



PURSUIT

OF BRAND

Pursuit is the practice.



INTRODUCTION

There is a symbol that has appeared in Buddhist temples, Islamic mosques, and medieval English churches — across cultures with no known connection to each other, across more than fourteen centuries. Three hares, running in a circle. Each one appears to have two ears. Only three ears are shown. Every hare shares one with the next.



Pursuit
Design
Studio

BRAND STRATEGY & DESIGN

Nobody knows what it originally meant. Every culture seems to have given its own interpretation. The symbol just keeps appearing because some things are true whether or not anyone names them. That is exactly the kind of thing that geeks me out. Every culture that encountered this symbol — across centuries, across continents — felt the same thing. The shared motion. The connection. The sense that something larger was in motion and they were part of it. Nobody told them what to feel. The symbol just made something true visible.

That's what I do for brands. I find what's already true, the thing your audience will recognize the moment they see it and I build everything from that.

My name is Beau-Brandon Cleeton. I've been building brands since 2010; as Napkin Creative, then as Roskeworth Design Studio, and now as Pursuit.

Each name had a reason. Napkin was where I learned the business of it — client relationships, team management, running an agency from the ground up.

Roskeworth was where I honed the craft. I went from running an agency to working solo, and narrowed the focus from designing broadly to brand and packaging specifically. That shift opened up a bigger question — what brand actually means, and how people relate to it. Canadian Lumber was where I put that thinking to the test, building a brand from nothing to national.

Pursuit is the practice.

This is a studio built entirely around the two things I've spent fifteen years refusing to separate: brand strategy and design. The thinking and the making, integrated from the first conversation to the final deliverable. That's the only thing I do here. I'm better at it now than I've ever been.



**"A multidisciplinary
design approach
combining a fine art
background with the
passion of an
entrepreneur and the
discipline of an athlete."**



BEAU-BRANDON CLEETON

Built from a specific kind of experience.

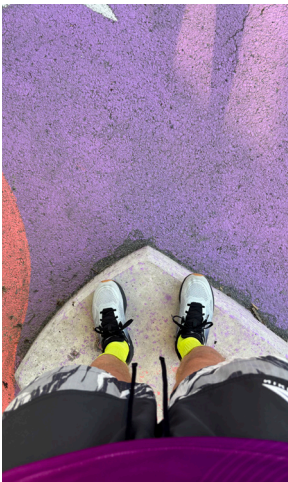
I studied at NSCAD University — fine art, not design school. I came in curious and left with hands in everything: painting, sculpture, photography, typography, industrial design, and even one summer doing jewelry. That wide range never left. It shows up in every project.



I've been the agency, the client, and the founder. I co-founded Canadian Lumber Rolling Papers and grew it to 2,500 retailers across Canada in under three years. I know what it costs to get a brand wrong and what it's worth to get it right.

I'm also a long-distance runner, currently training for my first ultra marathon — 100km through the highlands of Cape Breton. I know what daily practice builds. I know the difference between motivation and dedication.

Every engagement is led by me, start to finish. I don't outsource the thinking.



**Everything gets easier,
When you know exactly
what you want.**



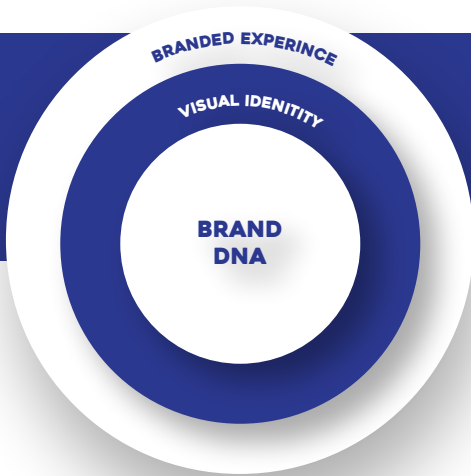


Services What I Offer
How We Work Together



WHAT I BUILD

Brand development isn't a single deliverable. It's a system — three parts, built in order.



Every touchpoint.
Every interaction.
Built to compound over time —
because the experience is what
turns awareness into loyalty.

01 / BRAND DNA — Find the Signal

Before anything is designed, named, or written — I need to know what your brand actually is. A structured discovery process: logical and rational (benefits, consumer insights, competitive positioning) and emotional (values, personality, purpose, vision, mission). If a name is needed, we find it here. The output is your Brand DNA document — the foundation every future decision is measured against.

