



*Designs by*

*John Lizardo*

I have an Eye in Design!

**portfolio**

2024

I've worked in Print Design for over 30 Years.

Designs by John Lizardo  
PORTFOLIO

BRAND 2024

# Hello & Welcome

It's been awesome working for some of the top companies over the years in print design. I have worked with such companies as Boone, Mitsubishi, Toyota, Fleetwood RV, Panasonic, Sony and many others.

I have worked on logo designs, packaging, branding, sales sheets, product sheets, business card, letterheads, newsletters, web design and many other designs. I have worked on most advertising from concept to printed piece working with the printers to maintain quality control.

## Check Inside



[www.johnlizardo.com](http://www.johnlizardo.com)

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PORTFOLIO

01

**BRAND  
DESIGN**



# Brand Design

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Owner's Manuals

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Mitsubishi

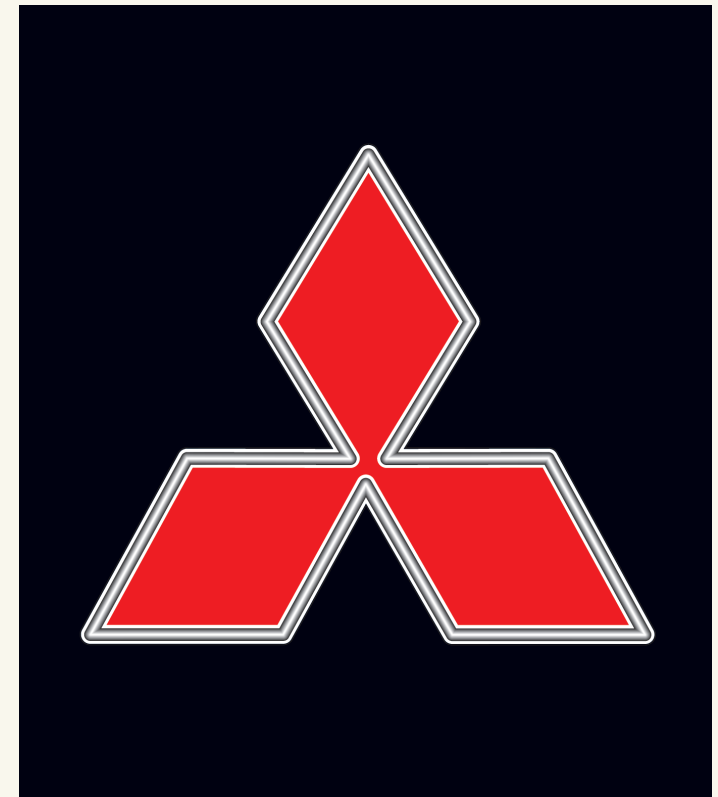
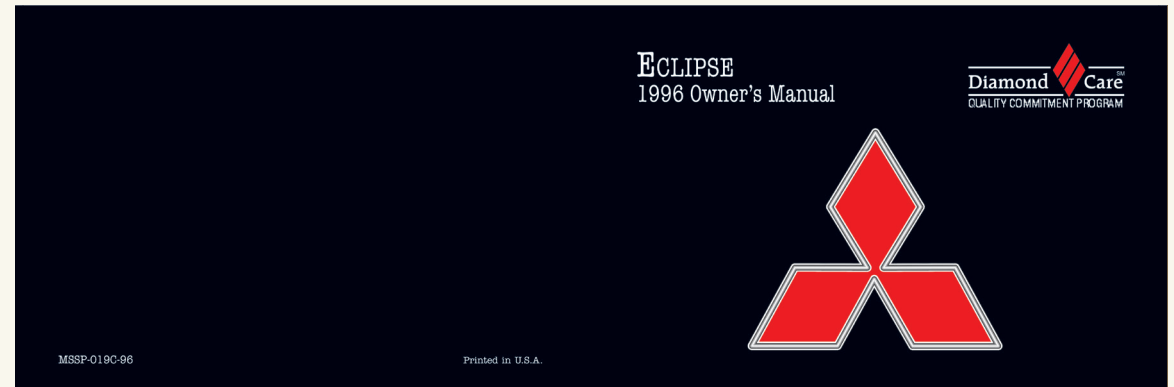
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1996 - 2004

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## Mitsubishi

I had the privilege of working for Mitsubishi through Impressions Advertising Agency. I worked on everything from, booklet designs for their owners manuals to working on sales sheets and other branded items.



