



**JOHN KUTLU**

**Work Samples**

2026

# Hello there

John Kutlu is a Brooklyn/Catskills-based art director and designer with 14+ years of experience shaping visual storytelling for brands in entertainment and beyond.

At Nickelodeon, he led integrated campaigns spanning broadcast, digital, and experiential, guiding teams to bring strategic ideas to life with clarity, humor, and heart. His approach balances conceptual rigor with design detail; the kind that turns good ideas into lasting creative.

When he's not behind a screen, he's usually off the grid somewhere, either fly fishing, hiking, or camping (sometimes all in the same day).

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# Experiential

I love building ideas that live off the screen, where design meets environment and audiences become part of the story. My role often bridges concept and execution, while ensuring every texture, graphic, and moment feels intentional and connected to the larger narrative.

# Super Bowl LVIII

Nickelodeon partnered with Dorothy to Bikini Bottom and the fun of the game together for Nickelodeon's Super Bowl LVIII activation. The immersive experience featured a large inflatable blimp, iconic slime-branded moments, and oversized interactive gamespace elements, including a Krabby Patty bounce zone and "throw the Krabby Patties" photo-op.

I oversaw booth graphics, environmental signage, print and digital signage systems, and made sure every piece aligned with the Nickelodeon brand's voice and the experiential vision.

The project reached over 6,500 attendees in four days and generated strong interaction across photo prints, QR activations and take-aways.

