



WE ARE CREATIVE

In 2004, locally grown and self taught graphic designer, Don Poynter made the leap from newspaper graphic artist and freelancer into full time advertising agency entrepreneur. With a unique eye for engaging design potential and a hunger to create amazing brands and dynamic print collaterals, D'zine Alaska was born.

At the time, we were told it couldn't be done. A small design house could not go up against the bigger fish in town who had large teams and decades of experience. But we had what they didn't; an unquenchable thirst for design glory and an ambition that set fear aside. We had nobody to answer to but ourselves and we knew there were worse things than failure. Like so many of our new clients venturing out into new opportunities, we learned that taking risks and going for it was how you reached the top.

So that is what we have been doing for almost 20 years now. Learning and adapting while partaking in some of the most exciting rebranding ventures, creating many refreshing advertising campaigns, designing dazzling websites, and developing intensely rewarding relationships with our clients throughout Alaska and beyond. We love our clients. We become part of their team, their family.

No creative team in Alaska is more dedicated to our clients' success than we are. We have more award winning clients than any other agency in Alaska and our work and our perspective are what sets us apart.

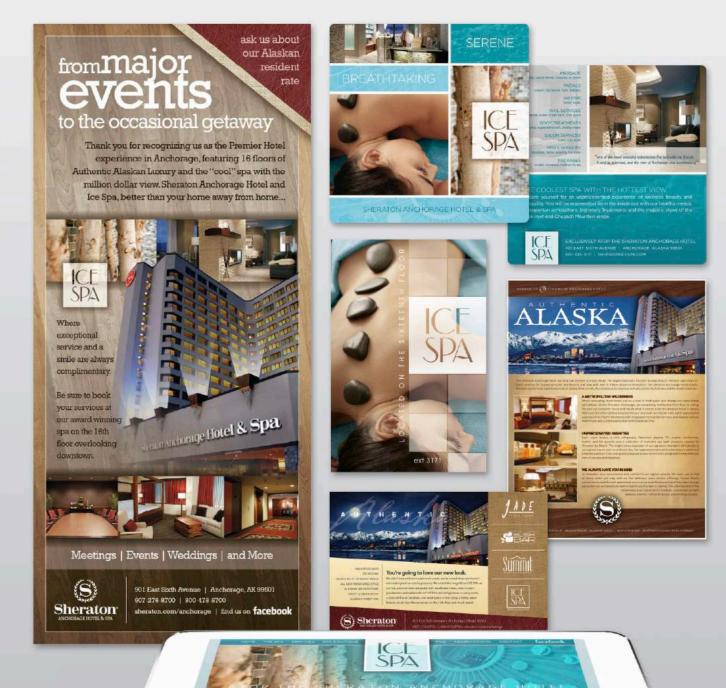
Throughout these pages you'll discover a small sampling of what we do.

SHERATON ANCHORAGE HOTEL AND SPA

The Sheraton Anchorage was a freelance client of ours since before we were a full time agency. We designed in-house collaterals and guest promotions, restaurant menus, in-room promos, property photography, etc.

When we went full time, we took on their print advertising responsibilities as well. Over the years we've been a part of their team through the 10 million plus dollar renovation, the addition of the breathtaking Ice Spa on the 16th floor, the rebrand of Josephine's to The Summit and much more.

Our aesthetic and local perspective got us awarded as a Starwood approved photography and design resource and we spent more than a decade bringing polish to the Sheraton guest experience.



SPA NEWSFEED



ANCHORAGE NEIGHBORHOOD HEALTH CENTER

When the Anchorage Neighborhood Health Center was looking forward to growing their facility and medical team to meet the needs of the community, they realized they were going to have to update their look to attract investors and local community funds.

We started by working with them on their annual reports, incorporating revised in-clinic collaterals to bring a more modern aesthetic to the patient experience.

They needed a reputable and polished look for their facility expansion Capital Campaign so we developed a brand strategy and system for it.

