

Channing & Company

BRAND & BUSINESS DESIGN

- SELECTED WORKS -



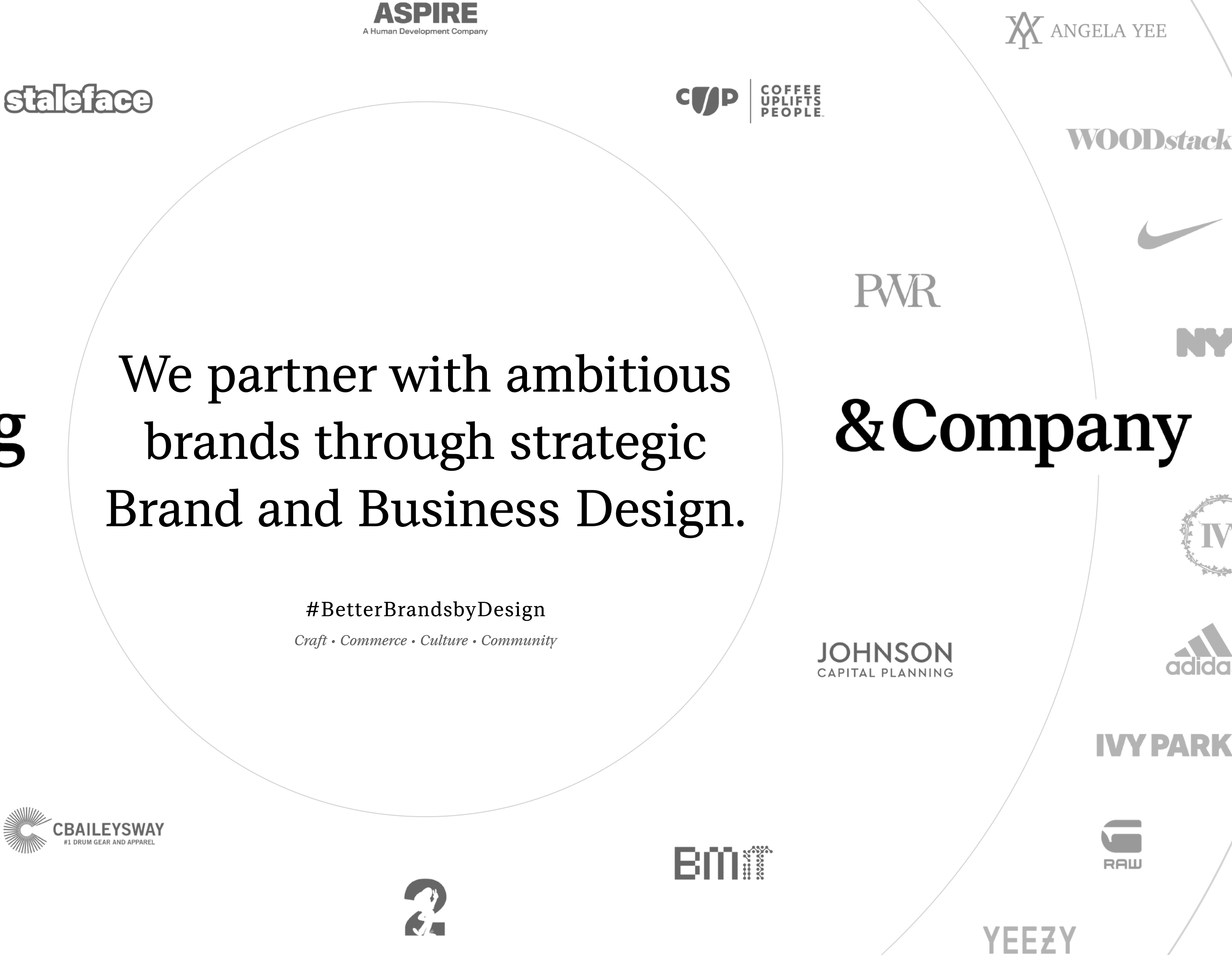
Channing

We partner with ambitious brands through strategic Brand and Business Design.

#BetterBrandsbyDesign

Craft • Commerce • Culture • Community

& Company



About Us

Channing & Company is an independent Black-owned brand design studio in New York City. We are a collaboration-driven studio that partners with mission-driven entrepreneurs and brands to create strategically aligned design that inspires and produces lasting impact.

Our philosophy, *Better Brands by Design*, is defined by the guiding pillars: Craft, Commerce, Culture, and Community. We are champions of our craft. We are known for our work, not simply the brands we work with. Our work and team are culturally insightful, relevant, and representative. We are purpose-driven and forward-facing for the community we serve. We believe design exists to improve lives and incorporate beauty as a part of our solutions. Channing & Company is honored to partner with our friends to meet this challenge.

From high-growth startups to household names, we are proud to have long-term partnerships with some of the world’s most forward-thinking brands. Our clients include Nike, Adidas, WellRead, Aspire, Memphis Black Arts Alliance, National Urban League, Radio Hall of Fame philanthropist Angela Yee, and Coffee Uplifts People.

Channing & Company’s work encompasses brand and business design. Our cross-sector experience enriches our work and relationships from education to finance and retail to entertainment—with deep expertise in culture, brand, and business design.

We are adept at translating business and impact objectives into powerful brand stories and effective design solutions to transform brands, drive business and improve lives.

SELECTED WORKS

Coffee Uplifts People *brand & business Design*

Patfacts 2 *illustration & book Design*

Aspire *brand & education Design*

Nonchalant *brand & apparel Design*

Brand Design *branding, identity, & business Design*

About Channing

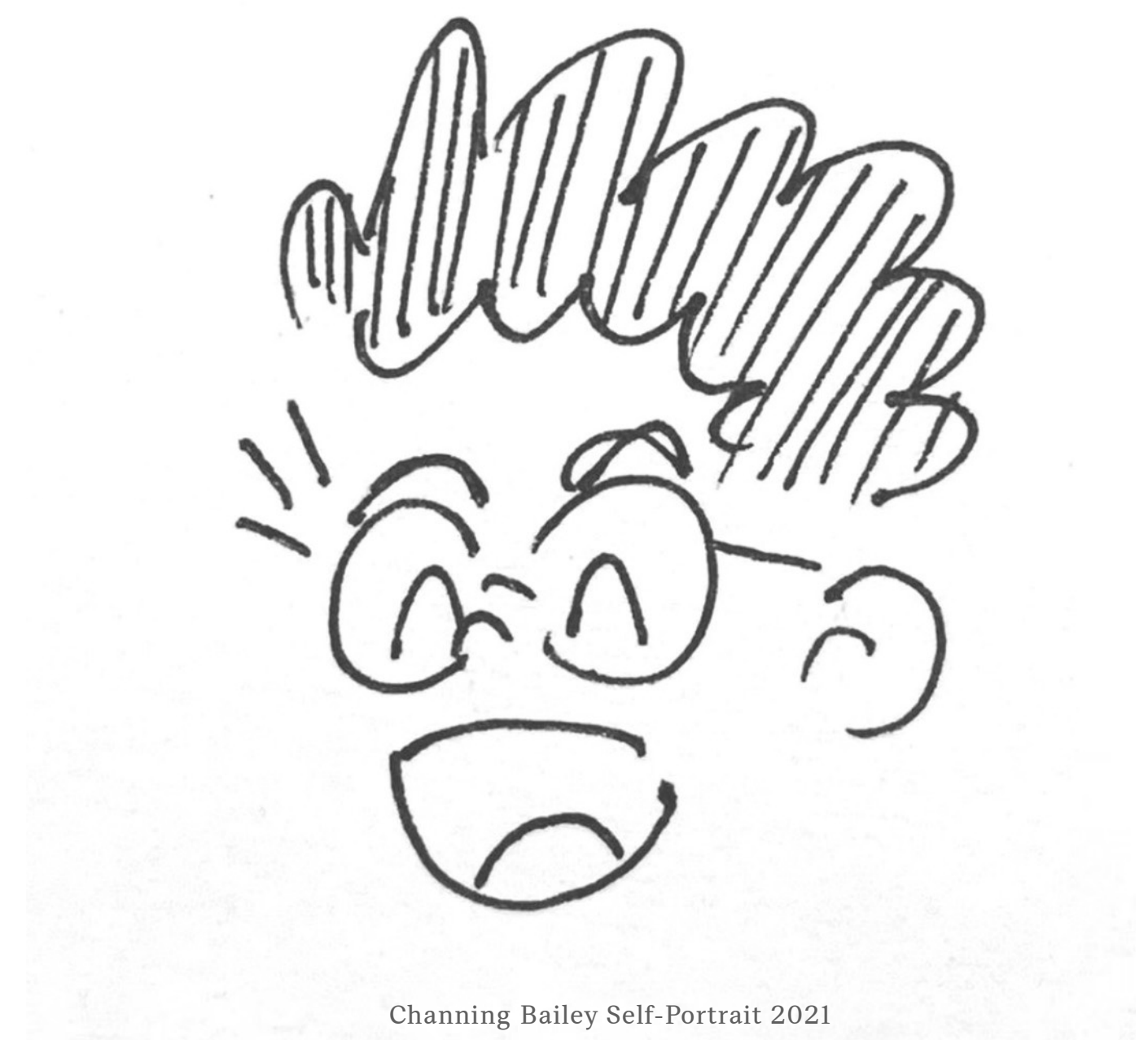
Channing Bailey is a design and communication expert whose work ranges from high-growth startups to household names. As the Founder and Chief Creative Officer of Channing & Company, and Nashville's #1 education design firm, Aspire: A Human Development Company, Channing is the lead creative behind some of the most influential messages in education, business and culture.

His cross-sector experience enriches his creative work and relationships — from education to finance and retail to entertainment, with deep expertise in culture, brand, and business design. Channing is proud to have long-term partnerships with some of the most forward-thinking brands.

Since 2009, Channing works with global companies and thought leaders, influencing how the world perceives some of the most important brands and entities, including Nike, Adidas, Brand Jordan, Angela Yee, Coffee Uplifts People, Billionaire Boys Club, and National Urban League.

Channing has been the design-lead on numerous public projects and his studio counts some of the nation's top disruptive brands among his firm's clientele. Channing also speaks on branding, business, and business design.

Channing is the illustrator and designer of the 2021 bestselling book *Patfacts 2: More Than A Dream*, a collection of principles that will help you in building your dream. From renowned author and educator Patrick Walker-Reese, and illustrated by New York-based artist Channing Bailey comes this new book packed with the duo's signature irreverence. You'll learn what it takes to build your dream. From start to success, and everything in-between, this book is your guide!



Channing Bailey Self-Portrait 2021

Better Brands by Design

At Channing & Company, we believe the world can be made better by human effort. I founded Channing and Company to collaborate with mission-driven entrepreneurs and brands to create meaningful design that elevates business and community.

