



Design: Simply Redefined



We have an experienced and skilled team of in-house designers, dedicated to working closely with you to **understand your overall communication goals**. Furthermore, our designers can seamlessly integrate themselves as part of your team, working closely with existing in-house design teams to help with overflow work while keeping true to your existing brand and design standards.

**Burke is your media: simply redefined.**

## CONCEPT TO COMPLETION

Design visually communicates a message. Burke is equipped to take you from idea to concept and execution, or work closely with existing in-house design teams to help with overflow work while keeping true to your existing brand and design standards. **We work closely with you to understand your overall communication goals and reflect your brand in final product development.**

### WE WILL NOT CREATE SOMETHING THAT CAN'T BE PRODUCED

In addition, our talented and innovative graphics team has the support of the rest of our staff. The entire Burke team works together to provide the most efficient services possible. This means we will not waste time and money creating a graphic design that cannot be produced; being able to bounce ideas off our production staff at any time is an invaluable tool that allows us to get the design right the first time.

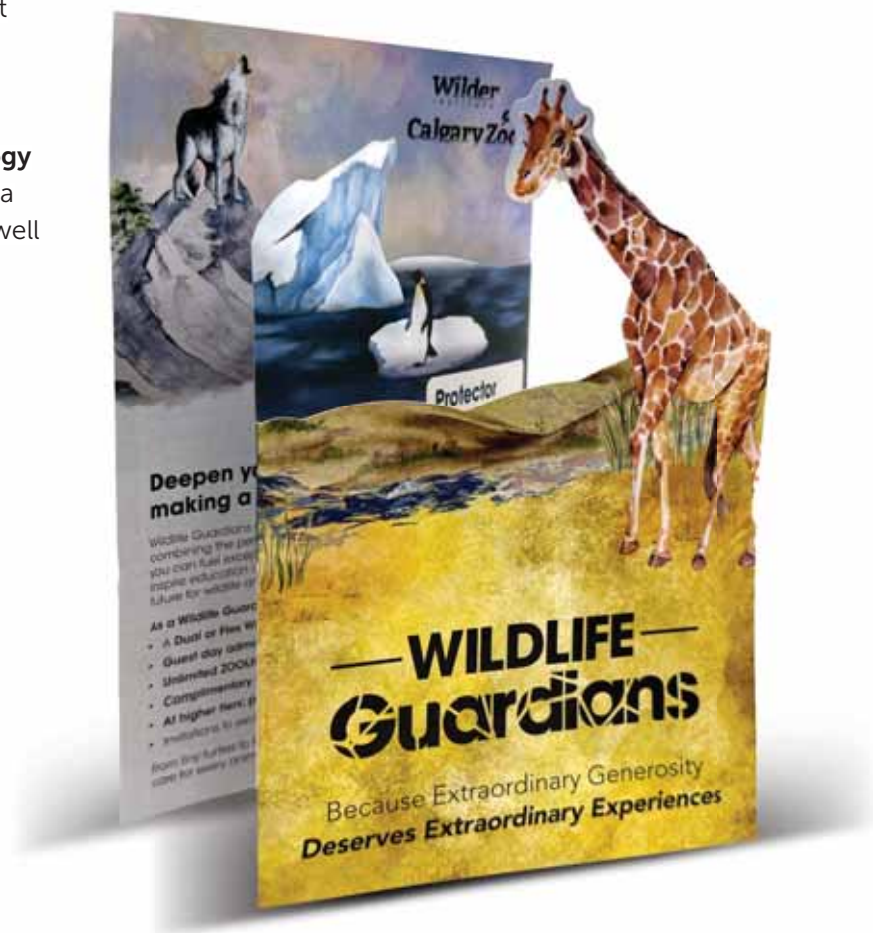
**No other Edmonton graphic design team has access to the type of print production technology that ours does.** This allows us to better visualize a graphic design project's production process, as well as its limits.

