



BEAUTIFUL BRANDS

FOR START-UPS, ESTABLISHED BUSINESSES, NON-PROFITS, AND LARGE CORPORATIONS

BLACKCOFFEE

A BOUTIQUE AGENCY FOR ASPIRATIONAL AND LUXURY BRANDS

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.



Shannon Larkins
Founder, Blackcoffee Studio

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

The following pages showcase some of the brands that Blackcoffee has helped launch. We've created successful brands and hardworking websites for clients of all shapes and sizes — from corporations to government agencies, non-profits, and solopreneurs. Please enjoy your journey through our portfolio. If you have questions or would like to book a discovery call to discuss your brand, send us an email at Hello@BlackcoffeeStudio.com.

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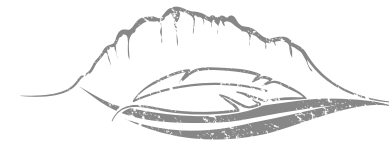
Meredith
Boessenkool



Toombs

AW

jo





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

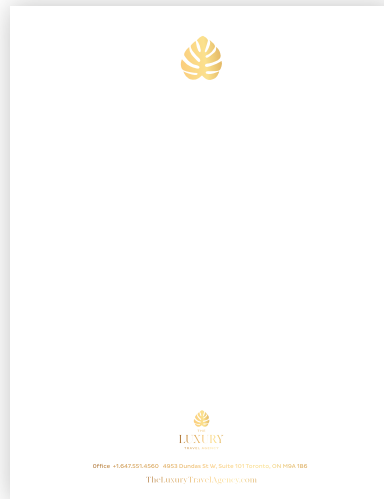
- Brand strategy
- Story development
- Brand visuals
- Brand voice
- Website design and development
- Business cards
- Marketing collateral
- Social Media

