15

Patient centered care, focusing on getting and staying healthy.

\$60

Transparent
membership costs

/ month



Palmetto Proactive
HEALTHCARE





CERRA

Brand Messaging | Brand Strategy | Art Direction | Web Design | Hand Lettering | Photography | Copy Writing

The Center for Educator Recruitment Retention and Advancement

Problem

1. How does Cerra inspire passion in youth who want to teach?
2. How does Cerra attract more male and minority interest in education?
3. How does Cerra create an environment that welcomes and encourages unique personalities, identities, and individual interests?
4. How does Cerra assist seasoned educators in maintaining a sense of self-pride and identity as a teacher?

Solution

1. Evoke passion, openness, identity, and artistry.
2. Simplify and humanize brand messaging.
3. Focus on the positives of educating and maintain an emphasis on everyday lives and habits of individual educators.
4. Stray away from guilt trips and blame games when citing any statistics.
5. Pride in the mission, in participatory planning, in the values that define the organization, and in supportive partnerships.
6. Team wide alignment and clarity of brand positioning to promote greater trust between CERRA and it's partners and participants.
7. Utilize expressive, energetic and active colors, bold shapes, and negative space to call to mind a sense of: individuality, diversity in expression, warmth, openness, natural growth and health. (Think green living / mental health)

Main Logotype

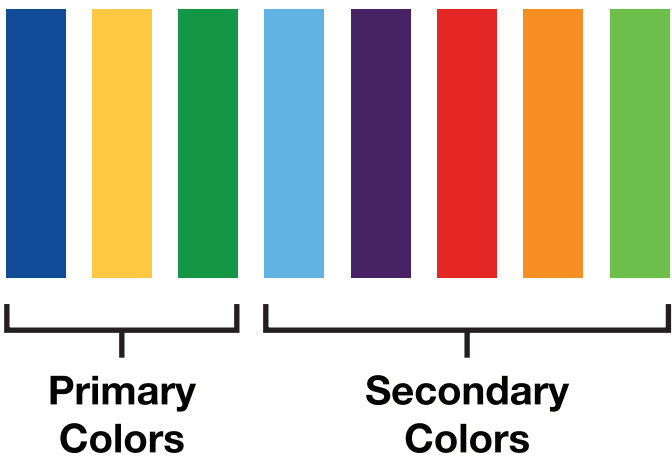
Inspired by shapes found in nature with an emphasis on plant life, naturalistic curves, and rounded edges, to symbolize the connection between the three pillars of CERRA and its educators.

CERRA

Tagline

Growing Teachers For
South Carolina.

Colors



Custom Lettering

ABCDEFGHIJLM
NOPQRSTUVWXYZ

Secondary Logotype



Sub-Branch Secondary Logotypes

PROTEAM
TEACHER CADETS
TEACHING FELLOWS
MENTORING & INDUCTION
TEACHER LEADERSHIP
COLLEGE PARTNERS

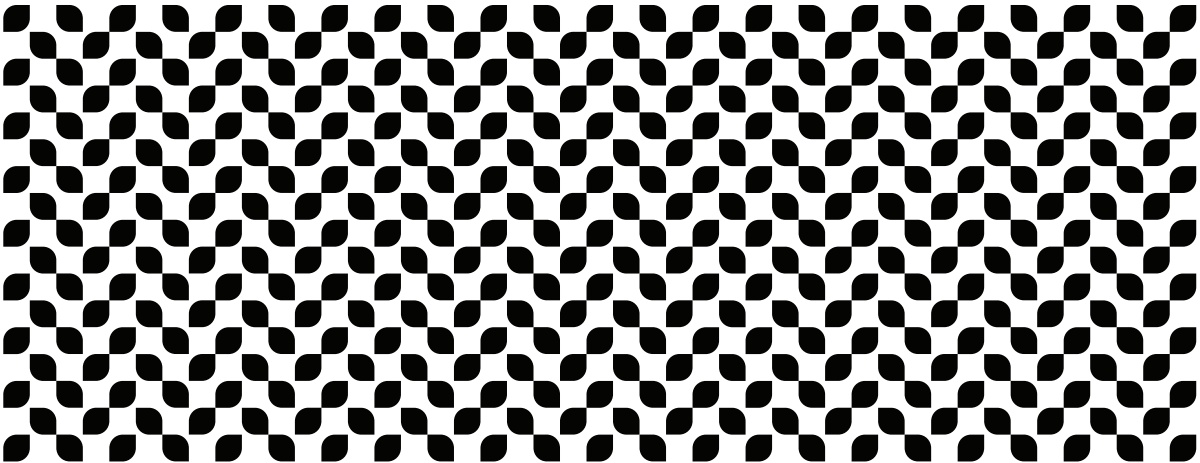
Icons



Logotype + Icon



Pattern



Business Card



Stationary



Photography

Personable; relatable; relaxed; colorful

Emphasizing the altruism and transparent humanity of an educator is paramount.

The key theme here is “casual Friday.” The reason for this is to evoke a sense of openness and to remind CERRA’s target audience that educators do not have to hide crucial aspects of who they are to be professional and effective teachers. Individuality is encouraged.

