

PORTFOLIO

Neelakantan Subramanya Kumar (Neelu)

Marketing Communications & Content Specialist

(204) 869-0844

www.creativelyneelu.com

creativelyneelu@gmail.com

2023 WPFPG

WORLD GAMES | 2023 WORLD POLICE & FIRE GAMES | FRONT LINE TO FINISH LINE

60+ SPORTS | 30+ VENUES | 50+ COUNTRIES | 8500+ ATHLETES | 3000+ VOLUNTEERS



WINNIPEG IS GETTING READY TO WELCOME THE WORLD FOR THE 2023 WORLD POLICE & FIRE GAMES.

ARE YOU READY TO COMPETE? REGISTER TODAY!

WWW.WPFG2023.COM

WORLD GAMES | 2023 WORLD POLICE & FIRE GAMES | DU DE PREMIÈRE LIGNE À LA LIGNE D'ARRIVÉE | FRONT LINE TO FINISH LINE

LE PLUS GRAND ÉVÈNEMENT SPORTIF JAMAIS ORGANISÉ AU MANITOBA!



WORLD POLICE & FIRE GAMES

RÉSERVEZ LA DATE ET PARTICIPEZ! DU 28 JUILLET AU 6 AOÛT 2023

FAITES UNE DEMANDE DE BÉNÉVOLAT À WWW.WPFG2023.COM FÉVRIER 2023

63 SPORTS! VISITEZ NOTRE SITE WEB POUR PLUS DE DÉTAILS SUR CHAQUE SPORT



WORLD GAMES | 2023 WORLD POLICE & FIRE GAMES | WINNIPEG 2023

INFO FOR ST. MALO CAMPERS

THE 2023 WORLD POLICE & FIRE GAMES IS BEING HELD IN MANITOBA THIS SUMMER!

ST MALO WILL HOST TWO SPORT COMPETITIONS: OPEN WATER SWIMMING AND TRIATHLON

DATES
AUGUST 02, 2023 - OPEN WATER SWIMMING
AUGUST 03, 2023 - TRIATHLON

TIME
8 AM TO 5 PM ON BOTH DAYS

Canada | Manitoba | Winnipeg | WINNIPEG

VISIT WWW.WPFG2023.COM FOR MORE INFO ON THE GAMES

THINGS TO NOTE DURING THE GAMES

- THE MAIN BEACH AREA IS RESERVED FOR THE GAMES ON THE AUGUST 2ND AND 3RD.
- ON BOTH DAYS, THE BEACH WILL BE CLOSED FOR PUBLIC UNTIL 12 PM.
- THE 2023 WPFPG STAFF WILL BE ON SITE AT THE PARK UNTIL 5 PM.
- YOU ARE ENCOURAGED TO COME SPECTATE THE SPORT COMPETITIONS AND CHEER ON THE ATHLETES.
- DURING THE TRIATHLON ON AUGUST 3RD, EXPECT DELAYS IN TRAFFIC AND SLOW MOVING VEHICLES AS THE THE ATHLETES WILL BE ON THE ROAD.
- EXPECT SINGLE LANE TRAFFIC TO AND FROM THE CAMPSITE.
- PARKING AVAILABILITY WILL BE LIMITED DURING THE GAMES TIMES.

FOR MORE INFO ABOUT THE GAMES!
INFO@WPFG2023.COM

2023 WORLD POLICE & FIRE GAMES TRIATHLON COURSE MAP



FOLLOW US ON:
f /WPFG2023WINNIPEG | /WPFG2023

WORLD GAMES | 2023 WORLD POLICE & FIRE GAMES | WINNIPEG 2023



ST MALO TRIATHLON COURSE
SWIM ROUTE
BIKE ROUTE
RUN ROUTE
OVERALL COURSE MAP

SCAN FOR MORE INFO

FOLLOW US ON SOCIAL:
f /WPFG2023WINNIPEG
@ /WPFG2023WINNIPEG
/WPFG2023

VISIT: WWW.WPFG2023.COM
TO LEARN MORE AND SIGN UP FOR UPDATES

Canada | Manitoba | Winnipeg | WINNIPEG


WORLD GAMES | 2023 WORLD POLICE & FIRE GAMES | WINNIPEG 2023

ST. MALO

AUGUST 02, 2023 - OPEN WATER SWIM
AUGUST 03, 2023 - TRIATHLON

THANKS TO THE ST. MALO COMMUNITY FOR HOSTING US AND ALLOWING US TO DELIVER OUR SPORT COMPETITIONS!

