

patrick breton

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## Clients

ADS, Abrasifs J.J.S./SIA, Antrim, Aliments Flamingo, **AREVA**, Assemblée Nationale, Attraction, Banque Nationale, BEC Window & Envelope Consulting, Bell Canada, BOA-FRANC, Bocenor, Bois de planchers PG, **Bombardier**, Boréale Exploration, **Cameco**, Canadair, **Canadian Red Cross Society**, Cascades, Celco, CES — Canadian Energy Services LP, CFES — Canadian Federation of Earth Sciences, Club Price, **Copernic**, Cosmodôme, CRDV, Culinar Canada, Daishowa, Desjardins, Domtar, Donohue, **Encana**, Ericsson, Famili-Prix, FF Soucy, Flagship Energy, Galleon Energy, Gaz Métropolitain, General Mills Canada, Génétiporc, Geoffrion Leclerc Marcoux & Associés, Girardin, Great West, Groupe Jean Coutu, Honda Canada, Hôtel Delta Montréal, Huron Energy, Hydro-Québec, IGA, Industrielle Alliance, Inglis, Inter-Canadien, IPL, Jardin Botanique, Kruger, La Baie, Maxi, Maxitour, Métro-Richelieu, Natrel, Nautilus Plus, Norampac, Old El Paso Foods Canada, Olymel, Ontario Nurses Association, Pacekids, Papiers Scott, Parcs Canada, Peak Energy, Petro-Canada, Plastiques Gagnon, **PotashCorp**, Premier Tech, Prolab, Provigo, Quaker Oat, Quebecor, Rayco, Rematech, Re/Max, Rogers Cantel, Rolland, RPM Tech, Rubbermaid Canada, Scouts Canada, Sears Canada, SFE Consulting, Shell Select, Sico, Signet Energy, Simmons Canada, Société canadienne des postes, **SSQ-Vie**, St-Hubert, Teraxis, Thomas & Betts, Torrential Energy, UAP, Ultramar, Union Canadienne, United Way of Calgary, Université de Sherbrooke, Université Laval, Université McGill, UTS Energy, VGS Seismic, **Viterra**, Weston and Yoplait.

## Education

1992 - *Sainte-Foy College*  
1995 *Graphic design*

2004 *Infopresse*  
*Branding, Web Design*

2004 *Camille D. Roberge*  
*Merchandising*

2008 *Grafika*  
*Design*

1995 - *[freelance]*  
2008 *Artistic director*

## Responsibilities

- Designed effective visuals for a range of clientele
- Managed creative process and pitched work to clients
- Coordinated photography, printing and image selection
- Respected client budgets and managed my business

2001 - *[\*Boa-Franc Inc.]*  
2005 *Creative director*

## Responsibilities

- Strengthened organization of the art department
- Effectively interpreted corporate brand and goals
- Provided strategic marketing plan development
- Ensured a consistent visual portrayal of brand
- Offered brainstorming and concept development
- Managed all illustrators, designers and photographers
- Researched and developed 3-D exhibit concepts

## *[portrait of a creative mind]*

I speak InDesign, I think Photoshop, I hum Illustrator and I eat Toast. Furthermore, I play with FCP, I dream Strata 3D Cx and I live with FileMaker Pro and AppleScript principles. And most of all life looks good in Pantone 165.

\* «Boa-Franc Inc. is the North America's leading manufacturer of superior quality pre-finished hardwood floors, including the Mirage Collection».

- 2002 - [Bulletin des agriculteurs du Quebec]
- 2003 *Cartoonist*  
Creation and draught of a cartoon plate for a monthly magazine [18 issues]
- 2004 [Communic-Action]  
Training in interpersonal relations and self-awareness [Georges Wright]

Nota bene

2006 - [Penta Graphix]  
2007 - Art/Creative director

### Responsibilities

- Worked directly with clients on concept development
- Utilized marketing tools to build on the company brand
- Worked in graphic, exhibit, 2-D/3-D illustration and animation

