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

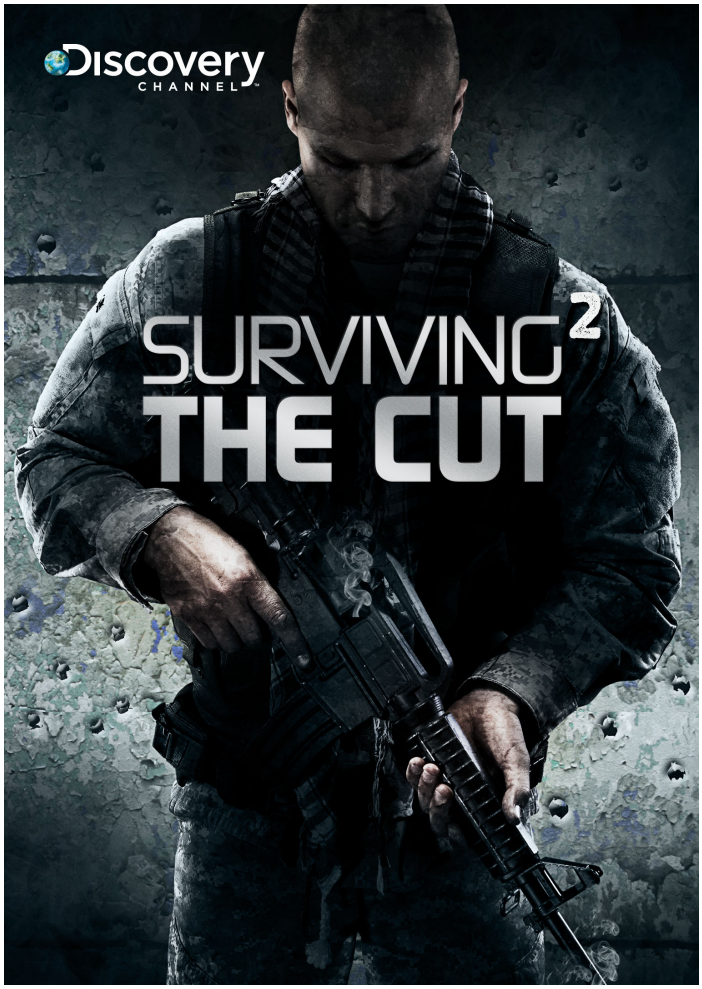
15b Lloyd Road Singapore 239098 (co. reg. 201004398N)
helpdesk 656.227.2902, fax 656.227.0213

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Please kindly get in touch for portfolio works.

