

Y O N T S + C O

Who is Yonts + Co?

Yonts + Co was founded by Jessica Yonts with an intention to stand out by being passionate about the success of each brand and their marketing needs. With more than 14 years of experience in a broad range of industries, we know and understand your customers, giving us insight on how to get their attention.

Jessica is also a small business owner and understands what it takes to be successful. We understand marketing, but it's more than that. It's understanding the importance of working together, being honest and even more passionate about your brand than you are.

Take a look through the following pages for a sample of the passion we have curated through our work with some amazing clients!

Bowling Green Area Chamber of Commerce

Branding

Photography

Videography

Art Direction

Creative Direction

Copywriting



Bowling Green Area
Chamber of Commerce



A CHANGE FOR THE CHAMBER

01

Chamber Rebrand

The Project

The Bowling Green Area Chamber of Commerce is a 5-Star Accredited Chamber by the U.S. Chamber of Commerce and the fourth largest chamber in Kentucky. They approached the Yonts + Co team to give their brand a complete makeover. This organization is an economic driving force in the Bowling Green Area, so they needed a strong look to match.



The Solution

So how does one take an 80 year-old brand and make it new, yet established?

Clean it up.

In our mission to make a stronger brand for the Chamber, we wanted to create an icon that could stand alone and represent the power and influence of the people behind the growth.



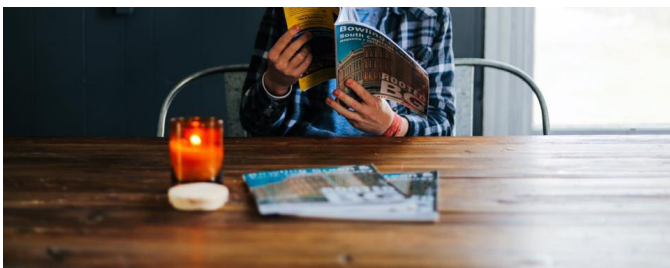
The Execution

The Chamber's rebrand began with a new logo (complete with a new brand standards guide). We then incorporated this logo onto office materials needed - business cards for each staff member, letterheads, envelopes, and notebooks. To launch this exciting change, our team worked with the Chamber to organize a Press Conference and Release Party. We created a video to showcase the launch, designed a step-and-repeat for pictures, and ordered new icon stickers for take away gifts.

01

The Project

The Bowling Green Area Chamber of Commerce releases an annual magazine to update the area on everything from community happenings to business growth. With a recent rebrand, the Chamber approached the Yonts + Co team for a second time to design their 2018 magazine.



OLD
ROOTS
WITH
A NEW
LOOK

The Solution

This magazine, like the rebrand, needed to be cleaned up. We wanted to design a piece that was packed with information and consistent in its flow.

This led to our overall theme for the magazine: ROOTED.

The Chamber's goal is growth, but without solid roots, nothing can grow.

03

The Execution

The work for this publication began with a storyboard. We broke the magazine up into four main sections: Community; Business; Education; and Entertainment, Art, and Recreation. For the magazine as a whole, our team designed the layout, created infographics, wrote copy, and captured photography.



Houchens Insurance Group

Branding

Photography

Videography

Web Design & Development

Copywriting



South Central Workforce

Videography

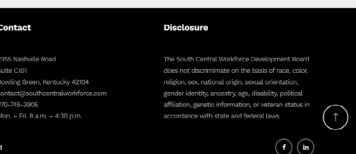
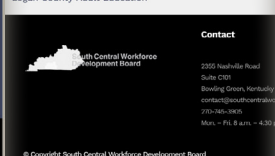
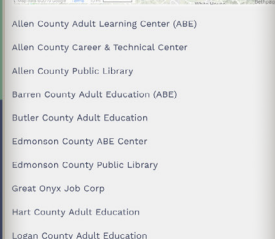
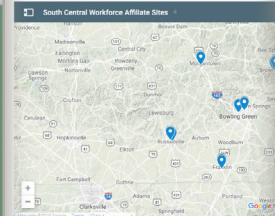
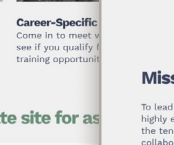
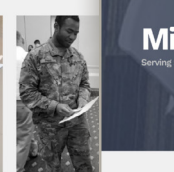
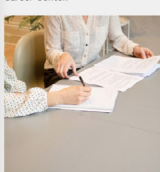
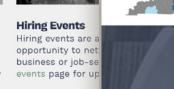
Web Design & Development

