

# PORTFOLIO

Tarah Jane Bonne

Graphic Designer

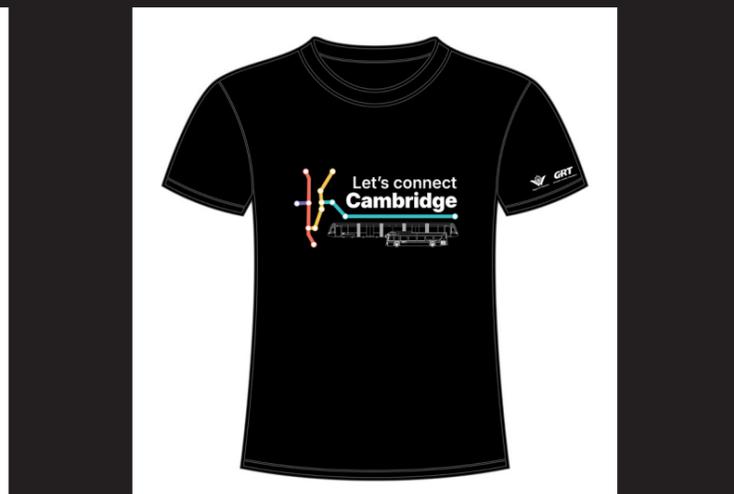
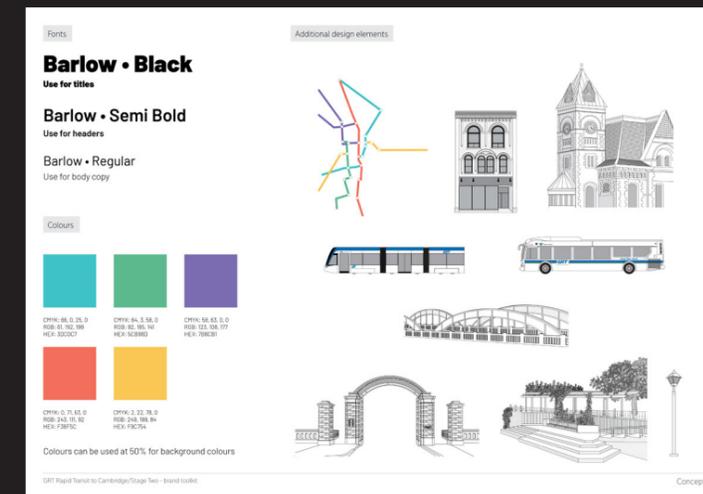
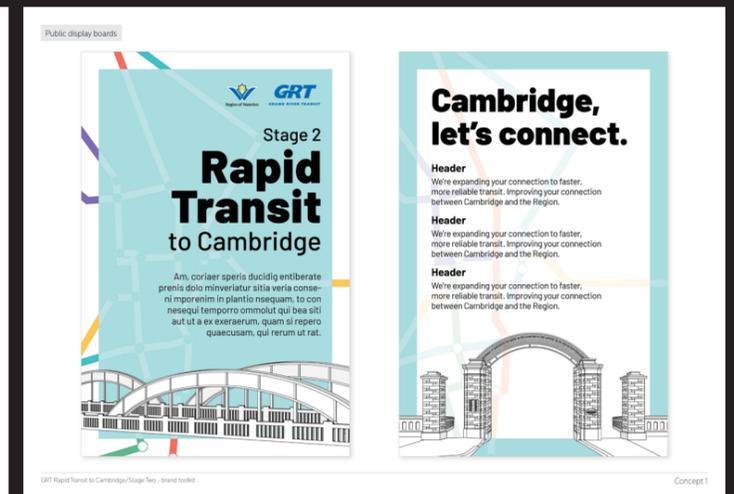
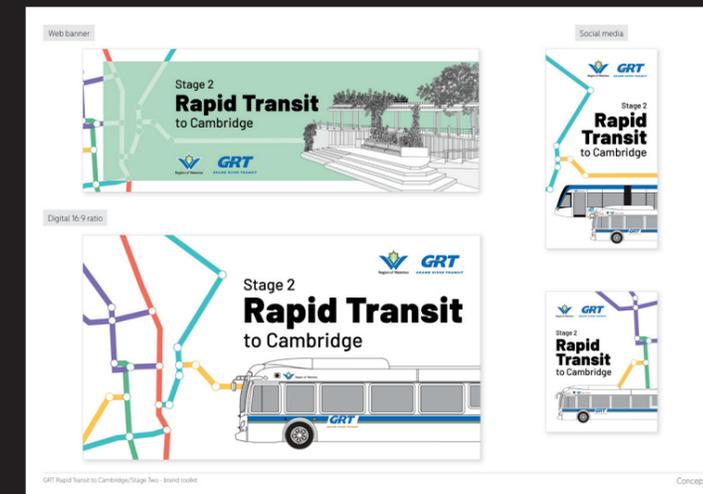
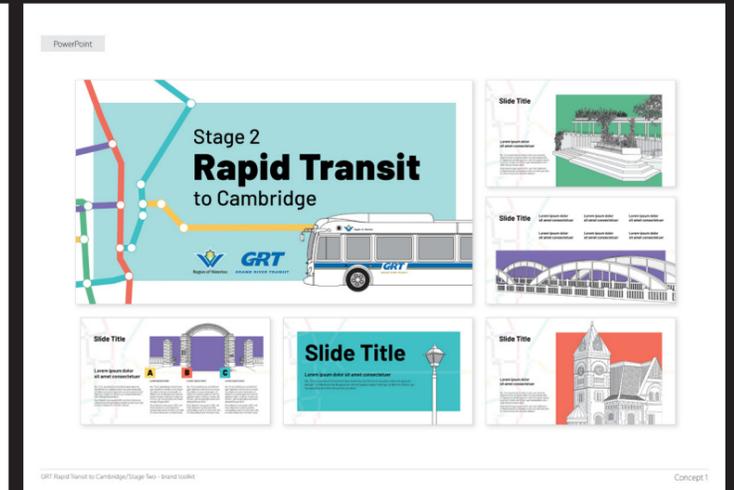
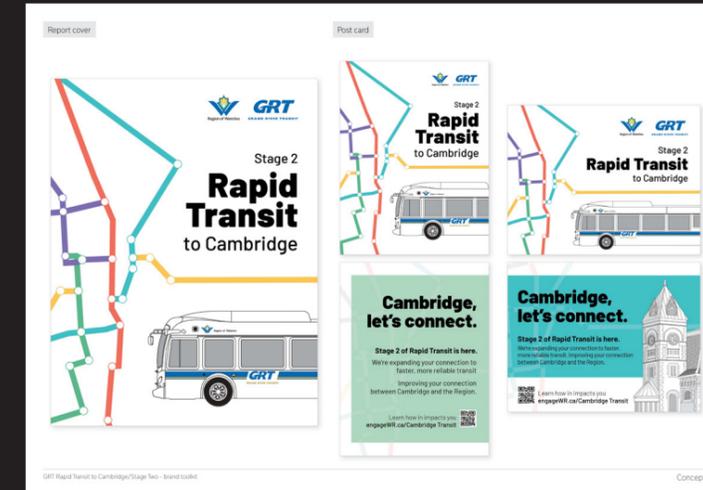
Contact  
226 749 299   tarahbonne@gmail.com   tarahjane.ca

# REGION OF WATERLOO

Digital Media Designer for the Region of Waterloo (Mar 2025–present), supporting GRT, Waste, HR, and the CAO's Office to ensure materials align with AODA, WCAG, and corporate brand standards. Designed and launched visual assets for high-profile public campaigns, including Stage 2 Rapid Transit to Cambridge and the Black Cart waste collection rollout, transforming complex policy into accessible, engaging visuals. Created internal communication materials for HR and corporate initiatives, such as PowerPoint presentations, Chamber reports, policy visuals, and branded document templates. Served as design lead on cross-functional projects, managing tight deadlines, evolving priorities, and diverse client requirements.

