



Experienced Sr. Graphic Designer–Production Manager with over two decades of expertise in providing comprehensive marketing support for renowned Canadian brands, such as Tempur Sealy Intl., Retail Council of Canada, Xerox Corp., Staples, Eli Lilly, Pfizer, Canadian Tire, and Enbridge.

TEMPUR+SEALY



STEARNS & FOSTER®

THE PROBLEM:

The company lacked an effective way to distribute and promote the marketing material to the sales force and Retailers.

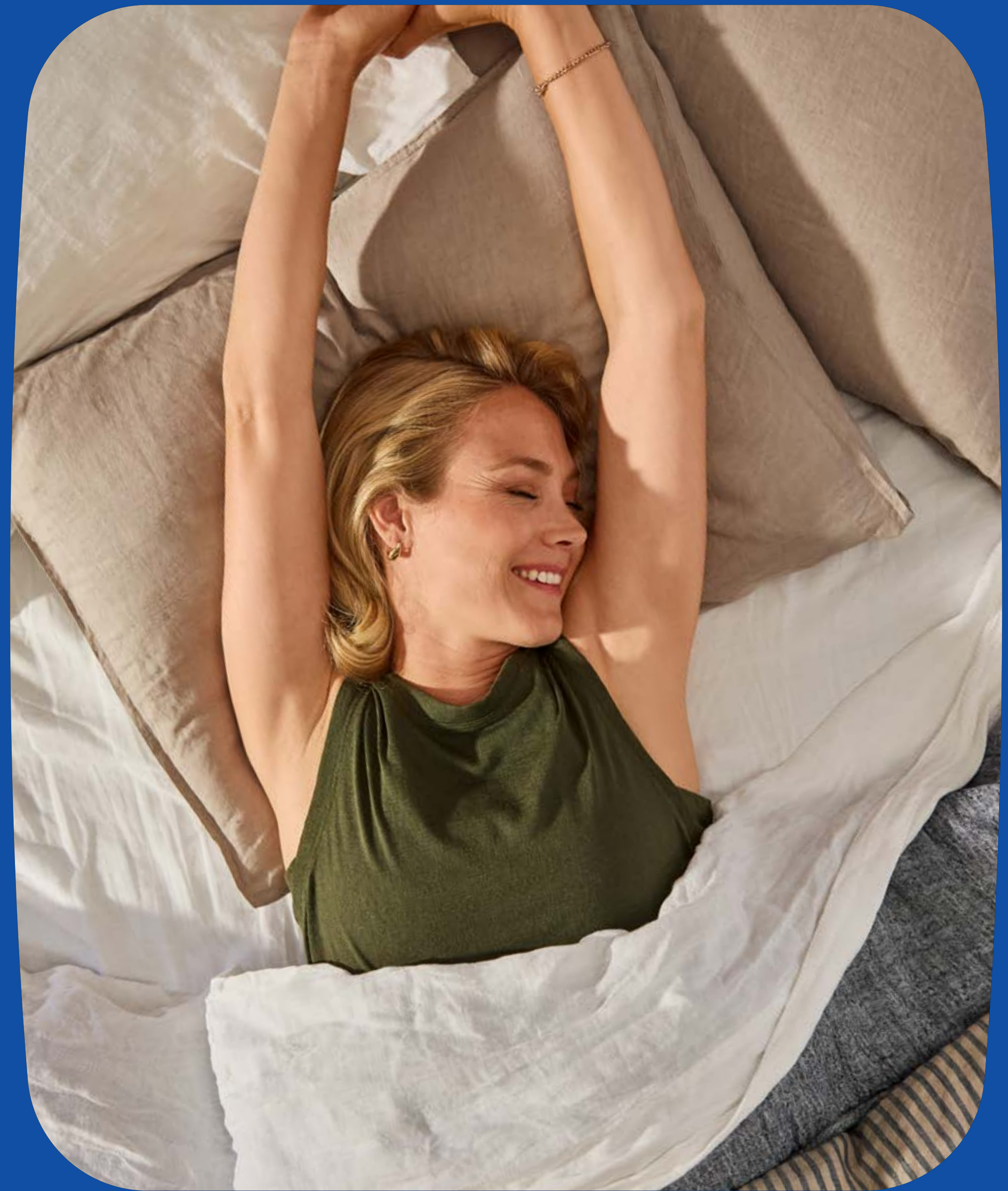
THE SOLUTION:

An ad calendar, that look like a catalogue with ready to use marketing material, and ideas to promote the brands all year around.

Create AI talent images to avoid copyright limitation.



**2025 SEALY®
AD CALENDAR.**



CONTACT US.

To deliver graphics to you as easy as possible we share our files on [box.com](https://www.box.com). Before contacting our design team please have the following ready:

EXACT SIZE

- in inches (width x height)

THEME

- Title you would like to use

PRODUCT

- Name, construction, size, set or single pieces

PRICE

- Sale price, original price, sale story in % or \$

DEALER INFO

- Dealer tag (if required)/logo

Send your detailed request to marketing.ca@tempursealy.com

Allow three business days for a final artwork submission.



BRAND REQUIREMENTS.

You must use Sealy branding exactly as they appear in the graphic files we provide you; you must not alter, recreate or present any Sealy asset in any way that is not exactly as outlined by Tempur Sealy Retail Marketing. Altering has a negative effect on Sealy's valuable brand image and may constitute trademark infringement. Please refer to the [Sealy Brand Standards & Guidelines](#) for full instructions on proper use of the Sealy trademarks and other branding elements.

