



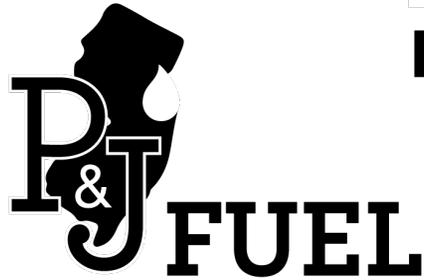
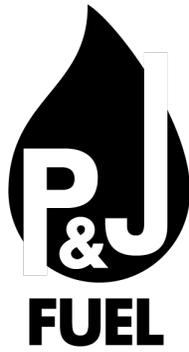
 <p>UPENDRA CHIVUKULA FOR CONGRESS CHIVUKULAFORCONGRESS.COM</p> <p>Upendra Chivukula is running for Congress in New Jersey's 7th Congressional District.</p>	<p>A RISING STAR Upendra has resided in New Jersey for over 30 years with his wife, Dayci, his son, Suraj, and daughter, Damianty. Hard work and dedication have allowed Upendra to inspire the public's imagination. An engineer, a husband, and father who serves as a Deputy Speaker in the NJ General Assembly, Upendra is a leader, innovator, and the embodiment of the American Dream.</p> <p>A LEADER EMERGES In the 1980s, Upendra became a leader in the community through grassroots organizing. He was appointed to be a Public Member of the New Jersey State Board of Social Work Examiners from 1994 to 1997. After being encouraged by his friends and supporters, Upendra ran for public office and was elected Mayor of Franklin Township. Upendra invested his time and energy in addressing the needs of his constituents. During his term, he ensured stable taxes and a thriving economy.</p> <p>NEW JERSEY GENERAL ASSEMBLY In 2002, Upendra was elected to the New Jersey Legislature, and has since worked full time to accomplish real change for the citizens of New Jersey. He has fought for education reform, and championed legislation that has led to increases in business investment and the creation of thousands of jobs in New Jersey.</p> <p>Upendra currently serves as Deputy Speaker and Chair of the Telecommunications & Utilities Committee, Vice-Chair of the Homeland Security and a member of the Transportation Committee.</p>
<p>CONGRESS Upendra aims to bring new ideas and a distinct perspective to Congress. He intends to fight for reform and an end to partisan gridlock.</p>	
<p><small>Paid for by Chivukula for Congress • chivukulaforcongress@gmail.com • 908-420-1046</small></p>	



CHIVUKULA FOR CONGRESS

Congressional Campaign

Assemblyman Upendra Chivukula campaigned for Congress in during the 2012 election. I designed his campaign logo, as well as contributed a variety of campaign materials such as banners, pamphlets, posters, mailers, business cards, pop-up signage, and vehicle wraps.



P&J FUEL Logo Design

This New Jersey based fuel company contracted me to design their new logo. My personal favorite was the initial concept (shown top left and adapted in color below it) using NJ to carve out the "J" shape. Though I attempted to steer my client away from directly using the "droplet" iconography which has become synonymous with fuel companies, they did end up insisting on its inclusion in the final version.



Option #2



Option #3



Option #3



Option #4



Option #4



Option #5



Option #3



Option #4



#4



#5



DLB ARCHITECT

Logo Design

Above are a series of logo concepts developed for DLB Architect, who initially wanted to promote his New York City architecture company with images of his 'signature' red pickup truck. I developed a number of concepts, both literal and abstract, but regrettably the client was unable to decide how he wanted to brand himself, and the project fell through. Nonetheless, I was very pleased with some of these concepts particularly the text-based logo shown above, which subtly references the building industry.



MACDONALD & O'FARRELL CONTRACTING, LLC

Logo Design and Business Cards

The client insisted on 3 key elements in their logo - a plumb bob, level, and a steel square. Not being particularly handy, I only knew what one of those things was. After doing some background research, I came up with several concept. My client opted for the most symmetrical design.

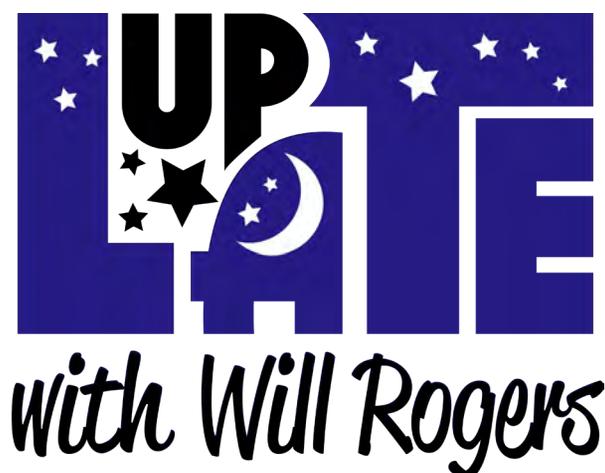


Upscale Women's Clothing Store in the Hamptons



west front
productions

Video Production Company, New Jersey
Logo, Business Cards



Weekly Online Talk Show Series



Apartment Complex in Staten Island, New York
Logo, Business Cards, Banners, Newspaper Ads



