

GRAPHIC DESIGN PORTFOLIO



ABOUT

Shannon Marie Baldwin
www.running-with-foxes.com

FOLLOW ME

[@runningwithfoxes](https://www.instagram.com/runningwithfoxes)

CONTACT

running.foxes@yahoo.com



Shannon Marie Baldwin

Graphic Designer / Vector Artist / Virtual Assistant

HELLO! My name is Shannon Marie and I am a graphic designer from Upstate New York. I have a Bachelor of Science degree in Graphic Design and have worked with small businesses and fellow creatives for over 10 years.

My experience includes logo design and branding, web and print design, social media and advertising, website and mailing list management, and working directly with business owners as a virtual assistant.

I'm able to bring a unique approach to problem solving through my years of experience and joy I have for my work. No project is too big or too small! The heart of my business is connecting with fellow small business owners, artists, and entrepreneurs, helping them understand their vision, and making it come to life.

2012-Current | Rhinebeck, NY
www.running-with-foxes.com



LIT & CO. CANDLES

Logo Design, Labels, and Signage

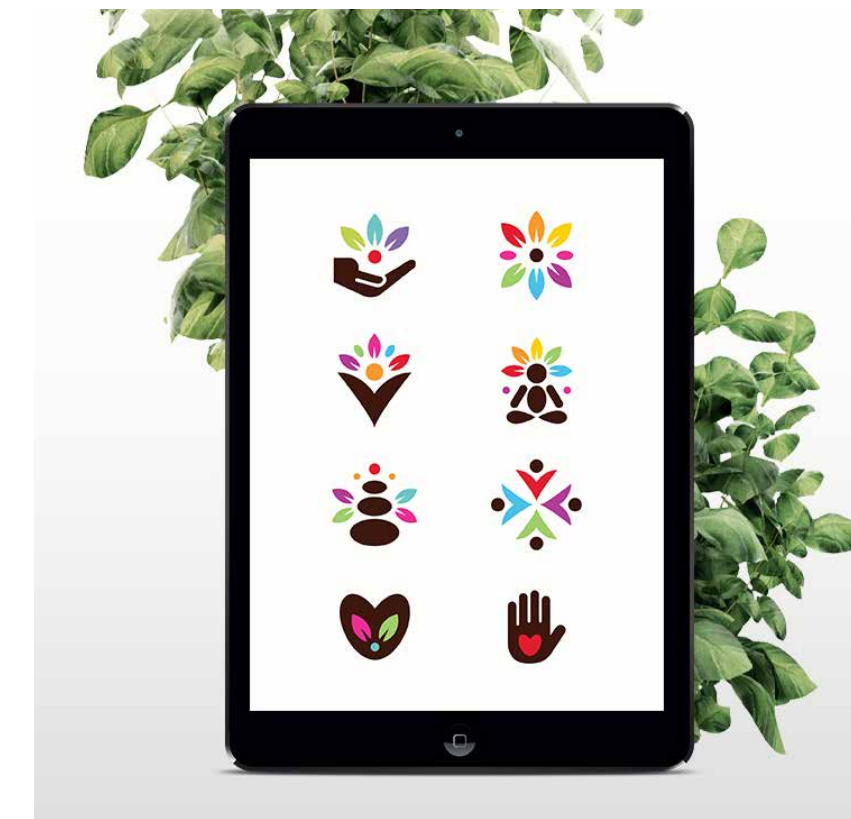
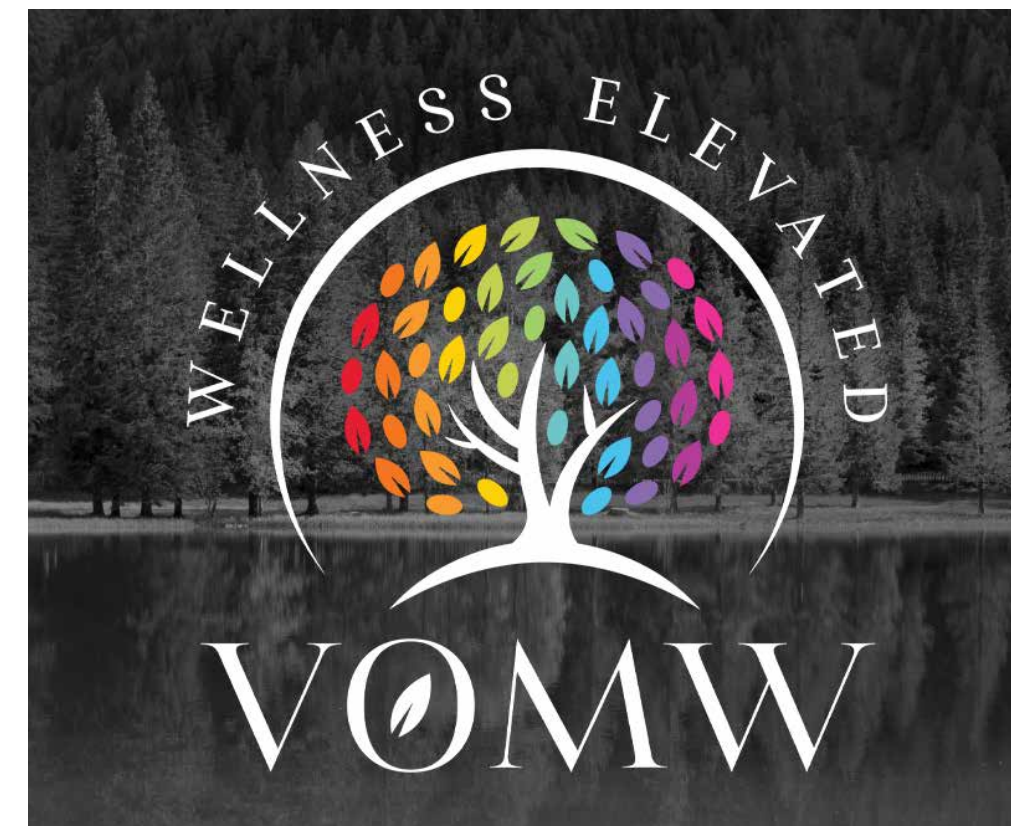
One of my first logo designs created a year after my business first opened, and still one of my favorite projects to date. Lit & Co. creates all natural, hand crafted soy candles in over 80 different scents; ready made or custom fragrances. The logo is used on a variety of products and signage throughout the store. Now at three different physical locations in the state of Idaho and available anywhere in the United States through their online store.

