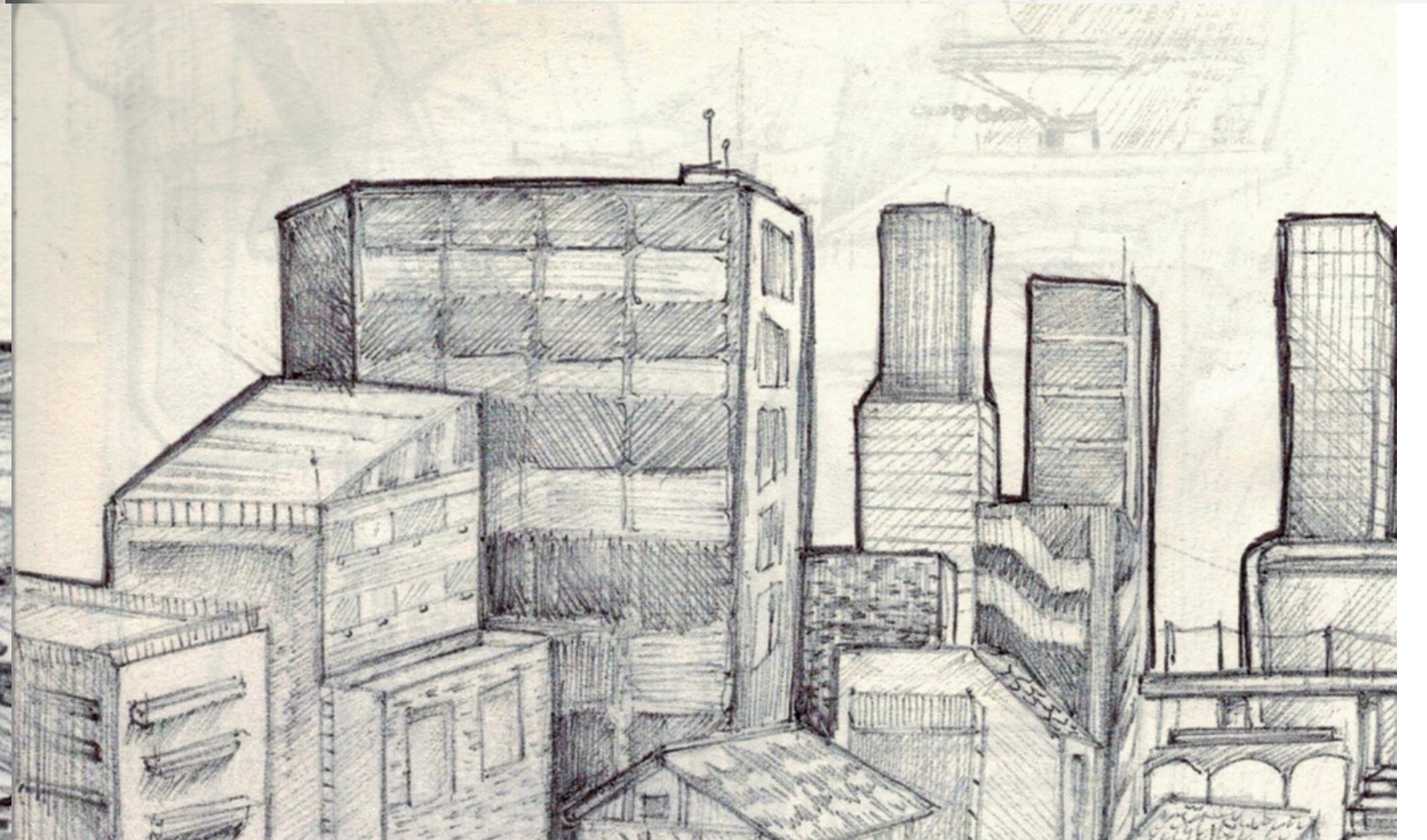
