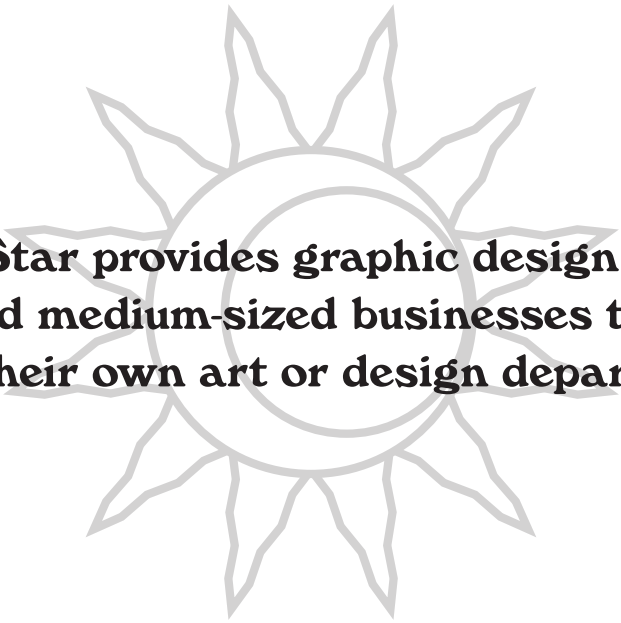




2016 Portfolio Book



**Moon & Star provides graphic design services to
small and medium-sized businesses that do not
have their own art or design departments.**

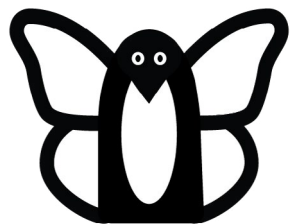




Paul Ziajski
PROPERTIES







Penguinfly Designs





Your business card is frequently the first impression your business makes on a potential new customer. These are a sampling of the business cards we have updated for businesses throughout the New York and Philadelphia Metropolitan areas. Moon & Star meets with clients in New Jersey, New York, and Pennsylvania.

When It's Time To Refresh Your Brand: Advantage Pest Control



Your brand is your promise to your customers. As your business grows and evolves, it's important to keep the visual identity true to the evolving business brand. Sometimes, that requires a brand refresh.



As part of the MSNJ Branding Bootcamp business grant program, Moon & Star redesigned the logo and created business cards, letterhead and envelopes for Advantage Pest Control in West Orange, NJ.



2018 Worldcon Bid

New Orleans



Support the Beads, Support the Bid!

VOTE!

Vote for New Orleans at MidAmericon, the 2016 Worldcon (you must be a supporting or attending member of MidAmericon to vote).

neworleansin2018.org

August 23-26, 2018

Join the parade to New Orleans in 2018!

Let's hold the 76th World Science Fiction Convention on the 300th anniversary of the founding of the Crescent City. The convention will be held in downtown New Orleans at the Hyatt Regency: a four diamond hotel that can contain the entire Worldcon under one roof.

New Orleans is a world-class destination city, convenient to reach by air or train, renowned for its music, food, museums, architecture, and joie de vivre.

Over the last 30 years, New Orleans has developed top-notch event facilities that have hosted some of the largest conventions in the world, and are minutes away from what brings millions of visitors to our city every year.

We need your support to make this happen - please support our bid.

Stay in touch!
neworleansin2018.org



NOLA in 2018 on
facebook.

Pre-Support TODAY!

