

portfolio of Chris Wylie

In the marketing
world, I know that
“seeing is believing”.

Please take a few minutes
to peruse the following
pages, and see how
clients have challenged
me to promote their
materials in new and
exciting ways.



contact 1 519 302 0366



The importance of an effective logo can not be understated. A logo should convey the essence of the brand or company. It is the jumping off point for all collateral material moving forward. Establishing a colour pallet, fonts and graphic usage from the onset will ensure a pinnacle presence in the marketplace. Here are some examples of logos I crafted to be that outstanding centerpiece of communications.

logo design

renderings

Bring ideas to life, that is what it is all about. Whether it is a new packaging concept, merchandise display or a brochure layout, I can show how it could look. With thoughtful analyses and planning I generate a comprehensive rendering to illustrate the end result before any time and effort is spent creating artwork that does not meet expectation. Depicting the inner workings of a product, stylized icons or technical drawings are all areas of expertise in which I excel.



photography

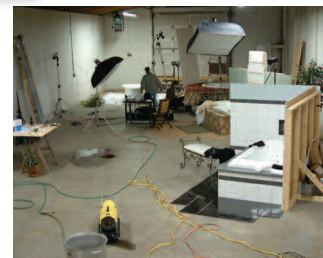
A woman is watering a large bed of purple and white flowers with a green Melnor hose nozzle. In the background, two children are playing on a green lawn. The Melnor logo is visible in the top right corner of the image.

Melnor

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Winchester, Virginia 22394
Phone: (540) 722-2888
Fax: (540) 722-1131

In Canada:
100 Sunnyside Road
Brampton, Ontario
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Check literature, lists and service
warranty guidelines.
(877) 263-0607
www.melnor.com
E-mail: info@melnor.com
Specifications subject to change.
Printed 2/04



All literature and marketing material that is published speaks volumes about your business, even in the subtlest of ways so why compromise that appearance with less than exceptional photographs. My years of experience with Art Direction and Studio Photography ensures expertise and exceptional quality with all aspects of photography, from product shots, location photography to set building and all facets in between. I have established, equipped and manned an in-house studio for product and portrait photography. The product images shown here I shot myself.

advertisements



Knowledge

The Future Is Knowledge

uponor
Simply More.



An advertisement not only promotes a product or service but also reinforces the brand in the public forum. My aptitude to focus attention towards the product or service being advertised, all the while maintaining a consistent and concise image is one of the reasons for my success in the advertising programs I have executed.

HomeInstalls to suit your Lifestyle

Installation Services

SPARE ROOM SOLUTION

Now that the kids have moved on, it's time to pamper yourself with a new "ME" room. Installation of a custom wardrobe, whatever your vision we can help. HomeInstalls provides you with a range of new solutions and hundreds of models from the most trendy and stylish to the best quality practical basic white fixtures. HomeInstalls will help you choose the best for your lifestyle. From planning to final installation HomeInstalls can make your dreams a reality.

Kitchen Cabinets

HomeInstalls provides you with a range of new solutions and hundreds of models from the most trendy and stylish to the best quality practical basic white fixtures. HomeInstalls will help you choose the best for your lifestyle. From planning to final installation HomeInstalls can make your dreams a reality.

from DECORATING to RENOVATING

finishing touches

Because we want you here for this...

...we'll do all we can so that you can dance with daddy's little girl.

This holiday season, your gift will help us keep our promise. Visit www.smgh.ca/promise

ST. MARY'S
SCHOOL FOUNDATION

New Grain Free Mini Bite Coming Soon!

Nutram

Nutrition and Care... in Perfect Balance

6 Formulations dedicated to the small breed dog.



Point of purchase material is where a great impact with the consumer can be made. A cohesive marketing strategy will take full advantage of the capacity to highlight the features and benefits of the product right when the shopper is making that buying decision. The skills I possess come to bear when creating a POP curriculum. I have effectively used design, photographic and rendering talents to supply not only great looking and brand consistent material but pieces that educate the buyer on such things as product installation or usage. Over the years I have had extensive experience working with most of the major retailers and fully understand their needs and requirements.

