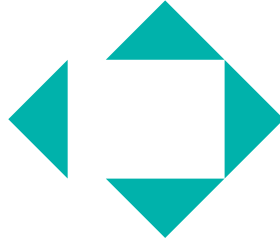


Logo

Good logos are instantly recognized.

They are the focal point for a company's visual identity; the symbol that distinguishes you from the competition.

They raise the profile of a company and its products or services and, ultimately, build a brand awareness in the mind of your audience.



Western Logistics

This company transports furniture from manufacturers in eastern North American to distributors and retailers in the West.



*social enterprise advisors

Propellor

These consultants assist social enterprises with feasibility studies, business plans and 90-day road maps and help them get their initiatives launched or advanced to the next level. Our branding work for them included the name development, identity, marketing communications and website.

designer: Ian McSorley



exchangenergy

The double 'e' infinite loop captures the unlimited potential of geothermal exchange systems. This technology is described by the US EPA as the most energy efficient method available for heating and cooling buildings. Cool! Hot! Yes, you can have it all!

tiny travels.

Tiny Travels

“Your guide to eco-conscious travels with kids.”

This travel documentary series looks at meandering, small-footprint trips (literally) for young families.



A Dozen Days: A Dozen Ways

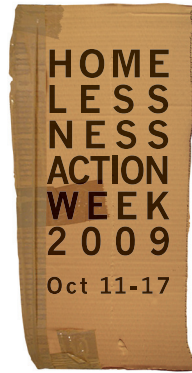
This community challenge blog was created as part of Homelessness Action Week, 2008.

The blog invites you to join the conversation about solutions to homelessness. Selected solutions will be profiled as part of Homelessness Action Week.



Surrey Homelessness & Housing Society

This society grows and manages a fund dedicated to filling the affordable housing void in the City of Surrey — a community near Vancouver, British Columbia where the highest housing prices in Canada have contributed to an affordable housing crisis.



Homelessness Action Week

Launched in 2006, this Metro Vancouver initiative's site (stophomelessness.ca) has become the go-to source of information on causes and solutions to homelessness in British Columbia and the Yukon.

Information on the ubiquitous corrugated cardboard is updated annually.



toxic free!
C a n a d a

Toxic Free Canada

Creating a positive, hopeful identity for an initiative whose name starts with “toxic” was a bit of a challenge! The child releasing Canada’s national symbol on the breeze seemed to capture the essence of hope for a healthy world for future generations.



Adaptive Welding

The simplified, chunky letter forms suggest heavy steel plate and the arc flash and welding rod make the perfect separation. The suggestion of the bead and weld joining the two letter forms conveys this company's focus even before you read the name.



Madcore Conditioning

Think sports bootcamp.

The client came to us with this great name in need of a brand identity. Originally conceived as conditioning camp for youth sports, the venture has now expanded to offer the same training/conditioning for adults.

EcoBuyer

EcoBuyer

EcoBuyer is a resource tool that makes it as easy as possible for you to find environmentally preferable products and services, so you can buy green.

Whether you need to meet your corporate agenda, government's requirements, or for your personal preference, EcoBuyer helps you buy green.

Lombardo's

Pizzeria & Ristorante

Lombardo's

Pizza aficionados have savoured Patti Lombardo's award winning pizza on Commercial Drive since 1986. Their 20th anniversary in 2006, prompted this simple, concise update.



ecomarkets

The EcoMarkets research project is an annual three-part survey of the important patterns in B2B and B2G “green” procurement. It surveys a proprietary EcoBuyer database of 7,000 environmentally-inclined companies across North America.

Green procurement is good business.



Corner Office

Originally called “Hotel Business Centres”, we renamed this London, UK venture “Corner Office” to play off the coveted corporate corner office while suggesting the discrete work station available to visitors during their hotel stay – reinforced further with the tag “stay connected”.



Commercial Drive

Commercial Drive

This destination shopping district in Vancouver, BC was once 'Little Italy'. Today it boasts the second highest concentration of heritage commercial buildings in the city. The 'cornice' of our identity for this neighbourhood pays homage to its roots with a clean, contemporary spin.



Commercial Drive

This seal has become a secondary graphic element for the Commercial Drive business improvement area and is used on all their communications.

It has even been immortalized in their concrete sidewalks. Who says graphic design is ephemeral?!



Urban Wilderness

The primary audience for this contract landscaping company includes design professionals, property managers and high-end residences.

The organic, hand-drawn simplicity of the logo combines the urban geometry of the grid with flourishing plant forms.



Surrey Memorial Hospital
F O U N D A T I O N

Making life better.

