

Kostas Zaphiropoulos – Portfolio

Event Branding



Fengate Vision 2027

Our Purpose
Exceeding our clients' objectives while improving the world through our investments

Our Values
To be North America's most trusted partner for private investments by putting our people, clients and communities first

Strategic Imperatives

- 1. Attract, reward and retain the right individuals to execute our strategy
- 2. Be a leader in the areas of our core business focus
- 3. Deliver on our commitment to our clients and communities
- 4. Drive operational excellence to improve our performance

The stage features a speaker at a podium on the left. The background is a large wall composed of many small, colorful spheres in shades of pink, purple, and blue, creating a textured, 3D effect. Stage lighting includes blue and purple spotlights and a rig of lights above the stage.

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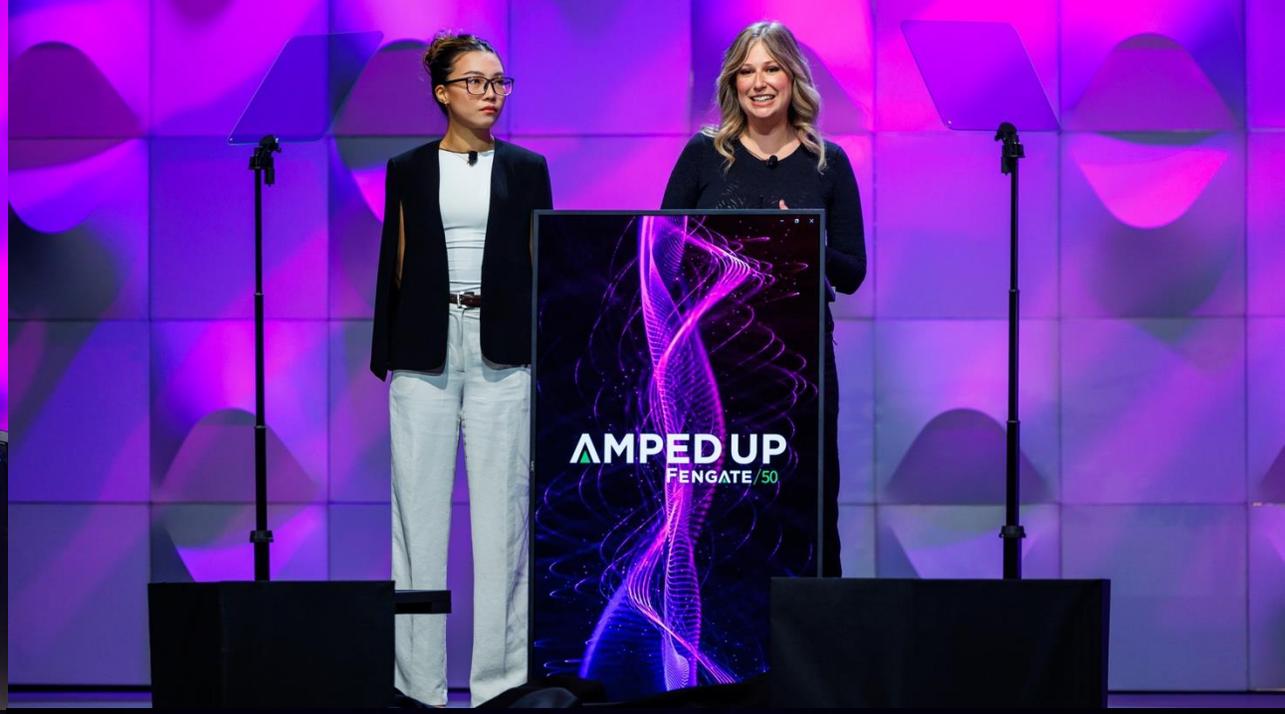




EXIT

AMPED UP
FENGATE / 50

AMPED UP







AMPED UP
FENGATE/50

AMPED UP
FENGATE/50

AMPED UP
FENGATE/50





LOUD
LUXURY

LOUD
LUXURY

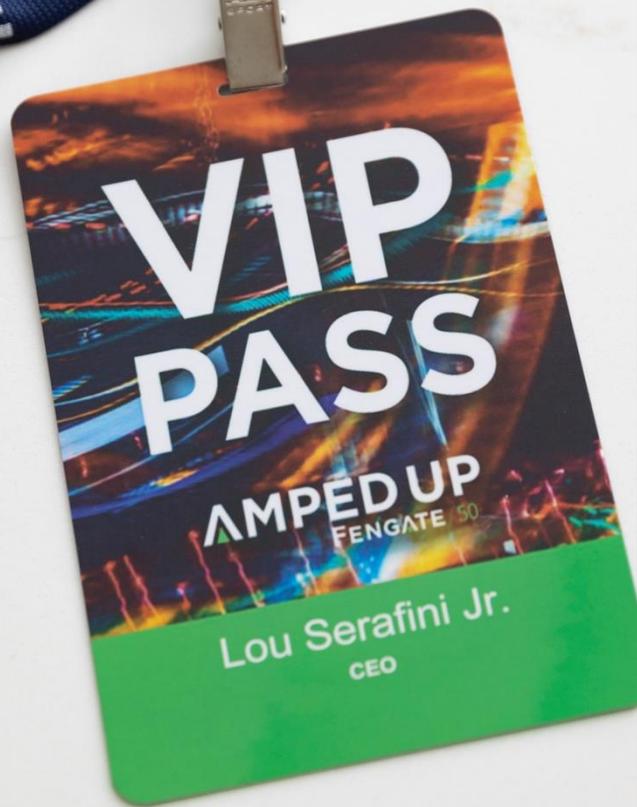


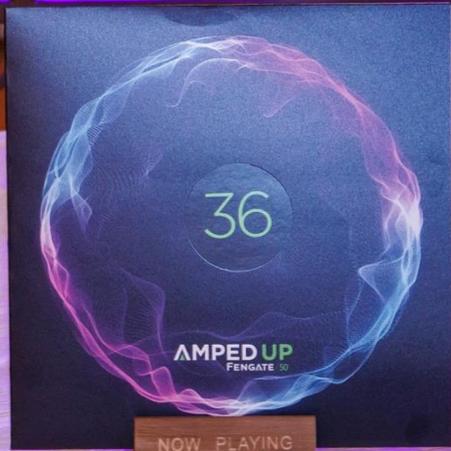
LOUD
LUXURY

LOUD
LUXURY









NOW PLAYING



AMPED UP
FENGATE/50

AMPED UP
FENGATE 50



UBS – Value Proposition design and rollout (print, video and social media)

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?

At UBS Asset Management, we believe in sustainable outcomes without compromise.



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



Sélectionner des idées gagnantes ou diversifier et réduire les risques ?



Performance excellence or positive change?

At UBS Asset Management, we believe in sustainable outcomes without compromise.



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



Kurzfristige Renditen verbessern oder langfristige Wirkung maximieren?



UBS – Value Proposition design and rollout (print, video and social media)



Back new energy sources or transform traditional?



Asset Management, **without compromise**



Navigating the investment landscape brings tough choices.



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UBS – Value Proposition design and rollout (print, video and social media)



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without compromise.

UBS

Without compromise

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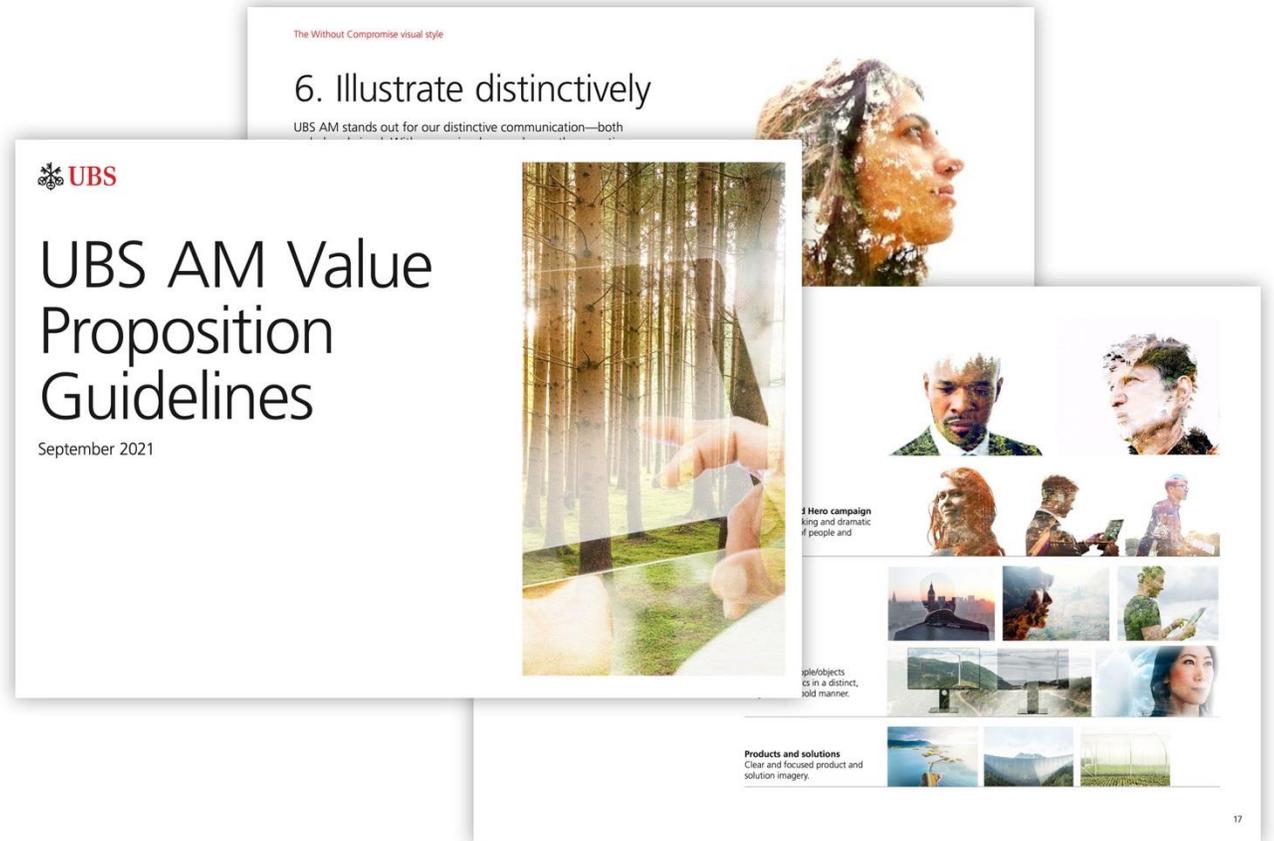


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UBS

Without compromise

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The Without Compromise visual style

6. Illustrate distinctively

UBS AM stands out for our distinctive communication—both

UBS AM Value Proposition Guidelines

September 2021

UBS

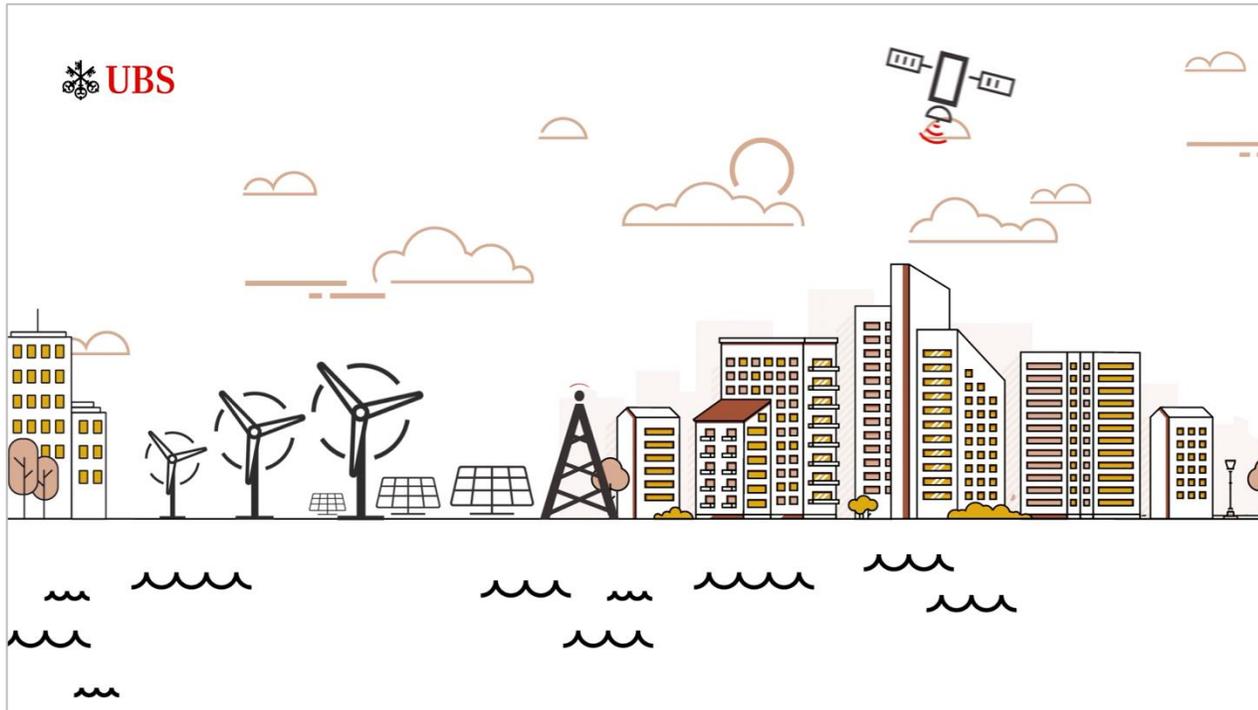
Hero campaign
King and dramatic
if people and

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ES in a distinct,
sold manner.

