



**WESTERN
TRAIL DESIGN**



YEAR ONE

In 2015, my journey into the world of Photoshop began, sparked by my involvement with the Cotton Bowl. In this capacity, I found myself working on graphics for both social media and operational needs. As time progressed, it became evident that my affinity for this skill was growing, and I was continually driven to refine it.

Fast forward to 2022, when I had relocated and taken on a communications role in Abilene that demanded extensive use of Photoshop. Unexpectedly, a call from the Buffalo Gap Chamber of Commerce inquired about the creator of a map we had employed. Though predating my tenure, I offered my expertise to the project, drawing from my experience crafting numerous maps for the Cotton Bowl.

The map project turned out to be straightforward, yet its completion ignited a fervor within me. Following careful consideration, I embarked on a new venture. Inspired by my profound admiration for the Old West and the local region, I aptly named my endeavor "Western Trail Design," a nod to the historical significance of the Great Western Trail, an erstwhile cattle drive path that traversed my hometown.

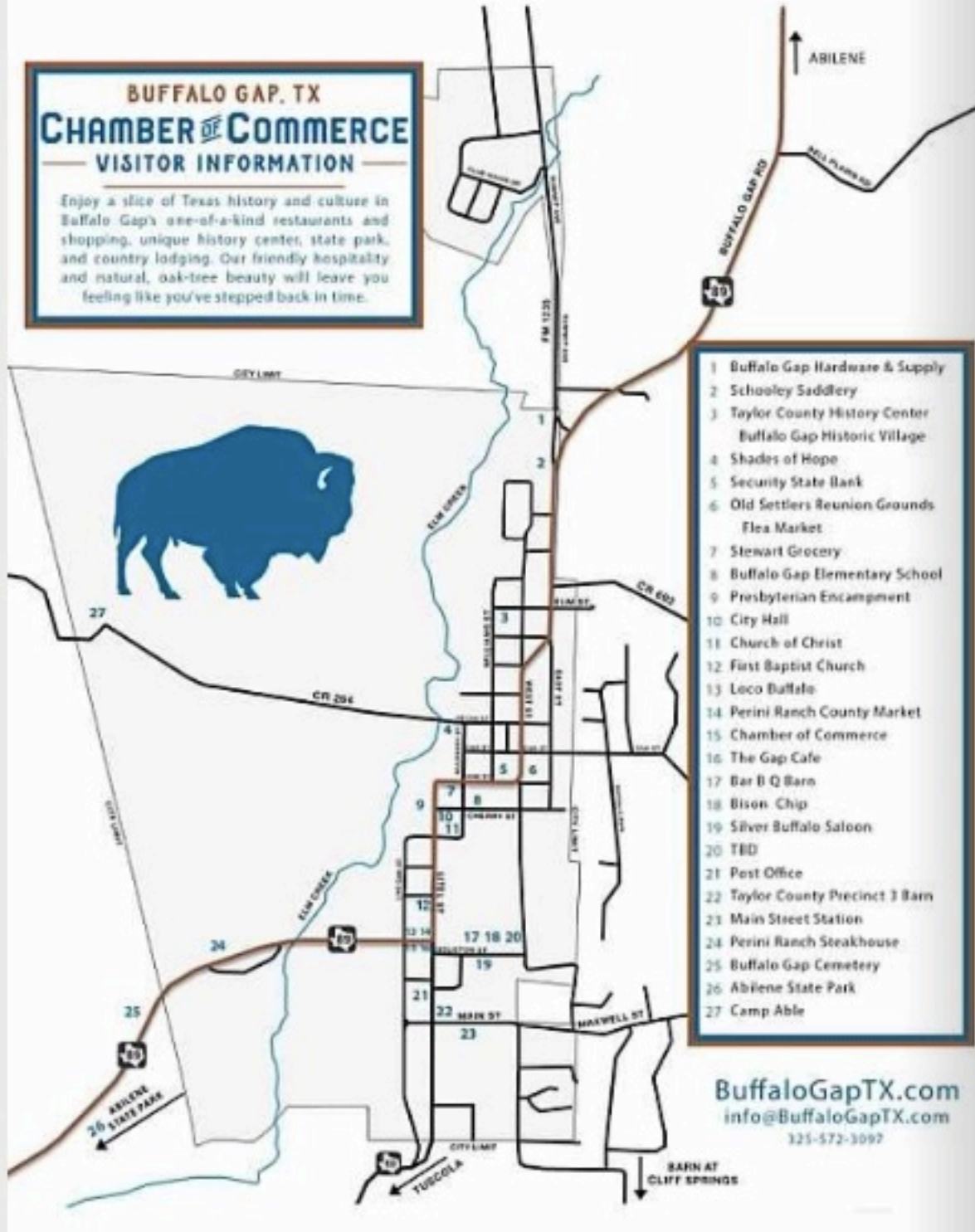
Over the subsequent year, I collaborated with diverse groups, lending my graphic design skills to a myriad of projects. Through these experiences, a fresh and undeniable passion was kindled within me.



First Project:
Buffalo Gap Map

BUFFALO GAP, TX
CHAMBER OF COMMERCE
VISITOR INFORMATION

Enjoy a slice of Texas history and culture in Buffalo Gap's one-of-a-kind restaurants and shopping, unique history center, state park, and country lodging. Our friendly hospitality and natural, oak-tree beauty will leave you feeling like you've stepped back in time.



- 1 Buffalo Gap Hardware & Supply
- 2 Schooley Saddlery
- 3 Taylor County History Center
Buffalo Gap Historic Village
- 4 Shades of Hope
- 5 Security State Bank
- 6 Old Settlers Reunion Grounds
Flea Market
- 7 Stewart Grocery
- 8 Buffalo Gap Elementary School
- 9 Presbyterian Encampment
- 10 City Hall
- 11 Church of Christ
- 12 First Baptist Church
- 13 Loco Buffalo
- 14 Perini Ranch County Market
- 15 Chamber of Commerce
- 16 The Gap Cafe
- 17 Bar B Q Barn
- 18 Bison Chip
- 19 Silver Buffalo Saloon
- 20 TBD
- 21 Post Office
- 22 Taylor County Precinct 3 Barn
- 23 Main Street Station
- 24 Perini Ranch Steakhouse
- 25 Buffalo Gap Cemetery
- 26 Abilene State Park
- 27 Camp Able

BuffaloGapTX.com
info@BuffaloGapTX.com
325-572-3097



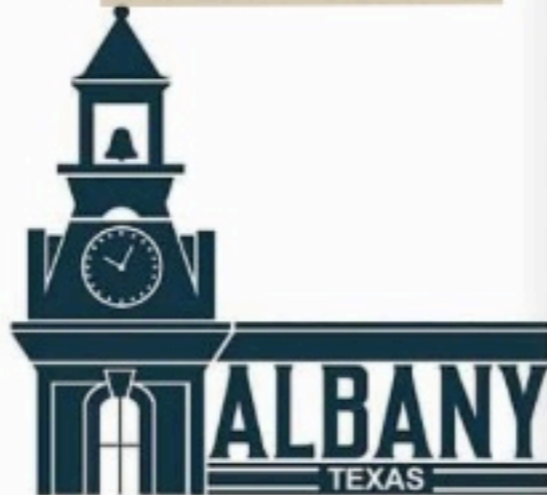
After a few rounds
of edits, the
Western Trail logo
turned out great!

Concepts to
build portfolio



Friends of Fort Griffin Logo

One of my first projects was helping my mom with her FoFG party. I helped design the logo to put on koozies. Was great seeing everyone use them!




Working at the Abilene CVB gave me many opportunities to improve my skills. Though simple (and not my best work) These ads were in the Texas Monthly and its website.



Passion for golf led me to design a logo for my backyard Par 3. Inspired by The Masters, my favorite sports event, the logo captures the essence of golf's greatness, infusing my course with a touch of that prestigious legacy.

MEMBERS ONLY



HOLE 1
SAWGRASS MESQUITE

PAR 3
90 YARDS

GREEN FEES: SIX PACK OR SLEEVE OF GOLF BALLS

ALBANY LIONS



WELCOME TO THE JUNGLE

ALBANY NATIONAL

USGA RULES GOVERN ALL PLAY

- ALL BULFERS MUST REGISTER BEFORE STARTING PLAY.
- PLEASE REPAIR BALL MARKS AND REPLACE DIVOTS.
- PROPER DRESS IS REQUIRED. STRICTLY ENFORCED.
- PLEASE MAINTAIN A PROPER PACE OF PLAY... OR ELSE!

