



VISUALS

BY ALEXIS

VISUAL COMMUNICATIONS DESIGN PORTFOLIO

CAMPAIGN LOGO

#WANNASPRITE

GRAPHIC ELEMENTS



PRESENTATION DESIGN



#WANNASPRITE MEDIA CAMPAIGN

RADIO ONE REGIONAL PROMOTION IN PARTNERSHIP WITH COCA-COLA BOTTLING CONSOLIDATION

CONTRIBUTIONS: PRESENTATION DESIGN, #WANNASPRITE LOGO, FULL DESIGN CONCEPT

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HIGHLIGHTS



CLIENT SALES SHEET

T-SHIRT DESIGN CATALOG



BRAND AWARENESS FLYERS

37 OAKS RETAIL CONSULTING FIRM

SERVES AS A LEADER IN RETAIL CONSULTING FOR GROWING RETAILERS, BRANDS AND ECONOMIC DEVELOPMENT ORGANIZATIONS

CONTRIBUTIONS: GRAPHIC DESIGN ELEMENTS, FLYERS, PRESENTATIONS, MERCHANDISE

SPONSORSHIP PROPOSAL

HIGHLIGHTS

BRANDING EXPERIENCE

GOALS

Enhance Brand awareness of Sponsor products through intense marketing campaign

Promote Event as a "must see Event Sponsored by _____"

Expand Sponsor existing consumer base by creating numerous public relations opportunities

STAGING

High Visibility on main stage

- Event Host
- Sponsor ID from stage throughout Event
- Prominent area to display Sponsor products
- Sponsor banners in high visibility areas in the Amphitheater



*Banners to be provided by Sponsor

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PROVISIONS

SPONSOR

- Brand Promotional Giveaways
- Literature
- Promotional Support
- 100 cases of free Core 4 CSD Afro-American specific brands, major brands (ie Coke, Diet Coke, bottled water (12 oz)
- Recycling Bins (10-15) for used cans and bottles
- Discount on additional product purchased
- Community Connection Van On Site
- Event representative
- Festival volunteers
- Signage for park entrance and stage
- Inflatable for park entrance and VIP Hospitality Area.



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PIZAZZ ENTERTAINMENT

- Organize event
- Secure Talent
- Ground Transportation
- Portal website
- Insurance
- Event staff
- Exclusive product branding
- Marketing
- Post event VIP reception
- Radio spot and admat production
- Production
- Licensing
- Hotel accommodations
- Staging
- Beer & Wine Garden

HEADLINER PACKAGE

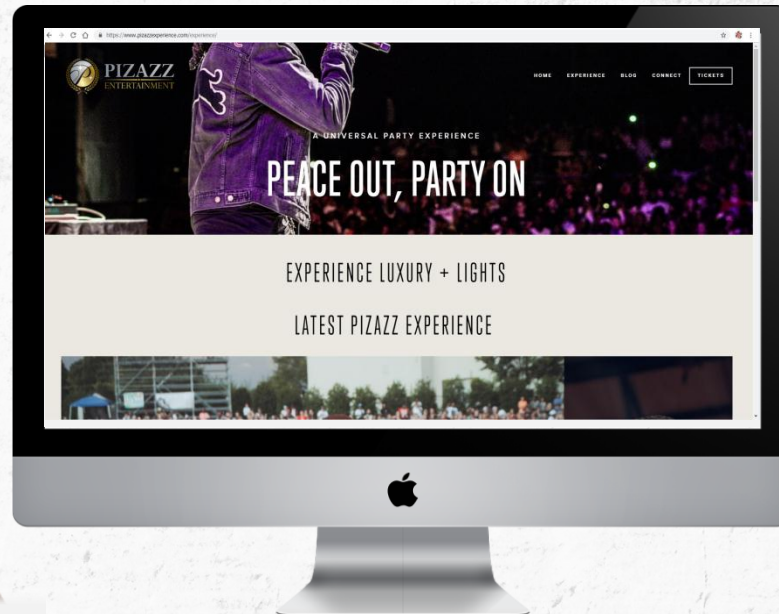
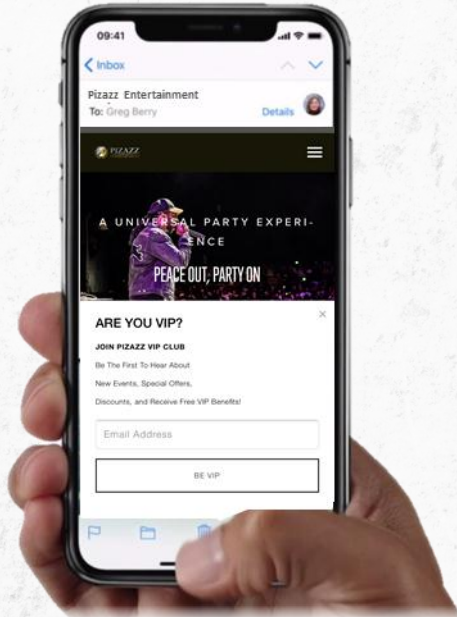
APPROXIMATELY VALUED AT \$30,000