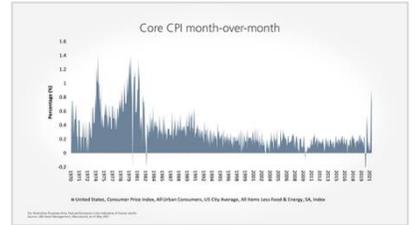
Products and solutions
Clear and focused product and
solution imagery.

17

UBS – Video



The focus on decarbonization is a major structural change – and one of the biggest of our lifetimes.



Consumer behaviors Government policies Global collaboration

Inflation is the central debate for market participants in 2021



However, we do see signs of this factor volatility peaking within the equity markets



O'CONNOR

If you'd like to read more of Kevin's insights this quarter visit
ubs.com/hedgefundinsights

Tangerine – Social media



Get to know... **Tangerine**
Forward Banking

Using your new
Tangerine Client Card:

Step 1 – Activate it.

Step 2 – Cut up the old card.

Step 3 – You're good to go!



Get to know... **Tangerine**
Forward Banking

Same great Accounts
with new names.

~~THRIVE Chequing Account~~
Tangerine Chequing Account

~~Investment Savings Account (ISA)~~
Tangerine Savings Account

~~ING Direct Streetwise Portfolios~~
Tangerine Investment Funds

Get to know... **Tangerine**
Forward Banking

Payroll deposits
are good to go.



Get to know... **Tangerine**
Forward Banking

Don't forget to
download the new
Tangerine Mobile
Banking App.

Available now.



Get to know... **Tangerine**
Forward Banking

Share
Like
Follow



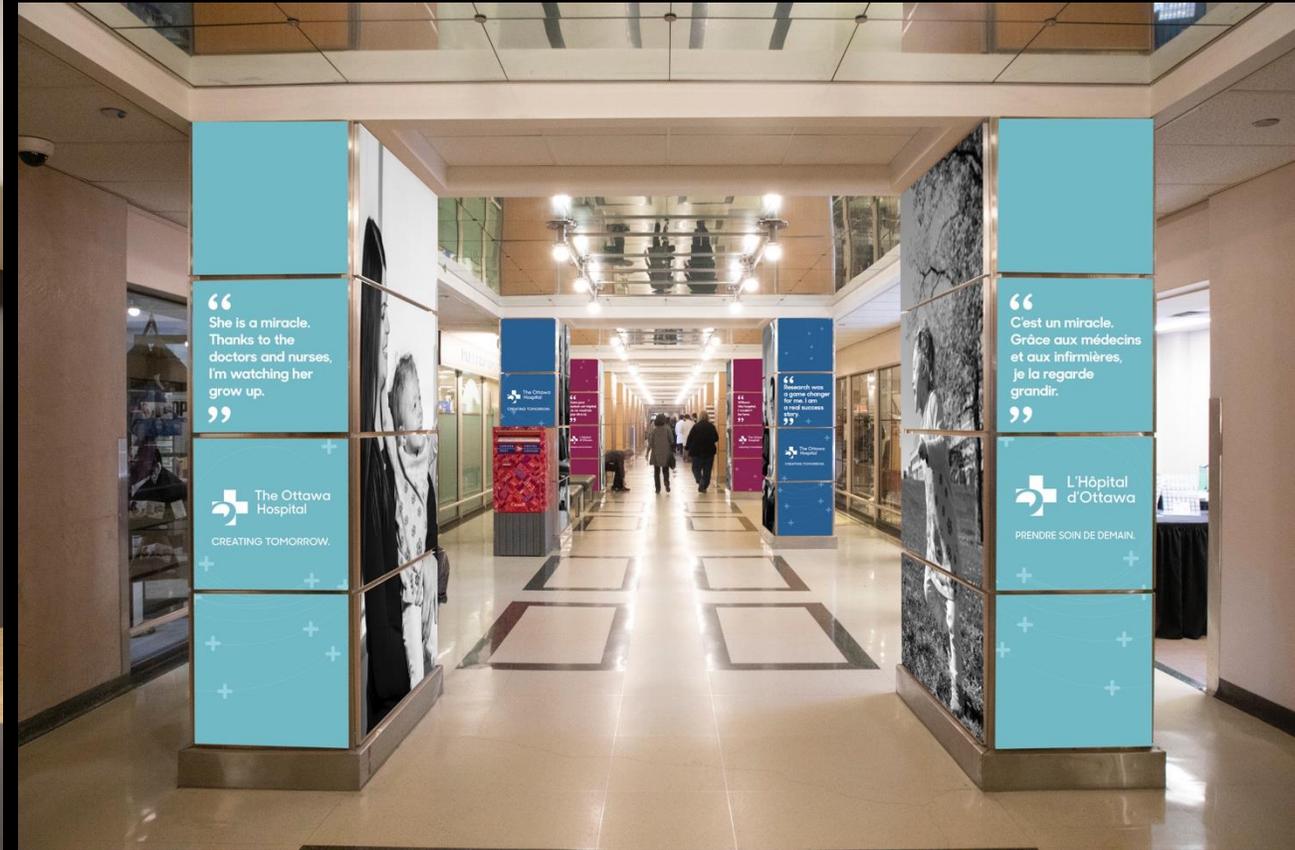
Branding

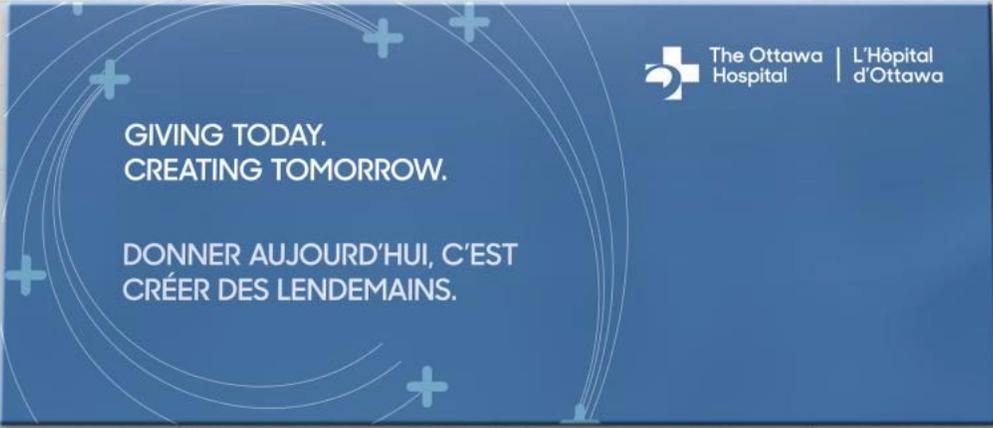
tiff.



Brand Refresh







GIVING TODAY.
CREATING TOMORROW.

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

The Ottawa Hospital | L'Hôpital d'Ottawa



A large teal wall in a modern office space. The wall features white text in English and French, the hospital logo, and decorative elements including white plus signs and concentric white circles. To the left is a large window with a view of a city. To the right is a glass-walled office area with desks and chairs.

DISCOVERING TODAY.
CREATING TOMORROW.

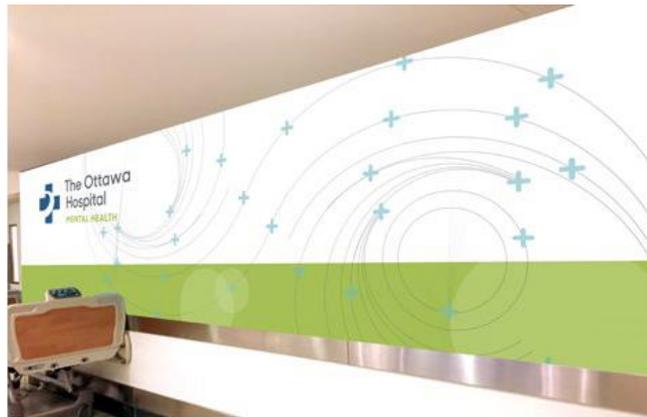
DÉCOUVRIR AUJOURD'HUI,
C'EST CRÉER DES LENDEMAINS.



The Ottawa
Hospital

L'Hôpital
d'Ottawa

Brand Refresh



The Ottawa Hospital – Advertising



Neonatologist.
Scientist.
Innovator.

In Dr. Bernard Thébaud's hands sleeps one of 1,000 premature babies born in Canada each year that will be diagnosed with Bronchopulmonary Dysplasia: a condition that harms the brain, stunts growth, and can lead to blindness or cerebral palsy.

Sadly, there is no cure. But Dr. Thébaud wants to change that.

His team is working on a therapy using umbilical cord stem cells that could prevent and even repair lung damage.

"We are the only ones doing this kind of research in Canada. I am confident that we have the talent and tools to find a treatment for BPD."

With your support, we can continue to pursue ground breaking discoveries today, to improve the lives of children living with BPD tomorrow.



DISCOVERING TODAY. CREATING TOMORROW.

Visit creatingtomorrow.ca to find out how you can help fund innovative research.

creatingtomorrow.ca



Therapy.
Rehabilitation.
Resilience.

In January 2019, Marcie Stevens was a passenger on a bus that was involved in a crash. In a moment, her life was changed forever. Losing both of her legs in the accident, Marcie spent 13 weeks at The Ottawa Hospital in the ICU and Trauma Unit, then the Rehab Centre. Dr. Nancy Dudek, Medical Director of the Amputee Program still sees Marcie for regular visits.

"You cannot find a more dedicated team than the one at The Ottawa Hospital Trauma Unit," Marcie says. "Everyone was so kind and compassionate. They've done more for me and my family than I ever could've hoped." With your support today, we can fund research, technology, and innovation that will help improve the lives of people tomorrow.



HEALING TODAY. CREATING TOMORROW.

Visit creatingtomorrow.ca to find out how you can help fund innovative research.

creatingtomorrow.ca



Healing.
Innovation.
Cancer-Free.

In May 2015, Daniel Collins felt a pain in the back of his head. An ultrasound revealed a cyst, and a biopsy confirmed that it was melanoma. The tumour was removed, but returned within weeks. 22 radiation sessions later, cancerous masses were discovered in his lung. Dr. Michael Ong, oncologist at The Ottawa Hospital suggested immunotherapy.

This innovation would use Daniel's own immune system to fight his melanoma. Once his immunotherapy sessions were complete, his following five CT scans showed he had no sign of cancer. With your support today, we can pursue new immunotherapy research and treatments that will improve the lives of people tomorrow.



DISCOVERING TODAY. CREATING TOMORROW.

Visit creatingtomorrow.ca to find out how you can help fund innovative research.

creatingtomorrow.ca



"When you're told you have cancer"



you think you'll be dead by Friday."

- Dan Collins

Thanks to innovative immunotherapy treatments, we're challenging cancer.

Your support today will help save the lives of cancer patients tomorrow.

HEALING TODAY. CREATING TOMORROW.

SUPPORT TODAY



"Losing both legs is a life-changing injury."



The Ottawa Hospital staff were genuinely caring.



They've done more than I ever could have hoped."

- Marcie Stevens

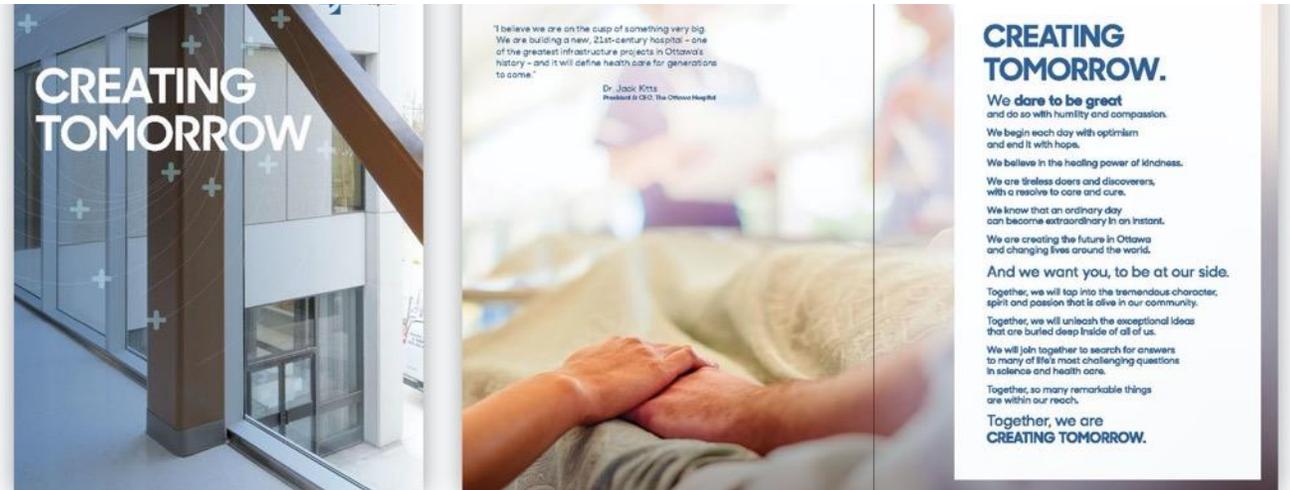
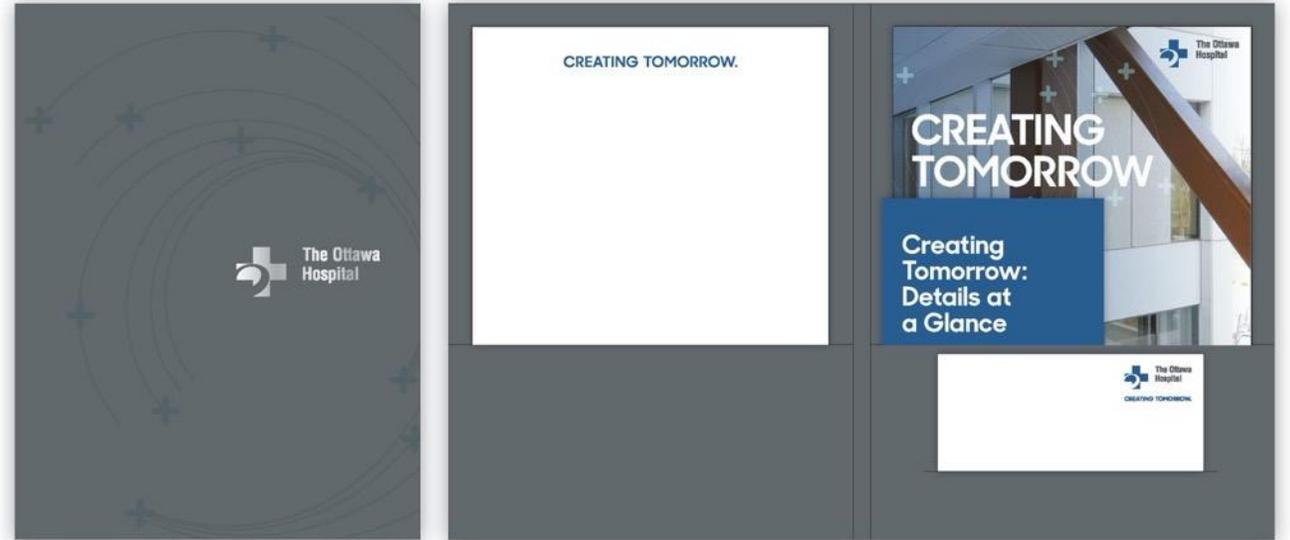
Find out how The Ottawa Hospital is leading the way in rehabilitation.

