



*Jeana Rosado*

Designer, Photographer, Illustrator, Mentor

# Hello

I'm Jeana and I'm a print designer. I genuinely love what I do. Every step of the design process opens opportunities to explore new ways to create a unique expression of communication, which I find to be a very exciting process. As a graduate of the Art Institute and winner of a HOW design award, I'd say my passion is strong and lasting. Here's to a life long journey and adventure with design.

*Cheers!*

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## Mûr

A local market that goes beyond just offering fresh, organic foods, Mûr goes a step further and considers the environmental impact on each and every level.

- 1.1 Logo
- 1.2 Stationery
- 1.3 Website
- 1.4 Magazine

**Ben Lane**  
916-424-1309 ext. 523  
blane@mur.com

Mür  
133 Seedling Avenue  
Sacramento, California 95814  
916-424-1309  
mur.com

Food markets today are full of food products that are processed from irresponsible farming. Concerned with nothing more than quantity rather than quality of the food product, most markets overlook what is truly important; good, wholesome foods. We know that saving money is important, but so is providing a healthy meal for your family. You won't see flashy ads or crazy marketing gimmicks from us. We believe we have a responsibility to keep our environment clean and healthy along with the food we consume. By keeping an economical focus in our business, we can keep our costs down and provide good, wholesome foods.

133 Seedling Avenue  
Sacramento, California 95814

Here at Mür, we have high standards and take great pride in offering nothing but all natural, local food products. You won't find a single item on our shelves that has been processed. Browsing our natural selection you will see the freshest produce free of pesticides, meats that come from responsible sources and dairy that has absolutely no hormones or other chemicals added to it. We work with farmers directly to make sure our customers are getting the freshest, most natural food possible. Using our local resources, we can bring a community of local growers together, cut energy waste and even transportation costs. We hope you will join us in building a cleaner environment and a healthier future.

Mür — The Fresh Market

Ben Lane, CEO

products  
news  
contact  
stores  
simplified

*fresh* from our *farm*

We've been busy harvesting our crisp apples. These crisp beauties will be the perfect ingredient in your apple pie, apple cider or just as a healthy, healthy snack. You can't eat our crisp apples and 100% organic and pesticide free. Our farmers use hand-picked these apples to our highest standards so your family can enjoy the delicious, real taste. Come by our market today and pick up your apples, before they're gone!



## FEATURES

- 18 Naturally Clean**  
Everyday products that clean better than leading cleaners
- 23 Lunchbox Makeover**  
Fast, easy, and healthy recipes for a healthy lunchbox
- 37 Veggie Canning**  
Secrets to canning your own vegetables
- 40 Behind the Greens**  
Learn the facts about different leafy greens
- 44 Garden Warrior**  
Ward off that garden and keep pests out
- 46 Fire up the Grill**  
Great vegetable grilling tips
- 52 Perfect Tomatoes**  
Grow the perfect tomatoes starting from seeds

For more information about our efforts to conserve and protect the environment, visit [www.mur.com](http://www.mur.com). In articles, always use the information provided, please tag on [www.mur.com/simplified](http://www.mur.com/simplified).

## DEPARTMENTS

- 03 Smart Bites**  
Perfect ways to cook up your harvest
- 12 Gardening 101**  
Real tips to keep your garden in tip-top shape
- 29 Closer Look**  
A closer look at the best fertilizers for your garden
- 49 Exotic Tastes**  
Explore the spicy flavors of Indian cuisine



40

46

49

23



## Eat Smart, Save Smart

Saving money is always a top priority, especially in today's economy. Eating healthy should be just as important, but due to high priced quality foods, that isn't always an option for your family. We've thought of a few ways to provide quality, healthy meals for your family, while saving a bit of money!

**Skip the Impulse**  
Impulse buys can really add up. Create a shopping list and stick to it.

**Buy in Season**  
Buy produce that is in season. Out of season picks can pack a price because they are grown elsewhere and transported to your grocer.

**Clip Coupons**  
Discounts are always helpful. Some stores will even double their coupons and manufacturers coupons.

**Go Generic**  
We all have our favorite national brands, but some things are worth it and the store brand is just as good, if not better.

**Go for the Whole**  
Buy whole foods, processed foods are higher in price because of all the processing. A banana in New York City only costs a quarter whereas a small candy bar is 75 cents.

**Made From Scratch**  
Instead of paying for convenience, shred your own cheese and lettuce.

**Bulk Up**  
Buy heavily ingredients and use them in different ways to keep variety in your diet. Freezing your foods will save them for weeks.

**Watch Your Portions**  
Instead of buying expensive cuts of meat for a main dish, use it as an accent.

**Skip the Junk**  
Don't throw money away on junk food snacks. Instead buy healthy, vegetables and cook them up or pair them with a tasty dressing.

**Be a Pro**  
Meat is expensive, buy beans instead. Beans are a great source of protein.

**Wholesale**  
Shopping at wholesale stores, buying in bulk can definitely help save you money. Just be sure to shop around and compare prices.

**Share a Meal**  
Plan a meal with neighbors or family and ask for everyone to chip in bringing a dish or contributing to the bill. Either way you'll be eating healthy and sharing memories.



## Best Nutritional Sources for Your Dollar

- Vitamin A**  
Sweet potatoes, spinach, carrots, eggplants, tomatoes, lettuce, apricots, milk, cheese, eggs.
- Vitamin D**  
Fortified milk, fatty fish, fortified butter.
- Vitamin E**  
Sunflower seeds, almonds, peanut butter, peanuts, spinach, broccoli, mangoes, hazelnuts.
- Vitamin K**  
Kale, collards, spinach, broccoli, scallions, cabbage, lettuce.
- Vitamin C**  
Citrus fruits, bell peppers, kiwi fruit, strawberries, tomatoes, broccoli.
- Fiber**  
Apples, bananas, blackberries, beans, lentils, peas, broccoli, carrots.
- Thiamin**  
English muffin, pork chops, navy beans, peas, oranges, acorn squash.
- Riboflavin**  
Yogurt, milk, mushrooms, spinach, prunes, egg.
- Vitamin B6**  
Tuna, chicken, oatmeal, potatoes, bananas, spinach, sweet potato.
- Vitamin B12**  
Poultry, fish, shellfish, eggs, milk.