Copywriting

3



South Central Workforce
Development Board



Johnnie Mikel

Branding

Web Design & Development

Photography

Videography

Event Marketing

Merchandise

Creative Direction

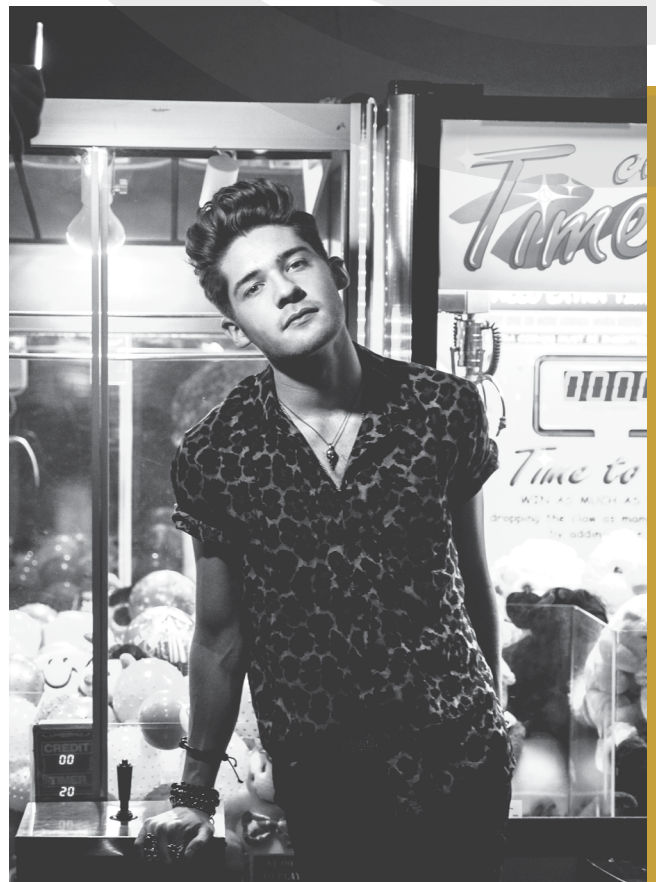


FAME ON THE RISE

**Johnnie
Mikel**

The Project

Johnnie Mikel is an accomplished pop singer, songwriter, performer, and musician. He has been a client of Yonts + Co since his start in the music industry. Johnnie and his team reached out to us to create his brand and launch him into fame.



02

The Solution

Johnnie actually started as a country music artist. So, our task was to turn a country singer into a pop sensation, and we knew exactly how to do this.



03

The Execution

With a change in logo, a new website, multiple electronic press kits, fun marketing materials, and cool merchandise, Johnnie Mikel has now made multiple appearances on Billboard charts, has been played on Sirius XM Radio, and released multiple hit music videos.