PHOTOGRAPHY & VIDEO USAGE

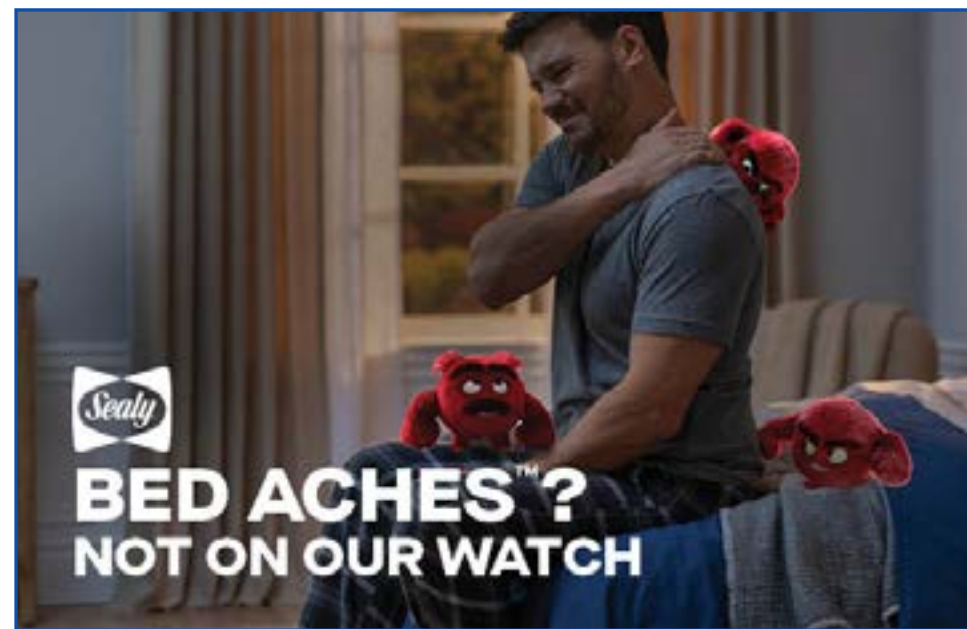
Many brand assets have limited usage agreements with agencies and talent. To make things easier, we have included the expiry of the assets within these options on each page. Please contact marketing.ca@tempursealy.com with any additional questions you may have.

STORE APPEARANCE

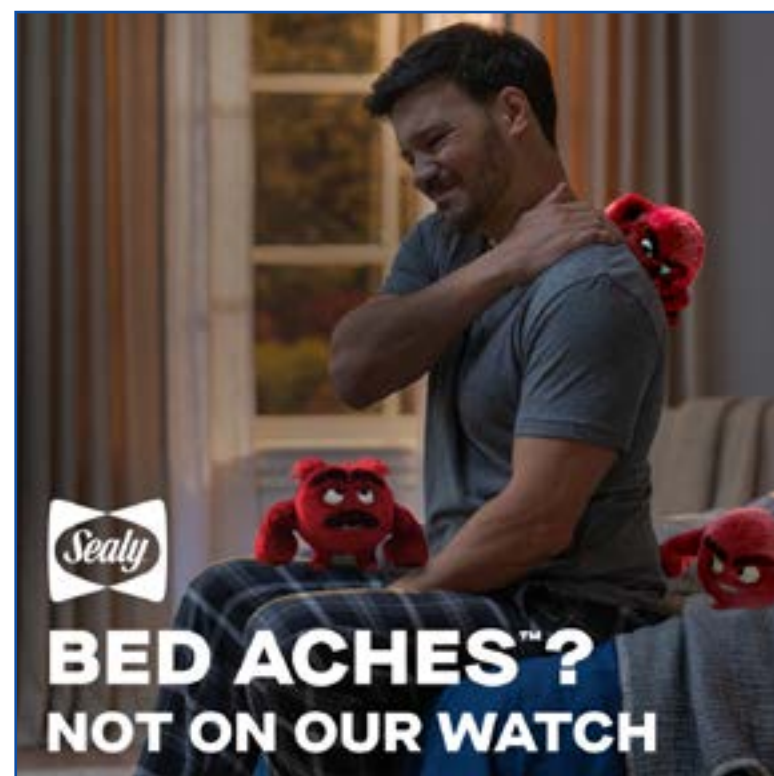
Sealy must be displayed with the appropriate Sealy pillows and foot protectors or custom pillows and foot protectors that have been approved by the brand manager.



OPTION 5-A: **BED ACHES™ ?**



8.5 x 5.5 Half Page



1080 x 1080



8.5 x 11 letter OR 11 x 17 broadsheet



Expiration Date : 01/21/2028

1080 x 1080

OPTION 7: WINNER MATTRESS CATEGORY



8.5 x 5.5 Half Page



1080 x 1080




8.5 x 11 letter OR 11 x 17 broadsheet




Expiration Date : None

1080 x 1080

SOCIAL MEDIA. APRIL - EMOTIONAL & SPRING CLEANING


 Retailer Name [Like Page](#)


Say hello to happier mornings with the Sealy Posturepedic® collection. Engineered for superior support, this collection helps you wake with fewer aches and more ahhs. Ready to learn more? Discover Sealy® today at RETAILER NAME.



POSTUREPEDIC


SUPERIOR SUPPORT
for every body.

Say goodnight to nagging Bed Aches™. [Learn More](#)




TARGETED SUPPORT
right where you need it

Say goodnight to nagging Bed Aches™. [Learn More](#)



and wake up with **LESS BED ACHES™.**


Say goodnight to nagging Bed Aches™. [Learn More](#)




POSTUREPEDIC

Say hello to **HAPPY MORNINGS.**


Say goodnight to nagging Bed Aches™. [Learn More](#)

 20
[Like](#) [Comment](#) [Share](#)

EMOTIONAL


 Retailer Name [Like Page](#)


Declutter *Deep clean* Get deeper sleep. Feel restored after spring cleaning with a full bedroom refresh and a new Sealy®—available now.



POSTUREPEDIC

Start your spring cleaning with Sealy®.

Say goodnight to nagging Bed Aches™. [Learn More](#)

