

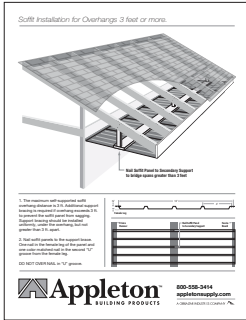


AL MURRAY

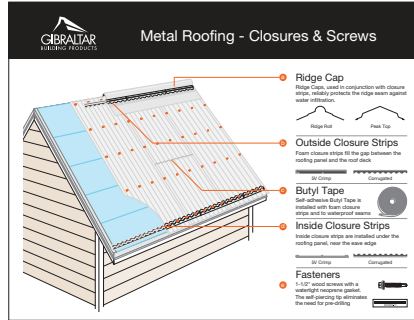
MARKETING DESIGN

Old School Marketing Designer - communicating your business logic with compelling emotion.
Proficiency in Adobe software, Bootstrap Web Development. Familiarity with Microsoft Office applications.

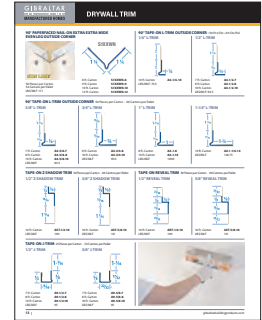
Product Catalog · Installation & Spec Sheets · Logo & Corporate Identity · Packaging · Illustration · Promotion