\$20 Court Jester

\$50 Court Magician

\$100 Count/Countess

\$250 Duke/Dutchess

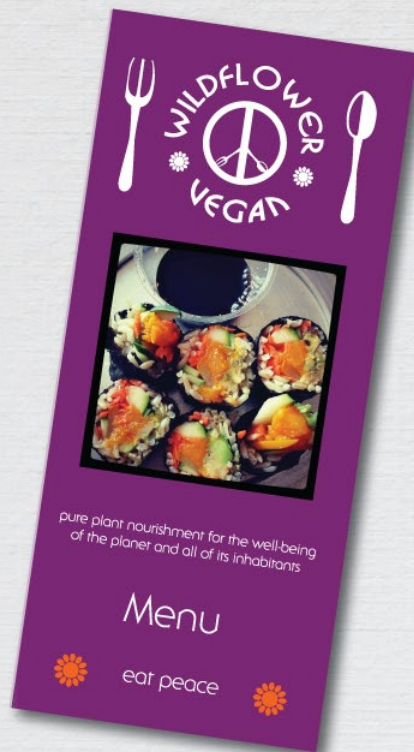
\$500 Royal Family

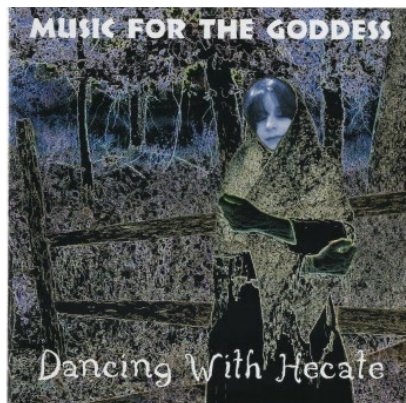


From one page sales sheets, to bound brochures, to books and ebooks, we present your company's marketing material on-message and on-brand.

(Left) Promotional card for the 2018 World Science Fiction Convention (Worldcon) New Orleans bid.

(Right) Tri-fold menu for Wildflower Vegan Café, part of the Branding Bootcamp grant from the Main Street New Jersey program.





CD Insert



Card and packaging design, art direction, project management, marketing, and sales



Website banner



Label design

When you want something tangible to leave with potential customers, a brochure is the way to go.

Moon & Star Graphic design creates impactful brochures of any page count and has produced versions for both print and electronic delivery.

This 16-page saddle-stitched brochure created for 4D Security Solutions is an integral part of this software and systems integration house's marketing materials. This was part of a comprehensive marketing package that included custom die-cut folders and seven additional custom brochures describing the company's products and service offerings.





The cake of your dreams for your dream wedding



Call to schedule Your Complementary Cake Tasting Today!
Cake tastings are free when you book your wedding with us

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Hours: WED-FRI: 9AM - 5PM | SAT: 9AM - 3PM

www.apronstringsdesert.com
 Ask us about our **Grooms' Cakes!**



Whether a large, elaborate wedding reception or a small, intimate celebration, Apron Strings Desert Boutique is sure to meet your quest with a one-of-a-kind cake.

Apron Strings Desert Boutique and our passion is to create unique cakes that are sure to be the highlight of any occasion. At Apron Strings, it is not only important for our cakes to look beautiful, but to taste as good as they look. Using recipes that have been passed down for generations, we take some really high-quality ingredients and create something truly unique and delicious.

All of our cakes are created specifically for our client's individual style, personality, and theme. We work with each couple or individual to create the perfect cake for your celebration. Cake design is an art form and our inspiration comes from various influences. We always welcome those who know exactly what they want, however, there are many who have no idea where to start. For those people, we do that for you as we consult about your personal preferences, details about your event and leave the creativity to us.

Starting with your tasting appointment, our goal is to make your wedding cake selection a wonderful part of your wedding experience, all taking one by appointment only.

We work with your wedding planner or help you, the bride and groom, with your cake. We will be happy to help you with all your wedding cake needs. We will be happy to help you with all your wedding cake needs. We will be happy to help you with all your wedding cake needs.



Cake Flavors

- Classic**
 - Vanilla
 - Chocolate
 - Strawberry
- Popular**
 - Blueberry
 - Orange
 - Chocolate Chip
 - Apple
 - Peach
 - Cherry
 - Vanilla
 - Chocolate
 - Strawberry
 - Blueberry
 - Orange
 - Apple
 - Peach
 - Cherry

Fillings

- Classic**
 - Vanilla
 - Chocolate
 - Strawberry
- Popular**
 - Blueberry
 - Orange
 - Chocolate Chip
 - Apple
 - Peach
 - Cherry
 - Vanilla
 - Chocolate
 - Strawberry
 - Blueberry
 - Orange
 - Apple
 - Peach
 - Cherry

Frosting

Our Signature Frosting

- Vanilla
- Chocolate
- Strawberry
- Blueberry
- Orange
- Apple
- Peach
- Cherry

Cream Cheese Frosting

- Vanilla
- Chocolate
- Strawberry
- Blueberry
- Orange
- Apple
- Peach
- Cherry

Don't miss our **Grooms' Cakes!**

Cake tastings are free when you book your wedding with us





Infographics & Icons

Falk & Flotteron

Attorneys at Law

Wills, Trusts & Estates

Drafting and Executing Wills
Forming & Administering Trusts
Estate Administration
Probate Matters
Estate Litigation

Real Estate

Commercial / Residential
Purchases - Sales - Financing
Zoning Appeals
Tax Appeals
Survey / Property Disputes

Commercial Transactions

Business Purchases & Sales
Filings
Leases
Mergers and Acquisitions
Employment Agreements &
HR Assistance

Business Organizations

Formation
Organization
Financial Advice
For Profit & Non-Profit
Restructuring of Business
Sales & Negotiations

Litigation

Commercial Disputes
Municipal Offenses and Violations
Estate Disputes
Property Disputes
Matrimonial Law
Consumer Law
Employment Disputes
Discrimination & Retaliation Claims



Reliable and committed legal counsel designed to achieve the best possible outcome on behalf of our clients.

