



TERENCE KISSNER





AFE SOCIETY



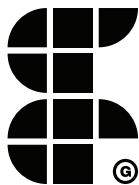
AFE SOCIETY



AMYD SOUND



THE ANNEX DEPOT



BACKFLASH GRAFIX



BACKFLASH GRAFIX



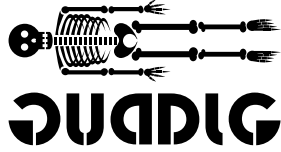
BLUE PARROT MEXICO



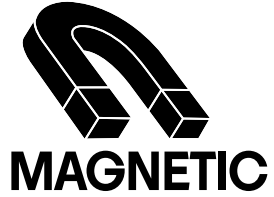
BPM FESTIVAL MEXICO



CODA



DUG DIG



MAGNETIC



MAINSTREAM



PARK AGENCY



SMOKERS DELIGHT



SMOKERS DELIGHT (BLITZ)



SPORT LIFESTYLE NETWORK

Sport Lifestyle Network

Rebrand and Web Design

Sport Lifestyle Network required an updated logo and website design, aiming for a modern, visually appealing, and sports-centric identity.

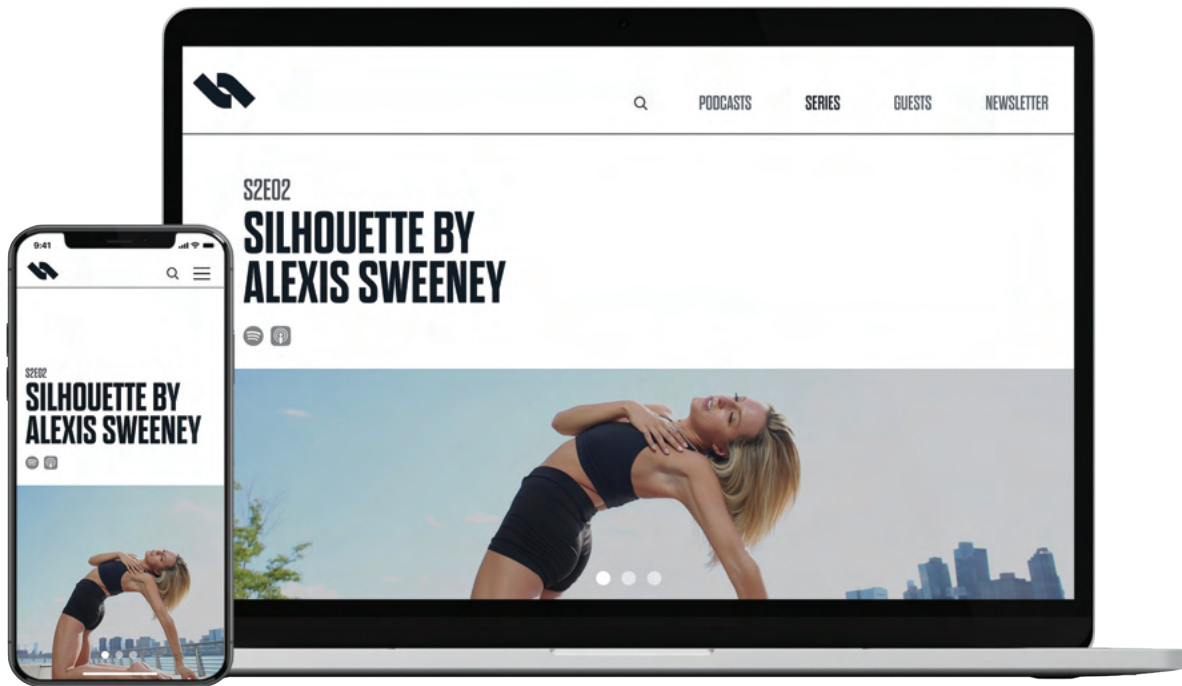
ORIGINAL LOGO



REDESIGNED LOGO



Sport Lifestyle
Network



Kief Mobil App

Capstone Project

The inspiration for my app was born from observing my friends attempting to order cannabis online. I conducted all research, interviews, user testing, and design iterations.



