

*ILLUSTRATION*



*TYPOGRAPHY*

## WHO WE ARE

Platform is a branding, illustration and design studio. We build brands and design communications for the cultural and culinary industries. We work with people who make the world better, more flavourful, and more diverse in its ideas.

## HOW WE WORK

From your first interaction with Platform, we work to understand your business and design needs. Our well-defined project management practices support our creative efforts once a project is underway. Most importantly, our practices outline what you can expect as our client.

From one-time deliverables to ongoing engagements, we are dedicated to delivering work of the highest creative standards, on time and on budget. We keep clients and stakeholders informed and engaged throughout the process.

## PROJECT PHASES

**INITIATION** Defining the project details, scope and schedule.

**RESEARCH** Exploring your business goals, target audiences, and competitive landscape. This can be fast, using information on-hand, or can be more in depth with market surveys, stakeholder interviews, and so on. Goal: to conduct just the right amount of research to provide insight into your audience's behaviours and needs.

**STRATEGY** Outlining the most effective creative solutions, campaign directions, and work processes to meet your goals.

**DESIGN** Creating your brand, marketing materials, website, campaign, etc. This typically includes 2 to 3 rounds of feedback, although complex projects require more check-ins.

**PRODUCTION** Preparing files and managing the production of deliverables (web development, fabrication, print, etc)

**DOCUMENTATION** Providing graphic standards and (often) tone-of-voice documentation to help you manage your brand or design assets.

**WRAP-UP** Debriefing and identifying lessons learned, best practices, feedback.



Pictured above: Villagers (the name given to those who eat Village Ice Cream).

Pictured below: Tart pattern for the patisserie formerly known as Brulée.

**MODERN  
OFFICE** / OF DESIGN +  
ARCHITECTURE



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## MODERN OFFICE

Modern Office (formerly known as MODA) is a renowned Calgary based architectural firm with a reputation for its innovative and unconventional approach to projects within the fields of architecture and design.

### PROJECT DETAILS

The rebranding of local architecture firm MODA came about because the firm no longer wanted to be known by their acronym—it confused their audience and did not allow them to grow into other categories of work, such as product development and architectural/arts interventions in public space.

The branding device (Modern Office with a slash) will allow them to apply different descriptors to the main brand, and to sensibly and clearly expand their offering.

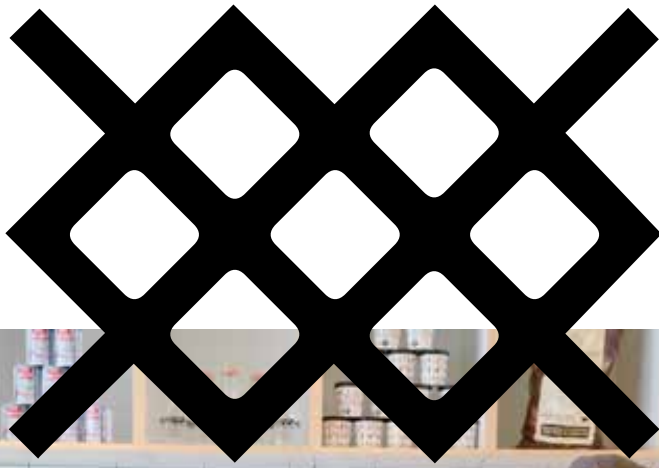
### SERVICES PROVIDED

Branding  
Brand Application  
Naming consultation

[illegible]

moda.ca  
@moda\_yyc





**Buttermilk**  
FINE WAFFLES ● DAY + ○ NIGHT



## BUTTERMILK

Buttermilk set out to create an all-day waffle shop, with the space programmed for arts activities, movie nights, music, and so on.

### PROJECT DETAILS

All-day waffles on 17th Avenue didn't quite work as planned (price point, product offering, and rental rates mostly being the problem). But the waffle shop lives on as a pop-up, an easy-mix (DIY) product, and a well-loved and out-of-the-ordinary experience.

### SERVICES PROVIDED

- Naming
- Branding
- Packaging/labelling system
- Signage
- Interior art installation
- Event branding
- Opening campaign and marketing
- Copywriting

### CREDITS

The main wall intallation was a collabortive effort between Platform and the gentlemen at svcret city.



