



DESIGN THAT MEANS BUSINESS™

Founded in 1999 and based in Vancouver, British Columbia, CFX Creative is a full-service communication design studio that provides high-end marketing and interactive design services to clients throughout Canada and the US, as well as abroad.

With a strong understanding of the overall marketing process, our approach to communication design is to help our clients to build and nurture recognizable, sustainable brands and identities. We work with our clients to develop compelling printed and interactive marketing materials that not only connect with the target audience, but inspire them to act.

Our core strengths lie in designing brand identity, marketing collateral and a strong web presence for our clients which are, first and foremost, functional. We help our clients to portray an image of consistency and credibility which inspires consumer confidence. In addition to our work with large clients, we have also enjoyed substantial success in working with smaller businesses interested in giving the impression of a larger company.

Our goal is to provide design solutions that are not only unique and aesthetically-pleasing, but that produce results and generate an impressive return on investment. Our design solutions span logo and corporate/brand identity design, marketing collateral, advertisements, web site development, packaging, signage and environmental design.

Having developed a niche strength in branding and corporate identity, CFX has also enjoyed the opportunity to contribute work to a number of graphic design and corporate identity titles from Rockport Publisher and HOW Design Books.

CFX Creative Principal, Carly H. Franklin, MGDC is a Professional Member of the Society of Graphic Designers of Canada.

259-3495 CAMBIE STREET
VANCOUVER, BC V5Z 4R3
604.676.1866

WWW.CFXCREATIVE.COM
INFO@CFXCREATIVE.COM

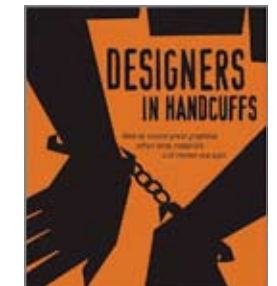
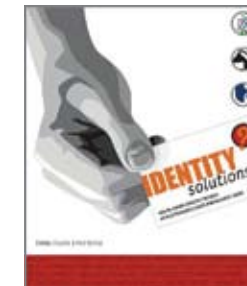
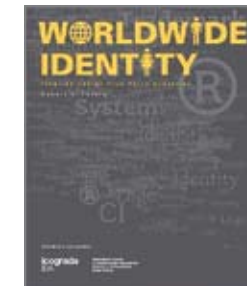
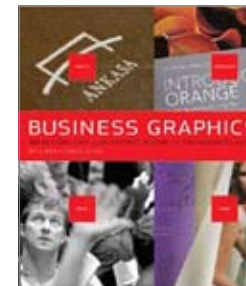


RECOGNITION & PUBLICATIONS

There's no better reward than having the results of your efforts recognized as being some of the best in the business.

CFX Creative is pleased to have had the opportunity to have our work appear in a number of titles from some of the most prestigious publishers of graphic design and corporate identity titles in the industry.

For more information about any of the titles listed, please click on the book's photo at right to visit the Amazon.com page for each title.



BUSINESS GRAPHICS
(2007)
Rockport Publishers

LOGOS: MAKING A STRONG MARK
(2004)
Rockport Publishers

IDENTITY SOLUTIONS
(2003)
HOW Design Books

1,000 RETAIL GRAPHICS
(2007)
Rockport Publishers

LOGODESIGN
(2004)
MITP Germany

DESIGNERS IN HANDCUFFS
(2003)
HOW Design Books

WORLDWIDE IDENTITY
(2005)
Rockport Publishers

LETTERHEAD & LOGO DESIGN 8
(2003)
Rockport Publishers

BOOST Productivity
Brand Identity

BOOST Productivity is a company focused on helping businesses increase productivity by systematizing their workspace and workflow.

Formerly called Simplicity by Design, the company's owner approached CFX to help develop a new moniker which more effectively communicated the benefits delivered to their clients. After exploring dozens of options, BOOST was chosen for its energy and relevance.

The newly-dubbed company then needed a logo and identity that was equally energetic and bold. CFX integrated an icon within the name, coupling a broken circle with an arrow to indicate release from an existing cycle into forward action.

In keeping with the company's less-is-more approach, CFX designed business cards smaller than standard size to demonstrate the concept of remaining effective while trimming away the unnecessary.



Rennie Marketing Systems (Seaside Living)
Real Estate Project Identity & Marketing Collateral

Seaside Living is an upscale townhome project in the trendy Kitsilano area of Vancouver, marketed by Rennie Marketing Systems.

