

# David La Cava

Creative Direction  
Graphic Design  
Branding  
Sherman Oaks, CA  
United States

View the full portfolio at <http://www.thecreativefinder.com/retrodav>

## Professional Experience and Curriculum Vitae

Influential creative services leader with expertise in building, managing, and motivating effective cross-functional teams to develop superior branding and marketing designs to maximize revenue and reduce costs. Accomplished project manager who thrives in developing strategic client relations and effectively managing in-house teams and outside vendors to accomplish quality products within defined budgets. Published author with expertise in digital and print design, public speaking, media appearances, and environmental collateral such as signage and wayfinding.

## Previous Clientele

Accent Care  
Allied Domecq  
Allumination FilmWorks  
Animal Planet  
Ardustry Home Entertainment  
Art Center  
Austrian National Tourist Office  
Baskin-Robbins  
Big Ticket Television  
Cal Arts  
California Tourism Board  
CBS Television Distribution  
Cineidgm  
City of Alhambra (USA)  
Creatives Against Cancer  
Discovery Channel  
Discovery Communications  
Edmunds.com  
Ensemble Travel  
The Elephant Theatre  
Fledgling Productions  
The Fontayne Group  
Gaiam, Inc.  
Gregory Thomas Associates  
Informa Markets  
Informa Connect  
Informa Tech  
John Wayne Enterprises  
John Wayne Cancer Foundation  
John Wayne Cancer Institute  
Kahlua  
LAEP  
The Learning Channel  
The Lillian Theatres  
MDA Northern California  
Military Channel  
Moonstone Entertainment  
Mustang Marketing  
New Zealand Tourism Board  
Paramount Television  
Peace Arch Entertainment  
Perception DVD

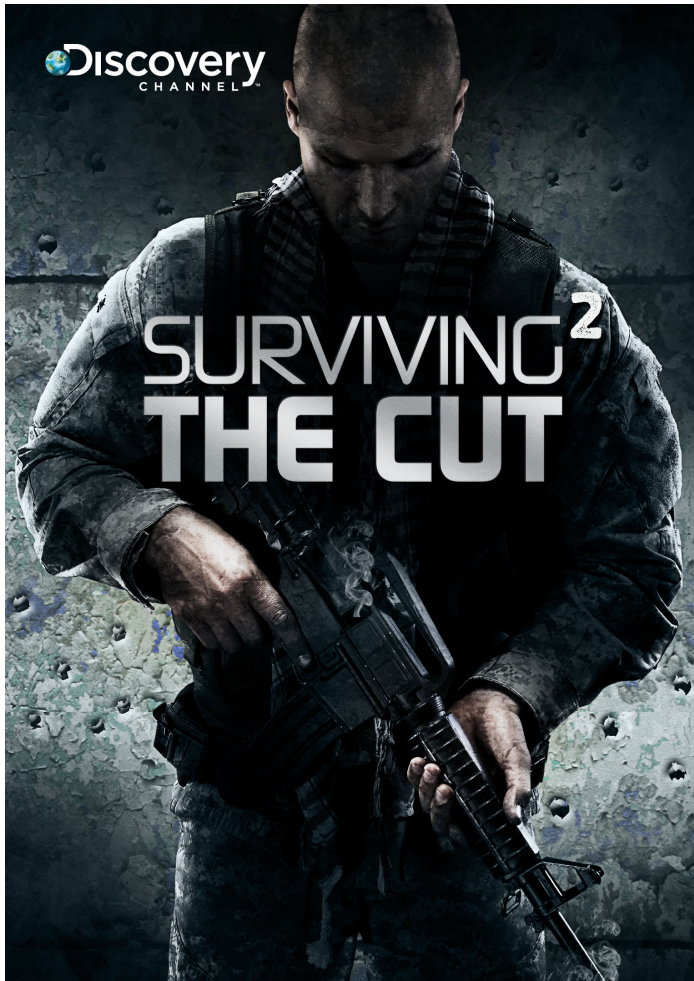
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Please kindly get in touch for portfolio works.

