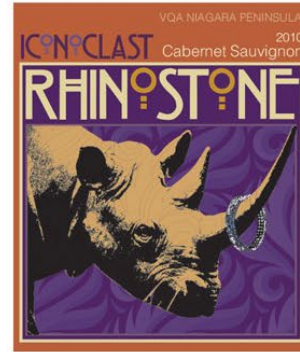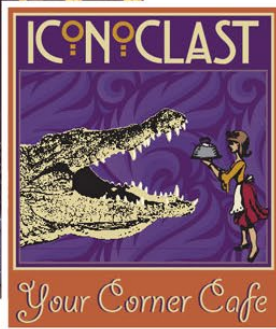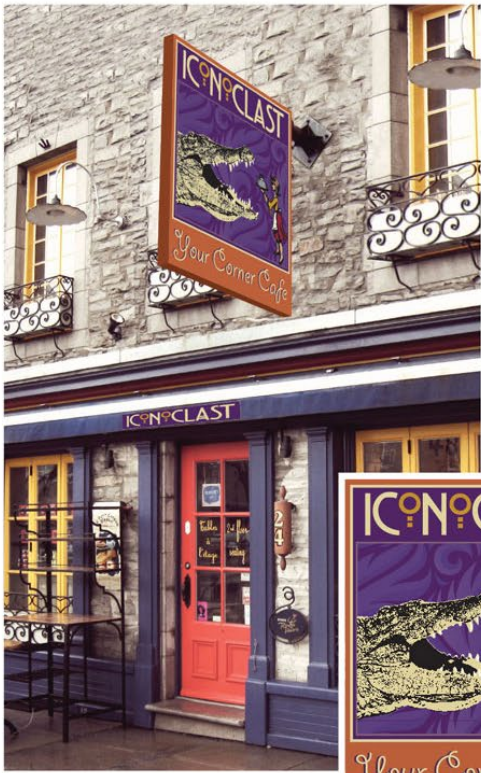# Marilyn Gregory

resume

website

705-327-9444
www.marilyngregorygraphicdesigner.com
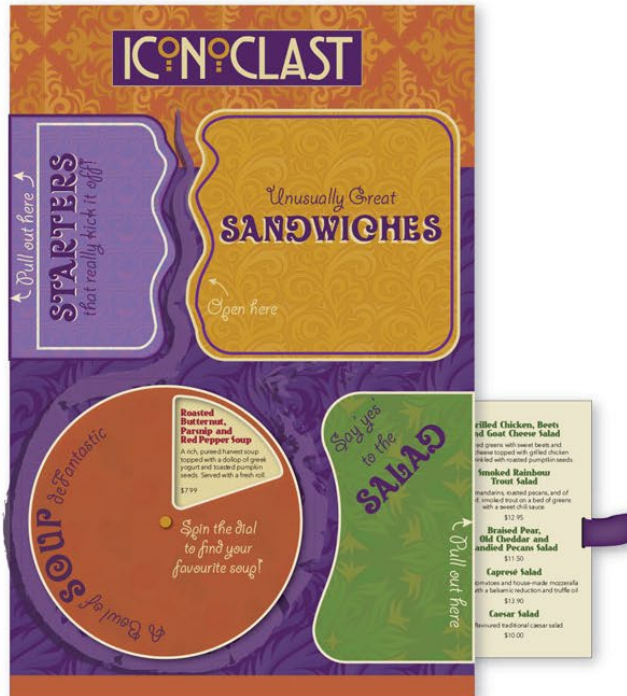**mjgregoryca@yahoo.ca**

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

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

Marilyn Gregory

Have a Heart
pass it on

Isn't it time we increased the odds?

Have a Heart

…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**a**donor.ca

Ontario Organ and Tissue Donations

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 1,500 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 24 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.

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

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.

How to register:
1. Have your Health Card ready
2. Go to be**a**donor.ca to fill in the online form

Few gifts mean **so much** *and require* **so little!**

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 the body after death, consult your religious leader.

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.

