

Richard Ward

Design & Marketing

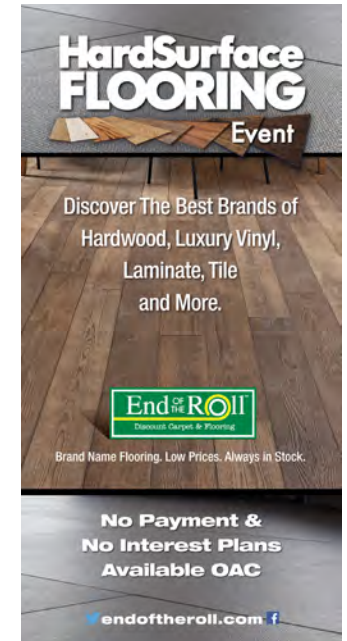


778-583-5838
1049 Verder Avenue
Victoria BC, V8M 2H1
wardesign@hotmail.com

before



after

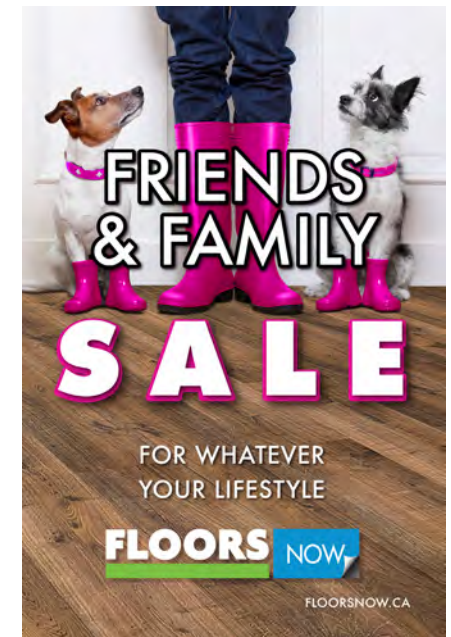


Since 2016 I have been the Lead Designer & Art Director taking care of the marketing needs of all 60 End of The Roll Locations nation wide & 12 Floors NOW locations. Re-organizing the Art Department that had acquired some very bad habits was my first step to a complete brand update. I am an experenced Designer and Creative Director and I understand workflow and how to streamline art departments. From using the correct software to putting jobs to bed right the first time. My years of experience will propell your business forward.

before



after



The previous advertising campaigns and style was extremely inconsistent, making it hard to distinguish whether the promo's were from the same company or not. I created basic style guides for both End Of The Roll and Floor's NOW brands. Not only does the art department understand the new brand direction but so does the end user. The style guides are having an immediate positive effect and has elevated the way both companies are viewed and do business. Brand recognition is paramount in the world of advertising and building a good style guide will easily translate to all formats regardless of technology.

Richard Ward

Design & Marketing

Large Format
Posters / Retractable Banners / Case Cards / X-Frames





Richard Ward

Design & Marketing

Large Format
Vehicle Graphics



JUNE 2017: EOR Penticton Chevy Express 3500 Extended Passenger (2010)



Richard Ward

Design & Marketing

Large Format
Vehicle Graphics





Richard Ward

Design & Marketing

Corporate Identity
Logo Design / VEHICLE WRAP



Richard Ward

Design & Marketing

Label Design / Production
Sales & Marketing

In 2013, I started working for the Okanagan's premier label printing company Challenge Labels. Starting in Design and Production I learned in-depth time tested label house secrets and production processes. It was an incredibly educational hands on experience that I will never forget. Unfortunately a year after I started, the company went under due to new ownership cash flow. But before that happened all sales staff had jumped ship and were trying to take the clients with them.

Here is the positive...

Which gave me the opportunity to move into Sales & Marketing. I had a crash course in custom Label Printing CRM, Quoting, Substrates, Inks, Foils, Coatings, and Sales. I personally took on Sales and Creative for some fantastic brands and met a lot of amazing people including:

Ezra Cipes - Summerhill Winery

Wyn Lewis - Vibrant Vines Winery

Kim Lawton & Patt Dyck - Cannery Brewery

Mike Urban - Urban Distilleries

Al Mcleod - Nelson Breweries

Colin Sweeney - Sun Valley Fresh Foods

I was on a mission to keep clients and find new ones. Kim Lawton of Cannery Brewery suggested we sponsor the 2014 Fest Of Ale Brewers Reception so I could meet all of the Craft Beer Attendants. I created Invites that were KEG RINGS which is what all Breweries put on the nozzle connection of their kegs for brand identity. I also DJed the party after all of the bands had played. Great Event!