When it came time to update their overall brand, ANHC came to us and said they wanted to keep the integrity and history of where they've been but look ahead to their new venture in the new building with a modern look and colors. The new ANHC brand is the result of months of careful planning, research and collaboration.











ELVI GRAY-JACKSON FOR ASSEMBLY

In 2008, Elvi was looking to take her municipal experience to the next level by representing midtown on the Anchorage Assembly. She had spent years overlooking the municipal budget and many felt that Anchorage needed someone with her tenacity, and reputation for getting things done, working for them in a new capacity.

D'zine Alaska was brought on board to help her get her message across in an unconventional and less politically boring way. She wanted her collaterals, her signage, her general presence to be as engaging and bold as she is.

She won that election. As she did the next, and the next. We are proud to see her evolution as a representative of the public and look forward to her future political ventures.







Tam proud to say that for six years. I have worked tirelessly to respect and listen to your concerns, help you navigate through municipal government, and simply get things done. There is still much work to be done within our community, many issues that need to be addressed and citizens like you that need my assistance. I want to continue to put my knowledge and experience to your work for you!

I would be honored to have your vote on April 1sti

GRAY-JACKSON

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Representing YOUR interests that need research and supported equal right treated and supported reception of above and beyond trainfruise to movimine to movimine to movimine to the for your community and more.

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I'm honored to earn your vote April 1st



www.FriendsofElvi.com

PERFECTIONIST AUTO SOUND AND SECURITY

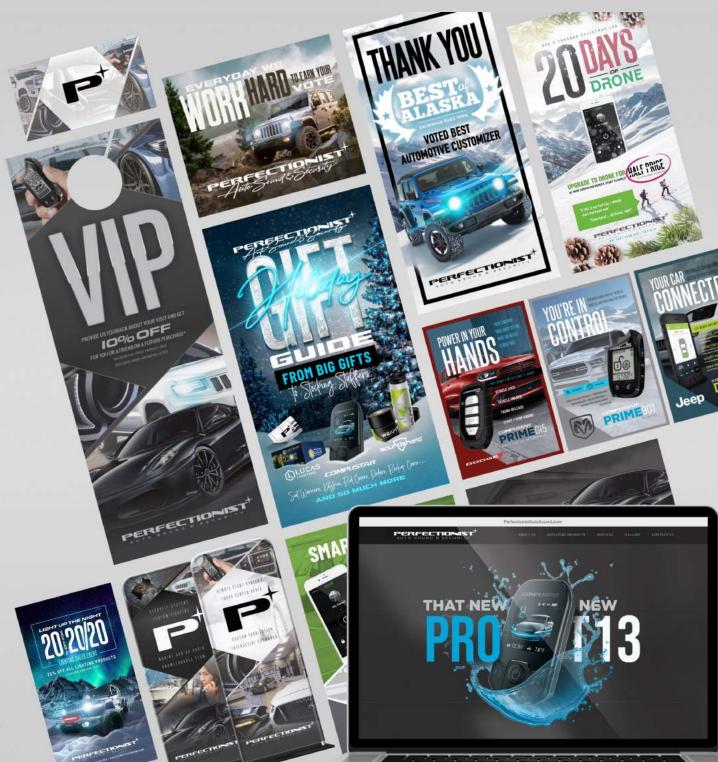
When Perfectionist became a part of the D'zine Alaska family, they were still operating out of the shop across the way from where they are now. It was 1/6th the size and they had a marginal reputation in the community.

Then shop manager, John Schwartz wanted a fresh look. He was dedicated to turning the original home of Compustar® and two-way remote start technology into a world class auto customization facility and we've spent the last 17 years working with them to accomplish that.

Through a polished rebrand and many years of updating and investing in their look and refining their customer experience we have worked with them to create a visual message that is worthy of their now industry leading and award-winning reputation.

We get many referrals from those who come across Perfectionist's "extremely professional and refined look" and we couldn't be prouder to be a part of their journey.

www.perfectionistautosound.com



SOUNDSHIELD

In 2019, necessity and innovation lead the team, at Perfectionist to develop a new industry leading sound deadening technology for aftermarket vehicle upgrades. SoundShield USA was born right here in Anchorage.

