

Campaign Design | Implementation

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Aurora Cannabis

Brand Direction and Print Layouts for Aurora

Full animated case study can be seen at nikdudukovic.com/aurora

A 3D rendering of Aurora e-cigarette components. A white and gold e-cigarette is shown in the foreground, angled towards the right. Behind it, a white and gold e-cigarette cartridge is visible. To the right, a white, angular, geometric shape, possibly a charging dock or a component of the device, is shown. The word "AURORA" is written in large, bold, black capital letters across the center of the image, with a registered trademark symbol (®) to the right of the word. The background is a plain, light gray gradient.

AURORA[®]



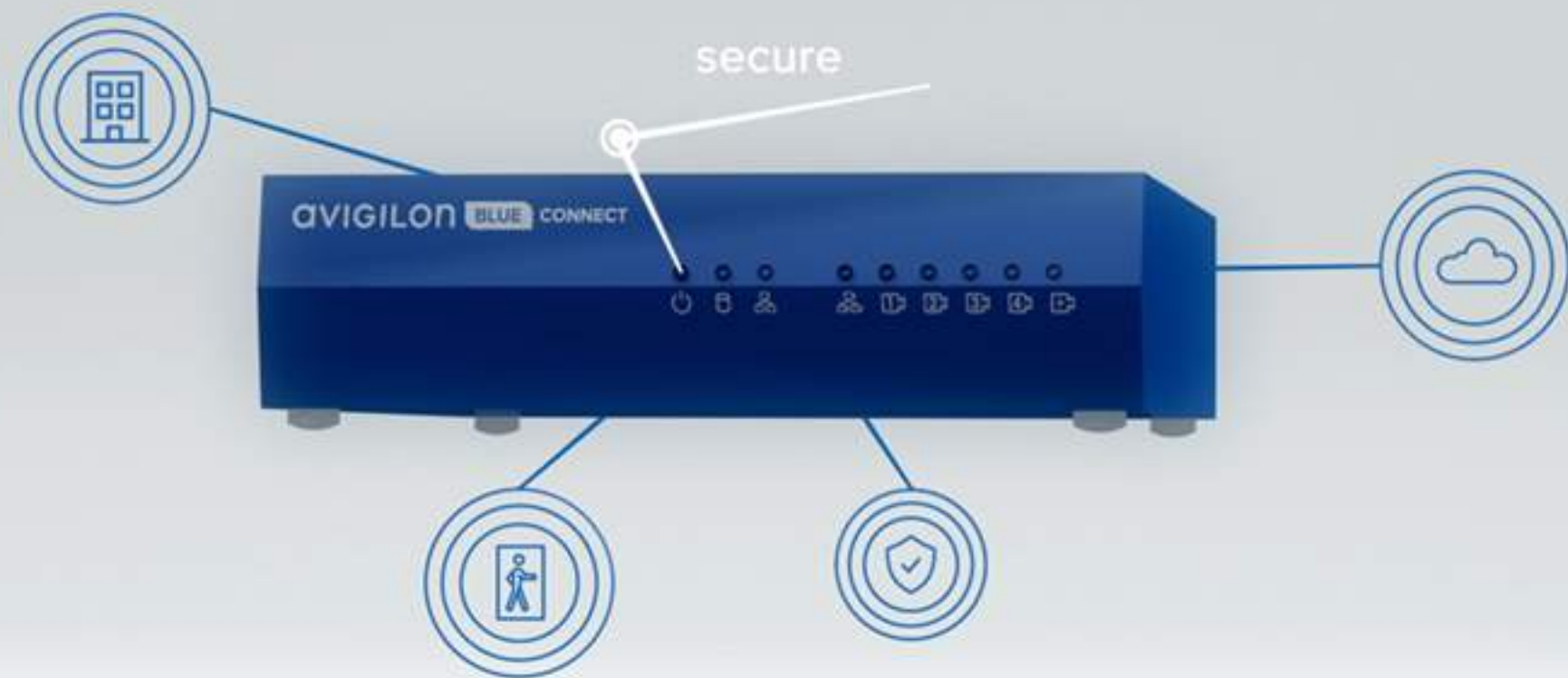
AUROORA



AURODRA



Product renders for Avigilon Blue
Created for Notch Video, with a fully animated accompanying video
Promotional material for a robust new line of security solutions from Avigilon Blue




Promotional animations for Cannes

Created for Jam3, used for award nominations for their collaboration with the NFB

“Bear 71” is an interactive WebGL experience, which tracks a bear through Canada’s wilderness



"[a virtual reality film] you
should experience right now"
TIME



"A remarkable achievement"
IDA

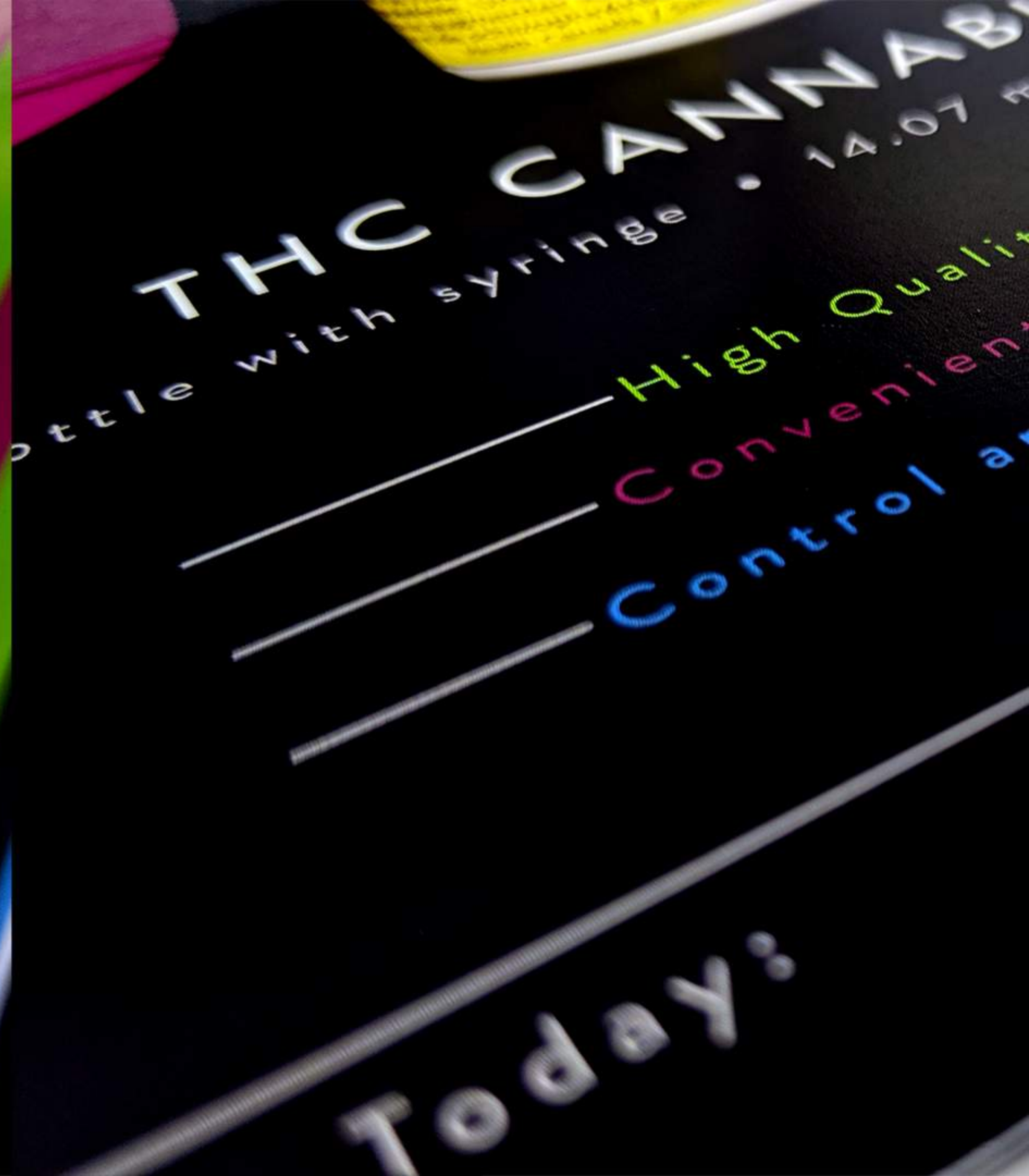
"Unique and Powerful"

