

CONTACT SCOPE: /+1 (416) 731-0346 /hello@scopemedia.ca

A FOCUS ON PARTNERSHIP

PROSPECTIVE PACKAGE JUNE 2014

A clear perspective  **scope**

“Pleased to meet you.”

Hello.

We’re Scope Media. We help businesses communicate.

Our language is graphic design. We strive to always speak clearly, concisely and with purpose.

We specialize in translating words and numbers into ideas and conversations.

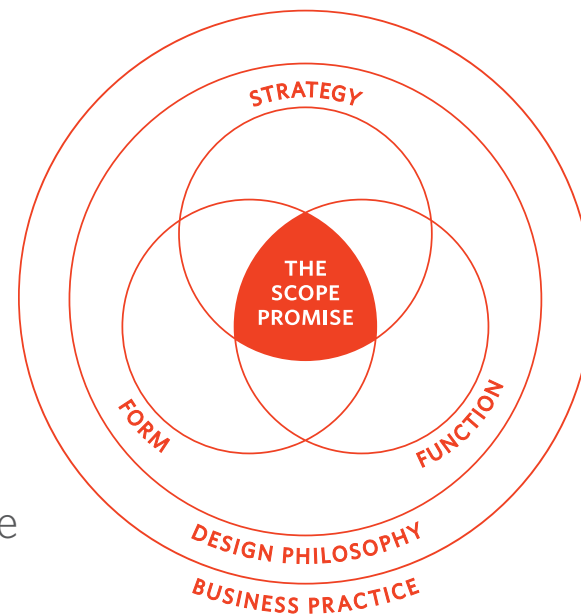
Please continue reading to learn more about the work we do, and how we can help with your next visual communications project.

We see the big picture... before helping you recreate it.

We understand business and never lose sight of the objectives unique to each project.

We strive for the balance of Form and Function—to create work that looks great and articulates strategically.

We achieve this by implementing creative and business processes that are organized, methodical, collaborative and transparent. Doing so guarantees that our work is always delivered on time and on budget.



A concept is worth a thousand pictures.

We work with organizations of all size and industry.

While each project presents a unique set of creative problems, we demand that all of our solutions are engaging, comprehensive, on-strategy and honest to the voice of the client.

We have a clean, corporate design style which emphasizes the use of composition, colour, typography and visual hierarchy. Our work is thoughtful and meticulous. We leave no pixel unturned.



UGANDA WOMEN'S ORGANIZATION
 BUILDING AND IDENTIFYING

Index

- Our Mission and Core Values
- Our Voice
- The Signature
- Symbol
- Logotype
- Space and Size
- Organization Colors
- Organization Typography
- Logo Variations
- Image Style
- Business System



Symbolic Content

THE SIGNATURE: LOGOTYPE

Concept: Fem

1) Adult Women

- Literal representation
- Figure stylized
- Inspired by traditional Ugandan attire
- Figures close together (Cooperation)
- Young women and mature women
- Garments color (Prosperity)
- Mature guidance (Leadership)

2) Radiating Sun

- Representativeness
- Associated with growth
- Figures walking (Prosperity)
- Circle symbol (re-contribution)

THE UGANDA WOMEN'S ORGANIZATION

The UgWO logotype was created in a classic serif style to convey the personality of the UgWO brand. The typeface used in the logotype is **Bold**. Its serif style provides a flow and renders a balance and symmetry that is secondary to the UgWO symbol. The logotype is presented in small capitals which further convey a personal view of the relevant metaphors.

A WOMEN'S ORGANIZATION

ORGANIZATION TYPOGRAPHY

Our primary font family is Candara. This humanist sans-serif typeface is available in various weights including Regular and Bold. Our secondary font family is Constantia. This serif font is used only to complement the primary font family (e.g., in the body of text). Both of these typefaces are bundled with Microsoft Office 2007.

Primary Typeface

- Candara Regular 16 pt.
- Candara Italic 16 pt.
- Candara Bold 16 pt.
- Candara Bold Italic 16 pt.

Secondary Typeface

- Constantia Regular 16 pt.
- Constantia Italic 16 pt.

