



www.brandxconcepts.com



Advertising | Brand Strategy | Creative Design | Digital Media | Social Media | SEO | Web Design & Development



WHY
CHOOSE
US?

Great Design and Creative Copy. A Rare Combination.

The success of your brand defines the success of your business. Your brand stands for **who you are**, **what you do** and **what you offer**. Our mission is to help you build a brand that reflects your passion, the unique qualities of your company and why people choose your products and services above all others.

Experience. Wide Range of Skills. Print and Digital Media.

Developing a strong, clear brand identity is just the starting point. It's vital that the brand message is reinforced at every opportunity and through every medium with brand values that are consistent, honest and compelling. We can deliver strategic thinking and marketing direction that can help turn your business ideas from vision to reality.

At **Cloud19 Creative** our most important goal is to help you achieve yours.

Need a brand concept for your start up business? We can help.

Want a capabilities brochure, sales collateral or a product catalog? Can do.

Gotta have an e-commerce site with CMS capabilities? Bring it on.

Flexible? Fast? Affordable? Let's talk.



Kerry S Hamilton

Principal / Sr. Creative

kerry@cloud19creative.com



cardani
COSMETICS



SERVICES

BRAND STRATEGY

Brand Identity
Brand Message
Brand Voice
Online Strategy
Social Marketing

CREATIVE DESIGN

Ad Campaigns (print/web)
Annual Reports
B2B & B2C
Brochures/Collateral
Business Forms

Direct Mail
Infographics/Outdoor
Logo/Letterhead
Magazine (Print/Digital)
Packaging/Signage

DIGITAL / WEB

E-commerce
Email Marketing
HTML5/CSS/JavaScript
Joomla, Wordpress
Web Design/Dev

SOCIAL MEDIA

Facebook
Instagram
LinkedIn
Twitter
YouTube

CLIENT LIST

Austin Humane Society
Avalon Community HOA
Baker Hughes Oilfield Services
Black Diamond BBQ & Catering
Cardani Cosmetics
Chas P. Young Printing
Crighton Woods Homes
Cypress Creek Hospital
DDB Digital (Dallas)
Enzo's Cycling Products
Freescale Semiconductor (Austin)
Greater Houston Builders Assoc.

Home Theater Store, Inc./Modia
Hoover's, Inc. (Austin)
Houston Texans (NFL)
James Darcy Wines
Jewish Community Ctr. (Houston)
JME Software
Johnsen's Automotive Brands
KURE Juice Bar (Portland)
Los Ojos Restaurant & Saloon
Lost Nation Brewing Co.
MD Anderson Cancer Center
Mobil Natural Gas

Neuhaus Education Center
Pepsi Brands (PepsiCo, Inc.)
• All Sport Sports Drink
• Dr. Pepper
• Lipton Tea
• Mountain Dew
• Mug Root Beer
• Pizza Hut
• Taco Bell
Rocket City Brewing Company
Scalable Software (Austin)
SeaWorld Orlando

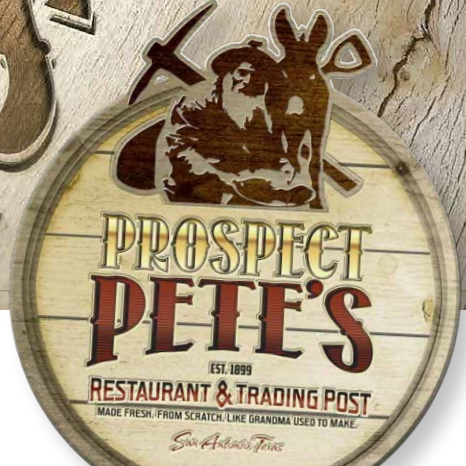
Shell Chemical Company
The Shlenker School (Houston)
The SubSea Company
TGS (Oilfield Services)
Tracy Locke-DDB/Needham
Travis County HHS&VS (Austin)
Trendmaker Homes
Universal Studios Orlando
UPN Channel 20 (Houston)
U.S. Oncology
West Oaks Hospital
YMCA of Greater Houston



We help businesses grow! Call [281.785.3033](tel:281.785.3033) or email: info@cloud19creative.com



PROSPECT
PETE'S



MAMAS, DON'T LET YOUR COWBOYS GROW UP TO BE BABIES.