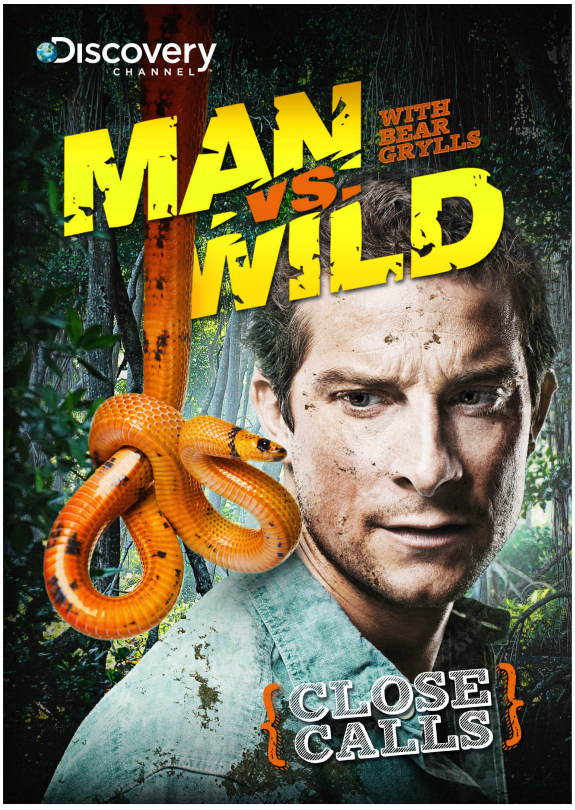


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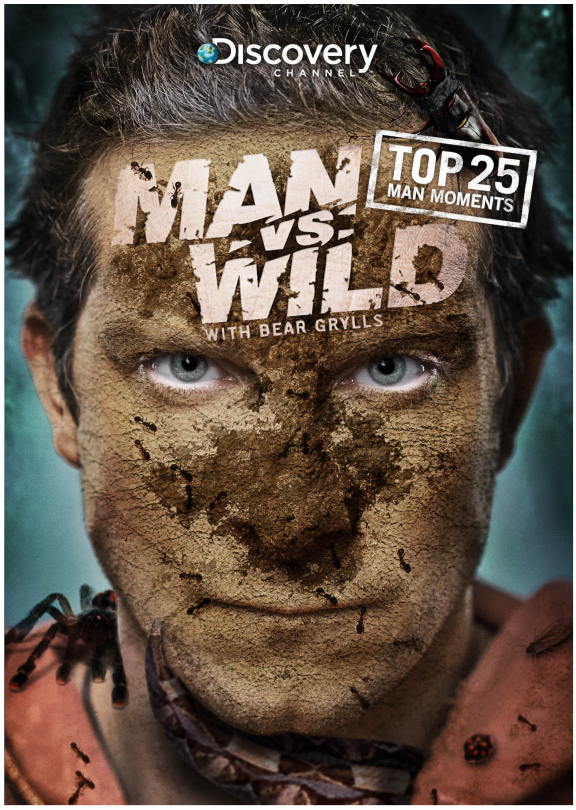
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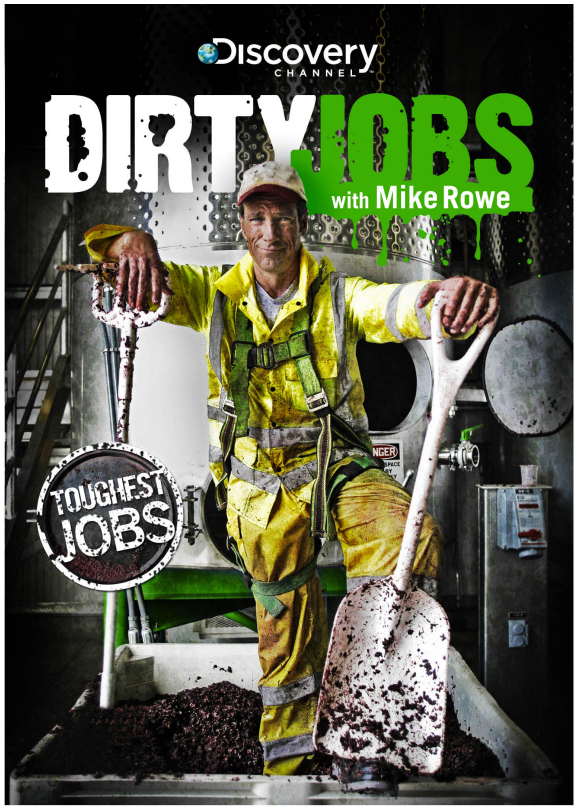
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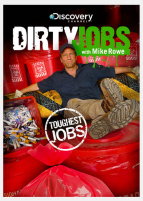
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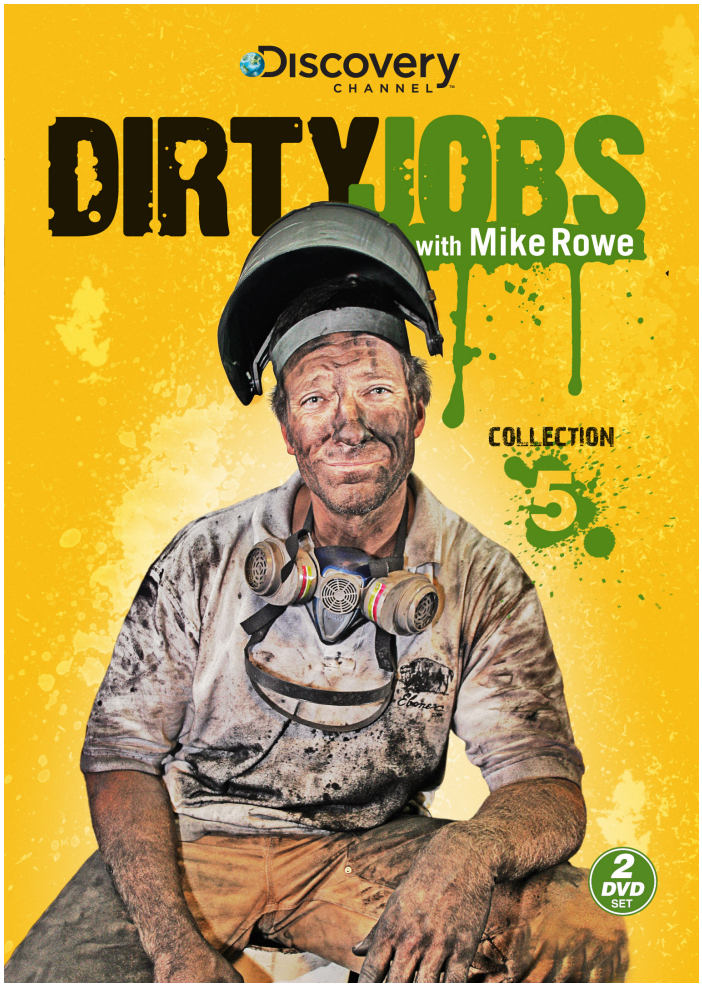


