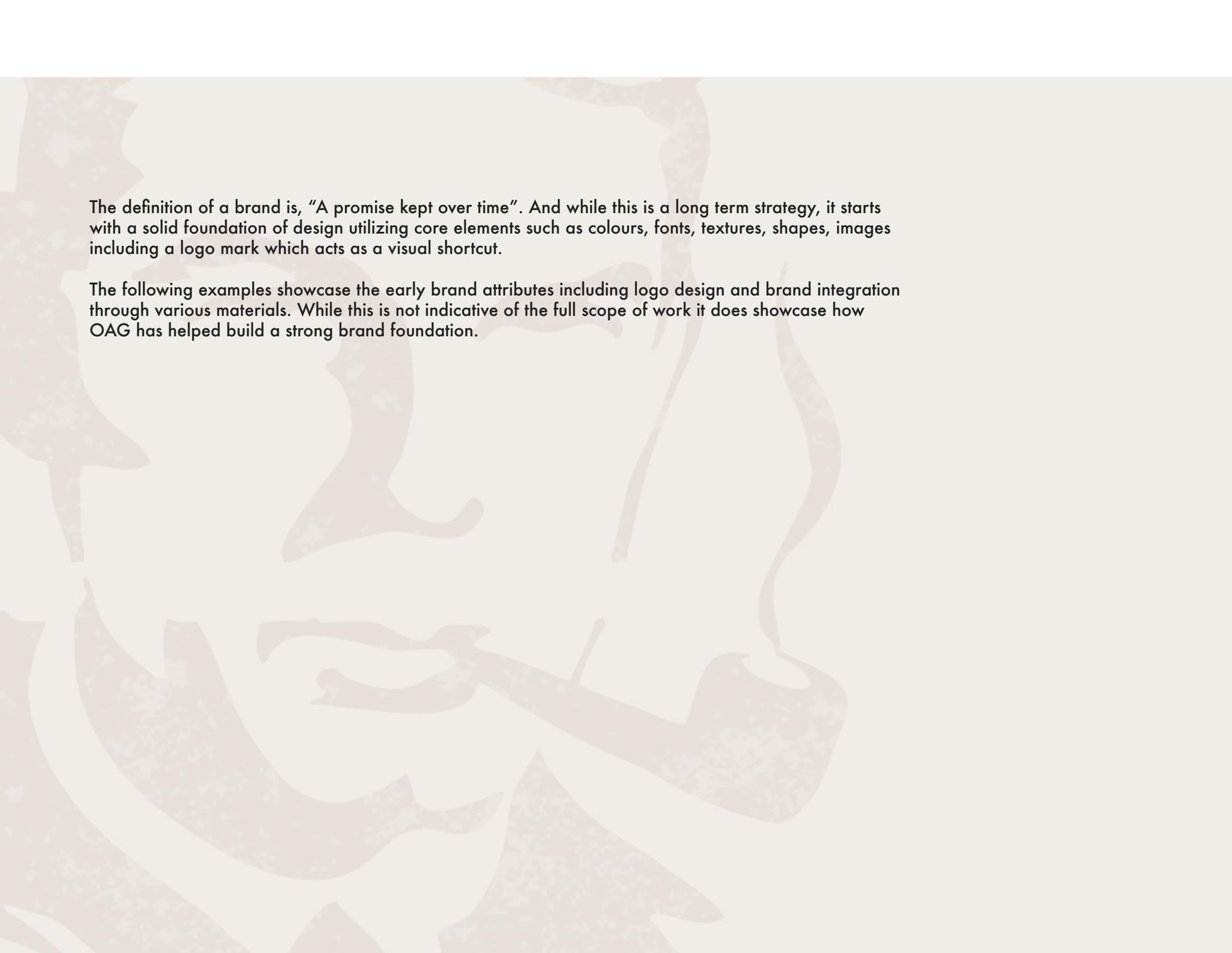




BRANDING



The definition of a brand is, "A promise kept over time". And while this is a long term strategy, it starts with a solid foundation of design utilizing core elements such as colours, fonts, textures, shapes, images including a logo mark which acts as a visual shortcut.

