

# Leighton Moon.

Julia Royal + Camdon Wilde



## hello there.

We are **Camdon Wilde** and **Julia Royal**. For years, we have both been designing brand assets and campaigns, print collateral, digital graphics, and countless other communicative and artistic projects. Formerly peers, competitors, and only occasional collaborators in design, we eventually recognized the full value of our combined design philosophies and workflow and made the decision to pursue projects under one unified banner: **Leighton Moon**.

Collectively, Leighton Moon has 20+ years of experience helping businesses, nonprofits, economic development organizations, and municipal branches of government to extend their respective brands through memorable, engaging design and visual marketing collateral for both print and digital mediums. Our design processes ensures we develop a relationship with clients, gain stakeholder input and support, and ultimately land on the best design solution with full respect to the targeted audience and the long-term (timeless) effectiveness of the visual brands produced.

Under this stronger, unified outfit, we accomplish successful and meaningful visual projects by utilizing our thorough and time-tested design process.

## our process.

discover

This phase includes the initial consultation where we clarify strategies, research, evaluate the existing brand (if necessary), auditing, stakeholder engagement.

position

The positioning phase includes clarifying brand strategy, developing a positioning platform, key messaging, collaboratively creating brand attributes.

design

Here, we brainstorm and begin executing the big idea: visualizing future, designing identity, presenting a visual strategy.

touchpoint

During the touchpoint phase, we are finalizing identity and applying brand architecture.

implement

This final phase includes final asset delivery as well as further assistance in developing launch strategy, developing guidelines, and nurturing those who will be working closest with the ongoing branding structure.

**CAMDON WILDE**

PRINCIPAL • BRAND DESIGN SPECIALIST

**JULIA ROYAL**

PRINCIPAL • BRAND DESIGN SPECIALIST

## we know industries.

We've worked closely with companies and brands spanning over 60 industries. Having a rich understanding of specific markets and executing strategic messaging that speaks directly to each unique audience is a part of what makes our design solutions so valuable.

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Accounting & Tax Services	LGBTQIA+ Outreach & Community
Adult Entertainment	Logistics & Transportation
Aerospace	Magazine & Publication
Automotive	Marketing & Public Relations
Banking & Investing	Mental Wellness & Rehabilitation
Birthday, Holiday & Celebration	Mentoring & Youth Outreach
Blogging	Moving Services
Child Care	Museum
Child Safety	Music
City & Government	Nightlife
Cleaning Services	Non-Profit
Consulting	Office Supply & Equipment
Contracting & Engineering	Performing Arts
Deathcare	Pet Care & Animal Wellness
e-Commerce	Photography
Economic Development	Plumbing
Education	Police, Fire, & Rescue
Engineering/STEM	Political
Environmental Preservation	Print Services
Fashion & Beauty	Property Management
Festival & Events	Public Utility & Energy
Film, Television & Broadcasting	Real Estate
Fine Arts	Religion & Spiritual
Fitness & Lifestyle	Retail
Food & Beverage	Self Storage
Gaming	Spa
Healthcare & Medical	Spirits, Beer & Brewery
Hemp & CBD	Sports
Home Interior & Remodel	Staffing
Hotel & Hospitality	Telecommunications
Kids Entertainment	Travel
Landscaping & Construction	Wedding & Bridal
Law	

# camdon wilde.

## RELATED EXPERIENCE

Leighton Moon / Cam Will Design, LLC / Squidspot, LLC • Kansas City, MO (remote) / Alamogordo, NM  
*Independent freelance graphic design and branding services*  
July 2005 - Current

- Contracted Revitalization Specialist in Graphic Design & Marketing for New Mexico MainStreet, providing graphic design and branding assistance to 30+ local MainStreet communities and small businesses.
- Designed city logo and branding roll out campaign for the city of Tucumcari, NM
- Designed city logo and branding roll out campaign for the city of Raton, NM
- Graphic design for print and web; specializing in visual branding, identity creation, and brand consulting and marketing.
- Worked with numerous small and large businesses, non-profits, and individual entrepreneurs to develop visual brands, logos, promotional materials, signage and printed/digital advertisements.
- Designed and managed full identity package, menu, and vinyl truck wrap for food truck business, Chaos Bistro, garnering placement in Mobile-Cuisine.com's 2014 Top 10 Food Truck Graphic design out of 2,500 entries nationwide.
- Designed award-winning print which drew 360K+ social media views to date; licensed to multiple product manufacturers worldwide, published in various commercial and educational books to include the featured endpapers in the bestselling book *Just My Type*.