YOU ARE FREE AND SO IS THIS MOVIE

FOR THE MONTH OF DECEMBER 2017

Christmas EDITION

330 17 Ave SW, Calgary, AB  
@buttermilkyc  
buttermilkfinewaffles.com

**Buttermilk**  
FINE WAFFLES

## Buttermilk Cinema

# HOLIDAY MOVIE SPECIAL

**DECEMBER 15**  
6 PM – 11 PM

FRIDAY 6:45 PM  
DECEMBER 15

## FROZEN

DIRECTED BY Jennifer Lee, Chris Buck  
RUNNING TIME 1h 49m  
RATING PG

FRIDAY 8:45 PM  
DECEMBER 15

## ELF

DIRECTED BY Jon Favreau  
RUNNING TIME 1h 37m  
RATING PG

**DECEMBER 22**  
6 PM – 11 PM

FRIDAY 6:45 PM  
DECEMBER 22

## HOME ALONE

DIRECTED BY Chris Columbus  
RUNNING TIME 1h 55m  
RATING PG

FRIDAY 8:45 PM  
DECEMBER 22

## LOVE ACTUALLY

DIRECTED BY Richard Curtis  
RUNNING TIME 2h 25m  
RATING R

**FEATURING**

BEER FROM ANNEX ALE PROJECT

POPCORN FREE AND UNLIMITED!

# GAMES NIGHT

<b>Wednesday Nights</b>	<b>7 PM TO 10 PM</b>
<b>FEATURING \$500 Buttermilk Classic waffles</b>	Classic and contemporary games. Bring a friend. Meet a new friend. Have a game you are dying to share with the world? Bring it!
<b>Buttermilk</b> 330, 17 Avenue SW buttermilkfinewaffles.com @buttermilkYYC	Have a game suggestion? Email <a href="mailto:efrey@buttermilkfinewaffles.com">efrey@buttermilkfinewaffles.com</a> Oh yes, Games Night is <b>FREE</b>

FOR THE MONTH OF APRIL 2018

THIS MONTH IS VIEWER'S CHOICE

MONDAY 8:00 PM APRIL 9	<i>Dazed and Confused</i>	RUNNING TIME 1:31:21 RATING G
MONDAY 8:00 PM APRIL 16	<i>Flight of the Navigator</i>	RUNNING TIME 1:12:00 RATING G
MONDAY 8:00 PM APRIL 23	<i>Eternal Sunshine of the Spotless Mind</i>	RUNNING TIME 1:35:00 RATING PG
MONDAY 8:00 PM APRIL 30	<i>Blueless</i>	RUNNING TIME 1:13:27 RATING PG-13

December 23  
9AM – 4PM

# Holiday Food Drive

\$3 Buttermilk Classics All Day!

Bring a non-perishable item in support of the Calgary Food Bank

# THIS IS NOT A PANCAKE BREAKFAST

Introducing our first annual stampede waffle!

LOCAL BBQ MEATS ASSORTED	COUNTRY MUSIC (KIND OF)	HOME-BREWED ICED TEA AND COFFEE
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**JULY 3 – 13**  
8AM – 12PM

**Buttermilk**  
330, 17 Avenue SW  
buttermilkfinewaffles.com  
@buttermilkYYC



SWEET WAFFLES

Mix and match any two sweet waffles for \$14

**Buttermilk Classic \$8**  
Nº1 medium maple syrup, melted butter

**Blueberry \$9**  
blueberry compote, melted butter, crème fraiche

**Fruit \$9**  
fresh fruit, raspberry cream, strawberry syrup, whipped cream

**Lemon \$9**  
lemon curd, crumbled goat cheese

**Rachel's Cinnamon Bun \$9**  
cinnamon simple syrup, cream cheese frosting, Georgia pecans

**Village \$10**  
Village Vanilla ice cream, melted chocolate or sticky toffee, Georgia pecans, whipped cream

SAVOURY WAFFLES

Mix and match any two savouries for \$17

**Arugula \$10**  
goat cheese, cheddar, chili oil, honey, fresh arugula

**H.A.M. \$10**  
Valbella ham, asiago, Grana Padano, green onion, side of Valentina

**Reuben \$10**  
Valbella pastrami, sauerkraut, cheddar, Grana Padano, Mama's secret sauce, served with a side of pickles