The secondary color palette has been created to complement the primary colors. Blue is the key complimentary color. It completes the triad of primary colors: red, yellow and blue. Blue is representative of depth and stability and symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven. Varying tints (10% lighter than base value indicated) is permitted. Warm gray may be used in designs demanding neutrality. To ensure consistent representation of our brand identity always use high-quality vendors and reproduction methods.

Primary Colors

UgWO RED
 Pantone 1797 C
 CMYK: c0 m100 y100 k25
 RGB: r187 g20 b26
 Hex #c9282d

Secondary Colors

UgWO BLUE
 Pantone 7450 C

Young African Women



Brand Development

Opportunity





65% The percentage of consumers who use mobile devices to shop online.

RETAIL TRENDS

65% The percentage of consumers who use mobile devices to shop online.

As it's not just a matter of time, but a matter of how you use it, you need to use it for your business. It's not just a matter of time, but a matter of how you use it, you need to use it for your business.



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THRIVING IN THE CORNER

NICHE BOOKSELLERS CHANGING THE GAME

INDEPENDENT BOOKSELLERS SPECIALIZING IN WHAT THEY KNOW BEST



RCC LEADERS' PERSPECTIVES | **THE SEGMENTED CONSUMER** | **INDIE ROUNDTABLE** | **INSIDE** READ THE LATEST RETAILER'S GUIDE ON PAGE 29

E-books

The Bookstore of Western in London, Ontario, is celebrating its hundredth anniversary in 2016. In anticipation of the centennial, Manager Stephen Ciblar is reviewing the store's decades of history. This reviewing shows his bookstore's strong business is that same old-fashioned paper that has fascinated its customers in the past. Behind these are the end times for print.

This is not the first time that professional experts have forecast the end of the book. With the launch of every new medium, commentators and prophets said the traditional book was dead. Radio, television, student customers aren't giving up on the paper book.

"This e-reader is not new, but what we're seeing right now is a huge marketing push by Apple and Amazon. They're making e-books look sexy. But, although there will remain a percentage of physical books lost to downloads, when the hype calms down, we will be back to focusing on content, and on hard cover books," says Ciblar.

Hardy Brown, Co-owner of Words Worth Books Ltd in Waterloo, Ontario, says that e-books garner customers from readers. Bookstores and media be-

My biggest concern is for publishers. It is important that they survive because they are, in many ways, the guardians of quality in literary art. We must not create a reading world where only sensational works, whatever their quality, survive, where only those who can quickly throw down a story on the internet can thrive. We don't want to "burn down" our literature. There are some who think that self-published work, especially cheap, downloadable stuff, is particularly toxic. But, to me, quality is what is truly lost, however it is delivered.

- Shane Peacock 2010 Libris Award Winner, Book of the Year winner

Editorial Design

SCOPE MEDIA PROSPECTIVE PACKAGE | 6



How the world's favorite game became the world's deadliest weapon.



SMOKING ISN'T A HABIT. IT'S MURDER. www.lung.ca

Arctic tundra makes CRAPPY FIREWOOD.

The last time you passed one of those charcoal pits... you know how they look, it's been a long time. The one hidden in the woods behind the house... you know how they look, it's been a long time and still right. Fortunately, your team came prepared. We paired your Best Buy's DryLoft™ sleeping bag, filled with premium quality 200-gram goose down, with our new... it will keep you alive longer. It will even provide you a quick and comfortable sleep. Good thing too. Your team will need all the rest you can get for tomorrow's march.

The team was specifically designed to excel in these glacial conditions. An intricate system of ultra-thin fibers made possible within the sleeping bag. And it's contained, waxy-shaped design guarantees the heat will remain close to your body where it's



Nikon CoolPix S700 digital camera with its optical-zoom digital zoom technology. Get just what you want out of your photographs.



Advertising





Greg Kinnear - *Seinfeld* (November 22nd)
 With a sense of humor known from *Capitol Hill* to *Veep* (to *IT*) and beyond, Greg Kinnear has some classic Seinfeldian traits. Individuals born under this sign are known for being humorous, generous, open-hearted and having large, well-shaped skulls. Charismatic, they can also be impractical, suspicious and impulsive... especially when helping Larry David a new car.



