

Naomi Rae Estreicher

Designer

naomi@naomirae.com

Client: Scotiabank
Project: Corporate Collateral
Description: Flyer advertising investing options from Scotiabank and Scotiabank bank statement, based on current Scotiabank style
Role: Designer (stock baby image from iStock; application used: Adobe InDesign)

INVESTING



Saving for her future?

We can help you prepare for your family's needs with specifically designed investment funds.

The Scotiabank® RESP Reality Check

A Registered Education Savings Plan (RESP) is one of the easiest and best ways to fund the future ambitions of your child. While starting early is one way you can maximize the amount of government grant money available to you, even if your child is a little older it doesn't mean that it's too late to get started.

A small amount every month can quickly add up over time. Remember that the government will match a percentage of every eligible contribution.

You start thinking about their future and their education, even when graduation seems far down the road.

Make your next five years count

Planning for tomorrow in bite-sized chunks makes it easier to envision your future. No matter what stage of life you're at, we can help you define your goals and set a timeframe in which to achieve them. If your goals change along the way, we're here to help adjust your plan.

You define richness. We can help with the money part.

Talk to a Scotia® advisor today

Drop by your branch, call us at **1-800-268-9269**, or visit scotiabank.com/5yearplan

You're richer than you think!





Day-to-Day Banking

SCOTIABANK BRANCH #80000
1000 - 1234 STREET DRIVE
TORONTO, ON A1B 2C3

Your account number:
11122 23334 44

Questions?
Call **1 800 4-SCOTIA**
(1 800 472-6842)

For online account access:
www.scotiabank.com

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JOHN Q PUBLIC
1266 ANYSTREET DR.
TORONTO, ON L1L 1L1



Your Basic Banking Account summary

Opening balance on January 1, 2012	\$5,000.00
Minus total withdrawals	\$1,980.00
Plus total deposits	\$5,006.07
Closing balance on January 31, 2012	\$8,026.07

Important
Please review your statement promptly to check and verify the entries. If there are any errors or omissions, you must tell us in writing within 30 days of your statement date.

Here's what happened in your account this statement period

Date	Transaction	Amounts withdrawn (\$)	Amounts deposited (\$)	Balance (\$)
Jan 1	Opening balance			5,000.00
Jan 1	Mortgage Payment	500.00		4,500.00
Jan 12	Scotiabank VISA 1234 5678 9012	800.00		3,700.00
Jan 14	Paycheck from Corp. Direct		2,500.00	6,200.00
Jan 15	ABM Withdrawal	200.00		6,000.00
Jan 20	Car Insurance Co.	200.00		5,800.00
Jan 20	Home Insurance Co.	30.00		5,770.00
Jan 24	Paycheck from Corp. Direct		2,500.00	8,270.00
Jan 25	ABM Withdrawal	200.00		8,070.00
Jan 31	Telecom company Account xxx xxxx	50.00		8,020.00
Jan 31	Service Charge Monthly Fees		5.95	8,025.95
Jan 31	Interest		0.12	8,026.07
Jan 31	Closing Balance			\$8,026.07

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Page 1 of 1

Client: Agripp
Project: Any Colour As Long As It Holds, opening spread
Description: Magazine article setting out Philippe Ceulemans' climbing hold designs (for Agripp), process and philosophy
Role: Designer (applications used: Adobe Photoshop and InDesign)

ANY COLOUR AS LONG AS IT HOLDS



DESIGNING CLIMBING HOLDS COMES DOWN TO PRECISION AND SENSUALITY, EMBODIED IN EACH OF THE HOLDS

BY: PHILIPPE CEULEMANS

The Agripp climbing hold making method has been shaped by over 20 years of experience. The Agripp workshop has expanded its range, introducing over 300 new holds. Simplicity and fluidity define the Agripp style. Beginners or the well initiated, private or commercial use: our products are designed for all those fired with a passion for climbing.

All our climbing holds can be used on bouldering problems and roped routes. Footholds for beginner's routes can be re-positioned into tricky handhold conundrums on technical routes. And holds that would not invite you to linger long in overhanging positions can be used to provide excellent resting spots on vertical angles. Our passion for creating infinite climbing possibilities inspires our artistic craft. We hope that our holds will inspire route-setters and climbers alike.

Agripp history, ethics and spirit

I'm Philippe Ceulemans, the sculptor/maker behind Agripp. Born in 1969, I've been a climber since 1985 and Brussels is my home town. A sculptor of climbing holds, designer of artificial climbing walls, climber, boulderer, alpinist, amateur photographer, I also run the Roc'House indoor climbing wall. I'm passionate about climbing and mountaineering, and all that these two words conjure up. Travelling around the world for this sport is something that I love and, to me, it's much more than a physical activity. It's about ethics, outlook, spirit and their everyday practice.

My outlook: Discovering and exploring legendary climbs around the world, sharing in the great outdoors with friends. It is also important for me to immortalize breathtaking shots and extreme action moves through photography.

1 TATOO versatility in the pinch for handholds and for footholds, they suit compression movements and 'Egyptians' on overhanging profiles.
2 JADE ultra-stylised pockets and are ideal for setting all kinds of bouldering problems.
3 CHILAM slopers feature sculpted waved patterns inspired from natural rock.
4 MAD mega incuts for steep overhangs.
5 PUSH bomber jugs have deep incuts and undulating curves. Ideal for warm-up routes, rooves or steep overhangs.
6 CHILLOUT wavy slopers
7 GIOIA jugs are ginormous and ultra-stylized with an elusive grip that simply begs to be discovered.
8 ZIP range of footholds, produced for competitions and technical problems.

Client: Agripp
Project: Any Colour As Long As It Holds, inside spread
Description: Magazine article setting out Philippe Ceulemans’ climbing hold designs (for Agripp), process and philosophy
Role: Designer (applications used: Adobe Photoshop and InDesign)

DESIGNED FOR ALL THOSE FIRED WITH A PASSION FOR CLIMBING



Pack Conti #1
This pack consists of 50 models. A selection of catches designed to start climbing, this pack will prove perfect for opening channels of initiation of vertical profile as well as opening channels of warm light on profile slopes. It will give you comfortable grips and a somewhat technical climb.



Pack Conti #3
With a careful selection of catches designed to start climbing, this pack of 85 holds will prove perfect for opening channels of initiation of vertical profile and to open channels of heat flowing profile.



Pack Conti #2
This pack consists of 50 models made crochets. Here is a selection of varied taken crochets, plotted ways to initiation of vertical profile as well as opening channels of warm light on profile slopes. Indeed, it will give you struggling with comfortable grips and little technical, but also by offering orientation taken most sophisticated plots.



Pack Aragon #1
This pack consists of 30 Alien holds including: Chicco, Aragon I and Aragon II. Designed to optimize grip and durability with the new texture "Alien". These jacks are for climbers of an average level or confirmed.



Pack Bleu #1
The pack consist of 45 holds taken from the Bleu range. including Tutti, Inca, Amazonia, Turtel, and Gibbon. Here is an assortment of flat broad to very broad, the mega, wide, of medium and extra-small. Large pieces are hollowed for lightness and reinforced with fiberglass.

self. Given the sheer diversity of climbing routes, difficulty is rather relative, yet this word continues to precondition climbers and give rise to competitiveness as soon as a route is rated difficult . I choose to keep a distance from all that. Achieving objectives in the heat of the climbing moment isn't the most important factor, it's human relationships and being in the great outdoors that mean the most to me, whether it's bouldering with friends or a long crag route.

Fear: For me, fear is a very paradoxical...It's a strong emotion which simultaneously encourages the climber and ignites action. But fear also has its rumblings in courage, it's what sends courage soaring beyond the initial objective.

Philosophy

Here's the philosophy at the heart of Agripp products:

- Creativity and attention to detail
- Precision and innovation
- Ergonomic design
- Fluid and original shapes
- Optimal fine grain textures
- Skin friendly grips

It all begins as raw clay, into which I work my creative spirit and climber sensibility, pinching the earthy matter into precision, giving form to a vision of climbing as continuous innovation and the search for new horizons. From this mass, the first contours emerge.

Guided by my desire for aesthetics and perfection, I continue to shape, imagining the sheer joy that will be experienced by climbers upon first contact with the ergonomic formations I endeavour to create. My tools lie haphazard on the table ; I pick one up, then another, I model, hone, smooth, dreaming of a fluidity and an originality, of a fine grain texture just right for indoor climbing. Just as the planet gives us an astounding multitude of rock, textures and formations, I attempt to reproduce this variety of sublime natural grips. And as the day draws to a close, I stand back from the objects. My workshop has become a fleeting home for these holds, made to give you the largest variety of indoor climbing adventures imaginable.

