



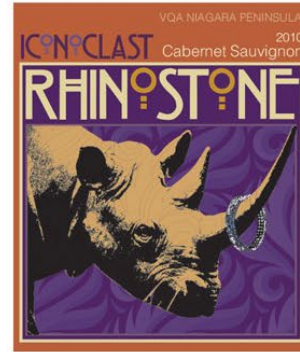
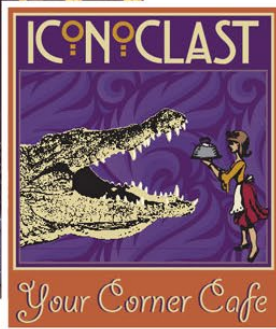
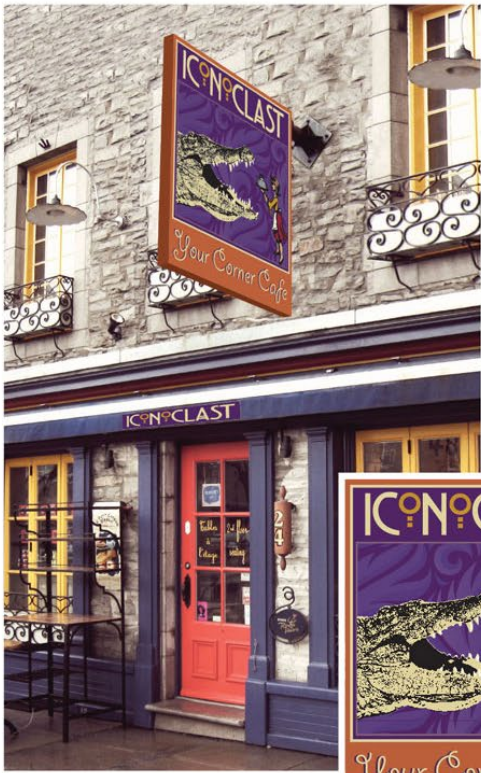
Marilyn
Gregory

resume
website

705-327-9444

www.marilyngregorygraphicdesigner.com

mjgregoryca@yahoo.ca



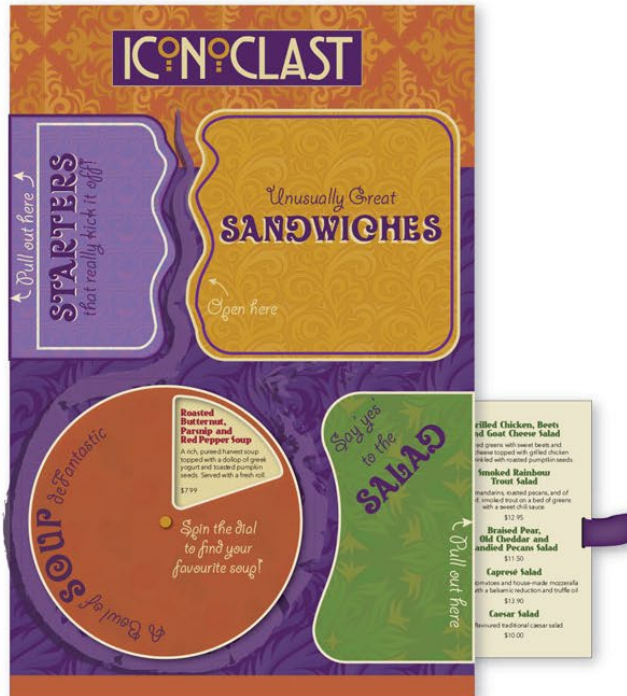
Iconoclast Restaurant: Branding, Menu and Signage development

Logo | Branding | Print | Packaging

When a menu has spinning dials and pull-out pockets, one would anticipate there is something different at this establishment. Incongruous as Monty Python, this bohemian-chic restaurant is looking forward to a patronage of artists, philosophers, musicians, professionals, who will while the night away in collegial debate. The layered patterns in a warm and bold colour scheme all play a role in establishing their 'look'.

