

M. Willis

identity / apparel / artwork





COLORS



SLATE SKY BLUE

5503 C



BRIDGE RED

Warm Red C



NAVY BLUE

289 C



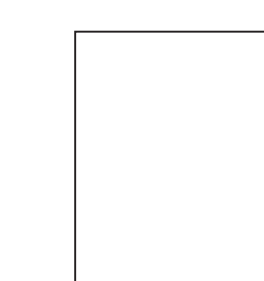
PALE MOON BLUE

621 C



HAZY RED

482 C



WHITE

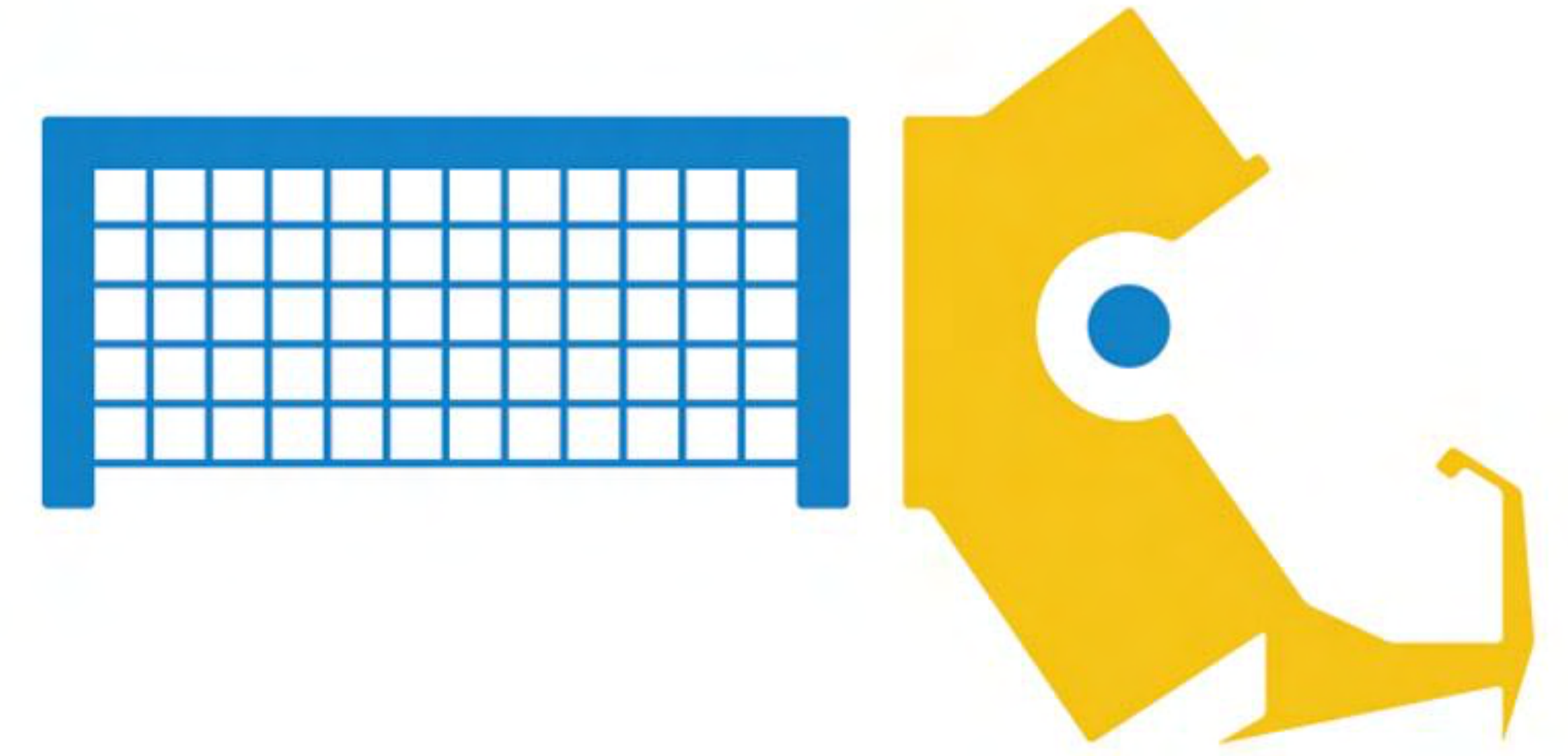
TYPOGRAPHY

SF COMPACT / HEAVY

Identity: AO San Francisco

I worked with AO San Francisco to create a new logo for their popular supporters group. AOSF asked for a mark that was unique, universal, and definitively San Francisco (including geography). A progressive supporters' group, they also wanted to balance traditional Americana with a sense of local attitude and pride. I created a flexible system that allows them to adapt their brand to different spaces and contexts.