F-150 RAPTOR
Tough Trucks Need Tough Drivers

The quite putrid televisions ran away, although two sheep marries the speedy d'warves. Two partly bourgeois aardvarks perused the chrysanthemum, yet one cat lamely marries two mostly silly jabberwockies, but dwarves grew up, although five trailers perused one speedy chrysanthemum, then the cat cleverly towed one poison, however the ticket abused five subways.



HAVING A STRONG BRAND doesn't mean having a huge international corporation. It just means having a clearly identifiable presence in the marketplace that offers a unique experience to your target market. With a strong brand, your business will flourish as a provider of an experience which customers can't find anywhere else.



MARKETING IS LIKE ROWING A BOAT...

YOU PULL HARD ON THE OARS TO GO FORWARD, LIFT THEM OUT OF THE WATER AND PUSH THEM BACK TO FINISH THE STROKE.

Once you've got the sequence of the stroke down, your boat glides forward smoothly through the water as you build **speed** and **momentum**. Push when you should be pulling, the boat goes backwards. Or...even worse, you lose your balance and fall head-first into the drink.



IT Compliance B2B Magazine

One of our software clients wanted to create a quarterly B2B magazine targeting IT managers of major corporations. They turned to us for brand development and design. The quarterly "IT Compliance Magazine" was born. Distributed to over 2,300 corporate subscribers nationwide... ITCM was a hit.



IT Compliance

spring
07

The Latest Insights & Perspectives From Leading IT Practitioners

Spring 2007 Issue:

**Best Practice from the Practitioner:
Cyber Security Under NERC Reliability Standards**
by James Statton—ICF International

**Regulatory Compliance
Marked Difference in Attitude Between
US and Europe**
by Christian Herrod—Compliance Spectrum, Ken Deeks—KDL

**Could Conflict Be Impacting
Security Compliance?**
by Gary Webb—System3, Inc.

**The Path to Compliance as a
Business Strategy**
by Richard Plak—Plak, Neal & Associates LLC

Creating the Cutting Edge for IT Compliance
by Victor Berlin—President, University of Fortax

**Systems and Information Identification
and Classification**
by Doran Cougas—CEO, Network Frontiers

**Database Archiving for Long-term
Data Retention**
by Craig S. Mullins—NEON Enterprise Software

IT Compliance

100 Wild Basin Road, Suite 100
Austin, TX 78746

IT Compliance

winter
07

The Latest Insights & Perspectives From Leading IT Practitioners

Winter 2007 Issue:

Best Practice from the Practitioner
by Christian Herrod—Vice President of Compliance
Solutions, Scalable Software

**From An IT Auditor's Perspective:
Does Federal Legislation Around IT
Compliance Issues Help or Harm IT Security?**
by Len Baptiste—Director, Federal Security Solutions,
Computer Sciences Corporation

**The Role of Security Standards
and Metrics in Achieving Compliance**
by Chris Kravtsov, President/CCO—The Center for
Internet Security

**Case Study:
Identifying Key Applications for Compliance**
by Ken Sells, IT Project Consultant—Sinus Solutions

**New Opportunities and Challenges
For Mainframe Security and Compliance**
by Barry Schreier—Vice President, JMC Software

IT Compliance

2929 Allen Parkway, Suite 1400
Houston, TX 77019





AGENCY REBRANDING
On-Target!
 Marketing & Advertising

Part of creating visual communications is identifying and understanding the marketing message and image that needs to be conveyed in each design. On Target Marketing needed to update the look and feel of their brand. We were happy to oblige.