**Did You Know?**  
Just by cutting out junk foods the average family saved about \$356 a year!

## Just Peachy



A delicious alternative to peach pie. Fresh peaches are always best.

### Peach Cobbler Muffins

- 3 cups all-purpose flour
- 1 tablespoon ground cinnamon
- 1 teaspoon baking soda
- 1 teaspoon salt
- 1 1/4 cups vegetable oil
- 3 eggs, lightly beaten
- 2 cups white sugar
- 2 cups pitted, sliced, and chopped peaches

### DIRECTIONS

Preheat oven to 400° F.  
Line the muffin tin with muffin papers.  
In a large bowl, mix the flour, cinnamon, baking soda, and salt. In a separate bowl, mix the oil, eggs, and sugar. Stir the oil mixture into the flour mixture just until moist. Fold in the peaches. Spoon into the prepared muffin cups. Top with peaches.  
Bake 17-20 minutes in the preheated oven, until a toothpick inserted in the center of a muffin comes out clean. Cool 10 minutes before turning out onto wire racks to cool completely.  
Makes approximately 48 mini muffins.

Serving size: 1 muffin  
Calories: 305, calories from fat: 125 Fat: 6g Sat: 14g Carb: 25g Fiber: 3g Protein: 2g



## Katori

An upscale seaside spa and resort with a focus on therapeutic body healing using natural products and techniques.

2.1 Logo

2.2 Stationery

2.3 Brochure





- ▶ Fully insert keycard.
- ▶ Remove keycard and open door.
- ▶ Step into serenity.
- ▶ Drop bags, exhale, relax.





## Welcome

Thank you for choosing Katori Spa and Resort for your getaway. We will go above and beyond to make sure your stay provides the stress free environment you expect. Because of our focus on well-being and health, Katori is a non-smoking resort and children under the age of eleven are not admitted. This allows us to keep our grounds beautiful and the atmosphere calm and soothing.

Located in the beautiful outskirts of Miami, Florida, we have all the glamour you would expect from such a thriving, cultural city, but without the fast paced rhythm of typical Miami.

As part of your getaway, daily spa services are included in your stay. Please review our spa menu and relaxing amenities and prepare yourself to enter a state of pure serenity.

Thanks again for choosing Katori and let us know if there is anything we can do to make your stay more comfortable.



# Amenities

**Resort**

- Indoor/Outdoor Heated Pool
- Steam Room
- Daily Spa
- Full Service Salon
- Fitness Center
- Meeting Room
- Breakfast/Brunch
- 24 Hour Reception
- Local Transportation Services
- Wifi

**In Room**

- Plush Cotton Bath Robes
- Luxurious Egyptian Cotton Bedding
- In Room Tablet
- Personalized Housekeeping
- Oversize Work Desk
- Flat Screen HD Television
- Keurig Personal Brewers with complimentary coffee and tea k-cups

**SPA HOURS**

- Monday - Friday  
7:00 am - 8:30 pm
- Saturday  
7:00 am - 9:30 pm
- Sunday  
8:30 am - 8:00 pm

# Relax

Here at our award winning spa, you will experience world class service from our professional staff who will pamper you with our very own indulgent line of luxurious spa products.

From our variety of massage therapies to natural, detoxifying soaks, the service you need for pure bliss is right here at Katori. Spa services can be customized to help heal each of your unique and specific needs. Katori massage therapists are all trained extensively in natural body healing and will be happy to help you with any questions or concerns.

- Massage
- Hot Stone
- Mud Mask
- Facial Peel
- Body Soak
- Body Scrub
- Body Wrap
- Reflexology
- Chemical Peel
- Aromatherapy
- Collagen Booster

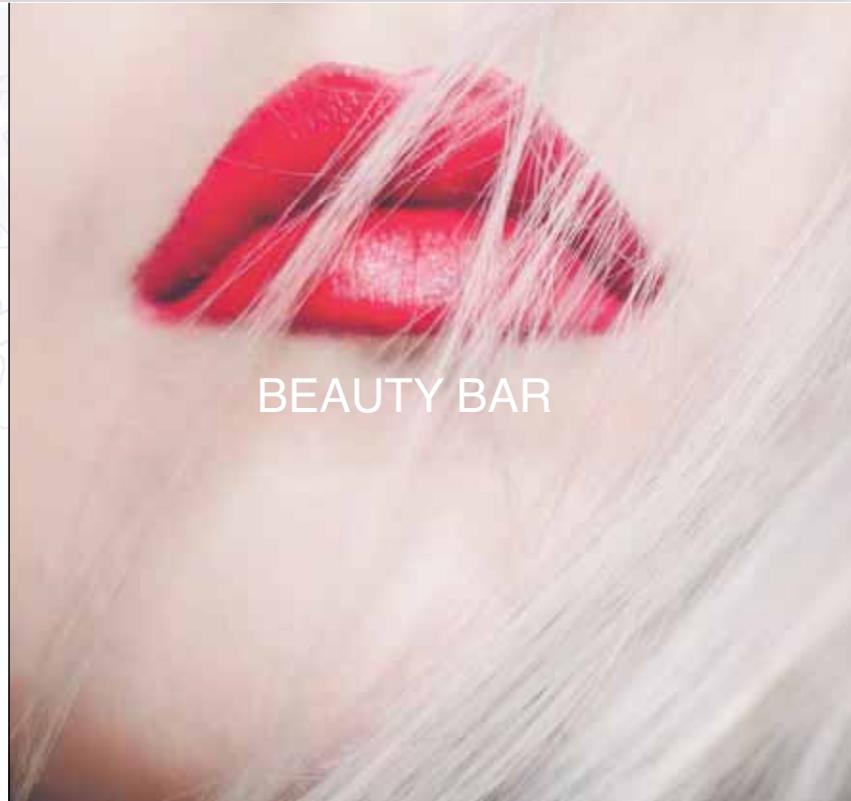
## SPA SERVICES

# Style

- Hair Cut
- Hair Style
- Highlights
- Lowlights
- Waxing
- Threading
- Extensions
- Gloss Treatment
- Botanical Therapy
- Permanent Wave
- Thermal Reconditioning
- Make-up Application

Whether you are seeking a new, fresh updated look or just up keeping your own beautiful style, our stylists and specialists can help you achieve whatever you are your beauty goals. We offer a wide variety of services and treatments to fit all of your beauty needs. We train our staff extensively by sending them to the industry's top seminars and workshops to stay ahead of the trend curve.

