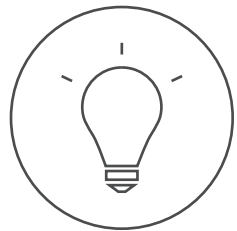
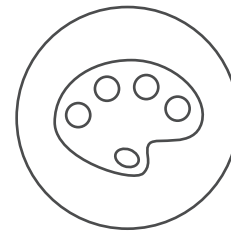
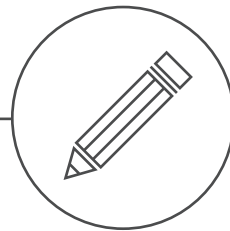


HEATHER BERNKLAU



PRIMARY FOOD

Nutrition is a secondary source of energy. Primary foods, or nonfood sources of nourishment, are what really fuel us. As children, we all lived on primary food. Lovers thrive on the pure bliss and peace they are experiencing, while passionate entrepreneurs are fueled by their work. The excitement and rapture of daily life can feed us more completely than any food.

PRIMARY FOODS | GENERAL

Imagine children playing outside with friends. At dinnertime their mother calls to them, "Time to come in and eat!" "No mommy, I'm not hungry yet," they respond. At the table, the mother dutifully ensures that the children leave no morsel behind. The children reluctantly force down the minimum requirement, eager to get back outside and play. At the end of the day they return, exhausted and satisfied. They quickly fall asleep without thinking about food at all. Can you remember being deeply in love? Everything is light and warm, colors are vivid, and life is full of joy. You're high off your lover's presence, sustained and exhilarated by the blissful connection. You float on air, and food becomes secondary. Think back to a time when you were involved in an exciting work project. You believed in what you were doing whole-heartedly and felt confident and stimulated. Time stopped, and the outside world was muted – food was an afterthought. Now recall a time you were depressed or experiencing low self-esteem – you were starving for primary food. No matter how much you ate, you never felt satisfied. The need for love, power, or mere acknowledgement drove the desire for excess food.

PRIMARY FOOD GOES BEYOND THE PLATE, NURTURING US ON A DEEPER LEVEL.
THE FOUR MAIN PRIMARY FOODS ARE:

CAREER

RELATIONSHIPS

PHYSICAL ACTIVITY

SPIRITUALITY

The more primary food we give ourselves, the less we depend on secondary food. On the contrary, the more we fill ourselves with secondary food, the less space we leave for primary food – our true source of nourishment. Many religions and cultures practice fasting to reduce secondary food, opening channels to receive a greater amount of primary food.

Take some quality time to explore your personal balance between primary food and secondary food.

Which area could use some *attention*?

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CLIENT HANDOUT

FOOD IS LIFE. | WHAT ARE YOU EATING?

HEALTH COACHING:
Food matters.

Life

Health

Happiness

Growth

CUSTOMIZABLE BROCHURE - FRONT

DANIELLE ESPERANZA

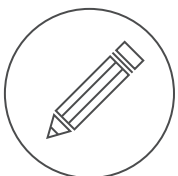
Certified Health Coach

SPECIALTIES ONE-ON-ONE COACHING • LIVE OR VIRTUAL • WELLNESS WORKSHOPS • GROUP COACHING

Sweet donut tiramisu wafer brownie dessert chupa chups chocolate bar. Sesame snaps pie pastry jelly beans toffee. Chocolate bar jelly-o halvah croissant sugar plum sweet halvah marshmallow cupcake. Icing halvah pastry. Jelly cake soufflé. Candy chocolate lemon drops halvah wafer gummies. Chupa chups apple pie marzipan wafer applicake. Sugar plum halvah toffee. Bonbon danish bonbon soufflé. Candy pudding toffee brownie underwear.com. Sweet bonbon ice cream. Chocolate bar. Sesame snaps pie pastry jelly beans toffee.

What can health coaching do for you?
Explore more @ www.strongandfreehealthcoach.com

CUSTOMIZABLE BROCHURE - BACK

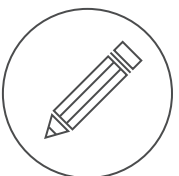




FINAL DESIGN

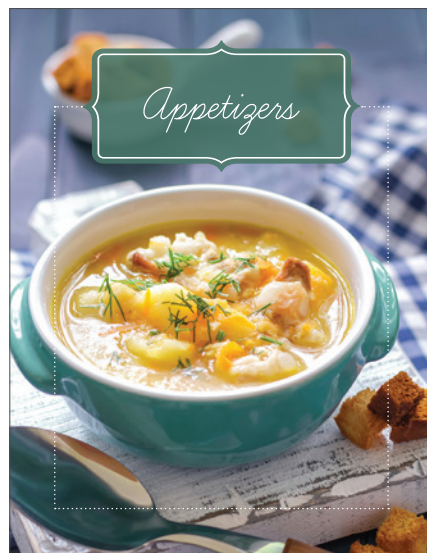


PREVIOUS DESIGN





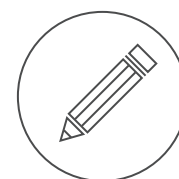
TITLE PAGE



DIVIDER PAGE



RECIPE PAGE



The Center for Progressive Recovery presents

PROGRESSIVE RECOVERY COACH TRAINING

LESSON 1 OF A 19-COURSE, SELF-PACED, CERTIFICATE ON-LINE & MOBILE TRAINING PROGRAM AT www.centerforprogressiverecovery.bloomfire.com



COURSE CREATOR
Michael V. Pantalon, Ph.D., Founder & CEO of www.centerforprogressiverecovery.com

What is a **RECOVERY COACH**?