2013-2018 | Boise, Idaho
www.litandco.com



LIT
& CO.
CANDLES





VALLEY ORTHOPEDIC MASSAGE & WELLNESS

Logo Design Package, Icons, & Print Collateral

2022 | Wasilla, Alaska
www.akorthomassage.com

Rebranding for Valley Orthopedic Massage & Wellness, a team of therapists dedicated to providing advanced massage therapy services in Wasilla, Alaska. The concept was the tree of life using rainbow colors to represent both social diversity and the diversity gathered within their business space. The package included a main logo, secondary logo, alternative color options, and a custom icon set to be used on the website and beyond. Print design included a gift certificate and educational services flyer.





GIZMO'S DOG DAYCARE

Logo Design , Website Design, & Business Collateral

Logo, website, and matching collateral designed for Gizmo's Dog Daycare in Wappingers Falls , New York. The most family friendly dog daycare in Dutchess County! The main graphic represents the business mascot - the owner's own adorable pup Gizmo. The project included a primary logo, an alternative logo, and many variations of print and web graphics to establish the new branding for the dog daycare. This also included creating an easy-to-follow pricing sheet and welcome packet for new customers. Since then we have continued to work together to maintain a social media presence and customer communications.

2021-Current | Wappingers Falls , New York

www.gizmosdogdaycare.com

**GIZMO'S DOG DAYCARE**
Wappingers Falls, New York

SERVICES & RATES
PET DAYCARE + BOARDING

At this time we are only accepting applications for dogs under 50 lbs. and small caged animals like birds, rodents, reptiles, and more!

DOG DAYCARE

- Daily Rate: \$35
- Daily Rate (3-5 Days a Week): \$30
- Weekend Rate (Saturday, Sunday): \$45

DOG BOARDING

- Overnight Only: \$20
- Daycare & Overnight: \$50
- Weekend Daycare & Overnight: \$65
- Overnight Only (5+ Days): \$15
- Weekend Daycare & Overnight (4+ Days): \$50

*Dogs Under 2 Years: +\$5
*Administration of Medication: +\$1
*Pick-up/Drop-off During Off Hours: +\$5

PET DAYCARE & BOARDING

- Daily Rate: \$20
- Overnight Only: \$15
- Daycare & Overnight: \$30
- Weekend Rate: \$25
- Weekend Daycare & Overnight: \$40


Daily rate hours are M-F 7:00 AM - 5:00 PM. Weekend hours are available by request only. *Fees apply to Boarding and Daycare.



At Gizmo's Dog Daycare we want to make both you & your pet happy!

(914) 213-5003

www.gizmosdogdaycare.com

**GIZMO'S DOG DAYCARE**
Wappingers Falls, New York

SERVICES & RATES

DOG DAYCARE

- Daily Rate: \$35
- Daily Rate (3-5 Days a Week): \$30
- Weekend Rate (Saturday, Sunday): \$45

DOG BOARDING


- Overnight Only: \$20
- Daycare & Overnight: \$50
- Weekend Daycare & Overnight: \$65
- Overnight Only (5+ Days): \$15
- Weekend Daycare & Overnight (4+ Days): \$50

Daily rate hours are Monday through Friday, 7:00 AM - 5:00 PM. Weekend hours are available by request only. *Fees apply to Boarding and Daycare.

PET DAYCARE & BOARDING

- Daily Rate: \$20
- Overnight Only: \$15
- Daycare & Overnight: \$30
- Weekend Rate: \$25
- Weekend Daycare & Overnight: \$40

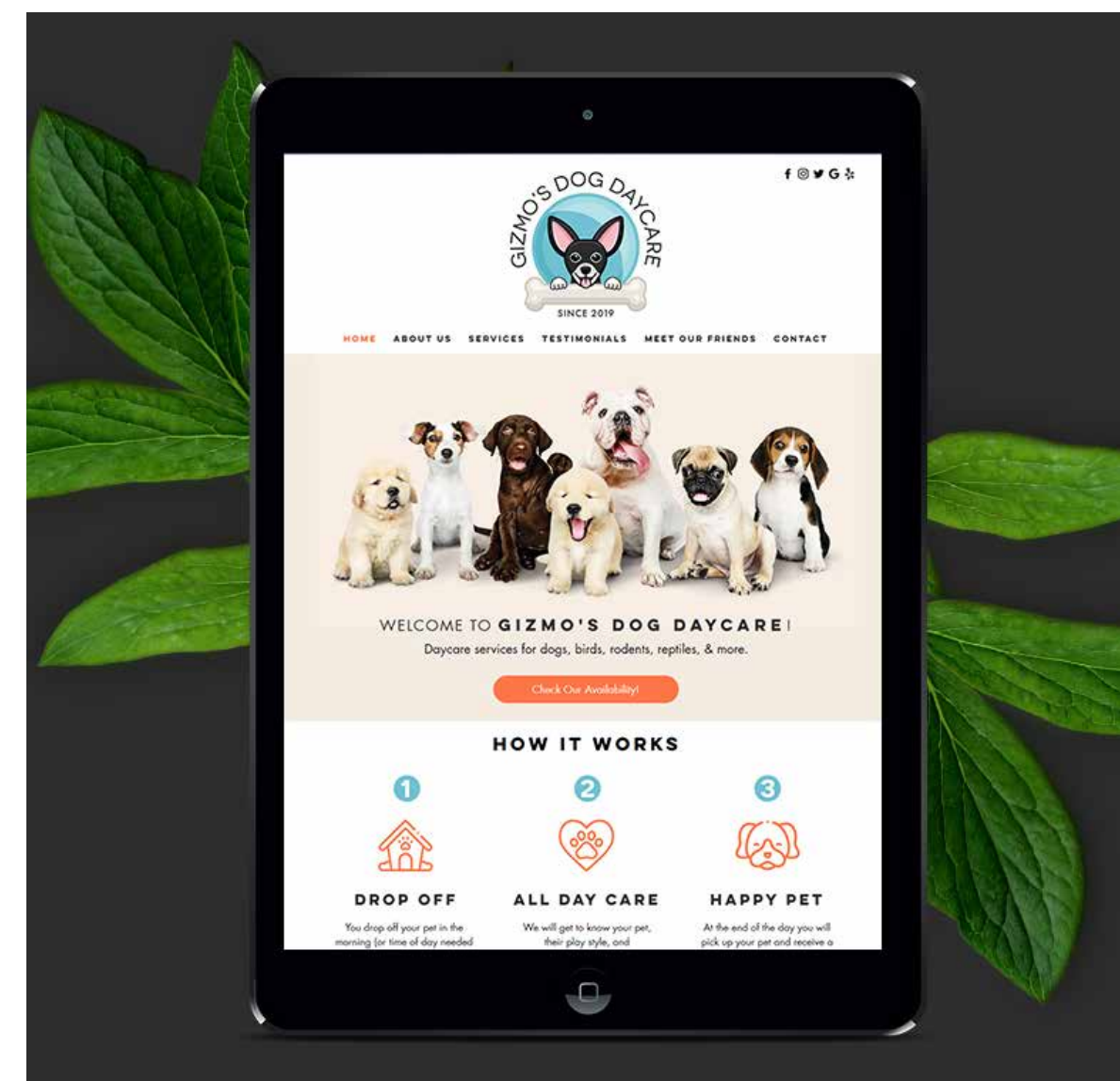
At this time we are only accepting applications for dogs under 50 lbs. and small caged animals like birds, rodents, reptiles, and more!