Mastercard Mobile App

Hackathon Team Project

Our team had 24 hours to figure out how to make online transactions more secure—our concept using blockchain to create a secure digital identity.





Patients First Mobil App

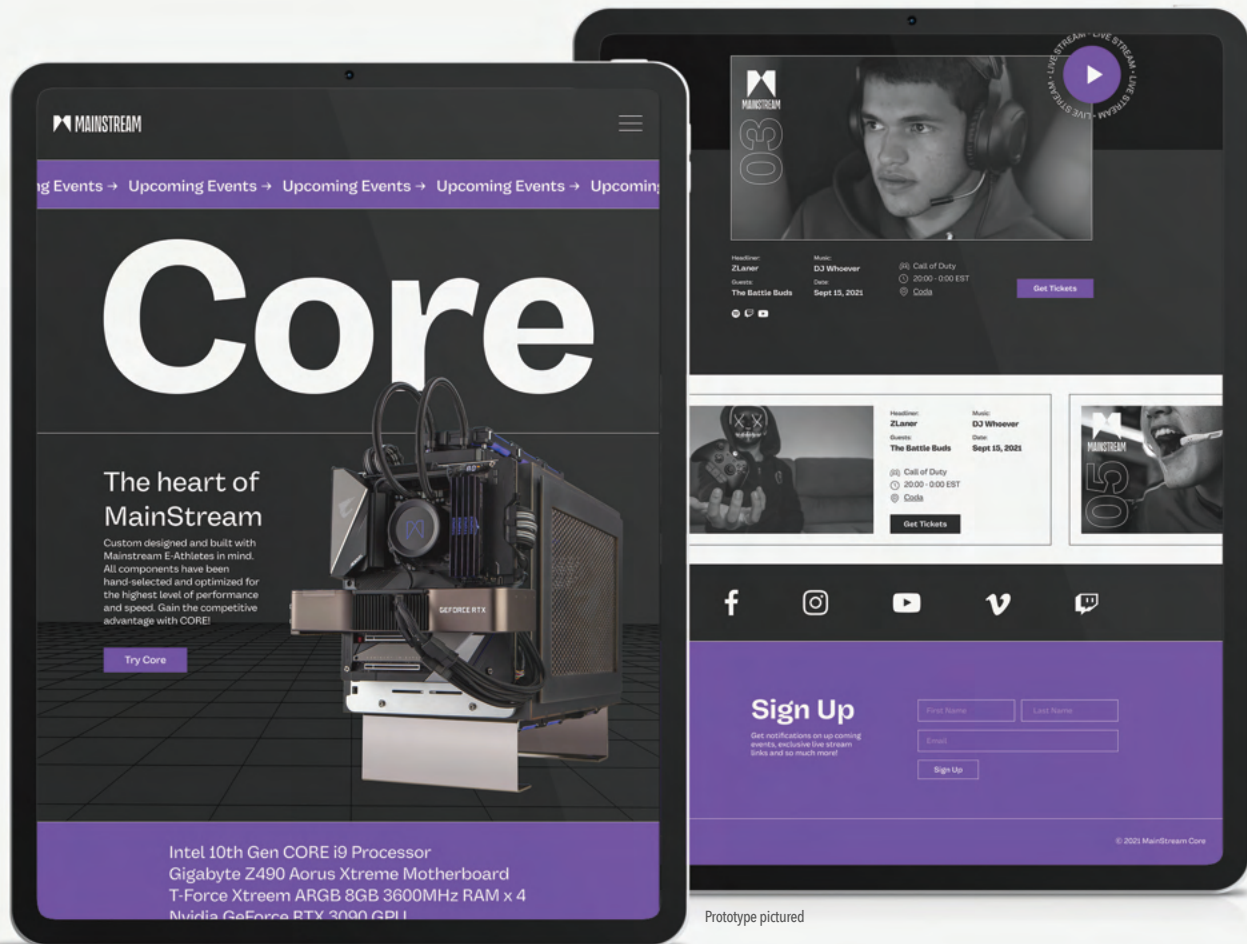
BrainStation Project

My task was to conduct user research that builds an understanding of patient experiences and design a solution to help patients better manage their health.