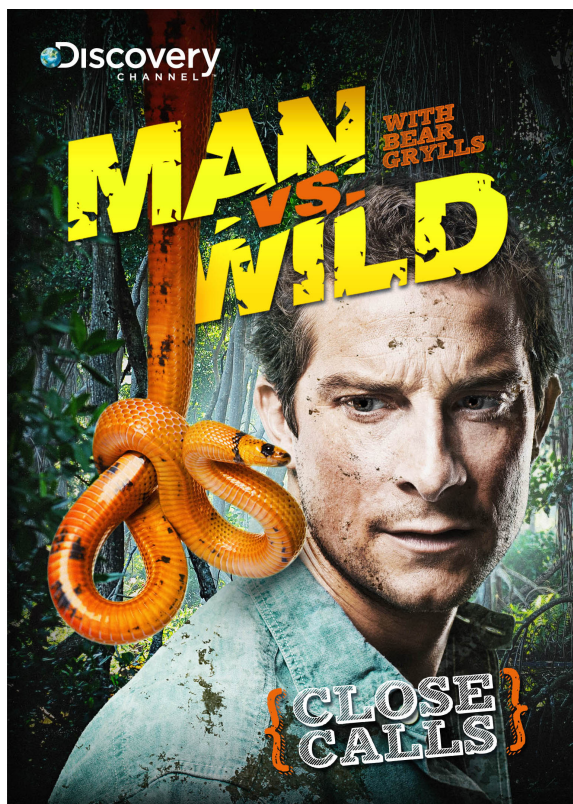


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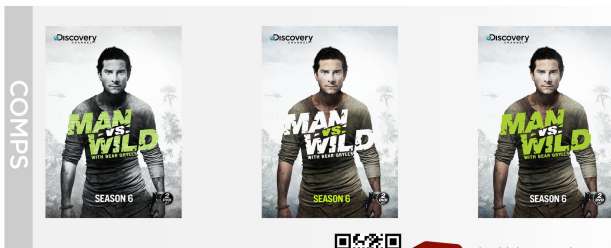
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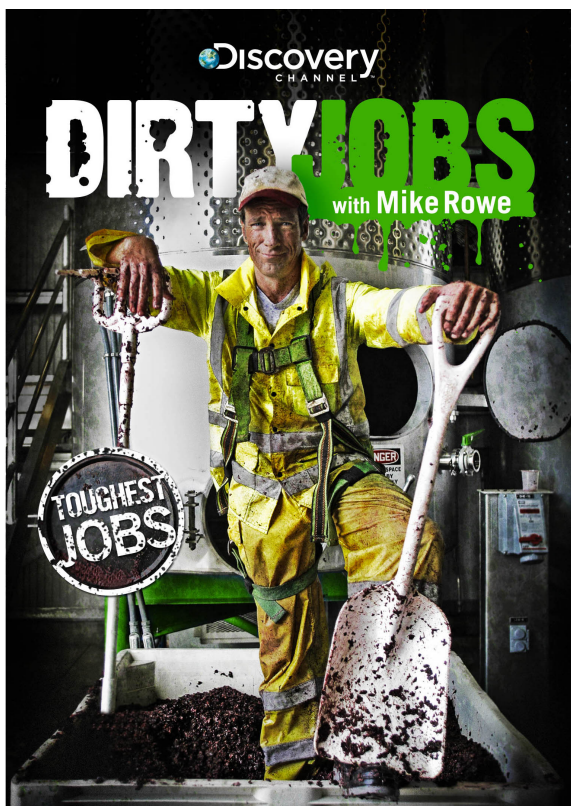


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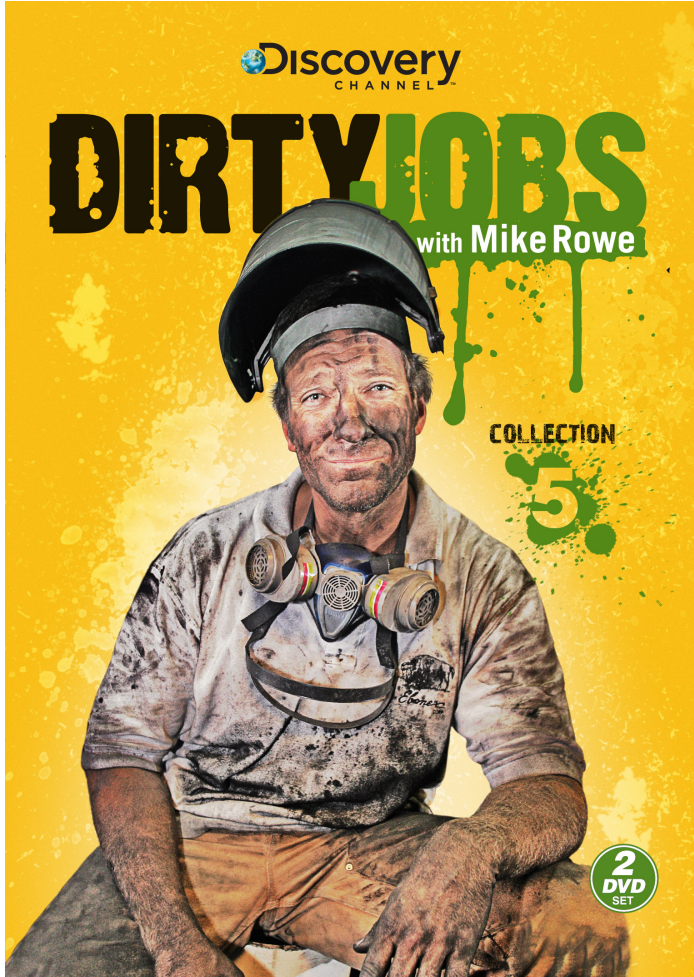
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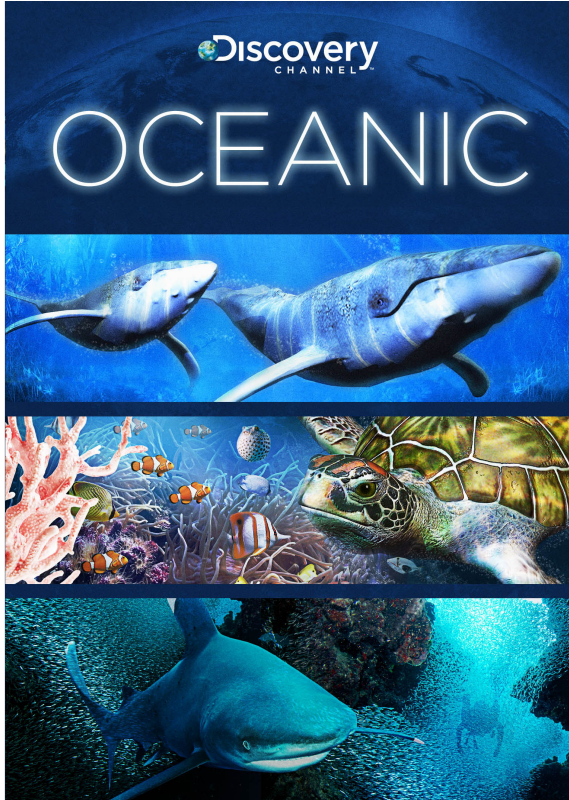