Programs used: Illustrator
InDesign
Photoshop

Typefaces used: Strong Glasgow
Oliver
Angelina





Marilyn Gregory

DIDOT
A MODERN TYPEFACE BY
FIRMIN DIDOT

FIRMIN DIDOT: A BIOGRAPHY
1764-1836

Firmin Didot's grandfather, Francois Didot, received his printer's charter from the king in 1734. This was the beginning of an important and trend-setting publishing house. His father, Andre-Jean-Francois, among numerous other tomes, printed a 32-volume collection of French classics commissioned by Louis the XVI. With the French Revolution churning in the streets of Paris, Firmin Didot followed the printing tradition as engraver, printer and type founder in the family business. Firmin became known for his innovations in printing techniques and simpler aesthetics of design.

Firmin Didot invented or refined a process which he called 'stereotyping'. This involves creating a paper mache or plaster mould from the composited plate. The mould is then filled with molten metal to form a solid plate which can be reused many times and stored in the event that further print runs are required. This was a much quicker and

more cost effective printing process allowing more people to afford inexpensive novels.

Firmin at the age of 19, along with his apparently convivial Italian rival, Giambattista Bodoni, were credited with designing typefaces which defined the Modern style — also often referred to as the Didone style. There is some debate as to whether one or the other led the way but it is known that they both pushed the envelope of 'modern' graphic sensibility. One source suggests that Bodoni became more popular as the fine serifs of 'Didot' were always breaking off.

Didot's development in modern typeface design gained him the position of 'Director of the Imperial Foundry' from Napoleon Bonaparte. Through his influence margins became generous, overly ornate borders were removed and the page layout was devised to be clean, simplified and well organized.

DIDOT: THE TYPEFACE

Didot is classified as a modern typeface. It is characterized by dramatic contrasts between the hairline strokes and the thick stem strokes. There is a strong vertical stress leading the eye upwards. For this reason it is generally not recommended for extensive body copy unless it is set with significant leading. The thin hairlines can tend to disappear in body copy giving a 'dazzle' effect. The serifs are made of unbracketed very fine strokes. As a whole the typeface is geometrical and has a clean, sharp appearance. It is possible that the refined engraving tools of the day allowed them to create finer and sharper letter forms.

Today the typeface is associated with sophistication and fashion and therefore Didot along with other Didone typefaces are often found on titles of fashion magazines and in ads of high-end clothing, jewelry, etc. When used as a heading it is quite dramatic but with a classic look. It has been used in a multitude of settings including *Bazaar*, *ES*, *News*, *What is Modern Design?*, *Modern Family*, and *Vogue Magazine*.

In 1991 Adrian Frutiger redrew this typeface for Linotype. It includes twelve weights, a headline version and graphic ornaments. Didot has certainly become a classic.

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Firmin Didot and his Thoroughly Modern Typeface

Editorial | Print

A two-page spread of Didot, the typeface, includes a biography, typeface description, type specimen and images relating to the typeface.

The layout utilizes the layout Firmin Didot pioneered in the family print house in Paris with large, clean margins and limited ornamentation.

To illustrate contemporary usage of the typeface — particularly in the fashion industry, a torn page element on the left hand page exposes a portion of a Vogue Magazine cover.

Programs used: InDesign
Photoshop

Typefaces used: Didot





Organs and tissue that can be donated: heart, liver, kidneys, pancreas, lungs, small bowel, stomach, corneas, heart valves, bone & skin.

Why donate? There is always a shortage of organs and tissue available for transplantation. Today over 1,200 Ontarians are waiting to receive organ transplants, and thousands await tissue transplants. Every three days, one person dies while waiting for an organ.

When would they take my organs? The foremost concern for health care professionals is to do everything possible to save lives. When all lifesaving efforts have failed and the patient has been declared brain dead, the doctor determines if the organs can be used for transplant.

