

PAPER CRANE

Where **ideas** **take flight.**

// Aug 29, 2024

// Travel Drumheller

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A journey into the Badlands

Our vision is to create a visually captivating and cohesive Exploration Guide that not only enhances the visitor experience but also strengthens Travel Drumheller's brand identity, promoting sustainable tourism in the region. By revitalizing this key resource, we aim to showcase the best of Drumheller, engaging visitors with its rich history, stunning landscapes, and vibrant community.

01

what drives us

Hans Ten Cate

CFO, Tilt Five

“Paper Crane Media is genuinely the best media and marketing team I've worked with. They are creative, talented and terrific collaborators. Always up for anything and they enjoy understanding and embracing the brands of their customers. They're professional and warm people that I'd gladly make part of any future team.”



Agency Overview

Paper Crane exists to breathe new life into your brand. We take the idea and transform it into something beautiful.

Website: papercrane.ca

Proposal contact: Weston Jones, Business Development

E: weston@papercrane.ca **P:** 778 952 6916

We are an innovative and highly collaborative agency that upgrades brands with visual identity, world class graphic design, thoughtfully curated content and engaging strategy.

Services:

Branding & Marketing
Strategy

Visual Identity &
Graphic Design

UX/UI Design

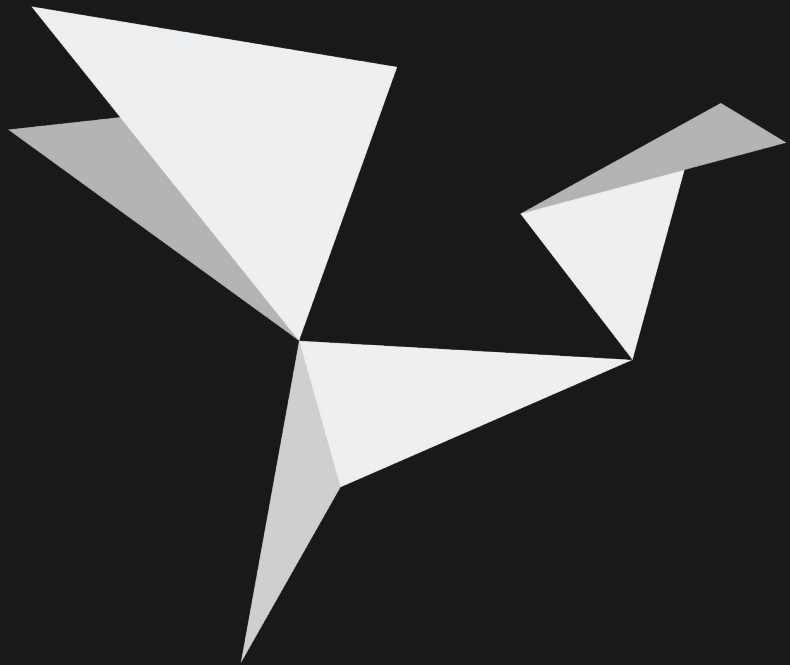
Website Design
& Development

Content

We are local

We don't outsource. Full stop.

Our agency is based in **Calgary**. We believe that **collaboration with our team and with you** is the key to creativity, so having a close-knit team is imperative to our success.



Our values drive us



Beyond collaborative

**We tell the truth, and
we listen to yours..**

Our goal is your success,
we don't like anything
that stands in the way.
We believe that only by
working together do we
achieve our goals.



Extreme responsiveness

We are team players.

We are more than your
agency, we are your
teammates. We
communicate clearly
and often.



Return on investment

**This is an investment in
your organization.**

Our expertise can help
you get the very most
out of it.



Delight and excite

**People connect to
messages that delight
and excite.**

That is why we are driven
to offer the very best in
cutting-edge style and
design principles.

The way we work drives us

We help organizations level-up

- We are fascinated with solving communication problems in order to inspire action.
- We create solutions our clients are proud to share.

We are cutting-edge

- Style, Identity and Design to us is more than simply making a magazine or printing a brochure; it is breathing life into your goals. We are passionate about excellent design practices and employing cutting-edge technology.

We are non-territorial

- We are happy to work with and recommend outside experts with extra experience.

We love your feedback

- We present early and often, inviting collaboration from all project partners.