## GRT Rapid Transit Campaign

## Speed Camera Campaign



# HOME HARDWARE

The National Flyer Project streamlines promotional material creation through three rotating teams of two members. By adhering to established design guidelines, the project ensures all flyers maintain a cohesive look, as if crafted by a single designer. Each team keeps up-to-date libraries and templates to enhance efficiency. Collaboration with Production Coordinators and Management allows for thorough development and proofing of each flyer, ensuring all materials meet organizational standards. This approach delivers high-quality promotional materials that resonate with audiences while maintaining a unified brand identity.

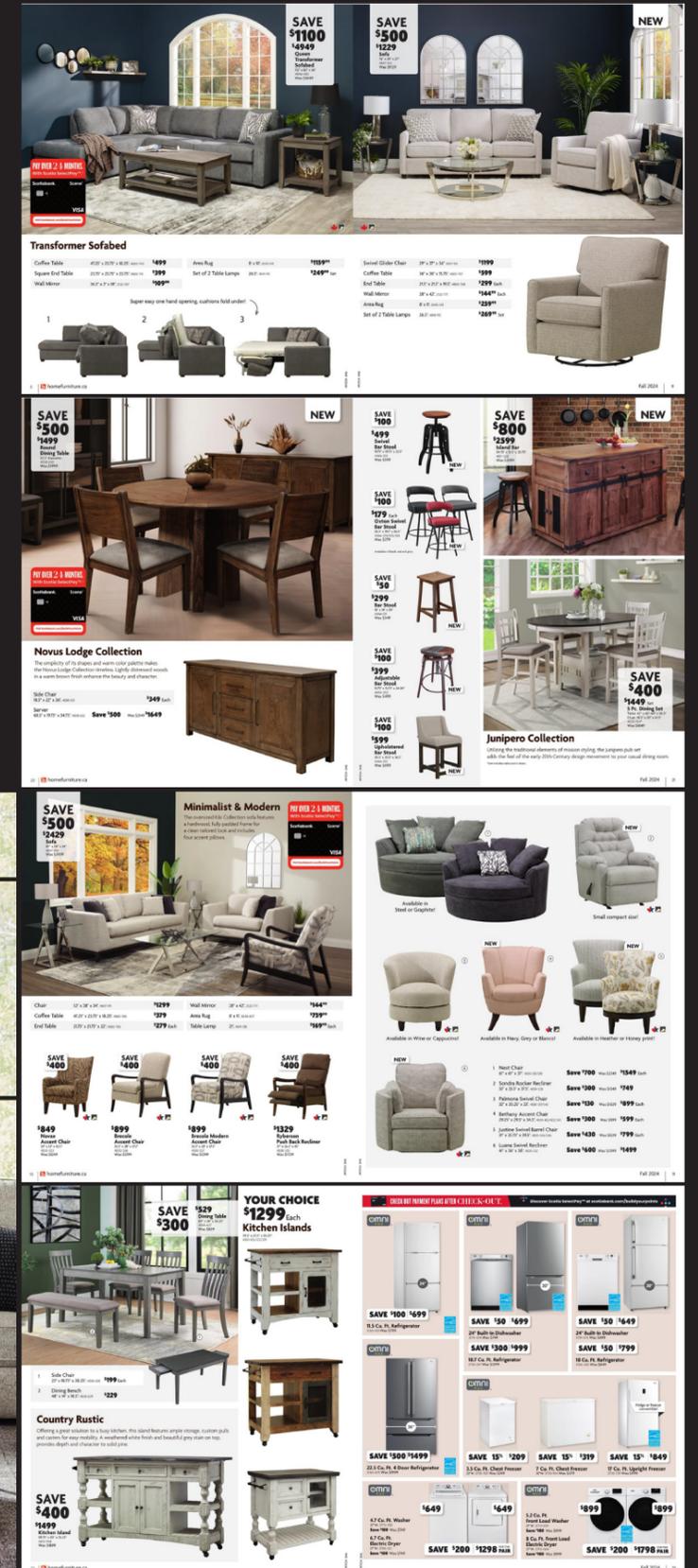
## Sixtith Anniversary Logo

The 60<sup>th</sup> HomeHardware logo is consistently used in all nationwide promotional materials, creating a cohesive visual identity that resonates with customers.



## Furniture Catalogue

I assisted in designing the furniture catalogue layout and creating cohesive room shots and strategically placing all items within the layout. My role also included thorough proofing to ensure accuracy and visual appeal, resulting in a polished and inviting final product.



## Kitchen Event

Showcased a vibrant array of culinary products, with photographs meticulously arranged and designed according to my directions. This approach ensured a visually appealing representation that highlighted the event's focus on kitchen innovation.



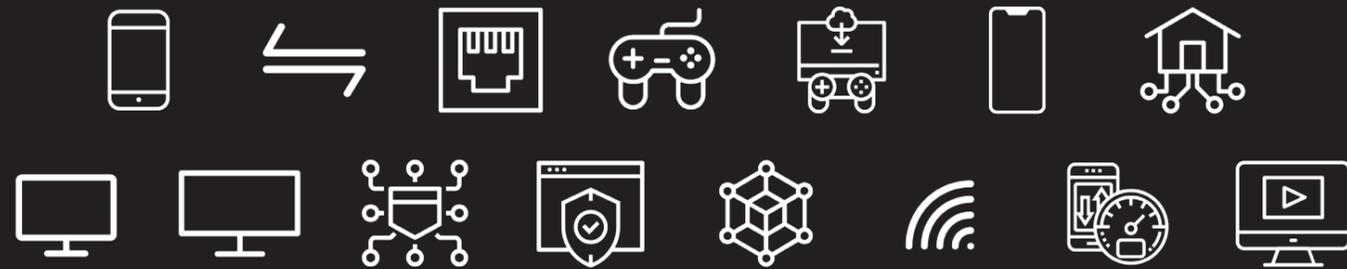
# Z FACTOR

I create a wide range of printable materials and downloadable that could be modified for participating internet companies, along with engaging social media campaigns and product collateral. My work involves generating multiple concepts and layouts for print and digital signage, banners, posters, and publications. I manage the production of various marketing projects, including e-newsletters, press releases, and flyers, ensuring cohesive campaigns that span from Google ads to billboards and postcards. Additionally, I design and produce client catalogues and brand standard guidelines, adhering to the highest quality control standards.