Having been the creative resource for Perfectionist for over a decade, John brought us into the mix to bring a new brand concept to life and up to the level needed for a company with global market reach.

In addition to developing the company name and brand concept, we have design and developed all aspects of the creative and visual experience with display solutions, marketing collaterals, advertising creative, their website, apparel, signage, packaging and much more.

As they grow beyond sound deadening, SoundShield is changing their industry in incremental yet valuable ways.

www.soundshieldusa.com



ALASKA EYECARE CENTERS

Serving Alaskans for over 70 years, Alaska EyeCare Centers has been a trusted resource for vision health since before statehood.

The clinic came to D'zine Alaska many years ago because they didn't have a presence online and they wanted to make sure that they were growing and adapting to new trends in marketing and how patients may be seeking information regarding their services.

In 2009 we launched their first website and over the years it evolved into the site shown here. It was important to incorporate updated technologies and features to more easily inform existing and potential patients as well as secure appointment bookings directly.

We eventually expanded into providing collateral design as well as social media content creation and management.











Alaska EyeCare







Welcome to Alaska EyeCare Centers!

We want you to "SEE to LIVE" and we know that your life's visual needs are as unique as you are! We combine experience, advanced technology and a genuine eithinde of caring to make your yest with us, unmarrised in the community.



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With the help of our frendity, well trained staft, our Eye Health Professionals, Dr's Thanepoinh, Rebin-Foctoren, Nolls, Ford, Clook, Geesy and Gostlan frang a comprehensive level of clinical care and excellence in customer service to all our valued patients. We are committed to provide you with the ultimate comprehensive vision care experience, ranging from annual eye health exisms to emergent needful healthness. We also offer a full service optical boustique, the furgest reventory in Assiss, carrying the lottest EyeWeer and a work range of contact lenses that are well-suited for our Aleskan Arctic Desert environment is on-size bits and two convenients for locations.

CARING FOR THE EYE HEALTH OF ALASKAN FAMILIES SINCE 193



www.AlaskaEyeCare.com



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KRAKEN SHIRT CO.

FORMERLY BIG DIPPER CLOTHING

Our friends over at Big Dipper Clothing had been a partner in producing screen printed apparel solutions, stickers, banners and more for many years. We collaborated regularly on tshirt designs for their many projects and as they've grown and adapted to changing needs and business models, a rebrand was soon needed.

They said "we loved the kraken shirt you did for us years ago, we want to be Kraken Shirt Co, what can you come up with?"

So we got to work on our "Slinging Ink" concept and helped bring a bold and iconic brand idea to life. The Krakens black ink calls to the screen printing process and our hand created lettering which is modern and tech forward has a perfect fit structure that also highlights the AK with which it was born.

www.krakenshirtco.com



SELFIE WRLD ALASKA

Social media has quickly become as second nature in most our daily lives as breathing. Selfie culture is at the heart of how we use the cameras we carry in our pockets and the ability to stand out from the crowd is always sought after.

It was only a matter of time before there'd be a business model looking to capitalize on innovation focused on those trends.

Selfie WRLD is a franchise of do-ityourself photography studio suites aimed at merging convenience, variety, and personality in dynamic ever changing environments.

When Ray came to us launching Alaska's first "selfie gallery" he wanted help refining and growing his message and audience. We helped develop a look that took the franchises main logo and color palette and transformed it into a brand ecosystem that feels like instagrams sexier cousin.

























INDEMNIS UAV RECOVERY SYSTEMS

When operating a drone way overhead capturing video or other imagery, occasionally problems arise and the last thing you want is a 15 pound, \$3,000 piece of equipment falling out of the sky and killing someone or being destroyed.

Indemnis develops drone recovery systems like the Nexus. They came to us initially to get some photography done of their prototype and it expanded into us developing full brand evolution, marketing collaterals for their first trade show, product support collaterals, packaging design, their new website and much more.