Executive Director • Alamogordo MainStreet • Alamogordo, NM  
September 2016 - November 2020

- First organization Executive Director — developed and implemented numerous organizational tools, visual branding assets, marketing materials, and processes required for initial organization success.
- Led and mentored volunteers throughout a wide range of multiple beautification, promotional and organizational projects.
- Skilled communicator — developed and presented frequent speeches and presentations to a wide range of professionals and general public audiences.
- Adept writer — wrote various proposal and grant applications that have collectively awarded Alamogordo MainStreet \$245,000+ in project and event funds.
- Dedicated to professional growth — completed State Executive Director Certification training and certification requirements in the shortest amount of time possible.

Visual Designer • Viva + Impulse Creative Co., El Paso, TX

*Award-winning creative agency specializing in branding, design, advertising, web development, and more*  
February 2015 - March 2016

- Designed printed marketing materials to include print and digital advertisements, billboards, branded ephemera, posters, web sites, social media and more for over than 36 individual clients and businesses.
- Key branding and promotional designer of multiple small businesses and startups; sometimes working with and marketing several clients simultaneously.
- Designed the logo, full branding package, advertisements – both printed and digital – medals, t-shirts and web site for the 2016 Michelob Ultra® El Paso Marathon attended by over 2,300 runners.
- Developed over 12 individual and distinct logo options for the Castner Range Forever National Monument initiative by the Frontera Land Alliance. Further improved the chosen logo based on client-feedback. The final logo is now the “face” of the campaign promoted throughout west Texas.



Craftsman/Supervisor/Manager • U.S. Air Force

March 1991 - April 2012

- Multiple team/leadership positions and locations worldwide

## EDUCATION

Master of Fine Arts, Media Design; 2017

Full Sail University; Winter Park, Florida

*Valedictorian*

*(1) Course Director's Award*

Bachelor of Applied Science, Graphic Design; 2014

Full Sail University; Winter Park, Florida

*Valedictorian*

*Graphic Design USA's Student to Watch in 2015*

*Advanced Achievement Award*

*(9) Course Director's Awards*

Associate of Science, Munitions Systems Technology; 2010

Community College of the Air Force

## PUBLICATIONS

### Recognitions & Contributions

GRAPHIC DESIGN USA MAGAZINE; 2020

*GDUSA Graphic Design Award for City of Raton, New Mexico Branding*

LAURA WORTHINGTON CUSTOMER SPOTLIGHT: CAM WILDE. June 2016

GRAPHIC DESIGN USA MAGAZINE; April 2015

*Students to Watch in 2015*

WHITE SANDS: A PHOTOGRAPHIC JOURNEY. Rachel Telles. Rachel Telles Photography. 2013

VIGNETTES. Rachel Telles. Rachel Telles Photography. 2013

INDESIGN TYPE: PROFESSIONAL TYPOGRAPHY WITH ADOBE INDESIGN, 2ND ED. Nigel French. Peachpit. 2010.

JUST MY TYPE. Simon Garfield. Gotham Books. 2010.

VISUAL COMMUNICATION: IMAGES WITH MESSAGES. Paul Martin Lester. Wadsworth, Cengage Learning. 2011, 2006.

## RELATED MEMBERSHIPS

AIGA (American Institute of Graphic Arts), since 2014

## VOLUNTEER WORK

Full Sail University Media Design Master of Fine Arts Program Advisory Committee Member, May 2020 - Present • Education

New Mexico Coalition of MainStreet Communities Board Member, January 2018 - Present • Economic Empowerment

New Mexico Rails-to-Trails Association Vice President - Board of Directors, December 2012 - September 2016 • Environment

# julia royal.

## RELATED EXPERIENCE

Leighton Moon / Julia Royal, Design | Illustration • Myrtle Beach, SC / Savannah, GA / Alamogordo, NM  
*Independent freelance graphic design, illustration, and branding services*  
March 2006 - Current