At Gizmo's Dog Daycare we want to make both you & your pet happy!

(914) 213-5003

www.gizmosdogdaycare.com



TAMMY'S FAMILY DAYCARE

Logo & Branding Redesign, Business Collateral, Social Media Management, and Virtual Assistant

Logo and branding designed for Tammy's Family Daycare in Wappingers Falls, New York. The logo was based on an outdated design that was updated to communicate a more positive, kid-friendly, but professional look for the business. This also included print and web collateral like general marketing, client forms and spreadsheets, contracts, announcements for the parents, and business cards. Now Tammy's Family Daycare is currently a full-time retainer client, with me helping their business as a virtual assistant and social media manager handling scheduling, emails, bills and general bookkeeping. In the preschool program I create calendars, worksheets and coloring pages, art projects, and decorations for the classroom board.

2020-Current | Wappingers Falls, NY
www.daycarewappingersfalls.com





TAMMY'S FAMILY DAYCARE

34 All Angels Hill Rd • Wappingers Falls, New York 12590

(845) 702-7796

| | | | |
|-------------------|--|-----------------|--|
| Parent's Name: | | | |
| Address: | | | |
| City, State, Zip: | | | |
| Home #: | | Work or Cell #: | |

| | | | |
|---------------|--|-------------|--|
| Child's Name: | | | |
| Age: | | Birth Date: | |

I, _____, have met with TAMMY HAGON, and she explained fully the policies of "Tammy's Family Daycare". I understand the policies and I also understand that my child has been admitted into: "Tammy's Family Daycare" without regard to: Race, Religion, Nationality, or sex and I additionally agree the following policies:

I. DAYCARE POLICY

1. I understand the "Tammy's Family Day Care" is open Monday-Friday.
2. I understand the "Tammy's Family Day Care" is open from 7:00am - 5:30pm.
3. I agree to submit ALL emergency as well as medical emergency cards the first day my child attends "Tammy's Family Day Care".
4. I agree to submit my child's Health Form on the FIRST day of attendance.
5. I agree to drive onto the "Daycare grounds" slowly & cautiously.
6. I agree to shut off my car's ignition while escorting my child to & from the "Daycare Facility".
7. I agree to escort my child the "Daycare Front Entrance".
8. I agree to NEVER pick up my child & leave the "Daycare grounds" without speaking to member of the "Daycare staff".