Richard Ward


Design & Marketing

Label Design / Production
Sales, Marketing & Design

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Product of Canada / Produit du Canada

THE VIBRANT VINE
Phantom
VIBRANT VINE 2013 PHANTOM RED
BC VDA Okanagan Valley

These Cabernet Sauvignon, Cabernet Franc and Merlot grapes were especially blended to celebrate the first performance of The Phantom of The Villa at The Okanagan Villa Estate Winery August 16th, 2014.

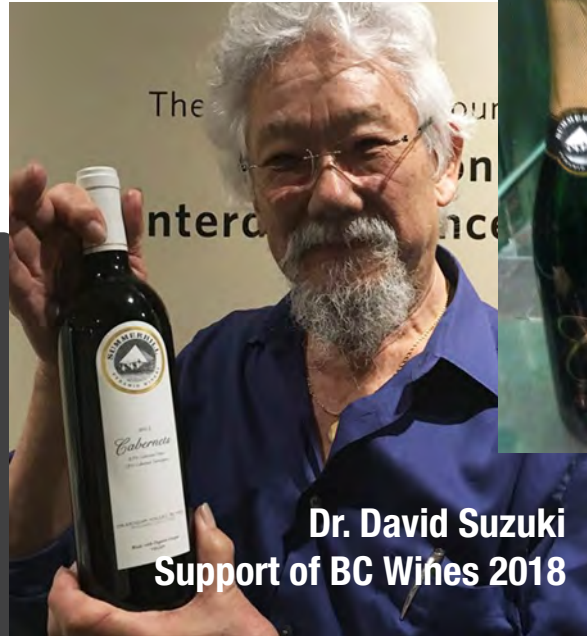
Okanagan Villa Estate Winery,
3240 Pooley Rd, Kelowna, BC, V1W 4G7

Home of The Best White Wine in The World
2013 World Wine Competition
Geneva, Switzerland
www.thevibrantvine.com

Phantom
750 ml - Red Wine / Vin Rouge 14.6% alc./vol.

Contains Sulphites / Contient des Sulfites

0 62057 18816 2



Attention: Wyn Phone 778-478-2176 Email wynlewis@okanaganvilla.com unwind orientation to be confirmed

COLOURS: cyan, magenta, yellow, black, spot black, matte varnish flood, pattern UV gloss varnish, red hot foil

CHALLENGE LABELS LTD

DOCKET#	CUSTOMER	Code	DATE	SALES REP	ARTIST
37909	Okanagan Villa Estate Winery	567-12-1	June 11, 14	CSR	R

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Signature _____
Date _____

Size: 6" x 9.4375"

Stock: estate #8 vellum

Adhesive: AT20

Lamination: varnishes as above

of Plates 6 + hot stamp

Phone 250-769-3289 • Fax 250-769-3235 • 1-1352 Industrial Rd Kelowna BC V1Z 1G5

Proof sent via email mail faxed

Richard Ward

Design & Marketing

Package Design / Production
Sales Mock-Ups

Working for Centura Brands in Mississauga, Ontario allowed me to work with large brand names and utilize style guides from multiple Disney lines. These are mock-ups of products used to sell to retail outlets such as Wal-Mart, Shoppers Drugmart and London Drugs. ALL of these products made it to retail outlet's nation wide.



Richard Ward

Design & Marketing

Package Design / Production

Sales Mock-Ups / Actual Product



Working for Centura Brands in Mississauga, Ontario allowed me to work with large brand names and utilize style guides from Marvel Comics. The PLAY SHAVE SET is a mock-up used to sell to retail outlets such as Wal-Mart, Shoppers Drugmart and London Drugs. The Spider man 2-in-1 Shampoo is a photograph of the final product.