## **Credits:**

SVP, Design & Animation: Michael Waldron

VP Brand Creative: Sandy Goijburg

Design Director: Jane Trieu

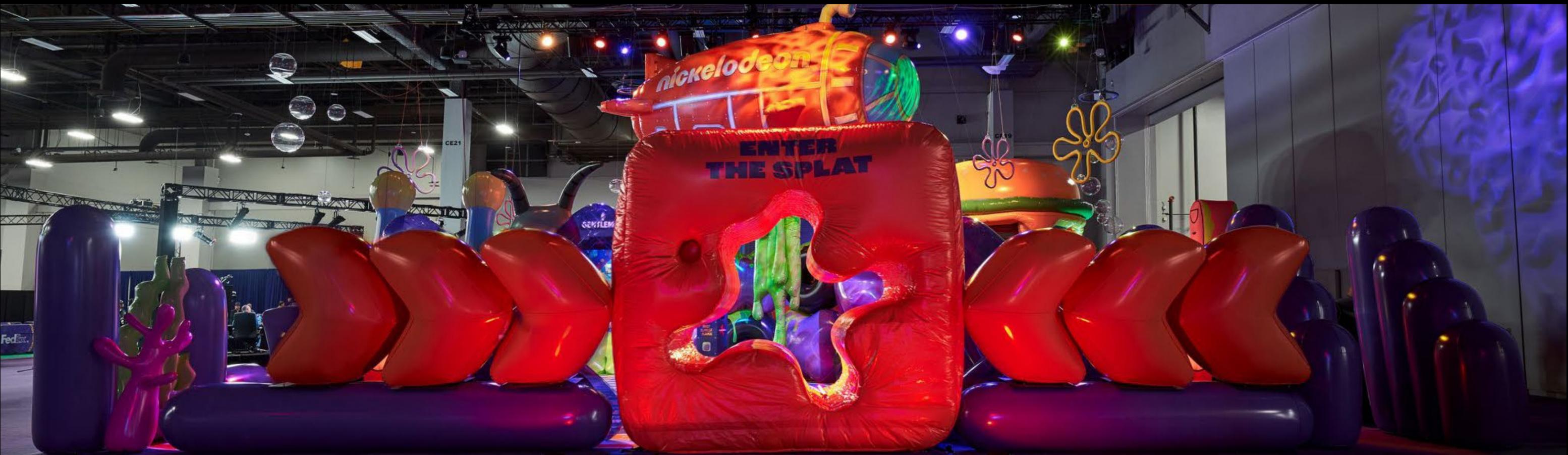
Experiential Partner: Dorothy

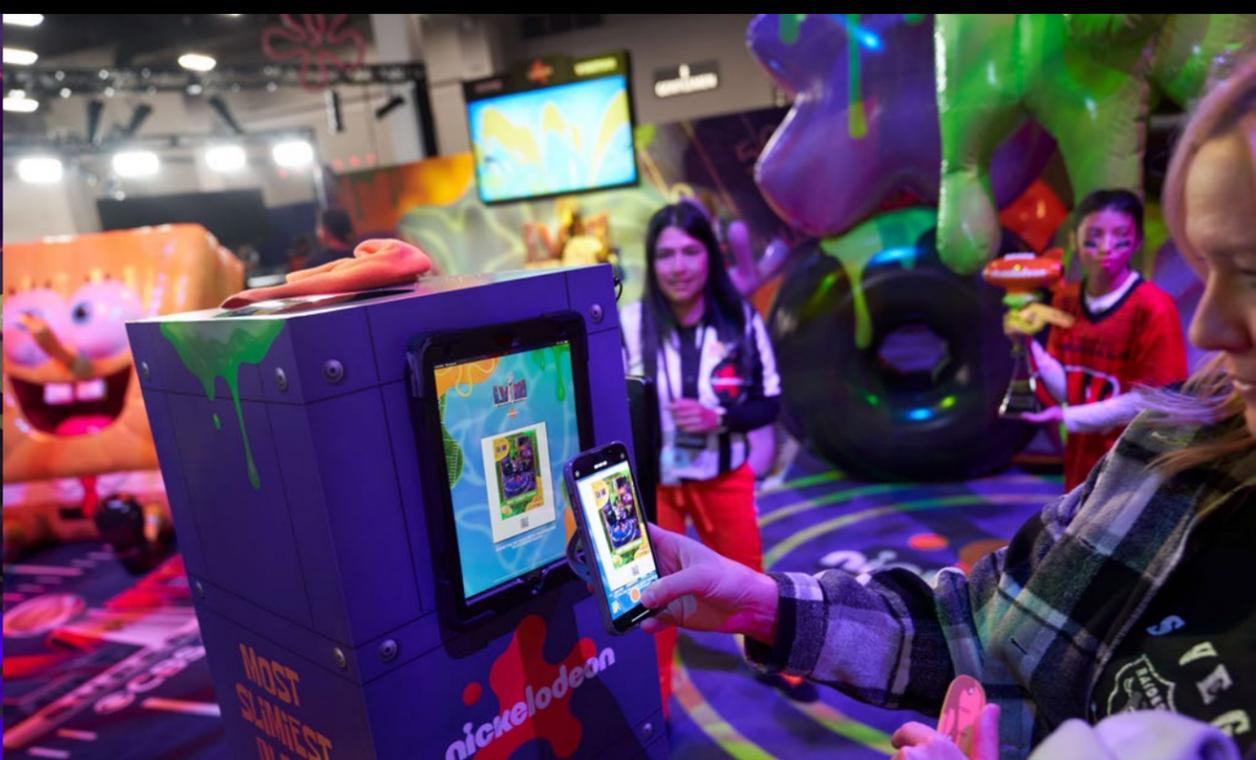
## **Responsibilities:**

Art Direction, Design,

Creative Partner Management







# Kids' Choice Awards 2025

I had the fun opportunity to lead visual design for on-the-ground activations surrounding the 2025 Kids' Choice Awards (quite possibly our youth's first foray into democracy).

Partnering with Avenge for the Viceroy Hotel experience and 1540 for the post-show party, I ensured cohesive branding across environmental graphics that extended the show's playful energy into physical spaces.

Working closely with event designers, content creators, and fabrication teams, every touchpoint, from branded backdrops to interactive moments, felt unmistakably Nickelodeon and unified across both experiences.

## **Credits:**

EVP: David Bittler

Design Director: Jane Trieu

Designer: Madeline Persson

Experiential Partners: Avenge, 1540

## **Responsibilities:**

Art Direction, Design,

Creative Partner Management







# San Diego Comic-Con 2025

Nickelodeon partnered with Glow to design an 1,800-square-foot experiential booth, as well as branding an after party with Den of Geek, celebrating the 20th anniversary of Avatar: The Last Airbender.

As Art Director, I oversaw the creation of booth graphics, print and digital signage, and immersive environmental elements. Working closely with strategists, production partners and the show's internal leads we maintained authenticity to the show's world of Water, Earth, Fire & Air.

The activations featured immersive photo-ops , a 180-degree GIF booth, an AR "Bending Journey" experience, and branded merchandise that let fans choose their nation and bring the brand into action.

## **Credits:**

EVP: David Bittler

Design Director: Jane Trieu

Designer: Madeline Persson

Experiential Partner: GLOW

## **Responsibilities:**

Art Direction, Design,

Creative Partner Management









# F1 Fan Zone

For SpongeBob's 25th anniversary, we partnered with Velocity Experience to produce a bold experiential activation at the Fan Zone during the British Grand Prix.

Guests were treated to a branded F1 photo-op car, games, photo ops, and immersive elements like a Bikini Bottom driver's license station and podium photo moments. As art director, I ensured the activation blended motorsport energy and Bikini Bottom fun with a consistent, playful tone true to the IP that celebrated 25 years of Spongey joy.

## **Credits:**

Design Director: Jane Trieu

Experiential Partner: Velocity Experience

## **Responsibilities:**

Art Direction, Creative Partner

Management





# San Diego Comic-Con 2024

Nickelodeon and Paramount+ worked in tandem to celebrate SpongeBob's 25th anniversary. Aiming to be a cornerstone for fans at the convention, the goal was to take over key placements to keep SpongeBob on Paramount+ top-of-mind throughout the weekend while also speaking to the unique audience SDCC brings.

