

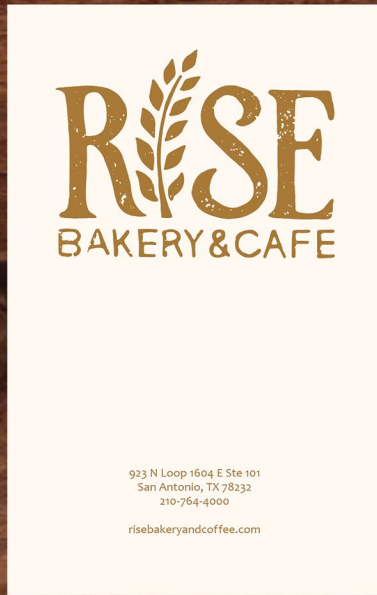


CRYSTAL
ROSALES

CRYSTAL ROSALES

reader. writer. designer. unicorn lover.

Though not always in that order.



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**

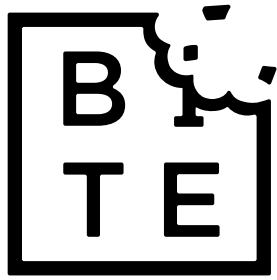
COLD DRINKS

HOT DRINKS

MILKSHAKES

**GRILLED
SANDWICHES**





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

TEAM

Christopher C. Castillo
Marian Davalos



Chocolate with a twist.



Another day another Bite©



Who needs milk?!



Chocolate and milk: the perfect alliance

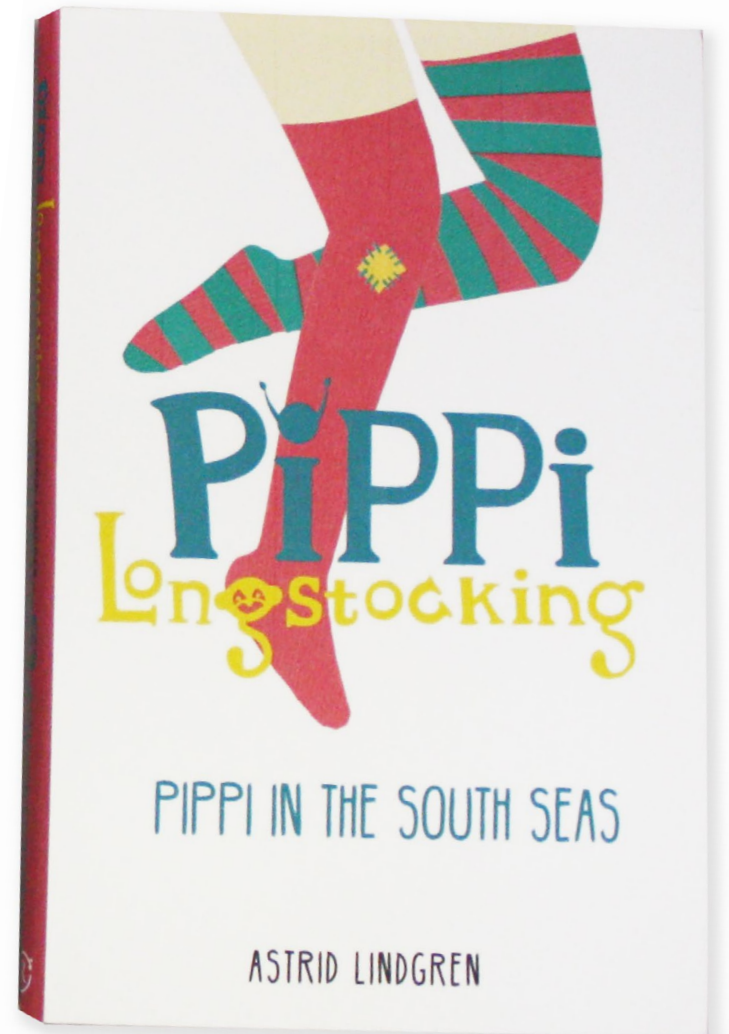
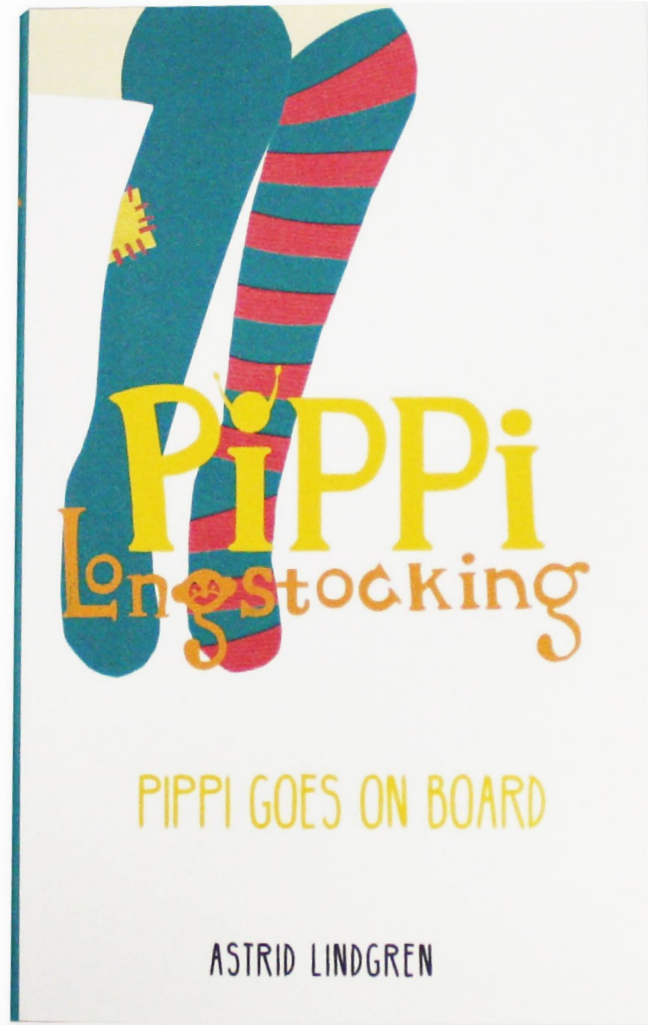
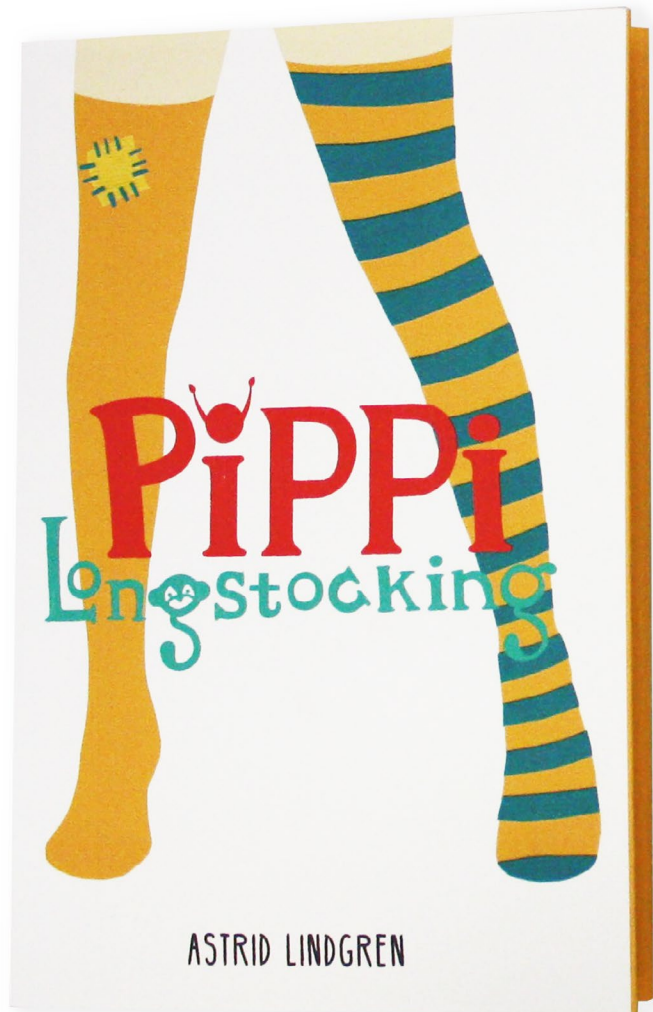