The following examples showcase the early brand attributes including logo design and brand integration through various materials. While this is not indicative of the full scope of work it does showcase how OAG has helped build a strong brand foundation.

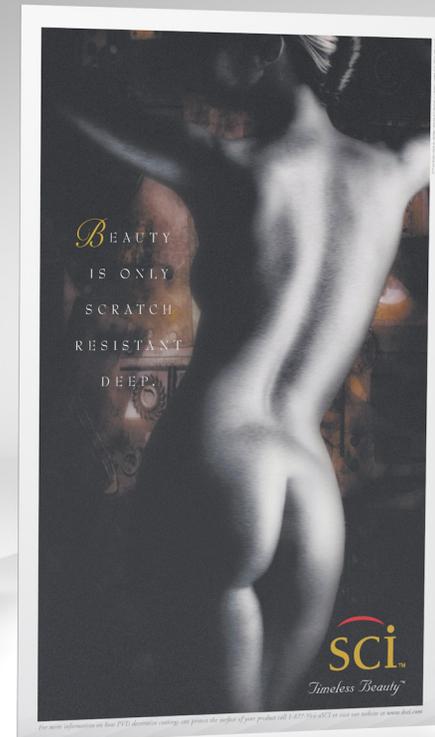
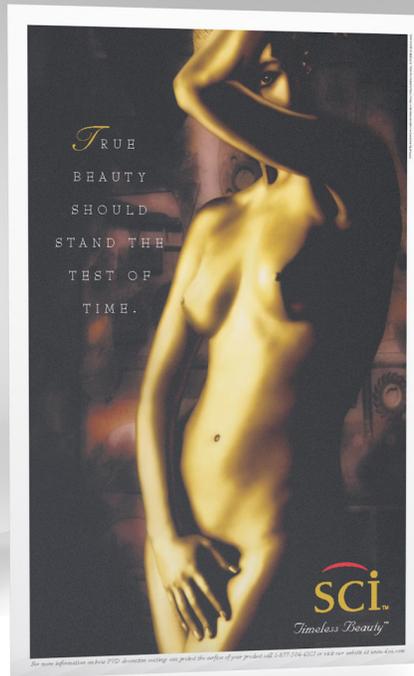
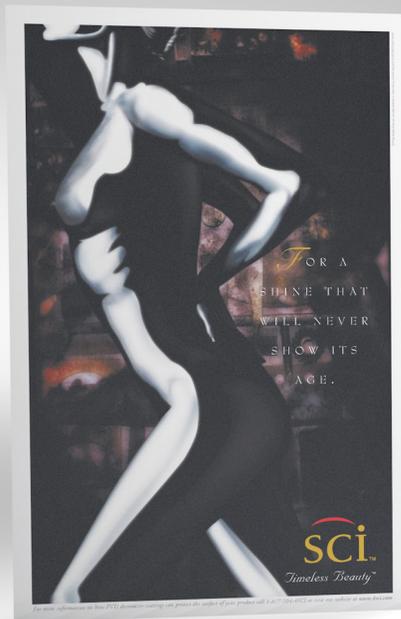


No brand is the same. It all starts with a unique logo that captures the brands character and voice.





SCI - Surface Coating Industries is a powder coating company that treats both metals and plastics. Their identity incorporated a moving paint particle described by the red arch and the gold period above the "i".



The durability and scratch resistant nature of SCI's powder coating process allows surfaces to stay beautiful longer. Positioned as "Timeless Beauty", the brand was launched with a series of bodies cast in gold, chrome and brushed aluminum.



All literature for SCI reflected the positions of "Timeless Beauty". through the use of clouds and a sundial reflecting the timeless nature of their coating process.



Product literature showcased images of metal surfaces including the female images from the launch campaign.



PVD FOR DIE CAST ZINC
Bringing a new standard of beauty.

