

RBC – Event design

- RBC needed to signal a change stand out from the competition at SIBOS—the premier global conference for the Financial Institutions with over 185 exhibitors and 8,000 delegates representing 149 countries.





RBC'S VISION IS TO BE AMONG THE WORLD'S MOST TRUSTED AND SUCCESSFUL FINANCIAL INSTITUTIONS
OUR PURPOSE IS TO HELP CLIENTS THRIVE AND COMMUNITIES PROSPER. RBC PUTS THE CLIENT FIRST
RECOGNIZING THE VALUE OF COLLABORATION, ACCOUNTABILITY, DIVERSITY AND INTEGRITY. WE WILL
DELIVER EXCEPTIONAL CLIENT EXPERIENCES. SIMPLY, CREATE, INNOVATE AND BE KIND.
DRAWING ON THE BEST TALENT, RBC WILL
THE POWER OF OUR COLLECTIVE AMBITION

WELCOME

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WELCOME

Client Event



RBC PUTS THE CLIENT FIRST
RECOGNIZING THE IMPORTANCE
OF COLLABORATION,
ACCOUNTABILITY, DIVERSITY
AND INTEGRITY.

RBC
WELCOMES
YOU

RBC PUTS THE CLIENT FIRST
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Client Event



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AMONG THE WORLD'S MOST
TRUSTED AND SUCCESSFUL
FINANCIAL INSTITUTIONS

UBS Asset Management Value Proposition Visual Expression

- UBS Asset Management were launching their new Value Proposition—Asset Management, without compromise—in the market, globally. They needed a visual style that leveraged their existing brand, supported the new positioning and set them apart from the competition.
- Deliverables included robust brand guidelines, videos, print, digital and social media ads. Visual assets were also produced for the website.



Back new energy sources or transform traditional?

Navigating the investment landscape brings tough choices.

For today's investment questions, you're not alone.
Asset Management, without compromise.



Performance excellence or positive change?



Sélectionner des idées gagnantes ou diversifier et réduire les risques ?



Performance excellence or positive change?



Kurzfristige Renditen verbessern oder langfristige Wirkung maximieren?



UBS Asset Management Value Proposition Visual Expression



Asset Management, **without compromise.**

Back new energy sources or transform traditional?



Asset Management, **without compromise**



Drive immediate returns or maximize long-term impact?



Asset Management, **without compromise**

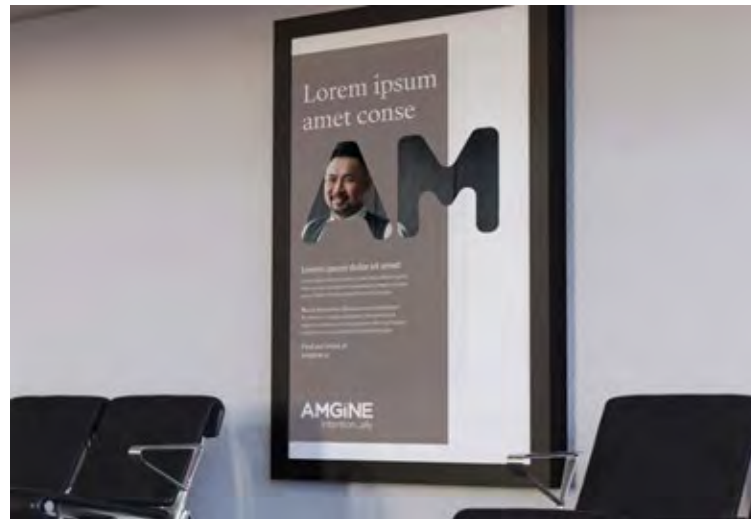


Amgine

- Re-brand for an .ai tech platform for the B2B travel industry
- Brand strategy including: brand architecture, persona development for 3 audiences, mission, vision, manifesto and brand visual identity
- All marcomm and PR strategy and planning

