

WE'VE PARTNERED WITH BRANDS WORLDWIDE





# STOP MARKETING

START CREATING CONVERSATIONS

WE CREATE MIND-BLOWING  
EXPERIENCES FOR YOUR

LET'S GET BACK TO BASICS  
BY BUILDING AUTHENTIC  
RELATIONSHIPS WITH  
YOUR AUDIENCE

CUSTOMERS.



LET'S TELL THE STORY OF  
WHO YOU ARE, AND WHY  
YOU MATTER.

my **awesome** logo

# Designing Your Dreams

## Overview

Meshell Baker is a new author and speaker who is passionate about individuals living their dreams. She developed a coaching business in 2014 to help them start to take action on those goals and dreams. Her idea was to empower women to start living the life they desired today not in the distant future.

## Challenge

My Awesome Logo had the challenge of developing this brand from scratch. We had to discover her ideal audience with no previous platform online or in-person. This individual had a small budget and a small platform that needed to transition into a recognizable image and authority in the crowded coaching realm.

## Solution

My Awesome Logo worked hard to create a custom brand strategy and design guidelines to help create a strong message. Our team also created a successful social media campaign on Facebook that resulted in a reach of over 5,000 in less than 5 days with no prior digital platform. We also created digital products that reach her corporate and personal audiences.

Branding Message | Branding Image | Audience



**Get your copy today!**



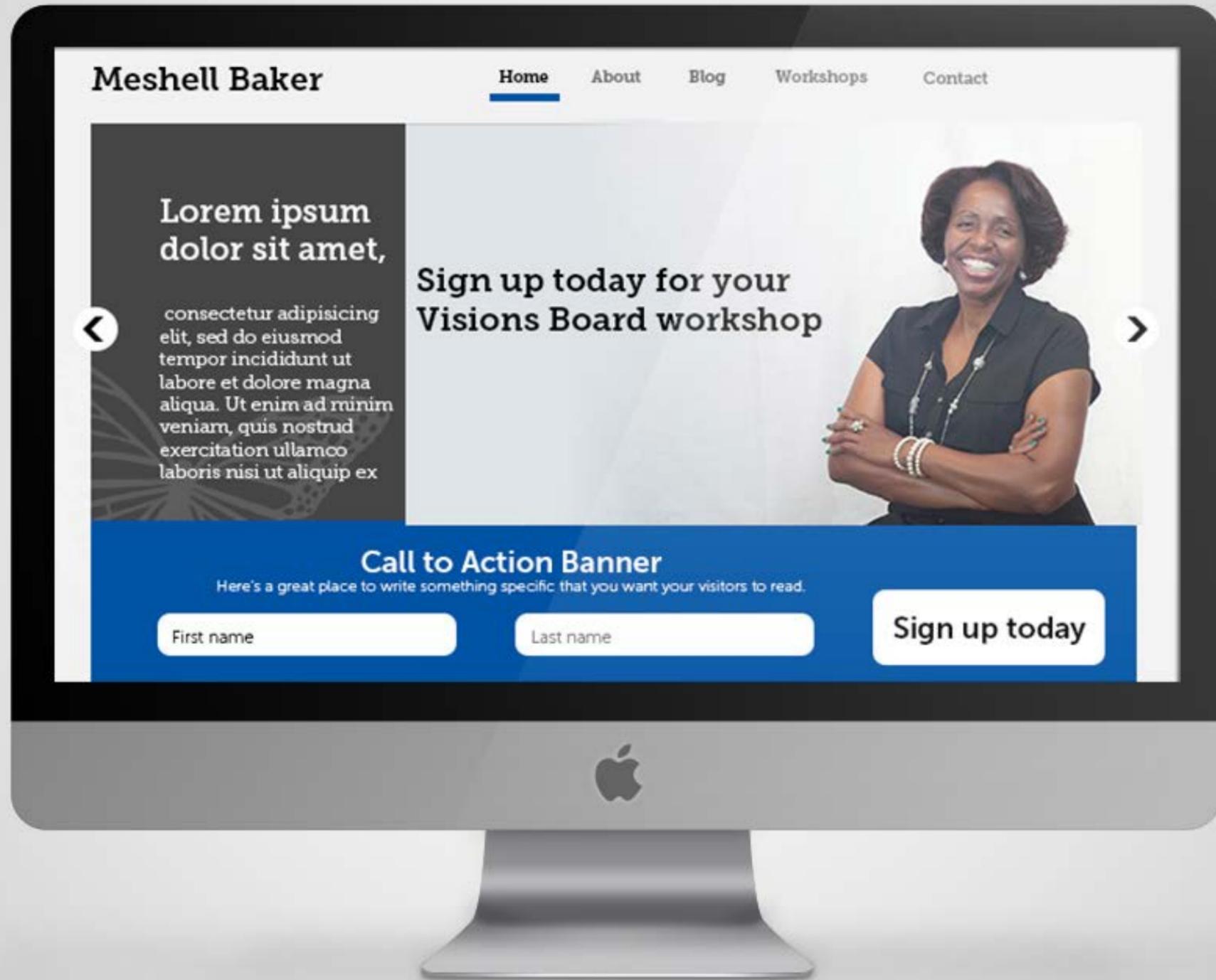
**I know one of the biggest setbacks to your dreams becoming a reality is "getting started".**