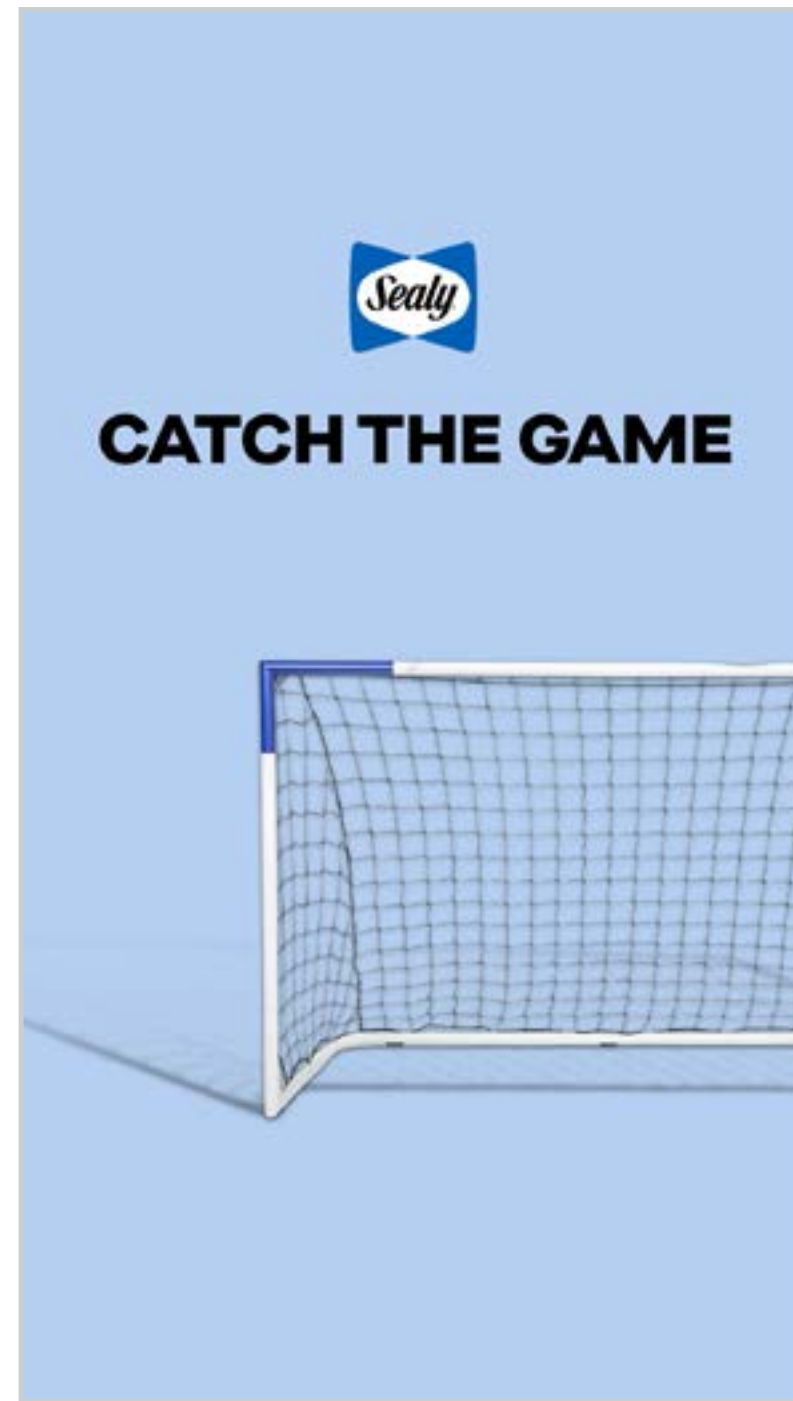
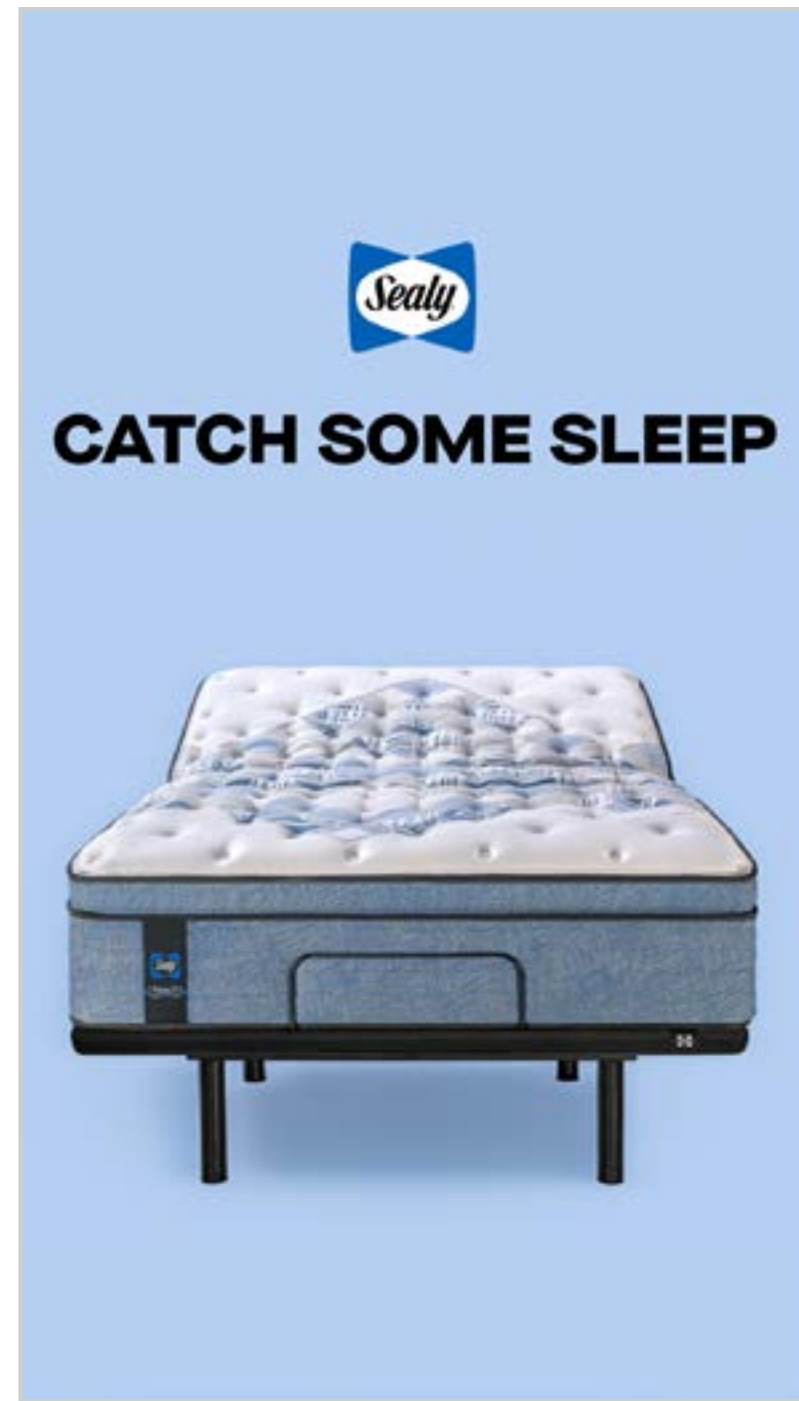
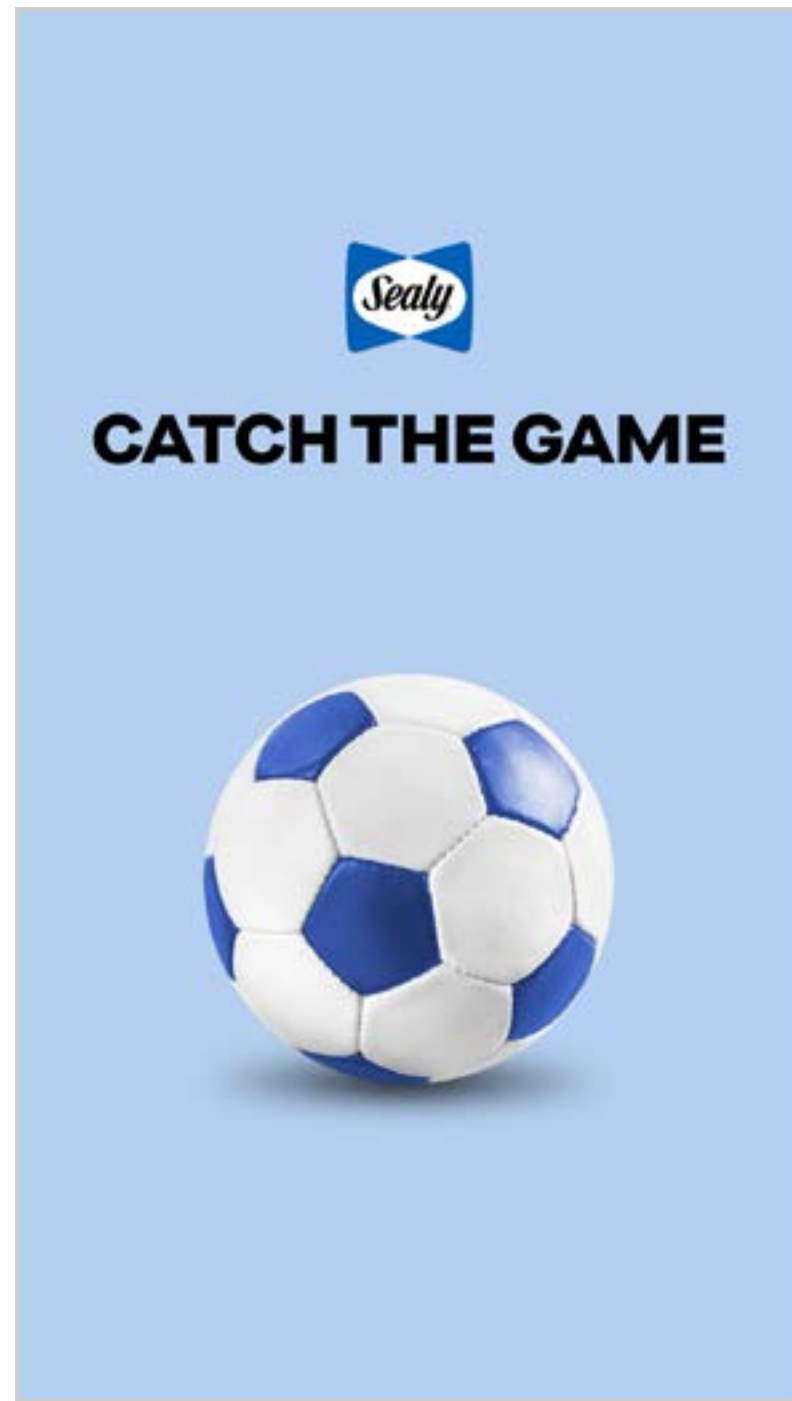
 20
[Like](#) [Comment](#) [Share](#)

