

- Marketing Strategy
- Consumer Branding
- Web Development
- Consumer Packaging
- Food Service Packaging
- Sales Collateral
- Social Media
- Trade Show Materials

BURKE & BURKE



Millen Farms – branding and wild blueberries consumer packaging

Tried & True

Burke & Burke Design is a multi award-winning creative partnership. Since 1985, Atlantic Canada's original boutique design firm has grown to provide comprehensive strategic marketing and creative solutions for an ever-widening clientele, which run the gamut from local innovative startups to publicly-traded nationals.

Our successful consumer brands and packaging solutions can be found locally, regionally, and on shelves around the globe.

BURKE & BURKE

> “Out there on the retail shelf among all of your competitors, there is no compelling salesperson to explain the benefits of your product. Your brand and package must do this on its own!”
>
> — Larry Burke



Earthli – prototype for functional ingredient beverage line

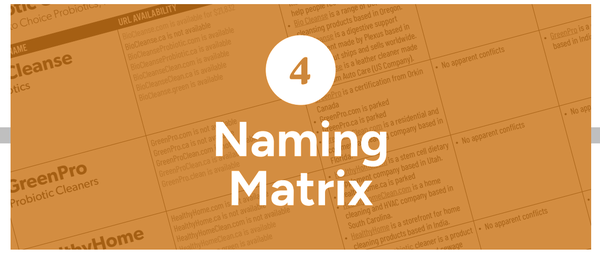
BURKE & BURKE

Our Process



















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Mussel King – branding and farm-raised mussels consumer packaging

> **“I credit the new brand, consumer packaging, and all the marketing materials created by the Burke & Burke team as a big part our exponential growth on the consumer side of our business.”**

— **Esther Dockendorff**
President, PEI Mussel King Inc.

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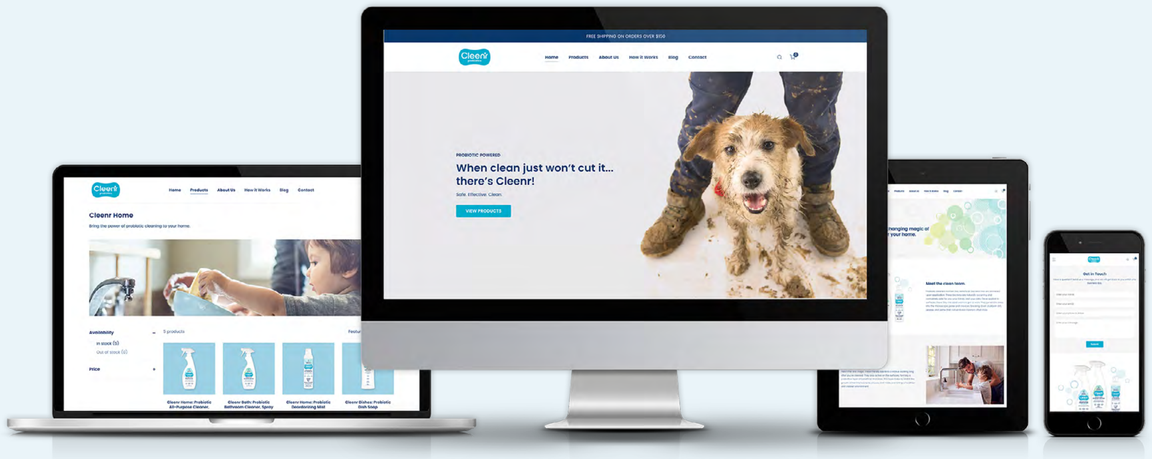
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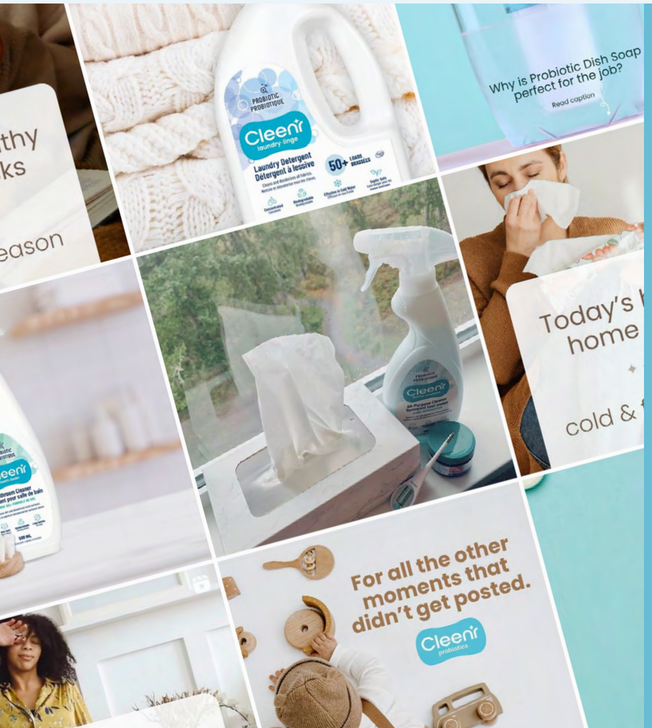
AFTER