Installation Guide/Illustration



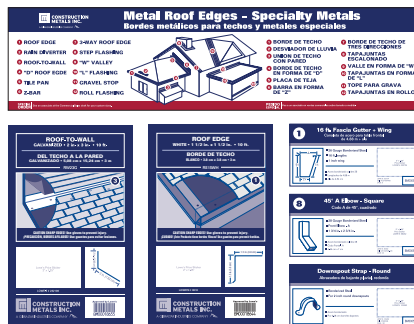
Home Depot In-Store Signage



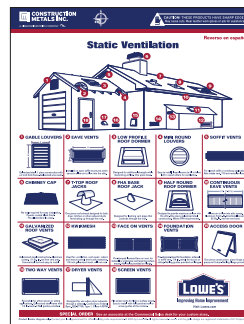
Catalog Page



Packaging Mock-Up



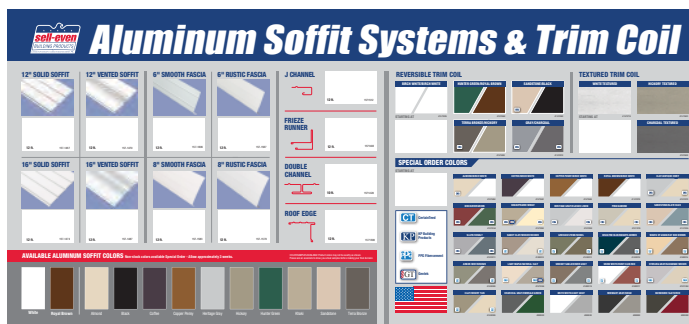
Lowes's In-Store Signage



Retail Promotion



New Product Naming



Menards In-Store Signage



Wholesale Promotion



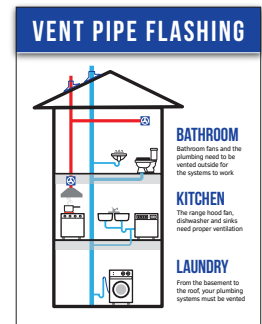
Symbols & Icons



Sales Sheet



Logo Development



Retail Explainer

GIBALTAR
Building Accessories Division
MANUFACTURED HOMES

DRYWALL TRIM

90° PAPERFACED NAIL-ON EXTRA EXTRA WIDE EVEN LEG OUTSIDE CORNER

SIXXWN

50 Pieces per Carton
54 Cartons per Pallet
LBS:MLF: 117

8 ft. Carton
9 ft. Carton
10 ft. Carton
12 ft. Carton

SIXXWN-8
SIXXWN-9
SIXXWN-10
SIXXWN-12

90° TAPE-ON L-TRIM OUTSIDE CORNER 50 Pieces per Carton 60 Cartons per Pallet

1/4" L-TRIM

10 ft. Carton
LBS:MLF: 73.5

A4-14-10

1/2" L-TRIM

7 ft. Carton
8 ft. Carton
10 ft. Carton
LBS:MLF: 83.5

A4-12-7
A4-12-8
A4-12-10

90° TAPE-ON L-TRIM OUTSIDE CORNER 50 Pieces per Carton 60 Cartons per Pallet

5/8" L-TRIM

7 ft. Carton
8 ft. Carton
10 ft. Carton
LBS:MLF

A4-5/8-7
A4-5/8-8
A4-5/8-10

3/4" L-TRIM

8 ft. Carton
10 ft. Carton
LBS:MLF

A4-3/4-8
A4-3/4-10

1" L-TRIM

8 ft. Carton
10 ft. Carton
LBS:MLF

A4-1-8
A4-1-10

10 ft. Carton
LBS:MLF

A4-1-14-10
120.75

TAPE-ON Z SHADOW TRIM 50 Pieces per Carton 60 Cartons per Pallet

1/2" Z SHADOW TRIM

10 ft. Carton
LBS:MLF

AST-1/2-10
109

5/8" Z SHADOW TRIM

10 ft. Carton
LBS:MLF

AST-5/8-10
121

TAPE-ON REVEAL TRIM 50 Pieces per Carton 60 Cartons per Pallet

1/2" REVEAL TRIM

10 ft. Carton
LBS:MLF

ART-1/2-10
109

5/8" REVEAL TRIM

10 ft. Carton
LBS:MLF

ART-5/8-10
121

TAPE-ON J-TRIM 25 Pieces per Carton 54 Cartons per Pallet

1/2" J-TRIM

7 ft. Carton
8 ft. Carton
10 ft. Carton
LBS:MLF

A9-1/2-7
A9-1/2-8
A9-1/2-10

5/8" J-TRIM

7 ft. Carton
8 ft. Carton
10 ft. Carton
LBS:MLF

A9-5/8-7
A9-5/8-8
A9-5/8-10

gibraltarbuildingproducts.com

Drywall, Flashing & Ventilation Catalog - 24 pages.
All illustrations are consistent and to scale.

5V Crimp

Prices are for panels 3 ft. x 28 ft., cut to the trim.
Cut or extra charges apply in other lengths.

SKU	Unit	Retail	Model	Description
200-026	ln. ft.	0.62	various	Galvanized, Utility
200-026	ln. ft.	1.36	various	Galvanized, 29 Gauge
200-026	ln. ft.	1.91	various	Galvanized, 26 Gauge
200-065	ln. ft.	1.55	various	25 Year Galvalume, Non-Painted, 29 Gauge
200-065	ln. ft.	2.60	various	25 Year Galvalume, Non-Painted, 26 Gauge
200-055	ln. ft.	2.19	various	25 Year Galvalume, Non-Painted, 24 Gauge
200-709	ln. ft.	2.52	various	35 Year Painted Galvanized, 26 Gauge
200-709	ln. ft.	3.60	various	40 Year Painted Galvanized, 24 Gauge

PANEL PRICING Effective date 3/5/2009

AVAILABLE COLORS: 26 Gauge unless otherwise noted.

Color	Color	Color	Color	Color	Color
01 Pearl White	04 Dune White	07 Charcoal Gray	10 Darkened Slate	11 Macho Tan	
02 Reflective White	08 Old Town Gray	09 Charcoal Gray	12 Forest Green		
03 Dove White	09 Charcoal Gray	10 Darkened Slate	11 Macho Tan		
04 Dune White	10 Darkened Slate	11 Macho Tan			
05 Darkened Slate	11 Macho Tan				
06 Macho Tan					
07 Charcoal Gray					
08 Old Town Gray					
09 Charcoal Gray					
10 Darkened Slate					
11 Macho Tan					
12 Forest Green					

Colors samples are reproduced as accurately as possible to actual finish. For more precise color matching request a metal color sample.

FLASHING & TRIM

Vendor #0679712
Page #1

Delivery Time: 5-7 Business Days

SOM #220067
Effective date 3/6/2009

Home Depot Special Order Catalog - Metal Roofing with Flashing & Trim. Way back in 2009!

SECURE & BEAUTIFUL FENCING FOR POOL & OUTDOOR LIVING

MASTER HALCO

Master Halco Pool Fencing - Known for utilitarian chain link fencing, this catalog provides secure & stylish options for backyard pools.

SEMCO METAL ROOFING

Corrugated exposed fastener roofing panel: 24 inch width coverage, 24 inch width siding coverage. Applications: Residential, Agricultural, Architectural, Light Commercial, Industrial.

Code Approvals
UL Listing Directory #120735
UL Fire Resistant Directory #R20735
Florida Building #FL-11715-01
High Performance Insulation (HPI) approved (consult manufacturer's technical department or refer to the appropriate code agency).

