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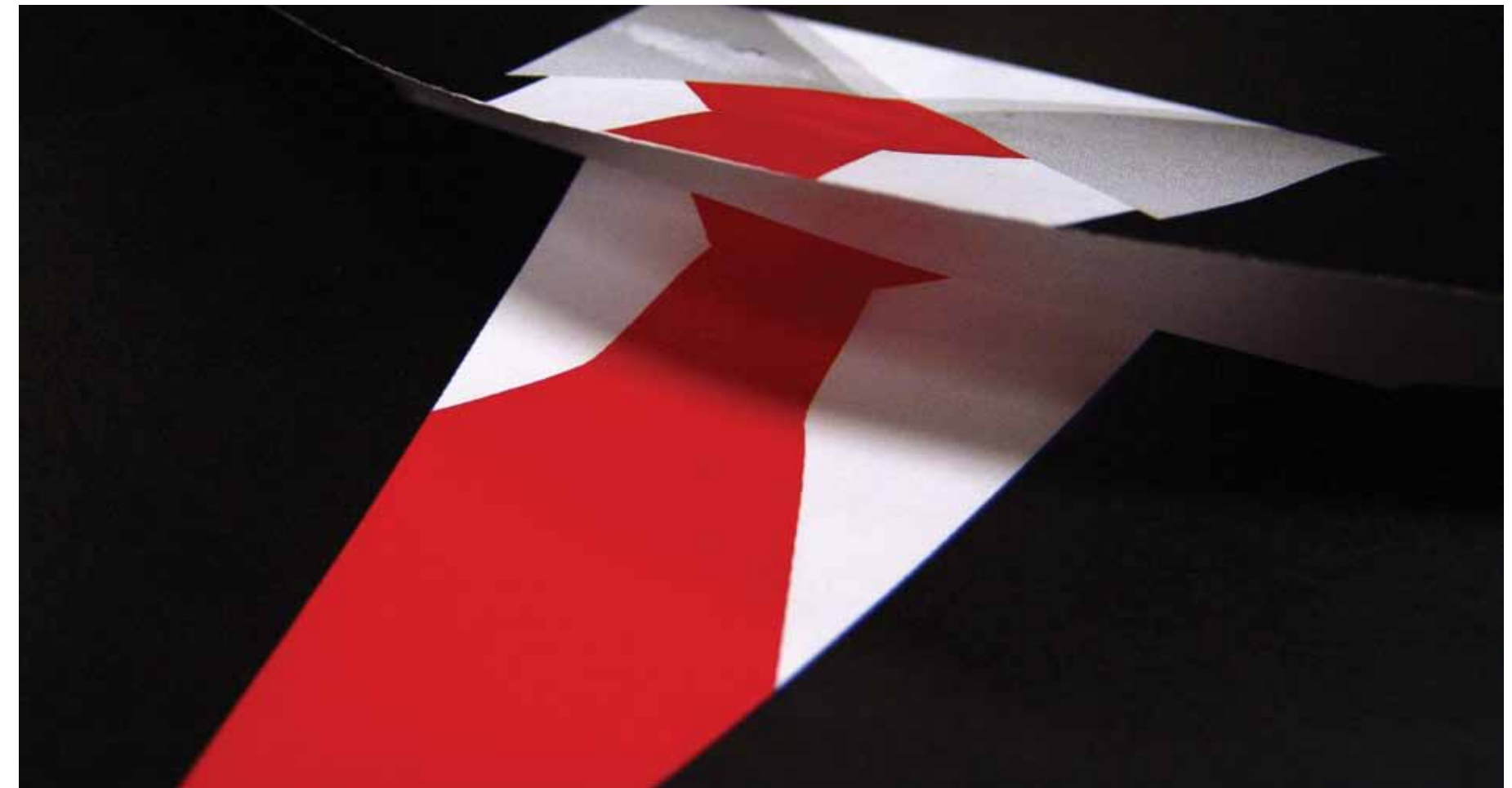
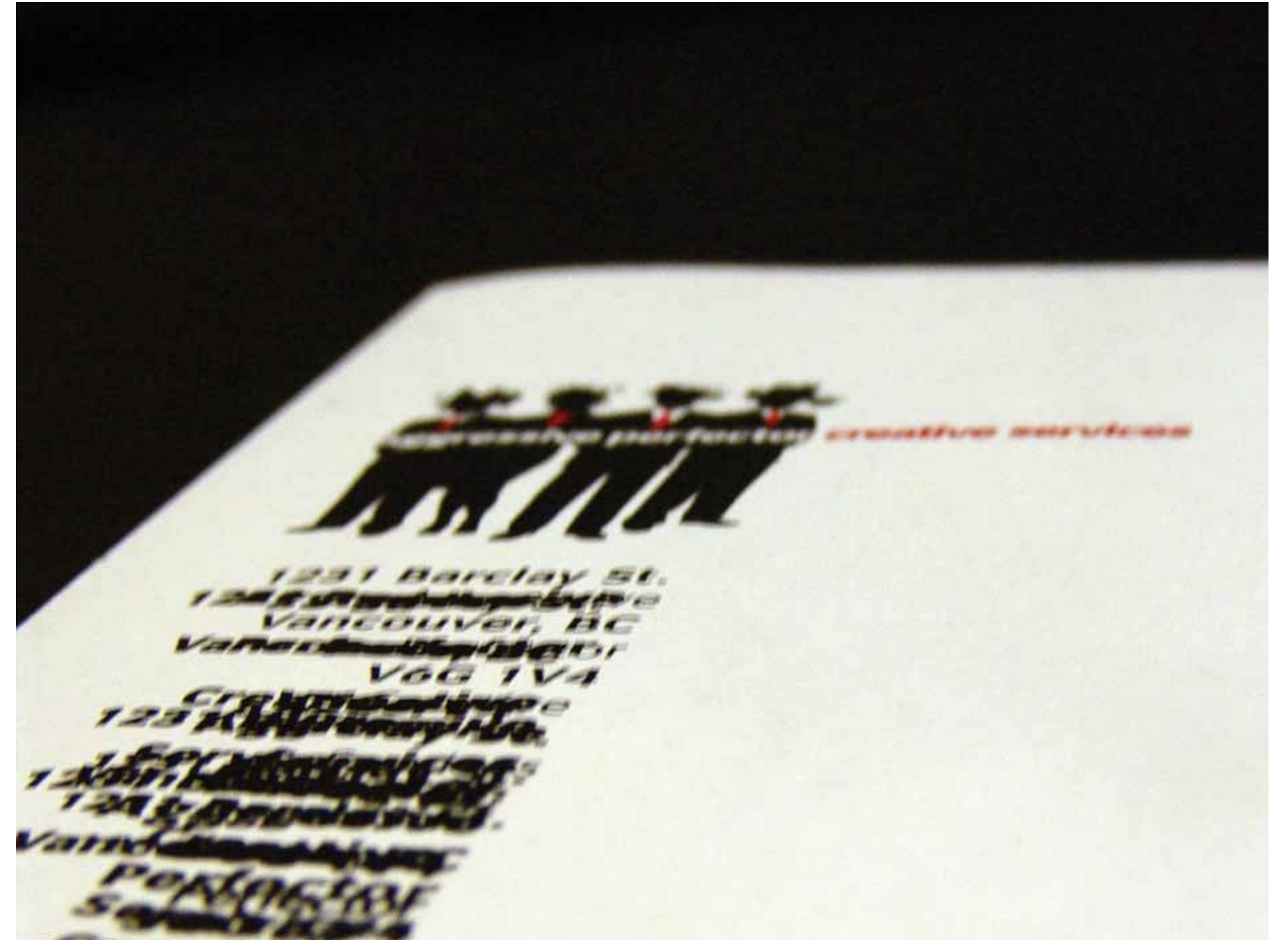
001

Aggressive Perfector Creative Services

Redefining Corporate Design

Aggressive Perfector wanted to redefine the stereotypical corporate style for their branding and stationery. A decision was made to take a double edged approach to the design, focusing on the differences. The ink-blot style finishing of the very corporate silhouettes portrays this while still maintaining the professional feel. The typographic solution to the already very recognizable letterhead gives it just enough edge while still being interesting. This accompanied by the bold envelope treatment complete this system and tie the concept together.