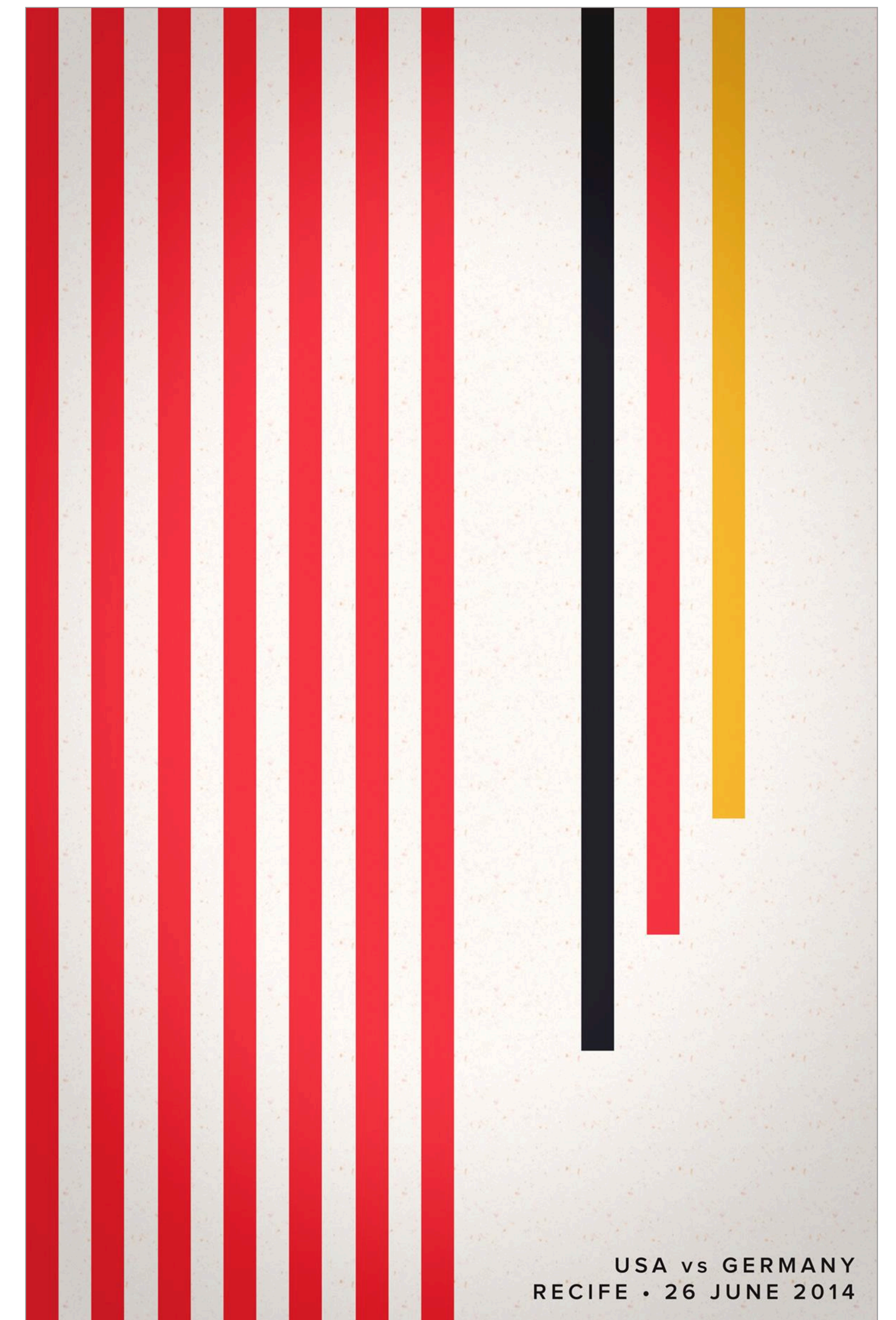
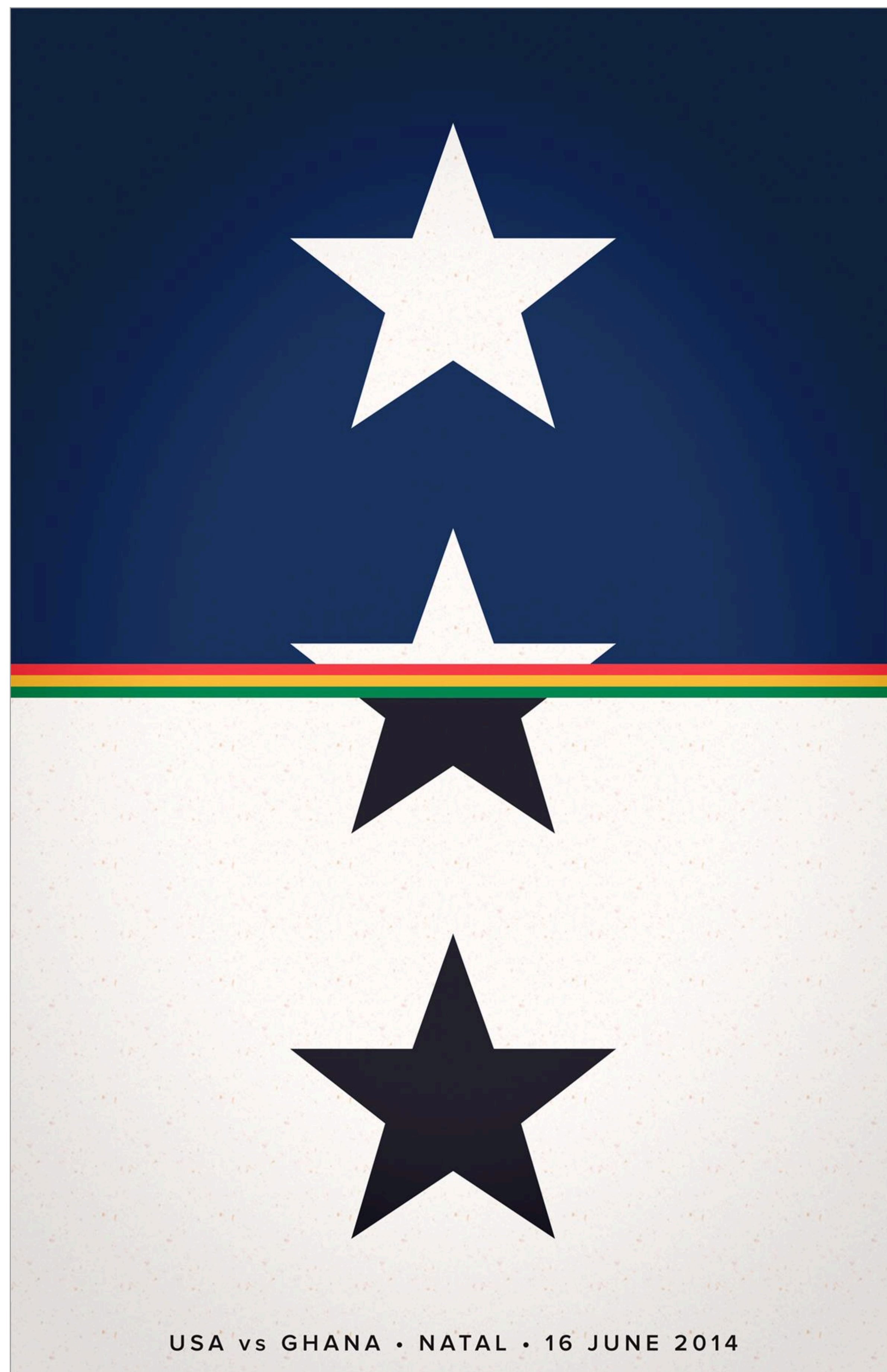
*clockwise from top left:
primary logo for AO San
Francisco, mark within roundel,
logo variations, and brand
guidance*



Identities for Organizations & Occasions

I work with businesses, associations and events to create meaningful brands and collateral. Often the primary mark is a springboard to an ecosystem. I enjoy projects that call for an ecosystem-applying an identity across a landscape that includes art, apparel, and contextual variation.

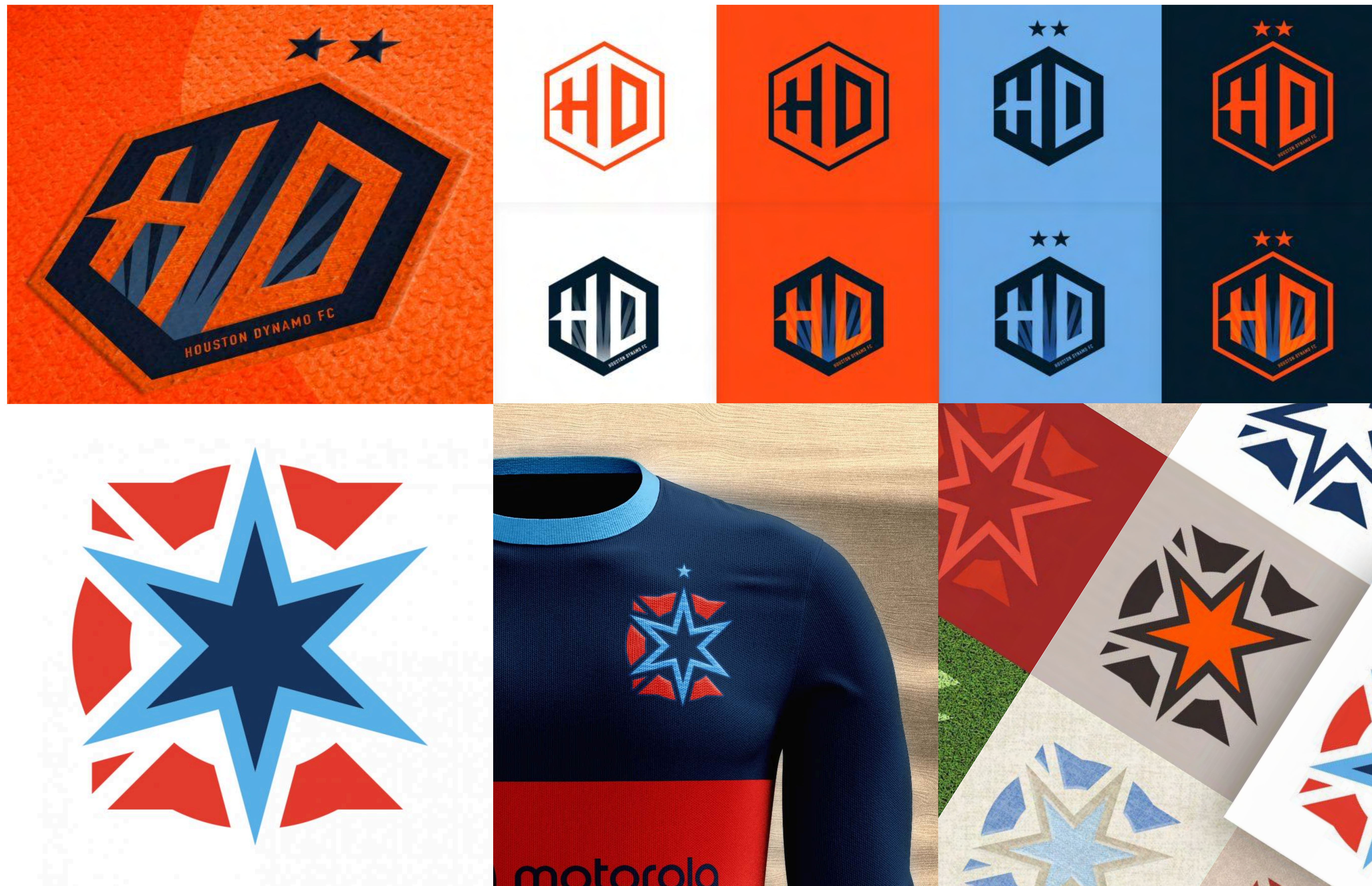
*clockwise from top left:
primary logo, seasonal and
limited color variations for
South2Snow, a travel startup;
primary logo, variations and
apparel for Bay State Soccer
League; logos and supporting
artwork for Ball4Beth, an annual
basketball tournament.*



