

**paxtonklaassen@gmail.com**

**226-789-5570**

**<https://paxtonklaassen.wixsite.com/portfolio>**

**Paxton Klaassen**  
GRAPHIC DESIGNER

## Before

LICENSED

# Klaassen Mechanical Plumbing

New installations • Renovations • Repairs  
Hot water heating • Water softeners



CALL FOR BEST QUALITY SERVICE  
RESIDENTIAL/COMMERCIAL

John Klaassen Sr., OWNER OPERATOR  
519-638-2106 • Moorefield, Ontario

## After



### Klaassen Mechanical Plumbing

This company was looking for a complete rebrand that would match their professional and well-experienced background in plumbing. Geometric styles and minimalistic design was implemented to create a mechanical feel to the brand. This rebrand included a new logo, style guide, stationary, business card, and uniform.

### Skills Used

- » Adobe Illustrator
- » Adobe InDesign
- » Adobe Photoshop
- » Illustration & Typography
- » Branding & Identity design
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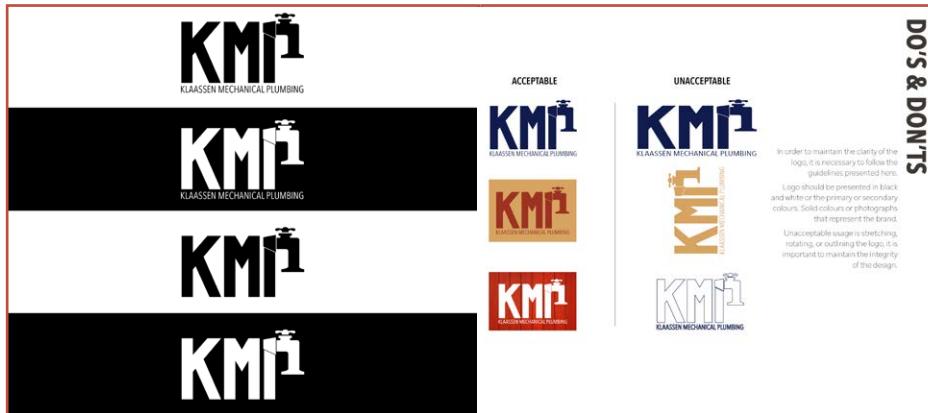
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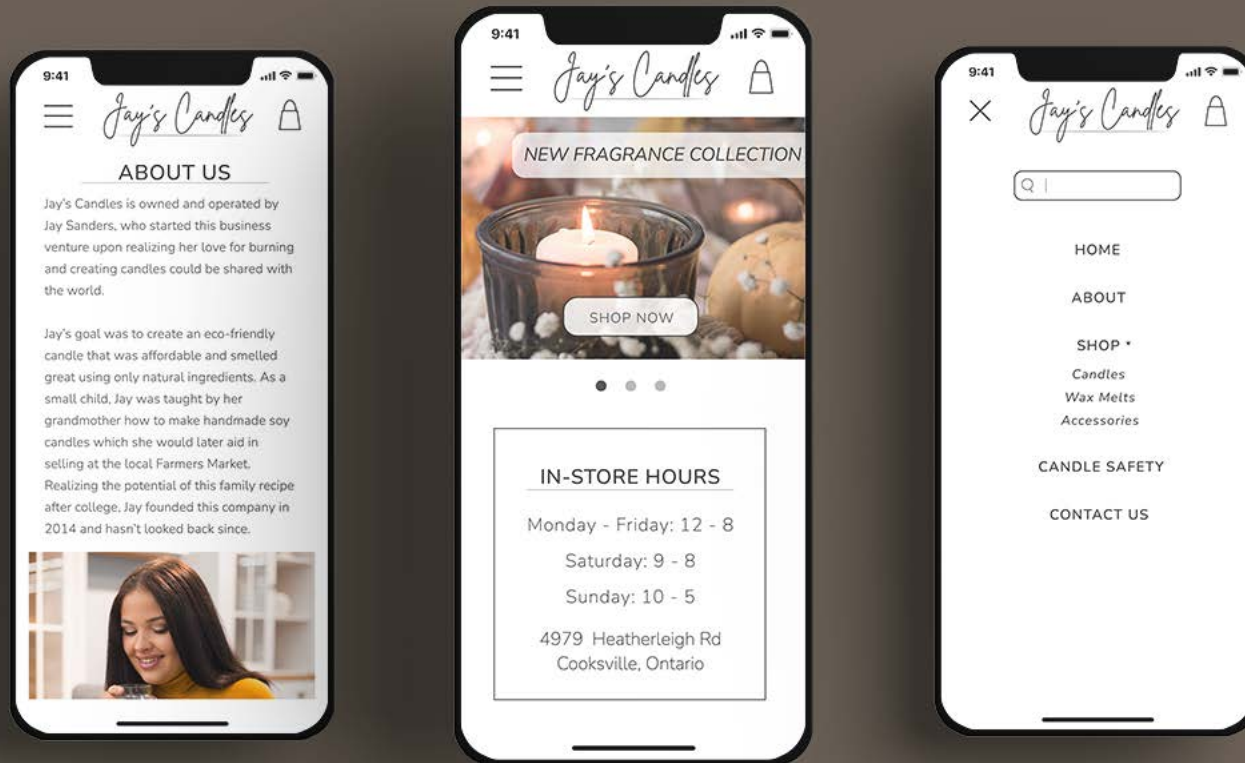
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## Jay's Candles Mobile Site

