



Melissa Zepeda

Design Portfolio, 2019

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WOMEN'S BUSINESS CENTER

The Women's Business Center is a program dedicated to supporting women and minority business owners from Liftfund, a non-profit organization that helps finance new small business and startup companies. They were opening a new center in Dallas/Fort Worth and needed a new pull up stand banner for the new DFW WBC, as well as a new banner for the San Antonio WBC and two new WBC banners.

PURA

NATURAL SKINCARE

alternate logo

PURA
NATURAL SKINCARE

logo identity



colors



greyscale



patterns



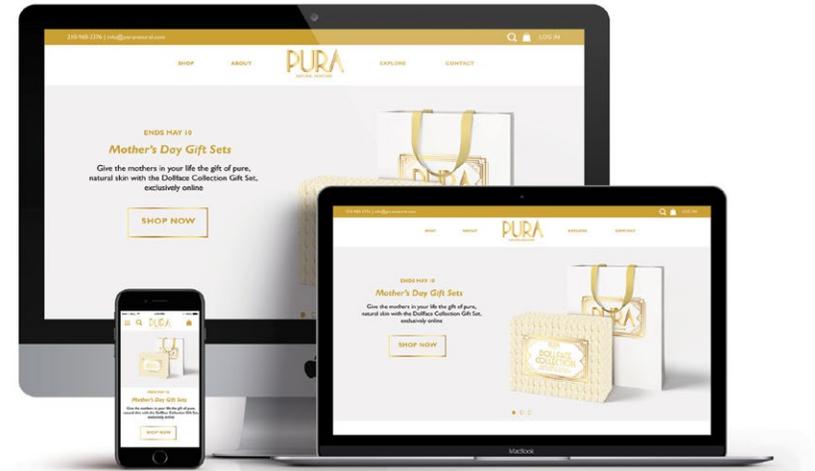
fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Haarlem Deco

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Gill Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
Gill Sans Regular

inspiration



PURA NATURAL SKINCARE

Pura Natural Skincare is a local, woman-owned, independently operated skincare company located in San Antonio. They wanted a new identity to expand into a wider market and target a more upscale customer. A new brand identity, as well as collateral, including product packaging, business cards, stationery and letterheads, and website design, were created.

SAN ANTONIO WOMEN'S BUSINESS CENTER
Powered by **LiftFund**

Impact Report 2017-2018

About Us

The LiftFund Women's Business Center (WBC) is dedicated to supporting business owners, especially women and minorities, through business education and consulting. Since 2008, the WBC has been serving the Greater San Antonio small business community with tailored programs, workshops, and individualized consultations for entrepreneurs at all stages of their business.

The Women's Business Center is funded in part through a Cooperative Agreement with the U.S. Small Business Administration.



Our Activities and Impact

We are proud to support our clients and help them reach significant milestones and successes!

- 922 unique clients served
- 349 counseling sessions
- 915 workshop attendees
- 138 trainings hosted
- \$512,445 capital accessed
- 15 businesses started

*Data is self-reported by clients

Demographics

- 72% female, 28% male
- African American 16%, Asian 2%, Hispanic 53%, Other or unreported 29%
- 13% Veteran and Service Disabled Veterans

The numbers above reflect activities completed during the WBC fiscal year beginning September 30, 2017 through September 29, 2018.

Testimonial

“The biggest thing that I am taking away from the Women's Business Accelerator is the Vision/Traction Organizer™. This tool gave me so much focus and allowed me to have a clear vision of where I am going. I have learned so much from this program and I am grateful for all the tools and resources.”

Marcela Freeman
Burn It In 30 Weight-loss Program
Women's Business Accelerator Participant

Programs

Women's Business Accelerator

The Women's Business Accelerator is a comprehensive, 8-week program designed for women entrepreneurs in San Antonio looking to take their business to the next level. Participants take part in a combination of expert-led workshops, one-on-one meetings with mentors and peer-to-peer discussions all designed to help them improve their business processes and set a foundation for growth.

Emprende

Emprende is a 6-week program that teaches business basics to aspiring entrepreneurs and pre-existing business owners in an all-Spanish setting. Participants are led through a series of workshops and one-on-one consultations by experts in their field.