**This download will help guide you to visualize the results you want in life in 6 simple steps.**

**"Do your best and BETTER will always follow!"**

~Meshell Baker

The image shows a tablet displaying the cover of a digital product titled "SUPER SIMPLE DREAM BOARD". The cover features a blue background with a white speech bubble icon and the text "Learn how to take large strides and revive momentum in your life. Visually map out your goals and experience daily motivation." Below the tablet, there is a quote: "Do your best and BETTER will always follow!" attributed to Meshell Baker.



Meshell Baker

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Sign up today for your  
Visions Board workshop



Call to Action Banner

Here's a great place to write something specific that you want your visitors to read.

First name

Last name

Sign up today

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## Overview

Sherry Ransom has been a public speaker and author in the marketing and small business growth for 20 years. She specializes in marketing your business using unique and unconventional methods beyond just word of mouth and grass roots efforts. She challenges entrepreneurs across the nation to use gratitude to network.

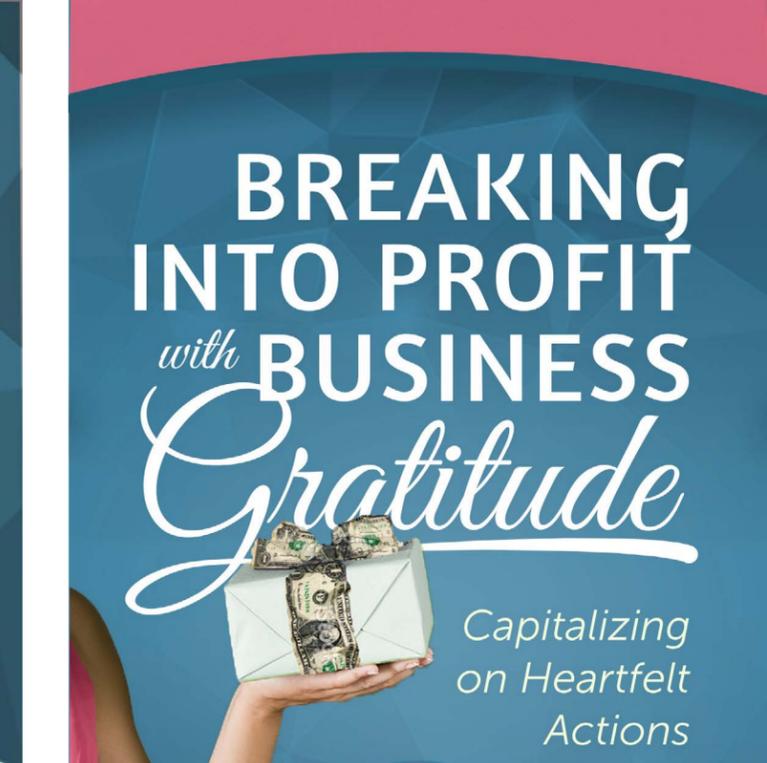
## Challenge

Sherry Ransom needed a professional image to her brand and business. She had created the audience but was unsatisfied with her imaging and the cohesion of her topics. Her desire was to merge her many interests and to put her image to match the quality of her content.

## Solution

My Awesome Logo paired a bright new design her Sherry Ransom's amazing content to create a re-branded business. We strategized content, copy-writing and online marketing to assist this established brand become a business that was visually organized and easy to use by the consumers. We created printed products, social media marketing and branding design to bring fresh appeal to this company.

