



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




GREG
THE TILE GUY

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.

variations



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.

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.



Alberta Craft Beer Guide

Beer Guide Books

Our design team has been working with the Alberta Craft Beer Guide for 3 years now. We came up with the overall look and feel of the guide, making the directory visually appealing and easy to navigate. The book has grown from 68 pages to 148 pages in just 10 issues!

Arctic Spa

Product Catalogue

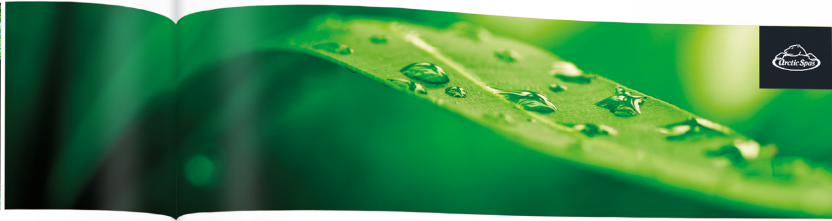
By using multiple team members, we were able to pitch three unique concepts with different perspectives, giving Arctic Spa true variety. They then chose their favourite, provided feedback, and worked commenced to complete the catalogue through to the finished printed piece.



Three Unique Pitches

Our Design team created three unique design layouts, which were presented to Arctic Spa. They chose their favourite and the new, modernized Arctic Spa catalogue was fully executed.





ENVIRONMENTALLY SOUND ENERGY EFFICIENT

WE SHARE THIS PLANET

Leaving a smaller environmental impact is not a destination but an ongoing journey, and Arctic Spa® is committed to constantly making steps that further this cause. At the heart of our strategy is the reduced environmental impact of each of our hot tubs as it operates year after year in your backyard. By using less electrical energy everyday, in every backyard, we strive to provide not only a reduced environmental footprint, but an economic benefit for our customers.

Some other green initiatives we are involved with:

- Not only has Arctic Spa® met all current efficiency legislations across the globe, but we have taken a leadership role, and have lobbied for more rigorous regulation and legislation of energy efficient requirements for the future. By raising the bar we are challenging our own organization and our industry to spend the time and resources to make efficiency a priority.
- Creatively looking at new ways to insulate better. Insulation is a key component in operating efficiency, particularly in cold weather climates. Our FreeHeat® Insulation system is the platform that we will evolve and refine and we will continue to progressively develop our spa cover systems as well.

- We are constantly looking to improve water quality through technology, thereby reducing the amount of chemical that must be added to spa water to keep it safe and clean. Our 1 micron filtration systems physically remove many of the contaminants that other technology leaves behind to be chemically treated, and our continued development of the Onzen® and Spa Boy salt water system will drastically reduce the amount of sanitizing product that is required over the lifetime of our spas.
- We have partnered with PEFC for the ethical and responsible management of the forest areas that produce wood product for our spas. Through this partnership we are working to provide beautiful and functional cedar cabinets from highly sustainable sources.
- We are working internally to reduce paper products in our operations. Through a variety of technologies we have moved to electronic systems to replace paper systems. Our customer service and technician training sessions for example, are primarily delivered online - this has reduced not only the paper required for training manuals, etc. but the carbon footprint of airline flights for these training sessions.

- Paper products that we are still using are sourced from FSC-compliant sources wherever possible, and all our facilities use recycling extensively. Our production facilities have on-going quantifiable programs in place to promote and evaluate the reductions in construction material waste that we are able to achieve - there is always more we can do.

Arctic Spa® is invested in the communities where we maintain facilities. Our World Headquarters in Thornby, Alberta, Canada is the primary employer in the area, and we contribute to programs that foster healthy, active, and environmentally sound lifestyles within this community. Our operations in Washington State, USA strive to do the same, participating in many events, festivals and programs that put the environment first. We hope that as you strive to make better choices for our planet, you support our efforts through your purchase. Thank you.



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CHURCHILL

W: 1723 litres / 450 US gallons
W: 226 cm / 91" H: 98 cm / 39" L: 235 cm / 93"

45 Jets
2 Pumps
Air Blower 1

This customised open concept design offers multi-level seating for up to 8 people. Whether it is the family or you are entertaining for the evening, there is room for everyone. With an exceptionally large footwell and spacious seating design, you will have no problem finding a relaxing and fine acoustic spot to accommodate your needs.