Art Tank

The Art Tank Business Accelerator is designed to address the unique challenges and opportunities that artist entrepreneurs face. Over the course of this 8-week program, participants learn how to create and maintain a sustainable business venture based around their artistic talents.

Youth Entrepreneurship Program

The Youth Entrepreneurship Program helps high school juniors and seniors explore entrepreneurship as a post-graduation opportunity. Students participate in weekly workshops to help them develop, refine, and research a potential business venture.

Contact Us
Women's Business Center | 600 Soledad St. | San Antonio, TX 78205
wbc@liftfund.com | 888.215.2373
LiftFund.com/wbc

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LIFTFUND

LiftFund wanted a new end of the year annual Impact Report to give to their investors. The bold colors, angles, and icons give the report a fresh, updated look while presenting their data clearly.

why use FairyTails?

- ☛ We adhere to the highest quality of standards for excellence in pet sitting.
- ☛ We conduct business with honesty and integrity
- ☛ We are locally owned & operated
- ☛ We believe in the principles of good old-fashioned customer service
- ☛ We are fully insured & bonded
- ☛ We offer pet care 7 days/week, 365 days/year
- ☛ We accept same-day requests
- ☛ We offer straight-forward pricing with a 12-month price-lock guarantee
- ☛ We never charge extra for multiple pets
- ☛ We accept dogs of all breeds & sizes
- ☛ We use GPS Technology for all of our visits
- ☛ We offer a convenient online portal & mobile app for easy scheduling and payments
- ☛ Cancelled trip? No problem. We offer a zero charge, 2-hour cancellation window
- ☛ We partner with other pet professionals and businesses in the community
- ☛ We ensure quality and consistency with our proven processes and specialized checklists customized for every client

our amazing team

- ♥ We hire employees, not contractors
- ♥ Our employees are courteous, professional pet caregivers who love what they do and take pride in their work
- ♥ All employees are background checked, reference checked, and certified in Pet CPR & First Aid
- ♥ We provide pet sitting supplies, tools and first aid kits for each employee
- ♥ We provide our employees with on-going training, mentorship and opportunities for professional development

“Wonderful caring and conscientious dog walkers and pet sitters! FairyTails gives me peace of mind on my longer work days, and also when I am traveling. They send cute photos of every visit. My two dogs love their routines with their kind and gentle FairyTails staff! Great communication, reasonable rates, extremely reliable, just all around great people! – **Eve B.**”

about FairyTails

FairyTails Pet Sitting, LLC is a woman-owned, local, small business founded by Cindy Inlatta, and has been providing exceptional pet care in San Antonio since 2014 with the belief that pets deserve the best quality care and our clients deserve a professional, reliable service that they can count on. Our core values reflect the level of service we provide: Knowledge, Integrity, Teamwork, Excellence. Simply put, we love what we do, and we truly love pets.

giving back

In addition to donating free Pet CPR & First Aid training to members of the rescue community, Cindy is also co-creator of Bark Savvy, a special community project offering free & low-cost educational events and workshops for pet parents designed to raise awareness about pet health & wellness, promote the use of positive reinforcement, and to inspire collaboration within the pet community. For more information, visit barksavvy.info.

supporting local business

78213
78229
78230
78231
78240
78249



San Antonio

“This is the best pet sitting service I've ever dealt with! Zindy, Ann, and the whole team are caring professionals that ensure your dog gets the same love they'd get from their owner(s) while you're away! They rescued us from having to board our dog during many last minute trips and significantly reduced my dog's anxiety by providing excellent service! I highly recommend FairyTails! – **Alyse H.**”

fairytails.com
(210) 620-1867

Please recycle the when you are finished.

your guide to professional dog walking & pet sitting services



our mission is to make pets happy

FairyTails

PREMIER PET SERVICES

(210) 620-1867 fairytails.com

what is professional petsitting?

It's true, there's no place like home. Most pets are happiest in the comfort and safety of their own home, that's why in-home pet care has become the "pet-preferred" vacation and travel care method.

Professional pet sitters not only make this possible with regular visits to your home, but they provide the additional peace of mind knowing that you have a trusted pet care professional that is reliable and prepared to handle a variety of situations to give your pets and home the very best care.

Pets are family, and that is why it takes more than just a love of animals to be a great pet sitter. Professional pet sitters are trained, and highly skilled individuals with a passion for pet care and customer service.

why hire a pet sitter?

