



wetgoat_

DUNCAN MCFADDEN

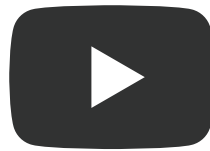
GRAPHIC DESIGN · LOGO DESIGN · OTHER THINGS





wetgoat_

Graphic Design
wetgoat.co@gmail.com
519-588-4481



@wetgoat_

Personal • Content Creator



NauticalGoat

CONTACT



Duncan McFadden is a wearer of many hats. Literally and figuratively. He's one to walk around town and annoy his friends with details of logos they would have paid little attention to. He grew up playing video games and eventually fell in love with graphic design when he needed a look for his entertainment career.

Now Duncan spends his time doodling logo concepts for businesses he'll never start. He's into illustration, iconography, typography, logo design, live streaming, video content creation, motion graphics, longboarding, and photography.

ABOUT



B&W | REVERSE:



PRIMARY LOGO IDENTITY DESIGN
WENDIGO

BACKGROUND > Cryptic and edgy gaming company

FONT > Stark

COLOUR > #C44128 Red & #68696C Grey

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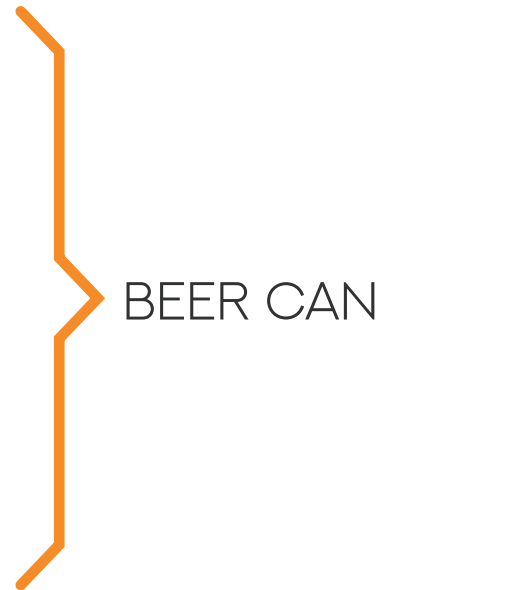
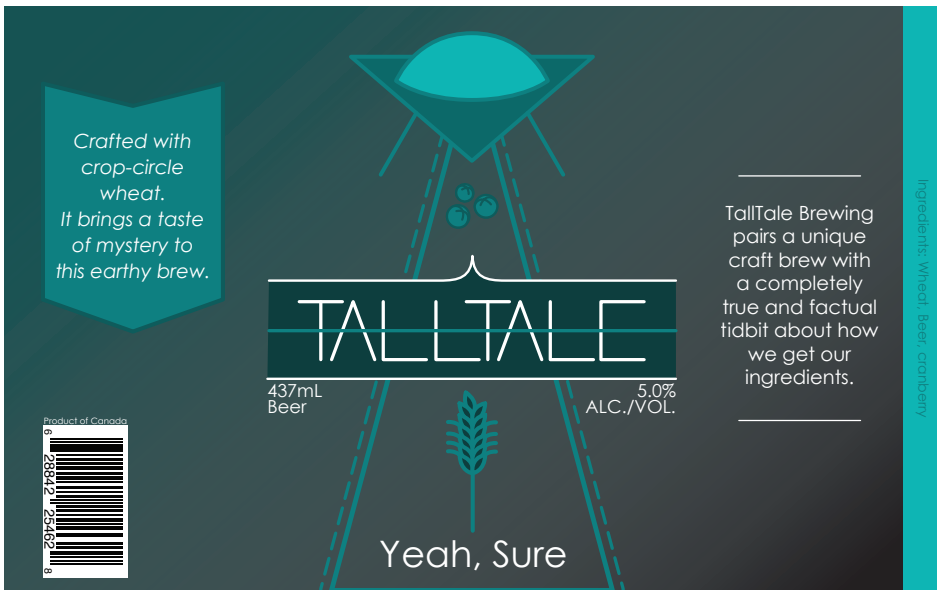


A mock gaming and streaming peripheral company.
This is a branding project for a company that would sell physical products. Those products being cryptic themed gaming headsets, keyboards, microphones and other gaming and streaming peripherals.