Clients call this the most valuable thing they've ever done for their brand.

02 / VISUAL IDENTITY — Form Follows Function

The truth made visible. A complete identity system built on what we discovered together: responsive logo system, colour palette, type system, brand assets, illustration, iconography, photography direction. Not decoration — design that earns its place by doing a job. Built to work in every context, at every scale, for the long run.

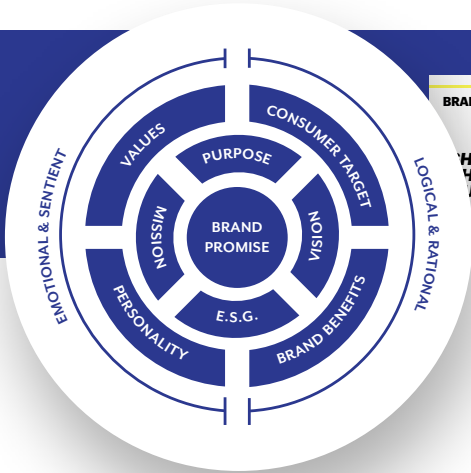
03 / BRANDED EXPERIENCE — Run the Distance

Where the brand moves beyond the visual and into the world.

Every brand is at a different stage — and every stage needs something different. Some engagements call for the full architecture: a website, a product launch, packaging, environmental design, a campaign. Others need something more focused: a LinkedIn presence audit, a sales deck that actually sounds like the brand, or a single well-considered business card. The scale is determined by where you are and what the brand needs to show up properly. The standard doesn't change.

HOW WE WORK TOGETHER

Every engagement starts in the same place: a conversation. I need to understand your business, your ambitions, and where you are right now before I can tell you what you need.



BRAND PURPOSE

"SHIFT CULTURE AND CHANGE THE STATUS QUO."

BRAND VISION

"TO CREATE A LEGACY OF WORLD MUSIC WHILE PRESERVING THE UNIQUE HISTORY OF EACH CULTURE."

From there, engagements follow the same three-stage structure as the work itself:

Stage 1 — Brand Discovery Brand DNA Workshop + Brand Review. This is where we lift the fog. The Workshop is the engine. The Brand Review assesses everything that currently exists — assets, identity, messaging — against what we discover together. Nothing moves forward until we know what we're building toward.

Stage 2 — Build The identity, built on the foundation of Stage 1. A focused logo system, a full visual identity, a packaging system — scope is determined by what we learned together. This is where the brand becomes visible.

Stage 3 — Asset Build The brand brought into the world. Supporting assets that make the brand real and functional — a website, a launch, packaging, merchandise, environmental design, or a business card. Whatever the brand needs to show up properly, we build it here.



**"Take your work seriously,
not yourself seriously"**

- Jerry Saltz





PORTFOLIO

What I Offer

How We Work Together



CLIENT:

FARES DEVELOPMENT

SERVICE:

VISUAL IDENTITY & BRANDED EXPERIENCE

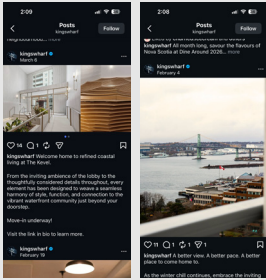
DETAILS:

- created the branding for new developments
- managed multiple development's social and media strategies
- created assets to build on branded experience;
 - websites, launch events, social feeds, sales deck and cutsheets, promo materials, billboards, google ads, wayfinding signage, monument signs, and even a custom arcade machine for one project.
- also lead the development of some new business for King's Wharf, such a new art gallery and an ice cream shop (all coming soon)
- built an SOP for launching new build projects
- worked with all services from incapity, media agencies, sign manufactures and more.



THE KEVEL APARTMENTS:

Created marketing strategy and collected creative. Along with all assets; flag banners, cutsheets, dust screens, & arcade machine.



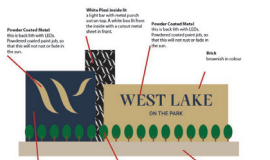
GENESIS APARTMENTS:

Build & Launch - from creating the brand, to the website, social ads and even a little bit of old school out-of-home with two billboards.