What happens after? The body is released to the family or funeral home. Every effort is made to schedule the recovery of organs and tissue in a timely fashion — usually within 74 hours.

With loved ones' consent the vital organs are artificially maintained by ventilator to keep them suitable for transplant. Then Trillium Gift for Life Network is contacted to connect the organs to potential recipients.

How to register:
 1. Have your Health Card ready
 2. Go to beadonor.ca to fill in the online form

Does my age, medical condition, or sexual orientation prevent me from being a donor?
 Everyone can be a donor regardless of age, medical condition or sexual orientation. Your decision to register should not be based on whether you think you would be eligible or not. A donor's eligibility is determined by the health care team upon their death.

Do families pay any costs?
 No, families should not incur any costs associated with the donation process.

What about my religion?
 Most major religions support organ and tissue donation because it can save the life of another. If your religion restricts the use of body after death, consult religious leader.

One donor can save up to 8 lives through organ donation & enhance as many as 75 through the gift of tissue donation.

Few gifts mean so much and require so little!



Marilyn Gregory

Have a Heart: Organ donation campaign

Logos | branding | digital media

The double entendre of "Have a Heart" inspired the storied approach to the logo. A set of three hearts encased in a segmented container, sequentially losing a piece until the heart is 'free' to move on. The viewer can attach his/her own imaginary or real story to this in order to emotionally connect to the program of organ donation.

The flash banner ad uses this sequence through animation to 'tell the story' of a young girl receiving a heart.

For a University/College campaign, a pull-up banner, information sheet (which uses a turkish fold to enclose into a tea bag holder), and a bracelet were developed to encourage students to take a break and consider why registering as an organ donor is important.

Isn't it time we increased the odds?



...pass it on

26%
of Health Card Holders are Registered Donors

Every 3 Days
a person dies waiting for an organ transplant

1,581
people are on the waiting list to receive an organ

1,093
organ transplants are performed in one year



In the time that you have a cup of tea, you could register to become a hero.

be.donor.ca

Ontario Organ and Tissue Donations

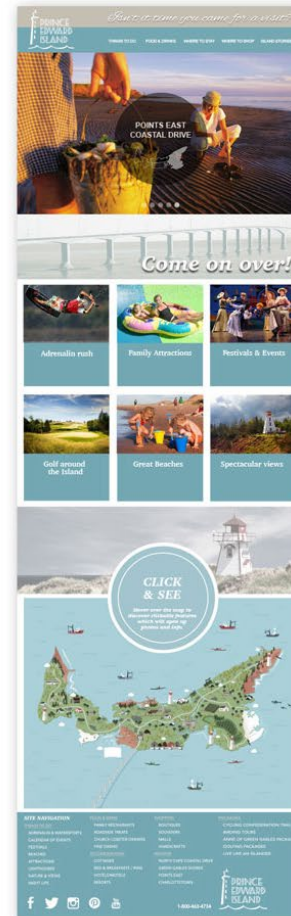


Programs used:

Illustrator
Photoshop
Flash

Typefaces used:

Gill Sans
Colours of Autumn
American Typewriter



CanTravel Prince Edward Island tourism campaign

Logo | Branding | Print | Advertising | Editorial | Digital Media

Prince Edward Island is the smallest province in Canada, but it is surrounded by some of the most beautiful beaches in the world. It is an Island of gorgeous scenery, a classic story book character, countless activities (on the water and off), and of course, the people, known for their warmth and hospitality.

To capture this warmth the campaign slogan, "Don't you think its time you came for a visit?" was adopted and a series of posters suggesting 'the spirit of PEI' coming into your home were developed.

Programs used: Illustrator
Photoshop
InDesign

Typefaces used: Avenir variations
Seaside Resort





Marilyn Gregory



Design and Visual Arts scholarship show: poster and card

Print | Promotion

Georgian College's Design and Visual Arts scholarship show includes many disciplines. In this poster, these are represented by various tools used within each medium.

