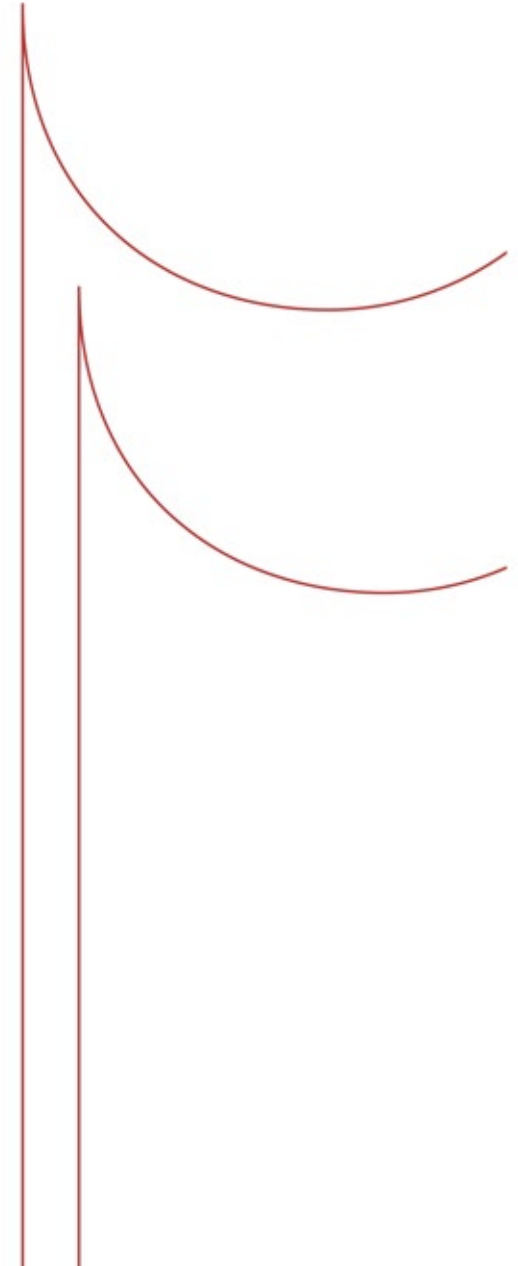


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# Steve Trappe

DESIGNER & ILLUSTRATOR  
PORTFOLIO 2022



# Hello!

Thank you for taking the time to review my portfolio. I am a designer and illustrator who has worked in a myriad of different industries spanning over a decade, on both sides of the Atlantic Ocean.

I have both led and been part of Creative teams tackling a wide range of projects including, multi-branded campaigns, corporate branding initiatives, trade shows, style guides, and production development.

I would love to explore working with you. Please enjoy my portfolio and I am here to answer any questions you might have!

All the best,



**Steve Trappe**  
DESIGNER & ILLUSTRATOR

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# LOGO DESIGN

2018 - 2022 | Multi-Platform |

Clockwise from top left: Givngo - NGO and charity donation platform,  
Circuit Drive - Action/Adventure animation kids 6-11, Deen Abstract -  
B.C. Based Artist, HVE - Logo Concept for Ontario bee keepers social app,  
Nelvana - 50th anniversary logo.



## BRANDING PACKAGES

2018 - 2021 | Multi-Platform |

From basic letterheads and pens, to web design and app development. A modern brand has a plethora of identity markers. Below are two examples of recent brand packages I completed. One for Nelvana Ltd, Canada's oldest animation studio. The other for Givngo, a tech start-up providing streamlined donation solutions for NGO's and Charities.





## SMALL FORMAT PRINT

2020 | Print |

One pagers, business cards, CD or album covers, even down to simple graphic elements. Below are examples of each, all small print, all in circulation.





# What You Don't Know Can Really Hurt You™

WHAT EVERY DOCTOR SHOULD KNOW ABOUT APPRAISING AND SELLING PRACTICES™



Jim Walker, General Manager, Sales Representative
Chris Schmitt, Broker
Joe Hunter, Sales Representative
Daniel Brown, Sales Representative
Shirley Davis, Executive Director
John De Laet, Director, Legal Affairs
Greg Moore, Sales Representative
David Schmitt, Sales Representative
Eric Hunter, Sales Representative

## Different Markets For Different Types of Practices

In last month's newsletter, I wrote an article about how long it takes to sell a practice - starting with the initial discussion with a broker/appraiser, all the way to a successful closing. Within that space I touched on how long it can take to find a buyer and thought it would be beneficial to elaborate further on that. While it sounds cliché, every practice is very different and to get the best result, the practice should be properly positioned for the market it will most appeal to. The following is a brief and general overview of some different types of markets.

