bravo

creative

WE HAVE BEEN KICKING AROUND a while in the publishing, graphic design and marketing industry, with experience in project management, typography, layout and design, photography (we work with dogs!), copywriting and art direction, plus social media.

Opportunities that allow us to help develop materials throughout a project's life cycle are of particular interest to us. An example — our work with Bruce Cameron of Return on Insight (ROI) to garner community support for building a new firehall on Salt Spring Island — a contentious project. Vocal detractors needed wooing with a solid framework of the campaign that included community consultation and public input.

We established a strong foundation with our "Profiles in Courage" series, setting the stage by showcasing local firefighters as the heart of Salt Spring Island's crisis response. Phase 2 launched "Prepared for Today. Planning for Tomorrow" and "By the Numbers" to educate what types of calls are responded to during the year, plus related information. The scale of the project included branding, ad creative and copy writing for print and web, postcards, brochures and outdoor signage to encourage "Vote Yes for a Safer Salt Spring", in addition to town hall presentation slide collateral (budget plan, strategic plan). It worked. The new firehall celebrated their grand opening Fall 2026. On time and under budget. Check out page 2 and see how it all came together.

Interested in exploring a collaboration? We know what it takes to guide the production of deliverables that result in tangible results. Our toolbelt is packed with experience and creativity in either a design-focused role or tasked with new initiatives from the ground up. That's us.

portfolio

hello@bravocreative.com
bravocreative.com
250-888-3286

Collateral design Salt Spring Fire Department / New Firehall Initiative



Process Summary

A phased approach: the strategic framework of the campaign

Phase 1: Prepared for Today: A series of collateral reinforced the underlying strength of SSIFR, that the force is ready and able to respond to emergencies, reminding people of the crucial role they play and the fact the force is made of friends, family and neighbours who are "First In. All In. Every Call." Phase 2: Planning for Tomorrow: Showcased the prudent fiscal management that led to establishing reserve funds to enable construction; dispelled some common misconceptions about salaries and the stringent requirements for building an emergency response centre. Phase 3: Vote YES for a Safer Salt Spring asked for a vote of support, stressing that "it is up to you now" and a yes vote will result in no new taxes.

The scale of the project included branding, ad creative and copy writing for print and web, postcards, brochures and outdoor signage, in addition to town hall presentation slide collateral (budget plan, strategic plan).

It worked and the new Firehall celebrated their grand opening with the Salt Spring Island community Fall 2026.



Town Hall Strategic Plan Presentation

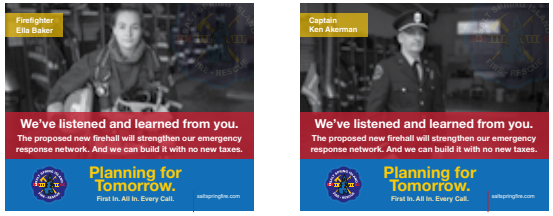


Print Advertising

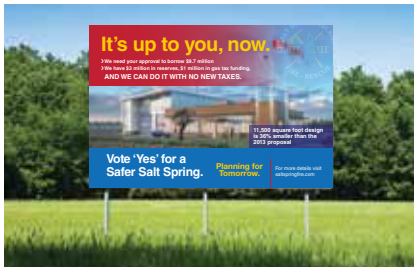


Postcard Mailer



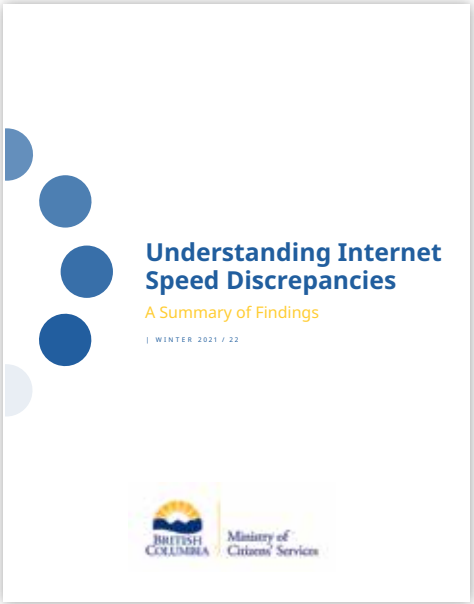


Online Advertising



Outdoor Signage

Report Design for The BC Ministry of Citizens' Services



Collaboration and short turnarounds

The BC Ministry of Citizens' Services needed our assistance on a short turnaround project: Understanding Internet Speed Discrepancies. We worked with the report writer who transformed the engineering report into plain language that also featured First Nation language translations. The many moving parts were pulled together quickly and summarized into an easy-to-understand report.

