



WELL BREWED

WE INVITE YOU TO LOOK AT A SELECTION OF OUR BLACKCOFFEE INFUSED BRANDS.

BLACKCOFFEE

BRAND & REPUTATION



Building brands your clients experience. Protecting reputations they trust.

I'm Shannon Larkins, founder of Blackcoffee. I built this agency to work with leaders, organizations, and founders who understand that brand is not a logo. Reputation is not an accident.

Brand is how people experience your work.
Reputation is what they believe about you, especially when it matters most.

Much of what we do at Blackcoffee can be seen. The brands we have built. The stories we have shaped. The digital experiences we have brought to life. Those examples are reflected in the pages that follow.

Some of the most important work, however, cannot be captured in a portfolio.

I serve as strategic counsel to clients navigating moments that carry real risk and real consequence. Periods of growth. Public scrutiny. Transformation. Conflict. Change. I help leaders think clearly, communicate deliberately, and act with confidence when the stakes are high.

Our role is often to help clients decide what to say, when to say it, when to hold, and how to show up in a way that protects credibility and builds lasting trust.

If you are looking for a thoughtful and experienced collaborator to help you build a strong brand and a resilient reputation, let's talk.

Please reach out to book a call and we can discuss your goals, challenges, and what success can look like when we work together.



Shannon Larkins

Founder & President,
Blackcoffee Studio

Shannon@BlackcoffeeStudio.com
403.805.4778

Over the course of 20+ years, Shannon has grown Blackcoffee out of a love for building brands and reputations. She serves up Blackcoffee as a daily ritual while caffeinating clients and readers on the regular.

Blackcoffee Portfolio

The following pages showcase some of the brands that Blackcoffee has helped launch and grow over the years.

We've created successful brands and hardworking websites for clients of all shapes and sizes — from corporations to government agencies, non-profits, and entrepreneurs. 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.

