

DANIELLE LEWIS DESIGNS



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Danielle Lewis - hello@daniellelewisdesigns.com | 905-706-0060

WHY BUILDING A BRAND STORY IS KEY

The creation of a cohesive campaign and brand identity will ensure that you show up consistently through all social media platforms. The community and local businesses will increasingly recognize your brand and build awareness of your services.

WHAT YOU CAN EXPECT WORKING WITH ME

I will take your ideas and bring them to life. I understand the importance of being responsive and collaborative, I am always happy to answer questions and willing to go the extra mile to ensure the job is done right.

HOW I EMPOWER MY CLIENTS

Part of my process is getting the client involved in the design process. By working closely with you every step of the way, I gain a better understanding of your needs and what makes your organization unique to better speak to your target audience.





ABOUT US

DANIELLE LEWIS DESIGNS



I am Danielle Lewis and I am the owner, lead designer and creative force behind Danielle Lewis Designs.

I have been helping businesses achieve their design goals for 13+ years.

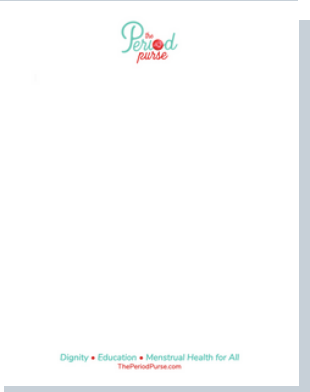
My genius lies in logo design and printed promotional materials. My portfolio spans through multiple industries and includes not for profits such as The New Mom Project and the Period Purse, for whom I most recently did their brand refresh.

**MY GOAL IS ALWAYS TO
CREATE MEANINGFUL DESIGN
THAT ATTRACTS A BUSINESS'
TARGET AUDIENCE**



DESIGN SAMPLES

I recently refreshed The Period Purse's logo and support materials, giving them a look that was not only gender inclusive but modern, vibrant and one with character and strength. The new logo matches existing materials I designed for their Menstruation Nation brand, in order to create a cohesive brand story.



Who is our community?

- 96% menstruating age
- 82% are women with children
- 49% want to try reusable period products

Did you know...

TPP has impacted 18 Canadian cities. In supporting TPP, your organization gains access to a community of influential consumers, eager to give back to the brands they believe align with their values.

How do we reach them?

- @theperiodpurse
- Facebook - over 2,000 followers
- Tumblr - 1,500 followers
- Instagram - almost 2,000 followers
- Monthly newsletter - over 1,200 subscribers
- average 47% open rate
- Our blog, The Spot - over 1,000 views a month
- Our website - 18.6K page views average in 90 days

Educating the next generation in Menstrual Health

Reduce stigma and build support and understanding about the importance of menstrual equity.

Presentation Topics Include:

Periods 101, period poverty and reusable period products

Copy goes here maybe use this for testimonial comments

person's name here

Our Pillars

"Starting my school's Menstruation Nation™ was one of the most meaningful and rewarding parts of my grade 12 year." - Tait, high school volunteer

"It's been so rewarding to support The Period Purse™ seeing the change it effects in those who receive the menstrual products, the happiness they feel to be counted, thought of and valued." - Micah, volunteer and coordinator

Outreach

We work with the students and donors to get menstrual products to those who need them.

Education

We educate the next generation in order to reduce stigma and build support and understanding about the importance of menstrual health for all.

Advocacy

We raise the awareness of the real barriers faced by young people living in the margins by advocating for free menstrual supplies in schools.

theperiodpurse.com/education

theperiodpurse.com



Menstruation Nation strives to achieve menstrual equity and reduce the stigma surrounding periods.

We educate the next generation in Menstruation Nation in order to reduce stigma, understanding a healthy period, and build support of menstrual equity.