Richard Ward

Design & Marketing

Package Design / Production

Sales Mock-Ups / Actual Product

Working for Centura Brands in Mississauga Ontario allowed me to work with large brand names and utilize style guides from Crayola. The Crayola LIP BALM BOOK SET is a mock-up used to sell to retail outlets such as Wal-Mart, Shoppers Drugmart and London Drugs. The Crayola FOAM SOAP is a photograph of the final product.



Disney PIXAR Cars 2

Groom & Go Bath Set Ensemble de toilette

Mirror, play razor, bath foam, shampoo, hair gel & comb
Miroir, rasoir jouet, bain moussant, shampooing, gel coiffant et peigne.

3+

Disney PIXAR Cars 2

3+

Fait semblant de raser. Le miroir adhère au mur à l'aide d'une ventouse.

6 Piece Set Ensemble de six pièces

Bubble Gum Scented Saveur de gomme à bulles

Shampoo / Shampooing Hair Gel / Gel coiffant 118 mL

Bath Foam / Bain moussant 98 g

Disney PIXAR Cars 2

Groom & Go Bath Set Ensemble de toilette

Mirror, play razor, bath foam, shampoo, hair gel & comb
Miroir, rasoir jouet, bain moussant, shampooing, gel coiffant et peigne.

**Get "race ready" with the Lightning McQueen Groom & Go set
Prepares-toi à faire la course avec l'ensemble de toilette Foudre McQueen**

Shampoo / Shampooing

DIRECTIONS: Wet hair and apply shampoo. Lather and then rinse for greatest hair benefit. **CAUTION:** Use only as directed under adult supervision. For external use only. Avoid contact with eyes. DO NOT APPLY AROUND EYES. If contact occurs, rinse eyes thoroughly with water. Keep out of reach of children, except under adult supervision. For ages 3 & up.

MODE D'EMPLOI: Mouiller les cheveux et appliquer le shampooing. Faire mousser et rincer pour donner aux cheveux une allure propre et épongeable. **MODE EN GARDE:** Utiliser selon le mode d'emploi et sous la supervision d'un adulte. Pour usage externe seulement. Éviter tout contact avec les yeux. NE PAS APPLIQUER AUTOUR DES YEUX. NE PAS APPLIQUER SUR LES LÈVRES. En cas de contact, bien rincer les yeux à l'eau. Garder hors de la portée des enfants, sauf sous la supervision d'un adulte. 3 ans et plus.

INGREDIENTS: WATER, SODIUM LAURETH SULFATE, COCAMIDE MEA, SODIUM CHLORIDE, GLYCERIN, COCAMIDOPROPYL BETAINE, PHENOXYETHANOL, FRAGRANCE, CITRIC ACID, TETRASODIUM EDTA, METHYLPROPANOL, BUTYLPHENOL, ETHYLPHENOL, ISOETHYLPHENOL, PROPYLPHENOL, MMY CONTAIN FD & C BLUE 1, D&C RED 33, FD&C YELLOW 6, FD&C YELLOW 5, FD&C RED 40.

Hair Gel / Gel coiffant

DIRECTIONS: Apply a small amount from roots to ends to define, style and shape. **CAUTION:** Use only as directed under adult supervision. For external use only. Avoid contact with eyes. DO NOT APPLY AROUND EYES. If contact occurs, rinse eyes thoroughly with water. Keep out of reach of children, except under adult supervision. For ages 3 & up.

MODE D'EMPLOI: Appliquer une petite quantité de produit de la racine à la pointe pour définir, modeler et coiffer les cheveux. **MODE EN GARDE:** Utiliser selon le mode d'emploi et sous la supervision d'un adulte. Pour usage externe seulement. Éviter tout contact avec les yeux. NE PAS APPLIQUER AUTOUR DES YEUX. NE PAS APPLIQUER SUR LES LÈVRES. En cas de contact, bien rincer les yeux à l'eau. Garder hors de la portée des enfants, sauf sous la supervision d'un adulte. 3 ans et plus.