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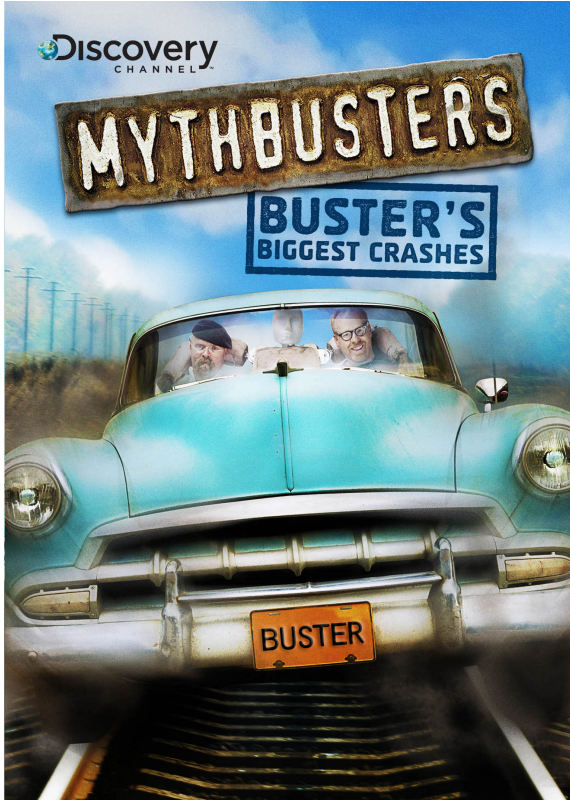


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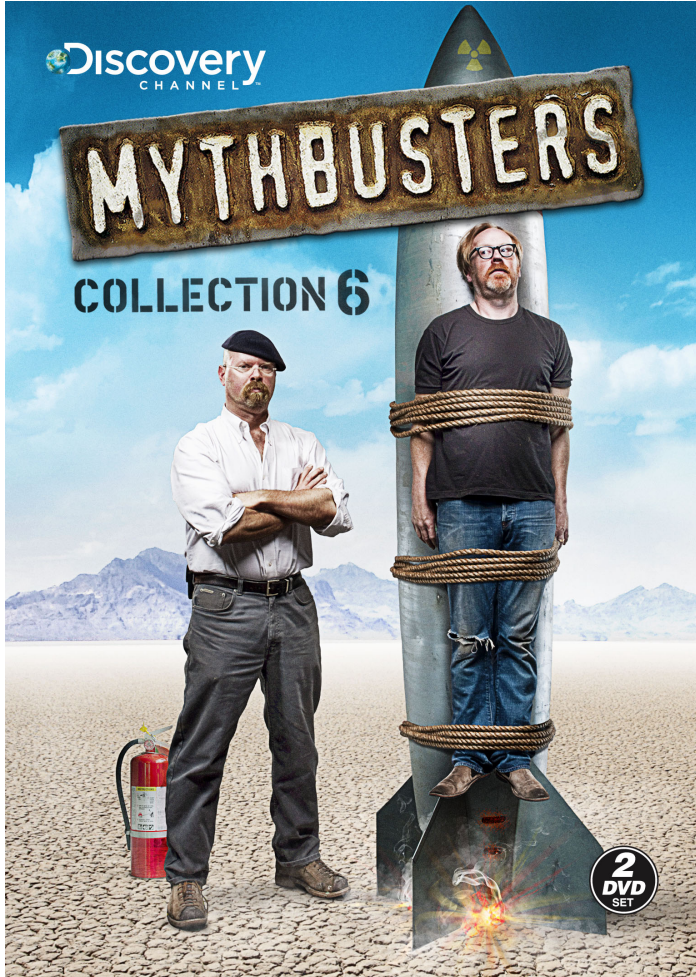


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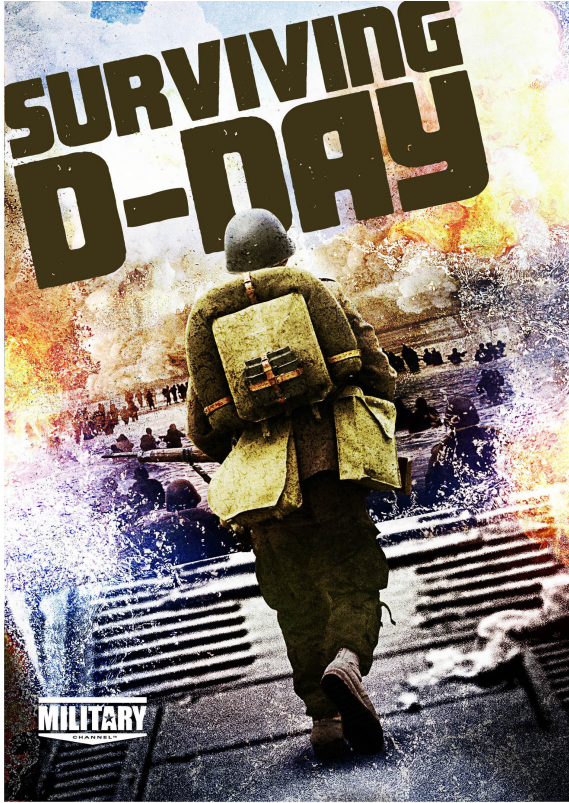


