

Depth *of* Feel

A COLLECTION
OF CURATED
TALES



THE NEED FOR TRANSFORMATION

SPRING 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



905.523.1623
HELLO@BANKO.CA
BANKO.CA

286 SANFORD AVENUE NORTH
SECOND FLOOR
HAMILTON, ON L8L 6A1

Welcome back. It's been a minute.

Like everyone else, we at Banko Creative Studio lived through a period of time that felt like it stood still while everything changed. We felt the full effect of the pandemic and rolled with everything that came at us. We transformed and focused our business, and experienced a change in leadership. We added new team members, moved to remote collaboration, updated our brand and identified new ways to provide value to clients impacted by the pandemic. Needless to say, we've been busy.

Throughout all these changes, I'm proud of the commitment and perseverance of the Banko team as they continue to take care of themselves, each other, their families and our clients.

Dan first set out to create a photography studio and built a company that adapted over its 25 years. To changes in the industry, to evolving client needs, and to overcome challenge after challenge. Our most recent transformation is about continuing that flexibility. Our new brand better represents who we are and what we do today—and it's one that can continue to transform as we do.

You'll notice Depth of Feel also looks a little different this time around. This magazine is about telling the stories of some of our clients and the work we do together. As we updated our brand, we redesigned Depth of Feel, too.

The stories highlighted in this issue are all about change and they span industries from advanced manufacturing to formal wear, community healthcare, and small town coffee. But what they all have in common is a pursuit of purpose and a willingness to transform.

So, where do we go from here?

Banko Creative Studio has always been a business that is flexible and forward thinking, and we're going to keep bringing this well-rounded approach to our clients. Our team has a creative perspective and an eye for what's new, what's next, what's changing. After all, the only constant is change.

Tara

Tara Bryk, CEO
Banko Creative Studio

A Celebration Of Care

The middle of a global pandemic is perhaps not the exact moment most healthcare organizations would choose to undertake a major strategic planning exercise. However, Pathway 2020, Halton Healthcare’s previous strategic plan, was due for an update. 2020 was here. It was time.

Board members, stakeholders and representatives from across the organization began reviewing the strategic plan that fall. As they prepared to launch the new plan in 2021, they turned to Banko Creative Studio for help spreading the message.

We’ve worked with Halton Healthcare since 2014. Trish Carlton, Halton Healthcare’s director of communications and public affairs, knew that our team had the experience and creativity to communicate the updated plan to patients, staff, community members and other partners across the healthcare sector. She also knew she could rely on Banko to get the job done while the healthcare organization was still on the frontlines of the pandemic.



Storytelling was the most powerful way to share the new plan with all of our communities.

“From the beginning we knew that storytelling was the most powerful way to share the new plan with all of our communities,” she says.

To tell the story of how Halton Healthcare provides exemplary patient experiences, always, our storytelling team focused on the organization’s achievements during the COVID-19 pandemic and their impact on the communities they serve in Oakville, Milton and Georgetown.

The dedication to exemplary patient experiences has never been more evident than during the pandemic. Teams at Halton Healthcare’s three hospitals are caring for both patients and their loved ones.



We began by capturing photography of every area of the hospital that was impacted by COVID-19, from testing clinics and laboratories to the Critical Care and Intensive Care Units.

We then interviewed patients, volunteers, doctors, nurses and staff to share their stories of care.

The result is a collection of images and accounts that celebrate the staff who made all the difference for patients.





The pandemic has impacted healthcare across Canada and accelerated the pace of change in the healthcare sector.



Stories span the individual—the first person to receive a COVID-19 vaccination from Halton Healthcare—to the provincial—Halton Healthcare’s role in Ontario’s pandemic response.

The images and words created have been used for Halton Healthcare’s annual report, posters, signage, digital and print displays, social media content, brochures and more.

A key part of the new strategic plan is the purpose statement: “To Care.”

Part of the goal of the communications was to highlight how each individual’s personal values and purpose align with the corporate purpose.



In capturing images of staff, swathed in PPE, caring for patients with compassion and determination, we tell a powerful story that resonates with patients, families, staff and residents across the organization’s three communities.

The opportunity to look ahead has sometimes been hard to find during the waves of the pandemic. For Halton Healthcare, the new strategic plan is a gateway to recovery and a fresh start.