SPONSORED BY

WESTERN TRAIL DESIGN

GREEN FEES: SIX PACK OR SLEEVE OF GOLF BALLS

DATE	HOLE	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	TOT	
PLAYERS	PAR	3	3	3	3	3	3	3	3	3	27	3	3	3	3	3	3	3	3	27	54
1																					
2																					
3																					
4																					
5																					
6																					

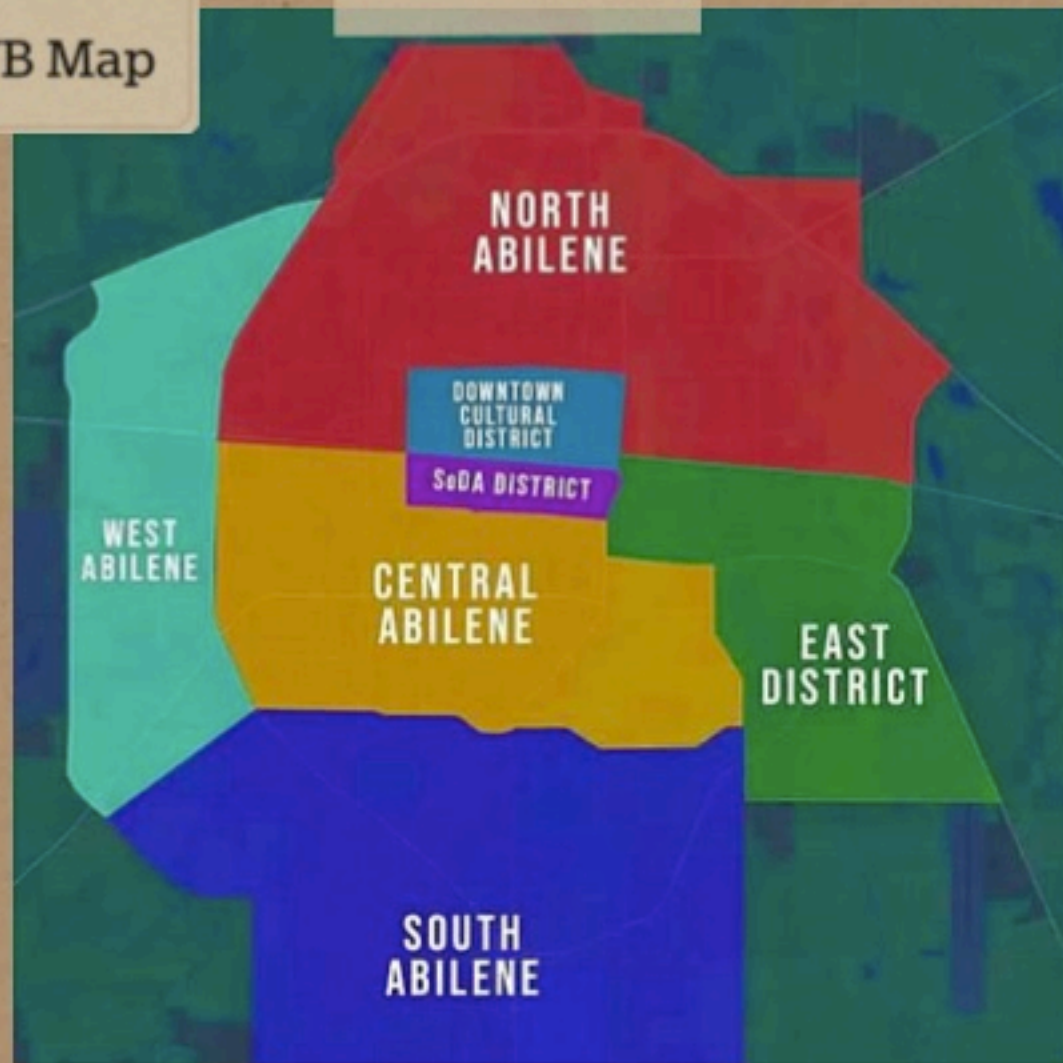
ALBANY NATIONAL
HOLE: SAWGRASS MESQUITE
PAR 3 90YDS

My breakthrough came with a football concept poster. I whipped up a fun design featuring the Albany Lions and Coach Faith, and shared it on social media. The response was overwhelming people loved it, and the positive feedback was incredible.

After I put out the Lions poster, I had someone reach out to design a logo for their hair shop. It was the first time I was sought out for work. Although.... the logo was never used for the shop.



ACVB Map



Homecoming Special Edition Cover

The original Lions poster caught the eye of the Albany News and they asked me to make the cover for the Homecoming section of that weeks paper.



I helped our friends at the Abilene Cultural Affairs with their Christmas In The Garden poster

ABILENE CULTURAL AFFAIRS COUNCIL
PRESENTS


CHRISTMAS IN THE GARDEN

ADAMSON-SPALDING STORYBOOK GARDEN


WELCOME TO
NARNIA
ENTER THROUGH THE MAGICAL WARDROBE

FRIDAY, DECEMBER 2ND 5:00-6:30PM OR 6:30-8:00PM \$10 PER FAMILY

BOOK READING WITH THE WHITE WITCH ✦ COSTUMED CHARACTERS ✦ SNOW MACHINE
MAGIC ✦ LIVE MUSIC ✦ NARNIA-THEMED REFRESHMENTS & CRAFTS
REGISTER ONLINE AT ABILENECAC.ORG



Brought to you by
beltway park



Texas Tech
Concept Poster

TEXAS
TECH



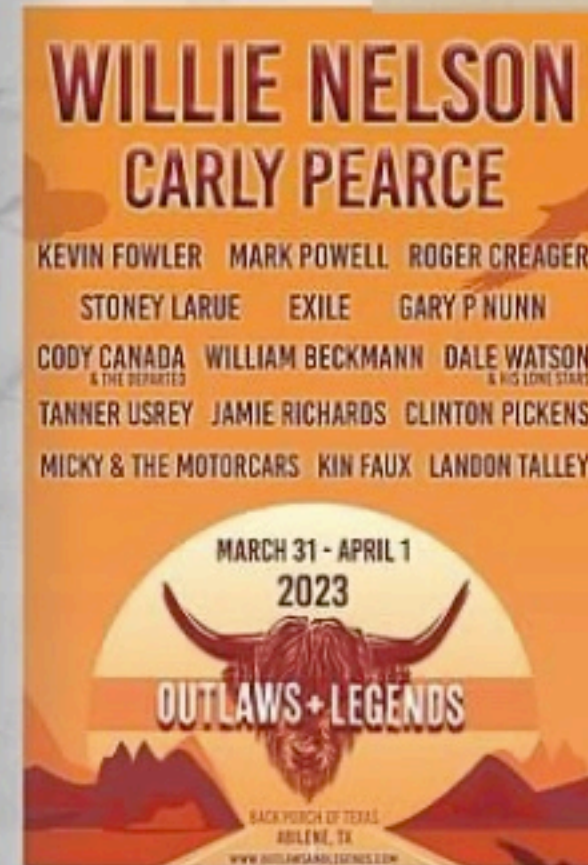
W
R
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-
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M

TEXAS TECH vs TEXAS
10.30.1976 LUBBOCK, TEXAS
JONES STADIUM
7:00 PM KICKOFF

Never thought I would help design a beer can, but here we are. We created this for a promotional item for the ACVB and collaborated with local brewery, Grain Theory.



During a moment of unexpected opportunity, Mark Powell, a well-known Abilene musician and the man behind Outlaws & Legends, extended a request to the ACVB. He sought our assistance in sending out a press release and displaying a poster he had provided. Upon first glance, it was evident that the poster's design left much to be desired. Taking swift action, I promptly composed an email response to Mark offering my services to revamp the poster. Within a mere half-minute of sending the email, my phone rang and it was Mark on the line. In our conversation, he asked if it was feasible to recreate the poster within a few short hours. Without hesitation, I accepted the challenge. As time pressed on, I worked diligently and against the clock, ultimately succeeding in my task. The result was not only a poster redesign but the establishment of the visual foundation for that year's upcoming festival, setting the tone for what was to be a memorable event.



OLD

NEW

Lions playoff graphics

REGIONAL FINALS



ALBANY LIONS vs COLLINSVILLE PIRATES
12.2.2022 MINERAL WELLS RAM STADIUM
7:00PM

STATE SEMIFINAL



ALBANY LIONS vs NEW HOME LEOPARDS
12.8.2022 SWEETWATER MUSTANG BOWL
7:00PM

AZTEC THEATER



HOW THE GRINCH STOLE CHRISTMAS

17 DECEMBER

DOORS OPEN 6:00 PM
SHOWTIME 6:30 PM


AZTEC THEATER
ALBANY, TEXAS 141 S. MAIN ST

FREE ADMISSION AND POPCORN
KIDS 12 AND UNDER MUST BE ACCOMPANIED BY AN ADULT

Helped our friends, the Sherwoods, with a poster for a movie they were playing at the Aztec

The Albany Lions' journey to the state championship was a pivotal moment for me, opening my eyes to a significant opportunity in the realm of graphics. Recognizing the magnitude of the event, I seized the chance to design a promotional poster. My efforts didn't go unnoticed; impressed by my work, The Feed Store enlisted my services to craft a poster for their upcoming state dinner. This event would bring together the players and foster a sense of community during the intense game week.

THE FEED STORE PRESENTS




THE ALBANY LIONS
STATE DINNER


SUNDAY, DECEMBER 11 @ 7PM

JOIN US FOR A DINNER CELEBRATING
AN INCREDIBLE ALBANY LIONS SEASON!

ALL VARSITY AND JV FOOTBALL PLAYERS,
BAND MEMBERS, CHEERLEADERS AND COACHES
ARE WELCOME TO COME!



