

# sevenfold

marketing



Design Portfolio  
July 2019

branding  
strategies

Agency quality **marketing**, without the agency price.

design  
experience  
results



## Agency Quality Design



**STEPHEN ACKROYD**  
CHARTERED PROFESSIONAL ACCOUNTANT

- Design incorporates Principal's initials
- Upward arrow implies financial growth



- Wine production equipment company (A.O. Wilson)
- Clever typeface image of man drinking from wine-coloured vessel



- Design incorporates C and P in cloud shaped brand icon



- Design incorporates three F's to form the shape of an armchair




- Design incorporates white/red M and S
- Polish flag colours and crest used to connect to targeted culture market




- "Adventurista" was coined as a unique title to differentiate and describe the core values of the client



## Agency Quality Creativity




BUILT BY 2 HEARTS



BUILT BY 2 HEARTS



- Two co-founders business cards come together to form company logo



**COPA**







CONNECTEMPOWERCELEBRATEEVOLVE>>

Website excerpt



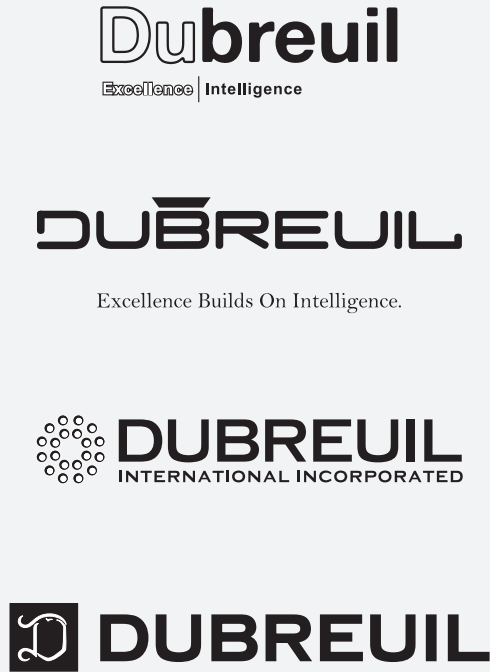
- Association's key values were identified and illustrated with icons that resemble their acronym letters

- Main brand contains design elements resembling the shape of a sword with multi-coloured handle grip, as well as a check mark in the negative space
- Red, blue and green represent the three areas of service offered, each receiving their own sub-brand logo



## Agency Quality Process



- A selection of logos was presented to an importing company who requested a 1-colour design for simple printing on boxes



- A variety of logo concepts was presented to a corporate events company, each with their own unique tagline aligned to the imagery
- Each concept tries to incorporate the shape of the letter P

Our brand development process includes a concept presentation with multiple options and iterations. We then work with you to identify what resonates and refine those elements into one finished product that represents both your core values and unique offering.

## Agency Quality Branding



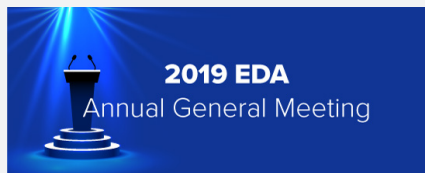
- The Electricity Distributors Association (EDA) contracted sevenfold to rebrand its annual event series
- The CON:NECT brand borrows design elements from the main EDA logo



- EDIST is an emerging technology conference/exhibition that attracts engineers and senior executives
- It received a schematic style brand to suit the technical content



- Women Connected focuses on women in the energy sector
- The brand received a softer treatment in the style of a designer label



- The AGM event kicks off a series of 3 events that share the same venue over 3 days
- The podium image suits the “state of the union” format



- The Energy Business Innovation Conference (EBIC) discusses sector advancements
- The brand style features a molecular or network pattern



- The Awards Gala follows the AGM in the evening of the same day
- The award icon is designed with the same base as the podium to link the two event brands



- CUEE is a tradeshow marketplace for utility workers and equipment manufacturers
- The brand features a topographical grid in reference to the utility field

