



# Brand Designer Portfolio

Specializing in Regulated Industries, Sustainable CPG, and Retail Storytelling



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I design scalable brand systems that translate corporate strategy into impactful physical and digital realities. With over 10 years of experience, I craft comprehensive brand identities that drive revenue and seamlessly clear strict regulatory hurdles. From initial brand positioning to full-scale market rollouts, I ensure that every asset is technically perfect and visually persuasive. My design work has directly driven multi-million dollar Year 1 revenues and successful product launches throughout North America.

## Technical Utility

- Brand Architecture
- Regulatory Alignment
- Strategic Positioning
- Omnichannel Consistency
- Brand Stewardship
- Compliant Art Direction
- Scalable Asset Deployment



KRONIC RELIEF

## Kronic Relief:

Legacy to Legal Brand Evolution

**My Role:** Creative Marketing Director & Board Member

**Sector:** Cannabis

**Years:** 2018-2023

## 01. The Challenge

Transitioning a successful "legacy" brand into a federally Licensed Producer (LP) within the Canadian market. This required a complete visual overhaul to meet strict Health Canada regulations without losing the brand's core identity or its appeal to connoisseur consumers.

### Tech Stack:



## 02. The Strategy & Process

- **Market Positioning:** Shifted the aesthetic to a mix of street culture and luxury visual language to target a sophisticated demographic.
- **Regulatory Design:** Navigated complex packaging requirements including warning labels and THC symbols without compromising brand integrity.



### 03. Execution & Technical Details

- **Visual Identity:** Rebranding included logo refinement and a typography system optimized for high end print finishes.
- **Packaging Design:** Engineered compliant packaging for multiple product lines including flower and pre-rolls.
- **Investor Relations:** Designed comprehensive pitch decks and executive summaries to communicate market potential.



## 04. Investment Deck

Investor Relations: Designed comprehensive pitch decks and executive summaries to communicate market potential.

**KRONIC RELIEF**

**INVESTMENT DECK**  
JANUARY 2023

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**KR 2021/2022 - HUGE ACCOMPLISHMENTS**

- JUNE 2021** - Health Canada facility review completed
- AUGUST 2021** - New 10,000 sq ft production facility complete
- MAY 2022** - Health Canada grants: Sales and Distribution License
- DECEMBER 2022** - First OSC.ca and Saskatchewan purchase orders received
- MAY 2021** - Health Canada grants COBE
- JULY 2021** - Health Canada grants Production License
- SEPTEMBER 2021** - Production underway at New Facility
- NOVEMBER 2022** - KR Kasher Kush Success Leader India Inc. Artisan Batch

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**KR ADVISORY BOARD**

**ALFRED APPS**  
Senior Partner - Miller Thomson LLP  
Alfred is recognized as a leading counsel in restructuring, M&A, private equity, fund formation and investment, structured finance, and infrastructure finance. In addition to Leonard, he has been ranked by U.S.-based R.C. as one of Canada's leading lawyers in many of these fields.

**DR. DOMINIC ROSSO**  
Neurosurgeon and Chronic Pain Specialist  
Dr. Rosso, Director of Interventional and Diagnostic Neurology at TriLiner Health Centre, has performed thousands of specialized procedures since joining in 2008. His expertise has dramatically improved patients' quality of life and saved the lives of many more.

**PAT MCCUTCHEON**  
Chairman of the Board & Co-Founder - MediPharm Labs  
Under Pat's visionary leadership, MediPharm Labs emerged as a leading specialized contract manufacturing organization, CMO, for Canada's newly legalized adult-use market, while simultaneously building a multi-jurisdictional, GMP-certified platform to supply the global medical cannabis market.

**MARSHAWN LYNCH**  
Beer Head | Draft Beers | Drafted NFL Legend  
Former NFL starting back nicknamed "Steel Head" for his powerful running style and ability to break tackles. Owner of the Steel Made and Draft Beers brands. Marshawn has a lifelong love affair with cannabis and has been giving back to his community with the Steel Is Family Foundation.

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**KR 2023/2024 CASH FLOW PROJECTIONS**

Line chart showing Revenue, Expenses, and Net Profit from Q1 2023 to Q4 2024. Revenue is projected to reach approximately 3,500,000 by Q4 2024. Expenses are projected to reach approximately 2,000,000 by Q4 2024. Net Profit is projected to reach approximately 1,500,000 by Q4 2024.

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**KR 2023 - BUILDING AND DIVERSIFYING**

A YEAR OF BUILDING OUR BRAND, DIVERSIFYING OUR PRODUCT OFFERINGS, AND INCREASING PRODUCTION CAPACITY AND PROFIT MARGINS.

Q1: Update/finalize all trademark registrations. Expansion to derivative production facility (i.e. topicals, edibles, etc.).

Q2: Grow operations achieve cash-flow positive.

Q3: OSC distribution retail distribution commences.

Q4: Operations achieve profitability. 33% production increase from 22kg to 29kg per acre to 12kg to 38kg per acre.

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**KEY KRONIC ASSETS**

- 16,000 sq ft state-of-the-art production facility (including office space).
- Full Health Canada cultivation, sale and distribution licensing.
- Leading Canadian proprietary genetic library including high demand strains.
- Finalized and fully-tested formulations for top quality edibles, topicals, and other derivative cannabis products.
- Kronic Relief Jamaica (KRJ) has been awarded eight (8) provisional licenses in Jamaica which allow for cultivation, processing, retail, R&D, and transportation.
- KR will export its own dried cannabis along with dried cannabis sourced from the Canadian market to Jamaica for sale in local herb houses (dispensaries).
- OSC and other provincial distributor standing purchase orders for flower with derivative orders pending.
- Exclusive Canadian rights to the top cannabis brand globally lie: Marley Brands.

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**KR COMPETITIVE ADVANTAGE**

- Strong management team with solid experience and a proven track record in consistent, high-efficiency, and high-quality cannabis production.
- Experienced cannabis grow team that has been working together for over 9 years, perfecting their processes and growing techniques with specific high-quality strains.
- "Perpetual Harvest" grow methodology enabling a crop to be harvested each week. This stabilizes business operations, cash flow and enables product inventory management for customers.
- Access to a wide variety of high quality cannabis strains and laser focused on differentiating our brand.
- Fast growing positive and extremely positive brand recognition and reinforcement.
- No "green rush" capital markets "crash" legacy with resulting stakeholder management issues.

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**KR PERPETUAL WEEKLY HARVEST SYSTEM**

Our perpetual harvest system allows us to harvest a crop each week or fifty-two (52) times per year. With that type flexibility our team can curate a specific list of cultivars to grow at specific times of the year. Our facility is equipped with ten (10), 600 sq. ft. flowering rooms that yield upwards of fifty (50) kilograms per room, per week. That means we can provide a different cultivar each week, or maybe supply is an issue and we want to run the same cultivar each week. This is how flexible things can be.

1. NURSERY 2. PRE-FLW / VEG 3. FLOWERING 4. DEPOLYMER 5. HARVEST/CURE 6. TRIMMING 7. PACKAGING

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**KR GENETIC ADVANTAGE**

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**BUILDING LAYOUT & FIXTURE PLAN**

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**KR EDIBLES & TOPICALS**

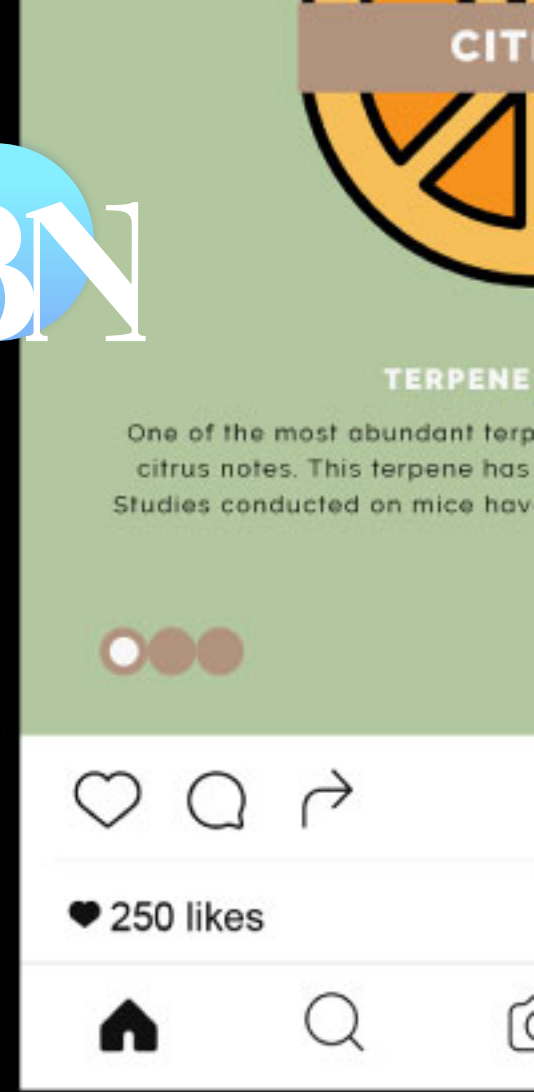
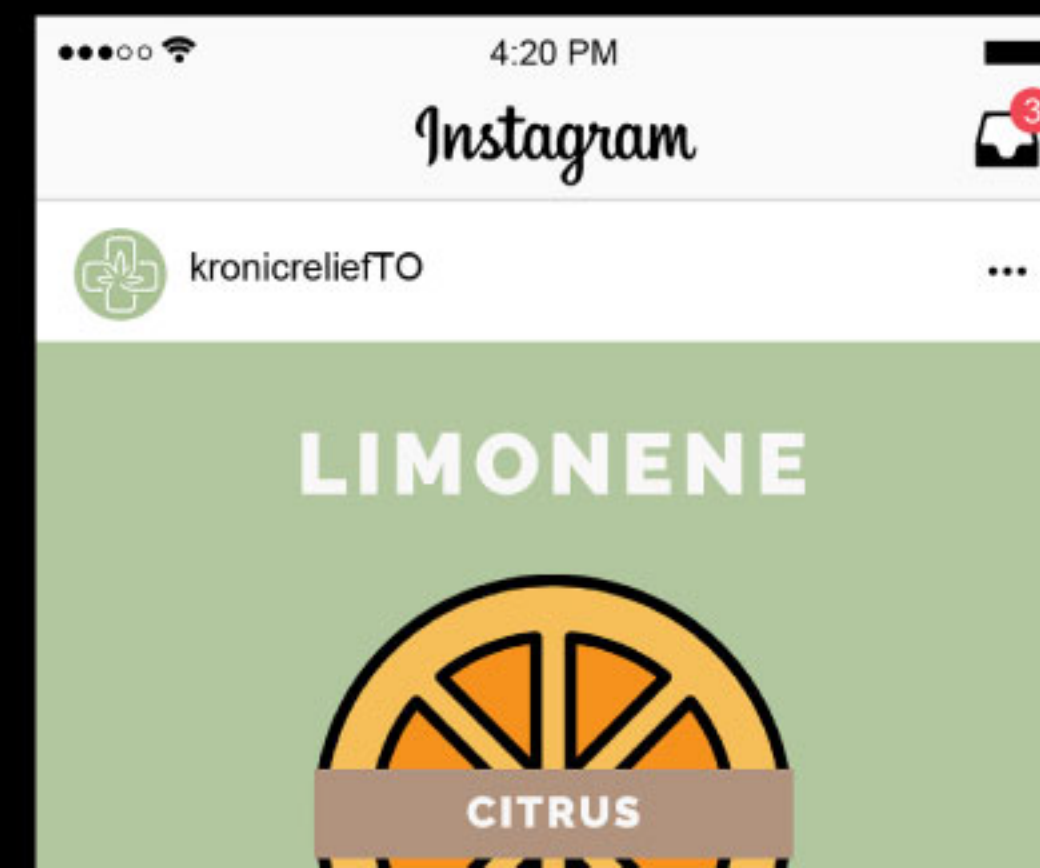
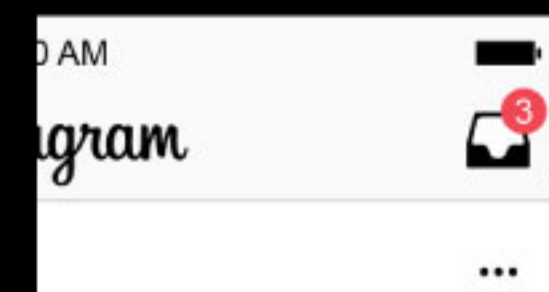
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## 06. Iconography & Social Media