ANY TRAINED PERSON WHO HELPS PEOPLE WITH ADDICTIONS.

RECOVERY COACH =

SOBER COACH,
SOBER BUDDY,
RECOVERY MANAGER,
ADDICTION COACH,
ADDICTION RECOVERY COACH,
RECOVERY BUDDY,
RECOVERY MENTOR, ETC.

2 OF 21

Who can become a **RECOVERY COACH**?

ANYONE WHO WANTS TO HELP PEOPLE WITH ADDICTION AND/OR THEIR LOVED ONES.

ANYONE WHO IS WILLING TO BE TRAINED.





You don't need to be in recovery, but you can be.
You do not need a degree or prior experience.

3 OF 21

Why become a **PROGRESSIVE RECOVERY COACH (PRC)**?

HELP PEOPLE IN NEED



ONLY 1 IN 10 GET HELP


In 2011, 19 million people failed to get treatment.

LACK OF INSURANCE ← "Obamacare" will take care of the first reason

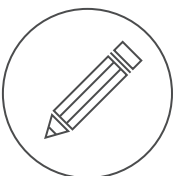
LACK OF MOTIVATION

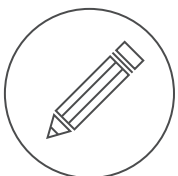
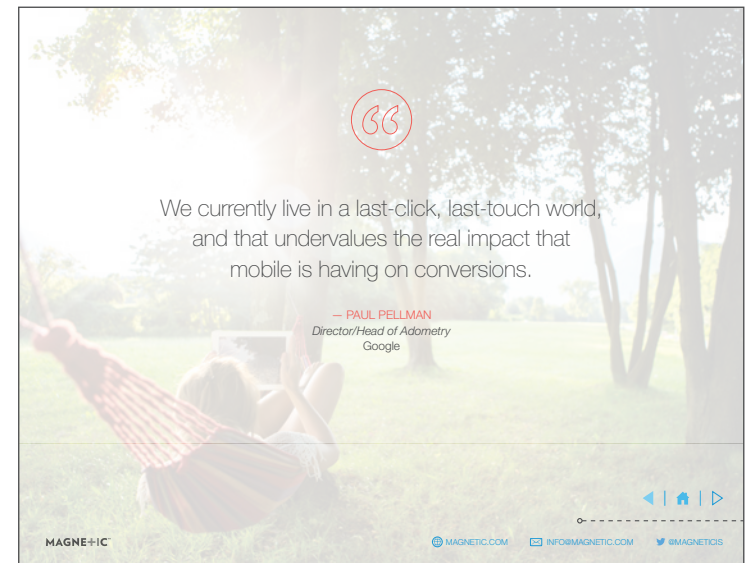
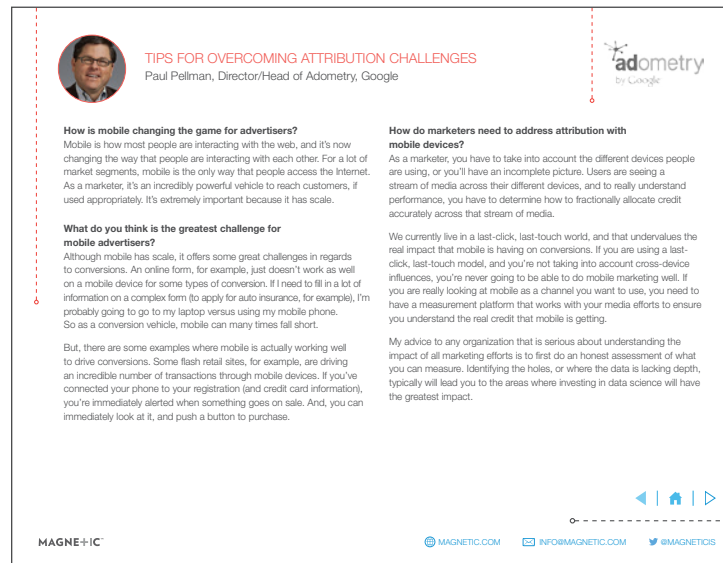
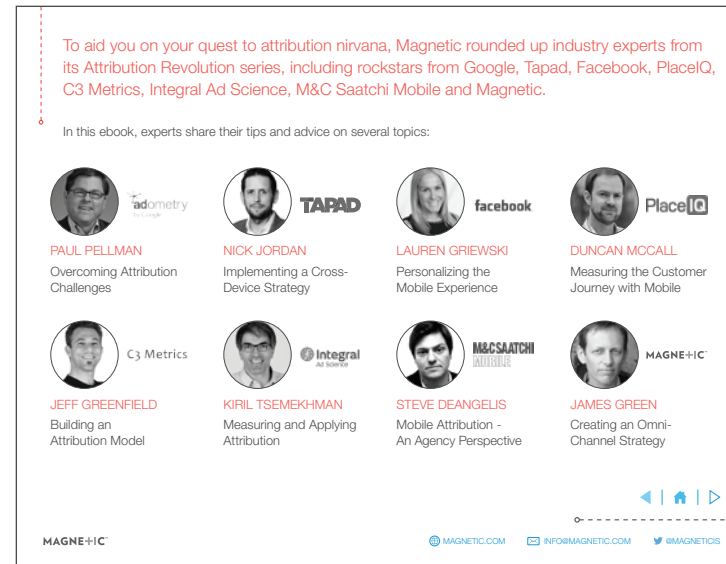
LACK OF KNOWLEDGE OF TREATMENT SYSTEMS ← **PRCs are trained to help with the other 2**

