

## COMMON FOUNDRY

Common Foundry is an award-winning boutique creative studio in Nanaimo, BC run by graphic designer Cory Landels. We believe that great design has the power to enact positive changes in communities. We are currently accepting new clients who share our passion for design and community.

In addition to operating as a full service design studio, Common Foundry is the creative force behind a retail stationery and pen shop in Downtown Nanaimo: Common Foundry.

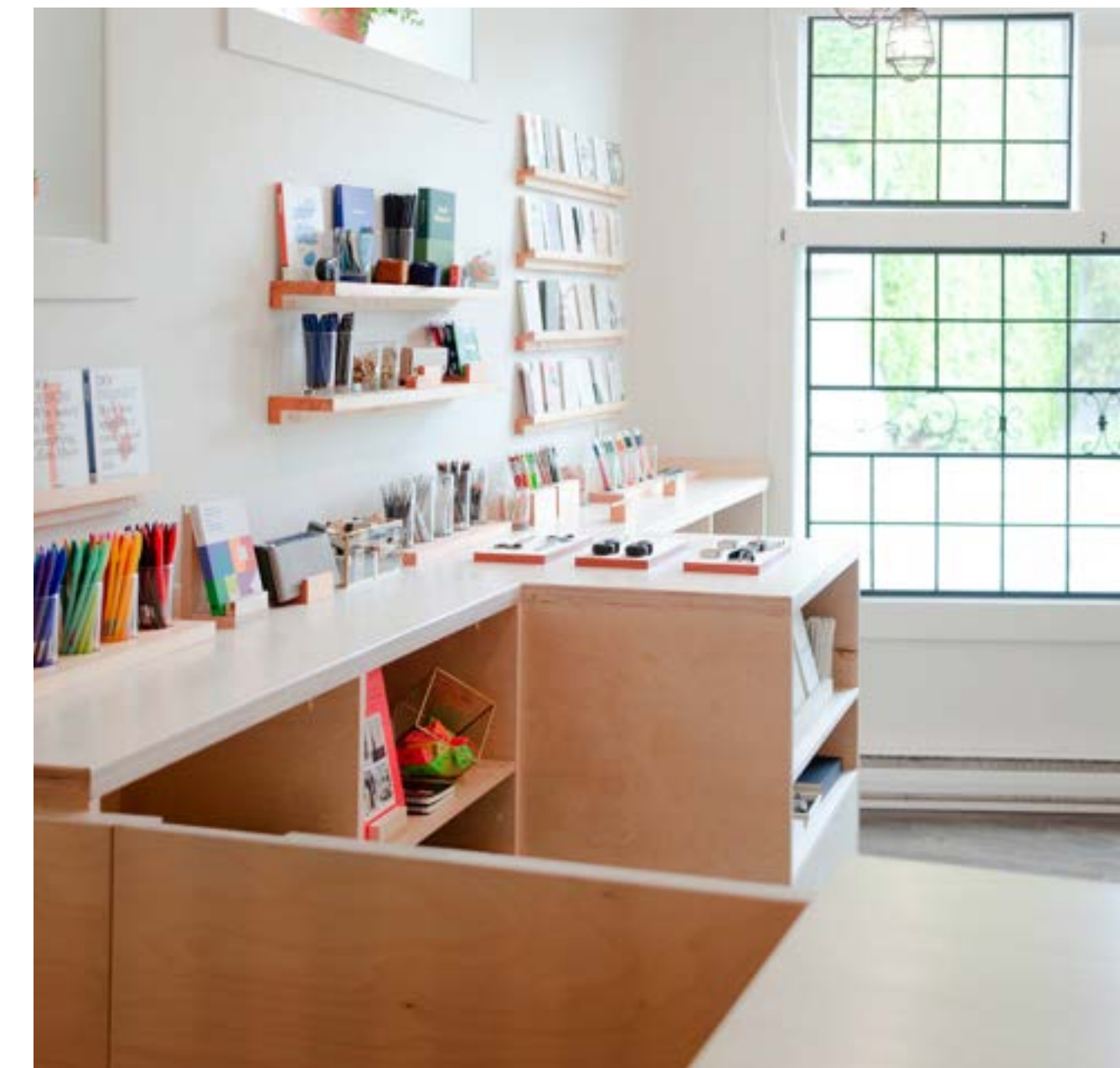
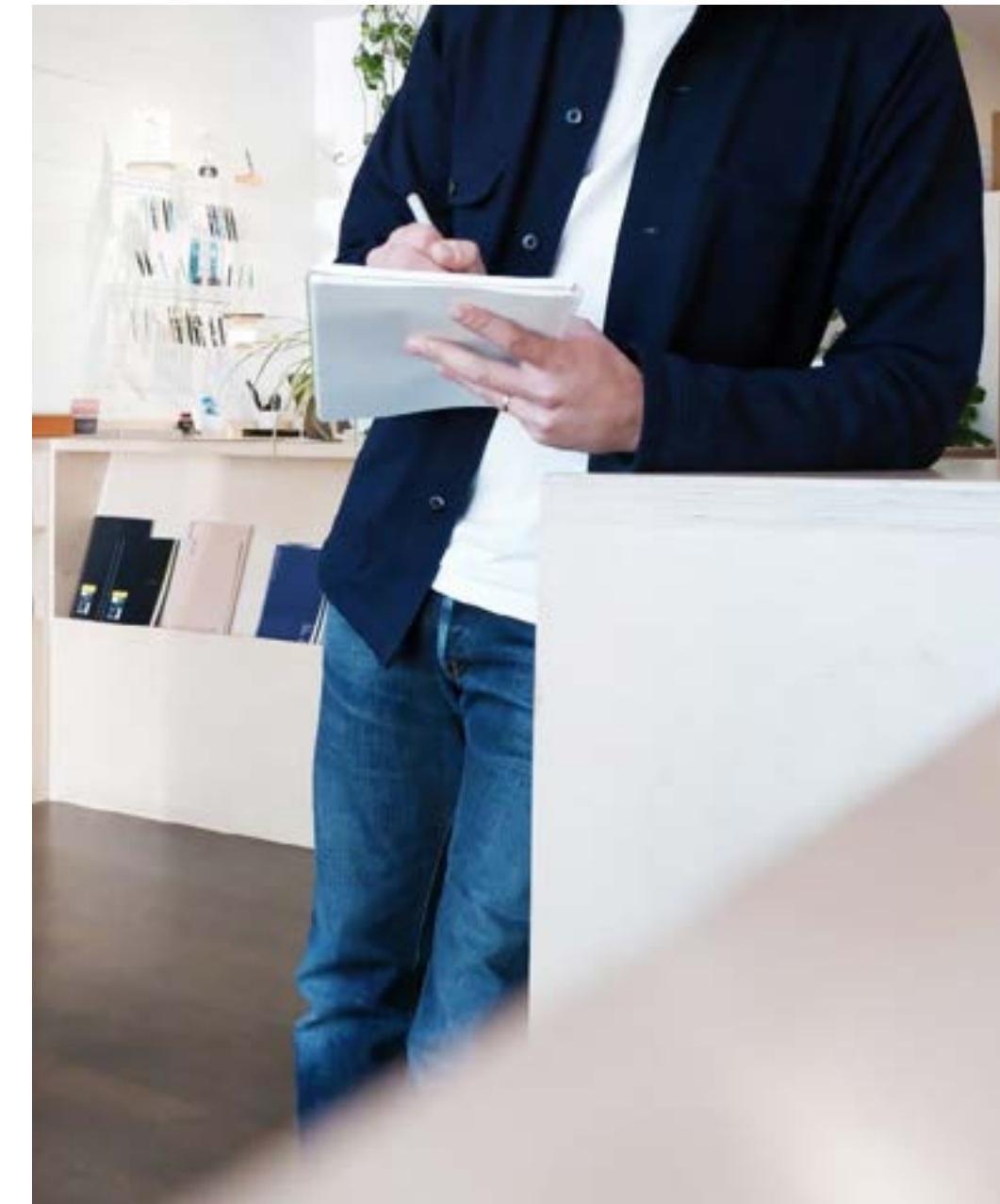
**Art Direction**