- Design and develop brand assets and marketing collateral for print & web in a variety of formats for a diverse client base with vastly varying budgets and deadlines.  
**Highlights:**
  - Contracted Revitalization Specialist in Graphic Design & Marketing for New Mexico MainStreet, providing graphic design and branding assistance to 30+ local MainStreet communities and small businesses.
  - Designed city logo and branding roll out campaign for the city of Tucumcari, NM
  - Designed city logo and branding roll out campaign for the city of Raton, NM
  - 2014 Championship T-Shirt design for Georgia's Peach Belt Conference
  - Designed 2007-2008 tour stage graphics for national recording act, Evans Blue
  - Employee/Volunteer T-shirt design for Spencer's Gifts LLC with Keep a Breast Foundation
  - Designed complete album artwork for national recording act, Parabelle's, three full length albums, one of which reached iTunes #9 Top Rock Albums
  - Head freelance designer in MMA lifestyle t-shirt company, Sin Driven

Senior Graphic Designer & Illustrator • Creative Approach, Savannah, GA / Atlanta, GA (*remote*)  
November 2015 - March 2020

- Designed and developed marketing collateral for print & web in a variety of formats with tight deadlines and a variety of budgets.
- Prepared provided and original artwork for print and production with appropriate marks, bleeds, and other specifications.
- Developed and designed internal social media campaigns, content, and graphics (2018-2020)
- Developed and designed email marketing campaigns, content, and graphics (2018-2020)
- Collaborated with social media manager and art department team to create compelling and relevant static as well as motion graphics for social media and web (2015-2018, 2019-)
- Communicated with and guided clients during artwork approval (proofing) process, moderating appropriate edits to artwork and branding materials.
- Strategized consistent and forward-thinking visual messages for internal and client marketing collateral.
- Recorded and organized design projects and client information for billing and accounting.
- Developed video and slideshow presentations for internal and client trade shows, expos, and events.
- Directed the company website in-house and developed/co-designed the relaunch for both locations (2017).
- Maintained and generated website/blog content for student and commercial audiences.

Graphic Designer • AC Print & Design, Alamogordo, NM  
February 2018 - November 2018

- Designed and developed marketing collateral for print & web in a variety of formats with tight deadlines and a variety of budgets.
- Prepared provided and original artwork for print and production with appropriate marks, bleeds, and other specifications.
- Communicated with and guided clients during artwork approval (proofing) process, moderating appropriate edits to artwork and branding materials.
- Production and post-production of print materials, including vinyl work.

Graphic Designer • Pocket Media Marketing Group, Richmond Hill, GA  
May - June 2015

- Designed and produced of a variety of print materials; specializing in large format signage and vinyl vehicle wrapping.
- Usage of large format Mimaki printers & vinyl plotters.

## Graphic Design Assistant • Savannah Music Festival, Savannah, GA

June - August 2014; January - March 2015; March - April 2016

- Designed and developed various print and web materials for the 2015 Savannah Music Festival in Savannah, Georgia alongside Marketing & Graphic Design Manager.
- Design and layout of institutional, marketing, and promotional material for all media formats concerning the 2015 Savannah Music Festival (SMF), working with outside print vendors when necessary.
- Maintained consistent brand standards across all media for SMF related materials.
- Worked the SMF 2015 and 2016 storefront, selling SMF merchandise while providing information and/or marketing materials.
- Assisted marketing and production teams and crews as needed during SMF productions

## Graphic Design Intern • Armstrong State University, Savannah, GA

Summer 2013

## EDUCATION

### Master of Fine Arts, Media Design; March 2017

Full Sail University; Winter Park, Florida

*Salutatorian*

*Graphic Design USA's Student to Watch in 2017*

*Advanced Achievement Award*

*Course Director's Award: Design Research & Motivation*

### Bachelor of Fine Arts, Visual Art - Graphic Design; May 2015

Armstrong State University (Georgia Southern University); Savannah, Georgia

*Magna Cum Laude*

*Graphic Design presenter at the Annual Women in the Arts Symposium*

*Outstanding Graphic Design Student Award*

### Associate of Arts, Business Administration - Visual Communication; December 2007

American Intercontinental University Online; Hoffman Estates, Illinois

## PUBLICATIONS

### Recognitions & Contributions

#### GRAPHIC DESIGN USA MAGAZINE; 2020

*GDUSA Graphic Design Award for City of Raton, New Mexico Branding*

#### SAVANNAH MAGAZINE "BEST OF SAVANNAH," BEST GRAPHIC DESIGN (Runner Up); November 2019

#### GRAPHIC DESIGN USA MAGAZINE; April 2017

*Students to Watch in 2017*

#### FULL SAIL STORIES; April 2017

*Graphic Design USA's 2017 'Students to Watch' List Features Two Full Sail Grads*

