

# Communication by Design

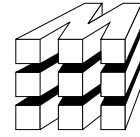
Not by chance, but by design. That's how effective communication happens.

It happens when a creative team listens to a client. And learns.

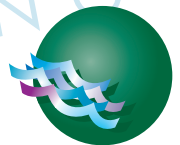
It happens when they capture what they've learned in a powerful and creative concept.

And it happens when they drive home that concept with precisely crafted words and images.

Effective communication happens by design. And we can make it happen for you.



**Library  
MASTER**

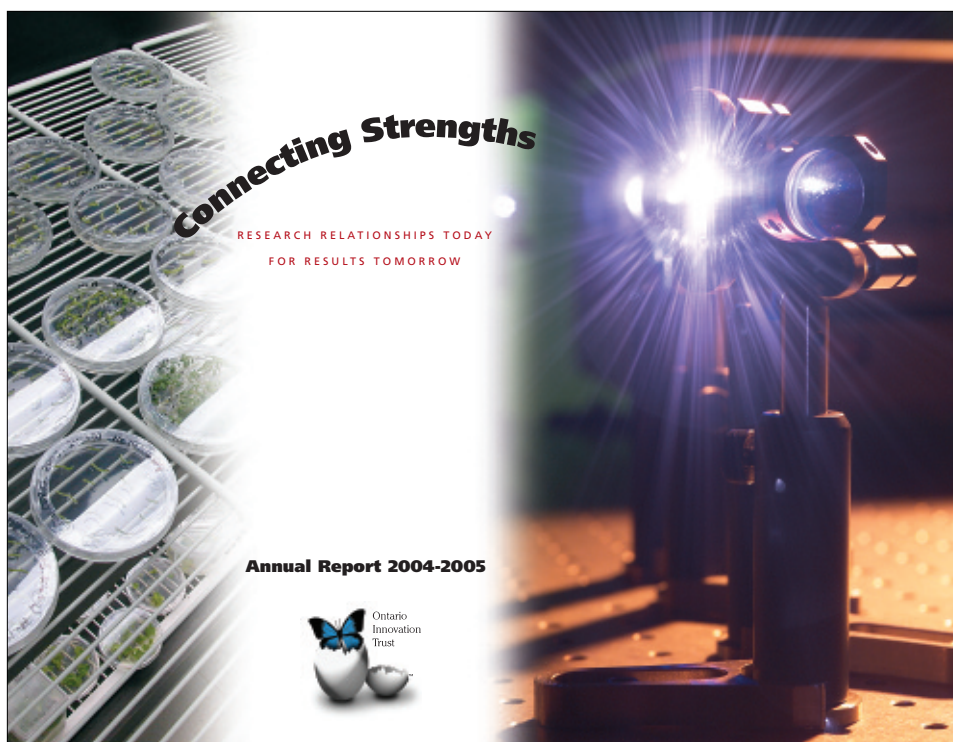


## **Wes Laing & Associates Inc.**

52 Bywood Drive  
Toronto, Ontario M9A 1L9  
416-236-3737  
weslaing@wladesign.com  
www.wladesign.com  
Communication by Design



# Communication by Design



## Reporting Research — The Ontario Innovation Trust

The Ontario Innovation Trust was created by the Ontario government in 1999 to provide over \$800 million in funding for infrastructure for advanced research.

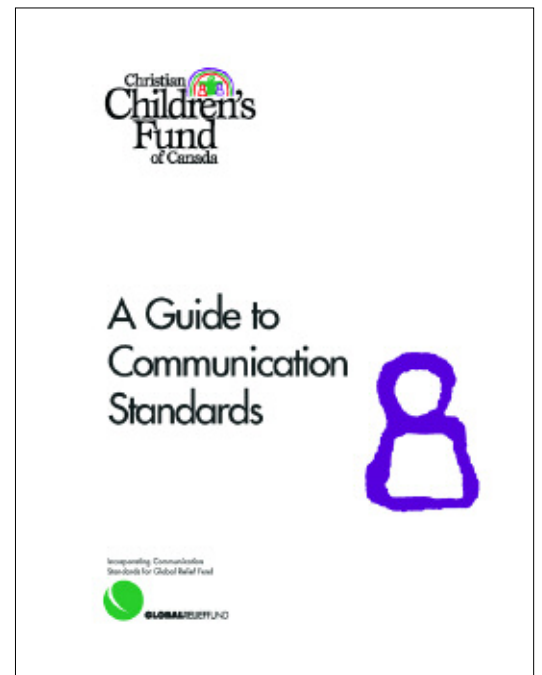
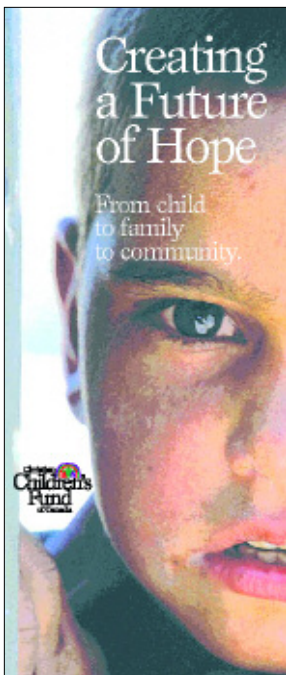
The Trust's mandate requires it to report regularly on its work, and that's a challenge because of the multiple audiences involved: government departments, educational institutions, the research community and the general public. Since 2003, the Trust has turned to Wes Laing & Associates for help in designing and writing its annual reports, and the result has been a series of booklets that have won kudos for being highly attractive and readable, while retaining a high degree of accuracy in reporting on scientific research.

The reports have been so successful that the Trust also asked Wes Laing & Associates to look at its web site. The result is a completely reinvented web destination that features the same focus on compelling design and intriguing story-telling.





# Communication by Design



## Communicating About Kids—Christian Children's Fund of Canada

Christian Children's Fund of Canada is one of the country's leading relief and development organizations, working with a focus on children through over 100 projects in 11 countries around the world.