FRONT LINE TO FINISH LINE
WINNIPEG | CANADA



winnipegtransit.com



WORLD GAMES | 2023 WORLD POLICE & FIRE GAMES | WINNIPEG 2023

JULY 28 TO AUGUST 06
DU 28 JUILLET AU 6 AOÛT 2023

Canada | Manitoba | Winnipeg | WINNIPEG

Print media for promotions - Posters, brochures, bus ads, etc.

2023 WPFPG



Pageantry Items - Large-format pageantry items including banners, backdrops, podiums, fence-wraps, and a 27-window installation at the RBC Convention Centre.

2023 WPFG

WORLD GAMES FRONT LINE TO FINISH LINE

JOIN 8500+ FIRST RESPONDERS FROM AROUND THE WORLD TO COMPETE IN THE

— 2023 —
WORLD POLICE & FIRE GAMES
JULY 28 - AUGUST 06, 2023

ATHLETE REGISTRATION IS OPEN

63 SPORTS	40+ VENUES
8,500+ ATHLETES	3,000+ VOLUNTEERS
60+ COUNTRIES	12,000+ SUPPORTERS

REGISTER TODAY AT WWW.WPFG2023.COM



CALLING ELIGIBLE FIRST RESPONDERS!

WPFG HAS CHANGED THE ELIGIBILITY OF PARTICIPANTS!

VISIT OUR WEBSITE WWW.WPFG2023.COM TO CHECK ELIGIBILITY

REGISTER FROM DECEMBER 1ST!



FRONT LINE TO FINISH LINE

FIRST RESPONDERS, SIGN UP TO COMPETE

WORLD POLICE & FIRE GAMES


REGISTER FROM DEC 1, 2022

ELIGIBILITY HAS BEEN UPDATED BY WPFG

CHECK YOURS AT WWW.WPFG2023.COM



MAY THE FOURTH BE WITH YOU



WORLD GAMES

WORLD POLICE & FIRE GAMES

DON'T MISS THIS OPPORTUNITY!

REGISTER AS AN ATHLETE BEFORE JANUARY 15, 2023

EARN A CHANCE TO WIN CAD150 IN MERCHANDISE

LINK IN BIO



WWW.WPFG2023.COM

CONGRATULATIONS!

To **B. BURTON**, WINNER OF "150 CAD IN MERCHANDISE" DRAW HELD IN JANUARY!

REGISTER AT: WWW.WPFG2023.COM

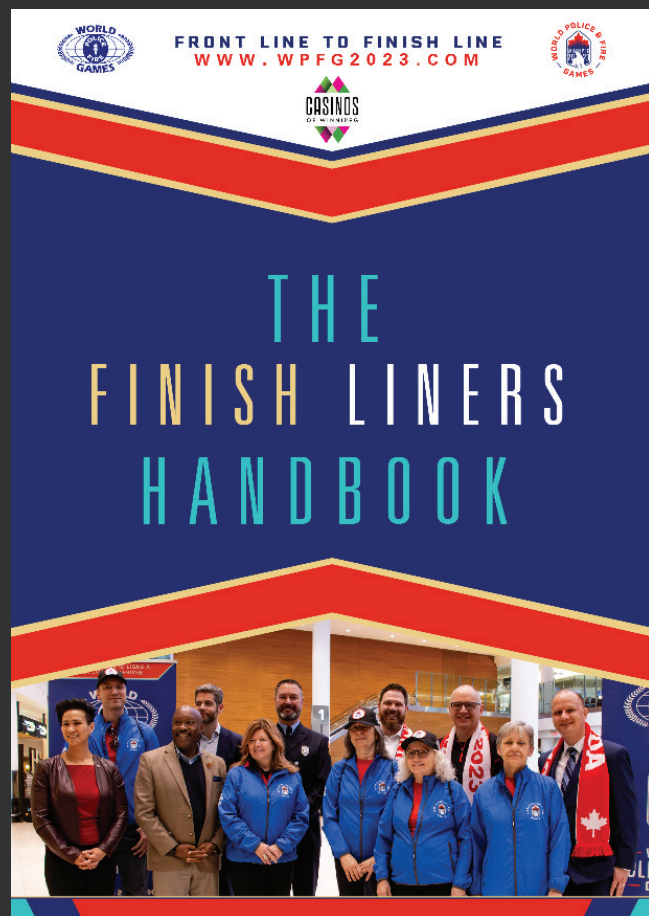
THANK YOU TO EVERYONE WHO ENTERED BY REGISTERING BEFORE JANUARY 15TH. WE LOOK FORWARD TO SEEING YOU AT THE GAMES!