A mock brewery. This project involved designing a consistent look for a multitude of alcoholic beverage styles. The challenge was making sure whiskey still looked like whiskey and wine still looked like wine while easily identifying it as part of the TallTale family of drinks.



BEER CAN

BEER BOTTLE

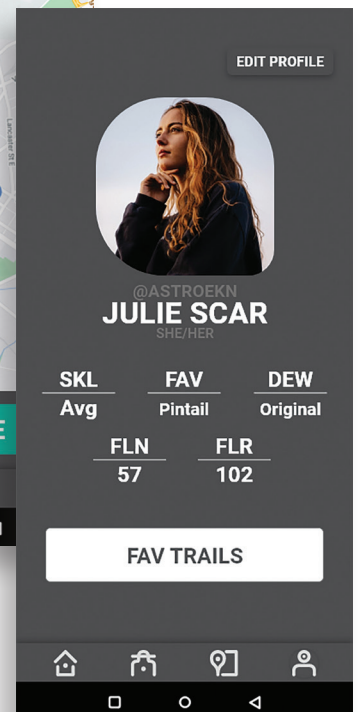
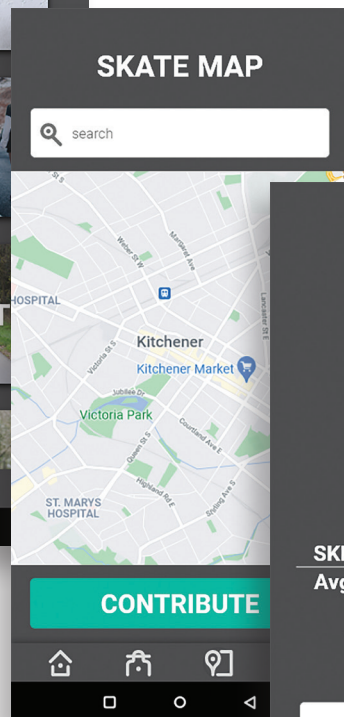
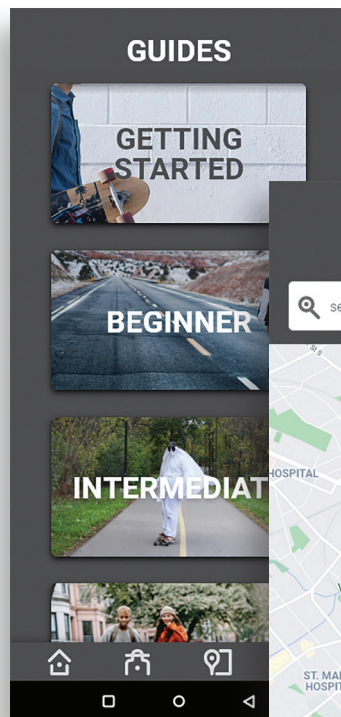
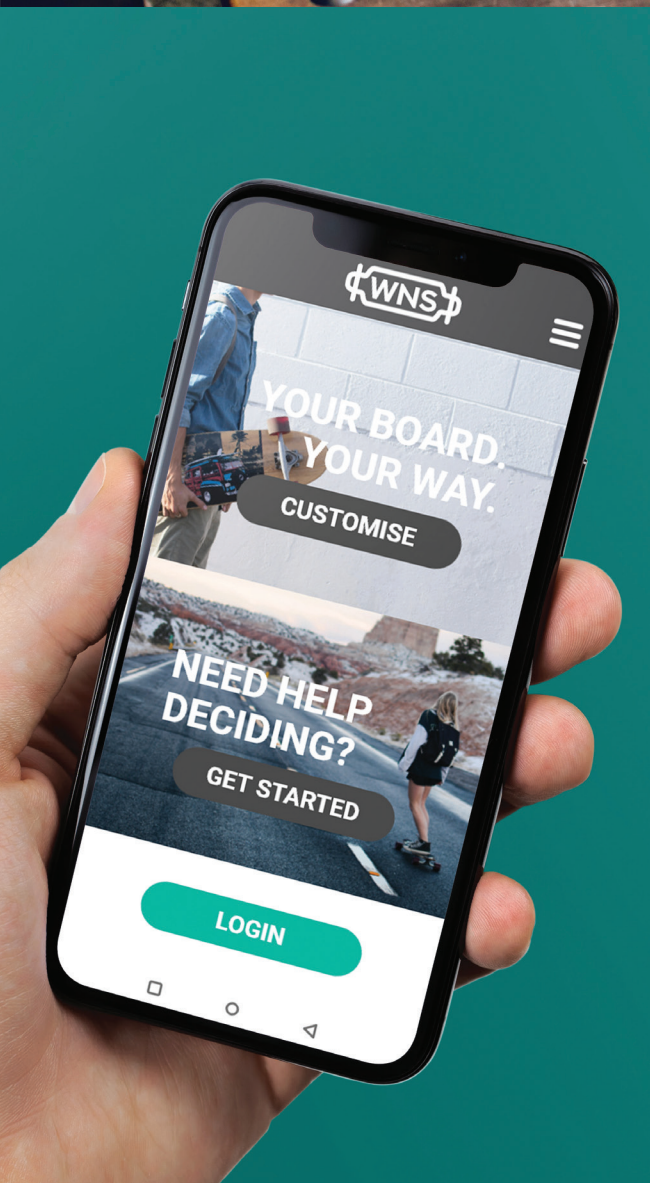
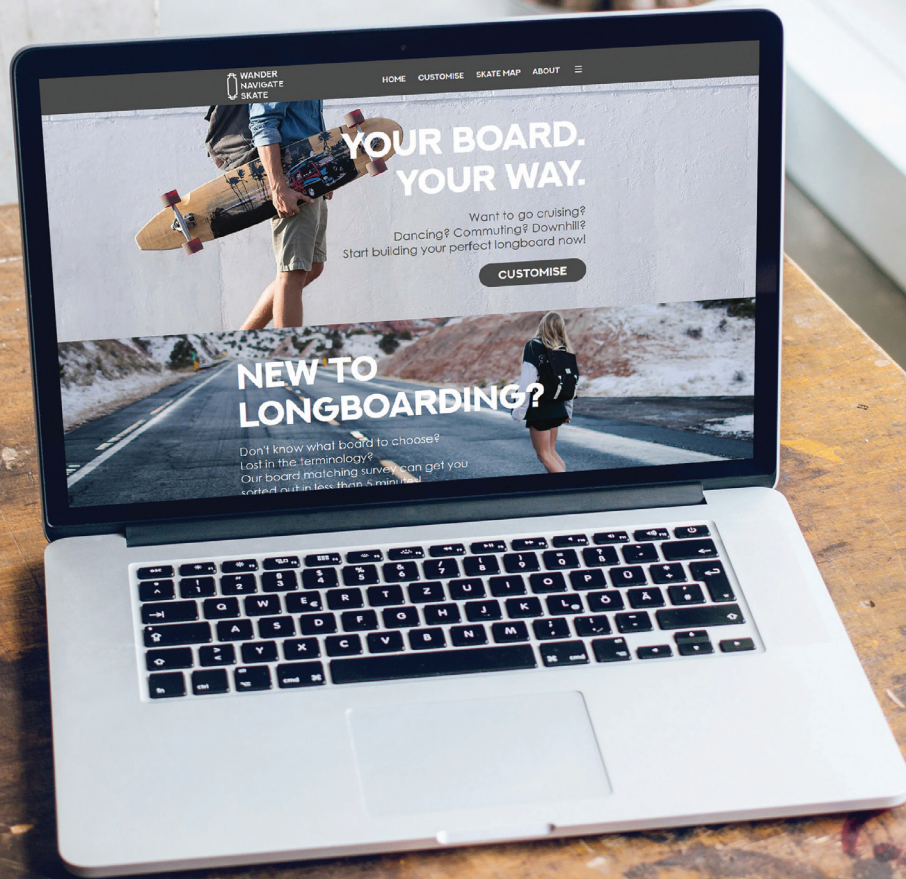


