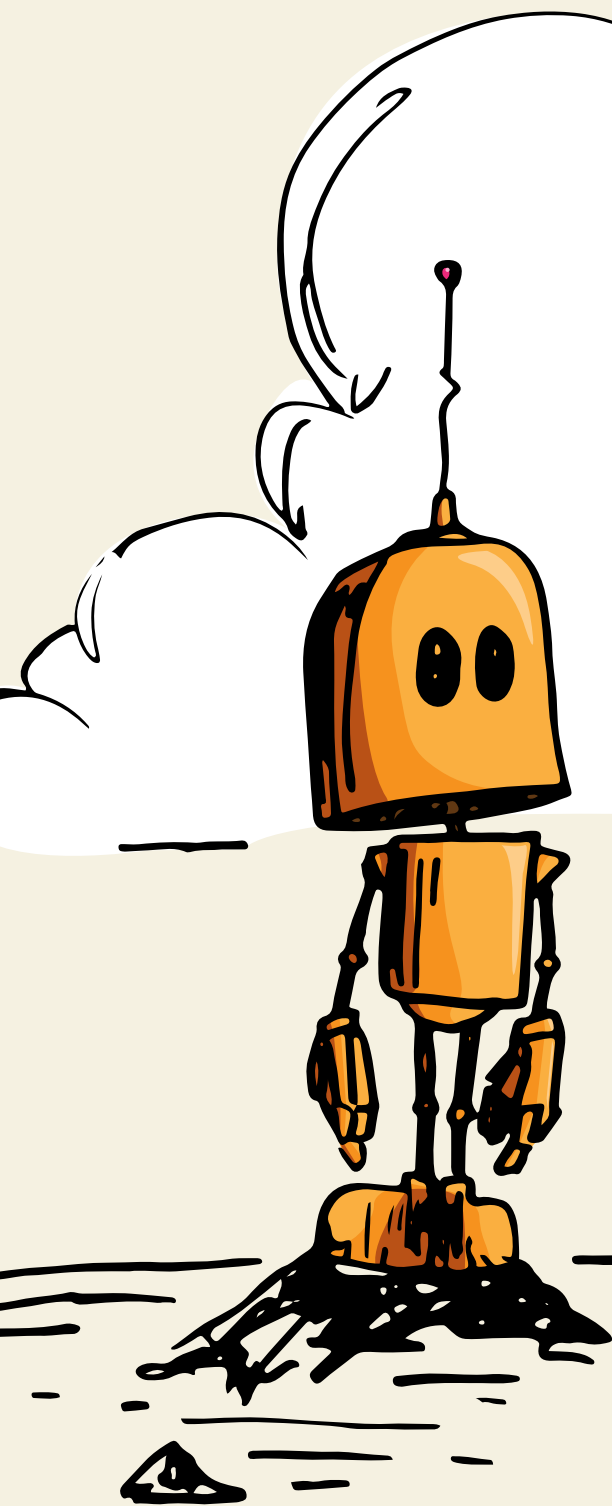


ACCURATE
CREATIVE



Book of
ILLUSTRATIONS

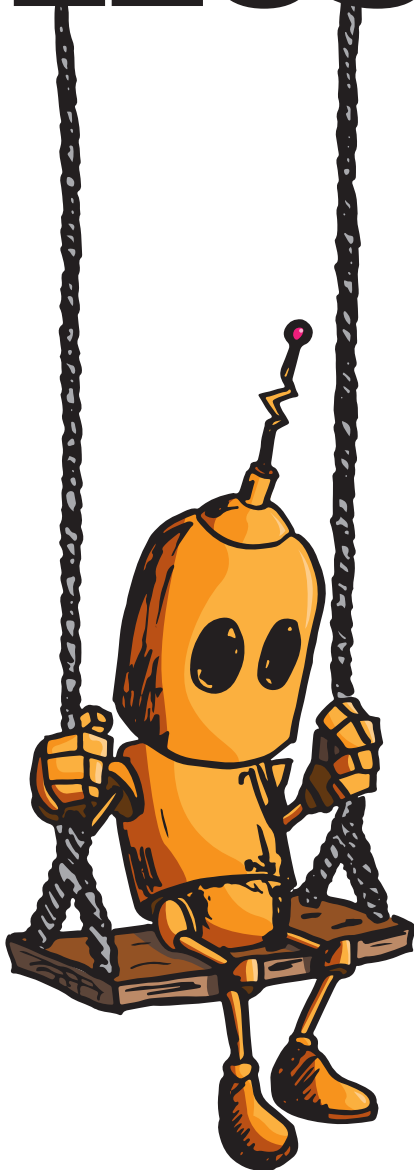
Volume **4**

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**We welcome you to share this book,
in fact, we encourage it.**

Reasons to love ILLUSTRATIONS



Reason 1

They make you stand out. 4

Reason 2

They can quantify your success. 11

Reason 3

They get your message across. 14

Reason 4

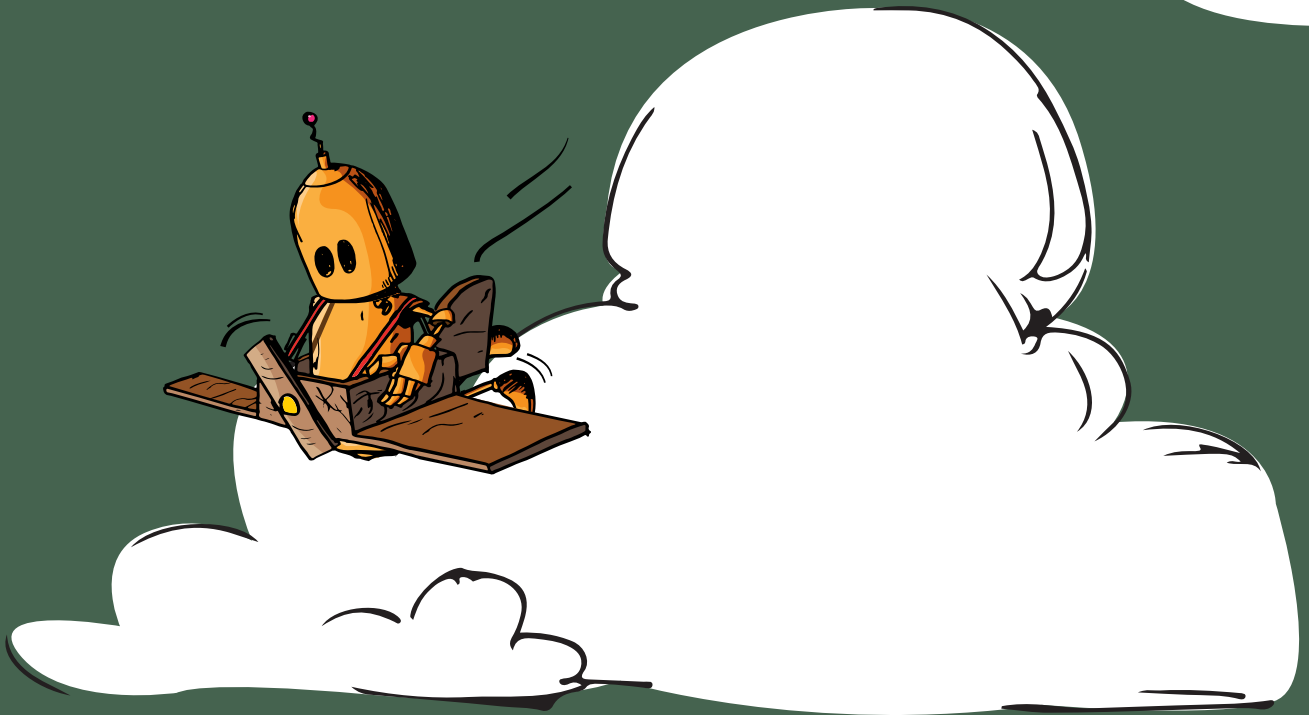
They animate information. 20

Reason 5

They make instructions easy. 22

Welcome

This book showcases our updated collection of illustrations created for Accurate's clients, as well as our favourites from previous editions of this book. Meet the creative team behind the work featured throughout this book.