We hit 30% occupancy within 60 days and 70% within 4 months.

WESTLAKE ESTATES:

Designed the front entrance monument sign and worked with Mattatall Signs for fabrication.



**"Slow success builds
character. Fast success
builds ego."**

— Ratan Tata





PORTFOLIO Roskeworth Design Studio



CLIENT: NIKE BY ME

ROSKEWORTH

- an exploration with sneaker colour-way designs within Nike's custom program

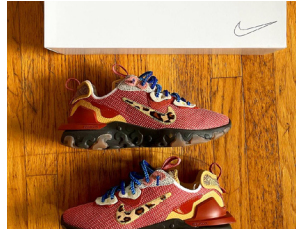
SERVICE:

VISUAL IDENTITY
BRANDED EXPERIENCE
ART PROJECTS

- I 'remixed' my own version of the program's logo for this project
- some designs had matching tees, buttons, stickers and more
- SO FUN 40
- merch capsule for my 40th birthday party; sweater, stickers, & pin
- WHERE GIANTS ROAM
- An ongoing project of collage work in small sketch books

Roske

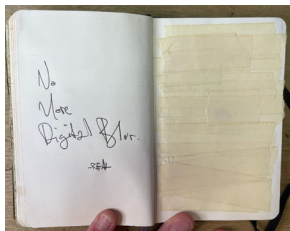
**NIKE
BY YOU**



**SO FUN
40**



**WHERE
GIANTS
ROAM**



CLIENT:

MADE WITH LOCAL

SERVICE:

BRANDED EXPERIENCE

“MAKE CHANGE WHILE MINIMIZING CONSUMER PUSH-BACK”

- designed new packing and provided print foils, templates for future use, and cleaned up logo files.
- consulted on the transition from hand packing to a flow packaging production set up
- strategy on releasing new packaging

Made with local™

Powerful Nutrition. Wholesome Ingredients.

BRANDED EXPERIENCE:

The brand had been in the market for a year. The goal was to reinforce the concept of “capturing” all the smoke while absorbing the full benefits benefits benefits benefits of the cannabis being consumed.



CLIENT:

FIORE DIGITAL MARKETING

SERVICE:

BRAND DNA &
VISUAL IDENTITY

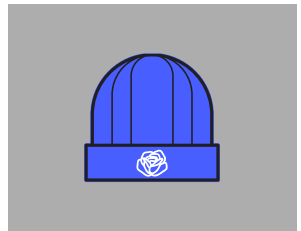
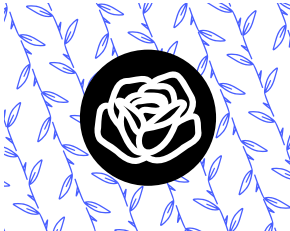
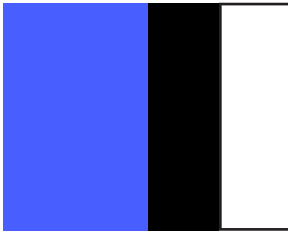
Original

- The client created the logo with a free Canva account & only had a PNG file.
- No other logo versions available.
- Logo was always displayed on a black background.

Rebranded

- Cleaned up the logo and updated the colour palette.
- Created a fully responsive logo system based on the original design.
- Developed a visual identity that includes a repeating pattern,

After a creative brief workshop, I learned that the rose was chosen because the client recalled her grandmother's rose garden as the place where neighbours gathered to discuss community news and gossip. Since her grandmother was Italian, I suggested using 'Fiore,' the Italian word for flower.



RESPONSIVE LOGO SYSTEM:



Primary Logo



Secondary Logos



Simplified Logo



Sub-Mark



CLIENT:

THE LETTUCE AGENCY

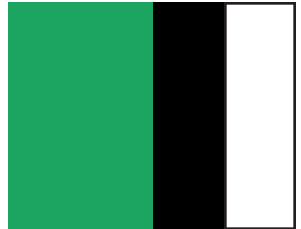
SERVICE:

BRAND DNA
VISUAL IDENTITY &
BRANDED EXPERIENCE

Notes:

- Create a house of brands for the cannabis industry.
- Chose the name because it connects to terminology like "Devil's Lettuce" and "LaLa"— a common slang term for cannabis.
- The tagline was so natural, it felt inevitable.
- The concept behind the embellishments is that the whole head of lettuce represents the full company name, and as the name shortens, individual leaves are used.