When the CCFC needed to bring a fresh, contemporary and coherent look and tone to their promotional materials, they turned to Wes Laing & Associates. The first step was a redesign of the organization's corporate identity, including the development of a comprehensive set of corporate standards. Since then, we've created a series of brochures for the CCFC's different programs. These print pieces all have differing functions and audiences, but preserve a strong family resemblance, both in the fresh, clean look of the design and in the friendly, clear tone of the copy.



# Communication by Design



## Keeping the Reps Rolling—Lakewind Transportation

Lakewind Transportation is a logistics firm that connects companies with shipping needs to the trucking resources that can meet those needs.

Lakewind's business is built largely on personal relationships, and face-to-face presentations by sales representatives are centrally important to marketing. The firm realized, however, that it needed a printed piece to support its reps' verbal presentations and to serve as a leave-behind summary.

Based on an understanding of the dynamics of a live sales presentation, Wes Laing & Associates produced a colourful folder that captures the dynamic ethos of the company, provides step-by-step visual support for the sales rep, and fulfills the leave-behind role.





# Communication by Design



## Multimedia Mission—Canadian Baptist Ministries

Canadian Baptist Ministries serves Baptist churches across Canada, providing resources for outreach and service in their own neighbourhoods and opportunities for involvement in global mission.

To help support churches in their local mission efforts, the organization wrote a series of lessons on cross-cultural outreach called *The Song In the Borderland*. Wes Laing & Associates was asked to revise and package the resource to make it attractive and accessible. We began by significantly editing and revising the content, then designed and produced the final package that includes several print pieces and a DVD, all in an attractive case. Video production for the DVD included scripting, a location shoot, editing and the commissioning of original music.



## WHAT KIND OF TREATMENT DO YOU GET FROM TV REPS?



**OURS.**

If you're an independent television station, the treatment you get from your TV rep house may be less than first class. Especially if they're corporately owned and operated.

And that's understandable. They've got other priorities.

With the recent flurry of sales, mergers and buyouts in the industry, it can even be hard to tell who they are working for—and whose interests they have at heart.

At AirTime, however, you go first-class all the way.

We work one hundred percent for you. No divided loyalties. No discount-fare status. No politics. You get our undistracted attention and all the services you'd expect from Canada's most established independent television sales organization, including fully-staffed offices across the country and complete in-house research capabilities.

So if you're getting tired of the tourist section, give AirTime a call.

We'll upgrade you to first.



**THEIRS.**



**Vancouver:**  
AirTime Television Sales  
1037 West Broadway, Suite 104  
Vancouver, British Columbia V6H 1E3  
Tel: (604) 736-6634  
Fax: (604) 736-8059

**Toronto:**  
AirTime Television Sales  
6 Crescent Road, 2nd Floor  
Toronto, Ontario M4W 1T1  
Tel: (416) 923-7177  
Fax: (416) 923-7620

**Montreal:**  
Robert Cole Media  
4150 Ste-Catherine Ouest, Suite 360  
Westmount, Quebec H3Z 2Y5  
Tel: (514) 989-1510  
Fax: (514) 989-7171

## HOW TV REPS SEE YOUR STATION.



**OURS.**



**THEIRS.**

If you're an independent television station, you have to wonder. Does your rep house see your operation as a driving force in all they do? Or do they see you as the caboose on someone else's train?

If they're corporately owned and operated, you're probably bringing up the rear.

And that's understandable. They've got other priorities. With the recent flurry of sales, mergers and buyouts in the industry, it can even be hard to tell who they are working for—and whose interests they have at heart.

At AirTime, however, there's no confusion about who's latched to whom.

We work one hundred percent for you. No divided loyalties. No last-in-line status. No politics. You get our undistracted attention and all the services you'd expect from Canada's most established independent television sales organization, including fully-staffed offices across the country and complete in-house research capabilities.

So if you're tired of being railroaded in the wrong direction, give AirTime a call.

We'll help you get things back on track.

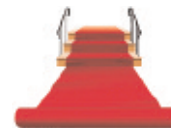


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## WHAT KIND OF TREATMENT DO YOU GET FROM TV REPS?



**OURS.**



**THEIRS.**

If you're an independent television station, you may not exactly get the red carpet treatment from your TV rep house. Especially if they're corporately owned and operated.

And that's understandable. They've got other priorities. With the recent flurry of sales, mergers and buyouts in the industry, it can even be hard to tell who they are working for—and whose interests they have at heart.

At AirTime, however, we give you the royal treatment. We work one hundred percent for you. No divided loyalties. No cut-rate status. No politics. You get our undistracted attention and all the services you'd expect from Canada's most established independent television sales organization, including fully-staffed offices across the country and complete in-house research capabilities.

So if the service you're getting from your current TV rep house is getting a little threadbare, give AirTime a call.

We'll give you the kind of welcome you deserve.



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### New Profile, New Business—AirTime Television Sales

AirTime sells advertising time on behalf of a growing number of independent television stations.