Trinity Development Group **4**

Meredith Boessenkool Policy Advisors **7**

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Not Your Average Jo **20**

Sustainable Development Canada **22**





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

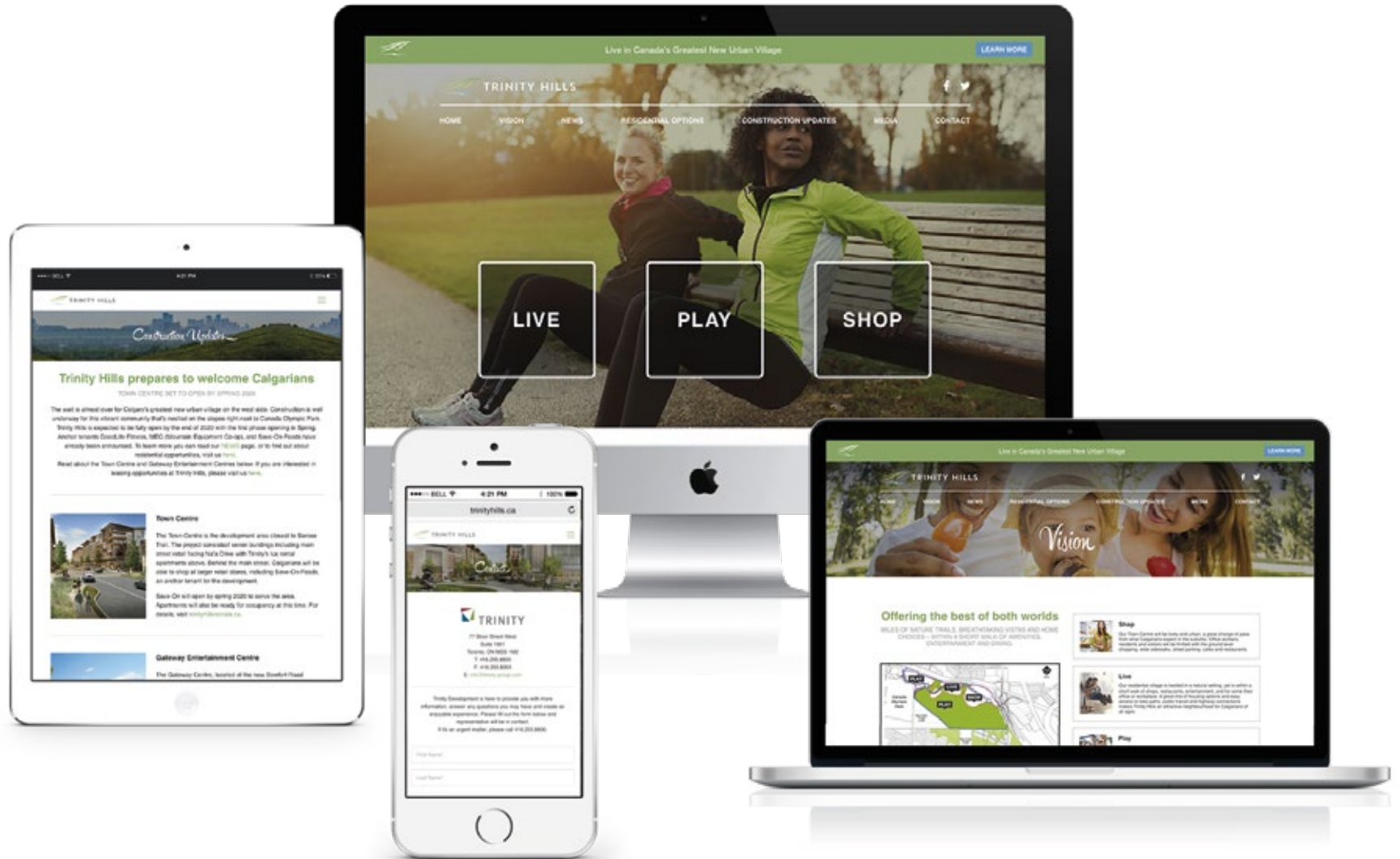
- Media relations
- Brand strategy
- Visual identity
- Copywriting
- Custom website
- Blog
- Digital newsletter
- 5-year marketing campaign
- Stakeholder relations
- Print materials

TrinityHills.ca



TRINITY HILLS

Web and User Experience Design



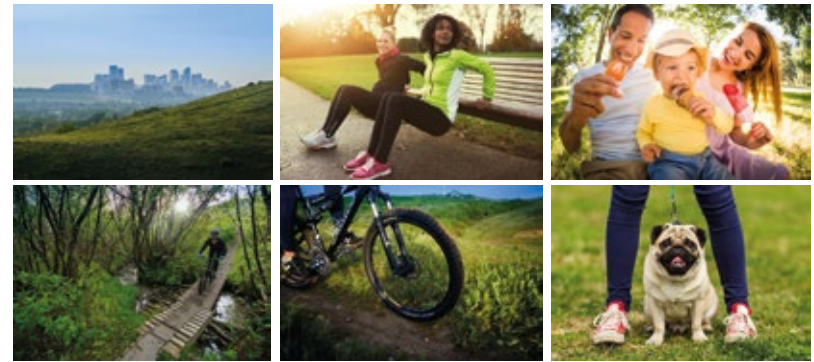
Brand Execution



BRAND GUIDELINES



STAKEHOLDER RELATIONS MATERIALS



PHOTOGRAPHY



Those who complain, as is just Michael, that council is poised to approve the zoning of parkland, are simply wrong. Gone are the days when "you win" was passed over with no thought for environmental concerns. The plan for a public, regional park on the rest of the land stands to that, especially given the city's pledge to invest \$3 million in improvements to the future park with a post-ative of maintenance.

Equally honest are the amendments council has proposed out of concern for designing the buildings so as to be sensitive to the area's history and the Blackfoot culture, as well as to the development's effect on wildlife. We agree with Councillor Fortin's position that this is the best option for the Paskapoo Ridge because the site has gone — leaving it alone — just can't happen. That step-called tag ago, given that the city's area structure plan for the Paskapoo Ridge dates back a decade. Striking a balance between development and environmental preservation is the optimal alternative. If city planners and the developer agree to create the amendments, then the goal of being sensitive to diverse and many needs will be well on the way to being met.

