



## our message

Twenty years ago, *Signature Group* was established with the long-standing belief that **your corporate or brand image should be as unique as your signature**. From our humble beginnings, we developed an in-depth process to develop a foundation upon which your company could nurture and sustain a successful brand for years to come. To this day, we continue to distinguish you from your competition through consulting and creative services designed to refine your unique company identity and marketing programs.

We believe your brand image is more than your logo, brochure, web-site, marketing materials or trade show display. It is the overall experience

your customers have with your company, products and services, and your people. We enhance the overall **look and feel** and culture of a company. In short, we make you look good and help you make your own clients feel good.

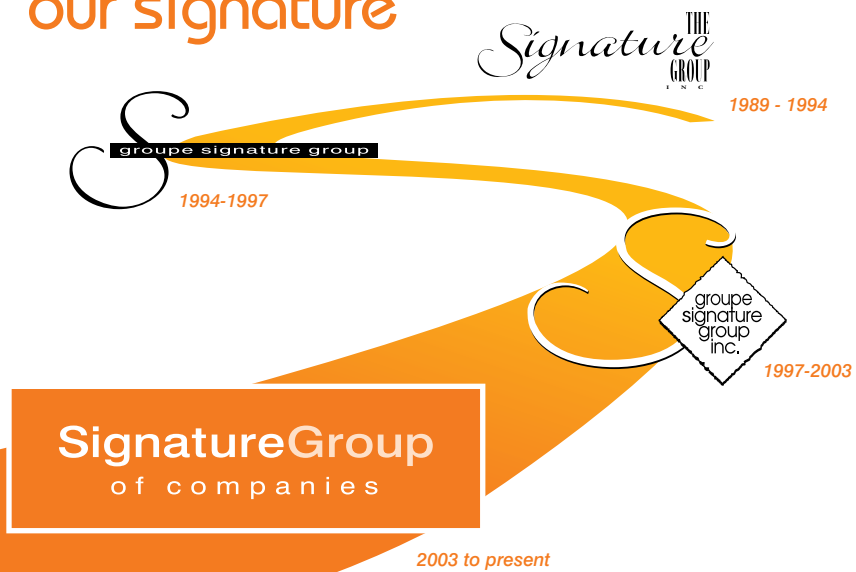
Our ongoing success in making companies **look good** may be realized with repeat business and accolades by our peers, but more importantly, is a direct reflection of our creative team that understands it takes a collective effort to create and implement a great idea.

*Here's to 20 years of success, and many more.*



**Tom**  
Tom Hewlett – President  
Signature Group of Companies

## our signature



## our philosophy

In order to leave a lasting impression with your audience, your company should always leave its mark – its signature.

Over time your image may evolve, but a signature will always remain the same.

It is unique to you, just as your brand image is your company's signature in a challenging marketplace. In order for that signature to emerge, your image needs to evolve. Your uniqueness needs to be revealed and it needs to be displayed prominently and consistently.

*After all, shouldn't your image be as unique as your signature?*

**SignatureGroup**  
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- brand development & redesign
- corporate & product literature
- web & multimedia
- presentation materials
- trade show displays & graphics
- event management
- package design
- credit union brand engineering (CUBE)

**SignatureGroup**  
of companies

## in celebration of 20 years kind congratulations from our clients and friends

"We recognize and admire your perseverance, dedication and commitment to your vision of 'making companies look good.' As a corporate client, the Desjardins Group thanks you for your efforts and patience at helping us achieve our own vision of being the largest financial cooperative outside Quebec."

**alain-michel sekula** ~ desjardins group

"Our relationship goes back to the beginning of Collège Boréal and, it has always been a positive one. Your team has always been very creative and helpful in making Collège Boréal a well known post-secondary institution, locally nationally, and internationally."

**claudia-anne mallette** ~ collège boréal

"We consider ourselves fortunate to be one of the many companies with whom you have worked your magic, and continue to be dazzled by the high quality and professionalism that we have come to expect from Signature Group."

**don king** ~ atlas copco

"Signature Group delivers! Tom and his team are truly a high-caliber marketing firm who has transformed MRS's marketing initiatives from a mere chrysalis to the exquisite monarch."

**cindy chesney** ~ mine radio systems

"Your quality workmanship has helped us more effectively promote the CUMIS brand at industry trade shows, and we are better able to focus our efforts on the needs of our customers."

**colleen vesci** ~ cumis group ltd.

"Desjardins Credit Union has always been able to rely on you for your guidance and your creative designs. We have enjoyed the relationship and look forward to continuing it for years to come."

**fred phifer** ~ desjardins credit union

"You don't remain in business for a generation without a high sense of customer service and urgency. I congratulate you on this milestone and wish you continued success."

**steve peck** ~ gunnebo canada inc.



"Signature Group did a great job for Healthtech in leading us through two re-brandings over the years and we look forward to working with you again in the future."

