

World Wheelchair Rugby

PAULA DOPUŁDA PORTFOLIO

SickKids PCH

Indigo Plum Plus

Toronto History Museums

Cannabis Amnesty

La Maison Simons

2024

Brand & Identity
Illustration
Digital Design
Production

ADOBE SUITE

PROCREATE
& ILLUSTRATOR

FIGMA

PRINT

WORK

PAULA DOPUDA

P.DOPUDA@GMAIL.COM

World Wheelchair Rugby

REBRAND

D&AD GRAPHITE
PENCIL AWARD

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



WWR
World Wheelchair Rugby

@ww_rugby worldwheelchair.rugby

D&AD
GRAPHITE
PENCIL
AWARD

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 50px 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 18 inch or 100px 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

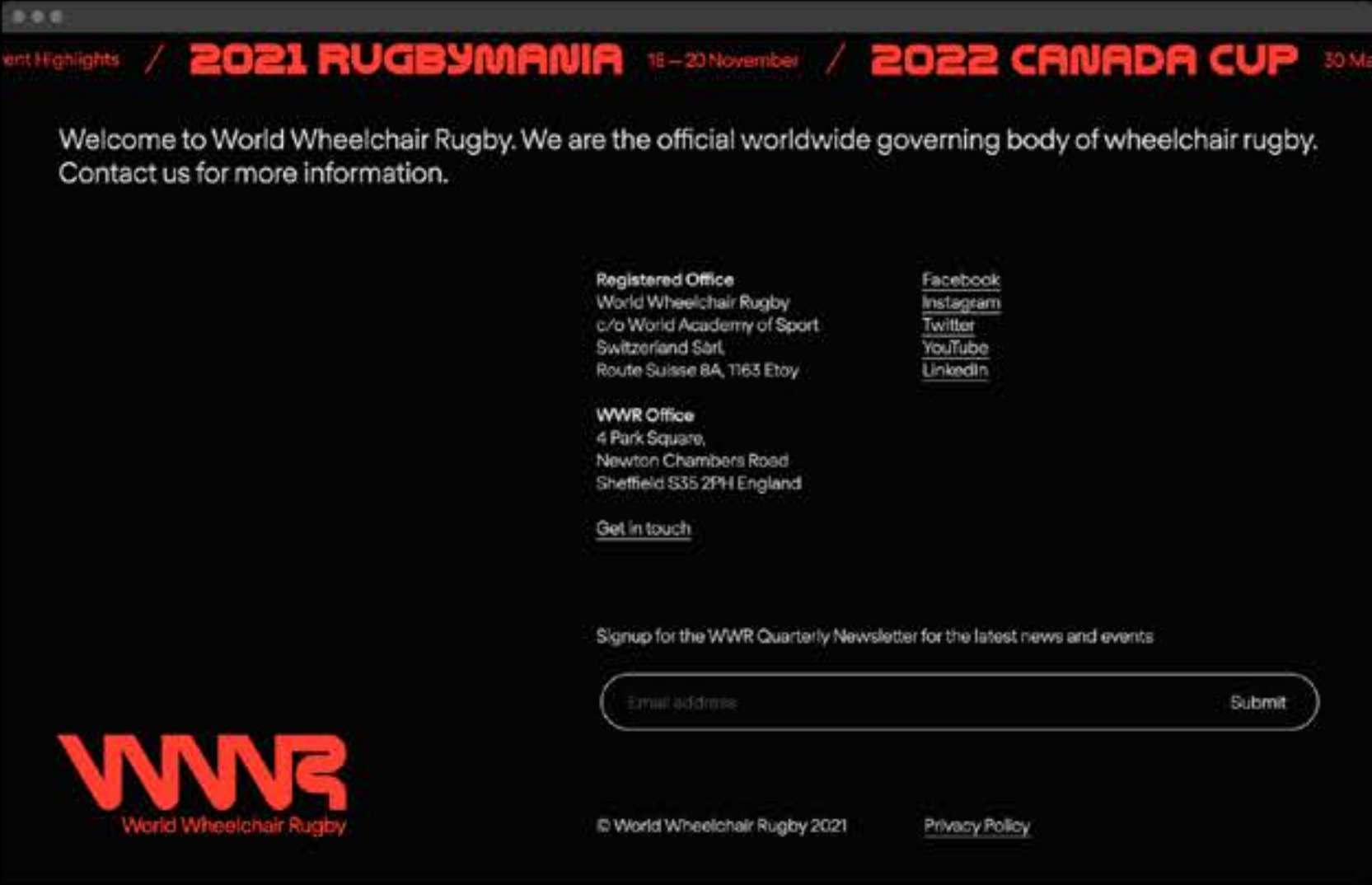
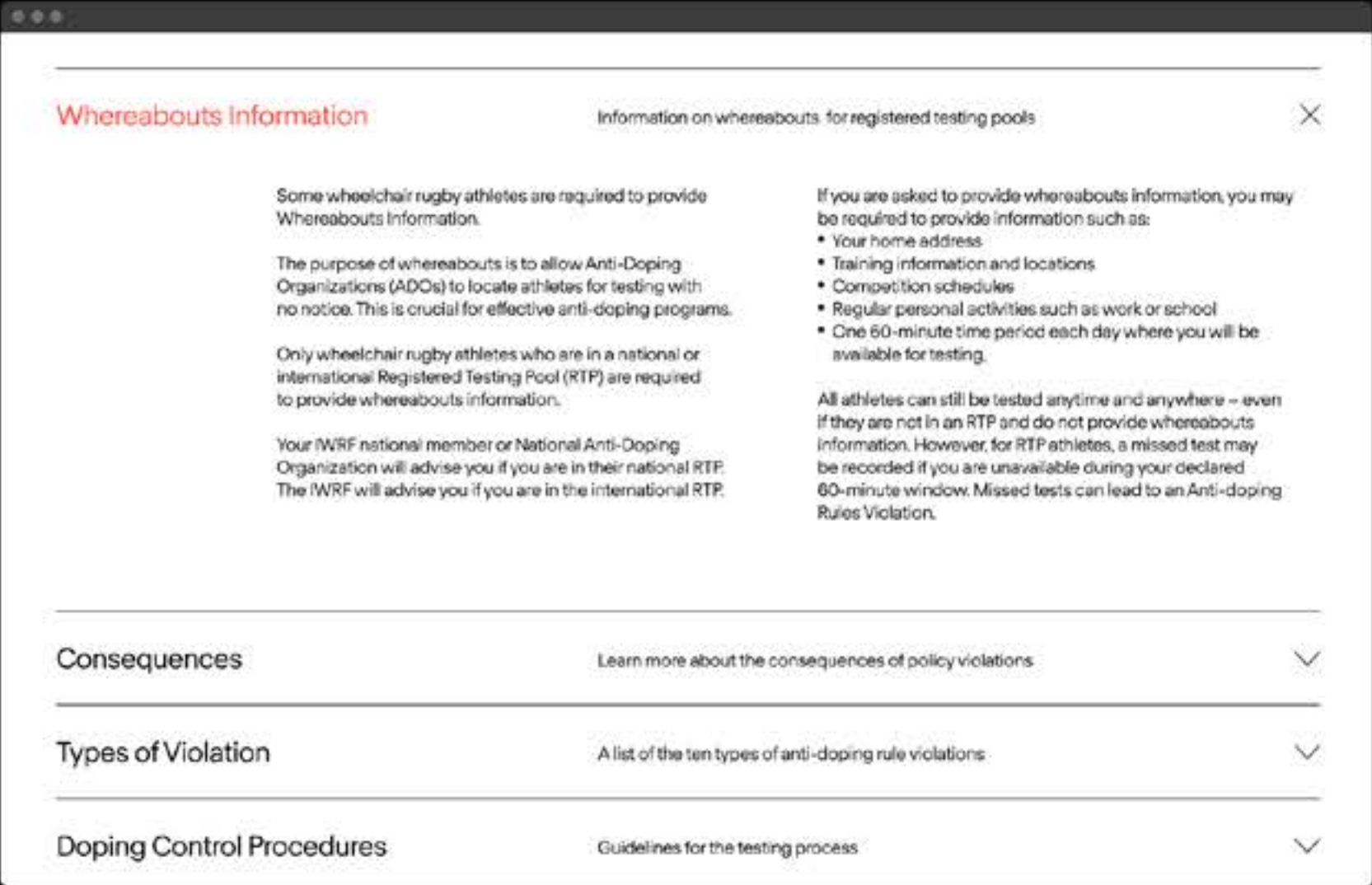
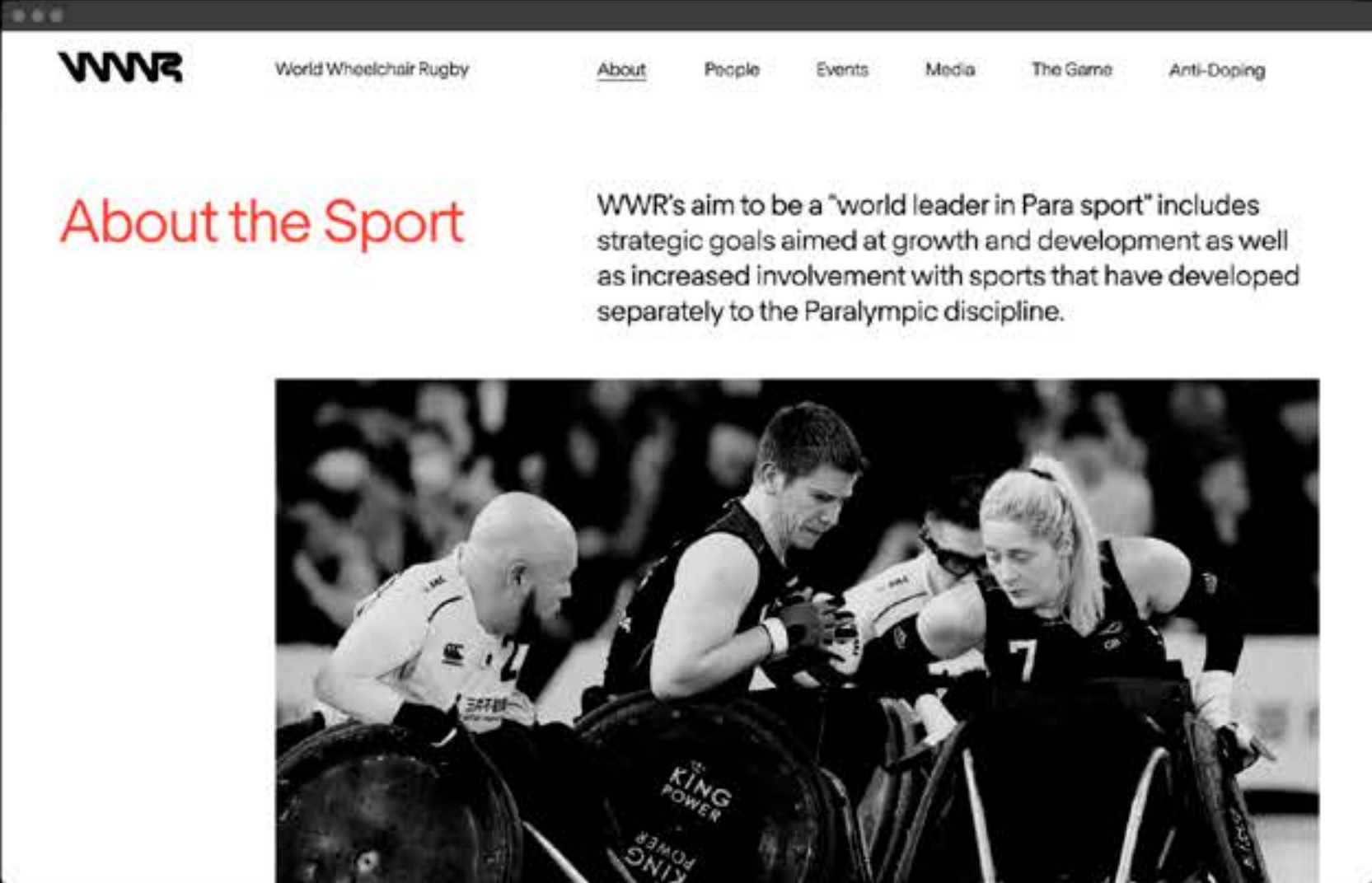
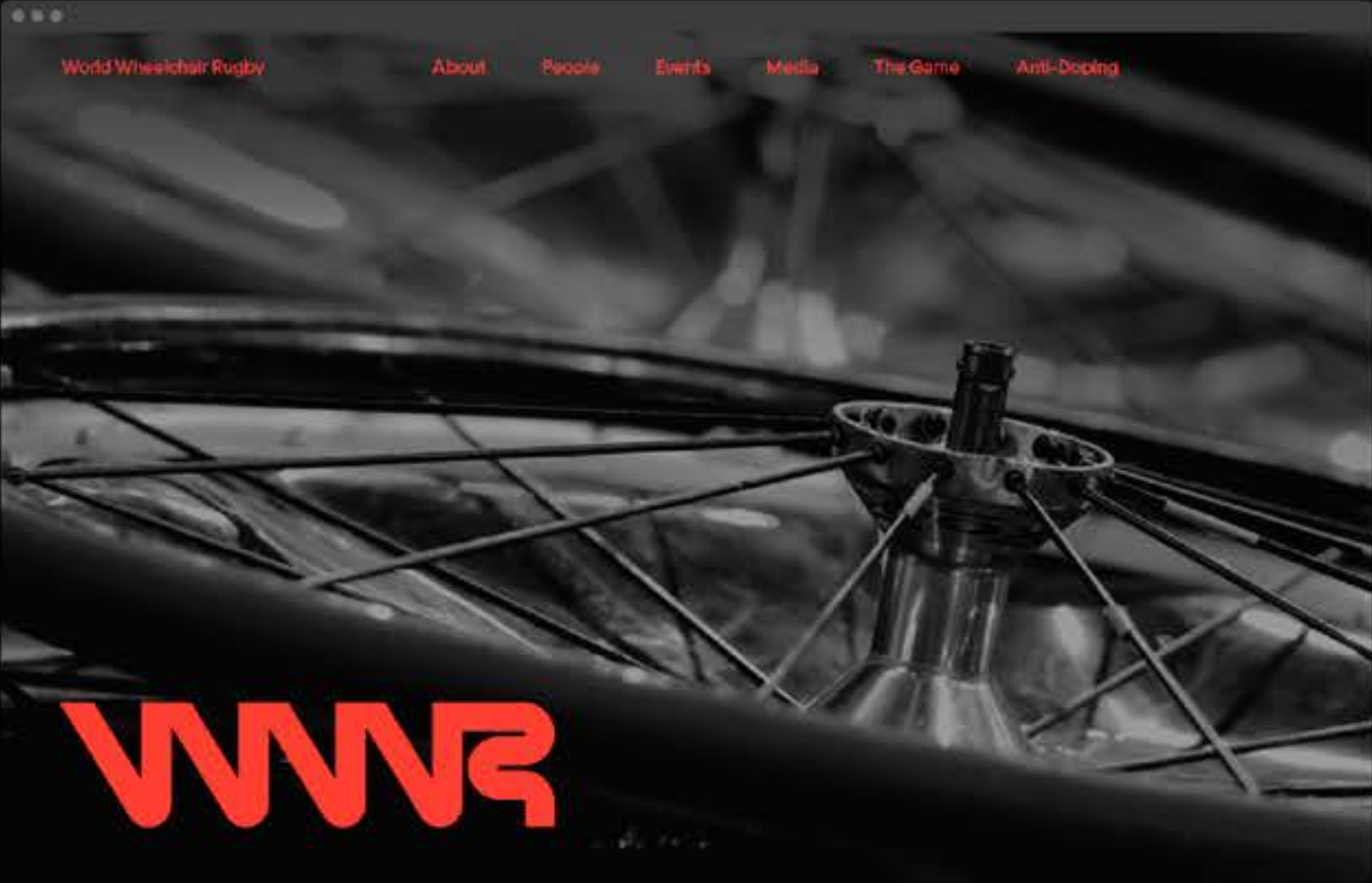
Look-up spacing

