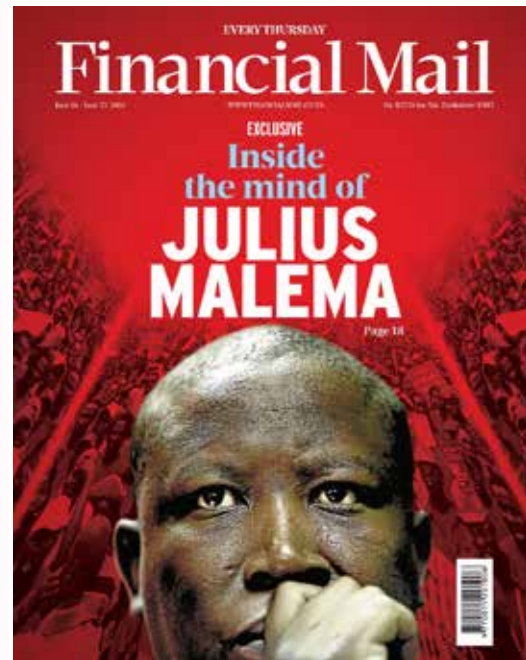


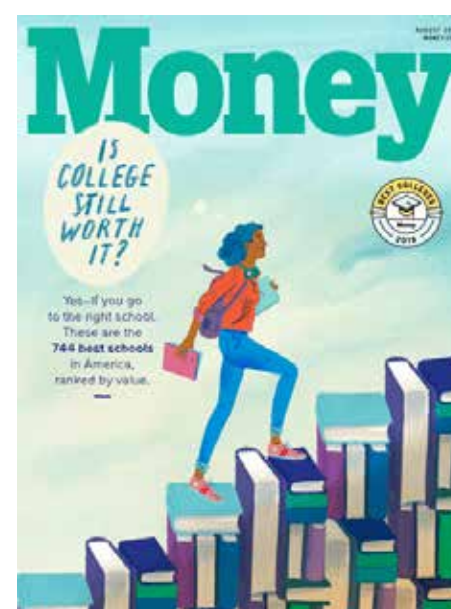
REFERENCE

Other Financial Publications. Inspiration.

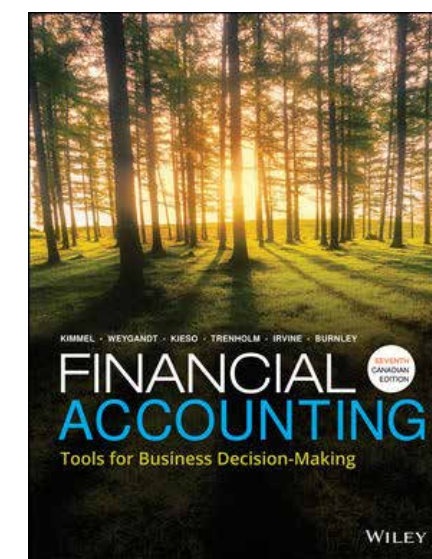


Close up of a subject

Abstract



Illustrations



Nature/trees

TREE WITH SUNRISE

Nature/trees

We usually call the Canada Advisor Monthly “AM” for short. Taking advantage of this association with the sunrise and giving the idea we wake up to consult this very useful and complete publication while having a cup of coffee.

getty \$400.00 with Pack

getty \$400.00 with Pack

getty \$400.00 with Pack



Tree with sunrise shining through.
Name/Headline treatment stays the same as the current layout.

Tree and flowers with sunrise shining through.
Name/Headline treatment has the “AM” for short.

Partial white border to make it look more like a publication.

LANDSCAPE AND TREES

getty \$400.00 with Pack



Freeing the design from the box. Looks more like an important guide or publication rather than a brochure.

getty \$400.00 with Pack



The canoes in this beautiful landscape add color and suggest diversity and choice.