BURKE & BURKE



VIEW WEBSITE





Cleenr Probiotics

PROBIOTIC CLEANING PRODUCTS

Abbotsford, BC

Cleenr (formerly Biom Cleaning Products) is a Canadian company, and the exclusive Canadian importer of probiotic cleaning products from the Chrisal laboratories in Belgium.

Cleenr Probiotics products are the result of years of testing in Europe, and represent a new approach to harness the cleaning power of probiotics. Microbial-based products are the future of cleaning, and Cleenr is proud to be part of the solution!

What We Did:

- RENAMING
- LOGO DESIGN & TAGLINE
- E-COMMERCE WEBSITE DESIGN
- HEADLINE & CONTENT WRITING
- RETAIL PACKAGE DESIGN
- SEO STRATEGY & INTEGRATION
- PRINT COLLATERAL
- SOCIAL MEDIA
- SALES TOOLS

BURKE & BURKE

BEFORE

VIS
Vegan Superfoods



AFTER

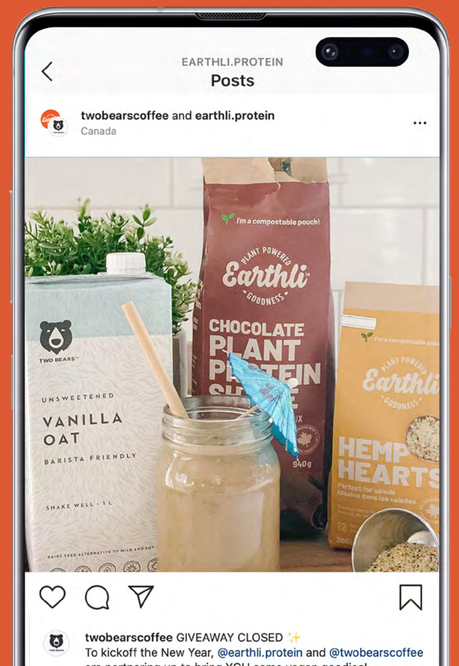
PLANT POWERED
Earthli™
GOODNESS



BURKE & BURKE







Earthli

PLANT-BASED PROTEIN

Windsor, Nova Scotia

Earthli Plant-Powered Superfoods Inc. is a socially-conscious Canadian health food provider based in Windsor, Nova Scotia. For consumers seeking plant-based nutrition as a lifestyle choice to promote bodily health and support earth-friendly practices, Earthli provides wholesome products with the outstanding superfood and ecological benefits afforded by sustainably-grown hemp.

What We Did:

- RENAMING
- LOGO DESIGN & TAGLINE
- HEADLINE & CONTENT WRITING
- WEBSITE DESIGN
- SEO STRATEGY & INTEGRATION
- PRINT COLLATERAL
- PACKAGING
- SALES MATERIALS
- BRANDED MERCHANDISE
- SOCIAL MEDIA STRATEGY
- PRESS RELEASES
- BRANDED APPAREL