Our clients drive us

BATTISTELLA
DEVELOPMENTS



FRATELLO



Lake Louise

Alzheimer
Society

CP



SUNCOR
ENERGY



Western
UNIVERSITY • CANADA

kudos★



Pine Cliff
Energy Ltd.



Hopewell^



ATCO



What people say drives us

Laura Mingail

Marketing Director, Dark Slope Studio

"The Paper Crane team are the ideal collaborators to extend the brand story and experience into an impactful website. The customization of their approach to client needs makes the process seamless. I look forward to working with the team on future projects."

Brett Ziegler

CEO, Trip Ninja

"I strongly recommend working with Paper Crane for high quality digital assets. We worked with the Paper Crane team to turn around an upgraded commercial website on an expedited timeline and received excellent results. Above and beyond the end product, the team were extremely accommodating of our timeline and phased roll-out requirements."

Gillian Woroniuk

VP, Marketing & Communications, Arete

"Incredible partner from start to finish. They took the time to get to know us and our business and have just delivered beyond expectations at every touchpoint."

Shekhar Parmar

Founder, Highbar Software

"Paper Crane is an amazing agency. I'm a little hesitant to write this review because they are so good I kinda want to gatekeep them - but if you are looking for an agency you can rely on, that truly cares, and takes proactive steps to help you, then look no further. No hesitation in my recommendation and that's why PC has become my go to for all projects."

02

our plan for you

William Richards

CEO, Easyredir

"My company has hired Paper Crane numerous times for different projects. In all cases, they produced extremely high quality deliverables on the time and budget they originally stated. We continue to use them for this reason."



Our approach

Take flight.

We would approach this project in five distinct phases: *Prepare, Create, Review, Finalize, Execute*.

Understanding the strategic work you've done to date, and forming a strong and aligned working relationship with you and your existing partners is our first task.

We would format a detailed workback that holds us all accountable to key milestones and is tied to invoicing.

We run weekly sprints to update on key aspects of the project (normally remote). As we move through the concept and design process, we would openly discuss any new asset needs as photography/videography has NOT been scoped, and work together to produce what is needed.

We implement creative that is meant to delight and inspire while keeping your message clear and support it with deep print knowledge that ensures your project is in-hand as envisioned.

Visual Communication

For decades the Paper Crane design team have been lovingly creating brands, sales materials and publications that trumpet our clients' message. We are passionate about bringing your vision to life through proven visual communication methods while injecting delight and fun into everything we do. We love solving visual problems and developing solutions that are as functional as they are beautiful.

Five steps to success



Prepare

A great project is well thought-out beforehand.



Create

This is the fun part, through workshops, design and content, we bring your creative vision to life.



Review

We are open communicators. We present early and often, and we are open to all feedback.



Finalize

We agree to the approach, voice and layout and start putting each piece in its place..



Execute

Breathing life into the 2025 Exploration Guide and sending off to print.

Five steps to success

We have five defined steps to get your guide in-hand



1

DISCOVERY

PREPARE

- Kickoff and Discovery to understand your vision and your brand
- Workshops to establish a clear understanding of the Exploration Guides identity and the audience it serves.
- Conduct any interviews and research with the local community as necessary
- Gather existing assets

2

CREATE

STYLE DIRECTION

- Creative workshops with our design team to establish cover direction and overall theme of the Exploration Guide while staying true to the Travel Drumheller Brand

CONTENT

- Move all content into a shared Google Doc for editing based on concept

DESIGN

- Present overall design direction driven by your buyer and your business goals
- Create assets

Five steps to success

We have five defined steps
to get your site live



3

REVIEW

ADJUSTMENTS

- Revisions and adjustments based on feedback from the TD Team prior to layout

4

FINALIZE

LAYOUT

- Develop layouts that ensure a consistent reading experience
- Advertisement design and Exploration Guide incorporation
- Multiple check-ins throughout the process as questions arise

QA & REVISIONS

- First look at the completed Exploration Guide for revision and changes

5

EXECUTE

PRINT

- Work closely with your team on the preprint process (binding requirements etc)
- Handoff all files and created assets.

