

**WE ARE ALL
M PERFECT**

Mperfect has a history of meeting deadlines & exceeding expectations; logos, branding, packaging, publication design, album cover, and the list grows on. A sampling follows— we call this thing **BRICK**.



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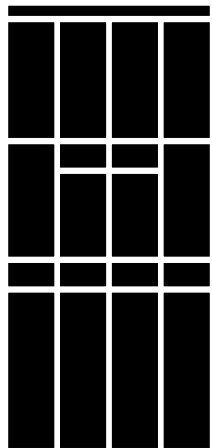
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4

the green building

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1 Climb Nulu, 2014; a climbing facility located on Market Street, in the Nulu neighborhood of Louisville. 2 Sonablast Records, 2012 & 2014; a couple of logos for this Louisville-based record label. Original arrow version by Michael Powell. 3 The Green Building, 2008; being presented with the opportunity to create an icon for this East Market Street epicenter and Platinum LEED-certified building changed a lot of things for Mperfect. 4 Hosparus, 2016; this is just a simple single element from a long series of employee recognition posters for Hosparus, a company focused on end-of-life care. 5 Kentucky Center for Investigative Reporting, 2013; a division of our local NPR affiliate, Louisville Public Media. Among other submitted variations, these icons created for KyCIR went unused, which if you ask us, is a big bummer. 6 732 Social, 2009; Mperfect handled all visuals for 732 Social – possibly the best restaurant & bar to exist in Louisville, until its demise in 2011. 7 Galaxie, 2015; this bar, restaurant, and music venue occupies the same physical space as the former 732 Social, at the base of The Green Building. In addition to all branding material, Mperfect also assisted with environmental layout, neon signage, fixtures, and even demolition & construction.



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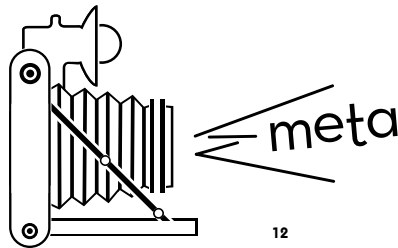
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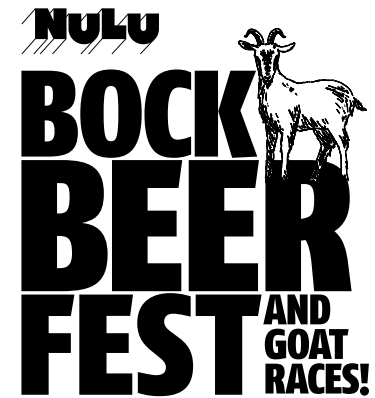
8 Please & Thank You, 2010; a coffee shop, record store, small-batch bakery, and home to the best chocolate-chip cookie. Literally part of the Mperfect family (the owners of P&TY and Mperfect are married), this may be one of the most recognized logos in our playbook. 9 Derby Please, 2012; just a little graphic for Please & Thank You to use around the Kentucky Derby on t-shirts, tote bags, postcards, all that good stuff. 10 Hot Coffee, 2014; despite its name, Hot Coffee is actually the primary bakehouse for Please & Thank You and is located in the Portland neighborhood of Louisville. 11 MEAT, 2011; good while it lasted, this was a speakeasy-style bar in the Butchertown neighborhood. We made fun business cards for them, repleat with butcher paper slip-sleeves. 12 Meta, 2014; a bar in downtown Louisville housed in an old strip club, where a variation of this camera icon previously existed. Their business cards are printed with gold-foil letterpress. 13 Vikitron, 2015; created as an element of an elaborate birthday party planned by Kleisner Events. This "Vikitron" icon was used on invites for the party at a Louisville music venue. 14 Science Friction, 2016; cut & paste logo for posters promoting this weekly DJ night at Galaxie Bar. 15 Good Folks Coffee Roasters, 2015; formerly Argo Sons Coffee, these guys came to us for a full rebranding, which included packaging, signage, and promotional materials – actually we named them Good Folks too. 16 Cactus Cru, 2020; Natural wine producer based out of Arizona. 17 Dreamweaver, 2013; unused t-shirt design for Please & Thank You. 18 J.G. Wood Ensemble; type-treatment for an album by Jonathan Glen Wood & company.