Brands with equal prominence

Look-up spacing

Brands with equal prominence







WORK

PAULA DOPUDA

P.DOPUDA@GMAIL.COM

SickKids Precision Child Health

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

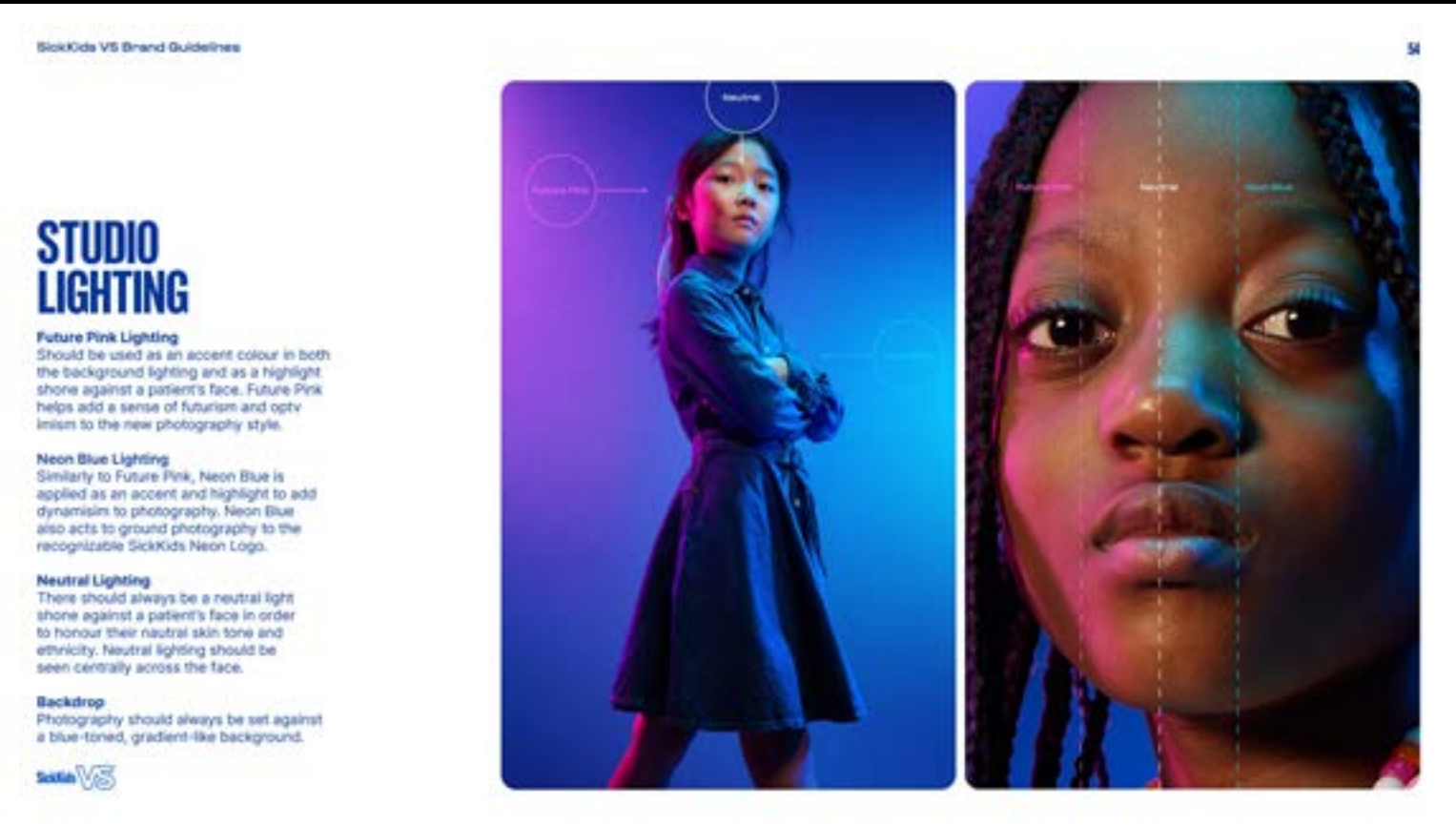
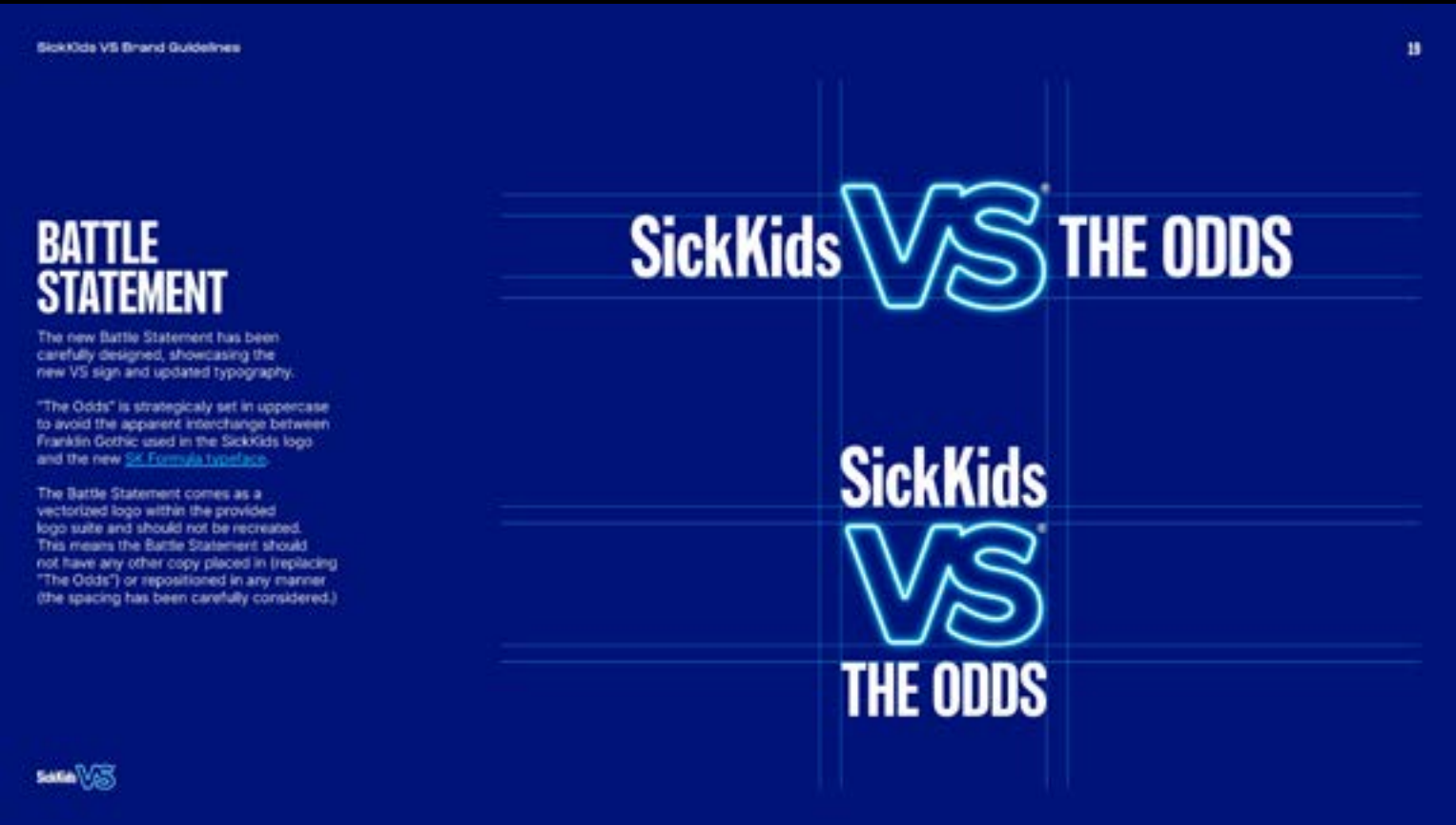
is here for Peterborough

HealTheFuture.ca



Quan, Age 10
Peterborough, ON

SickKids
VS





**Heal the
FUTURE**

Precision Child Health is here
for 200 PTBO kids like Sterling

SickKids VS

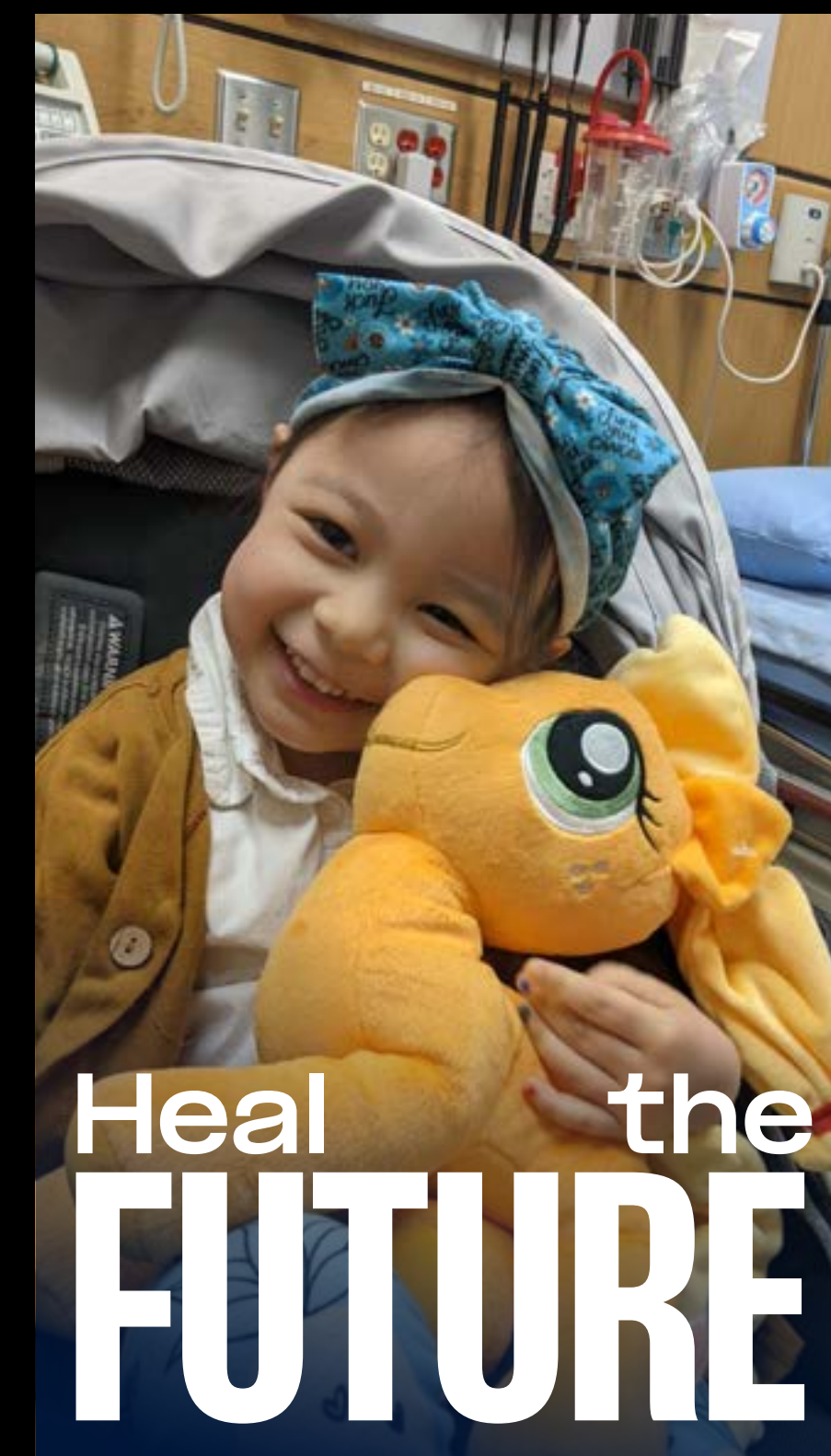
HealTheFuture.ca

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**

PROPOSAL

Brief here



Copy here Ique re dolectur magnatur, nverro occutm ipsa

ING OPTION 2

er X years
dolor sit amet, consectetur
t, sed diam nonummy nibh
dunt ut laoreet dolore magna
volutpat. Ut wisi enim ad minim
nostrud exerci tation ullamcorper
tis nisi ut aliquip ex ea commodo
uis autem vel eum iriure dolor
h vulputate velit esse molestie
al illum dolore eu feugiat nulla
ro eros et accumsan et iusto.

ING OPTION 3

er X years
dolor sit amet, consectetur
t, sed diam nonummy nibh
dunt ut laoreet dolore magna
volutpat. Ut wisi enim ad minim
nostrud exerci tation ullamcorper
tis nisi ut aliquip ex ea commodo
uis autem vel eum iriure dolor
h vulputate velit esse molestie
al illum dolore eu feugiat nulla
ro eros et accumsan et iusto.

FUNDING OPTION 1

\$TK,000 over X years
Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh
euismod tincidunt ut laoreet dolore magna
aliquam erat volutpat. Ut wisi enim ad minim
veniam, quis nostrud exerci tation ullamcorper
suscipit lobortis nisi ut aliquip ex ea commodo
consequat. Duis aute irure dolor in
representant in vulputate velit esse elitur donec.



Copy here Ique re dolectur magnatur, nverro occutm ipsa nimust conse
volore, que laudamus et.

FUNDING OPTION 1

\$TK,000 over X years
dolor sit amet, consectetur
t, sed diam nonummy nibh
idunt ut laoreet dolore magna
volutpat. Ut wisi enim ad minim
nostrud exerci tation ullamcorper
tis nisi ut aliquip ex ea commodo
uis autem vel eum iriure dolor
h vulputate velit esse molestie
al illum dolore eu feugiat nulla
ro eros et accumsan et iusto.

