

**TOM FORTH**  
CREATIVE DESIGNER

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PORTFOLIO



RBC In Europe Brochure



Delivering insights, transforming performance and mitigating risk

**Increasing the value of your investment portfolio**

RBC Investor & Treasury Services (RBC ITS) has developed a modular range of Middle Office solutions to deliver the insight you need to bring to bear your investment and provide an accurate view of your portfolio to your investors.

Our Middle Office solutions, while helping to improve operational and financial efficiencies, additionally consider valuation risk to ensure your front office and the assurance you have the relevant oversight to meet your compliance obligations.

Our solution is designed around your strategic, financial, tactical and administrative needs and can help:

- Adapt** to the evolving technological environment
- Transform** operational and financial performance
- Mitigate** financial, operational and reputational risk

**Investor & Treasury Services**

### Investment Book of Record (IBOR) Solution

Offering a consolidated view of your positions and investible cash to support investment decision-making

**The challenge**

In today's complex environment focused on increased performance, asset managers face a number of obstacles, including:

- Managing an accurate end-to-end consolidated view of positions and cash in an environment with complex exchanges between front and back offices
- Making sound investment decisions with incomplete data pulled from multiple sources and systems
- Finding an effective end-to-end efficient internal operations approach to handle large sets of data
- Managing the increased complexity of new regulatory requirements

**The solution**

Our IBOR platform is a central on-agnostic module within our middle office solution that aggregates and aligns data across multiple providers to deliver a centrally updated snapshot of investment holdings and portfolio health. This platform integrates with your existing technology to unlock real-time investment data to help you:

- Grow your business** through stability and consolidation
- Transform and improve the front office investment decision** making through accurate real-time data
- Mitigate** associated compliance and operational risk

**Combining our global scale with next generation technology, this solution offers:**

- Single and consistent source of truth
- Robust oversight and controls
- Timely consolidated tracked views of holdings and market values across all your portfolio (fundamentals) and asset classes
- Intuitive views to reflect your front office system to ensure up-to-date positions that support your investment decisions
- Proactive management of data controls to resolve exceptions on a continuous basis
- Can be expanded to support liquidity management including overdraft monitoring

**Front Office Dashboard**

**Middle Office Solutions**

With a flexible modular approach to delivering meaningful insight, our middle office solutions are designed around your strategic, financial, tactical and administrative needs and can help:

- Adapt** to the evolving technological environment
- Transform** operational and financial performance
- Mitigate** financial, operational and reputational risk

Supporting a wide range of investment strategies, our middle office solutions are custom-tailored and leverage comprehensive data visualization on books to provide you with the oversight and control you need.

**OUR MIDDLE OFFICE MODULES**

- Collateral Management
- Trade Management
- Corporate Action Management
- Investment Book of Record (IBOR)

23:52

RBC Investor & Treasury Services

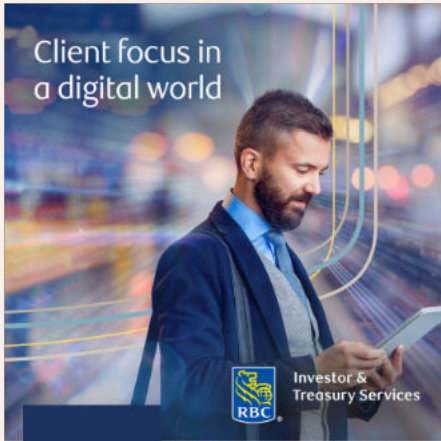
Home My Company About Posts

RBC Investor & Treasury Services

What are the challenges in achieving oversight?

For more information, download our picture.