INGREDIENTS: WATER, PROPYLENE GLYCOL, GLYCERIN, CARBOMER, TRITHANOLAMINE, FRAGRANCE, CYCLOTRIMETHACRYLATE, DISODIUM EDTA, METHYLCHLOROETHANOLAMINE, METHYLISOTHIAZOLURONE, MMY CONTAIN FD&C BLUE 1, FD&C YELLOW 5, D&C RED 33.

Bath Foam / Bain moussant

DIRECTIONS: Shake well before use. Press actuator to dispense foam into palm of your hand. Wet body. Apply foam. Wash and rinse. **CAUTION:** Use only as directed. Excessive use or prolonged exposure may cause irritation to skin and urinary tract. Discontinue use if rash, redness, or itching occurs. Consult your physician if irritation persists. KEEP CONTAINER OUT OF REACH OF CHILDREN. NOT RECOMMENDED FOR CHILDREN UNDER 3 YEARS OF AGE WITHOUT ADULT SUPERVISION. KEEP CONTAINER OUT OF REACH OF INFANTS AND TODDLERS. **WARNING:** Avoid spraying in eyes. DO NOT APPLY AROUND EYES. If it gets into eyes, flush the eyes with clear water. CONTENTS UNDER PRESSURE. Do not puncture or incinerate.

MODE D'EMPLOI: Bien agiter avant d'utiliser. Appuyer sur l'actuateur afin de projeter de la mousse dans la paume de votre main. Mouiller le corps. Appliquer la mousse. Laver et rincer. **MODE EN GARDE:** Utiliser selon le mode d'emploi. Une utilisation excessive ou une exposition prolongée peut causer une irritation cutanée ou une irritation des voies urinaires. Cesser l'utilisation si il y a apparition d'éruptions, de rougeurs ou de démangeaisons. Consulter un médecin si l'irritation persiste. **TENIR HORS DE LA PORTÉE DES ENFANTS.** NE PAS RECOMMANDÉ POUR DES ENFANTS DE MOINS DE 3 ANS SANS SURVEILLANCE ADULTES ET CONTINUER HORS DE LA PORTÉE DES BÉBÉS ET DES JEUNES ENFANTS. **MODE EN GARDE:** Éviter de vaporiser dans les yeux. NE PAS APPLIQUER AUTOUR DES YEUX. En cas de contact avec les yeux, rincer à l'eau claire. CONTENU SOUS PRESSION. Ne pas perforer ou inciser.

INGREDIENTS: WATER, SODIUM LAURETH SULFATE, SORBIC ACID, TRITHANOLAMINE, POLYSORBATE 20, FRAGRANCE, LANTULIN, METHYLPROPANOL, MMY CONTAIN FD&C BLUE 1, D&C RED 33, FD&C YELLOW 5.

Conforms to the requirements of ASTM Standard Consumer Safety Specification on Toy Safety P953.

