



A PORTFOLIO OF THE MESS I CAN MAKE

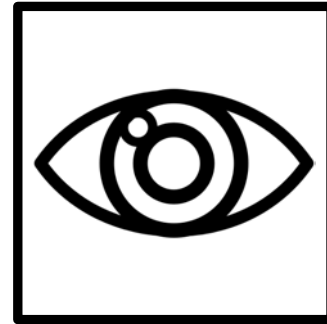
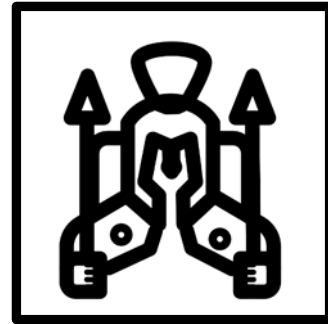
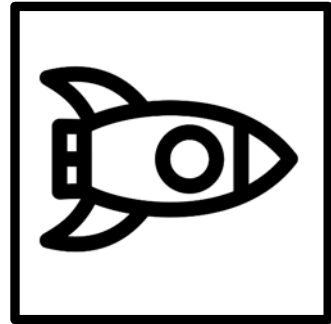
The Man, The Myth, The Legend

Hello,

My name is Jesse Kire McCoy. I was born in Springfield, Ohio, raised in Mesa, Arizona, and met my life partner in Ogden, Utah. I'm the second and last child in a house full of boys—intense, yet bursting with creativity. My father played guitar, my brother drums, and I slung the bass. Today, I'm living (or striving to live) the creative dream in a new way. Through graphic design, I discovered that elusive thing many call a calling.



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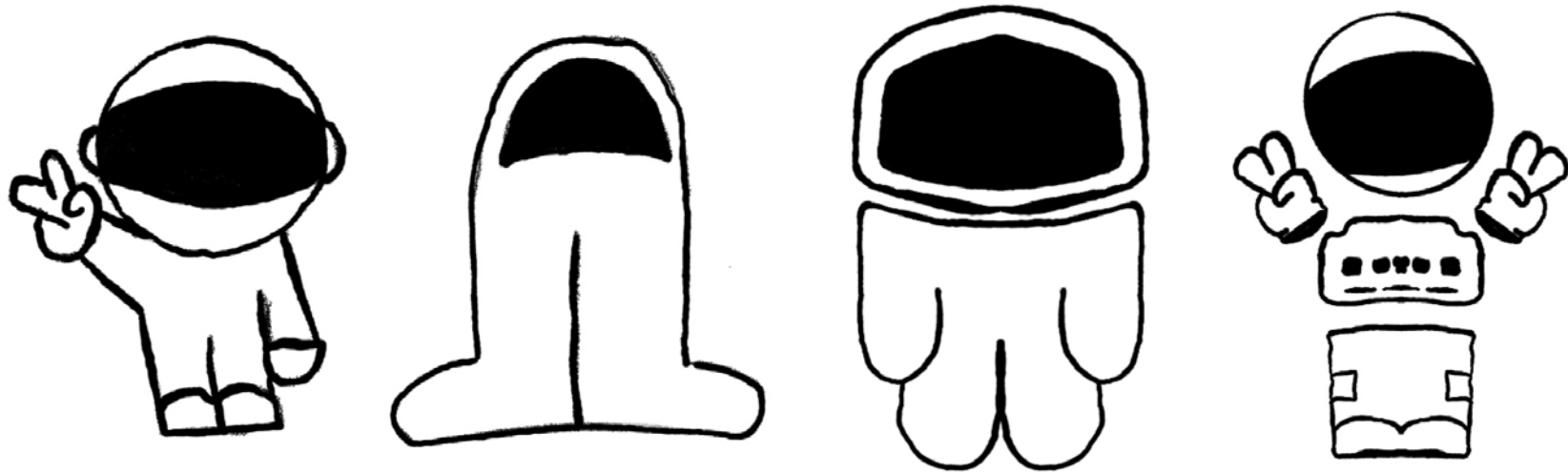
SCHEDULEYOURCLIENT.COM

This project involved developing the complete branding for a scheduling-focused software company. The central goal was to design a mascot logo that could serve as both the face and voice of the brand. Once established, we expanded the visual identity, ensuring every element—from color palette to supporting graphics—tied back to the mascot, creating a cohesive and recognizable presence across all platforms.