Presentation topics include:

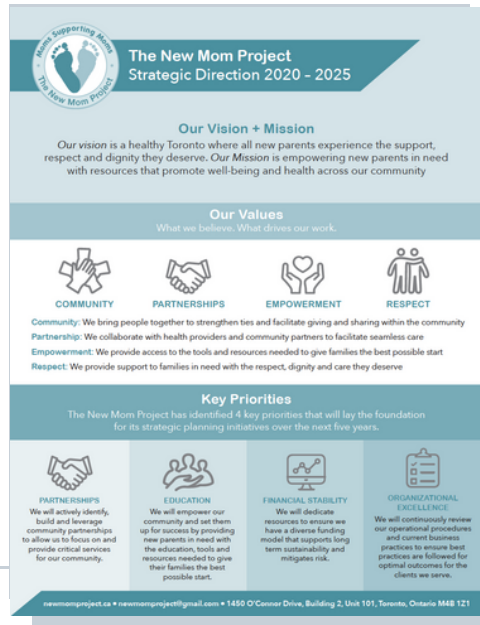
Periods 101, period poverty and reusable period products

To learn more visit us online at theperiodpurse.com/education



DESIGN SAMPLES

I have been working with the New Mom project since 2014 when I designed their logo. I recently refreshed the logo to include their tagline *Moms Supporting Moms* for use on social media, to give supporters a snapshot of what they do. Other materials designed for them include intake forms, Canva and powerpoint templates, banner and Strategic direction one pager to attract donors.



The New Mom Project Application for Graco Travel System
moms supporting moms

New Mom Project is committed to helping marginalized new families by providing basic baby essentials. As a partnering agency, you play a critical role in screening potential recipients of our donations. This helps New Mom Project ensure that we continue to focus on our target population and safeguards our services from being abused.


Referred By: _____
Referring Agent: _____
Referring Agency: _____
Phone Number: _____
Address: _____
Email: _____

Client Information
Name: _____
Address (if homeless, list shelter address): _____
City, Province: _____
Postal Code: _____
Phone Number: _____
Email (if applicable): _____
Do you speak English? YES NO
Date of Birth: _____

I agree to pick up this stroller system April 8th between 11am-3pm at 1430 O'Connor Drive, Suite 11, building 1.
 I will bring ID and a copy of this form to pick up my stroller system.

Signature: _____
Date: _____

1/1
newmomproject.ca




The Healing Collective

DESIGN SAMPLES

I created the brand for the Healing Collective, in late 2017, for a team who was building a hub for practitioners to see patients. The objective was to create an inclusive and safe space for the community to come for support, as well as enjoy workshops and group classes in the East end of Toronto.

Join our Collective

The Healing Collective is a holistic and comprehensive community of psychotherapists and allied health practitioners to meet the therapeutic needs of Danforth East. Our practitioners cover a wide range of modalities and services: psychotherapists, social workers, psychologists, speech language pathologists, yoga therapists, and reiki practitioners.

We are currently looking for practitioners to join our collective, and can provide clients seeking support with access to a practitioner to suit their particular need. We aim to provide an equitable, welcoming, accessible environment for practitioners and clients.

If you'd like to hear more about our services and offerings, meet our members, or book an appointment, please visit our website at healingcollective.ca or email us at info@healingcollective.ca

The Healing Collective

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Add a Heading

in recognition of your outstanding contribution of time, dedication, and expertise to the 2018 World help has given countless people around the world a voice - the one thing they need most. Your help has given countless people around the world a voice - the one thing they need most. Your help has given countless people around the world a voice - the one thing they need most.



The Healing Collective

If you'd like to hear more about our services and offerings, meet our members, or book an appointment, please visit our website at healingcollective.ca or email us at info@healingcollective.ca

HEALING_COLLECTIVE | EASTENDHEALINGCOLLECTIVE

the Healing Collective

Join us for our Grand Opening!

Join us for Healing Collective's Grand Opening on September 22nd from 11-5. Come enjoy free workshops, tarot readings, and reiki sessions and to meet and welcome our practitioners to the neighbourhood!

Looking to start or grow your healing practice? Come see our space and learn about opportunities for collaboration.