Livin' la vida mocha



We provide the chocolate you provide the hot





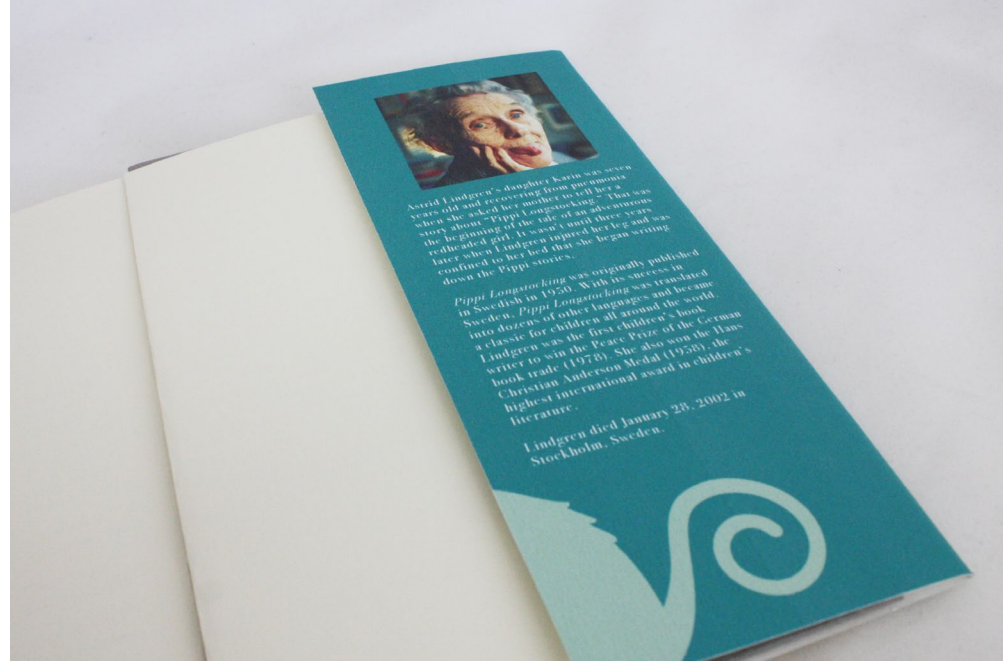
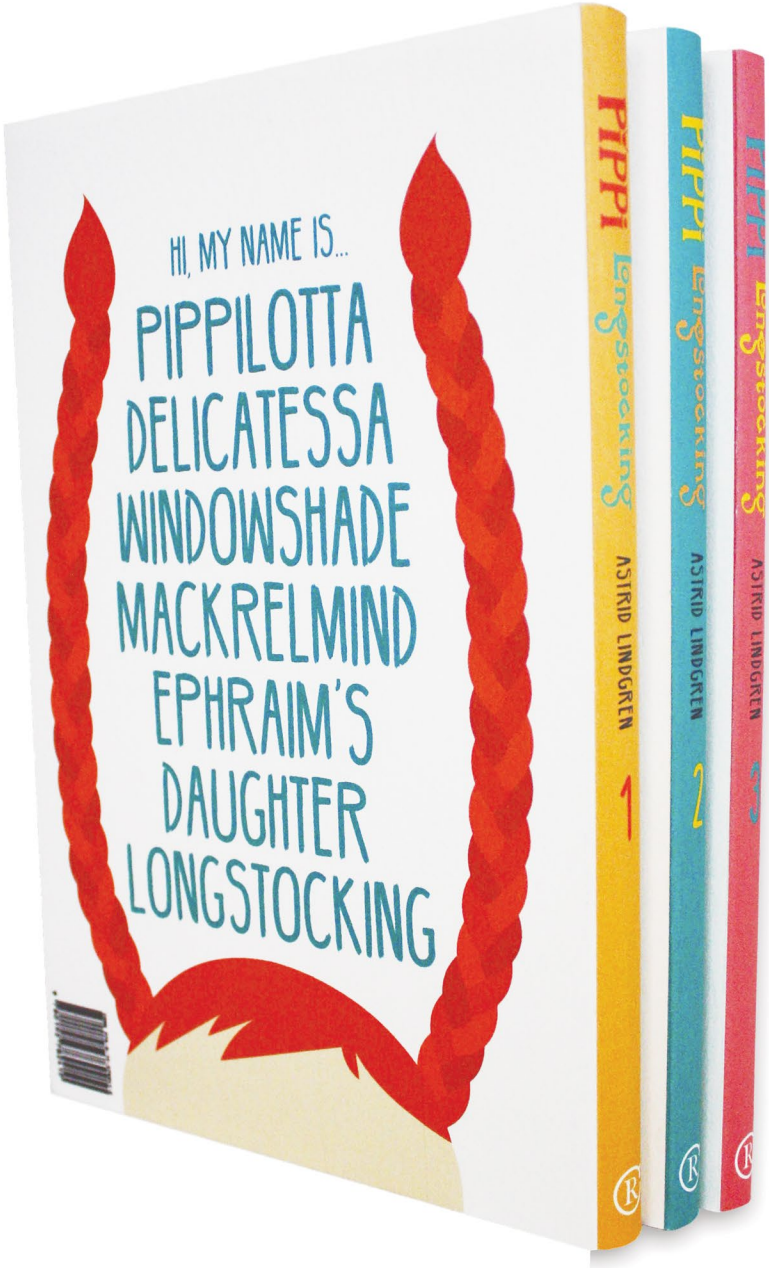
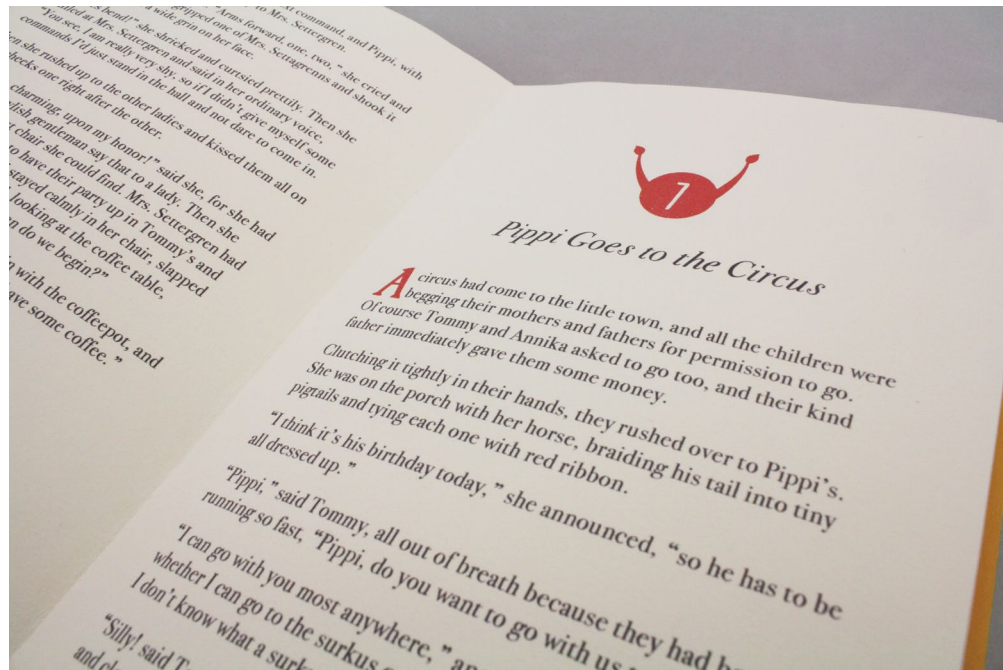
Pipi Longstocking