PROCESS

Sketches:



Creating these sketches began with a brainstorming session rooted in keywords and visual concepts, which shaped the direction of each drawing. For typography, we needed a solution that blended seamlessly across digital platforms. A sans serif font is the standard in these spaces, and Satoshi offered the perfect balance: distinctive enough to convey personality, yet versatile enough to harmonize with the broader brand system.

Typography:

SATOSHI BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

XTUVWXYZ

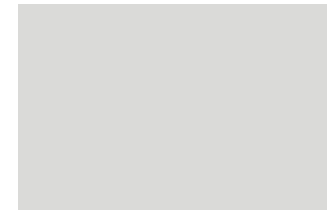
123456789!@#\$%^&*()_+

SATOSHI MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789!@#\$%^&*()_+

Color Palette:



HEX: DADAD8
RGB: 218, 218, 216
CMYK: 13, 11, 12, 0



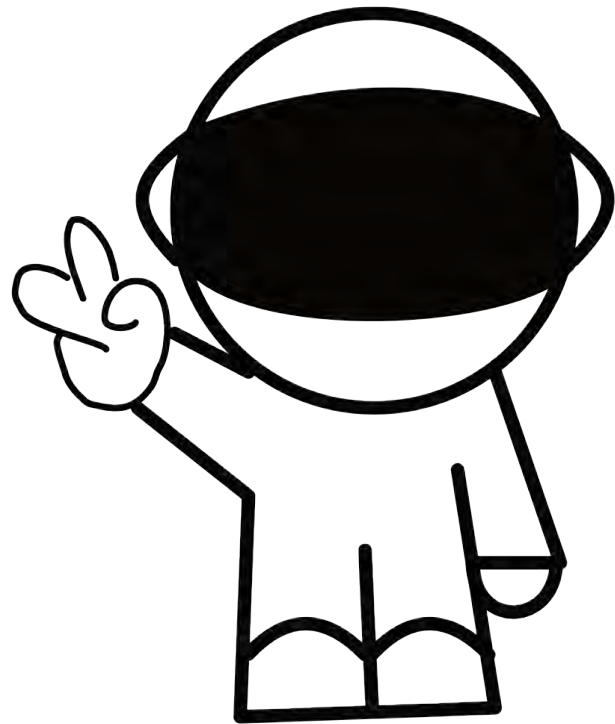
HEX: 1C1E1F
RGB: 28, 30, 31
CMYK: 72, 66, 65, 75



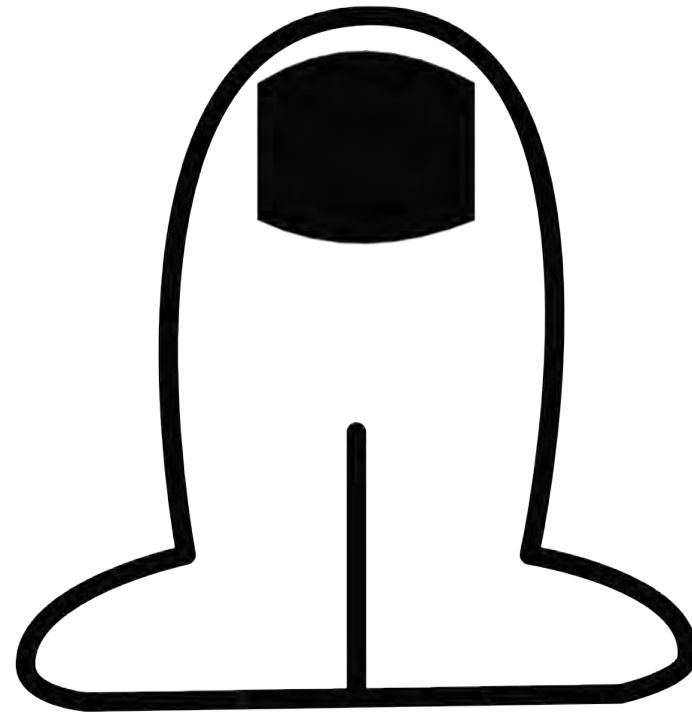
HEX: 000F73
RGB: 0, 15, 115
CMYK: 100, 98, 20, 21

DRAFTS

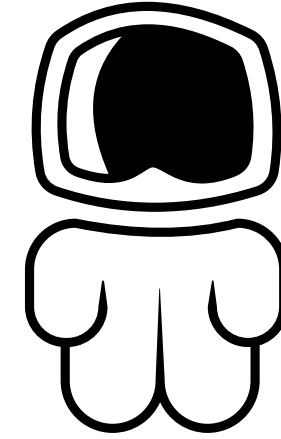
Idea 1:



Idea 2:

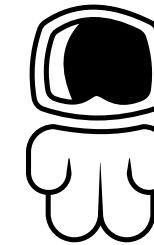


FINAL



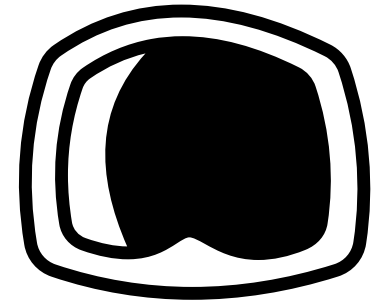
ScheduleYourClient.com

Stacked:

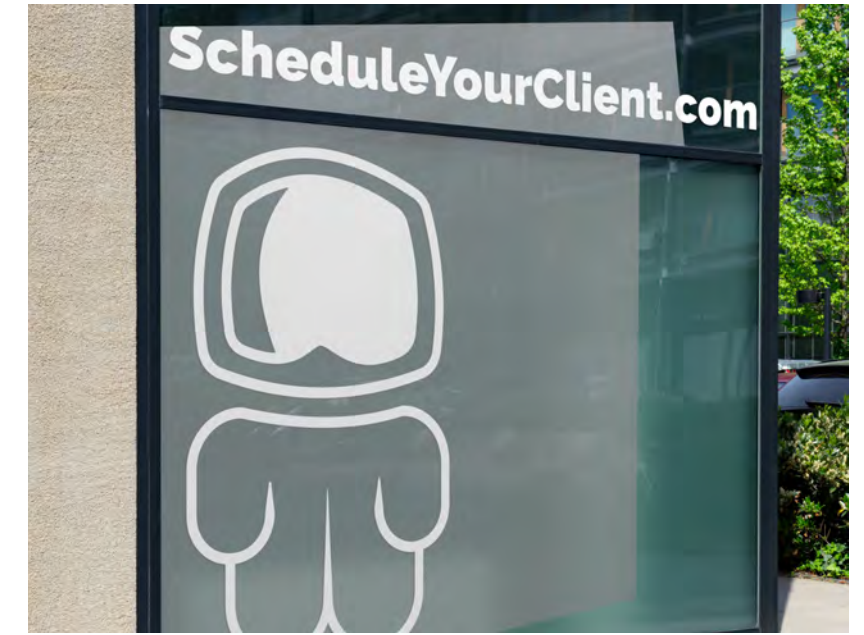


ScheduleYourClient.com

Favicon



The final step is always the most rewarding—presenting the finished product to the client and marking the project complete. From there, the work moves into implementation, becoming a tangible part of the company's identity and presence.