2007 - [Creative Fire]  
Today Designer/Art director

### Responsibilities:

- Managed client relationships, providing creative direction
- Conceptualized and prototyped diagrams and models
- Provided artistic direction at multiple corporate video shoots
- Offered graphic, exhibit, motion, 2-D/3-D illustration and animation design

### Skills

- Fluent in French and English, both oral and written
- Detail-oriented thinker with the ability to analyze complex data
- Superior strategist who can effectively evaluate and solve problems
- Design, manage and channel the requirements of the creative team
- Human resources management experience in a production setting
- Constantly updating technical skill set in branding, marketing and design
- Exceptional hand drawing skills when vectors just aren't enough

### Characteristics

- > Leadership
- > Decisive
- > Charismatic
- > Determined
- > Inquisitive
- > Ardent

### Expertise

- > Branding
- > Design
- > Publicity
- > Administration
- > Illustration
- > Photography

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> corporate identity



**ULTIMA FENESTRATION**

GÉRALD DUPUIS  
*Président*

WINDOWS & DOORS  
MANUFACTURER  
门窗制造商

ULTIMA FENESTRATION INC. T [418] 228.0299  
1808, 95<sup>th</sup> street, Saint-Georges C [418] 222.7012  
[Quebec] Canada G5Y 8J3 F [418] 228.1899  
www.ultimafenestration.com @ gdupuis@ultimafenestration.com



**ULTIMA FENESTRATION**

QUAND LA QUALITÉ DU SERVICE EST À LA HAUTEUR DU PRODUIT

GÉRALD DUPUIS *Président*  
PIERRE MICHAËL *Vice-président*

**PORTES**  
- portes d'entrée  
- patio avec  
cadre en bois  
- portes d'entrée  
ou patio tout  
en PVC  
- grande variété  
de vitrages, de  
carréages et de  
couleurs

**FENÊTRES  
TOUT EN PVC**  
- coulissantes  
simples ou  
double  
- à guillotine  
simple ou double  
- à battant  
- à ouvrant

Ultima Fenestration est née de l'ambition commune de Gérald Dupuis et Pierre Michéaël à dévouer leur propre entreprise dans un domaine qu'ils maîtrisent bien : celui des portes et fenêtres.

Les produits de Gérald en gestion de la production et des opérations, combinés à celle de Pierre dans le domaine des ventes et du service à la clientèle ont donné naissance à une complémentarité telle qu'en l'espace de seulement quelques mois, Ultima Fenestration s'est créée une solide réputation dans la région.

Ultima Fenestration utilise un équipement neuf et de précision pour fabriquer ses portes et fenêtres en uPVC pour s'assurer une qualité de produit exceptionnelle. L'entreprise offre aussi un service à la clientèle pleinement personnalisé, comme en témoigne le slogan de l'entreprise, *À Votre Mesure*, qui est d'ailleurs un jeu de mots.

Que vous soyez rénovateur, constructeur ou particulier, les experts d'Ultima Fenestration sauront évaluer vos besoins et vous conseiller. Par la suite, ils produiront les mesures exactes, pour finalement vous livrer un produit fabriqué sur mesure, à votre mesure.

À l'échelle de la région, les portes et fenêtres d'Ultima Fenestration sont distribuées par Produits de Bâtiment Gérald, connu auprès des constructeurs, rénovateurs et quincailleries comme un distributeur de produits de qualité supérieure.

A VOTRE MESURE

GENTERK. ph Desjardins Mosaic



> corporate identity

one company, one brand

Together, we help make PotashCorp a recognizable company worldwide.

From our potash mines in Canada and phosphate facilities in the US, to nitrogen operations in the US and Tunisia, and other global strategic investments, we produce fertilizers, industrial and animal feed products that nourish our world.

To do this, all segments of our company must uphold the common purpose of helping nature provide. Likewise, we must accurately communicate our company to the world. It takes everyone – you and me – cooperating to build ambassadors.

Let's work together to build on one company, one vision and one brand.