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





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 a day is an excellent thing — until you have tried a peach.

— George De Maurier

AWARDS

2016 Silver ADDY

TEAM

Emily Condel

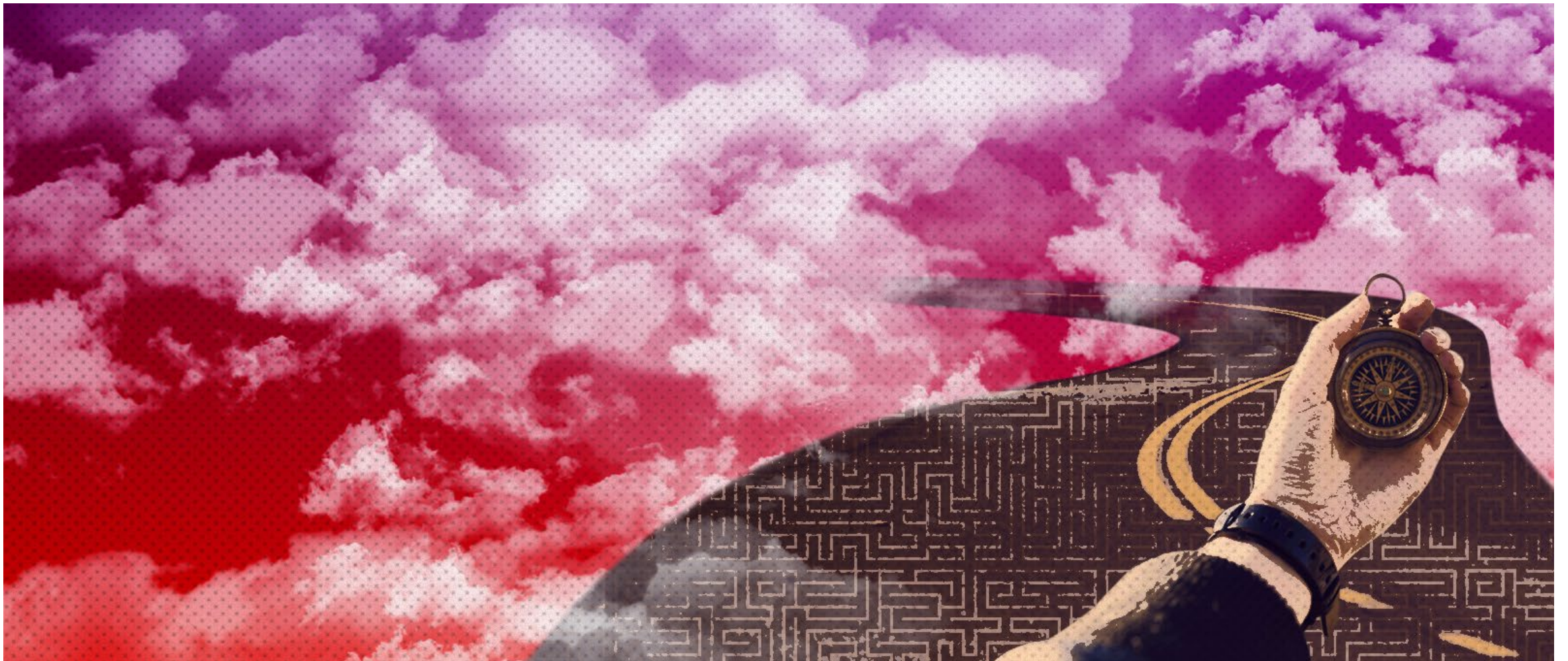
Marian Davalos



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

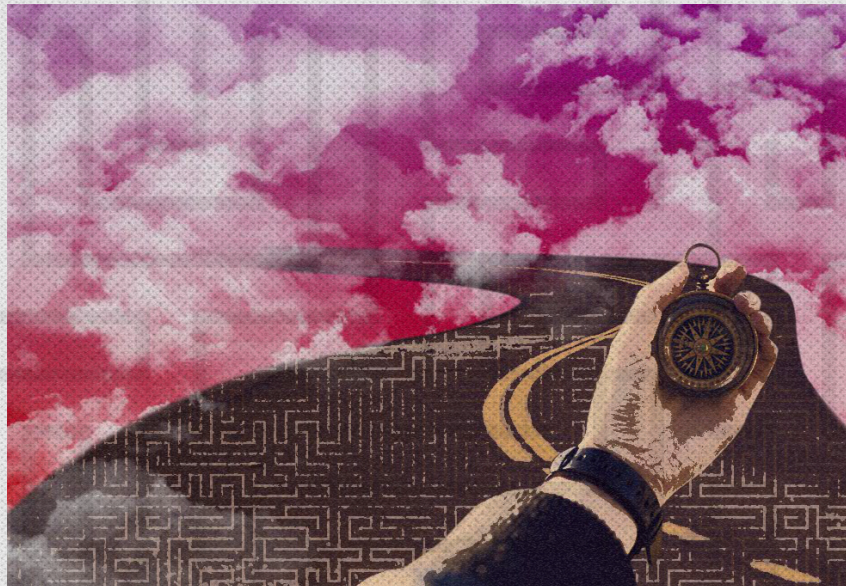
Solve is a thought leadership blog for leaders in the tech industry. Its focus is to explore the different perspectives from industry experts surrounding digital transformation, trends, innovation, operations and more, in order to help choose the best path forward. These designs focus on bringing a visual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

rackspace
technology.

INSTAGRAM STORIES



DevOps in a Cloud Native World

rackspace
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

rackspace
technology.



FACEBOOK & TWITTER CARDS: ARTICLE TITLE & QUOTE

r Cloud Security

Expert security and compliance services for your enterprise and the cloud.

The shift to modern architectures and remote workforces, coupled with evolving compliance mandates, has dramatically increased the threat profile of organizations. To handle threats effectively, enterprises need a partner that consolidates threat intelligence, security analytics, alerts and response services together into a solution that can be easily deployed and managed across multcloud environments.

Rackspace Technology can assess your current posture against industry benchmarks, to design, build and fully manage a defense-in-depth architecture for unified protection across your multcloud environments, including AWS, Azure®, Google Cloud Platform™, VMware® and Rackspace Technology environments. Your coverage is continually optimized to address current vulnerabilities and emerging threats, fortified by certified security experts in a global Security Operations Center (SOC).

Security Experts Dedicated to Your Success

Rackspace Technology has the right tools, people and processes to help ensure your cloud applications and data are secure around the clock. Over 9,000 global customers currently rely on Rackspace Technology security services. A certified staff of 400+ certified network and security experts at Rackspace Technology can be your security force multiplier with 500+ certifications earned — including CCNA, and GIACs in Cyber Defense, Digital Forensics & Incident Response, Penetration Testing and more. Rackspace offers 24x7x365 Incident Response and proactive cyber hunting services from GIAC-Certified Incident Handlers (CIH) in our state-of-the-art, global SOC, with locations in San Antonio and London.

Key Benefits

- Strengthen the security of your environments across all major private and hyperscale public clouds. By combining a comprehensive cloud security platform with industry-leading multcloud security expertise, you'll get a service that your business can rely on around the clock for advanced threat protection and 24x7x365 incident response.
- Expert Consultation:** The security experts at Rackspace Technology can assess your environment against a defense-in-depth architecture for unified protection across your multcloud environments.
- Multicloud Security:** Fortify the security of your private and hyperscale public clouds — even environments not currently managed by Rackspace Technology — and integrate with cloud native tools like Amazon GuardDuty.