- **Terpenes:** Sophisticated consumers demand information and terpenes were the big buzz word other than THC. Custom icons were created to showcase the brands knowledge and consumer understanding.
- **Social Media:** This is where the brand had an outlet to share their love and knowledge for cannabis while also leveraging it for collaborations with local cannabis enthusiasts.



## 07. Brand Ambassador T-Shirts





## 08. Marketing Strategy

**Brand Stewardship:** Managed the visual identity and marketing strategy through the critical post launch years to ensure consistency across multiple provincial markets.

09. In-store Marketing

KRONIC RELIEF

## KRONIC RELIEF MIXTAPES

AVAILABLE NOW

SCAN THIS QR TO LISTEN NOW!

[kronicrelief.com/kronic\\_relief\\_mixtapes](https://www.kronicrelief.com/kronic_relief_mixtapes)

5x7" Promotional Flyer (Side 1)

KRONIC RELIEF

WE'RE RELEASING 3 STRAINS IN ONTARIO THIS WINTER. CAN YOU FIND THEM IN OUR WORD SEARCH?

C I R L M D F F S J H F M T L S H R U R  
 F C S L W G K J K H M E C E U P M P T U  
 E C M U I M T W Z T R R Y P O C J G G H  
 F F C D P W R J Q E E E V C S G T A G F  
 M H I M S E E F G A F X A T L A U G V C  
 U F P G B H R D H E S E I A L T F G V C  
 D U B Y I K S G E X A C D S E E D A H  
 B H Y S M O R S I Q T Z Q Q W L E Z H D  
 S H C L R D L S V L W C O X Y B V L L Z  
 A Z K A I U F M R T V G R N Q E W M E J  
 J F L N D Z W O V V J E I Y G U U B E C  
 H K E D T C E X B E O F R R K A P V O Z  
 O Z P P N Z G R I O H S Y H Q O D Y S X  
 A Z W I G O R I L L A B R E A T H G P B  
 D A V N N Z O H M Q X P E Z Z Z V P E  
 T G M K R W F Q E S V C O A I M E J E I  
 M U T E A T I N P B J O I T B S J V I F  
 B E I D T Q T J F K Z Q I K R Q Z Y G S  
 D Z U S V A I A F R R M R J N R M P X C  
 O P R Z Z M O Q M R N Z O H I S F H J X

SHARE YOUR ANSWERS WITH US ONLINE.  
 dm @kronicreliefTO on Instagram

[www.kronicrelief.com](https://www.kronicrelief.com) #LEGACYFAME

5x7" Promotional Flyer (Side 2)

KRONIC RELIEF

# AVAILABLE WINTER 2022

"We were a legacy market producer with over seven years of experience growing efficient, high-quality cannabis. With a "Perpetual Growth System" that produces a crop each week, and possession of a wide variety of unique cultivars, we are committed to delivering a legacy market experience to all types of cannabis consumers."

FOLLOW US  
 @kronicreliefTO

[www.kronicrelief.com](https://www.kronicrelief.com) #legacyfame!

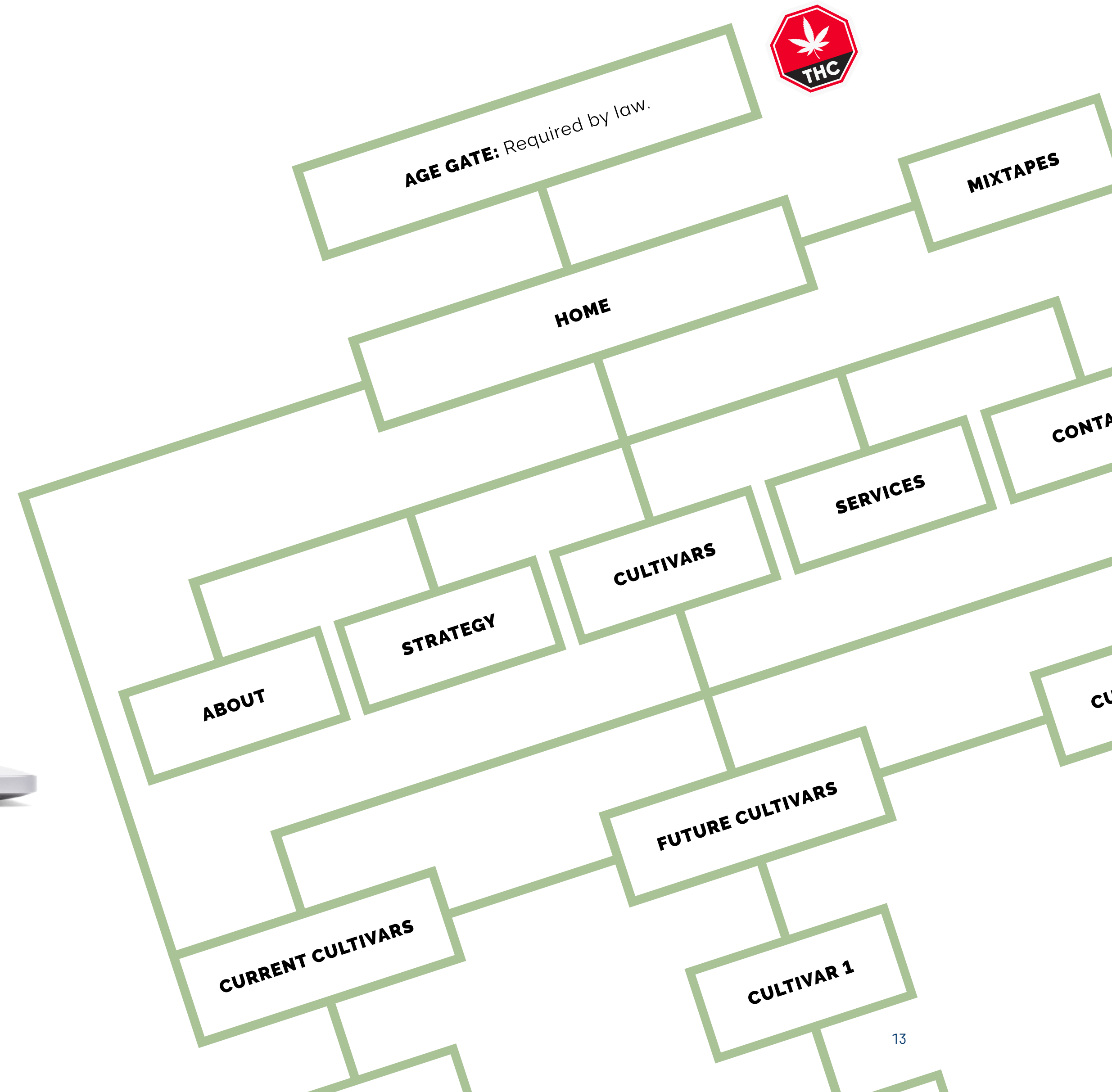
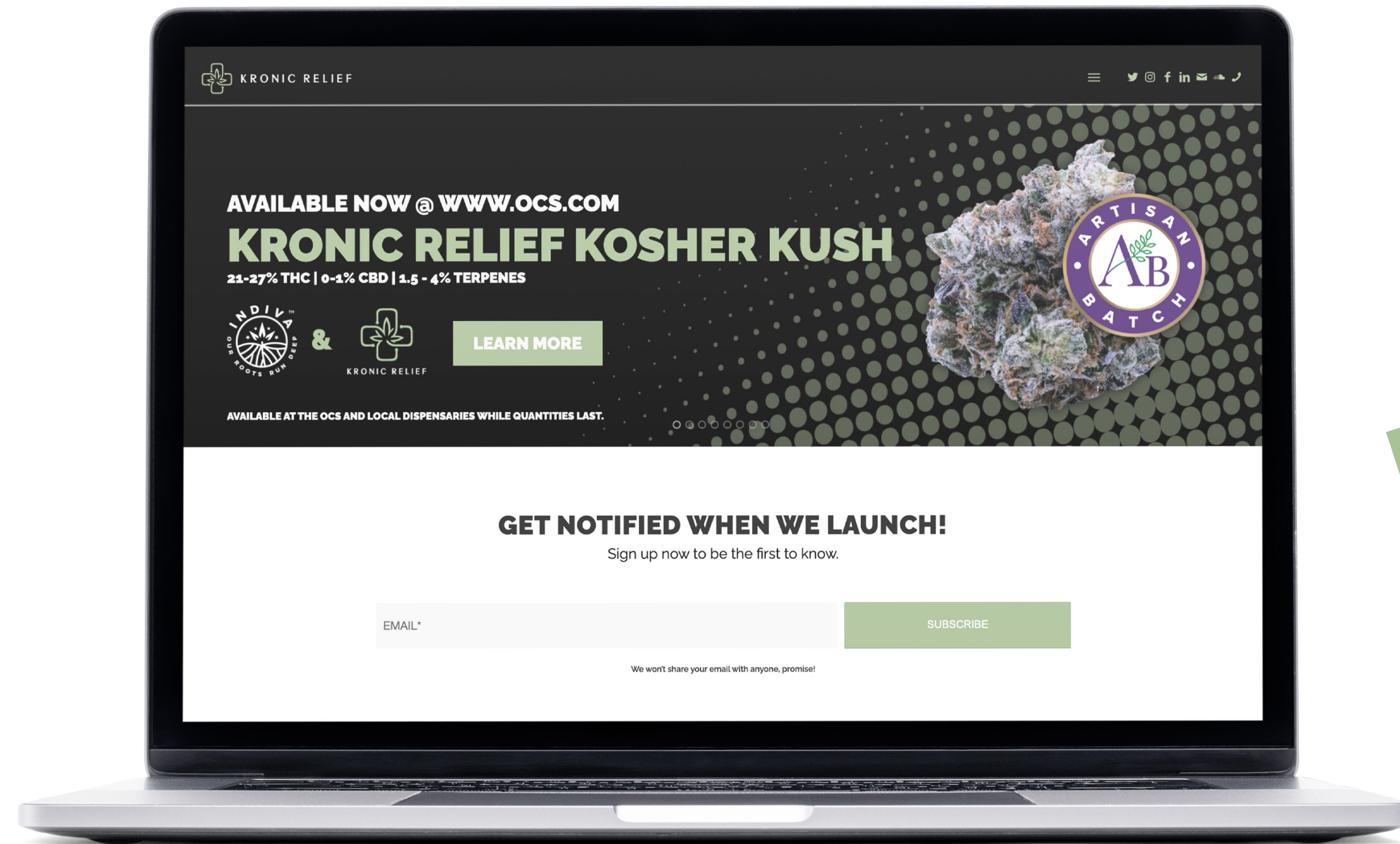
18x24" Promotional Poster

