PORTFOLIO

LIAM THOMAS

Graphic Design, Editorial, Branding

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RAVE TAKEOVER

01 RAVE TAKEOVER DEPARTMENT PAGE

Magazine Department Page & Editorial Layout

A magazine department page capturing the rise of the rave and EDM scene across Brooklyn and Queens. The layout blends bold typography with a soft pink and dark gray color palette to reflect the energy and aesthetic of New York City's growing electronic music culture.

November 2025

FONT

Typeface & Typography

ITC Avant Garde Gothic STD

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COLORS

Color Palettes

Soft Pink
#F9C7D6
RGB: 249, 199, 214
HSB: 344, 20%, 98%
CMYK: 0, 20, 14, 2

Dark Gray
#48484A
RGB: 72, 72, 74
HSB: 240, 3%, 29%
CMYK: 3, 3, 0, 71

Pure White
#FFFFFF
RGB: 255, 255, 255
HSB: 0, 0%, 100%
CMYK: 0, 0, 0, 0

BROOKLYN BANKS

02 BROOKLYN BANKS 2-PAGE SPREAD

Editorial Feature Story & Magazine Layout

A two-page editorial spread designed for a skateboarding magazine, covering the highly anticipated reopening of the Brooklyn Banks skate spot. The layout combines archival photography, bold typography, and a gritty red and charcoal color palette to capture the raw culture and history surrounding one of New York City's most legendary skating destinations.

October 2025

FONTS

Typeface & Typography

Anton Regular

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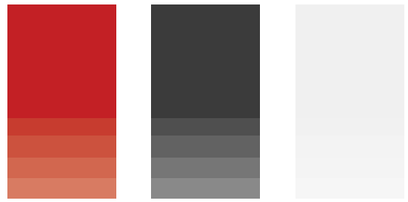
COLORS

Color Palettes

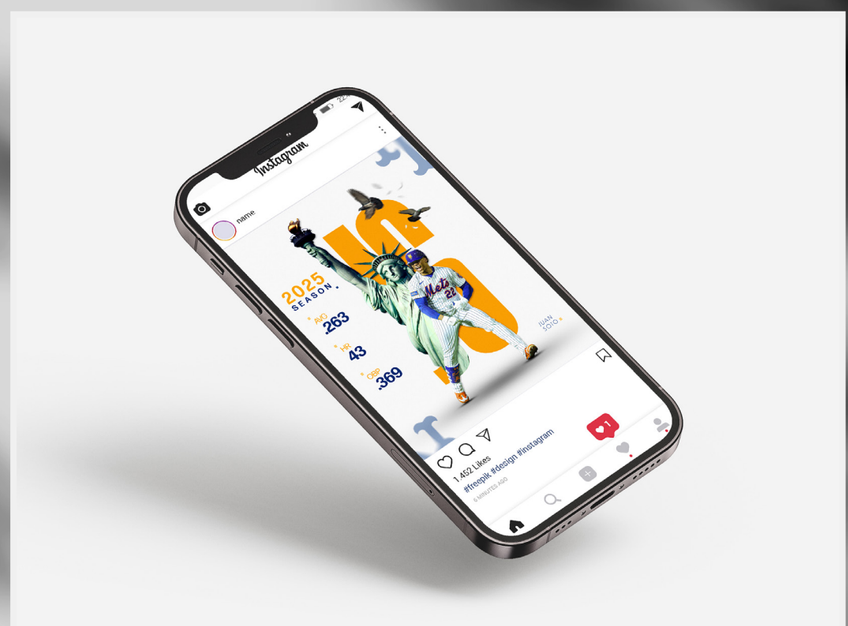


Deep Red
#C4170D
RGB: 196, 23, 13
HSB: 2, 93%, 77%
CMYK: 16, 100, 100, 7

Charcoal
#3B3B3B
RGB: 59, 59, 59
HSB: 0, 0%, 23%
CMYK: 0, 0, 0, 77

Pure White
#FFFFFF
RGB: 255, 255, 255
HSB: 0, 0%, 100%
CMYK: 0, 0, 0, 0

ATHLETES GRAPHIC SERIES



03 NEW YORK ATHLETES GRAPHIC SERIES

Multi-Format Sports Branding Campaign

A multi-format sports branding campaign celebrating two of New York's most iconic franchises, the Mets and the Knicks. Each piece highlights standout player achievements while incorporating recognizable elements of New York City, unified by a shared blue and orange color palette that bridges both team identities.