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College and Career-Ready Program

students
grades
9-11
college-bound
college capable



4 full-days
10 half-days



Achieve optimal high school outcomes, define and get ready for college majors that generate marketable degrees and professional wages, and determine the cost/value of college. A competitive capstone design project builds teamwork, presentation skills, creativity.



Mission Transition

special needs
students
transitioning to
employment



flexible
1-7 half-days



Workshops focus on critical soft skill development and can include topics such as self-advocacy, financial literacy, work ethic, communications, the hiring and firing processes, employer expectations, interviewing, online job applications, résumé writing, and much more.



The Remote Internship Experience

young adults
16 - 24
Successful participants receive a letter of recommendation from a Chamber executive.



8 2-hr sessions
independent work



Teams serve as remote interns for the New Jersey Chamber of Commerce as they conceive, plan, execute, assess, and are judged on a social entrepreneurship project that makes measurable improvements in a life (peers, children, seniors, animals) or the environment.



Target Work

general
education
CTE students
young adults



flexible
1-7 half-days



Young adults who are headed for internships, apprenticeships, or employment, will learn what attributes employers value. Topics include work ethic, communications, ethics, workplace behavioral protocols, the hiring and firing processes, developing a performance-based resume and much more.



Almost Real Products .com

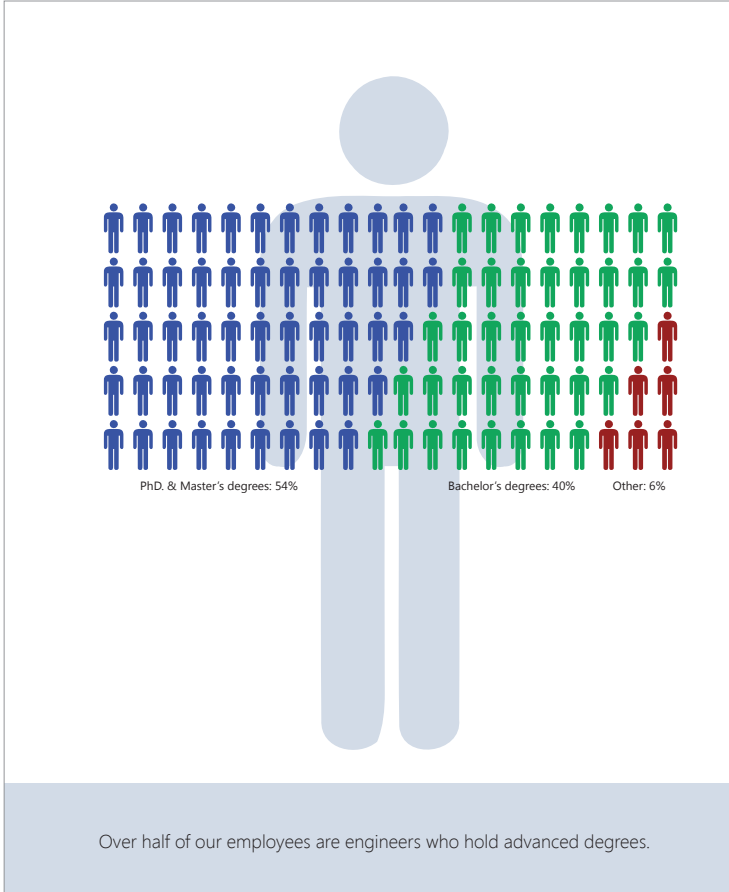
anyone
looking
for a job



flexible



Participants practice completing on-line job applications, pre-employment tests in English, mathematics, and science, interview essay questions, job match surveys, and much more – all in a safe environment!



