

# MIKE'S GRAPHICS

*freelance design, finished-art & print services*

Current Sample Portfolio 2015 - 2017

Design - Finished Art - Print Preparation.

Work includes, design, layout, retouching and print management.

All work includes a A-Z approach - from brief to arranging print quotes and if required on-sight pass of printed material.

mike van wyk

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skype: Folderframe

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7 Kortstraat, Vanrhynsdorp, 8170

Mike van Wyk has had no formal training in graphic design.

He has trained in press-press reproduction in the 1980's at Unifoto. Worked at Sparhams (Cape) - The Argus Group till mid 1990's and then worked for a advertising agency full-time till 1998. Continued to freelancer for a number of prominent advertising agencies for over 16 years. His hands-on involvement includes all aspects of the work from receiving briefs, completing creative projects, overseeing printing and passing of printed projects. His work in graphic arts spans over 30 years.

His interests range from fine art, philosophy, graphic art and a love for nature.

**CREATIVE SOLUTIONS THAT WORK & REWARD**



Design & Finished Art for Nomads Motorcycle Club  
Mike's Graphics has serviced the club for 10 years.  
Pole Poster



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Design & Finished Art for Koba Custom-Made-Bicycles

Mike's Graphics has serviced the Koba for 13 years.

Catalogue Covers - 2014 & 2015

Swiss Client - Manufacturer and Distributor of Custom Bicycles to select retailers in predominately in Switzerland as well as Germany, Austria and Italy.

**CREATIVE SOLUTIONS THAT WORK & REWARD**

## Erfahrung

## Federleichte Velos

trekking & city 26 und 28"	- ab	8.9 kg
hardtail 26, 27.5 und 29"	- ab	7.4 kg
xc fully 26 und 29"	- ab	8.9 kg
all mountain 26"	- ab	10.7 kg
enduro 27.5"	- ab	11.7 kg
rennvelo	- ab	5.9 kg



### CUSTOM-MADE BICYCLES

**KOBA TESTCENTER:** 6340 Baar, Bikecorner / 8003 Zürich, Velowerkstatt SEB / 8037 Zürich, Veloatelier / 8610 Uster, Chälbli Bike GmbH / 9016 St. Gallen, Vesto AG / 9435 Heerbrugg, bsk Graf / 9470 Buchs, KBIKE AG / **KOBA VERTRETUNGEN:** 3084 Wabern, Fahr Rad AG / 3250 Lyss, Danis Bike & Adventure / 4102 Binningen, Gütlin Velo / 4402 Frenkendorf, Planet Velo / 4500 Solothurn, Tropical Sunset / 4710 Balsthal, Sporthus Balsthal / 5322 Koblenz, Bikesport Matter / 5615 Fahrwangen, Radsport Stutz / 6330 Cham, Bikecorner / 6340 Baar, Bikecorner / 6460 Altdorf, Velotopica / 6933 Muzzano, Mondobici / 7000 Chur, Exodus Reina Outdoor / 7000 Chur, Graf Velos / 7130 Illanz, Casutt Velos / 7214 Grösch, Bike Power Haus / 7323 Wangs, Zweirad Pizol / 8003 Zürich, Velowerkstatt SEB / 8037 Zürich, Veloatelier / 8038 Zürich, AMW Bike / 8123 Ebmatingen, Grab Rad Sport Technik / 8180 Bülach, Wisli Velowerkstatt / 8400 Winterthur, Radwerk / 8422 Pfungen, Roli's Bike Station / 8580 Amriswil, Schulze Sport / 8610 Uster, Chälbli GmbH / 8640 Rapperswil, Bike-Sport Höfliger / 8737 Gommiswald, Active Sport / 8752 Näfels, Fischli Bike / 8887 Mels, drift bike shop / 9016 St. Gallen, Vesto AG / 9200 Gossau, Gätzi Sport / 9435 Heerbrugg, bsk Graf / 9470 Buchs, KBIKE AG / AT-6840 Götzis, Ritschis's Bike / IT-39043 Klausen, Bike World / CZ-63500 Brno, VK CycloSPORT / PL-44-120 Pyskowice, Lemonbike.eu

www.koba.ch

seit 1991 

Design & Finished Art for Koba Custom-Made-Bicycles  
Ride Magazine Ad



ORIGINAL



OPTION 2 - SOLID FILL

REVISED



OPTION 2 - SOLID FILL - HEIGHT 40 MM



OPTION 2 - CASING - HEIGHT 40 MM



Design & Brand ID Revision - Koba Custom-Made-Bicycles  
Client wanted to modernise but retain brand recognition accumulated since 1991.  
Koba competes with a number of well established Swiss brands



