

KIMBO DESIGN INC.

Company Overview

KIMBO Design Inc. is a Vancouver branding and design agency that specializes in web design, web development and sustainable graphic design. An award-winning creative agency, KIMBO Design is dedicated to upholding a practice that delivers greater economic, social and environmental value.

As a leader in sustainable design and business practices, we distinguish ourselves as one of the few sustainability-focused branding and design companies. When a client engages us in a creative project, one of our first steps is to brainstorm ideas about how to reduce materials for production. Whether it is packaging, printed materials or publications, we produce materials that lessen environmental impacts throughout a life cycle.

KIMBO Design also practices sustainable workplace initiatives. We hold high HR standards, hiring only when necessary, and the collective spirit of collaboration in our office encourages employee retention. We also implement many green office strategies, and we hold a sustainable workplace certificate from the David Suzuki Foundation.

The KIMBO Design Team

Kim Pickett – Principal / Creative Director

Kim Pickett is the creative principal of KIMBO Design Inc. As a creative director, she is a conceptual and strategic thinker who is well known for producing effective, innovative websites and campaigns. Kim's client roster includes BluWood Canada, PowerUP Canada, the City of Vancouver, the City of Coquitlam, BC's Premier Christy Clark, The Province of BC, the BC Liberals, Whistler's Nita Lake Lodge and BuiltSpace Technologies.

Kim distinguishes herself as a sustainability-focused leader. Her implementation of sustainable design is a testament to her vision for economic, social and environmental sustainability. She sits on the Society of Graphic Designers of Canada's (GDC) sustainability committee and has implemented their Environmental Best Practices Guide into her design strategy. Kim aims to pass on sustainable design practice to existing and new practitioners in her trade. Rather than follow trends in graphic design, Kim demonstrates that classic designs have a lasting impact on consumers and are, therefore, sustainable.

Kim's creative direction and signature style have been recognized by the Summit Creative Awards, The Summit Marketing Effectiveness Awards, The Creative Awards, the Society of Graphic Designers of Canada (GDC), FlashinTO and FlashGoddess.com. Recently, Kim was featured in the September 2011 issue of Applied Arts Magazine, and she was nominated for the RBC Canadian Women Entrepreneur Awards. Kim is a Certified Graphic Designer, holding a CGD designation from The Society of Graphic Designers of Canada (GDC); she also graduated with honours from Canada's leading design program at York University and Sheridan College.

The KIMBO Design Team Cont.

Julie Yeem – Lead Graphic Designer

Julie Yeem solves complex problems through the art of design. As a provisional member of the Society of Graphic Designers of Canada (GDC), she adheres to the [sustainable design values and principles](#) of the GDC. Julie holds a degree in Interactive Arts & Technology with a minor in Publishing from Simon Fraser University (SFU).

Thanh Nguyen – Lead Web Developer

Thanh Nguyen is a highly motivated and goal orientated web developer. An expert in WordPress customization and other open source applications, Thanh collaborates with designers and clients to find the best solution for project needs.

Reija Roberts – Copywriter / Project Manager

Reija Roberts is a concise copywriter with an adaptable style. She holds an English degree from Lakehead University, and she studied communications and marketing at Douglas College. Reija is also a member of the Canadian Public Relations Society (CPRS).

SUSTAINABLE DESIGN

Sustainable design merges sustainability principles with design. From planning to execution, practitioners of sustainable design must integrate into their process strategies for preserving the natural environment and upholding social responsibility. This adds another level of critical thinking to the design process. As a sustainable design team, KIMBO Design uses our creativity and innovation to create functional, effective designs that meet the needs of today without compromising “tomorrow”.

Design makes an incredibly powerful impact on the world; it affects what we buy and how we consume. Product designs also have the power to influence consumers’ priorities, and to help them make sustainable choices. Therefore, it is up to the designer to produce lasting designs that create the least amount of waste and consumption.

How Our Service is “Green”: By practicing sustainable design, KIMBO Design is championing a sustainable society. We are encouraging clients, consumers and suppliers to meet aesthetic, functional and commercial needs with the least amount of environmental impact.

What follows is an outline of our sustainable design strategy.