DRINKS

**Orange Juice \$5**  
freshly squeezed, 10 oz

**Phil & Sebastian \$3**  
drip coffee, 12 oz, regular or decaf

**Tea Trader \$3**  
loose leaf tea, 12 oz, Earl Grey, market spice, english breakfast, peppermint

**D Dutchmen Milk \$4**  
British Columbia dairy, 250 ml, 2% milk, chocolate milk

BUILD YOUR OWN WAFFLES

**STEP ①**  
naked buttermilk waffle \$6

**STEP ②**  
add any of the following toppings:

**\$1 TOPPINGS**  
maple syrup, crème fraiche, berry syrup, melted butter, whipped cream, cream cheese frosting, cinnamon simple syrup

**\$2 TOPPINGS**  
lemon curd, fresh fruit, melted chocolate, sticky toffee, blueberry compote, Georgia pecans, raspberry cream

**\$3 TOPPINGS**  
Village ice cream, crumbled goat cheese

Buttermilk FINE WAFFLES

© BUTTERMILK FINE WAFFLES

500g

Buttermilk FINE WAFFLES

DIY MIX  
DIY MIX  
DIY MIX

BUTTERMILK FINE WAFFLES

Do-It-Yourself

SPECIALTY DRY MIX

MAKES APPROXIMATELY 10 Waffles

HALVE MEASUREMENTS TO MAKE A HALF BATCH

① In a bowl, whisk together:  
2 cups buttermilk  
1 cup water  
1 cup canola oil or grapeseed oil  
4 egg yolks (keep egg whites)  
1 tsp. vanilla

② Using a spatula, fold waffle mix package into wet mixture until batter is smooth

③ In a clean bowl, whip egg whites until stiff peaks form

④ Fold egg whites into batter

CHECK  
buttermilkinewaffles.com  
for recipe ideas!

TIP!  
Waffle is ready when steam from sides of iron starts to dissipate and waffle is golden brown!

BUTTERMILKFINewaFFLES.CA 330 17 AVENUE SW @BUTTERMILKYC

54g

Buttermilk FINE WAFFLES

GRANOLA  
GRANOLA  
GRANOLA

BUTTERMILK FINE WAFFLES

Family Recipe

SPECIALTY GRANOLA

TRY IT WITH  
Yogurt, fresh fruit & honey or maple syrup!

INGREDIENTS  
Long-grain oats, shredded apples, pecans, almonds, sesame seeds, pumpkin seeds, coconut oil, olive oil, vanilla

BUTTERMILKFINewaFFLES.CA 330 17 AVENUE SW @BUTTERMILKYC

BUTTERMILK FINE WAFFLES

FAST FRESH AFFORDABLE

CALL US (403) 287-9094

"We will be waiting"

BUTTERMILKFINewaFFLES.COM



Buttermilk FINE WAFFLES DAY + NIGHT

버터밀크 파인 와플.  
주/야간 운영. 곧 오픈  
예정입니다.

Buttermilk Fine Waffles.  
Coming soon.

330, 17 Avenue SW  
Calgary, AB T2S 0A8  
buttermilkinewaffles.com  
@buttermilkyyc

Waffle Experience • A NEW WAY TO WAFFLES





## **A SPICY TOUCH**

This is *the* Ismaili cookbook—award-winning, thorough, comprehensive, well-photographed and absolutely delicious.



## PROJECT DETAILS

The 2013 Alberta floods inundated Noorbanu Nimji's basement, destroying all her previous copies of her huge-selling self-published cookbooks. So she and her friend decided to create a new, larger (320 page) cookbook to record, preserve and share her cast knowledge of Ishmaili cuisine.

A few years later, and after much testing and documenting, the book is complete and Noorbanu says she can die happy (

## SERVICES PROVIDED

- Branding
- Design and layout
- Promotional materials
- Eating

## CREDITS

Noorbanu Nimji deserves credit for *everything*. Karen Anderson dilligently pursued the whole project: copywriting, food styling, you name it. Pauli-Anne Creer: photographer. Tilli Sanchez: editing, lots of editing. Julie Van Rosendaal: food stylist consultant.





## ROSSO

Caffe Rosso started as a single coffee shop in Ramsay. They were ready to launch an ambitious expansion: in-house roasting, multiple new locations, a much-expanded product offering, and a subscription service for the coffee-lover and tea-curious.