HEALING TODAY. CREATING TOMORROW.

SUPPORT TODAY

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 has yet to be determined. However, we do know at this juncture that the campaign will be an unprecedented scale for our community. The funds to purchase some of the art will set the highest standards of patient care of teaching and research. This is the largest art program in Ottawa's history, transforming the region's 1.3M people.

Is there a government fund?
Typical shows will make-up approximately 20% of the costs for construction with the rest being up to the balance.

Where will the art come from?
Art will come from a number of sources including such as parking, infrastructure contributions from government and community fundraising. It is being pursued by Ottawa hospitals that are part of the scope of our project.

What is the campaign financially?
With your help, we can change the future of the next generation. You can combine your gift with an estate gift through your will, life insurance, or other financial vehicle. The Foundation also offers a number of securities, including publicly traded mutual funds and more. And if you're not ready to make a donation, we can help you explore other options.

How are you recognized for their gifts to this campaign?
We will have a donor recognition program in place. There will be opportunities for the naming of buildings and so forth.

Can I support research through the campaign?
The answer is, yes! World-leading research is vital to the campaign as well as to our vision of transforming health care in the region. To achieve our goals, we will need to attract top talent from around the world, build new state-of-the-art facilities and invest in technology and resources that will allow us to conduct innovative clinical trials that will make a difference for patients.

When will the campaign launch?
We are currently in the quiet phase of the campaign, with a gift solicitation initiative beginning in 2019. The hospital will introduce an overall campaign theme and steps of the public fundraising program - focusing emotionally impactful stories of hope, healing and discovery - most likely in 2021.

Who can I call to discuss my gift?
We consider this campaign to be our Foundation's top priority, so every member of our dedicated team would be honored to answer your questions and help facilitate your generous support. Please call our main Reception desk at 613-961-4299 to talk to one of our team members.

THE PROJECT

How long will it take to build the new campus?
We are moving through the five-year planning and design stage. After that, we anticipate that it will take another five years to complete the actual build, meaning we expect to open the new campus in 2027.

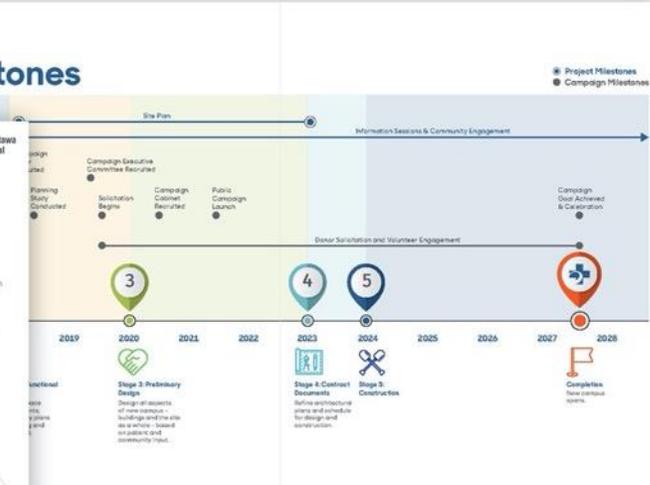
How will the new campus compare with the current Civic campus?
The hospital will be built on a 50-acre parcel of land between Carling Avenue and Dow's Lake known as the St. John's Carling site. It will be nearly double the size of the current Civic property. The new campus will feature private rooms, an efficient overall layout, environmentally sustainable architectural design, and the highest standards of inpatient and outpatient clinical care.

Creating Tomorrow: Begins Today.

The planning and construction of our new campus will be a major economic driver for our city and an opportunity for our community to collaborate on a health and research facility that will provide care for people in our region for generations to come.

The journey began in 2008 with the development of a Master Plan for 2020 and beyond that outlined the need for a new campus. Since that time, we have worked with all levels of government and participated in extensive community discussions to develop the vision for the groundbreaking project. Our right-of-way is now secured in 2021, when the doors will open and we will enter in a new generation of health-care for today and tomorrow.

Milestones



Project Milestones

- 2019: Campaign Executive Committee Secured
- 2020: Campaign Cabinet Recruited
- 2021: Public Campaign Launch
- 2023: Design of aspects of new campus, including the site as a whole, based on patient and community input.
- 2024: Before architectural plans and schedule for design and construction.
- 2027: Campaign Goal Achieved & Celebration
- 2028: Complete new campus work.

Creating Tomorrow: Campaign Leadership Roles



Campaign Chair
The quality and skills of the Campaign Chair and Executive Committee are key to the success of the campaign. The Chair serves as a link between The Ottawa Hospital, the Foundation and the prospective donor/leader community.

The Chair will:

- Make a transformational gift contribution that will set the tone for this unprecedented Campaign
- Be active in the solicitation of the Campaign's most significant prospects
- Attend and Chair meetings of the Campaign's Executive Committee
- Act as Campaign spokesperson, along with the Foundation CEO
- Collaborate with both The Ottawa Hospital Board of Management and Foundation Board of Management

The length of the Chair's term will be at their discretion.

Vice Chair(s)
The Vice Chair will collaborate with the Chair and will be a highly influential member of the campaign executive. The Vice Chair will help develop and implement the recruitment strategy and build the strongest public team.

The Vice Chair agrees to:

- Contribute a leadership gift that will set the tone for this unprecedented Campaign
- Support the work of the Chair
- Assist in the recruitment of the Campaign Cabinet



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.



It looks like this

And it looks like this...

The most advanced, patient-centred hospital in Canada, right here in Ottawa.

More research, world-leading care, and a better patient and family experience for you and your loved ones.

If you live in or near Ottawa, your tomorrow depends on us. And we're depending on you today.

Join us in the \$400 million campaign for The Ottawa Hospital.

Giving today. Creating tomorrow.

Pictured on our cover with her mother, June 19 2007, Olivia Kibicki was diagnosed one month before she was born prematurely at 23-and-a-half weeks. She spent her first 100 days at the Ottawa Hospital, fighting bronchopulmonary dysplasia, one of the most common causes of death in premature babies, and an area of expertise for our researchers.

\$400M: investing today, creating tomorrow.

Patient and Family Care
Making the experience of getting better, better for everyone

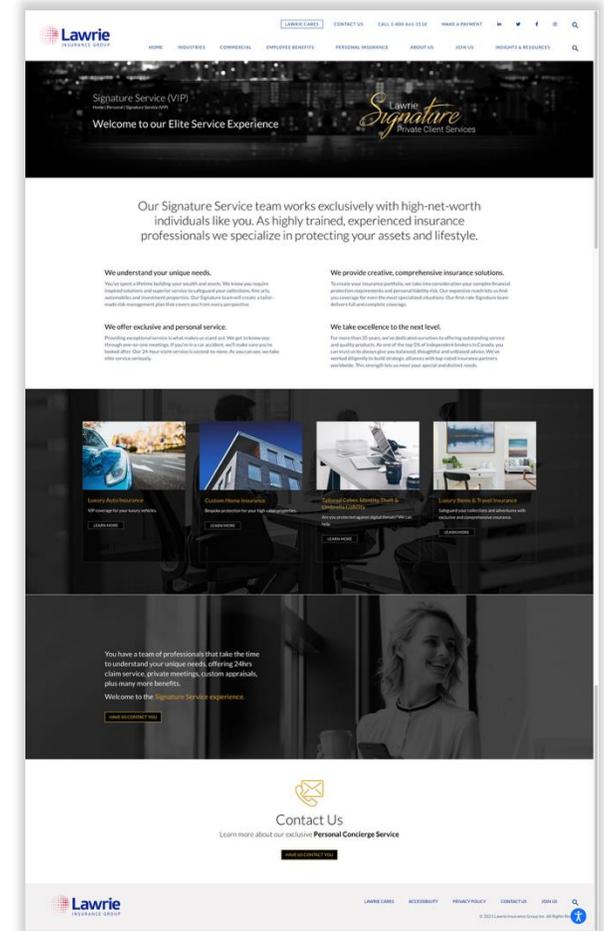
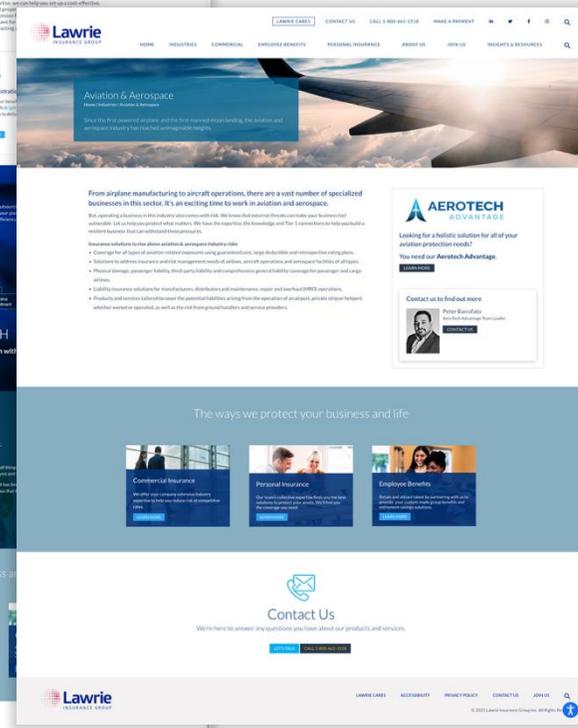
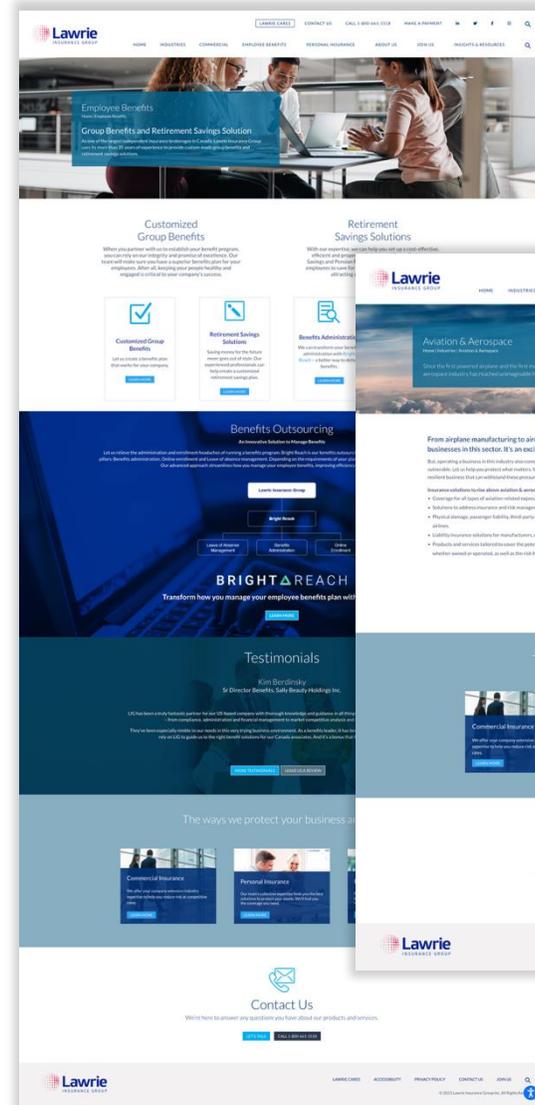
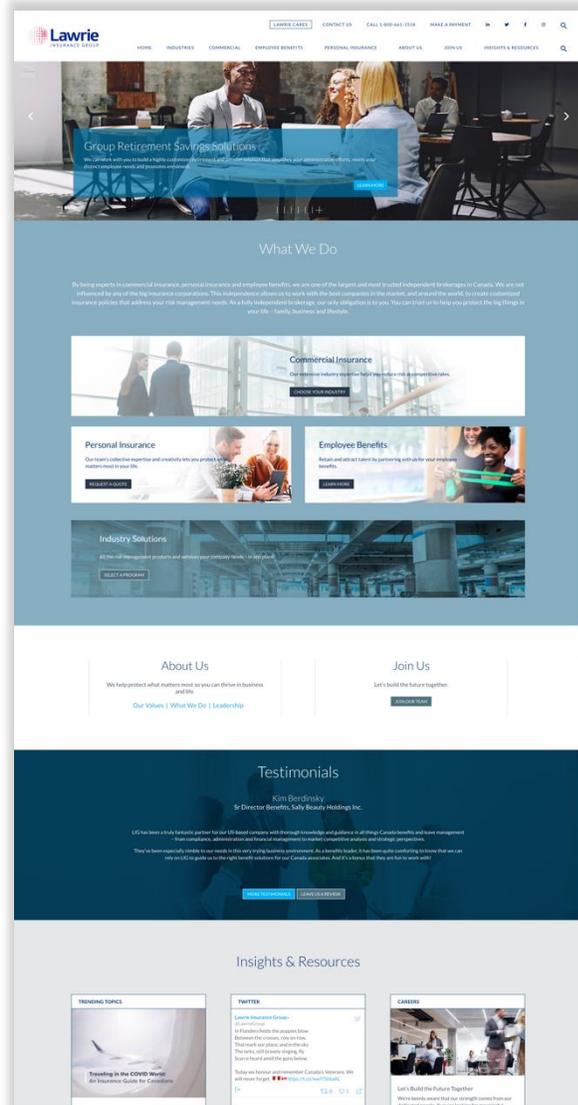
Research
Creating more breakthroughs for you and your family, right here in Ottawa