BURKE & BURKE

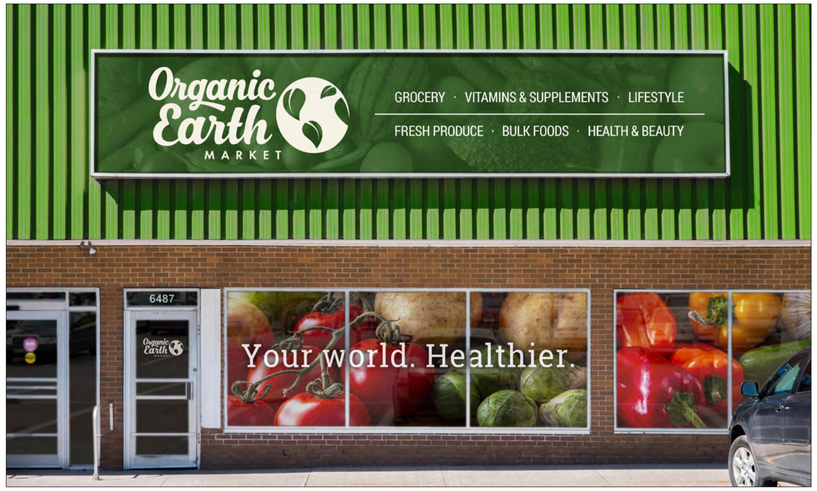
BEFORE





AFTER







VIEW WEBSITE





Organic Earth Market

LOCAL ORGANIC FOOD & LIFESTYLE MARKET

Halifax, Nova Scotia

The Market has been a fixture in the Quinpool Road neighbourhood of Halifax for decades. They take great pride in supporting local and regional farmers and producers, while delivering an ever-increasing selection of healthy choice to their local communities and throughout the Atlantic region.

What We Did:

- LOGO DESIGN
- HEADLINE & CONTENT WRITING
- WEBSITE DESIGN & PROGRAMMING
- PRINT COLLATERAL
- SALES MATERIALS
- BRANDED MERCHANDISE
- SOCIAL MEDIA
- SIGNAGE

BURKE & BURKE

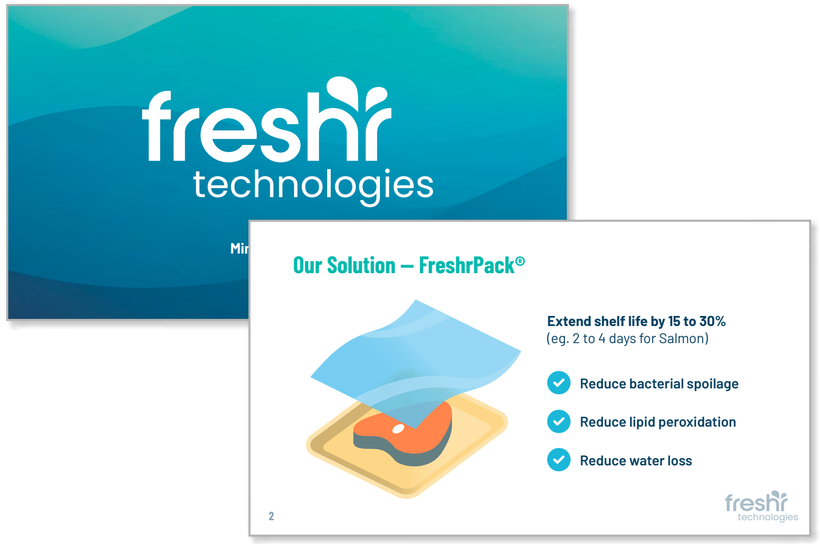
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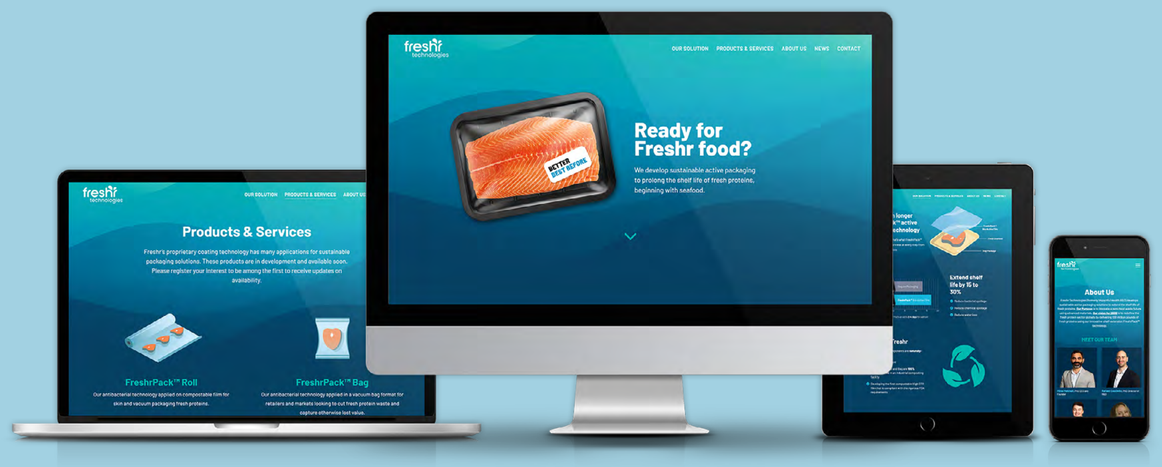
IHRD
Impactful Health Research & Development
Impact Santé Recherche Et Développement



