

Artist lends talent to area causes

Man donates work to club's cookbook

BY PAM WITMER

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In Len Eckert's world, a cartoon sea turtle rides a wave at a water park.

A gopher tortoise gets his toes pinched by unobservant motorists.

And a lion appears in yellow work boots with a pressure-washing hose.

The Estero graphics artist puts his artistic talents to work creating images that bring his clients' businesses to life visually. His customers come from throughout Southwest Florida.

What he creates are images that become symbols for the companies. Symbols known as icons.

That's where he gets the name for his company: iconDO.

"I try to give small businesses an opportunity to make a good first impression," Eckert said.

"I enjoy making people look professional."

In the next few weeks, Eckert will be volunteering his talents to design the cover art, and pages for an upcoming cookbook project by the Zonta Club of Bonita Springs.

He also volunteered his talent and time to create the program for the upcoming Bonita Springs Relay for Life.

"I like to be involved in the community. I do what I can to contribute."

Like most graphic artists who design for businesses, Eckert's work is widely seen by the public. But no one knows the name or the face that goes with the work.

His clients include the Diamond District, Lake House Bar & Grill and Bonita Living.

His wave-riding sea turtle was designed for the new Col-



PAM WITMER/THE NEWS-PRESS

■ Estero graphic artist Len Eckert designs logos for small businesses and donates time and talent for community projects in Southwest Florida.

lier County water park. The logo is on pins, clothing, flotation devices and advertising for the water park.

Visitors to Barefoot Beach Preserve for the past year have seen Eckert's colorful cartoon drawing of a gopher tortoise with his toes under a car tire.

The sign reads: "Don't tread on me."

The concept was the idea of Murdo Smith, Region 1 Manager for the Collier County park just south of Bonita Beach Road.

"We have placed them along the boardwalks coming off the beach to remind people to look under their cars when they leave the beach," Smith said. "They came out very cute and they are working well."

ABOUT HIS BUSINESS

- **Who:** Len Eckert
- **What:** Graphic artist with his business, iconDO, in his home in Estero
- **Services:** Logo design, branding, architectural renderings, character development, illustration, art direction, package design, advertising design, technical assistance, site development, architectural renderings
- **Dream clients:** "Any sports team, and I would love to do a radio station logo — that would be right up my alley."
- **Cell phone ring tone:** ACDC's "Back in Black"



■ Work by graphic artist Len Eckert of Estero.



■ Estero graphic artist Len Eckert's art is becoming well known around Southwest Florida, but his face and name aren't connected to his work.



■ This gopher tortoise cartoon image at Barefoot Beach Preserve is by Estero graphic artist Len Eckert.



■ The cartoon image of the sea turtle catching a wave, designed for Collier County's new water park, is the work of Estero graphic artist Len Eckert.