**Branding**

**Packaging**

**Web Design**

**Editorial**



# BLACK RABBIT KITCHEN

2022

In 2022, Common Foundry was tasked with designing and implementing a visual identity and design strategy for a new French restaurant: Black Rabbit Kitchen. Common Foundry approached the project for Black Rabbit Kitchen with the aim of creating a brand identity that would be both upscale and approachable, in line with the casual French bistro style of the restaurant.

The creative process of crafting the restaurant's identity was achieved through a collaborative approach with the owners, multiple iterations and creative problem-solving exercises. The historical context of the restaurant building, which was once a heritage train station in Downtown Nanaimo, was instrumental in informing the design decisions made throughout the project. It was important to create a visual identity that referenced the heritage of the building and the region's railroad history in a playful and creative way.

Common Foundry created a visual language that is simultaneously elegant and playful. Special attention was given to details such as paper choice, visual reference, and signage materials.

The Black Rabbit visual identity was been implemented across multiple touchpoints, including the interior and exterior signage, menu designs, and other marketing collateral. The brand identity has been well-received by both the restaurant owners and patrons, with many customers remarking on the sophisticated and playful atmosphere created by the design.

In conclusion, the design project for Black Rabbit Kitchen was a challenging and creative process that required Common Foundry to utilize design thinking methodologies, extensive research, and careful attention to detail in order to create a sophisticated and approachable brand identity.





## VANCOUVER ISLAND NORTH ART TOUR

2021

Common Foundry was commissioned to create a brochure for the Vancouver Island North Art Tour, which showcases artists' studios and galleries in the Northern Vancouver Island region. The client, Vancouver Island North Tourism, and the Northern Vancouver Island Artists Society wanted a promotional piece that would be easy for tourists to pick up and use to guide their art tour.

To meet the client's needs, Common Foundry designed a custom illustrated map that shows the locations of artists' studios and galleries across the North Island. To honour and recognize Indigenous context, Common Foundry collaborated with Kwakwaka'wakw artist William Wasden Jr. of Alert Bay to digitize his artwork and integrate it into the design. The result is a visually stunning and informative map that captures the essence of the North Island's vibrant arts community and Indigenous heritage.

The brochure was designed to be a rack card size, which makes it easy for tourists to pick up and carry with them. The brochure is available at various locations, including BC Ferries vessels and visitor centers across British Columbia. The design of the brochure is intended to stand out from other tourism brochures and reflect the creativity of the North Island region.

Overall, the Vancouver Island North Art Tour brochure is an excellent example of Common Foundry's design capabilities. The brochure's custom map and collaboration with an Indigenous artist are examples of Common Foundry's commitment to creating unique and engaging design solutions that promote and respect the ongoing process of reconciliation.