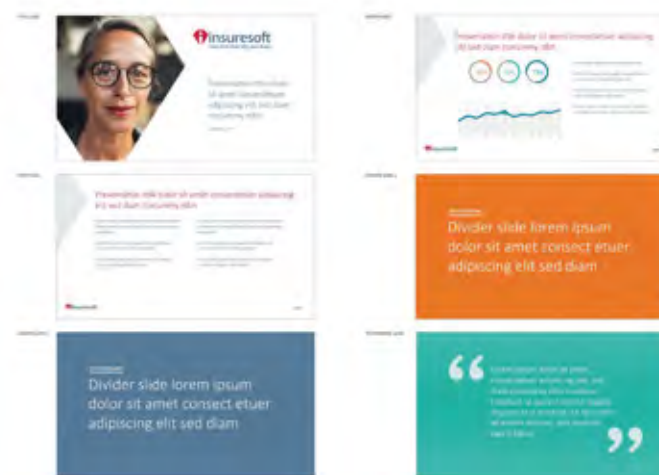
AMGiNE

intention_ally



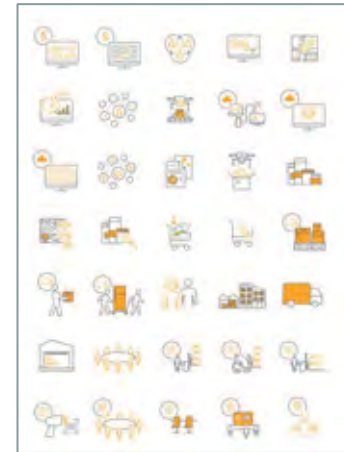
Insuresoft

- Refreshed existing Insuresoft brand identity, including value proposition and brand voice strategy, messaging and audience personas
- Brand standards, website design and tradeshow materials



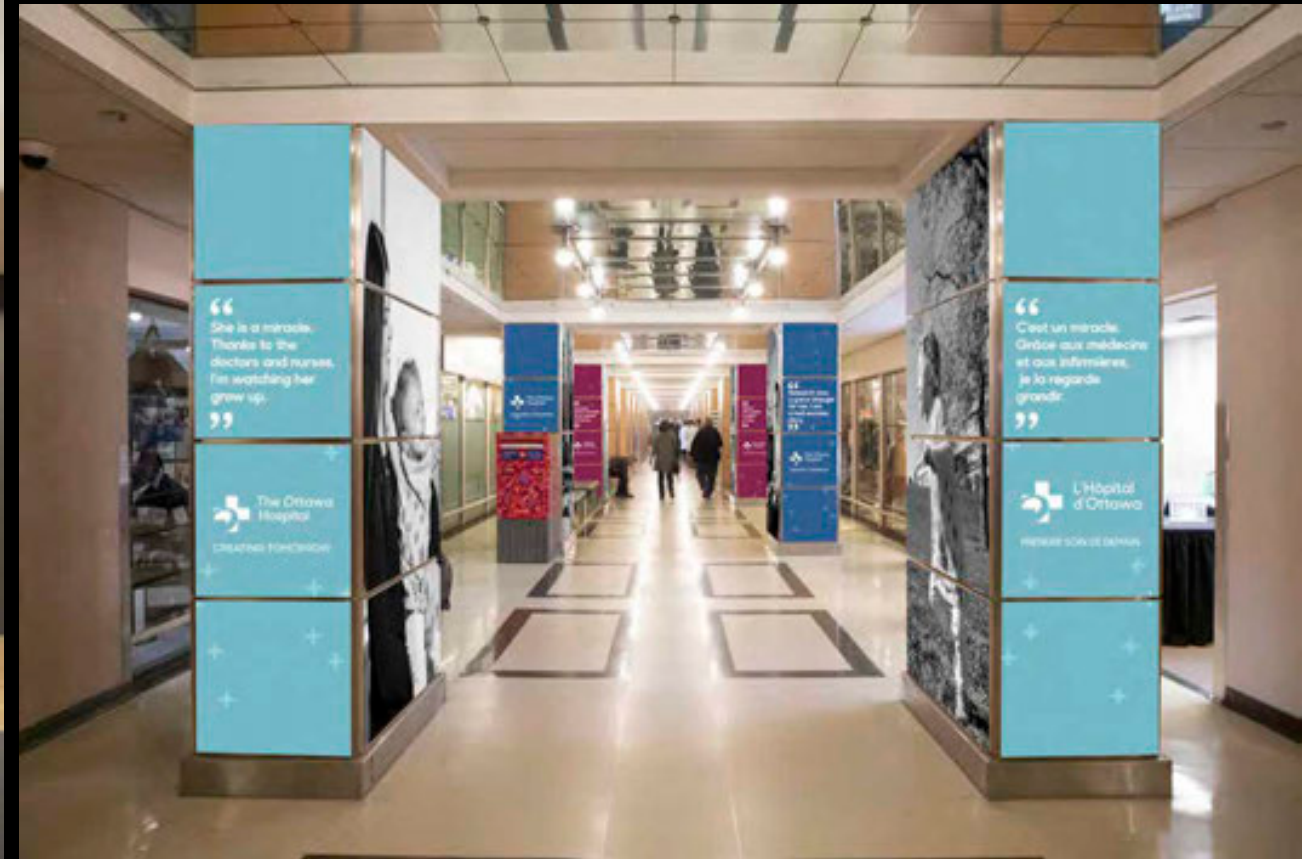
Metro Supply Chain

- Refreshed existing Metro Supply Chain brand architecture, brand identity, including brand voice and the messaging, strategy.
- Corporate icons, Social assets, PowerPoint Templates





The Ottawa
Hospital





GIVING TODAY.
CREATING TOMORROW.