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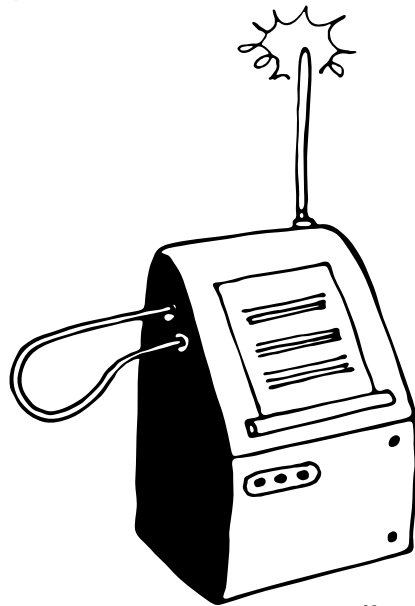
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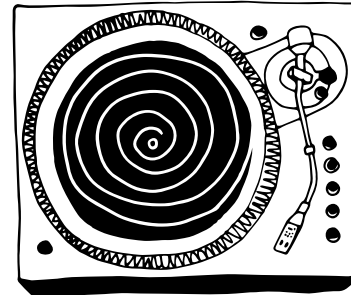
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19 Buy Local Fair, 2016; one of the annual events thrown by the Louisville Independent Business Alliance (LIBA). This official logo was created for them just in time for their record-setting 2016 event. 20 Louisville Music Awards, 2013; showing the strength of our local music scene, without taking it all too seriously, the LMAs are always a good time. 21 Back Porch Sessions, 2016; instrument illustration part of a poster layout for this popular summer music series. When in doubt, put a theremin on it. 22 Portland Stroll, 2013; monthly night out in the Portland neighborhood with local shops & bars open extended hours. Our logo variation could use a little revision, but the idea is decent. 23 First Friday Hop, 2014; formerly the Trolley Hop, this downtown Louisville First Friday event changed names in 2014 when the city updated their bus system. The project included a number of large banner designs hanging down Main, Market, & Fourth Streets. 24 NuluFest, 2011; this ever-popular food, music, drink, & play festival is held on Market Street in Nulu every September. 25 Back Porch Sessions, 2016; instrument illustration part of a poster layout for this popular summer music series. Analog forever. 26 Bock Beer Fest, 2015; this festival was revived after being dormant for about 20 years. We handled all of their logo, poster, and signage needs. Yes, there really are goat races. 27 Porktoberfest, 2014; combining pork with the beer and fun of an Oktoberfest... well, you get the point. This butcher-guy illustration is built off of a classic icon for the neighborhood back in the 1970s.



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MR FRIENDLY
RECORDS
LOUISVILLE

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35

bejeezus

36

MTK

29



BluegrassGreen

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PEY
TON
RAY

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32

GYPSETTER

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28 RYE, 2016; this illustration quickly became an iconic visual of this Market Street dining spot that's always on-point. The RYE & Mperfect relationship runs deep, with us handling their design needs since the beginning, back in 2011. 29 MTK productions, 2013; the event promotion & production company responsible for such staples as The Back Porch Sessions & Louisville Cocktail Competition. 30 Bluegrass Green, 2012; this is an Mperfectly-revised version of the original logo for this specialty hardware shop. 31 Peyton Ray, 2011; we produced a logo with really detailed & lovely collateral material for this designer and construction project manager, including leather-backed business cards & laser-cut sleeves. 32 Bulleit Distilling, 2014; having access to the established brand materials at Bulleit, we were asked to create this logo for their distillery in Shelbyville, Kentucky. 33 Gypsetter, 2015; seriously, you need a vacation and you should contact Gypsetter to make it great. 34 Mr. Friendly Records, 2014; this one is close to the heart... Friendly's is a Louisville record shop owned by yours truly. 35 A5, 2014; a late night Japanese izakaya-inspired pop-up restaurant in downtown Louisville – so good while it lasted. 36 Bejeezus Magazine, 2007; hard to believe it has been so long since this little magical nugget existed. Mperfectly designed from issues 9 thru 12, Bejeezus magazine was a wonderful experience and huge learning/turning point for us. Each issue was 100 pages, 8" x 8" square, on uncoated paper, and just a touch ahead of its time. R.I.P. 37 Beer Dinner, 2015; this set of visuals was created to promote a beer dinner at RYE.



