

Depth of Feel

A COLLECTION
OF CURATED
TALES



THAT CELEBRATORY FEELING

FALL 2022

We tell compelling stories.

At Banko Creative Studio, we spin a great yarn. It's kind of our thing. Regardless of the medium we find the right angle for all of our clients. Whether you're in Atlanta, Chicago, Hamilton, Toronto or points in between, we'll start your narrative and nail your ending.

We've been doing this for a long while—since 1996 to be exact.

A few decades later, we've shared a lot of beers and a lot of cheers with small businesses, large corporations, and non-profit organizations.

We solve unique business problems with unique creative solutions, using a combination of our diverse in-house skill sets.

banko
CREATIVE STUDIO



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Telling stories of celebration.

As we were in the home stretch of finalizing this issue, some highlights of my time outside the office include two weddings and a birthday outing with my niece at the Ontario Science Centre. (It only veers into movie territory if there are four weddings.)

Each of these events was obviously different, but they all had one thing in common (aside from Hugh Grant being a no-show). Having fun with the people I love.

Those that know me know that I savour these times. They are something to celebrate.

In this issue of *Depth of Feel*, we're all about celebration. We highlight milestones and successes, both for ourselves and our clients.

Each celebration is unique. Just like a late-night champagne toast with sparklers is different than a 6-year-old piloting a rocket chair.

For clients like Mohawk Group, the celebration is continuous as they launch new flooring collections and ways of design thinking, and we're there to help them take off. Mohawk gets a mention again, alongside Krug and Spec Furniture, when we travel to NeoCon, the event of the year that celebrates commercial design.

Also in this issue, we join forces with McCallumSather to share the story of the new Valley Park Library and celebrate how its ecological footprint has significantly cut carbon emissions while its LEED education campaign is

helping save the planet. And for the Hamilton/Burlington SPCA, we're rallying for a big anniversary—135 years!

Depth of Feel is all about celebrating our clients and the work we do together. For so many clients, our relationship is a long one (though, like Hugh, we still look as great as ever). We're an extension of their team, and being there for milestones big and small means a lot to us.

Zeroing in on the theme of celebration for an entire magazine is a chance to say "cheers" to a job well done. It's a reminder that it's important to take a minute and reflect on what we and our clients have accomplished. Just as it's important to me to be the best auntie/maid-of-honour/newlywed-champagne-toaster I can be.

After all, there are never too many things to celebrate.

Tara

Tara Bryk, CEO
Banko Creative Studio

Did someone say “Pawty”?



No one celebrates quite like your pet when you come home. But we’ll give it our best shot. We channelled all the purrs and pets, wiggles and wags for the 135th anniversary of the Hamilton/Burlington SPCA.

An anniversary is a celebration, and we’re always ready to lift a glass. But it’s also a great chance to tell your story—not that we need an excuse for that either. You can connect with your stakeholders, make more people aware of what you do, and, in the case of charities like the HBSPCA, raise money.

The team at the HBSPCA was ready to get their message out for all of those reasons. They wanted to celebrate 135 years—it’s a great accomplishment. They also wanted to engage donors and community partners and move people to support their mission of keeping people and pets together.

We’re all for that. We’ve been working with the HBSPCA since 2013 and believe wholeheartedly in the work that they do. Not to mention, our team at Banko includes 10 humans and 14 pets.

The vision for the 135th anniversary campaign was to be everywhere. Social media, website, events, signage at the shelter, shirts for staff and volunteers, an annual report and fundraising.

As experienced party planners, we started with a theme. Luau was too last century. Traditional anniversary gifts tap out after 60 years (diamonds, in case you were wondering). We asked the cats and dogs, but they began to fight like... well... you know.

We went back to the HBSPCA’s mission—Keeping People and Pets Together. We wanted the theme to capture the full circle benefits of the HBSPCA. The positive ways that people can support pets and pets can support people.

And so, “People for Pets, Pets for People” became our rally cry. When you’re for something, you’re committed. You’re a champion. We were ready to rally. And we wanted people to join us.

With the theme established, we moved on to branding. If 135 was going to be everywhere, we wanted a consistent look and feel to tie everything together.

We began with a new logo for the anniversary. We kept it simple with 135 in a bold sans serif font—the same font as the existing HBSPCA logo. A little paw knockout in the “5” is a soft nod (and a high five!) that this is a “pet approved” celebration.

The 135th anniversary logo works seamlessly with the HBSPCA logo. Using the same font and colours keeps it closely tied to the brand. But, when it needs to go off-leash, it can also stand on its own. It’s a flexible addition, with lots of options for how it can be used.

Our directive from the HBSPCA was to make it FUN. Not a stretch for us.



“People for Pets, Pets for People” became our rally cry.

We took the HBSPCA’s existing colour palette and leaned into the bright orange. After all, this is a colour that signifies joy and enthusiasm. To amp up the fun even more, we added a background of rainbow confetti. Is it even a party without confetti?

