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Visual Identity, Logo or Wordmark

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Visual Identity – Logo / Wordmark

Malahat Freestyle

STUDIO / AGENCY

**Malahat Group**

ADVERTISER / CLIENT

**Malahat Group**

PRODUCT / SERVICE

**Creative / Advertising**

CREATIVE DIRECTOR

**Silk Questo**

DESIGNER

**Amanda Maslany**

ART DIRECTOR

**Silk Questo**

COPYWRITER

**Silk Questo**

ILLUSTRATOR

**Amanda Maslany**

PRODUCTION

**Michelle Landry**

PRINTER

**Digital Direct**





Visual Identity – Logo / Wordmark

iD2 Logo

STUDIO / AGENCY

**iD2 Communications**

ADVERTISER / CLIENT

**Self**

PRODUCT / SERVICE

**PR & Design**

CREATIVE DIRECTOR

**Valerie Elliott**

DESIGNER

**Stephan Jacob**

ART DIRECTOR

**Valerie Elliott**

COPYWRITER

**Valerie Elliott**





Visual Identity – Logo / Wordmark

BC One Card

STUDIO / AGENCY

**BC Public  
Affairs Bureau**

ADVERTISER / CLIENT

**Libraries Branch,  
Ministry of Education**

PRODUCT / SERVICE

**Provincial Libraries**

CREATIVE DIRECTOR

**Andrew Pratt**

DESIGNER

**Calvin Jones**

ART DIRECTOR

**Calvin Jones**

ILLUSTRATOR

**Calvin Jones**

PRODUCTION

**Calvin Jones**



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# Visual Identity, Stationery Application

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## Visual Identity – Stationery Application