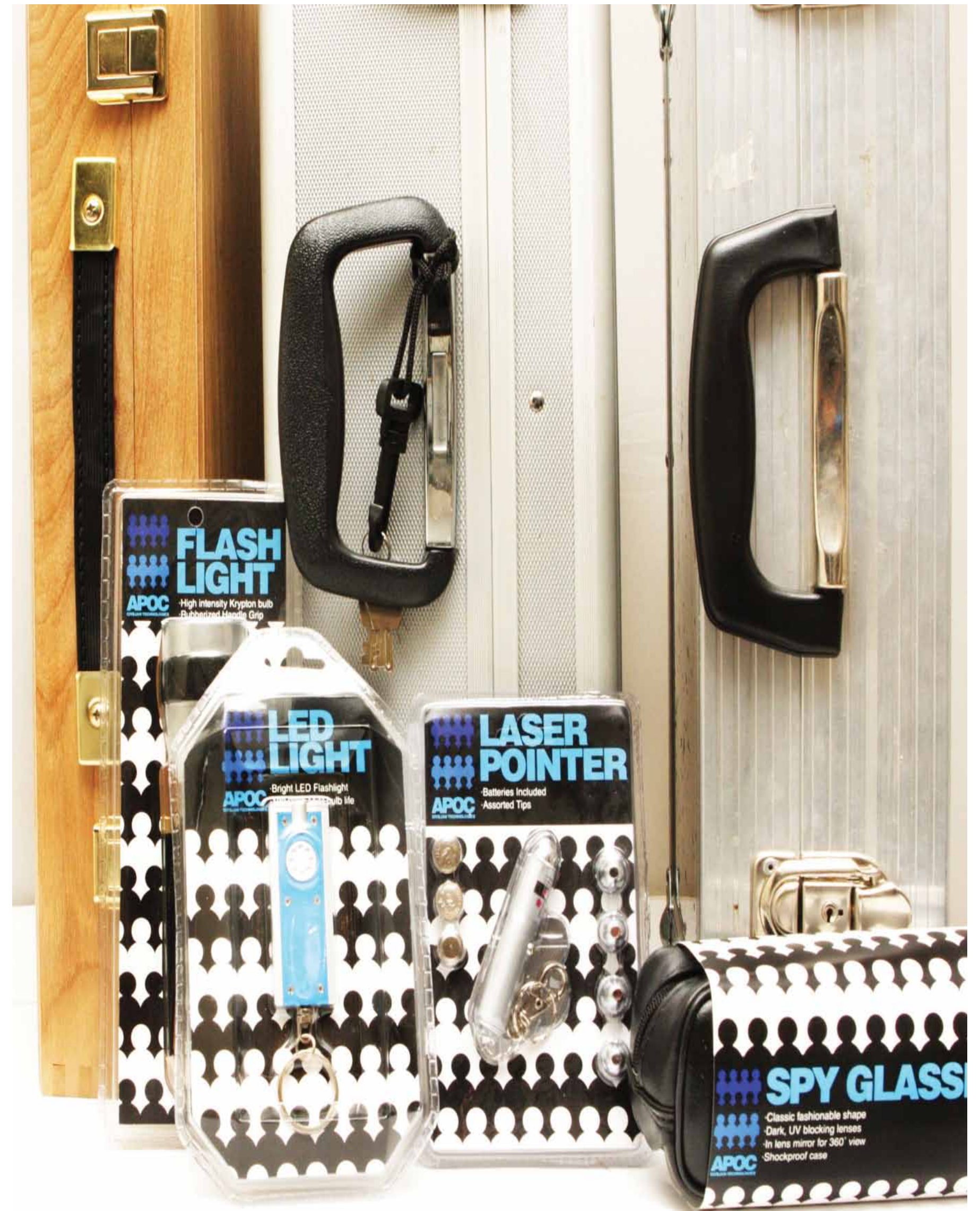




APOC Civilian Technologies

An Invitation to a Revolution

APOC Civilian technologies is a new approach to the traditional "spy store". Not wanting to label themselves as a brand whose products are strictly related to espionage, they chose rather to be represented as a "current technologies" dealer. This being said, the products and branding elude to corporate stability while still representing the power and resources available to the people. While often associated with criminal activity, the challenge here was to bring this equipment to the masses. APOC puts the power back in the hands of the people through electronics and technology available to everyone.







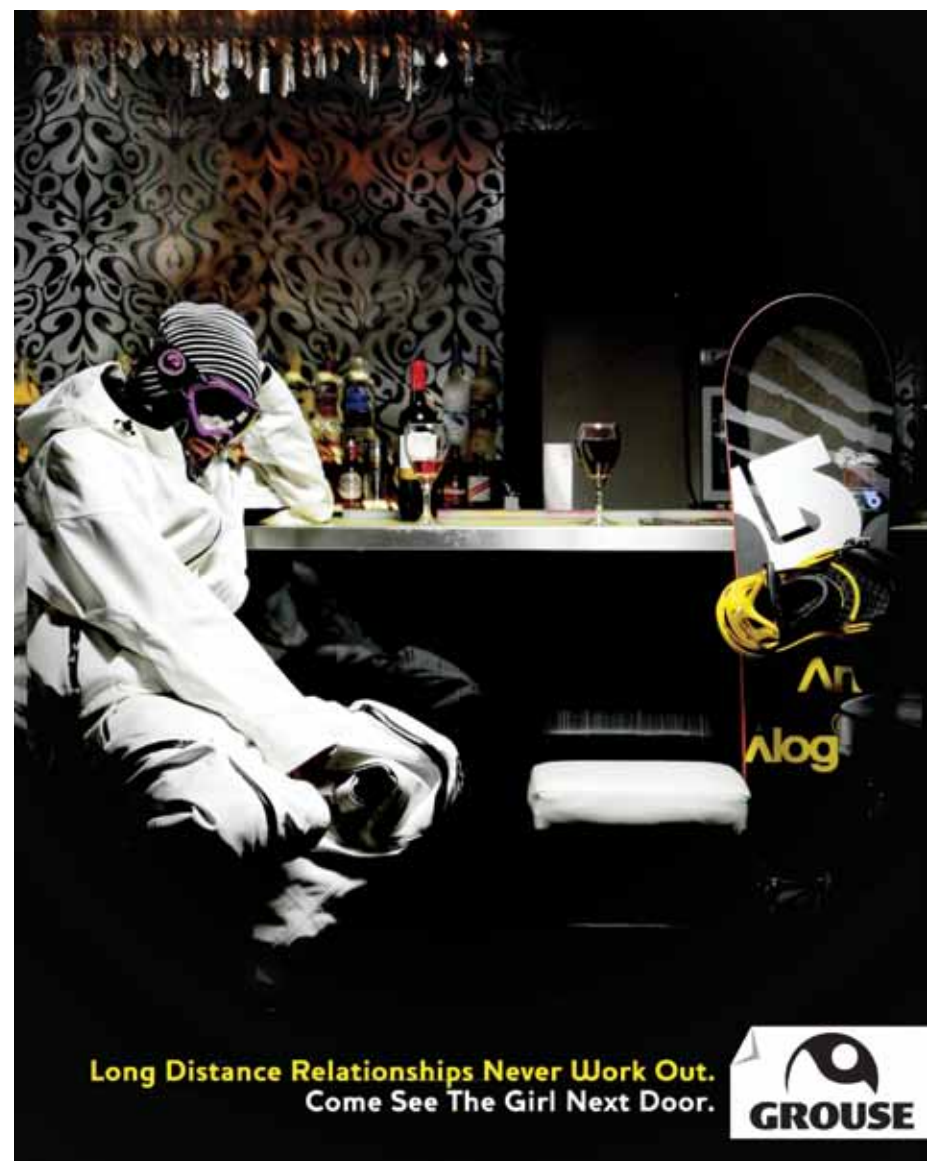
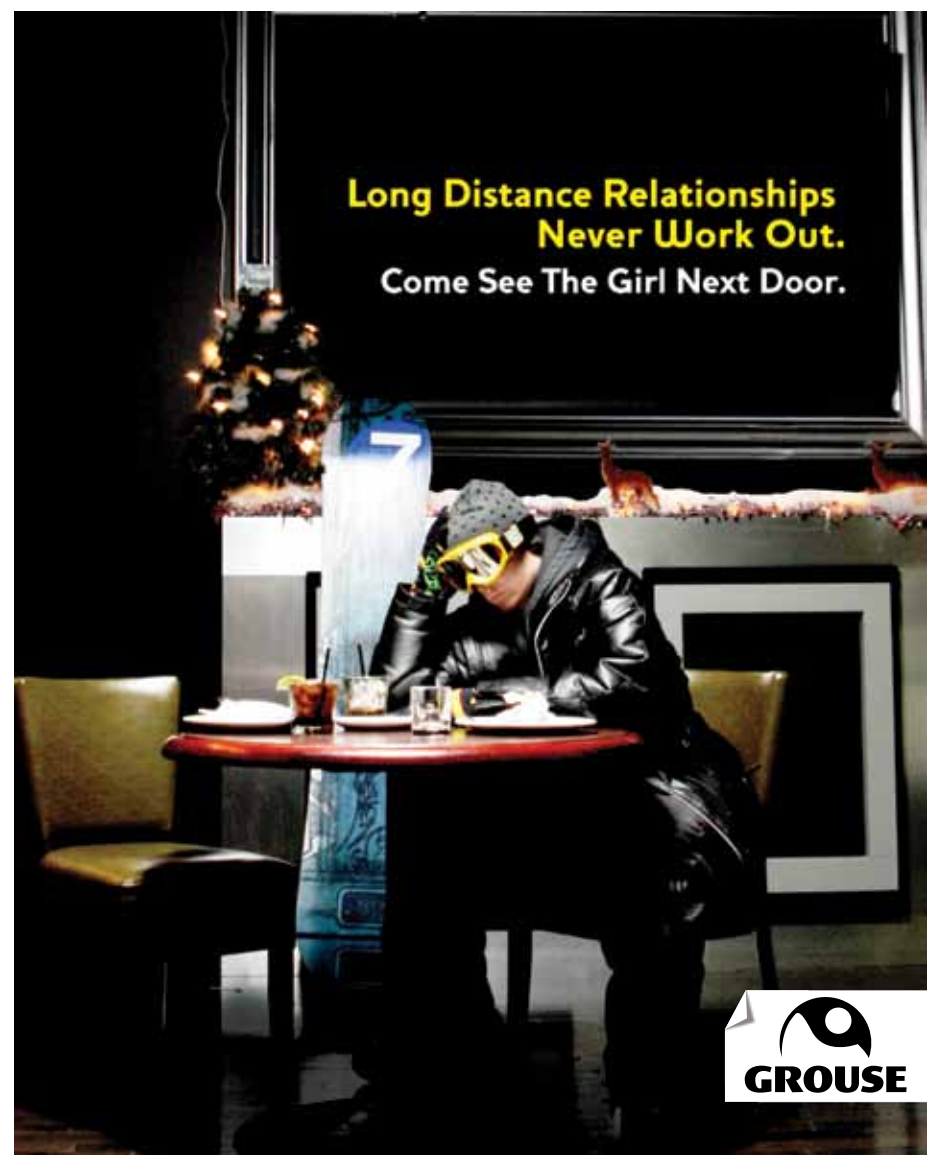