NEW RELEASES · CLASSICS · FOREIGN · INDIE
 CRITERION · RARITIES · DAILY SPECIALS

COFFEE · SNACKS · FREE WIFI

AUTHENTIC ITALIAN
Gelato
Real Fruit Soft

THE LITTLE VIDEO SHOP

12 BALDWIN ST. (JUST WEST OF MCGAUL)



NOVEMBER

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
			1	2
4	5	6	8	9
11	12	13	15	16
18	19	20	22	23
25	26	27	29	30



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
3	4	5	6	7
10	11	12	13	14
17	18	19	20	21
24	25	26	27	28

Print Design

TORONTO ARGONAUTS
Blue Thunder Cheerleaders

E-MAIL MARKETING

177
The average number of emails that the top 100 American retailers sent to recipients in 2011. This number is up 87% from 2007.

12.5%
The percentage of emails that consumers opened in the first half of 2011, down from 19% for the first half of 2007. The number of clickthroughs are also down, from 3.9% to 3.2%.

17%
The percentage of online sales that begin with an email. This number has grown from 10%.

Nearly 1 in 3
The number of loyalty program members who open emails from retailers, compared with less than 10% for general subscribers.

PINTERESTING STATISTICS

1/5 - More than one-fifth of Facebook-connected users are on Pinterest daily, representing more than 2,000,000 members.

3.6% The percentage of referral traffic to company and organization websites that Pinterest is responsible for.

10.4 million The estimated number of registered Pinterest users worldwide.

97% The percentage of Pinterest users who are women. The biggest demographic are women aged 25 to 34.

429% The estimated percentage increase of unique visitors to Pinterest.com from Sept. - Dec. 2011.

98 mins The average number of minutes that Pinterest users spend per month on the site.

145% The percentage increase in daily Pinterest users since the beginning of 2012.

POST-RECESSIONARY IMPACT

70% The percentage of Canadian consumers who intend to reduce impulse purchases, shop during bonus events and/or shop at discount stores in the wake of the most recent recession.

Other categories reported the following percentages:

- 42%** FOOD
- 21%** CLOTHING
- 22%** HOME

ARE YOU ONLINE?
2,095,006,005
The total number of internet users around the world.

10.4 million

...NUMBER OF EMPLOYEES...

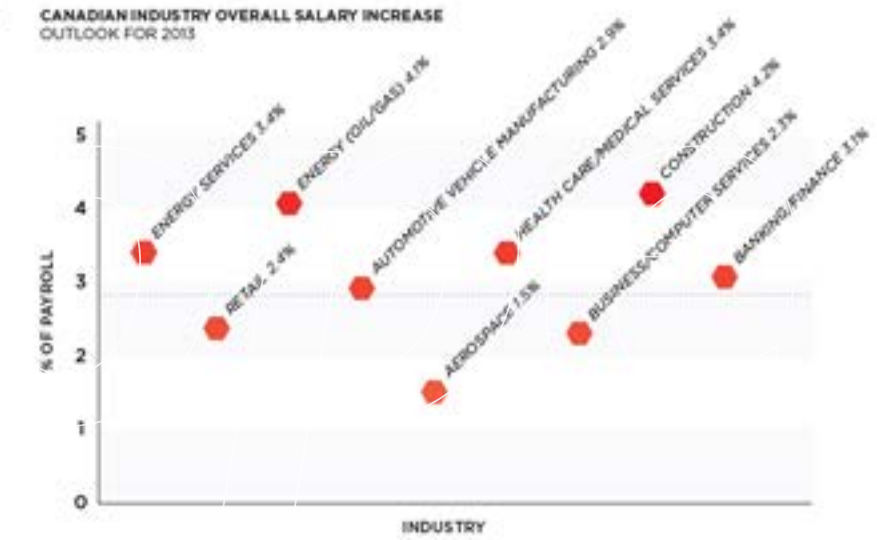
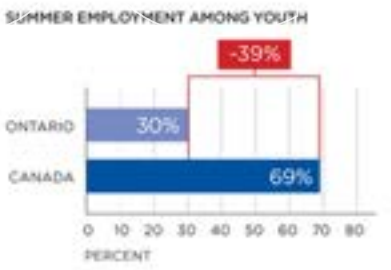
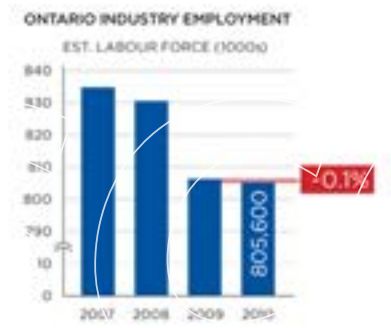
PROVINCE AND TERRITORY	%	JOBS	0-4	5-19	20-49	50-99
Newfoundland and Labrador	2.5	4,821	-3.5	5.0	2.0	6.0
Prince Edward Island	1.7	1,110	4.0	-0.2	-4.8	7.5
Nova Scotia	2.9	11,430	-3.7	2.5	-1.8	4.4
New Brunswick	3.0	9,493	-2.2	0.2	0.0	4.6
Quebec	0.5	15,580	-5.3	1.3	0.8	-5.1
Ontario	0.6	34,169	-3.5	1.9	2.8	2.4
Manitoba	-0.2	1,280	-3.9	0.9	1.1	-0.4
Saskatchewan	0.6	2,407	-1.6	0.9	1.4	2.3
Alberta	0.8	13,403	-1.6	2.7	0.7	2.4
British Columbia	0.1	1,527	-3.4	2.5	0.5	-0.6
Yukon	2.2	447	3.2	2.7	9.7	10.8
Northwest Territories	2.8	749	0.8	-0.7	6.9	-0.3
Nunavut	7.7	792	1.6	-0.4	15.2	-0.2