Mainstream

Brand Identity, Web Design

I created the brand identity and style guide, directed the photoshoot for Core, a custom-built computer, and designed the website for this E-Sport event organization.



Prototype pictured

*Smokers
Delight*
SUPPLY CO.



Smokers Delight Supply Co.

Branding

The design approach I had in mind was to move away from the overused, ubiquitous cannabis leaf. Instead, using iconography, I wanted to create whimsical designs that could communicate and highlight cannabis strains and culture.

Hard goods are top-shelf machined aluminum. The grinder has a ceramic coating to make grinding smooth and effortless.







Stagwell Farms

Brand Identity

This boutique organic medical cannabis producer asked me to create their brand identity and packaging. The design brief insisted I include a star tetrahedron and a San Serif font. During the discovery process, I learned the client is interested in symbolism and sacred geometry, which became the basis for my design.



No.19 Music

Japanese Ghost Series

No.19 Music asked me to be their artist-in-residence for a year. So, inspired by my time living in Tokyo, I designed the Ghost Series, re-created from Japanese Ukiyo-e woodblock prints.



Social Experiment 002

I started this design with two things, the No.19 square-in-square logo and the album title, Social Experiment.

I imagined a child playing with woodblock shapes, attempting to put the round peg in the square hole. This became the inspiration for the design.





Tsudoi

Event Invitation Booklet

I enjoy designing unique event invites. This is the booklet I created for the tsudoi event, including the logo design.



CiRCA nightclub

Kid Robot, Peter Gatien Dunny Packaging



I had the opportunity to collaborate with Kid Robot, designing the packaging for the Limited Edition, Peter Gatien Dunny.



CiRCA nightclub

Discount ticket

In the glory days of Toronto's club district, you'd often leave the club to find your car windshield plastered with upcoming event invitations. Usually, the invitations were thrown away without a glance. So I devised a way they were sure to be read while offering a pleasant surprise.

ONTARIO COURT OF PARTY ENFORCEMENT		Party Infraction Notice CiRCA Nightclub C1RCA2009
		
I, Partee believes from personal knowledge and certifies that on		
Date of Infraction (YYYYMMDD) TODAY	Time of Infraction RIGHT NOW	
to the owner/operator of the vehicle upon which this was displayed		
Plate No. UNOWHO	Expiry Date - Month/Year December 2009	Province ON
Make Rockit	City of Toronto	
Location of Infraction 126 JOHN ST		
did commit the parking infraction of NOT PARTYING HARD ENOUGH		
Contrary to (Bylaw or Code) Toronto Party Code		
Comments Good for reduced entry for you and a guest to CiRCA Nightclub on any regular Friday or Saturday. Excludes all special events.		
Reduced Admission Amount: \$5.00		
Signature of Party Enforcement Officer 		
Office No. 416-979-0044	Unit NGHTLF	C1RCA2009
NOTICE: CiRCA Nightclub endorses the use of this ticket for discounted entry purposes ONLY. This coupon has no cash value associated with it. Discount is not valid for special events.		

IMPORTANT NOTICE - PLEASE READ CAREFULLY DO NOT take this notice seriously.

Bring this ticket to CiRCA Nightclub to receive reduced admission for any REGULAR Friday and/or Saturday. Excludes all Special Events

Notice to Downtown Toronto Venturers:
Failure to show up with this ticket, will result in a guilty conviction of being unprepared. With a set fine of paying full cover price.

