



Mblem Graphic Design

Visual Communication Specialist

Hello!

Mblem Graphic Design creates and collaborates in Mi'kma'ki, the ancestral home and unceded territory of the Mi'kmaq people. My collaborators and I have gratitude for this land, and respect and appreciation for its many generations of caretakers. We commit to learning what it means to be Treaty People who move forward together in peace and friendship. Wela'lin.

November, 2021

Welcome to my portable portfolio-

Thank you for taking the time to look into my Mblem world. I seem to be too busy designing cool things for others to update my own website, so I would like to offer you this document; it's the base I use for proposals and features some of my more recent work.

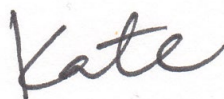
After more than 20 years scrambling as a freelancer doing any and every design job that comes my way I have expanded my toolbox and my skills to provide confident visual communication solutions for pretty much any occasion. This has lead me to working with various small businesses, NGOs, tech companies, community-building Groups and Not-for-profit organisations. I love to help artists of all kinds, people with unique vision, those who strive to better the community and the environment-protectors. My mandate for when I consider new clients is:

WORK THAT MATTERS FOR PEOPLE WHO CARE.

I hope you fall into one of these categories and that we can inspire each other with our collaboration. Please see the portfolio section at the back to get an idea of my process and some of the amazing clients I have worked with lately.

Thanks again for downloading. Don't hesitate to call with any questions. I do look forward to working with you.

Sincerely,



Kate Macintosh BA, BFA (she/her)
Creative Director and Founder, Mblem Graphic Design



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About Mblem Graphic Design



FULL SERVICE GRAPHIC & WEB DESIGN SINCE 1999

Kate Macintosh

Creative Director, Mblem Graphic Design

Go ahead, call me a Geek, although I prefer Goddess of Garamond (Stempel and Adobe). And if you have no idea what that means... that's okay! My job is to make the design process as easy as possible – for you – as we head down this creative path together.

Trust me when I say, I love this business. I love the sumptuous texture of paper. I kern movie titles. I speak Helvetica fluently. And, though it may not be the stuff of dreams – I can make you a killer GRAPH.

I graduated from Art School in 1999, when Mac computers looked like blue spaceships, and the Internet was in diapers. In my world, PMS will always mean Pantone Matching System.

My creative portfolio is diversified, meaning I am confident from pixels to packaging – with a range that flows from designing your corporate logo – to your niece's wedding invitation – to Photoshopping your ex-spouse out of a family photo. I'm that good.

YOUR ORGANIZATION IS ONLY AS STRONG AS ITS PUBLIC FACE

We are living in a world of escalating complexity. If you aren't investing in your identity and your brand, you're already falling behind. Your identity is the face you show the world. Is your company prepared for tomorrow?

My goal as Creative Director at Mblem Graphic Design is to develop visual communication that's literate, effective and MAKES AN IMPACT.

I look forward to helping you with your vision! Thanks for your time investigating the Mblem process.

Sincerely,

A handwritten signature in black ink, appearing to read 'Kate Macintosh'.

Kate Macintosh, BAHons, BFA (she/her)

What **Mblem** Clients Say:

*Mblem
has several **5-STAR**
reviews on Google!*

It's an absolute pleasure to work with Kate MacIntosh. Not only does she deliver a great product – crisp visuals, clear messaging, and creative flare – she communicates clearly, is well organized, and gets the job done on time. She's always receptive to input and is also capable of carrying entire projects on her own."

Rob Rutledge

Radiation Oncologist, Dalhousie University
NS Cancer Centre, Healing and Cancer
Foundation

I've been working with Mblem for just over a year now. Kate came highly recommended and I have never once been let down. She always delivers excellent creative within deadlines and in line with budget requirements. Kate played a huge part in the redesigning and re-branding of the mall's aesthetic. She is professional and a blast to work with."

Lindsay Stockall

Marketing Director, Sunnyside Mall

Kate's best quality is listening! To my objectives, my business's specific strengths and weaknesses. She then lets it all percolate... and often responds with several ideas. More discussion. The result? I feel like my needs have been incorporated and rendered into an effective, smart and stylish form."

Andy Smith

Owner and Guide, Tattle Tours

Thank you for all your support, encouragement and use of your talent for Watch For Wildlife. It has meant a lot that you have gone out of your way to help, and that you help to advocate for the cause. It has not gone unnoticed or unappreciated, and your involvement has made a huge difference. Thank you!"