TAMMY HAGON

More Than 30 Years Experience

Wappingers Falls, NY

CPR Certified

Full Time/Part Time

Ages: 2 Months - 14 Years

FB.COM/TAMMYDAYCARES

CALL FOR A TOUR

(845) 702-7769



More Than 30 Years Of Childcare Experience

CPR Certified • Full Time/Part Time • Ages: 2 Months - 14 Years

Wappingers Falls, NY (845) 702-7769

www.daycarewappingersfalls.com



TAMMY HAGON

More Than 30 Years Experience

Wappingers Falls, NY

CPR Certified

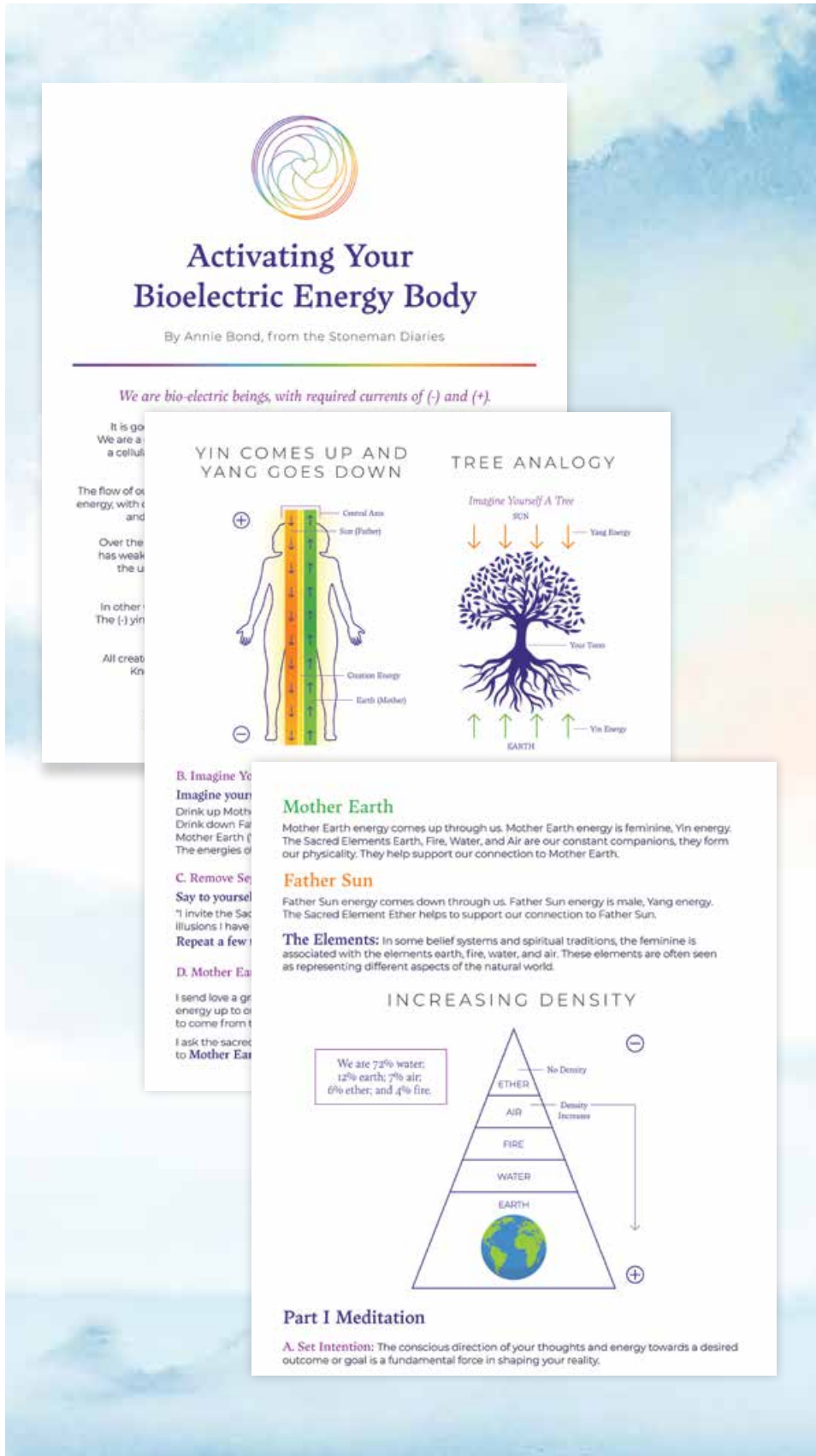
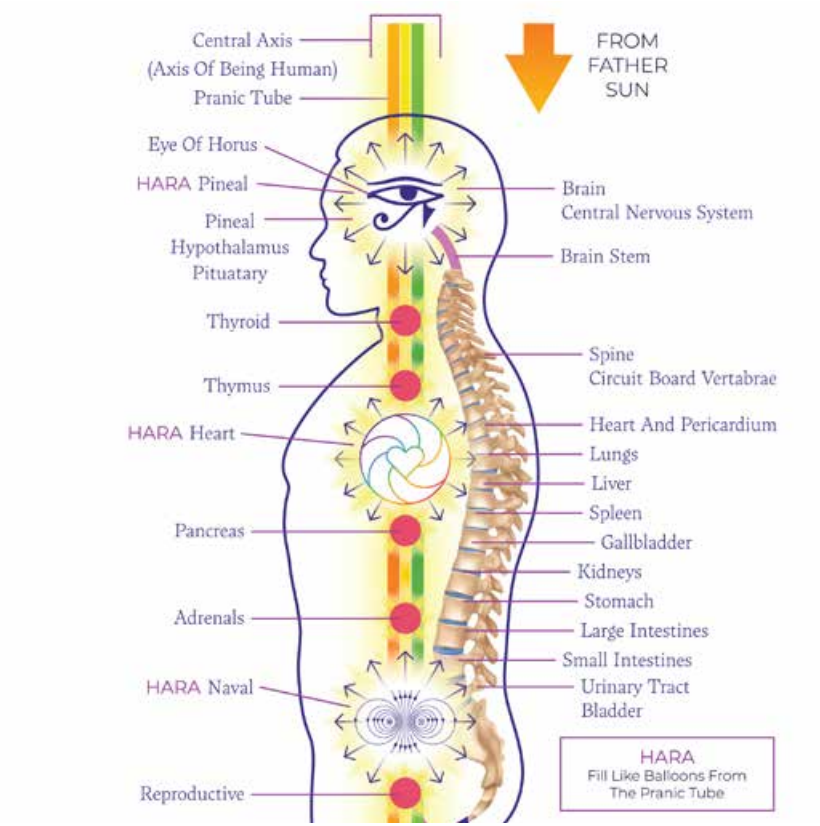
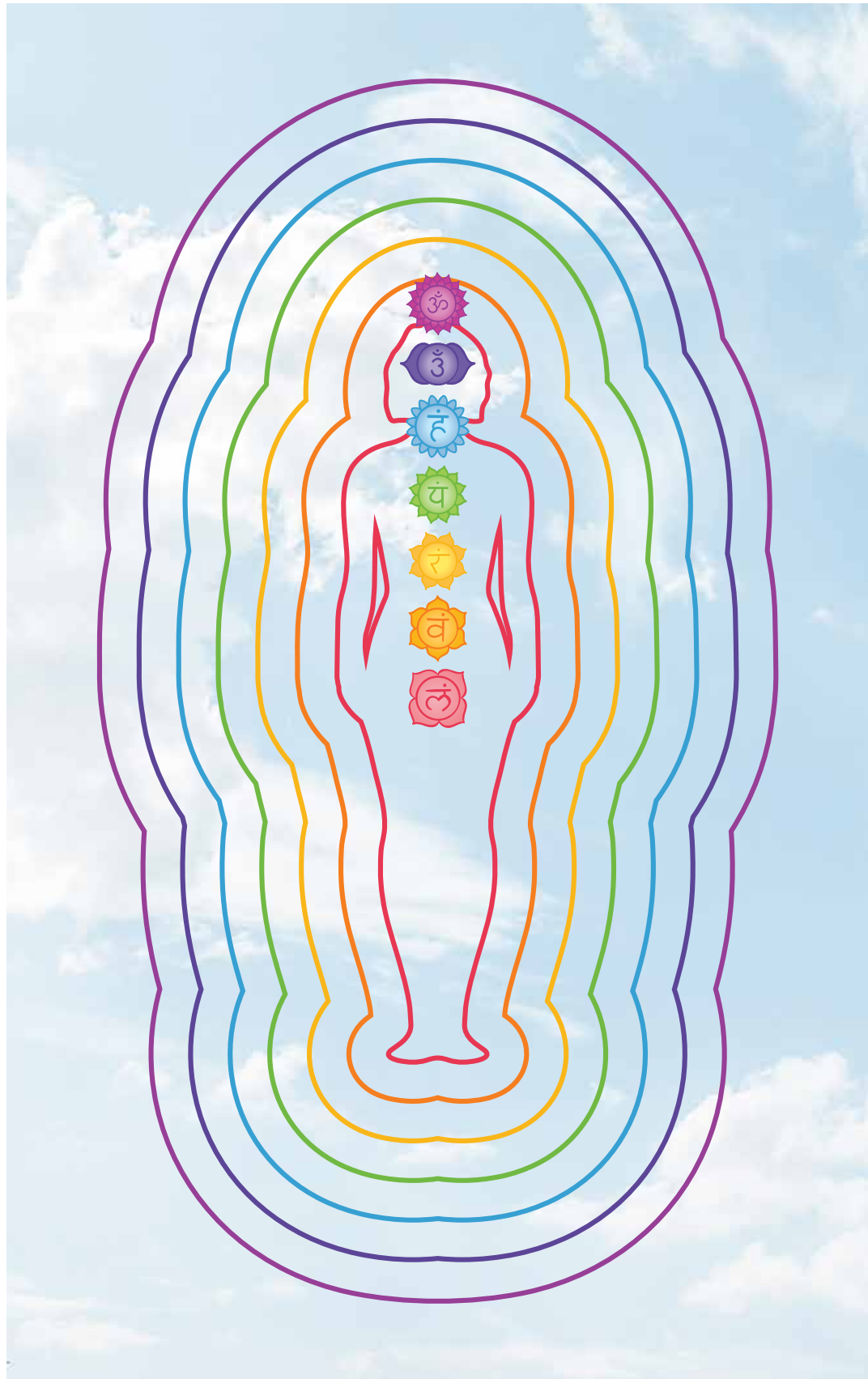
Full Time/Part Time

