2018
SO(CIAL) GOOD
DESIGN
AWARDS
<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>04</td>
<td>About RGD</td>
</tr>
<tr>
<td>06</td>
<td>Introduction</td>
</tr>
<tr>
<td>08</td>
<td>Judges</td>
</tr>
<tr>
<td>16</td>
<td>Non-Profit Client-Initiated Projects</td>
</tr>
<tr>
<td>42</td>
<td>For-Profit Client-Initiated Projects</td>
</tr>
<tr>
<td>52</td>
<td>Designer-Driven Projects</td>
</tr>
<tr>
<td>58</td>
<td>Government-Initiated Projects</td>
</tr>
<tr>
<td>80</td>
<td>Student Projects</td>
</tr>
<tr>
<td>92</td>
<td>Domtar Award</td>
</tr>
<tr>
<td>98</td>
<td>Colophon</td>
</tr>
<tr>
<td>99</td>
<td>Partners</td>
</tr>
</tbody>
</table>
ABOUT RGD

Through the Association of Registered Graphic Designers (RGD), Canadian designers exchange ideas, educate and inspire, set professional standards and build a strong, supportive community dedicated to advocating for the value of design.

Now representing over 3,800 design practitioners, including firm owners, freelancers, managers, educators and students, RGD was created in 1996 by an Act of the Ontario Legislature (Bill Pr 56) and is the only graphic design association in North America to have this type of legislation. Bill Pr 56 “enables the Association to govern and discipline its members.”

The RGD and Registered Graphic Designer designations are signals of quality and competence to the profession, public and government. Successful candidates have met a rigorous set of standards that includes documented levels of relevant, professional education and experience as well as competence in the areas of business, design principles, research and ethics demonstrated through the successful completion of RGD’s certification process.

Our vision is for a graphic design profession that is broadly valued for its contribution to life, commerce and society.
INTRODUCTION

Design is at its best when it serves society. It has done so in the past and its role continues to gain importance. Today, design informs conversations at every level, from boardrooms of global corporations identifying their business goals to local NGOs solving basic needs in developing countries.

Since 2012, RGD has invited submissions of projects created under the theme of communication design for social good. The So(cial) Good Design Awards turns a sharper lens on design’s undeniable power to affect the way people and communities communicate and evolve by inviting designers to consider what ‘social good’ truly means, and to inspire deeper conversations about their responsibilities as creative professionals.

Whether it is through the design of a website, a brochure, motion graphics, posters, a marketing campaign or a packaging system, graphic designers have the potential to catalyze new ways of thinking around social issues and to inspire positive action.

As we look to the future, the question we must continually ask is this: What can we do to help design live up to its potential to create positive change in today’s world?
Deborah Adler
President, Adler Design
New York, NY
Deborah is a designer, inventor and entrepreneur. Her work is guided by the belief that meaningful innovation requires a deep understanding of the people who will use what she creates and the changing world that surrounds them. Prior to launching her design and branding firm, Adler Design, she partnered with Target to develop the Clearfix prescription packaging system. In 2017 Adler teamed up with CVS to partner with Target to develop the design ScriptPath, which now makes it easier for millions of patients to take their medication. Always at the core of her work is the understanding that design can make a positive difference in people's lives. She believes that empathy requires a deep understanding of the people who will use what she creates and the changing world that surrounds them.

Sonja Banic
Manager, Culture Services, Culture Division
City of Mississauga
Mississauga, ON
Sonja has a passion for telling stories. It was no surprise she studied Journalism and built her marcom career on writing and sharing stories. She joined the City of Mississauga in 1998, becoming the Manager of Corporate Communications in 1999, and then into her current role of Manager, Culture Services in 2015. Sonja held similar positions at: Pafco — a Division of Allstate Insurance in Toronto; the Learning Experience in Los Angeles; the Association of Municipalities of Ontario, and the Ontario Progressive Conservative Party. She started her storytelling career as a freelance reporter filing stories for various publications including the Toronto Star. She has won several industry awards including the IABC Gold Quill, which she received for her work on the City of Mississauga’s Communications Master Plan.

Christopher Brands RGD Emeritus
Toronto, ON
Chris has had fulfilling careers in various education, fine art and graphic design environments and has been an RGD member since the organization’s inception in 1986. His graphic design experience culminated within the unique in-house graphic design departments of the former North York Public Library, the City of Toronto Public Library and finally with the City of Toronto. He retired in 2014 from positions as Supervisor, Design Services (Corporate Identity Program) and Project Manager, Corporate Identity & Branding for the City of Toronto. Chris currently applies much of his artistic time to personal projects that blend his expertise in drawing, painting, graphic design and photography.

Julian Brown RGD
Owner & Creative Director, ON THE CHASE!
Toronto, ON
Julian is the designer and entrepreneur behind the motion design studio ON THE CHASE!. Just under ten years young, ON THE CHASE! has won international awards and collaborated with diverse clients ranging from retailer Shoppers Drug Mart and consulting giant Deloitte, to video game maker Ubisoft and charity WWF Canada. His videos have garnered millions of views and he has been profiled in design magazines as a rising young talent. A proud member of RGD, Julian is a past-VP of the RGD Board of Directors and an avid speaker and design advocate. He is a graduate of the York/Sheridan Design Degree program, a world traveller and, most recently, a proud and terrified father.

Valerie Casey
Product Strategy & Design Adviser
San Francisco, CA
Valerie is an internationally recognized social innovator who works with organizations to identify, build and launch breakthrough products and services. She was Chief Product Officer for Samsung and has held executive leadership positions at IDEO, frog and Pentagram. She founded the international consultancy, Necessary Projects, and the global creative coalition, the Designers Accord. Valerie currently advises Fortune 500s, start-ups and NGOs in health, education and technology on their product and innovation strategies. She is a Henry Crown Fellow at the Aspen Institute, and was honoured as a Young Global Leader by the World Economic Forum. She serves on several boards, including the WEF Entrepreneurship Council and the Kleiner Perkins Design Council. She was named “Bryan you should know” by Fortune, a “Hero of the Environment” by TIME, “Master of Design” by Fast Company, and one of the “World’s Most Influential Designers” by Businessweek.

Andy Chan
Partner, Isometric Studio
New York, NY
Andy studied sociology at Princeton University, where he was awarded the Pyne Honor Prize, the university’s highest general undergraduate distinction. He studied graphic design at RISD, where he received his MFA as a Paul & Daisy Soros Fellow. Andy started his career at Pentagram, where he worked on the rebranding of Bausch + Lomb with partner Paula Scher. As a Fulbright Scholar at the Royal College of Art, he conducted ethnographic research on aging, sexuality and social stigma. Andy is a contributor to Design Observer, Design Taxi and Open Manhattan. He has spoken at international conferences including Design Indaba, the London Design Festival, the XVIII International AIDS Conference, DesignThinkers and the University of Chicago Medical Conference.

Category
For-Profit

Category
Education

Category
For-Profit

Category
Non-Profit
Wade Convay
Creative Lead, Interactive, Google San Francisco, CA
At Google, Wade helps guide some of the next great experiences, builds tools to inspire others and helps to unify the brand. Previously, he was an executive creative director and VP of Product Innovation at R/GA working on the Nike+ ecosystem of products. He also helped brands such as Converse, Fossil, Louis Vuitton, Samsung, Toyota, Walmart and Zagat.