- o 15 VIP PASSES + ACCESS TO THE BTS TENT
- o EXCLUSIVE INTERVIEWS WITH HEADLINERS
- o PLACEMENT IN ALL MARKETING COLLATERALS
- o SPOT FOR A BOOTH AT THE EVENT
- o ON STAGE MENTIONS
- o INCLUSION IN ALL DIGITAL AND BROADCAST MEDIA PROMOTIONS
- o LOGO PROMINENTLY DISPLAY ON JUMBOTRON
- o OPPORTUNITY TO DISTRIBUTE COUPONS, PROMOTIONAL ITEMS, AND INVENTORY



EMAIL
MARKETING
(MAILCHIMP)

WEBSITE
DESIGN



PIZAZZ ENTERTAINMENT

EVENT PRODUCTION COMPANY, BRINGING PROFESSIONAL, HIGH ENERGY CONCERTS AND MUSIC FESTIVALS TO THE CHARLOTTE METRO AREA

CONTRIBUTIONS: PRESENTATION DESIGN, EMAIL MARKETING, SOCIAL MEDIA GRAPHICS, WEBSITE MAINTENANCE

HIGHLIGHTS

CONFERENCE PROGRAM

THANK YOU TO OUR SPONSORS PARTNERS & PARTICIPANTS

SPONSORS: Google, TREND, DELL EMC, EVINSTEIN, msbanc, JPMorgan Chase & Co., GSFC, American Express, DMK, Kithley, POS, EVINSTEIN, DELL EMC, MEDIA, URBAN LIGHT.

RETAIL TECHNOLOGY & INNOVATION CONFERENCE
OCTOBER 23RD | 8:00 AM
ILLINOIS INSTITUTE OF TECHNOLOGY HERMANN HALL
powered by: JPMorgan Chase & Co., GSFC, TREND, DELL EMC, EVINSTEIN, msbanc

AGENDA

- 8:30 GUEST SPEAKER/BREAKFAST (EXPERIENCE)
- 9:00 KEYNOTE SPEAKER (HOW TO GET THE MOST OUT OF YOUR RETAIL TECHNOLOGY INTO SALES)
- 10:00 BREAK/NETWORKING
- 10:15 PANEL DISCUSSION (HOW TO GET THE MOST OUT OF YOUR RETAIL TECHNOLOGY INTO SALES)
- 11:15 BREAK/NETWORKING
- 11:30 PANEL DISCUSSION (HOW TO GET THE MOST OUT OF YOUR RETAIL TECHNOLOGY INTO SALES)
- 12:30 LIGHT LUNCH AND NETWORKING

GUEST SPEAKER: Andy Makielski, Business Development, Google Shopping

KEYNOTE SPEAKER: Jim Finkel, CEO of Retail Technology, Microsoft USA LLC

MODERATORS: Spencer Schaefer, CEO, Microsoft USA LLC; Michael Fink, CEO, Microsoft USA LLC

PANEL: LUNCHTIME BUILDING PROGRESSIVE RETAIL AND THE ROLE OF TECH

PANEL: OPERATIONS AND DEALING THE GOOD, BAD AND UGLY

SLIDE SHOW SNAPSHOT

RETAIL TECHNOLOGY & INNOVATION CONFERENCE

powered by: JPMorgan Chase & Co., GSFC, TREND, DELL EMC, EVINSTEIN, msbanc

WELCOME

GUEST SPEAKER

VISION OF THE FUTURE SHOPPING EXPERIENCE

Andy Makielski
Business Development,
Google Shopping

Google

#RTICCHI

BRIEF NETWORKING BREAK

#RTICCHI

WEBSITE DESIGN

ABOUT

Despite the size of your retail business, **technology** and **innovation** are critical for **profitability**, **sustainability** and **scalability**.