Ages: 2 Months - 14 Years

FB.COM/TAMMYDAYCARES

CALL FOR A TOUR

(845) 702-7769



AWAKENING PRANA

Logo Design, Branding, Diagrams, & E-Books

2021-Current | Rhinebeck, NY
www.awakeningprana.com

Logo created for Awakening Prana, by Annie Bond; a clairvoyant energy and sound healer, author, and founder of The Awakening Prana Practice, the Awakening Prana Energy Healer School, and the Awakening Prana Sound Healings. The logo was designed with the colors of the chakra, displaying an energy vortex pulling towards the heart in the center, representative of Annie's healing teachings. Since designing the logo together, we have worked on numerous diagrams, digital and printable learning materials, and now e-books.





1 LIFE FULL SPECTRUM

CBD LEMONGRASS SALVE

500 MG

INGREDIENTS: Cannibidiol (Organic Hemp Extract), Beeswax, Jojoba, Sunflower Oil, MCT Oil, Aloe Vera Gel, Lemongrass Essential Oil, Ginger Essential Oil and Euclyptus Essential Oil.

DIRECTIONS: Apply liberally to affected areas as needed.


LAB TESTED, 3RD PARTY CERTIFIED FOR POTENCY & PURITY

DISTRIBUTED BY: 1 LIFE INC. EDEN PRAIRIE, MN





1LIFECBD.COM



1 LIFE FULL SPECTRUM

CBD NATURAL HEMP SCENT SALVE


500 MG


INGREDIENTS: Cannibidiol (Organic Hemp Extract), Beeswax, Jojoba, Sunflower Oil, MCT Oil, Aloe Vera Gel.

DIRECTIONS: Apply liberally to affected areas as needed.

LAB TESTED, 3RD PARTY CERTIFIED FOR POTENCY & PURITY

DISTRIBUTED BY: 1 LIFE INC. EDEN PRAIRIE, MN






1LIFECBD.COM

DIRECTIONS: Shake well before use. Place drops under the tongue. Allow oil to absorb for 30-90 seconds. Daily use is recommended. *Individual results may vary. This oil is not recommended for vape use.

WARNING: Consult physician prior to using this product if you are under the age of 21, pregnant or nursing, have any known medical conditions or allergies.

These statements have not been evaluated by the FDA. This product is not recommended to diagnose, treat, cure or prevent any disease.


**1LIFECBD.COM**



THC FREE

CBD

1000 MG



30 ML/1OZ


33.33 MG PER ML


SUPPLEMENT FACTS

| | | |
|---|------------------------|-----|
| Serving Size: | 1ml (approx. 50 drops) | %DV |
| Servings Per Bottle: | About 30 | |
| Amount Per Serving | | |
| Full Spectrum CBD Oil | 33.33 mg | ↑ |
| MCT Oil | 1 g | ↑ |
| †Daily Value not established | | |
| INGREDIENTS: Pure Cannabidiol Isolate, MCT Oil | | |

LAB TESTED, 3RD PARTY CERTIFIED FOR POTENCY & PURITY

DISTRIBUTED BY: 1 LIFE INC. EDEN PRAIRIE, MN





1 LIFE

CBD

STRAWNANA

VAPE LIQUID

1000 MG

.5 FL OZ (15 ML)

INGREDIENTS: Strawnana Terpenes, Propylene Glycol, Vegetable Glycerine, and Cannabidiol Isolate.


WARNING: Consult physician prior to using this product if you are under the age of 21, pregnant or nursing, have any known medical conditions or allergies. KEEP OUT OF REACH OF CHILDREN. May be flammable, use with caution.


These statements have not been evaluated by the FDA. This product is not recommended to diagnose, treat, cure or prevent any disease.

LAB TESTED, 3RD PARTY CERTIFIED FOR POTENCY & PURITY

DISTRIBUTED BY: 1 LIFE INC. EDEN PRAIRIE, MN

1LIFECBD.COM





1 LIFE

CBD

BLUE DREAM

VAPE LIQUID

1000 MG

.5 FL OZ (15 ML)

INGREDIENTS: Blue Dream Terpenes, Propylene Glycol, Vegetable Glycerine, and Cannabidiol Isolate.


WARNING: Consult physician prior to using this product if you are under the age of 21, pregnant or nursing, have any known medical conditions or allergies. KEEP OUT OF REACH OF CHILDREN. May be flammable, use with caution.

These statements have not been evaluated by the FDA. This product is not recommended to diagnose, treat, cure or prevent any disease.

LAB TESTED, 3RD PARTY CERTIFIED FOR POTENCY & PURITY

DISTRIBUTED BY: 1 LIFE INC. EDEN PRAIRIE, MN


1LIFECBD.COM



DIRECTIONS: Shake well before use. Place drops under the tongue. Allow oil to absorb for 30-90 seconds. Daily use is recommended. *Individual results may vary. This oil is not recommended for vape use.

WARNING: Consult physician prior to using this product if you are under the age of 21, pregnant or nursing, have any known medical conditions or allergies.

These statements have not been evaluated by the FDA. This product is not recommended to diagnose, treat, cure or prevent any disease.

**1LIFECBD.COM**




FULL SPECTRUM

CBD

BERRY

300 MG



30 ML/1OZ

10 MG PER ML


SUPPLEMENT FACTS

| | | |
|--|------------------------|-----|
| Serving Size: | 1ml (approx. 50 drops) | %DV |
| Servings Per Bottle: | About 30 | |
| Amount Per Serving | | |
| Full Spectrum CBD Oil | 10 mg | ↑ |
| MCT Oil | 1 g | ↑ |
| †Daily Value not established | | |
| INGREDIENTS: Organic Industrial Hemp Extract, MCT Oil, Natural Berry Flavor | | |

LAB TESTED, 3RD PARTY CERTIFIED FOR POTENCY & PURITY

DISTRIBUTED BY: 1 LIFE INC. EDEN PRAIRIE, MN





DEEP RELIEF

1 LIFE

FULL SPECTRUM

CBD

Roll-On

COOLING GEL

300 MG

2.5 FL OZ (75 ML)


INGREDIENTS: Aqua, Isopropyl Alcohol, Menthol, Carbomer, Triethanolamine, Camphor, MCT Oil, Jojoba Oil, Ethylhexylglycerin, Ilex Paraguariensis, Melaleuca Alternifolia, Essential Oil (Tea Tree Oil), Tocopheryl Acetate, Phenoxethanol, Organic Aloe Vera, Organic Amica, Full Spectrum Organic Hemp Extract.