DONNER AUJOURD'HUI, C'EST
CRÉER DES LENDEMAINS.

The Ottawa
Hospital | L'Hôpital
d'Ottawa



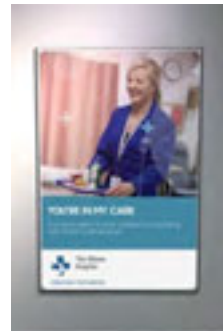


DISCOVERING TODAY.
CREATING TOMORROW.

DÉCOUVRIR AUJOURD'HUI,
C'EST CRÉER DES LENDEMAINS.

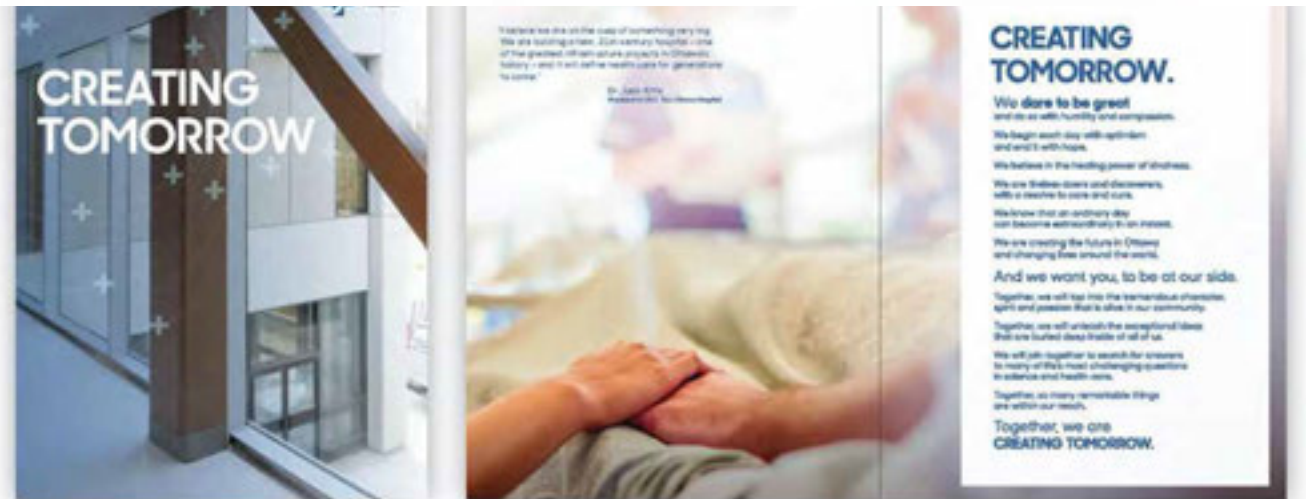


Brand Refresh



The Ottawa Hospital - Recruitment Package

- The ask was to create high-end support materials for the Fundraising Team to aid in the recruitment of community leaders to join the Cabinet Executive Committee.
- The objectives were to provide enough information for prospects to make informed decisions and to showcase the campaign in a visionary, world-leading manner. The Ottawa Hospital also wanted to build buzz around the fundraising campaign.



The Ottawa Hospital - Recruitment Package

Creating Tomorrow: Details at a Glance



THE CAMPAIGN

What is the overall campaign goal?
The full scope of our fundraising campaign this year to be determined. However, we do know at this juncture that the campaign is an unprecedented scope for our community. The funds to purchase state-of-the-art will be the highest ever for a private sector hospital in Ontario history. This is the largest single in Ontario history, transforming the region's health care.

Where will the campaign be funded?
Most of the funds will come from a mix of government and community fundraising. The Ontario provincial government is the largest funder of the campaign. We are also looking to the private sector for support.

Who should I contact for more information?
If you are interested in supporting the campaign, please contact us at 613-762-4295 or visit our website.

Can I support research through the campaign?
The answer is, yes! While leading research is vital to the campaign, it is also a key part of our vision of transforming health care in the region. To achieve our goals, we will need to attract top talent from around the world, bring new ideas, and invest in cutting-edge research in technology and innovation. This will allow us to create innovative clinical jobs that will make a difference for patients.

When will the campaign launch?
We are currently in the final phase of the campaign with the goal of launching the campaign in 2021. The hospital will announce an overall campaign theme and launch the public fundraising program. We are currently in the final phase of the campaign with the goal of launching the campaign in 2021.

