We are a full-service, customer-obsessed design and advertising firm, founded in 1989 by Shelby Putnam Tupper. We deliver multidisciplinary creative services in the form of award-winning branding, marketing collateral and web design. We serve a full-spectrum of businesses including those in the fields of technology, food & beverage, event planning, performing arts, construction & engineering, professional athletics and education. We pride ourselves in being largely referral-based and establishing lasting professional relationships with our clients and contacts that span career moves. Our mission is to create power tools for you: head-turning, effective, results-driven visuals and communications.
IDENTITY

Shelby Designs & Illustrates
Client
Sagittarius Serpentarius Holdings

Project
Identity & Collateral

Category
Identity (1 of 10)
<table>
<thead>
<tr>
<th>Client</th>
<th>Category</th>
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</thead>
<tbody>
<tr>
<td>Article 3 Advisors</td>
<td>Identity (2 of 10)</td>
</tr>
</tbody>
</table>

Project
Identity & Stationery

155 Filbert Street - Suite No. 216 - Oakland - CA - 94607 - [www.shelbydesigns.com](http://www.shelbydesigns.com)
Client
Kenneth Rainin Foundation

Category
Identity (3 of 10)

Project
Identity & Stationery

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<table>
<thead>
<tr>
<th>Client</th>
<th>Category</th>
<th>Identity (7 of 10)</th>
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</thead>
<tbody>
<tr>
<td>Torcon Inc.</td>
<td>Identity &amp; Collateral</td>
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</table>

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<table>
<thead>
<tr>
<th>Shely Designs &amp; Illustrates</th>
<th>Client</th>
<th>Category</th>
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<tbody>
<tr>
<td></td>
<td>Sea Change Foundation</td>
<td>Identity (8 of 10)</td>
</tr>
<tr>
<td>Project</td>
<td>Identity &amp; Stationery</td>
<td></td>
</tr>
<tr>
<td></td>
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</table>

155 Filbert Street - Suite No. 216 - Oakland - CA - 94607 - www.shelbydesigns.com
Client
Schuyler

Project
Identity, Business Card & Website

Category
Identity (9 of 10)
Client  
nTrustHR

Category  
Identity (10 of 10)

Project  
Identity & Stationery

Shelby Designs & Illustrates

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<table>
<thead>
<tr>
<th>Client</th>
<th>Category</th>
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</thead>
<tbody>
<tr>
<td>The Junior League of San Francisco</td>
<td>Events (1 of 16)</td>
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<table>
<thead>
<tr>
<th>Project</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>American Beauty, 82nd Annual Fashion Show Invitation Suite</td>
<td></td>
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</tbody>
</table>

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Shelby Designs & Illustrates

Client
Architectural Foundation of San Francisco

Project
Intelligent Design Invitation Suite

155 Filbert Street · Suite No. 216 · Oakland · CA · 94607 · www.shelbydesigns.com

Intelligent Design Invitation Suite

THURSDAY
05 24 07

7:30 check-in & coffee
7:45 breakfast
8:00–9:30 program

the city club
333 carson street · 11th floor
san francisco
please call or email to guarantee space

GUEST SPEAKER
DR. MILTON CHEN

Dr. Milton Chen is Executive Director of the Lucas Educational Foundation, a media, especially its multimedia educational initiative, Edutopia.org, a magazine of Learning, and documentary films, stories of how interactive technologies are transforming America's schools. He joined the foundation in 1998. Dr. Chen was the founder of the KOED Center for Education and Technology (PBS) in San Francisco. Dr. Chen is a speaker and media consultant for education and the media.

eighth annual architecture + youth awards breakfast
Alta Partners Holiday Card
Client
Samuel Merritt University

Category
Events (4 of 16)

Project
A Magical Transformation, Centennial Gala Invitation & Program

Samuel Merritt University
A Magical Transformation
Celebrating Centennial 2019

155 Filbert Street, Suite 216, Oakland, CA 94607 - www.shelbydesigns.com
San Francisco Museum & Historical Society

1906 Centennial San Francisco Rising

Celebrating the City’s Unshakable Spirit

Category
Events (5 of 16)
Head-Royce School
The Big Wahoo! Gala Invitation Suite
Head-Royce School

The Great Grunt Gala Invitation Suite

**Client**

**Category**

**Project**

Events (7 of 16)

155 Filbert Street · Suite Nº 216 · Oakland · CA · 94607 · www.shelbydesigns.com
**Client**  
Head-Royce School

**Project**  
Simple Gala Invitation Suite

155 Filbert Street • Suite No. 216 • Oakland • CA • 94607 • www.shelbydesigns.com
Client
Head-Royce School

Project
Swirl Gala Invitation Suite

155 Filbert Street · Suite No. 216 · Oakland · CA · 94607 · www.shelbydesigns.com
Client
University of California, Berkeley

Project
Charter Gala Invitation Suite & Program

Category
Events (10 of 16)
Client
Head-Royce School

Project
Paul Chapman Celebration Invitation Suite

Catch & Release

Put on your waders and join us to celebrate and honor our “Big Fish” Paul Chapman as he gets “unhooked” from Head-Royce School after 26 years.