Social media and ad creatives for online promotions

PUBLICATIONS

Volunteer Handbook



VENUES OVERVIEW

You may be asked questions about your venue, the following pages will help you perform your role and provide spectators and athletes with all the information they may need.

ICON GUIDE

WASHROOM - MEN	WASHROOM - WOMEN	WASHROOM - ACCESSIBLE	BABY CHANGING STATIONS
WHEELCHAIR ACCESSIBLE	ACCESSIBLE CHANGE ROOMS	FOOD & DRINK	ELEVATOR
WATER REFILLING STATIONS	FAMILY REST AREA	PARKING	MERCHANDISE STORE
INFO POINT	<DATE> IN THIS COLOR ABOVE SPORTS ICON		
	PRACTICE DAY		

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RED RIVER CATS

SPORT AUGUST 02 - 03
ADDRESS 669 RIVER ROAD, LOCKPORT, MANITOBA

THE VENUE

- RED RIVER CATS IS IDEALLY LOCATED NEXT TO ONE OF NORTH AMERICA'S RICHEST FISHING ENVIRONMENTS.
- THE RED RIVER IS HOME TO APPROXIMATELY 70 DIFFERENT FISH SPECIES AND HAS LONG BEEN KNOWN AS A HOME TO THE CHANNEL CATFISH, THE INSPIRATION FOR THE VENUE NAME.

THE SPORT

- WINNIPEG IS KNOWN FOR TROPHY-SIZE CATFISH, BUT MANY OTHER FISH ARE WAITING TO BE CAUGHT IN THE RED RIVER, INCLUDING NORTHERN PIKE, SMALLMOUTH BASS, FRESH-WATER DRUM, WALLEYE, GOLDEYE AND MORE.