WIRED

Beleave Inc - 2019 visual language

The following is a partial compendium of Beleave Kannabis Corp's 2019 online presence; products, licenses, facilities, and initiatives. Full case study can be seen at nikdudukovic.com/beleave







SOLUTIONS STORY

the choices we make
world around us.

ISHING INDUSTRY

PP
OA

and that
are tak
under
US

Our Strains

Browse our available strains.

SHISHKABERRY | \$8.00 PER GRAM

Indica-Dominant Hybrid | THC 12-17% CBD 0-0.05%
An Indica-dominant hybrid that came from crossing DJ Short Blueberry with an unknown Afghani strain. Its buds have a fruit and berry aroma with shades of purple.

SAN FERNANDO VALLEY | \$8.50 PER GRAM

Sativa-Dominant Hybrid | THC: 10-11% CBD: 0-0.1%
Bright, sunny and great for that midday lift. San Fernando Valley has an energetic profile with a perky personality for staying focused on the task at hand. San Fernando Valley is a relative of OG Kush and a parent of SFV OG.

COLD CREEK KUSH | \$10.00 PER GRAM

Indica Dominant Hybrid | THC 12-19% CBD 0-0.05%
Cold Creek Kush is an Indica-dominant hybrid that crosses the powerful MK Ultra and Chemdawg 91. Piney and sour, users love its fresh taste and balanced effects.

Beleave Oils

We have begun oil production using state of the art extraction technologies.

Cannabis Oil has the ability to act on the brain's receptors for serotonin, a neurotransmitter that regulates mood and social behaviour.

THC OIL

30mL Bottle with Syringe
Various ranges of THC Concentration

THC | CBD BALANCED

30mL Bottle with Syringe
Blended and Balanced THC | CBD

Why Medical

Information pertaining to Medical Cannabis.

Treatment and Care

Beleave cultivates compassion with a team that helps to support patients like you while we explore the potential of consistent, reliable, and standardized medical cannabis to treat your symptoms together.

Compassionate Pricing

Beleave awards a 20% discount off our products for those who meet the requirements of our Compassionate Pricing Program. For more information, call us toll-free at 1-844-235-3283

Medical Insurance Coverage

Beleave offers hassle-free access to medical cannabis and

How to Register

Sign up today at beleave.com/letsgetregistered



Registration Forms

The first step is making an account with Beleave. Fill out our simple forms, which can be completed online and emailed, or printed and mailed in.



Medical Documents

The next step simply requires you to download and print out our medical documents, to be filled out by your physician.

OUR APPROACH

STAYING FRESH

We sweat the small stuff, and that means we go to great lengths to ensure our plants are taken care of. That's why our water is sourced from an underground aquifer directly below the facility. This provides us with one of the best-mineralized freshwater supplies in the country.

STAYING GREEN

We grow our plants using no pesticides, ever. Our facilities also host a large-scale, commercial, solar installation, which offsets our carbon footprint substantially. Our water supply is also on a closed loop system to recycle every drop.

GREEN

We make every effort to minimize our environmental impact. We're inspired by nature and are dedicated to preserving it.

Contact

Whether you're inquiring about our products or our people, we'd love to hear from you.

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TELEPHONE

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FAX

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Oakville: 905 481 4397

HAMILTON FACILITIES

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L7P 4X7

OAKVILLE OFFICE

Beleave Inc.
2030 Bristol Circle, #115, Oakville, ON
L6H 6P5

beleave.com

@beleaveinc

Our Partners

INFO GUIDE

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OUR STORY

Because the choices we make shape the world around us.

PIONEERING A FLOURISHING INDUSTRY

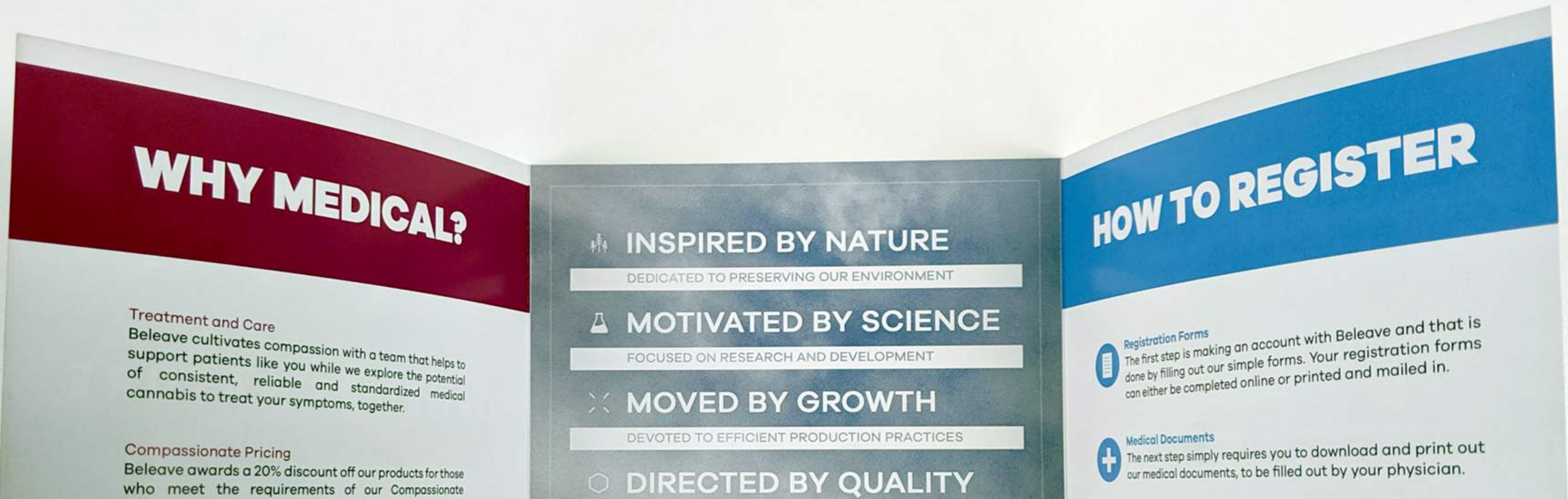
Our passion for what we do comes from a place of compassion. With determination & commitment, we believe that when used properly, medicinal cannabis has the potential for treatment of symptoms associated with a variety of disorders.

A SIMPLE GOAL FOR THE FUTURE

Our long-term objective isn't complicated: We hope to provide a consistent, reliable and standardized product to suit the needs of every person. The founding team members of Beleave have chosen this profession with the intent to further the unexplored medicinal applications of cannabis.

QUALITY ASSURANCE ABOVE ALL. FROM PRODUCTION TO CONSUMPTION.