PopWorks

Social Media Marketing & Strategy

Photography

Content Creation

Web Design & Development

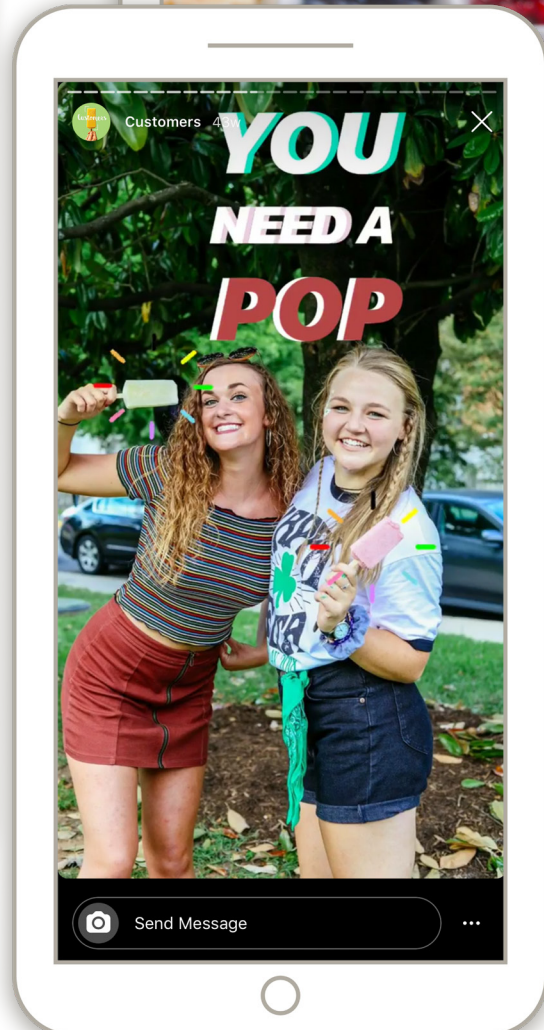