Category
For-Profit

John DeWolf CGD, RGD
Vice President, Form:Media Dartmouth, NS
John works in various disciplines including print, interactive, broadcast, exhibition and experiential graphic design. Trained in graphic and interior design, he views system, program, story, service and experience as integral to his interdisciplinary approach to design. Early in his career, he worked on developing software to help people plan for retirement, rethinking the Census 2000 and American Community Survey questionnaires for the US Bureau of the Census and developing a multi-modal signage program for the City of Seattle transportation network. Since that time, John has taught in Washington, Winnipeg and Halifax. He has served as Director of Design for the Corcoran Gallery of Art and Corcoran College of Art and Design, and worked for Parks Canada.

Category
For-Profit

Anne Donohoe
Chief Marketing Officer, MEC Vancouver, BC
At MEC, Anne is responsible for marketing, communications, community investment and brand engagement strategies. She supports the ongoing evolution of the iconic MEC brand, extending MEC’s unique retail offering to a growing number of members and inspiring Canadians to lead active lifestyles outside. She has over 20 years of experience in marketing communications, starting at Harlequin Enterprises, where she became passionate about direct to consumer marketing and e-commerce. Anne joined INTRAWEST to develop their customer relationship marketing capabilities across North America, and then moved to Singapore where she worked with Interbrand as the Director of Brand Strategy for South East Asia.

Category
For-Profit

Ian Grais CGD
Founder & National Creative Director, Rethink Canada Vancouver, BC
Ian was born and raised in Western Canada. He studied Economics at the University of British Columbia, then Advertising and Design at the Art Center College of Design in Pasadena, prior to founding Rethink in 1999. Rethink was recently awarded Silver for Canadian Design Agency of the Year by Strategy. At Rethink, Ian directs a wide range of projects encompassing design, interactive, installation, advertising and social. He has been ranked by his peers as the number one art director and the number one creative director in Canada numerous times.

Category
For-Profit

Will Hum RGD
Principal & Creative Director, Clear Space Toronto, ON
Will is a Principal and Co-Founder of Clear Space, where he leads the strategic vision and creative direction for the firm. For more than 20 years, he has shaped the identities and communications for some of Canada’s most notable organizations, garnering several awards along the way. After graduating from OCAD (before the B), Will worked for a variety of studios including a stint with Burton Kramer, Bhandari & Plater and Ove Design before starting his own firm. Will is known for helping brands make a lasting impact through informed, creative clarity. At Clear Space, Will collaborates with open-minded non-profits, start-ups and businesses in various sectors to creatively express their brand image.

Category
Non-Profit

Katie Maasik
Senior Designer, Saje Natural Wellness Vancouver, BC
Katie is a native Vancouverite who flew East to earn her design degree at NSCADU in Halifax, where she found an evolving love for typography, lettering and branding. She has lived in New York, studied art history in Europe and travelled to Australia, the US and Japan. Notable experience includes Conde Nast, W Magazine, The Vancouver Canucks, Aveda, Hangar18, Imagine1day, Rogers Publishing, Subplot Design, Lululemon, Good Inc, Woodlot, Telus and Saje Natural Wellness, with a couple of awards under her belt. When she’s not designing you can find her wandering the woods, hiding in quiet spaces or walking with her head in the clouds, daydreaming up new ideas.

Category
Designer-Driven

Katie Maasik
Senior Designer, Saje Natural Wellness Vancouver, BC
Katie is a native Vancouverite who flew East to earn her design degree at NSCADU in Halifax, where she found an evolving love for typography, lettering and branding. She has lived in New York, studied art history in Europe and travelled to Australia, the US and Japan. Notable experience includes Conde Nast, W Magazine, The Vancouver Canucks, Aveda, Hangar18, Imagine1day, Rogers Publishing, Subplot Design, Lululemon, Good Inc, Woodlot, Telus and Saje Natural Wellness, with a couple of awards under her belt. When she’s not designing you can find her wandering the woods, hiding in quiet spaces or walking with her head in the clouds, daydreaming up new ideas.

Category
Designer-Driven

Katie Maasik
Senior Designer, Saje Natural Wellness Vancouver, BC
Katie is a native Vancouverite who flew East to earn her design degree at NSCADU in Halifax, where she found an evolving love for typography, lettering and branding. She has lived in New York, studied art history in Europe and travelled to Australia, the US and Japan. Notable experience includes Conde Nast, W Magazine, The Vancouver Canucks, Aveda, Hangar18, Imagine1day, Rogers Publishing, Subplot Design, Lululemon, Good Inc, Woodlot, Telus and Saje Natural Wellness, with a couple of awards under her belt. When she’s not designing you can find her wandering the woods, hiding in quiet spaces or walking with her head in the clouds, daydreaming up new ideas.

Category
Designer-Driven

Katie Maasik
Senior Designer, Saje Natural Wellness Vancouver, BC
Katie is a native Vancouverite who flew East to earn her design degree at NSCADU in Halifax, where she found an evolving love for typography, lettering and branding. She has lived in New York, studied art history in Europe and travelled to Australia, the US and Japan. Notable experience includes Conde Nast, W Magazine, The Vancouver Canucks, Aveda, Hangar18, Imagine1day, Rogers Publishing, Subplot Design, Lululemon, Good Inc, Woodlot, Telus and Saje Natural Wellness, with a couple of awards under her belt. When she’s not designing you can find her wandering the woods, hiding in quiet spaces or walking with her head in the clouds, daydreaming up new ideas.

Category
Designer-Driven
JUDGES

Amanda Maslany CGD
Creative Director + Designer,
Maslany Creative
Victoria, BC
With a career spanning 20+ years and a passion for typography, publication design and branding, Amanda has earned a reputation for creating distinctive brands, an outstanding sense of typography and a sharp eye for detail. Amanda has worked in design studios, agencies and currently as the principal at Maslany Creative, working with recognized brands across Canada, including corporations, public service departments, leading schools and universities, arts and cultural organizations and highly-visible non-profits. Amanda has participated as GDC’s National Corporate Secretary, South Saskatchewan Representative, Interim Vancouver Island Representative and Design Cares volunteer. Amanda is a graduate of the Alberta College of Art + Design in Calgary.
Category: Non-Profit

Kim Pickett CGD
Principal & Creative Director,
KimBO Design
Vancouver, BC
Kim’s creative expertise guides the development of innovative branding campaigns and visual identities for clients like the Governments of BC and Saskatchewan. She is frequently recognized for her design and business achievements, including for Best Website/UX Design at the BIV Western Canada Marketing Awards for work with Move-Up Prince George campaign. KimBO Design ranked #1 in Business in Vancouver’s Biggest Design Agencies, and #71 on the PROFIT500 list of Canada’s Fastest-Growing Companies.
Category: Government

Jenny Rhodenizer
Marketing & Communications Director,
Toronto Botanical Garden
Toronto, ON
Jenny is a trend seeker and creative thinker who has a knack for delivering the maximum impact on a shoestring budget. She has worked in the charitable sector for over 25 years, leading the branding, public relations and marketing efforts at the Toronto Botanical Garden since 2002. Jenny tweets like a bird and creates buzz in the media, inspiring Torontonians to make a greater connection with nature. Her recent work has focused on building visually compelling stories for the gardens while forging strategic partnerships and creating fun, engaging events for the public. Jenny is a graduate of the Fine Arts program at the University of Guelph.
Category: Non-Profit