SPRING CLEANING

SOCIAL MEDIA. MAY - SOCCER TOURNAMENT

○ Retailer Name


Crush every sleep goal with Sealy®.
Win night after night of superior rest with fresh
comfort solutions—available instore now.



👍❤️👍 20

SOCIAL MEDIA.

retailername



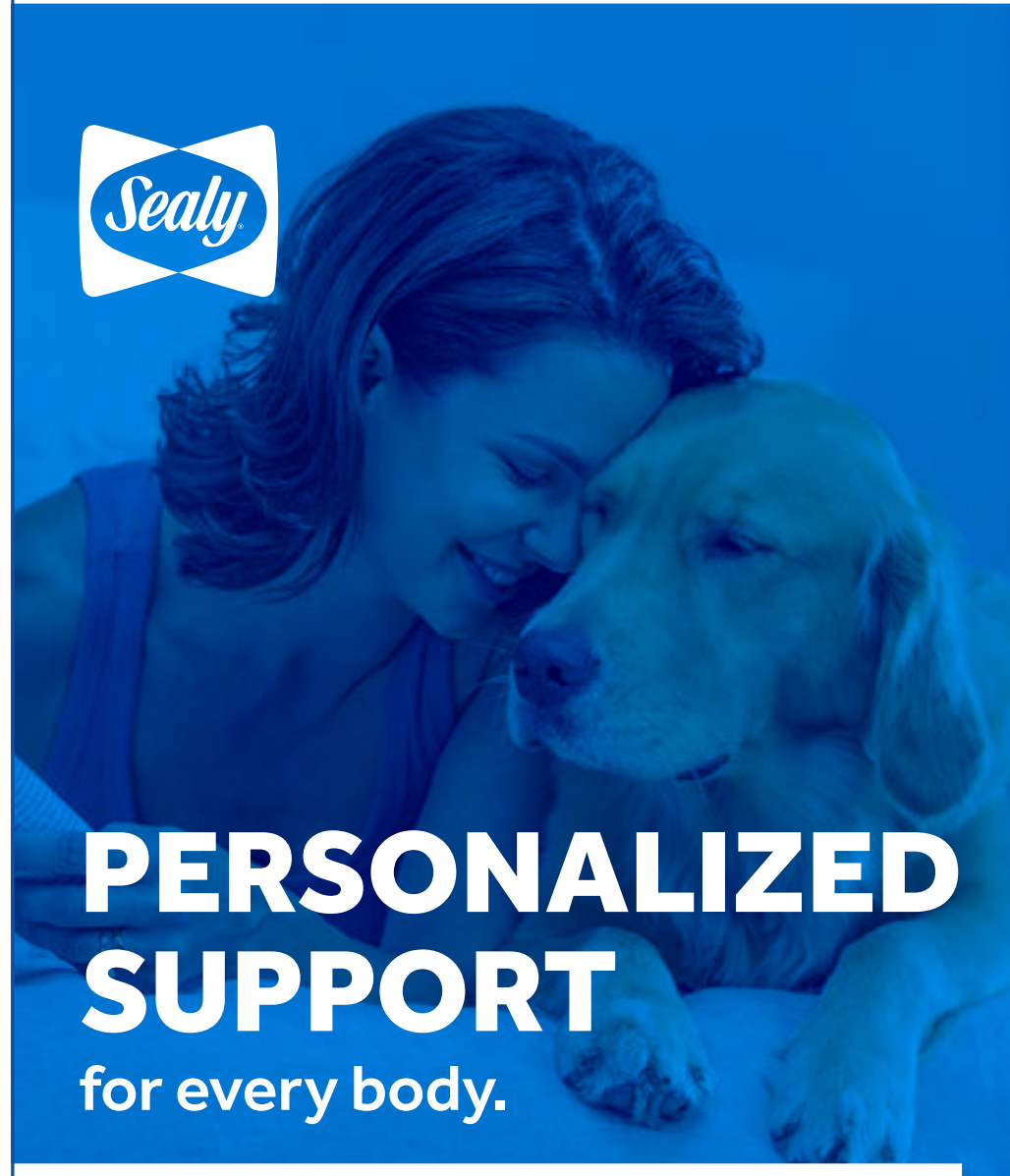
Sealy
PROUD SUPPORTER OF YOU®

1234 likes

“ ”

Expiration Date : 12/21/2027

retailername




Sealy
PERSONALIZED SUPPORT
for every body.

