

DAVID PALACIOS

2024 GRAPHIC DESIGN PORTFOLIO

Upland, California

909.632.8797

davep@dpalacios.com

I'm a graphic designer that started working in publishing back in 2000 as a graphic artist for a radio control car magazine. Since then I've learned a lot and have expanded my experience to include advertisements, sell sheets, packaging, web graphics, apparel, posters, vehicle wraps, point of sale pieces, decals, trade show displays, video editing, and much more! I am eager to continue learning and grow as a designer. I enjoy working in a team environment and take pride in the work I do.

Weekend Forecast
Clear & Sunny
92° / 65°

2015 Suzuki KingQuad 500AXI
Updated to Rule The Land



2015 Suzuki GSX-S750
Street Ready

U.S. \$9.00
Issue 01
Vol. 01

"Your Passport is Your Prize Ticket"

1. Visit Each Booth
2. Collect a Sticker
3. Complete the Log
4. Return it to Win



Product Seminars Will Deliver Valuable Information!

Attend these seminars today to learn important details about the newest Suzuki motorcycles and ATVs. Seminars held in Artist Hall. And use the pages in this paper to take notes!

- V-Strom 650 XT ABS
- GSX-R750
- GSX-S750
- KingQuad 500AXI
- GSX-S1000 / GSX-S-1000R

Also Inside:

- Racing News
- V & A Updates
- Advertising Info
- Events Schedules
- Product Details



Demo Rides TODAY!

Yes, there is a lot to do today. And you should make time between 11:30 and 5:30 to take a demo ride on at least one of the many Suzuki motorcycles on hand. The events demo tent is here with some riding gear available, as well as these Suzuki motorcycles:

- Boulevard C90 B.O.S.S.
- Boulevard M90
- Boulevard M109R
- Burgman 200 ABS
- Burgman 400 ABS
- CR-1000R
- V-Strom 650 ABS
- CR-1000R
- GSX-R600
- GSX-R750
- GSX-R1000
- GSX-S750
- Inazuma
- SR500
- V-Strom 650 ABS
- V-Strom 1000 ABS

DEDICATED. EXCITED. READY.



Welcome to the future of Suzuki. We're excited you're joining us at the Hard Rock Casino as we turn up the volume and the excitement for 2015. Our focus is now 100% on improving the Suzuki powersports business. That commitment has already started, and we want to make sure you show your support today at our Dealer Meeting. I'm especially happy to be part of this great family of Suzuki dealers once again. I was here nearly 12 years ago, and really enjoyed my time here working with all our U.S. dealers. Since then, I've been President of Suzuki Australia, plus I spent some time back in the factory. I had the knowledge and experience needed to help our dealers take advantage of the growing opportunities Suzuki presents here in the U.S. Today, we're more focused, more



creating competitive programs that helped us obtain our sales targets. It's exciting. Suzuki Motor of America, Inc., is a profitable company after just one year in business. That was just the first step. We have a lot to do, and we're here to talk with you about next steps today. To make all of this happen, I need your continued support. When you aggressively promote and sell our Suzuki products, when you maintain dynamic product displays in your showrooms, and when you continue to sell Parts, Accessories and optional to existing Parts, Accessories and optional, we will all succeed. Today we have our family reunion, and it's a great day for all of us to share thoughts of the future. Thank you again for being a part of the Suzuki family. Tak Wagaaki, President, Suzuki Motor of America, Inc.

Headline Here

With enough history to please a wide range of consumers, and with high-quality to satisfy the most discerning powerports enthusiasts, Suzuki's product line gives the advertising group countless great stories to tell. And it's Communication group countless great stories to tell, all of using a wide range of communication methods to reach all of your potential customers.

With traditional advertising methods, the group is launching a number of campaigns, beyond just the finance-promotion type. Suzuki has been running branding and image ads in industry-leading print magazines, and is also back on TV with broadcast-



Suzuki To Lineup On the 2015 MotoGP Grid

The Suzuki team began its 2015 MotoGP racing season in February 2014 at the Sepang circuit in Malaysia. The team returned to Sepang later that month and continued testing as practice ahead of the world's most prestigious motorcycle race.