We partnered with Big Outdoor to take over the Hard Rock hotel, inside and out, and Mary Jane's restaurant. We also had help from Giant Spoon to bring positivity in the form of a giant SpongeBob water fountain.

I helped translate SpongeBob's signature optimism into large-scale environmental graphics, outdoor media, and experiential moments that turned downtown San Diego into an immersive Bikini Bottom celebration—equal parts nostalgia, joy, and pure fan energy.

## **Credits:**

SVP, Design & Animation: Michael Waldron

VP Brand Creative: Sandy Goijburg

Design Director: Jane Trieu

Designer: Madeline Persson

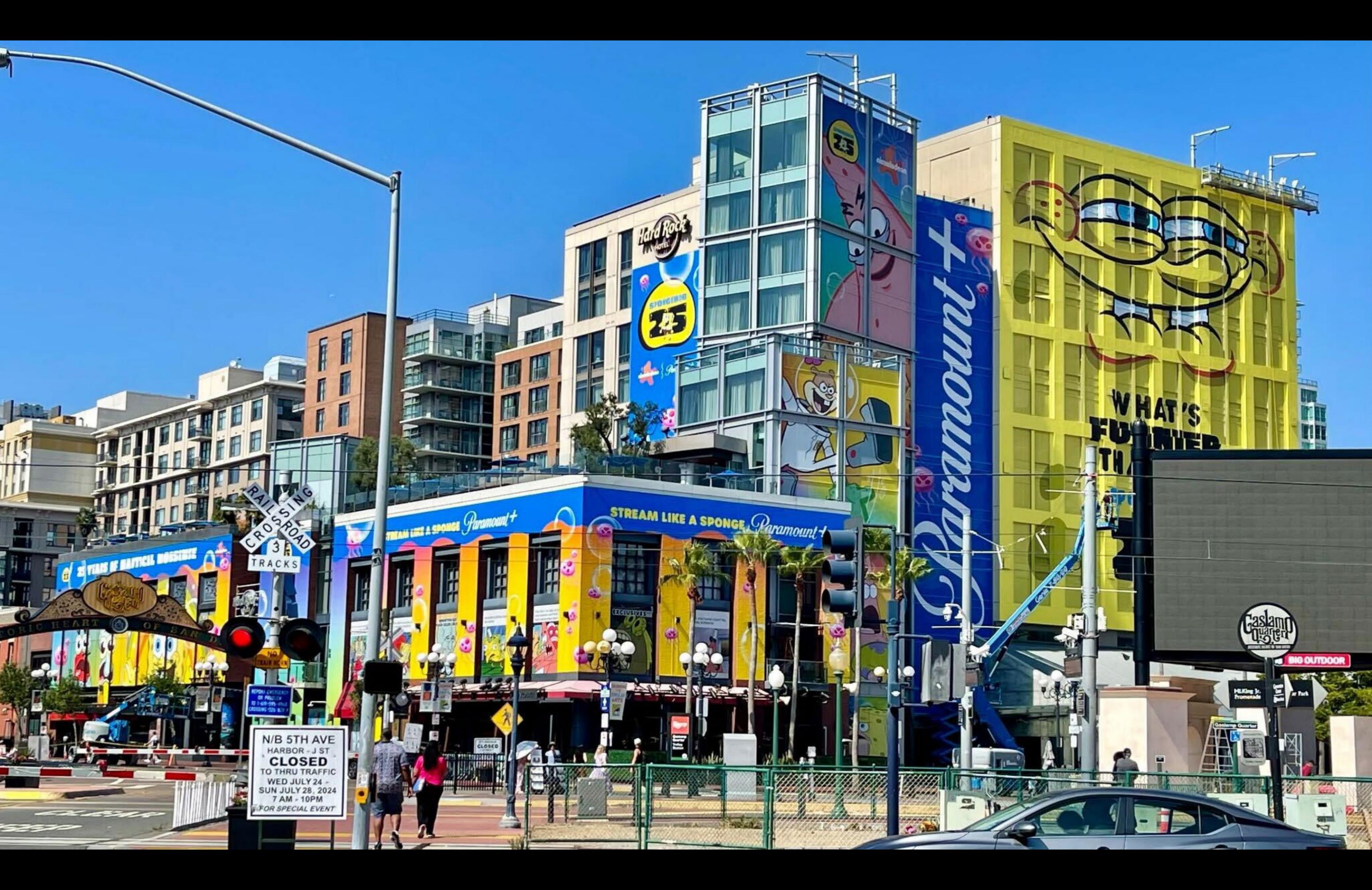
Designer: Tiffany DeJesus

Experiential Partners: Giant Spoon, Big Outdoor

## **Responsibilities:**

Art Direction, Design, Creative Partner  
Management





Hard Rock  
SpongeBob  
25

Paramount+



WHAT'S FUNNED TH...