Timeline - 2025 Exploration Guide

	Oct 21 - Nov 04		Nov 04 - Dec 02			Dec 02 - Dec 09	Dec 09 - Jan 22/2025			Feb 5
1. PREPARE										
KICK OFF										
DISCOVERY										
2. CREATE										
STYLE DIRECTION										
CONTENT										
DESIGN										
3. REVIEW										
ADJUSTMENTS										
4. FINALIZE										
LAYOUT*										
FIRST LOOK										
REVISIONS										
5. EXECUTE										
PRINT										

*Advertisement Design will take place in conjunction with the Exploration Guide

03

your investment

Margaret Glover-Campbell
CMO, Virtual Gurus

"We'd been working on our brand persona for a new product we were launching and thought we had a pretty good idea how we wanted it to be represented visually. A few sessions with Tara and she'd nailed it! Even though she and her team were busy, I never felt like we were any less important than her larger ones. All around terrific experience - from brand to web layout to client-facing portal UI - they delivered for us."



How do we price?

Our pricing is based on how many hours a project or task will take us to complete.

Standard payment terms are net 30.

- Your Investment will be broken up into 40%, 30% and 30% payments.
 - The first 40% payment is treated as a deposit, due prior to project start.
 - Remaining payments will be split evenly for the expected duration of the project based on deliverable milestones.
- External costs billed through Paper Crane are subject to a management fee.
- If the scope of the project changes substantially as we proceed through discovery and concepting, we will work with you to either re-estimate, or to reduce scope to stay within certain budget parameters.
- Rest assured, we will never surprise you with an invoice for fees that have not been approved.

Investment

2025 Exploration Guide and Style Guide

- **Project Cost**

\$ 11,500 CAD + GST

Scope

- Design and Layout of 2025 Exploration (up to 50 pages)
- 2 Cover Options
- 2 Stylesheet Directions
- Creative Workshops
- Press Checks
- Print Management Support
- Final designs in print-ready and web-friendly formats
- Editable source files
- Project Management

Advertisement Design

- **Project Cost per Ad**

- 1/6 Page Ad 2.25"W x 4.75"H - \$200 CAD
- 1/3 Page Ad 2.25"W x 9.75"H - \$275 CAD
- 1/3 Square Ad 4.75"W x 4.75"H - \$275 CAD
- 1/2 Page Ad 7.24"W x 4.75"H - \$500 CAD
- Full Page Ad 8.25"WE x 10.75"H - \$1000 CAD

- All advertisement quotes include consultation, one (1) creative workshop, design and one (1) round of revisions.
- 1/2 Page and Full Page advertisements have stock image search included in the price.
- 1/6 and 1/3 page advertisements are subject to a \$100/per image stock search fee if imagery is NOT provided.

Ongoing Work Options

There may be questions on how we can continue to work together!

For larger tasks, we will often work on new scopes of work and separate budgets.

However, we do offer ongoing support in one of three avenues.

1 RETAINER

Budget: Lowered hourly rate based on quantity of hours. Min. 20 hrs/mo

Best for clients that are looking for ongoing support and improvements and quick turnarounds (<48hrs in most cases).

2 TIME & MATERIALS

Budget: Min. spend of \$750/mo. - tasks billed at normal hourly rate.

Min. spend is effectively a placeholder to allow us to turnaround tasks quickly - <48 hours in most cases - without needing to increase hourly budget. Min. spend is attributed to cover the first few hours of usage.

3 PIECEMEAL

Budget: Priced out per task at our normal hourly rate.

No ongoing budget required - each task is priced out individually. Turnaround is 5-10 business days, but we do offer quicker turnaround for increases in budget per task.

04

your team

Thomas Dudley

Owner, Certified EO

"Paper Crane was great to work with! Professional and extremely responsive to our needs."



Leadership



Tara McLaughlin is an award-winning communications professional with more than two decades in the industry. She has worked with organizations from across the globe, leads the board of directors for Google for Entrepreneurs' backed StartUp Grind Calgary and mentors startups in branding strategy for Founders Institute.

Tara has spent a considerable amount her career in print and understands the dynamics for a strong visual communications and how to create a compelling narrative that captures your audience.

She has lead award-winning creative teams for hundreds of publications from magazines, books, annual reports and booklets to multi-page packages, guides and cookbooks.

Leadership



Christy Seville is an award-winning copywriter and marketing strategist with experience consulting businesses from early-stage start-ups to publicly traded companies. Her passion for emerging technology keeps her on the cutting edge of new trends and innovations, which she eagerly passes along through talks with the VRARA, the Canadian Public Relations Society and guest lecturing at New York University.