TheLuxuryTravelAgency.com



THE LUXURY TRAVEL AGENCY

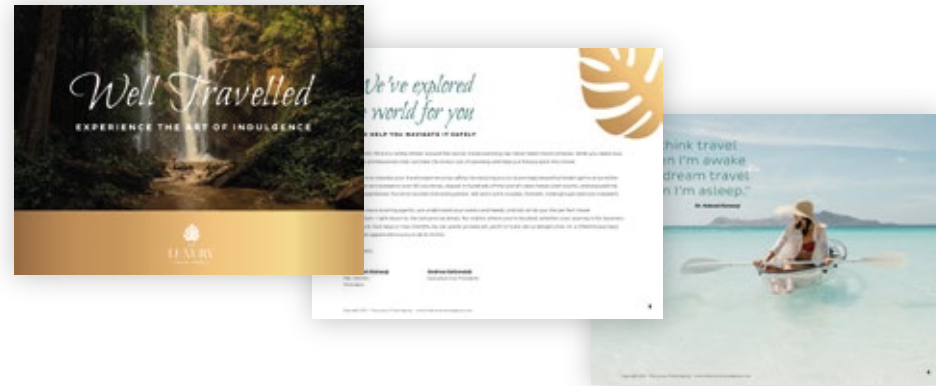
Brand Execution



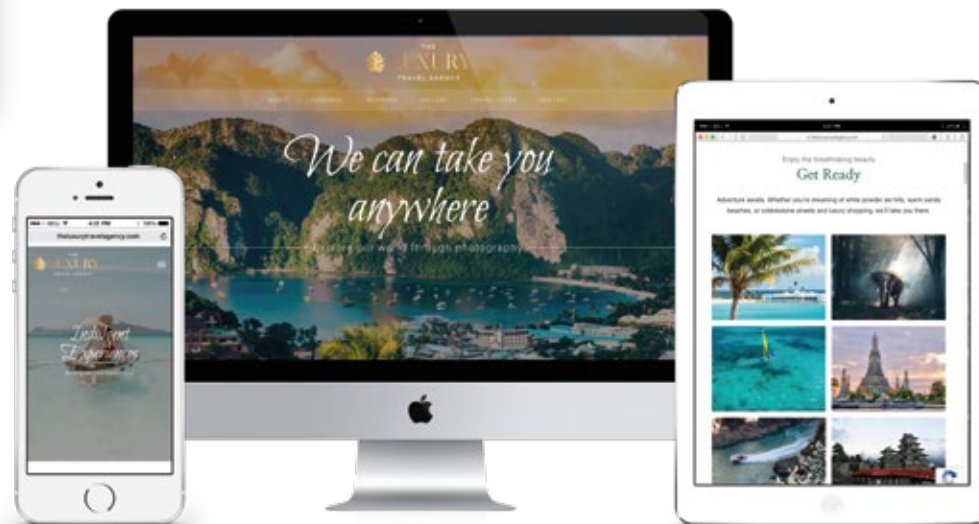
LETTERHEAD



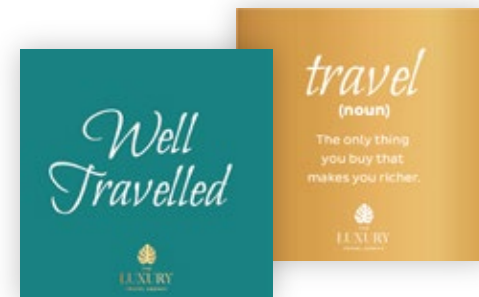
BUSINESS CARDS



BOOKLET



WEBSITE



INSTAGRAM SQUARES



When two of Canada's leading policy minds and political strategists decided to join forces and launch a nation-wide public affairs firm, they turned to Blackcoffee to create and launch a new brand.

We used our industry knowledge to create a strategy and a brand that would set **Meredith Boessenkool** far above the competition. A simple web design, stand out styling and photography, along with elevated copywriting led to a launch that turned heads and attracted the right clients.

Services

- Brand Strategy
- Visual Identity
- Copywriting
- Photography
- Custom Website
- Business Cards

MBPolicy.com

Meredith Boessenkool

POLICY ADVISORS

Brand Execution



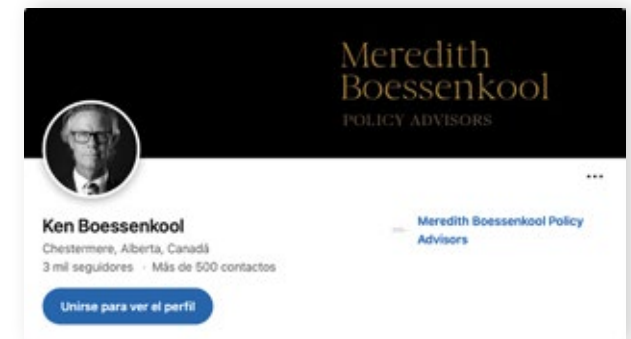
BUSINESS CARDS



RESPONSIVE
WEB DESIGN



PHOTOGRAPHY



SOCIAL MEDIA



Founded by husband-and-wife Nathan and Leah, **Hayes Fry Law** is a powerhouse firm serving clients in Grande Prairie and Northern Alberta. This dynamic duo came to us wanting to infuse their brand and website with personality, and showcase their desire to do things differently than other firms.

We gladly accepted the challenge and navigated a few stumbling blocks – particularly when the clients wanted to hold on tight to a world of black and white, a world that's quite a comfortable fit for most lawyers but not their clients. We kept the black and white but layered on big pops of bright colours, had fun with photography, and crafted taglines and stories that created smiles and drove sales conversions.

Services

- Brand Strategy
- Visual Identity
- Copywriting
- Photography
- Custom WordPress Website
- Business Cards
- Trade Show Banners
- Digital Media Strategy
- Social Media Execution
- Marketing Materials

HayesFryLaw.ca



A different kind of lawyer.