Noted as a true "unicorn" in Alaskan startups, Indemnis quickly got the attention of some of the biggest names in drone technology and UAV interests.

We're proud to have been such an integral part of their growth and taking them to new heights.

D'ZINEALASKA

www.indemnis.com



ELVI FOR STATE SENATE

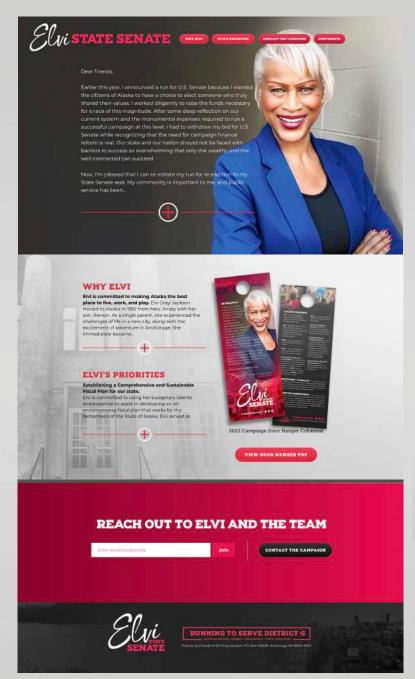
As Elvi's public service grew and expanded from municipal Assembly into the state legislature, D'zine Alaska was one of her first phone calls.

"Don, I'm ready to go to the next level and I can't get there without you".

So it was time to refresh and evolve the look, messaging, and overall tone of her brand and collaterals while focusing on her core strengths and now proven leadership.

ELVI 2.0 as we called it.

Building on where we had been but bringing a statewide level of polish that fit a wider audience with a Capitol city feel. We got to work on new campaign photography, a fresh website, new yard signs, door knocker card, direct mail pieces and more.





DON JOSE'S CANTINA + **RESTAURANT**

For years the folks who run Don Jose's had been wanting us to work with them on revitalizing their design language for menus and promotional collaterals. So when availability opened up they jumped at the chance to retain us making them our newest restaurant client.

We got to work developing a hand drawn logo concept worthy of being emblazoned on the side of a tequila barrel.

We started capturing their food imagery with close attention to lighting, plating, use of textural ingredients and cultural aesthetics that helped tell the story of their delicious and authentic Mexican dishes.

We built a new menu system from the ground up that made it easier to navigate and inspired an appetite to explore their culinary journey.

And finally we brought their promotional elements to life with upbeat lifestyle imagery and elements that sell the feel of a good time to be had at Don Jose's.



BEANS CAFE EMERGENCY SHELTER

At the outbreak of Covid-19, Bean's Cafe was tasked with setting up and operating an Emergency Pandemic Shelter in a local sporting arena, they needed procedural posters to inform and organize guests and staff.

We took our inspiration from one of our favorite typeface families with roots tracing back to the German Institute for Standardization. German government and industrial institutions needed a font for various official applications in signage, notices, and correspondence that would be easy to read in all sizes, command a sense of authority and be trustworthy.

For the shelter signage we nodded at this history of clear communication and combined it with bold colors that convey urgency and importance. We paired that with our hand drawn illustrations making it balance between authority and friendly, which in turn keeps people calm and safer.

We love that our small impact on this brief period in human history will have been made a little better by good design, inspired by the history of good design.



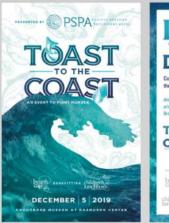
TOAST TO THE COAST A BEANS CAFE EVENT

Beans Cafe came to us looking to relaunch their annual food and wine fundraiser "The Pour" under a new name with a new identity. Dealing with homelessness and rampant alcoholism amongst the community they serve, the previous events name and image was being seen as problematic.

So we got to work on some concepts that would meet their criteria and impress their board and sponsors. The underwriting sponsor was the Pacific Seafood Processors Association and they were wanting to see this become a celebration of Alaskan seafood paired with wine and Alaskan craft beer.