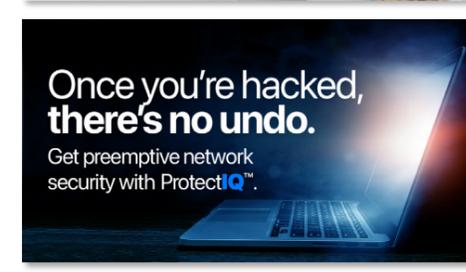
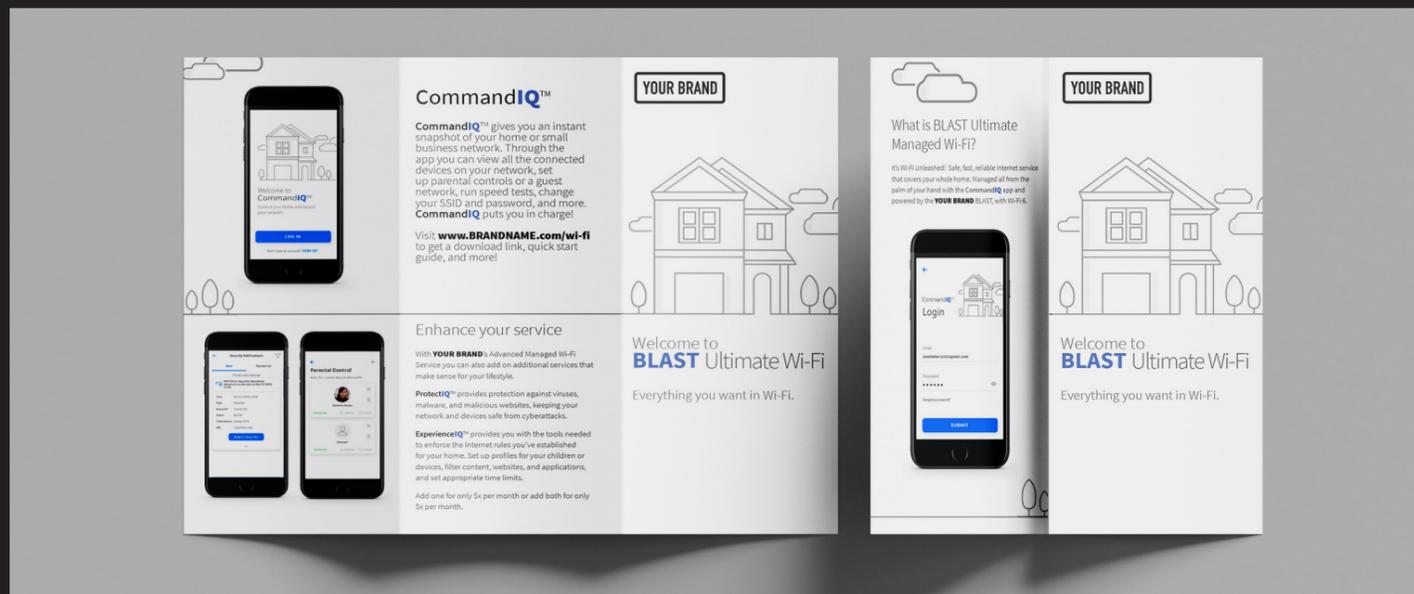
# Social Media



# Calix



# Pamphlet



# Z FACTOR

## Allo's Internet Campaign

I created a comprehensive campaign for ALLO to inform residents about the arrival of high-speed internet in their neighborhood. The initiative included eye-catching postcards and billboards, vibrant yard signs, personalized door notes, and engaging email banners. Additionally, I developed a dynamic social media campaign to keep the community updated and involved.

**Norfolk, Say ALLO to fiber!**  
Say goodbye to lousy internet service!

**Allo**  
A @elnet COMPANY  
EXPERIENCE FIBER NOW!

**The time has come Norfolk. Say ALLO to Fiber internet!**  
Experience faster, more reliable internet now!

**Allo**  
A @elnet COMPANY  
SWITCH TODAY!

**Get ready to Say ALLO, Norfolk. Fiber internet is almost here!**  
Soon you can experience faster internet speeds and uninterrupted connectivity.

**Allo**  
A @elnet COMPANY  
PRE-ORDER TODAY

**We promise that our service and support will exceed your expectations.**

- No contracts
- 30-day money-back guarantee\*
- FREE standard installation with a 30-minute arrival window
- FREE in-home managed Wi-Fi
- FREE router connecting 100+ devices
- Friendly service from local employees
- Reserve your install appointment now

**Most Popular Speed**  
500Mbps for only \$60/mo.  
Price includes taxes, fees, and GigaCenter™ Router.

Bundle TV and/or phone to build your perfect package.

**Say ALLO and switch today!**  
AlloFiber.com/Norfolk | 308.414.6100

Residential + Business  
Fiber Internet • Fiber TV • Fiber Phone • Smart Home

©2020 ALLO Communications. ALLO is a registered trademark of ALLO Communications. All rights reserved. Price listed is for standard package, which includes service of 500 Mbps, 100mb, money-back guarantee applied to new service subscribed to within the previous 30 days. A wireless set-top box is required for TV service at \$50/mo. \$60/mo. with tax. While home DVR is available as a TV add-on for an extra \$50/mo. See website for more details. Unsubscribe

**Something GIG's coming!**  
Get ready to Say ALLO to light-ning fast fiber internet!

Residential + Business

**Allo**  
A @elnet COMPANY  
GetFiberNorfolk.com

From: ALLO <info@allocommunications.com>  
Sent: Thursday, May 28, 2020 12:09 PM  
To: Maritza, Kristin  
Subject:

**Say ALLO to Fiber that's coming to your home soon.**

Get ready to Say ALLO to the ultimate internet experience.

ALLO is currently building our 100% fiber-optic network that will bring better, faster, and more reliable internet, television, and phone service to neighborhood.

We're not just here to help you stream a little bit faster, we're here to deliver a drastically different experience.

Let's start with genuine customer care, honest pricing, hassle-free installations, and a dedication to local values. This means:

- No more waiting on hold.
- No more hidden fees.
- No more contracts.
- NO MORE BUFFERING & SUFFERING!

GIG things are happening in Norfolk and we're so excited to enable a new world of options and opportunities in our newest fiberhood.

Our fiber internet plans include:

- ✓ The Blast Router, powered by Wi-Fi 6
- ✓ All taxes and fees
- ✓ FREE standard installation
- ✓ Risk-FREE, Hassle-FREE service
- ✓ Exceptional customer support

Order your services now, risk free, and get on our VIP installation schedule!

Residential + Business  
Fiber Internet • Fiber TV • Fiber Phone

**Pre-Order Today!**

© 2020 ALLO Communications. ALLO is a registered trademark of ALLO Communications. All Rights Reserved. See website for more details. 1100 Broadway Street | Norfolk, NE 68703  
Unsubscribe

**Say ALLO to fiber!**

Hello, Neighbor!

ALLO is now building our fiber-optic network in your neighborhood. Soon, you'll have access to lightning fast internet and crystal-clear TV and phone service.

Call today to reserve your priority installation date!

**Allo**  
A @elnet COMPANY  
GetFiberNorfolk.com  
308.882.7800

**Something GIG is coming!**  
Say ALLO to light-ning fast fiber internet service.

Reserve your priority install today!  
GetFiberNorfolk.com  
308.882.7800

**Allo**  
A @elnet COMPANY

**Say ALLO to fiber!**

Hello, Neighbor!