We also developed a pennant banner graphic that proclaims “People for Pets, Pets for People, 135 Years.” This banner is an emblem of championship that carries through the marketing material and encourages people to get involved.

Of course, there are also happy animals. Sticking with the theme, we chose photos that show pets with people. There are cuddles and kisses, toys and treats, licks and lots and lots of love. We aim to tug at heartstrings (and even bring tears!), but the overall tone is uplifting, moving and inspiring. We kept it playful by showing the pets being who they are—lovable members of the family.





Our directive from the HBSPCA was to make it FUN. Not a stretch for us.

Focusing on the fun is a conscious decision. The HBSPCA's mission is serious. Needs are high. Their services are critical. For more than a century, the HBSPCA has been keeping people and pets together, helping community members be the pet parents they want to be and being a voice for those who have none.

This anniversary campaign was an opportunity to connect the entire experience of the HBSPCA and tell stories about everything they do in a happy, positive way. After all, the 135th is a celebration.

Anniversaries can be a chance to test and tweak your messaging. You can introduce new elements, like tone of voice, colours and media. You can see what resonates with people and even shift your brand slightly. With the HBSPCA, we wanted to push the brand to have more personality, relevance and emotional pull.

Because the animals that share our lives are *full* of personality.

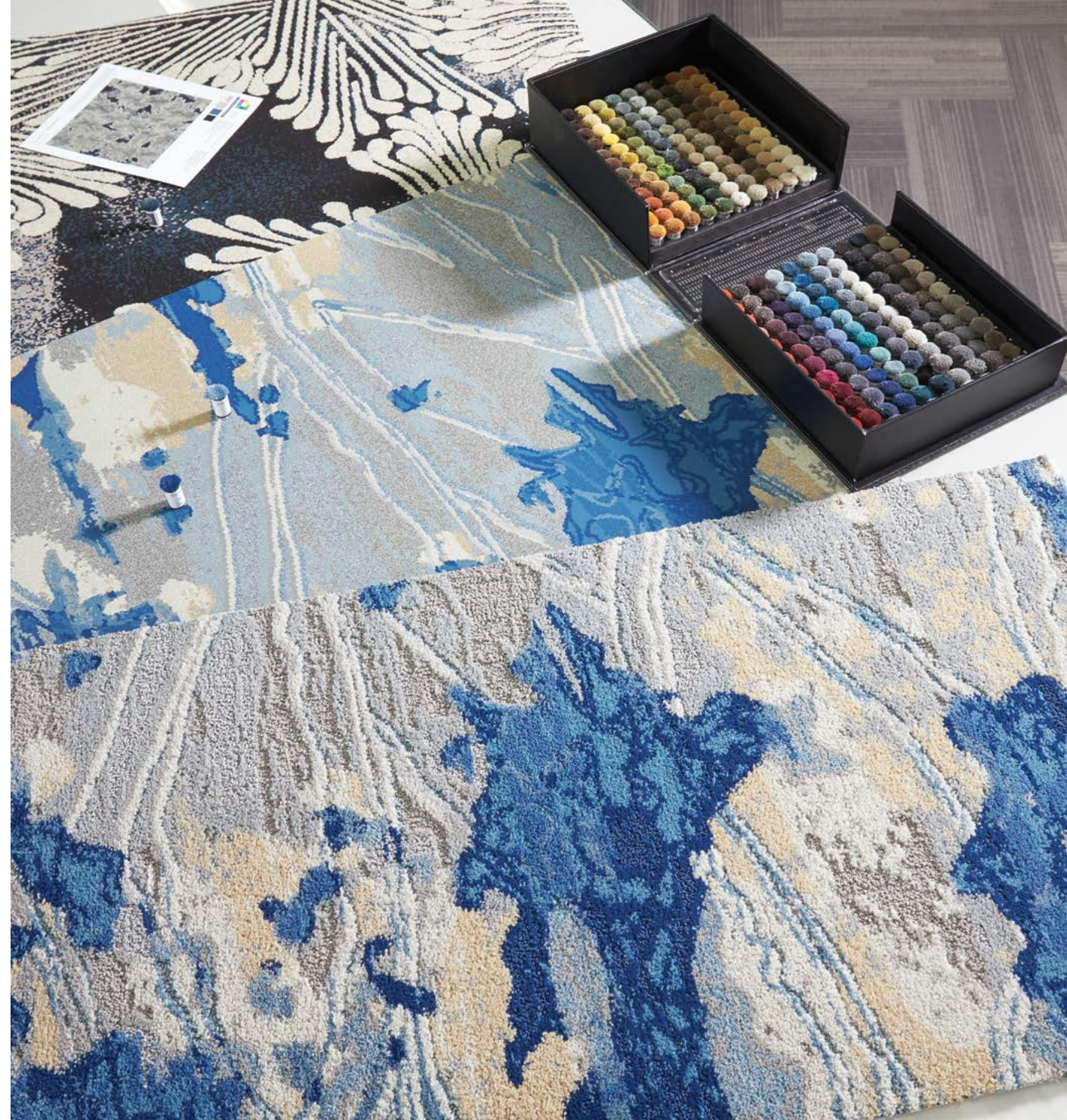
When you're for something, you're committed. You're a champion. We were ready to rally.