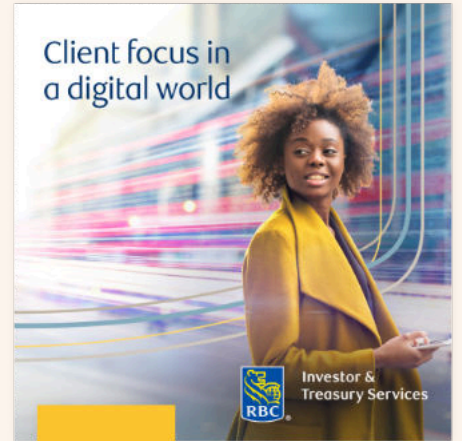
Home My Network Post Notifications Jobs



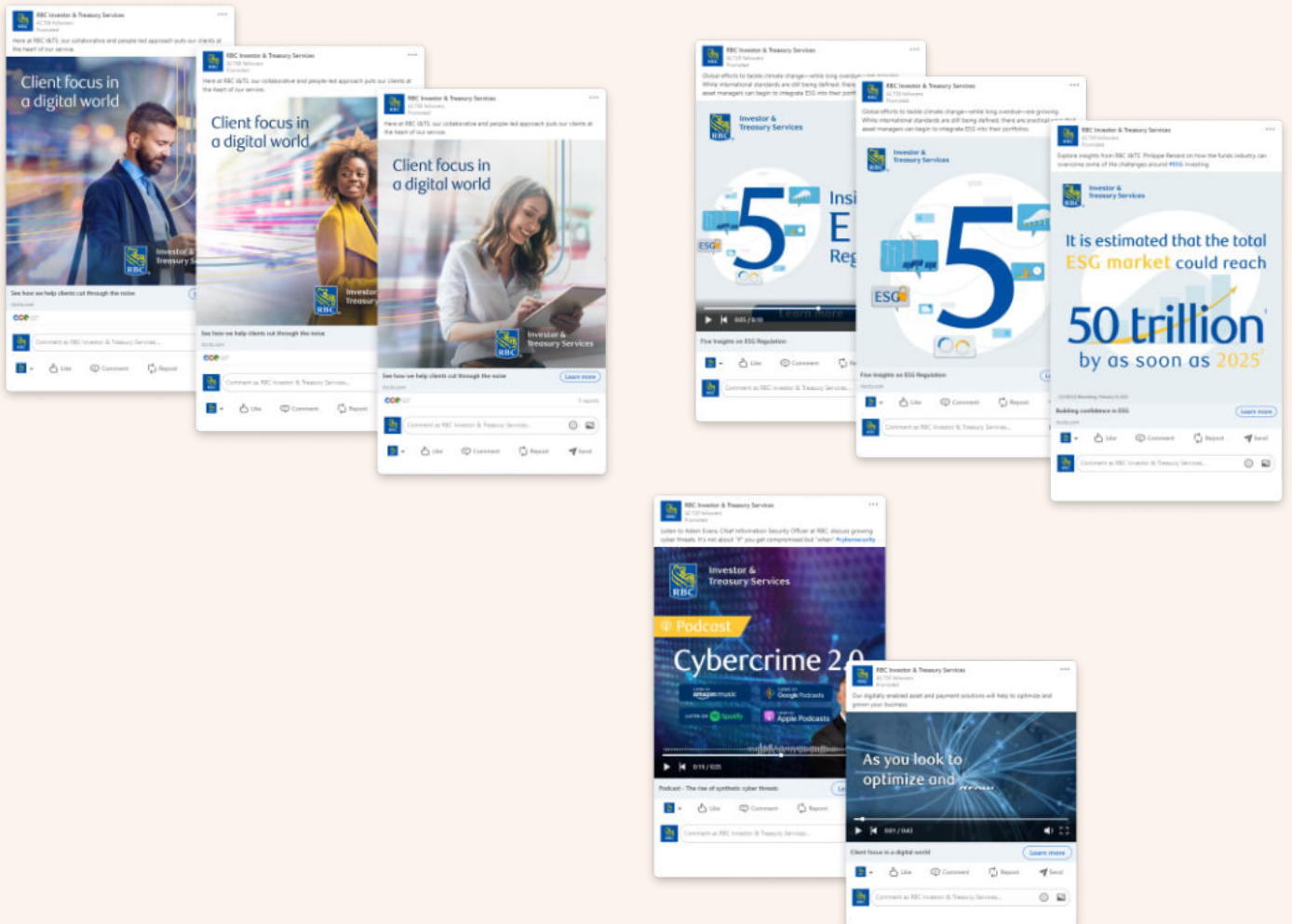
RBC Dark Blue



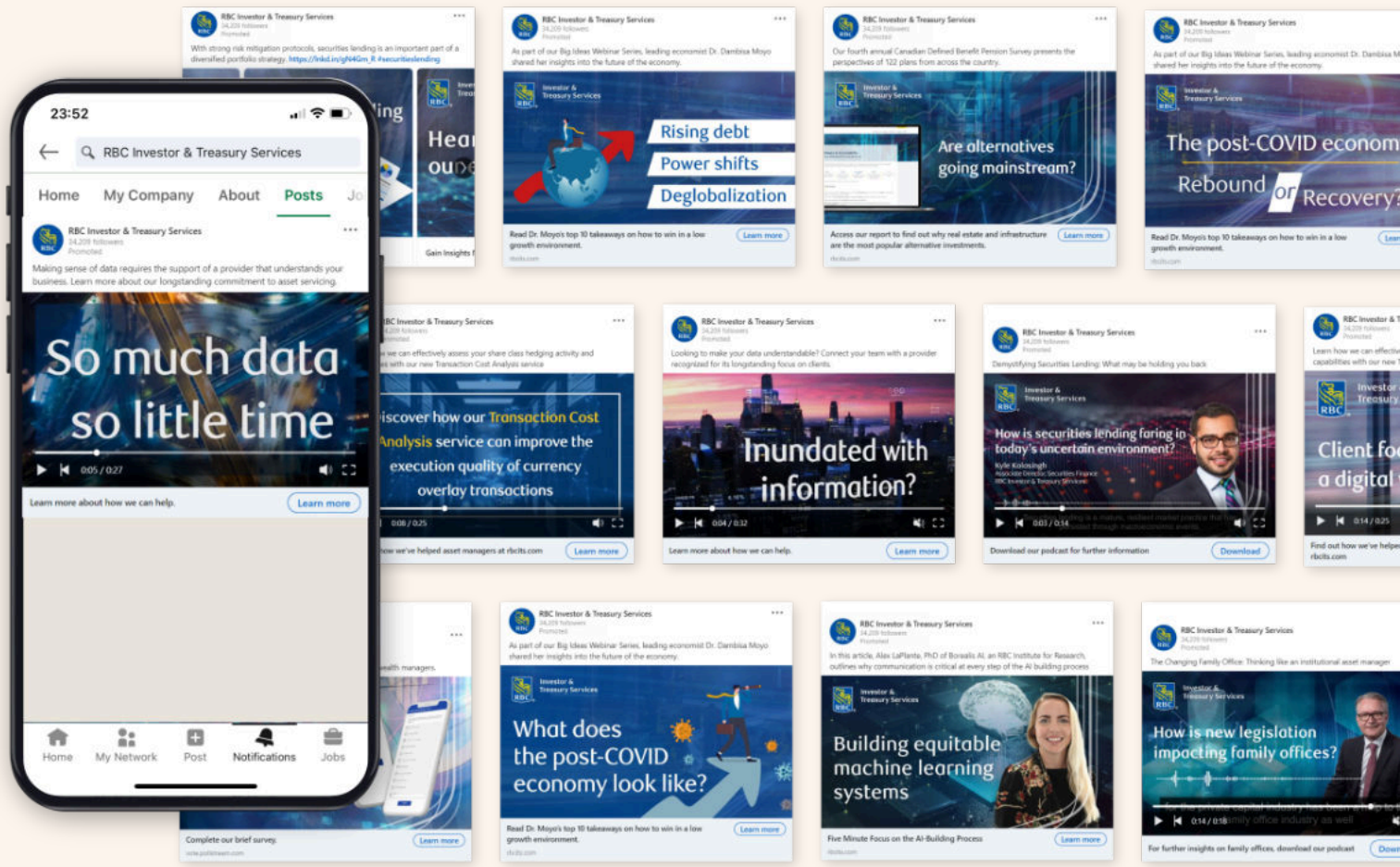
RBC Cool White



RBC Worm Yellow



**Complete oversight of the RBC I&TS 2022 LinkedIn always on campaign.**  
 Leading on design and brand, content strategy, budget distribution and implementing all creatives, static and video.



2021 LinkedIn always on campaign





**RBC Investor and Treasury services website - Citizenship section**  
 Complete ground up redesign and restructure of the Citizenship section of the website.



Investor & Treasury Services

# Crypto 101

It's difficult to dodge discussions around crypto and blockchain these days. It's even more of a challenge to understand and explain the complex world of crypto in a clear, concise and confident way. We're here to help with simple, straightforward explanations of crypto terminology and how it works.



## Blockchain

Shared database that stores information in a decentralized, cryptographically-secure way

Decentralized | Public | Immutable

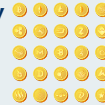
## Crypto

The universe of blockchain technologies

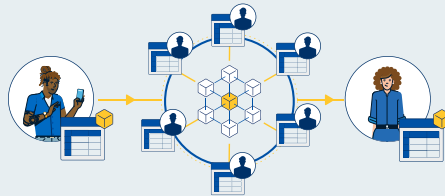


## Cryptocurrency

Decentralized digital currency that can be sent from user to user on a peer-to-peer network without an intermediary