Cai Sepulis RGD
Partner, Toque Ltd.
Guelph, ON
A freelance designer/illustrator with over 15 years under her belt, Cai’s work has been used in various national campaigns including work for HotDocs, Second Cup, Nordstrom, Loblaw’s, Brickworks Ciderhouse and a handful of microbreweries. Most recently she joined forces to partner in her new start-up, Toque Ltd. – a branding and publishing studio which creates Toque Magazine – a regional lookbook focusing on the Guelph, Kitchener-Waterloo and Hamilton region.
Category: Non-Profit

Nico Taus RGD
Partner & Creative Director, Studio123
Sudbury, ON
At Studio123, Nico guides the creative process and works to deliver high quality creative that achieves results. He lives and breathes entrepreneurship, having started his first design agency at 20. He is a recipient of the Young Entrepreneur of the Year Award from Northern Ontario Business and is also a co-recipient of a Legacy Award from the Canadian Regional Design Awards (Redgees). He is a graduate of the Graphic Design program at Cambrian College and is proudly bilingual. His engagement in the national design community is demonstrated by his position on the Programs Committee for RGD and his involvement in the creation of the Sudbury Design Society.
Category: Designer-Driven

Amanda Maslany CGD
Creative Director + Designer,
Maslany Creative
Victoria, BC
With a career spanning 20+ years and a passion for typography, publication design and branding, Amanda has earned a reputation for creating distinctive brands, an outstanding sense of typography and a sharp eye for detail. Amanda has worked in design studios, agencies and currently as the principal at Maslany Creative, working with recognized brands across Canada, including corporations, public service departments, leading schools and universities, arts and cultural organizations and highly-visible non-profits. Amanda has participated as GDC’s National Corporate Secretary, South Saskatchewan Representative, Interim Vancouver Island Representative and Design Cares volunteer. Amanda is a graduate of the Alberta College of Art + Design in Calgary.
Category: Non-Profit

Jenny Rhodenizer
Marketing & Communications Director,
Toronto Botanical Garden
Toronto, ON
Jenny is a trend seeker and creative thinker who has a knack for delivering the maximum impact on a shoestring budget. She has worked in the charitable sector for over 25 years, leading the branding, public relations and marketing efforts at the Toronto Botanical Garden since 2002. Jenny tweets like a bird and creates buzz in the media, inspiring Torontonians to make a greater connection with nature. Her recent work has focused on building visually compelling stories for the gardens while forging strategic partnerships and creating fun, engaging events for the public. Jenny is a graduate of the Fine Arts program at the University of Guelph.
Category: Non-Profit

Cai Sepulis RGD
Partner, Toque Ltd.
Guelph, ON
A freelance designer/illustrator with over 15 years under her belt, Cai’s work has been used in various national campaigns including work for HotDocs, Second Cup, Nordstrom, Loblaw’s, Brickworks Ciderhouse and a handful of microbreweries. Most recently she joined forces to partner in her new start-up, Toque Ltd. – a branding and publishing studio which creates Toque Magazine – a regional lookbook focusing on the Guelph, Kitchener-Waterloo and Hamilton region.
Category: Non-Profit

Nico Taus RGD
Partner & Creative Director, Studio123
Sudbury, ON
At Studio123, Nico guides the creative process and works to deliver high quality creative that achieves results. He lives and breathes entrepreneurship, having started his first design agency at 20. He is a recipient of the Young Entrepreneur of the Year Award from Northern Ontario Business and is also a co-recipient of a Legacy Award from the Canadian Regional Design Awards (Redgees). He is a graduate of the Graphic Design program at Cambrian College and is proudly bilingual. His engagement in the national design community is demonstrated by his position on the Programs Committee for RGD and his involvement in the creation of the Sudbury Design Society.
Category: Designer-Driven

Lauren Wickware RGD
Graphic Design & Art Direction,
Lauren Wickware Design
Hamilton, ON
Lauren partners with cultural institutions to create a broad range of materials with a focus on publication design. She is passionate about creating work that has longevity, extending the life and expanding the reach of a text, event or exhibition by creating highly tactile and tangible objects. Lauren’s portfolio includes projects for the Aga Khan Museum, ACTRA National, the Art Gallery of Ontario and RBC Royal Bank of Canada. Her work has been recognized by ABDCC, the Alcuin Society, the Ontario Association of Art Galleries and Applied Arts. A graduate of OCAD and Parsons: The New School for Design, Lauren cultivates the next generation of designers as a faculty member of the Interdisciplinary Design Strategy and Graphic Design Programs at George Brown College’s School of Design.
Category: Education
NON-PROFIT
CLIENT-INITIATED
PROJECTS

Judges
Rethink
Sid Lee
FFunction
Rethink

Picks
The&Partnership
Entro
ON THE CHASE! Motion Design
Co-Effect Creative
Clear Space Design
Blok
Overdrive Design Ltd.
BrandHealth
Frank Design Strategy
Zoca Studio Inc.
Hambly & Woolley
Gravity Inc.
Engine Digital
Breck Campbell Design
Ion Brand Design
Sid Lee

Winners
The&Partnership
Entro
ON THE CHASE! Motion Design
Co-Effect Creative
Clear Space Design
Blok
Overdrive Design Ltd.
BrandHealth
Frank Design Strategy
Zoca Studio Inc.
Hambly & Woolley
Gravity Inc.
Engine Digital
Breck Campbell Design
Ion Brand Design
Sid Lee
Ambush Advisories Campaign

Rethink
Toronto, Canada

Before Women’s Equality Day, the YWCA wanted young people to become aware that sexualization in popular media contributes to violence against women, and that they should think critically about the content they watch online. Rethink hijacked YouTube’s advanced ad targeting to run warnings disguised as unskippable six-second pre-roll ads, which ran before music videos that objectify women. The YWCA ambush advisories were picked up by national news broadcasts and high-profile blogs and shared across social media. The campaign was applauded for calling out sexist content and trying to shift attitudes and practices that perpetuate the sexualization of women and girls.

Judge’s Pick
I love the simplicity and the thought that went into this campaign. It feels so ingenious to find a way to address the problem and do it on YouTube’s own turf, and in a way that a person can’t help but notice the pre-roll ads (unskippable!). The designs for the ads were stealth-like in how they blended so well with conventional warning ads but had slight hints in colour that they were something new and noteworthy.

- Cai Sepulis RGD
Grand Jardin de Sainte-Justine Murals

Sid Lee
Montréal, Canada

Sainte-Justine Hospital—Canada’s largest mother-and-child centre—recently underwent an expansion as part of their Growing Up Healthy project that aimed to create “a favourable environment for innovating and humanizing healthcare services.” The Sainte-Justine Hospital Foundation had two simple wishes for their newly bare white walls—that they be used to tell the hospital’s history and to inject some life into the halls of the new pavilion. Sid Lee’s solution was the Grand Jardin de Sainte-Justine: a colourful timeline that plays with the themes of life and nature, and uses visual metaphors to portray the hospital’s over 100-year history.

Judge’s Pick
Hospitals are notoriously cold and bureaucratic, and it is a cumbersome and difficult design challenge to convince them to illuminate space with colour and illustration. While this installation bears the mark of a big branding firm, that doesn’t distract from the joyful and measured feel of the overall design, which is excellent and beautifully-executed.

- Andy Chen
(UN)TRAFFICKED
Interactive Website

FFunction
Montréal, Canada

Providing an online centrepiece to an international campaign, (UN)TRAFFICKED brings interactivity, gamification, digital storytelling and human rights campaigning together to end child exploitation in India. The narrative is based on the classic choose-your-own-adventure format, in this case following a young girl over a life-changing week. Every decision the user makes, whether on behalf of the girl’s father, friend, placement agent or employer, has a profound impact on her future. Interspersed throughout are statistics on the state of child labour and sexual abuse in India. (UN)TRAFFICKED aims to engage citizens and show them that every action counts.