March 2026

FONTS

Typeface & Typography

Forma DJR Display

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Bee Four Regular

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COLORS

Color Palettes

Deep Blue
#003F73
RGB: 0, 63, 115
HSB: 216, 100%, 45%
CMYK: 100, 45, 0, 55

Solar Flare
#FFAB00
RGB: 255, 171, 0
HSB: 37, 100%, 100%
CMYK: 0, 33, 100, 0

Pure White
#FFFFFF
RGB: 255, 255, 255
HSB: 0, 0%, 100%
CMYK: 0, 0, 0, 0

SPORTS ILLUSTRATED

04 SPORTS ILLUSTRATED METS COVERS

Magazine Cover Design Series

A series of Sports Illustrated magazine cover designs built around the New York Mets 2024 NLDS run. Each cover captures the energy of the postseason moment through bold typography, dynamic player photography, and a cohesive cobalt and sienna color palette rooted in Mets branding.

October 2024

FONTS

Typeface & Typography

Acumin Pro ExtraCondensed

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COLORS

Color Palettes

Cobalt
#0058BA
RGB: 0, 88, 186
HSB: 213, 100%, 73%
CMYK: 100, 53, 0, 27

Sienna
#F86E2D
RGB: 248, 110, 45
HSB: 20, 82%, 97%
CMYK: 0, 56, 82, 3

Pure White
#FFFFFF
RGB: 255, 255, 255
HSB: 0, 0%, 100%
CMYK: 0, 0, 0, 0

OLYMPIC PREVIEW POSTERS

05 2026 OLYMPIC PREVIEW POSTERS

Athlete Preview Poster Series & Print Design

A series of Olympic preview posters designed in a trading card inspired style, highlighting featured athletes ahead of the 2026 Winter Olympics. Each piece was developed as a pitch concept for NBC, combining bold typography, dynamic athlete photography, and a crimson and midnight color palette to match the network's broadcast branding.

November 2025

FONTS

Typeface & Typography

Neue Haas Grotesk Display Pro

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COLORS

Color Palettes

Crimson
#E8173A
RGB: 232, 23, 58
HSB: 351, 88%, 91%
CMYK: 0, 90, 75, 9

Midnight
#1A1F26
RGB: 26, 31, 38
HSB: 220, 32%, 15%
CMYK: 32, 18, 0, 85

Pure White
#FFFFFF
RGB: 255, 255, 255
HSB: 0, 0%, 100%
CMYK: 0, 0, 0, 0

ON THE SLOPES

06 ON THE SLOPES CONCEPT BRAND

Brand Identity & Merchandise Design

A concept brand developed for a student-run company initiative, featuring a fully realized identity for a luxury ski apparel brand. The project spans logo design and prototype merchandise, brought together through an elegant hot ember and jet coal color palette that balances boldness with high-end aesthetic sensibility.

February 2024

FONTS

Typeface & Typography

Amandine

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COLORS

Color Palettes

Hot Ember
#FF002B
RGB: 255, 0, 43
HSB: 350, 100%, 100%
CMYK: 0, 99, 87, 0

Jet Coal
#231F20
RGB: 35, 31, 32
HSB: 345, 11%, 14%
CMYK: 70, 67, 64, 74

Pure White
#FFFFFF
RGB: 255, 255, 255
HSB: 0, 0%, 100%
CMYK: 0, 0, 0, 0

BILLBOARD MAG COVERS

07 BILLBOARD MAGAZINE COVERS

Magazine Cover Design Series

A series of Billboard magazine cover designs built around emerging and notable music artists. Each cover balances bold editorial typography with striking artist photography, using a chartreuse and scarlet color palette to create a high-energy aesthetic true to Billboard's iconic brand identity.