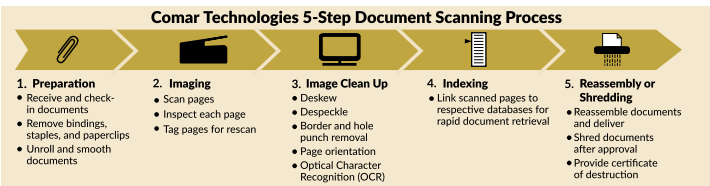
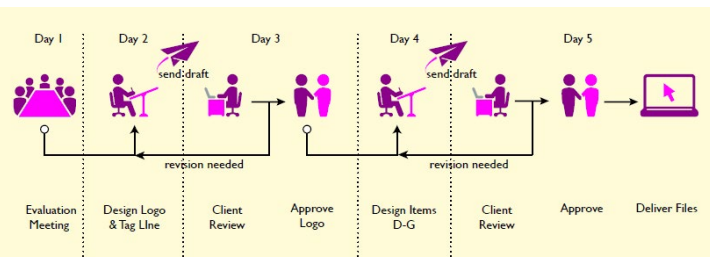
Infographics: What are they?

Infographics tell your story in a visual way. It is a great way to present statistical information, explain a concept, or highlight a section of a written passage.

They can be as straightforward as a bar chart, or as complex as a subway transit map.

Moon & Star Graphic Design creates infographics for presentations, end-user documentation and training, annual reports, marketing and promotions.

These graphics help explain concepts, statistics, capabilities, and processes.

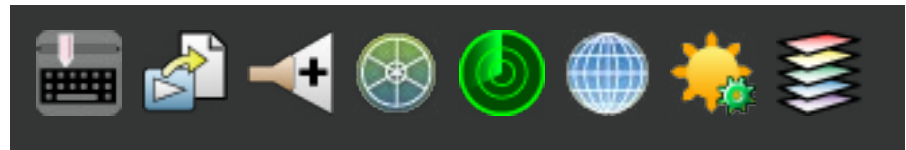
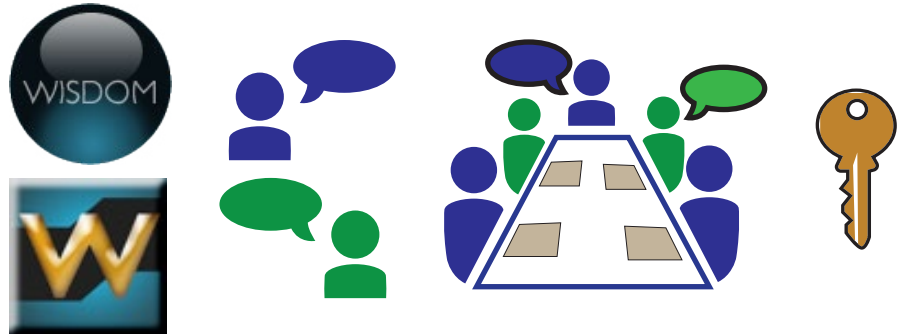
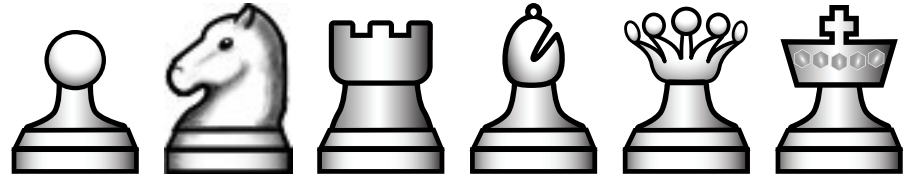
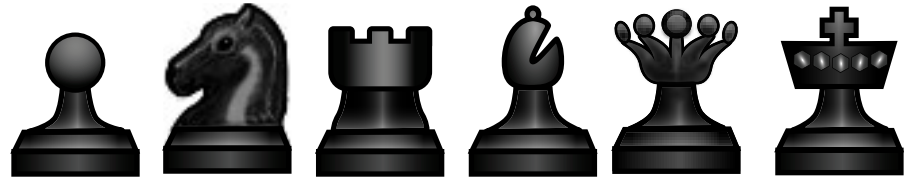


Icons

Icons are small pictograms that describe one concept or object.

They are used everywhere from software and websites to road signs.

