AGENCY BOOK

2017

weight creative

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HELLO,

Weight Creative is an energetic design partnership between established designers and developers based in the heart of Vancouver, British Columbia, Canada. Our primary goal is to successfully capture a brands character and provide our clients with amazing creative services paired with a hands-on approach.

Our team offers a breadth of services ranging from brand creation, publication design, print collateral, packaging, advertising, social media, website design, and development services. Being a tight-knit team affords us the opportunity to work hand in hand with our clients and ensures all team members are cognizant of project goals and progress.

Over the past few years Weight Creative has had the pleasure of working with local and international non-profit organizations, growing businesses, municipalities and business improvement associations. From creating small marketing pieces to refreshing brands - we have worked closely with these organizations and enjoying being part of their creative process. We are certain our skills and knowledge gained by working with these amazing organizations will prove to be beneficial during the process of designing and producing artwork and collateral pieces for our clients. Our team is confident that we can supply all deliverables required and will surpass your teams design and development expectations.

By tailoring our design strategies to the needs and resources of our clients, we will provide an overall collaborative experience that fosters positive, long term working relationships that benefit each party. We feel that all of our clients deserve to professionally represent themselves with creative web presence that is pivotal to their success and a key factor in their growth.

Most sincerely,

Sarah Turton & Sheldon Stenning

OUR MISSION

To ensure that all work we deliver solves a problem as simply and tastefully as possible; resulting in honest, distinct, and memorable creative accomplishments.

THE FOUNDERS

SARAH TURTON

ROLE: PROJECT MANAGER & DESIGNER
CONTACT: SARAH@WEIGHTCREATIVE.COM

Sarah has a background in fine arts from Kwantlen Polytechnic University, ranging from painting, illustration, print making, hand-lettering, to film photography. Along with her education in fine arts, she also hold a diploma in graphic and communication design from Vancouver's College of Art & Design. She has a passion for combining both her creative skill sets to craft engaging, unique, and memorable designs and has been working as a professional graphic designer for over five years.

Sarah always enjoys bringing her creative insight, involvement, management skills, and a strong work ethic to each of her creative projects at Weight Creative.

SHELDON STENNING

ROLE: TECHNICAL MANAGER & DESIGNER
CONTACT: SHELDON@WEIGHTCREATIVE.COM

Sheldon holds a diploma in Digital Art And Design from Thompson Rivers University and is a member of the Society of Graphic Designers Canada (GDC). He is a high energy graphic and front-end web designer who has over five years of design experience and is constantly looking for ways to outdo himself. Rather than simply following trends, he prides himself on creating well thought out, engaging communications that hold timeless appeal.

Beyond that, his ability to provide excellent customer service along with his deep rooted technical expertise make him a value asset at Weight Creative.

BUSINESS OVERVIEW

Established in 2014, Weight Creative's founders have over a decade of industry and academic know-how. We are adaptable and talented, always reaching our client's goals with proven results.

Having worked with established corporations, start-up companies, non-profit organizations and small businesses, we have had extensive hands-on involvement in crafting brands, corporate identity packages, websites, print materials, online advertising campaigns, marketing materials and more.

Our past experiences have allowed us to learn, grow, and constantly drive us to improve our artistic processes and think innovatively. Weight Creative thrives on creative challenges; hurdles are expected along the way and we will invariably meet them with a can-do attitude.

We are skilled in client engagement, consulting, time management and multi-tasking. We are able to produce client presentations, reports, concept and design rationales, and concisely communicate our design processes which allows our clients to feel confident in the creative work produce.

We are proficient with project budgets and aim to maximize our resources whenever possible. As a team, we aim to surpass our client expectations by being meticulously organized, choosing suitable materials and styling for each project, and making sure projects goals are always in the forefront of our minds.

Throughout our years of experience, we have become adept in cultivating positive and long lasting relationships with our clients. Weight Creative strives to remain flexible as project milestones evolve throughout the creative process and we value our clients feedback at every stage.

OUR METHODOLOGY

COMMUNICATION

Weight Creative assures every client that all team members will communicate clearly and quickly during all project endeavors. We pride ourselves on maintaining our team's momentum and reaching deadlines on time. Whenever required, we will be available for project meetings and guarantee all of our communications will be done in a timely fashion.

PROGRESS & FLEXIBILITY

Our team believes in full transparency. When required, we are happy to provide clients with detailed progress updates itemizing time spent on specific deliverables, tasks completed, costs, and more. This allows both parties to clearly see project progress and assess if any changes need to be made. Weight Creative utilizes flexible methodologies, meeting the unique needs of our clients and remain adaptable with ever-changing project goals and deliverables.

RESEARCH

Prior to project commencement, our team will consult, discuss, and research as many aspects of the project as possible, allowing us to gain a better understanding of appropriate style, tone and expectation of the deliverables we are producing.

FEEDBACK

Weight Creative appreciates feedback and clear revisions at every stage of a project. This enables us to better serve our clients and results in a final product that leaves the client feeling confident and happy with the entire creation process from start to finish.

OWNERSHIP

We believe that when a project is complete, all work created is 100% owned by our clients. No hidden costs or fees will be charged. Weight Creative will also store any work created for five years after completion.

OFFERINGS

OUR SERVICES

Weight Creative prides itself on offering all it's clients access to professional design and development services as best suits their needs. Feel free to contact us for an estimate at any time.

Branding & Identity Packages	Crafting a strong and smart brand is essential – it represents your business and speaks to your target audience. We offer brand refreshes, new identities, branded collateral packages, and even small items like custom business cards.
Marketing Materials	Purpose-driven marketing materials that successfully communicate with your audience is our specialty, from posters to online display ads, we work with you to increase your business and stand out from your competitors.
Printing & Print Management	From large to small orders, we specialize and handle all types of print jobs. Whether you need a brochure or business cards, we'll be there to recommend and manage your project – ensuring you receive the best possible end product.
Web Design & Development	One of the most vital aspects of your business is your website - it shows the world how awesome you are. From the initial brainstorming phase right up to development and launch, we work with you to build a fully responsive and user-friendly website that will last.
Website Maintenance	Often times your existing or new website will need fresh content added and or routine updates completed. We offer options for monthly web maintenance packages or on demand web maintenance that can help your website thrive.
Social Media Management	Managing and growing your brand is essential. We create effective short or long term social media marketing strategies for your company, complete with scheduled posts and custom content. Let us help you increase your brand recognition, customer interaction, and generate leads.
Web Development: Training	Learn the basics of your new website! We will walk you through how to properly use your Content Management System and provide you with any support you may need.

OUR PORTFOLIO

Take a look at our work, it speaks volumes.