Book of **ILLUSTRATIONS**

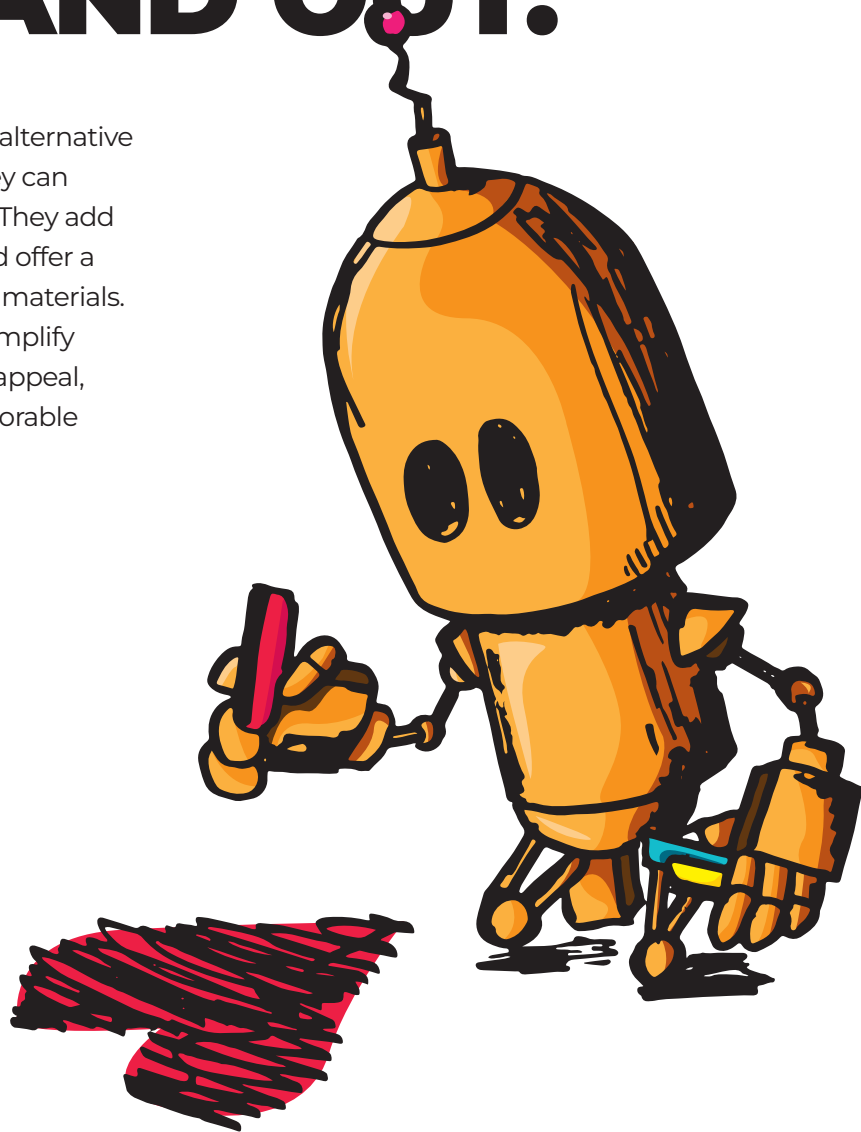
Volume **4**

The digital photography age relegated illustration to a lost art. However, the increased appetite for infographics, motion graphics, and animated shorts has revived the importance of—and the need for—illustrators and their craft. Accurate has seen a significant surge in requests for illustrated art. You can use it to quickly convey complex data or ideas, making your communications more effective and noticeable. If you are a business, association or government trying to effectively convey your message, at some point you will need custom illustration to say what a photograph or words cannot. This book is filled with inspiration.

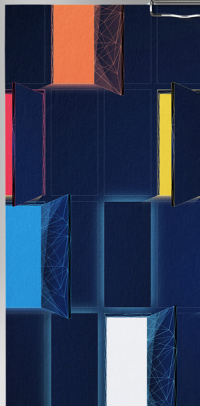
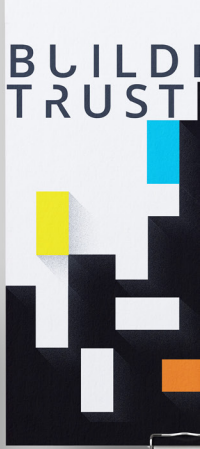
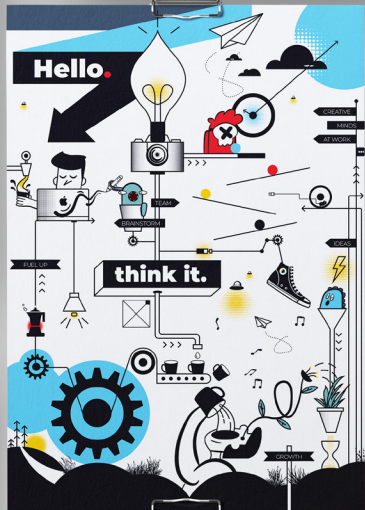
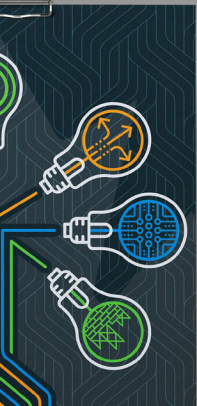
Reason **1**

They make **YOU STAND OUT.**

Illustrations are an excellent alternative to photography because they can support abstract messages. They add character to your culture and offer a unique look and feel to your materials. They can evoke emotions, simplify information, and add visual appeal, making content more memorable and elevated.







miigwetch
Immunization Partnership Fund

Indigenous-led Virtual Sharing Circle

3 priority areas:

- Engage** healthcare providers as vaccinators and vaccination promoters
- Support** community-based COVID-19 education, promotion, and outreach
- Improve** evidence-based vaccination communication

Sharing Lessons

Challenges
Shortage of Indigenous healthcare providers and culturally safe services

Dealing with vaccine **misinformation** and hesitancy, especially on **social media**

Community lessons
Community ambassadors create comfortable and safe environments to learn and share

Health lessons
Develop positive **messaging** on how to keep yourself and loved ones healthy. Don't focus on the narrative of "not getting the vaccine means bad things will happen"

Produce **accessible, credible, and multilingual** (Indigenous and official language) content

Recognizing that many communities have experienced historic and medical traumas

Urban hubs are a positive space to help with mental health isolation and **bringing the community together** during dark and scary times

Difficulty translating and understanding **complex** medical information

humans all bleed red and cast the same shadow

Future Planning

Taking, supporting, building, focusing on, recognizing that this topic is complex and evolving, and improving monitoring of content on social media to ensure that materials are reaching Indigenous peoples directly

Best practices for future programming

- Mobile vaccination services
- Using social media
- Supporting healthcare providers with community connections and virtual learning opportunities
- Expanding on existing projects with new partners by incorporating lessons learned from the past
- Supporting youth-led initiatives that encourage artistic and creative expression

