

## **Paul R. Haft**

Over a 25-year experience, Paul Haft's passion for colour in branding has made him one of the world's foremost brand and colour forecasting authorities. As founder of Haft2 Inc., Paul's keen sense for brand consistency and detail helps organizations effectively communicate their brand through all touch points, uniquely defining their own brand style.

A graduate of The Art Institute of Pittsburgh, Paul has held positions with some of the world's most well known brands such as Hallmark Cards and Warner Brothers. For 25 years he's been delighting clients and customers around the world with effective brand experiences including naming and positioning, corporate identities, environments, marketing materials, new products and innovative package design.

In 2003 Paul established Haft2 Inc., a network of senior, freelance professionals that focus on all aspects of colour and branding, applying unique methodologies for colour strategy and rationale; research, forecasting and selection. With a primarily not-for-profit mandate, Paul dedicates his skills in strategy, design and communication to doing good, and making a difference in the world.

Prior to establishing Haft2, Paul started FUSIONcreative in 1997 as a small boutique brand and design firm. Within four years the company grew from one employee to over 40, with offices in the US, Canada and France. FUSIONcreative was then merged into the publicly traded Envoy Group / Watt International.

As a chairholder member of Color Marketing Group, a core of 600+ international colour and design professionals, Paul is involved in forecasting trends and colour directions. He is also a former partner of Colorroot and The Color Association of the United States, North America's oldest colour forecasting organization.

Selected partnering agencies include: Young & Rubicam, FUEL Advertising, DDB, EDS, and Momentum.

Selected clients include: UNICEF Canada, Plan Canada, SickKids Foundation, CAMH Foundation, AuRico Gold, Ovarian Cancer Canada, ALEX Toys, Sunnybrook Health Sciences Centre, Herbie Fund, Canadian Breast Cancer Foundation, Regis College, CIFAR (Canadian Institute for Advanced Research), ehm (Evangel Hall Mission), Armstrong World Industries, Ontario Tourism, World Vision Canada, Royal LePage and Figure3, among others.

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