

MICHELLE MCCOY DESIGN
GRAPHIC + WEB DESIGN
KANSAS CITY, MISSOURI

1. Logos
2. Lettering

3. Web Design
4. Print Design

MICHELLE^e
M^cC^oY DS
GN

MICHELLEMCCOY.CO

portfolio —

01

The logo identifies a business or product in it's simplest form with the use of a unique mark or icon.



1. Always Growing Yoga—unused logo



2. Deshi Products



3. Ginger Derr Yoga



4. Kansas Carbon—a carbon-made pocket knife company

BEFORE



AFTER



5. Mindful Choices—logo rebranding

Your logo is the visual foundation of a company's brand. Your company's identity is visually expressed through its logo, which, along with your company's name, is one of the main things that make your brand memorable.



6. The Yoga Barn at Sunnydale—Ginger Derr
Yoga location for events + retreats



7. Visual Fusion—logo rebranding



8. Kissy Nails



9. Wine About Cancer—annual Leukemia and Lymphoma
Society benefit in Wichita, KS



10. Swash & Serif Design Company

Your logo is the visual foundation of a company's brand. Your company's identity is visually expressed through its logo, which, along with your company's name, is one of the main things that make your brand memorable.

11. Health Services Hub—a health benefits website [options sent to client (still in progress)]



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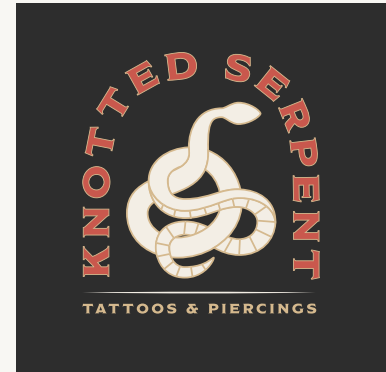
Logos part of a daily logo challenge during October (Halloween theme based off certain words—my take of “Inktober”)



12. Word: CRYSTAL
Logo for a fortune teller



13. Word: SUIT
Logo for a suit shop



14. Word: KNOT
Logo for a tattoo parlor



15. Word: RAVEN
Logo for a bookstore



16. Word: SPIRIT
Logo for a liquor store



17. Word: VESSEL
Logo for a coffee shop

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02

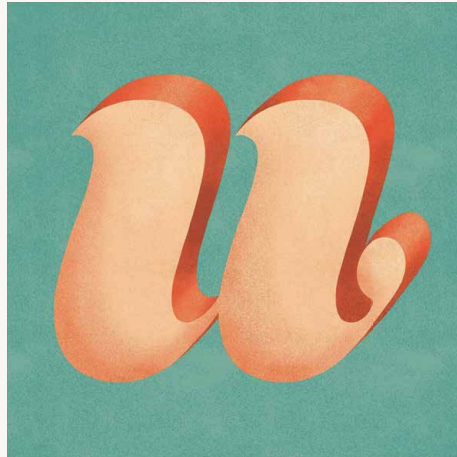
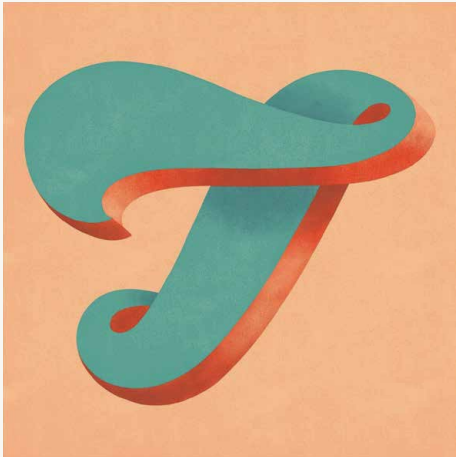
*Lettering allows a business to add a unique flair
to their marketing and branding.*



Lettering is an art that can serve a functional purpose. Every choice for the lettering design has an effect and creates the brand experience with your audience.

2a. lettering—

Lettering posted on Instagram (@SWASHANDSERIF)



Lettering is an art that can serve a functional purpose. Every choice for the lettering design has an effect and creates the brand experience with your audience.