Branding Message | Branding Image | Audience



Gratitude Marketing Specialist SR | SherryRansom.com

Now Available on Amazon.com →

Do you know that 66% of your business within the next 12 months should come from your sphere of influence?

Get more Client Referrals • Get more Introductions

# Holcomb Yoga

## Overview

Holcomb Counseling and Yoga is founded by Lacey Holcomb who is a licensed therapist and yoga instructor. Lacey in 2013 created a studio that combines the physical with mental exercise and stress relief. The business is based in Pflugerville Texas and is has several instructor and classes ranging from children to adults.

## Challenge

The biggest challenge with this company is the organization visually and with the message because this business appeals to many different demographics. The strategy and design has to represent the message of the founder but also appeal to the broad range of people who would need the therapy or yoga services.

## Solution

My Awesome Logo loved taking on this challenge of not becoming a cliché yoga brand that would get lost in the media. We created a clean beautiful brand image and visual communication guide. We partnered with Lacey to strategize a communication plan that wouldn't alienate any of her customers. We also developed a website and digital marketing.

Branding Message | Branding Image

## COLORS & LOGO



# CHRISTINA'S STORY



HOLCOMB COUNSELING AND YOGA  
905 FM 685 PELUGERVILLE TEXAS



my **awesome** logo

## Overview

Quiana Photography is a wedding and portrait photographer based in San Antonio TX. Q Photography captures photos that recreate the moment and bring the memory to life. The company is less than 6 years old and continuing to grow in the South Texas area.

## Challenge

The challenge with Q Photo like the majority of businesses that we work with is the business is still relatively young and doesn't have a budget to achieve the creation of a beautiful brand. Originally the founder turned away our offer to help them grow but then a year later they, now had the funds to work with us.

## Solution

My Awesome Logo crafted a custom design and messaging package for this warm, sophisticated, friendly company. We wanted to communicate elegant but not unapproachable and exclusive. Together we tackled the design, marketing and social media challenges that come with building a local business.

Branding Image | Audience



Quiana  
photography



Quiana  
photography



Quiana  
photography



**Quiana**  
PHOTOGRAPHY

QPhotographysa.com | 210.816.2155 | Wedding & Fine Art



*"Photography  
is the  
best thing  
eyes could have."*

**Quiana**  
PHOTOGRAPHY

Creating lifelong  
memories to share  
for years.

f qphotoimages  
i Quiana\_photography  
P Qfotography

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210.816.2155



**Quiana**  
PHOTOGRAPHY

210.815.2155  
Qphotographysa.com

Wedding & Fine Art

## Overview

Seay My World is a Youtube channel and website that centered around makeup, beauty and fashion for African American women who are in need of practical everyday advice on how to spice up their image and increase confidence.

## Challenge

The challenge with this brand was to ensure that the imaging and brand was sophisticated and mature focusing on women in the 20-35 age bracket. The Youtube channel centered around how-to and fashion design and needed a platform that could evolve and grow with the emerging brand.

## Solution

My Awesome Logo respected the image and requests of the Youtube personality Tamica and created a brand image and communication strategy that reflected her personality to become a vibrant, fun spontaneous look and feel to her website and Youtube channel.

Branding Message | Branding Image | Audience



*seay my world*

accessories • beauty • personal style



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## Overview

Hands in Action Christian Association in the USA is the sister organization of the Asociación Cristiana Manos en Acción, the Colombian non-profit set up in 1995. The Association covers the Filadelfia School for the Deaf, the Colombian Sign Language Bible Translation Project and the Christian Deaf Community of Bogotá, a group of deaf leaders from various city churches. It also works with Deaf Colombians nationwide.

## Challenge

The challenge was finding an image that clearly communicated to the deaf community and crossed culture barriers. The image and brand has several different audience the Colombian deaf community, the donors and the translators and volunteers.

## Solution

My Awesome Logo did some in-depth research on how to create a brand image that truly embraced all of the message and story behind the brand. The result was a logo and marketing materials that use the illustrations of south America and hands that represent the goal and mission of the non-profit.

Branding Message | Branding Image | Audience



Hands  
IN  
*Action*



my awesome logo

Hands IN *Action*



## Overview

Accelerated Affirmation was a newly established business that specialized in using positive reinforcement and the power of words. This brand didn't have an established image or style. The Accelerated Affirmation company provided many women with confidence and power by organizing their thoughts.