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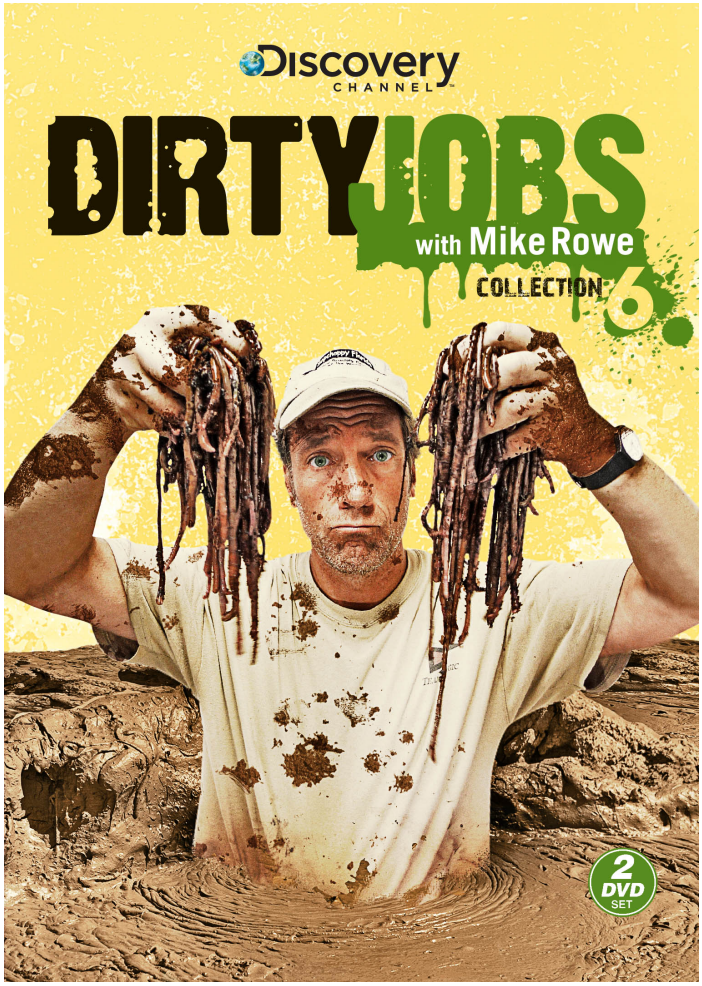
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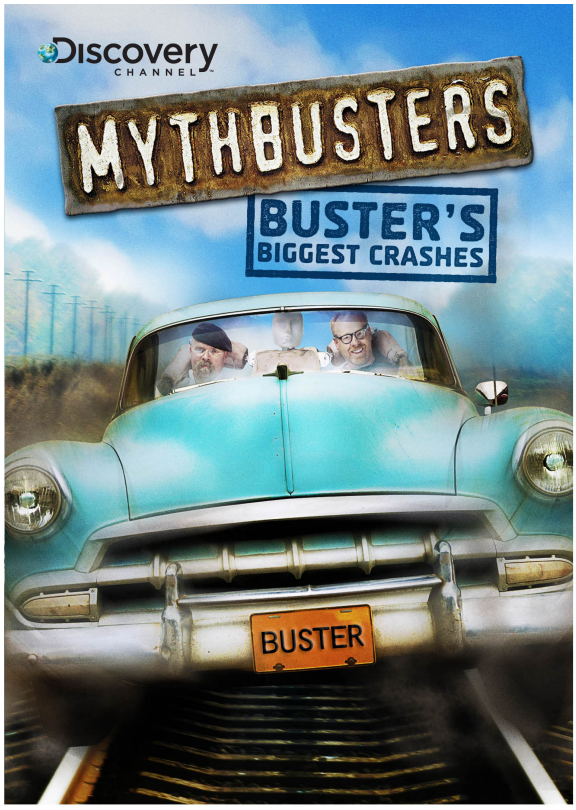
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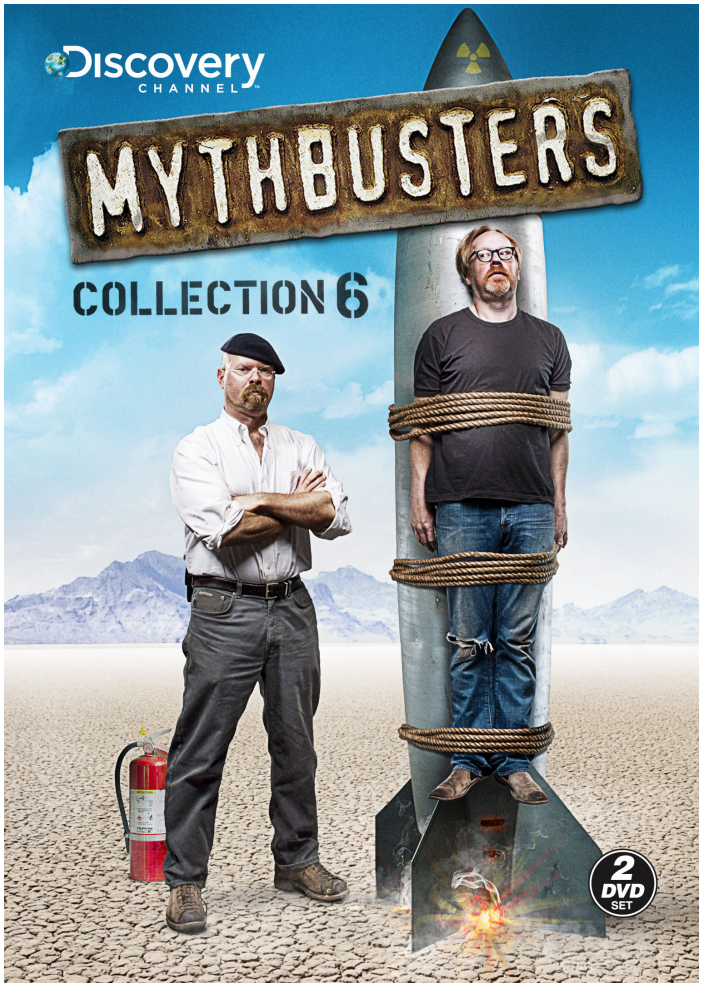


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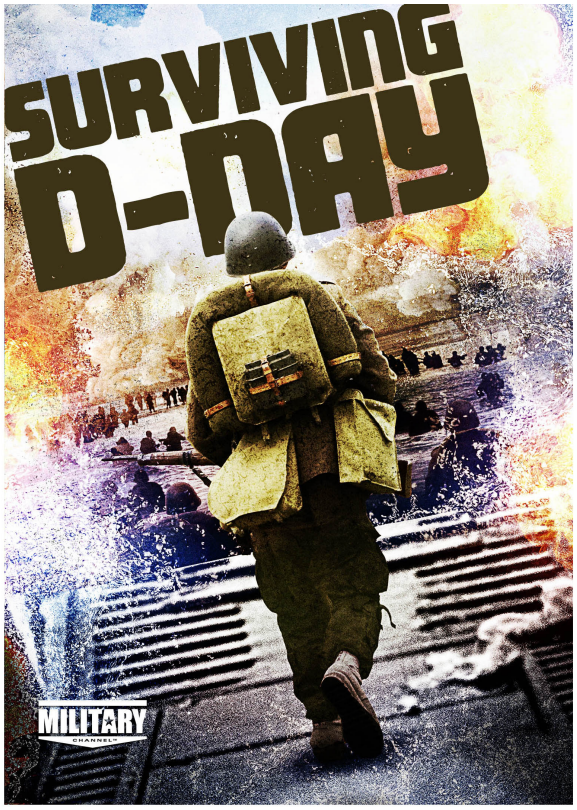