Technology and Innovation
Bringing the world's cutting-edge technology to Ottawa

When we create tomorrow, you will help:

- Ensure that each patient is comfortable and protected from infection by providing each patient with a private room.
- Shorten wait times.
- Use digital records to keep patients, family and health-care professionals up-to-date with in-patient screens and mobile access.
- Make it easier to drop off, pick up and reach appointments.
- Attract and retain the world's best to care for you and your loved ones.
- Support the production of life-saving immunotherapies for cancer, such as a made-in-Canada CAR-T treatment.
- Create the best educational opportunities and internships for medical students.
- Enable our world-leading scientists to explore the stem cell research that will one day regenerate heart tissue after a heart attack, repair worn to the brain, and re-join a broken spinal cord.
- Empower personalized medicine to create customized therapies to get patients better, quicker and effectively.
- Use virtual medicine to treat you at home and in clinical decision-making to get patients the right diagnosis and treatment, every time.
- Create the best educational opportunities and internships for medical students.
- Overcome the devastating effects of neurological diseases like multiple sclerosis, stroke, dementia, and Parkinson's by creating a world-leading neuroscience institute.

Lawrie Group – Website UX, design, and development



CIBC – Sustainability Report



CIBC Sustainability Snapshot

Sustainability is at the heart of CIBC's purpose: to help make your ambition a reality.

Inspired by this purpose, we integrate sustainability into everything we do, focusing on environmental, social and governance (ESG) matters of importance to our stakeholders.

Building on responsible business practices that we have embedded across CIBC, we are taking action to further reduce environmental impacts across our value chain, support programs that foster an inclusive and healthy society, and integrate best-in-class governance practices to create a sustainable future.

[Download the full CIBC 2020 Sustainability Report.](#)

Client Focus

- 60.9** CIBC Client Experience Net Promoter Score Index, which gauges client experience
- \$1+ million** Invested annually to offer our clients barrier-free facilities and services
- US\$1.7 billion** originated in community development loans for low- and medium-income communities (between 2017 and 2019)
- 85,000+ clients** engaged in our free financial education seminars and events that aim to strengthen financial literacy

Signatory of **Surviscor** and **FORRESTER**

Highest in Customer Satisfaction among Mobile Overall (and Apple in Canada) by J.D. Power

Received highest ranking for Best overall mobile banking experience in the Canadian digital banking landscape: 2019 Surviscor Canadian Mobile Banking scorecard™

Received highest overall score in The Forrester Banking Report™ Canadian Mobile Apps, Q2 2019

Responsible Banking

- ANNOUNCED \$150 billion** for environmental and sustainable financing by 2027 to address environmental challenges and climate change, with \$14.1 billion provided in 2019
- 6% reduction** in greenhouse gas emissions, and we obtained third-party verification of our emissions data for the first time
- 100% diversion** of electronic waste from landfills with 5,000 computers and devices donated to schools, libraries, and community groups
- ISSUED 1st CLIMATE CHANGE REPORT** in line with the Task Force on Climate-related Financial Disclosures, enhancing transparency around CIBC's climate change impacts and strategies

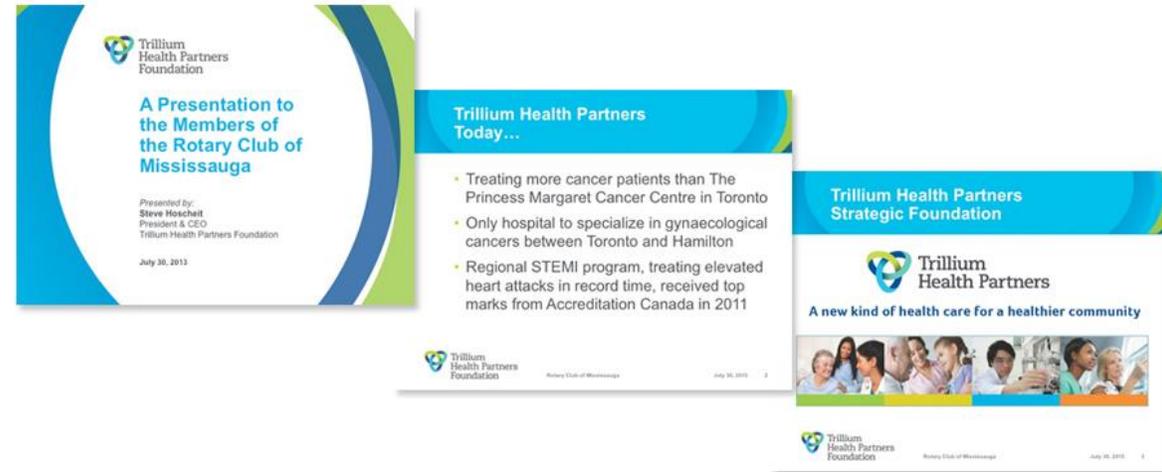
Signatory of **PRI** (Principles for Responsible Investment) and **The Green Bond Principles**



Brand identity design



- Developed a new brand to signal the working together of the three main sites – Credit Valley Hospital, Mississauga Hospital, and Queensway Health Centre



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
SIMPLIFY, CREATE, INNOVATE AND BE AGILE

DRAWING ON THE BEST TALENT, RBC WILL
THE POWER OF OUR COLLECTIVE AMBITION

WELCOME

WELCOME





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Client Event



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

RBC
WELCOMES
YOU

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

Client Event



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?

FARMERS BREEDING NEW CROP VARIETIES FOR TODAY AND TOMORROW

Let's Discover what farmers are growing, where they're growing it, and how they're growing it.

"We need to keep our seed sources diverse so they can adapt to our needs every year, but don't have the chance to adapt."

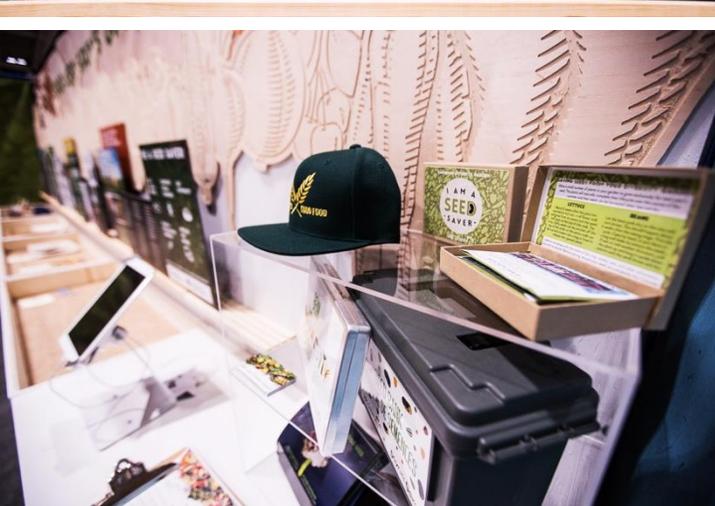
Let's Discover and find out how to keep our seed sources diverse so they can adapt to our needs every year, but don't have the chance to adapt.

Michelle Carter is a professor at the University of Guelph, Ontario, Canada. She has been breeding organic pepper varieties.

Don Baskin is an organic seed grower and a 2nd Generation Farmer in Ontario, Canada. He has been breeding organic pepper varieties.

"When I started seed saving 18 years ago, there wasn't a lot of examples to look to. It is fantastic to see people coming together to share knowledge and to share knowledge." Michelle Carter

"The equal collaboration between farmers and plant breeders not only creates new, locally adapted cultivars, but new ways of thinking."



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

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
- 86% have been lost
- 91% of corn
- 95% of cabbage

7,089 apple varieties were once grown in Canada

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!

IS WE HAVE

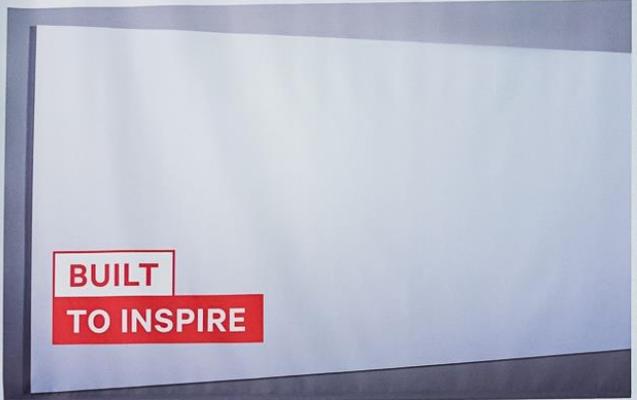


In the potato in the destr two y Farm two d variety resist More peopl

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





Visual communications

Meet our products,
and the people from Egan.
Hall 11.2 Stand: G020



Rebrand

realize FOSTERING POSITIVE CHANGE FOR PEOPLE LIVING WITH HIV AND OTHER EPISODIC DISABILITIES

- A new name and a new dynamic visual style for a leader and catalyst for improving the health and well-being of people living with HIV and other episodic disabilities, across the lifespan, through integrated research, education, policy and practice.



realize FOSTERING POSITIVE CHANGE FOR PEOPLE LIVING WITH HIV AND OTHER EPISODIC DISABILITIES

Identity Guidelines

Version 1.0
May 2016

- 1.0 Introduction to Realize
- 2.0 Our Brand Strategy
- 3.0 Our Logo
- 4.0 Our Colour Palette
- 5.0 Our Typography
- 6.0 Our Imagery
- 7.0 Our Brand Applications
- 8.0 Our Brand Guidelines
- 9.0 Our Brand Elements
- 10.0 Our Brand Assets
- 11.0 Our Brand Partners
- 12.0 Our Brand Feedback

2.5 Logo: Wordmark Treatment

Combining the letters 'r' and 'z' in our logo with positive words that begin with 're' is a powerful way to express our mission and support for our community.

Print

Use in print and digital formats. This treatment helps to bring your logo to life and create a visual connection with your community.

Digital

The 'r' and 'z' in our logo can be used with various applications to create a visual connection with your community.

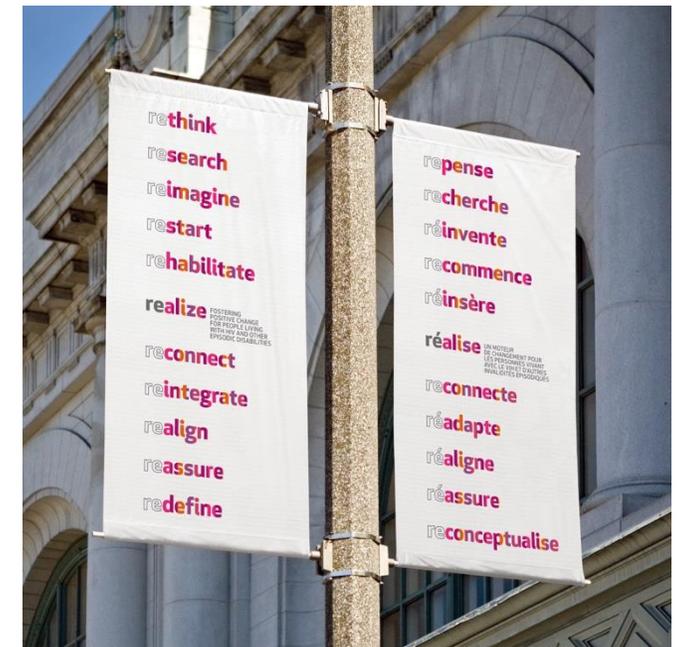
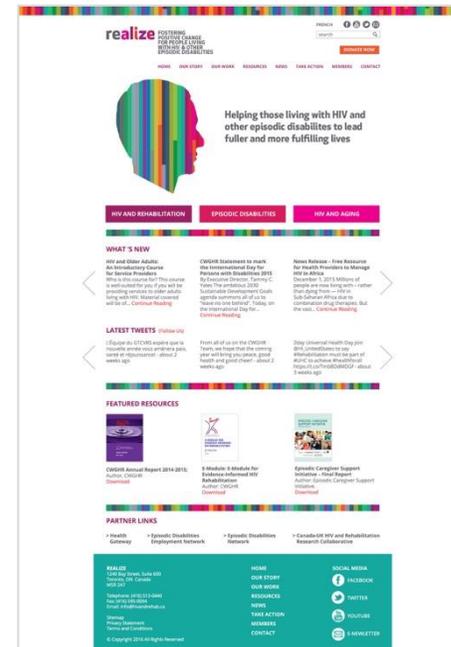
Wordmark Treatment

Use in print and digital formats. This treatment helps to bring your logo to life and create a visual connection with your community.

