

PROPHETIC

Suzanne Gardiner
Creative

I'm Suzanne Gardiner, a passionate graphic designer and creative visionary. My inspiration flows from the natural world around me, where I draw my creative energies. The vibrant colors, intricate patterns, and balance of light and shadow in nature deeply influence my work.

Whether it's the changing hues of a sunset, the serene blues of the ocean, or the rich greens of a forest, I am continually inspired by the beauty that exists in our environment. This connection to nature informs my approach, allowing me to create work that is not only visually striking but also harmoniously balanced.

"Designing Impacts, Inspiring Change" is the driving force behind my work. I am committed to using my creativity to positively impact communities, designing with intention to inspire and uplift. Through my designs, I aim to bring a piece of natural elegance and purpose into every project, contributing to meaningful change in the world around us.





Brand Identity

Social Media

Merchandise Design

Packaging Creation





Social Media
Brand Identity
Merchandise Design

Fraser Valley FURY Junior Roller Derby

The Importance of Youth Sports and Community Impact

Fraser Valley FURY Junior Roller Derby - Rebrand

Challenge - Fraser Valley Fury Junior Roller Derby, formerly known as NWO Junior Roller Derby, faced the challenge of an outdated identity that did not effectively communicate their values of inclusivity and community. They needed to revitalize their image and reach a broader audience through engaging and cohesive social media content.

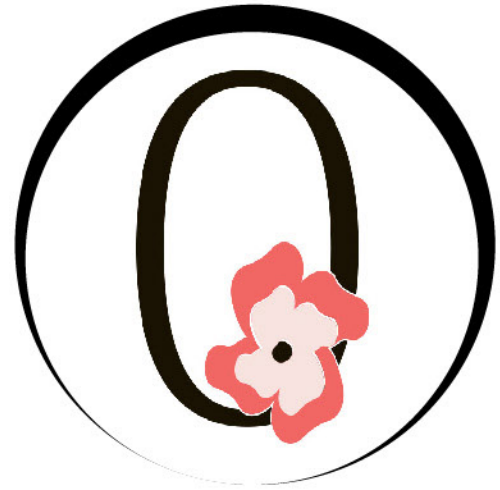
Solution: - We developed a comprehensive suite of social media assets that reflected Fraser Valley Fury's new branding. These assets included vibrant visuals, dynamic videos, and engaging posts that highlighted the league's commitment to inclusivity, diversity, and community spirit. The new content strategy focused on storytelling, showcasing the diverse and empowering experiences of the skaters and promoting upcoming events and activities.

The outcome was a significant increase in online engagement, attracting a broader and more diverse audience, and fostering a stronger sense of community within the league.



Photo Credit: Suzanne Gardiner
Lydia Brewer
Greg Mckinnon





Print Layout
Brand Identity
Merchandise Design

Okika Wellness Retreat

Empowering Healing Through Thoughtful Design

Okika Wellness retreat - Brand Identity - Concept

Problem - Okika Wellness Retreat in Hawaii struggled with an outdated brand identity and lacked effective tools to communicate its holistic approach to healing unresolved trauma, anxiety, and stress.

Solution - We developed a cohesive rebrand inspired by Hawaii's natural beauty, creating a tranquil logo, merchandise, and brochures that highlighted Okika's unique offerings, including trauma-informed therapy, therapeutic yoga, and saltwater therapy.

The rebranding elevated Okika's visibility, expanded its audience, and strengthened community connections. Participants reported improved emotional well-being, finding healing and harmony in a nurturing environment, while the retreat solidified its position as a sanctuary for transformative wellness.



Photo Credit Suzanne Gardiner





Social Media
Brand Identity
Merchandise Design

Dye Candy Hair Studio

Elevating Hair Care with Thoughtful Design

Dye Candy Hair Salon - Brand Identity - Concept

Challenge - Dye Candy Hair Studio, located in Penticton, BC, struggled with an outdated brand image and limited customer base. They needed a modernized identity and a more robust social media presence to attract a broader demographic and enhance their visibility.

Solution - We developed a suite of sophisticated and engaging social media assets that reflected Dye Candy Hair Studio's new upscale and inclusive brand identity. These assets included stylish visuals, before-and-after transformations, and client testimonials, all designed to showcase the salon's expertise and welcoming atmosphere.

The result was a noticeable boost in social media engagement, increased client inquiries, and a broader, more diverse customer base, solidifying Dye Candy Hair Studio's reputation as a premier destination for hair services in Penticton.