Many independent Urban retailers lack access to tools, time, and resources to effectively utilize technology and apply innovation to their business.

Although these two topics can be very overwhelming and sometimes intimidating, it is devastating to a retailer when not applied.

We are bringing technology and innovation directly to you.

Our goal is to build and strengthen our local, urban retail communities by connecting you to technology and innovation learnings, best practices, insights and resources that make it more simple for you to be successful.

You Succeed, Our Communities Succeed.

RETAIL TECHNOLOGY & INNOVATION CONFERENCE

RETAIL TECHNOLOGY AND INNOVATION CONFERENCE

STRENGTHENING URBAN RETAIL COMMUNITIES, CONNECTING THEM TO TECH AND INNOVATION LEARNINGS, BEST PRACTICES, INSIGHTS AND RESOURCES

CONTRIBUTIONS: SLIDESHOW AND PROGRAM DESIGN, LOGO CREATION, WEBSITE DESIGN

"I Believe in

BRAND CONSISTENCY

and **BOLD, IMPACTFUL DESIGN.**"

-Alexis

BROCHURE DESIGN



FLYER DESIGN



CLIENT BRAND SHEET



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NSPIRE-US FOUNDATION

A NON-PROFIT THAT SPECIALIZES IN PREPARING CHILDREN WITH THE RIGHT TOOLS FOR SUCCESSFUL, BRIGHT FUTURES

CONTRIBUTIONS: FLYERS, SALES SHEETS, BROCHURE DESIGN





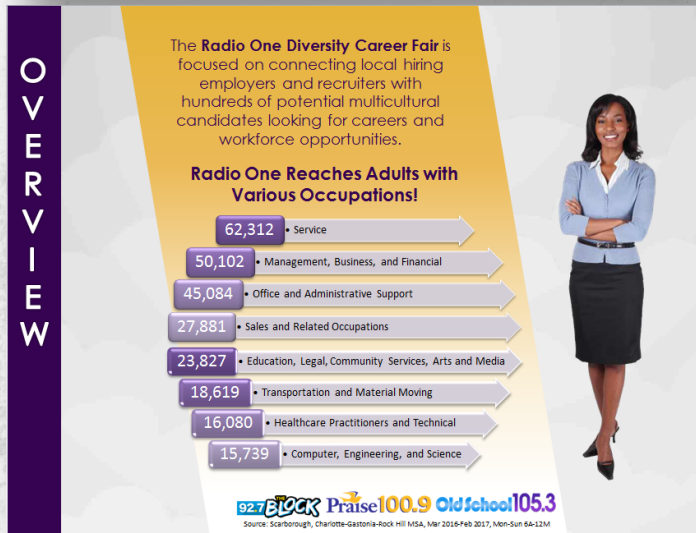
RADIO ONE IS PROUD TO BE A **TRUE MULTI-PLATFORM** comprehensive destination for news, information and entertainment programming and we will continue to innovate and reimagine what we do and who we are to best serve Scott Clark.

Facebook, Twitter, Desktop, Mobile, People, Microphone



The advertisement features a red vertical bar on the left side with the text "RIDE & DRIVE" written vertically in white. To the right, the word "EVENTS" is at the top. Below it is the Scott Clark logo, which includes a small icon of a car on a stage and the name "SCOTT CLARK" in large, bold letters. Underneath the logo is the event title "RED CARPET RIDE & DRIVE EVENTS". A subtitle reads "Flight: Various Dates". The main body of text describes the partnership between Old School 105.3 and Scott Clark, highlighting that events are held on-site with various amenities like food, drinks, and digital assets. At the bottom, there is a photograph of a silver Toyota Camry parked on a red carpet, flanked by stanchions with red ropes.