Our approach to partnership is guided by our *Better Brands by Design* philosophy. *Better Brands by Design* affirms our mission and belief in the transformative power of design and collaboration. Design is solution driven. We align our work and partnerships with our founding pillars: Craft, Commerce, Culture, and Community.

Threading these pillars into the fabric of the brands we shape, our vision is to affect change systematically. To do this, we partner with ambitious brands through strategic Brand and Business Design. Through brands we elevate business and create lasting impact in the communities we serve.

🍷 #BetterBrandsbyDesign

Channing Bailey
Founder of Channing & Company

Channing & Company

Craft

Substance over smoke. We take our assignment, however small or "unimportant", and do it really well.

Commerce

Our work is strategic and solution driven. We harness the power of design to impact and grow your business.

Culture

Our work and team are culturally insightful, relevant, and representative of the audiences we serve.

Community

We are purpose driven and forward-facing. We elevate our community through brand and business design utilizing collaboration and commerce.

Channing & Company



Coffee Uplifts People

Coffee Uplifts People (CUP) has an ambitious vision to fulfill the uplifting promise of coffee within every touchpoint – from supply chain to consumer. Coffee Uplifts People is the brand's name and its mission.

Channing & Company was invited to help define Coffee Uplifts People's brand strategy, and its expression! The story is in the CUP! The CUP mark is a symbolic toast between two cups of coffee, illustrating upliftment. At the core is the U-bean, signifying the human-centered stories CUP illuminates throughout the coffee industry.

Creating economic upliftment and opportunity is at the heart of CUP's mission to bring a DIRE Response (Diversity, Inclusion, Representation, Equity) to the coffee industry which remains overwhelmingly non-inclusive. Through culturally enhancing and service driven experiences, CUP creates pathways to diversity, inclusion, representation and equity from farm to the communities we serve — this is how Coffee Uplifts People.

CUP is on a conscious journey of quality coffee that is sourced and served sustainably with respect for all people. From producers to importers, roasters, baristas, and consumers, CUP is fulfilling the promise of coffee at every touchpoint. Something's different about this CUP!

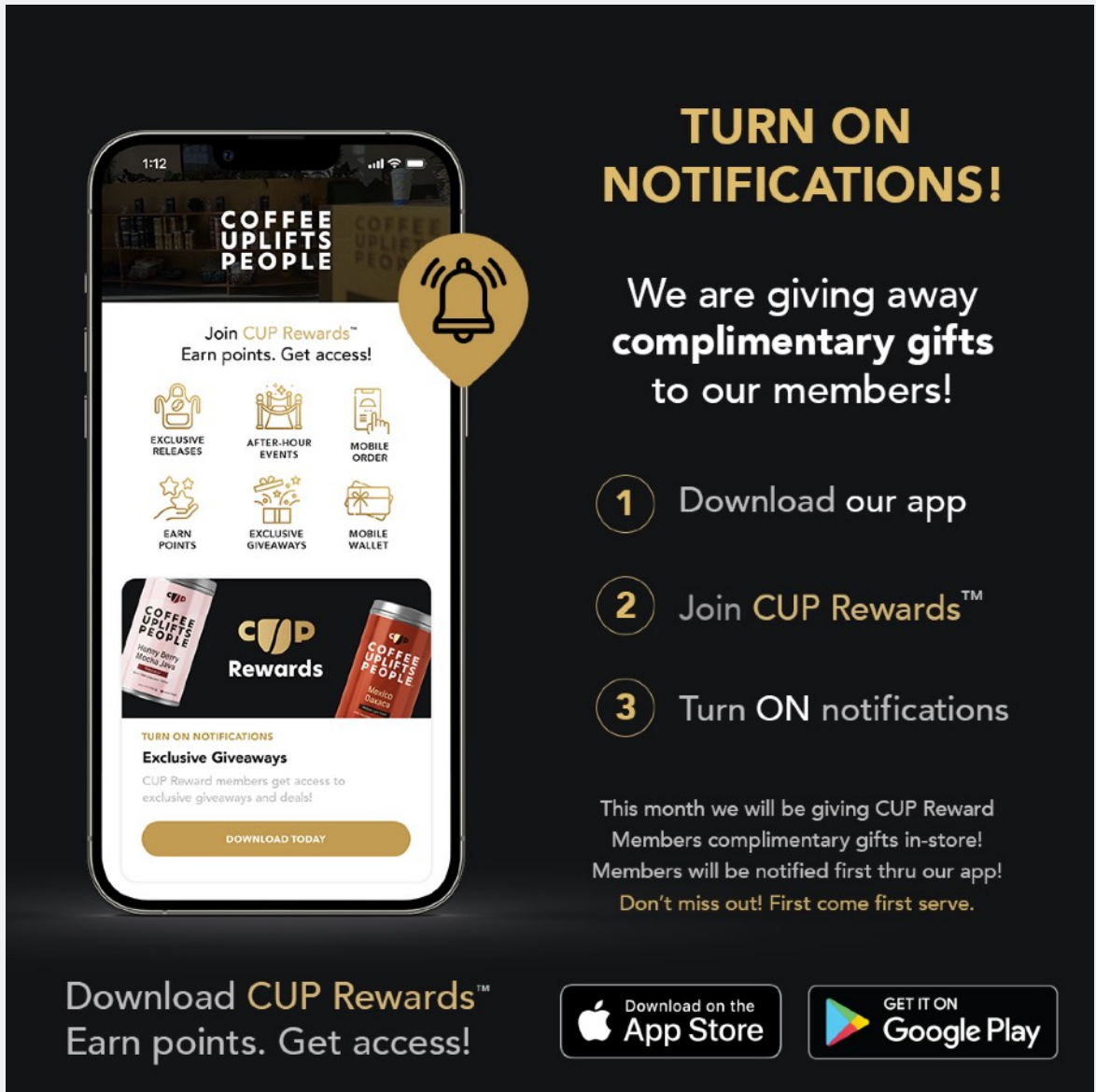
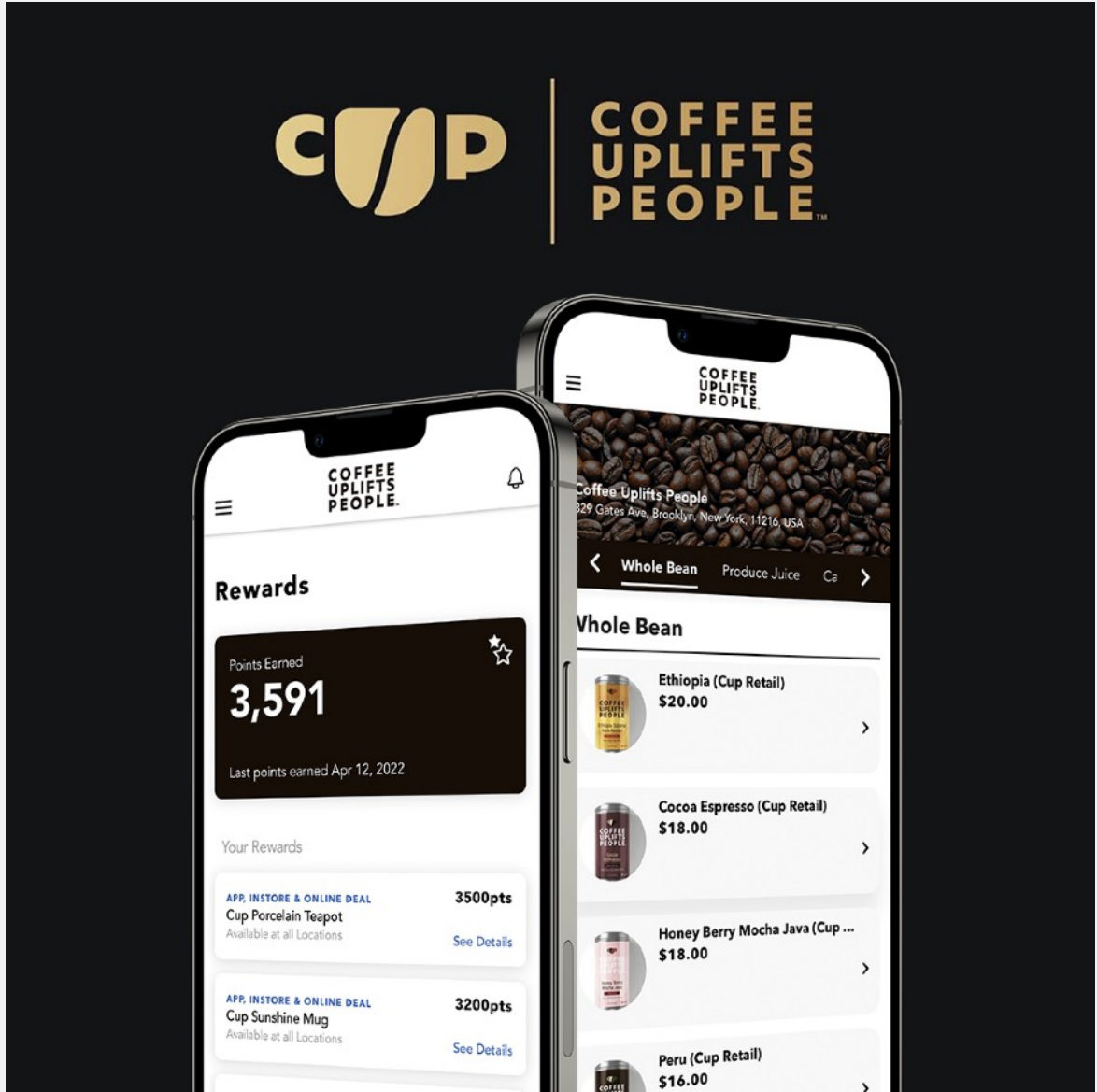














PRODUCE JUICE

COMING SOON
NEXT DROP
January 1st

Watermelon P.A.L. from Drink Fresh Juice V GF
 Watermelon, Pineapple, Apples, Lemon
watermelon base spiked with the tangy sweetness of pineapple, lemon, and apples

Daily Green Glow from Drink Fresh Juice V GF
 Cucumber, Apples, Kale, Celery, Lemon, Ginger
apple sweetened green blend with the light crispness of cucumber

Beet Gingeraid from Drink Fresh Juice V GF
 Apples, Beets and Ginger
a gingery punch to the taste buds with a tangy range of apples softened with the sweetness of red beets

Fresh G.AL. from Drink Fresh Juice V GF
 Fresh Ginger, Apples, and Lemons
flavor orchestra peppered with the rapid pace of lemon and ginger playfully softened with the sweet serenity of apple



TEAS

	12 OZ MEDIUM	16OZ LARGE
CLASSIC BLENDS		
Vanilla Earl Grey	4.95	5.45
Chamomile Mint	4.95	5.45
Relax Relate Release	4.95	5.45
EXCLUSIVE BLENDS		
Ginger Turmeric	5.45	5.95
Matcha Latte	5.45	5.95
Turmeric Latte	5.45	5.95
Chai Latte	5.45	5.95

REFRESHING SIPS

Sorrel <small>from Brooklyn Brewed Sorrel</small> <i>Floral Sweet, Rich, Hibiscus Spice, Brewed & Aged</i>	6.95
Uptown <small>aka Arnold Palmer</small> <i>Lemonade and Iced Tea</i>	4.50
Bed-Stuy Lemonade	4.50
Stella's Groove <i>Sorrel and Lemonade</i>	5.50
Orange Juice	5.95
Bottled Water	2.75



V Vegan VG Vegetarian
 Veggie GF Gluten Free

Good food has the power to positively impact how you feel, we believe this is fundamental to an uplifting lifestyle.



