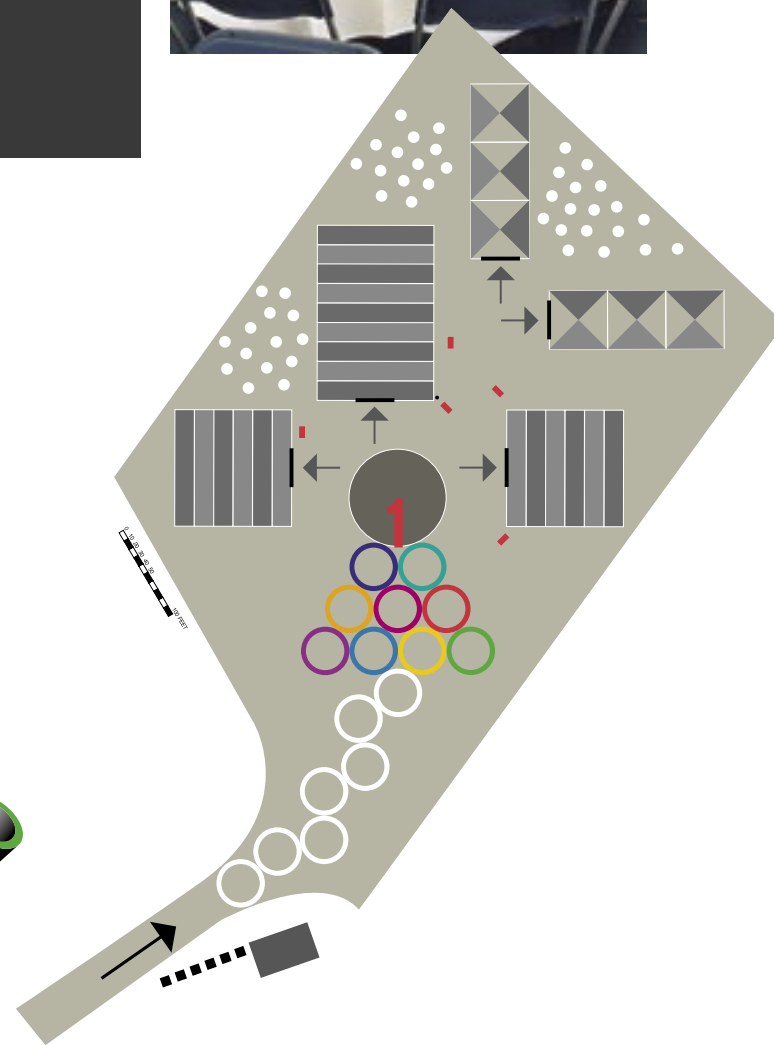
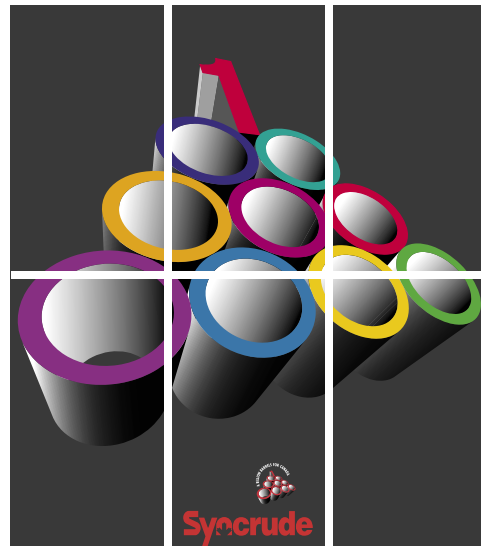
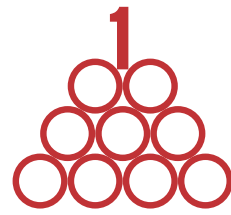


When Syncrude Canada Ltd. celebrated its milestone production of **one billion** barrels of oil from the oil sands in Fort McMurray, a logo was commissioned to commemorate the event.



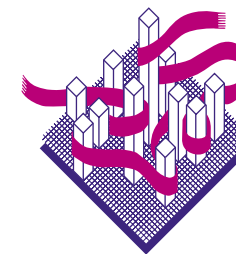
Above — integrated banners.

Top right — banners and table settings in tent at Fort Edmonton Park, site of the Edmonton Billionth Barrel party.