TELL YOUR FAVOURITE  
DISPENSARY THEY  
NEED KRONIC!



## 10. Website Design & Information Architecture

Responsive WordPress design and development using a custom page builder. Search Engine Optimized and full integration with Google Analytics and Search Console.



A black silhouette of a person wearing a cap and smoking a cigarette, with a plume of smoke coming from their mouth. The background is a dark, textured grey.

## 11. The Impact

- **Capital Secured:** Branding and strategy materials were instrumental in securing **14 million dollars** in financing.
- **Commercial Success:** Generated **3 million dollars** in revenue within the first year of operation.
- **Scale:** Successfully launched and maintained the brand presence across **three provincial markets**.





## Krazy Wata:

Minimalist Beverage Branding

**My Role:** Brand Designer & Creative Lead

**Sector:** CPG

**Years:** 2023

## 01. The Challenge

The goal was to disrupt the premium bottled water category by moving away from traditional blue and white tropes. The brand needed to translate a client brief centered on raw energy and fluid motion into a sophisticated, modern identity that could compete in a high end lifestyle market.



Tech Stack:



## 02. The Strategy & Process

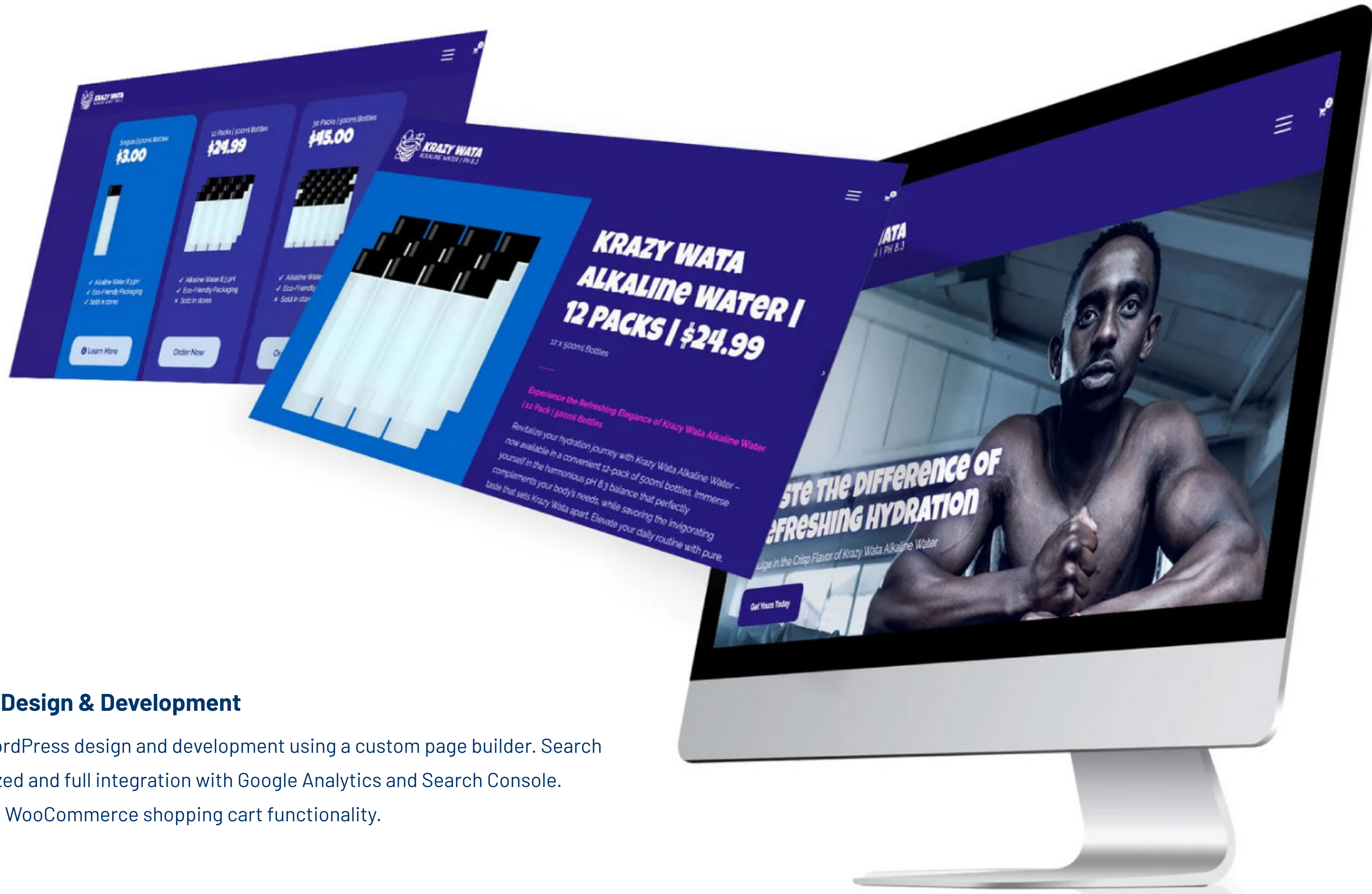
- **Transparency as Design:** The core concept centered on "invisible branding." By utilizing a transparent bottle and label, the product's clarity became a primary design element.
- **High-Contrast Minimalism:** Developed a monochrome, high-contrast visual language that allowed the brand name and logo to pop against the liquid.
- **Tactile Quality:** Focused on the physical interaction with the product, selecting label materials and bottle shapes that reinforced the premium price point.



### 03. Execution & Technical Details

- **Label Engineering:** Designed clear substrate labels with opaque white ink layers to ensure legibility and contrast against the water.
- **Visual Identity:** Created a custom logotype and brand mark designed for high-impact visibility on shelf.
- **Production Management:** Sourced and vetted bottle manufacturers and label printers to ensure the final physical product matched the digital vision.





## 04. Website Design & Development

Responsive WordPress design and development using a custom page builder. Search Engine Optimized and full integration with Google Analytics and Search Console. Built to include WooCommerce shopping cart functionality.

## WHY SHOULD YOU SWITCH TO CRAZY WATA ALKALINE WATER?

Switching to alkaline water offers numerous benefits including better hydration, improved digestion, strengthened immunity, and increased energy levels. It's the elixir of life you've been seeking!

## WHERE CAN I LEARN MORE ABOUT CRAZY WATA ALKALINE WATER?

Discover the magic of alkaline water on our blog, overflowing with information, tips, and secrets to living your best life. Knowledge is power, and power tastes delicious!

## ALKALINE SCALE

Krazy Wata Alkaline Water is formulated to meet your hydration needs.



### UNMATCHED PURITY

Experience the unparalleled purity of our ultra-purified water.

### ADVANCED FILTRATION

Our state-of-the-art filtration process guarantees maximum purity and taste.

### FLAVOR BURST

Experience the unparalleled refreshment of our ultra-purified alkaline water.