Testing Data & Specifications
Accelerated testing 2000 hours - ASTM G23
Salt Spray testing 1000 hours - ASTM B117
Fire Testing - ASTM E108 or UL 790
Wind Driven Rain - DDC 100

Corrugated Galvanized Steel Panels

Size	Utility	29 Ga.	26 Ga.
6 ft.	13311	-	-
8 ft.	13515	13478	13463
10 ft.	13554	-	13458
12 ft.	13566	13474	13450

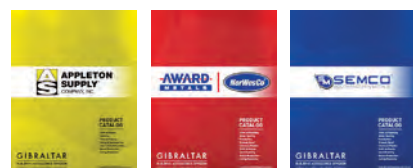
Steel 5V Crimp Panels

Size	36 Gauge	26 Gauge
8 ft.	13329 GM	13311 G2
10 ft.	13324 GM	13345 G2
12 ft.	13325 GM	13341 G2
14 ft.	13326 GM	13345 G2
16 ft.	13327 GM	13341 G2

Colors
Regal White, Barn Red, Bone White, Burnished Slate, Charcoal Gray, Cocoa Brown, Forest Green, Hawaiian Blue, Light Stone, Macho Tan, Old Town Gray, Reflective White.

1801 Industry Drive, Jacksonville, FL 32218 904-874-0335

www.semco.com www.gibraltarbuildingproducts.com



Multiple Companies - Combined into one catalog aesthetic

GIBRALTAR INDUSTRIES SPECIFICATIONS **ADJUSTABLE PIPE FLASHING** #23190

25 mil Aluminum Base with Adjustable Elastomer Collar - 1 1/4" - 1 1/2" inch, 2 inch & 3 inch

HEIGHT 2 1/2 in. 6.66 cm

2 1/2 in. 6.66 cm

14 1/2 in. 36.83 cm

5 1/2 in. 13.97 cm

10 3/4 in. 27.3 cm

2 3/8 in. 6.03 cm

Push down on Tab to break, then pull up to remove

Gibraltar - Part of being a Home Depot supplier is providing these downloadable spec sheets from *homedepot.com*

GIBRALTAR INDUSTRIES INSTALLATION GUIDELINES **EAVE FLASHING** #987678

#9 x 1-1/2" Screw

Closure Strip

Corrugated Panel

Butyl Sealant Tape

#30 Felt min.

EF-3 Light Stone

1" max. overhang at eave

3 1/2"

2"

1/2"

Eave Flashing has very sharp edges. Use gloves to prevent injury. This product is not recommended for direct contact with treated lumber.

Working above grade is inherently dangerous, be sure that proper fall protection measures are in place. When working with power tools and sheet metal, gloves and eye protection are absolutely required.

These basic installation guidelines are for use with typical or standard applications. It is always recommended to seek advice from a licensed professional, and to check with your local building inspector or building permit office for approvals and possible variations that may apply.

EF-3 Eave Flashing is used with: Gibraltar 2 1/2" Corrugated Panels

Gibraltar - As this is a more *technical* product I've adopted an engineering style of illustration

POSTMASTER FENCE SYSTEM

¡PostMaster® Plus es la solución integral para cercas de madera!

Pautas para la instalación de una cerca de tablones sólidos horizontal

Poste de línea

Poste de línea

Poste de puerta

Ejemplo de disposición horizontal de tablones

Los postes para cerca de acero PostMaster® Plus se diseñaron con un propósito. Al igual que el sistema PostMaster® original, este sistema se diseñó para usarse con maderas de tamaño estándar. Las bridas de sujeción del sistema PostMaster® PLUS se alinean con una precisión calculada.

- Los postes de línea PostMaster® PLUS se redujeron para optimizar la resistencia del PostMaster® original.
- Al construir una cerca horizontal de tablones, los postes de línea se usan como postes equidistantes.
- En diseños de cerca horizontal, el poste de puerta totalmente renovado permite facilitar un sitio de clavado vertical de 2 x 4 hacia el sistema del poste de puerta para incrementar la resistencia.
- Todos los postes PostMaster® PLUS incorporan un patrón de orificios alternados exclusivos para usar tornillos avellanados n.º 8/9 o tornillos de 1/4 in.

ANTES DE COMENZAR

Investigue los requisitos de la zona y explore los requisitos en las líneas que delimitan legalmente la propiedad. Si no está seguro, consulte al plano catastral de su propiedad o consulte con un profesional.