ING OPTION 2

er X years
dolor sit amet, consectetur
t, sed diam nonummy nibh
idunt ut laoreet dolore magna
volutpat. Ut wisi enim ad minim
nostrud exerci tation ullamcorper
tis nisi ut aliquip ex ea commodo
uis autem vel eum iriure dolor
h vulputate velit esse molestie
al illum dolore eu feugiat nulla
ro eros et accumsan et iusto.

ING OPTION 3

er X years
dolor sit amet, consectetur
t, sed diam nonummy nibh
idunt ut laoreet dolore magna
volutpat. Ut wisi enim ad minim
nostrud exerci tation ullamcorper
tis nisi ut aliquip ex ea commodo
uis autem vel eum iriure dolor
h vulputate velit esse molestie
al illum dolore eu feugiat nulla
ro eros et accumsan et iusto.

FUNDING OPTION 1

\$TK,000 over X years
Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh
euismod tincidunt ut laoreet dolore magna
aliquam erat volutpat. Ut wisi enim ad minim
veniam, quis nostrud exerci tation ullamcorper
suscipit lobortis nisi ut aliquip ex ea commodo
consequat. Duis aute irure dolor in
representant in vulputate velit esse elitur donec.

ING OPTION 2

er X years
dolor sit amet, consectetur
t, sed diam nonummy nibh
idunt ut laoreet dolore magna
volutpat. Ut wisi enim ad minim
nostrud exerci tation ullamcorper
tis nisi ut aliquip ex ea commodo
uis autem vel eum iriure dolor
h vulputate velit esse molestie
al illum dolore eu feugiat nulla
ro eros et accumsan et iusto.

ING OPTION 3

er X years
dolor sit amet, consectetur
t, sed diam nonummy nibh
idunt ut laoreet dolore magna
volutpat. Ut wisi enim ad minim
nostrud exerci tation ullamcorper
tis nisi ut aliquip ex ea commodo
uis autem vel eum iriure dolor
h vulputate velit esse molestie
al illum dolore eu feugiat nulla
ro eros et accumsan et iusto.

IN MEMORY TIPS

Headline goes here lorem ipsum dolor

Subhead goes here
SickKids does more research than any children's hospital
in Canada, 1/3 of it funded by donations. You're providing
hope and new treatments to kids with aggressive
cancers or unstopppable seizures. SickKids neonatal
intensive care unit (NICU) treats more than 800 critically
ill babies a year. Right now, families are confined to a
taped-off area in overcrowded.

Headline goes here lorem ipsum dolor

Subhead goes here
SickKids does more research than any children's hospital
in Canada, 1/3 of it funded by donations. You're providing
hope and new treatments to kids with aggressive
cancers or unstopppable seizures. SickKids neonatal
intensive care unit (NICU) treats more than 800 critically
ill babies a year. Right now, families are confined to a
taped-off area in overcrowded.

Headline goes here lorem ipsum dolor

Subhead goes here
SickKids does more research than any children's hospital
in Canada, 1/3 of it funded by donations. You're providing
hope and new treatments to kids with aggressive
cancers or unstopppable seizures. SickKids neonatal
intensive care unit (NICU) treats more than 800 critically
ill babies a year. Right now, families are confined to a
taped-off area in overcrowded.



FACT OF THE DAY

DAY

Headline goes here lorem ipsum dolor

Lorem ipsum dolor sit amet, consectetur adipiscing
elit, sed do eiusmod tempor incididunt ut labore et
dolore magna aliqua. Ut enim ad minim veniam, quis
nostrud exercitation ullamco laboris nisi ut
aliquip ex ea commodo consequat. Duis aute irure
dolor in reprehenderit in voluptate velit esse elitur donec.

Headline goes here lorem ipsum dolor

Lorem ipsum dolor sit amet, consectetur adipiscing
elit, sed do eiusmod tempor incididunt ut labore et
dolore magna aliqua. Ut enim ad minim veniam, quis
nostrud exercitation ullamco laboris nisi ut
aliquip ex ea commodo consequat. Duis aute irure
dolor in reprehenderit in voluptate velit esse elitur donec.

Headline goes here lorem ipsum dolor

Lorem ipsum dolor sit amet, consectetur adipiscing
elit, sed do eiusmod tempor incididunt ut labore et
dolore magna aliqua. Ut enim ad minim veniam, quis
nostrud exercitation ullamco laboris nisi ut
aliquip ex ea commodo consequat. Duis aute irure
dolor in reprehenderit in voluptate velit esse elitur donec.

Headline goes here lorem ipsum dolor

Lorem ipsum dolor sit amet, consectetur adipiscing
elit, sed do eiusmod tempor incididunt ut labore et
dolore magna aliqua. Ut enim ad minim veniam, quis
nostrud exercitation ullamco laboris nisi ut
aliquip ex ea commodo consequat. Duis aute irure
dolor in reprehenderit in voluptate velit esse elitur donec.

Headline goes here lorem ipsum dolor

Lorem ipsum dolor sit amet, consectetur adipiscing
elit, sed do eiusmod tempor incididunt ut labore et
dolore magna aliqua. Ut enim ad minim veniam, quis
nostrud exercitation ullamco laboris nisi ut
aliquip ex ea commodo consequat. Duis aute irure
dolor in reprehenderit in voluptate velit esse elitur donec.

Headline goes here lorem ipsum dolor

Lorem ipsum dolor sit amet, consectetur adipiscing
elit, sed do eiusmod tempor incididunt ut labore et
dolore magna aliqua. Ut enim ad minim veniam, quis
nostrud exercitation ullamco laboris nisi ut
aliquip ex ea commodo consequat. Duis aute irure
dolor in reprehenderit in voluptate velit esse elitur donec.

Headline goes here lorem ipsum dolor

Lorem ipsum dolor sit amet, consectetur adipiscing
elit, sed do eiusmod tempor incididunt ut labore et
dolore magna aliqua. Ut enim ad minim veniam, quis
nostrud exercitation ullamco laboris nisi ut
aliquip ex ea commodo consequat. Duis aute irure
dolor in reprehenderit in voluptate velit esse elitur donec.



WORK

PAULA DOPUDA

P.DOPUDA@GMAIL.COM

Indigo Plum Plus

REFRESH

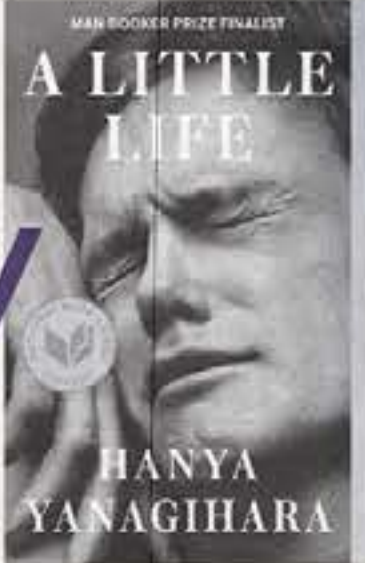
LEAD DESIGNER

A REFRESHED LOOK FOR THE INDIGO PLUM PLUS PROGRAM TO REPRESENT INDIVIDUALS OF COMING TOGETHER IN A COMMON SPACE TO SPARK INSPIRATION, GAIN KNOWLEDGE, MASTER SKILLS, AND INDULGE IN HOBBIES.