STATE CHAMPIONSHIP



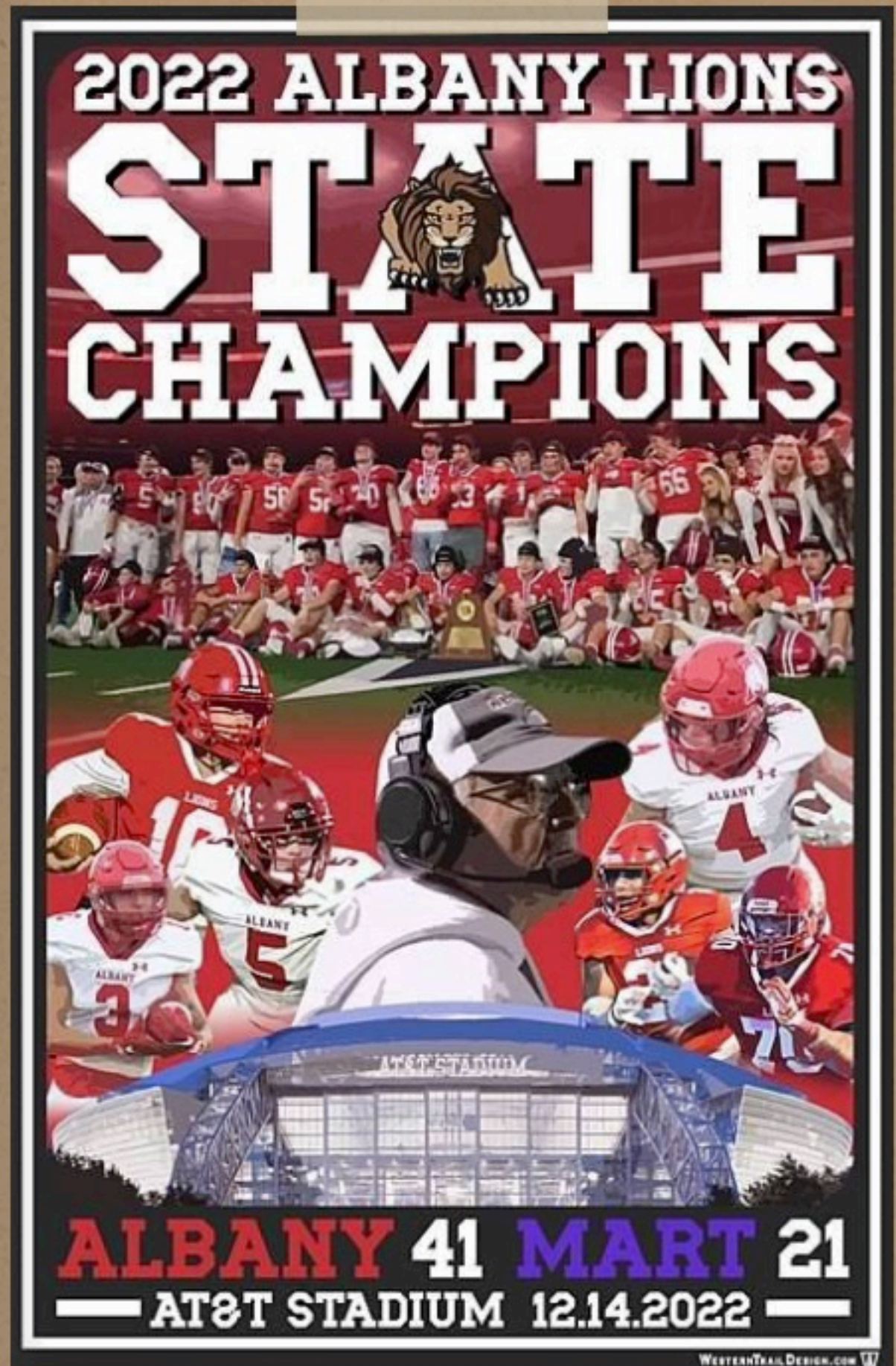
ALBANY LIONS vs MART PANTHERS

12.14.2022 AT&T STADIUM
ARLINGTON
7:00PM

WESTERNTRAILDESIGN.COM

Returning to AT&T Stadium for the first time since leaving my old job was a nostalgic journey filled with emotions. However, the occasion was extraordinary as I found myself there to witness my hometown Lions competing in the state championship game. Despite the odds stacked against them as underdogs facing the perennially dominant Mart team, the Lions showcased an incredible performance that kept me enthralled from the opening whistle to the final buzzer. The stadium's electrifying atmosphere and the fervent support of the Albany crowd created an unforgettable experience.

As the final whistle blew and the Lions celebrated their triumphant victory, the excitement refused to subside. Returning to the hotel, I found myself unable to sleep due to the lingering adrenaline rush. Fueled by the win, I channeled my energy into a creative endeavor, designing a poster to commemorate the state championship victory. The artwork encapsulated the Lions' determination and the jubilation of the moment. The next day, I shared the poster on social media, and to my delight, it garnered an overwhelming positive response. People expressed their eagerness to own a piece of the celebration.



Seeing my first billboard was a great experience. Was so proud to have my design on such a large sign



Promotional poster for Outlaws event
Mark Powell put on last second



Merry Christmas
from WTD



Logo for one of my
coworkers side business



ACVB New Years
Graphic



In January, my close buddy Bryan Delgado, got in touch with me with an intriguing proposal. He asked if I'd be interested in designing a logo for his friends who were embarking on a new coffee shop venture in Seminole, Oklahoma. The coffee shop, named Drip Coffee Co, sounded like an exciting project. I saw this as a valuable chance to enhance my portfolio with a genuine logo design.

Initial Concepts



Final Logo



SEMINOLE, OKLAHOMA EST 2023

Having a connection with the historic Paramount Theatre in Abilene through my work at the ACVB, I decided to offer my assistance with graphics. I got in touch with them and presented a film series poster idea during our meeting. Although they appreciated the concept, they had a distinct project in mind. Their upcoming summer musical, "Sweeney Todd," required graphic work, and I gladly accepted the task. Collaborating with the theatre, I poured my efforts into the project, and the end resulted in a stunning poster that was truly satisfying for both parties.

THE PARAMOUNT THEATRE PRESENTS

PARAMOUNT
FILM SERIES

2023 MOVIES AT THE PARAMOUNT

JAN 6-7 - ELVIS	SEP 8-9 - ALIENS
FEB 10-11 - WAITING TO EXHALE	OCT 13-14 - THE PHILADELPHIA STORY
MAR 10-11 - TOY STORY 2	OCT 30-31 - SCREAM
APR 21-22 - A LEAGUE OF THEIR OWN	NOV 18-19 - PLANES, TRAINS AND AUTOMOBILES
MAY 12-13 - TOP GUN DOUBLE FEATURE	DEC 8-9 - ELF
JUN 2-3 - STAND AND DELIVER	DEC 15-16 - WHITE CHRISTMAS
JUL 7-8 - THE KARATE KID	DEC 31 - MOONSTRUCK
AUG 11-12 - SOME LIKE IT HOT	

WWW.PARAMOUNTABILENE.COM

PARAMOUNT PRODUCTIONS PRESENTS

SWEENEY TODD

THE DEMON BARBER OF FLEET STREET
— A MUSICAL THRILLER —

MUSIC & LYRICS BY STEPHEN SONDHEIM
BOOK BY HUGH WHEELER
FROM AN ADAPTATION BY CHRISTOPHER BOND

PARAMOUNT THEATRE ABILENE, TEXAS
JUNE 23, 24, 25 & 30 JULY 1
DIRECTED BY KATIE HAHN MUSICAL DIRECTION BY MARC SANDERS

ORIGINALLY DIRECTED ON BROADWAY BY HAROLD PRINCE
ORCHESTRATIONS BY JONATHAN TUNICK
ORIGINALLY PRODUCED ON BROADWAY BY RICHARD BARR,
CHARLES WOODWARD, ROBERT FRYER, MARY LEA JOHNSON,
MARTIN RICHARDS IN ASSOCIATION WITH DEAN AND JUDY MANOS

SWEENEY TODD
IS PRESENTED THROUGH SPECIAL ARRANGEMENT WITH MUSIC THEATRE INTERNATIONAL INTL. ALL AUTHORIZED
PERFORMANCE MATERIALS ARE SUPPLIED BY MTL. WWW.MTISHOWS.COM

FOR TICKETS: PARAMOUNTABILENE.COM 325-076-0620 352 CYPRESS ST. ABILENE, TX 79601

FORT GRIFFIN FANDANGLE



CELEBRATING
85
YEARS

ALBANY, TEXAS

JUNE 16, 17, 23 & 24 FANDANGLE.ORG

Upon returning to Albany, the opportunity to contribute to the Fandangle board was extended to me, a proposal I readily embraced. Continuing a family tradition, I proudly became the third generation of Wallers to take on this role. Leveraging my expertise in graphic design and marketing, the board entrusted me with the task of crafting a special commemorative logo, celebrating the show's 85th anniversary. Eagerly, I delved into the project, pouring my creative energy into producing a design that would encapsulate the spirit of the event and its rich history.

Fandangle to celebrate 85th anniversary

◆ Tickets for 2023 shows now on sale

By Donnie A. Lucas

Tickets are now on sale to members for the 85th anniversary performances of the Ft. Griffin Fandangle set for June 16 and 17, and June 23 and 24.

The membership drive for this year has already started, with eight levels of contributions available for patrons.

The Fandangle is the Oldest Outdoor Musical in Texas, involving as many as 300 cast and crew members each summer for the four performances at the Prairie Theater.

The show was written by Albany playwright Robert Nail as a senior class play in 1938,

but quickly was expanded to include members of the community. Nail called the production a true "People's Theater" since it included non-professional and unpaid singers, dancers and actors from all walks of life.

First produced at the football stadium, the show moved to its own outdoor theater in 1965. Nail died unexpectedly in 1968, but the community rallied to continue the show yearly since 1970, except for 2020 due to the COVID-19 pandemic.

Artistic director Lorna Ayers said that the 85th anniversary

show will be a collection of historical accounts woven in with some of the crowd favorites from over the years.

Almost all of the music and song lyrics are original, written by past musical or artist directors for particular show themes in the past.

Audience members will notice major improvements at the Prairie Theater this season, with the entire seating area reconstructed using limestone block to provide a more secure experience rather than the tiered rows supported by utility poles.

The sound system is also

being replaced for the 2023 show, a major upgrade over the 30-year-old system that was in place.

Through a capital improvement fundraising effort, several other major renovations are also in the works including the steam-powered calliope, rest rooms and walkways, and sets, props, and costumes.

Memberships is open to everyone with the following donation levels: Pioneer \$25, Longhorn \$75, Patron \$175, Bronze \$250, Silver \$500, Gold \$1,000, Platinum \$2,500, and Diamond \$5,000.

Tickets and memberships can be purchased by accessing the website: www.fortgriffin-fandangle.org/

For more information, contact the Fandangle office at 325-762-3838.