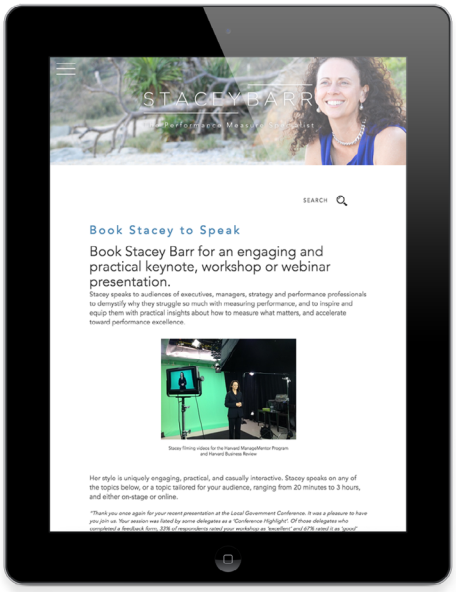
STACEY BARR LTD.

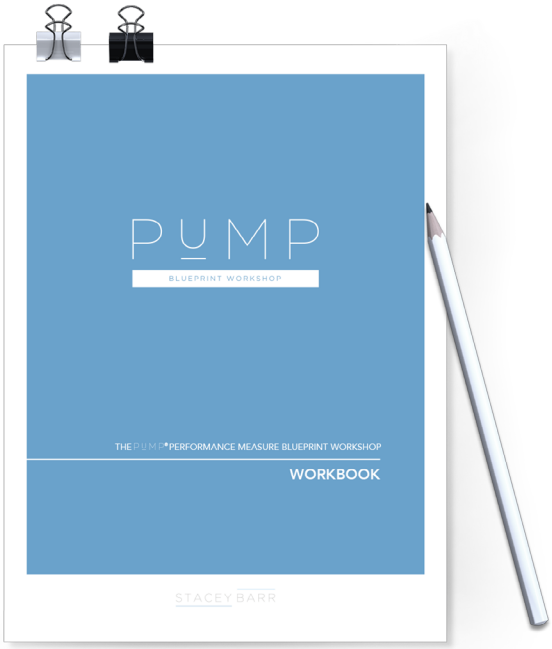
OUR TEAM PROVIDED: BRANDING · WEB DEVELOPMENT · WEB DESIGN · ILLUSTRATION · MARKETING MATERIALS · PRINT MANAGEMENT

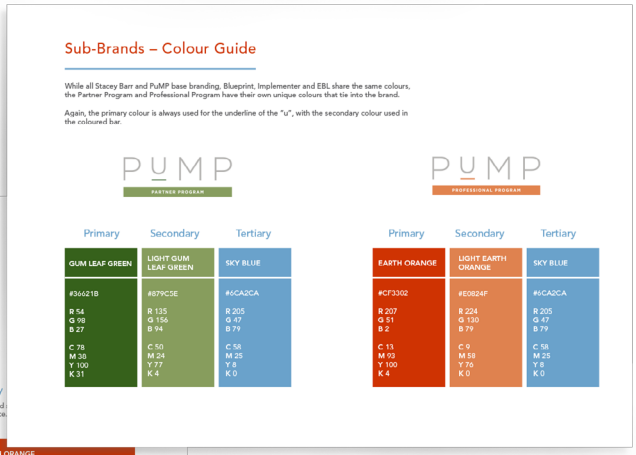
Stacey Barr speaks to audiences of executives, managers, strategy and performance professionals to demystify why they struggle so much with measuring performance, and to inspire and equip them with practical insights about how to measure what matters, and accelerate toward performance excellence.

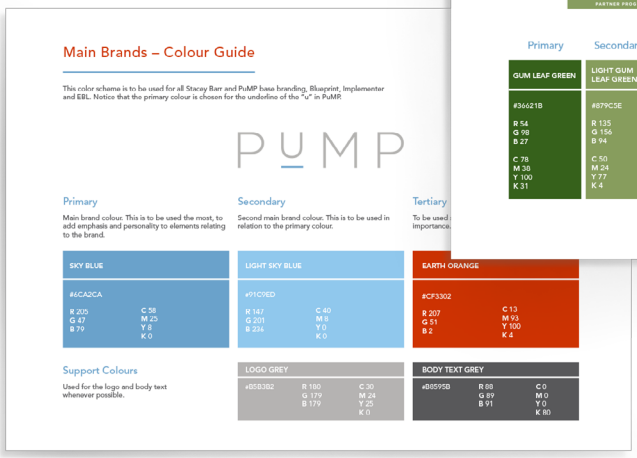
Weight Creative worked with Stacey Barr to develop a branding package and sub-brands that would be integrated into multiple programs both in print and online. Along with her new brand, Weight Creative developed related marketing materials such as newsletters, business cards, brochures and more. Of course, with a new brand comes a new website – we designed a secure and fully response WordPress website that allowed users to more easily navigate and absorb content.

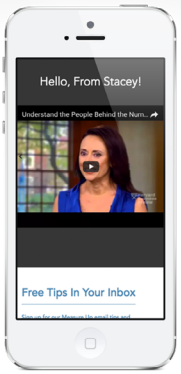
STACEY BARR LTD.











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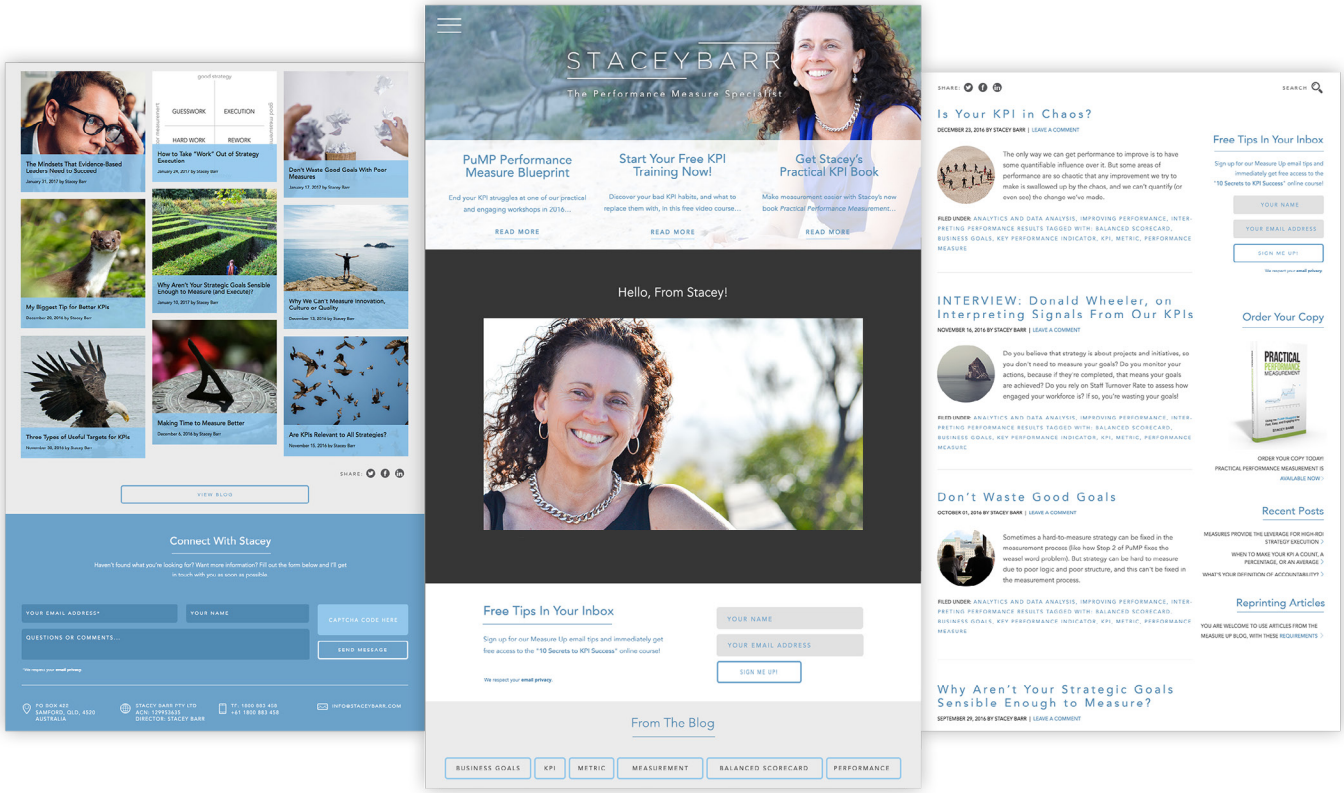

