

# Aspirational Brand Design

PORTFOLIO

BLACKCOFFEE

A BRAND AGENCY



# Welcome & Enjoy



I'm Shannon Larkins, chief brand barista and business strategist at Blackcoffee. My passion is helping people like you build a business that people fall in love with – and stay madly in love with – year after year.

It starts with brand. And by brand I don't mean your logo.

Brand is how your clients experience your business.

Brand is the thread count of your company's red carpet. It's how it feels to your clients when they walk it. It's the luxury of your offerings and intelligence of your pricing. The beauty of your website and ease of its navigation. It's every campaign you roll out and every customer you help. Every crisis you handle gracefully and every one you avoid to begin with.

From that first encounter with a brand – no matter how brief – customers know they're lucky to have found you. Everything feels deliberate, thoughtful, intentional. People know a brand experience is more expensive. They're eager to pay for it because you've assured them you are the best.

The following pages showcase some of the brands we've helped launch over the years. Please enjoy your journey through this portfolio of projects and get in touch if you have questions or to book a discovery call to discuss your project.



**Shannon Larkins**  
Founder, Blackcoffee Studio

[Shannon@BlackcoffeeStudio.com](mailto:Shannon@BlackcoffeeStudio.com)  
403.805.4778

Over the course of 15+ years, Shannon has grown Blackcoffee Studio out of a love for building brands and reputations. She serves up Blackcoffee as a morning ritual while caffeinating clients and readers on the regular.

# Blackcoffee Portfolio

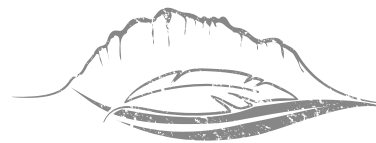
We've worked for hundreds of wonderful clients over the years - from government agencies to small solopreneurs - and are thrilled to share a variety of their projects with you here. If you'd like more information, please feel free to get in touch at [Hello@BlackcoffeeStudio.com](mailto:Hello@BlackcoffeeStudio.com)

The Luxury Trave Agency **4**  
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Toombs

AW





THE  
LUXURY  
TRAVEL AGENCY



Passionate travellers with a penchant for indulging, Nabeel Alateeqi and Andrew Satkowiak lead **The Luxury Travel Agency**. They came to us for a full rebrand that would appropriately showcase their craft.

Their call came at the height of the pandemic when they knew they wouldn't be booking luxury cruises or beautiful beachy weddings. They wanted to prepare for the pent up desires of a world that spent a year-plus locked down.

We created an iconic brand that stands for service, pleasure and luxurious travel.

#### Services

- Brand strategy
- Story development
- Brand visuals
- Brand voice
- Website design and development
- Business cards
- Marketing collateral
- Social Media"

**TheLuxuryTravelAgency.com**

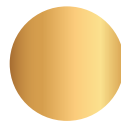


THE  
LUXURY  
TRAVEL AGENCY

#### COLORS



DARK  
GREEN



GOLD



AQUA  
GREEN

#### STAMP



#### FONTS

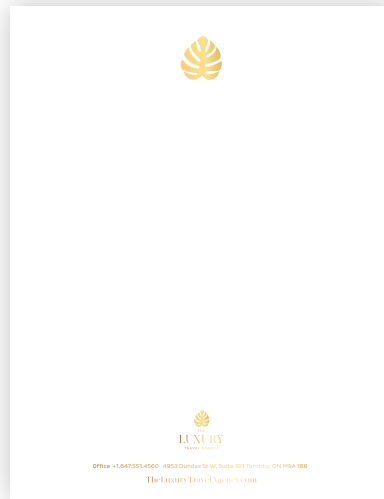
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PLUTO SANS