Saturday, May 22, 2010
6:00 PM
Head-Royce School Pavilion

RSVP by May 17, 2010
Thank you and we look forward to seeing you there.

Paul Chapman Celebration Invitation Suite
Marcus A. Foster Educational Institute
35th Anniversary Celebration Invitation Suite & Program
<table>
<thead>
<tr>
<th><strong>Client</strong></th>
<th>San Francisco Opera Guild</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Category</strong></td>
<td>Events (15 of 16)</td>
</tr>
<tr>
<td><strong>Project</strong></td>
<td>Opera Ball Invitation Suite &amp; Program</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Client</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oakland Museum of California</td>
<td>Events (16 of 16)</td>
</tr>
</tbody>
</table>

**Project**

A Golden State of Mind Invitation Suite & Program

155 Filbert Street - Suite 216 - Oakland - CA - 94607 - [www.shelbydesigns.com](http://www.shelbydesigns.com)
Oakland Public Library

Annual Report
San Francisco Ballet

Suite of Brochures

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<table>
<thead>
<tr>
<th>Client</th>
<th>St. Paul’s Episcopal School</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project</td>
<td>When the Mission Matters Campaign Brochure</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Client</th>
<th>Constellation Wines</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project</td>
<td>Expressions of the Vine, Wine Club Newsletter</td>
</tr>
<tr>
<td>Category</td>
<td>Publication (5 of 15)</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Client</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ravenswood Winery</td>
<td>Publication (7 of 15)</td>
</tr>
</tbody>
</table>

**Project**

Zinfomania, Wine Club Newsletter
Cal Alumni Association

General Brochure & Folder

Without my CAA scholarship, I would not have been able to attend Cal. It made all the difference.

- Mark

155 Filbert Street, Suite 216, Oakland, CA 94607.
www.shelbydesigns.com
Client: Cal Alumni Association
Category: Publication
Project: Cal Discoveries Travel Catalogue 2010
Good Moves

If you’re walking through the Head-Royce Hallway, you’re in for a treat! Each day, you’ll see students blossoming before your eyes. From the halls, you can hear the murmur of conversation—students laughing, sharing stories about their day. It’s a vibrant community, where everyone is encouraged to be themselves and to explore new ideas. The Head-Royce School is more than just a school; it’s a community where students feel supported and challenged to grow.

A Green House

On any given day, the Head-Royce School is a place of constant learning and growth. The A Green House is a thriving on-campus farm where students learn about sustainability and teamwork. A team of doodle worms, students, and community members work together to grow and share fresh produce. The A Green House inspires students to think about their impact on the environment and to take action to make a positive difference in their community.
Blue Earth Consultants offers a suite of services, including Monitoring, Evaluation and Performance Enhancement, Funding and Finance Integration, Business Planning and Application. Our approach is to assist our clients in delivering their programs and projects effectively. Our team brings together expertise in a variety of fields, including environmental, social, and economic analysis. This comprehensive approach ensures that our clients receive the best possible outcomes for their projects.
ILLUSTRATION

Shelby Designs & Illustrates
Client
Constellation Wines

Category
Illustration (3 of 7)

Project
Hand Lettering for Wine Club Newsletters

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The Vine

Zinfomania

Topography

Soil

Climate

People
Client
Ciao Bella

Project
Hand Lettering for Ciao Bella

Ciao Bella
UNIVERSITY HIGH SCHOOL

VIEWBOOK
<table>
<thead>
<tr>
<th>Shelby Designs &amp; Illustrates</th>
<th>155 Filbert Street · Suite No. 216 · Oakland · CA · 94607 · <a href="http://www.shelbydesigns.com">www.shelbydesigns.com</a></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Client</strong></td>
<td>The Lawrence Hall of Science</td>
</tr>
<tr>
<td><strong>Category</strong></td>
<td>Illustration (7 of 7)</td>
</tr>
<tr>
<td><strong>Project</strong></td>
<td>Illustration and Hand Lettering for Skateboards</td>
</tr>
</tbody>
</table>

The Lawrence Hall of Science
Illustration and Hand Lettering for Skateboards
PACKAGING

Shelby Designs & Illustrates
Client
BevMo!