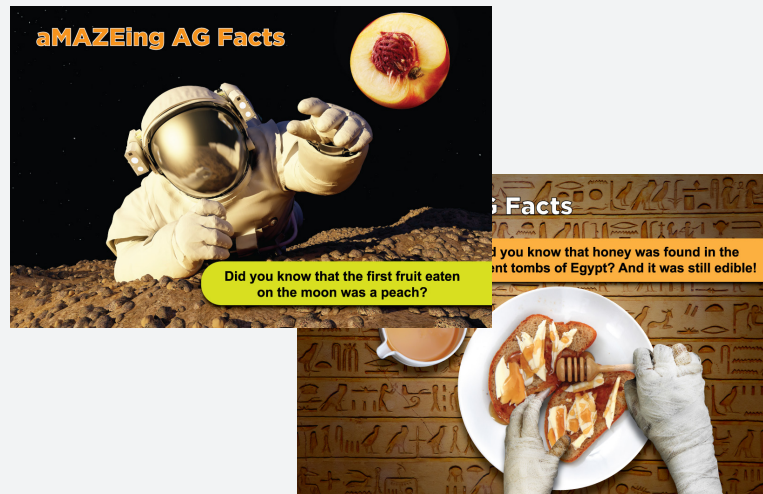


- ENERCOM bring senior executives and government officials together to discuss regulatory changes
- The modern light bulb in the word mark speaks to energy and ideas

- Each event brand leverages one of the corporate brand colours, selected to suit the theme and target audience
- This rebranding of the event series has resulted in significant year-over-year increases to registration and attendance numbers

## Agency Quality Campaigns

- sevenfold worked closely with the Royal Agricultural Winter Fair from 2013-2016 to educate children ages 8-12 about farming, food production, distribution and healthy choices
- Through an exhibit of interactive displays and activities (the aMAZEing food journey), we delivered educational and informative facts to attendees of the 10-day event each year



Agency Quality Campaigns

GOOD2GO		VS		BURN IT SLOW	
<b>HARVEST OATMEAL</b>  Calories <b>290</b> Activity Required to Burn <b>1/2 HOUR OF KARATE</b>	<b>ROAST TURKEY SANDWICH</b>  Calories <b>315</b> Activity Required to Burn <b>2 PERIODS OF HOCKEY</b>	<b>HOMERUN BREAKFAST</b>  Calories <b>830</b> Activity Required to Burn <b>120 MINUTES OF HIGH IMPACT AEROBICS</b>	<b>DOUBLE CHEESEBURGER</b>  Calories <b>720</b> Activity Required to Burn <b>29 LAPS OF A CFL FIELD</b>		
<b>GRILLED CHICKEN PITA</b>  Calories <b>300</b> Activity Required to Burn <b>1/2 OF A SOCCER GAME</b>	<b>ASIAN CHICKEN SALAD</b>  Calories <b>240</b> Activity Required to Burn <b>1 HOUR OF SKATEBOARDING</b>	<b>DELUXE CHICKEN BURRITO</b>  Calories <b>730</b> Activity Required to Burn <b>42 FRAMES OF BOWLING</b>	<b>LARGE FRENCH FRIES</b>  Calories <b>500</b> Activity Required to Burn <b>3 HOURS OF VOLLEYBALL</b>		
<b>VEGETARIAN PIZZA SLICE</b>  Calories <b>230</b> Activity Required to Burn <b>1 HOUR OF HORSEBACK RIDING</b>	<b>FRUIT &amp; YOGURT PARFAIT</b>  Calories <b>150</b> Activity Required to Burn <b>1ST QUARTER OF A BASKETBALL GAME</b>	<b>3-PIECE FRIED CHICKEN</b>  Calories <b>710</b> Activity Required to Burn <b>32 KM OF BICYCLING</b> That's from here to Oakville !!!	<b>CARAMEL ICE CREAM</b>  Calories <b>970</b> Activity Required to Burn <b>3600 STAIR STEPS</b> That's like climbing the CN Tower... TWICE !!!		

- This backlit menu board was featured in 2016 as an illustration of how healthy choices when eating out can make a big difference in your calorie intake
- All the facts and details were researched and selected by sevenfold for their impact and relevance to Canadian youth





## Agency Quality Installations



- Magna-Doodle boards mounted for quick and easy calorie calculations



- Full-size refrigerator display with plexiglass enclosure of both doors and body



- Variable data display with interactive wheel (6' x 8' size)

The Royal™  
AGRICULTURAL WINTER FAIR



## Agency Quality Execution



**DESIGN  
EXCELLENCE**

*"Co-creating your Beautiful Home"*

- sevenfold aligns with professional photographers and quality printers to produce high impact marketing collateral and go-to-market tools
- We would be happy to supply samples from our library of completed projects upon request



## Pricing Guide

BEST BALL FORMAT • CONTESTS • PRIZES • BUFFET

8<sup>th</sup> annual

# GOLF TOURNAMENT

SATURDAY, SEPTEMBER 21st, 2019  
9:00am Shotgun Start (must be registered by 8:30)