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1562 Drumgoole Road East
at Foster Road in Prince's Bay
Staten Island, NY 10309

Dental Office in Staten Island, NY
Logo, Business Cards, Envelopes, Letterheads



BLUE HERON
HUMANITARIAN
LEAGUE

Non-Profit Organization in New York
Logo, Flyers

MISCELLANEOUS LOGOS

A number of clients have contact me for the creation of logos and identity systems. When approaching a project like this, I like to provide a number of different options for my client, and then hone in on several that they feel best encompasses the visual style and values of their enterprise. The graphics you see above are the finished result of much experimentation and dialogue.



NEW MUSEUM OF CONTEMPORARY ART

front

back



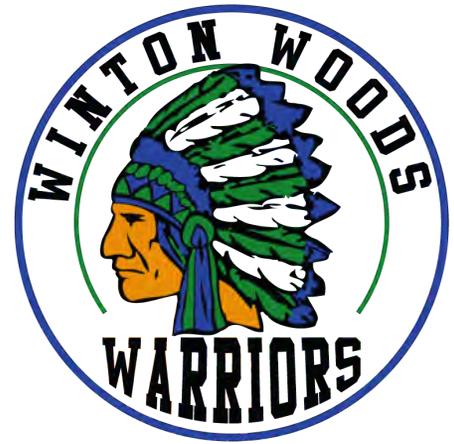
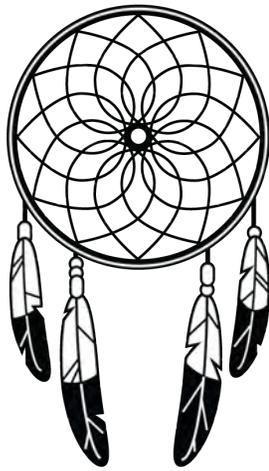
NEW MUSEUM

Identity System Redesign (cardstock, envelopes, digital media)

A hypothetical redesign of the identity system for the New Museum of Contemporary Art, located in the Bowery in New York City. The NewMu often exhibits controversial and forward-thinking work, and I wanted to make sure the logo reflected the museum's unique perspective while referring to the "white box" aesthetic of the building itself. I arrived at the final logo by looking at the famous Penrose triangle, an impossible shape which forces the viewer to look at from multiple perspectives.