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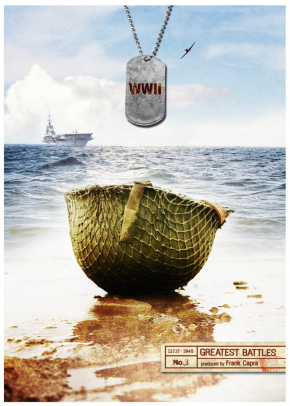
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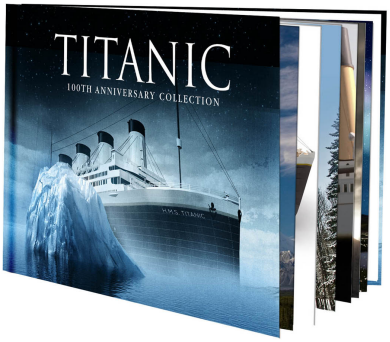
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OTHER COLLATERAL/SPECIALTY PACKAGING







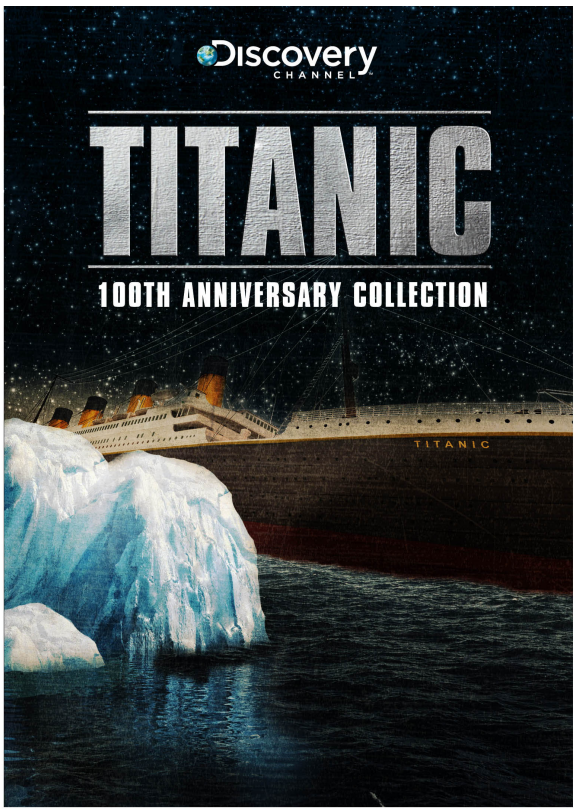
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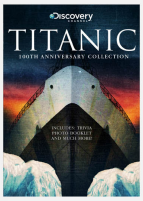
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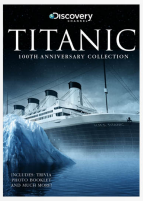
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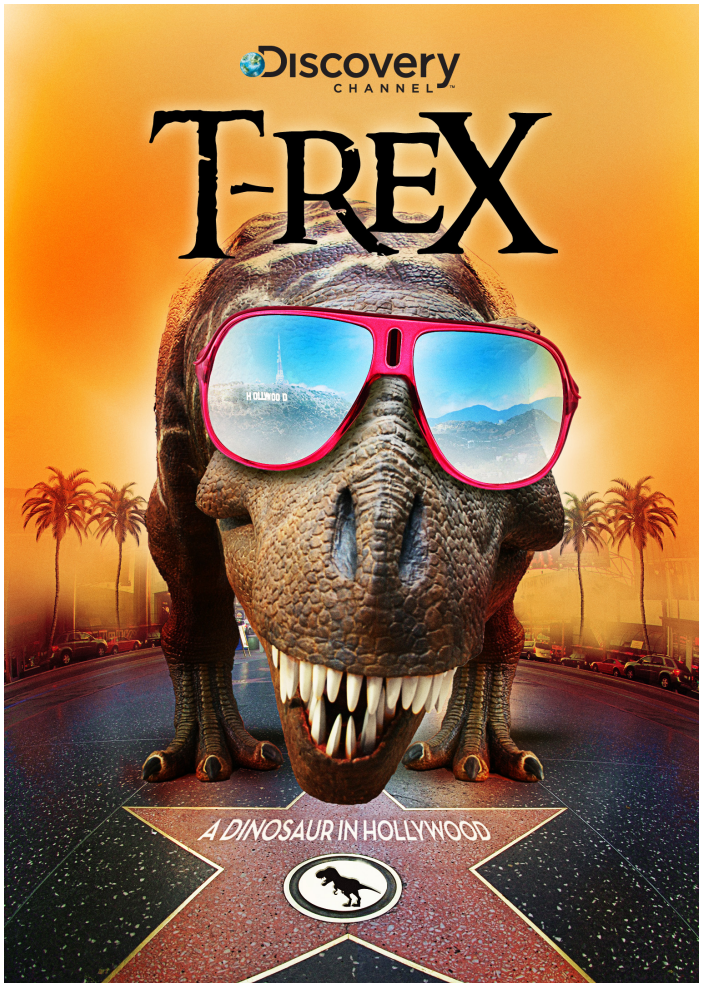