### High Demand / Large Market

This is how a lot of people view the entire dental practice marketplace: practices that generate tons of demand, leading to multiple offers, and selling prices that are way over asking. These are the sales that brokers love to talk about, and buyers and sellers tell stories about, and are likely overrepresented in people's minds as they garner all the attention. If your practice fits into this category then you are in a great position to sell when the time is right for you. Typically, this would be a general practice in an urban area that hits all the key points on a buyer's wish list (profitable, strong hygiene, modern facility) without any of the major risk factors (demolition clause, no employment contracts). Priced and represented correctly, a seller should be looking at multiple offers within a few weeks of being on the market and the competition will ultimately determine the market value and selling price.

### Low Demand / Small Market

Now we are dealing with the exact opposite situation. In this case, we could be looking at smaller and out of date practices in a remote location where there are a very limited number of people that would be interested in the area and not much interest in a practice like that. Or it could be a specialty practice in a region that already has enough demand to support another specialist, thus removing much of the reason to purchase an existing practice. In these cases, it can be very difficult to predict how long it may take to find a purchaser and planning for 1-2 years is not unreasonable. It's quite possible in these cases that the right purchaser for a practice like this doesn't even know they are planning to buy a practice yet!

### The In-Between

This is the largest group and is where experienced brokers really separate themselves from the pack. These are practices that I will call "good opportunities" but have challenges that reduce the demand or are in markets that aren't as active. These are practices where the right buyer who is willing to pay the highest price may not be looking when the practice goes on the market. In these cases, just putting the practice on the market with an offer deadline and "letting the market decide" can lead to sellers accepting offers that are lower than what might be available to them had they given their practice more time on the market. The practice may also be stigmatized if offers are not generated before the deadline. Here, more than ever, it is important to have the practice properly priced and represented as we can't rely on the emotions of a bidding war.

**Understanding what type of market your practice will fit into will allow you to properly plan out your sale process. And working with a good broker will ensure that the correct approach is taken to maximize the result for you, the seller.**

Toll: 905-825-2248 | info@mbcbrokerage.ca | www.mbcbrokerage.ca



# PACKAGING & SPECIALITY PRINT

2016 - 2022 | Print |

Not all print is small print. Below are examples of large format, packaging design and speciality print. Column 1: Zhu Zhu Pets print packaging templates - Spin Master Ltd. Column 2: Kinghaven Farms Raw Ontario honey packaging labels. Tires Tires billboard 8 x 16 ft vinyl finish. Column 3: Barry's Balloons Vehicle wrap.





# DECK AND PRESENTATION DESIGN

2018 - 2022 | Screen |

Below are sample slides taken from two PPT deck templates. One a pitch specific deck for Pathway Health, targeting Telus Health. The other, a general Corporate themed deck for Redknot productions inc. Each deck was specifically tailored for the recipient, with original graphics and templated in powerpoint for ease of use.



## EVENT DESIGN

2020 | Large Format Print |

Complete Nelvana Presence at the 2020 Kidscreen conference in Miami Florida. Complete with a booth, Elevator decals and floor decal design. To keep the fun atmosphere around Kids TV we used an interactive design idea and made a diecut hopscotch for the executives to embrace their inner child with.





## EVENT DESIGN

2018 | Large Format Print |

MIPCOM 2018; An interesting design challenge: To create a trade show booth that was cost effective, eye catching, and Incorporated designs and branding from 3 different companies, while maintaining a cohesive theme.