We test our products to ensure they are free from chemical contaminants like pesticides and heavy metals such as lead or arsenic that could precipitate from water, or



WHY MEDICAL?

Treatment and Care
Beleave cultivates compassion with a team that helps to support patients like you while we explore the potential of consistent, reliable and standardized medical cannabis to treat your symptoms, together.

Compassionate Pricing
Beleave awards a 20% discount off our products for those who meet the requirements of our Compassionate

INSPIRED BY NATURE

DEDICATED TO PRESERVING OUR ENVIRONMENT

MOTIVATED BY SCIENCE

FOCUSED ON RESEARCH AND DEVELOPMENT

MOVED BY GROWTH

DEVOTED TO EFFICIENT PRODUCTION PRACTICES

DIRECTED BY QUALITY

HOW TO REGISTER

Registration Forms
The first step is making an account with Beleave and that is done by filling out our simple forms. Your registration forms can either be completed online or printed and mailed in.

Medical Documents
The next step simply requires you to download and print out our medical documents, to be filled out by your physician.

THC CANNABIS OIL
 10 mL bottle with syringe • 14.07 mg/mL concentration of THC

High Quality and Purity
 Maximum Bio-Availability
 Control and Customizable Dosage

Register Today

Research License

HAPPY EASTER



VAPE

2019

CANNABIS OIL

CANNABIS OIL



beleave

COLD CREEK KUSH

CANNABIS OIL

beleave

**Screen Layouts designed and animated for Rogers Place Arena in Edmonton
Created for the city of Edmonton to promote businesses and tourism
Presented on the new 46' x 46' x 36' arena screen at Rogers Place**

DID YOU KNOW ?

IN HOCKEY TERMS >

**DOWNTOWN'S CONSTRUCTION
SITE WOULD COVER**

326 RINKS

**DOWNTOWN IS GETTING ITS
FIRST NEW HOTELS IN OVER**

20 YEARS



DID YOU KNOW ?

CULTURE *is afoot*



**DOWNTOWN HAS THE MOST
EVENTS AND FESTIVALS**

per
SOQFFIT

**BIG THINGS
ARE HAPPENING
DOWNTOWN**

LEARN MORE AT
EDMONTON.CA/GODOWNTOWN



Festival Design for Arts&Crafts Records
A&C's annual Field Trip Music Festival at Fort York
Deliverables include festival posters, brand direction, and stage / experience design



FIELD TRIP 2015

SATURDAY JUNE 6

ALABAMA SHAKES

ARKELLS THE WAR ON DRUGS DE LA SOUL

PURITY RING APOSTLE OF HUSTLE YOUNG EMPIRES

SHARON & BRAM FROM JAMAICA TO TORONTO

CALVIN LOVE JACQUES GREENE LIVE

SUNDAY JUNE 7

MY MORNING JACKET

MARINA & THE DIAMONDS FATHER JOHN MISTY

DAN MANGAN + BLACKSMITH KEVIN DREW & ANDY KIM

LEE FIELDS & THE EXPRESSIONS HAYDEN TEMPLES RHYE

KEITA JUMA & BRENDAN PHILIP ABSOLUTELY FREE



FIELD TRIP 2016

JUNE 4TH & 5TH - FORT YORK AND GARRISON COMMON

THE NATIONAL ROBYN

JULY TALK SANTIGOLD OF MONTREAL

DIIV CHARLES BRADLEY & HIS EXTRAORDINAIRES

JAZZ CARTIER BOY & BEAR BULLY HOLY FUCK

PLANTS & ANIMALS BASIA BULAT DEAR ROUGE

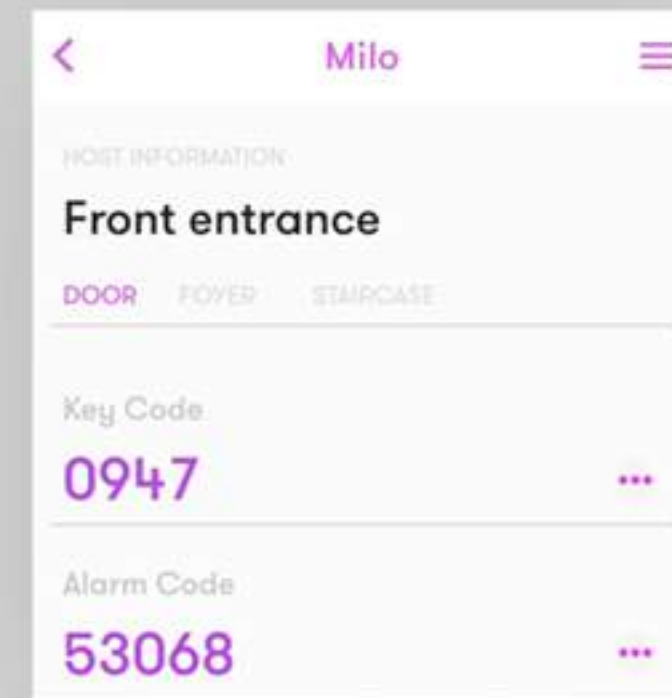
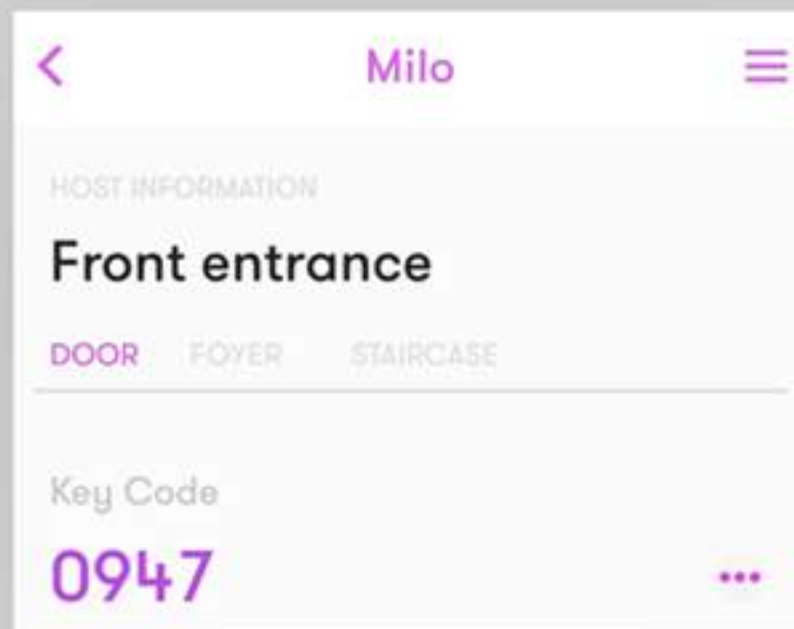
RA RA RIOT JASON COLLETT LENNON & MAISY

BRAVE SHORES TOR MILLER KALLE MATTSON

CHARLOTTE DAY WILSON MOST PEOPLE



Build and brand development for Google MILO
Promotional design and animation for Google assistant MILO
Full shoot, asset build, and web implementation with Jam3





Meet Milo.

Milo is a voice activated virtual concierge, built to ease the hotel and home rental guest experience.

On call, 24/7.