I was genuinely surprised that this name had not yet been used in the yet cannabis industry.



RESPONSIVE LOGO SYSTEM:



Primary Logo



Secondary Logo



Simplified Logo



Sub-Mark



Embellishments



CLIENT: Original

JBONG

- The client wanted the logo to "pop" and "stand out."
- The brand lacked a tagline and mission statement.

SERVICE: Rebranded

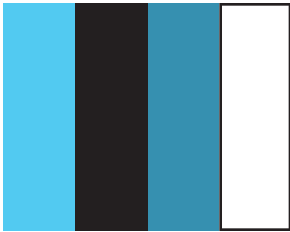
BRAND DNA

VISUAL IDENTITY &
BRANDED EXPERIENCE

- Conducted a Brand DNA workshop to determine the brand's vernacular and internal positioning.
- Refined the logo, developed a complete colour palette, and created a full visual identity.
- Designed a responsive logo system based on the original logo.

I loved the original logo and aimed to make minimal changes while still meeting the client's expectations.

The Brand DNA process was instrumental in guiding the client on how to position the brand for launch and also helped us develop the tagline.



RESPONSIVE LOGO SYSTEM:



Primary Logo



Secondary Logo



Sub-Mark



CLIENT:

AUX TALE GRAVY MUSIC GROUP

SERVICE:

BRAND DNA
VISUAL IDENTITY &
BRANDED EXPERIENCE

Notes:

- Conducted Brand DNA workshops and delivered the final Brand DNA document
- Developed a fully responsive logo system
- Created visual identity assets, including sub-mark patterns, social avatars, URL favicon, streaming platform avatars and page headers, promotional products, and more
-

Throughout the Brand DNA workshops, the ATG team frequently referenced various cookhouses as communal gathering spots—a place for enjoying good music, food, and shared experiences with friends. A recurring image was the takeout container wrapped in tinfoil, which



RESPONSIVE LOGO SYSTEM:



Primary Logo



Secondary Logo



Simplified Logo



Sub-Mark



BRAND DNA:

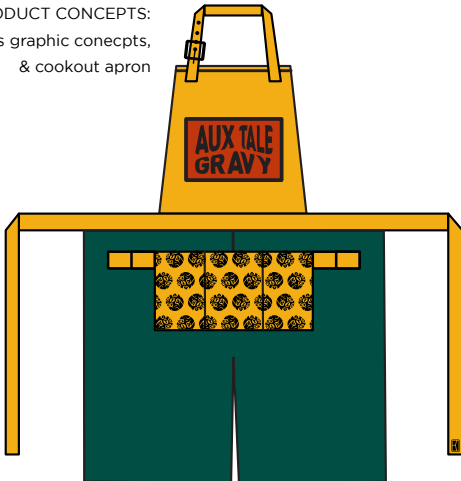
BRAND PROMISE "TO DEVELOP RICHNESS." <small>© 2024</small>	BRAND MISSION "SIMMERING ALL THE SPICES TO BRING OUT THE DEPTH AND RICHNESS FROM WITHIN." <small>© 2024</small>
BRAND PURPOSE "SHIFT CULTURE AND CHANGE THE STATUS QUO." <small>© 2024</small>	BRAND VISION "TO CREATE A LEGACY OF WORLD MUSIC WHILE PRESERVING THE UNIQUE HISTORY OF EACH CULTURE." <small>© 2024</small>
ESG FEED OUR PEOPLE BREAK BREAD <small>COMMITMENT TO THE PEOPLE WHOSE FOODS WE SERVE</small> <small>© 2024</small>	VALUES <small>1. RESPECT FOR THE INDIVIDUAL 2. COMMUNITY 3. SUSTAINABILITY 4. INNOVATION 5. AUTHENTICITY 6. TRANSPARENCY 7. COLLABORATION 8. RESILIENCE 9. GROWTH 10. POSITIVITY 11. INTEGRITY 12. COURAGE 13. EMPATHY 14. HUMILITY 15. GRATITUDE 16. PATIENCE 17. PERSEVERANCE 18. FAITH 19. HOPE 20. LOVE</small> <small>© 2024</small>



SOCIAL MEDIA AVATORS



BRANDED PRODUCT CONCEPTS:
t-shirts graphic concepts,
& cookout apron



CLIENT:

THE LETTUCE AGENCY -
EXOTIC ORGANICS

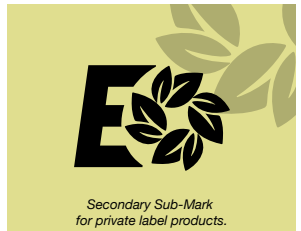
Brief:

Create a brand for a line of all-natural blunt cones made from fruit, leaves, and flower petals. These cones are designed to look and burn like paper, but without using any chemicals – just nature.