Brand Execution



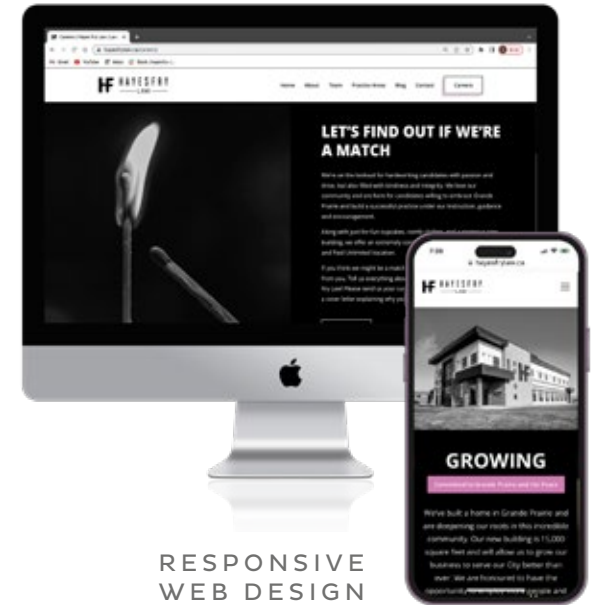
TRADE SHOW BANNERS



SOCIAL MEDIA



BUSINESS CARDS



RESPONSIVE WEB DESIGN



MARKETING MATERIALS



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

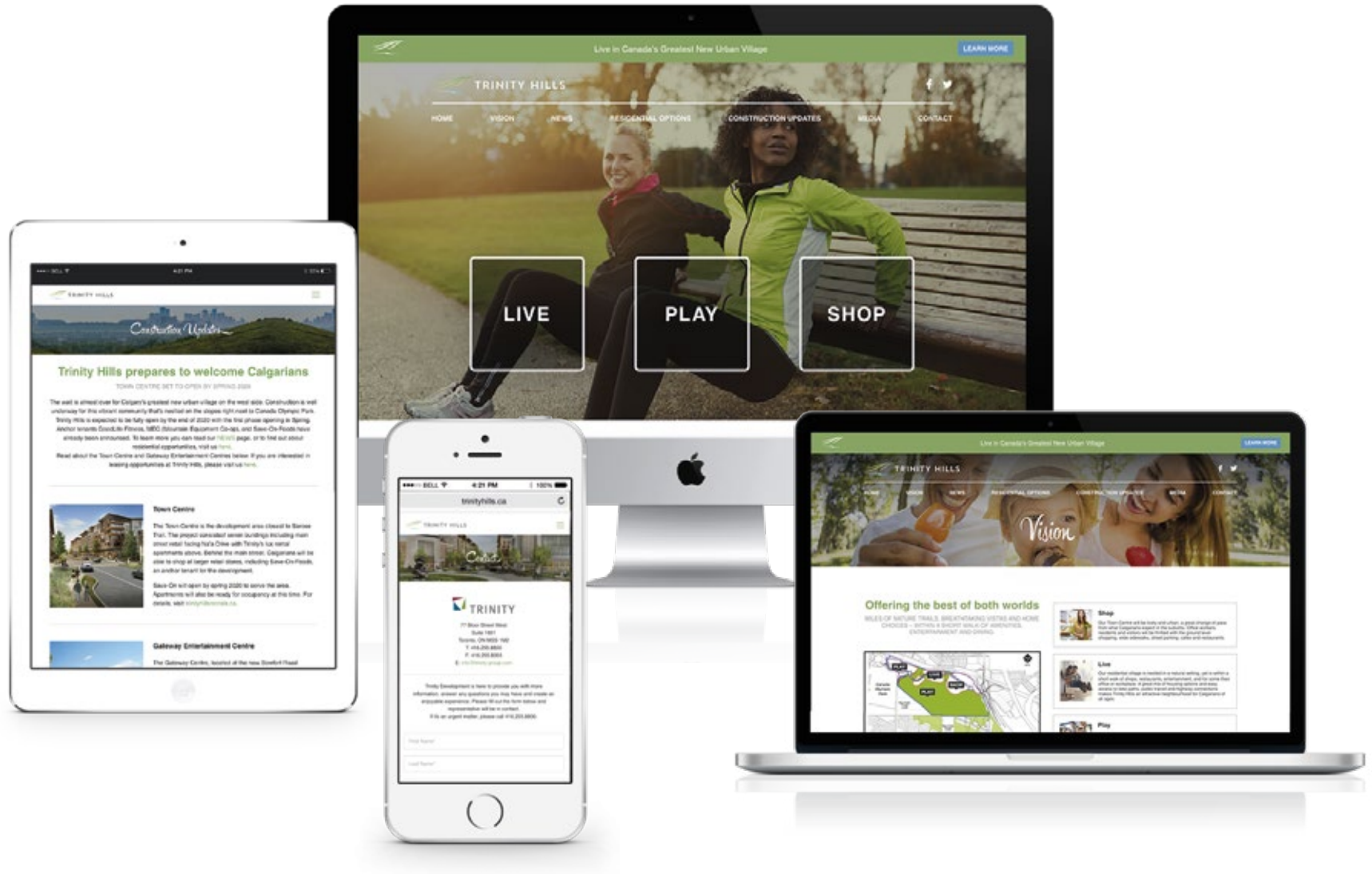
- Media Relations
- Brand Strategy
- Visual Identity
- Copywriting
- Custom Website
- Blog
- Digital Newsletter
- 5-year Marketing Campaign
- Stakeholder Relations
- Print Materials