Judge’s Pick
(UN)TRAFFICKED shows the appeal and effectiveness of interactive storytelling at its best with its sensitively illustrated portrayal of any young girl across India whose life’s consequences are controlled by the choices made by others. The narrative emotively pulls in and educates its audience by presenting different personal points of view and outcomes, along with statistics, ultimately leading the audience to understand the potential serious impacts of these choices and to act by sharing on social media, volunteering, donating and pledging online in support of this issue.

– Amanda Maslany CGD

Client
The Kailash Satyarthi Children’s Foundation

Creative Director
Audrée Lapierre

Art Director
Wim Bruyninckx

Graphic/UX Designer
Chloé-Ève Lavasseur

Developer
Sam Dupras

Copywriter
Rebecca Galloway
Crash Coasters Campaign

Rethink
Vancouver, Canada

Arrive Alive wanted to raise awareness of the most dangerous drinking night of the year: St. Patrick’s Day. Using wreckage from motor vehicle accidents, Rethink cut and pressed pieces of what once were cars into coasters. On each is the message: “This coaster used to be a car. That car never made it home.” Over the St. Patrick’s Day weekend, there was coverage from such online media outlets as Vice and Yahoo! and on multiple nightly news broadcasts, and the client conducted 2 on-screen TV interviews, 12 radio interviews and 8 online interviews. Website traffic increased by over 600%. Following the campaign, coasters were requested from organizations in over 40 cities worldwide—an unexpected outcome.

Judge’s Pick
This campaign meets three criteria that, for me, makes it stand above all others: It expresses a simple yet powerful idea, evokes emotion and elicits action. The coasters brilliantly connect past, present and future in a split second.
- Will Hum RGD

Judge’s Pick
The coaster campaign combined original design with a powerful, thought-provoking message that commanded the attention of both individuals and the broader media. With a timely launch date and the use of unusual material, it was a well-crafted concept, brilliantly executed from start to finish.
- Jenny Rhodenizer
Assumptions Can Be Deadly Campaign

The&Partnership
Vancouver, Canada

The Pancreatic Cancer Canada Foundation’s goal is to improve overall patient survival rates and create a brighter future for those affected by pancreatic cancer. While treatments for other cancers have advanced significantly, pancreatic cancer has remained stuck with an unchanged mortality rate for the past 40 years. Interviews with Canadians who had lost a loved one to pancreatic cancer were captured and promoted on YouTube and social media. These emotive films shared the personal side of the disease, discussed symptoms and explained the need for funding. The campaign drove a 360% increase over the previous year’s donations.

Casey House Signage

Entro
Toronto, Canada

As part of an architectural expansion, Entro developed an exterior identification pylon, assisted with interior wayfinding signage and donor recognition and designed holiday and thank-you cards. The look and feel of the signage was inspired by the pattern and texture of the architecture. How warmly patients are treated at Casey House inspired the various red hues to emphasize this compassion and connect to the heart – the central feature of Casey House’s identity. The signage design was so well received, the CEO asked Entro to create a version that could be used for a series of holiday and thank-you cards.
WellAhead Motiongraphic

ON THE CHASE! Motion Design
Toronto, Canada

WellAhead is an initiative that brings school communities closer together to identify practices and policies that support student well-being. WellAhead asked for a short video to introduce themselves, for online and in-person presentations. Budget constraints meant it was important to provide only high-level information in this short video, and leave the audience with an incentive to learn more. OTC! extended the existing brand to include characters for the audience to relate to. Everything about the animation style and pacing reflects youth, energy and optimism.

Unity Festival Campaign

Co-Effect Creative
Toronto, Canada

Unity Charity is a grassroots organization empowering youth and promoting self-expression through programs and events. For its 2014 Unity Festival, Co-Effect collaborated with youth, artist mentors and local businesses to create a bold, energetic campaign that reflected the organization’s commitment to supporting youth in need. The project included posters, flyers, programs, banners, animated reels and social media assets. Images are urban, but also bright and optimistic to showcase the young artists and their passion. The splicing of images represents the mixing of ideas, people and arts and highlights Unity.
U of T Faculty of Kinesiology & Physical Education Awareness Campaign

Clear Space Design
Toronto, Canada

Many U of T students focus on their studies, not their health. They needed to be reminded that what's good for the body is good for the mind and told about all the facilities accessible to them. The Faculty of Kinesiology & Physical Education challenged Clear Space to create an engaging awareness campaign. A fun, approachable campaign connects and inspires students of all abilities to use the facilities, join an activity program or just drop in and play a sport with friends. The visual identity with its unique illustrations evokes friendliness, approachability and inclusiveness. This is paired with offbeat headlines and a call-to-action to “come see what you can do.”

Client
Faculty of Kinesiology & Physical Education at the University of Toronto

Creative Director
Will Hum RGD

Art Director & Designer
Korneliusz Izbinski

Copywriter
Jack Liang

Illustrator
Korneliusz Izbinski

Non-Profit
Client-Initiated Projects

TIFF 2016 Annual Report

Blok
Toronto, Canada

To capture the core of what makes TIFF unique, Blok paired bold verbs with unexpected concepts, such as “Catalyze collectivity”, “Inspire time” and “Shift dreams/reality”. The design eschews a conventional format and embraces the beauty and language of film to create a cinematic experience that amplifies TIFF’s mission to transform how we see the world through film. Images highlight how TIFF brings films from every part of the world to Toronto and audiences globally, opening up discourse between people and cultures. The bold words and abstract concepts, presented through bold, clean typography, drive TIFF’s distinct narrative.
Sistering Website

Overdrive Design Ltd.
Toronto, Canada

Sistering, an organization that supports women who experience marginalization and poverty, needed a new website. Overdrive developed a website to reflect the Sistering ethos and ensure participants are depicted in an empowered and uplifting manner. To ensure participants, volunteers and staff saw themselves reflected in the website, Overdrive commissioned photos of the extended Sistering family. The development of a custom WordPress solution provided a fully editable website. Overdrive trained staff and volunteers so they can now maintain the site.

YMCA of Greater Toronto
Sweat for Good Campaign

BrandHealth
Peterborough, Canada

The YMCA GTA was looking to reposition its Health & Fitness offering to appeal to a younger gym-goer. The creative solution leverages the fact that the Y is a charitable organization that does ‘good’ in every community it serves. When you become a member at the Y, you support the good that the Y represents. The universality of sweat is used to inspire people to break a sweat where it matters more: at the Y. In essence, when you work out at the Y, you sweat for all the positive impact the Y represents.
She Who Dares Exhibit

Frank Design Strategy
Calgary, Canada

YW Calgary wanted to celebrate the contributions of 150 Calgary women from the past 150 years in celebration of Canada’s birthday. The solution captures the voices and stories of the women on 65 cardboard boxes. Archival photography, short and long stories, highlighted achievements, quotes and statistics educate and inform on the diverse contributions of the 150 women. The exhibit can be assembled in a different way each time it’s installed, mirroring the creative ways the women helped to build the community and highlighting their individuality. The audience is invited to rework the boxes.