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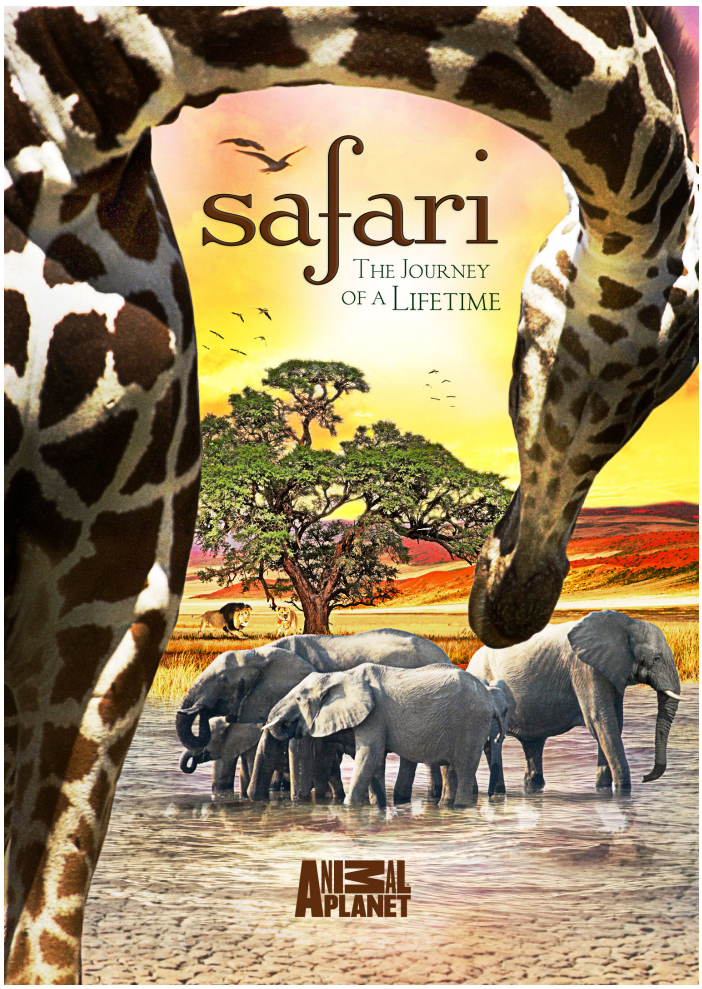
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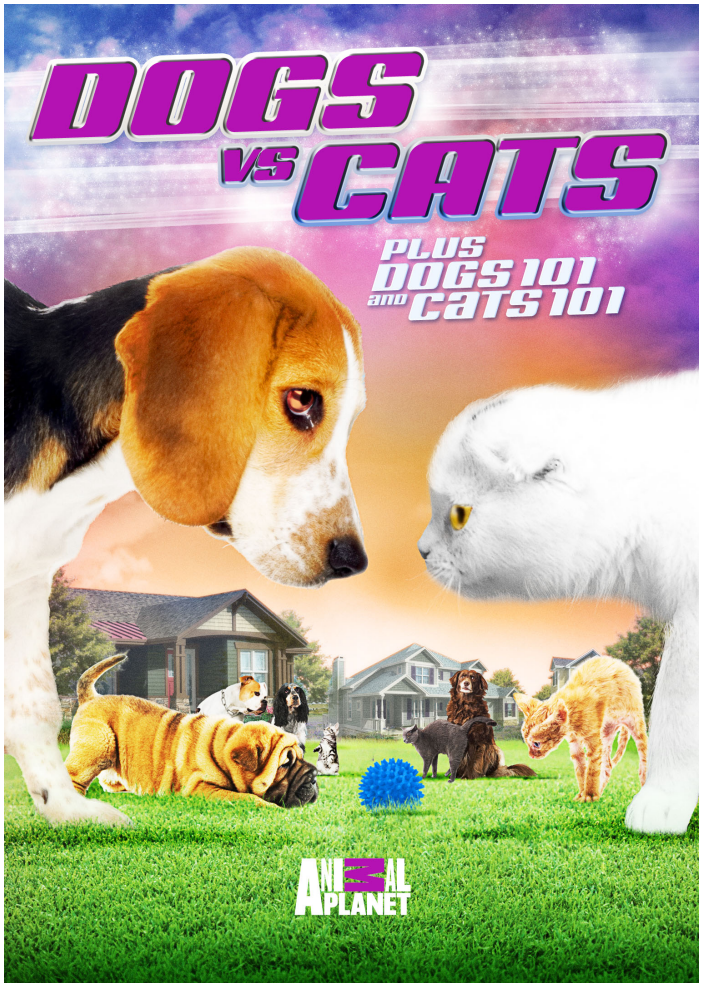
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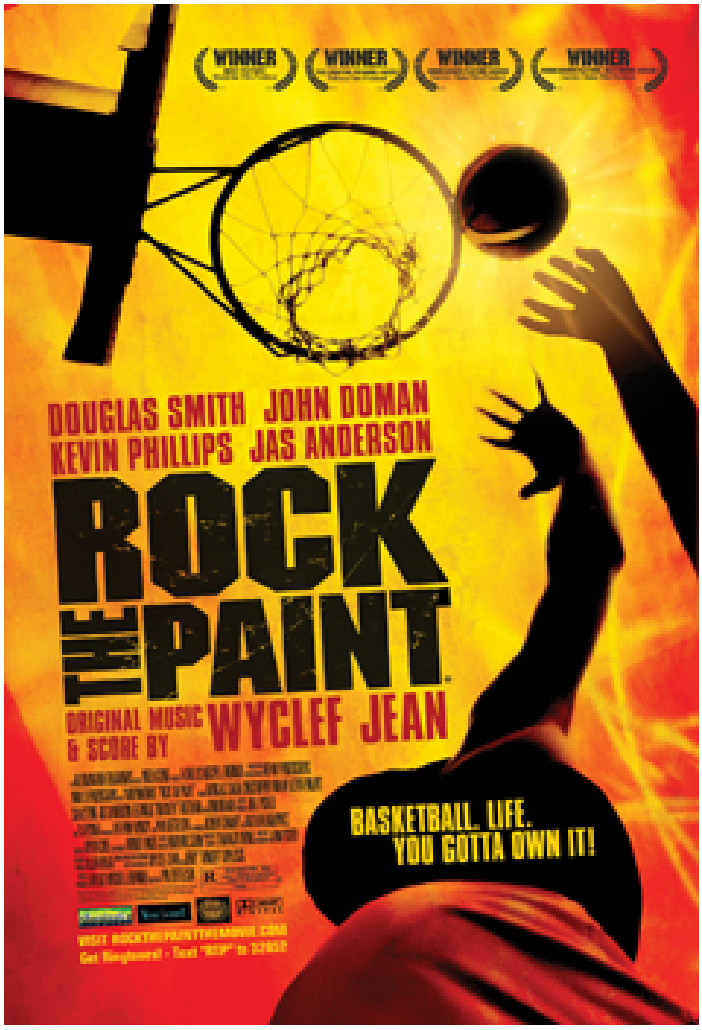
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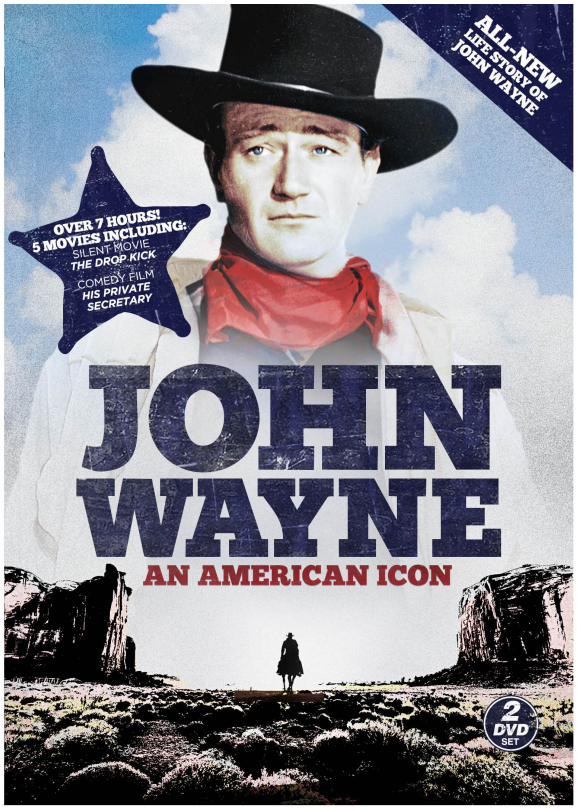