SERVICE:

BRAND DNA
VISUAL IDENTITY &
BRANDED EXPERIENCE

Although everything is developed and designed with B2B sales in mind for the initial launch, significant consideration has also been given to the retail launch, which is Phase 2 of the startup.



RESPONSIVE LOGO SYSTEM:



Primary Logo



Secondary Logo



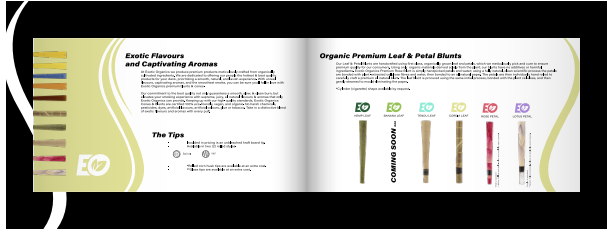
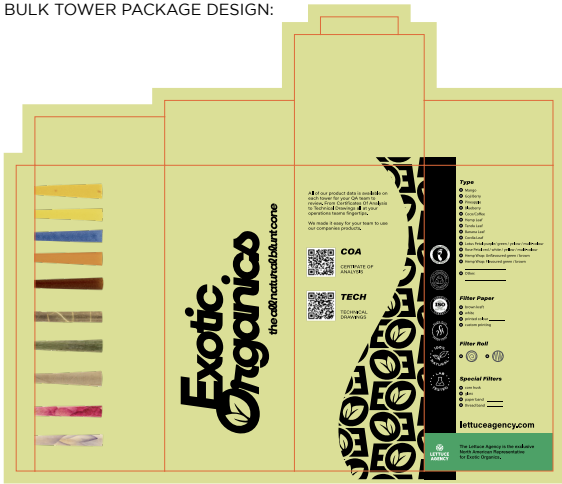
Simplified Logo



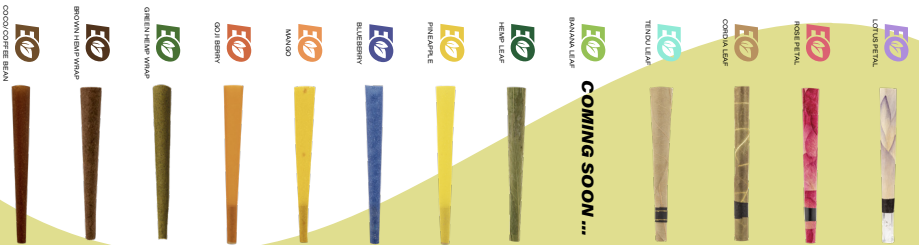
Sub-Mark



BULK TOWER PACKAGE DESIGN:



Developed a colour system for the brand's sub-mark. This system provides a color code for products, facilitating future recognition.



CLIENT: Notes

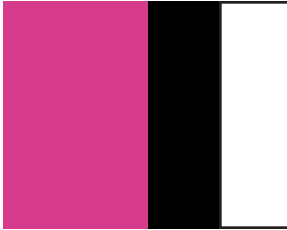
THE LETTUCE AGENCY -
PUFFBERRY

- Create a fun and original name for the cannabis space.
- Choose a name that is neither masculine nor feminine, appealing to Millennials and Gen Z.
- Aim for a one-word name.
- Develop a fully responsive logo system with tertiary logos for use in promotional materials and merchandise.
- Design promotional t-shirts.

SERVICE:

BRAND DNA
VISUAL IDENTITY &
BRANDED EXPERIENCE

This was a fun project. Naming the brand took a bit more time, but it was worth it. In the end, I believe this brand has staying power in the cannabis industry and potential to grow beyond Canada, especially in the US market.