[Click to Inquire](#)



Gord Downie, The Sadies, and The Conquering Sun

**Art direction and design for a collaborative album between Gord Downie and The Sadies
Deliverables include full album artwork / layout, packaging design, and music video direction**



GORD DOWNIE, THE SADIES, AND THE CONQUERING SUN

LOS ANGELES TIMES

THE CONQUERING SUN

ONE GOOD FAST JOB

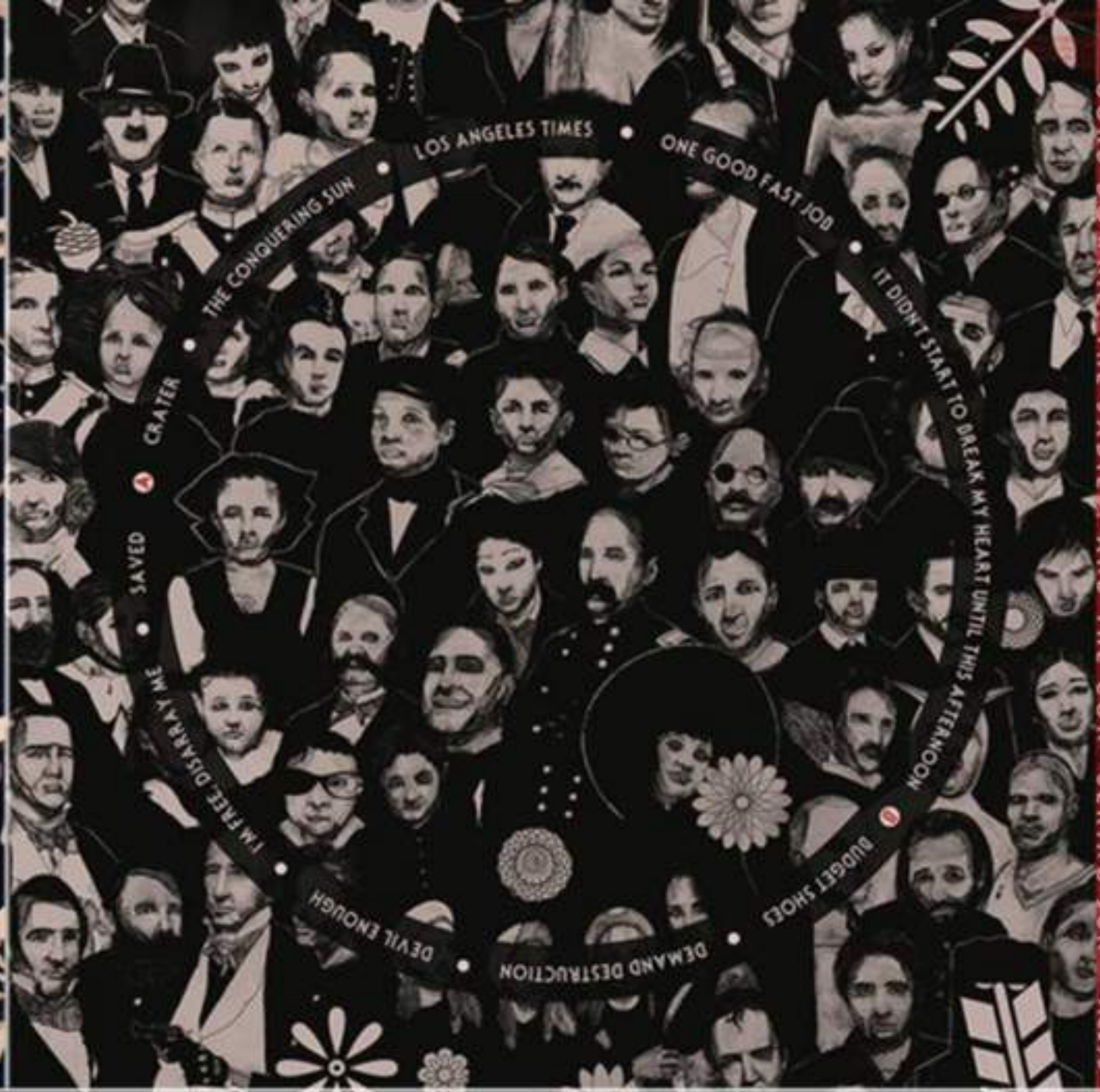
IT DIDNT START TO BREAK MY HEART UNTIL THIS AFTERNOON

BUDGET SHOES

DEMAND DESTRUCTION

I'M FREE, L

GORD DOWNIE, THE SADIES, AND THE CONQUERING SUN AC090



Hot Docs | Full campaign art direction and implementation

Hot Docs, North America's largest documentary festival, offers an outstanding selection of over 200 films from Canada and around the world to Toronto audiences of more than 200,000.