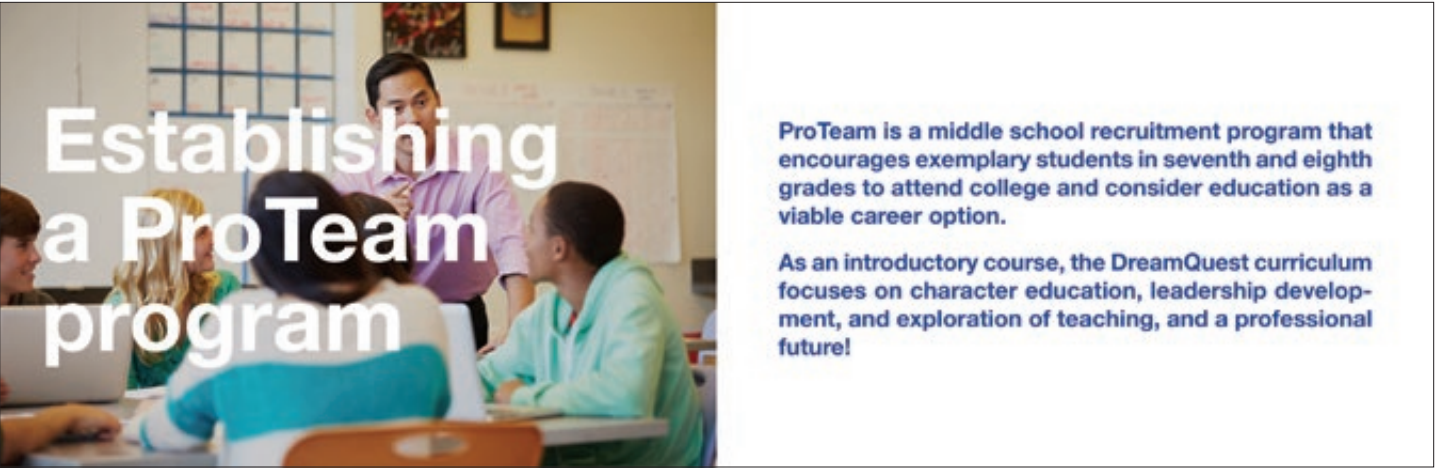
Close to mid range shots focus on the intimate connection between student and teacher, while shots of individual teachers should feel casual and give the impression that the person is approachable.

Brochure

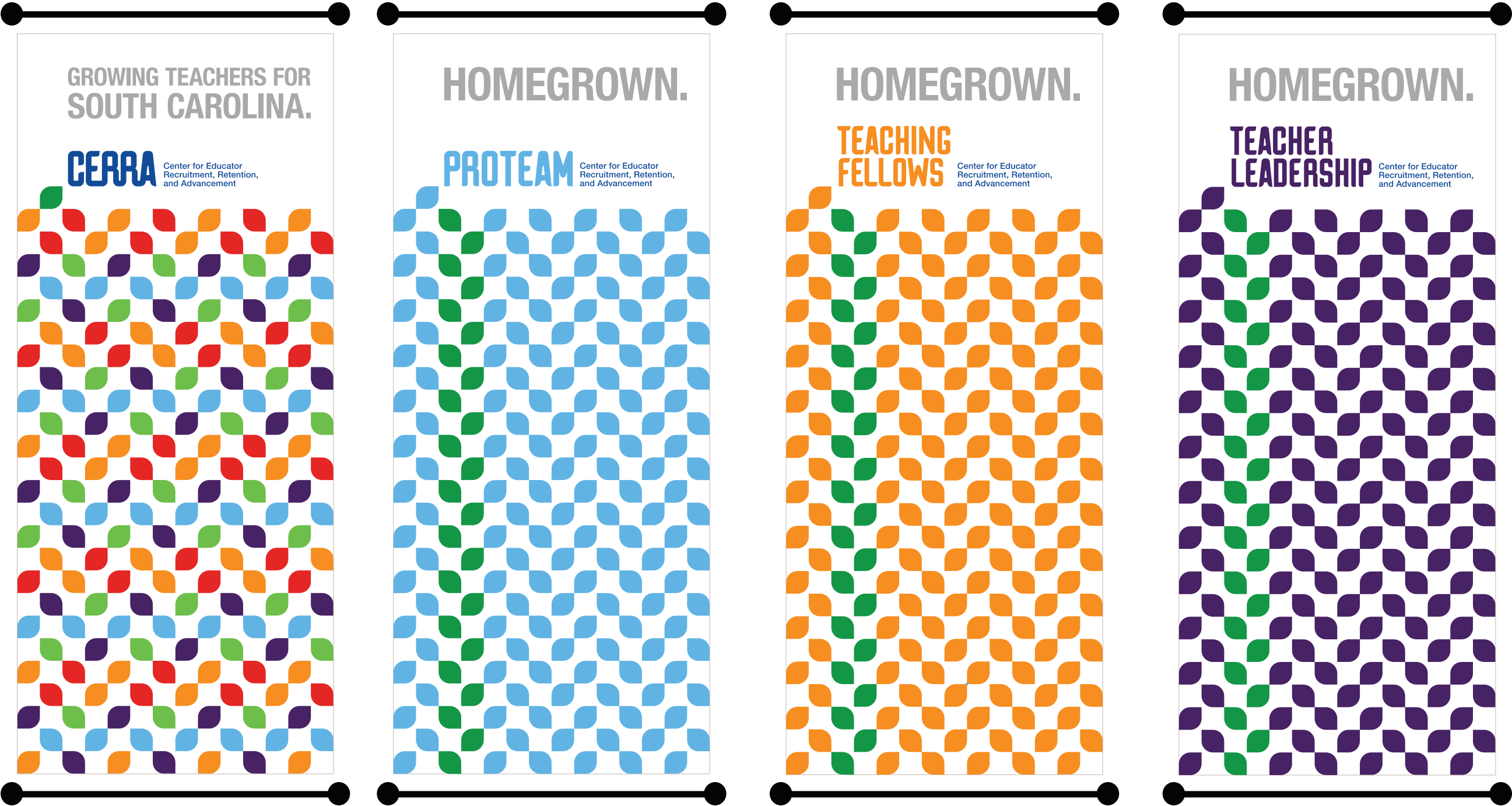
Outside (folded)



Inside (unfolded)