We are currently working to complete the wiring that will bring fiber internet to your building. Soon, you will have access to light-ning fast speeds and crystal-clear TV and phone!

Call today to reserve your priority installation date!

**AlloFiber.com/Apartments**

**Allo**  
A @elnet COMPANY  
308.882.7800

# Z FACTOR

eleven-x Tradeshow Booth

PowerPoint Slides



**Dynamic, Frictionless Parking**  
Begins with Stall Occupancy Monitoring

- Accurate
- Real-time Data
- Actionable Analytics

Stall Occupancy Status → Wireless Connectivity → Analytics → ROI

LET'S CONNECT! - [www.eleven-x.com](http://www.eleven-x.com)

### Understand utilization with real-time data



- Water Monitoring
- Temp/Humidity Monitoring
- Intelligent Buildings
- Air Quality/CO<sub>2</sub> Monitoring
- Parking Occupancy/Utilization
- Leak/Flood Detection
- Waste Bin Levels
- Water Metering/Consumption

eleven.x

### Use Case Solution

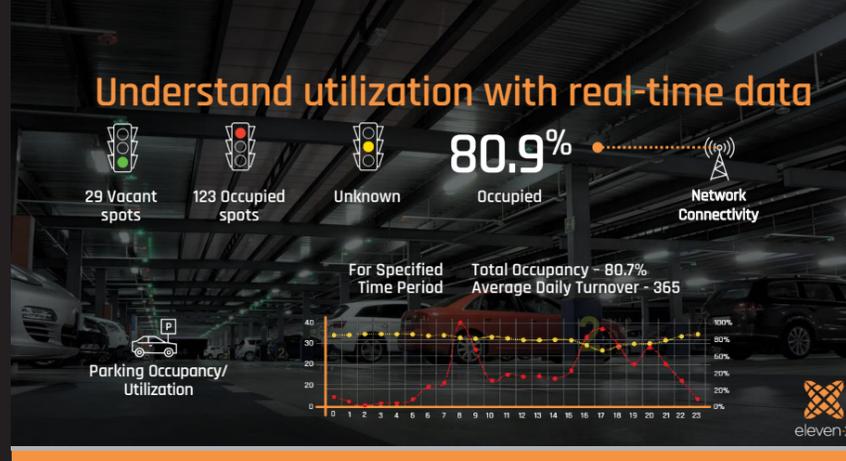
#### Intelligent Buildings



- Network Connectivity
- Temp/Humidity Monitoring
- Leak/Flood Detection
- Room Occupancy
- Waste Bin Levels
- Door and Window Open/Closed
- Water Metering/Consumption
- Parking Occupancy/Utilization
- Noise Monitoring
- Air Quality/CO<sub>2</sub> Monitoring

eleven.x

### Understand utilization with real-time data



29 Vacant spots | 123 Occupied spots | Unknown | **80.9%** Occupied

Network Connectivity

For Specified Time Period | Total Occupancy - 80.7% | Average Daily Turnover - 365

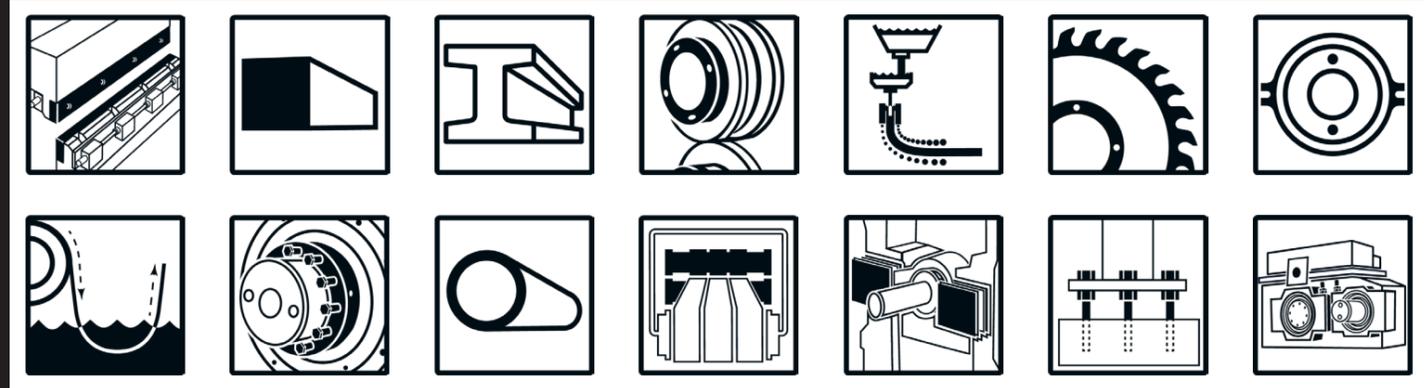
Parking Occupancy/Utilization

eleven.x

# Z FACTOR

AMTEC

## Catalogue



Tarah Jane Bonne

Graphic Designer



# Handpumps

## CHAIN Series 112.100.200...

A portable, grease cartridge type handpump with chain-type retraction handle for pressurizing all Amtec Hydraclamp F-Type clamping devices up to 700 bar (10,150 psi) maximum.

Available Models	Maximum Operating Pressure
112.100.200-250	250 bar (3,625 psi)
112.100.200-400	400 bar (5,800 psi)
112.100.200-700	700 bar (10,150 psi)

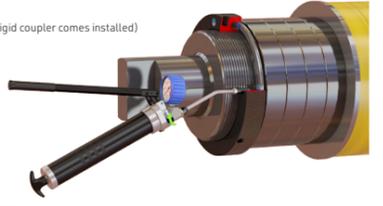
All components are rated at 850 bar (12,325 psi).

The custom engineered Amtec 112.100.200 handpump exceeds high pressure requirements for all types of hydraulic clamping devices using Amtec F-Nipples or standard fittings. Not to be confused with simple grease guns, many years of field engineering has resulted in a safe, convenient and durable handpump to meet all specifications.

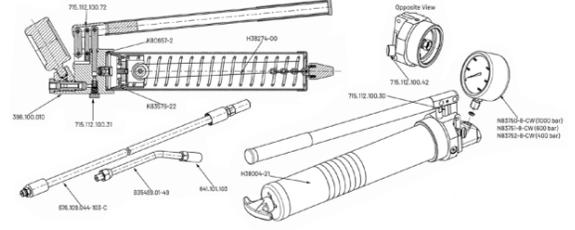
Our internal relief valve provides variable, specific clamping control. Once the preset pressure is reached, excess grease is dumped back into the grease chamber without any increase in pressure to the clamping device. The pressure release thumb screw dumps pressure from the F-Coupler and extension back into the grease chamber. This allows for easy removal of the F-Coupler from the F-Nipple and prevents damaging the coupler, the nipple or straining the operator. Also, all bypass grease is retained inside the pump to reduce contamination of equipment. The pump's swivel pressure gauge offers visual confirmation of pressure level from any angle.