WARNING: Consult physician prior to using this product if you are under the age of 21, pregnant or nursing, have any known medical conditions or allergies. KEEP OUT OF REACH OF CHILDREN. As with all products, user should test a small amount prior to normal extended use. May be flammable, use with caution.

These statements have not been evaluated by the FDA. This product is not recommended to diagnose, treat, cure or prevent any disease.

LAB TESTED, 3RD PARTY CERTIFIED FOR POTENCY & PURITY

DISTRIBUTED BY: 1 LIFE INC. EDEN PRAIRIE, MN

**1LIFECBD.COM**



+1 LIFE

Logo and Product Label Designs

Logo design and CBD product labels created for 1 LIFE, a Minnesota based company that uses industrial hemp flowers grown in Oregon to manufacture its own line of CBD tinctures, edibles, skincare products, and more. The goal of the logo project was to create a vector copy of their existing logo, but modernize and simplify it.

The labels were custom per each of the client's requests for products like full spectrum or THC free tinctures, specialty flavored tinctures, salves, vape liquids, massage oils, and a pain relieving roll-on cooling gel.

2019 | Eden Prairie, Minnesota
www.1lifecbd.com

FITMIND2BODY

Logo Design and Branding Package

Build Your Mind. Build Your Body. Build Your Life.
Custom logo design and branding for FitMind2Body by Steph Festejo, a professional health & fitness coach, fitness model, and athlete. Logo set includes multiple versions to coordinate together for branding on different platforms and mediums, making the logo as flexible as possible. Samples include conceptual examples for how to use the logo online and for physical collateral.

2018 | Danville, CA
www.fitmind2body.com





BECCA'S HAPPY PAWS PET CARE

Logo Design, Website Design, & Print Collateral

2017-2022 | Rhinebeck, NY
www.beccashappypawspetcare.com

Logo design project for Becca's Happy Paws Pet Care, an all service professional pet sitter in Rhinebeck, New York. The branding project included a primary logo redesign and several alternates, and a flexible watermark version. Some of the many variations of print and web graphics included service advertisements, flyers, postcards, coupon cards, clothing design, welcome cards, and more! The website redesign was completed through Wix.





KAREN MARCUM

Logo and Visual Branding

Logo design and rebranding for master hair stylist Karen Marcum, who provides VIP private hair transformations out of Danville, California. This logo design pairs the main logo, a combination of symbolism and unique modern typography, with a stylish script signature.

This logo design is meant to work in conjunction with Karen's other brand, Moxi Loxi.

2018 | Danville, CA

www.karenmarcum.com



MOXI LOXI

Logo Design Package, Business Card, & Product Labels

Logo and branding designed for the line of luxury wigs created by Karen Marcum. Each wig is released as a custom collection with limited-edition wigs. Logo and brand icon, along with brand color and textures, work together across multiple platforms and collateral applications.

This logo design is meant to work in conjunction with the Karen Marcum brand.

2018 | Danville, CA
www.moxiloxi.com





WITCH BLISS

Logo Design, Print Collateral, & Product Images

2019-2022 | Bismarck, ND

www.witchbliss.net

Logo design for Witch Bliss, a shop that specializes in spell and ritual items and tarot card readings. Sam sells spell jars, candles, crystals, ritual bath kits, and more! The logo design was inspired by modern witchy aesthetic combined with elements of the owner's business specialties. The main logo design, alternative logo designs, and icons and background were included in the set. I also designed a new shop banner for the Etsy and web store, as well as cover images for the tarot card reading services.