She will ensure your messaging is saying the right thing to the right audience at the right time.

Your Extended Team



Teak Sato graduated from the Visual Communications department of the Alberta College of Arts (now AU Arts) in 1998. Over the last 25 years he has worked in both large and small agencies as well as running his own one-man-army. During this time he has worked with such brands as Mercedes-Benz USA, Dell, H&R Block Canada, Davidoff, and Banff & Lake Louise Tourism.



Emily Biagi is a multidisciplinary designer with skills in communication, motion, brand design and UX. She has spent the past four years studying the process and the story behind a concept, giving her the ability to speak visually and emotionally to a wide variety of audiences and on many topics. She holds a degree in visual communications and is a certified UX designer.



Julia Dang is a graduate of the Alberta University of the Arts. With a strong passion for creating compelling visual designs she spent the start of her career freelancing for small agencies and clients on small projects in various industries, ranging from food to furniture manufacturing companies. She is excited to apply her skills in using various design software to create visually appealing designs that effectively communicate the message.

05

work samples

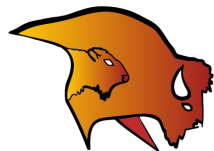
Jared Burwell

CEO, Viros Group

"The Paper Crane team have been great to work with. They have guided us through web design, brand development and marketing projects with professionalism and responsive communication. We will continue to trust them as our service partner in the coming years."



Visual Identity | Brand | Materials



URBAN SOCIETY FOR
ABORIGINAL YOUTH

USAY brought brought Paper Crane in to invigorate their speciality publications and provided us the opportunity to use our creative skills in a thoughtful and impact driven way..

New Tribe Magazine aims to amplify the voices of Indigenous youth and promote a positive image of Indigenous people in urban settings. It emphasizes information sharing and awareness building as foundational elements. Each issue features stories, artwork, and journalism from Indigenous youth, showcasing their strength and vibrancy.

See both magazines here!

Straight Up Feather ★ LUNA Quest ★ Powerful Profiles
NEW ★ TRIBE
MAGAZINE



INDIGENOUS AR+

**SEE THIS COVER
COME TO LIFE**

Download USAY's AR app for an
augmented reality experience



New Tribe Special Edition IV



Book Review

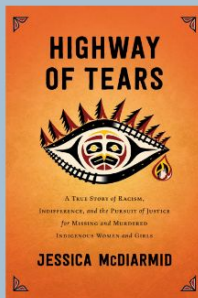
Highway of Tears:
A true story of racism, indifference and the pursuit of justice for Missing and Murdered Indigenous Women and Girls.
Author Jessica McDiarmid

Reviewed by
Christine Miskoonoodinkwe-Smith

An area known as The Highway of Tears is a 725-kilometre stretch of highway in British Columbia that has become a microcosm of a national tragedy and travesty. McDiarmid writes about the Highway of Tears to bring more national awareness to the issue of Missing and Murdered Indigenous Women and Girls by sharing firsthand accounts of those closest to the victims. She talks to the mothers, sisters, brothers and others who knew them and brings forth stories that give these Women and Girls more than just a name that is written in a police officer's book.

As an Indigenous woman it was infuriating to read the various stories and know that so many families have suffered through so much pain and continue to suffer because there is no such thing as tidy closure to what happened to their loved ones. Not only did I feel the pain and sorrow in each story, but I also felt the frustration bleeding through the pages at the indifference and almost dismissive actions that the families faced when reporting their loved ones missing to the police in their communities.

McDiarmid does an excellent job of documenting the stories, as



Visual Identity | Brand | UX/UI |
Development | Materials

melo

Celebrate the escape

Melo Mead gave our creative team the opportunity to really flex their skills, eventually winding up with awards in the brand and asset categories.

We worked with the Melo team to build out their brand from the ground up. Our work encompassed strategy, packaging, and branding all the way to web development and operational support.

This project has won a International Gold Muse in package design and branding.



Visit Site



The slide features a dark background with abstract geometric shapes in the corners. The top-left corner has several overlapping triangles in white and light gray. The bottom-right corner has a larger, more complex arrangement of overlapping triangles in white and light gray, creating a star-like or pinwheel-like effect.