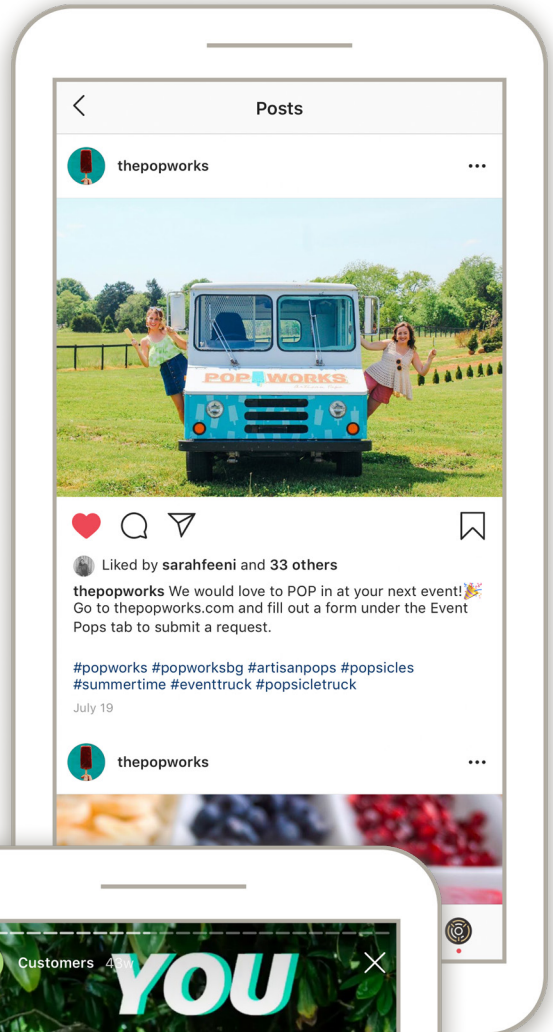
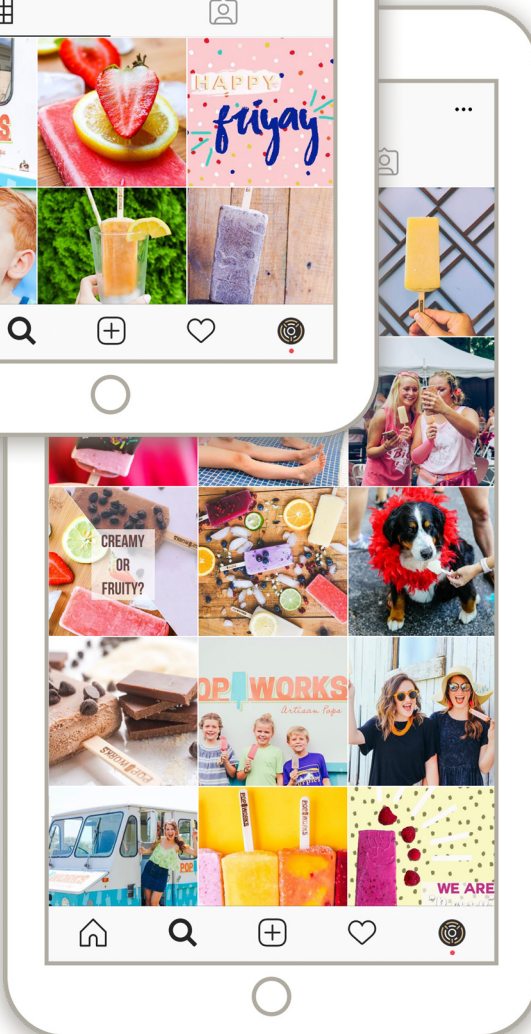
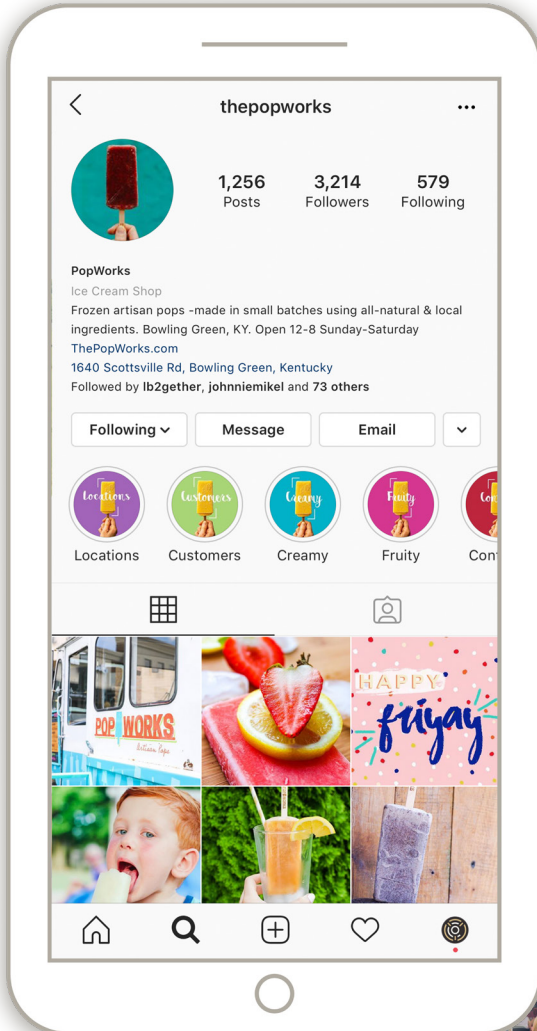
Creative Direction