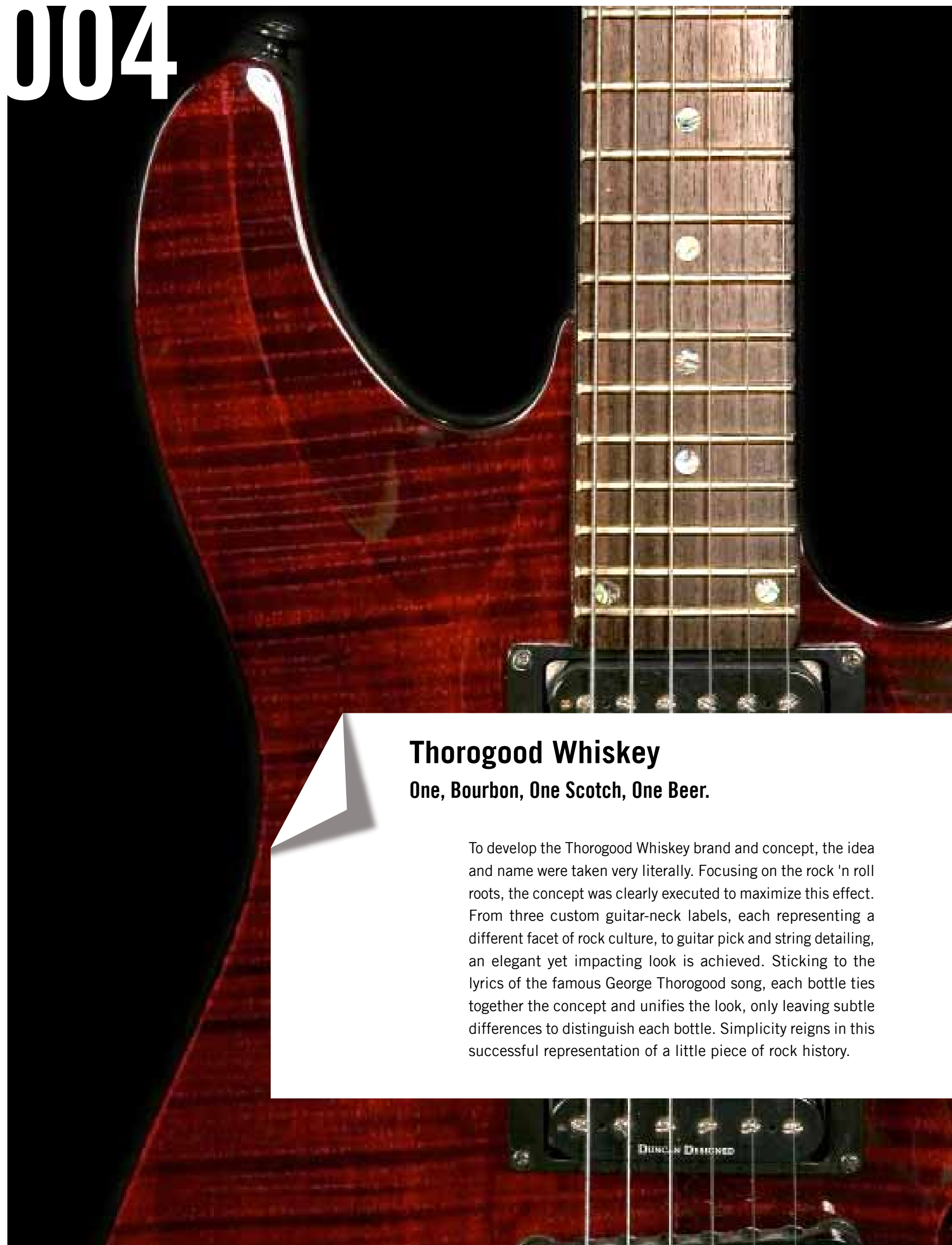
Grouse Mountain

Long Distance Relationships Never Work Out.

For Grouse Mountain's outdoor advertising campaign, a very specific and targeted approach was taken. Playing on the close proximity to Vancouver as the main selling point for the resort, it was decided to associate this with peoples relationships - specifically dating. Using imagery of traditional dating venues, the classic tribulation of the dating scene was captured along with the always horrible feeling of being stood up. Juxtaposed against this is our customer - the alpine enthusiast, who has been stood up for his date, accompanied by the tag line. This effectively portrays the benefits of a mountain resort close by as well as the negative repercussions of a resort too far away.





