



SCOTTCARSON

— GRAPHIC DESIGN SINCE 2003 —

GRAPHICDESIGNPORTFOLIO

SOKOLIN

EST. 1934



ART DIRECTOR FROM 2003-2013

“During his tenure, the marketing department relied on Scott to attend to important and time sensitive projects. He was always flexible, showed professionalism and was successful at interacting with his colleagues, including top level and C suite business executives. One of Scott’s important strengths is that he demonstrated his keen ability to follow up on important projects on a regular basis, and the marketing department as well as other coordinating departments in the company grew to depend on his depth of knowledge and invaluable experience.”

Sokolin Wine Merchants

Project: Fall 2006 Catalog

America's Premier Fine Wine Merchant Since 1934
 phone: 800.946.3947 / 631.537.4434 web: www.sokolin.com email: sales@sokolin.com

Fall 2006 Catalog
 Featuring the Historic 2005 Bordeaux Vintage and Other Amazing Values

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95-100 Points Only	



High-Scoring Classified Growths

- A: 2005 Troplong Mondot \$179.95 bottle - \$2159 case**
 "Medium to full-bodied and complex, with a savory, broad, expansive mouthfeel, understated elegance, good freshness, and a long, moderately tannic finish, it requires 3-4 years of bottle age (or more if it closes down). It should evolve gracefully for 25+ years."
R. Parker 96-100 pts
- B: 2005 Pontet-Canet \$95.95 bottle - \$1151 case**
 "Absolutely spectacular, Pontet-Canet's 2005 receives the full attention of dedicated proprietor Alfred Tesseron...this wine will have 40-50 years of longevity, and should turn out to be the greatest Pontet-Canet since such ancient classics as 1961, 1945, and 1929...first-growth nobility and raciness, massive body, tannin, and extract and a finish that lasts nearly a minute..."
R. Parker 94-96 pts
- C: 2005 La Conseillante \$169.95 bottle - \$2039 case**
 "The finest La Conseillante since 2000...With good fruit, depth, and a broad, savory attack as well as mid-palate, this medium-bodied, finesse-styled, elegant wine represents a synthesis in style between a grand cru red Burgundy and a top-notch Bordeaux..."
R. Parker 93-95 pts
- D: 2005 Cos D'Estournel \$199.99 bottle - \$2399 case**
 "...Extraordinarily well-defined, nuanced, and powerful, with high tannin as well as magnificent texture and richness, this classic offering will be uncommonly long-lived...A fabulous wine!"
R. Parker 95-97 pts

2005 Classified Growth Sampler*

3 Bottles of Each - A 12 Bottle Mixed Case Sampler: \$1,935 case
 *Wines also available for individual sale

The Legends of the Vintage

- 2005 La Mission Haut Brion \$379 bottle - \$4545 case**
 "The deep ruby/purple-hued 2005 La Mission-Haut Brion is the finest offering from this estate since the 2000, a vintage it resembles in power, muscle, and structure. A gorgeous perfume of cassis, blueberries, and black fruits is followed by powerful, full-bodied flavors with great purity as well as remarkable freshness. Already revealing a certain viscosity and thickness, it should continue to put on weight and develop magnificently for 25-30+ years..."
Wine Spectator 95-100 pts
R. Parker 95-97 pts
- 2005 Chateau Pavie \$339 bottle - \$4065 case**
 "...When Jean-Francois Moueix (the owner of Petrus) and I were discussing this, he mentioned that he had believed that after Ausone, Pavie possessed the greatest terroir of St. Emilion...Pavie's offerings are meant to age for five or more decades. It's hard to judge at this early stage whether the 2005 will be better than the 2003 or 2002, but it is reminiscent of some of the great 1985, 1929, 1945, and 1949...This is a wine of extraordinary purity, precision, and monumental aspirations. Anticipated maturity: 2015-2030+."
R. Parker 98-100 pts



High-Scoring Red Burgundy

- A: 1999 Vincent Girardin Pommard Rugiens \$49.95 bottle - \$599 case**
 "The dark-colored 1999 Pommard Les Rugiens has a gorgeous nose of flowers intermingled with red and black cherries. Fresh herbs, raspberries, blackberries, and cherries can be found in this medium to full-bodied, spicy wine. It broods shouldered, structured, muscular, and packed with fruit. Drink it over the next 10 years."
R. Parker 90-92 pts
- B: 2003 Henri Perrot Minot Charmes Chamberlin \$199 bottle - \$2385 case**
 "Charming, as the name suggests. Lush and mouthfilling, exuding morello cherry, blackberry and black currant aromas and flavors, this '03 red retains freshness and dense yet finely woven tannins. It lasts and lasts on the finish, with a sense of energy and sweet fruit...165 cases made."
Wine Spectator 96 pts
- C: 2003 DRC Richebourg \$1,395 bottle**
 "Violets, roses, raspberries, and red cherries emanate from the 2003 Richebourg. Full-bodied, deep, and hugely concentrated, it is muscular, firm and displays the firmest structure of the Domaine de la Romanee-Conti's 2003s. Soy sauce, tar, chocolate, and dark fruits are found in its focused, audacious personality. Its impressively persistent finish is studded with highly present tannin..."
R. Parker 97 pts
- D: 2003 DRC Romanee Saint Vivant \$995 bottle**
 "Perhaps the biggest Romanee-St.-Vivant produced at this domaine, the 2003 offers aromatics as well as flavors reminiscent of black fruits clinched in dark chocolate. Full-bodied, velvety-textured, as well as concentrated, it is immensely ripe, crammed with tannin, and vaults an amazingly long finish..."
R. Parker 95 pts



