

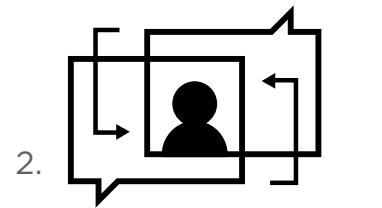
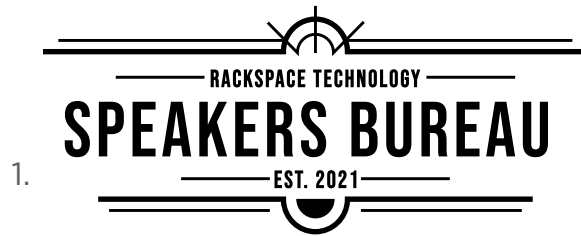


CRYSTAL
ROSALES

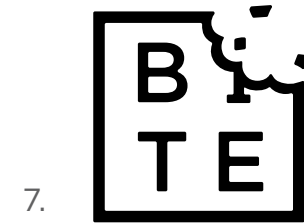
CRYSTAL ROSALES

reader. writer. designer. unicorn lover.

Though not always in that order.



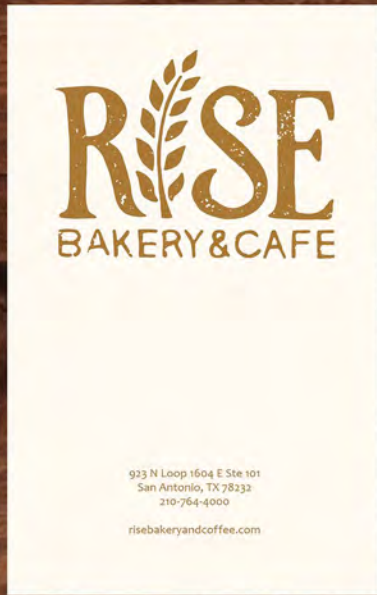
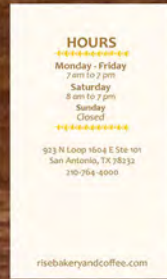
RACKSPACE® VIRTUAL
WHITEBOARDING CENTER



Logos

Top
Row:
1. Speakers Bureau
2. Virtual Whiteboarding
3. Pippi Longstocking

Bottom
Row:
4. Tea & Baguettes
5. Rise Bakery & Cafe
6. Farmstand at Hildebrand
7. Bite Chocolate



Rise Bakery & Cafe

BRANDING

Rise Bakery & Cafe is a local San Antonio establishment that prides themselves on their homemade bread baked from scratch daily in store. The collateral for Rise echoes the same warm, home-style feeling that their bakery gives and creates a personal connection with their clients.

“...specializing in home-style baking made from scratch.”
— Rise Bakery

- AWARDS
- 2015 Gold ADDY
 - 2015 Silver ADDY

BAKERY

BURGERS

SIDE SALADS

**HOT & ICED
ESPRESSOS**

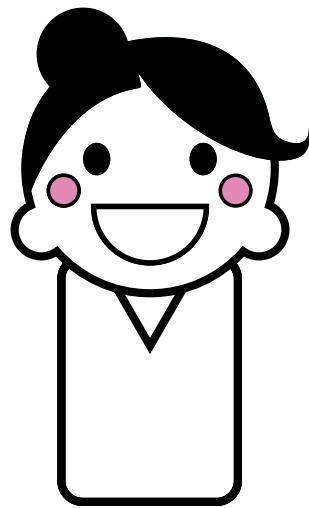
COLD DRINKS

HOT DRINKS

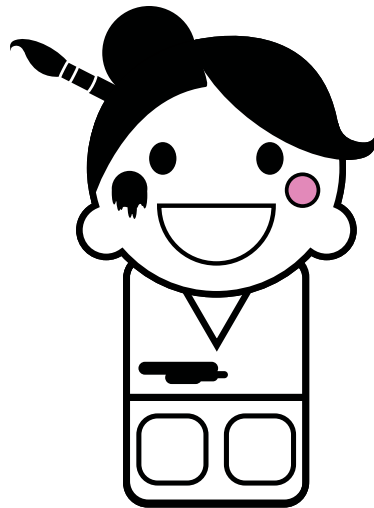
MILKSHAKES

**GRILLED
SANDWICHES**

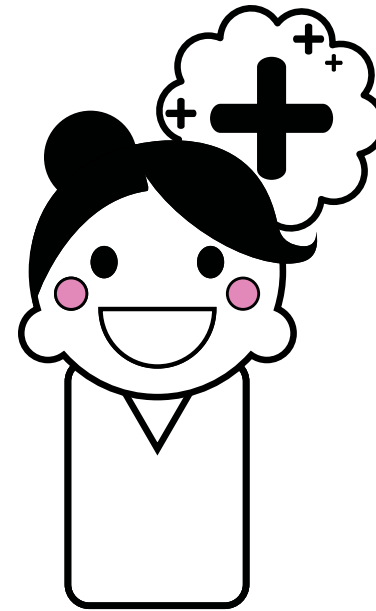




SELF



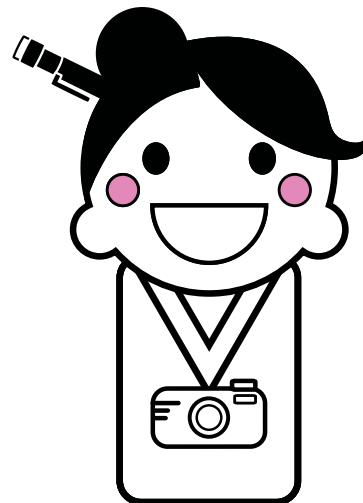
ART



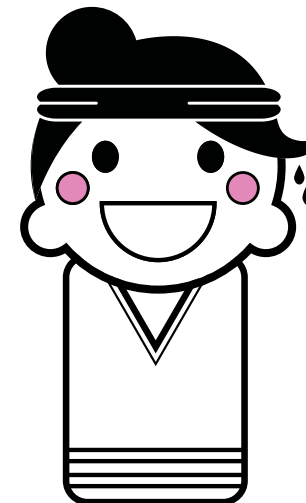
POSITIVE THINKING



LEARN A LANGUAGE



HOBBIES



EXERCISE

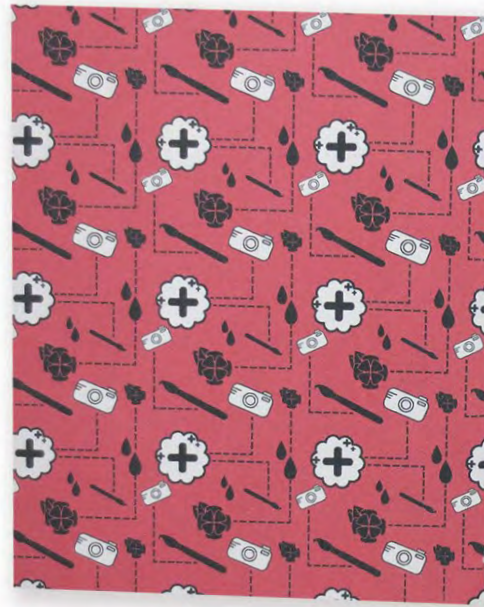
Becoming a New You

BOOK DESIGN

Becoming a New You is a pocket-sized book designed to inspire change in individuals through a collection of positive concepts, stories and quotes. The short rhymes aid in the progression of the book while the compact size allows for easy transport and accessibility.