AFTER

freshr
technologies





VIEW WEBSITE





Freshr Technologies

SUSTAINABLE ACTIVE PACKAGING SOLUTIONS

Dartmouth, Nova Scotia

Freshr Technologies (formerly Impactful Health R&D) develops sustainable active packaging solutions to extend the shelf life of fresh proteins. Their purpose is to innovate a zero-food waste future using advanced materials. Their vision for 2030 is to redefine the fresh protein sector globally by delivering 100 million pounds of fresh proteins using our innovative shelf-extension FreshrPack™ technology.

What We Did:

- RENAMING
- LOGO DESIGN & TAGLINE
- WEB DESIGN & PROGRAMMING
- HEADLINE & CONTENT WRITING
- SEO STRATEGY & INTEGRATION
- PRINT COLLATERAL
- SOCIAL MEDIA
- SALES TOOLS

BURKE & BURKE

BEFORE

Simply Go Natural Cosmetics



AFTER

Simply go Natural



BURKE & BURKE







Simply Go Natural

ORGANIC HAIR & SKIN CARE

Halifax, Nova Scotia

"Working with the team at Burke & Burke on our rebranding project was such a seamless and inspiring experience. Burke & Burke truly understood us. They captured every detail of our past, present, and future and did such a fantastic job that we couldn't wait to share it with the world. We absolutely love our new branding... and so does our community."

— Joyce Adom, Founder & Director

What We Did:

- LOGO DESIGN & BRAND GUIDE
- RETAIL PACKAGE DESIGN
- TRADE SHOW MATERIALS

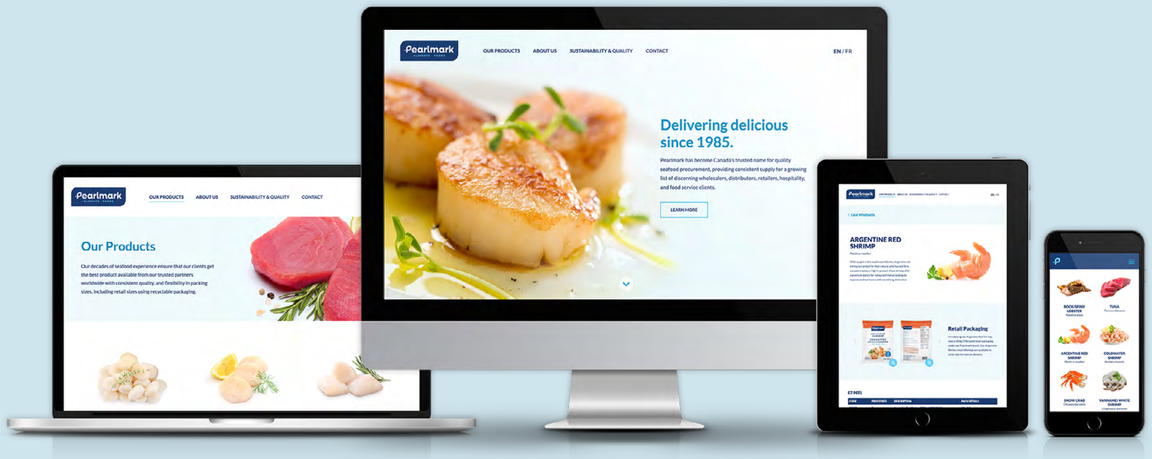
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AFTER



BURKE & BURKE



VIEW WEBSITE



Pearlmark

FROZEN SEAFOOD IMPORTER AND WHOLESALER

Laval, Quebec

Pearlmark Foods is a family-owned Canadian seafood supplier founded in 1985 by Gordon Perlman. Built on decades of reputation serving wholesalers, distributors, and food service with consistent supply from trusted fisheries, they reached out to develop branded consumer products after seeing our work for another Canadian seafood broker.