## NANAIMO SUPPLY CO.

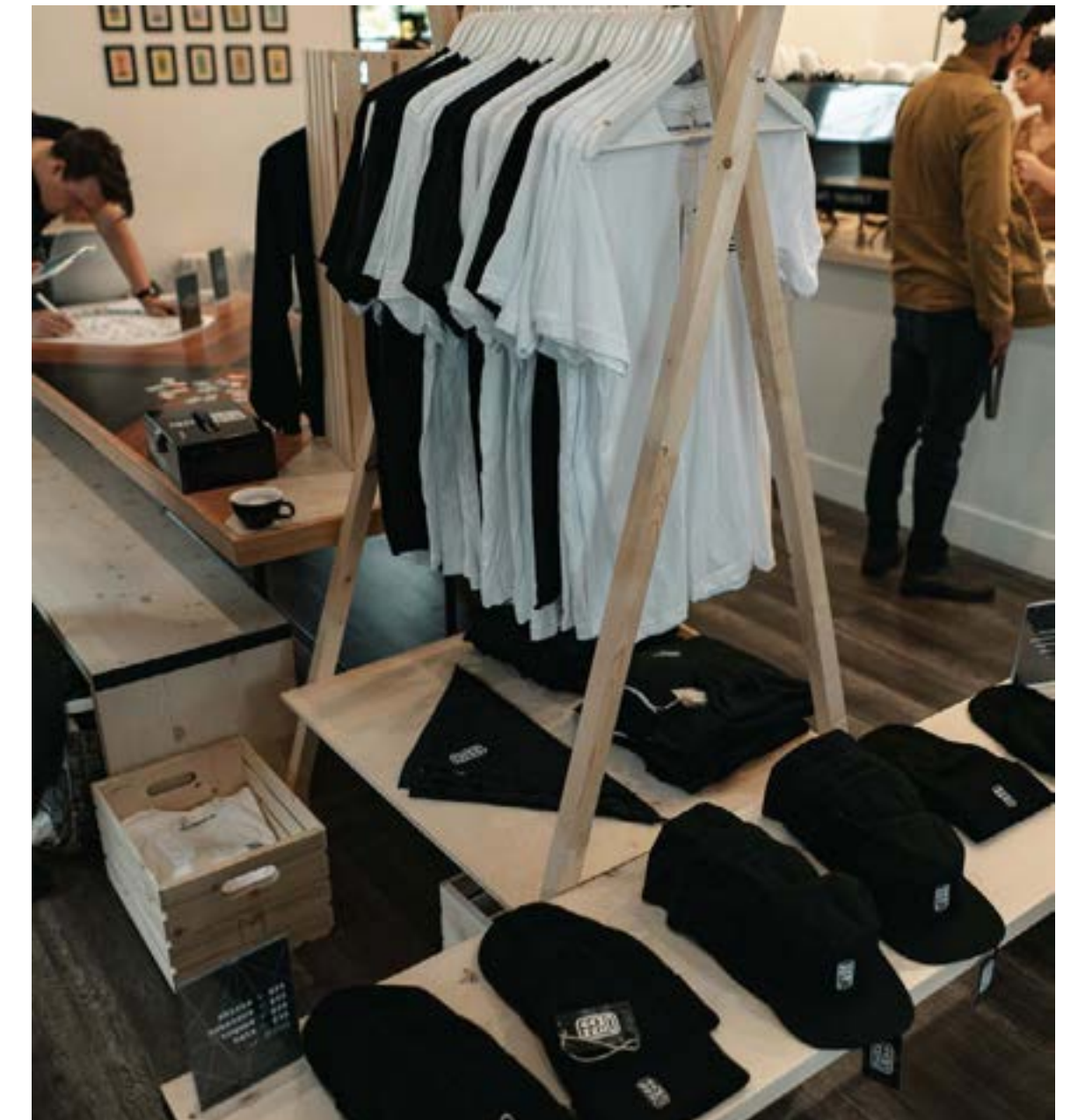
2019

In 2018, Common Foundry established a design project called Nanaimo Supply Co. with the aim of fostering pride in the city and promoting a sense of belonging among its residents. The initial concept of the project revolved around a line of branded apparel that sought to challenge negative attitudes towards the city and embody a spirit of defiance. The logo for the project was designed to embody this defiance, with a striking and memorable design that would be distinctive on clothing and other products.

However, as the project progressed, Common Foundry had the opportunity to collaborate with the Petroglyph Development Group and the Snuneymuxw First Nation on a new line of products. This collaboration, referred to as PDG x Nanaimo Supply Co., was initiated as a means of recontextualizing space within Snuneymuxw territory and fostering community cohesion. The design project assumed a new level of meaning

and significance as a means of reconciliation, and Common Foundry was able to utilize the power of design to effect a positive change in the community. The Nanaimo Supply Co. brand became a rallying point for residents to celebrate the beauty of their shared history and embrace the region's identity as Snuneymuxw territory.