## GRAPHIC DESIGN

Burke offers a broad spectrum of graphic design solutions. Each design is driven by the project objectives, and those objectives are continually being reviewed to make sure we're on the right track. We excel at actualizing big ideas, and bring our fresh thinking to both small and complex projects. We work closely with:

- Writers
- Photographers
- Illustrators

to offer a full range of graphic design services. Whether it's a branded brochure, direct mail piece, or conference signage, **Burke is with you all the way.**



## PROJECT MANAGEMENT

Even though Burke is a large creative and production group, all team members are under the same roof, which contributes to efficient workflow. Senior designers architect the overall creative, while junior designers or pre-press production team members implement the full piece. Some companies talk about working as a team: at Burke, it simply works that way.

As budgets get smaller and timelines tighter, our clients remark on our ability to juggle multiple projects and deadlines. But truthfully, our team loves a challenge and to be pushed creatively. We know that at the core of all design projects, small or intricately complex, is the communication goal. Burke specializes in determining and adapting to our clients' needs to make outstanding creative that works for their purposes.

We use an internal tracking system that keeps track of costs, hours, timelines and materials. Each staff member has access to this system, keeping projects streamlined and on time.

Burke also has an in-house proof reader who will proof all copy before production. You can be confident that your project has been reviewed multiple times before it hits the press, resulting in perfection.

## CORPORATE BRANDING

At Burke, we understand that corporate branding is an important part of any communication's plan. We work with clients to build a new brand or utilize existing branding to help them **establish or revitalize their corporate identity.**

### FRESH SOLUTIONS MEASURABLE RESULTS

Our creative team works from concept to creation to maximize our clients' marketing efforts. We design fresh, affordable communication solutions that get measurable results:

- Business cards
- Brochures
- Letterhead
- Catalogues
- Displays
- Brand awareness campaigns



variations



## Greg the Tile Guy

### Logo

We help business big and small to achieve their communication goals. Whether it's a logo, business card or brochure, we can help you from concept to completion.

## DESIGN RETAINER

Do you have a consistent need for design services, but not enough work to hire an in-house designer? If so, a design retainer with Burke could be the perfect solution.

We can set a monthly budget that works for your needs. Our design team keeps track of exactly how much time is put into each project. If you have left-over capital in your retainer by the end of the month, we will simply push it forward into the next month's retainer fund. You can be satisfied knowing every dollar you spent will go towards your design services.



**Burke**

## PORTFOLIO

Burke has stepped away from the typical print business model to offer our customers a more diverse and convenient communications experience. We still offer high quality print products, but have complemented that with an internal design department. Our design department is staffed with award-winning designers that have decades of experience. They work closely with our production team on a daily basis to ensure the best possible finished product for our clients.

By combining creativity with expertise, we develop, manufacture and deliver innovative and eye-catching print and signage materials to promote brand recognition, drive consumer engagement and command attention.

Our design team has extensive experience working off previously produced or half-finished designs. We are often used as "over-flow designers" for organizations that have in-house design teams, but are overloaded with work. Our team often has to design within brand guidelines and adhere to pre-set, consistent design or brand rules. Burke's design team is fully capable of working within the Alberta Government brand standard guidelines.

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### Regional Municipality of Wood Buffalo