You MUST CHOOSE ONE of the following options:

☐ **OPTION 1 - FRIDAY - \$10.00 all night**

☐ **OPTION 2 - SATURDAY - \$15.00 all night**

Email address

FRIDAY

Mainroom - Baba Kahn
Semirot Ballroom - Special Guests
SKYY Cinema Lounge - Special Guests
Washroom - Video DJ

SATURDAY

Mainroom - JEDI
Semirot Ballroom - 4Komers
SKYY Cinema Lounge - Joe Ghost & Mike Toast
Washroom Bar - Special Guests

Amount Saved
\$ 5.00

Per Person

Payment in Person - CiRCA will accept payment at the locations listed below:

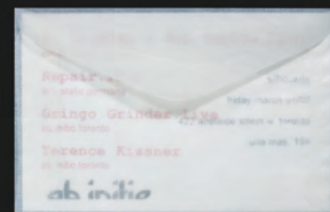
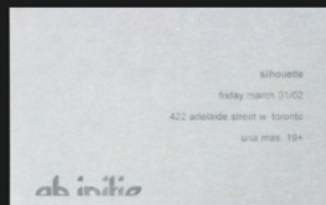
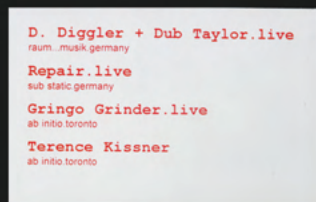
CiRCA Nightclub Toronto
126 John St
Toronto Ont, M5V 2E3
416 979 0044

www.circanightclub.ca

Ab Initio

Silhouette Event Invitation

This event invitation comprises three parts, a glassine envelope, a printed card, and an opaque card. When combined, it creates the illusion of a silhouette.





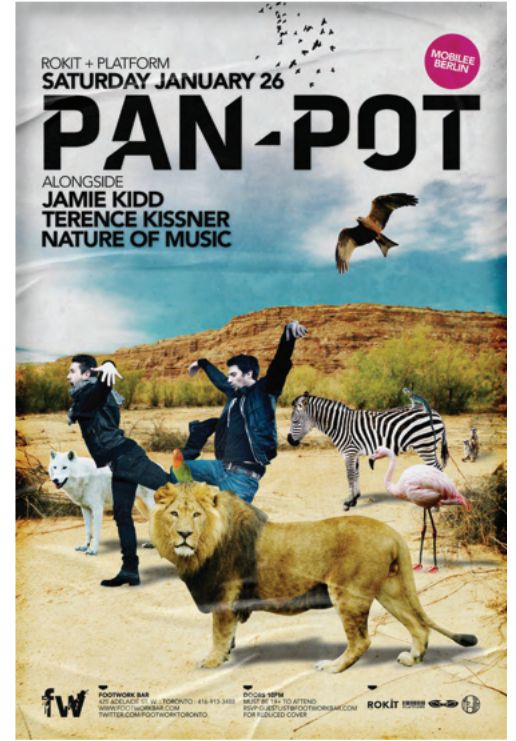
Coda
Josh Wink

Photoshop composition before and after.



Footwork
Pan-Pot

Photoshop composition before and after.





Coda
Paul Ritch

Photoshop composition before and after.



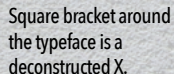
Footwork
Speedy J

Photoshop composition before and after.



Due to COVID-19, my clients at CODA nightclub pivoted their business to include alcohol and food pick-up. They asked me to brand their new endeavour.

During the design process, I was stuck on anneX and shortened it down to just a simple X. Then, I developed the teaser campaign "X marks the spot" used just before the launch. It is also used as outdoor signage, denoting the correct location.



Bon Bon Magazine

Design, Issue 1

The stakeholders at Bon Bon approached me to do the layout and design for the inaugural issue of this fashion and art magazine.