FACILITIES

49

CONTACT AND EMERGENCY

IN CASE OF EMERGENCY
911

GENERAL INFO
VOLUNTEERS@WPFG2023.COM
PHONE: +1 431 554 8054

LEARN MORE AT:
WWW.WPFG2023.COM

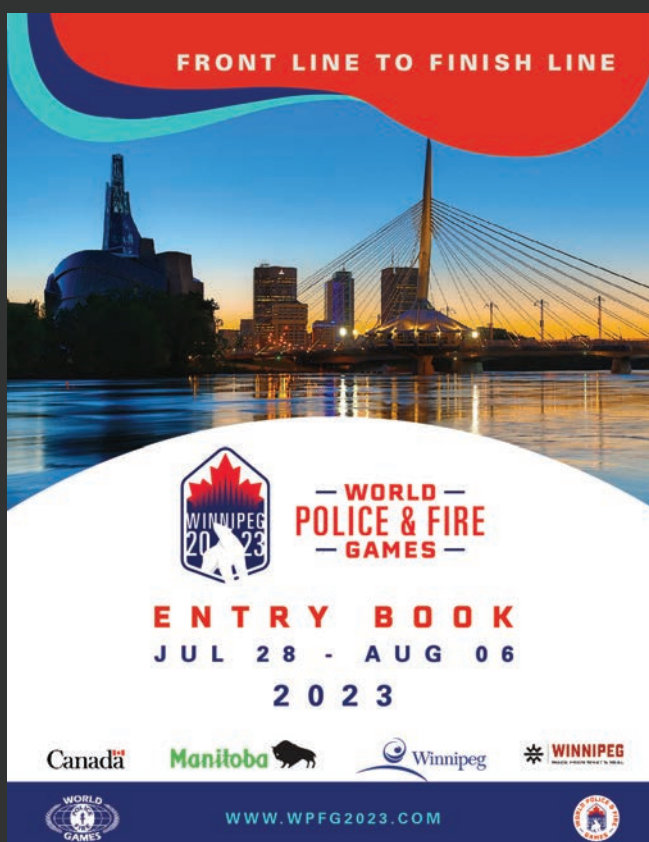
FOLLOW US ON:
@WPFG2023WINNIPEG

FRIENDS OF THE GAMES!

FOR MORE INFORMATION ON OUR FRIENDS OF THE GAMES PROGRAM AND DISCOUNTS AT LOCAL RESTAURANTS, ENTERTAINMENT, AND ATTRACTIONS, PLEASE SCAN THE QR CODE AND ENJOY ALL THAT WINNIPEG HAS TO OFFER!

Canada Manitoba Winnipeg

Athlete's Entry Book



ACCOMMODATIONS

Click on (Map for Downtown Bookings)

DOWNTOWN WINNIPEG HOTELS

	ALT HOTEL WINNIPEG Alt Hotel Winnipeg is centrally located and offers 160 ultra-comfortable rooms with original and intelligent design on 20 spacious floors. Guests must cancel at least 72 hours prior to their scheduled stay to receive full refund.
	FAIRMONT WINNIPEG The Fairmont Winnipeg offers 340 guest rooms and suites, and is connected to most of downtown via indoor walkways. On-site restaurant, indoor rooftop fitness centre & pool, jacuzzi, & sauna, along with 24-hour in-room dining. Guests must cancel at least 48 hours prior to their scheduled stay to receive full refund.
	FORT GARRY HOTEL The historic Fort Garry is located just steps from The Forks National Historic Site and downtown 216 guest rooms, suites, Palm Lounge, spa, and on-site restaurant with sunning deck, indoor pool, sauna and whirlpool. Guests must cancel at least 24 hours prior to their scheduled stay to receive full refund.
	HOLIDAY INN & SUITES WINNIPEG DOWNTOWN Hosting 140 guest rooms & suites, the Holiday Inn & Suites Downtown is close to the University of Winnipeg and the downtown indoor skywalk system. Includes On-site dining, 24-hour fitness room and indoor pool and whirlpool. Guests must cancel at least 24 hours prior to their scheduled stay to receive full refund to receive full refund.

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SPORTS INFORMATION

EQUIPMENT & REQUIREMENTS

The following equipment is the responsibility of the competitor:

- Every rider warming up or racing shall wear a protective, securely fastened helmet that satisfies the bicycle helmet standards of the ICU or the national/state affiliate. It is the rider's responsibility to select and wear such a helmet which offers sufficient protection against head injury and does not restrict the rider's vision. Failure to wear such a helmet, or removing it during a race, will result in disqualification. Helmets shall also be MANDATORY during training rides on competition courses.
- Footgear MUST be the fully enclosed type. Cyclo Cross bikes and Hybrid bikes will be allowed.
- Bicycle shall have at least two (2) brakes which are in good working condition.
- Bicycles must have a minimum of 24" wheels and a minimum of 10 speeds: with functional rear derailleurs.
- Handlebar ends should be plugged and shall have NO sharp or jagged ends.
- Racers MUST complete the ENTIRE event on the same bicycle. All repairs during an event MUST be performed by the individual racer. NO OUTSIDE SUPPORT WILL BE ALLOWED.