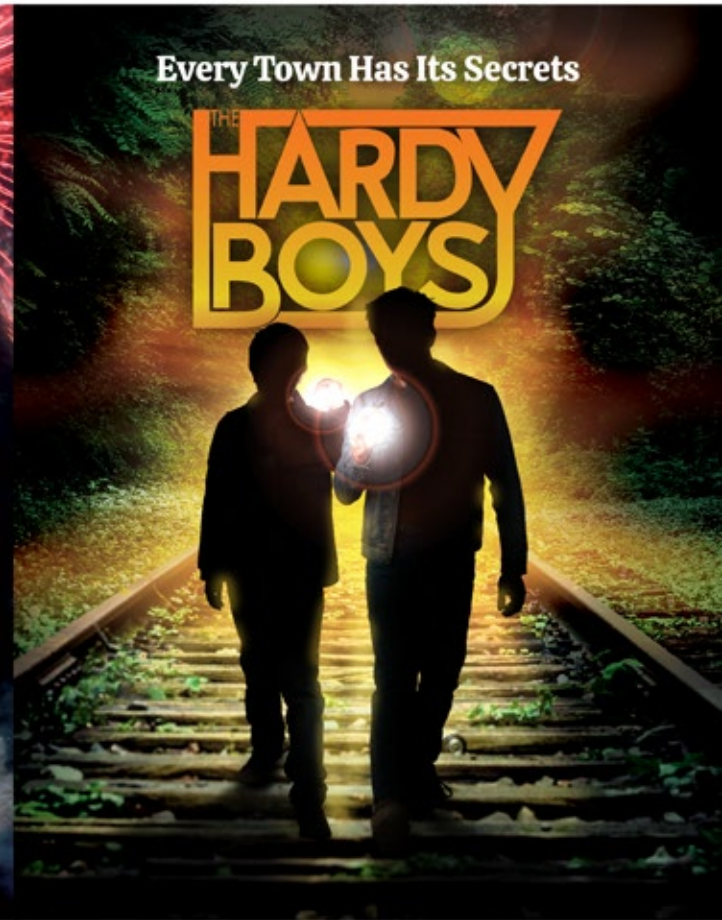
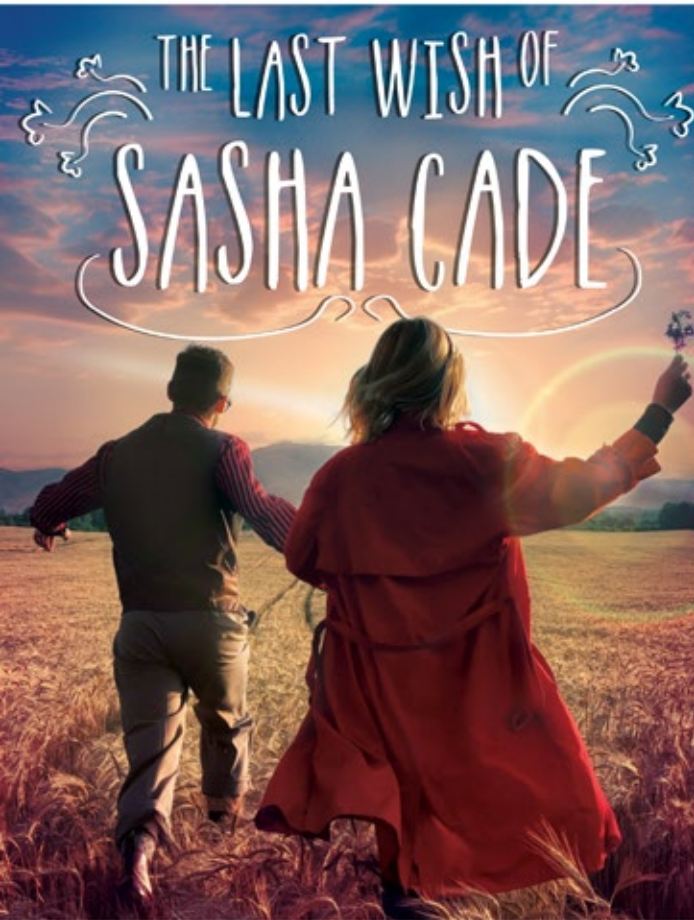




## POSTER DESIGN

2020 - 2022 | Multi-Platform |

Creating something from nothing was my speciality as a development designer. The need for visuals to accompany a story entailed creating artwork from nothing on short notice. Here are 3 designs used for developmental properties in pitch materials, one pagers and printed posters.





## CHARACTER DESIGN

2022 | Multi-Platform |

My first love has always been illustration and character art. Below are 8 player character designs for a table-top role-playing boardgame, currently in development. Each character is a vector model with raster colouring models for both print and screen.





# CONCEPT ART

2021 - 2022 | Digital |

Left: "Found Something". Right: "Downtown". Designed for NFT.



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# Thank You

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