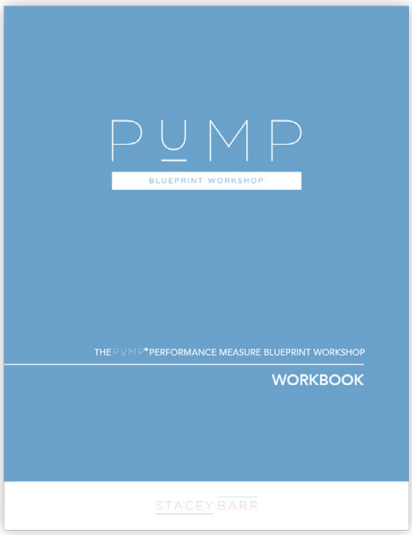

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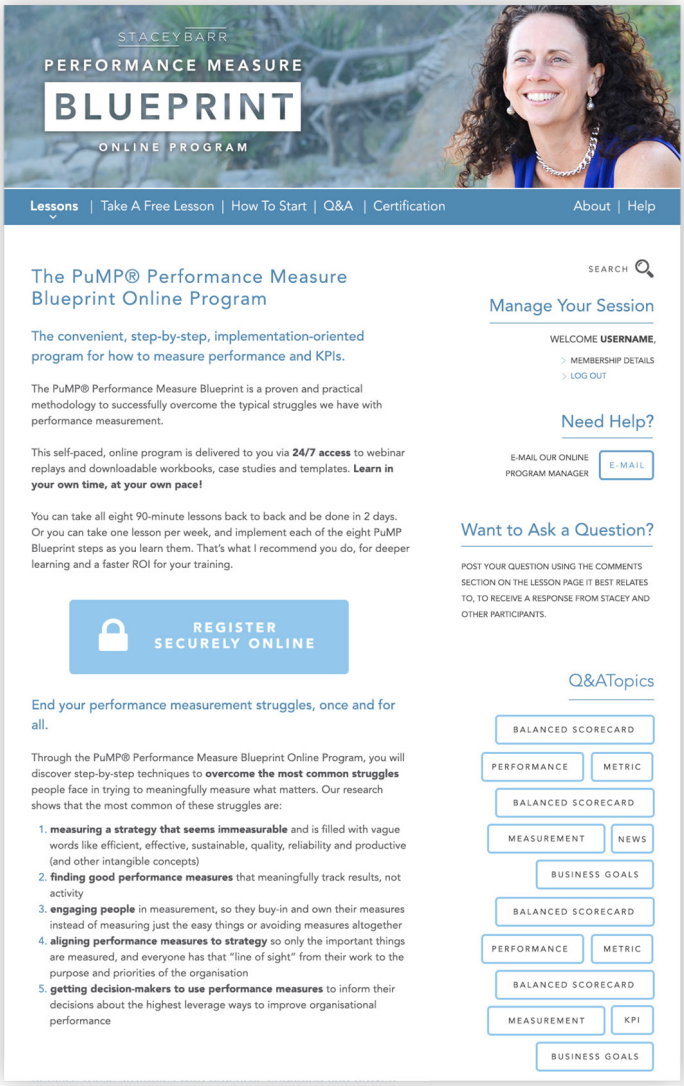
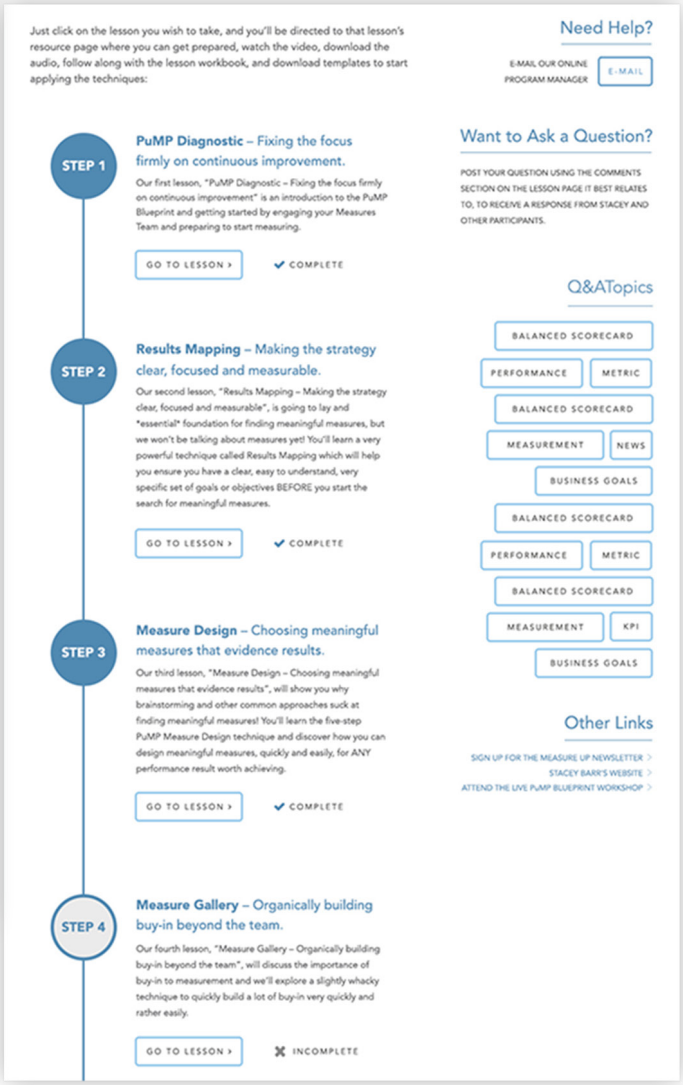