The concept behind the Nanaimo Supply project was an exploration of the idea that design has the power to alter the way a community perceives itself and promote a sense of community pride. This initiative was particularly relevant for Nanaimo, an emerging cultural center, as it sought to challenge negative attitudes towards the city from residents and non-residents alike. Through the establishment of the Nanaimo Supply Co. brand as a rallying point, Common Foundry was able to use design as a means of celebrating the beauty of the community's shared history and embracing its identity.



## SAYSUTSHUN FAMILY ACTIVITY BOOK

2020

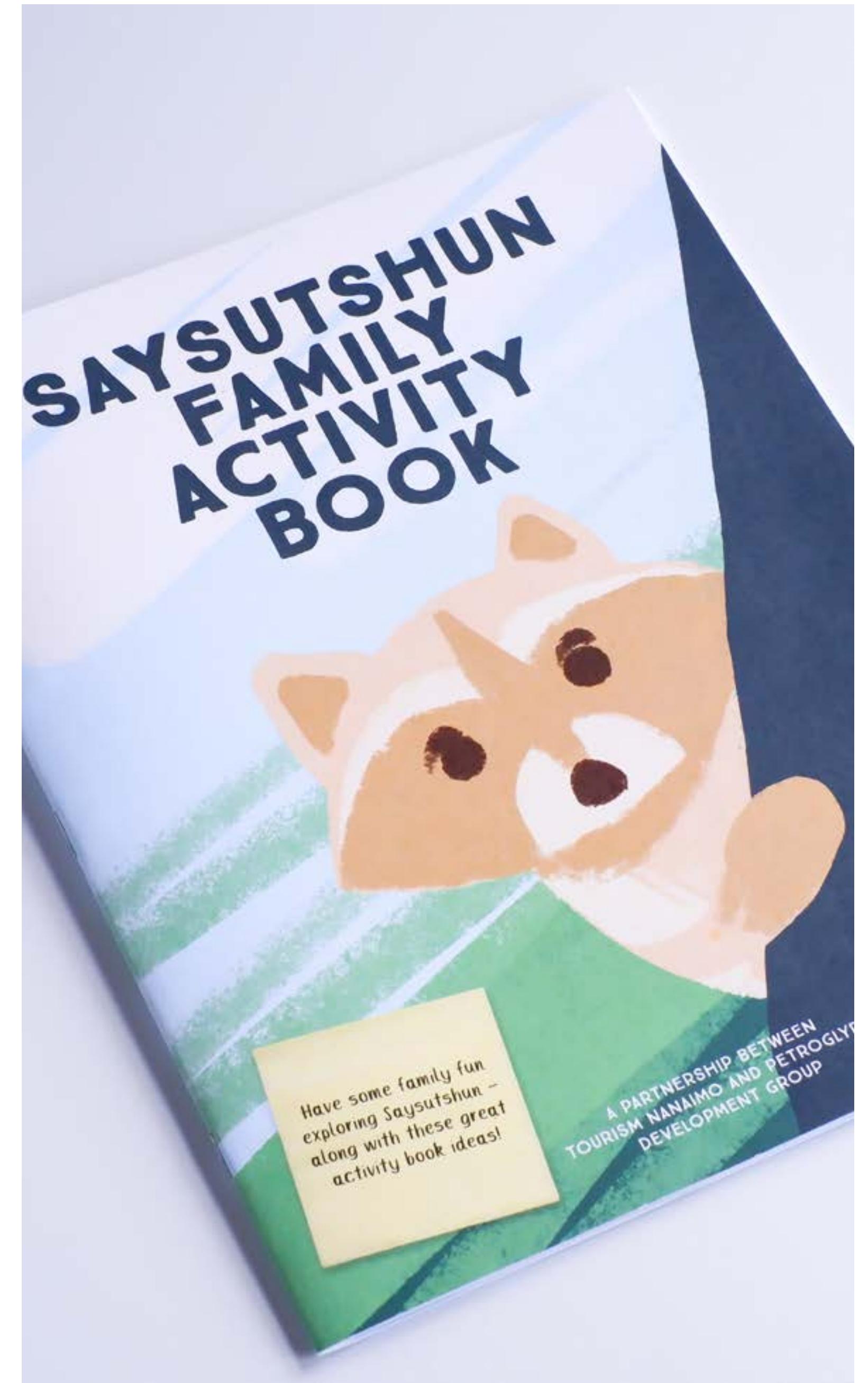
The Saysutshun Family Activity book was created in the summer of 2020 as a collaboration between Strong Nations Publishing, Petroglyph Development Group, and Tourism Nanaimo. Common Foundry was honoured to be asked to complete the design and layout of the book.