Who can I call to discuss my gift?
We consider this campaign to be our Foundation's top priority. Every member of our medical team would be pleased to answer your questions and help facilitate your generosity. Please call our main telephone line at 613-762-4295 or visit our website.

THE PROJECT

How long will it take to build the new complex?
We are currently in the final phase of the campaign with the goal of launching the campaign in 2021. The hospital will announce an overall campaign theme and launch the public fundraising program. We are currently in the final phase of the campaign with the goal of launching the campaign in 2021.

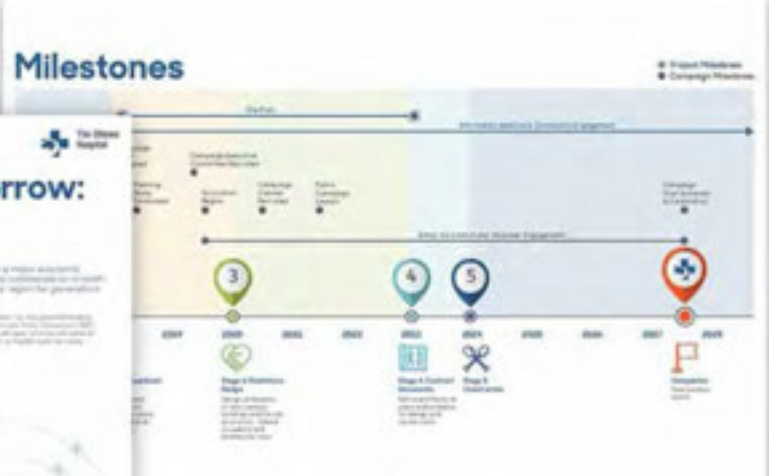
How will the new complex compare with the current Civic complex?
The hospital will be built on a 50-acre parcel of land between Carling Avenue and Dow's Lake known as the '613' site. The new complex will feature a state-of-the-art design and the highest standards of patient care and support services.

Creating Tomorrow: Begins Today.

The planning and implementation of our new complex will be a major milestone for our city and an opportunity for our community to contribute to a world-class health care system that will make a difference for patients.



Milestones



Year	Milestone
2017	Campaign Launch
2018	Campaign Kick-off
2019	Campaign Kick-off
2020	Campaign Kick-off
2021	Campaign Kick-off
2022	Campaign Kick-off
2023	Campaign Kick-off
2024	Campaign Kick-off
2025	Campaign Kick-off

Creating Tomorrow: Campaign Leadership Roles

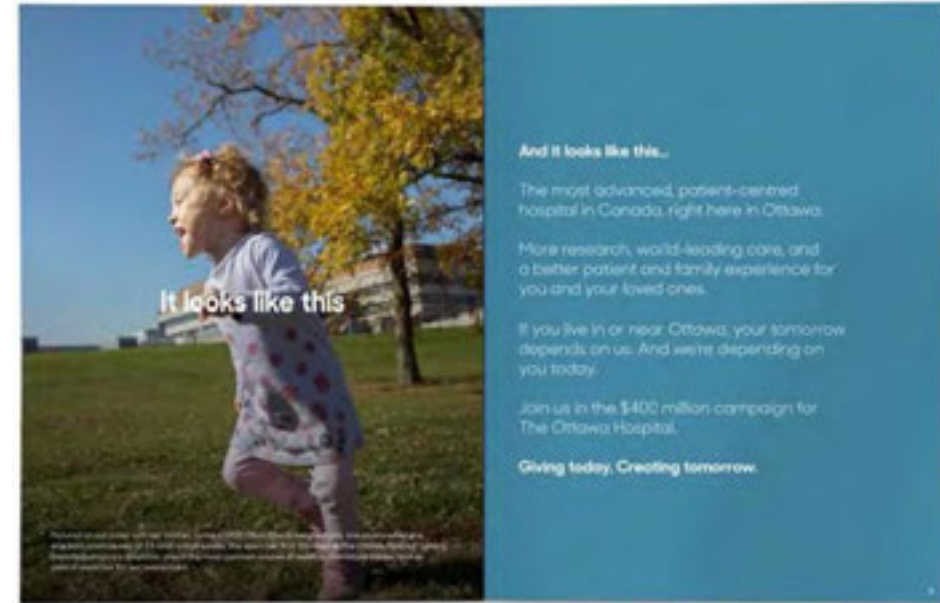
Campaign Chair
The Campaign Chair will be responsible for the overall leadership of the campaign. The Campaign Chair will be responsible for the overall leadership of the campaign. The Campaign Chair will be responsible for the overall leadership of the campaign.