March 2026

FONT

Typeface & Typography

Oswald Bold

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COLORS

Color Palettes

Chartreuse
#B5D44A
RGB: 181, 212, 74
HSB: 78, 65%, 83%
CMYK: 15, 0, 65, 17

Scarlet
#FE0000
RGB: 254, 0, 0
HSB: 0, 100%, 100%
CMYK: 0, 100, 100, 0

Pure White
#FFFFFF
RGB: 255, 255, 255
HSB: 0, 0%, 100%
CMYK: 0, 0, 0, 0

PLAYBOOK COLLECTIVE

08 PLAYBOOK COLLECTIVE CONCEPT BRAND

Brand Identity & Packaging Design

A concept brand developed for a student-run company initiative, built around a luxury sportswear label with a bold and playful visual identity. The project encompasses logo design and packaging mockups, unified through a flamingo and aqua color palette that brings an energetic yet elevated aesthetic to the brand.

February 2024

FONT

Typeface & Typography

ITC Avant Garde Gothic Pro

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COLORS

Color Palettes

Flamingo
#F06070
RGB: 240, 96, 112
HSB: 356, 64%, 94%
CMYK: 0, 60, 53, 6

Aqua
#69D4E6
RGB: 105, 212, 230
HSB: 193, 54%, 90%
CMYK: 54, 8, 0, 10

Pure White
#FFFFFF
RGB: 255, 255, 255
HSB: 0, 0%, 100%
CMYK: 0, 0, 0, 0

STEAM AD CAMPAIGN

09 STEAM ADVERTISEMENT CAMPAIGN SERIES

Multi-Format Advertising Campaign Design

A multi-format advertising campaign concept for Steam, placing iconic video game imagery into urban outdoor environments. Each piece integrates sleek silhouette-driven visuals with bold environmental placements, using a jet black and coral red palette to create a striking contrast against real-world settings.

April 2023

FONT

Typeface & Typography

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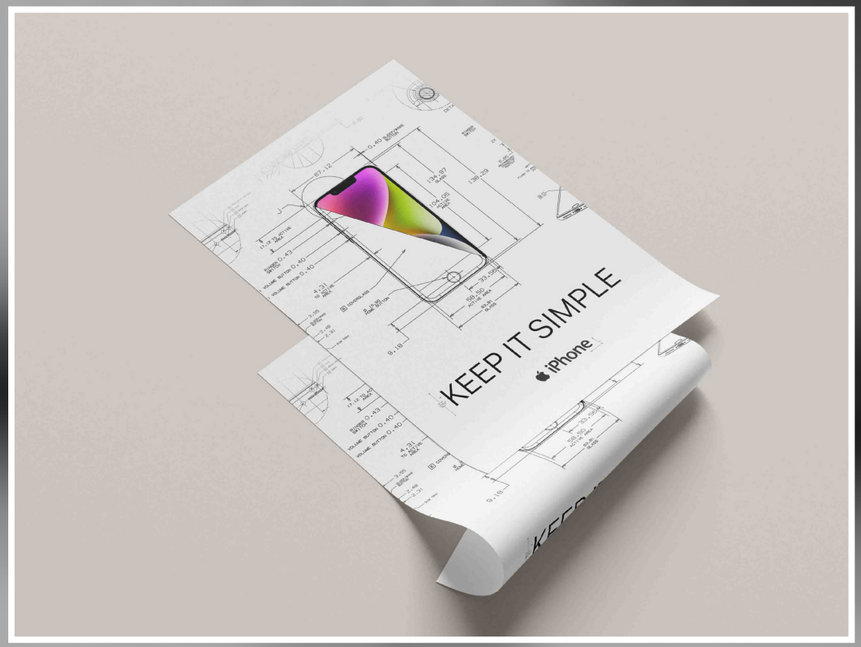
COLORS

Color Palettes

Jet Black
#000000
RGB: 0, 0, 0
HSB: 0, 0%, 0%
CMYK: 100, 0, 0, 0

Coral Red
#F15960
RGB: 241, 89, 96
HSB: 357, 63%, 95%
CMYK: 0, 81, 55, 0

Pure White
#FFFFFF
RGB: 255, 255, 255
HSB: 0, 0%, 100%
CMYK: 0, 0, 0, 0



APPLE AD CAMPAIGN

10 APPLE ADVERTISEMENT CAMPAIGN SERIES

Multi-Format Advertising & Campaign Design

A multi-format advertising campaign concept for Apple, spanning both digital and physical poster placements. Each piece adopts Apple's signature minimalist approach, pairing blueprint-style design elements with clean typography and a violet, moss, and jet black palette to communicate the brand's ethos of simplicity and innovation.