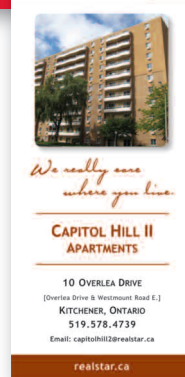
pop

A package must grab the customer's attention and effectively communicate the features and benefits of the specific merchandise. Fully understanding the significance of consistent branding and what shelf presence brings to the marketability of a product is key to its success. I have produced a myriad of different packages; tags, labels, backer cards, blister cards, clamshells, wraps, and boxes are all types of in which I have extensive experience. From concept to the nuts and bolts of production, I have the know-how to execute an excellent packaging program.



packaging

brochures



A brochure presents the chance to literally put a message directly in the hands of your consumer. Outstanding design will ensure that opportunity is taken full advantage of. Whether the need is to launch a new product, raise awareness of an existing line or promote a service, each and every brochure developed is a reflection of your company. Blending all the visual aspects of a brochure, photos, logos, graphics and fonts into a singular presentation to create one memorable impression is crucial. My experience working in the print industry and understanding of the technical side of the printing process is unsurpassed.



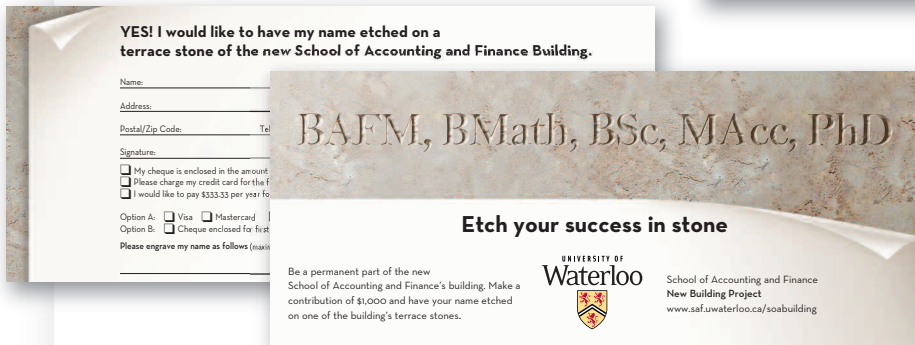
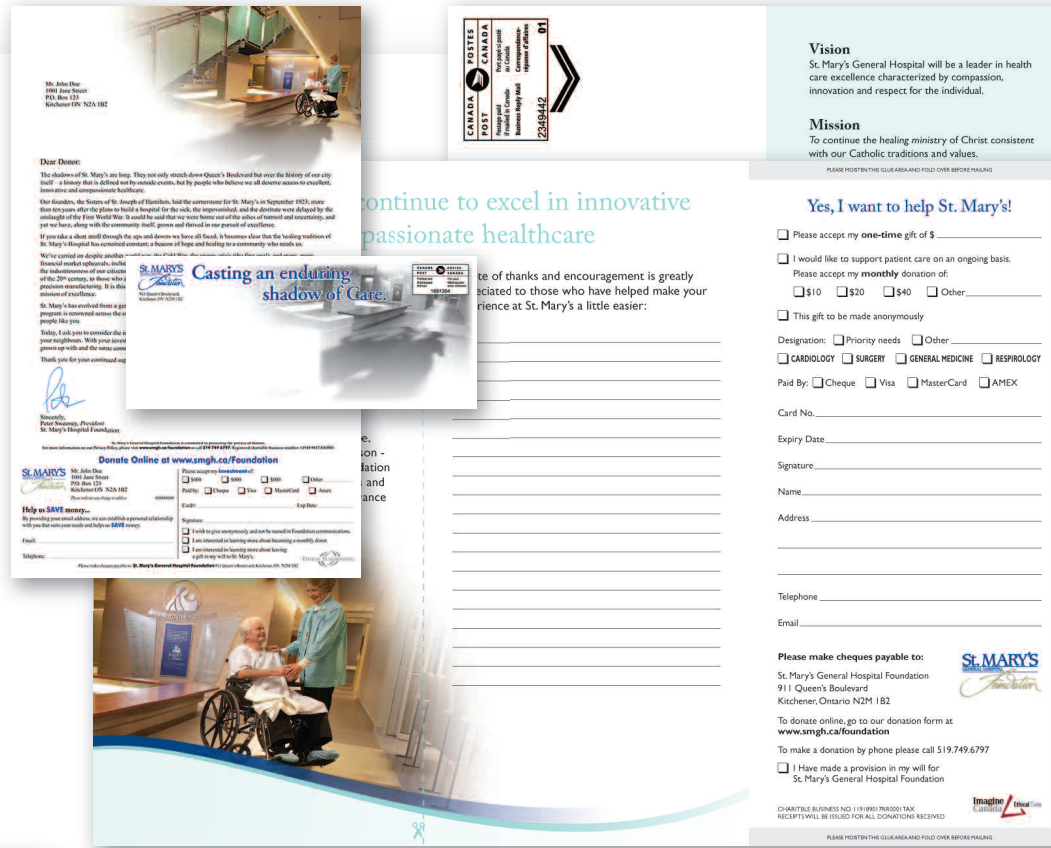
trade show