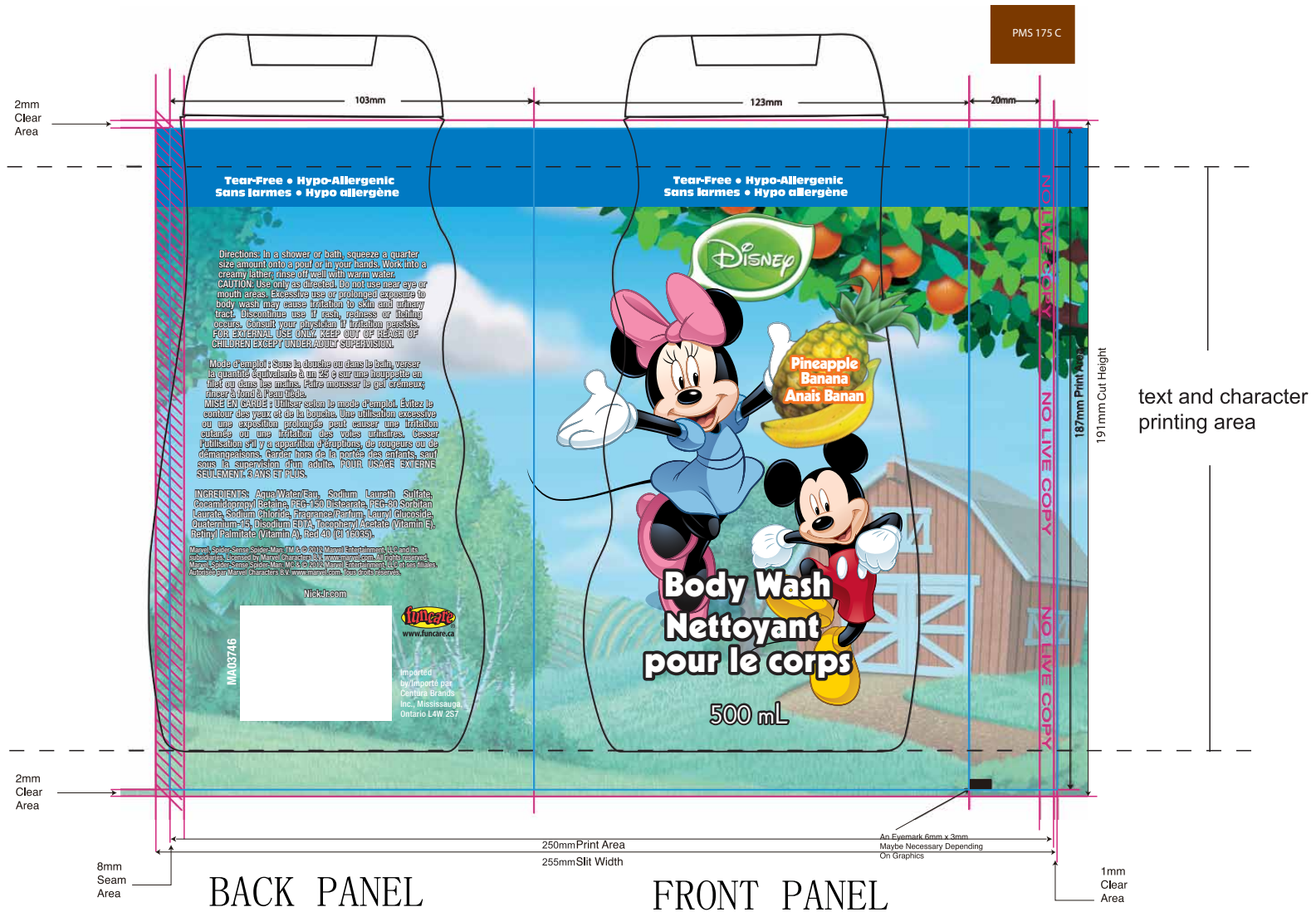
©Disney/Pixar, net including underlying vehicles owned by third parties. File# 11-10-08-00001-0000. W001
www.Disney.com

W003-1002

WARNING: CHOKING HAZARD - Small parts. Not for children under 3 years.

ATTENTION: NE CONVIENT PAS aux enfants de moins de 3 ans. Ne pas laisser à la portée des enfants.

Disney



Revisions: 0000	DOCKET: 001CayoCocoaAloeVera	CLIENT: wmw	DESIGNER: Richard Ward	DATE: May 14th 2011	SOFTWARE: Illustrator CS4	NOTES: DO NOT PRINT DIELINE		<p>ward media works 2307 Queen St. East Toronto, Ontario M4E 1G7-707-9873 ward@wardmedia.com</p> <p>All artwork copyright Richard Ward 2011</p>
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24 Hour Moisturizing / Hydrate pendant 24 heures