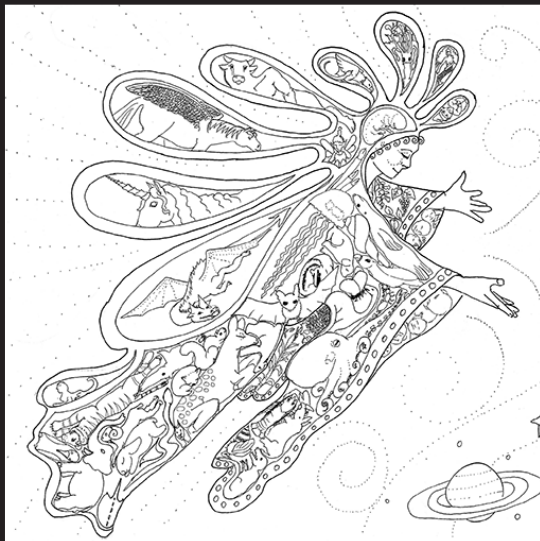
Moon & Star Graphic Design has created icons for desktop application software, mobile apps, games, websites, presentations, training, and other purposes.





A Thank You Card Uniquely Yours

Moon & Star Graphic Design creates illustrations for note cards, stickers, websites, blogs, coloring books, or other purposes.



Coloring Page: pen and ink



Greeting Card: pen and ink



Portrait: Adobe Illustrator

Fine art and illustrations are created using both physical and digital media. We operate primarily in a Windows environment, using Adobe Creative Cloud applications with Wacom Cintiq and Intuous tablets.



Denim Jacket: airbrush



Digital Sketch: Procreate App

Digital artwork



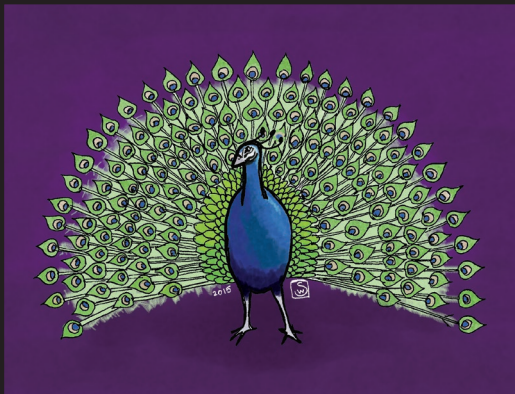
Vinyl Sticker: Adobe Illustrator



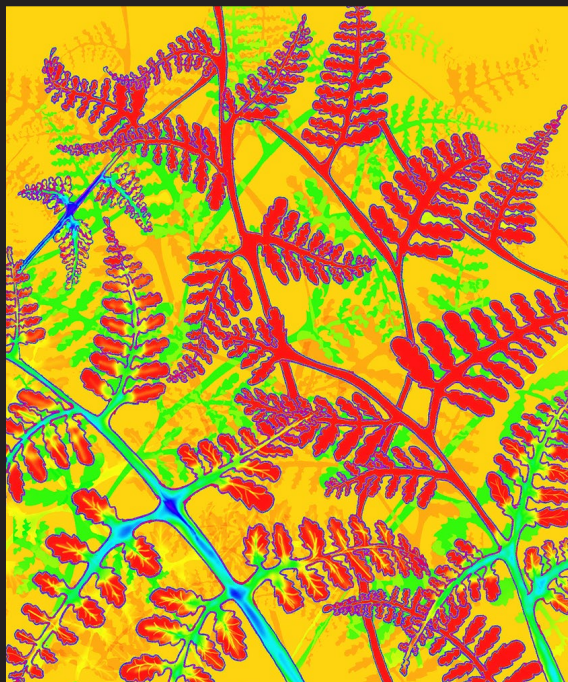
Coloring Page: Adobe Illustrator & Photoshop



Greeting Card: Adobe Illustrator



Greeting Card:
ink and Photoshop



Greeting Card:
ink, watercolor and Photoshop



Illustration for User Manual:
Adobe Illustrator



Illustration for User Manual:
Adobe Illustrator



Illustration for Children's book:
Adobe Illustrator



Trade Show *&* Large Graphics



APTA Trade Show, Houston, TX



Putting Your Best Foot Forward

When you decide to exhibit at a trade show, your company is competing with dozens (or hundreds!) of other companies for the attention of the show attendees.

It's important to have a display that is on brand, cohesive with your take-aways, and entices visitors to take action.

Moon & Star Graphic Design has experience creating large-format graphics that integrate with a company's vision, brand, and products, and coordinate with marketing materials.

We recommend creating new materials for an event such as a trade show, so everything is fresh.

(Left) The booth for 4D Security Solutions evolved over time as marketing budgets increased.

(Right) Vinyl banner display and takeaway notepads and custom die-cut cards were created along with a 4-page brochure targeted to the specific audience of the trade show.



