



*Catriona Berry*

Communications & Design



[Click to go  
back to p. 1](#)

# *Writing Projects*

Program assignment: Write a  
fact sheet about the RCMP.  
[Click image to see full PDF.](#)



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# Writing Projects

Program assignment: Write a biography about a classmate.  
Click image to see full PDF.

## Maria DiGiacomo

Public Relations Professional



As a child, Maria DiGiacomo knew she loved the creativity and expressiveness of fashion: designing and making clothes for her dolls and styling herself. She also loved to write and developed a passion for travel and European culture.

Optimistic and driven, she is the first person in her proud Sicilian family to go to university. In her third year of sociology at McMaster University, Hamilton native DiGiacomo realized that adding a communications major to her curriculum could be the way to focus her love of storytelling. She doubled-down — overloaded her agenda with the courses she would need to graduate with a double-major in her last year — graduating with distinction in 2022.

With her degree in hand, DiGiacomo saw public relations could be the way to unite her many strengths and interests in service of the fashion industry. With this in mind she enrolled in the Public Relations and Corporate Communications program at Sheridan College, the best in southern Ontario, and set out to get experience in the field.

“You can never be overdressed or overeducated,” says DiGiacomo in her curated Instagram posts.

Initiative and persistence opened doors for Maria and she was able to secure two positions with fashion shows within a month of starting the program at Sheridan.

First of all, she volunteered with Startup Fashion Week in Toronto, an international event. There she worked on media lists, pitching, key messaging, event planning and attended launch parties.

The next event was Fashion Art Toronto, where this outgoing young professional honed her skills in onsite public relations and had the exciting chance to interview a designer. DiGiacomo jumped at the opportunity when another interviewer was unavailable at the last minute. She credits her ability to thrive in spontaneity to her “vie en rose” world outlook.

While she works hard, fashioning her career and labouring as a marketing associate for Costco, DiGiacomo makes it clear that she holds her family and friends close to her heart and would do anything to be there for them. She describes herself as an “old soul” and a “typical middle child” with a strong connection to her Sicilian roots and European background. With personal priorities in mind and a confidence belying her youth, Maria strides down the runway toward a bright and colourful future.



# Writing Projects

Program assignment: Write a pitch letter to a journalist for a research report. Click image to see full PDF.

## Pitch Letter – Freedom on the net



### Twitter posts

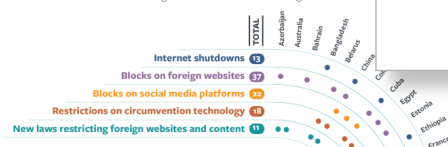
1. In some countries, the government blocks access to the internet. Read [the FOTN report](https://freedomhouse.org/report/freedom-net/2022/cattering) on internet freedom (because in Canada, we can do that!) (<https://freedomhouse.org/report/freedom-net/2022/cattering>)



#freedomonthenet #freedomhouse #st

2. Imagine not being able to see this tweet turned off the web. That's a daily reality for users. [Check out this infographic](https://freedomhouse.org/report/freedom-net/2022/cattering) to see (<https://freedomhouse.org/report/freedom-net/2022/cattering>)

Counting the Ways Governments Plunge Users  
In over two-thirds of countries covered by Freedom on the Net, access to foreign information sources using at least one of



#freedomonthenet #internetforeveryone #raiseyourvoice



"Freedom House is founded on the core conviction that freedom flourishes in democratic nations where governments are accountable to their people."

## Pitch Letter – Freedom on the net – Catriona Berry

November 21, 2022

Nahayat Tizhoosh  
Producer, CBC News Network's Power & Politics  
<https://twitter.com/NahayatT>

Dear Nahayat,

I read your article on Toomaj Salehi, the Iranian rapper who is part of a movement fighting internet censorship. In it you bring an empathetic voice to an issue that Freedom House is built on: the role of the internet in democracy. We thank you for that, profusely and want to share our annual report: [Freedom on the Net 2022](https://freedomhouse.org/report/freedom-net/2022/cattering).

As a Washington D.C. based advocacy group committed to advancing democracy in the digital age, the research we do sheds light on the need for universal policies around communication technology and the opportunity to protect human rights.

Our report shows that:

- [Global internet freedom declined for the 12th consecutive year.](https://freedomhouse.org/report/freedom-net/2022/cattering)
- [Governments are breaking apart the global internet to create more controllable online spaces.](https://freedomhouse.org/report/freedom-net/2022/cattering)
- [China was the world's worst environment for internet freedom for the eighth consecutive year.](https://freedomhouse.org/report/freedom-net/2022/cattering)
- [A record 26 countries experienced internet freedom improvements.](https://freedomhouse.org/report/freedom-net/2022/cattering)
- [Human rights hang in the balance amid a competition to control the web.](https://freedomhouse.org/report/freedom-net/2022/cattering)

As one of the top three "free" countries in the report, Canada has a social responsibility to share our good fortune and good policies. We would like to add your skills as a journalist and communicator to our advocacy initiatives. We can share some really great infographics for your story.