Our strategic rebrand elevated Pearlmark into a clean, modern consumer brand that bridges their seafood expertise with contemporary shelf appeal.

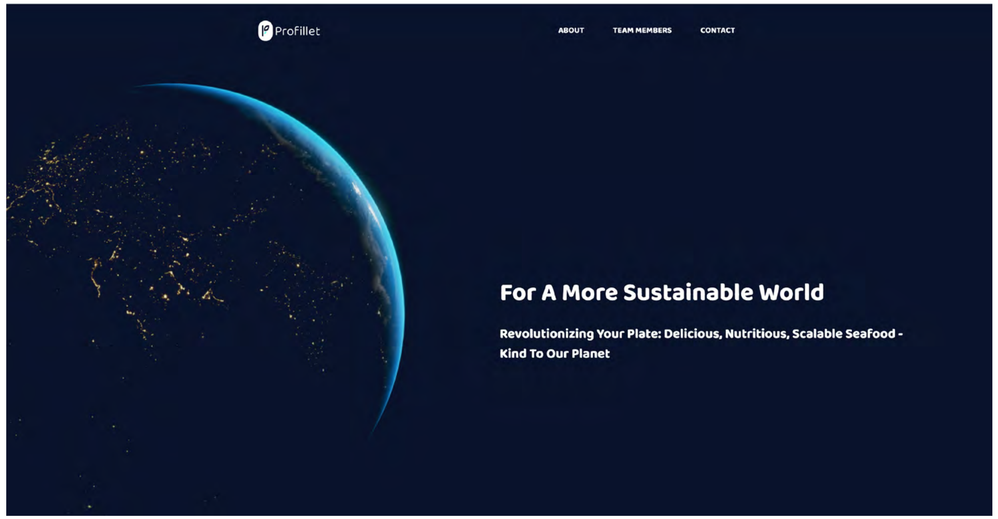
What We Did:

- LOGO DESIGN & TAGLINE
- PACKAGING
- WEB DESIGN & PROGRAMMING
- HEADLINE & CONTENT WRITING
- PRINT COLLATERAL
- SALES TOOLS
- SIGNAGE