## Challenge

The biggest challenge with this business was creating modern elegance within an evolving business. The business was increasing its recognition and needed product branding and not to over shadow the overall business and brand.

## Solution

My Awesome Logo created promotional and marketing materials to campaign for this latest product offered by the Company and together we presented several visual solutions that embodied the aesthetic of the simple elegance without becoming a luxury brand.

Branding Message | Branding Image

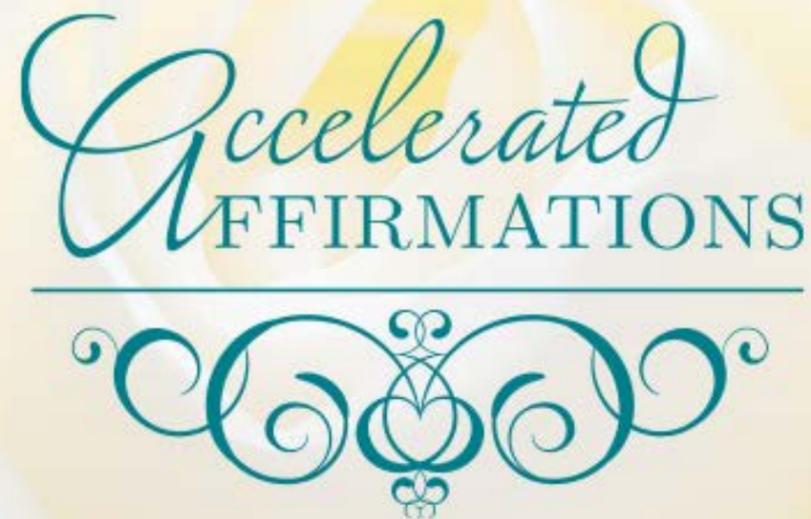




2.



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## Overview

Hood Movement 21 is headed by Reverend Harry Williams, II. He is on a mission to impact youth who live on the merciless streets of the west side; Oakland, California. Harry Williams, II is a voice crying out in the wilderness of urban America; a prophet with a pen. Reverend Harry displays the cutthroat world of Oakland while showing the possibility of hope and redemption.

## Challenge

The biggest challenge with this branding project was creating a image and message that was professional but not overly polished and still maintain some of the rough and raw shapes and feel.

## Solution

My Awesome Logo designed brand guidelines, taglines, website, and social media promotional pieces that built the digital platform for this non-profit. This organization uses its platform to reach back into the community and serve at risk youth everyday.



BEFORE  
**YOU**  
*pull* THE  
**TRIGGER**

OAKLAND'S VIOLENT CRIME IS  
**300% HIGHER**  
THAN THE CALIFORNIA AVERAGE



my **awesome** logo

## Overview

The U.S. Air Force is the world's preeminent force in air, space and cyberspace. The U.S. Air Force maintains that distinction by maintaining our objective of global vigilance, reach and power and remaining true to their vision statement: The World's Greatest Air Force—Powered by Airmen, Fueled by Innovation.

## Challenge

The challenge presented by the U.S. Air Force was to update an education piece to a modern design. The book had several images and illustrations that poorly reflected the information provided and was presented in low quality formats.