RESPONSIVE LOGO SYSTEM:



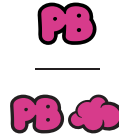
Primary Logo



Secondary Logo



Simplified Logo



Sub-Mark



Embellishment

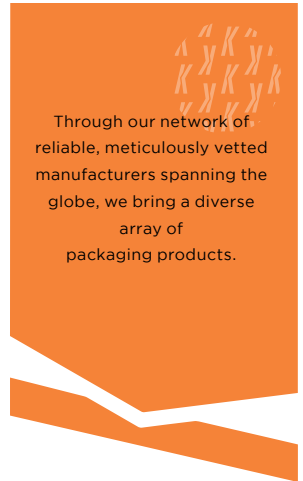
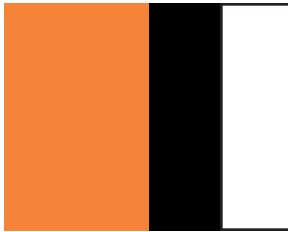


CLIENT:
THE LETTUCE AGENCY -
PROPERPAK

SERVICE:
BRAND DNA
VISUAL IDENTITY &
BRANDED EXPERIENCE

- The Canadian cannabis industry is filled with traditional packaging. The goal was to create a name and brand that emphasised a focus on more sustainable packaging.
- Developed a company and brand statement to clearly define the business's purpose, essentially creating an 'elevator pitch' description.
- Designed a fully responsive logo system with a repeating pattern for use on packaging and support materials.

properPAK is a packaging brand that stands out in the Canadian cannabis industry by prioritising sustainability. The name reflects a commitment to providing more eco-friendly packaging solutions, setting the brand apart from traditional options.



The letter 'K' is designed around a closed envelope. This concept of a mailing package inspired the brand.



RESPONSIVE LOGO SYSTEM:



Primary Logo



Secondary Logo



Simplified Logo



Sub-Mark



CLIENT:

PINEAPPLE EXPRESS MEDIA

SERVICE:

BRAND DNA
VISUAL IDENTITY &
BRANDED EXPERIENCE

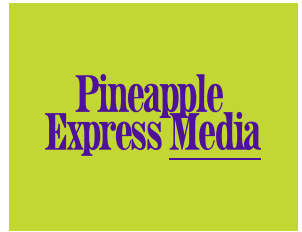
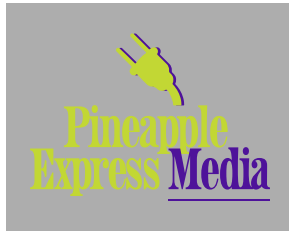
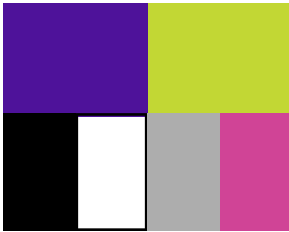
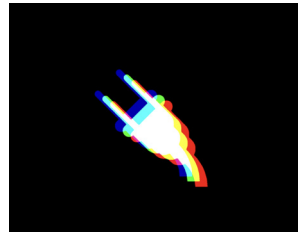
Original

- Created through Fiverr; client only received a PNG file.
- No additional file types or logo variations provided.
- Logo was always displayed on a black background.

Rebranded

- Refined the logo and updated the colour palette.
- Developed a fully responsive logo system based on the original design.
- Unified the plug icon with the wordmark by removing the RGB & blur

This was a quick service project, completed in about a week, including all client meetings.



RESPONSIVE LOGO SYSTEM:



Primary Logo



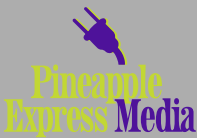
Secondary Logo



Simplified Logo



Sub-Mark



OTHER CLIENTS:

colour

 AURORA

MODE

current

revolve

Ascension




wellness

cyc

HALIFAX
PARTNERSHIP

SEA STAR SEAFOODS
Family Tradition Since 1974

n^orthend
BUSINESS ASSOCIATION

Pursuit is the practice.



**Risk is always better
than regret.**



PORTFOLIO Canadian Lumber Rolling Papers Co.