“Just take it one day at a time.

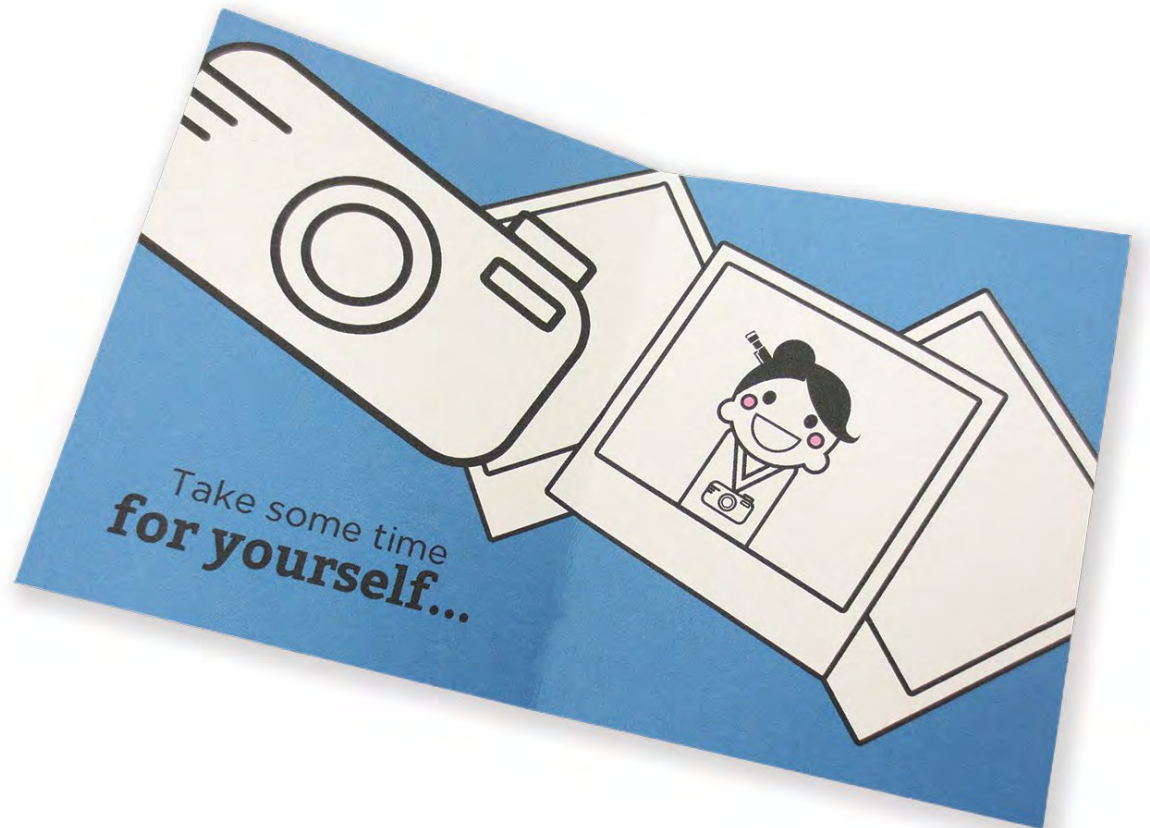
— Becoming a New You



Begin with a smile,
because a frown just
won't do. You're on your
way to becoming a
new you!



Spanish is a
language of
Love,
a challenge to
take hold of.
Aprende un
nuevo idioma



Take some time
for yourself...

The Pearl Brewery
farmers market
Written by Crystal Roebeln

With a strong commitment to food excellence, Pearl is host to a producers only farmers market. All Pearl Farmers Market vendors are located within 150 mile radius of San Antonio, Texas, providing fresh, local, and seasonal products that they themselves planted, raised, and harvested. Come meet your local food producers!

Saturdays, 9am - 1pm • Sundays, 10am - 2pm • Rain or Shine

From grass-fed meats, eggs, and herbs to specialty foods and other artisanal products, local vendors have added seasonal produce at the Pearl Brewery's Farmers Market since May of 2009. The primary focus of the farmers market is on foods that are sustainable, local, and organic. Over the years the market has proven to be successful and has flourished in the area. After six years of operation, the local vendors have decided, come March, that the market will now be open on Sundays as well as Saturdays. No matter the weather, rain or shine, the market is open for business. This area creates a small-town feel within such a large city. This keeps people coming back for more each weekend.

Over forty different vendors set up shop in the central area of the Pearl Brewery, each of who live within a 150-mile radius of San Antonio. This produce is as local as one can hope to get. Springfield Farms, CrepeLanitas, Glenswick Farm, Getcham Bee Ranch, HGD Foods, Humble House Foods, Image Lavender Farm, La Hacienda Products, Ma Chevalier, Mother Culture, My Father's Farm, Ottmers Family Farm, Parker Creek Ranch, Polwet Country Winery, Restaurant Owendolyn, Shackle Ranch, Sol y Luna, South Texas Heritage Park and

Yaps Empanadas are just a few vendors that people can expect to see when they head down to the market.

The market also welcomes its four legged friends. Many dogs can be seen lining the spaces in between the stalls, eagerly making friends with one another. Curious canines are always sniffing the legs of those that walk by (and hope that a sample from the bread vendors table will fall to the ground). The buildings that surround the market offer more than enough shade to keep both dogs and humans cool from the heat of the Texas sun. The central area includes two water fountains, one specially made so it sits on the ground allowing owners an easy way to make sure their dogs stay hydrated.

In the center of it all is a small green space. This area is dotted with tables as well as cement benches that allow patrons to sit and enjoy the day. Many people buy a freshly made, hot, breakfast from one of the food stalls and sit outside basking in the sun and shade while eating. This spot is also ideal to sit and listen to the market's live music that sets up just on the outside of the seating area. Many local bands play music ranging from covers of the Beatles to renditions of bluegrass. They play a little bit of everything and always provide a good time.

Not only does the market draw increase business for the local farmers but it also aids the small shops that surround the brewery's perimeter. The patrons of the market spend their morning browsing the fresh produce as well as the boutiques and small shops in the area creating a better business for those there that have set up shop.