Merchandise

Illustration

POPWORKS

5



IT'S POPPIN'

Popworks

01

The Project

PopWorks is a handcrafted, artisan popsicle company based in Bowling Green, KY with multiple locations in the Kentucky and Nashville, TN area. These pops needed some fun added to their brand to show their yummy personality.



02

The Execution

PopWorks needed a refresh after a successful launch and multiple flavors later. We decided to clean up the brand with a new website, the release of a new Pops Truck, and a bright social media feed.



03

The Solution

Multiple photo shoots are directed and shot by Yonts + Co's photographer to then portray the whimsical magic of the pops through their website and Instagram and Facebook profiles. When the Pops Truck was purchased, it was our designer's job to wrap the truck to match that fun look!



Reconnecting Roots

Web Design & Development

Creative Direction

Merchandise

Event Marketing

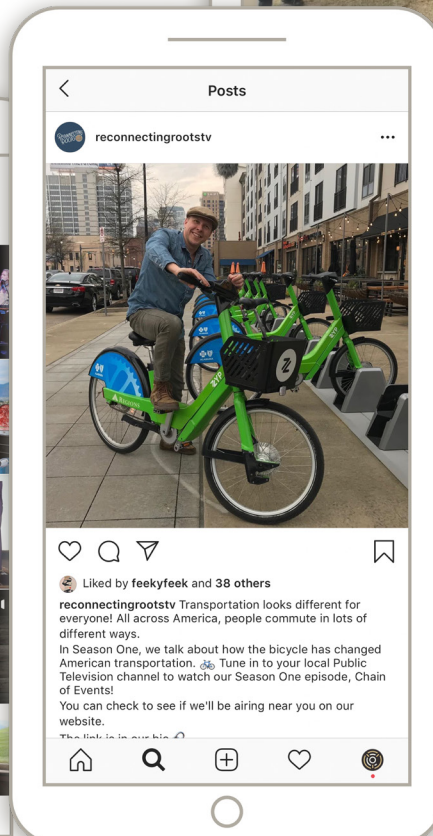
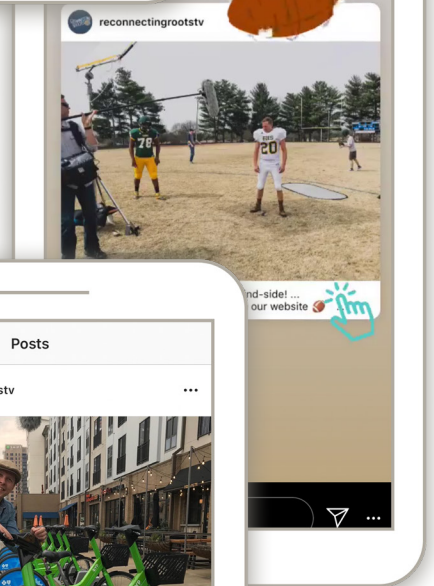
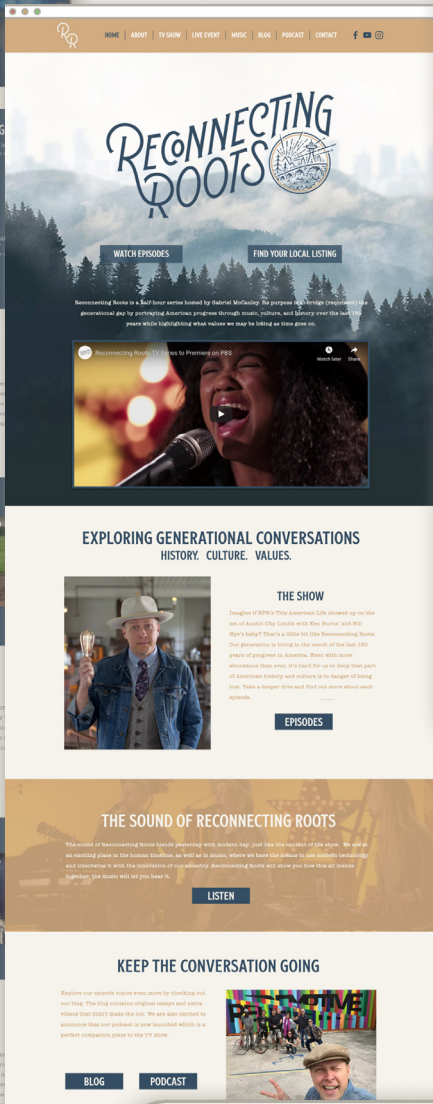
Social Media Marketing & Strategy

Content Creation

Sponsorship & Underwriting



6



GRASSROOTS MARKETING 01

Reconnecting Roots

The Project

With the successful launch of a website and social media profiles, excitement began to grow about the launch of this docu-series. With all seven episodes finished, Reconnecting Roots came to us with the idea to host a live show in Montana.



The Solution

With the push of this live event through Reconnecting Roots' website and social platform, we knew some good ol' grassroots marketing was necessary.

02

★ ★ ★ ★ ★ ★

RECONNECTING ROOTS

LIVE AT

MUSIC RANCH MONTANA PARADISE VALLEY

HOST **GABE
McCAULEY**

JULY 18TH, 2018
7:30 PM MDT

CONVERSATIONS
WITH **RORY FEEK**

firekid

ERIN ENDERLIN

MANDY McCAULEY

AND OTHER GUESTS!



The Execution

Our graphic designer created an amazing live event poster in multiple sizes that we were then able to deliver to multiple location in the Livingston/Paradise Valley location. At the event itself, our team designed a t-shirt and shot all photography for the event.

03

A NEW TV SHOW WITH OLD 01 ROOTS

Reconnecting Roots

The Project

Reconnecting Roots is a half-hour TV series with a purpose to bridge (reconnect) the generational gap by portraying American Progress. The host of the show, Gabe McCauley, along with the rest of the show's team approached us to help them launch the series.



02

The Solution

It was clear that this docu-series was genius; we just needed to portray this through marketing materials and social media platforms.



