

We'd love to work with you

STUDIO
INFO

UNIVERSE
A Design Studio



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 OUR MISSION

We provide creative design solutions that communicate your message with clarity and impact, and design assets that are easy to use and built to last.

ABOUT UNIVERSE





Universe Design Studio is a Toronto-based creative studio located in the vibrant King West neighbourhood. Founded by designer Elaine Stam, the studio is rooted in a passion for modern, clean aesthetics and creating thoughtful, impactful work through strong client relationships.

We specialize in brand identity, report design, and WordPress website development—always guided by our core values of clarity and accessibility. From marketing communications to digital assets, we craft designs that are clear, engaging, and purpose-driven.

Explore our full range of design services on our website

WHO WE ARE



Elaine Stam
Owner & Creative Director

Elaine brings over two decades of professional design experience, with a focus on branding, web design, and strategic communications. She has worked extensively with clients in the university, academic, non-profit, and government sectors.

Before founding Universe Design Studio, Elaine held senior graphic and web design roles at several Canadian universities and think tanks. What sets her apart is her foundation as an artist—infusing every project with a distinct creative vision.

Elaine combines artistic sensibility with a love for problem-solving and the technical intricacies of web design and development. She’s known for her contemporary aesthetic, fast turnarounds, and in-depth knowledge of accessibility and SEO—elements she thoughtfully integrates into every design she creates.

➔ Highlights of Elaine’s professional design experience



Digital Communications Specialist
The Diversity Institute (TMU)



Senior Web Designer
University of Toronto

Senior Visual Communications Specialist
The Mowat Centre (U of T)



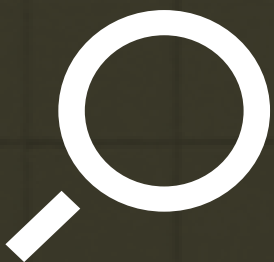
Senior Graphic Designer
Postmedia Network (The National Post)

View Elaine’s full career history + education on her [Linkedin profile](#)



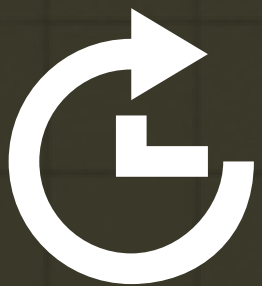
WHAT MAKES US UNIQUE?

Universe is different than other design agencies in the following ways:



Industry specialization

We work mainly in academic and professional sectors which have unique considerations regarding accessibility and diverse representation. We know the ideal platforms and specifications for your design assets.



Experience

With over 20 years of experience we have refined our processes, studied strategy, and know how to help you achieve your goals in an effective way.



Design style

One of the most important factors in selecting who you choose for your brand design project is that you love the style of your designer. Elaine creates designs that are modern, contemporary and have a unique style.

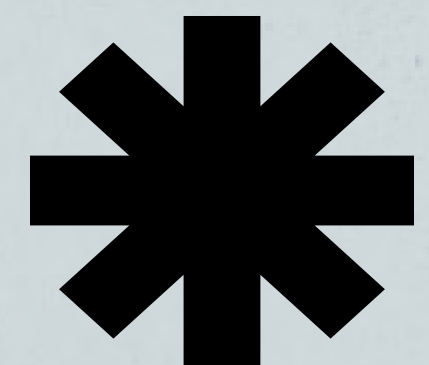


Ease and responsiveness

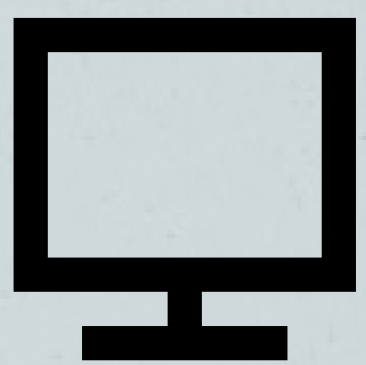
We are here to help! Elaine is your direct line and will always reply to your queries promptly without the need to schedule meetings weeks in advance. We also work outside of 9-5 hours so any urgent requests will be addressed as quickly as possible.