Bagels <i>choose your favorite</i> Plain Everything <i>Whole Wheat</i> Cinnamon Raisin	3.50 <i>Cream Cheese +1</i> <i>Vegan Cream Cheese +1</i> <i>Vegan Butter (complimentary)</i> <i>Butter (complimentary)</i>	
Almond Butter Toast <i>Almond butter, bananas, berries, granola, chia seeds, honey, sourdough</i>	vg 7.95	
Cheddar Jam Rock <i>Toasted spiced bun with smoked cheddar cheese</i>	vg 5.75	
CUP Avo Toast <i>Avocado*, spinach, hemp seeds, flax seeds, chili flakes, feta cheese, truffle honey, lemon juice, olive oil, sourdough</i>	vg 12.95	
Roasted Hummus & Avo Sandwich <i>Hummus, avocado*, feta, cucumber, spinach, pickled red peppers, basil, lemon juice, olive oil, ciabatta</i>	vg 12.95	
Berberbe Chicken Salad Toast <i>Ethiopian spiced shredded rotisserie chicken, pepper medley, smoked potato chips, mayonnaise, sourdough</i>	11.50	
Turkey Cheese Croissant <i>Turkey, cheese, spinach, croissant</i>	9.95	

BRANCH PATTY *Jamaican patties*


Beyond Beef with Cheese v 5.95
Beyond beef, onions, scallions, fresh herbs & spices, plant-based cheese with paprika crust.

Curry Squash & Chickpea v 5.95
Seasonal squash (summer squash) with chickpea, curry and coconut milk with a turmeric crust

Seasonal Greens v 5.95
Collard greens, carrots, tomatoes, coconut milk with spinach crust

Add-On *choose your favorite*
Avocado +2 *Delivered Fresh Daily!*
Plant-based Bacon +2
Bacon +2

CUP Spreads *spread love the CUP way!*
Fig +2 **Spicy +1.5**
Bacon-Chili +2 **Mayonnaise (complimentary)**



Avocados delivered Fresh Daily!* **GF Gluten Free **VG** Vegetarian **V** Vegan



Patfacts 2

Patfacts is a collection of principles that underscore commonalities shared by the most successful dreamers in the world, written by educator Patrick Walker-Reese and illustrated by New York-based designer Channing Bailey.

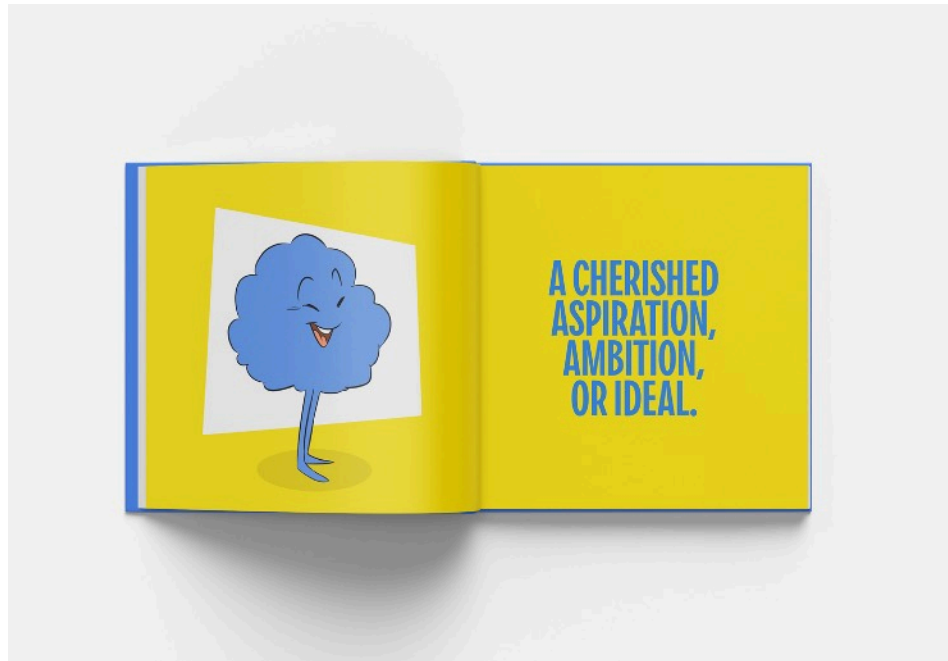
Packed with the duo’s signature irreverence, Patfacts 2: More Than a Dream illustrates key principles in handling success, failure, and manifesting your dreams! Patfacts 2 bridges cultural and educational gaps with bitesize, thought-provoking principles (“Patfacts”) and engaging illustrations.

Patfacts 2: More Than A Dream is published by Aspire, a Human Development Company reshaping education through innovative storytelling, interactive programming, and creating culturally relevant educational resources for Black and Brown dreamers.

Patfacts 2: More Than a Dream is a must-read for all dreamers who aspire to be doers.



illustration
book design
production
programming
marketing



THE ART OF DREAMING

BY CHANNING BAILEY

When Patrick and I founded Aspire, our mission was to create road maps for dreamers who desire to live passionate and fulfilled lives. By articulating the principles of dream building, everyone is invited to participate and better understand the world and our relation to the people in it. In creating Patfacts, we set out to create a visual narrative for dream building. After Patfacts Volume 1 was published, we realized that it skewed towards an older audience. This realization prompted a distinct shift in intention for Patfacts 2: More Than a Dream. Rebelling against the notion that dream building needs to be complicated, our focus is to deliver our philosophies in a palatable manner. Guided by this mission, we developed

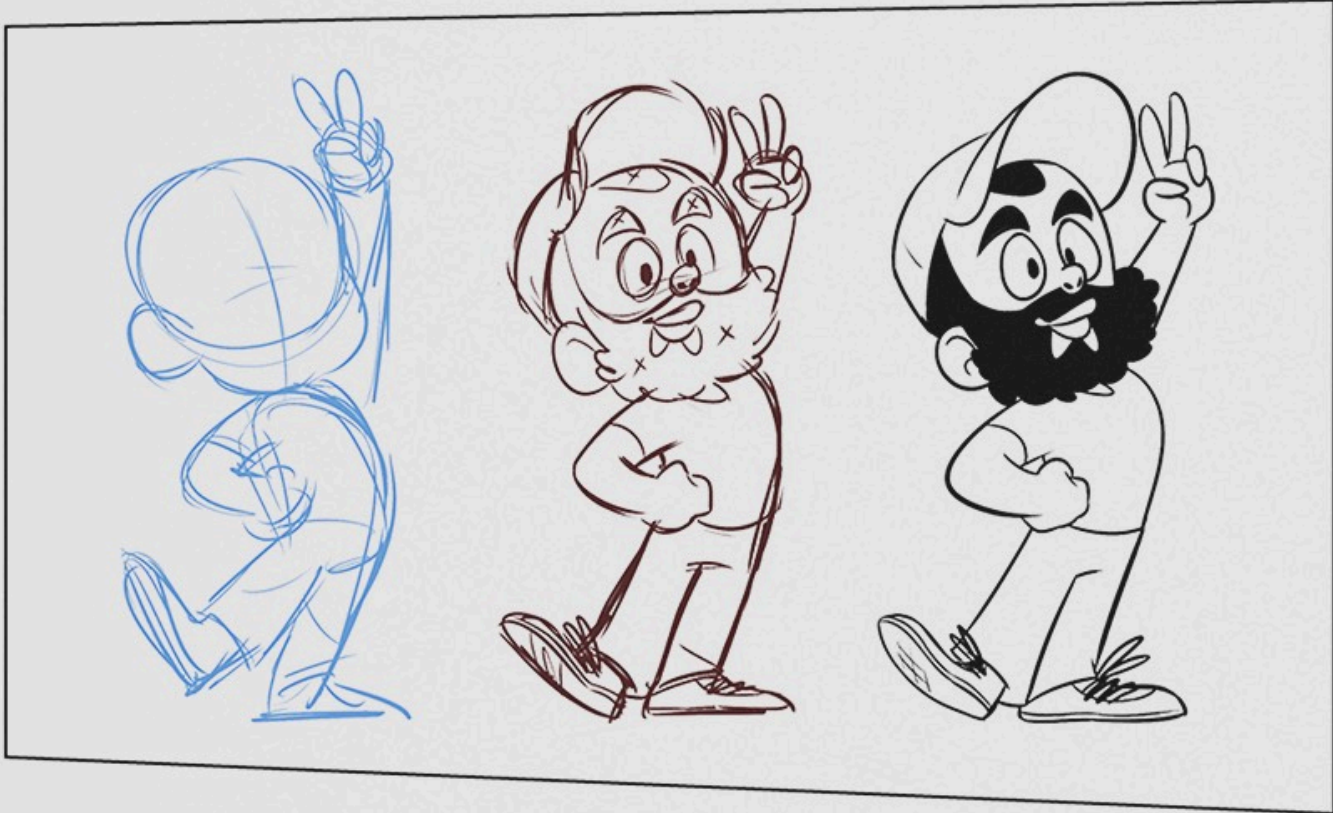
frameworks for dream visualization and actualization for dreamers of all ages.

