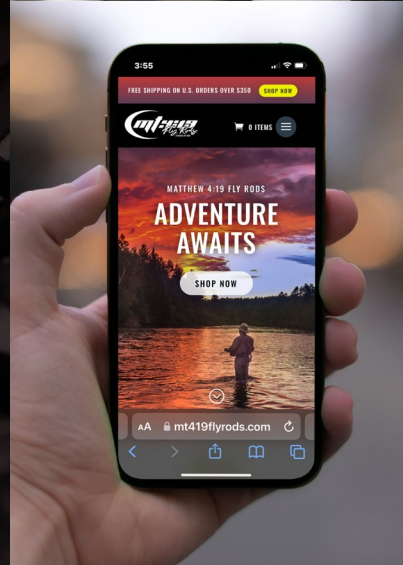
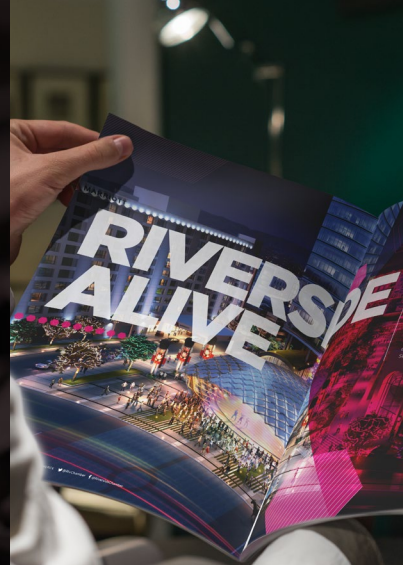


# portfolio

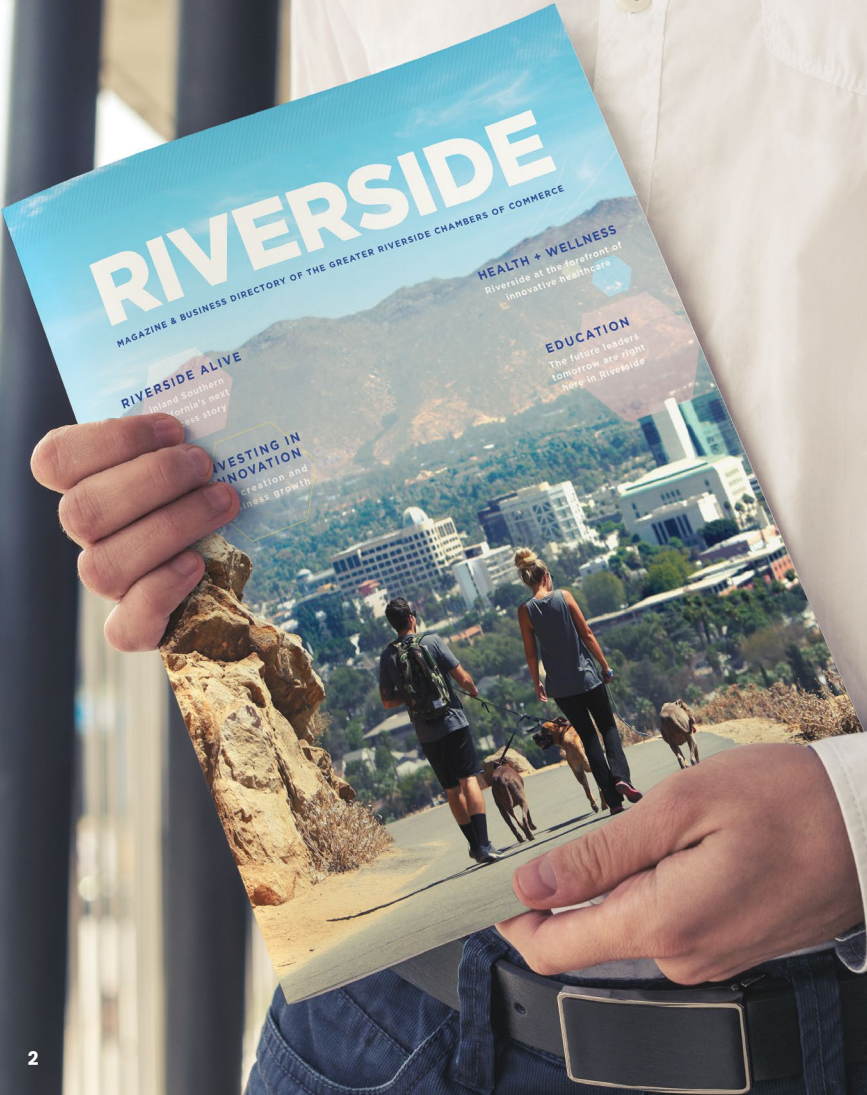
**ROBBIE DESTOCKI**  
CREATIVE DIRECTOR | ART DIRECTOR