2b. lettering—

Lettering posted on Instagram (@SWASHANDSERIF)



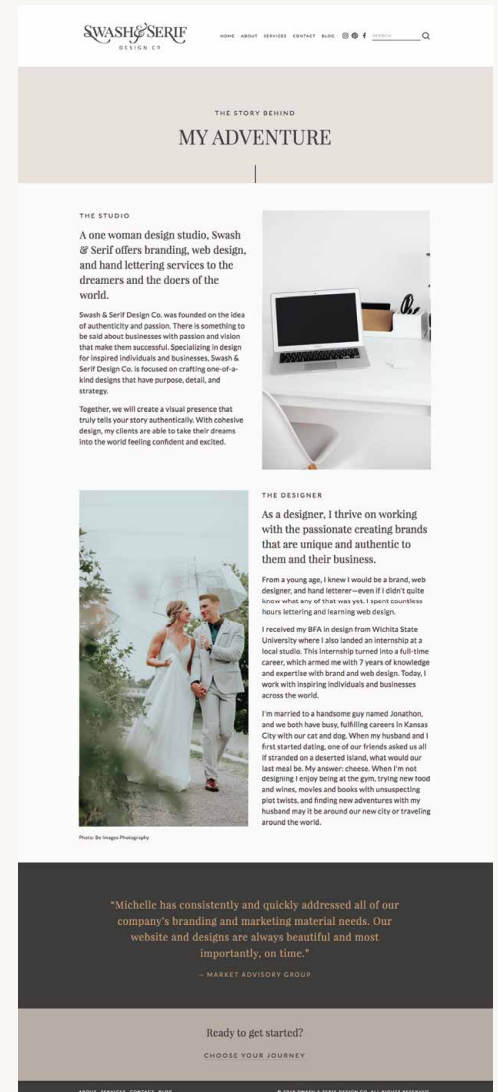
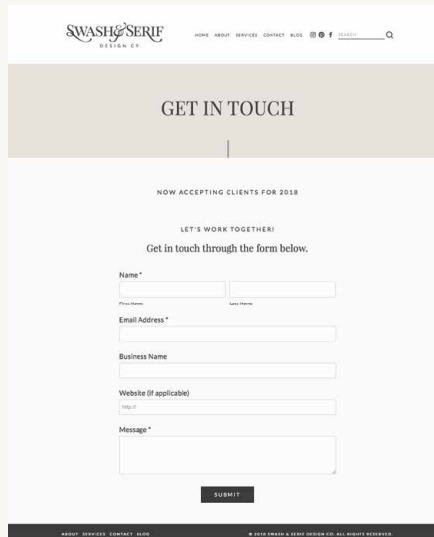
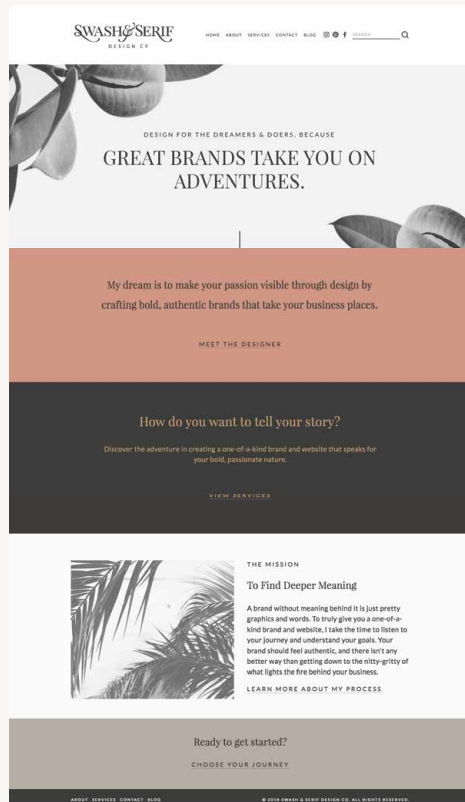
Lettering is an art that can serve a functional purpose. Every choice for the lettering design has an effect and creates the brand experience with your audience.

2b. lettering —

03

Having a strong online presence is vital for your business growth. A website is an easy way to provide information instantaneously and convert leads into customers.