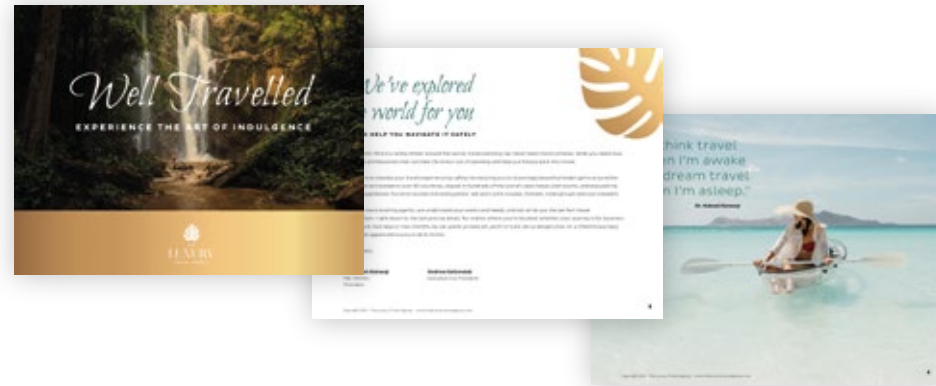
# Brand Execution



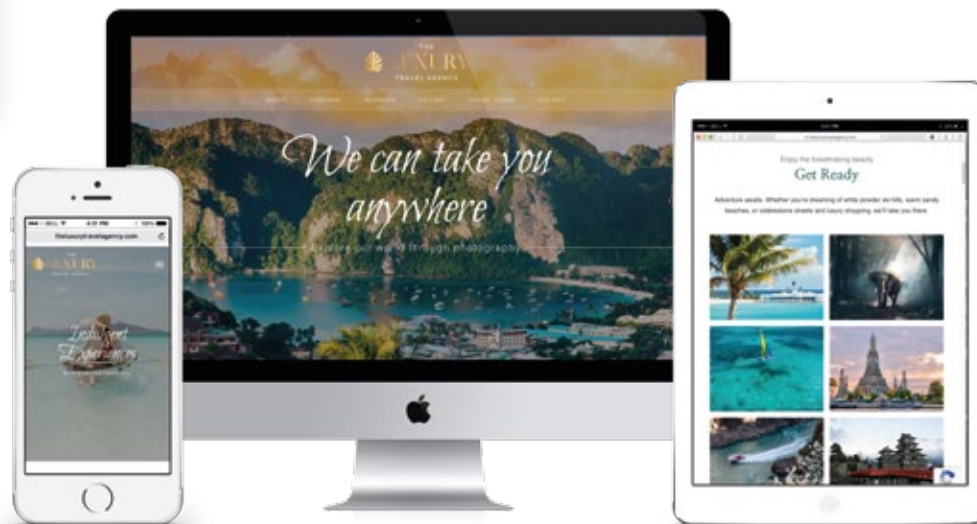
LETTERHEAD



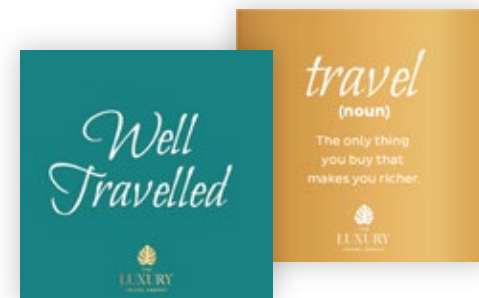
BUSINESS CARDS



BOOKLET



WEBSITE



INSTAGRAM SQUARES





**Toombs**, a local leader in Calgary's outplacement and HR market, needed a brand refresh that would emotionally connect and compel their clients to action.

Given the level of upheaval in the labour marketplace, impact on careers, and new offerings by the company, the team asked themselves and their clients if their communication and identity reflected the firm they are today. The answer was no.

We embarked on a strategic process that would properly present the company in a new light and today's reality.

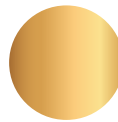
#### Services

- Research
- Brand strategy
- Story development
- Brand identity
- Brand voice
- Copywriting
- Photography direction
- Website design and development
- Marketing collateral

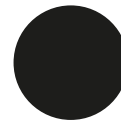
**ToombsInc.com**



#### COLORS



GOLD



BLACK

#### STAMP



#### ANNIVERSARY LOGO



#### FONTS

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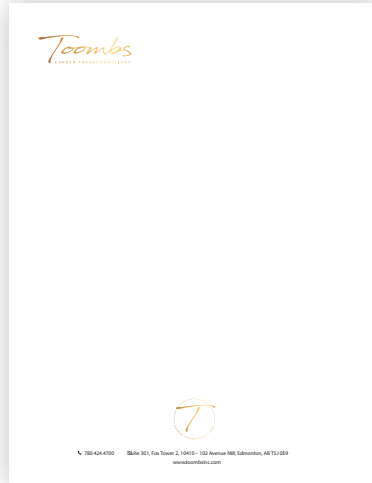
#### UNIFORM MEDIUM

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#### JAVACOM



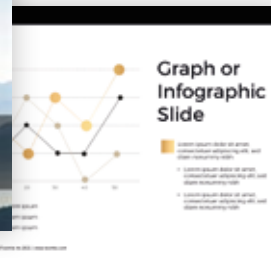
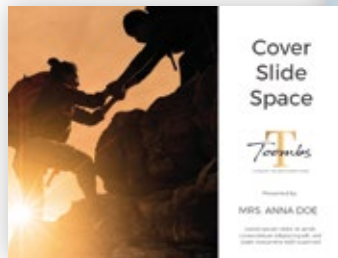
# Brand Execution



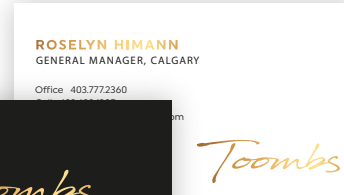
LETTERHEAD



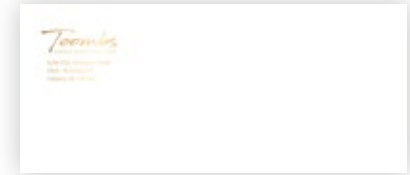
POSTCARD



PPT TEMPLATE



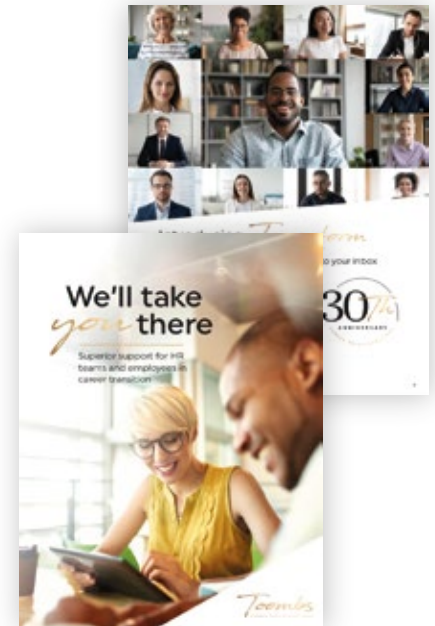
BUSINESS CARDS



ENVELOPE



WEBSITE



MAGAZINE



**Relax. You're home.**



**Alec Williams** came to us looking for a new website. The challenge was to differentiate his unique high-end home building practice from the competition. Alec's existing site and promotional materials were adequate but we took them to remarkable through sharing his personal story and highlighting why working with Alec Williams Construction is a step above working with others in his field.