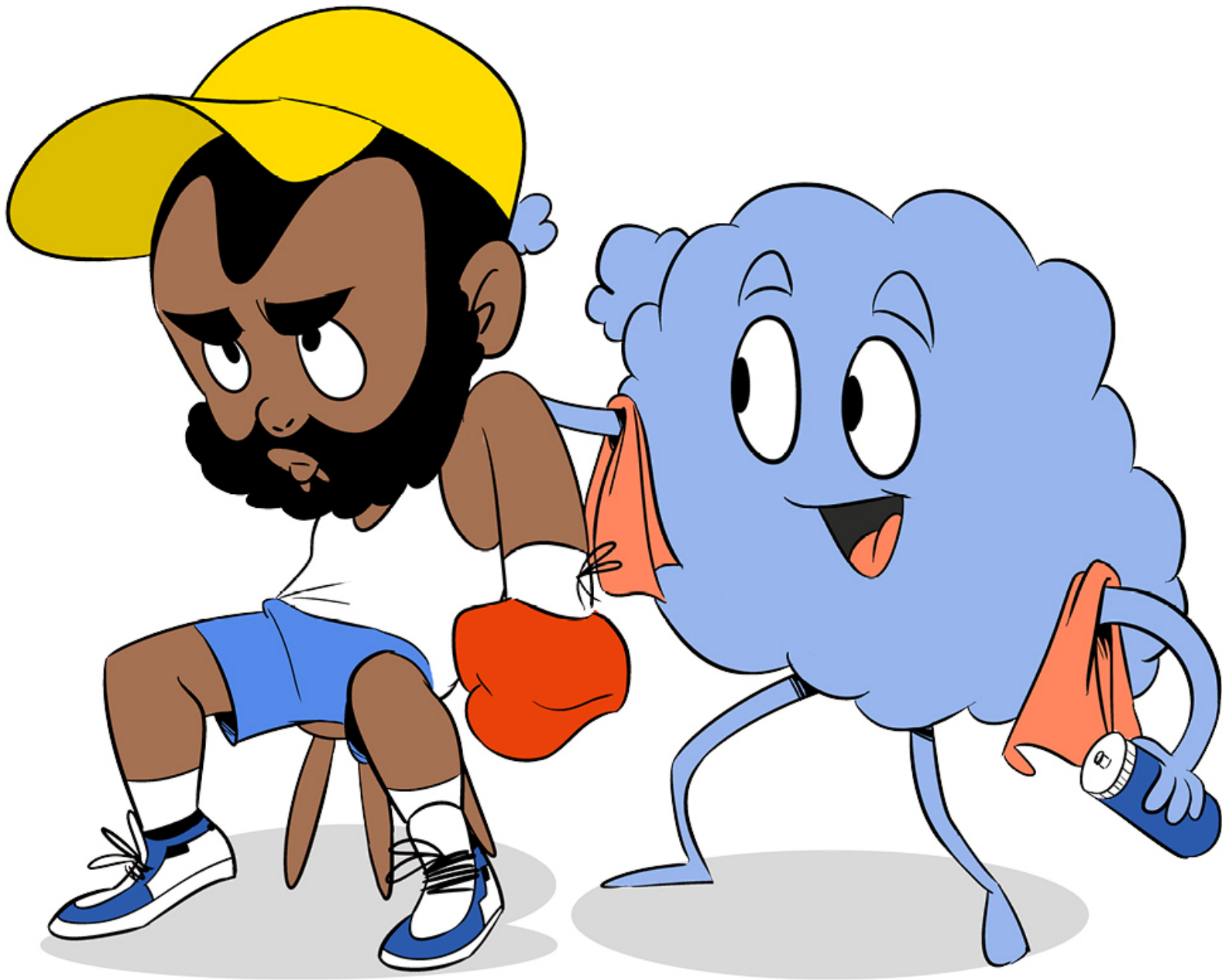
In our early brainstorming sessions, Patrick and I began to notice that among ourselves and the Master Dream BLDRS we admired, our experiences with dream building could be connected and summarized into central themes: Dreams, Work, Success, Love, and Life. Like threads of fine silk, these shimmering themes connected us. This discovery propelled us to design Patfacts 2 around these themes in hopes that you also notice their presence throughout your journey of dream building.

Art and design function as translators for the abstract, turning a vision, belief, or dream into a tangible form of communication. Intending to reach a broader audience, we wanted to take a different approach to inspire Dreams, Work, Success, Love,

and Life. To express these central themes, we sought to design Pat and his dream building friends around them. Refining the messenger and the message, we considered a variety of mediums and explored several styles. In the end, we felt that original hand-drawn illustrations would create unique opportunities for us to skew reality and explore all kinds of improbable possibilities to bring the themes to life.

Dreams are often considered symbolic. Like dreams, symbols can convey complex messages and ideas. They have the power to distill that complexity into a simplified language that can be understood universally. As symbolic representations, the characters you will soon meet become metaphors stretching beyond age, language, and the covers of this book to take form and meaning in your everyday life. These characters—Pat, Dreams, Work, Success, Love, and Life—carry the promise of your grandest aspirations and new dimensions of meaning.



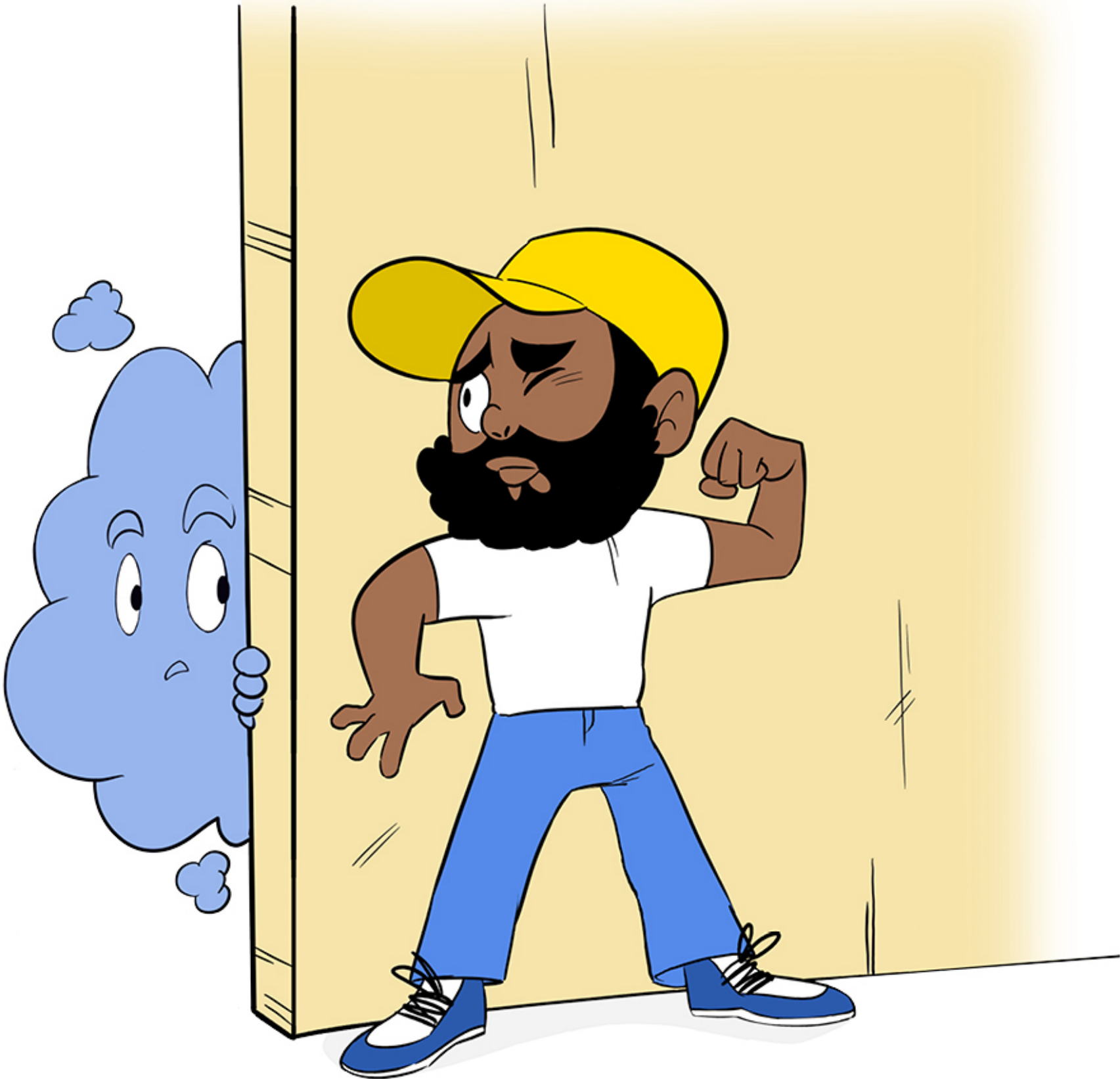


1 YOUR DREAMS REQUIRE YOU TO BE STRONGER THAN YOUR FAILURES.

One of the strongest misconceptions on the road to success is that failure is synonymous with weakness. When in actuality, failure is exactly where strength is built. Your dreams require you to be stronger than your failures because when you are afraid to fail, you are afraid to dream. You will never make the last shot if you are afraid to take the last shot. You will never land the big deal if you are afraid to pitch the big deal. You will never fully tap into your strengths until you have been honest about your weaknesses. Failure and dreaming go hand in hand. It's the way you deal with the failure that turns dreams into realities.