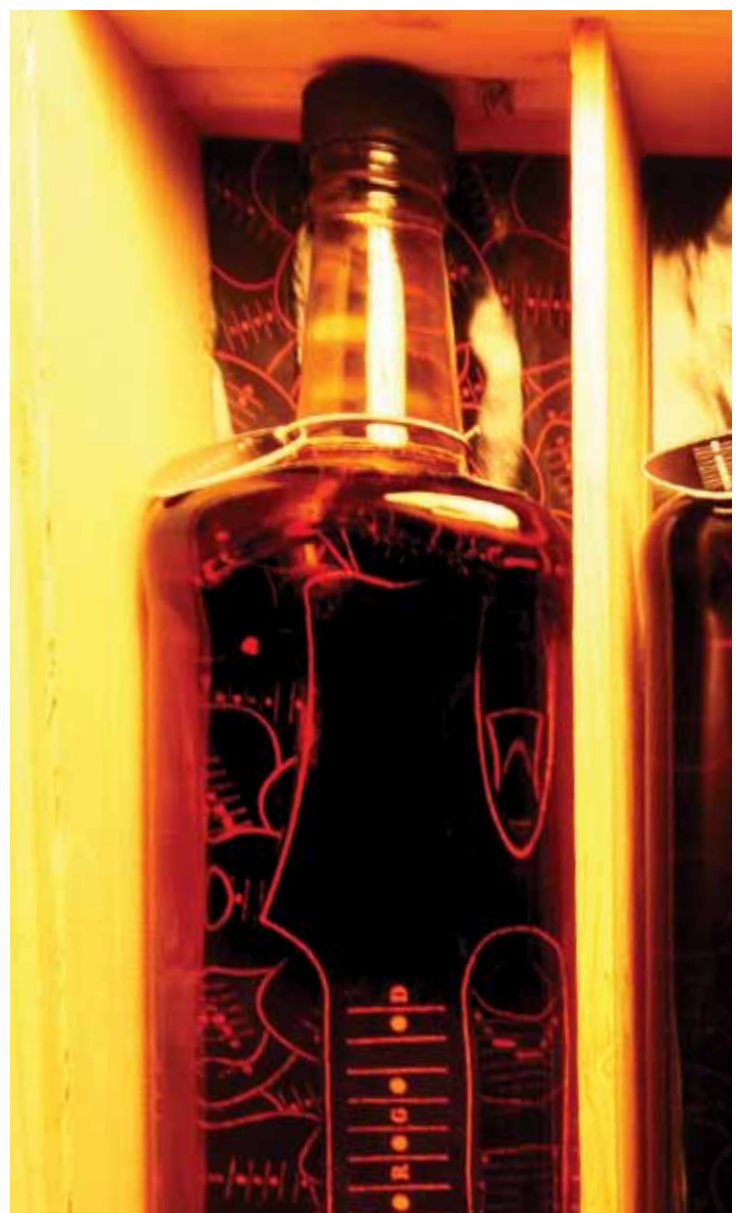
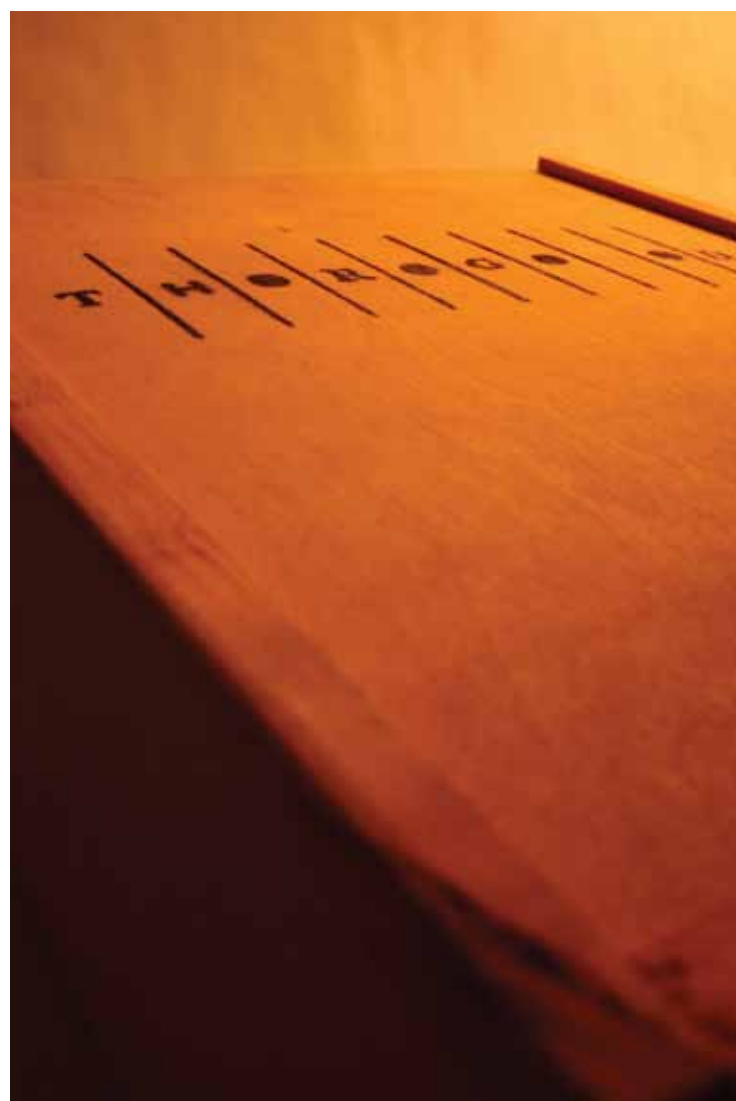


Thorogood Whiskey

One, Bourbon, One Scotch, One Beer.

To develop the Thorogood Whiskey brand and concept, the idea and name were taken very literally. Focusing on the rock 'n roll roots, the concept was clearly executed to maximize this effect. From three custom guitar-neck labels, each representing a different facet of rock culture, to guitar pick and string detailing, an elegant yet impacting look is achieved. Sticking to the lyrics of the famous George Thorogood song, each bottle ties together the concept and unifies the look, only leaving subtle differences to distinguish each bottle. Simplicity reigns in this successful representation of a little piece of rock history.