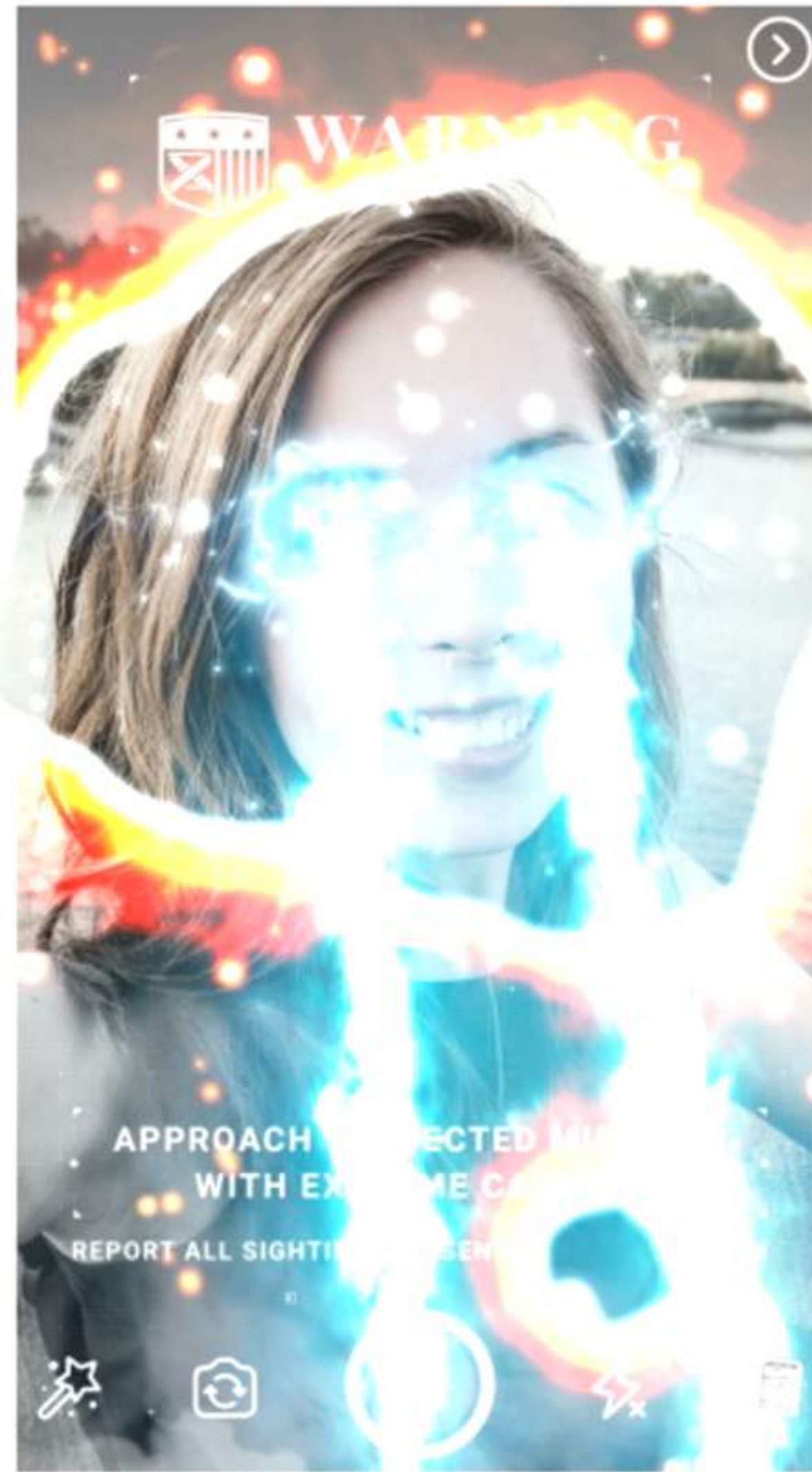
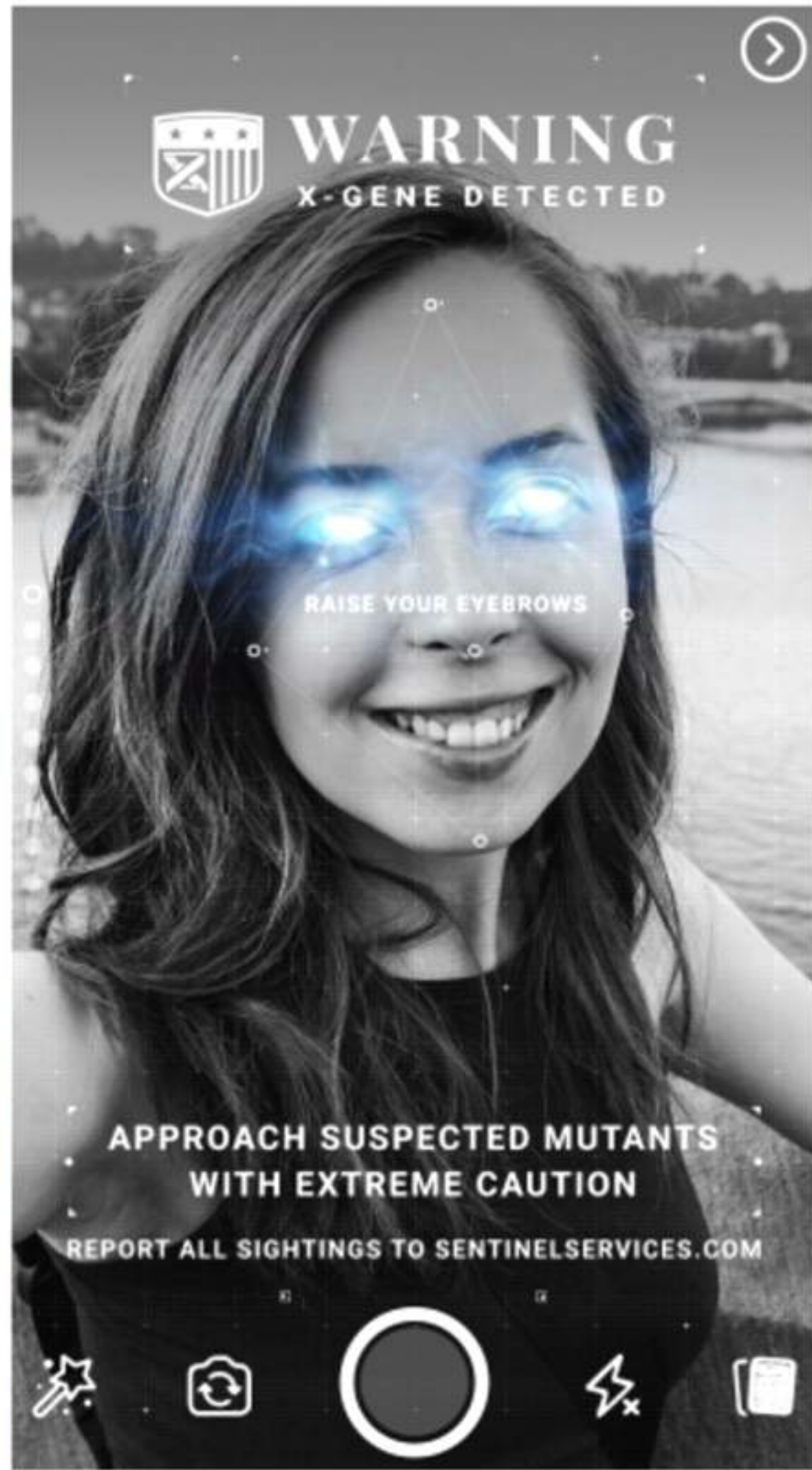


