



MCKNIGHT
INCLUSIVE DESIGN

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mcknightid.com

Portfolio.



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About Us.

1-in-6 people globally have difficulty accessing digital content the way it is traditionally designed and built.

With this in mind, our agency became one of the first in Ontario to focus on closing this gap by prioritizing accessible design, and the first agency to use inclusive design principles as a catalyst for social change.

WHO WE ARE

Established in 2018, McKnight Inclusive Design is a multi award-winning digital design studio that develops materials and brand strategies that are compassionate, accessible and inclusive.

We aim to teach businesses like yours about the benefits of incorporating inclusive best practices into your culture and workflow—and show you first-hand that you don't have to sacrifice beautiful design to do it.



BEX MCKNIGHT
CREATIVE DIRECTOR

EDUCATION & TRAINING

We are an Accessibility for Ontarians with Disabilities (AODA)-certified agency, with formal education in Diversity, Equity & Inclusion (BA Hons.) as well as specialized design education from the University of Toronto, and Indigenous relations & allyship through Indigenous Corporate Training Inc. We also aim to inspire the next generation of designers through guest lecturing at Niagara College in the Graphic Design Program, where our Creative Director serves as the Vice Chair of the Program Committee.

AWARDS & ACCOLADES

2023	<i>dotCOMM Award - Gold</i> Association of Marketing and Communication Professionals	Awardee: McKnight Inclusive Design Winning Site: modwineco.com
2023	<i>Best UI, UX & Innovation Award</i> CSS Design Awards	Awardee: McKnight Inclusive Design Winning Site: modwineco.com
2022	CommunityVotes Niagara Region CommunityVotes	Top Pick: McKnight Inclusive Design Category: Graphic Design; Web Design
2021	<i>Niagara Business Achievement Award</i> Greater Niagara Chamber of Commerce	Finalist: Bex McKnight, Creative Director Category: Science & Technology
2021	<i>Niagara 40 Under 40 Award</i> Business Link Media	Awardee: Bex McKnight, Creative Director
2021	Women in Business Award Greater Niagara Chamber of Commerce	Nominee: Bex McKnight, Creative Director
2020	<i>Canadian Women's Entrepreneur Award</i> Royal Bank of Canada	Nominee: Bex McKnight, Creative Director
2020	<i>Platinum Choice Award</i> NOTL's Choice	Awardee: McKnight Inclusive Design Category: Best Graphic Design Studio

Web Design
Branding & Identity
Digital Marketing
Graphic Design
Packaging
Inclusivity Consulting

Our Work.



LEGACY HEALTH & PERFORMANCE

Performance Cannot Be Built Upon Dysfunctional Movement

The Bicycle Fit Lab can help make your cycling more enjoyable, improve efficiency and reduce your chances of cycling related injuries. We work 1 on 1 with all types of cyclists, whether you are new to cycling or a seasoned professional.