# Project Description

Client	Riverside Chamber of Commerce
Published	January 2020
Services	Chamber of Commerce Directory
Industry	Chambers of Commerce

The Greater Riverside Chambers of Commerce takes an active role in addressing all significant matters affecting Riverside. It stands as one of the largest Chambers in Southern California, bringing together almost 1,300 business entities, civic groups, educational establishments, and individuals. I oversaw the complete design process from start to finish, which involved selecting suitable photography and typography to align with their branding and style guidelines. Additionally, I converted the entire publication into a digital flipbook accessible on desktop computers, tablets, and cell phones.





The Riverside Chamber of Commerce sought a book that captured the dynamic and colorful essence of the community, incorporating a touch of innovative technology that is prevalent in the city.

## Project Description

Client	Powerboat Magazine
Published	November 2004
Services	Magazine Redesign
Industry	Boating/Motorsports

POWERBOAT, a top magazine in the world of high-performance boating, has been providing thorough performance reports and boat profiles, as well as detailed technical articles and exciting lifestyle features for almost four decades. In November 2004, I revamped the entire magazine with a fresh larger format, contemporary graphics, and photography. This redesign led to numerous accolades over the years, including awards for **Best Designed Publication**, **Best Re-Designed Publication**, and **Best Typeface Design** in Commercial Publications.





EL PASO BUZZARDS/WPHL



AMARILLO RATTTLERS/WPHL



PROJECT  
03

## Project Description

Client	Western Professional Hockey League
Published	1997-2022
Services	Branding & Uniform Design
Industry	Professional Sports

From 1996 to 2001, the Western Professional Hockey League was a minor professional ice hockey league that operated primarily in the southern United States, with a focus on Texas and Louisiana. It started with six teams in the 1996-97 season and grew to 18 teams by 1999-2000. Following the 2000-01 season, it merged with the Central Hockey League. During my time with the WPHL in 1996, I was tasked with developing branding and style guides for each team franchise. I was also responsible for creating main logos, secondary logos, as well as home, away, and alternate uniforms for two of the franchises.

The El Paso Buzzards' logo received recognition as the **Best Minor League logo** from *The Hockey News* in both 1996 and 1997. Additionally, the Amarillo Rattlers' jersey design won the award for **Best Designed Minor League Uniform** in 1996 by *The Hockey News*. To the right are some examples of my other recent logo designs.



A



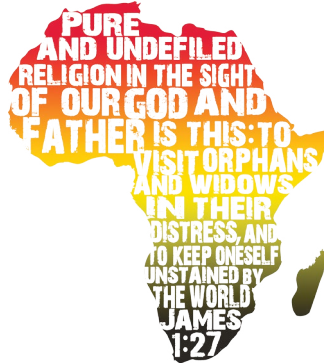
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C