Champagne's Best Producers

- "French champagne is irrefutably the finest sparkling wine in the world...there is no competition from any other wine-producing region if quality is the primary consideration."
 Robert Parker
- A: 1999 Louis Roederer Cristal \$225 bottle - \$2699 case**
 "One of the finest Champagnes I have ever brought to my lips, the 1999 Cristal bursts from the glass with fresh hazelnut and apple scents. Elegant, deep, and silky-textured, this medium to full-bodied beauty is immensely concentrated, pure, packed with apple flavor, and astonishingly long in the finish..."
R. Parker 98 pts
 - B: 1995 Krug \$199 bottle - \$2385 case**
 "A very youthful '95. Delicate. Intense aromas of ginger, citrus, candied berry and multigrain bread turn to honey, roasted almonds and graphite on the palate. It's all underscored by creamy texture and a precise structure that keeps it persistent through the long finish. A picture of precision and intensity. Drink now through 2025."
Wine Spectator 98 pts
 - C: 1996 Taittinger Comtes de Champagne \$119 bottle - \$1425 case**
 "With the delicious hors d'oeuvres we had the enormously promising 1996 Taittinger Comtes de Champagne. The 1995 is probably drinking better at the moment, but in terms of upside potential, the 1996 should ultimately eclipse it. The 1995 is a slightly richer Champagne, and the 1996 is more delineated, elegant, and crisp."
R. Parker 96+ pts

Sokolin Wine Merchants

Project: Bellissimo Brunello Tasting Event Logo



bellissimo brunello

Project: Bellissimo Brunello Tasting Event Brochure



WAC LIGHTING

Responsible Lighting®

GRAPHIC DESIGNER FROM 2013-2014

“Scott was a very self-motivated contributor to our business. First one at the office most days, Scott consistently demonstrated a high level of productivity and commitment to deadlines. In the last couple of years that he was with us, he demonstrated a level of maturity that is rare in young men his age.”

Marimba
Modern art simplified to its abstract elements through repeated circular bodies and colors defining of neoplasticism. The Marimba LED chandelier is central to an artistic contemporary design.

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Rocket
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12"
5"

Machined aluminum heat sink ensures 60,000 hours of rated life

Etched lens reduces glare, while creating soft even light distribution

- Retro Style Spun Metal Housing
- Upscale Quality Plated Metal Finishes
- Integral Swivel for Sloped Ceilings
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- Driver Located in the J Box
- Meets 2013 California Title 24 Efficiency

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Bristol Collection

LED Vanities & Sconces

- ADA Compliant
- Can be Mounted Vertically or Horizontally
- ETL & cETL Damp Location Listed
- Smooth & Continuous ELV Dimming
- 2700K Color Temperature
- 277V Option Available
- No Driver or Transformer Needed
- Meets 2013 California Title 24 Efficiency

Antique Nickel
Brushed Bronze
Burnished Brass
Polished Nickel

LED Flush Mounts & Sconces

- Mouth Blown Triplex Glass
- Can be Ceiling Mounted or Wall Mounted
- ETL & cETL Damp Location Listed
- Smooth & Continuous ELV Dimming
- 2700K Color Temperature
- 277V Option Available
- No Driver or Transformer Needed
- Meets 2013 California Title 24 Efficiency