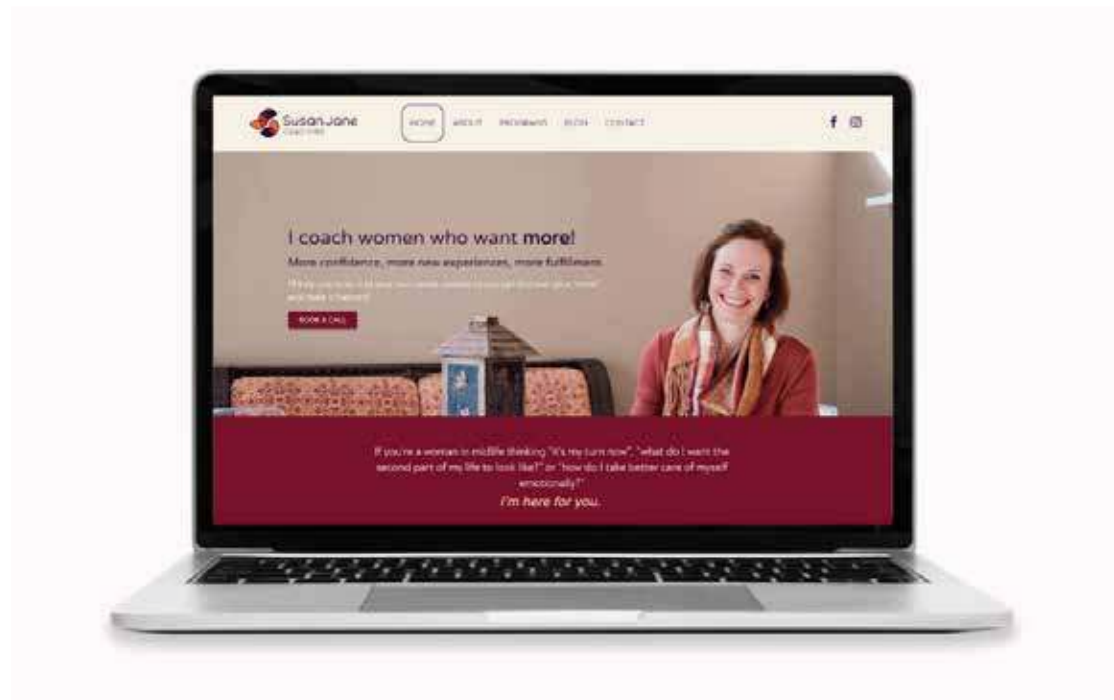
[Learn More](#) →

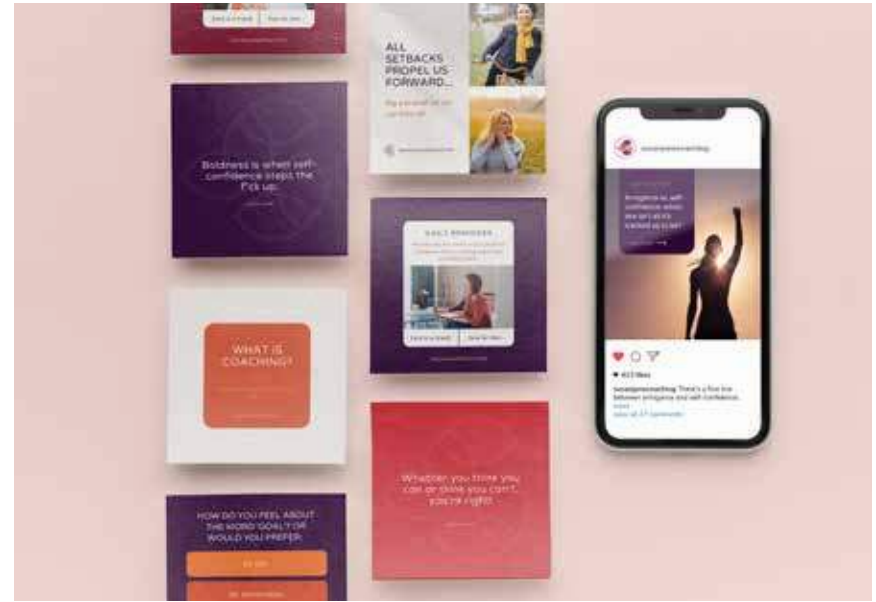
FEATURED CLIENT

SUSAN JANE COACHING

Susan Jane Coaching is a coaching practice for women in mid-life. MID was responsible for the development of the Brand Identity, as well as designing and developing an AODA-compliant accessible website that would educate visitors on the benefits of coaching and allow them to purchase coaching programs. We also developed and managed the Brand Launch with a targetted marketing campaign, which included digital strategy, the design of a Lead Generation asset, an email marketing campaign as well as the design and management of digital ads. After the brand launch, we continued to provide support through our Inclusive Consulting retainer services to ensure that all of their content - both digital and print - remained inclusive, accessible and consistently on-brand as they grew.

BRANDING & STRATEGY
WEB DESIGN
GRAPHIC DESIGN
DIGITAL MARKETING
INCLUSIVE CONSULTING







FEATURED CLIENT

WEB DESIGN

GRAPHIC DESIGN

DIGITAL MARKETING

INCLUSIVE CONSULTING

SOCIAL MEDIA MANAGEMENT



THE ROUNDTABLE

goroundtable.com

The Roundtable is an award-winning executive group and team coaching organization which helps leaders and teams thrive in times of growth, disruption and change. Beginning in 2019, MID has helped the Roundtable become a more inclusive and accessible organization through the redevelopment of their website, the production of accessible coaching and marketing materials, and on-going Accessibility & Inclusion consulting. Together, we have launched a number of strategic digital marketing campaigns aimed at increasing sales and building brand equity, aligned digital and print collateral to their Brand Values, built an engaged social media following, and created a successful subsidiary brand.



FEATURED CLIENT

DAIRY PROCESSORS ASSOCIATION OF CANADA

We partnered with DPAC to launch a letter-writing campaign to encourage community members and businesses to write to the House of Commons Ministers, asking the Federal Government to fulfill the financial commitment they made to support Canadian egg, dairy, and poultry processors for full and fair compensation. The campaign included the development of a bilingual AODA-compliant accessible website, as well as an accessible and cohesive branding suite of campaign assets, including social media headers, graphics, email banners, online ads, and print ads. As a result of the hugely successful campaign, the government announced \$292.5 million to support Canada's dairy, poultry, and egg processors in the proceeding Federal Budget.