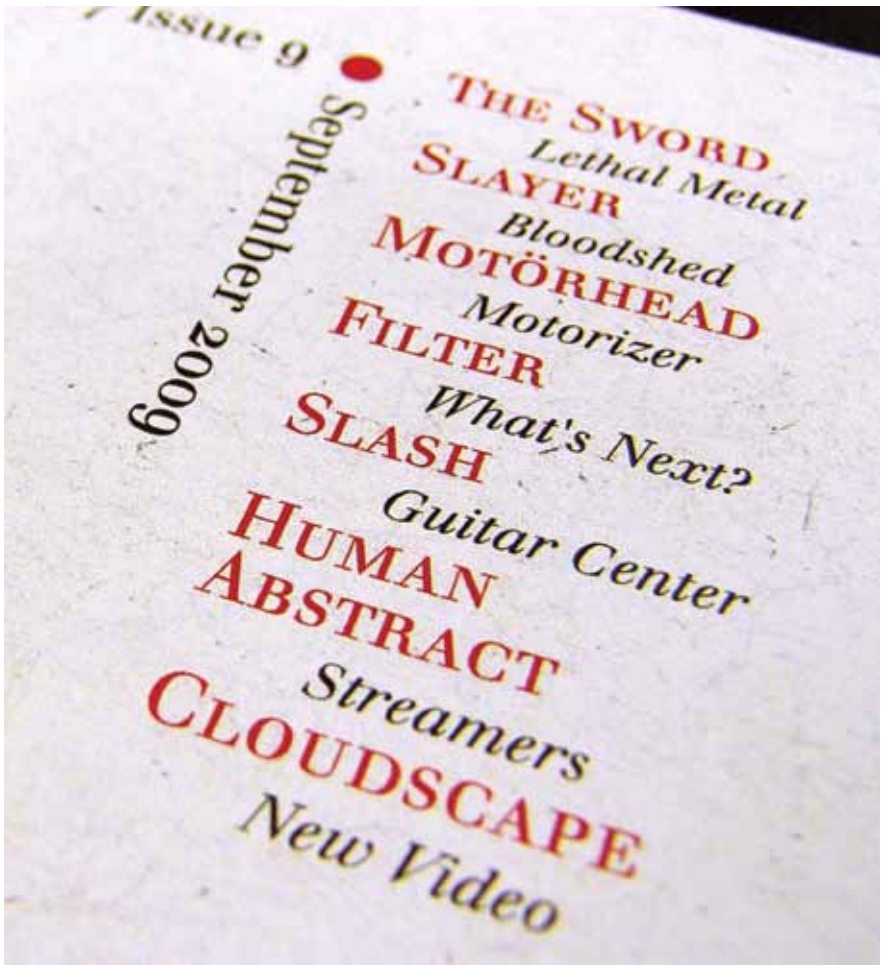


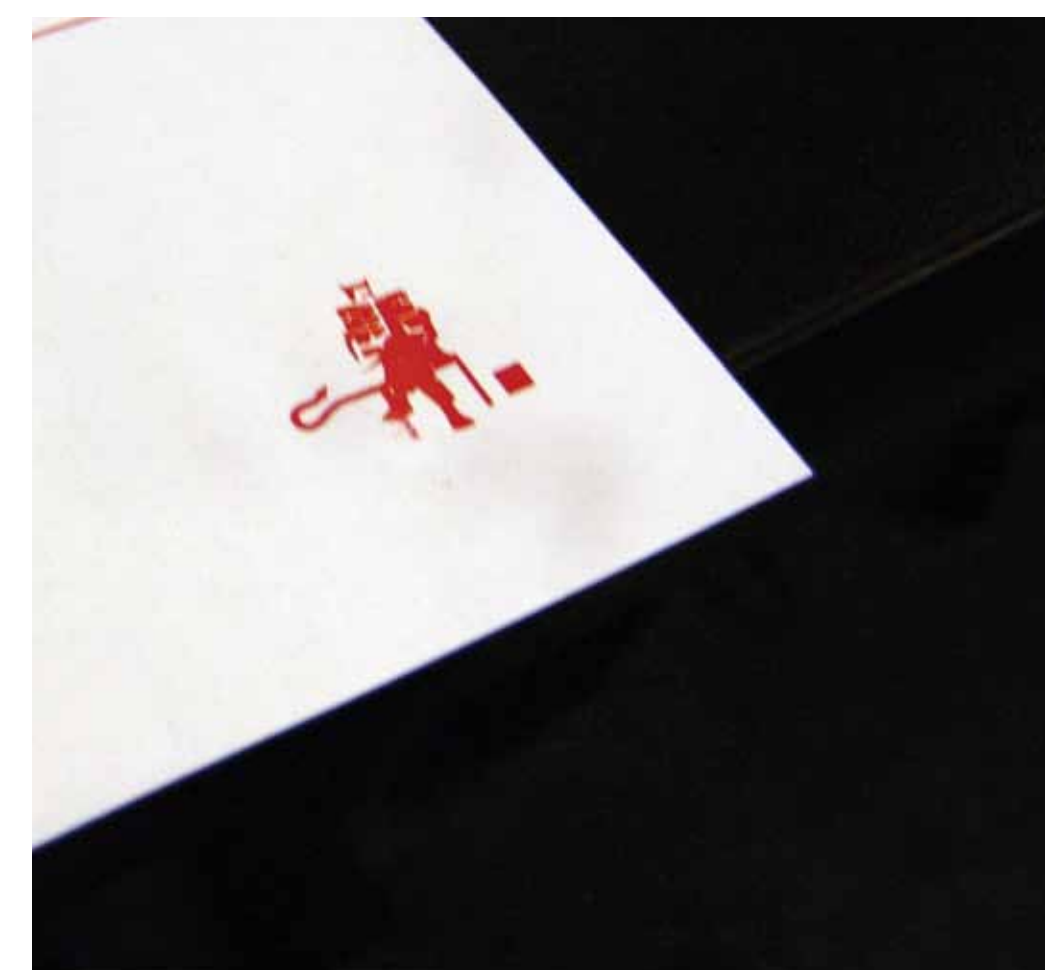
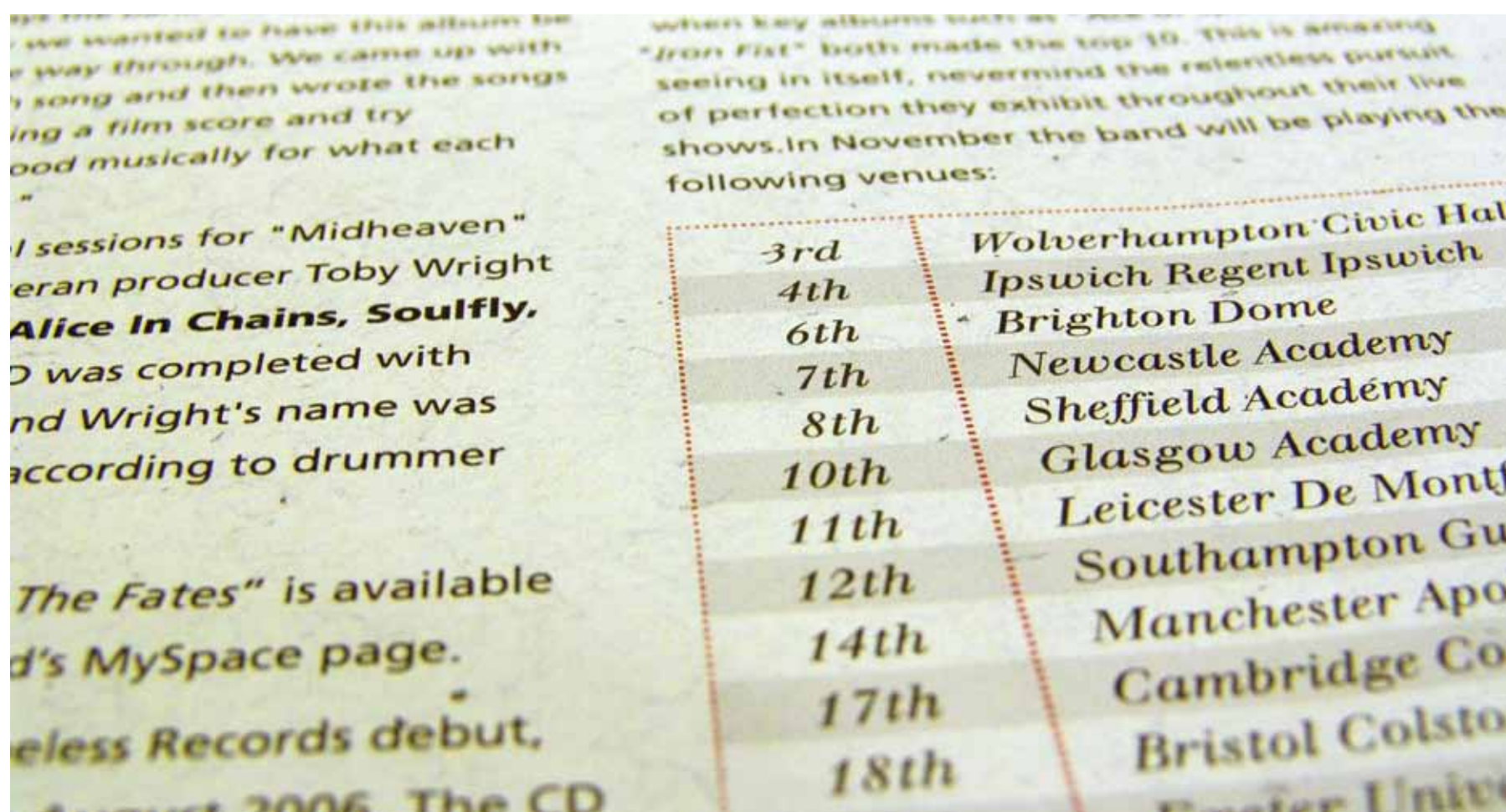


The Crook

The Music Shepherd

The Crooks publication focuses on heavy metal music, from every aspect of the genre. The challenge here was to refresh the already overdone heavy metal sub texts that are apparent in most of today's publications. This was achieved by monochrome, black and white images, heavy use of white space and just the right amount of typographic details to remain an interesting read. The serif and sans-serif combinations effectively represent the old, heavy style usually used while lightening it up for a more contemporary crowd.