Antique Nickel Brushed Bronze Burnished Brass Polished Nickel

WAC Lighting

Project: Application Photography



Project: Application Photography



WAC Lighting

Project: Application Photography

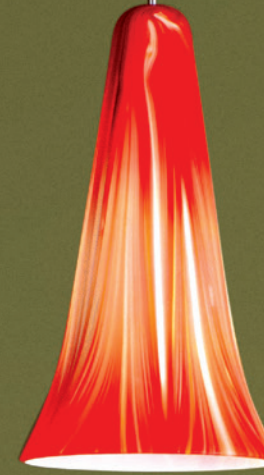


WAC Lighting

Project: Application Photography



Project: Application Photography

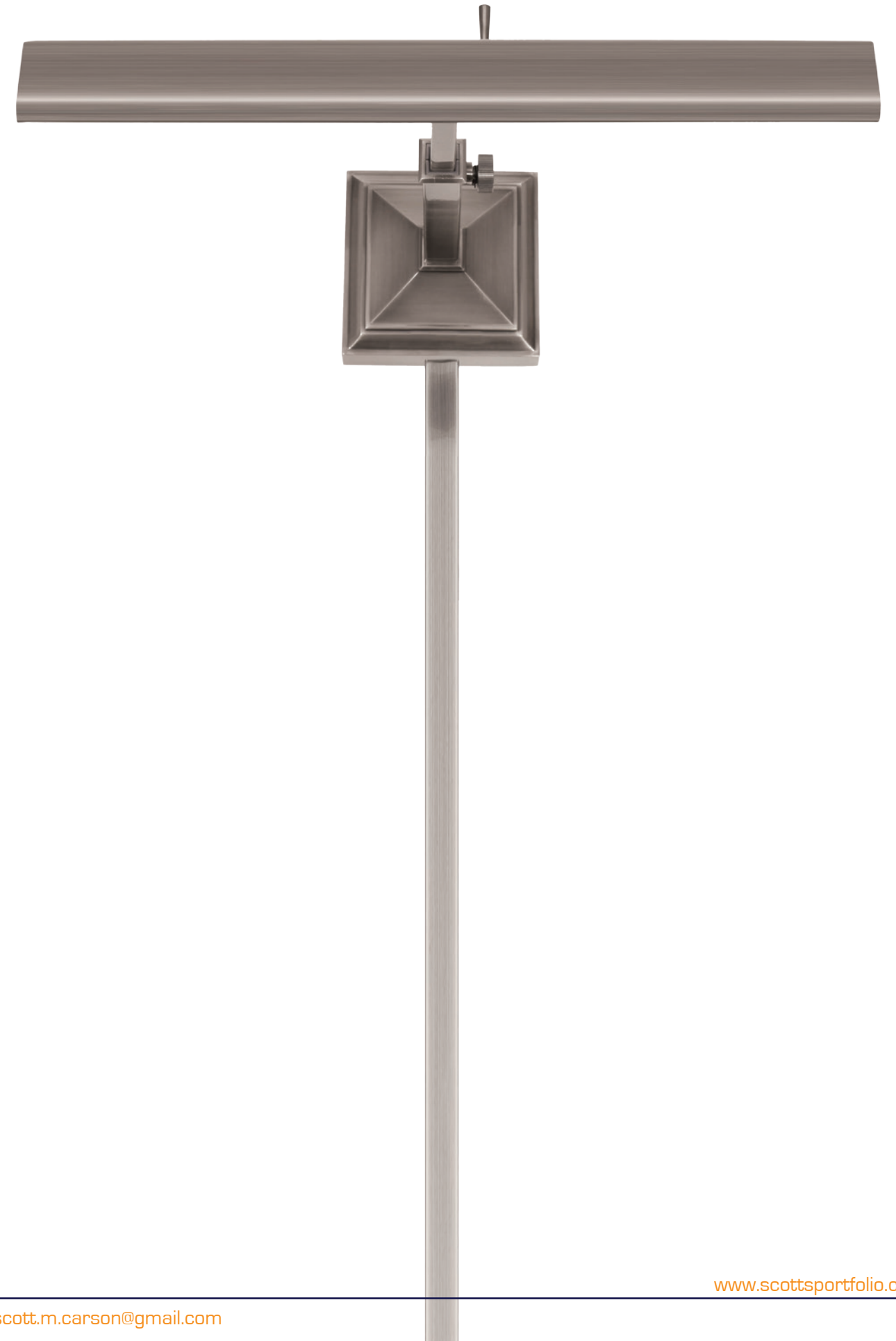


WAC Lighting
Project: Product Photography



Project: Product Photography







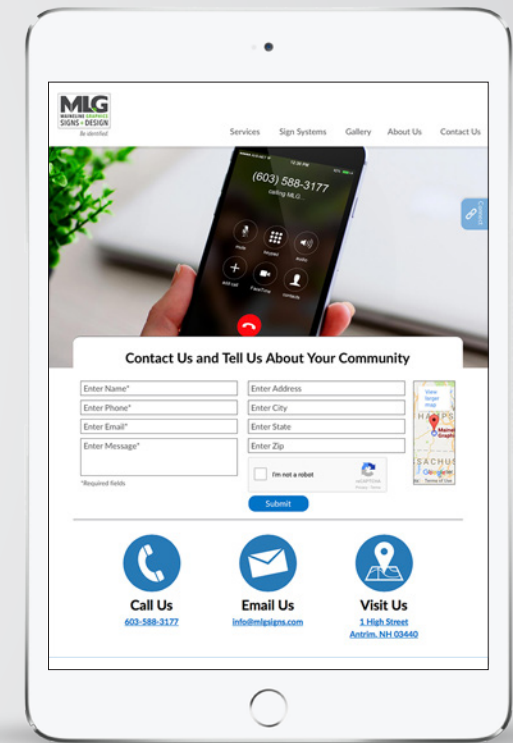
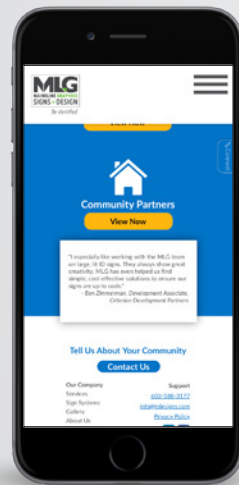
Be identified.