Given its proximity to the beach, Rennie wanted the project to exude the appeal of the area's lifestyle and the craftsmanship of the building itself.

CFX began with a modern typeface coupled with a contemporary seashell icon for the development's logo and designed a clean, understated project identity using inviting blues and browns, likened to the nearby water and beaches.

Building on the identity that CFX crafted for the project, the Seaside web site was designed to allow lifestyle and area photography to transport the viewer into the lifestyle the development offers.

The result was an identity that communicated the feel of the area's sought-after lifestyle and quickly captured the interest of buyers.

SEASIDE  LIVING



The Tiny Turf Company
Brand Identity / Packaging / Web Site

The Tiny Turf Company was inspired to create The Original Tiny Turf Urban Backyard Kit by the influence of urban downsizing on the lifestyle of metropolitan residents. The kit was designed with the idea of allowing anyone to enjoy their own backyard, regardless of the size of their space.

CFX was particularly intrigued by both the concept and the catchy name of the product and set out to create an identity that would accurately portray the fun, well-crafted feel of the product. The CFX design team drew inspiration for the logo from old-fashioned seed packets and used single-faced corrugated cardboard and brown kraft paper envelopes and boxes to convey a rustic, yet refined look.

Marketing letters were printed on "tiny" letterhead and placed inside small brown envelopes to ensure a snug fit inside shipping boxes and a close integration with the small nature of the product. The grass element of the logo was used creatively throughout the campaign to tie identity collateral, packaging and web site elements together for a consistent feel.

The Tiny Turf web site was designed to mimic the packaging and identity pieces with an old-fashioned feel and bold use of the logo's color palette to draw attention to important information.



Rennie Marketing Systems (Southmere Place)
Real Estate Project Identity & Marketing Collateral

Southmere is a condominium development marketed by Rennie Marketing Systems.

Taking inspiration from the project's name and location - and to ensure the mark was clean and compact for a variety of applications - CFX designed the Southmere logo using a modern typeface with a compass standing in for the O in the name.

Tones of deep red and vibrant yellow were used to lend a feeling of inviting warmth to the project's materials and to play on its famously-sunny location.

Image selection included a variety of shots offering a glimpse into the lifestyle afforded by the area's proximity to a variety of amenities and beautiful local beaches.



Simply Productive
Brand Identity / Web Site / Book Jacket

Simply Productive is a professional organizing company that works with clients to tackle clutter and disorganization of their home and work spaces to enable a more productive life and workstyle.

After having worked with several logo incarnations and having built a larger base of corporate clients, Ms. Borsheim felt it was time to focus on solidifying the company's corporate identity and branding message. At the outset of the project, CFX's key concern was to ensure that Simply Productive's logo and identity pieces visually conveyed the main idea behind their service – streamlining through simplification; removing that which is not necessary to remain effective and become more efficient.

We consciously approached the project with one main goal in mind – keep the logo and identity pieces as simple as possible while preserving the effectiveness of the design.

The logo consists of lowercase typography to give a less formal, more-approachable feel. We removed the dots above the letter "i" in the company name as a subtle reinforcement of what the company does – remove that which is not essential. A fast-forward style double-arrow button was used as the logomark and ties in with the slogan we coined for the client, "Fast forward to efficiency."

The Simply Productive web site was, again, designed with efficiency and simplicity in mind. A three-column layout was used in order to allow clear designation for different types of content – top for primary navigation, left for secondary navigation/headers, middle for primary content and right for secondary content, testimonials, news and featured products.

simplyproductive 
fast forward to efficiency

paper ▶▶ space ▶▶ time



NALH (Need a Little Help) Bookkeeping Services Ltd.
Brand Identity / Capabilities Brochure / Press Kit

After serving the local business community for more than 27 years, NALH (Need a Little Help) Bookkeeping Services Ltd. came to CFX with a business challenge facing many well-established businesses – they had simply outgrown their existing identity.

In light of the evolution of NALH's high-tech, high-touch approach to a very traditional industry, NALH approached CFX with the concern that their corporate identity no longer accurately conveyed the scope and quality of their service or what their company stands for – using accounting software and financial expertise to help a business grow and become more profitable.