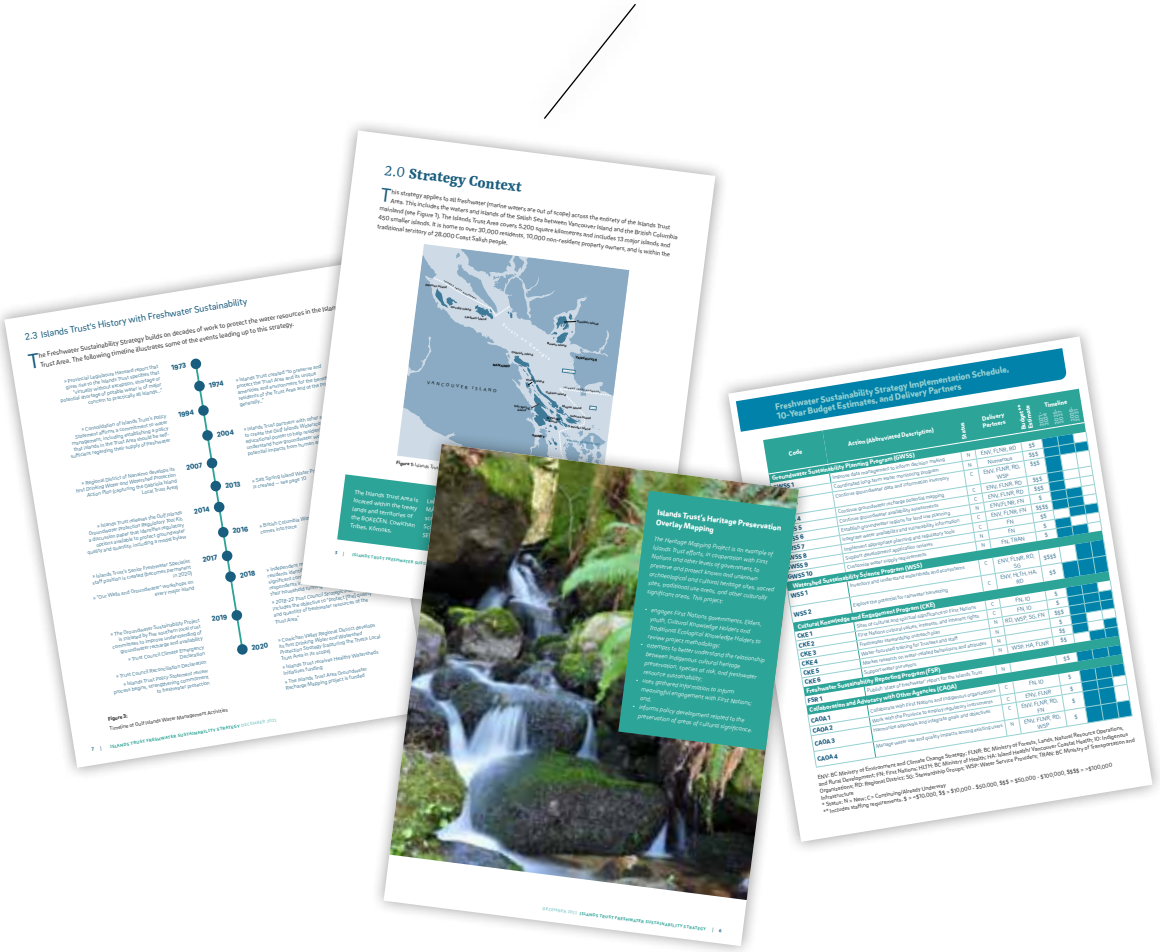


Report Collateral design for Islands Trust Freshwater Sustainability Strategy



Collaboration and the creative process

Islands Trust reached out to us to design their Freshwater Sustainability Strategy, which is part of an ongoing strategy to preserve the groundwater supplies and protect vulnerable aquifers in the Islands Trust area. They have a clear understanding of the creative process; after sharing their Style Guide to inform the overall feel of the project, they then let us loose on the execution. They chose key moments to plug into the creative outlet which resulted in a rich collaborative experience for both client and creative team.



Presentation material+Signage North Salt Spring Waterworks District



Open House Signage

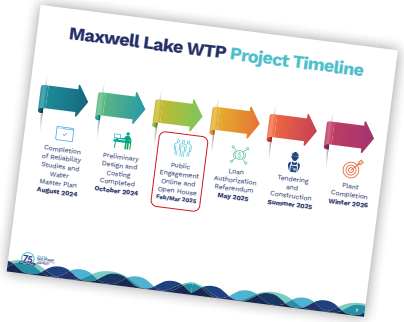


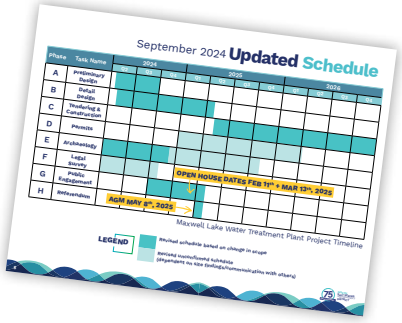
Postcard

Public Outreach and Education

It's been a privilege to work with North Salt Spring Waterworks District to help educate the Islanders about the new Maxwell Lake Water Treatment Plant. Its goal? To build a more resilient system to ensure a sustainable water supply for Salt Spring Island's future. Through newsprint advertising, a Canada Post postcard drive, Open Houses, plus outdoor signage and slide show presentation slides we helped get the word out on this initiative that went to referendum and ultimately earned the public support to move forward.









Open House Slide Show Presentation

Special Projects Cover, Editorial Layout + Design

Calendars

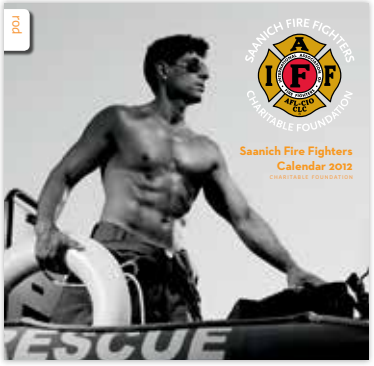
Over the years we have collaborated with Jo-Ann Richards/Works Photography and Carla Unger/Carla Unger Photography to support both the Saanich Firefighters Charitable Foundation and the Professional Firefighters of Greater Victoria on their fundraising endeavors. Lucky us. *(pro bono)*

Collaboration with The Fairway Gorge Paddling Club on design of their 2021 calendar.