The area is also adjacent to several different restaurants or within walking distance. These restaurants include Arcade Meltown Kitchen, Bakery Lorraine, Boiler House, Green Vegetarian Cuisine, Il Sogno and La Gloria. The area also allows easy access to the calmer side of the Riverwalk where many patrons choose to ride their bikes, run, or spend their morning walking their dogs after purchasing their fresh produce.

Not only does the market at the brewery allow for a chance to cross produce shopping off the list, it gives locals a chance to experience a different side of the city within all of the usual hustle and bustle.

Make sure to head into the market early, if you don't, vendors may just sell out of what you're looking for. A popular hotspot for locals, many of them frequent it weekly and waste no time in buying the best and the freshest produce in town.

local & organic

best & freshest
produce in town

The Pearl Farmers Market is located directly in front of the historic Brewhouse and now extends through Avenue A along Pearl Parkway

4

S.A. to Z
Newsletter
EDITORIAL

S.A. to Z is a local newsletter that focuses on the dynamic culture of San Antonio, Texas. The publication artistically highlights an array of subjects from food trucks and eateries, to art and music. The newsletter's main aim is to celebrate the diverse atmosphere of San Antonio.

"We'll take you from the Alamo to the Zoo.

— S.A. to Z



S.A. to Z

What we take you from A to Z

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4 | Farmers Market: Take a bite out of San Antonio's Southern-style food and brews, local and seasonal.
6 | Historic Space: Take a bite out of San Antonio's Southern-style food and brews, a historic space with Texas cuisine.
8 | Esferas Perdidas: Join in the hunt to find artist's Esferas Perdidas, or Lost Spheres. Can you decipher the clues before everyone else?

EDITOR'S NOTE

Dear reader,
Recently I was asked – "What sets S.A. to Z apart from other local newsletters?"

That got me thinking. What makes this publication so unique? Here at S.A. to Z we continually strive to bring you interesting content about current events in the local area. We are dedicated to not only finding the fun, the interesting, the unique, but also sharing it with our readers! That's you! S.A. to Z is a newsletter for locals, by locals. We know what it's like to try and plan a Saturday night. So let us help you out with that. The creators of this newsletter are always eager to find out what's going on in our city. We have a passion for when it comes to unearthing exactly what it means to live in San Antonio. There is no hesitation when the time comes for collecting information. Whether it's about the newest and hottest local bands, or haunted history of the Menger Hotel, we want to create a publication that will get you the information that will take you from A to Z.

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El Gran Mercado

Preserves Cultural Flavor

Jason Buch

El Mercado in Market Square looks very different from the open-air markets that used to characterize this city. Gone are the spires of the Market House, built at the end of the 19th century, and the produce sellers, who moved southwest to Zaramora Street. Today, the market is more for tourists who can find Mexican folk wares and weekend performances in the city-owned square and buildings next to Mi Tierra Restaurant and Bakery.

In the 1940s, the farmers market moved out, and the area began to deteriorate. Twenty years later, the chamber of commerce created a commission to find a use for the historic square. In 1970, voters passed a bond that provided the city with money to renew the area. The decision was made to convert the former 43,200-square-foot building where the produce sellers had been to a market full of shops selling Mexican goods.

The idea for selling Mexican curios came from produce vendors in the Hay Market building across San Saba Street to the west of Market Square, said Jaime Herrejon, 59, who started working at his father's stall there. The vendors, members of the Cortez family that owns Mi Tierra and other stakeholders got together and decided to rejuvenate the area by starting El Mercado. Initially, the shops were influenced by a wide range of groups that had settled in San Antonio, including Chinese, German and Czech, Herrejon said. "They all had a

“they all had a vision of what it could be.”

vision of what it could be,” he said. “At the beginning really there was a mixture of peoples in the area.” Eventually, more and more shop owners moved toward selling Mexican curios, Herrejon said. The Hay Market building was replaced with the 60,800-square-foot Farmer's Market building, which now has a food court and shops similar to those in El Mercado. Nick Peña and his brothers operated a grocery store on the South Side, but he decided to move into the new El Mercado, where he and his family now sell Mexican curios. “You can bring back a little bit of the history and you can combine it with the new market concept that started in 1970,” he said. “We transformed what you could say was a rough jewel into a shining jewel.” A new generation now runs the stands. “You grow up with it,” said Gabrrella Albright, whose father was one of the original shop owners in El Mercado.

Today there are 32 shops in El Mercado, 56 in the Farmers Market building, festivals throughout the year and mariachi and folklorico acts on the weekend. “We see it as just a treasured cultural facility,” Jenkins said. “It really gives tourists from all over the country a chance to see some of our great Hispanic, Mexican traditions.”

The Missions

National Historical Park

Alice Lee Scott



Mission San José



Mission Concepción



Mission San Juan Capistrano

The San José y San Miguel de Aguayo Mission, also known as the “Queen of the Missions,” is the largest mission in San Antonio. It was established in 1720 and completed in 1782. Spanish designers, directing workers from the local Coahuiltecan tribe, built the mission using Texas limestone and brightly colored stucco. At its height, it provided sanctuary and a social and cultural community for more than 300 Indians, and was surrounded by acres of fields and livestock herds. The mission had its own gristmill and granary, which have been preserved. In 1874, San José's church dome and roof collapsed. In 1928, the church tower collapsed.

The beautiful church at Mission Nuestra Señora de la Purísima Concepción de Acuña looks much like it did in 1755 when it was first dedicated. Interior renovations in 2010 returned the church's interior walls to the rich colors of 255 years earlier. The church's exterior was originally decorated with geometric designs painted on the facade and iron crosses and weather vanes were placed atop the two towers. The exterior paintings have faded, but inside you can still see original frescos in some of the rooms. The church stands as the oldest unrestored stone church in the U.S.

Mission San Juan was established in San Antonio in 1721. The church, priest's quarters and granary were completed in 1756. The mission's fertile farmlands allowed for a self-sustainable community, and its surplus helped supply the region with produce. The chapel and bell tower are still in use. Note the typical Romanesque archway at the entrance gate and the remains of a half-completed, more elaborate church that was begun in 1772 and abandoned in 1786 when the mission's population declined. Guests can also tour a self-guided nature trail that leads to the river.



Farm Stand at Hildebrand

WAYFINDING

The Farm Stand at Hildebrand is a local San Antonio farmers market. This design mirrors the organic feel of the market and incorporates the vibrant colors found within the produce. The simple wayfinding system is easy to understand and utilizes cohesive color elements to help draw patrons' attention.

“An apple is an excellent thing — until you have tried a peach.

— George du Maurier

AWARDS

2016 Silver ADDY

GROUP

Emily Condel

Marian Davalos





Think. Learn. Share.