Wanda Baxter

Program Manager,
Watch for Wildlife /
Sierra Club Canada Foundation, Atlantic Chapter

SELECT CLIENT LIST:

Antigonish Women's Resource &
Sexual Assault Services Assoc.

Watershed Wellness

East Coast Holistic Health

Sierra Club Atlantic Canada

Women on Wheels- NS

Big Waves (Corporate Counseling)

Clementine Fields- Health & Beauty

AVEDA Atlantic

RBC Capital Markets

Sunnyside Mall (Avison-Young)

Marci's Salads Reimagined

NS Writers' Federation

Jen Powley (book design + candidate
for City Council)

Healing and Cancer Foundation

Sura Lounge & Bar

Nova Scotia Nature Trust

Town of Wolfville

Kennedy Illuminated Learning

Nova Scotia Liquor Corporation

Stonehearth Bakery

Geoforce Group Ltd (oceanography)

Bravado! Designs (maternity wear)

Spryfield Physiotherapy

RiPE Magazine

Manasseh Organic Food

Minnikin Consulting

Off The Leash Productions

White Point Beach Resort

The Mblem Process:

CASE STUDY #1-- NOVA SCOTIA WRITERS' FEDERATION, Halifax NS

My latest multi-level project was for the Writers' Federation. The member-based, publicly funded organization provides resources like workshops, mentorship programs and school programming for writers and writers-to-be around the province. They opened up tender to a public offering and I was pleased to have won the bid. They needed an updated brand and logo with external signage as well as a new template for their Newsletter and a new website.



The board of WFNS were very involved so I presented early mock-ups with concepts for each and we worked together to fine-tune from 6 initial designs. In the end we came up with this clean and contemporary, **negative space** style brand.

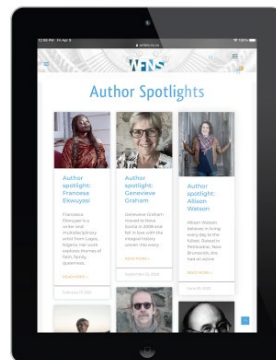


The largest part of this project was the re-design of the WFNS **website**. It required transferring an enormous database including over 300 member profiles. We also re-created an interactive Writers In Schools program where writers can be booked with requests for several potential times and other variables.

Membership is encouraged and can be bought at three levels (general, student and legacy) as well as renewed easily on the site. It is a huge resource for the writers in our community and contains member-only resources for those members who have logged in. Launched in August, 2020, this is a site that was designed to be fully editable by the client, so is now a living, organic creature!

Please visit the site to see more:

writers.ns.ca



CASE STUDY #2-- MARCI'S- SALADS RE-IMAGINED, Saint John, NB

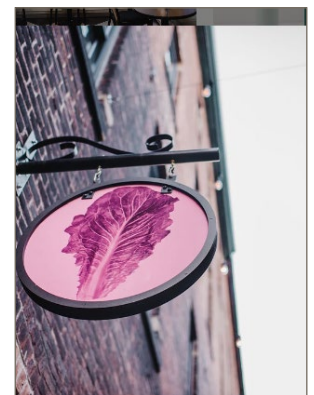
A recent multi-level project was for the super-cool, new salad restaurant in Saint John: Marci's. I have also had the pleasure of working with this team of sisters from the very start. For the brand, they were Looking for a European, old-world, pastel-toned design based on interior inspiration images with marble and gold. I have provided them with the following for logos:



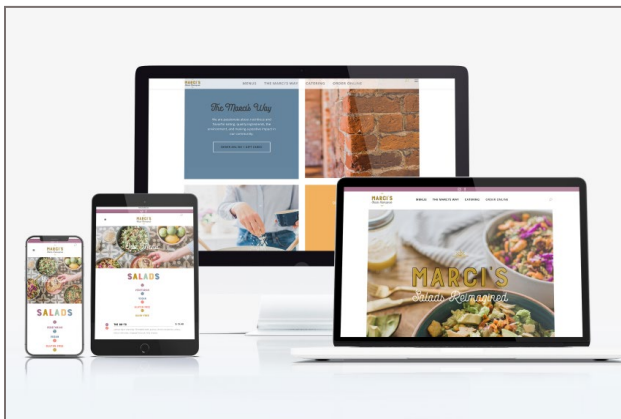
Feminine but not overly decorative, we used rich gold tones for the logo as the base for a colourful palette of pastels used in the rest of the brand and marketing materials. The concept was to be: FRESH. WHIMSICAL. CLASSIC. ROMANTIC.