DESIGNER + PROJECT MANAGER FROM 2014-2017

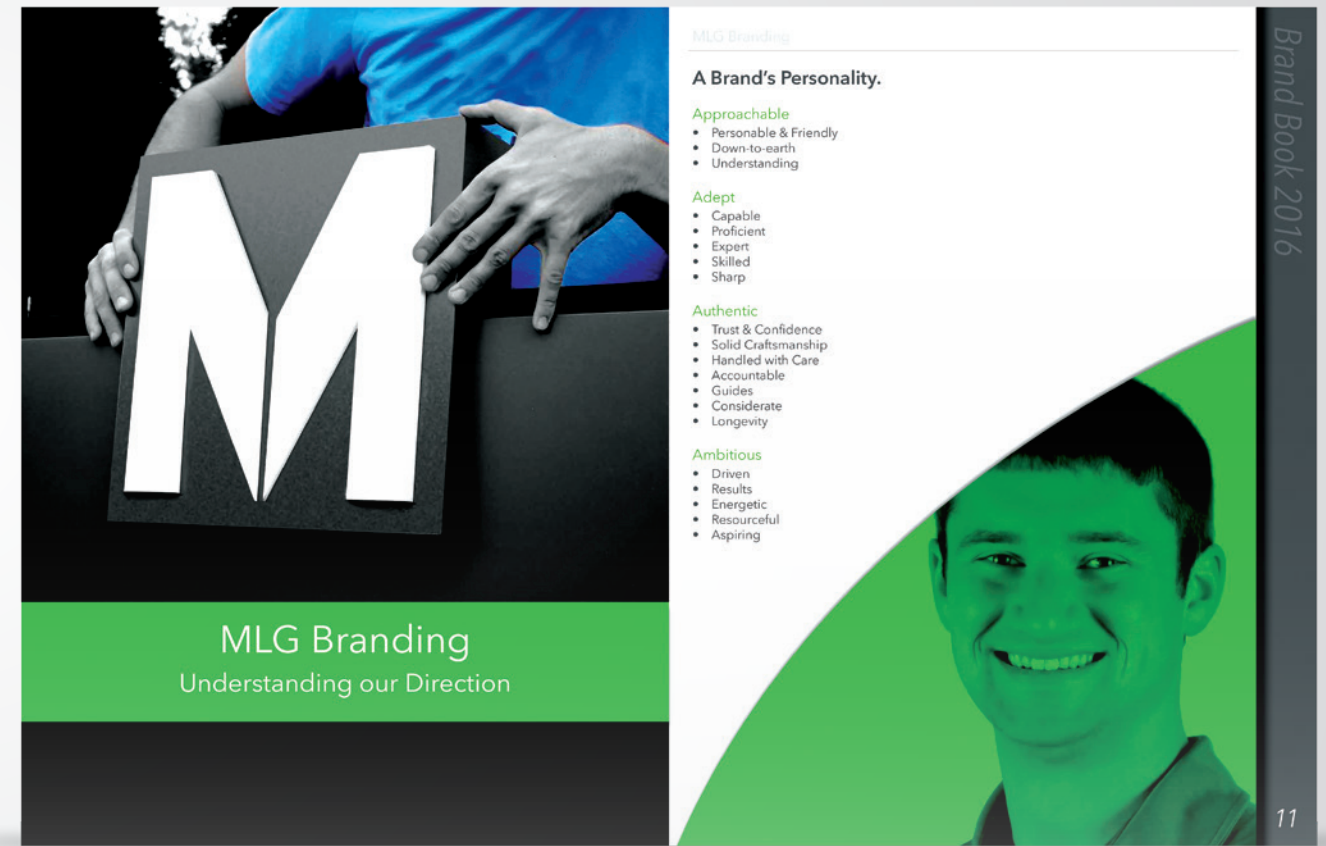
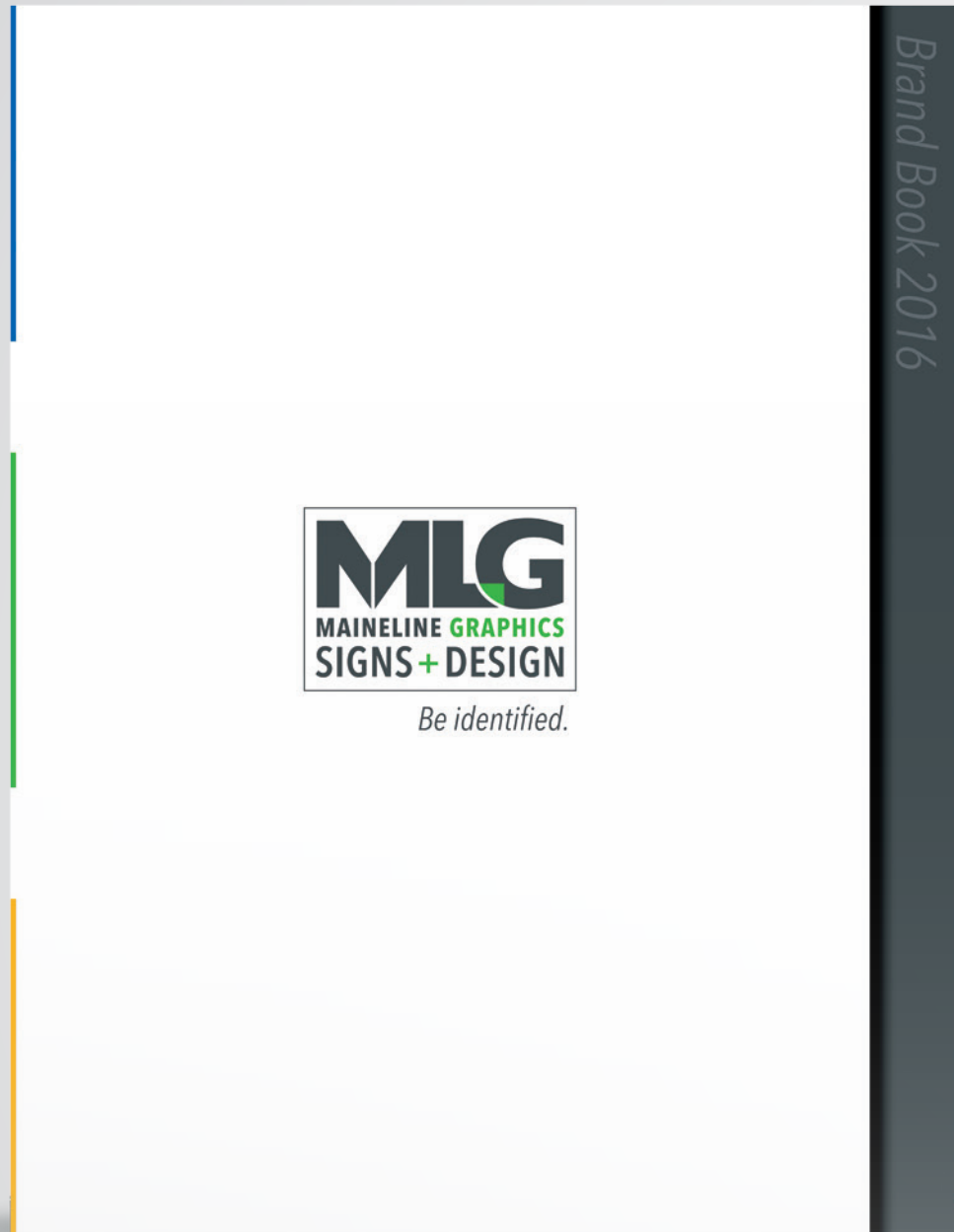
“As our newest designer, we asked Scott to lead our internal rebranding project, because we were so impressed with his capability. He managed every effort involving our new brand from the website, to our marketing material and vehicle graphics – all while balancing a heavy project load for external clients.”

MaineLine Graphics

Project: 2017 Website



www.MLGsigns.com



MLG Branding

The Logo.

Variations

PMS Pantone: CMYK:

RGB: Grayscale:

Color Usage
The MLG logo is to be used on all marketing collateral. The PMS Pantone and CMYK variations are to be used only in 4-color process print collateral (PMS Pantone when color matching through outsourced channels). The Grayscale variation is to be used only in 2-color process print collateral. The RGB variation is to be used for web collateral.

Spacing/Padding
The MLG logo is to always have the amount of clearance space around all edges that is (at least) proportionally equal to the capital letter "G" from the "MLG" part of the logo itself.

Tagline
The MLG logo tagline, "Be Identified.", should always appear in the lower right corner beneath the logo when used. The space between the tagline and the logo should always be equal to the space between the inside of the logo border and the "DESIGN" word in the logo. The "d" in "Be Identified." should be right aligned to the "N" in "DESIGN".

The Logo Usage.

MLG Branding

The Colors.

MLG Green
Positive, fresh, lively, renewal, lush.

MLG Gray
Positive, intellect, knowledge, wisdom, classic, sleek, dignified, carries authority, conservative, professional.

Be Identified Blue
Positive, electric, energy, vibrant, impressive, high spirits, exhilarating.