TrinityHills.ca

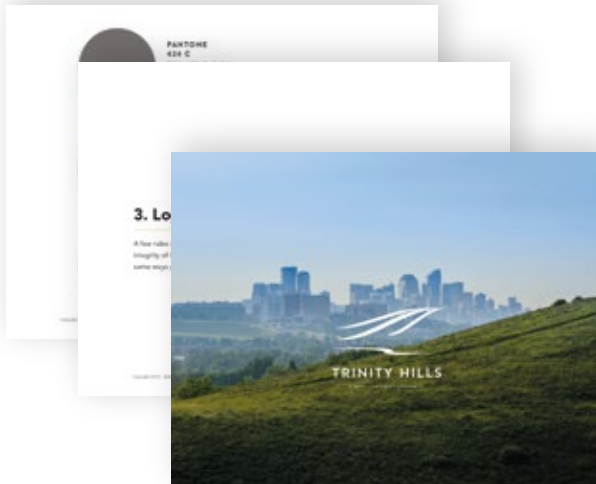


TRINITY HILLS

Web and User Experience Design



Brand Execution



BRAND GUIDELINES



STAKEHOLDER RELATIONS MATERIALS



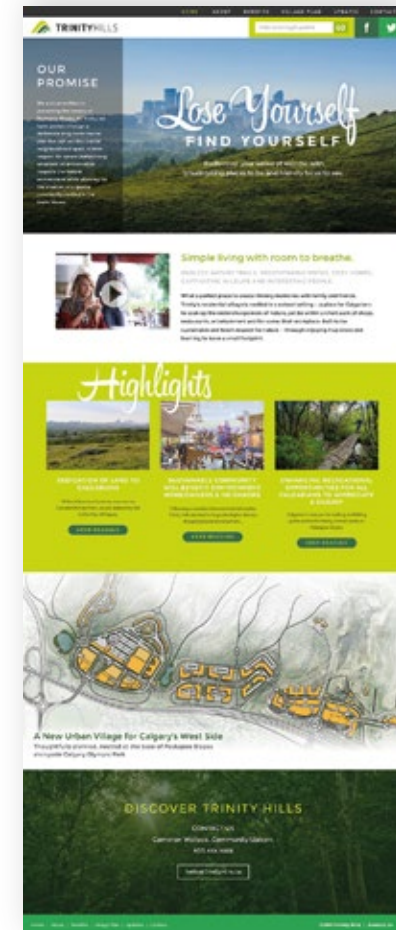
MEDIA RELATIONS



ADVERTISING



PHOTOGRAPHY



LANDING PAGE



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

Toombs
CAREER TRANSFORMATIONS

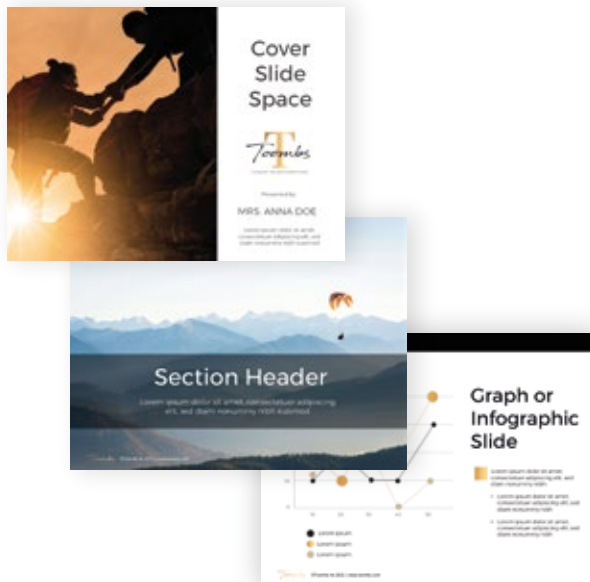
Web and User Experience Design



CORPORATE STATIONERY



WEBSITE



PRESENTATION TEMPLATE



MARKETING TOOLS



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.