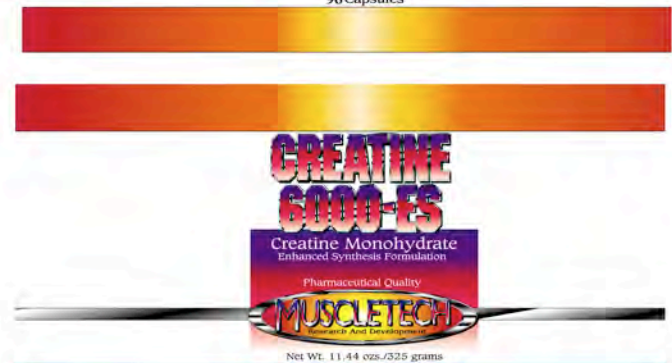
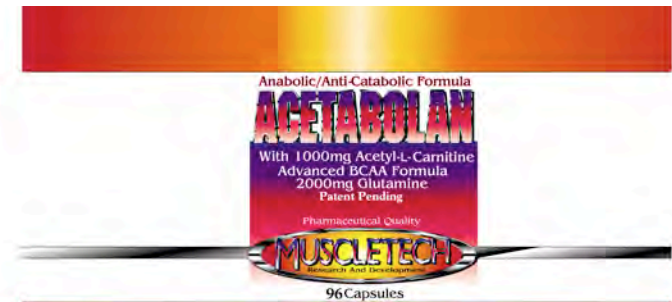
Richard Ward

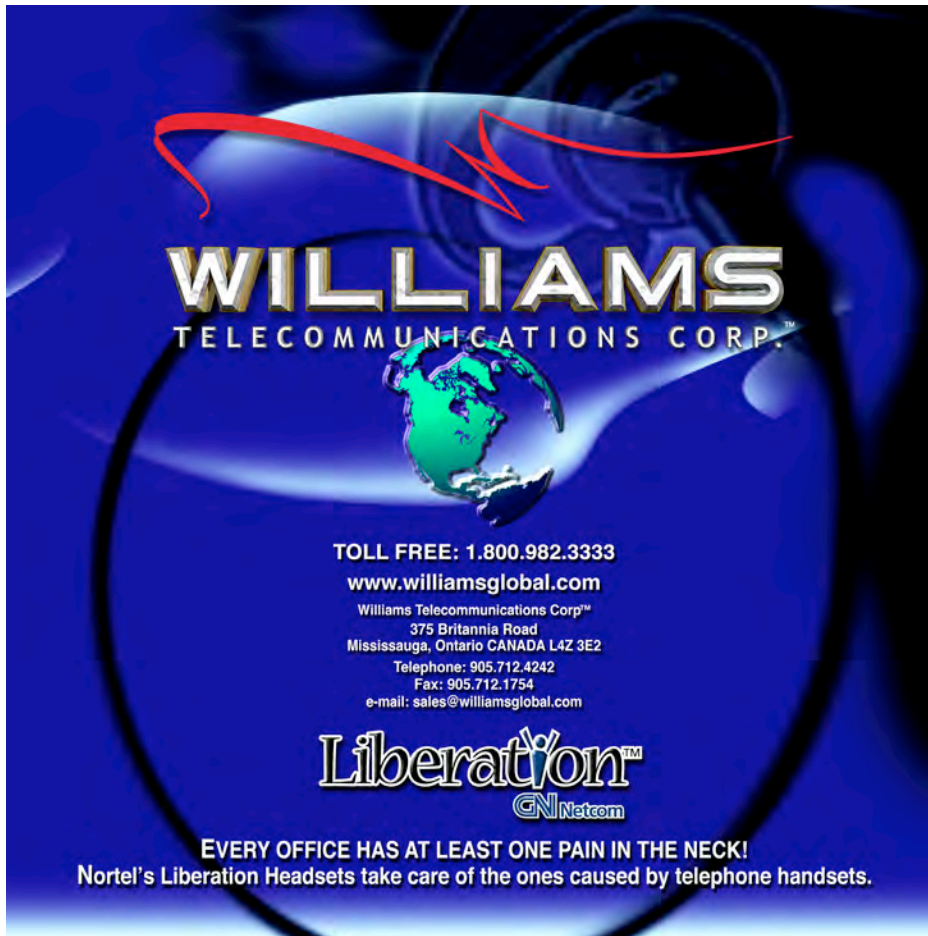
Design & Marketing

Corporate Identity / Package Design / Production

Logo Design & Name Creation, Actual Product 1994-2004

In 1994 I developed all of MuscleTechs original packaging, logo's, marketing materials and created the name for their number one selling product HYDROXYCUT. This was all before the company was registered as a business.





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Design & Marketing

Corporate Identity
Logo Design







a marketing agency freshly brewed.



much like a good cup of coffee, marketing is overpriced.