Kenji Kobayashi joined the team for the first season. In April at the Assen, Team Suzuki of the American GP race. Test rider Bradl de Pineda and rider Andrea Iannone then joined the team. Iannone, injured at the Suzuki 8 Hours endurance race in July, and missed some testing time, but is expected to return and lead the team through the 2014 testing.

MotoGP promoters recently released a provisional schedule for the 2015 season. Racing from March through November, the racing calendar includes two stops in the United States. The event, with MotoGP's Grand Prix, and Indianapolis MotoGP for a race week.

Suzuki has unveiled to see MotoGP racing in 2015.

SUZUKI MOTORCYCLES USA PRINT PUBLICATION

These are two examples of print publications I art directed doing freelance work for Suzuki Motorcycles USA. Using Suzuki's corporate guideline, I was in charge of layout a small newspaper that was sent out to dealers and a print magazine for Suzuki enthusiasts and customers. I also worked on various other pieces that were used as handouts for trade shows.

2015 Suzuki KingQuad 500AXI

Updated To Rule The Land

With fresh looks and advanced performance, the 2015 Suzuki KingQuad 500AXI is ready to conquer the off-road. It's the most powerful 500cc 4-cylinder ATC in the world. It's also the most advanced 500cc 4-cylinder ATC in the world. It's the most advanced 500cc 4-cylinder ATC in the world. It's the most advanced 500cc 4-cylinder ATC in the world.

Key Features

- 500cc 4-cylinder engine with 47.5 hp (35.4 kW) at 5,500 rpm
- 18.5-gallon fuel tank with 12.5-gallon reserve
- 12.5-gallon reserve fuel tank
- 12.5-gallon reserve fuel tank
- 12.5-gallon reserve fuel tank

2015 Suzuki RM-Z450

The Champions Choice to Celebrate 40 Years of RM

The 2015 Suzuki RM-Z450 is the lightest of the 2015 RM-Z450. It's a pure competition motorcycle. It's the most advanced 450cc 2-cylinder motorcycle in the world. It's the most advanced 450cc 2-cylinder motorcycle in the world.

Key Features

- 450cc 2-cylinder engine with 47.5 hp (35.4 kW) at 6,000 rpm
- 18.5-gallon fuel tank with 12.5-gallon reserve
- 12.5-gallon reserve fuel tank
- 12.5-gallon reserve fuel tank
- 12.5-gallon reserve fuel tank





SUZUKI MOTORCYCLES USA

PRINT PUBLICATION

As a freelance designer I was tasked with laying out the entire 2016 Suzuki Parts and Accessories catalog. This catalog was available at the dealers for customers to see what Suzuki had to offer. Using the Suzuki corporate guideline and provided photography, I was in charge of designing and laying out the entire catalog. Even though I haven't worked on the catalog since the 2016, the design is still used today.

AHM AND STI

MAGAZINE ADVERTISEMENTS

During my time as a freelance graphic designer, I worked with Hanson House Marketing on a variety of off-road company advertisements, catalogs, and logos. I was provided photography, product information, and copy. It was my job to assemble attractive ads with all the provided assets.

Sand DRIFTER

YOU CAN DUNE BETTER!

ALL NEW!



NEW 30-INCH SAND DRIFTERS & WIDE HD9 COMP LOCK WHEELS

- 14 one-inch tall paddles glide through the dunes.
- Deep rim guard protects the wheel lip, keeps sand out of bead area.
- Light & flexible carcass allows quick hookup and acceleration.
- Reinforced lower sidewall minimizes the roll and allows for lowest operation.

FOUR SIZES
28/10-14, 28/13-14, 30/11-14, 30/13-14



ALL NEW!

- Classic 8 spoke design and Baja proven construction results in our strongest feedback wheel line.
- Larger lug hole counter bore allows 17mm hex lug use.
- 10mm thick billet beadlock ring and 5/16 grade-8 hardware.
- Pre-installed valve stem with black sleeve and matching cap.
- 1200-pound load rating.
- Bolt-in center cap.