Vice Chair(s)
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The Ottawa Hospital – Case for Support

- The Case for Support is the introductory communication for a campaign. It is used as a communications tool to enlist campaign leadership volunteers, secure campaign leadership donors and engage the larger community of major gift donors. It also sets the stage for more targeted follow up materials.
- The brochure contained stories, narratives and pictures that would appeal to both the head and the heart.



USC Canada – Event design

- USC Canada needed an engaging way to engage with visitors at the Royal Winter Fair. The new booth leveraged various materials and a wide range of multi-sized collateral materials to make learning fun.





USC CANADA

SEED GROWS GOOD FOOD

I AM A
SEED
"SAVER"

SAVE PLANT GROW
PROTECT THRESH
SOW SELECT SWAP
BREED ADVOCATE

GOOD
SEED
GOOD
FOOD



WHO ARE THE PEOPLE ON THE FRONT LINES OF THE SEED MOVEMENT?

FAVORITE SEEDS AND NEW CROP VARIETIES FOR TODAY AND TOMORROW

"The seed is the heart of the food system. It's the link between the land and the people who eat it. It's the link between the past and the future. It's the link between the farmer and the consumer. It's the link between the seed and the soil. It's the link between the seed and the sun. It's the link between the seed and the rain. It's the link between the seed and the wind. It's the link between the seed and the earth. It's the link between the seed and the sky. It's the link between the seed and the world."

"When I started seed saving, I was looking for a way to connect with the land and the people who eat it. I was looking for a way to connect with the past and the future. I was looking for a way to connect with the farmer and the consumer. I was looking for a way to connect with the seed and the soil. I was looking for a way to connect with the seed and the sun. I was looking for a way to connect with the seed and the rain. I was looking for a way to connect with the seed and the wind. I was looking for a way to connect with the seed and the earth. I was looking for a way to connect with the seed and the sky. I was looking for a way to connect with the seed and the world."


"The seed is the heart of the food system. It's the link between the land and the people who eat it. It's the link between the past and the future. It's the link between the farmer and the consumer. It's the link between the seed and the soil. It's the link between the seed and the sun. It's the link between the seed and the rain. It's the link between the seed and the wind. It's the link between the seed and the earth. It's the link between the seed and the sky. It's the link between the seed and the world."



**Q: WHAT IS THE BIGGEST CHALLENGE FACING SEEDS?
A: DIVERSITY LOSS**



In the 1980s, a barley blight nearly destroyed the lucrative North American beer industry. But thanks to a gene found in one of the many barley seed varieties of an Ethiopian farmer, our barley crops bounced back! Cheers!




DIVERSITY IS LIKE AN INSURANCE POLICY. IF ONE CROP OR VARIETY FAILS, WE HAVE BACKUP!

Today, only a small fraction of genetic diversity in Canadian crops is available to farmers.

VARIETIES OF FRUITS AND VEGETABLES THAT NO LONGER EXIST:

- 94% of peas
- 81% of tomatoes
- 7,089 apple varieties were once grown in Canada
- 86% have been lost
- 91% of corn
- 95% of cabbage

WHAT HAPPENS WHEN WE DON'T HAVE DIVERSITY?