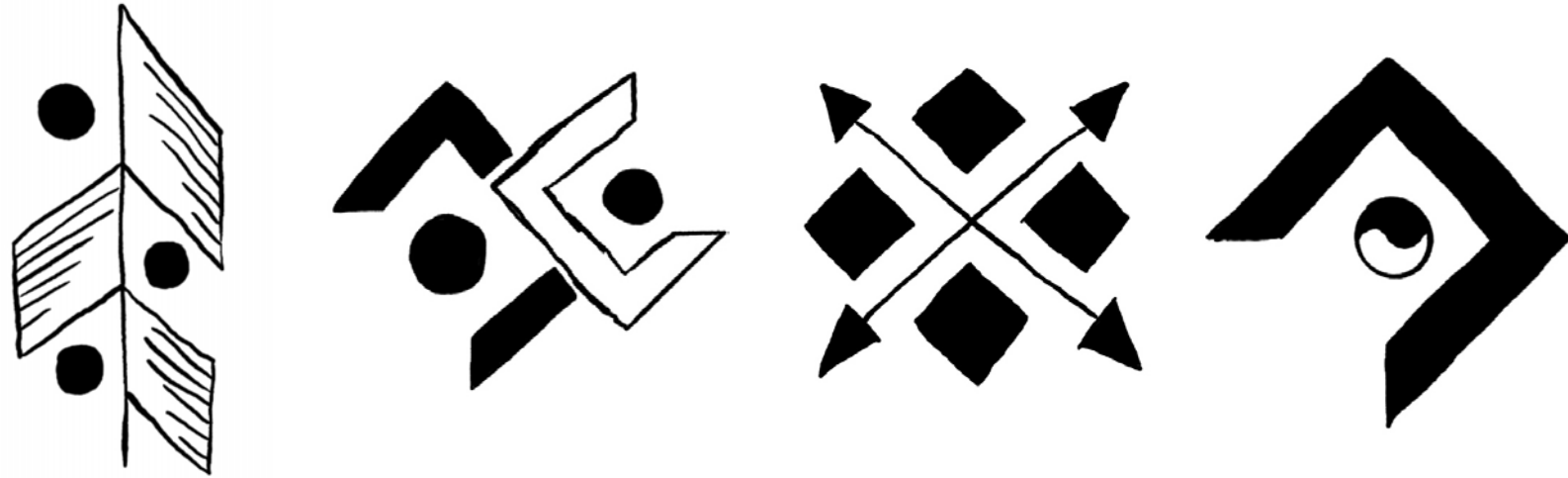
ALMOST AN ATHLETE

This project focused on creating a brand for a content creator. The challenge was not branding the creator themselves, but designing a brand they could confidently stand behind and grow into something bigger over time.



PROCESS

Sketches:



Sketching for this project was an iterative journey, revisited multiple times to capture the right design. The typographic approach was intended to empower the creator, allowing them to evolve from an individual to a fully realized company. The brand was designed to grow alongside them, offering flexibility and strength as their presence expanded.

Typography:

NUNITO SANS BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
XTUVWXYZ
123456789!@#\$%^&*()_+

NUNITO SANS REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
TUVWXYZ
123456789!@#\$%^&*()_+

Color Palette:



HEX: 1E1A2F
RGB: 30, 26, 47
CMYK: 82, 82, 51, 65



HEX: 7A1E25
RGB: 122, 30, 37
CMYK: 31, 96, 84, 38



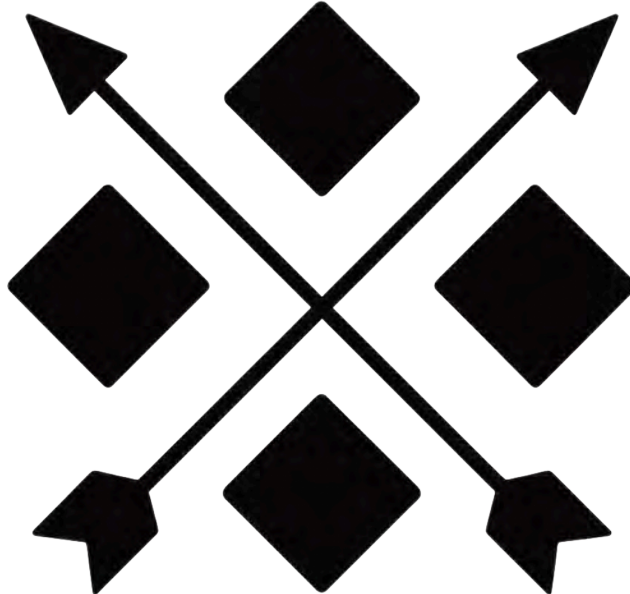
HEX: 3E2A68
RGB: 62, 42, 102
CMYK: 89, 98, 28, 17



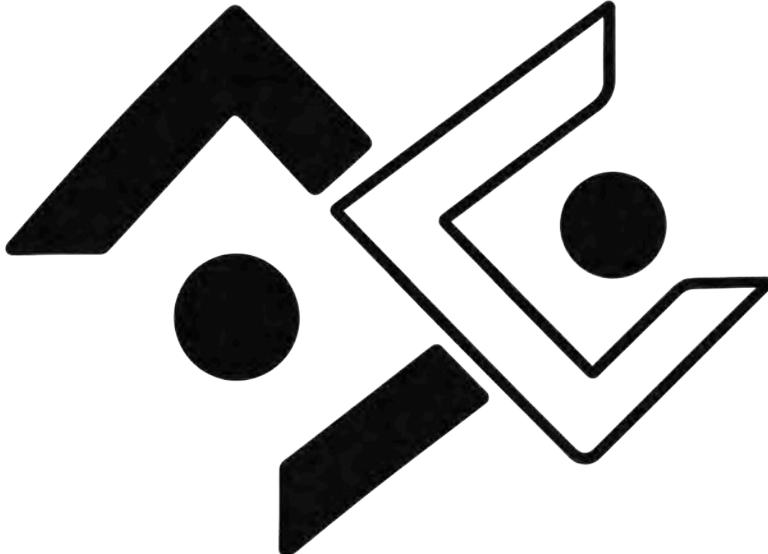
HEX: C24E1B
RGB: 194, 78, 27
CMYK: 18, 82, 100, 6

DRAFTS

Idea 1:



Idea 2:



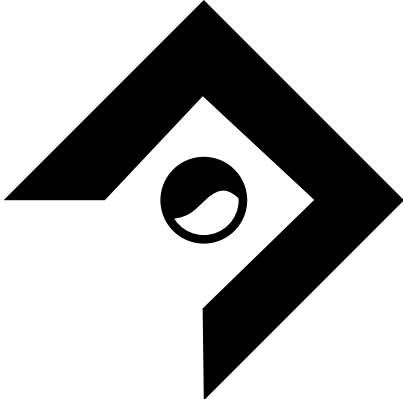
FINAL



Stacked:



Favicon



The final logo was the result of a journey filled with steps forward and backward—a true dance of creativity. In the end, it emerged as a strong and versatile design, capable of standing on its own while remaining adaptable over time.



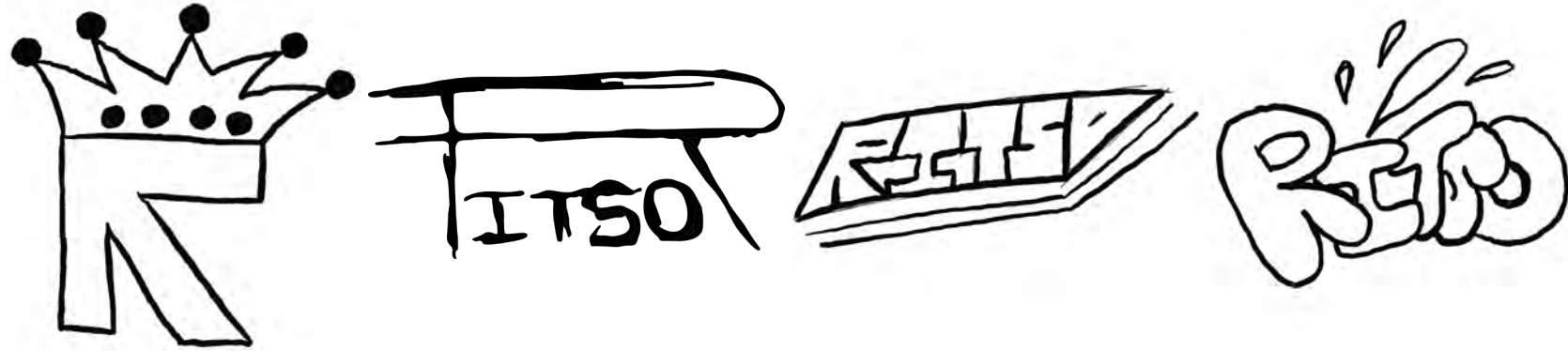
RITSO STUDIO

This project focused on creating a brand for a clothing line based in Colorado Springs that designed and screen-printed its own apparel. The goal was to capture an urban aesthetic—bold, gritty, and ready to be displayed on any grungy wall. I brought this vision to life through hand-sketched logo concepts, and the project quickly gained momentum, establishing a distinctive and authentic brand identity.



PROCESS

Sketches:



Sketching for this project involved exploring a wide range of directions, allowing us to experiment with many styles and looks until we landed on the perfect option. The typography needed to support the graffiti-inspired logo while giving the brand a strong foundation. Choosing a sans serif typeface provided a solid, easily readable complement, balancing the bold, urban style of the logo and ensuring the brand's visuals remained cohesive and approachable.

Typography:

HEADER

RIFT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

123456789!@#\$%^&*()_+

BODY

MONTERRAT MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

XYZ

123456789!@#\$%^&*()_+

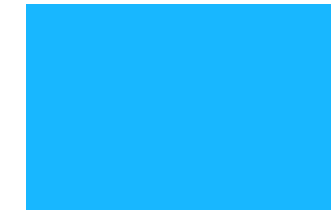
Color Palette:



HEX: 0A0A0A
RGB: 10, 10, 10
CMYK: 0, 0, 0, 96



HEX: FFFFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0



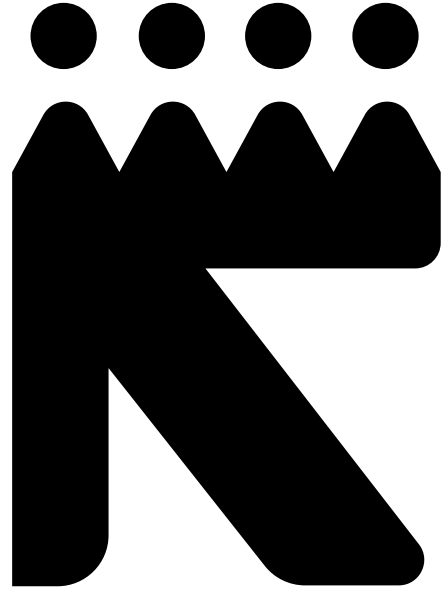
HEX: 18B7FF
RGB: 24, 183, 255
CMYK: 91, 28, 0, 0



