



NIKKI M WEILAND ◦ TIFFEE

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Not all work shown per project.

## BACK N BALANCE

A NUCCA CHIROPRACTIC CLINIC WITH SIX STAFF MEMBERS NEEDED A FRESH NEW LOOK TO INCREASE PATIENT LOAD. THEY WERE MOVING INTO A NEW OFFICE SPACE AND WANTED TO LAUNCH THE NEW BRAND PAIRED WITH THE OPENING.

This clinic is primarily run and functions through the work of dedicated women healers and staff. What was missing in their previous visual materials was a clinical feminism and welcoming structure that these women provided in person.

I created a logo using curves throughout and paired it with traditional clinical color combination of a light teal and soft gray. The juxtaposition of this combination defined a resolute professionalism and excellent care.

### DELIVERABLES:

1. Logo
2. Peripheral marketing materials
3. Paper system
4. Trade show displays
5. Signage
6. Scrubs and clothing



back n balance



# back n balance

Patricia Gregg, D.C., P.A., DCCJP

NUCCA CHIROPRACTOR

drgregg@backnbalanceaustin.com

Your upcoming appointment at Back 'n Balance:

M T W T F S

Date: \_\_\_\_\_ Time: \_\_\_\_\_

2712 Bee Caves Road • Suite 122 • Austin, Texas 78746

To cancel or change appointments within 72 hours of appointment time, please call 512.479.7878

Headaches? TMJ/TMD?  
Neck Injuries?  
Let us take care of you!



## back n balance

Gentle Chiropractors focusing on the NUCCA technique.

512.479.7878

backnbalanceaustin.com

### New Patients

New patients are always welcome! Here's what you can expect:

First, we want to get to know you. The doctor will go over your medical and overall health history, examine your spine, and take a specific set of cervical x-rays pre-adjustment. Next, there will be an intermission for the doctor to review and analyze your x-rays. At your return, the doctor will report findings and you will have an adjustment, if necessary. The doctor will take a post adjustment x-ray.

New patient appointments are approximately 75 minutes for the first half, and 90 minutes following the intermission.

We are always happy to explain how chiropractic can help. If you have questions or would like to schedule a new patient appointment, please call or email us. Complimentary consultations are available to discuss with the doctor your specific concerns before scheduling a new patient appointment.

### Your Nervous System

No organ in your body is more important than your nervous system. Its function is to control and coordinate all other organs and structures in the body, and to relate the individual to his environment. We work hard to remove interference to your nervous system which allows your body the optimal opportunity to function properly, improving your quality of life and health.

### Our Doctors



Patricia Gregg, D.C., P.A.

Originally from Montrose, Colorado, she graduated from the fourth highest of Palmer College of Chiropractic in Iowa. She experienced the power of NUCCA after being hit by a truck and having her health restored by a NUCCA adjustment.

Andrew Thomasson, L.Ac.



Andrew Thomasson, L.Ac. has a B.S. from the University of Texas having studied neurobiology. After starting his studies in Traditional Chinese Medicine at Southwest Acupuncture College in Boulder, he went on to graduate from the Academy of Oriental Medicine at Austin and has been in practice three years.

Shelley Lorenzen, D.C.



Originally from Cofer, Wisconsin, she also graduated from the fourth highest of Palmer College of Chiropractic in Iowa. Dr. Shelley's passion is to make her practice life changing for others, whether it is to keep you in shape for the game, turning on the trail or to get you out of pain she looks forward to serving you as one of the doctors at Back 'n Balance.

Laura Ferrao, D.C.



Originally from Isabella, Puerto Rico, Dr. Laura graduated from Palmer College of Chiropractic in Florida. She experienced the power of a NUCCA adjustment for the first time after adjusting a two week old baby in the Dominican Republic on a mission trip.

