



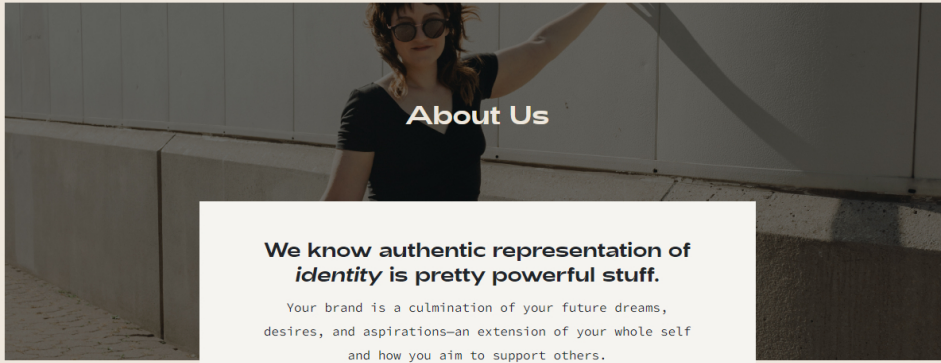
LI

MI



NA

L/



## About Us

**We know authentic representation of identity is pretty powerful stuff.**

Your brand is a culmination of your future dreams, desires, and aspirations—an extension of your whole self and how you aim to support others.



Liminal States reflects our craving for a business, lifestyle, and self that served a greater purpose than our humble beginnings. We heard the call to move past the familiar and create a future more authentically aligned with our unique desires that would empower others to do the same.

But let's clarify something: Liminal States is passionately anti-hustle—and we understood this transition to a more conscious, timely approach would guide us in the right direction of building a sustainably maintained brand.

**"Through a *personalised* approach, we can discover that ideal future state."**

We envision ours to have a mindful outlook—allowing us time to nurture our client relationships, build strong communities, and support others through brand identity work as an act of self-care and honest expression. Whatever your future vision is, we aren't here to judge. We're here to discover how your brand visuals can support you and reflect your brand's genuine self while seamlessly connecting you to your community of fans. By doing this conscious work, we're taking steps to make both of our future visions a reality.

[/ OUR PROCESS /](#)

[/ IS MY BIZ ANTI-OT /](#)

Meet "J" ▶



J. AVOLIO  
CREATIVE DIRECTOR

My past experiences in agency settings often felt creatively stifling, emotionally draining, and downright unfulfilling. Branching out on my own was something I always envisioned for myself, but fear of the unknown and limiting beliefs often got in the way.

**"Ultimately, I knew that becoming a business owner would give me *newfound freedom* over my work/life alignment."**

And that vision outweighed my current hesitations, every day. In 2018, I finally took the leap into full-time entrepreneurship and haven't looked back. Taking that first step to your future self can be frightening, but I've learned that moving through those liminal states brings to you a newer version of yourself that's bolder, freer, and unshakably you.

This perspective is why I'm so dedicated to not only continually building that vision for myself, but helping others explore how they can do the same. Because wedging yourself into someone else's vision for success feels uncomfortable, and it's much more fun getting to define that yourself.



ARTISTIC BACKGROUND

I have an honours B.A. in Fine Arts & Art History, which lends to referencing art movements and design principles in my work and creating designs that embody an artistic, timeLess quality.



MY MORNING ROUTINE

I practice self-care in the morning by drinking peppermint tea with honey in bed with the goal of having a slow start to my day. Once grounded, I start my creative workflow.



WHAT I VALUE MOST

I care deeply about social justice, identity, and building community. My mental and physical health are also a priority, which means honouring my time, energy, and boundaries.

ATES / LIMINAL STATES / LIMINAL STATES / LIMINAL STATES / LIMINAL STATES / LIMINAL STATES / LIMINAL STATES / LIMINAL STATES / LIMINAL STATES / LIMINAL STATES / LI

Band of Free Agents

We believe in deviating from what's seen in a typical agency structure by running a decentralized studio that's forward-thinking and collaborative. Partnering with a network of freelancers allows us to provide you with high-level agency support without the standard hierarchies of an in-house team. This emphasis on a collaborative approach enables us to tap into the creative strengths of each individual team member.



chi ngonadi

CHI NGONADI, WEB DEVELOPER

Chi is a talented developer with extensive coding knowledge in WordPress, Shopify, and more. She consistently helps us develop expertly-built sites.

AFRESHCREATIVE.CA



jess oddi

JESS ODDI, ACCESSIBILITY COACH

Jess is a Disabled Designer who specializes in accessible design, disability rep, and inclusion. She loves working on projects that empower marginalized communities

JESSICAODDI.COM



rin castellano

RIN CASTELLANO, LAYOUT DESIGNER

Rin is a true layout expert, helping us create everything from Welcome Guides, Slide Decks, Proposals and eBooks to help our clients with their digital collateral.

THECASTLEROSE.CA



emily woonching

EMILY WOONCHING, ASSOCIATE BRAND DESIGNER

Emily believes in strategy-based and heart-led design. She helps us build meaningful brand identity visuals that show your audience what you're all about.

EFOOCREATIVE.COM



carmelinne sanga

CARMELINNE SANGA, ASSOC. PACKAGING DESIGNER

Carmelinne has over 5 years in the design industry with an emphasis in branding, print & packaging design. She assists us in bringing your packaging vision to life.

CARMELINNE.COM



kristin pridgen



trae burdfront

KRISTIN PRIDGEN,  
CONTENT WRITER

Kristin reveals your magic through content, copywriting, and editing services that showcase the stories of entrepreneurs and small businesses.

[HARPERKEA.COM](http://HARPERKEA.COM)

TRAE BUNDRANT,  
TURNAROUND SPECIALIST

Trae's background is in digital marketing for women-led lifestyle companies with a focus on killer content and outstanding brand experiences & strategies.

[QUEENANDBERRY.COM](http://QUEENANDBERRY.COM)

WANT TO JOIN OUR

## Creative Network?

We're interested in building a powerful community of creatives who can leverage their own individual strengths and interests. Feel like you'd be the perfect addition?

[/ EMAIL US /](#)

A creative studio in  
[Hamilton, ON.](#)

LIMINAL  
STATES

We're committed to diversity,  
equity, and inclusion

[SHOP](#) [ABOUT](#) [PROCESS](#)  
[WORK](#) [CONNECT](#)

© Copyright 2023 Liminal States. All rights reserved.



Design by Liminal States / Development by Afresh Creative