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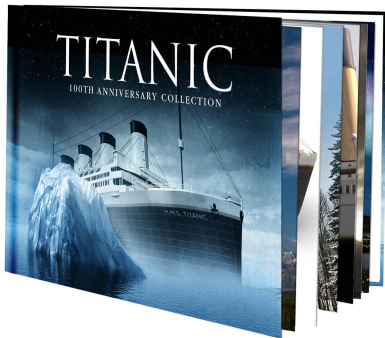
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OTHER COLLATERAL/SPECIALTY PACKAGING

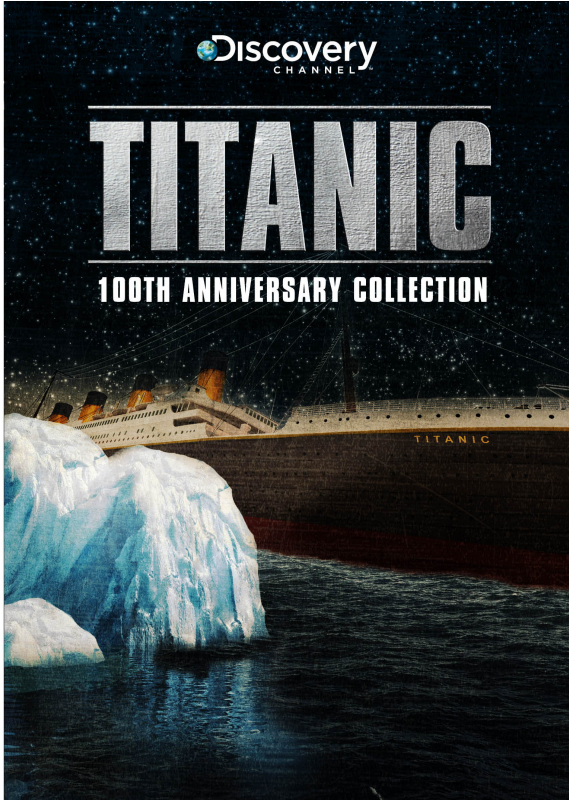


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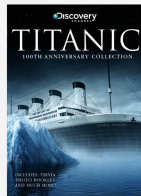
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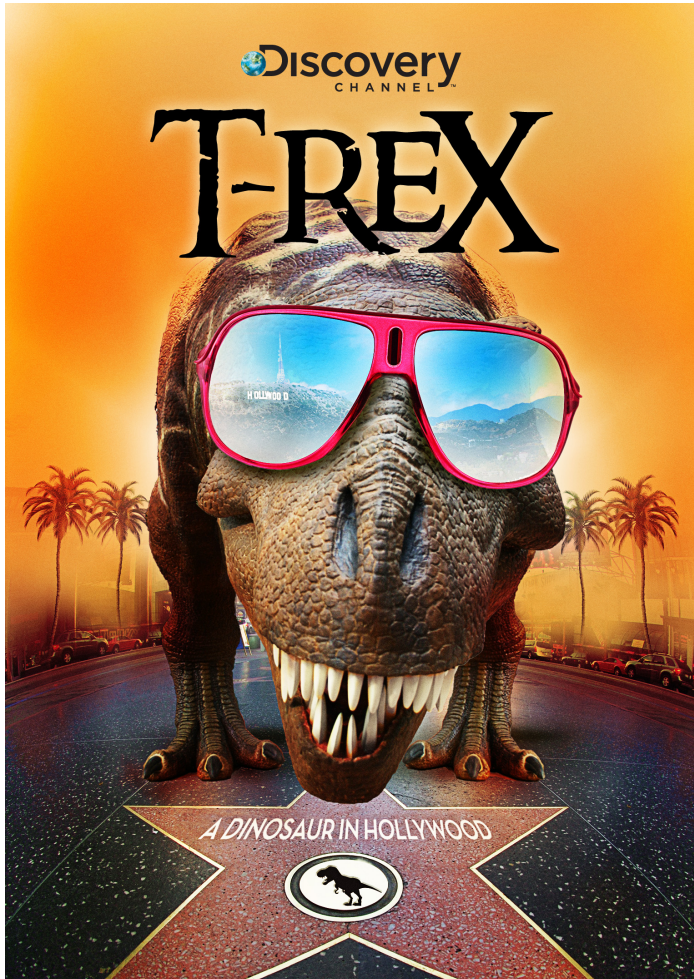