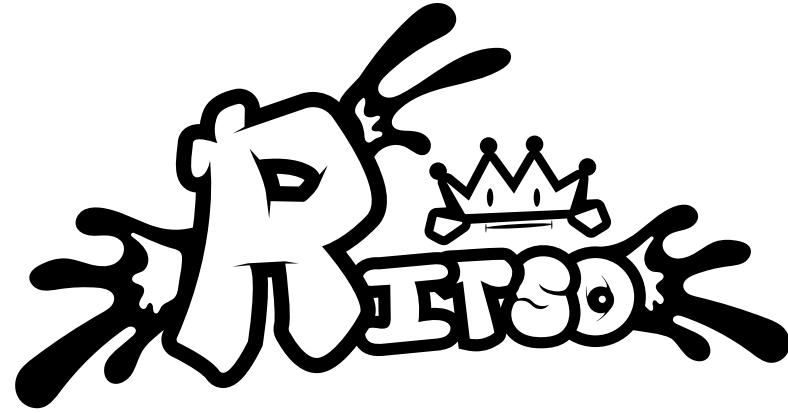
HEX: F2C94C
RGB: 242, 201, 76
CMYK: 0, 17, 69, 5

DRAFTS

Idea 1:



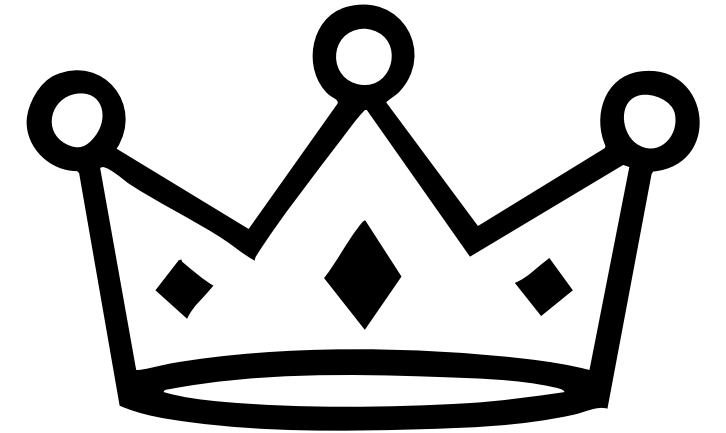
Idea 2:



FINAL



Favicon



The final design speaks for itself. With alternative variations and even a favicon option, the visual identity is built to grow alongside the brand. Keeping the crown as a central element opens the door for future creativity, allowing new ideas to expand naturally while maintaining a strong, recognizable presence.