1234 likes

“ ”

Expiration Date : 12/21/2027

retailername




Sealy
PROUD SUPPORTER OF YOU®

1234 likes

“ ”

Expiration Date : None

retailername



Sealy
TARGETED SUPPORT
where you need it most.

1234 likes

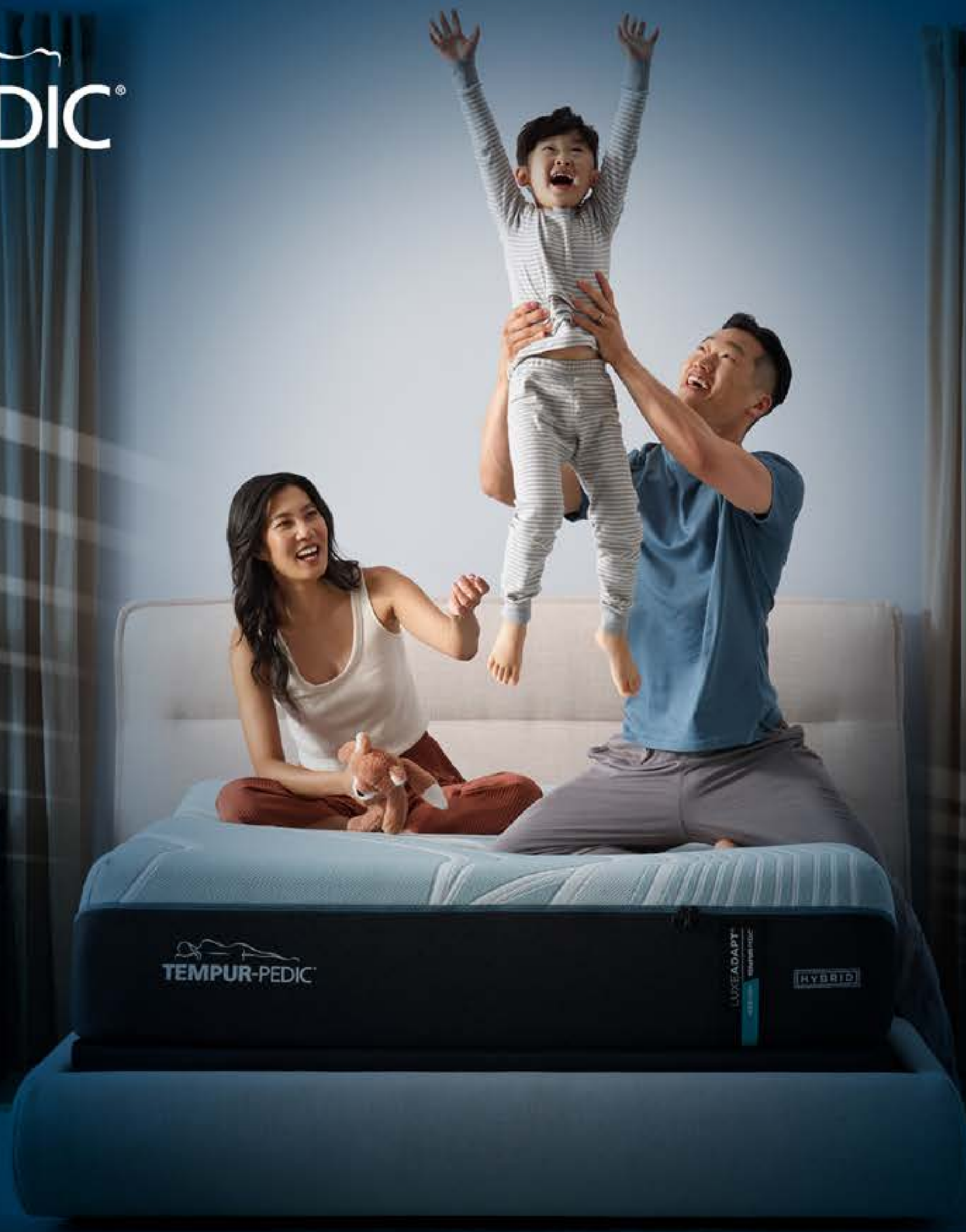
“ ”

Expiration Date : 12/21/2027



TEMPUR-PEDIC®

2026 Advertising Calendar



CUSTOMIZED TO FIT YOUR NEEDS

DIGITAL OPTIONS COLLECTION 4



1080 x 1080

TEMPUR-PEDIC
KING FOR A QUEEN

TEMPUR ALIGN™ SOFT • KING SET \$0000		TEMPUR PROALIGN™ MEDIUM • KING SET \$0000	
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DEALER CUSTOMIZATION

8.5 X 5.5 Half Page

TEMPUR-PEDIC
KING FOR A QUEEN

TEMPUR ALIGN™ SOFT • KING SET \$0000	TEMPUR PROALIGN™ MEDIUM • KING SET \$0000	TEMPUR LUXEALIGN™ FIRM • KING SET \$0000
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DEALER CUSTOMIZATION



A MATTRESS
LIKE NO
OTHER.®





2 FREE PILLOWS

WITH YOUR PURCHASE
OF A MATTRESS SET



KING FOR A QUEEN





**STEARNS
& FOSTER®**

2026 Advertising Calendar

more options

GENERAL ADS - 01



1080 x 1080



8.5 X 5.5 Half Page



8.5 X 11 letter OR 11 X 17 broadsheet

more options

INTERNATIONAL SLEEPING DAY

STEARNS & FOSTER®
INTERNATIONAL SLEEPING DAY

Save up to \$0000
on select adjustable mattress sets

[SHOP NOW](#)