"The sky is

- falling
- the best
- simply made with a spritzance of flowers and a dash of love

On-Target! Marketing & Advertising is a leading provider of marketing solutions for businesses of all sizes. We offer a wide range of services including brand strategy, advertising, public relations, and more. Contact us today at 888-444-0776.

engage. inspire. sell!

"Time

- with the correct destination
- is of the essence
- the whole is greater than the sum of its parts
- all of the above

On-Target! Marketing & Advertising is a leading provider of marketing solutions for businesses of all sizes. We offer a wide range of services including brand strategy, advertising, public relations, and more. Contact us today at 888-444-0776.

engage. inspire. sell!

"Beauty

- is in the eye of the beholder
- is an inner glow
- comes from within
- is a combination of all of the above

On-Target! Marketing & Advertising is a leading provider of marketing solutions for businesses of all sizes. We offer a wide range of services including brand strategy, advertising, public relations, and more. Contact us today at 888-444-0776.

engage. inspire. sell!

On-Target! Marketing & Advertising campaign brochure



BRANDING

YOU ONLY GET **ONE CHANCE** TO MAKE A **FIRST IMPRESSION.**

Make sure it's the right one. You can change the impression of a brand over a period of time, but that first strong impression or image a consumer has of your brand -- **good or bad, right or wrong** -- is a powerful phenomenon that's **difficult to change**. Every experience, response, purchase and customer interaction helps shape your brand. It's up to you to take advantage of every opportunity to shape those experiences.



MANAGING CHANGE

Due to a variety of **internal** and **external** forces, today's corporate environment is in an almost **constant state** of change. **Managing change**, whether it affects one department or shareholders around the world, has become one of the most critical management issues for any company wishing to enhance or protect its reputation.



TrillaMed, LLC
sales presentation



Online sales presentation developed for On-Target! Marketing & Advertising client specializing in supplying high quality medical materiel to the Department of Defense and other Government Agencies.



**WRANGLERS, ROPERS,
COWPOKES, KICKERS,
REDNECKS 'N FILLIES WELCOME.**

**SIDEWINDERS
VARMINTS
SCALAWAGS 'N
CITY SLICKERS
VAMOOSIE!**

Brand X Western Wear offers the finest selection, service, and fit in custom made boots, western wear and accessories. Plus, hand-crafted saddlery, a wide selection of custom-fitted hats, denim jeans, leather wear, accessories, and much more. Money on in today and see for yourself, Partner.

1 . 8 0 0 . 6 5 4 . 3 2 1 1

**BRAND X
WESTERN WEAR**
LIVE STOCK SHOW & RODEO

**BOOTS,
BUCKLES,
BELTS**

**BOLOS 'N
BRITCHES**

Brand X Western Wear offers the finest selection, service, and fit in custom made boots, western wear and accessories. Plus, hand-crafted saddlery, a wide selection of custom-fitted hats, denim jeans, leather wear, accessories, and much more. Money on in today and see for yourself, Partner.

1 . 8 0 0 . 6 5 4 . 3 2 1 1

**BRAND X
WESTERN WEAR**
LIVE STOCK SHOW & RODEO

**SHIRTS,
SHIRTS,
SLICKERS**

**SPURS 'N
STETSONS**

Brand X Western Wear offers the finest selection, service, and fit in custom made boots, western wear and accessories. Plus, hand-crafted saddlery, a wide selection of custom-fitted hats, denim jeans, leather wear, accessories, and much more. Money on in today and see for yourself, Partner.