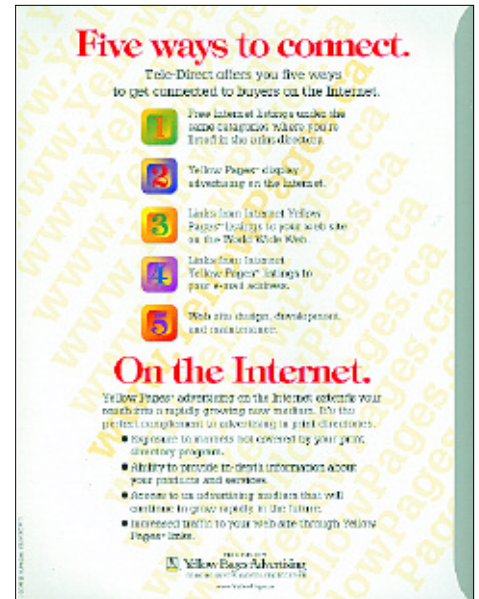
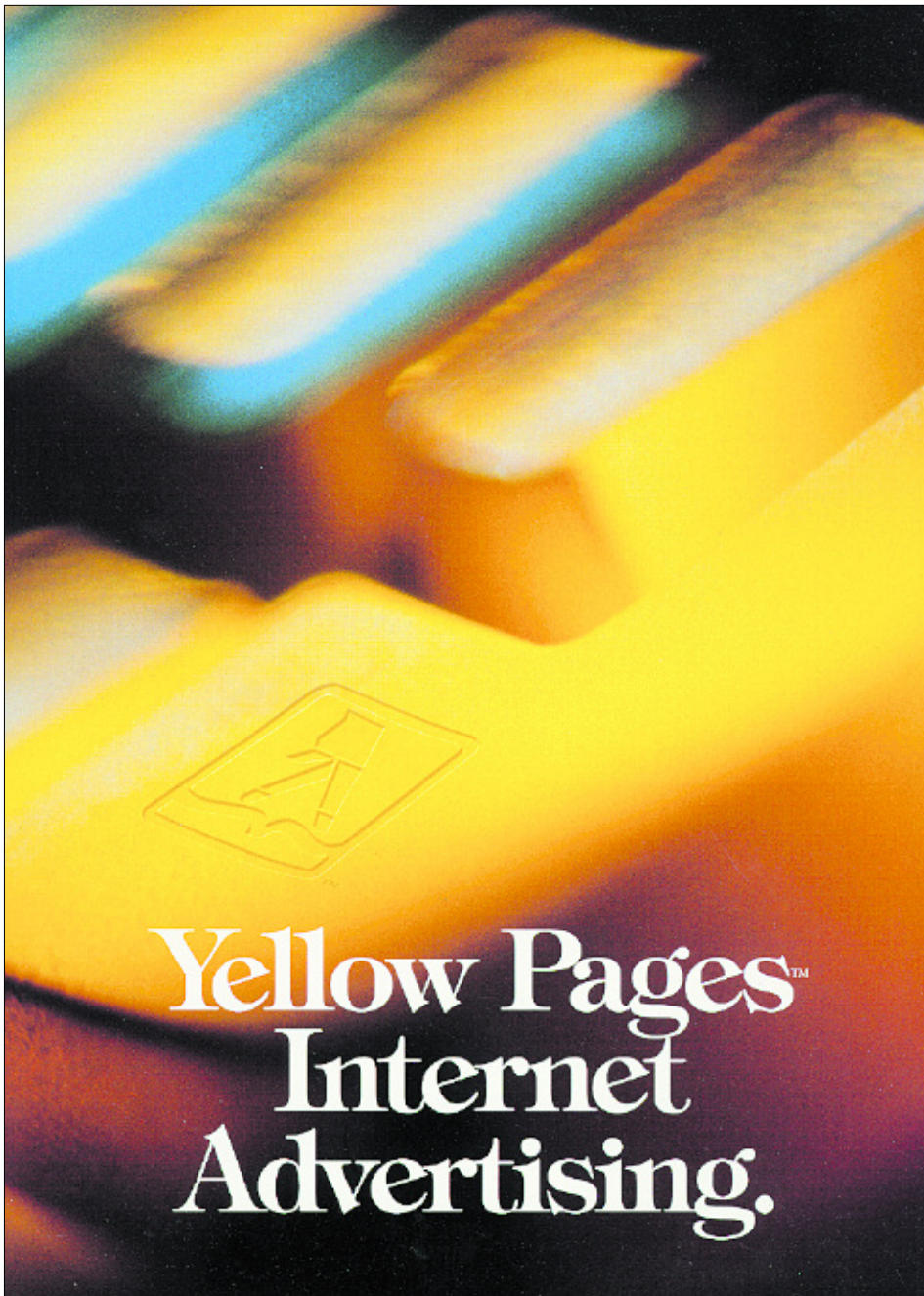
The company chose Wes Laing & Associates to concept, write and design a series of ads in Marketing magazine aimed at landing key new accounts in Western Canada and at raising their profile as a national firm.

The ads had to feature AirTime's personalized and client-driven approach to business; had to play to the feisty mindset of independent station owners; and had to project a creative sophistication that would mark AirTime as a national player.

The resulting "Ours/Theirs" series we created was instrumental in landing the target accounts—and in successfully building the image of AirTime as a significant presence in the broadcasting and advertising community.



## Communication by Design



### Selling the Net—TeleDirect

TeleDirect publishes the Yellow Pages Directories across much of Canada and also offers its customers a variety of internet advertising services.