*Select mattress sets only. Lesser savings may apply

1080 x 1080

STEARNS & FOSTER®
INTERNATIONAL SLEEPING DAY

Save up to \$0000
on select adjustable mattress sets

STEARNS & FOSTER®
BED NAME
QUEEN MATTRESS
\$0000

STEARNS & FOSTER®
BED NAME
QUEEN MATTRESS
\$0000

STEARNS & FOSTER®
BED NAME
QUEEN MATTRESS
\$0000

8.5 X 5.5 Half Page

STEARNS & FOSTER®
INTERNATIONAL SLEEPING DAY

Save up to \$0000
on select adjustable mattress sets

*Select mattress sets only. Lesser savings may apply

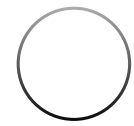
STEARNS & FOSTER® BED NAME QUEEN MATTRESS \$0000	STEARNS & FOSTER® BED NAME QUEEN MATTRESS \$0000	STEARNS & FOSTER® BED NAME QUEEN MATTRESS \$0000
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8.5 X 11 letter OR 11 X 17 broadsheet

more options

Social Media Options - May

Mother's Day



Retailer Name

Like Page

No one gives comfort like mom. Return the favor with comfort crafted by hand— from Stearns & Foster®. Find what she'll love in-store today.



Soft Moc™

THE PROJECT:

1. Hero images for their website. Brands: UGG, Birkenstock, Hoka, New Balance.
2. Social Media Reel, for Vans

THE APPROACH:

Research for look and feel for each brand, and target audience. Create AI images to avoid any copyright concerns.

Soft Moc™

UGG®

ASCOT LUG

Crafted for
every step.

Heritage suede.
Iconic comfort,
Rugged lug sole for
wherever life takes you.

SHOP NOW



SoftMoc™

BIRKENSTOCK®

From poolside lounging
to city strolling.

BUY NOW





LONG WEEKEND/ BIG MARKDOWNS.

Kick off the summer with savings on popular styles like the Skyward X 2.

SHOP NOW



PERFORMANCE•COMFORT•COMMUNITY•PERFORMANCE•COMFORT•COMMUNITY•PERFORMANCE•COMFORT•COMMUNITY•PERFORMANCE•COMFORT•COMMUNITY•

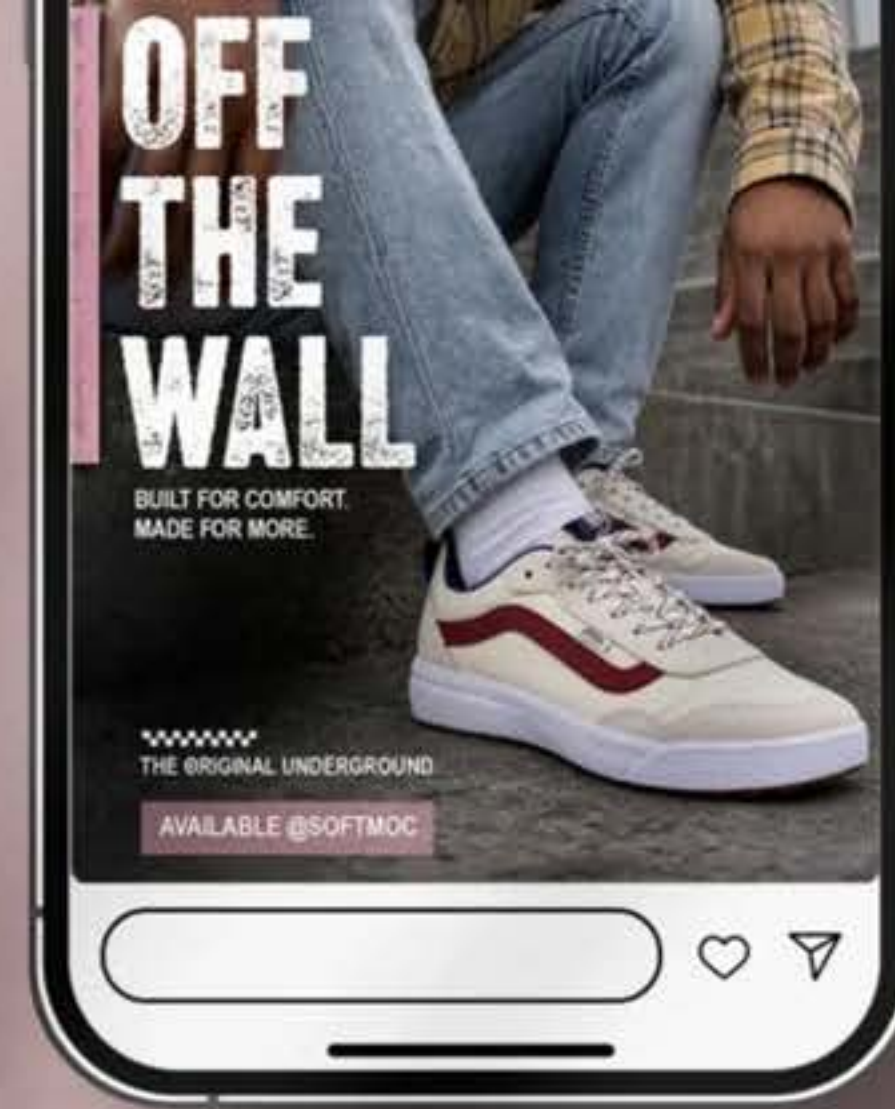
Soft Moc™




new balance

530
**CLASSIC.
ALWAYS IN MOTION.**

**BUILT FOR COMFORT.
MADE TO STAND OUT.**



RCC **RETAIL**
COUNCIL
OF CANADA

THE PROJECT:

Design look and feel for STORE, Canada's largest retail conference.

THE APPROACH:

Create a modern, dynamic and friendly look. Design large format printing, and promotional marketing material.



RETAIL COUNCIL OF CANADA
store2020



NORTH

NORTH

RETAIL COUNCIL OF CANADA
store2020
MAY 26 - 27, TORONTO CONGRESS CENTRE



Brian Hill
Chief Executive Officer
Aritzia

RCC RETAIL COUNCIL OF CANADA
CCCCD CHIEF EXECUTIVE OFFICER
DE DÉTAIL

RCC RETAIL COUNCIL OF CANADA
CCCCD CHIEF EXECUTIVE OFFICER
DE DÉTAIL


WELCOME

RETAIL COUNCIL OF CANADA
store2020



RETAIL COUNCIL OF CANADA
store2020
 MAY 26 - 27, TORONTO CONGRESS CENTRE

Christophe Bedos
 President & CEO
 Saks Group Inc.