AGE CATEGORIES

MEN: 18+, 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+
WOMEN: 18+, 30+, 35+, 40+, 45+, 50+, 55+, 60+, 65+

EVENT COST

\$35.00

ENTRY DEADLINE

July 28, 2023

COMPETITOR LIMIT

50 per category

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SPORTS INFORMATION

FIELD LACROSSE

DATE
Monday July 31 - Wednesday August 2

VENUE
Maple Grove Rugby Park
190 Froebisher Road
Winnipeg, Manitoba
R2N 3Z1

COORDINATOR
Dionne Potapinski
E-MAIL: lacrosse@wpfg2023.com

Please note that competitors in this sport are REQUIRED to register at the Main Accreditation Center (MAC) and receive their credentials no later than the day before the competition begins. AGENCY IDENTIFICATION REQUIRED.

GUIDING BODIES
World Lacrosse 1631 Meza Ave, Ste A, Colorado Springs, CO 80906 USA
Tele: (858) 571-9919; E-mail: dinfo@cpaf.org
Website: www.worldlacrosse.org

EVENTS
Maximum of twenty-three (23) players on a roster plus two (2) Non-Playing Coaches.
Unlimited substitutions are permitted throughout the match.
Each game will consist of four - 15 minutes quarters, with a 10-minute halftime. In the event of a tie after regulation play, one 4-minute overtime period will be played. In the event a tie remains after overtime, 4-minute Sudden Death overtime periods will be played until there is a winner (first goal to score wins).

EQUIPMENT

All players are required to wear protective gloves, suitable boots or shoes, and protective helmet equipped with a facemask and a chinstrap which must be properly fastened on both sides. In addition, the designated goalkeeper shall wear a throat guard, a chest protector and a box/cup.
The fingers may not be cut out of a player's gloves, and the entire finger must be encased within, and must be part of the glove. A player may not play with his fingers outside the glove. A player may cut the palms out of his gloves.
Each player must wear a jersey with a contrasting block or gothic number centered on the front and the back. The number on the front of the jersey shall be at least 8 inches (20.32 centimeters) high, and the number on the back shall be at least 10 inches (25.4 centimeters) high. The numbers on the front and back of a player's jersey shall be the same, and no duplicate numbers shall be allowed on the same team.
Teams shall have two sets of jerseys of contrasting colors.

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BRAND IDENTITY DESIGN

THE COFFEE GUILD



Concept branding and packaging project focused on creating a premium coffee brand identity and product experience.

Focused on creating a warm, approachable brand identity through neutral tones and minimal typography.

MENU DESIGN




THE COFFEE GUILD
 EVERYTHING'S ALRIGHT WITH A CUP OF COFFEE!



HOT DRINKS

	S	M	L		S	M	L
ESPRESSO	1.49	2.29	2.79	GREEN TEA	1.49	2.29	2.79
CAPPUCCINO	1.49	2.29	2.79	EARL GREY	1.49	2.29	2.79
LATTE	1.49	2.29	2.79	ORANGE PEKOE	1.49	2.29	2.79
AMERICANO	1.49	2.29	2.79	BERRY-BERRY	1.49	2.29	2.79
MOCHA	1.49	3.29	3.79	LEMON-MINT GINGER	1.49	2.29	2.79
HOT CHOCOLATE	1.49	2.29	2.79	SPICE N' SWEET	1.49	2.29	2.79
WHITE CHOCOLATE	1.49	2.29	2.79	LONDON FOG	2.49	3.29	3.79
MACHIATTO	2.49	3.29	3.79	VANILLA GREEN	2.49	3.29	3.79
IRISH COFFEE	2.49	3.29	3.79	MATCHA-GINGER	3.29	3.79	4.29

COLD DRINKS

	S	M	L		S	M	L
ICED COFFEE	1.99	2.49	2.99	LEMONADE			
ORIGINAL FRAPPUCCINO	2.49	2.99	3.59	ORIGINAL	1.49	2.29	2.79
VANILLA FRAPPUCCINO	2.69	3.29	3.79	BERRY BLAST	1.99	2.49	2.99
MOCHACCINO	2.89	3.49	3.99	MANGO-COCONUT (SPECIAL)	2.29	2.79	3.29
ICE TEA *	2.89	3.29	3.99				
CITRUS BLITZ	3.49	3.99	4.29				
MILKSHAKE **	3.99	4.49	5.29				

* ORIGINAL, BERRYFUL, CITRUS-MINT, GREEN SOUR

** VANILLA, STRAWBERRY, CHOCOLATE, COOL MINT, BLUEBERRY, CHOCO-STRAWBERRY


THE COFFEE GUILD
 EVERYTHING'S ALRIGHT WITH A CUP OF COFFEE!