SCI
Timeless Beauty™

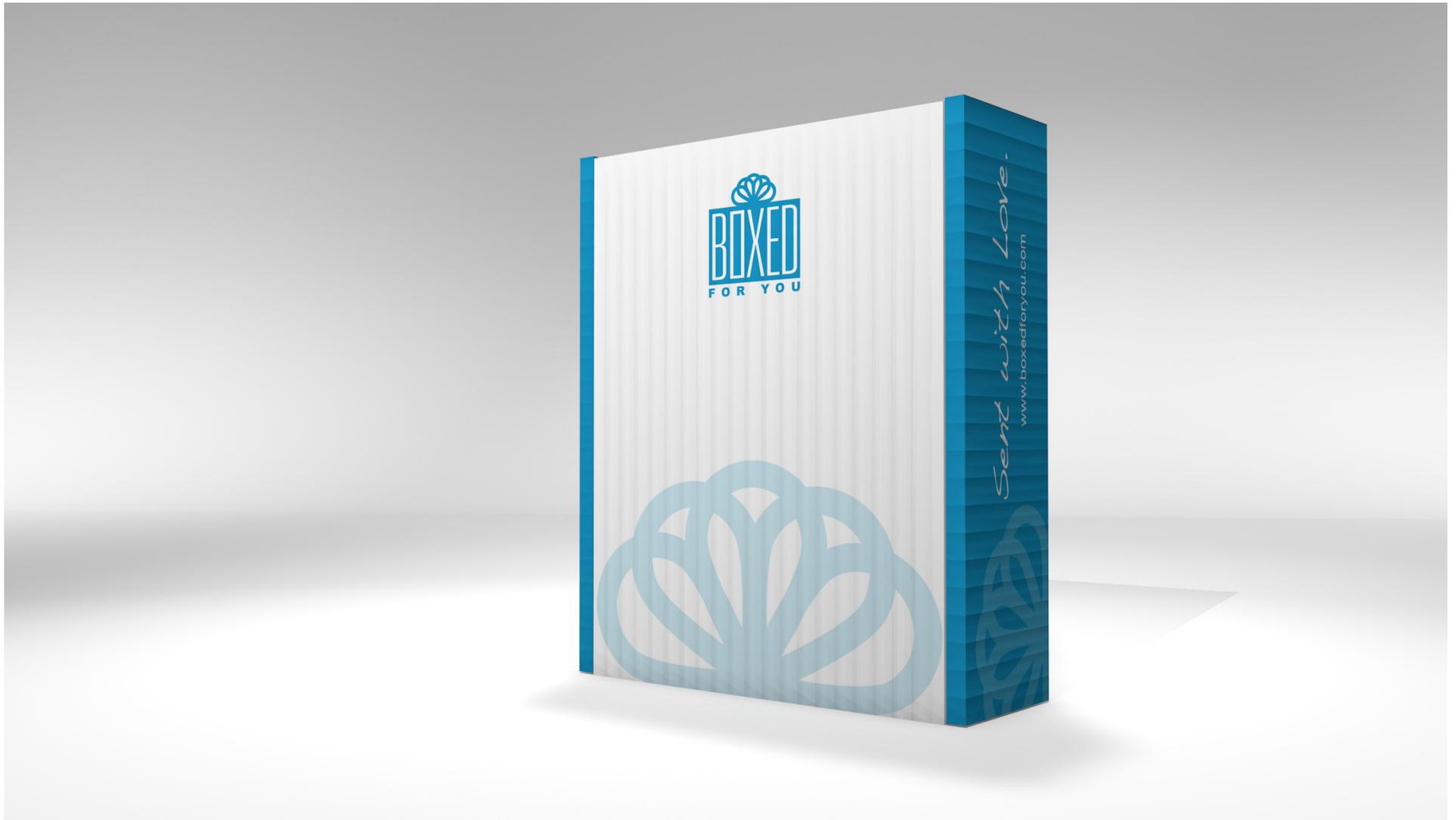
Each product brochure was colour coated to help readers separate the various coating technologies SCI had to offer.



Subtle integration of the arch and particle were introduced at the beginning of each paragraph.