### PROJECT DETAILS

We worked with the founders to test a new, simpler name (Rosso) and to develop branding, assets, and implementation guidelines to successfully meet their goals.

Of interest: the brand platform allowed Rosso to continue their expansion efforts with in-house design and communication.

We consider Rosso a great support to the Calgary cultural scene. They are agile, will support all kinds of cultural events, and they make great *Third Place*\* venues where meaningful things can happen.

### SERVICES PROVIDED

- Naming
- Branding
- Packaging system
- Signage
- Subscription campaign marketing
- Assets and brand guidelines for in-house work

### CREDITS

Cole, David and Jessie, who run Rosso, are inspiring. Holland Design worked on the Inglewood shop (top left): they are brilliant people.

\* See: *The Great Good Place*, Ray Oldenburg (1989). Home is the “first place,” work is the “second place,” and centres of community (cafes, community centres, etc) are the culturally significant “third place.”

# ROSSO

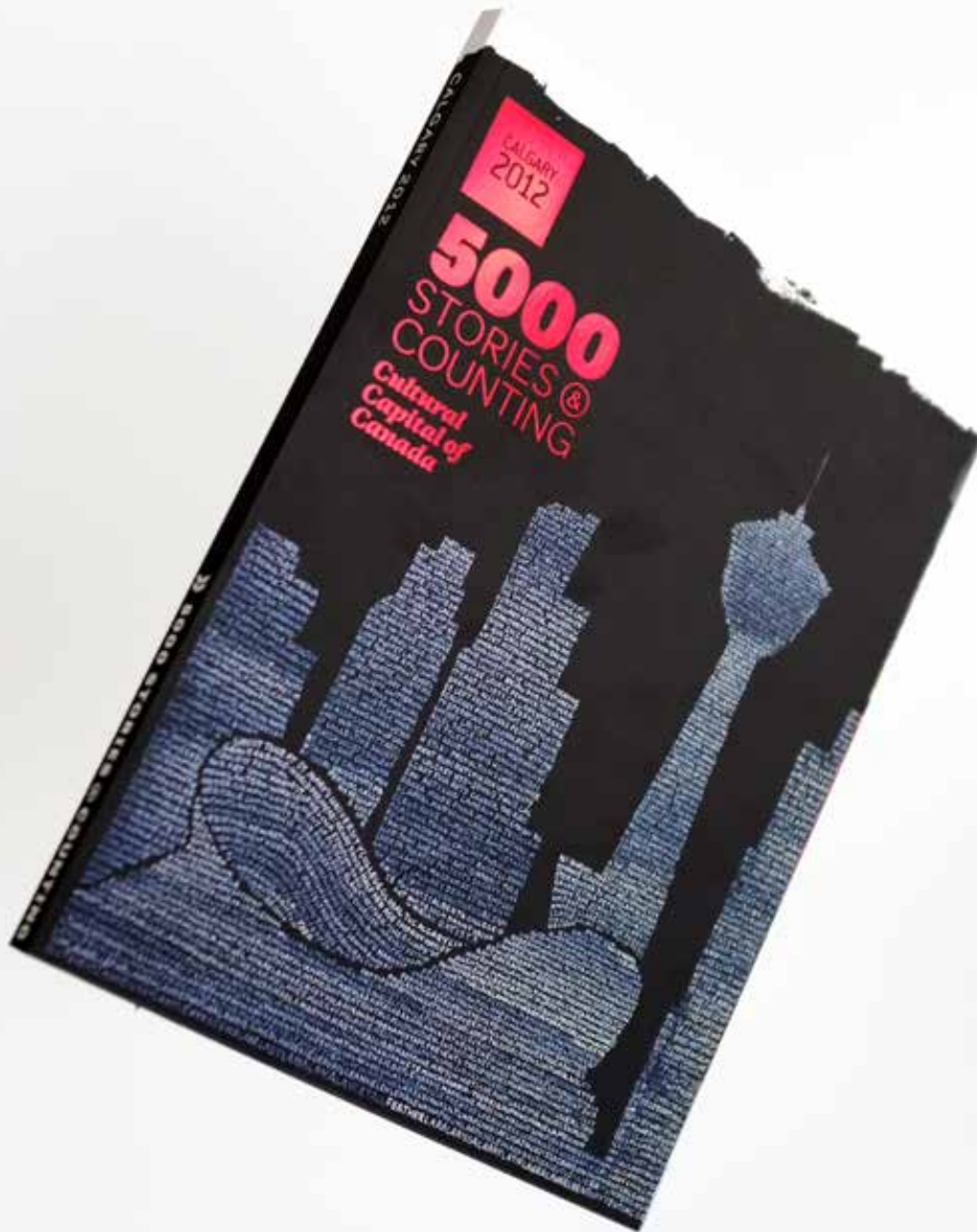
## ROSSO

## ROSSO

COFFEE ROASTERS