Right — layout of entertainment and food tents at MacDonald Island, site of the celebration in Fort McMurray.



Enbridge is the largest natural gas distribution company in Canada. The theme of its 50th anniversary celebration was **ONE VISION**. This logo was designed for use in a commemorative book for its employees.



Winter Cities is an international forum for the exchange of ideas on how cities can be made more livable in winter. When Edmonton hosted the event in 1986, I designed this logo showing a city wrapped up in a scarf.



Rick Brommeland of the **National Forum of Science and Technology Advisory Councils** wanted a logo reflecting the importance of nation-wide participation in policy formation.



Alberta Economic Development required a symbol to promote its trade mission to the Pacific Rim and Australia. I thought the nautilus shell and dragon icon made a good combination.



John Ferguson, Chancellor of the University of Alberta, initiated an annual fund-raising golf tournament called "**The Chancellor Cup**". Green and gold are the University's official colours.



Logo for the **8th IAAF World Championships in Athletics** held in Edmonton.



The **Edmonton Heritage Festival**, spearheaded by Dennis Fahlman, is the largest multicultural celebration of its kind in the world. This logo of many colours woven into our national emblem was used to promote the Festival's **25th anniversary**. Festival posters can be found in the Posters Section of this book.



Dr. Suzuki, founder of the famous method of string pedagogy for young children, preached peace through music. The **7th Suzuki International Conference** held in Edmonton in 1985 conveys this message with its logo.



Twenty books stylized as candles make up the logo for the anniversary celebration of the **Book Publishers Association** of Alberta.

Edmonton hosted a notably successful **ITU Triathlon World Championship** in 2001. The logo consists of 3 banners representing the disciplines of swimming, cycling and running, joined to form the letter "E" for Edmonton. The mascot, dubbed SBR (SwimBikeRun), presents a 3-D version of the logo.

Triathlon
The World's Fastest Growing Olympic Sport
Be part of it as the World's Best compete in Edmonton



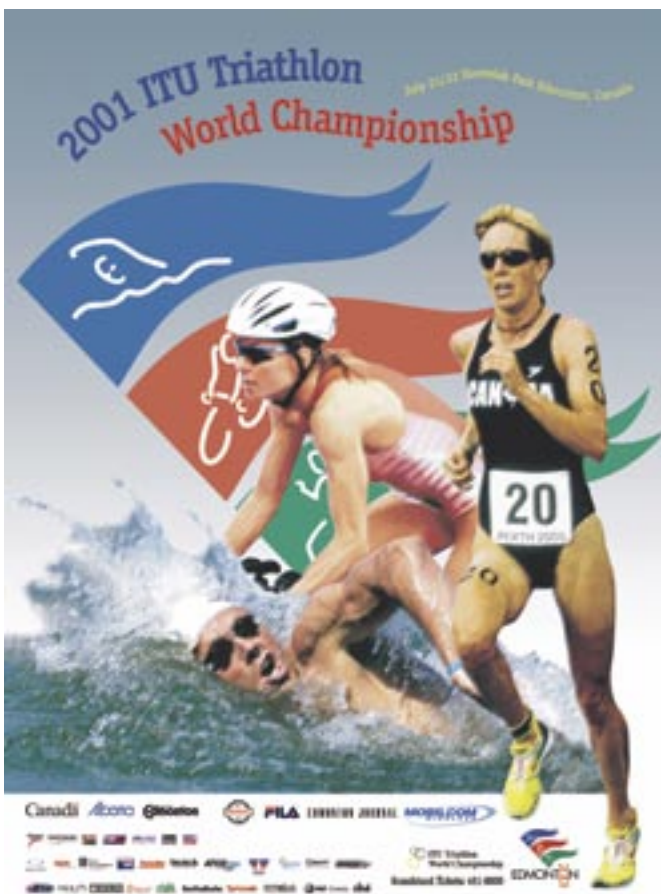
When the President of the International Olympic Committee presents the medals to the winners of the Women's Triathlon Race – the first event of the Sydney Olympic Games – it will mark the fastest acceptance of any sport to full medal status in the history of the Olympic movement.