From concept to design to printed piece.

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# Brand Design



Dry Erase Markers / Kits

Boone

2004 - 2011

## Boone

I have worked with Boone over the years to produce packaging that meets their branding standards.



# Brand Design

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Logo, Brochures, misc...

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Fleetwood RV

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2003 - 2005

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## Fleetwood RV

I have had the opportunity to work with Fleetwood RV for a couple of years keeping their branding going. Working on everything from their logo to brochure, sales sheets and other projects.



PORTFOLIO

02

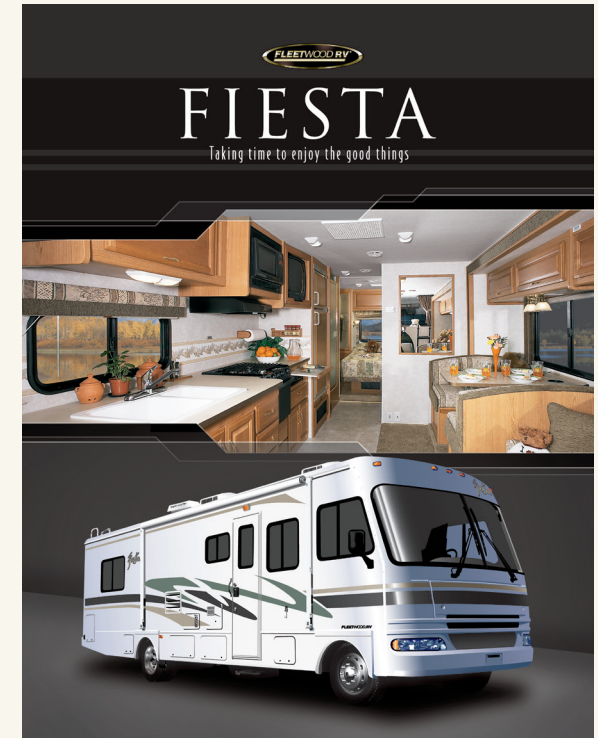
**BROCHURE  
DESIGN**



# Brochure Design

## Fleetwood RV

I worked with Fleetwoods marketing team to come up with these brochure ideas. Bringing them from concept to printed piece.



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Logo, Brochures, misc...

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Fleetwood RV

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# Brochure Design

## Fleetwood RV

Here are just a few more of the brochures I have done for Fleetwood. Working from nothing to a completed piece. I did everything from logo design to branded brochure and later branded sales sheets and advertisements.

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Logo, Brochures, misc...

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Fleetwood RV

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When it come to design concepts, I have done many kinds of designs and styles over the years. I have worked with various companies over the years and have experience in print design to web design

# Brochure Design

## Eddie Bauer

Over the years I have had the pleasure of working with Eddie Bauer. Here is just an example of what I have done in the past This piece is from 1997.

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Brochure

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Eddie Bauer

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PORTFOLIO

03

# ADVERTISEMENT DESIGN



# Advertisements

## Fleetwood RV

This is just front and back of some mailers I did for Fleetwood to help them advertise their Triumph.

**MAKING THE DIFFERENCE**

**"Storage Optimizer" Chassis (patent pending)**

- Eliminates clutter and provides more storage space.
- Increases interior storage space by 10%.
- Increases exterior storage space by 10%.
- Increases interior storage space by 10%.
- Increases exterior storage space by 10%.