Programs used:	Illustrator
	Photoshop
	Flash
Typefaces used:	Gill Sans
	Colours of Autumn
	American Typewriter

Marilyn Gregory

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

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 Lechter 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

Marilyn Gregory

Marilyn Gregory

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.
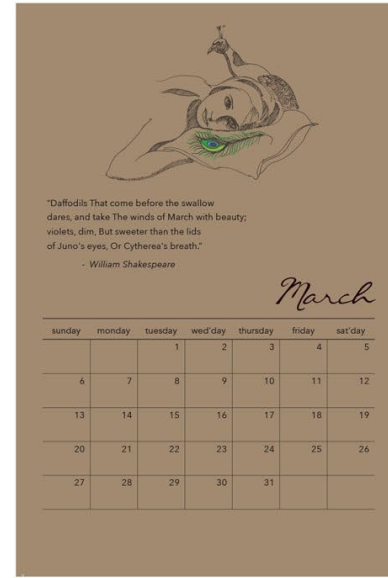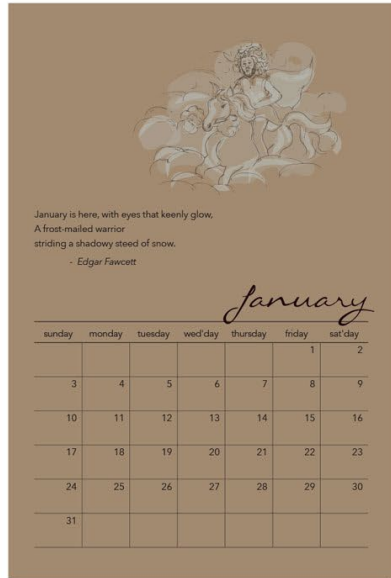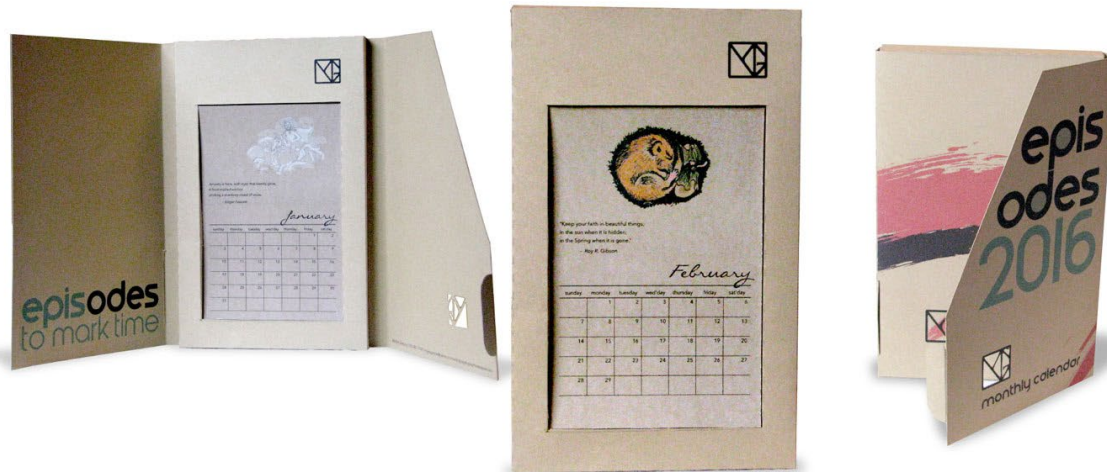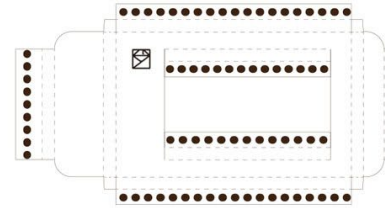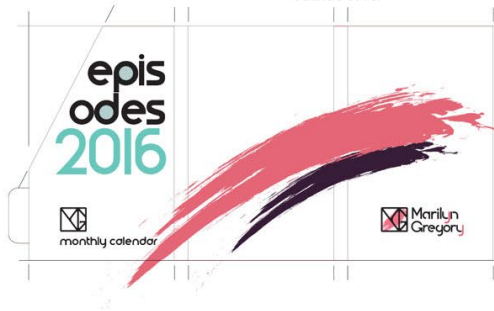
Programs used: Illustrator
                     Photoshop

Typeface used: Avenir
                     Modern Deco

January is here, with eyes that keenly glow,
A frost-mailed warrior
striding a shadowy steed of snow.

- Edgar Fawcett

January

sunday	monday	tuesday	wed'day	thursday	friday	sat'day
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

"Keep your faith in beautiful things;
in the sun when it is hidden,
in the Spring when it is gone."