Our Beauty Bar stylists and specialists will use the freshest trends and hottest techniques to make you look and feel like the glowing goddess you are.



## BEAUTY BAR



## YOGA & MEDITATION

What better way to unwind and prepare your soul for a relaxing spa experience than to indulge in a session of spirit healing yoga. With many different yoga classes to choose from, we will happily find the right form of discipline for you.

Each of our yoga and mediation classes last around 60 minutes with experienced and trained instructors to make sure you the get the most of your yoga experience.

Our beginner classes are perfect for those just starting out. With just one class you will learn the basic poses and correct breathing techniques to continue to grow in your spiritual healing.

# Refresh

- Hatha
- Kripalu
- Bikram
- Iyengar
- Vinyasa
- Anusara
- Ashtanga
- Hot Yoga
- Kundalini
- Meditation



## Prism of Truth

A book that offers insight about each individual zodiac sign. Prism of Truth contains facts about each signs personality, love and life traits. This book helps individuals unlock their unknown strengths and live life to their fullest potential.

3.1 Book

3.2 Website

3.3 Promotional Poster



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126	Aquarius (January 20 - February 18)
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## FOREWARD

As many of us live our lives day to day, we sometimes forget what makes us special, how we think and how we can unlock our potential and inner feelings.

As you delve into this book you will find that each section is dedicated to a specific sign of the zodiac. Each sign has specific traits and powers. You will learn about these traits and more about yourself, even a glimpse of your destiny.

Ultimately this book will teach you to unlock your hidden traits and to live each day by your zodiac sign. The truth shall be revealed to you, just like light through a prism.

04 LEO July 23 - August 22

## LEO the lion

The majestic lion, the King of the Beasts, is Leo's symbol. Throughout history, the lion has symbolized sovereignty, rulership, and courage.

Leos, like lions, are thought to be strong leaders. They generally have a regal quality to them, and possess a noble manner that is hard to miss.

Leo is ruled by the sun — the center of the universe and the fuel of our being. Leos consider themselves indispensable and are outgoing, self-assured and have

tremendous zest for life. They also have a flair for drama, which makes most Leos perfect in the creative field.

The glyph for Leo represents the mane of the lion. The majestic lion, the King of the Beasts, is Leo's symbol. Throughout history, the lion has symbolized sovereignty, rulership, and courage.



### LEO in life

Those born under this sign are fearless and strong, which may be why lions are always in the limelight. Thankfully, Leos are dignified enough to not make fools of themselves. It's the unwavering courage that wins so many over. If you need someone to lead the charge, call on a Leo — and the bigger the project, the better.

While some would take to calling the lion status-conscious, these people are truly warmhearted and want everyone to be happy. Furthermore, it is the gift

the Leo-born to be dynamic, forward-thinking and self-confident. These attributes certainly catch the attention of others, making Leos sought after by friends and lovers.

The Leo is guilty of the pleasure principle. Leo can't fathom an uncomfortable throne.

### LEO in love

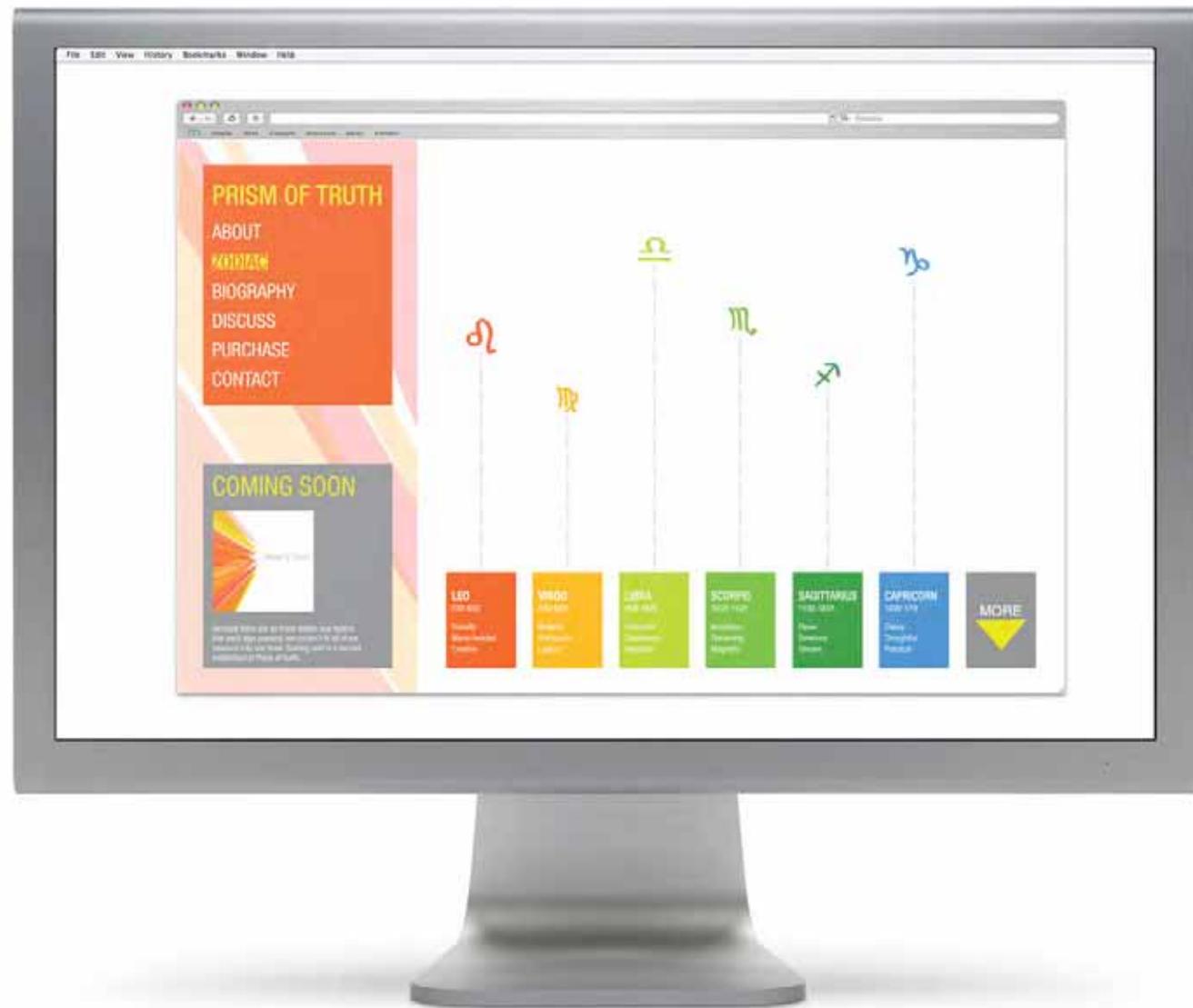
Fire is the element associated with the Leo. So, naturally everything about the Leo is hot, hot, hot. The Leo's charms can touch even the most bitter hearts. They are warm-hearted and truly want everyone around them to be happy.

