

**janine ★
thomas**

Royal LePage Commercial

Royal LePage

Project Scope

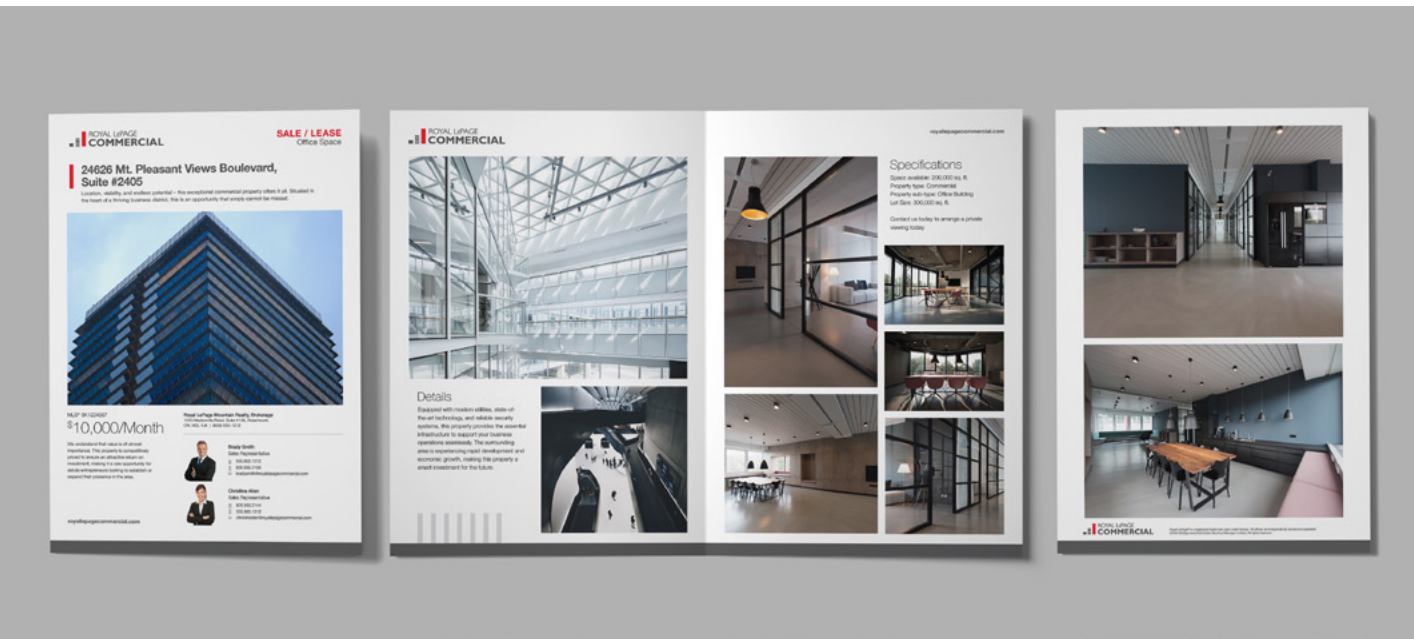
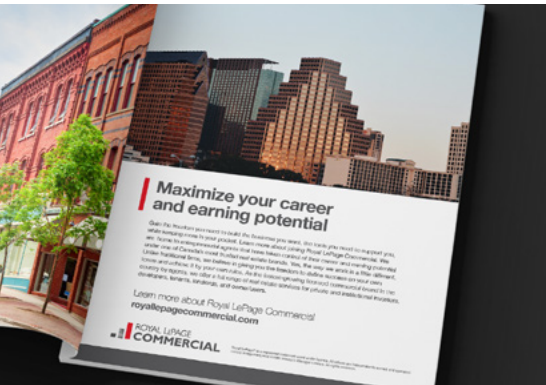
Branding, Print Design, Motion Graphics

After working with [Royal LePage Canada](#) for many years, they decided to give their [Commercial](#) division a visual refresh that strengthened the connection to the parent brand. They also wanted a flexible design system that reflected the modern and innovative needs of the organization. The existing identity lacked a significant link to Royal LePage, and all of the recognition and trust that it might bring, and brand assets such as signs, stationery, presentation decks, social media templates, and other recruiting tools were in need of a refresh to bring better consistency and reflect the modern tools and approaches that franchise owners preferred.