STREAM LIKE A SPONGE Paramount+  
STREAM LIKE A SPONGE Paramount+

RAILROAD CROSSING  
CROSSING 3  
TRACKS

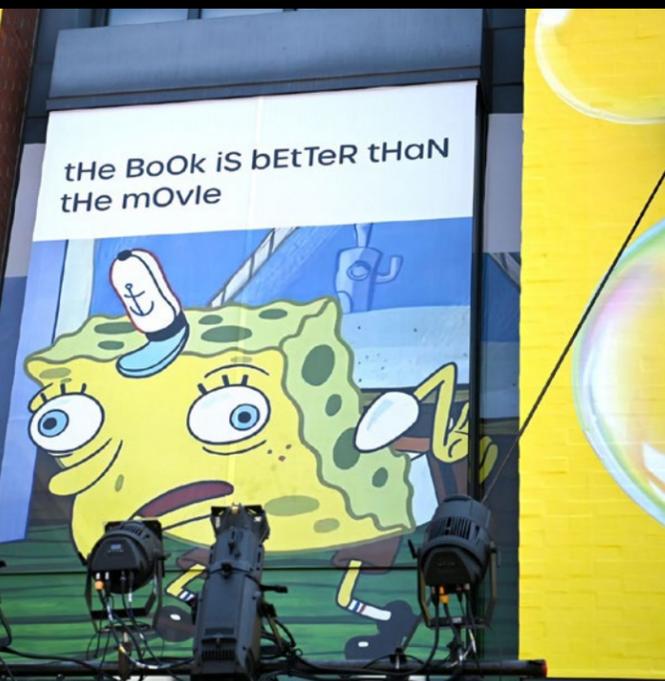
N/B 5TH AVE  
HARBOR - J ST  
**CLOSED**  
TO THRU TRAFFIC  
WED JULY 24 -  
SUN JULY 28, 2024  
7 AM - 10 PM  
FOR SPECIAL EVENT

Caslamp  
Quarter

BIG OUTDOOR

M. King Jr. Promenade

Park



SO MUCH MORE SP



EXCLUSIVELY ON  
*Paramount+*



FOR 25 YEARS,  
SPONGEBOB'S BOUNDLESS  
POSITIVITY HAS INSPIRED

**IMAAAGINAAATION!**

TAKE SOME TIME TO SOAK IN THESE SPONGE-TASTIC  
PIECES FROM ARTISTS AROUND THE WORLD!

(NOTE: DON'T WORRY, NONE OF THEM TOOK SQUIDWARD'S ART CLASS.)



# Branding

I've had the chance to create distinct identities for many of Nickelodeon's properties, as well as being part of bringing the Nickelodeon brand itself to life. Collaborating with writers, strategists, and creative directors to define what an initiative stands for, I then translate that into a cohesive visual system. Whether refreshing a legacy property or building something new, I aim for design that feels inevitable once you see it.

# Nickelodeon Notebook

Each year, Nickelodeon's ad sales team commissions a branded notebook as a client gift and showcase of the network's creative spirit. As Art Director and Designer, I led concepting and design for multiple editions, pushing the boundaries of print production, materials, and playful brand storytelling.

The 2020 edition on the next pages featured a soft touch die cut cover revealing a character pattern, inner gatefold timeline, and retro stickers. The directional emphasis remained on the iconic colors of Nickelodeon, and the brand before its 2023 rebrand.