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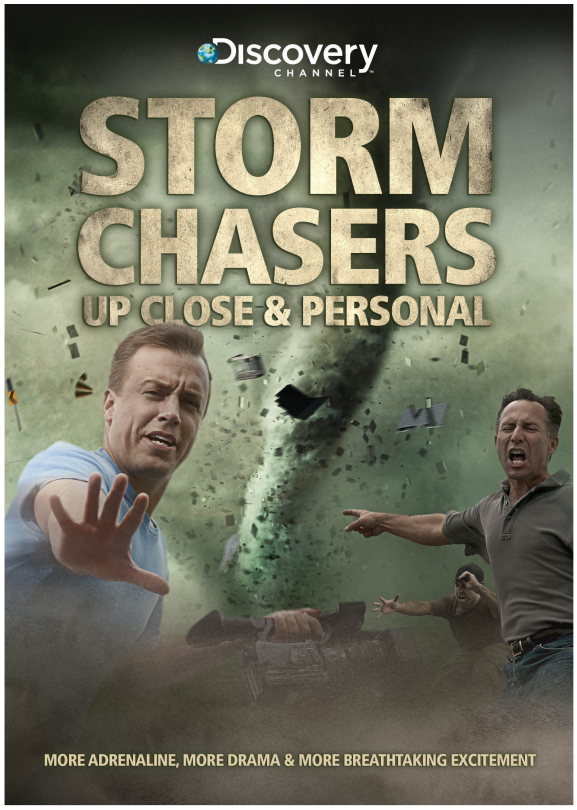


