

Portfolio



RUNNING HOUSE

GRAPHIC DESIGN





Let us turn your vision into reality. We are thrilled to hear from you and discuss how our graphic design expertise can bring your ideas to life. Whether you have a specific project in mind or need guidance on branding, logos, marketing materials, or other creative endeavors, we're here to help. Our team at Running House Graphics are dedicated to providing exceptional service and creating stunning designs tailored to your unique needs. We look forward to collaborating with you!

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MAGAZINE SPREAD

I created this cover design, table contents and a one article spread using a variety of techniques, including typography, colour, imagery in a professional layout to create designs that are both aesthetically pleasing and effective in conveying the intended message.



Cover design is an essential aspect of graphic design that involves creating visually appealing and compelling designs for magazine covers.

A well-designed cover can capture the attention of potential readers, listeners, or viewers and communicate the content or message of the work in a powerful way.





MAGAZINE SPREAD



02

These magazine spreads required a deep understanding of the individual target audiences and the intended purpose of the work. I was able to create these designs that not only look great, but also aligned with the brand and message of the work.

PROGRAM GUIDE

03



This is a multi-page program guide created for Kelowna's Oktoberfest.



This eight-page booklet is a full design comprising of a professional layout, using visuals and textual information with an eye-catching colour palette geared towards visibility, readability, emphasis and visual impact. This aesthetically pleasing booklet conveys a proper information hierarchy with presenting information in a logical, creative, and interesting sequence.

POSTER



POSTCARD



A well-designed card can be a powerful tool for communicating messages, building relationships, and establishing a positive image with clients. It is worth investing in me to create a design that accurately represents your business and leave a lasting impression on your clients.

GREETING CARD

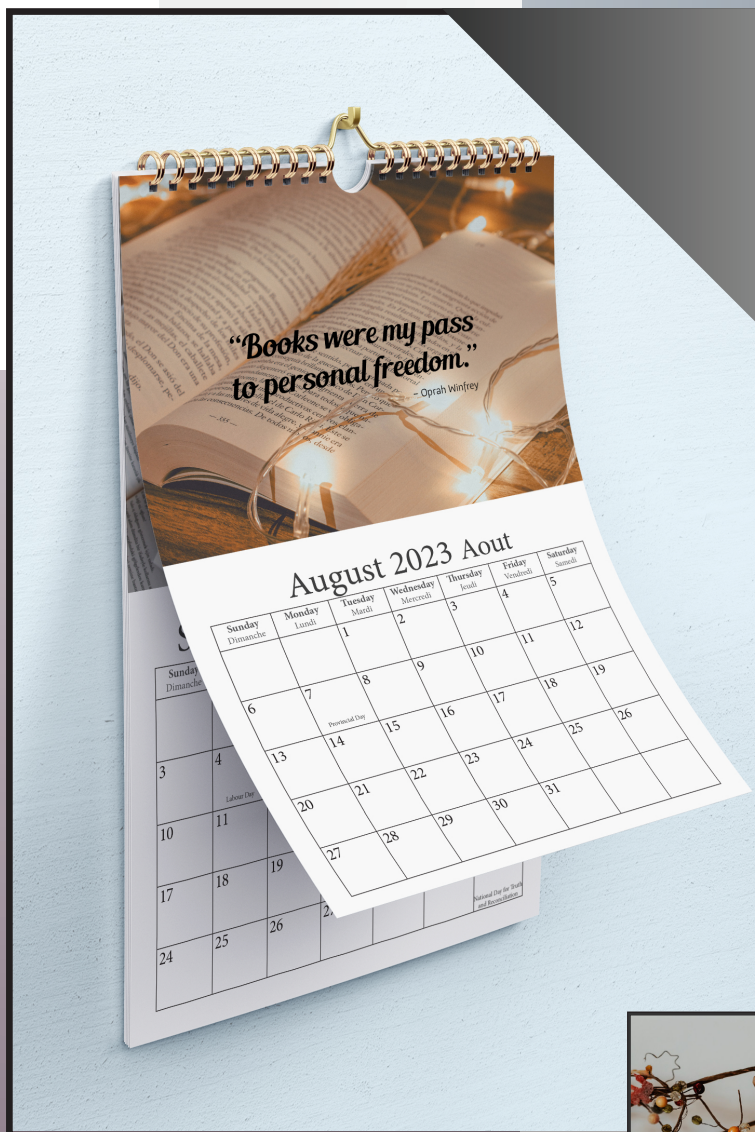


04

PRINT DESIGN



Staying organized and on top of activities with this beautifully designed calendar is beneficial in improving productivity and can reduce stress.