- ☛ You can feel confident your pet is in capable, caring hands
- ☛ Individualized love, care and attention for every pet
- ☛ Maintains your pet's regular diet and exercise routines
- ☛ Reduces stress for you and your pet
- ☛ No "Travel Trauma" for your pet
- ☛ Minimal exposure to illnesses from other animals
- ☛ Less burden on friends and family



how it works

- 1** **FREE**
Call us to schedule your FREE, no-obligation initial consultation. This is a great opportunity to meet with us in your home to discuss your pet's routine and special needs, see how your pets interact with our team, and answer all of your questions to make sure we're the best fit.
- 2** **PREP**
Once we've answered all your questions and you're ready to get started, all we need is proof of rabies vaccinations and keys or access codes. Our online profile will guide you through the information we'll need to collect about you and your pets, and we'll handle the rest.
- 3** **GO!**
Schedule visits and make payments online or via our app with our easy scheduling tool. Our amazing team will be there to care for your pets within the 2-hour arrival window you select. You'll receive a message once the visit is complete with updates, pictures and a report card. It's that easy.

all visits include

- 📷 Pictures with EVERY visit
- ✉ Personalized message from your pet sitter
- 📄 Report card for each pet
- 😊 Happiness survey

“Excellent service! [The FairyTails team is] wonderful and took amazing care of our dogs while we were out on vacation. Both of our dogs loved having them come over for their daily walks. We used to board our dogs at the vet when going out of town but there's nothing like having them stay at home where they feel safe and calm. Will definitely use them every time we have to go out of town from now on. Highly recommended. Great team, professional and reliable! – **Antonio Q.**”

FairyTails
Copyright © 2017 FairyTails Pet Sitting, LLC

FairyTails services

convenience care visits

The perfect service for busy people. We'll take care of potty breaks, feedings, medications, walks, or just a little extra TLC so you can focus on your day. Great for puppies and senior dogs who need frequent potty breaks, high energy or working-breed dogs who need regular exercise, and crated or indoor dogs without access to a yard. We offer daily walks, weekend visits and anytime in between.

Convenience Care visits are 30 minutes, available 7am to 10pm, 7 days/week. Ask about special pricing for longer visits!

vacation care visits

Fully customizable, pet care specifically for parents traveling without their pets. We'll visit your pets 3 times/day, or more, to ensure that they have the attention and care they need, including potty breaks, feedings, medications, and walks, along with house-sitting duties such as watering plants, picking up mail, turning lights on/off, and closing/opening blinds to give your home that "lived-in" feel while you're away. Vacation Care visits range from 30 minutes to 2 hours, available 7am to 10pm, 7 days/week, 365 days/year. Recommended visit durations and times vary based on you and your pet's unique needs. Let us help you create your customized vacation care package!

overnight care

We stay the whole night and snuggle with your pets in the comfort of their own home. Perfect for pets who experience high separation anxiety, have health issues or simply crave more human attention.

Overnight care is from 8pm to 7am, and includes fully customizable morning and evening care such as walks, feedings and medications. Available 7 days/week, 365 days/year.



“Wonderful caring and conscientious dog walkers and pet sitters! FairyTails gives me peace of mind on my longer work days, and also when I am traveling. They send cute photos of every visit. My two dogs love their routines with their kind and gentle FairyTails staff! Great communication, reasonable rates, extremely reliable, just all around great people. – **Eve B.**”



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FairyTails
PREMIER PET SERVICES

FAIRYTAILS PET SITTING

FairyTails Pet Sitting is a local, woman-owned pet sitting and walking business. They had an introductory PowerPoint for new customers, but needed something with loads of information that was easy to hand out to potential clients. A tri-fold brochure was designed with their needs in mind that also kept in line with their branding.



What is TWC?



Texas Wine Collaborative began in 2017 after seeing opportunities for local wineries while working for a distributor.

Local wineries are quickly becoming a growing category in both on-premise and off-premise accounts. There is a growing number of high quality Texas wines now on the market, but most brands that are already with a distributor are not getting attention.

Texas Wine Collaborative is here to help!



Key Accounts



TEXAS WINE COLLABORATIVE

Texas Wine Collaboration is a new company that focuses on helping Texas wineries with distribution. To promote their company to a wider audience, they were presenting at the Texas Wine Association and needed a presentation that fit their brand and attracted new clients.

