



**SCOTT HUSSEY**  
*graphic designer*

p: 316.518.7534

w: [designerscott.net](http://designerscott.net)

e: [scott@designerscott.net](mailto:scott@designerscott.net)

t: [@designerscott](https://twitter.com/designerscott)



Citizen's Financial Services is the investment arm of Citizen's State Bank. Partnered with Cetera Investment Services CFS offers Retirement Planning, and Wealth Management services throughout Harvey and McPherson counties.



## CHALLENGE

Citizen's Financial needed customer facing collateral that would help get the conversation started about investing and wealth management. The information needed to be easy to understand, and also entice customers into wanting to learn more about CFS's investments services and beginning their own investment journey.

## SOLUTION

A high-quality (100 lb. card stock printed in full color) investment booklet was developed to be offered directly to current banking customers who were not yet investing with Citizen's Financial. After researching the various CFS products, they were broken down into four different categories, General Investing, Retirement Planning, Social Security and Risk Management. Each of the topics were given two to four pages in the book and marked off by large tabs on the edge of the book to make them easier to find. Photographs from around Harvey County were supplemented with stock photos reflective of small town life and rural environments were used to appeal to local customers. The copy was written to show that CFS's focus is on being an investment partner for their customers, and helping them through the investment process.





CLIENT Michelle Tillis Lederman



Michelle Tillis Lederman is an expert in solving people problems. She focuses on helping organizations engage their employees and develop their leadership teams. She provides her expertise through speaking engagements, training programs, consulting services as well as the books she has written. She is also the founder and CEO of the training company Executive Essentials.



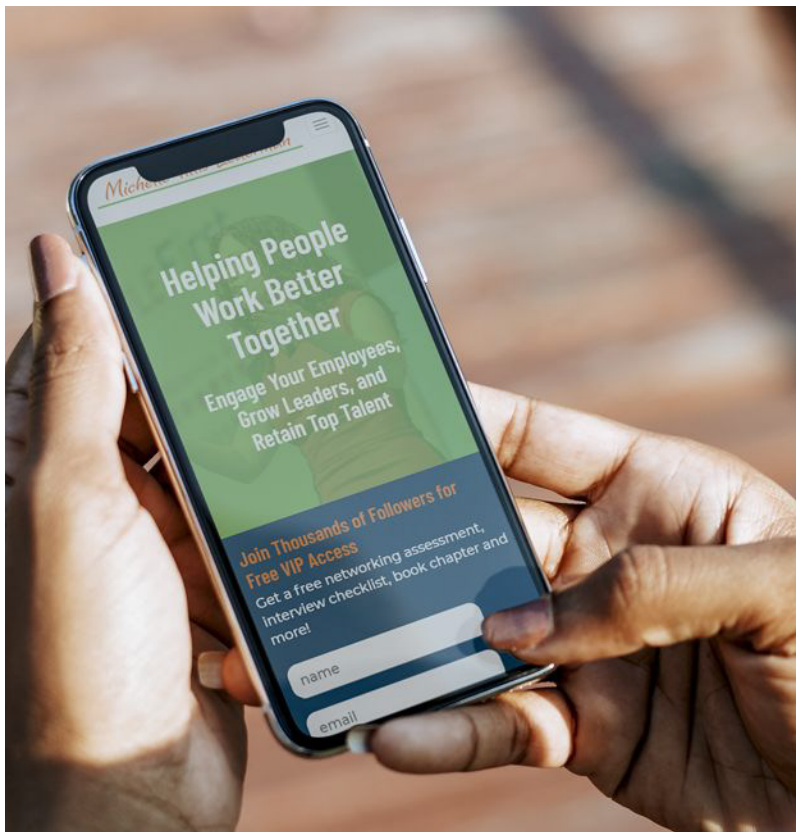
## CHALLENGE

As Michelle has shifted her focus to primarily be a speaker and trainer she needed an overhaul of her speaker marketing assets, including her website and speaker packet. The new materials needed to convey both Michelle's full range of expertise, and personality, as well as guiding potential clients to pick up the phone and book her.