Calgary was designated the Cultural Capital of Canada in 2012. This isn't a figure of speech: the federal Department of Canadian Heritage gave Calgarians money to make art—to produce events, and to provide grants.

#### PROJECT DETAILS

Funds were distributed to thousands of projects. We got to help with this program, and in the end (in 2013) made a book documenting all of the THOUSANDS of arts activities that took place across the city.

#### SERVICES PROVIDED

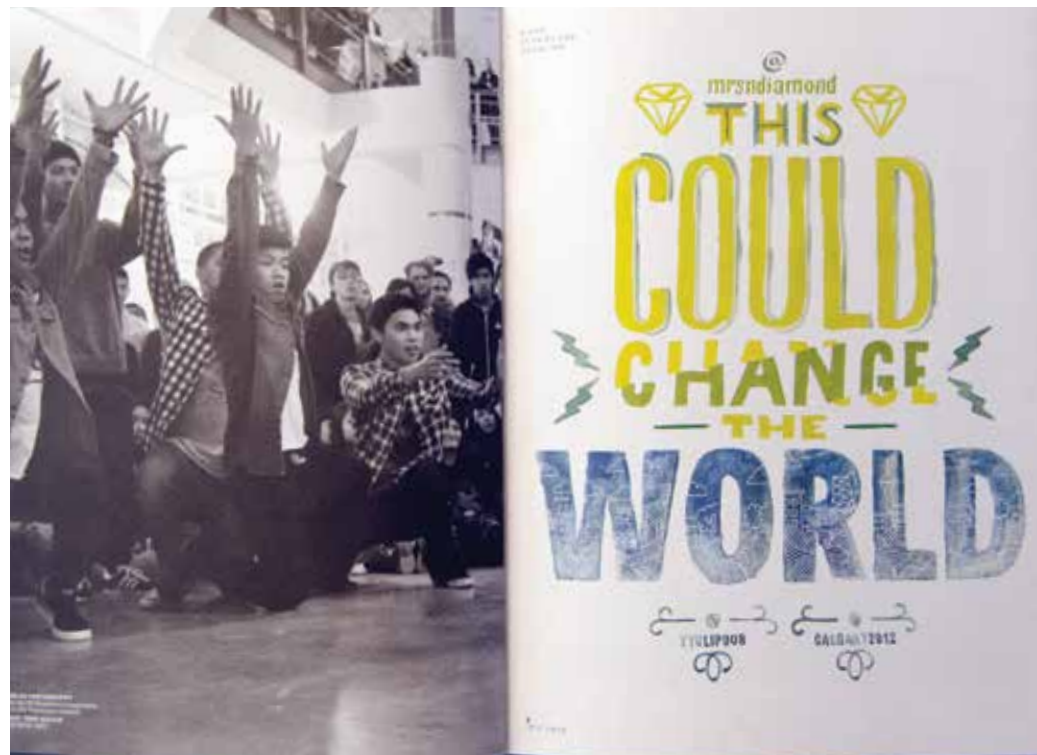
Shown here: Book Design, illustration, information design. Platform provided numerous other design services to Calgary 2012, from event branding to zamboni-wraps to banner ads.

#### CREDITS

Printing by Unicom. Cover art by Brian Batista; much of the interior photography by Sean Dennie. Writing, help, direction and feedback provided by Alyssa Berry, Karen Ball, Linnea Dixon, and Michael Green.



We received an Anvil Award in the Best Brochure Design category for our 132 page Calgary 2012 book.



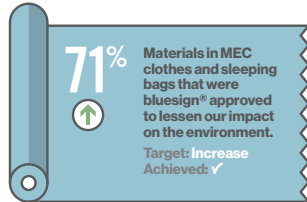


# THINGS THAT MATTER

What matters to you? Is it how our products are made? How much waste gets recycled? Whether or not items are in stock? Our Accountability Report summary tells you how we did in 2013 in the areas you—and we—care about.

