Benoit Maindrault –
Graphic Designer

Selected
Works
Benoit Maindrault is a graphic designer playing at the intersection of sports and culture.
Profile

Benoit Maindrault is a french designer helping sports professionals cultivate long term value by developing visual identities and digital contents that launch and grow brands.

Clients include visual & sensory skill training companies, youth & professional players development companies, medias professionals and professional athletes (Meyend Sports, Kentucky Basketball Commission, Leading Athletics, Camp One, Darius Miller Foundation, Patryk Janiszewski, G2 Athletics, Aaron Poole Images, Chris Elise, Cooper Neill, and more).

Services

· Visual brand identity design
· Brand consultation
· Logo design
· Website design
· Naming
Aaron Poole Images

Visual brand identity for Aaron Poole, photographer having a front row seat to some of the most iconic moments in sports and entertainment history, based in Los Angeles.

We develop a visual identity allowing him being recognizable and autonomous to communicate fast on major events through social media.
America Music Awards !!!

My trip to the @DrewLeague

LOS ANGELES

ATLANTA
Darius Miller

Logo and branding collaterals for Darius Miller, NBA player at New Orleans Pelicans. The logo is used for his foundation and his AAU team.
Big Win today!! #dariusmiller #AAU
Athlete Brand Agency

Athlete Brand Agency (ABA) is a full-service brand development creative agency based in Orlando, FL. Understanding the needs of professional athletes in today's game of web, social, and content creation, ABA is dedicated to ensuring their image is empowered with the best available tools for authentic, genuine story telling.
Drew League Report

Selection of photos and creation of a promotional e-book for Aaron Poole Images (Los Angeles) featuring his work during the 2018 Drew League.
G2 Athletics

G2 Athletics is a basketball players development company based in Vancouver, Canada.
The visual identity is modular in order to organize and hierarchize the messages of the brand.
The mark, wordmark and tagline can be displayed separately or together according to the needs.
Several weights of Eurostile font family have been picked up to ensure consistency.
Black & white are used for brand messaging and materials that are directly associated with the brand.
Orange is used as the accent color and makes the brand recognizable in events through materials such as uniforms and G2 gear.
Logotypes and brand marks

Selection of brand marks and logotypes I designed for various clients between 2016 and 2019.
Who’s next?
Let’s talk about your brand.

I’d love to hear from you.
Email me at benoit.maindrault@gmail.com.

Instagram
LinkedIn