



MJW Design

Approach + Capabilities

Mark Jackson-Weaver

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Strategy

Branding

Design

Digital

I partner with brands to elevate their identities with beautiful, functional, and dynamic design solutions.

Each project is approached with an open mind and fresh perspective, without any preconceived ideas.

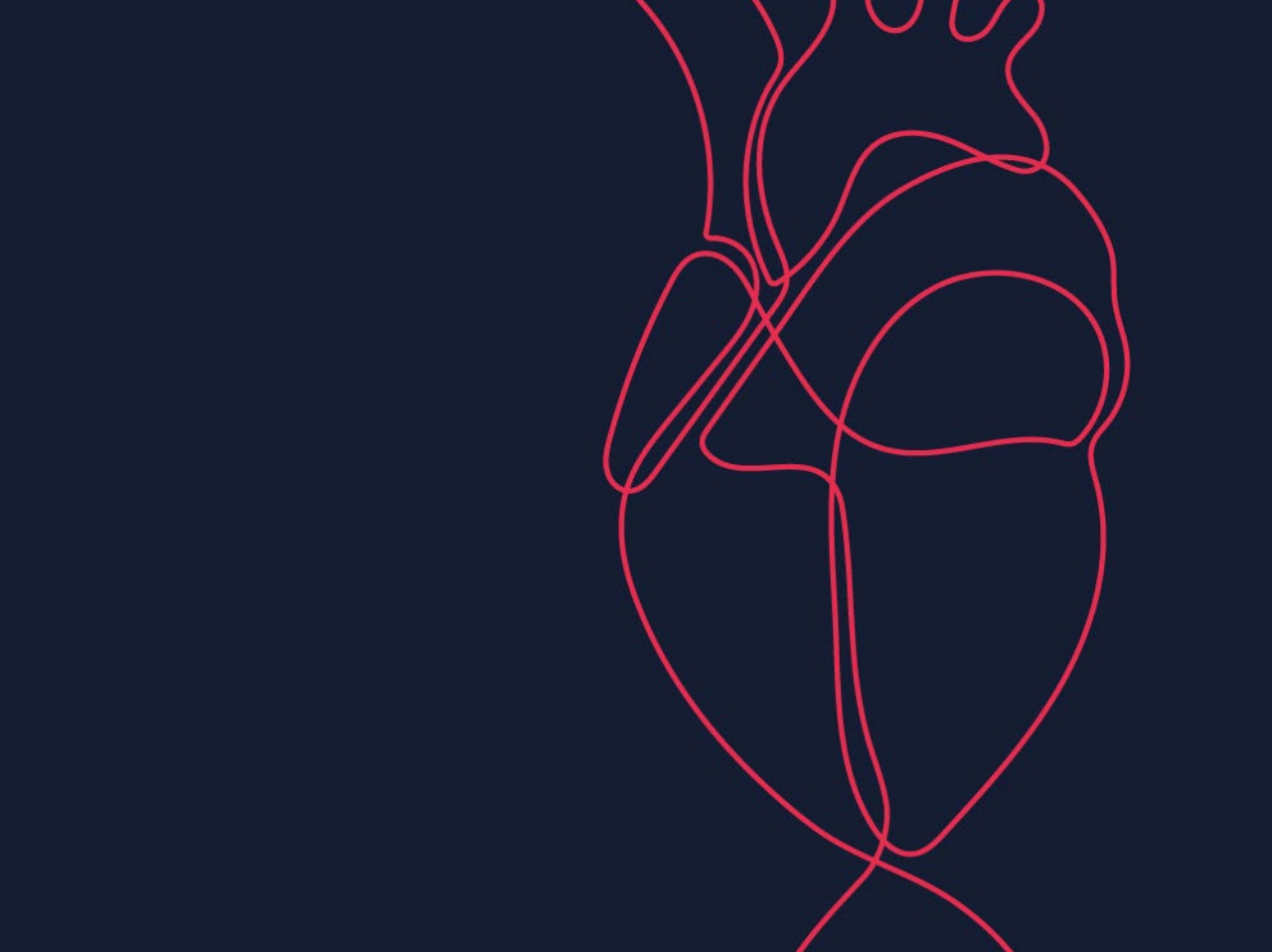
Nice to meet you.



Hello!

Since 2006, I have worked with incredible clients in countless industries to help tell their stories.

I've also had the opportunity to partner with some extraordinary agencies including The Integer Group, WANT Branding, Interact Boulder, and Graphik Creative.





THE PONDEROSA

The most important part of my work is understanding the motivations, goals, and personalities of each brand I work with, and translating those traits into a visual language to help brands connect with their customers.