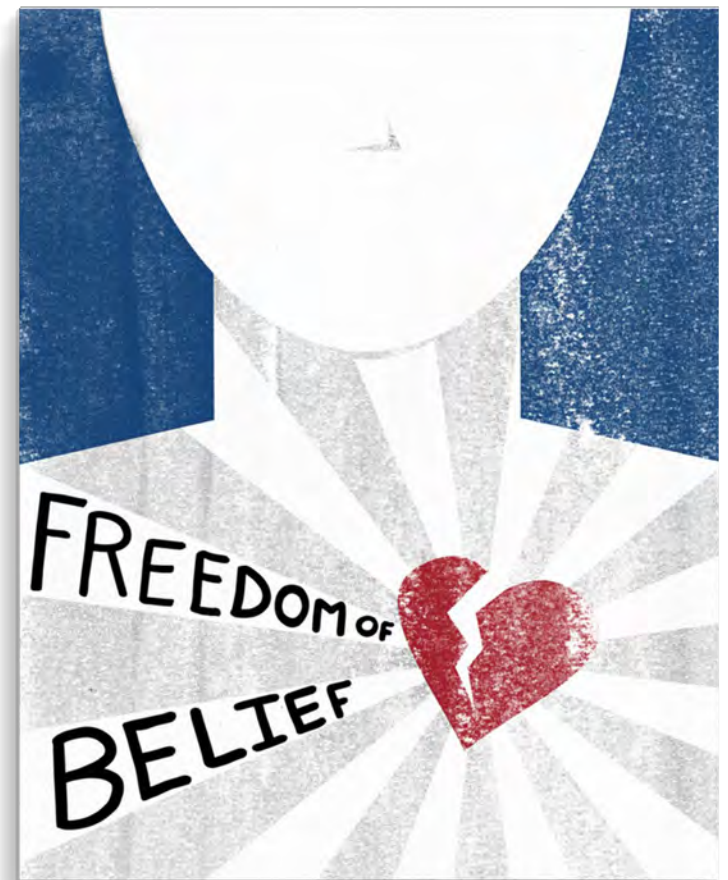
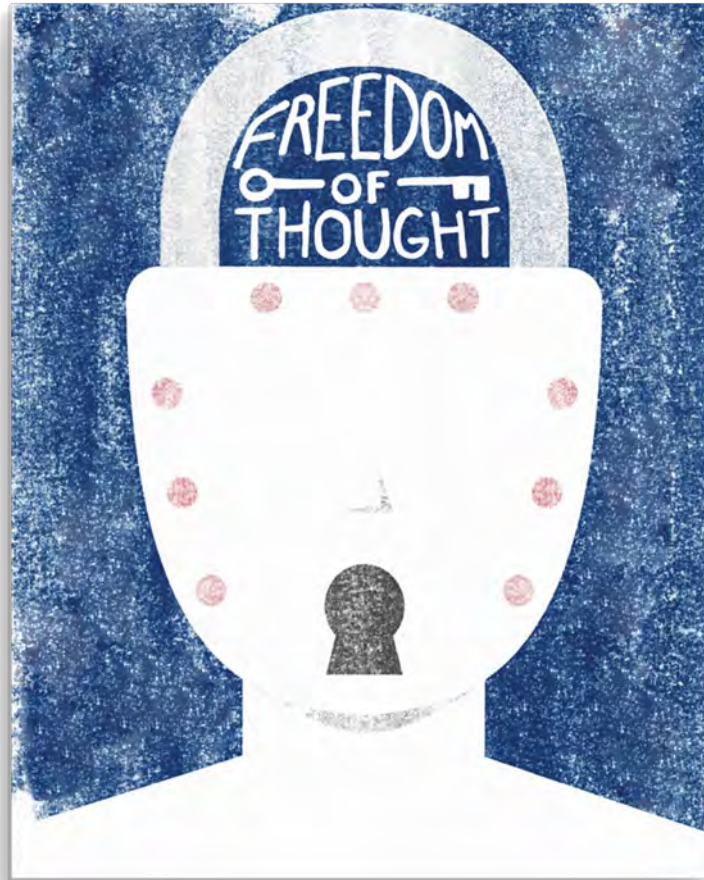
BRANDING

Think Learn Share is a program at The University of the Incarnate Word. It focuses on equipping teachers to assist students in developing their writing skills within the programs offered at the university. The icons are simple, straightforward and give a visual element to the three concepts of the program.

“All truly great thoughts
are conceived while
walking.

— Friedrich Nietzsche

GROUP
Michael Clayton
Marian Davalos



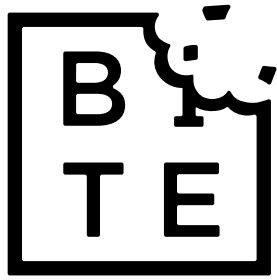
Freedom Posters

PRINT COLLATERAL

This poster series explores the nature of an individual's fundamental rights. The conflicting messages of the text and images is designed to force the reader to contend with his or her ideas of such inalienable rights and how they may be limited or altogether threatened by society and, at times, one's self.

“I want freedom to the full expression of my personality.

— Mahatma Gandhi



Bite Chocolate

BRAND PACKAGING

Bite Chocolate encourages the consumer to pay attention to the simple things in life and cherish the small indulgences. Bite's branding is designed to be fun and playful while keeping a clean and simple look. It is created to enter seamlessly into the modern market with an attractive design to entice all ages.

“A balanced diet is
chocolate in both hands.