Remington Parkview Golf Club  
6400 Steeles Ave. E (East of Markham Rd.)  
www.remingtonparkview.com



**\$80 PER GOLFER**

**DETAILS:**

- open to all Canada cartage employees, friends & family
- entry fee includes green fee, shared power cart, buffet, 2-for-1 golf voucher & fabulous door prizes
- "hole in one challenge" supporting childhood cancer with a chance to win a free vacation
- sign up as a group or as a single player (you will be added to a foursome)
- \$40 deposit required by Friday August 16, full payment due Friday, September 13

**FOR MORE INFORMATION:**

**Ajax**  
Candace Cochrane /  
Betsy Brooks  
1.877.922.2115

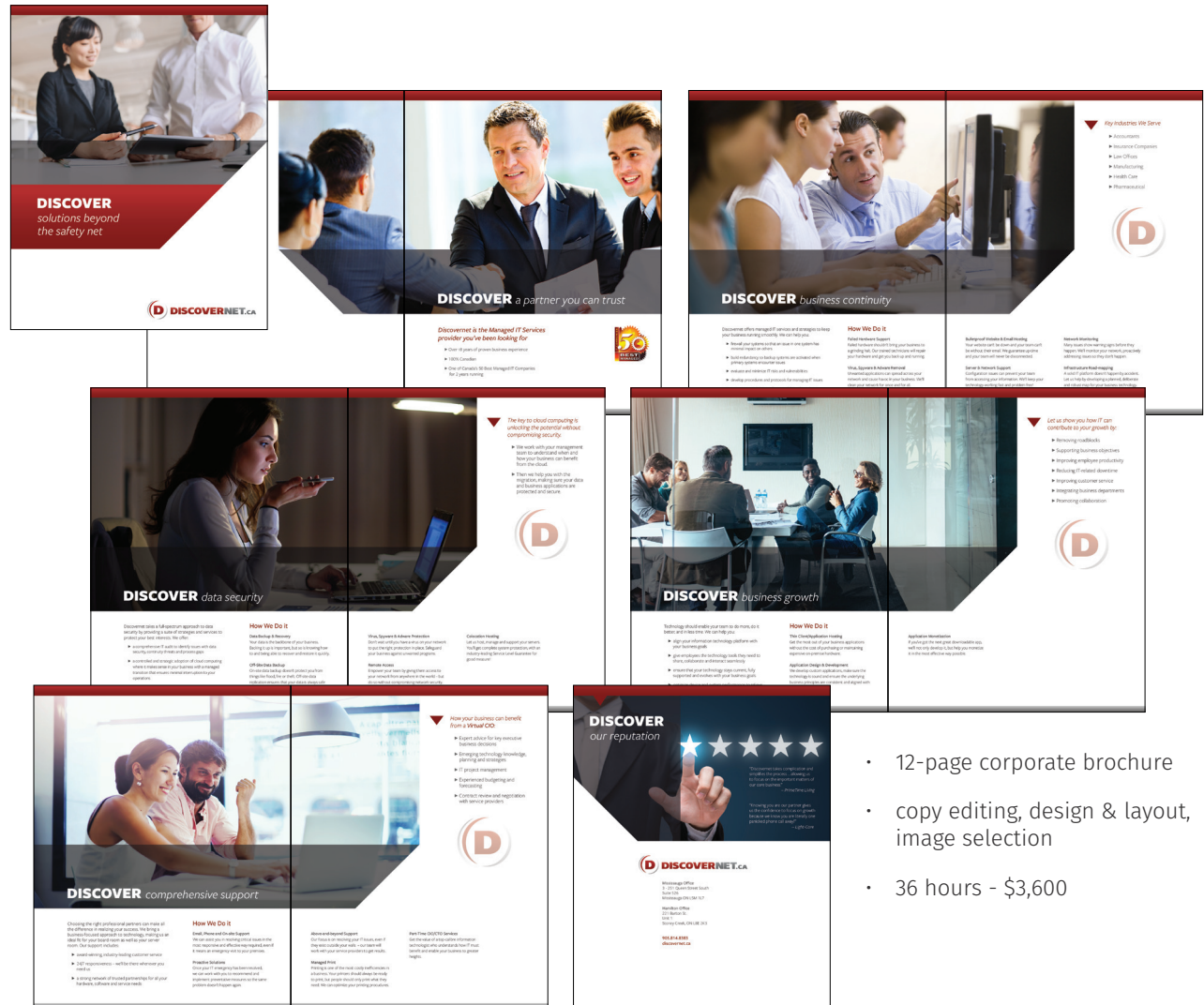
**Whitby**  
Don Cole /  
Brett Bourque  
1.877.257.7703 x2633

