



# Best Boutique Branding & Design House 2019 - Vancouver *Straydog Branding*

**Located in beautiful Vancouver, Canada, Straydog Branding draws on its sumptuous surroundings and the creative skills of its team to provide unique solutions to a variety of clients to drive them to success. We profile this boutique agency to find out more about the range of services they provide.**

With over 11 years of experience in branding, graphic design and website design, Straydog Branding's focus is on helping companies and brands to become dominant players in their industry through strategic brand practices, great design and an outstanding digital presence.

Predominantly, the team works with small to medium size businesses and with start-ups that are looking for an agency that provides a comprehensive set of services. Among the firm's recent successful projects has been its work on the branding and design for the CCI brand. CCI is the world's largest cannabis compliance firm with head offices in Ontario, Canada. Straydog was nominated and won Runner Up North America in "Best Brands" 2019 Awards for the branding of CCI.

Since 2012, one of the firm's ongoing partnerships has been with the Paladin Security Group. Paladin is Canada's largest independent security company, with over 11,000 employees and offices throughout North America. Through this seven-year partnership with Paladin, Straydog has won numerous awards and has provided them with a wide variety of services, including brand strategy, brand management and graphic design services and the design and development of six websites.

Supporting these clients and working with them to ensure their ongoing success, Straydog's comprehensive set of services centres around branding and website design. As a Small boutique agency, the firm can offer dedicated and personal service to all of their clients.

When clients work with this innovative company, it's Straydog's key personnel that the client is working with. This allows for direct lines of communication and continuity of service, ensuring that the message doesn't get lost through multiple layers or levels of staff.

The firm's dedicated and talented team consider themselves to be communication experts, working with clients to help them successfully communicate their brand difference through branding strategy, messaging and graphic design for print and digital.

Every aspect of Straydog Branding's service offering is focused on their clients. They take a "Service First" management structure so that clients are assured that they will receive the support and service they demand.

The Straydog Branding team takes a holistic approach to branding to ensure that the work they perform adheres to the client's brand promise while also supporting their brand positioning.



From the messaging in a simple ad, to the design of a new landing page, or the selection of a photograph for a marketing program or ad, these all must be "on brand" to continually build brand loyalty, trust and value and this is the Straydog Branding team's constant focus. The team is accessible and always on-hand to assist no matter what situation may occur, ensuring clients feel fully supported at all times and through every stage of any given project.

Moving forward, Straydog Branding will be seeking to enhance its presence by opening up another office in British Columbia in 2020. This growth will help the firm to provide its multi-award-winning services to an even wider array of clients in the future and drive it to greater renown and recognition.

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