I've been making climbing holds since 1994. From design to manufacture, I carry out every stage of the process. Making runs in the family. I work out of the same workshop as my grandfather and great-grandfather, both sculptors, and I'm enormously lucky to be surrounded by their creative heritage. Like my grandfather and great-grandfather, I've always worked by myself in the family workshop and this philosophy remains unchanged to this day. In the same spirit of climbing, and all that it involves (the places where it is practised and the people that are met there, not to mention the equipment required whether climbing outside or indoors), I consider Agripp to be an artisanal business . Retaining control is of the utmost importance and a source of pride to me. Every phase of the climbing hold lifecycle until delivery is truly the work of an independent sculpter/ climber.

Climbing to me means searching and developing, continuously discovering new places. It is a very personal combination of elements that inspire me to make climbing holds and define my unique style. It all comes down to precision and sensuality, embodied in each of my holds. Beyond these personal elements guiding

my work, I also like to test new materials, keeping up-to-date with the latest discoveries regarding the tools that I use. In a nutshell, I like to push the boundaries surrounding formations and textures to make my climbing holds attractive in every possible way.

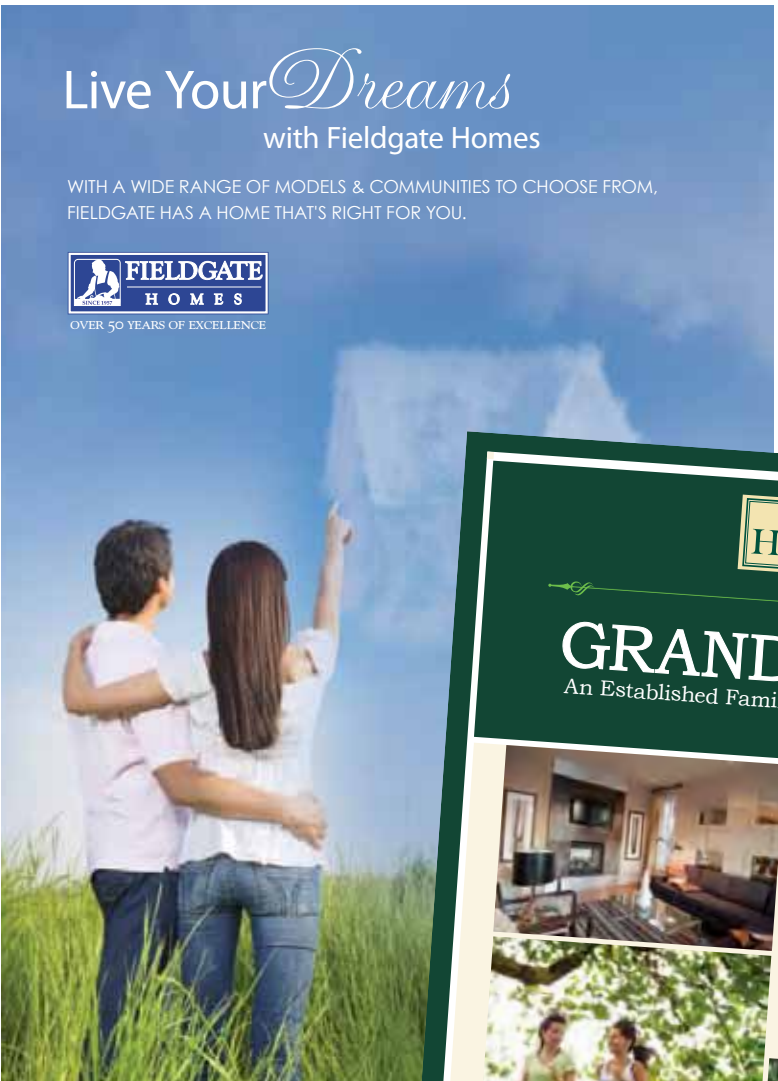
Sculpting each hold with my fingertips, it is vitally important to me to continue this manual artistry. This permanent contact enables me to focus my every attention, my fingers shaping the characteristics of each hold. Comfort, harmony and readability lie behind my philosophy of ergonomics and I see them as the most important elements in an intensive workout on my holds at an indoor climbing wall.

The manager of the Roc'house indoor climbing wall, I test my holds before selling them, gathering feedback from climbers on every aspect: shape, texture, grip, quality and range suitability. This in situ laboratory provides an authentic guarantee, watching climbers using the holds, listening to their comments and going back to the workshop to perfection the collection. And the ultimate test, seeing how the climbing holds perform over time.

The Agripp range!

The Agripp range boasts 62 ranges and an impressive total of 565 holds, available in 7 different sizes. New since 2010, better than ever resistance thanks to a special liquid resin and fine grain surface

Client: Guidelines Advertising
Project: Magazine Ads
Description: Fieldgate Homes ads for publication in Homes Magazine
Role: Production designer - edit content and resize ads (application used: Adobe Illustrator) Guidelines Advertising



THE Humberlands

GRAND OPENING

An Established Family Community in Richmond Hill

Stunning Singles in a Tranquil Natural Setting

- 30' with double car garages up to 2,352 sq. ft. **from \$599,990**
- 50' up to 3,292 sq. ft. **from \$869,990**

Close to Parks, Conservation Lands, Walking Trails, Schools, Shopping and More!

Features Include:

- 2 1/4" x 3/4" prefinished natural hardwood on main floor†
- granite kitchen countertops
- oak staircase
- valance lighting in kitchen
- 9' tray ceiling in master bedroom*

30' Rainbow Creek Elev. A with double car garage - 2237 sq. ft.

BONUS: up to **\$10,000** in free upgrades from décor centre

fieldgatehomes.com

905-773-7738

Sales Centre Hours: Mon. to Thurs.: 1 pm - 8 pm
Fri. to Sat.: 11 am - 6 pm
Sun. & Holi.: 11 am - 6 pm
FRI. Closed

† Excluding tiled areas. * In 50' models only. † Prices, terms & specifications are subject to change without notice. E & O.E.

POTTERS BEND
MARKHAM

The luxury you expect in a fantastic central Markham location

30' CAULDON | Elev. A | 1930 sq. ft. | 35' MASON | Elev. B | 2158 sq. ft.

NOVEMBER SALES EVENT

IN MARKHAM'S EXCLUSIVE POTTER'S BEND COMMUNITY

Now is the time to own a breathtaking new home in Markham Village's highly desirable Potter's Bend Community at 16th Avenue and McCowan Road.

FEATURES INCLUDE:

- Granite kitchen counters
- Hardwood flooring
- Spa-inspired ensuite
- And more...

TAKE ADVANTAGE OF SPECIAL LUXURY UPGRADES THIS WEEKEND

30' SINGLES ATTACHED BY GARAGE **\$500's**

35' DETACHED SINGLES **\$600's**

EARLY 2013 CLOSINGS AVAILABLE

Sales Centre Hours: Mon. to Thurs.: 1 pm - 8 pm
Fri. to Sat.: 11 am - 6 pm
Sun. & Holi.: 11 am - 6 pm
FRI. Closed

fieldgatehomes.com

905-457-0445

valleylands
MARKHAM

GRAND OPENING-NEW RELEASE

New location, New lots, New Designs in Brampton next to the Mississauga border.

28' linked singles from \$000s
38' detached singles from \$000s
45' detached singles from \$000s

fieldgatehomes.com

SALES CENTRE HOURS: MON - THURS: 1PM - 8PM
SAT, SUN & HOL: 11AM - 6PM / FRIDAY: CLOSED
905-457-0445

Blue Sky
STOUFFVILLE

NEW RELEASE OF 36' & 40' DETACHED SINGLES

STOUFFVILLE'S MOST SUCCESSFUL FAMILY COMMUNITY

30' from \$472,990 up to 2139 sq. ft.
36' from \$495,990 up to 2505 sq. ft.
40' from \$567,990 up to 2628 sq. ft.

Sales Centre Hours: Mon. to Thurs.: 1 pm - 8 pm
Fri. to Sat.: 11 am - 6 pm
Sun. & Holi.: 11 am - 6 pm
FRI. Closed

fieldgatehomes.com

905-457-0445

VAUGHAN VALLEY
BRAMPTON

VAUGHAN VALLEY'S MOST LUXURIOUS MOVE-UP NEW HOME COMMUNITY

THIS WEEKEND BRAND NEW SELECTION OF 41' & 50' LOTS FROM \$829,990

fieldgatehomes.com

905-457-0445

UPPER UNIONVILLE
A GREAT PLACE TO MOVE UP TO

NEW RELEASE IN MARKHAM AT SIXTEENTH AND KENNEDY

34', 38' AND 42' SINGLES UP TO 3274 SQ. FT.
SEMS UP TO 2130 SQ. FT.