**Oshawa**  
Doug Erskine  
416-678-0927

**Cardiff**  
Peter Nicholson /  
Lou Forgieme  
905.564.2115

**Matrix:**  
Azed Sultan  
905.795.2200 x3033

- internal communications poster
- copy layout, image design, single page
- 6 hours - \$600



**DISCOVER solutions beyond the safety net**

**DISCOVER a partner you can trust**

**DISCOVER business continuity**

**DISCOVER data security**

**DISCOVER business growth**

**DISCOVER comprehensive support**

**DISCOVER our reputation**

**Key Industries We Serve**

- Accountants
- Insurance Companies
- Law Offices
- Manufacturing
- Health Care
- Pharmaceutical

**Discover is the Managed IT Services provider you've been looking for**

- 24/7/365 IT helpdesk and service
- 100% Uptime
- 24/7/365 IT Service Level Agreements (SLAs)

**50 YEARS**

**The key to robust computing is ensuring the essential without compromising security**

- We work with your management team to understand what you need to protect your data and your business from the cloud.
- Our experts will help you understand the implications of your data and business operations in a practical and relevant way.

**Let us show you how IT can take your business to the next level**

- Streamline operations
- Supporting business objectives
- Improving employee productivity
- Reducing IT-related downtime
- Improving customer service
- Strengthening business relationships
- Maximizing value

**How your business can benefit from a Virtual CIO**

- Expert advice for sensitive business decisions
- Emerging technology knowledge, planning and strategies
- IT project management
- Expanded budgeting and forecasting
- Contract review and negotiation with service providers

**Our Reputation**

"The service level, quality and speed of our support is second to none. We have a great relationship with the team and they are always available to help us with any IT issues we may have." - [Client Name]