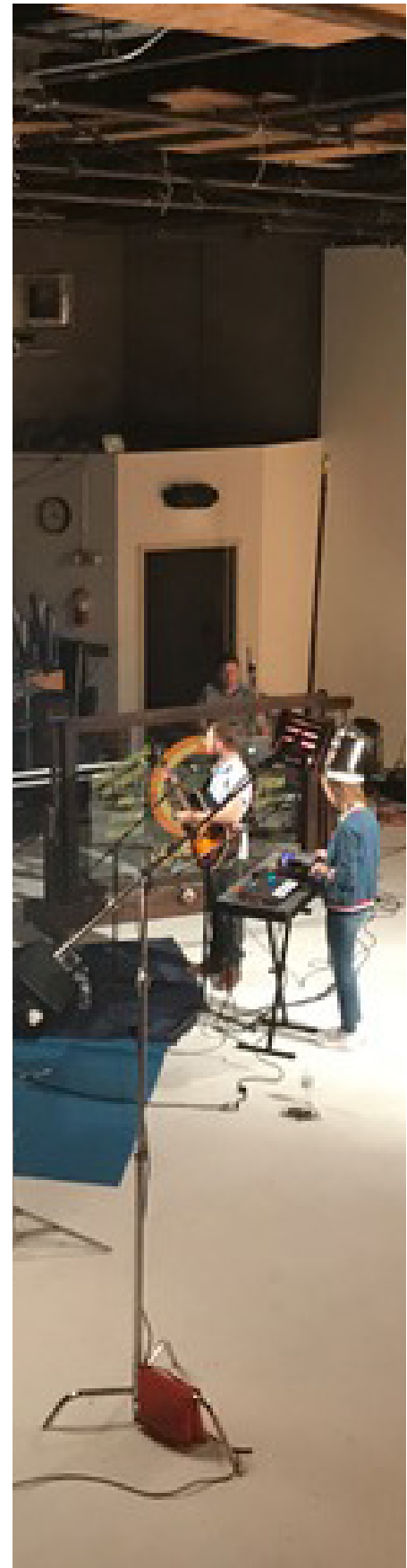
03

The Execution

With the brand already created, we took Reconnecting Roots and created a consistent look for multiple deliverables: a website; Instagram, Facebook, and YouTube accounts; business cards; an electronic press kit; and a few badges used to create stickers and hats. The show is available for viewing on PBS stations.