The colourful, pastel palette used on all marketing,



EXTERIOR SIGNAGE: front and side entrances.



WEBSITE DESIGN: A very attractive and engaging design, the Marci's site communicates the Murphy's unique vision for healthy, fast food. It's very social with great photography provided by a third sister. Full menus are on the site as well as catering menus and online ordering.

Please visit the site, which was rolled out in July 2020: marcissalads.ca

As well as **COMPOSTABLE PACKAGING**, we have created some great merch!



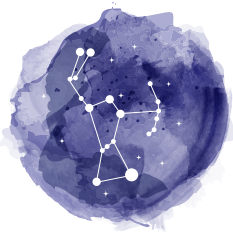
CASE STUDY #3-- BIG WAVES LEADERSHIP

What a pleasure to create branding and a website for Brook Thorndycraft of Big Waves Leadership. She is working hard to create a more socially, economically and environmentally just world by thinking big. She works to help heal our organizations, leaders and ourselves. I have provided BIG Waves with the following branding:

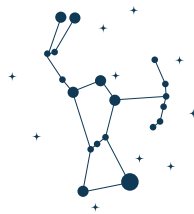


BRANDING: to re-enforce the Big Waves purpose to create change, I employed a non-traditional logo treatment: using artistic imagery rather than line-drawn and solid colour elements. The feeling is a making a splash and diving in!

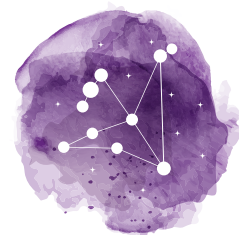
Brook works to make Big Waves on three specific **DOMAINS**. In the workplace helping leaders to effectively lead, on the association level with groups and in the community working for Broad Change. The main imagery for this work is **CONSTELLATIONS**, which have provided direction for people moving around the world for centuries. Here are the brand marks for each domain:



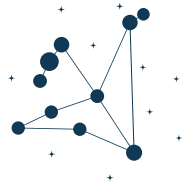
LEADERSHIP



GROUPS



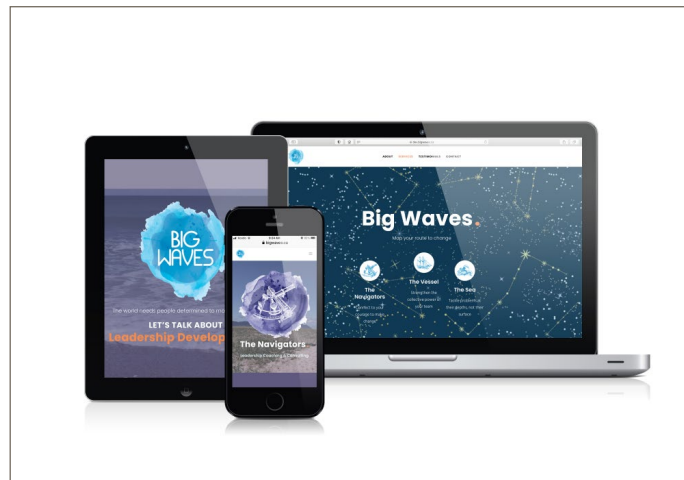
BROAD CHANGE



Brook's main request when developing this **WEBSITE** was that it would feature movement. I've employed mouse-over animations throughout that give a sense of bobbing on the sea as well as video loops of waves on the Nova Scotia shores and her dog running across the beach. We also needed to manage a lot of text for each of the pillars of consulting in a way that's easy to consume and remains visually engaging.

Please visit the **WEBSITE** by Mblem, which was rolled out winter of 2021.

bigwaves.ca



CASE STUDY #4-- SURA LOUNGE & BAR, Halifax NS

I'm pleased to share the work I did for the Indian-themed lounge in downtown Halifax, SURA. I had the pleasure of working with Deeksha, a young university student expanding her family's restaurant, from the very start. For the brand, they were Looking for a bright, contemporary, jewel-toned design that works with the sister restaurant, Rasa- taste of India. I have provided them with the following for logos:



Using rich gold tones for the regal, traditional Indian elephant symbol combined with bright purple in a contemporary, stylish font communicates their mandate of giving the authentic flavours from India a modern spin, creating a unique and exquisite experience.