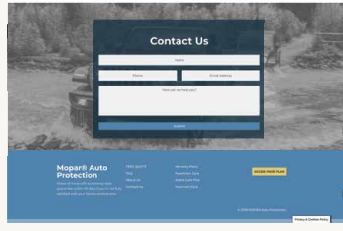
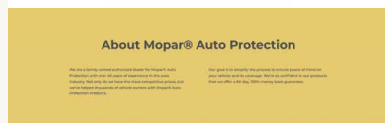
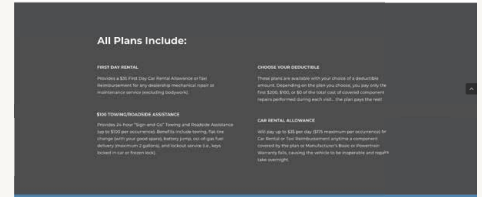
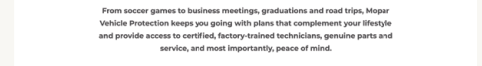
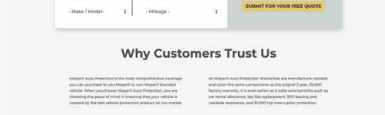
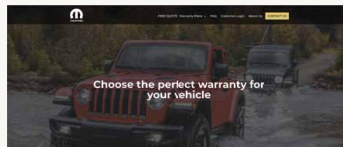
SWASHANDSERIF.COM—Discontinued. New website in progress



Your website is the online foundation of a company's brand. Your company's website provides information instantaneously and converts leads into customers.

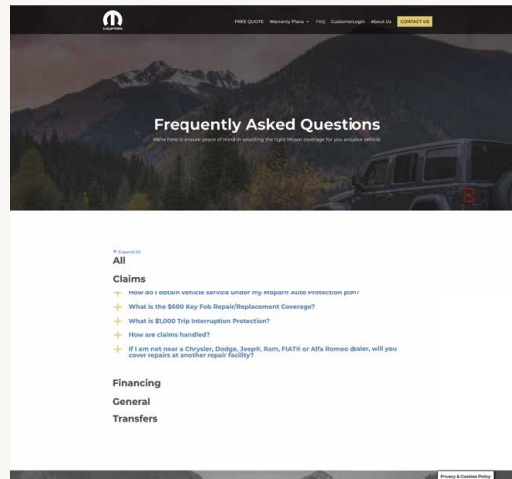
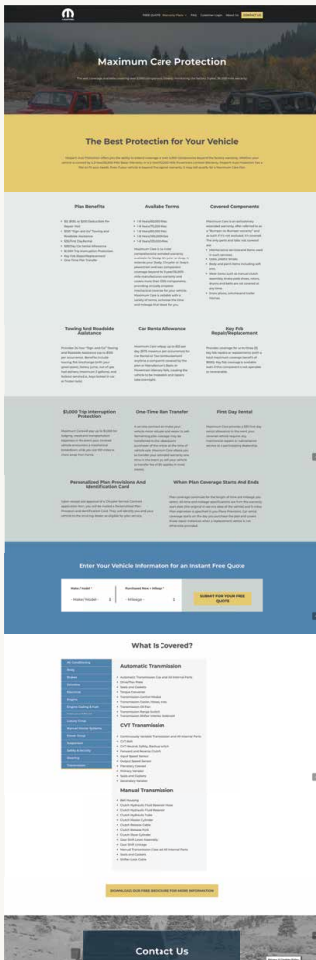
3a. web design

MOPARAUTOPROTECTION.COM



Your website is the online foundation of a company's brand. Your company's website provides information instantaneously and converts leads into customers.