SEMI DETACHED FROM \$629,990 / 34' SINGLES FROM \$689,990
38' SINGLES FROM \$855,990 / 42' SINGLES FROM \$915,990

THIS WEEKEND TAKE ADVANTAGE OF ADDITIONAL LUXURY BONUS PACKAGES

BREATHTAKING FEATURES INCLUDE:

- Hardwood flooring on the main floor
- Natural oak stairs
- 9' ceilings in master bedroom (as per plan)
- Tray ceilings in kitchen
- Granite kitchen countertops
- Luxurious spa-inspired ensuite

fieldgatehomes.com

905-457-0445

JEFFERSON FOREST
RICHMOND HILL

FINAL RELEASE

Jefferson Forest - Richmond Hill's Best Location at Yonge and Cambie

44' Larchmont Elev. B - 2543 sq. ft.

BONUS:

- Hardwood flooring on the main floor*
- Granite kitchen counters
- Marble surround fireplaces
- Oak stairs and more...

EXCLUSIVE LUXURY HOMES IN CH FOREST SETTING

Singles from \$774,990 / 44' singles from \$928,990

Sales Centre Hours: Mon. to Thurs.: 1 pm - 8 pm
Fri. to Sat.: 11 am - 6 pm
Sun. & Holi.: 11 am - 6 pm
FRI. Closed

fieldgatehomes.com

905-457-0445

Client: Guidelines Advertising
Project: Signage
Description: Glen Rouge Homes sales office hours sign (96"x86.5") and model home sign (27.5"x86.5") for The Cornerstone development
Role: Production designer - prepare signage for print (application used: Adobe Illustrator)






SALES OFFICE HOURS

MONDAY – THURSDAY	1 PM — 8 PM
FRIDAY & HOLIDAYS	CLOSED
SATURDAY & SUNDAY	11 AM — 6 PM

905.427.9777

glenrougehomes.com



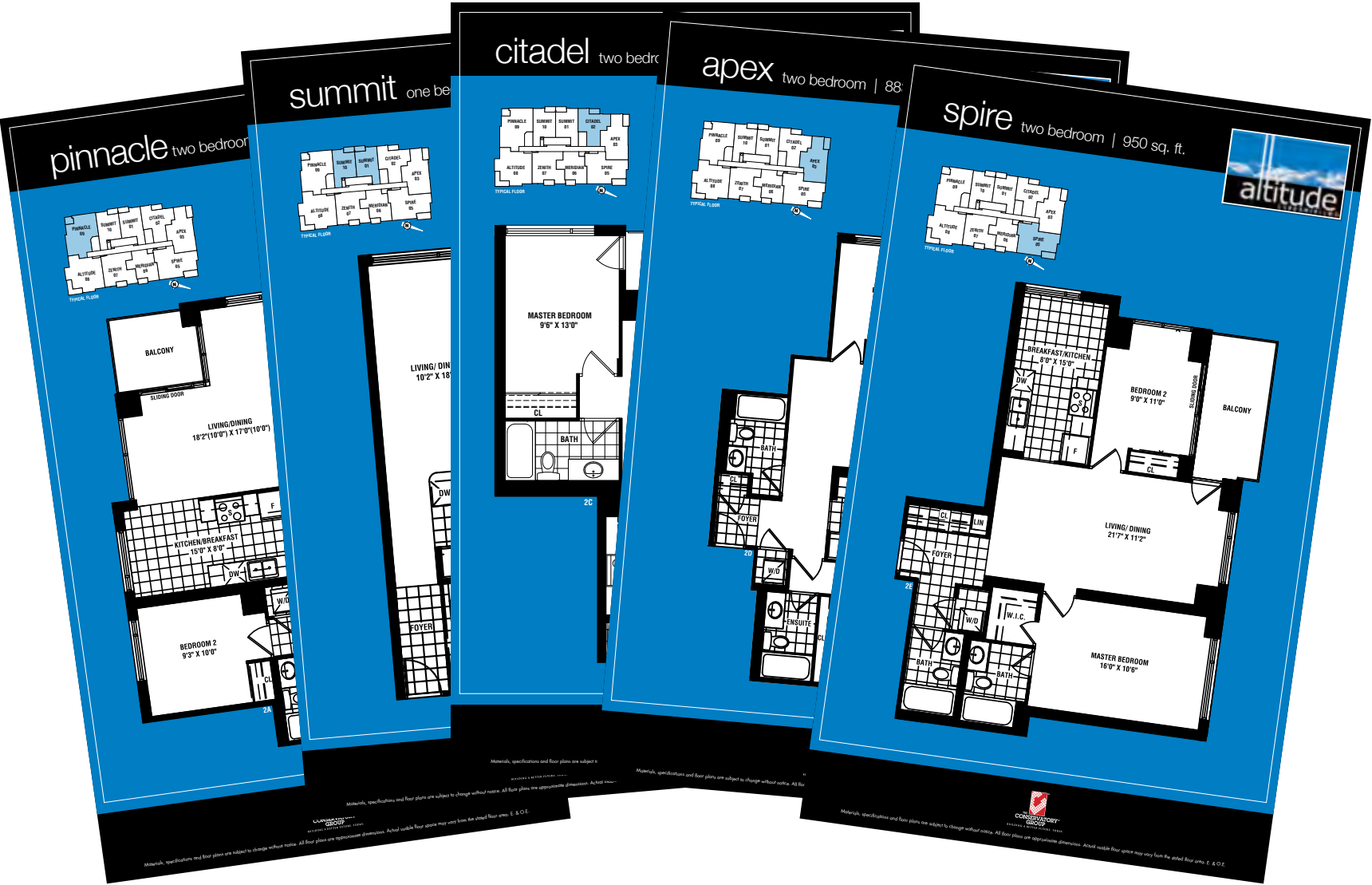
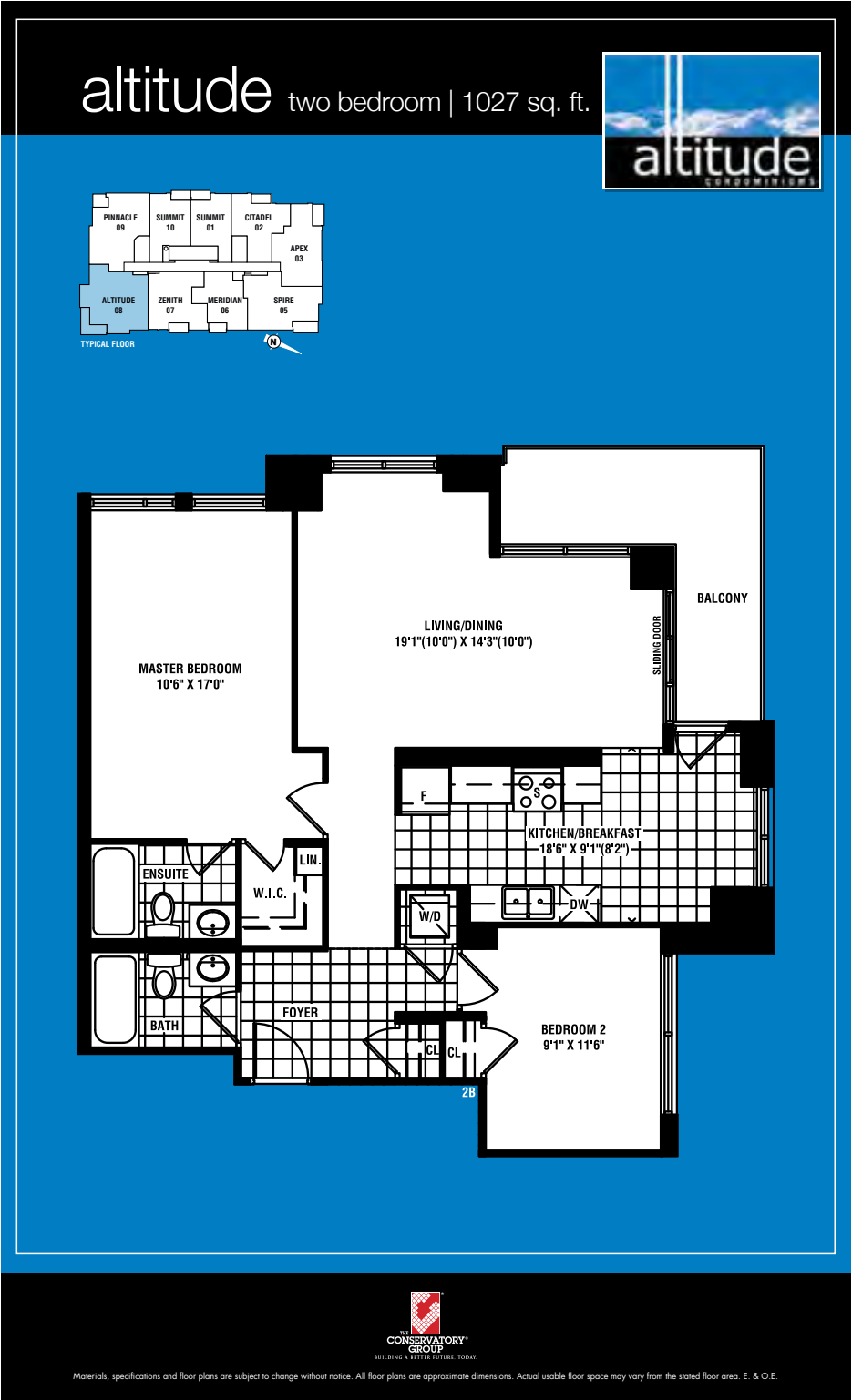


