

LET ME TELL YOUR STORY



I have nearly a decade of writing, marketing and project management experience. But enough about me.

What do you need?

It could be designs, writing and other marketing materials. Or maybe it's communications and brand strategies. Either way, you need someone who understands a business and its goals.

You want your story heard. I can help.





BRANDING

I love branding. It's a chance to capture and communicate the values and personality of a company.

It's more than colours and logos. It's the thoughtful translation of a vision into visuals. Nothing makes me happier than seeing brands come to life.

Click the images to see the brand guides.



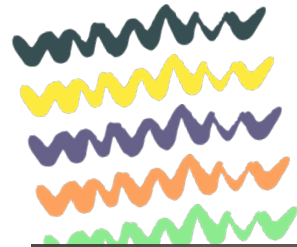
Images are links.

THE SQUIGGLE

A little accent to remind us of our quirks. Your computer does it when you spell something wrong. But also when you're right and it just hasn't seen that before.

We specialize in unique; the things most haven't seen yet.

DEVON CORNELIUS BRAND STANDARDS



DEVON CORNELIUS BRAND STANDARDS

OUR VALUES
ORIGINALITY.
CURIOSITY.
BOLDNESS.
WONDER.

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BRANDING

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COL- OURS

DEVON CORNELIUS BRAND STANDARDS

JUNGLE
FIESTA
PRINCE
SEEDLING
MANGO
CEMENT

HEX #385054 CMYK 33.5.0.67

HEX #FFEC3F CMYK 0.7.75.0

HEX #66628C CMYK 27.30.0.45

HEX #8EED91 CMYK 40.0.39.7

HEX #FFA360 CMYK 0.36.62.0

HEX #D2D1CD CMYK 0.0.2.18



GRAPHIC DESIGN

Great messaging is lost if it's missing a nice presentation. I want to draw people in so they engage with your story.

Psst—I designed this portfolio to tell my story. Is it working so far?



ICES is an independent, not-for-profit research institute made up of a community of research, data, and clinical experts. We work with Ontario's health-related data and aim to inform health system policy and planning to improve the health of all Ontarians. Our organization receives core funding from the Ontario Ministry of Health and Long-Term Care.

WHAT WE DO

ICES leads cutting-edge studies that evaluate health care delivery and outcomes. Since 1992, the Ontario government has entrusted ICES with securing and analyzing health information from its residents. Our researchers access a wide and secure range of health-related data, including population-based health surveys, anonymous patient records, and clinical and administrative databases. ICES is recognized as a leader in maintaining the privacy and security of health information. Our mission is research excellence resulting in trusted evidence that makes policy better, health care stronger and people healthier.

Research Programs



Chronic Disease & Pharmacotherapy



Kidney, Dialysis & Transplantation



Mental Health & Addictions



Populations & Public Health



Cardiovascular



Cancer



Life Stage



Primary Care & Health Systems

Ontario-wide Network

ICES Central - Toronto
ICES McMaster - Hamilton
ICES North - Sudbury
ICES Queens - Kingston
ICES UofT - Toronto
ICES uOttawa - Ottawa
ICES Western - London



Get Involved

Improve your programs and services: check out the AHRQ Program.

Help shape the future of healthcare: join the Public Advisory Council.

Learn more



Video



Studies



Research



Infographics

STAY CONNECTED



PREPARED BY: DEVON CORNELIUS

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BRAND STYLE GUIDE

INFO@ANGELTOUCHHEALTHCARE.COM

COMPANY: ANGEL TOUCH HEALTHCARE

ANGELTOUCHHEALTHCARE.COM

PRIMARY	SECONDARY	ACCENT	COPY	SPOTLIGHT
HEX: 608698	HEX: CFBAE1	HEX: EFA9AE	HEX: 2A3248	HEX: D2CCA1
RGB: 96 134 151	RGB: 207 186 218	RGB: 239 169 174	RGB: 42 50 75	RGB: 210 204 161
CMYK: 66 38 32 3	CMYK: 17 27 0 0	CMYK: 3 40 19 0	CMYK: 87 77 45 42	CMYK: 19 14 41 0

LOGOTYPE	Lato Semibold	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
HEADINGS	Open Sans Bold	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
BODY COPY	Lato Regular	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm





Angel Touch Healthcare



Angel Touch Healthcare

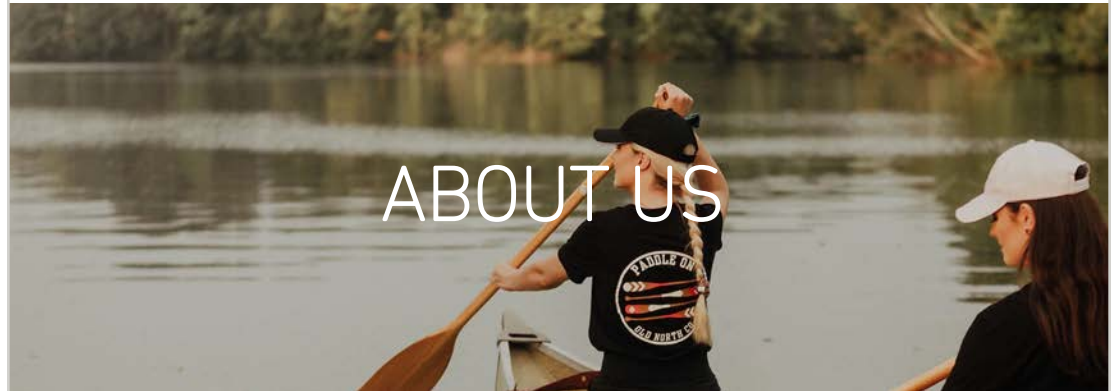
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COPYWRITING

I'm a storyteller at heart so writing comes naturally. My approach is human-centered and empathetic. I want to know the company, their customers and the why behind the work.

The image on the right links to one of my favourite local startups who let me tell their story.



We are Old North Co.

Why Old North? First, it's a nod to our Canadian heritage but more importantly, our name comes from our neighbourhood roots in London, ON. It's our home—where our family and many of our friends live. It's the place that keeps us grounded.

As much as we love exploring in nature, it's always nice to come home. Our clothing and accessories are inspired by all of that. When you think of Old North Co., picture sitting around the fire with friends, reading on a dock while the sun goes down, wandering on an endless trail. That's our vibe.



Founded by sisters Mallory and McKenzie Kemp, Old North Co. is a bold, yet humble approach to casual clothing. We're passionate about exploring the outdoors and are inspired by nature. We love our family and we're fuelled by community—so much so that we're committed to re-investing a portion of our sales to building community partners.

Just know that when you support Old North Co, you're also supporting others. Why? Because we're all connected somehow. And that's the power of community.

Welcome home to Old North.

STRATEGY + PLANNING

You've got the right words and a great design, now what? You need a plan for what to say and when. You need to know your audience, where to find them and what they want to hear. Planning is essential to success.



Jess

-  Age 33
-  Married with two children
-  Homeowner
-  Graphic Designer
-  \$50,000 per year
-  London, ON

TECH USAGE

Smartphone	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Tablet	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Social media	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Online Shopping	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Smart Appliances	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

LIKES

Delicious food
Spending time with her family
Her job
Time in nature walking or running
Quality time with friends

DISLIKES

Meal-planning
Spending time in the kitchen
Feeling rushed and hurried
Frequent trips to the grocery store
Commitments to meal delivery services

SCENARIO

"I left work and picked up my boys--one from school, the other from daycare. When I got home, a package was waiting and inside were the ingredients that I needed to make a meal in less than 30 minutes. What a relief!"

For once, I wish I could make dinner without planning in advance. With a young family, I don't have the time or energy to do that and be present for my boys.

STRATEGY + PLANNING

AUDIENCE



RACHEL

25-40 year old female
Lives on their own or with spouse
Stable lifestyle and career
Mid-level income (\$45-\$60,000)
Appreciates nature and physical activity
Curious about house plants
Learns about plants online or from relatives
A creative spirit, looking for outlets
Willing to spend more on some products to support local businesses
Environmentally conscious
Willing to engage in workshops, either alone or with friends
Interested in interior decorating
Influenced by social media pictures and popular styles and designs

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LINDA

50-60 year old female
Likely a homeowner and empty-nest
Established lifestyle and career
Mid to high income (\$60-\$75,000)
More disposable income than Rachel
Prefers floral and decorative arrangements over houseplants
Vacations often and doesn't want to maintain house plants
Willing to spend more on seasonal décor
Attracted to high quality products and reliable brands
Spends more money on gifts for others
Appreciates the beauty of nature indoors
Influenced by the perceived status of certain products and brands