Our pets are a bright spot in our day. Sometimes the best part of our day. They keep us company during work (curled up right there on our keyboard), and they get us out to enjoy the world (even if that means taking the occasional meeting while on a walk). They're our confidants. Our best pals. Our family.

Of course, we're going to rally for them. Helping the HBSPCA be the voice for thousands of animals and the people who love them? Now that's something to celebrate.



Flooring, but make it art.



We love art. In fact, we're all plenty artsy ourselves. Paintings, drawings, sculpture, photography, video. Art makes us think. It makes us feel. It connects us. Experiencing, making, and appreciating art helps define who we are. Deep. But True.

When Mohawk Group shared their newest flooring collections with us, we had all the feels. The collections are a collaboration with ArtLifting, an organization that helps artists who are disabled or homeless to sell their artwork.

The art world can be kind of exclusive. So helping people from diverse backgrounds share their particular perspectives is something to celebrate.

Through art, their voices are uplifted.

For their latest product release, Mohawk Group's designers partnered with six artists. Together they created flooring designs inspired by colours, brushstrokes, textures, patterns and compositions of the artists' creations. The result? A collection that shows how art taps into people's imagination and helps us delight in our surroundings.

As soon as we saw the samples, our imaginations began firing. We started thinking about how we could show off the new patterns and help Mohawk Group tell the story of ArtLifting.

We're big on storytelling and so is Mohawk Group. "We put so much effort into storytelling and making sure that we're connecting to an authentic and real inspiration and reason for that product," says Jackie Dettmar, VP of marketing, design and product development at Mohawk Group. "Dan completely helps us get that story told and will dive in and understand the type of visuals and the type of photography that we need."

Our job was to help Mohawk Group get its collections ready for their public debut. This meant photography, videos, web, social media and print. And it all came together just in time for NeoCon, the world's leading show for the commercial design industry.

ArtLifting includes three collections: Painted Perspectives, Social Canvas and Pattern of Time. From dramatic colours, rich textures, subtle patterns, and even pigment-infused wood grain luxury vinyl tiles, the collections are as diverse as the artists.

We used the stories of those artists to create a beautiful booklet that shows off all the flooring Mohawk Group and the artists had created. The designs are rooted in the artists' experiences with illness, disability, homelessness and other hardship. But through art, their voices are uplifted. Flipping through the pages, you experience the carpet and tiles—and the compelling stories behind each creation. It's powerful.

We also worked with the Mohawk team to create videos that highlight the details of each collection and the patterns within them. Then we brought it all together



Mohawk Group is using design to raise awareness and provide social agency to marginalized people.

with social media so that Mohawk's team can share ArtLifting far and wide. After all, they want to celebrate their new collections. And we help them do just that—in a consistent, cohesive and compelling way.

The ArtLifting collection doesn't just benefit the artists. It's also part of Mohawk Group's Specify for a Cure program. With every purchase, Mohawk Group is donating to Susan G. Komen, the world's largest non-profit funder for the fight against breast cancer. Mohawk is showing how art can bring people together and improve the world.

By celebrating ArtLifting's mission, Mohawk Group is using design to raise awareness and provide social agency to people who are marginalized, who are often left out. They are making a statement that all people matter.

As Dettmar says, "It's more than just the flooring."

It's deep. And for Mohawk Group, it's real.

They're using their platform to make the world better.

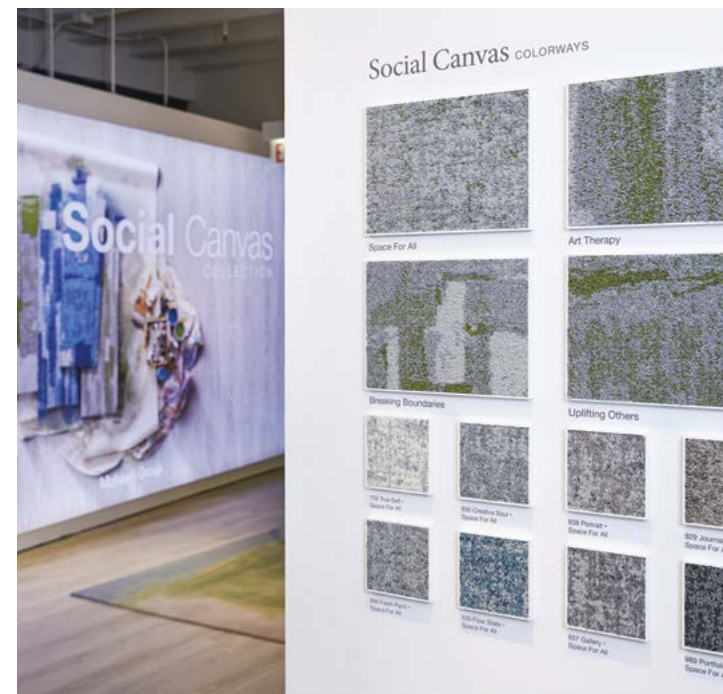
Plus, they love good design.