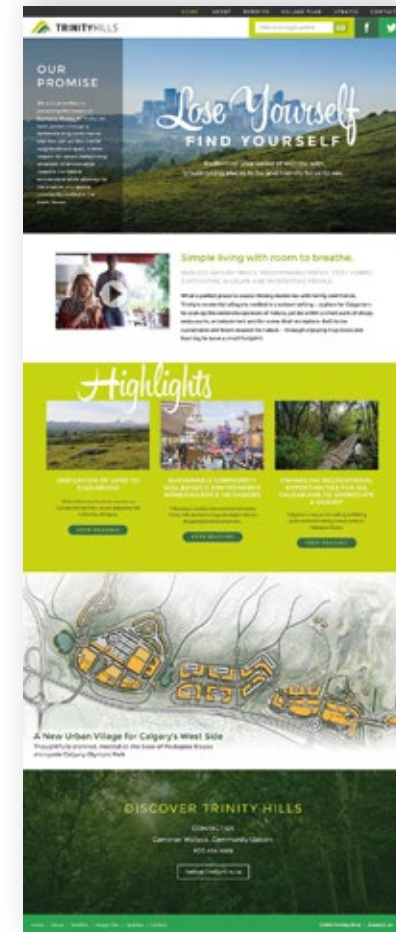
Plus, a most welcome interchange will be built at 16th Avenue SW and Saver Trail at the developer's, not the taxpayers', expense. The plan for Paskapoo is commendable in its attempts to address all concerns, with its balance between growth and a need to Calgary's need to preserve its green spaces.

The issue goes back to council for a second and third reading Monday. With the amendments to land on, come if outside will to approve it.

MEDIA RELATIONS



ADVERTISING



LANDING PAGE



Founded by Tyler Meredith and Ken Boessenkool, and joined by Shannon Phillips in 2024, **Meredith Boessenkool Phillips** brings together some of Canada's most experienced policy leaders. Blackcoffee has partnered with the firm from its inception, developing the original standout brand and digital presence, leading a rebrand as the partnership expanded, and most recently supporting the launch of **MBP Intelligence**, the firm's innovative retainer-based service designed to translate client goals into actionable priorities.

Services

- Brand strategy
- Visual identity
- Custom Wordpress website
- Strategic writing
- Retainer service launch
- E-commerce
- Print collateral
- Social media

MBPolicy.com
MBPIntelligence.com

Meredith Boessenkool & Phillips

MAKE BETTER POLICY

MBP

MBP LOGO

Brand Execution



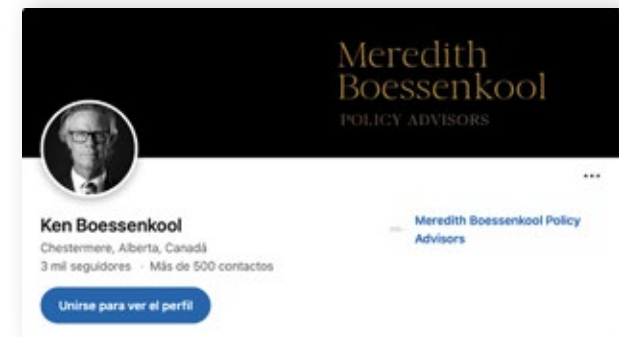
E-COMMERCE RETAINER WEBSITE



RESPONSIVE WEB DESIGN



PHOTOGRAPHY



SOCIAL MEDIA



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

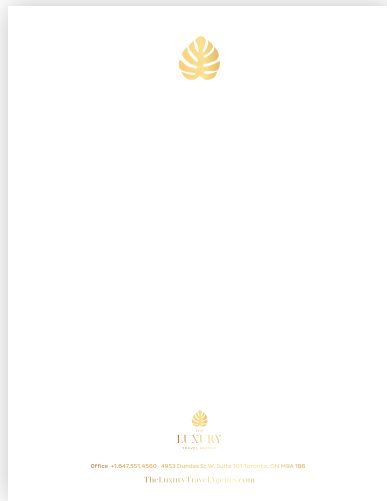
- Brand strategy
- Story development
- Brand visuals
- Brand voice
- Custom Wordpress website
- Business cards
- Marketing collateral
- Social Media