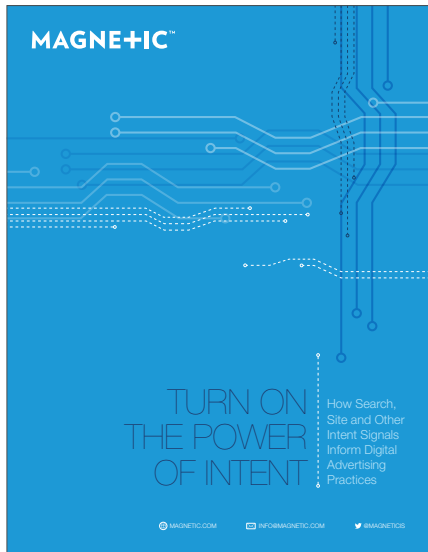
WITHOUT HELP, people often access less than effective treatments.
Family members need help too.



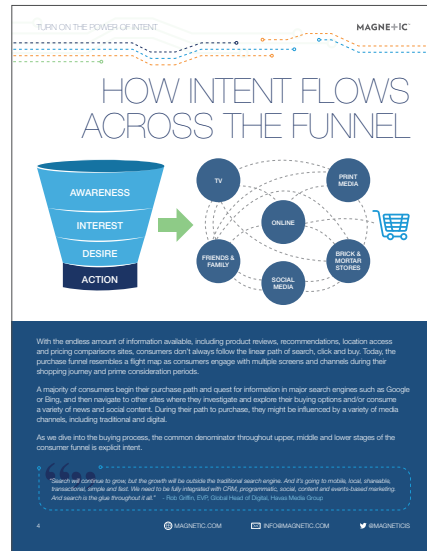
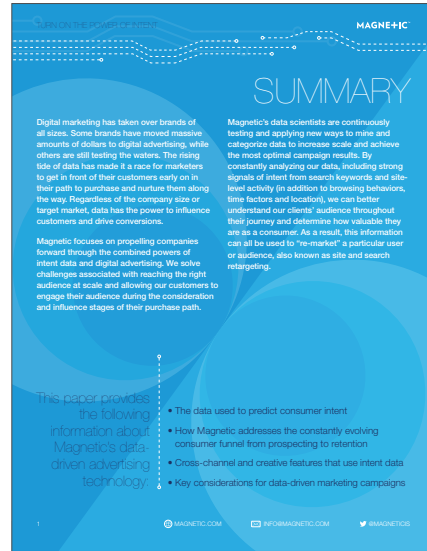
15 OF 21