Fearless and strong, Leos will take the plunge into a romantic whirlwind. In between the sheets, expect nothing but top-notch performance. Leo rules the heart and back, two very sensitive areas, these overzealous creatures sometimes need to be reminded to slow

down and take a deep breath or else they can become overloaded.

Very much a devoted lover, they aim to make life with their partner adventurous, harmonious and filled with fun.







# 4

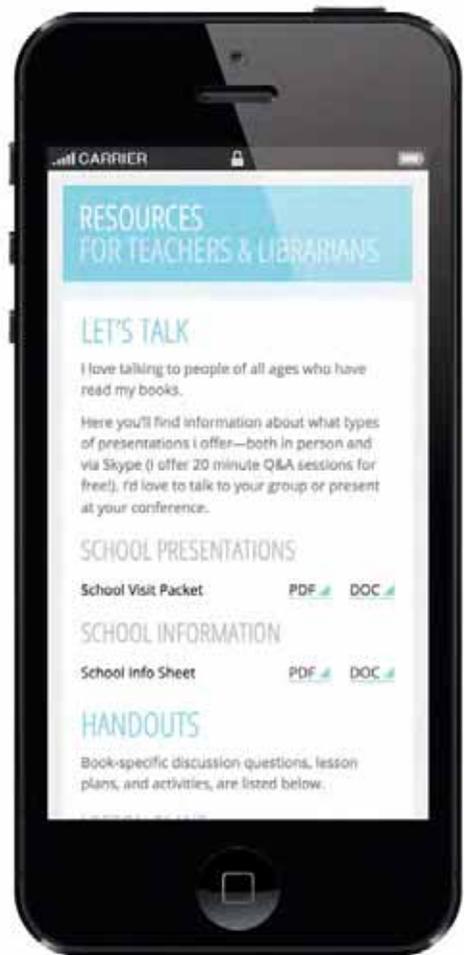
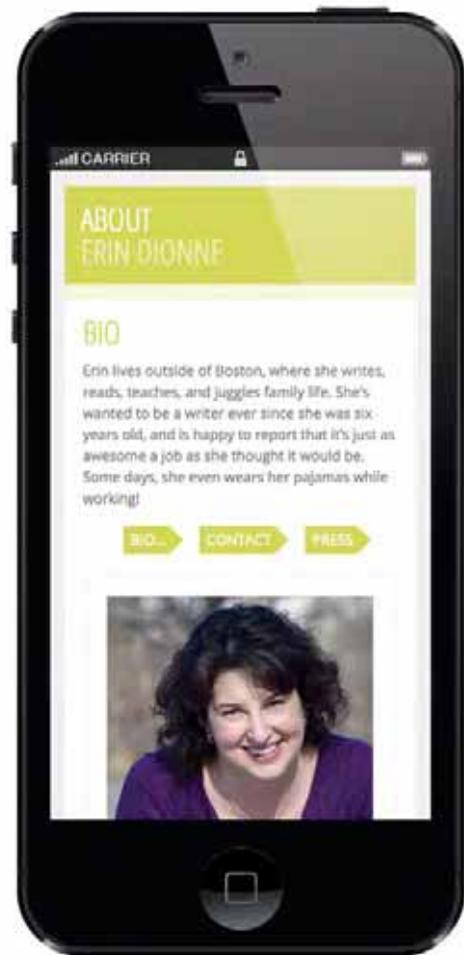
## Erin Dionne, Author

A fun upbeat, responsive, mobile first website for tween, teen and young adult book author, Erin Dionne.

4.1 Mobile Site

4.2 Desktop Site





4.1 Erin Dionne Mobile Site



4.2 Erin Dionne Desktop Site



## Zola's

An authentic Italian restaurant featuring the robust flavors of Italy's countryside. Zola's dishes are traditional, home cooked meals served in the warm, inviting atmosphere of their cozy dining room.