WEB DESIGN
GRAPHIC DESIGN
DIGITAL MARKETING
PRINT MARKETING
INCLUSIVE CONSULTING



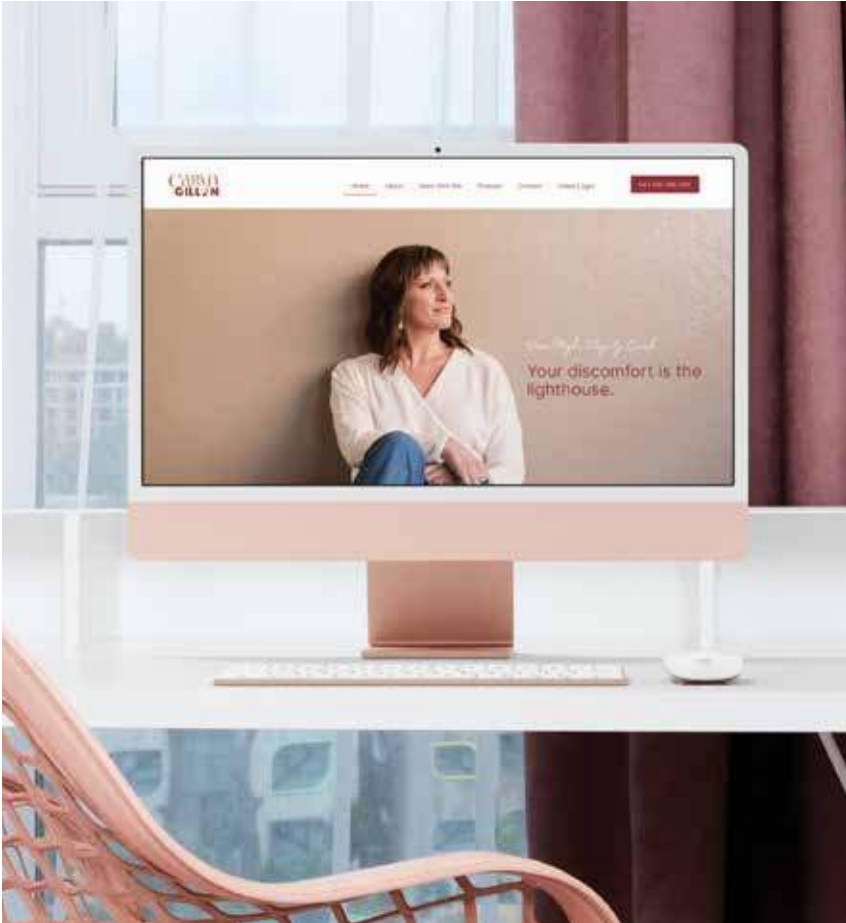
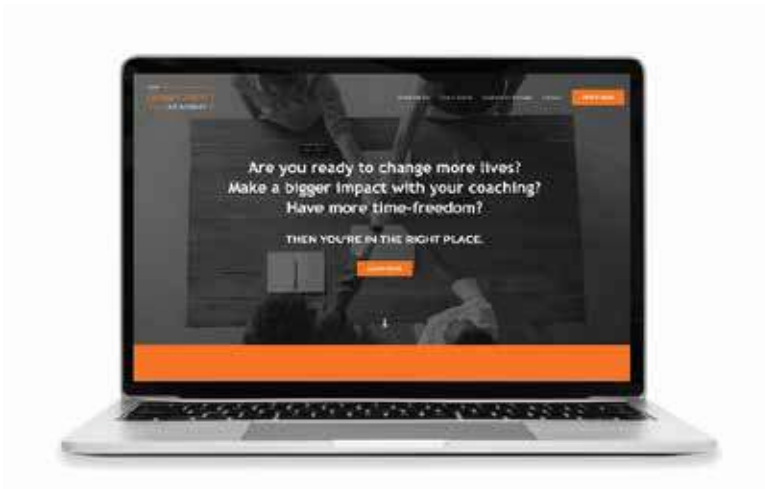
DPAC ATLC