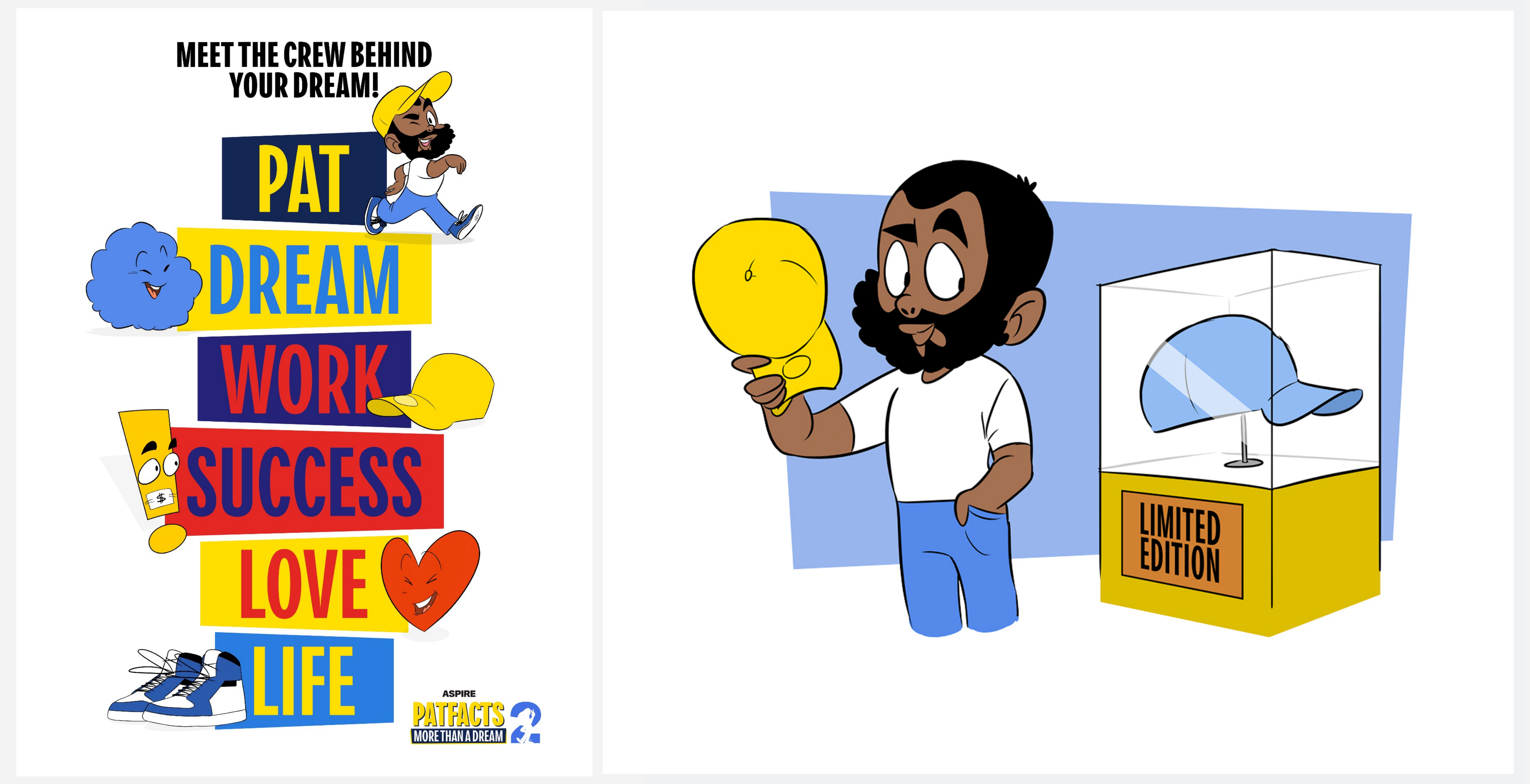


6 THERE IS NO SAFE WAY TO DREAM. TRUE SAFETY IS THE DREAM ITSELF.

Dreams come true when you're willing to bet on yourself. Relying on your job for security or family and friends' approval is putting your livelihood and dreams in the hands of others. There comes a point in dream building when you have to just jump! Jumping doesn't mean you don't plan. Jumping means planning for what you can see and not allowing your inability to see what's around the corner to stop you from making significant investments. Dream building doesn't mean you won't feel fear; it means you're willing to continue working despite it.

45









ASPIRE OF THE DREAM PRESENTS

PATFACTS 2

MORE THAN A DREAM LITERACY CAMPAIGN



R

eadings is essential in building a Dream—Aspire's #1 mission and goal! Not only in education, but in the modern business world where so much communication takes place in written form, over email, text messaging, and social media. Because of this, the ability to read for comprehension and to communicate effectively is more important than ever.

Join us in our goal of connecting 2,000+ readers in your community. The Patfacts 2: More than a Dream Literacy Campaign is designed to engage readers, children and adults alike, with culturally relevant and engaging literature and interactive experiences.

LITERACY BY THE NUMBERS

{

75%

SEVENTY-FIVE PERCENT OF STATE PRISON INMATES CAN BE CLASSIFIED AS ILLITERATE. Ninety-five percent of those incarcerated are reintegrated into our communities.^[1]

What is a Patfact?

Patfacts is a collection of principles that underscore commonalities shared by the most successful dreamers around the world. A highly popular series, Patfacts bridges many cultural and educational gaps with tough thought-provoking principles ("Patfacts") and engaging illustrations.



Enhancing Literacy: Patfacts Experience

To enhance and reinforce literacy, we will take readers through the virtual Patfacts Experience which utilizes interactive activities based on the principles found in Patfacts 2: Dream, Work, Life, Love and Success.

The Patfact Experience includes:

- + 45 Minute Virtual Skill Building Session
- + Book Review with Author and Chief Dream BLDR Patrick Walker-Reese
- + Two (2) Special Edition Patfact Activities
- + Data-Driven ASPIRE Assessment

{

30M

30 MILLION ADULTS IN THE U.S. CANNOT READ, WRITE, OR DO BASIC MATH ABOVE A THIRD GRADE LEVEL. Over 70% of America's inmates cannot read above a 4th grade level.^[2]

HELP US CONNECT WITH 2,000 READERS

JOIN US AND OUR PARTNERS IMPROVING LITERACY

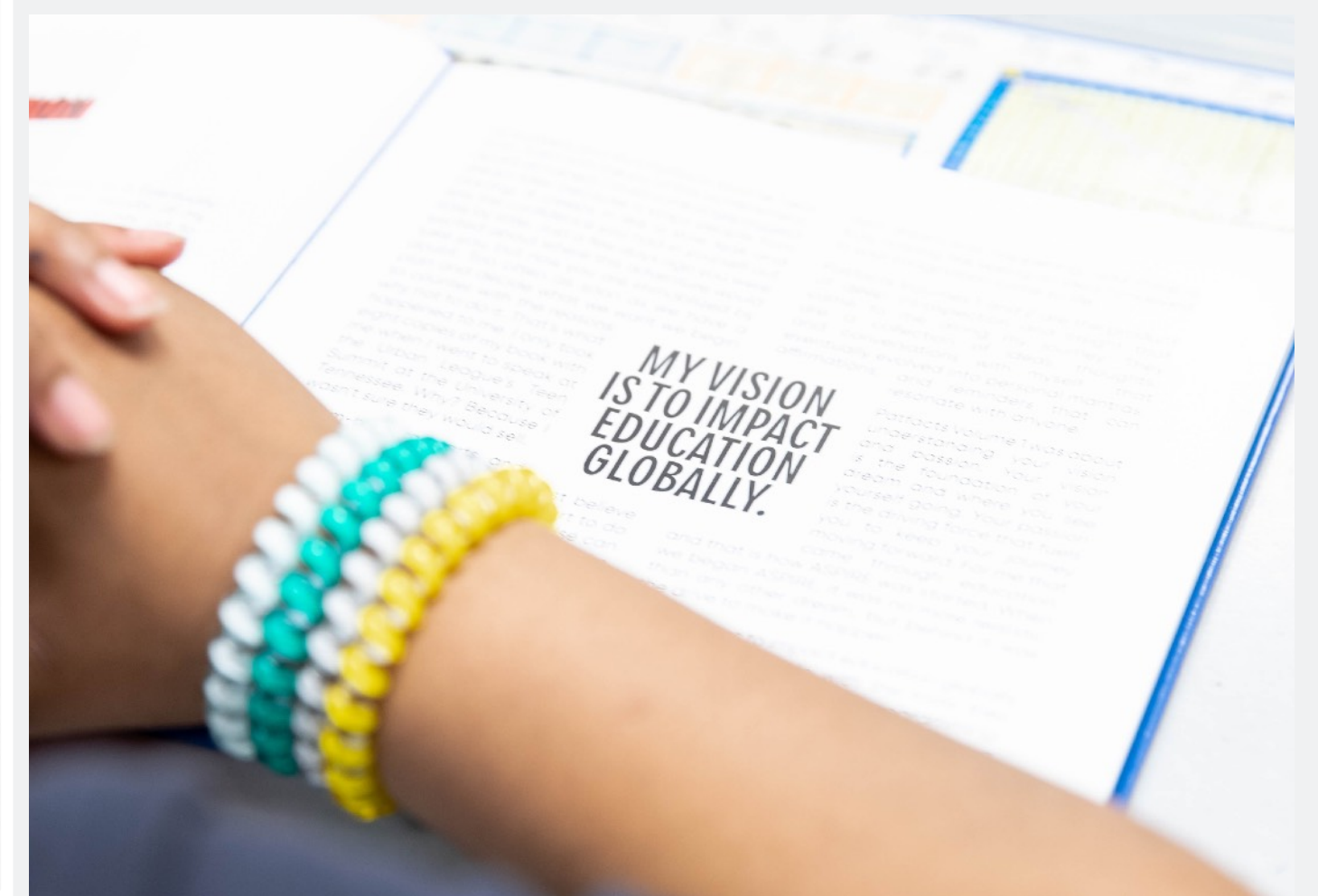
The COVID-19 global crisis is having a significant impact on the education of millions across the world. We are working to increase our capacity and response to provide learning resources needed to continue literacy development – but we can't do it without you!