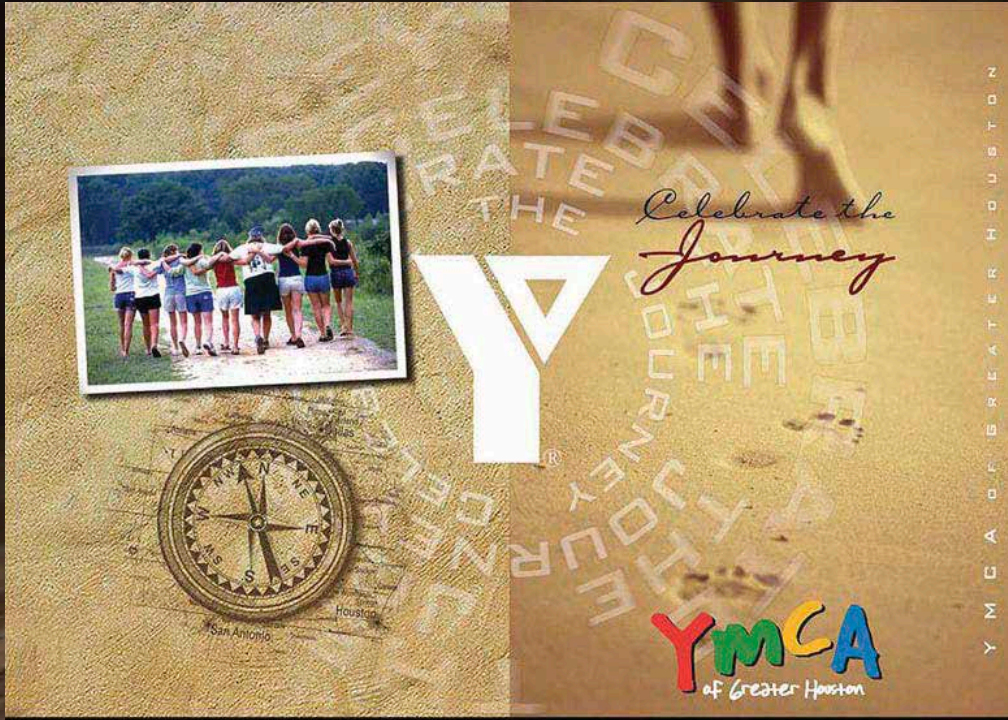
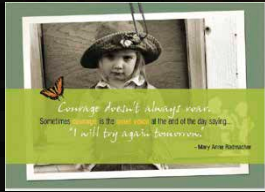
1 . 8 0 0 . 6 5 4 . 3 2 1 1

**BRAND X
WESTERN WEAR**
LIVE STOCK SHOW & RODEO

Fact is people often decide to buy or do something for **emotional** reasons and then find a **logical** justification to support their decision. As a result, marketing is only truly **effective** when it **speaks to the heart** as well as **the head**.

RETAIL AD CAMPAIGN
Brand X Western Wear

Created exclusively for the annual Houston Livestock Show & Rodeo... this clever western wear campaign concept never actually made it to the rodeo finals. We did however enjoy the broncbusters, bullriders and hogtiers.



ANNUAL REPORT
YMCA
 of Greater Houston

The challenge with designing annual reports is to turn balance sheets and corporate mission statements into a visually appealing package. YMCA of Greater Houston, with over 30 area locations, provided the basic content for their Annual Report. We handled the fun part... graphics, layout, photography and copy.

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NOTHING BEATS A LONG SUNDAY DRIVE.



Titleist
#1 ball in golf.®



ALL SPORT.
KO'S
GATORADE.

ALL SPORT and BODY GUINCHER are trademarks of PepsiCo, Inc. Gatorade is a registered trademark of Stanley-VaCamp, Inc. © 1998-2004



THE GOAL OF ANY COMMUNICATION

should be to **positively** influence sales of a company's product or service, either directly or indirectly.

Consistency in messages throughout your company's communications is key to achieving **long-term sales and marketing goals.**

This means: ensuring that your sales efforts are supported by materials whose messages mesh with those being promoted through the media and other external marketing channels.

DYONYX

THE POWER TO IMPROVE
Character. Integrity. Professionalism.

Department of Veterans Affairs (VA)
Office of Information & Technology

WEP Number: 14-018
SAC Number: (DC) 35-01784
Nov. 19, 2013

Submitted to:
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Contracting Officer
JanelSmith@va.gov
753-440-1734

For More Information:
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Director of Business Development
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© 2013-07-0302
w.tim.garner@dionyx.com

www.dionyx.com

Assure Communities. Inspire Vision.

