



*Dylan Bretz*  
DESIGN PORTFOLIO

# T-Shirt Designs

AI

Shirt designs that celebrate champions, tournament victories, and personal expressions through vibrant designs. This collection represents a fusion of winning spirits, personalized statements, and creative design elements. Each piece is crafted to resonate, inspire, and connect with its wearer.



# Sports Team Logos

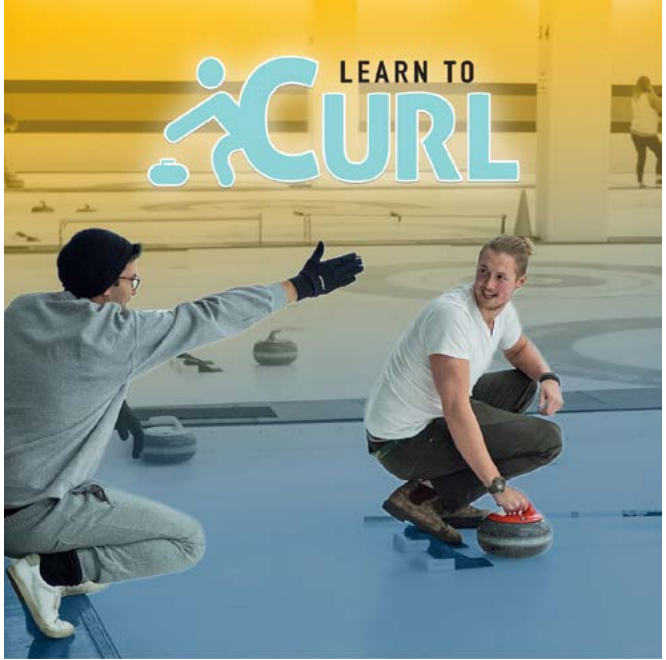
AI

A diverse collection of logo designs crafted exclusively for sports teams in Edmonton Sport and Social Clubs corporate and draft leagues. These logos embody the fusion of passion, team spirit, and visual storytelling. Each logo represents a unique identity, encapsulating the essence and energy of its respective team.



# Learn To Play Program Brand Identity

In 2023, The Sport and Social Club introduced a new program for beginners and I was tasked with creating an immersive and impactful brand identity for our Learn-To-Play program. Each design element is meticulously crafted to inspire, educate, and empower learners on their educational journey through creative colour palettes, logo design and typography.



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EDMONTON SPORT & SOCIAL CLUB PRESENTS

## LEARN TO PICKLE

**Learn to Play Pickleball This Winter!**

If you are brand new to Pickleball or thinking of joining a Pickleball game for the first time, then this 6-week program is for you! Learn the fundamentals of Pickleball in a fun and safe environment. Our pro will introduce everything you need to know from scoring, serving, positioning, and the strategy behind different shots. By the end of this session, you'll be fully equipped to jump into any Pickleball game with confidence.

Paddles will be provided, however please feel free to bring your own.

**The Dill:**

- WEDNESDAY EVENINGS AT 6:30PM
- 6-WEEK PROGRAM
- EXCLUSIVELY AT THE PICKLEBALL HUB (MULTIPLE LOCATIONS)
- ONLY \$250PP

**Know Your Pro**

We are thrilled to introduce Vinh Ngo as our Head Pro at The Pickleball Hub! Vinh brings with him a rich background in Table Tennis, where he represented Team Alberta from 1988 to 1991 and in 2017. Although he still enjoys casual table tennis games, he has wholeheartedly embraced Pickleball as his true passion.

Vinh's accolades are truly remarkable. Gold medals in Men's at the 'Battle of the Paddle' in Edmonton, the Alberta Masters Games, the Spruce Grove Men's Doubles 5.0 and Singles! Not only is he a skilled player (seriously, he's amazing!), but he's also incredibly encouraging. He adapts his play and the game itself to best complement his partners' strengths. His passion for teaching is evident, and he finds immense joy in helping fellow players learn and practice new Pickleball skills. Vinh's dedication goes beyond the court, as he aims to contribute to the growth of the sport by developing youth programs and staying actively involved in various Pickleball events, including tournaments, clinics, and coaching.