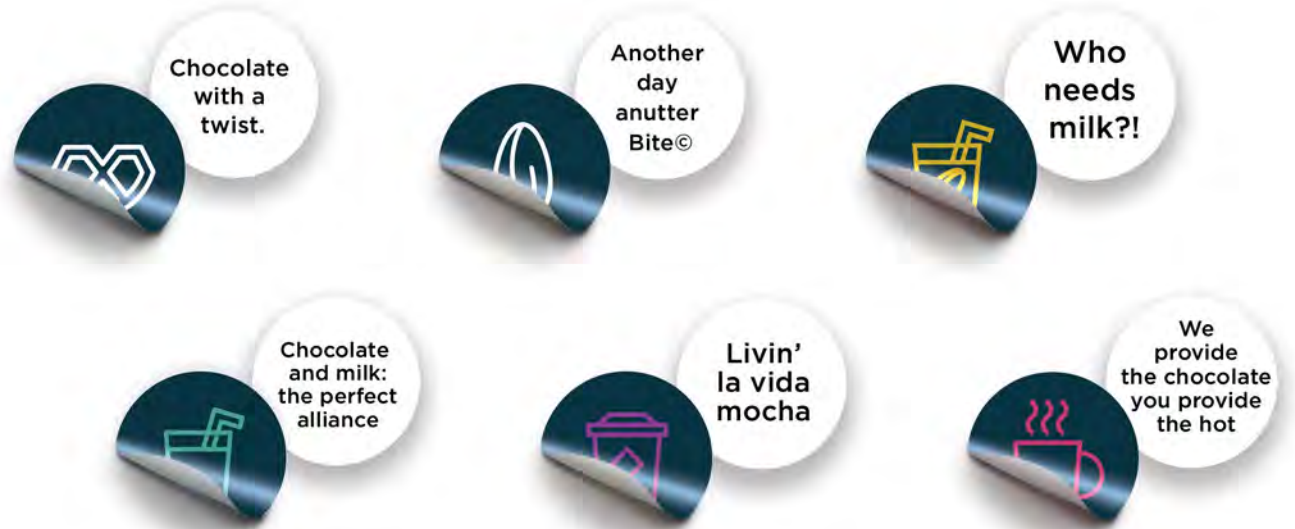
— Unknown

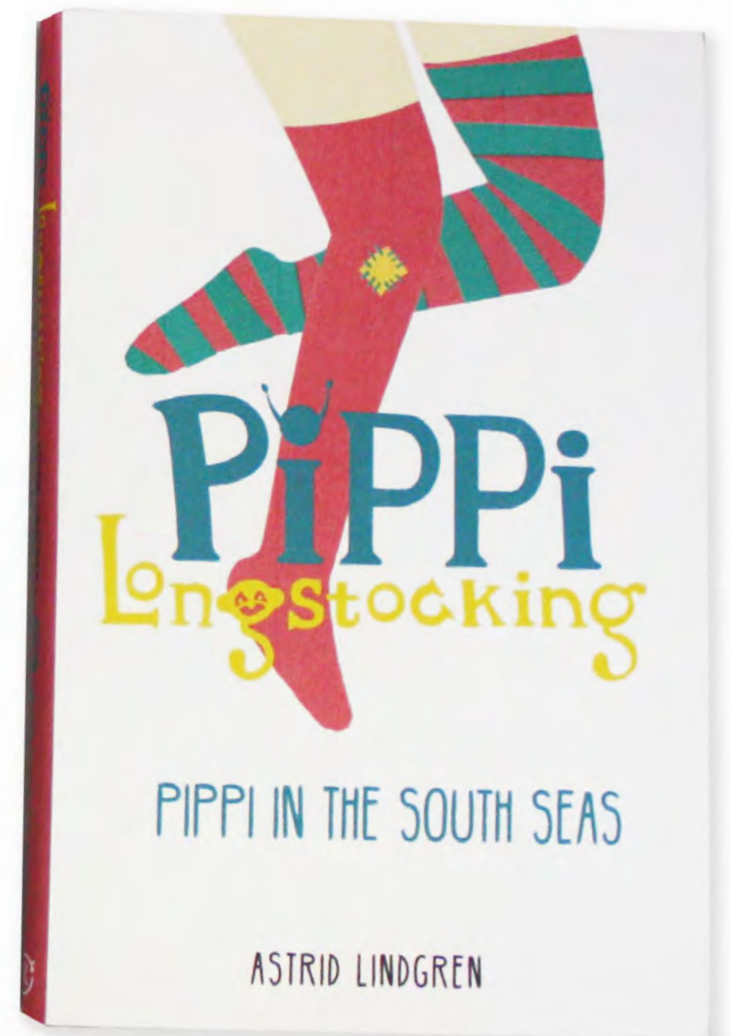
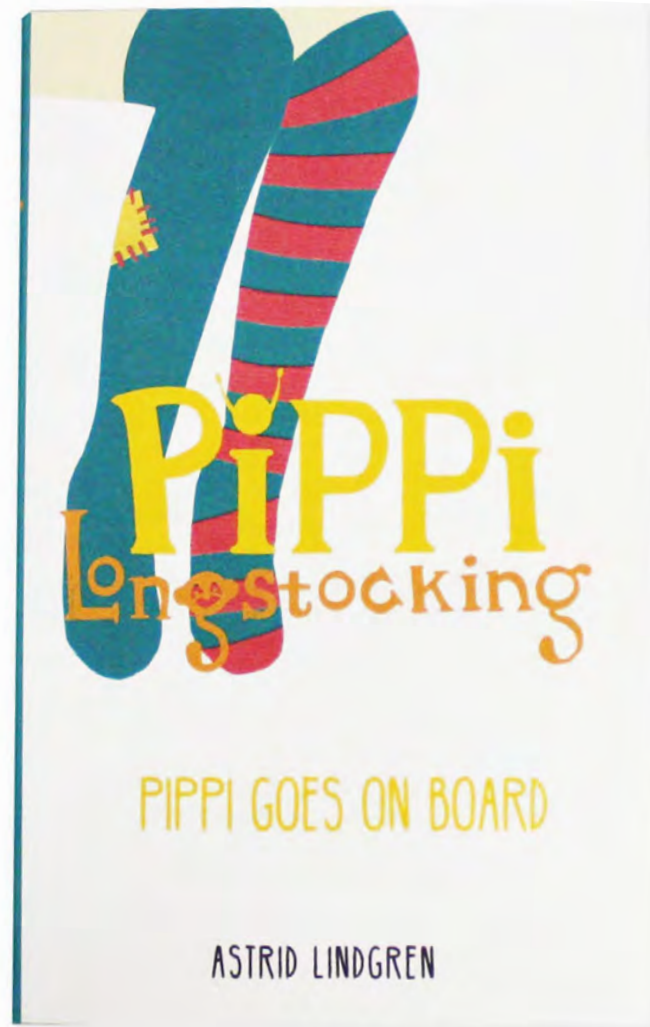
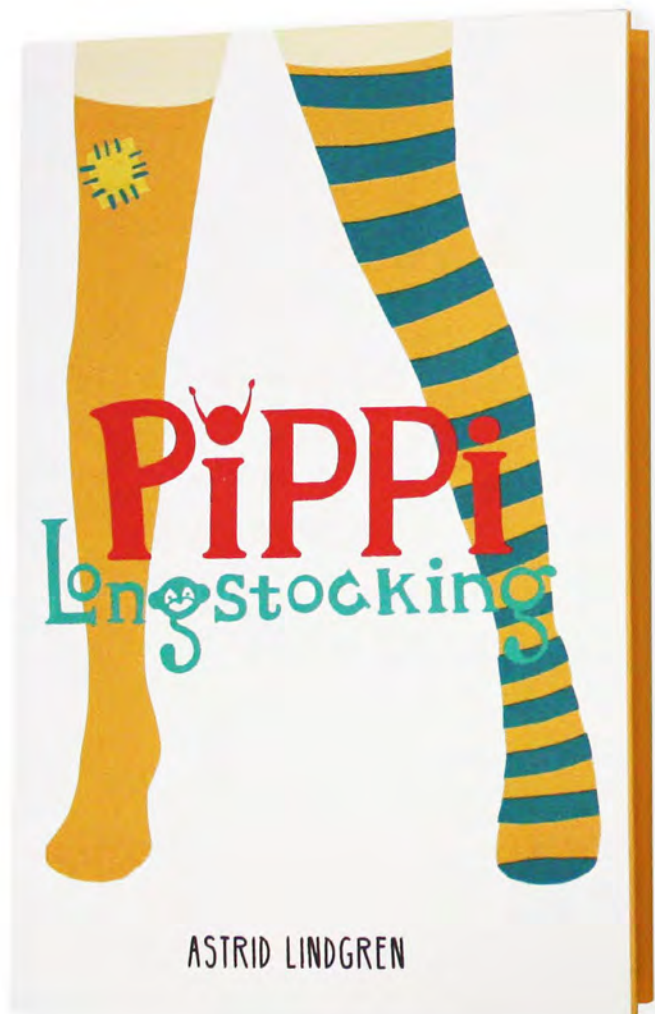
AWARDS