Indigo plum⁺

you ⁺ a good cry
⁺ the warm hug of
a weighted blanket



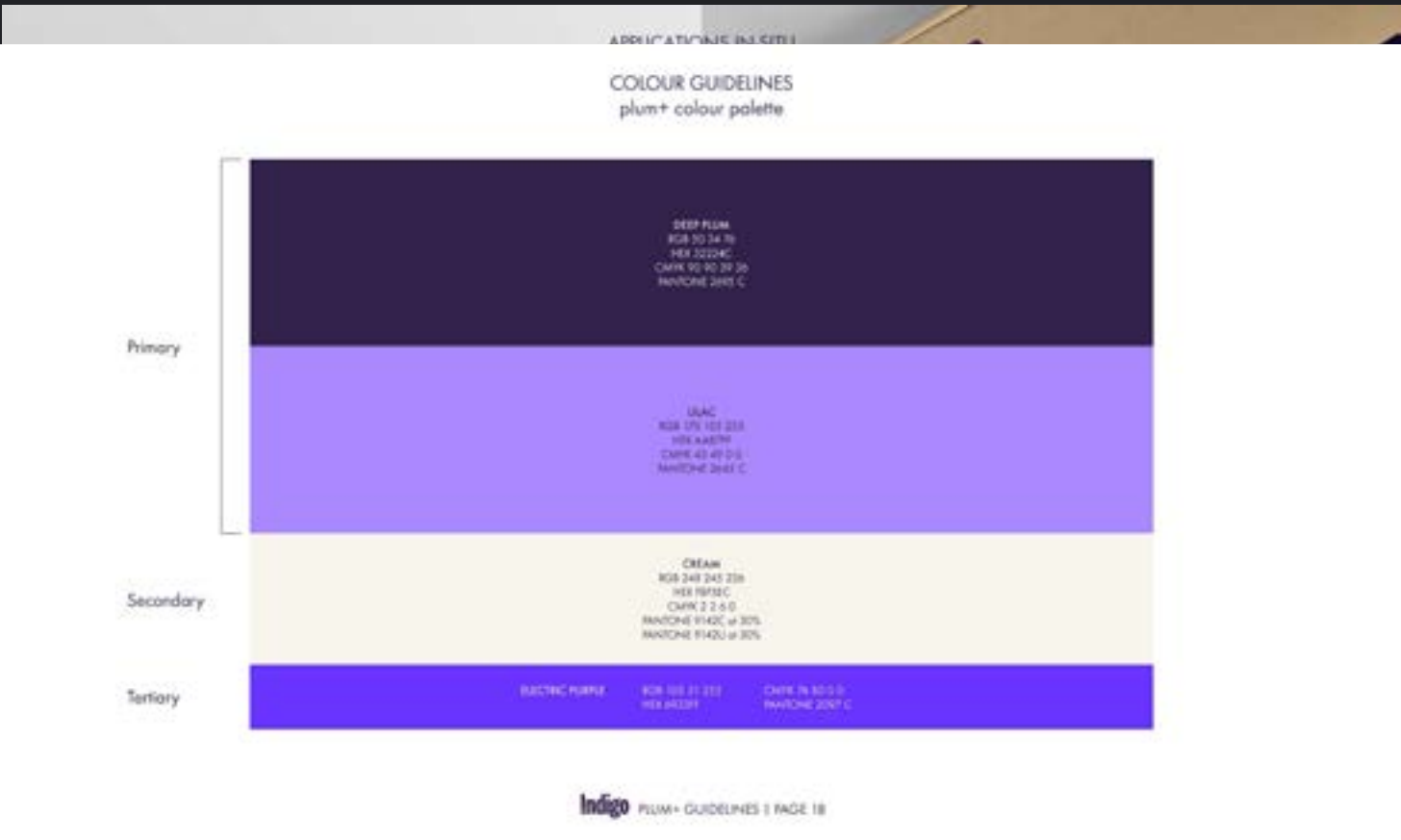
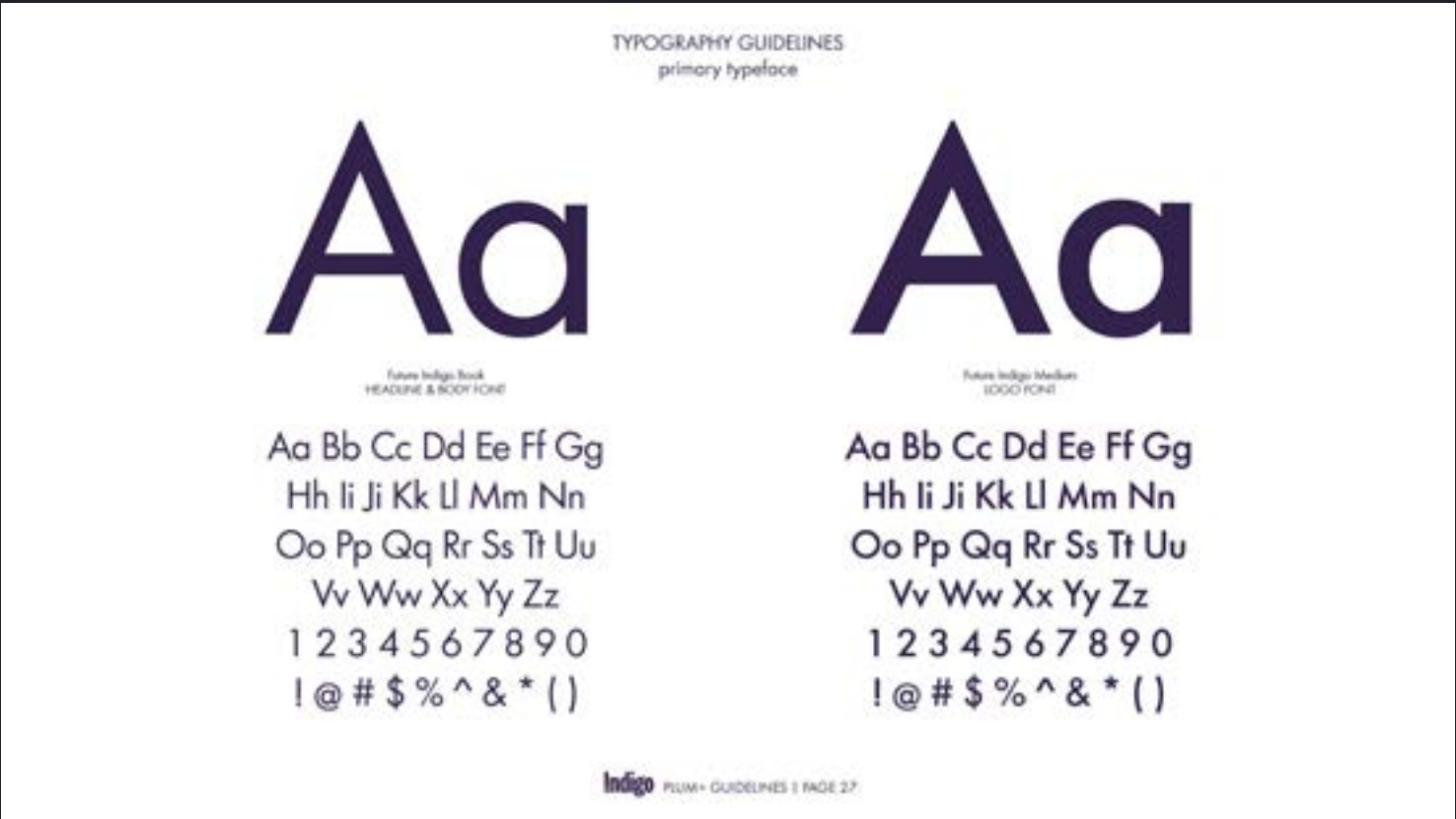
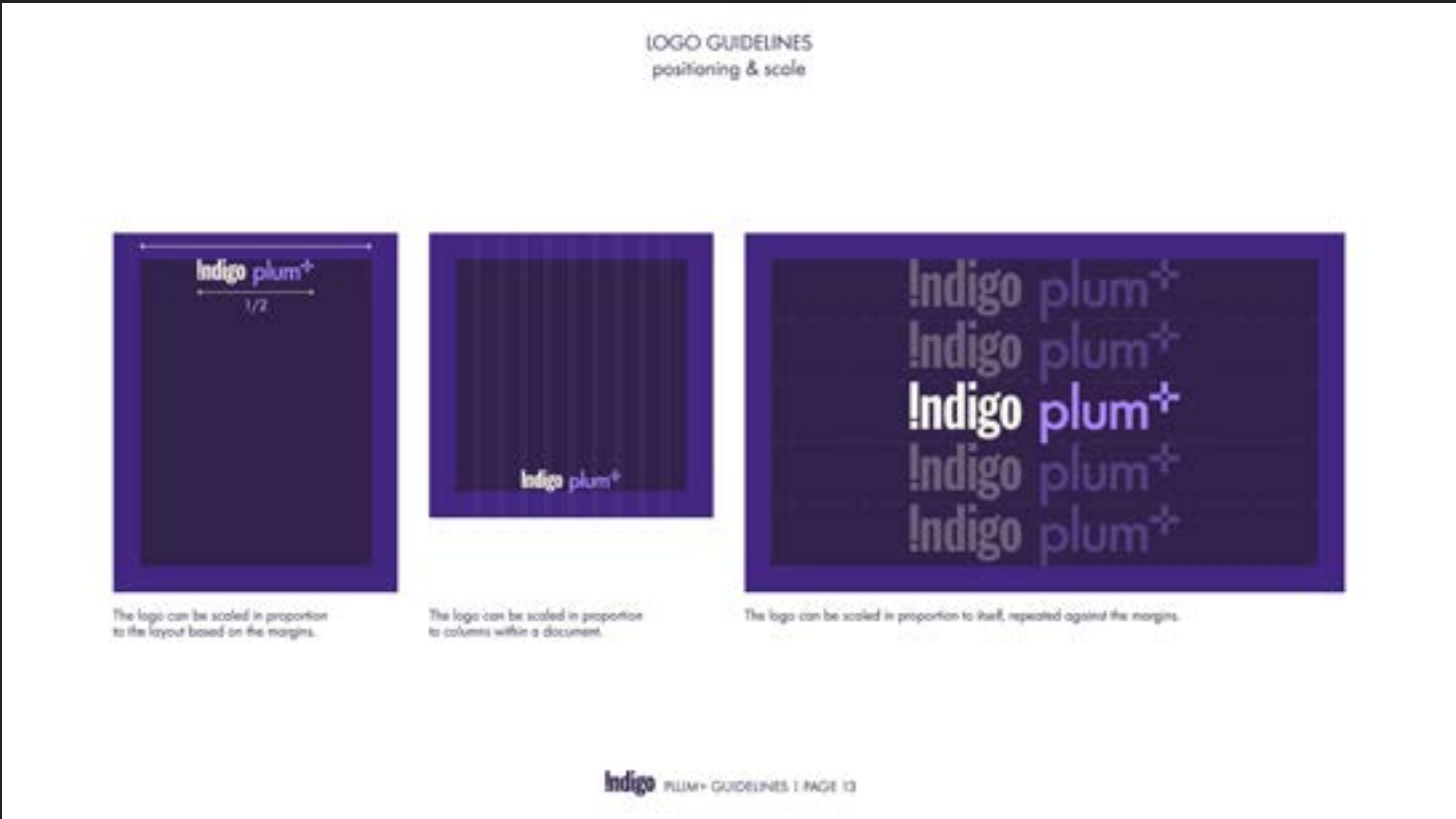
10% off ⁺ free shipping ⁺ exclusive perks