Vertical Graphic Banners



Website || unused layout

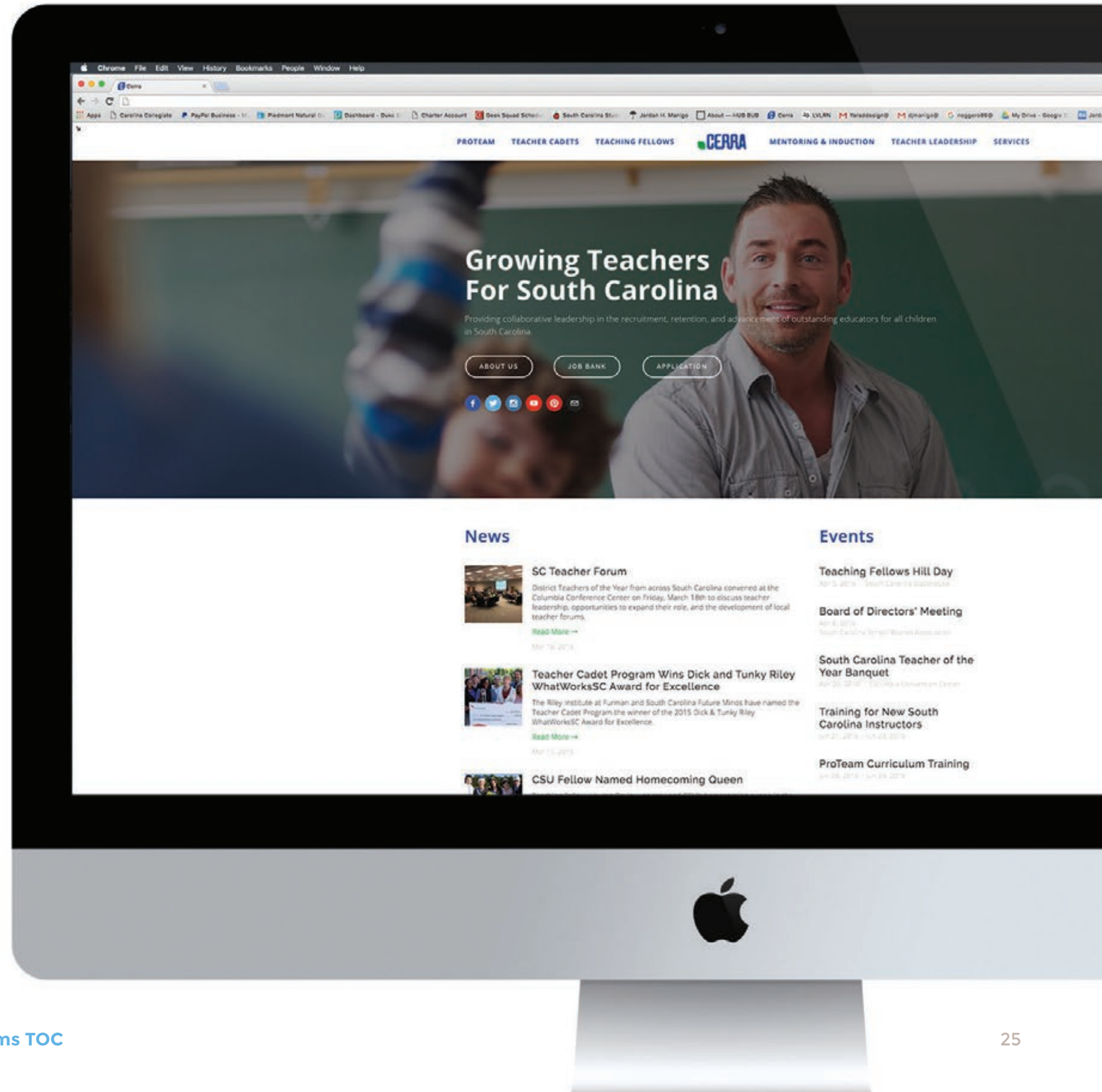
CERRA is a large organization with many different sub-branches and sub-sections to those branches -- each serving very specific and complex purposes.

It wouldn't be wise to bombard their user base with a navigational labyrinth. However every bit of that labyrinth must remain intact.

Good design is a conversation, a pleasant conversation between old friends.

So the site has been designed to give the illusion of brevity by setting up a strict visual hierarchy that guides the user where they want to go with minimal fuss and effort.

To further enhance this I've taken full advantage of white space, proof read each line of type for unnecessary and repeated information, and broke up body copy to emphasize what's most urgent while hiding the rest under "read more" links.