CLOSE UP OF A SUBJECT

Main subject with strong presence draws the eye to the cover and outlines how important it is to rely on financial advise, that stays close and laert.

Having a close up of a subject that has significance to the Canadian culture.

getty \$400.00 with Pack



Owl: symbolize wisdom, good judgment, and knowledge. Good comparison to an advisor, owls known for its sharp vision and keen observation, insight and intuition.

getty \$400.00 with Pack



Tulip: Associating with the Canadian Tulip Festival in Ottawa. Impressive, world's largest tulip festival, pride of Canadian culture.

getty \$400.00 with Pack



Totem Pole: Always watching, strong cultural association with Canada. Has animals such as the eagle which signifies courage, wisdom and strength.

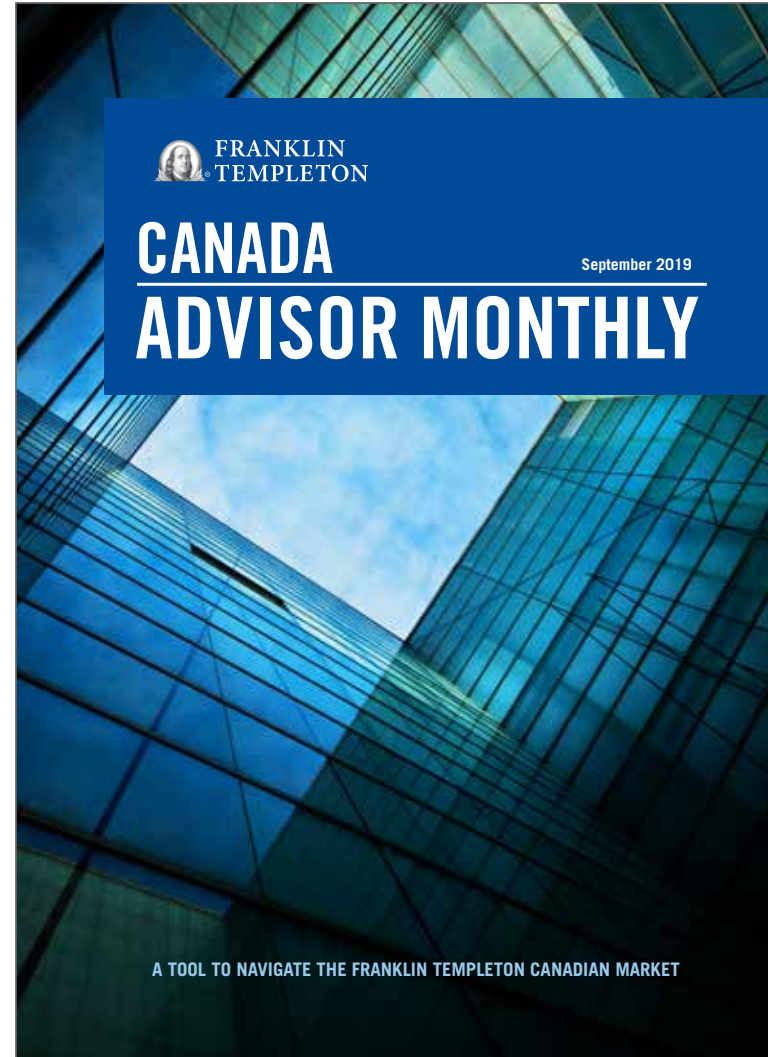
ARCHITECTURAL AND RANDOM

FT Owns image



Freeing the design from the box. Looks more like a guide or publication rather than a brochure. Modern and bold.

FT Owns image



FT Owns image



Image represents freedom of options. Simple clean layout where the name of the publication stands out more than the image.

EMPHASIS ON HEADLINE

FT Owns all 4 Images.

Each images representys each quarter with the 4 seasons of the year.

More emphasis on publication name rather than the image. Image should be a close up or a piece of the plant (can be tree, flower, leaf).