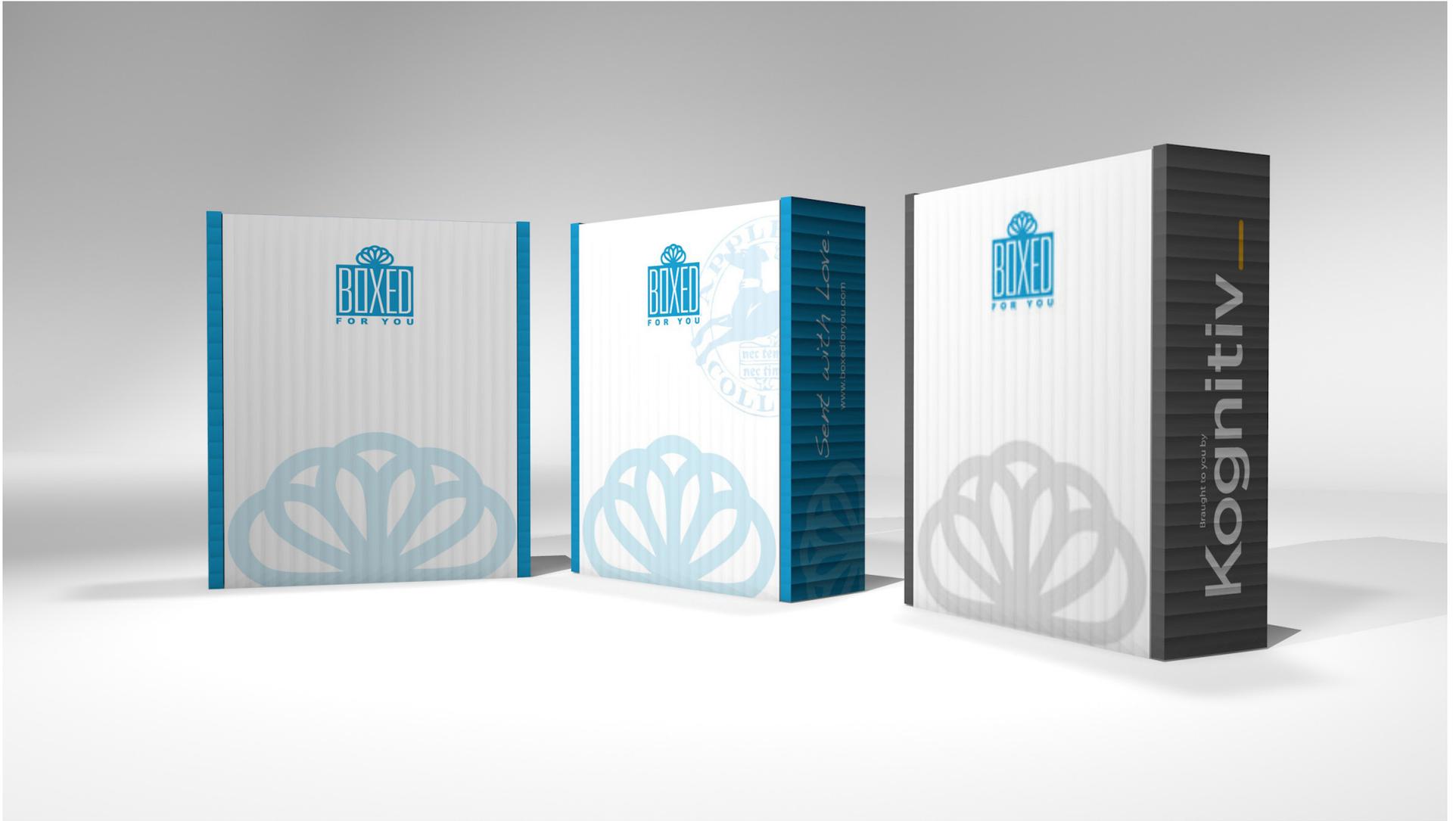


Boxed for You offers custom curated packages to family and friends. The brand development started with a logo. The bow became a signature brand icon which was incorporated into all brand communications and into packaging.