- 24x7x365 Incident Response:** Certified Rackspace Technology SOC experts act as a security force multiplier for your in-house teams, detecting possible compromises and responding to issues around the clock.
- Continual Optimization:** Your coverage is continually optimized by cloud security and compliance experts, addressing current vulnerabilities and emerging threats.

About Rackspace Technology™

Rackspace Technology is your trusted partner across cloud, applications, security, data and infrastructure.

- A leader in the 2020 Gartner Magic Quadrant for Public Cloud Infrastructure Professional and Managed Services, Worldwide
- 2,500+ cloud-certified professionals
- Hosting provider for more than half of the Fortune 100
- 20+ years of hosting experience
- Customers in 120 countries

Why Rackspace Security Solutions

- 400+ certified network and security experts
- AWS Security Hub Partner
- Google Cloud Platform Security Specialization
- IDC- and Forrester-recognized security practice
- State-of-the-art global Security Operations locations on two continents
- 20+ years of managed security services experience

Fanatical Experience™

Experts on your side, doing the job done right, get the job done right, get the job done right. Rackspace combines the power of best-in-class tools and technology when you need it.

Key Features

Your cloud security journey begins with expert advisory services.

- Assessment and Strategy:** Rackspace Technology offers a range of assessments to identify gaps in your environment and provide recommended actions to help you meet the security and compliance mandates that are important to your business, such as FHEC, GLBA, PCI-DSS, HIPAA, HITRUST, FedRAMP, FISMA, DFARS, ISO and SOC2.

Once your cloud environment is established using expert design and service blocks from Rackspace Technology, it's important to fortify your environment with the following security services:

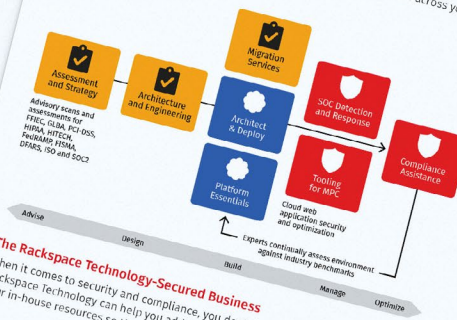
- SOC Detection and Response:** Reduce risk and stay ahead of the next threat with Rackspace Technology cloud security expertise. 24x7x365 incident response from SOC experts and a comprehensive cloud security platform that delivers threat detection (intrusion detection system, anti-virus, malware protection and file integrity monitoring), threat intelligence, vulnerability scanning and 13-month log management and retention to enable audit-ready compliance requirements.
- Proactive Detection and Response:** Gain additional protection against advanced persistent threats (APTs) in your Rackspace Technology managed environments. This service includes all of the SOC Detection and Response service features plus host-based endpoint detection and response, proactive remediation services with rapid incident response times, cyber hunting services, detailed analytics and reporting and more reliability of applications connected to the internet.
- Tooling for MPC:** To adhere to PCI-DSS, this service block includes Cloud Web Application Security and optimization services help improve the performance, security and reliability of applications connected to the internet.
- Compliance Assistance:** When continual compliance support for PCI-DSS, HIPAA or HITRUST is required, Rackspace Technology Compliance Assistance experts can help define, manage and validate the Governance Risk and Compliance (GRC) goals that are important to your business.

The experts at Rackspace Technology will work to continually optimize your coverage to address current vulnerabilities and emerging threats, fortified by certified security experts in a global SOC.