RETAIL COUNCIL OF CANADA
store2020
 MAY 26 - 27, TORONTO CONGRESS CENTRE

Brian Hill
 Chief Executive Officer
 Aritzia

#STORE2020
 STORECONFERENCE.CA

Presenting Sponsor




RETAIL COUNCIL OF CANADA
store2020
 MAY 26 - 27, TORONTO CONGRESS CENTRE

John Down



RETAIL COUNCIL OF CANADA
store2020
 MAY 26 - 27, TORONTO CONGRESS CENTRE

Kate Ancketill
 Founder and CEO
 GDR Creative Intelligence

#STORE2020
 STORECONFERENCE.CA



RETAIL COUNCIL OF CANADA
store2020
 MAY 26 - 27, TORONTO CONGRESS CENTRE

Michael Ward
 CEO & Chief
 Sustainability Officer
 IKEA Canada

#STORE2020
 STORECONFERENCE.CA



EVOLUTION & RETAIL

store 2019

CELEBRATING 50 YEARS OF RETAIL

TODAY ONLY!

EVOLUTION & RETAIL store 2019

WIN 1 of 3
RCC \$10 Gift Cards

Retail Council of Canada
RCC Council of Canada Moneris

evolutionofretail.com #evoRetail

Sponsored by

EVOLUTION & RETAIL store 2019

CONFERENCE PROGRAM

OVER 50 EXHIBITORS

OCTOBER 23-24, 2019
TORONTO CONGRESS CENTRE

#evoRetail 19
evolutionofretail.com

RCC 50 YEARS OF RETAIL ANNIVERSARY

WELCOME TO STORE

canadian retailer

Your go-to source for news and marketing Canadian retailing, as well as the latest trends and innovation in Canada's Retail Industry.

retailer

CANADA'S BUSINESS GUIDE

THE DEFINITIVE GUIDE OF RETAIL TRENDS

SAVE THE DATE FOR NEXT YEAR'S EVENTS:

RETAIL EAST
OCTOBER 28 & 29, 2020
TORONTO CONGRESS CENTRE

RETAIL MESA COMMERCE
MARCH 4, 2020
TORONTO

retailwest
APRIL 21 & 22, 2020
VANCOUVER

RCC 50 YEARS OF RETAIL ANNIVERSARY

Make any of Evolution of Retail's education sessions part of your professional development plan.

Chartered Institute of Professional Marketing

Complete a minimum of 5 education sessions and earn a Certificate in Retail Management from The Chartered Institute of Marketing (CIPM).

View the online Schedule: www.cipm.org.uk/retail
Email: info@cipm.org.uk
Phone: +44 (0)1753 601234

EVOLUTION & RETAIL store 2019

THANK YOU

RCC 50 YEARS OF RETAIL ANNIVERSARY

EVOLUTION & RETAIL store 2019

DARLENE SMITH

RETAIL EAST IS COMING TO:
TORONTO CONGRESS CENTRE
OCTOBER 28 & 29, 2020

DARLENE SMITH
Retail East

CORPORATE ID

PROJECTS:

Design look and feel different companies, in the retail sector. Tech2wear, wearables with technology features; All Block, interlocking company; Colesbrook, Facility resource company; Fresh-Think, print shop news letter.

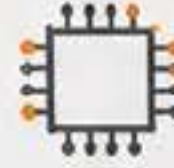
THE APPROACH:

Briefing with the client to gather as much information as possible about their company, colour preferences, look and feel, and execute a compact corporate standard sheet for them to follow.



TECH. WEAR. EVERYWHERE.

Tech2wear.com delivers smart, wearable technology solutions for real life. Modern gear. Everyday comfort. Connected to what matters.



MODERN TECHNOLOGY-FORWARD

Innovative. Smart.
Built for tomorrow.



APPROACHABLE & ACCESSIBLE

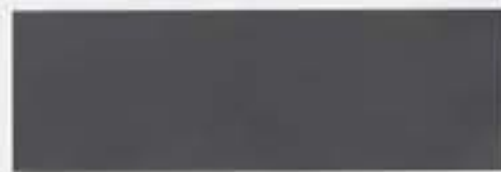
Friendly. Easy to shop.
Made for everyone.



CONNECTED / DYNAMIC / PRACTICAL

In sync with your life.
Useful. Reliable.

COLOR SYSTEM (EXTRACTED FROM LOGO)



CHARCOAL GRAY
#6D6E71
RGB 109 110 113
CMYK 0 0 0 70



MEDIUM GRAY
#A7A9AC
RGB 167 169 172
CMYK 0 0 0 40



VIBRANT ORANGE
#F58220
RGB 245 130 32
CMYK 0 60 100 0

COLOR USAGE RATIO



PRIMARY LOGO (AS PROVIDED)



CLEAR SPACE & MINIMUM SIZE



Clear space = height of the "2" icon (X) on all sides.



32mm
(PRINT)



90px
(DIGITAL)