# HYDRATE!!



## TASTE THE DIFFERENCE OF REFRESHING HYDRATION

Indulge in the Crisp Flavor of Krazy Wata Alkaline Water

Get Yours Today

## PRICING

<p>Singles   500ml Bottles <b>\$3.00</b></p> <ul style="list-style-type: none"><li>✓ Alkaline Water 8.3 pH</li><li>✓ Eco-Friendly Packaging</li><li>✓ Sold in stores</li></ul> <p>Learn More</p>	<p>12 Packs   500ml Bottles <b>\$24.99</b></p> <ul style="list-style-type: none"><li>✓ Alkaline Water 8.3 pH</li><li>✓ Eco-Friendly Packaging</li><li>✗ Sold in stores</li></ul> <p>Order Now</p>	<p>30 Packs   500ml Bottles <b>\$45.00</b></p> <ul style="list-style-type: none"><li>✓ Alkaline Water 8.3 pH</li><li>✓ Eco-Friendly Packaging</li><li>✗ Sold in stores</li></ul> <p>Order Now</p>
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## INQUIRE FOR WHOLESALE PRICING!



- ✓ Minimum Order Quantity (MOQ)
- ✓ Short Lead Times
- Inquire about our wholesale pricing today

Learn More

## ABOUT

## EXPERIENCE INVIGORATING REVITALIZATION WITH CRAZY WATA ALKALINE WATER

Your Ultimate Source of pH-Balanced Hydration



## HYDRATION: REVITALIZING YOUR BODY AND MIND

Discover Krazy Wata Alkaline Water, an exhilarating elixir meticulously crafted to quench your thirst and reinvigorate your body and mind. Boasting an optimal pH of 8.3, our alkaline water transcends basic refreshment, providing you with revitalizing hydration. Embrace the empowering essence of harmonious hydration and elevate your daily routine with the essence of Krazy Wata.

## BALANCE

Harmony for your health



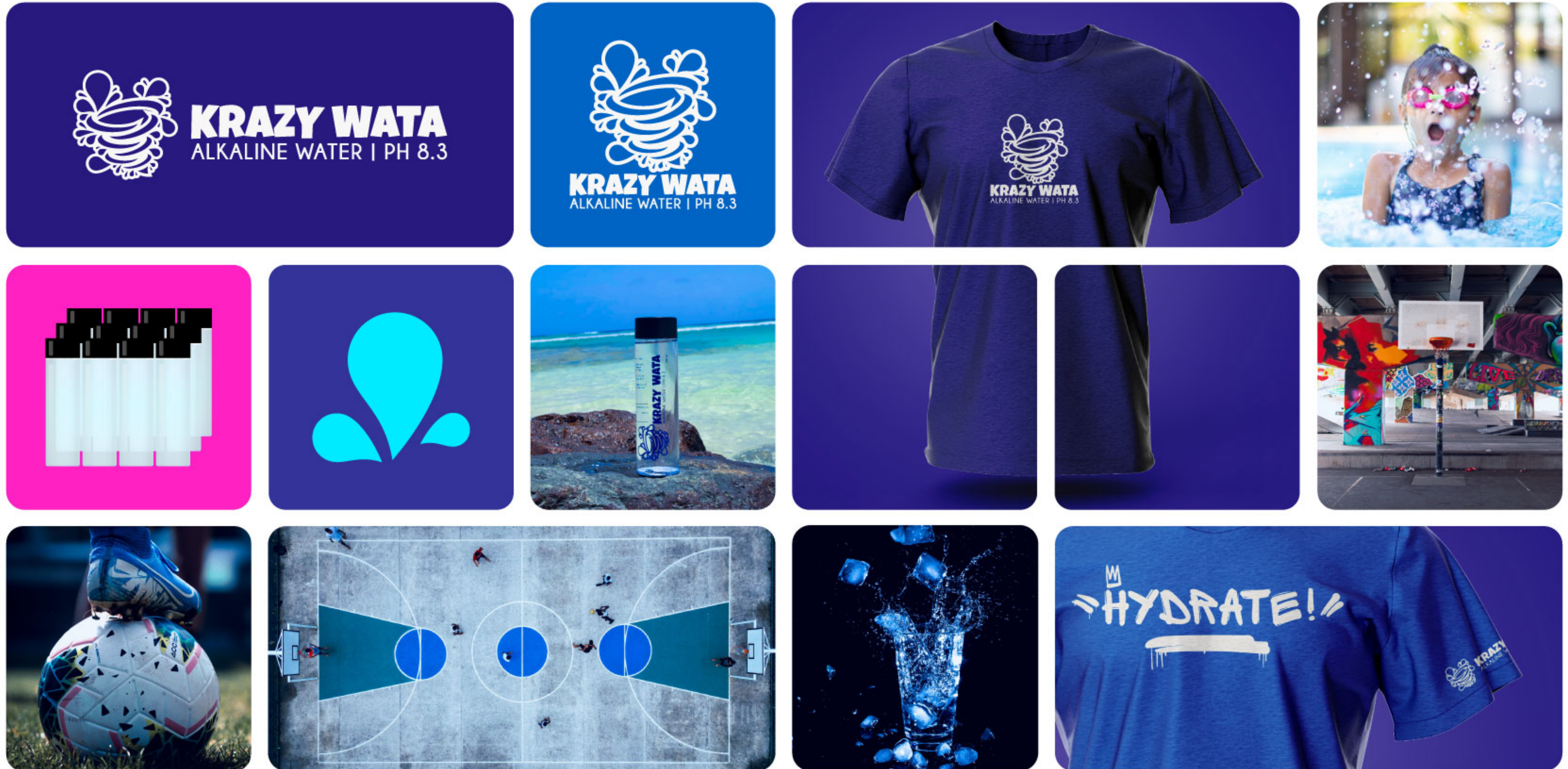
## WELLNESS

Be a better you, every day



## ABOUT

Mood Board



## 05. The Impact

- **Capital Secured:** The brand identity and prototype designs were instrumental in supporting a **150,000 dollar** seed funding round.
- **Market Positioning:** Successfully established a unique "lifestyle" brand positioning that moved away from traditional commodity water marketing.
- **Scalability:** Created a design system that allowed for easy extension into future flavored or carbonated product lines.

**KRAZY WATA**  
ALKALINE WATER | PH 8.3

Investment Deck 2023 - Seed Round  
www.krazywata.ca

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**INTRODUCTION**

**KRAZY WATA**  
ALKALINE WATER | PH 8.3

Krazy Wata, operating in the bottled water industry for two years, offers unique alkaline bottled water with a pH level of 8.3 for enhanced hydration. Registered as Krazy Wata under KI and AI Inc. since October 12, 2021, the company is based in Ajax, Ontario, and serves local grocery stores, convenience shops, and gas stations. To expand both in physical stores and online, Krazy Wata seeks financing of \$50,000 to \$100,000.

**Mission:**  
To satisfy Canadian health needs with affordable real healthy bottled water.

**Vision:**  
Our market focus is geared towards health-conscious consumers, who seek a healthy and convenient lifestyle.

**LUCKIEST GUY**

**RALEWAY**

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**EXPANSION GOALS**

**To increase our annual sales by 50%. To achieve our goals we will need to:**

- Acquire large warehouse space minutes from the GTA.
- Increase our production output with new automated filling machines.
- Expand our distribution network with delivery partners.
- Create an online presence through persuasive AI optimized campaigns.
- Increase cash flow through aggressive B2B bulk and wholesale deals.
- Invest heavily in targeted LinkedIn marketing and promotion.
- Increase accessibility to Krazy Wata through our new e-commerce website.
- Collaborations with renowned sports and hip hop celebrities.

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**PRODUCTS**

**KRAZY WATA**  
ALKALINE WATER | PH 8.3

- Single bottles are sold in stores - cases and pallets are sold online.
- Bulk pricing for orders >10 cases. Wholesale pricing available upon request.
- Shipping costs are assumed by the customer.

Cases:	Our Cost	Discount	Sale Price	Profit Margin
12 x 500ml	\$10.53	0%	\$24.99	48%
30 x 500ml	\$24.40	0%	\$44.99	46%
Bulk 12 x 500ml (x10 Cases)	\$10.53	15%	\$23.24	50%
Bulk 30 x 500ml (x10 Cases)	\$24.40	15%	\$38.24	28%
Wholesale 12 x 500ml (60 case pallet)	\$331.80	30%	\$976.99 (\$32.74/case)	17%
Wholesale 30 x 500ml (140 case pallet)	\$976.00	35%	\$1365.99 (\$32.24/case)	36%

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**PRODUCT DESCRIPTION**

**KRAZY WATA**  
ALKALINE WATER | PH 8.3

Discover Krazy Wata Alkaline Water, an exhilarating elixir meticulously crafted to quench your thirst and reinvigorate your body and mind. Boasting an optimal pH of 8.3, our alkaline water transcends basic refreshment, providing you with revitalizing hydration. Embrace the empowering essence of harmonious hydration and elevate your daily routine with the essence of Krazy Wata.

1 2 3 4 5 6 7 8 9 10 11 12 13 14

ACIDIC (1-6) NEUTRAL (7) ALKALINE (8-14)

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**MARKET ANALYSIS**

In Canada, from 2010 to 2022, there has been a consistent drop in soda, juice, and still drink consumption, while packaged water, enhanced water, and flavored water consumption have steadily risen. Retail sales for non-carbonated packaged water reached \$2.518 billion USD in 2015-2016, with a 3.7% annual growth rate. Projections for 2019-2022 estimate sales between \$2.86 and \$3.13 billion USD, with a 3.9% growth rate. This reflects a growing demand for innovative water products, particularly in the US and Canada.

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**COMPETITOR ANALYSIS**

**KRAZY WATA**  
ALKALINE WATER | PH 8.3

The bottled water industry is highly competitive, with competitors of varying sizes, market shares, reach, and investments. Both direct and indirect competitors offer different types of bottled water products catering to diverse consumer preferences. Krazy Wata's direct competitors, based on alkaline pH levels, include brands like Great Value Water (7.81 pH), President's Choice Natural Spring Water (7.93 pH), Alkaline 88 (8.8 pH), Icelandic Water (8.14 pH), Eska (8.25 pH), AQUAhydrate (9.5 pH), Essentia (9.5 pH), and Smart Water Alkaline (10 pH).

Great Value, AQUAhydrate, smartwater, Alkaline 88, flow alkaline spring water, ICELANDIC, eska, essentia

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**LOW PRODUCTION COST**

**KRAZY WATA**  
ALKALINE WATER | PH 8.3

Krazy Wata utilizes a smart 5-minute completion process to have the product ready for sale to the market.