Leveraging key elements from the familiar Royal LePage identity, the new Commercial logo helps maintain consistency and build instant recognition. Accent elements, inspired by the skyscrapers icon, feature heavily throughout the branded materials, and provide a structure, depth, and a strong foundation for all types of content. The refreshed visual identity is modern, sleek, and represents the fresh, innovative, exclusive, and knowledgeable people behind the brand.

[watch the recruiting video](#)

[see the brand guidelines](#)



Institute of Population and Public Health

Canadian Institutes of Health Research

Project Scope

Branding, Editorial Design, Motion Graphics, Illustration

The [Institute of Population and Public Health](#) (IPPH) is an institute nested under the [Canadian Institutes of Health Research](#) (CIHR). IPPH's mission is to improve the health of individuals and communities and to promote healthy equity both nationally and globally. They also support research into the biological, social, cultural, and environmental factors that affect the population.

IPPH needed both a public-facing report and video that shared the progress that was made in their three priority areas, as well as act as a tool to direct their work in the future. This document and video needed its own unique brand system to differentiate it from other CIHR institutes and initiatives. A bold colour palette was chosen to clearly separate the four sections of the report, as well as a library of inclusive illustrations and a customized typeface used for headlines were developed for the brand.

Both assets were created in English and French.

▶ watch the video

📄 see the full report



Select Food Products

Project Scope

Branding, Packaging, Environmental Graphics, Motion Graphics

Awards

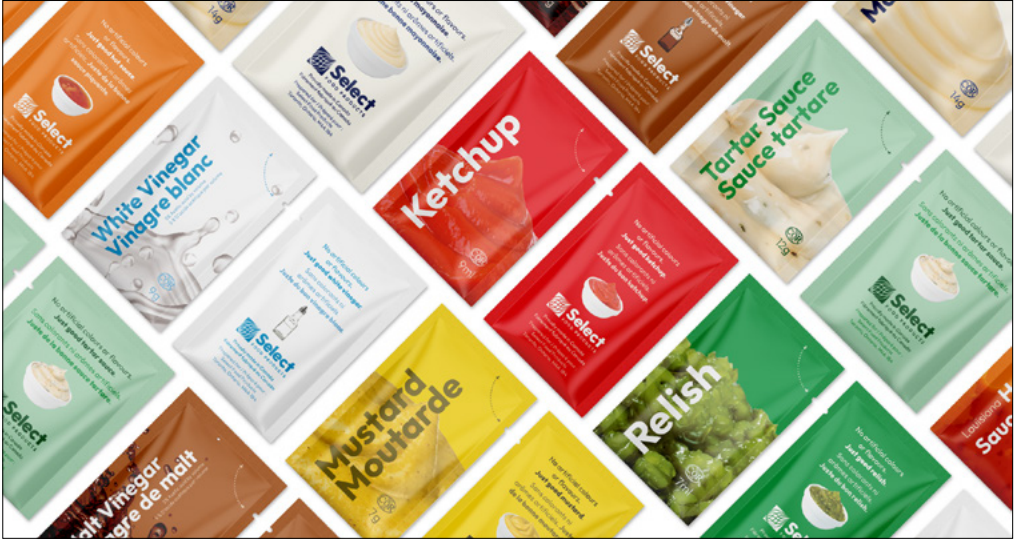
