



**Trail Thompson**

## Hello! I'm Trail Thompson

I'm Trail Thompson, a graphic designer with a strong focus on branding, logo development, and print design. I'm passionate about creating visual systems that feel intentional, cohesive, and grounded in clear communication. I enjoy the challenge of distilling ideas into effective marks, layouts, and identities that support an organization's goals and leave a lasting impression.

My approach is rooted in thoughtful problem solving, attention to detail, and a commitment to well-crafted visual storytelling. I'm especially drawn to projects where strategic design and strong aesthetics intersect, whether I'm building a complete brand identity, refining typographic systems, or producing print pieces that elevate the user experience. I also integrate modern tools, including AI-assisted workflows, to streamline the design process and explore creative possibilities that push each project further.

I'm motivated by creating work that is clear, purposeful, and memorable, and I aim to bring that standard to every project I take on.





## Event Branding

### SFCC Graduation Portfolio Show

This is the final version of the original logo I designed, which was chosen to represent the Grad Show for 2024. My goal was to create a logo that embodies the idea that everyone in our program is unique, yet we all come together to create something remarkable. The varied colors and separate pieces symbolize our individual differences as students and how we collectively come together to form a unified whole.

After the design was chosen, we worked in a small group to refine the logo. We adjusted the colors to achieve a more classic feel, making it more relatable to the people involved in the program. Additionally, we altered the positioning of the "25" to make it more interesting and readable.

The objective of this project was to create a logo or badge to represent the SFCC 25th Anniversary Grad Show. This design was developed with the students in mind, using individual pieces to form a cohesive whole, reflecting the essence of our program.



## Original Concept Development

For the 25th Anniversary of the SFCC Grad Show, I developed a concept that ultimately became the selected identity for the event. My idea centered on representing the diverse disciplines, personalities, and creative paths within the Graphic Design program through a unified visual mark. Each line within the logo was intentionally designed to symbolize a different part of the program—illustration, branding, typography, motion, photography, and more. Although each line is unique, they come together to form a cohesive whole, reflecting how our individual strengths and perspectives combine to create something greater as a community. This concept captured both the milestone celebration and the collaborative spirit of the program, making it an authentic representation for the show's 25th anniversary.



## Logo Exploration & Variation

Once the concept direction was established, I moved into refining the logo. I created multiple variations exploring different combinations of:

- Custom typography and number “25” treatments
- Badge-style marks celebrating the anniversary milestone
- Graphic elements representing creativity and design tools
- Layout systems that worked across both digital and print formats

I iterated through shape adjustments, spacing refinements, and color tests to find the strongest and most functional identity. The goal was to ensure the logo worked as a stand-alone mark while also supporting a flexible branding system for posters, signage, merch, and promotional materials.