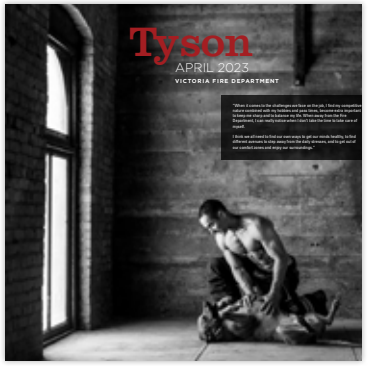




















Collection and organization of data from a variety of sources to produce reports

The City of Leduc supplied us with the content which we wove into a cleanly designed product that features white space to offset the sober content and accompanying data. The crowning glory? Photos that are content-specific and at a glance help tell the story.





The City of Leduc Water Conservation, Effficiency and Productivity Plan. The photo choices and consistent treatment enriches the final product with personality and human connection. A cleanly designed product where white space is queen, underpinning several graphs and tables.

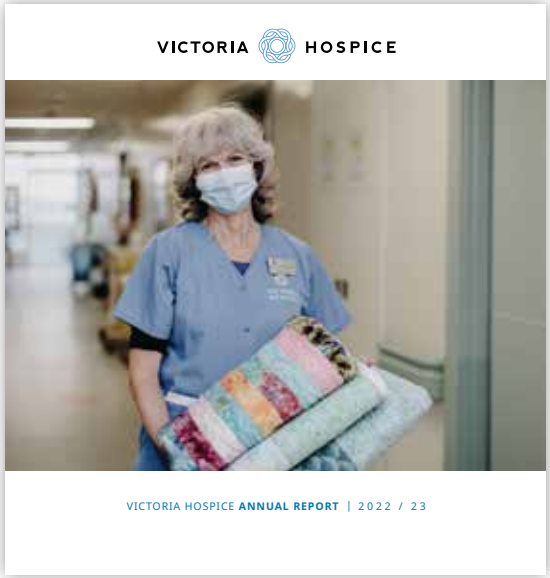


The Canadian Municipal Water Priorites Report

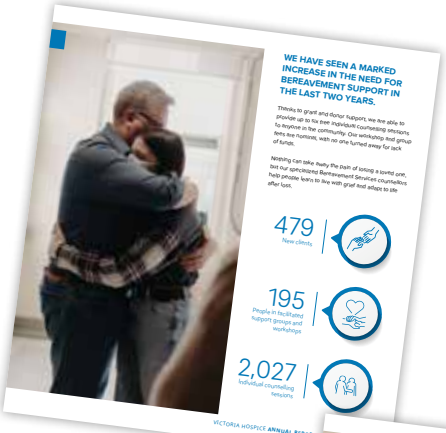
Collateral design Victoria Hospice Annual Report / Newspaper Advertising

Experience, broad skillset and past successes pave the way for teamwork with Victoria Hospice

Incorporating multiple design features — Fragment of Light Photography's evocative photographs, strong storytelling skills of Hospice staff plus mapping the visual language of financial details — is the formula we crafted to support Victoria Hospice as they continue to ensure that our community receives the best possible end-of-life care and support when they need it most.





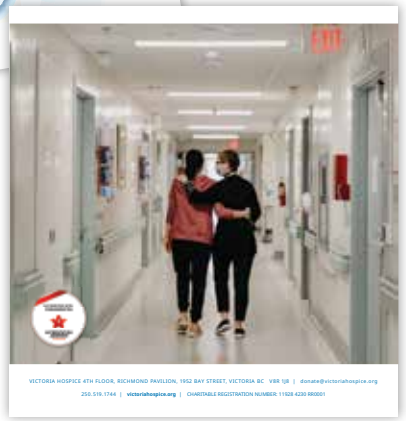












Collateral design Victoria Hospice Fashion for Compassion Fundraiser

Victoria Hospice's signature sold-out fundraising event; a celebration of style and generosity.

This annual event brings together community, couture, and compassion in a meaningful way.



Posters



16 Page Program



Menu









Signage

Magazines Cover and Editorial Layout + Design

> Victoria Boulevard > Vancouver Boulevard
> Mid-Island Boulevard > Okanagan Boulevard
> Pearl Magazine

Crisp design + image-rich

Our work with the Boulevard team is a dynamic relationship that is solely carried out through online and phone communication — from editor to photographer to publisher. Each issue's theme is planned and executed with clarity, flow and faithful adherence to brand.



in studio ...

WITH DANNY SINGER

The view from Main Street

WORDS LIN STRANBERG > PHOTOGRAPHY DON DENTON

Danny Singer, a photo-based artist who lives in North Vancouver, says he loves to come back to Vancouver after his travels to photograph small towns.

Danny spends his summers exploring and photographing Canadian and American prairie towns with his wife Tisha. In the past two decades or so, he has photographed more than 160 towns from which he has produced an epic series of works depicting the main streets that define them.

The photos, direct frontal views, are astonishing. At first glance, they appear as panoramas; a closer look reveals a much greater complexity. They are constructs, with each one an assemblage of as many as 720 digital images that he methodically shoots, dices, stacks and seamlessly edits together on a state-of-the-art 2015 MacBook Pro. He uses a jumbo-Epson inkjet printer in his small home studio to produce them as big-scale photographic prints, known as giclée or simply inkjet prints. They can be as large as 40" x 96" in size, a format at the top end for mounting materials.

When it comes to describing his sophisticated process, Danny prefers to keep it simple.

"It's a case of making choices," he says. "It begins when I drive into a town and decide on whether I like it, based on no particular criteria."