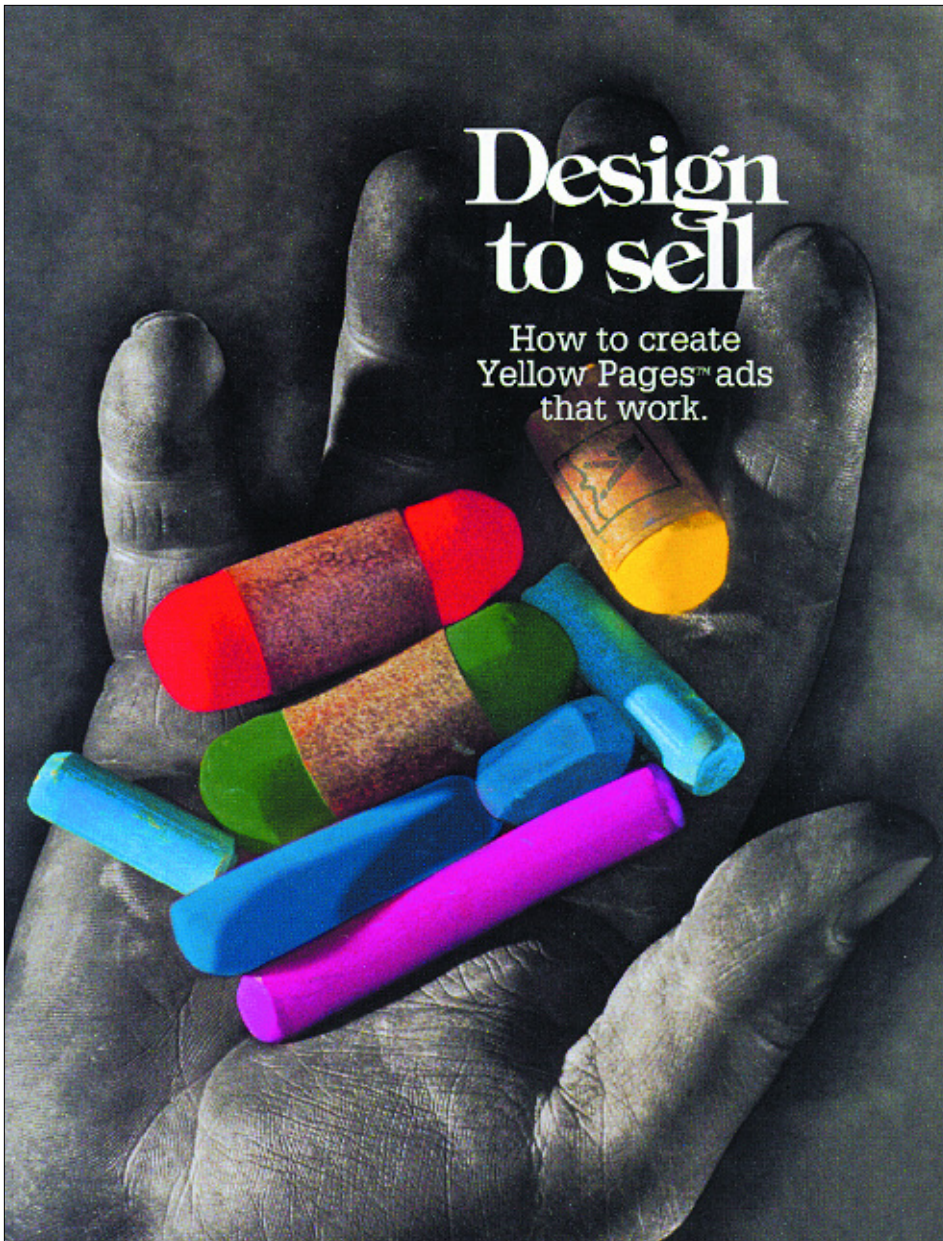
To introduce some of the latter services, the company chose Wes Laing & Associates to design a introductory folder and sell sheets for use by their sales force as both a presentation tool and a leave-behind. The challenge was to make the piece work equally well in both settings—and to use lots of yellow!

The resulting publication has been enthusiastically received by sales personnel and customers alike.





# Communication by Design



**Make your ad work.**

**Hard.**

**How this booklet helps you.**

This booklet was created to help you succeed with your printed Yellow Pages® Directory advertising whether you are a business or a professional. It is looking for tips on the writing techniques that will boost your response.

Starting from scratch? Just review each section and you'll emerge with a good understanding of what has to be done to succeed.

Already advertising? It will be the State of Canada or the Yellow Pages® book that will be the information you need to complete the job.

Want more tips? If you prefer, we can develop your ad from concept to finished product.

Whatever you want, just call us at Yellow Pages® Directory Advertising Consultants for quality professional advice.

**Standards.**

For your print advertising ad production stages to ensure top quality reproduction of your advertising material. However, high reproduction of color and detail on halftone and photographic content always be your goal.

Please refer to the following industry standards for specific requirements placed on various materials as required by our customers. These are industry standards that also address such items as font size, type or serif, serif, photographic quality. These standards cover various items in the printing process, and provide additional background to the guidelines that are in this package.

- **PRINTING:** Magazine Advertising, Canadian Standards.
- **PRINTING:** Specifications for Non-Hour Advertising Printing.
- **PRINTING:** Specifications for Non-Hour Publications.

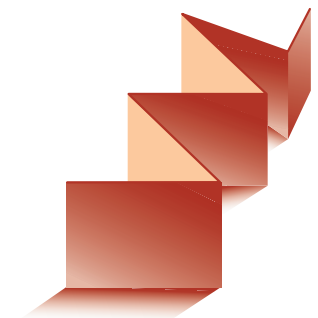
Additional relevant information can be found at:  
• **CARD:** Canadian Advertising Rules and Data.

## A Value-Added Tool—TeleDirect

TeleDirect is publisher of the Yellow Pages Directories for much of Canada. As a way to add value to their advertising service, the company wanted to produce a tool to help their customers in the creation of their Yellow Pages ads.