BURKE & BURKE

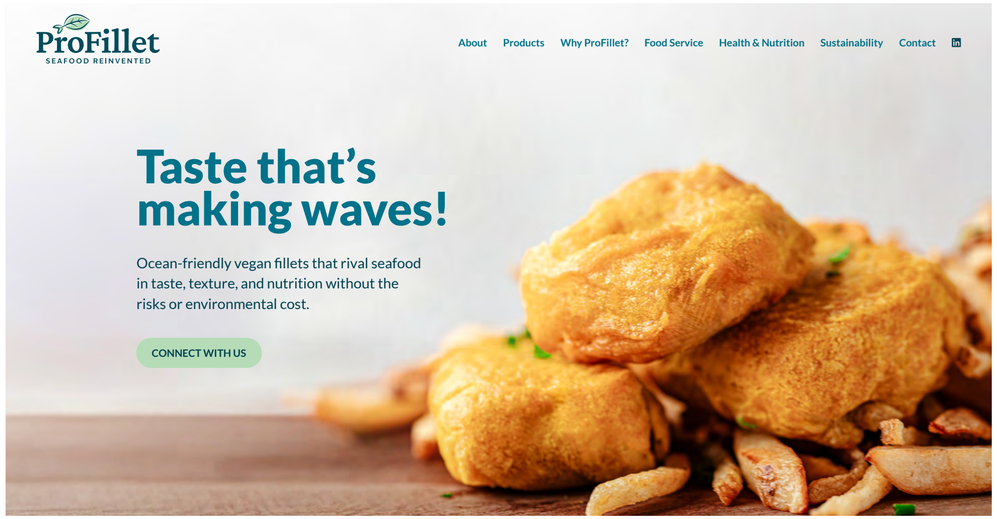
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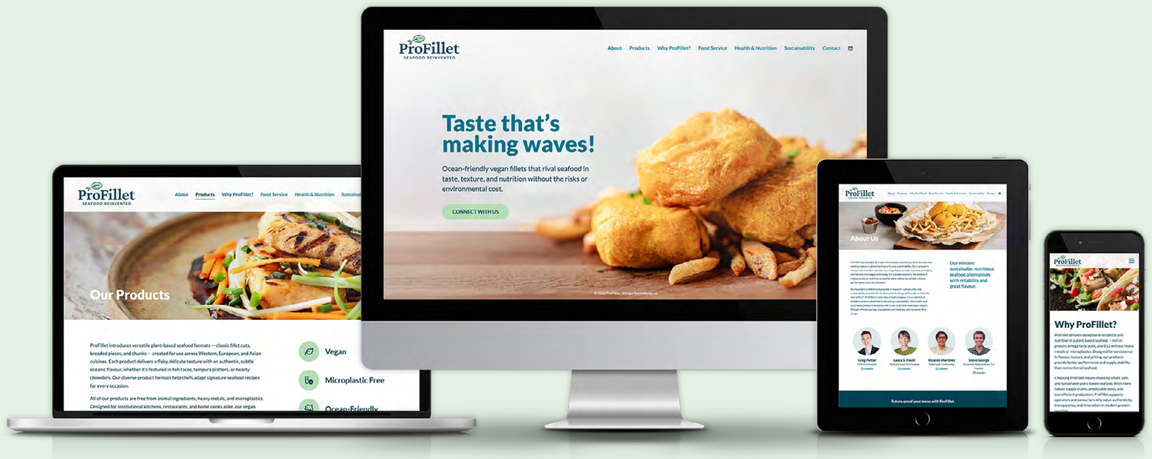
Profillet



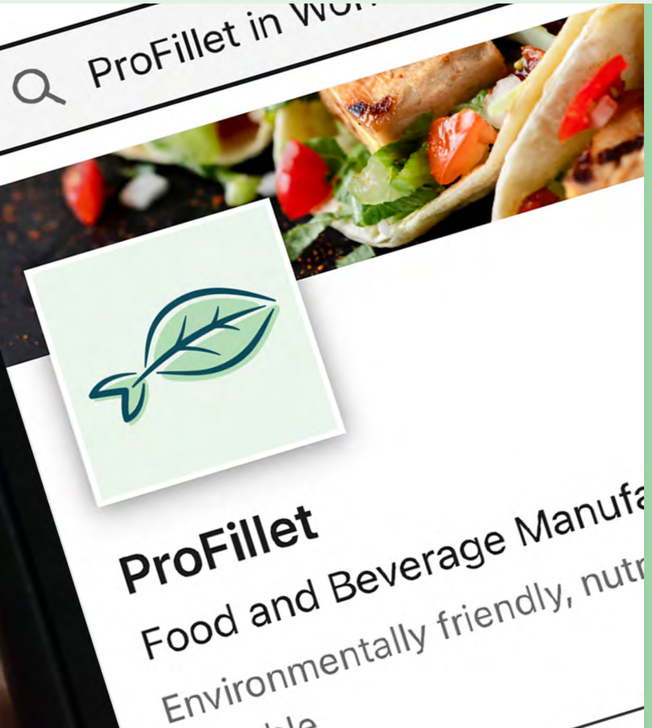
AFTER

ProFillet
SEAFOOD REINVENTED





VIEW WEBSITE





ProFillet

VEGAN SEAFOOD

Halifax, Nova Scotia

Burke & Burke collaborated with Canadian food tech pioneer ProFillet to reposition its breakthrough plant-based seafood for the food-service market. Our rebrand delivered a credible, chef-ready identity that highlights ProFillet's flavour, texture, and nutrition—without the environmental footprint of traditional seafood. Designed to inspire menu innovation and align with sustainability goals, ProFillet is redefining what seafood can be.

What We Did:

- LOGO DESIGN & TAGLINE
- PITCH DECK TEMPLATE
- WEB DESIGN & PROGRAMMING
- HEADLINE & CONTENT WRITING
- PRINT COLLATERAL
- SOCIAL MEDIA

BURKE & BURKE

Get the Total Package

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BurkeDesign.ca

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