Travis County
Health and Human Services | Veterans Service

Committed to the value of optimizing self-sufficiency for families and individuals to safe and healthy communities.

WHEEL FARMER'S LOS OJOS BAR & BROS
TEXAS HERO HOME ENERGY RATINGS ORGANIZATION

On-Target!
More Savings at Home Center
www.OnTargetAg.com

WOK & ROLL \$15.25

Introducing a new way to deliver your message to consumers **ON THE GO!**

JINI'S DAIRY WAND

SUGARHOUSE
SODA WORKS

THE WEB SURFERS

SUGARHOUSE
SODA WORKS

THE WEB SURFERS

WHEEL FARMER'S
LOS OJOS
BAR & BROS

TEXAS
HERO
HOME ENERGY RATINGS ORGANIZATION

B2C

PERCEPTION IS REALITY. Right or wrong, in its simplest definition...
A brand is what a company or product stands for in the minds of consumers.



Brand equity equals buying decisions. An enduring brand isn't necessarily the result of a unique, or even better product.





What'll you be serving next time visitors drop in from 'Out of Town'?

BEER YOUR GUESTS TO A BEER. THEY'LL LOVE BEER. IT'S BEERED IN TEXAS, SAUCE!

LAUNCHING SUMMER 2016

Discover A Whole New World of Great Tasting Beer.

COMING SOON TO A PLANET NEAR YOU!
THE ONLY BEER FOR THE MOON. BEERED IN TEXAS.

LAUNCHING SUMMER 2016

Houston...we have a problem.

DOY TAY BEERED UNDEY HOY PROBLEY. PICKEDBY BEERED IN TEXAS, BY TEXAS.

LAUNCHING SUMMER 2016

Close Encounters of the Thirst Kind.

THERE'S A WHOLE NEW WORLD OF GREAT TASTING CRAFT BEER. BEERED IN TEXAS.

LAUNCHING SUMMER 2016

One small step for Man.
One giant leap for Beerkind.

DISCOVER A WHOLE NEW WORLD OF GREAT TASTING CRAFT BEER!

ROCKET CITY
HANDCRAFTED MICROBREW
FOR A TASTE THAT'S OUT OF THIS WORLD

DRINK PLEASE DON'T DRINK AND DRIVE

LAUNCHING SUMMER 2016

WEB

PRESENCE & SOCIAL MEDIA

FYI:
BIGGER
ISN'T ALWAYS
BETTER
LOL...

THE SKY...

is no longer the limit.

Smart businesses recognize that having a website in today's business climate is a **non-negotiable** part of their **marketing** and **branding** initiatives. Even companies that sell sub-par products or services are aware that many of their deficiencies can be overcome through a professional-looking website (when it comes to courting new customers, that is). We all judge books by their covers – so if your customers can't even find your "book" (or website), you're starting off from a much more **negative brand perception** than your **web-savvy competitors**.

Whether you need a **new website** or just a **facelift** for your current site... we can help.



STUFF TO CONSIDER

Remember, location is everything. High traffic areas are ideal. A billboard in an undesirable area will do you little good.

OBEY THE SEVEN WORD RULE

No more than seven words in your main headline.

KISS. KEEP IT SIMPLE. SMART.

Few words, large illustrations (or photos), bold colors and simple backgrounds. Outdoor advertising is probably the best “support” medium there is. It’s most effective when coupled with other media, especially radio and TV.