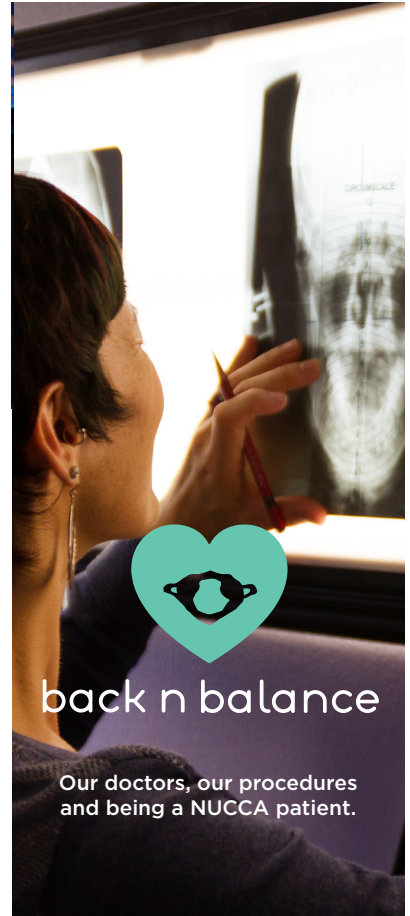
Acupuncture is used around the world to treat a wide variety of ailments. When used in conjunction with chiropractic care, acupuncture may give synergistic results. By relaxing nerves and muscles, acupuncture treatments can be used prior to an adjustment to prime the body or after in an effort to hold the adjustment. Many patients and doctors at Back 'n Balance report increased success rates when NUCCA is combined with acupuncture care.



### How Do I Know?

There are many ways to determine if you should see a chiropractor. The following is a list of some of the indicators that you should consult a chiropractor.

- Head and neck tilt
- One leg shorter than the other
- Auto or job injuries
- Nerve or muscle pain
- Stress and emotional overload
- Birth Trauma



# back n balance

Our doctors, our procedures and being a NUCCA patient.

## LEGACYCONNECT\*

LEGACYCONNECT IS A TRANSPORTATION MANAGEMENT ORGANIZATION THAT STARTED AS PLANO TMA. THEY HIRED ME TO BRAND THE ORGANIZATION COMPLETELY, STARTING WITH NAME, TAGLINE AND ON INTO THE VISUALS AND PERIPHERAL MATERIALS.

LegacyConnect offers mobility options for the Legacy area in Plano, Texas. This involves interfacing with the public, business owners, property managers and any other stakeholder who lives and/or works in the area. Transportation management offers commute and transit (transportation) options for individuals who regularly come and go into the area.

The brand needed to communicate to the potential partners a sense of professionalism and rubber to the road, so to speak, in helping with reducing the number of single car drivers on the road. Additionally, looking into the future to include smart mobility was also on the table.



You can visit the website at [legacyconnect.solutions](https://legacyconnect.solutions).

\*This branding project is still in production, and I am in the process of peripheral marketing material and paper system creation.



## SUCCESSFUL MOBILITY IN THE LEGACY AREA

MOBILITY (noun): the ability to move or be moved freely and easily



### THE TOOLBOX

CUSTOMIZED TOOLS DESIGNED  
ACCORDING TO YOUR MOBILITY NEEDS

LegacyConnect is about building mobility awareness, encouraging use of alternative modes of transportation and helping to make moving about the area easier. This happens through collaboration and partnerships with people, whether they own a business, manage property, commute in to and out of the area every day or come for dinner. One aspect of this is a customized toolkit for all types of members, that enable everyone to travel better.

#### OPPORTUNITIES FOR BETTER COMMUTE OPTIONS:



#### BIKE, WALK & SCOOT

These are underutilized options in Legacy and could make a substantial dent in mid-day traffic. LegacyConnect is working with stakeholders to identify key travel areas, then to create safe, easy and more comfortable spaces for these more active options. We can work with your company to correct poor property and public pathways with nearby destinations.



#### COMMUNICATION, EDUCATION & PROMOTION



## SERVICES

### LEGACYCONNECT CAN HELP MAKE TRAVELING AROUND THE LEGACY AREA MORE EFFICIENT AND LESS TIME-CONSUMING, AND MAYBE EVEN MORE FUN.

NTA research tells us that even a 10% reduction in traffic during peak hours can provide noticeable relief in congestion. Part of the problem is that the Legacy area has as many employees coming to the area as downtown Austin and will rival the number of employees in downtown Dallas by 2023. Yet unlike Austin, Dallas, or even Plano generally, 99% of Legacy employees are driving alone at the same peak travel times. This simply overwhelms the roadway system.

LegacyConnect brings together key partners to shift how and when travel happens, to give some relief to everyone coming to the area. Employers can create a framework for using commute options; public agencies can respond by building the transportation system the area needs; and property managers can make infrastructure decisions that help connect employers and employees with better mobility resources. Each of these groups have a role in reinforcing current challenges and in adjusting to improve conditions.