## Malahat Freestyle

STUDIO / AGENCY

**Malahat Group**

ADVERTISER / CLIENT

**Malahat Group**

PRODUCT / SERVICE

**Creative / Advertising**

CREATIVE DIRECTOR

**Silk Questo**

DESIGNER

**Amanda Maslany**

ART DIRECTOR

**Silk Questo**

COPYWRITER

**Silk Questo**

ILLUSTRATOR

**Amanda Maslany**

PRODUCTION

**Michelle Landry**

PRINTER

**Digital Direct**

OTHER CONTRIBUTORS

**Cheryl McBride**





## Visual Identity – Stationery Application

## Twisted Tree Stationery

STUDIO / AGENCY

**Suburbia Advertising**

ADVERTISER / CLIENT

**Twisted Tree  
Vineyards & Winery**

PRODUCT / SERVICE

**Vineyard / Winery**

CREATIVE DIRECTOR

**Mary-Lynn Bellamy  
Willms**

DESIGNER

**Alice Young**





Visual Identity – Stationery Application

Chow Low Hammond Stationery

STUDIO / AGENCY

**Trapeze  
Communications**

ADVERTISER / CLIENT

**Chow Low Hammond**

CREATIVE DIRECTOR

**Mark Bawden  
Valerie Nathan**

DESIGNER & PRODUCTION

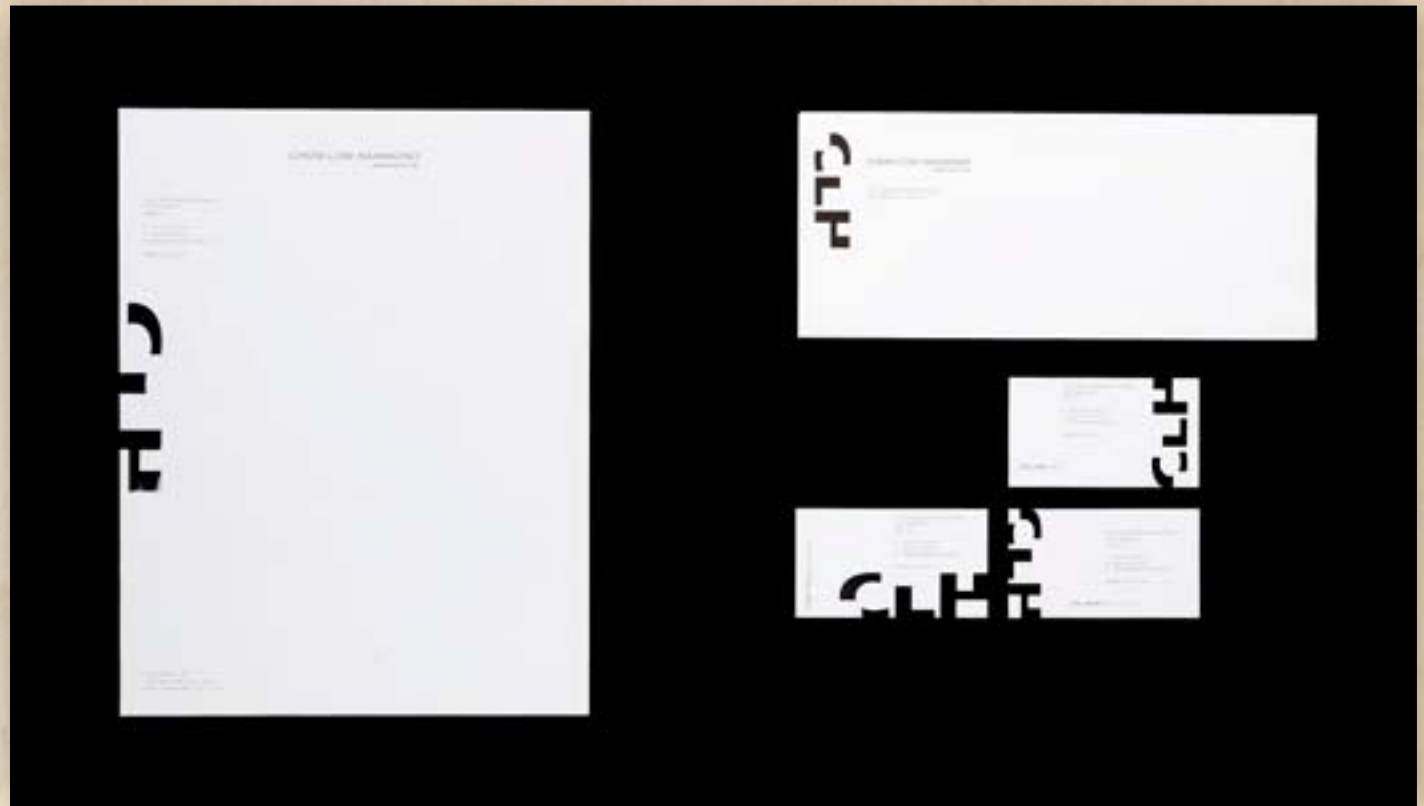
**Martin Aveyard**

ART DIRECTOR

**Mark Bawden**

PRINTER

**Hemlock**



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Corporate or Product Literature, Spot Colours

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**Corporate or Product Literature**  
– Spot colour(s)

**Learn More Brochure**

STUDIO / AGENCY

**RRU Media  
Technologies**

ADVERTISER / CLIENT

**Royal Roads  
University**

PRODUCT / SERVICE

**Education**

CREATIVE DIRECTOR

**Kirsty Armstrong**

DESIGNER & PRODUCTION

**Kirsty Armstrong**

ART DIRECTOR

**Kirsty Armstrong**

COPYWRITER

**Mary Caros**

PHOTOGRAPHER

**Various**

PRINTER / FABRICATOR

**Hemlock**

OTHER CONTRIBUTORS

**RRU MT Team**



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Corporate or Product Literature, Process +

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**Corporate or Product Literature**  
– Process +