Our Design Specializations

From brand identities and publications to websites and digital communications, we combine strategy, creativity, and technical expertise to turn complex ideas into clear, engaging experiences that connect with the people who matter most.



BRANDING



WEBSITES



REPORTS



**ACCESSIBLE
DESIGN**



First Policy
sponse

* **BRANDING**

Strong design starts with a strong brand foundation. Our complete brand identity systems are developed through a strategic process and include everything you need to build a cohesive visual presence—from logo variations, icons and colour palettes to patterns, custom artwork, photography, and a comprehensive style guide.

[View on our website](#)

Toronto
Metropolitan
University

Ident
Design

Social
Capital
Partners



Women
Entrepreneurship
Knowledge Hub

Funded by the
Government of
Canada

Canada

Toronto
Metropolitan
University



Environics
Institute
For Survey Research



The Canadian
Tax Observatory

WENDY H
WONG



Centre for the
Study of Pain

UNIVERSITY OF
TORONTO

TED
ROGERS
SCHOOL
OF MANAGEMENT

DiVERSITY
INSTITUTE

Future
Skills
Centre
Centre des
Compétences
futures

Toronto
Metropolitan
University



Consulting
LLC



WEBSITES

We have been designing and developing websites for over twenty years. Our style is minimal, clean, contemporary with subtle details.

We strictly provide web design solutions that are designed with current best practices and to ensure that they evolve over time.

[View on our website](#)

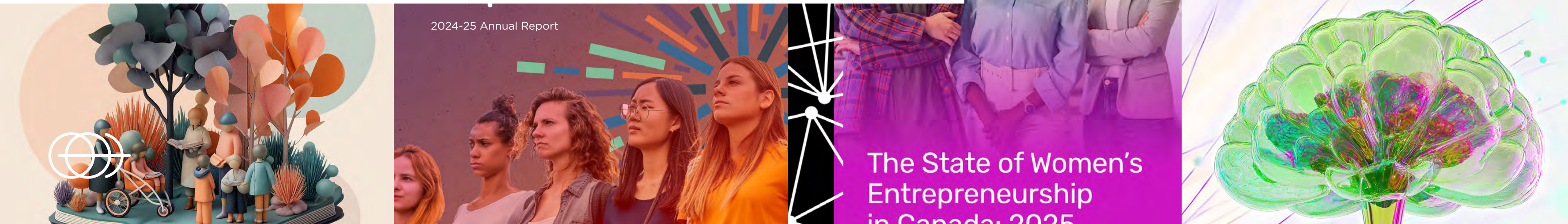




REPORTS

We design academic papers, research reports, and annual reports of every kind—often accessible, frequently bilingual, and always thoughtfully designed.

[View on our website](#)





ACCESSIBLE DESIGN

We design accessible digital and print materials that keep content clear, inclusive, and aligned with current accessibility standards. Elaine stays current with best practices in accessible design, with a focus on scannable layouts, clear structure, and ease of use.