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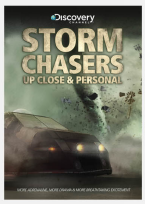
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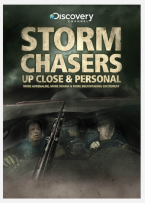
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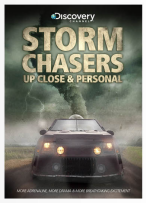
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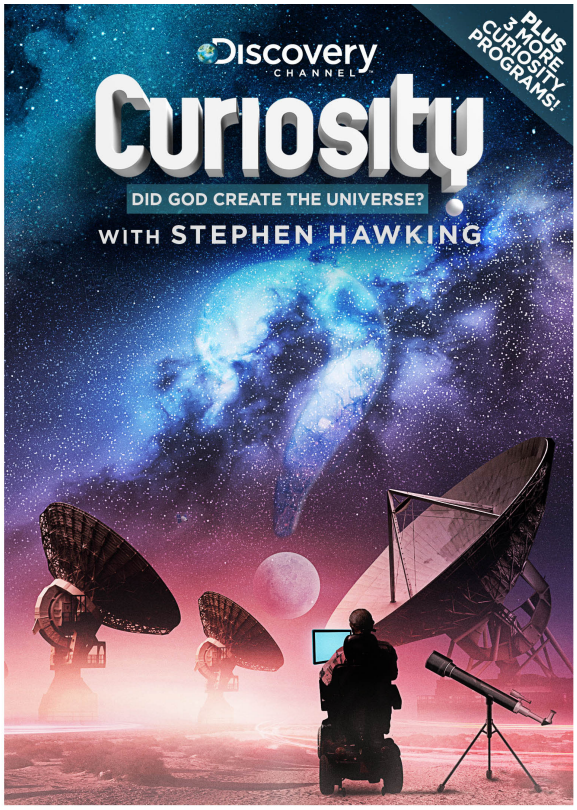
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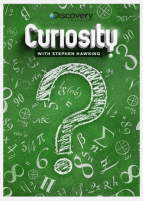
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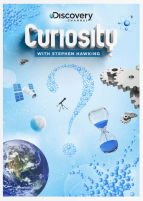
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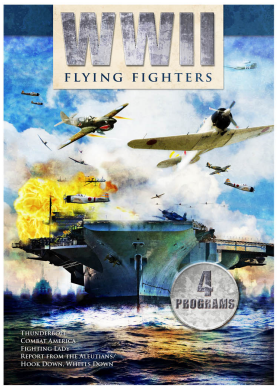
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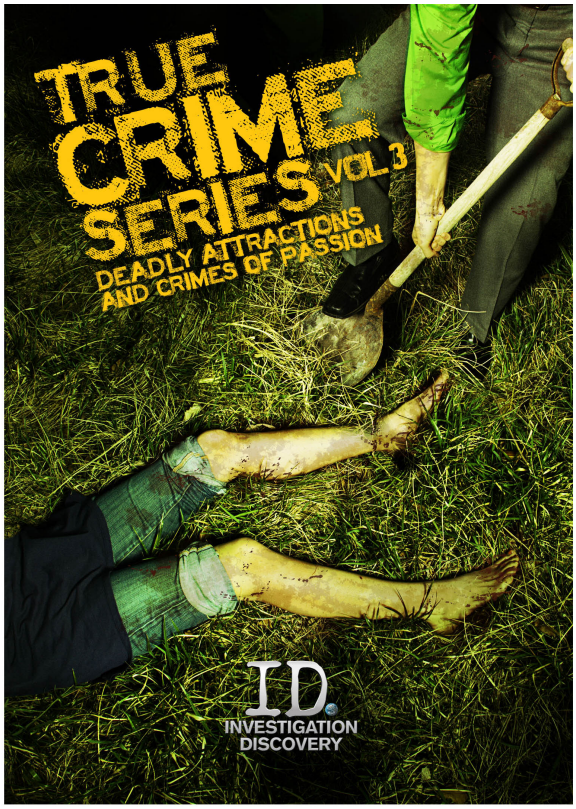
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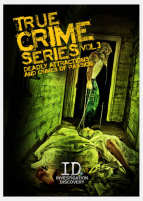
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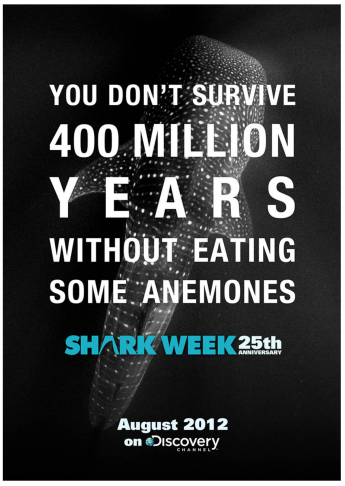
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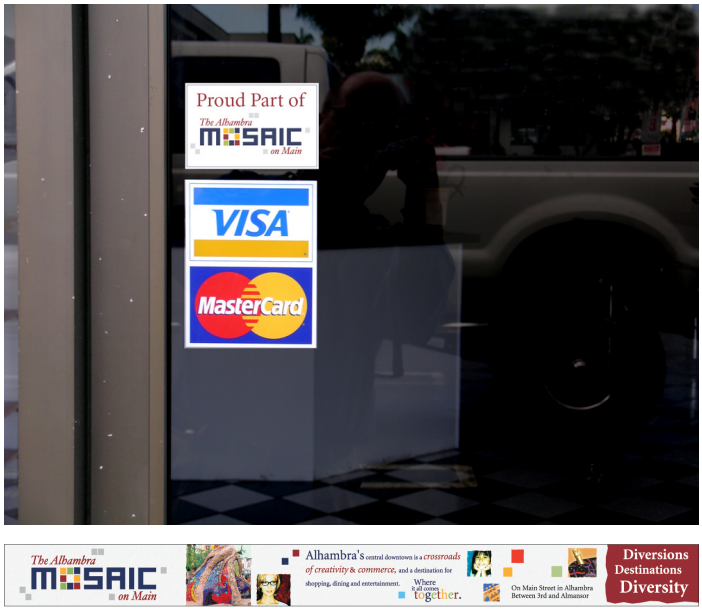




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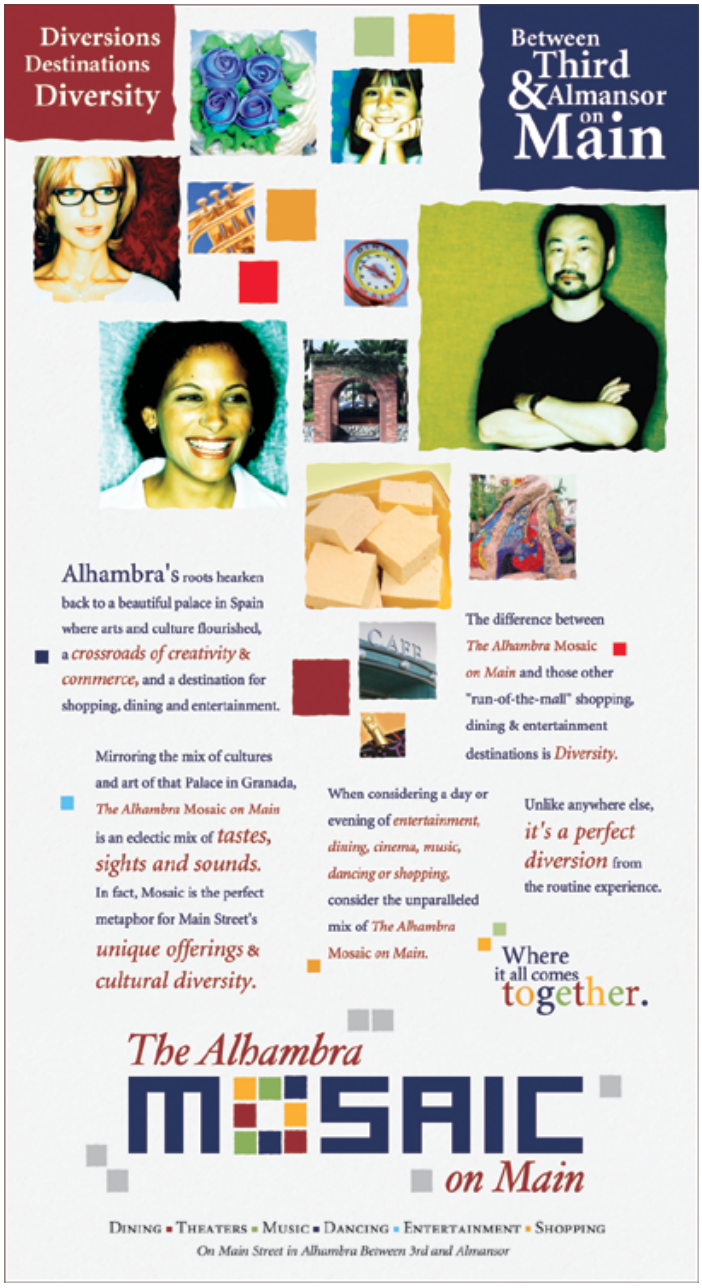
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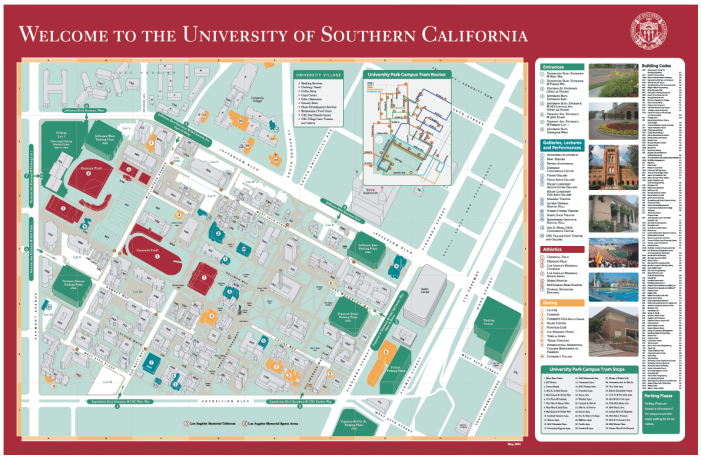