Cultural lessons
Nurture the spirit
Lead with your heart

7 Sacred Teachings

- honesty
- wisdom
- bravery
- humility
- love
- respect
- humility

leaving legacy through art

health as culture

"Of course I trust vaccines. I have had them my whole life!"
From an 80-year-old elder

Public Health Agency of Canada / Agence de la santé publique du Canada

SOCIAL SCIENCE

SCIENCE & TECHNOLOGY

BIODIVERSITY

CONSERVATION HEROES

GEOGRAPHY

#NATURE FOR ALL

IUCN WCPA

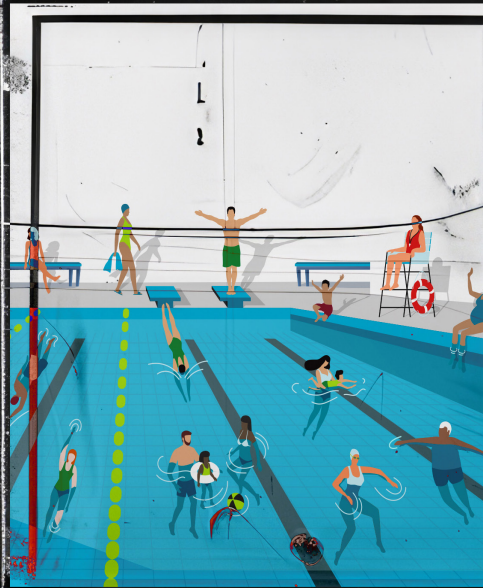
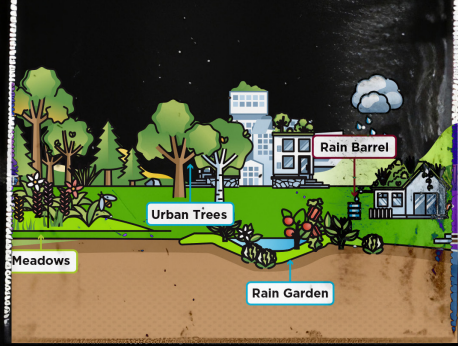
IUCN WCPA

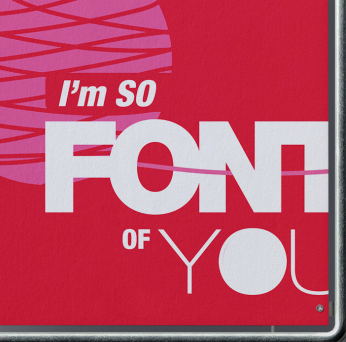
IUCN WCPA

IUCN WCPA

IUCN WCPA

IUCN WCPA





Reason **2**

They can **QUANTIFY YOUR SUCCESS.**

You have a massive amount of data-driven information. You have little time and space, so what do you do?

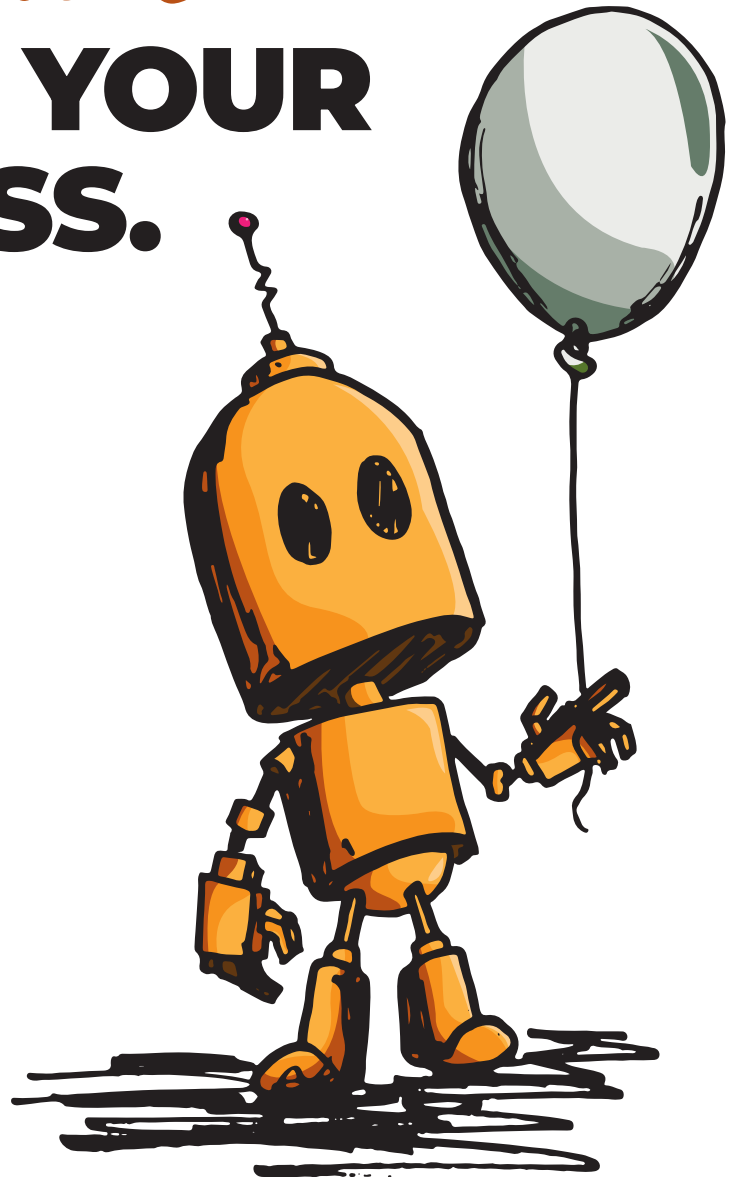
Infographics!!!

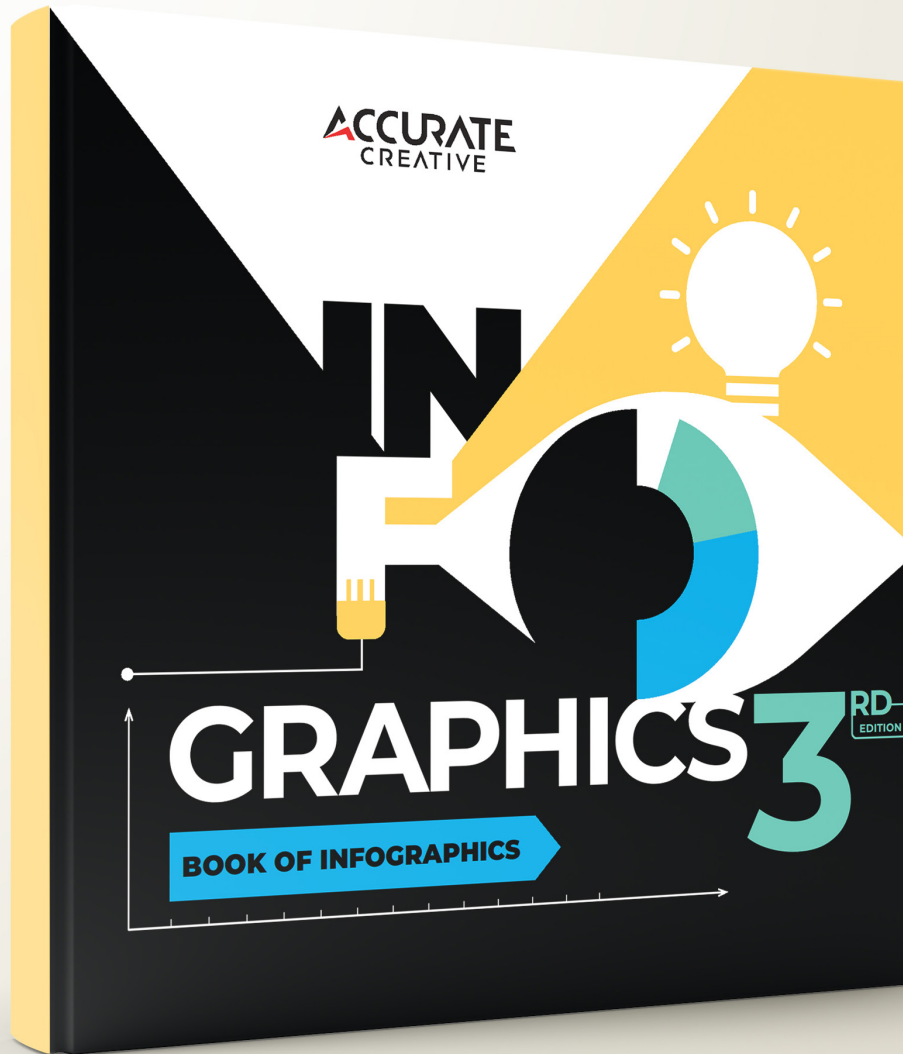
For more information about these space-saving, efficient and eye-catching beauties, please, check out our [Book of Infographics](#)*.