We've been collaborating with Mohawk Group since 2015, and we have huge respect for their work. Mohawk Group is the commercial flooring division of Mohawk Industries, the largest floor covering manufacturer in the world. They have a strong social conscience and environmental sustainability focus and a history of unique partnerships when they're creating their products.

Mohawk Group is a leader in the design field and, as a result, collaborates with some of the best architects and product designers in the world.

Dettmar says, "We always think that collaborators are a great way to push us in directions where we wouldn't necessarily go ourselves and stay attuned to what our customers are interested in."

We agree. And we're thrilled to be part of the team.



Where designer runways meet runway designers.



Imagine your office. If you're in it right now, great! Look around you. The flooring under your feet, the desk in front of you, the cabinets that hold your secret snack stash, and even the chair you sit on. Someone made them. They've been thoughtfully designed and carefully manufactured.

Commercial contract design is a diverse and substantial industry that includes offices, healthcare, hospitality, retail, education, public space and government. That's a lot of tables and chairs... and floors, lights, beds, desks, windows, wall coverings... oh and textiles, patterns, fibres and acoustics. The list of design elements and product categories is long. Every June, we remember just how expansive this sector is when we arrive at NeoCon, the most important event of the year for commercial design.

We're big fans of good design. So getting to be part of this three-day event is the best field trip ever.

NeoCon taps into our expert skills in product photography and storytelling.

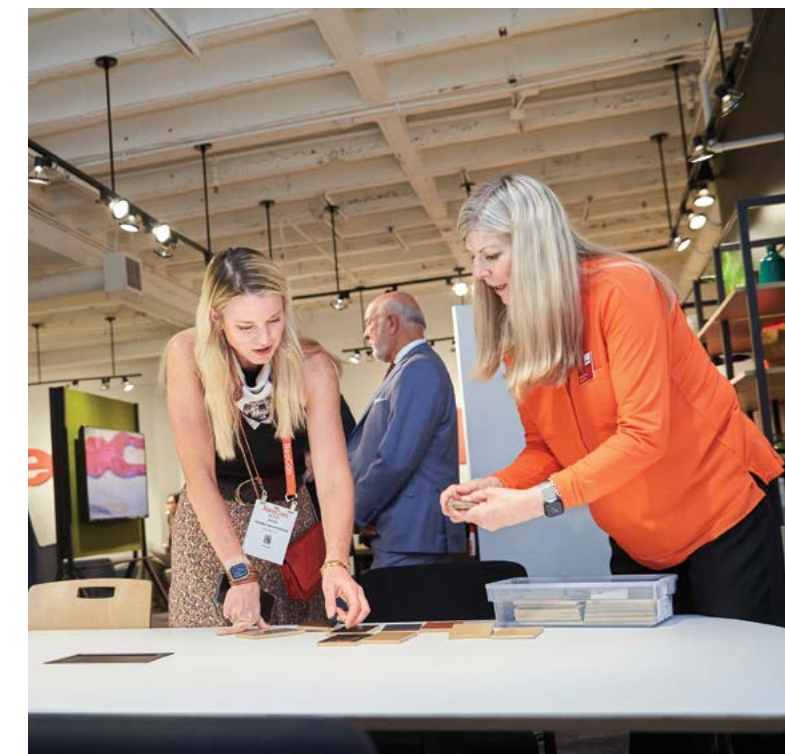
NeoCon is an annual tradeshow that brings tens of thousands of people to Chicago. They fill nearly 1 million square feet of The Merchandise Mart (a beautiful art deco building overlooking the Chicago river) with furniture, fabrics, flooring, interior building products, interior finishes and technology.

And we're there every step of the way to document it for a number of our clients, including Mohawk Group, Spec Furniture and Krug.

"It's such a massive event," says Dubravka Milinkovic, marketing manager for Spec Furniture. "When I try to describe it, I always say, 'Imagine fashion week in Milan. That's it for fashion. This is it in furniture fashion.'" Everybody wants to be here. Everybody wants to see... Everything that's happening in the industry is happening over the course of these three days."