Full schedule available at Healingcollective.ca

Workshops

Space is limited be sure to register online

- 11:00am - Dance Movement Therapy Demo Group with Moving Together
- 11:35 - Drumming & Land Acknowledgement with Blackmoon Psychotherapy
- 12:00pm - Self care. More than just a bubble Bath
- 12:30 - Work/Life Balance Workshop
- 1:00 & 2:30 - Yoga for Resilience with Jenn Cardoso Resilience
- 1:30 & 3:00 - Self Regulation Stations with Jenn Cardoso Resilience
- 2:00-4:30 Free Mini Reiki Treatments with Cherokee MacLeod
- 2:00-4:00 - Therapist Meet and Greet
- 3:30 - Communication strategies for Couples
- 4:00 - Restorative Yoga Therapy

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The Healing Collective

Recovery: A Holistic Approach

Join Abby Rozen and 5 guest facilitators as we delve into holistic approaches to Eating Disorder recovery. Using art, movement, humour and skills building we will collectively work to align ourselves with the values needed to support recovery. Together we will seek to uncover hope and acceptance through this nurturing 12 week group.

Saturdays 10am-12pm
October 5th - December 21st
\$480 for 12 sessions



HEALINGCOLLECTIVE.CA | INFO@HEALINGCOLLECTIVE.CA
2005 DANFORTH AVE, TORONTO, ON M4C 1J7

We are Here for You

The Healing Collective is a holistic and comprehensive collective of psychotherapists and wellness professionals who aim to meet the therapeutic needs of the community.

416-821-4260
info@healingcollective.ca
www.healingcollective.ca
eastendhealingcollective
healing_collective

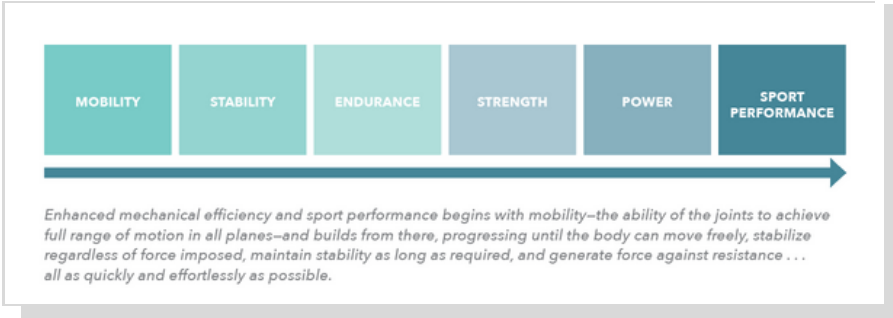
The Healing Collective



The Healing Collective

DESIGN SAMPLES

LINK Advanced Movement Mechanics was taken over by my client in 2018. I refreshed the brand to incorporate her Pilates-based approach to core training. Her unique background is grounded in the science of anatomy, biomechanics and movement analysis.



SHOULDER WORKSHOP PPT NOTES

SHOULDER WORKSHOP
PRESENTED BY SALLY BELANGER - FOUNDER & CO-OWNER

LINK ADVANCED MOVEMENT MECHANICS

GOALS OF SHOULDER BIOMECHANICS + PROGRAMMING WORKSHOP

LINK ADVANCED MOVEMENT MECHANICS

EXPLORE ANATOMICAL STRUCTURES

- Bones
- Ligaments
- Muscles
- Tendons
- Cartilage
- Synovial fluid
- Blood vessels
- Nerves
- Skin

LINK ADVANCED MOVEMENT MECHANICS

Sally Belanger | LINK ADVANCED MOVEMENT MECHANICS | sally@allybelanger.com

SHOULDER WORKSHOP

PRESENTED BY SALLY BELANGER

LINK ADVANCED MOVEMENT MECHANICS

This certificate validates that

Rachel Santos

has successfully completed the Disc Herniation Programming

September 15, 2019

Sally Belanger, BPHE, BA, R.Kin
Founder, LINK - Advanced Movement Mechanics

Learning Sessions Montreal

LINK will be in Montreal, Quebec, Sunday, September 15, 2019

Disc Herniation Programming
9:30-11:30 a.m.

Disc herniation can occur over time or with injury, and symptoms can range from none at all, to debilitating pain. This two-hour workshop explores the anatomy of a herniated disk and the various possible causes. Participants will come away armed with the most current research and up-to-date training modalities, and a better understanding of how to customize programming safely and for maximum benefit.

Optimizing the Shoulder: Biomechanics and Programming
12:30-2:30 p.m.

The shoulder stabilizes any other joint, from its construction to its range of motion to its dependence on the muscles around it. So where do you start with programming? This two-hour workshop explores the mechanics of the shoulder complex and addresses such questions as how to find mobility and stability, when to "pack" the shoulder vs. when it needs to move, when to add load and how that will change the mechanics in the system.