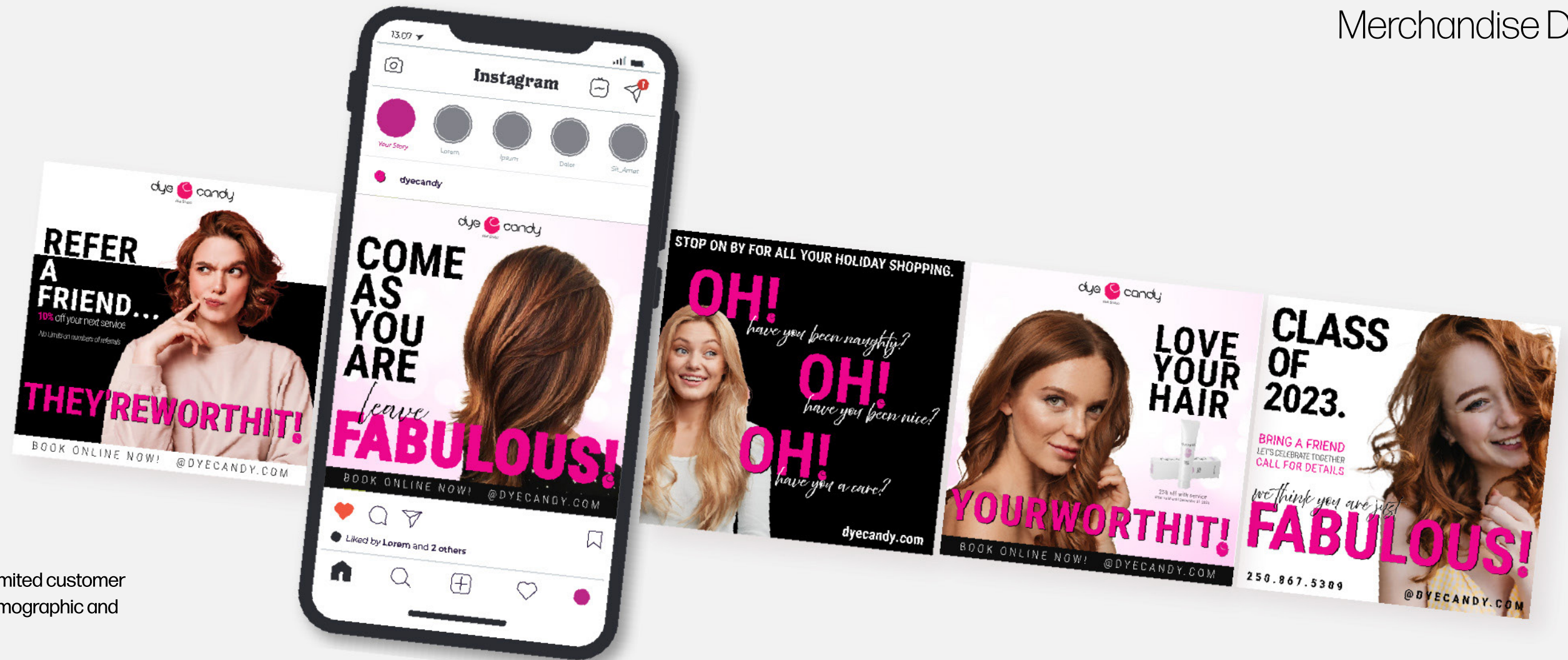


Photo Credit Suzanne Gardiner





4F Sakes WorkWear for Women

Prioritizing Fit, Form, and Function

4F Sakes WorkWear for Women - Brand Identity - Concept

Problem - Women in the workforce faced a lack of accessible, well-designed workwear, often forced to choose ill-fitting and uninspiring options from the men's section, impacting comfort, confidence, safety, and productivity.

Solution -4F Sakes WorkWear revolutionized women's work attire by designing durable, functional, and stylish options tailored specifically for women. With the empowering slogan "We don't fit into boxes, we build them 4F sakes," the brand prioritized fit, form, and functionality while ensuring accessibility and style.

4F Sakes WorkWear filled a critical gap in the market, empowering women with comfortable, safe, and stylish workwear. Its innovative approach and commitment to quality established the brand as a leader in women's workwear, resonating with hard-working women across industries.







West Coast Spirit Junior Roller Derby

Embracing Inclusivity and Empowerment

West Coast SPIRT Junior Roller Derby - Brand Identity

Problem - The league's previous branding failed to reflect its mission of inclusivity and empowerment, limiting its ability to connect with its community and represent British Columbia's skaters effectively.

Solution - We created a new logo featuring a confident bear and BC's natural elements, symbolizing strength and unity. The slogan, "We skate for inclusivity and empowerment," reinforced the league's welcoming and empowering ethos.

The rebranding aligned the league's identity with its values, fostering a stronger community connection and positioning West Coast SPIRT as a leading force in roller derby across Canada and the US.



Brand Identity
Merchandise Design

*Photo Credit Lydia Brewer
Greg Mckinnon*



Where Verse and Vision Harmonize

PROSE

A Poets Magazine

Volume 12

Suzanne Gardiner
On The Cusp
Trauma Recovery
and the Carnage
in its Wake

A walk down memory lane
Leonard Cohen

RUPI KAUR
Celebrating
Feminism
Through
Poetry
Illustration

prosemagazine.com





Prose Magazine

Where Verse and Vision Harmonize

Prose Magazine; A Poets Magazine - Concept

Problem: -The literary world lacked a platform celebrating diverse voices, leaving emerging poets, photographers, and illustrators without a space to showcase their artistry and storytelling.

Solution - Prose Magazine was launched to bridge this gap, blending poetry, photography, and illustration to celebrate the transformative power of language and art. With the slogan "Where verse and vision harmonize," the magazine curates a soulful journey through human experiences, highlighted by a logo that symbolizes the harmony between creative mediums.

Prose Magazine has become a vibrant platform for seasoned and emerging artists, inspiring creativity, elevating diverse voices, and fostering a global community that values the artistry of storytelling.





DESIGNING IMPACT
INSPIRING CHANGE