**LAWTON HIGH
WRESTLING**



**FRANKLIN
WRESTLING**



**TOMAHAWK
WRESTLING CLUB**



FREESTYLE



**SHADY SIDE
WRESTLING**



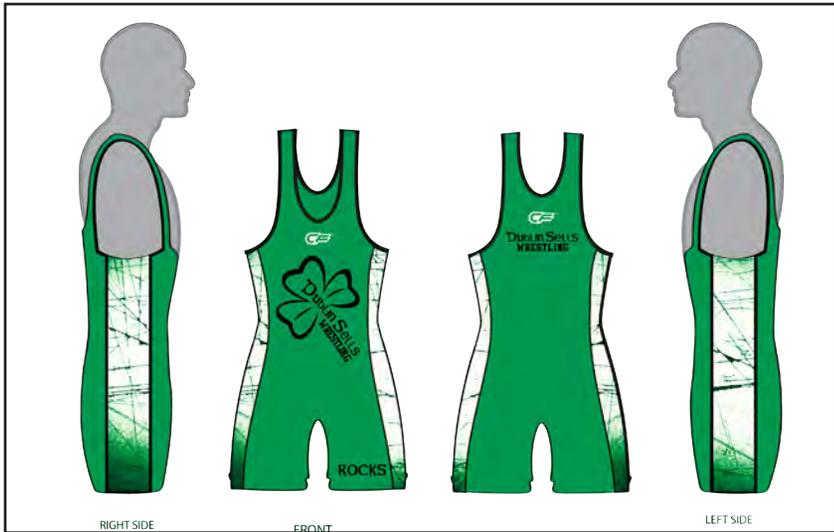
WRESTLING



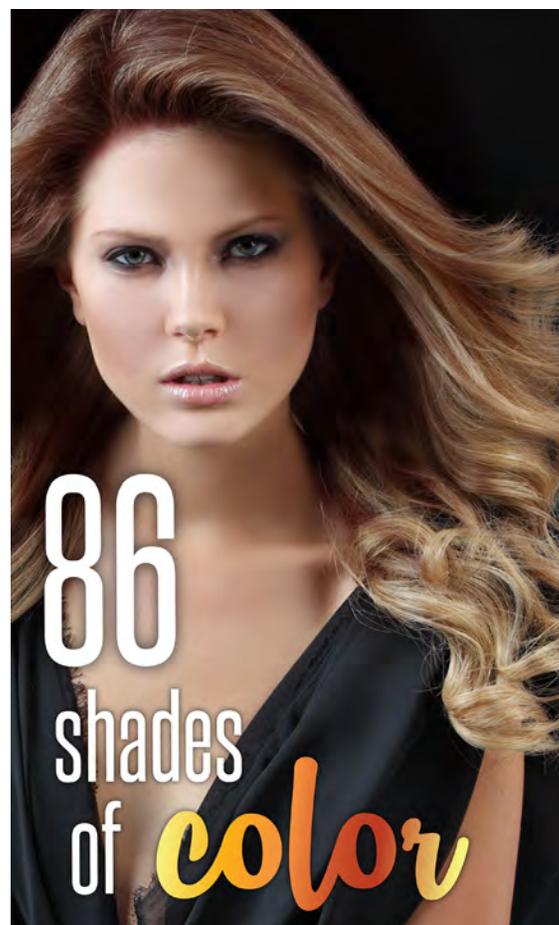
CAGEFIGHTER ATHLETIC

Branding and Merchandise Design for Athletic Apparel

I have an ongoing freelance arrangement with CF Athletic for a series of logo design projects. Many of these assignments required the creation of original logos for wrestling teams of various age ranges, or re-creation of logos based on crude sketches or pixelated JPGs. My responsibilities also include the implementation of these logos on the sportswear itself, creating mock-ups using specific Pantone codes for a variety of color options.



Is *your* salon Inspiring you to be...



Introducing the
Sweet Savings Sugar Card!

Purchase \$395 and receive \$450 in Sugaring Services	Purchase \$995 and receive \$1185 in Sugaring Services (20% SAVINGS!)
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PLUS Receive 10% Off Product Purchases!
Savings in effect through duration of card

sugaring
the safer, less painful alternative to waxing

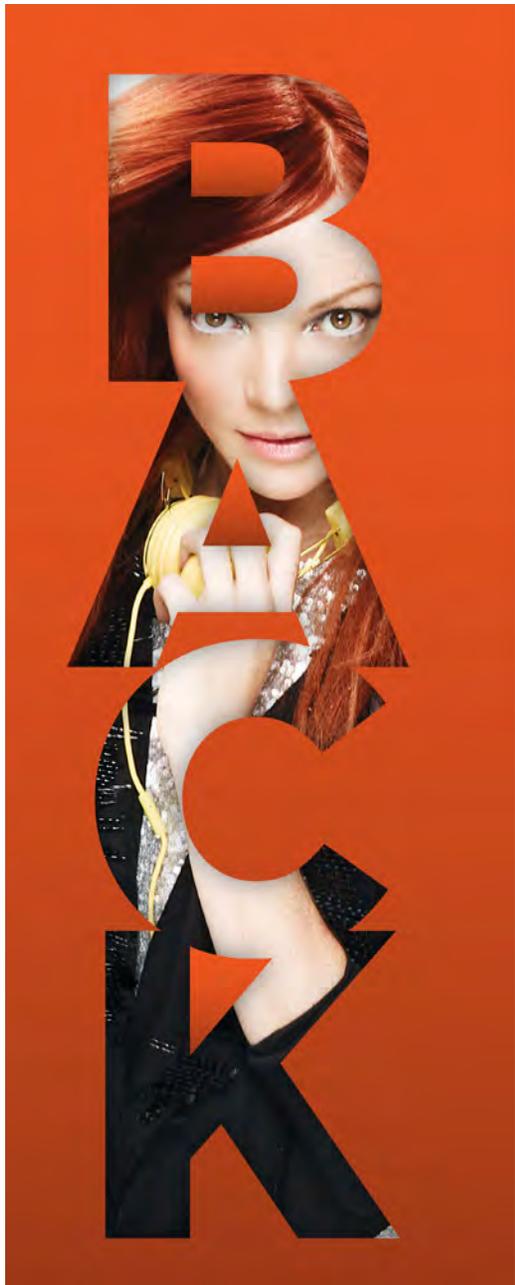
ALEXANDRIA

vito MAZZA salon & spa
Be Inspired. Be Beautiful.