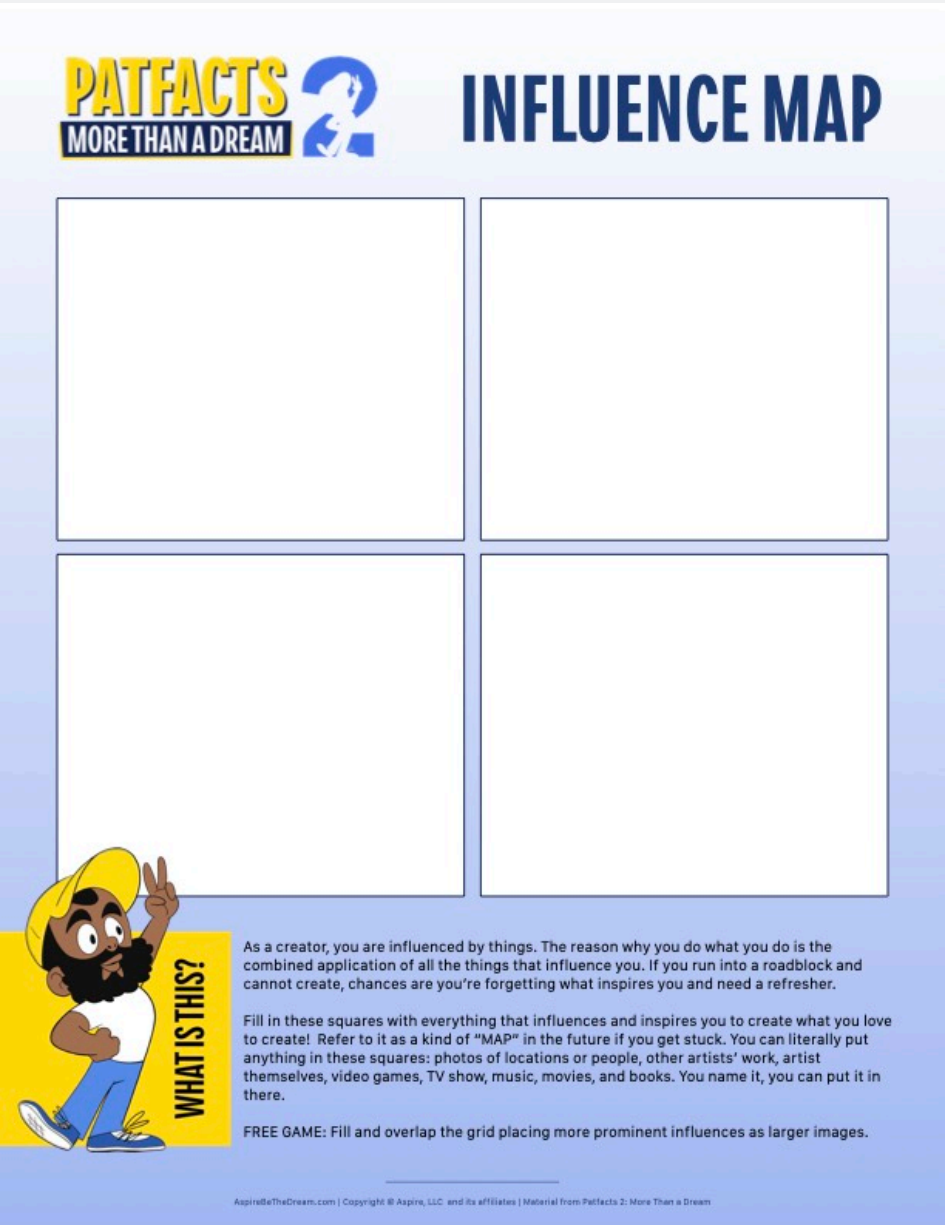
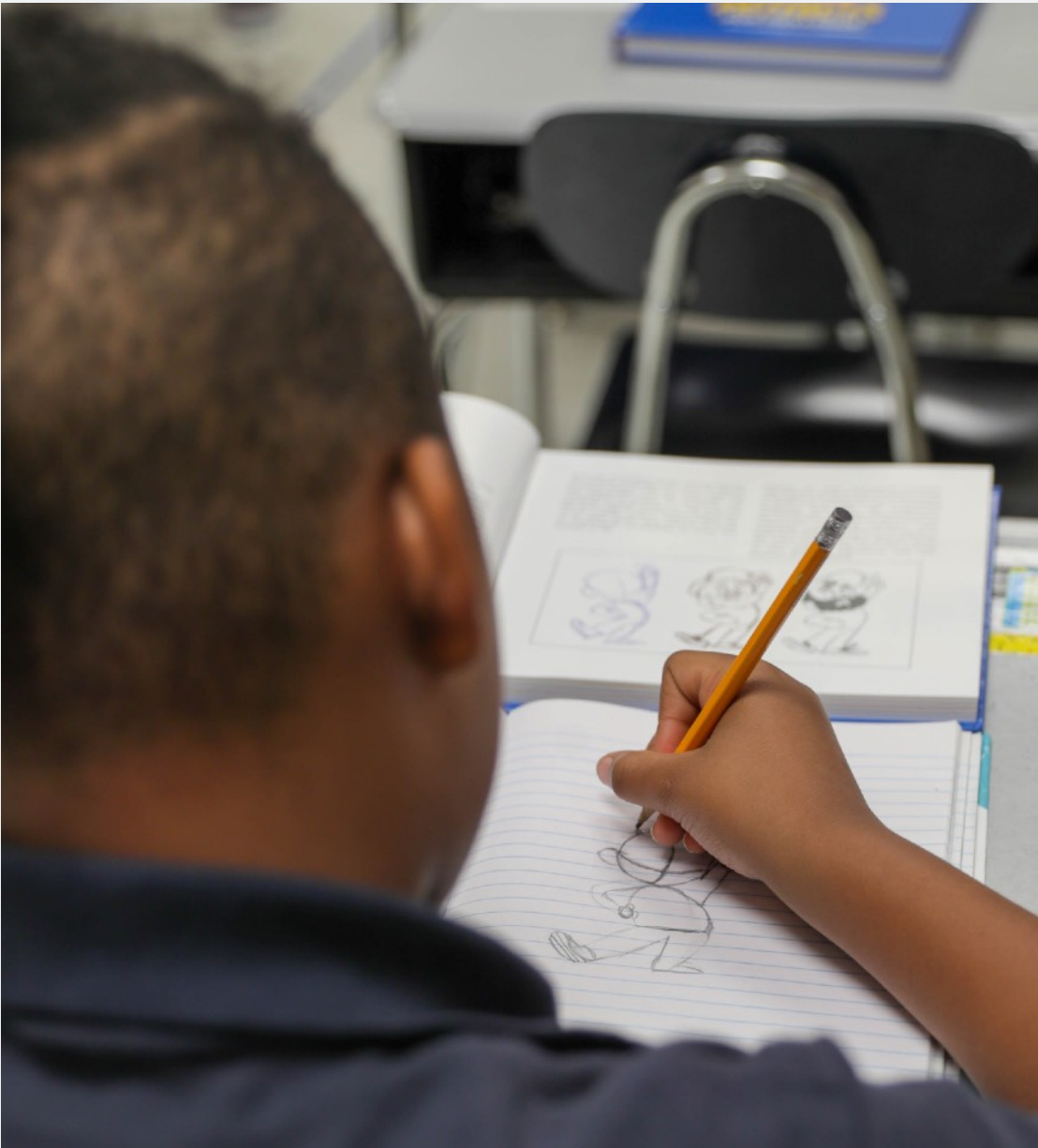
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70%

70% OF ADULT WELFARE RECIPIENTS HAVE LOW LITERACY LEVELS. There is a clear correlation between more education and higher earnings.^[3]







PATFACTS
MORE THAN A DREAM

THE ART OF DREAMS

PRIVATE BOOK SIGNING SERIES FINAL: ART EDITION

PATRICK WALKER-REESE CHANNING BAILEY

FEATURING SPECIAL GUESTS: JOHN GOTTY, TRISTIN BAILEY, JAMAL MORRIS, TONY MOZIAIC, WILCOX, MARCUS J, STOLEN, ACME, KOOL BREEZE, PAT POEMS

PATFACTS
MORE THAN A DREAM

ROOFTOP DREAMS

PRIVATE BOOK SIGNING SERIES

EDUCATION BUSINESS ART

JOIN US AT 6PM WED - OCT. 14 @LIVEZASPIRE

ACME

ASPIRE PRESENTS

STOLEN ZOMBIEBITCHEN FU STAN KOOL BREEZE

PATFACTS
MORE THAN A DREAM

DREAMS TAKE BUILDING

PRIVATE BOOK SIGNING SERIES ENTREPRENEUR EDITION

JOIN US AT 6PM WED - OCT. 14 @LIVEZASPIRE

ACME

ASPIRE PRESENTS

STOLEN ZOMBIEBITCHEN FU STAN KOOL BREEZE

PATFACTS
MORE THAN A DREAM

LITERACY LUNCHEON

MONDAY JAN. 31 11AM-1PM

FOOD PROVIDED BY SLIM&HUSKY'S SPONSORED BY PIVOT TECH

JOIN US + RSVP LINK IN BIO @LIVEZASPIRE

ASPIRE PRESENTS

STOLEN ZOMBIEBITCHEN FU STAN KOOL BREEZE





ASPIRE

A Human Development Company

Reshaping Education

Through innovative storytelling, marketing, and interactive programming, Aspire repurposes entertainment and pop culture to create a truly unique educational experience to create lasting, unique and impactful connections. By establishing this foundation of familiarity and expertise, alongside real-time data assessment, students are more engaged and intrinsically incentivized which has been a major driver in our differentiation in leveling the playing field and closing the opportunity gap for students in underserved communities.

Since 2013, we have worked with various organizations such as NYC Department of Youth and Community Development (DYCD), Girl Scouts of America, 100 Black Men, Caterpillar Financial, YMCA, Tennessee State University, National Urban League, professional athletes, and D-1 athletic programs to translate one fundamental truth - that dreams come true everyday, somewhere for somebody, and today it can be you. We believe that by equipping dreamers of all ages to become the person they want to be tomorrow today—we can change the world one dreamer at a time.

Aspire utilizes researched based goal-setting methodologies while incorporating life experiences of our Dream BLDRS to provide effective insights and solutions through the focus on professionalism, vision creation, goal setting, and team-strengthening.

ASPIRE BE THE DREAM.



ASPIRE

DREAM BLDRS

AspireBeTheDream.com

ABOUT

Dream BLDRS is an 18-module socio-emotional leadership development program

Dream BLDRS translates and delivers college and career readiness core competencies in an effort to support and decrease recidivism of transition students, student athletes, first-time freshmen, academic foci and students that are currently declared as “Undecided.”

In line with the organization’s strategic plan to increase enrollment, retention, and positive engagement through active student development, Dream BLDRS addresses key retention areas, by developing a sense of community through intimate weekly sessions.

The program creates accountability and trust through active engagement alongside mentorship relationships with upperclassmen that currently serve as Program Ambassadors. The weekly use of corporate and community partners will drive student engagement and create the consistent relationships, opportunities and professional partnerships for all participants.





ASPIRE

DREAM BLDRS

AspireBeTheDream.com

WORKBOOK SAMPLE

Dream BLDRS translates and delivers college and career readiness core competencies in an effort to support and increase retention of transition students, student athletes, first-time freshmen, and academic foci.

BUILDING YOUR BIO

VISION KEY POINTS
BIG • UNREALISTIC • HELP OTHERS

ASPIRE BE THE DREAM

Name: _____ Date: _____

Directions: Define who are you by creating your own Mission Statement and Vision Statement for your life.

MISSION STATEMENT

A mission statement is a short statement of why an organization exists, what its overall goal is, identifying the goal of its operations: what kind of product or service it provides, its primary customers or market, and its geographical region of operation.

VISION STATEMENT

A vision statement is sometimes thought of as a picture of your life in the future, but it's much more than that. When creating a vision statement, you're articulating your hopes and dreams for your life. Your vision statement is your inspiration, and it will serve as the framework for all your strategic planning.

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Follow us @Live2Aspire

Vision - Dream BLDRS | 6

2 MIN DRILL

GOAL SETTING KEY POINTS
SMART • STEPS • SERIOUS

ASPIRE BE THE DREAM

Name: _____ Date: _____

Directions: Under the "current" column, write down what you currently do next to each hour. Under the "desired" column, write down what you would like to be doing for each hour. In the bottom table, you are going to summarize what you do for the day in the first column and summarize what you would like to do for the day.