This project was challenged with the task of making a minimalistic mobile site to appeal to the ease of shopping online while still bringing the warm, comforting feeling of hand-made candles. For this website I created numerous webpages all on mobile and the branding for the company.

## Skills Used

- » Adobe XD
- » Adobe Illustrator
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## *A Night At The Fancast*

### **A Night at the Fancast Podcast**

The creators of this podcast about the band Queen wanted to have an original logo that would still be immediately recognizable to fans of the music. This design is inspired by the Queen album *A Night at the Opera*, replacing illustrations of the band members astrological signs with the podcasters.

### **Skills Used**

- » Adobe Illustrator
- » Illustration
- » Branding & Identity Design







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## Skills Used

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# ARTFEST TOUR

Celebrating 33 years  
Register in a workshop  
Meet the artists

Choose Your Tour Weekends!  
Use these icons to indicate which weekends each studio is open

Weekend 1	Weekend 2	Weekend 3
<b>1</b> Saturday Sept 27 10 am to 4 pm Sunday Sept 28 12 noon to 4 pm	<b>2</b> Saturday Oct 4 10 am to 4 pm Sunday Oct 5 12 noon to 4 pm	<b>3</b> Thanksgiving weekend Saturday Oct 11 10 am to 5 pm Sunday Oct 12 12 noon to 5 pm

Our vision of quality, juried art and fine craft, is displayed in working studios with demonstrations and the opportunity to meet and buy directly from the creators. This year several workshops are offered by returning artists as well as new guest artists offering a variety of mediums and techniques.

We look forward to celebrating the fall colours and shared appreciation of creativity with all of you.

1-800-235-9876 www.thestudiotour.ca

**BLACKBIRD POTTERY**  
5843 GELERT RD.,  
HALIBURTON ONTARIO, K0M 1S0  
1-705-457-4619  
BLACKBIRDPOTTERY.CA

Pulling inspiration from woodland, vintage, pattern & print, works are hand crafted in small batches and decorated using a variety of surface approaches. Discover unique contemporary works crafted in fine porcelain, and toasty grey & black stoneware clay. Blackbird Pottery hosts classes and events year long.

Regular studio hours: Thu-Sun 10 am - 6 pm.

**STUDIO ROSE**  
2254 DUCK LAKE ROAD,  
HALIBURTON ONTARIO, K5M 4J7  
1-705-871-7842  
WWW.STUDIOROSEPOTTERY.COM

Come and see exciting demonstrations of the centuries old Raku process as well as stunning decorative pieces, there is also a wide selection of functional stoneware for everyday use. Select a charming sculpture for your home in metal or clay.

Open by chance or appointment.

**IVY COTTAGE - GLASS FUSION ARTS**  
1431 DAWSON ROAD, ALGONQUIN HIGHLANDS,  
ONTARIO K4B 5R0  
IVYCOTTAGES.CA  
705.455.2744

Peter Emmink and Joyce Prupers-Emmink kiln fired glass work continues to evolve as they experiment with new techniques and designs. Join us to witness the creative process and view our stunning one of a kind pieces. From functional vases, platters and bowls to fabulous fused glass jewelry and Christmas ornaments.