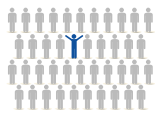


## How does a blockchain work?



## Bitcoin

The largest cryptocurrency by market capitalization\*



## Millennial, voted for Biden & earns >\$50K

Typical American cryptocurrency owner<sup>2</sup>



## 10K

Number of different cryptocurrencies globally<sup>3</sup>



## \$19K

Value of a single Bitcoin<sup>6</sup>



## 35%



## \$1.0T



## 16%

cryptocurrency<sup>5</sup>

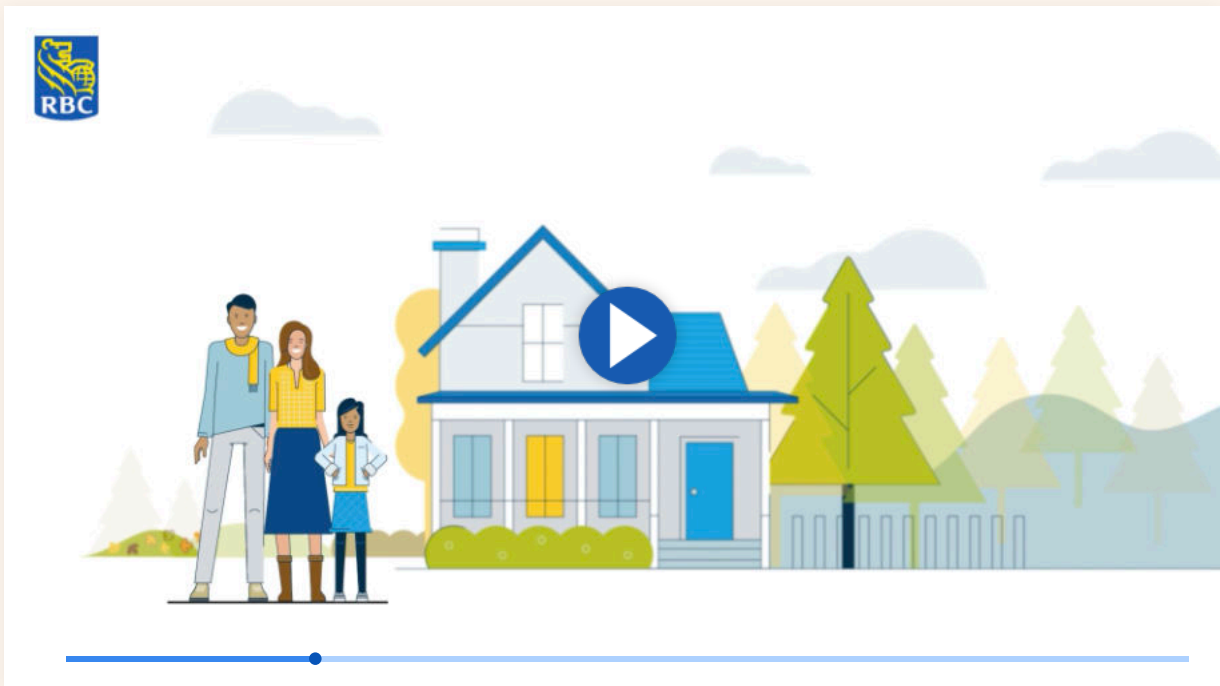


Bitcoin volatility<sup>6</sup>

All currencies are USD

1) Pew Research Center survey, August 23, 2022 2) Fortune, Meet the typical American crypto owner, December 9, 2021  
3) The New York Times, The latecomers guide to crypto, March 20, 2022 4) CoinMarketCap as at November 2, 2022  
5) Campden Wealth, The North America Family Office Report 2022 6) statista.com as at October 20, 2022





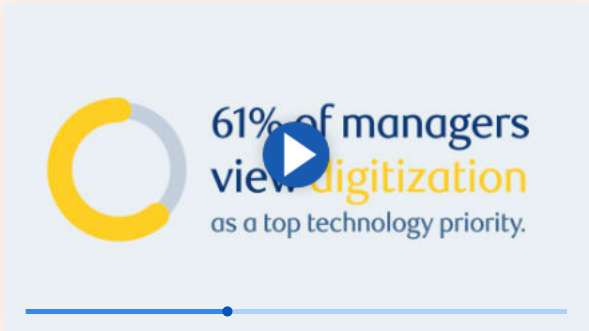
**Introduction to Wealth Management video** (Vimeo link)



**BBE promotion video** (Vimeo link)



**Asset and Wealth Manager survey promo 1** (Vimeo link)



**Asset and Wealth Manager survey promo 2** (Vimeo link)

# National Grid

Continual support work on a large number of National Grid sites around the country.

Print | Web | Exhibition Design





# Sainsbury's

Continual support work on public consultations for new stores and working directly with Sainsbury's Property on varied promotions and events.

Web | Print | Exhibition Design | HTML Email | Store Promotion



## Who we are

Sainsbury's is one of the largest retailers in the UK, employing over 550,000 colleagues. We always try to recruit our colleagues from the communities we operate in and work with employment organisations like Remploy and Jobcentre Plus to ensure this and play an important role in our local areas.

### Local Charity

80% of our Sainsbury's stores nominate a local charity to benefit from the fundraising and volunteering activities of our colleagues. The chosen charity is typically nominated by customers and selected by each store's colleagues.

### Active Kids

Since 2005, over £23m worth of sports equipment and experiences have been donated to 45,000 nurseries and sports clubs across the country. Our new store at Eddisbury Square will help the local area benefit from Sainsbury's fundraising.

### Sainsbury's Local

12-14 Eddisbury Square  
Frodsham  
Cheshire  
WA6 6QS

## Open soon!

**Opening 21 August 2014**

There isn't long to go until our new Sainsbury's Local store on Eddisbury Square in Frodsham opens to customers for the first time. We're really excited about the great benefits the store will bring to the area and wanted to let you know what to expect when we open.

We believe that a Sainsbury's Local here will complement the existing shops operating nearby, adding to the vibrancy of Eddisbury Square while providing a convenient place for people to top up their main weekly shop.

The store, which will trade from 7am until 10pm every day, will sell a wide range of groceries and fresh foods including baked goods and fruit and vegetables. The store will also provide a cash machine.

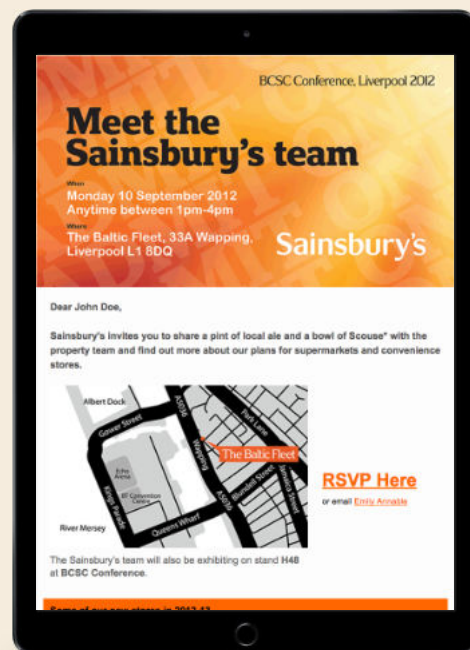
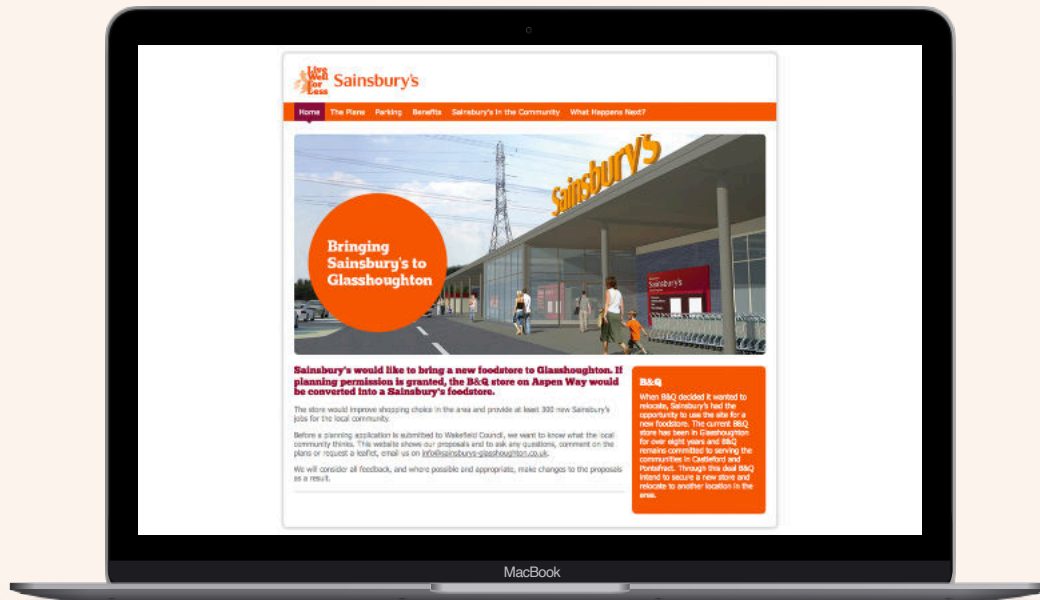
### A message from your Store Manager, Kate Norton