With these business challenges in-hand, CFX approached the redesign of the NALH identity with a goal of conveying the essence of what NALH offered its clients. Brainstorming led to the development of the tagline we coined for their collateral – “nurturing growth in your bottom line”. We used the “growth” concept as inspiration to create a simplified logo, featuring a single leaf attached to the company's name, which immediately tied that essential element of their business to the visual identity. Business cards, letterhead and notecards were all die-cut to reiterate the leaf shape and give the pieces a distinctive, organic look.

Expanding on the concept of growth from the core identity pieces, CFX chose to present NALH's fundamental marketing information in a minimalistic way, incorporating vibrant photographs of organic objects – a leaf and a green apple – all of which reinforce the idea of growth, abundance and effort coming to fruition.

The booklet was presented inside a kraft-paper pocket folder with personalized letters and business cards, with matching branded labels added to the outside of the folders.



Rennie Marketing Systems (Cedarcrest)
Real Estate Project Identity & Marketing Collateral

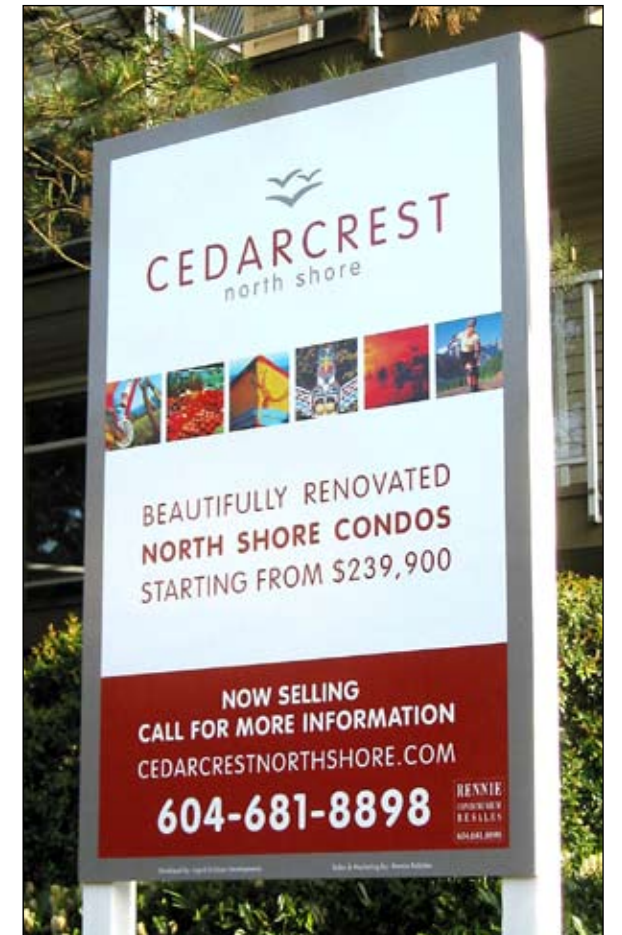
Cedarcrest is a condominium development in North Vancouver, marketed by Rennie Marketing Systems.

Cedarcrest's location in the sought-after North Shore and proximity to desirable area amenities provided the CFX team with ample inspiration for the project's identity.

The final logo features three seagulls hovering above the project's name.

Various north shore lifestyle and location shots were used on signage and advertisements to give prospective buyers a glimpse into the everyday adventures and conveniences offered by the area.

CFX designed Cedarcrest's web site to mirror the branding of the project's signage and print materials to ensure maximum consistency among all touchpoints. The result was immediate attention from interested buyers and a quickly sold-out development.



Filmwell Security is a company that provides specialized security services to the BC film industry. Their services span Security Guards, Bodyguards and Private Investigators.

Filmwell wanted to make a lasting impression on film contacts. Knowing that film is a creative industry itself, we approached Filmwell's identity project in a way that combined elements of both the film and security industries to create pieces that have impact.

The front side of Filmwell's business cards is designed to resemble a clapboard - a well-known object associated with filming. We chose yellow, black and white as our palette to tie in colours that were not only seen on a clapboard, but also commonly related to the security industry. The reverse of the cards uses the company logo and tagline atop a chevron pattern.

The result is a unique and memorable identity system, sure to catch the eye of recipients.



Rennie Marketing Systems (Pacific View)
Real Estate Project Identity & Marketing Collateral

Pacific View is a condominium development in the highly-desirable Five Corners area of White Rock, BC, marketed by Rennie Marketing Systems.

The project's logo used an easily-recognizable seashell - the sand dollar - as its primary icon which quickly tied the project's name with the element of the ocean located only minutes from the development's doorstep.

