

THE PORTFOLIO: **ROUND 2**

Show

MeMore!

- > *FedEx newsletter*
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Client: Federal Express Canada
Project: employee newsletter
Employer: Emerson

FedEx believes their brand is their greatest competitive advantage. Rated one of the top global brands* in the world, FedEx is vigilant in upholding its integrity. From vehicle graphics to print communications, staying on- brand is a requirement.

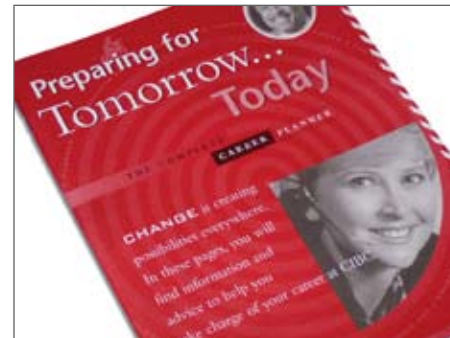
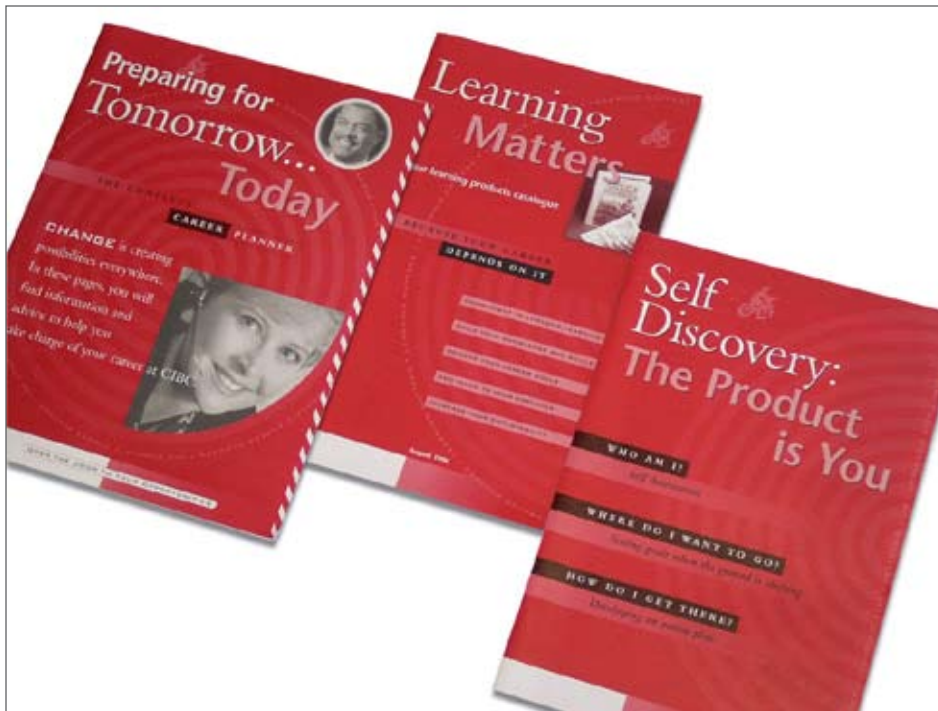
Internal communications employ the same branding guidelines as external advertising. The Canadian employee newsletter, for example, has standardized grid, font treatment and logo positioning. There are also guidelines for image selection and 'voice' guidelines for written content.



FEDEX NEWSLETTER



*Interbrand Best Global Brands 2008 rankings



CIBC THE COMPLETE CAREER PLANNER

Client: CIBC
Project: employee career planner
Employer: DP&D Communications

The three-part Complete Career Planner was produced by CIBC Human Resources. The financial services industry is always changing, and CIBC believes that active career planning is the best strategy for an employee to prepare for the new demands of the workplace.

Preparing for Tomorrow ... Today is a magazine-like brochure that helps employees know themselves and their industry better, and provides them with job search tools.

Self Discovery: The Product is You is a workbook that helps employees discover new ways to enrich their employment, determine where they want to go, and plan how to get there.

Learning Matters is a product catalogue that provides detailed lists of learning tools in various formats.

Like a cyclist starting out on a road trip, planning your career means being prepared and being ready for detours along the way. The illustration of the cyclist is a common visual element that unifies all three pieces graphically.