**Registration for Winter 2024 is Open SOLD OUT!**

Registration Closes: January 10  
Learn to Pickle Begins: January 31

# Bowling Tournament Promotional Package

AI PS

A tournament promotional package encapsulates the dynamic fusion of creativity, excitement, and professionalism crafted exclusively for each tournament. Promotional items include a tournament logo, social media posts, web images, email headers, paperwork headers/signage and champ shirts. Each design element embodies the spirit of competition, camaraderie, and the thrill of the game.

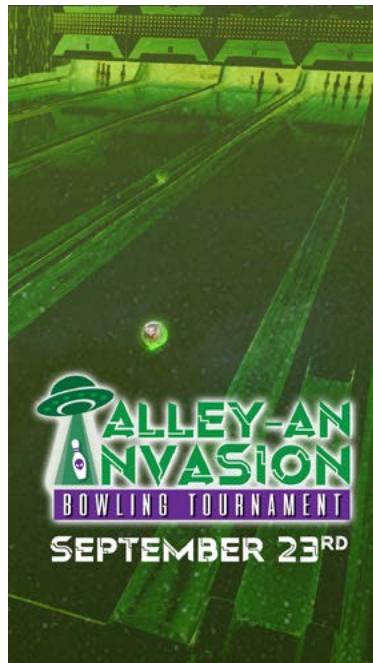
Website Image



Logo/Emblem



Social Media



Email Headers



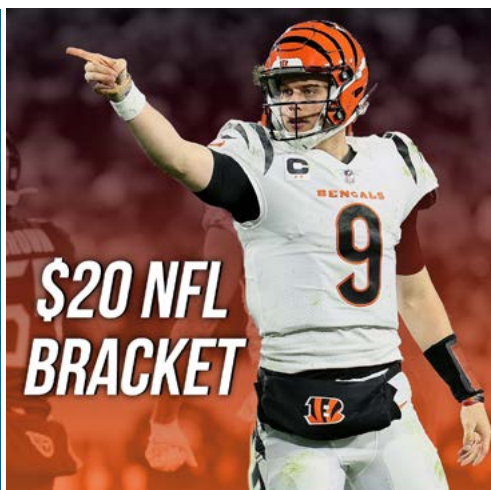
Tournament Champ Shirt and Bucket Hat



# Social Media

AI PS

Each design embodies the fusion of creativity, strategic messaging, and visual storytelling crafted exclusively for digital platforms. Each design element represents our commitment to fostering connections, sparking conversations, and leaving a lasting impression among viewers.



# Career Web Page Design

AI PS

Showcasing the redesign of a The Sport and Social Club's Careers web page, meticulously crafted using HTML and CSS. This portfolio represents the seamless fusion of design aesthetics, functionality, and user experience enhancements. Each element demonstrates the power of HTML and CSS in creating an engaging and intuitive career exploration platform.



CULTURE PERKS ACTIVE LISTINGS

## JOIN THE TEAM.



## WHO WE ARE AT ESSC

The Edmonton Sport & Social Club was founded in 2004 based on a rising need: adult Edmontonians love to play sports and have fun! The goal of the ESSC is to encourage as many people as possible to 'get in the game'. Whether players have no skill, or a lot of skill, as long as they want to join in the 'fun-first, winning-second' mentality, they will fit right in! With a large variety of leagues, tournaments and events throughout the year, the ESSC offers something for everyone. Care to join us?



## PERKS AND BENEFITS

### WE VALUE OUR PEOPLE

For 19 years we have been working to establish a positive culture that sees our staff develop their skills and become leaders in the community. To run leagues, tournaments, and events for so many Edmontonians, it "takes a village". We want that village to be treated with respect and compensated fairly for all that they do.

### WE'VE GOT YOU COVERED

Sometimes stuff happens. We don't want you to have to worry about it. The ESSC provides generous benefits to full-time staff members including comprehensive health benefits, health care spending accounts, and personal health days.

### WORK LIFE BALANCE

There's more to life than collecting a pay stub. We work to live, and believe our staff should have the opportunity to live life! The ESSC provides generous vacation time for all full-time staff, birthdays off, as well as quarterly Flex Fridays for some extra rest n' relaxation.