#### FOR EMPLOYERS

Business members – employers and their employees – are our primary customers. Businesses have very specific commute arrangements with their employees and as the LegacyConnect system develops...

## CHI WATER

ALTHOUGH CHI WATER NEVER OFFICIALLY MADE IT TO THE SHELVES, THE COMPANY HAD NUMEROUS PRODUCTS READY TO BE PACKAGED.

This was a group of medical providers whose goal was to use heavily distilled and therefore potent Chinese herbs as an addition to drinking water, via drops. Chi Water was a healthy, holistic body supplement without flavoring, that focused on individual needs. Such as cold and flu body support, relaxation and joint health.

The Chi Water target market were people between the ages of 20 and 70 who are very health-conscious, as well as people who seek alternative medical care such as acupuncture, homeopathy, chiropractic, and the like.

The synergy of the circle (unity), vintage Chinese artwork and pleasing colors provided the drawing power.



SPIRIT



SINGERS



JOINT HEALTH



COLD & FLU



TONIC

## DELIVERABLES

1. Label design for five products
2. Packaging design
3. Logo
4. Website
5. Sales brochure
6. Email template
7. Copy writing and editing
8. Brand color palette
9. Brand style guide
10. PoP display



# JADE LEAVES TEAHOUSE

A NEW AND VERY UNIQUE RESTAURANT AND TEAHOUSE WANTED TO CREATE A BRAND AND ONLINE EXPERIENCE THAT MIRRORED THE DINING AND SIPPING EXPERIENCE.

This would allow people a taste of what to expect upon entering the restaurant.

The owners painstakingly created a rich, lush interior space and selected rare, organic teas for the menu. Their meals were also organic and from local farms.

I used deep colors with touches of reds and greens, and glowing photography to achieve the feeling we were going for: beautiful and elegant ambience in two dimensions.

## DELIVERABLES

1. Logo
2. Website
3. Peripheral marketing materials
4. Tea and food item menus
5. Signage
6. Tea Labels and packaging selection

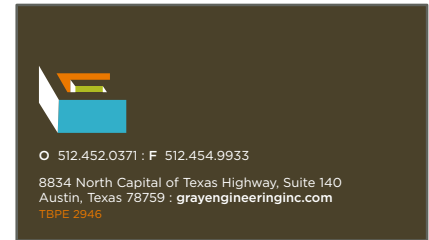
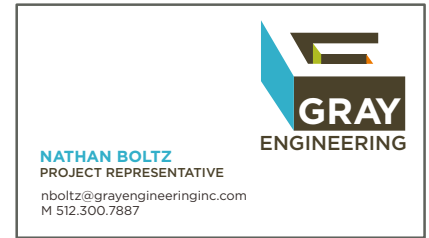
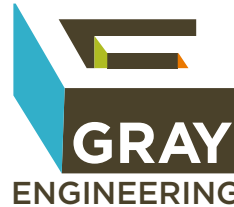


# GRAY ENGINEERING

GRAY ENGINEERING IS AN ESTABLISHED CIVIL ENGINEERING COMPANY IN AUSTIN. THEY'VE BEEN DOING BUSINESS FOR OVER 25 YEARS.

They brought me in to conduct a brand audit and proceed to re-brand the company. Their main concern was the old name and style were stagnating them in this highly competitive market and wanted to leverage their good standing in the industry along with fresh creative.

I modernized their company by creating a stylized logo using a more “structured” gray paired with bright colors. This dictated the design for the rest of their materials.



## DELIVERABLES

1. Name
2. Logo
3. Website
4. Paper system
5. Presentation materials
6. Brochures
7. Email template
8. Large signs to place on-site
9. Photography of completed projects
10. Interior design of their new office space
11. Interior wall sign
12. Photography new office interior
13. Social media set up



## FOLK BOTANICALS

PRIOR TO BEING FOLK, THIS BOUTIQUE ESSENTIAL OIL AND SKIN CARE BUSINESS WAS CALLED ST. SELKIE.

They wanted a rebrand after deciding that the new name represented their dedication to the simplicity of nature and the community in which they live.

They enlisted my help in designing the logo and labels for all the products as well as developing the brand color palette and peripheral marketing materials..

### DELIVERABLES

1. Logo
2. Labels for soaps, body scrubs, aromatherapy sprays, lotions, oils, bath salts and diffuser oils
3. Brand color palette
4. Container selection
5. Display consultation

You can visit the website at [folkbotanicals.com](http://folkbotanicals.com).