5.1 Logo

5.2 Menu

5.3 Drink Menu

5.4 Website





**Zola's**  
Serious Italian



*pizza fatonica*

**insalate**

- mista 7**  
baby spinach - field greens - balsamic vinaigrette
- zola mia 10**  
chicken - field greens - tomatoes - balsamic vinaigrette
- caesar 8**  
romaine - olives - garlic parmesan croutons
- magritz 8**  
romaine - tomatoes - balsamic vinaigrette

**pizza**

- marginherita 8**  
tomato - basil - olive oil and mozzarella
- al prosciutto 11**  
ham - tomato sauce - house cheese blend
- la napoletana 12**  
anchovy fillet - tomato sauce - capers - mozzarella
- fatonica 9**  
red pepper - oregano - mozzarella - mushrooms
- picante 13**  
mozzarella - cherry peppers - hot italian sausage

**panini**

- caprese 8**  
tomato - basil - olive oil and mozzarella - focaccia
- lamb 11**  
sun-dried tomato - romano cheese - focaccia
- steak pizzaiolo 12**  
caramelized onions - red peppers - marinara - focaccia
- meatballs 11**  
provotone - meatballs - italian bread
- veggie 8**  
grilled veggies - garlic mayo - focaccia
- grinder 11**  
salami - mortadella - capicola - provotone - focaccia

pranzo / lunch



*insalato zola mia*

**antipasti**

- polpette 12**  
veal - parmesan meatballs - tomato basil sauce
- salsiccia 9**  
sausage - vidalia onions - sweet peppers
- cozze 15**  
steamed mussels - roasted garlic - white wine cream
- carpaccio di tonno 13**  
yellow fin tuna - avocado - cracker pepper
- salumeria 12**  
pickled veggies - house mozzarella - sweet relish
- bruschetta 6**  
tomatoes - basil - mozzarella

**insalate & pizza**

- mista 7**  
baby spinach - field greens - house balsamic vinaigrette
- zola mia 10**  
chicken - field greens - grape tomatoes - house balsamic vinaigrette
- caesar 8**  
romaine - olives - garlic parmesan croutons
- marginherita 8**  
tomato - basil - olive oil and mozzarella
- al prosciutto 11**  
ham - tomato sauce - house cheese blend
- la napoletana 12**  
anchovy fillet - tomato sauce - capers - mozzarella
- fatonica 9**  
red pepper - oregano - mozzarella - mushrooms

cena / dinner

**entree**

orecchiette 20  
sausage - mushrooms - basil

linguini 26  
shrimp - mussels - clams - calamari - cream sauce

risotto funghi 18  
mushrooms - roasted garlic - umbria truffle pesto

bittecca 34  
charred rib eye steak - fingerling potatoes - dandelion greens

ravioli ripeno 25  
ravioli - asiago and spinach - sun dried tomatoes

parmigiana 32  
veal chop - tomato glaze - mozzarella and parmigiano

coppino ligure 36  
prawns - mussels - scallops - today's fish fillet

tortellini 25  
spinach - sun dried tomatoes - basil garlic cream - prosciutto

pesce market  
grilled whole fish of the day

tagliatelle 16  
artichokes - mushrooms - veal

risotto di mare 18  
shrimp - scallops - asparagus

shrimp scampi 14  
garlic white wine sauce - linguini - shrimp

primavera 12  
fresh vegetables - garlic wine sauce

cartoccio 17  
clams - mussels - shrimps - calamari

**entree ravioli ripeno**



**dolci**

ricotta cheesecake

cassata siciliana 9  
rum soaked sponge cake - pistachio gelato - caramel sauce

biscotti 6  
nutella - pistachios - caramel sauce

ricotta cheesecake 8  
biscotti - orange zest - vanilla

zappole 5  
cinnamon - sugar - chocolate rum sauce

tira misu 7  
lady fingers - espresso - sweet mascarpone cream

torta di formaggio 9  
chocolate cake - mousse filling - ganache topping

gelato sampler 7  
banana rum - chocolate - custard

**caffè**

caffè corretto 7  
espresso - brandy or grappa

italian 7  
amaretto

cappuccino 7  
caramel sauce

irish 8  
baileys

roman 7  
sambuca

**dolci / dessert**




**Zola's**  
Serious Italian

**birra**

peroni 5.5

sam adams 4

bud/light 4

guinness 4.5

stella artois 4.5

heineken/light 4.5

amstel light 4

corona 4

harpoon ipa 4.5

**specialità**

italian ice 8  
vodka - limoncello - lemon sorbetti

pink guava bellini 10  
prosecco - st. germaine - guava purée

venetian haze 8  
hypnotic - vodka - pomegranate - pineapple

key lime martini 9  
vanilla vodka - key lime liquor - cream of coconut - graham cracker rim

il gentiluomo 8  
bombay sapphire - st. germaine - prosecco

espresso martini 9  
espresso - whipped cream vodka - crème de cocoa - splash of cream

guavarita 10  
milagro tequila - orange liqueur - guava purée

**vino**

white 8/22  
stella pinot grigo - italy

red 15/45  
zentao valpolicella - veneto

champagne 9/37  
moet chandon - france

**bevande / drinks**





## Galactiquest

Finally, a vacation for those seeking the ultimate thrill and adventure; space travel. Galactiquest is the only agency on the planet with a unique space travel package that goes to the outer ends of our galaxy.

6.1 Logo

6.2 Brochure

6.3 Interactive Map





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- celebration [34]
- travel pre-check [36]
- reservations [40]

A decorative graphic featuring three concentric circles. At the center is a circular image of a space station or planet surface, labeled [8]. Four other circular images are placed around the circles: a white rocket launch labeled [14], a blue planet labeled [24], and two other smaller images. The background is white with faint grey lines.

[welcome]

Welcome to Galactiquest, the newest thrill and adventure awaits you. We have created a space exploration program that will change your life forever. Become the envy of your friends when you tell your tales of travelling through the galaxy and exploring different planets. Within this information booklet you will find all the information you will need about our space travel exploration program and to make reservations to join us on a very special exploration.

Each section will guide you in detail through what our travel program offers. From scheduling a tour of our facility to the celebratory celebration at the end of your journey. Once you have completed going through your travel booklet, if you have any further questions you can be sure to find answers through our website, or you may call us and speak with a representative who can answer any question you may have.