ITU Triathlon World Championship

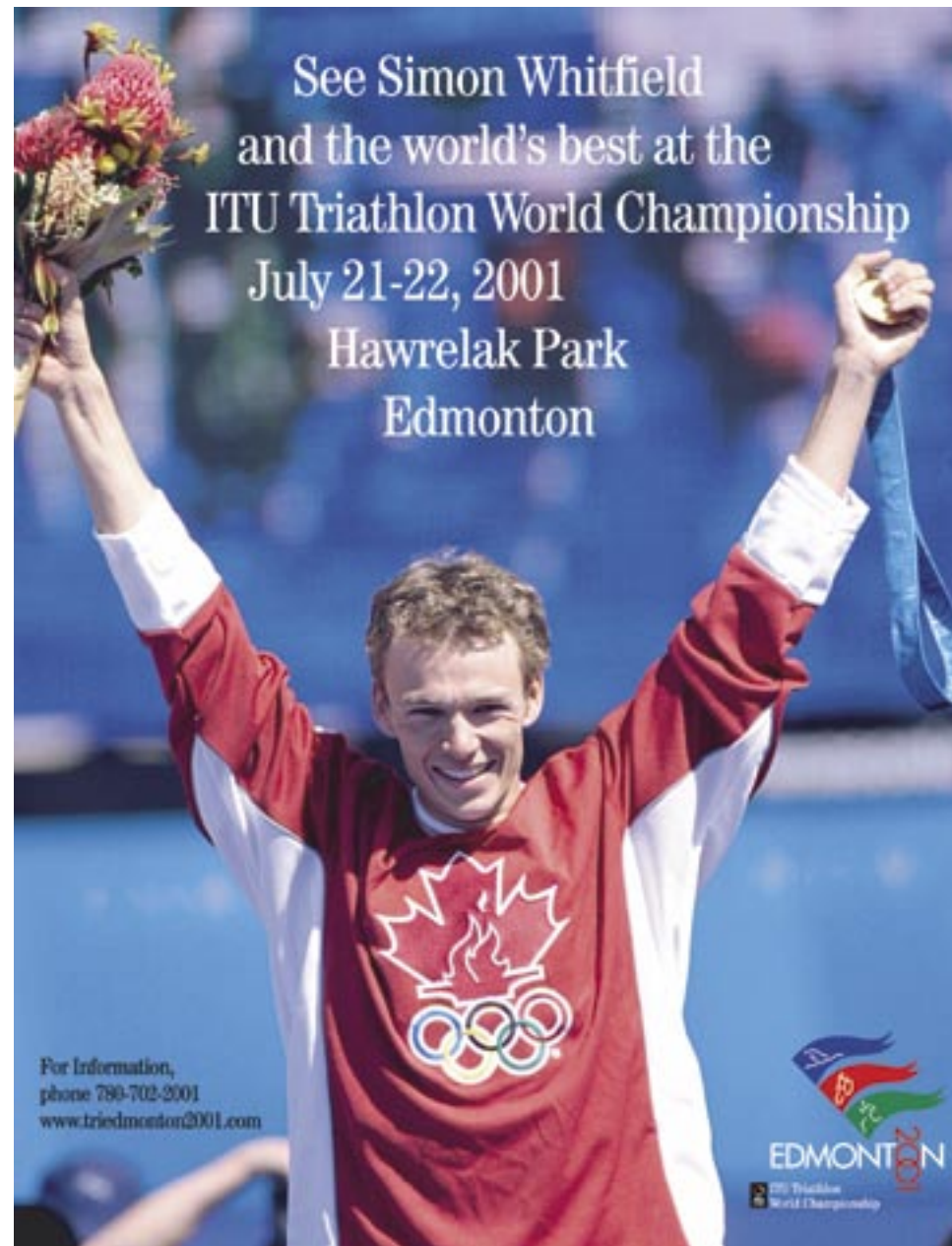


2001 ITU Triathlon World Championship
July 21-22, 2001, Hawrelak Park, Edmonton, Canada




Canada Alberta Ontario PFLA TERRACON JENSEN MAGNUSON

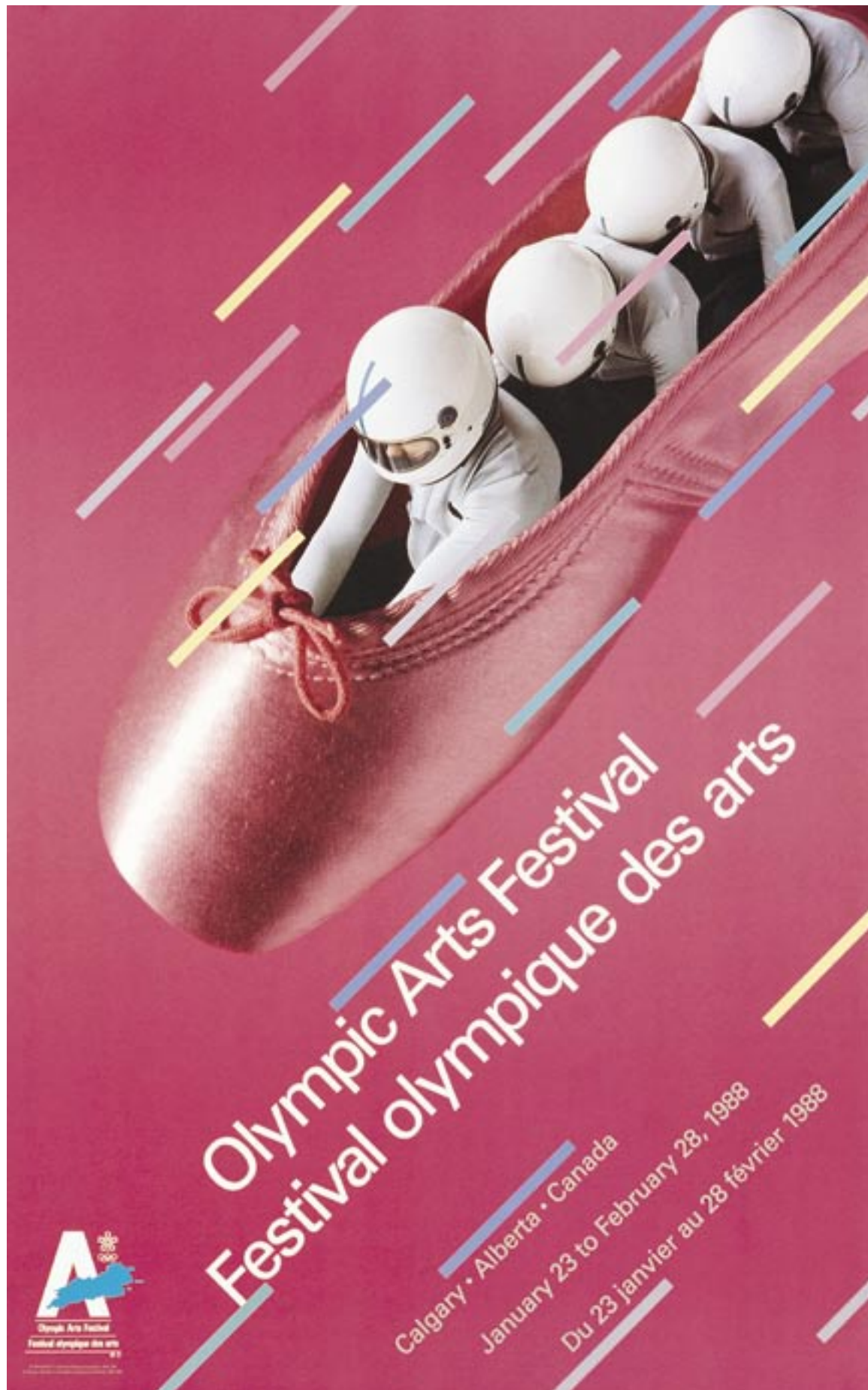
See Simon Whitfield and the world's best at the ITU Triathlon World Championship
July 21-22, 2001
Hawrelak Park
Edmonton



For Information, phone 780-702-2001
www.triedmonton2001.com




Before the main event in 2001 there were a couple of test runs, including the National Championships in 1999 & 2000. These competitions had their own logo, again incorporating Triathlon's 3 disciplines.