The development's identity incorporated rich blue and grey hues, ocean and beach-related imagery to highlight its location - mere minutes from nearby White Rock Beach's sweeping views and active waterfront community.

Signage was designed with bold splashes of cool blue and grey to stand out against the landscape and easily attract the attention of passersby.

Advertisements were designed using a single striking image of a figure walking down a long stretch of beach - a glimpse into the lifestyle offered by the project's area.



University Mobile is a company who offers mobile telephone service specifically tailored to college and university students, particularly international students. We wanted to ensure that their identity immediately connected with the target audience to communicate the essence of their service.

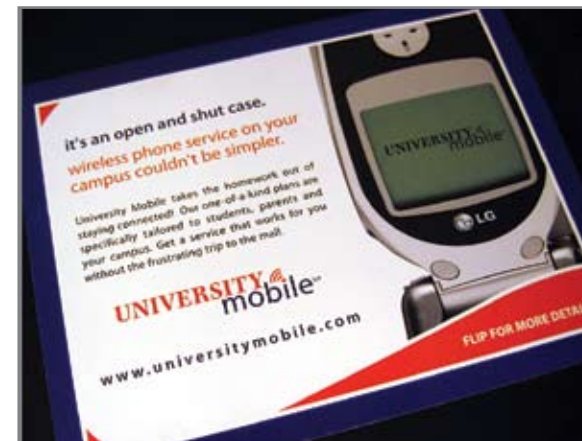
We used a bold palette of orange and blue to ensure that the logo was eye-catching and attractive to the student audience. Our choice of typefaces included a more traditional serif face for the word University and a more modern, casual face for the word Mobile. The logo employed a simple icon within the name to connect with the communications aspect of the client's business.

To further strengthen University Mobile's newly-minted identity and grab the target audience's attention, we created a series of collateral materials which incorporated eye-catching images and taglines related to their service's features and benefits.

One of the company's primary selling points is the "no bill shock" feature of their accounts which limits the usage of and account to help clients avoid receiving a "shocking" bill at the end of the month. The image we chose, accompanied by the tagline "Relax. This won't hurt a bit. Wireless phone service on your campus couldn't be simpler." reinforced the message and captured the end user's interest in learning more about the service.

A second image and the tagline "It's an open and shut case. Wireless" were used to highlight how easy it is for students to get a phone with University Mobile, unlike many of its competitors who implement a much more restrictive process for new customers.

UNIVERSITY mobileSM



Rennie Marketing Systems (The Ridgeview)
Real Estate Project Identity & Marketing Collateral

The Ridgeview is a condominium development marketed by Rennie Marketing Systems in Vancouver, BC. Rennie Marketing Systems wanted to develop an identity that would showcase the downtown-loft style that the project offered and would appeal to buyers with discriminating contemporary taste.

We developed a clean logo using lowercase type, a zen-like tree icon and an understated, muted palette reminiscent of the upscale Yaletown district of downtown Vancouver. The icon was used creatively throughout the project to provide a cohesive look and feel throughout the campaign.

The Ridgeview's identity pieces were printed with a single dark brown used at varying screen percentages to achieve a multi-colour look. To further enhance our palette, we chose an offwhite Mohawk stock to instill more warmth in the pieces. The scope of work for The Ridgeview's project included design for logo and corporate identity as well as brochure, advertisements, direct mail and interior/exterior signage.

All pieces for the project were designed with clean lines and a sleek look and feel to tie in with the modern styling of the suites.

We worked with the Yaletown-style theme and color scheme throughout the campaign which was applied to brochures, advertisements, signage as well as features and floorplan inserts. Advertisements showcased both the lifestyle and the features of the suites.



Rennie Marketing Systems (Gardenia)
Real Estate Project Identity & Marketing Collateral

Gardenia is a townhome-style condominium development marketed by Rennie Marketing Systems - an industry leader in real estate marketing and a household name in Lower Mainland British Columbia.

For the Gardenia project, Rennie wanted to portray the park-like setting of the lushly-landscaped project and the luxury of the spacious interiors. The scope of work for Gardenia's project included design for logo and corporate identity as well as brochure, advertisements, direct mail and interior/exterior signage.

By using a sophisticated, but simple script typeface coupled with a gardenia flower bloom that serves as the dot for the letter "i" in the project's name, we ensured that Gardenia's identity communicated the garden-like aspect of the property which makes it unique. A classic serif font family was used for secondary typography to reinforce the luxurious feel of the project. The floral motif was used creatively throughout the project for patterns and shapes that provide a cohesive look and feel throughout the campaign.