- Roy R. Gibson

February

sunday	monday	tuesday	wed'day	thursday	friday	sat'day
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29					

"Daffodils That come before the swallow
dares, and take The winds of March with beauty;
violets, dim, But sweeter than the lids
of Juno's eyes, Or Cytherea's breath."

- William Shakespeare

March

sunday	monday	tuesday	wed'day	thursday	friday	sat'day
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

outside cover

Marilyn Gregory

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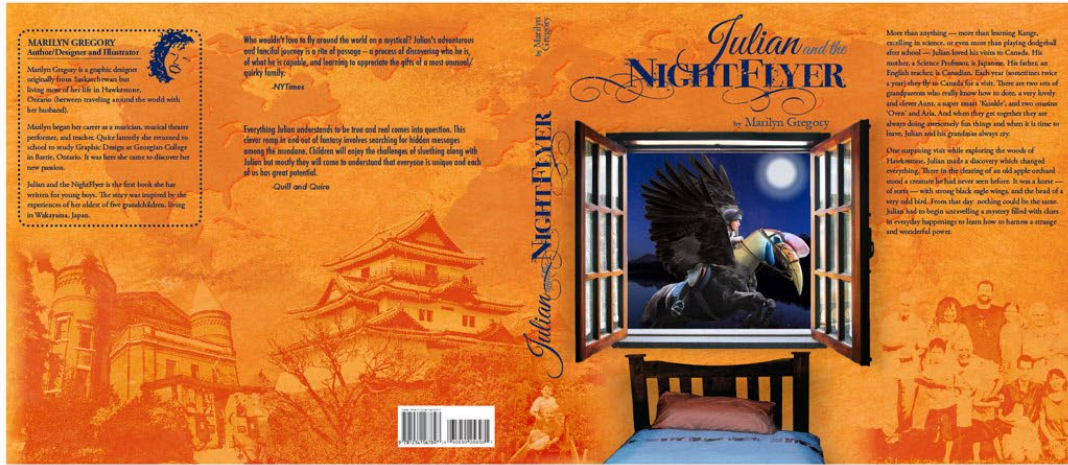
For tactile and visual interest the piece was printed onto craft paper and the lettermark is cutout to create a window on the cover. The concept and dielines were wholly and originally designed.