Regular studio hours: Mon-Sat 10 am - 6 pm.

**CATHY TAYLOR MOSAICS & CLAY WORKS**  
1032 SINTONIA LANE, MINDEN, ON.  
519.802.2155  
WWW.CATHYTAYLORMOSAICS.COM

Piece by piece, cutting and assembling, Cathy designs contemporary styled mosaics from representational to abstract, using a variety of materials. Glass, slate and her own clay creations add truly unique elements. New this year she will be offering her nature inspired hand-made tiles.

Regular studio hours: Tues-Sun 11 am - 5 pm.

**IAN VARNEY**  
1032 SINTONIA LANE, MINDEN, ONTARIO K3P 8R2  
416.568.5282

Ian is a landscape painter. His inspiration is the beauty of the Haliburton Highlands. His mixed media paintings typically incorporate an encaustic (wax) component. They are not strictly representational and have an element of abstraction. Colour and line are predominant features.

Regular studio hours: By appointment.

**ROSE PEARSON**  
1009 CAMP WHITE PINE COURT, HALIBURTON ON  
705.457.9960  
ROSEPEARSON.COM

Rose makes mixed media paintings in various forms. Her current work is derived from the historical edition of "The Art & Craft of Garden Making".

Regular studio hours: Mon-Sat 9 am - 4 pm.

## Artfest Brochure

This brochure's goal was to organize this large amount of information in a legible way while still having a unique, artsy feel to the branding of this event. Hierarchy is a must in this brochure and knowledge in typography was used to create that through colour and font weight.

## Skills Used

- » Adobe InDesign
- » Adobe Illustrator
- » Adobe Photoshop
- » Typography
- » Branding & Identity Design
- » Editorial Design



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# FIREBREATHER



**SCORCHING  
LAVA**



**NUCLEAR  
FUSION**



**LIGHTNING  
STRIKE**

## Firebreather Hot Sauce

This brand was looking for a unique design to represent each flavour of hot sauce while still having a cohesive look between the three. Mascots were created for each flavour to add a fun bold look along with the bright colours against a black background. This project includes three different hot sauce packaging and an advertisement campaign done for social media, magazines and billboards,

## Skills Used

- » Adobe InDesign
- » Adobe Photoshop
- » Adobe Illustrator
- » Illustration & Typography
- » Package Design
- » Advertising Design



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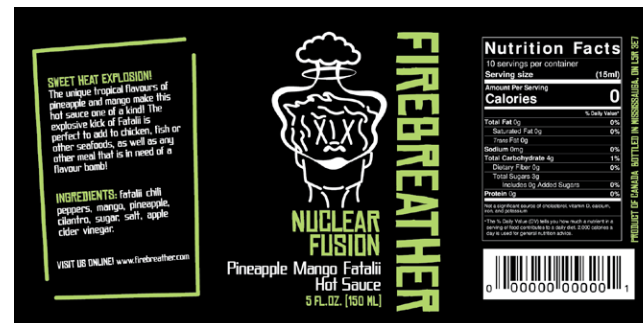


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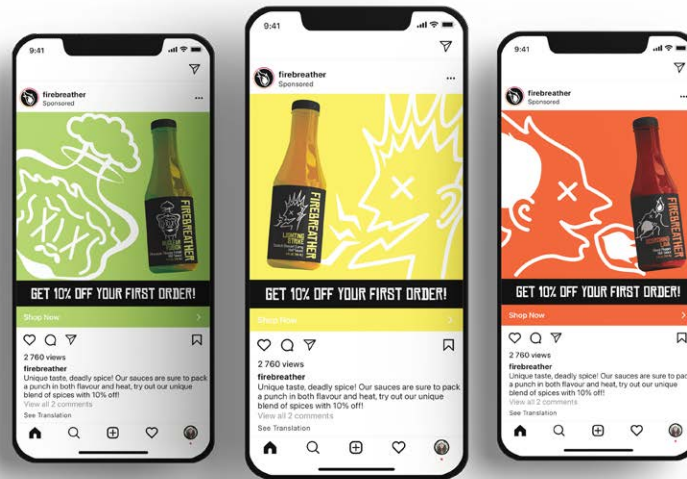
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### **Milk Crate Vinyls**

This company sells new and used records, cassettes and CDs both online and in-store. The goal of this brand was to create a nostalgic feeling using elements of design in the 80s while also appealing to a modern audience. This branding included a logo, style guide, uniforms, signage, and an advertisement campaign across multiple platforms.