References

Our of respect for the privacy of our clients we are happy to provide additional information and reference contacts should we move to the second stage of RFP selection.

This allows us to coordinate preferred contact times and methods as well as confirm approval to share confidential project information.



Thank you, Keli!

Questions? Contact:

Weston Jones

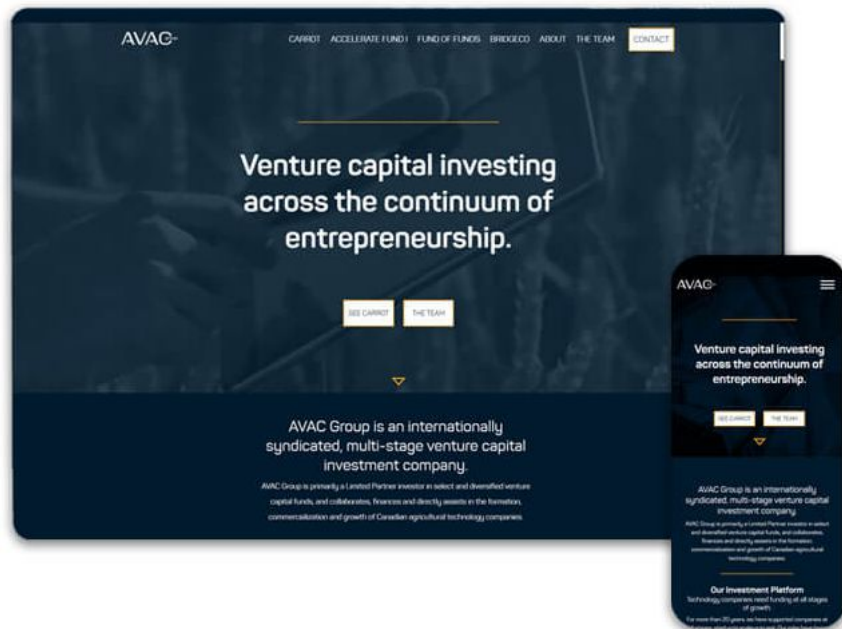
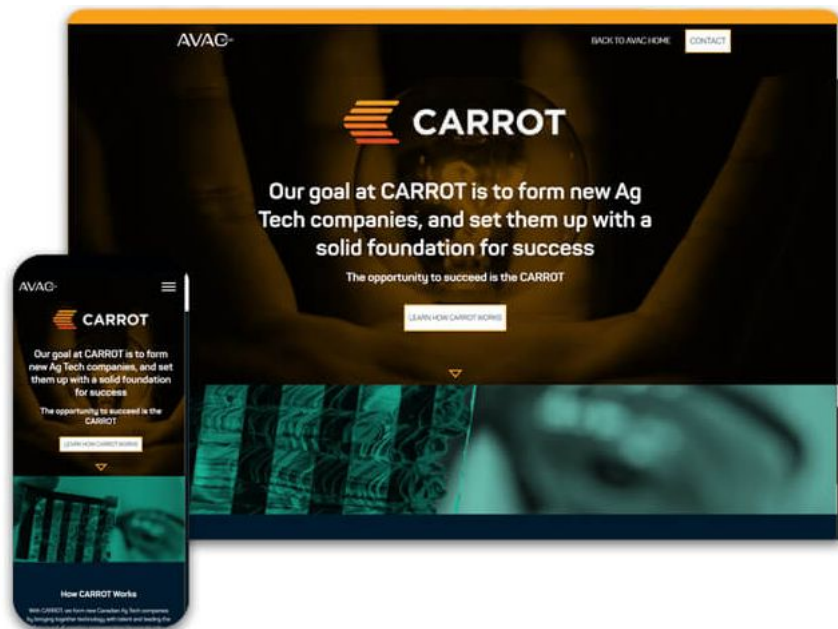
weston@papercrane.ca

778 952 6916

The slide features a dark navy blue background. In the top-left and bottom-right corners, there are abstract geometric designs composed of several triangles in white and light gray, creating a sense of depth and movement.

Appendix

A selection of additional work and FAQs







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Regards,

Dr. [Name]

Electrical & Computer Engineering

©2000, University of Alberta

Edmonton, Alberta T6G 2G6

Phone: (403) 000-0000 ext. 000

www.itsaicsandbox.com





It's not just about safely delivering compressed natural gas to industrial customers in Ontario, Québec, and across North America. We want you to join the clean energy transition and make the switch to low carbon fuel to achieve your ESG goals. We'll also help you **lower your fuel costs and increasing savings** while you're doing that. Clean energy is everyone's business so let's take care of our world together.