A Concert for Charlottesville Campaign

Zoca Studio Inc.
Toronto, Canada

The Dave Matthews Band wanted a visual campaign for goods benefiting a “Concert for Charlottesville Fund”. The campaign and concert were intended to bring light and awareness to the city of Charlottesville due to the unfortunate events that occurred there last year. The highly sought-after concert featured artists such as Pharrell Williams, Justin Timberlake, Ariana Grande and the Dave Matthews Band. Zoca designed a variety of logos that were reproduced on t-shirts, hats, hoodies and posters.
On Balance
Hambly & Woolley
Toronto, Canada

H&W was tasked with creating a handout brochure for a lecture given by the Martin Prosperity Institute (MPI) at the Nantucket Project 2018. The talk and brochure discuss how integrative thinking can lead to more optimal, efficient and fair solutions when encouraging positive change throughout the world. We helped MPI develop a design that made their philosophies clear and memorable. We were brought in to develop a seamless connection between word and image. The brochure outlines MPI’s alternative approach to problem solving and acts as a blueprint for conference attendees to consider for future initiatives.

Fred Victor #HelpFredFillAHome Campaign
Gravity Inc.
Toronto, Canada

Fred Victor was awarded the prestigious opportunity to retrofit the PanAm/Parapan Am Athletes Village into permanent homes for marginalized members of our community, which included fully furnishing every unit. Gravity named, branded and developed the digital campaign #HelpFredFillAHome, which included a responsive website, posters and web banners. The website homepage features an empty apartment, where users can actively ‘drag’ furniture to fill the rooms. While doing so, fun animations pop up with descriptions of items that can be purchased.
Ocean Wise
Website

Engine Digital
Vancouver, Canada

The Vancouver Aquarium recently rebranded as Ocean Wise, a global conservation organization focused on protecting and restoring the world’s oceans through research, education and engagement. Partnering with Engine Digital, a purpose-driven, storytelling website was created to position Ocean Wise as the global leader. Enticing users to deepen their understanding of ocean conservation is a key element of the experience. The more time spent learning, the more likely users will get involved and take action through Ocean Wise’s network of organizations and efforts throughout the world.

EcoFolk 2018 Benefit Concert Poster

Breck Campbell Design
London, Canada

Thames Talbot Land Trust is dedicated to protecting environmentally-significant lands throughout Southwestern Ontario. Their new concert event, EcoFolk, was created to raise money, encourage activism and educate the general public about their cause. For the visual identity, Breck showcased the ‘at-risk’ and ‘endangered’ species that live on the land in those regions to appeal on an emotional level and encourage prospective patrons to give their support. The venue is historically and culturally significant, not to mention visually iconic, so it features prominently. Due to its success, Thames Talbot Land Trust plans to hold EcoFolk annually.
Axis Theatre Identity

Ion Brand Design
Vancouver, Canada

Ion was engaged to develop an identity and brand platform to guide ongoing marketing and communications initiatives of the Axis Theatre Company. Axis is an established touring company that embodies "physical theatre". With new artistic direction, the company renewed its dedication to present educational plays for youth and family audiences. The brand objectives were to capture the imagination and bridge cultures by maintaining an engaging, unique and accessible graphic program from identity to posters and collateral through to web and social media.

MaRS Visual Identity

Sid Lee
Toronto, Canada

MaRS is one of the largest innovation hubs in the world but its identity felt cold and institutional and had become fragmented. The goal of the rebrand was to create a visual identity that better reflected the big things going on inside. MaRS wanted to maintain their iconic logo, so Sid Lee used it to anchor the identity and bring more connectivity to MaRS communications and therefore more equity to a brand with a diverse offering of programs and initiatives. The MaRS blue 'globe' was used as the anchor to a new identity system with a vibrant palette, which becomes a key part of the system. Its versatility and variability reflect the true dynamism of MaRS.
FOR-PROFIT
CLIENT-INITIATED
PROJECTS

Judges’

Picks

Mosaic

Winners

Subplot Design Inc.

Capital One

Studio Jaywall

The Studio, EF Educational Tours

2
GATHER Pet Nutrition
Identity & Packaging System

Subplot Design Inc.
Vancouver, Canada

Petcurean is a leader in the super-premium pet nutrition category for their dedication to superior ingredients and processes that are socially and environmentally responsible. A new pet food line, GATHER, is crafted from certified organic, non-GMO and sustainably-produced ingredients. Subplot’s primary job was to live up to and compellingly express the features of this new product through the packaging and communications system including the master brand name, prominent illustrations, recipe names, simple icons, tertiary copy, master brand identity system, sales and retail collateral and the campaign launch.

Judge’s Pick
It is so very refreshing to see such a strong design process built on research, product and user testing, and even walking the same fields as the client. This is a capital “B” branding exercise, from defining the promise, to choosing a name, and ultimately designing collateral that supports the ethos of the company. The type is exceptional; illustrations are excellent; copywriting is clear and to the point. This is an outstanding example of how a system supports a design and of how designers can advance social good through design. The entry is oh So Good!

- John deWolf CGD, RGD
Gift the Code Hackathon Identity System

Capital One
Toronto, Canada

This event was created to use digital for good to help charities and make the world a kinder place. It brings together the local tech community for 48 hours to create functional, usable tech solutions to elevate charities.

Judge’s Pick
This design speaks to the power of convening a community to deliver social impact. The design is driven by tech, engages participants through fun team identities and embraces the causes of the individual charities. The visual system works across virtual and physical touch-points.

- Anne Donohoe
BMO200
Interactive Sculpture

Mosaic
Toronto, Canada

The Bank of Montreal challenged Mosaic to mark the bank’s 200th birthday. The result was a 17-foot-tall interactive, kinetic sculpture designed to help people wish it forward. Viewers tossed a digital coin and the fountain reacted to their wish with a customized animation that flowed up, down or across the streams. The fountain delivered a meaningful physical manifestation of what the Bank of Montreal stands for, and captured hundreds of thousands of wishes from the public.

Judge’s Pick
BMO200 is a refreshingly innovative solution that stood out this year. It not only built awareness for the brand and their anniversary but inspired viewers to consider and submit a wish that they would like to pay forward. Ultimately the experience was a thoughtful way for BMO to give a voice to participants and realize several of their wishes.

- Wade Conway

Judge’s Pick
For such generosity and creativity to spring from a pile of old stock market flip dots is conceptually poetic. An ideal marriage of physical and digital design, this is an unusual and captivating use of motion design.

- Julian Brown RGD
Good Investing

Branding

Studio Jaywall
Toronto, Canada

Jaywall created a visual identity system to position Good Investing as a friendly and socially-conscious investment coaching service. The robust system includes logo versions, typefaces, colours, icons, photography and graphic devices. Jaywall designed a website, postcards, business cards, banner stands, social media graphics, document templates and polo shirts for coaches to wear to client meetings. The materials work together to establish Good Investing’s brand voice, communicate its offering and attract business.

Client
Good Investing

Creative Directors
Jay Wall RGD, Kaila Jacques

Designers
Kaila Jacques, Katherine Ross

Web Developer
Fraser Page

Photographer
Darius Bashar

Copywriter
Tim Nash

Canadian Youth Ambassador Program 2018 Branding

The Studio, EF Educational Tours
Toronto, Canada

Every year, 30 young Canadians are awarded a travel scholarship based on their ideas for social change. Rebranding deliverables included posters, envelopes, emails, web pages and video. The first was a printed bilingual booklet for teachers, parents, national partners and students. Each audience is assigned a colour from a brand palette. Coloured tabs call out each audience while maintaining a uniform look and feel. This solution was replicated in all deliverables. Exciting and energetic, the new look is formal enough for Parliament, yet challenges traditional “governmental-gear” design. It resonates in urban Toronto and rural Saskatchewan. Feeling empowered by the brand, 2018 applicants submitted big, bold and ingenious ideas.

