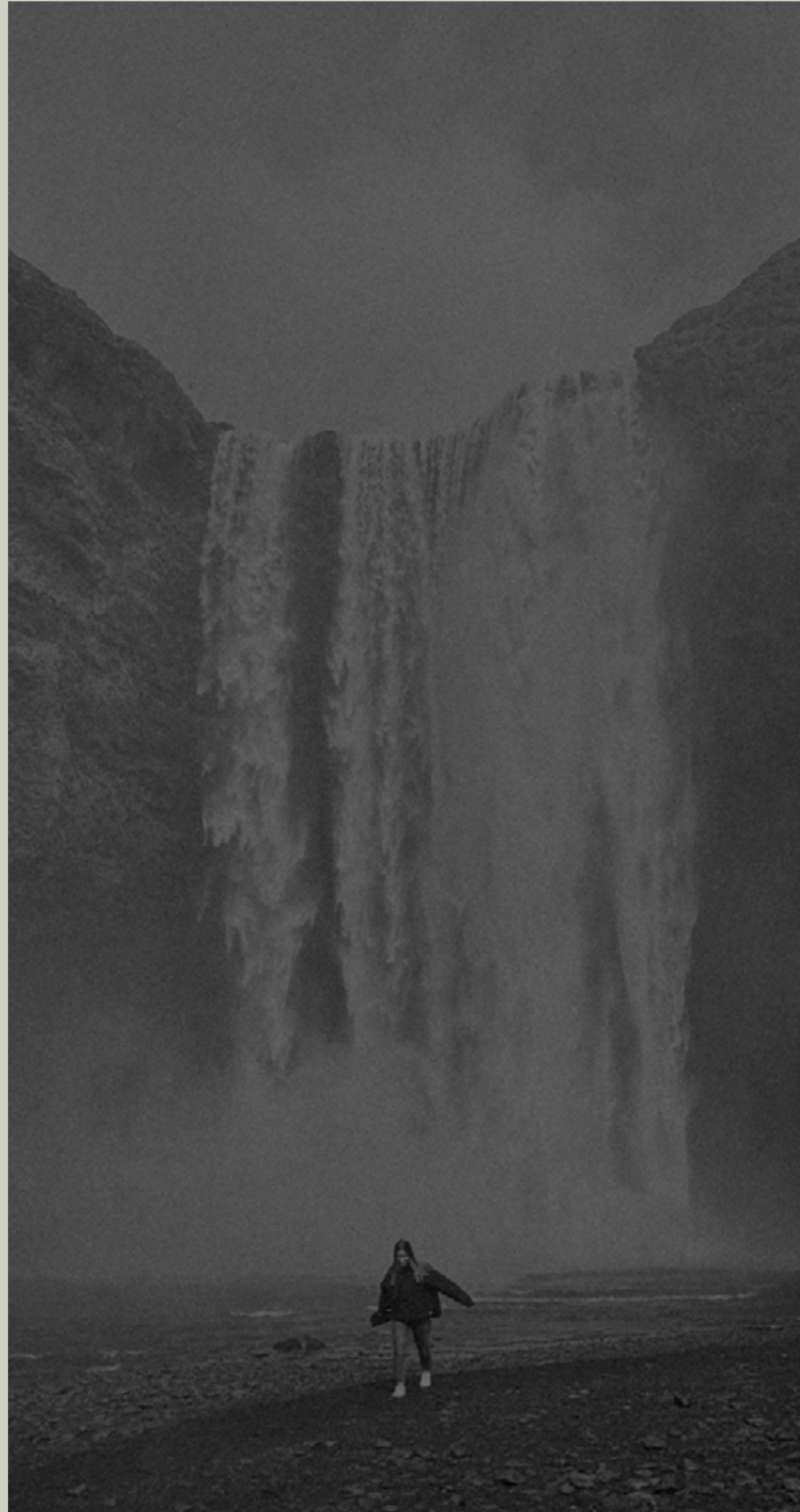


Senior Designer Paula Dopuda



- 01 World Wheelchair Rugby
- 02 Cannabis Amnesty
- 03 LCBO Here For It
- 04 SickKids Heal the Future
- 05 Toronto History Museums



World Wheelchair Rugby Rebrand

Designer & Production

A new brand identity that brought the athleticism of the sport to the forefront through the movement of the typography, fearlessness in photography, and a new sophisticated design system.



Ikezaki Daisuke



WWWR

World Wheelchair Rugby

@ww_rugby worldwheelchair.rugby

Our Brand

4

World Wheelchair Rugby is not your typical Para sport. It's a high impact, competitive, contact sport that's not for the faint of heart.

Brand Vision

To become a world leader in Para sport.

Brand Values

Passion, inclusion, athletic focus, respect, integrity, support.

Core Belief

Our sport is inspiring because of its intense athleticism, not because it features disability.

Brand Personality

Determined, competitive, entertaining.

Logo

5

Logo

6

Logo

7

The main identity for World Wheelchair Rugby is illustrated here. The logo's letterforms draw inspiration from the players' interacting and navigating across the court. It expresses speed, power, movement and action.

The logo and its defined relationships must never be altered or modified in any way.

Spacing & Sizing

8

The World Wheelchair Rugby logo looks best when surrounded by a safe zone to protect its integrity. The clear space is determined by the thickness of the vertical lines.

The logo can be reduced, but shouldn't be less than 2 inches or 50cm in width. If the logo is reduced beyond the minimum size, it will lose legibility and won't print or display clearly.

The small-use logo accounts for more open spacing and should only be used at 2 inches in width or smaller. The small-use logotype should never appear less than 1.5 inch or 10cm in width.

Minimum spacing

Small-use minimum spacing

Minimum sizing

Small-use minimum sizing

Co-branding

9

In situations where World Wheelchair Rugby appears locked-up with other logos, this page and the following page should be closely referenced for sizing and proportions in relation to each other and the separator.

It's advised to display both brands as one colour to ensure a balance between the logos is maintained.