**COMPARE TRIUMPH TO THE OTHERS**

Triumph	Competitor
More Storage Space	Less Storage Space
More Living Space	Less Living Space
More Bed Space	Less Bed Space
More Bath Space	Less Bath Space
More Kitchen Space	Less Kitchen Space
More Living Area	Less Living Area
More Storage Space	Less Storage Space
More Living Space	Less Living Space
More Bed Space	Less Bed Space
More Bath Space	Less Bath Space
More Kitchen Space	Less Kitchen Space
More Living Area	Less Living Area

**ALL ALUMINUM FRAME**

Lightweight aluminum frame provides superior strength and durability. The frame is built with high-strength aluminum alloy and is finished with a protective powder coat. The frame is designed to withstand the rigors of travel and is built to last.

**2003**

**TRIUMPH**  
Success Really Does Have Its Rewards.

**2003**

**TRIUMPH**  
www.fleetwoodrv.com  
1.800.444.4905

**Colton RV Expo**  
1 mile south of I-10  
Ft. Collins, CO 80501  
970.225.1234

**Fontaine Valley**  
5 miles north of John  
Wayne Airport, CA  
408.745.1234

**Santa Fe Springs**  
8 miles north of  
Downtown, CA 92620  
714.966.0000

**YOU'VE GOT TO SEE THE 2003 TRIUMPH AND ITS UPSCALE APPEAL!**

**ALL NEW ELEGANT INTERIOR AND LOOK**

The interior is built to fit a large 20" TV (TV not included). Light, natural quality vinyl and carpet make the interior look like a real home. The interior is built to fit a large 20" TV (TV not included). Light, natural quality vinyl and carpet make the interior look like a real home.

**A FLOORPLAN FOR EVERYONE**

**32 G Towler**

**30 S3 Fifth Wheel**

**31 50 Fifth Wheel**

**33 52 Fifth Wheel**

**Fleetwood Customer Incentive Certificate**  
One Thousand Dollars \$1000.00\*

This Certificate is valid for the purchase of any new Triumph by Fleetwood RV (RV) model year 2003, 2004, 2005.

Authorized Dealer Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Advertising Mailers

Fleetwood RV

# Advertisements

## Fleetwood RV

This advertisement was for Fleetwood RV's American Coach line. This was a double truck in an RV Magazine. I worked on this project from concept to printed piece working with the magazine and Fleetwood's Marketing Team.

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Magazine Ad

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Fleetwood RV

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**American Coach has added new stripes to its bright and shining stars.**

Stunning exterior finishes featuring "paint on paint" isn't all that's brand new for 2003 at American Coach. We've also added some innovative features inside that are sure to create even more flag waving for pride-filled and starry-eyed owners.

Like state-of-the-art "Night Vision" by Raytheon that literally allows drivers to safely see what lies ahead in the dark. A high tech flat screen VEGA TV by Sony\*. And our new Smart Wheel steering system that both tilts and telescopes for maximum driver safety and comfort.

Join the parade and march on in to Beaudry RV and discover what 2003 has in store for you!  
For more information call 1-800-284-4878.

[www.fleetwoodrv.com](http://www.fleetwoodrv.com)

**American COACH**

FLEETWOOD RV

AMERICAN HERITAGE® AMERICAN EAGLE® AMERICAN DREAM® AMERICAN TRADITION®



# Advertisements

## Beaudry RV / Camp Quest

Here are just 2 more advertisement I have done in the past. I can create any look or style. These are just what the my clients approved. I usually give up to 10 styles and designs per given project to allow the client to select everything from a basic look to a stylized look.