I helped the Albany Chamber
with this magazine ad



WITH JUST OVER 2,000 RESIDENTS, ALBANY IS A TIGHT-KNIT COMMUNITY THAT GREW FROM HUMBLE BEGINNINGS. WITH AN EXCITING HISTORY FOUNDED ON THE ADVENTUROUS SPIRIT OF THE OLD WEST AND FRONTIER DAYS, MANY OF THE AREA'S MAIN ATTRACTIONS, INCLUDING THE HISTORIC COURTHOUSE, AZTEC THEATER, AND OLD JAIL ART CENTER, ARE LISTED ON THE NATIONAL REGISTER OF HISTORIC PLACES.



85TH ANNUAL
FORT GRIFFIN FANDANGLE
OLDEST OUTDOOR MUSICAL IN TEXAS
325-762-3838 // FANDANGLE.ORG
JUNE 16, 17, 23 & 24
PARADE DAY JUNE 17



ALBANY TEXAS
CHAMBER OF COMMERCE
CITY OF ALBANY

ALBANYTEXASCHAMBEROFCOMMERCE.COM
325-762-2525 // CHAMBER@ALBANYTEXAS.COM

Abilene Center Stage
event poster

ABILENE CENTER STAGE

AFTER HOURS

FEATURING THE KIRK HOUSE BAND



NETWORKING AND CELEBRATING THE LOCAL MUSIC SCENE
DOORS OPEN @ 5:00pm

02.21.23

LIVE MUSIC AT
THE ICE HOUSE
AT LONE STAR DRY GOODS

Following the success I achieved through my involvement in the graphics program for Outlaws and Legends, I decided to reach out to the Carefest festival crew and offer my assistance on the graphics front. Conveniently, the festival was set to take place in my hometown of Albany. With personal connections to both Ragan and Mindy, who were in charge of organizing the event, arranging a meeting was a breeze. During our discussion, I learned that they were keen on collaborating with me, seeking my expertise for creating the festival poster, handling various other graphic design tasks, and even constructing a website.

Although my previous experience had mostly been centered around working on the WTD website, I recognized the potential for this new endeavor to become an additional source of revenue. Eager to take on the challenge, I accepted the responsibility. After brainstorming and sketching out several concepts for the festival poster, we eventually settled on a design that exuded a captivating neon sign aesthetic. The lineup of performers was nothing short of remarkable, featuring the best of the early Texas Country music artists, with Pat Green as the headliner. As someone who had a strong affinity for Texas country music, being part of this musical felt like a truly rewarding experience.



RESOURCECARE PRESENTS
THE 5TH ANNUAL
CAREFEST

PAT GREEN
KEVIN FOWLER
CORY MORROW **CODY CANADA**
AND THE DEPARTED
COODER GRAW **MIKE MCCLURE**

AND DELLA ROSE

AUG 26
2023



ALBANY
TEXAS

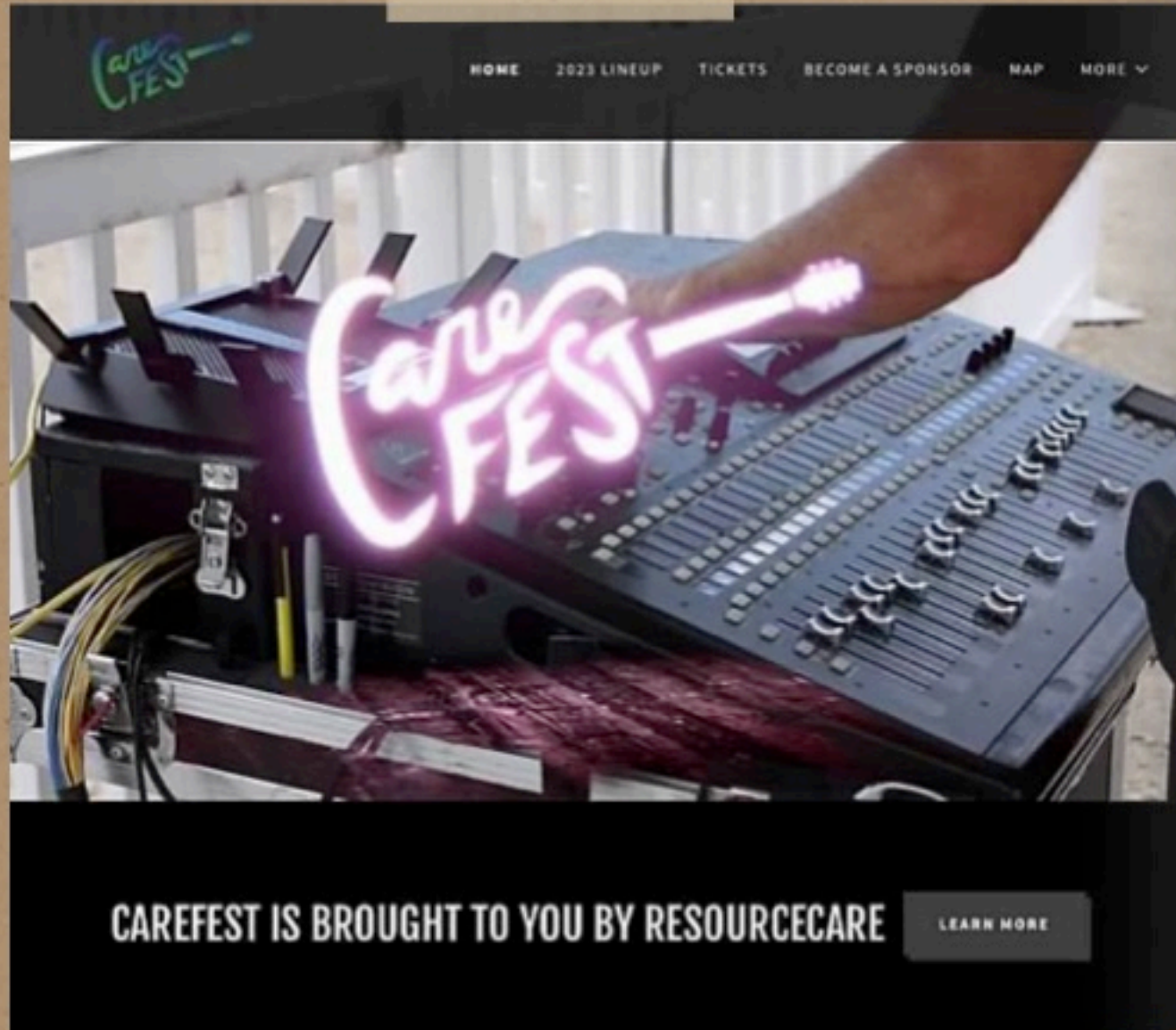
HAPPY WIFE HAPPY LIFE WEDDINGS & EVENTS VENUE

ResourceCare COMMUNITY HEALTH CENTER | 95 ONE THE WOLF | WILCO GATA | HAUER RANCH Assisting Animal Deaths

FAT MATT | BURKE LAW FIRM | BOYD PRICE & WELDON | API | WESTERN TRAIL DESIGN

PURCHASE TICKETS AT WWW.OUTHOUSETICKETS.COM

After finishing the Carefest website, I realized I was skilled at creating websites. In the following months, I took on several website projects, improving my abilities and creating functional and appealing online experiences. This journey has opened up a world of opportunities for me to bring my digital ideas to life.



Carefest Maps



I put together a small golf tournament at my home par 3 and this was the promo poster

ALBANY NATIONAL INVITATIONAL TOURNAMENT



**CLARKE ESTATES
ALBANY, TEXAS
MAY 20, 2023**

Bryan Delgado reached out once again for help with a campaign his company was putting together. He needed help with a presentation deck and had a few items that needed mockups.

CRIMSON CREAM

OKLAHOMA FEST

APRIL 21
WITH SPECIAL GUESTS

BOB STOOPS **SAM BRADFORD** **BILLY SIMS**

SUPPORT OKLAHOMA STUDENT ATHLETES
CRIMSONCREAMCOLLECTIVE.COM



After posting a brief social media ad to promote my services, I was pleasantly surprised by the swift response. A local business owner reached out to me with keen interest, expressing the need for two distinct logos. This immediate and enthusiastic engagement not only affirmed the effectiveness of my advertisement but also filled me with a sense of excitement for the creative journey ahead.



Out of the blue, Mark Powell extended a surprise request my way, seeking assistance in swiftly crafting a graphic. His aim was to unveil a fresh single, necessitating a captivating cover. Specifically, he envisioned the artwork to mirror the iconic black and white aesthetic synonymous with Johnny Cash's style.

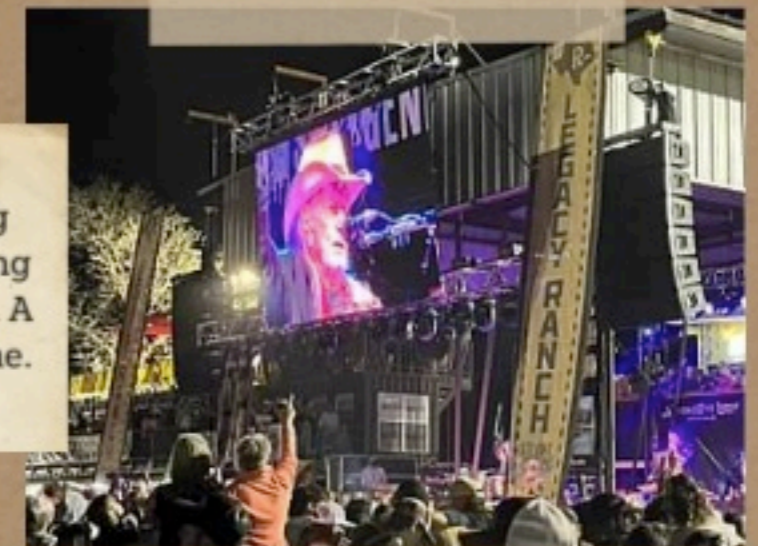


As the arrival of Outlaws and Legends drew near, the culmination of weeks of preparation found its focus in the meticulous creation of stage signage. Every detail had to align flawlessly, making the precise measurements an indispensable guide in this endeavor. The process was undeniably intense, with the weight of ensuring perfection resting on my shoulders. Yet, amidst the stress, determination prevailed, and the task was accomplished. When the time came, the unveiled stage signage stood as a testament to the dedication poured into its crafting. As the crowd gathered and the music filled the air, thousands of eyes turned upward to the performers, including the legendary Willie Nelson. Amidst the melodies, a sea of carefully designed signage enveloped the surroundings, a visual symphony that seamlessly harmonized with the musical one, creating an immersive experience that will forever be etched in memory.