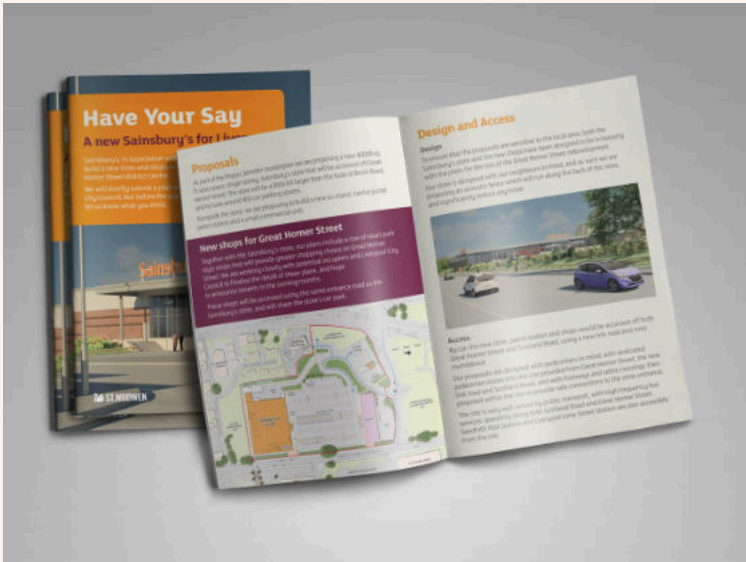
"We're thrilled about opening our fantastic new store to customers. I'm looking forward to welcoming everyone into the store and would encourage as many people as possible to pop in and meet the brilliant team we've assembled here. Sainsbury's is truly proud of its reputation as a good neighbour and I feel we can become an important part of the local community in Frodsham."

## Merry Christmas!

festive greetings from your new Sainsbury's Local store in Bringley

15 December 2014





**Keep your eyes peeled!**

We're looking for our next new site - and we'd like your help. When you see our ad, let us know what you think we could turn into our next Sainsbury's Local Store. We're pretty flexible about what we need, so if you see something, let us know - and we'll let you know what happens.

**Flexible requirements**

- Suitable and accessible
- 2,000 - 10,000 sq ft gross
- Single and double store to suit over two floors
- Minimum of 1,000 sq ft of ground floor
- Parking not essential, depending on location
- Leasehold or freehold

**All types of properties considered**

- Existing business units
- New and redeveloped developments
- Pub conversions
- Industrial buildings
- Former filling stations
- Former retail developments

**All types of locations considered**

- In prime retailing locations
- Busy urban high streets
- High footfall or local centres with good residential catchments
- Main roads
- Out facing shopping centres
- Close to transport hubs

[www.sainsburys.com](http://www.sainsburys.com)  
[www.sainsburys.commerce.co.uk](http://www.sainsburys.commerce.co.uk)

**Sainsbury's**  
live well for less

**20x20**

**Respect our Environment**

By 2020

**Positive water**  
We'll get all water to rainwater.

**Recycling**  
We'll have 100% of our own packaging recycled by 2020.

**Optimised carbon**  
We'll have 100% of our own products made with 100% recycled paper by 2020.

**Water**  
Through rainwater, we'll ensure that our water is clean, safe and sustainable.

**Recycled paper**  
We'll have 100% of our own products made with 100% recycled paper by 2020.

**Respect our Environment**

By 2020

**We'll have worked with our own brand suppliers to reduce carbon emissions across all of our own brand products by 50 per cent relative.**

**Sainsbury's**  
live well for less

**St. John's Hill, South West London**

**A bit of background**  
St. John's Hill is an affluent residential area in south west London, and is home to the busy hub of Clapham Junction. The area is home to a mix of residential and commercial buildings. The area is home to a mix of residential and commercial buildings.

**What we did**  
Sainsbury's approached the local council to set up a meeting to discuss the proposed store. The meeting was held on 15th October 2019. The meeting was held on 15th October 2019.

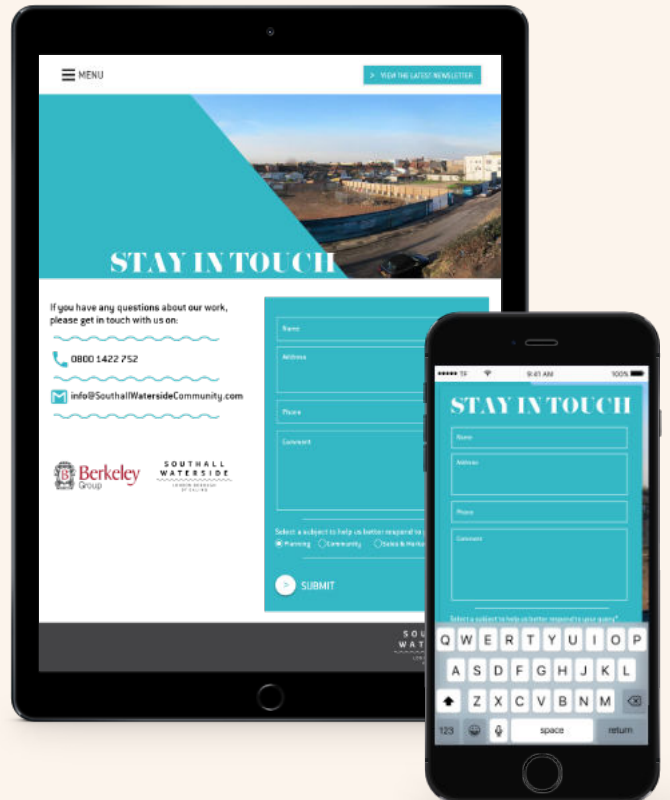
**Oreana Oprea**

"I opposed the store as I thought it would hurt local businesses. However, I came here as it is convenient for my shopping. I still shop at local shops. I think Sainsbury's can have a positive impact on the high street."