OUTSTANDIN
DOCS



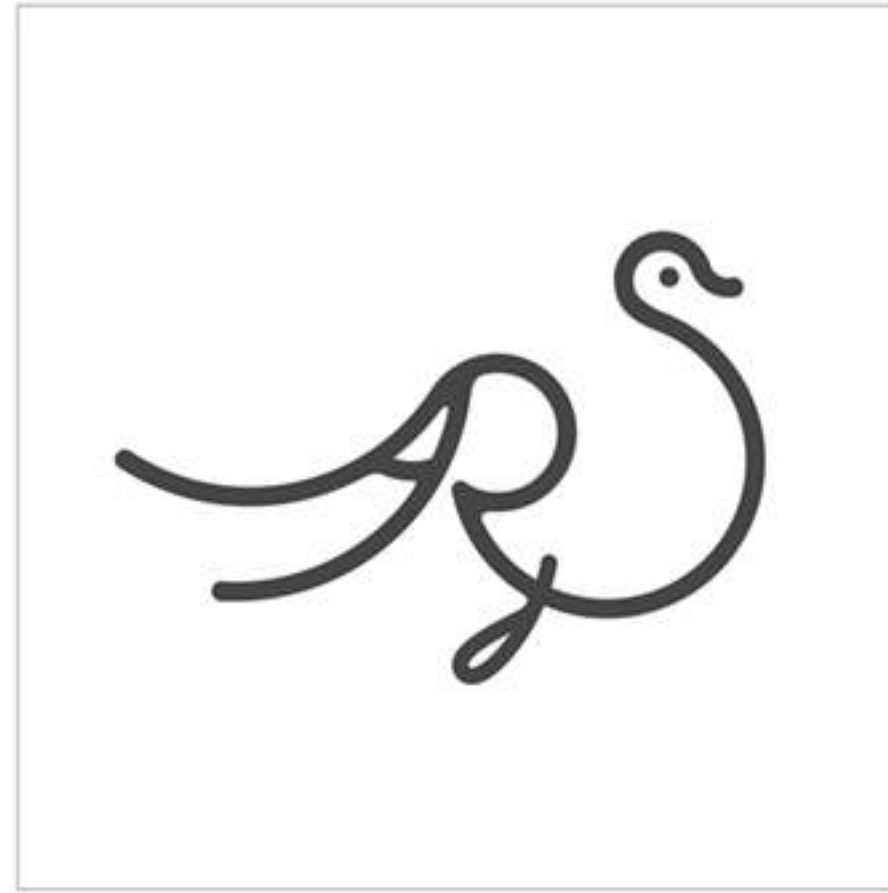
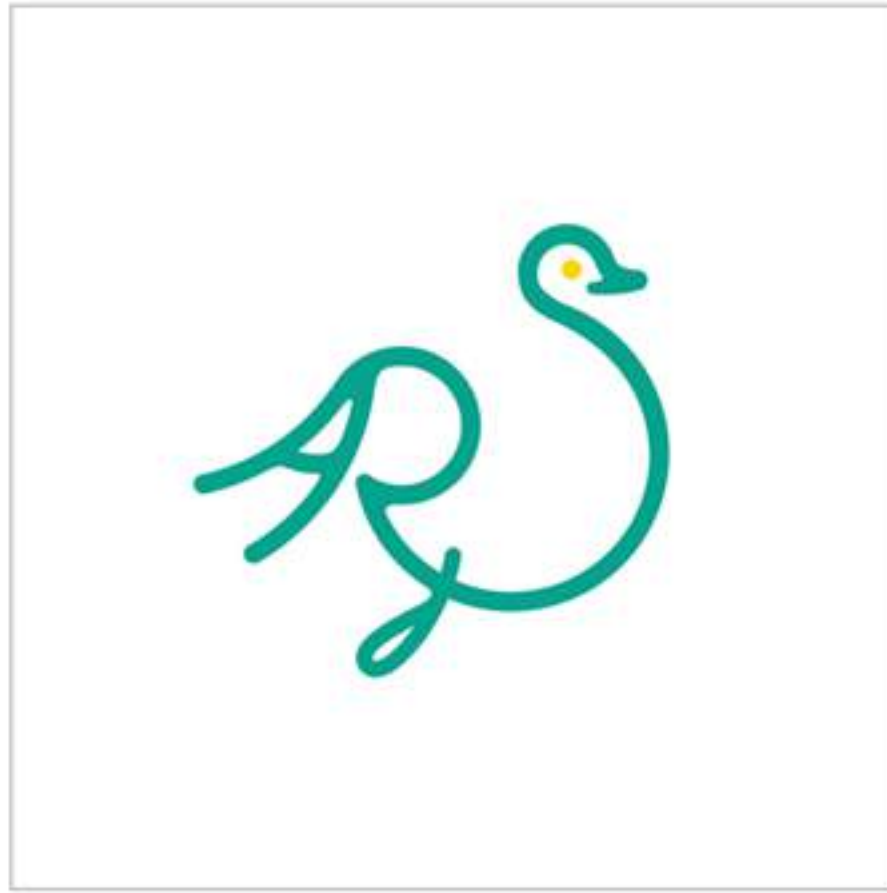
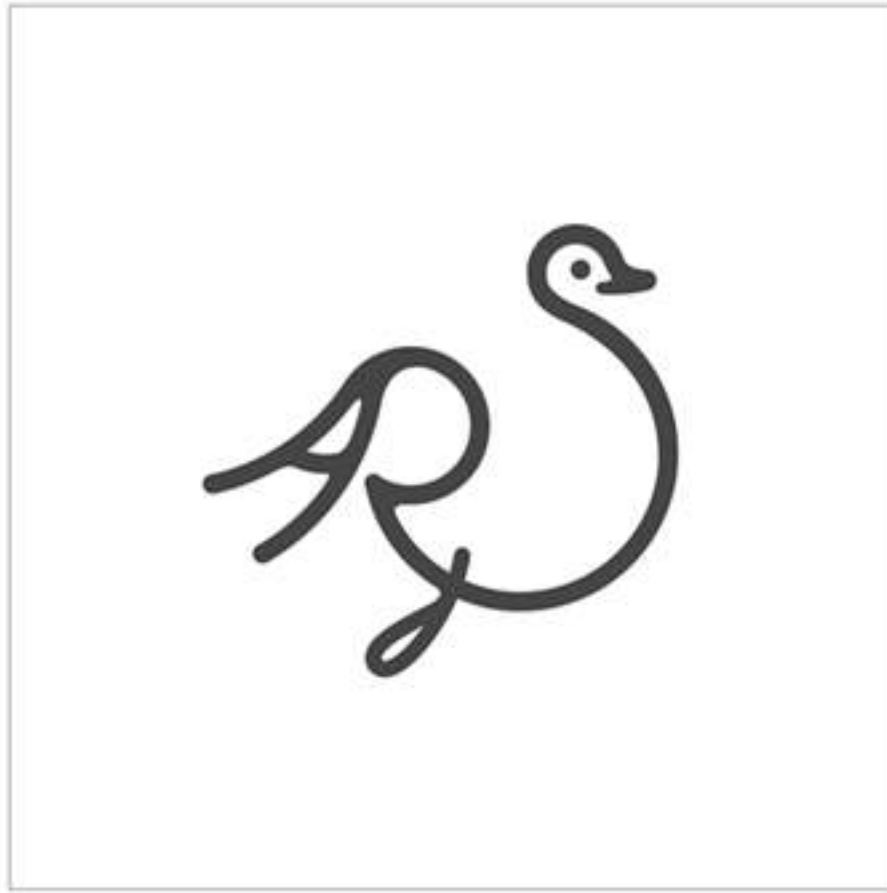
hotdocs
OUTSPOKEN. OUTSTANDING.

X-MEN AR Mask designs for Marvel Studios
Design, animation, and implementation of AR Masks for Facebook
Fully interactive masks for The Gifted, activated by user eyebrow input



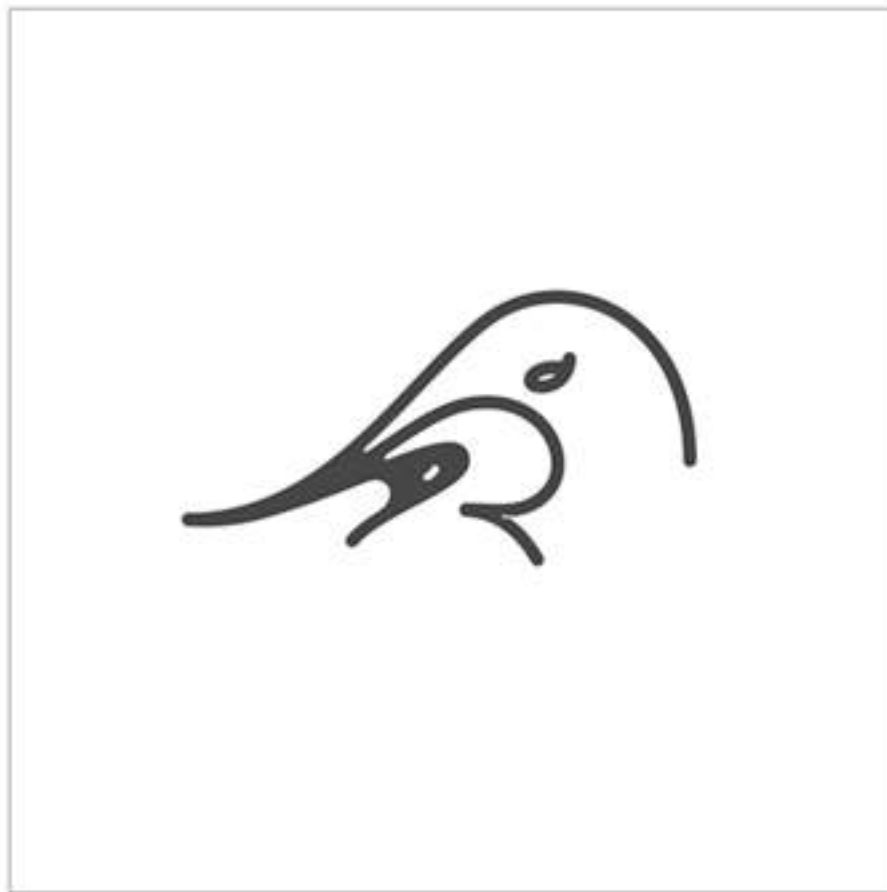
PATO Wordmark

Logo wordmark commissioned by Alexandre Rodrigues da Silva from São Paulo FC
Delivery and design includes his initials, ARDS, in a PATO Monogram ("Duck", his nickname in Spanish)



Alexandre Rodrigues da Silva (ARdS) in a duck monogram
Image 3 contains an alternate body