MODEL HOME

JADE
ELEVATION B
LOFT

4247 SQ. FT.

Client: Guidelines Advertising
Project: Floorplan inserts
Description: Conservatory Group handouts for Altitude Condominiums floorplans
Role: Production designer (application used: Adobe Illustrator)



Client: Guidelines Advertising
Project: Website elements
Description: Primont Homes web elements for Centretown development 3-storey townhomes and 38' singles www.primonthomes.com/centretown-pricelist.php
Role: Production designer - resize images and highlight individual townhomes (application used: Adobe Photoshop)

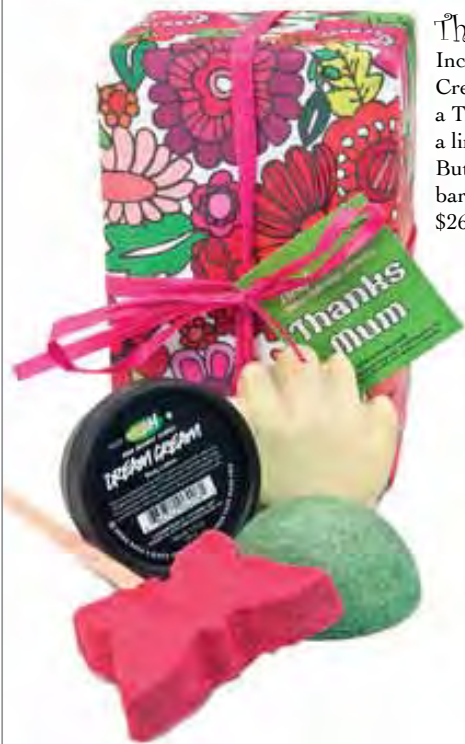


Client: Lush
Project: Direct Mail
Description: Advertising Mother’s Day gift packages of handmade cosmetics from Lush
Role: Designer (applications used: Adobe Photoshop and InDesign)



Client: Lush
Project: Direct Mail
Description: Advertising Mother's Day gift packages of handmade cosmetics from Lush
Role: Designer (applications used: Adobe Photoshop and InDesign)

We love Mother's Day at Lush!



Thanks Mum
Includes best-selling Dream Cream hand & body lotion, a Tiny Hands hand serum, a limited edition Madame Butterfly reusable bubble bar and a Sugar Scrub. \$26.95



Mamma Mia
The Olive Branch shower gel or Sultana of Soap, scrub with Buffy, smooth with the gorgeous Ro's Argan and touch up dry spots with Lemony Flutter. \$39.95

Happy Mother's Day
Includes all three limited edition bubble wands, a slice of fruity Miranda soap, a Butterball Bath Bomb and a softening Tiny Hands. Plus two worldwide best-selling products; Ocean Salt cleanser and Dream Cream body lotion. \$56.95



This year we went all out and created gorgeous new gifts and invented some of our most luxurious products, all to celebrate our Mum's. We believe in making our mums proud, and in appreciation for all that they do we really wanted to make a splash for this very special occasion. Don't forget, in addition to brunch and a bouquet of Lush, a Dish Fairy isn't complete without you in the kitchen doing the washing up!

Thanks Mum!

Client:

Project:

Description:

Role:

Fruit Crystals

Packaging design

Packaging for a fruit flavoured sweetener similar to Crystal Light Pure and Splenda flavoured sweeteners

Designer (Gems & Pearls Skatter Brushes from <http://olliesan.deviantart.com/>; applications used: Adobe Photoshop, Illustrator and InDesign)