#### LAURA WORTHINGTON CUSTOMER SPOTLIGHT: JULIA ROYAL; December 2016

#### IMAGING ARTS: ARTIST INTERVIEW, JULIA ROYAL; May 2015

## VOLUNTEER WORK

Alamogordo MainStreet, August 2017 - Present • Economic Empowerment

Full Sail University Media Design Master of Fine Arts Program Advisory Committee Member, May 2020 - Present • Education

# logos.

Logos are the key element in any brand identity system. We take great care to build logos with thought to the target audience, the competition, the industry, and differentiation within that industry. We strive for the logos we develop to be recognizable, memorable, sustainable, and flexible.



logo/branding.



NEW MEXICO  
**MAINSTREET**<sup>TM</sup>



NEW MEXICO  
**MAINSTREET**<sup>TM</sup>  
ENGAGE PEOPLE • REBUILD PLACES  
REVITALIZE ECONOMIES



NEW MEXICO  
**MAINSTREET**  
*Promotion*



NEW MEXICO  
**MAINSTREET**  
*Design*



NEW MEXICO  
**MAINSTREET**  
*Economic Vitality*



NEW MEXICO  
**MAINSTREET**  
*Organization*



Logo Animation & Launch Video: [www.youtube.com/watch?v=u-QJKXMZ-Tk](https://www.youtube.com/watch?v=u-QJKXMZ-Tk)





logo/branding.



custom icons (static + animated)



# print design.

Logos are, of course, just the beginning! We have extensive experience with both print and web applications, keeping the visual aspects of the brand and messaging consistent throughout. From business cards to web banners and ads to full stage design, we've have got you covered. Here are a few selected pieces from past clients.



**OUR GUARANTEE**  
Our customers receive 100% satisfaction, 100% of the time. We treat your business like our own.

**LOCAL DISPATCHERS**  
Our dispatch and problem solvers bring 24/7 service to your service calls in the greater Albuquerque area.

**FASTER INSTALLS**  
We install in less than 24 hours. We also offer free service on the day of your lease.

**SUPERIOR TECHS**  
Our service technicians have been recognized with awards for their service. We guarantee a 6 hour installation. Installation expenses are our call plus \$250.

**LOCAL INVENTORY**  
We stock over \$1 Billion in inventory locally so we can get you what you need fast.

**EASY BILLING**  
We will customize and streamline your billing so you can easily understand your bill. We guarantee you will never be in arrears on your bill with a clear record request.

*Ashley Johnson, Owner*

**Ashley's Business Solutions**  
Since 1982  
Business solutions for today's office

**DISCOVER the BENEFITS**

HARDING COUNTY • LAS CRUCES • LAS VEGAS • LOS ALAMOS • LOYINGTON • MOB HILL • PORTALES • RATON • ROSWELL • RUIDOSO • SANTA ROSA • SILVER CITY • SOUTH VALLEY • TOSCI • TRUTH OR CONSEQUENCES • TUCUMAN • SUNI PARKS

# EXPERIENCE

## THE ♥ OF LOCAL

CHOOSE MAIN STREET NEW MEXICO

CHOOSEMAINSTREETNM.ORG

ALAMOGORDO • ALBUQUERQUE • ARTESIA • BARELAS • BELEN • CARLSBAD • CLAYTON • CLOVIS • CORRALES • DEMING • GALLUP • GRANTS • ALAMOGORDO • ALBUQUERQUE • ARTESIA • BARELAS • BELEN • CARLSBAD • CLAYTON • CLOVIS • CORRALES • DEMING • GALLUP • GRANTS

ALL PATTERNS ON THIS POSTER REPRESENT VARIOUS ARCHITECTURAL DESIGN FEATURES & MOTIFS FROM MAIN STREET COMMUNITIES.

# JOIN JOIN JOIN

**maap**  
Metro Atlanta Association of Professionals

MAAP's mission is to create space for you to bring your whole self to a professional LGBTQ+ community.