**International Viewbook**

STUDIO / AGENCY

**Trapeze  
Communications**

ADVERTISER / CLIENT

**North Island College**

PRODUCT / SERVICE

**Student Recruitment**

CREATIVE DIRECTOR

**Mark Bawden  
Valerie Nathan**

DESIGNER

**Mark Bawden**

ART DIRECTOR

**Mark Bawden**

COPYWRITER

**Valerie Nathan**

PRODUCTION

**Joe Hedges**





**Corporate or Product Literature**  
– Process +

**Oceanwood**

STUDIO / AGENCY

**Anonymous Art Inc**

ADVERTISER / CLIENT

**Citta Group &  
EY Properties**

PRODUCT / SERVICE

**Luxury New Homes**

DESIGNER

**Rebecca Gerein  
& Stuart Wootton**

CREATIVE DIRECTOR

**Rebecca Gerein**

COPYWRITER

**Ian Bray**

ILLUSTRATOR

**Red Ant Designs**

PRINTER

**Hemlock**

OTHER CONTRIBUTORS

**Select photos  
by Gary McKinstry**





**Corporate or Product Literature**  
– Process +

**Designing Canada for 50 Years**

STUDIO / AGENCY

**Suburbia Advertising**

ADVERTISER / CLIENT

**Society of Graphic  
Designers of Canada**

PRODUCT / SERVICE

**50th Anniversary  
Annual Report**

CREATIVE DIRECTOR

**Jeremie White**

DESIGNER

**Jeremie White**

COPYWRITER

**Grant Fraggolosh**

PRODUCTION

**Alice Young**

PRINTER / FABRICATOR

**Benwell Atkins**

OTHER CONTRIBUTORS

**Marcel Zierfuss  
Grant Waddell  
Ben Johnstone  
Peggy Cady**



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Poster, Single and/or Series

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Poster – Single and/or Series

Visions Gala 2006

STUDIO / AGENCY

**Trapeze  
Communications**

ADVERTISER / CLIENT

**Victoria Hospitals  
Foundation**

PRODUCT / SERVICE

**Visions Gala Event  
2006**

CREATIVE DIRECTOR

**Mark Bawden  
Valerie Nathan**

DESIGNER & PRODUCTION

**Joe Hedges**

ART DIRECTOR

**Joe Hedges**

COPYWRITER

**Valerie Nathan**

PHOTOGRAPHY

**JoAnn Richards**

PRINTER / FABRICATOR

**Hemlock**



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Packaging, Single and/or Series

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**Packaging – Single and/or Series**