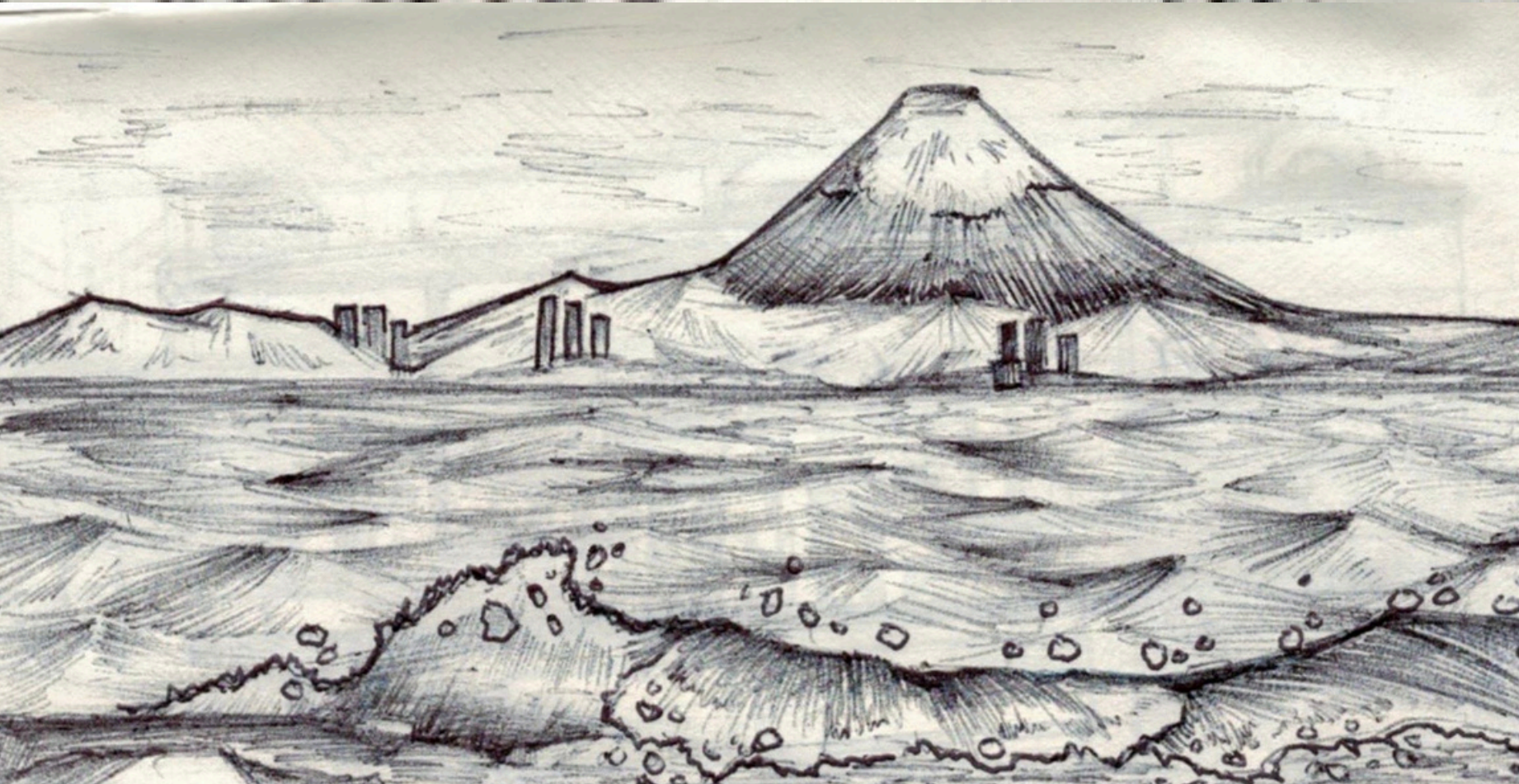