Use standard 400 ml grease cartridges with manually inserted red plastic follower. The chain type retraction handle requires less force to compress the follower coil spring and ensures positive expulsion of all grease in the cartridge. Our flexible and rigid extensions are provided with every new pump. Flexible is 600 mm (23.62") long and rigid is 160 mm (6.30"). Both extensions carry 4-jaw F-Couplers. The long handle is provided for ease of pumping to maximum pressure. All new Amtec handpumps come with the following spare items:

- Three grease cartridges (one installed in pump)
- Two spare red plastic follower seals
- Flexible extension with F-Coupler (rigid coupler comes installed)



## 112.100.200-XXX Rod Type Handpump Parts Breakdown



Amtec Hydraclamp chain-type handpumps are high quality, precision made items with legendary reliability. Because of their high-quality nature and repeated serviceability, your pump enjoys a nearly infinite service life. If you're not comfortable servicing your own pump, please send it to your local distributor or Amtec Hydraclamp directly, where it will be returned to operating condition. The list below shows only common replacement parts, but all parts are available upon request.

112.100.200 - Common Replacement Parts	
Part Number	Description
K83576-22	Red Plastic Follower Seal
N83750-8-CW	1000 Bar Pressure Gauge with Protective Cover (for 700 bar pumps)
N83751-8-CW	600 Bar Pressure Gauge with Protective Cover (for 400 bar pumps)
N83752-8-CW	400 Bar Pressure Gauge with Protective Cover (for 250 bar pumps)
641.101.103	F-Coupler
801.200.002	400ml Preplacement Grease Cartridge (not pictured)
715.112.100.72	Handle Assembly Kit
396.100.010	Swivel
715.112.100.31	Non-Return Valve (Check Valve) Kit
K80657-2	Body Seal
H38195-05	Rod Kit Internals
715.112.100.30	Head & Handle Kit
H38004-21w	Barret
676.109.044-103-C	Flexible Extension with F-Coupler
B35499.01-49	Rigid Extension with F-Coupler
715.112.100.42	Black Pressure Release Thumb Screw

### Clamp Rings

Hydraulic clamp rings use extreme internal pressure to clamp directly to plain arbors. Using our F-Nipples and handpump to bring the pressure chamber to over 10,000 PSI (700 bar) results in tons of friction force to keep knives, discs or spacers fixed firmly in place. No thread required!

Amtec Hydraulic Clamp Rings are precision engineered and manufactured in the highest clean rooms. When setting and using clamp rings, it is important you understand your arbor's fit and the precision engineering of using the highest quality hardened steel to ensure the clamp ring has a perfect fit for your application. Amtec or other material will prevent complete installation or effective clamping.

Because clamp rings are precision made under strict manufacturing guidelines, some information of the fit may be provided after purchase cycles, such as in the case of assembly and normal use. Some cases may require Amtec Hydraclamp to re-engineer fit to remove any potential interference.

Please contact your local distributor or Amtec Hydraclamp directly for the available configurations and sizes of Clamp Rings.

Model	Material	Application
Model 901	Aluminum	General purpose
Model 902	Aluminum	General purpose
Model 903	Aluminum	General purpose
Model 931	Aluminum	General purpose
Model 932	Aluminum	General purpose
Model 933	Aluminum	General purpose
Model 921	Aluminum	General purpose
Model 922	Aluminum	General purpose
Model 923	Aluminum	General purpose
Model 941	Aluminum	General purpose
Model 942	Aluminum	General purpose
Model 943	Aluminum	General purpose

### Accessories

#### F-Nipple

Part # 710.101.005

#### Accessories

#### F-Coupler

Part # 641.101.103

Specialty engineered one-way valve, high pressure, heavy-duty, precision fitting for use with all Amtec F-Type Hydraulic Nuts and other special Lubrication Applications.

- Internal joint to prevent entry of dirt during operation.
- High strength internal sealing system for long life.
- The design is compatible with many materials. Use pressure ratings, allowing the use of low and high pressure grease.
- Always release input pressure at the handpump before attempting to remove the handpump coupler (do not use from hand pump).
- Operating pressure: 300 bar (4350 PSI) to 10,150 psi.
- Weight: 88 g (3.1 oz)

Amtec Hydraclamp one-way F-Nipples always carry O-ring seals to help prevent dirt from entering and prevent grease leakage from the handpump.

### About Amtec

Amtec Hydraclamp is the world leader in high-pressure clamping and tensioning solutions, with a worldwide reputation for quality and reliability. Based in Canada, Amtec has decades of experience in the engineering and manufacture of hydraulic tools, pneumatic devices, black nuts, tie nuts and related accessories.

Our hydraulic clamping components are designed to withstand adverse operating conditions in casters, rolling mills, metal processing and forming lines, presses, turbine and aircraft engine bracing machines, and much more.

Amtec Hydraclamp has a wide range of standard hydraulic nut sizes to fit most machine and tool-clamping applications. In addition, our custom-engineering capabilities allow us to address specific clamping or pneumatic requirements using grease or oil as a pressure medium.

Our hydraulic clamping components are designed to withstand adverse operating conditions in casters, rolling mills, metal processing and forming lines, presses, turbine and aircraft engine bracing machines, and much more.

Amtec Hydraclamp has established a reputation as a leader in the design and engineering of positive pressure, non-threaded clamping devices used by companies in North America, South America, Europe, China, Japan, United Kingdom, South Korea, India and many other countries. We sell through worldwide distribution channels, but if your business partners with mostly local industry customers in one of our unassigned regions, please get in touch to find out if you qualify for exclusive distribution in your area.

Country	Distributor	Contact
Canada	Amtec Hydraclamp Inc.	1-800-387-2222
USA	Amtec Hydraclamp Inc.	1-800-387-2222
UK	Amtec Hydraclamp Inc.	1-800-387-2222
China	Amtec Hydraclamp Inc.	1-800-387-2222
Japan	Amtec Hydraclamp Inc.	1-800-387-2222
South Korea	Amtec Hydraclamp Inc.	1-800-387-2222
India	Amtec Hydraclamp Inc.	1-800-387-2222
Other Regions	Amtec Hydraclamp Inc.	1-800-387-2222

### F-Type Nuts

#### Operating Instructions

F-Type Nuts are precision ground through a high pressure F-Nipple located in the center of the nut. The nut is then placed on the F-Nipple and the nut is tightened by the handpump.

#### Amtec Hydraclamp Thread Builder Code

Amtec Hydraclamp offers all standard machine threads on the market. See page 7 for more details on threads. Amtec Hydraclamp offers the standard, metric, imperial, and non-standard thread sizes of all our nuts. See the Amtec Hydraclamp thread builder code for more information.

Examples:  
F-8.407 with Metric thread 30 x 1.5 (left hand in)

F-8.407-M30-1.5P-LH

# Z-FACTOR

## Octopus Brand Guide

complex robot programming made simple

branding guide



### About the name

OCTOPUZ needed a name that would be recognized and understood worldwide thereby creating that unforgettable first impression. If you can capture the imagination of a human being and can make a name stick in their mind – the brand has taken the lead the odds of a name only having significant staying power.

After learning more about the octopus, we found conceptually there was a nice alignment of the octopus's capabilities with the performance attributes of a new software product. We wanted the name to be bold, unique, out of the ordinary and a "Game Changer". We wanted the name to be a production music to own, rules and change the landscape of robotic, offline programming.