- 2016 Judge's Choice ADDY
- 2016 Gold ADDY

GROUP

Christopher C. Castillo
Marian Davalos





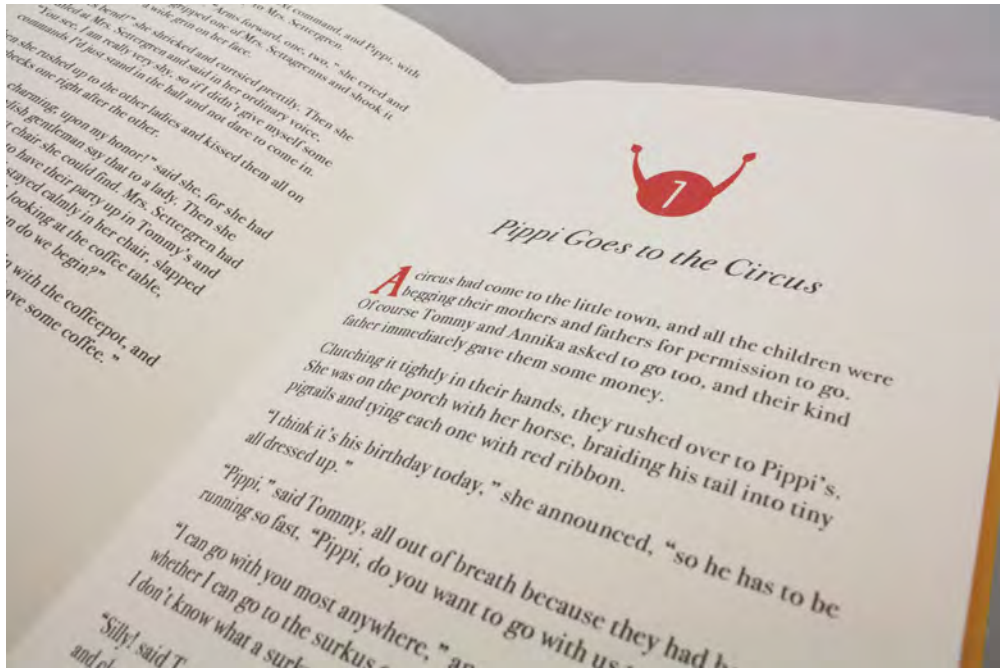
Pippi Longstocking

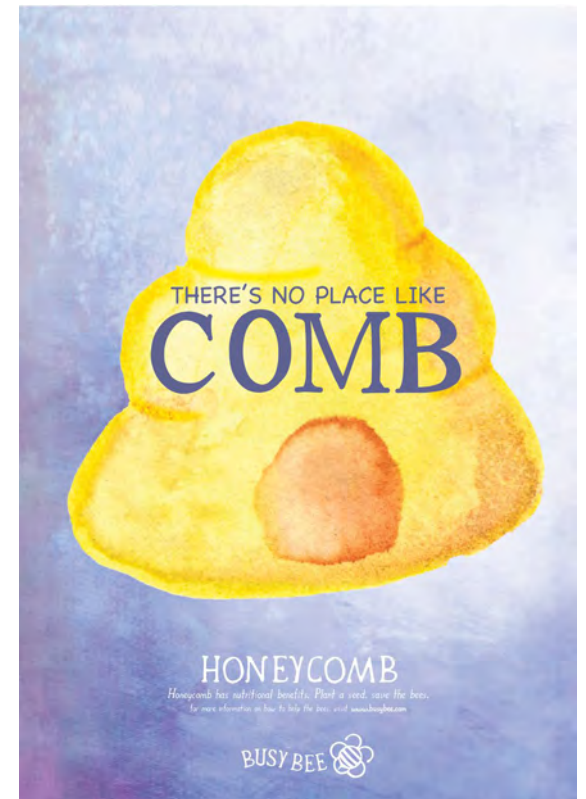
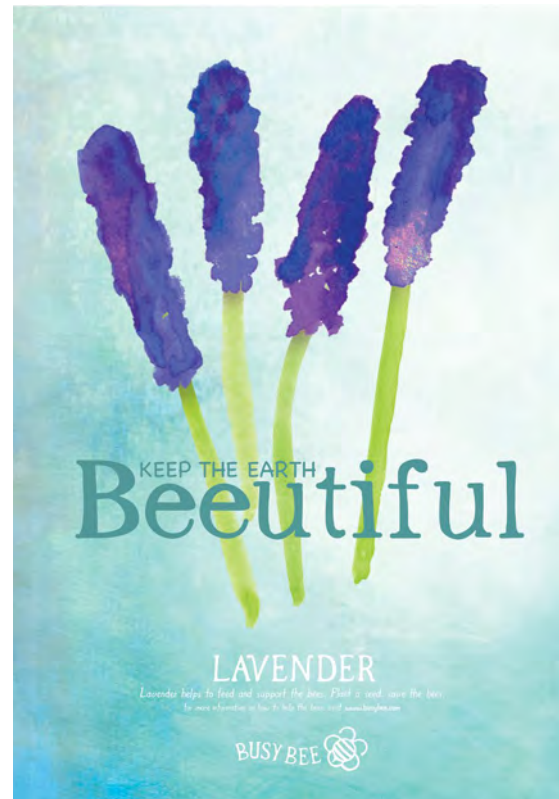
BOOK DESIGN

These three dust jackets are visually engaging and echo the vibrant personality of Pippi Longstocking. Each section of the cover responds to one of the characters in the books and creates a playful image that explores the eccentric personality of Pippi within the novels.

“A room without books is like a body without a soul.