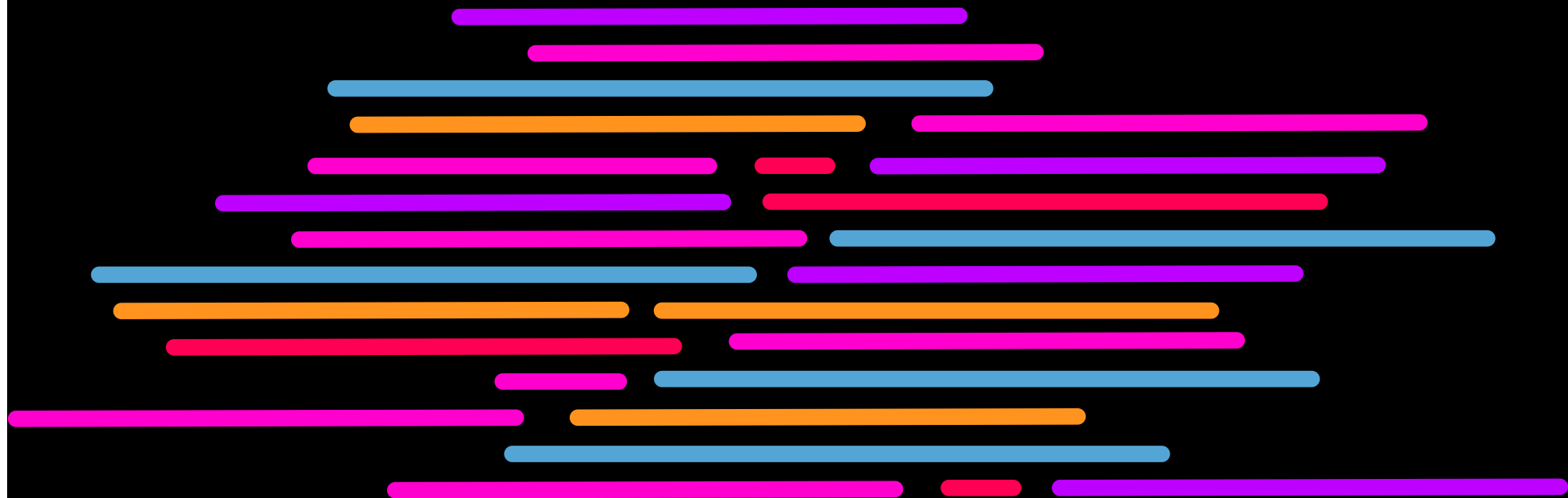


## Final Design & Branding System

The final selected logo was polished into a complete identity system for the 25th Anniversary Grad Show. This included:

- The primary anniversary mark
- Supporting type hierarchy
- A cohesive color palette
- Layout rules and visual motifs
- Applications across promotional materials, event signage, and social graphics

The finished branding communicated both celebration and professionalism, showcasing SFCC's long-standing creative community while elevating the visibility of the show for students, faculty, and industry professionals.



**TIME CAPSULE**



**GRAD SHOW**  
**25 YEAR ANNIVERSARY**

25 YEAR ANNIVERSARY | SFCC GRAD SHOW



JUNE 13<sup>TH</sup> 5-8PM | OVERBLUFF CELLARS | 304 W PACIFIC AVE

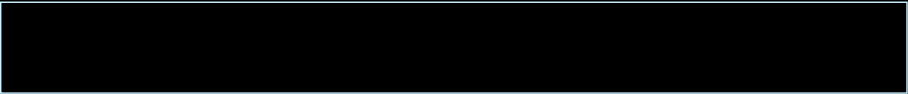


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25 YEARS OF ALUMNI  
25 YEARS OF CELEBRATIONS  
25 YEARS OF ACHIEVEMENT  
**25 YEARS OF GRAD SHOW**  
25 YEARS OF PORTFOLIOS  
25 YEARS OF HANDSHAKES  
25 YEARS OF VENUES

TWENTY-FIFTH ANNIVERSARY  
**SFCC GRAD SHOW**  
JUNE 13<sup>TH</sup> 5-8 PM | OVERBLUFF CELLARS





## Event Advertisement

### NHL Winter Classic — Seattle 2024

The National Hockey League hosts its premier outdoor game, the Winter Classic, every New Year's Day at iconic venues across North America. In 2024, Seattle earned the spotlight as host, providing a unique opportunity to celebrate the city's culture while honoring the tradition of this annual event.

The aim of this project was to create a visual identity that seamlessly merges Seattle's most recognizable landmark—the Space Needle—with design elements connected to hockey. This included incorporating ice textures, stick and puck motifs, winter-weather symbolism, and structural details inspired by the Space Needle's silhouette.

Custom typography was developed for the event title, "Winter Classic," to give the design a distinctive and memorable character. The lettering was crafted to feel energetic, icy, and authentic to both the sport and the city, balancing athletic grit with Seattle's modern aesthetic.

The final design celebrates Seattle's identity while staying true to the NHL's heritage. It feels bold, wintery, and unmistakably connected to the city, creating a fitting visual mark for one of the league's most iconic events.