The interior space boasts an elegant bar with a **wall-to-wall MURAL** created by Mblem! They wanted to bring a sense of all things India in culture, landscape and lifestyle:



WEBSITE DESIGN: I continued with the elegant rich tones for the SURA website design. It features the family's unique vision for creative Indian food and India-inspired cocktails. Full menus are on the site as well as online ordering. Please visit the site, which was rolled out in July 2019: suralounge.ca

In addition to the above, I designed exterior signage, which needed to be eye-catching and brightly lit in order to be noticed on the very narrow side street off Spring Garden Road. I came up with the concept of purple coloured glass for sun-colour-casting during the day and purple LED lighting at night. The style mimics the atrium structure of the main bar space. The colour intrigues and washes over the guests upon entering.



CASE STUDY #5-- SOULFLOWER SALONSPA, Moncton NB

Another of my recent projects is an Aveda Concept SalonSpa in Moncton. Kaitlyn Sutton, a hair stylist who had decided to strike out and open her own Salon/Spa, contacted me during the initial funding stage, so I was able to work with her from the very start. For the brand, she and her team were Looking for very clean, contemporary, simple design that still fits within the aesthetic of the Aveda brand. I have provided them with the following for logos:

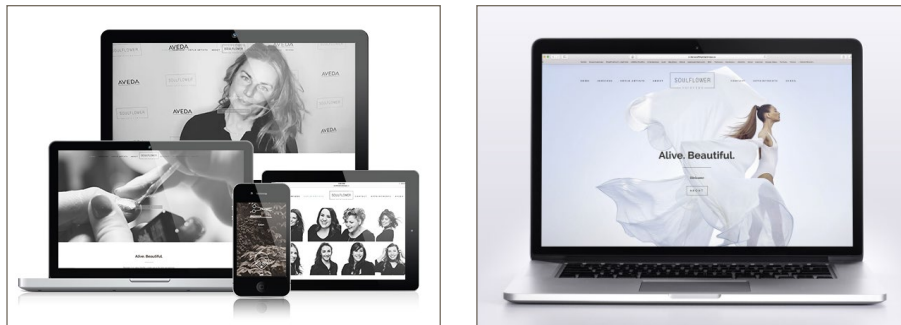


This clean, pin line style appeals to the client and works beautifully with their brand new salon/spa, which is decorated in white, brick and marble. It fits as well with their concept of a fun, dynamic, lively space- rather than a quiet, hushed spa experience. The foliage background image is a nod to the environmental focus of Aveda and is also gender neutral.



In addition to branding, I designed exterior signage, created a complete website with on-line appointments, a printed services menu, promo cards and on-going email newsletter:

soulflowersalonspa.ca

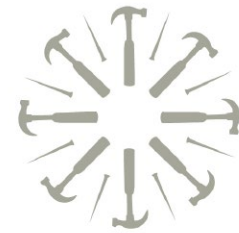


Branding Samples

WENS
WRITERS' FEDERATION
OF NOVA SCOTIA

W
WATERSHED
WELLNESS

**BIG
WAVES**



G WILSON CONSTRUCTION CO LTD

ATLANTIC
prepaid

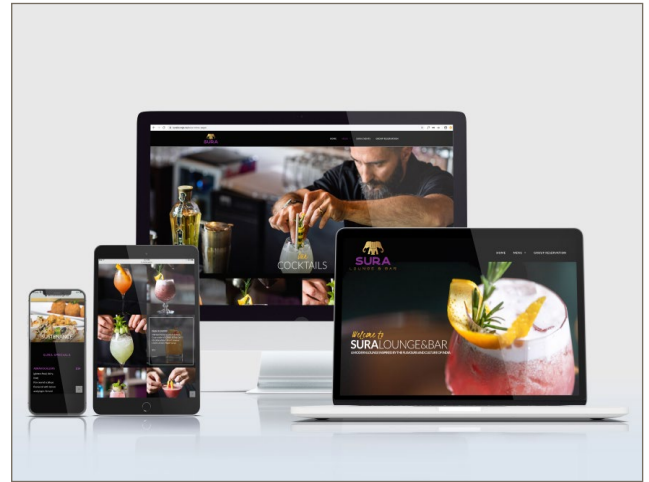

MARCI'S
Salads Reimagined


Sunnyside
MALL

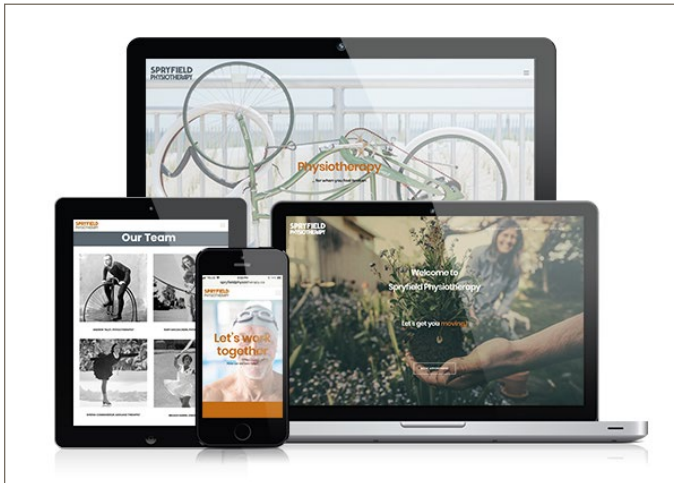
Web Design Samples



writers.ns.ca



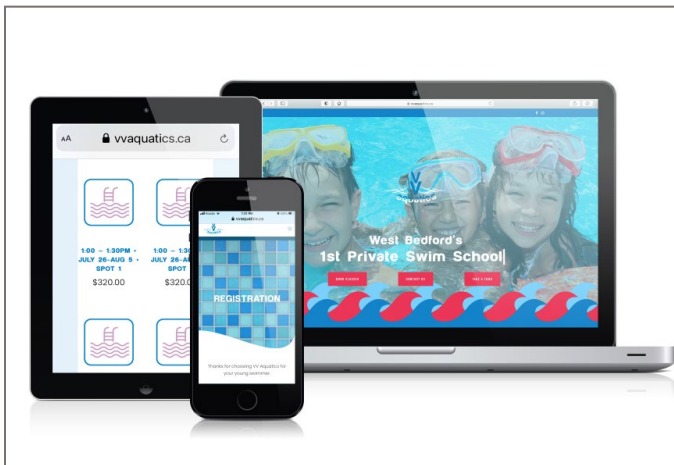
suralounge.ca



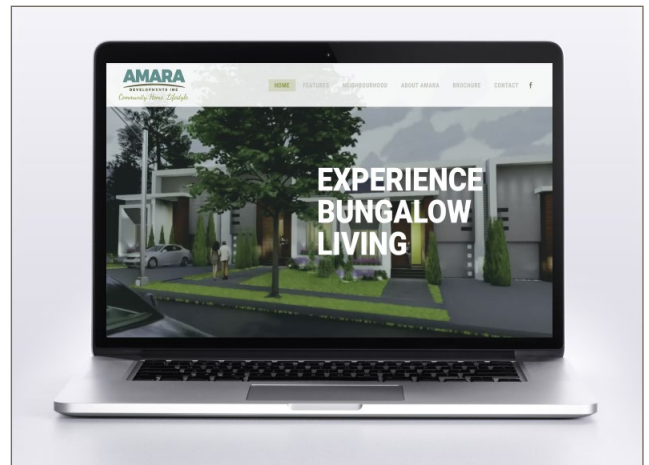
spryfieldphysiotherapy.ca



soulflowersalonspa.ca

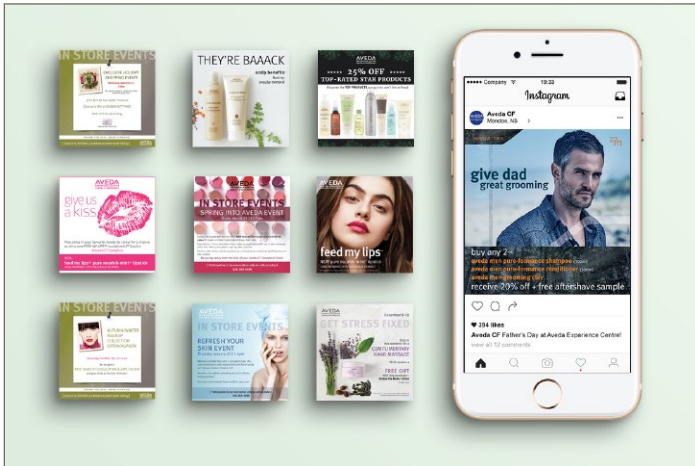


vvaquatics.ca



bungalowliving.ca

Other Fun Stuff...



Thanks!

REFERENCES AVAILABLE ON REQUEST

(send me a note at the email below)