PRESENTATION DESIGN



HIGHLIGHTS

DIVERSITY CAREER FAIR


RADIO ONE DIVERSITY CAREER FAIR

CONNECTING LOCAL HIRING EMPLOYERS AND RECRUITERS WITH HUNDREDS OF POTENTIAL MULTICULTURAL CANDIDATES
OVER 20 REGISTERED EMPLOYERS AND 350 ATTENDEES PRESENT EACH FAIR

CONTRIBUTIONS: PRESENTATION DESIGN, SIGN IN SHEETS. EVENT COORDINATION, FULL DESIGN CONCEPT

PRODUCT SPEC SHEETS

THE CORPORATE COLLECTION
By Morgan Standard Products



THE MODERN MAN



Morgan Standard Products seek to promote and boost the attraction and success by preparing each man to seize their day. Each formula is enriched with pheromones, designed to magnify his greatness!

Whether he's a politician, esthetician, or magician, we're here to help by enhancing his confidence and ensuring proper "manicading".

Every man deserves to feel powerful...and it doesn't have to be rocket science.


OUR COMMITMENT

Inspires Success Exclusive Ingredients Manufactured in USA Easy to Use






THE CORPORATE COLLECTION
By Morgan Standard Products

THE PRODUCTS



Product	Top Brass Beard Oil & Tonic	Thin Cleaning Shampoo	Search Body Cleanser	Magnate Conditioning Serum	Tycoon Beard Tonic Wash
Case Pack	12pk	6pk	6pk	6pk	6pk
Case Weight	4.5 lb	0.5 lb	0.5 lb	0.5 lb	0.5 lb
Case Dimensions	1.18" x 5.5" x 5.5"	5.12" x 3.12" x 5.12"	5.12" x 3.12" x 5.12"	5.12" x 3.12" x 5.12"	5.12" x 3.12" x 5.12"

NAVA PETS
NATURAL

A NATURAL PET CARE COMPANY




Naturally Preventing and Treating Common Pet Issues Since 2013

Health issues including **obesity, ear diseases, skin irritants, parasites, digestive issues, cancer, and analitis** have been touching our furry friends at alarming rates.

We believe that all pet owners want to provide their pets with **healthy solutions**, like they have.

With no marketing spin, Nava Pets is truly dedicated to creating solutions that **prevent and treat common pet issues** in an organic and eco-friendly way!

It is in both how we make our products to what we make them with that set us apart.

Our Commitment

- Naturally Organic
- Gluten Free
- No Hormones
- Grain Free
- No Artificial Ingredients, Essential Oils, Fragrances or Preservatives
- No Parabens
- Non Toxic
- AKA Supplier
- Locally sourced Human Grade Ingredients
- Eco friendly packaging


Contact us at Navapets.com
407.982.7256

PRODUCT LABEL REDESIGN

NAVA PETS

HOMESTYLE
GRAIN FREE MEAL SOLUTION

A DOG FOOD THAT IMPROVES HEALTHY SKIN, COAT AND DIGESTIVE HEALTH



NET WT 8 OZ.

PETFE is the quickest way to cook for your dog and make sure they get all the nutrition they need. Our dry, human grade formula can be served cooked or raw and is 100% grain, gluten and allergen free.

Vet Approved USDA Organic

PETFE Preparation

Ingredients

NAVA PETS INC.
P.O. BOX 100
ORLANDO, FL 32867
NAVAPETS.COM

NAVA PETS

ORGANIC SHAMPOO

MADE WITH CERTIFIED ORGANIC COCONUT AND OLIVED OIL

PET SHAMPOO
THAT PROMOTES HEALTHY FUR AND SKIN
ELIMINATING COAT ODORS, FUNGUS AND PESTS

NET WT 16 FL OZ.

NATURALLY TREATING AND PREVENTING COMMON PET ISSUES SINCE 2013

Directions

Ingredients

Caution

NAVA PETS INC.
P.O. BOX 100
ORLANDO, FL 32867

THE CORPORATE COLLECTION AND NAVA PETS

CREATED PRODUCT SPEC SHEETS FOR MORGAN STANDARD PRODUCTS' NEW PRODUCT LINE, THE CORPORATE COLLECTION

DESIGNED PRODUCT LABELING AND DISTRIBUTION PLANS FOR **TORY BURCH FOUNDATION OF WOMEN ENTREPRENEURS FELLOWSHIP RECIPIENT, NAVA PETS**

POSTER AD DESIGN



SOCIAL MEDIA BANNER ADS



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TGI FRIDAYS, TITO'S VODKA AND PIZAZZ ENTERTAINMENT

CONTRIBUTIONS: PRINT AND DIGITAL AD DESIGNS

THANK YOU
FOR VIEWING



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