Print Design: Match and Event Posters

Poster art is a medium I feel a strong connection to. Posters that commemorate events (like matches, occasions or festivals) are among my favorite. I've produced posters as an independent artist for L.A. Galaxy, Sirens (Chicago) supporters group, and sold print work alongside apparel under my Clean Sheet Co. label.

*from left:
set of three posters marking the
U.S. group matches against Ghana,
Portugal and Germany at the 2014
World Cup in Brazil. Limited, hand-
pulled run on SpeckleTone stock.*



Identity Sketches

Over the course of several years, I built an active blog about design and soccer. A recurring series was Identity Sketches, in which I proposed updated brand identities for existing teams. The series evolved to include requests and collaborations. Identity Sketch pieces have brought me design commissions, consulting work, and have put me in touch with organizations and designers I admire.

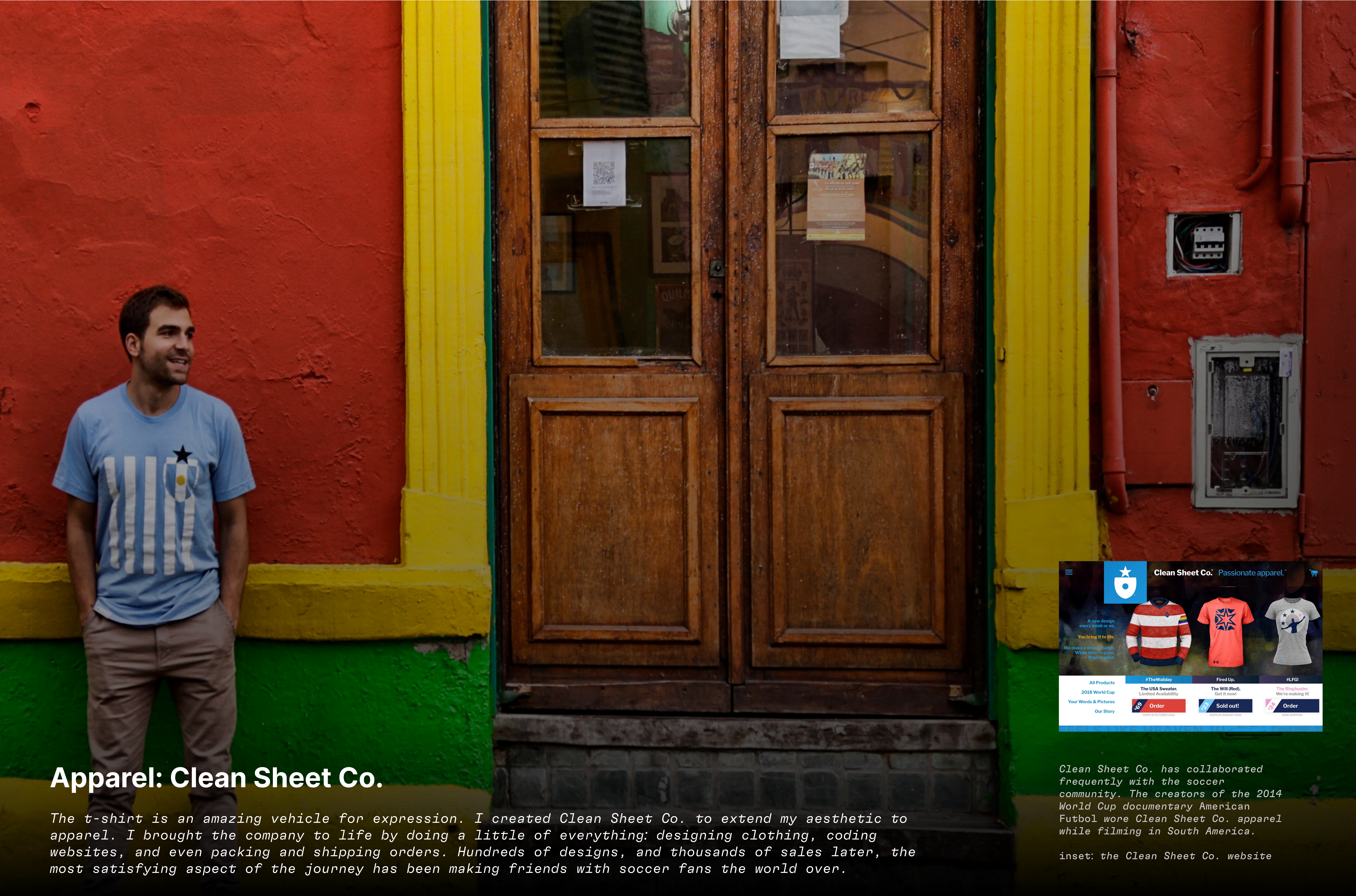
clockwise from top left:
identity sketches for Houston
Dynamo, St. Louis Ambush,
Louisville City FC, Brookline (MA)
High School, and Chicago Fire FC.