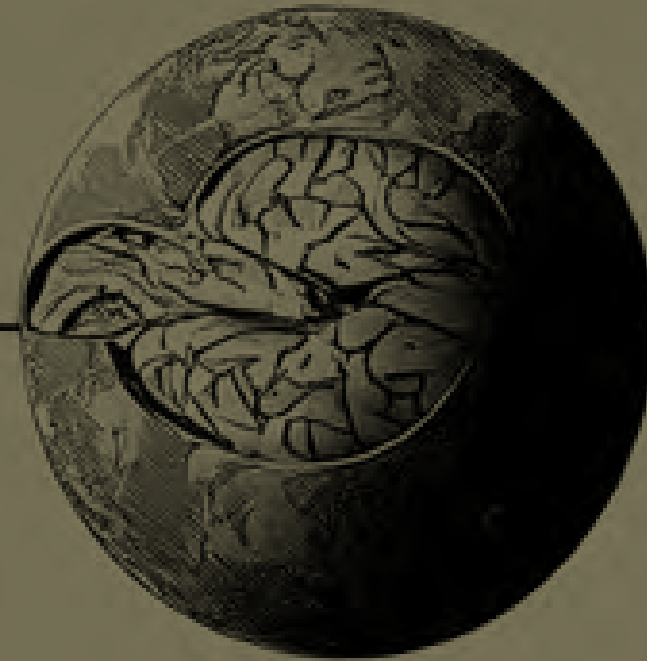
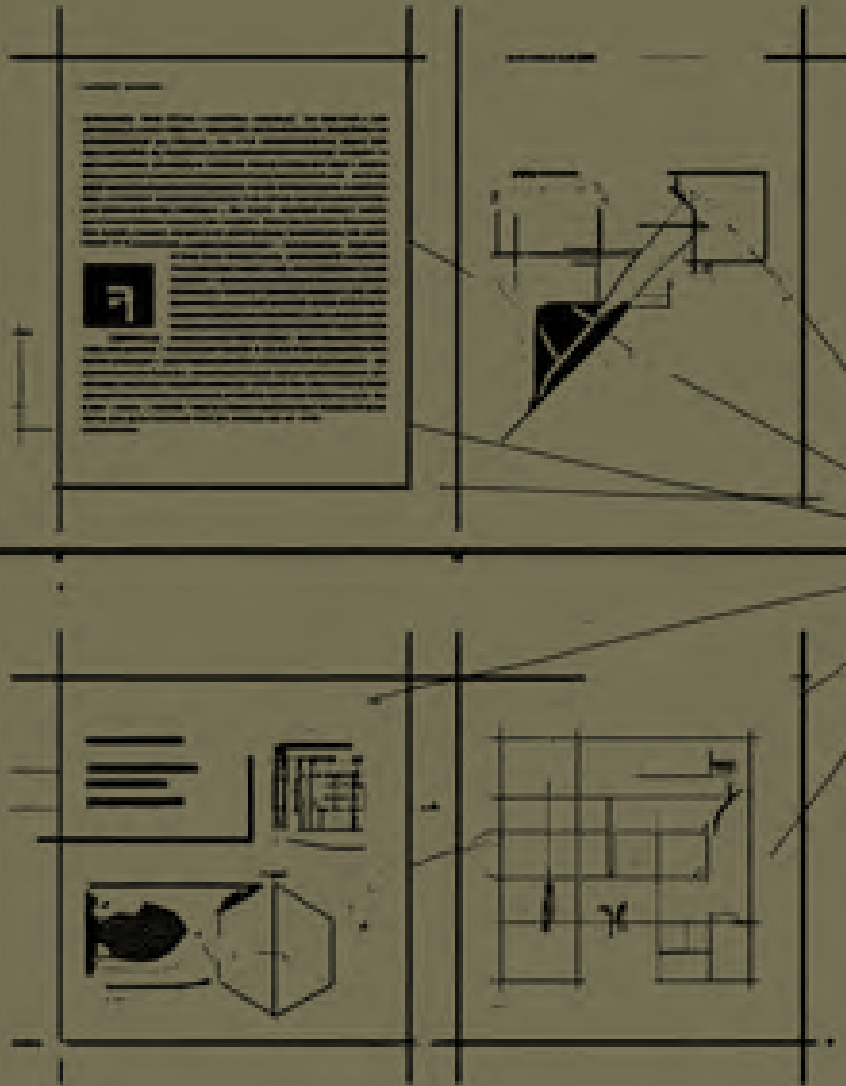