05

CALENDAR

PRINT DESIGN





Multi-Fold Brochure



BLUE OX BREWERY RE-BRAND

Grand Opening
Poster



Many visual elements were created effectively in executing Blue Ox's re-branding. When re-branding a company, it requires a thoughtful and strategic approach to ensure that the new branding accurately represents the company's values, personality, and unique selling points.

I was able to navigate this process by providing expert guidance on the visual elements of their re-brand, such as creating a new logo, designing marketing and product materials and, ensuring consistency across all communication channels.

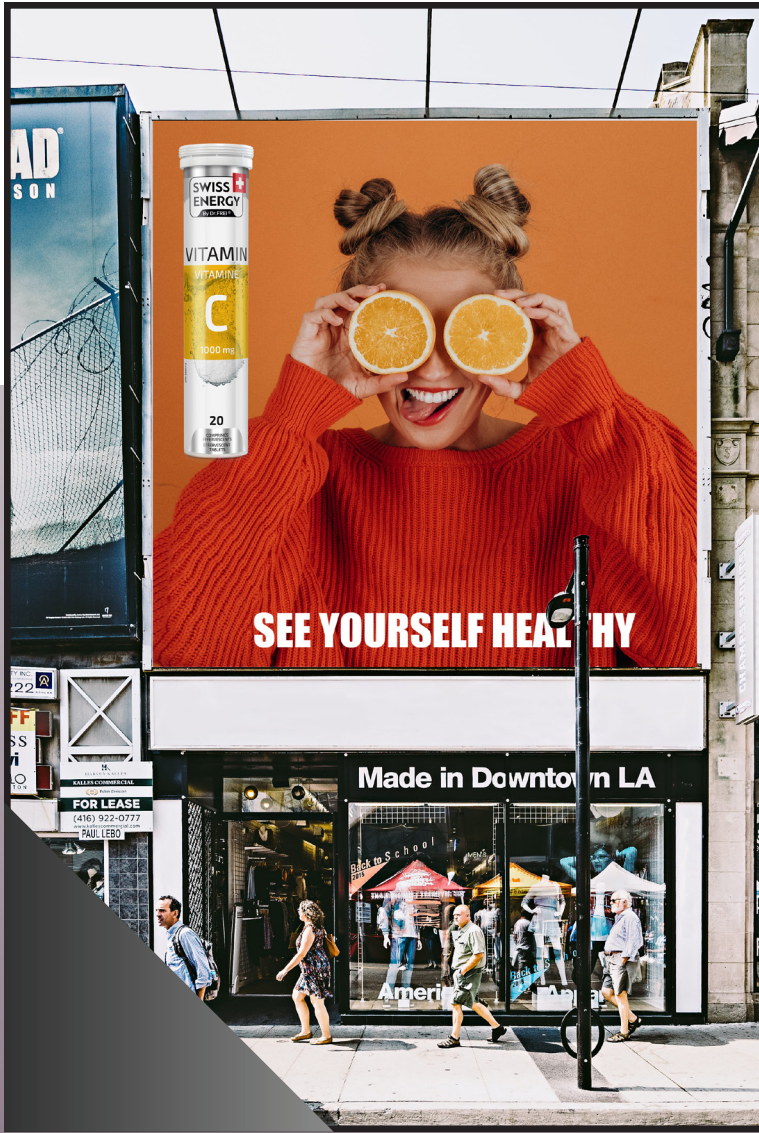


LOGO DESIGN



Logos are the face of your company and usually the first thing that potential customers see. When creating logos I strive to communicate your company's values, personality, and, unique selling points effectively, to create a lasting impression in the minds of your customers. I can help your business achieve this by providing expert guidance on the design elements of your logo such as colour, typography and imagery.

07



SIGNAGE



BILLBOARD AND STOREFRONT

08

These two advertising pieces I designed were important marketing tools that helped the companies attract customers and increase their brand recognition. The adverts provided an opportunity for the businesses to showcase their products and services to a wide audience and communicate their brand identity in a clear and memorable way.

Developing the Mind

"A DISCIPLINED MIND LEADS TO HAPPINESS, AND AN UNDISCIPLINED MIND LEADS TO SUFFERING."

In regard to the steps of the Noble Eightfold path our mind is the utmost significant object. One's mind is the basis of all mental states, and all mental states are shaped by the mind. Our mind is the foundation of all virtues and of all qualities. To attain these virtues, one must discipline the mind. In Buddhism there is not only one goal. But within the goal of happiness and good fortune is the goal of freedom. If one wants to attain the goal of freedom the only way it can be achieved is through wisdom and in order to achieve wisdom is to cleanse the mind and cultivate the mind through meditation. This technique to bring about equanimity is 'wise attention'. Mental calmness, composure, and evenness of temper will aid you in your journey and in that, sense pleasures should not be the ultimate goal and aim of your life. In developing the mind, one must be regularly mindful from moment to moment. One moment of equanimity causes a successive moment of equanimity to appear. The mind is key to changing the nature of our experience and peace of mind is accomplished by disengaging oneself from the sequence of cravings that produce pain, suffering or stress. Achieving a mental state where you can detach from all the passions, needs, and wants of life you permit yourself a state of transcendental bliss and well-being. The development of mind will enable one to be self-reliant, attentive, and calm.