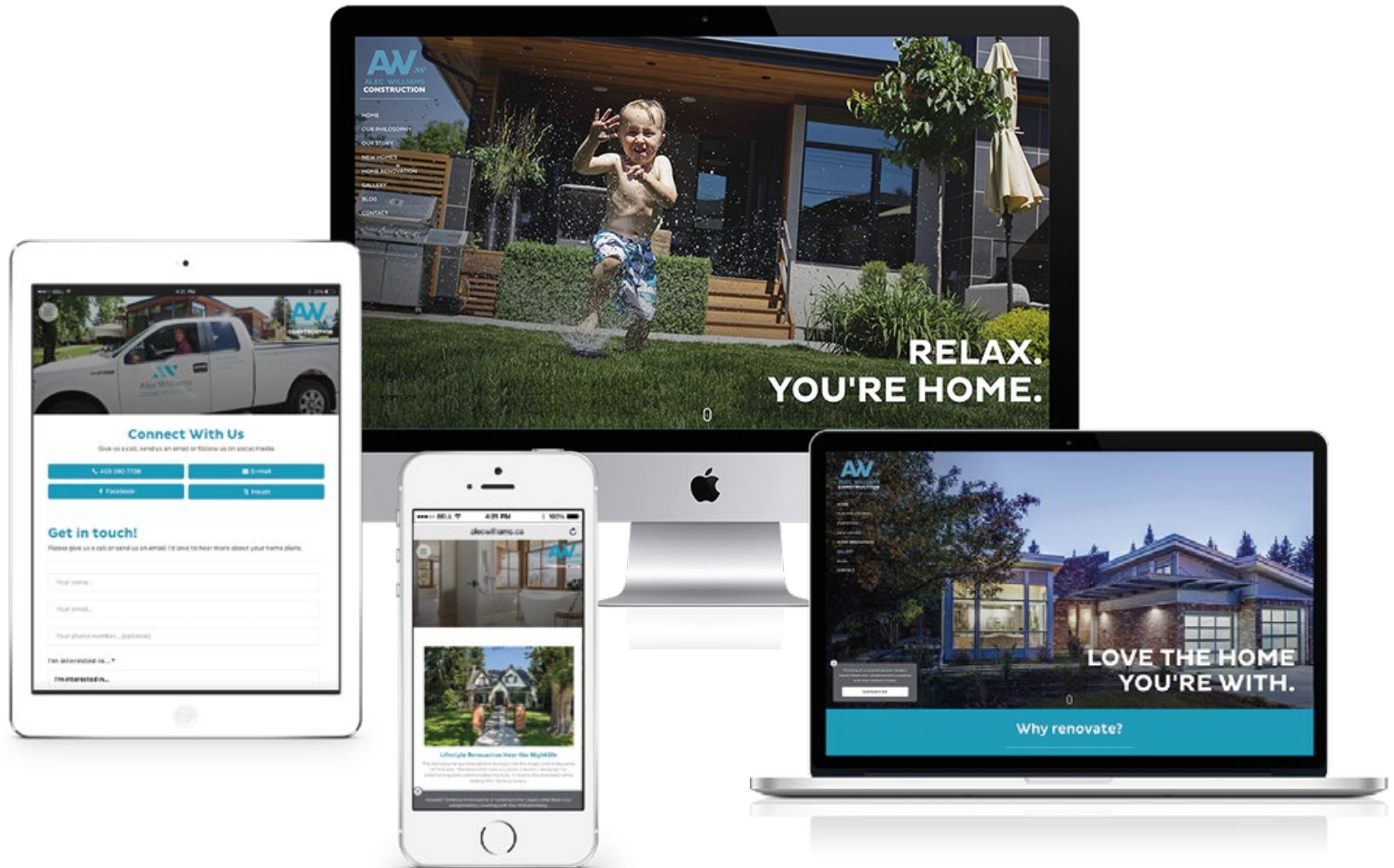
Services

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

AlecWilliamsConstruction.ca



Web and User Experience Design



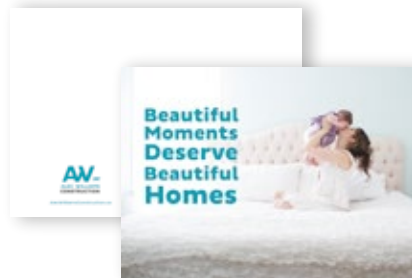
Brand Execution



BUSINESS CARDS



TRUCK WRAP



POSTCARDS



MAGAZINE AD



SALES KIT



Custom Home Builds and Renovations ^{AW}

BUS BENCH



PHOTOGRAPHY



Feeling uninspired by her old brand, Jo Williams of **Not Your Average Jo Communications**, came to us wanting a brand bursting with personality. We were thrilled to deliver creating a logo, marketing materials and a new bio that showcase not only Jo's bold, fun and creative personal brand, but also highlight her Métis roots.