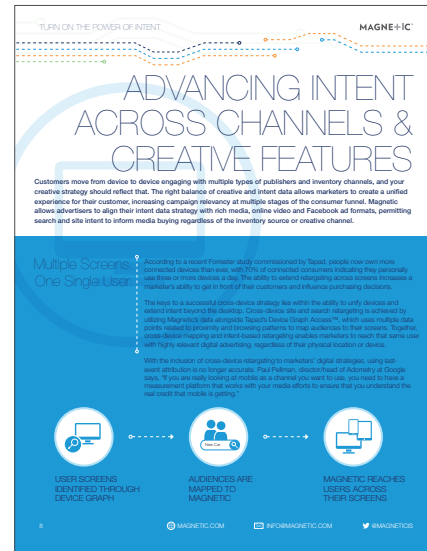




TITLE PAGE



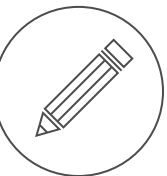
CONTENT PAGES

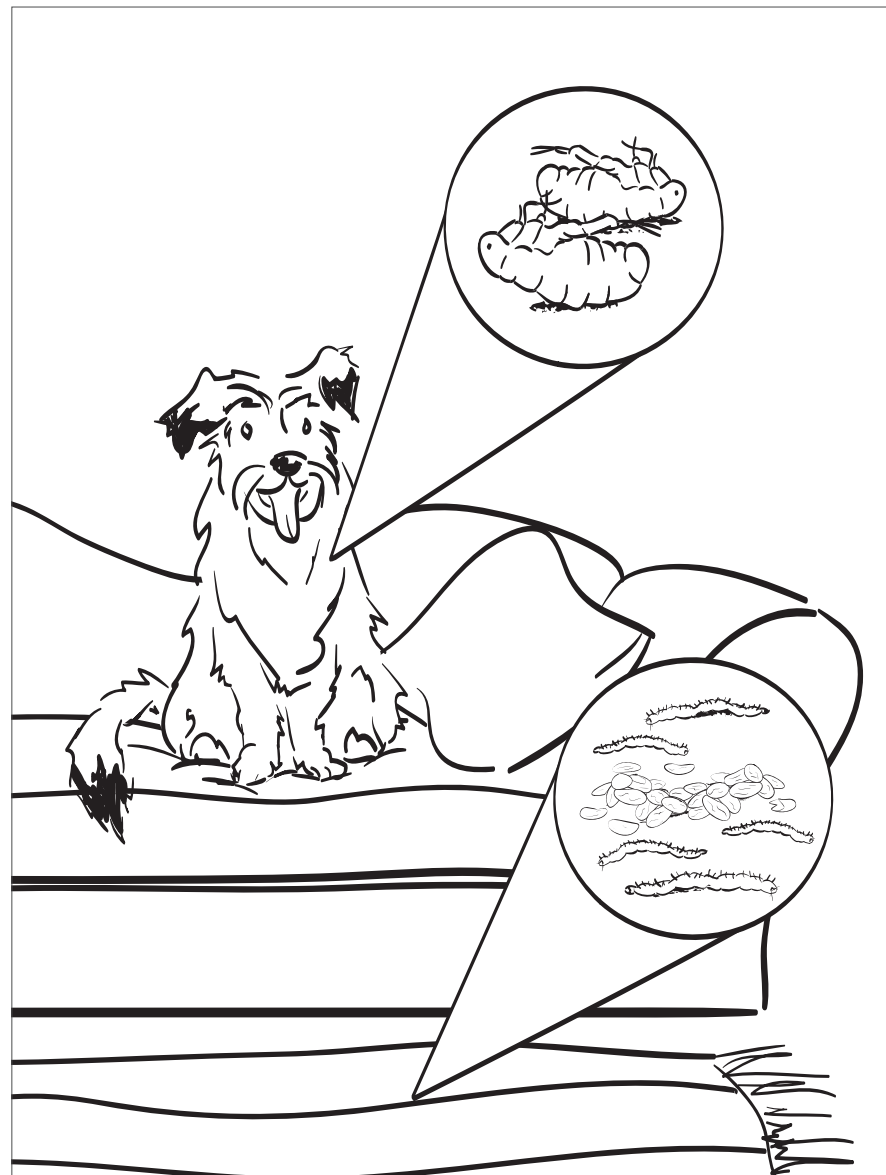
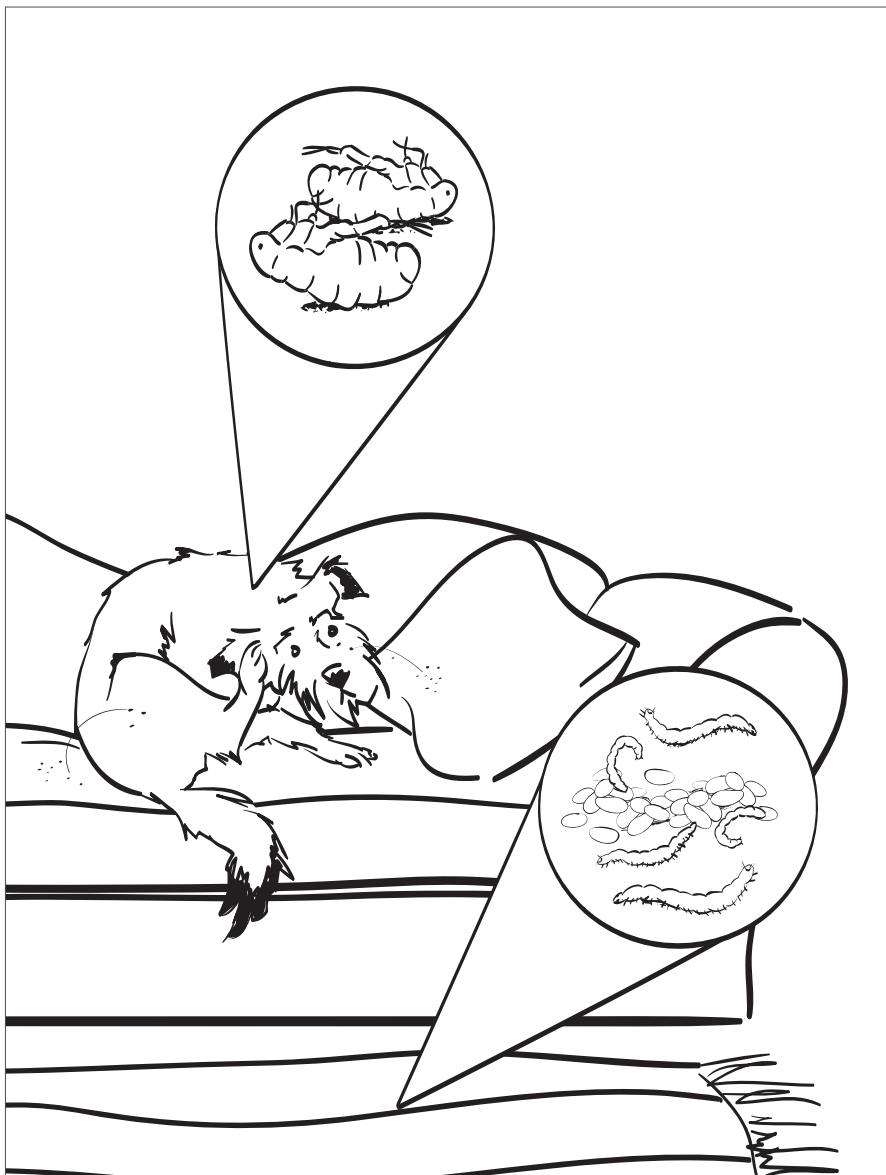