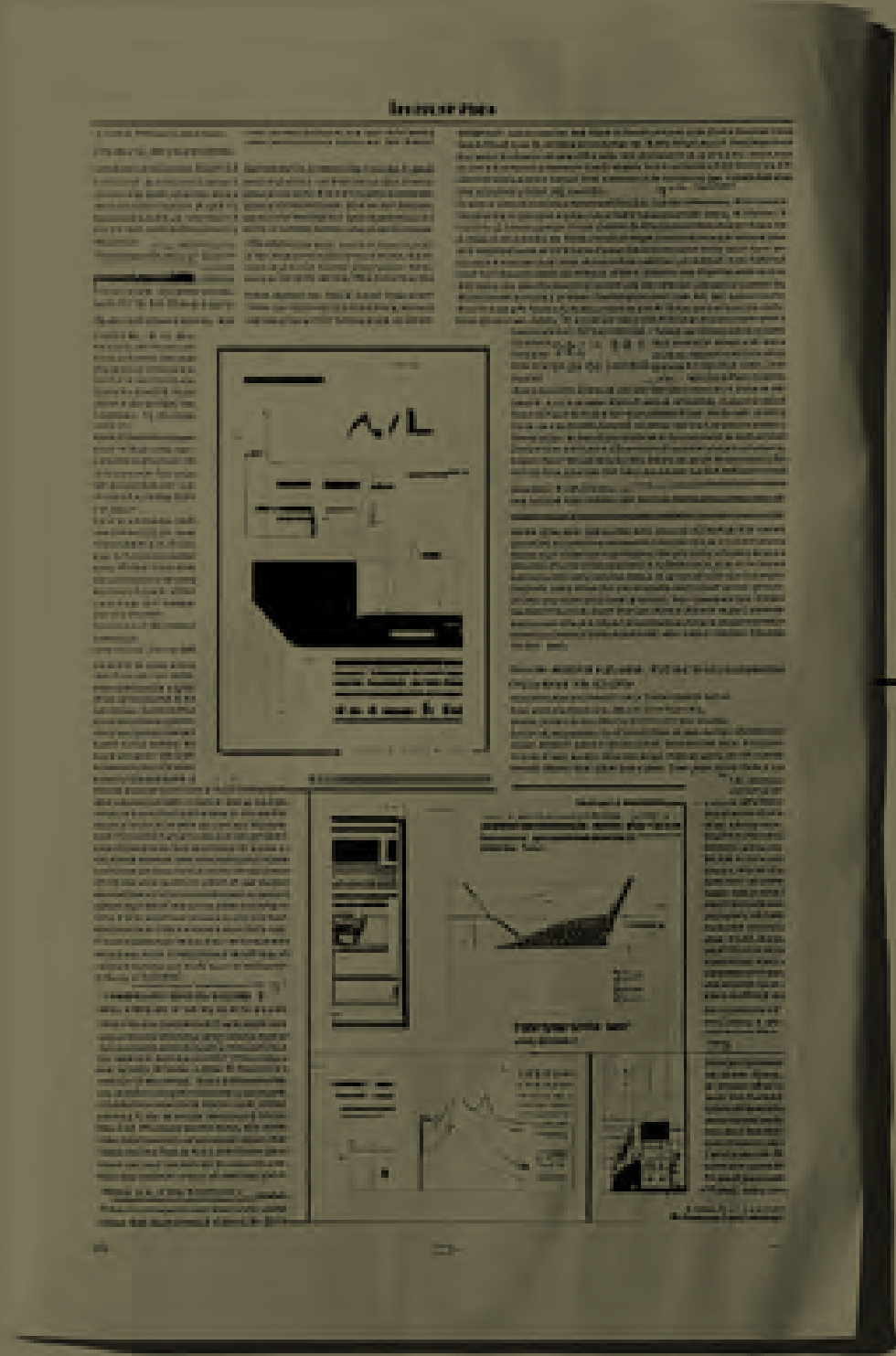
More on our website