# Southall Waterside

Development of visual theme to push across print and digital platforms.  
Design of community newsletter and accompanying website.

UX/UI Design | Web Development | Print






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## WELCOME

We're here to support stakeholders and community engagement on the regeneration of the former Southall Carworks site by St James, part of the Berkeley Group.

### OUR VISION

Our vision is to create a vibrant, sustainable community that will transform the area and provide a mix of housing, retail, and leisure facilities. We will work closely with the local community to ensure that the development meets their needs and aspirations.



#### NEW HOMES AND RETAIL

SALES AND HUNTING NEEDS

### SITE HISTORY

The site has a rich history and is located in a prime location. It has been a car park for many years, but now it is being transformed into a modern residential and commercial development. The site is surrounded by green spaces and public transport, making it an ideal location for a new community.

For more information on the history of the site, visit our [Site History](#) page.

0800 442702  
southallwaterside@berkeley.com

**SOUTHALL WATERSIDE**  
A BERKELEY GROUP DEVELOPMENT

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## COMMUNITY


### Neighborhood safety days

Neighborhood safety days are a great way to get involved in your community and help make it a safer place. We will be holding several safety days throughout the year, where we will be providing information on how to stay safe and how to report any concerns. We will also be providing a range of safety equipment, such as first aid kits and fire extinguishers.

### Jobs

We are currently looking for people to join our team. We have a range of roles available, from construction workers to office staff. If you are interested in working for us, please visit our [Jobs](#) page for more information.

[LINK TO JOBS SITE](#)



**Berkeley**  
Foundation

0800 442702  
southallwaterside@berkeley.com

**SOUTHALL WATERSIDE**  
A BERKELEY GROUP DEVELOPMENT

HOME | ABOUT | PROJECTS | CONTACT US | DONATE | JOIN US

## CONSTRUCTION

Work is well under way to prepare the site for the new Southall Waterside development. We have set up a full range of safety measures to ensure that the site is safe for everyone. We will also be providing a range of safety equipment, such as first aid kits and fire extinguishers.

### LATEST CONSTRUCTION NEWS

**Work Site One**  
Work is well under way to prepare the site for the new Southall Waterside development. We have set up a full range of safety measures to ensure that the site is safe for everyone. We will also be providing a range of safety equipment, such as first aid kits and fire extinguishers.

**Work Site Two**  
Work is well under way to prepare the site for the new Southall Waterside development. We have set up a full range of safety measures to ensure that the site is safe for everyone. We will also be providing a range of safety equipment, such as first aid kits and fire extinguishers.

[LINK TO NEWS](#)

0800 442702  
southallwaterside@berkeley.com

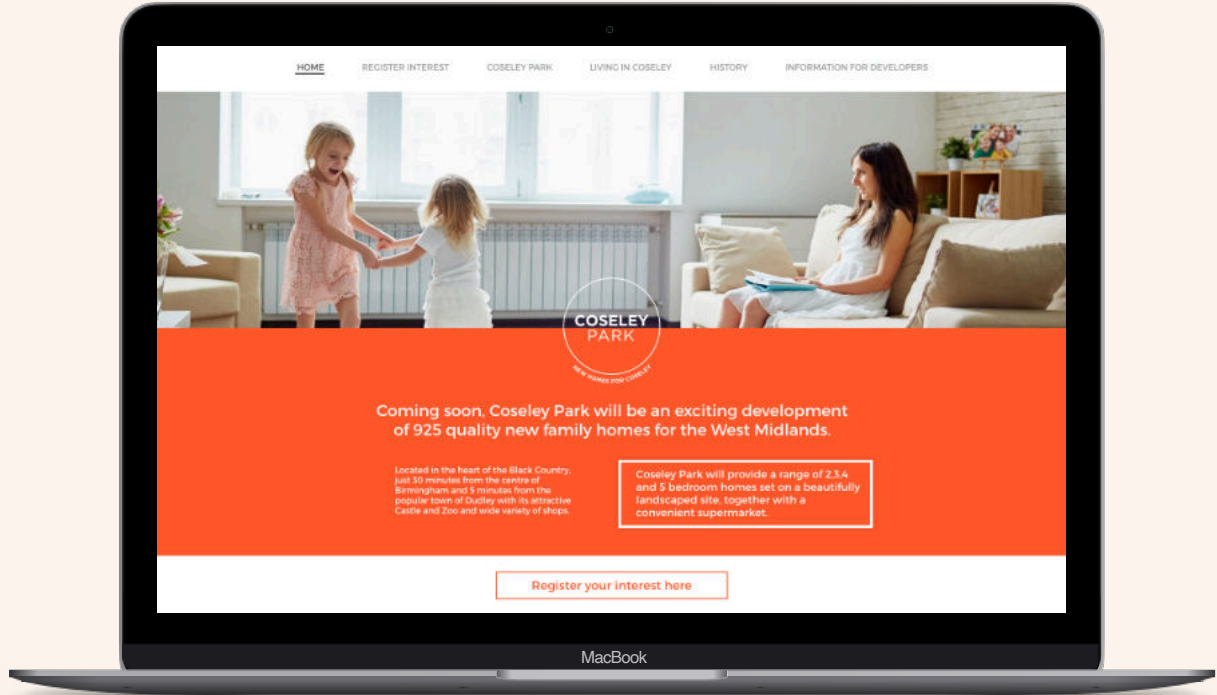
**SOUTHALL WATERSIDE**  
A BERKELEY GROUP DEVELOPMENT



# Coseley Park

Branding and design strategy for Coseley Park.  
Development of accompanying website.

UX/UI Design | Web Development | Branding



## Colours



## Typography

### Gotham Bold

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z

### Gotham Book

A B C D E F G H I J K L M N  
O P Q R S T U V W X Y Z



[ CANAL  
PLACE ]

FOUNDRY  
WAY

PARK  
VIEW  
NORTH

PARK  
VIEW  
SOUTH



# Ocubis - Albert Embankment

Development, design and production of report document on the proposals for Albert Embankment, on behalf of Ocubis

Art Direction | Layout design



## HOW WE DID IT - THE CONSULTATION IN NUMBERS:



**"I COMMEND YOU ON YOUR CONSULTATION PROCESS... YOU'RE ONE OF THE FEW (DEVELOPERS) TO MEANINGFULLY ENGAGE WITH US."**

Member of Friends of Vauxhall Pleasure Gardens

### INFORMING LOCAL STAKEHOLDERS OF THE PLANS:

- Two rounds of 2,000 leaflets posted to the local community
- Several rounds of letters and emails to over 100 community groups and key local representatives
- Two rounds of adverts in the South London Press - a circulation of over 10,000
- Over 100 posters in local shops, estates and community venues
- Information in local newsletters such as a Prince's ward councillors' e-newsletter, VGERTA and KOVVF updates, reaching over 2,500 stakeholders
- One project website [www.36-46AlbertEmbankment.co.uk](http://www.36-46AlbertEmbankment.co.uk)



### ENGAGING AND LISTENING TO LOCAL RESIDENTS AND BUSINESSES

- A dedicated consultation phone line, email and freepost response service
- Two rounds of July staffed two-day public exhibitions held in the nearby Tea Room Theatre and the Vauxhall Gardens Community Centre:
  - Round one - 8 and 15 November 2014
  - Round two - 8 and 11 July 2015
- 107 stakeholders attended the public exhibitions
- 27 stakeholders completed written feedback forms



We received positive feedback on the clarity and effectiveness of our consultation. 100% of attendees who answered our survey question stated they found the exhibition informative and useful.