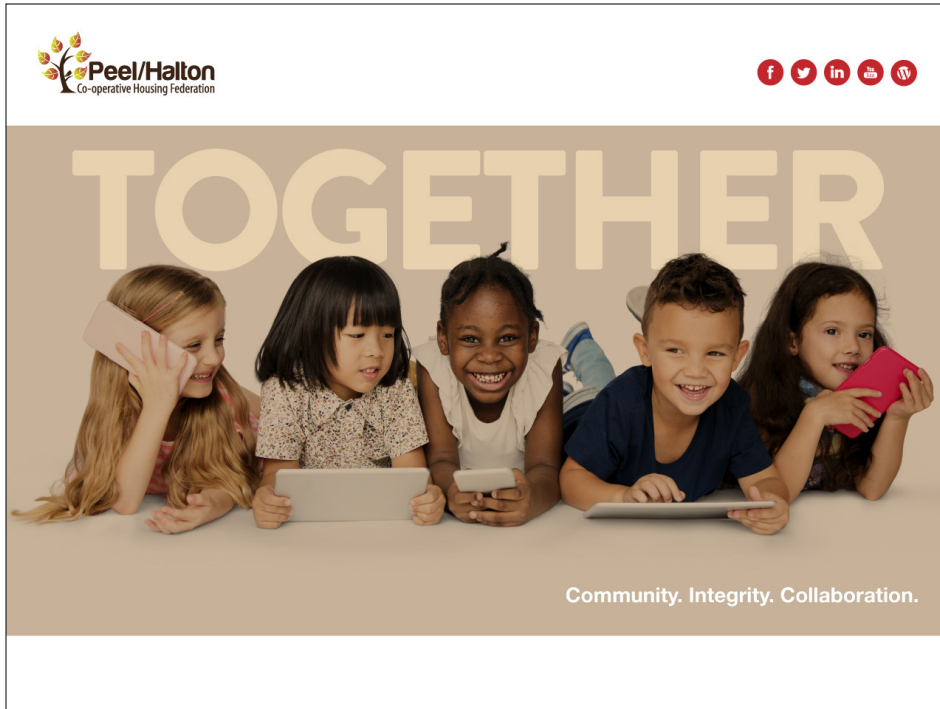
**DISCOVERNET.CA**

1000 Bay Street, Suite 1000  
Toronto, Ontario M5G 1S7  
Tel: 416-593-1111  
Fax: 416-593-1112  
www.discovernet.ca

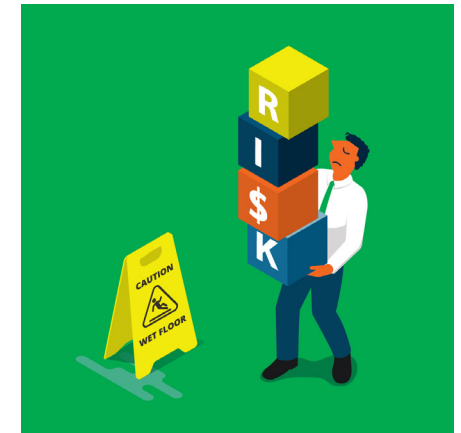
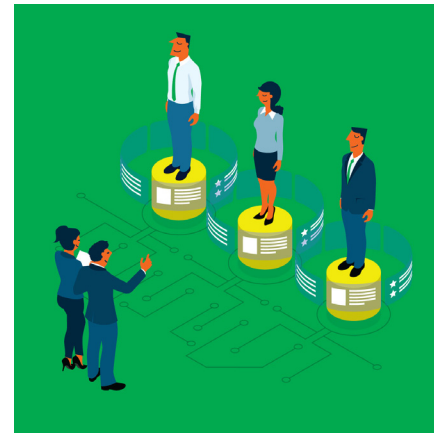
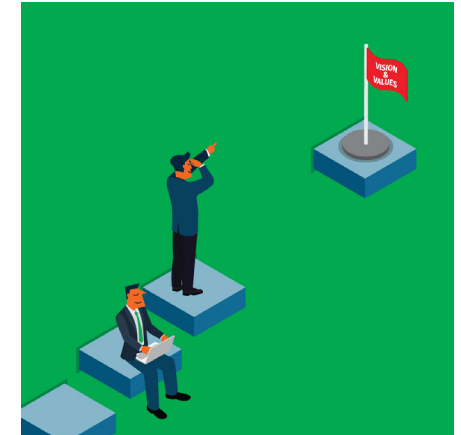
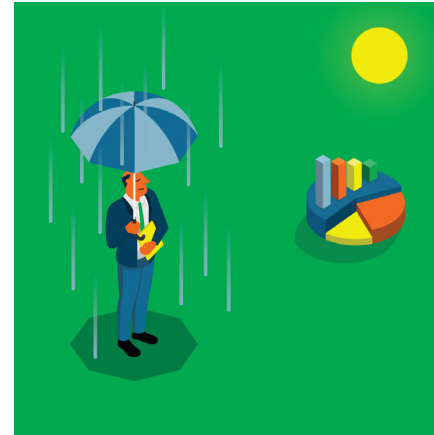
- 12-page corporate brochure
- copy editing, design & layout, image selection
- 36 hours - \$3,600



## Pricing Guide



- digital asset, screen wallpaper
- design concept
- 4 hours - \$400



- digital assets, custom blog illustrations (set of 4)
- ideation, graphic design
- 12 hours - \$1,200

# Pricing Guide

**EDA**  
The Voice of Ontario's Electricity Distributors

**CONNECT**  
EVENT SERIES

**EDIST 2019**  
ELECTRICITY DISTRIBUTION, MANAGEMENT & TECHNOLOGY  
CONFERENCE & EXHIBITION

Powering Forward on Innovation

January 16-18, 2019  
Hilton Toronto/Markham Suites  
Conference Centre & Spa  
8500 Warden Avenue  
Markham, ON L6G 1A5

**SHOWGUIDE**

- 48-page event showguide
- design and layout
- covers, agenda, session overviews, speaker profiles, floorplan, exhibitor listing, ad placement
- 60 hours - \$5,400