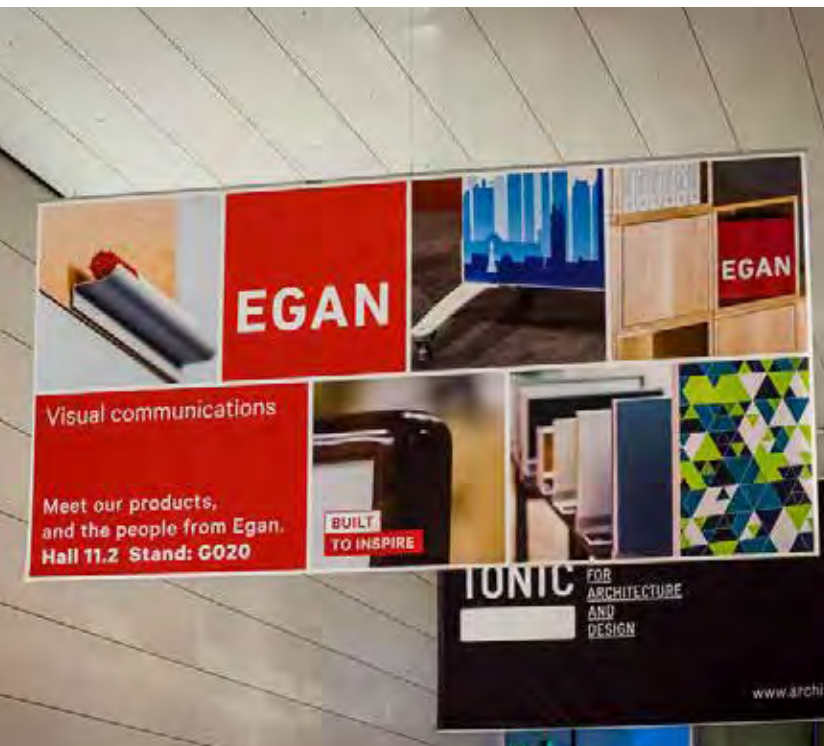


In the potato in the destr two y Farm two o variet resist More peop

Egan – Event design

- Egan needed to stand out at the Orgatec—one of the leading international trade fairs for equipment and furnishing of offices and properties. New booth graphics, wayfinding and remote-controlled blimp were developed to





Brand refresh



- In 2015, two of Canada's largest, leading autism organizations — Autism Society Canada (established in 1976) and Autism Canada Foundation (established in 2002) – amalgamated to form Autism Canada. Members realized that by joining together, they could build one strong organization to support the Canadian autism community. A new identity and visual style was created for the newly created organization.



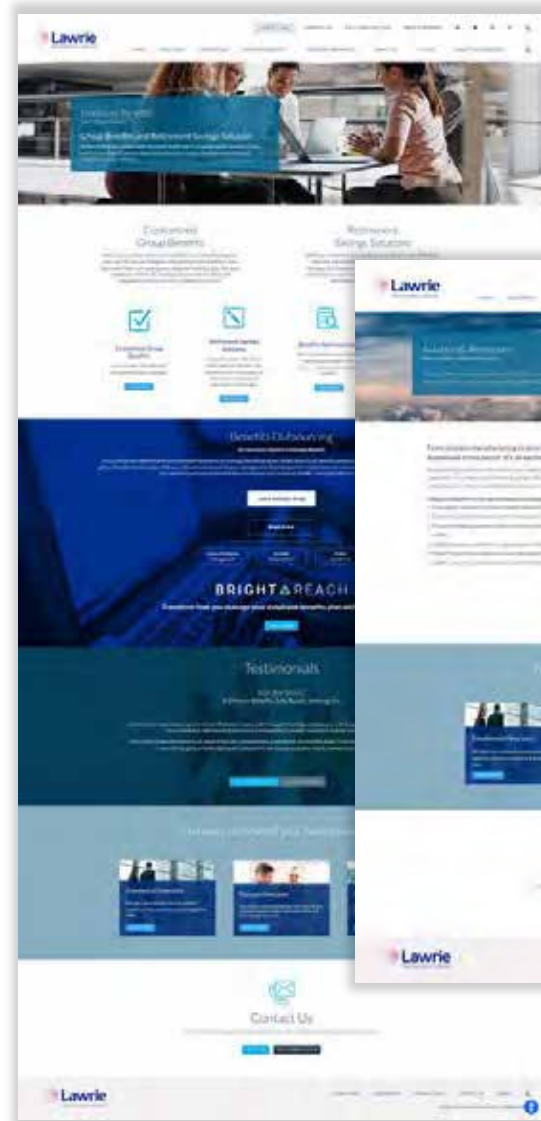
Brand refresh



- West Park Healthcare Centre helps patients get their lives back by providing specialized rehabilitative and complex care after a life-altering illness or injury. A new visual style and tagline were developed that celebrated the strength and determination of patients and staff.