A two-colour palette of rich blue and muted green accentuated the natural warmth of the exterior and elegant feel of the suite interiors and served as highly visible background colours for signage.

The resulting campaign is one that accurately captures the overall vision of the project and is memorable among rival developments. Advertisements showcased both the lifestyle and features of the development.



Red Pepper - Modern Thai Dining
Restaurant Identity & Menu Design

Red Pepper is a new contender on the Thai cuisine scene in Vancouver, BC. Boasting an award-winning Thailand-born chef and a creative menu of traditional and modern dishes, Red Pepper is poised to win the hearts of Thai cuisine lovers in the Greater Vancouver area.

CFX approached Red Pepper's identity project with the knowledge that the restaurant, while serving many dishes common to traditional Thai fare, prides itself on infusing a modern touch and flavour into every work of art created in its kitchens. The bold and trendy decor of the restaurant inspired the CFX team to use bold solid colours and clean typography to create a strong, elegant and sophisticated logo. Sans-serif typefaces were chosen to enhance legibility and maintain the clean lines of the identity.

The primary palette choice of rich red was chosen not only for its passion-inspiring qualities but also because of the colour's psychological implications - to inspire an appetite for sensational food.

Brand identity collateral and menus incorporated ash grey as a secondary colour choice to enhance the crisp, modern and rich feel of the pieces.



MST approached CFX to design a direct mail piece to promote Ansell's appearance at an upcoming trade show. Though Ansell participates in the trade show annually, the response rate to the previous year's piece was lackluster and MST wanted to create a piece that would capture the attention of the audience and draw them to visit Ansell's booth.

CFX designed the piece with this goal in mind and employed the use of bold headlines and product imagery, keeping the layout clean and choosing a minimalist colour palette to make a strong statement and entice the viewer to learn more about both Ansell's products and the upcoming trade show. The end result was a direct mailer that would stand out not only for its colour palette but for its clean simplicity and clear message.

Ansell's team were so impressed by the piece's appeal that the mailer's design concept was then used as the basis for their entire booth at the show which garnered more interest and attention than prior approaches.

After the show, MST was pleased to report that, in spite of lower attendance numbers at the show than the previous year, the piece generated double the response and visits to Ansell's booth than the previous year's mailer.

Ansell



Point to Point Destinations is a Vancouver-based timeshare company that has experienced a tremendous amount of growth in the past several years. Having seen an exponential jump in the number of staff they employ and the scope of their reach in the world of timeshare, their web site had fallen victim to neglect and no longer accurately represented the level at which the company was competing in their industry.

CFX worked closely with the team at Point to Point to design an effective architecture for the wealth of content that had been developed over their years in business, but had not been included on the existing site. CFX's designers structured the site's new layout to create a "home" for the variety of promotional and special offerings the company frequently features, while keeping an intuitive, user-friendly experience for visitors as the project's top priority.

The new site's design incorporated a wide range of photographs that were visual representations of both the locations and the experience of the service the company offers to its members. The result is a vacation destination portal rich in colour, information and emotional connection to the experience of the perfect getaway.

Oak Street Mortgage came to CFX looking to solidify its online presence which the company had outgrown due to rapid growth, coupled with a wealth of information and financial tools which had, over the years, become unruly on their current web site. The structure of the existing site was not user-friendly and did not encourage users to submit an application or use the many calculators and other tools the site had to offer.


CFX stepped in and offered new architecture for the site's information, creating a flow that made sense and was much more intuitive for the end user. We simplified the layout and ensured consistent navigation throughout the site to ensure that the user could access any of the wealth of information as possible.

CALL US TODAY! 1-800-LOAN-NOW (1-800-562-6669) [REQUEST A LOAN ▶](#)

Oak Street
MORTGAGE

You're closer than you think.™

[Home](#) [Loan Solutions](#) [Customer Tools](#) [About Us](#) [Other Lending Divisions](#) [Newsletter](#) [Contact Us](#)



**JOE DELUCA - DENVER, CO
FIREFIGHTER**

A new father needed to build an addition on his home. We created a home improvement loan specifically for Joe. Helping our heroes on the job become heroes at home.

Unique Needs, Customized Solutions.

America's Moving to Oak Street.