Whether you are looking for interim office space, an alternative to working from home or coffee shop, or a professional environment to launch your business from, we have a variety of offices to suit your needs and budget.

We Offer:

- Cubicles for individuals starting as low as \$125 per month
- Private offices accommodating one to three desks for as low as \$350 per month
- Shared amenities at no extra cost including high-speed WiFi, parking, copy/print/fax service, conference room, customer lobby, kitchen and more
- Business advising and trainings at no extra cost offered onsite by the LiftFund Women's Business Center
- Access to capital through LiftFund loans at a reduced interest rate
- Networking opportunities with fellow LIFOFF tenants and at quarterly onsite mixers
- HUBZone and Eastside Promise Zone business address for tenants interested in qualifying for certification or grant opportunities




Visit Us
2014 S. Hackberry
Conveniently situated between I-10 and I-37.

Contact Us
to schedule a tour:
liftfund.com/liftoff
liftoff@liftfund.com
210-374-2170

Follow-us on Social Media!

 LiftOff is home to the satellite office for the LiftFund Women's Business Center, our on-site provider for free business advising and training services. The LiftFund WBC is funded in part through a cooperative agreement with the U.S. Small Business Administration.

LiftOff

A CO-WORKING SPACE



coworking space for entrepreneurs and professionals

our services

We offer affordable and flexible workspace for entrepreneurs so that they can minimize their overhead expenses and achieve greater profitability in their business. LiftOff, a program of the LiftFund WBC, is a co-working space for entrepreneurs and business professionals located in Southeast San Antonio just minutes from downtown.

benefits & amenities

 cubicles or private offices	 conference room	 wi-fi	 business advising and training
 networking mixers	 access to capital	 copy/print/fax	 mailing address

LIFTOFF

LiftOff is the co-working space for LiftFund, a non-profit organization that helps finance new small business and startup companies. LiftFund needed a rack card to hand out to current and potential clients for general information about the space. They wanted a “modern/funky” feel, while still looking professional, which was achieved with bold colors, fun icons, and clear type.



IN THE WEEDS

In the Weeds is a local, handmade skincare line. They had a huge opportunity to be featured at LA Fashion Week, which included a two-page ad in the magazine, *The LA Fashion Magazine*. They wanted the ad to be modern and urban, yet natural.



CHI BETA EPSILON

The Chi Beta Epsilon sorority at Trinity University is one of the most popular sororities on campus. They wanted a new website to promote their activities, philanthropy, and encourage new members to rush. Their new website was built from scratch to become more modern and stylish as well as responsive.

Thank you to our sponsors!

Welcome!

The Washington's Birthday Celebration is the oldest celebration in the United States honoring the first president of our country, George Washington. Done with international flair, the WBCA and the City of Laredo hosts a party more than 28 events in 33 days! An incredible air show, a carnival with exhilarating rides, lavish pageants depicting our country's early history, the one and only award winning Jalapeño Festival, one of the country's truly "international" parades, and a beautiful fireworks display are but a few of the events you can enjoy.

122ND WASHINGTON'S BIRTHDAY CELEBRATION

**Jan 19 - March 2
Laredo, TX 2019**

¡Bienvenidos a la fiesta!

WBCA WASHINGTON'S BIRTHDAY CELEBRATION ASSOCIATION
Washington's Birthday Celebration Association of Laredo, Inc. (WBCA™)
1819 E. Hillside Road
Laredo, Texas 78041
956-722-0589
wbca@wbcalaredo.org