### **Skills Used**

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- » Adobe Illustrator
- » Adobe Photoshop
- » Illustration & Typography
- » Branding & Identity Design
- » Editorial Design
- » Advertising Design



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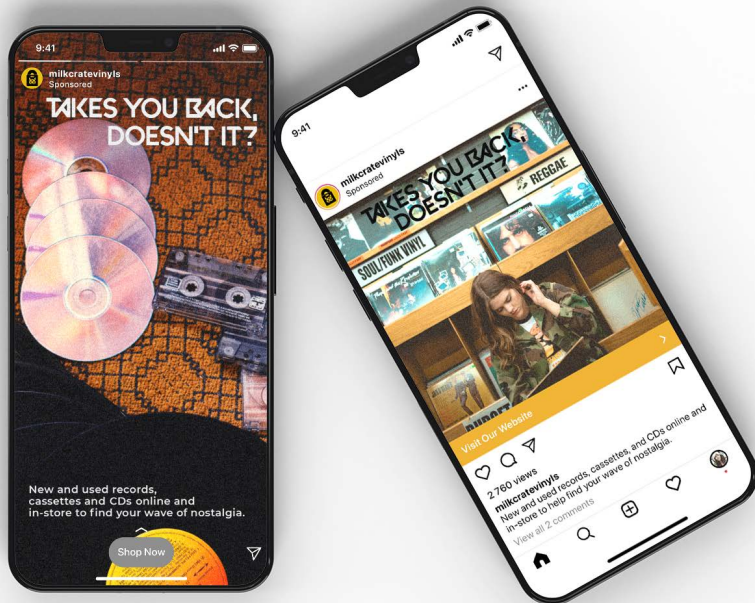
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# TAKES YOU BACK, DOESN'T IT?



Here at Milk Crate Vinyls, we think there is no obsolete way to listen to your favourite songs. With both new and used records and cassettes entering our stores daily, you'll be sure to find that wave of nostalgia, no matter your age.

Check out [milkcratevinyls.com](http://milkcratevinyls.com) to find a store near you.



## Milk Crate Vinyls

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# HOW FAR DID YOUR FOOD TRAVEL?



**LOCALLY  
grown**  
Why choose anything else?

Non-local fruits and vegetables are transported at least **2500 km**  
from their point of origin to your table. Local food travels roughly **50 km**.

For more information, visit <https://www.ontario.ca/page/local-food-ontario>

## Locally Grown Advertisement

This organization is looking to promote the benefits of eating local produce. This advertisement campaign uses a form of shock advertisement to entice the viewer. This was made for multiple platforms, including magazines, billboards, webpage banner ads and social media