EDIST 2019		
7:30am	CONFERENCE REGISTRATION Markham Ballroom Foyer	
8:00am	EXHIBITOR MEET & GREET / BREAKFAST Conference Level	PLEMARY 3 - Markham Ballroom Plenary Nucare Energy & the Future Utility Business Model Richard Wang, President of EDC, Open Systems
9:30am	CONCURRENT SESSION 4 - Markham Ballroom A & B	
10:30am	OPERATIONS TRACK A Small Energy Management Technology for Energy Storage in the Smart Connected Grid Sun-Abul Haq, Specialist, ETO and Smart, Manager, Energy (Energy, Microsoft North York)	INFO SYSTEMS TRACK C Big Data & Analytics is Not Only for Regulatory and Accounting Carole Lee, Chief Mick Ricketts, Director, Assurance Development and Prevention, National Corporation
11:20am	CONCURRENT SESSION 5 - Markham Ballroom A & B	
11:25am	OPERATIONS TRACK B Applications in Grid Connected Transformer and Energy Storage Michael Adams, Study Lead, Power Group, Systems Consulting	INFO SYSTEMS TRACK D Blockchain - A New Foundation for Distributed Energy Resources? William Trough, Director, Adjunct, Learning Service Solutions
12:25pm	EXHIBITOR MEET & GREET / BRUNCH / LUNCH - Conference Level	
1:00pm	CONCURRENT SESSION 6 - Markham Ballroom A & B	
2:00pm	OPERATIONS TRACK C Change for the North Scott Lyford, Client Solutions, Distribution David Lee, Managing, Electrical Contracting Assoc	INFO SYSTEMS TRACK E Customer App Security Identification Jeff Minkus, VP Innovation & Transformation, Growth, Ontario Hydro Distribution Limited Paula Argon, Director, Client, Global
2:50pm	CONCURRENT SESSION 7 - Markham Ballroom A & B	
2:55pm	OPERATIONS TRACK D Voltage Regulation Using Smart Inverters and DSS Richard O'Brien, Chief, Inverter, Future, Energy	INFO SYSTEMS TRACK F IT Security Lessons Learned Maurice Blomert, VP, Services, Markham North York Greg Gagnier, IT, Engineering & IT, Markham North York Cory Lewis, Sr. Manager, IT, North York Hydro Distribution Limited Maurice, Senior, Ontario Hydro
3:45pm	EXHIBITOR MEET & GREET / BRUNCH / LUNCH - Conference Level	
4:00pm	PLEMARY 2 - Markham Ballroom Plenary Canada's Governance Approach to Cyber Security Robert Corbett, Director, Ontario, CCI	
5:00pm	Evening Transition Break	

**DAY 2**  
THURSDAY  
JANUARY 17

**6:00pm - 10:00pm**  
CASINO NIGHT & DINNER

**EDIST 2019**

### SPEAKER PROFILES

**Stuart Knight**  
Renowned Business Strategist  
Opening Keynote Address: **Who Needs?**  
Stuart is an award winning entrepreneur, a critically acclaimed author of two books, an expert panelist on numerous television shows, the host of a radio show, has a successful product and over twelve thousand people have named the world today in each week to watch his thought provoking advice. As a disrupter, thought leader and innovator, Stuart is recognized as one of the top 100 people in each of his respective sectors. His energy and passion is always sought after by thought.

**Luke Shantz**  
President, Accurata Projects Inc.  
AT: **Breaking Ground in Energy Storage**  
With over 20 years experience working in the commercial, industrial, and energy markets, Luke has worked with a variety of manufacturing sectors providing a broad range of maintenance and construction services and has led both new construction and renovation projects. Currently, Luke is the President of Accurata Projects Inc. to continue providing Distributed Energy Resources (DER) projects that will assist businesses and utilities achieve their energy goals, energy management, and sustainability goals.

**Stephen Williams**  
Director of Development Engineering, with  
AT: **Breaking Ground in Energy Storage**  
Stephen is an electrical engineer with a passion and energy storage focus. He is the Director of Development Engineering at with, working with utilities, ISOs, and other related bodies in order of what designed, conceptual, and full scale energy solutions.

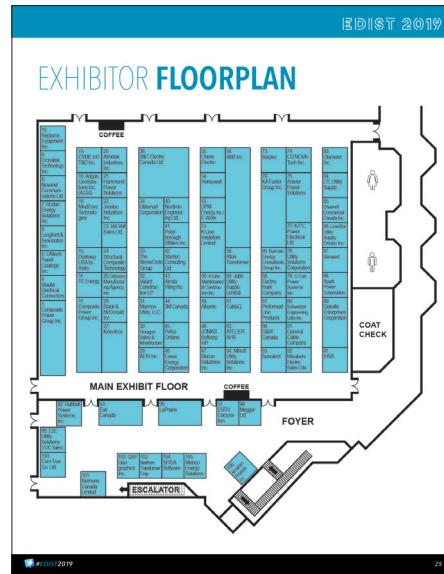
**Ed Vance**  
Sales Manager, Andry Group  
AT: **Technical & Financial Benefits of Power Transformer Life Extension Through Proper Insulation Delamination**  
Ed is the Global Sales and Product Manager for the Deyling USA brand of oilless power transformer delamination systems manufactured by Andry Trading Company, Inc. He has over 20 years of experience in operating, marketing, and providing technical support for underground and overhead transmission and distribution equipment, cable accessories, distribution transformer components, but his main focus and solution equipment all over the world. He has been directly responsible for the marketing, technical support and product development of the Deyling Delap systems for over 15 years and holds expertise in Economics, Finance, and Electric Power Technology.