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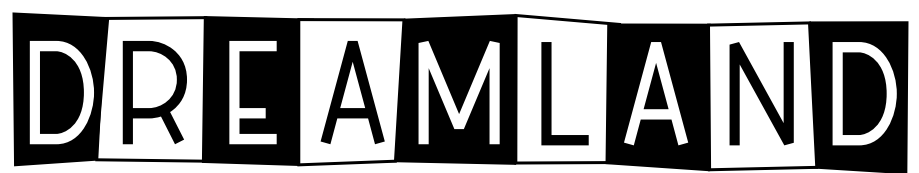
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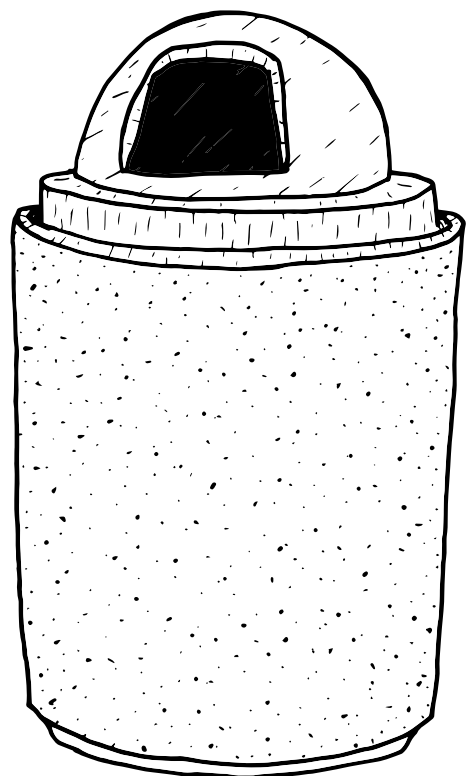
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38 Louisville Neighborhoods, 2009-2016; the Butchertown pig started it all, which is still a popular sticker seen around the 'hood. These designs were all made into t-shirts and buttons... except for Cave City. With their roadside attractions and tee-pee village, of course we are big fans of this Central Kentucky town, but we've never actually shared this Cave City visual with anyone. Don't fret if your 'hood isn't here, many more are on the horizon. 39 Nulu News, 2015; icon for this neighborhood newsletter. 40 I Love KY, 2012; we just did it for fun a long time ago. 41 Good to My Hood, 2010; initially created as a neighborhood feel-good campaign, but went on to live a shortlife in The Paper, a Louisville newsprint publication. 42 Pretty Good Dude; 2014; keep your eyes out, this will see the light of day... someday. 43 Dreamland, 2011; originally a show-house for independent movies, Dreamland has shifted to a live music venue. Although they don't officially use this as their icon any longer, the sign is still hanging on the side of the building.



Lovebird
Studio 45

Tyler
4MAYOR.com 46



Kleisner
Events 47



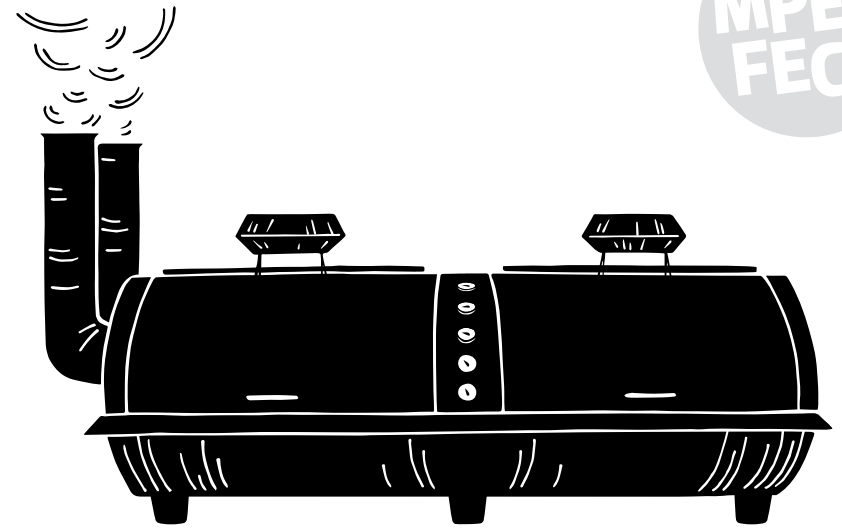
LITTER
IS LAME
KEEP IT CLEAN, LOUISVILLE.