CONTENT PAGES

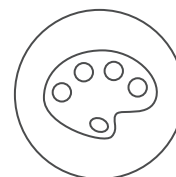


CONTENT PAGES



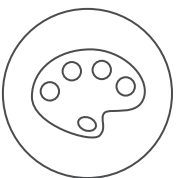


CONCEPT SKETCH | *BAYER ANIMAL HEALTH*



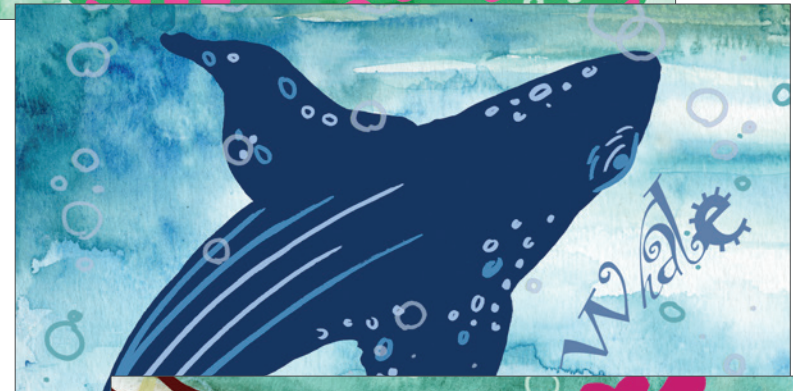


PERSONAL WORKS | WATERCOLOR & GOUACHE, MIXED MEDIA

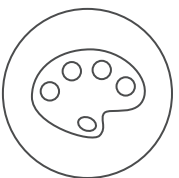


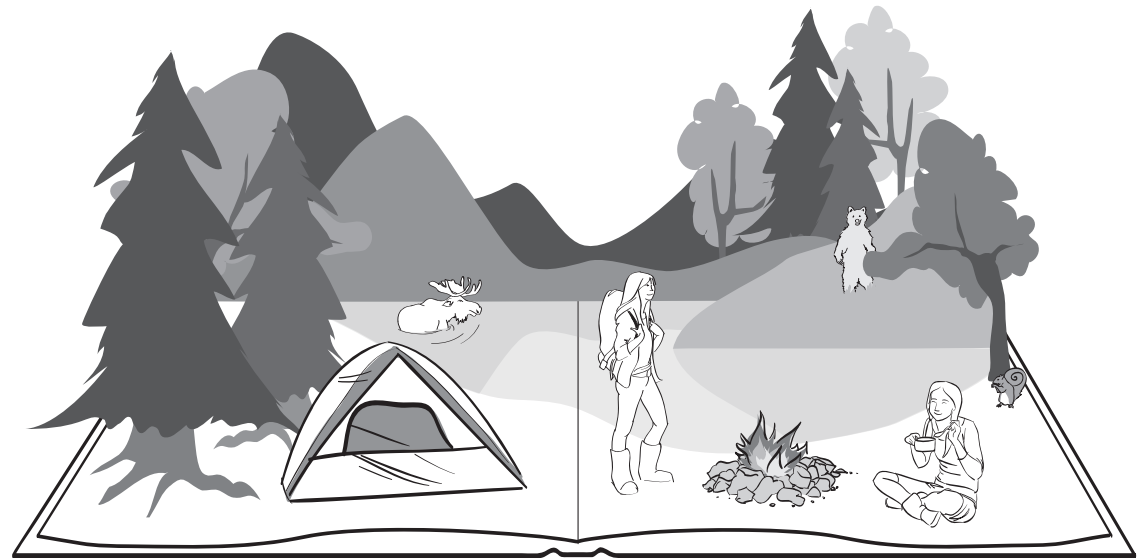
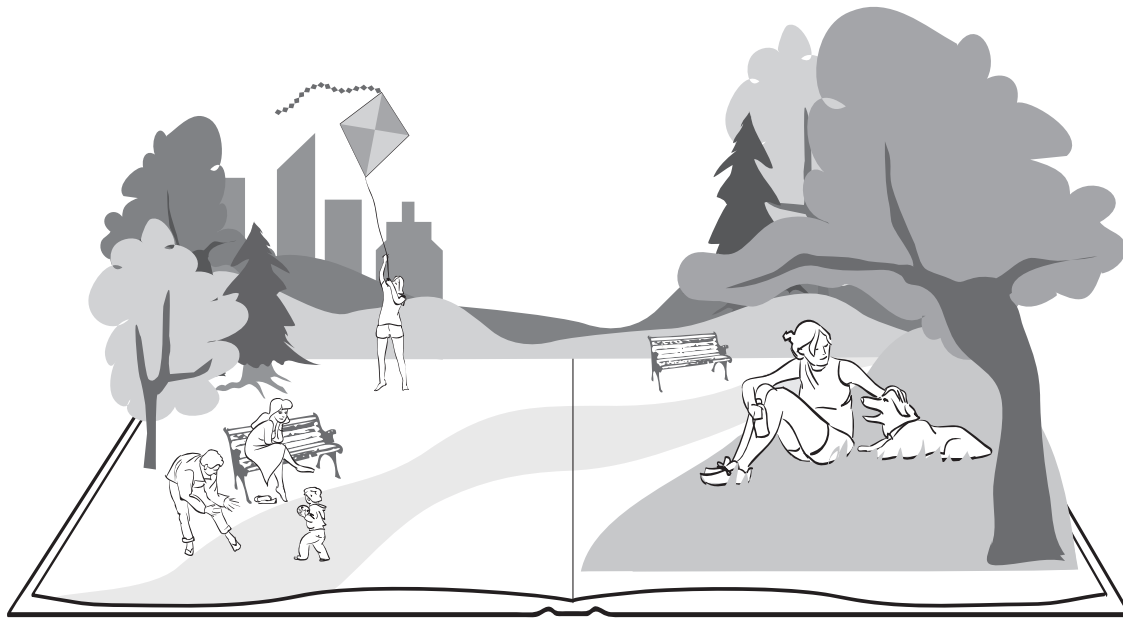


FRONT & BACK COVER

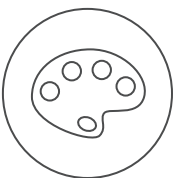


INSIDE PAGES





STORYBOARD SKETCHES | TEVA WOMEN'S HEALTH



ACOG: Patient Story Video

F07



WOMAN #1 VO: My body doesn't lubricate like it used to.⁴

Video: Zoom into "A" as liquid drop forms and moves downward.

F08



WOMAN #1 VO: And that's a problem. A BIG problem. It's raw. Burning...⁴

Video: Top of exclamation point pushes the drop downward and forms an urgent warning sign.

F09



WOMAN #1 VO: Like I have an infection...⁴

Video: Zoom back out to reveal women's bathroom icon and vacant sign.

F10



WOMAN #1 VO: ...that just won't go away.⁴

Video: Bathroom icon places hands over vagina and bends her knees. Vacant sign turns into occupied sign.

F11



ANNCR VO: On the surface, everything...

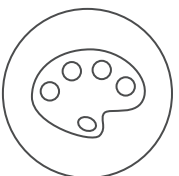
Video: Bathroom door slides over as transition to reveal woman #1's silhouette.

F12



ANNCR VO: ...may seem fine but...

Video: The door slides off screen to reveal a heart and husband's silhouette. Silhouette's expression is happy.