Yet another reason to love illustrations.

* Link to our Book of Infographics:

<https://accurate.ca/projects/ins-outs-of-powerful-infographics/>





↓ [CLICK TO SEE FULL BOOK PDF](#)

Green Infrastructure (GI)

Nature-based Solutions (NBS)/Nature-based Climate Solutions
 Natural Infrastructure (NI) | Low Impact Development (LID)

Natural Assets:

- Wetlands
- Forests
- Meadows
- Livestock pastures
- Soil

Enhanced Assets:

- Rain gardens
- Green roofs and walls
- Bioretention
- Urban trees
- Naturalized stormwater ponds

Engineered Assets:

- Water management
- Rain barrels
- Catchment
- Permeable pavements
- Vegetation trenches

Grey Infrastructure:

- Stormwater
- Drainage
- Stormwater tanks
- Retention ponds
- Retention basins
- Retention tanks

Weather

Weather is what you experience when you look outside in any given day. Climate is the state of the atmosphere in a particular location over the short term.

Seasons

Seasons indicate average weather patterns in a location over a relatively short period of time (eg. 3 months). Using this knowledge, we can better understand the patterns happening on Earth's surface, such as ocean and atmospheric circulations.

Climate

Climate is the average of the weather patterns in a location over a longer period of time, usually 30 years or more. It takes into account averages, variability, and extremes of weather.

MARINE

60 The number of First Nations communities and Indigenous groups CPAs continuously engage and collaborate with.

PORTS MAKE GOOD NEIGHBOURS

Average in yearly donations to local organizations and community investments by CPAs.

\$5 million

Adopting forest regeneration

Ontario's Forest Strategy Policy provides a framework for forest regeneration. Forests are a good choice of producing trees that are adapted to their growing environment. Interactive climate mapping tools help forest managers make decisions.

Restoring coastal wetlands through invasive species control

- Ontario and partners formed the Long Point Phragmites Action Alliance to control invasive Phragmites and restore Lake Erie coastal wetlands.
- Six years of collaboration resulted in the removal of more than 100 ha of Phragmites and the return of native plants and species at risk.
- Long Point is a significant stopover habitat for eastern North American waterfowl.

Planning tools for ecosystem resilience

- Ontario's online tool helps a large Natural Heritage Areas allows users to make maps of natural heritage areas that include wetlands, woodlands, provincial parks, conservation reserves, and areas of natural and scientific interest.
- Provincial Policy Statement 2020 policies include the need to identify natural heritage systems in southern Ontario made up of core areas and linkages that provide connectivity and support natural processes.

Shifting wildlife ranges

- New modeling projects summer winters will influence the northern distribution and movement of white-tailed deer.
- Range expansion leads to new species interactions and can increase risk of diseases and pathogens spreading, such as deadly brain worm from deer to moose and caribou.

Warming waters and impacts to fish

- New modeling projects climate change impacts on Ontario's waters, including rising lake water temperatures, decreasing ice cover, and loss of fish habitat.

Wetlands in permafrost thaw snow cover

- New modeling projects climate change impacts on Ontario's waters, including rising lake water temperatures, decreasing ice cover, and loss of fish habitat.

Warming waters and impacts to fish

- New modeling projects climate change impacts on Ontario's waters, including rising lake water temperatures, decreasing ice cover, and loss of fish habitat.

KEEPING YOUR FAMILY AND HOME SAFE

PREPARING FOR POWER OUTAGES

Outlets should be kept free from debris to prevent clogging.

Kit should include a first aid kit, perishable light and radio, and more.

A sump pump backup system that can run for at least 72 hours will help prevent water damage.

Waterproof your basement to prevent flooding by adding a waterproof caulking compound to cracks in the wall.

99% Mitigation projects

94% Low-carbon

41% Tables

36% Smart appliances or VES headsets

32% Smart watches

31% Smart TVs

16% Desktop computers

9% Printers

9% Other (e.g. smart lights, security systems, fitness equipment)

2020-2021 Scoreboard: The year in numbers

The C2ES carried out **1,363** during current tests despite pandemic-related operations.

We delivered **5** risk management workshops to sport organizations to enhance the effectiveness of decision-making among sport leaders.

We delivered **13** sport leader webinars to athletes and support personnel on the Canadian Anti-Doping Program and athletes' associated rights and responsibilities.

69 sport organizations committed to the new C2ES Canadian Anti-Doping Program.

11,822 users followed on across our social media platforms, up 14% from the previous year.

22,700 sport community members completed a course in our Free Sport Code online learning series.

1M Global CEO substance inquiry requests worldwide, including 77,689 from Canada.

Strength of the Reserve Force by Sub-Component

Primary Reserve: 28,890

Canadian Forces: 6,500

Canadian Reserve: 6,265

Reserve Force: 6,304

44,822

Diversity Statistics Primary Reserve

Female: 82.4%

Indigenous Peoples: 3.2%

Visible Minorities: 12.2%

Geography—Primary Reserve

100% of Primary Reserve members are Canadian citizens.

99.9% of Primary Reserve members are Canadian residents.

Work-Life Balance as a member of the Primary Reserve

80% of Primary Reserve members participate in Expeditionary Ops.

48% Reserve Force members participate in Expeditionary Ops.