Inspiration came easily from an animal that truly INKED – nobody ever forgets that encounter with an octopus. People are taken back by their mysterious, shape shifting form that makes it the master of its environment. Like the octopus in the sea, we wanted OCTOPUZ to dominate its category and be positioned for above the competition. The octopus is a soft touch but also a powerful software product name, unambiguous and obvious name, most of which are based on the term "robot". What makes better copywriting the name of a unique, multifaceted, multidimensional and multi-tasking than the octopus?

**A quote that inspired:**

"Robotics experts long to understand octopus arm control. It may provide clues for building automators that, unlimited by parts, can move in every dimension simultaneously."

### Logo Rationale

**High Level Rationale:**

Purple was the color worn by Roman Emperors and Magistrates. Since that time, purple has been commonly associated with royalty. "PREZIOSO".

Turquoise or "Turkis" the most prized color of the ancients, the dominant gemstone in jewelry. It was believed that the possession of turquoise was essential for good fortune. To this day there are reflections that believe that turquoise has magic properties – SUPERNOVIA.

**The Colors Used:**

- Purple and teal aren't used by any major robotics companies or competitors.
- Purple and teal are vibrant, stand out, complement each other well and will not fade.
- Good for use on industrial product packaging, t-shirts and other swag. The logo also works in grayscale.
- Complementary colors that alert the "typical" primary colors found in a standard message and software interface.

**The Image:**

- The image of the octopus is unique, not cartoonish, not facial as if you're the impression that something that will get noticed, has a unique design and can only stand alone.
- The tentacles, the head and the shape let you clearly deduct, at first glance, what the creature is.

### Voice

**Referring to OCTOPUZ**

- When referring to OCTOPUZ as the company you must refer to it as "OCTOPUZ Inc."
- When referring to OCTOPUZ as the software you refer to it as "OCTOPUZ".
- Note: OCTOPUZ is capitalized in all instances.
- When referring to OCTOPUZ in the possessive form, simply add an apostrophe. Do not add an "s" at the end.
- Example: OCTOPUZ's welding cell is the possible tool within the software for programming robotic welding applications.

**Describing OCTOPUZ Inc.**

When describing OCTOPUZ Inc. you may use the following description:

For the past 11 years, OCTOPUZ Inc. has specialized in the design, development, implementation, and customization of *Offline Robot Programming (OLRP)* software for industrial robot applications. Working with the latest software development tools, robot technology and machinery while employing industry best practices, our objective is to ensure the interoperability between industrial robots, end-of-arm tooling, and robot cell machinery to optimize robot use in manufacturing applications.

**Our focus is to provide an industrial robot software solution that not only enables companies to reach a higher level of efficiency with their processes but also opens opportunities for them to enter new markets and expand their business potential. OCTOPUZ Inc. was built on the concept of being complex robotic programming and making it simple.**

**Describing OCTOPUZ**

When describing OCTOPUZ you may use the following description:

Maximize your industrial robot investment with OCTOPUZ. OCTOPUZ is an intelligent offline robot programming software that enables path creation, complex robot applications to be programmed without disruption to your manufacturing process, and without the need for an on-site programming expert.

OCTOPUZ has the ability to program multiple robot brands, configurations, and applications together in a virtual, offline environment and output code for use in a real world cell application. Programming your industrial robots to leverage your design efforts, regardless of welding, milling, turning or drilling should not be a difficult process. Let us take care of the hard part, allowing you to spend more time manufacturing and less time programming.

### Brand Colours



Platform	OCTOPUZ Purple	OCTOPUZ Blue	Accent Blue	Accent Blue/Black
CMYK	20/90/50/00	31/25/00/00	Medium Blue C	20/00/00/00
RGB	100, 0, 100	0, 112, 200	0, 112, 200	0, 112, 200
HEX	#800080	#008080	#0080C0	#000000

**Corporate Colors**

The consistent use of official colors can be a powerful element of corporate identity. All OCTOPUZ communications should only use the brand colors chosen for their appearance and universal availability. OCTOPUZ Purple (Platform 20/90/50) and OCTOPUZ Blue (Platform 31/25) are the OCTOPUZ colors.

**Four-color process**

Four color process: CMYK colors – cyan (C), magenta (M), yellow (Y), and black (K) are colors in "four color" printing. CMYK colors are subtractive – i.e., mixing multiple colors creates black.

**Web Usage (RGB Color)**

RGB and green, and blue refers to a system-independent color space used on a computer display. Red, green, and blue can be combined in various proportions to obtain any color in the visible spectrum. Web safe colors are formed by 216 hex values.

### Verbage

**Complex robot programming made simple**

Reduce programming time by automatically analyzing and solving errors in your robot toolpath

**Offline Robot Programming keeps industrial robots online and working for you**

Save time and money by drastically reducing your robot downtime

**Offline Robot Programming is changing the future of manufacturing**

OCTOPUZ Offline Robot Programming software is enabling the automation of tasks that are repetitive, tedious, unsafe, or unsuitable for workers by making it simple to program and reprogram industrial robots.

### Logo's Anatomy

The OCTOPUZ logo is made up of two components

To ensure consistency necessary to build a recognizable appearance, it is critical that the OCTOPUZ logo appear only in the colors and formats outlined in these guidelines. Use only the artwork supplied with these guidelines.



These two components are always placed in a horizontal or vertical fixed relationship and should never be altered, modified or reproduced in any other way.



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### About

The OCTOPUZ style guide provides the basis for a uniform image around the world. As communication becomes more intensive, this guide is essential for our employees, customers, suppliers, and partners to follow and adhere to for layout, messaging and images creating a consistent corporate brand.

These guidelines are intended as a practical aid that will facilitate everyday work. We provide information on corporate fonts, how to refer to OCTOPUZ, how to use the OCTOPUZ logo, typography and images, and provide you with concrete examples for the purposes of orientation and inspiration.

Naturally, this style guide cannot include every conceivable kind of promotional material. The use of the logo design elements on new promotional material must always be coordinated in advance with marketing.

All the examples provided in this manual are typical examples of the consistent use of the OCTOPUZ brand.

VOICE | LOGO | FONT | IMAGES | PRINT | ONLINE

### Logo Size

**Maximum Vertical Size**

For a printed piece such as an all brochure or folder, the maximum height of the OCTOPUZ logo should be 2 inches.

For larger applications such as trade show booths or banners the logo must be proportionate.

**Minimum Vertical Size**

The OCTOPUZ logo can have many size variations. However, the minimum height of the OCTOPUZ logo should be 1/4 inch.

### Logo Variations



**Color Usage**

The OCTOPUZ logo may be printed in any of the variations shown above. No other colors are allowed. Please note that the colors may appear differently on different types of paper, therefore always use color samples as a reference.

**Single Color Usage**

Black should be used for any single color usage.

**Reversed Usage**

The OCTOPUZ symbol can be reversed to white when used for single color usage (see above).

**Gray Usage**

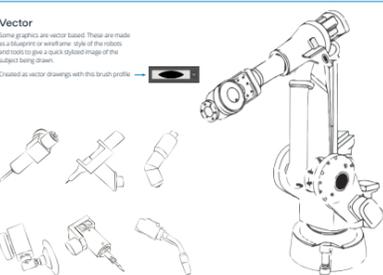
An another option gray can be used with either black or white, if the design permits (see above).