3.1 Core Elements: Brand Colours

The energetic colour spectrum found in our wordmark makes us stand out from the rest. This palette should be used consistently across all communications and branding.

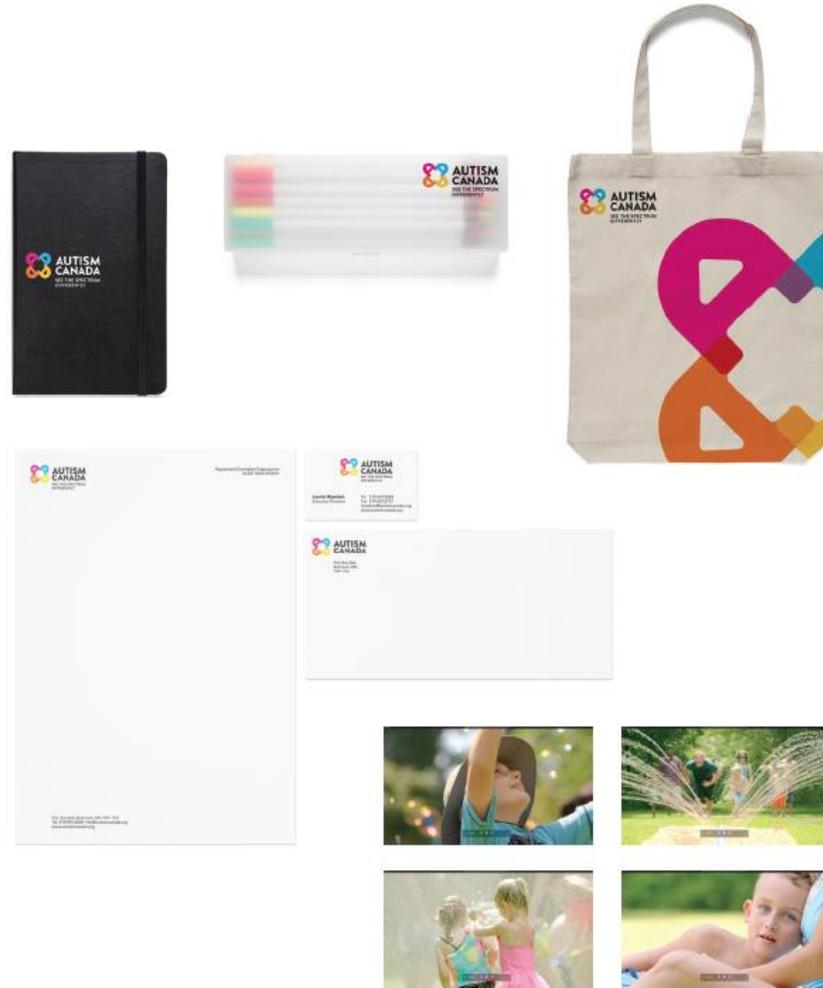
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HEX #9C27B0	CMYK 000 100 100 0
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HEX #009688	CMYK 100 100 0 0
HEX #00796B	CMYK 100 100 0 0
HEX #004D40	CMYK 100 100 0 0
HEX #003366	CMYK 100 100 0 0
HEX #000000	CMYK 100 100 0 0



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.

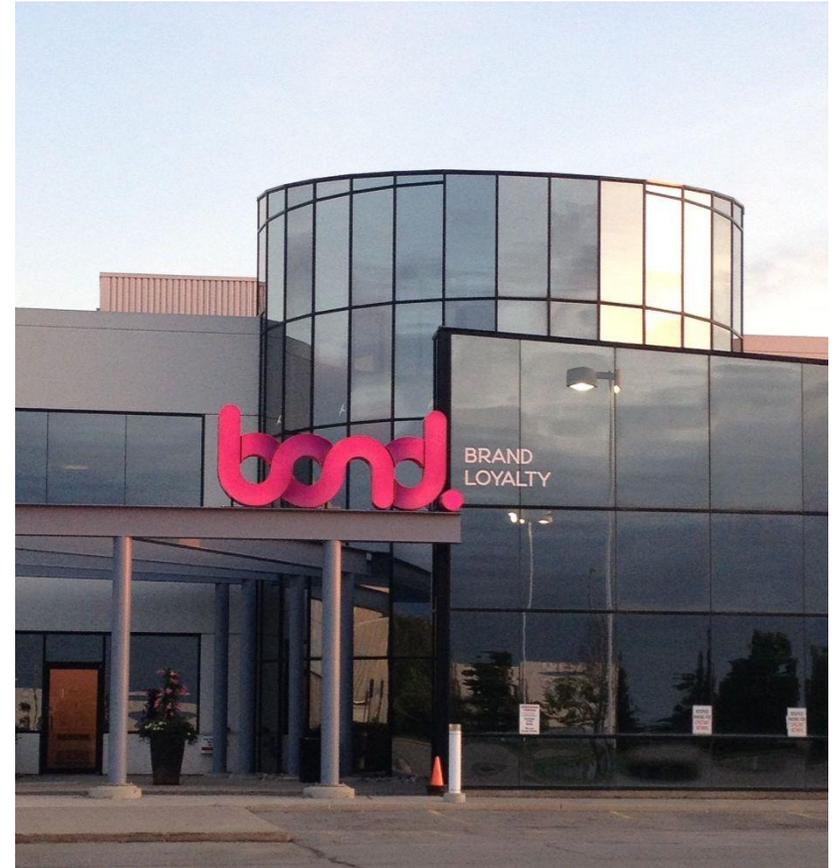


Rebrand

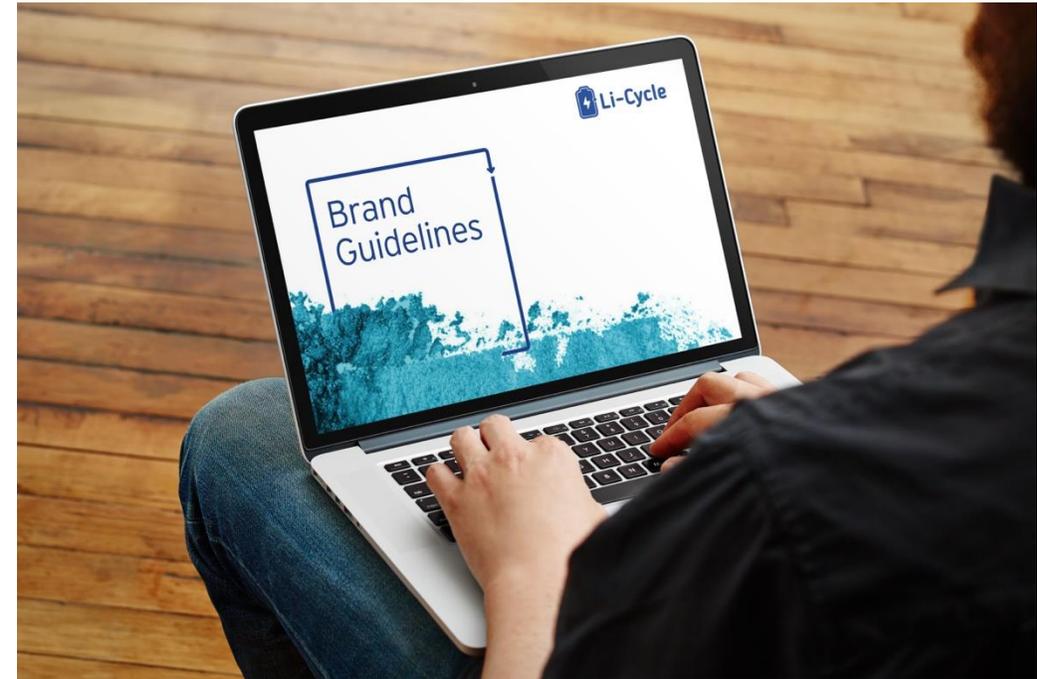
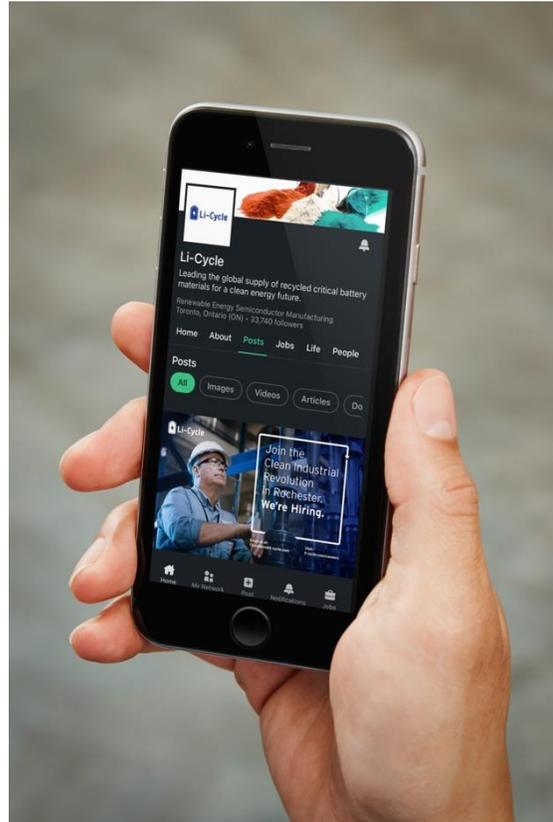


- Maritz Canada and Maritz Loyalty Marketing needed to change. A new name and identity was developed that signalled their connection and commitment to their clients—and their client's clients.

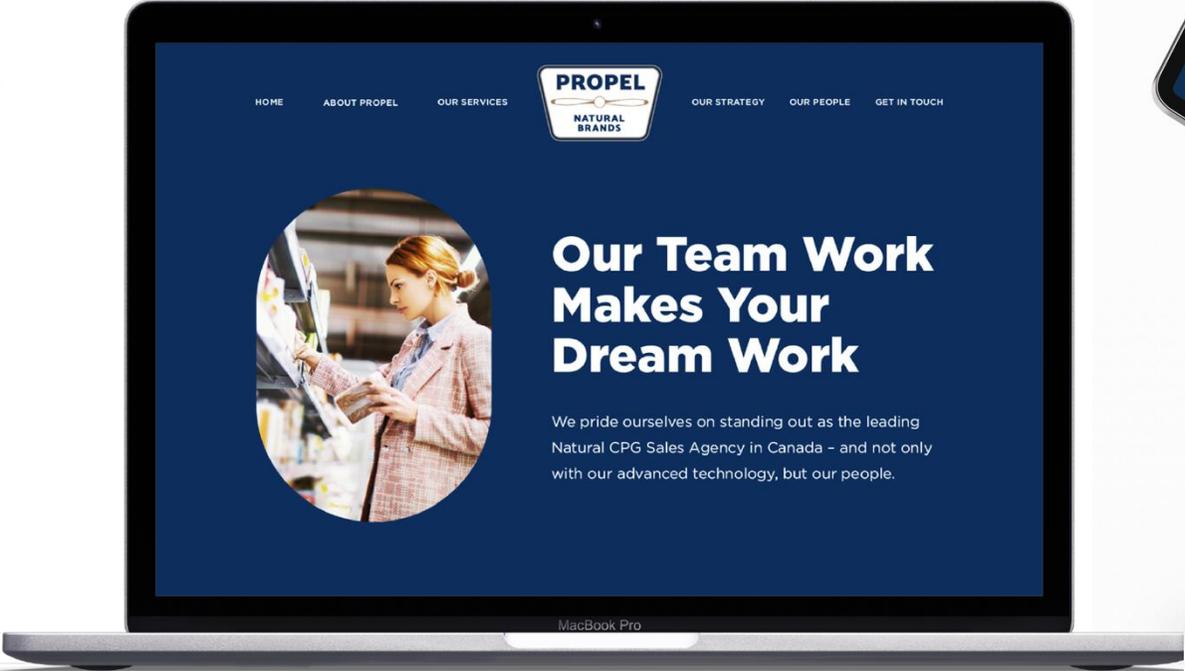
Previous name and identity:



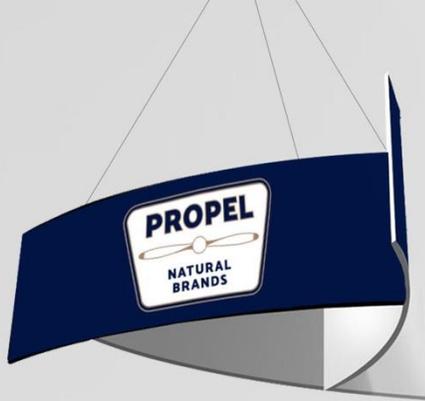
Visual Identity



Brand identity







PROPEL



NATURAL BRANDS



THE BEST
PEOPLE POWERING
THE BEST
BRANDS

100% PLANT-BASED

DREAM POPS

-IMAGINE CULT CLASSICS

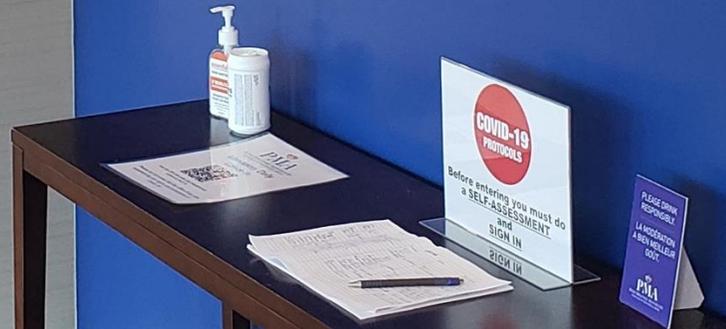




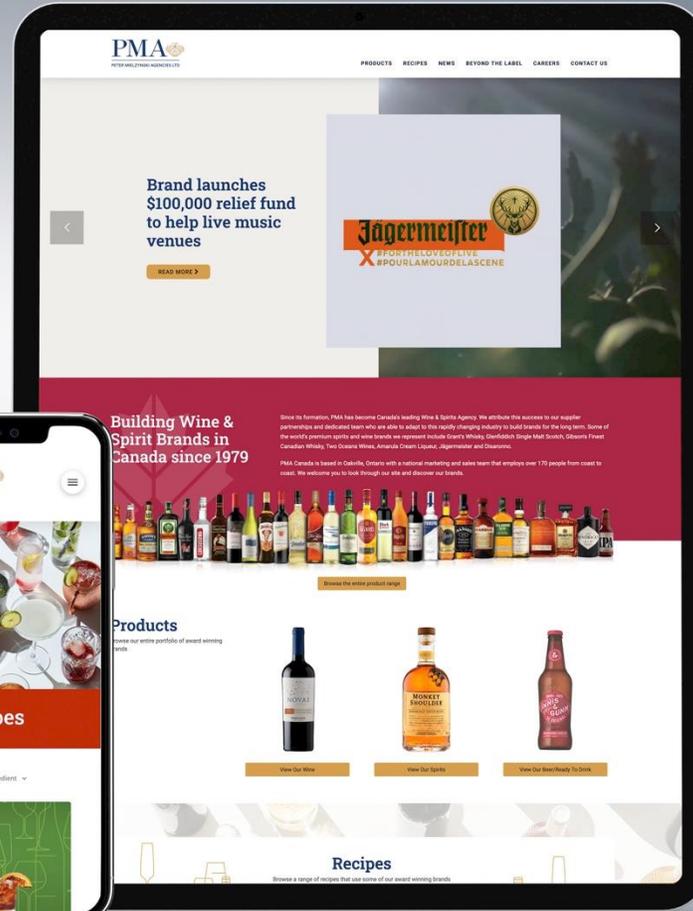
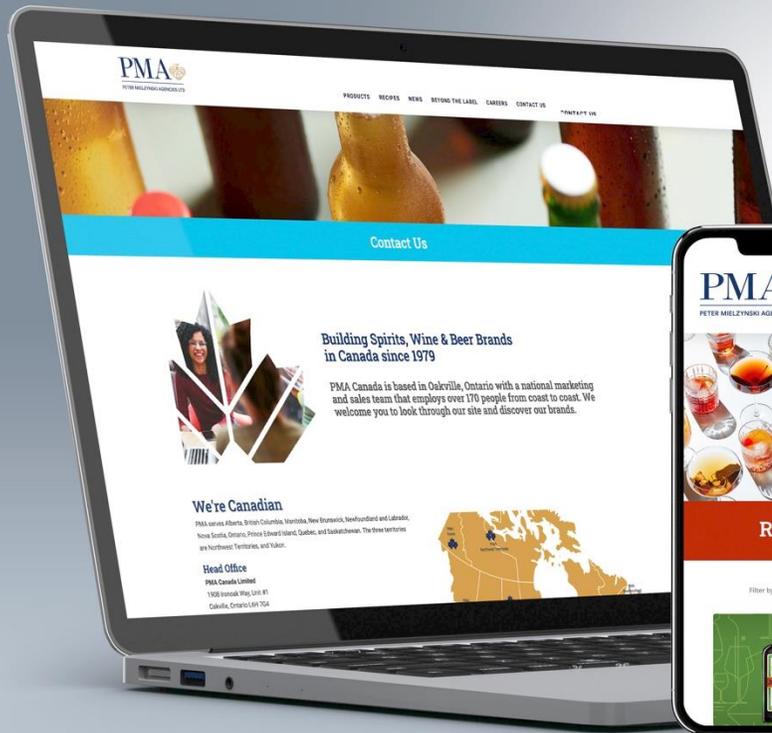


PMA

PETER MIELZYNSKI AGENCIES LTD



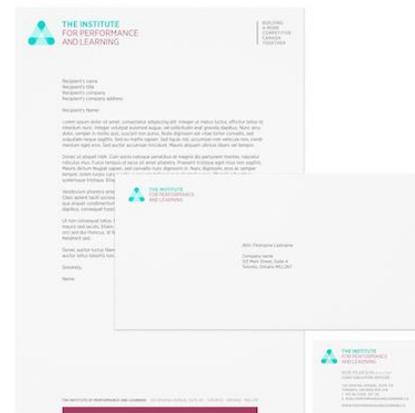




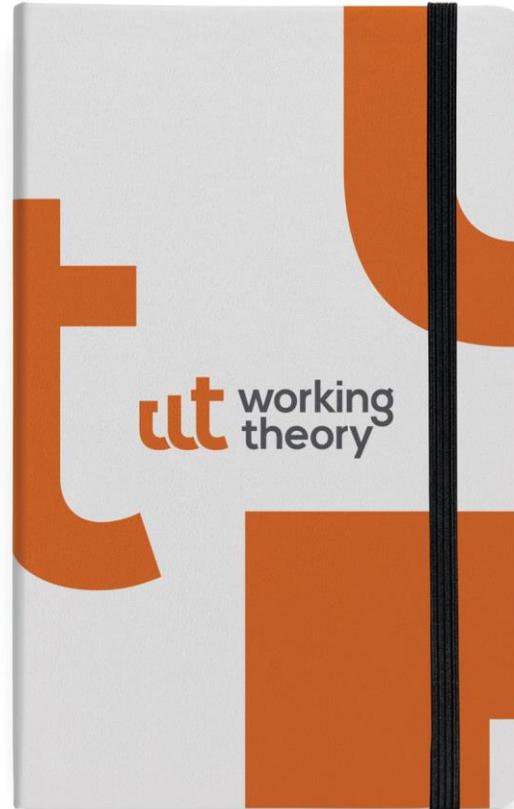
Rebrand



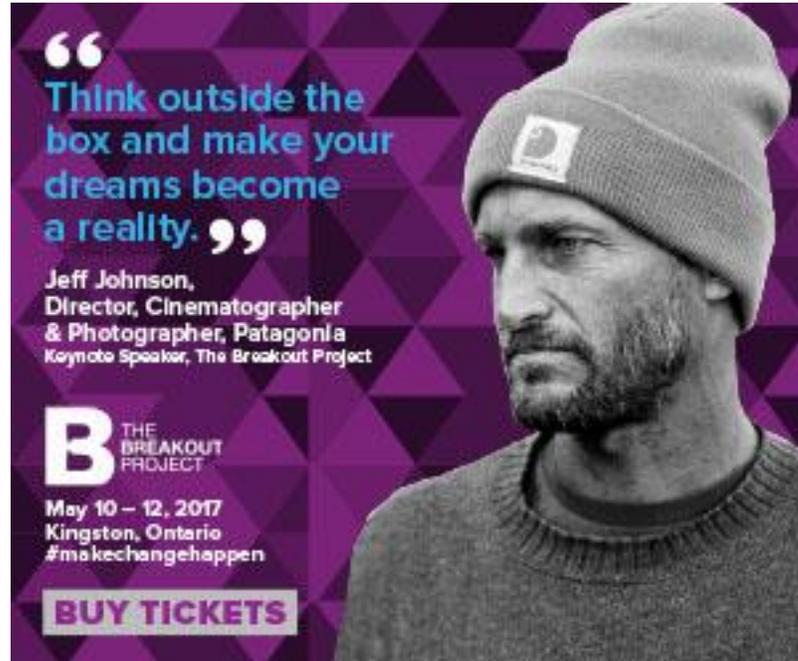
THE INSTITUTE FOR PERFORMANCE AND LEARNING



Brand identity design



Event social media marketing



“
Think outside the
box and make your
dreams become
a reality.”

Jeff Johnson,
Director, Cinematographer
& Photographer, Patagonia
Keynote Speaker, The Breakout Project

B THE
BREAKOUT
PROJECT

May 10 – 12, 2017
Kingston, Ontario
#makechange happen

BUY TICKETS



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48 HOURS. 10 TEAMS. 1 COLLECTIVE MISSION.
MAY 10-12
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JOIN US



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**BE PART OF CANADA'S EPIC SOCIAL
INNOVATION EVENT. MAY 10-12**
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**48 HOURS TO KICKSTART WORLD-
CHANGING PROJECTS. MAY 10-12**
#makechange happen

BE THERE



**SOLVE A PROBLEM.
SHAPE THE FUTURE.
CHANGE THE WORLD.**

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BREAKOUT
PROJECT

Website design and development



humble
CANNABIS SOLUTIONS

Partnering with your business from the ground up
Your retail execution experts

Discover the humble advantage

We are Canada's premier cannabis sales expert with over 20 years of experience pioneering the space and bridging the gap between recreational cannabis companies and retail execution. In short, a partnership with Humble Cannabis Solutions as your sales agent is your retail execution advantage.

What brings you here?

We value long term win-win relationships and pride ourselves on our deep commitment to our partners. If you're interested in amplifying your brand's impact, we'd love to connect.

humble+ our partners

Our experience and our growing network combine to create a sharp, laser-focused solution for your cannabis company. Discover our current partners.

Read how Supreme is achieving market leadership and relying on humble+ to deliver results

Let's connect our expertise to your growing business

1173 Dundas Street East, Suite 104, Toronto, ON, M6B 1P1 | Tel: (416) 437-7887 | Fax: (416) 437-5962

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humble
CANNABIS SOLUTIONS

humble advantage
Founded in 2001, Humble Cannabis Solutions is a leading cannabis sales and marketing agency.

We've been brokering deals in the cannabis industry before it was a cannabis industry. Today we leverage our connections, experience and customer-centric focus to deliver exceptional results for our family of partners.

National selling team & trade marketing advantage

We've been brokering deals in the cannabis industry before it was a cannabis industry. Today we leverage our connections, experience and customer-centric focus to deliver exceptional results for our family of partners.

Accessories advantage
Accessories are essential for cannabis enjoyment.

portfolio

Cannabis + Accessories combines for more impact

A retailer decision makes time a money. And when we combine leading brands in multiple categories, Humble Cannabis Solutions account managers become a more valued business partner to retailers everywhere.

Supreme
humble+ fume
48^N

Supreme Cannabis Company, Inc. is a diversified portfolio of national cannabis companies, products and brands. Since 2014, the Supreme Cannabis portfolio of brands has catered to diverse consumer and partner experiences, with high quality products that address recreational, medical and non-consumer preferences. The Company's brand portfolio includes, THE BELL, THE BELL CRAB Collective, BELLIS, Spirit, Honey and Truerra.

Canada's leading cannabis accessories portfolio, with over 20 years of experience, we offer merchandising solutions and education programs for retailers and partners. Our line works with over 200 industry-leading brands and offers the largest selection of grinder, paper, pipe, and accessories, as well as storage, cleaning, and other unique cannabis accessories.

This vertically integrated company focuses on the health and wellness market through cultivation and extraction, as well as the creation of innovative, authentic brands for next generation cannabis products.

Our partnership with Humble & Fume Inc. has enabled Supreme Cannabis to enhance a full line strategy through the market. We expect the expanded offering to set us up for further record-breaking revenue growth.

Our mission is to push the boundaries of education and solvent based extraction in the pursuit of making the best extracts on the market. We believe the value of an extract is measured by the ability to maximize the amount of a cannabis plant's unique profile into the final product.

Canada Cannabis Infused Goods - 100% pure in-house & tested leader in carefully curated premium cannabis infused goods, offering specialty teas and other unique products. Humble & Fume Inc. specializes in the timely development of cannabis, with unmatched quality and taste - and no synthetics.

Let's talk about how our portfolio compliments your brand in the eyes of today's cannabis retailers.