This poster was inspired by a blue painted canvas background. Using the perspective grid opened up many options in terms of word and image asset placement.

Programs used: Illustrator

Typefaces used: Avenir
Bauhaus





Silence of the Lambs: Movie Poster Remake in Art Deco

Print | Promotion | Illustration

For the 25th Anniversary rerelease, the elements of this movie poster include the death's head moth spread out, much like a pinned exhibit, over a set of bars. This image in front of the light rays in the background conjure up the scene in which Hannibal Lecter has overtaken the guards, killed and splayed one of them across the bars. Below this one sees the Art Deco style elevator indicator which is also significant in the movie. By having the blood drip down onto the lettering one has the impression that the 'horror' may not be confined within the frame.

- Programs used: Illustrator, Photoshop, InDesign
- Typefaces used: Betty Noir, Caviar Dreams, Asenine Thin





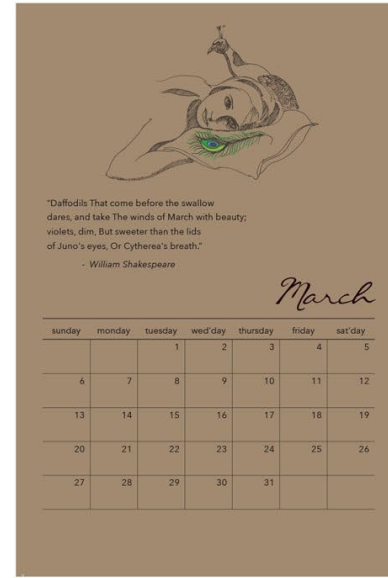
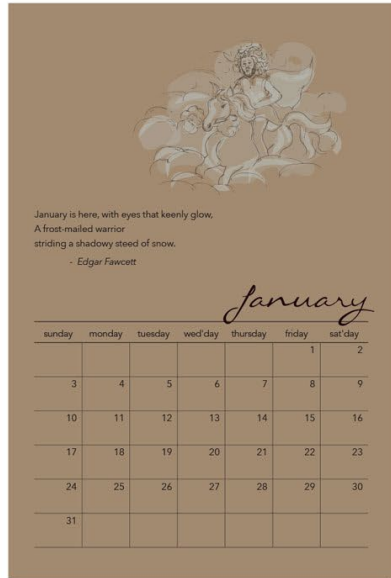
Self Promotional Word and Lettermark

Print | Promotion | Branding

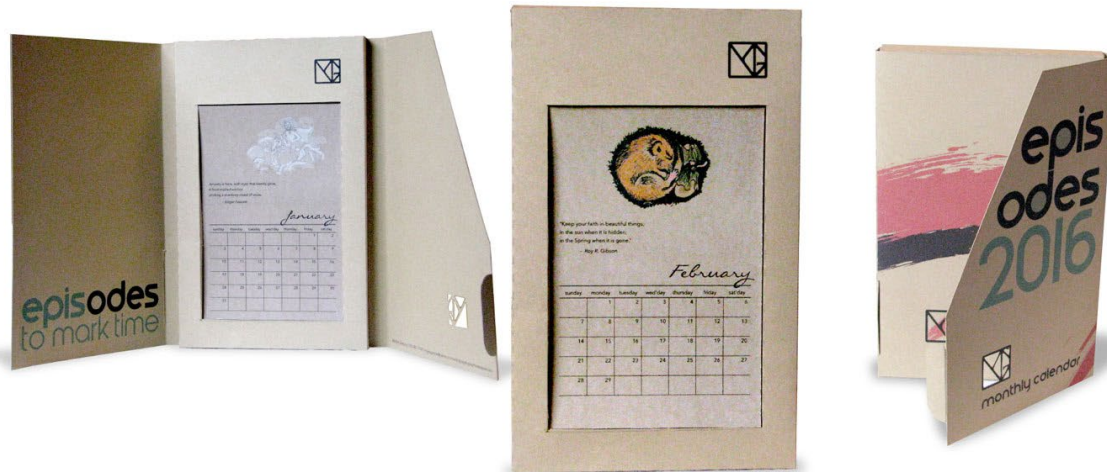
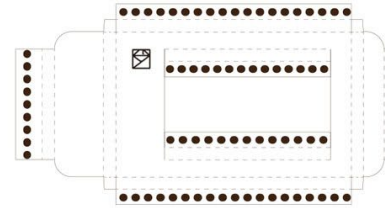
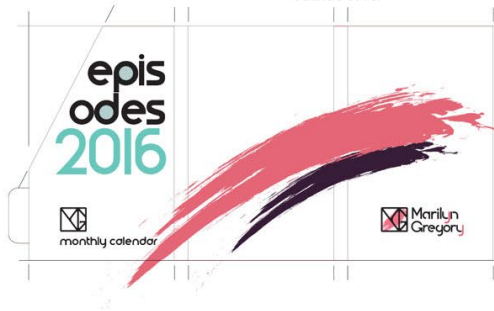
The use of a lettermark or printer's mark is a traditional format dating back to the beginning of printing atleast. This mockup explores the use of the printed name and lettermark used together and independently.