DAILY SCHEDULE

Current Schedule

Desired Schedule

WEEKLY SCHEDULE

Current

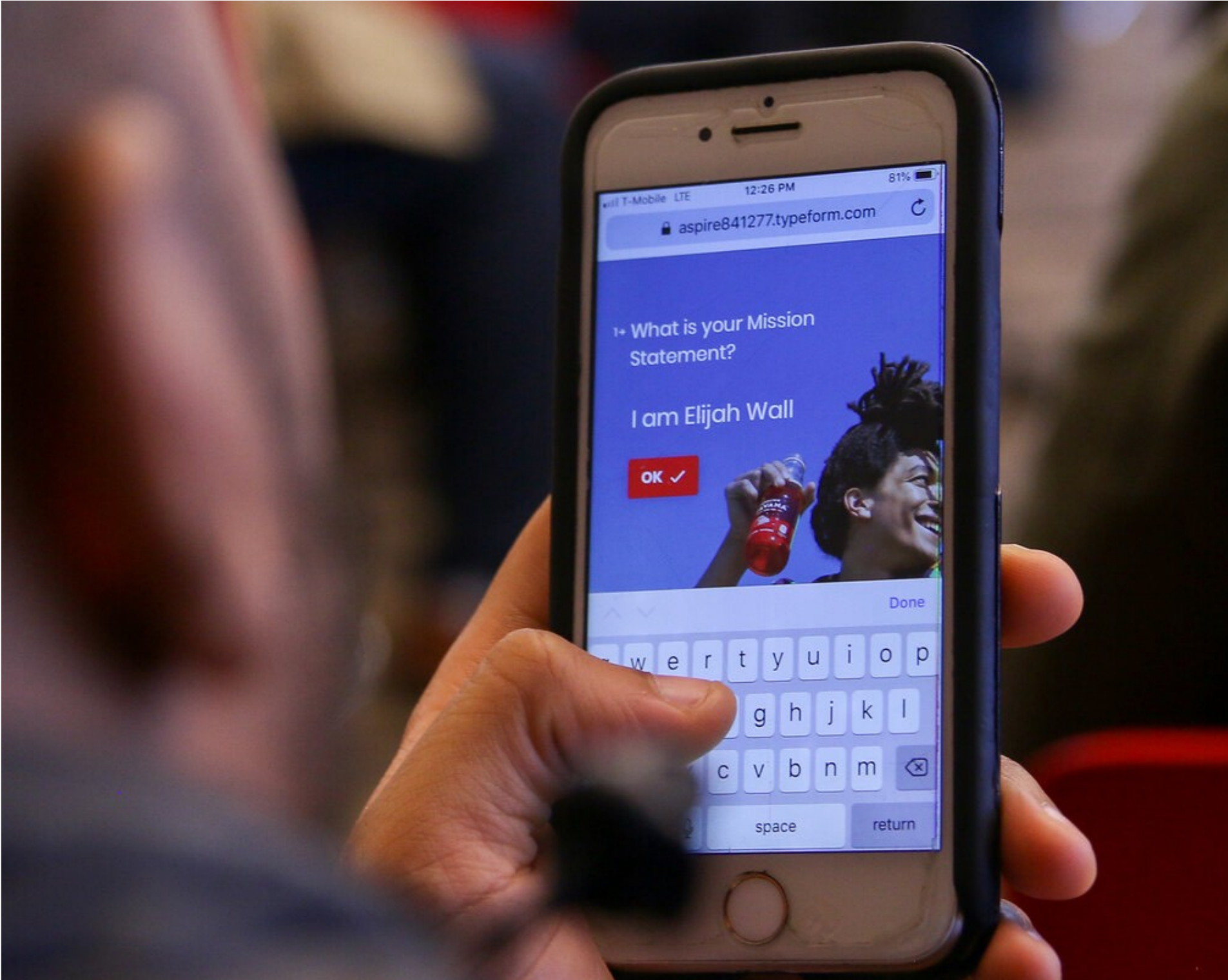
Desired

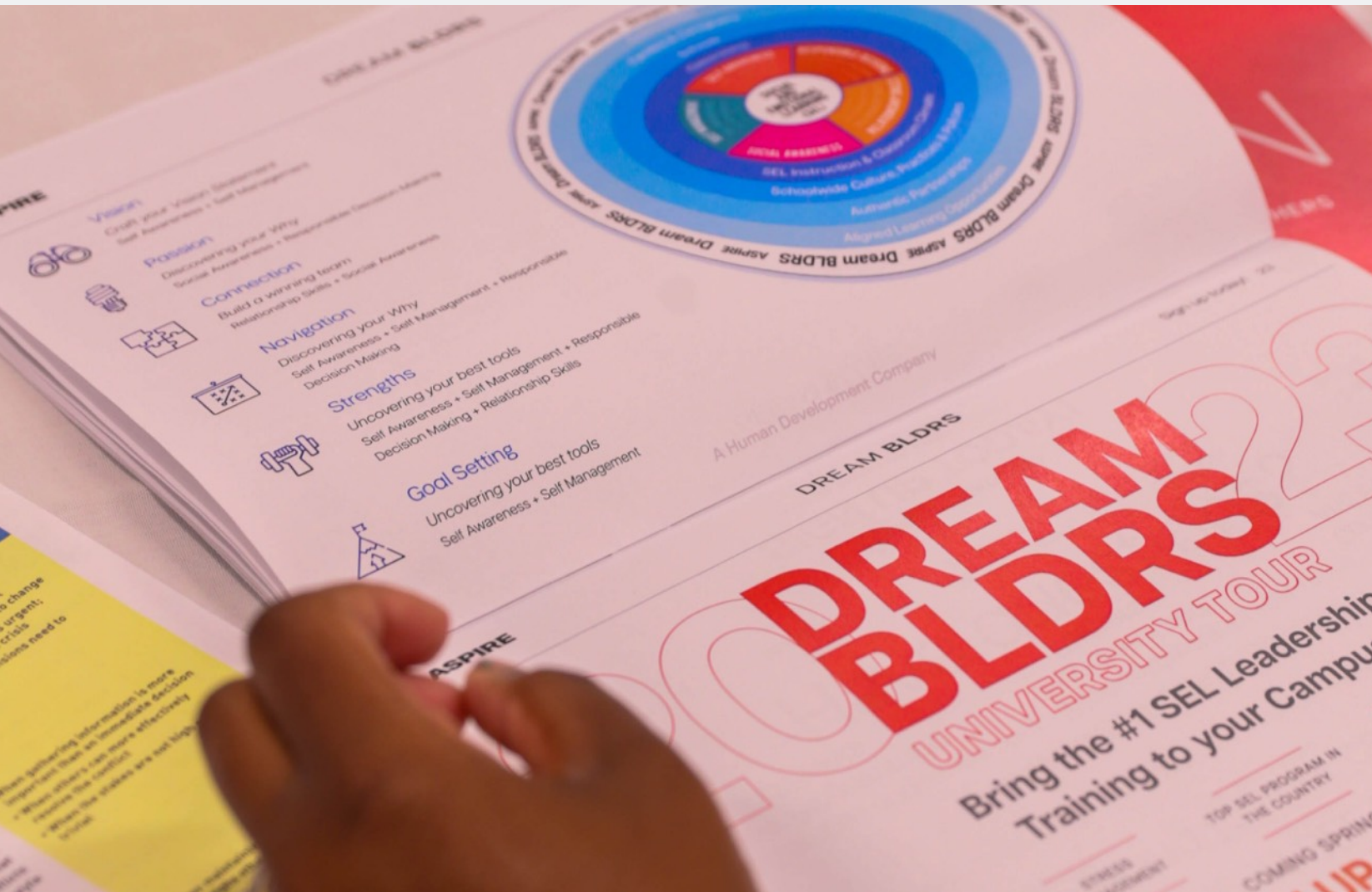
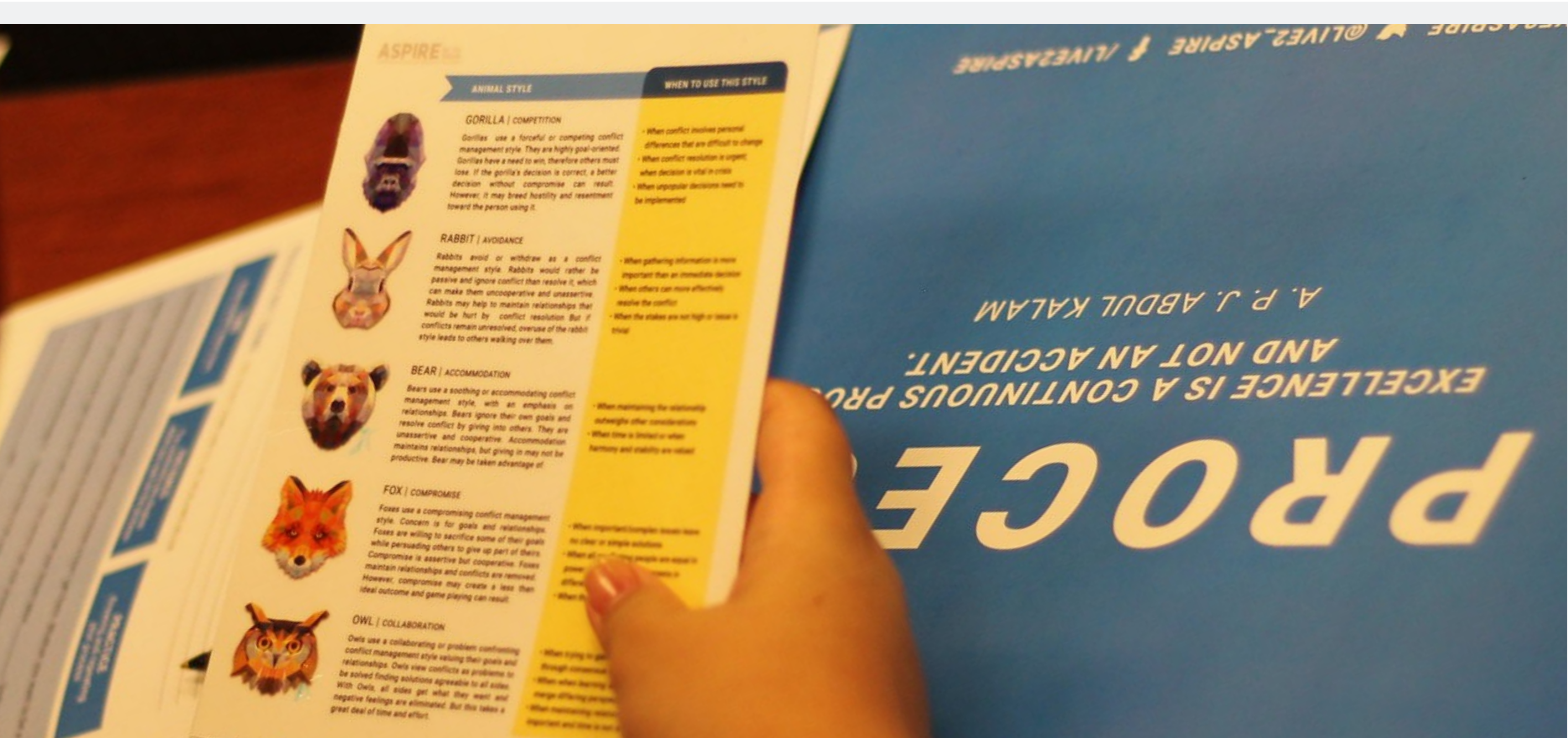
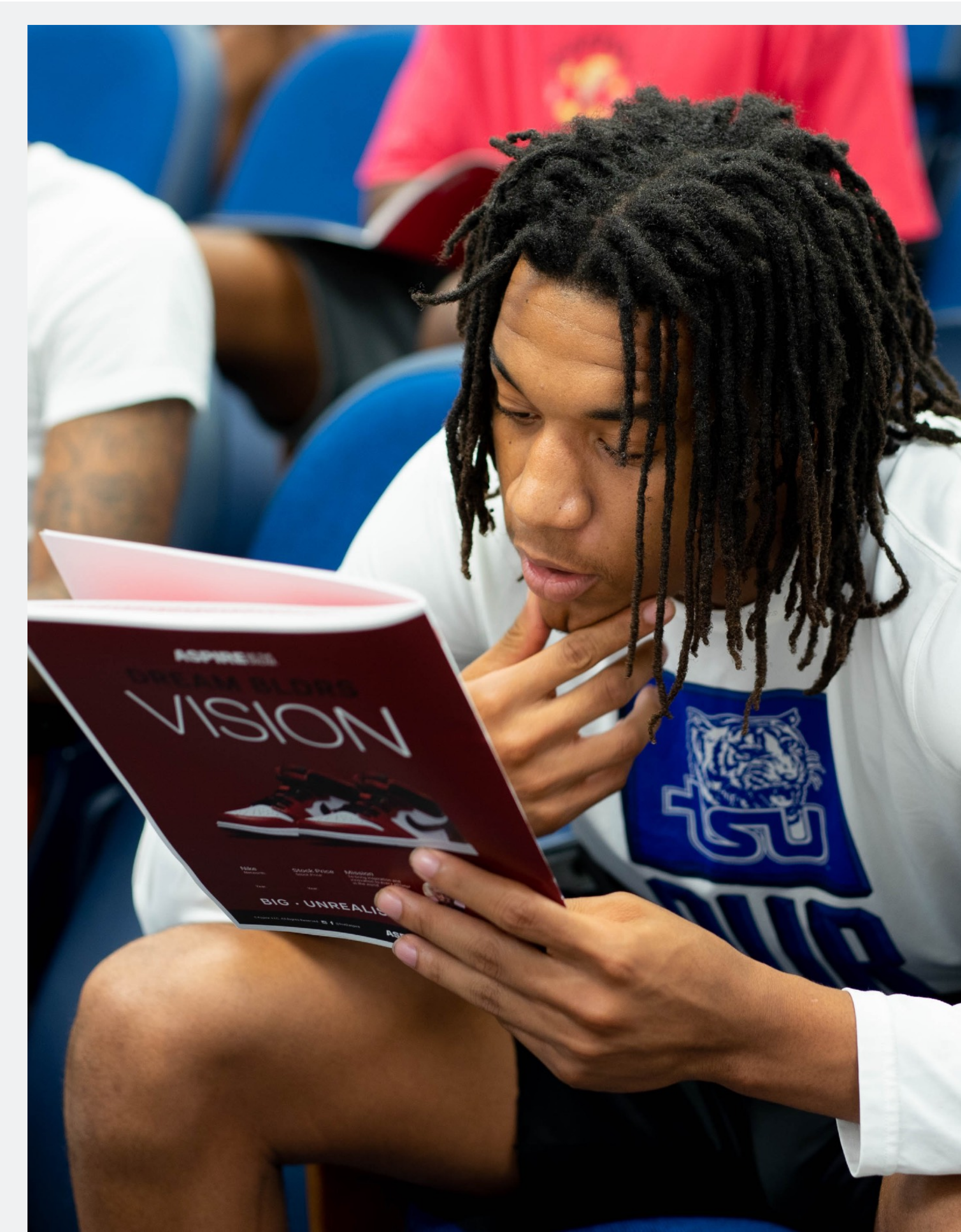
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Current							
Desired							