Safety Yellow
Positive, joyful, friendly, energetic, innovative, awareness, radiating.

Color Variations.

MLG Green	MLG Gray	Be Identified Blue	Safety Yellow
Pantone: PMS 360	Pantone: PMS 7540	Pantone: PMS 3005	Pantone: PMS 1235
CMYK: C 61 M 0 Y 96 K 0	CMYK: C 0 M 0 Y 0 K 85	CMYK: C 100 M 46 Y 2 K 0	CMYK: C 0 M 32 Y 95 K 0
RGB: #6EBE4A	RGB: #59595C	RGB: #2374BB	RGB: #FDB71A

MLG Branding

Typography.

Font Family - Avenir Next LT Pro

Avenir Next LT Pro Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Avenir Next LT Pro Demi
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Avenir Next LT Pro Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Avenir Next LT Pro Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Avenir Next LT Pro Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Avenir Next LT Pro Medium Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Avenir Next LT Pro Demi Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Avenir Next LT Pro Bold Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Avenir Next LT Pro Heavy Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Avenir Next LT Pro Light Condensed Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789



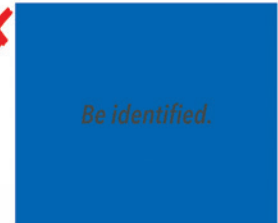
Avenir Next LT Pro Medium Condensed Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789



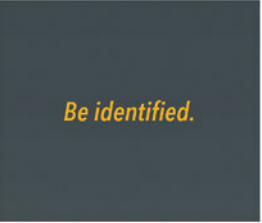
Avenir Next LT Pro Bold Condensed Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789




Avenir Next LT Pro Heavy Condensed Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Avenir Next LT Pro Demi Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Typography Color Usage.

Be identified.   

Be identified.   

Be identified.   

Typography Usage.

Header 16 pt Demi	Header 12 pt Regular	Header 16 pt Condensed Italic
Body 12 pt Regular	Body 10 pt Regular	Body 10 pt Condensed Italic
Footer 8 pt Regular	Footer 9 pt Condensed	Footer 9 pt Condensed Italic

Font Colors

Text copy that would otherwise be black should be applied in MLG Gray. If the application is for a 2-color print process or the copy is hovering over a color that renders MLG Gray hard to read, black should substitute for MLG Gray.

Font colors that are not MLG Gray should be reserved only for header styles. In addition, the use of MLG Green, Be Identified Blue, or Safety Yellow should remain consistent throughout the application piece. Text copy in Safety Yellow should almost always be reserved for darker, neutral, contrasting background colors (i.e. MLG Gray, black, etc.).

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MLG Branding

Photography.

Studio Photography


Photos taken within the studio are to utilize the lighting and backdrop support system equipment (when possible). Different photo subjects will present different required setting adjustments on the camera being used. Photos must be set to a minimum of 10"W or 10"H and 300 dpi.

Examples




Handheld Signage

Use up-close studio lights and camera equipment to obtain interesting textures and dimensional depth happening within the photo subject.



Larger Scale Signage


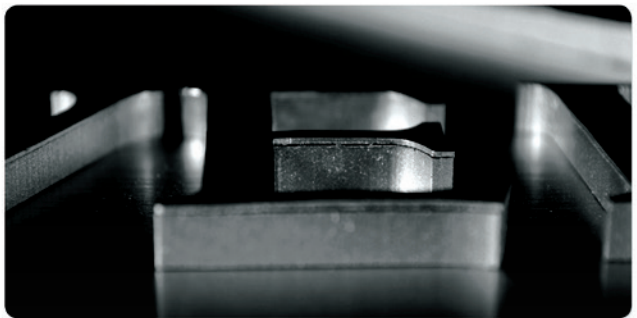
Photographing a sign of a large size requires a tripod set far back from the photo subject. Be sure that the surface is clean and that the sign is set lit with studio lights.



Headshots

Headshots are to be taken with a white backdrop, 3/4 turned body toward the right, and a face turned straight toward the camera. No hats or other accessories are to be included in headshots.


Photography Usage.

Field Photography


Photos taken out in the field are to utilize natural light only. Obtaining high-quality photos of signs in the field will often require travel arrangements. Therefore, it is best to obtain as many angles of as many signs as possible.

Examples




Handheld Signage

Take photos from various angles to optimize the opportunity of obtaining the photos of the signs in front of you.





Larger Scale Signage

Photographing a sign of a large size requires a tripod set far back from the photo subject. More often than not, the signs will be set high up to a point where you cannot get a straight on photo of the sign. Use natural light to your advantage to obtain interesting shadows and light bouncing off of the sign.



Lifestyle Photos

Occasionally, an opportunity take photos of signs together (with accessory signs that fit the theme) will present itself. In the above example, there are two pool signs with lounge chairs in the same photo.

22 23

MaineLine Graphics

Project: 2016 Brand Book

Project: 2016 Brand Book

MLG Branding

Bringing MLG to Life.

Stationery

Business Card

Letterhead

Envelope

Vehicle Graphics

MLG Branding

Bringing MLG to Life.

Uniforms

Pet Treat Labels

Treats for Dogs

Treats for Cats

Pet Treats

26

MLG Branding

Bringing MLG to Life.

Website

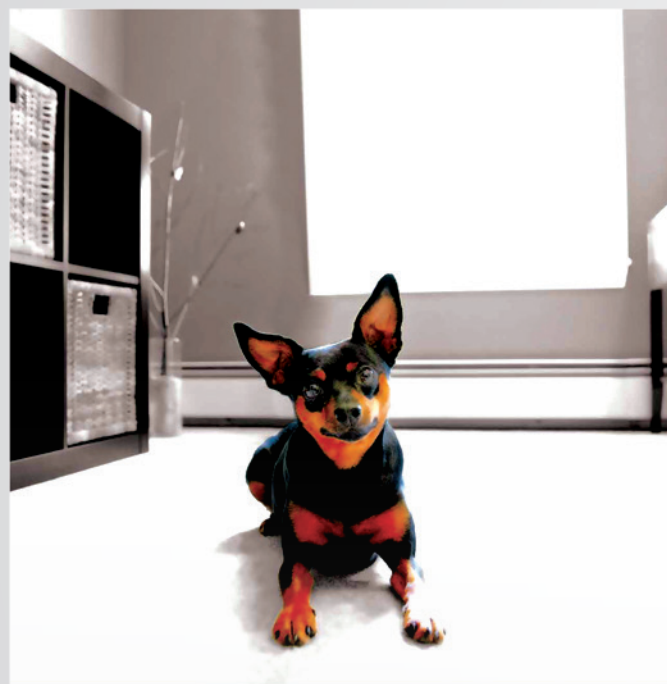
Peter Book

Pocket Book

The Elevator Pitch

MaineLine Graphics is a leading National provider of residential sign systems, offering turnkey solutions from site surveys and permitting to design, fabrication and installation - backed with a 5 year warranty.