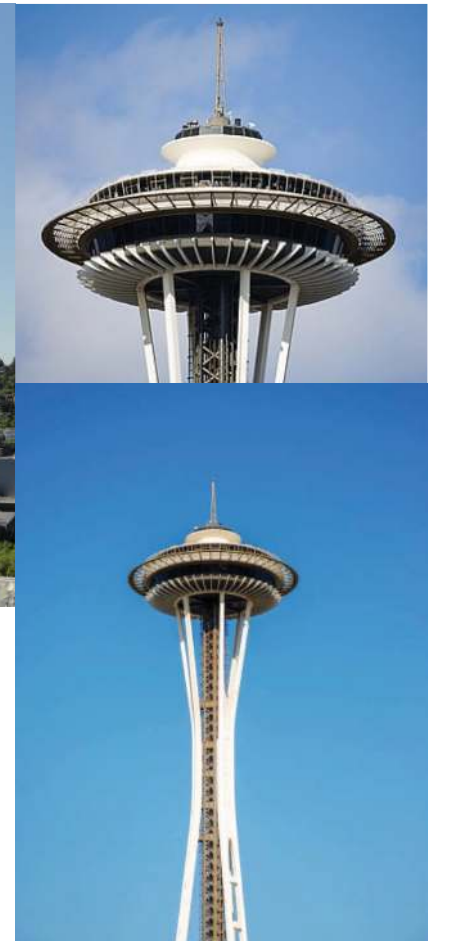
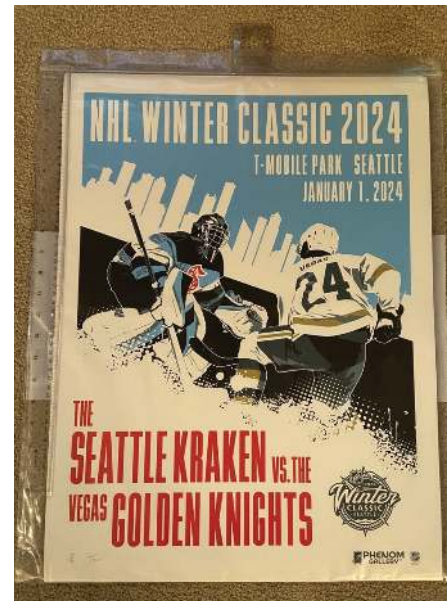