Expand your professional network

Get connected in your industry

Build your career

Create opportunity in the LGBTQ+ community

Advertise to like-minded people

Make new business relationships

@maapatl | maapatl.org

A NEW MEXICAN TRADITION RETURNS

# MARIACHI CHRISTMAS

DECEMBER 14<sup>TH</sup> 7PM

**FLICKINGER CENTER FOR PERFORMING ARTS**

1110 New York Ave | Alamogordo  
575.437.2202 | flickingercenter.com

TICKETS AVAILABLE ONLINE

This poster is supported in part by New Mexico Arts, a division of the Department of Cultural Affairs, and by the National Endowment for the Arts.

nma



# case study: city of raton.

This project received a  
2020 GDUSA American Graphic Design Award

## project.

We were tasked with developing a brand identity for the City of Raton that would be used primarily for the tourism department. This new logo and brand identity would need to not only entice regional travelers in New Mexico, Colorado, and Texas, but also invigorate the local community with a heightened sense of pride and ownership.

## process.

Once information from city stakeholders and the New Mexico MainStreet Revitalization Specialist in Promotion were gathered, we looked to several existing displays of the city's name throughout the city's landmarks. Though these displays may be arguably historic and/or effective, considerations were made to hold the new logo to the general "spirit" of these styles and iconic/recognizable representations.

## inspiration.

The railroad system is not only an important part of Raton's history, but remains a mainstay today as Amtrak patrons can enjoy all Raton has to offer during lunch layovers for a long cross-country trip or day trips from neighboring Colorado or Arizona. Knowing that the railroad culture is important to Ratonians and their visitors, we looked closely at typography and graphic elements used on old train tickets and passes from the late 1800s and early 1900s – particularly those in the Southwest region. Working through the logo iteration and sketch phases, reoccurring themes and iconography began to surface based on the history, goals, and culture of Raton, New Mexico.

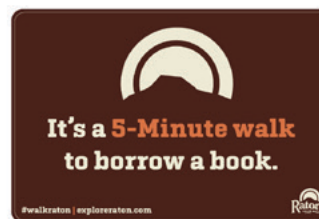
## solution.

**Logo.** The final logo nods to Raton's railroad history through its custom typography. It not only pays tribute to the iconic landmark of Goat Hill but, through the round motif, references travel, connectivity, and the enchanting New Mexican sunsets and people.

**Tagline.** Your Pass references the Raton Pass, a unique feature to the area and by which many visitors recognize the city. The use of "your" invites visitors to enjoy the community. The underline reflects a strike in the earth, hearkening to the mining history and also highlighting the duality of "your" and "our" in the same word. The use of the tagline was designed to be extended in marketing campaigns as "your pass to...", allowing for flexibility in promoting area attractions and events.



Final Logo



**YOUR PASS TO**  
*The good life.*

**Raton**  
YOUR PASS

[ExploreRaton.com](http://ExploreRaton.com)

**Raton**  
YOUR PASS

**YOUR PASS TO**  
*the hot stuff.*

**Raton**  
New Mexico

**YOUR PASS TO**  
*the green.*

[ExploreRaton.com](http://ExploreRaton.com)

**EXPERIENCE HIGH ALTITUDE GOLF AT IT'S FINEST!**

Nestled in the mountains of Northeastern New Mexico, Raton Municipal Golf Course offers beautiful views, abundant wildlife, and cool mountain air in which to enjoy your round of golf!

Par 71 – Nine Hole Facility  
"Best Nine Hole Course in NM" – 2003  
Golf Carts Available for Rent  
Full Food Service  
Full Liquor License  
Tournament & Banquet Facilities Available

RATON COUNTRY CLUB  
AND MUNICIPAL GOLF COURSE  
510 Country Club Road – Raton, NM 87740

[ExploreRaton.com](http://ExploreRaton.com)

**Capulin Volcano National Monument**  
Photo by New Mexico Magazine

[ExploreRaton.com](http://ExploreRaton.com)

**Raton**  
New Mexico

**YOUR PASS TO**  
*riding the trail.*

**CONNECT WITH US**  
Friends of Sugarite  
Keep up with news and events!

SUGARITE CANYON STATE PARK  
211 Highway 126 – Raton, NM 87740  
CALL TO MAKE YOUR FREE RESERVATION  
575.445.5607 | nmparks.com

HORSEBACK RIDING IN  
SUGARITE CANYON  
STATE PARK

[ExploreRaton.com](http://ExploreRaton.com)

**Raton**  
New Mexico

**YOUR PASS TO**  
*wild and free.*

Raton to Raton  
every day

[ExploreRaton.com](http://ExploreRaton.com)



# case study: city of tucumcari.

## project.

We were tasked with developing a brand identity for the City of Tucumcari that would be used to build community pride as well as provide consistent external recognition for area travelers through marketing and tourism.