**FOLK**  
**BOTANICALS**  
aromatherapy & apothecary



# GEORGETOWN RAIL EQUIPMENT COMPANY

THIS INNOVATIVE CUTTING-EDGE COMPANY NEEDED A BRAND AUDIT AND PRODUCT ORGANIZATION.

Not a re-brand but brand refresh, shoring up logos for the products, creating a brand guideline, implementing the new style in all materials.

## DELIVERABLES

1. Logos for all products
2. Website
3. Interior office space design
4. Peripheral marketing materials
5. Paper system
6. Presentations
7. Trade show display
8. Product videos
9. Product-specific websites

**GREX** GEORGETOWN RAIL EQUIPMENT COMPANY  
A Better Way to Work

Innovation. Value.

Georgetown Rail Equipment Company provides innovative tools for railroads throughout North America. From our Dump Train delivery system to our innovative track inspection system, Aurora, our products stand out among the rest as technologically advanced, safer, more efficient, and more productive. We're here to identify and produce new and better ways to get your work done.

Material Handling | Aurora | Rail Car Kits

About Us | Employment | Contact

Product Videos | See Videos of our products in motion

GREX Travel | See Photos from around the world

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**GREX**  
GEORGETOWN RAIL EQUIPMENT COMPANY  
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A better way to work.

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A New Way to Handle Materials

**GPOWER**

One Man Operation

G Power is a material handling machine for loading and unloading gondolas. Based on a motor-driven G Power carrier with a magnet and covered for granules. Service is available throughout North America with without operators.

- The Bundle Distribution
- The Pickup
- OTM Magnet Work
- Airports Loading
- Nationwide Coverage

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GEORGETOWN RAIL EQUIPMENT COMPANY

A better way to work.

1.800.562.1903  
1.512.869.1542  
www.georgetownrail.com

G Power unloads gondolas of all types, and most open-top hoppers, and comes as a comprehensive service package.

## TURTLE DRAGON HEALTH SERVICES

THIS HIGHLY REGARDED ACUPUNCTURE CLINIC NEEDED TO EXPAND FROM JUST AN ACUPUNCTURE CLINIC TO A HOLISITC MEDICAL FACILITY.

From Turtle Dragon to Turtle Dragon Health Services, I recreated their logo but maintained the style I originally designed that they loved, and that resonated as a brand with patients.

The work entailed a brand audit as their visual materials were inconsistent. I began with the new logo, and moved on to various peripheral marketing material, finalizing the project with a complete overhaul of the website.

Using Wix, this site is now both functional and beautiful, offering a glimpse at the professionalism and skill of the providers.

You can visit the website at [turtledragon.com](http://turtledragon.com).



# TURTLE DRAGON HEALTH SERVICES

ABOUT SERVICES PROVIDERS FOR CLIENTS CONTACT



## Turtle Dragon Health Services

Turtle Dragon was established in 1994 with the intention of bringing to Austin the many benefits of Traditional Chinese Medicine and culture. Based upon timeless principles of balance and harmony, we employ and instruct an alternative and complementary perspective on health, wellness, longevity, and sustainable self-care techniques.



AFTER

BEFORE



# TURTLE DRAGON HEALTH SERVICES

ABOUT SERVICES PROVIDERS FOR CLIENTS CONTACT



Providers

With over 80 years combined experience our providers at Turtle Dragon utilize a vast array of healing and wellness techniques and perspectives to assist in your wellness goals.

**Allen Cline, DAOM, L.Ac.**

Allen Cline DAOM, L.Ac. began his studies of integrative medicine in 1982 studying Taijiquan and Classical Taijiquan at the Peirayee Wellness Center of Cambridge where he also studied Tibetan Medicine with Namthral Norbu Rinpoche.

**James Phillips, DAOM, L.Ac.**

I began my formal education in 1994 as a student of Baylor University's University Scholars Program. I spent one year at Baylor University, in Waco, Texas studying Chinese language, the cultures of the Far East, philosophy and religion.

Sarah Bass, L.Ac. Zach Beattin, L.Ac. Danielle Bower, L.Ac.



**TURTLE DRAGON**

Turtle Dragon was established in 1994 with the intention of bringing to Austin the many benefits of Traditional Chinese Medicine and culture. Based upon timeless principles of balance and harmony, we employ and instruct an alternative and complementary perspective on health, wellness, longevity, and sustainable self-care techniques.