Programs used: Illustrator
Photoshop

Typeface used: Avenir
Modern Deco



outside cover



Self Promo Leave-Behind

Print | Package design | Branding

This packaged calendar incorporates poetry and hand-rendered illustrations to represent each month. These are printed separately on 12 calendar cards contained within a book style, self-standing display box.

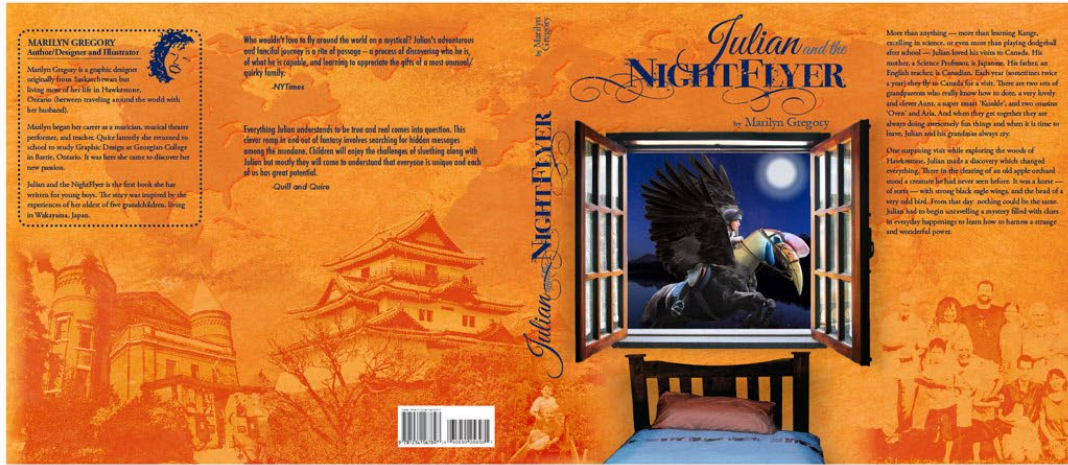
For tactile and visual interest the piece was printed onto craft paper and the lettermark is cutout to create a window on the cover. The concept and dielines were wholly and originally designed.