Consulte los códigos locales para conocer las especificaciones sobre las ubicaciones de los tablones, las alturas permitidas de la cerca, etc. Podría ser necesario un permiso.

Consulte con las empresas de servicios públicos locales para conocer las ubicaciones de las tuberías y los cables subterráneos.

MASTER HALCO Quality Products, Exceptional Service, Outstanding People

Master Halco - Detailed, easy to follow installation guides in both English & Spanish

GIBRALTAR BUILDING ACCESSORIES DIVISION **SM-RIB METAL ROOFING PANELS**

Gibraltar's SM-Rib panels are a popular choice for a wide variety of residential and commercial projects. This durable and lightweight panel is ideal for roofing or siding any structure, from a simple shed to a complex residential development. The rugged Galvanized finish will stand up to the harshest weather conditions and is backed by a 25-year warranty. SM-Rib is an exposed fastener panel. Panels are secured to the roof deck with 1-1/2 in. gasketed screws to prevent leaking. SM-Rib panels are easily cut with shears and being light weight makes them easy to use and transport.

- Galvanized steel panels will not rot, mildew or warp and can form an effective pesticide-free barrier against termites and other insects.
- Non-combustible, resistance to fire increases your security and may result in lower insurance premiums.
- Panels offer a full 36 in. coverage when used for both roofing and siding.
- 29-Gauge thickness, recommended for roof slopes of 3/12 pitch.
- SM-Rib panels are a good choice for the environment, after a long service life they are still 100% recyclable.

9 in. 36 in. Coverage

Length	Color	Part #
8 ft.	Green	13561
8 ft.	Green	SM8FG
8 ft.	Mill	13560
8 ft.	Red	13562
8 ft.	Stone	04008
8 ft.	Tan	05025
8 ft.	White	SM8CW
8 ft.	White	13563
10 ft.	Green	SM10FG
10 ft.	Mill	13542
10 ft.	White	07085
10 ft.	White	SM10CW
12 ft.	Green	13545
12 ft.	Green	SM12FG
12 ft.	Mill	13544
12 ft.	Red	13546
12 ft.	Stone	04010
12 ft.	Tan	05026
12 ft.	White	13547
12 ft.	White	SM12CW
14 ft.	Mill	13548
16 ft.	Green	02450
16 ft.	Red	02459
16 ft.	Tan	05027
16 ft.	Mill	13549
16 ft.	White	07088

USE & CARE

Store off the ground, inside in a well ventilated, dry location. For temporary outside storage, block pallet on an angle to permit drainage and cover with a breathable tarp (do not use plastic).

CAUTION! Sharp edges! Use gloves to prevent injury. This product is not recommended for direct contact with treated lumber. Remove metal shavings after drilling or cutting, to avoid rust stains. Cuts to Metal Roof Panels or Trims should be done with "scissor" cutting tools. Do not use a panel saw for cuts.

Contact between metal panels and any potentially corrosive materials or dissimilar metals should be prevented. Do not write (with pencil, pen, marker, crayon, etc.) directly onto Metal Roofing Panels or Trims.

Failure to comply with these storage procedures relieves the manufacturer of responsibility for any resultant damage to, or deterioration of the product and voids all warranties. There is no implied warranty of merchantability or fitness for purpose.

APPROVALS

UL 11775.4 Florida Building Code #FL-11775.1
UL Fire Resistant Directory #R20735

Testing Data & Specifications

Accelerated Testing 2000 hours ASTM G23
Salt Spray Testing 1000 hours ASTM B117
Fire Testing ASTM E108 or UL 790
Wind Driven Rain TAS 100