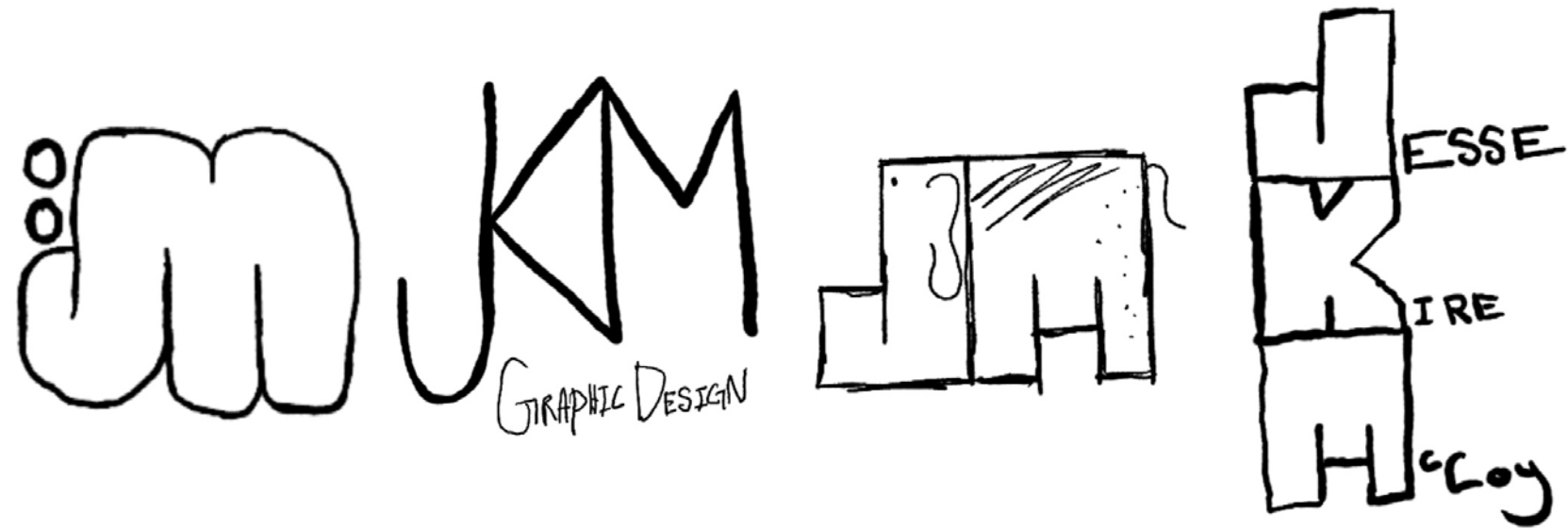
JKM DESIGNS

This project involved creating the full branding for myself—a deep dive into who I am and why I do what I do. I realized that, for me, graphic design is art, and I enjoy presenting myself in a structured, artistic way. From this insight, I developed both my personal brand and visual identity, creating a cohesive reflection of my creative vision and approach.



PROCESS

Sketches:



Creating a personal brand is a journey that required diving deeply into who I am. The process was enjoyable and revealed what resonated with me, reflecting my true self. The typographic approach was chosen to convey professionalism, intelligence, and expertise—essential qualities for a designer. From the very first impression, my brand needed to showcase my skills and demonstrate that I know what I'm doing, establishing credibility and a clear sense of creative identity.

Typography:

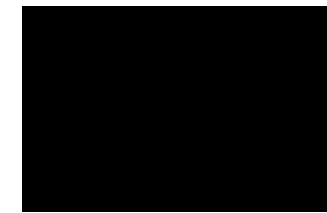
TAHOMA BOLD
ABCDEFGHIJKLMN**OPQRXTUV**
WXYZ
123456789!@#\$%^&*()_+

TAHOMA REGULAR
ABCDEFGHIJKLMN**OPQRXTUVWXY**
Z
123456789!@#\$%^&*()_+

Color Palette:



HEX: FFFFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0



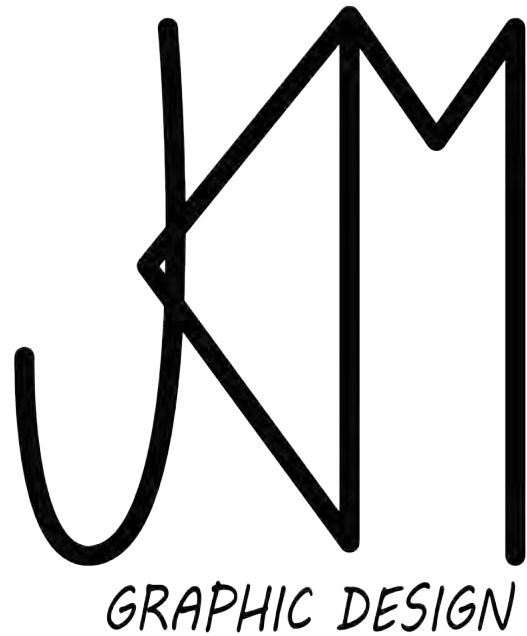
HEX: 000000
RGB: 0, 0, 0
CMYK: 72, 68, 67, 88



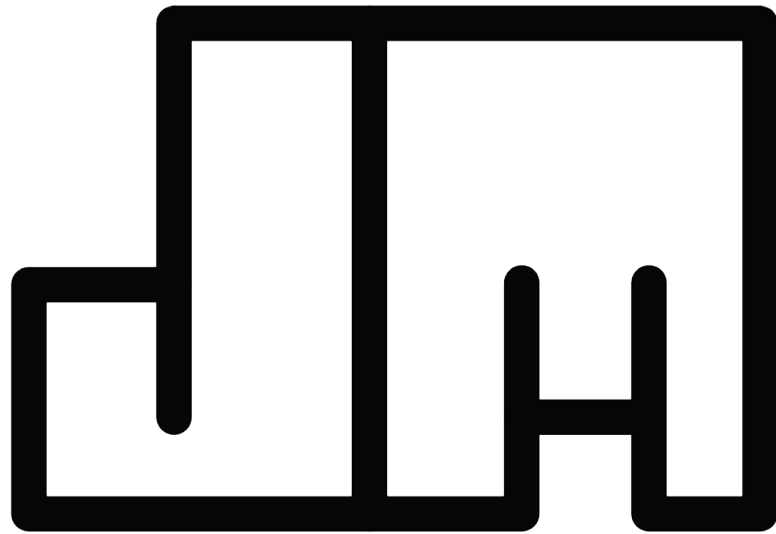
HEX: 121B55
RGB: 18, 27, 85
CMYK: 100, 98, 34, 33