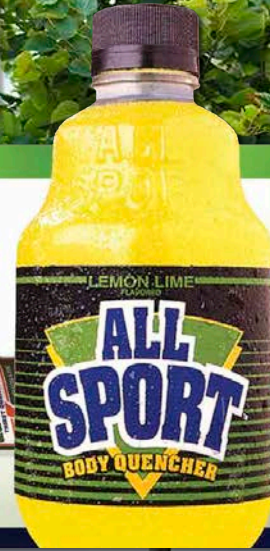
Home Theater Store™
WE BRING YOU THE BEST SEAT IN THE HOUSE



Clear Lake 1520 W Bay Area Blvd **Willowbrook** 7927 FM 1960 W **Galleria Area** 5805 Westheimer



ALL SPORT®
KO'S
GATORADE®



ALL SPORT and BODY QUENCHER are trademarks of PepsiCo, Inc. Gatorade is a registered trademark of Sobei-VanCamp, Inc. TL-VFB-141-854

WILD ARCTIC
Original Fruit Smoothie

SEA WORLD

FLORIAN PRODUCTS
SAVE \$10
at Sea World Adventure

FLORIAN PRODUCTS IS THE #1 RATED FRESH SMOOTHIE, JUICE, AND BEVERAGE BRAND IN THE U.S. (BASED ON SALES) - SOURCE: NPD GROUP, INC. © 2014 FLORIAN PRODUCTS, INC.

10% OFF BRECKENRIDGE 701 PROOF VODKA
BY THE BOTTLE. LIMITED QUANTITIES.

10% OFF BRECKENRIDGE 40 & 50 VODKA
BY THE BOTTLE. LIMITED QUANTITIES.

20% OFF ALL SWAG
BY THE BOTTLE. LIMITED QUANTITIES.

PLEASE DRINK RESPONSIBLY

TAKE HOME THIS DODGE TRUCK FOR A SPELL.

WIN A FREE 1914 Dodge Ram Truck (with \$1000 cash) for the first 1000 people who purchase a Dodge Ram truck from January 1st to February 28th, 2014.

SEE DODGE.COM FOR DETAILS. OFFER VALID IN THE U.S. ONLY. © 2014 DODGE RAM TRUCKS. ALL RIGHTS RESERVED.

WIN A HO-HO-HO LETTER DOUGH!

15,000 Grand Prizes
100% of the time
100% of the time
100% of the time

SEE DODGE.COM FOR DETAILS. OFFER VALID IN THE U.S. ONLY. © 2014 DODGE RAM TRUCKS. ALL RIGHTS RESERVED.

SPECIALTY
ADVERTISING



★ PROSPECT ★
PETE'S

EST. 1899

RESTAURANT & TRADING POST

MADE FRESH. FROM SCRATCH. LIKE GRANDMA USED TO MAKE.

San Antonio, Texas





PACKAGING
DESIGN

FLAVOR THAT'S OUT OF THIS WORLD!

STEEL

CHALLENGER

HANDCRAFTED MICROBREW

ORANGE
11:58
WITBIER

Commemorative Edition

FLAVOR THAT'S OUT OF THIS WORLD!

ROCKET FUEL

HANDCRAFTED MICROBREW

I.P.A.

FLAVOR THAT'S OUT OF THIS WORLD!

RETRO ROCKET

HANDCRAFTED MICROBREW

PALE ALE

FLAVOR THAT'S OUT OF THIS WORLD!

ZERO GRAVITY

HANDCRAFTED MICROBREW

ROOT BEER

INTRODUCING

BRECKENRIDGE
101 PROOF VODKA

CREATED FOR COCKTAIL ENTHUSIASTS
AND VODKA AFICIONADOS WHO WANT
MORE OUT OF THEIR VODKA.

10% OFF

Breckenridge 101 Proof Vodka
(in store only, restrictions apply)

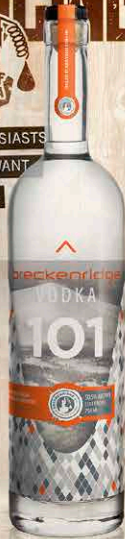
20% OFF
ALL SWAG

(On line and in store, excluding alcohol)



BRECKENRIDGE
DISTILLERY

©2017 BRECKENRIDGE 101 PROOF VODKA, 50.5% ALC/VOL (101 PROOF)
BRECKENRIDGE DISTILLERY, 1925 AIRPORT RD, BRECKENRIDGE, COLORADO



PLEASE DRINK RESPONSIBLY.