If the town appeals to him, he and Tisha draw a line in chalk and follow it, setting up a tripod and a 50-megapixel medium-format camera at 5-foot intervals and walking the street. After that he works alone until he can show a print to Tisha, an art historian who teaches at Capilano University.

"I wouldn't dream of letting anything out of my studio until she has seen it. She has a great eye for detail and she never lets me down."

Danny has an affinity for the vast landscapes and big skies of the North American Great Plains. As a teenager growing up in Edmonton, Alberta, he spent summers with relatives in prairie towns and had vivid experiences that stayed with him all his life.

"I didn't come at these places from nothing," he says, "I had some experience with them as artist, small, sole commercialist."

These places have all changed, of course, even in the years since he began the project. The typical "main street," the centralized retail and social hub linked with traditional small-town values, is part of the past.

How long can these towns last? The title of his fall 2019 exhibition at Vancouver's Gallery Jones was The Forecast for Prairie Towns, a reference to the fact that Danny is attuned to the weather at the question of the town's future. In the Main Street series, it seems he has been documenting both the changed prairie environment and a vanishing piece of his own personal history.

Since 1987, Danny has lived in a townhouse just up the street from where he lived in his days at Simon Fraser University. There was no film school at that time, but the theatre program student made films on a camera his father gave him.

"I was a theatre student at SFU," he says, "and I made the first films on campus. Then I left to go to work at the CBC."

After a few years working in television, Danny decided he had a breakthrough meeting there with Lorraine Monk, then-curator-producer of the Still Photography Division of the National Film Board. Lorraine, who went on to help establish the Canadian Museum of Contemporary Photography, took a chance on Danny by sending him out to shoot stills for the first time. He landed several pages in her prestigious 1976 book Between Friends/Entre Amis, which was Canada's gift to the United States on the occasion of its bicentennial.

After that, he spent years working in both still and motion-picture photography. "When I came back to Vancouver in 1989 I was doing photography for an architectural firm and,

The photos, direct frontal views, are astonishing. At first glance, they appear as panoramas; a closer look reveals a much greater complexity.

Magazines Cover and Editorial Layout + Design





Any pie recipe can be cut in half and baked in a tart pan with fluted sides, turning a basic dessert into something that looks like it was made in a professional bakery.
Finally, never forget the ingredients. The holiday season is a time for indulgence. Instead of fresh fruit, think rich chocolate, toasted nuts, fragrant citrus, custard and caramel.
With all this, it's very important to make decent pastry, which is not nearly as difficult as most people think. The following recipe, with its detailed instructions, will be very helpful. For those who want an even simpler crust, no press-in shortbread crust for tarts always gets rave reviews and requires no pastry know-how (see Cranberry Meyer Lemon Custard Tart).

BASIC PIE PASTRY

Makes enough dough for one double-crust pie, or two single-crust pies.

2½ cups all-purpose flour, measured by the dip and sweep method
1 Tbsp sugar
1 tsp salt
¾ cup cold unsalted butter, cut into small cubes
¼ cup cold lard or shortening, cut into small cubes
7 to 9 Tbsp very cold water

Food processor method: In the work bowl of a food processor, combine the flour, sugar and salt. Process for a few seconds to combine evenly. Remove the lid, scatter the butter pieces over the flour. Replace the lid and process again, using 4 to 6 one-second pulses. Add the lard and pulse a few more times, until the fat is cut into the flour properly. The fat pieces should range in size between small peas and cornmeal, with fewer large pieces and greater amounts of smaller pieces. But make sure to leave some large pieces and some dry flour, because these two things help with the flakiness. Transfer the flour mixture to a bowl. Toss with fingers to create an even balance of fat to dry flour.

Hand method: In a medium bowl, combine the flour, sugar and salt. Whisk to combine. Add the cold butter pieces and use your finger or a pastry blender to cut the butter into the flour. Rub the butter pieces between your fingers, coating them in flour, until they are half the size. Add the lard pieces and continue cutting in, until the fat is the right size, ranging in size from small peas to cornmeal. There should be a greater number of smaller pieces than big ones.

To finish either method: Slowly sprinkle in the water, one tablespoon at a time, using a fork or rubber spatula to mix the dough. Stop after 7 tablespoons of water, no matter what the dough looks like.

Turn the dough onto a counter. It will be very dry and crumbly at this point. Use your hands to gently gather the dough into a ball, using gentle pressure to make it hold together. If the dough is still too dry, sprinkle on a tablespoon more water and mix the dough with your hands again, until you can form it into a ball. In some cases, you will need to use the final tablespoon of water. Divide the dough in two and form each into a disk. This dough can be used immediately, or wrapped in plastic wrap and refrigerated or frozen for later use.

BEST APPLE PIE

In this recipe, the true sweet-tart apple flavour really shines through. Note the subdued amount of spicing used. Feel free to use more, if you like, but I find that cinnamon and other traditional apple pie spices completely overwhelm the... apple flavour.

1 recipe Basic Pie...
3 to 4





Vocal powerhouse Stephanie Greaves takes centre stage

Victoria songstress Stephanie Greaves won't ever forget her first live stage appearance, and not only because she stole the show: she nearly became the subject of a missing persons investigation.

She and her parents were visiting family in England when they spontaneously popped in to watch a local talent competition in Great Yarmouth, where Stephanie soon vanished amid the crowd. By the time worry had set in for her parents, the curtain lifted to reveal their missing six-year-old daughter all alone on stage singing Ruffi's Mr. Golden Sun. Once the applause subsided and the show came to an end, the host announced that Stephanie had won the event's grand prize: a bottle of champagne.