### WE GIVE BACK

We believe that we provide a service that enhances the local community. But we're not alone, and we want our staff to help make Edmonton a better place. The ESSC provides paid volunteer days to all full-time staff, donates all drop-in revenue to charitable causes and has a collection of staff who form the ESSC Community Team, responsible for running various charitable fundraisers throughout the year.

## PERKS



**Volunteer Days**  
Let's Give Back Together



**Birthdays Off**  
Happy Birthday! Don't Come to Work



**Snack Shack**  
Daily Access to Free Snacks



## ACTIVE LISTINGS

Full Time Part Time

Marketing Coordinator (MC)  
Full Time, Contract Position



# Brochure Design

PS

A vibrant and informative brochure design tailored to educate prospective players of the opportunities that The Sport and Social club offers. The design encapsulates the league's identity, creating a visually compelling narrative that resonates with the target audience.





# Ad Design

PS

Each ad design is meticulously crafted to not just capture attention but to inspire action, standing as a testament to commitment to impactful visual communication. These designs utilize clever placement, bold visuals, and concise messaging to intrigue and engage passersby.



**ESSC DARTS LEAGUE**  
EVERY MONDAY NIGHT  
RIGHT HERE AT BANQUET BAR

**DETAILS**  
START: JANUARY 15  
LENGTH: 8 WEEKS  
REGISTRATION DEADLINE: DECEMBER 13  
FORMAT: 2 VS. 2 CRICKET SCORING SYSTEM

**REGISTER AT EDMONTONSPORTSCLUB.COM**

ESSC BANQUET



**CSSC**  
CALGARY SPORT & SOCIAL CLUB

**SPRING REGISTRATION NOW OPEN!**

INDOOR DEADLINE MARCH 22<sup>ND</sup>  
OUTDOOR DEADLINE APRIL 5<sup>TH</sup>

REGISTER AT CALGARYSPORTSCLUB.COM

@CALGARYSSC



**Keeping Lethbridge Seniors Happy**

803-494-1399

**Nurse Next Door**  
home care services

WWW.NURSENEXTDOOR.COM

# Promotional Bag Insert



The fusion of culinary allure, brand identity, and strategic marketing. Each design element aims to tantalize taste buds while leaving a lasting impression on consumers.



Sabroso products are fresh, healthy, and easy-to-prepare. Our features include 100% natural ingredients, gluten-free, free of GMO, no added sugar or additives.

Thanks to the IQF technology used for packaging, our food products maintain their goodness and nutrition, keeping their shape, colour, smell, and flavour after defrosting.

Go to [sabrosofoods.ca](http://sabrosofoods.ca) to check out our entire line of products.

Arepas      Bakery      Corn      Empanadas  
Fruits      Snacks      Vegetables



Are you part of the Food Service Industry?

- We customize sizes and presentations
- We deliver to your location
- Contact us for more information

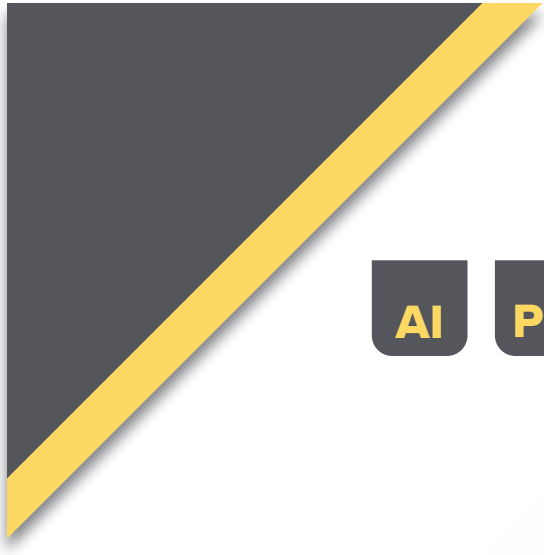
780-482-5026      info@sabrosofoods.ca      sabrosofoods.ca

# Ice Cream Package Design

AI PS

Pint size design crafted to showcase the creamy indulgence within. This design utilize captivating visuals, vibrant colors, and enticing imagery to communicate flavor profiles evoke a sense of temptation and stand out in the freezer aisle.





# AT Your Service Logo, Branding & Website

AI PS

AT Your Service's brand identity is centered around empowerment, resilience, and holistic wellness. We aim to embody the fusion of athleticism and rehabilitation, supporting individuals in their pursuit of peak performance and recovery.