#### Services

- Brand Strategy
- Visual Identity
- Copywriting
- Photography
- Custom Website
- Social Media
- Digital Newsletter
- Brand Writing
- Marketing Campaigns

**AlecWilliamsConstruction.ca**



#### COLORS



BLUE



GRAY



#### FONT

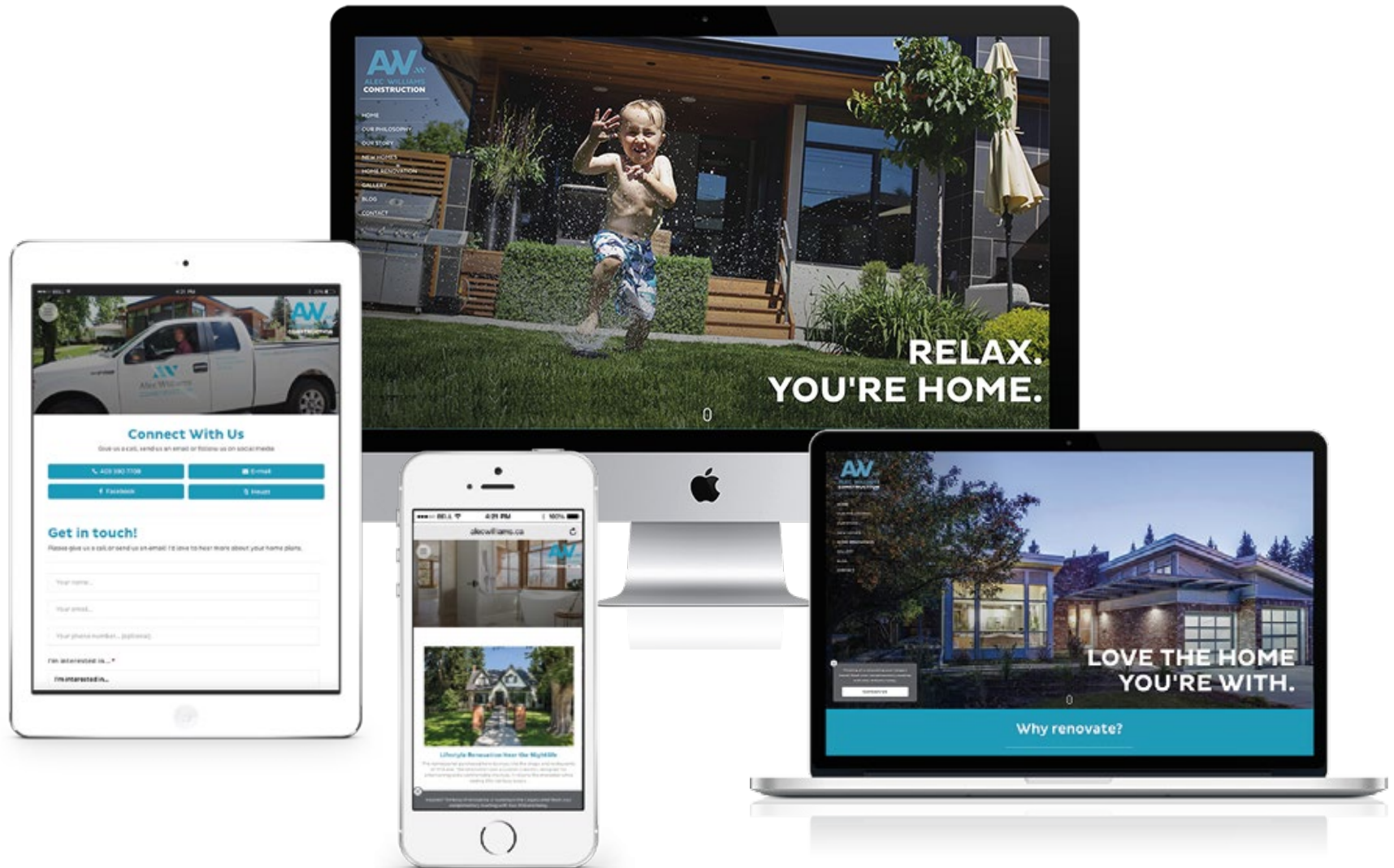
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PLUTO SANS

#### THEME

**RELAX. YOU'RE HOME**

# Web and User Experience Design



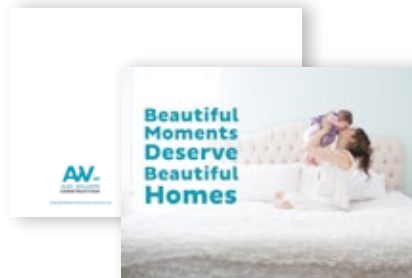
# Brand Execution



BUSINESS CARDS



TRUCK WRAP



POSTCARDS



MAGAZINE AD



SALES KIT



Custom Home Builds and Renovations <sup>AW</sup>

BUS BENCH



PHOTOGRAPHY



**SUSTAINABLE DEVELOPMENT  
TECHNOLOGY CANADA**

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**TECHNOLOGIES DU DEVELOPPEMENT  
DURABLE CANADA**



## Sustainable Development

**Technology Canada** came to us with an accidental and overly complicated brand. Our work started with strategy, helping the federal agency uncover their unique value proposition by identifying core objectives and developing strong key messages. The strategy provided precise direction for a new visual identity that was in line with the organization's goals.