### DIALOGUE WITH KEY LOCAL GROUPS AND STAKEHOLDERS

The applicant held an extensive programme of detailed meetings with key local stakeholders and groups. Meetings were often held over one or two hours to give these key stakeholders time to fully assess the proposals, ask questions of the project team and give detailed feedback. Please see Appendixes for the summary of the meetings.

Over 20 detailed meetings with the key local stakeholders, including:

- Local coordinators for Prince's ward
- Kensington Oval and Vauxhall Forum (KOVF)
- Vauxhall Gardens Estate Residents & Tenants Association (VGERTA)
- Vauxhall Gardens Community Centre (VGCC)
- Members of Vauxhall City Farm
- Friends of Vauxhall Pleasure Gardens
- Peninsula (night residents and the Management Company)
- Historic England
- The landlord of the Rose Pub
- Member of and attend regular meetings with Vauxhall One BID
- Avanta (the operator of the on-site office accommodation) within Vintage House
- The operator of the Tesaco petrol filling station
- Goding Street Vision Group
- Regular attendance at Visiting Vauxhall meetings

## SECOND ROUND CONSULTATION THE NUMBERS

### FOLLOWING THE FIRST ROUND OF CONSULTATION THE PROPOSALS WERE REVISED TAKING INTO ACCOUNT FEEDBACK FROM RESIDENTS AND KEY LOCAL GROUPS.

- All the second round of consultation, the proposals consulted on included:
- Two 25-storey buildings
  - Up to 170 new residential units, this number has since been revised
  - Renovation and refurbishment of both Vintage House buildings
  - New affordable rented properties in Vintage House
  - Increased provision of office space in the new development
  - Retail at ground floor level

“Great development for our area!”

“Great that the local heritage buildings are retained. I like the design and mixed use, especially at ground level.”

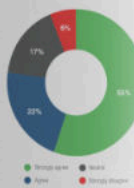
“I would like to be kept informed on the affordable homes opportunities that will arise from this development.”

“Thank you for providing me an opportunity to see your proposals.”

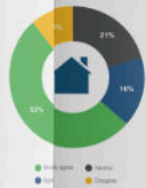
During the second round of consultation updated and more detailed plans were presented. These included details of how the proposals evolved since the first round of consultation.

### THE FOLLOWING IS A SUMMARY OF FEEDBACK FROM THE SECOND PUBLIC EXHIBITION:

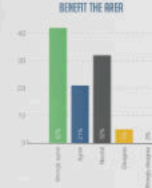
#### THE SITE SHOULD BE REDEVELOPED



#### THE NEW HOMES WILL BENEFIT THE AREA



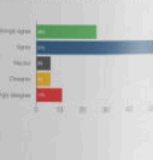
#### THE INCREASED OFFICE SPACE WILL BENEFIT THE AREA



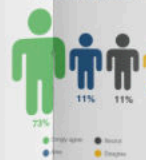
#### THE NEW CAFE AND OPEN SPACES WILL BENEFIT THE AREA



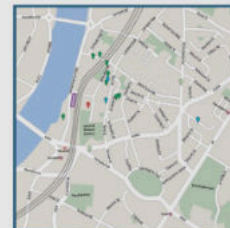
#### THE DESIGN OF THE BUILDING WILL BE A POSITIVE ADDITION TO ALBERT ENVIRONMENT



#### RETAINING AND REFURBISHING BOTH VINTAGE HOUSE BUILDINGS IS A GOOD IDEA



#### HOW USEFUL/INFORMATIVE DID YOU FIND THE EXHIBITION?



Very positive feedback  
Positive feedback  
Neutral feedback/question  
Negative feedback

Map showing location of those who gave feedback on the second round of consultation

# Blakes Hotel

Development of micro-site and printed material for a light touch consultation on new hotel proposals.

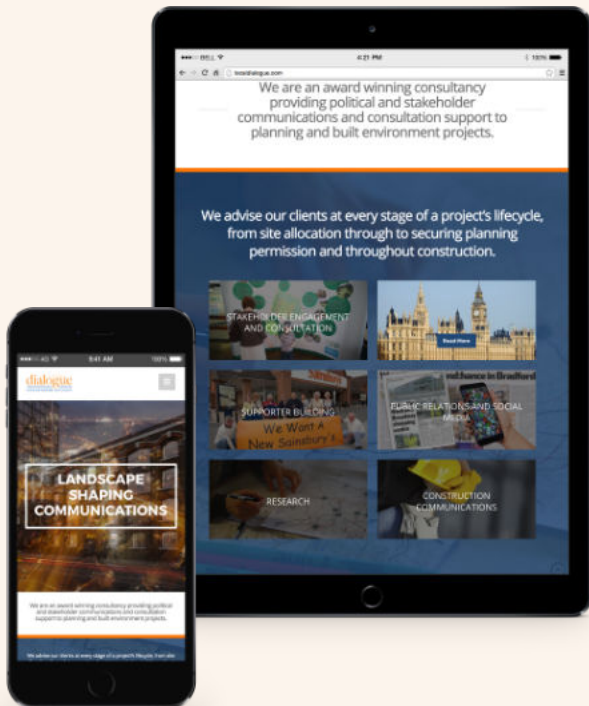
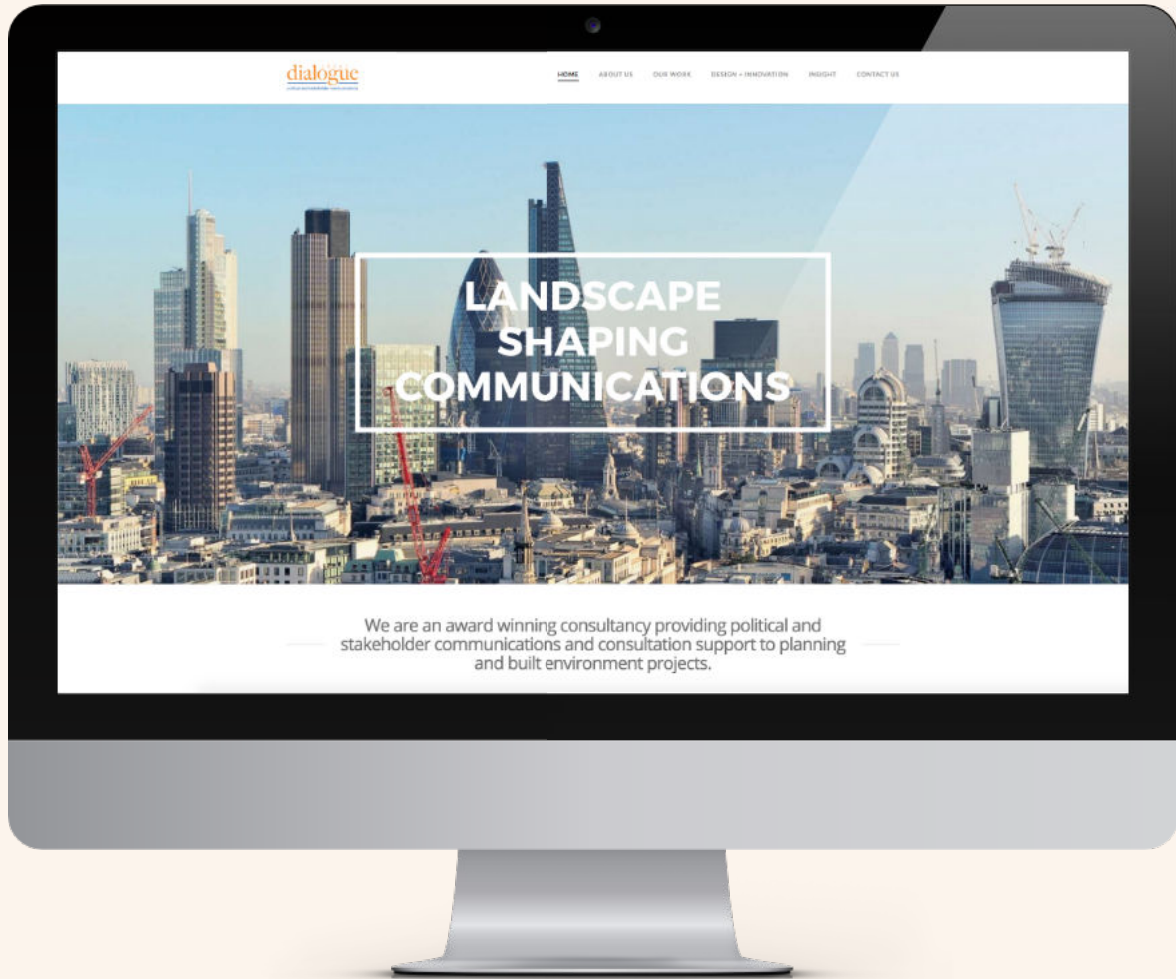
Print | Web | Exhibition Design