106 UNIQUE PROJECTS

worked to provide success, confidence, access and advice

TOTALING \$54M

77 PROJECTS (73%) local, community-based projects delivered across Canada.

10 PROJECTS (9%) local, community-based projects delivered in scope.

19 PROJECTS (18%) national in scope, reaching all people in Canada.

INVESTMENTS

17 BLACK BUSINESS PROJECTS \$4.5M INVESTMENT

20 INDEPENDENT COMMUNITY PROJECTS \$7.3M INVESTMENT

48 PROJECTS reaching children, youth and parents \$23.6M INVESTMENT

48 PROJECTS supporting the needs of healthcare providers and refugees \$23.6M INVESTMENT

48 PROJECTS reaching newcomers and refugees \$20.8M INVESTMENT

13 PROJECTS supporting 2nd-3rd L2G+ population \$10.5M INVESTMENT

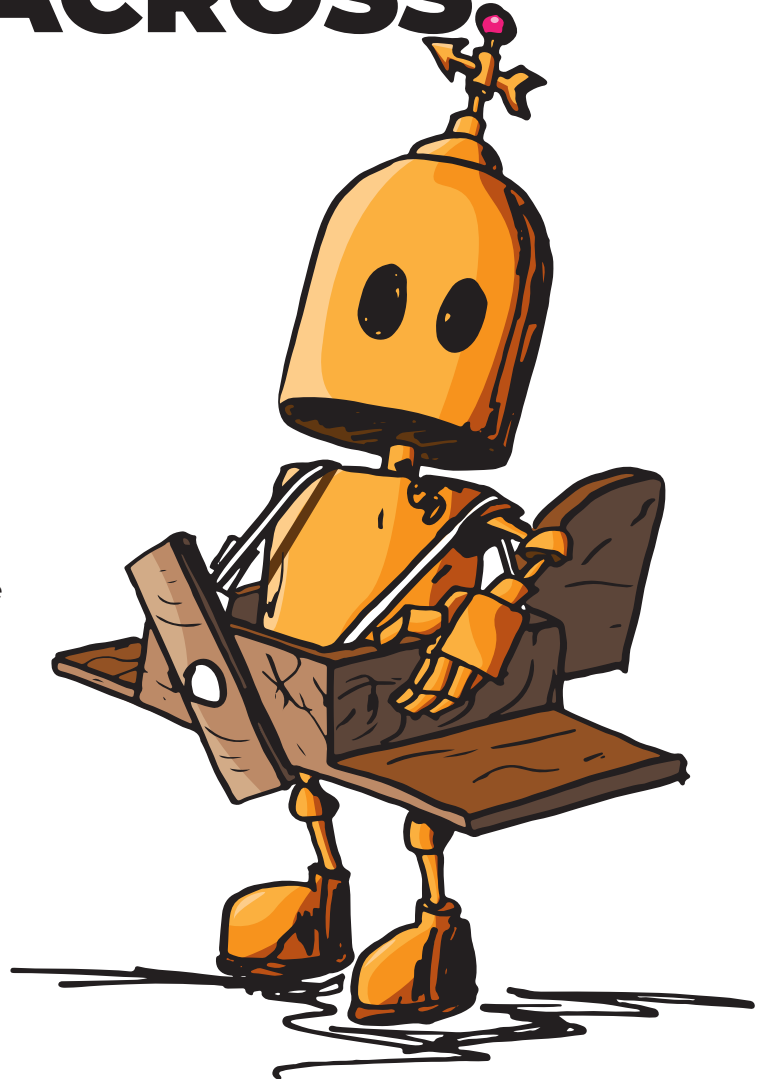
Reason **3**

They get your **MESSAGE ACROSS**

Some concepts are difficult to express succinctly in words. Illustration is a great way to represent complex concepts in an easy-to-understand format.

Illustrative typography and custom icons help to do the same, reducing complexity and increasing the enjoyment for a general audience.

A picture is worth a thousand words—one more reason to love illustrations.

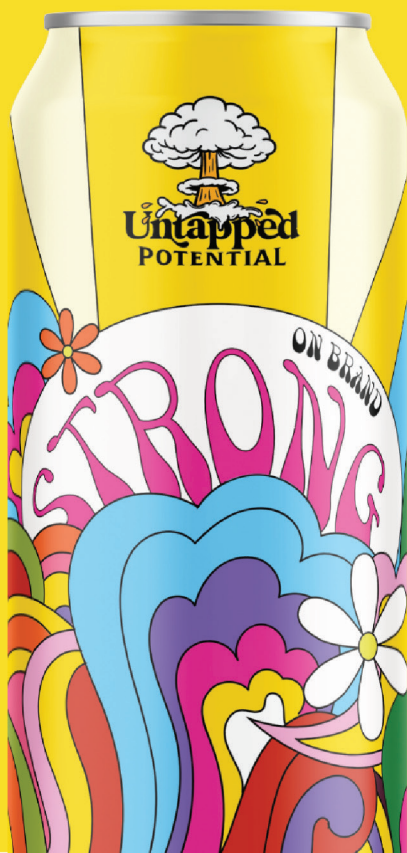


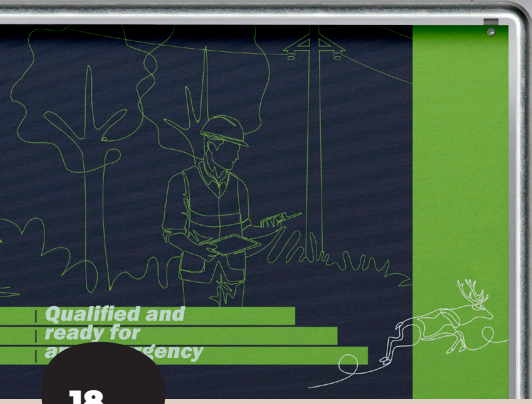
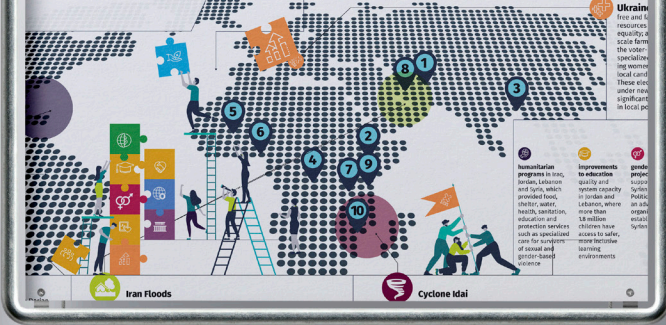


FAMILY
IS THE
HEART
OF A
HOME.