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- Equipment obsolescence

Any of these things can result in unexpected downtime. You can't predict when disaster will strike, but you can avoid downtime with Managed IT services from COMAR Technologies.

GET READY!

- Cloud backups save your data safely offsite
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- Talk to us today to find out how we can help you protect your business from the unexpected!

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New signage and façade are frequently part of a rebranding effort. This is an updated sign and storefront design for Miabella Hair Salon in West Orange, NJ.



Interaction & Web Design

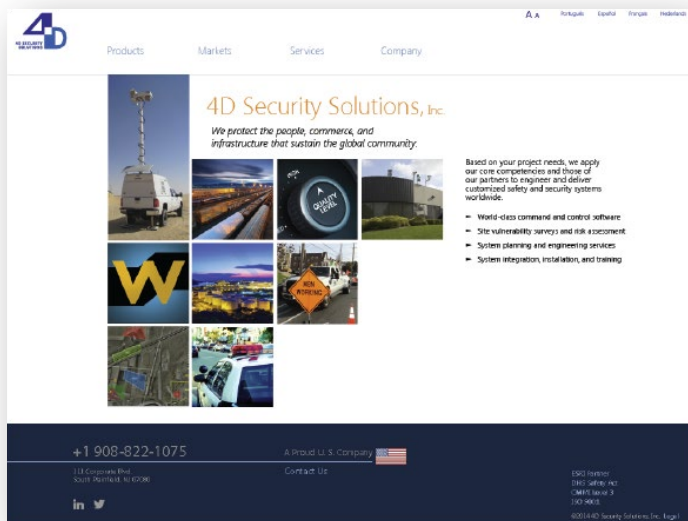
It's Time To Refresh Your Website

If your website is more than 5 years old, it's time for a website review, with a focus on redesign. Nowadays, more people access the Internet using their mobile phone or tablet instead of a traditional computer. If your website is not mobile-friendly, your site can suffer in search engine rankings.

New web technologies and techniques are being developed all the time, and your site must keep up if it's to remain relevant in this evolving landscape.

The 4D Security Solutions website was redesigned to align with the revised global marketing strategy and conform visually to the new printed marketing materials.

A responsive website was created by customizing a Drupal content management system (CMS) based on detailed wireframes.