SATURDAY		SEVEN KEYS LODGE		FRIDAY	
WILLIE NELSON AND FAMILY	CARLY PEARCE	SEVEN KEYS LODGE	SEVEN KEYS LODGE	SEVEN KEYS LODGE	SEVEN KEYS LODGE
KEVIN POWLER • MARK POWELL	ROGER CREAGER • STONEY LA RUIE	OUTLAWS + LEGENDS		LEGACY RANCH	
EDDIE • GARY P. HINN • DOOL CANADA	WILLIAM BECKMANN • DAVE WATSON	LEGACY RANCH		LEGACY RANCH	
TANKER VORNEY • JAMES RICHARDS	WICKY & THE MIDCARE • EN FUZZ	LEGACY RANCH		LEGACY RANCH	
LANDON TALLEY & JACKSON RITCHIE	DAVE BROTHERS BAND	LEGACY RANCH		LEGACY RANCH	
SIDE STAGE		STAGE			

Willie Nelson strumming heartstrings while jamming with my signage on stage. A cool moment frozen in time.





SCAN TO CONNECT

Experience the best of Abilene

Scan the QR code for information on local events, attractions, and exclusive discounts!

abilenevisitors.com



@abilenevisitors

ALBANY MASONIC LODGE SCHOLARSHIP



JULY 29
2023



ALBANY GOLF CLUB TEE TIME: 1:00PM
THREE PERSON SCRAMBLE

FOOD SERVED AT 11:30

LONG DRIVE CONTEST: HOLE 9
CLOSEST TO THE PIN: HOLE 6

SPONSORSHIP LEVELS:
\$1,000 - CORPORATE SPONSOR
& TEAM ENTRY
\$650 - HOLE SPONSOR & TEAM ENTRY
\$500 - HOLE SPONSOR
\$150 - TEAM ENTRY (3 GOLFERS)

WE APPRECIATE YOUR SUPPORT!

LIMITED TO THE FIRST 18 PAID TEAMS. ALL PROCEEDS BENEFIT THE ALBANY MASONIC LODGE WISDOM FOUNDATION. EACH YEAR THE FOUNDATION AWARDS COLLEGE SCHOLARSHIPS TO HS GRADUATES. PLEASE MAKE YOUR CHECK PAYABLE TO THE ALBANY MASONIC WISDOM FOUNDATION, WHICH IS A 501(C)3, TAX EXEMPT ORGANIZATION.

FOR MORE INFORMATION CONTACT RANDALL PALMORE (325) 762-5166 OR JOHN TATE (325) 514-0367

Feed Store event poster

★ ★ ★ ★ ★ THE FEED STORE PRESENTS ★ ★ ★ ★ ★

POWDER PUFF FOOTBALL



SENIORS
FRESHMEN

VS

JUNIORS
SOPHOMORES

SUNDAY 05.07.23 2:00PM

ROBERT NAIL MEMORIAL STADIUM

FREE ADMISSION EVERYONE WELCOME!

FOR MORE INFO CONTACT:
TISHA WILKINS 325-660-7443

SENIOR AMBASSADORS:
GRACIE PRICE, BRILEY TABOR
COLE CHAPMAN AND KEATIN RUSSELL

SPONSORED BY



Poster for local church mission

MISSION BELIZE '23

CHRISTIAN CONCERT AND AUCTION FUNDRAISER
SUPPORTING ALBANY YOUTH'S SUMMER MISSION TRIP

4.16.23 AT THE AZTEC

DOORS OPEN AT 4:30PM

SILENT AUCTION AND HORS D'OEUVRES

5:30-7:00PM CONCERT AND LIVE

AUCTION

\$25
PER TICKET

SILENT AUCTION ITEMS

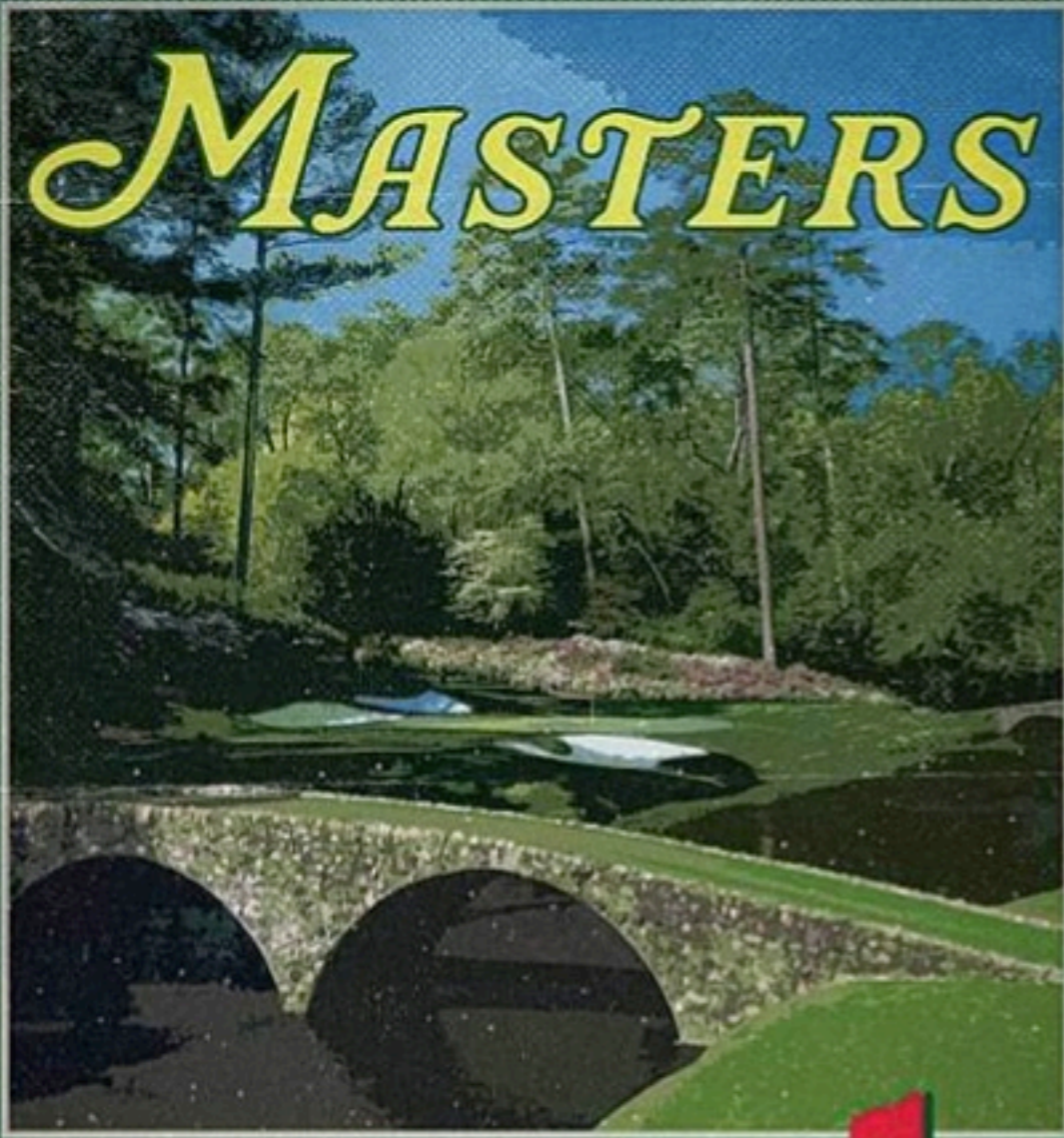
HELICOPTER HUNT WITH 2 NIGHT STAY AT HISTORIC MISSILE BASE
TROPHY LONGHORN STEER • JACK RUSSELL PUPPY
ALBANY LIVE TICKETS • PAUL HAMILTON PIE • 8 PILATES SESSIONS
TABLE AT POLO ON THE PRAIRIE • 4 ANOUK KRANTZ BOOKS
MUSSELMAN RANCH HORSE EXPERIENCE • FANDANGLE BOX SEATS
TICKETS TO FROZEN AT BASS HALL • FACIAL BY MONICA CLEVELAND

MISSION TRIP TASKS:

LEADING VBS FOR CHILDREN IN RURAL VILLAGES OF BERMUDIEN LANDING
YOUTH RALLY NIGHT
HOME VISITS SHARING GOD'S LOVE, TAKING FOOD, AND NECESSITIES TO
THE WIDOWS AND NEEDY

Masters concept poster

MASTERS



**AUGUSTA
NATIONAL
APRIL 6-8**



Another logo design came from the social media ad. Owl Drug in Coleman reached out to use their current logo and update it to a 100th anniversary logo. They also had a "sister" pharmacy that they wanted to create a similar logo for.



Goodnight Steakhouse & Saloon

The closure of the iconic Beehive restaurant in Albany marked the end of an era leaving a sense of nostalgia and sadness among the community members who had enjoyed its offerings for four decades. The news of its closure reverberated through the town, prompting many to reflect on the countless memories and meals shared within its walls. However, the gloom was short-lived as a new chapter began to unfold within just a few months of the closure. An enthusiastic new owner stepped in, purchasing the building with the intention of breathing new life into the space. Plans were set in motion for a comprehensive renovation, a fresh identity, and the eventual reopening of the establishment as a new dining destination.