Look-up spacing

Brands with equal prominence

Look-up spacing

Brands with equal prominence

0112 0132

JCDecaux

JPN
VS
CAN

Scotiabank Arena

20 March



WWR
World Wheelchair Rugby

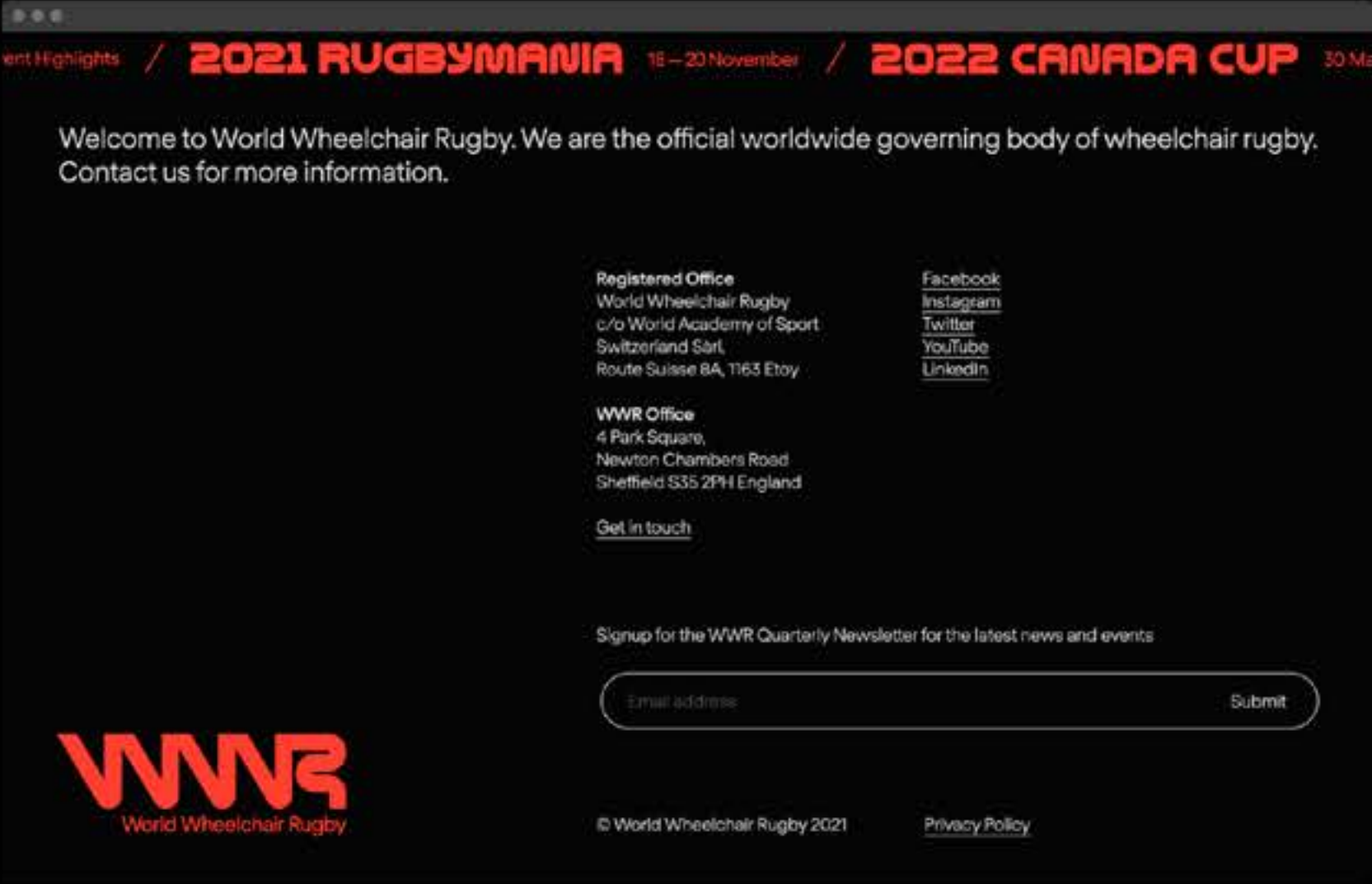
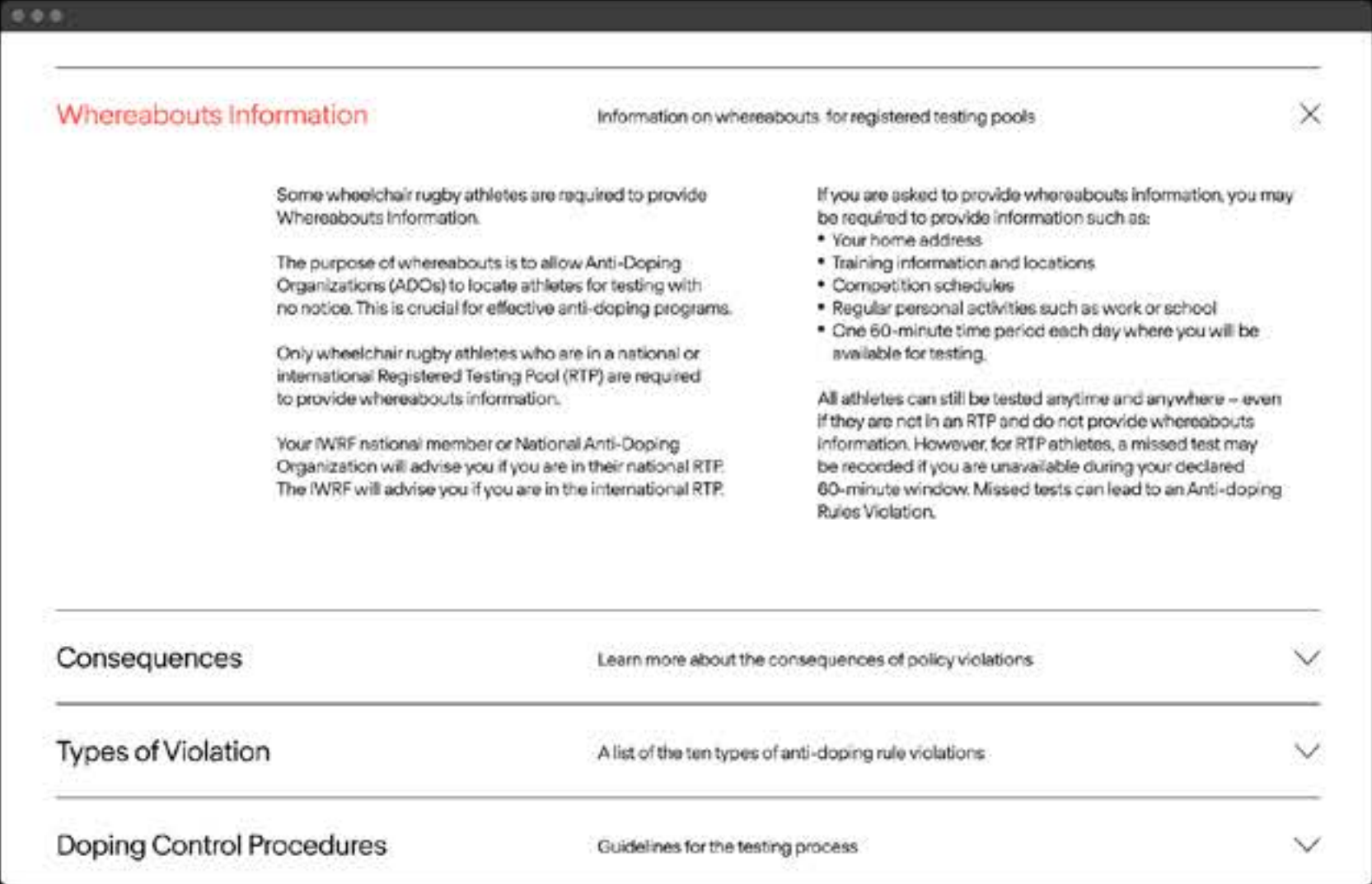
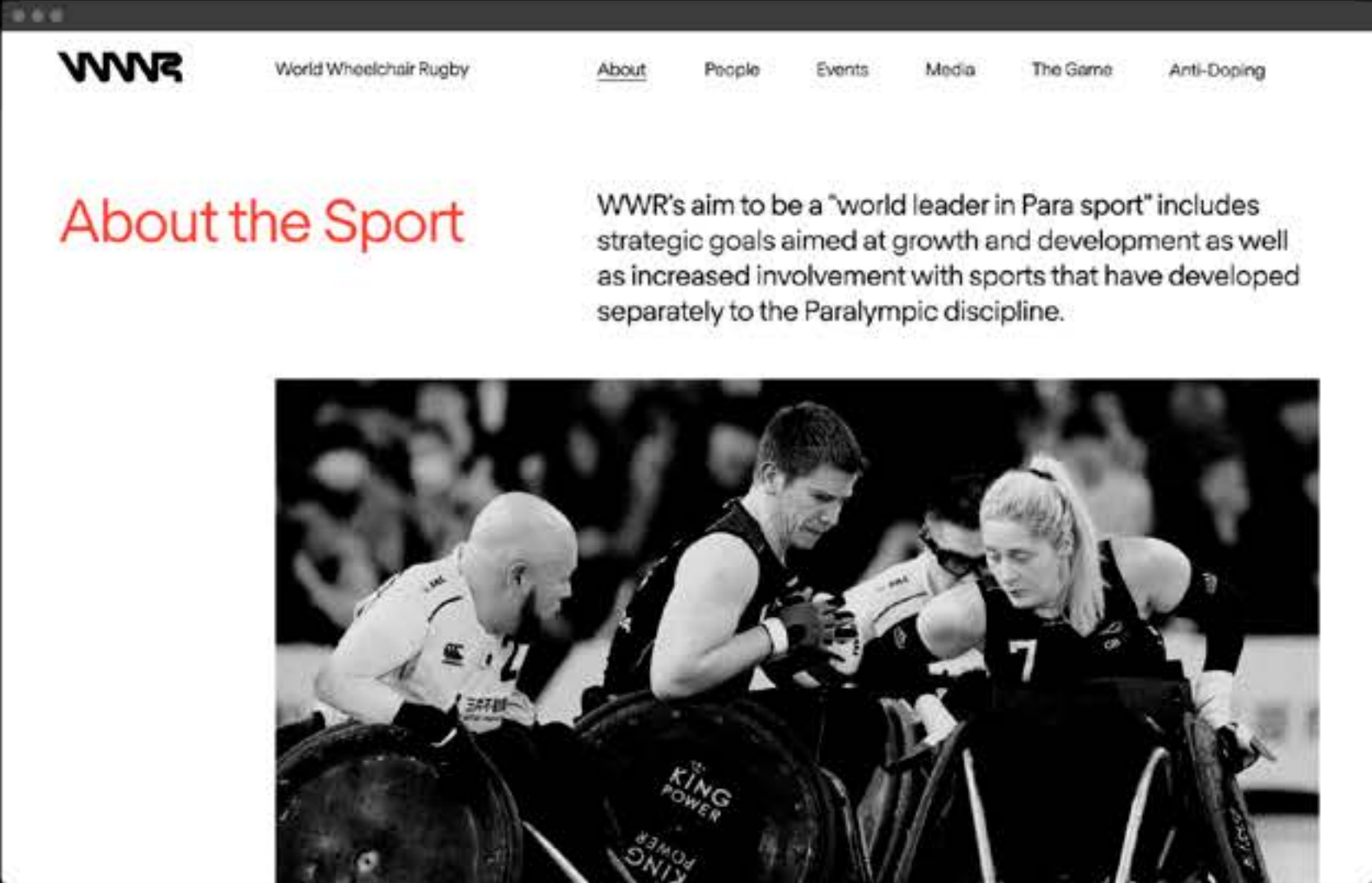
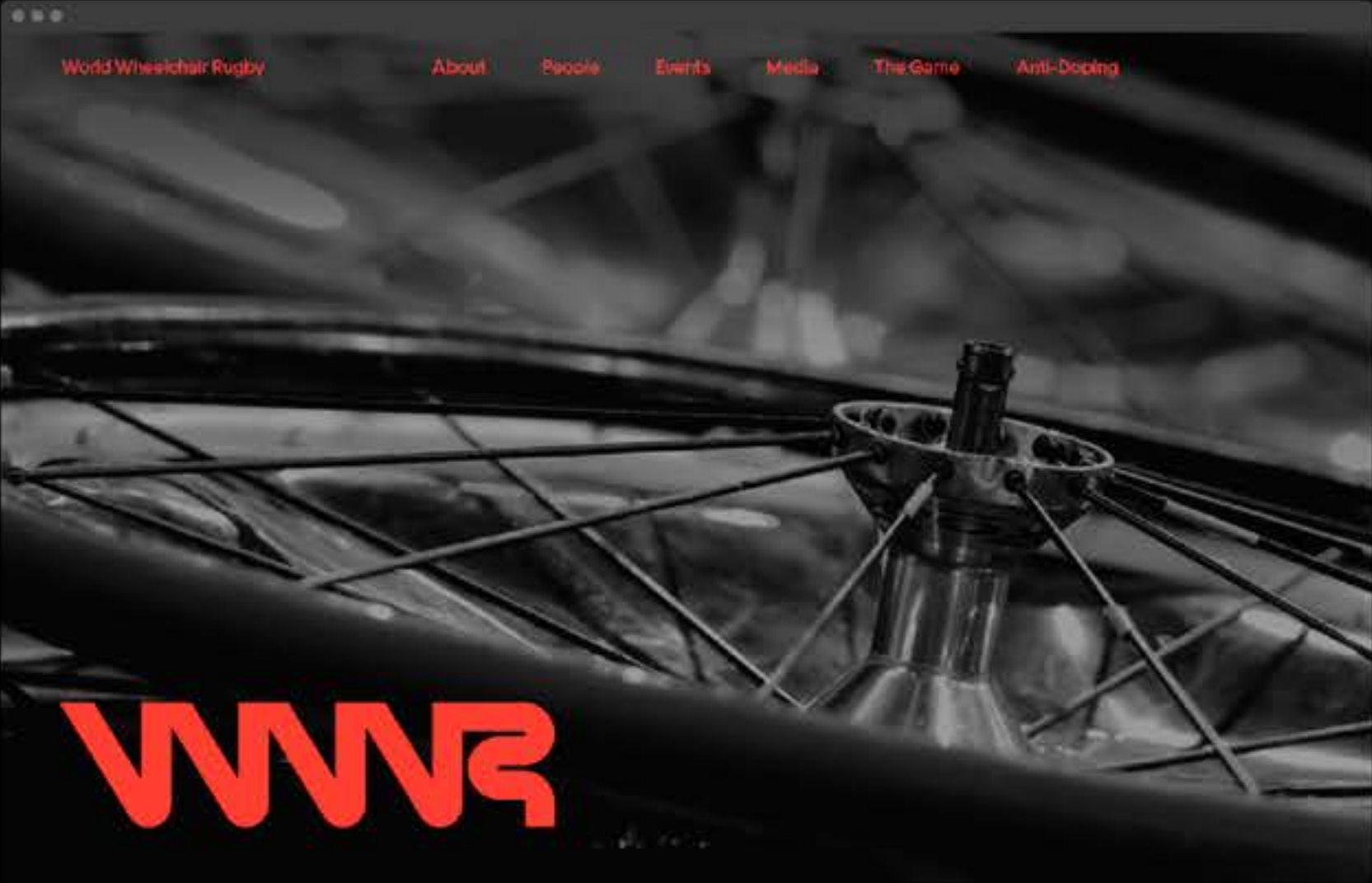
World Wheelchair Rugby