Website design and development

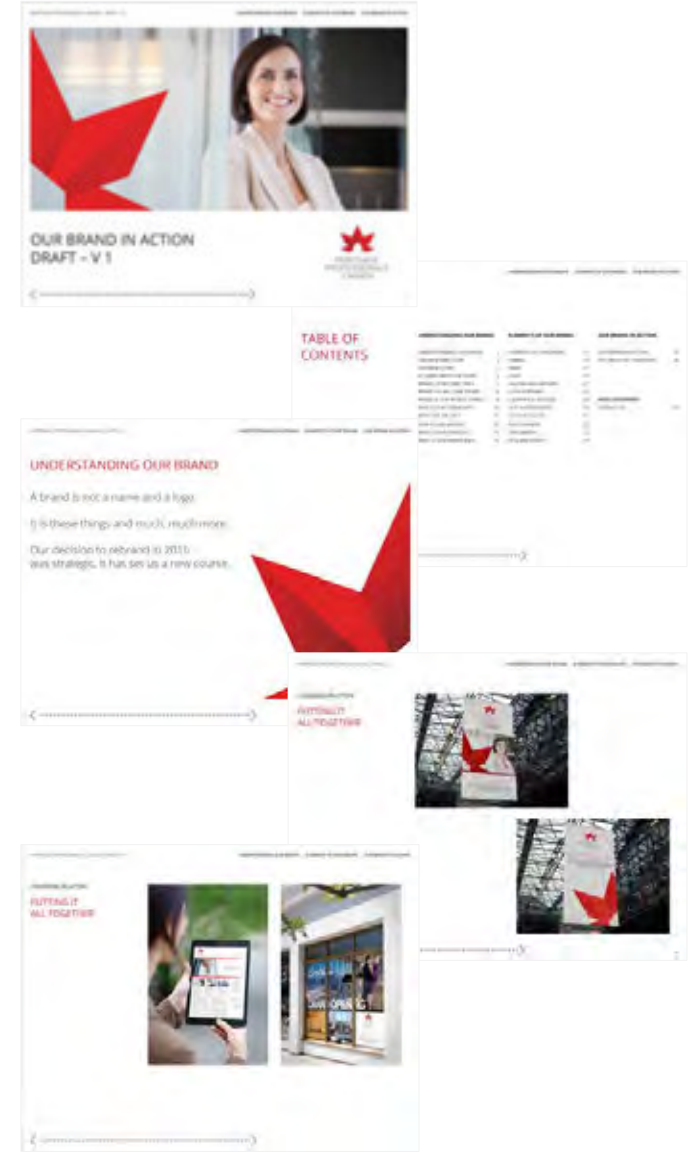


Rebrand

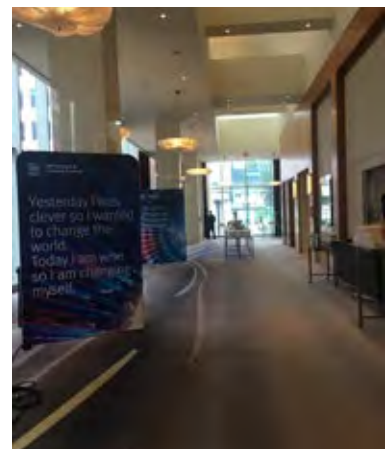


MORTGAGE
PROFESSIONALS
CANADA

WE BROKER RESULTS



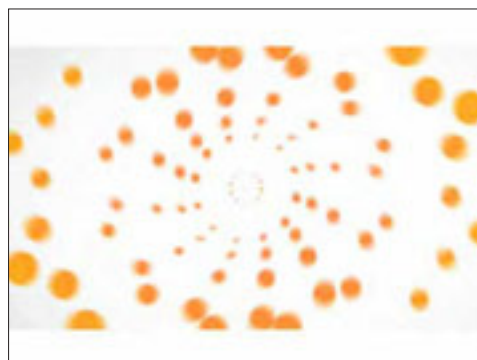
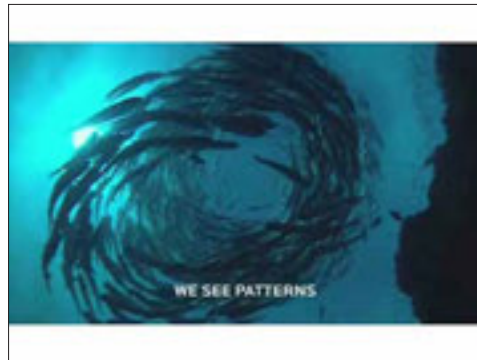
RBC INVESTOR & TREASURY SERVICES
Senior Leadership Conference 2018
Creative lead, design and production