Client
EF Educational Tours

Creative Director
Nate Cameron

Associate Creative Directors
Christian Gilbert, Deb McDermott

Designers
Chloe Pressman, Catarina Barreira, John Pejo

Copywriters
Julia Lynch, Bénédicte Pelletier

Producer
Krista Brown
DESIGNER-DRIVEN PROJECTS

Judges
Tammy Le Prov., RGD
Marissa Korda
Underline Studio

Picks

Winners
Jennifer McDougall, Nourhan Hegazy, Bergur Ebbi, Prateeksha Singh
Manoverboard
Forge Media + Design
Stephanie Hammond Prov., RGD
The Trust Project Contributors
OH! Interactive Installation

Tangible Interaction
Vancouver, Canada

The goal was to create something engaging that would bring people in Vancouver together, build a sense of connection and create a feeling of community. OH! allows participants to affect the night skyline by controlling the existing lights on the dome of Science World, Vancouver's most iconic building. The installation entices people to feel connected to where they live and also to the other participants around them. During activation nights, thousands of people came out to be a part of the experience, often forming lineups and patiently waiting their turn.

Judge’s Pick
This interactive exhibit is beautifully simple and exquisitely engaging. People can learn how to use it without the need for instructions or communications—making it accessible to all. By tastefully combining technology, sleek design and human movement, the installation ignites the wonder, imagination and curiosity that exists in all people. It gets people smiling and encourages strangers to interact and share a memorable moment. This installation has a large effect—not only on those who interact with it but on the cityscape itself. I believe this type of design project can bring people together and forge new relationships.

- Nico Taux RGD

Creative Director
Alex Beim

Lead Designer
Andrea Buttarini

Research & Development Lead
Brendan Matkin

Programmer
James Acres

Producer
Holly Hofmann
Ipseity Web App

Tammy Le Prov. RGD  
Sheridan College, Toronto, Canada

Dementia is a growing problem, affecting millions of Canadians. As dementia progresses, it’s very common for the circle of care to grow as needs do. But it can take weeks for caregivers to learn about a person’s care preferences. Small details matter in alleviating agitated behaviour. Ipseity allows families to create individual care profiles specifically tailored to a person’s care preferences. This includes routines, activities of daily living, food preferences, as well as a person’s life story and hobbies. Families can share access to the digital profile with a care team, as well as easily update and maintain the profile over time.

Judge’s Pick  
Having a mother who suffers from Alzheimer’s, I know first-hand the challenges of providing consistent care. This is such a simple and powerful solution to a very real problem. I could use this today and know that it would be very helpful to my mother’s team of caregivers. Great work!

- Ian Grais CDG
The Loneliness Project

Marissa Korda
Toronto, Canada

For this Passion Project, the goal was to create something that facilitated empathy and human compassion through design. After some exploration, Marissa landed on loneliness as a lens through which to explore the topic. The goals evolved: 1) Promoting empathy both for others and for ourselves. 2) Reducing stigma around loneliness and increase the topic’s visibility. 3) Provide an outlet for those experiencing loneliness. Through a Google Form with four questions in a few Facebook groups, Marissa collected over 1,200 stories from 60 countries including Syria, Australia, Thailand and Mexico. She used sound, visuals and animation to craft an emotional experience around each story. The illustrations and overall design create a digestible way to read the stories that conjures up an image everyone can identify with: being alone and feeling like a small piece in a much larger world.

Judge’s Pick
The Loneliness Project promotes action and awareness through an interactive design that reveals a feeling we all share and that society often overlooks. It promotes empathy as a tool to understand each other and reminds us that there are entire stories inside each of us. The project also takes responsibility by providing the information to a few hotlines. The website is beautifully-designed and easy to use. The charming animation style and overall tone make the project approachable and inviting. The logo is well-executed and celebrates the word loneliness instead of concealing it.

- Deborah Adler
Our Home and Native Land

Underline Studio
Toronto, Canada

Underline was invited to curate and design an issue of the Wayward Arts series celebrating Canada’s 150th anniversary. The studio used the opportunity to interrogate the country’s often-glossed-over history and ongoing relationship with Indigenous people. On its surface, the issue appears to be a tribute to Canada’s majestic landscapes. However, perforated lines on each spread invite the reader to dig deeper. Once the pages are torn, the reader is confronted with a haunting poem that challenges Canadians’ presumptions of ownership and use of the land. The poetry is paired with facts on issues ranging from disregard of treaty rights to residential schools, lack of drinking water to inflated incarceration rates, issuing a challenge to readers to reckon with the hidden history of Canada.

Judge’s Pick
A beautiful and thought-provoking concept that challenges the reader into seeing there’s more to this than meets the eye. Stunning Canadian photography and an innovative use of the torn page reveal Simpson’s powerful poetry and social commentary, which confront the reader. This thoughtful concept deals with relevant information to promote social change with a lovely and sophisticated use of white space and minimal, poetic typography. A beautiful yet evocative project.

- Katie Maasik

Client
Flash Reproductions

Designer
Mark Neil Balson RGD

Creative Directors
Fidel Peña RGD, Claire Dawson RGD

Photographer
Joanne Ratajczack

Copywriters
Leanne Betsamosexke Simpson,
Elizabeth Brandt

Designer-Driven Projects

Client
Flash Reproductions

Designer
Mark Neil Balson RGD

Creative Directors
Fidel Peña RGD, Claire Dawson RGD

Photographer
Joanne Ratajczack

Copywriters
Leanne Betsamosexke Simpson,
Elizabeth Brandt

Judge’s Pick
A beautiful and thought-provoking concept that challenges the reader into seeing there’s more to this than meets the eye. Stunning Canadian photography and an innovative use of the torn page reveal Simpson’s powerful poetry and social commentary, which confront the reader. This thoughtful concept deals with relevant information to promote social change with a lovely and sophisticated use of white space and minimal, poetic typography. A beautiful yet evocative project.

- Katie Maasik
Nature Deficit Disorder (NDD) Clinic

Graduates from OCAD U’s Strategic Foresight and Innovation Master of Design Program
Toronto, Canada

Recent graduates from OCAD U’s Strategic Foresight and Innovation Master of Design Program installed a number of experiential and futuristic interventions centred around our changing relationship with nature in the urban context. The Nature Deficit Disorder (NDD) Clinic aims to explore the health impacts of a lack of contact with nature and support the critical dialogue around climate change. As part of Nuit Blanche, the NDD Clinic saw about a thousand “patients” in over 12 hours. The physical space was an interactive choreography of visual, lighting and sound elements. “Patients” experienced the various multisensory elements from a waiting room to examination to treatment for NDD.

Designers
Jennifer McDougall, Nourhan Hegazy, Bergur Ebbi, Prateeksha Singh

Serving.Green Website

Manoverboard
Winnipeg, Canada

Every time we visit a website, upload a file or download an app, we use huge data centres that are mostly powered by dirty energy. This site demonstrates, in accessible and user-friendly terms, the importance of green data centres and the role websites and apps play in climate change. The site has been viewed by visitors from all over the world, who are consistently surprised about the carbon footprint of the Internet. As page weights increase, designers need to be more conscious in their decision-making, choosing lighter-weight code and visual assets and green hosting providers.
**Recycling Matters Poster**

Forge Media + Design  
Toronto, Canada

One of the biggest barriers to reducing waste is understanding what can and can’t be recycled. This informative, colourful poster encourages employees to recycle right. The clean and friendly design and use of icons help lead users into the data and communicate messages clearly. To find information easily, content was alphabetized and organized using colour. Because the design is rich in content, there are multiple tiers of information to help catch the attention of passersby. The use of bold and clear headlines allows viewers to quickly enter the data.