We are Senior Marketers and Advertising Creatives that came together in the belief that the "Traditional Agency" model - like a good cup of coffee - is overpriced and unfair. And while most Fair Trade Models are designed to protect the people that produce a product - ours is to protect the people that use them - our customers.

Top tier marketing services don't have to be prohibitively expensive - although they have been for years. At Fair Trade Marketing, we have broken free of the traditional model and now attract and apply the best resources from a pool of full-time and free-lance professionals.

Whether the ideas and jobs are big or small - we understand that the only thing that matters is the result for your business - not just ours. With Fair Trade Marketing we are all about brewing one thing: great ideas, fairly priced.

Ahhh, how refreshing.

great ideas, fairly priced.

As marketers our product is our ideas. As Fair Trade Marketers there is only one kind of idea that we do not believe in - overpriced ideas.

Our experience is Tier 1 but our pricing is not - its fair, affordable and will deliver results.

We work with all sorts of companies on projects both very big and small. (\$500 - \$500k)

Our ideas and execution help get your business up and running - all day and everyday..



We can work for companies located literally anywhere in the World - virtually or in person.

We can call upon some of the best talent from across the industry when you require or desire it.

Our business model is to make it as easy for our clients as possible - results without the hassels.

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Richard Ward

Design & Marketing

Point Of Purchase
Case Cards, Table Talkers, Counter Displays



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THE 1/2" CORDED DRILL HAS FINALLY MET ITS MATCH

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Maximum torque of 120 ft. lbs.
Drilling up to 1/2" dia. x 7' long nails.

18 V and 18 V Max™
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2006-2007

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Tiger (0-5)	\$35 reg.	NOW \$30
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HCA
For Bodybuilders

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The New Way To Get Cut?

By Will Brink
The king of conditioning - Shawn Rife

MUSCLEMAN / DEC
SUCCESS
BUILD

MUSCLEMAN / DEC

Richard Ward

Design & Marketing

Print & Publication
Large Format

An architectural rendering of a multi-story, light-colored building with a European architectural style. The building features arched windows on the ground floor, rectangular windows on the upper floors, and a rooftop terrace with a pergola and greenery. A hot air balloon with the RE/MAX logo is floating in the sky above the building. The scene is set on a street with trees and a sidewalk. A small sign in the foreground reads "Kensington Terrace".

Kensington terrace

European Design With an Okanagan Lifestyle

Proudly marketed by Steve Hyndman RE/MAX downtown

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www.kensingtonkelowna.com

VOLUME 1 • NUMBER 5 & 6

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Throughout the Pacific Rim, Puakea Bay Ranch is considered unique as a coastal haven of spiritual tranquility.

Hale O'Kahola
"Home of the Whale"

During the winter season in Hawaii, the islands become a mecca for the humpback whale, and just beneath the estate is a front-row seat to the miracle of the humpback frolicking and calving each year. The property includes 3 parcels of land, the estate rests upon nearly 5 acres and there are 2 adjoining 10-acre parcels which might be ideal for additional housing, putting green or horse facility. The main residence includes 6 bedrooms, guest house includes 3 bedrooms. Please call for pricing.

<p>Estates of Holoaloa \$2,695,000</p> <p>Luxury 5-acre estate located above Kailua Kona with forever views of the coastline and year-round sunsets. 6 bedroom suites, caretaker's cottage, pool and approx. 4 acres of pristine producing coffee trees. MLS 258345</p>	<p>Kahakai Estates \$1,388,000</p> <p>Exceptional view home with wonderful outdoor living space. Lush landscape, pool and spa, 4 bedrooms and just over 3600 sq. ft. of living area all on 1 acre of land. MLS 259009</p>	<p>Keauhou Estates \$985,000</p> <p>Wonderful 3-bedroom home with fabulous ocean and bay views, lush landscape and pool with cascading waterfalls. 24-hour guard-gated community. MLS 258585</p>
<p>Pristine 20-Acre Ranch \$635,000</p> <p>Secluded and privately located adjacent to National Park this one-of-a-kind property features charming cottage and 2-story barn, fenced pasture, garden and old-growth Ohia forest. MLS 256176</p>	<p>Gayle Ching R(S) Regional VP 808.987.9155 CallGayleChing@gmail.com</p> <p><i>Artfully uniting extraordinary homes with extraordinary lives</i></p> <p>MacArthur & Company Sotheby's INTERNATIONAL REALTY</p> <p>Local Experts Worldwide</p> <p><small>© 2011 MHI. Selling a franchise. Selling through MHI. All rights reserved. Certain sales may be made with permission. Sotheby's International Realty® is a licensed trademark of Sotheby's International Realty Affiliates, Inc. An Equal Opportunity Company. Equal Housing Opportunity. Each Office is Independently Owned and Operated. Except Where Otherwise Indicated, All Rights Reserved.</small></p>	