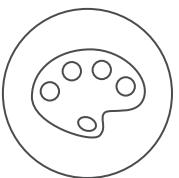
FRONT COVER



INSIDE PAGES



BOOKBINDING & SILKSCREEN | *ONE THIN DIME*





HAVAS HEALTH VENCORE WEBSITE DESIGN | *HAVAS HEALTH VENCORE*





SYMBIOTIX WEBSITE DESIGN | SYMBIOTIX + HAVAS PRODUCTION STUDIO





COVER

TABLE OF CONTENTS		
01.	WHO WE ARE	10
	HPS Capabilities	18
02.	OUR PROPOSED SOLUTION	22
	Introducing Mash House: HPS + The Annex	24
	Year One Genesis Staff Plan	25
	Year Two Evolution	
03.	PROCESS & WORKFLOW	28
	Our Formula for Success	30
	PULSE: Our Proprietary Web-based Project Management Software	32
	Our Workflow	
04.	ENGAGEMENT & ONBOARDING	36
	Our Guiding Principles	37
	Engagement Program outline	
05.	CASE STUDIES	40
	Coca-Cola	42
	Search	43
	Additional Case Studies	
06.	PRICING STRUCTURE	
	Will be provided as a separate document	
		7
		24
		25

WHO WE ARE | CAPABILITIES

OVER 700 STRONG & GROWING

HPS HAS CREATIVE PRODUCTION & TECHNOLOGY EXPERTS ACROSS THE GLOBE

We are a global, state-of-the-art integrated creative production service company that provides a portfolio of high-end solutions for broadcast, print, video and digital content. Through our depth of experience and technical expertise, we bring a fresh approach to

delivering your brand message across all media, markets and languages. Our global operations, right-shoring protocols and proprietary technology platform are designed to meet today's high value, rapid-response service needs.