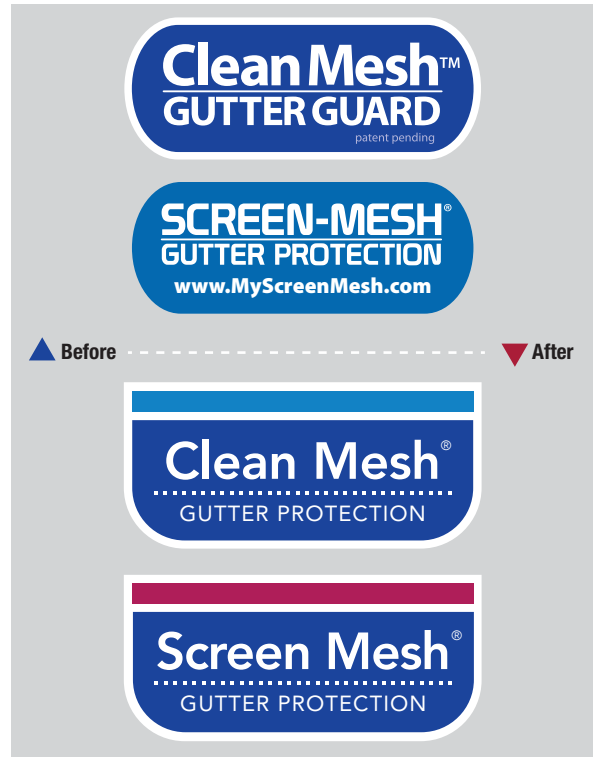
WARRANTY - 25 Year Limited Warranty

DISPOSAL
Take used SM-Rib panels directly to a metal recycling facility.

Combining Multiple SKUs into one Spec Sheet!



Unique Colors - This looks like clip art! It was for my niece's company in a small town, and that's all she needed!



Logo Update - Revitalizing old logos to make them more legible and bring them in line with a larger corporate identity.



New Product - Agricultural fencing by Master Halco



Golf Tournament - Capital Sheet Metal



Name Storming - It's like brainstorming to generate options and focus when naming a new product.



▲ Existing Brands ▼ Addition



Line Extension - The top two logos were in use by Air Vent®, when they added a third line. Luminant is clean, current and legible... with a *family resemblance* to the predecessors.

Packaging - It's the last marketing contact standing between your product and a customer purchase. The design has to impart all relevant sales cues while conveying trust and reliability.



Pre-Production Mock-Up - As details become clearer a package design evolves. A mock-up helps stakeholders visualize the changes better than flat dielines.



Direct-to-Cardboard Printing - DTC Printing has advantages and limitations that need to be considered for a successful product.



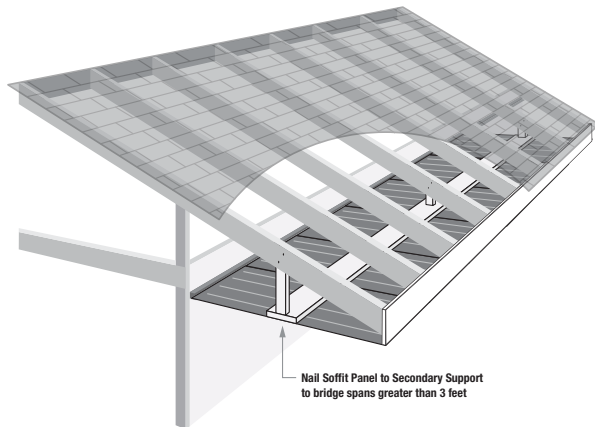
Retail Cut-Case Packaging - This series contains thousands of products, in 3 categories. The packaging is economically designed to work on Big Box shelving.



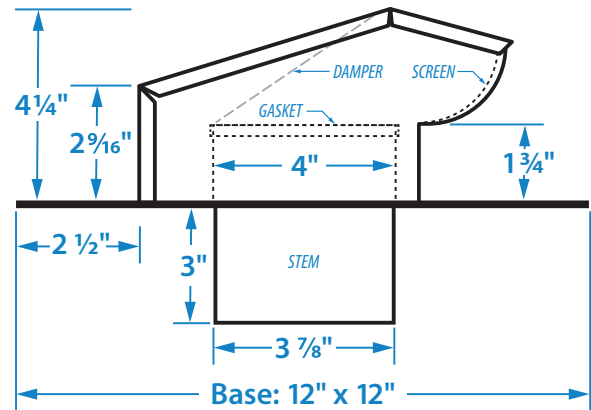
Laminated Cardboard Packaging - Laminating pre-printed paper onto cardboard allows for more detail and color options.

Illustration - My illustration style is clean and communicative. I strive for functional Marketing Design, not something that you'd see hung in an art gallery.