TYPOGRAPHY SYSTEM

Aa

PRIMARY TYPEFACE

MONTERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#\$%^&*()_+

Montserrat Bold
Headlines / Titles

Aa

Montserrat SemiBold
Subhead / Emphasis

Aa

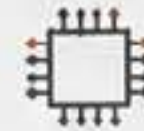
Montserrat Regular
Body Copy

Aa

Montserrat Light
Supporting Text

Aa

ICONOGRAPHY STYLE



Smart Tech



Wearables



Connectivity



Battery Life



Secure



Fast Shipping



Easy Returns



Customer Support



Quality Gear



Global

VISUAL DIRECTION



LOGO APPLICATION EXAMPLES





COLOR PALETTE



SANDSTONE
#E9DEC9

NATURAL BEIGE
#CDB79E

DEEP BROWN
#4B2E20

TERRACOTTA
#8A4A2F

ROYAL BLUE
#1F3F8F

TYPOGRAPHY

Aa Bb Cc

Arial Black Ext

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Aa Bb Cc

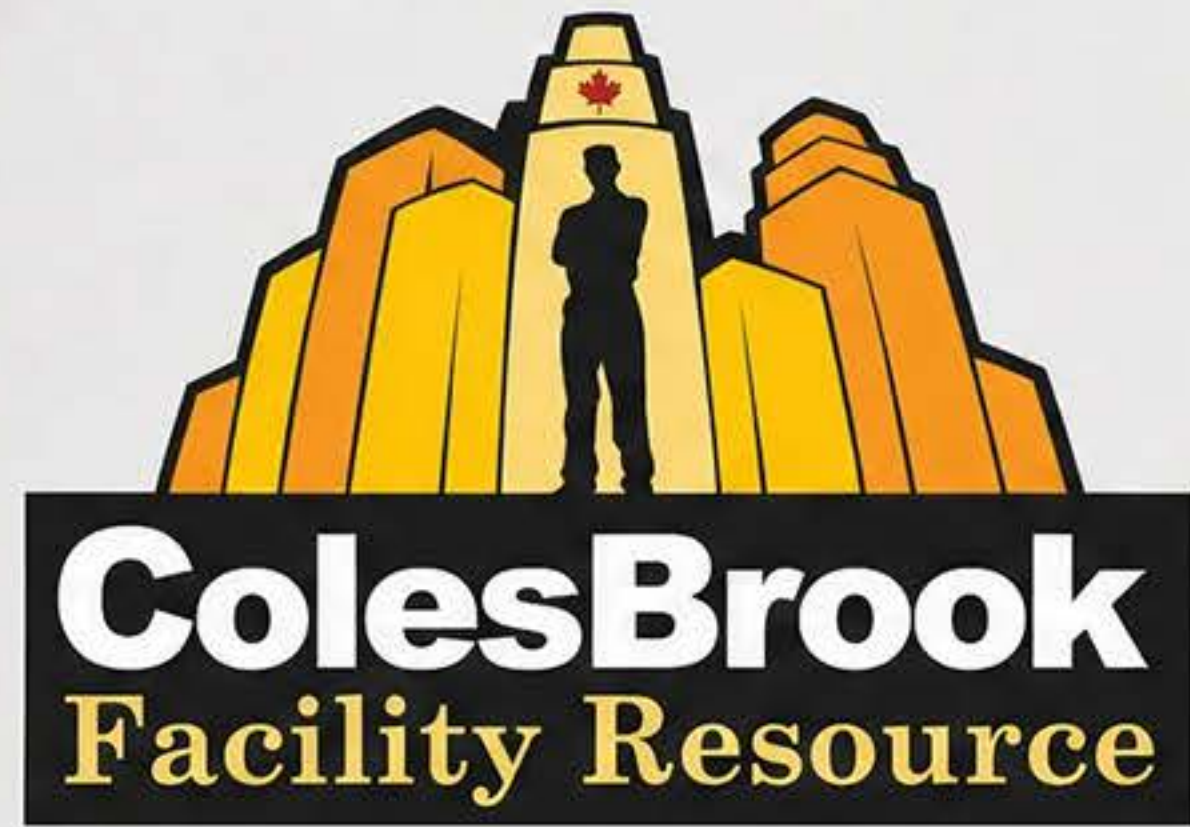
Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

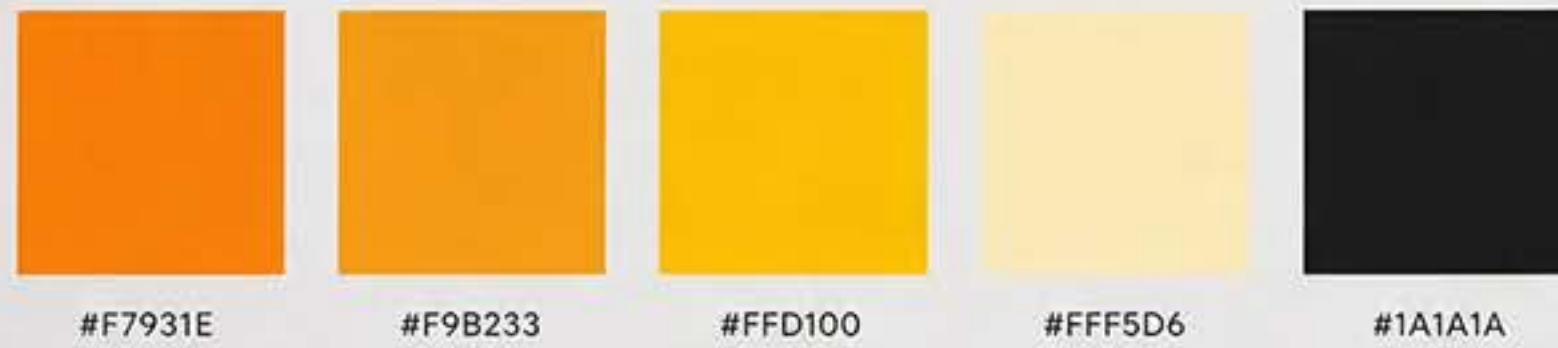
abcdefghijklmnopqrstuvwxyz

0123456789





COLOR PALETTE



#F7931E

#F9B233

#FFD100

#FFF5D6

#1A1A1A

ABOUT THE BRAND

ColesBrook Facility Resource provides professional facility maintenance and building services that help commercial properties operate at their best. Reliable. Responsive. Committed to your facility.

TYPOGRAPHY

Aa Bb Cc

Maison Neue Ext

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa Bb Cc

Baskerville Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789





Fresh think

A monthly overview of our best Partners in the industry

MAY 2025

VOLUME 18 • ISSUE 5

Insights, innovations and ideas from the leading minds in print.



Green Technologies Reshaping the Printing Industry

Sustainable inks. Energy-efficient presses. Recycled substrates. Eco-conscious workflows. A better tomorrow—printed today.

The printing industry is in the midst of a sustainable transformation. As environmental awareness grows and regulations tighten, print businesses are embracing green technologies that reduce impact, improve efficiency, and drive long-term value.

From responsibly sourced materials to low-impact inks and smarter energy use, today's innovations are helping printers produce exceptional results—while protecting the planet.

Innovation with a Purpose

Green printing is more than a trend—it's a commitment. By investing in sustainable solutions and rethinking production workflows, printers are meeting customer demand for eco-friendly options and building a more resilient future.

The technologies highlighted in this issue are helping our partners lead the way toward a cleaner, more sustainable printing industry.



“Sustainability isn't just good business—it's the future we print.”



PARTNER SPOTLIGHT

This month, we're featuring partners who are leading the charge in sustainable innovation. See pages 7-9 for inspiring stories and solutions.



ECO INKS

Low-VOC and bio-based inks reduce environmental impact without sacrificing vibrancy or performance.

Page 3



SUSTAINABLE MATERIALS

Recycled papers, FSC® certifications, and responsible sourcing make a real difference.

Page 4



ENERGY EFFICIENCY

Modern presses and smart technologies lower energy use and operating costs.

Page 5



WASTE REDUCTION

Smarter workflows and recycling programs minimize waste and maximize resources.

Page 6

LET'S CONNECT

Follow us for the latest news, insights, and industry updates.



WEB DESIGN

PROJECTS:

Soft-Mock landing page; BMG Tax, accounting corporation; Warmi Soul, handbag retailer.

THE APPROACH:

Create a website, with word-press, following corporate standards and web-design best practices for easy navigation, and user experience.

thank youü