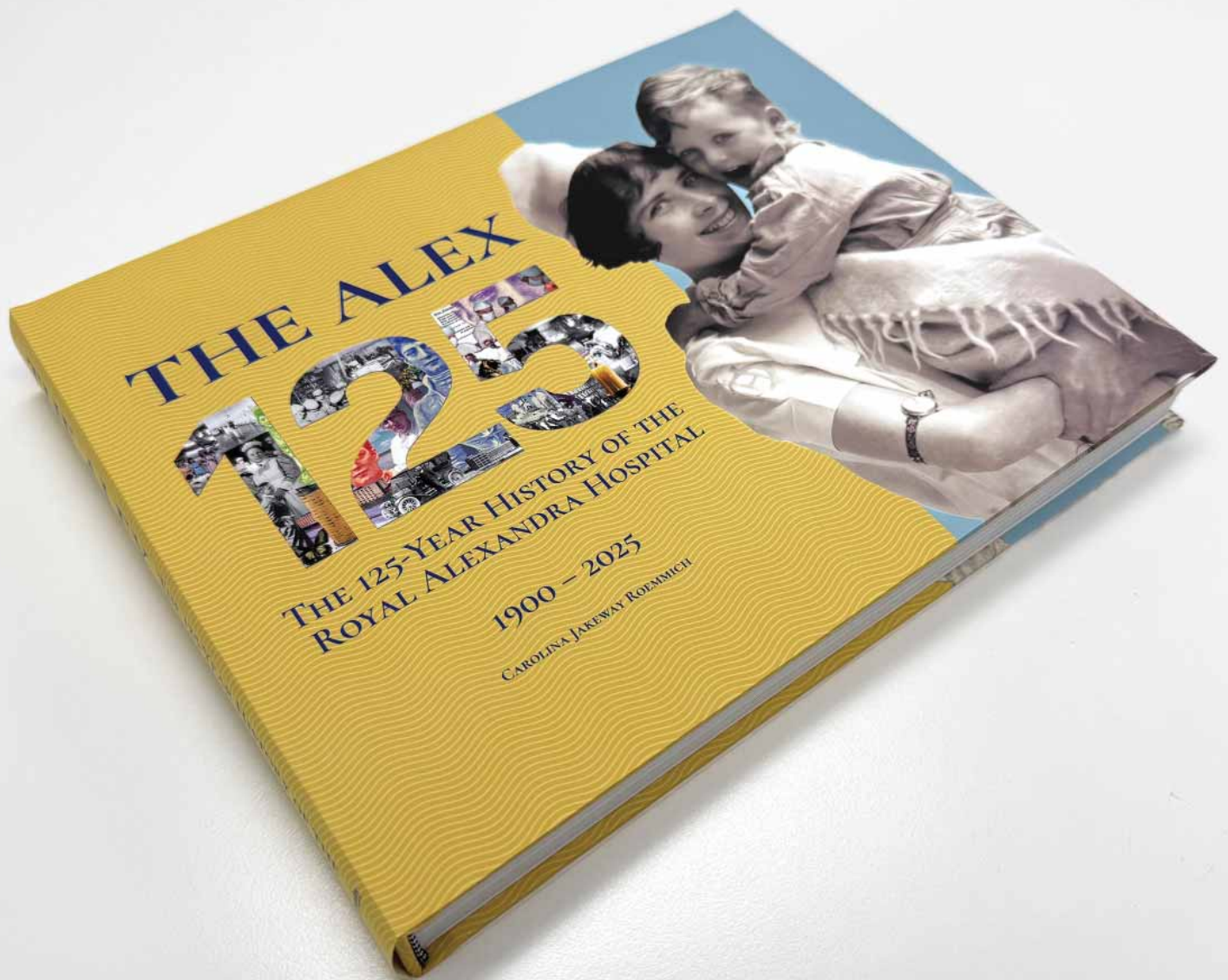
Burke works closely with Wood Buffalo's internal design department and completes all overflow work to keep their team on schedule. We often complete up to 15 jobs per month. We have completed projects that range from google ads, website design, and social media marketing to mail outs, RFP proposals, and bus transit ads.



# The Alex

## 125 Year History Book

Burke was proud to partner with the Royal Alexandra Hospital Foundation to design and produce a commemorative coffee table book celebrating the hospital's 125th anniversary. More than just a historical record, this piece was envisioned as a premium publication that would captivate readers visually while honoring the institution's rich legacy.



Our design approach blended archival content with modern aesthetics to elevate the storytelling. We combined historic black-and-white photography with vibrant patterns, bold colors, and carefully cropped images to create dynamic image collages that brought the past to life in a contemporary way. The interplay between old and new elements gave the book both visual impact and lasting appeal.

To enhance readability, we applied a clean, structured layout with wide margins and multiple column formats, ensuring the text felt approachable and never overwhelming. This intentional use of white space guided the reader through the book with ease while keeping the focus on the stories and images.