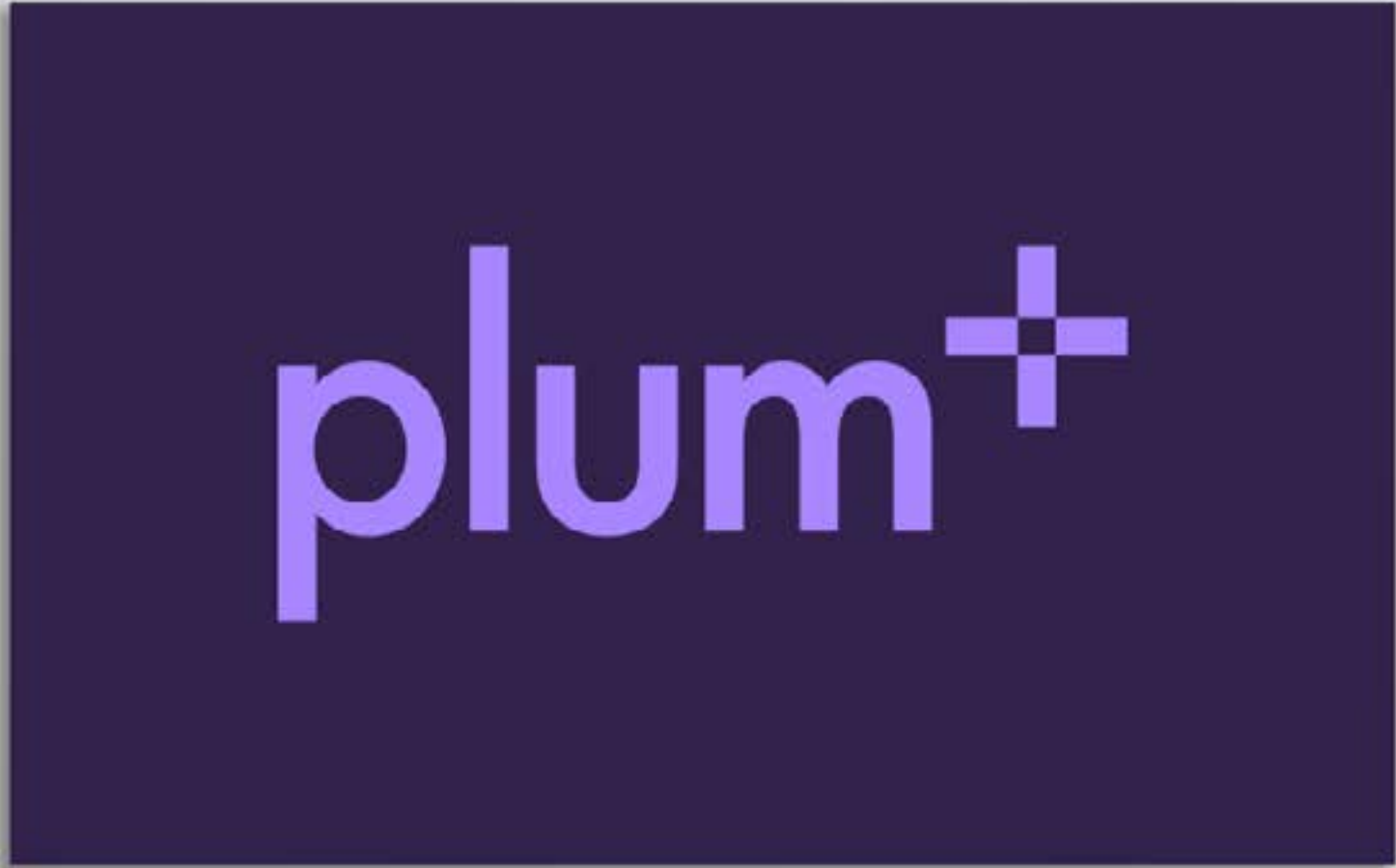
*When you join plum PLUS for \$39/yr. Exclusions apply. Visit indigo.ca/plum for full details.





THE PLUM PLUS SPARK REPRESENTS
A SPARK OF INSPIRATION AND BRINGING
PEOPLE TOGETHER IN A COMMON SPACE
FOR SELF DISCOVERY







you +
10% off
when you upgrade to plum+

Speak to a sales associate to sign up today.

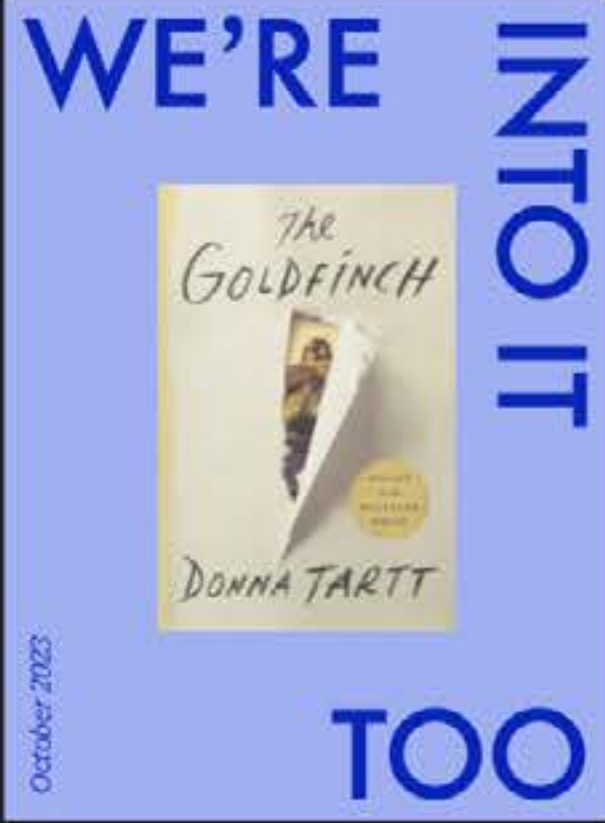
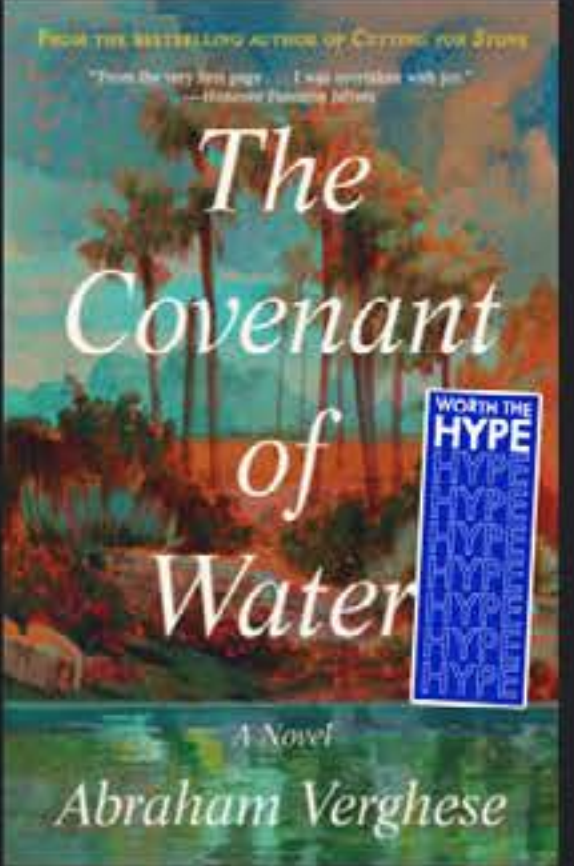
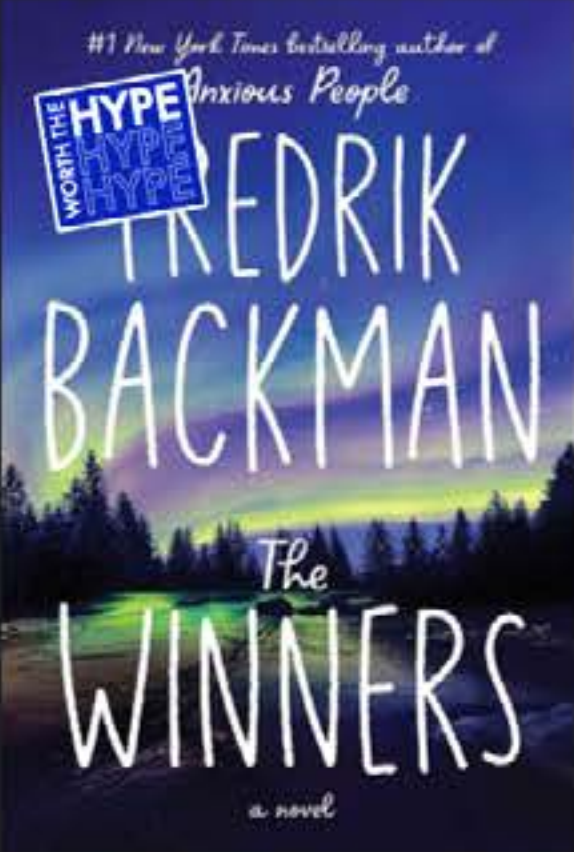
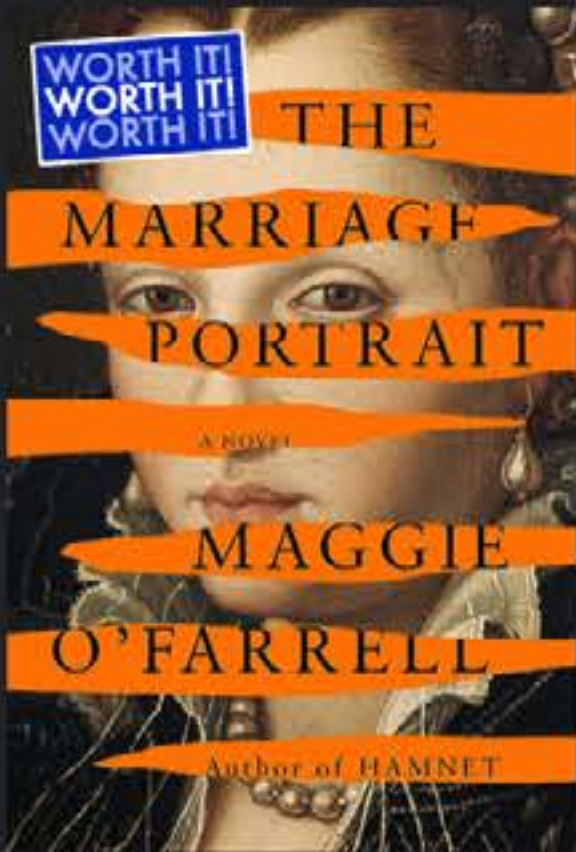
get what you love
plus more

10% off, free shipping, and exclusive perks
when you upgrade to plum+ for \$39/year

join plum+ today
and get an extra

\$20 off

Speak to a sales associate to sign up today.



