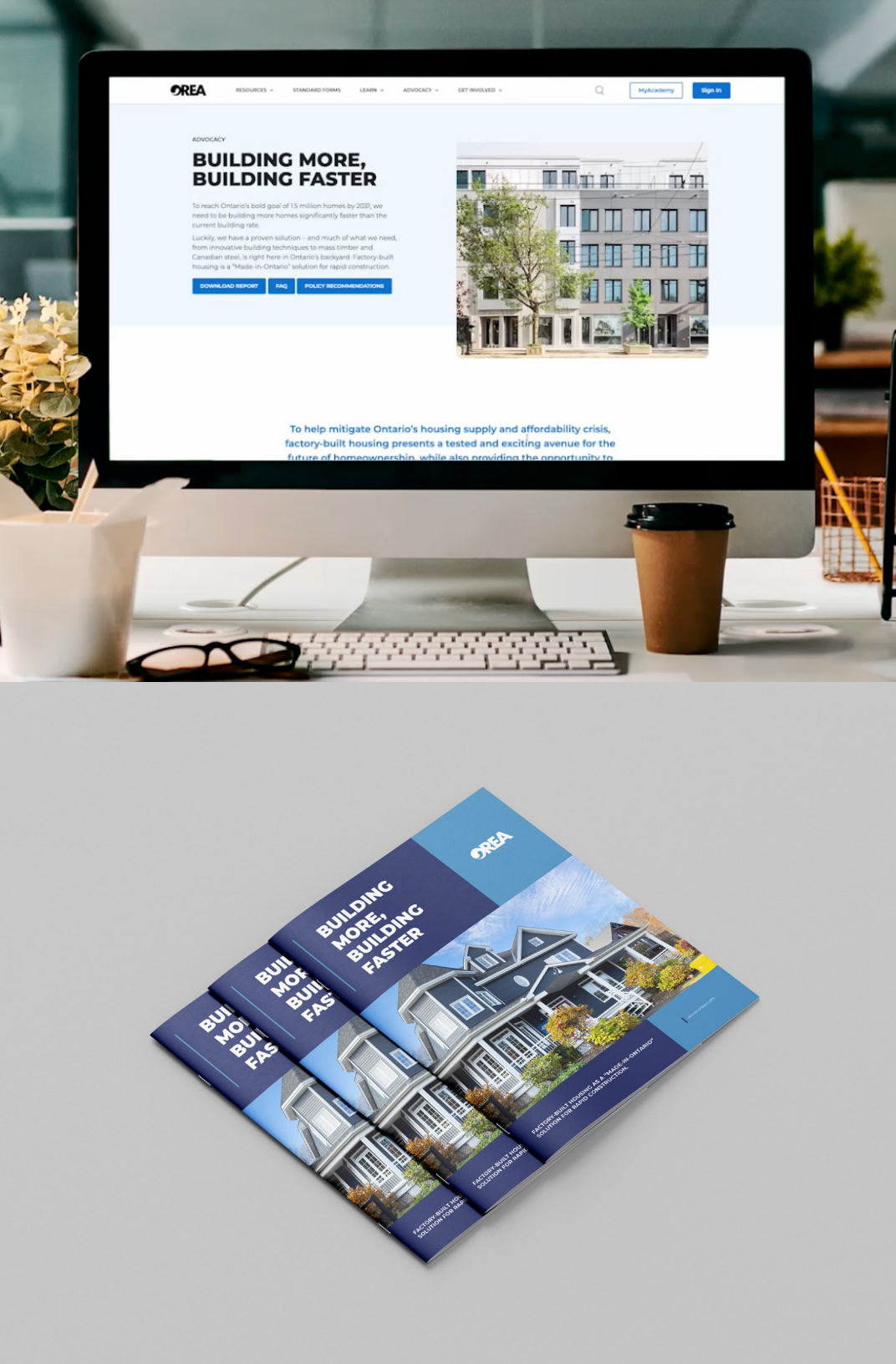


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Project Overview:

I designed a report for OREA focused on factory-built housing as a solution to Ontario's housing crisis. In addition, I created social media content, web graphics, and printed materials to support the launch.