Thank you,

William J. Dole  
President and Chief Executive Officer



POTASHCORP CORPORATE IDENTITY MANUAL | 1.3

symbol

The logo begins with a stylized "P", with each bar symbolizing the three vital plant nutrients we produce: potash, nitrogen and phosphate. The two green hues – medium Pantone 348 and light (pantone 368) – signify growth and abundance. Combined, this letter symbolizes our business.

wordmark

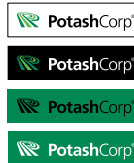
The wordmark, PotashCorp, appears to the right of the stylized "P". The spaces is change Bold for "Potash" and Frutiger Light for "Corp". The text color is black. Together, symbol and typeface become the complete corporate logo. PotashCorp asks that you never typeset logo text. Use an approved graphics file.



POTASHCORP CORPORATE IDENTITY MANUAL | 1.3

corporate logo

The PotashCorp logo is composed of three colors: black, medium green Pantone 348 and light green Pantone 368. The "P" is made up of Pantone 348 on the outside shapes, and Pantone 368 on the inside shape.



- Corporate logo — The corporate logo should be always printed with the correct three Pantone colors or their four color (CMYK) equivalent. Use the Corporate logo for most assets.
- If the logo is to appear on black, the "P" should print in the correct Pantone colors and the text remain out of the background.
- Green (from either of any) combination will longer will not. Separation color must, however, follow the approved color scheme. PotashCorp logo print on.
- If the logo is to appear on colors, the white version should be used.

The principal type face for the PotashCorp logo type is Frutiger bold and light. It is printed in black whenever possible.

Contact Corporate Relations if you require more information: (508) 933-8520.

POTASHCORP CORPORATE IDENTITY MANUAL | 1.4

color guide

It's OK to reverse the logo on a colored background. While it may be necessary to reverse the colors of the logo, please do not change the color scheme of the symbol, wordmark or tagline.

To ensure brand uniformity, always use approved graphic files and appropriate colors.



divisional logos



POTASHCORP CORPORATE IDENTITY MANUAL | 1.5

tagline

The corporate logo often pairs with our tagline: **Helping Nature Provide**. While it isn't necessary on all business communication materials, this tagline can appear below the logo.



legal name

The name "PotashCorp" is the corporate identifier for Potash Corporation of Saskatchewan Inc., and all global subsidiaries. While used for business communication and public relations purposes, "PotashCorp" is not a legal entity; therefore, invoices and letterhead must use the full name of the corporation in addition to the logo.

POTASHCORP CORPORATE IDENTITY MANUAL | 1.6

incorrect use of the logo



POTASHCORP CORPORATE IDENTITY MANUAL | 1.7

our logo

Why? People first recognize PotashCorp by its logo. Since this symbol identifies both company and products, careful concern for consistent logo presentation must be shared.

When you reproduce this corporate logo, you symbolize not just one department, operation or office; you represent the entire corporation with a symbol that has global reach.

PotashCorp's visibility would not be as strong without due diligence to correctly communicate the company and its logo with an approved technique. Here's how you can help.

Read this guidebook to learn more about our corporate symbol – its design, colors and typeface requirements – and find out how to share this logo with your community.

Business communication uses many channels, but when it comes to conveying our brand via a logo, we must follow precise rules to reproduce this highly visible mark.



POTASHCORP CORPORATE IDENTITY MANUAL | 1.2

2001 - 2005

roles

creative director // artistic director // designer

objectives

defined the mirage brand as a leader in the pre-finished hardwood flooring industry utilized high-end imagery to adequately reflect the company brand and philosophy

results

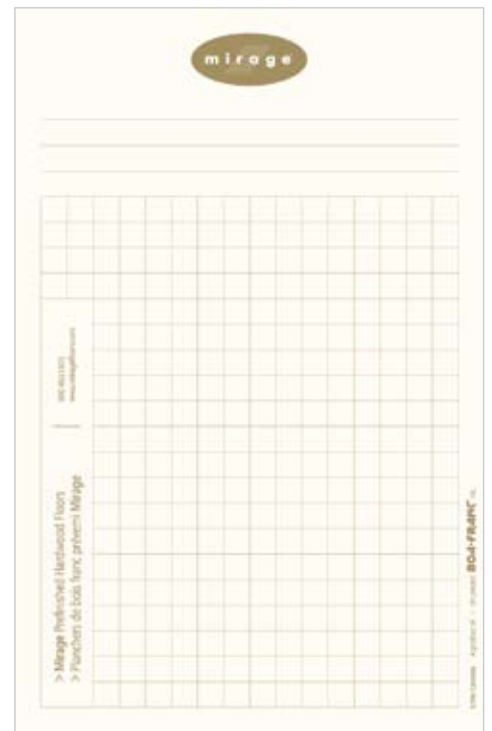
experts and consumers now hail mirage as the top pre-finished hardwood flooring  
A 15% annual increase in sales.