Surrey Memorial Hospital Foundation

Projecting a professional image without appearing cold and clinical was our primary challenge. Additional qualities we wanted to suggest included “dynamic”, “organic”, “growth” and “cooperation”.

Advantage Bars

Advantage Bars

This product identity was developed for Korion Communications. The Advantage Bar is a grocery store advertising fixture that separates customer purchases at the check-out. The logo gives an impression of how the product works.



Bikinis

This broiler/bar provides patrons with á la carte ingredients and professional grill facilities where they can prepare their own meals. Preliminary thumbnail sketches for the logo seemed to capture Bikini's spontaneous party atmosphere and were finished with a minimum of tweeking.



The Bridges Initiative

This Web site provides job market information to students, teachers and career counselors, while also providing a forum for industry input to school curriculums. The objective is to match skill sets to opportunities – seldom as obvious as it appears.

CAPILANO SUSPENSION BRIDGE AND PARK

Capilano Suspension Bridge

Despite diversifying with restaurants, gift shops, hiking trails and native carving exhibits, this Vancouver tourist attraction's appeal is still the adrenalin pumping walk across the cable suspension bridge 120 feet above the river canyon below.

This bold logo type is applied to print, signage, billboards and advertising.

Charitable Returns.



Charitable Returns

Benefactors have always supported worthy causes. Charitable Returns finds the best match for both parties and ensures that the donor receives more than a pat on the back. The drop in the pool, ripples in every direction, effecting everything it touches – the perfect metaphor for this venture.



Sensational Cinemotion

The logo and name for BC Showcase motion simulator theatres embody the sense of movement and excitement generated by these entertainment vehicles. Synchronizing the audience's sight and sound with physical movement of the theatre provides an unmatched sensory experience.



Clean Up America!

This product identity is for a US state specific information program.

It provides a comprehensive index to all environmental regulatory agencies and an advertising medium for related products and services.

davis

Lance P. Davis, CA

This word mark fully integrates Davis' professional designation with his name.

Davis Cup

Davis Cup

This Davis Cup is a Vancouver charity event that supports the Giant Steps program for autism.

Participants play 18 holes then attend a dinner and auction with proceeds going to Giant Steps.

A horizontal variation of this logotype was applied to golf tees and the version shown here went on balls, caps, golf shirts and collateral.

DynaVision **on board***

DynaVision

This company designs and manufactures laser sensors that measure distance and profile objects. When these sensors are an integral part of bigger systems the “DynaVision on board” logo is used to build awareness of their hidden technology.



Electro Systems

This electronics firm designs, manufactures and distributes consumer and industrial products worldwide. The acronym says “electronics”; is easily applied to products and transcends language barriers.



Enterprising Non Profits

This partnership of financial institutions, foundations and Industry Canada provides funding to non-profit social enterprises to assist in the development of business plans, market research and marketing plans – activities that progressively help sharpen their focus and develop strategies.

ēthos

Ethos Strategy Group

Ethos provides research, communications and strategic planning services that help define the culture of organizations – that spontaneously circled, unknown quantity that is unique to each enterprise they work with.



euro events

This on-line service provides information and booking services for events of interest throughout Europe.

This festive identity incorporates landmarks for several countries in one, cohesive icon



Vancouver Flower & Garden Show

Don Fraser's long-term active involvement in the Vancouver horticultural industry was taken even farther with the establishment of this biennial show for garden enthusiasts.

This 2 day event provides a forum for every type of product and service catering to one of the fastest growing market segments in the Pacific Northwest.



Gemcom Software International

Gemcom's software lets mining companies view underground ore deposits in 3D – effectively giving you a transparent view of the world.

The logo reinforces their global distribution and product support.

designer: Ian McSorley

Identity was one component of client's BC Export Excellence Award for Excellence in Marketing Innovation and Canadian Export Development Award of Excellence

GemTeck



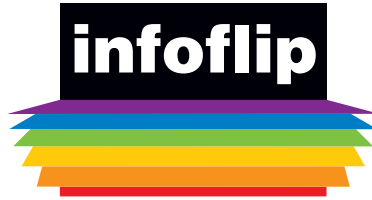
GemTeck

Teck Corporation initially developed environmental monitoring software for use in their mining operations. This joint venture will capitalize on Gemcom's ability to enhance the product and market it through their established distribution channels.



Hairdex.com

This web portal brought together salon owners,
product manufacturers and distributors.
The Warhol inspired identity appealed to the chic,
stylish, creative sensibility of the industry.
It's a dot-bomb. Still like the identity though!



Infoflip Systems

This patented reference book format uses a vertical page that flips up and down. Information is cross referenced using colour and imposition. The reader can start anywhere in the book and use links to flip to any relevant portion of the publication.