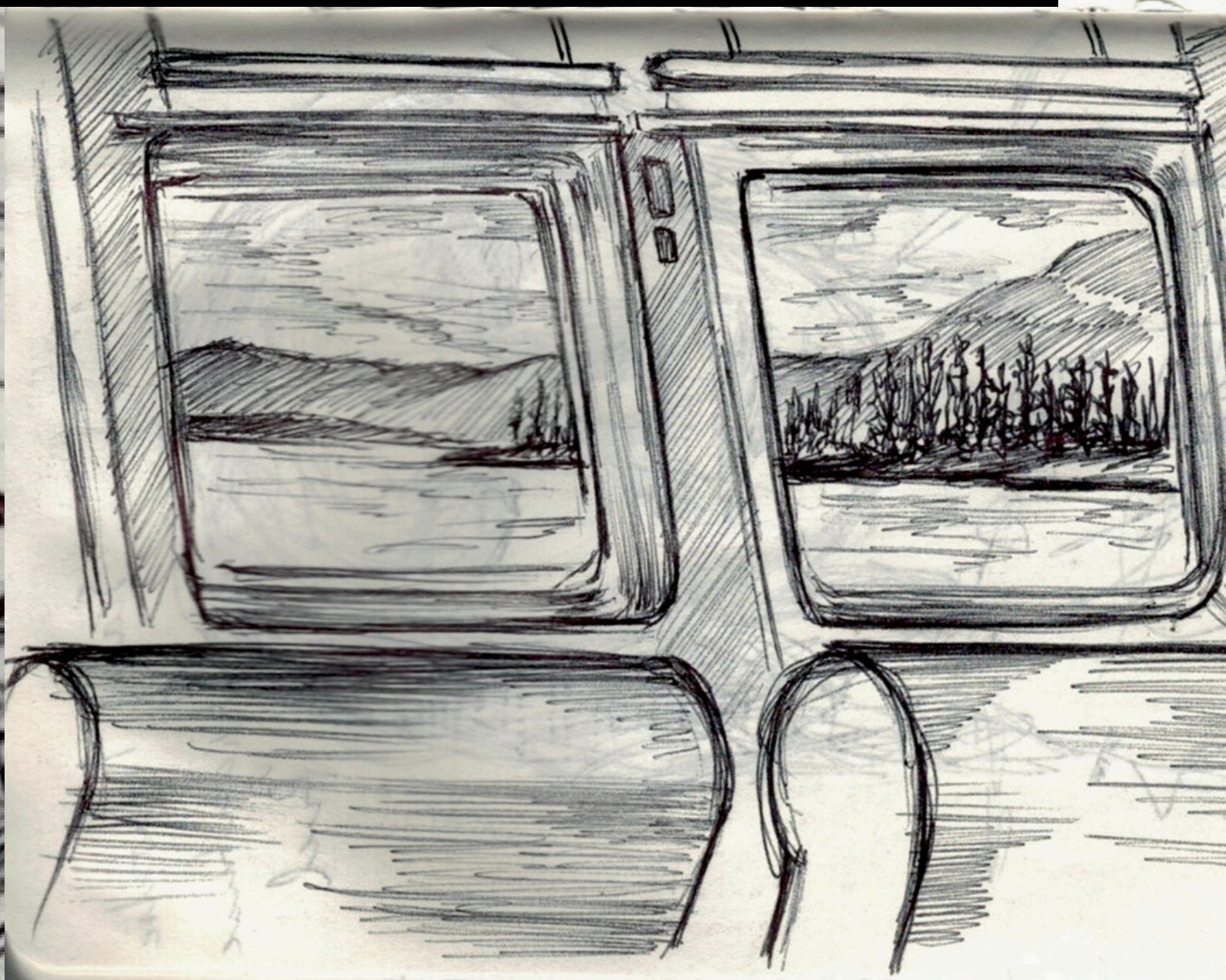