---

**WWF Sea Turtle Print Ad**

Stephanie Hammond Prov. RGD  
Toronto, Canada

As a passionate WWF supporter with concern for wildlife and specifically the threats facing sea turtles, Stephanie wished to create an informative and dramatic piece to help bring awareness to the vulnerable species. With that in mind, she developed a print ad with an element of interactivity for impact and engagement that highlights the idea that everyone can help, no matter how big or small the gesture. Readers of the ad are able to physically bring the turtle hatchling from the beach to the shore. Following the diagram printed at the top of the page, readers turn the page to reveal the sponsored message on the underlying spread.
The Trust Project

Contributors
Sally Lehrman, The Trust Project and The Markkula Center for Applied Ethics, Santa Clara University
Angela Barber, Devin Slater, The Globe and Mail
Ana-Maria Bourceanu, Kathryn Jonas, Adam Smith, The Economist
Jordan Flaig, Independent Journal Review
João Matos, Deutsche Presse-Agentur
Marcus Moretti, Mic
Jessica Squires, Trinity Mirror plc
Patrick Slawinski, Subramaniam (Subbu) Vincent, The Trust Project

The Trust Project is an international coalition of news outlets working together to promote truth, fairness and accuracy in the age of ‘fake news’. Through a collaborative design process, The Trust Project created a system of universal signals, known as Trust Indicators, to help readers identify reputable, verified content. Trust Indicators are user-facing and machine-readable, using common tags in their underlying code. By applying a universal Schema mark-up, search engines like Google can verify their content. Design and UX professionals from major media companies in North America and Europe came together to create the Indicators. Through this work, the guidelines for content, UX and usability were established, along with the design of an official Trust mark, and branding and promotional material for the project.

Contributors
Sally Lehrman, The Trust Project and The Markkula Center for Applied Ethics, Santa Clara University
Angela Barber, Devin Slater, The Globe and Mail
Ana-Maria Bourceanu, Kathryn Jonas, Adam Smith, The Economist
Jordan Flaig, Independent Journal Review
João Matos, Deutsche Presse-Agentur
Marcus Moretti, Mic
Jessica Squires, Trinity Mirror plc
Patrick Slawinski, Subramaniam (Subbu) Vincent, The Trust Project

The Trust Project Contributors
International

Designer-Driven Projects

2018 So(cial) Good Awards

RGD
GOVERNMENT-INITIATED PROJECTS

Judges’ Picks

Hangar 18 Creative Group
Intent
City of Mississauga

Winners
Thunder Bay Regional Health Sciences Centre
Intent
Canadian Museum for Human Rights
Catapult Marketing
Vancouver Votes Website

Hangar 18 Creative Group
Vancouver, Canada

Hangar 18 partnered with the City of Vancouver to design an engaging election-planning tool, for young and first-time voters. The website is responsive, user-friendly and fun to navigate. It doesn’t look institutional, which can be off-putting to young voters. It is progressive and dynamic, which appealed to our target audience. The results were an increase in dialogue, interest and engagement, which led to final votes up by almost 10%.

Judge’s Pick
Well done! Voter apathy is a huge social problem. Impressive results based on research and clearly-met project objectives, the design was effectively applied in a digital all-in-one, easy-to-use application. Made voting process easy. Didn’t look like government at all!

- Sonja Banic
Make It Kitchener
Identity

Intent
Toronto, Canada
The City of Kitchener wanted a new brand for their economic development strategy with a youthful, more authentic feel, appealing to all audiences. As a result, Intent designed an oversize, unbound document on uncoated paper with the logo rubber stamped, by hand, on the cover of the document. This communicates an authentic, handmade feel and conveys the grassroots, maker-culture that is thriving in Kitchener. Intent also designed a website that focuses on real, authentic stories from the people who are ‘making it’ in Kitchener.

Judge’s Pick
This project demonstrates a clever application of both visual treatments and typographic solutions. Authentic photography is used to entice readers to engage with the creative. Additionally, the slogan, ‘Make It Kitchener,’ speaks to the audience with a catchy hook. Overall, this economic development project paints an appealing picture of Kitchener as a place to work and live.
- Kim Pickett CGD
Be a Good Neighbour Campaign

City of Mississauga
Mississauga, Canada

Mississauga's in-house design team was tasked with creating a cohesive, new look and feel for the 2017/2018 Be a Good Neighbour campaign. The key objectives were to encourage residents to participate in neighbourhood snow removal, drive traffic to mississauga.ca/snow and increase public engagement through social media. The creative was designed to be unexpected, noticeable and stand apart from previous campaigns, which featured bland images of people shoveling snow. By taking an optimistic, cheerful visual approach, Mississauga residents are inspired to pick up a snow shovel and take action. To date, Be a Good Neighbour has garnered 27,615 impressions online and 313 engagements, with more expected as the campaign continued through the winter months.

Judge’s Pick
This project stands out for me as a very successful realization of the Transportation & Works Department’s need for a community digital and print awareness campaign. To reach a diverse multicultural audience is always a challenge and the design team did a good job. The simplicity of the graphics, and the animation application, are fun and appeal to all ages and backgrounds. NOT using photography evers the target market visual push and makes it approachable to all city audiences. The prominence of the City’s website on all pieces drives the viewer further for more info and the consistency of the unique graphic look from application to application is successful.

- Christopher Brands RGD Emeritus
2018 Health & Wellness Calendar

Thunder Bay Regional Health Sciences Centre (TBRHSC)
Thunder Bay, Canada

In order to help employees improve their health, TBRHSC looked at ways of communicating healthy lifestyle messaging to its employees. Other objectives were to feature employees and the ways that they keep healthy and highlight the many dimensions of health and wellness. Each month of the calendar features at least three employees, a healthy recipe submitted by an employee, a healthy food of the month, a health theme with tips related to the theme and fun calendar days. The calendar is an internal billboard used 365 days a year, so the design had to be interesting to ensure employees want to take a closer look on an ongoing basis. Since 2013, the calendar has been tweaked a bit each year to make it more user-friendly.
Rights of Passage: Canada at 150 Exhibit

Canadian Museum for Human Rights
Winnipeg, Canada

The Rights of Passage exhibition, created to mark Canada’s 150th anniversary, examines the key issues that have been central to the evolution of Canadian debates on rights and freedoms, justice and equality. The exhibition design direction is focused on two key elements: material and medium, which are used to immerse visitors in the period of the content being presented, using tangible and natural interfaces and responsive environments. Era-specific communication technology is used to convey debates at different points in time. Indigenous narratives are expressed through the integration of sacred medicines and grasses, oral histories and visual imagery such as wampum beads and traditional longhouse architecture. The design adhered to strict graphic standards to ensure content is as accessible as possible.