Cloud Security Solution Journey

Rackspace partners with you every step of the way in your cloud security journey — to assess your current posture against industry benchmarks and design, build, manage and optimize a defense-in-depth architecture for unified protection across your multcloud environments.

Example Cloud Security Journey



The Rackspace Technology-Secured Business

When it comes to security and compliance, you don't have to go it alone. The experts at Rackspace Technology can help you address every element — removing that burden from your in-house resources so they can focus on growth initiatives across your organization.

Take the Next Step

Let's talk about how Rackspace Technology can enhance your cloud security.

Learn more: www.rackspace.com/security
Call: 1-800-907-2888


rackspace
technology

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technology

Data
Sheet
COLLATERAL

“Data is a tool for enhancing intuition.

— Hilary Mason



Customer Case Study – Technology

Rackspace transforms data into an enabler

Faced with fragmented data, there was a need for the tech company to modernize its stack, build trust and improve time to insight.

Our customer
With over 20 years of managed hosting experience, Rackspace Technology is a global technology company focused on consulting, implementation and managed services.

The obstacles they faced
Rackspace Technology was experiencing slow time to insight, expensive legacy hardware, data silos, and a single source of truth. They needed to consolidate several 10-year-old data stores, a data warehouse and 1 data lake at enterprise to a modern data platform on an aggressive timeline.

How we helped
Profile Assessment, Solution Architecture, Infrastructure Build, Managed Services, Data Migration and Data Warehousing Modernization, Cloud Computer and Google BigQuery, Google Cloud Platform.


What we achieved together
In only 5 months, we harmonized all Rackspace Technology data on one platform, reduced production errors, decommissioned 20 Enterprise SQL Servers, consolidated 400+ dashboards into just 20, improved NPS, reduced time and cost to our data. This project helped free more than \$1 million that could be invested elsewhere.

Starting from scratch

With a combination of unbiased expertise, meticulous methodologies and innovative delivery models, Rackspace Technology helped businesses around the world navigate complex multicloud solutions to meet specific goals. When faced with the same data challenges, it turned to the same experts that its customer depend on to modernize data operations.

The company's existing data landscape was littered with silos, on-premises hardware, expensive licenses and no unified data strategy. The goal was to implement a new data platform and processes to predict business outcomes in a timely manner and enable leadership to take action on those predictions. Focusing on key business metrics, the Rackspace Technology Global Data Office started from scratch to build a data organization, get organizational buy-in through a strategy and migrate multiple data warehouses against a contract-driven timeline.

Working with Professional Services, the Rackspace Technology Global Data Office assessed the current infrastructure and moved into solution design. "We looked at multiple clouds and Professional Services helped us evaluate the benefits of each cloud – ease of implementation, scalability and cost," recalled Juan Riojas, Rackspace Technology Chief Data Officer. While working on the technical side of the modernization project, the Global Data Office also worked internally to bring together a team of both data experts and product expertise to plan the portfolio and roadmap. "In order for us to modernize our data, we also had to modernize how we operate," explained Lara Indrikovs, Director of Product Management, Global Data at Rackspace Technology.



"We looked at multiple clouds and Professional Services helped us evaluate the benefits of each cloud – ease of implementation, scalability and cost."

Juan Riojas
CDO, Rackspace Technology

Building a data-driven enterprise

To get started, the Professional Services team undertook a small but significant project to focus on the organization's most important metrics. The first estimate for project completion was four months. However, the team needed to move faster to consolidate warehouses, migrate data and operationalize before a contract expiration notification date. "We started mid-December and we finished at the end of January," said Riojas.

By developing scripts to convert tailored procedures to code, the team was able to automate up to 60% of the conversion process. In addition to the technical work, the initiative included a workflow for extensive testing on how to move from initial development to a scaled agile approach. For increased business speed, during the project, team members became SQL certified and proficient in the Google SQL and Python to manage the solution during and after implementation.

In the end, the project delivered a "trust-risk reduction model" by unifying multiple data sources around account movement and opportunities, customer success teams now have a dashboard that can be used to improve customer experience by predicting retention risks and identifying cross-sell opportunities to even, grow and strengthen customer relationships. "As we understand customer characteristics, we can gain the recommendations and build a case for the sales metrics," explained Riojas.

To the previous, team also consolidated 70 data warehouses and reduced 400+ dashboards down to 20, while improving velocity from 91 days to 17 days through SRE implementation. The data modernization effort included controls to uphold PCI and GDPR compliance and internal retention policies. By standardizing data definitions and governance, including an SLO-like strategy

certifying data quality, there's been an uptake in usage and data trust.

An unintended benefit of the project is a new product, data churn and customer tracking are an integral part of any modern business. The Global Data Office plans on standardizing its method and processes for other businesses to use to help them perform the data-driven initiatives. "The principles learned from this project will also be integrated into Rackspace Service Based offerings."

Our data is driving better insights. Through deeper understanding of the 'what' and the 'why' behind customer needs, we can better recommend the 'how.'

About Rackspace Technology
Rackspace Technology is the multicloud solutions expert. We combine our expertise with the world's leading technologies – to deliver end-to-end solutions. We have a proven record of solving customer based on their business challenges, bringing solutions that scale, build and manage those solutions, and optimizing returns into the future.

As a global, multicloud technology services provider, we deliver innovative capabilities of the cloud to help customers build new business models, increase efficiency and create incredible experiences. Home to best data in each year after year according to Fortune, Forbes, and Glassdoor, we attract and develop world-class talent to deliver the best expertise to our customers. Everything we do is designed to our customers with our customer-first service – our Rackspace Experience™ – so they can work faster, better and at a lower cost.

Learn more at www.rackspace.com | call 1-800-961-2888

Rackspace Technology Customer Case Study 1

Starting from scratch

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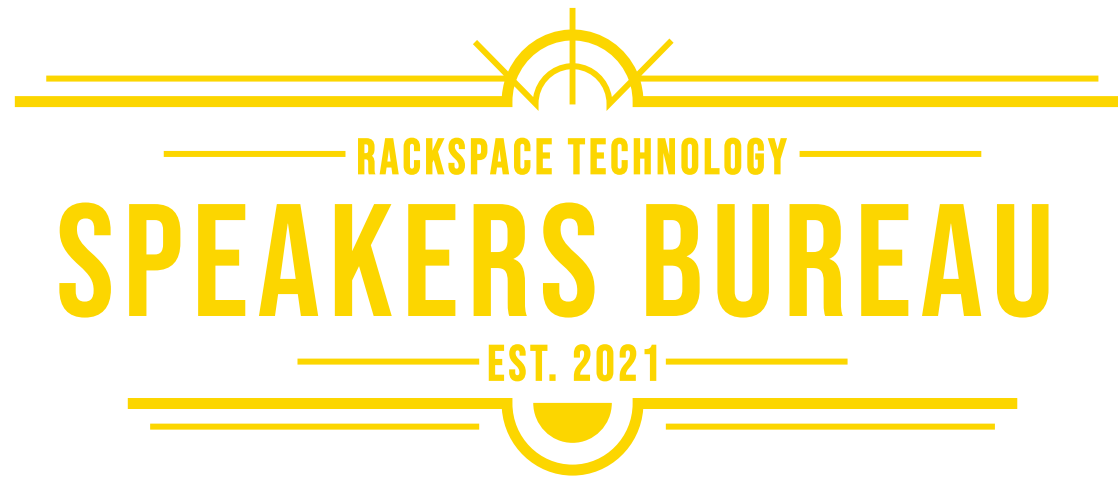
"We looked at multiple clouds and Professional Services helped us evaluate the benefits of each cloud – ease of implementation, scalability and cost."