Because they hadn't anticipated the competition's underage winner, organizers scurried to come up with a more age-appropriate reward, and Stephanie walked away with a Mr. Golden Sun T-shirt and a one-week, all-expenses-paid stay at a holiday resort.

Even at age six, Stephanie was living on a healthy diet of the classics. She recalls a childhood household in which music was paramount. Songs by ABBA, Willie Nelson, The Carpenters and Frank Sinatra and a dose of classical music floated within the walls of her home in Toronto. She never doubted her love of song and the power of her voice. Stage fright was not a concern; Stephanie was never shy.

"I guess I've had that problem," she says. "Mom and Dad always sang. I was literally raised on the good old music and didn't realize how to make an impression whenever we were entertaining or at a social event."

Stephanie's penchant for song has helped her see and perform all over the world. With an untiring commitment to her craft, she's

Barefoot, but warm.
Bare feet can hit some cold spots. Such as winter, fall, spring and even summer. (This is Canada.) Warm your feet in pure wool Glerups, the go-anywhere foot warmers from the Danish countryside, where it's beautiful, but cold.
glerups
637 Fort Street
250.383.4040
footlooseshoes.com
hughes

Special Publications Cover and Editorial Layout + Design

Program
Victoria International Track Classic



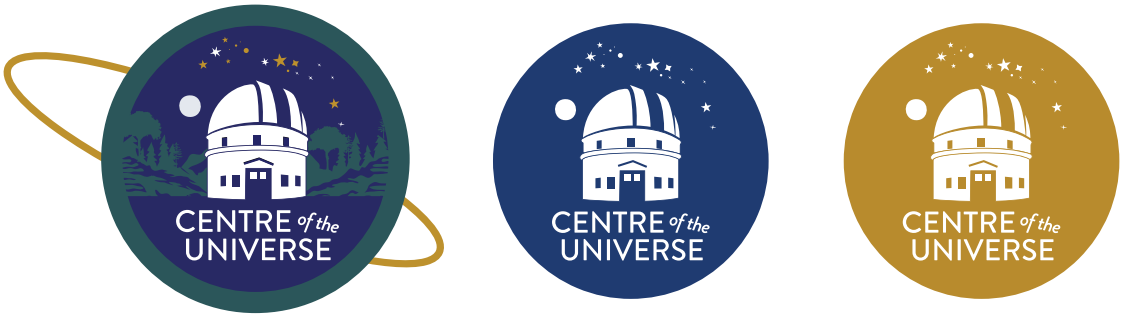
Special Publications Cover and Editorial Layout + Design

Magazine + Auction Booklet
David Foster Foundation Miracle Gala and Concert Fundraising Event



Logo + Brand Identity

Centre of the Universe, Saanich







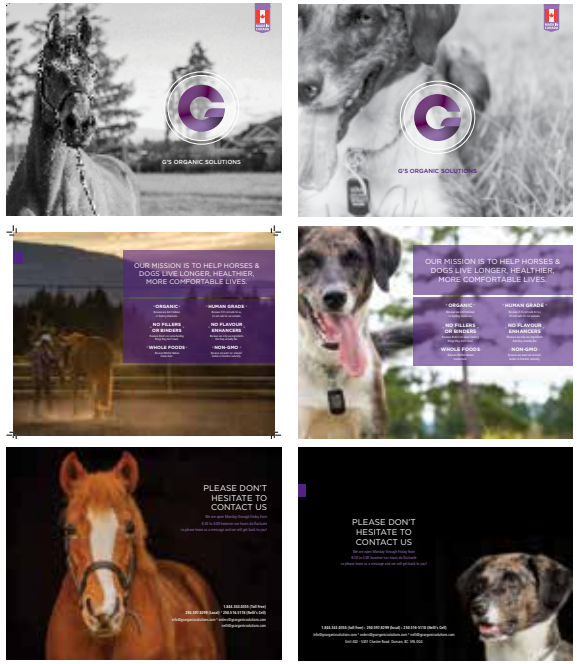


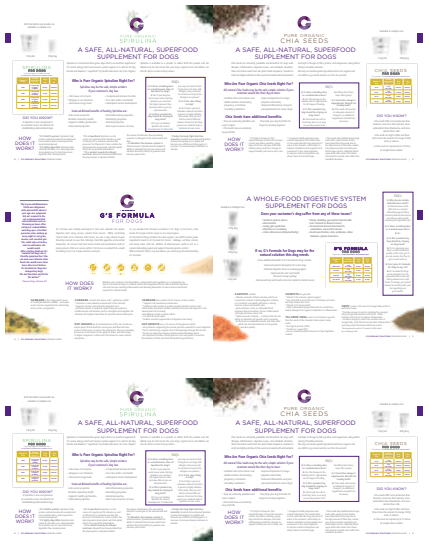
Logo + Brand Identity

G's Organic Solutions, Creston BC

Vendor Books, Packaging Labels,
Trade Show Banner, Business Cards























Logo, Tagline + Brand Identity

Benvenuto Pilates, Brentwood Bay;
One to One Personal Training, Saanich
The Soap Exchange, Victoria

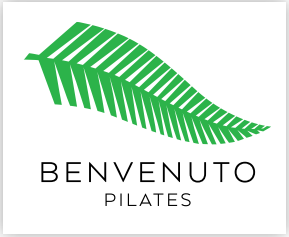
Business Cards, Rack Cards,
Product Labels











Copywriting

In the sea of home-based personal trainers, our client was keen on standing out for her diversified training methods and personal ethos through her marketing collateral; she needed a lively tagline and high-powered, vivid copywriting to support her ambitious intentions.

Do More.