Partial Client List

ADT	Hyatt	Tulane University
Alphia	Lexus	University of New Mexico
American Petroleum Institute	Mars, Inc	University of Southern California
AT&T	MillerCoors	Walmart
Barnes & Noble	Mondelez International	White Castle
Blue Moon	Northwestern Selecta	Vail Resorts
Cell Reports	Red Canary	
Commvault	ReelzChannel	
Disney	Starbucks	
FullContact	Southeastern Mills	
Hain Celestial	Talen Energy	



Process



Capabilities

I craft beautiful, simple, and thoughtful work with a business’ goals and their customers in mind, deployed across all touchpoints to create a harmonious and cohesive brand experience.

Strategy

- Discovery & Research
- User Experience
- Marketing Campaigns

Branding

- Brand Development
- Rebranding
- Logo & ID Systems
- Brand Style Guides
- Naming
- Print Collateral
- Iconography

Graphic Design

- Website Design & Development
- UX/UI
- Mobile Applications
- Package Design
- Environmental Design
- Presentation Design
- Report Design

Content Production

- Copywriting
- Storyboarding
- Illustration
- Video Editing



By collaborating with clients, leaning heavily on research and discovery, I help craft identities that are decisive, dynamic, and resonate with customers.

Starting with discovery and moving into stylescapes, we determine the scaffolding and basic building blocks that will inform the logo design process.

After an exhaustive logo explore, we will apply the strongest concepts to mock ups, which allow us to see how the identity will function in the wild. Once the preferred direction is fine-tuned, we will move onto crafting the visual language around the logo to create the world it will inhabit.

Case Studies



Núñez Reserve

Núñez Reserve was in search of a new identity for the company that spoke to their legacy of success and commitment to quality.

Núñez Reserve, a family-owned company based in Puerto Rico, has a rich history of over 60 years providing premium-quality meats and cheeses to Puerto Rico and beyond. The logo design process was exhaustive, with a focus on communicating the premium quality of the products.

The final logo features beautifully crafted typography centered underneath the San Juan Batista Cathedral, one of the most iconic buildings in Puerto Rico.

Services

- Logo Design
- Identity
- Print Design
- Package Design









Health Valley

Health Valley Organic needed to re-establish their brand and shelf presence due to an increasingly crowded and competitive landscape.

Inspired by roadside produce stands, we developed a fresh and vibrant identity for Health Valley, and incorporated custom watercolor illustrations to put their natural, organic ingredients front and center. The new identity speaks to the company's heritage and passionate commitment to the quality of their ingredients.

Services

Logo Design
Art Direction
Package Design







The Ponderosa

The Ponderosa needed a refined and confident presence when they entered the competitive hospitality landscape.

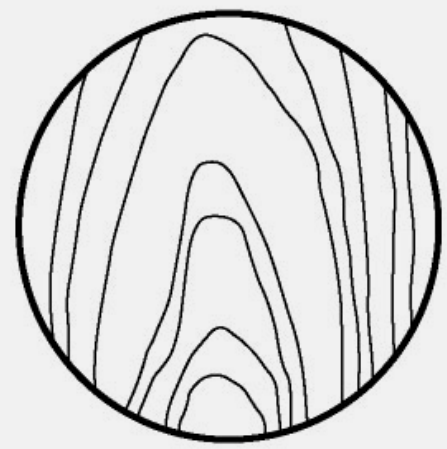
The Ponderosa is a luxury mountain resort located near Estes Park, Colorado. Together with the owners we developed a refined and sophisticated identity for the property and it’s on-site restaurant and cocktail bar, Altitude.

Services

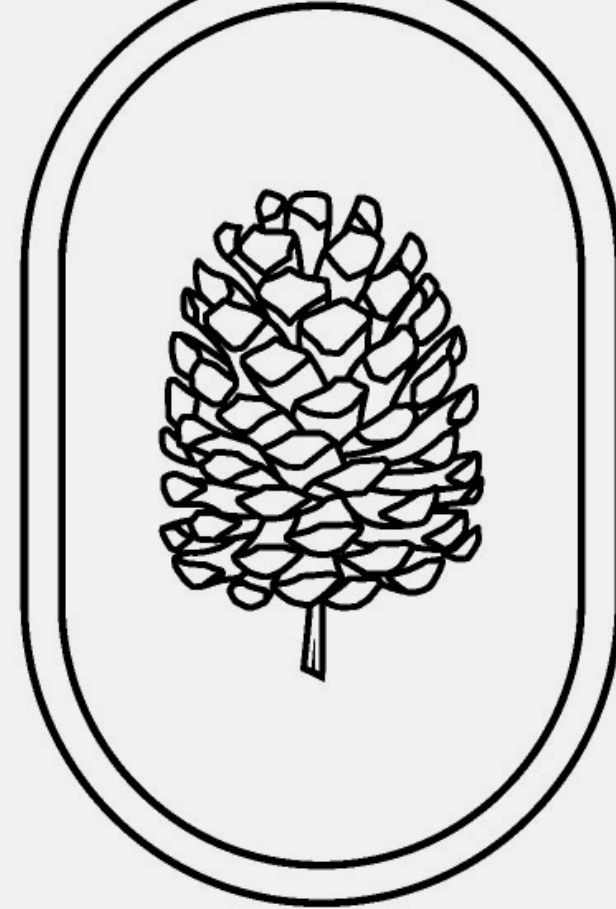
- Naming
- Logo Design
- Identity
- Print Design
- Wayfinding