## Services

- Brand Strategy
- Brand Refresh
- Visual Identity
- Communications Strategy
- Key Message Development
- Copywriting
- Custom Website
- Photography
- Print Materials

## LOGO



## COLORS



BLUE

GREEN



GRADIENT

## FONT

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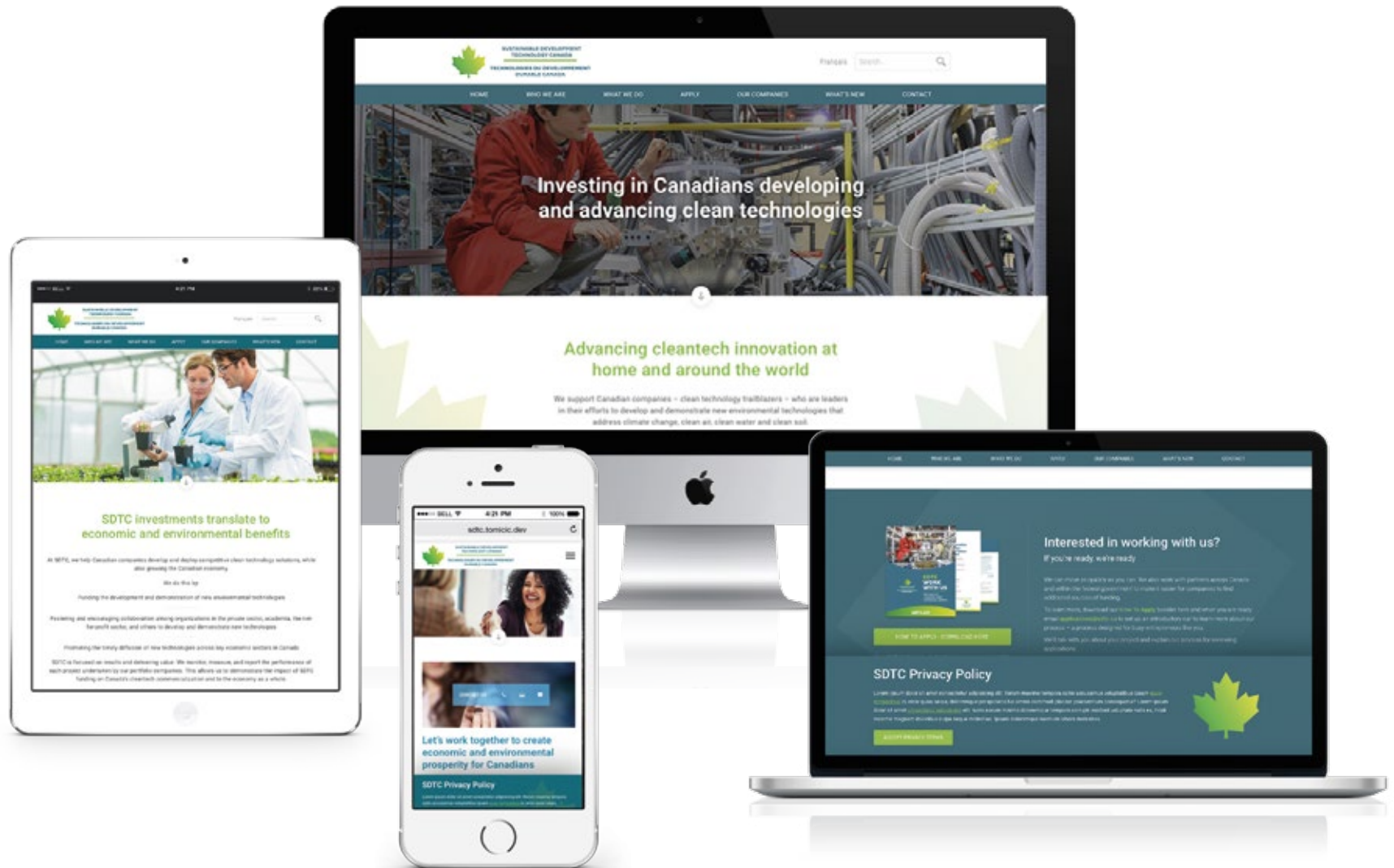
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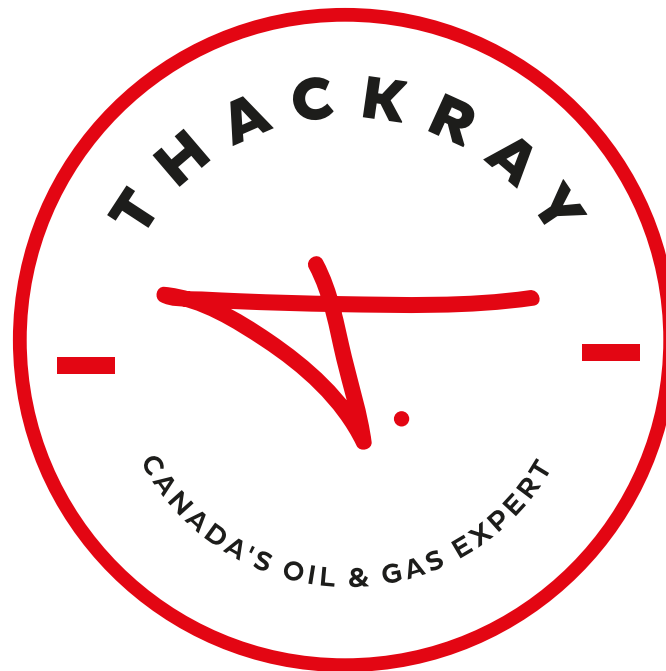
PLUTO SANS FAMILY



# Web and User Experience Design









**Michael Thackray** came to us with the goal of creating a bold brand strategy and robust website that would showcase his depth of expertise in the oil and gas field. By listening closely to the client, Thackray's engaging brand emerged. Bold colours, strong visuals, and a clean website tell the story of this important Canadian treasure.