Thus, "The Toast to the Coast" was the winning concept and the stunning visuals led to great community reception bringing in hundreds of event goers and raising tens of thousands of dollars to aid in efforts to warm and feed Anchorage area homeless Alaskans.

We couldn't be prouder of this transformative community minded work.



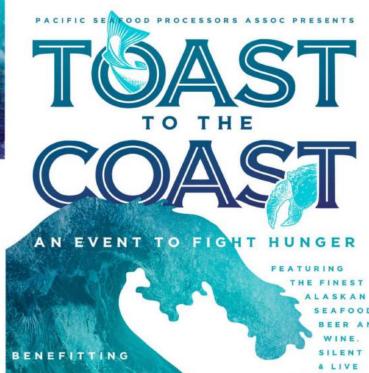


MENU & WINE PAIRINGS

MUSEW CAKE







AUCTIONS

AND MORE ...



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children's

NICHOLAS BEGICH FOR ASSEMBLY

Nick Begich decided that it was time for him to step up and put his experience and tenacity to work representing the Eagle River and Chugiak communities on the Anchorage Assembly. He was up against two major obstacles he needed help with though...

1: He was a republican with the last name Begich running in an area that needed to learn he was a true conservative.

2: He was running to unseat a candidate whose entire family grew up in Chugiak for two generations.

We were brought on board to help develop the campaign brand that would tackle those concerns and brought him within just a few percentage points of victory against a political opponent who was very popular in that district and who had initially polled as winning by more than 15 points. We're proud to have helped close that gap and garner Nick such public trust and support.

CAMPAIGN POSTCARD



FUNDRAISER INVITES















FACEBOOK ADS

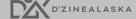
WEBSITE BANNERS











MERCEDES-BENZ OF ANCHORAGE

Soon after taking on the weekly print ads for Worthington Ford, we were brought on to develop print ads for their other dealership brand, Mercedes-Benz of Anchorage.

Tackling print media and design for one of the biggest and most refined brands in the world was a whole new animal for us.

It requires a vicious attention to detail.

An unparalleled dedication to brand integrity and regulations. And it means having to fall in love with the subject matter to a point where you believe you live and breathe for that brand.

We feel that we did more than justice to the name Mercedes-Benz. We feel that we've created the perfect balance between local Alaskan flavor and world renown vehicle innovation and luxury.



CANNABIS CLASSIC

Soon after recreational marijuana was legalized in Alaska, in stepped a team from out of state eager to put their knowledge and experience from other legal states to good use in Alaska.

They had a vision to create an educational and enthusiast rich event that would breathe life into the new emerging industry here.

Seeing a great need and potential in this new industry, we approached the Northwest Cannabis Classic organizers excited to get involved. We worked to develop clear messaging and branding elements, collaterals, social media graphics, packaging, tradeshow elements, trophy designs and much more to elevate the event to new heights.

Feedback from industry experts was that it was one of the best looking and best branded events they'd been to in the world.













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BABYVEND

Before being well know in the community for her innovative and inspiring work, Jasmin Smith was a single mom of twins looking to create a solution for parents just like her.

Parents who too often found themselves out and about with babies and/or toddlers and without items they needed.

When Jasmin was featured in local news for her entrepreneurial spirit, it caught our eye and heart and we thought, this could really be a great collaboration.

So after meeting for coffee, Jasmin was excited to let D'zine Alaska take BabyVend to several new levels. We started with a ground up brand overhaul which led to the new design ecosystem and machine designs.

Now BabyVend has gotten the attention of investors, Disneyland, and about 4 dozen locations across the United States and counting.