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David La Cava

Creative Direction
Graphic Design
Branding
Sherman Oaks, CA
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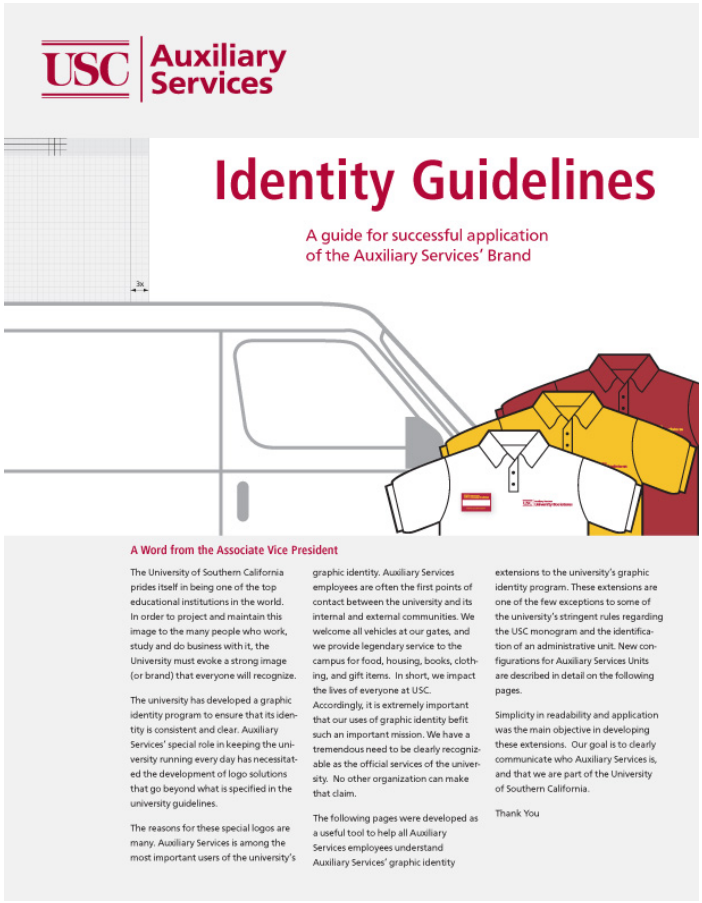




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Uniforms



USC Auxiliary Services Hospitality

The Auxiliary Services "lockup" contains four elements. The USC monogram, the striping, the parent brand of Auxilliary 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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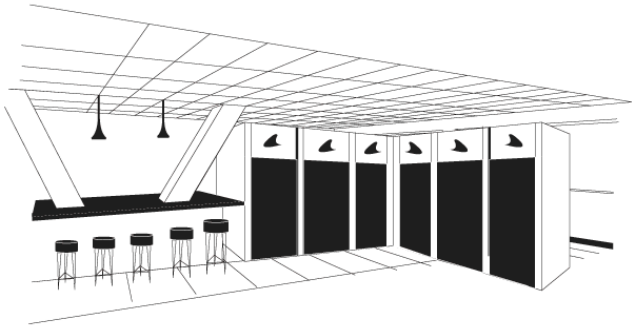
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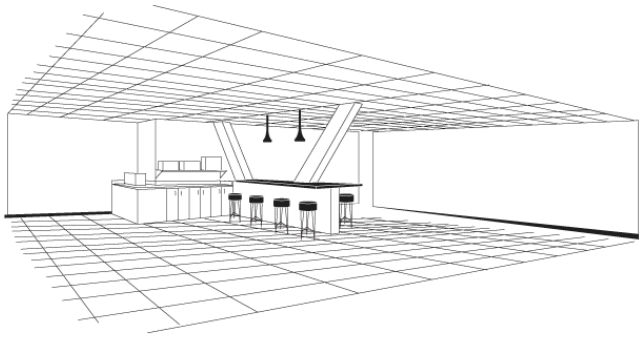


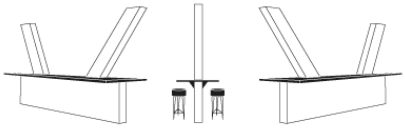
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