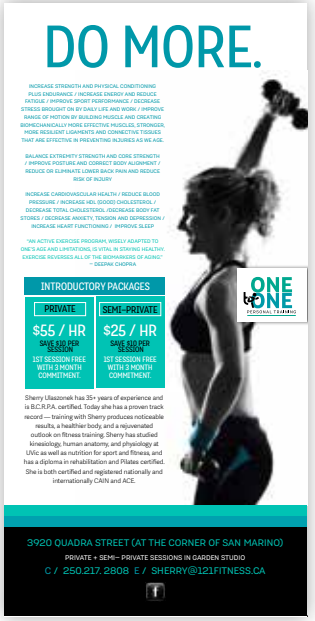












Logo, Tagline + Brand Identity

Oak Bay Seafood,
Victoria

SnapAdmail Canada Post Mailer

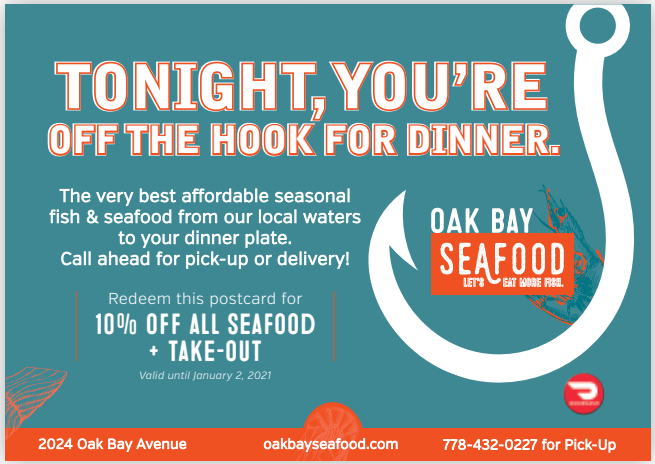






Copywriting

Due to COVID-19 restrictions, the client's goal was to entice new and existing customers to order take-out or get pick-up rather than eat in – something they had never previously focused their marketing on. They needed an eye-catching hook and copywriting that resonated with the target market to reel them in.





Logo + Brand Identity

ArtSea, Sidney

Business Cards, Rack Cards, Outdoor Hanging Banners,
Outdoor Signage, Interior Reception Desk Wrap,
Portable Retractable Banners, Building Exterior









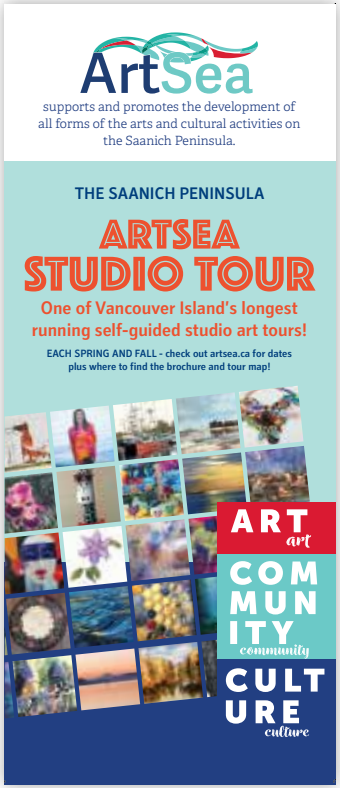












Logo + Brand Identity

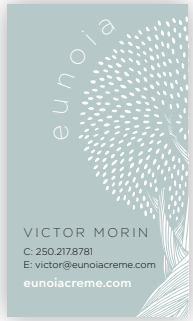
eusara, Victoria (Equilibrium Massage Therapy)
Business Cards, Labels and Packaging

FRONT PROFILE



BACK PROFILE









Labels and Packaging

Karen Van Dyck









Local professional Perfumer Karen Van Dyck specializes in creating nautral perfumes, skincare and body care products. Her request was simple: design a line of grease-proof and waterproof labels that evoke nature in black and white.



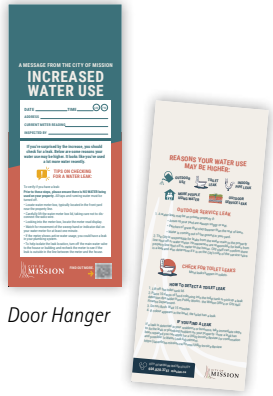




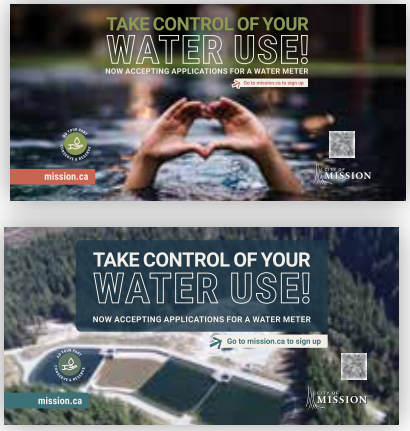
Information Handouts



Retractable Banners



Door Hanger



Outdoor Signage



Rack Cards





Social Media



Timeline/Website

Signage, Retractable Banner, Rack Cards, Door Hangers, Handouts, Social Media

Design + Art Direction City of Mission

Miscellaneous Logo and Landing Page

BC Colleges

Nimble and engaging

BC Colleges needed a logo and landing page design — pronto — to include in a presentation to springboard a new program — Skill-Up BC.