AGRICULTURE
CLIMATE
SOLUTIONS



100
RCAF / ARC
Ball / Bal

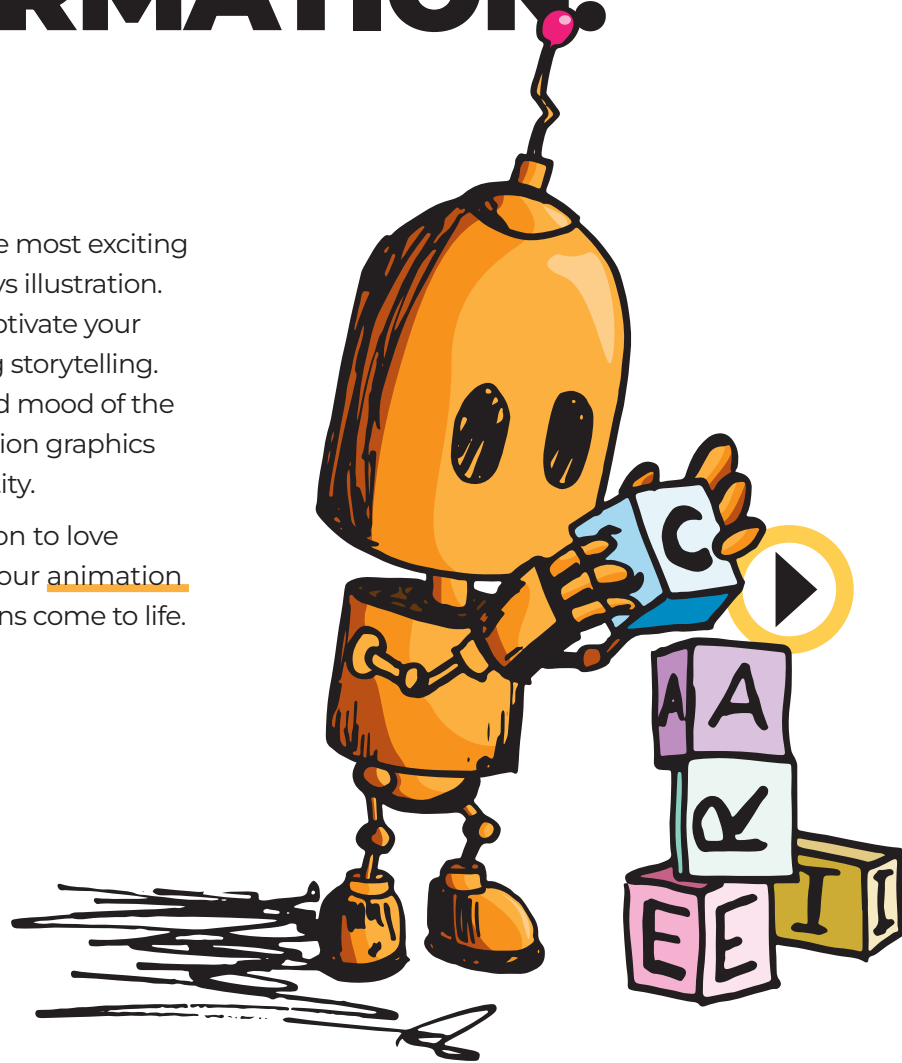


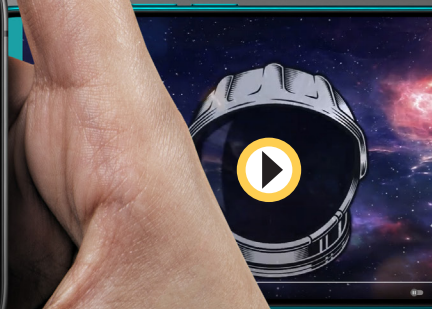
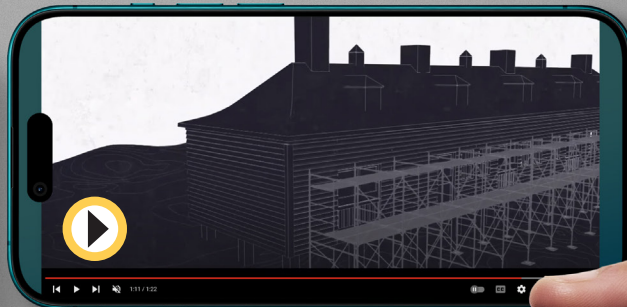
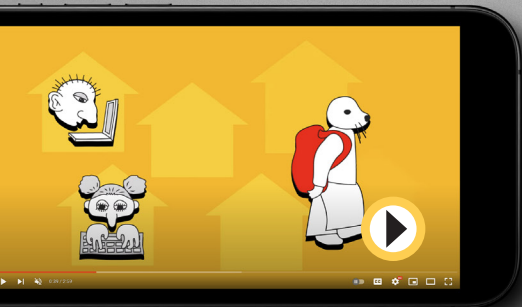
Reason **4**

They animate **INFORMATION.**

The starting point for the most exciting motion graphics is always illustration. Illustration helps you captivate your audience with engaging storytelling. It sets the tone, style, and mood of the overall piece, giving motion graphics a unique aesthetic identity.

Wowsers! Another reason to love illustrations. Check out our [animation reel](#) to see our illustrations come to life.



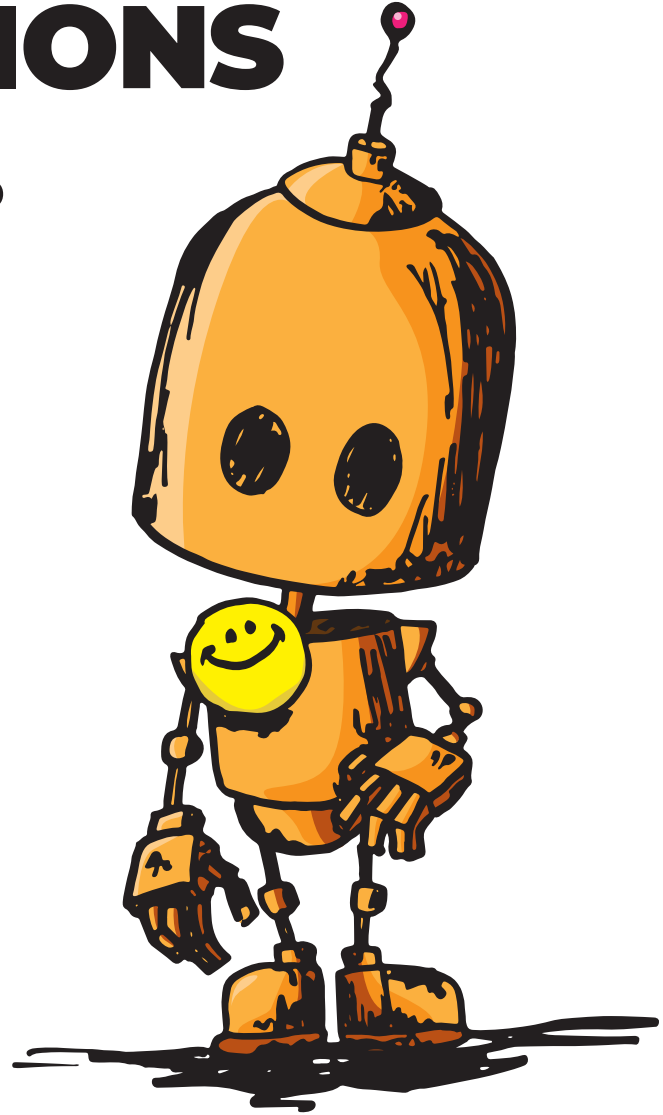


Reason **5**

They make **INSTRUCTIONS EASY.**

Illustrations and images are used to teach or guide. They connect process to end results in the mind's eye better than words alone.

Another reason to love illustrations.



USE #3

to help you get to where you want to go.
It separates for clarity.

HE COULD NOT FIGURE OUT IF IT WAS 161 4TH ST NORTH, VANCOUVER OR 161 4TH ST, NORTH VANCOUVER.

GOOD TO KNOW

CHOOSE A NUT (ACORN, HAZEL, PEA) FOR MY NEXT MEAL.

Curly brackets are to house a sequence of choices.

GOOD TO KNOW

Data pluralize?

AS KNOWN EVOLUTIONISTS, MICE HAVE COME TOGETHER TO SUPPORT DATA AS A SINGULAR NOUN.

EXCEPT FOR THE ROMAN BRUTUS, WHO USES DATUM EXCLUSIVELY.

GOOD TO KNOW

WANT

Envy Jealousy

WORRIED SOMEONE MAY TAKE AWAY

Danny envied Lori's brand new rollerblades. Lori was jealous of Danny's new girlfriend.

GOOD TO KNOW

NICOLE'S PENS KEPT GOING MISSING; ERGO, SHE TAKES THEM EVERYWHERE SHE GOES SO SHE CAN KEEP AN EYE ON THEM.

Ergo or therefore

OUNTAIN GOATS VISIT FEWER KING WEBSITES. THEY ARE, THEREFORE, LESS LIKELY TO PERIMENT IN THE KITCHEN.

ed.
er
se, use
ss.

GOOD TO KNOW

WHEN TO USE A

Comma

...to help you get to where you want to go.
It separates for clarity.

WITH NO COMMAS, HE COULD NOT FIGURE OUT IF IT WAS 161 4TH ST NORTH, VANCOUVER OR 161 4TH ST, NORTH VANCOUVER.

GOOD TO KNOW

Circa around that time

THIS RICK ASTLEY CASSETTE HAS A HIT ON IT, CIRCA 1987.