EVERGREEN TEAM REALTY

OUR TEAM PROVIDED: BRANDING · WEB DEVELOPMENT · WEB DESIGN · ILLUSTRATION · MARKETING MATERIALS · PRINT MANAGEMENT

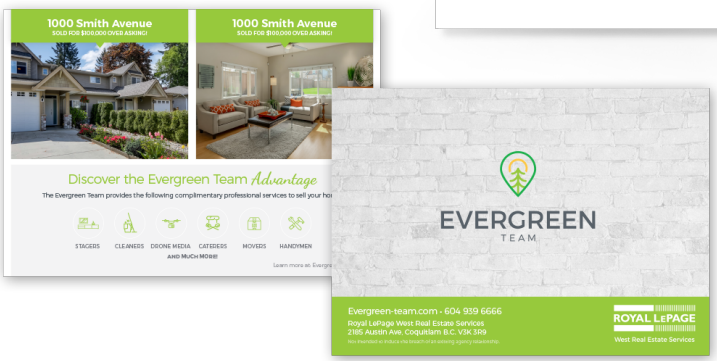
With a very precise vision of how they needed to present themselves, the Evergreen Team came to Weight Creative with a need to rebuild their brand from scratch, complete with signage and a wide variety of collateral that would provide a key role in positioning the team in a highly competitive and lucrative market. Once this phase of the ask was complete, the Evergreen Team would set their sights on expanding their digital presence with a powerful and easy to use map tool to aid potential home buyers, an online portal with local appraisals for their current clients and boldly designed website with featured listings, social media integration and more.

Weight Creative crafted a simple and bold brand designed to appeal to a younger target audience that would translate across a plethora of online platforms and marketing materials. Along with their new brand we were able to successfully design and develop a fully responsive, custom Word Press website which highlighted the team's position with client call to actions, featured properties and strong search engine optimization – keeping the users overall experience in mind.

The website also features a client portal where users can not only keep up to date with the Evergreen Team's happenings, but also see what relevant homes in the client's area are currently selling for in order for potential home sellers to make an informed decision on when they might consider entering the market.

From here, Weight Creative created a powerful interactive tool for home-seekers to explore homes on an interactive map with a fully featured search tool, functions for exploring the surrounding neighbourhood and amenities as well as transit scores, walking scores and so much more.

EVERGREEN TEAM REALTY



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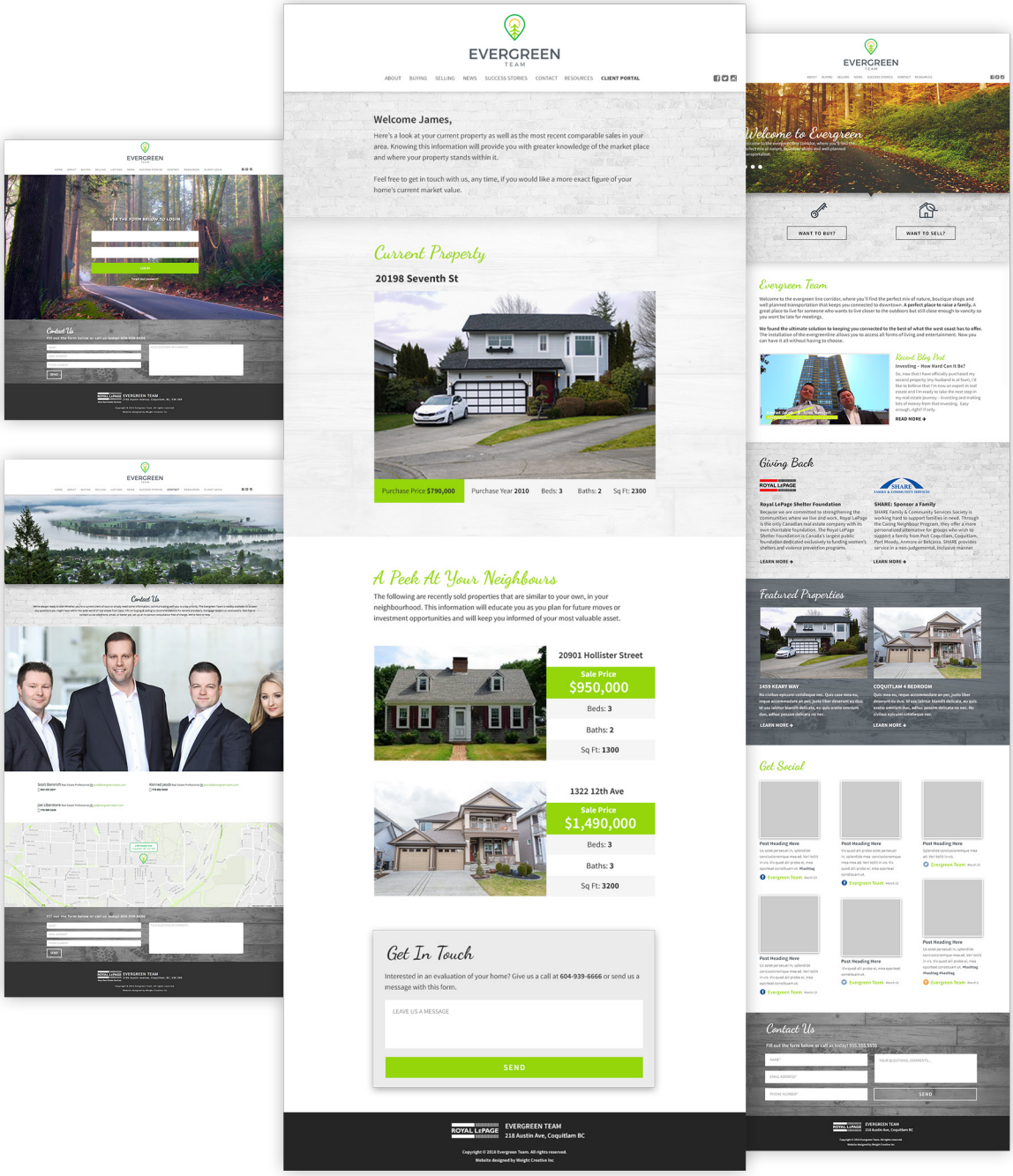