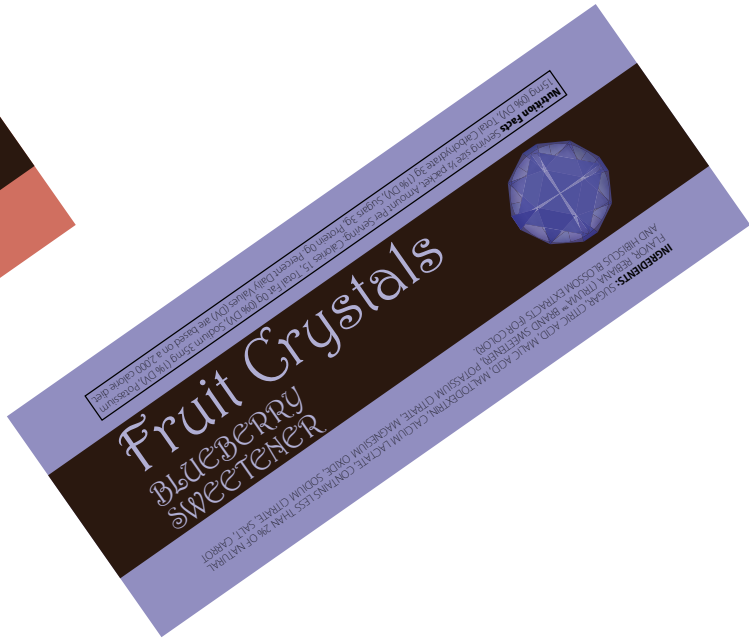
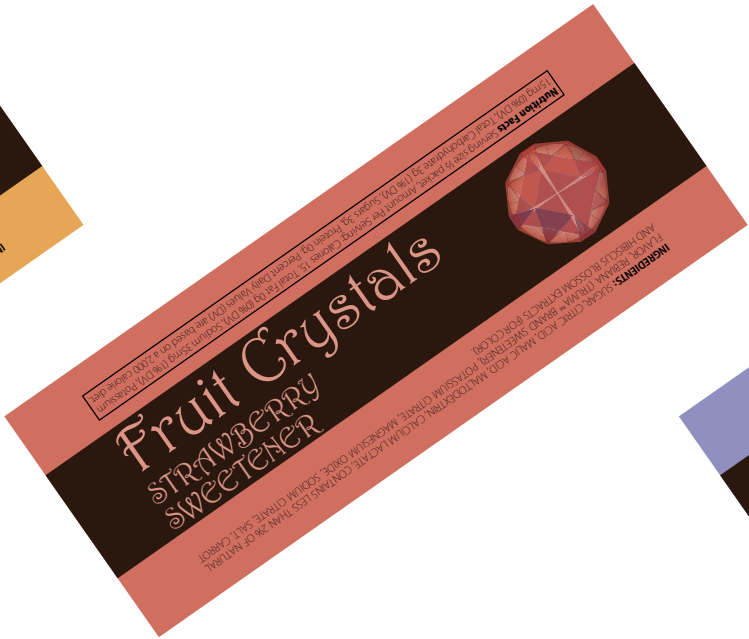
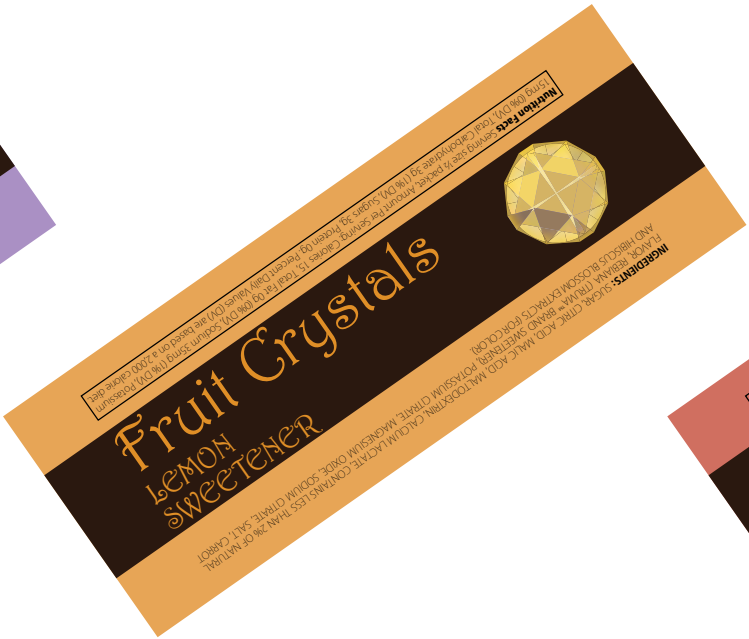
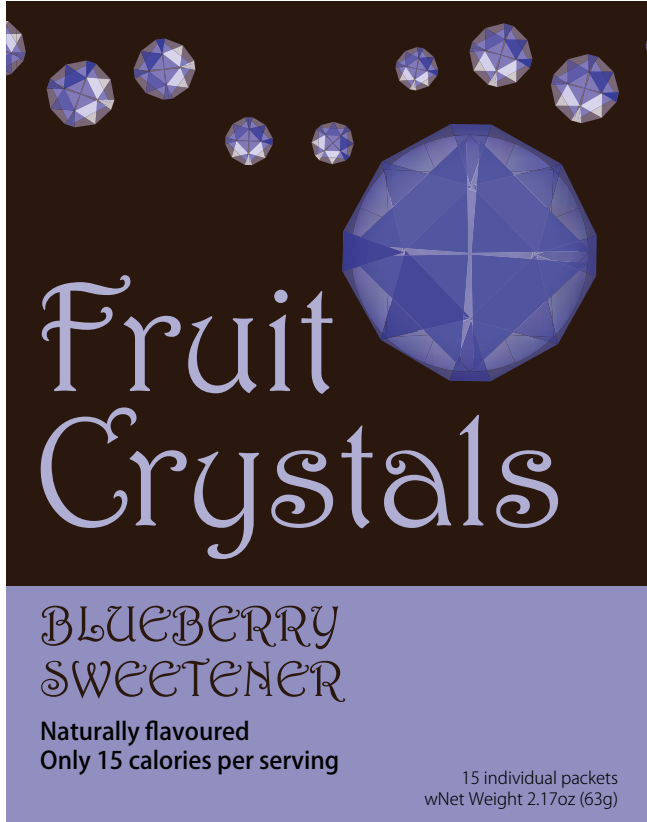
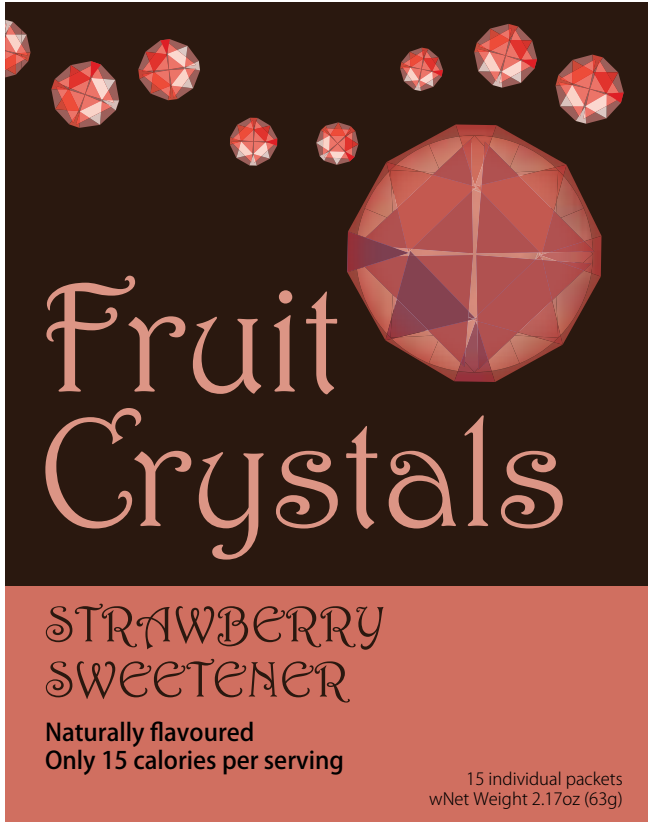
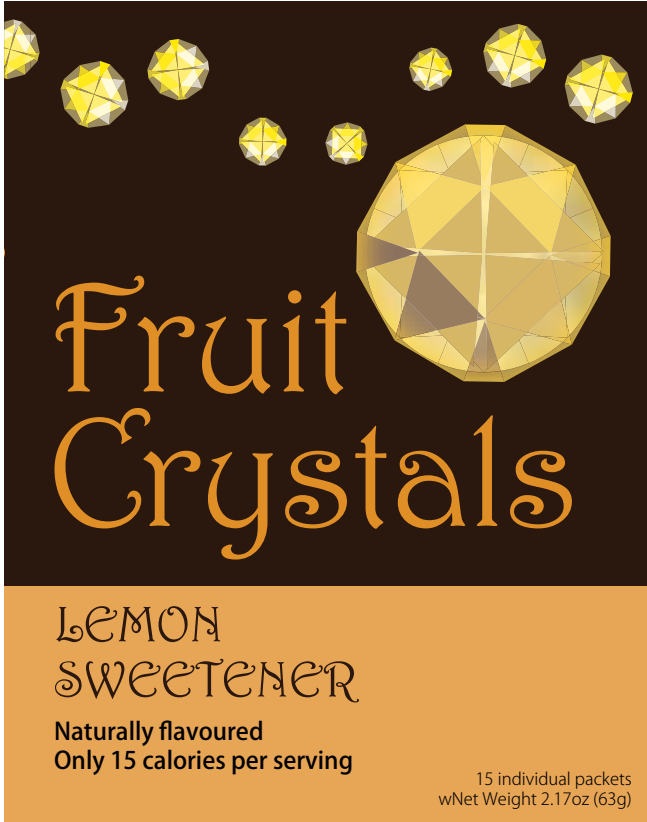
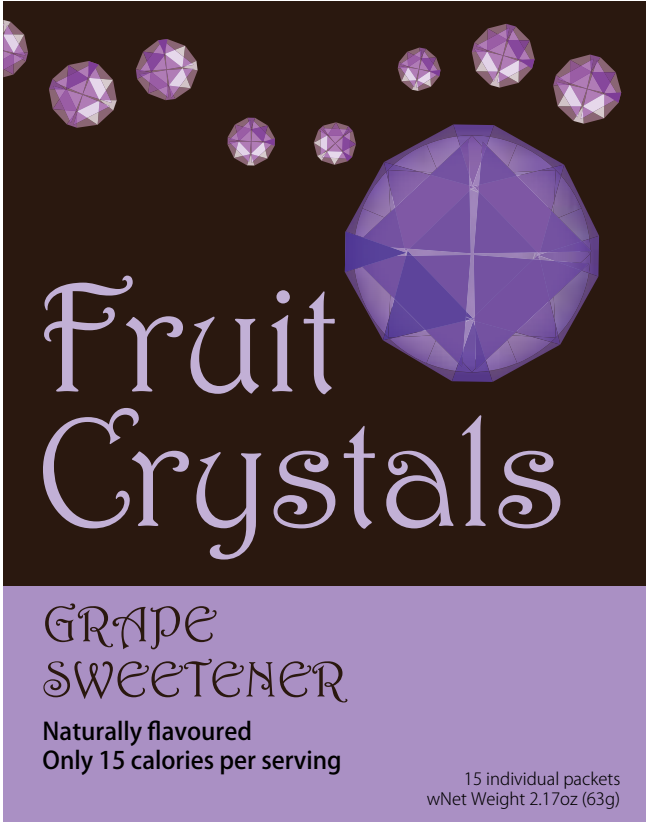


Box Design



Packet Design

Client: Fruit Crystals
Project: Packaging design
Description: Packaging for a fruit flavoured sweetener similar to Crystal Light Pure and Splenda flavoured sweeteners
Role: Designer (Gems & Pearls Skatter Brushes from <http://olliesan.deviantart.com/>; applications used: Adobe Photoshop, Illustrator and InDesign)



Client: University of Toronto
Project: Transit of Venus Symposium and Exhibit Poster and Schedule (tri-fold brochure)
Description: An event poster and schedule setting out U of T's full day symposium relating to the 2012 Transit of Venus and matching Exhibit of astronomical instruments
Role: Designer (map courtesy of Google, Venus image from NASA Images; applications used: Adobe Photoshop and InDesign)

Transit of Venus: 2012

One-Day Symposium & Exhibit



Saturday, April 28, 2012, 10AM to 5PM
No charge for the Symposium, and No Registration Required

Scientific, historical, cultural, and educational perspective on the June 5th, 2012 transit of Venus, the last one visible in the 21st century

Keynote Address by Professor Jay M. Pasachoff, Field Memorial Professor & Director of the Hopkins Observatory, Williams College.