**2003 BEAUDRY SHOWROOM**

skjlkfsa ljsaf jlksasl lsdjfe  
pewirpsjdf adf; ; a;jd zj;k; lk  
;lk ; sdfj kklj ;lk; k; koipeiop  
;ejf; sdjfkjsdkljfdm ;lsjdfopjds  
sjedfp eoof.; sdjf; sdjf; sldpoeirf  
j s;dj;kf; sdf ;sdllkf pwoe ;d fldj;kf  
;sld skjlkfsa ljsaf jlksasl lsdjfe  
pewirpsjdf adf; ; a;jd zj;k; lk ;lk ;  
;sdfj kklj ;lk; k; koipeiop ;ejf; sdjfkjsd-  
kljfdm ;lsjdfopjds sjedfp eoof.; sdjf; sdjf;  
sldpoeirf j s;dj;kf; sdf ;sdllkf pwoe ;d fldj;kf  
;sld skjlkfsa ljsaf jlksasl lsdjfe pewirpsjdf  
adf; ; a;jd zj;k; lk ;lk ; sdfj kklj ;lk; k; koipeiop ;ejf;  
sdjfkjsdkljfdm ;lsjdfos;ldpoeirf j s;dj;kf; sdf ;sdllkf  
pwoe ;d fldj;kf ;ald

TAKE THE ROAD TO  
*Excellence*  
**Beaudry RV**  
Committed to Satisfying You™

Southwind  
Revolution  
Discovery  
Pace Arrow  
Bounder  
Tetra  
Expedition  
Excursion

Announcing the New Arrival  
of the Outfitter  
for only  
**\$4999.00**

**OutFitter™**  
FLEETWOOD RV

The Outfitter ATC, is the "All Terrain Camper" designed for just about any and every outdoor activity. Never before has a truck camper been this versatile, affordable and just plain fun!

What makes the Outfitter so versatile? Its unique design, which includes large dual rear doors, allows a four-wheeler to fit inside this 8 foot camper. In addition to the vast floor space, there is a large, fold-away dinette that converts into a second sleeping area. Whether the outdoorsman has plans of bringing a four-wheeler, rafts, mountain bikes, or canoes, the Outfitter will accommodate any lifestyle.

What makes the Outfitter so affordable?

- manual camper jacks
- roof rack and ladder
- 2 rear loading flood lights
- stainless steel sink and more
- full rear "patio" screen
- dual patio lights
- vent-line roof mounted vent

In fact, the Outfitter has only one available option - ramps. These ramps are offered at a suggested retail of \$250 per ramp.

**CAMP QUEST**  
the exclusive Outfitter Dealer  
for the Bay Area.....

12605 San Pablo Avenue, Richmond, CA 92805 (510) 233-2267

Magazine Ads

Beaudry RV/Camp Quest

PORTFOLIO

04

**LOGO  
DESIGN**



# Logo Design

## Mitsubishi

I worked on this logo with the guidance of the Mitsubishi Marketing Team. It was a honor to create such a logo. I created 10 designs and this is what was chosen.