## SOLUTION

Using Michelle's goal of "helping people connect" and her exuberant personality as inspiration, I selected a vivid powerful color scheme, the orange and lime, set on a light background to give the site an open airy feel. The dark blue color, as an accent for buttons and headlines, moves the users eye to the important elements that need the most attention or interaction.

In addition to the updated website, Michelle's speaker packet also received a visual overhaul that brought it in line with the look and feel of the new website. The same fonts, colors, and many of the same photographs were used to create continuity between the pieces, insuring Michelle's personality shows through both online and offline.





CLIENT American Fun Food

**SCORE BIG**  
WIN AT CONCESSION SALES  
WITH AMERICAN FUN FOOD

ORDER BY OCTOBER 31, 2016, FOR SALE PRICE

<b>#1888 Sno-King Sno-Kone® Machine</b> This machine is virtually indestructible even under the most adverse circumstances or environments. Pair it with any of the Deluxe Sno-Kone® Syrups made with all natural AllCane® Sugar, Sugar-Free Syrups or countless other mouth-watering options. <b>\$658</b> <b>82% Profit or More!</b>	<b>#2552 Pop Maxx</b> Get the maximum pop capacity with the lowest possible energy consumption, and all from a 15-amp line. The stainless steel kettle is durable and easy to clean. Poppers are also available in 6 oz. to 32 oz. kettle sizes, as are Portion Pak Corn Kits. <b>\$741</b> <b>80% Profit or More!</b>
<b>#5300 Nacho Cheese Dispenser</b> Maintain an eight-ounce pour of cheese sauce, collecting more out of every bag and measuring for food safety. There are 4 buttons on the machine: one for the dispenser, one for the heater, one for the timer, and one for the pump. For faster heating and timer's sake to give you a second big trade, it also has a three-button dispensing control, adjustable settings, and improved cut flow. <b>\$415</b> <b>80% Profit or More!</b>	<b>#301755 EconoFloss® Cotton Candy Machine</b> A successful re-introduction of the tubular heating element floss machine Gold Medal first made in the 1960s. Laser technology, improved motor and heat control design. <b>\$1006</b> <b>80% Profit or More!</b>

CALL US TO ORDER  
316-838-9329 / 800-362-8018  
www.americanfunfood.com

American Fun Food is a Wichita, KS based company that is a B2B provider of "fun foods" and supplies, such as popcorn & popcorn makers, cotton candy & cotton candy machines, and various concessions. "Fun is their middle name" and their marketing materials are aimed at capturing a fun a playful feel around their products, while reinforcing the message that concession sales are a money maker.

**SCORE BIG**  
WIN AT CONCESSION SALES

CALL US TO ORDER  
316-838-9329 / 800-362-8018  
www.americanfunfood.com

American Fun Food Company  
Liked by Scott Manning 17  
Like This Page · 1 view · 0  
There are so many opportunities to WIN at concession stands. Let us help you Score Big this Fall.  
Tag Photo · Add Location · Edit  
Like · Comment · Share  
Write a comment

ORDER BY OCTOBER 31, 2016, FOR SALE PRICE

**\$1006** **\$1608**

**#2552 Pop Maxx 12/14 oz. Popper**  
Get the maximum pop capacity with the lowest possible energy consumption, and all from a 15-amp line. The stainless steel kettle is durable and easy to clean. Poppers are also available in 6 oz. to 32 oz. kettle sizes, as are Portion Pak Corn Kits.  
**80% Profit or More!**

CALL US TO ORDER  
316-838-9329 / 800-362-8018  
www.americanfunfood.com

American Fun Food Company  
Liked by Scott Manning 17  
Like This Page · 1 view · 0  
Pop, pop, popcorn!  
Tag Photo · Add Location · Edit  
Like · Comment · Share  
Write a comment

ORDER BY OCTOBER 31, 2016, FOR SALE PRICE

**\$741** **\$1185**

**#301755 EconoFloss® Cotton Candy Machine**  
A successful re-introduction of the tubular heating element floss machine Gold Medal first made in the 1960s. Laser technology, improved motor and heat control design.