Website || unused layout

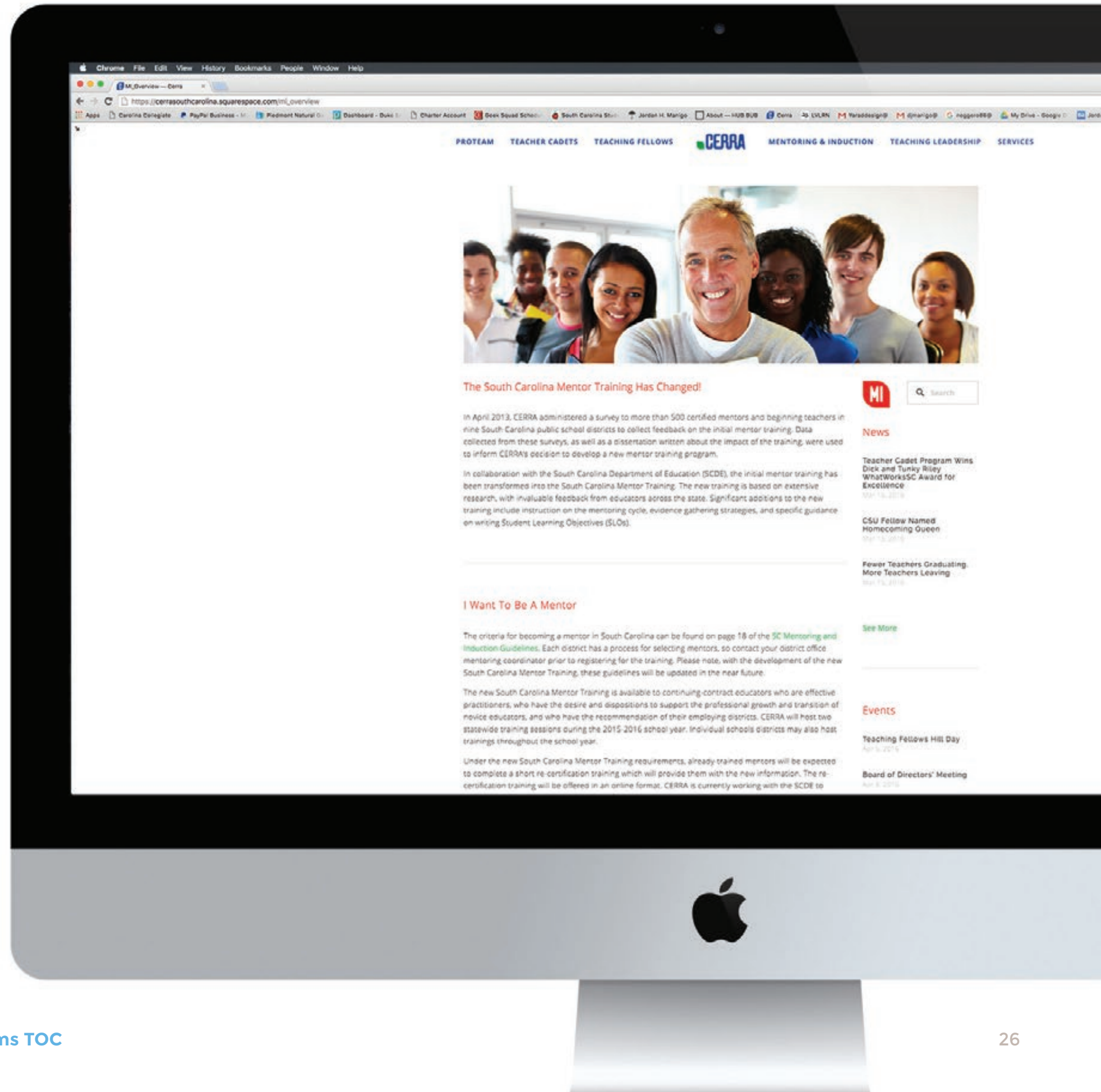
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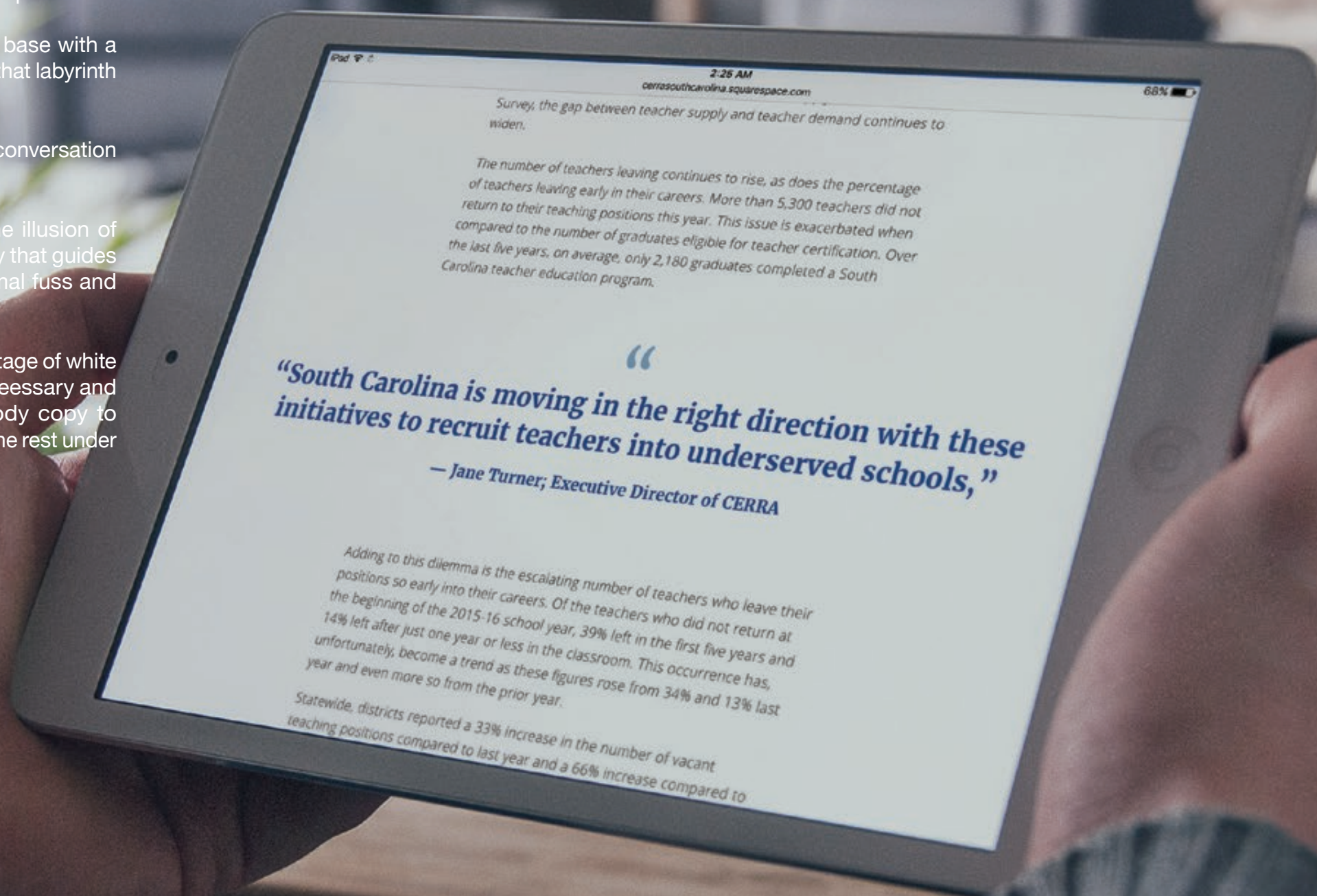
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**“You won’t
ever learn if
you don’t put
your hands
on it.”**