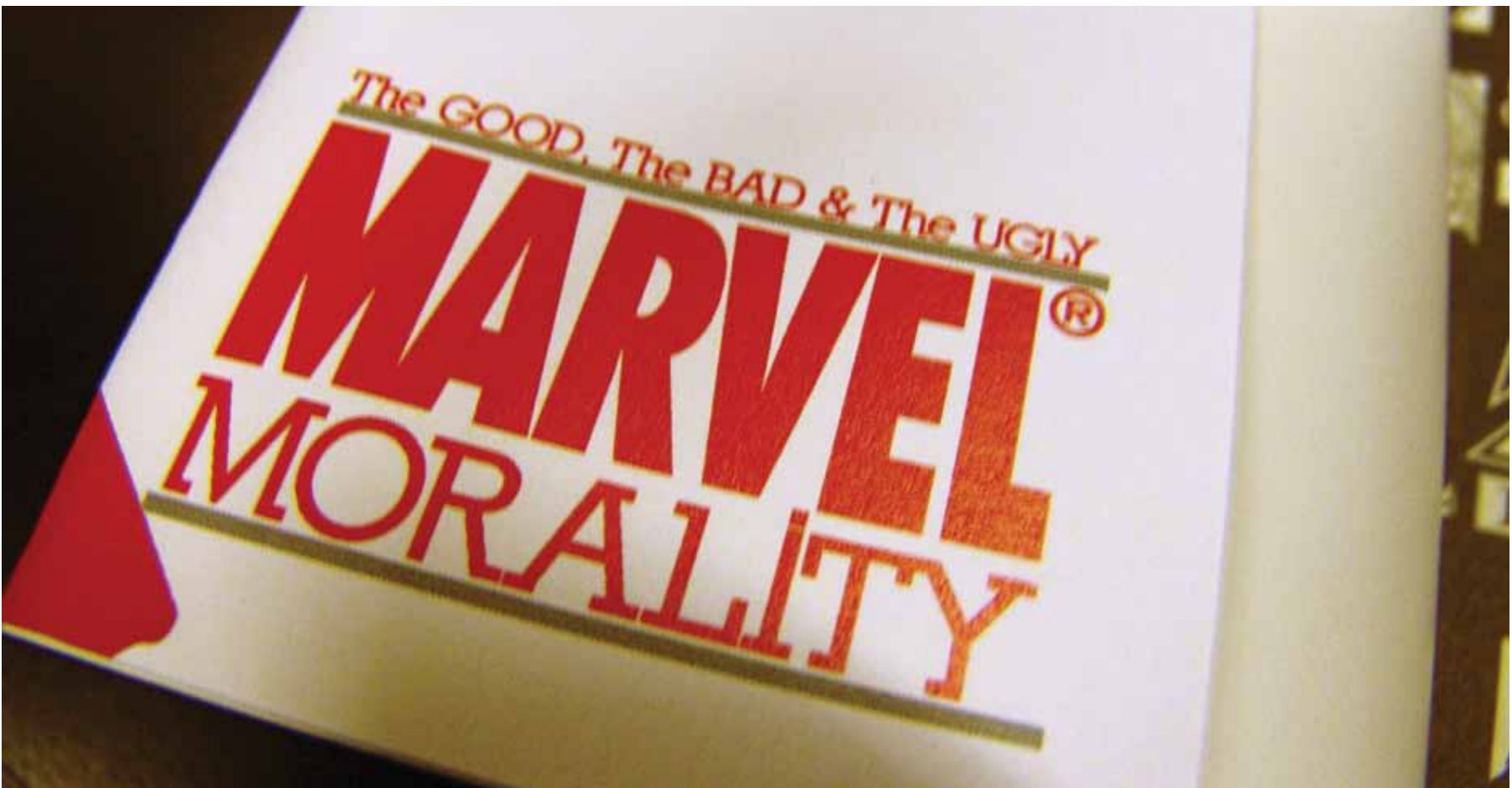


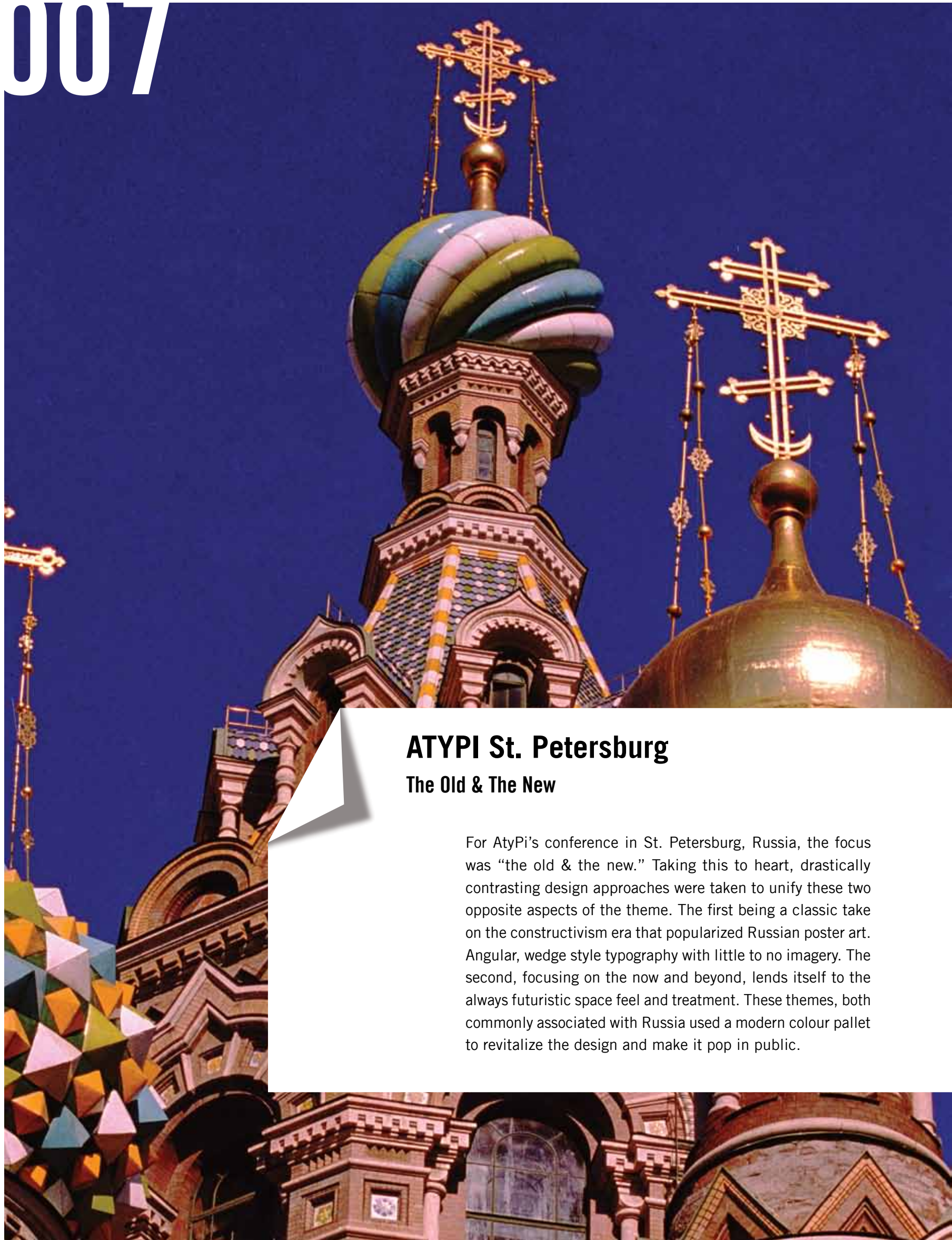
Marvel Morality

The Good, The Bad & The Ugly

For the Marvel book series, an iconic and simple approach was taken to combine the aspects of all heroes while successfully showcasing their differences. Using simplified dual colour images, the heroes are all portrayed in the same light, leaving only their actions to differentiate them. Little to no detail was used in the illustrations, focusing more on the iconic aspects of each hero. The reader is left to discover what makes these heroes different, specifically who falls into which genre. The good the bad or the ugly?