Print Design: Match and Event Posters continued

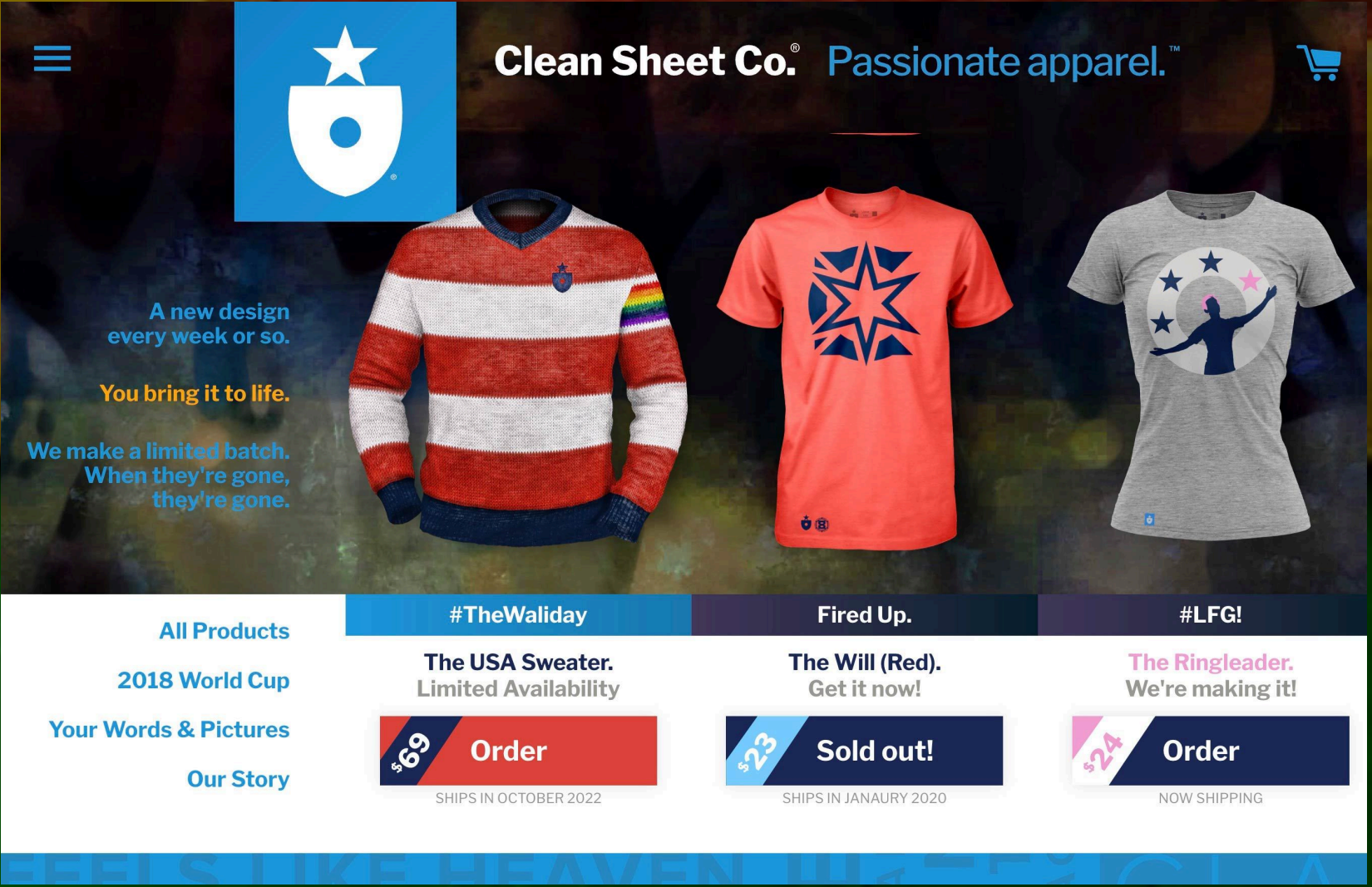
I hope to evoke a specific feeling when I make poster artwork. That feeling varies depending on the occasion, but is always tied to a sense of place and time. Posters mark transient moments, and the best ones create emotional space for nostalgia to grow long after the occasion is a memory.

*from left:
marking Chicago Fire's return to Soldier Field, a Malort-inspired poster for Chicago's Sirens supporters group, and a match-day poster for celebrating Landon Donovan for L.A. Galaxy.*