**John Kiley**  
Sales Manager, West Power Controls  
BT: **Technical & Financial Benefits of Power Transformer Life Extension Through Proper Insulation Delamination**  
John is a Certified Engineering Technologist (CETech), has a BA (Honours), and an MBA (Finance & Marketing). He has 15 years of experience in sales and marketing for the electrical industry. He has worked through various companies, and founded West Power Controls, Inc. in 1991.

**Thomas Backenbury**  
Utilities Engineer, Utilities Engineer  
BT: **Technical & Financial Benefits of Power Transformer Life Extension Through Proper Insulation Delamination**  
Tom, an engineer employed with Utilities Engineers for the past 16 years, is involved with asset management and distribution equipment solutions for the electrical utility distribution system. Tom has been the asset team's transformer oil analysis at his utility that prompted interest in the Deyling oil-free oil test system.

**Brian Reed**  
IT & IT Management Practice Lead, Key Account  
AT: **What's New - CSD C22.3 No. 9 Interconnection of Distributed Resources & Electricity Supply Systems**  
With over 15 years focused on managing and growing security consulting practices, Brian has led large Canadian ITM and managed ITM clients in the Public Sector, Energy Industry and Financial Services. Brian has been a member of the Ontario Information Security Council for the past 10 years and is a member of the Ontario Information Security Council for the past 10 years.

**Brian McMillan**  
Senior Manager Practice Lead, Key Account  
AT: **What's New - CSD C22.3 No. 9 Interconnection of Distributed Resources & Electricity Supply Systems**  
Brian has over 20 years experience in Ontario utility field. He has been involved in all aspects of the electrical distribution business, including engineering, distribution engineering, operations, and customer service. Brian has been involved in related advisory research and business writing on the utility standards forum as a Director for 5 years and as President for one year, with a membership during that time in several technical committees. Brian worked as a member with the Electrical Safety Authority Utility Advisory Council for 10 years, and worked as a Director on the Board of the Electrical & Utilities Safety Council, where a member of the Ontario Information Security Council for 10 years.



**EDIST 2019**

### DAY 1 WEDNESDAY JANUARY 16

### SESSION OVERVIEWS

**9:30am OPENING KEYNOTE ADDRESS - Markham Ballroom Plenary**

**Title Needed**  
Stuart Knight, Renowned Business Strategist (pg 16)  
Imparting education and power information on our strategic solutions delivered throughout the past address sessions, can a session format, build, and get the most out of the session? How to ensure the session is a success? What are the key takeaways? How to ensure the session is a success? What are the key takeaways?

**11:15am Breaking Ground in Energy Storage**  
Luka Shantz, President, Accurata Projects Inc. (pg 16)  
Stephen Williams, Director of Development Engineering, with (pg 16)  
Our energy storage team works with manufacturers, utilities, and developers to design and integrate battery energy storage systems in North America. We are excited to share our experiences and views on the market in Ontario and across Canada. We will discuss the challenges we have designed and built in Ontario, USA and Mexico. Our presentation will cover energy considerations, equipment procurement, regulatory requirements, system integration, project challenges, and more. We will have technical representatives present to answer questions both during and after the presentation, and we look forward to an active discussion.

**Technical & Financial Benefits of Power Transformer Life Extension Through Proper Insulation Delamination**  
Ed Vance, Sales Manager, Andry Group (pg 16)  
John Kiley, Sales Manager, West Power Controls (pg 16)  
Thomas Backenbury, Utilities Engineer, Utilities Engineer (pg 16)  
Power transformers are expensive critical assets that have no spare parts, yet they enable a free flow of electricity to be delivered to the system reliability and customer building purposes. The presentation will explore the major causes of transformer degradation and demonstrate the historical and financial benefits of proper insulation delamination. Utilizing "Open Book" 2018 Agreements in Ontario and the United States, the presentation will explore the technical and financial benefits of transformer life extension, and how power transformer owners can take a critical asset to a higher level of performance. The presentation will explore the technical aspects of the product and its components. Utilizing the presentation information, the presentation will explore the technical aspects of the product and its components. Utilizing the presentation information, the presentation will explore the technical aspects of the product and its components. Utilizing the presentation information, the presentation will explore the technical aspects of the product and its components.