[TheLuxuryTravelAgency.com](https://www.theluxurytravelagency.com)

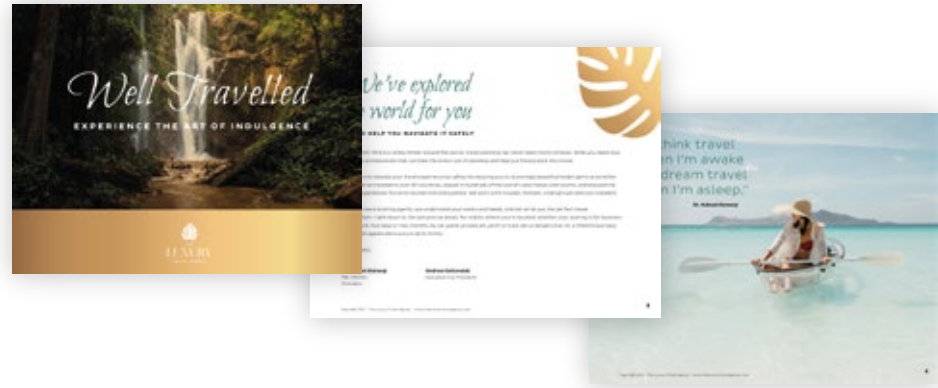


THE LUXURY TRAVEL AGENCY

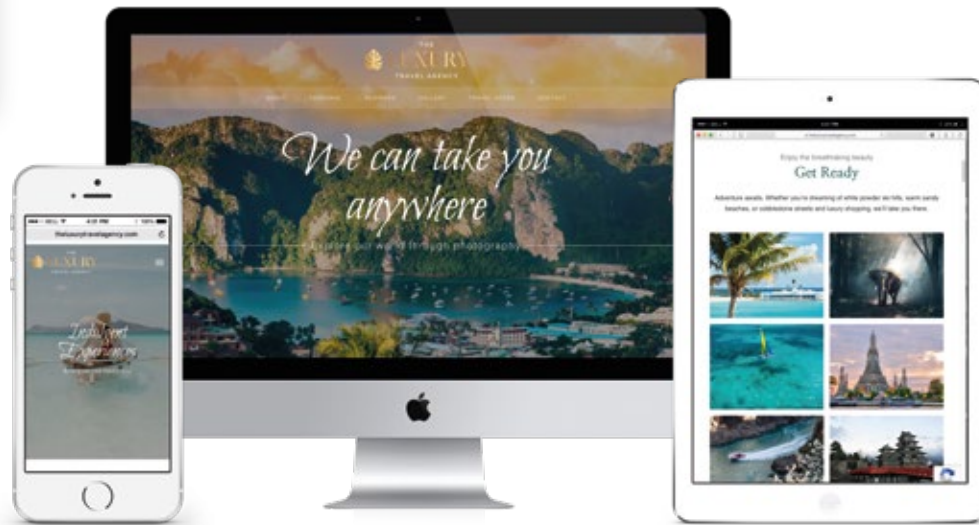
Brand Execution



LETTERHEAD



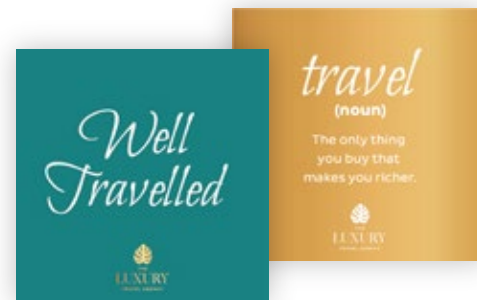
PRINT



WEBSITE



BUSINESS CARDS



SOCIAL MEDIA



Blackcoffee partners with **Association of Maintenance Contractors of Canada (AMCC)** through an ongoing engagement supporting brand development, digital presence, and reputation management. Our work began with launching the brand and website and has evolved to include strategic counsel during collective bargaining, development of a national discussion paper, communications for AMCC's annual conference, and member engagement initiatives. Together, this work has strengthened AMCC's credibility, supported industry leadership, and helped the association navigate complex issues with clarity and confidence.

Services

- Brand strategy
- Client surveys
- Visual identity
- Custom Wordpress website
- Blog
- Digital newsletter
- Annual strategic planning
- Stakeholder relations