#### Services

- Brand Strategy
- Visual Identity
- Copywriting
- Photography
- Custom Website
- Corporate Stationery Package

**MichaelThackray.com**



CANADA'S OIL & GAS EXPERT

#### COLORS



RED



BLACK

#### STAMP

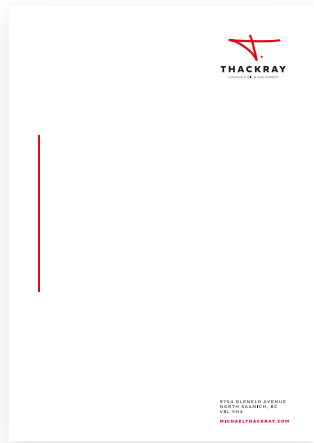


#### FONT

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PLUTO SANS

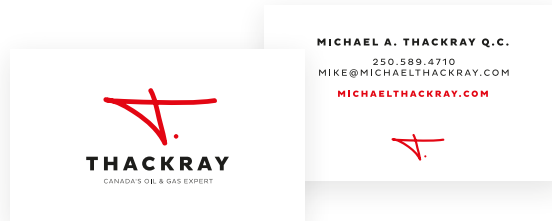
# Brand Execution



LETTERHEAD



FULLY RESPONSIVE WEBSITE



BUSINESS CARDS



WEBSITE



OTHER MATERIALS



PHOTOGRAPHY





Recording artist **Gloria Kae** came to Blackcoffee hoping to launch a brand that would capture hearts. Knowing she deserved a look as breathtaking as her musical performances, we set to work telling her story through stunning visual design and captivating copy. We also included an online booking system and seamlessly integrated album links to spotify and iTunes for an exceptional user experience.

#### Services

- Brand Strategy
- Visual Identity
- Copywriting
- Photography
- Web Design

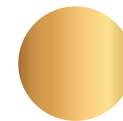
**GloriaKae.com**



#### COLORS



BLUE



GOLD

#### FONTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
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0123456789

CAROLYNA PRO

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UNNA



brave birds  
BOLD LEADERSHIP

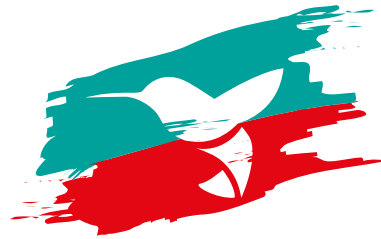


When **Tracy Balash** was ready to launch her coaching business, she came to us with the goal of creating a daring brand strategy that would perfectly connect with her target audiences. Starting from scratch, we came up with unique name and rolled out a website, blog and podcast that keep her audiences engaged.

#### Services

- Brand Strategy
- Visual Identity
- Illustration
- Copywriting
- Custom Website
- Blog
- Podcast

**BraveBirdsStudio.com**



brave birds

BOLD LEADERSHIP

#### COLORS



RED



TURQUOISE

#### NAME

brave birds

#### FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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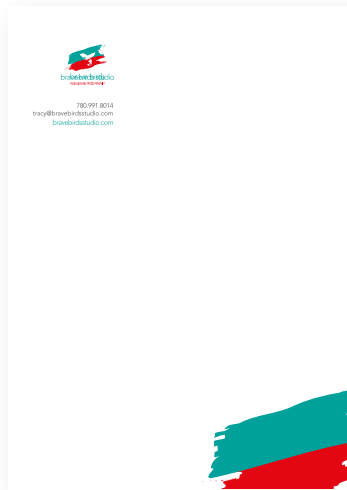
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HELVENUE THIN

#### THEME

LEARN TO FLY

# Brand Execution



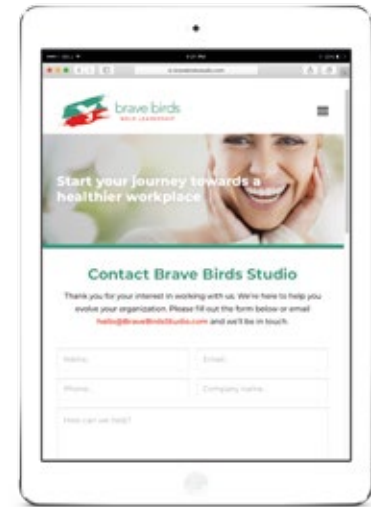
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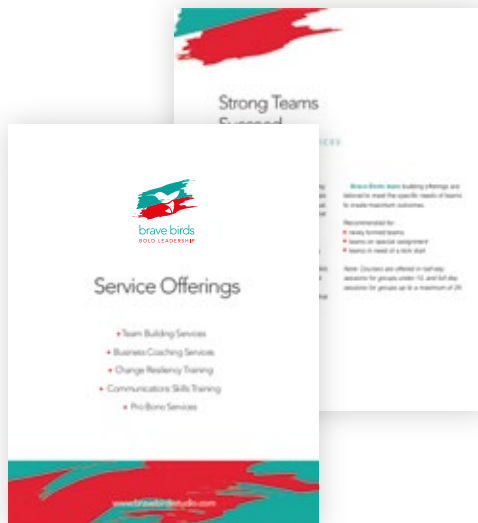
BUSINESS CARDS



WEBSITE



PODCAST



SALES KIT



RESPONSIVE DESIGN



MAGAZINE





# TRINITY HILLS

A WEST SIDE URBAN COMMUNITY



### Trinity Development Group

purchased 260 acres of controversial land. It was a risky \$40 million investment as development applications for this property had been turned down for the last 50 years. Trinity needed a communications partner to help them bring forward an exceptional proposal for an urban village on the City's west side and that's what we did. We told their story with emotion and passion through the right communication channels.