44 Litter Is Lame, 2014; approached by Louisville Brightside to come up with an anti-litter campaign, Litter is Lame was born. Trash cans sketched by Matt McDole and some hand lettering by Rebel. 45 Lovebird Studio, 2009; this logo for a recording studio in Indianapolis was a quick thing for an old friend... Not sure if they ever officially used it though. 46 Tyler Allen for Mayor, 2010; visuals for a mayorial campaign. Tyler didn't win this race, but he definitely changed the conversation. 47 Kleisner Events, 2013; full identity system developed for this good-time event planner who makes happenings happen. 48 Pahl & Phillips, 2014; logo & packaging for some seriously good maple syrup made by men in Michigan. They also make beer, and log cabins. 49 El Camino, 2013; inspired by a trip to Mexico, this "wave" icon was developed into a postcard for this surf/tiki/punk restaurant.

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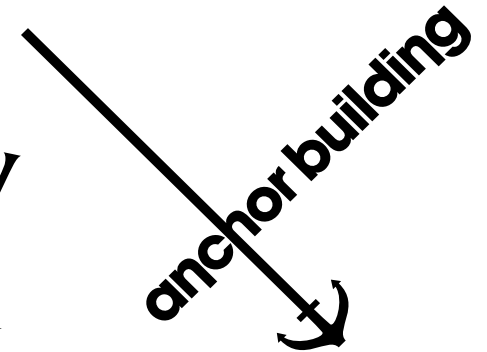
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WHISKEY
by the
DRINK

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GALLOP

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Decca

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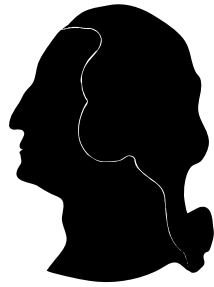


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"CAMP
CURIOUS"

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50 Lucky Kentucky Moonshine, 2014; initial product out of the revived Kentucky Peerless Distilling Company. All of the packaging & advertising for this good tasting moonshine was designed by Mperfect. 51 Kentucky Peerless Distilling Company, 2013; working with the 4th & 5th generation of this Distilling family has been a great experience. Developing everything from logos & icons, to liquor labels & shipping boxes, Mperfect has touched a little bit of everything with these guys – including this illustration of the Peerless founder, Henry Kraver. 52 Gallop, 2015; discarded identity element for a coffee company project. 53 MESH Coalition; 2013; along with design troupe State Champs, Mperfect created the visuals surrounding the fifth anniversary of emergency management coalition MESH in Indianapolis, IN. These visuals included 5 separate WPA-inspired large format screen-printed posters and a tabloid size annual report. 54 Decca, 2011; wordmark for this beautiful restaurant on Market Street. 55 Camp Curious, 2015; a kids summer camp at St. Francis School in Goshen, KY. 56 River Road BBQ, 2016; the meat smoker that is represented here is a beauty and sits outside of this BBQ joint on River Road. 57 The Silver Dollar, 2011; "Whiskey by the Drink" as seen on stickers, t-shirts, and postcards for The Silver Dollar. 58 Anchor Building, 2014; an old Boys & Girls-style community center that is now home to a film production team, record label, and neighborhood development offices.



**GEORGE
WASHINGTON
IS HERE,
BUT NOT
HIS TEETH.**

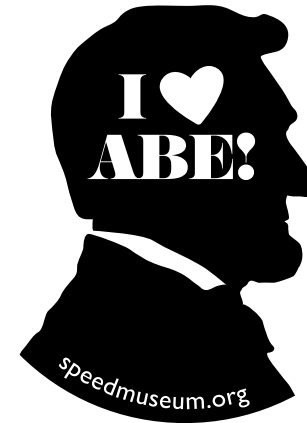
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Renescence

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62



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59 Yale Show, Speed Art Museum, 2008; the marketing materials for this traveling art exhibition from Yale University at the Speed began a design relationship with Scott Rogers, a multi-skilled art director and arbiter of taste. More than developing and visually guiding all of the projects shown on this page; he made Mperfect better, actually, still is making Mperfect better. The Yale Show materials included a range of media advertising, building banners, signage, and much more. 60 WOW, Speed Art Museum, 2009; promoting the overhaul/reinstall of the Speed Art Museum prior to their ultimate remodel, the multifaceted WOW campaign saturated the city in Autumn of 2009. 61 Renescence, 2012; we developed a number of visuals for this "follicle forever" haircare product, including potential packaging and icon. The design material has yet to be used, but it'll be great when the time comes. 62 Beyond the Log Cabin, Speed Art Museum, 2009; this "all about Abe" exhibition at the Speed was a fun project, repleat with buttons & stickers, t-shirts & advertising. 63 Artlik, 2016; this neighborhood-wide art project inspired & confused patrons of ten local businesses for a month in Spring 2016.