CALL US TO ORDER  
316-838-9329 / 800-362-8018  
www.americanfunfood.com

American Fun Food Company  
Liked by Scott Manning 17  
Like This Page · 1 view · 0  
Cotton candy is a great addition to your fall concessions. Take advantage of this month's sale and get yours today.  
Tag Photo · Add Location · Edit  
Like · Comment · Share  
Write a comment

ORDER BY OCTOBER 31, 2016, FOR SALE PRICE

**\$1051** **\$658**

**#1888 Sno-King Sno-Kone® Machine**  
This machine is virtually indestructible even under the most adverse circumstances or environments. Pair it with any of the Deluxe Sno-Kone® Syrups made with all natural AllCane® Sugar, Sugar-Free Syrups, or countless other mouth-watering options.  
**82% Profit or More!**

CALL US TO ORDER  
316-838-9329 / 800-362-8018  
www.americanfunfood.com

American Fun Food Company  
Liked by Scott Manning 17  
Like This Page · 1 view · 0  
Score Big at your next concession!  
Tag Photo · Add Location · Edit  
Like · Comment · Share  
Write a comment

## CHALLENGE

Each quarter American Fun Food targets specific customer segments with special offers, and discounted prices. Score Big was a back to school campaign, focusing on area schools to engage them in concession purchases as a means of fund raising.

## SOLUTION

With a short time frame for these campaigns, multiple communication channels were selected to push the message out. Email blasts (see below) several times during the quarter, multiple Facebook posts, website content, and a printed flyer that was handed out by the delivery drivers directly to the targeted customer segment. All of these pieces focused on a Fall Sports theme, thus Score Big, and included the features and benefits of the products, and specifics on the high profit margins for each concession type.