D

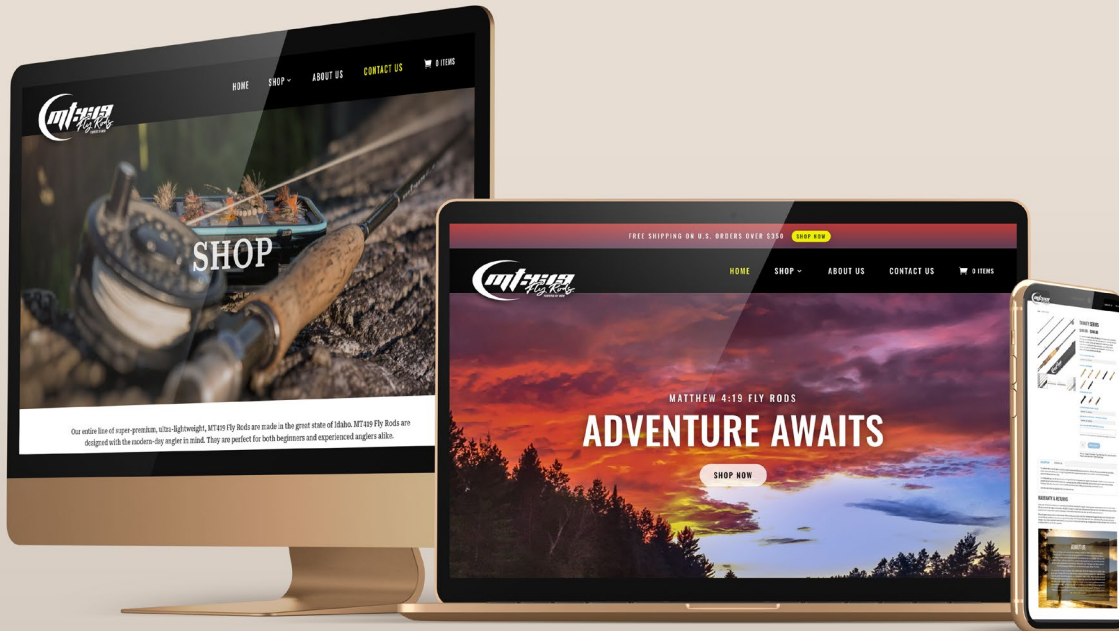


E



F

A. El Paso Buzzards of the Central Hockey League B. Moorpark Little League's 50 year logo C. Huntington Blizzard Professional Hockey Club, ECHL  
D. Bridges 2:2, Calvary Chapel Thousand Oaks E. Africa Mission Trip, Blessed Hope Chapel, Simi Valley F. WPHL, Western Professional Hockey League

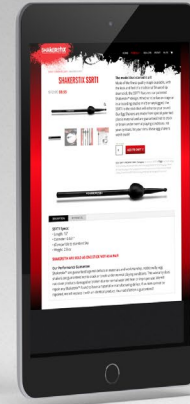


PROJECT  
04

## Project Description

Client	MT419 Fly Rods
Published	August 2023
Services	Wordpress Website Design & Development
Industry	Outdoors, Fly Fishing

The owner of MT419 Fly Rods, sought my expertise in establishing a distinctive brand that would captivate the ever-growing community of fly fishing enthusiasts. To achieve this, I embarked on a comprehensive branding journey starting with the creation of their logo and wordmark. These visual elements were not limited to their diverse line of fly fishing rods but extended to encompass storefronts and automobiles as well. Furthermore, I constructed an innovative e-commerce platform that enabled customers to personalize their own fly rods – a rarity in the competitive landscape of fly fishing companies. [mt419flyrods.com](https://mt419flyrods.com)



**PROJECT  
05**

## Project Description

Client	Shakerstix Drumsticks
Published	January 2021
Services	Wordpress Website Design & Development
Industry	Musical Instruments

Shakerstix drumsticks enable drummers to play as they would with traditional drumsticks while adding a shaker sound all in one stick. I developed, designed, and implemented the Shakerstix brand and gave them a web presence worldwide. Included within the scope of the project was the design and implementation of a fully customized WooCommerce e-store. I also designed and developed the branding for Shakerstix including their logo and imaging. Visit their website at [shakerstix.com](https://shakerstix.com)



**GREAT SPEAKERS**  
DEFINING TECHNOLOGY'S  
AMAZING GEAR COMING  
YOUR WAY! LOOK FOR

# HOME THEATER

**STONIT!**  
S-BLOCK MOTION ACTIVATOR  
INSTALLER-FRIENDLY  
SOUNDS FULL & RICH

June 2012 Volume 19 No. 6

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CHANNEL MASTER REVIEWED: FIND OUT WHAT THE TYPE IS ABOUT P.24

## HIGH-END DREAM ISSUE

**THE NOT-SO IMPOSSIBLE DREAM SYSTEM FROM MCINTOSH!**  
THEIR PROCESSOR, AMP, AUDIO/VIDEO PLAYER, AND SPEAKERS ARE ALL STILL SOMETHING TO PINE FOR