ARdS - Pato Monogram



Alexandre Rodrigues da Silva (ARdS) in a duck face monogram
A and R outline the mouth and bill, while the d and S outline the eye and head

ARdS - Pato Monogram V2

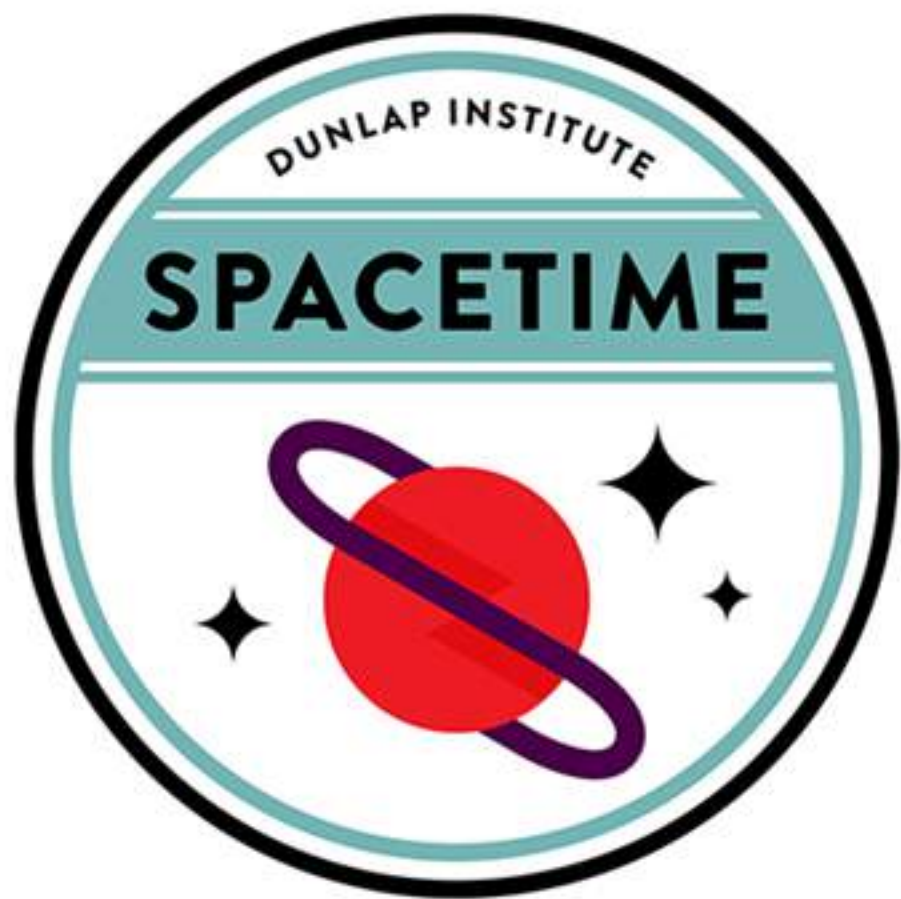
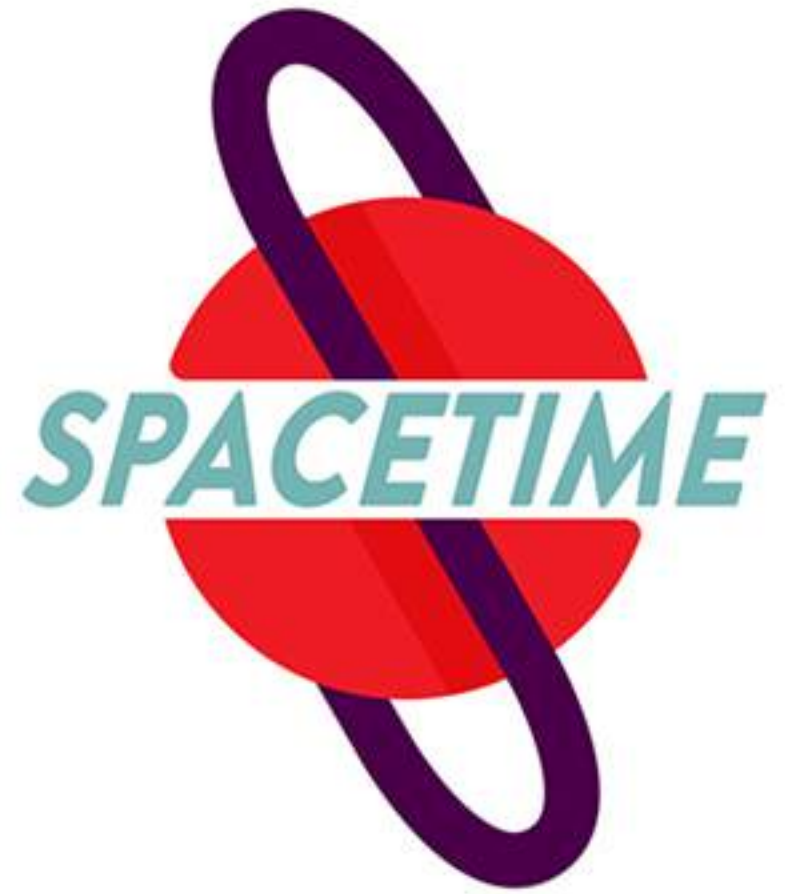
Pabst Blue Ribbon Artist Series
Direction and design of Pabst Blue Ribbon's Artist Series cans
Winner of the Communication Arts Award for best packaging and design



SpaceTime for Dunlap

Logo and brand development for UofT's Dunlap Institute

SpaceTime is an astronomy-focused event for young children through the University of Toronto



SPACETIME



UI and Brand redesign for Seven Oaks

The deliverables include a complete website rebrand, photogrammetry builds and renders of products, and a visual aesthetic which reenforces their original CTA “enjoy your daily grind”. | seven-oaks.com

Are you 19+?

YES

NO



SEVEN OAKS

The brand is a modern interpretation of the Métis spirit of adventure and love of freedom.
It takes its name from the historical battle site where the Métis flag was flown for the first time

Strains are selected for the active, creative, and social consumer.
The founders established SEVEN OAKS for high-performing professionals who regularly consume cannabis.



SHISHKABERRY

SHISHKABERRY

ENJOY YOUR DAILY GRIND

SHISHKABERRY

Indica-Dominant Hybrid

Moderate | ○○○○○○ — —

THC: 10% - 17% | CBD: 0% - 1%

[Shop Now](#)



A cross between DJ Short Blueberry with an unknown Afghani strain.