Trend from 2012: Positive (↑) Negative (↓)

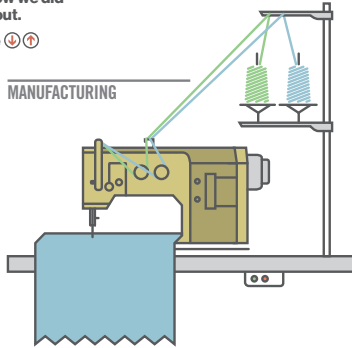
## DESIGN



Products we carried that were completely PVC-free, or had at least 50% recycled, organic cotton, or bluesign-approved content.

Target: Increase  
Achieved: ✓

## MANUFACTURING



**31%** ↓

Factories that met or exceeded our Code of Conduct standards. In 2013, we made our standards more stringent.

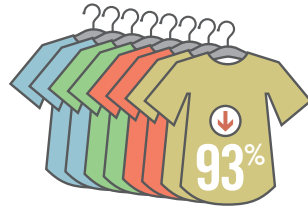
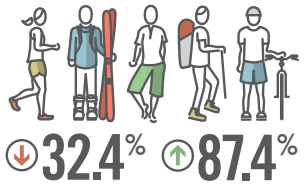
Target: 50%  
Achieved: ✗

**8%** ↓

Factories that had unacceptable violations. We're working with them to remediate these issues.

Target: Toward zero  
Achieved: ✓

## MEMBERS



Our in-stock rating. (93 times out of 100, the product a member wanted was available to buy.)

Target: 91%  
Achieved: ✓

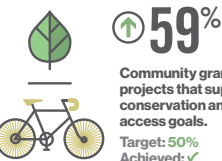
## OPERATIONS



Our carbon footprint from transporting products, our facilities, and business flights.

Target: Decrease  
Achieved: ✗

## COMMUNITY



Community grants that went to projects that supported both conservation and activity/access goals.

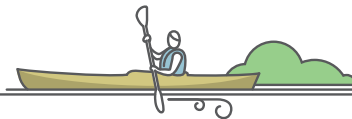
Target: 50%  
Achieved: ✓



Went to environmental groups and projects as part of our 1% for the Planet commitment.

Target: 1% of sales (previous year)  
Achieved: ✓

## EMPLOYEES



## FINANCIALS



How many times we sold through and replaced our inventory.

Target: 2.26  
Achieved: ✓



In annual sales. (That's a lot of gear – thanks for supporting your Co-op.)

Target: Increase  
Achieved: ✓



The amount of waste we recycled, donated or composted.

Target: 92%  
Achieved: ✗

To dig deeper, visit [mec.ca/accountability](http://mec.ca/accountability)

Mountain Equipment Co-op is an early adopter of 1% for the planet, bluesign textile systems, and other industry-specific sustainability initiatives. As a values-driven organization, they take corporate and sustainability reporting seriously.

## PROJECT DETAILS

We've worked on a number of accountability reports for MEC.

The work is based in data and dumpster diving, and in the end must be presented as a longer form as well as an easily understand quick look for the average member of MEC.

Not shown: other projects with MEC, from in-store signage, outdoor ad campaigns, and development of information graphics for product as well as bicycle fitting principles.

## SERVICES PROVIDED

Information design

Illustration

Web assets

## CREDITS

Various sustainability directors at MEC; copywriting and editing by Victoria Bushnell.



Above (top): "Mother" brand;  
(below): icon.

Right: Market specific  
consumer-facing sub-brands

## ALBERTA FOOD TOURS

Karen Anderson has expanded Calgary food Tours to include the whole province. This is an amazing organization that is quickly becoming vital to tourism, culture, and the food industry in our province.

### PROJECT DETAILS

Last year we took our Calgary Food Tours brand, and expanded it to encompass the whole province.

Specifically: Edmonton and Canmore identities, as well as a sales and media website for travel agents in other countries to book tours:

[albertafoodtours.ca](http://albertafoodtours.ca)

### SERVICES PROVIDED

Branding  
Illustration  
Copy editing  
Web design  
Various marketing assets

### CREDITS

Karen Anderson is a hero.  
Tilly Sanchez: copy editing, also hero.





Above: Alberta Food Tours illustrated food pattern, for use on various material.