Can we count on you to share the important findings of our report?

Catriona Berry,  
Public Relations Manager,  
Freedom House  
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# *Writing Projects*

Program assignment: Write a press  
release for Raleigh Canada.  
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# *Writing Projects*

Program assignment: Write 10 key messages about a topic for the health minister.  
Click image to see full PDF.



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# *Writing + Design*

Newsletter redesign for  
Burlington Humane Society.  
Click images to see full PDF.



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# *Writing + Design*

Program Assignment: Interview  
and profile a PR Professional.  
Click images to see full PDF.



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# *Writing + Design*

Personalized stationery for  
service representatives.  
Environmental edition.  
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# *Writing + Design*

Newsletters to promote  
LVNG with Lung Cancer  
Community engagement.  
Click images to see full PDF.



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# Branding

Style Tile branding  
exercise &  
communications identity  
redesign.

Catriona Berry  
Communications & Design

## Logos



## Brand Inspiration



## Colour Palette



PMS 200  
CMYK: 17 100 87 7  
RGB: 192 32 50  
HEX: #BA122B



PMS 319  
CMYK: 66 0 22 00  
RGB: 58 193 204  
HEX: #3AC1CC



PMS 130  
CMYK: 0 28 100 0  
RGB: 242 169 0  
HEX: #F2A900



Warm Grey  
CMYK: 49 46 46 9  
RGB: 133 124 122  
HEX: #857C7A



Rich Black  
CMYK: 80 80 80 100  
RGB: 0 0 0  
HEX: #000000

## Typefaces

Headlines

Hey Lovely

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

Body Type

Proxima Nova Light  
**Proxima Nova Semi-Bold**  
Proxima Nova Italic

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

## Brand Description

Optimistic, energetic & cheerful. Eclectic & versatile.

Photo Credits: 1, 2, 4: Catriona Berry. 3: Adobe Stock

Font Credits: Hey Lovely: 50Fox Studio; Proxima Nova: Mark Simonson, Adobe Fonts



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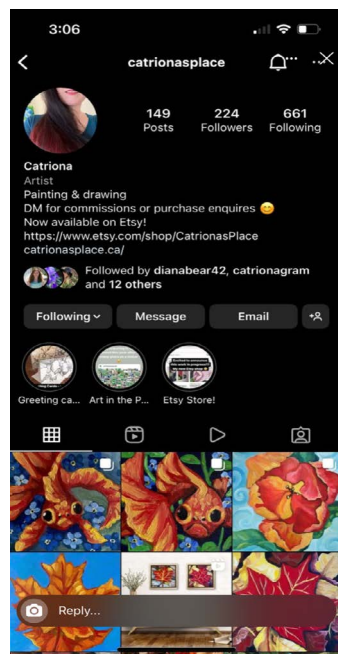
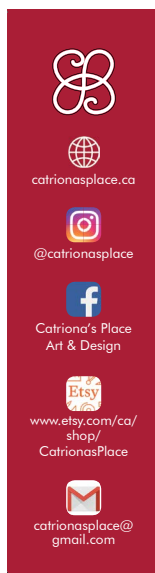


# Branding



catrionasplace

Branding for artist & designer.  
Click images to visit properties.



[https://m.facebook.com > ... > Catriona's Place Art & Design](https://m.facebook.com/Catriona's%20Place%20Art%20&%20Design)

[Catriona's Place Art & Design | Facebook](#)

Artist and designer creating original paintings and drawings; acrylic on canvas, pen & ink on paper. Page · Visual Arts.



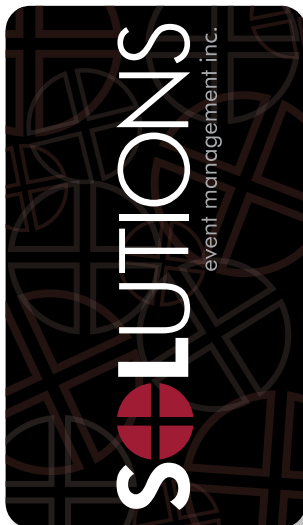
# Branding

**SOLUTIONS**  
event management inc.

Branding for Toronto-based  
event planning company.



**SOLUTIONS**  
event management inc.



Sharm Simon, CM  
416.618.5396  
289.232.4229  
solutions@rogers.com

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event management inc.  
194 Cliff Road  
Mississauga, Ontario

**SOLUTIONS**  
event management inc.

Helping YOU find YOUR Event Solution

[solutionsolutionsevents.ca](http://solutionsolutionsevents.ca)

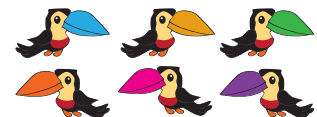
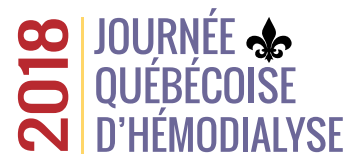
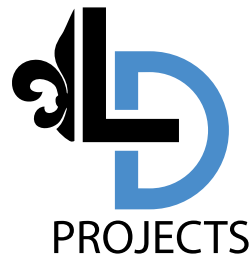
tel: 289.232.4229 | fax: 289.904.0335  
info@solutionsolutionsevents.ca

Find us on Facebook | sharm\_solutions | @SLSolutionsInc





# Logo Design



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# Layout Design

Print brochures, posters,  
digital invitations.