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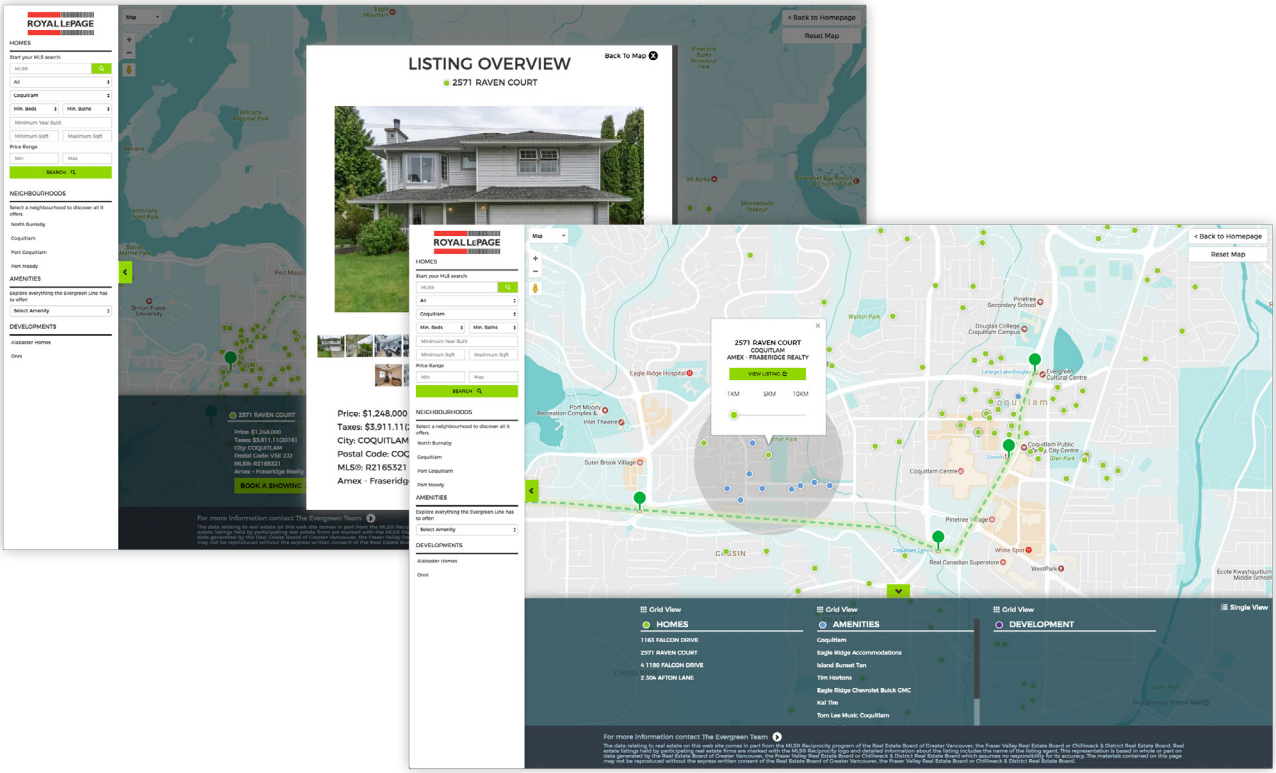

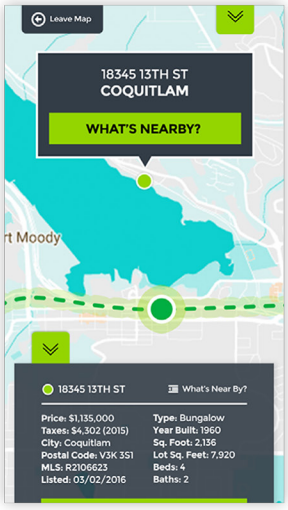

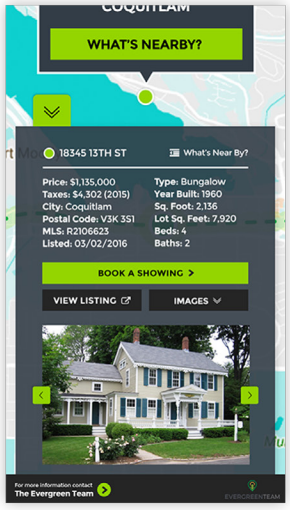

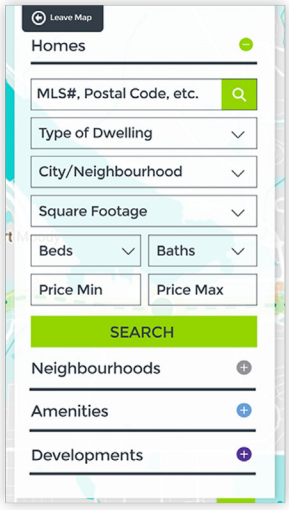

INTERNATIONAL CENTER FOR RESEARCH ON WOMEN

OUR TEAM PROVIDED: WEB DEVELOPMENT · WEB DESIGN · ILLUSTRATION · MARKETING MATERIALS · ANIMATION · PRINT MANAGEMENT

ICRW are thought leaders driven by a passion to alleviate poverty and rectify injustice in the world. We believe that women and girls – in collaboration with men and boys – are essential to the solution. When quality of life improves, families are healthier and economies are stronger.

Weight Creative has successfully worked with ICRW on their marketing materials to create a consistent look and feel across all collateral released. We expanded the depth of their identity substantially and created a sub-brand titled "ICRW: Advisors" to further compliment the not-for-profit's message and structure.

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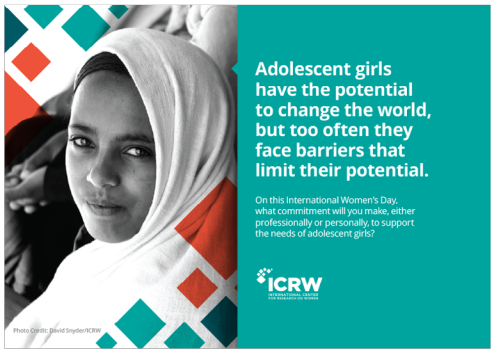

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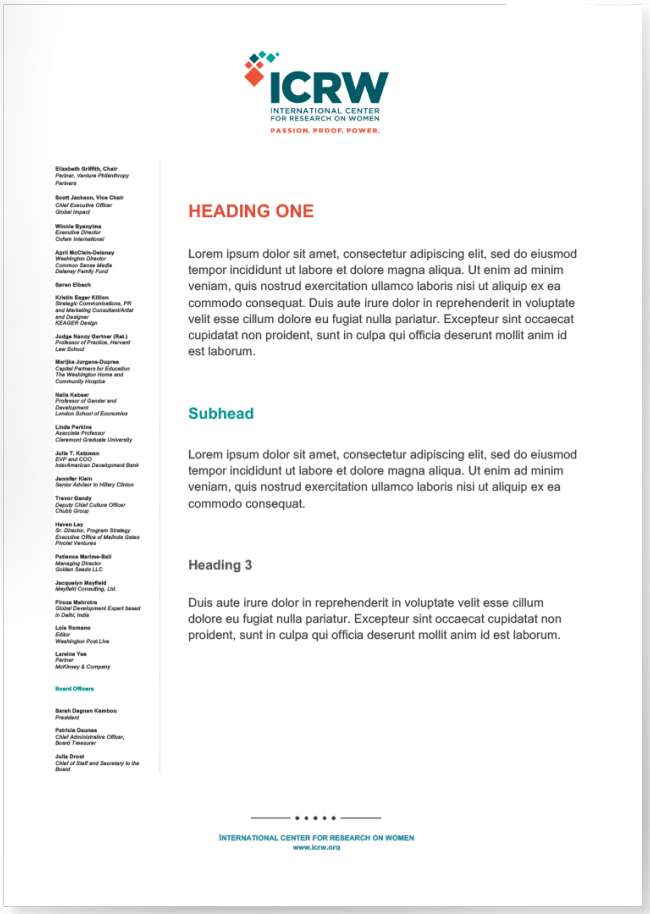