AVAILABLE ACRYLIC COLORS

Arctic 39 Pumps 25 Jets

Standard Features:
Self Supporting Enclosed Shell
FreeHeat® Performance Insulation System
Digital Spa Pack and Self-Diagnostic Tapcode Control
Insulated Performance Floor System
Flow Through Performance Header
Total Access Cabinet
Premium Acrylic Color/Grain/Pattern Selection/Shell
Pulse™ jets with heating heat retention
Riser Cover
Infinite Microbubbles Filtration System
Infinite Silver Sentinel Filter
LED Lighting
Safety Approvals
Comfort and Relaxation Massage
Raritan™ Spa Pack
Raritan™ Spa Pack
Arctic Spa Pack

Custom Options:
Essential Closure System
Essential Sound System
Essential Lighting System
Essential Spa
MySpa™ Walk-On Spa Cover
Premium Floor Composite Structural Floor

LAURENTIAN

W: 900 litres / 237 US gallons
W: 226 cm / 91" H: 98 cm / 39" L: 235 cm / 93"

45 Jets
2 Pumps
Air Blower 1

Lay back and massage your stress away in this single lounger spa. Designed for 6, there is ample room for all. With special focus on target areas, you can relax in comfort in this renowned spa.

AVAILABLE ACRYLIC COLORS

Arctic 39 Pumps 25 Jets

Standard Features:
Self Supporting Enclosed Shell
FreeHeat® Performance Insulation System
Digital Spa Pack and Self-Diagnostic Tapcode Control
Insulated Performance Floor System
Flow Through Performance Header
Total Access Cabinet
Premium Acrylic Color/Grain/Pattern Selection/Shell
Pulse™ jets with heating heat retention
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Edmonton Nature Foundation

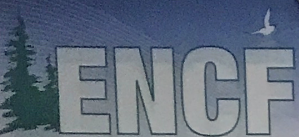
Coin Box

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.



ENCF

Edmonton Nature Centres Foundation

Inspiring a love and appreciation for nature – one child at a time.

The Edmonton Nature Centres Foundation (ENCF) was established in 1979 with a mandate to raise funds for the ongoing development of the John Janzen Nature Centre (JJNC). The JJNC is managed and programmed by the City of Edmonton.

In 1996, the ENCF and the City of Edmonton collaborated on a master plan which describes in detail the types of exhibits and displays that will be developed at JJNC. The plan also guides the activities and programs provided to citizens at JJNC.

In 2012, the ENCF and the City of Edmonton completed a major expansion opening the Tegler Discovery Zone to the public. The green roof followed in the summer of 2013. Future partnership projects, including a redevelopment of the exhibit room, will rely on the support of individuals, corporations, government and private foundations.

ENCF is a registered charity governed by a volunteer Board of Directors.

Registered charity no. 107282583R0001
Learn more and become an ENCF Member at encf.org

In recognition of our major contributors.

2000 TO PRESENT

Government of Canada – Recreational Infrastructure Canada (RIInC) Program

Estate of Robert Tegler

Government of Alberta – Community Facility Enhancement Program


Edmonton Community Foundation

Estate of Joyce Mustard

Allard Foundation

Thank you for supporting our vision.

In Thoughtful Tribute



Dr. Robin Ernest Leech
February 1, 1937 – June 17, 2016
Arachnologist, Nature Advocate, Devoted Volunteer

Robin was a founding member of the Edmonton Nature Centres Foundation. He continued to volunteer on the ENCF Board of Directors for 37 years.

Robin retired from a wide-ranging and successful scientific career in 2009. After a fall in 2012, he adapted, with his usual amazing good humour and courage, to his new life as a paraplegic. He maintained a voluminous world-wide correspondence, editing science manuscripts to proper English, publishing articles on binoculars, and keeping up with arachnological questions online. He continued his work with local schools, clubs and nature societies – offering his years of knowledge, ideas and good humour to everyone he touched.



ENCF

Edmonton Nature Centres Foundation

Thank You for Your Support!

Wood Frog
(*Lithobates sylvaticus*)



The Wood Frog has a special chemical in its skin that helps it survive during hibernation.

Muskrat
(*Ondatra zibethicus*)



The Muskrat can stay under water for almost 16 minutes!

Hairy Woodpecker
(*Picoides villosus*)



Hairy Woodpeckers are very hard on their beaks. They use them to dig for insects in bark.

Burying Beetle
(*Nicrophorus defodiens*)



Burying Beetles will fight with other burying beetles for food for their young.

Little Brown Bat
(*Myotis lucifugus*)



Little Brown Bats feed on mosquitoes, moths, wasps, and other insects by using sound (echolocation) to find and catch bugs in the air.

Earthworm



Earthworms are very important for the soil. They help to mix the soil and bring nutrients to the surface.