PACKAGE DESIGN



UNREEL CREATIVE



Developed multiple logo directions exploring motion, media, and storytelling elements for a creative production brand.

Concepts



Brand Guidelines



INTRODUCTION

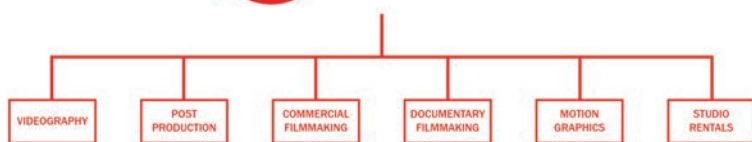


We are UnReel Creative; a production and post-production media power house dedicated to high end delivery and editing of video and photo content. We specialize in industries including, but not limited to commercial, corporate, real-estate and entertainment (music videos).

BRAND FOUNDATIONS



REVENUE STREAMS



LOGO



The minimum clear space is defined as 1X. Maximize clear space as much as possible. Recommended clear space is 2X.



Minimum size of the logo is to be 120 px on screen or 1cm in print. Smaller sizes may be required in exceptional circumstances. In such cases, legibility is to be of high priority. Always ensure the logo is clearly visible.

LOGO VARIATIONS



HORIZONTAL



STACKED



MONOGRAM

TYPOGRAPHY

USE FOR HEADINGS
**Franklin Gothic
Medium**

USE AS SECONDARY TYPEFACE FOR HEADINGS
**Franklin Gothic
Medium Condensed**

USE AS PRIMARY TEXT TYPEFACE
Ebrima

COLORS



Red
CMYK 2 99 96 0
RGB 232 36 41
E82429



Gray
CMYK 80 69 47 37
RGB 55 63 81
373F51



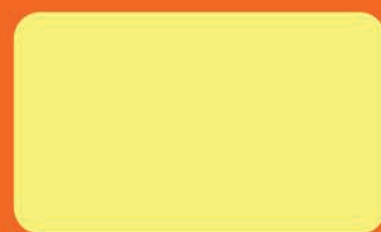
White
CMYK 0 0 0 0
RGB 255 255 255
FFFFFF



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BYN

byn



P R I M A R Y

| S E C O N D A R Y

CONSTANTIA

SOURCE SANS PRO

RALEWAY

Designed branding and social media assets for a networking-focused digital platform.

Social Media

NETWORKING STARTS AT SCHOOL!



20% OFF OF OUR
PREMIUM MEMBERSHIP
SIGN UP WITH YOUR SCHOOL EMAIL!
(LINK IN BIO)



82%

OF YOUR NETWORK IS PEOPLE YOU MET AT SCHOOL

76%

OF SUCCESSFUL NETWORKING WAS WITH A DIRECT INTRODUCTION



92%

A WHOPPING 92% SAID THAT THEY GOT STARTED IN THEIR CAREER BECAUSE SOMEONE THEY KNEW FROM SCHOOL MADE AN INTRODUCTION

START CONNECTING NOW!



OUR FORUM MAKES IT EASY TO SHARE
IDEAS AND RECEIVE FEEDBACK AND ADVICE!

TRY IT NOW!