BOURBON BASH



KMAC

66

64 KMAC museum, 2014-2016; Art is the Big Idea & Craft is the Process is the mantra/mission statement of this downtown museum. Visual variations of this statement are used on many things: t-shirts, tote bags, signage, notebooks, pencils, erasers, etc etc etc. 65 Eero Saarinen; A Reputation for Innovation, KMAC museum, 2014; graphics for this excellent exhibition at the museum featuring the work of Eero Saarinen. 66 KMAC museum, 2014; updated version of the KMAC "wordmark" following reopening after an 8-month complete museum renovation. 67 KMAC Bourbon Bash, 2015; logo and illustrations for the program of this annual museum fundraiser that featured live music by the band King Kong, a wrecking ball shaped piñata filled with chocolates and treats, and bourbon tastings from a number of Kentucky distilleries.



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SPORTSFUND

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HELL OR HIGHWATER

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DEATH
IS BUT A
DREAM

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GOOD
FOR
A FEW

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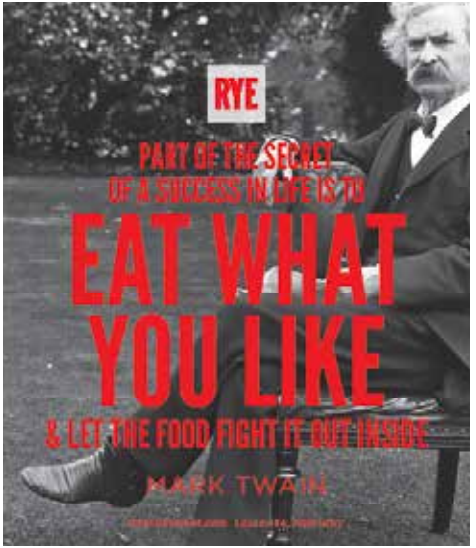
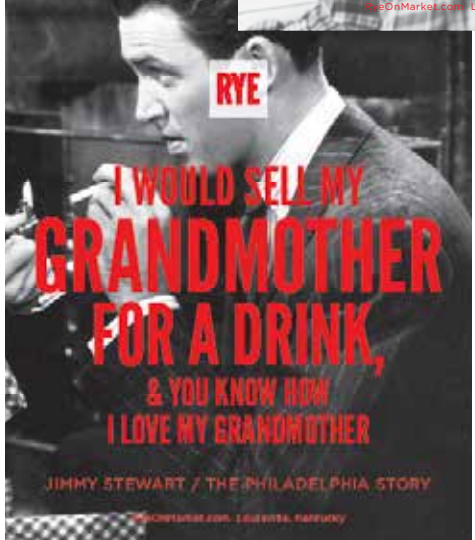
DUCHESS

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68 Camp Auerbach, 2019; Official t-shirt of this farm party set in the middle of the Kentucky countryside. 69 Death is but a Dream, 2015; type treatment for the cover & opening credits of a documentary about the afterlife. 70 Blossom Bar, 2020; Healthy lifestyle, fresh juice & smoothie shop located inside the popular Rainbow Blossom natural & organic food markets in Louisville, KY. 71 Duchess, 2020; Beginning as a league of Louisville ladies who own & operate in the Food & Beverage industry. 72 Sportsfun(d), 2020; A program created to encourage school-age children to pursue sports (aside from basketball, baseball, & other more popular/highly competitive engagements) as a means to college scholarships. 73 Hell or Highwater, 2018; Logo and icons created for this intoxicating underground lounge located below Louisville's historic Whiskey Row. 74 Good for a Few, 2023; icon & logo for a speakeasy in Oklahoma City. 75 South Seas; 2023; Secondary graphics for tiki bar in Butchertown, Kentucky