The activity book is filled with spaces for reflection, guides to local flora and fauna, and indigenous knowledge, making it an excellent educational tool for children. Throughout the design process it was important to manage multiple stakeholders and adherence to strict print requirements and deadlines.

The book's design is playful and fun, catering to children's interests, while not sacrificing good design practices, such as legibility and intelligent layout. The color scheme, typography, and illustrations all contribute to the book's overall aesthetic and educational value.

Common Foundry utilized their creativity and expertise to bring the project to life, from concept to finished product. The final result is a visually appealing, engaging, and educational activity book for children to enjoy during their visit to Saysutshun.

The collaboration between Strong Nations Publishing, Petroglyph Development Group, and Tourism Nanaimo, along with Common Foundry's design expertise, has produced an exceptional activity book that will undoubtedly provide children with a memorable and educational experience. The book is distributed widely across the Nanaimo Ladysmith School District as an important tool in Indigenous education, and is available at the Nanaimo Visitor Centre.





## 2022 DOWNTOWN NANAIMO

2022

In 2021, the Downtown Nanaimo Business Association hired Common Foundry to create a visual identity for the downtown area. Common Foundry used design thinking principles to facilitate collaboration with locals and stakeholders to create a logo that represents the spirit of Downtown Nanaimo. The objective of the project was to produce a visual identity that did not use colonial symbols traditionally used to represent Nanaimo, such as the Bastion. To achieve this, Common Foundry consulted with the Snuneymuxw First Nation and enlisted Coast Salish artist Eliot White-Hill to design elements incorporating cultural design elements from Coast Salish artwork.

The final visual identity is a Downtown Nanaimo wordmark surrounded by Coast Salish design elements. The design represents the Snuneymuxw people's creation story and the Coast Salish creation story. The inclusion of Coast Salish

spindle whorl imagery represents the Coast Salish creation story in which the first human emerged from a pile of grass by the shore in Downtown Nanaimo.

In addition to the logo, Common Foundry also oversaw the production of hanging banners that were installed in the summer of 2022. The banners depict two specific stories from Snuneymuxw cultural history, including the creation story and the story of Sqwiqwmi'. The banners use traditional art forms in a contemporary manner to make these traditional stories visible.

In summary, the creation of the visual identity for Downtown Nanaimo was a collaborative and inclusive process that aimed to honor Nanaimo's Indigenous heritage and culture while developing a modern and contemporary brand mark.









## FREDRICH'S HONEY

2021

Common Foundry was tasked with rebranding Fredrich's Honey, a legendary local craft producer with over five decades of heritage. The goal of the rebrand was to capture the authenticity and craftsmanship of the brand while updating its visual identity to appeal to a modern audience. The team at Common Foundry conducted extensive research on historical packaging labels, collaborating with the Fredrich's family to ensure that the new visual identity would honour the brand's history and legacy.

The new visual identity included a refreshed logo, which was designed to be simple, timeless, and memorable. The design drew on the brand's heritage and incorporated elements of honeycombs and bees to reflect the core product. The new packaging design was also updated, drawing on the brand's legacy while bringing in a sophisticated new look. The labels were designed to be clean, crisp, and easy to read, with high-

quality images of the products and clear product information.

The rebrand of Fredrich's Honey was a success, and the new visual identity has helped the brand to establish itself as a leading player in the local craft producer space. The refreshed logo, packaging design, and website have received positive feedback from both the client and customers, and the marketing materials have helped to increase brand visibility and engagement. The rebrand has helped Fredrich's Honey to evolve and stay relevant, while still honouring its rich heritage and legacy.