Design & Brand ID Revision - Koba Custom-Made-Bicycles  
Before - After

## M18

車架色：■ CARBON 80% Matt

貼標色：亮光無膜標 Glossy

■ PANTONE COOL GRAY 11C  
■ PANTONE COOL GRAY 9C  
■ PANTONE 877C



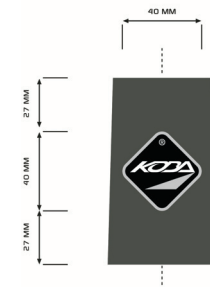
KOBA MTB 29-RACETOOL-AL

■ PANTONE COOL GRAY 11C  
■ PANTONE COOL GRAY 9C  
■ PANTONE 877C



**KODA**  
CUSTOM-MADE BICYCLES

HEAD-TUBE BADGE - SCALE 100%  
FINAL VERSION



\* RECOMMEND USING PANTONE SPOTS COLOURS

\* PANTONE COLOUR GUIDE:

■ PANTONE 185 C  
■ PANTONE BLACK C  
■ PANTONE 877 C

Design & Brand ID Revision - Koba Custom-Made-Bicycles  
Application and development of frame-set decal stickers.  
Design and application of new head-set badge.  
Frames are manufactured in Taiwan -  
Full size drawings are provided for placement planning.





Design & Brand ID Revision - Koba Custom-Made-Bicycles  
Application of revised brand decal on off-road bicycles.

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IMPERIA SOR



TOBOGA 230



Design & Brand ID Revision - Koba Custom-Made-Bicycles  
Application and development of rim-set decal stickers.  
Full size drawings are provided for placement planning.

Illustrations of manufactured rims.

**CREATIVE SOLUTIONS THAT WORK & REWARD**

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Design & Brand ID Revision - Koba Custom-Made-Bicycles  
Application of frame-set and rim-set decal stickers.  
Above - Latest Assembled Bicycles with revised decals shown

**CREATIVE SOLUTIONS THAT WORK & REWARD**





Design of a Badge for K-Bike - A Swiss Bicycle Retailer

This client specialises in off-road bicycles and requested a shield with a single-track depicted.

Switzerland is famous for its Alpine mountains and its extensive network of single-track off-road routes.

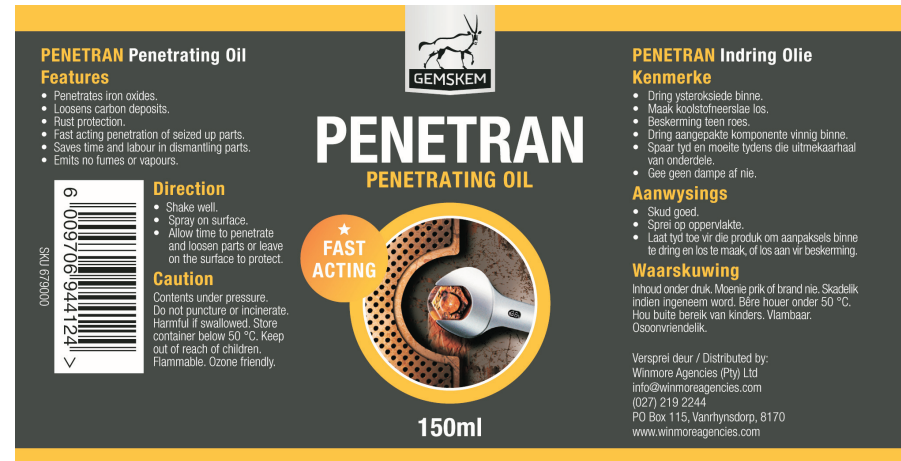


I assisted my client Winmore Agencies, a local wholesale distributor, in redeveloping their Gemskem Brand ID. Gemskem product range includes a wide range of chemical products.

The client had previously designed product labels on a ad-hoc basis and there was no consistency. The previous version of the logo presented a problem in that the brand name - Gemskem - was not easily noticed. I advised my client to retain the Gembok image because it has strong recognition in the greater Namaqualand and Northern Cape region he services but redevelop the logo to allow easy and instant recognition of his brand name. The redevelopment was extended to his product labels which was also redeveloped around a consistent design template. As new products are rolled out the benefit will be a uniform look-and-feel throughout the product range, which was previously absent.