MOPARAUTOPROTECTION.COM (Cont'd)



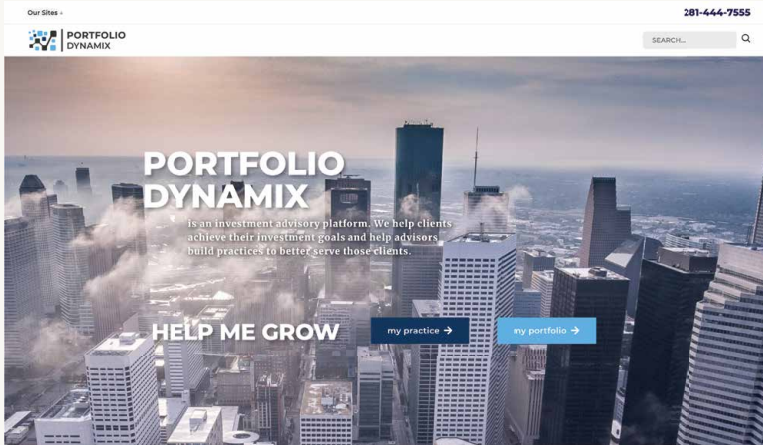
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PORTFOLIODYNAMIX.COM



Portfolio Dynamix main homepage

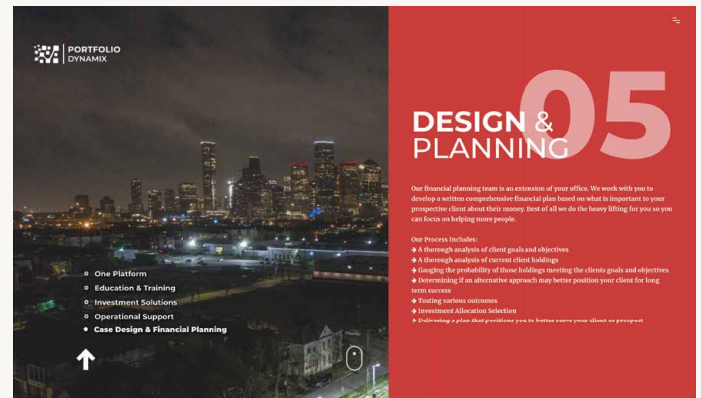
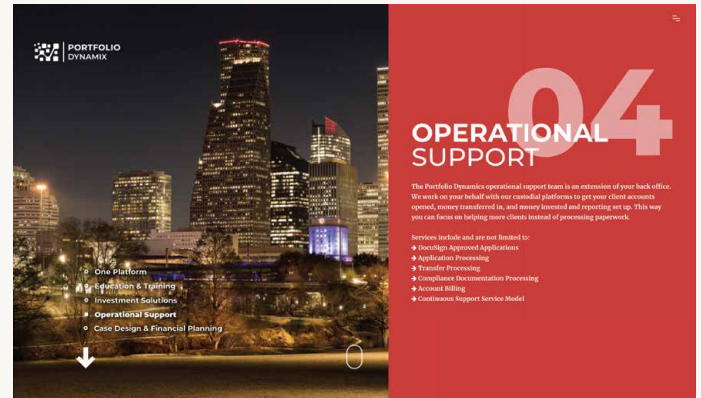
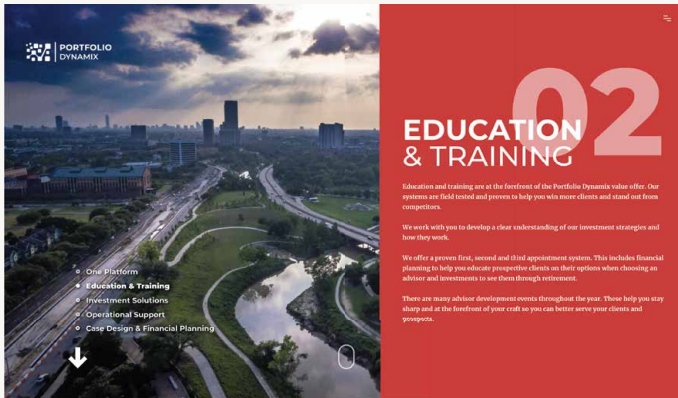