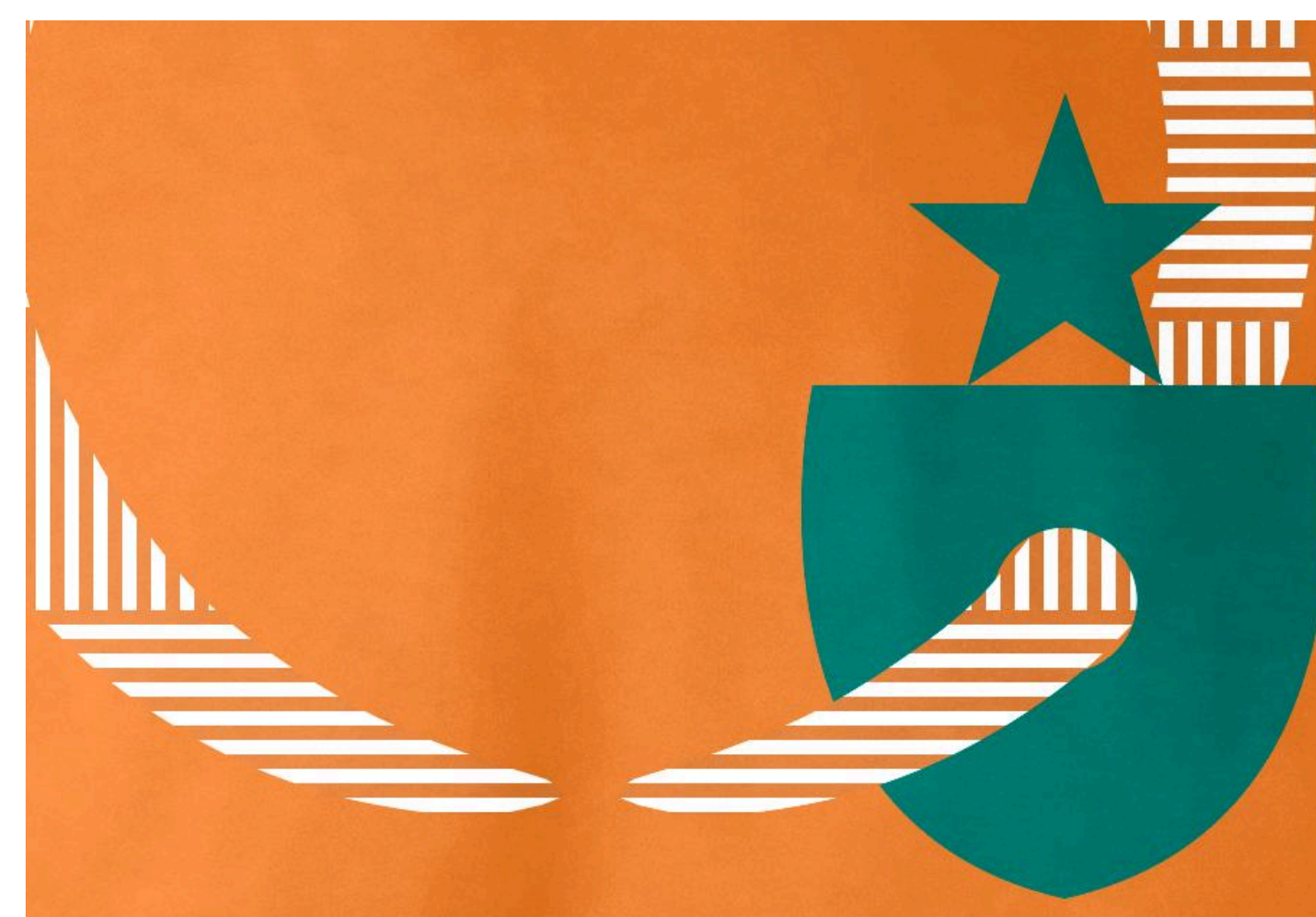
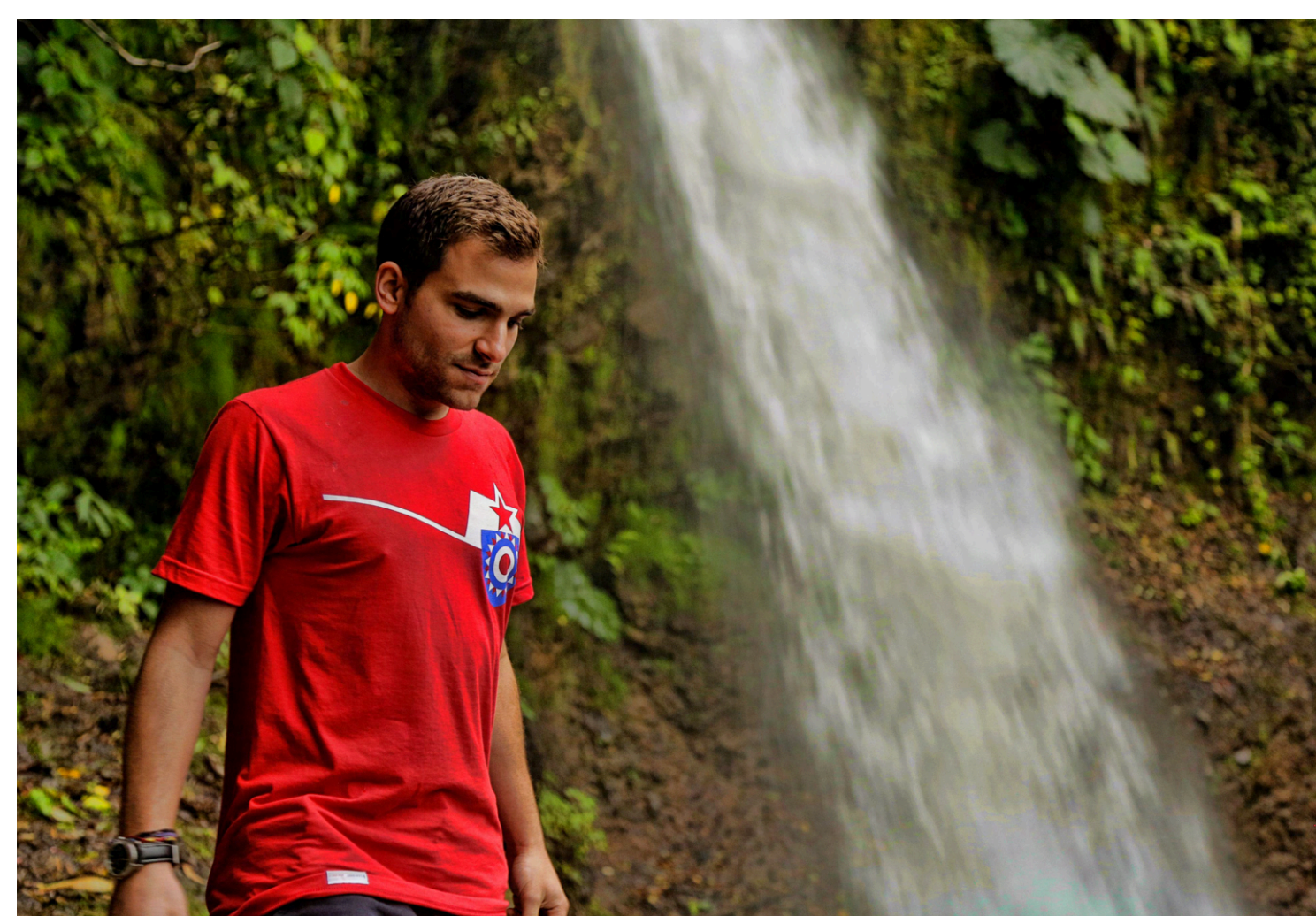
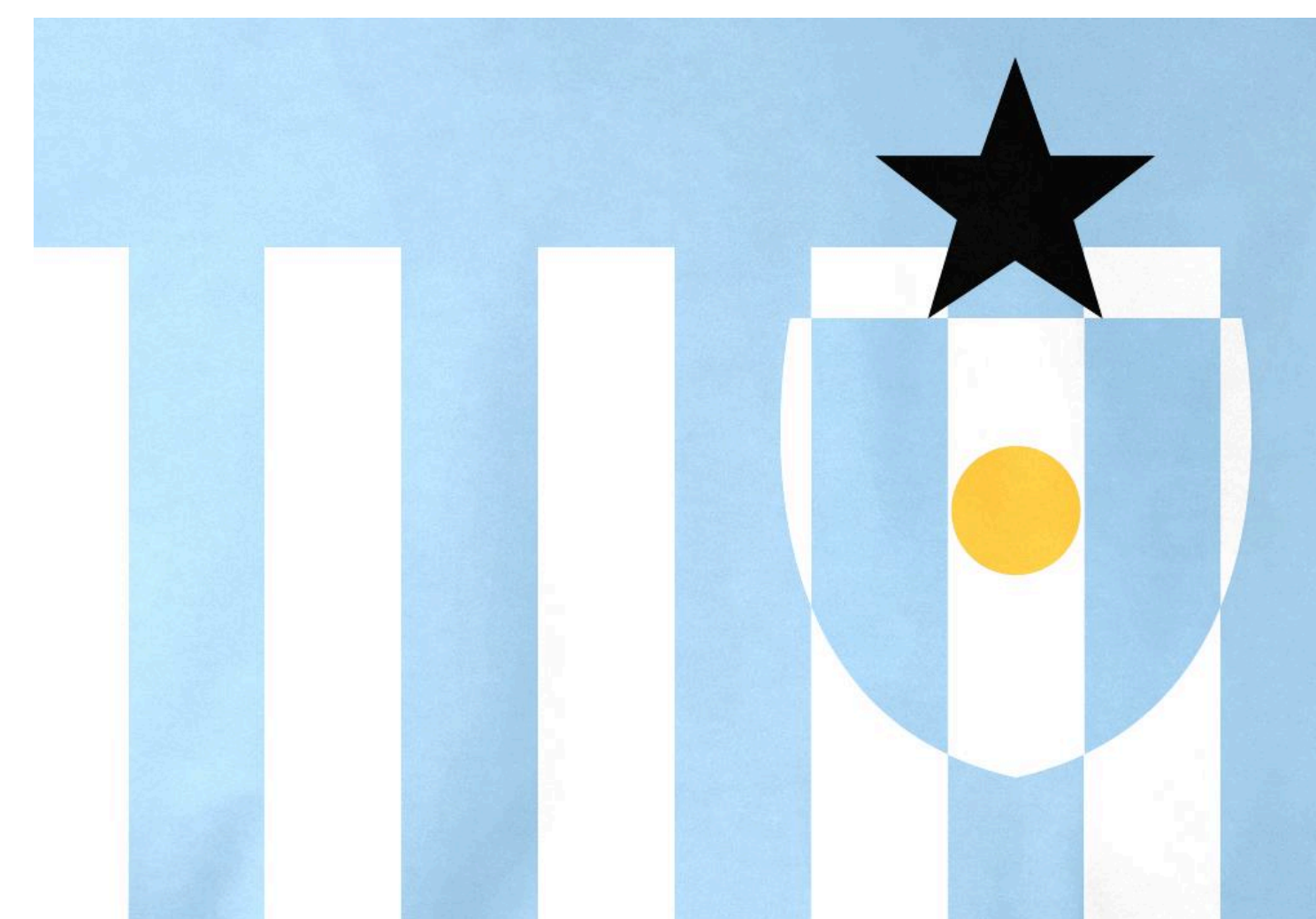
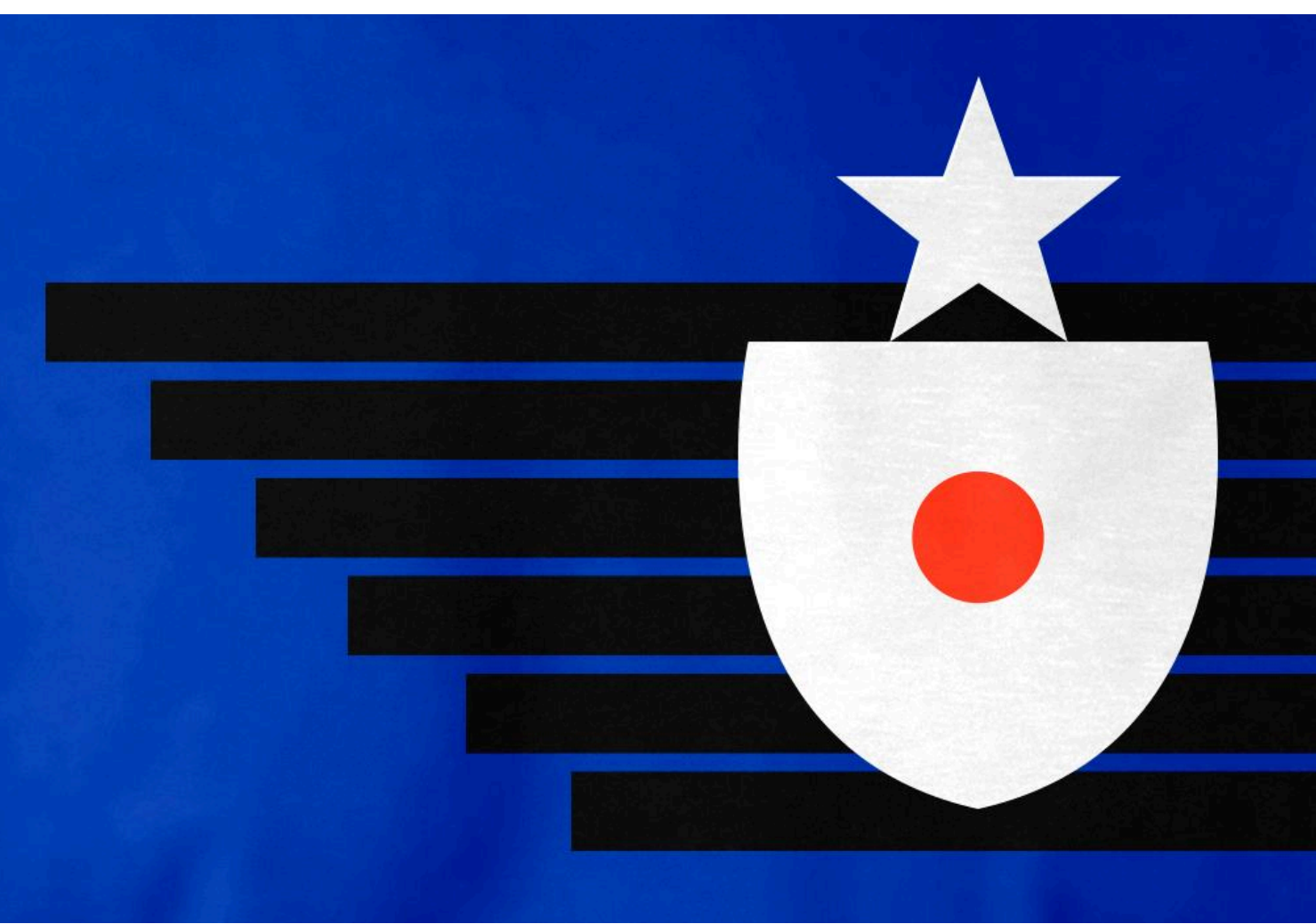
Apparel: Clean Sheet Co.