Juan Riojas
CDO, Rackspace Technology

White Paper COLLATERAL

"Marketing is no longer about the stuff that you make, but about the stories you tell.

– Seth Godin



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

rackspace
technology

RACKSPACE TECHNOLOGY
SPEAKERS BUREAU
EST. 2021

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
Jeff DeVerter
Chief Technology Evangelist

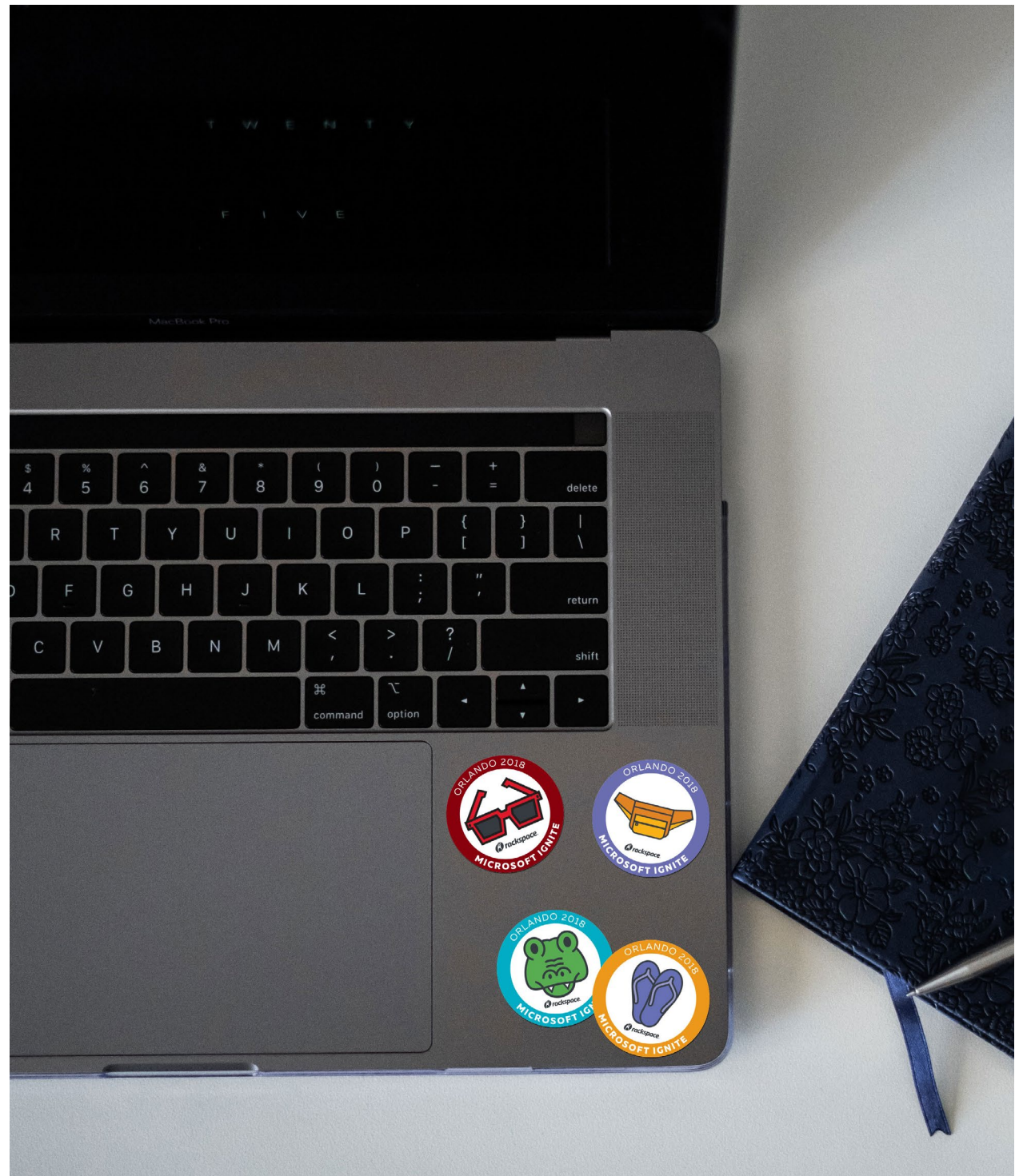
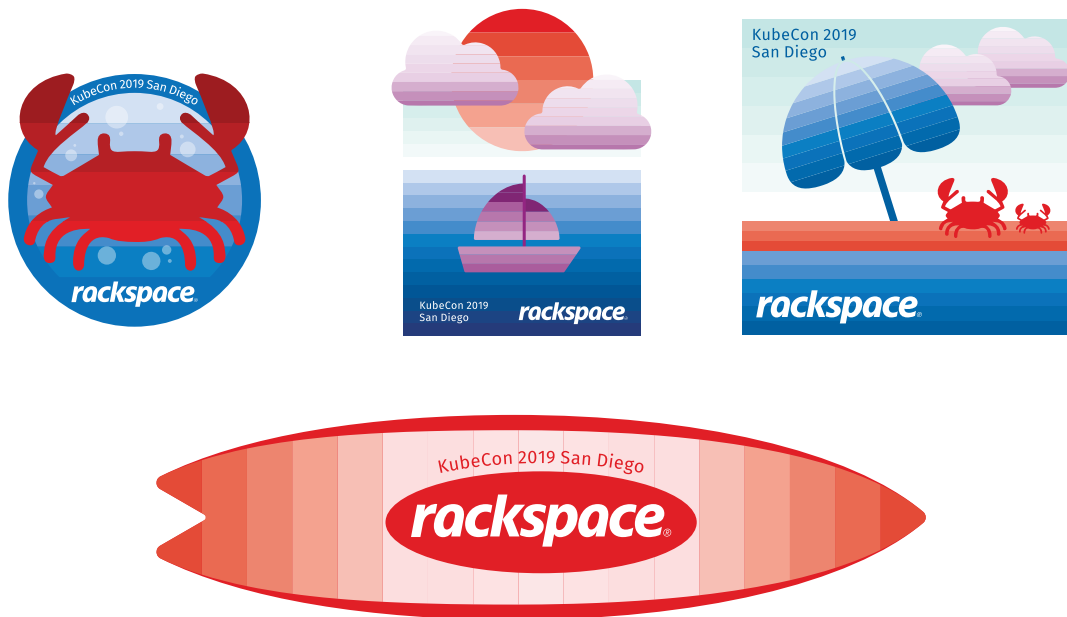
rackspace
technology

Unsubscribe

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

rackspace
technology

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

See how we helped >

rackspace
technology

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

Learn how >

rackspace
technology

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

Read the story >

rackspace
technology

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

Start now >



ONE



TWO



THREE



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](#)

rackspace
technology.