**Twisted Tree Wine Labels**

ADVERTISER / CLIENT

**Twisted Tree  
Vineyards & Winery**

PRODUCT / SERVICE

**Wines (Hand-crafted)**

DESIGNER

**Alice Young**



STUDIO / AGENCY

**Eclipse Creative**

ADVERTISER / CLIENT

**Church & State Winery**

PRODUCT / SERVICE

**Sub-Brand of Winery**

CREATIVE DIRECTOR

**Jenny Carvell**

DESIGNER

**Stuart Wootton**

ART DIRECTOR

**Jenny Carvell**

COPYWRITER

**Jenny Carvell**

ILLUSTRATOR

**Stuart Wootton**

PRINTER / FABRICATOR

**Hemlock  
Hurst Labelling  
Madeline Boxes**



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Book, Complete Design

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Book – Complete Design

Surveying Central British Columbia

STUDIO / AGENCY

**Royal BC Museum –  
Graphics**

ADVERTISER / CLIENT

**Royal BC Museum**

DESIGNER

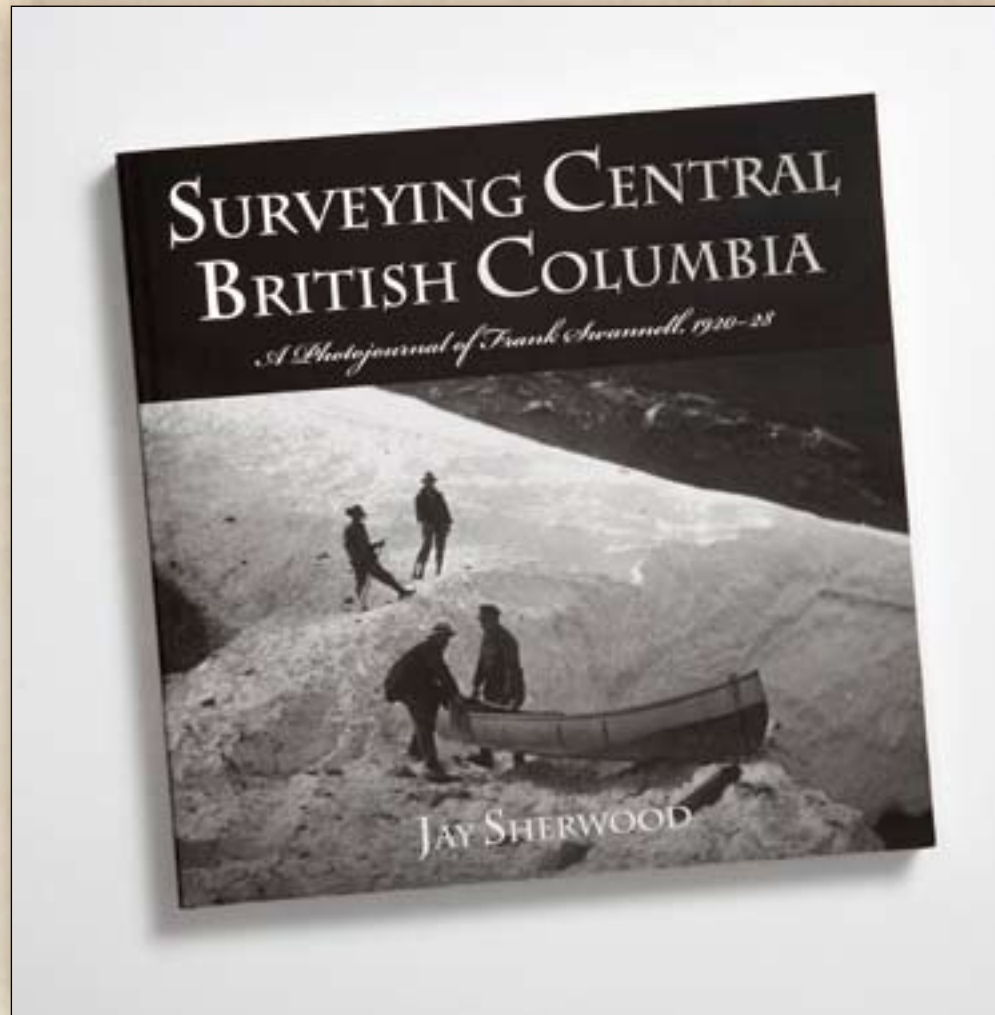
**Chris Tyrrell**

PRODUCTION

**M. Carter  
Reber Creative**

PRINTER / FABRICATOR