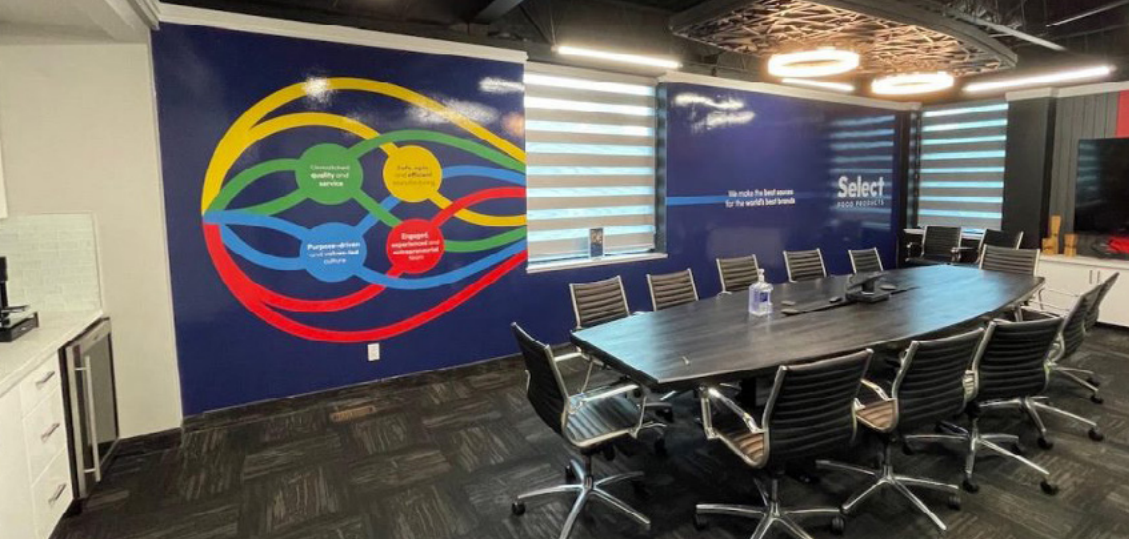
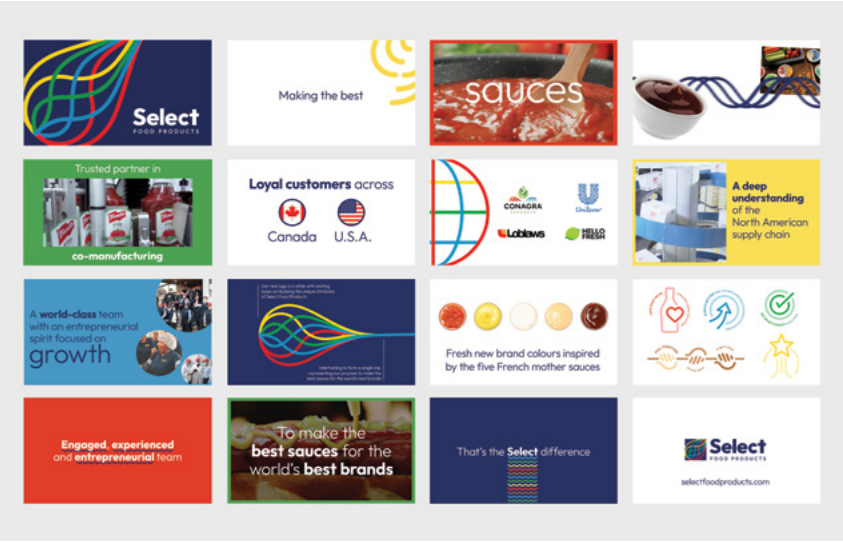
- ★ RGD Branding Award, 2023
- ★ Davey Award, 2023

Select Food Products was looking for a fresh visual identity to convey a bold future full of innovation and growth.

At the centre of the new identity is “the whisk”, which is essential for the perfect blend of flavours and textures in sauces. Each bold colour of the whisk’s tines (inspired by the “Mother Sauces” in French cuisine) signifies one of Select’s key attributes, intertwining to form a single line representing their purpose: To Make the Best Sauces for the World’s Best Brands.

The design process led up to a brand launch event which showcased the culmination of the new brand assets. These included a new exterior sign, team t-shirts, boardroom environmental graphics, a PowerPoint sales deck, and a video that introduced the refreshed identity. It also included new sauce sachets and refreshed packaging labels for their 54 products.

- ▶ watch the branch launch video
- 📄 see the brand guidelines



Salad King

Project Scope

Branding, Web Design, Social Media, Print Design, Environmental Graphics, Digital Design, Illustration

Salad King has been a Toronto institution since 1981, serving delicious Thai food to over 1000 guests a day. A favourite among Toronto Metropolitan University students, this restaurant is known for its super “secret” Thai Islamic Noodles and it’s one-of-a-kind Chili Scale. Salad King recently opened a new location at Queen and McCaul, which provided an opportunity to refresh the brand and give it a more “grown up” look. The project consisted of four large wall murals, [a website](#), two signs, two glass decals, printed menus, a digital menu box, and an ongoing [social media](#) retainer to maintain their four social channels.