## Research & Visual Exploration

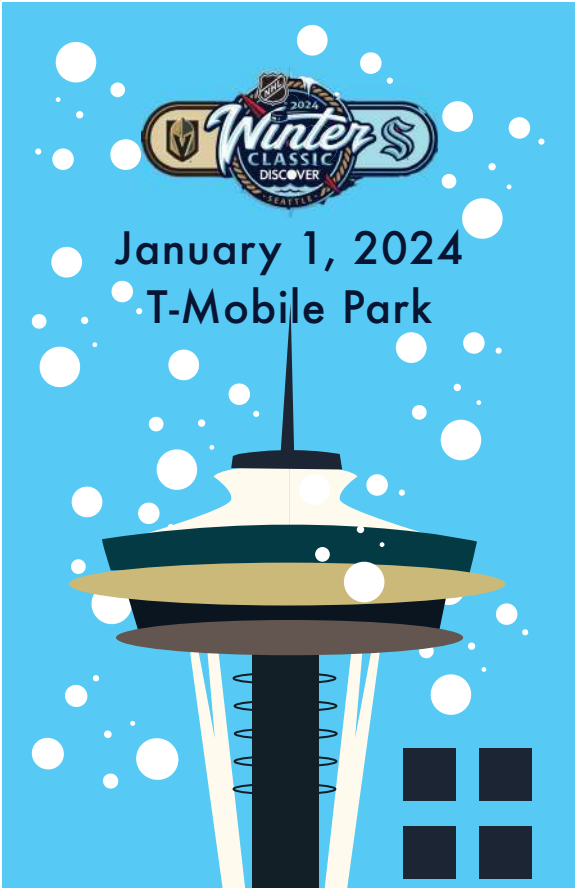
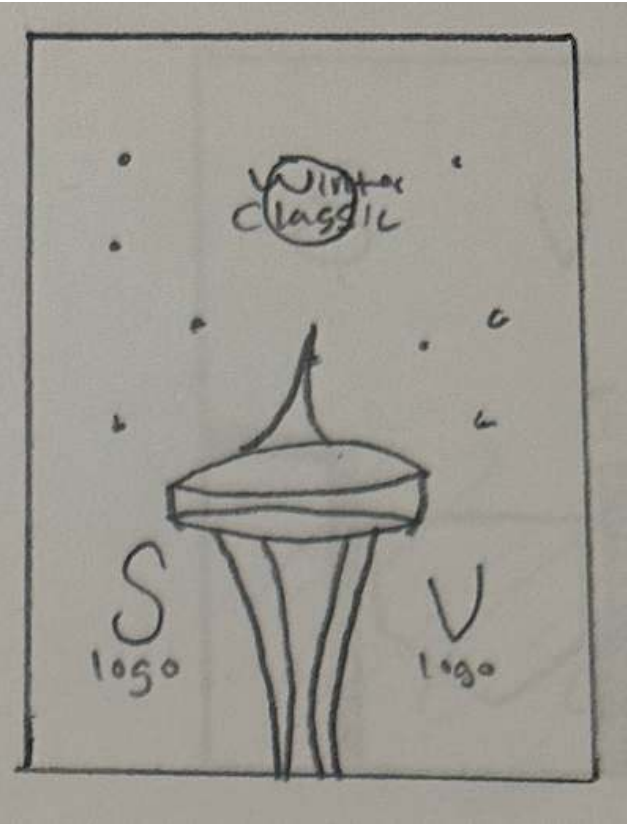
I began the project by researching past NHL Winter Classic identities, focusing on how each year incorporated local landmarks, winter atmospherics, and hockey-specific motifs. I created moodboards showcasing historic posters, logo styles, typography, and textural treatments to understand the visual language of the event.

Alongside league research, I gathered imagery of Seattle's most recognizable elements, including the Space Needle, the skyline, T-Mobile Park, waterfront structures, and winter scenery. This visual groundwork helped define the direction of the campaign and establish the connection between the city and the sport.



# Concept Development & Rough Explorations

Building on the research, I began sketching early concepts for the campaign identity. These roughs explored different ways the Space Needle could integrate with hockey elements such as sticks, pucks, and rink markings. I tested various compositions for the posters, billboard, newspaper ad, and web banners, experimenting with layout hierarchy and visual balance. During this phase, I also explored type concepts for the “Winter Classic” wordmark, aiming for a style that felt icy, energetic, and true to both Seattle and the sport of hockey..





## Final Design & Campaign Outputs

The completed campaign combines a custom “Winter Classic” wordmark with a mark inspired by the Space Needle’s form, enhanced with subtle ice textures and winter-themed details. This visual identity was applied across a full set of deliverables, including the primary event poster, the billboard, the newspaper advertisement, and digital web banners. Each piece reinforces Seattle’s identity while maintaining the heritage and atmosphere of the Winter Classic, resulting in a cohesive and impactful visual campaign.





ason Porter, director at Blevins Franks, said: "For those that have already moved their government defined benefit [DB] scheme to a Qrop prior to Sept 7, the normal rules around Qrops and how you can take the pension benefits will apply. "This is also dependent upon the jurisdiction of the Qrop, and the jurisdiction where the policyholder is tax

The numbers involved are significant, and could result in billions of pounds being lost to the Treasury if a number of people had decided they wanted to

more to come on this story. He said: "These schemes are not funded, so the Government put a ban on transfers because otherwise it would have to come up with the resources. "In theory, under EU law, you are allowed freedom of transfer of pensions across EU member states, so it appears to contravene EU law."