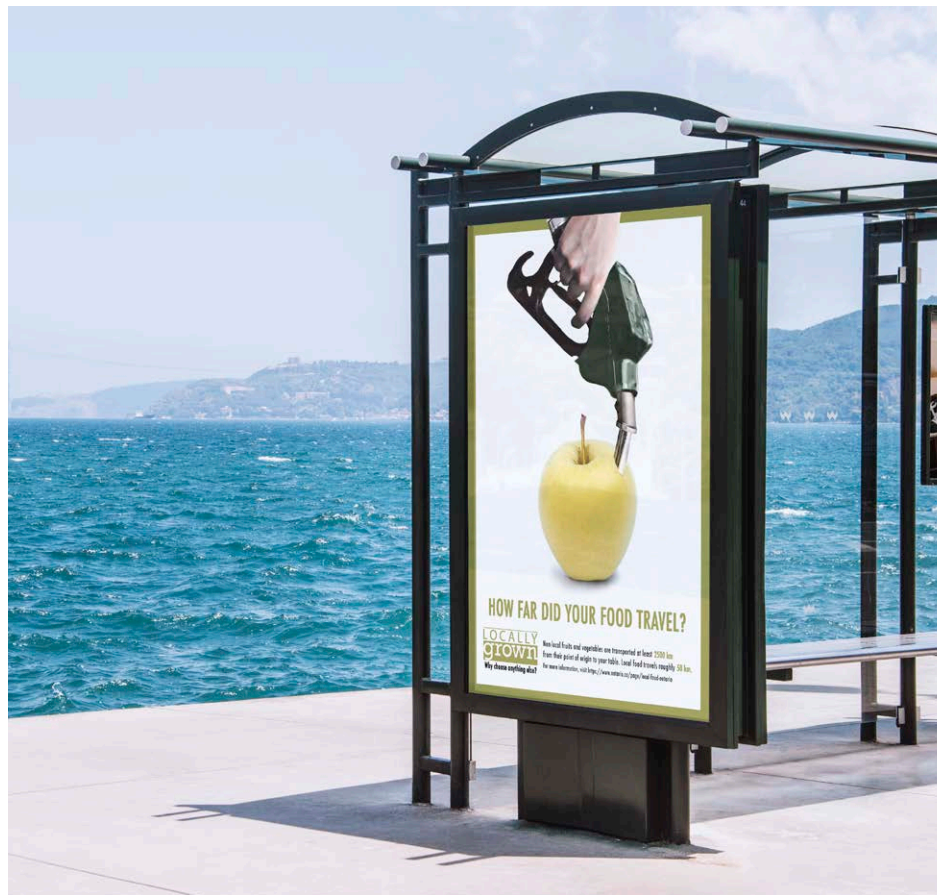
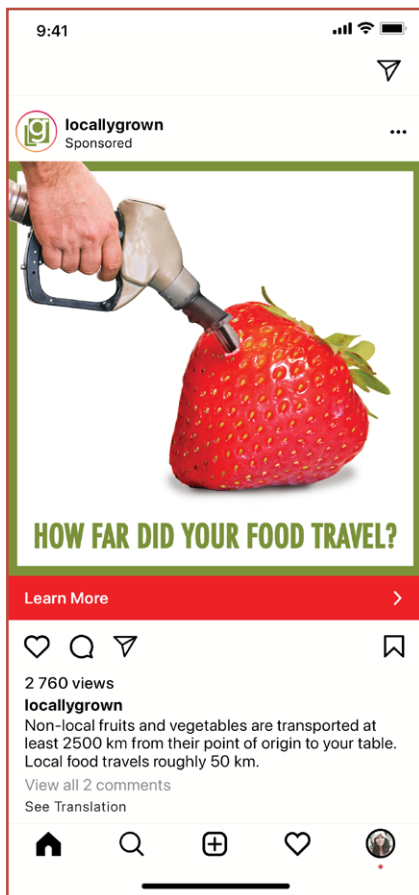
## Skills Used