FEDEX RATES GUIDES



Client: Federal Express Canada
Project: annual rates guides
Employer: Emerson

FedEx makes shipping easy. And the annual Rates Guides for FedEx Express and FedEx Ground deliver essential up-to-date service information in small-format booklets in both English and French for the Canadian marketplace.

Simplicity and immediate access to information are the highest priorities for the publication of shipping rates. Following a grid structure, employing rule lines, varying font sizes and weights and using colour bars are the main tools for establishing a clearly understood hierarchy of copy and data.

Each Rates Guide cover has been distinctly different while remaining strictly on-brand. A two-column x three-row grid is divided by thirds. In these samples photographic imagery and colour bands occupy each third. Or in the case of the 2008 Rates Guide, one single dynamic image fills all three thirds of the layout. The goal of all FedEx print literature is simplicity in design, but the covers for the Rates Guides provide the opportunity to be creative within the design standards.

FEDEX WELCOMES YOU BROCHURE



Client: Federal Express Canada
Project: introductory new client brochure
Employer: Emerson

One of the guiding principles for great communication is simplicity. The design for this small-format introductory brochure for new FedEx account holders embodies this principle. In 20 pages FedEx Welcomes You provides readers with information to make their shipping experience easy, time-efficient and reliable.

Tabbed pages allow for easy access to key user information on topics like: shipping domestically and internationally, preparing shipments, and using online tracking tools. Each section is supported by full-bleed FedEx-branded imagery.

One of FedEx's outstanding brand strengths is its corporate logo. Recognized around the world, it's hard to miss a FedEx delivery vehicle on the street. So, in their photography FedEx takes great advantage of their brand, using clean and simple images with bold colour and dynamic scenery.

This small brochure offers a big hello to new customers.



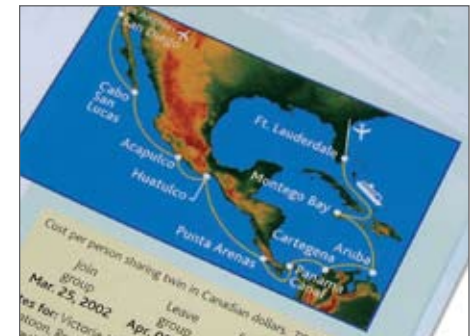
Client: Horizon Holidays of Canada
Project: cruise brochure
Employer: DP&D Communications