**GREAT POLK SPEAKERS**  
DA-LITE & STEWART FILMSCREEN PUT THE PUNCH BACK IN 3D

**PARASOUND'S LATEST**  
DA-LITE & STEWART FILMSCREEN PUT THE PUNCH BACK IN 3D

**McIntosh**  
MXP851 Audio MP3/USB Player

**McIntosh**  
M1121 A/V CONTROL CENTER  
MATH ZONE ON

55.99

0 1 0 9 8 8 3 4 9 5 3

PROJECT  
06



## Project Description

Client	Motor Trend Group, LLC
Published	Various Dates
Services	Consumer Magazines
Industry	Home Theater/Entertainment

*Home Theater Magazine* (Re-Branded Now As Sound & Vision) provides consumers at all budget levels with the expert recommendations they seek for their digital entertainment needs, and deliver accessible instructions to enthusiasts and everyday shoppers. In conjunction with Creative Director Alan Alpanian we successfully launched the re-branding of Home Theater Magazine as well as many of their "one shot" publications including *Hot Rod*, *Four Wheeler* and *Automobile*



## Project Description

Client	Various
Published	January 2018-Current
Services	Infographics
Industry	Chambers of Commerce

I have designed a range of infographics for Chamber of Commerce publications throughout the years. Humans are highly visual beings, as evidenced by the fact that we only retain 20% of what we read, while 90% of the brain's processing is related to visual information. Therefore, creating infographics enables the brain to process information more rapidly compared to text.



# Understanding GREAT ATHLETES

Michael Phelps, the greatest Olympian of all time, strongly displays those three vital elements: a rage to mastery; an ability to learn quickly, and an indescribably committed work ethic. In his chosen sport of swimming, 6-foot-4-inch Phelps also has a fourth gift: the perfect swimmer's body

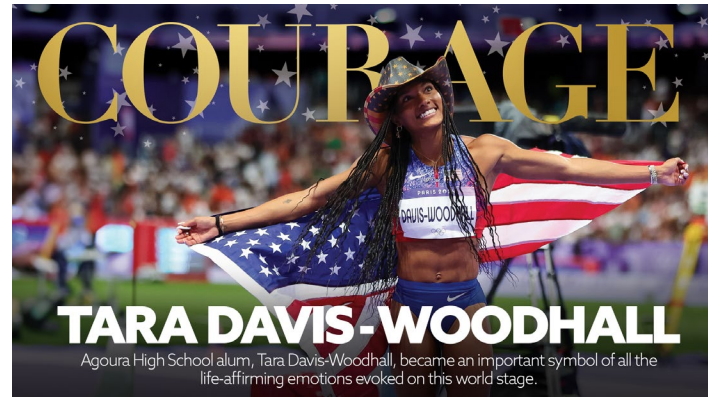
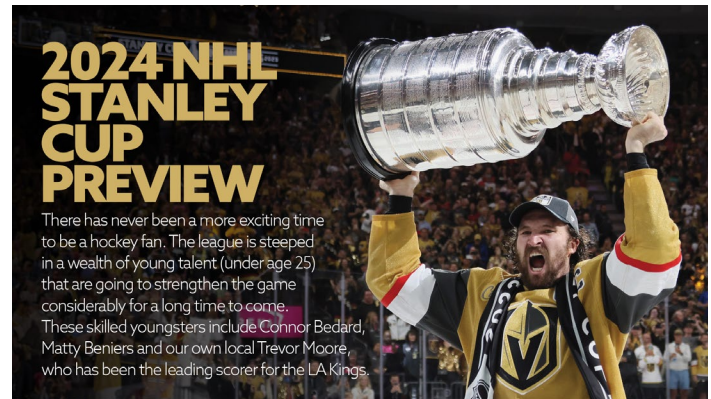
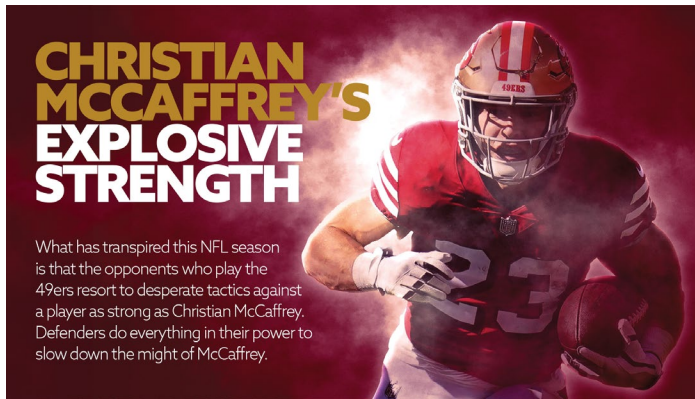