### Services

- Media Relations
- Brand Strategy
- Visual Identity
- Copywriting
- Custom Website
- Blog
- Digital Newsletter
- 5-year Marketing Campaign
- Stakeholder Relations
- Print Materials

**TrinityHills.ca**



## TRINITY HILLS

### COLORS



DARK  
GRAY



BLUE



LIGHT  
BLUE



GRADIENT



GREEN



LIGHT  
GREEN



GRADIENT

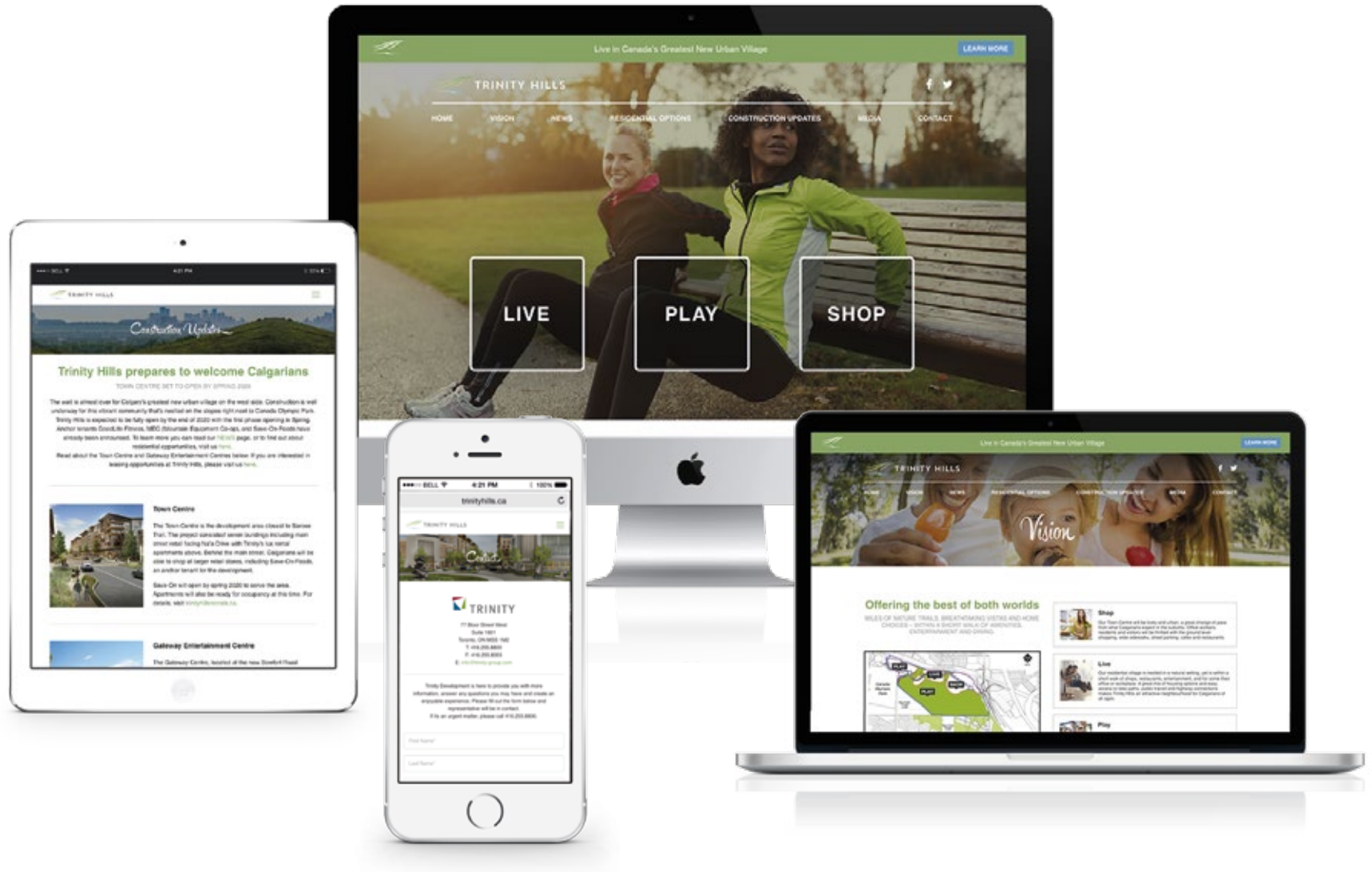
### FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

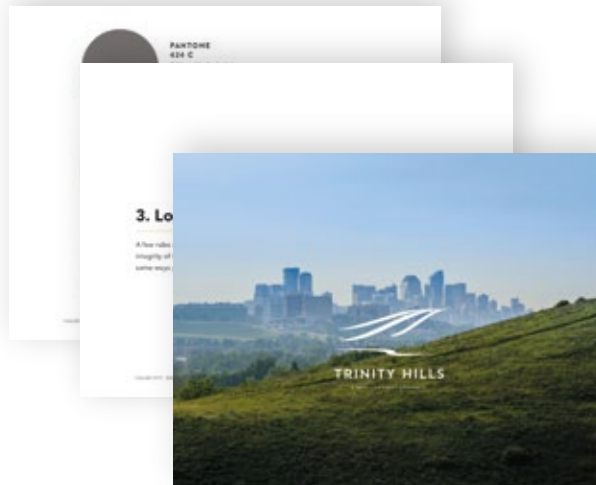
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TREND SANS ONE