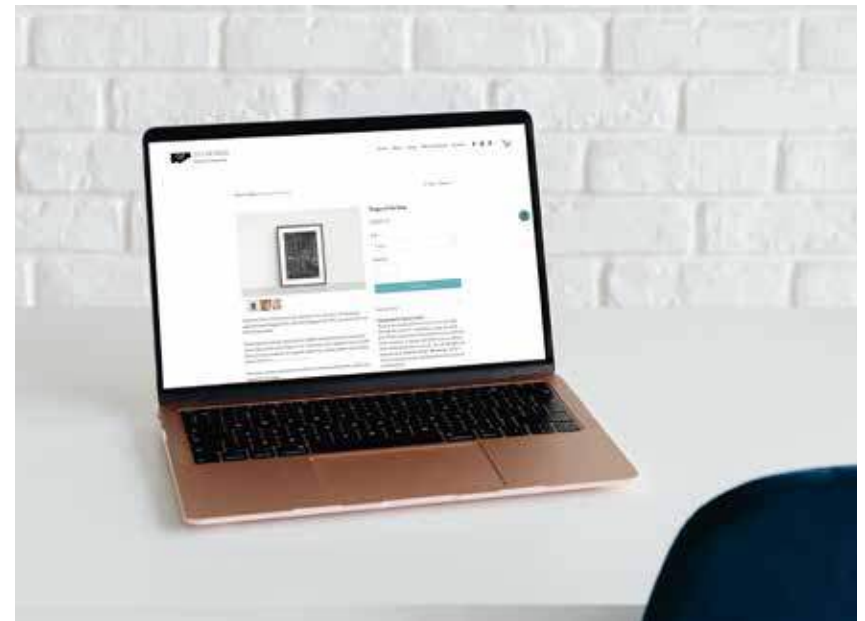
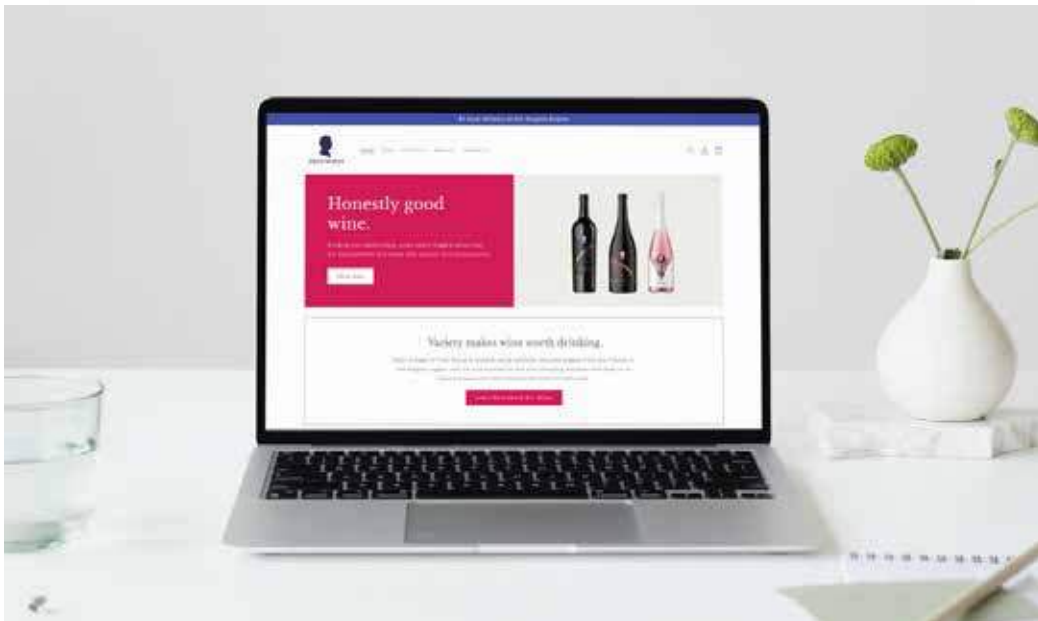
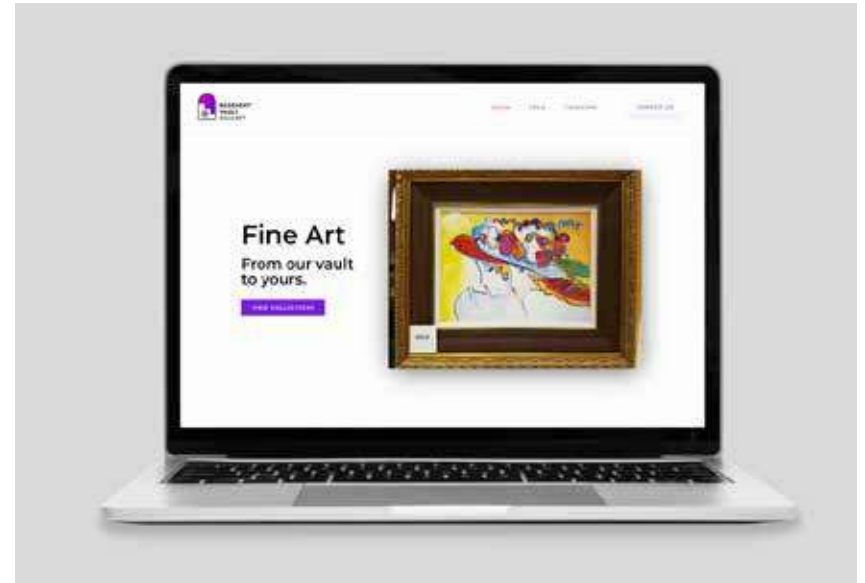
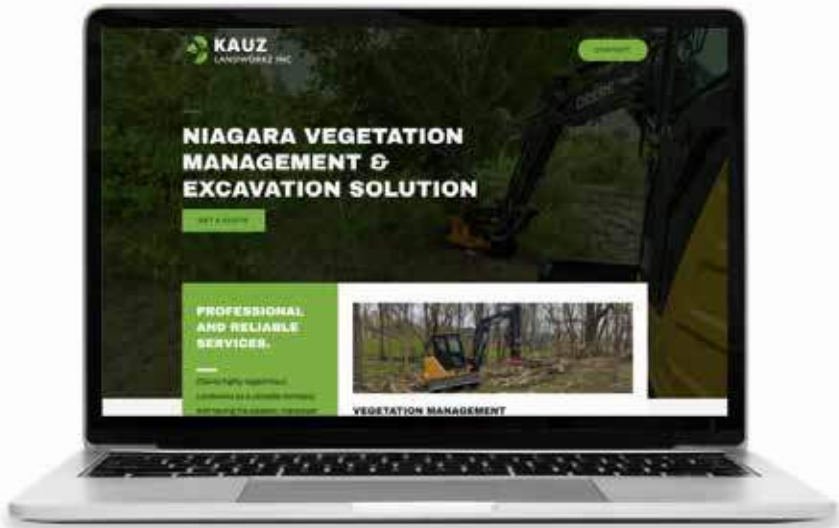
Dairy Processors Association of Canada
Association des transformateurs laitiers du Canada