System Guidelines
Version 1
January 2021

Not for the
faint of heart

worldwheelchairrugby









Cannabis Amnesty Rebrand

Designer

If you were convicted of cannabis possession before 2018, you are still considered a convicted criminal. Striving for change, Cannabis Amnesty adopted an identity based on where they started: street side signatures.

Legalize Us.

A low-angle, upward-looking shot of a man in a dark suit and white shirt, seen from behind. He is looking up at several tall, modern skyscrapers that dominate the sky. The buildings have a repetitive pattern of windows and architectural details. The sky is a pale, overcast blue. The overall tone is serious and contemplative. The text 'Legalize Us.' is superimposed in large, white, sans-serif font across the middle of the image.

Cannabis Amnesty



Justice Fairness Equality for all

Cannabis Amnesty

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cannabisamnesty.ca

Righting History's Wrongs

Cannabis Amnesty

cannabisamnesty.ca

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@cannabisamnesty.com

cannabisamnesty.ca

Cannabis is legal, so why aren't we?

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Cannabis Amnesty



Parkdale Legal Clinic Feb 25
1229 Queen St W
9am-5pm

Expungement Over Punishment

Cannabis Amnesty

Let us help you navigate the difficult legal system and get you the pardon that is rightfully yours. cannabisamnesty.ca/pardon_clinics

One-on-one sessions
Feb 25-Apr 06
9am-5pm

Pardon Clinics
Cannabis Amnesty

[cannabisamnesty.ca/
pardon_clinics](http://cannabisamnesty.ca/pardon_clinics)



Horizontal Logo

The main identity for Commis is conveyed by the logo. The horizontal logo is used for all applications.

The logo consists of the word "Commis" in a serif font, followed by "Ammerstuf" in a script font. The logo is used in various sizes and colors, including black, white, and gold.

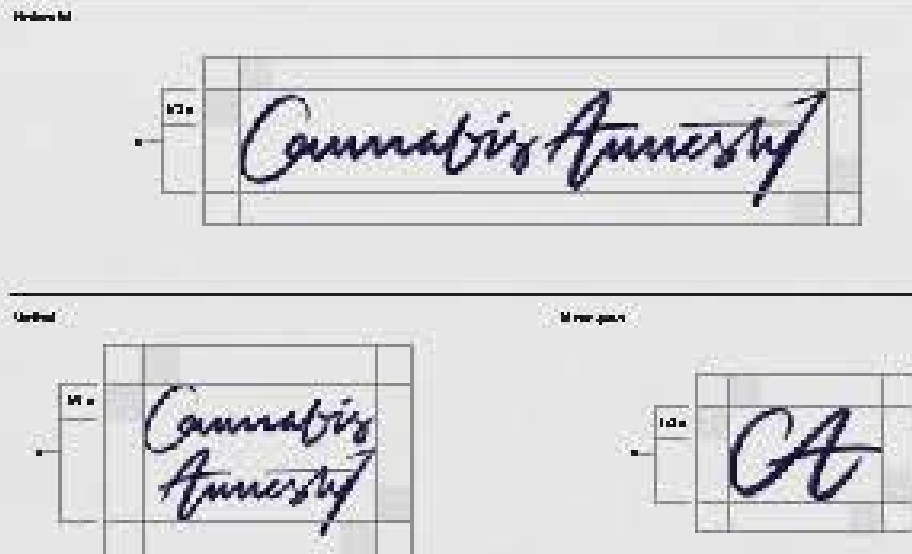
The logo is used in various sizes and colors, including black, white, and gold.



Clear Space

The minimum clear space around the logo is defined by the width of the letter 'A' in the word "Commis".

The minimum clear space around the logo is defined by the width of the letter 'A' in the word "Commis".



Typography

The typography is based on the Commis typeface, which is a serif font with a script font for the word "Ammerstuf".

The typography is based on the Commis typeface, which is a serif font with a script font for the word "Ammerstuf".



Photography

The photography is based on the Commis typeface, which is a serif font with a script font for the word "Ammerstuf".