GRAPHIC DESIGN | SOCIAL MEDIA | EMAIL MARKETING

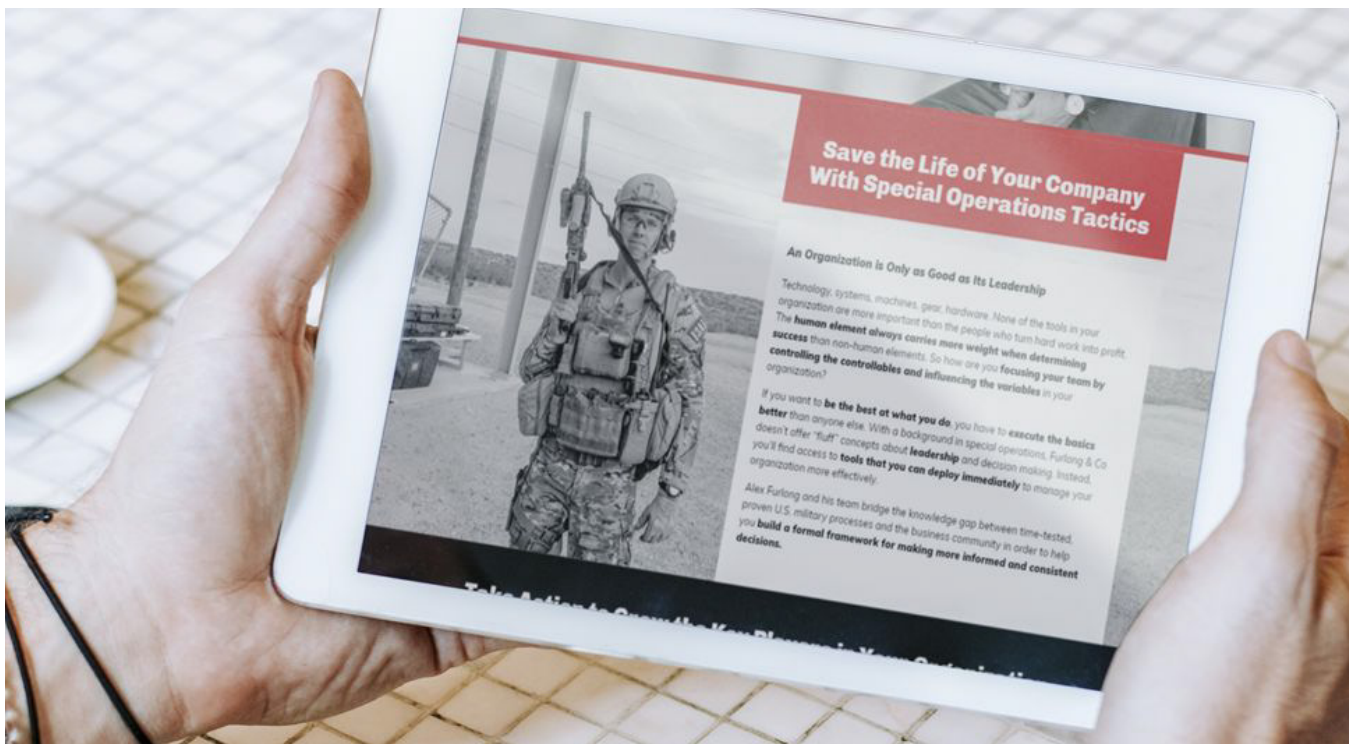




CLIENT Alex Furlong and Furlong Leadership



After a career in Army Special Forces, Alex Furlong wanted to bring the lessons he learned to the civilian world. Alex works with organizations of all sizes to help them implement military leadership tactics into their leadership teams and decision making processes.





## CHALLENGE

As a new speaker Alex needed help solidifying his brand and identity, as well as how to help portray himself as a leadership expert, without coming across as simply a former military commander. Many of the visual assets had to be created as the site was being developed; Alex invested the time to develop everything that was needed to get the site finished.

## SOLUTION

I selected a black, white and red color scheme, including using all black and white photographs, to create a sense of gravitas and authority. Paired with some novel layout options, and some parallax scrolling image, this creates the perception of a progress, forward-thinking authority for Alex. Additionally the authentic photographs of Alex in action in the Army further show proof of his leadership expertise. A WordPress framework was selected so that Alex could easily make changes, add testimonials, and create blog posts without additional development help.





# CLIENT Wichita Symphony Orchestra



The Wichita Symphony Orchestra is one of the oldest active arts programs in the state of Kansas, going back more than 70 years. With a history of excellence in programming and a mission to enrich the community the WSO is a hallmark of the Wichita metro area.