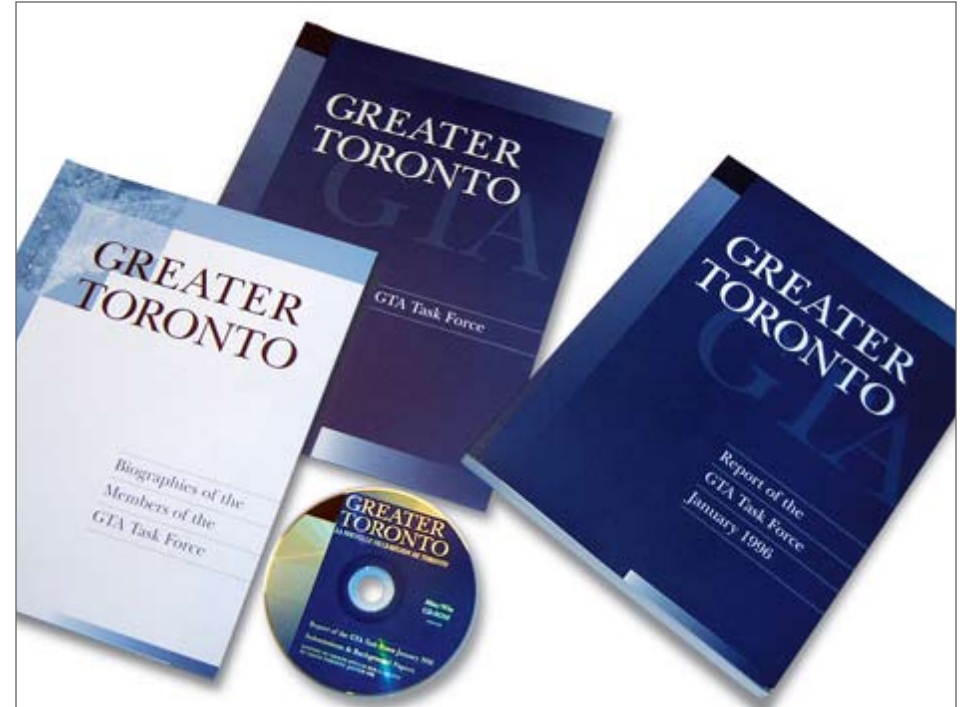
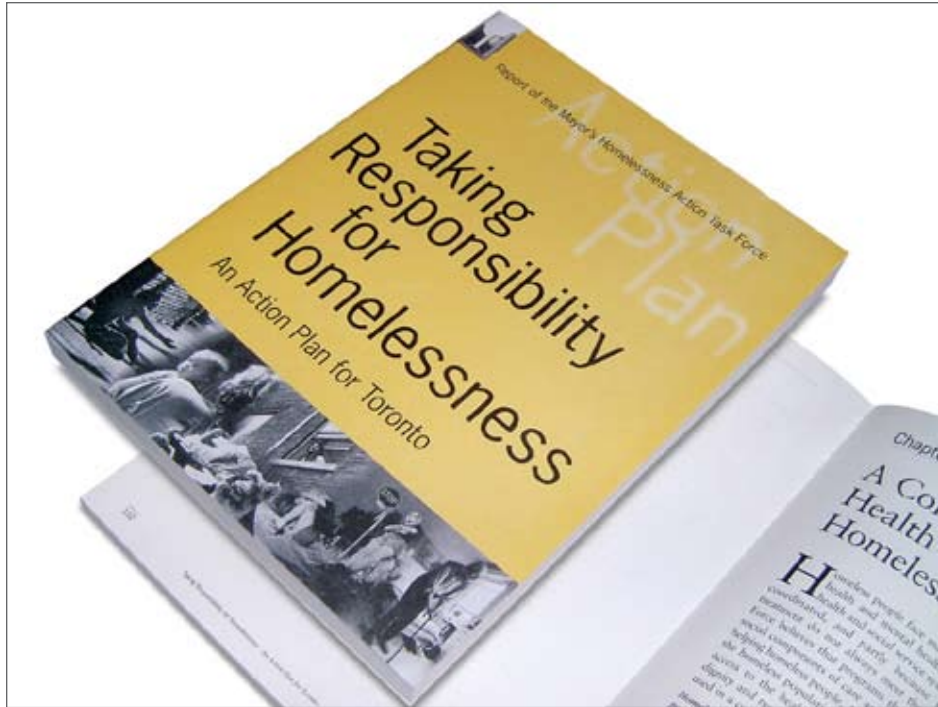
Offering a unique, worry-free holiday experience is a cornerstone of the Horizon brand, and every itinerary is carefully planned and researched in person by senior management to guarantee the best possible experience. A measure of the brand's strength is an industry high for repeat bookings.

The inspiration for this cruise product brochure design came from an archival image of an old ocean-going cruise ship; it evokes the grandeur of the 'Golden Age' of traveling by sea when one did not go on a cruise, but on a 'passage.' This was an appropriate solution since Horizon prides itself on the unhurried travel experience; contemporary relevance was added in the choice of font and the richly coloured imagery.



HORIZON CRUISE BROCHURE



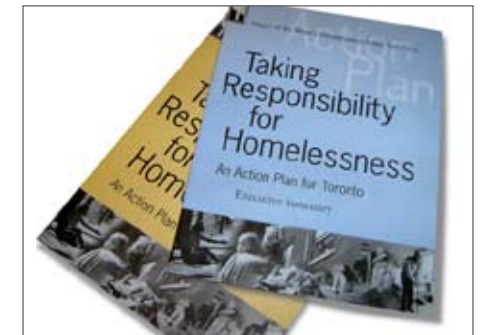


TASK FORCE REPORTS

Client: Homelessness Action Task Force & GTA Task Force
Project: task force reports
Employer: DP&D Communications

Dr. Anne Golden, the former president of the United Way of Greater Toronto, chaired the Homelessness Action Task Force that was mandated to deliver an action plan offering solutions to the issue of homelessness in Toronto.

Dr. Golden also chaired the GTA Task Force which was mandated to report on governance issues in the Greater Toronto Area. Both reports were strictly factual, requiring simple type-driven layouts with charts and tables. They were supported by: CDs, letters, an executive summary and pocket



folders, all designed to be cohesive and consistent. The covers provided the opportunity to be creative — within the limitations of a decision-by-committee process.