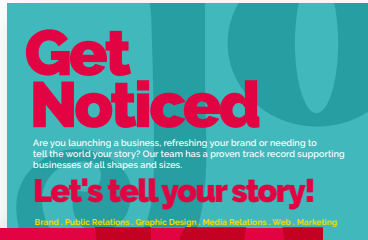
Services

- Brand Strategy
- Visual Identity
- Professional Biography
- Business Card
- Postcard
- Trade Show Banners

NotYourAverageJo.com



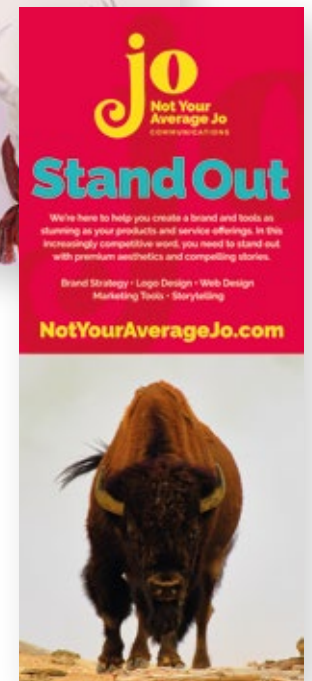
Brand Execution



POSTCARD



WEBSITE



TRADESHOW BANNERS



BUSINESS CARDS



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

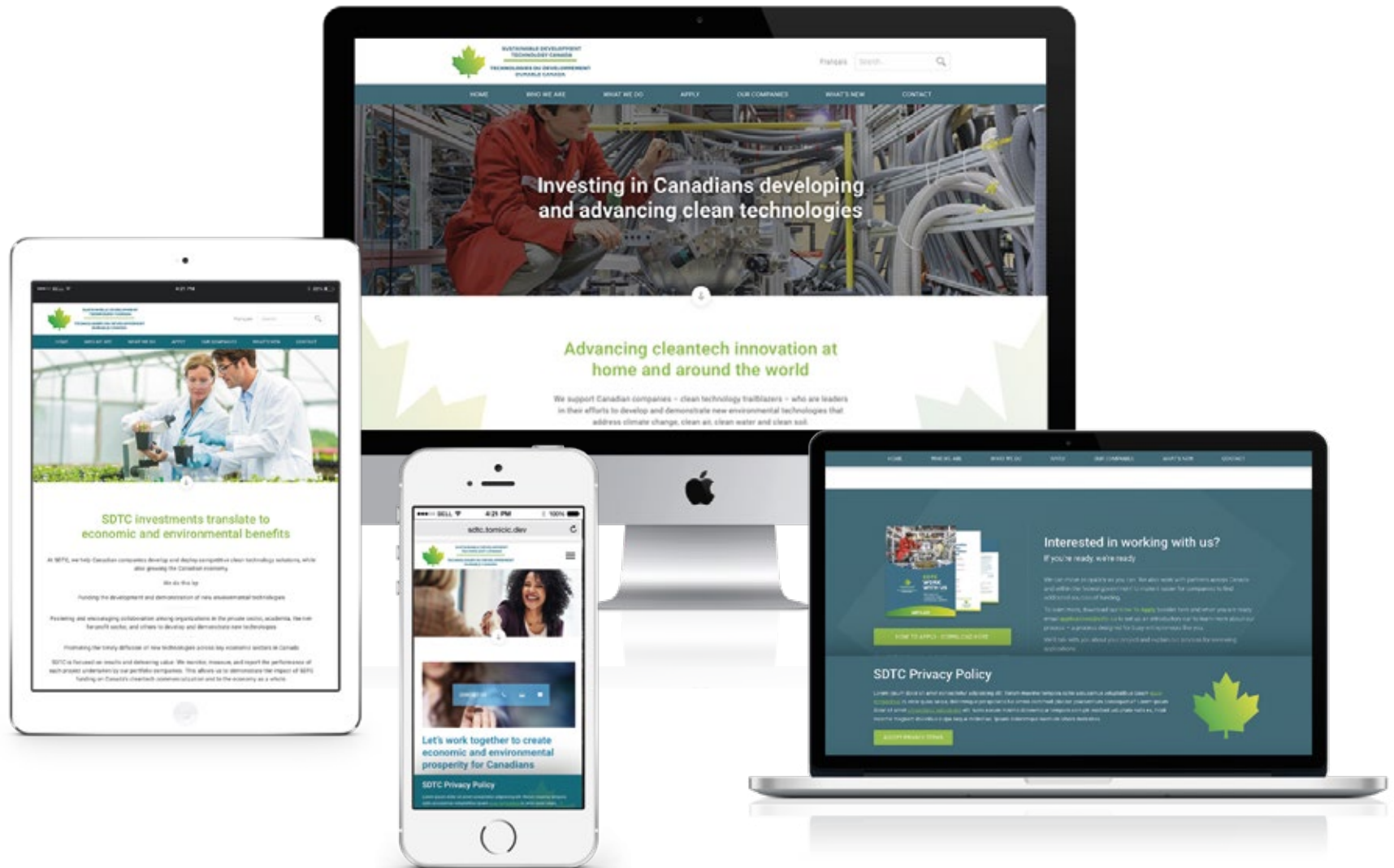
- Brand Strategy
- Brand Refresh
- Visual Identity
- Communications Strategy
- Key Message Development
- Copywriting
- Custom Website
- Photography
- Print Materials