122ND WASHINGTON'S BIRTHDAY CELEBRATION

CALENDAR OF EVENTS

Month	Date	Event	Location	
January	SAT 19 6:30PM	ISHC Abraraz Reception*	La Posada Hotel San Agustín Ballroom, 1000 Zaragoza St.	
	TH 24 7:00PM	Commander's Reception	Samies Auto Arena, 6700 Arena Blvd.	
	FRI 24 4:00PM	Washington's Birthday Celebration Museum	1311 Hillside Hotel, 907 Zaragoza St.	
	8:00PM	Laredo Webb County Bar Association Noche de Agave - Tequila Tasting & Mix*	1005 San Agustín Ave.	
	SAT 26 10:00AM	South Texas Collector's Expo Camis Con @ TAMU*	Texas A&M International University Student Center, 3201 University Blvd.	
	7:30PM	Dinero de Laredo - St. Augustine High School 91st Anniversary Celebration*	The Barn at Los Pobos, 4633 Casa Blanca S Laredo	
	SUN 27 10:00AM	South Texas Collector's Expo Camis Con @ TAMU*	Texas A&M International University Student Center, 3201 University Blvd.	
	February	SAT 2 7:00PM	Noche de Cabaret - LULAC Council #1*	Costa Blanca Club Center, 700 E. Saunders St.
		7 7:00PM	Taste of Laredo*	Samies Auto Arena, 6700 Arena Blvd.
		FRI 8 7:00PM	Comedy Jam For George*	Laredo Little Theatre, 4802 Thomas St.
		10:00PM	Comedy Jam For George*	Laredo Little Theatre, 4802 Thomas St.
		SAT 9 2:00PM	WBCA Youth Song & Dance Festival	Guadalupe and Lila Martinez Fine Arts Center, West End Washington St.
7:00PM		Boys & Girls Clubs of Laredo Wine Tasting Gala*	Laredo Country Club, 1415 Country Club Dr.	
TH 14 TBA		American Historical Theatre George Washington Performance	Texas A&M International University Student Center Ballroom, 3201 University Blvd.	
6:00PM		WBCA Carnival Sponsored by McDonald's of Laredo	Samies Auto Arena - Parking Lot, 6700 Arena Blvd.	
FRI 15 TBA		American Historical Theatre George Washington Performance	Texas A&M International University Student Center Ballroom, 3201 University Blvd.	
5:00PM		WBCA Carnival Sponsored by McDonald's of Laredo	Samies Auto Arena - Parking Lot, 6700 Arena Blvd.	
6:00PM		Ruck Cancer Rugby Tournament*	Father Nicholas Park, 201 Zebou Ct.	
7:00PM		Dinner with The President Hosted by Falcon Bank	La Posada Hotel San Agustín Ballroom, 1000 Zaragoza St.	
SAT 16 6:30PM	WBCA Founding Fathers' 5K Run, Ride & Wellness Fair	1000 Medical Center, 1000 E. Saunders St.		
8:00AM	Ruck Cancer Rugby Tournament*	Father Nicholas Park, 201 Zebou Ct.		
12:00PM	Laredo College Family Fun Fest and Musicals*	Laredo College, West End Washington St.		
SAT 17 11:00AM	WBCA Stars & Stripes Air Show Spectacular Sponsored by Miller Lite	Laredo International Airport, Mahler Entrance, 4005 Mahler Ave.		
1:00PM	WBCA Carnival Sponsored by McDonald's of Laredo	Samies Auto Arena - Parking Lot, 6700 Arena Blvd.		
7:30PM	Princesa Peashushan Pageant and Ball*	Laredo College, Guadalupe and Lila Martinez Fine Arts Center, West End Washington St.		
SUN 17 11:00AM	WBCA Stars & Stripes Air Show Spectacular Sponsored by Miller Lite	Laredo International Airport, Mahler Entrance, 4005 Mahler Ave.		
1:00PM	WBCA Carnival Sponsored by McDonald's of Laredo	Samies Auto Arena - Parking Lot, 6700 Arena Blvd.		
MON 18 5:00PM	WBCA Carnival Sponsored by McDonald's of Laredo	Samies Auto Arena - Parking Lot, 6700 Arena Blvd.		
TUE 19 5:00PM	WBCA Carnival Sponsored by McDonald's of Laredo	Samies Auto Arena - Parking Lot, 6700 Arena Blvd.		
WED 20 5:00PM	WBCA Carnival Sponsored by McDonald's of Laredo	Samies Auto Arena - Parking Lot, 6700 Arena Blvd.		
TH 21 5:00PM	WBCA Carnival Sponsored by McDonald's of Laredo	Samies Auto Arena - Parking Lot, 6700 Arena Blvd.		
6:00PM	IBC Youth Parade Under the Stars	Laredo Civic Center, 2400 San Bernardo Ave.		
FRI 22 12:00PM	WBCA La Posada Hotel Welcome Luncheon*	La Posada Hotel San Agustín Ballroom, 1000 Zaragoza St.		
12:00PM	WBCA Carnival Sponsored by McDonald's of Laredo	Samies Auto Arena - Parking Lot, 6700 Arena Blvd.		
SAT 23 7:00AM	WBCA Liberty Run Sponsored by The Outlet	Outlet Shoppes at Laredo, 1800 West St.		
7:30AM	WBCA/ABC International Bridge Ceremony	Sponsored by La Posada Hotel, 1000 West St.		
8:00AM	Princesa Bouch Washington's Birthday Parade	Laredo Civic Center, 2400 San Bernardo Ave.		
12:00PM	Mr. South Texas Luncheon Hosted by Texas Community Bank	Laredo Country Club, 1415 Country Club Dr.		
12:00PM	WBCA Carnival Sponsored by McDonald's of Laredo	Samies Auto Arena - Parking Lot, 6700 Arena Blvd.		
6:00PM	WBCA Jalapeño Festival Sponsored by La Costeña	1819 E. Hillside Rd.		
7:00PM	Society of Martha Washington Cocktail Party*	Laredo Country Club, 1415 Country Club Dr.		
7:00PM	Noche de Cabaret - A Presentation of Sabor y Sufiora International LULAC Council #12*	Costa Blanca Ballroom		
SUN 24 12:00PM	WBCA Carnival Sponsored by McDonald's of Laredo	Samies Auto Arena - Parking Lot, 6700 Arena Blvd.		
2:00PM	H.E.B. Fireworks Extravaganza	LIFE Dome, 601 E. Saunders St.		
5:00PM	WBCA Membership BBQ	LIFE Dome, 601 E. Saunders St.		
MON 25 12:00PM	Monday @ WBCA Carnival Sponsored by McDonald's of Laredo	Samies Auto Arena - Parking Lot, 6700 Arena Blvd.		
SAT 2 12:00PM	WBCA President's Cup Golf Tournament	Laredo Country Club, 1415 Country Club Dr.		