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CHANNELS



Instagram is our main channel to reach Rachel with alluring imagery, inspirational and aspirational content, as well as helpful information. We'll establish a seven-day rotation between the four messages (nature, community, help, design). Currently, we post daily and our audience seems to enjoy that frequency. We will use Linktree (or a similar app) to direct people from our profile to various pages on our website. We can also set up paid ads to target people in Rachel's demographic. In addition to posting, we will respond to direct messages, engagement.



The Grow & Bloom website is the central location to where we'll draw our audience. Our most important pages are **Shop, Blog and Events**. Online shopping is available and we ship across Canada. We can link to products or categories but we'll need to update the sort and filter features on this page. The blog just launched and we need more content immediately, including: product features, client stories, tutorials and answers to common questions. We want people to browse and search this page, get lost in our world of plants, inspiration and advice. We want people to share it with their friends, leading to organic growth of social followers.

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Facebook is our primary channel to reach Linda with design inspired high-end products, gift ideas and luxury items. We'll showcase seasonal décor, floral arrangements and ideas. On average we're posting three times a week and we plan to maintain that frequency. Each week will include product posts twice and interior design once. We will link each post to our website for purchase or further engagement, like shopping or subscribing newsletter. We can also setup paid ads to target people in Linda's demographic. In addition to posting, we will respond to direct messages, collect feedback and track engagement.



We will send a newsletter by email once per month. Initially, this will go to all subscribers, not just a specific demographic. As our list grows, we can segment our data to better target Rachel, Linda and potential audiences. Email is our opportunity to combine several messages based on that month's theme (e.g. holiday, special event or season). We can share products, sales, blog or vlog posts, client stories and pictures. It's an opportunity for two-way communication, thus we strongly suggest enabling replies.

TIMELINE

QUARTER-

6 HOURS/QUARTER

- Capture ideas
- Create marketing materials and seasonal templates

THEMES OR HOLIDAYS			
Q1	Q2	Q3	Q4
Valentine's Day	Mother's Day	Gardening	Thanksgiving
Indoor crafts	Easter	Fresh flowers	Christmas

MONTH-

6 HOURS/MONTH

- Collect statistics from Facebook and Instagram (followers, likes, shares)
- Collect website statistics (hits, shares, conversions)
- Compile and send email newsletter

MESSAGING			
Q1	Q2	Q3	Q4
Nature	Nature	Nature	Nature
Help	Community	Community	Community
Design	Help	Help	Design

WEEK-

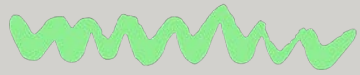
8 HOURS/WEEK

- Create and schedule social media posts
- Update blog/vlog content
- Choose sale items

ONLINE POST ROTATION						
S	M	T	W	T	F	S
IG: Decor	IG: Plants	IG: Plant Care	IG: Client Decor	IG: Plants	IG: Sales FB: Other Products	IG: Plants
FB: Plants	Update Blog	FB: Decor				

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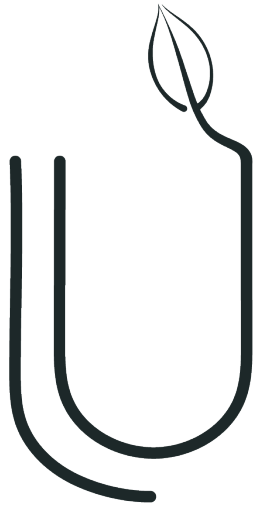
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WEB DESIGN

For most people, a company's website is the first introduction to the company. And they say that first impressions count. I love the challenge of finding the sweet spot between user experience, branding and design.

Here are a few sites that I've designed.



LIFE UNTETHERED
COACHING



BLOGGING

It all started for me with a blog, over 10 years ago. It's how I found my voice, honed my skills and learned the power of storytelling.

Fun fact: I wrote a viral blog post in 2020 that landed me on CBC. [Check it out.](#)

And click the links to the right to read some of my stories.

INTROVERT, DEAR
FOR INTROVERTS AND HIGHLY SENSITIVE PEOPLE



Just**Saying**