The result was a striking, high-quality coffee table book that serves not only as a historical archive but also as a keepsake piece worthy of display. From concept to completion, Burke worked hand-in-hand with the Royal Alexandra Hospital Foundation team to ensure the final design reflected the hospital's heritage while feeling fresh, timeless, and engaging.





# Edmonton Nature Foundation

## Coin Box

Burke's design team are known in the industry for being able to take obscure ideas and turn them into functioning realities. Our challenge was creating a coin box that was both educational and fun, attracted children and adults, met specific size requirements and landed within budget—we most certainly delivered!



## Unique Results

The accessibility of our signage experts to our design team is invaluable for projects of this nature. Our designers speak directly to production at the onset of a project, eliminating potential roadblocks at the start, and resulting in the best materials being applied for the best results.





# Finning Canada

## Branded Environment

Burke branded the entire finning lobby from top to bottom, from design to print and installation. This included a huge wall mural, decaling, hanging signs, vehicle graphics, multi-storey window decals and floor graphics. We produced all of the necessary components in-house and our expert install team installed the entirety of the project on time, to the customer's immense satisfaction.



Before

Original Lobby

## Branded Environment



Burke's design team created custom graphics that totally transformed the space, leaving no question you were walking into a Finning location. Completing this project, from concept to completion, in under two weeks is a testament to our experience and skill.