Programming for Posture
3:00-5:00 p.m.

Posture impacts the way we look and the way we feel, but the most important aspect to consider as a fitness professional is how posture affects the way we move. Discover how to assess your client's posture, both static and dynamic: Does it decrease performance? Increase pain and injuries? Does it change with load? Learn how to adjust bias starting positions for common exercises to benefit individual posture and set the groundwork for success.

Pricing:
Early bird (until August 31):
1 workshop \$155 / 2 workshops \$295
All 3 workshops \$395 (1+ GST/IGST)

Regular (after August 31):
1 workshop \$165 / 2 workshops \$310
All 3 Workshops \$415 (1+ GST/IGST)

*Continuing Education Credits may be available by petition. For example, COTOT Points will accept petition for these workshops up to a maximum of 0.2 CECs per year. Please contact your accrediting organization.

Location:
Espace Pilates
768 rue Rachel E. Montreal, Quebec

For more information and to register contact:
Tel: 514-992-7577 or Email: info@espacepilates.ca

Presenter

Sally Belanger, BPHE, BA, R.Kin
Sally earned her Bachelor of Arts and her Bachelor of Physical and Health Education from Queen's University in Kingston, Ontario, Canada, and is a Registered Kinesiologist with the College of Kinesiologists of Ontario. Over the last nineteen years her reputation as an industry authority on Pilates-based core training has built her a global roster of clients, including many professional athletes. The foundation of Sally's unique knowledge base is grounded in the science of anatomy, biomechanics and movement analysis. Sally has presented at numerous industry trade shows and conferences globally, including IDEA World Fitness Convention, IFBB, CatPilgr, the annual ACE Personal Trainer Conference, and others.

Training Evaluation
Your feedback is very important to us, please complete the following.

<p>1. I attended a LINK Workshop course workshop</p> <p>Title: _____</p> <p>Location: _____</p> <p>Date: _____</p> <p>2. How did you hear about LINK?</p> <p><input type="checkbox"/> Google <input type="checkbox"/> Print Ad <input type="checkbox"/> Social Media <input type="checkbox"/> Instructor <input type="checkbox"/> Friend <input type="checkbox"/> Other</p> <p>3. What is your Professional Background? (check one)</p> <p><input type="checkbox"/> Mind Body/Yoga instructor <input type="checkbox"/> Personal Trainer/Group Exercise Instructor <input type="checkbox"/> Rehab/Health Care Professional <input type="checkbox"/> Other: _____</p> <p>4. Registration Process: rate the level of agreement of the statement below The registration process was easy, I felt I had a solid understanding of course/workshop expectations and objectives when I registered. Disagree 1 2 3 4 5 Agree</p> <p>5. Please List the instructor who taught your course/workshop</p> <p>A. _____ B. _____ C. _____</p> <p><small>rate the level of agreement of the statement below</small> The instructor was/leaves approachable and were available to answer my questions. Disagree 1 2 3 4 5 Agree</p> <p><small>The instructor acted in a professional manner at all times.</small> Disagree 1 2 3 4 5 Agree</p> <p><small>The instructor delivered content in an effective manner, and they were easy to understand?</small> Disagree 1 2 3 4 5 Agree</p>	<p>6. Course Content: <small>rate the level of agreement of the statement below</small> Was the course information useful? Disagree 1 2 3 4 5 Agree</p> <p>7. Location & Facility: <small>rate the level of agreement of the statement below</small> Staff members at the training center were friendly, helpful and professional. Disagree 1 2 3 4 5 Agree</p> <p>8. Overall Impression: (once below) I will take another Inside-Out Training course/workshop. <input type="checkbox"/> yes <input type="checkbox"/> no</p> <p>I would take another Inside Out Training course/workshop at this location. <input type="checkbox"/> yes <input type="checkbox"/> no</p> <p>9. Is there any additional feedback you would like to share about your training experience?</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p><small>If you would like us to contact you regarding your training experience, please complete the fields below.</small></p> <p>Name: _____</p> <p>Phone Number: _____</p> <p>Email Address: _____</p>
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LINK ADVANCED MOVEMENT MECHANICS