**Kromar Printing**





Book – Complete Design

Marine Ecosystems of the North Pacific

STUDIO / AGENCY

**Anonymous Art Inc.**

ADVERTISER / CLIENT

**North Pacific Marine  
Science Organization  
(PICES)**

PRODUCT / SERVICE

**Scientific Ecosystem  
Research & Findings**

CREATIVE DIRECTOR

**Rebecca Gerein**

DESIGNER

**Rebecca Gerein &  
Kirsty Armstrong**

COPYWRITER

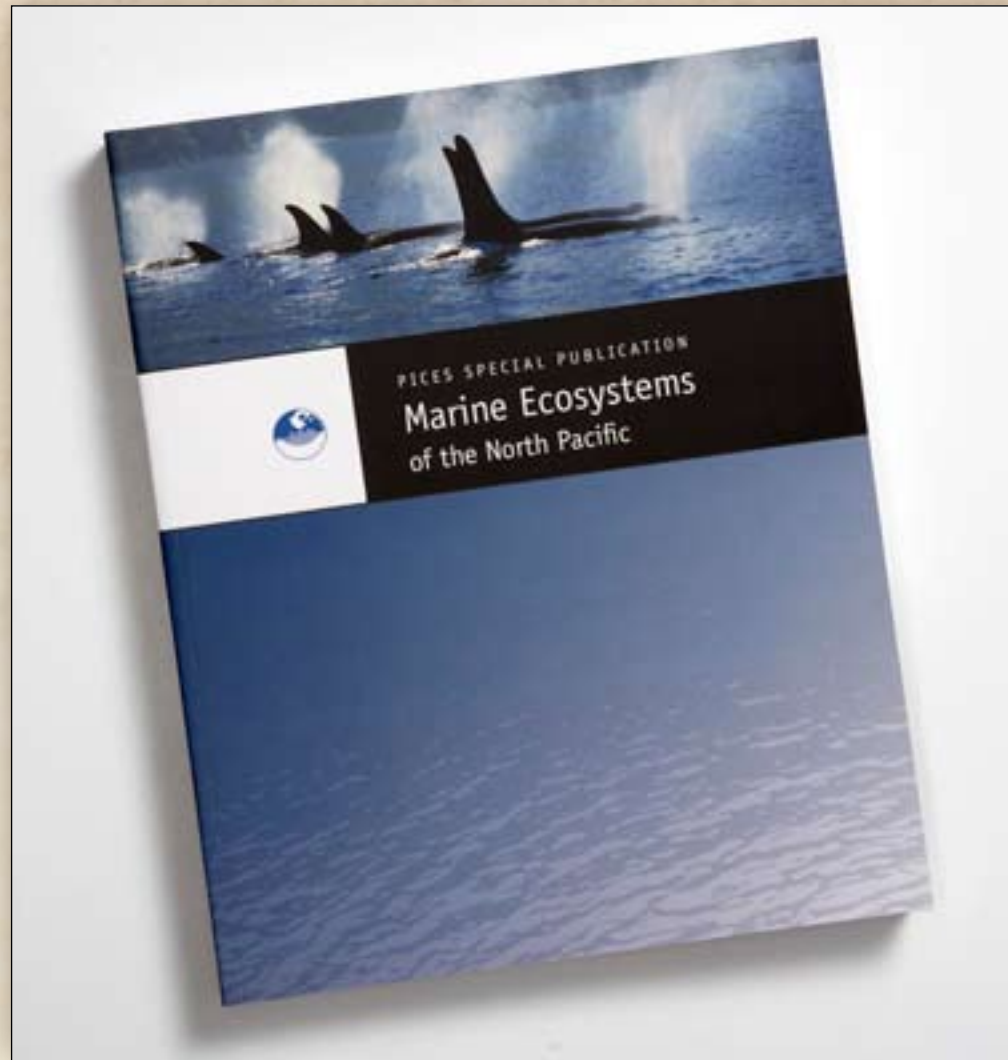
**Skip McKinell**

PRODUCTION

**Leigh Lundgren  
Melinda Stephenson**

PRINTER / FABRICATOR

**Hemlock**



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# Eco-Friendly Print Communications

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## Eco-Friendly Print Communications

## Learning Transforms

STUDIO / AGENCY

**Rocketday Arts**

ADVERTISER / CLIENT

**UVic Education**

PRODUCT / SERVICE

**University Education**

DESIGNER

**Emrys Miller**

ART DIRECTOR

**Emrys Miller**

PHOTOGRAPHER (COVER)