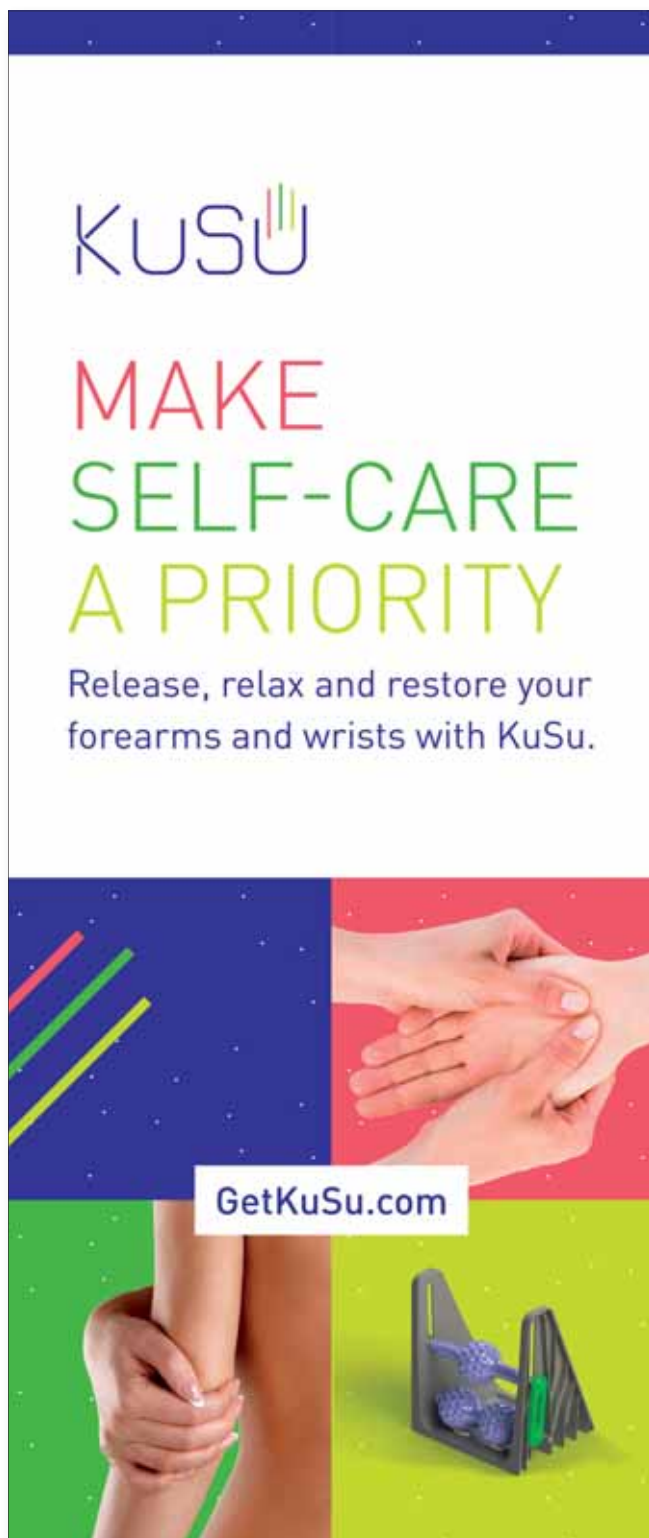
After







# KuSu

## Brand Development and Marketing

Burke's design team worked together to create the KuSu brand, which includes logos, fonts, colours, messaging and content creation. Once the overall brand was finalized, Burke developed the KuSu website, advertisements, marketing and print materials, and packaging.



### Colours

			
<b>Pantone</b> 2370 C	<b>Pantone</b> 1785 C	<b>Pantone</b> 361 C	<b>Pantone</b> 382 C
C:97, M:96 Y:0, K:0	C:0, M:76 Y:54, K:0	C:77, M:0 Y:100, K:0	C:28, M:0 Y:100, K:0
R: 47 G: 42 B: 149	R: 248 G: 72 B: 94	R: 67 G: 176 B: 42	R: 196 G: 214 B: 0
HTML: 2F2A95	HTML: F8485E	HTML: 43B02A	HTML: C4D600



### Customer Focused

By listening carefully to our clients desire for a unique, modern brand, we created a full identity package that sets them apart from their competitors.



## Make Self-Care A Priority

Release, relax and restore your forearms and wrists with KuSu.



Customize your relief by selecting from three levels of resistance.

Discover a simple, easy-to-use tool for daily relief of muscle tension and pain in the forearms.



Take relaxation on-the-go by mounting KuSu to almost any hard-surface.

Not only massage your forearms but strengthen your muscles to prevent future injury at the same time.

