

The Design Portfolio
of
Boone Harris



NISSAN Commercial Vehicles



THE TOTALLY NEW NISSAN
NV LINEUP



Bob Rohrman
Nissan of Chesterton
IN BURNS HARBOR

220 VERPLANK RD.
Burns Harbor, IN 46304
South of I-94 at US 20
877-657-1476

IndianaCommercialSales.com

An 11" x 6" postcard mailer made for Nissan of Chesterton. Made in InDesign.

I wanted the postcard's overall layout to work as a continuation of the Nissan Commercial Vehicles logo's red/grey color scheme that Nissan Corporate provided.



**You just turned the page
on everything else.**



**The all-new 2013 Lexus GS.
There's no going back.**



ES



IS



RX

**THE ARLINGTON
ADVANTAGE**

AVAILABLE PICKUP & DELIVERY SERVICE • FREE CARWASHES •
EXTENDED SERVICE HOURS: MON-FRI: 7A-11P & SAT 8A-NOON

The award-winning

**ARLINGTON LEXUS
IN PALATINE**

1-847-991-0444



1285 E. Dundee Road
"One block west of Rt. 53 on Dundee Road"

This Arlington Lexus ad ran in an issue of Quintessential Barrington.
Made entirely in InDesign.

The New 2012 Hyundai Equus

Don't let its luxury and appeal
distract you from its impressive value.



6251 Grand Ave. • Gurnee, IL • 1-888-693-4957

WWW.GURNEEHYUNDAI.COM



This is a Gurnee Hyundai ad which appeared in the April issue of Business Image Magazine. The client was very pleased with the final result.
Made with InDesign.

Bob Rohrman
SCHAUMBURG FORD

2012 FORD FUSION S **2012 FORD ESCAPE XLS**

BUY FOR ONLY \$17,870 **BUY FOR ONLY \$19,360**

2012 FORD FIESTA S **2012 FORD FOCUS S**

BUY FOR ONLY \$13,370 **BUY FOR ONLY \$14,670**

MARCH MOTOR MADNESS SALES EVENT

2012 FORD TAURUS SEL **2012 FORD EDGE SE** **2012 FORD EXPLORER**

BUY FOR ONLY \$24,670 **BUY FOR ONLY \$26,460** **BUY FOR ONLY \$27,560**

2.9 APR* for 72 months available! **CERTIFIED PRE-OWNED**

- Factory-backed warranty.
- 7-year/100K-mile comprehensive warranty coverage.
- Free vehicle history report.

CERTIFIED 2010 FORD FOCUS **CERTIFIED 2010 FORD FLEX**

Now only \$12,995 **Now only \$25,995**

CERTIFIED 2010 FORD FUSION **CERTIFIED 2008 FORD EDGE SEL**

Buy for \$189 a month* **Buy for \$288 a month***

*Price includes \$100 destination and \$100 handling fee. All prices subject to change without notice. All taxes, title and license fees. *Financing based on 1.9% APR financing for 72 months with \$2,000 down. \$2,000 down payment. *Offer expires 3/31/12.

Bob Rohrman **815 E. Golf Rd.**
Schaumburg Ford 8 blocks west of Woodfield
 Mall on Golf Road

888-721-6005

ROHRMANFORD.COM

Bob Rohrman's
SATURN OF ARLINGTON

CASH 4 CLUNKERS

\$3,500 to \$4,500

CARS car allowance rebate system

PLUS if your trade qualifies

WE'LL MATCH IT! With an additional \$3,500 to \$4,500 in Bob Rohrman Discounts on new Saturn vehicles

OVER 100 NEW SATURNS IN STOCK!
 We have the one you're looking for, in the color and trim you want!

Please call Bob, Ron, David and the rest of the staff at Saturn of Arlington. Prices for illustrative purposes only. The most qualified customer will get the most cash for their trade-in. We do not have the right to accept any trade-in cash. ©2012 Saturn of Arlington. Saturn of Arlington is a Division of the Bob Rohrman Group.

SATURN OF ARLINGTON **SE HABLA ESPANOL** 915 W. Dundee Rd. One mile east of Route 53 on Dundee Road
1-800-439-1185
WWW.SATURNOFARLINGTON.NET

PRE-OWNED SPECIALS

03 Saturn Ion 2 ONLY \$7,995	04 Dodge Durango ONLY \$9,995	05 Town & Country LTD ONLY \$11,995	05 Nissan Xterra SE ONLY \$13,495	03 Saturn Iodeo Sport ONLY \$6,995	05 Saturn Ion 1 ONLY \$6,995
00 Dodge Grand Caravan ONLY \$14,995	07 Chrysler 300C ONLY \$15,995	04 Toyota Sienna ONLY \$16,495	06 Chevy Trailblazer ONLY \$16,995	06 Saturn Vue AWD ONLY \$13,495	06 Jeep Commander ONLY \$14,995
09 Town & Country ONLY \$18,995	06 Jeep Wrangler ONLY \$19,995	06 Chrysler 300C ONLY \$19,995	06 Pontiac Grand Prix ONLY \$19,995	07 Jeep Liberty ONLY \$16,995	06 Jeep Commander ONLY \$17,995
				07 Toyota Camry Hybrid ONLY \$20,995	07 Ford Mustang ONLY \$30,995

*Price includes \$100 destination and \$100 handling fee. All prices subject to change without notice. All taxes, title and license fees. *Financing based on 1.9% APR financing for 72 months with \$2,000 down. \$2,000 down payment. *Offer expires 3/31/12.