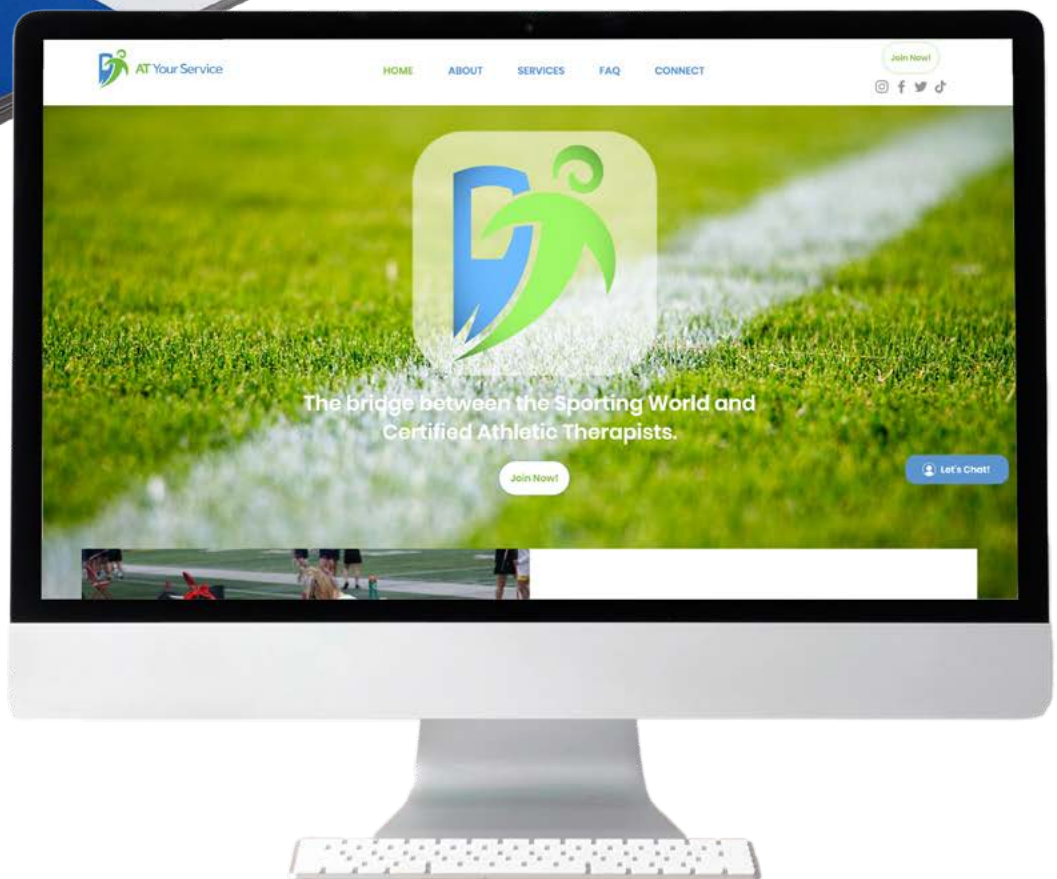
**AT**  
(Athletic Therapist)



Shark Tape  
(Trade Tool)



## AT Your Service



# Illustrative Map of Havana

AI PS

A captivating journey through an illustrated map of the heart of Havana, a fusion of artistic expression and navigational guidance. This map showcases the charm, culture, and rich history of the Cuban capital through a unique illustrative lens. Each element on the map is meticulously crafted to evoke nostalgia and facilitate exploration.



- 1 National Capitol Building
- 2 Havana Cathedral
- 3 Havana Old Square
- 4 Museum of the Revolution
- 5 The Havana Club Rum Museum
- 6 Bacardi Building
- 7 Hershey Train/ Casablanca
- 8 La Cabana Fortress

- 9 La Bodeguita del Medio
- 10 Hotel Inglaterra
- 11 Castillo de la Real Fuerza
- 12 Plaza de San Francisco
- 13 Plaza Vieja
- 14 El Floridita
- 15 Plaza de Armas
- 16 Ferry

- 17 Parque Cespedes La Maestranza
- 18 Museum of Pharmacy Habanera
- 19 Obispo
- 20 Christ of Havana

## Legend