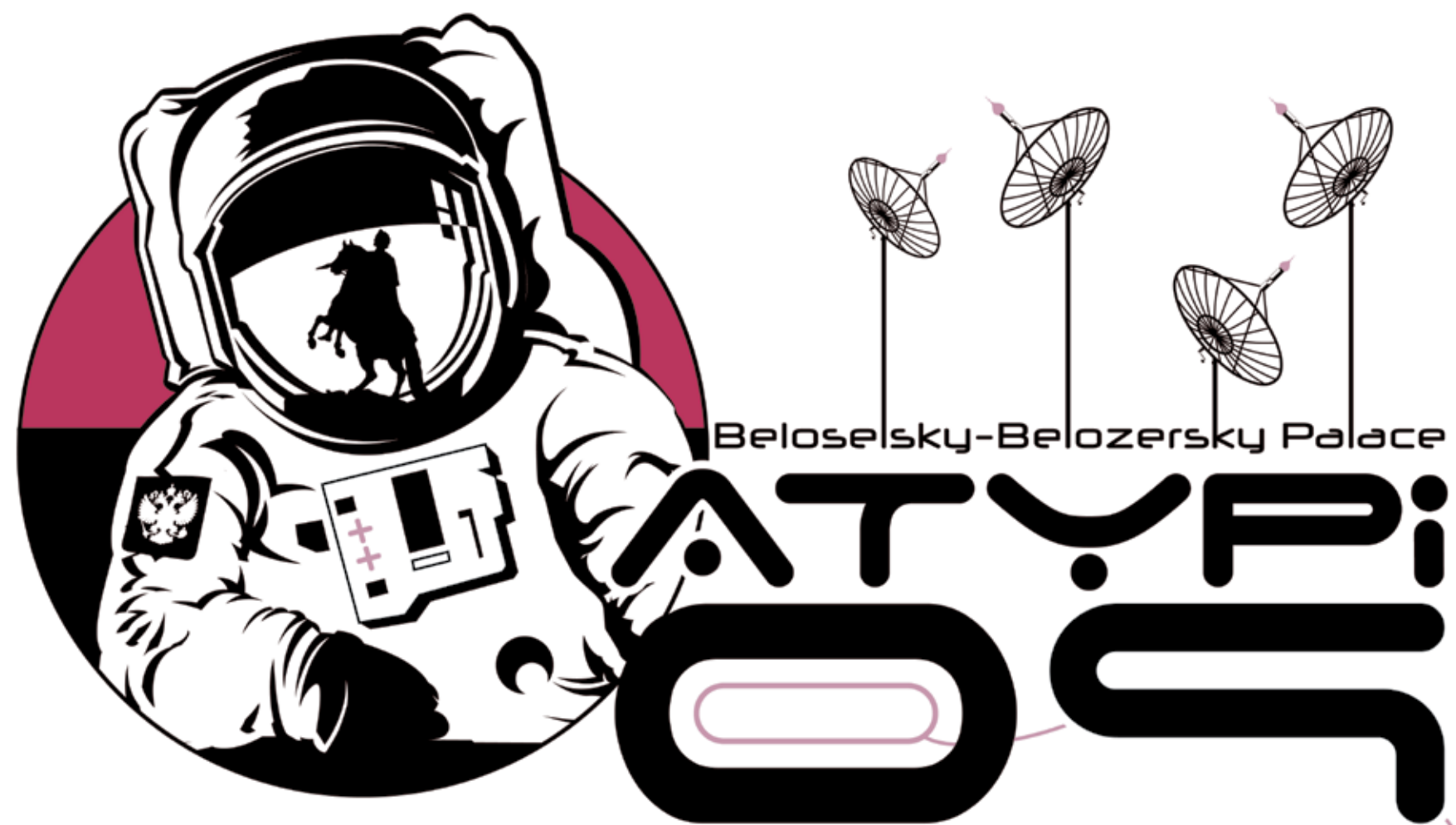


ATYPI St. Petersburg

The Old & The New

For Atypi's conference in St. Petersburg, Russia, the focus was "the old & the new." Taking this to heart, drastically contrasting design approaches were taken to unify these two opposite aspects of the theme. The first being a classic take on the constructivism era that popularized Russian poster art. Angular, wedge style typography with little to no imagery. The second, focusing on the now and beyond, lends itself to the always futuristic space feel and treatment. These themes, both commonly associated with Russia used a modern colour pallet to revitalize the design and make it pop in public.





St Petersburg
Russia

Guest Speakers

Tim Ahrens, Yomar Augusto, Ken Barber,
Ipek Torun, John D. Berry, Roger Black,
Frank E. Blokland, Robert Bringham,
David Biezina, Nadine Chahine,
Anna Chaykovskaya, Petr Petrovich
Chobytka, Si Daniels, Susanne Dechant,
Alexey Dombrovskiy, Timothy Donaldson,
John Downer, Olga Florenskaya,
Irina Fomenko, J. Victor Gaultney,
Yuri Gherchuk, Maxim Gurbatov,
Ted Harrison, Denis Moyogo Jacquere,
Bengisu Keleşoğlu, Jerry Kelly,
Dmitry Kirsanov, Akira Kobayashi,
Attila Korap, Alexandra Korolkova,
Thomas Milo, Tai Leming, Gerry Leonidas,
Håkon Wium Lie, Paul Luna,
Klimis Mastoridis, George Matthiopoulos,
Titus Nemeth, Heidrun Osterer, Thomas
Phinney, Tagir Safayev, Jose Scaglione,
Nick Shinn, Anna Shmeleva, Eben Sorkin,
Erik Spiekermann, Konstantin Startsev,
Keith Chi-hang Tam, Typophile,
Gerard Unger, Karin von Ompteda, Emil
Yakupov, Vladimir Yefimov & Pascal Zoghbi.

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THE OLD
THE NEW

SEPTEMBER
19TH TO 21ST
2009

ATA
ATYP'08 St. Petersburg

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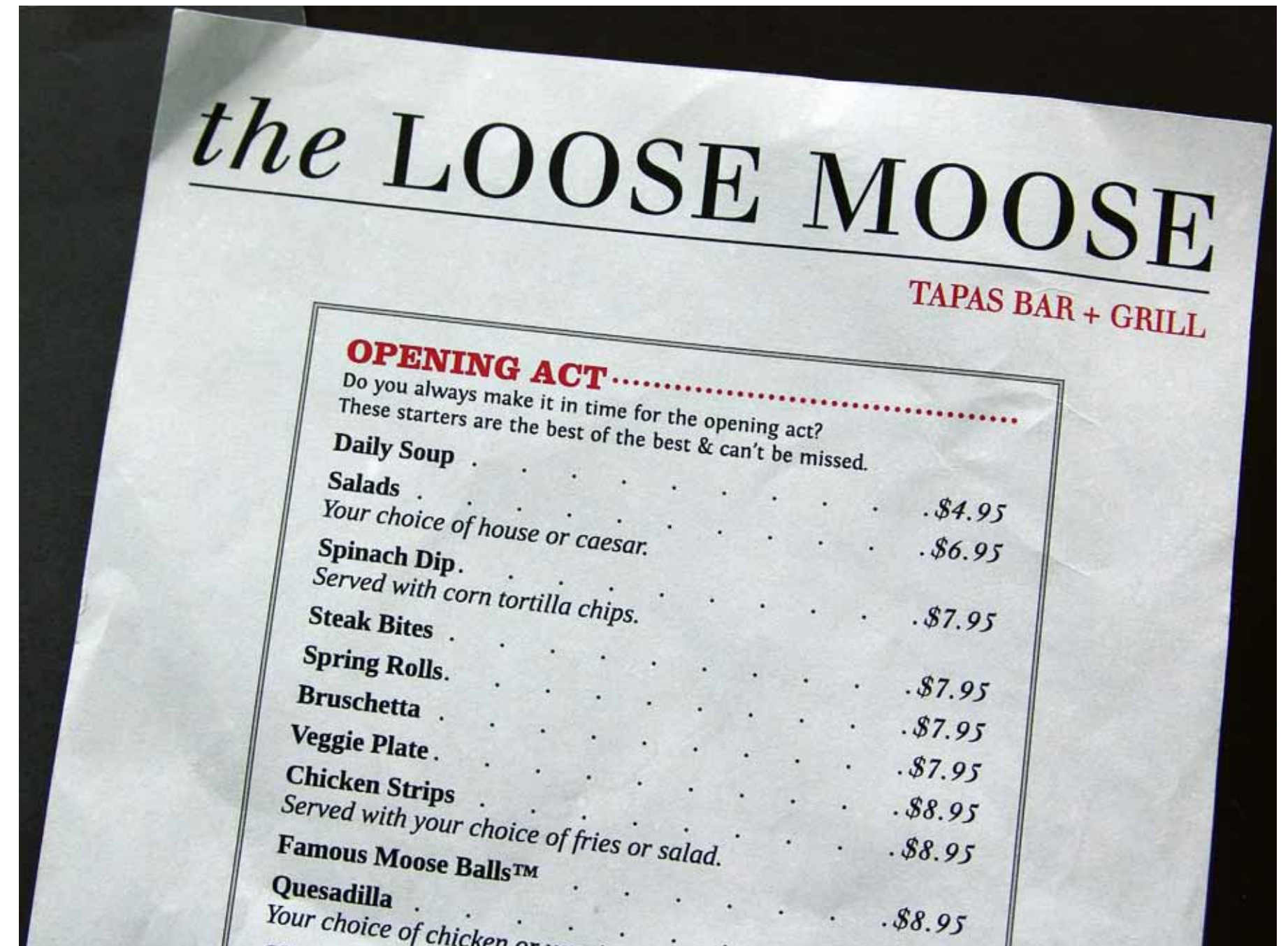




The Loose Moose

8 Nights A Week

For the Loose Moose Vancouver's menu redesign, a classier and more modern approach was taken to overtake their traditionally gritty feeling. While focusing on typography and details, the result is a simplistic, refreshing read, while keeping the reader interested and entertained. The heavy glyph treatment of the main sections, to the subtle details, separating the sections with different aspects of rock culture, the entire menu keeps the eye moving. This combined with daily specials taking their names directly from popular rock song titles surprise the reader and make deciding what to eat a bit more fun.



A 6oz top sirloin topped with mashed potatoes and sautéed vegetables.

Blackened Chicken
10oz of spicy grilled chicken breast served with sautéed vegetables.

Full Rack of Ribs
A full rack of pork ribs cooked in our famous BBQ sauce, served with mashed potatoes and sautéed vegetables.

Fish 'N Chips
A huge piece of fish {8.5oz} served on a bed of our hand cut fries with tartar sauce. Add a 2nd piece for \$2.95

Chicken Stir-fry
Chicken, rice, vegetables sautéed with a lil' soy sauce and a touch of sesame oil.

UNDERGROUND FAVORITES
Classic greats that stand the test of time. Know 'em all?
Every day of the week is now music to your ears.

• *Stormy Monday* •
» Ribs & Fries » Okanagan Spring Pale «

• *Tuesday's Gone* •
» Steak Bites » Moose Season-Ale «

• *Wednesday Morning, 3am* •
» Pound of Wings » Okanagan Spring 1516 «

• *Thursday's Child* •
» Famous Moose Balls™ » Moose Season-ale «

• *Friday, I'm in Love* •
» Moose Burgers » Alexander Keith's Pitchers «

• *Another Saturday Night* •
» Fish & Chips » Bottles of Sol Cerveza «

• *Sunday, Bloody Sunday* •
» Steak Special » Sleeman Honey Brown «

724 nelson street · vancouver, bc  www.loosemoosevancouver

BACKSTAGE PASS
The best of the best. Full access & VIP treatment, without having to wear the laminate all night. Unspeakably good.