Each corrugated box was designed to feel like a wrapped gift. The bow graphic served as a brand identifier and expressed a feeling of personalization and care.

The bow also complimented the positioning, "Sent with Care".



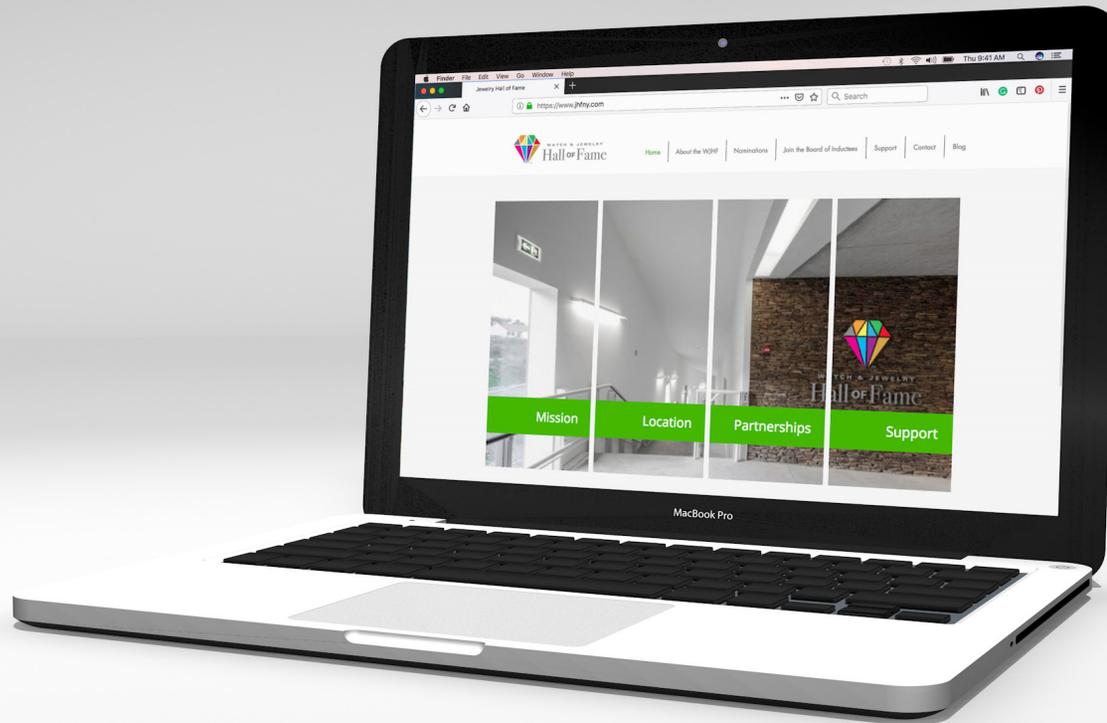
Boxes were customized to meet the needs of organizations who wished to share Boxed for You services with students and employees.



The Watch & Jewelry Hall of Fame identity was created to reflect the beauty and prestige that a diamond expresses. The colours represent the refracted spectrum of colours synonymous with the metals and stones used in Jewelry design.



Positioned as "Where Fashion Shines" the WJHF introduced a familiar New York icon in gold, silver and diamond.



