

**Company:** Bruce Power, Tiverton, Ontario Canada

**Company Description:** Situated on the shore of Lake Huron, Bruce Power provides nuclear power to one in three homes, hospitals, schools and businesses in Ontario and medical isotopes across the globe to keep medical equipment sterilized and assist in fighting disease.

**Nomination Category:** Publication Categories

**Nomination Sub Category:** Best Annual Report - Privately-Owned Companies

**Nomination Title:** The future is nuclear, Bruce Power Annual Report

1. Provide the applicable creative and production credits for this entry:

Designers: Erin Grandmaison RGD, Jessica Hillis, Stacey Hill and Brooke Boyer

Writers: Tim McKay, Kate Bagshaw, Janelle Blackwell

Photography: Ryan Bolton Photography

Drone Photography: Francis Lodaza

Printer: Flash Reproductions

2. Date this annual report was first distributed:

March 2025

3. Briefly describe this entry's communications objectives and how it met those objectives (up to 200 words):

**Total 196 words used.**

The Annual Report was conceived as a flagship expression of the company's brand—a tactile, visual, and strategic experience that communicates more than numbers. It tells a story of leadership in clean energy, innovation in medical isotopes, and unwavering commitment to safety and community.

The challenge was to translate a complex, technical operation into an accessible, emotionally engaging narrative. The brief was to create something bold along with showing our people and the heart of Bruce Power. Something that industry experts would admire, government officials would remember, and everyday Canadians could feel proud of. This report needed to align with Bruce Power's renewed focus on brand cohesion across platforms. It had to stand alone as a statement piece—yet also serve as a design system that could cascade across social channels, advertising, trade show booths and internal communications.

The final result is more than a report—it's a multi-channel brand experience. The physical piece captures attention with its tactile storytelling: a die-cut nucleus inviting exploration, UV-reactive textures revealing hidden turbine patterns, and a striking colour palette that brings industrial narratives to life. The report proves that a well-crafted brand identity can do more than inform—it can energize a movement.

**Attachments/Videos/Links:**

[The future is nuclear, Bruce Power Annual Report](#)



[REDACTED FOR PUBLICATION]

