



**CLIENT – UNIVERSITY FIRST CLASS PAINTERS
UFCP Recruitment Drive and new branding
platforms**

Ed Vella, art direction, graphic design and production

OBJECTIVE:

To create new recruitment material and to launch new brands.

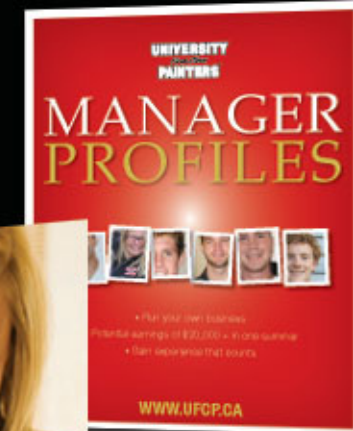
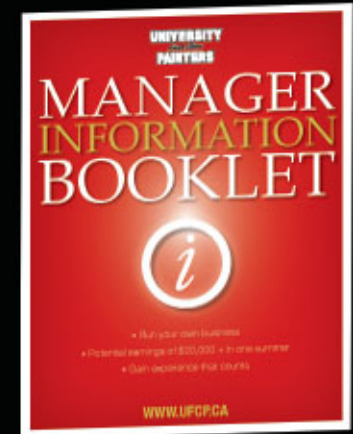
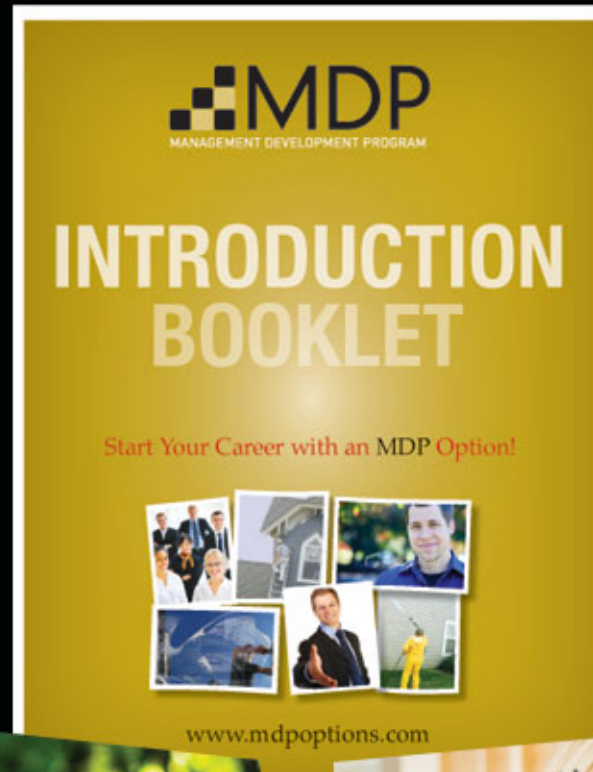
HOW WE DID IT:

We started by putting together a new colour scheme and graphic elements. We used a bold serif font for headings and for the main copy font we used helvetica neue which gave the entire design a clean, smooth look. Secondly we went to great lengths to source pics that depicted young, hip and entrepreneurial university graduates. Using these elements in a stylistically contemporary arrangement made an information booklet pop and sizzle, a managers profile booklet engage and evoke, and elicited oh's and ah's from a financial statement booklet.

For the first branding vehicle and logo we created artwork using gold and black colours and lettering. Artwork had a sturdiness and professionalism about it that was crucial to convey proper messages. This brand was accompanied by an information booklet and interactive content.

“Ed was an absolute marvel to work with...he knew exactly where we wanted to go and he executed flawlessly.”

Karen A. Benteau, Operations Director, University First Class Painters.



CLIENT – EMERGENCY MANAGEMENT OFFICE
EMO Collateral Update
 Ed Vella, art direction, graphic design and production

OBJECTIVE:
 To update EMO resource materials.

HOW WE DID IT:
 The EMO wanted to inject a new and updated look to some of their provincial information packages, while at the same time not lose any of the public recognition of the EMO brand. We wanted to engage readership and to use the new design as a means to draw them in. We did this by updating fonts and using identifiable imagery throughout two pamphlet executions. I used sourced stock imagery as well as supplied EMO staff photo's and yet still achieved a consistent look.

“Great Job. We really, really like the over-all design.”

David Rodenhiser, Communications Advisor, EMO

FACTS ABOUT 911

911 is the number to dial in an emergency. There is no charge to call 911 from any phone, including pay phones.

All Nova Scotians have access to the 911 service regardless of their choice of telephone service provider.

If you call 911 and hear what appears to be a busy tone, hang up and try the call again. If the tone persists this may be an indication that there is a problem with your phone service. Try calling from a cellular phone, seek a neighbor's assistance, or have someone who can dial back an emergency help directly.

CALLING 911 FROM A LAND-LINE PHONE
 When calling 911 from a land-line telephone, the call taker has immediate access to:

- Your phone number even if it is a pay-labeled or non-published number
- Your address

If you call 911 from a land-line telephone and you cannot speak, emergency responders can still be dispatched because your address appears on the 911 call taker's screen.

It is important to have at least one conventional phone that plugs directly into the wall. Portable phones require electricity and will not work during power outages.

CALLING 911 FROM A CELLULAR PHONE
 When you call 911 from a cellphone, the 911 call taker will not automatically know your location. It is extremely important that you know or be able to describe the location of the emergency. This information will help the call taker connect you to the appropriate emergency response agency.

CALLING 911 VIA VOIP
 Voice over Internet Protocol (VOIP) allows you to make and receive phone calls or instant conversation. Although such services often convenience it also has limitations:

- Your phone number and address may not be available to the call taker.
- Your call may not be sent directly to the nearest 911 call centre.
- If your power or Internet service is interrupted, you will not be able to be re-routed.

When purchasing a VOIP system, you should ask detailed questions about how 911 is handled. Often, they are routed via cell to the Nova Scotia.

911 CALLS REQUIRING SP ASSISTANCE
 Each call taker is trained to assist individuals who are unable to speak for the hearing or impaired.

IF ENGLISH IS NOT YOUR FIRST LANGUAGE
 Nova Scotia's 911 system provides first service service in 17 languages. The call taker will attempt to understand requests in multiple languages.






EMO
 EMERGENCY MANAGEMENT OFFICE NOVA SCOTIA / BUREAU DE GESTION DES URGENCES NOUVELLE-ÉCOSSE

NOVA SCOTIA 911

PREPARED FOR THE WOODS
 Self-Help Advice




1-866-424-5620
 www.gov.ns.ca/emo



CLIENT – IMAGEWORKS

PEI and The Greater Moncton and Area Restaurant and Menu Guides

Ed Vella, art direction, graphic design and production

OBJECTIVE:

Develop two creative executions using new imagery and a matching yet distinctive design.

HOW WE DID IT:

Two locations meant a more cosmopolitan vibe for one and a more traditional setting for the other. Colour scheme was altered between the two to enhance distinctiveness. A warm serif font was used for cover designs and throughout the booklet. Univers was our copy font. Categories were displayed along the edges of pages for easy navigation. Photoshop techniques were utilized to achieve the perfect harmony between imagery and product locations.

These guides showcased a broad base of advertisers and we utilized extra lead time for production.

“These products are a wonderful credit and should be included in your portfolio!!”

Andrea Carr-McNeill, Imageworks.