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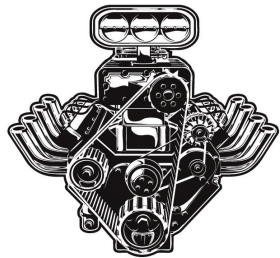


Design & Finished Art - Gemskem Penetran (Before & After)  
Design included central illustration of spanner and rusty nut.  
Incorporated in the design is a individual colour code band.  
This established the layout for all of the Gemskem products.





Design & Finished Art - Gemskem Antifreeze Blue (Before & After)  
Design included central illustration of radiator cap and radiator inlet.



**'n Swardiens Enjinreiniger  
Wat Aanpaksels en  
Olieneerslae Verwyder**

500ml

## ***Spuut Af***

**Verwyder Olie en Aanpaksels  
Van Enjins en Masjiendele**

### **Instruksies**

Sprei op enjin en komponente  
Was binne 10 minute met water af

### **Directions for Use**

Spray on engine and components  
Wash off with water within 10 minutes

### **WAARSKUWING!**

Skadelik indien ingeneem  
Moenie braking aanmoedig nie  
Soek mediese hulp  
Moenie walms inasem nie  
Gebruik beskermende kler  
HOU BUITE BEREIK VAN KINDERS

### **CAUTION!**

Harmful when swallowed  
Do not induce vomiting  
Seek medical attention  
Avoid inhaling vapours  
Use protective clothing  
KEEP OUT OF REACH OF CHILDREN

### **Versprei deur / Distributed by**

Winmore Agencies  
info@winmoreagencies.com  
027-2192244



Vlambare Vloeistof / Flammable Liquid

500ml

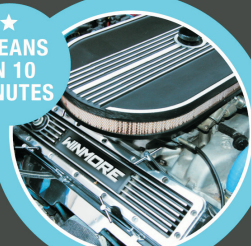


## **SPUIT AF BLUE**

**ENJINSKONMAKER &  
OILEVERWYDERAAR**

**ENGINE CLEANER &  
DEGREASER**

★  
**CLEANS  
IN 10  
MINUTES**



**'N SWAARDIENS ENJINREINIGER  
WAT AANPAKSELS EN  
OLIENEERSLAE VERWYDER**

500ml

### **SPUIT AF BLUE**

**Enjinskoonmaker & Olieverwyderaar**

### **Instruksies**

- Sprei op enjin en komponente.
- Was binne 10 minute met water af.

### **Directions for Use**

- Spray on engine and components.
- Wash off with water within 10 minutes.

### **WAARSKUWING!**

Skadelik indien ingeneem, Moenie braking aanmoedig nie.  
Soek mediese hulp. Moenie walms inasem nie.  
Gebruik beskermende kler.

HOU BUITE BEREIK VAN KINDERS.

### **CAUTION!**

Harmful when swallowed. Do not induce vomiting.  
Seek medical attention. Avoid inhaling vapours.  
Use protective clothing.

KEEP OUT OF REACH OF CHILDREN.

Versprei deur / Distributed by:  
Winmore Agencies (Pty) Ltd  
info@winmoreagencies.com  
(027) 219 2244  
PO Box 115, Vanrhynsdorp, 8170  
www.winmoreagencies.com



**VLAMBARE VLOEISTOF /  
FLAMMABLE LIQUID**



SKU 675000

Design & Finished Art - Gemskem Spuit Af Blue (Before & After)

SIZE: 170(H) X 50(W) MM



Design & Finished Art - Gembkem Car Wash & Wax (Before & After)



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## MIKE'S GRAPHICS

CE REF: WIN/130816/05

PROOF 1

02/12/2016

PINEGEL 5L LABEL FRONT AND BACK

SIZE: 135 (H) X 135 (W) MM

CMYK (OPTIONAL SPOT GREY)