## process.

Once information from city stakeholders and the New Mexico MainStreet Revitalization Specialist in Promotion were gathered, we met with the team to learn more about the residents, amenities, and future goals of Tucumcari and what they felt was important to market to travelers. From there, we developed a digital moodboard based on our previous discussions to spark conversation (and provide visual insight) on what *looks* and *feels* like Tucumcari.

## inspiration.

Through our discussions, we found that Tucumcari has a lot to offer as far as visual inspiration. Many of the amenities and perks of the city centered around five distinct cultural and historical pillars: classic neon motel signage, Indigenous American culture, “Wild West” American history, Route 66 & classic car subculture, and Hispanic culture & history. We found that these cultural pillars spoke not only to the interests and motivations of Tucumcari residents, but also would spark intrigue among travelers looking to experience the nostalgic charm of Route 66.

## solution.

The final logo nods to every cultural pillar with subtle visual cues. This was done so that if a resident is interested in one (or more) pillar, it would resonate in a personal way, but a visitor with the same interests would also find intrigue, and the logo would in turn reflect some of the iconic experiences found when visiting Tucumcari.

**Classic motel signage** was reflected in the logo through the overall logo shape/curvature and the neon-like striping. **Indigenous Americans** (specifically Comanche) were represented through the diamond motif and striping as found in many native textiles and bead work. The type style and the logo profile, which also mimics the profile of Tucumcari Mountain, calls back to sign paintings and signage from the **Old American West**. **Route 66 and classic car culture** were also represented by the shape and layout of the mark, which also boasts a subtle resemblance to a classic automobile grille. Finally, the vibrant local **Hispanic culture** was represented through the brand’s color story, and the overall movement of the logo’s upper wave motif – which is found in traditional Hispanic dress and lace work.





ROUTE 66 · OLD WEST HISTORY · DINOSAURS · RAILROADS

# EXPLORE TUCUMCARI NEW MEXICO

HISTORY YOU CAN TOUCH.



VISITTUCUMCARINM.COM  
#tucumcariproud

ROUTE 66 · OLD WEST HISTORY · DINOSAURS · RAILROADS

# EXPLORE TUCUMCARI NEW MEXICO

HISTORY YOU CAN TOUCH.



VISITTUCUMCARINM.COM  
#tucumcariproud

EXPERIENCE AN ICONIC ROUTE 66 DESTINATION



# EXPLORE TUCUMCARI NEW MEXICO

Discover our stretch of the historic Mother Road, lined with classic neon and restored vintage motels. Explore our iconic museums, shops, and world-class murals.

VISITTUCUMCARINM.COM  
#tucumcariproud



EXPLORE  
TUCUMCARI  
NEW MEXICO



Happy Holidays



## TUCUMCARI'S FOUR ICONIC MUSEUMS:

**Historical Museum** - 414 S. ADAMS ST.  
Three floors of the 1903 schoolhouse, containing a wealth of memorabilia from the surrounding area. Various rooms with thousands of items on display.

**Route 66 Museum** - 1500 W. ROUTE 66 BLVD.  
A landmark's Route 66 heritage. From Glenn to Tatum to today's Historic Route 66 and everything in between.

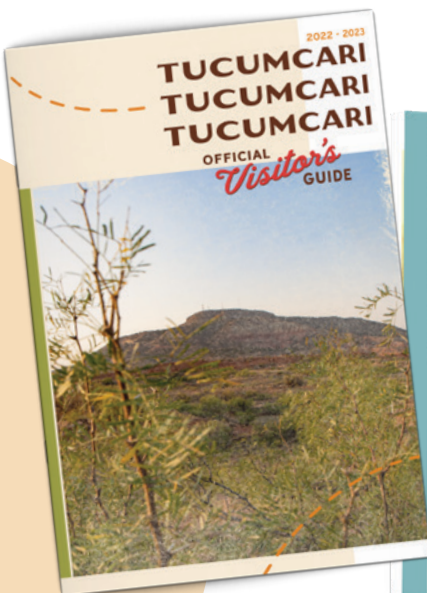
**Quay County Museum** - 322 E. LAUGHLIN AVE.  
From the quarry to the 40' long quarry, the museum's focus is on the Mesozoic period, which includes dinosaurs.