## **Credits:**

SVP, Design & Animation: Michael Waldron

VP Brand Creative: Sandy Goijburg

Design Director: Jane Trieu

Designer: Madeline Persson

Designer: Tiffany DeJesus

Designer: Martin Flores

## **Responsibilities:**

Art Direction, Design





40

YEARS

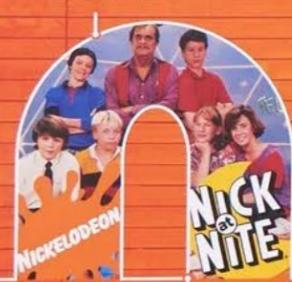
OF

nick

HISTORY

1979

- NICKELODEON LAUNCHES AS TV'S FIRST-EVER KIDS' NETWORK
- YOU CAN'T DO THAT ON TELEVISION PREMIERES



1985

NICK AT NITE LAUNCHES

1987

FIRST-EVER KIDS' CHOICE AWARDS



1986

DOUBLE DARE PREMIERES

1988

NICK JR. PRESCHOOL BLOCK LAUNCHES



1994

ALL THAT DEBUTS

1991

DOUG, RUGRATS AND THE REN AND STIMPY SHOW PREMIERE



1996

- BLUE'S CLUES AND KENAN & KEL PREMIERE
- FIRST FEATURE FILM: HARRIET THE SPY



1998

THE RUGRATS MOVIE FEATURE FILM

1997

GOOD BURGER FEATURE FILM



2000

DORA THE EXPLORER PREMIERES



1999

SPONGEBOB SQUAREPANTS PREMIERES

2003

- NICKTOONS LAUNCHES
- FIRST-EVER NICK HOTEL OPENS

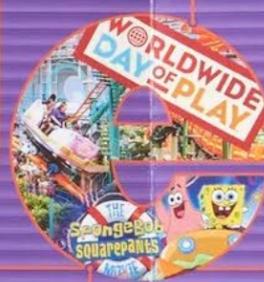


2001

- THE FAIRLY ODDPARENTS PREMIERES
- FIRST-EVER OSCAR® NOMINATION: JIMMY NEUTRON: BOY GENIUS (BEST ANIMATED FILM)

2009

NICKELODEON UNIVERSE OPENS AT MALL OF AMERICA



2004

- THE SPONGEBOB SQUAREPANTS MOVIE FEATURE FILM
- FIRST-EVER WORLDWIDE DAY OF PLAY

2013

PAW PATROL PREMIERES



2017

- NICKELODEON RESORT PUNTA CANA OPENS
- SPONGEBOB THE BROADWAY MUSICAL OPENS

2014

FIRST-EVER KIDS' CHOICE SPORTS

2018

- RISE OF THE TEENAGE MUTANT NINJA TURTLES PREMIERES
- FIRST-EVER U.S. SLIMEFEST



2019

NICKELODEON TURNS 40



# Slime in Space

My inner kid rejoiced when I got the chance to design something that got shot into space. This embroidered piece is the mission patch for Nickelodeon's Slime in Space initiative. This project aims to develop educational videos and other digital content on slime experiments in space.

The videos show International Space Station crew members conducting slime experiments related to STEM concepts commonly covered in elementary and middle school. The content is meant to spark an interest in microgravity research and help students learn about STEM topics such as fluid flow and materials engineering.

## **Credits:**

SVP, Design & Animation: Michael Waldron

VP Brand Creative: Sandy Goijburg

Design Director: Jane Trieu

## **Responsibilities:**

Design







# SpongeBob x Roku

Paramount and Roku partnered on an immersive campaign that included an animated vehicle parade in Roku City on the screensaver, as well as a takeover of the home screen with an animated theme, which directed viewers to SpongeBob content on Paramount+.

## **Credits:**

SVP, Design & Animation: Michael Waldron

VP Brand Creative: Sandy Goijburg

Design Director: Jane Trieu

## **Responsibilities:**

Art Direction, Design

Roku

Netflix

1 of 24 Items

NETFLIX

Disney+

peacock

Roku Channel

Paramount+

discovery+

YouTube

max

hulu

ESPN

prime video

Apple tv

WATCH LIKE A SPONGE

SO MUCH MORE SPONGEBOB

EXCLUSIVELY ON Paramount+

WATCH NOW

\* for Options • 4:58 pm

Roku

Netflix

1 of 24 Items

NETFLIX

Disney+

peacock

Roku Channel

Paramount+

discovery+

YouTube

max

hulu

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# Nick News

I developed a collage-based visual system for the Nick News style guide, one that could flex across multiple specials while maintaining a unified identity. The toolkit balances bold typography, layered textures, and expressive imagery to reflect the show's mix of youthful curiosity and journalistic credibility, giving each episode its own visual fingerprint within a cohesive framework.