**Attaching the "New Transformer"**  
Brian Reed, IT & IT Management Practice Lead, Key Account (pg 16)  
Energy organizations are comprised of a diverse set of technology with assets spread across multiple sites and user communities. Identifying users and security affecting systems is a challenge in these complex environments. The presentation discusses not only what techniques against sensitive identity system gaps and encompasses the technical aspects of the product and its components. Utilizing the presentation information, the presentation will explore the technical aspects of the product and its components. Utilizing the presentation information, the presentation will explore the technical aspects of the product and its components.

**1:30pm CONCURRENT SESSION 2 - Markham Ballroom A & B**

**What's New - CSD C22.3 No. 9 Interconnection of Distributed Resources & Electricity Supply Systems**  
Brian McMillan, Senior Manager Practice Lead, Key Account (pg 16)  
Key Thompson, Lead, Consultant, Planning & Systems Studies (pg 16)  
In July 2018, CSD decided to address technological advances in Distributed Energy Resources and CSD C22.3 No. 9 Interconnection of Distributed Resources & Electricity Supply Systems. The presentation discusses not only what techniques against sensitive identity system gaps and encompasses the technical aspects of the product and its components. Utilizing the presentation information, the presentation will explore the technical aspects of the product and its components. Utilizing the presentation information, the presentation will explore the technical aspects of the product and its components.

**Faceted Circuit Protection - BC Hydris**  
Ed Vance, Sales Manager, Andry Group (pg 16)  
John Kiley, Sales Manager, West Power Controls (pg 16)  
Faceted Circuit Protection is gaining attention from distribution utilities across Canada. The use of Faceted Circuit Protection in the distribution system is a challenge in these complex environments. The presentation discusses not only what techniques against sensitive identity system gaps and encompasses the technical aspects of the product and its components. Utilizing the presentation information, the presentation will explore the technical aspects of the product and its components. Utilizing the presentation information, the presentation will explore the technical aspects of the product and its components.

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**EDIST 2019**

**Almita Piling Inc.**  
www.almita.com  
BOOTH 42  
Almita Piling, North America's Leader in the Design, Fabrication and Installation of Helical Piles since 1991. Turkey solutions include Foundation Design, Load Testing, Site Probing and Survey. Almita employs 180 staff including 9 Engineers across Canada and the US. With sites of the art fabrication facilities in AB & ON and regional offices in BC, AB, SK, MB, ON and Colorado, Almita Piling proudly provides the Power Transmission & Distribution, Oil & Gas, Renewable Energy Sector and Commercial & Industrial Sectors.

**Angus GeoSolutions Inc. (AGSI)**  
www.angusgeo.com  
BOOTH 18  
AGSI's Geo360 software platform assists electrical utilities by delivering both real time and historical operational data and integrated asset and customer-related information to enhance business effectiveness. Our integrated suite ranges from Asset Analytics, Outage Management, Mobile, Customer Care and more.

**Andry Group**  
www.andry.com/en\_us.html  
BOOTH 75  
At Andry, we enable the connected world. By building, connecting, protecting and growing valuable assets and critical infrastructures, we help to sustain and grow businesses and communities worldwide. We accomplish this by offering full-line solutions, technical intelligence, supply chain expertise and an unmatched global distribution network.

**ATELIER AHR**  
www.ahrlab.com  
BOOTH 43  
ATELIER AHR team cumulate a wide experience on high voltage apparatus. Our worldwide network of contacts and specialized suppliers, developed over years, allows us to offer adapted solutions to ensure life extension, reliability, and security of existing equipment. We offer: OI Containment system, GIS composite repair, LTC contacts, CBCT contacts & spare parts, HV capacitor.

**Richard Emard**  
r-emard@ahrlab.com

**Bill Lesson**  
bill@arcadeprojects.com  
A leading energy solutions provider, supporting commercial, industrial and utility partners. All aspects of our projects are completed in-house by our core staff administration, design technicians, project managers and certified skilled trades. With 20 years of electrical, mechanical, and project installation experience, we've developed a proven project and partner approach.

**Alta Transformer**  
www.altatransformer.com  
BOOTH 59  
Custom Power Transformer Manufacturer  
Dry Type Power Transformers - Up to 20 MVA 44 KV class, 200 BIL  
Liquid Filled Power Transformers - Up to 30 MVA 72 KV class, 350 BIL

**Sam Valenzano**  
sam@altatransformer.com