Reconnecting Roots



Op Fitness

Social Media Marketing & Strategy

Photography

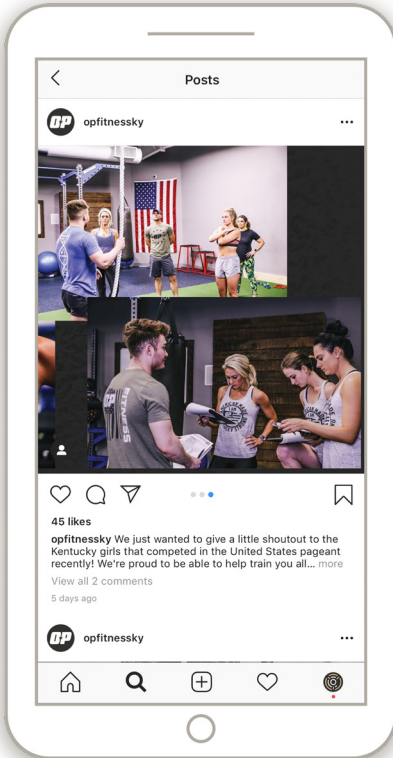
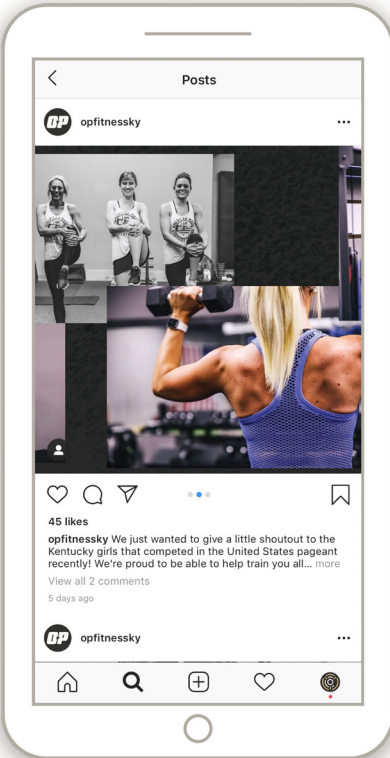
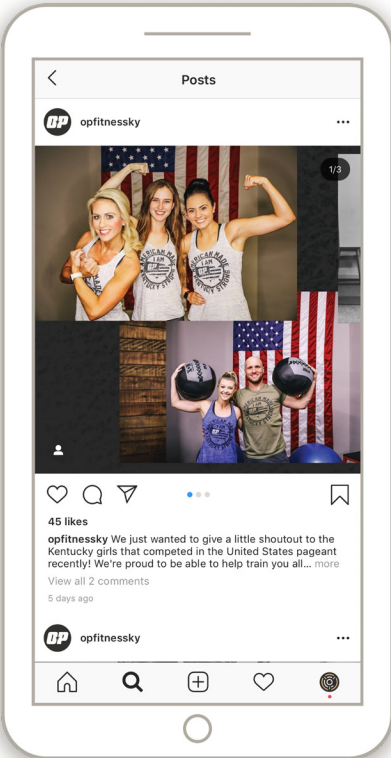
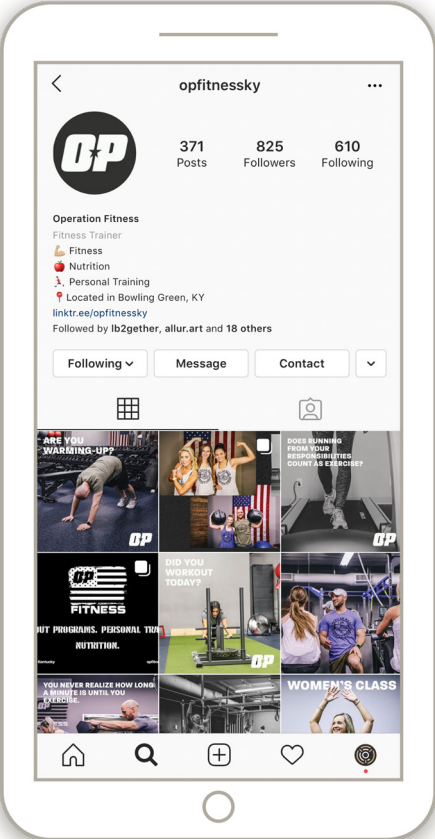
Videography

Content Creation

Art Direction

7





OP FITNESS

SUMMER SHAPE UP

4 - MONTH MEMBERSHIP

\$44 PER MONTH (\$55 REG.)

PERKS:

- FREE CONSULTATION
- ASSESSMENTS
- FITNESS PLAN
- NUTRITION PLAN

PROMOTION ENDS JULY 31ST

WHY JOIN OP?

**DOWNTOWN BG | PRIVATE GYM | COMMUNITY
CERTIFIED TRAINERS | LIMITED MEMBERSHIP**

Find fitness & nutrition tips @OpFitnessKY on Instagram or Facebook

To learn more or take advantage of this promotion, contact:
CLAYTON TANDY | OPFITNESSKY@GMAIL.COM | 270.779.0337

MEMBERSHIP FOR:

- Med Center
- » Employees
- » Staff
- » Management
- » Board Members

OPEN DAILY

- » Monday - Sunday
- » 5 a.m. - 10 p.m.



EXCLUSIVE MEMBERSHIP INCLUDES:

**\$40 monthly gym membership.
(Normally \$55/month)**

- » Add classes or personal training and receive gym membership rate at \$20 monthly.

HOW TO TAKE ADVANTAGE:

- » Contact Clayton at 270.779.0337 or OpFitnessKY@gmail.com
- » Schedule a consultation to check out Op Fitness
- » Sign up, enjoy the experience, and look forward to a healthier you!

  @OPFITNESSKY | OPFITNESSKY.COM

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