## **Credits:**

SVP, Design & Animation: Michael Waldron

VP Brand Creative: Sandy Goijburg

Design Director: Jane Trieu

## **Responsibilities:**

Design



**nick**  
**NEWS**

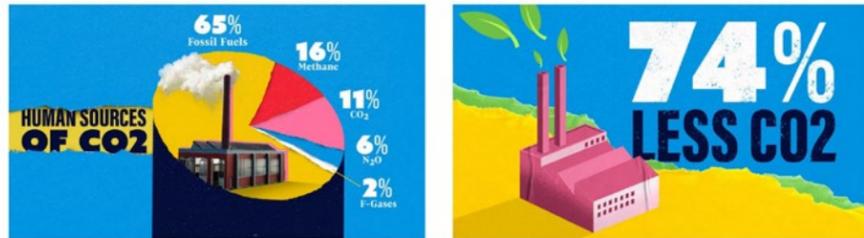
**STYLE GUIDE**



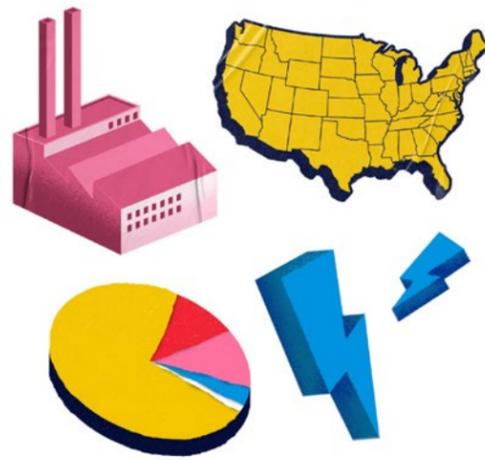
**nick NEWS**

After over 20 years of educating and informing kids, Nick News is back. We're here to make sense of the noise, and make complex and often difficult issues digestible and clear for kids. We are utilizing a bright and modern color palette that will help us do just that. We aim to be authentic and relatable in our visual language. We recognize that kids have a voice, and that voice matters. The typography in this kit is strong and bold to reflect that of this new generation. This guide is a resource that will help deliver journalism through the Nick lens. Take a look as we let kids know what's going on in their world.

### NICK NEWS STYLE FRAMES



### ILLUSTRATED ICONS



Custom illustrated icons serve to support data points & add a visual flair to the overall branding. They are tailor-made to the topic & have some sort of tactile treatment applied.

### NICK NEWS UBER BRANDING



The Nick News look is defined by the punchy color palette & torn paper textures. One main color is used to create a clean and versatile background for a range of information. Large, bold typography delivers the message with clarity and style.

### COLOR PALETTE



This palette is intended for all uber Nick News branding. It is subject to change for each special, for instance the introduction of a green for an episode about the environment.

### NICK NEWS OVERVIEW



### LOGO



### GRAPHIC ELEMENTS



### SPECIALS CASE STUDY 1





## SUPER TROOP

Girl Scout Troop 6000 was created to serve and empower girls experiencing homelessness in New York City by giving them a community.



Be Inclusive

Nick News

Live Healthy

Get Inspired

Preschool

# Kids' Choice Awards 2024 Style Guide

For this style guide, we reimagined Nickelodeon's core rebrand through the lens of the show's signature chaos and color. Building on the network's splat-based system, we introduced iridescent rainbow gradients, paint-drip slime textures, and bold typography to create a flexible visual toolkit that felt both distinctly KCA and unmistakably Nickelodeon.