Seizing the opportunity to contribute to the rebirth of this cherished establishment, I reached out to the new owner, offering my expertise in graphic design. Eager to embrace collaboration, they welcomed my assistance in creating a captivating logo and addressing other graphic design requirements for the revamped restaurant. This was a chance for me to combine my creative skills with a shared passion for the revitalization of a beloved local landmark. As I delved into the project, I poured my creativity and dedication into crafting three distinct logo concepts that captured the essence of the restaurant's renewed identity.

In the end, witnessing the culmination of efforts in the form of the finalized logo suite brought a sense of accomplishment and satisfaction. The logos stood not only as visual representations but also as symbols of resilience, transformation and community spirit. As the renovated restaurant prepared to open its doors once again, I felt a sense of pride in having played a role, however small, in helping to shape its new identity. The journey from the closure of the Beehive to the emergence of this rejuvenated culinary establishment underscored the enduring power of community, creativity, and collaboration.

Evolution of Creativity: Exploring the Journey of the Goodnight Logo Design



2A



2B



2C



2D



2E



3A



3B



3C



3D



3E



Final Logo Suite

Primary



Shield



Brand



New sign for the building facade



2023

FRIENDS OF FORT GRIFFIN GALA

SAVE THE DATE

— OCTOBER 14, 2023 —

COLLINS CREEK RANCH | 170 CR 184 THROCKMORTON HWY



Aaron McDonnell
& the Neon Eagles



Finis Dean Smith

SUSANFTGRIFFIN@AOL.COM | FIND US ON FACEBOOK | PO BOX 2154, ALBANY, TX 76430

GATES OPEN AT 6:30PM | \$50 PER PERSON | 21 & OLDER, PLEASE

Featuring Aaron McDonnell
& The Neon Eagles
with special appearance by
Finis Dean Smith

2023

FRIENDS OF FORT GRIFFIN GALA

— OCTOBER 14, 2023 at 6PM —

COLLINS CREEK RANCH | 170 CR 184 THROCKMORTON HWY



2023 CORPORATE OLYMPICS

ABILENE, TEXAS

OCTOBER 5TH & 7TH
PICKLEBALL • CROSSFIT • CORNHOLE
GOLF • BASKETBALL • VOLLEYBALL
AXE THROWING • BEER RELAY



Albany Golf Club

The Albany Golf Club holds a special place in my heart, perhaps even at the very top of my list of favorite places in the world. Standing strong for nearly a century, this remarkable establishment has weathered the tides of time while maintaining its timeless allure. The allure of the golf course isn't just about the greens or the scenic fairways; it's about the rich history that resonates within its boundaries. Recently, I had the incredible opportunity to contribute to this cherished sanctuary in a unique way by crafting a logo and brand identity that would stand as a testament to its legacy.

With the enthusiastic endorsement of the AGC board, I eagerly plunged into the endeavor of designing a logo that encapsulated the club's essence. Surprisingly, the creative process unfolded with astonishing ease. The initial draft seemed to effortlessly capture the spirit of Albany Golf Club, rendering additional iterations unnecessary. It was as if the design had been waiting in the wings, ready to burst onto the canvas in a symphony of colors and shapes. The final product felt like a natural extension of the club's identity, an evolution rather than a revolution.

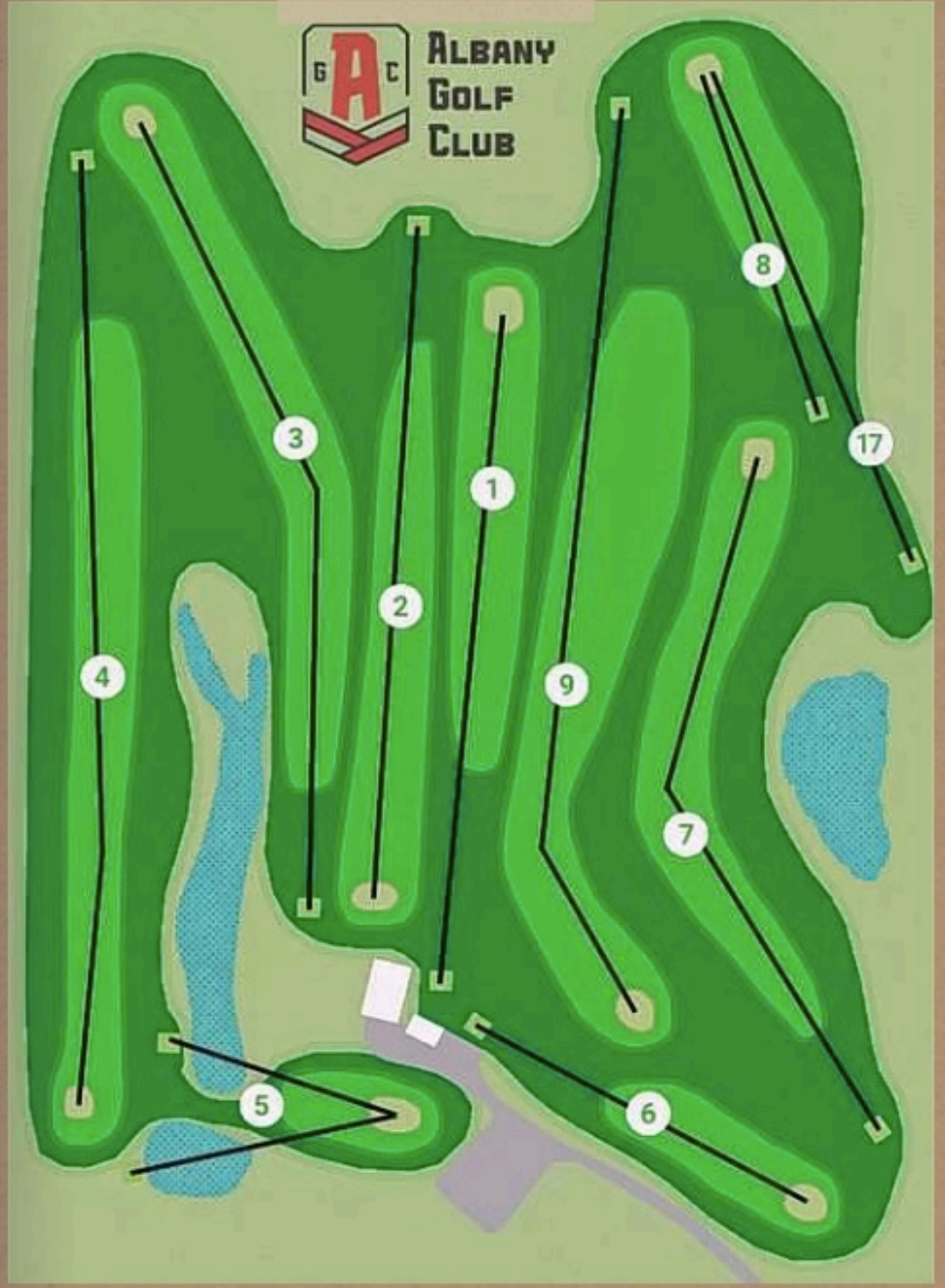
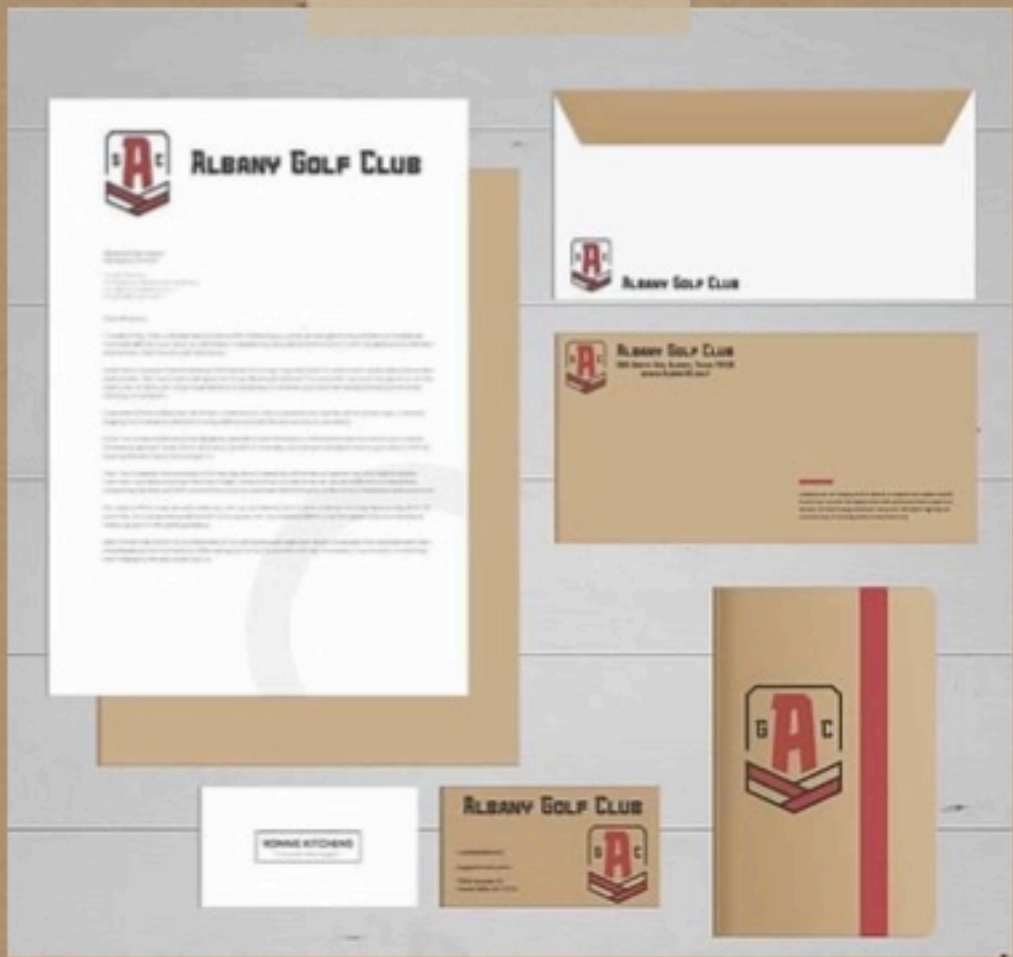
The board's response to the logo was overwhelmingly positive, an affirmation that my creative vision was aligned with the club's values. Swiftly, the logo was embraced and integrated into the club's materials, emblematic of the harmony between tradition and innovation. Buoyed by this success, I also embarked on the journey of creating an AGC website. This digital platform not only offered a visual representation of the club's splendor but also served as a portal to connect with a broader audience. The website, adorned with the new logo, breathed fresh life into the club's online presence, fostering a newfound credibility that resonated far beyond its physical borders.