Steak Entrée \$12.95
A 6oz top sirloin cooked the way you like, topped with a creamy mushroom sauce and served with mashed potatoes and sautéed vegetables.

Blackened Chicken \$12.95
10oz of spicy grilled chicken breast served with sautéed vegetables.

Full Rack of Ribs \$16.95
A full rack of pork ribs cooked in our famous BBQ sauce, served with mashed potatoes and sautéed vegetables.

Fish 'N Chips \$10.95
A huge piece of fish {8.5oz} served on a bed of our hand cut fries with tartar sauce. Add a 2nd piece for \$2.95

UNDERGROUND FAVORITES
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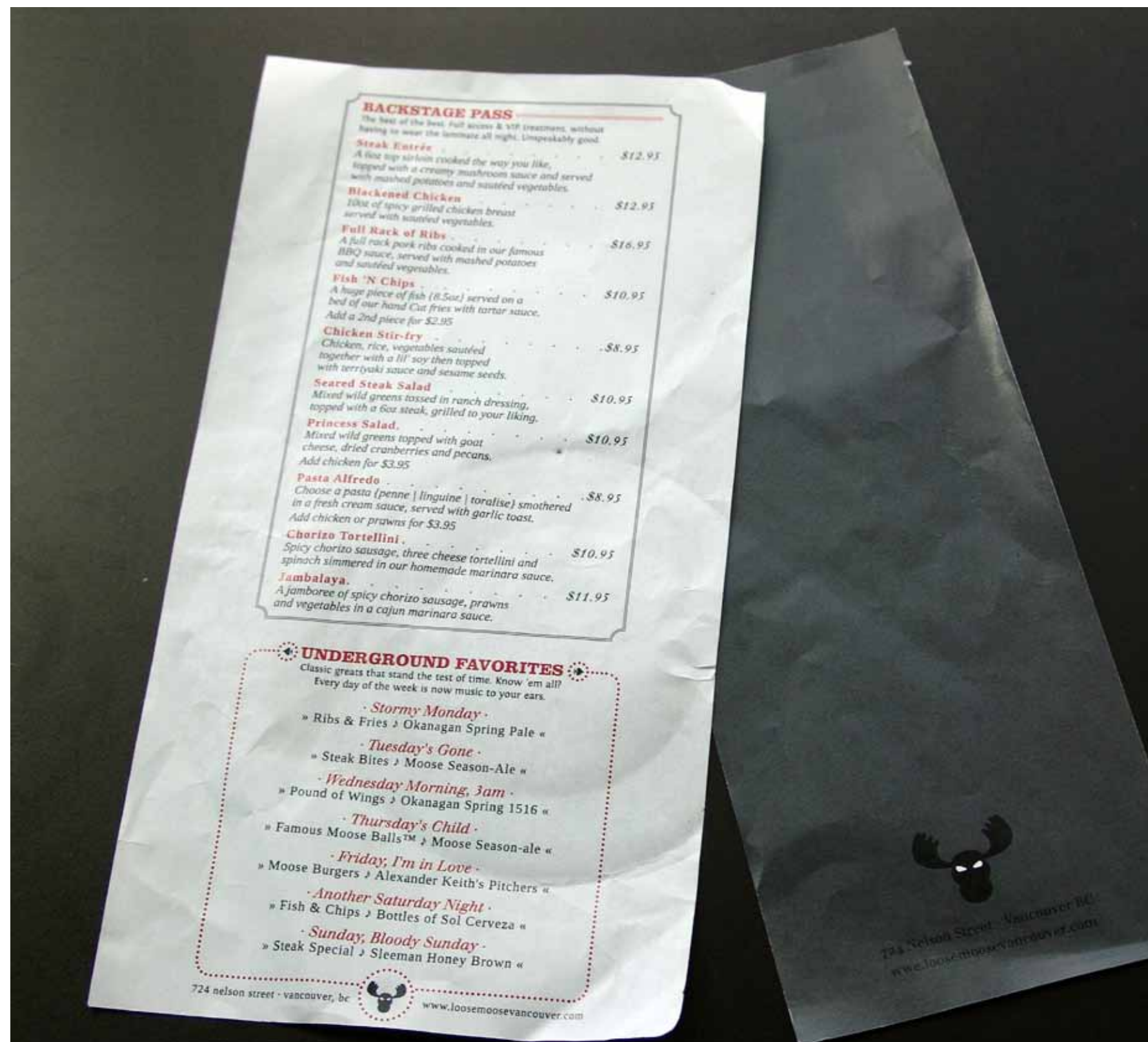
• *Stormy Monday* •
» Ribs & Fries » Okanagan Spring Pale «

• *Tuesday's Gone* •
» Steak Bites » Moose Season-Ale «

• *Wednesday Morning, 3am* •
» Pound of Wings » Okanagan Spring 1516 «

• *Thursday's Child* •
» Famous Moose Balls™ » Moose Season-ale «

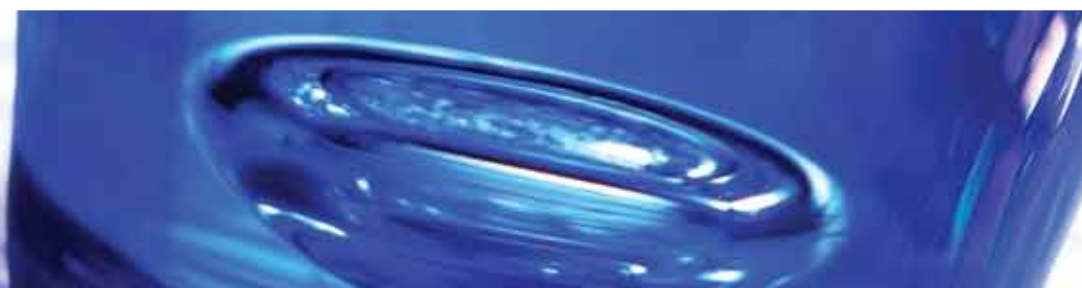
• *Friday, I'm in Love* •
» Moose Burgers » Alexander Keith's Pitchers «





Canadian Water & Wastewater Association Statistically Pleasing

For the Canadian Water and Wastewater Association, it was decided to focus on specific aspects of the trouble some residents of Canada are facing when dealing with clean, potable water at home. More specifically, First Nations and their need for safe residential water. Using the already powerful imagery consistent with First Nations art, the facts are delivered in graph form, representing the shocking statistics the First Nations people are forced to live with on reservations. Through powerful text and simple colour combinations, the message is delivered while encouraging the reader to get involved.



**People in Canada forced to live
under water boiling restrictions.**



**People on First Nations Reservations forced
to live under water boiling restrictions.**



**3rd Canadian National Conference & Policy Forum
on Water Efficiency & Conservation**

Inn at Laurel Point - Victoria, BC - October 13th to 16th, 2009

CWWA  **ACEPU**
cwwa.ca



**Demand for clean, safe drinking
water on First Nations Reservations** ■

**Availability of clean, safe drinking
water on First Nations Reservations** ■

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CWWA  **ACEPU**
CWWA.ca

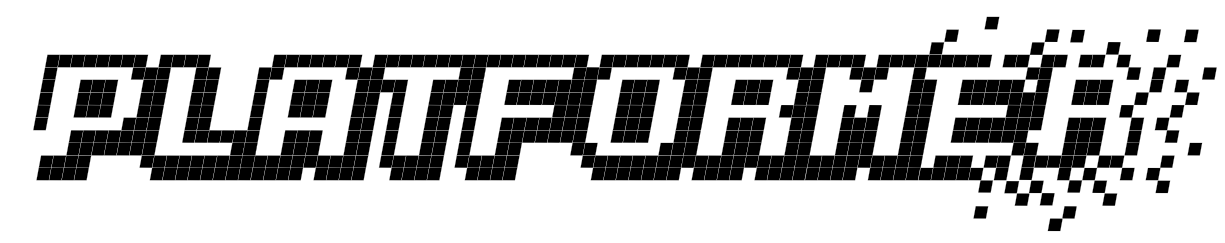


**Chance of illness caused by drinking
water in Canadian Cities** ■

**Chance of illness caused by drinking
water on First Nations Reservations** ■

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CWWA  **ACEPU**
CWWA.ca



Platformer Video Game Magazine

Black Panther Distribution



Pentagon Boardshop

Plan 6 Premium Provisions





Ground Control Electronics Inc.

AM Event Planning & Services



Misprints Photography

Trixie's Car Wash





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