Services

- Acupuncture
- Chinese Plant Medicine
- Dietary
- Herbs and Wellness
- Our Methods

Get in Touch

1307 East 38 1/2 Street  
Austin, Texas 78722  
512.452.1410  
Fax 512.467.0888  
info@turtle-dragon.com

Get Social



## MOVABILITY AUSTIN

MOVABILITY IS A TRANSPORTATION MANAGEMENT ORGANIZATION THAT STARTED AS DOWNTOWN AUSTIN TMA. THEY HIRED ME TO BRAND THE ORGANIZATION COMPLETELY, STARTING WITH NAME, TAGLINE AND ON INTO THE VISUALS AND PERIPHERAL MATERIALS.

Movability Austin offers mobility options for the downtown business district in Austin, Texas. This involves interfacing with the public, business owners, property managers and any other stakeholder who lives and/or works in the area. Transportation management offers commute and transit (transportation) options for individuals who regularly come and go into the area.

The brand needed to communicate to the potential partners a sense of professionalism and rubber to the road, so to speak, in helping with reducing the number of single car drivers on the road. Additionally, looking into the future to include smart mobility was also on the table.





**Glenn Gadbois**  
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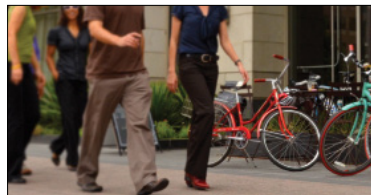


[www.movabilityaustin.org](http://www.movabilityaustin.org)



We are dedicated to helping you find and use transportation options that best suit your needs to get you to and around downtown Austin.

Let us connect you with effective transportation tools to change your drive alone habits. Save money, get healthy, and avoid frustrating traffic!



Visit [movabilityaustin.org](http://movabilityaustin.org) to find great ways to get to and around downtown other than driving alone

BE A PART OF THE SOLUTION!



Hello and welcome to Movability Austin

We help you get to and around downtown!

we help you get to and around downtown for **click > for play >**

Discovery News, June 2012



Slides Showing Video Introduction to the Green Lane Program!

Austin was recently selected as one of six cities to take part in the first ever test of the program. This provides resources to build out the rest of the infrastructure over a 3-year period and work with City of Austin staff to design and implement a dedicated bike lane. This is a great opportunity to improve the health and safety of our citizens, and get involved in the development of our city. We are currently looking for people to help us design and build out the program. If you are interested in helping us build out the program, please contact us at [info@movabilityaustin.org](mailto:info@movabilityaustin.org).

Learn more about our participation in the Green Lane Program at an opportunity to connect with other people who are interested in helping us build out the program.

#### Austin Events

Movability partners with the city and event organizers to provide the best way to get to your event!

- Live!** Free Live Music at various venues, including the city and downtown.
- Art City Austin** Great art, great city, great weekend!

#### Spotlight

Read some great and successful ideas about transportation from Austinians.

#### Card and Key

Card and Key use the bus system to get around Austin.

#### Transportation Tools

Learn more about what transportation tools you can use to get to and around Austin.



## LUX CONSILIO

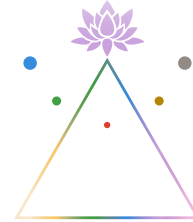
LUX CONSILIO OFFER TRAINING TO THOSE INTERESTED IN ESOTERIC PURSUITS AND THE ENLIGHTENING OF ONE'S HEART AND SOUL.

The amazing people at Lux Consilio wanted me to help them provide the best visual elements to truly back their philosophy and the great things they were doing in the world.

This meant using specific colors and shapes, as well as utilization of white space to create a feeling of expansiveness, concurrently offering a sense of warmth and a welcoming engagement.

Their most pressing needs were a logo and a website.