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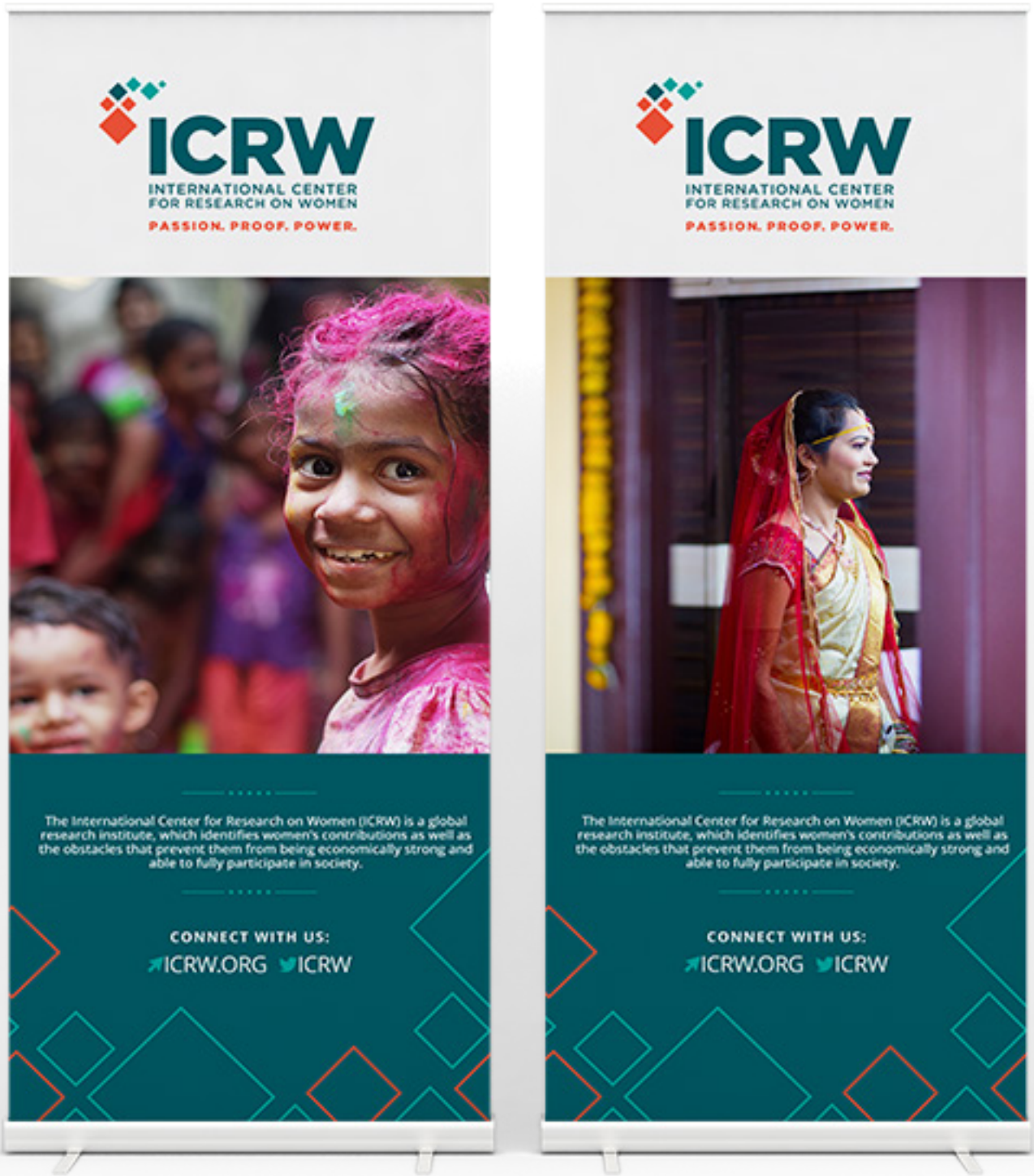

LOWER LONSDALE.CA

OUR TEAM PROVIDED: ILLUSTRATION · MARKETING MATERIALS

LowerLonsdale.ca provides residents of North Vancouver (specifically the Lower Lonsdale area) with online news and blog posts about upcoming events. They are a well known source of information on the North Shore and enjoy engaging with their audience. In order to further impact their desired target audience, a custom illustrated Snap Chat geo-filter was designed. This filtered is only available for users in the Lower Lonsdale area and promotes the Lower Lonsdale brand in a friendly and interactive way.