The
PONDEROSA



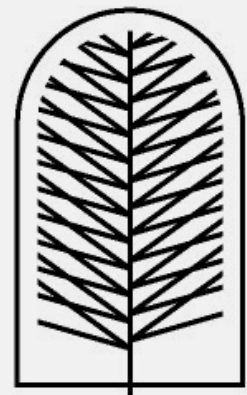
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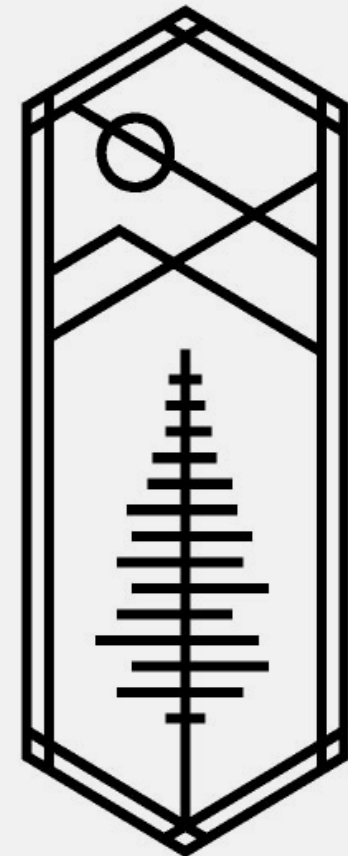
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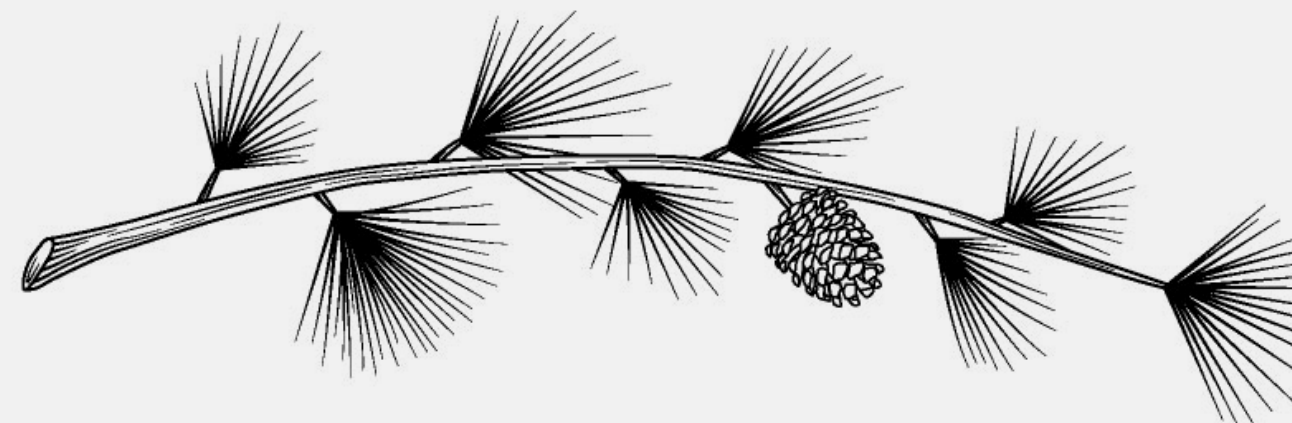


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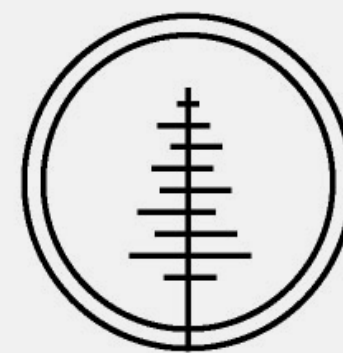
The Ponderosa