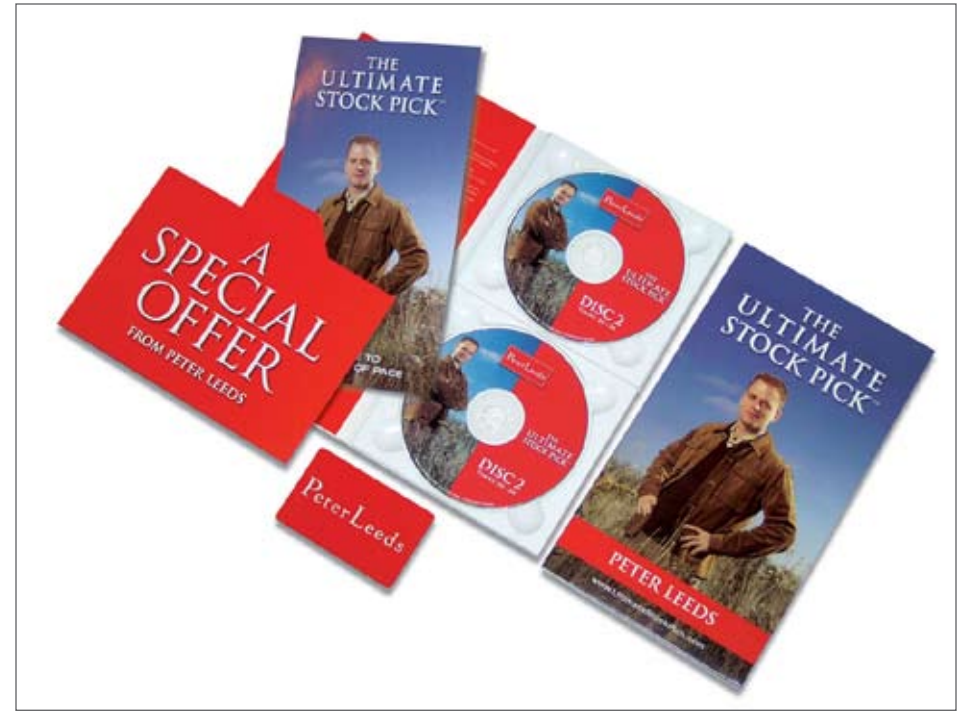
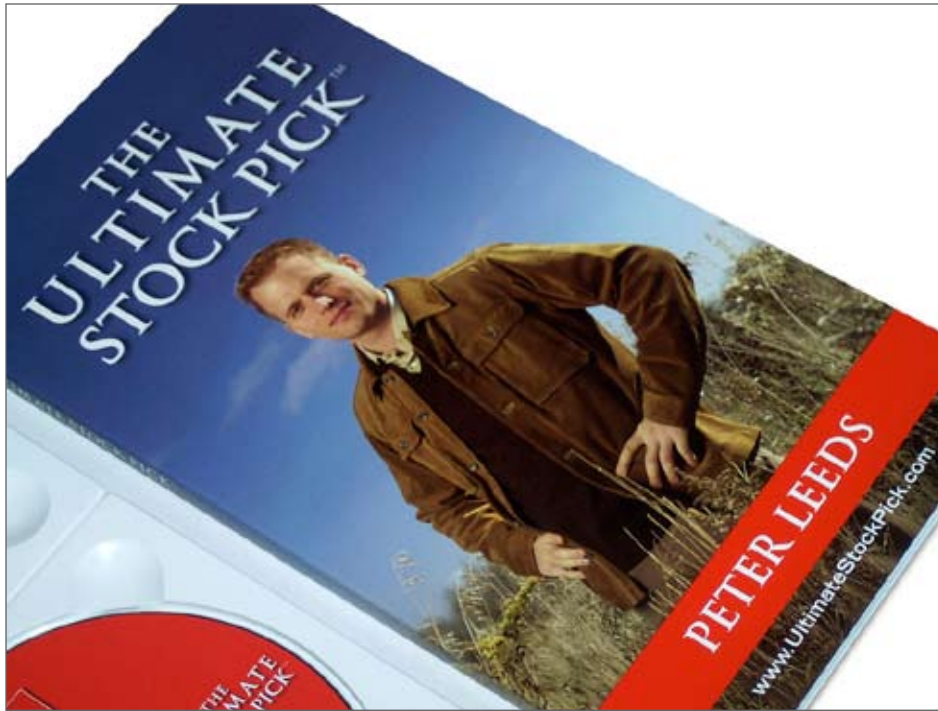
Client: Horizon Holidays
Project: marketing collateral
Employer: DP&D Communications

As a provider of higher end, small-group holidays to the 50+ segment of the travel market, Horizon regularly produced product brochures, member newsletters and direct mail. Horizon continuously promoted travel products ranging from land- and sea-based tours to learning holidays at English universities, like Oxford.