IT resources,
freed up.

Feeding America runs 45%
leaner in the cloud.

[Read the story >](#)

rackspace
technology.

IT resources,
freed up.

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leaner in the cloud.

[Read the story >](#)

rackspace
technology.

IT resources,
freed up.

Feeding America runs 45%
leaner in the cloud.

[Read the story >](#)



SCENE ONE

SCENE TWO

SCENE THREE



doubleoscoffee



A Brief History of Espresso



362 likes

doubleoscoffee #coffee #florida

A Brief History of Espresso



**Double O's
Coffee Blog**
SOCIAL MEDIA

“Life is too short for
bad coffee.

— Unknown



EARLY BIRD SPECIAL
EARLY BIRD SPECIAL
EARLY BIRD SPECIAL
EARLY BIRD SPECIAL
EARLY BIRD SPECIAL
EARLY BIRD SPECIAL
EARLY BIRD SPECIAL

burn boot camp



GET STARTED NOW!

4 WEEKS FOR \$69 AND
GET NOVEMBER FREE*

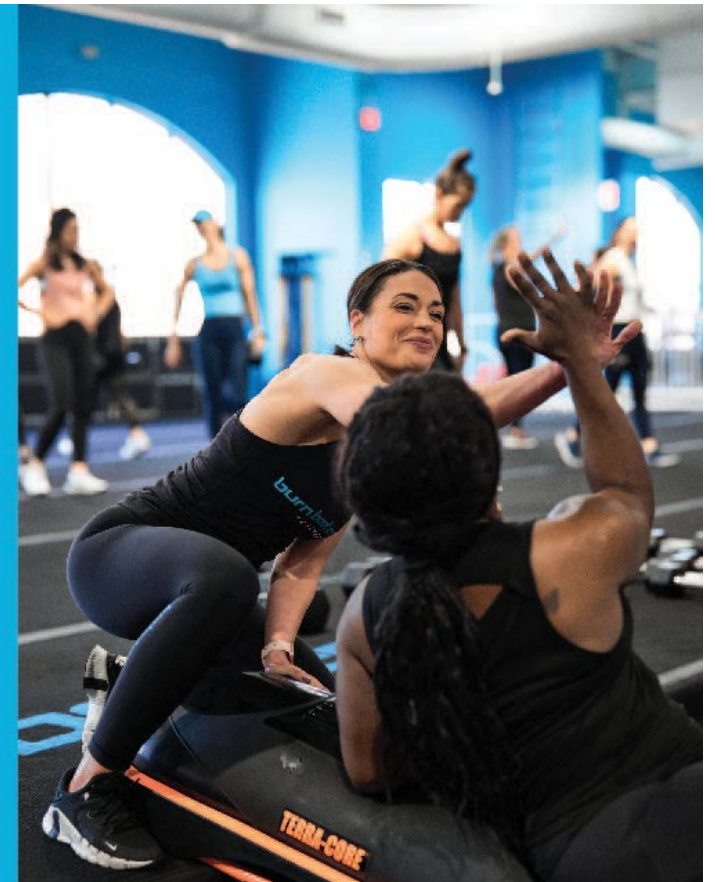
UNLIMITED CAMPS
FREE CHILDWATCH
1-1 FOCUS MEETINGS
COMMUNITY



Burn Boot Camp - Columbus, GA
6301 Whitesville Road
Columbus, GA 31904

f Burn Boot Camp - Columbus, GA
✉ columbusga@burnbootcamp.com
@burnbootcampcolumbus

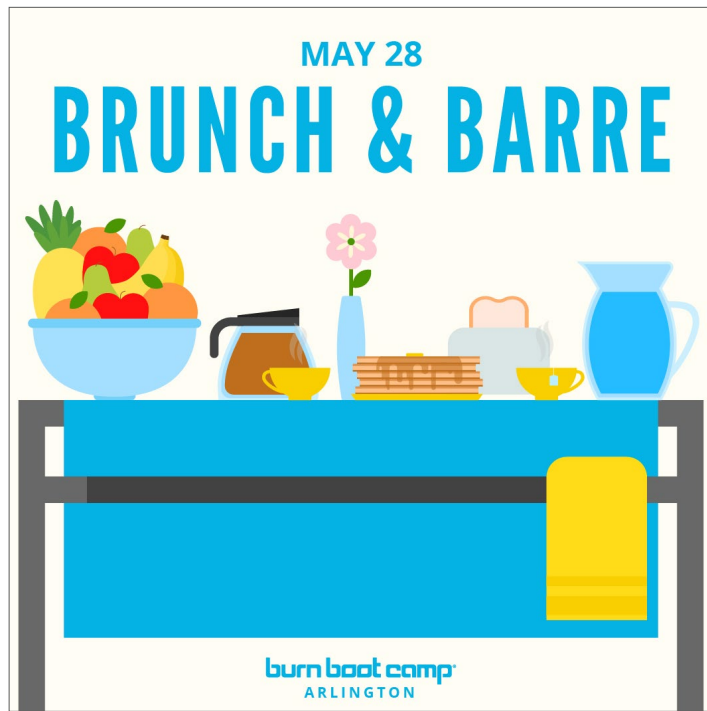
*STARTS DECEMBER



Early Bird
Special
COLLATERAL

“The early bird catches
the worm.

— William Camden



**Burn Gym
Events**
SOCIAL MEDIA

“An event is all about
joining people together.

— Mark Kilens



Burn Media Co. Branding

IDENTITY

“Your brand is more than just your logo. Let us help tell your story.

— Burn Media Co.