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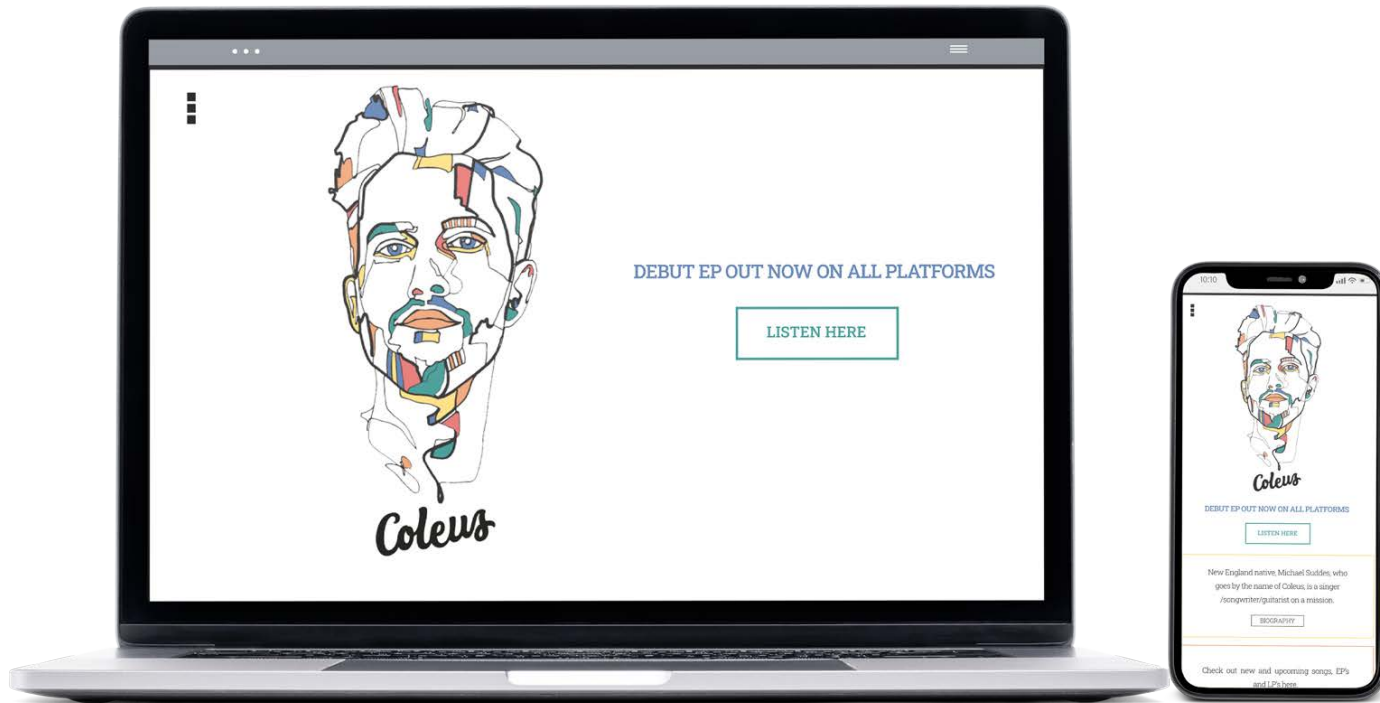
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CLICK HERE TO LEARN MORE.

**View Animated GIF Here!**



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## Coleus Website

Coleus is an Indie artist with a new album that was recently released. I wanted to edit his website to match the branding of his album debut. This minimalistic style works great with webpage legibility while also taking a similar artistic approach to his album cover. This project includes his entire website on both mobile and desktop.

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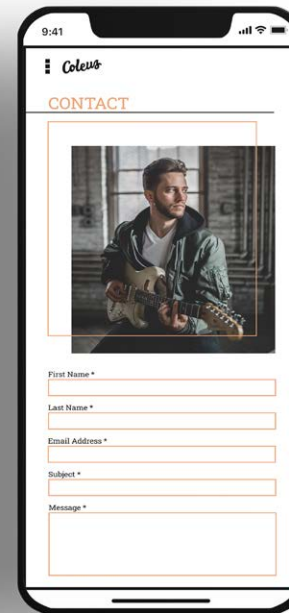
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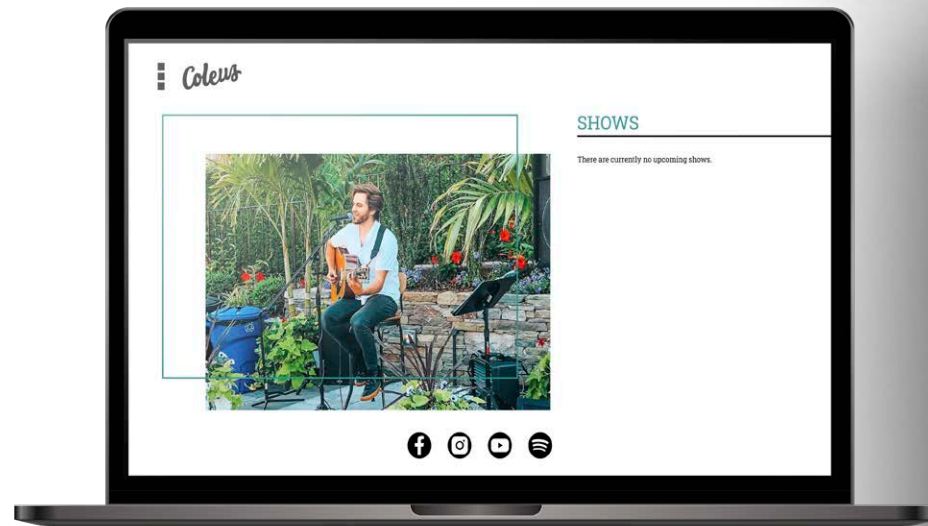






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# Valverdón Winery



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This winery wanted their products to look vibrant and unique; giving a fun, less pretentious feeling to drinking wine. Using vibrant colours and graphics, this design is sure to stand out among others. This branding included three wine bottles with matching gift bags and three social media posts.