As the plan is put into action, the timing feels right. Departments, clinical programs and services will use the key tenets of the plan to align their activities and develop

their own initiatives. Through our communications, we provide the foundation for them to keep looking forward, while doing what they need to day-to-day.

The pandemic has been a challenging time that impacted healthcare across Canada and accelerated the pace of change in the healthcare sector. But the core of Halton Healthcare remains unchanged. The new strategic plan is titled *Inspiring Care*. It has been inspiring to witness the exemplary care the Halton Healthcare team provides. We were honoured to capture these compelling moments and share their stories. 📸

Transforming tailored clothing



Coppley has transformed, while remaining true to its core business.

A good suit can transform you. You may become an executive, a groom, or the ideal candidate for that perfect job. Coppley has been in the business of transformation for nearly 140 years. And for the last 10 of those years, we've helped Coppley show the potential of their products.

Coppley manufactures quality custom-tailored menswear, and they do it quickly. A full made-to-measure suit can be made in just 12 days. Some suits are ready in as little as seven days.

Since 1883, the company has evolved as customer needs and fashion have changed. In the 90s, Coppley revolutionized the tailored clothing industry by delivering custom suits faster than many tailors could do alterations.

Coppley's competitive advantage comes from a unique blend of old world tailoring and state of the art, computer-assisted cutting. By combining new methods and modern technology, they are able to produce high-quality garments with a personalized fit.

To showcase the quality of their garments, Coppley needs just the right photography, which is where we come in.

Their imagery needs to show the details, colour, texture—and do it accurately, which is not always easy. Coppley uses high-quality fabrics, mostly Italian wool.

"Fabric can be very tricky," says Donalda Pelletier, Coppley's marketing communications manager. "You've got underlying threads that sometimes come out and you may not realize that until you take the photo and then you have to adjust. One of the things that Dan is good at is understanding how lighting affects the object that he's photographing."

Our first projects with Coppley were off-model. We photographed fabric, lining, buttons, thread—all of the little details that customers can select to create a garment that is personalized to them.



Thinking back to the early shoots, Donalda describes them as relaxed. "The first mannequin shoot that we did were working with a stylist and we had a number of different garments to shoot that day. It just worked really well. Dan was more than willing to try different things and different lighting. When I pointed out things that we wanted to focus on, he picked up immediately on what I was trying to get out of the photograph."





Over the years, Copley's photography has evolved as the company has worked to tell more of a story through its images.

"The first couple of seasons we didn't do that. We just focused on more fabric-related photos. Now that we're getting back into storytelling with our photos [it's more than] just a photograph of a pair of pants," explains Donalda.

At a recent shoot, the pants in question were lying across the back of a chair while the matching jacket was set on the bed. The images conjure a story of packing for a business trip or laying out a suit for the next day at work.

"Those types of photos are what we're wanting to show on social media so that we're not just saying here's a new fabric. We want to be able to talk about something else that the end consumer might be interested in."

After success with off-model photography, Copley tapped Banko to shoot their on-model campaign as well.

"Dan and his team are very flexible... [and] very easy to work with. He is always willing to put his two cents worth in and is always wanting feedback to find out how he can improve," says Donalda. "They work well together as a team and they work well together with us. It's been a good relationship."

The company revolutionized the tailored clothing industry by delivering custom suits faster than many tailors could do alterations.

Working with a local photographer aligns with Copley's commitment to Hamilton.

Copley is a Canadian company that employs just under 300 people and all of their clothing is made in Hamilton. Two years ago, the company moved into a new building in the downtown core, affirming its commitment to the city.

Throughout the company's history, fashion, manufacturing, labour have all changed significantly. Donalda credits Copley's longevity to being willing to transform, while remaining true to their core business.

"We recognize what we're good at," she explains. "We try things all the time, but it has to sit within the parameters of what Copley is set up to do.