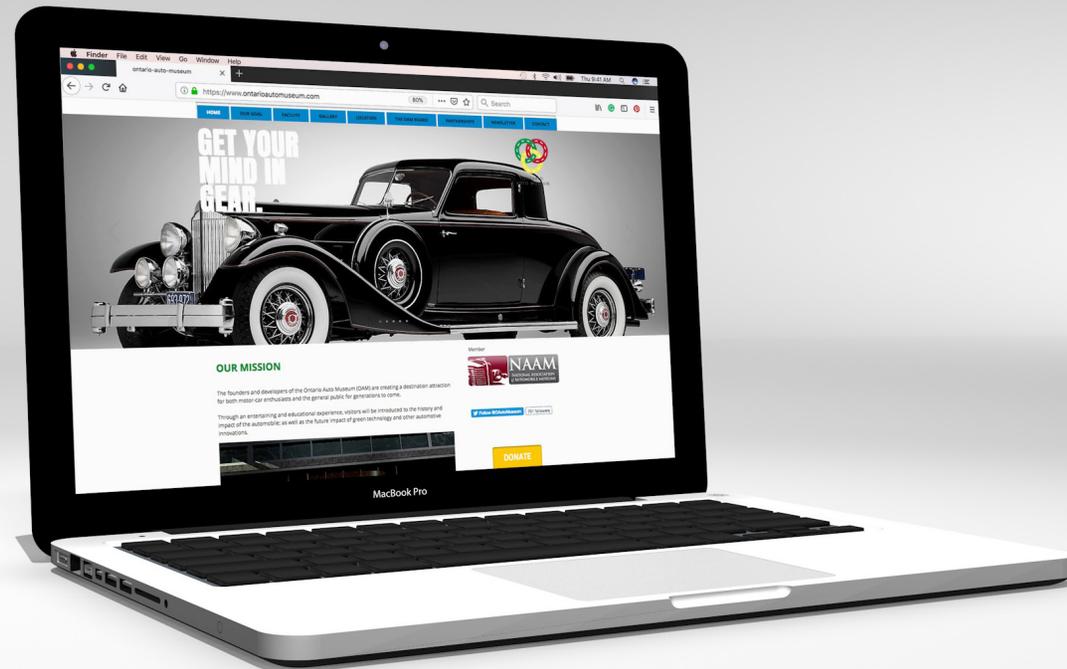
Currently at the funding stage, the WJHF website focused on demonstrating the atmosphere and potential that such an exhibit would offer.



A unique entertainment venue, the Ontario Auto Museum (OAM) identity integrated coloured roads into the shape of the Ontario trillium.



Branding for the OAM extended to interior design and signage for the proposed attraction.



The OAM website promoted an automotive focused experience and invited both automotive enthusiasts and donors to “Get your mind in gear”.



Alliance Surface Finishing adopted an identity that showcased their capabilities to apply colour to any surface. This science and technology company incorporated bold colours in the form of atoms within atomic rings in the shape of an “A”.



Directed to design engineers, ASF positioned itself as a design enabler allowing them to “Dream in Colour”.