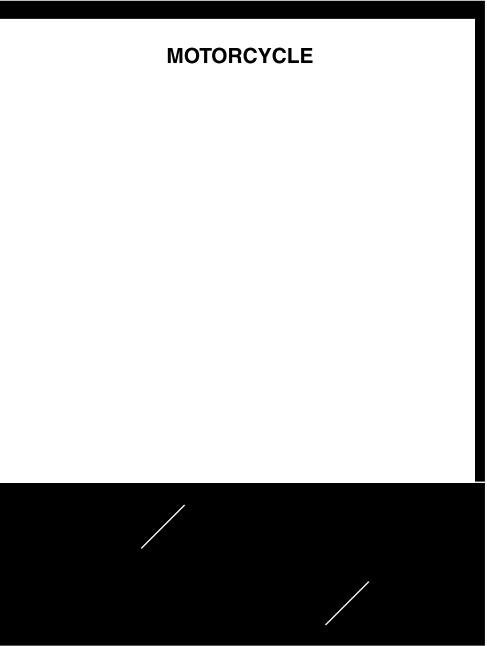
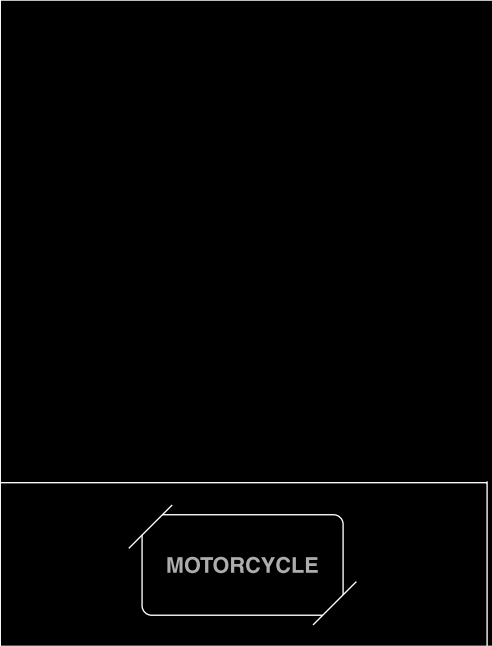
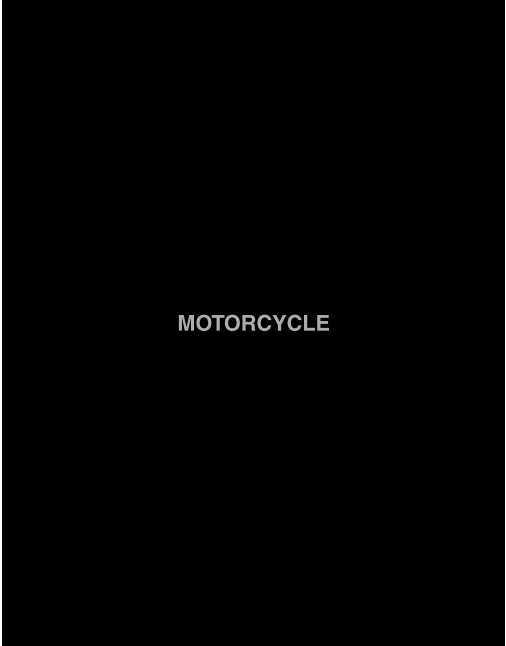


Motorcycle Productions

I created the corporate identity for the Toronto-based film production company Motorcycle.

Folder/Envelope spec: silver foil stamp on black uncoated stock.

Card Spec: silver foil stamp on uncoated card stock



Brands For Canada

For this environmental Non-profit, I designed internal and external collateral, including brochures, annual reports, sales decks, proposals, Gala invites, Pull-up stands, and more.



1 IN 7 CANADIANS

live below the poverty line, while the majority of new unsold goods end up in landfills.

GET INVOLVED

DONATE
Give \$ to support our programs, donate products, designate BFC as charity of choice.

