

PORTFOLIO

DESIGN

As the eyes are the windows to the soul, design is the window to your image.

Great design reveals to your audience the real you. Not just window dressing, design is an essential part of your total Persona. **For design that opens eyes, look at Persona.**



STRATEGY & CREATIVITY

"Killer Creative."
Marketing Magazine



P E R S O N A C O R P

IMAGE YOUR SUCCESS

I D E A S



“All great ideas are dangerous,”

said Oscar Wilde. Without ideas what chance is there that change will occur?

Great design ideas are a union of **creative and strategic thinking**. Great design is driven by image and results. What face do you want to present to your audience?

What is your **objective** in reaching that audience? Find out how dangerous a great idea really is. **Persona**.



BROCHURES



Tridel: The Richmond

Multi-award winner illustrating the "hip" lifestyle in a downtown condominium from Tridel: targeting the young and active crowd.



Contemporary Personnel

A new, up-to-date image for this personnel placement agency won several international design awards. This is their services brochure.



Atlas Mutual Funds

Multi-award-winning RSP kit is sent to financial advisors across Canada. The company's logo is brought to life in the cover illustration.

"Grand award...in honour of your world class achievement in design."

The Astrid Awards, New York



Genie Awards

Multi-award-winning print materials for the Academy of Canadian Cinema and Television's prestigious 15th anniversary Genie Awards.



LINK Magazine

Conceived, designed and written by Persona, LINK Magazine is a powerful marketing tool for D-Link Networks, distributed to more than one hundred thousand IT specialists and computer network resellers across Canada.



P E R S O N A C O R P

IMAGE YOUR SUCCESS



Gemini Awards

Award-winning publication for the Academy of Canadian Cinema and Television's Gemini Award show.



Tridel: Governor's Hill

The target for this best-in-show sales brochure is the up-market condominium buyer. Governor's Hill is a Tridel project.



CIBC

A look designed to target the business sector for CIBC corporate banking services.



"Your creative is always excellent."

Ontario Human Rights Commission



Oakgrove Press

A showcase piece for Oakgrove Press created by Persona, this stunning brochure highlights our creative and Oakgrove's many printing techniques.



P E R S O N A C O R P

IMAGE YOUR SUCCESS



VoicelQ

A positioning image for a leading Canadian hi-tech company providing digital recording solutions for courts and medical users. Inset: one of a series of product brochures.

AppleTree

Popular posters created for health food store selling organic vegetables: the image, comfortable, healthy, familiar.

ANNUAL REPORTS



Atlas Mutual Funds

Annual Report mailed to over 180,000 investors, produced in both English and French.

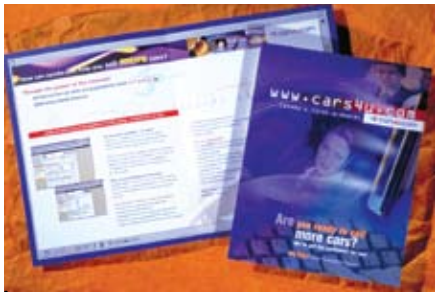


Ecruiteer

An unconventional annual report format for a leading on-line recruiting company.

"You are very original, dynamic, thought-provoking."

Nabisco



Cars4U

Annual report for Canada's first completely on-line car dealership where buyers can "log in, drive out."



Inmet Mining

Some of the original photography by Persona for this mining company's annual report.



P E R S O N A C O R P

IMAGE YOUR SUCCESS



DISPLAYS



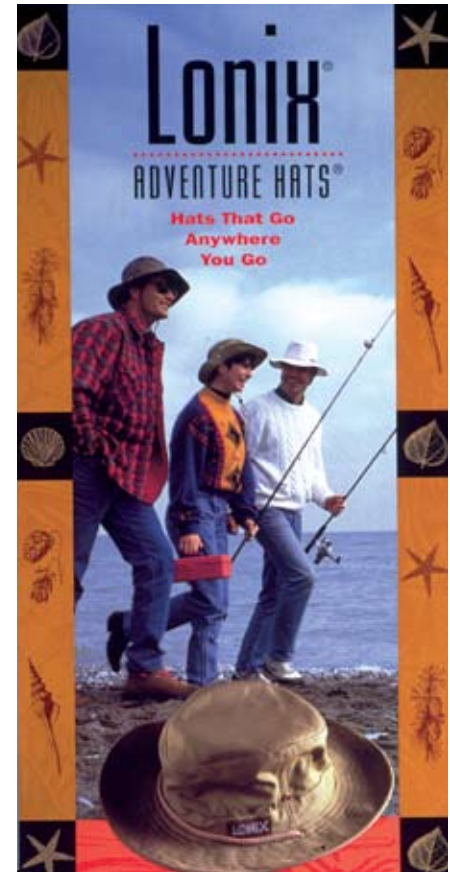
Softsmile Corporation

Maintaining credibility while being noticed was the strategy used to launch a new "virtual visualizing" tool for orthodontists.