**SUSTAINABLE DEVELOPMENT
TECHNOLOGY CANADA**

**ECHNOLOGIES DU DEVELOPPEMENT
DURABLE CANADA**

Web and User Experience Design





The renowned global non-profit **IMPACT** came to Blackcoffee to support their human rights and environmental work, we were honoured. Nominated for a Nobel peace prize for their work in the area of blood diamonds - a term they helped coin - IMPACT is truly making a difference around the world. We worked with their stakeholders at Apple, Google and other multinationals to create a new brand and name an important global software system.

Services

- Naming
- Brand Strategy
- Visual Identity
- Copywriting

Impacttransform.org



bloom

BY IMPACT



Recording artist **Gloria Kae** came to Blackcoffee to launch a brand 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. The star of the show is Gloria's logo, as beautiful as the performer herself.

Services

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

GloriaKae.com





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

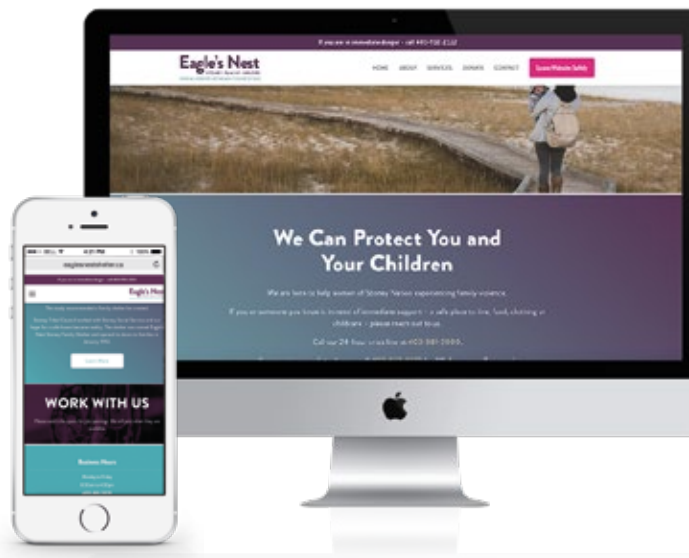


STONEY NATION
· JOB RESOURCE CENTER ·



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

Web and User Experience Design



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 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.