April 2023

FONT

Typeface & Typography

SF Compact Display

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COLORS

Color Palettes

Violet
#98309F
RGB: 152, 48, 159
HSB: 296, 70%, 62%
CMYK: 4, 70, 0, 38

Moss
#95B232
RGB: 149, 178, 50
HSB: 79, 72%, 70%
CMYK: 16, 0, 72, 30

Jet Black
#000000
RGB: 0, 0, 0
HSB: 0, 0%, 0%
CMYK: 100, 0, 0, 0

FOREIGNER POSTERS

11 FOREIGNER MUSICAL POSTER SERIES

Concert Poster & Campus Campaign Design

A series of concept posters and banners designed for the Tilles Center's production of The First Time, a musical inspired by the band Foreigner. Each piece was developed as a campaign pitch for campus placement, using a bold mauve and mint color palette to capture the energy and nostalgia of the show's rock-influenced narrative.

September 2025

FONT

Typeface & Typography

Helvetica Now Display

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COLORS

Color Palettes

Mauve
#B06590
RGB: 176, 101, 144
HSB: 320, 43%, 69%
CMYK: 0, 43, 18, 31

Mint
#3DCE95
RGB: 61, 206, 149
HSB: 156, 70%, 81%
CMYK: 70, 0, 28, 19

Pure White
#FFFFFF
RGB: 255, 255, 255
HSB: 0, 0%, 100%
CMYK: 0, 0, 0, 0

GIRL SCOUTS AD CAMPAIGN

12 GIRL SCOUTS AD CAMPAIGN SERIES

Multi-Format Advertising & Campaign Design

An advertising campaign series developed for Girl Scouts of Nassau County, designed to inspire young girls by showcasing the future leaders, professionals, and entrepreneurs that Girl Scouts helps build. Each piece pairs bold typography with authentic photography to communicate the organization's mission of empowering the next generation of women.

March 2025

FONT

Typeface & Typography

Helvetica Now Display

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COLORS

Color Palettes

Emerald
#00B451
RGB: 0, 180, 81
HSB: 146, 100%, 71%
CMYK: 100, 0, 55, 29

Jet Black
#000000
RGB: 0, 0, 0
HSB: 0, 0%, 0%
CMYK: 100, 0, 0, 0

Pure White
#FFFFFF
RGB: 255, 255, 255
HSB: 0, 0%, 100%
CMYK: 0, 0, 0, 0

STUDENT FILM POSTER

13 LETS BE PIRATES STUDENT FILM POSTER

Film Poster & Print Design

A poster design created for Let's Be Pirates, a student comedy film, developed for official print and display at the film festival. The piece blends cinematic photography with bold typography, using a slate and citrine color palette to capture the film's adventurous and lighthearted tone.

April 2024

FONTS

Typeface & Typography

Amplitude Compressed

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COLORS

Color Palettes

Citrine
#D9CF3C
RGB: 217, 207, 60
HSB: 56, 72%, 85%
CMYK: 0, 5, 72, 15

Slate
#85939C
RGB: 133, 147, 156
HSB: 204, 15%, 61%
CMYK: 15, 6, 0, 39

Pure White
#FFFFFF
RGB: 255, 255, 255
HSB: 0, 0%, 100%
CMYK: 0, 0, 0, 0

APPLE AD CAMPAIGN

14 BOMBING SCIENCE MAGAZINE SERIES

Magazine Layout & Editorial Design

A magazine layout series designed for Bombing Science, a graffiti-focused publication and product brand. Each issue concept embraces the raw energy of street art culture through layered typography, vibrant photography, and a teal and blush color palette that balances urban grit with a bold editorial aesthetic.

December 2024

FONT

Typeface & Typography

ITC Avant Garde Gothic STD

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COLORS

Color Palettes

Teal
#5CBFBA
RGB: 92, 191, 186
HSB: 177, 52%, 75%
CMYK: 52, 0, 3, 25

Blush
#DCABC8
RGB: 220, 171, 200
HSB: 320, 22%, 86%
CMYK: 0, 22, 9, 14

Pure White
#FFFFFF
RGB: 255, 255, 255
HSB: 0, 0%, 100%
CMYK: 0, 0, 0, 0