In Ontario you can find us in **Timmins, Red Rock and Mount Forest**



Low Carbon Energy Solutions

CERTARUS.COM 705-274-5444

No matter what curves the road throws at us, we'll deliver

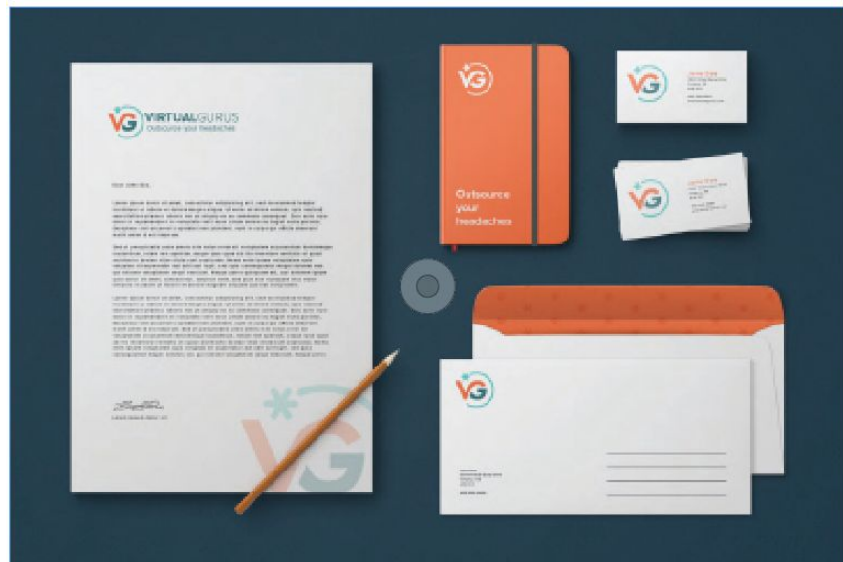
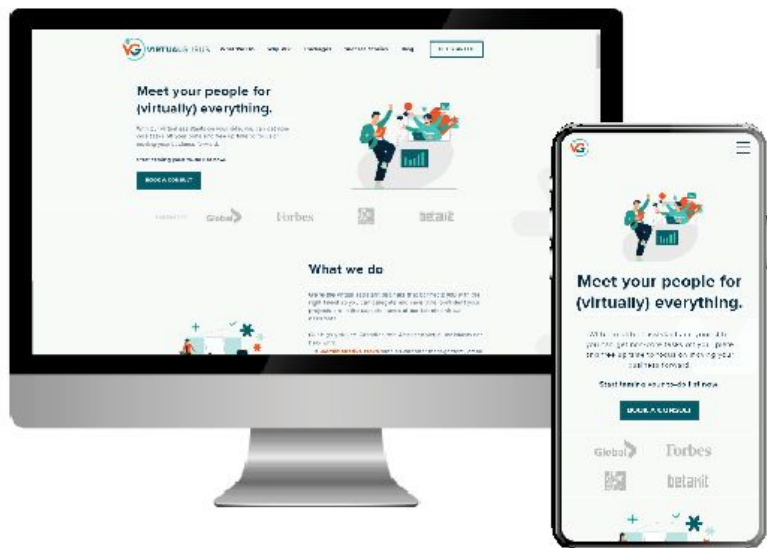
We safely deliver compressed natural gas to industrial customers in Ontario, Québec, and across North America. Join the clean energy transition and make the switch to low carbon fuel to achieve your ESG goals while **lowering your fuel costs and increasing savings**.