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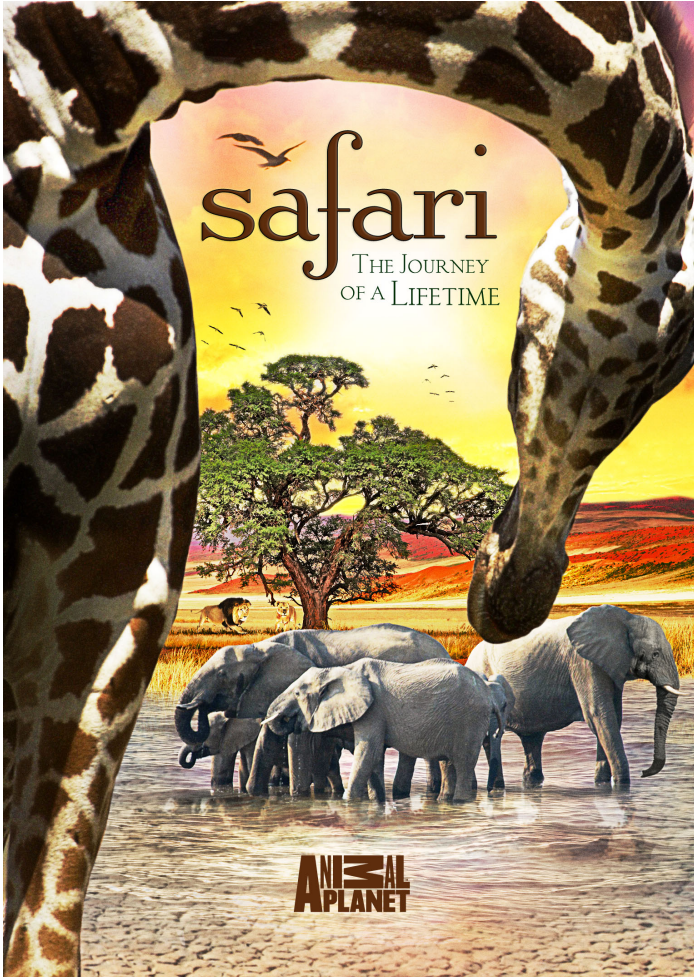


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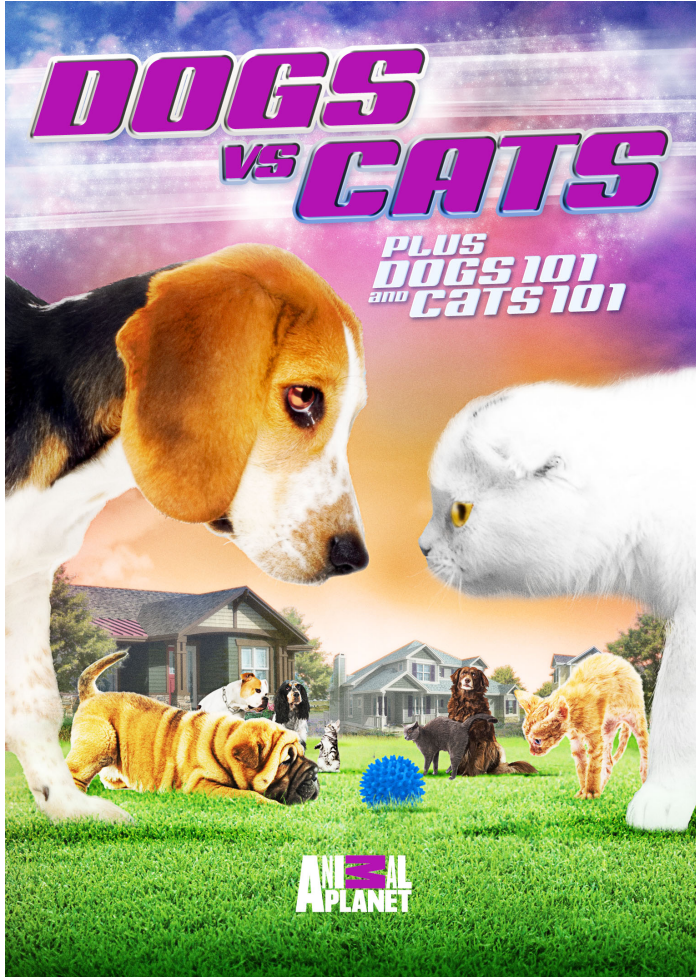


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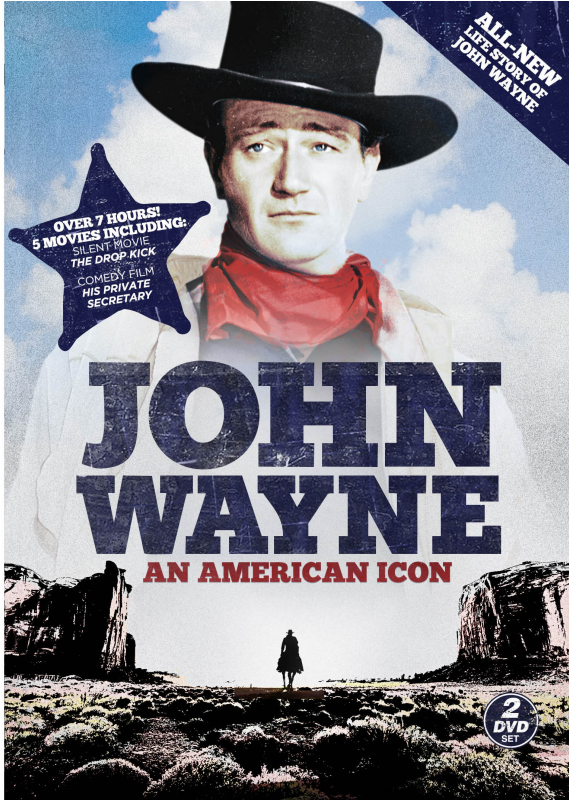