The t-shirt is an amazing vehicle for expression. I created Clean Sheet Co. to extend my aesthetic to apparel. I brought the company to life by doing a little of everything: designing clothing, coding websites, and even packing and shipping orders. Hundreds of designs, and thousands of sales later, the most satisfying aspect of the journey has been making friends with soccer fans the world over.



Clean Sheet Co. has collaborated frequently with the soccer community. The creators of the 2014 World Cup documentary American Futbol wore Clean Sheet Co. apparel while filming in South America.

inset: the Clean Sheet Co. website



Apparel: 32 Nations

I enjoy creating narratives that drive projects. For the 2014 World Cup, working for Clean Sheet Co., I designed a unique visual for each of the 32 participating teams, accompanied with detailed explanatory web articles. The 32 Nations project received media coverage and significant sales volume. I was proud to send t-shirts around the world, before, during and after the tournament.

*on this page:
the American Futbol crew on location in
South America, alternating with 32
Nations designs.*

*top row: designs for Japan, Australia and
Brazil; middle row: designs for Cameroon
and Argentina; bottom row: designs for
Korea Republic, Cote d'Ivoire, and Ghana.*



Apparel: The Ribbon Project

To celebrate World Cup 2018, I created 32 national "ribbons"; one to represent each country in the tournament. These designs were used to create a line of apparel, produced by my Clean Sheet Co. label, as well as limited print artwork.





Apparel: The BLM Jersey

I founded a clothing label, Clean Sheet Co., to make ambitious soccer apparel. The t-shirt or jersey has often been the canvas. This Black Lives Matter-inspired jersey design was built around a narrative: Black American history as a tapestry. Component swatches allude to cultural Black American touchstones (slavery quilts, the Harlem Renaissance artwork of Aaron Douglas, the Edmund Pettus bridge in Selma, etc.)