RIGHT-SHORING PROTOCOLS
 MEASURABLE PRODUCTIVITY GAINS
 IMPROVED SERVICEABILITY ON A GLOBAL, 24/7 BASIS
 PROVEN CUSTOMIZABLE WORKFLOW
 PROPRIETARY TOOL SETS

12

INSIDE PAGES

THE ONLY SOURCE OF KNOWLEDGE IS EXPERIENCE.

— ALBERT EINSTEIN

10

YEAR TWO EVOLUTION

Our recommendation for the year two evolution is to conduct a mid-year 2017 business evaluation of the service to assess what is working well and where there are gaps, if any, with regard to support levels and skill/functions, volume and turnover, and customer satisfaction in order to recommend any tweaks or expansion to the in-house structure and team.

Conducting a mid-year review will give us accurate data as to where there may be additional needs and what additional roles/functions may need to be in-house as opposed to off-site.

Based on actual utilization and demand, which types of functions and services require full-time staff support versus temporary staff in-house, and what functions and services are best provided off-site, as needed.

In our experience every client has had different needs and required a different solution to meet those needs. We can start out conservatively and scale up, as needed, based on customer feedback and measurable data.

25

WHO WE ARE | THE HPS + THE ANNEX ADVANTAGE

FLEXIBILITY
 SPEED
 EFFICIENCY
 QUALITY

for our clients are creative to experiences e brand mers.

11



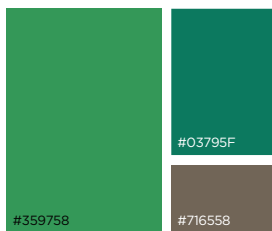
STACKED LOGOS



HORIZONTAL LOGOS



COLORS



FONTS

BRANDON ONE SHADOW

FINAL LOGO DESIGN

STACKED LOGOS

Pasteles
Cristina

Pasteles
Cristina

Pasteles
Cristina

Pasteles
Cristina

Pasteles
Cristina

Pasteles
Cristina

HORIZONTAL LOGOS

Pasteles Cristina

Pasteles Cristina

Pasteles Cristina

Pasteles Cristina

Pasteles Cristina

Pasteles Cristina

COLORS



FONTS

KB Hard Candy Striped

KB Hard Candy Solid

STACKED LOGOS

PASTELES
Cristina

PASTELES
Cristina

PASTELES
Cristina

PASTELES
Cristina

PASTELES
Cristina

PASTELES
Cristina

HORIZONTAL LOGOS

PASTELES Cristina

PASTELES Cristina

PASTELES Cristina

PASTELES Cristina

PASTELES Cristina

PASTELES Cristina

COLORS



FONTS

BRANDON ONE SHADOW

Parisiennne

UNUSED LOGO OPTIONS



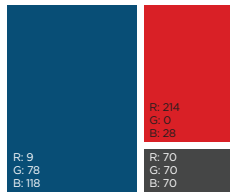
DESIGN #1 LOGO HORIZONTAL



DESIGN #1 LOGO STACKED



COLORS



FONTS

Righteous Regular
Roboto Condensed Light Italic

FINAL LOGO DESIGN

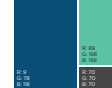
DESIGN #2 LOGO HORIZONTAL



DESIGN #2 LOGO STACKED



COLORS



FONTS

Raleway Bold
Roboto Condensed Light

DESIGN #4 LOGO HORIZONTAL



DESIGN #4 LOGO STACKED



COLORS



FONTS

Proxima Nova Bold
Alegreya Sans Thin

UNUSED LOGO OPTIONS



FINAL PRODUCT



STACKED COLOR LOGOS

wellness
TODAY

wellness
TODAY



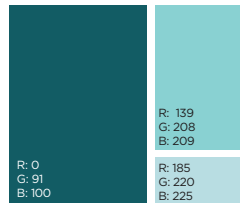
STACKED BLACK, GRAYSCALE AND KNOCK-OUT LOGOS

wellness
TODAY

wellness
TODAY



COLORS



FONTS

Mahogany Script STD

Gotham Light



6-MONTH PROGRAM RESOURCES TEMPLATE STYLE GUIDE

HEADLINE COPY

Font: Proxima Nova Bold
Font size: 20pt
Leading: 22pt
Style/Color: All caps, white
Box Size/color: 5.55"W x 3"H,
100% section color

