



Better user experiences are critical to building brand relationships.

“Connect with your target audience and be meaningful to them.”

DesignStamp is a design collective located in Vancouver BC and was born in 2001. We offer services across a wide range of media, to ensure clarity and consistency of your message. We balance beauty and usability to build brands that can thrive in an ever-changing environment by having strong relationships with their customers.

Our name personifies a commitment to using the power of design to create distinction. Thoughtful design not only makes things look good, but can provide businesses with a competitive edge in today's crowded marketplace.

In this document we have highlighted a few projects that we have worked on, why you should work with us, and a short note about our guiding principle that is important to us.

## Our Clients

We work with companies of all shapes and sizes, big and small. We have worked on award winning projects for companies such as Cisco, BC Council for Families, BC Magazine, Marriott Hotel, Radisson Hotel, QDesign, Apple, Universal Music, eDigital, MDS Capital, Rouxbe, Belo, Ventures West Capital, Canaccord Capital and IP Applications. Our experienced designers have worked with clients such as Nike, Nintendo, Hurley International, Canada Tourism, Telus and Capitol Records to name a few.

## Our Brand & Experience Work

Our clients love our ability to communicate clearly both, through the design process, and the finished product. A select list of what we can do for you:

### Marketing & Brand Development

- » Brand & Market Exploration & Media Strategy
- » Competitive Analysis
- » Brand Repositioning
- » Social and Online Marketing

### Experience Design

- » Web Design & Development
- » Interactive Presentations
- » Multimedia Production & Deployment
- » Database / Application Development
- » Content Management
- » Newsletter Design & Management
- » E-Commerce & Process Design
- » Interface Design for Handheld & Kiosk platforms

### Usability Audits

- » Accessibility Audit
- » Usability Analysis (Heuristic Evaluation)
- » Search Engine Friendliness

### Web Marketing

- » Search Engine Marketing
- » Email Marketing

### Communication Design

- » Branding & Logo Design
- » Print Collateral and Corporate Identity

## Select Portfolio Samples

DesignStamp has worked with several companies over the last 7 years, both large and small. Our work has spanned across various mediums such as the web, interactive WebTV, print, signage and video. Whatever the project, our focus is on our client, their needs and how to best help them reach their target audience.

We invite you to visit <http://www.designstamp.com> to view our complete portfolio.

### BC Magazine Website

British Columbia Magazine has been BC's scenic geographic and travel quarterly since it was launched in 1959. We were asked to redesign the magazine's web presence to provide a more visual and immersive experience for the reader. As well, we created a complete content management system for the organization which enables the editorial department to manage all the online content using an intuitive interface.

#### Scope

We continue to work with the BC Magazine team and have designed and developed a brand new online presence for the magazine. The website also includes subscriber services and a blog area that connects the editors and the worldwide community of British Columbia Magazine readers.

#### Key features:

Fully standards compliant website and content management system. Custom built content publication workflow enables staff to manage website content. System also helps maintain a complete online archive of magazine that dates back to 1959.



<http://www.bcmag.com/>

### Rouxbe Video Technologies Inc.

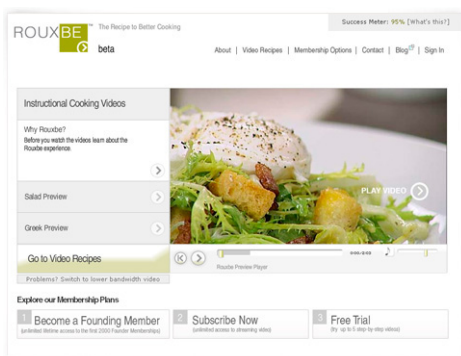
Rouxbe connects professional chefs with home cooks by providing online instructional cooking videos. We worked with Rouxbe to define and build the Rouxbe brand, interaction and online user experience. We designed the website from the ground up. We also architected, designed and implemented a proprietary Flash player to play step-by-step videos. The website received the coveted Adobe Site of the Day award in January 2007.

#### Scope

We provided all brand, interaction design, graphic design and development resources. Rouxbe was able to rely on our project management skills to deliver to project on time and within the budget established.

#### Key Features

Site includes custom built Flash player that offers rich features such as access to "Drill-down" videos. Website houses hundreds of recipe videos and is designed to be highly



<http://www.rouxbe.com>

scalable. Site is designed to be visually seductive putting the content and the user's learning experience in the forefront.