[LEARN MORE ▶](#)




ONE AND DONE [LEARN MORE ▶](#) **OTHER LENDING DIVISIONS**

Most lenders charge fees for everyone loan they give you, but not Oak Street Mortgage.

With our exciting ONE & DONE program, you pay regular pricing on a home loan one time and you're done.

Then, whenever you finance any other mortgage loans with us, you pay only the third-party closing costs!***

[Click here for more information.](#)

<p>WHOLESALE LENDING</p> <p>Lending solutions for America's brokers.</p>  <p>INFO ▶</p>	<p>CORRESPONDENT LENDING</p> <p>Serving Mortgage Banking Lenders.</p>  <p>INFO ▶</p>	<p>OAK STREET FUNDING</p> <p>Capital lending for Insurance Professionals.</p>  <p>INFO ▶</p>
---	--	--

[Wholesale Lending](#) - [Correspondent Lending](#) - [Oak Street Funding](#)
[State Disclosures](#) - [Privacy Policy](#) - [Site Map](#) - [Contact Us](#)

© 2004-2005 Oak Street Mortgage
11595 N. Meridian Street - Suite 400, Carmel, IN 46032
1-800-LOAN-NOW (1-800-562-6669)

Done

PNHP (Physicians for a National Health Program)
Web Site Re-Design

PNHP (Physicians for a National Health Program) is an organization committed to the adoption of a national health program in the United States.

With a vast amount of articles and resources, PNHP needed help putting all their content together in a structure that made all the information easy to find within a layout that was attractive and, above all, functional.

CFX helped design an architecture for the site that grouped like content together and used color in the site to delineate various types of navigation and content areas.

PNHP PHYSICIANS FOR A NATIONAL HEALTH PROGRAM

Dedicated to implementing a single-payer national health insurance program

SEARCH **GO!** EN ESPAÑOL ■ BOOKMARK ■ E-MAIL

HOME FAQ NEWS RESOURCES ABOUT PNHP JOIN/RENEW MEMBERS

EVERY SIGNATURE COUNTS!
Endorse PNHP's Proposal for Single Payer. Every Endorsement Counts!
[Click here to learn more >](#)

QUOTE OF THE DAY
PNHP President Don McCanne's daily dose of commentary on news of note in the medical community.
[Click here to read >](#)

BOOKSHELF QUICKPICK
Critical Condition: How Health Care in America Became Big Business

Donald L. Barlett & James B. Steele
BUY NOW
\$16.47

GET PNHP'S FREE E-MAIL NEWSLETTER
Don't miss an issue! Enter your e-mail below to subscribe today.

SUBSCRIBE

MEDICINE SHOULD BE A PUBLIC SERVICE, NOT A BUSINESS
Physicians for a National Health Program is a not-for-profit organization of physicians, medical students, and other health care professionals that support a national health insurance (NHI) program. Specifically, we believe that a single-payer system is the only solution to solving the United States' many health care problems: more than 43 million citizens with limited or no health insurance, skyrocketing insurance premiums, malpractice costs, long-term care issues, and relatively poor health indicators, when compared to similar industrialized nations.
We believe that the current malaise afflicting health policy debate will be short lived; that bold and articulate advocacy for national health insurance can coalesce the broad constituency for change.
Please join us in insisting that medicine be a public service, not a business.

NOT A PHYSICIAN? JOIN PNHP TO HELP FORGE POSITIVE CHANGE
Non-physicians play a key role in PNHP's efforts to bring about necessary change to the health care systems in the United States.
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla sodales vulputate tellus. Mauris ornare. Aenean eros. Cras tempor sapien. Aenean a justo quis quam cursus rutrum. Pellentesque id sapien. Pellentesque volutpat eros non est.
Maecenas non dolor. Sed urna. Pellentesque eu orci non nunc tincidunt vulputate. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras faucibus facilisis leo. Pellentesque nulla enim, laoreet sit amet, vulputate in, nonummy vel, ante. Sed eget velit. Donec vitae tellus sed augue venenatis tristique. Fusce quam. Mauris dolor augue, condimentum nec, vehicula quis, placerat semper, sapien. Cras diam sem,

PNHP - 29 E Madison Suite 602 Chicago, IL 60602 Phone: (312) 782-6006 Fax: (312) 782-6007 E-Mail: pnhp@aol.com
© 2005 PNHP - [Copyright/Legal](#) - [Privacy Policy](#) - [About Us](#) - [Sign the Petition](#) - [Site Map](#)