CLIENT:
CANADIAN LUMBER PAPERS

SERVICE:
BRAND DNA
VISUAL IDENTITY &
BRANDED EXPERIENCE

Eight months before cannabis legalisation in Canada, I noticed there wasn't a Canadian brand of rolling papers and decided to create one before someone else did. This passion project allowed me to dive deeply into product sourcing, brand experience, and more. I am grateful for the rapid business acumen I gained, which would have taken years to learn otherwise. I grew the business to 2,500 retailers in less than three years and expanded the B2B sales channel, which accounted for 70% of annual revenue by year five

NAMING

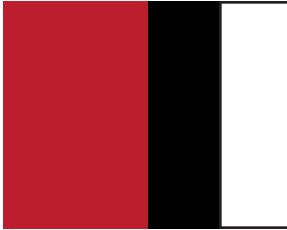
PACKAGING DESIGN

PRODUCT DESIGN & SOURCING

SOCIAL MARKETING STRATEGIES

EXPERIENTIAL MARKETING

SALES STRATEGIES



The red and black plaid most people are familiar with is called Buffalo Plaid, which is American. In contrast, Canada developed its own red and black plaid, known as Lumber Plaid, during the early years of Upper and Lower Canada. Lumber Plaid was established years before Buffalo Plaid.



RESPONSIVE LOGO SYSTEM:

CANADIAN LUMBER



Primary Logo

**CANADIAN
LUMBER**

Secondary Logo



Sub-Mark

CANADIAN LUMBER



**CANADIAN
LUMBER**





CREATING A LIFESTYLE :

I developed a distinctive style that resonated with both the primary and secondary target consumers. It was crucial for the brand to evoke a sense of Canadian charm and nostalgia while also conveying a strong sense of national pride.



THE BRANDED EXPERIENCE:

Creating a distinct vibe was essential for ensuring that everyone interacting with Canadian Lumber would have a memorable experience. Whether at a tradeshow, through social media, or any other touchpoint, it is important that the brand's essence





PRODUCT DEVELOPMENT
I source the top manufacturers from around the globe for all products, consistently refining and enhancing this process each year. This commitment to excellence ensures that every product meets the highest standards of quality and innovation.



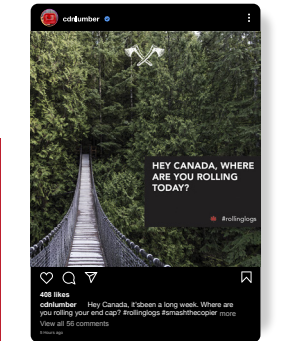
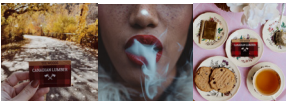
BRANDED PRODUCTS:
Some products involved sourcing from existing manufacturers, while others were designed and developed from scratch. One such custom product is the small tray, which was the first of its size to fit on top of the industry-standard medium rolling tray.



CANADIAN LUMBER

BRANDED CLOTHING:

Created a diverse range of branded clothing, from simple logo tees to more elaborate designs. One standout piece is the 5th anniversary sweater, which showcases the brand's evolution and celebrates a key milestone. Each item was thoughtfully crafted



COLLAB PRODUCTS:

"WORKING WITH OTHER BRANDS"

From day one, it was crucial to position ourselves as a leader in the industry by fostering collaboration between brands. We aimed to set a standard by leading through example, uniting various brands to create products.



SOCIAL MEDIA : "CREATING A VIBE"

The lifestyle and vibe established through our social media presence played a pivotal role in connecting with our target audience. By crafting a compelling and authentic online persona, we effectively engaged and resonated with our community, enhancing our brand's appeal and influence. As a result, we became a household name across the country in just a few short years.

**Over-night success
is usually
over-decade obsession.**

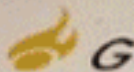


PORTFOLIO

Napkin Works

Napkin Creative & Strategy

ART, REPORTS



AGENCY
Napkin Inc.