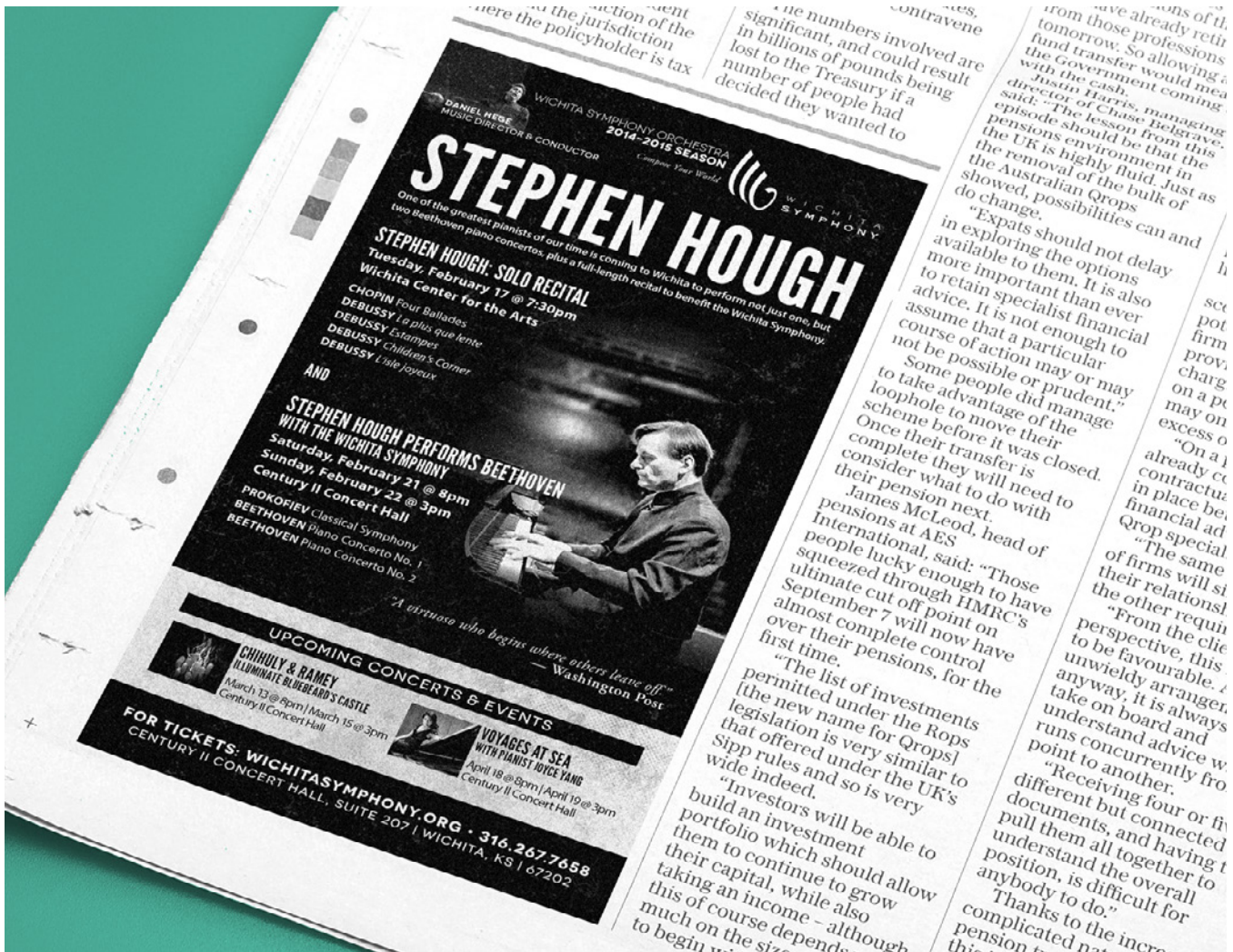


## CHALLENGE

Create a series of recurring newspaper ads for The Wichita Symphony Orchestra, and update the look and feel of the ads from previous seasons.

## SOLUTION

WSO has long had a sharp and clean look and feel to their brand, but previous seasons' newspaper ads were typically lists of several upcoming shows. To update the look of the ads the next upcoming show became the focus of the ad, treating the show as more of a special event, rather than one in the list. By using recurring elements in the header and footer of the ads, as well as recurring typographical elements a sense of continuity between the ads was maintained, while still providing enough variation for each show to give it its own identity.





Back Alley Pizza is a fast-casual pizza restaurant in downtown Newton Kansas. Back Alley prides themselves on fresh, hand crafted, made to order pizza. You can order off the menu, or create your own pizza masterpiece when you come in.

Back Alley has an eclectic look and feel to the restaurant, and their brand and identity works to reflect this same sense of style.