PON
The DE
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ESTES PARK • CO



THE
Ponderosa





THE PONDEROSA





ALTITUDE AT THE PONDEROSA	
SIGNATURE COCKTAILS	15
ROCKY MOUNTAIN SOUR Single barrel bourbon, Leopold Bros Blackberry, Fernet Branca, lemon juice, egg white, honey	
HONEYCUT COSMO Stoli Elix, Pierre Ferrand Dry Cucacoo, lime juice, grenadine	
THE FINAL SAY Vago Espadine, yellow chartreuse, luxardo maraschino, grenadine, soda	
ALPINE VOYAGE Avua Cochaca Prato, Genepy, fresh lime juice, sugar, mint	
END OF THE LINE Hine cognac, Pierre Ferrand dry curacao	
CLASSIC COCKTAILS	13
NEGRONI St. George Botanivore gin, punt e mes, carpano Antica, Campari	
GIN & TONIC Gin Mare, Cocktail Punk Lemongrass Syrup, Tonic, Cucumber, Pink Peppercorn	
BLACK MANHATTAN Buffalo trace bourbon, Averna, amaro nonino	
OLD FASHIONED Eagle Rare Bourbon, angostura, demerara, citrus oil, cherry	
APPETIZERS	15
MELANZANE PARMIGIANA Sautéed eggplant layered with fresh mozzarella, parmesan cheese, marinara sauce and basil	
CALAMARETTI E ZUCCHINE FRITTE Flash-fried calamari rings and tentacles, julienne zucchini, spicy marinara sauce	
CARPACCIO & POLENTA Polenta, mixed green, thinly sliced filet mignon, baby arugula, crispy capers, shaved parmesan cheese, aioli and white truffle oil	
MOZZARELLA CAPRESE Grilled ciabatta bread topped with fresh vine-ripened tomatoes, basil and dry oregano, garnished with olives	
PANZANELLA Vine-ripened tomatoes, cucumber, red onion, kalamata olives, celery, basil, toasted ciabatta bread and Sangiovese wine vinaigrette	
CHARCUTERIE & FROMAGE Mozzarella Caprese, Parma prosciutto, mortadella, caciocavallo salami, imported parmesan cheese, grilled rustic bread and walnuts	
BURRATA E PROSCIUTTO Fresh burrata over beet carpaccio, wild arugula, Parma prosciutto, cherry tomatoes, olives, arugula pesto, balsamic reduction	
VEAL MEAT BALLS Flash-fried calamari rings and tentacles, julienne zucchini, spicy marinara sauce	
PONDEROSA	



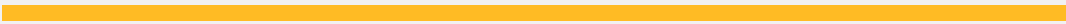
ALTITUDE

AT THE PONDEROSA

Alpha

Alpha brings together two of America’s leading pet food manufacturers and their milling solutions partner.

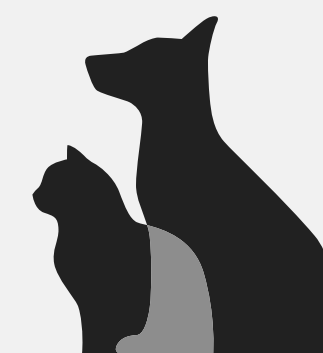
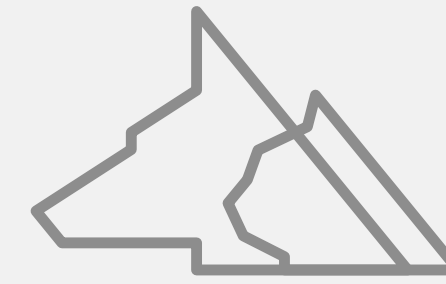
During the discovery and design phases for the newly combined entity, we explored ideas of partnership, quality, unity and leadership. The resulting identity is bold, confident, and positions Alpha as a leader in their industry.



Services

- Logo Design
- Identity
- Print Design







Our Team



Mark Jackson Weaver

OWNER / CREATIVE DIRECTOR

Mark is a designer and art director with over 13 years experience in design, branding and package design with various international and independent design agencies.

Originally from New Mexico, Mark has previously coached for Sam Adams Brewing the American Dream, co-founded a Denver-based design studio, and worked with numerous clients including Disney, Starbucks, Walmart, MillerCoors, Mondelez International, Hain Celestial, White Castle, Vail Resorts and others.



Partners

Our Team includes a network of valued partners with impressive capabilities and proven track records.



WANT Branding

STRATEGY, NAMING AND IDENTITY

WANT Branding is one of America's leading branding agencies, deliver world-class Brand Strategy, Brand Naming and Brand Identity solutions for companies who want to unlock the power and value of their brands.



AllDay

WEB & MOBILE DEVELOPMENT

AllDay engineers technical solutions to support a quality & fluid online experience for websites and mobile apps.



Simms PR

PUBLIC RELATIONS

Simms PR is a public relations firm that helps professional services firms, B2Bs, and other organizations show how truly interesting they are through memorable and meaningful media coverage.



Thank you.