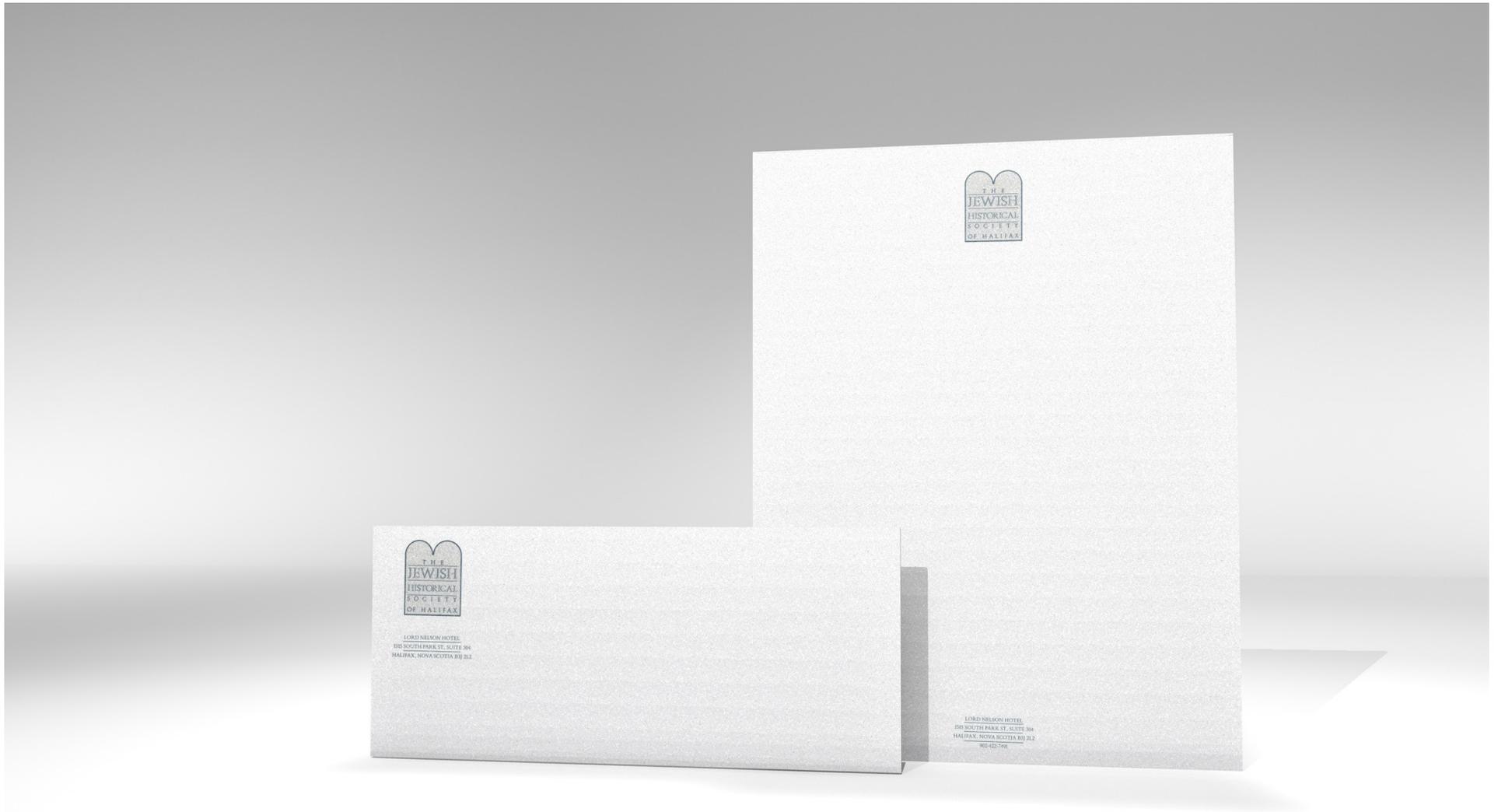
Consistent use of fonts, colours and the atomic rings in all display material delivered a unified brand experience.



Core brand elements were adopted into a dynamic website experience.



SOS brings live online support to those who need it. All SOS brand literature incorporated the familiar dot, dot, dot, dash, dash, into all elements. Presentation covers used a short flap that connects faces online with those in the real world.



The Jewish Society of Halifax came to life in the shape of stone tablets.



The CAA Preferred Partner Program integrated the shape of a highway overpass into a triple "P" identity.



Blueprint stationery utilized a traditional weathered blueprint stamp and a scale line on all its branded literature.



Mettrum is a Canadian cannabis producer who wanted to be perceived as modern and contemporary. A stylized cannabis leaf was used to compliment the all lower case identity.



WeedLocka, an emerging cannabis product manufacturer created a patented case that locks in unwanted odours. The brand identity encompasses the familiar cannabis leaf into a premium gold lock.



OAG modeled packaging and made suggestions such as embedding the logo into the case mold.



Lock in odour and freshness wherever you go.



As a lifestyle brand Weedlocka marketing would present its brand as a badge that delivers convenient odour protection and style.



In addition OAG suggested attaching brand charms (a lock and key) to ensure that Weedlocka had additional brand assets that could be attached to custom packaging and other branded products.



Branding components such as the charms would allow Weedlocka to explore custom luxury designs on their external vapour cases.



Brand development included retail display packaging as a independent cannabis carrier.

The brand was positioned as a lifestyle brand that offered the promise that WeedLocka "locks in odour and freshness".



This patented packaging solution would also be available to private label distributors such as Shoppers Drug Mart.



WeedLocka would make larger packaging available for dispensaries.



As a personal cannabis carrier brand, WeedLocka would make more decorative branded carriers available.