Tiger Salamander
(*Ambystoma tigrinum*)



Tiger Salamanders are very common in the Edmonton area. They are found in streams and ponds.

Black Blister Beetle
(*Meloidae*)



Black Blister Beetles can cause a painful rash if touched. They are found in the soil and on plants.

Hummingbird



Hummingbirds are very hard on their beaks. They use them to dig for insects in bark.

Honey Bee
(*Apis mellifera*)



Honey Bees are very hard on their beaks. They use them to dig for insects in bark.

Butterfly



Butterflies are very hard on their beaks. They use them to dig for insects in bark.

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.



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.



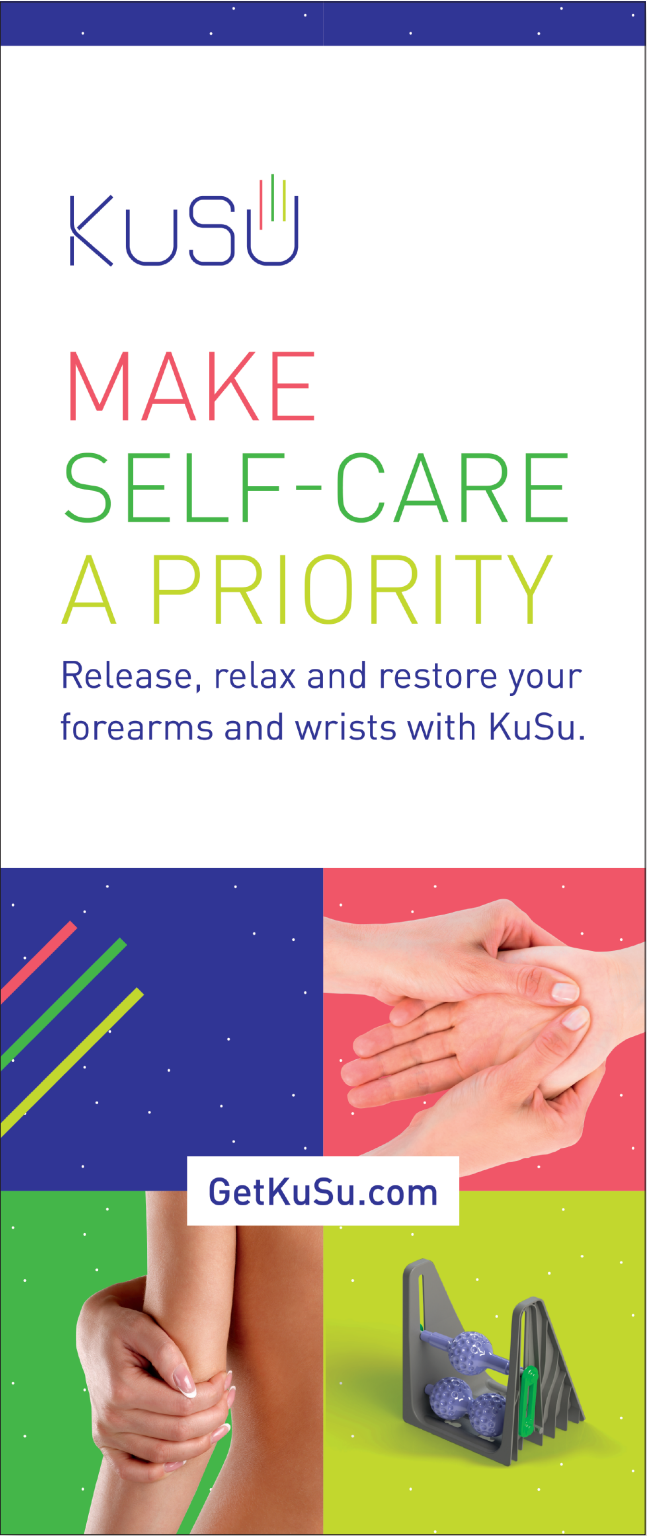
After







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

			
Pantone 2370 C	Pantone 1785 C	Pantone 361 C	Pantone 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.

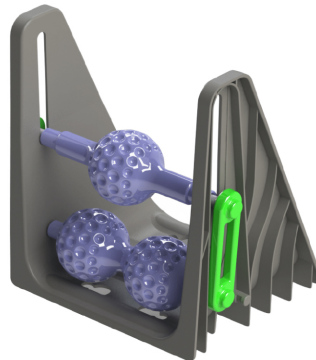
Make Self-Care A Priority

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.



burkegroup.ca/design

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