 <p><b>Graffiti</b> <b>\$8.99</b> BA Red Sauce, Whole Milk Mozzarella Cheese, Pepperoni, Italian Sausage, Mushroom Mix, Onion, Red-Green Bell Pepper, Black Olives</p>	 <p><b>Taco Pizza</b> <b>\$8.99</b> Refried Bean, Salsa, Cheese Blend, Beef, Onions, Fresh Lettuce, Tomato Mix, Crushed Nacho Cheese Doritos</p>	 <p><b>BAM</b> <b>\$7.99</b> BA Red Sauce, Whole Milk Mozzarella Cheese, Fresh Basil Drizzled with Extra Virgin Olive Oil</p>
 <p><b>Meat</b> <b>\$8.99</b> BA Red Sauce, Whole Milk Mozzarella Cheese, Pepperoni, Canadian Bacon, Italian Sausage, Bacon</p>	 <p><b>'Roni</b> <b>\$7.99</b> BA Red Sauce, Whole Milk Mozzarella Cheese, Pepperoni</p>	 <p><b>Tomato &amp; Basil</b> <b>\$7.99</b> BA White Sauce with Ricotta &amp; Romano Cheese, Whole Milk Mozzarella Cheese, Tomato Mix, Fresh Basil</p>
 <p><b>Planter</b> <b>\$8.99</b> BA Red Sauce, Whole Milk Mozzarella Cheese, Cheddar Cheese, Mushroom Mix, Red-Green Bell Pepper, Tomato Mix, Black Olives, Onion Mix</p>	 <p><b>Italian Sausage</b> <b>\$7.99</b> BA Red Sauce, Whole Milk Mozzarella Cheese, Italian Sausage</p>	 <p><b>Full Moon</b> <b>\$7.99</b> BA White Sauce with Ricotta &amp; Romano Cheeses, Whole Milk Mozzarella Cheese, Dusted with Romano Cheese</p>
 <p><b>the B.B.O.</b> <b>\$8.99</b> Signature Sweet Barbecue Sauce, Whole Milk Mozzarella Cheese, Juicy Pulled Pork, Signature Barbecue Sauce, Sliced Pickle Garnish</p>	 <p><b>Hang 10</b> <b>\$7.99</b> BA Red Sauce, Whole Milk Mozzarella Cheese, Canadian Bacon, Pineapple</p>	 <p><b>Cheese Pizza</b> <b>\$6.99</b> BA Red Sauce, and Whole Milk Mozzarella Cheese</p>

## CHALLENGE

Replace the static in-restaurant menu. The old menu was a hand written chalk board that was hard to update, and didn't match the Back Alley brand, or decor.

## SOLUTION

A digital signage solution was decided on for it's ability to be easily updated, and incorporate video to highlight specific products as well as limited time offers. The setup consists of three 54" flat screens, powered by a single Windows 10 machine running Signage Studio Pro. All of the imagery in the digital menus are photos that I took of actual food from Back Alley, and now I can say I have eaten 100% of the items on the menu! The new menus look much more like the Back Alley website, as well as the in-store printed menus, creating a stronger, more consistent brand image.

**Build Your Own**

**Sauce**  
BA Red Sauce  
BA White Sauce

**Cheese**  
Whole Milk Mozzarella  
Mozz & Cheddar

Up to Three Toppings \$7.99

**Meats**  
Pepperoni  
Canadian Bacon  
Italian Sausage  
Bacon  
Beef  
Chicken

**Veggies**  
Mushroom Mix  
Tomato Mix  
Red & White Onion  
Red & Green Bell Pepper  
Black Olives  
Jalapeños  
Spinach

**Other**  
Pineapple  
Fresh Basil  
Extra Virgin Olive Oil  
Extra Cheese

Gluten Free Crust Add \$2.00

Delicious 'RONI NOW ONLY \$7.99

**Salads**

**Side Salad \$2.75**  
Lettuce Mix, Tomato Mix, Cheddar Cheese, Bacon

**DA Salad \$7.99**  
Lettuce Mix, Pepperoni, Whole Milk Mozzarella Cheese, Cheddar Cheese, Tomato Mix, Onion, Bacon, BA Dust

**Grilled Chicken \$8.99**  
Lettuce Mix, Spinach, Whole Milk Mozzarella Cheese, Tomato Mix, Grilled Chicken, Bacon

**Dressings**  
Ranch, Light Ranch, House Italian, Blue Cheese, Basil Vinaigrette

**Sides & Desserts**

**Alley Bread \$4.99**  
Whole Milk Mozzarella Cheese, Cheddar Cheese, BA Dust, Served with Marinara

**Cannoli \$2.50**  
With Chocolate Chip Cannoli Cream Filling

**The Camper \$4.99**  
COMING SOON

**Cinnamon Delight**  
Delicious cinnamon streusel  
Large \$4.99 Small \$3.99

Add a Soda Just \$1.99