Portfolio Dynamix advisors homepage

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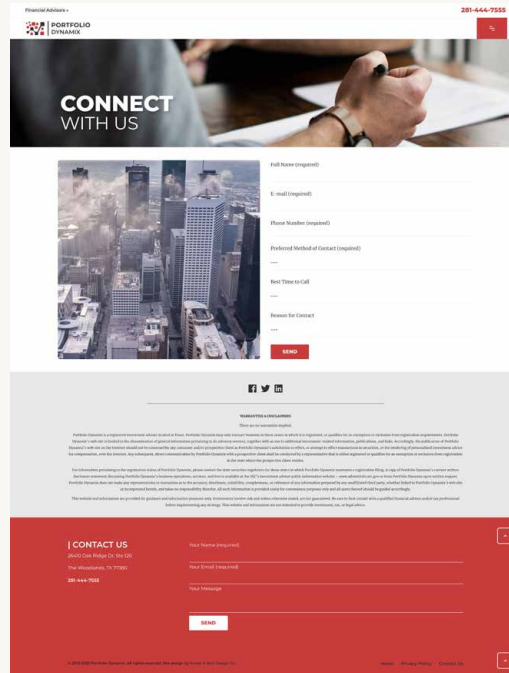
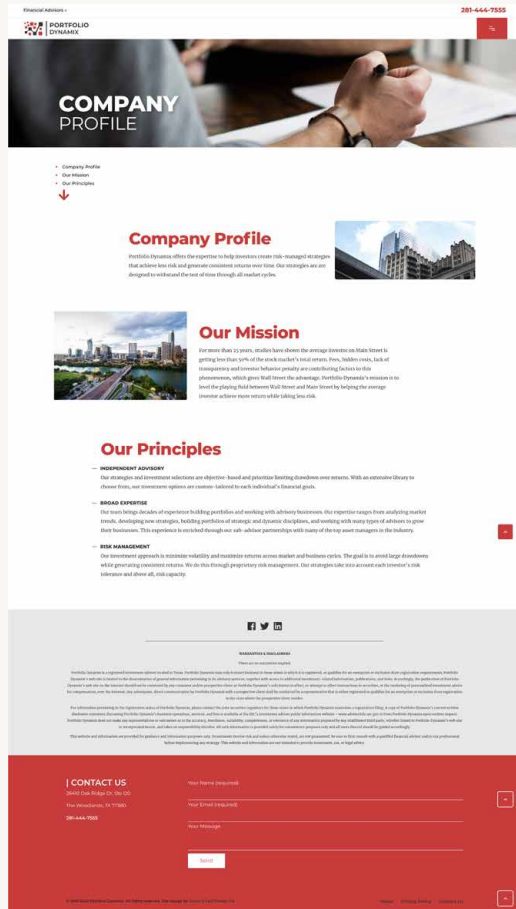
3d. web design

PORTFOLIODYNAMIX.COM (Cont'd)



Your website is the online foundation of a company's brand. Your company's website provides information instantaneously and converts leads into customers.

PORTFOLIODYNAMIX.COM (Cont'd)

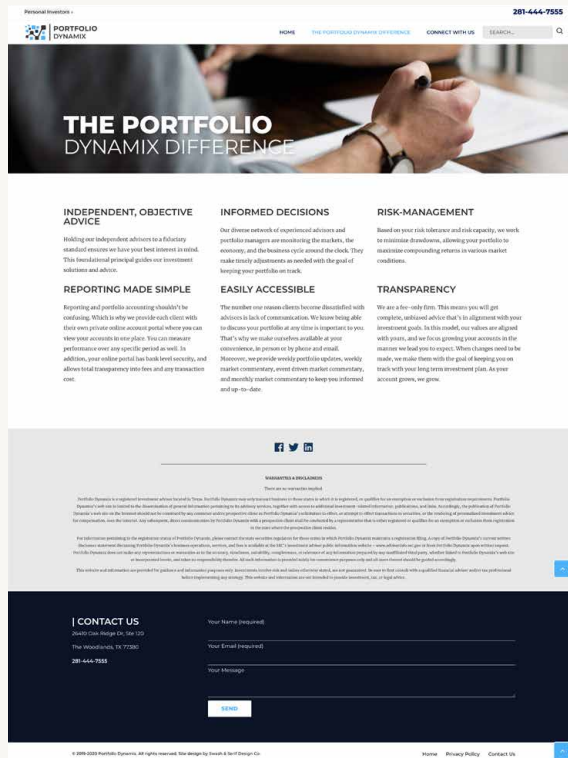
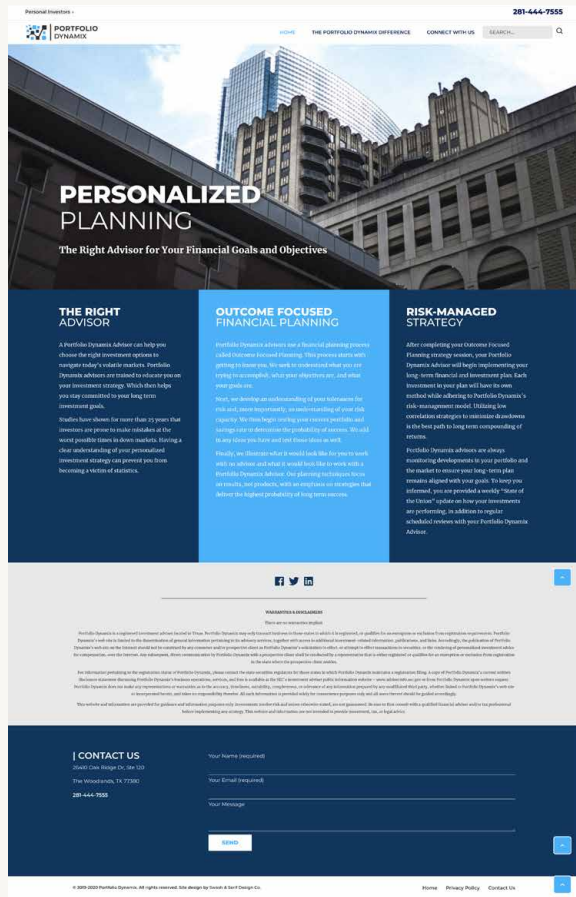