The main challenge of the brand refresh was to maintain the playfulness and humour of Salad King while appealing to a more mature and sophisticated audience. Inspiration for the bold patterns came from the colourful silk scarves that are often sold in Thai markets, and the bold colours were inspired by Thailand’s Wat Rong Suea Ten (also known as The Blue Temple). At first glance, the new Salad King patterns look fairly traditional, but each pattern incorporates some element of the restaurant, from ingredients in dishes to the classic crown. These “Easter Eggs” are sprinkled throughout the new restaurant, which adds an additional layer of depth to delight the audience.



AZ Awards

Azure Publishing

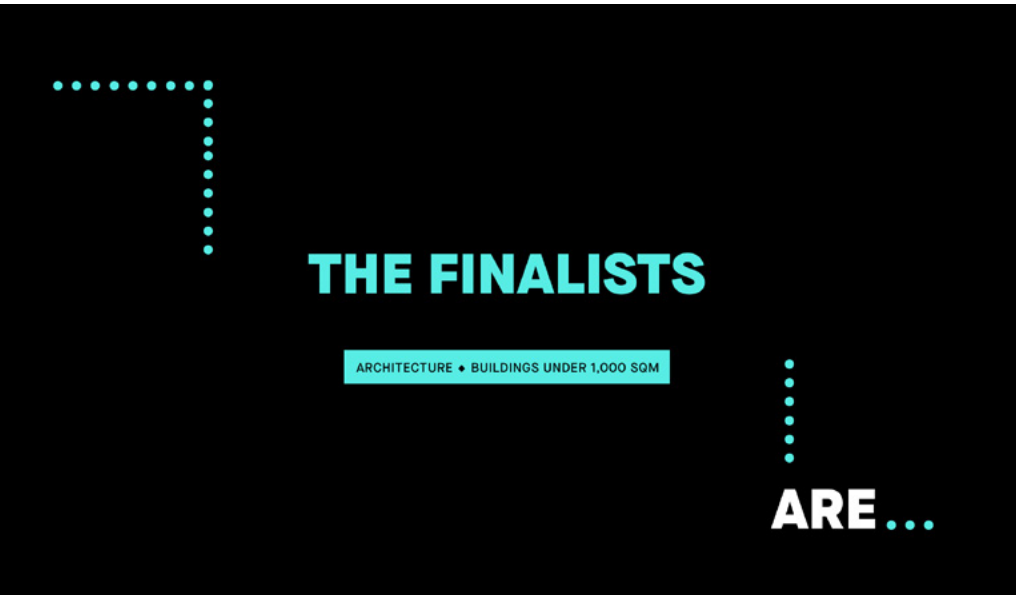
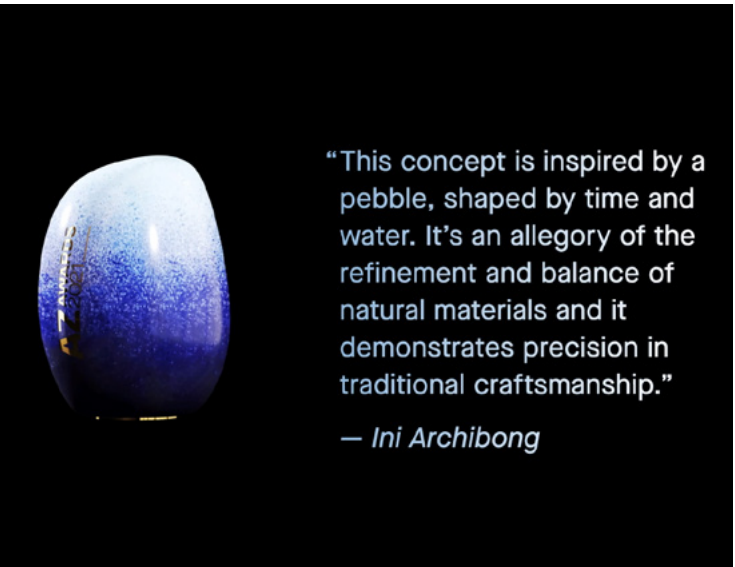
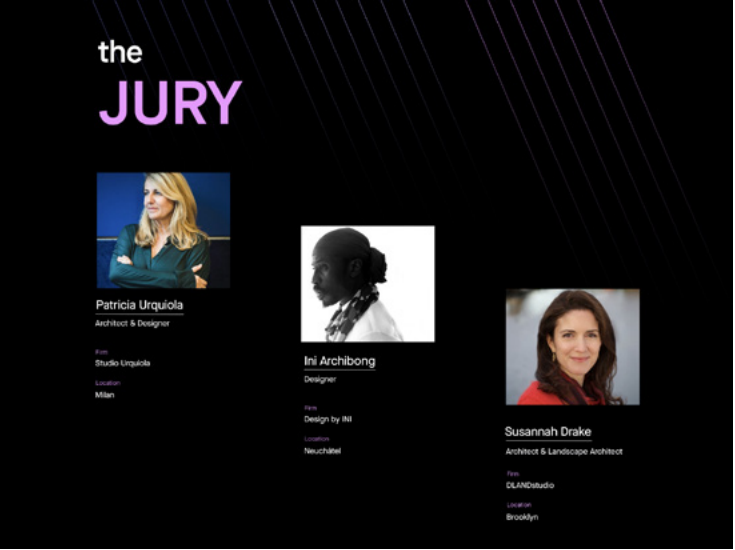
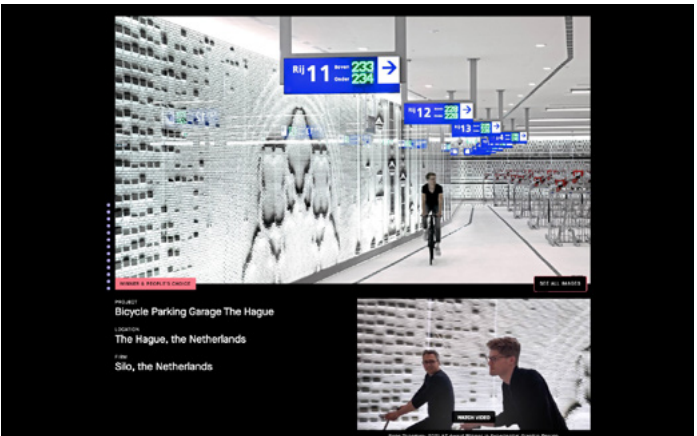
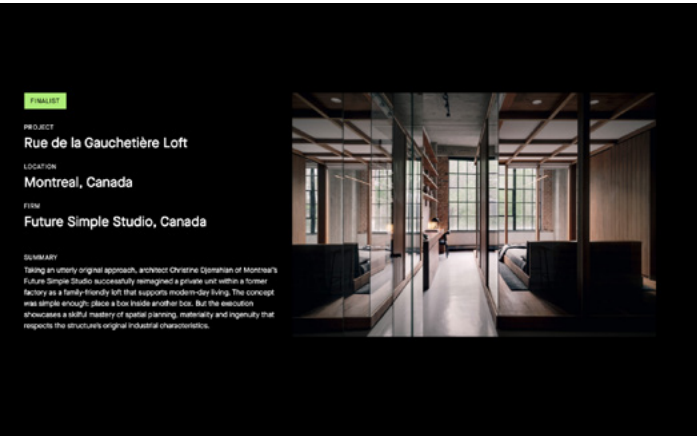
Project Scope

Branding, Website Design, Motion Graphics, Social Media

For more than a decade, AZURE Magazine’s AZ Awards has celebrated the best and brightest in architecture, design, and interiors. After redesigning the [main magazine site](#), and in the midst of the pandemic, my team was asked to rethink what an online gala could be.

Providing a mix of real-time and asynchronous experiences, the 2021 AZ Awards allows visitors to explore the winners and finalists, learn more about the jury, trophy, and legacy of the awards, and engage in meaningful ways with the AZ Awards partners and sponsors. Video content is used sparingly and for the biggest possible impact, in order to elevate the gala beyond a passive viewing experience. The reveal experience is structured around a main ‘welcome’ page that highlights key facts and figures, spotlights the jury and trophy, and then transitions into a ‘rolodex’ of award categories. While the Welcome page is a rich, guided narrative, the interior of the site is structured around the various categories of the awards, and can be browsed in the order, and at a pace the user is most comfortable with.

 [explore the site](#)



thank you!

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