01

02

03

04



FEATURED PROJECTS





OUR PHILOSOPHY

Good design makes information easier to understand, organizations easier to recognize, and ideas more likely to create impact.

ENVIRONICS INSTITUTE FOR SURVEY RESEARCH

We recently completed a logo refresh, full brand identity, design assets and templates, and full website design and development, building on our work designing 50+ reports for the Institute since 2019.

[View portfolio](#)



DAILY BREAD FOOD BANK

A magazine-style impact report. Universe introduced key accessibility and usability enhancements, including increased typography scaling, clear heading structure for easier navigation, and callouts that highlight key points for quick scanning.

Brand design by Leo Burnett Canada Ltd.

View report



WEIZMANN CANADA

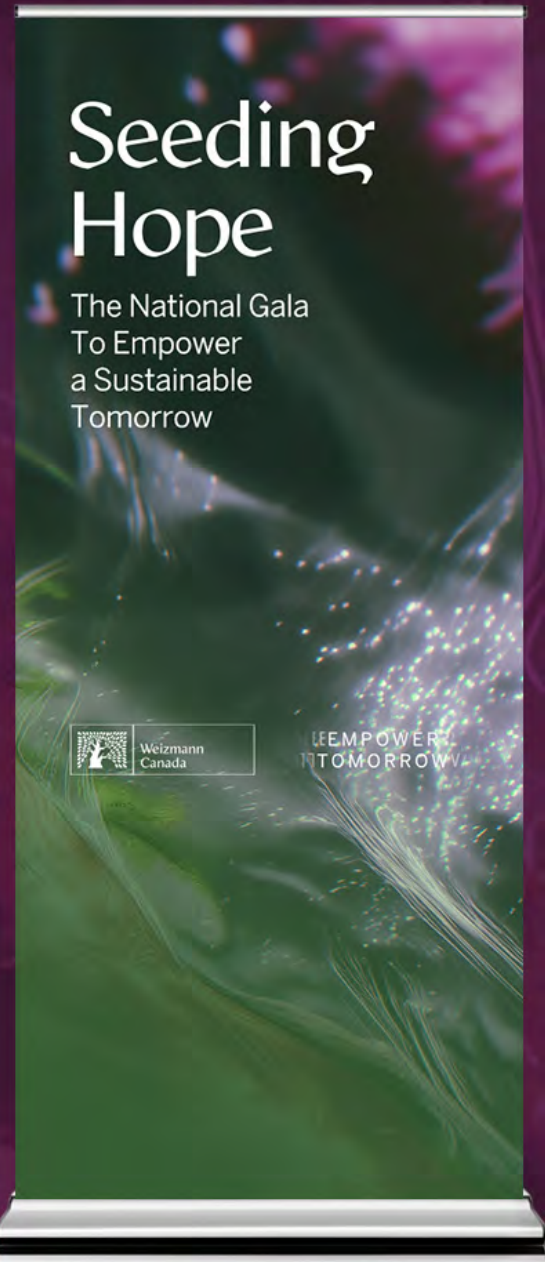
A sophisticated gala branding system designed for Weizmann Canada, including invitations, signage, fundraising materials, social graphics, and event collateral.

[View portfolio](#)



Seeding Hope

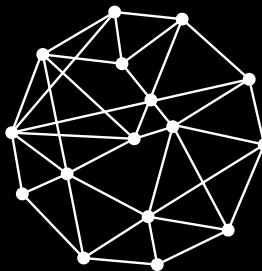
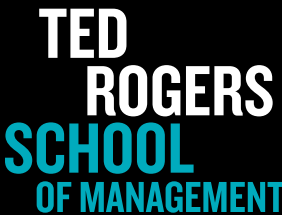
The National Gala
To Empower
a Sustainable
Tomorrow



THE DIVERSITY INSTITUTE & THE WOMEN’S ENTREPRENEURSHIP KNOWLEDGE HUB

From our brand refresh work in 2019, through creating countless design asset systems and reports for both DI & WEKH in the last 6 years, we are proud to continually support their research with powerful, engaging designs and using accessible best practices.