Bob Rohrman **925 W. Dundee Rd.**
Used Car Right next door to Saturn of Arlington
HEADQUARTERS **1-800-439-1185**
WWW.UsedCarHeadquarters.com

These two automotive ads are examples of what I produced while at Axiom Advertising that really reflect the "Bob Rohrman style." Both ads were made entirely in InDesign.



These are two logos I designed for use in television and print for the Bob Rohrman Auto Group. They were created in Illustrator and modified in Photoshop.



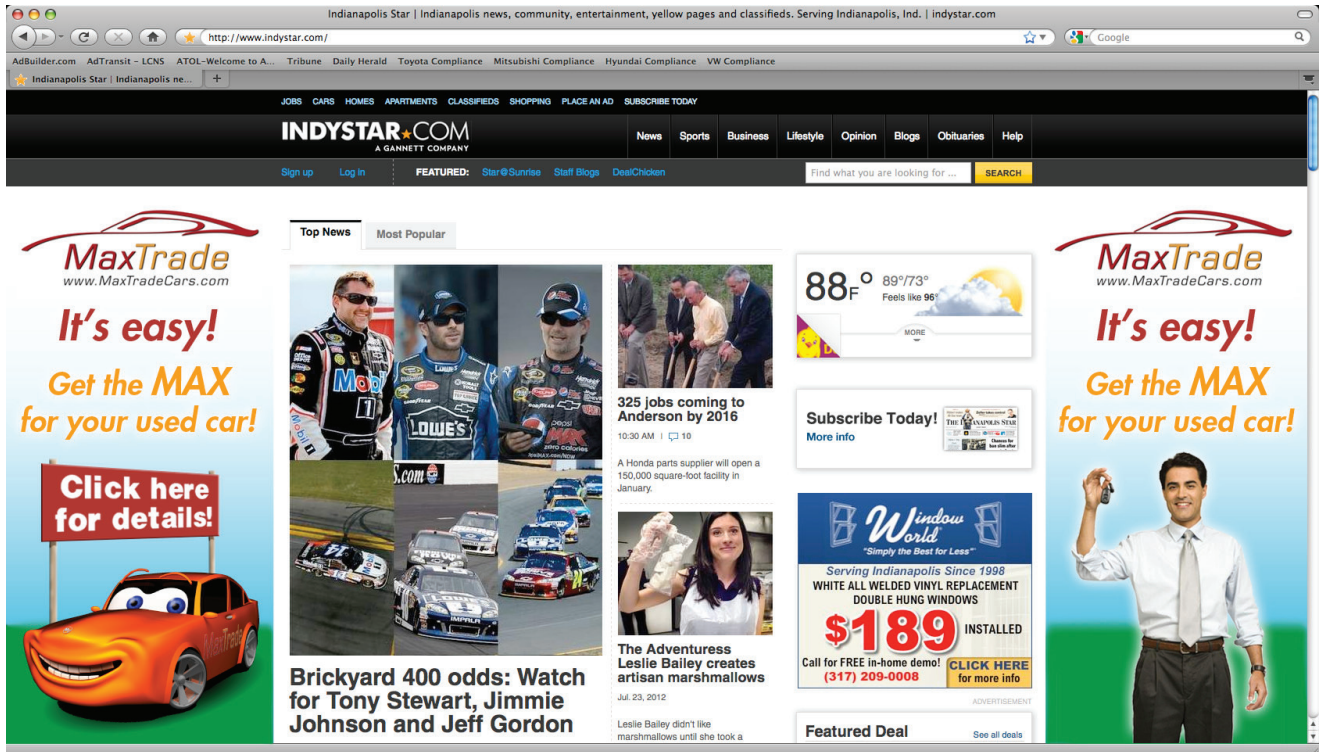
Here are two more logos I designed for the Bob Rohrman Auto Group's advertisements.
They were created entirely in Illustrator.



ORANGE

MEDIA GROUP INC.

When Axiom Advertising changed their name to Orange Media Group, they asked the designers to all brainstorm some ideas for a new logo. The six logos at the top of this page were some examples what I had created, and the large logo at the bottom is what they decided to use. All the logos were made in Illustrator.



I was instructed to mock up a web take-over for the up-and-coming company MaxTrade to show as an example of different media outlets we can use for promotion. This web take-over mockup was done entirely in Photoshop.

The Design Portfolio of **Boone Harris**

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