While a Trade Show presents a tremendous opportunity to communicate the your message directly to your target consumers, however there is a need to stand out from the competition. Everything from a simple retractable display panel to a fully constructed booth, I can assist in realizing that impact required.



Just as a Direct Mail piece presents the recipient with a unique, tailored message, there are unique challenges to be considered when designing a Direct Mail program. My experience and understanding of the nuances associated with Direct Mail produces effective and distinctive pieces.



direct mail



presentations

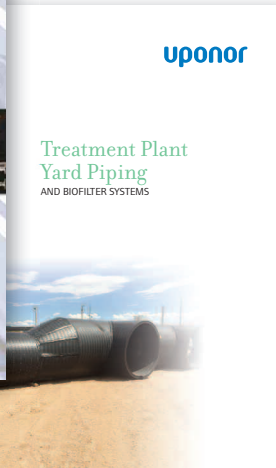
When you want that WOW factor with a business-to-business presentation, I can be the crucial difference maker. Presentation covers, kits or even graphics for that spectacular Power Point presentation, I can help you with those eye-catching graphics that will make a presentation an absolute success.



Various market segments offer distinctive challenges with which I thrive to excel. As with Medical, Insurance, Automotive and Retail sectors the Food Services Industry is no different. I have the creativity, experience and the proficiency to achieve those first-rate and professional results that is the standard in the Food Services Industry.

menus

catalogues



Catalogues may not be the most glamorous element of a marketing plan but I realize their importance is paramount. My proficiency in assembling all the required elements to create an efficient and good-looking catalogue is always given the utmost attention.



Get Connected



**From far and wide...
we're Connecting Canadians**

From coast to beautiful coast, Uponor works with partners to provide innovative, efficient and trusted solutions. Whether a hotel in Toronto, a government building in Montreal, or a Condominium in Vancouver, the Uponor PEX-a Plumbing System, featuring Uponor AquaPEX tubing and ProPEX expansion fittings, consistently provides cost and labour savings, without compromising quality.

At Uponor, we stand on guard for our partners. We work with you to find the right solution each and every time.

- Most trusted, tested and listed in the industry
- ULCC 5102.2 plenum listing*
- Shape memory — leak repairable
- Full-service design and technical support
- Engineer's resource portal: CAD, Specs, BIM, LEED*



Get connected, change your business

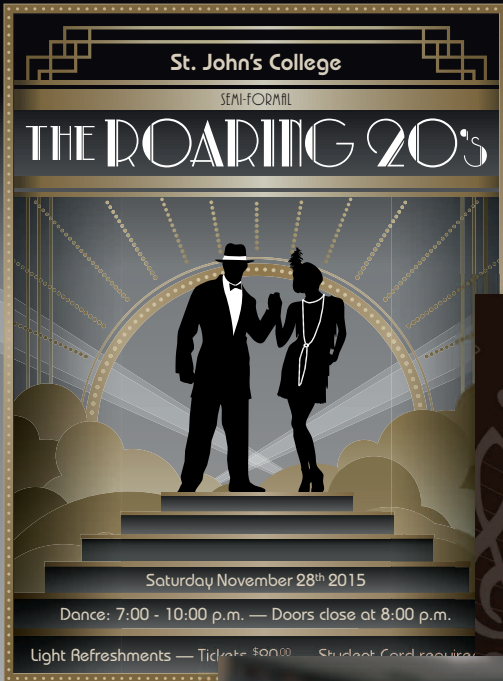
uponor

PEX-a PLUMBING
FIRE SAFETY SYSTEMS
RADIANT
HEATING & COOLING
PIE-INSULATED PIPE

* Please visit listing agency website for complete listing www.QR.org

Bigger is better. Not just bigger but also stunning. I can be the assurance that the large format segment of any print strategy will meet the highest of expectation that you have come to expect. Rest easy knowing my technically sound processes and experience translate into extraordinary results.

large format & posters



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