Babyvend

Babyvend

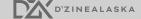








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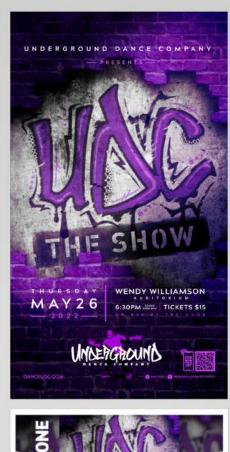
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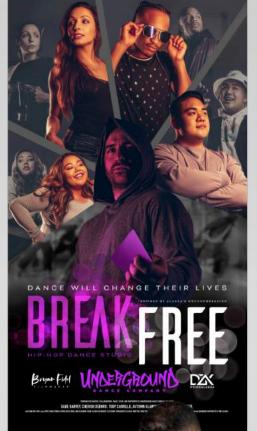
UNDERGROUND DANCE COMPANY

Underground Dance Company was started by Gabriel Harvey and Ernest Gray as a place of fellowship for dancers and would-be performers to educate and celebrate in all things related to moving your body to music.

With a focus on hip-hop and street style dance, UDC quickly gained a reputation of the highest caliber. The go-to studio for not only young people wanting to learn, but for local events and venues who wanted to book talent showcasing exciting entertainment you could see, hear, and feel.

Dance is a universal language and we are proud of our little slice of their history in bringing engaging visuals to promote performance shows, capture special projects like their feature film, and the development of their brand refresh and swag collection.















KFAT 92.9

Alaska's radio station for the hottest hits and hip-hop has been at the forefront of local entertainment and culture for over two decades yet their branding quickly became out dated.

We were brought in to update and then update again as to keep their visuals as on trend as their sound.

From event promotionals, to contest web banners, promo apparel, vehicle wraps and more, D'zine Alaska keeps KFAT 92.9 looking clean and fresh.

D'ZINEALASKA



SUNSATION SUN SPA + CRYO

Sunsation is a long standing Alaskan family owned collection of tanning salons that came to us looking for cohesion among the design and messaging of their then 3 locations.

> We worked with them to develop branding and a design language that finds that balance between "going on vacation" and "living the alaska life".

Our efforts have helped them grow to 6 locations and win them accolades year after year as the top tanning salons in Alaska. Their brand recognition and unified customer experience is unmatched in UV and sunless services.

We've also developed over the years three variations of their website including the current version. A balance between user friendly mobile and visually engaging to draw interest and convert visitors.

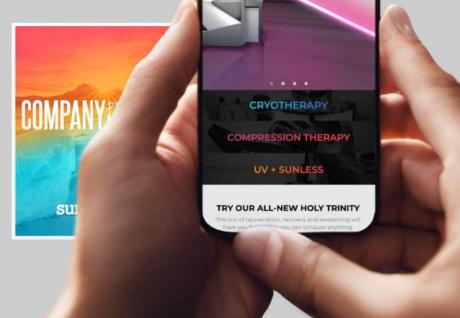
sunsationak.com











VOODOO JAMS

Noelle and Kim traveled the world enjoying their time and satiating their inner foodies when, during a trip to France, they were inspired to try their hand at hand crafted jams. A little drinking during the process led to a thought... "Would people enjoy creative jams infused with spirits and beer?"

Turns out it was a loud YES.

They came to us partly because years ago Noelle's husband was one of our very first clients and partly because they knew that this brand needed a specific eye and creative perspective. They wanted a brand that felt wicked and fun and blended their sense of macabre and luxury. Their love of a voodoo doll they took around with them in their travels all led to the brand we designed working closely with the "curators of spirited foods".



ZOMBEANS COFFEE HOUSE

One of the wildest projects we've worked on is the brand development of a new local drive up coffee house in Anchorage. Located at the corner of Dimond and Victor Rd is Zombeans.

Serving coffee so good it can wake the dead, Zombeans is a venture put forth by husband and wife team Jess and Jeannie Hepper who wanted something quirky and memorable.

Putting together zombie themed consumables that are somehow still appetizing is harder than it sounds. What we focused on was developing a brand that was fun and edgy. One that customers would want to carry, wear and drink from.

If you haven't stopped by for a signature drink like the "Brain Freeze", you should.



VARIOUS EVENT PROMOS













VARIOUS LOGO DESIGNS















