Tridel's Consilium billboard

On-site billboards feature "Keith and Brenda," our signature lifestyle couple for this condominium project.



Parktown Hats P.O.P.

An outdoorsy look for the "adventure hats" that "go anywhere you go."



D-Link Networks Exhibit

This trade show booth is one component of a complete image rebuild for D-Link Networks.



Fairview Mall

Easter bunny at Fairview; banners were hung throughout mall.

"Brilliant!

I congratulate you."

The Academy
of Canadian Cinema
and Television

7



P E R S O N A C O R P

IMAGE YOUR SUCCESS

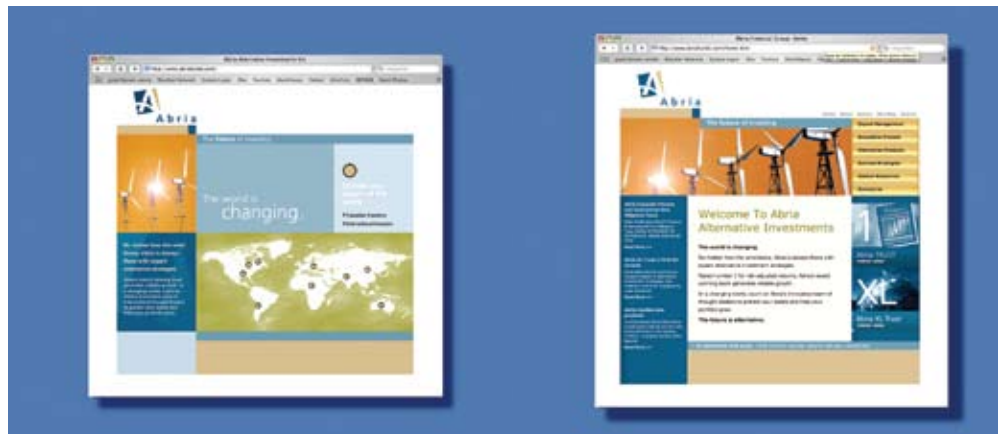
WEB DESIGN



Antique Zen

A web site that showcases Buddhist art and antiques from the orient. All items shown are for sale and are accompanied by information about their origin and significance, multi-view photos and description.

■ www.antiquezen.com



Abria Financial Group

Web site landing page and home page for Abria Funds, an alternative investment company. The wind turbine, a source of "alternative" energy, is used in all materials symbolically to reinforce image.

■ www.abriafunds.com

"I'm absolutely excited by your work — the best we've ever seen. We're thrilled."

Merrill Lynch



P E R S O N A C O R P

IMAGE YOUR SUCCESS





Oakgrove Press

Imagery throughout this printer's web site is taken from promotional brochure created by Persona. Navigation is simple, contents are easy to read, the message is clear.

■ www.oakgrovepress.com



KD Farms

At KD Farms, nature rules. Everything is done the natural way - organic vegetables, Icelandic horses raised on organically grown hay, and sharing the land with the local wildlife.

■ www.kdfarms.com



P E R S O N A C O R P

IMAGE YOUR SUCCESS

PACKAGING



“While image is often thought of as art, Persona also brings the science.”

Profit Magazine



Jamieson Vitamins

Original illustration and distinctive word treatments for four different supplement products.



Letraset

Multi-award-winning boxed set allowed Letraset to “sell” their main marketing catalogues.



Aquazone

Unique “virtual life” computer software point-of-purchase packaging for 9003 Inc.’s highly successful North American launch.



Coors

Persona’s innovative creative exploited a public relations opportunity by disguising a press release as packaging for our launch of Coors Talking Can. Talk about a splash!



P E R S O N A C O R P

IMAGE YOUR SUCCESS



O T H E R S

**“They have built
Toronto’s hot shop.”**

HOW Magazine



Amer.com

Award-winning catalogue turns their logo into a spaceship for a US-based direct sale computer network company. “Spacey” design is impactful and fun.



Christie Brown & Co.

Multi-award-winning special event image and marketing materials for internationally famous book awards.



Shaw Communications

Award-winning launch mailer for Shaw Fiberlink, the fiber optic division of Shaw Communications.



IBM

Multi-award-winning direct mail program created to launch new AS/400 programming product. This impactful design has been used by IBM worldwide.



The Winston Academy

The challenge: to be impactful but credible. Award-winning mailer was sent to affluent parents looking for alternative education for their special children in the Miami area.



Ontario Tourism

Streamlined 32 publications down to four, dramatically reducing budgets. The impactful “magazines” enabled us to offset costs by selling ad space.