You can visit the website at [luxconsilio.org](https://luxconsilio.org)



# LUX CONSILIO

SPIRITUAL TRAINING FOR THE AGE OF AQUARIUS

♥ [Begin Your Training](#)

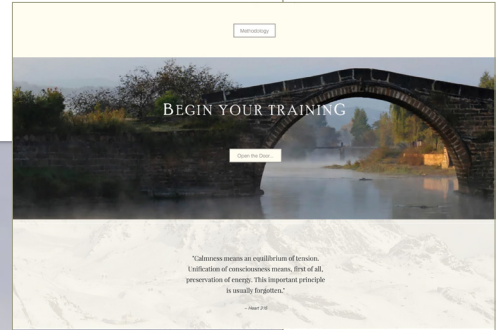
[Help Us Continue with Our Work by Making a Donation](#) 🙏



# LUX CONSILIO

SPIRITUAL TRAINING FOR THE AGE OF AQUARIUS

[Home](#) [Training](#) [Methodology](#) [Forum](#) [Events Calendar](#)



## Philosophy

The time is past for many when interest in the occult and the esoteric is centred around personal enlightenment and benefit. Those entering this school for esoteric training in discipleship techniques and the development of group consciousness, characteristic of service in the Aquarian Age, do so because of a recognized and irresistible urge to help forward the unfolding Plan of Hierarchy for humanity. This is the safeguard for those undertaking such training—which will inevitably precipitate crises and have far-reaching effects in consciousness.

It is the guarantee of achievement to those who learn through dispassion, discrimination and detachment. Students are encouraged to mature a "keep on keeping on" attitude, because there are no circumstances in which the human spirit may not triumph, and no tests and trials are applied to the disciple in training which he is unable to handle when he knows himself to be a vital part of the forward moving evolution of the whole

## TEXAS TRADITIONS

THIS UNIQUE BUSINESS HAD TO START FROM SCRATCH.

Even the most minute detail was not overlooked. I worked closely with the owner to recreate her Culinary Folk Art business and brand.

I began by developing the overall concept, “the modern country kitchen.” The importance of family gatherings and cooking from old family recipes.

I provided label designs for all fifteen products, designed the packaging, art directed the photo shoot and created the eCommerce web site and sales brochure.

The owner attended trade shows so I designed a movable kitchen complete with a chandelier. Also important were POP sales, so signage and other informational displays were produced.



AN IMAGE FROM THE PHOTO SHOOT

### DELIVERABLES

1. Label design for all 15 products
2. Packaging design
3. Location photo shoot art direction
4. Logo
5. Website
6. Paper system
7. Sales brochure
8. Peripheral marketing materials
9. Email template
10. Copy writing and editing
11. Brand color palette
12. Brand style guide
13. Trade show displays
14. Signage
15. PoP display

<a href="#">Jellies</a>	<a href="#">Mustards</a>	<a href="#">Dry Blends</a>	<a href="#">Gift Parcels</a>	<a href="#">Top Sellers</a>
<a href="#">About Texas Traditions</a>		<a href="#">What Our Customers Say</a>		<a href="#">Recipes</a>



“  
Texas Hot Salt is a staple around here! It puts the perfect blend of salt and spices in all of my recipes. I don't know what I would do without it.

Explore the authentic tastes of our award-winning Culinary Folk Art – our dedication to the roots of Texas cuisine. It's a legacy born of simpler times, when family and friends gathered around the table every day and enjoyed the tastes and textures of the Texas countryside.

Fresh products are here!  
~ Shop now ~

Gift parcels for all occasions



## AUSTIN MOBILITY AND AUSTIN URBAN RAIL

THE AUSTIN TRANSPORTATION DEPARTMENT HIRED ME TO BRAND THE AUSTIN MOBILITY PROGRAM AND THE PROPOSED URBAN RAIL SYSTEM AS SPEC WORK, DUE TO THE INHERENT MALLEABILITY OF THE TRANSPORTATION MOVEMENT IN AUSTIN.

The breadth of work began with logo designs, and moved into marketing material directed towards public interfacing. This marketing material consisted of brochures, handouts, postcards, reports, PowerPoint presentations, posters, signage, maps, websites, banner ads, etc.

The work transitioned into multiple programs such as Vision Zero, eScooter etiquette, Parking ATX, and the like, which consisted of hand-rendered illustrations, logo designs. and more.



Not all work shown. The scope of work entails seven years of efforts working alongside staff and program heads.

Select Language | home overview FAQs get involved media resources contact austin mobility search site

# URBAN RAIL what why when where how

(beta)

Follow

Conceptual illustration of Urban Rail at the 10th St. Gateway Station, designed by Metropolitan Austin.

## austin's urban rail

As Austin invests locally while thinking regionally, it can solve part of the puzzle by adding new road capacity. It can complete it by creating attractive alternatives to driving alone, or - as it is in rush hour - sitting in a car alone and putting forward every few minutes.