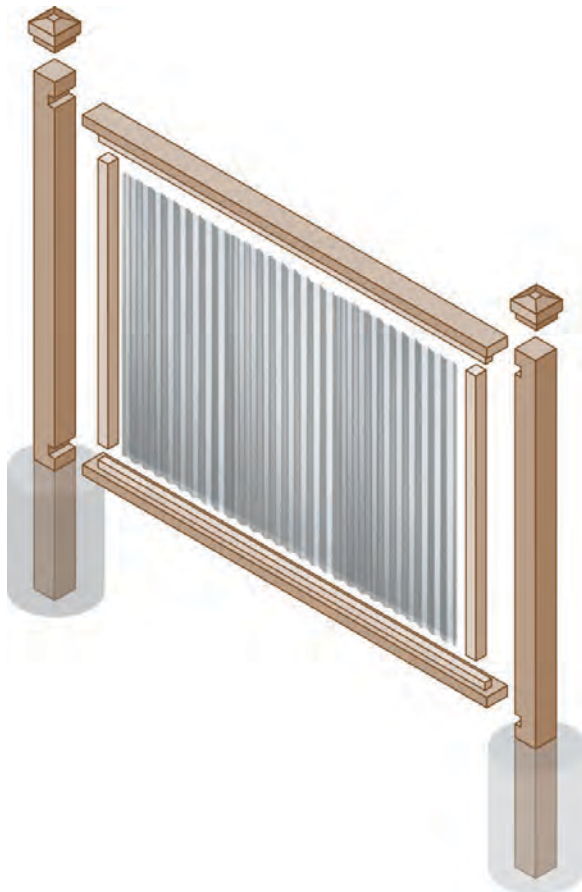
Soffit Installation for Overhangs 3 feet or more.



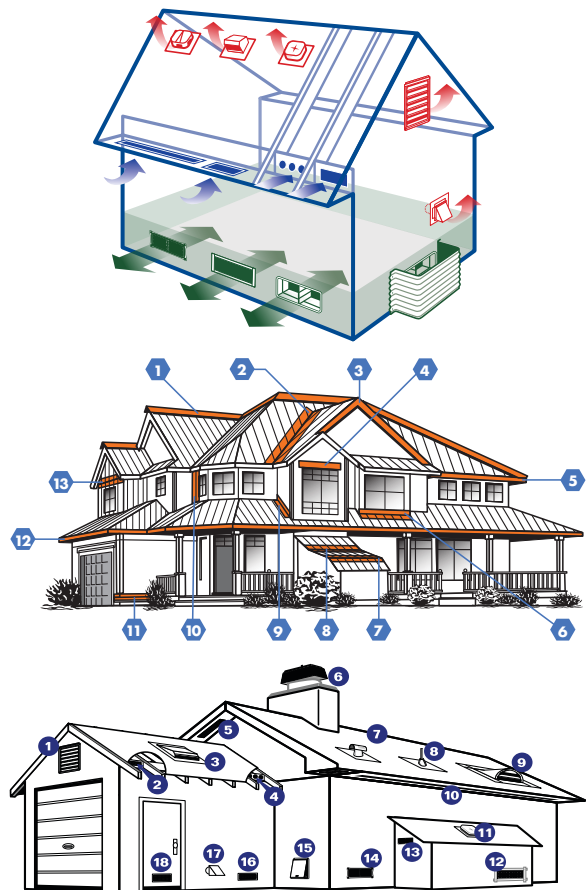
Technical Illustration - This illustration was created for an installation guide. It started with a *napkin sketch* and a few words from a builder who uses this technique.



Technical Illustration - A *blueprint-style* illustration that efficiently conveys all the details a customer would need.



Building a Privacy Fence with Corrugated Metal - This *isometric* illustration is part of a step-by-step DIY project guide.



Which Product Goes Where - This is a common practice in the roofing and ventilation industry.

SHOWER & BATH

renovate with CONFIDENCE

RECESSED SHOWER SHELVES READY TO TILE!



Accomplish your renovation with confidence by choosing a pre-built shower niche from Redi Niche®

- Waterproof one-piece design
- Easy to install with professional results
- Set tile directly to the niche surface

rediniCHE®

Point of Sale Flyer - All the options, benefits and a bit of installation guide, wrapped with trust and confidence.

AS TRIM COIL

APPLETON SUPPLY

FULL PALLET OFFER!
\$41 PER ROLL
for orders placed by 4.30.14
VIEW FULL PALLET QUALIFIES FOR FREE FREIGHT!!!

WE BUILD AMERICAN

24" x 50" Aluminum Trim Coil
Full Pallet: 32 Rolls • White/Brown or White/White
Do not mix colors on pallets

ONLY @ APPLETON!

5% ALUMINUM PRICE DROP

SAVE NOW ON ALL ALUMINUM TRIMS, FLASHINGS & COILS

APPLETON SUPPLY CO. INC.
A GIBRALTAR INDUSTRIES COMPANY • 800-558-3414 • appletonsupply.com • Vendor Code: APSC

Wholesale Promotional Flyer - A sales call leave-behind, an eMailable image and a print broadcast

Choose Quality Gutter Protection



Clean Mesh®

GUTTER PROTECTION

Clean Mesh® is engineered for long-life performance and confident installations.