Client
Canadian Museum for Human Rights (CMHR)

Project Director/Project Authority
Corey Timpson

Design Director/Art Director
Rob Vincent

Project Manager
Brodie Sanderson

Designers
Paul Legris, Jeffrey Taniguchi

Technical Director
Scott Gillam

Content Lead/Curator
Jodi Giesbrecht

Exhibition Director
Helen Delacretaz

Technical/Media Designers
Ben Bergman, Liz Neely, Brian Marsh

City of Edmonton Winter Cycling Brochure

Catapult Marketing
Edmonton, Canada

In 2017, Edmonton’s Bike Infrastructure Plan began to be implemented with new high-quality bike lanes creating bike networks Edmontonians can use as a sustainable and active transportation option. This brochure promotes awareness of the newly-constructed bike networks and winter cycling in the city through education about safe winter riding practices and health benefits. The brochure has a strong, positive and encouraging message, avoiding an authoritative tone. The illustrations communicate messages in an unconventional manner. The visual style creates dreamy winter scenes where the cyclist and their actions are highlighted within each individual illustration. By presenting information at a relatable and accessible level, the brochure speaks to both seasoned cyclists and first-timers and provides new information for Edmontonians who aren’t yet cyclists.

Client
City of Edmonton

Strategists & Project Managers
Susie Syles, Gillian Hodgson

Creative Director & Designer
Sophie Maisonneuve

Copywriter & Editor
Hayley Merchant

City of Edmonton Team Members
Dot Laing, Megan Pharo, Pam Hnytka, Kristi Bland

Government-Initiated Projects
STUDENT PROJECTS

Judges’ Picks
Lauren Holden Student RGD
Paul Tea Student RGD
Parisa Yazdani Student RGD

Winners
Sarah Butt Student RGD
Cooper Symonds Student RGD
Angela Ip Student RGD
thingsithought.today
Website

Lauren Holden Student RGD
YSDN Program, Toronto Canada

thingsithought.today is both poetry and an informational resource that aims to help those struggling with mental health to feel less alone while identifying the supports they need. Lists of symptoms are often not enough to capture the isolation and anxiety many experience in any meaningful way. Lauren identified visual poetry as a way to record mental health that rings true and makes one feel less alone. Experimenting with poetry and graphics, she distilled her experiences to help others who are struggling to feel less alone. This website anthology consists of fully immersive poems that incorporate collage, bizarre gifs, hover interactions and animated typography. The result is a consuming poetic experience which uses interaction and motion as visual rhetorical devices.

Judge’s Pick
Use of simple techniques, such as layering and pacing, are employed effectively to create a unique and nuanced experience. The contrast between analogue and digital techniques creates an engaging narrative, and core design principles, such as contrast, space and alignment, are effectively used to lead the viewer through the content carefully.
- Lauren Wickware RGD

Judge’s Pick
The author’s interior voice is revealed through the design in a way that is highly creative and experientially satisfying. thingsithought.today succeeds in surfacing and challenging conceptions of mental health, and the end user’s journey through these web vignettes is captivating and memorable.
- Valerie Casey
Give Your Food a Second Life: Composting Awareness Campaign

Paul Twa Student RGD
University of Alberta, Edmonton, Canada

Chestermere Utilities Incorporated (CUI)’s garbage collection service is a weekly part of the Chestermere community’s structure. Unfortunately, due to a lack of clear communication during a period of rapid change in the company’s collection system, CUI had garnered a negative association in the minds of Chestermere residents. For this project, each student was tasked with repairing that relationship and communicating upcoming changes in garbage collection that would lead to more sustainable living in the community. The concept for Paul’s campaign is that food scraps are not useless when we are done with them, but rather, have a second use through composting.

Judge’s Pick
This campaign refreshes the well-worn topic of composting and manages to elevate it through a well-executed and beautiful visual language. The design effectively anthropomorphizes food waste to create a persuasive social motivator.

- Valerie Casey
Strong.

Parisa Yazdani Student RGD
YSDN Program, Toronto Canada

As the final project, a "Time-Based Communication" class was assigned to make a short video that reflected what the students had learned. Parisa created a film that communicates the highlights, struggles and misconceptions of what it means to be a female athlete in what tends to be a male-dominated domain. The goal was to remind female viewers that gender does not define what they can and cannot achieve. For male viewers, the goal was to provoke them to reevaluate how they perceive female ability and strength. The documentary-style video interviews three female athletes, all of whom compete in male-dominated sports.

Judge’s Pick
Timely, effective and deeply personal. This micro-documentary weaves three unique narratives together cleanly and creatively to build an irrefutable statement about empowerment that is emotionally tender and visually compelling.

- Valerie Casey
What is a Life Worth? Poster

Sarah Butt Student RGD
University of the Fraser Valley, Abbotsford, Canada

The assignment was to design a poster to raise awareness of the fast fashion industry and sweatshops in Bangladesh. Using various articles of clothing, Sarah sewed together a heart to represent the heart of those whose lives depend on working in the sweatshops. A sewing needle through the centre of the heart indicates that the industry is killing them, and a blood-stained tag that says “Made in Bangladesh” depicts the workers as a product with a price.

FreshAid Branding

Cooper Symonds Student RGD
University of the Fraser Valley, Abbotsford, Canada

FreshAid is a non-profit charitable organization that focuses on the problem of food security within communities by getting fresh and nutritious food out of landfills and into the hands of people who need it. With a monochromatic yet vibrant colour scheme and a friendly, simple sans-serif typeface, the branding is approachable, trustworthy and welcoming. The minimalist design of the mobile app provides a user experience that is simplified, efficient and easily navigated. The application of the branding to all other collateral creates a consistent feel across media.
Beausoleil Packaging

Angela Ip Student RGD
YSDN Program, Toronto, Canada

Beausoleil is an environmentally-conscious company that sells energy-saving LED light bulbs. It donates a portion of its profits to the Bumblebee Conservation Trust. The containers are thoughtfully designed with purpose, knowledge and branding in mind.
Open Studio
Brand Identity

q30 design inc.
Toronto, Canada

Open Studio is a non-profit, artist-run centre dedicated to the preservation and promotion of contemporary original fine art prints. q30 was tasked with changing the Open Studio brand identity to better reflect who they are today. Inspired by the union of traditional print techniques and contemporary expression, the new look symbolizes the experience offered at Open Studio. The outcome is an ownable, unusual palette of colours, a flexible grid and very adaptive templates with the work of the artist dictating the best combination. This flexibility allows Open Studio to behave as an arts organization should—creative and a little audacious.

About Domtar
Here’s to the risk takers, the trend-setters and the socially responsible. Here’s to creatives, designers and printers who put heart and soul into their work and then trust it to the Cougar®, Lynx®, Husky® and EarthChoice® brands. Domtar’s creation of quality products reflects a commitment to the graphic design industry. Check out Blueline by Domtar®, an industry-leading resource for fresh content, innovative ideas, perspectives and possibilities, at domtarblueline.com.
There’s getting it done.
And then there’s getting it done right.

Lines Breaking
An Underline Newspaper
in support of Hermanos en el Camino
Purchase until June 15 to support
Central American refugees:
underlinestudio.com/linesbreaking

The newspaper is divided into four posters
that cover four of the most tragic events
emanating from this crisis:
– San Fernando Massacre
– The Disappeared
– La Bestia
– The Child Migrant Crisis
Celebrate the Power of Paper & Print

Blueline by Domtar® is ready to inspire you, however you prefer to view it. Join the conversation on social media or our Blueline Blog, share printed pieces and find inspiration in our gallery, subscribe to our printed Blueline Magazine, and stay up to date on the latest news in print by visiting the Print Works! page.

Whatever format you choose, you’ll be engaging with the industry’s top paper brands: Cougar®, Lynx® Opaque Ultra, and Husky® Opaque Offset.
WORK WITH THE POWER TO INCITE ACTION AND MAKE MEANINGFUL CHANGE IN THE WAY WE LIVE OUR LIVES.