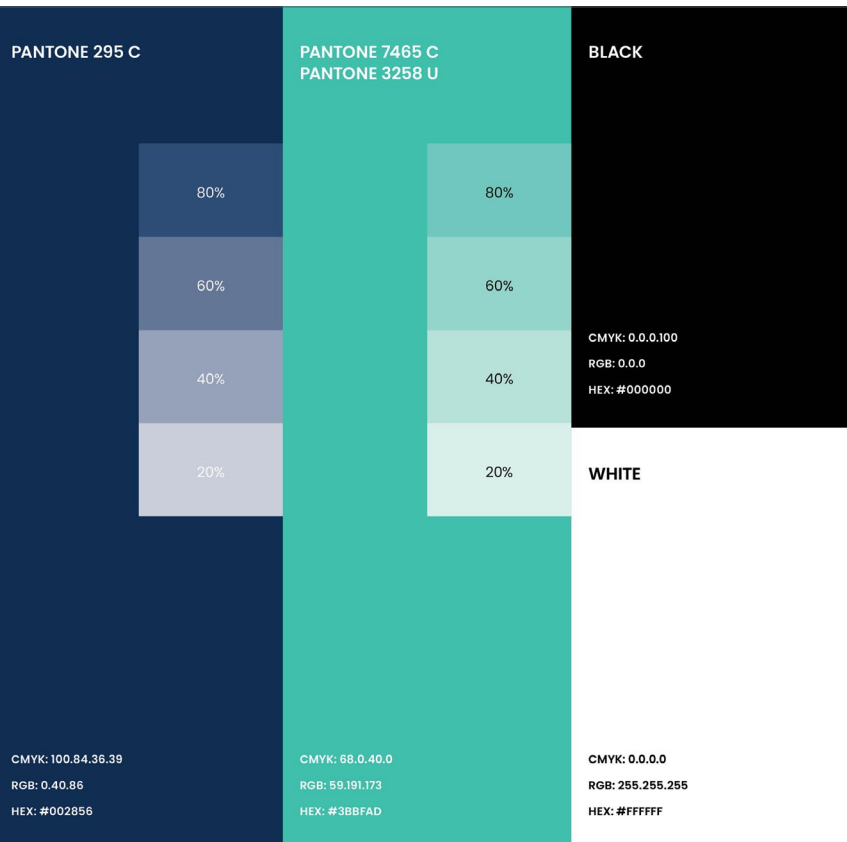
BRAND COLORS

Our palette shows a distinct connection to our founding roots, but also maintains the calm, cool approach we take in everything we do. A simple collection of colors that are no-nonsense, easy to use and identify us uniquely in the business landscape.

Use unedited brand colors as often as possible. Tints can be utilized when the situation requires it. Our tints are in increments of 20%.

100% (base color), 80%, 60%, 40%, and 20%.

Avoid using any other tints.



FONTS

Playfair Display

Bold & Regular

Used for headlines and quotes



AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz

1234567890

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz

1234567890

Poppins

SemiBold & Light

Used for body copy, quote attributions, and subheads



AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz

1234567890

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz

1234567890

*Other variations:
Italic & Light Italic
as needed.*

STONE AND GRAMMAR

We keep it real, direct and honest in every situation, from talking with clients to making posts on social media.

**We're trendy,
but never
overdone.**

**We're serious,
but never
stale.**

OUR LOGO

Follow these requirements so our logo always looks its best.

THINGS TO NOT DO WITH THE LOGO:

- Do not stretch, warp, skew or distort the logo in a non-uniform way
- Do not rotate
- Do not use non-brand approved colors
- Do not add gradients
- Do not apply drop shadows
- Do not add a stroke
- Do not change sizing
- Do not change the font
- Do not place on on top of patterns or busy backgrounds



Main Logo

Our default logo is navy. There are black and white versions of the logo as well to be used in specific circumstances. You can use the black logo on black and white layouts. You can use the white version on dark backgrounds so that it is easier to see.



Scale & Clearspace

To make sure our logo is legible and to maintain its integrity, keep the surrounding area free from other elements. The *minimum* clearspace is the width of the body of the 'i' x 2.

Minimum size
digital: 150px, print: 1in

bmco.

Logo Variations

If space is limited, one of the provided versions can be used. The *minimum* clearspace is the width of the stem of the 'b' x 2.

The wordmark is the preferred secondary version, followed by the flame and text lockup.

Minimum size
digital: 150px, print: 1in



bmco.

WHEN YOU LIVE ON **EARTH**, EVERY DAY IS **EARTH DAY**




Our Favorite Ways to Take Care of the Earth

- reusable water bottles
- canvas tote bags
- thrift shopping
- walking/biking

burn media co.


KNOW YOUR ACRONYMS



CPL

CPL (Cost Per Lead) is a marketing metric that measures the cost of acquiring a potential customer or lead through advertising campaigns.

It's calculated by dividing the total cost of the campaign by the number of leads generated.

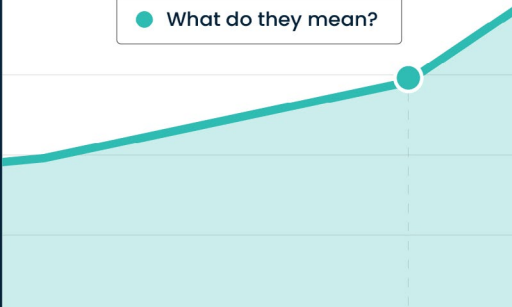


burn media co.

burn media co.

INSTAGRAM ANALYTICS

What do they mean?



<p>REACH</p> <p>The number of unique accounts that have seen the content at least once.</p>	<p>TOTAL FOLLOWERS</p> <p>Provides you with a breakdown of the top locations, ages, gender and active times of your followers.</p>
<p>SHARES</p> <p><i>Represented by the paper plane icon</i></p> <p>Shares happen anytime a user sends a post to another user or shares to their Instagram story.</p>	<p>SAVES</p> <p><i>Represented by the bookmark icon</i></p> <p>Using a call to action like "save for later" on informational content can help encourage your audience to use this feature and boost engagement.</p>

<p>IMPRESSIONS</p> <p>The number of times your content was viewed by others. This does not measure engagement with the content.</p>	<p>ENGAGEMENT</p> <p>The number of accounts that have interacted with your content by liking, commenting, sharing, or saving.</p>
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MOST ACTIVE TIMES

Breaks down the most popular time of the week and day that your followers are the most active.

Posting during these popular times will increase the likelihood of your followers actually seeing and engaging with your content!

Burn Media Co. Social
SOCIAL MEDIA

“Social media is not just an activity; it is an investment of valuable time and resources.

— Sean Gardner



Summit
APPAREL

“ Summit *n.*
The highest point of
attainment or aspiration.

— Merriam-Webster



SUMMIT [SUHM-IT]
NOUN
THE HIGHEST POINT OF ATTAINMENT OR ASPIRATION.
THE HIGHEST POINT; TOP; APEX.



THANK YOU!

Have a magical day.