

# MEDI AVILLE

NIKKI WEILAND

nikki@mediaville.co [linkedin.com/in/NikkiWeiland](https://www.linkedin.com/in/NikkiWeiland)

\*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 year 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.

Shelley Lorenzen, D.C.



Originally from Coffey,  
Wisconsin, she also  
graduated from the  
fourth year 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 Ferro, D.C.



Originally from Isabela,  
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.

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.

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 tool 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 safer, easier and more comfortable spaces for these more active options. We can work with your company to connect your 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.

NTTA 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

## 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



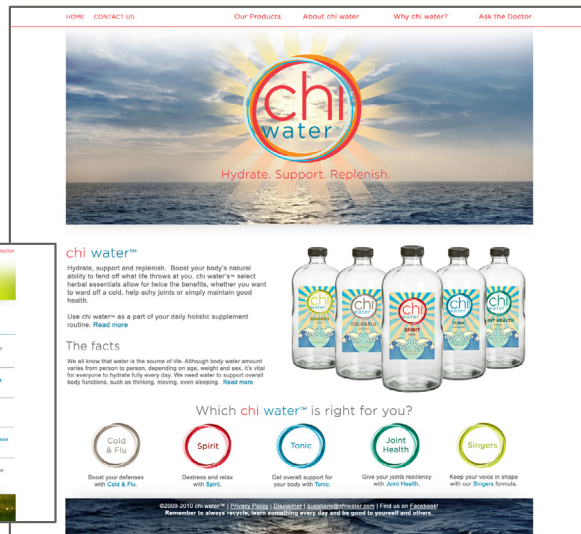
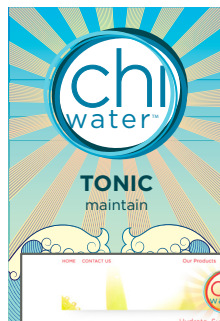
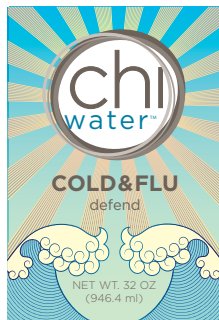
COLD & FLU



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

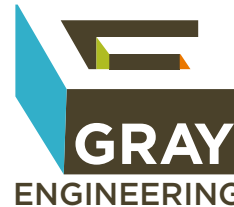


# GRAY ENGINEERING

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

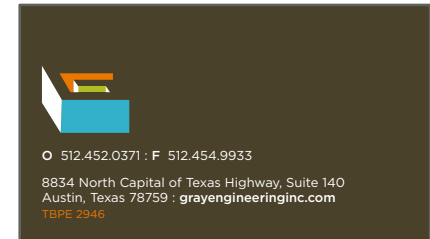
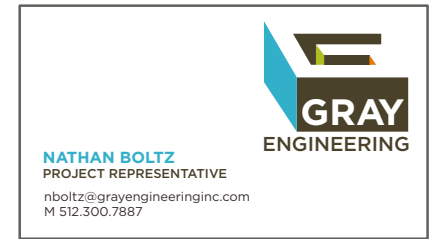
They brought me in to conduct a brand audit and proceed to re-brand the company. Their main concern was the old name and style were stagnating them in this highly competitive market and wanted to leverage their good standing in the industry along with fresh creative.

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.

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Product Videos | [See Videos](#)  
of our products in motion


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from around the world

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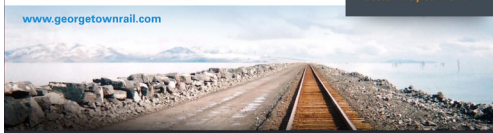
**David Pagliuco**  
Data Analyst  
[pagliuco@georgetownrail.com](mailto:pagliuco@georgetownrail.com)



Cell 512.948.5691  
512.869.1542 x249  
Fax 512.863.0405  
[www.georgetownrail.com](http://www.georgetownrail.com)  
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**A New Way to Handle Materials**





**One Man Operation**

G Power is a material handling machine for loading and unloading gondolas. Based on a man-machine, G Power comes with a integral and covered for grapple. Service is available throughout North America with skilled operators.