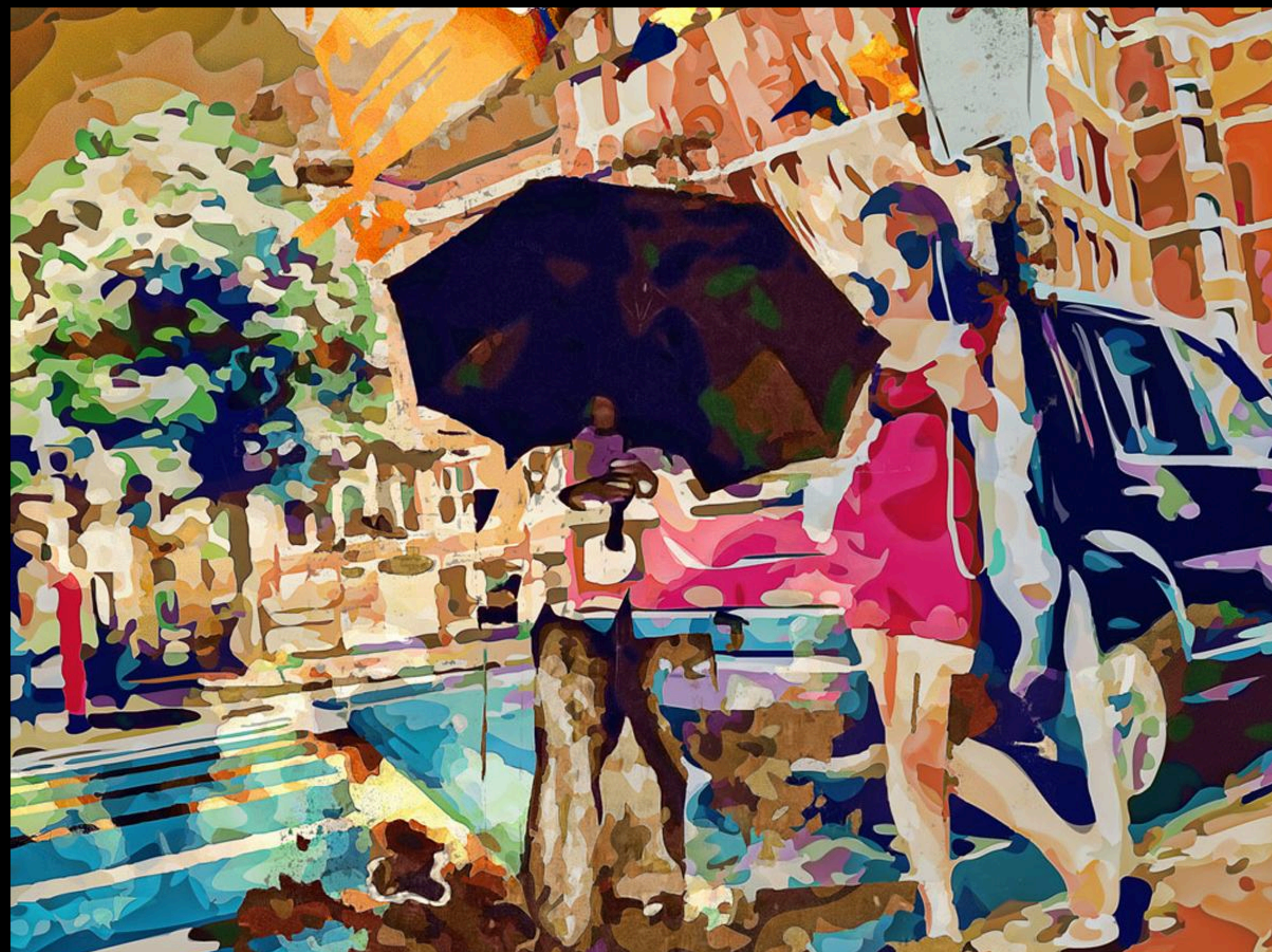
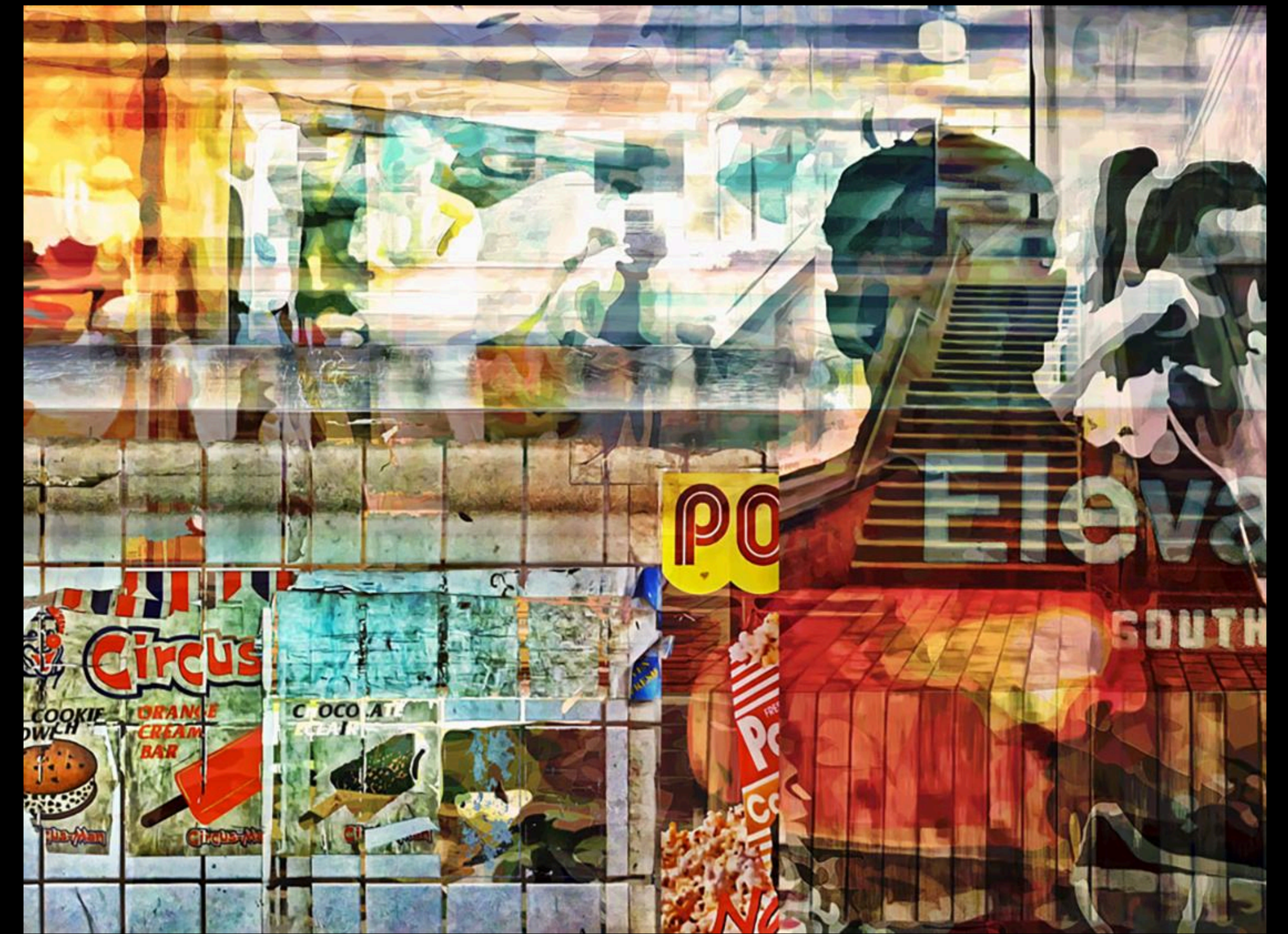
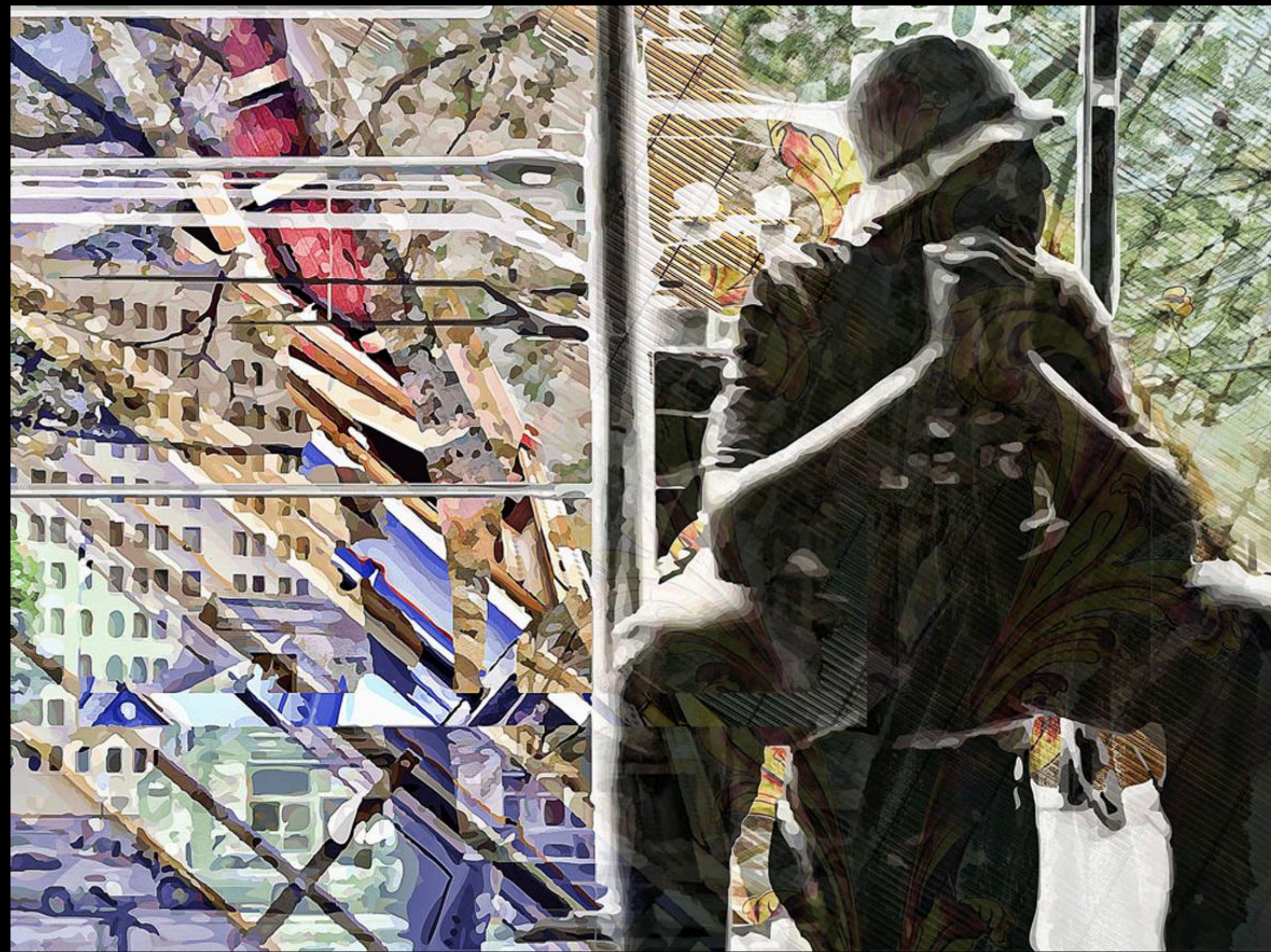
*clockwise from top left:
The BLM Jersey by Clean Sheet Co.,
component swatches representing
eras in Black history, and the
fully realized pattern.*