EVENTS
Host an event at your workplace or community group.

VOLUNTEER
Individuals, corporate days, schools, community groups.

MENTOR
Support a participant in our job training program.

CONTACT US


Phone
416.703.8435

Email
info@brandsforcanada.com

Web
brandsforcanada.com

BRANDS FOR CANADA

FOR FAMILIES. FOR THE ENVIRONMENT.

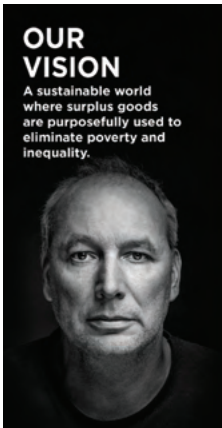


25 YEARS 2000-2025

BRANDS FOR CANADA

FOR FAMILIES.
FOR THE ENVIRONMENT.

A CANADIAN MOVEMENT
BY CANADIANS FOR CANADIANS



OUR VISION

A sustainable world where surplus goods are purposefully used to eliminate poverty and inequality.

WHAT WE DO

WE COLLECT
surplus and unsold new goods.

REDIRECT
goods that would otherwise end up in landfills.

DISTRIBUTE
new goods to Canadian families.

CANADA'S #1 SUSTAINABLE SOLUTION



#1 COST-EFFICIENT CHARITY
For every \$1 donated, we put \$36 back into the social services sector.

200+ BRAND PARTNERS
Leading Canadian brands, retailers and corporations.

DISTRIBUTED THROUGH 100+
social service agencies & schools in high priority areas.

\$26 MILLION DONATED
new goods annually.

\$420 MILLION+ DONATED
to Canadian families.



KIDS' PROGRAM

SCHOOL BACKPACKS
New backpacks full of new school supplies for children living in poverty.

UNITED HEARTS
Student Basics boxes filled with new clothing and personal care items delivered to schools in priority areas. Partnership with Toronto District School Board and Peel District School Board.

Backpacks of new, comforting items such as pajamas, slippers, toys, toothbrushes & blankets for kids entering shelters.

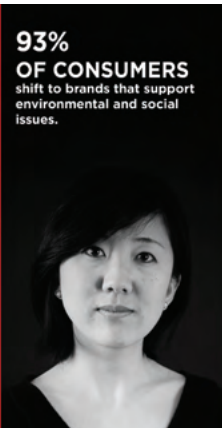
EMPLOYMENT

JOB TRAINING PROGRAM
Personalized, holistic programs for those with special needs, Indigenous peoples & youth.

SUITABLE IMPRESSIONS
Job readiness training that includes new clothing for interviews, personal care items and a haircut.

COMMUNITY LIVING TORONTO
Employment training placements in our warehouse for adults with developmental challenges.













ON-SITE PLACEMENT PROGRAM
Clients placed at BFC from other job training agencies to learn back-to-work skills.



93% OF CONSUMERS

shift to brands that support environmental and social issues.

SOME OF OUR PARTNERS

FOR FAMILIES.
FOR THE ENVIRONMENT.

Quiznos Canada

The screenshot of the logotype I designed for the Tzatziki Chicken Sandwich is featured in a TV ad spot that ran Canada-wide. I attended all client meetings at Ogilvy to ensure the correct use and maintain continuity throughout the campaign.





Italian Paninis



While adhering to the company brand guide, I created sandwich logotypes, direct mailers, Quiznos Delivery packaging, all in-store POP including stanchions, menu boards (Canada, UK), and more. Of course, the perks of the job included sandwich testing!