When their stationery was refreshed, a bright red maple leaf was added to their re-drawn logo and an antique world map that evoked a sense of history and adventure became an ongoing visual element that crossed most printed material.

HORIZON COLLATERAL



PETER LEEDS PROMOTION

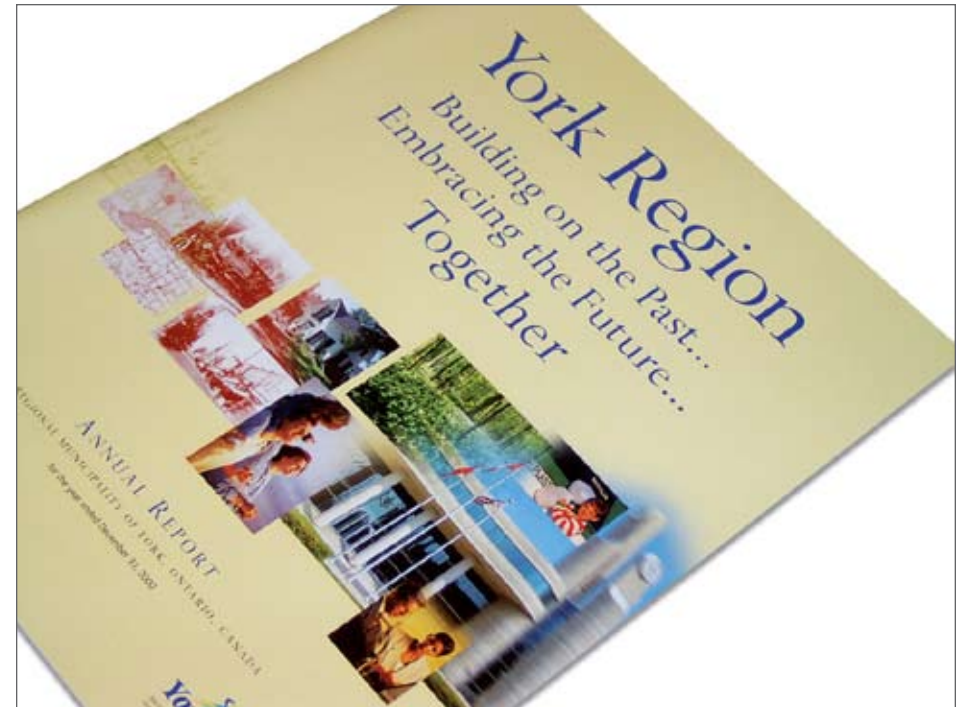
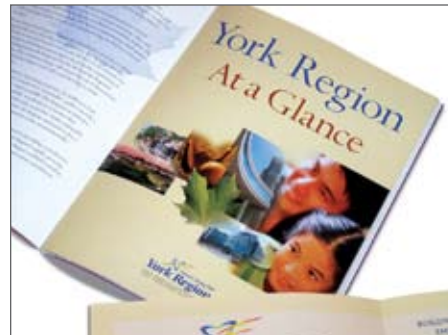
Client: Peter Leeds
Project: promotion
Employer: Emerson

Personal branding is based on the principle that success comes from self-packaging. Tom Peters' *Fast Company* article 'The Brand Called You' broke new ground introducing this concept. Carried on the strength of the Peter Leeds personal brand, this educational two-CD package is targeted to new stock market investors. The Peter Leeds investment program offers a simple straightforward strategy delivered in a casual and informal presentation, underscored by Peter's approachable nature. These qualities are reinforced in the imagery. The full package includes learning CDs, a brief guide, an online password authorization card and an invitation to further learning opportunities.

Client: Regional Municipality of York
Project: corporate annual report
Employer: DP&D Communications

The Regional Municipality of York is one of Canada's fastest growing municipalities; it is north of Toronto. The Regional government is required to produce an annual financial compliance document.

Each year's theme was determined by the client and then interpreted graphically. This example focused on the Region's rich history and its promising future as a great place to live, work and visit. The report featured a pull-out insert called 'At a Glance' which highlighted the Region's strong economic performance, responsible governance and high quality of life for residents.



REGIONAL MUNICIPALITY OF YORK ANNUAL REPORT



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TOM **THRENDYLE** RGD

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