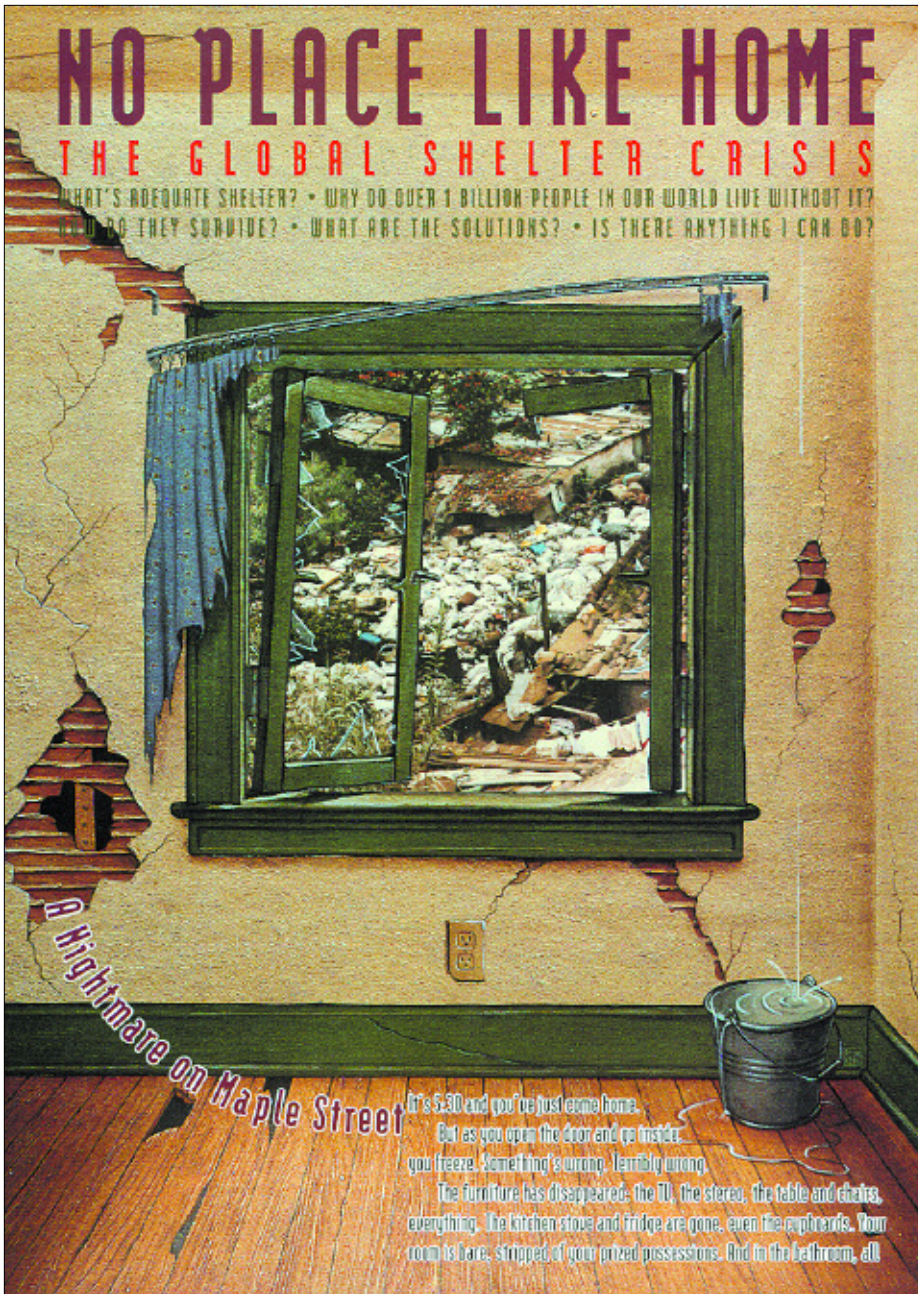
Wes Laing & Associates was chosen to design the 36-page guide, which has been enthusiastically received—and used—by TeleDirect customers across the country.

SALES SUPPORT





# Communication by Design



## Gimme Shelter...—World Vision Canada

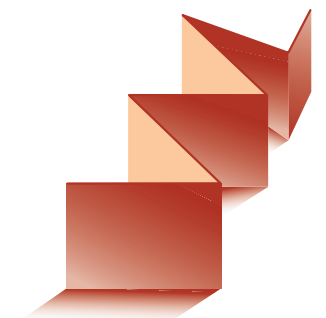
World Vision is a humanitarian aid organization that works in relief and development in many parts of the Third World. As part of maintaining an awareness of international issues, it also publishes a variety of educational resources for use in Canada.

World Vision chose Wes Laing & Associates to concept, write and design a resource for use in high schools around the issue of shelter.

In response, we created a colourful folder that doubles as a poster, and mixes photos, comic strips and first person accounts with imaginative interactive exercises. The resource is widely used in high schools across Canada and has become a staple of World Vision's development education program.



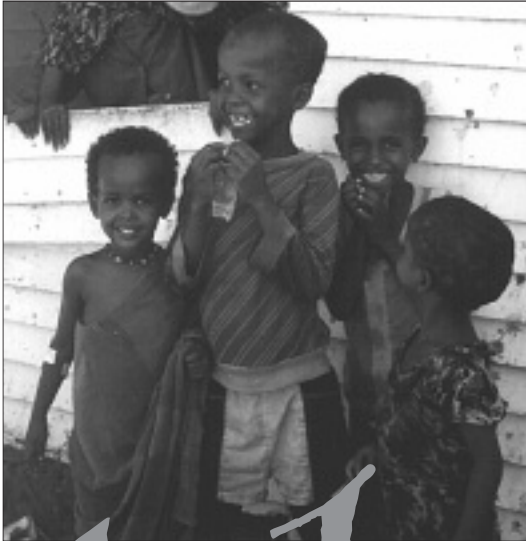
EDUCATION



# WHOLENESS

## WHAT GOD WANTS FOR HIS WORLD

God longs to restore His fallen world to a state of shalom—wholeness. That's why mission must address the whole range of human need.



### WHAT DOES SCRIPTURE SAY?

- About God's intentions for this world?
- About the poor?
- About meeting physical and social needs in Christ's name?

Shalom

PEACE, HEALTH, WELL-BEING, SOUNDNESS, COMPLETENESS, WHOLENESS.  
The shalom of God's garden has been shattered. And in our broken world the poor suffer most.  
But with God's help, we can seek wholeness again—together.

## SEEKING SHALOM TOGETHER

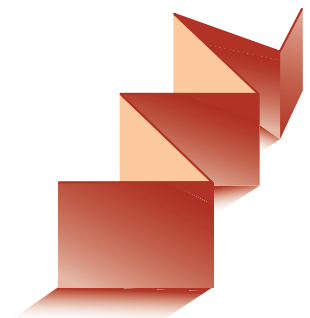
ONE IN A SERIES OF BRIEFINGS ON POVERTY AND DEVELOPMENT FROM A CHRISTIAN PERSPECTIVE

### Communicating the Whole Thing—The Sharing Way

The Sharing Way is a church-based aid organization that works in relief and development in the Third World. It has always emphasized the importance of educating its constituency on the principles behind international development.