Year-over-year net change in payroll employment by province and territory 3rd quarter 2010

RETAIL 'SHOWROOMING' BY U.S. SHOPPER IS INCREASING

A new survey from Econsultancy highlights the increasing growth of mobile phone use to compare and check prices while in store, presenting retailers with opportunities abound. However, the survey also found that fulfilment of orders is critical to the success of the mobile initiative.

- 83%** The percentage of shoppers who indicate that the orders they placed online arrived on or before the in-store date.
- 80%** The percentage of respondents who carried out at least some of their holiday shopping online, while 47% relied on the internet for half or more of their shopping.
- 59%** The percentage of respondents who said that they would not shop again with a retailer that failed with its shipping promises.
- 43%** The percentage of respondents who increased their online spending for Christmas 2012 compared to the previous year.
- 14%** The percentage of U.S. shoppers who used a mobile device to shop this past holiday season. The same percentage was registered for the use of tablets.
- 26%** The percentage of U.S. shoppers who were 'showrooming', using a mobile to compare prices and check reviews when shopping in stores in December 2012.
- 28%** The percentage of U.S. shoppers who use a mobile device for their Christmas shopping. Responses also indicated a 50/50 split between smartphones and tablets supporting the need for multichannel optimization.



BOOKSELLER TECH TALLY

1. What inventory management system do you use in your store?

- BookManager: 67%
- Nebraska's Win/Prism: 7%
- Proprietary/Customized/our own: 5%
- Business Visions: 3%
- Visual Retail: 3%
- Other*: 15%

*Including: BookHound, Bookware, Custom Relational Database, Excel Worksheets, Ideal POS, Microsoft Dynamics Navision, MRS (Missouri), Square One, Wordstock

2. Does your store have a website?

YES 92% NO 8%



RETAIL COUNCIL OF CANADA STEWARDSHIP PROGRAMS

UPDATED JANUARY 2013

Infographic Design

SCOPE MEDIA PROSPECTIVE PACKAGE | 9

BEVERAGE CONTAINERS
PRINTED PAPER & PACKAGING
HOUSEHOLD HAZARDOUS WASTE
E-WASTE

TIRES
USED OIL
PAINTS/SOLVENTS

Programs in Place Program Under Development Program Expansion/Phase Changes

A focus on partnership.

We prefer to call our clients, “partners” (or by their first names).

By getting to know them and their businesses, we are able to best identify and deliver strategic solutions that meet their unique communication needs.

Scope offers competitive pricing packages aimed at nurturing ongoing business partnerships. The reason for this is simple—focus. Our experience has proven that with familiarity, comes a greater chance for mutual business success.

Are you interested in working with Scope? [Please contact us for a clear perspective on your next visual communications project.](#)

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