The company uses pre-packaged imported water bottles, in 500 ml sizes. Using our state-of-the-art machine to complete the bottling process, water is sourced from our municipal system, the machines sterilizes, fills, cleans and filters the water, turning the water into alkaline water, then add caps and shrink-wraps the caps. The bottled water is then packaged in sizes of 6, 12, 24 and 30 and is ready for immediate sale.

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**MARKETING STRATEGY**

LinkedIn advertising campaigns targeting small business owners, convenience store owners, grocery store managers and owners.

Campaign Element	Details
Ad Spend	\$3000
Ad Duration	60 days
Audience Size	5,000-10,000
Ad Copies	4 variations targeting convenience stores and grocery stores
Ad Creatives	4-5 Display ad designs
Call to Action (CTA)	"Discover Fresh Alkaline Water at Wholesale Prices"
Images	Diverse mix of Krazy Wata bottles, store displays, and customer interaction

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**MARKETING STRATEGY**

**KRAZY WATA**  
ALKALINE WATER | PH 8.3

**Gen Z shoppers will pay 50% more for a sustainably product.**

A desire to help the environment is the primary reason consumers

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**SWAT**

**KRAZY WATA**  
ALKALINE WATER | PH 8.3

**Strengths:**

- Strong branding and unique selling proposition.
- Competitive pricing.
- Community sponsorship.

**Weaknesses:**

- Inexperienced entrepreneur.
- Limited geographical presence.
- Start-up costs and pains.

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**CONCLUSION AND FORWARD OUTLOOK**

**KRAZY WATA**  
ALKALINE WATER | PH 8.3

Krazy Wata's branding, website, and social media campaigns synergized to create a captivating narrative that will resonate with health-conscious consumers. The brand's

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## 06. Logo Design

Inspired by the client's brief for a high energy, refreshing mark, I developed an identity that balances dynamic motion with premium hydration. The result is a bold departure from the commodity water market. It offers a modern look that is distinctly different from the competition while maintaining a strong shelf presence.

## 07. Style Guide

Primary Font (H1-H6)

**LUCKIEST GUY**

Download: <https://fonts.google.com/specimen/Luckiest+Guy>

Secondary Font (Labels, Paragraph Type)

RALEWAY

Download: <https://fonts.google.com/specimen/Raleway>

#27197e

R39 G25 B126

C100 M100 Y16 K8

#333399

R51 G51 B153

C96 M96 Y0 K0

#0064c5

R0 G100 B197

C87 M63 Y0 K0

#00ECFF

R0 G236 B255

C54 M Y8 K0

#FF21C3

R255 G33 B195

C9 M86 Y0 K0

#F9F8F8

R249 G248 B248

C1 M1 Y1 K0



08. In-store Marketing

 **KRAZY WATA**  
ALKALINE WATER | PH 8.3

**SOLD  
HERE!**



**KRAZY WATA**  
ALKALINE WATER | PH 8.3  
500 ml

**WWW.KRAZYWATA.CA**  
**@KRAZYWATA**

 **KRAZY WATA**  
ALKALINE WATER | PH 8.3

**SOLD  
HERE!**



**KRAZY WATA**  
ALKALINE WATER | PH 8.3  
500 ml

**WWW.KRAZYWATA.CA**  
**@KRAZYWATA**

# Locomobi:

Scaling the Smart City Ecosystem

**My Role:** Brand Designer & Art Director

**Sector:** AI Infrastructure

**Years:** 2015 - 2018

A large, stylized version of the 'LOCOMOBI' logo is centered on the page. The letters are white with a thick black outline and are arranged in a diagonal line from the bottom-left to the top-right. The letter 'L' is uniquely designed with several blue, triangular spikes extending from its bottom-left corner.

## 01. The Challenge

LocoMobi required a visual identity that could unify a diverse range of hardware and software solutions: including parking, tolling, and transit. The challenge was to move the brand away from a "hardware manufacturer" feel and toward a "Connected Smart City" narrative that would resonate with high level municipal stakeholders and global investors.

*MOVING THE WORLD!*

Tech Stack:



## 02. The Strategy & Process

I focused on creating a visual language that emphasized synergy and connectivity. The strategy involved streamlining complex technical information into digestible, high-impact investor collateral and large-format environmental graphics for trade shows.



### 03. Web Design & Development

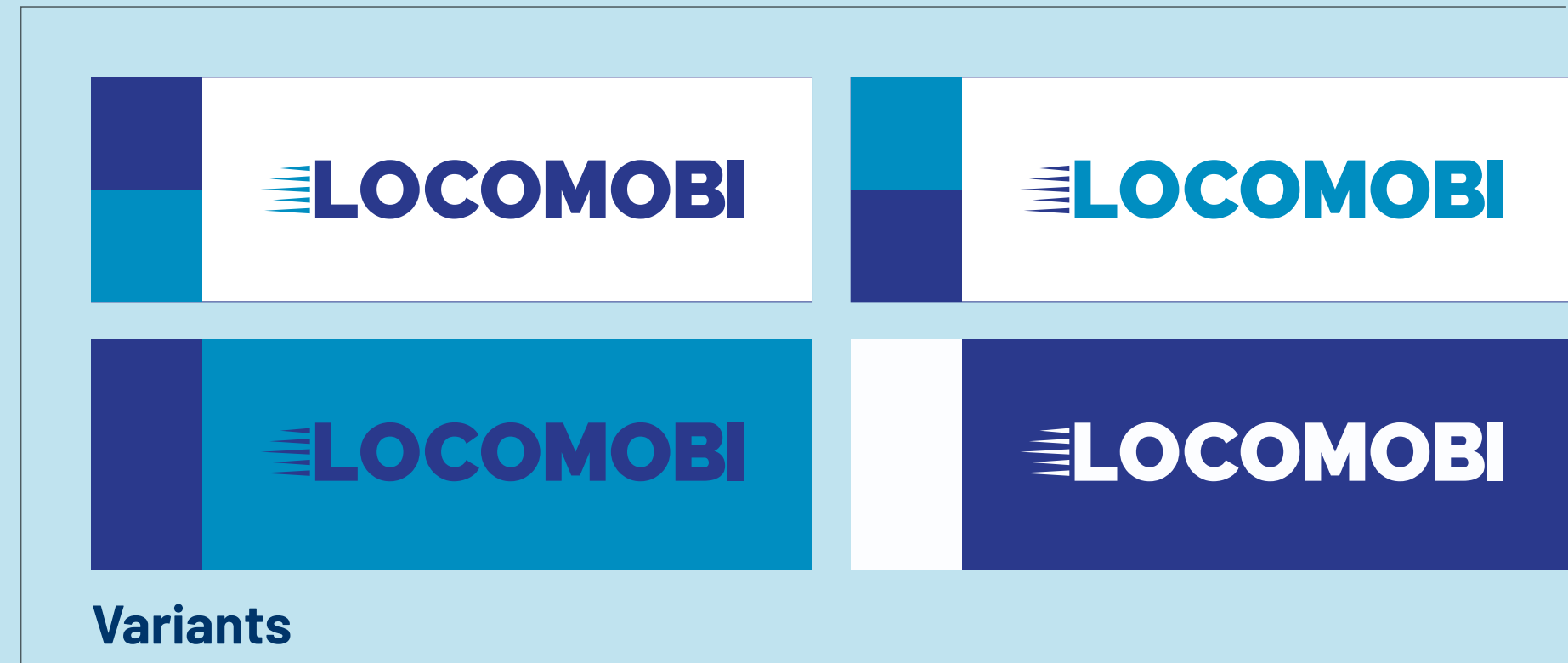
Updated the digital presence to reflect a high-tech ecosystem capable of infinite customization.





#### 04. Execution & Technical Details

Refined the core identity to feel more modern and tech-forward. By updating the logo and expanding the brand assets, we positioned LocoMobi as a sustainable, smart city tech leader.



## 05. Style Guide

<p>PRIMARY COLOUR PMS 7687 C   C100 M86 Y15 K3 #2A398D   R26 G66 B168</p> <p>100%</p>	<p>75%</p>	<p>50%</p>	<p>25%</p>
<p>ALTERNATE COLOUR PMS 7688 C   C70 M28 Y4 KO #4197CB   R65 G151 B203</p> <p>100%</p>	<p>75%</p>	<p>50%</p>	<p>25%</p>
<p>ALTERNATE COLOUR PMS 11- 0601 C   CO MO YO KO #FDFEFE   R253 G254 B254</p>			

Main Typeface: Eurostile

### Headings (h1-h3)

### Subheadings (h4-h6)

Body:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) \_ - = + { } [ ] \ |

~ ` ; : ' " " ' < > , . / ?

## 06. Environmental Design

Created large-format banners and signage for North American trade shows, ensuring brand consistency across massive physical spaces.



## 07. Investor Collateral

Designed comprehensive pitch decks and informational flyers that translated complex patent-pending software into clear value propositions.







## Sons Concrete

Modernizing a Multi-Generational Legacy

**My Role:** Art Director & Creative Technologist

**Sector:** Construction

**Years:** 2026

## 01. The Challenge

The goal was to launch a comprehensive brand and digital identity for a multi-generational concrete contracting business. The challenge lay in capturing the grit, deep industry legacy, and trust of decades of experience, while executing a premium, modern visual system capable of securing high value residential and commercial contracts.