[READ MORE](#)



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WEB DESIGN

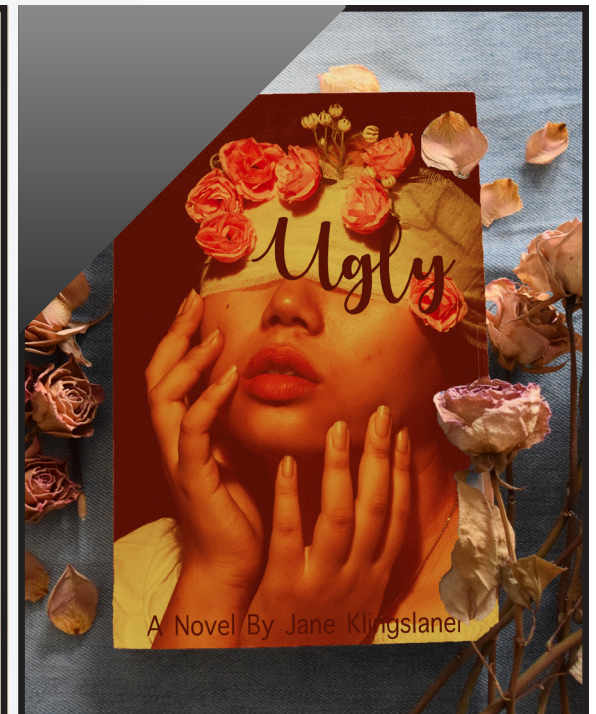
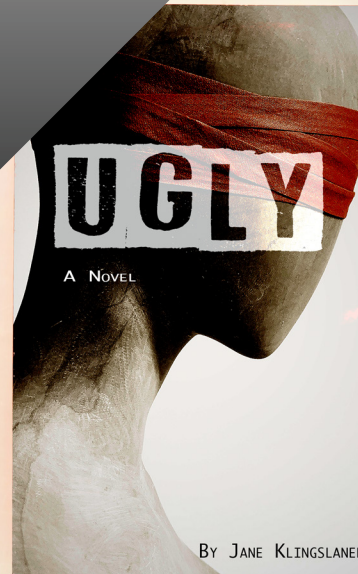
This design is a visually appealing and professional looking website that can help establish trust and credibility with the blog's audience. A website is often the first point of contact a potential customer or client will have with your brand and a well-designed website can make a strong first impression.



BOOK COVERS

Often times I will create multiple pieces for the same project, giving you choices to ensure the finished product is exactly what you are looking for.

09





This client wanted packaging design for their shaving cream line. They had a salve for women, men, and gender-neutral and requested that the packaging was systematic and cohesive.

10

PACKAGING

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BLUE OX BREWERY BEER CAN LABELS



11

STATIONARY



- BUSINESS CARDS
- ENVELOPES
- LETTERHEADS
- PAMPHLETS



- Both of these designs align with each company's brand identity and messaging, resulting in visually appealing, engaging, as well as functional and effective designs.
- I can create a consistent brand image across all of your stationary materials, including business cards, letter heads, envelopes and more. This consistency can help reinforce your brand and make it more memorable for your customers and clients.

ABOUT US

Shannon Murray **Lead Graphic Designer**

Shannon's innate talent for design has been evident throughout her life, leaving no doubt in the minds of her family and friends that design would become her true calling. Although her initial pursuit in interior design didn't unfold as expected, she dedicated several years to working with elementary school children, where she consistently went above and beyond. Today, Shannon stands as an accomplished honors graduate in Graphic Design, leveraging her education, extensive design expertise, and unwavering passion to establish Running House Graphics. With the invaluable support of her husband of a decade, who handles the business aspect, Shannon nurtures the company while finding daily inspiration from her two incredible children.



Running House

Graphic Design

Thank you for taking the time to view My Portfolio. I hope that my work has provided you with a glimpse of my skills, expertise, and creative vision. Each product was approached with the utmost care and attention to detail to create designs that are both visually stunning and effective in communicating the message of the brand.



If you have any questions about my work or would like to discuss a potential project, please do not hesitate to contact me. I would be more than happy to provide further information, discuss your design needs, and explore how we can collaborate to bring your ideas to life. I am committed to delivering high quality work that meets your needs and exceeds your expectations.

THANK YOU