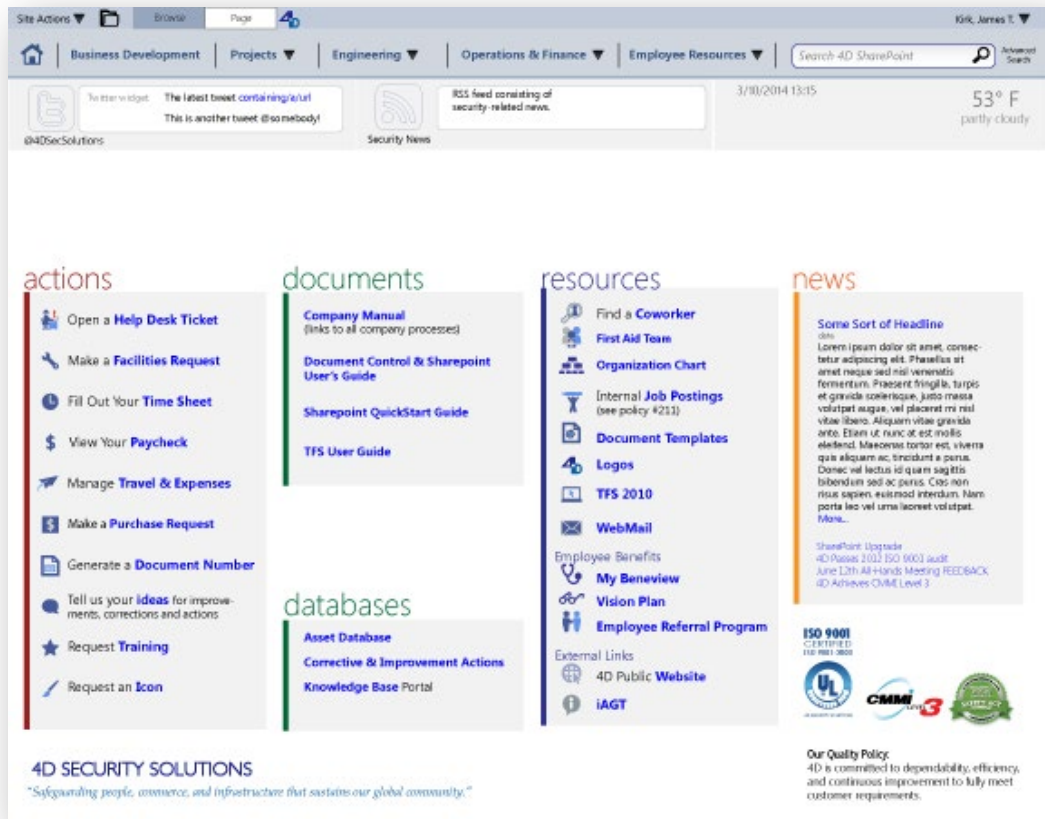


Improving Intranets

When your intranet is designed using best-in-class usability principles, it saves your employees time, which saves you money through improved productivity.

Moon & Star conducted a detailed survey of employees to determine exactly how the company intranet was being used and located the “pain points” experienced by employees.

The intranet home page redesign improved overall usability of the site and increased employees’ use of the intranet for locating important documents and performing an array of self-service actions.



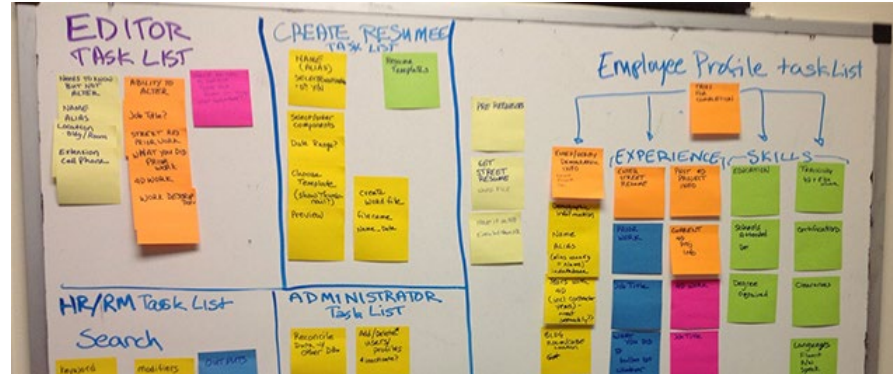
From Sketches to Programs: Interaction Design Process

Interaction Design (also called User Experience Design) is more than just designing a pretty interface.

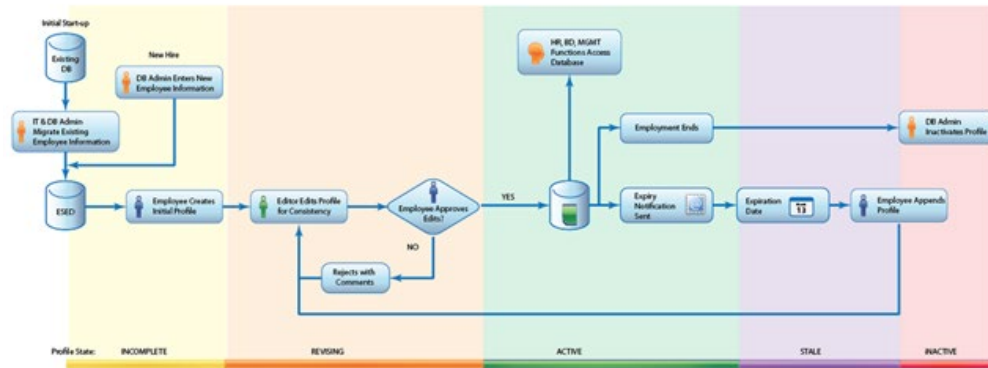
It is the end result of many hours of iterative design and testing of sketches, wireframes, and mockups.

Ideally, designers, developers, and marketers collaborate throughout the development of a program, app, or website so that the customer's or end-user's experience with the product is as delightful as it can be.