28



Emotional Connection
Identifying With Our Pets

Emotional Connection

Giving.
Identifying With Our Pets
We love our pets. Our residences would not feel like a home without our furry loved ones. MLG has partnered with the Animal Rescue League of New Hampshire to make sure when pets are rescued, they receive a microchip. A microchip is the best way to help any pet 'Be identified.' - And to find their way home.

Our Pets.
How They Came to Be Identified

Pet Name	Story Behind Identity
Abby	Came with this name
Baby Kitten	Kids named
Baily	Came with this name
Binks	From a Disney movie
Boots	Two back white feet
Bruce	Came with this name
Bubbles	Named after cartoon character
Buddy	what's up bud
Buddy	Brother in law gave it to him
Champ	Came with this name
Charlie	Kids named
Chico	Name that was on the paperwork we received when we adopted him, it suited him so we left it
Chloe	No story
Concho	Ornament on a western saddle
Googie	Previous owner named Gordon
Gracie	Dad named her
Gracie	Came with this name
Gus	No idea
Henry	Came with this name
Henry	No idea
Jack	Jack Frost
Jadey	Named after JD Drew - needed a New England connection while living in Virginia
Jasmine	Named by step children
Kaye	No story, I liked it
Katie	Just liked the name
Lee	Dad's friend named her
Leeloo	Character in a movie
Lola	Cubacubana song
Lola	From the Kinks song
Lucy	The personality of Lucille Ball
Madie	So that no kids can be named Madeline
Marley	Dylan named him after Bob Marley
Milae	Came with the name
Milo	Main character in the Phantom Tollbooth
Moroo	Kids
Otto	German name for a German shepherd
Pippa	Traditional British girl's name
Pi	Came with this name
Ralph	It fit him
Ranger	Tradition
Rex	Came with this name
Rocky	Came with the name
Sally May	Came with the name Shelby, changed it to Sally May
Sam	Came with the name
Shadow	Black lab
Shelby	After the Shelby mustang
Snowball	Came with this name
Spooky	Born on Halloween
Sunny	My mom liked the name
Tenk	Biggest puppy in the litter
Youki	Named after Kevin Youkis - needed a New England connection while living in Virginia

Brand Book 2016

Brand Book 2016

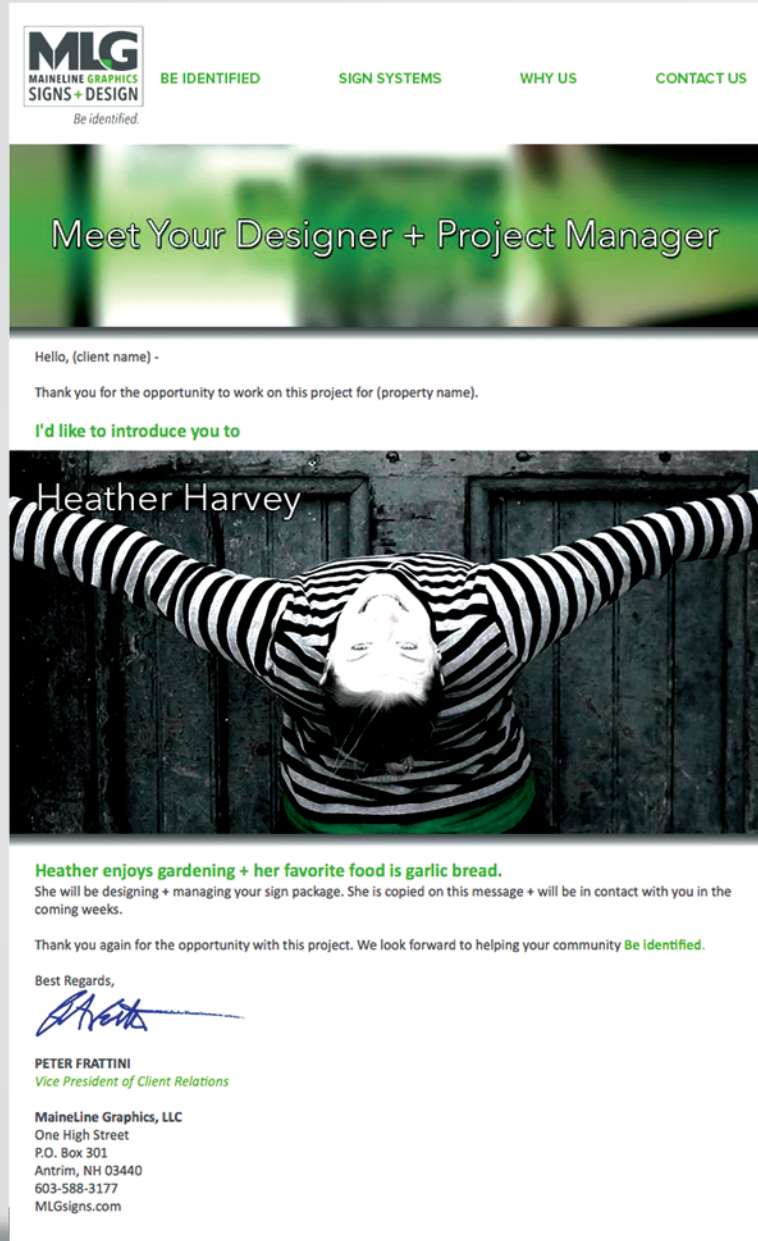
"Our project involved more than 1,000 signs with our new name. MLG organized everything - we could not have done it without them. The signs look amazing and truly elevate the experience at our seven Army installations."