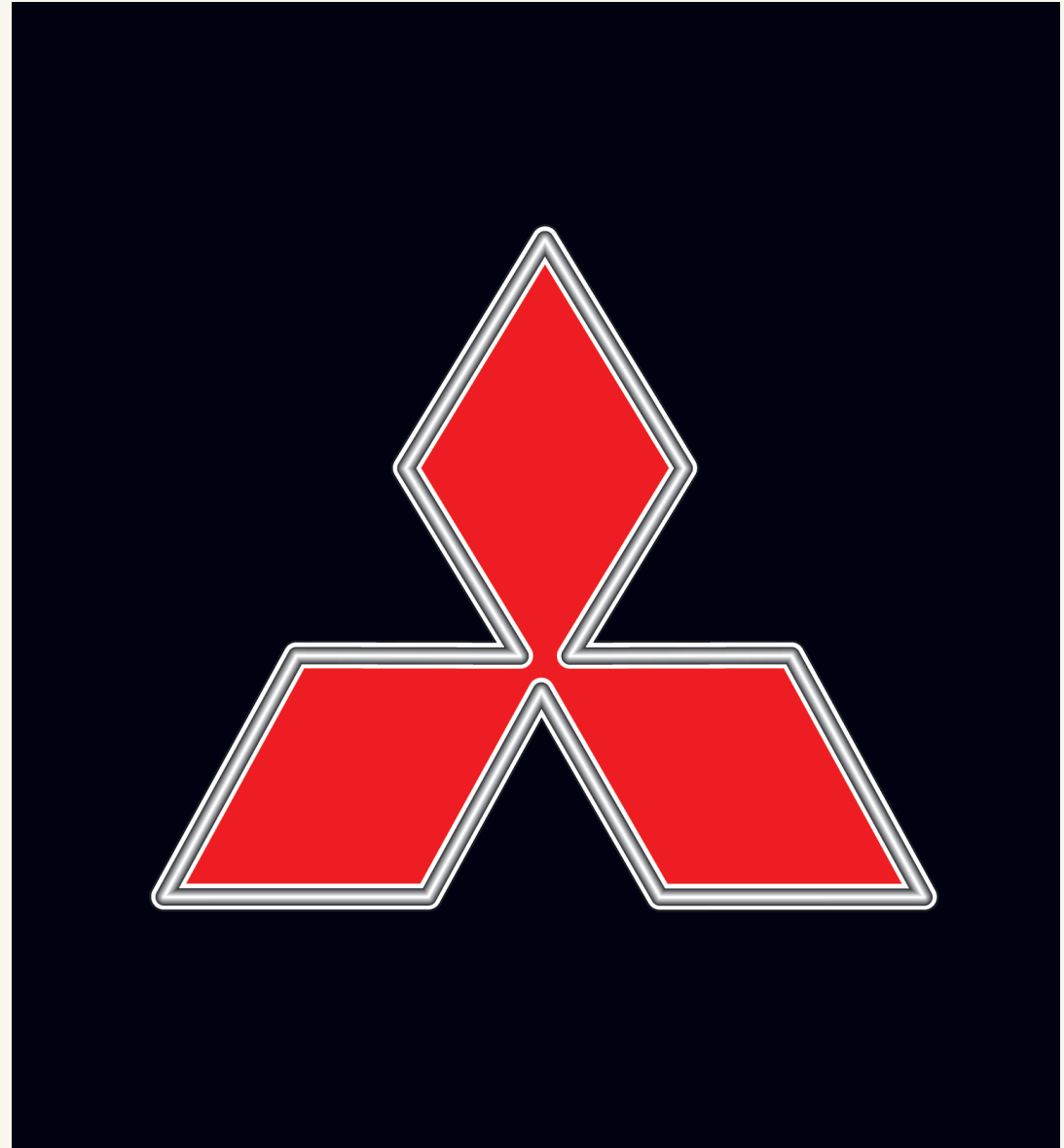
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Logo

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Mitsubishi

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# Logo Design

## Fleetwood RV

This design was created at Fleetwood RV's Riverside, California plant. I worked with another advertising firm to come up with these final designs. I created 10 looks and these are the final logos.



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Logo

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Fleetwood RV

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# Logo Design

## Fleetwood RV

This design was created at Fleetwood RV's Riverside, California plant. I worked with another advertising firm to come up with this final design I created 10 looks and this is the final logo.

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Logo

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Fleetwood RV Jamboree Logo

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PORTFOLIO

05

**MISC.  
DESIGNS**



# Packaging Design

## Boone

These designs were created at Boones Riverside, California plant. I worked with their marketing team to come up with designs and packaging ideas.



Packaging

Boone

From concept to design to printed piece.

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BRAND 2024

# Misc. Designs

## Triumph Energy Drink

This design was created from concept to design.

**SPORT ENERGY Triumph!**

**THE ULTIMATE IN SPORT ENERGY**  
Only Triumph contains the powerful Tri-Energy Release™ System with electrolytes and antioxidants to propel athletes to peak performance—from start to finish and beyond. Four-times lower in Sodium and 33% higher in energy-restoring Potassium than Gatorade, all-natural Triumph puts more power in less sugar, which means fewer calories. A Triumph in athletic beverages—the ultimate sport energy drink.