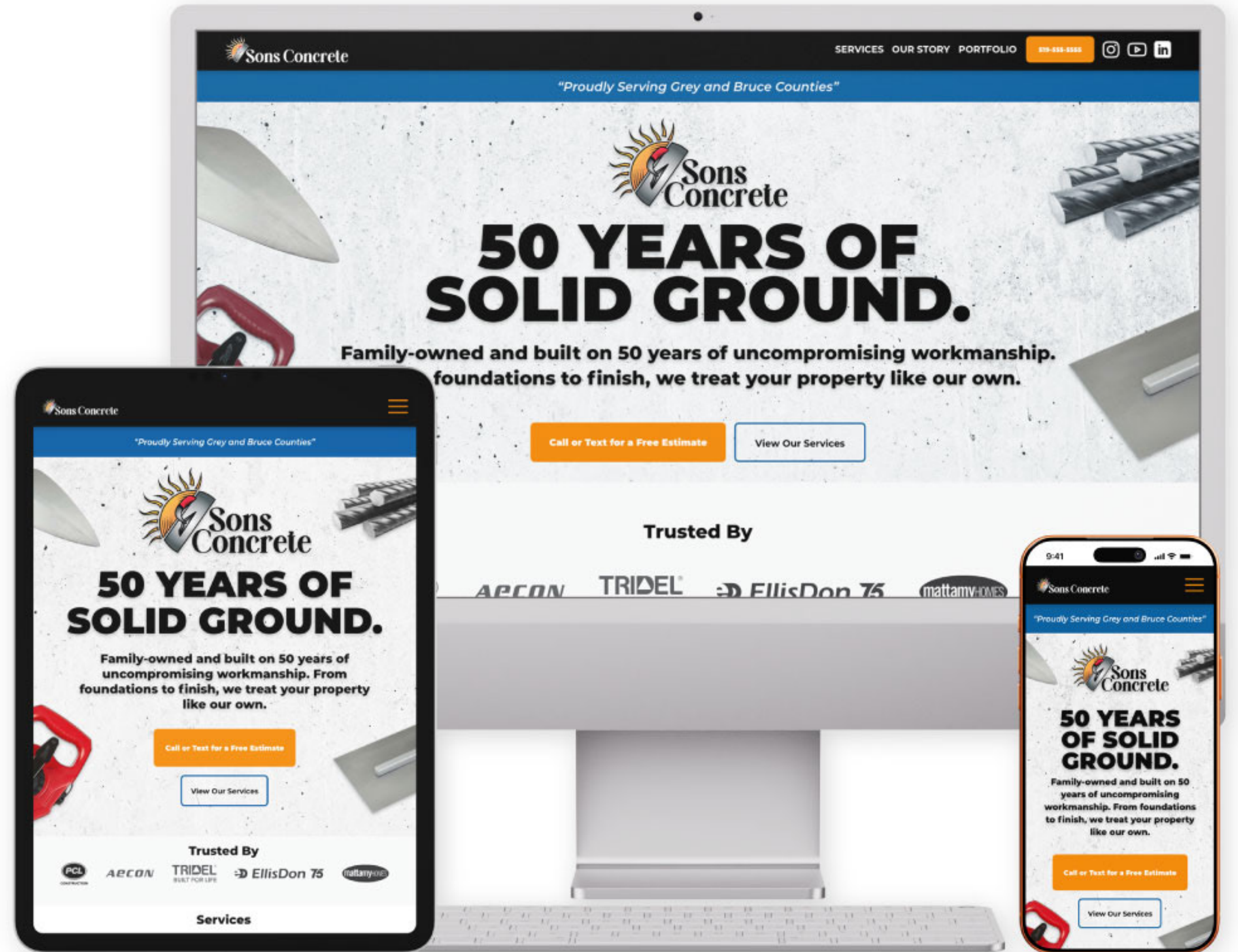
# 50 YEARS OF SOLID GROUND.

Tech Stack:

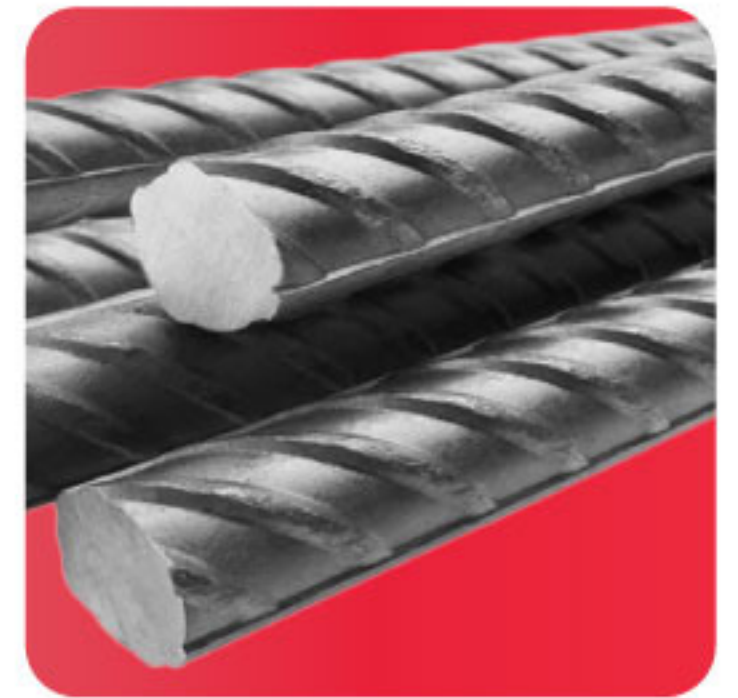


## 02. The Strategy & Process

I developed a "blue-collar luxury" aesthetic that positions the company far ahead of traditional local competitors. The strategy required a dual approach: building a high performance digital infrastructure alongside a rugged, high-visibility physical brand asset system. By maintaining strict design consistency across both digital screens and physical jobsite apparel, the company establishes immediate authority the moment they step onto a property.

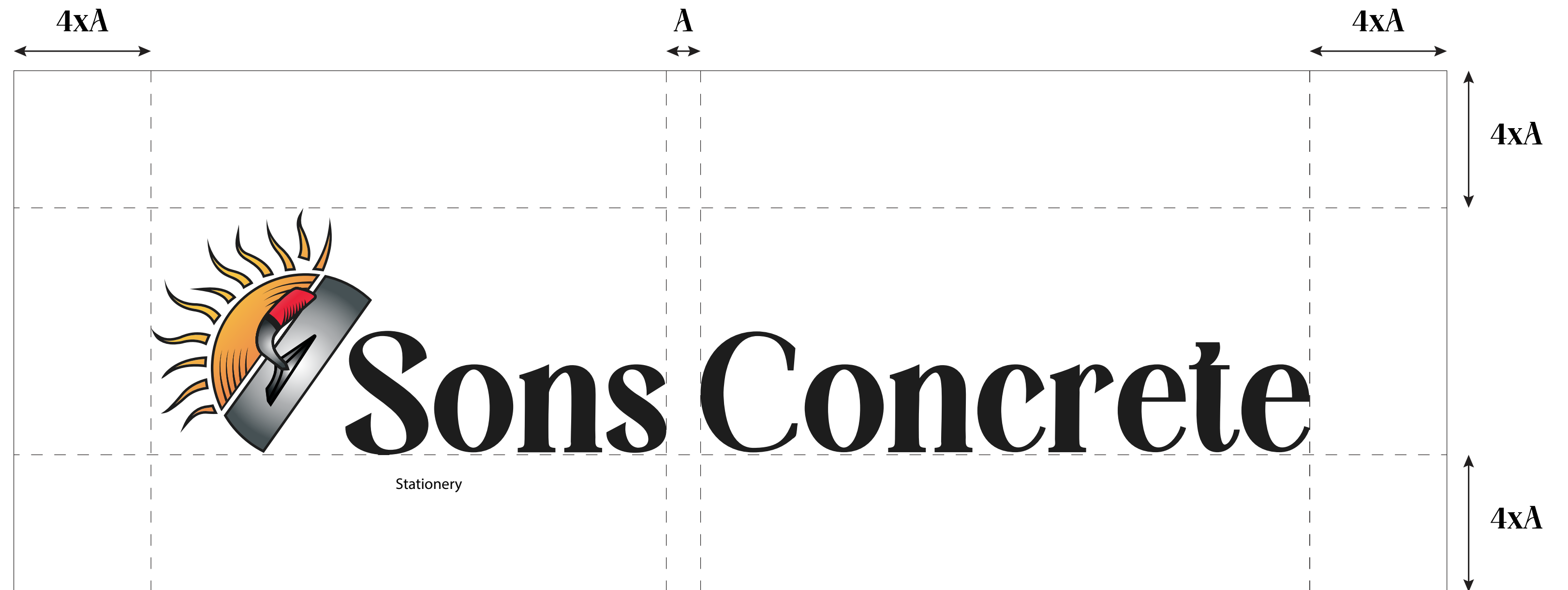


Mood Board



### 03. The Impact

- **Market Domination:** Successfully established a premium market position that shifts the business away from commodity bidding and toward high-value project acquisition.
- **Jobsite Authority:** Achieved 100% brand alignment across all physical and digital touchpoints, turning every active jobsite into a premium marketing billboard.
- **Scalable Marketing:** Delivered a fully independent marketing plan and scalable style guide, allowing the business to expand its service lines seamlessly.