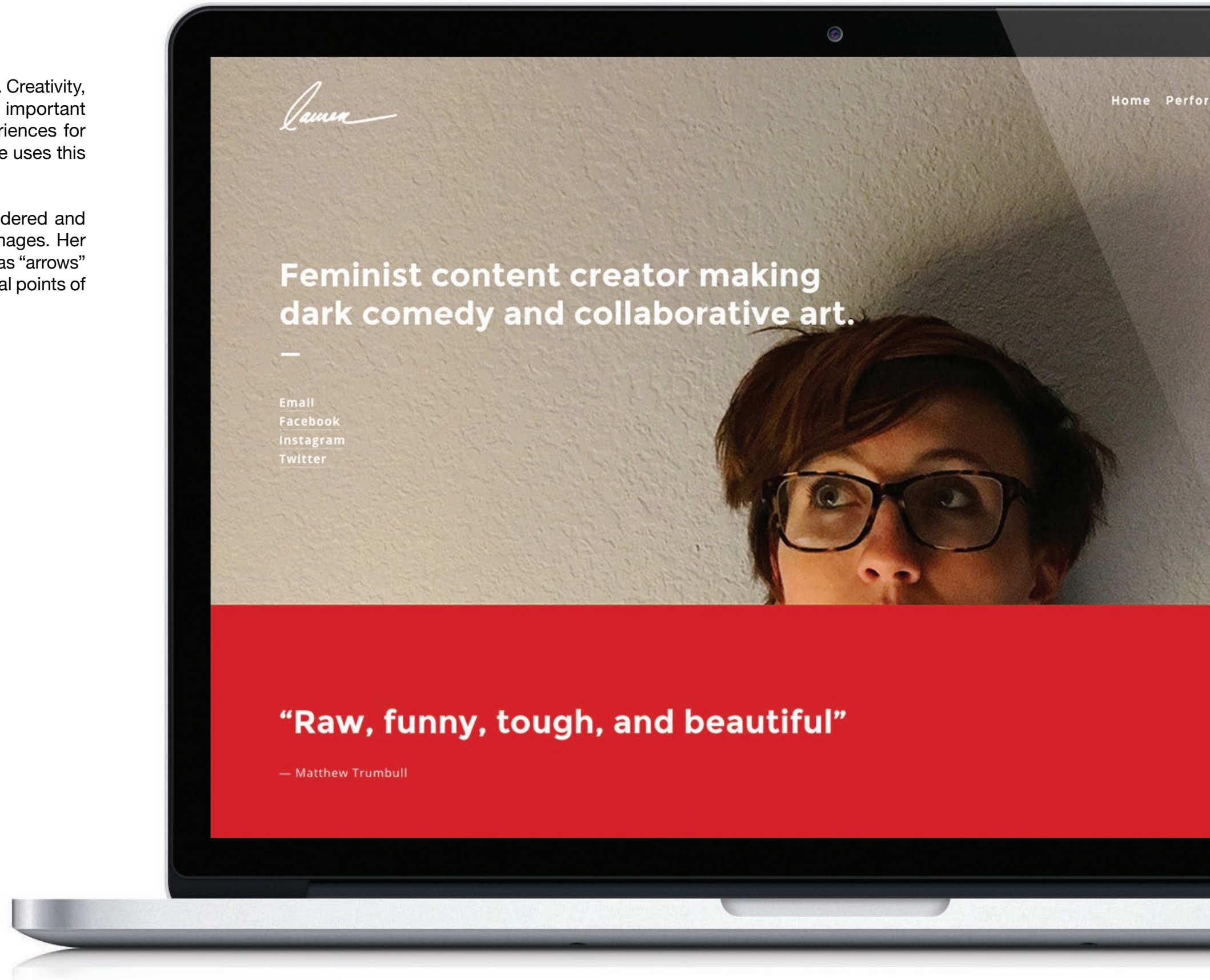
Web Design

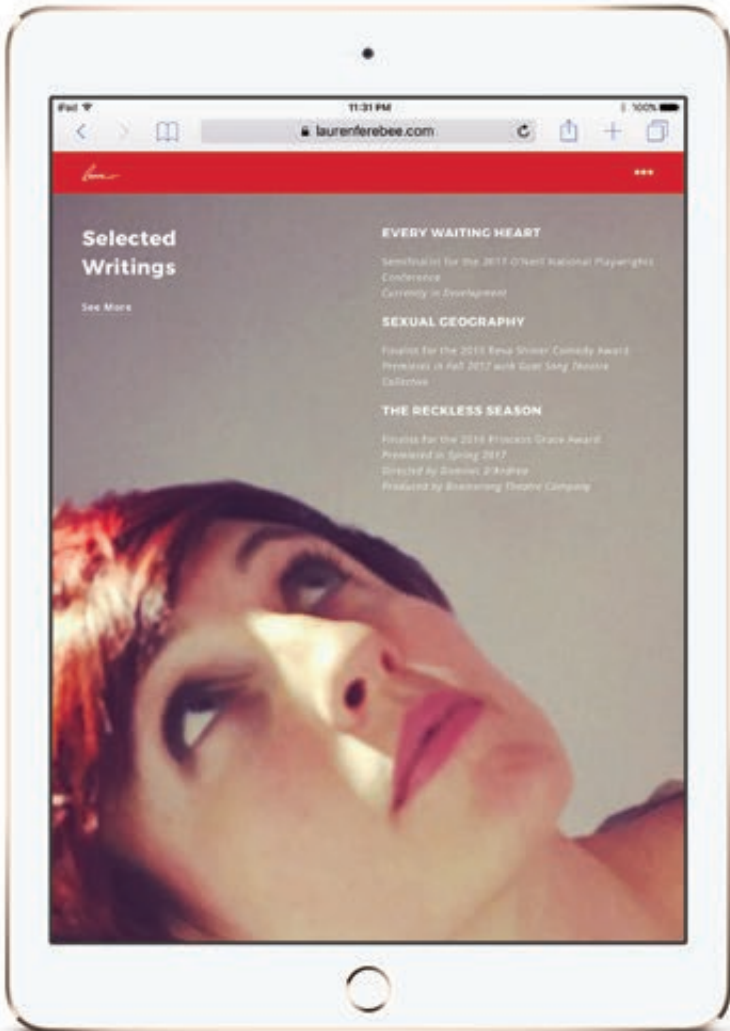
laurenferebee.com 30

Laptop || laurenferebee.com

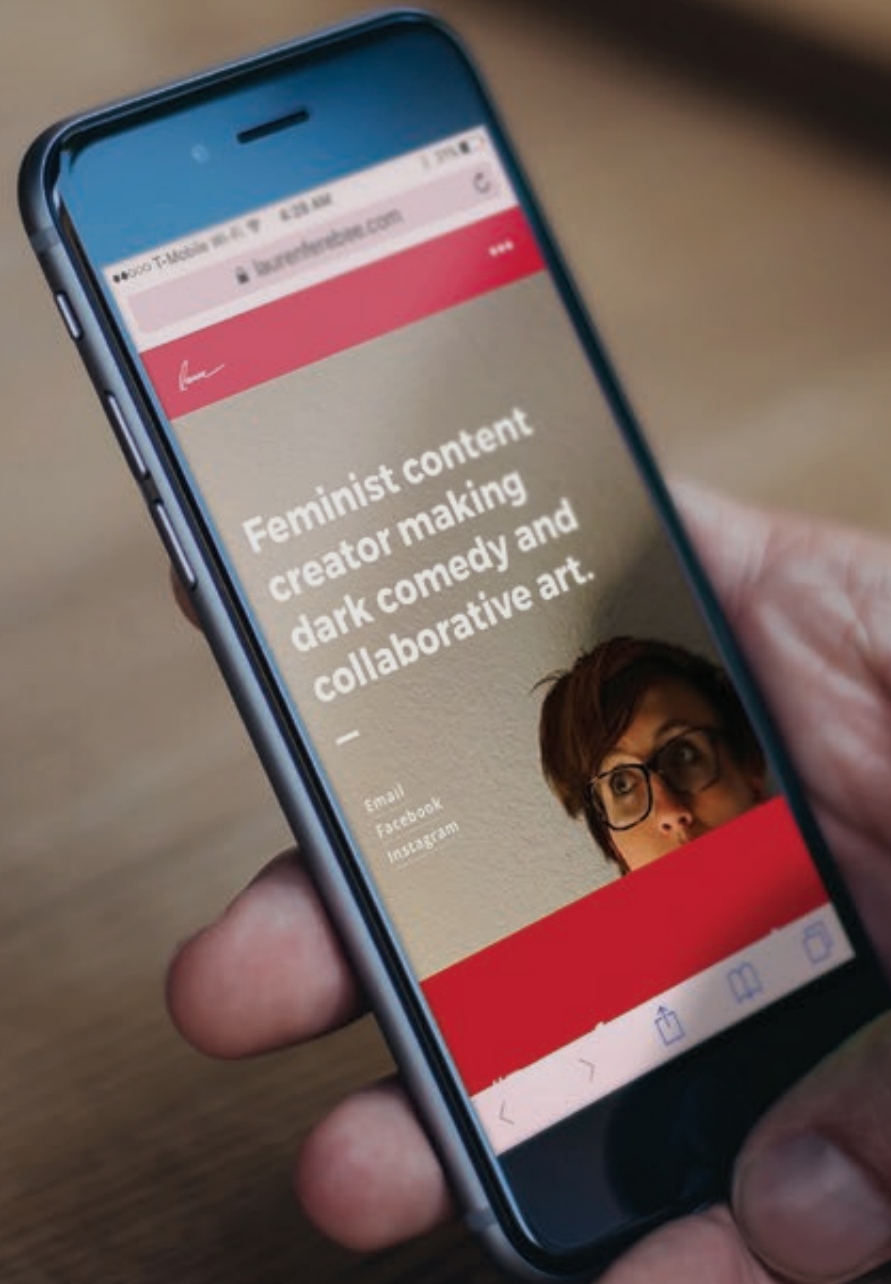
Lauren Ferebee is an actress and playwright. Creativity, body language and facial expressions are important when creating engrossing theatrical experiences for the audience. The design for the home page uses this as a conceptual foundation.

Several photographs of Lauren were considered and narrowed down to two subtly expressive images. Her eyes and the shadows in the background, act as “arrows” guiding the viewer’s eye towards the essential points of visual interest.









“Nobody
cares about
your logo.*

*They care about the emotional connection your logo represents.

Misc.