Other speakers include Randall Rosenfeld (RASC), Bernard Lightman (York U), Paul Greenham, Ari Gross, and Erich Weidenhammer (IHPST), Michael Reid (DAA), Ralph Chou (U Waterloo and RASC), and James Graham (DAA/DI).

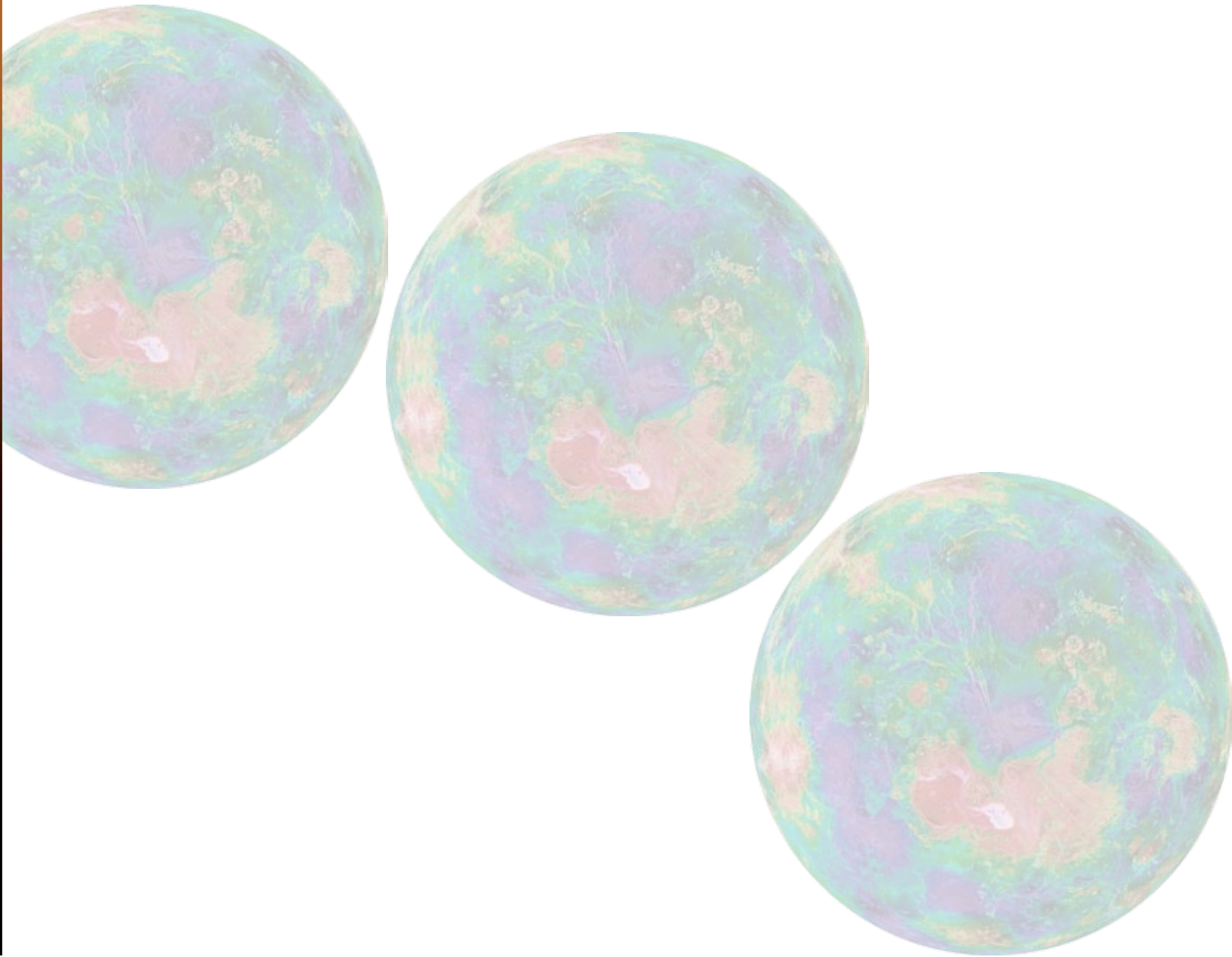
Symposium
St. Michael's College, Alumni Hall 400
121 St. Joseph Street
Schedule available online at: <http://universe.utoronto.ca/special/transit2012> or Scan the 2D Code: 

Exhibit
Victoria College, 3rd floor
91 Charles Street West
U of T Scientific Instrument Collection of historical astronomical instruments



Astronomy & Astrophysics
UNIVERSITY OF TORONTO





Client:

Project:

Description:

Role:

University of Toronto

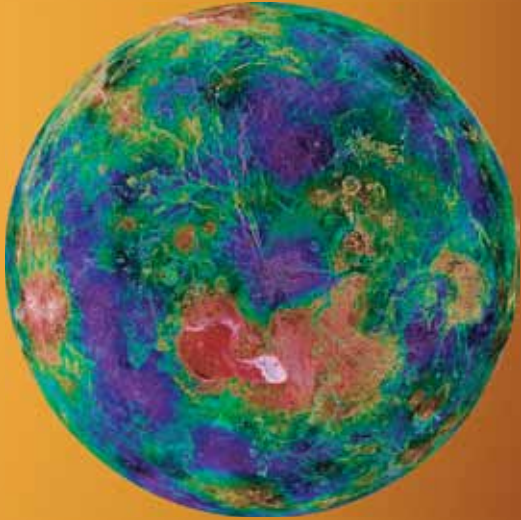
Transit of Venus Symposium and Exhibit Poster and Schedule (tri-fold brochure)

An event poster and schedule setting out U of T's full day symposium relating to the 2012 Transit of Venus and matching Exhibit of astronomical instruments

Designer (map courtesy of Google, Venus image from NASA Images; applications used: Adobe Photoshop and InDesign)

Transit of Venus: 2012

One-Day Symposium & Exhibit



Saturday, April 28, 2012

10AM - 5PM

No charge for the Symposium

No Registration Required

Symposium

Regarding the June 5th, 2012 Transit of Venus

St. Michael's College

Alumni Hall 400

121 St. Joseph St.

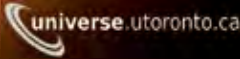
Exhibit

Historical astronomical instruments

Victoria College

3rd floor

91 Charles St. West

universe.utoronto.ca

Schedule of Events

Time	Event/Speaker(s)
10:00 AM	Coffee and tea available
10:10 AM	Welcome
10:15 AM	Randall Rosenfeld, Archivist Royal Astronomical Society of Canada
10:45 AM	Professor Bernard Lightman, York University
11:15 AM	Paul Greenham, Ari Gross, and Erich Weidenham Institute for the History and Philosophy of Science and Technology
11:45 AM	Tour of the exhibit of astronomical instruments
12:15 PM	Lunch
1:15 PM	Reconvene. Coffee and tea will be available
1:30 PM	Keynote Address: Dr. Jay Pasachoff Field Memorial Professor and Director of the Hopkins Observatory
2:30 PM	Coffee and snacks
3:00 PM	Dr. Michael Reid Director of Education and Public Outreach, Dunlap Institute for Astronomy and Astrophysics
3:30 PM	Dr. Ralph Chou, School of Optometry University of Waterloo and RASC Toronto Centre
4:00 PM	Dr. James Graham, Director Dunlap Institute for Astronomy and Astrophysics
4:30 PM	General discussion
5:00 PM	Adjournment

Transit of Venus

On June 5, 2012, the planet Venus will pass across the face of the Sun, passing between the Earth and the Sun. This phenomenon, called a 'transit of Venus', has not happened since 2004 and will not happen again until 2117.

Since the invention of the telescope, only 6 transits have occurred, and the seventh will take place on 5 June 2012. This will be only the fourth transit since astronomical photography began, and the second in which digital imaging will be the rule.

The Symposium

University of Toronto is organizing a one-day interdisciplinary symposium on Saturday, April 28, 2012 to provide a scientific, historical, cultural, and educational perspective on the June 5th, 2012 transit of Venus, as well as to prepare us for the actual viewing of the event.

This symposium will be of interest to astronomers and historians of science, students in these fields, science educators and communicators. It is not designed for the general public.

The Exhibit

An Exhibit of the University of Toronto Scientific Instrument Collection of historical astronomical instruments, including some used to observe the 19th century transits.