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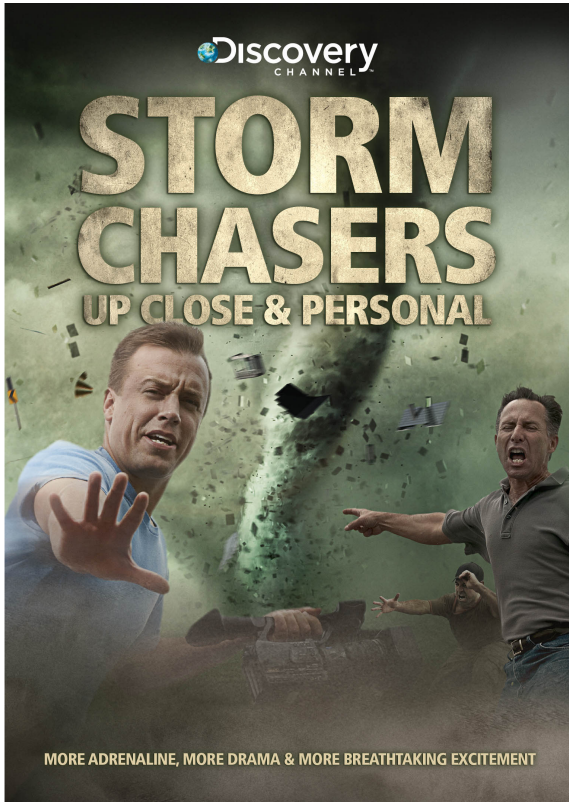


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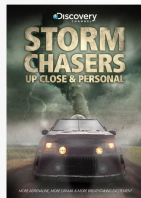
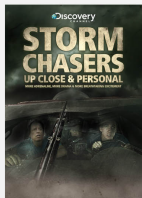
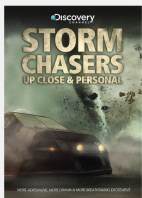
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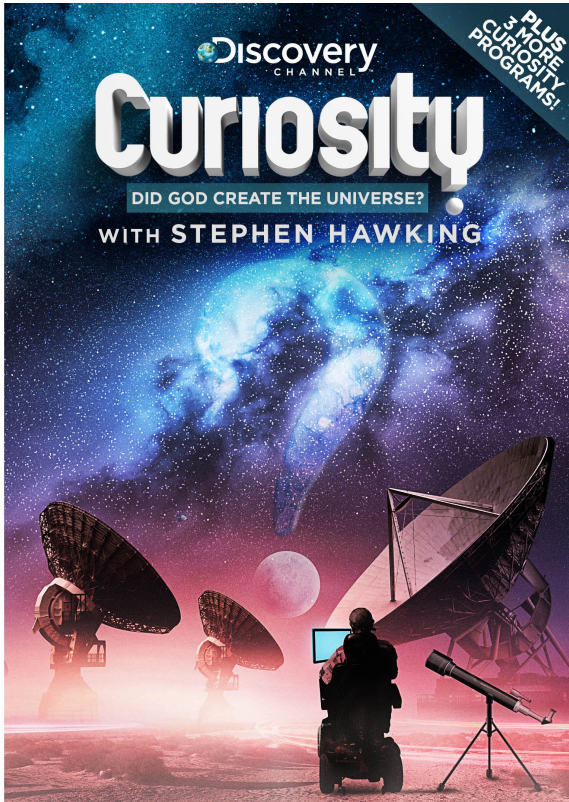


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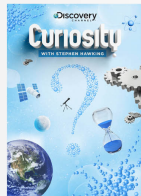
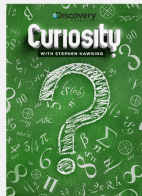
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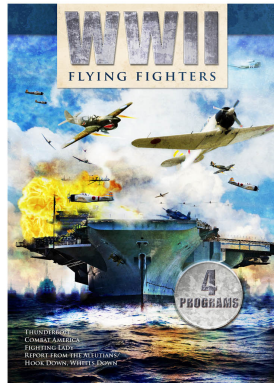
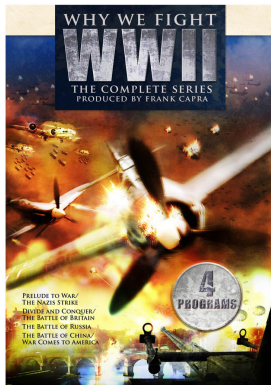


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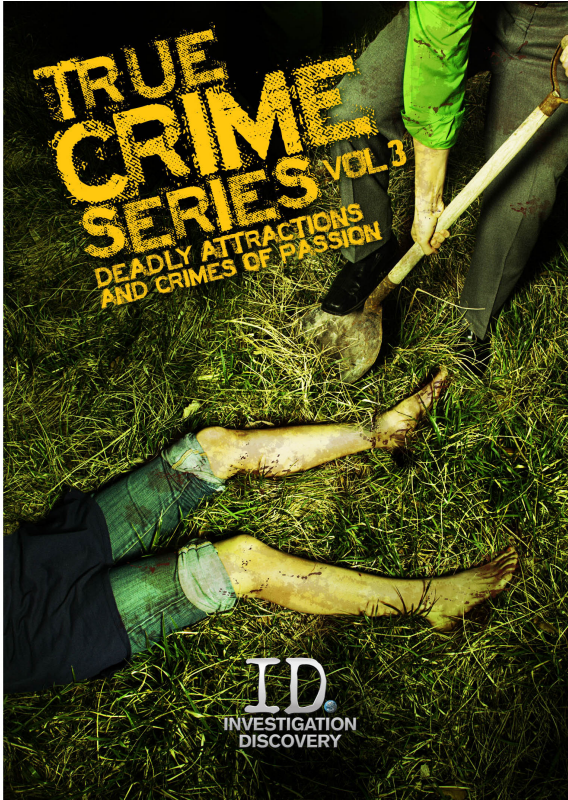
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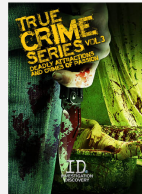
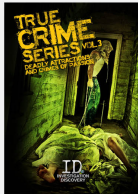
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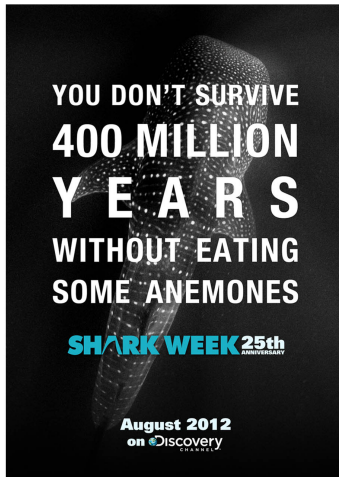