Above: Business Card.







## VILLAGE ICE CREAM

Village Ice Cream is an institution in Calgary. Sure: it's easy to think that it's just Ice Cream. But the parking lot in Victoria Park is also a cultural hub (with big things coming up), not to mention in the top 5 of most-instagrammed places in Calgary!

### PROJECT DETAILS

Branding from start-up to present day. Many of the pieces use research and strategic engagement to involve Villagers (Village customers) in the work.

Example: the pints are all actual people that supported Village from the beginning. The bags are all data pulled from a 1,500 Villager survey.

### SERVICES PROVIDED

- Branding
- Illustration
- Copy writing
- Web design
- Campaign management
- Space design

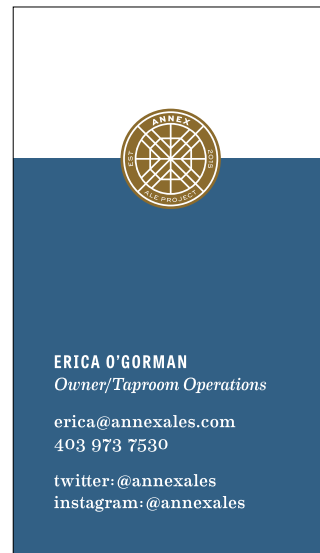
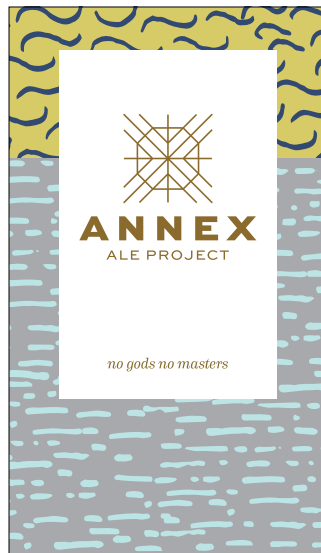
### CREDITS

The Village team of young executives (they seem to like that word);  
Rick Jansen, sign painter;  
Mckinley Burkart: interior design.









## ANNEX ALE PROJECT

Annex is a brand new brewery and tap room in Calgary. This is high-craft beer with a little Pacific Northwest influence and a lot of local pride.

### PROJECT DETAILS

Branding from start-up to present day, both for the Soda line (shown) and the expanding beer line.

Not shown yet: New can packaging (just released), development of identity and assets for the Barley Belt, a collaboration with 6 local breweries, site signage and other wall art installations.

### SERVICES PROVIDED

Branding  
Illustration  
Copy writing  
Web design  
Fund-raising support material

### CREDITS

Erica and Andrew: beer visionaries.











Oshiis



## OSHIIS SURF & YOGA

Oshiis is a Calgary and Costa Rica based surf and yoga company. Through their extensive network of Central American partners, they put together an amazing surf/yoga/food/culture 7-day experience. You should try it!

### PROJECT DETAILS

Start-up branding, with specific requirements: Convey a surf-oriented retreat experience; create a variety of brand marks for web, print, and screen-printing on wetsuits; and deliver a brand and asset package that can easily be used in-house for on-going marketing efforts.

### SERVICES PROVIDED

Branding  
Illustration/pattern design

### CREDITS

Amy Kapitza for making this amazing thing happen;  
Joanna “Magik” Majcherkiewicz for great web copywriting.



# SERVICES

## BRANDING

Visual identity  
Brand strategy and development  
Brand guidelines  
Naming strategy  
Slogans and taglines  
Copywriting and tone of voice

## PRINT AND TACTILE

Books and publications  
Editorial  
Annual reports  
Packaging and labeling  
Print and promotional collateral  
Stationary packages

## WEB

Web design and development  
Social Media support  
Digital campaign support

## ART DIRECTION

Photography  
Illustration  
Brand application to environment

## ENVIRONMENTAL

Space and Retail  
Signage and Wayfinding

## PARTIAL CLIENT LIST

Mountain Equipment Co-op  
United Nations  
Vancouver Coastal Health Authority  
Village Ice Cream  
Alberta Food Tours  
ROSSO  
Travel Alberta  
Sidewalk Citizen  
BC Parks  
Buttermilk Fine Waffles  
Annex Ale Projects  
Gastown Business Improvement Assoc.  
Red Deer Public Schools  
Calgary 2012

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