<http://www.thehallgroup.ca>

## Canaccord Capital/The Hall Group

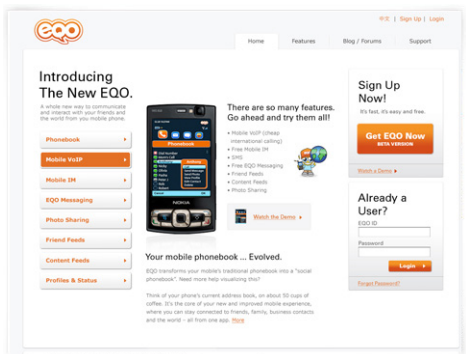
We provided end-to-end services to a group of prominent investment analysts at Canaccord Capital, enabling them to provide a customized financial planning and investment management information website as a resource to their high net-worth clients. The website showcases the group's personal wealth and investment management services and is an effective resource for anyone researching the areas of investment and financial planning. The website features a custom-made rich content management system that allows the client to self-publish content to the website.

### Scope

We provided brand and web design consultation to establish goals for the project. We then provided a design and development team including a copywriter to create the website from scratch. We also provide ongoing up-keep and support.

### Key Features

Site created to be fully compliant to Canaccord's brand standards. Site runs on a full Content Management System that features rich text formatting and allows the client to self-manage all content.



<http://www.eqo.com>

## EQO Mobile

EQO Mobile (pronounced "echo") is a service and application that helps people save mobile phone charges on international calls and provides free calls to other EQO users. We provided the website redesign and helped implement the online branding

### Scope

We worked closely with the marketing and product departments to create a visual identity for the website that matched the application, and created a unique sense of energy and vibrance. We also created custom icons for the application and created imagery to create a branded experience across the website.

### Key Features

We used high-res vector artwork to convey a crisp, young imagery for the site. We worked with the marketing department and senior management to identify and target a aesthetic and visual statement that connected with the target audience. Our work included sophisticated interaction design for the site, and a visual language that could be applied across all media from the corporate stationary, website and application interface.

## Why You Should Work With Us

### **We understand business requirements.**

We are business owners. We understand the importance of the bottom-line and the responsibility of running a profitable, sustainable business. We will work with you to define business requirements early on so the project starts off on a strong foundation. We begin every project by uncovering the target audience and the message that needs to be communicated to them. Clear targets ensure that we have effective success metrics for the work we create.

### **We are passionate about design.**

Design should not be relegated to making things look pretty. We love design because it solves problems and meets specific needs. Good design can be seen in the architecture of an airport, the comfortable form of an office chair or how a good toothbrush fits in our hands and mouths. It all relates and informs everything that we do. Our responsibility is to harness the power of design to help achieve for your business goals.

### **We communicate.**

No techno babble here. We communicate in the language of our client. And we take the time to understand your business and all our meetings are centered around making sure that your message is heard. Not how many fancy acronyms our programmers can code in. We partner with you and ensure that you are kept informed about the project as it evolves to the refined end-solution.

### **We are flexible.**

Our skill set and proficiencies match the project that we are working on. What that means is that you pay only for the people and the skills that is valuable to your project. No more and no less. No extra overhead means a leaner, more efficient and purposeful team.

### **We care.**

We will not work with clients whose ethics and philosophies are not in line with ours. We want to do honest work that we can all stand behind with pride. When you work with us, you are supporting a small business that cares about the environment that it lives in.

### **People love us.**

Our clients are loyal to us and not only do they come back for more but also refer new clients to us. We make every effort to ensure that the production process is smooth, and pleasurable for all involved!

## Our Guiding Principle: Respect

### **We respect our client.**

We like to learn from those who know best. And no one knows your business better than you. We will take the time to understand your business needs and also learn about your target audience goals. Our work has to matter to your target audience to meet your business objectives.

### **We respect our product.**

To create something and put it 'out there' means that we should never compromise on the quality, content and integrity of the product. No cookie cutter solutions here. We make work that meets the unique requirements of each project.

### **We respect ourselves.**

We deserve to be treated with the same respect that we afford our clients and partners. We will not under-sell or cheapen our craft by our practices. We are an active part of the design community and make time to give back and contribute to the local and global design community.



### **Next Steps: (Call us!)**

Want more information about DesignStamp and our work? Contact us and we will be happy to provide you additional information:

email: [info@designstamp.com](mailto:info@designstamp.com)

or call Gagan Diesh at [778] 829 4550

<http://www.designstamp.com>