View portfolio



Women Entrepreneurship Knowledge Hub



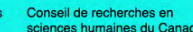
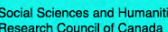
Diversity Assessment Tool App

Preliminary Results from More Than 200 Small, Medium and Large Enterprises



The Intersection of Motherhood & Entrepreneurship



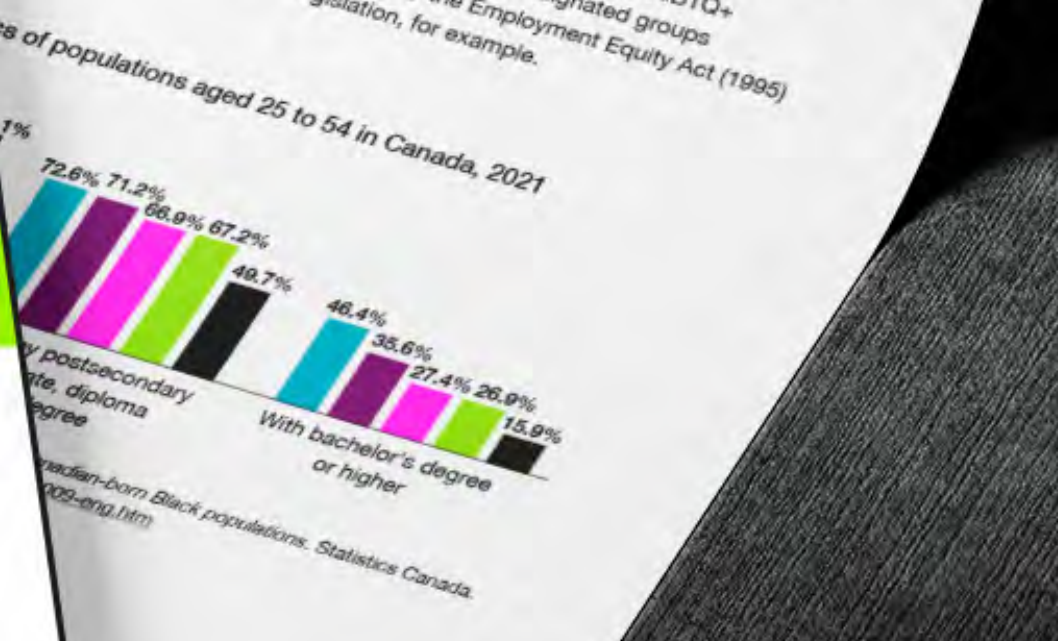






État des lieux de l'entrepreneuriat féminin au Canada : 2024

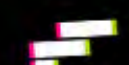




State of Black Economics Report (SOBER) 2025

Insights on Education, Employment and Entrepreneurship

Level of attainment	Percentage
Postsecondary certificate, diploma or degree	72.6%
With bachelor's degree or higher	27.4%
With postsecondary certificate, diploma or degree	71.9%
With bachelor's degree or higher	26.9%
With postsecondary certificate, diploma or degree	66.9%
With bachelor's degree or higher	26.8%
With postsecondary certificate, diploma or degree	67.2%
With bachelor's degree or higher	26.7%
With postsecondary certificate, diploma or degree	48.4%
With bachelor's degree or higher	35.6%
With postsecondary certificate, diploma or degree	40.7%
With bachelor's degree or higher	28.9%