Programs used: Illustrator
Photoshop

Typefaces used: Smooth Circulars
Modern Deco
HansHand
Avenir



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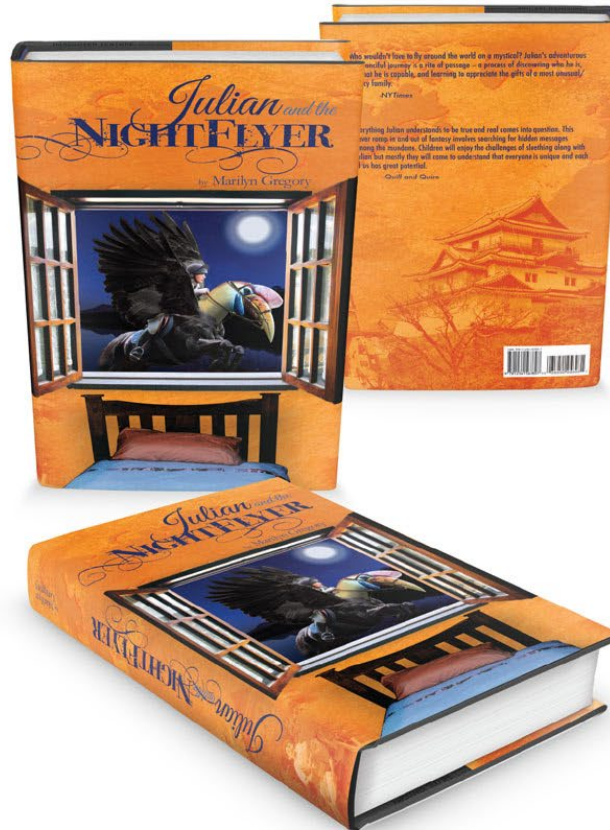
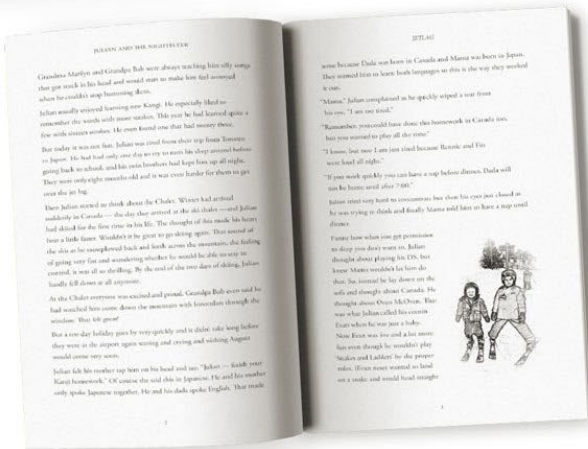
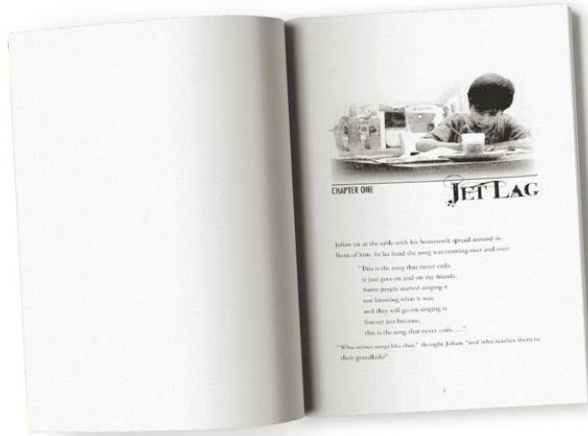
Julian and the NightFlyer: Youth Fantasy Novel