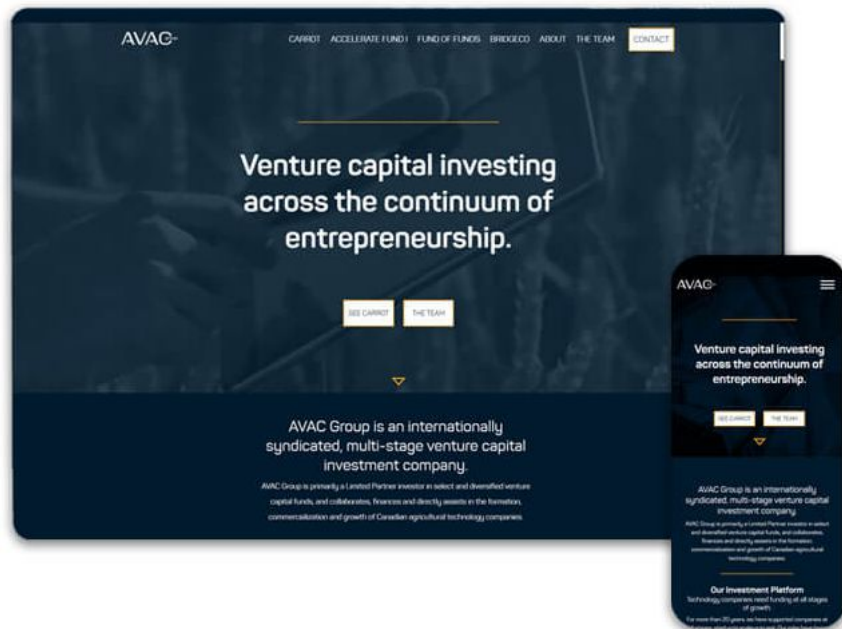
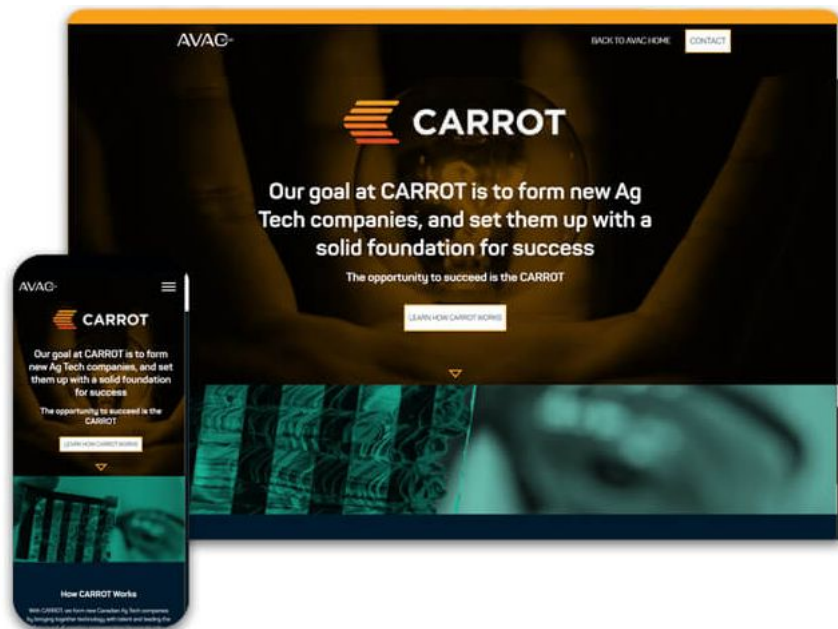
Ontario Locations: **Timmins, Red Rock and Mount Forest**

CERTARUS.COM
705-274-5444



Low Carbon Energy Solutions





FAQs

How many revisions do I get?

- + Officially, three revision cycles at the various stages of the project. As the project evolves, there are less revisions.

What if I want to add to the scope of the project?

- + Scope can be increased at any time. If the new additions to the project increase the design or development time, we will provide a new estimate for the additional time

FAQs

What if I reschedule a meeting?

- + We strive to keep on track once the project has begun. Rescheduling meetings is completely fine but may delay the final project delivery time.

What if I want to shrink the project scope?

- + You can delay or delete aspects of the project at any time. We will adjust the estimate to suit the new scope of work.

What payment types are accepted?

- + We accept bank transfers globally. For Canadian clients, we can accept e-transfers addressed to accounting@papercrane.ca.

FAQs

What is your hourly rate?

- + Our hourly rate is \$165/hr (CAD). That can be negotiated based on ongoing contracts - length of contract and volume of hours per month will both correlate with lowering the cost per hour.



Get ahold of us

www.papercrane.ca

hello@papercrane.ca

[linkedin.com/paper-crane-media](https://www.linkedin.com/company/paper-crane-media)

[instagram.com/papercrane.media](https://www.instagram.com/papercrane.media)