The journey is all about fun and exploring the depths of the unknown like never before. Because space travel is very unique and can be strenuous on the body because of the new atmosphere and to make sure the journey is as safe and smooth as possible we test each passenger's health to avoid any conflict while on the month long exploration. We also provide training and simulations of space for each passenger to prepare for the launch and the journey. After two weeks of testing and training, we prepare for launch!

Upon waking up from hyper sleep after the launch you will find yourself among the stars. Sailing quietly with views beyond belief and quite the view you will have. Our specially designed spaceships have a unique design offering the best view possible. With our 180° stargazer double plexiglass glass. All you have to do is sit back and relax as you enjoy the view. We'll have our staff right on hand for you if you need anything.

On the return day you will once again be in hyper sleep as we travel through the atmosphere to our spaceport. Once landed, you will be reawakened refreshed and sent to our spa and rehabilitation center. Here, you will have the ultimate spa experience.

We extend our sincerest welcome and hope to welcome you aboard our spaceship in the near future.

Thank you,  
John Vectron and the crew of Galactiquest

[2]

## [overview]

### 01.14 [training]

Upon starting the training program, you will gather every skill needed for space exploration in the first two weeks. Because you are travelling so far away from home, safety is our first concern and will be covered in the first few days. Then you will proceed into hands on, real-time training.



### 15.00 [launch day]

After the second week, you will be more than ready for space exploration. On launch day, you will take the skills you have learned in the previous weeks and head into the depths of space for an adventure of a life time.

The launch will take approximately last 45 minutes and you will be in hyper sleep.



01.14

16.30

31.00

15.00

32.00

### 16.30 [expedition]

The adventure begins after ascending into space, you'll be awoken from hyper sleep and experience the true beauty and mystery of deep space. Travelling at 5,000 m.p.h. you will be able to explore the outer most planets. With our advanced equipment you will be able to step foot were few have before.



### 31.00 [return]

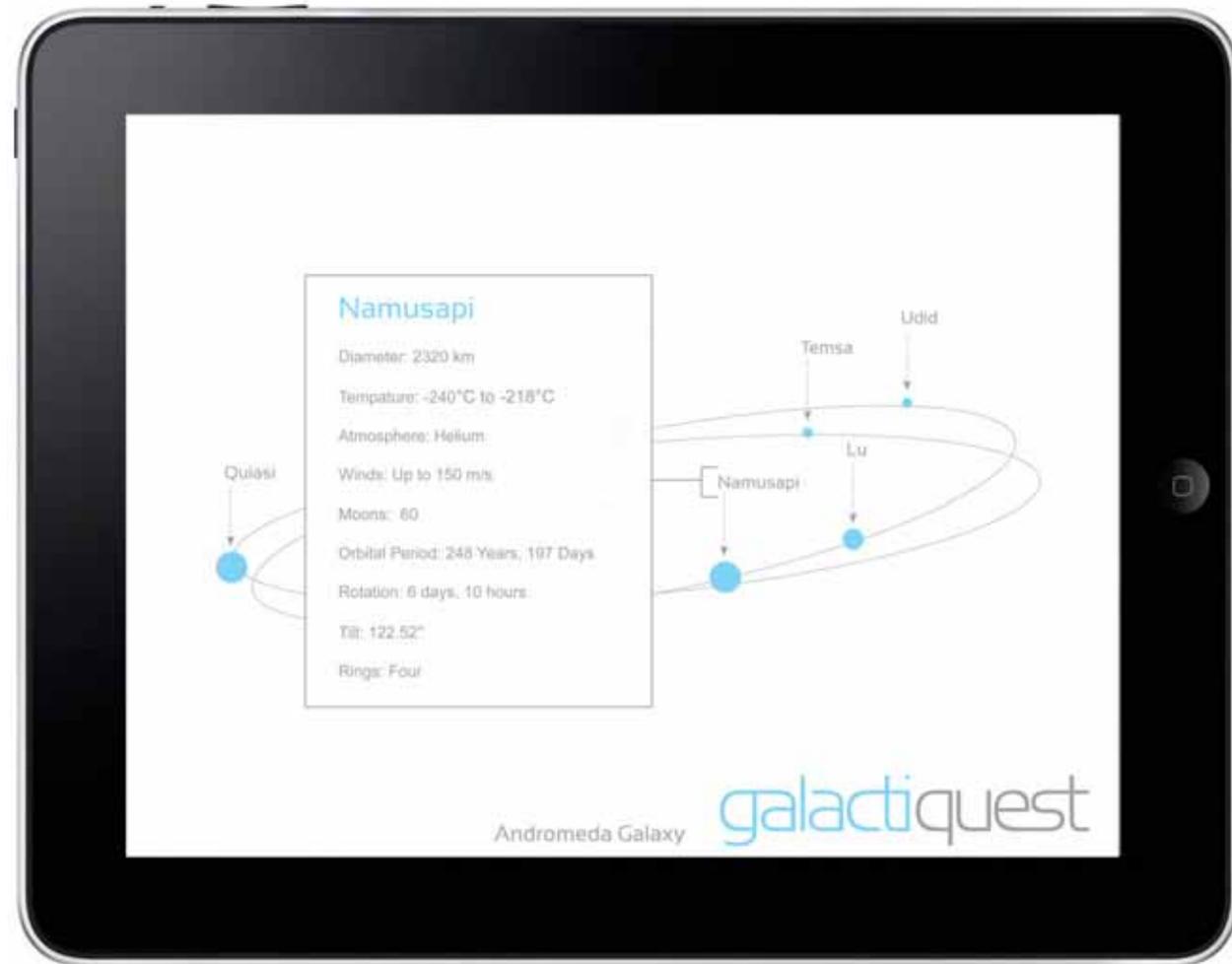
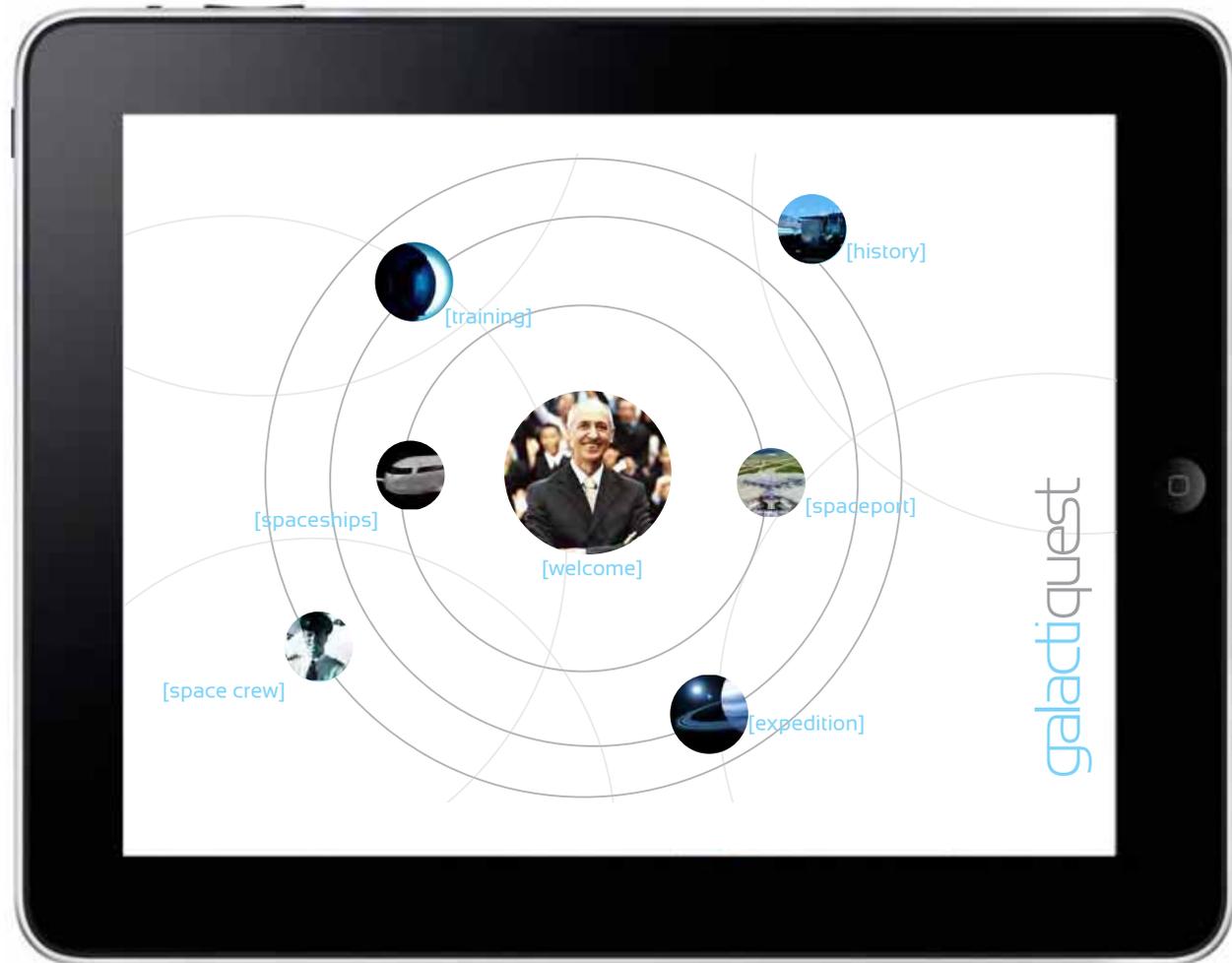
After exploring amazing new worlds you will be brought back to your originating base and sent to a relaxing retreat to recharge from an exhilarating trip.