- Jacqui Ibbitson
Director of Corporate Communication
Corvias Group

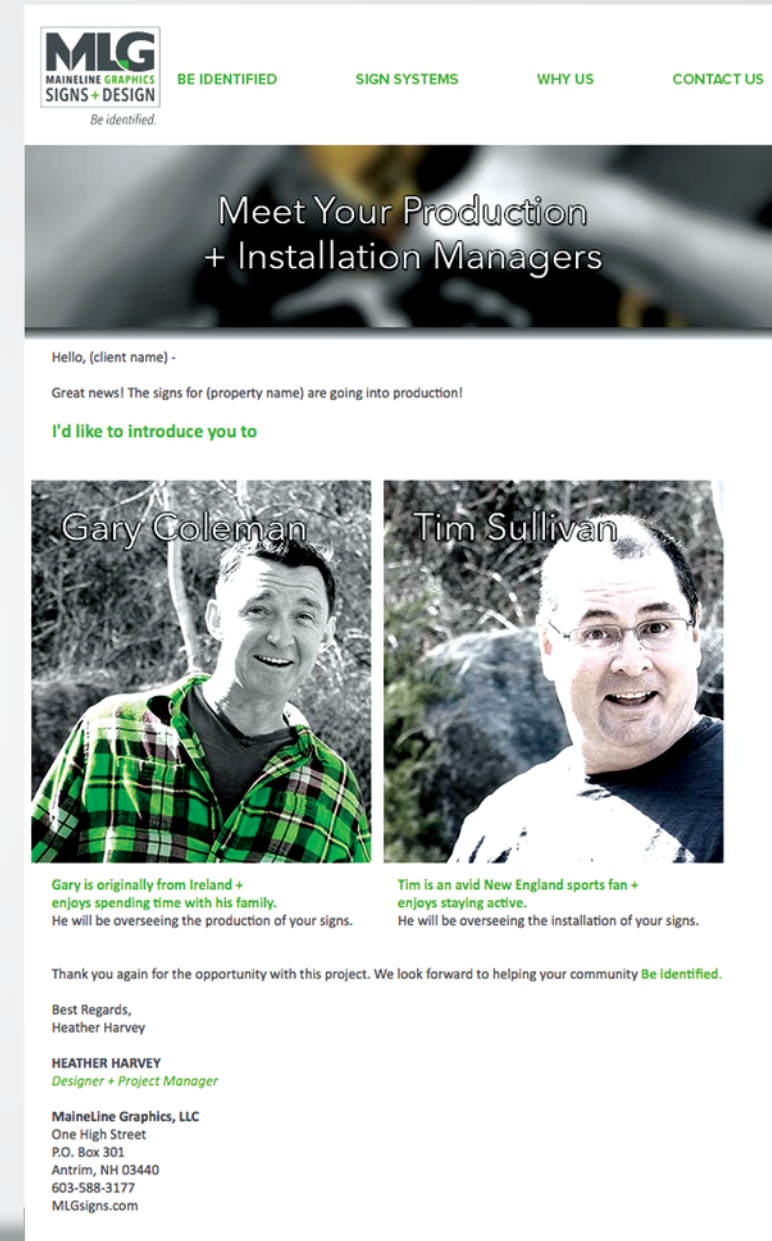
MaineLine Graphics

Project: 2016 Email Communication Design

Project: 2016 Email Communication Design



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 Antrim, NH 03440
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 MaineLine Graphics, LLC
 100% Satisfaction or Money Back Guarantee
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 HEATHER HARVEY