ALANA LAYNE

LIVING ALCHEMY

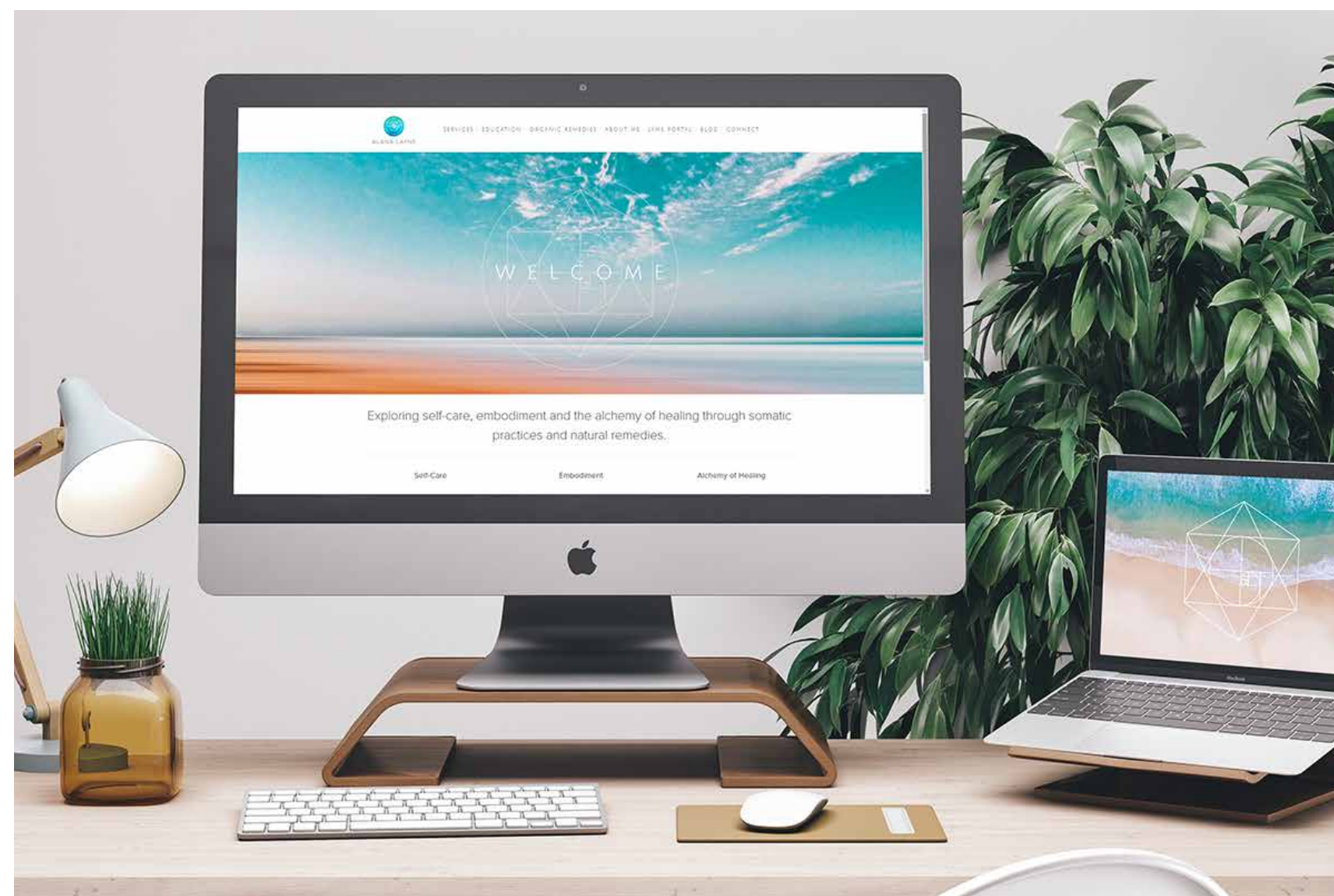


ALANA LAYNE

Logo, Print Collateral, & Product Labels

Logo design for Alana Layne, a certified and experienced Yoga Therapist and Teacher with a Master's degrees in Trauma Counseling and Education. The logo design needed to reflect the magic and life-force of nature, with a focus on the cool color and fluidity and movement of water. All encompassing, needed to represent the other services provided under Alana - deep exploration in the fields of natural health, movement and human consciousness. Ayurveda-inspired remedies are hand-crafted with the world's finest organic essential oils. Coordinating labels and business cards are clean and modern to represent a higher end brand.

2018 | Rhinebeck, NY
www.alanalayne.com



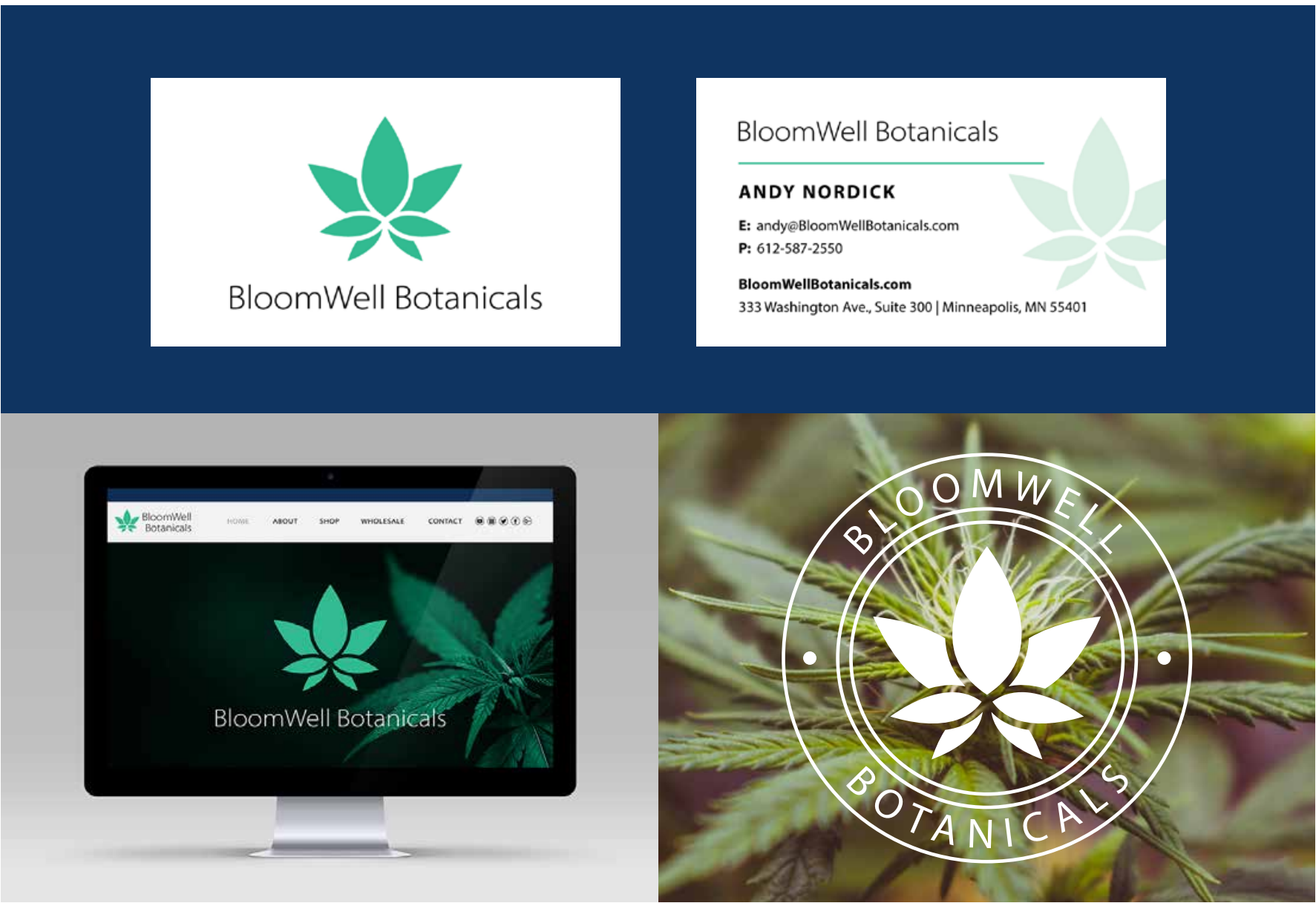
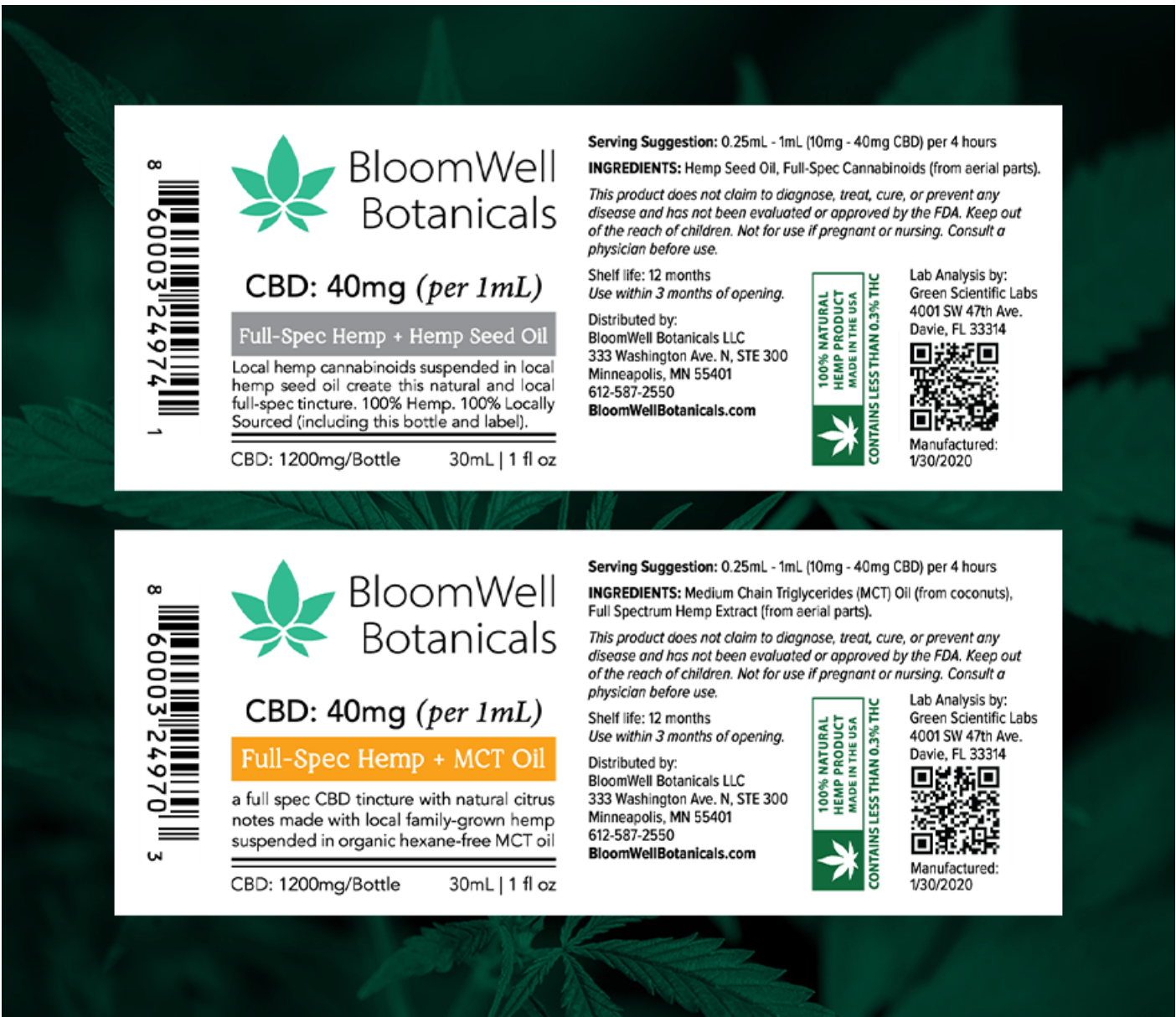
BLOOMWELL BOTANICALS