Urban Rail would connect to existing and planned transit modes, such as MetroRail, MetroRapid and the Lone Star Regional Rail line, to create a complete and seamless regional system.

That is important, because in 2025, when men 15 years ago, the city population is expected to be almost as big as Dallas is today. In that same time span, the five-county Austin Region will gain almost 1 million people, making its population about the same as the City of Chicago's population today.

By looking to our future, Austinites could gain a travel option that:

- Encourages density, increases city revenue for core services, such as parks and police, can reduce urban sprawl, curb car emissions and safeguard the environment.
- Acts as a permanent anchor to encourage construction lending and smart, mixed-use development, which includes affordable housing.
- Incorporates community feedback and exercises was provision in City Council-approved plans, such as the Downtown Austin Plan, Mueller and E. Riverside Corridor Master Plan.

read more about austin's urban rail

## why urban rail?

City leaders have said Austin is a traffic crisis. Urban Rail positively impacts everyone who works, lives or plays in Austin by shaping land use and development, generating jobs and economic growth, and saving cars on the road.



# URBAN RAIL go ride!

Direct people to work and play in, with electric cars.

Important part of a networked road and going throughout the street out of environment, hubs destinations, with every 10 minutes.

as six Jeeps, an hold up to 365 is fast or faster, in as possible.

ving people in and like the University, own and more an emunity. It links to at MetroRail. Road will regional rail line town to San

PROPOSED URBAN RAIL SYSTEM

connect stations

see all news

urban rail news

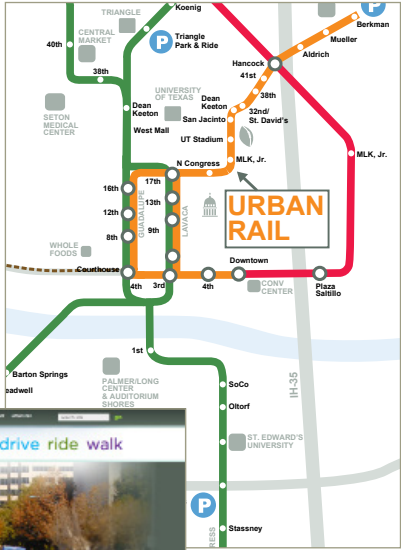
May 18, 2012  
Key Urban Rail Memo Sent to City Council

January 4, 2012  
Austin American-Statesman: "Add passenger rail option to region"

December 18, 2011  
Planning approved for 2011 transit vision prioritization

see all news

austin mobility news



# AUSTIN MOBILITY go: bike drive ride walk

(beta)

Public participation is a key part of the Austin Mobility and the Urban Rail program. We've eager to share and connect with you.

schedule an educational meeting in your neighborhood

find a meeting near you!

stay in the know!

Sign up for the Austin Mobility newsletter to stay informed about transportation news, events, and updates.

email address

hey austin, go ride!

get involved!

get involved!

stay in the know!

Public participation is a key part of the Austin Mobility and the Urban Rail program. We've eager to share and connect with you.

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email address

# ROONEY BLOOM

DENVER-BASED ROONEY BLOOM IS A LANDSCAPE DESIGN AND PLANT CONSULTATION GROUP, MAKING EFFORTS TO EDUCATE THE PUBLIC ABOUT THE BENEFITS OF PLANTS, MEDICINALLY AND EMOTIONALLY.

Rooney Bloom hired me to create an ongoing series of packaged seeds for a variety of purposes, such as medical or food-based combination of plants.

Using mylar bags and stickers, I created a template to use for all subsequent products. I juxtaposed the visual elements, with traditional drawings and modern graphic elements to continue the Rooney Bloom methodology.



## KELLY NICOLE ENTERPRISES

AN ORGANIZATION WITH BIG DREAMS  
AND A BIG HEART.

Kelly Nicole Enterprises came to me for help with her umbrella brand, both structurally and visually.

Sensitivity to the style of the visuals was closely paid attention to because of the nature of the product and what is provided: emotional help dealing with past and current abuse.