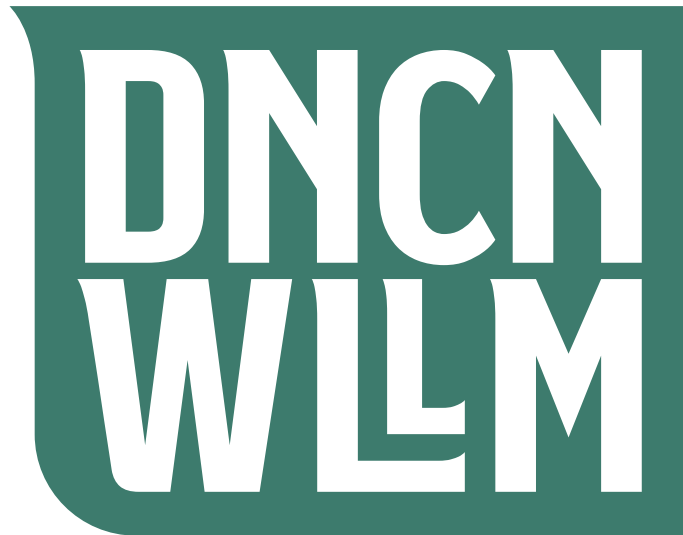
WINE

JUICE
POUCH



WHISKEY





SOCIAL ICONS



PATTERNS

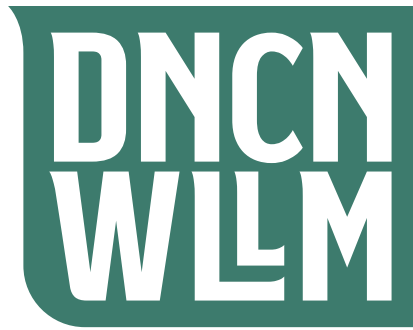


VIBES

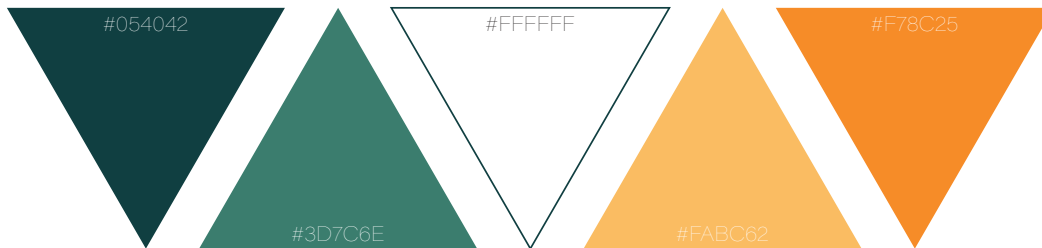


A personal brand project. The predecessor to wetgoat_, DNCNWLLM was a lot closer tied to myself, a condensed spelling of my first and middle names. The theme is consistent with goats, colours and shapes to make a coherent look no matter where the brand was viewed.

BRANDED
MOOD
BOARD



COLOURS



SYMBOL



LOGO VARIATION



FONTS

Subversia
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Acumin Pro Wide Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SOCIAL ICONS



PATTERNS



VIBES

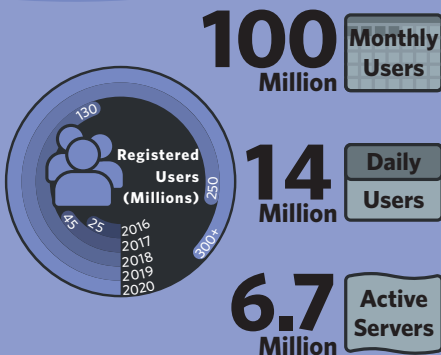




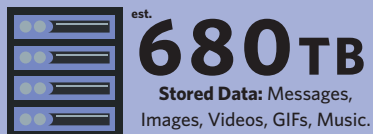
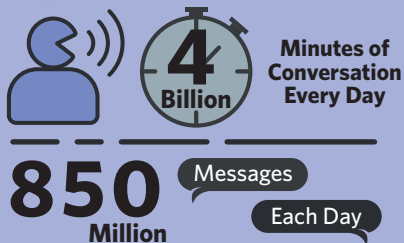
DISCORD

Your Place To Talk

Discord has become the biggest social media - adjacent. It is a platform for all your connection and chatting needs. It was built for gamers and has shifted towards being the place to hangout, draw, share, and be **together**, all from home. Discord has evolved to a platform that encourages not only gaming but school learning, music production, and podcasts through its text, talk, and video calls features.