Logos &

Monotypes

- | | | |
|------------------------------|-------------------------|---------------------------|
| 1. Lovelorn Records | 5. Soul Hood Records | 9. RaRa Soul Devine music |
| 2. Sbrg. Cultural District * | 6. Skinny People United | 10. Smoker's Republic |
| 3. Grant Mngt. * | 7. Grand Strand Church | 11. Benefact |
| 4. King's Spirits & Wine Co. | 8. AC-NOVA music | |

* (unused)

Misc. Logos



1



2

Grant

3



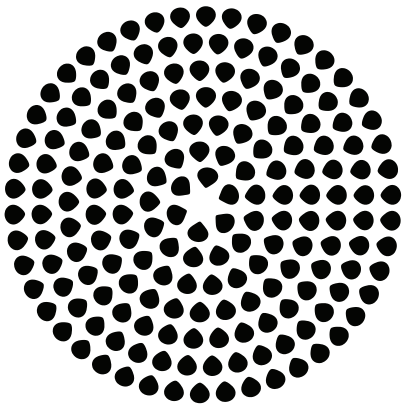
4



5



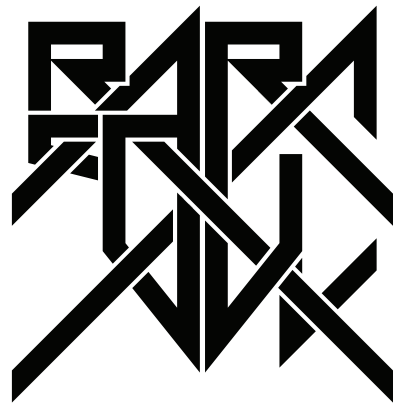
6



7



8



9



10

Benefact

11

“I have a
hard time not
judging a
book by its
cover.

Prints, Posters & Illustrations

My Block Strong Island	39
Untitled Reconstruction Project	40
Gemini Syndrome	41
Pray For Japan	42

Jordan Crafton || My Block Strong Island

illustration & poster

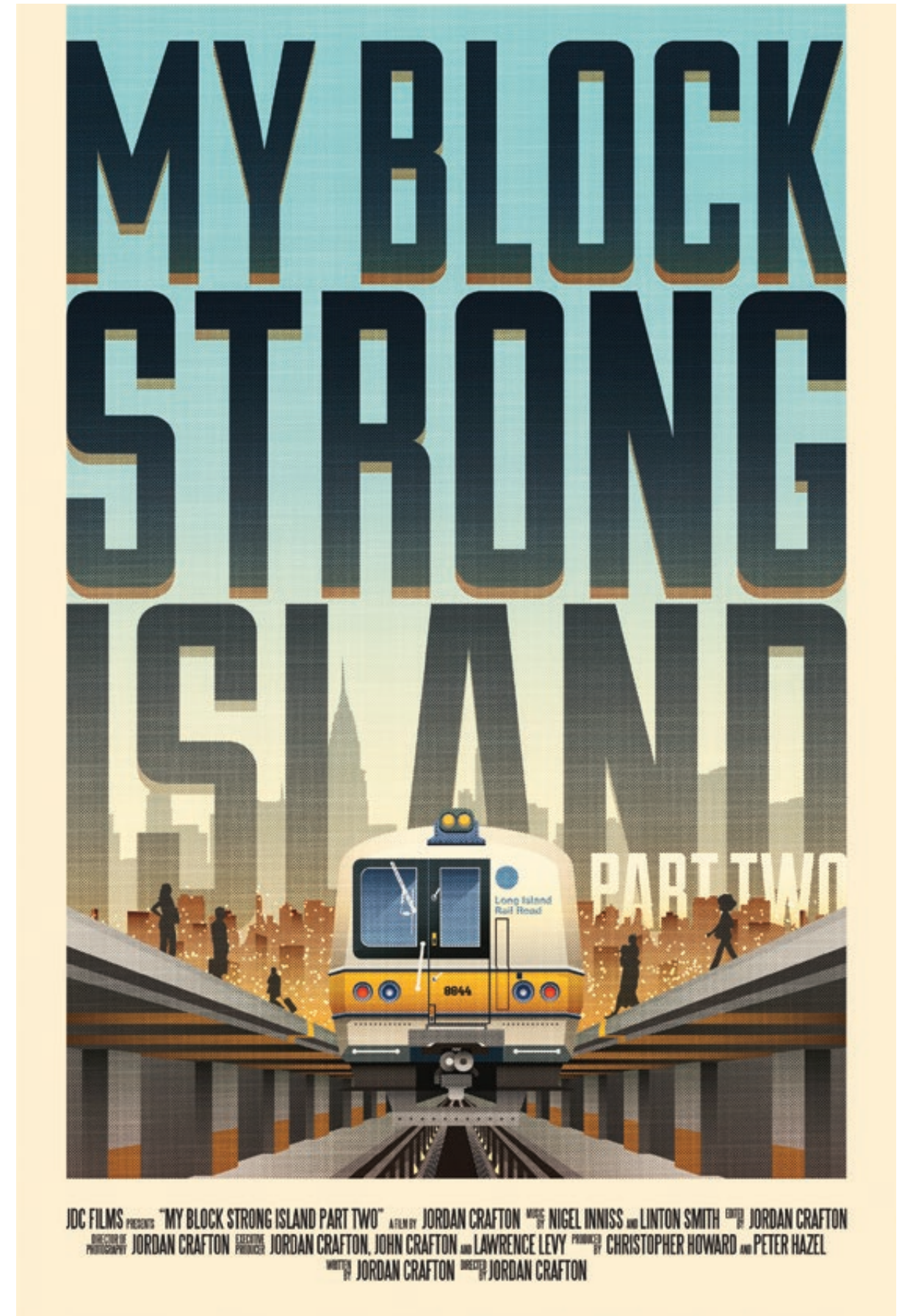
Poster for a documentary about the history of the black population of Long Island, NY.

Synopsis: Award-winning filmmaker, Jordan Crafton explores the present-day black experience on Long Island in his powerful documentary, My Block: Strong Island Part 2. Crafton interweaves historical reflection with interviews of Long Island residents, inspired by stories in Hofstra University's Suburban Oral History Project. These narratives personalize the reality of suburban segregation and its consequences.

Starring: Busta Rhymes, Julius "Dr. J" Erving, Sheryl Lee Ralph, Danny Green, Aljamain "Funk Master" Sterling, and Chuck D.