Project Planning

Sustainable design starts at the planning stage. At the outset of a project, KIMBO Design conducts a discovery session and administers a questionnaire. We use this as an opportunity to learn as much as we can about our client and the project goals. This information forms a project brief with our ideas for execution and strategy. We emphasize a two-way collaboration with all clients in order to meet their needs and provide them with a design solution that makes the least amount of environmental impact. We take every available opportunity to inform our clients about the benefits of sustainable design, including the ability to maximize profit by increasing longevity. Solutions often involve website design, email marketing campaigns, social media marketing and green printing. We use tools like the GDC’s Environmental Best Practices Guide and the [Living Principles Score Card](#) to inform our process.

SUSTAINABLE DESIGN CONT.

Design

KIMBO Design ensures that our designs are long lasting while communicating a clear message to our target audience. Rather than follow trends in graphic design, KIMBO Design maintains that classic designs will have a lasting impact on consumers, demonstrating sustainability. Our signature style is clean and elegant, characterized by reduced ink coverage and elimination of bleeds wherever possible. We use only local products and minimize the use of packaging. Our vision for economic, social and environmental sustainability is executed with carefully controlled costs and a team of dedicated employees who demonstrate sustainability values and initiatives. This combination creates a modern and minimal design approach, resulting in longevity.

Printing & Transportation

The KIMBO Design team advocates green printing. We use Post-Consumer Recycled (PCR) paper (or another sustainable fiber alternative), low-VOC inks, vegetable-based inks or soy inks, and standard paper sizes. We work with Metropolitan Fine Printers, a local printing company that specializes in environmentally friendly printing practices. And because we use local vendors wherever possible, we vastly cut down on the need for travel. Thus, KIMBO Design's supply chain is carefully selected, with only the most environmentally conscious suppliers in mind.

RELEVANT CASE STUDIES

KIMBO Design reduces waste by providing online solutions for the vast majority of our clients. We have designed and/or developed websites for a wide range of clients, including The Province of BC, the [BC Liberals](#), the Mayor of Vancouver, [Earnscliffe Strategy Group](#), [Dodwell Strata Management](#), Whistler's Nita Lake Lodge and [Calligaris](#). We have also achieved marketing goals through online marketing for clients such as [Harling's Jewellers](#), [BluWood Canada](#) and BC Premier Christy Clark. However, print is still a powerful motivator. When a client requires printed materials, we work with them to create big impressions and small impacts.

Two examples of innovative and sustainable print designs follow.

RELEVANT CASE STUDIES CONT.

BuiltSpace

BuiltSpace is a building management system that uses social engagement to reduce energy and resource consumption in commercial, residential and institutional buildings. In addition to managing their buildings online, subscribed building owners/managers outfit their buildings with intelligent in-building signage. These signs encourage users to reduce energy consumption and address occupant comfort issues via QR codes that access the BuiltSpace app.

BuiltSpace Technologies Corporation retained KIMBO Design to design the in-building signage. It was important to both KIMBO Design and the client that the signs be sustainable. We worked closely with our printer to produce signage made from Plexiglas. Plexiglas reduces waste due to its longevity. These signs are damage and water resistant, demonstrating that print design can be effective, innovative and sustainable.

www.builtspace.com



BuiltSpace – Plexiglas In-Building Signage



RELEVANT CASE STUDIES CONT.

PowerUP Canada Campaign

KIMBO Design has also worked with eco-leader Tzeporah Berman. We provided the branding and design for the PowerUP Canada campaign, helping reduce the campaign's carbon footprint with sustainable print executions. We used recycled stock for print marketing materials, and biodegradable vinyl for bamboo poster pop-ups. "KIMBO Design's advocacy for sustainable business practice is an inspiration. They innovate ways to reduce materials for all client projects, and their office has been recognized for sustainability efforts," says Tzeporah. "With KIMBO Design's expertise and dedication, PowerUP Canada reached an international audience. This is a testament to their creative capabilities and commitment to sustainability."



PowerUP Canada – Logo



PowerUP Canada – Backdrop



PowerUP Canada – Banners



PowerUP Canada – Website