# Local Dialogue

Full redesign and build of new company website.

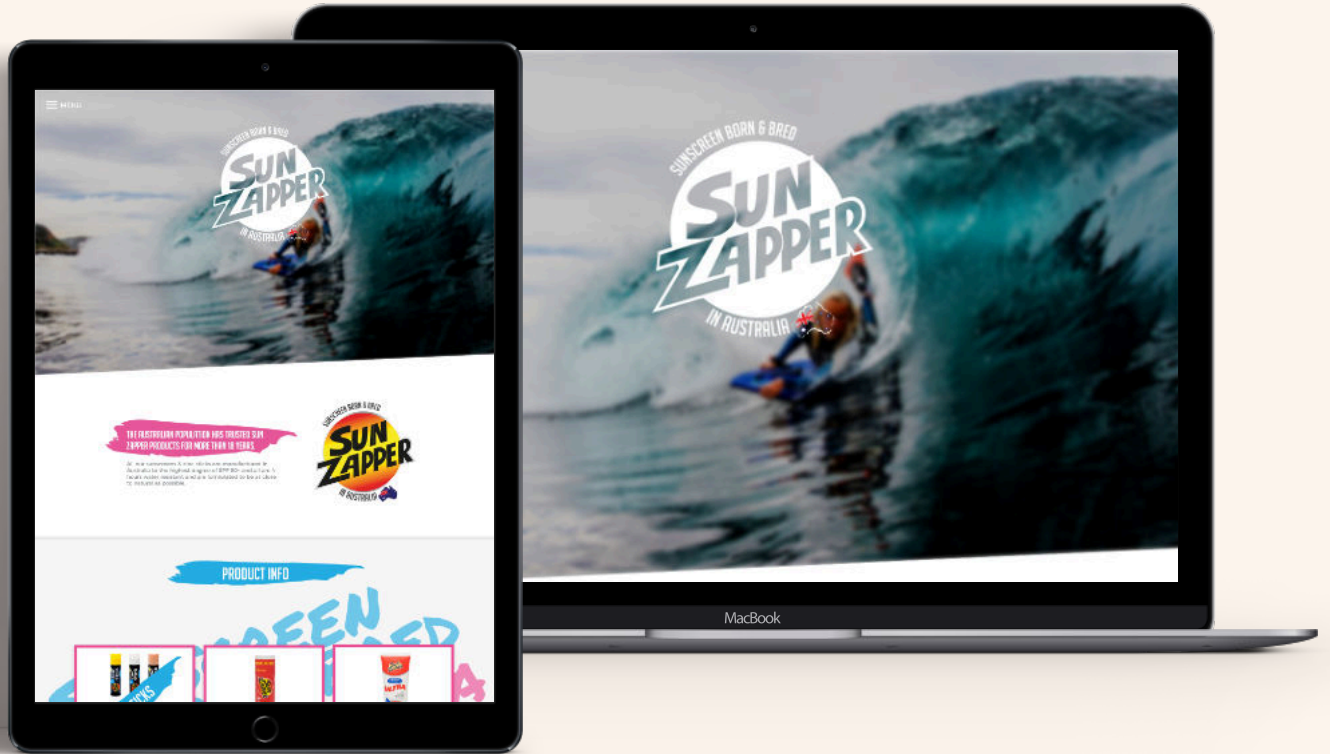
UX/UI Design | Web Development | Content Strategy

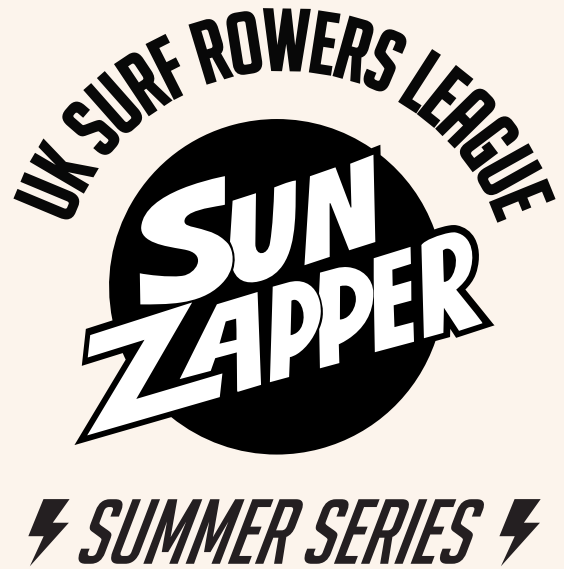


# Sun Zapper

Working with Sun Zapper UK to create a new sub-brand to help launch the product in the UK.