> stationery

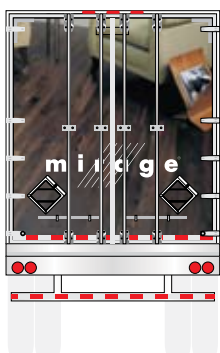
> business card // front



> business card // back



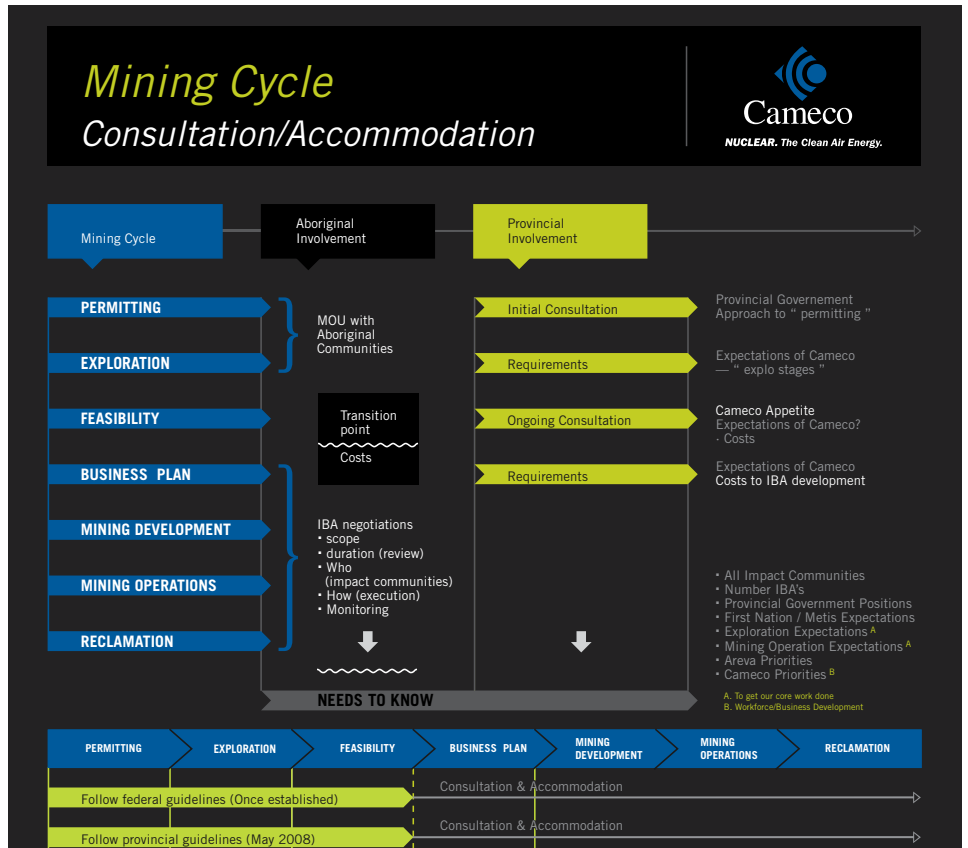
> truck wrap



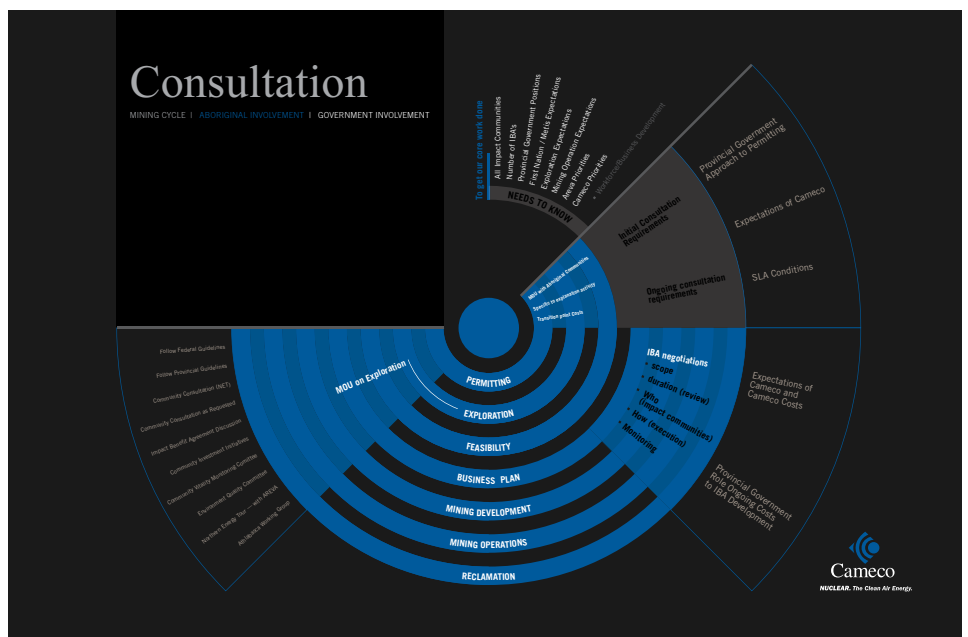
2008 roles artistic director // designer

objectives interpret complex engineer renderings to convey the mining cycle in a more visual way

> poster // first concept



> poster // second concept