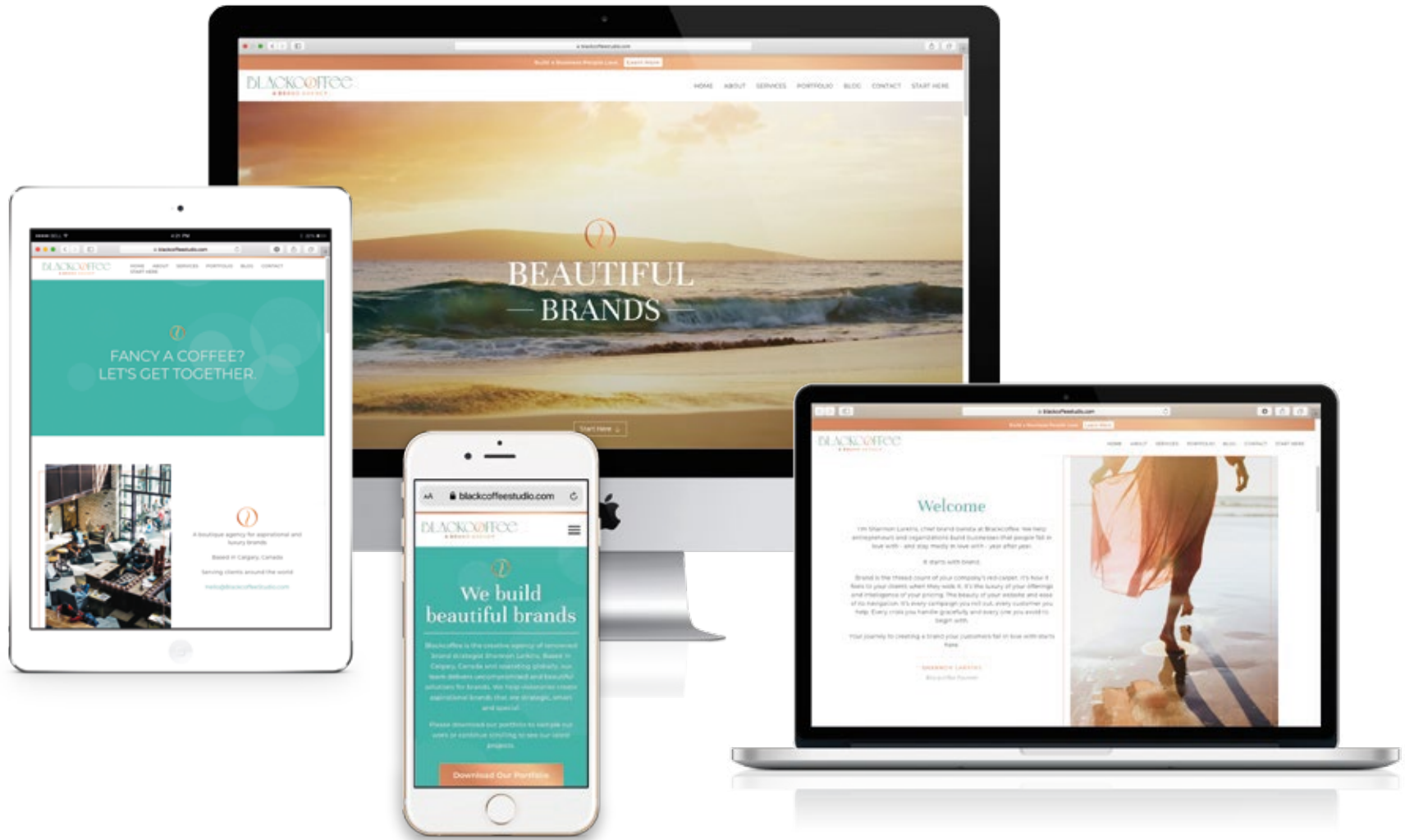
We develop brands and manage reputations for entrepreneurs and businesses a cut above. The brands we create captivate, drive ROI and ensure solid gold reputations.

BlackcoffeeStudio.com

BLACKCOFFEE

A BRAND AGENCY

Web and User Experience Design



Brand Execution



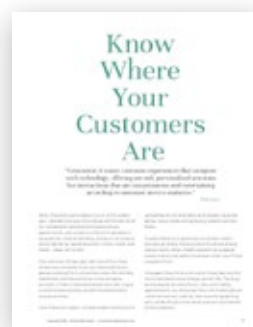
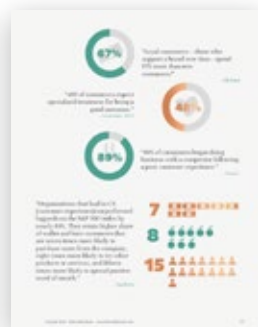
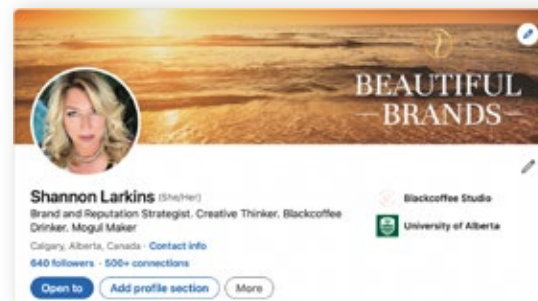
SALES KIT



ONBOARDING PROGRAMS



SOCIAL MEDIA



MARKETING MATERIALS

The image shows a media relations form titled 'Thinking through your key messages'. The form has a header section with a logo and a main section with a table for key messages. The table has columns for 'Key Message 1', 'Key Message 2', and 'Key Message 3'. The form also includes a section for 'Contact Information' and a section for 'Follow-up Information'.

MEDIA RELATIONS



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
business, book a complimentary discovery session by emailing
Hello@BlackcoffeeStudio.com.

BLACKCOFFEE

A BRAND AGENCY

BLACKCOFFEESTUDIO.COM