"Expats should not delay in exploring the options available to them. It is also more important than ever to retain specialist financial advice. It is not enough to assume that a particular course of action may or may not be possible or prudent."

Some people did manage to take advantage of the loophole to move their scheme before it was closed. Once their transfer is complete they will need to consider what to do with their pension next. James McLeod, head of pensions at AES International, said: "Those people lucky enough to have squeezed through HMRC's ultimate cut off point on September 7 will now have almost complete control over their pensions, for the first time."

"The list of investments permitted under the Rops [the new name for Qrops] legislation is very similar to that offered under the UK's Sipp rules and so is very wide indeed."

"Investors will be able to build an investment portfolio which should allow them to continue to grow their capital, while also taking an income - although this of course depends very much on the size of the pot to begin with. The major

pay the pensions of those who have already retired from those professions tomorrow. So allowing a fund transfer would mean the Government coming up with the cash. Justin Harris, managing director of Chase Belgrave, said: "The lesson from this episode should be that the pensions environment in the UK is highly fluid. Just as the removal of the bulk of the Australian Qrops showed, possibilities can and

scenario, this would mean potentially five different firms or advisers involved providing advice and charging fees for that advice on a pension scheme which may only be worth just in excess of £30,000.

"On a positive note, it is already common to see contractual arrangements in place between UK financial advisers and Qrop specialists."

"The same kind of firms will simply extend their relationships to include the other required parties."

"From the client's perspective, this is unlikely to be favourable. An unwieldy arrangement anyway, it is always easier to take on board and understand advice where it runs concurrently from one point to another."

"Receiving four or five different but connected documents, and having to pull them all together to understand the overall position, is difficult for anybody to do."

Thanks to the increasingly complicated nature of UK pension transfers overseas, this is certainly not something that you should undertake without first seeking some advice on the subject from an expert.

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## NHL WINTER CLASSIC

January 1, 2024  
T-Mobile Park







## Specialty Promotions

### Specialty Promotions Logo and Merch design

This project explores the shared mindset that connects designers, emphasizing the ways our experiences often overlap regardless of background, skill level, or creative specialty. It reflects both the highs and lows that come with working in a creative field, including moments of confidence and doubt, inspiration and burnout, clarity and confusion, and the constant search for new ideas. By expressing this balance between the positive and the challenging aspects of creativity, the piece becomes a symbol of unity within the design community. It serves as a reminder that the struggles we face are not isolated but collective, and that many of us are navigating similar obstacles. Ultimately, it highlights the idea that creativity is a communal journey, where designers learn from each other, grow together, and find support in shared experiences.





## Research & Inspiration Gathering

I explored multiple visual directions connected to the culture of design:

- Typographic experimentation
- Historical/retro design movements
- Playful or symbolic illustration styles
- Minimalist two-tone poster aesthetics

I also considered what industry professionals might think upon receiving the item—ensuring the design felt clever, professional, and reflective of student creativity.