Client / Organization:	Ontario Real Estate Association (OREA)
Project Type:	Report Design, Digital Marketing, Campaign Support
Timeline:	April 2025 to June 2025
My Role:	Lead Designer — responsible for report layout, social media content, web graphics, and printed promotional materials.
Objective:	Create a visually engaging report to communicate housing policy recommendations—specifically around factory-built homes—to government stakeholders, policy professionals, and the broader public.



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RESEARCH, STRATEGY & DESIGN PROCESS

VISUAL STRATEGY

- Aligned with OREA's established brand guidelines by applying its colour palette and typography consistently across the report, web graphics, and promotional materials, ensuring a cohesive visual identity throughout the campaign.
- Had flexibility in layout and visual structure, which allowed me to:
 - » Build a clean, grid-based system
 - » Use clear typographic hierarchy
 - » Break up dense content with pull quotes, sidebars, and visual callouts
 - » Improve flow and reduce intimidation for non-expert readers
- On the right is an example of how I transformed dense content from the process stage into a more sectioned, reader-friendly layout in the final design to improve clarity and flow.

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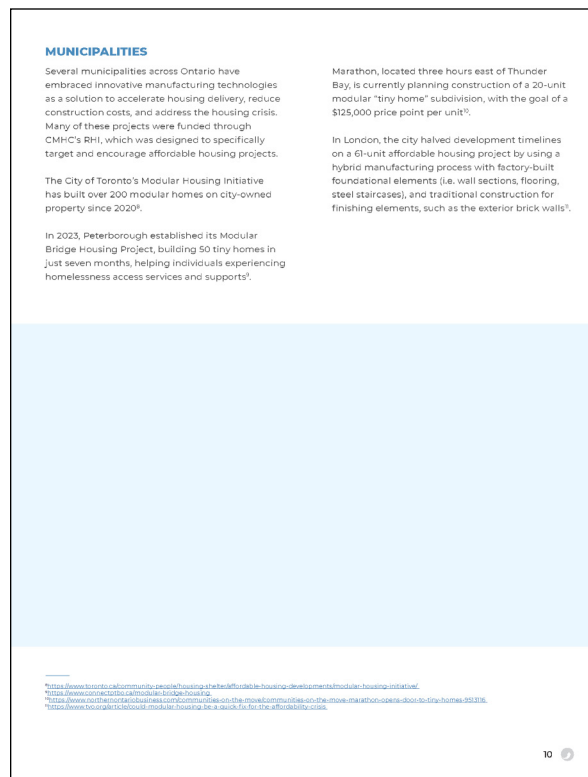
Montserrat Regular & *Regular Italic*

Montserrat Medium & Medium Italic

Montserrat Semibold & Semibold Italic

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► Process work



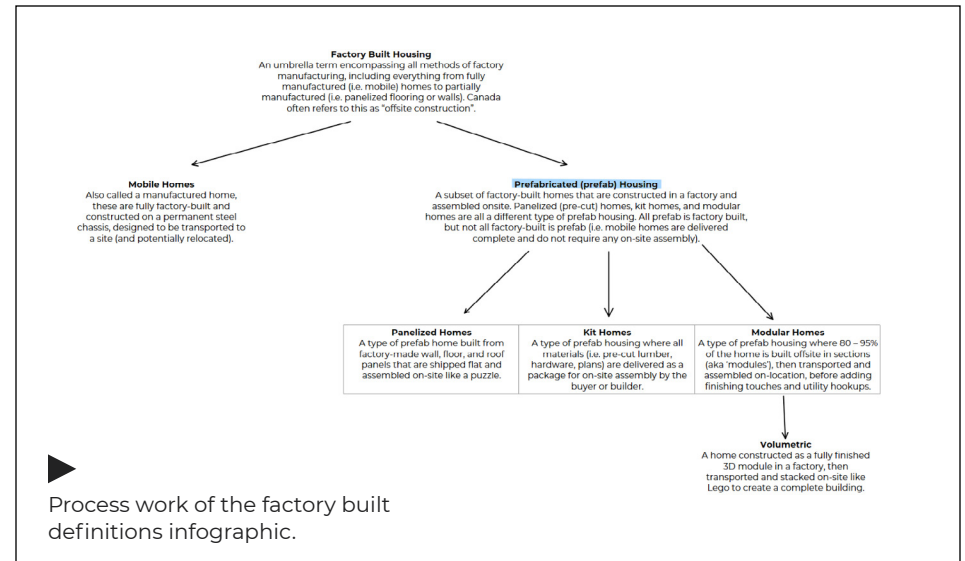
► Final Product

DESIGN VALUES

- Focused on making complex policy content visually digestible through thoughtful design and layout.
- Used infographics, charts, and callouts to simplify technical language and highlight key comparisons (e.g. factory built definitions infographic).
- Balanced a tone of credibility and authority with a modern, optimistic visual style.