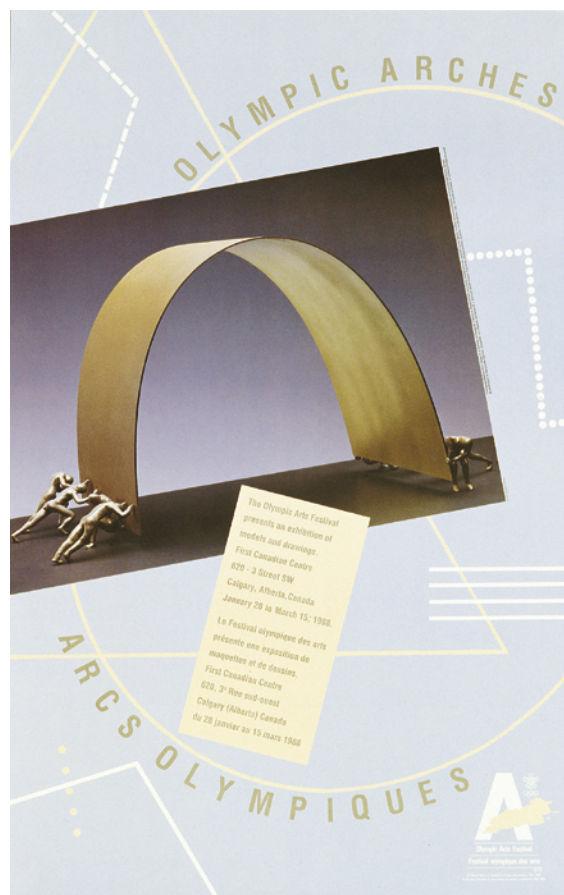
I was very pleased when, after a rigorous competition, we were awarded the design contract for the **1988 Winter Olympics Arts Festival**.

I was given a budget of \$2.5 million to cover the design and production of extensive print material, including posters, programs, signage, newspaper and magazine advertisements, brochures, invitations, event tickets, displays, certificates, banners, billboards, press kits, etc. When the Festival was over, this enormous project came in under budget by \$200,000!

The Arts Festival logo was designed by Scott Thomley of Toronto before the award of the Festival design contract to my firm.



Actual Polaroids of the photo shoot for the official poster. In the days before the invention of Adobe Photoshop software, these two images had to be superimposed on the large Scitex computer in Toronto.



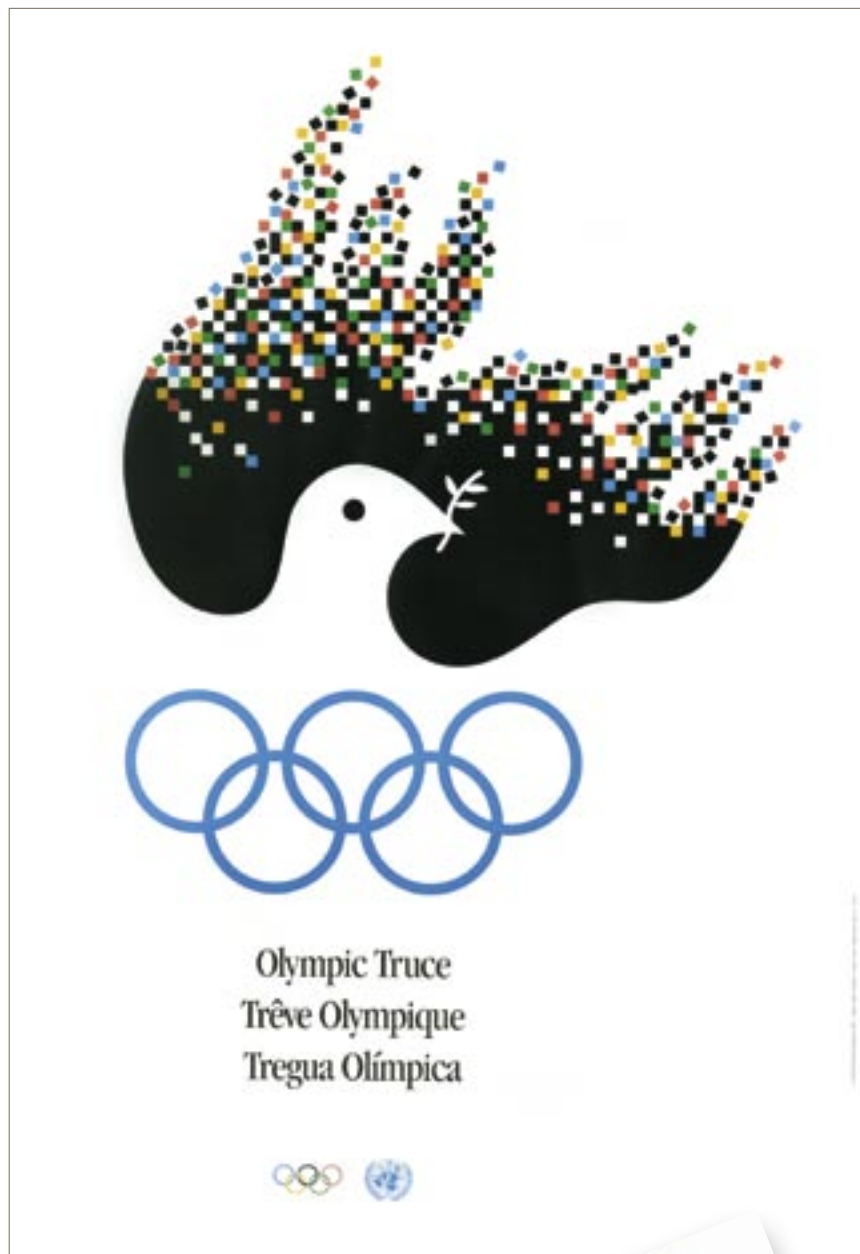
Official posters for the various events.