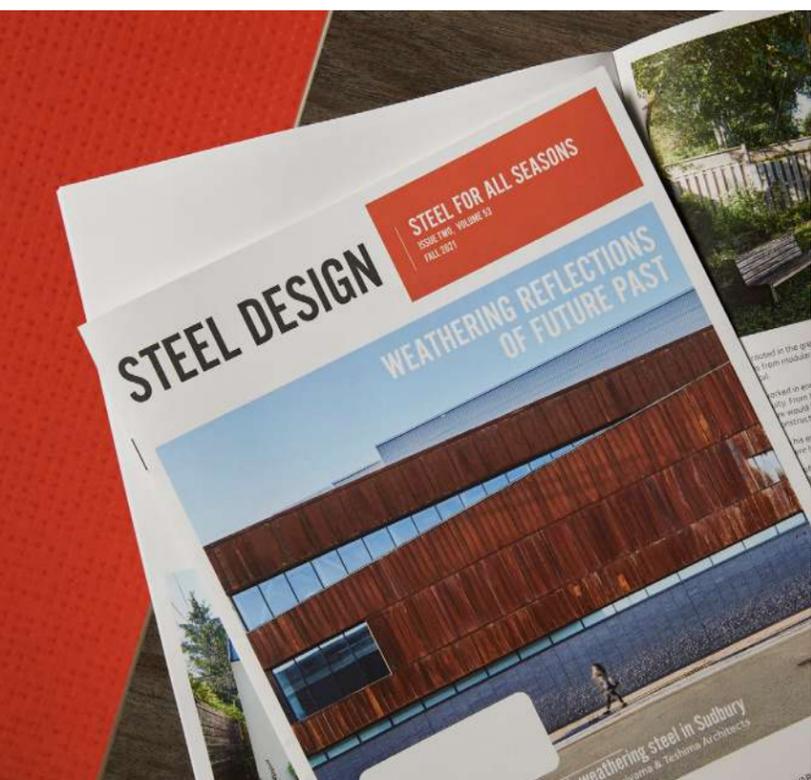
Products have to work in Copley's existing factory flow. Lapel widths can narrow or widen. Pocket styles can shift. Trim details can change. More significant modifications require different machinery or more capital investments.



"There's times where we will bring in a prototype and somebody will say this is a really nice garment we should try to produce this. Sometimes we can and sometimes we can't... If it doesn't meet our quality standards then we don't go ahead with it... Everybody tries really hard to make sure that whatever we introduce ticks off all those boxes."

That commitment to quality materials, comfort, style and service has kept Copley at the pinnacle of men's tailored clothing throughout Canada and the United States. We're glad to be part of their history. 🇨🇦

Sustainable. Versatile. Steel.



In 2020, seven francophone organizations in Sudbury came together to construct a new French arts and cultural centre. The collaborators wanted the building to be part of the story of the region and the area’s long francophone history.

They decided to clad the structure in weathering steel from ArcelorMittal Dofasco. The metal siding, called Indaten, oxidizes and corrodes when installed outdoors, eventually developing a rusty patina. The cladding emulates the region’s physical character born from a history of industry and mining.

**ArcelorMittal
Dofasco has
used *Steel Design*
to tell this story
of innovation
since 1970.**

Sharing products and projects constructed with ArcelorMittal Dofasco steel is the purpose of *Steel Design* magazine. Published twice a year, *Steel Design* showcases the latest developments in steel construction and manufacturing.

Steel is a durable, versatile and constantly advancing material. As the world’s leading steel and mining company, ArcelorMittal is continually evolving its products to meet the changing needs of the building industry. This focus on continuous improvement results in new techniques and materials to improve efficiency, decrease cost, increase safety, minimize environmental impact and keep up with client demands.

ArcelorMittal Dofasco has used *Steel Design* to tell this story of innovation since 1970. In 2020, they brought the magazine to Banko Creative Studio. Just like their products evolve and advance, the magazine needed to too.

We took on the editorial responsibilities—sourcing the stories, writing the articles, laying out the magazine, handling publishing and distribution.

But we took it further.

We transformed the magazine’s design, and we developed a new, responsive and accessible website that houses all the articles for the magazine. This online format extends *Steel Design’s* reach and helps to increase awareness of ArcelorMittal Dofasco, its products and customers.



It also gave us a platform to launch social media channels for *Steel Design*. While the magazine publishes twice a year, social media is ongoing as we post content and engage with followers year-round.