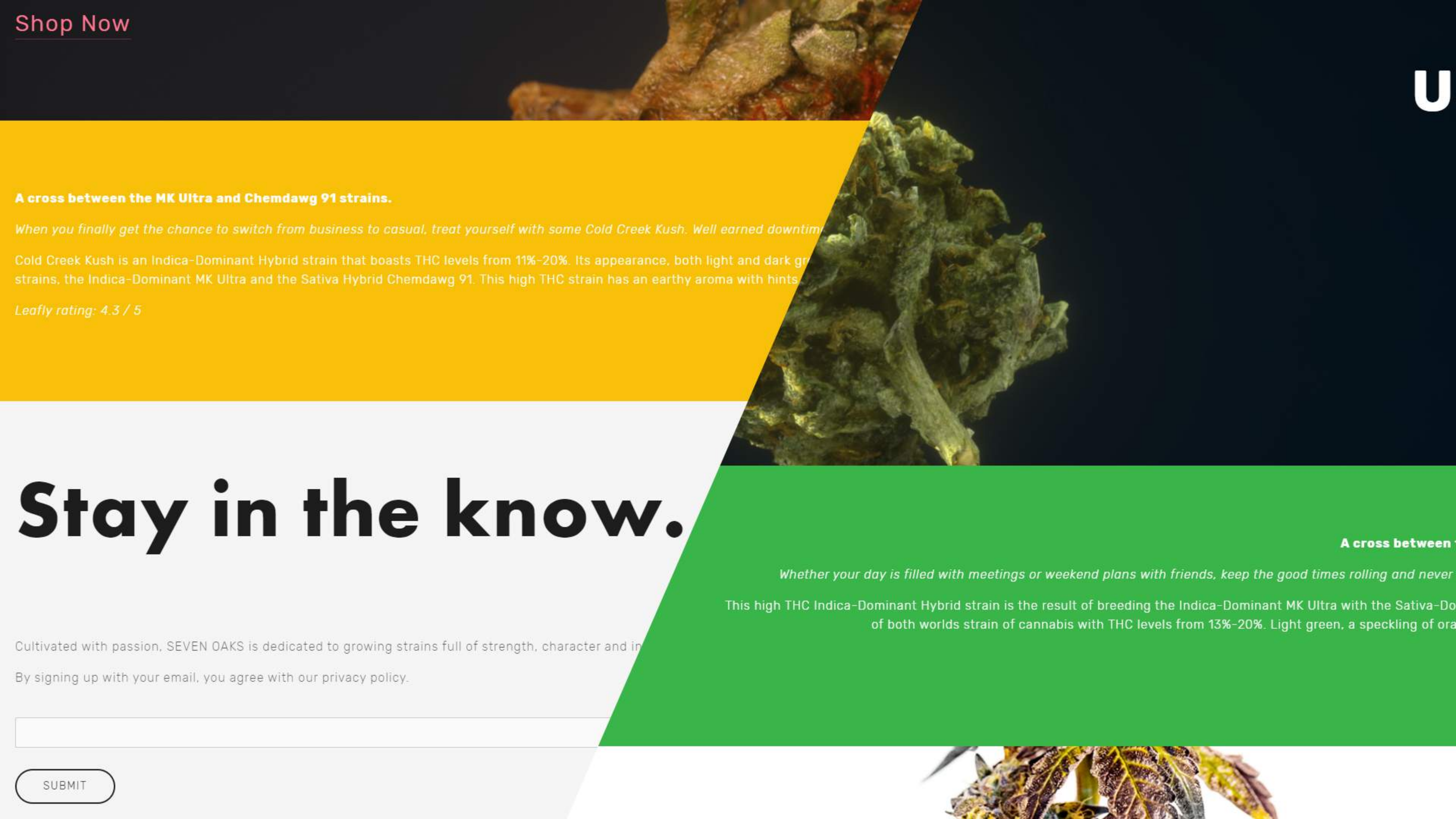
Like a good workout or a productive work day, Shishkaberry starts strong and ends mellow. A profile so flexible you'll actually enjoy penciling it into your calendar.

This Indica-Dominant Hybrid strain has moderate levels of THC that range from 10%-17% and delivers both sides of the cannabis experience. Dark green with tinges of purple and a sweet berry aroma. This aptly named strain is bred from two popular Indica strains, DJ Short Blueberry and an Afghani relative.

Leafly rating: 4.3 / 5



ULTRA SOUR



[Shop Now](#)

A cross between the MK Ultra and Chemdawg 91 strains.

When you finally get the chance to switch from business to casual, treat yourself with some Cold Creek Kush. Well earned downtime.

Cold Creek Kush is an Indica-Dominant Hybrid strain that boasts THC levels from 11%-20%. Its appearance, both light and dark green, is reminiscent of the Indica-Dominant MK Ultra and the Sativa Hybrid Chemdawg 91. This high THC strain has an earthy aroma with hints of citrus and pine.

Leafly rating: 4.3 / 5

Stay in the know.

Cultivated with passion, SEVEN OAKS is dedicated to growing strains full of strength, character and integrity. Sign up for our newsletter to stay in the know.

By signing up with your email, you agree with our privacy policy.

SUBMIT

A cross between MK Ultra and Chemdawg 91.

Whether your day is filled with meetings or weekend plans with friends, keep the good times rolling and never stop.

This high THC Indica-Dominant Hybrid strain is the result of breeding the Indica-Dominant MK Ultra with the Sativa-Dominant Chemdawg 91. This high THC strain has an earthy aroma with hints of citrus and pine.

of both worlds strain of cannabis with THC levels from 13%-20%. Light green, a speckling of orange and purple, and a strong, earthy aroma with hints of citrus and pine.



Taste & Smell

Did you know that how a bud tastes and smells depends on the terpenes the cultivar contains -- with 100 or more terpenes being found in various doses in the cannabis plant?

The amount of a given terpene will influence the flavor profile, but the **growing**, and **curing** process will also affect it. Terpenes are naturally found in fruits, herbs, and spices.



Limonene



Limonene is often attributed to the uplifting effects a 'sativa' strain or cultivar may create. It often emits a lemony or citrus aroma and flavour.

Limonene is also found in:

- grapefruit • lime • orange • lemon • ginger

Myrcene



Myrcene is the most abundant terpene found in cannabis. A strain or containing more than 0.5% Myrcene creates more sedative or 'indica' effects.

Myrcene is also found in:

- mango • bay leaf • basil • thyme • lemongrass

Pinene



Pinene in both alpha and beta forms are two of the most researched terpenes, with the first emitting a 'pine' aroma while the latter emitting scents similar to basil or hops.

Pinene is also found in:

- pine needles • rosemary • parsley • basil • hops

Linalool



Linalool is found in more than 200 different plants, and is known for its recognizable floral scent, often used in perfumed products such as soaps and shampoos.

Linalool is also found in:

- lavender • mint • cinnamon • coriander • rosewood

Beta Caryophyllene



Beta Caryophyllene is one of the first compounds other than cannabinoids shown to bind directly with the endocannabinoid system.

Beta Caryophyllene is also found in:

- basil • oregano • rosemary • clove • peppercorns

Terpinolene



Terpinolene is found in many cannabis strains but often in small amounts, emitting a less distinct aroma often described as 'fresh.'

Terpinolene is also found in:

- cumin • nutmeg • tea tree • sage • lilac

Look & Feel

Density 🍄

Cannabis buds can range from very dense to light and fluffy, and can be affected by moisture -- light and crispy to thick and compact.

Things to consider:

- spongy • sticky • powdery • flaky

Colour 🍃

The colours of cannabis range during plant growth through the drying and curing process.

Things to consider:

- light, orange and yellow hues
- violet to dark purple tints
- light yellow greens to dark pine colours

Trim ✂️

The way a bud is trimmed can add to its appearance, some leaves are covered with trichomes so they're not always entirely removed.

Things to consider:

- large leaves curl around colas
- small buds require more leaves

1011

that how a bud
cells depends on
cultivar
or more
in various
plant?

Limonene

Limonene is often attributed to the different
strain or cultivar may create it. It is responsible for
citrus aroma and flavour.

Limonene is also found in

- grapefruit • lime • orange • lemon • lime

Linalool

Linalool is found in more than 200 different plants and
is known for its recognizable floral scent. After linalool
perfumed products such as soaps and lotions.

Terpinolene

Terpinolene is found in many cannabis strains but often in small amounts, emitting a less distinct aroma often described as 'fresh'.
Terpinolene is also found in:
tea tree • sage • lilac



...and both forms are two of the most common terpenes with the first emitting a 'pine' aroma similar to basil or hops.

... • parsley • basil

Thank You

Nik Dudukovic

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