



**Rocket City**  
graphics

# WRAP YOUR RIDE

and GROW YOUR BUSINESS!



WWW.ROCKETCITYGRAPHICS.COM

[wwwcloud19creative.com](http://www.cloud19creative.com)

 **cloud19**  
a creative company

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

**EXPRESS BAR**  
VAIL MTN. COLORADO  
HOT & COLD  
**COCKTAILS**  
SPECIALTY  
**LIFTING SPIRITS**  
ELEVATION 8064 FT.



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

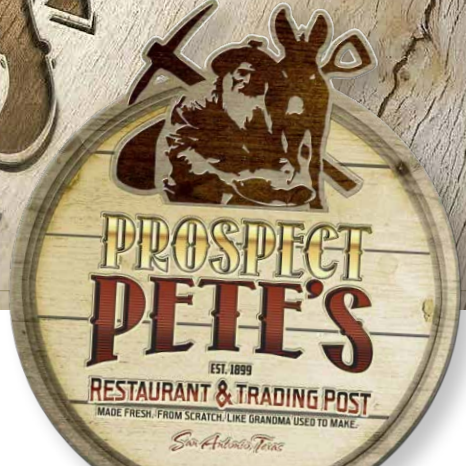
Shell Chemical Company  
The Shlenker School (Houston)  
The SubSea Company  
TGS (Oilfield Services)  
Tracy Locke-DDB/Needham  
Travis County HHS&VS (Austin)  
Trendmaker Homes  
Universal Studios Orlando  
UPN Channel 20 (Houston)  
U.S. Oncology  
West Oaks Hospital  
YMCA of Greater Houston



We help businesses grow! Call [281.785.3033](tel:281.785.3033) or email: [info@cloud19creative.com](mailto: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 Orsian Harrod—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 Orsian Harrod—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 Bapteste—Director, Federal Security Solutions,  
Computer Sciences Corporation

**The Role of Security Standards  
and Metrics in Achieving Compliance**  
by Chris Krutiner, 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 development, 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 world is waiting for a shiny suit... yes it is
- all of the above

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engage. inspire. sell!

**“Beauty**

- is in the eye of the beholder
- is an inner glow
- comes from within
- is made with love... all praise be to the Maker
- all of the above

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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 & RODEO

**BOOTS  
BUCKLES  
BELTS**

**BULOS '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.

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**BRAND X  
WESTERN WEAR**  
LIVE STOCK & 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.

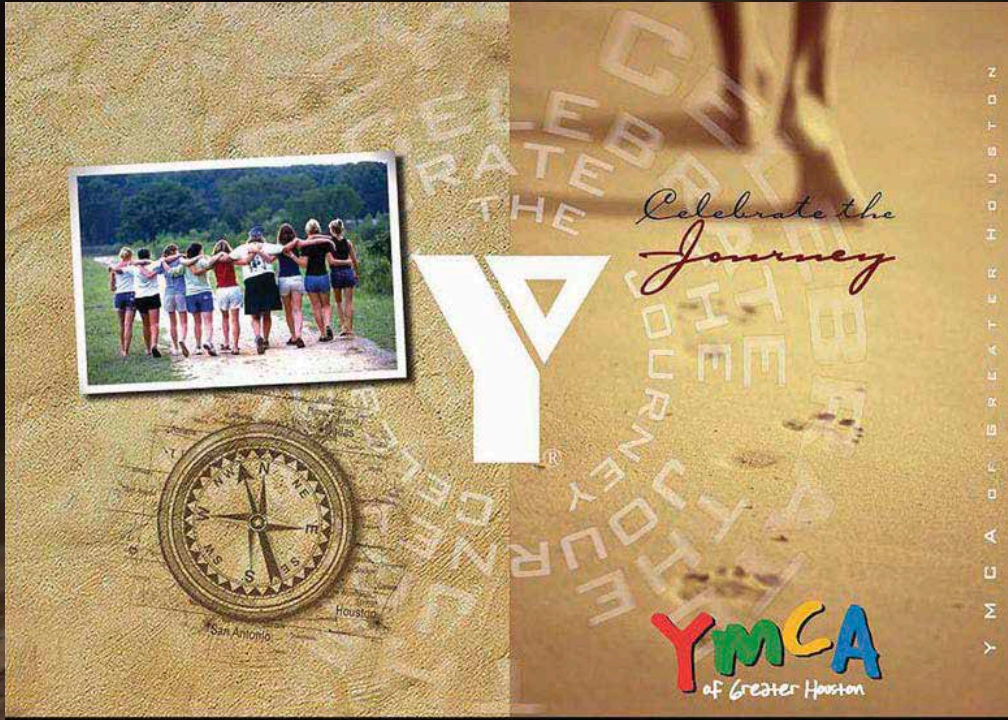
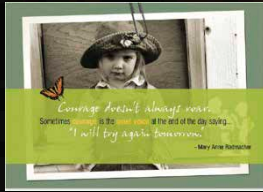
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**BRAND X  
WESTERN WEAR**  
LIVE STOCK & RODEO

**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.*



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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.



**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 CAN'T BEER. IT'S BEERED IN TEXAS, SHUT!

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 (AND EVERYWHERE ELSE) BEERED IN TEXAS.

LAUNCHING SUMMER 2016

Houston...we have a problem.

DOY TAY BEERED UNHEAT YOUR PROBLEMS. PICKED BY TEXAS, BEERED IN TEXAS.

LAUNCHING SUMMER 2016

Close Encounters of the Thirst Kind.

THERE'S A WHOLE NEW WORLD OF GREAT TASTING 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.



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

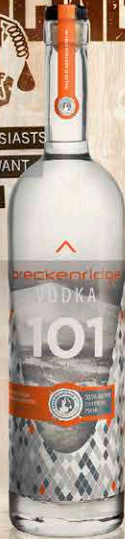
Breckenridge 101 Proof Vodka  
(in store only, restrictions apply)

20% OFF  
ALL SWAG

(On line and in store, excluding alcohol)



BRECKENRIDGE  
DISTILLERY



PLEASE DRINK RESPONSIBLY.

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

*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

PLEASE DRINK RESPONSIBLY.

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*Breckenridge*

101 PROOF VODKA  
50.5% ALC/VOL (101 PROOF)

BRECKENRIDGE, COLORADO

10%  
OFF

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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

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