LOWER LONSDALE.CA

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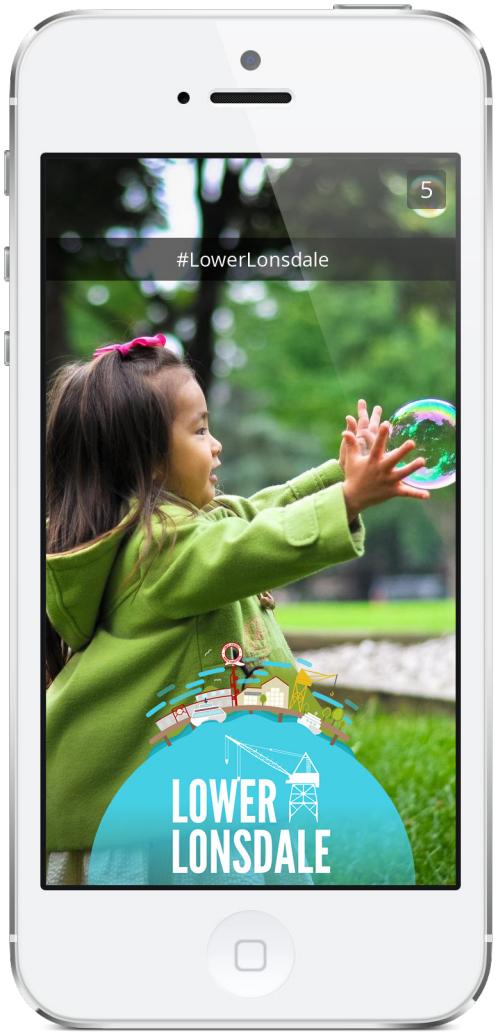
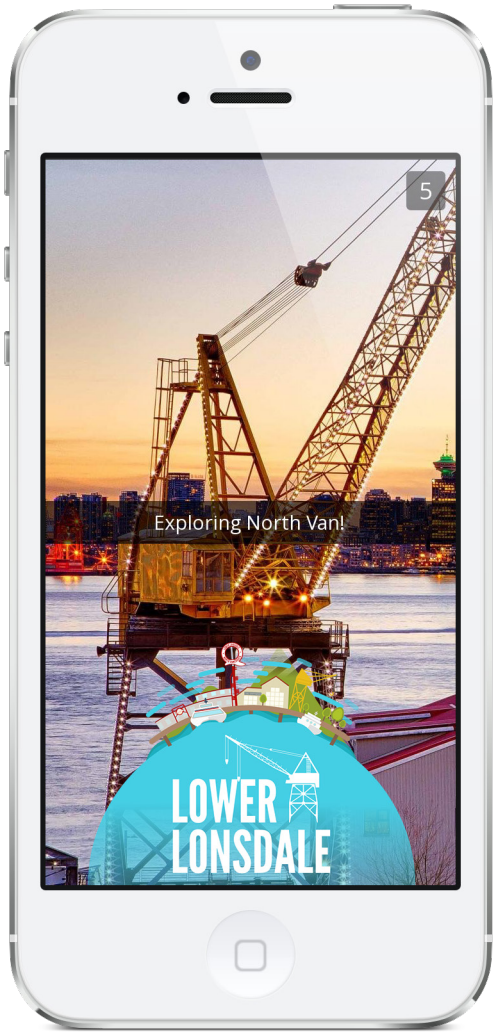




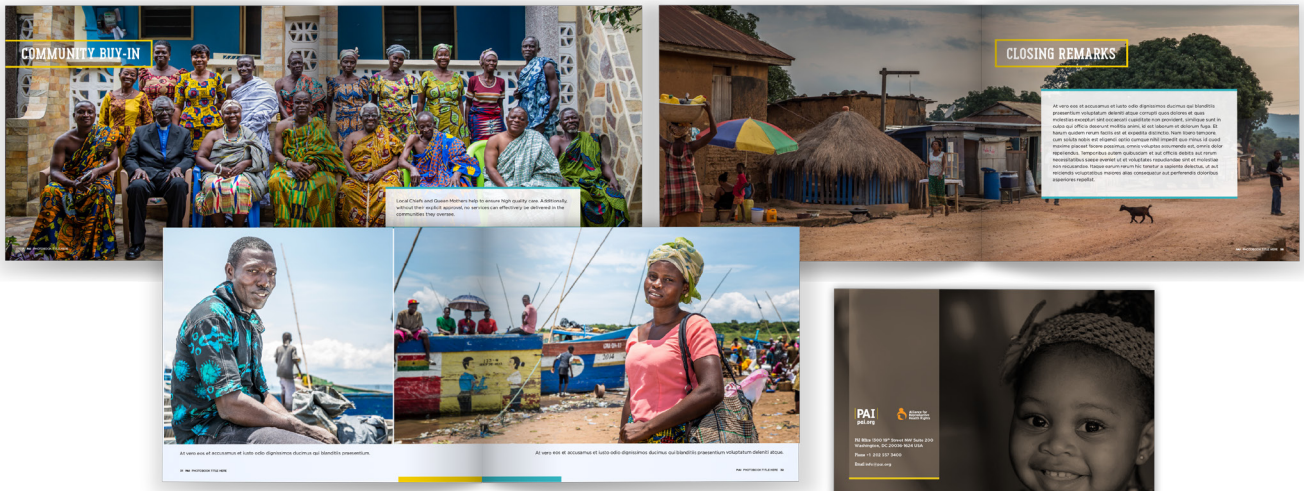
CHAMPIONS OF GLOBAL REPRODUCTIVE RIGHTS

OUR TEAM PROVIDED: ILLUSTRATION · MARKETING MATERIALS · PRINT MANAGEMENT

PAI champions policies that put women in charge of their reproductive health. They work with policymakers in Washington and a network of partners in developing countries to remove roadblocks between women and the services and supplies they need. For over 50 years, PAI has helped women succeed by upholding their basic rights.

Weight Creative has successfully worked with PAI to create engaging digital and print communications that accurately portray the current social landscape of their target communities. Some of the deliverables include a custom digital photobook analyzing the primary healthcare systems of Ghana with a matching sharables running across Facebook, Twitter and Instagram, a printed photobook for PAI shareholders, and a set of user-friendly interactive graphs detailing the political influence on women's rights in America.

CHAMPIONS OF GLOBAL REPRODUCTIVE RIGHTS



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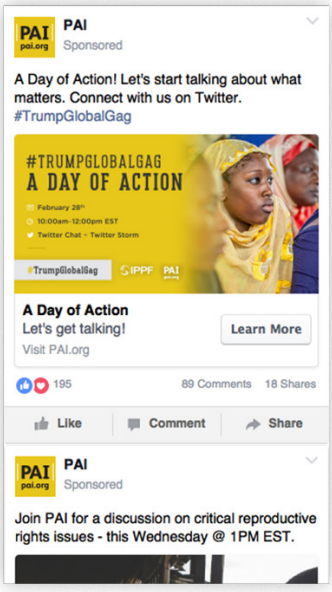

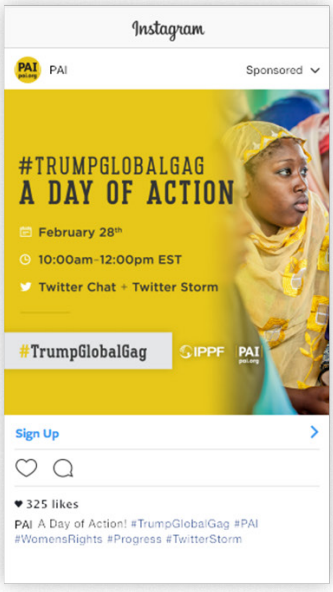

RESORT MUNICIPALITY OF WHISTLER

OUR TEAM PROVIDED: ILLUSTRATION · MARKETING MATERIALS · PRINT MANAGEMENT

Each year, The Resort Municipality of Whistler puts a call out for local designers and illustrators to create unique banners for the street posts in and around Whistler Village to be enjoyed by the 10,447 permanent residents and 2.7 million annual visitors.

The banners are changed every six months to reflect the changing seasons, and once the banners are retired, they are re-purposed into reusable bags, breathing new life into the artwork while also reducing our dependency on plastic bags.

Weight Creative was honored to illustrate their Spring & Summer 2015 banners, as well as their Fall & Winter 2016/2017 banners.