DRAFTS

Idea 1:



Idea 2:



FINAL



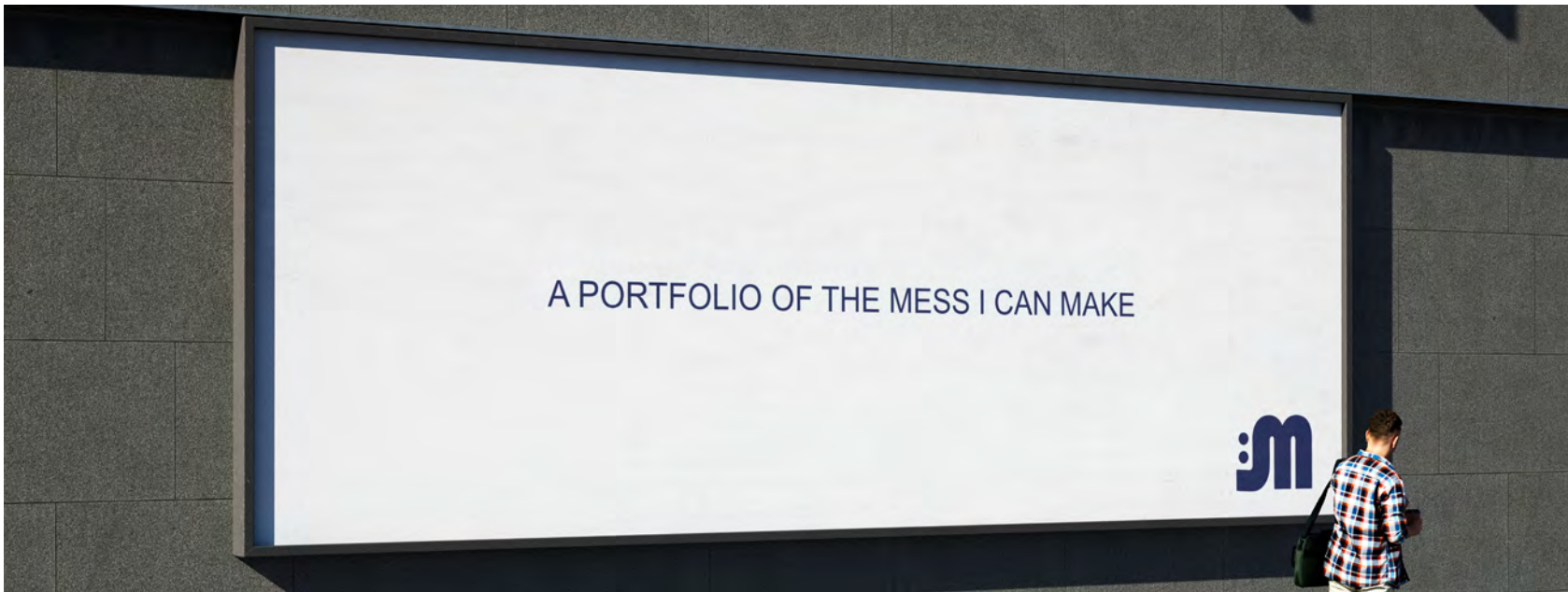
Wordmark:



Favicon



The final logo for my personal brand is fun, engaging, and professional across all applications. It reflects both my creative personality and my commitment to quality. As Paula Scher says, "It's through mistakes that you actually can grow. You have to get bad in order to get good," a philosophy that guided the development of this brand and continues to inspire my creative journey.



THE NEXT STEPS

Graphic design is more than shapes, colors, and letters—it's a way to express myself and help others shine. Over the years, I've come to understand how valuable design is and how much the world needs people who care about it. I'll never stop learning, keeping my cup empty to let others fill it. The only direction from here is up. I love who I am and where I am in this industry, but even more, I embrace the path ahead and the unknown journey that lies before me.





Jesse K. McCoy, 2025
Colorado Springs, Colorado
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A Portfolio of Growth and Expansion
Hey Dad! I DID IT!