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MOONSTONE  
HOME ENTERTAINMENT



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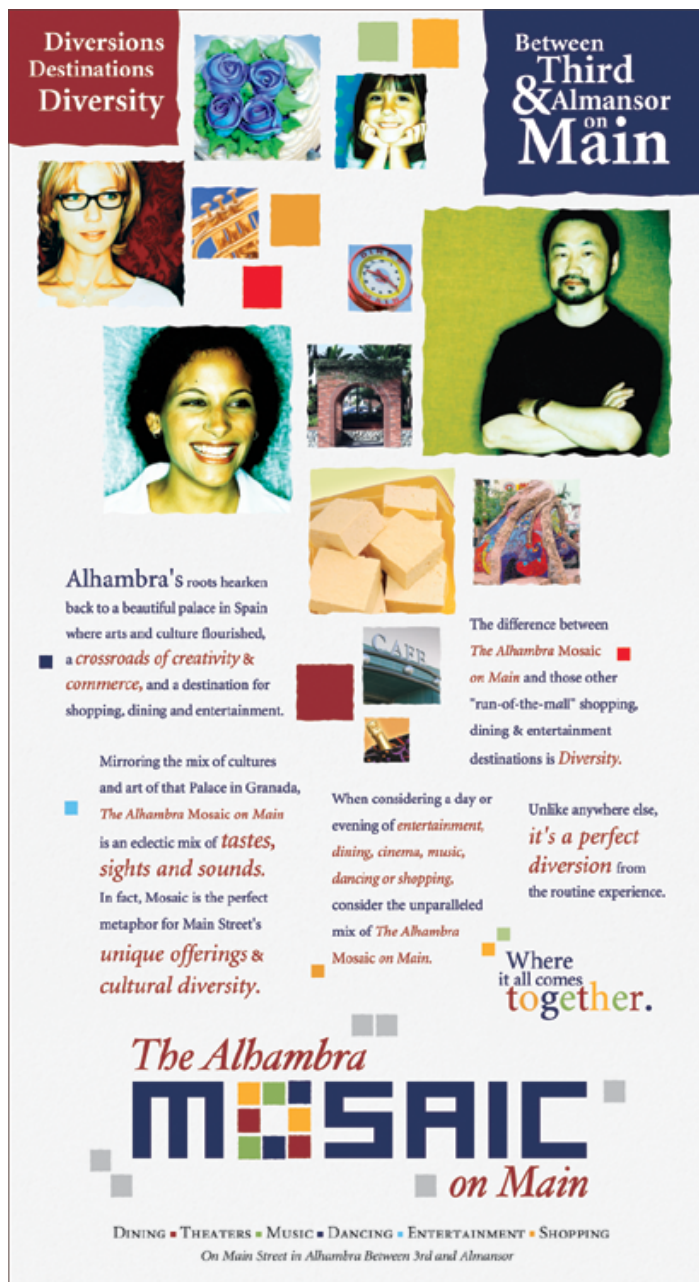
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**Diversions  
Destinations  
Diversity**

**Between  
Third  
& Almansor  
on  
Main**

Alhambra's roots harken back to a beautiful palace in Spain where arts and culture flourished, a *crossroads of creativity & commerce*, and a destination for shopping, dining and entertainment.

Mirroring the mix of cultures and art of that Palace in Granada, *The Alhambra Mosaic on Main* is an eclectic mix of *tastes, sights and sounds*. In fact, Mosaic is the perfect metaphor for Main Street's *unique offerings & cultural diversity*.

When considering a day or evening of *entertainment, dining, cinema, music, dancing or shopping*, consider the unparalleled mix of *The Alhambra Mosaic on Main*.

The difference between *The Alhambra Mosaic on Main* and those other "run-of-the-mall" shopping, dining & entertainment destinations is *Diversity*.

Unlike anywhere else, *it's a perfect diversion* from the routine experience.