RESORT MUNICIPALITY OF WHISTLER

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SKYTURTLE TECHNOLOGIES

OUR TEAM PROVIDED: WEB DEVELOPMENT · WEB DESIGN · ILLUSTRATION · MARKETING MATERIALS · PRINT MANAGEMENT

Skyturtle is a technology company born and raised in the water park industry. Skyturtle brings over 10 years of industry experience, with more than 17 waterslide patents pending and a team trained in robotics, mechanical engineering, computer programming, and electrical engineering. Weight Creative worked closely with Skyturtle to aid in crafting various event collateral, targeted marketing materials, trade show booths, posters, and expanded on their brand.

SKYTURTLE TECHNOLOGIES

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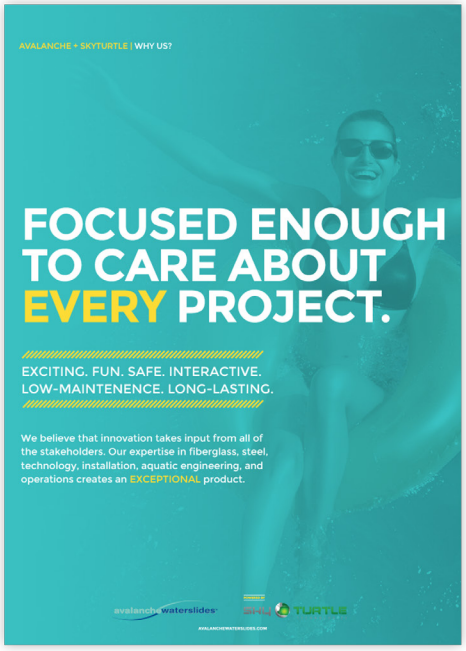
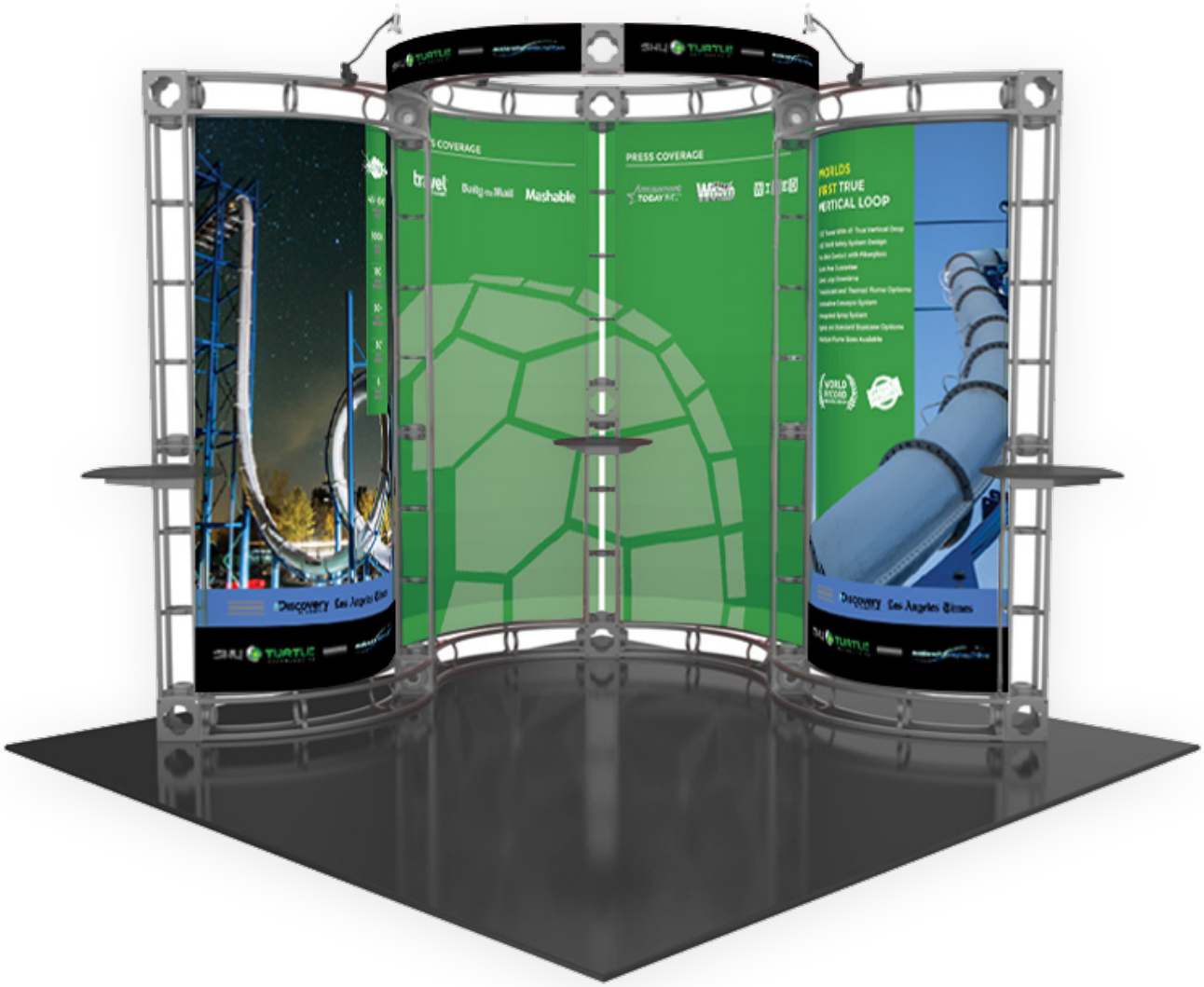


SKYTURTLE TECHNOLOGIES



WHAT OUR CLIENTS ARE SAYING

“

As a small business, I rely on my suppliers to care about my success as much as I do. And Weight Creative does just that! They have talent and heart with a dedication to meeting deadlines. I love these guys, and count them as part of my team.

LOUISE WATSON
OWNER OF ADURA STRATEGY

“

Every level of their business, from idea stage to final product, from communication to billing is transparent, honest and... at times...unbelievable. In an industry where there are literally thousands of individuals and companies vying for your website/ branding work, these guys stand tall above the rest!

I have already referred Weight Creative to friends and colleagues and will continue to send anyone that requires their high level of service and quality work in the future.

SCOTT BANCROFT
OWNER OF EVERGREEN TEAM REALTY

“

Weight Creative is wonderful. They bring fresh ideas to the table and complete projects with patient and thorough efficiency. They are good listeners with big talent and no egos.

LAURA LARSON
SENIOR PROJECT MANAGER AT FLIP DIGITAL

“

It was a pleasure to work with Weight Creative. They are friendly, responsive, and very punctual with edits and revisions. Their work is polished and professional, and we are incredibly happy with the brand they created for us.

AMANDA RODRIGUEZ
MARKETING & DEVELOPMENT MANAGER
AT DOGWOOD ALLIANCE ORGANIZATION

WHAT'S NEXT?

Let's talk, we would love to hear from you! Please let us know if you have any unanswered questions or comments for us.

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