# Web and User Experience Design



# Brand Execution



BRAND GUIDELINES



STAKEHOLDER RELATIONS MATERIALS



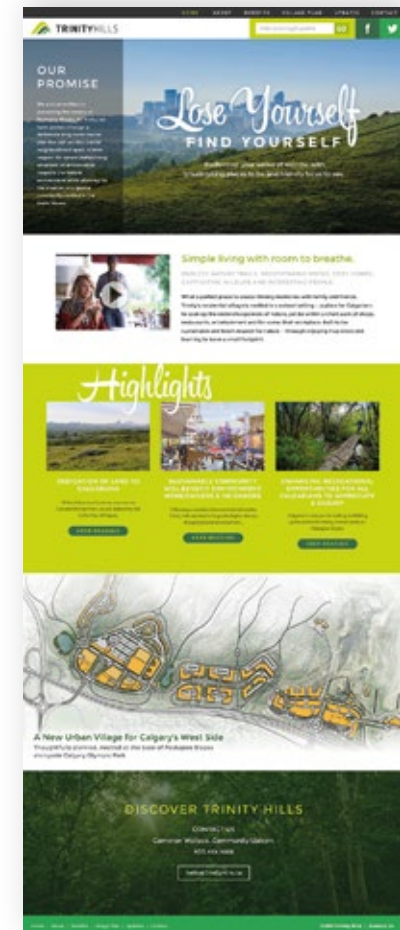
MEDIA RELATIONS



ADVERTISING



PHOTOGRAPHY



LANDING PAGE



# STONEY NATION

• JOB RESOURCE CENTER •



Blackcoffee first connected with **Stoney Nation** community in 2013 when horrific floods swept through the area devastating many. We were called to manage the specialized crisis communications required at the time. Following the floods, we were asked to help launch the Stoney Nation Job Center, an initiative to connect those in the community to valuable jobs. From brand strategy, through the development of visual identity, copywriting and web design, the launch was perfectly executed and we've stayed partners for more than six years. In 2018, we were invited to refresh the brand and website for the community's women's shelter, a vital service that we are honoured to support.

#### Services

- Crisis Communications
- Social Media Campaign
- Brand Strategy
- Communications Strategy
- Copywriting
- Custom Websites
- Photography
- Print Materials

**StoneyJobs.ca / EaglesNestShelter.ca**

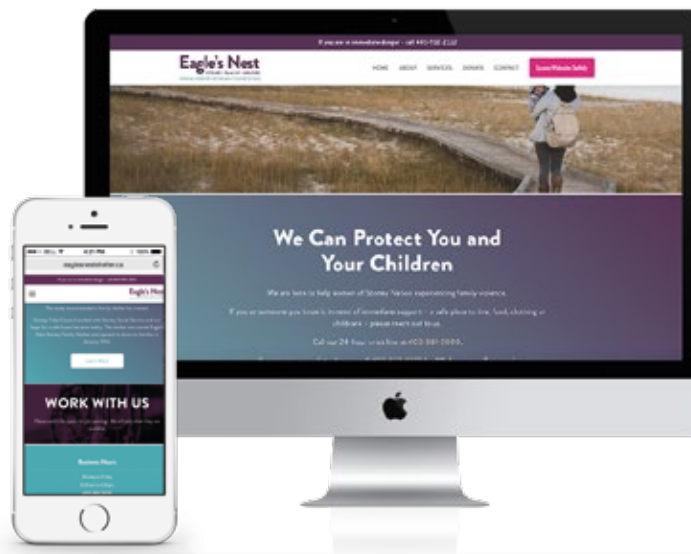


**STONEY NATION**  
· JOB RESOURCE CENTER ·



**Eagle's Nest**  
STONEY FAMILY SHELTER  
RHUYA HORHPI IETHKABI TIOSPE GIYABI

# Web and User Experience Design



BLACKCOFFEE

A BRAND AGENCY



At **Blackcoffee**, we've redefined **LUXURY**. We believe luxury is about a level of service, the intersection of stunning design and savvy strategy. Luxury is not about price point. Our definition allows you to level up, attract premium customers and charge what you are worth.

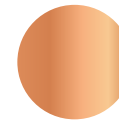
Blackcoffee Studio is a premium brand development agency catering to clients at home in Calgary, Canada and across the globe. First launched in 2002, Blackcoffee focused on elite communications and marketing strategies, high risk media relations and crisis communications. As the world evolved, we evolved with it adding a full studio component that allows us to marry the power of strategy with premium design.

We develop brands and manage reputations for entrepreneurs and businesses a cut above. The brands we create captivate, drive ROI and ensure solid gold reputations.