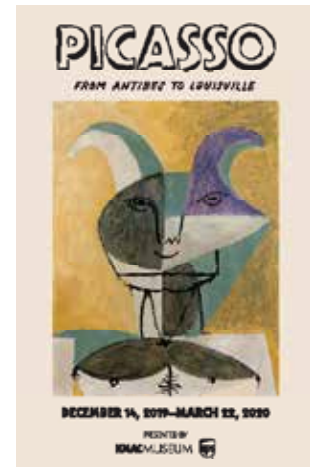
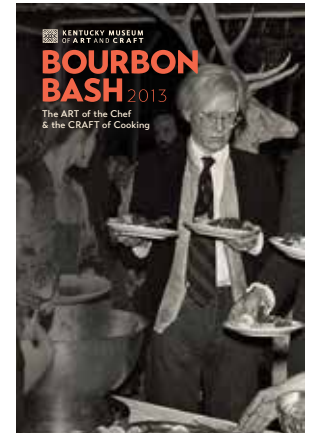


76 Please & Thank You, 2010-current; Home of Kentucky's BEST Chocolate Chip Cookie, this coffee shop & bakery is a favorite of any one who is lucky enough to experience it.



77 Kentucky Peerless Distilling Company, 2012–current; This distillery, with roots dating to 1880, has been brought back to life by 4th & 5th generations. This RYE WHISKEY was their first product, since before Prohibition. Continuing to today, we have designed a number of products for them, including BOURBON WHISKEY, Single Barrel, Double Oaked, and Barrel Finishes.

78 RYE, 2011–2020; This East Market restaurant was a classic since opening in 2012. These are the postcards created for that very first opening when no one knew what to expect.

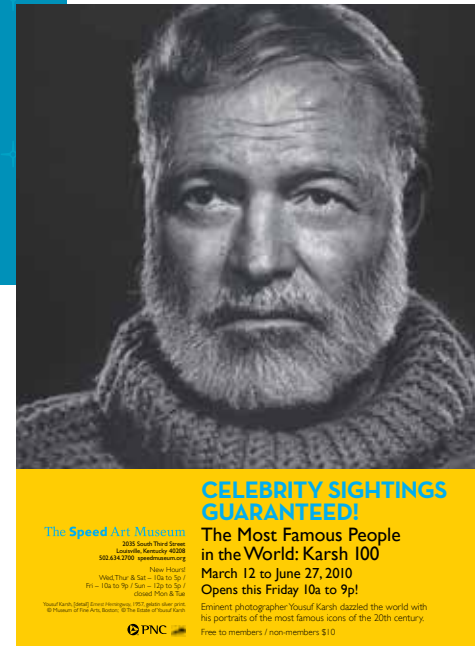
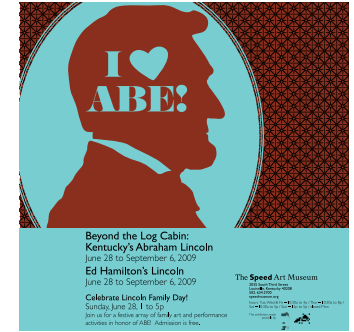
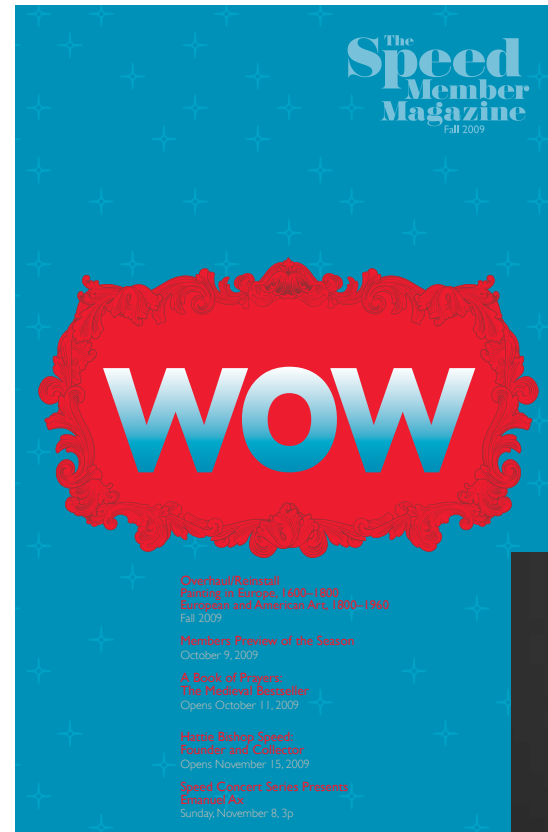