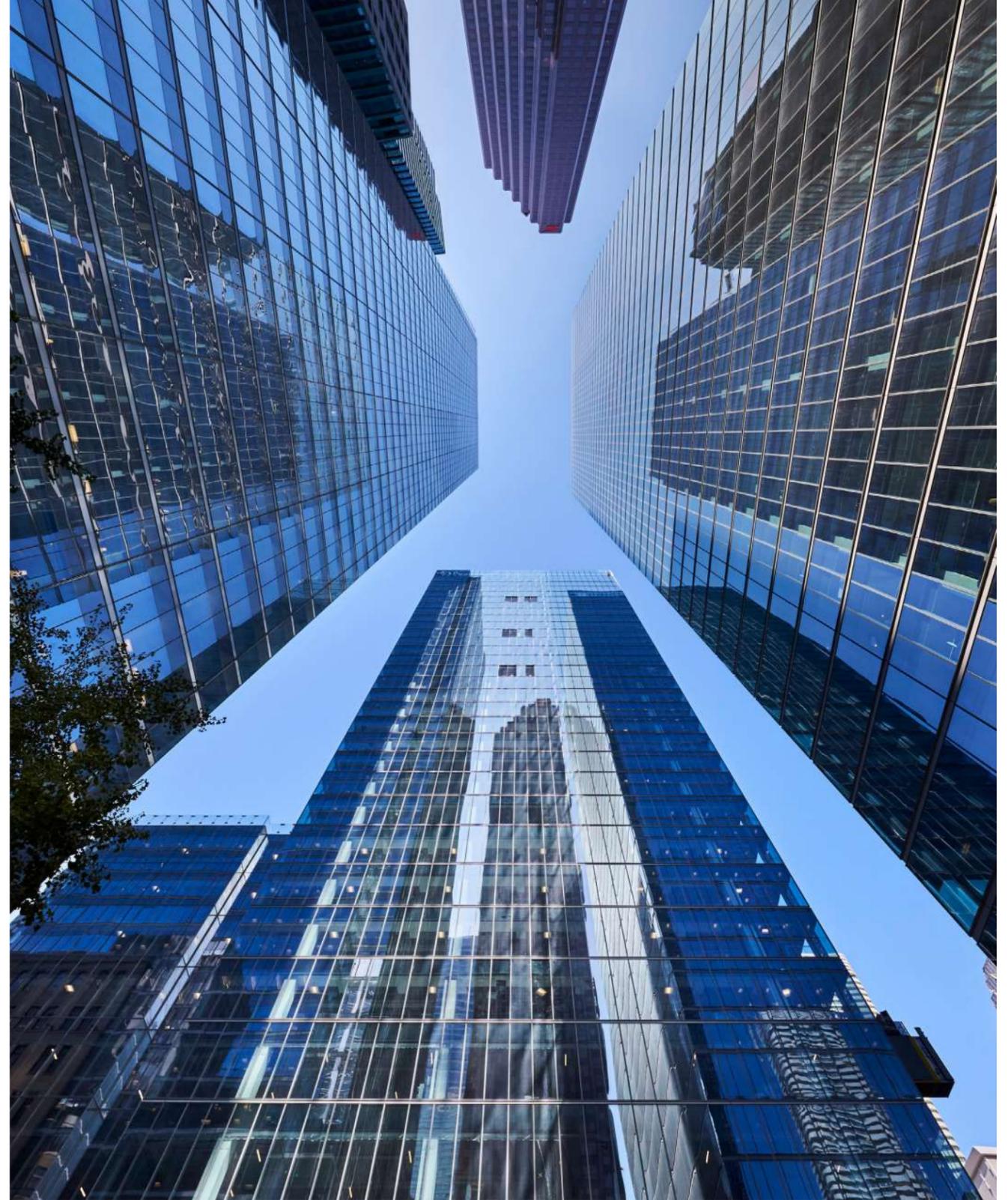
The magazine's audience is diverse. Subscribers include architects, designers, engineers, developers, contractors, fabricators and more.

In each issue, we look for a variety of projects and perspectives from across Canada that show the potential of steel. By featuring ArcelorMittal Dofasco clients in each issue, we're supporting the company's commitment to collaborating with customers to engineer advanced steel grades that meet clients' needs.

Articles include new products, technical details, case studies, construction techniques, challenges and solutions, design philosophies and more. From commercial to residential to industrial applications, *Steel Design* showcases the diversity, sustainability and versatility of steel.

Our history with ArcelorMittal Dofasco goes back to 2008. Since that time we've worked together on product materials and ad campaigns, celebrated their 100th anniversary and more.