Wes Laing & Associates was chosen to write and design an in-depth curriculum to this end, designed to be a comprehensive introduction to the topic—and cost-effective for a charitable organization to produce.

We chose to base the material on the biblical idea of “shalom” or wholeness. The resulting series of boldly-designed one-colour eight-page folders makes extensive use of images and exercises to build an awareness of complex issues step by step—and has proved to be an effective resource for educating the support constituency.





# Communication by Design



## Thinking Outside the (Blue) Box—Merchant Retail Services Limited

Merchant Retail Services Limited provides a range of services to retailers, focused primarily on loyalty programs.

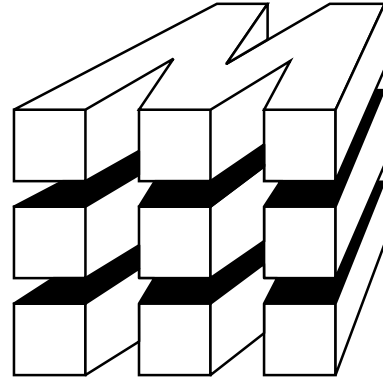
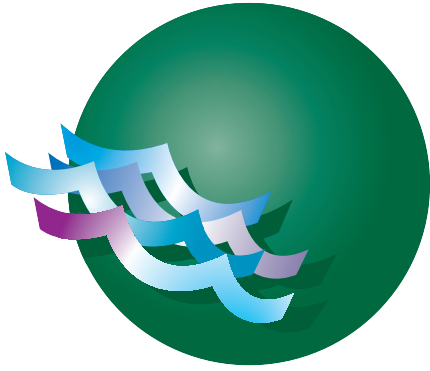
When the company was offered the opportunity to make presentation of its capabilities to Birks of Canada, they chose Wes Laing & Associates to provide creative concept and design services.

Birks was asking for a look that would help it break into a younger market, and in response to this request, we created a series of graphically-strong loyalty card concepts representing a range of approaches, each one backed by a distinct creative and marketing rationale—and each one with a touch of Birks blue.

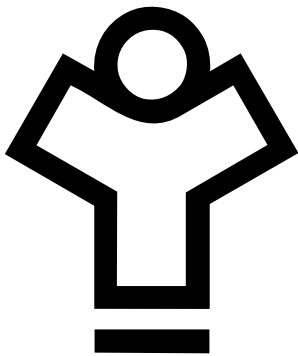
SUPPORT



# Communication by Design



**Library  
MASTER**



**AIRTIME**

**TELEVISION  
SALES INC.**

## Making a Mark

The creation of a corporate identity demands a detailed understanding of the client and the client's business. At Wes Laing & Associates, our communication-by-design philosophy ensures that we take the time to gain that understanding, then translate it into a powerful and unique visual that memorably communicates the identity of the organization.

Over the years, we've developed identity programs for a wide variety of clients—and where required, have also produced design standards manuals to ensure a consistent corporate look.

Some samples of our work (clockwise from upper left): Canadian Baptist Ministries; Mercer Financial Services; AirTime Television Sales; Yonge Street Mission; Library Master reference software.





## Communication by Design



### Fall is **Hot** at Fairweather!

It's fall in the city, and the temperature's dropping.  
But things will be heating up at Fairweather  
during our

### Fall is **Hot** Sale

starting Friday, October 11  
with savings of up to 30% on everything in the store.

And because you're a valued Fairweather shopper,  
we want you to be first in line for savings.

Present this notice and save an **extra 10%** off  
the lowest ticketed price on all regular and sale merchandise.

**October 11 - 18 ONLY**



Her rewards.  
Her savings.  
Her card.



Ask your sales person about the  
rewards of the Fairweather Card.

### Looking for Loyalty—Merchant Retail Services Limited

Merchant Retail Services Limited provides a range of services to retailers, focused primarily on loyalty programs.

When clothing retail giant Dylex asked for a presentation, MRSL turned to Wes Laing & Associates for a full-spectrum design presentation including loyalty cards, mailers and in-store support. We responded with a range of concepts for the presentation, including copy as well as graphic design.

The presentation put Merchant Retail Services on the short list for providing loyalty program services to the Dylex-owned Fairweather chain.

S U P P O R T



# Communication by Design



"I, the Lord...will turn the  
desert into pools of water, and  
the parched ground into  
springs. I will put in the desert  
the cedar and the acacia, the  
myrtle and the olive..."  
Isaiah 41:18,19

## A Harvest of Refreshment.

Plant trees.  
Dig wells.  
And produce  
a lasting harvest  
of refreshment.

The Canadian Baptist  
relief and development ministry

**The  
Sharing  
Way**

Your partnership of hope  
with the poor

7125 Midland Ave. (Westonway) Ontario L3A 9L1  
Phone (905) 821-3533 Fax (905) 826-3441  
Email: [thesaringway@comm.org](mailto:thesaringway@comm.org)

Get your "Harvest" box today! Ask your  
pastor or mission co-ordinator for one—  
and for more information on how you or  
your group can get involved!



## Refreshingly Different—The Sharing Way

The Sharing Way is a church-based aid organization that works in relief and development in the Third World.

Needing a fresh approach to their annual fundraising campaign, they asked Wes Laing & Associates to develop a package that would communicate the need for agricultural development while at the same time celebrating the abilities and initiative of the poor, and avoiding the "downer" stereotypes of life in the developing world.

In response, we created materials (a poster, leaflet, place mat and coin box) that challenged donors to help farmers dig wells and plant trees that would provide harvests in the long-term. Interesting facts and recipes from around the world provided the "seasoning."