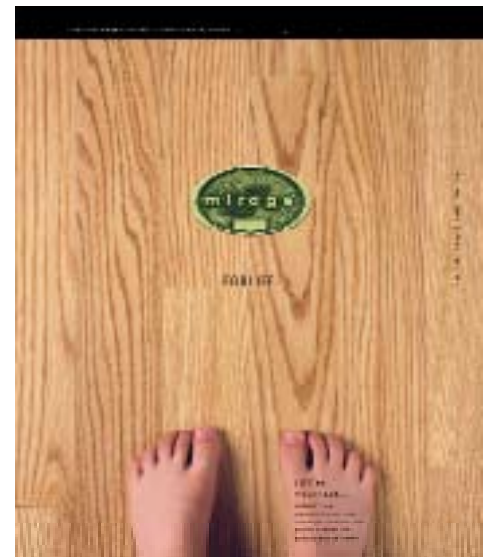
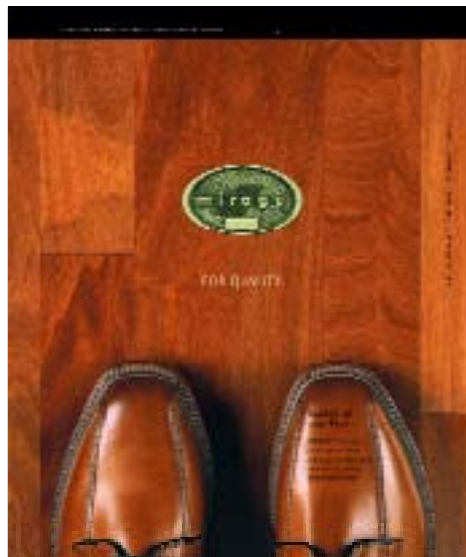


# advertising campaign // tv and magazine [mirage hardwood floors]

<b>2003</b>	<b>roles</b>	creative director // artistic director // designer
	<b>objective</b>	positioned the brand as a leader in its industry with consistent, high-end creative
	<b>result</b>	website analytics revealed a significant increase in the number of unique visitors