WEB DESIGN

FULL DESIGN & DEVELOPMENT | LANDING PAGES | E-COMMERCE





NEVER GO BLINDLY INTO YOUR FRIDGE.

6 DOTS is dedicated to stocking every fridge with great quality beer - whether you can see it or not.

Our Braille labels provide an easy way for those with low-to-no sight to distinguish between brews and bottles so you'll never accidentally grab that soda again.



PACKAGING DESIGN



BRANDING & IDENTITY





tailor made
TRAVEL



We've worked with **over 100** amazing clients including Universities, non-profits, entrepreneurs and small businesses. These are just a few of the incredible organizations we've made an impact with.



Our Clients.

Client Testimonials.



"Bex is a pleasure to work with. She is very responsive and understood our vision for our website & company. McKnight Inclusive Design met all of our needs and assisted in creating an overall clean and effective look for our website. The design has made our website much more accessible and allows our customers to find products much more easily which has definitely helped our business. Look no further for your web needs!"

MARLENE FRIAS
Vice-President | ACE Universe/ACE Comicon



"MID has been integral to our business! From strategy, brand, social media, communications and ad hoc projects, they have become an extension of our operations. Bex in particular is so professional and knowledgeable, and an absolute pleasure to work with. As a first time entrepreneur buying a business at the start of the pandemic, MID was there to help us each step of the way. The responsiveness and work are of the highest standard that I have seen in my career. I highly recommend, a good investment in your company."

JAMES OLSON
Owner | BarterPay Niagara



"Bex is an intuitive, creative mind-melding genius! She "got" my vision for my website and branding with guided smart questions, curiosity and playfulness. Whenever I felt "stuck" or "confused" or "torn" she talked me through the reasons why and together we made incredible decisions. I love my new site and adore her... Bex is a dream to work with and I cannot wait to create something together again! "

CRYSTAL ADAIR-BENNING
Owner | Distinct Occassions & WordMagic Copywriting



We design with empathy.

Because the most meaningful world is one we can all access.
Equally.

We believe in eliminating barriers to inclusion through the use of smart, accessible and attractive design. We use a holistic and collaborative design process to ensure that our designs help position your brand as an industry leader through inclusivity.

With over 10 years of education and experience in Diversity, Equity & Design, we use the latest tools and technologies to ensure that our designs are not only pixel-perfect, but include equitable representation and consideration of the needs of marginalized populations.

Let's design a more inclusive world together!

CONTACT US TODAY TO GET STARTED.