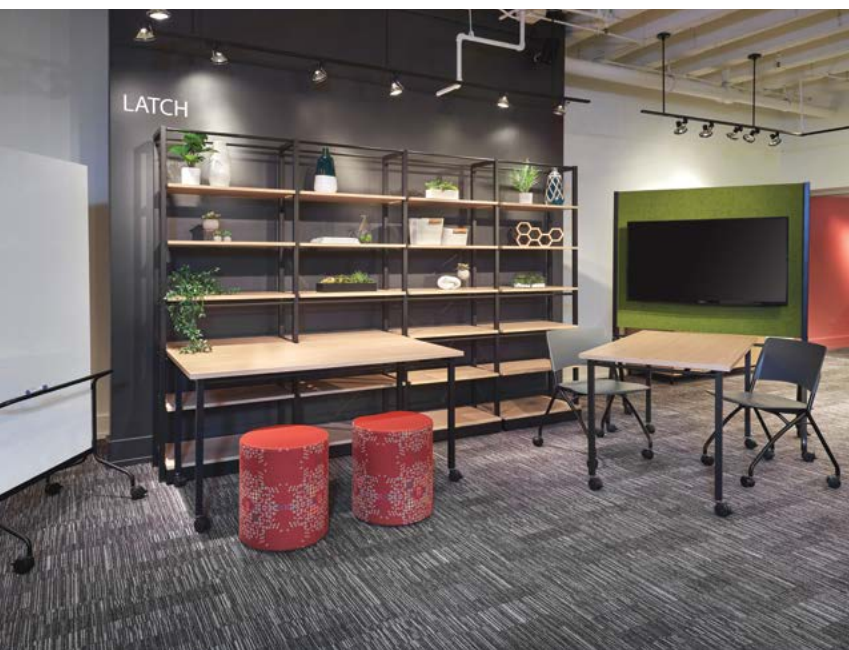
It's intense.

While it may feel like fashion week, there are no runways in sight. More than 400 leading companies and emerging players have showrooms, which they carefully design to celebrate all their newest products.



Our tier-one wow products are usually tied to NeoCon.

JACKIE DETTMAR, MOHAWK GROUP



"The permanent showrooms themselves are glass-paned, and the inside of each of them feels like a portal to a totally different space," says Taylor Wallace, our videographer. "Each company has its own take on the workplace, and looking around at them all is very inspiring and makes me think a bit differently about design."

Taylor and the rest of our team take photos and videos of all of the new collections, giving our clients a library of images and footage to use in their marketing for the rest of the year.

Krug, for example, is a Kitchener-Waterloo based case goods and furniture manufacturer that has a very distinct style, which requires a specific approach to their showroom coverage. Lauren Banas, VP of sales & marketing at Krug, has worked with our team for years to capture her vision and she knows that we deliver consistently.

"At first, Lauren would stay with us for the entire length of the assignment. These days she checks in with us for a few minutes at the start of the shoot to discuss any peculiarities, then she throws us the keys to the showroom and lets us do our thing," says Dan Banko, our creative director and principal photographer. "It's amazing to have that kind of trust in our relationship. By the time her plane gets her back to the Krug office in Texas, we have proofs in her inbox."

Our work with Spec includes product video production before NeoCon plus event capture and showroom photography at the show itself. We're flexible and adaptable for whatever they need. On some occasions, we even offer guidance on where to put their furniture as their showroom gets busier and more new products arrive each year. Add interior design to our resume.



For Mohawk Group, we create a variety of marketing materials. This includes writing, photography and design for printed and social media content. All of it is geared to tell the story of their newest flooring collections. We round this out with training and new product videos that introduce the collections to their sales reps and clients. This year we also developed content for a microsite. Thoughtful, integrated, multi-pronged marketing. Just the way we like it.

NeoCon taps into our expert skills in product photography and storytelling. We know how to zero in on the details that are most important. The craftsmanship, colour, texture, functionality, comfort, and quality. Whether it's furniture or flooring, a lot of thought goes into these products. An arm of a chair may be curved in a particular way so that you can easily move it without lifting. We capture that chair at just the right angle so that people can see what makes it special. We always find your good side, even if you're furniture.

Rita Halls, Spec's marketing coordinator, says, "Whether it's photography or video, it's important to know that whoever we're working with can tell the story that we want to portray."

"The requirements for product photography are very different than other forms of photography," says Milinkovic. "Whatever message we choose for the product, getting that exact message visually is what the Banko team does really well."

For commercial designers, NeoCon is the celebration of the year.

Design and manufacturing teams spend a year or more developing new products. Only the best of the best make it to NeoCon. "Our tier-one big launch products, the wow products, are usually tied to that NeoCon show," says Jackie Dettmar of Mohawk Group.

NeoCon is about the new. New products, new colours, new ideas. It's a transformation, evolution and celebration that our clients take every year, and we're happy to make the trip with them.

LEEDing the way for libraries in Hamilton.



What's one way to make a building green? (We're not talking about paint.) Make sure people can take the bus or ride their bike to it, instead of driving their car. Use renewable or recycled materials to construct the building. Reduce how much water and electricity the building uses.

Did you guess right?

Congratulations! You successfully answered your first question on the Valley Park Branch LEED Library scavenger hunt.

All of these things and more are part of the new Valley Park Library in Stoney Creek.

Earlier this year, the library relocated to a 26,500 square foot addition at the Valley Park Community Centre. This new space celebrates how libraries have evolved. People can sign out iPads along with their books, or get creative in the Makerspace, media recording room and study rooms. The library is designed to be flexible and ready for whatever the future holds.