Special Projects Portfolio



The Victoria Golf Club | Victoria, British Columbia

PROJECT OVERVIEW

Greb Gallery partnered with the Victoria Golf Club to develop custom illustrated merchandise based on elements of the club's identity. The goal was to create refined, visually distinctive designs that resonate with members and reflect the club's heritage.

PROCESS & APPROACH

Working from provided references and existing branding, the illustrations were carefully developed to align with the club's visual identity while introducing a unique, hand-drawn style.

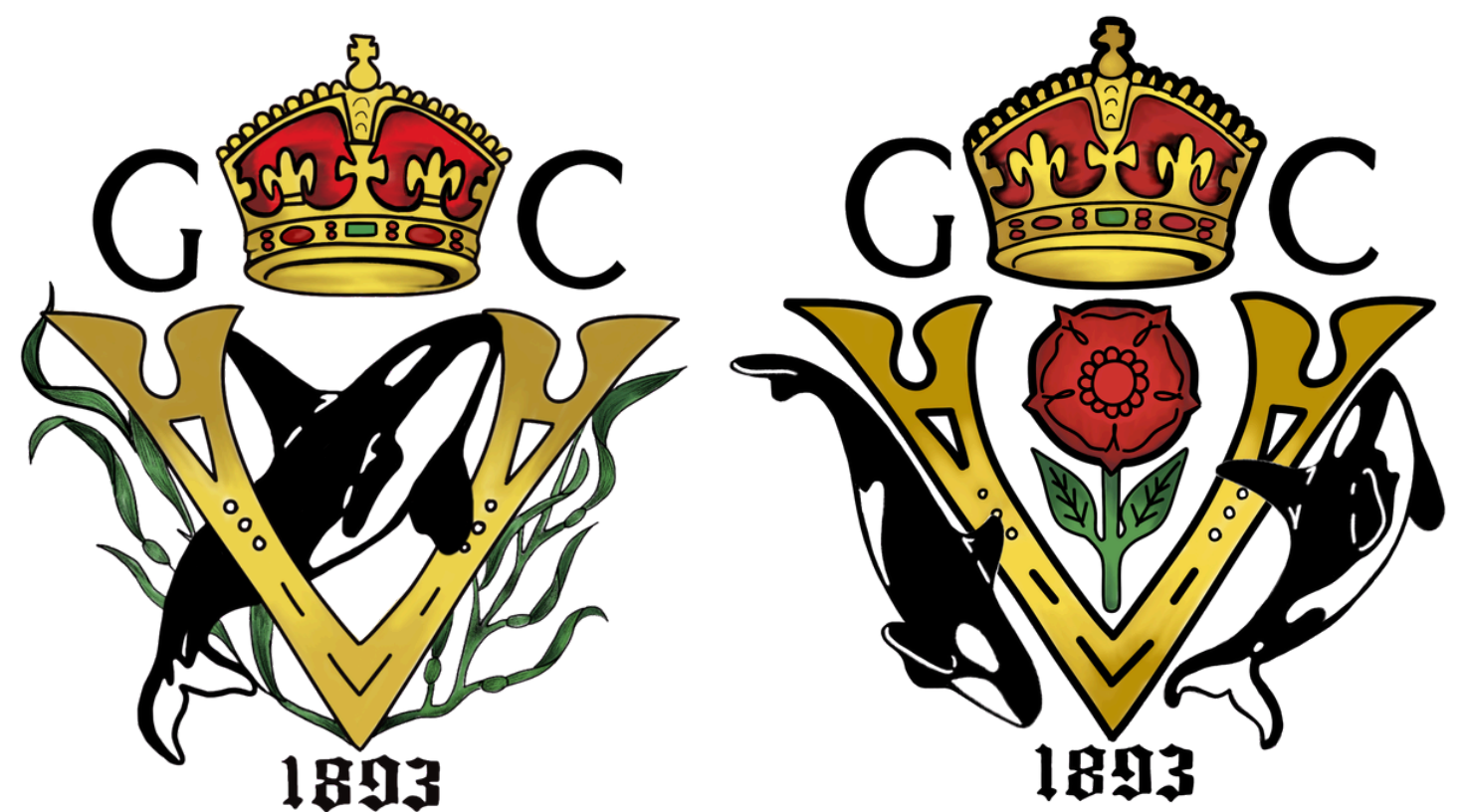
ATTENTION WAS GIVEN TO:

- Clean, balanced composition suitable for merchandise
- Consistency with existing branding elements
- Creating a timeless, collectible aesthetic

OUTCOMES & IMPACT

- Custom illustrations adapted into merchandise
- Products designed to appeal to club members and guests

The final designs offer a distinctive extension of the club's identity, providing members with high-quality, collectible items.