GOOD TO KNOW

Advice NOUN LIKE ICE

Advise VERB LIKE IS

TANNER TOOK ADVICE FROM HIS MOTHER. HE HAD ICE IN HIS VEINS AND WANTED TO FIGHT. SHE ADVISED HIM TO BECOME A PUGILIST.

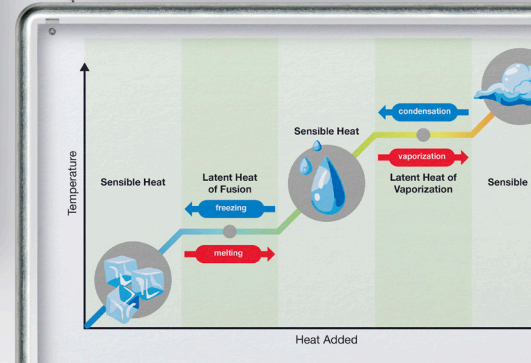
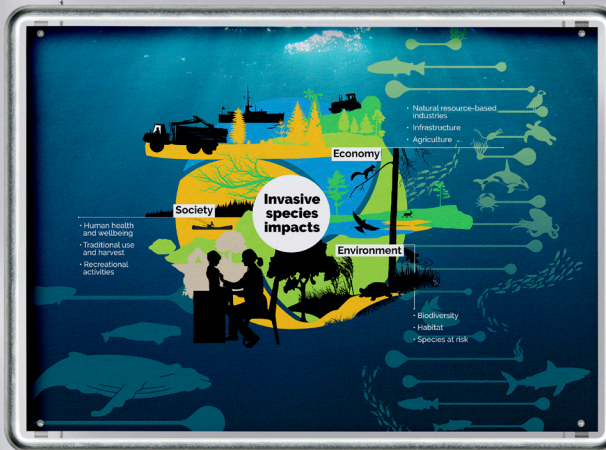
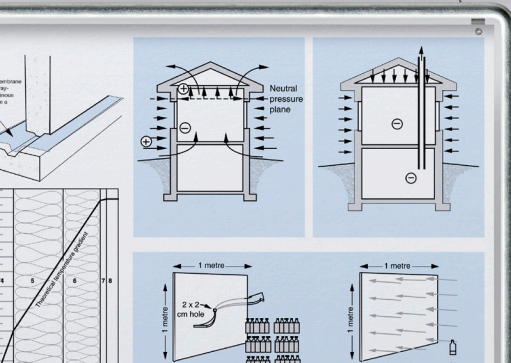
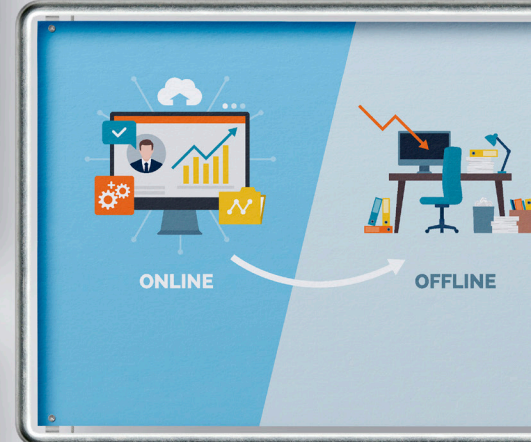
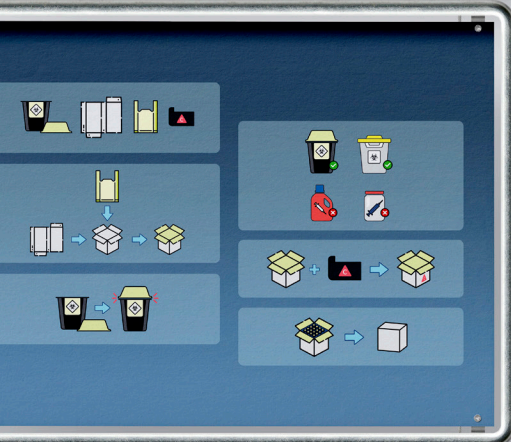
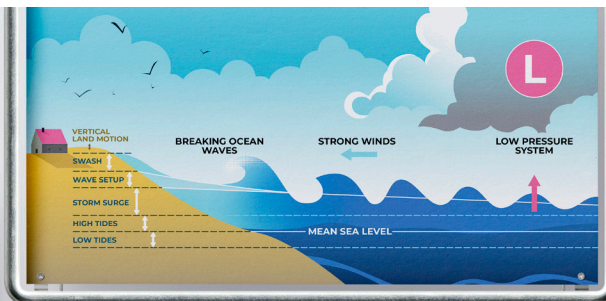
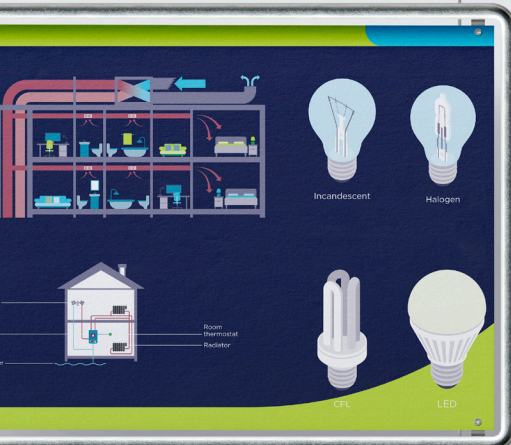
GOOD TO KNOW

Dummy Subjects

"it" and "there" may be added extra fluff

HERE IS A MUSTY MUMMY NEAR THE ROCK.

A MUSTY MUMMY NEAR THE ROCK!



Gaa-zaka'igaadegin



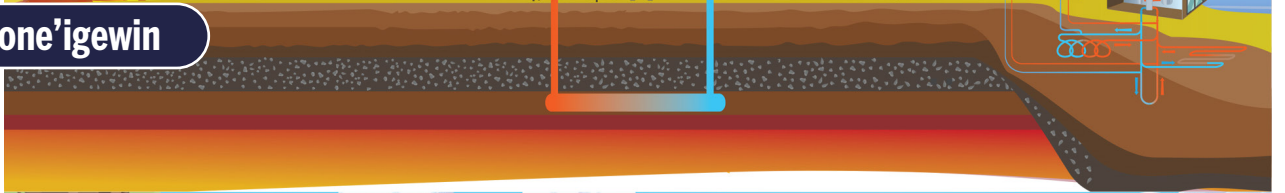
Noodin



Giizisowaasigan



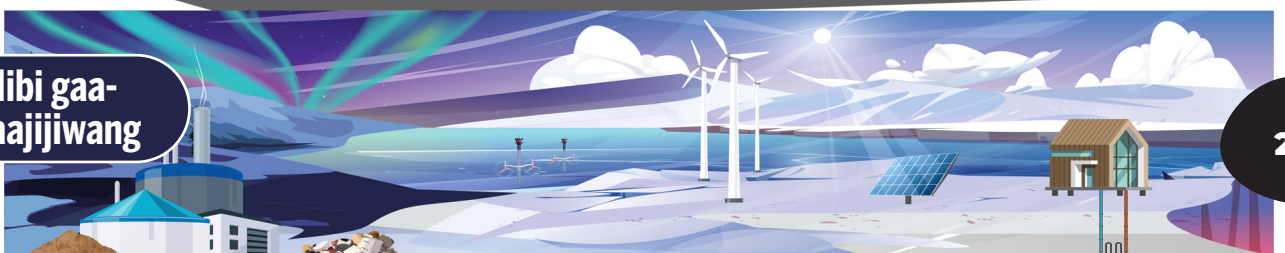
Bagone'igewin

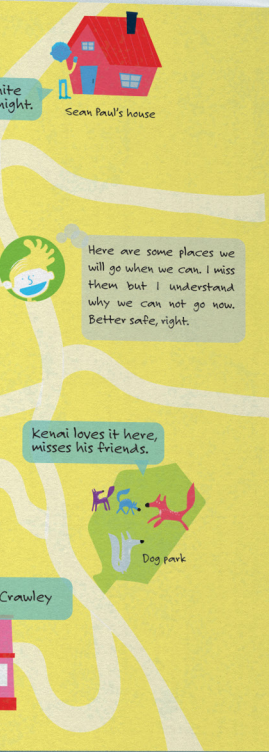


Ziigwebiniganing-waasiganibimide



Nibi gaa-maajijwang





wash your hands for **20** seconds



Everytime we get home from outside we wash our hands. Lola and I like to sing happy birthday each time. (twice) We hope this means we get some cake more often.