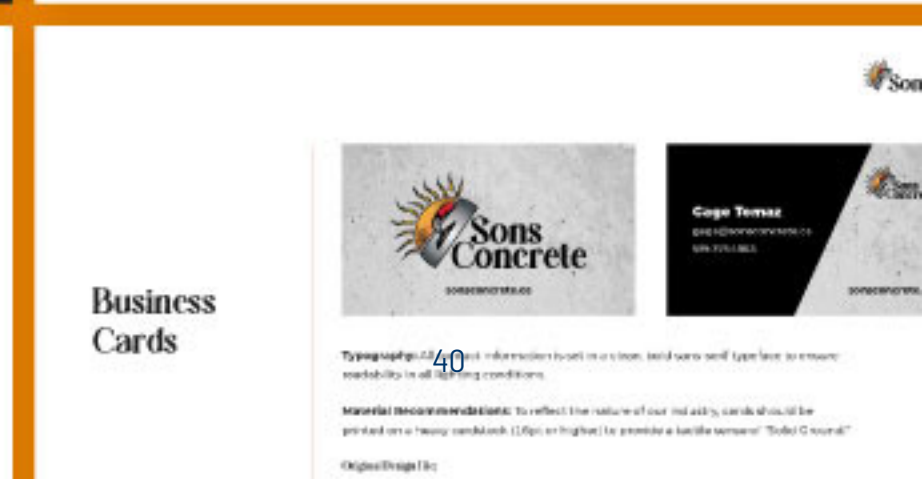
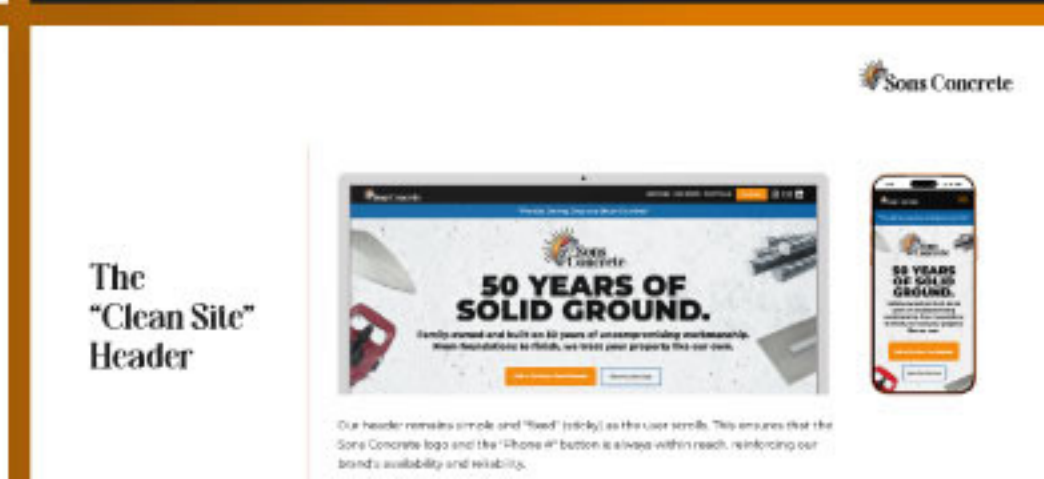
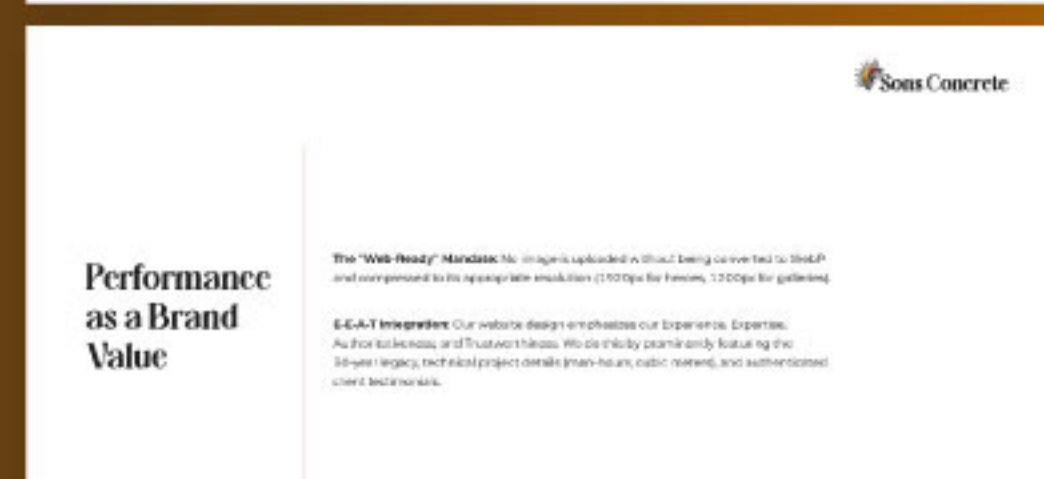
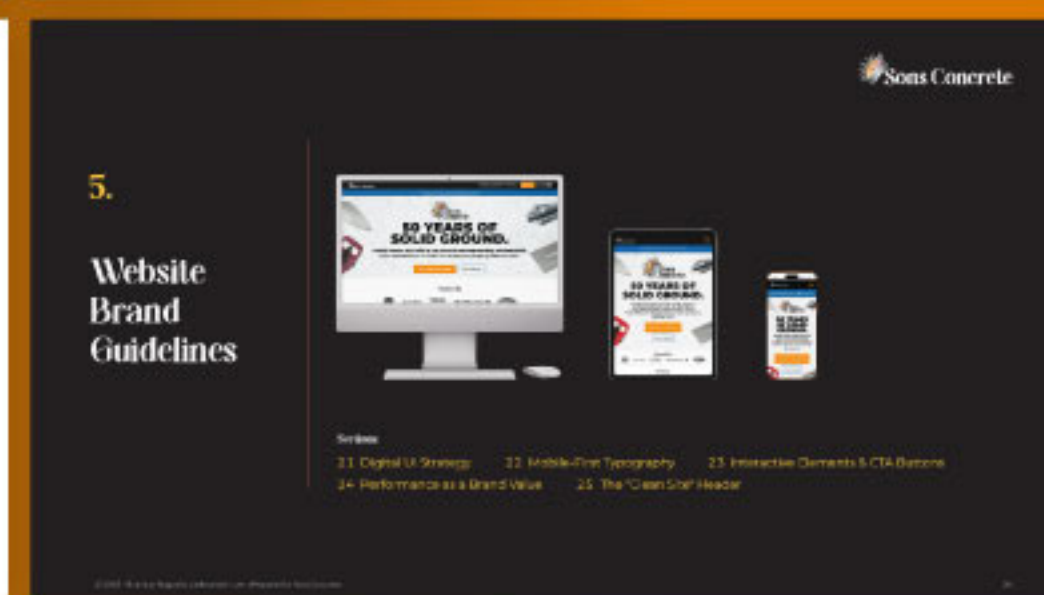
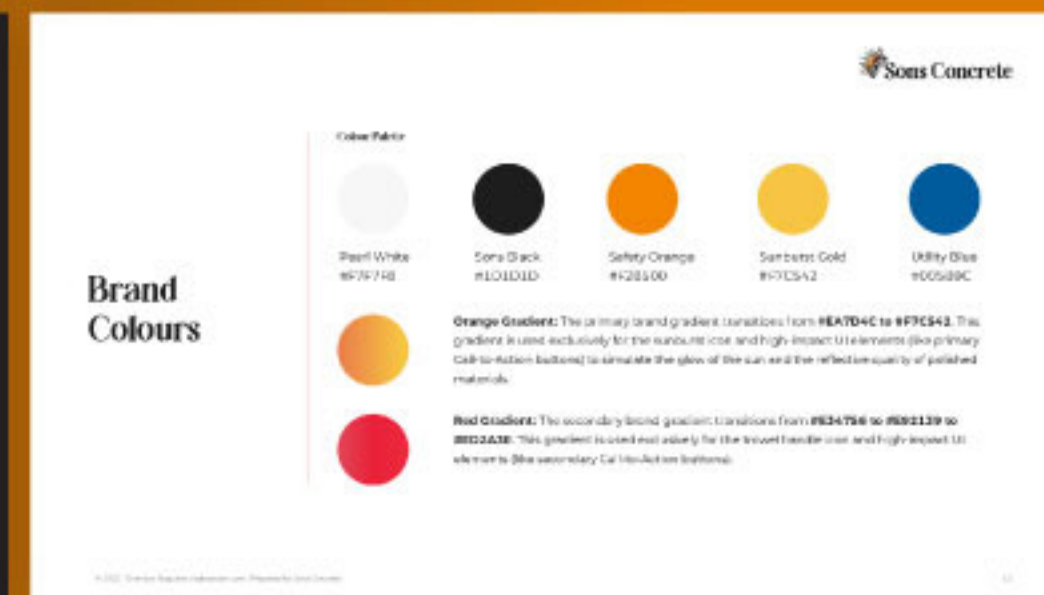
Minimum 50px digital or .5 inch print



Minimum 100px digital or .75 inch print

## 04. Visual Identity & Style Guide:

Designed a heavy-duty, modern logo system and brand architecture built for maximum legibility on physical environments and apparel.



## 05. Digital Infrastructure & SEO:

Implemented a comprehensive marketing plan that included a localized SEO, Social Media, and Google Business strategy to capture organic regional market share.

**Marketing Plan - Organic Growth Strategy**  
 PREPARED FOR: SONS CONCRETE  
 SALTO, ONT.  
 WADBRANDON.COM | PRIVATE AND CONFIDENTIAL

**Executive Summary**

Sons Concrete has a rare and highly valuable asset in the modern contracting world: 50 years of family-owned, multi-generational experience. This marketing plan leverages that legacy to build absolute trust with homeowners and commercial clients. With an initial focus on low-cost, highly-led organic strategies, we will promote the team's unmatched skill set and industry knowledge through authentic short-form video content and a robust, localized SEO concrete strategy. The ultimate goal is to position Sons Concrete not just as a service provider, but as the premier, trusted authority in the region.

**Buyer Personas**

**The Careless Homeowner:**  
 They want a new driveway or patio but are terrified of hiring the wrong contractor. Their biggest fears are getting ripped off, projects being delayed halfway through, or poor workmanship cracking after one Ontario winter. They need reassurance, transparency, and proof of reliability.

**The Rural/Commercial Property:**  
 This profile includes agricultural property owners, small builders, and local bus fleets needing heavy-duty sites or structural foundations. They value timeliness, structural integrity, and a team that knows how to handle large equipment and complex jobs without constant hand-holding.

**Company Vision Statement**

**"Our goal is simple: Provide quality workmanship and leave you with something you're happy to stand on for years to come."**

**Situational Analysis**

**Main Services:** Foundations, sidewalks, driveways, patios, and stairs.

**Best Practices:** Show, don't just tell. Let the work and the sweat speak for itself. Highlight the physical reality of the job.

**Unique Selling Proposition (USP):** 50+ years of experience, 3+ generations of concrete workers, and a family-owned foundation.

**What to Avoid:** Corporate buzzwords, overly polished audio content, trendy audio clips that distract from the work, and over-crowding on timelines.

**Community Engagement:** Sponsoring local events or offering behind-the-scenes looks at local landmark projects to build grassroots goodwill.

**Marketing Goals & Performance (KPIs)**

Initially, the focus is entirely on organic reach and building a digital library of proof.

**Primary Goals:**  
 Establish local authority, generate inbound leads through search, and build a dedicated base following on social channels.