MaineLine Graphics

Project: Staff Photography

Project: Staff Photography



MaineLine Graphics

Project: Staff Photography

Project: Staff Photography

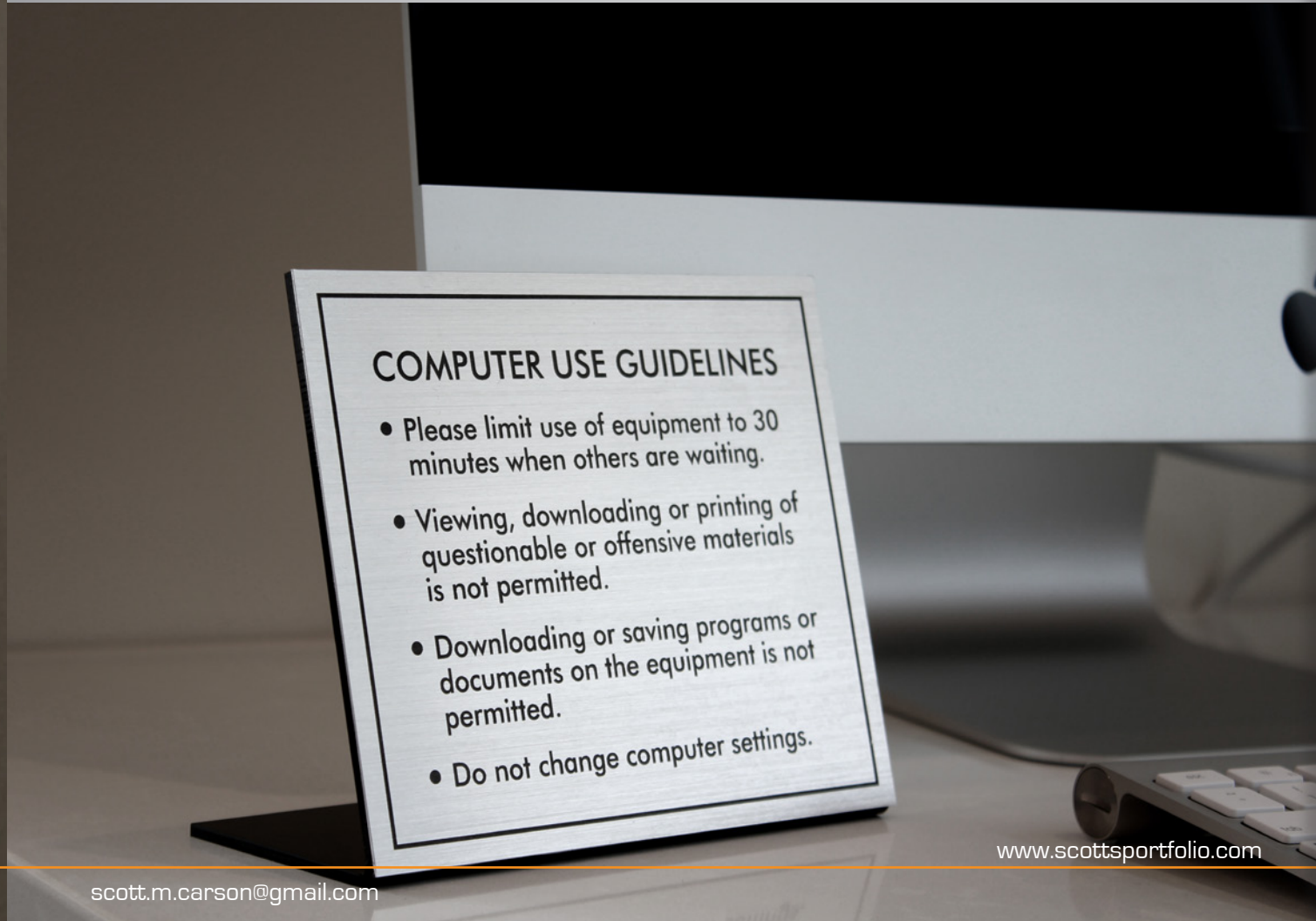


MaineLine Graphics

Project: Field Photography



Project: Field Photography



MaineLine Graphics

Project: Field Photography



Project: Field Photography



MaineLine Graphics

Project: Field Photography



Project: Field Photography



W A I T

K9

to

Dogs & Training

5



FREELANCE GRAPHIC DESIGNER

K9 to 5 Dog Training

Project: 2015 Logo

Project: Business Cards



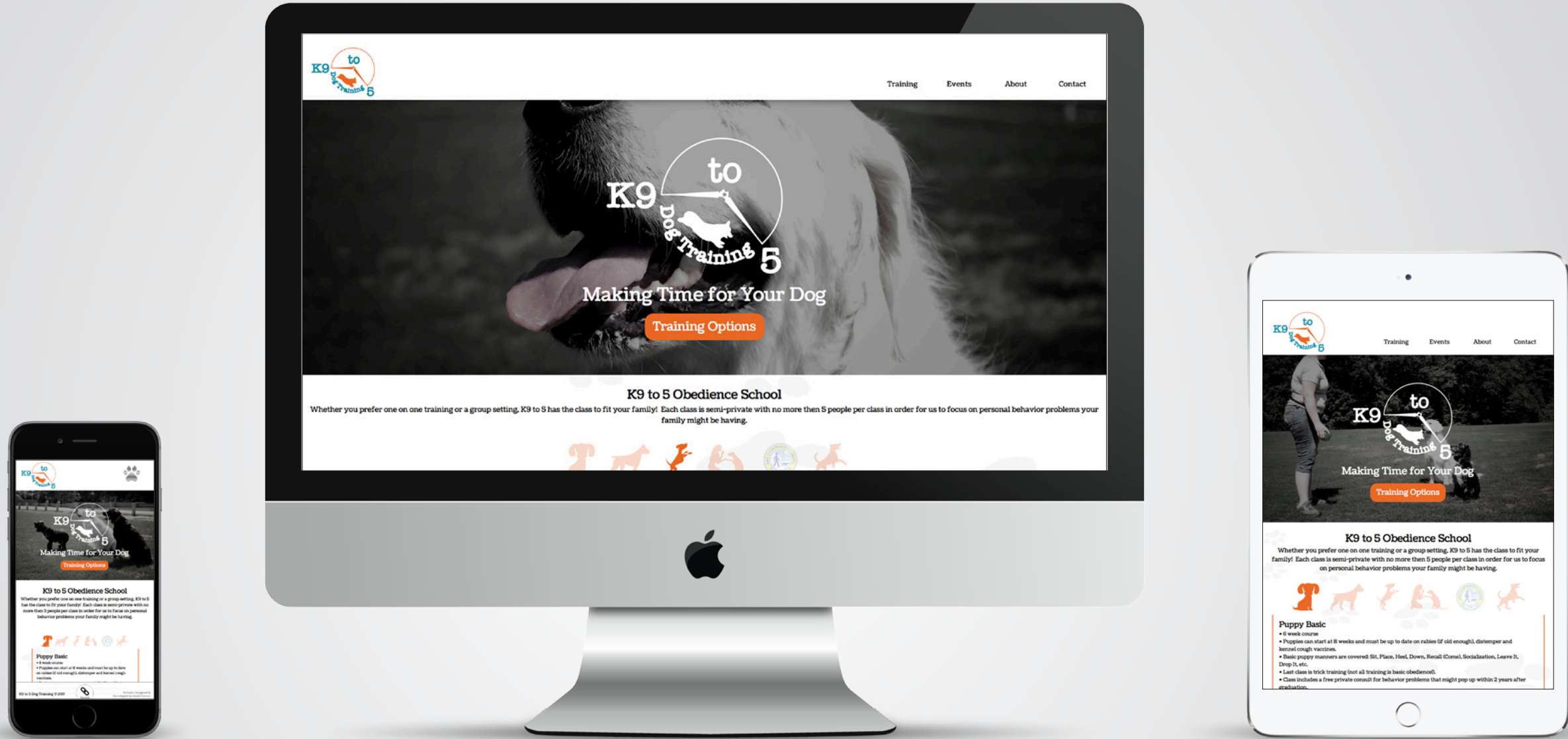
front



back

K9 to 5 Dog Training

Project: 2017 Website



www.K9to5DogTraining.com

K9 to 5 Dog Training

Project: Photography



Project: Photography



K9 to 5 Dog Training

Project: Photography



Project: Photography