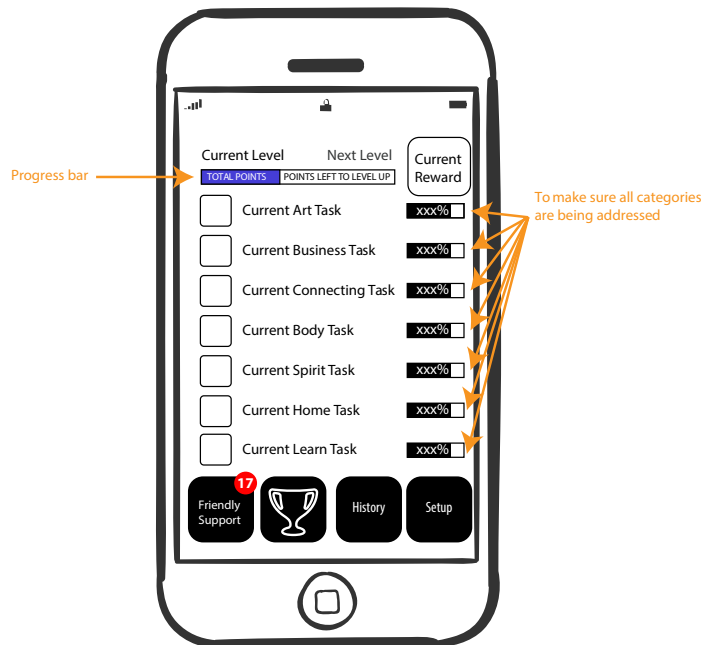
Moon & Star Graphic Design has the expertise to help you through the entire design process: from facilitating brainstorming sessions with project stakeholders and subject matter experts, to storyboarding and wireframing preliminary concepts, to testing the concepts with actual user populations, to creating high-fidelity graphic assets used in the final product.



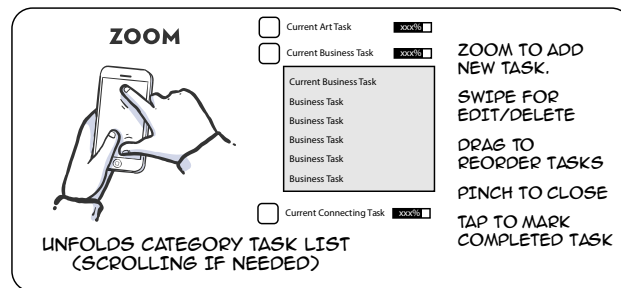
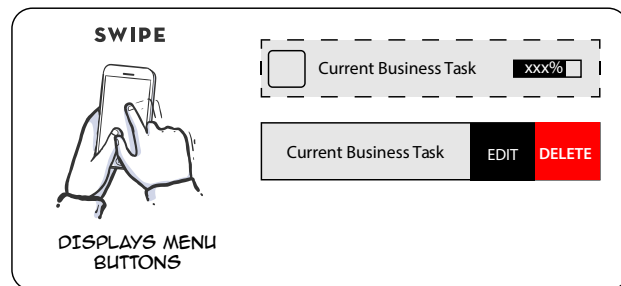
Brainstorming with the project team.



Formalizing program flow and user interactions



Design and testing of low-fidelity wireframes



Describing the functionality and gestural language of the app with interaction storyboards



This is the final design of a mobile surveillance vehicle control system.

The operational controls were simplified and refined as a result of extensive iterative field testing.

The empty central portion of the screen is reserved for pop-up status and notifications.

The design was developed in Microsoft Expression Blend and XAML.

The application runs on a Windows Toughbook computer installed in the vehicle.

The final high-fidelity design is completed after many cycles of testing and adjusting the interface according to the needs of the user community.

About Wendy Sheridan

As principal of Moon & Star Graphic Design, Wendy helps small business owners be seen in New Jersey, New York, and Pennsylvania. Your company can still have great design, even if you don't have a designer in-house.

Wendy has had a lifelong fascination with typography, art, design, and music. She styles herself as "a modern Renaissance woman bridging the gap between technology and the arts," and her career has proven that. Starting out with a degree in Electrical Engineering from the University of Pennsylvania, she designed circuit boards for the U. S. Navy and the phone company, invented a machine language, written thousands of lines of code and thousands of pages explaining technology to grandparents, other technologists, and everyone in-between. She has written, performed, and produced 2 CDs of original music. She created the Regretsy Tarot Deck, and directed 24 artists across 3 continents and 16 time zones. She has created branding and marketing collateral for startups and established businesses.

Now Wendy is the Branding and Digital Design Consultant for the Branding Bootcamp business grant program administered by Main Street New Jersey, a department of the New Jersey Division of Community Affairs.

✉ ws@moon-and-star.com

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in [linkedin.com/in/wendysheridan](https://www.linkedin.com/in/wendysheridan)

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Moon & Star Graphic Design is the Branding and Digital Design Consultant
for the New Jersey Department of Community Affairs'
Main Street New Jersey business grant program for 2015-2016.

If your business is located in a Main Street NJ District, you may be eligible
for a Graphic Design Grant through the Branding Bootcamp Program.



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