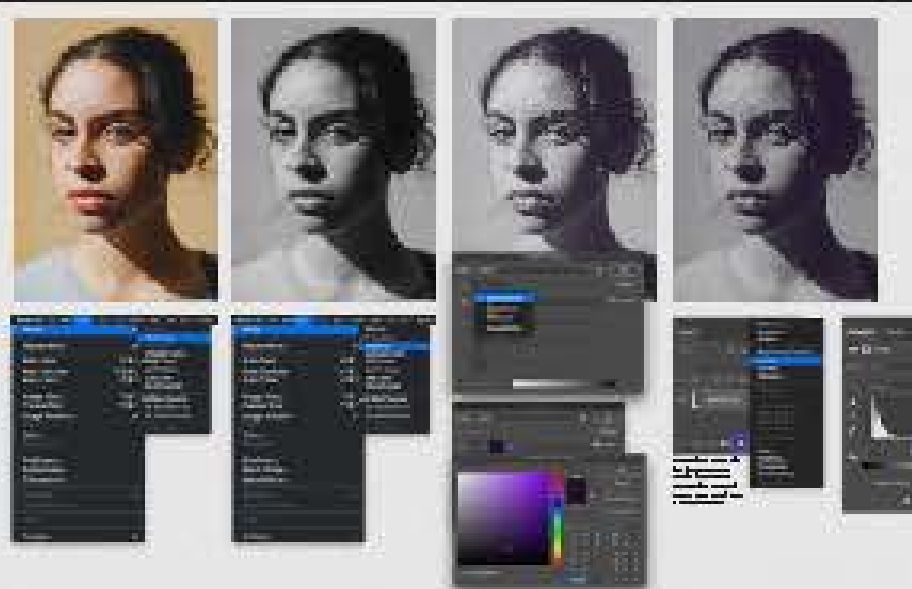
The photography is based on the Commis typeface, which is a serif font with a script font for the word "Ammerstuf".



Photography
Image Editing - Photoshop

The image editing is based on the Commis typeface, which is a serif font with a script font for the word "Ammerstuf".

The image editing is based on the Commis typeface, which is a serif font with a script font for the word "Ammerstuf".



Stationery

The stationery is based on the Commis typeface, which is a serif font with a script font for the word "Ammerstuf".

The stationery is based on the Commis typeface, which is a serif font with a script font for the word "Ammerstuf".





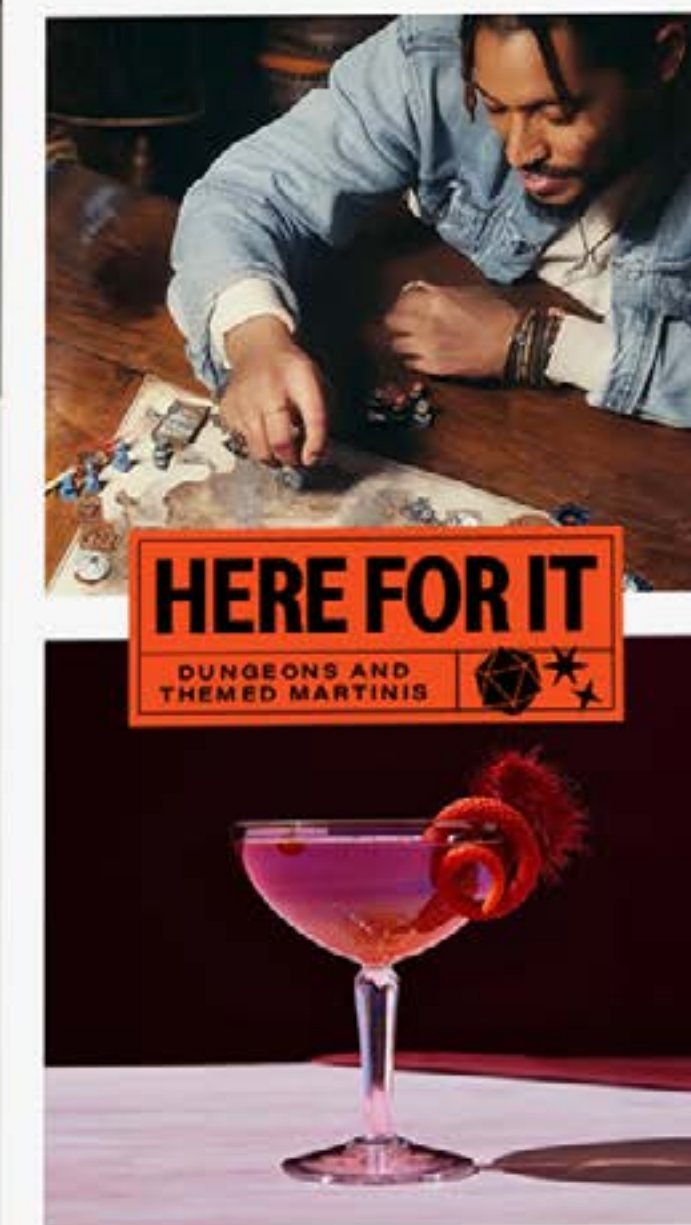
LCBO Here For It

Lead Designer

With LCBO's retail exclusivity ending, the brand leaned into its core strength: a trusted guide to life's moments. The design platform reframes LCBO as a thoughtful curator, using human stories and elevated product presentation.

*The following slides contain placeholder images sourced online and are intended for conceptual mockups only.