The owner needed a corporate logo, a corporate web site, a service name, logo and web site, and a product name, logo and eCommerce web site.



kn  
KELLY NICOLE  
ENTERPRISES

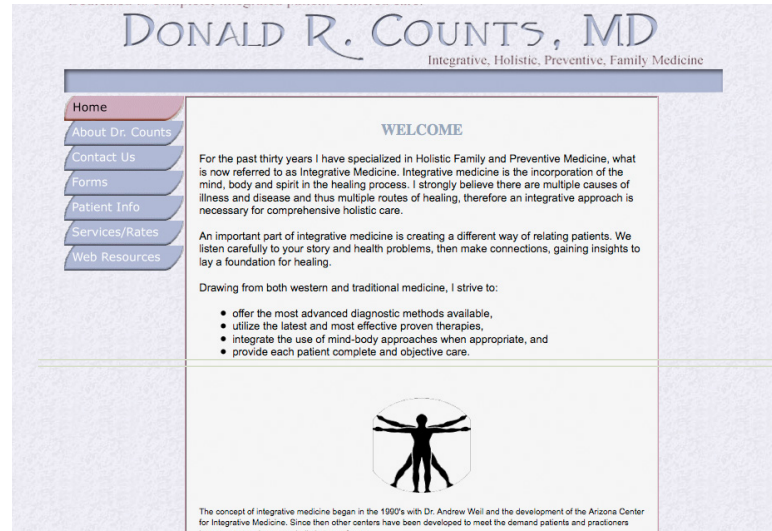
## DONALD COUNTS, M.D.

DR. COUNTS CAME TO ME WITH ONE GOAL: INCREASE HIS PATIENT LOAD.

After assessing the situation, I wrote a detailed proposal covering all the necessary elements to achieve that goal. This was going to be a basic rebranding project.

Dr. Counts needed to visually represent his professionalism as well as his many years in the medical field. I began with the logo. He is an integrative doctor, so using graphics that are more holistic in nature, i.e. leaves and circle, were important.

I created a clean and polished color palette and a structured, professional and very functional web site after the logo was created.



BEFORE



# Donald Counts, M.D.

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## Integrative, holistic, preventive family medicine.

Complete and objective care using the most advanced diagnostic methods available and the latest and most effective proven therapies.

## Welcome

Specializing in Holistic Family and Preventive Medicine, what is now referred to as Integrative Medicine. Integrative Medicine is the incorporation of the mind, body and spirit in the healing process. I strongly believe there are multiple causes of illness and disease and thus multiple routes of healing, therefore an integrative approach is necessary for comprehensive holistic care.

An important part of Integrative Medicine is creating a different way of relating to patients. We listen carefully to your story and health problems, then make connections, gaining insights to lay a foundation for healing.

## Patient Information

Here you can download medicine modalities, and

## Services and Information

Dr. Counts offers a wide all with a great bedside

## Your Health Resources

Find information, generate weight management an



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Dedicated to complete, integrated, patient-centered care.

## About Dr. Counts



Donald Counts, M.D.

[Download Dr. Counts' resume](#)

I am a fellow of the American Academy of Family Practice and board certified in Holistic Medicine from the American Board of Holistic and Integrative Medicine and a Medical Acupuncturist from the American Board of Medical Acupuncturists. In addition to treating acute and chronic conditions in a traditional manner, I can counsel you regarding herbal and other integrative therapies. I offer consultations including but not limited to:

- Endocrinological hormone replacement,
- cholesterol (lipid) management,
- depression/anxiety,
- dietary/nutritional issues (IBS, gluten sensitivity),
- herbals/dietary supplement use,
- medical/diagnostic body-spirit techniques,
- Menopause/Perimenopause,
- metabolic conditions (chronic fatigue, fibromyalgia, hypothyroidism),
- panic attacks and
- weight loss/management counseling.

My mission is to treat every patient as an individual with a completely objective approach to each complaint and to serve as your primary resource for reliable, informative medical care.

Dr. Donald Counts moved to Austin, TX in 1975 to establish his practice in family medicine after completing two years of service on the United States Air Force in the Berlin, Germany. He has established a solo practice structured to deliver a high level of personalized attention to his patients offering an objective approach to each complaint. Dr. Counts practices one of the first practices in Texas to offer medical acupuncture.

Dr. Counts received his D.O. degree from the University of Texas Medical Branch (UTMB) in Galveston. He is a Fellow of the American Academy of Family Practice as well as the American Academy of Medical Acupuncturists. He is board certified in Medical Acupuncture by the American Medical Board of

Read about Physician Assistant [Michelle McCurtain](#)

AFTER