The campaign that was so popular that it was extended for an additional year.





## Communication by Design



### Food For Thought—FTI FoodTech

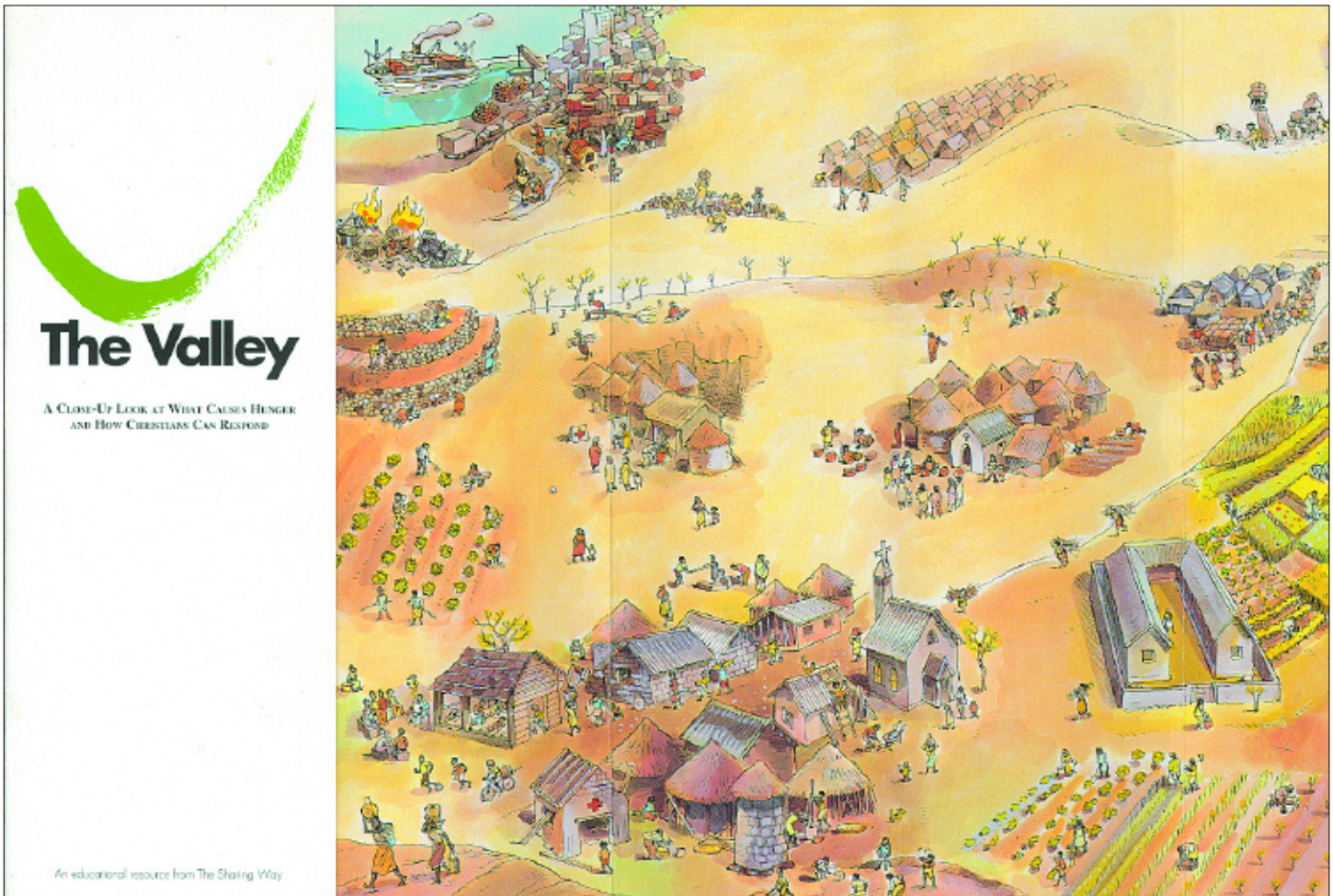
FTI FoodTech is a research company that develops new food products, then sells them to manufacturers.

The company had created a chip dip that needed no refrigeration, and turned to Wes Laing & Associates to develop a trade show exhibit that would showcase the product and its no-refrigeration-required advantage.

The result was a memorable copy and design concept. We sourced the appropriate exhibit system and produced the graphics to fit, creating an show-floor profile that worked effectively for FTI at several trade gatherings across North America.