Key to making Valley Park future-ready was making it as green as possible.

The City of Hamilton aimed to reduce Valley Park's carbon footprint by 40%. That's the highest greenhouse gas reduction target in the city to date. They are also pursuing LEED Gold certification, a mark of quality and achievement in sustainable building. Basically, they wanted Valley Park to be really, really environmentally friendly.



Hamilton Public Library
LEED Library Scavenger Hunt

What is LEED?

LEED, or Leadership in Energy and Environmental Design, is a green building certification program that recognizes best-in-class building strategies and practices. **There are six categories of LEED:**

- Location and Transportation
- Sustainable Sites
- Water Use Reduction
- Energy and Atmosphere
- Materials and Resources
- Indoor Environmental Quality



Scan the QR code above or visit hpl.ca/LEED to take the scavenger hunt digitally.
Don't have a phone? Visit the Valley Park Branch's Information Desk to pick up a copy to participate.



Integrated design firm mcCallumSather took things to the next level with a design targeting a 60% reduction in energy usage compared to a traditional building.

That's worth celebrating.

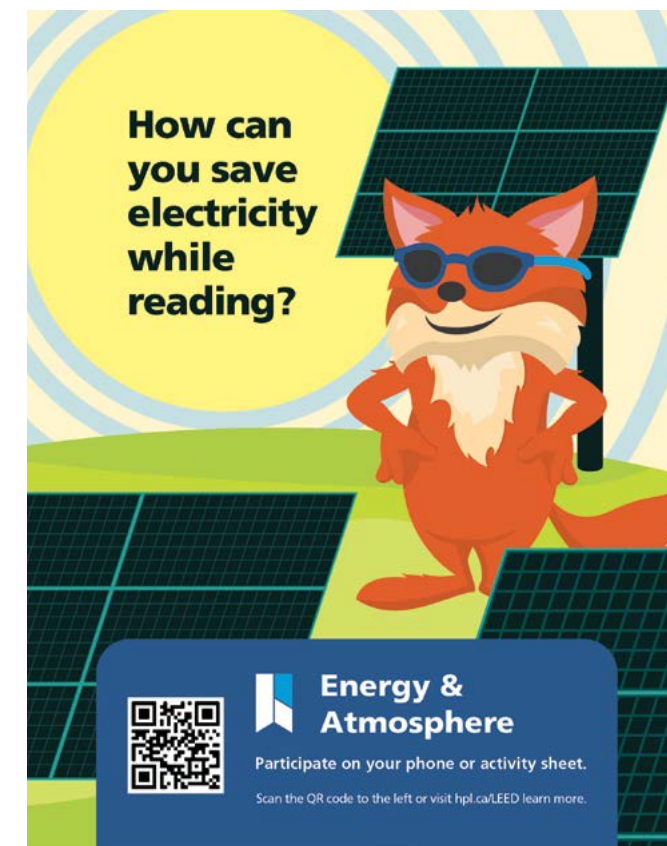
It's also an opportunity to educate people about sustainability. Librarians—and mcCallumSather for that matter—love helping people learn new things.

So we worked with the Hamilton Public Library and mcCallumSather to come up with a scavenger hunt. With prizes, of course. Naturally, we wanted it to be fun.

The scavenger hunt gets the whole family involved in the new library. It celebrates how environmentally friendly this facility is and teaches people how buildings can be more sustainable.

We gave people two ways to play: digital and paper. Playing online reduces waste (in-line with Valley Park's green ethos). Paper gives people another way to explore the space and its benefits.

The scavenger hunt engages and educates people about sustainability in a fun creative way.



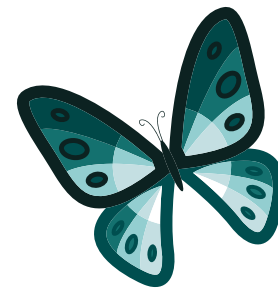
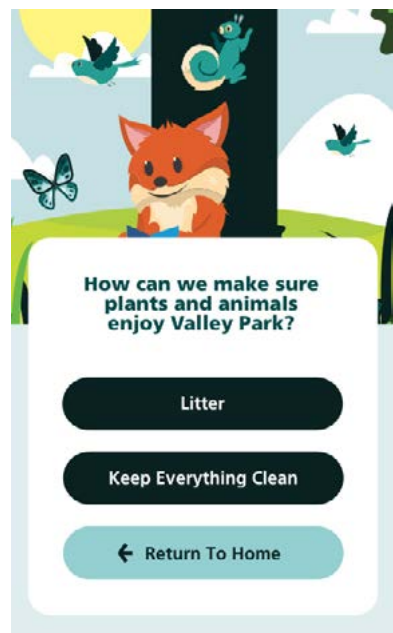
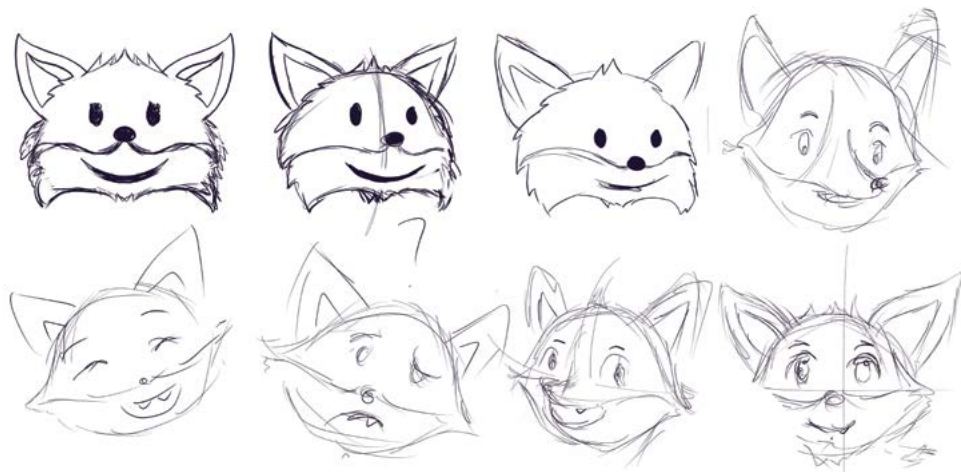
No matter how people choose to play, the fun starts at the library information desk. Participants are given a bookmark. Appropriate.