- Ongoing strategic counsel

AMCCanada.ca



AMCC
Association of Maintenance
Contractors of Canada

Brand Execution



PRESENTATIONS



WEBSITE



MARKETING

PRINT MATERIALS



STRATEGIC COUNCIL



Blackcoffee partnered with **Vanterra Human Resources** to develop a brand that reflects the firm's purpose, energy, and people-first approach. Our work focused on brand strategy, narrative development, visual identity, and digital execution — translating Vanterra's values into a clear, confident brand that resonates with clients and candidates alike.

Working closely with the Vanterra team, we delivered a cohesive brand and website that supports growth, builds credibility, and brings their story to life across every touchpoint.

Services

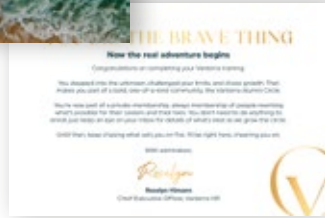
- Research
- Brand strategy
- Story development
- Visual identity
- Brand voice
- Copywriting
- Photography direction
- Website
- Marketing collateral

VanterraHR.com

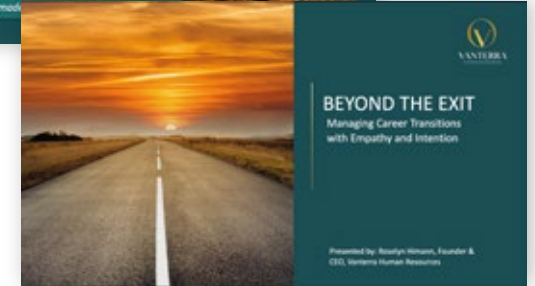
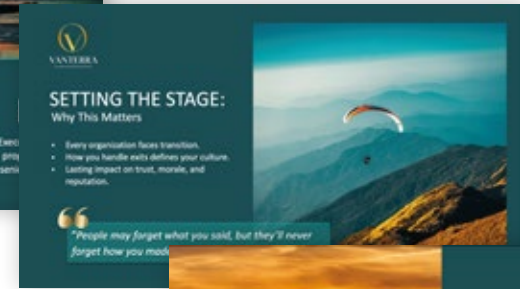
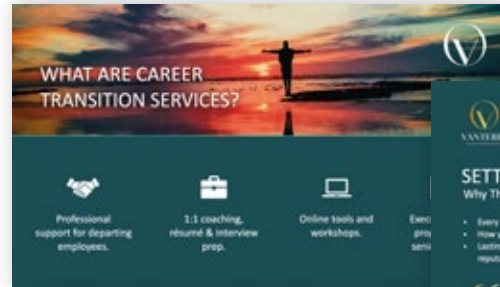