WORK

PAULA DOPUDA

P.DOPUDA@GMAIL.COM

Toronto History Museums

REBRAND

PRODUCTION DESIGNER

CREATE 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

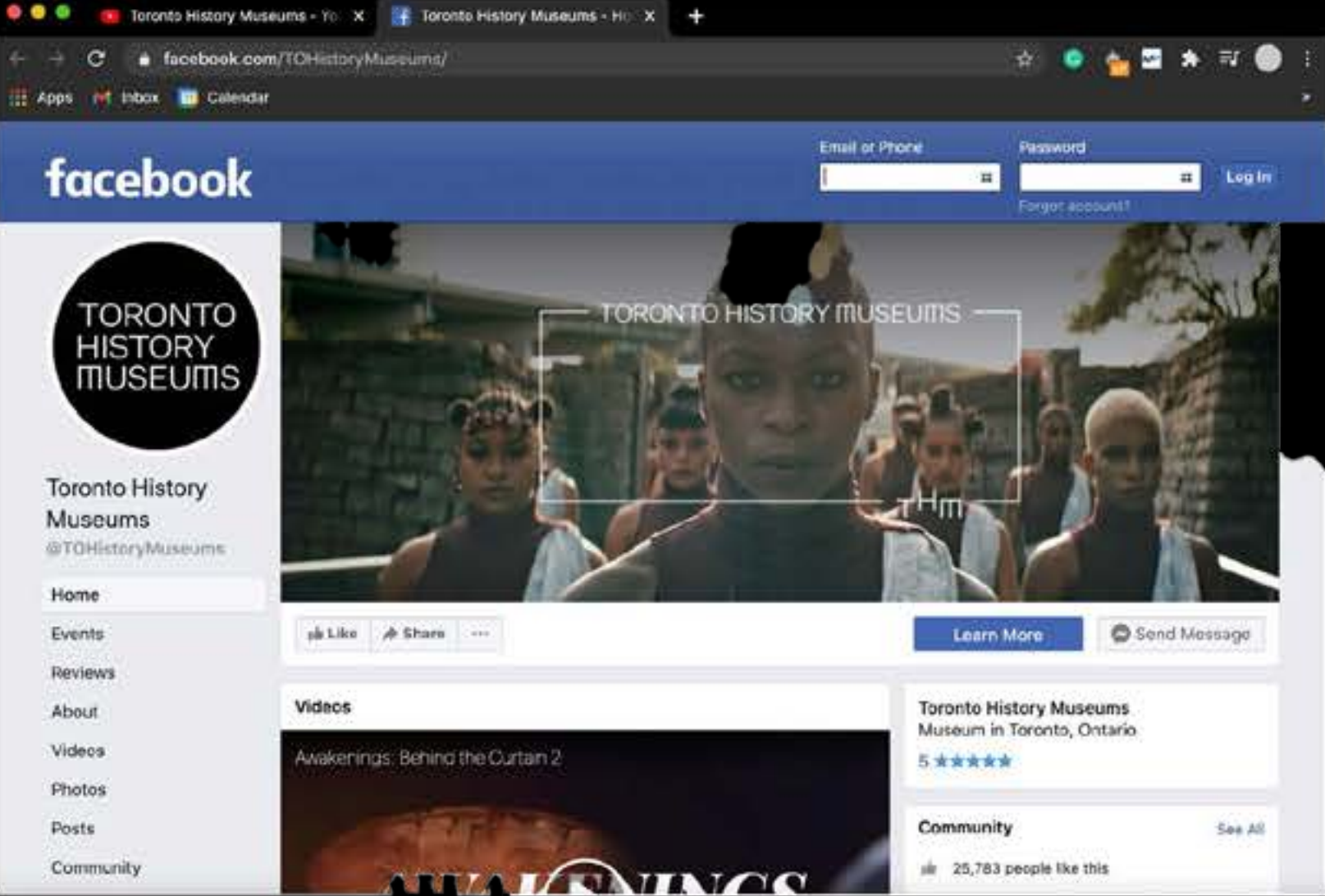
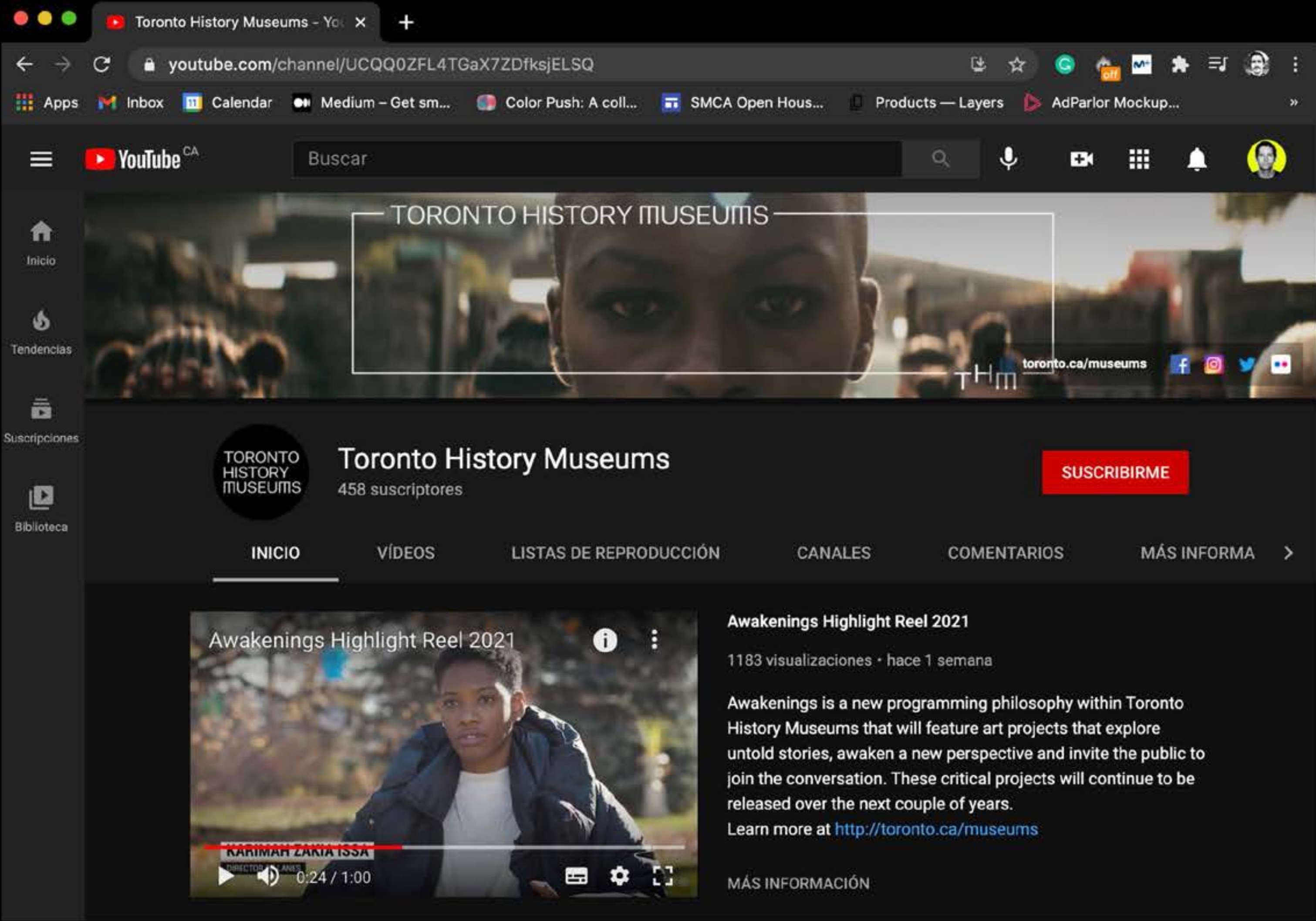
THM

FORT YORK NATIONAL HISTORIC SITE

Call 311







TORONTO 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

1827 1827 1827 1827 1827 1827

1827 1827 1827 1827 1827 1827

1827 1827 1827 1827 1827 1827

1827 1827 1827 1827 1827 1827

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 condensed letterform 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

NTO HISTORY MUSEUMS

The minimum clearance space a logo can appear is the same as 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

NTO HISTORY MUSEUMS

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.

1827 1827 1827 1827 1827 1827

1827 1827 1827 1827 1827 1827

1827 1827 1827 1827 1827 1827

1827 1827 1827 1827 1827 1827

TORONTO HISTORY MUSEUMS

GUIDELINES

CITY OF TORONTO

48

From enslaved to free and employed.

Meet Joshua Glover a free man.

1827 1827 1827 1827 1827 1827

1827 1827 1827 1827 1827 1827

TORONTO HISTORY MUSEUMS

GUIDELINES

CITY OF TORONTO

49

Instagram 1:1

Shown at 400x400, 20% 1080 x 1080px

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.