Servers are like community centres, drop in anytime to hangout with whoever is available!



Features



Video Calling

Screen Sharing



Custom Emojis

File Sharing



0:10/2:48

Listen Along

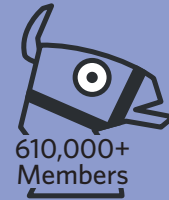
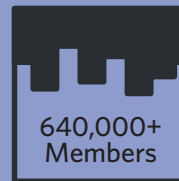
\$315+
Thousand

Raised For:

Direct Relief
Child's Play
Trevor Project
Team Trees
LGBTQ_Freedom



Largest Servers



Start Your Community Discord.com



Find Your Community
[Discord.com/guild-discovery](https://discord.com/guild-discovery)

Resources

- blog.discord.com/how-discord-stores-billions-of-messages-7fa6e7ee4c7
- businessofapps.com/data/discord-statistics/
- developer.apple.com/app-store/marketing/guidelines/#action-badges
- discord.com/branding
- discord.com/guild-discovery
- expandedramblings.com/index.php/discord-statistics-facts/
- play.google.com/intl/en_us/badges/
- techcrunch.com/2018/08/08/discord-hits-25-million-users-can-now-be-used-in-developers-own-games/
- techspot.com/news/80064-discord-has-surpassed-250-million-registered-users.html
- theverge.com/2020/6/30/21308194/discord-gaming-users-safety-center-video-voice-chat
- twitter.com/discord
- Vectors by Duncan McFadden

A tri-fold, vertical infographic brochure for the messaging service Discord. The project involved displaying at least 10 facts about the selected topic with imagery in a clean consistent style.

Is the sky blue?

Colour Blindness affects 1 in 12 men and 1 in 200 women.

People with Colour Blindness, or more commonly experienced as Colour Vision Deficiency, see the world in a different light. From mild to severe conditions, the differences vary from shades being hard to differentiate, to the colour spectrum swapping places or monochromatic vision.

Most commonly, CVD people are Red/Green colour blind. This means there's a deficiency in the Red or Green colour cone within the eye and the other cone tries to compensate for it. Colours are usually shifted rather than "missing."

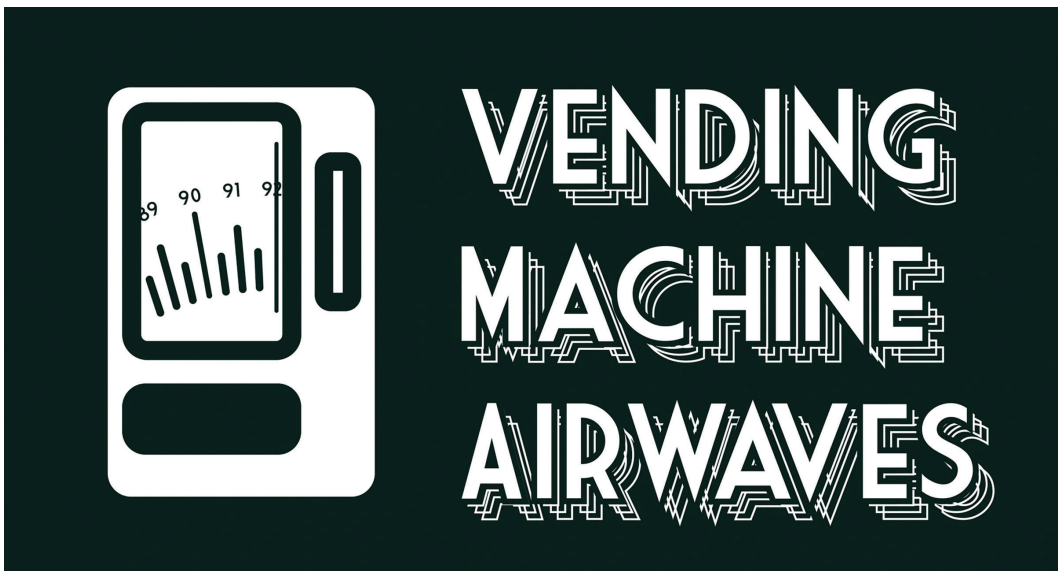
See how you can learn more by visiting:
accessibilitycanada.ca