VANTERRA
HUMAN RESOURCES

Brand Execution



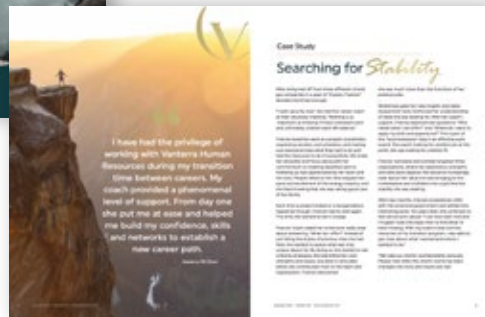
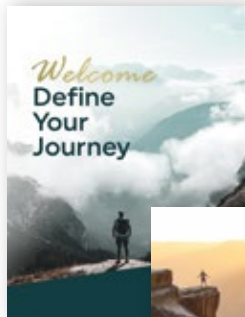
ALUMNI PROGRAM



PRESENTATIONS



WEBSITE



MARKETING MATERIALS



BUSINESS CARDS



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
- Billboards
- Marketing materials

HayesFryLaw.ca



A different
kind of
lawyer.

Brand Execution



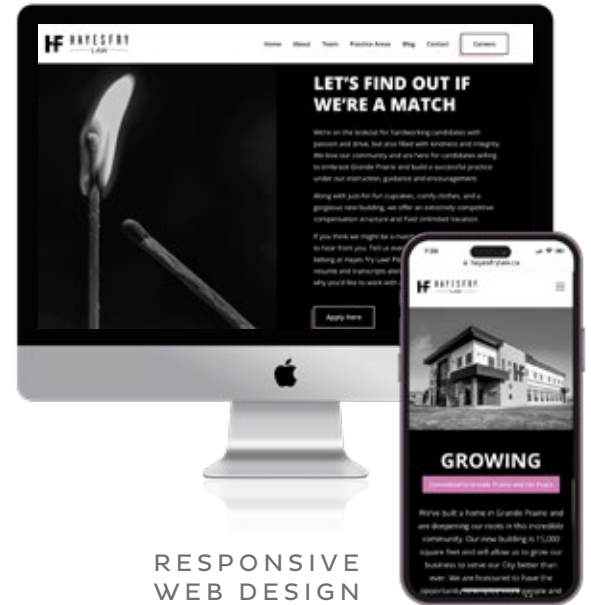
TRADE SHOW BANNERS



BILLBOARDS



BUSINESS CARDS



MARKETING MATERIALS



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

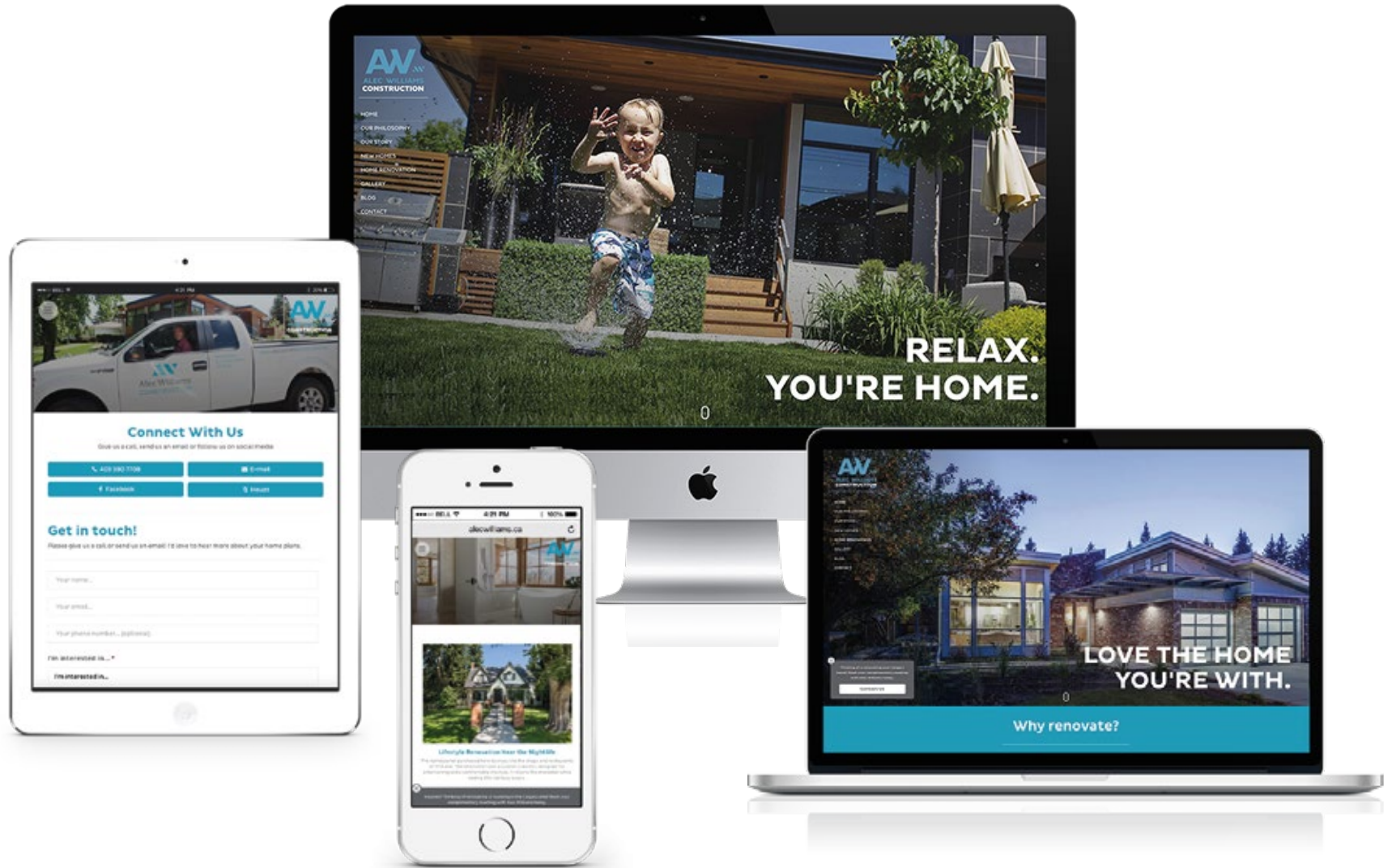
- Brand strategy
- Visual identity
- Copywriting
- Photography
- Custom website
- Social media
- Digital newsletter
- Brand writing
- Marketing campaigns

AlecWilliamsConstruction.ca



AW
ALEC WILLIAMS
CONSTRUCTION

Web and User Experience Design



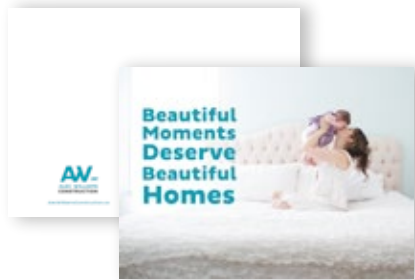
Brand Execution



BUSINESS CARDS



TRUCK WRAP



POSTCARDS



MAGAZINE AD



SALES KIT



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

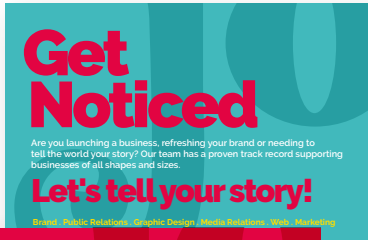
- Brand strategy
- Visual identity
- Professional biography
- Business card
- Postcard
- Trade show banners