ENTRY NAME
Child Soldiers

CLIENT
Child Soldiers Ini

Creative Director: Beau

Art Director: Jason Balla

Writers: Dave Sullivan, Ra

Photographers: Stephanie

Marie Frechon, Carl Conradi,

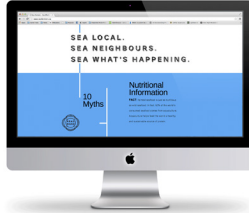
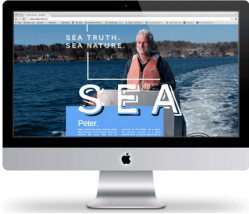
Albert Gonzales Farran, Tobin

Designer: Jason Ballantyne

CLIENT:
 AQUACULTURE ASSOCIATION OF
 NOVA SCOTIA (AANS)

SERVICE:
 BRAND DNA
 VISUAL IDENTITY &
 BRANDED EXPERIENCE

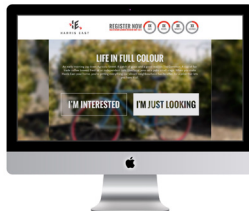
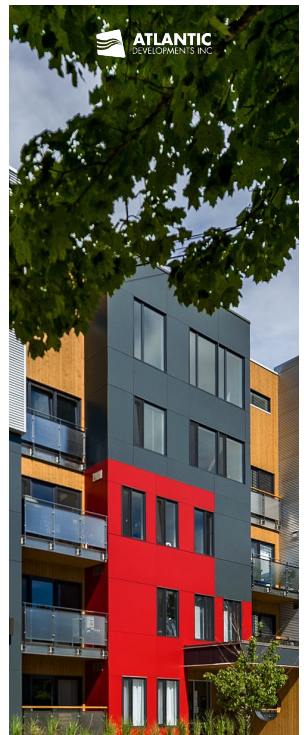
Sea Farmers was an ongoing public confidence campaign maintained by the Aquaculture Association of Nova Scotia (AANS). The fisheries industry in Nova Scotia had been suffering from poor public perception. Napkin created and executed an online and print campaign that effectively showcased a current and representative image of the thriving aquaculture industry in Nova Scotia. The centrepiece of this campaign is an award winning website, featuring custom photography that captures the Association's front line personalities.



CLIENT:
 ATLANTIC DEVELOPMENTS INC. -
 HARRIS EAST CONDOS

SERVICE:
 BRAND DNA
 VISUAL IDENTITY &
 BRANDED EXPERIENCE

Created the buildings visual identity and the launch campaign. This included things like the website, showroom and social ads.



CLIENT:
SURESHOT DISPENSING

SERVICE:
BRANDED EXPERIENCE

*INDUSTRIAL DESIGN
PRODUCT DESIGN*

SureShot Dispensing, a manufacturer of beverage dispensing machines for brands like Tim Hortons and Dunkin' Donuts, has hired me several times to redesign their existing product lines. Through collaboration with their senior engineers, I've gained a deep understanding of their manufacturing processes, exploring innovative materials like cost-efficient, sustainable corn-based plastics. One highlight was designing a showpiece machine for a trade show, where I had creative freedom without budget constraints. Typically, my role is to create designs that are not only aesthetically pleasing but also more cost-effective and user-friendly for their clients'



SURESHOT
Dispensing



SURESHOT
Dispensing



SURESHOT
Dispensing



SURESHOT
Dispensing



CLIENT:
CHILD SOLDIER

SERVICE:
BRANDED EXPERIENCE

*ART DIRECTION
LAYOUT DESIGN
INFOGRAPHIC DESIGN
PUBLICATION*

Founded by retired lieutenant-general and celebrated humanitarian Roméo Dallaire, The Romeo Dallaire Child Soldiers Initiative is a global partnership committed to ending the use and recruitment of child soldiers worldwide, through ground-breaking research, advocacy, and security-sector training. The organisation contacted us to deliver a visually striking annual report for their 2012 year, and we delivered a highly-acclaimed document that went on to garner praise from the general himself as well as a gold Ice bucket at the 2014 Ice Awards.



CLIENT:
NAPKIN CREATIVE

SERVICE:
BRAND DNA
VISUAL IDENTITY &
BRANDED EXPERIENCE

Napkin Creative, the design agency I operated from 2008 to 2016, primarily focused on white-label work for other agencies. However, the 30% of direct client projects were visually striking and often award-winning. Here is a showcase of the branding and promotional materials I developed for the agency.

The first logo system features a stool, a piece that has been with me since high school and throughout all my studios and offices, which I still use today. The second logo system is inspired by a folded table napkin.

Primary Logo



Secondary Logo



Sub-Mark



Tertiary Logo



Primary Logo



Secondary Logo



Sub-Mark



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