TODAY



THANKS

Remember these rules: (Mom's Rules)

- Mom's Rules
- 1 Be Kind
 - 2 Exercise
 - 3 Wash hands alot
 - 4 don't touch face

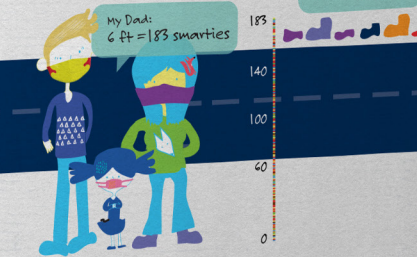
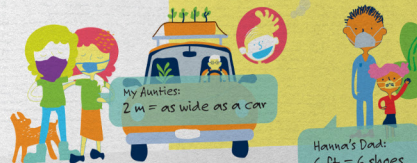
When we see those we know, we don't get close but walk away. The world is different today.

We stand far away...

2 meters is a lot when you are small, 6 ft is still a lot when you are tall, but we do this for the health of all.

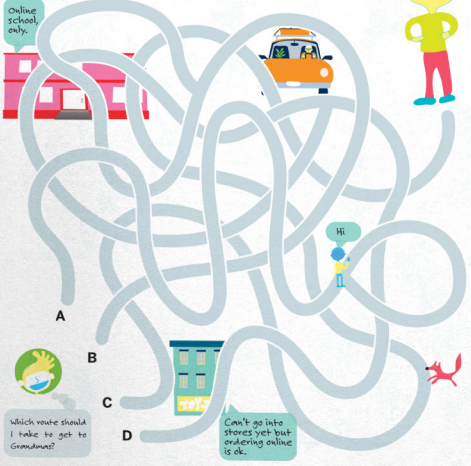
6 ft or 2 m sure sounds far but how far is it? Here are some ways parents are telling their kids how to figure it out. My favourite is Dad's idea, especially when he laid them all out and we got to eat them up.

You see Lola is sad, she saw her friend Hanna and could not hug her. They played Drawful, an online game, to cheer themselves up.

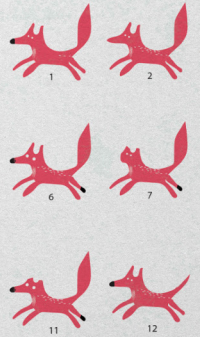


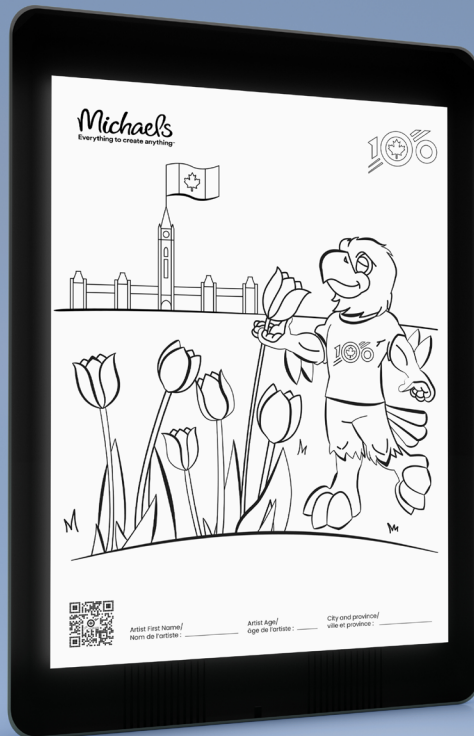
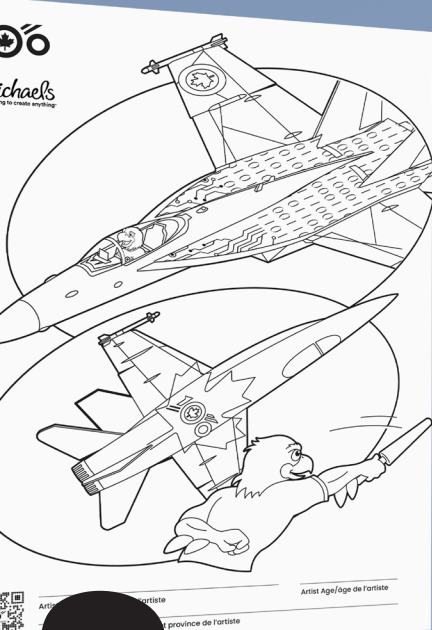
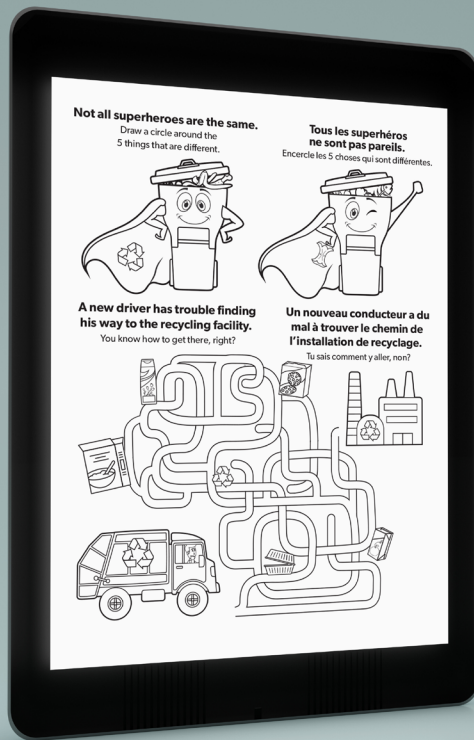
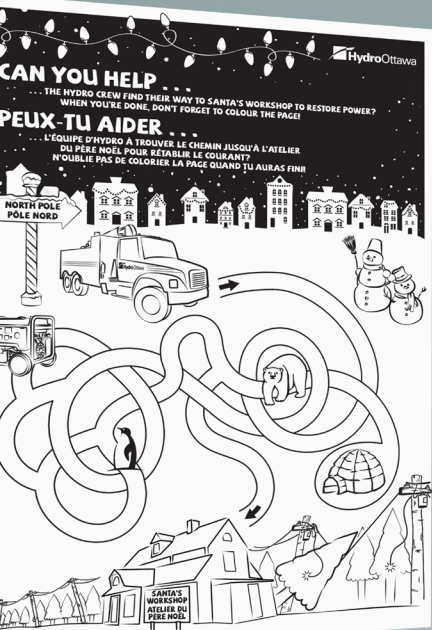


WHAT PATH?



MA







Have a poject in mind?

Email hello@accurate.ca
to see how we can help.