Directed & Produced by: Jordan Crafton
Producer: Christopher Howard & Peter Hazel
Editor: Jordan Crafton

Awards: Honorable Mention "30 Under 30 Film Festival, Official Selections of "Long Island Film Festival," "Long Island International Film Festival"



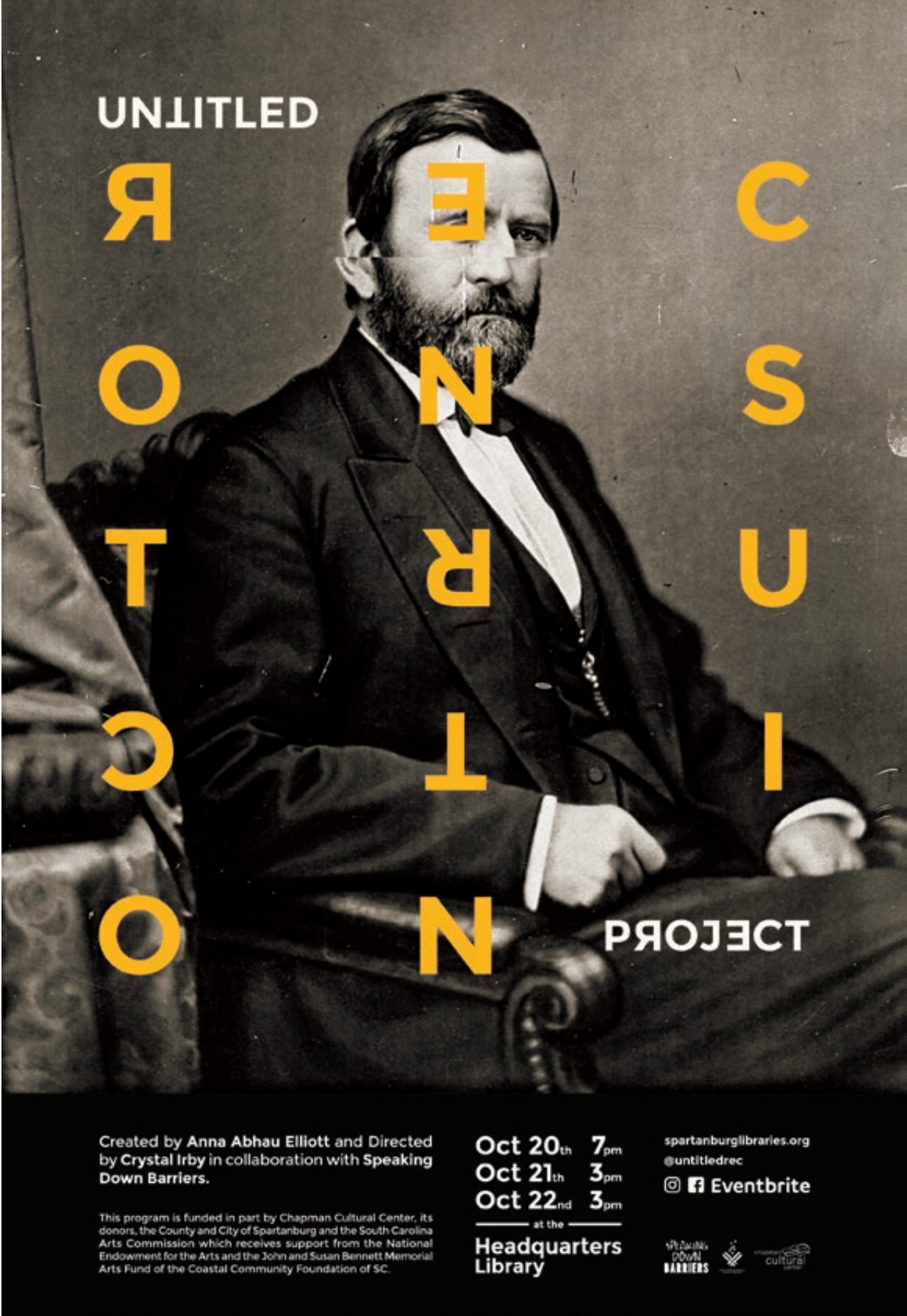
Spartanburg Public Library, Chapman Cultural Center & Anna Abhau Elliot ||
Untitled Reconstruction Project

print promotional materials

Anna’s play is a combination of text from 1871 and contemporary dialogue, chronicling several cases of lynchings in South Carolina, by the Klu Klux Klan, of African American veteran civil war soldiers attempting to exercise their voting rights.

Meant to evoke the uncertainty, confusion and chaos that permeated the United States post-civil war, the logotype I designed for the play is a light exercise in readability and an visual effect called Typoglycemia — the mind’s ability to unscramble scrambled words.

The Reconstruction Era was a time in the United States where what it meant to be an American was unclear and in a state of flux — a time where many different disenfranchised and minority groups were desperately and aggressively in search of an identity, with no clearly distinguished path for them to do so. The typography is meant to project some of that uncertainty onto the viewer.



Hillary Keane || Gemini Syndrome

illustration & print promotional art

In keeping with the astrological theme of the album, wanted to express the two sides of Hillary Keane's personality in a way that was unique to her.

I came up with a story involving twin sister nymphs, Castor and Pollux, who's emotions and personalities affect the world around them, as well as their physical appearance, with emphasis on each particular set of antlers as a defining trait. Castor — the oldest by six minutes — is peaceful and creative, while Pollux is chaotic and destructive.



Personal || Pray For Japan

illustration & poster

The birds symbolize peace, freedom and longevity for different cultures all over the world.

In this poster, they represent the wishes of millions of people from different cultural backgrounds all over the world, that Japan overcomes this tragedy. It represents our communal support and prayers.

The white birds flying through the sun imply the earthquake itself, memorializing those who died, and also serving as a reminder of the event itself.



The End

@jhmanigo

jhmanigo.com



[Return to TOC](#)