**You can put Hope in the Air**

RBC Rewards® is a proud supporter of Hope Air, the national charity that arranges free flights for Canadians in financial need to get to specialized healthcare that doesn't exist in their home community.

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With a simple click, you can improve the lives of Canadians by ensuring their access to healthcare.



**hope Air**

**"You can put Hope in the Air"**

says Rick Mercer, a proud Honorary Patron of Hope Air, the national charity that arranges free flights for Canadians in financial need who need to get to healthcare that is not available in their home community.



[www.hopeair.ca](http://www.hopeair.ca)

Getting Canadians To Getting Better

Did you know your RBC Rewards® points can fuel Hope Air's flights? Simply visit [rbcrewards.com/hopeair](http://rbcrewards.com/hopeair) and donate your points to help kids and adults bridge the distance between home and hospital.

With a simple click, you can improve the lives of Canadians by ensuring their access to healthcare.

[www.girlguides.ca](http://www.girlguides.ca) 1.800.565.8111

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اردو Urdu  
العربية Arabic  
ਪੰਜਾਬੀ Punjabi  
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Guides du Canada

**Soirée Célébration IIV!**

Le vendredi 19 décembre 2014

Vous êtes convié(e), vous et votre conjoint à venir célébrer 2014 avec nous à l'**Auberge St-Gabriel**, dans le Vieux-Montréal.

Le programme :

- 18 h – Arrivée et cocktail de bienvenue / Bar Lobby
- 18 h 45 – Souper de célébration IIV 2014 / Bar Velvet
- L'Après-Souper – Quelques pas de danse au son du DJ international invité du Bar Velvet
- Merci de RSVP à Johanne directement.

\*\*Un service de navette-taxi pour vos déplacements vous est offert pour cette soirée, si intéressé(e), veuillez informer Johanne.\*\*

Lee et Marie-Claude

**IIV**

**Marriott INTERNATIONAL**

**You are invited to a MARRIOTT INTERNATIONAL ATLANTIC CANADA FAM!**

WEDNESDAY, JULY 19, 2017 TO SATURDAY, JULY 23, 2017

Enjoy the best of Atlantic Canada's sights, sounds and culinary delights.

Wednesday, July 19, 2017 Depart for Halifax, site properties and off-site venues

Thursday, July 20, 2017 Depart for Charlottetown PEI, lunch and site tours and overnight

Friday, July 21, 2017 Depart for Moncton, lunch site and site tours and overnight Fredericton

Saturday, July 22, 2017 Depart for St. Andrews, lunch and site tours and overnight Saint John

Sunday, July 23, 2017 Depart for home

**Please click here to go to the registration site.**

This Atlantic Canada FAM is sponsored by:

Delta Halifax/Delta Barrington	Delta Brunswick – Saint John	Delta Fredericton – Fredericton
Marriott Halifax Harbourfront	The Algonquin – St. Andrews	Delta Beauséjour – Moncton
The Westin Nova Scotian Hotel – Halifax		Delta Prince Edward – Charlottetown

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WESTIN HOTELS & RESORTS

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**COME ON OVER TO OUR HOUSE...**

Please join your partners from Marriott International for a relaxing evening with friends, old and new.

Tuesday, August 22<sup>nd</sup> – 6:00pm - 8:00pm

**The Addisons Residence**  
456 Wellington Street West, Toronto, Ontario

Please RSVP by Monday, August 14<sup>th</sup>, using the registration link below:  
**MARRIOTT SPECIAL EVENTS CANADA**

**Marriott INTERNATIONAL**

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# Photography

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*Catriona Berry*  
Communications & Design

*Thank you!*

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# Appendix

## *Sheridan College Public Relations & Corporate Communications*

### *Program Curriculum*

Introduction to Marketing and Communications

Career Management for PR Practitioners

Writing for Public Relations 1 & 2

Applied Communications Research

Performance Techniques for Media Relations

Introduction to Public Relations

Communication Design and Technology

Social Media Technology for PR

Special Events Planning

Strategic Communications Planning

Public Relations and Philanthropy

Issues and Crisis Management

Internal Communications

Work Placement



# *Certificate of Completion*

*This document certifies that*

**Catriona Berry**

*successfully completed the Course on Research Ethics based on  
the Tri-Council Policy Statement: Ethical Conduct for Research  
Involving Humans (TCPS 2: CORE 2022)*

**Certificate # 0000841567**

**9 September, 2022**