Portfolio Dynamix advisors secondary pages

Your website is the online foundation of a company's brand. Your company's website provides information instantaneously and converts leads into customers.

3f. web design

PORTFOLIODYNAMIX.COM (Cont'd)

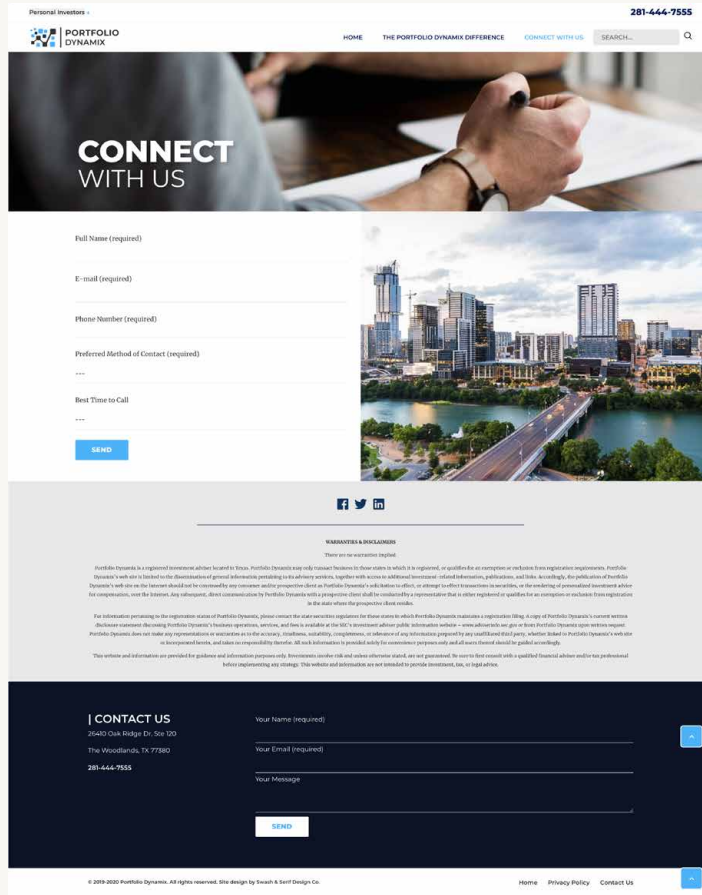


(Left) Portfolio Dynamix investors homepage
 (Above) Portfolio Dynamix investors secondary page

Your website is the online foundation of a company's brand.
 Your company's website provides information instantaneously
 and converts leads into customers.