## Skills Used

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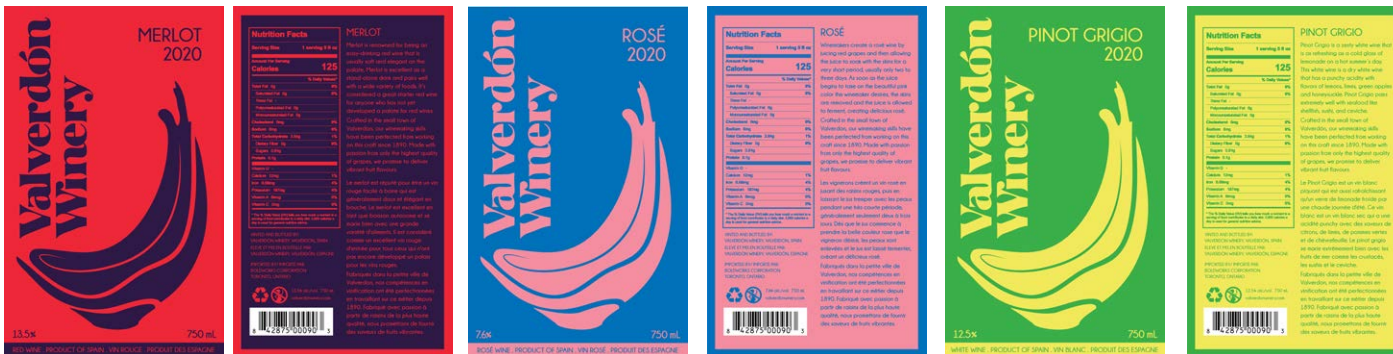


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## Rural Route Magazine

This magazine is about local events in Mapleton and Minto counties, sharing stories of people in the area. I decided to do a rebrand on the original design, making the magazine look more appealing and modern. This redesign includes a cover, table of contents, editors note, and one article.

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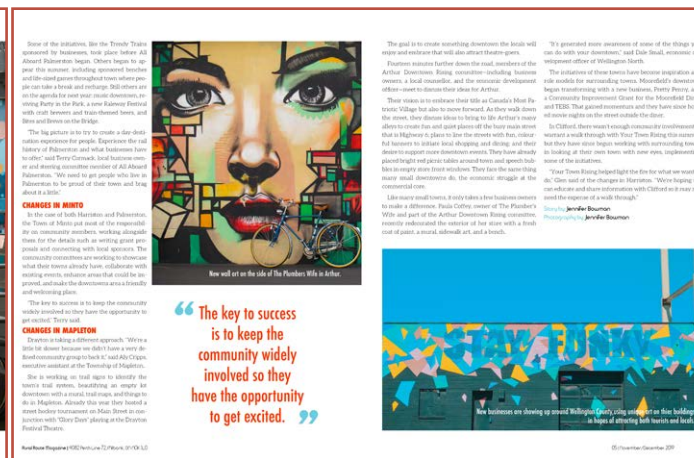
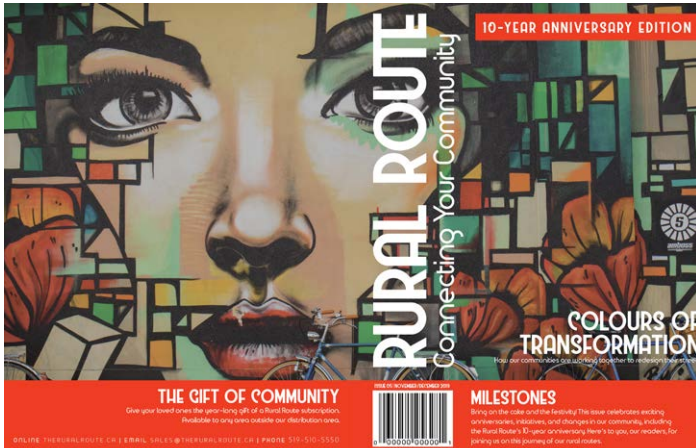
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