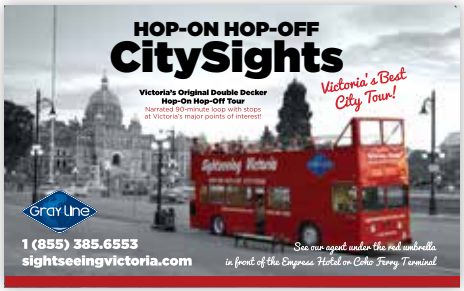






Miscellaneous Posters, Sandwich Boards, Multilingual Brochures, Bus Tickets

Grayline Victoria

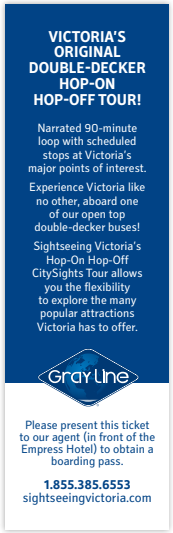


Local, specific photography

Local photographer Joanne Richards of Works Photography has helped us build an arsenal of Grayline Victoria's myriad fleet photos, capturing them in various locales around the city.









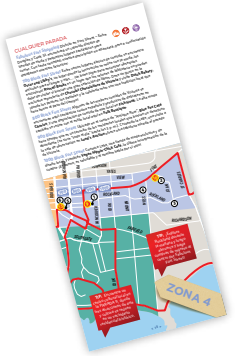




The *Reasons to Go* brochure was produced in English, French, Spanish and Japanese; the native language files were formatted for each brochure.







Miscellaneous Map Work

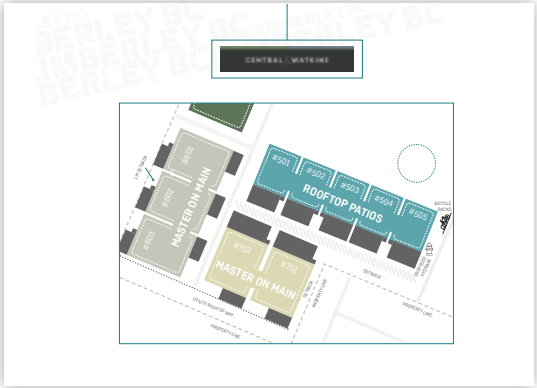
Grayline Victoria, Central&Watkins, ArtSea

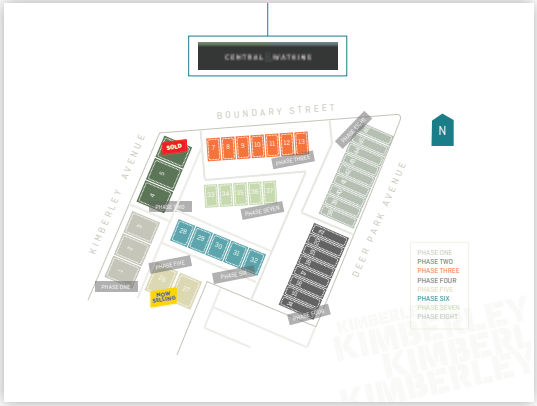




Grayline Sightseeing Victoria's 16-panel brochure features 15 route-stop locations on the map.

Central&Watkins
Master on Main floor plans,
Kimberley BC





ArtSea annual spring and fall *Studio Tour* 4-panel brochure features participating artists' location on the map.





Brochure

Cakes Etc. Victoria Design + Art Direction

Magazine Print Advertising, Tagline, Reusable Bags

The Market Stores, Victoria Design, Art Direction and Copywriting

When you love food, you love The Market Stores

Copywriting

The client needed full page ad options for Bear Mountain Life Magazine with the goal of highlighting their grocery delivery service on the West Shore and motivating Bear Mountain residents to use it. The copywriting reflects the target market's busy, healthy lifestyle and offers the option of quality food delivery. We came up with the tagline "When you love food, you love The Market Stores" a number of years ago and the client wholeheartedly embraces it still today.



We deliver your peace of mind.

When you love your lifestyle, you love The Market Stores' online express purchasing and delivery — no matter where you are, or what you're enjoying, West Shore's quality grocer is one click away.

express.themarketstores.com

{ delivering more than just groceries }

When you love food, you love The Market Stores.
In Millstream Village / Downtown Yates at Quadra
themarketstores.com
LOCALLY OWNED AND OPERATED



We deliver more family time.

When you love your lifestyle, you love The Market Stores' online express purchasing and delivery — no matter where you are, or who you're enjoying, West Shore's quality grocer is one click away.

express.themarketstores.com

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We deliver your fuss-free lifestyle.

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Weekly Flyer, Reusable Bags

Fairway Market, Victoria











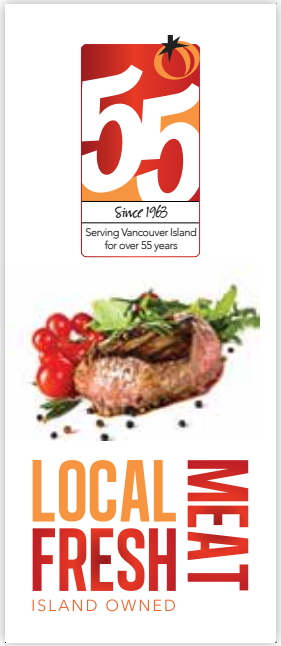




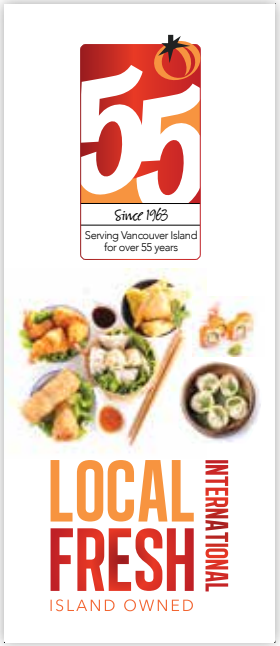


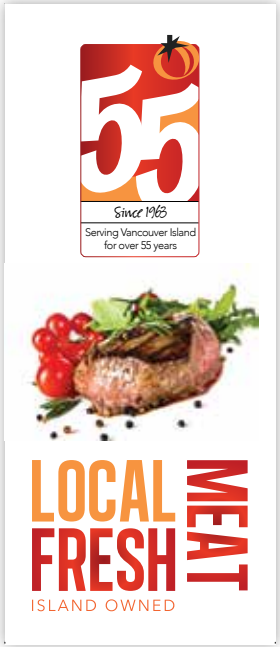
Retractable Banners, Gift Cards + Large Signage