We designed the bookmark to show the six categories of LEED: location & transportation, sustainable site development, water savings, energy efficiency, materials selection and indoor environmental quality. The bookmark also has a QR code which takes players directly to the scavenger hunt website. People scan the code with their phones and begin their search. If they choose the paper option, they're given a printout of the scavenger hunt list.

Valley Park is an example of how it's possible to create change.

Exploring the library, participants answer questions via either the website or on their paper. Signs give info about a category along with the question. Online, when players answer a question, a pop up appears to share another insight into sustainability, as well as a clue to the next question.

HPL's fox mascot, Scout, comes along to guide the hunt. Our designer, Sarah Bullard sketched and illustrated the cute canine in a variety of ways to show the different categories of LEED. Scout appears on the website, printouts, bookmarks and signage throughout the library. The graphics show him with solar panels, water-saving tips and other environmental features, to reinforce the sustainable message. Sarah was able to match Scout's familiar appearance so that children would engage with the friendly mascot.



At the end of the hunt, players show a QR code or their completed paper to the librarian to receive a prize.

Prizes are another opportunity to reinforce the LEED categories. Children receive stickers and a sustainability-themed activity book with a word search, maze, connect the dots and colouring pages.

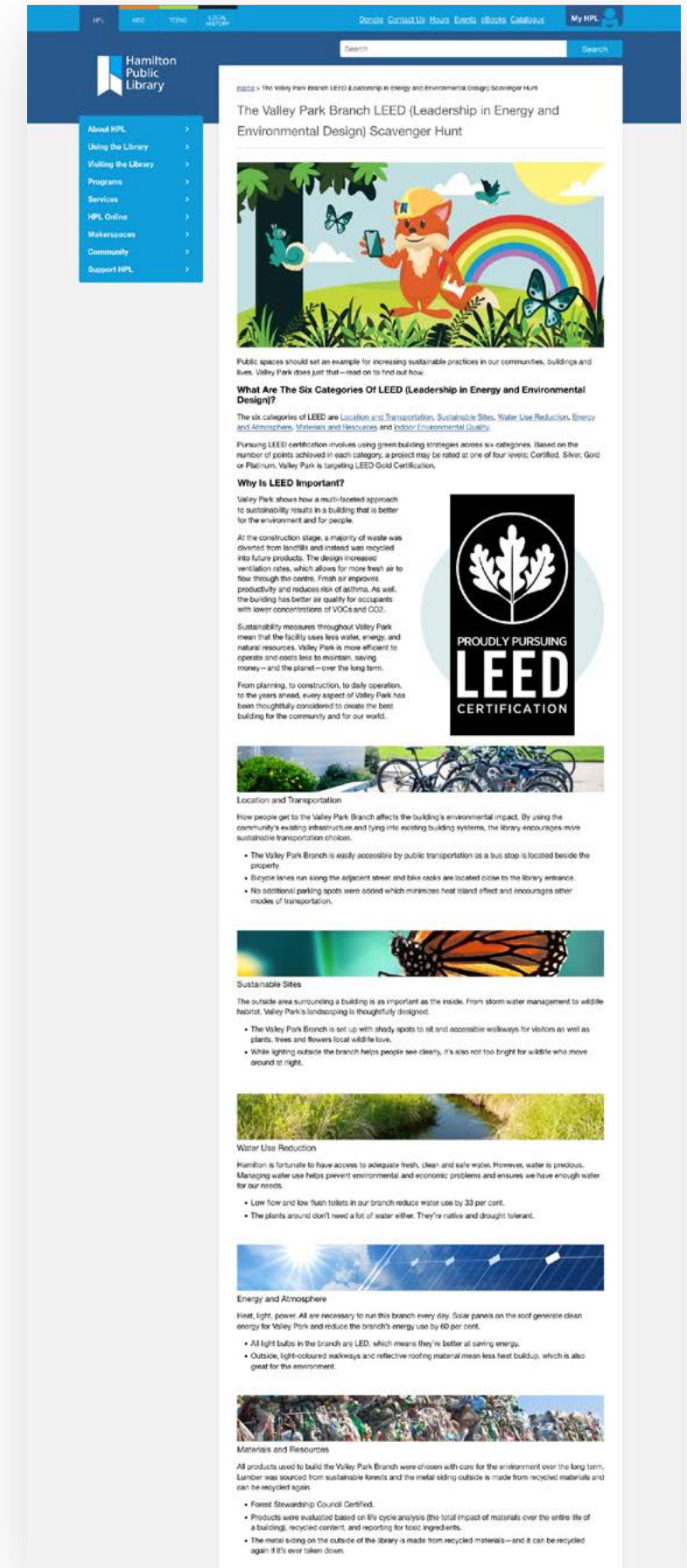
The scavenger hunt feels on-brand for Valley Park.