Category
Packaging

Project
BevMo! House Branding System

155 Filbert Street · Suite No. 216 · Oakland · CA · 94607 · www.shelbydesigns.com
<table>
<thead>
<tr>
<th>Client</th>
<th>BevMo!</th>
<th>Category</th>
<th>Packaging</th>
<th>(2 of 12)</th>
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<tbody>
<tr>
<td>Project</td>
<td>BevMo! Private Label Items</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

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<table>
<thead>
<tr>
<th>Client</th>
<th>Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>BevMo!</td>
<td>Packaging (3 of 12)</td>
</tr>
</tbody>
</table>

**Project:**
BevMo! Private Label Items

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<table>
<thead>
<tr>
<th>Client</th>
<th>Category</th>
<th>Project</th>
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</thead>
<tbody>
<tr>
<td>Narsai's Speciality Foods</td>
<td>Packaging</td>
<td>Narsai's Brand, Packaging</td>
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</table>

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<table>
<thead>
<tr>
<th>Client</th>
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</thead>
<tbody>
<tr>
<td>Nell Robinson</td>
</tr>
<tr>
<td>Category</td>
</tr>
<tr>
<td>Packaging</td>
</tr>
<tr>
<td>(5 of 12)</td>
</tr>
</tbody>
</table>

Project:
Nell Robinson in Loango Album, Secondary Brands

155 Filbert Street, Suite No. 216, Oakland, CA 94607 - www.shelbydesigns.com
Paddock Cakes

Identity & Packaging for Horse Treats

155 Filbert Street, Suite No. 216, Oakland, CA 94607 • www.shelbydesigns.com
Client
Ledgewood Creek

Project
Picnique Brand

Category
Packaging (7 of 12)
Michael Pozzan Wines
Michael Pozzan Brand & Stationery

155 Filbert Street, Suite 216, Oakland, CA 94607 - www.shelbydesigns.com
Client
Michael Pozzan Wines

Category
Packaging (9 of 12)

Project
Dante Reserve Brand

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<table>
<thead>
<tr>
<th><strong>Client</strong></th>
<th>Michael Pozzan Wines</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Project</strong></td>
<td>Annabella, Marianna Brands</td>
</tr>
<tr>
<td><strong>Category</strong></td>
<td>Packaging (10 of 12)</td>
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</table>

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<table>
<thead>
<tr>
<th>Client</th>
<th>Michael Pozzan Wines</th>
<th>Category</th>
<th>Packaging (11 of 12)</th>
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<tbody>
<tr>
<td>Project</td>
<td>Pozzan, Napa Cuvée, Contrada Brands</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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Client
Vine Hill Winery

Project
Gatos Locos, Cumbre Brands
Shelby Designs & Illustrates

Client
Paddock Cakes

Project
Website

Category
Digital Media (1 of 2)

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<table>
<thead>
<tr>
<th>Show Designs &amp; Illustrates</th>
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</thead>
<tbody>
<tr>
<td>Client</td>
<td>The Studios</td>
<td>Category</td>
</tr>
<tr>
<td>Project</td>
<td>Website</td>
<td>(3 of 3)</td>
</tr>
</tbody>
</table>

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ENVIRONMENTAL

Shelby Designs & Illustrates
Head-Royce School
Outdoor Signs

Category: Environmental

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<table>
<thead>
<tr>
<th>Client</th>
<th>Stanford University</th>
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<tbody>
<tr>
<td>Category</td>
<td>Environmental (2 of 5)</td>
</tr>
<tr>
<td>Project</td>
<td>Center for Ocean Solutions, Woods Institute Display Banners</td>
</tr>
</tbody>
</table>

155 Filbert Street, Suite No. 216, Oakland, CA, 94607 - [www.shelbydesigns.com](http://www.shelbydesigns.com)
Client: Paddock Cakes
Project: Paddy Wagon Vehicle Graphics
Category: Environmental (3 of 5)
<table>
<thead>
<tr>
<th>Shelby Designs &amp; Illustrates</th>
<th>Client</th>
<th>Category</th>
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<tbody>
<tr>
<td>Oakland Zoo</td>
<td>ZooMobile Vehicle Wrap</td>
<td>Environmental (4 of 5)</td>
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</table>

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<table>
<thead>
<tr>
<th>Client</th>
<th>Category</th>
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<tbody>
<tr>
<td>College Preparatory School</td>
<td>Environmental</td>
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</table>

**Project**

Outdoor Signs

[Images of outdoor signs]