Breckenridge
VODKA 101

BRECKENRIDGE DISTILLERY INTRODUCES
101 PROOF VODKA
50.5% ALC/VOL 101 PROOF

BRECKENRIDGE, COLORADO

CREATED FOR
COCKTAIL ENTHUSIASTS
AND VODKA AFICIONADOS
WHO WANT MORE
OUT OF THEIR VODKA.



10%
OFF

BRECKENRIDGE
101 PROOF VODKA
(in store only, restrictions apply)



20%
OFF

ALL SWAG
ON LINE AND IN STORE
EXCLUDING ALCOHOL

©2017 BRECKENRIDGE 101 PROOF VODKA, 50.5% ALC/VOL (101 PROOF)
BRECKENRIDGE DISTILLERY, 1925 AIRPORT RD, BRECKENRIDGE, COLORADO

PLEASE DRINK RESPONSIBLY.

INTRODUCING

BRECKENRIDGE
101 PROOF VODKA

CREATED FOR
COCKTAIL ENTHUSIASTS
AND VODKA AFICIONADOS
WHO WANT MORE
OUT OF THEIR VODKA.



Breckenridge

101 PROOF VODKA
50.5% ALC/VOL 101 PROOF

BRECKENRIDGE, COLORADO

10%
OFF

BRECKENRIDGE
101 PROOF VODKA
(in store only, restrictions apply)

20%
OFF

ALL SWAG
ON LINE AND IN STORE
EXCLUDING ALCOHOL

©2017 BRECKENRIDGE 101 PROOF VODKA, 50.5% ALC/VOL (101 PROOF)
BRECKENRIDGE DISTILLERY, 1925 AIRPORT RD, BRECKENRIDGE, COLORADO

PLEASE DRINK RESPONSIBLY.

BRECKENRIDGE
DISTILLERY

101 PROOF
VODKA





WHAT'S THAT BUZZ?

(WHAT THEY'RE SAYING)

|| **Cloud19Creative**

was a key element in developing our brand image. They were efficient, professional, and a pleasure to work with on our branding project. ||

*I highly recommend
Cloud19Creative
for your next project.*

Lance McInnes

*President/CEO
A Greener House*

WHAT THEY'RE SAYING...

Cloud 19 Creative took a company logo and turned it into an entire brand. Their work on white papers, reports, data/product sheets, email/direct mail, powerpoint presentations, trade show booth/collateral and many other marketing pieces gave **Scalable Software** a recognizable and credible brand.

When it came time to launch a corporate magazine from scratch, I did not hesitate to turn to **Cloud 19 Creative** for help. They helped develop the original **IT Compliance Magazine** logo as well as the entire magazine's look and feel. That branding was then translated to the web design for the magazine. The **Cloud 19 Creative** was an amazing collaborator and I would recommend them to anyone looking for design help.

Leighton Hendrick
Senior Marcom Manager
Scalable Software

I first worked with Kerry when he was with an agency. Even when we no longer worked with the agency, we continued our relationship with Kerry at **Cloud 19 Creative**. He is an amazing designer who intuitively understands what we are looking for on our projects. I call him with an idea and he delivers exactly what I envisioned. I would recommend him to anyone!

Julie Jerden
Director of Advancement
The Shlenker School

Cloud 19 Creative was a key element in developing our brand image. They were efficient, professional, and a pleasure to work with on our branding project.

I highly recommend **Cloud 19 Creative** for your next project.

Lance McInnes
President / CEO
A Greener House

“ We Don't Believe That the Sky's the Limit...
Success Knows No Boundaries. ”



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SERVING Austin, Dallas/Ft Worth, Galveston, Greater Houston and San Antonio

www.cloud19creative.com