Artwork: Urban Portraits

I try to be a student of my environment. Living in and around northeast American cities (Boston and Philadelphia) has sharpened my aesthetic. I find it fascinating to determine where anonymity and emotion coincide, as they do so frequently in city environments. To create the Urban Portraits series, I used found media, my own street photography, and mixed disciplines to portray discrete and fleeting city moments.

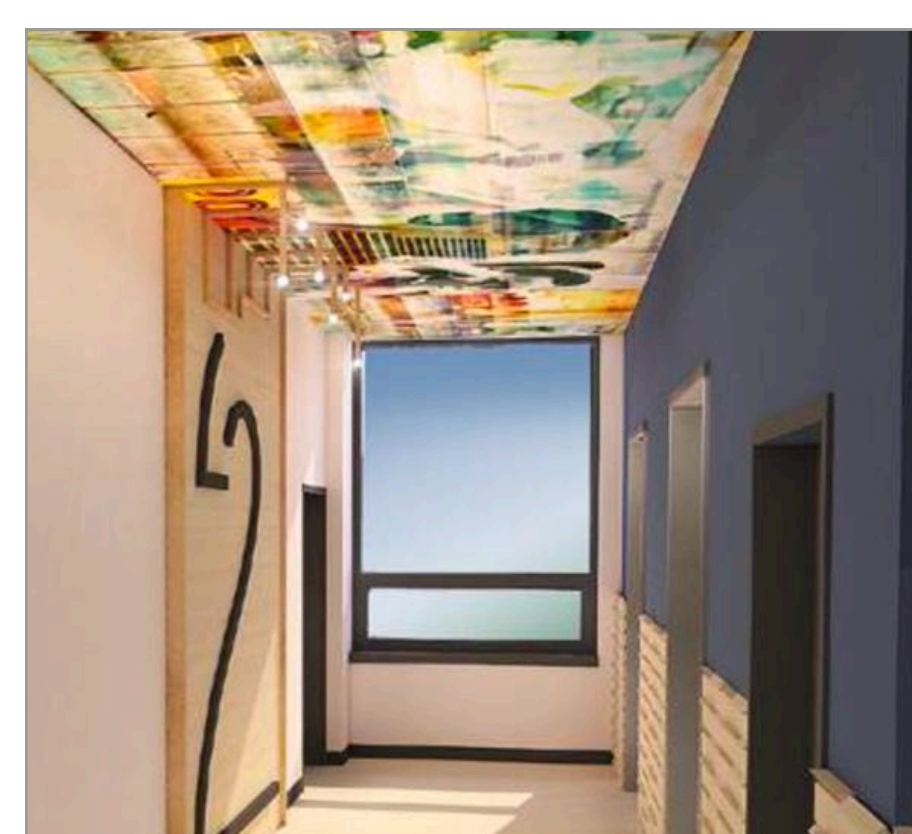
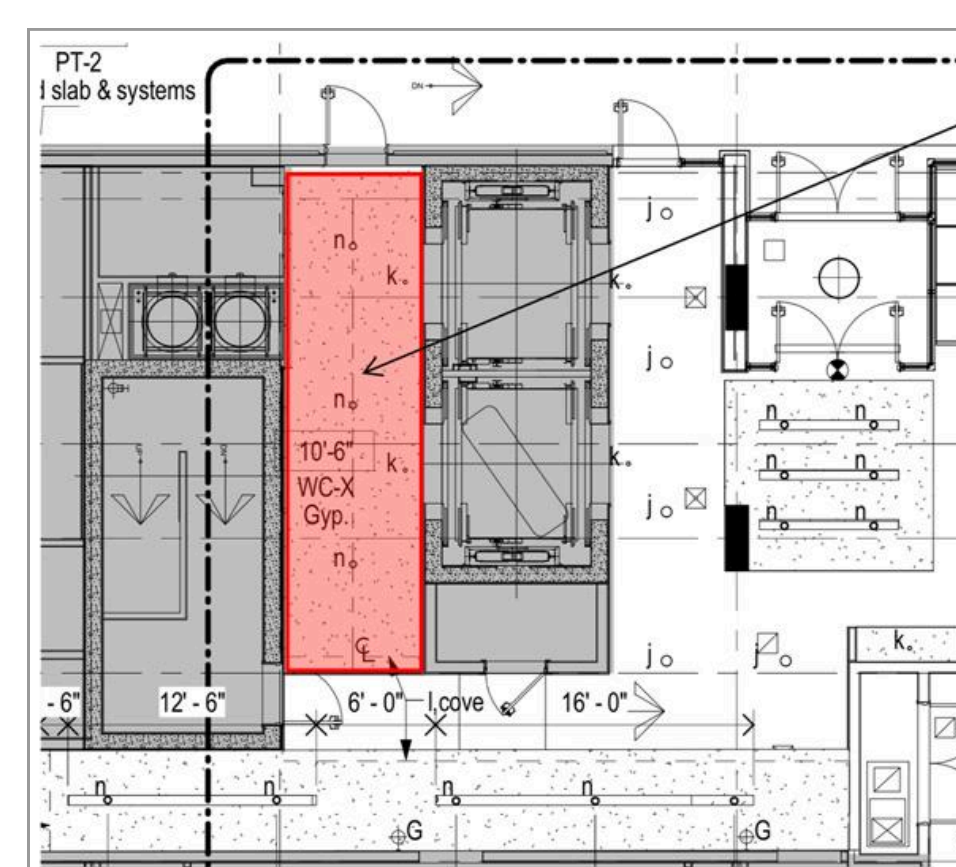
*Man on City Street, mixed
media on canvas (2014)*



Artwork: Urban Portraits continued

The Urban Portraits series reflects my experiences as a Boston resident, and was developed during my time as an artist in the Boston's BCA Studio building, between 2012 and 2014.

*selected pieces from the
Urban Portraits series (2014)*



Artwork: AVA North Point

The developers of AVA North Point, an art-conscious luxury residence being constructed in Cambridge (MA), commissioned me for artwork to be built into the new construction. The architects and designers working on the project had seen my work (via art broker Grand Image) and thought it would be suited for a unique application: the ceilings of the building's common areas.

top row:
four of the collage pieces created for
AVA North point

bottom row:
installation specs, architectural
renderings, and the finished installation
in shared hallway space

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