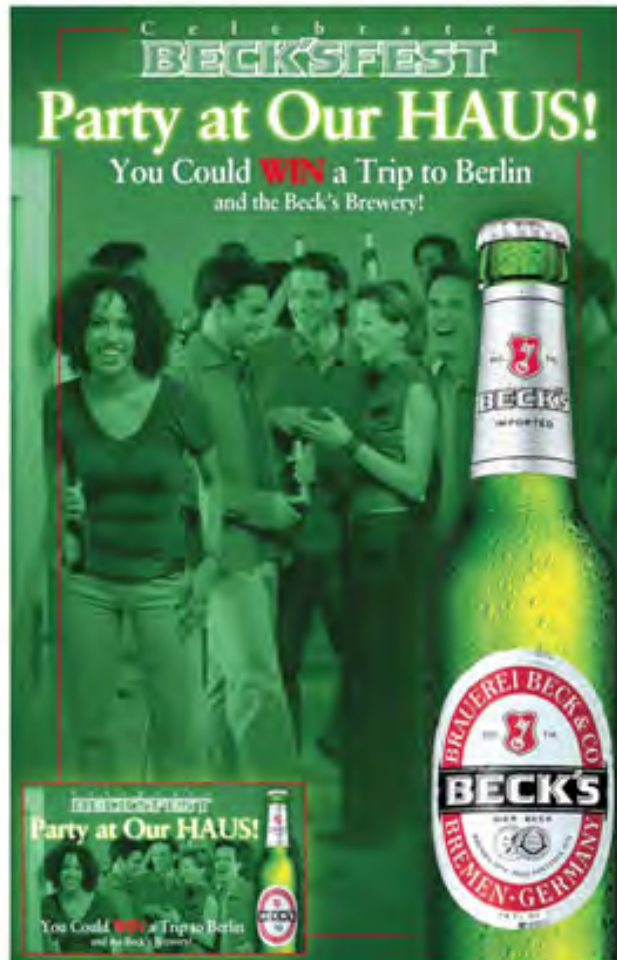
Richard Ward

Design & Marketing

Label Design & Production

3.75" X 5.25"





MICHAELBROOK LOGO STYLE GUIDE



ANTIQUÉ OLIVE STD - NORD ITALIC

HELVETICA NEUE LT STD - 63 MEDIUM EXTENDED

**Headings are Helvetica Neue LT STD
Heavy Extended**

Body copy is Helvetica Neue LT STD MEDIUM

Alternate is Helvetica Neue LT STD Medium Condensed



PMS: Orange 021



BLACK



RICH BLACK: CMYK - C 40, M20, Y20, K100

Richard Ward

Design & Marketing

Package Design
Actual Product



Richard Ward

Design & Marketing

Point Of Purchase Materials & Merchandising

Design & Marketing Print - New Media/Web



Richard Ward

Design & Marketing

Marketing & Ad Campaigns
Print, New Media, Web









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unwind orientation

Attention: Richard Tremblay Phone 250.448.900 Fax 250.448.8250 Email accountmanager@svff.ca

challenge labels ltd
www.challengelabels.com

COLOURS: Digital Run

DOCKET#	CUSTOMER	DATE	SALES REP	ARTIST
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Date _____

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Lamination: TBD

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Richard Ward

Design & Marketing

Entertainment Marketing
Concept, Design & Event Planning