Clean Mesh® starts with durable, corrosion-resistant 0.019 aluminum that is precision formed to maximize strength and function. As an added bonus, the rigid lightweight panels become incredibly easy to install. Top off the system with optimally sized stainless steel 40/40 mesh and you have a gutter protection system that will exceed your expectations for years to come.

Gutter protection has seen many fads and fimsy, difficult gimmicks that aim for the lowest price point. Clean Mesh began with the singular challenge of making a superior, reliable product and pricing it accordingly. After years of development, testing and patents we are proud to say that no other system delivers the value of Clean Mesh.

Alignment ribs provide strength and ease of installation

Rain-sloping offset louvers handle the heaviest downpours

Stainless steel 40/40 mesh is effective against pine needles, seed pods and down streamer grit

Covex screen designed to shed debris

Patent No.: 8,474,192 & 8,835,811 B2

Available for 5 and 6 inch K-Style Gutters • Mill, White or Brown

GIBRALTAR
BUILDING ACCESSORIES DIVISION
SEMCO | DOT | APPLETON | AWARD | NORWESCO

Sales Sheets - The front of this sales sheet conveys the What & Why, the back contains the How.

T-Party

MASTER HALCO T POSTS by the TRUCKLOAD

5' 6" GREEN T-POST	\$2.49 EACH
Item: 008576 • #1.25 • 200 pcs/bundle • Regular: \$3.11	
6' 0" GREEN T-POST	\$2.72 EACH
Item: 034843 • #1.25 • 200 pcs/bundle • Regular: \$3.40	
6' 0" GREEN T-POST	\$2.90 EACH
Item: 034863 • #1.33 • 100 pcs/bundle • Regular: \$3.62	
7' 0" GREEN T-POST	\$3.17 EACH
Item: 034845 • #1.25 • 100 pcs/bundle • Regular: \$3.96	
8' 0" GREEN T-POST	\$3.63 EACH
Item: 034859 • #1.25 • 100 pcs/bundle • Regular: \$4.53	
T-POST CLIPS	\$0.01 PER 1,000
Item: 023656 • 1,000 Pack	

PLUS! NO ADDER REBATE
1% 60 day payment terms

MIX & MATCH SIZES TO MAKE UP A FULL TRUCK!

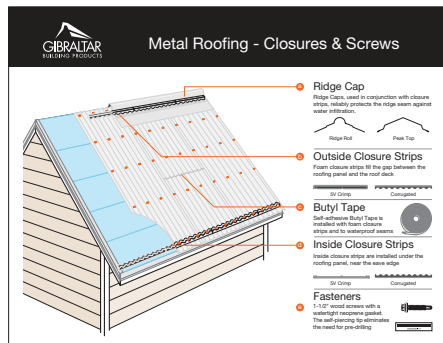
Orders placed by May 15 to be delivered by August 15
Orders placed by May 30 to be delivered by August 30
Orders placed by June 15 to be delivered by September 15
Orders placed by June 30 to be delivered by September 30

MASTER HALCO®
masterhalco.com • 888-289-3362

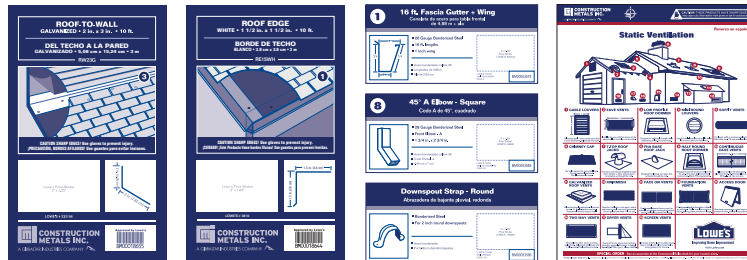
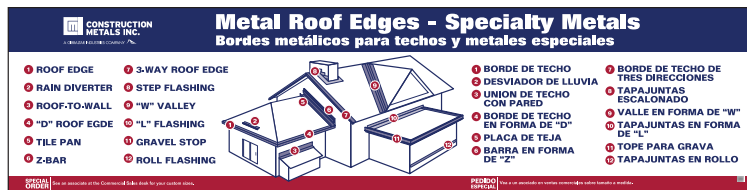
Wholesale Promotional Flyer - All the information in a highly impactful format. This example is part of a consistent marketing campaign.