### 32.00 [celebratory cocktails]

For such an extraordinary journey, a celebration must be in order. A final farewell to the friends you made on your once in a lifetime journey through space.







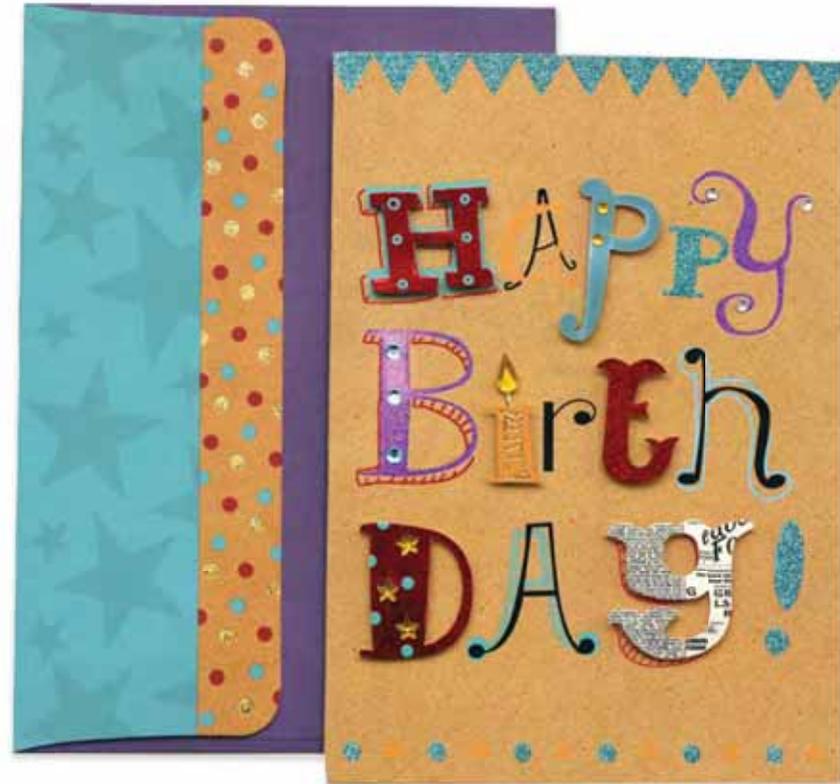
## Burgoyne Greeting Cards

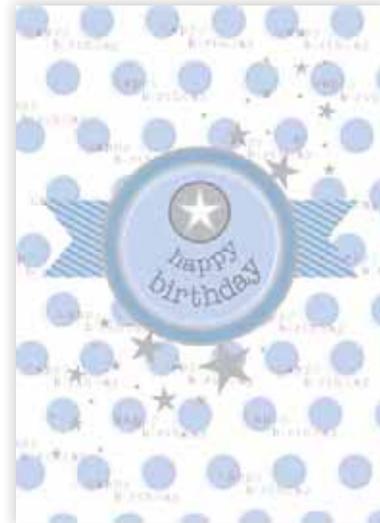
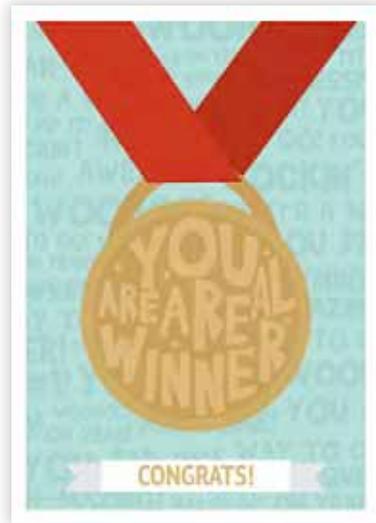
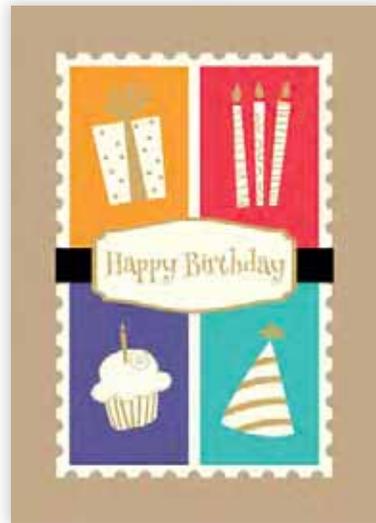
A selection of hand crafted greeting cards with matching envelopes from an all occasion program. Cards are designed and then detailed with beads, glitter and an assortment of other elements.

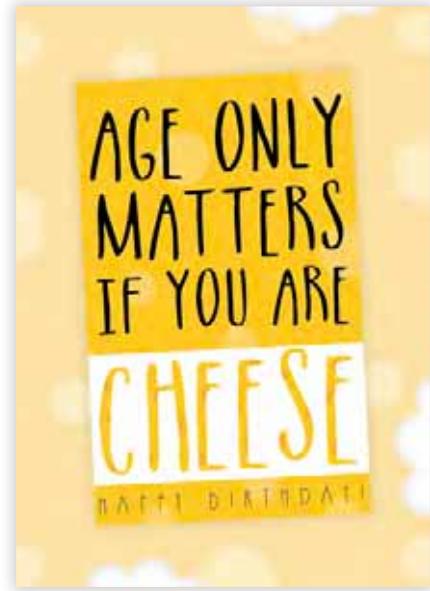
7.1 Production Sample

7.2 Production Ready Design











## Smarty Marty

A fun, new guy that loves to help you learn! Marty the monster is a super smarty and he loves to have fun. Kids love his silly approach to learning.

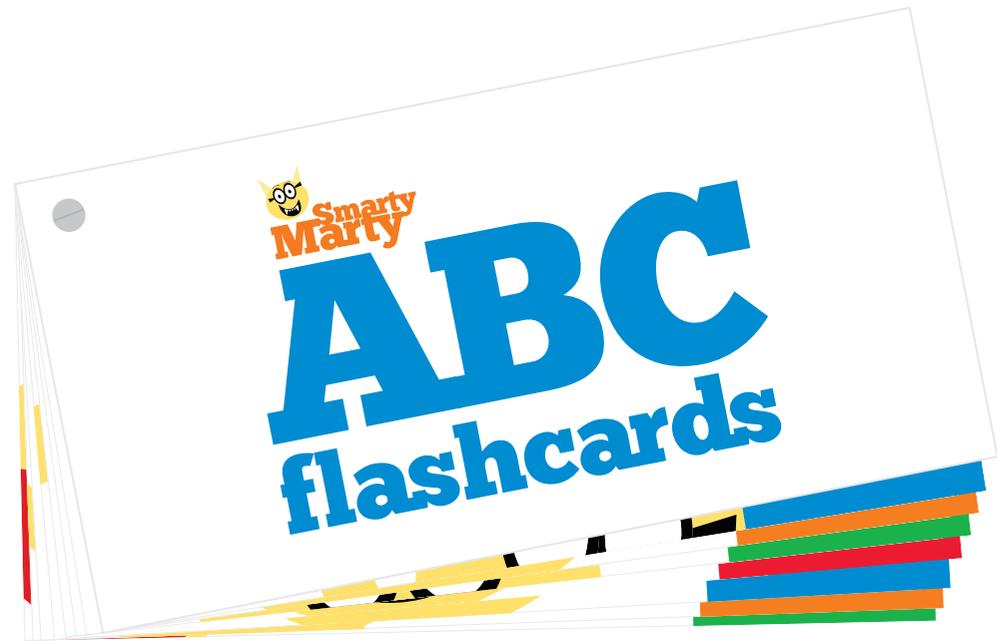
8.1 Logo

8.2 Alphabet Deck

8.3 Memory Game Package

8.4 Memory Cards





**Hi! I'm Marty...**

...and I love using my noggin and sharing what I learn with my friends. I just learned all of my letters and things that start with each letter. I'm so excited to share the things I learned with you, so I made this super-duper, awesome alphabet deck just for you. Let's see if you can guess the letter on each card. Just flip the card and we'll go rolling through the alphabet and have lots of fun. **See you on the flip side!**









8.3 Smartly Marty Memory Game Package



8.4 Smartly Marty Memory Cards



# Contact

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