5 MEAT STACK



SM REG LG
\$3.99 \$4.49 \$6.99

SM REG LG
\$5.99 \$6.99 \$8.59

DELECTABLE CHICKEN

Honey Bourbon Chicken (less than 7 grams of fat)

BBQ Smokehouse Chicken*

Honey Mustard Chicken*

Chicken Carbonara*

Mesquite Chicken*

*with bacon

PREMIUM BEEF

Prime Rib & Peppercorn

Black Angus Steak on Rosemary Parmesan Bread

Beef & Swiss Melt on Garlic Bread

CREATE YOUR OWN COMBO FOR \$1.99



SM REG LG
\$4.99 \$5.99 \$7.59

SIGNATURE CLASSICS

Classic Italian

Traditional

Veggie

Turkey Ranch & Swiss

BBQ Beef

Honey Bacon Club

Turkey Mesquite with bacon

CREATE YOUR OWN COMBO FOR \$1.99



STARTING AT \$3.99

REAL DEAL

Menu

Oven-toasted sandwiches at everyday low prices!

REAL DEAL SANDWICHES

SM REG LG
\$3.99 \$5.49 \$6.99

Turkey Caesar Tuna Melt

Jalapeno Beef & Cheddar 5 Meat Stack

FLATBREAD PIZZAS

Half Whole Half Whole

\$3.99 \$6.99 \$4.49 \$7.49

Big Pepperoni Big Buffalo Chicken

The Works Buffalo Chicken

VALUE

EVERYDAY SELECTIONS

Sammies

Horseshoe Roast Beef & Cheddar Buffalo Club

Chicken Alfredo Chicken Bacon Ranch

Small Real Deal Sandwiches \$3.99

Turkey Caesar Tuna Melt

Jalapeno Beef & Cheddar 5 Meat Stack

Half Flatbread Pizza

Big Pepperoni BBQ Chicken

The Works Buffalo Chicken

Side Salads Garden Caesar \$3.49

Soups Cup \$2.39 Bowl \$3.99

Chili • Chicken Noodle • Hearty Vegetable • Broccoli Cheese

Craveable Salads

Honey Mustard Chicken with bacon

Spicy Chicken Caesar

Quiz Kidz' Meal \$3.99

Chicken sandwich, drink, and fries.

Turkey & Cheddar Melt & Cheddar Cheese

Drinks SM REG LG

Fountain \$1.39 \$1.59 \$1.79

Milk \$1.29

Bottled drinks \$2.09

Premium bottled drinks \$2.39

Snacks

Chips \$1.99

Cookies \$1.29

CREATE YOUR OWN COMBO FOR \$1.99



NEW
LOWER PRICES
on 12" sandwiches

CLASSIC SANDWICHES

6" 12"
£3.29 £5.29

Zesty Chicken Chicken Teriyaki

Classic Italian BLT

Honey Mustard Chicken Beef & Cheddar

Veggie BBQ Beef

Chicken Mesquite Meatball



PREMIUM SANDWICHES

6" 12"
£3.79 £5.79

Pastrami & Cheese

Chicken Carbonara

Zesty Steak

Steak House Beef Dip

Traditional Steak & Turkey



EVERYDAY VALUE

6" 12"
£2.39 £4.39

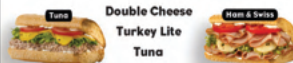
Tuna Double Cheese

Turkey Lite

Tuna

Ham & Swiss

Classic Club & Bacon



SOUP

Cup £1.59 Bowl £2.19

SALADS £3.59

Honey Mustard Chicken

Roadhouse Ranch

Roman Chicken

Side Salad £1.99 Add Tuna 80P

DRINKS

Fountain Reg 99P Large £1.19

Bottle £1.29

Water 99P

Tea 79P

Specialty Coffee £1.49



CREATE YOUR OWN COMBO



Add a Regular Fountain drink, and crisps or a cookie for

£1.20

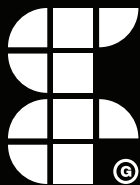
BackFlash Studio

I surround myself with the tools I need to create music, art, and design whenever inspiration strikes.

Music:

www.soundcloud.com/terencekissner





Brought to you by
backflashgrafix.com
terencekissner@gmail.com