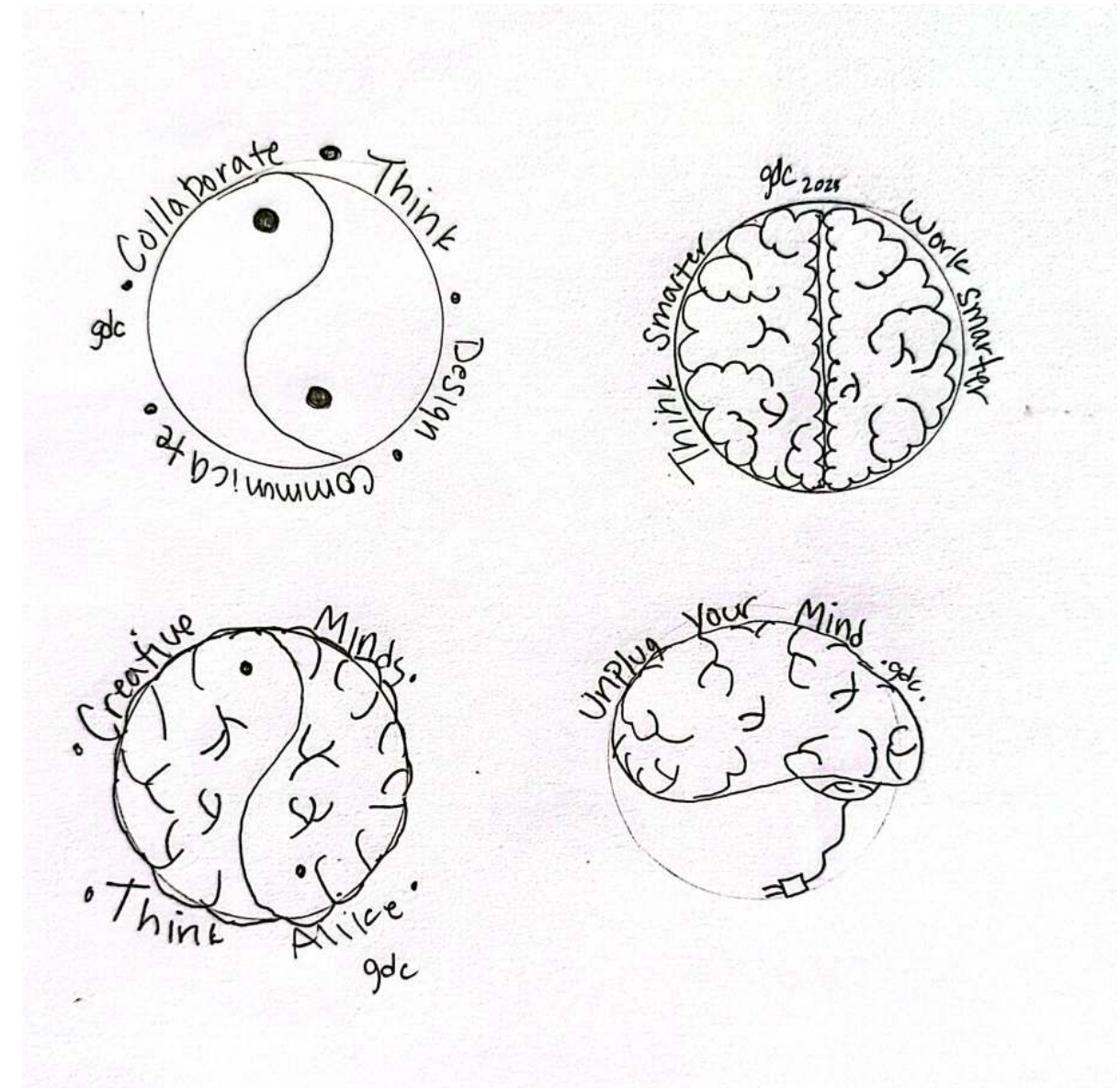


## Thumbnail Sketching

I produced a series of rapid thumbnail sketches exploring:

- Typographic lockups that showcased “Graphic Design” through expressive lettering
- Illustrated metaphors (tools, creativity sparks, abstract marks)
- Retro/modern design movement motifs
- Humorous or insightful concepts that “tell a story” about the design process

I then selected the strongest ideas to refine into three polished roughs.



## Tight Rough & Final Product

Once the art director selected the strongest direction, I:

- Refined proportions, shapes, and composition
- Adjusted the two-color system for maximum contrast
- Adapted the artwork to fit multiple merchandise formats
- Prepared a simulation of the final printed items (mockups)
- Worked with the production manager to ensure file specifications, print limitations, and layout guidelines were correct

The final design successfully communicated:

- Student creativity
- The identity of the SFCC Graphic Design program
- A memorable and gift-worthy message to industry professionals

## ROUGH



## FINAL