CONTENT UNDERSTANDING & CAMPAIGN SCOPE

- Reviewed existing government reports and housing policy documents to understand expectations.
- Extended the project beyond the report itself, designing visual assets to support a cohesive campaign:
 - » Social media graphics for promotion and engagement
 - » Web banner visuals and page elements
 - » Printed collateral for in-person meetings and events
- Ensured all supporting content visually aligned with the report for a unified cross-platform experience.



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FINAL DELIVERABLES: REPORT DESIGN

The final product of the report was designed as a 36-page policy document available in both print and digital formats.

My focus was on making dense content accessible and visually engaging through clear typographic hierarchy, layout design, and supporting infographics.

The final layout strikes a balance between professional authority and readability across a range of audiences.

To view the full report on OREA website, please click on the link below:

<https://www.orea.com/MadeinOntario>

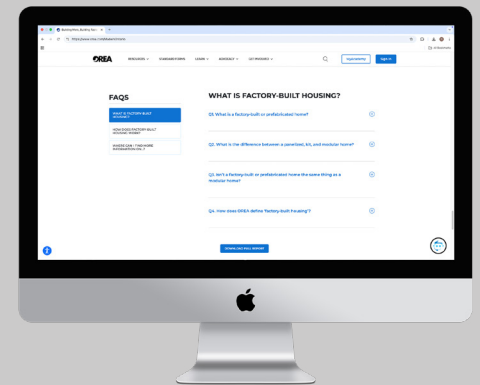
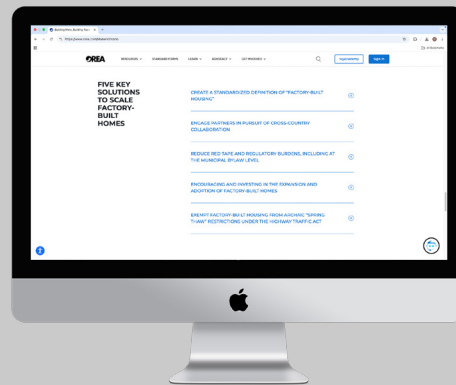
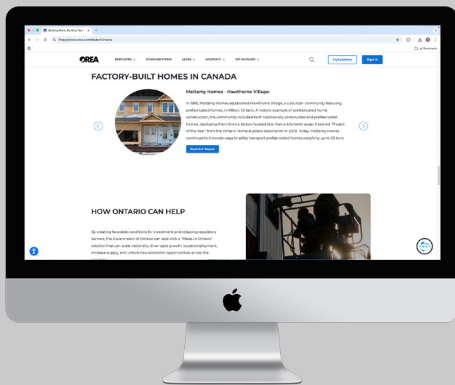
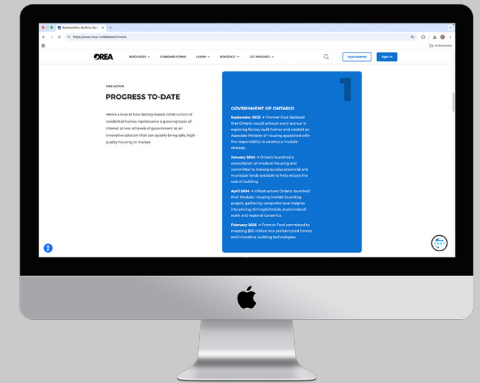
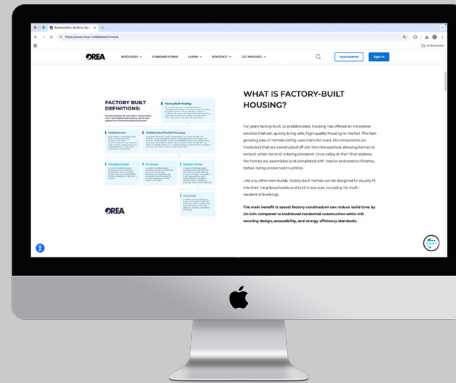
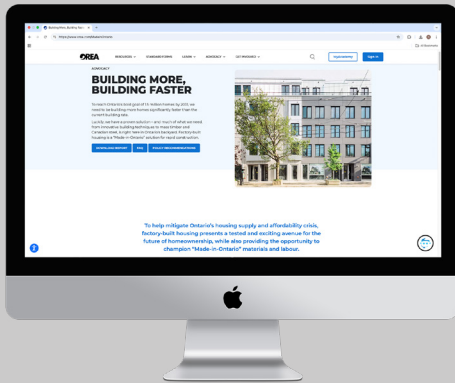