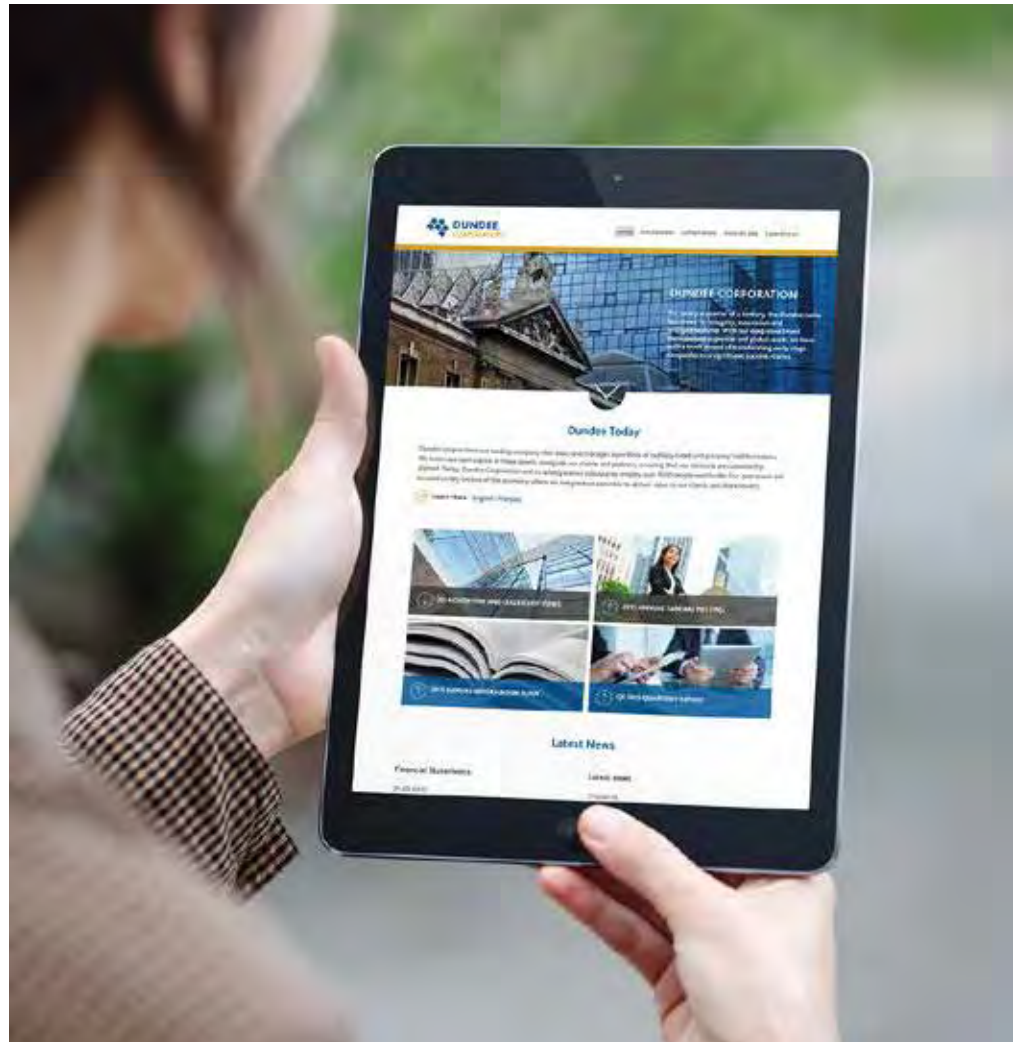
THOMSON REUTERS

Brand launch

Lead role developing digital and video components of brand launch campaign



DUNDEE CORPORATION
Brand refresh
Creative lead and design



TANGERINE

Rebrand

Digital Creative Director at Dashboard overseeing various digital brand extensions.



Get to know... **Tangerine**
Future Banking

Look in the mail for your new Tangerine Card.

Coming this May.



Get to know... **Tangerine**
Future Banking

Make free deposits and withdrawals at nearly 4,000 ScotiabankSM ABMs across Canada.



Get to know... **Tangerine**
Future Banking

You can still Cheque-InSM with our new Tangerine Mobile App.



CPP INVESTMENT BOARD
Rebrand
Creative lead and design

Annual Report
Creative lead and design



People

Leadership
 The Board of Directors is composed of 11 members, including the Chair and 10 Directors. The Board is responsible for the overall strategic direction and performance of the Board.

Senior Management
 The Senior Management team is responsible for the day-to-day operations of the Board. It includes the Chief Executive Officer and other key executives.

Human Resources
 The Human Resources department is responsible for attracting, developing, and retaining top talent. It focuses on creating a diverse and inclusive workplace.

Technology
 The Technology department is responsible for ensuring the Board has the most advanced and secure technology solutions. It focuses on digital transformation and cybersecurity.

Environment, Social and Governance
 The ESG department is responsible for managing the Board's environmental, social, and governance risks. It focuses on sustainable investing and reporting.

Financial Highlights

\$183.3 BILLION Assets Under Management	\$16.7 BILLION Operating Income	\$77.2 BILLION Operating Expenses
10.1% Return on Assets	4.2% Operating Margin	7.4% Operating Profit Margin

Our investment strategy is to help provide a framework upon which Canadian fund investors' security is enhanced.

Corporate Profile

CPP Investment Board (CPPIB) is a professional investment management organization with a clear purpose - to help provide a framework upon which Canadian fund investors' security is enhanced. We focus on work of the Canada Pension Plan (CPP) and provide services to its pensioners, disability, and service benefits.

Key Statistics

- Assets Under Management: \$183.3 Billion
- Operating Income: \$16.7 Billion
- Operating Expenses: \$77.2 Billion
- Return on Assets: 10.1%
- Operating Margin: 4.2%
- Operating Profit Margin: 7.4%

TORONTO INTERNATIONAL FILM FESTIVAL
Rebrand
Identity design