**THE TRI-ENERGY RELEASE™ SYSTEM**  
**Stage 1** Quick Energy. Simple carbs provided by organic, crystallized cane sugar—“Florida Crystals”—boost energy right from the start.  
**Stage 2** Sustained energy at peak performance. A mid-term carbohydrate—pure crystalline fructose—jumps up energy during peak exercise.  
**Stage 3** Energy to the finish and beyond. A complex carbohydrate—Maltodextrin—sustains energy through the entire performance and enhances post-race recovery.

Let Triumph propel your sales to peak performance.  
For more information call 1-800-877-5279  
And be sure to visit our web site at [www.sportenergy.com](http://www.sportenergy.com).

**ENERGY TO BURN**

**CYCLE 4, 1998**  
The Week: June 28 - August 11, 1998  
Includes: All Neutrogena  
Last Week Date: August 14, 1998

### Back to School with Neutrogena® Acne Care

Free Sample on Selected Products!

Of the top 3 brands, only Neutrogena® posts significant growth for the past year, with \$ Volume up +131!\*

Category	NEUTROGENA	Clearasil	Dry
\$ Volume vs. YTD	+131%	-2%	-8%

- Neutrogena has three of the top ten SKUs in the Acne category\*\*
  - Oil-Free Acne Wash is #3
  - Cleansing Bar for Acne Prone Skin is #6
  - Clear Pore Treatment is #9
- Free co-pack sample! Selected Neutrogena Acne Care products come with a FREE 1 oz. Clear Pore Acnebarrier or FREE 1 oz. Oil-Free Acne Wash
- Neutrogena will be a top Acne Care advertiser in 1998
  - Heavy National TV advertising on major networks.
  - National print advertising appearing in core teen and beauty magazines.
- [www.neutrogena.com](http://www.neutrogena.com)  
Neutrogena's website launches in April 1998 with a focus on the Acne Line. Print ads and online advertising will direct consumers to the site, where they can find answers to common skin and hair care questions, learn more about Neutrogena® products, and save for special bid offers.

\* Source: RC, ENR, 12 weeks ending 10/26/97  
\*\* Source: RC, ENR, 52 weeks ending 10/26/97

# Neutrogena®

## Neutrogena

These designs were created from concept, photography, design to printed piece. The piece was color corrected to match the product packaging.

**Neutrogena SkinCare**

studio 310 841 2975

represented by WINSTON WEST

310 275 2858 LA 212 691 6788 NY

Bearzatto

# Misc. Designs

## Fleetwood RV Boulder Postcard

This design was created from concept to design. I worked with a cartoon artist to create this piece.

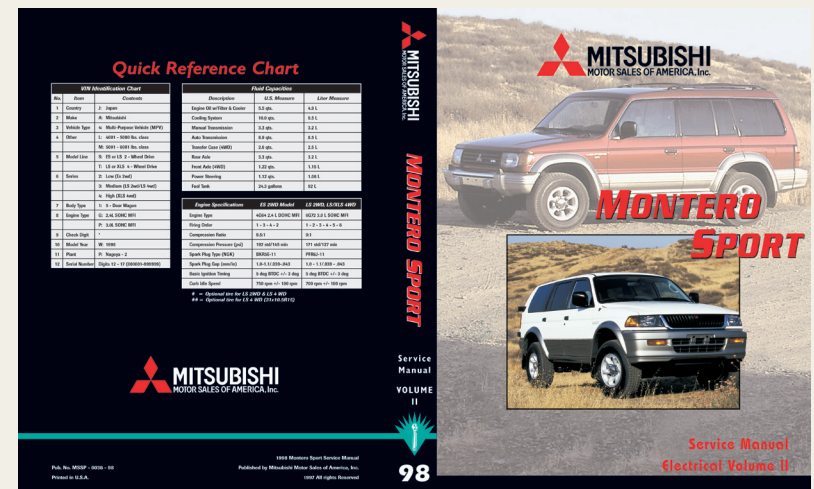


## Fleetwood RV Terry Postcard

This design was created from concept, photography, design to printed piece.

## Mitsubishi Montero

This design was created from concept, photography, design to printed piece.



# portfolio.

selected  
works



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