**VITO MAZZA
SALON & SPA**

Beauty Salon & Spa Advertising

Vito Mazza's is a family-owned and operated beauty salon and spa, offering hair styling, massage therapy, and even top-of-the-line hair restoration treatments. They have been voted Best Salon & Day Spa in Central New Jersey, from 1999 through 2003. From 2011 to 2013 I created countless materials for them such as flyers, web banners, , 2'x3' and 4'x5' posters, window banners, pamphlets, reward cards, postcards, and interior signage.



FREE GIFTS
GREAT SAVINGS
& COOL
HAIR



Winter Savings

FREE Savings Card with any Gift Card purchase this week
UP TO \$50 VALUE!

Spirit of Giving

10% of every gift card or product purchase donated to victims of Hurricane Sandy

TEACHER APPRECIATION

In appreciation of all that you do!

vitomazza salon & spa
Be Inspired. Be Beautiful.

- JUNE** Complimentary Halo Highlighting with any haircut and style
- JULY** Complimentary Summer Skin Repair Eye Treatment with any peel treatment
- AUG** \$25 off any Hair Service of \$100 or more
- SEPT** Complimentary Moroccan Hair Mask with any haircut or style
- OCT** Complimentary Manicure with a Foot Refresher
- NOV** 25 Minutes FREE added to any 50-minute massage

vitomazza salon & spa
Be Inspired. Be Beautiful.

thinning hair SOLUTIONS
by vitomazza

STOP HAIR LOSS TODAY



BEFORE

AFTER

Fuller, Healthier Looking Hair

It's what we do.



LASER HAIR THERAPY PROGRESSION

MONTH 1 Congratulations... You took the first step to combat your hair loss! Your treatment begins with two 20-minute relaxing hair therapy sessions per week in a comfortable, private room. You can relax, read, watch television or just close your eyes and let the cool laser light energy begin to work.

MONTH 2 It's during this time your hair shedding becomes normalized and you will begin to see your hair loss subside. From this point forward, we can begin the process of achieving fuller, healthier and thicker looking hair.

MONTH 3 Most of our clients begin to see their hair looking healthier and more vibrant. You may hear a comment or two that your hair is looking great. Friends and family may ask what it is that you're doing. This is the beginning of the "feel good stage". At this point, our clients begin to feel much better about themselves.

MONTH 4 Many clients begin to notice a subtle change in the look and feel of their hair when washing and styling. We hear comments like "My hair is much more manageable" or "I really notice a difference in my hair".

MONTH 5-12 From this point forward many clients begin to see significant improvement in the appearance, quality and overall health of their hair. Results vary from client to client and most are with us for a full year of treatment. Once you achieve the maximum benefit, we offer maintenance plans to further enhance and maintain your success.



thinning hair SOLUTIONS
by vitomazza

Real People. Real Results.

It's proven: Most men and women prone to genetic hair thinning will benefit from low-level Laser Hair Therapy. It's an amazing technology that can rejuvenate hair or delay the onset of thinning hair. Take a look!



BEFORE

AFTER

The following photos show **real examples** of people with mild to moderate hair loss that have used LHT treatments to revitalize their hair.

What is Laser Hair Therapy?

Laser Hair Therapy is an effective, drug-free, non-surgical solution for men and women experiencing hair loss. Successfully developed and practiced in Europe, this treatment is now available for use in the United States.

Who will benefit from LHT?

Laser Hair Therapy is recommended for men and women in early stages of hair loss or for those experiencing excessive hair fallout. It is not recommended for men or women in advanced stages of hair loss or those who are bald. If you are in an advanced stage of hair loss... we have other solutions for you!

What can I expect from LHT?

Results vary from individual to individual, but you can expect your hair to look healthier, fuller, and thicker and stop excessive hair shedding.

How Does Laser Hair Therapy Work?

Laser light energy emitted onto the scalp will boost blood and oxygen levels, increase cell metabolism and aid in scalp circulation.



Hair loss isn't just a man's problem.

Fuller, Healthier Looking Hair

It's what we do.

thinning hair SOLUTIONS
by vitomazza



thinning hair SOLUTIONS
by vitomazza

THINNING HAIR SOLUTIONS

Laser Hair Restoration Therapy Look-Book

Vito Mazza's Salon offers laser hair therapy services through their sister company, Thinning Hair Solutions (THS). I assisted THS with their marketing, helping to establish their brand and promote the reliability of their services through posters, infographics, and 40-page coffee table "Look-Book" which featured "Before and Afters" of their most successful hair restoration clients.