This project was a labor of love, a collaboration between my passion for design and my devotion to Albany Golf Club. It was more than just a task; it was an opportunity to pay homage to a place that had brought joy and serenity to countless individuals. As I reflect on this endeavor, I'm reminded of the power of design to encapsulate the essence of a cherished location and elevate it to new heights. The privilege of contributing to the legacy of Albany Golf Club will forever hold a cherished place in my heart.



ALBANY GOLF CLUB

ALBANY, TEXAS EST 1925





ALBANY GOLF CLUB

[HOME](#) [PLAY](#) [THE COURSE](#) [ABOUT](#) [CALENDAR](#) [HISTORY](#) [MORE](#) 



WELCOME TO ALBANY GOLF CLUB

[PLAY GOLF](#)

WEST TEXAS GOLF AT ITS BEST

If you're looking for an enjoyable round of golf in West Texas, look no further than the Albany Golf Club. This 9-hole course has been a beloved local attraction for over 60 years and for good reason. Its challenging layout and well-maintained greens make it a fun and worthwhile course to play for both beginners and experienced golfers alike. Whether you're a resident or a visitor passing through the area, be sure to check out this hidden gem of a golf course!



Designing Dreams: From Avid Reader to Cover Designer with Dave Campbell's Texas Football Magazine

Imagine the feeling of seeing your childhood dreams come full circle from being an avid reader to a featured player and finally to a cover designer for the most renowned football magazine in Texas. That's exactly what happened to me, and I'm thrilled to share my journey of working with Dave Campbell's Texas Football Magazine to create a special edition cover featuring my hometown team, the Albany Lions.

Each year, Dave Campbell's Texas Football Magazine collaborates with state champions from the previous season to craft a unique and captivating special edition magazine cover. And in an incredible twist of fate, I had the tremendous honor of contributing to the design of this special cover through my work at Western Trail Design.

Growing up in Albany, the heartbeat of small-town Texas football, I developed an unwavering passion for the sport. I eagerly awaited the annual release of Dave Campbell's Texas Football Magazine, hoping to find inspiring stories and exciting updates about my Albany Lions. Little did I know that destiny had an exceptional journey in store for me.

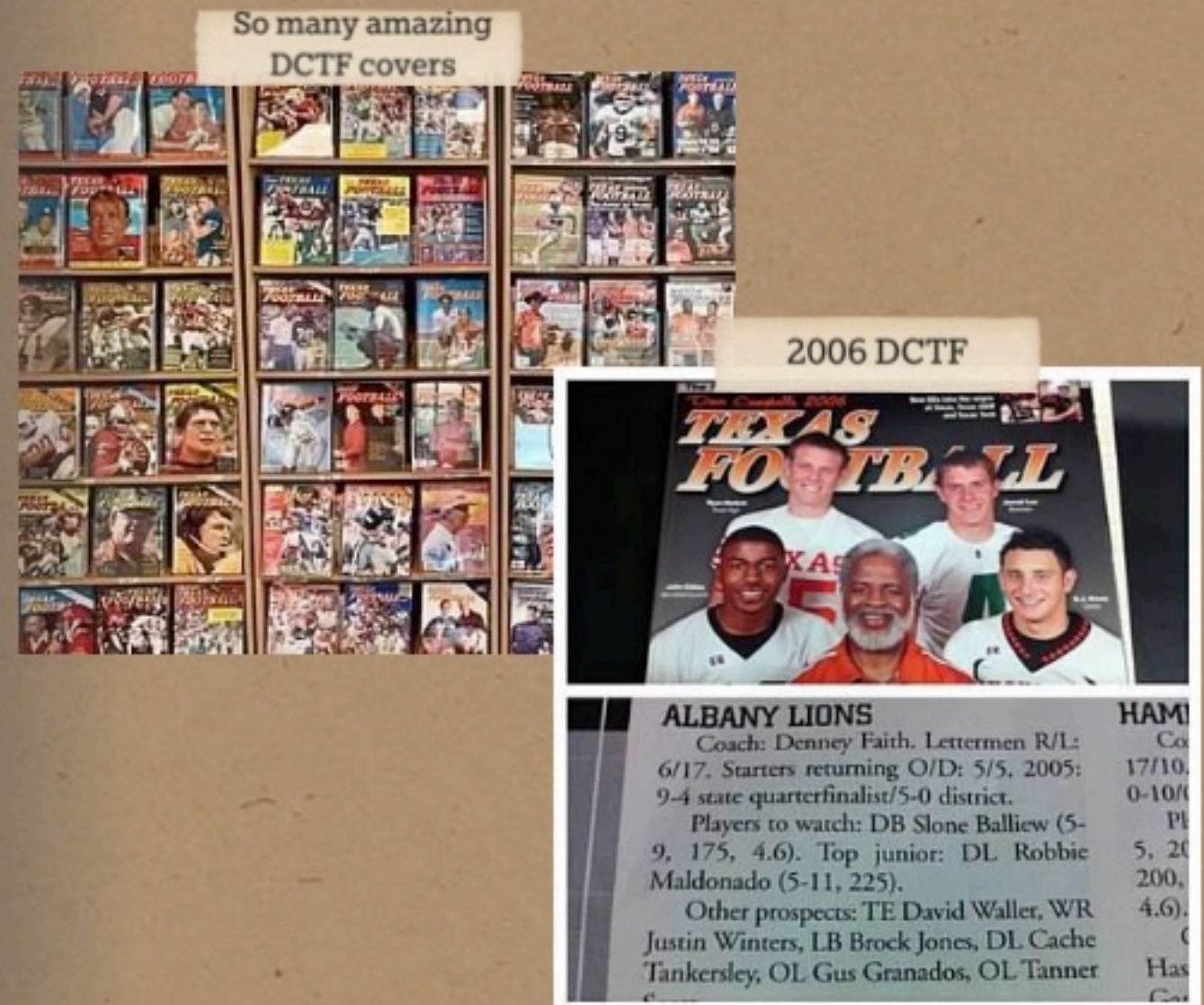
In the 2006 edition of the magazine, during my senior year, I found myself listed as a "player to watch." Despite being a modestly sized and scrappy player, this mention ignited a fire within me. It symbolized recognition and a connection to the football legacy I held dear.

When the opportunity arose to contribute to the design of the special edition cover for Dave Campbell's Texas Football Magazine, I seized it with both hands. It was a chance to give back to the magazine that had fueled my love for the game and had acknowledged me during my playing days.

The project was a dream come true collaborating with DCTF, working with images of my hometown team, and weaving together elements that captured the essence of Albany Lions' triumphant journey to the state championship. The cover needed to exude the pride and spirit that our community held for our team.

As I worked tirelessly on the design, I felt a profound sense of connection with the magazine's legacy and a responsibility to honor the players who had come before me and those who would follow in their footsteps. This project wasn't just about graphic design; it was about encapsulating the heart and soul of Albany's football spirit.