WASHINGTON'S BIRTHDAY CELEBRATION ASSOCIATION

The WBCA was hosting George Washington's 122nd birthday and wanted a program of events for this celebration. They wanted something easy to hold, easy to read, and that fit their color scheme.



logo identity



colors

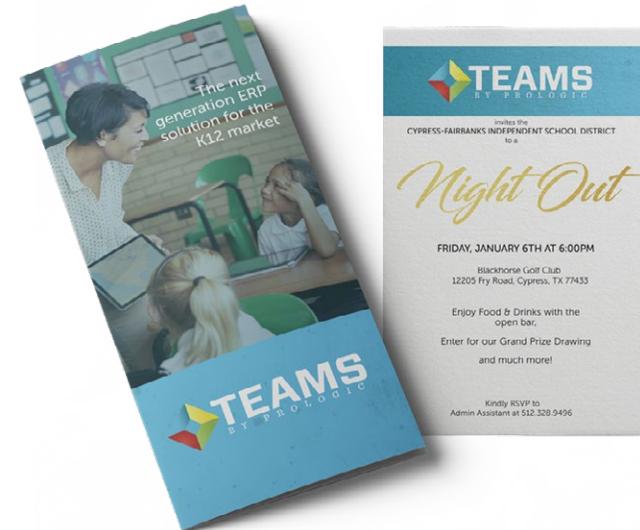


fonts

Forza Bold
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

Sentinel Medium
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

Museo Sans
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z



TEAMS BY PROLOGIC

Prologic has been in business for over 25 years and was ready for a change. Their school administrative software, TEAMS, soon became part of their brand so they needed an entirely new identity. A new logo, brand identity, responsive web site design, social media, and supplemental materials were created with both their new and old identities in mind.



alternate logo



logo identity



logo identity 2



colors



greyscale



patterns



fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 gelato script

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 proxima nova alt bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 proxima nova alt regular



FLOREAN FORTESCUE'S ICE CREAM PARLOUR

Florean Fortescue's Ice Cream Parlour has minimal branding and graphic design and a redesign of their current branding into a full identity was needed. The new brand identity was designed to be very fun, whimsical, and magical and includes product packaging, business cards, stationery, and uniforms that seamlessly fits in with the rest of the design in the wizarding world.

Thank you for your time!

Melissa Zepeda
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