Along the way, we learned that Dofasco does some really cool things—and they're always working to advance steel production further. *Steel Design* magazine is one of the ways we help ArcelorMittal Dofasco share those advancements. 🏗️



***Steel Design* showcases the diversity, sustainability and versatility of steel.**

That lake vibe feeling—over coffee



The pandemic changed things for a lot of people. For our team, it gave us a chance to expand in a completely new direction.

Coffee.

Okay, that's not new. #PoweredByCaffeine™

But running a coffee shop in Tiverton, Ontario? That is definitely new.

Tiverton is a quiet town on the shores of Lake Huron that we've visited, vacationed in and explored. Over the years, members of our team discovered the magic of Bruce County and Dan eventually bought an old schoolhouse to transform into a getaway. We decided we wanted to be a bigger part of the community, and a coffee shop felt like the perfect way to do that.

We wanted a spot to visit with neighbours. A space where friends could meet. A way to support local businesses and showcase local artists. Even a spot to work when our team wants a change of scene.

Dan and Tara found a cute little house, painted it blue, and Little Blue House Coffee Co. was born.



My twins and I enjoyed a latte and a cookie... [It's] great to have a little spot in Tiverton we can enjoy.

ALLYSON MILLMAN

Well, after some cleaning, renovating, more painting, decorating, and, of course, branding.

We haven't changed completely.

We take our coffee—and our community—seriously. And we knew exactly what we were looking for.

Our coffee beans come from a regional micro-roastery located on the shores of Georgian Bay. Ironwood Coffee Company is socially conscious, sourcing high-quality and certified organic coffee beans from 100 percent farmer-owned fair trade co-operatives.

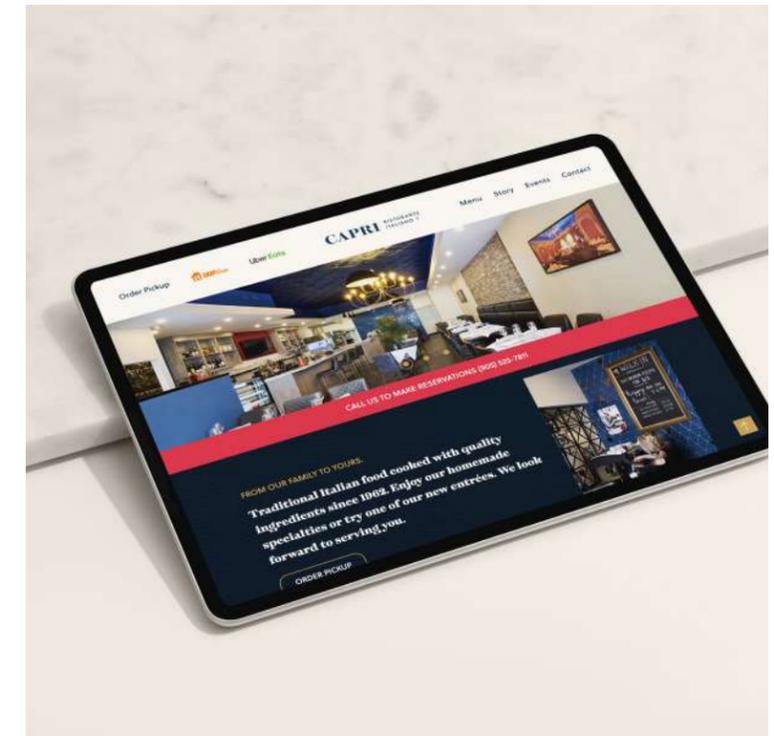
To go with the delicious coffee, we stock sweet treats made from local bakeries, Schultz Gone Totally Baked in Hanover and The Hive in Paisley.





CLIENT:
Capri Ristorante Italiano

SERVICES:
Branding
Design
Copywriting
Photography
Social Media
Web Development



CLIENT:
Rapscallion & Co.