Branding



GILL SANS MT

Allura Regular

Adelaide



048C88

Dark Cyan



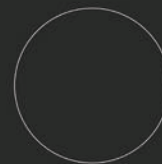
26C6C1

Robin Egg
Blue



484349

Dark Liver



2B2B2B

Jet



FFFFFF

White

Social Media



CHOOSE THE
DIRECTION
OF YOUR NEXT
ADVENTURE
WITH US



winged
Enabling Adventures



TRY SOMETHING
NEW THIS SUMMER

SUMMER BOOKINGS
@ 15% OFF

CLICK LINK IN BIO

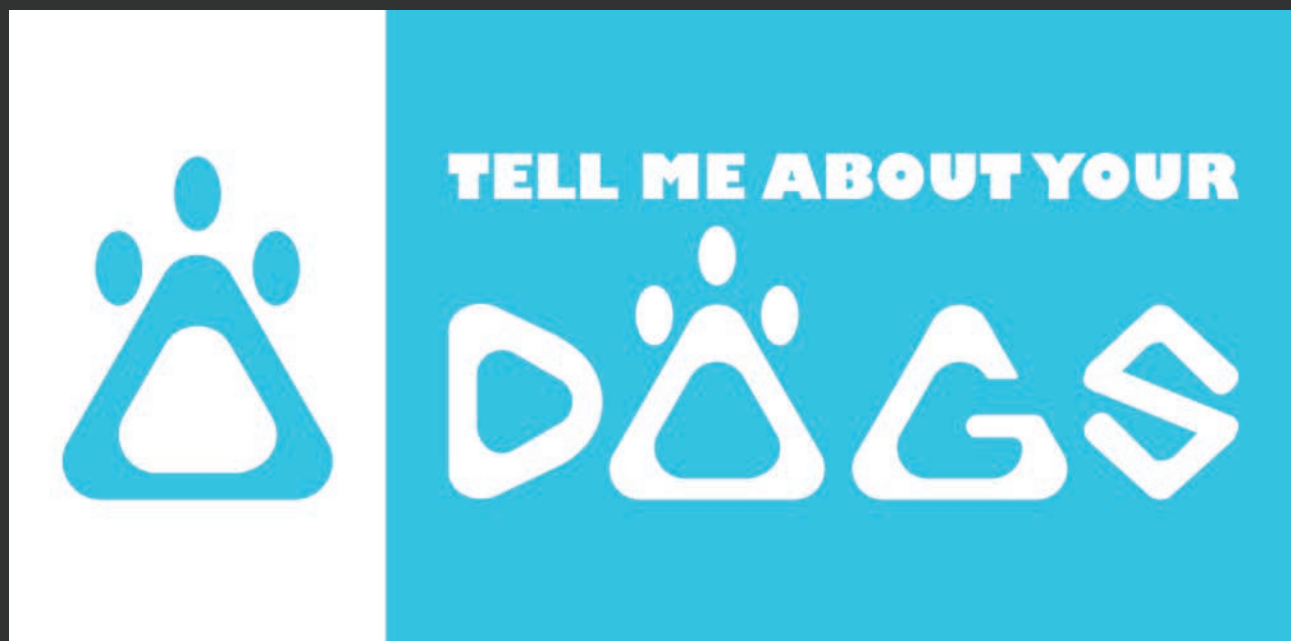


FAMILY VACATION
THIS SUMMER
COULD BE AN
Adventure!

20% OFF ON FAMILY BOOKINGS

*TERMS AND CONDITIONS APPLY

SELECTED ADDITIONAL WORK



An aerial photograph of an industrial facility, possibly a refinery or chemical plant, taken at dusk. The scene is dominated by large, flat-roofed buildings and extensive piping. The sky is a deep, dark blue, and the ground is dimly lit. Overlaid on the image is the text "WELCOME TO COBRA" in a large, bold, white, sans-serif font. The word "WELCOME TO" is on the top line, and "COBRA" is on the bottom line, with the letters being significantly larger than the first line.

WELCOME TO COBRA

Produced and edited marketing and onboarding video content, including aerial footage and branded messaging.

Sample YouTube Link: <https://youtu.be/FXWNhL18ySg>

Neelakantan Subramanya Kumar (Neelu)

Senior Graphic Designer | Marketing & Content Strategy | Visual Storytelling

(204) 869-0844

creativelyneelu@gmail.com