A mock awareness poster for Accessibility Services Canada about colour blindness. This project was dual parts awareness campaign for a topic that affected us and understanding the AODA compliance regulations so we can be mindful of everyone's differences.



CUSTOM PERSONALIZED EMOJIS



PODCAST
COVER AND
EPISODE
ICONS



Various illustrations covering a variety of topics and usability. From creative self-portraits to emojis that fit my brand and personality to a cryptic, psychologically spooky narrative podcast I wrote and performed. Logos aren't the only thing I'm good at.



INSTAGRAM · 1080 x 1350

This week's freshest dirt.
Your favourite podcasts.
Listen Anywhere.



This week's freshest dirt.
Your favourite podcasts.
Listen Anywhere.

LISTEN ON  Spotify

FACEBOOK · 1080 x 1920

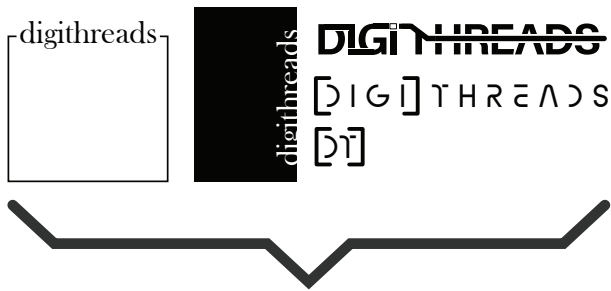
This week's freshest dirt.
Your favourite podcasts.
Listen Anywhere.



LISTEN ON  Spotify

FULL PAGE PRINT MAGAZINE · 8.5" x 11"

A mock Spotify Ad Campaign revolving around the concept of Juxtaposition. The same concept and imagery needed to be transferable to each platform's standard ad sizes and text readability.

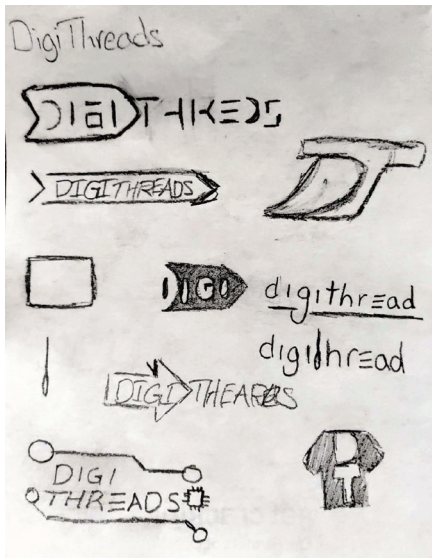


ORIGINAL SKETCHES



ORIGINAL FINAL CONCEPT

BRAND LOGO REVAMP



B&W | REVERSE:



PRIMARY LOGO IDENTITY DESIGN
DigiThreads

BACKGROUND > Wearable display screen jacket

FONT > Fireclay

COLOUR > PANTONE 1495 C & PANTONE Cool Gray 10 C

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A mock wearable tech company. The DigiThreads concept came from wanting a new and interesting way to advertise one's self. Like a constantly updating business card. The revamp was done to keep the project fresh and up to date with current trends in fashion and design.





All the work that Duncan McFadden has done for me is spectacular. He's very dedicated to his work, always communicates and incorporates his expertise perfectly with the base idea, resulting in design that is both gorgeous and perfectly fit for every occasion.

Duncan's designs, digital graphics, and emojis never fail to communicate meaning even when they're just a few millimeters wide. When asked for brand design advice, Duncan was quick to provide a variety of valuable alternatives and suggest third party resources that may also be of aid into the future.



TESTIMONIALS

Whatever Floats Your Goat!