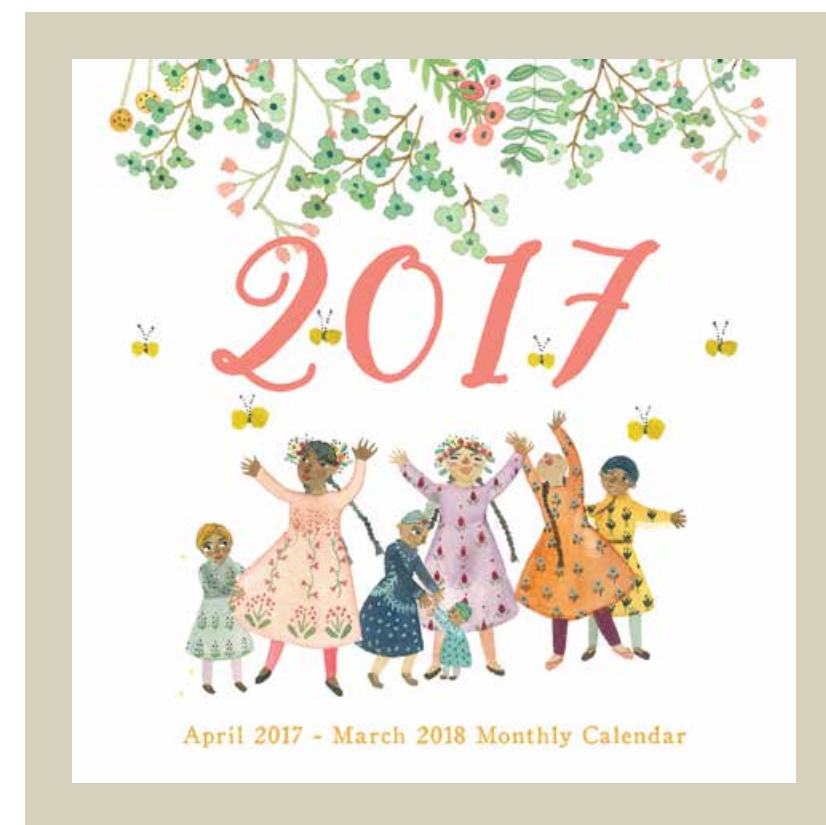
Logo Design Package, Business Card, & Product Labels

Logo design for BloomWell Botanicals, a local Minnesota company dedicated to developing thoughtfully formulated cannabinoid botanical products with an emphasis on high-quality, family-farmed, and local ingredients.

Logo set includes the main logo, an alternative logo, and a badge style logo. Product labels designed for the company’s premiere full-spec hemp and THC free tinctures.

2020 | Minneapolis, Minnesota
www.bloomwellbotanicals.com





SAFFRON PRESS

Product Design and Marketing Images

2017-2022 | Ontario, Canada

www.saffronpress.com

Calendar and print collateral designed for Saffron Press, a socially conscious, small independent press creating stories to inspire little citizens of change. Every book purchase helps break the cycle of poverty and gives access to opportunity for some of the 1.4 million children around the world living with treatable blindness. Each yearly 12-month calendar displayed some of the fantastic handmade art that appears in the story books. We also worked together on templates, notecards & kindness cards, a notepad, and more.





Thank You

Shannon Marie Baldwin

@runningwithfoxes

running.foxes@yahoo.com

www.running-with-foxes.com