3g. web design

PORTFOLIODYNAMIX.COM (Cont'd)



Your website is the online foundation of a company's brand.
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3h. web design —

04

Print design helps to create a consistent visual presence between your brand's meaning and messages so not to confuse your audience.

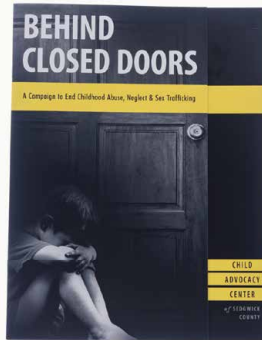


1. SPLURGE! Magazine (Wichita & Oklahoma City)—monthly publication

The technical and typographic techniques employed to arrange and style words and numbers as they appear on a page/screen.

1. Logos
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2. Child Advocacy Center of Sedgwick County fundraising booklet



3. Center for Economic Development and Business Research (CEDBR)—department brochure & Economic Outlook Conference materials

4. Deshi Products table tent

The technical and typographic techniques employed to arrange and style words and numbers as they appear on a page/screen.

4b. print design

Life is a journey that starts and ends with family.

As a locally based company, our clients are family to us. Putting our clients' best interests before our own means operating with utmost transparency and honesty. We want what is best for you. It is our fiduciary duty.



Investment advisory services are offered through Foundations Investment Advisors, LLC and is a SEC registered investment advisor.

(316) 252-8707

110 E Waterman, Ste 150, Wichita

MarketAdvisoryGroup.com

Plan for your future. Live your life today.

We'll help you get there.



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(316) 252-8707

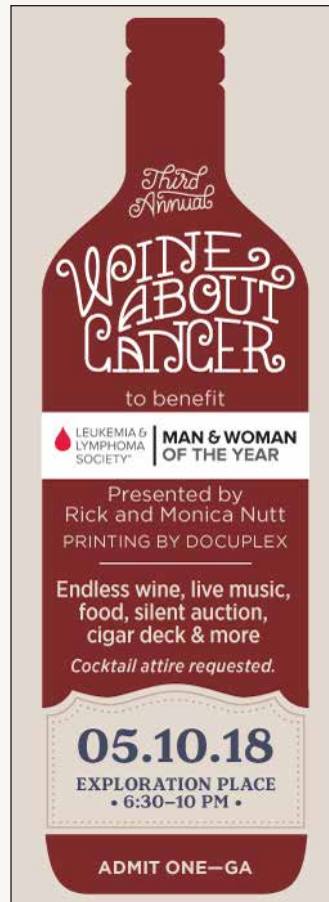
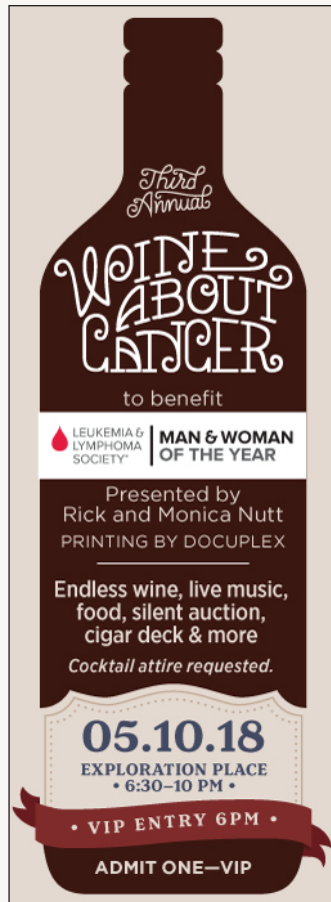
110 E Waterman, Ste 150, Wichita

MarketAdvisoryGroup.com

5. Market Advisory Group—billboard designs displayed in baggage claim at the Wichita Eisenhower Airport

The technical and typographic techniques employed to arrange and style words and numbers as they appear on a page/screen.

4c. print design —



6. Wine About Cancer—2018 event tickets + poster

The technical and typographic techniques employed to arrange and style words and numbers as they appear on a page/screen.

4d. print design —

7. Foundations Investment Advisors—portion of training event program



The technical and typographic techniques employed to arrange and style words and numbers as they appear on a page/screen.