— Marcus Tullius Cicero





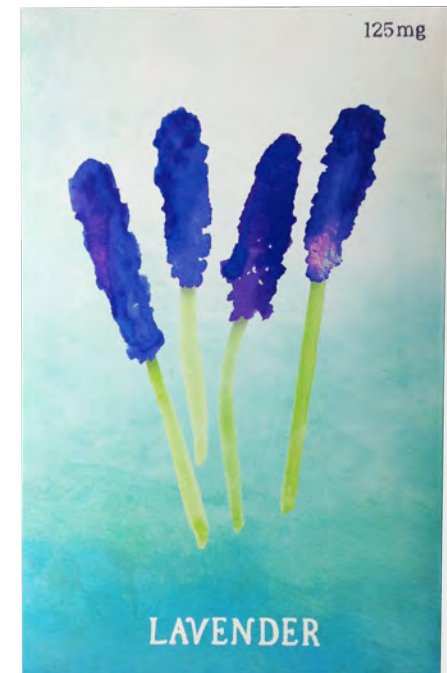
Case Study

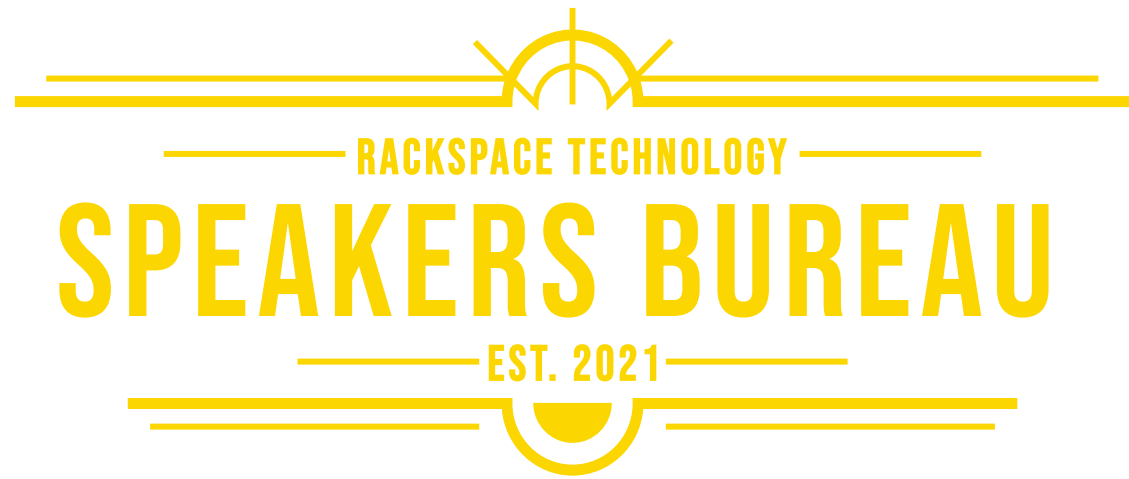
CAMPAIGN

Busy Bee is an organization that focuses on saving the bees. The vibrant posters depict plants that bees are commonly drawn to as well as utilizing the colors found within nature. The seed packets use the same imagery as the posters and provide useful information about the plant and how to maintain it.

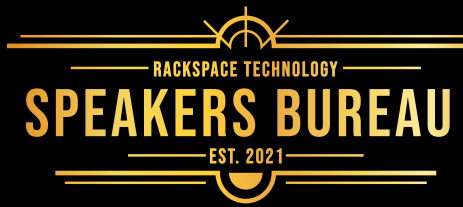
“The keeping of bees is like the direction of sunbeams.

— Henry David Thoreau





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technology



Hello Racker,

I am pleased to invite you to join the inaugural cohort of the Rackspace Technology Speakers Bureau. You have been hand-selected by our leaders and marketing team for your continued commitment to providing a Fanatical Experience™ in every customer interaction you have. We hope you will accept our invitation to join this talented group of Rackers. Please find additional information on the program below.

What is the Rackspace Technology Speakers Bureau?

The Rackspace Technology Speakers Bureau exists to enable Rackers to provide a Fanatical Experience for our customers at all speaking engagements and customer-facing events. It will create and foster a standard of excellence for all Rackers speaking in public mediums as ambassadors of the Rackspace Technology brand. The speakers bureau will create a consistently updated catalog of speakers and their areas of expertise, making it easier for Rackers from across the business to identify subject matter experts to engage in their customer interactions.

We accomplish this mission by doing the following:

- Conducting Rackspace Technology Speakers Bureau training that leverages both internal and external expertise
- Creating a repository of speakers, inclusive of speaker bios and areas of expertise
- Gathering feedback from event and briefing participants to be shared with speakers bureau members individually

Member benefits:

- Exposure to internal and external executives
- The opportunity to build your personal brand and share your expertise through speaking engagements
- An exclusive rewards and recognition program
- A mentorship program — learn from the best!

We will be scheduling our first virtual training session on March 24, 2021 with Mandel Communications, a global leader in speaker and presentation skills training. We have saved you a spot!

Please respond to this email by March 15, 2021 and reach out to Ryan Jordan with any questions.

Thank you for your time and I look forward to speaking with you.

Jeff DeVerter

Chief Technology Evangelist

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technology

Unsubscribe

Speakers Bureau

IDENTITY

Speakers Bureau focuses on employees exceptionally knowledgeable in their given fields that want to share their expertise with others. The logo reflects designs from the 1920s during the time of the Speakeasy, leaning into the more elite feelings of the Speakers Bureau.