**Key Performance Indicators (KPIs):**  
 \* Consistent video output (e.g., 2 videos per week)  
 \* Growth in local subscriber/follower base  
 \* Organic website traffic originating from Gray and those Counties  
 \* Lead generation (contact form fills and phone calls)  
 \* Increase in online reviews

**Social Proof:**  
 \* Google Business Profile: encourage customers to leave reviews leveraging QR codes placed on trucks and marketing materials  
 \* Trusted Partners: expand the list to secure more business from local contractors, commercial operators, and homeowners.

**Social Media & YouTube Content Strategy**

The strategy here is "Interest Media" rather than typical "Social Media." People love watching hard work and process.

**Person 1: The Hawk**  
 "A casual gleaning right on the site. Note the dirt, location, the heat temperature, and a quick summary of the day's work."  
 • **The Hook:** Step the boring parts. Show the action, bluffs, hits, back-kick, high light, the heavy machinery or specific mix being used, and then show the progress throughout the day.  
 • **The Payoff:** A satisfying shot of the finished product.

**The Money Factor:** Highlighting Harry Tomasz is a massive win. Showing a man who can not work gets half the age builds instant, undeniable respect. Capture candid moments of him gleaning in the trenches. It proves the "three generations" claim in a highly visual, emotional way.

**The Output:** We will cut three clips into 60-second shorts for TikTok/YouTube Shorts, and compile the best footage into a single min-documentary for long form content on YouTube each month. Then we'll play heavily. Let the crew decide when to film and stay natural and authentic to the actual work.

**Social Media & YouTube Content Strategy**

**Advertise Revenue:** Once a channel reaches a threshold of 1,000 subscribers and 4,000 watch hours you can apply to the Partner Program. This opens up opportunity to get paid when people watch your videos.

**Local Sponsorships (IG, YouTube, Facebook, TikTok):** Brands are working with "real people". Sponsorships usually consist of free products or money in exchange for an endorsement. They are typically organized by agencies that use influencers to market products and have access to the major brand partners. Sponsorships must be disclosed by law in any video that is uploaded to your website or YouTube.

**Production Crew:** Once a channel reaches a certain amount of revenue from the Partner Program we can invest in a full-time videographer and expand on the content creation and production value.

**Here are some excellent YouTube channels that have mastered this style of content:**

- 1. Victory Outdoor Services**  
 Main focus: heavily on the educational side of pouring, leveling, and finishing concrete.  
 #victoryoutdoorservices/youtu.be
- 2. Mike Day Concrete**  
 Main focus: heavily on the educational side of pouring, leveling, and finishing concrete.  
 #mikedayconcrete/youtu.be
- 3. D&H Complete Concrete**  
 They do a fantastic job of showing the sheer scale of the work and the satisfying nature of a fresh pour.  
 #dandhcompleteconcrete/youtu.be

**Paid Ad Strategy**

**Budget Scenarios:**

**Micro-Budget (Outperforming Organic):** This budget is exclusively for people who have already visited the Sons Concrete website or watched their videos. This keeps the brand top-of-mind while they decide to pull the trigger on a project.

**Seasonal Sprint (Mid-Budget):** Turn on Google Search Ads only during peak booking seasons (early Spring and late Summer) targeting high-intent keywords like "concrete driveway repair near me".

**Always-On Local Dominance (Scale):** Sponsor the top position in the Google Map Pack and run local service ads to ensure Sons Concrete is the first name seen when someone searches for foundations or patios.

**Top Paid Advertising Platforms:**  
 Google Ads, Meta, TikTok Ads

**Average Paid Ad Costs (As of Jan 2024):**  
 • Google Search Ads: \$2-\$4 per click  
 • Facebook Ads: \$1-\$3 per click  
 • Instagram Ads: \$1-\$3 per click  
 • LinkedIn Ads: \$5-\$8 per click  
 • TikTok Ads: Strong ROI with com. CPAs for the right demographic.

**AI Search Accessibility**

Canadian's are using AI platforms such as ChatGPT, Gemini, and Claude to recommend contractors in their area.

To ensure AI tools recommend Sons Concrete, the website needs clean, structured data. By utilizing the WordPress environment to implement local business schema markup, clear FAQs, and straightforward service descriptions, we make it effortless for AI engines to crawl the site. For example when a user asks "Who is the most reputable local concrete contractor near me?", the AI will find our 50+ years of history and directly suggest Sons Concrete.

ChatGPT, Gemini, Claude

**AI Search & Sponsorship Potential**

**Industry Benchmarks (2024 Estimates)**  
 In the trade and home improvement niche, the average Revenue Per Minute (RPM) typically ranges from \$4 to \$11, depending on the length of the videos and the audience's location (Canada's viewers pay more than global viewers).\*

Category	Est. RPM (Per 1,000 views)	Why?
Shorts (30-60s style)	\$0.05 - \$0.15	High volume, but very low pay per view.
Standard Tutorials	\$0.00 - \$0.05	High advertiser demand for "How-to" videos.
High-Value/Long-Form	\$1.00 - \$14.00	High-ticket ads (machinery, foundations, GCs).

\*A channel must reach 1,000 subscribers and 4,000 watch hours before you can apply to the YouTube Partner Program.

**Closing Statement**

Building a business in 2024 is all about organic growth potential and leveraging the tools we already have, like social media, localized SEO, and your phone camera. There has never been an opportunity like this for family businesses to grow without having to compete with expensive pay-per-click ads or shady SEO agencies that set useless backlinks.

Google Business Profiles are a huge game-changer too. By staying active on your profile and keeping the details current, we ensure Google recognizes the Sons Concrete name and prioritizes you in local searches throughout the counties. This strategy puts your 50 years of experience front and center where it belongs.

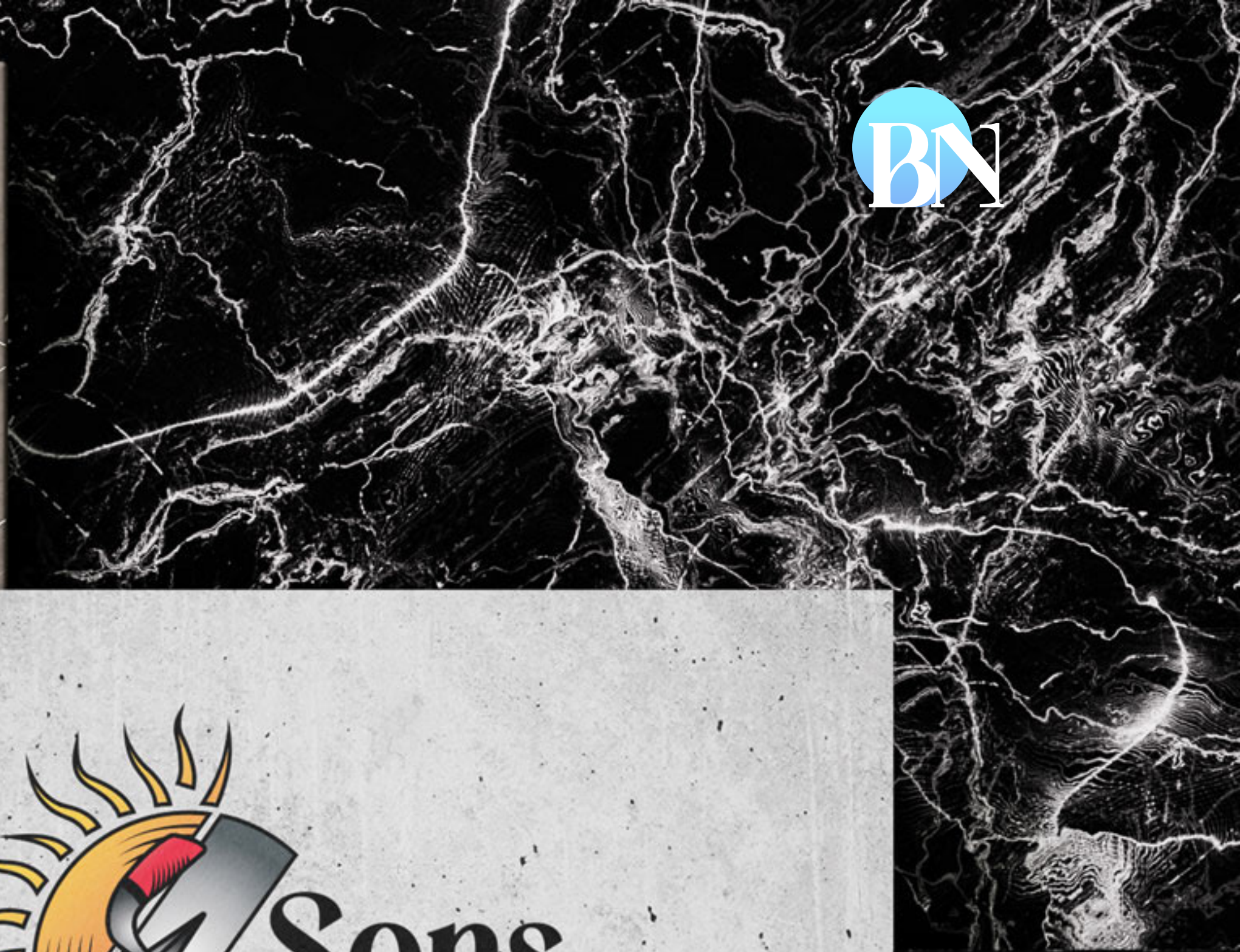
If you have any comments or questions regarding anything in this presentation, please let me know and we can discuss the next steps.

Thank you.

## 06. Merchandise & Environmental Design:

Engineered a full suite of physical touchpoints including business cards, high-visibility yard signs, and large-format banners.





**Gage Tomaz**  
 gage@sonsconcrete.ca  
 +1 (519) 375-1863



**sonsconcrete.ca**



**sonsconcrete.ca**





## 07. Apparel Graphics

Designed a cohesive uniform system consisting of branded jobsite t-shirts, safety hard hats, and baseball caps.



Brands I've Worked With:



# Thank you!

## Email

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## Portfolio

 [adbrandon.com](http://adbrandon.com)

## Telephone

 437-314-1955

## Behance

 [behance.net/brandon\\_nogueira](https://behance.net/brandon_nogueira)

## Location

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## LinkedIn

 [linkedin.com/in/brandonnogueira](https://linkedin.com/in/brandonnogueira)