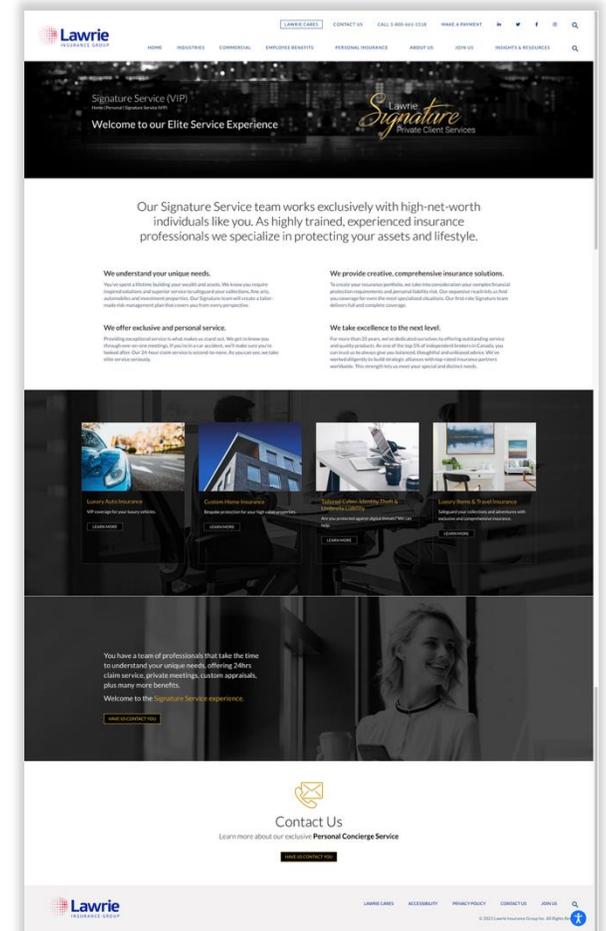
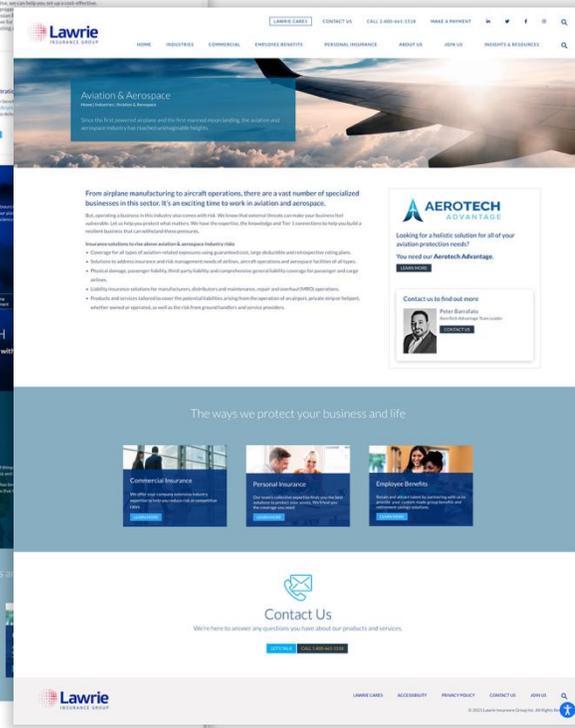
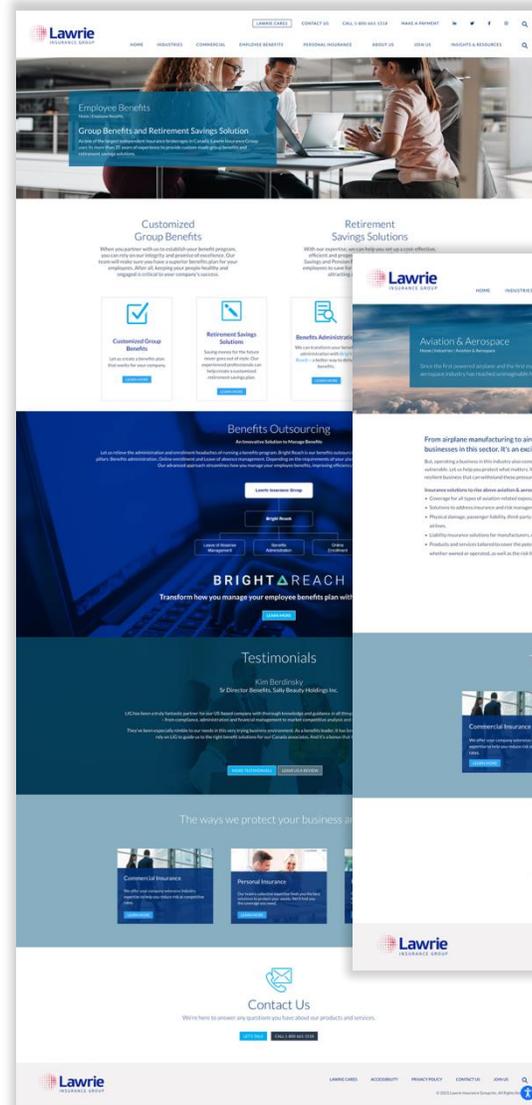
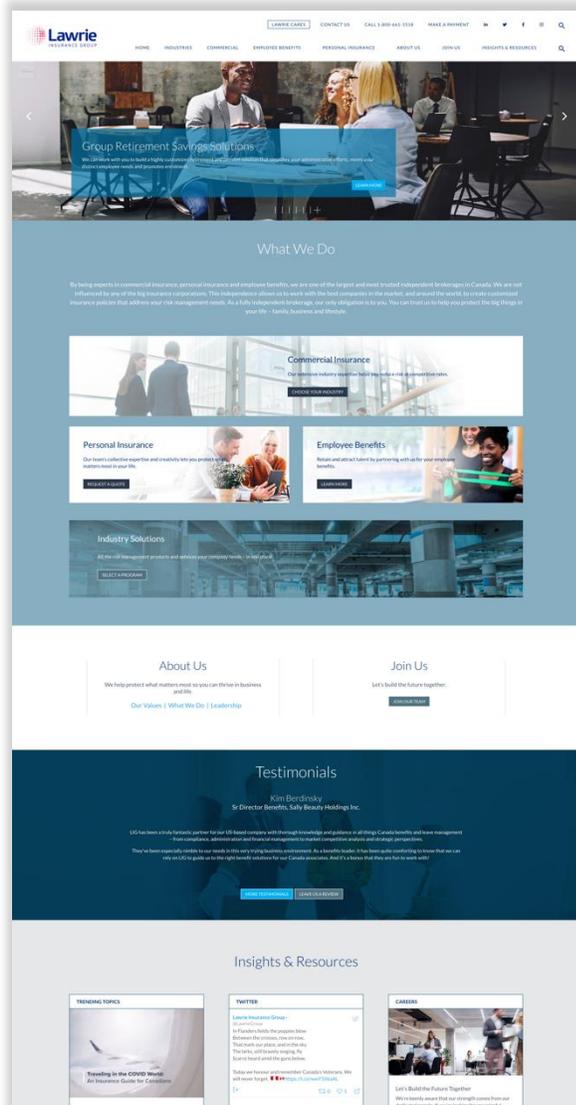
Let's connect our expertise to your growing business

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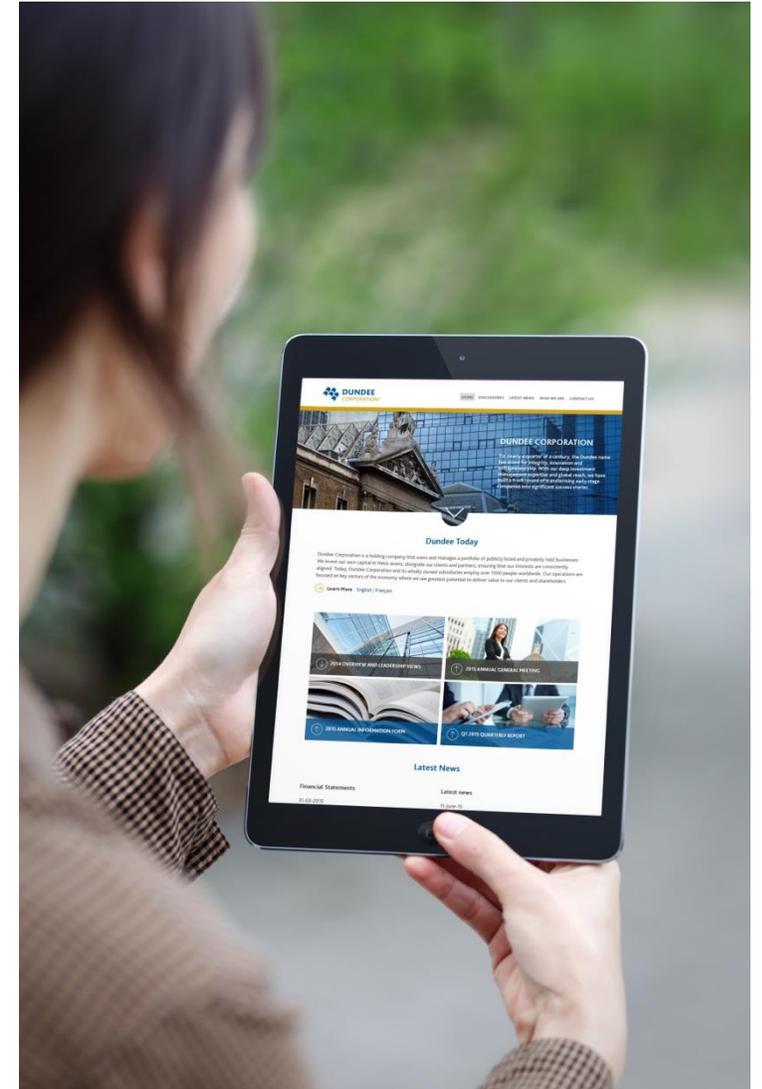
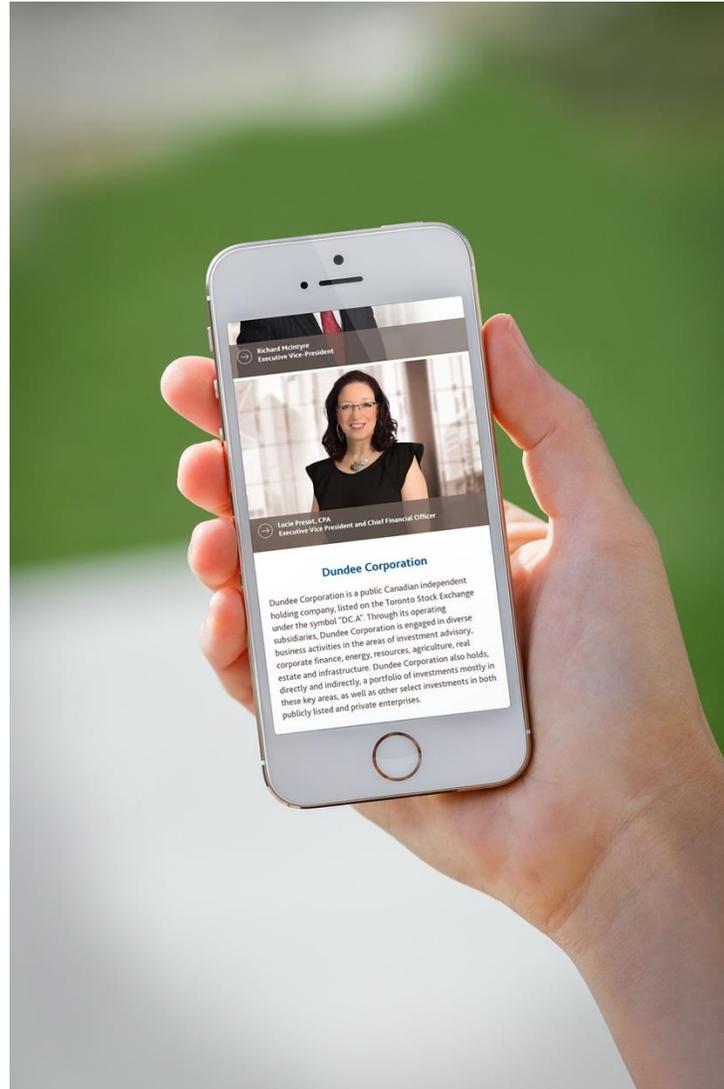
Website design and development