LCBO

LCBO

LCBO



HERE FOR IT

★

MILESTONE

LCBO

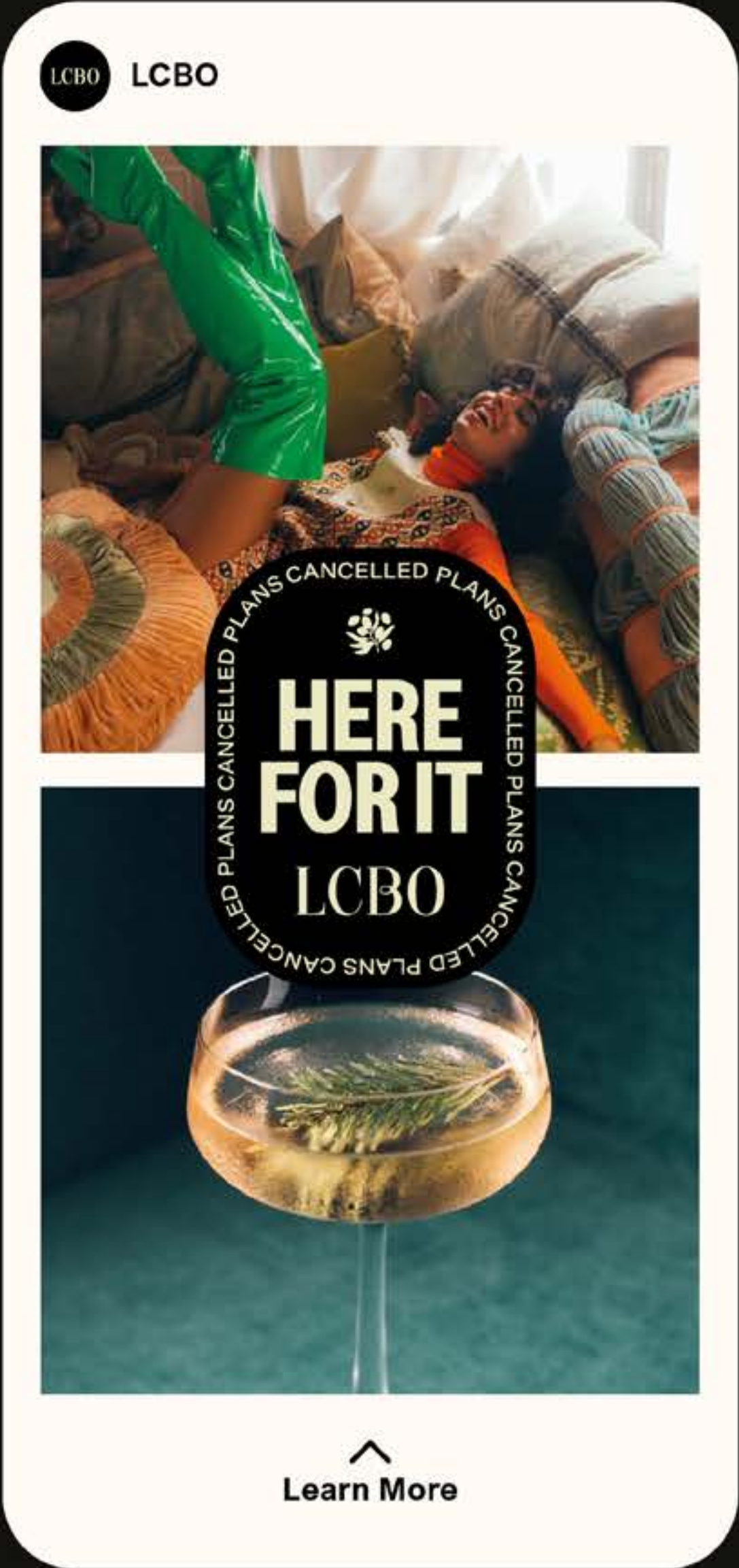
—

MOMENTS

Learn More

LCBO

LCBO



PLANS CANCELLED PLANS CANCELLED PLANS CANCELLED PLANS CANCELLED

★

HERE FOR IT

LCBO

PLANS CANCELLED PLANS CANCELLED PLANS CANCELLED PLANS CANCELLED

Learn More

LCBO

LCBO



HERE FOR IT

★

BEATING THE HEAT

LCBO

Learn More





SickKids Campaign & Refresh

Lead Designer

Shifting brand visual tone, without losing brand equity, to signal a new hospital goal: A brighter future through SickKids Precision Child Health, which strives to eliminate sickness before it starts.