FOUR SIZES
NEW! 14x10, 14x8, plus 14x7, 15x7

NOW IN 8 & 10 INCH WIDTHS

Ask Your Dealer About ... We Ride. We Listen. We Engineer Better Products for You.

STI www.stipowersports.com

WE'RE BEHIND YOU... SO YOU CAN STAY AHEAD



ENGINE:

- Modifications
- Rebuilds

SUSPENSION:

- Rebuilds
- Revolves
- DLC Coatings

RACE BIKE BUILDING

AHM Factory Services

AHMFactoryServices.com
Location: Torlo Linda, off the 91 and Torlo Linda Blvd.
Phone: (714) 692-2795

[AHMFactoryServices](#) [AHM Factory Services](#)

STI

MX TIRES & TUBES

Best Tire You Never Heard Of



Front	STP22111	80/100-21
Rear	STP21815	110/100-18
Rear	STP21817	120/100-18
Rear	STP21913	100/90-19

tech 2 PRO

STIPOWERSPORTS.COM

ENDURO AT5

YOUR STEEL BELTED ADVANTAGE

ALL NEW!

STRONGER. MORE DURABLE. DELIVERS BETTER HANDLING AND TRACTION!

- Dual steel belts for superior puncture resistance.
- 8-ply radial construction with flat profile for smooth & quiet ride.
- Ultra high-mileage compound provides exceptional value.
- DOT marked to handle hard surfaces confidently.

FOUR SIZES
28/9.5R-14, 30/9.5R-14, 30/9.5R-15, 32/10R-14



EXTREME TERRAIN STEEL BELTED

Ask Your Dealer About ... We Ride. We Listen. We Engineer Better Products for You.

STI www.stipowersports.com

STI

GO FAR & WIDE WITH NEW 14X9 WHEELS!

HD5

- Heavy-duty triple rings are reinforced for increased performance.
- Mono-blok and beadlock rings.
- Dual tires.

HD6

- Maximum 10mm track and 14mm black with 90-Cut treads.

Sand WEDGE

FRONT 20" / 11-14 / 12 one-inch tall scoring paddles use rubbering one to handle the power of hold in the sand.

REAR 20" / 14-14 / 12 one-inch tall scoring paddles use rubbering one to handle the power of hold in the sand.

Sand DRIFTER

Lightweight carcass provides a durable exterior. Ideal for large-bore UTVs.

FRONT 28" / 12-14 / 11mm design provides excellent steering response and minimal rolling resistance.

REAR 28" / 12-14 / 14 one-inch tall traction scoring tread pattern.

Visit your local dealer and ask about STI Tire & Wheel products.

www.stitireandwheel.com

barfly
DISPOSABLE E-CIGARETTE

BARFLY'S ARE

- 18mg Nicotine (Regular Cigarette Strength)
- Equal to 2 Packs of traditional cigarettes
- Up to 400 puffs
- Great taste and satisfaction
- No smoke, only vapor
- No ash or butts
- Dual L.E.D lights

BARFLY FLAVORS

Classic Tobacco
Product Code: VPK-013

Gold Tobacco
Product Code: VPK-014

Red Tobacco
Product Code: VPK-015

Classic Menthol
Product Code: VPK-016

Blue Frost Menthol
Product Code: VPK-017

NEW FLAVORS!

- Barfly Watermelon... VPK-026
- Barfly Sour Apple... VPK-027
- Barfly Strawberry... VPK-028
- Barfly Double Cherry... VPK-029
- Barfly Vanilla... VPK-034

Vapage PREMIUM E-CIGARETTES
www.vapage.com

VAPAGE E-CIGARETTES

PRINT ADVERTISEMENTS AND SELL SHEETS

One of my clients as a freelance designer was Vapage, an e-cigarette company based in Thousand Oaks, California. For these their ads and sell sheets, I was responsible for taking production photos along with designing and laying out the ads. Some stock photography was provided to be used with their ads.