## Credits:

SVP, Design & Animation: Michael Waldron

VP Brand Creative: Sandy Goijburg

Design Director: Jane Trieu

Designer: Madeline Persson

## Responsibilities:

Design



nickelodeon

**KIDS'**  
**CHOICE**  
**AWARDS**  
**2024**

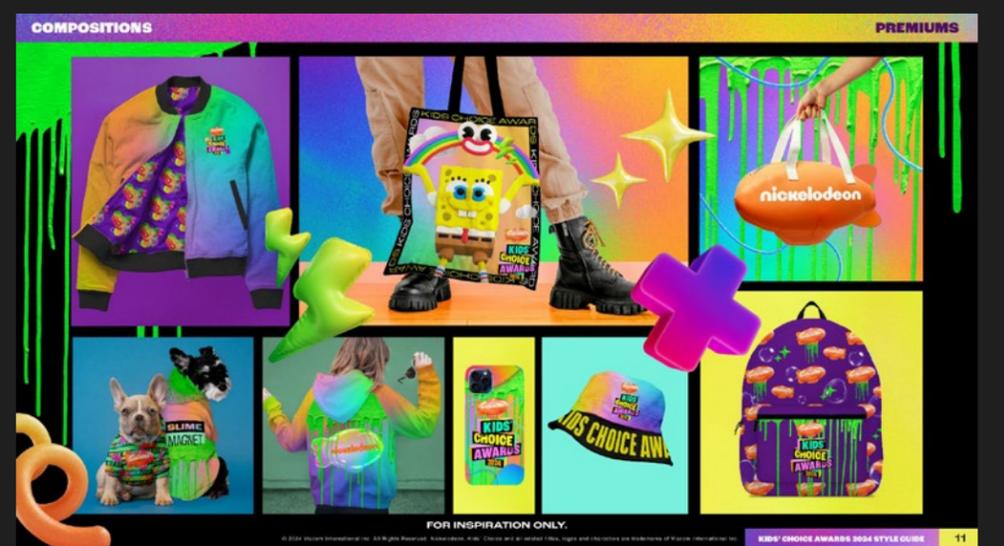
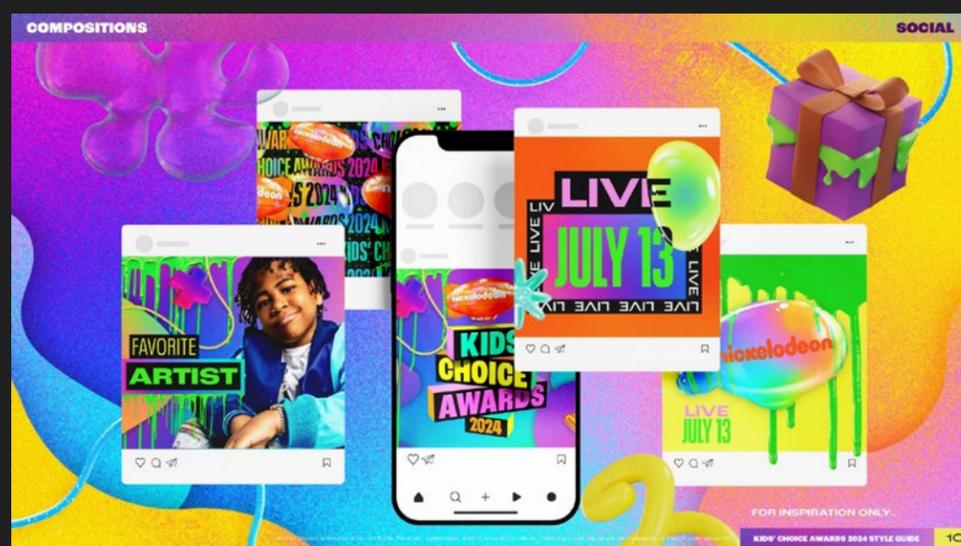
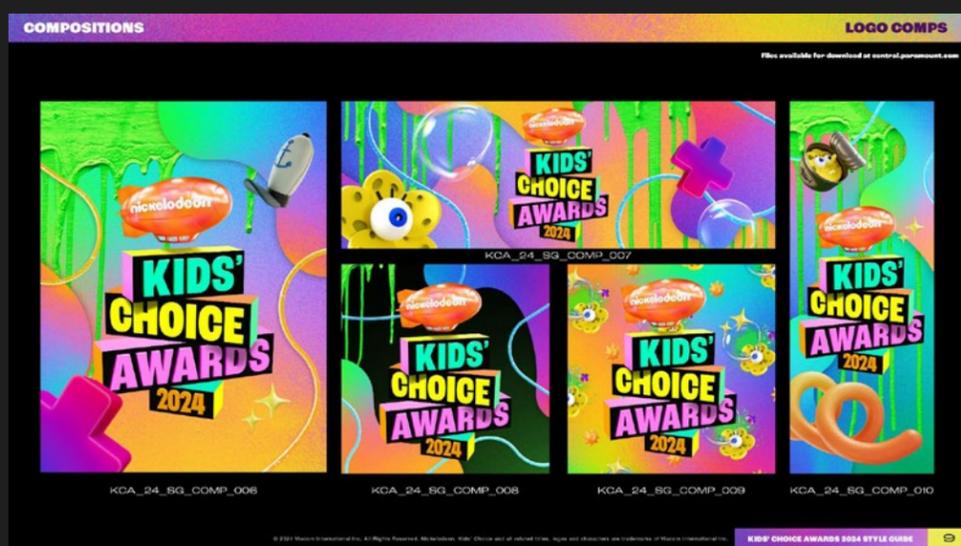
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THE STYLE GUIDE THE STYLE GUIDE

Welcome to Kids' Choice 2024. Our graphic journey this year brings us to a place that is unrelentingly optimistic, delightfully colorful, and monumentally messy. It's gonna be the show of a lifetime! We're positively sure that this style guide is nothing but ELITE eye candy. There are colorful gradients, new, drippy Slime assets and funky fresh icons that are unmistakably Nickelodeon. Hold on to your bubble Blimp because it's about to be poppin'!

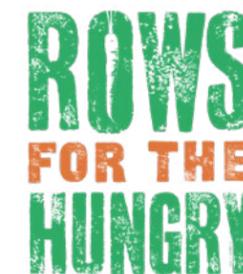
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# Logos

From Nickelodeon shows to independent brands, I create marks that tell stories in a single glance. Whether for a series, a campaign, or a small business, my focus is on crafting bold, memorable identities that feel both timeless and full of character.