INSIDE LEFT

INSIDE FLAP

Schedule of Events

Time	Event/Speaker(s)	Description
10:00 AM	Coffee and tea available	
10:10 AM	Welcome	
10:15 AM	Randall Rosenfeld, Archivist Royal Astronomical Society of Canada	Perceiving New Worlds: The Transit of Venus Across the Centuries
10:45 AM	Professor Bernard Lightman, York University	The cultural context of 19th century transits
11:15 AM	Paul Greenham, Ari Gross, and Erich Weidenham Institute for the History and Philosophy of Science and Technology	Revealing a new exhibit of astronomical instruments as part of the University of Toronto Scientific Instrument Collaboration
11:45 AM	Tour of the exhibit of astronomical instruments at IHPST, Victoria College	
12:15 PM	Lunch	
1:15 PM	Reconvene. Coffee and tea will be available	
1:30 PM	Keynote Address: Dr. Jay Pasachoff Field Memorial Professor and Director of the Hopkins Observatory, Williams College, Williamstown, MA	
2:30 PM	Coffee and snacks	
3:00 PM	Dr. Michael Reid Director of Education and Public Outreach, Dunlap Institute for Astronomy and Astrophysics	How the transit of Venus can be incorporated into the school science and math curricula.
3:30 PM	Dr. Ralph Chou, School of Optometry University of Waterloo and RASC Toronto Centre	Detailed instructions on how to view the transit safely and effectively.
4:00 PM	Dr. James Graham, Director Dunlap Institute for Astronomy and Astrophysics	The connection between the historical study of the transit of Venus and the modern search for planets in other solar systems, highlighting recent results.
4:30 PM	General discussion	
5:00 PM	Adjournment	

The Speakers

Keynote: Dr. Jay Pasachoff



Field Memorial Professor of Astronomy at Williams College and Director of the Hopkins Observatory. An expert on the Sun, planetary transits, education, and on cultural representations of astronomy. Renowned for his photography of eclipses and transits and for leading tours to view these celestial phenomena. Author of many books, including the Peterson Field Guide to Stars and Planets, astronomy textbooks, and books about how to teach astronomy. For a complete list of all of Dr. Pasachoff's books, visit www.solarcorona.com.

Dr. James Graham



Inaugural Director of the University of Toronto's new Dunlap Institute (DI) for Astronomy and Astrophysics. Assembling a group of the world's leading experts in astronomical instrumentation to help build the next generation of telescopes and cameras. Recent discoveries include a planet orbiting the star Fomalhaut and the two largest black holes ever discovered.

Other speakers include:

- Randall Rosenfeld (RASC)
- Bernard Lightman (York U)
- Paul Greenham, Ari Gross, and Erich Weidenham (IHPST)
- Michael Reid (DAA/DI)
- Ralph Chou (U Waterloo and RASC)
- James Graham (DAA/DI)

INSIDE LEFT

INSIDE CENTER

INSIDE RIGHT

More information available online at:
<http://universe.utoronto.ca/special/transit2012>
or

Scan the 2D Code:



Map of:
St. Michael's Alumni Hall (Symposium)
& Victoria College (Exhibit)



BACK COVER

Client:

Project:

Description:

Role:

University of Toronto

Transit of Venus Symposium and Exhibit Poster and Schedule (tri-fold brochure)

An event poster and schedule setting out U of T's full day symposium relating to the 2012 Transit of Venus and matching Exhibit of astronomical instruments

Designer (map courtesy of Google, Venus image from NASA Images; applications used: Adobe Photoshop and InDesign)

Schedule of Events

Time	Event/Speaker(s)	Description
10:00 AM	Coffee and tea available	
10:10 AM	Welcome	
10:15 AM	Randall Rosenfeld, Archivist Royal Astronomical Society of Canada	Perceiving New Worlds: The Transit of Venus Across the Centuries <i>For well over three and half centuries the Transit of Venus (ToV) has been perceived and experienced in diverse ways, some quite surprising to 21st century viewers. Historical responses to the ToV are as varied as the rich cultural matrix in which they are embedded. "New worlds" were encountered by those actively pursuing the ToV enterprise as well as by those whose involvement took a more passive turn. Among those worlds can be counted deeper journeys into the contingency of scientific observations, literal explorations of peoples, places, and landscapes new to European and American scientists and their entourages, and artistic and cosmological spaces elaborated in the imaginations of those at home. The juxtaposition of contrasting and similar responses to the ToV - viewed contemporaneously as well successively - can significantly deepen our experiences of the ToV on June 5, 2012.</i>
10:45 AM	Professor Bernard Lightman, York University	The cultural context of 19th century transits
11:15 AM	Paul Greenham, Ari Gross, and Erich Weidenhammer Institute for the History and Philosophy of Science and Technology	Revealing a new exhibit of astronomical instruments as part of the University of Toronto Scientific Instrument Collaboration
11:45 AM	Tour of the exhibit of astronomical instruments at IHPST, Victoria College	
12:15 PM	Lunch	
1:15 PM	Reconvene. Coffee and tea will be available	
1:30 PM	Keynote Address: Dr. Jay Pasachoff Field Memorial Professor and Directory of the Hopkins Observatory, Williams College, Williamstown, MA	
2:30 PM	Coffee and snacks	
3:00 PM	Dr. Michael Reid Director of Education and Public Outreach, Dunlap Institute for Astronomy and Astrophysics	How the transit of Venus can be incorporated into the school science and math curricula.
3:30 PM	Dr. Ralph Chou, School of Optometry University of Waterloo and RASC Toronto Centre	Detailed instructions on how to view the transit safely and effectively.
4:00 PM	Dr. James Graham, Director Dunlap Institute for Astronomy and Astrophysics	The connection between the historical study of the transit of Venus and the modern search for planets in other solar systems, highlighting recent results.
4:30 PM	General discussion	
5:00 PM	Adjournment	

Astronomy & Astrophysics

UNIVERSITY OF TORONTO

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The Speakers

Keynote: Dr. Jay Pasachoff



Field Memorial Professor of Astronomy at Williams College and Director of the Hopkins Observatory. An expert on the Sun, planetary transits, education, and on cultural representations of astronomy. Renowned for his photography of eclipses and transits and for leading tours to view these celestial phenomena. Author of many books, including the Peterson Field Guide to Stars and Planets, astronomy textbooks, and books about how to teach astronomy. For a complete list of all of Dr. Pasachoff's books, visit www.solarcorona.com.

Dr. James Graham



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Role: Designer (map courtesy of Google, Venus image from NASA Images; applications used: Adobe Photoshop and InDesign)

Transit of Venus

On June 5, 2012, the planet Venus will pass across the face of the Sun, passing between the Earth and the Sun. This phenomenon, called a 'transit of Venus', has not happened since 2004 and will not happen again until 2117.

Since the invention of the telescope, only 6 transits have occurred, and the seventh will take place on 5 June 2012. This will be only the fourth transit since astronomical photography began, and the second in which digital imaging will be the rule.

The Symposium

University of Toronto is organizing a one-day interdisciplinary symposium on Saturday, April 28, 2012 to provide a scientific, historical, cultural, and educational perspective on the June 5th, 2012 transit of Venus, as well as to prepare us for the actual viewing of the event.

This symposium will be of interest to astronomers and historians of science, students in these fields, science educators and communicators. It is not designed for the general public.

The Exhibit

An Exhibit of the University of Toronto Scientific Instrument Collection of historical astronomical instruments, including some used to observe the 19th century transits.