Samples of some of the hundreds of different brochures, programs and exhibition catalogues designed for the Festival.

Below right — signage for the International Snow Sculpture Competition.



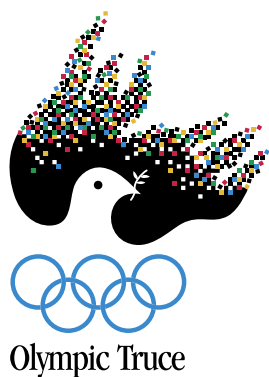


I was invited by the International Olympic Committee to participate in a world-wide logo competition for the centennial year of the Olympics. More than 250 design firms and individuals submitted entries.

On the short list were my design and two submissions from the U.S., from which Bruce Blackburn's design was chosen for the centennial logo and mine for the **Olympic Truce** initiative. The Truce is a revival of the traditional moratorium on armed conflict observed during the ancient Games. For the first time in modern Olympic history, flags with this Olympic Truce symbol were flown during the 1994 Lillehammer Winter Games, and the warring factions in Sarajevo paused to observe the Truce.

The Olympic Truce is symbolized by a dove of peace against the traditional Olympic flame. The festive "effervescent" confetti making up the flame suggest celebration of the human spirit.

Official poster and press kit folder.



A month before the 1994 Lillehammer Winter Games, I was invited to attend the launch of the Olympic Truce at the headquarters of the IOC in Lausanne, Switzerland. Above — U.N. President Dr. Issanly addressing the press conference.



Right — U.N. Secretary-General Kofi Annan at a press conference promoting peace through sport.



I was given this delightful image from Time Magazine to use in the second official **Olympic Truce** poster.



We support the Olympic Truce
 Nous soutenons la Trêve Olympique
 Apoyamos la Tregua Olímpica