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FINAL DELIVERABLES: WEB GRAPHICS

To support the digital launch of the report, I created visual assets for the campaign landing page on OREA's website.

I collaborated closely with our back-end developer, together we worked through spacing, image formatting, and content flow to maintain visual clarity while respecting the CMS structure.

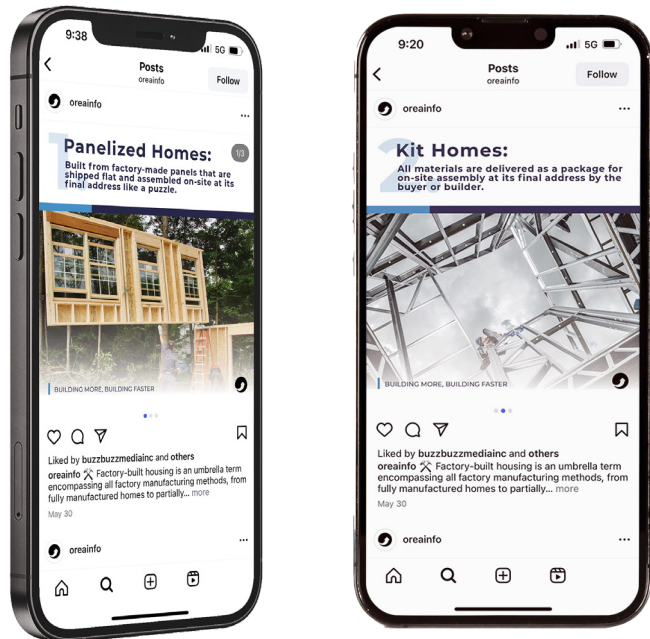


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FINAL DELIVERABLES: SOCIAL MEDIA

To promote the report and engage a wider audience, I created a set of branded social media graphics.

These visuals highlighted key findings in a simplified, shareable format while maintaining brand consistency.



1.
CREATE A
STANDARDIZED
DEFINITION OF
“FACTORY-BUILT
HOUSING”.

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2.
ENGAGE PARTNERS
IN PURSUIT OF
CROSS-COUNTRY
COLLABORATION.

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FIVE KEY SOLUTIONS
TO SCALE FACTORY-
BUILT HOMES



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3.
REDUCE RED TAPE
AND REGULATORY
BURDENS, INCLUDING
AT THE MUNICIPAL
BYLAW LEVEL.

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4.
ENCOURAGING AND
INVESTING IN THE
EXPANSION AND
ADOPTION OF
FACTORY-BUILT
HOMES.

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5.
EXEMPT FACTORY-
BUILT HOUSING FROM
ARCHAIC “SPRING
THAW” RESTRICTIONS
UNDER *THE HIGHWAY
TRAFFIC ACT*.

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CASE STUDY 1

IMPACT & REFLECTION

MEDIA & PUBLIC REACH

- The report was widely featured in national and regional media, including:
 - » [National Post](#), [Financial Post](#), [Toronto Sun](#) (online and in print)
 - » An op-ed by OREA President in [STOREYS](#)
- OREA President spoke about the report with live mainstream TV and radio programs, like [CP24](#) and [AM 640 Global News Toronto](#).

PERSONAL TAKEAWAYS

- Strengthened my ability to translate complex information into accessible visuals that work across platforms.
- If I were to revisit this project, I would explore ways to build in more interactive or motion-based content for digital audiences—especially to help bring key data and comparisons to life more dynamically.