Fairway Market, Victoria



























Local and specific imagery

The Conference Centre's 10 Year Planning Calendar is a marketing tool they share with existing clients and prospects — a compact resource that showcases Victoria's year-round natural beauty and vibrant culture.

Marketing Plan, Business Cards + 10 Year Planning Calendar

Collateral design, Victoria Conference Centre

Posters + Outdoor Canvas Banner • Online Assets

Blue Bridge Theatre (Layout, Art Direction + Photoshoot)



Consistently themed assets + made-to-measure photography

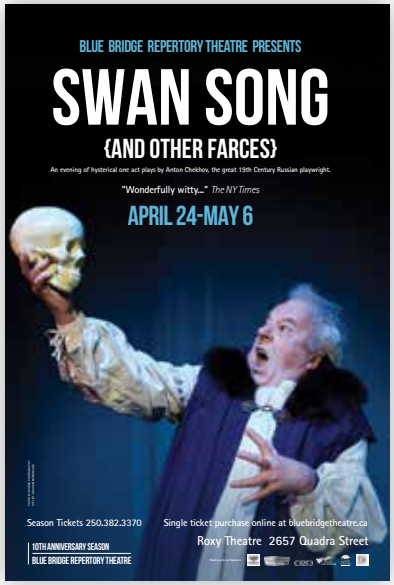
Each season, Blue Bridge Repertory Theatre marries large outdoor exposure marketing with targeted websliders to spread the word of their annual productions. Mindful of their budget, we called upon various members of their friends and family to model — the sterling skills of local photographer Joanne Richards pulls it off. We also create a 12-page playbill that spring-boards off the creative for each production.

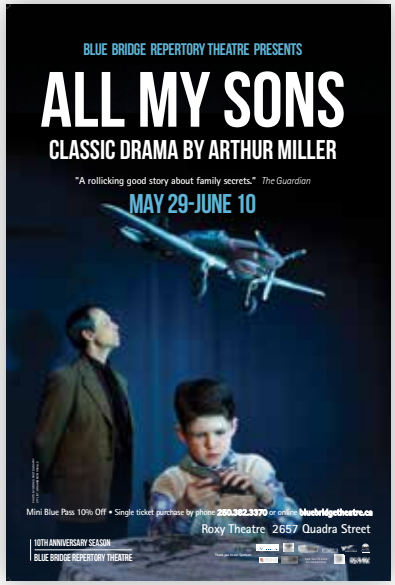


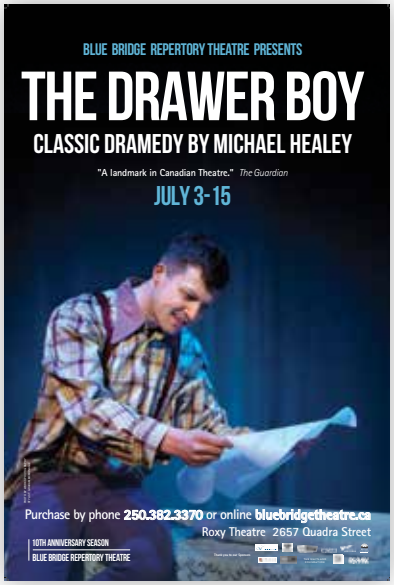


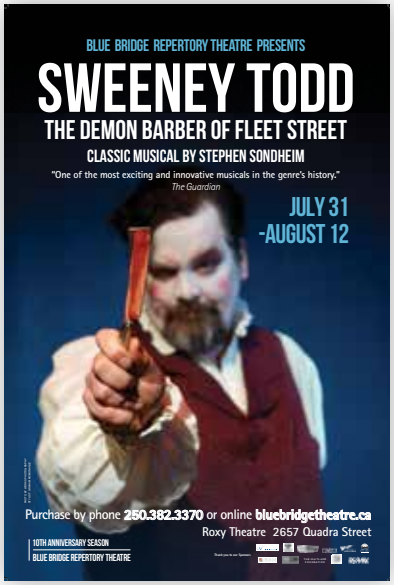
Posters

Blue Bridge Theatre (Design, Art Direction + Photoshoot); ArtSea; Salish Sea Lantern Festival; Vogue Knitting Live! Seattle















Ad Campaign + Photography

The Peninsula at Norgarden Independent and Assisted Living;
(Design, Art Direction, Copywriting + Photoshoot)

Copy-writing + local, specific imagery

Every two years we enjoy coming up with a concept for Denise Tidman and her team at Peninsula at Norgarden, at the time an independent and assisted retirement community. We provide them the concept and work closely together to select the 'models' from their community. We called upon photographer Lia Crowe for this particular series that puts a spotlight on all things joyful, relaxing and fun to be had as a resident of Peninsula at Norgarden. It's immensely rewarding to work with these lovely seniors who get a real charge out of the experience and graciously deal with their newly-minted celebrity status.