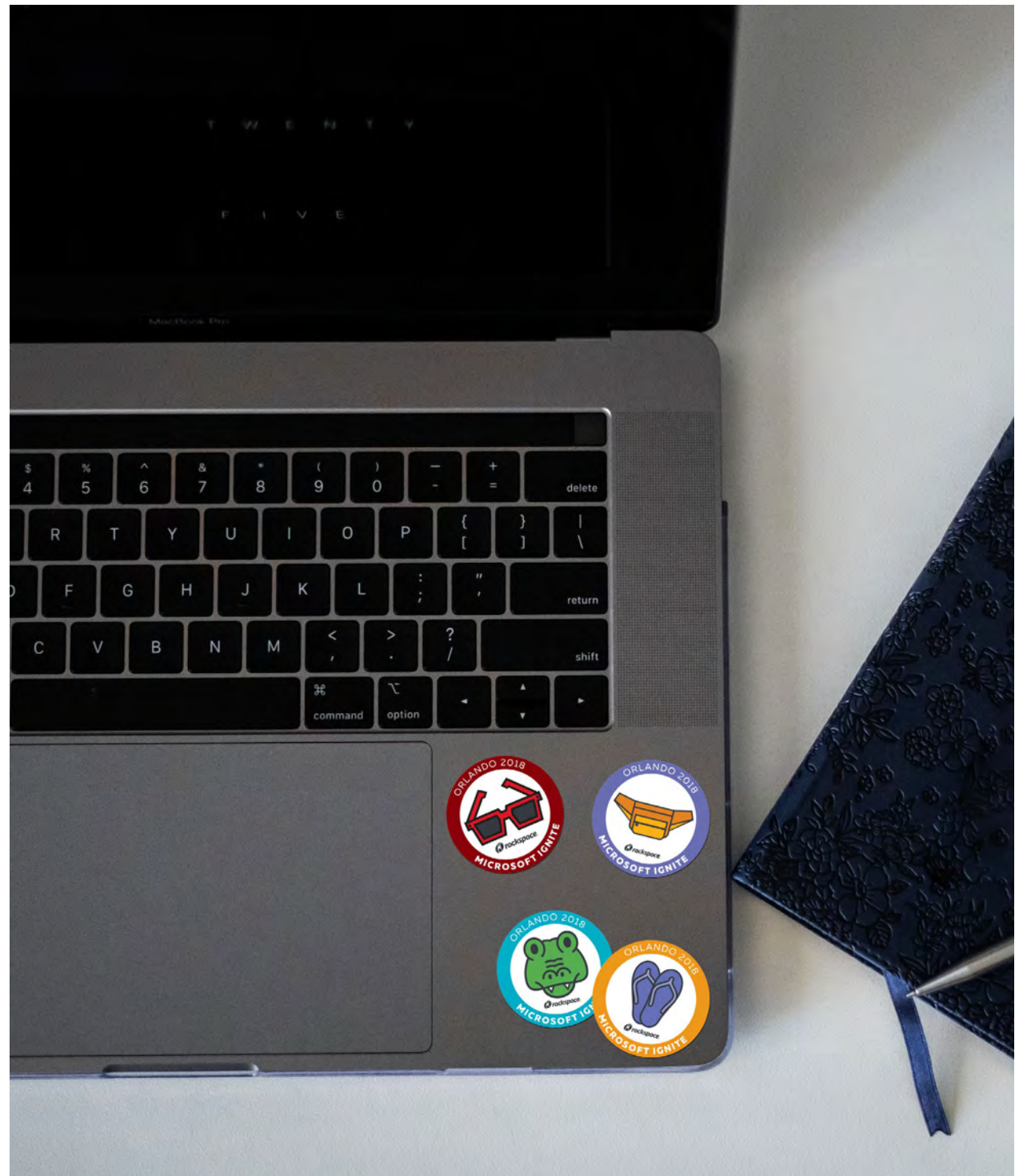
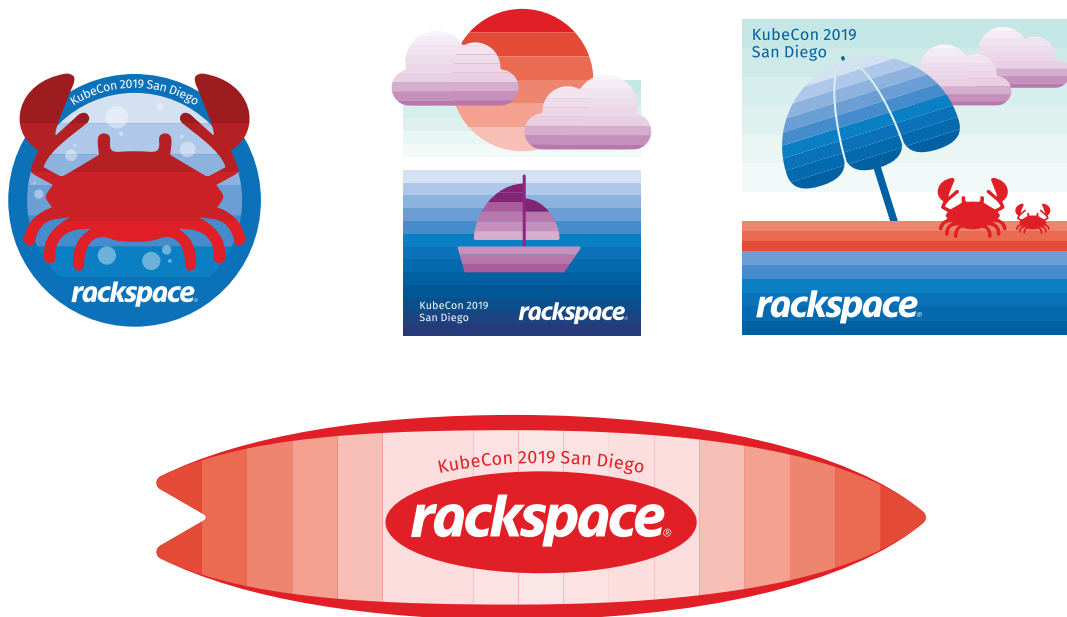
“ Grasp the subject,
the words will follow.

— Cato The Elder

MICROSOFT IGNITE 2018 ORLANDO



KUBECON 2019 SAN DIEGO



Event Stickers

BRANDING

These stickers help create brand awareness for the company during events. They play on familiar imagery from the location of the events, incorporating the company logo and generate a fun and engaging way to interact with the company while keeping the name and branding visible.

“ Everything will be okay. I have a sticker on my laptop that says that.

— Sharon Van Etten

There are three prerequisites on the road to a true DevOps state

Getting to a true DevOps state, particularly when also getting to grips with using cloud native services, is a journey. And probably a long one at that.

— DevOps in a Cloud Native World: Two of Tech's Hottest Terms Collide



LANDING PAGE

Solve: DevOps BRANDING

Solve is a thought leadership blog for leaders in the tech industry. Its focus is to explore the different perspectives from industry experts surrounding digital transformation, trends, innovation, operations and more, in order to help choose the best path forward. These designs focus on bringing a visual aspect to more abstract concepts.

“ Solve: Insights for
your path forward.

— Rackspace Technology Solve



Insights for your path forward



DevOps in a Cloud Native World

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INSTAGRAM STORIES



DevOps in a Cloud Native World

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technology.



It's a symphony. People need to know their part, when to play it and how it contributes to the bigger picture. When it works, it's beautiful. When it doesn't, it's discordant.

Josh Prewitt
VP, Public Cloud,
Rackspace Technology

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technology.



FACEBOOK & TWITTER CARDS: ARTICLE TITLE & QUOTE

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26-year-old data center, decommissioned.
Wyndham permanently exited the data center and saved 40%.

See how we helped >

Get there with
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technology.

ONE

rackspace
technology

Your portfolio, expanded.
Sell business-class email, without the hassle.

Learn how >

Get there with
rackspace
technology.

TWO

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technology

IT resources, freed up.
Feeding America runs 45% leaner in the cloud.

Read the story >

Get there with
rackspace
technology.

THREE

rackspace
technology

Microsoft Office 365, optimized.
Maximize performance and ROI with help from our specialists.

Start now >

Get there with
rackspace
technology.

FOUR

Get There

ANIMATION

“Get There” is an ad campaign that focuses on the multitude of ways Rackspace Technology helps people and companies achieve their goals in the cloud. From security and strategy to migration and marketing support, you can get there with the Fanatical Support of Rackspace Technology.

“Get there with Rackspace Technology.

— Rackspace Technology

ANIMATION LINKS

[Animation One](#)

[Animation Two](#)

[Animation Three](#)

[Animation Four](#)

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IT resources, freed up.

Feeding America runs 45%
leaner in the cloud.

[Read the story >](#)

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IT resources, freed up.

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technology.

IT resources, freed up.

Feeding America runs 45%
leaner in the cloud.

[Read the story >](#)



SCENE ONE

SCENE TWO

SCENE THREE

THANK YOU!
Have a magical day.