Product branding and packaging



Brand refresh



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

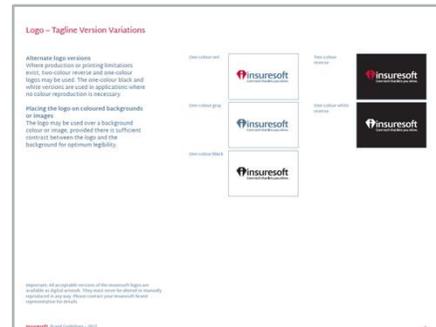
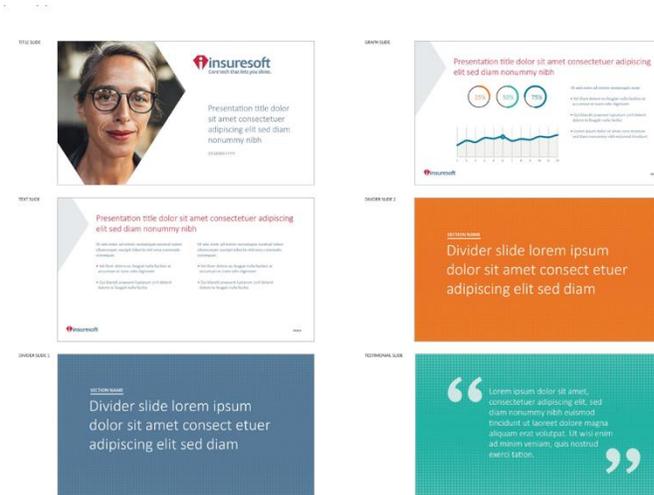
AMGiNE

intention_ally



Insuresoft

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

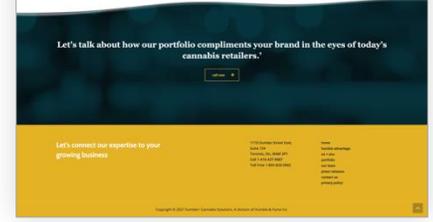
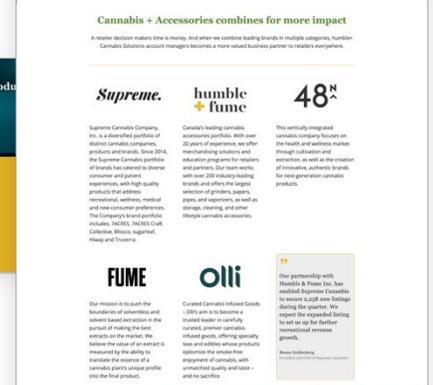
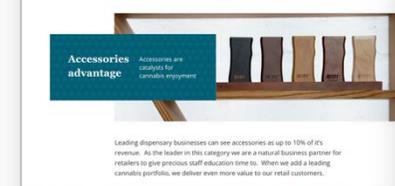
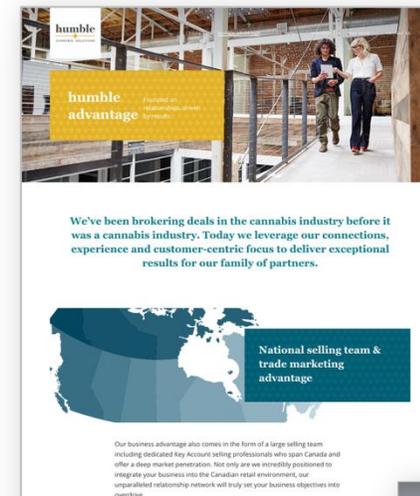
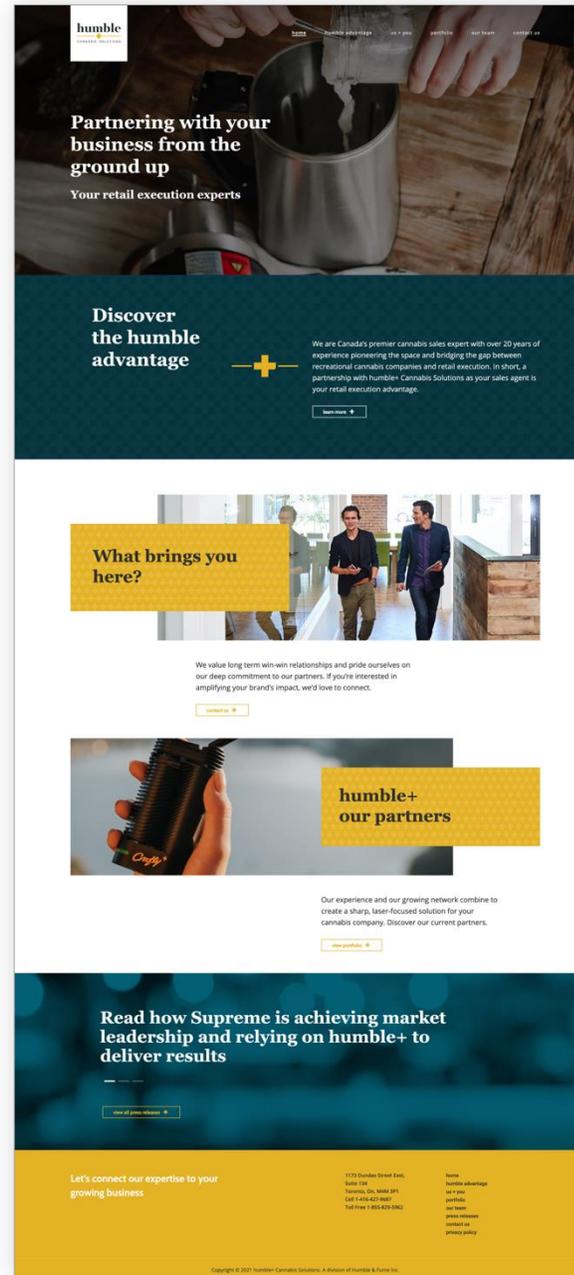


humble+ cannabis solutions

- Our team was engaged by humble+ Cannabis Solutions to design and develop a new website for the brand. The result was a responsive, fresh and approachable website that better positioned them in the marketplace.

- Web strategy
- UX / UI
- Design and digital production
- Image selection and art direction
- Front and backend development
- WordPress platform
- Mobile responsive and compatible

<http://www.humblecannabissolutions.com/>



Social media advertising



Struggling with a business challenge and looking for a new perspective?



[LEARN MORE](#)

Extend your marketing team without an ext.



Hand-picked teams that deliver hands-down.



Big agency ideas.

Small agency agility.



Collective teams.

Exclusive wins.



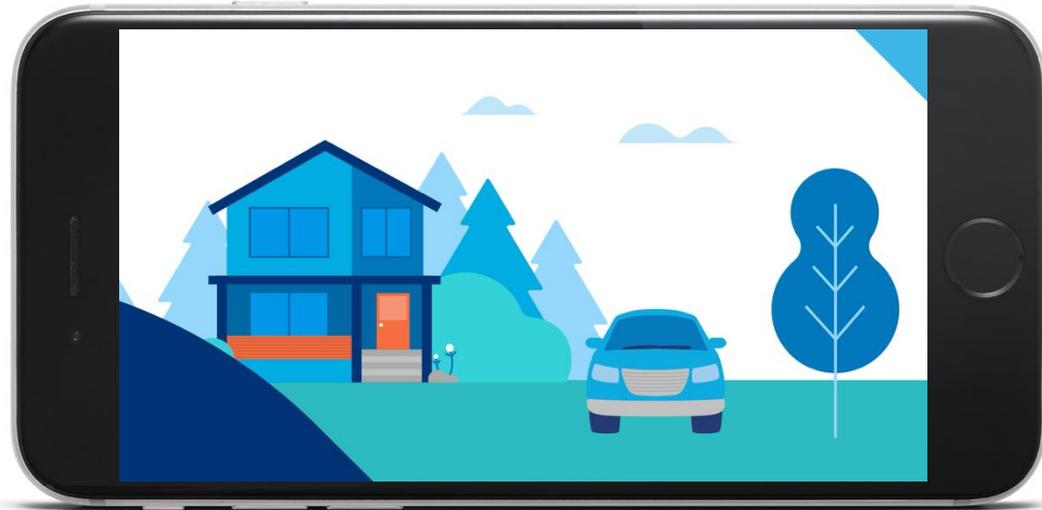
No layers. All slayers.



Virtual teams. Virtuoso talent.



Social media advertising



Product materials

Group Benefits

Inclusive coverages

Supporting diversity, equity and inclusion in the workplace

co-operators

Your workplace's strength lies in the diversity of its people. Let's support their journeys.

Research reveals diversity is linked to greater innovation, financial performance, and a broader range of skills and perspectives within an organization.

Inclusive coverage options from Co-operators – rooted in the principles of Diversity, Equity and Inclusion (DEI) – help employers foster a more diverse workplace. These coverages empower employers to embrace diversity and build resilience by removing barriers to care and supporting well-being for all.

Discover our range of coverages designed to meet the changing needs of your workplace with important treatments and care, including:

- Weight Management
- Family Building
- Gender Affirmation
- Indigenous Health

Weight Management

Encouraging wellness journeys inclusive of all body types

Weight Management coverage helps employers provide meaningful support for employees. In addition to potentially reducing work absenteeism, this coverage also encourages a proactive approach to well-being and may help individuals reduce the risk of other serious health conditions like depression, Type 2 diabetes, heart disease and more.

Eligibility
Plan members and dependents.

What's covered
Weight management solutions are available at a fully optional level for plan sponsors.

- Employees can be reimbursed for approved weight management medications within a comprehensive weight management program.
- Reimbursement for nutritionist/dietician services may be available through paramedical practitioner benefits within the extended health care category of the benefits plan.

Group size maximums
Optional coverage available:

- 3-10 employees: Up to \$1,000/year
- 11-35 employees: Up to \$2,500/year
- 36-98 employees: Up to \$5,000/year
- 99+ employees: up to \$5,000/year, with further ability to customize and provide higher maximums for groups of 100 or more.

6 in 10
Canadians live with excess weight, influencing far more than just physical health.²

67%
of job seekers consider workplace diversity an important factor in considering employment

Indigenous health

Offering care rooted in cultural knowledge and traditional healing practices

This coverage gives employers the opportunity to support their Diversity, Equity and Inclusion (DEI) strategy and provide culturally responsive care within group benefits plans.

Eligibility
Plan members and dependents.

What's covered
Indigenous health solutions are available at a fully optional level for plan sponsors.

Support for traditional healing practices, providing reimbursement for:

- Traditional Indigenous healers and elders
- Fees and supplies associated with Indigenous ceremonies, like sweat lodges, healing circles and smudge kits
- Tobacco, cedar, sage and sweetgrass when used as traditional medicine

These expenses are reimbursed as a taxable benefit. This category can be added to any Personal Spending Account (PSA). Only expenses incurred in Canada are eligible. These options complement a provincial health insurance plan and could reimburse certain care and treatments not covered by the public plan.

Group size maximums
Coverage varies by group size.

Internet cognitive behavioural therapy (CBT) programs are available to all plan members available through the paramedical practitioner coverage in extended health care, including:

- Programs designed specifically to support Indigenous Peoples, incorporating the Medicine Wheel and the Seven Sacred Teachings to support achieving harmony, balance and well-being.

42.5%
increase in the number of Indigenous people – the fastest growing group in Canada between 2006 and 2016.⁴

Building resilient and healthy workforces. Together.

By removing barriers and expanding access to inclusive health and wellness benefits to a broad spectrum of underrepresented groups, we're helping to build resilience – for workplaces, communities and all Canadians.

Adding these inclusive coverages, along with options for mental health support available through Extended Health Care benefits, can also help you gain a competitive advantage, retain and attract top talent and enable employees to live happier and healthier lives.

Product materials

Group Benefits

For a more inclusive workplace

Empowering wellness journeys



Weight Management coverage from Co-operators gives employers the opportunity to support their Diversity, Equity and Inclusion strategy. This coverage encourages a proactive approach to wellbeing and provides meaningful support for employees.

Inclusive coverage options for personal wellness – like weight management

Employees can be reimbursed for approved weight management medications within a comprehensive weight management program, inclusive of nutritional counseling. This acknowledges the importance of addressing diverse body types and health challenges in effective health management.

54% of adults living with excess weight report being stigmatized by coworkers.¹

What is covered?

Weight management drugs, including prescription drugs approved for use in Canada.

Coverage varies by group size. Only expenses incurred in Canada are eligible.

Group Benefits

For a more inclusive workplace

Supporting the journey to parenthood



Family Building coverage from Co-operators gives employers the opportunity to support their Diversity, Equity and Inclusion strategy. This coverage supports employees on their family-building journey—whether through adoption, enhanced fertility treatments or surrogacy.

A modern approach to group benefits – like family building coverage

This coverage empowers employers to stand alongside employees every step of the way on their journey to parenthood. It aims to foster a workplace where every individual feels supported and relieves some of the stress and financial strain often associated with the family-building process.

1 in 6 Canadians experiences infertility.¹

Who is eligible?

Plan members, dependants and surrogates.

What is covered?

Fertility drug coverage.

Fertility treatment including expenses related to the egg, embryo and sperm, as well as insemination and fertilization.

Reimbursement for expenses related to adoption is available as a tax benefit through the Family Building category within a Personal Spending Account.

Coverage varies by group size. Only expenses incurred in Canada are eligible.

Group Benefits

For a more inclusive workplace

Supporting employees' transition journeys



Gender Affirmation coverage from Co-operators gives employers the opportunity to support their Diversity, Equity and Inclusion strategy. This coverage offers a compassionate path for those diagnosed with gender dysphoria and empowers employers to cultivate an environment that supports every plan member's journey.

A comprehensive approach to inclusion – like gender affirmation coverage

Diversity isn't just a value – it's a competitive edge. Embracing a diverse workforce enhances perspectives, drives innovation and increases productivity. Gender Affirmation coverage ensures that benefits align with the diverse needs of employees.

1 in 300 Canadians over 15 identify as transgender or non-binary.¹

Who is eligible?

Employees and dependants 18 years or older who are medically diagnosed with gender dysphoria.

What is covered?

Base benefits include items like vocal surgery, tracheal shave (reduction of Adam's apple) and chest contouring.

Enhanced benefits include reimbursement for surgical enhancements of features that align with accepted gender ideal, such as: nose surgery, eyelid lift and cheek and lip fillers.

Coverage varies by group size. Only expenses incurred in Canada are accepted. These options complement a provincial health insurance plan and could reimburse certain care and treatments not covered by the public plan.

Group Benefits

For a more inclusive workplace

Culturally aligned healthcare



Indigenous Health coverage from Co-operators gives employers the opportunity to support their Diversity, Equity and Inclusion strategy and provide culturally responsive care within group benefits plans.

Who is eligible?

All eligible employees and dependants.

What is covered?

Support for traditional healing practices, providing reimbursement for:

- Traditional Indigenous healers and elders
- Fees and supplies associated within Indigenous ceremonies, like sweat lodges, healing circles and smudge kits
- Tobacco, cedar, sage and sweetgrass when used as traditional medicine

These expenses are reimbursed as a taxable benefit. The category can be added to any Personal Spending Account (PSA).

Coverage varies by group size. Only expenses incurred in Canada are accepted. These options complement a provincial health insurance plan and could reimburse certain care and treatments not covered by the public plan.

42.5% Indigenous peoples are the fastest growing group in Canada, increasing 42.5% between 2006 and 2016.¹

