

Syncrude

Syncrude Canada Ltd. is the largest oil sands company in North America. A maple leaf reinforces the national identity in the logotype.



*For years my father owned an electrical maintenance shop in Singapore called **Electric Singapura**. Dad never understood my work as a designer 'til he was presented with this logo.*

*Bill & Catherine Medak run **Alligator Pie** store, a very successful children's clothing store in downtown Edmonton.*



*The logo for **Edmonton Airports Authority** is made up of the initials "E" and "A", configured to suggest a runway and the wings of a plane.*



***Alberta Pacific Forest Industries**, a pulp operations mill north of Edmonton, processes pulp mostly from Aspen trees, hence the use of the Aspen leaf shape to form the initials "ap".*



The utilities company **EPCOR** conducted extensive market focus testing before launching a new logo. After consultation with Dianne Allen from the Communications Department I redesigned their logo to emphasize EPCOR's role as a provider of water and energy.



EPCOR's **mascot** derives its shape from the visual elements of the logo. The energy/sun motif becomes the mane of a lion, while the water element is translated as a fishtail and wavy lines on the mascot's vest.



Preparing for the launch of the new identity.





*I designed this logo for my compatriot from Singapore, I.T. Wong, who started **Canada Medical Ltd.** to distribute medical supplies across North America. The tradition Aesculapius snake symbol forms the initials "CM".*



***priMED** manufactures medical supplies in China for export overseas.*



*One of my earliest logo designs was for **OJ Pipelines**. I used a section of the pipe for the "O" and a perspective view of the pipe to represent the letter "J".*



*I thought the use of floral images for **Flowers by Merle** would be just too obvious, so I chose to use a typographic solution.*



*This logo is one of my all-time favourite works. For many years this symbol was familiar to customers of **Queen City Meats**, until competition from chain operations forced the shop to close.*



*The Dycks named their husband-and-wife business **West Sod Farms**. Their logo has seeds sprouting into a letter "W".*



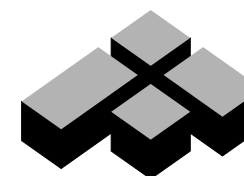
Calgary Tower needed a logo for marketing this famous landmark.



Station Lands is a multi-million dollar property development in the heart of downtown Edmonton. Since the project utilizes former Canadian National Railway land, Ken Cantor of Qualico Development wanted a logo reflecting the rich history of the site.



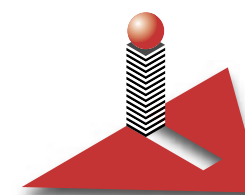
The Fountain Park is a real estate development in Calgary.



First Industrial is a real estate agency specializing in industrial property leasing and purchase. You can see the initials "F" and "I" in the configuration of buildings.



Palladian Properties is a real estate development company in Calgary.



As a partner of InterVine Development Corporation, I am working with foreign investors to develop a spa resort in Alberta. The initials "I" and "V" create the look of a project in the planning stage.



A stylized "G" in the shape of a falcon head represents the property development company **Golden Falcon Development Ltd.**



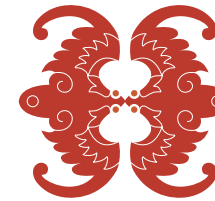
Archie Roberts of **Intex Construction Corporation** wanted his company logo to suggest fine construction, so I featured a letter "I" built into a stylized house.



Krawford Construction is one of the largest construction companies in Edmonton.



The image of houses against the backdrop of a wheat field forms the logo for **Prairie Land Corporation.**



Hong Fok Land is one of Singapore's largest real estate developers. The logo in the shape of the letter "H" is formed by a pair of traditional bat icons. In the Cantonese dialect the word "bat" is pronounced like the word "fortune" (fok), so the bat is a prized symbol of good luck.

P1aza
Pla2a

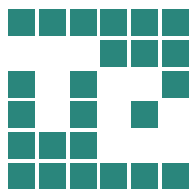
I designed a signage program for twinned multi-storey office towers in Singapore called **UOB Plaza 1 & 2**. This logotype was used in the signage.

SUPERIOR

In the logo for **Superior Furniture Systems Mfg. Inc.** the letters "io" are stylized into the number 10 with a stroke above it to emphasize the quality of Superior's manufacturing.