**Quay County Railroad Museum** - 500 W. RAILROAD AVE.  
An depot originally built in 1926. Explore the railroad industry in Eastern New Mexico today.

VISITTUCUMCARINM.COM  
#tucumcariproud

**MUSEUM PASSPORT**  
Visit all four Tatum museums and SAVE!

TUCUMCARI MUSEUM PASSPORT  
Make a day out of it. Visit all four museums and SAVE!



## GHOST TOWNS

The more remote of the world's "ghost towns" consist of images of abandoned storefronts, tumble-down houses, and businesses calling down an empty dusty street. Like Route 66, ghost towns have an important story to tell. Some of these towns are now more than tourist destinations. Others offer endless opportunity for photo ops and for unleashing the imagination. All of them are reminders of long forgotten dreams, hopes, and aspirations.

Before embarking on day trips in search of these forgotten places remember that these are unimproved sites for pleasure viewing, frequent photo property, and signs that reveal a story. Have nothing but photos and leave nothing but footprints.

Here are some Quay County ghost towns you can explore:

**Endigo**  
Endigo is located 37.5 miles east of Tatum in northern Quay County. It is one of the earliest ghost towns in Quay County. It was founded in 1882 by John and George Ellis, who owned a general store.

**Glenn**  
Glenn is located 42 miles west of Tatum. The community was established in 1906 after a survey and section of the land was made on the El Paso and Northern Pacific Railroad. The community was abandoned in 1907.

**How Vista**  
How Vista is located 40 miles northwest of Tatum on U.S. Highway 66. It was founded in 1906 by the How family. It is one of the earliest ghost towns. It was founded in 1906 by the How family.

**Thermidore**  
The original town of Thermidore located four miles west of How Vista was abandoned in 1906. It was founded in 1906 by the How family. It is one of the earliest ghost towns. It was founded in 1906 by the How family.



# budget + pricing.

We offer fixed, hourly, phased deliverable, and custom hybrid pricing based on the scope of the project at hand and the expressed budget. All pricing models and due dates are explained with full transparency before any work begins. We welcome any and all questions regarding our flexible pricing models and the scope of our services. **We encourage a custom-tailored project scope based on your budget and how many deliverables (designed assets/projects) we are able to produce within that budget and an allotted time frame.**

**Logo Design Pricing:** Our previous logo packages have ranged between \$1,000 - \$10,000 based on audience reach, complexity of research, analysis, iteration, and execution as desired by the client. Full branding packages that include —in addition to the logo — style guides, supporting element & asset design (ex: social media graphics, billboard design, visitor's guide design, signage design, etc.) can range from \$10,000 - \$30,000 generally.

**Supporting Projects/Hourly Rate:** Supporting projects not included in a phased scope of work are billed at \$150/hour. This rate can increase based on tighter deadlines.

**Company Time:** When working within an hourly pricing model, billable company time includes design services, iteration development, research, meetings/consultations, project-related communications, travel/lodging, administrative duties, photography, and other approved project-related out of pocket expenses.

**Remember:** Great branding design is an investment.



## differentiator.

We pride ourselves on *not* operating and designing “in a bubble.” Unlike the typical design company, we thrive on the collaborative process and welcome external ideas and perspectives. However, if an external suggestion doesn’t work, through our extensive design education and experience, we’re able to articulate the ‘why’ and develop solutions that *just make sense*.

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## client references.

### **Brenda Ferri**

*Executive Director, Raton MainStreet*

City of Raton Branding

bferri@ratonmainstreet.org

602.538.8787

### **Robyne Beaubien**

*Robyne Beaubien Consulting*

Partnered in branding & marketing  
strategy projects

robynebeaubien@gmail.com

404.396.5750

### **Connie Loveland**

*Executive Director, Tucumcari MainStreet*

City of Tucumcari Branding

mainstreet@plateautel.net

575.403.6272

## contact us.

### **Leighton Moon.**

**Email:** hello@leighton-moon.com

**Phone:** 575.520.9724 or 912.655.0341

**Website:** leighton-moon.com

**Social Media:** @leighton.moon

**Social Media:** behance.net/leightonmoon

**Address:** 407 Utah Avenue, Alamogordo, NM 88310

**Current Time Zone:** Mountain Time (MT)

**Lm.**  
thank you.

Thank you for taking the time to review our information.  
We look forward to working with you!