Programs used:	Illustrator
	Photoshop

| Typefaces used:	Smooth Circulars
	Modern Deco
	HansHand
	Avenir

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 texturized 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
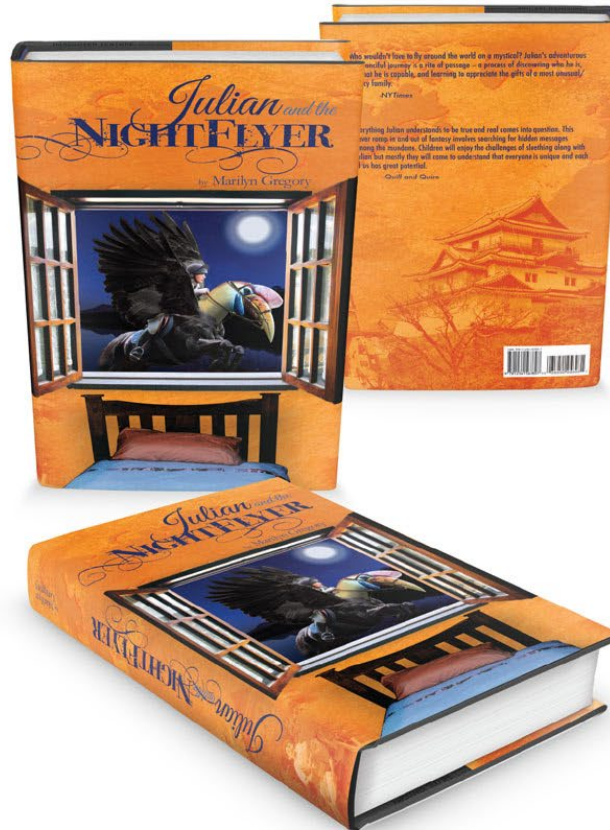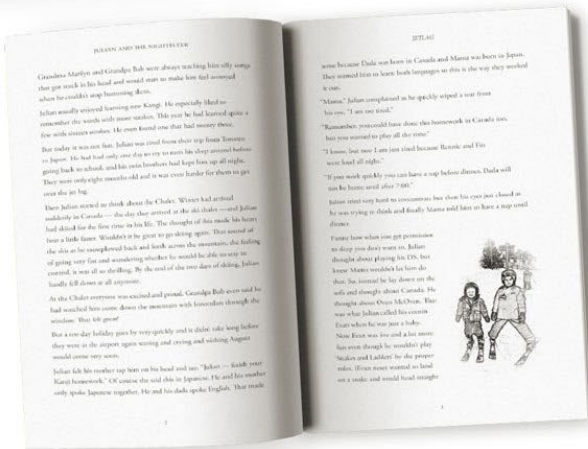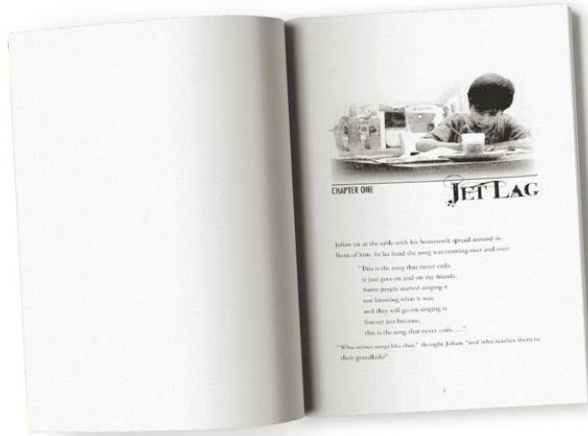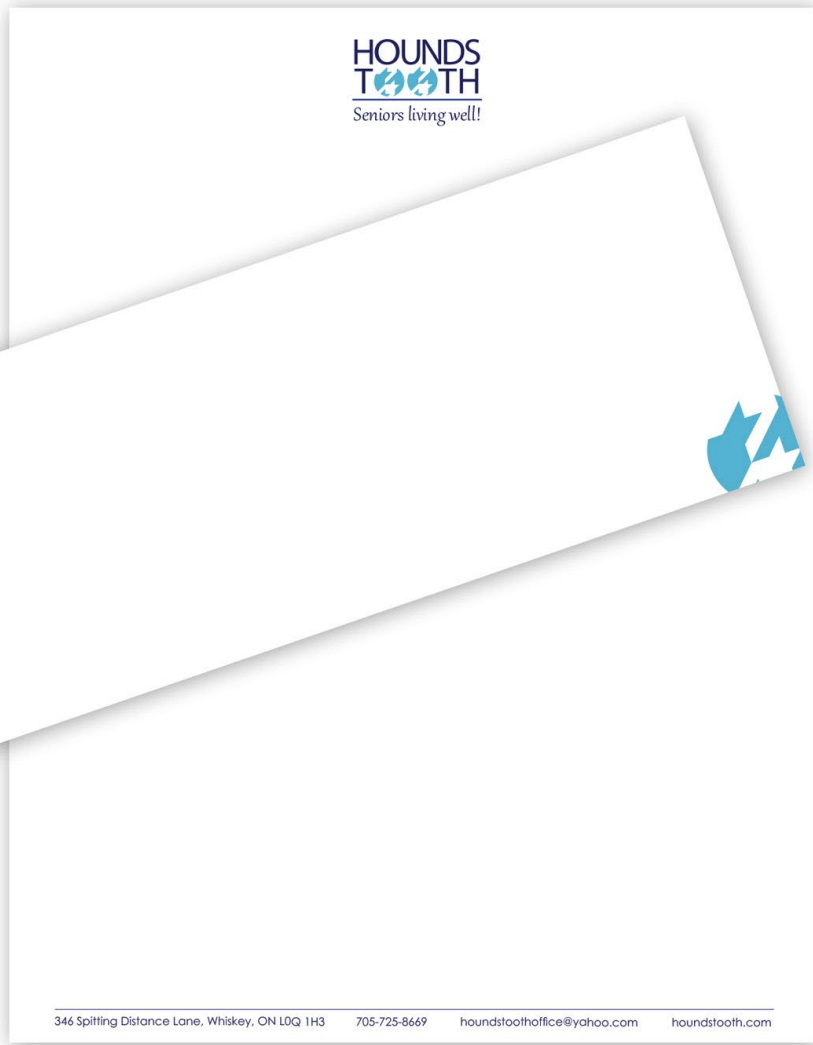
Hounds Tooth: Seniors Living Complex

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

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Ms. Alicia Winters
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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

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Thanks for the visit!