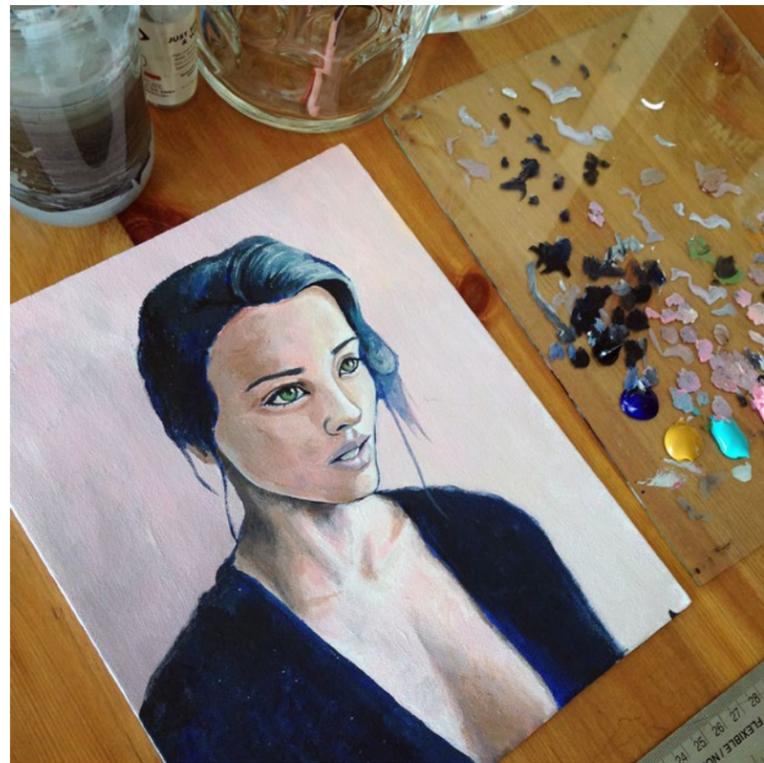


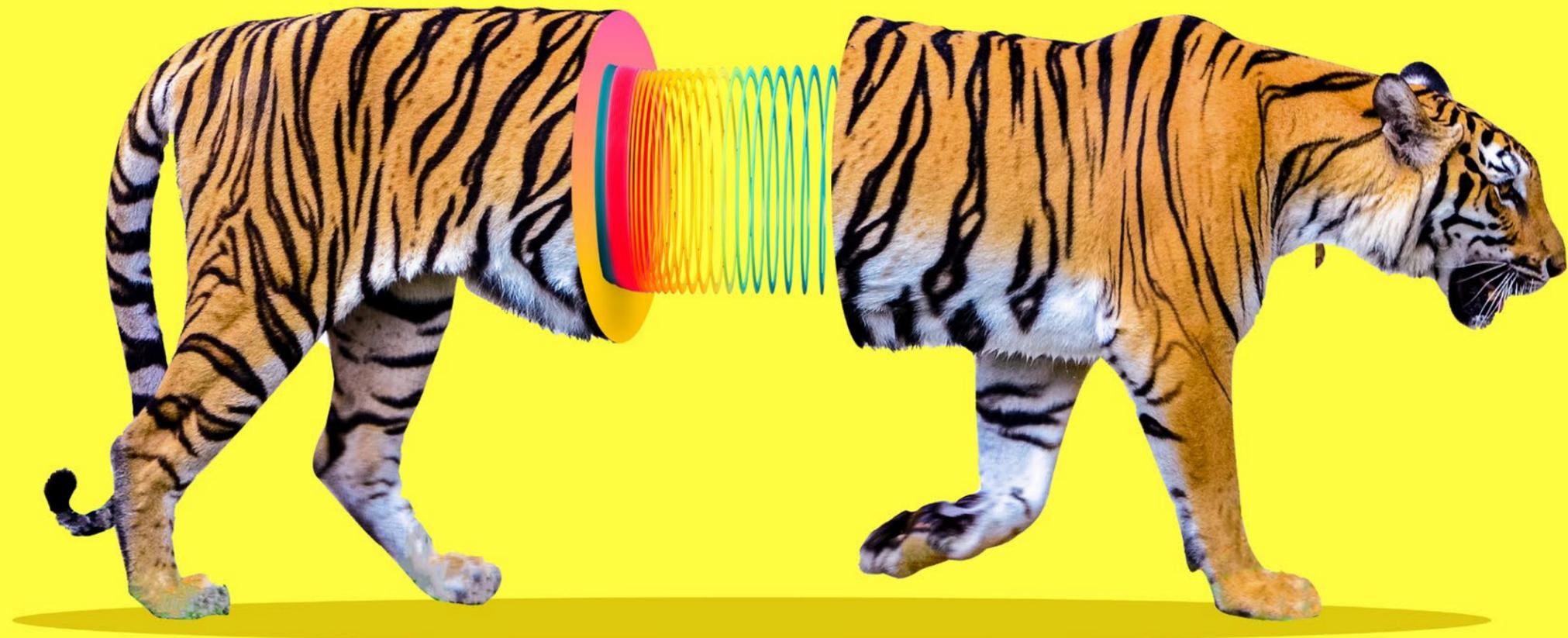
# Personal

Outside of my professional work, I love making something just for fun: sketches, photography, or small experiments that remind me why I fell in love with design in the first place. It's a space to play, explore, and keep my creative muscles moving. I also practice hand-poked tattooing whenever the opportunity arises.









# JOHN KUTLU

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