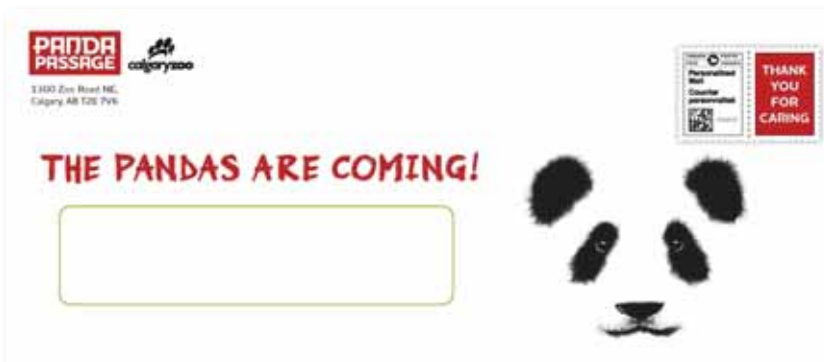
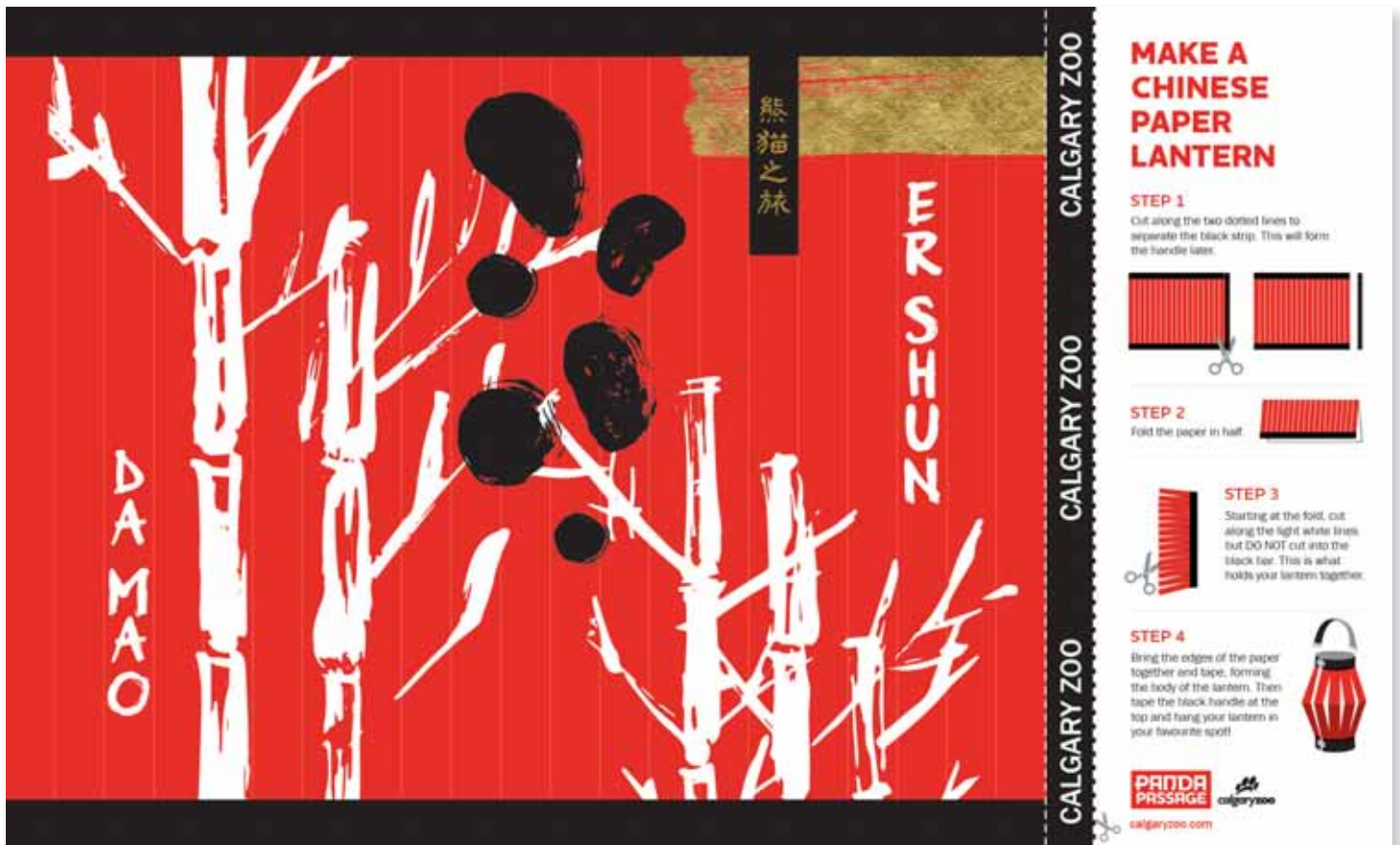
How it Works ▶



# The Calgary Zoo

## Fundraising Campaign

Our team works with not-for-profits to develop direct mail strategy, copywriting, creative and production services, from concept to completion. We recently worked with the Calgary Zoo to develop their latest direct mail campaign that was all about the introduction of their new Panda exhibit, and the associated cost.



The unique idea was a lantern craft included in the envelope for children to put together. It maintained the interactive element the zoo wanted, but also encouraged children and parents to post their lantern craft on social media, which turned this mailer into an integrated marketing campaign, with both digital and traditional marketing methods.

Our team knows that by using cross-media marketing, we can increase brand recall by 46%, which showed in the number of donations the zoo received.



## Outside the Scope

We employ a team of very creative individuals, and with our vast experience and knowledge, can create unique pieces that stay on time and on budget. We love to pitch unique ideas to our client's that are outside of the original scope.



**Burke**  
Media:  
Simply Redefined



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