4e. print design

7. Foundations Investment Advisors—training event thank you information cards



The technical and typographic techniques employed to arrange and style words and numbers as they appear on a page/screen.

4f. print design —

7. Foundations Investment Advisors—training event thank you information cards

FOUNDATIONS INVESTMENT ADVISORS

A STRONG FOUNDATION

2018 FOUNDATIONS INVESTMENT ADVISORS TRAINING AND COMPLIANCE CONFERENCE

October 28-30 • Kansas City

WELCOME RECEPTION
Sunday, October 28 • 6:00 PM
Intercontinental Kansas City Rooftop Bar — Floor "R"
Join us for an evening of appetizers, cocktails and networking.

HOTEL ACCOMMODATIONS
The Intercontinental Kansas City at The Plaza
401 Ward Pkwy, Kansas City, MO 64112
816-756-1500

ATTIRE
Please plan to dress in business casual attire for the Welcome Reception and during group meetings. Monday evening dinner will be casual.

TRANSPORTATION
Foundations is pleased to offer you round trip transportation between the airport and hotel. Transportation will be provided through Overland Chauffeured Services.

Upon arrival to MCI on Sunday, your driver will greet you directly outside of your gate and take you to The Intercontinental Hotel. Should you have any issues locating your driver, please call 800-575-4845.

We will have a group departure to MCI on Tuesday at 12:30 PM.

WEATHER
The average daily temperature in Kansas City in October is in the low to mid 60's with evenings cooling down to the 50's.

2018 FIA Training and Compliance Conference

DAILY SCHEDULE

DAY 1 • Sunday, October 28

6:00 PM WELCOME RECEPTION
Intercontinental Hotel Rooftop Bar & Ballroom — Floor "R"

DAY 2 • Monday, October 29

7:30 AM BREAKFAST
Intercontinental Hotel — Salon 2, Floor "B"

8:30 AM TRAINING BEGINS
Intercontinental Hotel — Salon 3, Floor "B"

8:45 AM WHAT'S NEW AT FOUNDATIONS
Ryan Wheelless

9:30 AM THE FIRST APPOINTMENT
Ryan Wheelless

10:15 AM BREAK

10:30 AM THE SECOND APPOINTMENT
Ryan Wheelless

11:15 AM THE THIRD APPOINTMENT
Ryan Wheelless

12:00 PM LUNCH
Intercontinental Hotel — Salon 2, Floor "B"

12:45 PM EMBRACING TECHNOLOGY TO HANDLE CLIENT REVIEWS
Ryan Wheelless

1:30 PM COMPLIANCE REVIEW
Ernest J. C'DeBacca

2:15 PM OPERATIONS UPDATE AND AUTOPOP APP 3.0
Stephanie Roper and Josh Cooksey

3:00 PM BREAK

3:15 PM CABANA ASSET MANAGEMENT
Chadd Mason

4:00 PM LARRY LEWIS CLIENT BUILDER
Larry Lewis and Brian Quaranta

6:00 PM SHUTTLE DEPARTURE FOR LEINENKUGELS DINNER
Meet at lobby at 5:45 PM for prompt departure

8:30 PM & 9:00 PM SHUTTLE DEPARTURE BACK TO INTERCONTINENTAL HOTEL

2018 FIA Training and Compliance Conference

DAILY SCHEDULE

DAY 3 • Tuesday, October 30

7:30 AM BREAKFAST
Intercontinental Hotel — Salon 2, Floor "B"

8:30 AM TRAINING BEGINS — INDUSTRY SUPERSTARS
Intercontinental Hotel — Salon 3, Floor "B"

8:45 AM PHIL CAPIRIOTTI
How to gather \$70 million in new assets in one year

9:45 AM PAUL ROBERTS
How he gets prospects in the door, his appointment process, and how to create long-term relationships with clients

10:45 AM BREAK

11:00 AM ANDREW NIDA
What he went through as a struggling advisor and the steps he took to get on the road to success

12:00 PM LUNCH
Intercontinental Hotel — Salon 2, Floor "B"

12:30 PM SHUTTLES DEPART FOR AIRPORT

2018 FIA Training and Compliance Conference

The technical and typographic techniques employed to arrange and style words and numbers as they appear on a page/screen.

4g. print design —