**Emrys Miller**

PRINTER / FABRICATOR

**Benwell Atkins**





## Eco-Friendly Print Communications

## Balance Sales Brochure

STUDIO / AGENCY

**Eclipse Creative**

ADVERTISER / CLIENT

**Dockside Green**

PRODUCT / SERVICE

**Real Estate Dev.**

CREATIVE DIRECTOR

**Jenny Carvell**

DESIGNER

**Andrej Klimo**

COPYWRITER

**Ian Bray**

PRODUCTION

**Jonathan Yeo**

PRINTER / FABRICATOR

**Teldon**

OTHER CONTRIBUTORS

**Erika Stenson**



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## Self-Promotion

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## Self Promotion

## Whatever Your Fabric – SBA Pin

STUDIO / AGENCY

**Holy Cow Communication  
Design Inc.**

ADVERTISER / CLIENT

**Holy Cow Communication  
Design Inc.**

PRODUCT / SERVICE

**Design Services to the  
Sidney Business Assn.**

CREATIVE DIRECTOR

**Ken Coward**

DESIGNER & ART DIRECTOR

**Ken Coward**

COPYWRITER

**Ken Coward**

PHOTOGRAPHER

**Ken Coward**

PRODUCTION

**Marvin Harder**

PRINTER / FABRICATOR

**South Island Print Services**

OTHER CONTRIBUTORS

**Island Business Print – Pins**



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Web, Flash

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## Web – Flash

## International Hotel Web

STUDIO / AGENCY

**Eclipse Creative**

ADVERTISER / CLIENT

**International Hotel**

PRODUCT / SERVICE

**Hotel**

CREATIVE DIRECTOR

**Jenny Carvell**

DESIGNER

**Andrej Klimo**

COPYWRITER

**Client**

PRODUCTION

**Jonathan Yeo**

PROGRAMMER

**Aaron Hokanson**

OTHER CONTRIBUTORS

**Ericka Stenson**





Web – Flash

Coastal Construction

STUDIO / AGENCY

**Anonymous Art Inc.**

ADVERTISER / CLIENT

**Coastal Construction**

PRODUCT / SERVICE

**Luxury Home Building**

CREATIVE DIRECTOR

**Rebecca Gerein**

DESIGNER

**Stuart Wootton**

COPYWRITER

**Adriana Sharoun**

PHOTOGRAPHER

**Vince Klassen  
& Joanne Richards**

PROGRAMMER

**Angela Wangsawidjaja**





Web – Flash

Mad Zone

STUDIO / AGENCY

**Madhouse Media**

ADVERTISER / CLIENT

**Madhouse Media**

PRODUCT / SERVICE

**Self Promotion**

CREATIVE DIRECTOR

**Mel Visser**

DESIGNER

**Mel Visser**

COPYWRITER

**Lauren Trimble**

PHOTOGRAPHER

**Mel Visser**

PRODUCTION

**Lauren Trimble**

PROGRAMMER

**Matt Pinneo**



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Web – Non-Flash

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Web – Non-Flash

Chow Low Hammond Website

STUDIO / AGENCY

**Trapeze  
Communications**

ADVERTISER / CLIENT

**Chow Low Hammond**

PRODUCT / SERVICE

**Architectural Firm**

CREATIVE DIRECTOR

**Mark Bawden  
Valerie Nathan**

DESIGNER

**Martin Aveyard**

ART DIRECTOR

**Martin Aveyard**

PHOTOGRAPHER

**JoAnn Richards**

PRODUCTION

**Neil Tran**

PROGRAMMER

**Neil Tran**





Web – Non-Flash

Royal British Columbia Museum  
Corporate Website

STUDIO / AGENCY

**Trapeze  
Communications**

ADVERTISER / CLIENT

**Royal British  
Columbia Museum**

PRODUCT / SERVICE

**Royal BC Museum**

CREATIVE DIRECTOR

**Mark Bawden  
Valerie Nathan**

DESIGNER & ART DIRECTOR

**Mark Bawden**

PHOTOGRAPHER

**Matt Lambert**

PRODUCTION

**Martin Aveyard**

PROGRAMMER

**Red Engine**





Web – Non-Flash

Free Spirit Website

STUDIO / AGENCY

**Trapeze  
Communications**

ADVERTISER / CLIENT

**Royal British  
Columbia Museum**

PRODUCT / SERVICE

**Free Spirit Exhibit**

CREATIVE DIRECTOR

**Mark Bawden  
Valerie Nathan**

DESIGNER & PRODUCTION

**Martin Aveyard**

ART DIRECTOR

**Martin Aveyard**

COPYWRITER

**Peigi McGillivray**

PHOTOGRAPHER

**Various**

PROGRAMMER

**E Solutions**





Web – Non-Flash

Kiyo Salon – Web

STUDIO / AGENCY

**Impact Visual  
Communications**

ADVERTISER / CLIENT

**Kiyo Salon**

PRODUCT / SERVICE

**Salon & Day Spa**

CREATIVE DIRECTOR

**Patrick Belanger**

DESIGNER

**Richard Hatter**

ART DIRECTOR

**Patrick Belanger**



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Student, Print

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Student – Print

Portal Inside – Layout

STUDIO / AGENCY

**Malaspina  
University College**

ADVERTISER / CLIENT

**Creative Writing  
Program**

PRODUCT / SERVICE

**Portal Literacy  
Magazine**

CREATIVE DIRECTOR

**Rhonda Bailey**

DESIGNER

**Sarita Mielke**

ART DIRECTOR

**Iris Churcher**

PRODUCTION

**Fotoprint**

PRINTER / FABRICATOR