InTime Solutions Inc.

The void of the circular element can be filled perfectly by the “i” of inTime which suggests a person. This scheduling software puts the right person in the right place at the right time and generates substantial savings in administrative time and payroll costs for the companies using it.



Kelly Brooks, Illustrator

Rendered in Kelly's graphic style,
this combination of hand and eye communicates
her distinctive method of working
– loose and interpretive.



Trevor Linden Foundation

“The Captain With Heart” formalized his commitment to charities in 1997 with the Trevor Linden Foundation.

The combination of Trevor’s hand print with the stylized heart integrates “giving” and “compassion”.



Laser Measurement International

LMI manufactures equipment that is used to measure and profile objects in industrial process applications.

This logotype raises the profile of this hidden technology by branding the equipment that it is incorporated in.



Nightline Backup

This firm provides secure, reliable, remote computer backup to PC users. The infinite loop, which forms the "N", is also a symbol for data and illustrates the unlimited capacity this method of archiving provides.



Ocean Salmon Adventures

For years our old friend, Wayne Laughren, catered our summer barbecue. Clients and friends enjoyed an amazing feast of fresh, BC wild salmon.

In exchange, we designed the identity for his sports fishing charter business and provided design services for his marketing materials. Wayne now has a B&B and charter business in Sooke, BC.

PACIFICA

Pacifica

Organized by the Canada Pacific Publishing Society, Pacifica is a biennial trade show for the Pacific Rim publishing industry.

Launched in Vancouver in the spring of '93, this brain child of Scott McIntyre was established to foster the expansion of the Pacific region book market.



Point No Point

Evocative of the classic CP travel image established in the 1930s, this Vancouver Island Resort offers accommodation ranging from the nostalgic Canadiana of the 50s to lavishly appointed contemporary duplexes.



R A I N D O G S

RainDogs

This Vancouver band might be howlin' at the moon
if they lived almost anywhere else on the globe.

Not one to let their spirits be dampened by the
weather, they howl at the next best thing.



Rep Art

The identity for Rep Art consisted of a group of four separate logos. Each stationery item used its own graphic element. The seal with the aircraft was applied to envelopes, a steam ship went on shipping labels, the postie was on the letterhead, and the telephone was on business cards.



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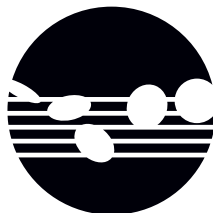
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The Opera Round Table

This special group of patrons provide significant financial support to the Vancouver Opera. The coin bouncing across the musical staff merges the concepts of funding and music.



SelfCare Home Health Products

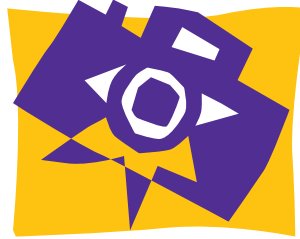
This company provides products and services to help people care for themselves in their homes.



Speed Shift

InTime Solutions develops staff scheduling software for specific industries in vertical markets.

Speed Shift supplies the same ease of use and scheduling control to a broader user base. The checker flag reinforces the name and associations with high performance, speed and winning.



Naomi Stevens Photographer

This expressive depiction of the 35mm camera conveys the sense of energy Naomi wanted her logo to communicate.

The two colour design provides a striking graphic solution with an economy of means.



Taste Music Productions

Despite the impact of the digital revolution, creativity still relies on the talent of the individual.

Bill Sample wanted a mark for his music production company that was obviously high touch, low tech.

The spiral at once suggests energy, sound waves, the human ear and hints at the treble clef.



BC Trade Corporation

Every 2 years the Abbotsford Air Show hosts an aerospace industry trade show.

BC Trade provides a venue for any aerospace company pursuing new opportunities.

“Touch Down in BC” merges an industry icon with the welcoming posture of our aerospace companies.



Transportation Synergies

This long-haul freight provider distinguishes themselves by providing services to a vertical market.

Their thorough understanding of logistics for office furnishing manufacturers allows them to dominate this niche. The open road and "Synergies" reinforce their unique position.



Tubular Track

Tubular Track

This method of rail construction almost eliminates track maintenance by supporting each rail on a continuous foundation “tube” of steel reinforced grout.

The logo depicts every rail owners dream of uninterrupted track from here to the horizon.

UNDERSEA ADVENTURE

Undersea Adventures

This film title for British Columbia Showcase was designed to work equally well in black & white or full colour. The simple split fountain colour treatment shown here was used on screen printed garments and production signage.

Waterworks

Waterworks

This software product from Synex Systems is used in the design and analysis of water pipe networks.

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