11



P E R S O N A C O R P

IMAGE YOUR SUCCESS

CLIENT LIST

Arts and Entertainment

- Academy of Canadian Cinema and Television
- CBC TV
- CFTO TV
- Fox TV
- Gemini Awards
- Genie Awards
- Ontario Arts Council
- Robert Stallman Flutist
- Sony Music
- Stratford Festival

Associations and Charities

- Autism Society of Canada
- Canadian Education Association
- Canadian Figure Skating
- Catholic Church of Canada
- Heritage Foundation
- Hospital for Sick Children
- TSSA
- World Preferred
- Workers' Compensation Board

Consulting and Services

- Andersen Consulting
- Deloitte & Touche
- CCNS, The Information Place
- Centra Gas
- Contemporary Personnel
- Deucalion Disaster Recovery
- Ecrutier
- Home Express
- Market Facts
- Marshall Macklin Monaghan
- National Public Relations
- Hydro
- Profile Investigations
- Tigertel UTR

Distributors and Wholesale

- Accenta
- Letraset
- Lenbrook
- Rodenstock Eyewear

Education

- Ministry of Education
- Ministry of Colleges and Universities
- School Voyagers
- The Winston Academy
- York University

Ecommerce

- Amer.com
- Antiquezen.com
- Cars4u.com
- ecrutier.com

Events

- Autism International Conference
- Christie: Children's Book Awards
- Paris Air Show
- Purina Hall of Fame

Fashion and Accessories

- Lonix
- Parktown Hats
- Urban Warrior
- Zoo T

Finance and Insurance

- Acuity Mutual Funds
- Atlas Mutual Funds
- CIBC
- Comtech Credit Union
- Laurier Life
- Merrill Lynch
- Midland Walwyn
- Montreal Trust
- National Trust
- Royal Insurance
- Retrocom
- Sun Life
- Trout Trading

Food and Beverage

- Appletree Natural Foods
- Becker's Best Cookies
- Coors
- Nestlé
- Foodland Ontario
- Miller Genuine Draft
- Molson Brewery

Government

- Ontario Human Rights Commission
- OMDC (previously OFDC)
- Ontario Ministry of Agriculture and Food
- Ontario Ministry of Citizenship and Immigration
- Ontario Ministry of Community and Social Services
- Ontario Ministry of Culture
- Ontario Ministry of Education
- Ontario Ministry of Economic Development and Trade
- Ontario Ministry of Health
- Ontario Ministry of Training, Colleges and Universities
- Ontario Ministry of Tourism and Recreation
- Senior's Secretariat

Information Technology and High Tech

- 9003 Inc. Aquazon
- Bryker Datasystems
- Castek Software
- Digital Sound
- Hoover & Nebrig
- D-Link
- FTG
- IBM
- Idenovo
- Info
- Insystems
- ISN
- Lean
- LSF Software
- Platform Computing
- Silcom
- SMART
- Soft Smile
- Voice IQ
- Whisper

Manufacturing

- Armor Tile
- Arvin
- Boeing Canada
- Bosch
- Castle Top
- deHaviland
- DSC
- Gescso Industries Inc.
- Engineered Plastics
- Royal Building Systems
- Shilling Optical

Pharmaceutical

- C.E. Jamieson & Co.
- Jamieson Vitamins
- Genpharm
- Propharm

Products

- Chesebrough-Ponds Canada
- Coors Talking Can
- Christie Brown and Co
- Purina
- Q Tips

Publishing

- Buy and Sell Newspaper
- eye
- Penguin/ Viking Books
- Simon & Schuster

Retail

- Fairview Mall
- Canadian Tire
- Loomis + Toles Artsmart
- National Grocers

Real Estate

- Ashton Manor Group
- Cadillac Fairview
- Consilium
- Governor's Hill
- The Richmond
- Tridel

Telcom

- Cable Sat
- Regional Cable TV
- RR Enterprises
- Shaw Fiberlink

"I'd say exceeding our goal by 100% is a good indicator of Persona's success."

Merrill Lynch

STRATEGY & CREATIVITY

75 First Street
Suite 128
Orangeville, Ontario
L9W 5B6

Phone: 647-477-8179



P E R S O N A C O R P

www.personaco.com

© Copyright 2005 Persona Corp. All Rights Reserved.

® Persona, Persona Principle and Persona Plan are registered trademarks owned by Derek Armstrong and Kam Wai Yu.

™ Image Your Success, CogniMATRIX, F.A.I.T., TriMATRIX, Persona Credibility Index, ImagINDEX, Image Marketing, Percept Marketing, Icarus Inventory, Magellan Map, Persona Think Tank, Power Personas, Emperor Persona, Hero Persona, Expert Persona, Buddy Persona, Simpatico Persona, Persona Factor, Persona Code and various other trade names are trademarks in use and owned by Derek Armstrong and Kam Wai Yu. Persona Plan and CogniMATRIX and other methods are proprietary.

No promise or guarantee of performance is implied or given.

All other trademarks are owned by their respective owners. E.&O.E.