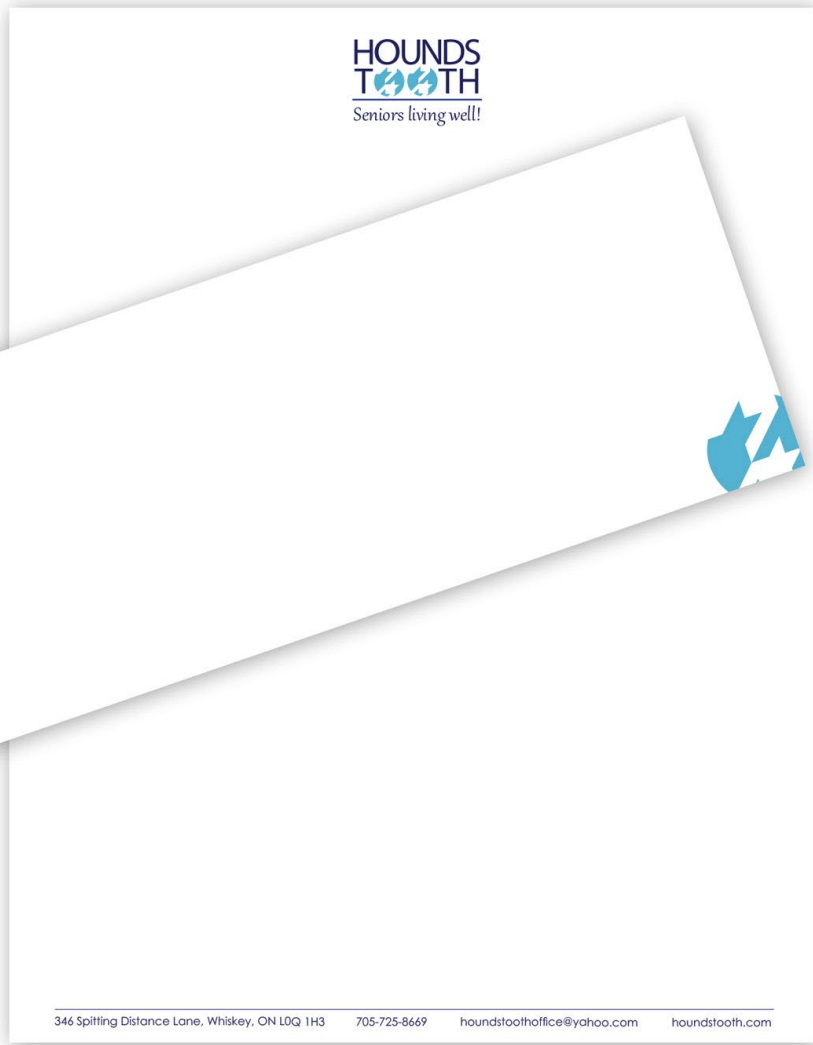
Print | Book Design | Editorial | Illustration

This right of passage youth novel is the story of a boy who discovers and befriends the NightFlyer opening the door to a world of discovery. The fantasy composite image utilizes a young equestrian, two birds, and a night background. The textured orange background of the dust jacket incorporates a world map, images of significant landmarks, and rendered photos of the family who play an important part in his story.

Programs used: Photoshop
Illustrator
InDesign

Typefaces used: iNked God
Great Vibes
Garamond
Futura





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Hounds Tooth: Seniors Living Complex

Branding | Print

The Hounds Tooth seniors communities were developed to meet the expectations of the current baby boomer trends: resort style living with a variety of active facilities, community integration, continuing care, flexibility and the ability to control one's own environment. The name Hounds Tooth simply reflects a distaste for overly pastoral or grandiose names utilizing 'manor', 'pleasant', or any other comparable description.

The logo is very flexible with the option to reverse the colours, use the symbol on its own or to integrate it into the word mark. Its clean and versatile design allows it to be applied in countless applications.

Programs used: Photoshop
Illustrator
InDesign

Typefaces used: Century Gothic
Avenir Next
Gabriola



Marilyn Gregory



**Aria Blooms flower shop:
Promotional and
Identity campaign**

Print | Web | Advertising | Logo |
Branding



The goal of this multi-media campaign was to establish Aria Blooms, a new florist shop in Orillia, as exceptional florists with a community spirit. We utilized variations in saturation levels and developed a light, ethereal look to support the tagline of "Aria Blooms for you". The advertising campaign was developed as a series of monthly magazine ads exploring the many ways in which "Aria blooms for you". This is intended to make people consider the many ways one can appreciate the people in your life through flowers — even the garbage man.

Programs used: Photoshop
Illustrator
InDesign

Typefaces Used: Avenir Next
Callie Hand





Marilyn Gregory

resume
website

Phone: (705) 327-9444
website: marilyngregorygraphicdesigner.com
email: mjgregoryca@yahoo.ca

Thanks for the visit!