**susanne flett** ~ healthtech consultants

"Concentra Financial has enjoyed the relationship we have built over the years and you have contributed significantly to the strength of our brand image through your consulting and creative services."

**myrna bentley** ~ concentra financial

"Since your re-branding of our firm a few years ago, our business has grown to be the largest Investigation Agency in Canada - thanks to the assistance of partnering with firms like yours."

**brian d. king** ~ king reed & associates inc.

**Tom**

**tom hewlett**

For over 20 years, Tom has been the man providing the signature marketing plan.

As the front line liaison with clients, he excels at making their brand image evolution a unique, successful and memorable experience.

**andrés rodriguez**

The creative director of this award winning team, Andrés oversees the development and implementation of creative strategies, and national campaigns. His expertise lies in helping companies find their unique signature in the marketplace.

**ANDRES**

**Christine**

**christine lavallée**

She is the master controller and the driving force behind scheduling, production and logistics. In addition to her management skills, Christine also has years of design experience and is often called upon for her creative flair.

**steve cuch**

Signature Group's lead designer brings a mix of youthful vision, and cutting-edge creative to the group. His ability to inject life into creative design and gain the trust of conservative corporate clients has produced impressive end results.

**Steve**

**Greg**

**greg mais**

Although he may be the newest member of the team, he is far from being the least experienced. Greg has many years of package design and production experience which has helped open up new avenues for creativity for Signature Group.



1. **dixon electric** – This award winning re-design created a bold statement to elevate their position above the competition, and they succeeded in having their voice heard.



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2. **world mines ministries forum** – Signature Group assisted in the management of this three day event in Toronto gathering the world's leaders in mining to discuss sustainability, market forecasts and environmental impact.

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3. **tenaris year-end gala** – ShowPro, a division of Signature Group is called upon yearly to organize and manage the annual company year-end gala - with a full evening of dinner and entertainment by veteran acts like Trooper, April Wine and Kim Mitchell.



4. **kinecor** – The former WAJAX Industrial Components division was branded as KINECOR and the image was implemented across the 5 companies which had merged into one company.

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5. **Credit Union Brand Engineering (CUBE)** – This all-inclusive package includes branding and marketing options geared specifically towards the needs of credit unions.

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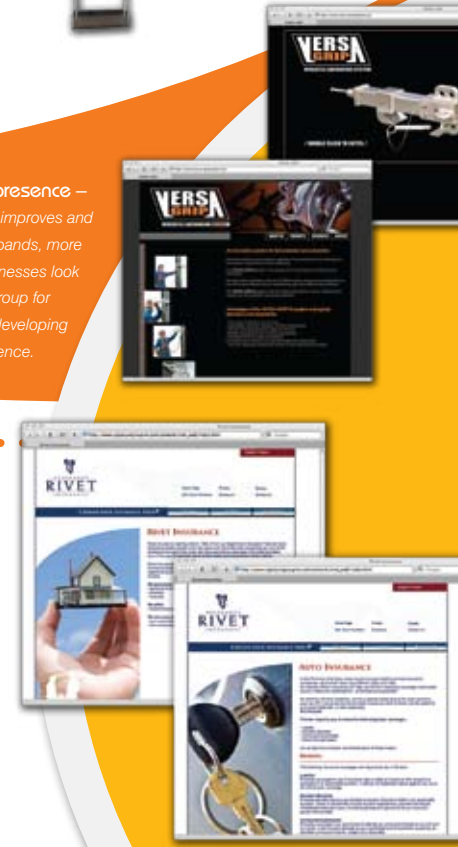
6. **dixon electric brand identity** – This electrical solutions provider revitalized their outdated image with a new identity, marketing materials, outdoor signage and fleet graphics.

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13. **online presence** – As technology improves and the Internet expands, more and more businesses look to Signature Group for assistance in developing an online presence.

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9. **concentra financial annual general meeting** – For its annual general meeting, Signature Group has created an animated presentation detailing the positive highlights from the past year. Due to its overwhelming popularity, it is now an anticipated and highly enjoyed piece.



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8. **the ShowPro display showroom** – Northern Ontario's ONLY walkthrough trade show display showroom, features various models and the latest in large format display settings.



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7. **intrepid mines** – Their award winning corporate identity was an instant success, capturing the essence of precious metals mining through its use of dark contrast and rich metallic colours.



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12. **caribbean confederation of credit unions convention** – We were invited to this three-day event in the Dominican Republic as an active presenter, allowing us to establish more of an outward reach to credit unions on a national scale. Our expertise in the realm of credit union branding and marketing was well received.



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11. **desjardins group** – To unveil their newest Pan-Canadian initiative, Desjardins relied on the expertise of Signature Group to create a partnership package for credit unions, outlining the benefits of the backing of a large financial institution such as Desjardins.



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10. **cambridian insurance** – Coming full circle with their image, Cambrian Insurance returned again to Signature Group to re-brand and modernize their image, much like they did years ago.