### Graphic

**Vector**

Some graphics are vector based. These are made as a digital file or available in the style of the original and can be scaled to any size without loss of quality.

Created as vector drawing with this brush option.



### Letterhead

**Layout**

Large Vertical Logo on white

Website address below

- Accent Blue/Black
- Open Sans Light for "www" and "com"
- Open Sans Regular for "octopus"

### Logo Misuses



**DO NOT:** Add any shadows or optical effects.

**DO NOT:** Rotate the logo (90° or other direction is acceptable).

**DO NOT:** Apply the logo in a background with insufficient contrast.

**DO NOT:** Alter, stretch or distort the logo.

**DO NOT:** Add a border or line around the logo.

**DO NOT:** Use the logo on a photograph or background that impairs a clear definition of the logo.

### Typographical Hierarchy

**Acumin PRO Wide - Bold** Page Headers

**Acumin PRO Wide - Semi Bold** Topic Header

**Open Sans - Regular** Sub Header

**Open Sans - Light** Body

**Open Sans - Light** Bullet Points

**Open Sans - Regular Italics** Pull Quotes

One of the most important aspects of communicating with type is to establish a strong typographic hierarchy. This refers to presenting the content in a way that visually conveys where to look, and in what sequence. The styling and placement of all elements – both type and images – should guide the viewer through the content in order of importance.

The organizational system, or roadmap, is achieved through the use of both typographic and spatial elements in combination. They create the desired effect. To begin the process, it is essential to understand the relative importance of all components of the content – which can include headline, subhead, body text, pull quotes, bulleted points, column headings, as well as other elements – and then design to visually reinforce this.

### Icons

**OCTOPUZ Value Propositions**

- Efficiently design, program and avoid errors
- Automatically detect and solve errors
- Reduce production downtime
- Maximize robot ROI
- Improve safety
- Training
- Support & Academy
- Integrations

**Offline Robot Programming (OLRP) Value Propositions**

- Maximize robot ROI
- Enable equipment & reprogramming
- Program and test multi-robot cells
- Use single platform for all robot brands
- Seamless industrial manufacturing processes

**Industrial Applications**

- Spinning
- Marking
- Cutting
- Welding
- Robot simulation
- Assembly

**Services**

- Training
- Support & Academy
- Online implementation
- Programming

**Extras**

- Integrations
- Manufacturers
- Hardware and part code to robots

### Social Media

**Title - Open Sans Semi Bold**

**Subtitle - Open Sans Light**

**Background - Abstract/Tech**

**Platforms & Sizes**

Facebook - 1200 x 630

Twitter - 1024 x 512

Instagram - 1080 x 1080

LinkedIn - 1200 x 620

**Creating a Caption**

Captions are a short snapshot of high level verbage pertaining to social media together. They should be in a clear, concise, easy-to-read source line.

**Hashtag**

Appropriately hashtag per theme depending on event specific, application, industry, robot brand, service can be used in the bottom.

### Positioning

**Safe Zone**

To ensure legibility and to prevent any distortion of the OCTOPUZ logo, always maintain a minimum distance between the OCTOPUZ logo and any other element (graphic, type, line, or edge of page).

The clearance area around the OCTOPUZ logo on all sides should never be less than the height of the letter "O" within the logo.