The community centre has always been a fun place. It's where people learn, play, work out and connect. But a lot has changed since it was built in the 1980s. We've gone from BETA and VHS to Netflix and Disney+. From phones attached to the wall to phones that are attached to us. Who knows what the next 40 years will bring?

The Hamilton Public Library wanted to make sure that Valley Park is ready to bring the fun, no matter what comes next. In reimagining the existing community centre, McCallumSather created a facility that's designed to meet the needs of Stoney Creek now and in the future.

Seeing the evolution of Valley Park inspires us, and we want to do the same for library visitors in a fun, friendly way. The scavenger hunt educates users and gets them thinking about what they can do to help the environment in their own way. It's a change that will go far beyond this new library.

Who wants to change the world? We do.





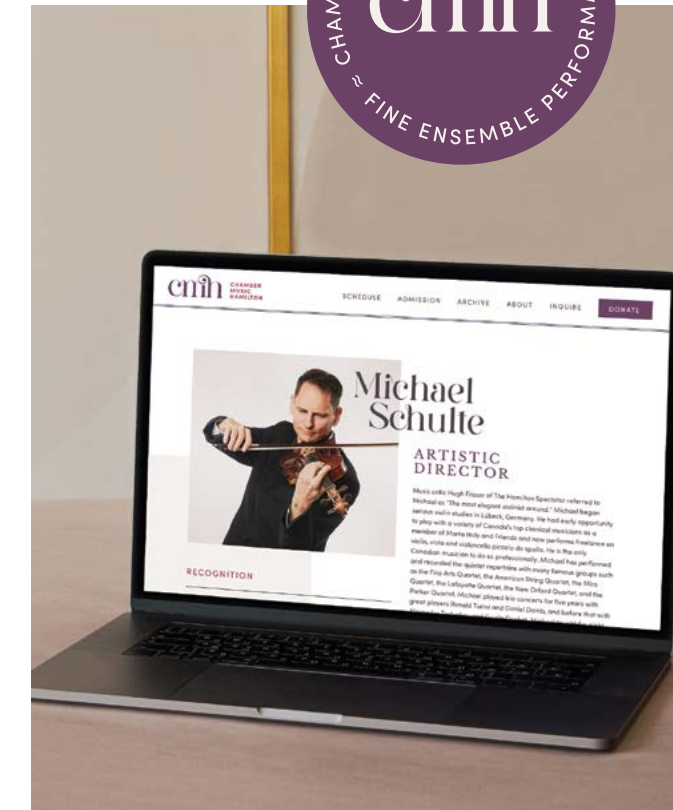
CLIENT:
Pine Project

SERVICES:
Photography



CLIENT:
Chamber Music Hamilton

SERVICES:
Branding
Design
Copywriting
Web Design & Development





Nothing speaks more to festivity than sharing joy with others. While it may seem simple to discover what makes others happy, it's important to take time to seek out the true celebrations in life.



We're unapologetically honest and ourselves. And sometimes cool.



Behind the scenes keeps it real.

Always on brand.

Whatever photography tells your story best—portraits, environmental, architectural—it needs to celebrate your unique brand. Here's a quick how-to with our own Banko images. Spoiler alert, you might spot some familiar faces.

Connect with our capture team for support with your brand images.

We are hardworking and professional, but keep it fun.



We ideate, create, and celebrate together.

We use black and white and save colour for our clients—the ones we really want to highlight.



Work with people your mom would love.

Fancy wordsmiths would call our team “multi-disciplinary”; we just call us “really darn good at a bunch of really valuable things.” This ultimately means no cookie-cutter solutions (unless you’re a cookie-cutter business). We solve unique business problems with unique creative solutions, using a combination of our diverse in-house skill sets. Plus, we’re charming and really smart. Just what your Mom likes.



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