# BLACKCOFFEE

## A BRAND AGENCY

### COLORS



COOPER



GREEN

### FONTS

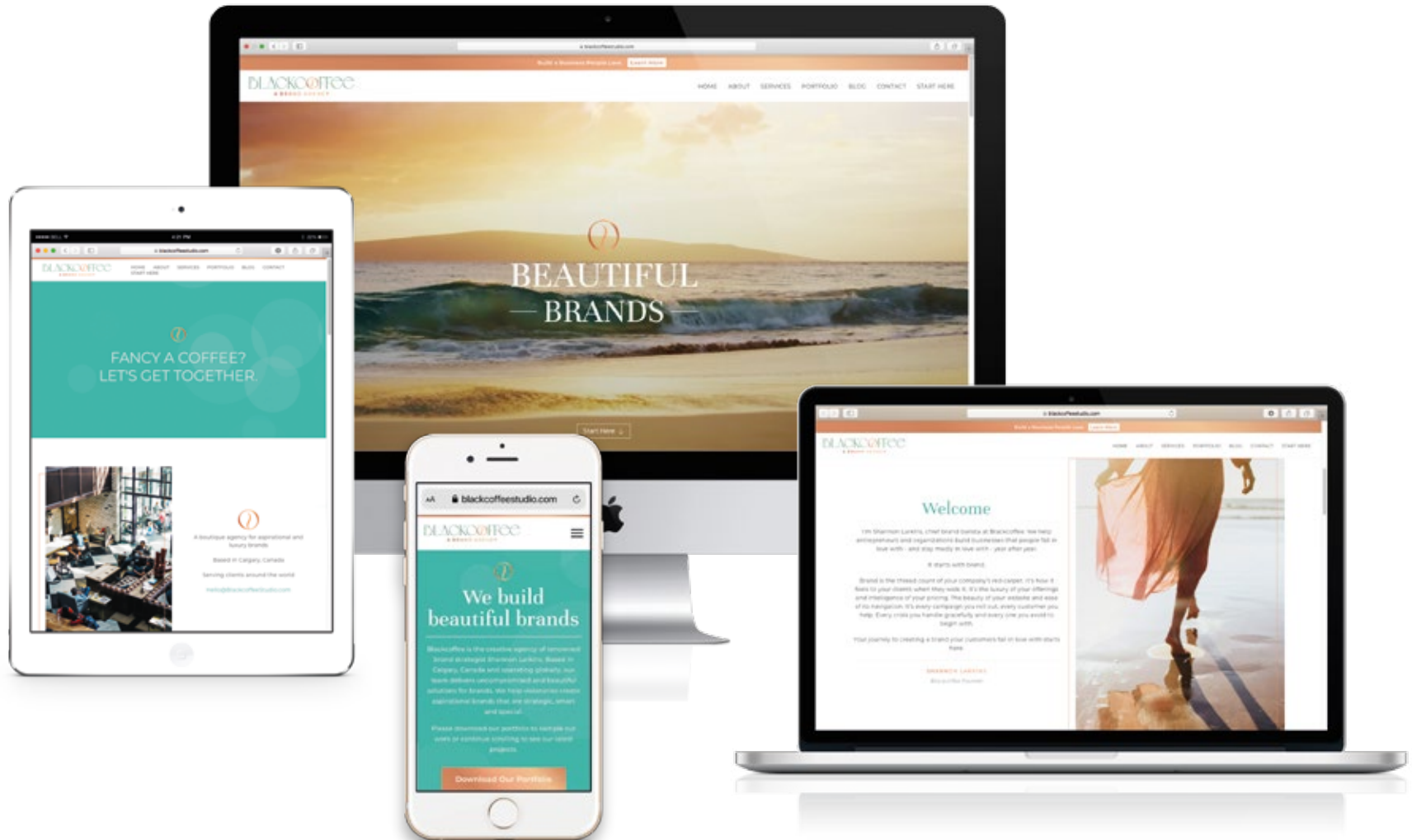
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BLOSTA

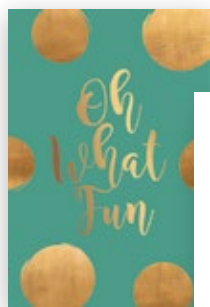
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PLUTO SANS

# Web and User Experience Design



# Brand Execution



CHRISTMAS POSTCARD



SALES KIT



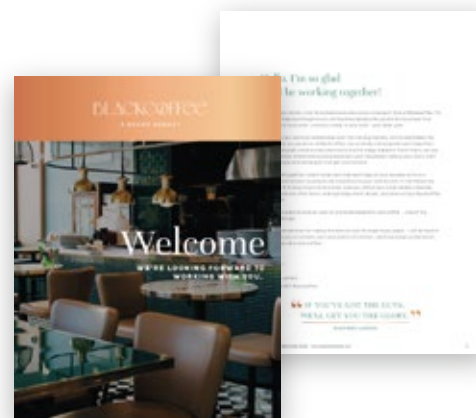
MEDIA RELATIONS



CHRISTMAS GIVING PACKAGES



INSTAGRAM SQUARES



ONBOARDING PROGRAMS



BLACKCOFFEE MAGAZINE

A close-up photograph of a hand holding a dark-colored cup, likely coffee. The hand is positioned in the center, with fingers wrapped around the handle. The entire image is overlaid with a semi-transparent teal color. The text is placed over the central part of the image, primarily over the cup and the hand.

# A Luxury Blend

Selecting, roasting and brewing coffee beans is an art.  
A tradition we borrow from when we work to define,  
articulate and craft the perfect brand.

We spend our days tweaking, blending, creating and testing  
until a brand comes to life to tell a story ... perfectly.  
Often the adventure starts with a conversation and a great  
cup of coffee.

So take a moment, brew a cup of your favourite blend.  
Then fueled by the power of caffeine and a desire to build a  
better business, let's get down to work.

## BLACKCOFFEE

A BRAND AGENCY