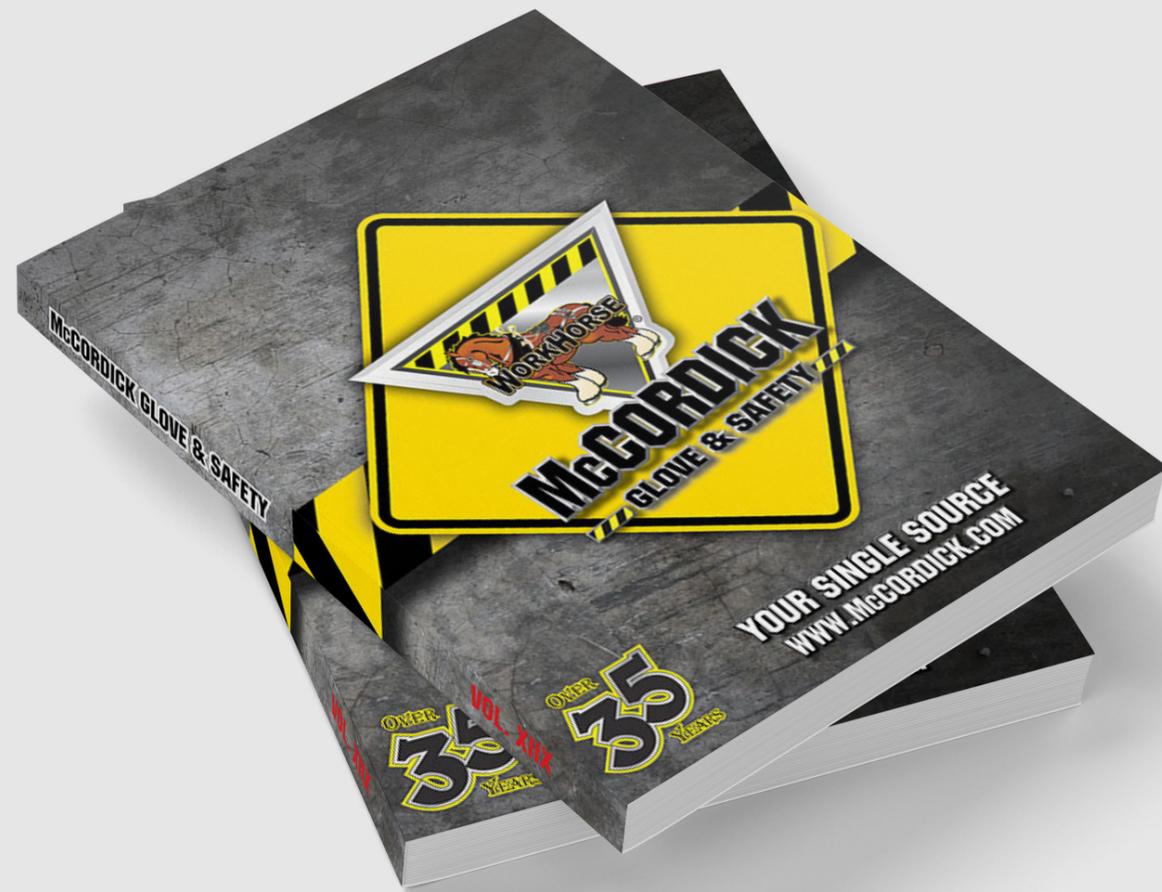
### Brand Standard Fonts

**Open Sans**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&'\*()\_+=<>?<br></p>
</div>
<div data-bbox="682 581 819 761" data-label="Text">
<h3>Business Cards</h3>
<p><b>Front Layout</b></p>
<p>Large Vertical Logo on white</p>
<p>Website address below</p>
<ul>
<li>Accent Blue/Black</li>
<li>Open Sans Light for "www" and "com"</li>
<li>Open Sans Regular for "octopus"</li>
</ul>
<p><b>Back Layout</b></p>
<p>Information center on white</p>
<ul>
<li>Accent Blue/Black</li>
<li>Open Sans Regular</li>
<li>Font</li>
<li>Cell free</li>
<li>Phone numbers</li>
<li>Address</li>
</ul>
<p>OCTOPUZ Inc.<br>11000 S. 10th Street<br>Tucson, Arizona 85746<br>USA<br>Tel: +1 520 288 2000<br>Fax: +1 520 288 2001<br>Email: info@octopus.com</p>
</div>
<div data-bbox="682 761 819 938" data-label="Text">
<h3>Social Media Captions</h3>
<p><b>LOOK WHAT'S HERE!</b><br><b>OCTOPUZ 2.3</b></p>
<p>Offline Robot Programming<br>Even Better</p>
<p>Book a demo<br>A free, online demonstration<br>customized for you</p>
<p>Standard Hashtags</p>
<ul>
<li>#Robot</li>
<li>#Programming</li>
<li>#Automation</li>
<li>#OCTOPUZ</li>
<li>#Manufacturing</li>
<li>#Software</li>
<li>#Automation</li>
<li>#Demo</li>
</ul>
<p>Creating a Caption</p>
<p>Captions are a short snapshot of high level verbage pertaining to social media together. They should be in a clear, concise, easy-to-read source line.</p>
<p>Hashtag</p>
<p>Appropriately hashtag per theme depending on event specific, application, industry, robot brand, service can be used in the bottom.</p>
</div>
<div data-bbox="819 224 956 401" data-label="Text">
<h3>Photography</h3>
<p><b>Photograph Styles</b></p>
<p>Images for any promotional materials should follow the image styles above, i.e. images of robots during the process, programming, close up of fabrication or complex applications.</p>
<p>Images can be used on the website, brochures, trade show materials, and social media and documents.</p>
</div>
<div data-bbox="819 401 956 581" data-label="Text">
<h3>Abstract Graphics</h3>
<img alt="Abstract graphics with blue and purple tones" data-bbox="685 440 810 520"/>
<p><b>Graphics for Social Media Post</b></p>
<p>Background images for the social media post should have a abstract look with a tech feel. They should either add a contrast to the Logo or complement it with the colors purple and blue.</p>
</div>
<div data-bbox="819 581 956 761" data-label="Text">
<h3>Table of Contents</h3>
<table border="0">
<tr>
<td><b>Voice</b></td>
<td><b>Images</b></td>
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<td>Photography.....17</td>
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<td>Graphic.....18</td>
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<p>REV 2020 - 01</p>
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</div>

# McCORDICK

Played an active role in both marketing and product development. Maintained company website, created ads for use online, in catalogues, and/or product displays. Designed packaging and created mock-up products to guide suppliers in manufacturing, compiling them into presentations for sales team. Developed large-scale campaigns for multi-million dollar retail chains that included Home Depot, Princess Auto, and Canadian Tire.





## WINTER SPECIAL!

SHOW YOUR SUPPORT WHILE YOU STAY WARM THIS WINTER  
IN A LICENCED **TEAM CANADA** WINTER TOQUE!

- 100% Acrylic knit toque
- Keeps ears and head warm
- Polyester lined
- One size

**\*Limited quantities available while supplies last**

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[www.mccordick.com](http://www.mccordick.com)  
in t e



**2017  
WORLD JUNIOR  
CHAMPIONSHIP  
CANADA**  
Montreal - Toronto



MAIN TAG



SIZE A  
ENGLISH



SIZE B  
FRENCH



SIZE A  
ENGLISH



SIZE B  
FRENCH



1 1/2"



FRONT

2 1/2"



BACK



INSULATED  
**COTTON BOMBER**  
Atteché / lié au poignet  
Duck cotton fiber with  
polyester insulation  
Knit wrist and waist

Blue COTTON WITH BUA INSULATION

**BOMBER**  
ISOLEE DE  
COTON  
Dépeçage avec coton  
Fibre de laine de coton avec  
isolant en polyester  
Tricot de coton au  
poignet et à la taille

Blue COTON AVEC ISOLATION BUA



**SAFETY GLASSES**  
LUNETTES DE SÉCURITÉ



Non-slip Superflex / Antidérapant du cadre sur Superflex



NON-SLIP SUPERFLEX  
CADRE SUR SUPERFLEX

La cadre Superflex s'adapte à toutes les tailles

(A) FRONT

PART# SEP1090HQ DATE: 08/21/2017 REF: SEP1090HQ 08/21/2017

(B) BACK

PART# SEP1090HQ DATE: 08/21/2017 REF: SEP1090HQ 08/21/2017



**SAFETY GLASSES**  
LUNETTES DE SÉCURITÉ



Lightweight metal frame / Cadre en métal, léger



LIGHTWEIGHT METAL FRAME  
CADRE EN METAL, LEGER

Branches antidérapantes / Barrette antidérapante

(A) FRONT

PART# SEP2051HQ DATE: 08/21/2017 REF: SEP2051HQ 08/21/2017

(B) BACK

PART# SEP2051HQ DATE: 08/21/2017 REF: SEP2051HQ 08/21/2017



**SAFETY GLASSES**  
LUNETTES DE SÉCURITÉ



Frameless lens design / Conception de sans monture



FRAMELESS LENS DESIGN  
CONCEPTION DE SANS MONTURE

Fully adjustable temples / Bras ajustables aux tempes

(A) FRONT

PART# SEP1081HQ DATE: 08/21/2017 REF: SEP1081HQ 08/21/2017

(B) BACK

PART# SEP1081HQ DATE: 08/21/2017 REF: SEP1081HQ 08/21/2017

# ER & YYC

Mission Driven Co.

Conference Material



Mission Driven Co. Workplace Culture Specialists

MISSION DRIVEN CO.

Disability Management Programs & Individual Return to Work Plans

- Accommodations**
  - Win Win RTW Plans
  - Duty to Accommodate
  - Integrated Accessibility Standards Regulations
- Support to Recovery**
  - Early Intervention
  - Education and Supports
  - Comprehensive Resource Library
- Retention**
  - Customized Disability Management Programs
  - ACDA and CHS Education and Training
  - Participation

Certified Return to Work Co-ordinator

Certified Change Management Professionals

Disability Management Programs

Integrated Accessibility Standards Regulations Training

MISSION DRIVEN CO.

Workplace Culture Specialists

cost vs benefits = optimal outcomes

hello@missiondriven.ca    c 705 941 0450    www.missiondriven.ca  
t 705 253 4821

Mission Driven Co. Workplace Culture Specialists



### Duty To Accommodate

**participation from all is a win-win situation**

Employers, Unions and workers all have a responsibility in order to accommodate due to illness, injury and removing barriers. They must work together to choose an appropriate accommodations on a case-by-case basis.

- The employer : to accommodate
- The union: to support and negotiate
- The worker : to participate

In order to accommodate a worker with a disability either physical or mental, the employer must fulfill the responsibilities under the Canadian Human Act & Employment Equity Act.

Process to Accommodate

- Determine barriers
- Explore the options to remove those barriers
- Accommodate to the point of undue hardship (health, safety & cost)

Once accommodation has been provided, the employee has the responsibility to meet all their job requirements and/or modified position. They must continue to work with their employer to make sure the accommodations remain effective.