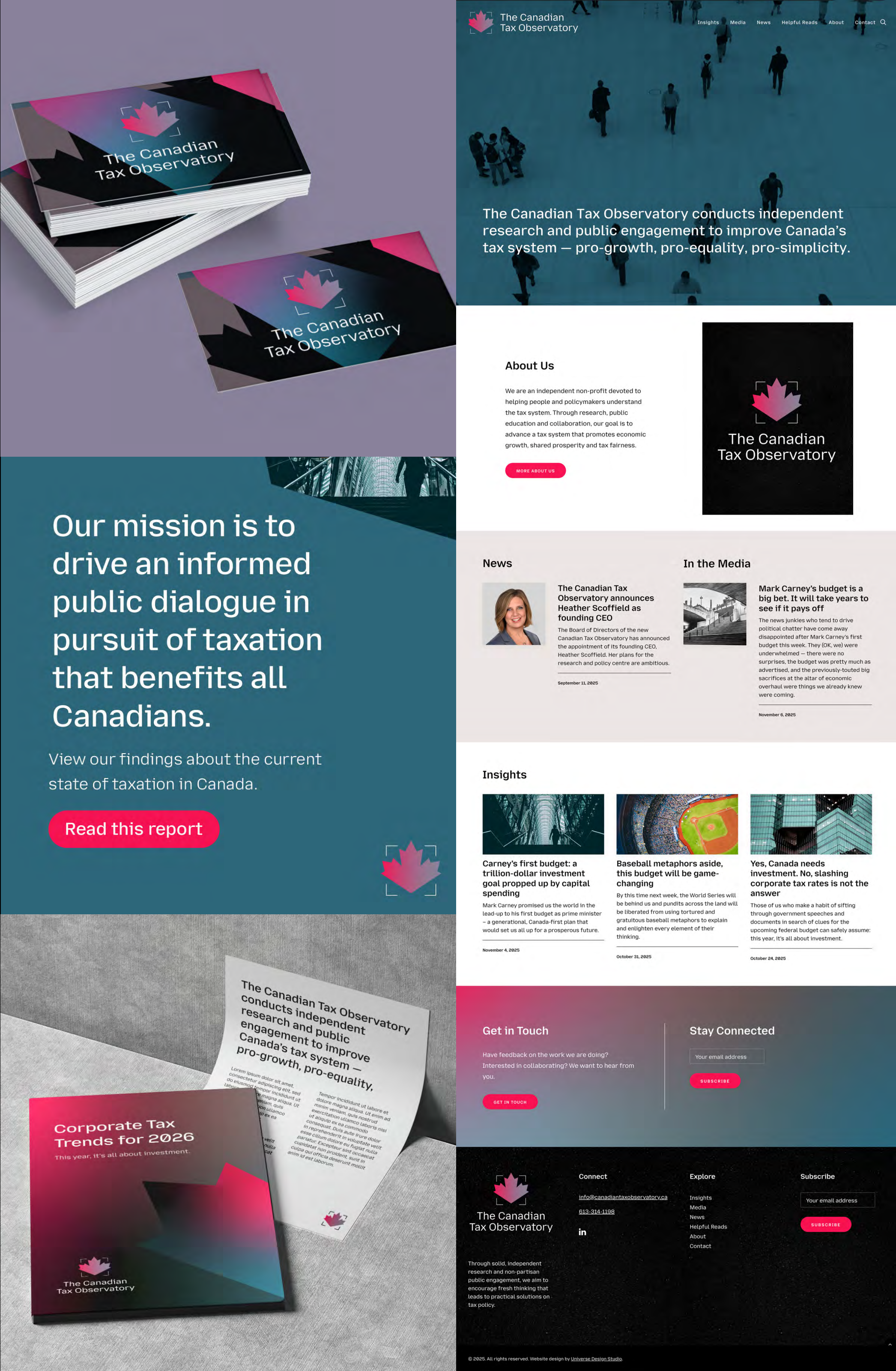
THE CANADIAN TAX OBSERVATORY

We developed the initiative’s new logo and brand identity, designed and developed the website, and created a full suite of supporting design assets.

View portfolio



The Canadian Tax Observatory



THANK YOU!



UNIVERSE

A Design Studio

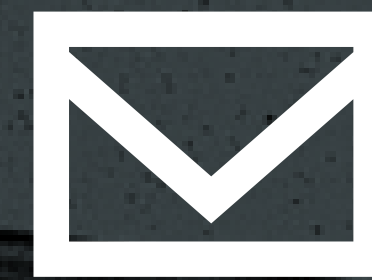
Presentation by Elaine Stam

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email@universedsn.ca



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