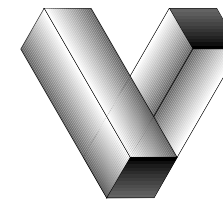
No Ka Oi Academy for young children is a day care centre in Maui for the children of vacationers.



The Tile Gallery in the west end of Edmonton supplies tiles for the construction industry. In this case the design solution was obvious.



Doug Hutton is a well-known film maker who specializes in nature and conservation documentaries. He started a series of TV features entitled **This Living World**.



Logo for **The Video Image**, a high-end video equipment store, now closed because of stiff competition from discount stores.



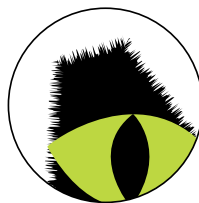
LOOK is the name of a video and sound editing company in Edmonton. The icons in the logo instantly suggest the nature of the business.



Brian Johnson realized the great potential for sales of marinated beef to Japanese tourists in Hawaii. He commissioned a brand design for his delicious product, dubbed **Aloha Tsukudani**.



Speaking of meat, Leon Unland, of **Tuskany Choice Ltd.** is one of the pioneer producers of wild boar in Canada. The logo was designed to suggest a traditional European wild boar hunt.



Alley Kat is a specialty micro-brewery on the southside of Edmonton which has won numerous international awards. The logotype utilizes a roughened type (see closeup) to generate the feel of an alley cat in an aggressive mood.



The Innovation & Science Department of the Government of Alberta has undertaken an initiative to digitally wire the entire province. Alberta **SuperNet** provides the infrastructure for this major project.



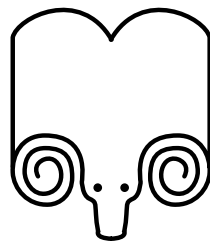
In the early days of computer technology and information encryption systems, **Padlock** software was a welcome boon.



Madenta specializes in the manufacture of high-tech devices which enable the physically impaired to communicate with others.



This logo for **Kromar Printing** is derived from the letter "K", designed with a drop-shadow to suggest a corner of paper folded over. The "K" can be treated either one-dimensionally or a cut-out, depending on the application.



The story of Jason and the Golden Fleece inspired the name **Golden Fleece Editions**, a publisher of children's books. The logo depicts the mythological ram in the form of an open book.



The initials for **Plains Publishing** are stylized to form a visual metaphor for the plains.



If you require a man dressed in a Batman suit riding a real mule for a gag or birthday party, call **Scheme A Dream**.



A stylized letter "S" forms the base of the logo for **Scandinavian Services**, a provider of house-keeping and janitorial services.



White Rhino Tours is a company specializing in safari tours in Africa. The business card is designed to look like a travel tag.



Touchstone Riding Academy
is situated west of Edmonton in the foothills of the Rockies.



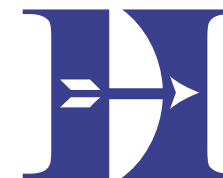
Trumpeter Brian Taylor owns **The Gramophone**, a retail outlet offering classical CDs and sound equipment.



Doug & Leslie Milne started a husband-and-wife company, **Image Resources**, to refill toner cartridges. The initials "I" & "R" are superimposed in the logo.



Aerowest is an insurance company in Vancouver operated by Hunter Financial. (see below)



Hunter Financial provides financial advice and support for investors.



A theme and image created for **Deloitte Touche's** multi-media presentation about their financial services.



The only market of its kind, and the oldest in Edmonton, **The City Market** faces stiff competition from food chains. However it remains a favourite with locals who patronize the market on weekends. The logo supplies a traditional look in a modern setting.



A system for registration of hunting and fishing licenses called **WIN**, Wildlife Identification Number, was introduced with great success by RELM, a subsidiary of IBM.



Mill Woods Recreation Centre boasts Edmonton's first wave pool, the main attraction of this city-operated centre. The positive and negative wave images are derived from a single form.



Dutch Stems Unlimited Inc. calls itself "The Get Fresh People". It imports fresh flowers and packages them for retailers.



Rosie's Bar & Grill is a family restaurant in the old diner tradition, hence the logo with retro look.



Logo for a First Nation-operated golf course called **Tallcree Links**, in the vicinity of Calgary.