UX/UI Design | Branding | Strategy | Marketing Products





**⚡ SUMMER SERIES ⚡**

**⚡ SUMMER SERIES ⚡**



SUNSCREEN  
BORN + BRED  
IN AUSTRALIA

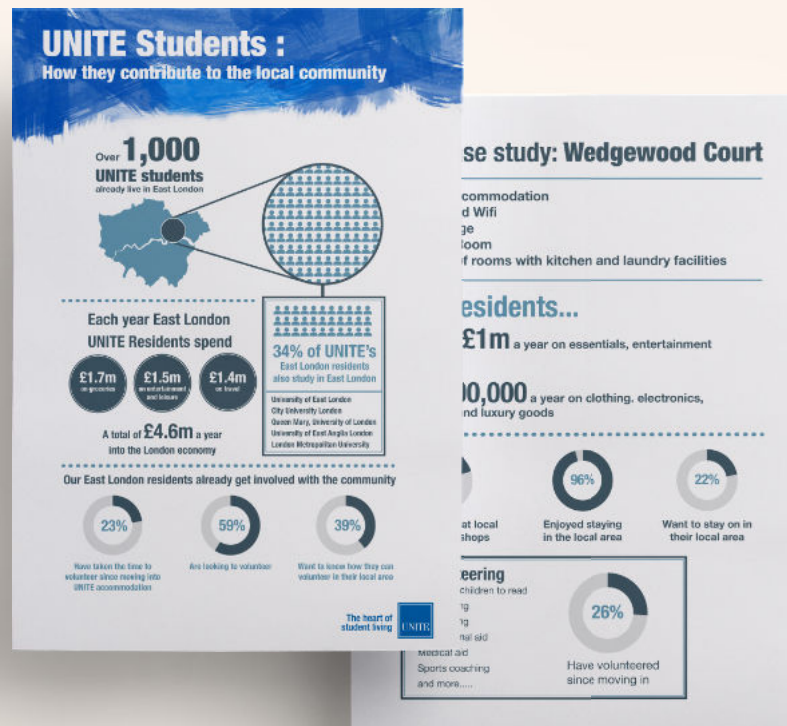
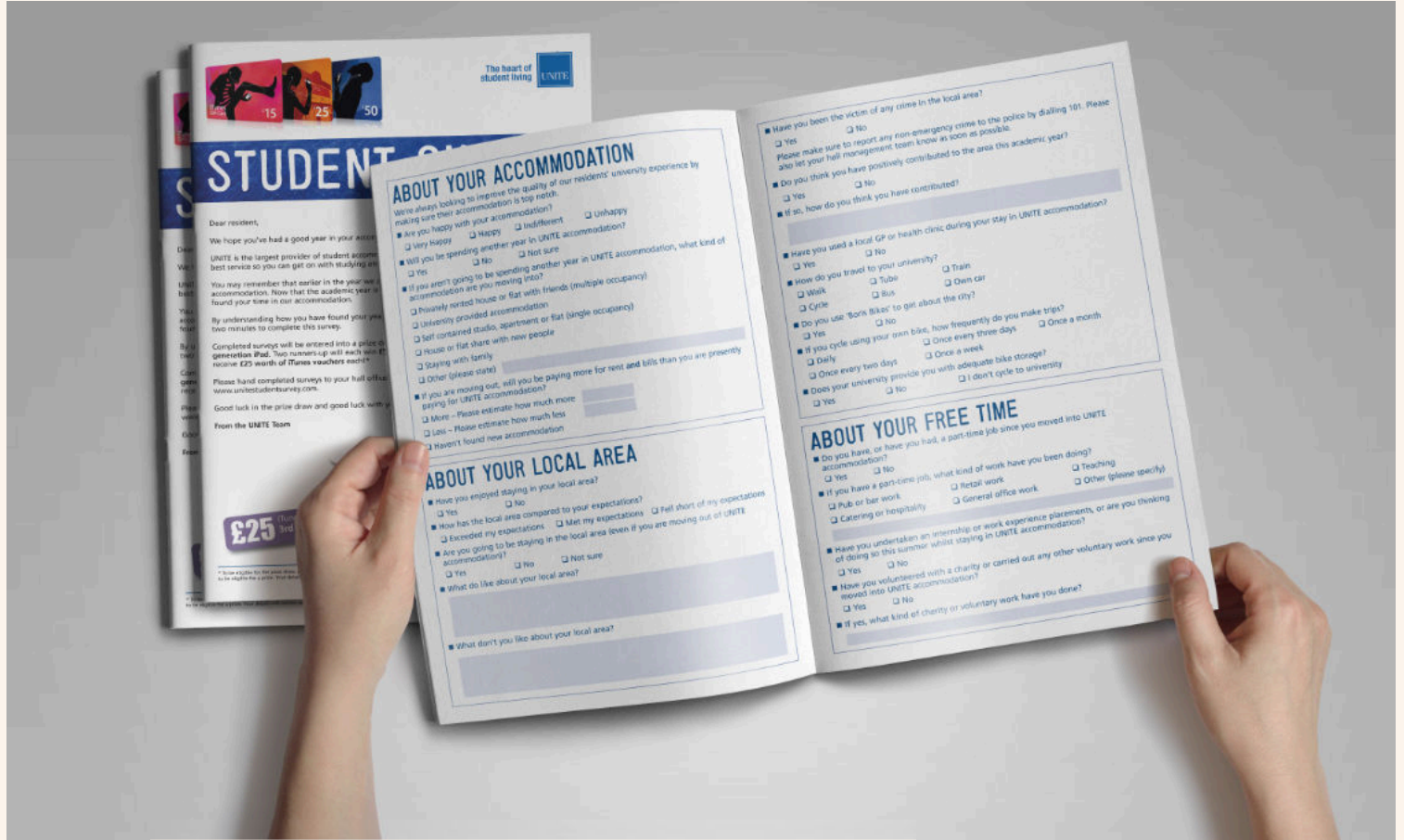
SUNSCREEN  
BORN + BRED  
IN AUSTRALIA



# UNITE Students

Design and production of student survey with graphical representation of results.

Layout design | Information visualisation




# Catalyst Housing

Print and social media campaign to counteract the false information against a social housing development.

Art direction | Layout design | Photo retouching

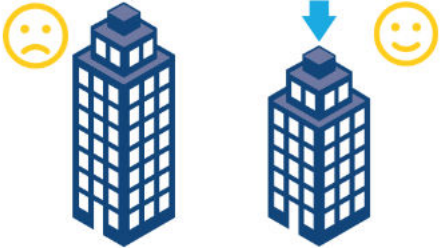


#FriaryPark @FriaryParkActon



Catalyst Housing

You said the tower is too high, so we reduced the height of the building to 16 stories




Catalyst Housing

## RENT

RUMOUR




REALITY




#FriaryPark @FriaryParkActon



Catalyst Housing

NOW



239 Social Rented homes

PROPOSALS\*



239 Social Rented homes • approx 47 Shared Ownership •  
approx 106 Market Rent • approx 172 Market Sale

#FriaryPark @FriaryParkActon

\*The exact housing mix is subject to agreement with the council