## > international advertising campaign

Chicago.qxp  
Cottages.qxp  
Decormag.qxp  
DecorationChezSoi.qxp  
ElleDecor.qxp  
GuideFutur.qxp  
HomeMagazine.qxp  
Homes.qxp  
HomeShowGuide.qxp  
HomeWorkshop.qxp  
House&Home.qxp  
HouseBeautiful.qxp  
IdeesdemaMaison.qxp  
MetropolitanHome.qxp  
PlaisirdeVivre.qxp  
Renovation.qxp  
RénovationBrico.qxp  
StyleatHome.qxp  
WesternLiving.qxp



## > international television ads

# 3-d illustrations [oil and gas industry]

2007

roles

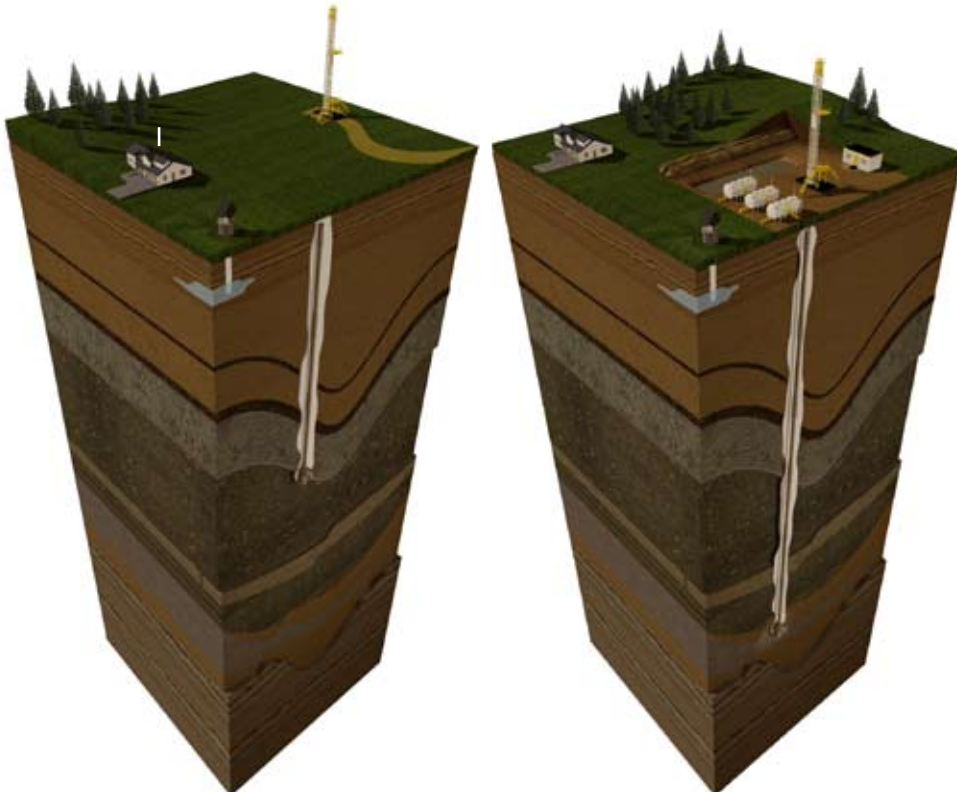
artistic director // designer // 3-d illustrator & modeler

objectives

Lorem ipsum dolor sit amet, consectetur adipiscing elit.



> 3-d illustration // shawpipe



> 3-d illustration // encana

# photo shoots [mirage hardwood floors]

2001 - 2005	roles	artistic director
	objective	help consumers imagine pre-finished hardwood flooring in their home environments
	results	established the brand as a superior product that completes high-end home decor

## > photo shoots



2008	roles	artistic director // designer // modeler // 3-d illustrator and animator
	objectives	planned a major virtual tour project, from storyboard design to 3D illustration
	results	helped define these two segments of the virtual tour, currently in production”

> corporate video



> virtual tour // transportation





> mirage // 'clean' and 'touch' products





> drug and alcohol // web design



> eh&s website [environment, health and safety best practices] // 3-d animation"



> brand identity // logos



FULL CIRCLE  
DATA SERVICES



stand up®



Les Petits Pieds



MAJESTIC  
INSURANCE



> hand drawn images // 3-d illustrations