NotYourAverageJo.com



**Not Your
Average Jo**
COMMUNICATIONS

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

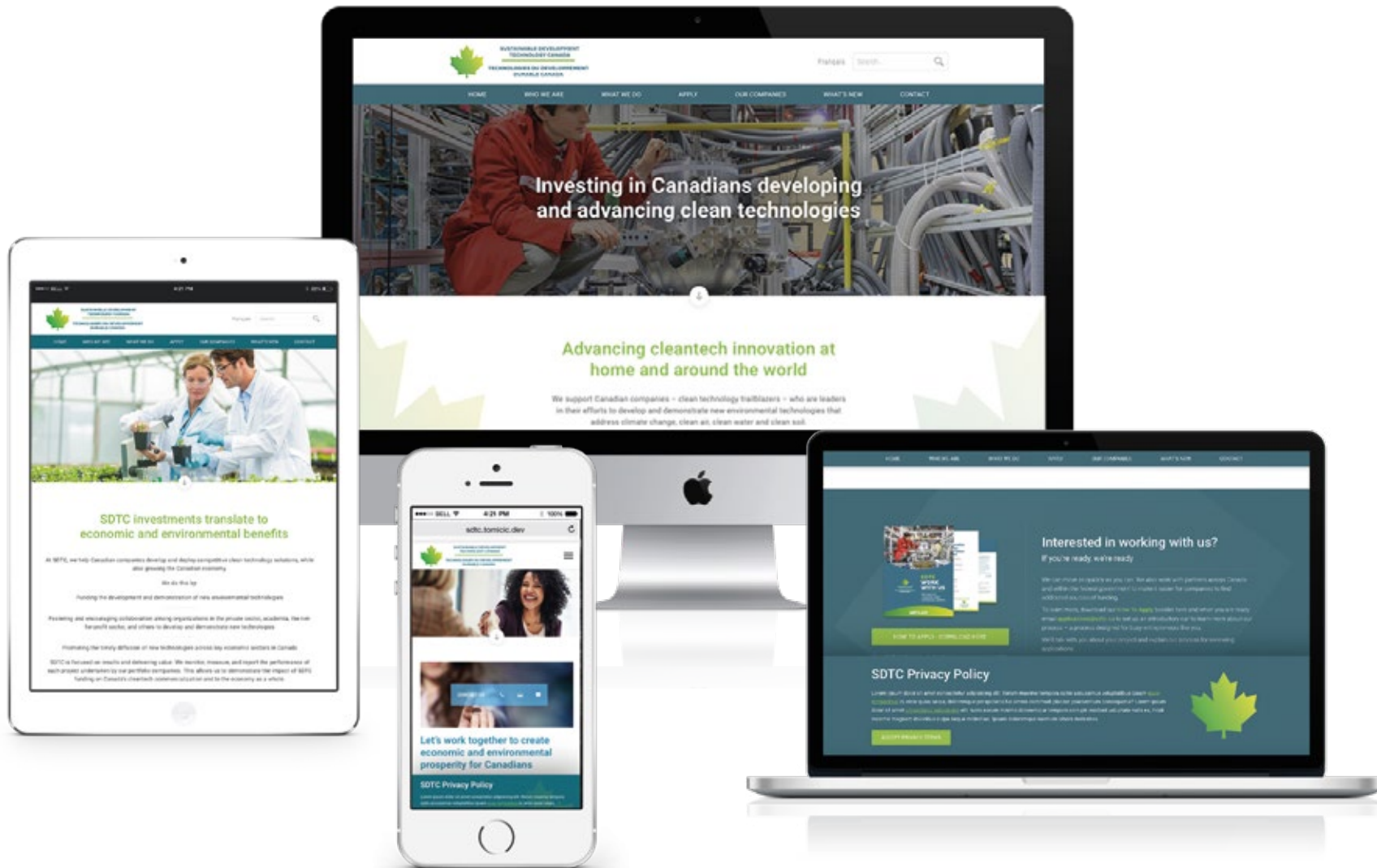
- Brand strategy
- Brand refresh
- Visual identity
- Communications strategy
- Key message development
- Copywriting
- Custom website
- Photography
- Print materials



**SUSTAINABLE DEVELOPMENT
TECHNOLOGY CANADA**

**ECHNOLOGIES DU DEVELOPPEMENT
DURABLE CANADA**

Web and User Experience Design



The Perfect 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 fuelled by the power of caffeine and a desire to build a business, book a complimentary discovery session by emailing: **Hello@BlackcoffeeStudio.com.**

BLACKCOFFEE

BRAND & REPUTATION

BLACKCOFFEESTUDIO.COM