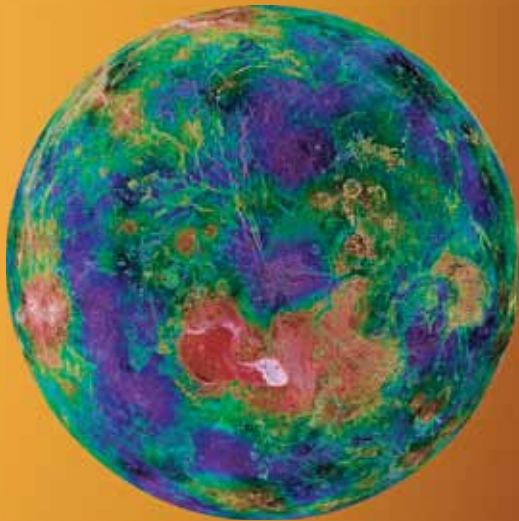
More information available online at:
<http://universe.utoronto.ca/special/transit2012>
or
Scan the 2D Code:



Map of:
St. Michael's Alumni Hall (Symposium)
& Victoria College (Exhibit)



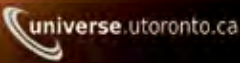
Transit of Venus: 2012
One-Day Symposium & Exhibit




Saturday, April 28, 2012
10AM - 5PM

*No charge for the Symposium
No Registration Required*

Symposium Regarding the June 5th, 2012 Transit of Venus St. Michael's College Alumni Hall 400 121 St. Joseph St.	Exhibit Historical astronomical instruments Victoria College 3rd floor 91 Charles St. West
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Client: No Hats
Project: Identity Guidelines including logo, business card and letterhead (envelopes were not necessary as most correspondence is sent electronically)
Description: Logo design, guidelines for logo use (colours, white space), typography, business card and letterhead design for an IP and DNS security corporation
Role: Designer (applications used: Adobe Illustrator and InDesign)




No Hats
IP & DNS Security Specialists

Paul Wouters
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GPG fingerprint: FC 0C 97 7F 47 24 D0 EA 06 E3 1C 2A E3 BA 29 CE
501-705 King St. West, Toronto, ON M5V 2W8 CANADA

501–705 King Street West, Toronto, Ontario M5V 2W8 Canada www.nohats.ca



Client:

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Project:

Identity Guidelines including logo, business card and letterhead (envelopes were not necessary as most correspondence is sent electronically)

Description:

Logo design, guidelines for logo use (colours, white space), typography, business card and letterhead design for an IP and DNS security corporation

Role:

Designer (applications used: Adobe Illustrator and InDesign)



Introduction

No Hats is a leading IP and DNS security consulting agency, relating to privacy and encryption of data over networks, including the internet. No Hats also supports and develops opensource IP security implementation software and IETF standards work

IP is an abbreviation for internet protocol and is the method by which information is sent between any two computers on the Internet. An IP address is a numerical label assigned to each device and as the number of internet users grow, there is an increased interest in updating the IP standards to include a larger number of IP addresses.

IPsec is the security protocol used between computers on the Internet. It deploys strong cryptography and encryption. It scales to global proportions by its use of DNS.

DNS is an abbreviation for Domain Name System. An often-used analogy to explain the Domain Name System is that it serves as the phone book for the Internet by translating human-friendly computer hostnames into IP addresses. For example, the domain name `www.nohats.ca` translates to the addresses `193.110.157.102` (IPv4) and `2001:888:2003:1004::102` (IPv6).

The Domain Name System with DNSSEC extensions makes it possible to use this global phone book securely with a whole range of current and newly designed secure applications.

The purpose of this manual is to explain the components of the No Hats visual identity program, to define its graphic design standards, and to illustrate how these standards are applied. Many of the standards depend on relative size, proportion, and position. These have been developed through careful consideration of many factors, both functional and aesthetic.

Typography

The Ubuntu Font Family are a set of matching new libre/open fonts in development during 2010-2011. The development was being funded by Canonical Ltd. on behalf the wider Free Software community and the Ubuntu project. The technical font design work and implementation was undertaken by Dalton Maag.

Both the final font TrueType/OpenType files and the design files used to produce the font family are distributed under an open licence and users are expressly encouraged to experiment, modify, share and improve.

The choice of the Ubuntu font family is in alignment with the principles of the founder of No Hats, as a developer and supporter of community based open-source software projects. It is an easy to read san serif font with a variety of different weights including light, regular, bold, condensed and mono type-faces.

Ubuntu
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ
1234567890&.,,:;'\$¢%!?(*)

Ubuntu Condensed
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,,:;'\$¢%!?(*)

Ubuntu Mono
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&.,,:;'\$¢%!?(*)

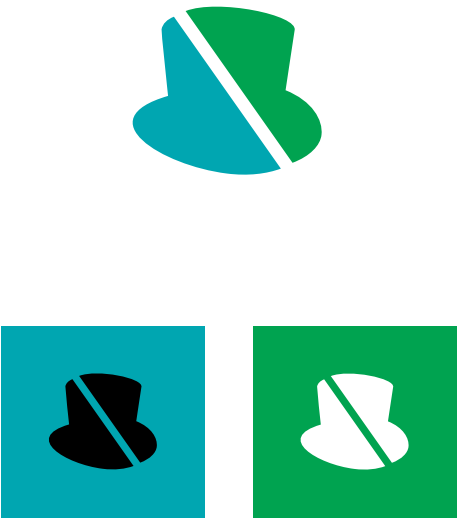
The Logo

The logo is a silhouette of a top hat cut diagonally from top left to bottom right.

The logo colours are blue and green:

Blue		Green	
C	100%	C	100%
M	3%	M	0%
Y	35%	Y	100%
K	0%	K	1%
R	18	R	50
G	164	G	162
B	176	B	86

The logo may be knocked out in black or white.



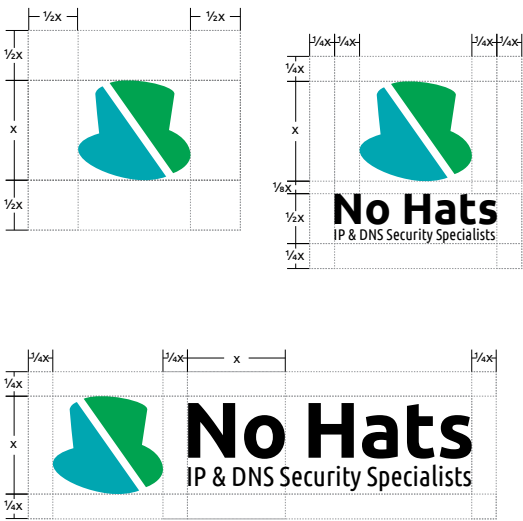
Safety Area

When the logo symbol is used by itself, a safety area around the logo measures 1/2 the height of the logo.

When the symbol and logotype are used together, the recommended safety area measure is 1/4 the height of the logo around the logo and the logotype.

The exception is where the logotype is underneath the symbol, there is a 1/4 measure of the height of the logo between the symbol and logotype.

The size of the IP & DNS Security logotype is relative to the width of the symbol as shown.



Client:

Project:

Description:

Role:


No Hats
Identity Guidelines including logo, business card and letterhead (envelopes were not necessary as most correspondence is sent electronically)
Logo design, guidelines for logo use (colours, white space), typography, business card and letterhead design for an IP and DNS security corporation
Designer (applications used: Adobe Illustrator and InDesign)




Identity Guidelines

Stationary

Business card and letterhead.




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IP & DNS Security Specialists



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GPC fingerprint: FC 0C 97 7F 47 24 D0 EA 06 E3 1C 2A E3 BA 29 CE
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05 King Street West, Toronto, Ontario M5V 2W8 Canada www.nohats.ca

Business Cards

3.5" x 2"


Colour:
Process colours (blue, green and black)

Type specifications:
Employee: Ubuntu Bold 12pt
email, tel & URL: Ubuntu 10pt
GPC & address: Ubuntu Condensed 9pt

The GPG fingerprint information is of equal or increased significance to the mailing address due to the cryptographic and online business of No Hats.

0.375"

0.875"




No Hats
IP & DNS Security Specialists

0.375"

0.4375"

0.75"



Paul Wouters
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GPC fingerprint: FC 0C 97 7F 47 24 D0 EA 06 E3 1C 2A E3 BA 29 CE
501-705 King St. West, Toronto, ON M5V 2W8 CANADA

1.625"

0.5"

1/4"

1/4"

Letterhead

8.5" x 11"


Colour:
Process colours (blues and black)

Type specifications:
Name (top margin right aligned) and Address (bottom margin left aligned) set in Ubuntu Light 12pt (the URL is set in 100% cyan).

Type Format:
All letters should be typed in Ubuntu Regular 12pt, with automatic line spacing. Margins for typing are listed on the example shown to the right.

1.25"

1"



No Hats
IP & DNS Security Specialists

Paul Wouters
647-896-3464
paul@nohats.ca

Date

Addressee's Name
Company Name
Address
City, State Zip

Salutation:
This letter demonstrates the recommended typing format for all correspondence and is an integral part of the letterhead design.
The date is top-aligned at 2 inches from the top edge of the paper and 1.25 inches from the left edge, thus setting the margin for the entire letter. The addressee's name is positioned flush left, two spaces below the date. Title, company name, etc. are positioned flush left under the addressee's name. The salutation appears three spaces below the address.
The body of the letter begins two spaces below the salutation, using single spacing between lines and double spacing between paragraphs. There are no indentations. The maximum line length should not exceed 6.25 inches. All letters should be typed in Ubuntu Regular 12pt, with automatic leading.
A double space separates the body of the letter from the complimentary close, with four spaces to the name of the sender.
Complimentary close,

Name of sender

501-705 King Street West, Toronto, Ontario M5V 2W8 Canada www.nohats.ca

0.5"

0.6875"