489701

PRECISION CHILD HEALTH

is here for Peterborough

HealTheFuture.ca

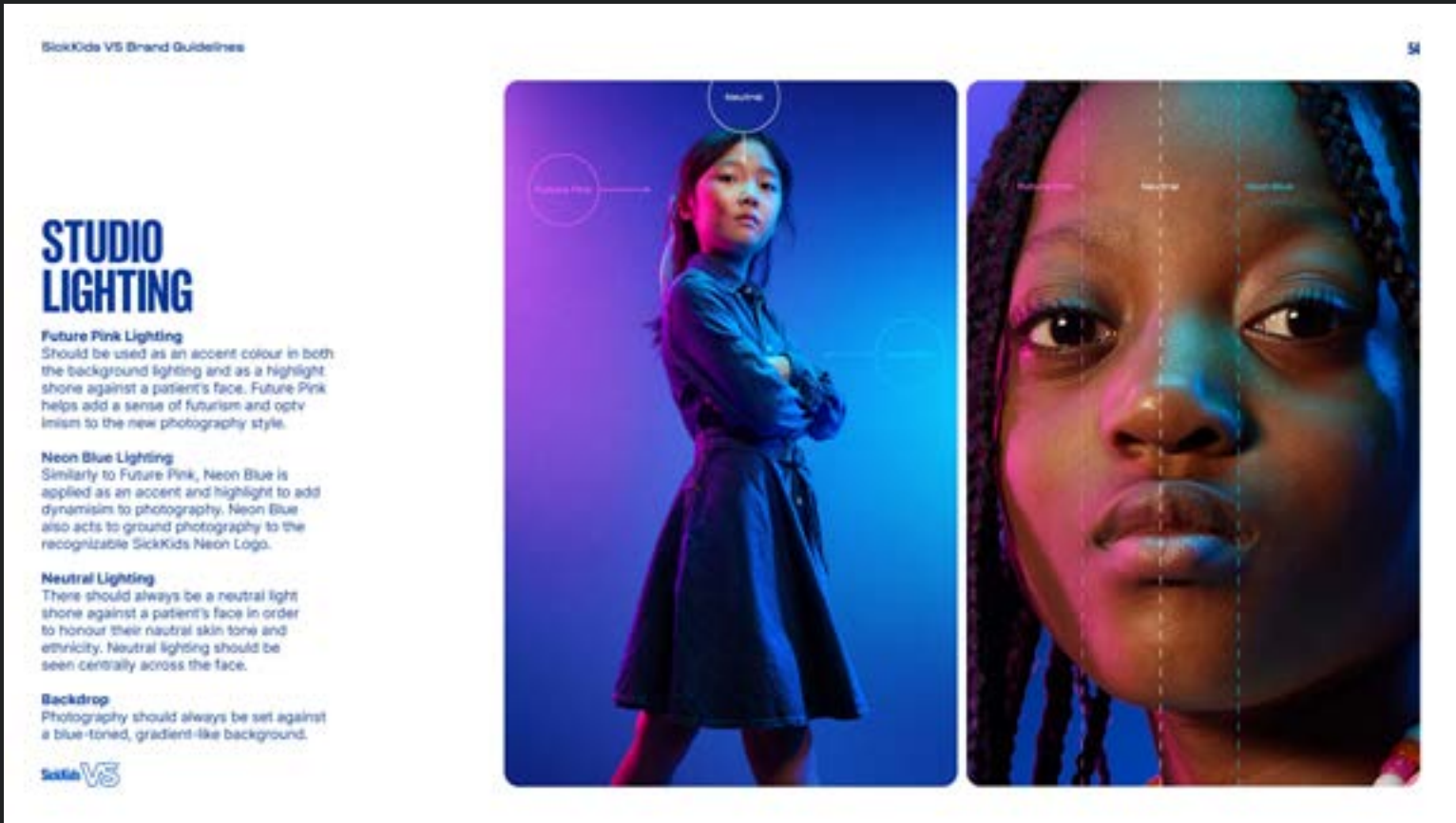


Quan, Age 10
Peterborough, ON

SickKids
VS

The billboard is set against a dark background of bridge supports. The text and graphics are brightly lit, creating a strong contrast. The boy's portrait is a key visual element, and the 'SickKids VS' logo is prominently displayed on the right side of the billboard.







**Heal the
FUTURE**

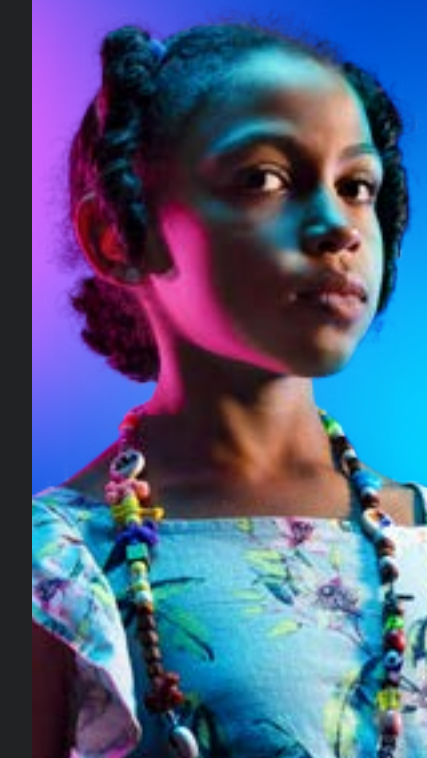
Precision Child Health is here
for 200 PTBO kids like Sterling

SickKids VS

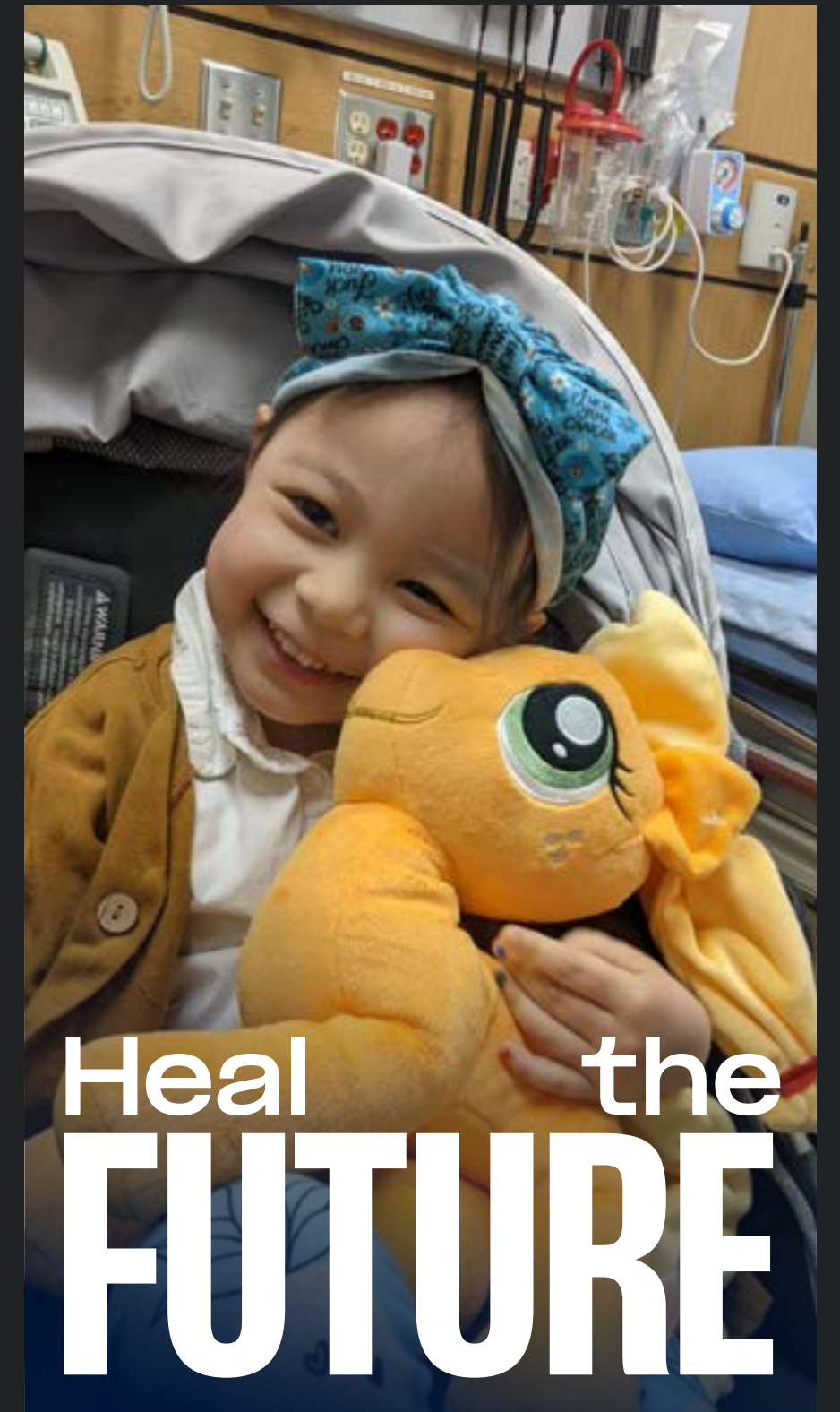
HealTheFuture.ca

The future
**TREATS
FASTER**

**SickKids
VS**



Heal the
FUTURE



Heal the
FUTURE

New monthly donations will be
3X MATCHED FOR AN ENTIRE YEAR



[Donate Now](#)

**SickKids
VS**



Illustrated in Procreate to evoke childlike wonder

Illustrated in Illustrator to evoke childlike wonder



Toronto History Museums Rebrand

Production Designer

Created a visual language to demonstrate Toronto History Museums
as leading centres of experiences and critical dialogue about
Toronto's past, present and future.