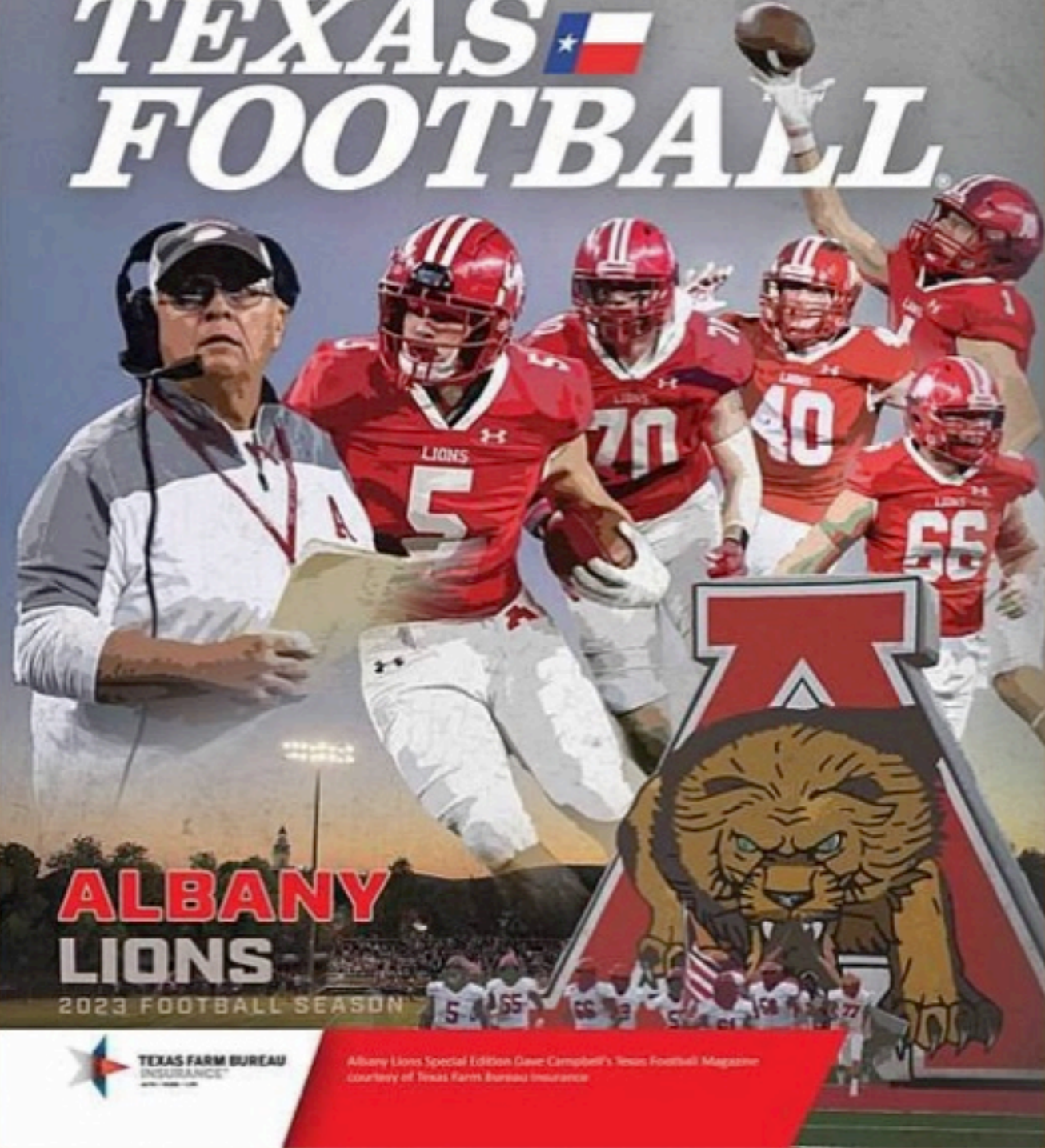
Seeing the final design on the cover was a moment of sheer elation. The memories of reading the magazine as a wide-eyed child, the pride of being recognized as a player, and the sense of accomplishment from contributing to its design all collided in a rush of emotion. It was a full-circle journey that filled me with gratitude.



SPECIAL COMMEMORATIVE EDITION

Dave Campbell's
TEXAS 
FOOTBALL

INSIDE: 2023 TEAM PREVIEW,
ROSTER & SCHEDULE

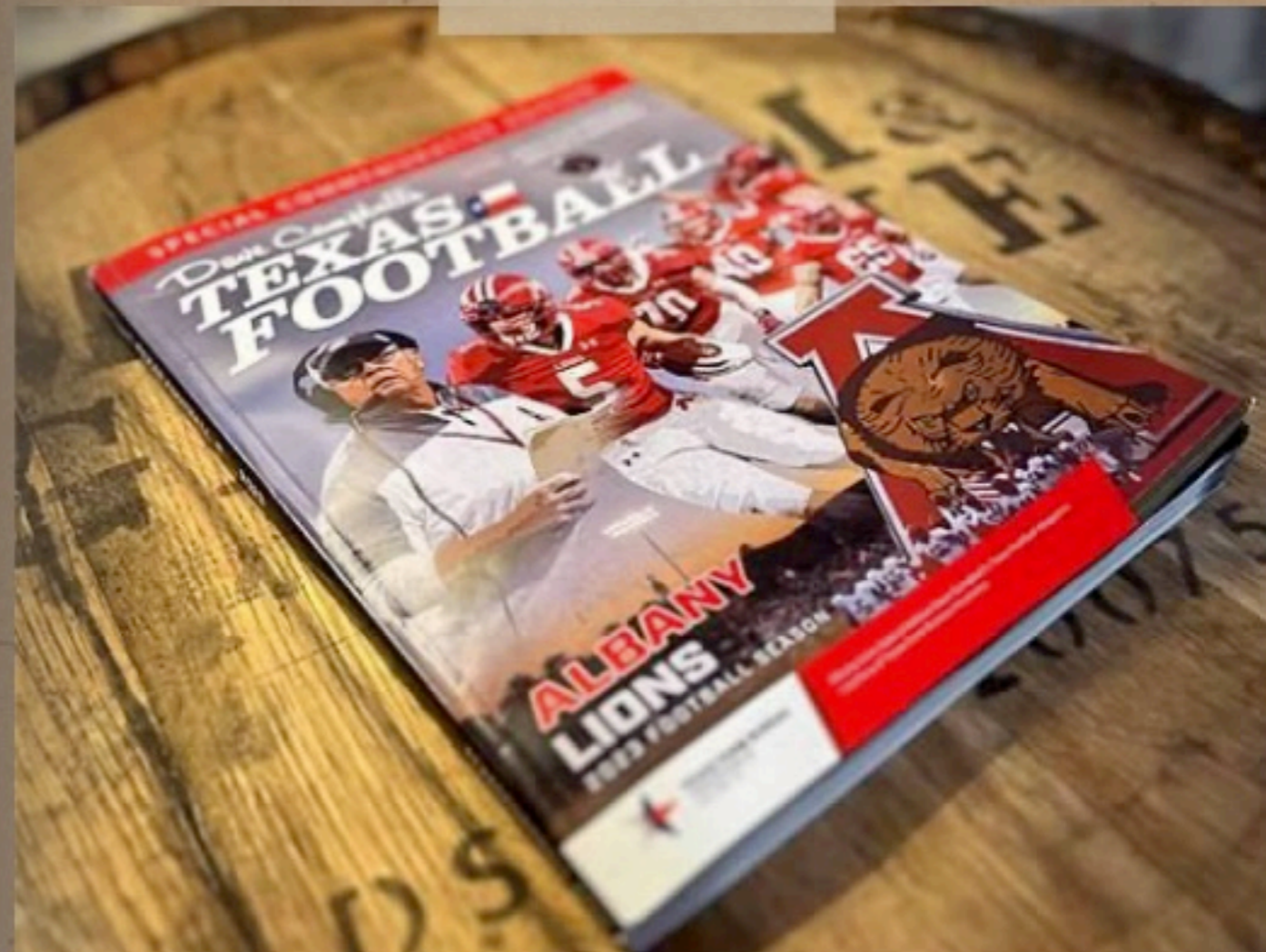


ALBANY
LIONS
2023 FOOTBALL SEASON



Albany Lions Special Edition Dave Campbell's Texas Football Magazine
courtesy of Texas Farm Bureau Insurance

The release of the special edition magazine coincided with the first week of fall practice for the Lions, adding an extra layer of excitement to the season's kickoff. As I shared the news through a social media post, the response was nothing short of remarkable, with an outpouring of enthusiasm from Albany residents. Even the Lions coaches expressed their genuine admiration for the cover, conveying their appreciation for the design. The magazine's cover, a testament to creativity and hard work, stands as a pinnacle of my achievements, evoking a sense of pride that is both fulfilling and deeply gratifying.



How time flies! It's hard to believe that a whole year has passed since I took the plunge into the exciting world of entrepreneurship with the launch of my very own design company, Western Trail Design. As I sit here and reflect on the journey of the past twelve months, I can't help but feel a swell of pride and gratitude for the successes and experiences that Year One brought me.

From the outset, I knew that starting a company wouldn't be a walk in the park. However, the growth and accomplishments that Western Trail Design achieved in such a short time exceeded even my wildest expectations. The spectrum of projects I had the privilege to work on was nothing short of exhilarating from small gigs that tested my creativity to grand undertakings that pushed the boundaries of my skillset.

The year was dotted with highlights that illuminated my path and reinforced my passion for what I do. The chance to design graphics for the Outlaws and Legends music festival was undoubtedly a moment of pure excitement. Seeing my creations donning billboards and promotional materials for such a renowned event was a surreal experience that affirmed my decision to go start this company.

Speaking of surreal experiences, creating graphics for the Paramount Theatre's production of Sweeney Todd was a huge honor. The challenge of capturing the essence of such a dark and intricate narrative within visual designs pushed my creative limits and taught me the value of storytelling through art.

One of the peaks of the year was designing graphics for the Albany Lions during the playoffs and subsequent state championship victory. Designing posters that celebrated their journey and triumphs was more than just a job; it was an opportunity to become a small part of the community's pride and joy.

Amidst these projects, I had the honor of contributing to significant local milestones. Designing the 85th Anniversary logo for the Fort Griffin Fandangle, a cherished annual event in our town, filled me with a deep

sense of connection to the community's history and traditions. The Albany Golf Club logo and the rustic charm of the Goodnight Steakhouse & Saloon logo allowed me to convey the essence of our area's culture through visual identity.

And let's not forget the thrill of being tasked to design a special edition cover for Dave Campbell's Texas Football Magazine featuring the Albany Lions. It felt like a spotlight was shining on our town's sports pride, and I was humbled to be the one tasked with capturing that spirit.

The first year wasn't without its challenges, of course. There were sleepless nights, tight deadlines, and moments of self-doubt. But each obstacle only served to make the victories sweeter and the growth more pronounced. I can look back now and appreciate how each hurdle taught me valuable lessons in time management, client communication, and the power of adaptability.

As I stand at the cusp of Year Two, I am filled with a renewed sense of purpose and anticipation. The trail ahead is uncharted, but armed with the lessons and accomplishments of the past year, I am ready to tackle whatever comes my way. Western Trail Design is not just a business venture; it's a testament to the power of following one's passion and embracing the challenges that pave the way for success.

To those who supported me along this journey my clients, friends, and family thank you from the bottom of my heart. Year One was just the beginning, and I can't wait to see where the trail leads next. Here's to chasing dreams, one design at a time.

-David H. Waller