# Communication by Design



## Fictitious Valley, Real Issues—The Sharing Way

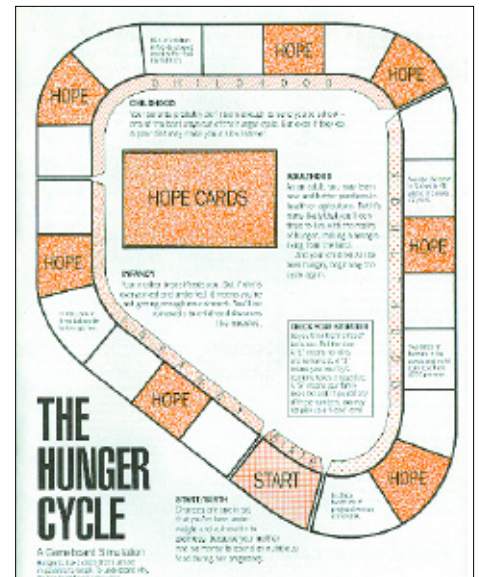
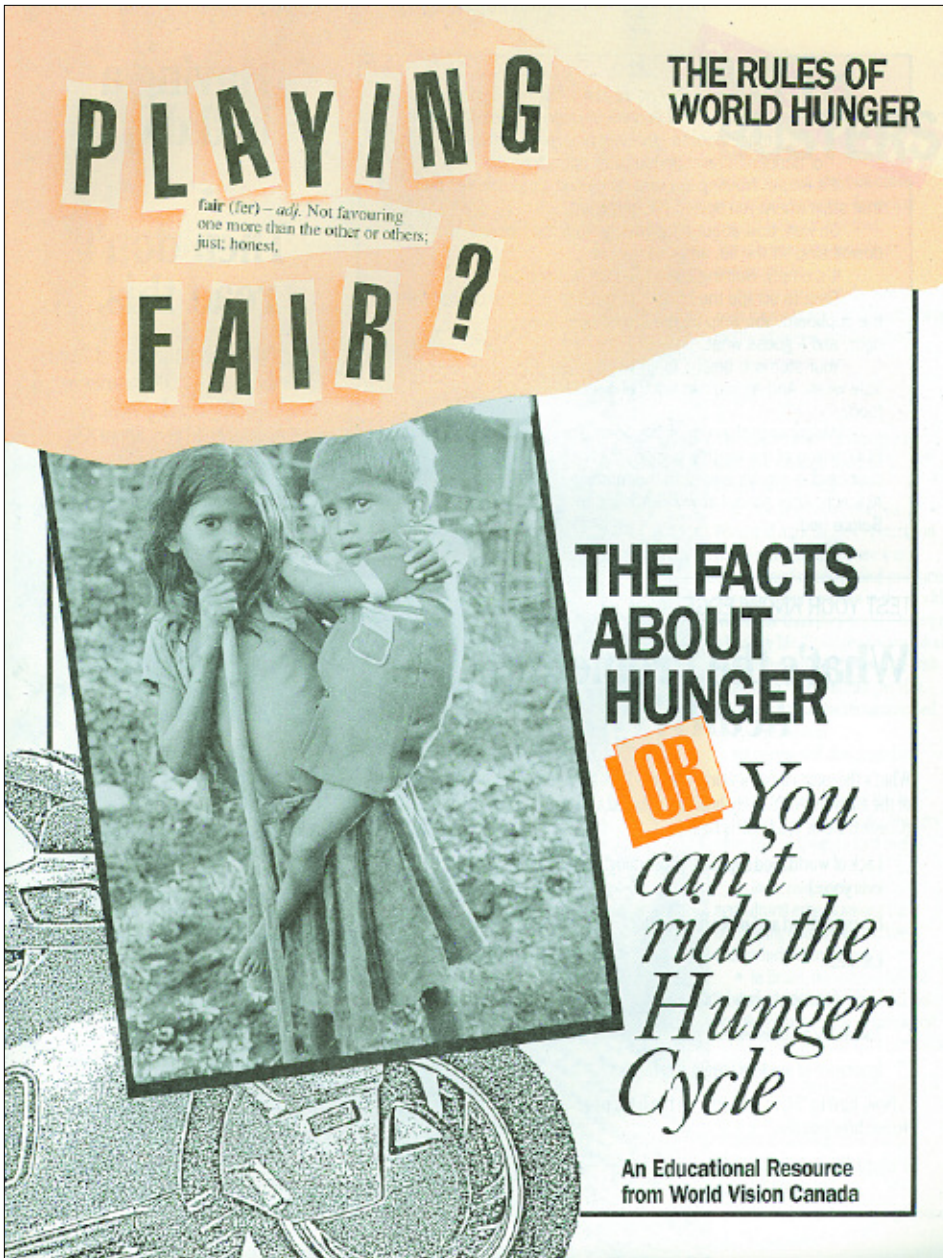
The Sharing Way is a church-based aid organization that works in relief and development in the Third World.

Always leaders in the area of development education, The Sharing Way asked Wes Laing & Associates to develop a new and creative tool for communicating development issues in an accessible and memorable way.

The result was a booklet-style guide to a fictitious valley in the developing world where all of the factors that impact development could be seen at work. A full-colour fold-out illustration of the valley provided an overview; individual chapters were keyed to close-up scenes that highlighted particular issues.

The resource was very popular and has since been adapted for use by other relief and development organizations.





## Learning the Rules of the Game—World Vision Canada

World Vision is a humanitarian aid organization that works in relief and development in many parts of the Third World. It also publishes a variety of educational resources for use in Canada.

World Vision selected Wes Laing & Associates to develop its first educational package designed for use in high schools. To reach this challenging audience, we created a series of six lessons (plus a teacher's guide), each built around an original board game. Bite-sized pieces of information and imaginative interactive exercises supplemented the board games to create a resource that entertained and intrigued as it explained.

The package has been through many printings and remains among World Vision's most popular educational resources.

# Communication by Design

If communication is your goal, talk to us.

Communication by design. It's the way we always work whatever the project and we can do it for you.

Wes Laing & Associates creates quality print, corporate identity, exhibit and multimedia communications for organizations in a wide variety of fields.

Our experience provides a high level of confidence for our clients from concept right through production for advertising, direct mail, posters, brochures, and educational material, as well as complete production of display and multimedia projects.

- We can provide creative concept, writing and design together, with all the advantages and synergy that come in working with a well-established team—or we can also provide those services separately.

- Our specialty is print, but we're also experienced and equipped to handle the video or multimedia dimensions of your project.
- Consultation on design and writing for magazine and newsletter publishing is a growing specialty for us. We can help you launch your new publication by developing a concept and graphic design framework within which the periodical can be produced issue to issue.

Why should you work with us?

In a nutshell: the combination of our modest size and our extensive experience enables us to offer you a unique blend of personal attention and professional product at a reasonable price.

For more information or to arrange to see more of our work please call 416-236-3737.

## Partial Client List

AirTime Broadcast Sales  
Bell ActiMedia  
(formerly TeleDirect)  
Canadian Baptist Ministries  
Christian Children's Fund  
of Canada  
Household Financial Services  
Lakewind Transportation  
Ontario Power Generation  
(formerly Ontario Hydro)  
Ontario Innovation Trust  
Scott Mission  
Target Broadcast Sales  
World Vision Canada