PROJECT  
08

## Project Description

Client	Various
Published	January 2018-Current
Services	Consumer Magazines Print & Online
Industry	Consumer Magazines

The visual attractiveness of a website influences your judgment. In fact, it takes just 0.05 seconds to form an impression. Therefore, it's crucial for the hero image to be captivating enough to encourage visitors to continue exploring the site. Stunning hero images play a vital role in making a strong first impression. I have designed numerous hero images for both print and online magazines by utilizing existing images to craft visuals that engage readers effectively.



Displayed above are examples of hero images measuring 1920 x 1080 pixels, designed for online publication sites. These images were crafted with Adobe Photoshop, utilizing source photos from different stock photography agencies. Initially, they appeared in print magazines before being transformed into hero images by incorporating headlines and text from the original articles.



## Project Description

Client	Idaho Fish & Wildlife
Published	June 2024
Services	State of Idaho Wildlife Conservancy
Industry	Department of Motor Vehicles

The Idaho Wildlife license plates boast a rich history that reflects the state's commitment to wildlife conservation. Introduced in the early 1990s, these specialty plates were created as a vital funding source for Idaho's wildlife diversity programs. To kick off the project, three unique designs were submitted for consideration: a vibrant Bluebird plate capturing the beauty of avian life, an Elk plate symbolizing one of Idaho's iconic mammals, and a Cutthroat Trout plate representing its rich aquatic ecosystems. Each design was crafted to celebrate Idaho's remarkable biodiversity and raise awareness about conservation efforts.



## PARTIAL CLIENT LISTING

Amarillo Rattlers Professional Hockey Team  
Bella Vita Events  
Beverly Hills Chamber of Commerce  
Blessed Hope Chapel, Simi Valley, CA  
Bass and Walleye Boats Magazine  
Chevy Rumble Magazine  
Chuy's Mesquite broiler, Southwestern USA region  
Cirqua Water  
DCB Custom Boats  
Dellora Norris Performing Arts Center  
Discovery Channel Video Division  
El Paso Buzzards Professional Hockey Team  
Filter Depot  
Galpin Motors  
Goodfight Ministries, Simi Valley, CA  
Heart Foundation  
Hipster Kids  
Hollywood Chamber of Commerce  
Home Theater Magazine/Source Interlink  
Huntington Beach Chamber of Commerce  
Huntington Blizzard Professional Hockey Team  
Kid Gloves Music  
Land & Sea, Inc.  
Las Vegas Life Magazine  
Living Water Filtration Systems  
Los Angeles Chamber of Commerce  
Los Angeles Kings Professional Hockey Team  
Malibu Surfboards  
Moorpark, CA Little League  
Nordskog Performance Instruments  
Paris Hotel, Las Vegas  
Performance Boats Magazine

Pilatus Aircraft/POPA Owners and Pilots Association  
Piper Aircraft/Malibu, Mirage Owners and Pilots  
Powerboat Magazine  
Shakerstix Drumsticks  
Shell Oil/Auto Expressions  
Showbiz Magazine  
Sunset & 6th Records  
TBM Owners and Pilots Association Magazine  
The Dugout Sports Grill, Simi Valley, CA  
Trailer Boats Magazine  
Truck Builder Magazine  
Valley Magazine  
Venetian Hotel, Las Vegas  
Western Professional Hockey League  
Westlake Malibu Lifestyle Magazine  
Westlake Magazine  
Westlake Village Animal Hospital  
Venetian Hotel, Las Vegas  
Western Professional Hockey League  
Westlake Malibu Lifestyle Magazine  
Westlake Magazine  
Westlake Village Animal Hospital

### *Referrals and additional samples given upon request*

*My deepest thanks to the numerous photographers, editors and business owners who helped with our many projects throughout the years, without you there would be too much white space!*

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