28

WORK

PAULA DOPUDA

P.DOPUDA@GMAIL.COM

La Maison Simons

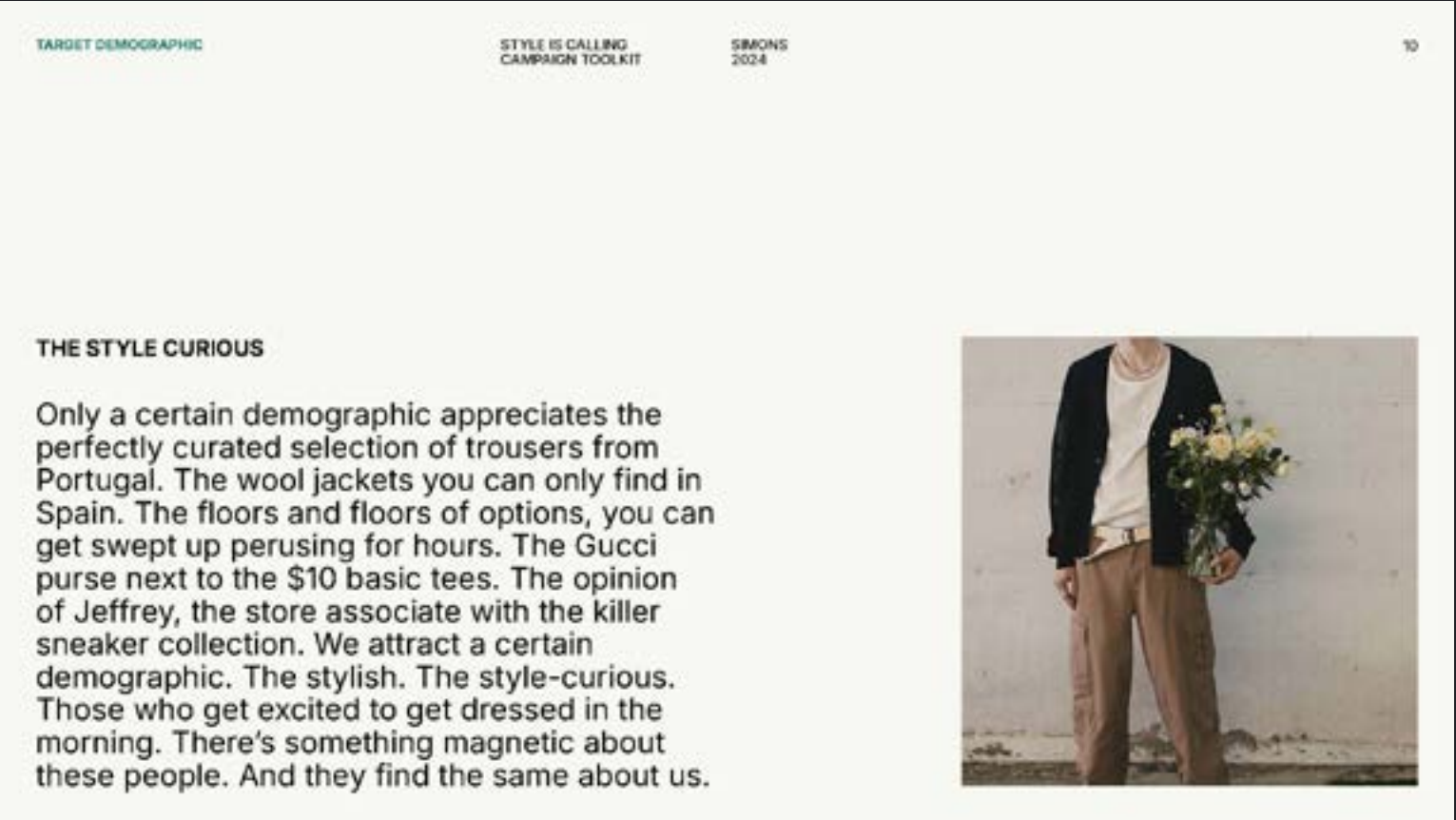
CAMPAIGN

LEAD DESIGNER

THE REVERED FRENCH DEPARTMENT STORE
SET OUT TO INTRODUCE THEMSELVES TO THE
REST OF CANADA AS A LEADING RETAILER OF
AFFORDABLE TO HIGH-END STYLES..









WORK

PAULA DOPUDA

P.DOPUDA@GMAIL.COM

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 A IDENTITY BASED ON WHERE THEY STARTED – STREET SIDE SIGNATURES.

Legalize Us.

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 world's most popular car comes with more safety than any other car in the world. The standard side-impact door beams are made of steel, not aluminum. And the standard side-impact door beams are made of steel, not aluminum.

The last draft by Legash, inspired by signs above, were in line of chain were 6. The 10 slave corporations, the one the 10 is considered as a sign one of today are purchased, however, the 10 is over 100, the same of.

The mySQL database, however, is not a "lightweight" database and the mySQL client application, the mySQL client, is not a "lightweight" client.

The industrial legs, and Paul refer to relationships, should a little more aware of it in my case.



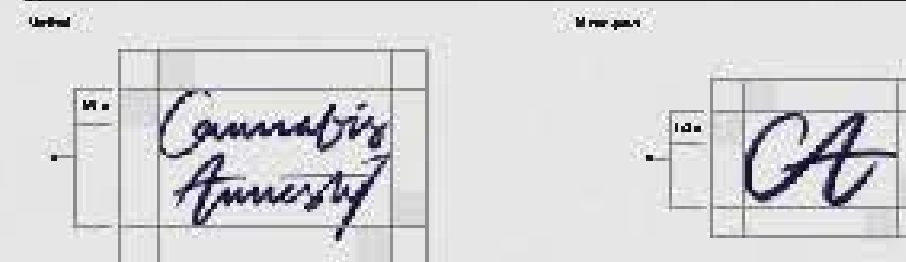
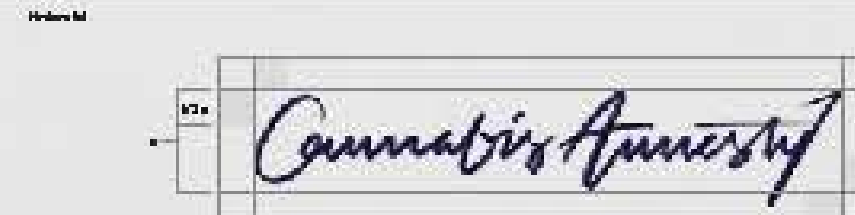
Clear Space

The Commission's report also includes an appendix on the state's new system of public safety.

He doesn't tell any more.
The above speaker tells us that he is
telling the kindergarten boys. We are right.
I am convinced by the high roll and
lower pitch that he is upper middle
class. He is in the class.

Unfired Leaps
The three-quarter mile sprint for 100 lbs. is the most grueling. The weight is so heavy that the legs are often injured, and the sprinter is often injured. The sprinter is often injured.

Mrs. Rogers
 The above space left at the top of the
 letter transgresses the right to
 the order of the highest and
 lowest point of the transgression.



Typography

IBC Award by Co-sponsor
The primary fund sponsor for
Cannabis for America is the Canna-
Cannabis for America

Use the following Comparison rules:

Working for others

the 1100s.
The original map of Upper and Lower
Maine, showing Upper Maine
disproportionately. This proportion was
a mistake, due to my belief, since
all maps are to be square, must
be true, and is an approximation
of the real world. In the end,
small maps.

Use the following instructions to copy and paste the code from this page:



Mail for Co-Editor: J.B.ODERGHUKLIN@CDR.STUW.AKZ/2
 ab-ode@ig.hj.klinexp.gr.stu.waw.pl
 137-45-6730@NA%; 5162%sgy@CD

ASDDEFGHIJKLMNOPQRSTUVWXYZ
abcde/fghijklmnopqrstuvwxyz
1234567890!@#\$%^&*~`-+={}

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 12345678901234567890

ABCDEF GHIJ KLMNOPQRSTU VWXYZ
a b c d e f g h i j k l m n o p q r s t u v w x y z
123 456 7890 5 6 7 8 9 0 5 6 7 8 9 0

Photography

[illegible]

Trichostema is a dioecious perennial herb in the family *Cruciferae*. It is one of the most common plants for a naturalist and is the most common of the *Cruciferae* in the area.

After a possible, explain any other
that, during the last 12 months, you
represents your business, which
should be or would be a liability,
corporate partnership or other legal
relationship.



Photography
Image Editing - Photoshop

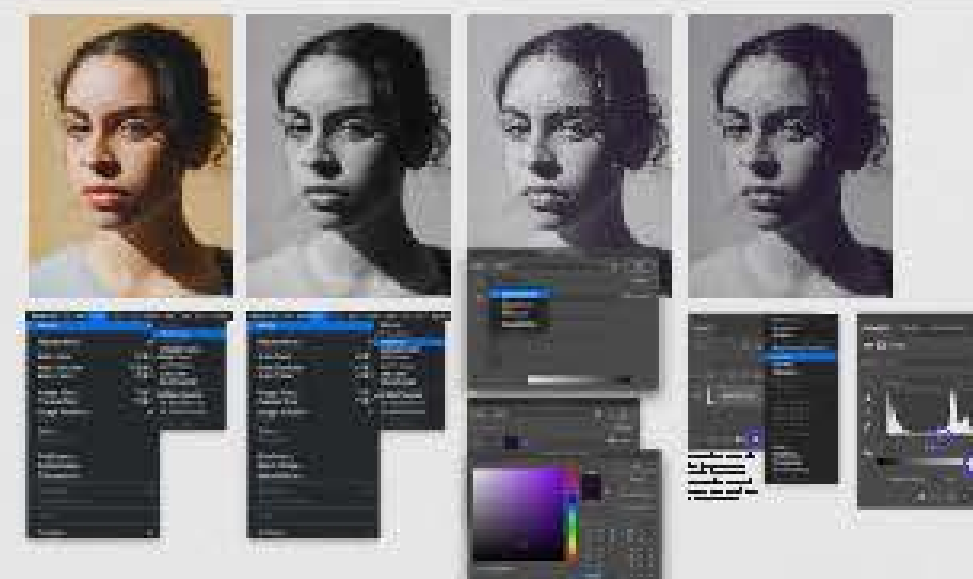
Shyness
It reduces the probability of being
in life's, since the longer the
Shyness of the mind and body is
Phenology, which is a, is a
Shyness of the 1. In the collection of
a whole mind under the
it.

Exercises
 Consider the following results with respect to
 the number of hours of sleep per night of
 individuals in a community. The data are as follows:

Notes:
To apply the signs above based on the
user's age or gender, select the appropriate
code in the Type field and save the record.
There is nothing else that has to be changed
for the field. Please be sure to use the
code 000000.

THESE ARE THE HIGHLIGHTS OF
THEIR RECENT RESEARCH
ON THE EFFECTS OF
LIFE-STYLE CHANGES ON

Levski.
 "I write many of the letters today
 for about another year, but they will
 end the year the month of the long
 night. For the first time of freedom
 like I have, I have the freedom
 like I have, I have the freedom
 for myself, it is free."



Stationery





(YES, THIS IS INDEED HER IN A BRIT PUB)

Reference

CHELSEA PALMER
ACD

CHELSEAKIMCOYLE
@GMAIL.COM

TITLE SLIDES
FEATURED IN
THIS DOCUMENT
ARE PERSONAL
PHOTOGRAPHS
FROM ICELAND
IN MAY OF 2024

Contact
Information

P.DOPUDA
@GMAIL.COM

PAULADOPUDA
.COM