SERVICES:
Photography



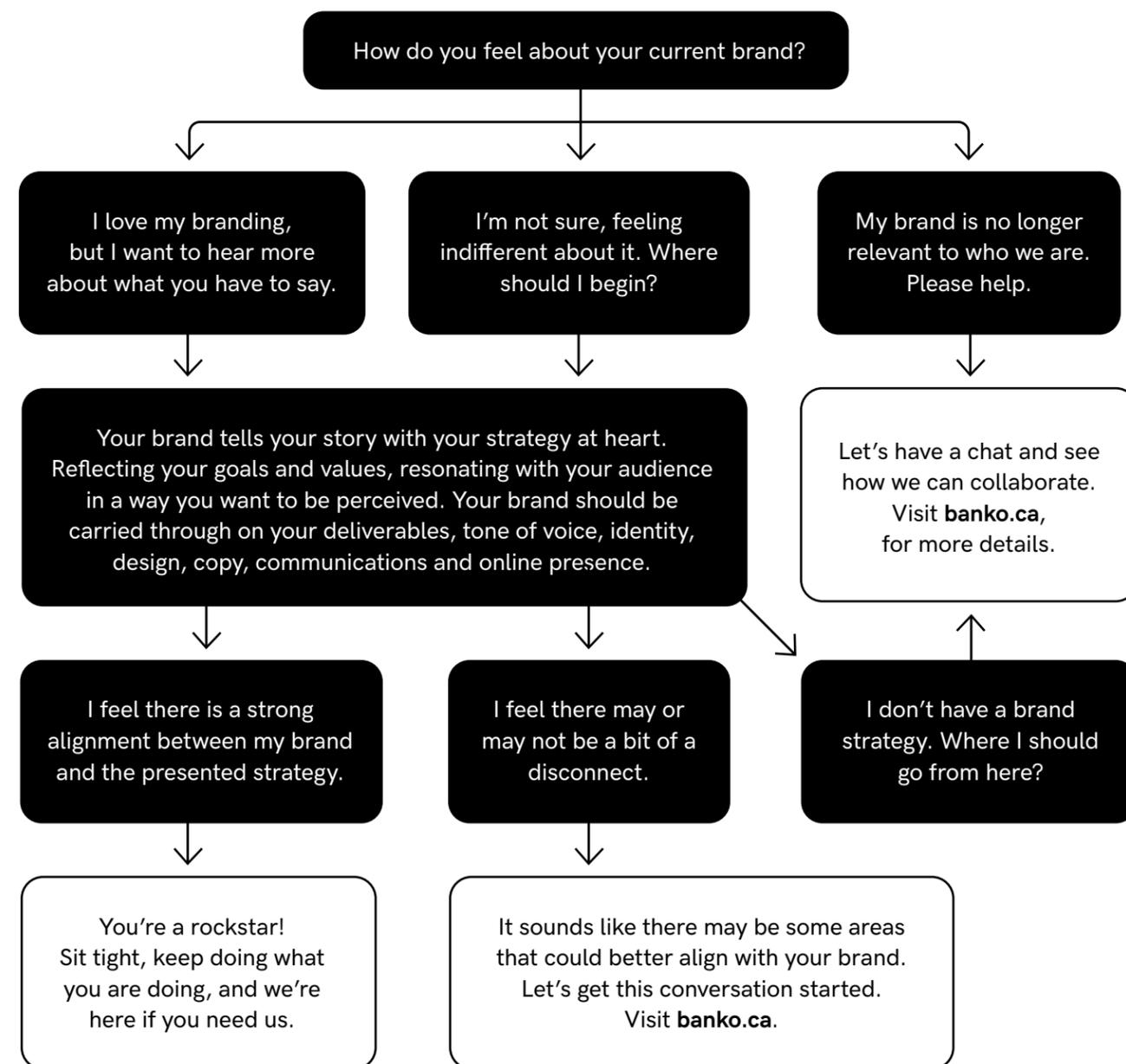
The last few years have thrown a lot of curveballs our way, making life feel hectic and often cluttered at times while we try to navigate our way through. This illustration shares a state of vulnerability—drowning in the chaos of how our lives have changed, and unsure what comes next.

Quiz: Is it time for a rebrand?

There comes a time in most people’s lives where that favourite shirt—the one that you loved, that fit perfectly and was great for any occasion—no longer feels right.

For a company, the same thing can happen. Sometimes your image no longer fits. Your business has changed, your culture has changed, the times have changed...all of these are factors that will put you on the path to thinking about what best represents who you are.

Is your brand starting to feel a bit tight in the shoulders? Or does it still fit like a glove? Follow our flowchart to see if it’s time for a refresh.



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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