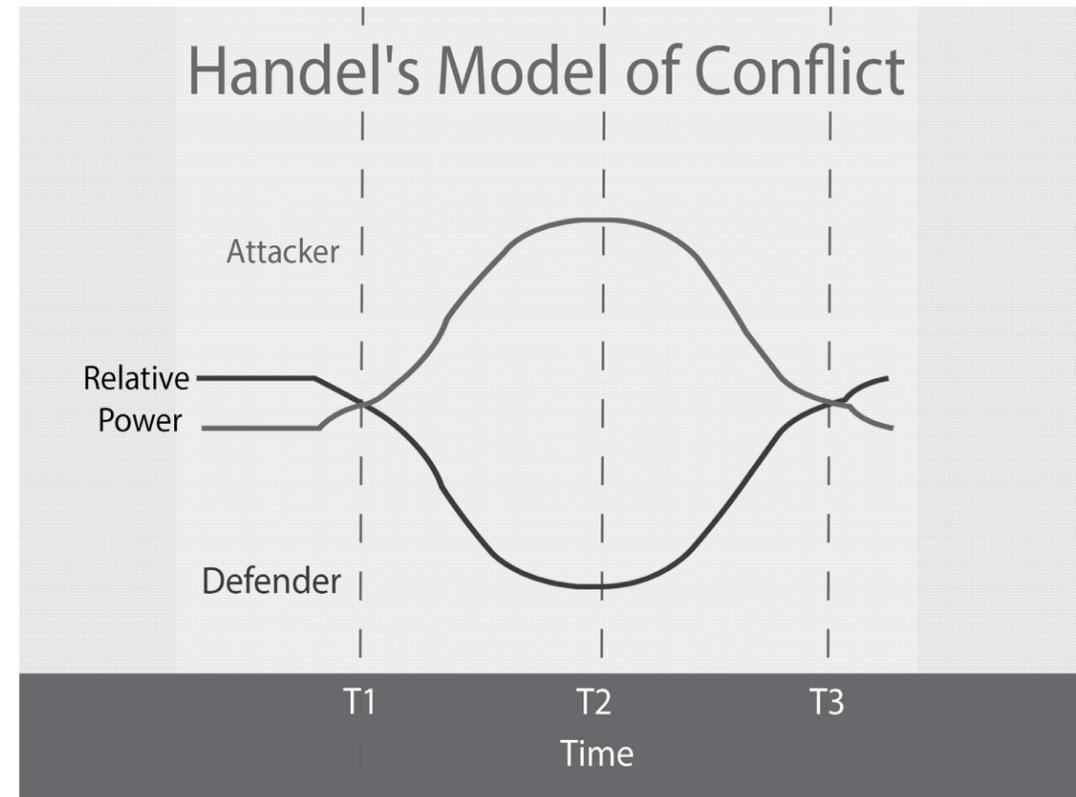
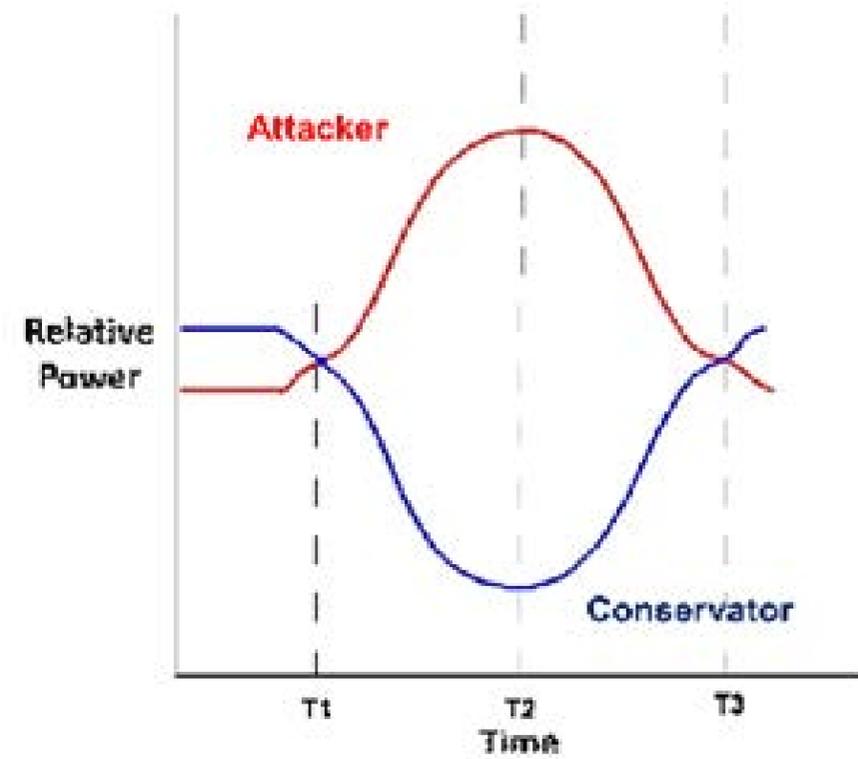
## Solution

Here are My Awesome Logo we are known for our clean and practical approach to branding challenges. The redesign for this book and presentation had to match our design style while respecting the legacy, image and current production flow of this project. The constraints were the use of black and white images and we presented an easy to follow, classic book.

Branding Image



# BEFORE AND AFTER



## FIND OUT HOW WE HELP YOUR BRAND SUCCEED

WE LOVE TO TALK BRANDING

CALL US 512.781.0636  
OR EMAIL [AMANI@MYAWESOMELOGO.COM](mailto:AMANI@MYAWESOMELOGO.COM)

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