COLOR BAND: 70 CYAN / 0 MAGENTA / 100 YELLOW / 0 BLACK

DARK GREY BACKGROUND: 5 CYAN / 0 MAGENTA / 0 YELLOW / 90 BLACK

BARCODE: 90% MAGNIFICATION

NB: THIS LABEL WILL POSITION VERY TIGHTLY ON THE PACK FACE

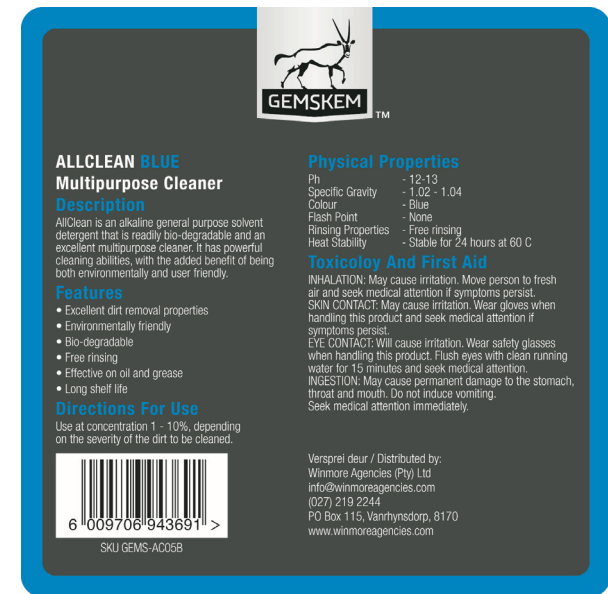
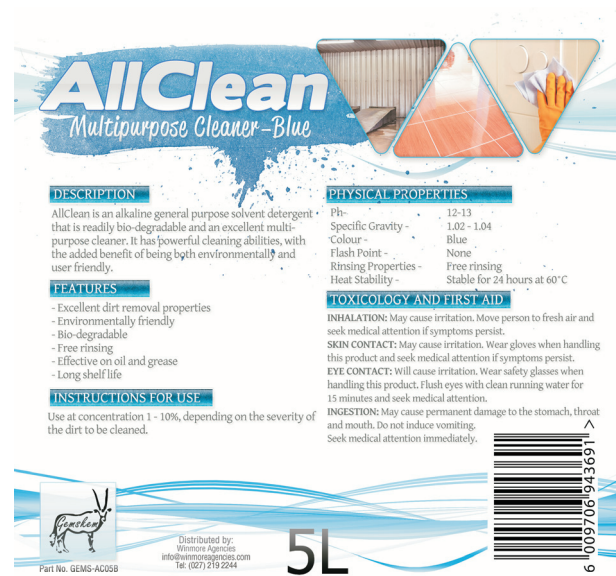


Design & Finished Art - Genskem Pinegel Detergent (Before & After)

CREATIVE SOLUTIONS THAT WORK & REWARD

# MIKE'S GRAPHICS

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## MIKE'S GRAPHICS

CE REF: WIN/130816/01

PROOF 1

08/12/2016

GK ALLCLEAN BLUE 5L LABEL FRONT AND BACK

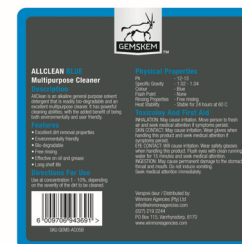
SIZE: 135 X 135 MM

CMYK (OPTIONAL SPOT GREY)

COLOUR BAND: 100 CYAN / 60 MAGENTA / 0 YELLOW / 0 BLACK

DARK GREY BACKGROUND: 5 CYAN / 0 MAGENTA / 0 YELLOW / 90 BLACK

BARCODE: 80% MAGNIFICATION



Design & Finished Art - Genskem Allclean Blue (Before & After)

CREATIVE SOLUTIONS THAT WORK & REWARD

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## MIKE'S GRAPHICS

CE REF: WIN/061216/01

PROOF 1

08/12/2016

OK DISHWASH LEMON SL LABEL FRONT AND BACK

SIZE: 135 X 135 MM

CMYK (OPTIONAL SPOT GREY)

COLOR BAND: 100 CYAN / 0 MAGENTA / 100 YELLOW / 0 BLACK

DARK GREY BACKGROUND: 5 CYAN / 0 MAGENTA / 0 YELLOW / 90 BLACK



Design & Finished Art - Gemskem Dishwash Liquid (New)

CREATIVE SOLUTIONS THAT WORK & REWARD

## PB LOGO ICON & TAG-LINE POSITIVE USE OPTION



## PB LOGO ICON & TAG-LINE NEGATIVE USE OPTION



The Personal Best Logo - Developed for a range of sport assessories.  
Client brief required a fun and flexible logo icon that could be applied to a wide range  
of retail applications marketing sport assessories.

This logo was postioned as follows:

Morning Star - that rare moment, when everything comes together and you feel on top of the world,  
at one with the Universe - unified with everything around you - that perfect run,  
early in the morning with the last star shining.



PB HEADER-CARD  
FRONT APPLICATION



PB HEADER-CARD  
REAR APPLICATION



ORIGINAL



NEW



Winmore Agencies required a fresh look that would stand the test of time.  
A very bold and clean-lined approach was followed.

This logo was positioned as follows:

In answering the brief we reach back to 3000 BC - to the first mention of spiral augers being used. We utilised the idea of a spiral auger because it conveys perpetual movement. The company a whole distributor, is in the business of moving products. Incorporating the idea of a spiral auger seemed appropriate, since the business is situated in the heart of a major agricultural zone.