This Olympics, we member states of the United Nations **AFGHANISTAN** • **ALBANIA** • **ALGERIA** • **ANDORRA** • **ANGOLA** • **ANTIGUA** • **BARBUDA** • **ARGENTINA** • **ARMENIA** • **AUSTRALIA** • **AUSTRIA** • **AZERBAIJAN** • **BAHAMAS** • **BAHRAIN** • **BANGLADESH** • **BARBADOS** • **BELARUS** • **BELGIUM** • **BELIZE** • **BENIN** • **BRITAIN** • **BOLIVIA** • **BOSSNIA** • **HERZEGOVINA** • **BOTSWANA** • **BRAZIL** • **BRUNEI DARUSSALAM** • **BULGARIA** • **BURUNDI** • **BURKINA FASO** • **BURUNDI** • **CAMBODIA** • **CAMEROON** • **CANADA** • **CAPE VERDE** • **CENTRAL AFRICAN REPUBLIC** • **CHAD** • **CHILE** • **CHINA** • **COLOMBIA** • **COMOROS** • **CONGO** • **COSTA RICA** • **CÔTE D'IVOIRE** • **CROATIA** • **CUBA** • **CYPRUS** • **CZECH REPUBLIC** • **DEMOCRATIC PEOPLE'S REPUBLIC OF KOREA** • **DEMOCRATIC REPUBLIC OF THE CONGO** • **DENMARK** • **DIBOUTI** • **DOMINICA** • **DOMINICAN REPUBLIC** • **ECUADOR** • **EGYPT** • **EL SALVADOR** • **EQUATORIAL GUINEA** • **ERITREA** • **ESTONIA** • **ETHIOPIA** • **FIJI** • **FINLAND** • **FRANCE** • **GABON** • **GAMBIA** • **GEORGIA** • **GERMANY** • **GHANA** • **GREECE** • **GRENADA** • **GUATEMALA** • **GUYANA** • **GUINEA-BISSAU** • **GUYANA** • **HAITI** • **HONDURAS** • **HUNGARY** • **ICELAND** • **INDIA** • **INDONESIA** • **IRAN (ISLAMIC REPUBLIC OF)** • **IRAQ** • **IRELAND** • **ISRAEL** • **ITALY** • **JAMAICA** • **JAPAN** • **JORDAN** • **KAZAKHSTAN** • **KENYA** • **KIRIBATI** • **KUWAIT** • **KYRGYZSTAN** • **LAO PEOPLE'S DEMOCRATIC REPUBLIC** • **LATVIA** • **LEBANON** • **LESOTHO** • **LIBERIA** • **LIBYAN ARAB JAMAHIRIYA** • **LIECHTENSTEIN** • **LITHUANIA** • **LUXEMBOURG** • **MADEAGASCAR** • **MALAYSIA** • **MALAYSIA** • **MALDIVES** • **MALI** • **MALTA** • **MARSHALL ISLANDS** • **MAURITANIA** • **MALDIVES** • **MEXICO** • **MICRONESIA (FEDERATED STATES OF)** • **MONACO** • **MONGOLIA** • **MOROCCO** • **MOSAMBIQUE** • **MYANMAR** • **NAMERIA** • **NASSAU** • **NEPAL** • **NETHERLANDS** • **NEW ZEALAND** • **NICARAGUA** • **NIJES** • **NGERIA** • **NORWAY** • **OMAN** • **PAKISTAN** • **PALESTINE** • **PANAMA** • **PAPUA NEW GUINEA** • **PARAGUAY** • **PERU** • **PHILIPPINES** • **POLAND** • **PORTUGAL** • **QATAR** • **REPUBLIC OF KOREA** • **REPUBLIC OF MOLDOVA** • **ROMANIA** • **RUSSIAN FEDERATION** • **RWANDA** • **SANT KITTS & NEVIS** • **SANT LUCIA** • **SANT VINCENT & THE GRENADINES** • **SANCTO** • **SAN MARINO** • **SAO TOME AND PRINCE** • **SAUDI ARABIA** • **SENEGAL** • **SEYCHELLES** • **SERRA LEONE** • **SINGAPORE** • **SLOVAKIA** • **SLOVENSIA** • **SOLOMON ISLANDS** • **SOMALIA** • **SOUTH AFRICA** • **SPAIN** • **SRI LANKA** • **SUDAN** • **SURINAME** • **SWAZILAND** • **SWEDEN** • **SWITZERLAND** • **SYRIAN ARAB REPUBLIC** • **TAIWAN** • **TAJIKISTAN** • **THAILAND** • **THOMAS** • **TOGO** • **TONGA** • **TRENDAID** • **TORAGO** • **TUNISIA** • **TURKEY** • **TURKEMENISTAN** • **TUVALU** • **UGANDA** • **UKRAINE** • **UNITED ARAB EMIRATES** • **UNITED KINGDOM OF GREAT BRITAIN** • **NORTHERN IRELAND** • **UNITED REPUBLIC OF TANZANIA** • **UNITED STATES OF AMERICA** • **URUGUAY** • **UZBEKISTAN** • **VANUATU** • **VENEZUELA** • **VIET NAM** • **YEMEN** • **YUGOSLAVIA** • **ZAMBIA** AND **ZIMBABWE** *join in observing the OLYMPIC TRUCE*



Observe the Olympic Truce:
 do battle here.

I also developed several poster concepts for promoting awareness of the **Olympic Truce**.

MasterPeace Theatre

Join the rest of the world and celebrate the observance of the Olympic Truce.

Observe the Olympic Truce:
 do battle here.