Where:
Spadina Museum
285 Spadina Road
T: 416-392-6995
E: spadina@toronto.ca

When:
February 1, 2020
March 1, 2020
Event Time:
12pm - 5:00 pm

Cost:
Child: \$5.00 | Student: \$7.00
Youth: \$7.00 | Adult: \$8.00
Senior: \$7.00

Many died for their freedom.

Mary Ann Shadd, wrote for hers.

TORONTO HISTORY MUSEUMS



THM



Pow Wow 2022

When:
June 23, 2022

Where:
Fort York National Historic Site
250 Fort York Blvd



TORONTO HISTORY MUSEUMS

THM

FORT YORK NATIONAL HISTORIC SITE

Call 311



TORONTO



TORONTO HISTORY MUSEUMS

GUIDELINES

CITY OF TORONTO

7

The core identity of Toronto History Museums is based on time and space. We acknowledge critical moments in history through timelines, and have integrated these suspended snapshots throughout the brand identity. They are not written in stone but always resurfacing, reconstructed, and seen from different lenses. Our timeline is never static - it's always happening.

1

2

3

4

TORONTO HISTORY MUSEUMS

GUIDELINES

CITY OF TORONTO

8

The horizontal version shown here is the primary logotype. Set at a higher weight sans serif, it features a customised letterforms representation of Toronto History Museums' inclusive brand ethos. It combines the feeling of old with new.

HORIZONTAL VERSION

CUSTOM

CUSTOM

TORONTO HISTORY MUSEUMS

Secondary to the horizontal logotype is the vertical inclusion emblem. These should only be used in support of the primary logotype, or other space cannot allow for the horizontal version.

VERTICAL LOGO

EMBLEM

TORONTO HISTORY MUSEUMS

THM

TORONTO HISTORY MUSEUMS

GUIDELINES

CITY OF TORONTO

9

It is important to have equal negative space between the minimal frame and logo elements. This includes either side of the logotype between multiple logos that appear together.

MINIMUM CLEARANCE

MINIMUM CLEARANCE

TORONTO HISTORY MUSEUMS

THM

NTO HISTORY MUSEUMS

THM

The minimum clearance space a logo can appear is equivalent to the length of 'CH' in the logotype. The clearance space must also be consistent between multiple logos that appear together.

MINIMUM CLEARANCE

MINIMUM CLEARANCE

TORONTO HISTORY MUSEUMS

THM

NTO HISTORY MUSEUMS

THM

TORONTO HISTORY MUSEUMS

GUIDELINES

CITY OF TORONTO

47

A Revolution of Love.

A history untold.

Meet Toronto's first politician of African descent.

Awakenings.

Back when strollers were built to last.

A new perspective.

TORONTO HISTORY MUSEUMS

GUIDELINES

CITY OF TORONTO

48

From enslaved to free and employed.

Meet Joshua Glover a free man.

TORONTO HISTORY MUSEUMS

GUIDELINES

CITY OF TORONTO

49

Instagram 1:1

Shown at 400x400, 20% 1000 x 1000px

Headline here at 160pt three lines.

Headline here at 160pt on five lines in Ivar Display Regular.

Headline here at 160pt three lines.

Headline using Ivar Regular at 145 pt.

Headline using Ivar Regular at 145 pt.

Headline here at 212pt on four lines.

PAULA DOPUDA

PAULADOPUDA.COM

33

Toronto History Museums - Yo

+

youtube.com/channel/UCQQ0ZFL4TGaX7ZDfksjELSQ

AppsInboxCalendarMedium – Get sm...Color Push: A coll...SMCA Open Hous...Products — LayersAdParlor Mockup...

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CA

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Toronto History Museums

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MÁS INFORMA

Awakenings Highlight Reel 2021

1183 visualizaciones • hace 1 semana

Awakenings is a new programming philosophy within Toronto History Museums that will feature art projects that explore untold stories, awaken a new perspective and invite the public to join the conversation. These critical projects will continue to be released over the next couple of years. Learn more at <http://toronto.ca/museums>

MÁS INFORMACIÓN

Toronto History Museums - Yo

Toronto History Museums - Ho

+

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AppsInboxCalendar

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Email or PhonePasswordLog InForgot account

TORONTO HISTORY MUSEUMS

Toronto History Museums

@TOHistoryMuseums

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Videos

Awakenings: Behind the Curtain 2

Toronto History Museums

Museum in Toronto, Ontario

5 ★★★★★

Community

25,783 people like this

Toronto History Museums

23.9K Tweets

TORONTO HISTORY MUSEUMS

Toronto History Museums

@TOHistory

10 historic museums, operated by the @cityoftoronto, working collectively to inspire passion for #TOHistory. Terms of Use: [only/vmq30@rB](#) #TellTheFullStory

Toronto, Ontario, Canada [toronto.ca/museums](#) Joined March 2011

5,251 Following 14.6K Followers

Followed by Royal Ontario Museum, TIFF, and 2 others you follow

Tweets

Tweets & replies

Media

Likes

Search Twitter

Behind the Curtain

Conversations at the Im

Toronto History Museums

Awakenings

St Mentorship

You might like

KyleCovers.com

@kylerecovers

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MYSEUM OF TORONTO

@myseumTO

Follow

Campbell House

@CampbellHouseTO

Follow

Other Notable Clients

Indigo
Simons
Keilhauer
Tilray
Ontario Science Centre
President’s Choice
Super, Natural British Columbia
Make-A-Wish Canada
RMHC
Public Mobile
Doordash
TD Bank
Bell



About Me

I’m a passionate and detail-oriented Senior Graphic Designer with over six years of experience in branding and graphic design. My expertise lies in designing visual identities, with an eye for typography and a drive to create well-rounded brands that resonate with the public intellectually and emotionally. I’m always determined to carve out visual storytelling in every project.

I have the best problem in the world – deciding to go see my family in Croatia every year or explore a new part of the world. I portage canoes, speak three languages, love emdashes (RIP with ChatGPT), and live in Burlington, ON with Moose.



Moose



Iceland 2024

Get in Contact

P.DOPUDA@GMAIL.COM

LINKEDIN

2026