- Tie Bundle Distribution
- Tie Pickup
- CDM Material Work
- Asparagus Unloading
- Nationwide Coverage

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



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## 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.

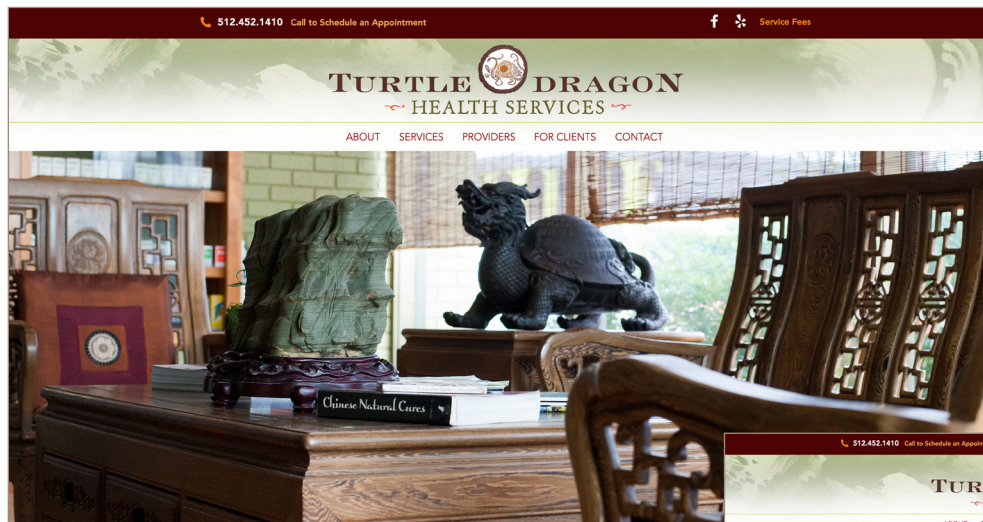
The work entailed a brand audit as their visual materials were inconsistent. I began with the new logo, and moved on to various peripheral marketing material, finalizing the project with a complete overhaul of the website.

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

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



## 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 respect 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.





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



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!



Let us help your employees leave  
commute frustrations behind,  
improve productivity and your  
bottom line.

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

[illegible][illegible]

## LUX CONSILIO

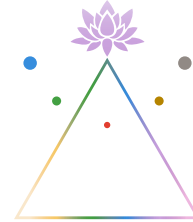
LUX CONSILIO OFFER TRAINING TO THOSE INTERESTED IN ESOTERIC PURSUITS AND THE ENLIGHTENING OF ONE'S HEART AND SOUL.

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

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Light. Love. Freedom.

Methodology

BEGIN YOUR TRAINING

Introduction

"Caltness mean an equilibrium of tension.  
Utilization of consciousness means, first of all,  
preservation of energy. This important principle  
is usually forgotten."

—Hae Jid



## 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 discipline 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 undergoing 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 nurture 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



Jellies	Mustards	Dry Blends	Gift Parcels	Top Sellers
About Texas Traditions	What Our Customers Say		Recipes	



**TEXAS  
TRADITIONS**  
*Culinary Folk Art*

The Official  
Preservation Company for  
Texas Culinary Heritage

“

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



**TEXAS  
TRADITIONS**  
*Culinary Folk Art*  
The Official  
Preservation Company for  
Texas Culinary Heritage



my  
green  
score™



FOLK  
BOTANICALS  
aromatherapy & apothecary



MANRIQUEZ  
TAVOL

kn  
KELLY NICOLE  
ENTERPRISES

Chiari & NUCCA



PONDWORKS  
PSYCHIATRY AND PSYCHOTHERAPY







Mirasol



STRATUS



THE  
SEASONAL  
GUIDE



darby.



fiore