79 Louisville Public Media, 2018; Environmental design elements throughout the production studios & office space for Louisville Public Media, home of local NPR affiliate WFPL, the local indie station WFPK, classical powerhouse WUOL, and Kentucky Center for Investigative Reporting. They needed a visual system to pull you through the building, plus a few other fun things along the way—like all the employee illustrations in the break room and this colorful wall note installation in the main hallway.

80 KMAC museum, 2011–current; each exhibition at the KMAC museum is promoted with posters, advertisements, program notes, and full window graphics, as referenced in the images above. Really beautiful celebrity paparazzo photos, such as Andy Warhol in a buffet line, adorned the 2013 Bourbon Bash materials – which included invitations, posters, program, table toppers, and the like. Gallery books for a few exhibitions, including William J. O'Brien 'Oscillates Wildly' & Picasso 'From Antibes to Louisville' are but a few shown here.



81 Hell or Highwater, 2018-current; This intoxicating underground lounge is one of the loveliest, classic, and ever so considered bar settings around. Mperfect assisted with a number of aspects of this project from the very early stages, including but not limited to: branding and signage, promotional material, cocktail packaging, and website design.

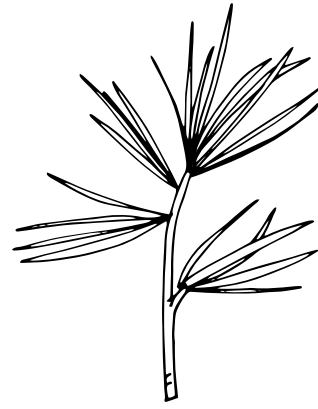


82 Speed Art Museum, 2008-2012; as mentioned on pages 16-17, the marketing materials for the Yale Show "Life, Liberty, and the Pursuit of Happiness" exhibition at the Speed were the first under the direction of Scott Rogers. There were a number of other taglines in addition to the previously shown George Washington visual, including this one referencing the size of John Hancock's signature on the Declaration of Independence, which was on view. Two shows in the Summer of 2009 were all about Abe Lincoln and the promotional materials were expansive; including t-shirts, buttons, stickers, and more. In the Spring of 2010, a stunning show featuring photography of the world's most famous people by Yousuf Karsh was on view (including Ernest Hemingway, one of the stars of our campaign). Shown here as the cover for Member Magazine, the WOW campaign was the face of an Autumn 2009 overhaul & reinstall at the Museum.

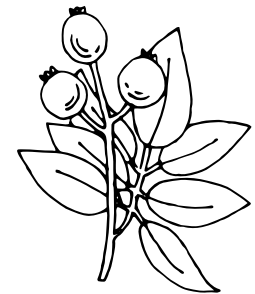
LOOKING FOR ANY OF THESE? WE CAN DO IT.

- Branding Art Direction
- Logo Business Card
- Advertising Envelope
- Illustration Other Collateral
- Packaging Billboard
- Signage Album Cover
- Painting Soundtrack
- Infographic T-Shirt
- Brochure Dinner/Drink Menu
- Magazine Wallpaper
- Screen Printing Book Cover
- Postcard Project Management
- Stationery or
- Poster Anything, Really.

MPeRfECT



MPEACH



& CO.

BRICK

mperfect

83 Mperfect, 2003-2020; shown here are various visuals created for and by Mperfect over the years. The two icons at the top, the round one (that appears throughout this booklet) and the "collage" wordmark (the one we have tattoo'd on our arm) have both been around since 2006. "MPEACH" was something fun that came to life in 2007. The pinecone, holly, twig & leaf illustration was used for the annual Mperfect holiday cards in 2015. The tiny evergreen tree sketches were on the 2013 Mperfect holiday cards – which were letterpress printed. The BRICK text shown here is from the very first incarnation of an Mperfect visual book back in 2005. In 2014 we started flirting around with adding "& Co." to the business name. Finally, the oft-used lowercase wordmark.

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