Where it all comes **together.**

**The Alhambra  
MOSAIC  
on Main**

DINING ■ THEATERS ■ MUSIC ■ DANCING ■ ENTERTAINMENT ■ SHOPPING  
On Main Street in Alhambra Between 3rd and Almansor

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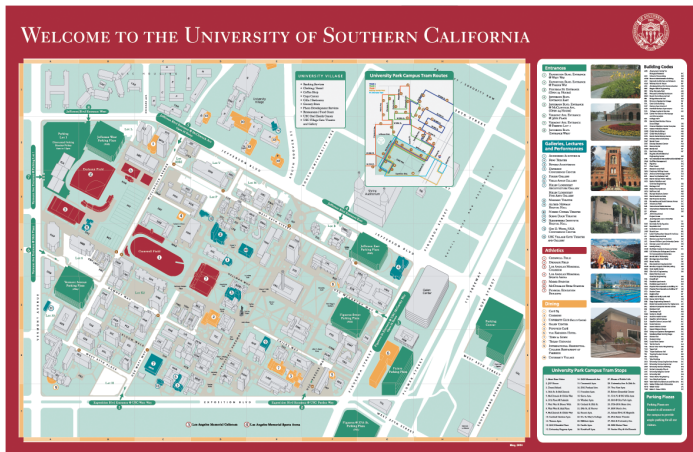


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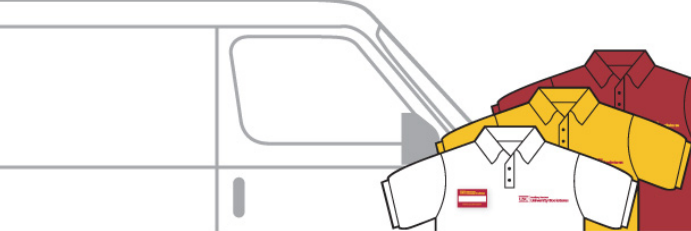
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## Identity Guidelines

A guide for successful application  
of the Auxiliary Services' Brand



### A Word from the Associate Vice President

The University of Southern California prides itself in being one of the top educational institutions in the world. In order to project and maintain this image to the many people who work, study and do business with it, the University must evoke a strong image (or brand) that everyone will recognize.

The university has developed a graphic identity program to ensure that its identity is consistent and clear. Auxiliary Services' special role in keeping the university running every day has necessitated the development of logo solutions that go beyond what is specified in the university guidelines.

The reasons for these special logos are many. Auxiliary Services is among the most important users of the university's

graphic identity. Auxiliary Services employees are often the first points of contact between the university and its internal and external communities. We welcome all vehicles at our gates, and we provide legendary service to the campus for food, housing, books, clothing, and gift items. In short, we impact the lives of everyone at USC.

Accordingly, it is extremely important that our uses of graphic identity benefit such an important mission. We have a tremendous need to be clearly recognizable as the official services of the university. No other organization can make that claim.

The following pages were developed as a useful tool to help all Auxiliary Services employees understand Auxiliary Services' graphic identity

extensions to the university's graphic identity program. These extensions are one of the few exceptions to some of the university's stringent rules regarding the USC monogram and the identification of an administrative unit. New configurations for Auxiliary Services Units are described in detail on the following pages.

Simplicity in readability and application was the main objective in developing these extensions. Our goal is to clearly communicate who Auxiliary Services is, and that we are part of the University of Southern California.

Thank You

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## Uniforms



The Auxiliary Services "lockup" contains four elements. The USC monogram, the striping, the parent brand of Auxiliary Services and the various unit names under that parent brand. The most important factor in the application of the lockup is to insure it is provided adequate room for readability without being encumbered with other graphics or typography that may lessen its legibility or visual impact. For this reason a "safety zone" has been created to act as an "invisible shield" and prevent other materials from impeding its clarity.

The "safety zone" is a simple way to measure the lockup at any scale and insure it is provided with the necessary white space. To do this a unit of measure based on an element of the lockup is identified as "x." Just as you would use any other form of measurement, the "x" provides a consistent guide at any scale the application is used. There are two orientations for the configurations to ensure proper emphasis and readability on various applications. The following pages will describe and illustrate some of the uses for each orientation.

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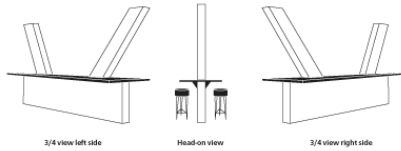
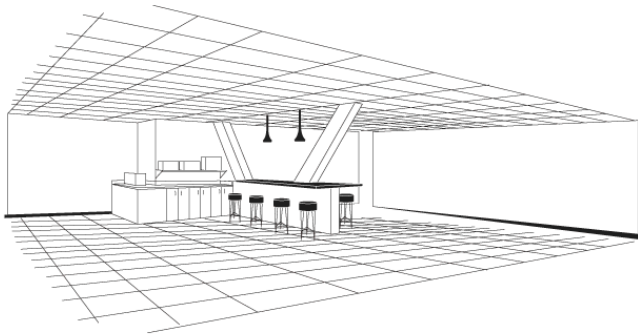
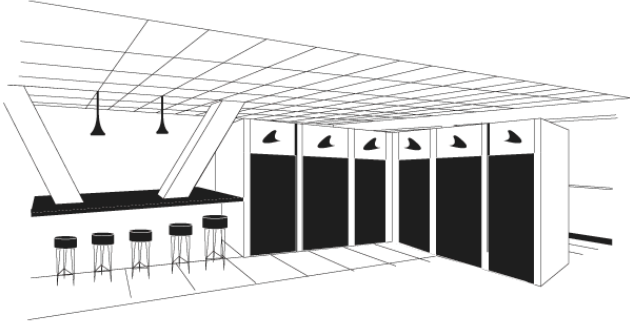


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to USC Auxiliary Services



**USC** Auxiliary Services  
"Legendary Customer Service"

Phil Chiaramonte  
Senior Vice President

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 Auxiliary Services  
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