**Fotoprint**





Student – Print

Portal Magazine – Cover

STUDIO / AGENCY

**Malaspina  
University College**

ADVERTISER / CLIENT

**Rhonda Bailey**

PRODUCT / SERVICE

**Creative Writing  
Program; Portal  
Literacy magazine**

DESIGNER

**Joshua Nychuk**

ART DIRECTOR

**Iris Churcher**

PRODUCTION

**Fotoprint**

PRINTER / FABRICATOR

**Fotoprint**





**Student – Print**

STUDIO / AGENCY

**Malaspina  
University College**

ADVERTISER / CLIENT

**Iris Churcher  
Karen Hodgson**

PRODUCT / SERVICE

**Art Deco**

PRODUCTION

**Faye M. McCoolle**

PRINTER / FABRICATOR

**Faye M. McCoolle**



**Art Deco: Fashioning A Style**



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# Advertising

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## Advertising

## Pencil Campaign – Olympic Pencils

STUDIO / AGENCY

**Malahat Group**

ADVERTISER / CLIENT

**University of Victoria  
Students Bursaries &  
Scholarships**

PRODUCT / SERVICE

**Fundraising**

CREATIVE DIRECTOR

**Rod Grainger**

DESIGNER & PRODUCTION

**Jason Dauphinee**

ART DIRECTOR

**Jason Dauphinee**

COPYWRITER

**Rod Grainger**





## Advertising

## Message in a Bottle DM

STUDIO / AGENCY

**Copeland  
Communications**

ADVERTISER / CLIENT

**Ron Kubek**

PRODUCT / SERVICE

**Second Street Homes**

CREATIVE DIRECTOR

**Rodger Bannister**

ART DIRECTOR

**Brian Allen**

COPYWRITER

**Rodger Bannister**

PRODUCTION

**Michael Marshall  
& Brian Pert**



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Campaign

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## Campaign

## Free Spirit Campaign

STUDIO / AGENCY

**Trapeze  
Communications**

ADVERTISER / CLIENT

**Royal BC Museum**

PRODUCT / SERVICE

**Free Spirit Exhibit**

CREATIVE DIRECTOR

**Mark Bawden  
Valerie Nathan**

DESIGNER

**Martin Aveyard**

ART DIRECTOR

**Martin Aveyard**

COPYWRITER

**Valerie Nathan**

PHOTOGRAPHER

**Various**

PRODUCTION

**Martin Aveyard  
Patick Kennedy**

PROGRAMMER

**E Solutions**





## Campaign

STUDIO / AGENCY

**Copeland  
Communications**

ADVERTISER / CLIENT

**Salmon Kings  
(David Dakers)**

PRODUCT / SERVICE

**Hockey  
Entertainment**

CREATIVE DIRECTOR

**Rodger Bannister**

ART DIRECTOR

**Brian Allen**

COPYWRITER

**Rodger Bannister**

PRINTER / FABRICATOR

**NewAd**



## Salmon Kings Posters – Mirror Decals





## Campaign

## The Collectors Campaign

STUDIO / AGENCY

**Trapeze  
Communications**

ADVERTISER / CLIENT

**Lunds**

PRODUCT / SERVICE

**Specialty Auctions**

CREATIVE DIRECTOR

**Mark Bawden  
Valerie Nathan**

DESIGNER

**Mark Bawden**

ART DIRECTOR

**Mark Bawden**

COPYWRITER

**Valerie Nathan**

PRODUCTION

**Laura Gordon**



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Public Service and/or Non Profit

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Public Service and/or Non-Profit

Visions Gala 2006

STUDIO / AGENCY

**Trapeze  
Communications**

ADVERTISER / CLIENT

**Victoria Hospitals  
Foundation**

PRODUCT / SERVICE

**Visions Gala Event 2006**

CREATIVE DIRECTOR

**Mark Bawden  
Valerie Nathan**

DESIGNER

**Joe Hedges**

ART DIRECTOR

**Joe Hedges**

COPYWRITER

**Valerie Nathan**

PHOTOGRAPHY

**JoAnn Richards**

PRODUCTION

**Joe Hedges**

PRINTER / FABRICATOR

**Hemlock**



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## Judges' Awards

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Maureen Kleyn Award for Copywriting

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Maureen Kleyn Award for Copywriting

Full of Life – Year Two

STUDIO / AGENCY

**Trapeze  
Communications**

ADVERTISER / CLIENT

**Tourism Victoria**

PRODUCT / SERVICE

**Tourism**

CREATIVE DIRECTOR

**Mark Bawden  
Valerie Nathan**

DESIGNER

**Mark Bawden**

ART DIRECTOR

**Mark Bawden**

COPYWRITER

**Valerie Nathan**



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Best in Show

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Packaging – Single and/or Series

Church Mouse Wines

STUDIO / AGENCY

**Eclipse Creative**

ADVERTISER / CLIENT

**Church & State Winery**

PRODUCT / SERVICE

**Sub-Brand of Winery**

CREATIVE DIRECTOR

**Jenny Carvell**

DESIGNER

**Stuart Wootton**

ART DIRECTOR

**Jenny Carvell**

COPYWRITER

**Jenny Carvell**

ILLUSTRATOR

**Stuart Wootton**

PRINTER / FABRICATOR

**Hemlock  
Hurst Labelling  
Madeline Boxes**