The Museum of Vancouver | Vancouver, BC

PROJECT OVERVIEW

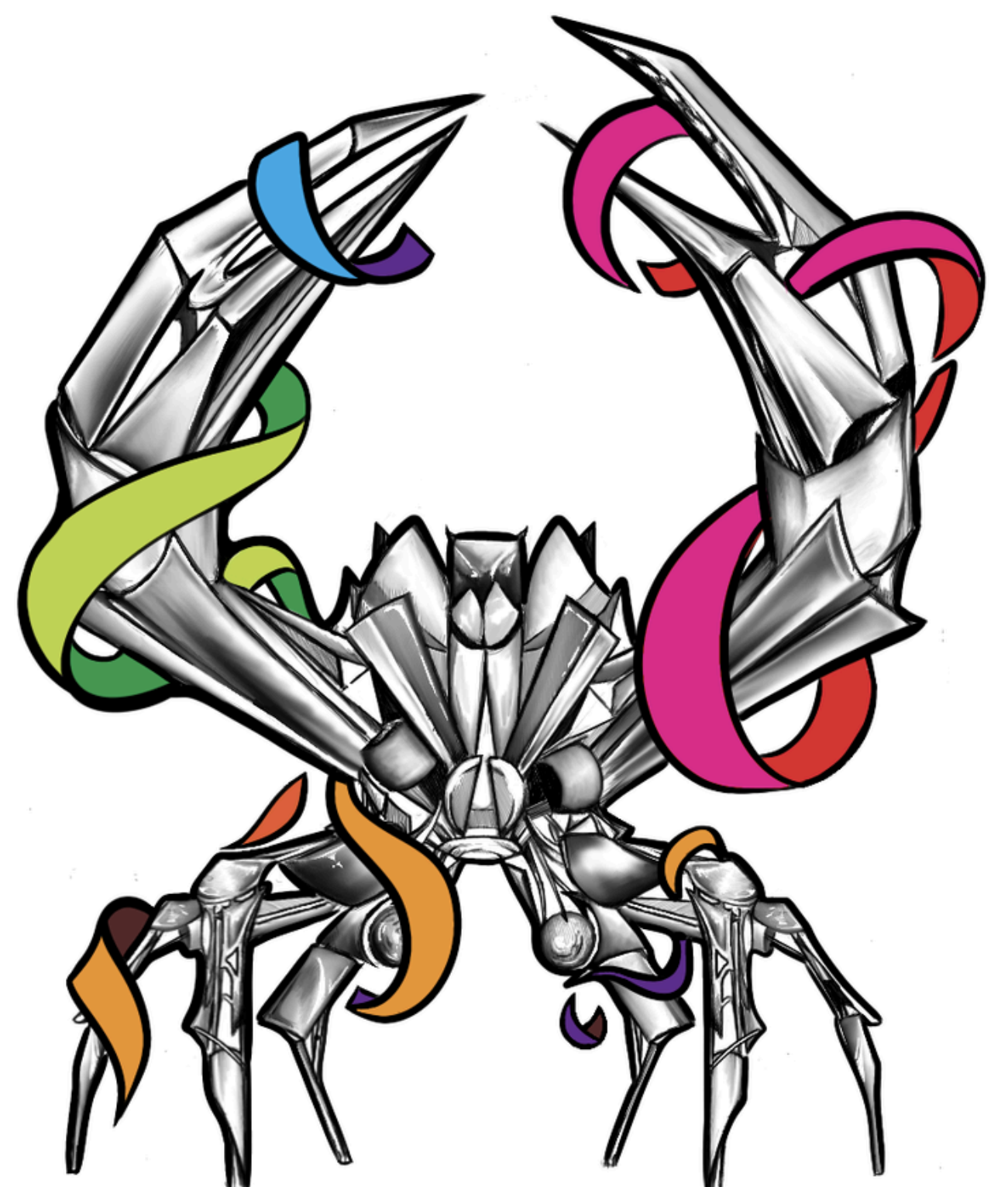
Greb Gallery collaborated with the Museum of Vancouver to create custom illustration of the crab statue featured outside the museum. Due to limited retail space, the sticker was designed to be a relatively small keep sake for visitors to purchase.

PROCESS & APPROACH

To capture the metal and angular features of the statue, the subject was drawn in black and white. To capture the modern branding of the Museum, vibrant, on brand, accent colours were added. This elegantly tied the metallic look of the statue, with the brand of the Museum

OUTCOMES & IMPACT

The stickers provide visitors with a creative and accessible way to engage with the museum's themes beyond their visit. Furthermore, the compact design and smaller size of the sticker minimized retail shelf space required to display the product.



The Shaw Center for the Salish Sea | Sidney, BC

PROJECT OVERVIEW

Greb Gallery worked with the Shaw Centre for the Salish Sea to create illustrated merchandise inspired by marine life and the surrounding coastal environment. The goal was to develop products that reflect the Salish Sea ecosystem.

PROCESS & APPROACH

Illustrations were created using reference imagery and informed by the Centre's educational content, ensuring accurate representation of species and environmental details.

Care was taken to balance:

- Scientific accuracy
- Visual clarity
- Appeal for a broad audience

OUTCOMES & IMPACT

- Illustrations adapted into gift shop merchandise
- Products aligned with the Centre's educational mission

The resulting merchandise supports both visitor engagement and retail activity, while reinforcing the Centre's focus on marine education and conservation.