Vapage

Vapage Premium E-Cigarette
POCKET PACK STARTER KITS

The perfect kit to get everything you need to get started and keep going in our amazing top selling flavors.

ALL KITS INCLUDE

- 1 Electronic Cigarette "Smart-Chip" Lithium Battery
- 1 USB Charger to recharge the battery in about an hour
- 4 Cartomizers - Equal to about 4 pack of traditional cigarettes

Each cartomizer is equal to 1 pack of traditional cigarettes (200 puffs)

FULL FLAVOR REDS
18MG NICOTINE

FULL FLAVOR MENTHOL
18MG NICOTINE

FULL FLAVOR CLASSIC
18MG NICOTINE

FULL FLAVOR CLASSIC
The Full Flavored Classic Tobacco Pocket Pack Starter Kit includes everything you need to get started. The smooth mild taste of classic tobacco that is so satisfying.
Product Code: VPK-018

FULL FLAVOR REDS
The Full Flavored Red Tobacco Pocket Pack Starter Kit includes everything you need to get started. Packed with the most robust tobacco flavor, this cowboy flavor will make you feel right at home on the range.
Product Code: VPK-020

FULL FLAVOR MENTHOL
The Full Flavored Menthol Pocket Pack Starter Kit includes everything you need to get started. This pack has a specially designed Menthol flavor giving you a cool minty blast of refreshing taste with each puff.
Product Code: VPK-021

www.vapage.com

Two Thousand Twelve

ARTISTIC ABILITY

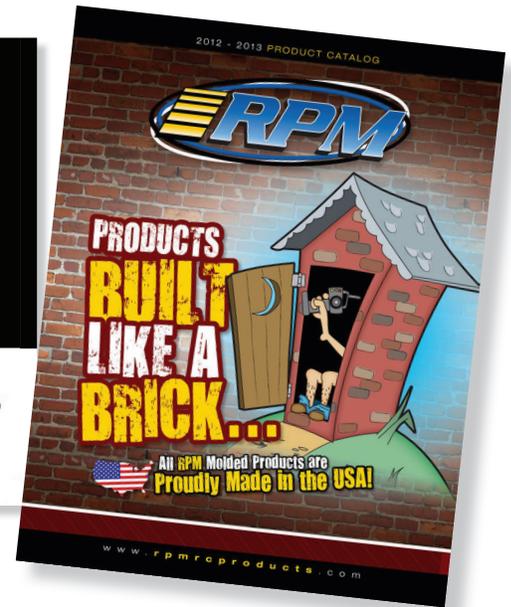
ILLUSTRATION AND PHOTOSHOP

Some of the projects I've worked on require some artistic abilities such as drawing or photo manipulation. Here are two examples of my ability to do such work.

Far right is the cover of the RPM RC Products catalog. Their parts are very durable and they wanted a fun and playful way of showing that. I first drew the cartoon on paper, scanned it, and then traced and colored in Adobe Illustrator.

Immediate right is piece I did for a magazine article. It required me to work with the photographer to achieve the individual photos I would need. I then took the two photos, combined them in Adobe Photoshop where I created the lighting, glow, and sparks for the final result.

The below images were created in Adobe Photoshop using images and textures gathered from the internet along with a few scratch build items. These were assembled for diorama displays on the inside of product boxes. The shadows, lighting, and perspective all needed to match so it all looked like a single image. Some effects were a combination of pieces made in Adobe Illustrator with additional effects done in Adobe Photoshop.



This is an example of how the images were placed on the box die line for print.



ELEMENT RC BOXES PACKAGING DESIGN

I was lucky enough to be a part of this new brand at Associated Electrics. I took part in creating the entire look of the brand. From logos to packaging, I was able to design everything from the ground up. These are examples of one product box showing the outside with the product hero shot in its environment and the features on the sides. It also shows the diorama images and how it's assembled by the customer. Photography was provided by our inhouse photographer with some direction by me, but design and assembly was 100% done by myself.



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Additional work samples available upon request. Some items are not available in digital form, but I do have the actual printed pieces.

A playlist of my video work can be viewed here.
tinyurl.com/davepalacios

Thank you!