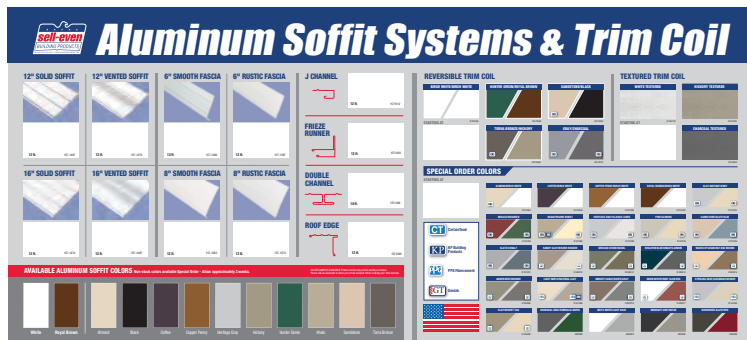
Menards Floor Decal - Sell-Even + AirVent Cross-Promotion



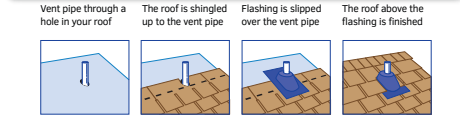
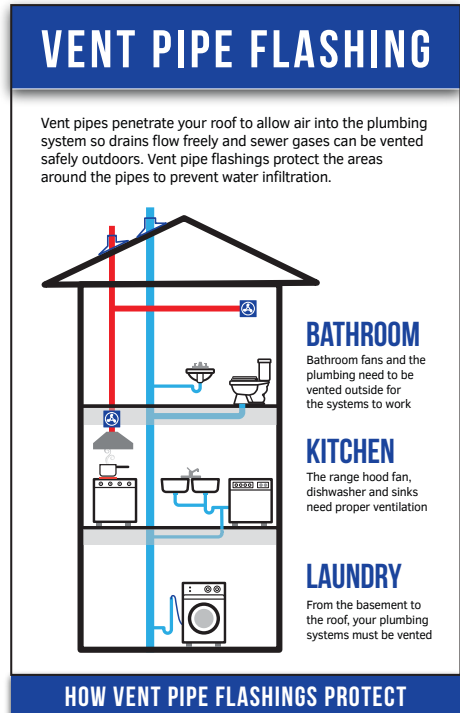
The Home Depot - In-store signage, Product/Price Cards, Warranty Badges



Lowe's - In-store signage, Product/Price Cards, Tear Pads



Menards - In-store signage



TYPES OF VENT PIPE FLASHING



PREVENTATIVE PIPE FLASHING

Small leaks can lead to big problems: mold, rotted framing, damaged insulation and ceilings.

Check for nail pops and cracks in the base or broken seams on the cone part of the flashing

Examine the rubber boot. It could be rotted or torn, allowing water to get into the house along the pipe

Rarely will caulk or roof cement be a long-term solution for a leaky pipe flashing. Be sure, use a new flashing.

Digital Explainer - Designed to educate and inform retail building supply customers.
homedepot.com



Coastal Style



Product Dimensions



7 inch Inside Diameter



Florida Building Code Approved



Easy to Cut



Painted



Custom Flashing



Fire Resistant



Textured Finish



Steel + OSB Construction



Agricultural



Light Roofing

















Stronger & Faster



Corrosion Resistant



Zinc + Aluminum

The Seven Ps		The Seven Cs	
	PRODUCT		CUSTOMER
	PRICE		COST
	PLACE		CONVENIENCE
	PROMOTION		COMMUNICATION
	PHYSICAL EVIDENCE		CREDIBILITY
	PROCESS		CONNECTION
	PEOPLE		CUSTOMER SERVICE



Old School Marketing Designer - communicating your business logic with compelling emotion. Proficiency in Adobe software, Bootstrap Web Development. Familiarity with Microsoft Office applications.

In my career as a Marketing Designer I've worked with some great Marketing Managers to create visual assets for advertising, packaging, promotion, and online presence. I've employed my creativity and design skills to generate impactful design assets that align with a brand's identity and appeal to their target audience.

From my rustic home office in Metchosin, BC I work with Marketing Managers, Sales Executives and Business Owners to deliver effective projects across North America.

I am available for projects, big and small, or to provide a fresh perspective on your marketing efforts.

Rate: \$85/hr. Generous volume discounts available.