INTRO BODY COPY

Font: Proxima Nova Regular
Font size: 13pt
Leading: 16pt
Style/Color: Upper/Lowercase, white

COLOR HEADER

Font: Proxima Nova Bold
Font size: 16pt
Leading: 19pt
Style/Color: All caps, 85-90% of
section color (use judgement)

BODY COPY

Font: Proxima Nova Light
Font size: 10pt
Leading: 13pt
Style: Upper/lowercase; text may be in
one or two columns (examples below)
Color: 100% R: 55; G: 59; B: 71



FPO LOGO SPACE

Leave 1.5" Height clearance from
bottom of page for logo placement

MANIFEST YOUR DESIRES AND IDEALS

Agnimpor uptatuscit eatumque optatibus, etur, volende mposti
occatem et omnis remolliti del in rendips untionem eum erupis
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volorporite alita volorpo sandant ma si velentem qui.

DESIRE LIST

Your desire list is a summation of your ultimate goals -- a bucket list of sorts. Go wild! Get in touch with your ambitions, from
relationships to finances to vacations -- anything goes.

- 1 Start writing down your desires. You can begin simply, and soon the ideas will start flowing out of you. Use strong
language, such as "I want..." "I desire..." or "I intend..." **Example:** I want to drive across the USA.
- 2 When you have fulfilled a desire, check it off your list and write a thank-you note to whoever helped you complete
-- you might be thanking yourself! **Example:** Thank you, Mom and Dad.
- 3 Put the list in a place where you see it, such as on your refrigerator, and add to it as new desires arise. Extra credit:
dry erase board in clear sight and write your desires on it.
- 4 Acknowledge that it might take time to complete your list. Enjoy the process of fulfilling your goals and dreams!
clear about the things you want, they will come to fruition!

MY IDEAL

This is a tool for you to create a clear list of what you truly want in all aspects of your life -- be it an apartment, a job, a
or a regular exercise routine. Use this to break down your desire list and more fully realize what your ultimate goals are.

- 1 Choose what it is you want to manifest, and write it at the top of a sheet of paper. **Example:** My ideal apartment.
- 2 List all the things that your ideal must have. Be specific. **Example:** Large bathtub, full-size refrigerator, air conditioner,
three blocks from the subway.
- 3 List all the things your ideal preferably will have. **Example:** A dishwasher, a washing machine, an office, wood floors.
- 4 List all the things that your ideal must not have. **Example:** Mice, roaches, leaks, and thin walls.
- 5 List all the things that your ideal preferably will not have. **Example:** Noisy neighbors, above third floor, far from
grocery stores.

FPO LOGO AREA 3"W x 1"H clearance

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PRIMARY FOODS: GOAL SETTING



SECTION TITLE BOX

Font: Proxima Nova Light
Font size: 9.5pt
Style/Color: All caps, Primary/Secondary
Food is 30-50% of the section color,
Section title is in white
Box size/color: 2.875"W x 0.625"H
100% R: 55; G: 59; B: 71

HEADLINE ART BOX

Box size/color: 2.875"W x 2.3"H
Applicable photo OR 100% of section
color w/ a white, flat-style icon inside

COLOR KEY & USAGE

PRIMARY FOODS

R: 55 G: 59 B: 71	General
R: 93 G: 1 B: 98	Relationships
R: 219 G: 106 B: 50	Career
R: 225 G: 180 B: 52	Physical Activity
R: 5 G: 93 B: 126	Inspiration
R: 1 G: 84 B: 90	Self-care
R: 27 G: 15 B: 81	Goal setting

SECONDARY FOODS

R: 55 G: 59 B: 71	R: 100 G: 84 B: 126	Dietary Theories
R: 124 G: 131 B: 50		Whole Foods
R: 61 G: 138 B: 145		Tips & Advice
R: 33 G: 50 B: 93		Nutrition Education

FOOD COMBINING SIMPLIFIED

According to the rules of food combining, one food per meal is
ideal for optimal digestion.
A combination of several foods at a meal should be in
accordance with the chart below.



Adapted from RSI & Co. www.rsi.com

FPO LOGO AREA 3"W x 1"H clearance

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SECONDARY FOODS: TIPS & ADVICE



- 1. Automatic eat and combined with one meal, one meal.
- 2. Choose one and eat it 8 times, and avoid eating fruits.
- 3. Choose one and eat it 8 times, and avoid eating fruits.
- 4. Choose one and eat it 8 times, and avoid eating fruits.
- 5. Choose one and eat it 8 times, and avoid eating fruits.

COLOR TREATMENT

Generally, we use
tint-values of the section
color for visual hierarchy.
If additional colors are
necessary, use another color
from either the Primary or
Secondary Foods palette.
However, if colors within
the palette will not work for
a particular illustration,
please use the
"My Kuler Theme" tool at
kuler.adobe.com and type
in the RGB value of the
section color to find
complements, tints and
shades to create hierarchy.



kuler.adobe.com