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Goal Setting - Dream BLDRS | 10





ASPIRE BE THE DREAM.

PRESENTS

MORE THAN TEA TOUR

SPONSORED BY

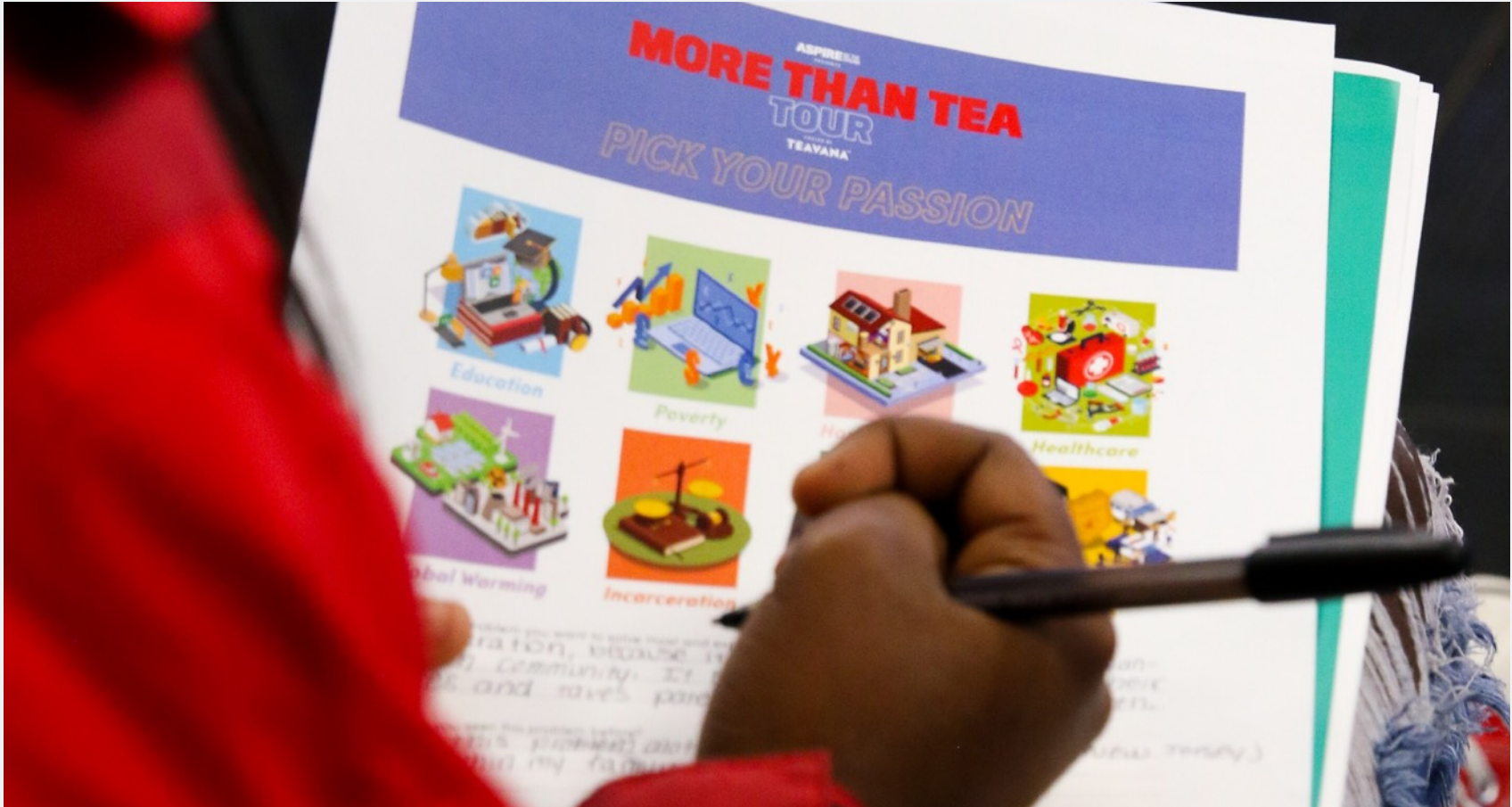
TEAVANA

\$10,000 Scholarship

Dream BLDRS Immersion

Mindfulness BLDR Connection

Tea On Campus Tasting Experience







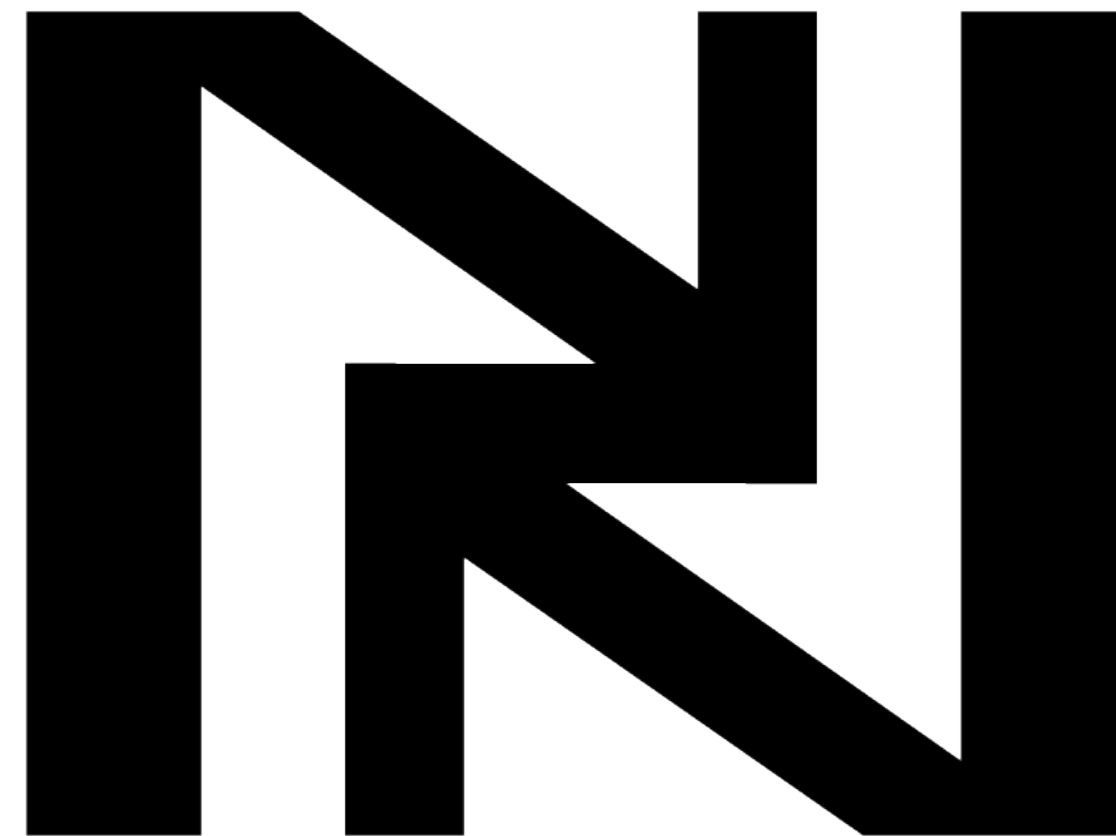
NONCHALANT

Nonchalant

Nonchalant is Japanese-inspired techwear capturing the attitude and essence of the audacious unsung influencers of the American South.

Nonchalant weaves simplicity and brilliance with the same surgical precision that surveys both fear and joy, tragedy and opportunity—stoic, always in control, and conscious intention. Channing & Company was invited to define Nonchalant’s brand strategy, brand expression, and design and manufacture season one — Dirty Duality.

Understated yet unmistakable, Nonchalant is the innovative crossroads of function, durability, and utility that distinctly meet hope, compassion, and clarity. Forming a bold and energetic alignment of clever design, Nonchalant inspires the wearer and his audience to move seamlessly without obstruction and inconspicuously from varied and often contrasting environments. Each garment is designed for the journey in the day of the urbane sophisticate rather than the moment.

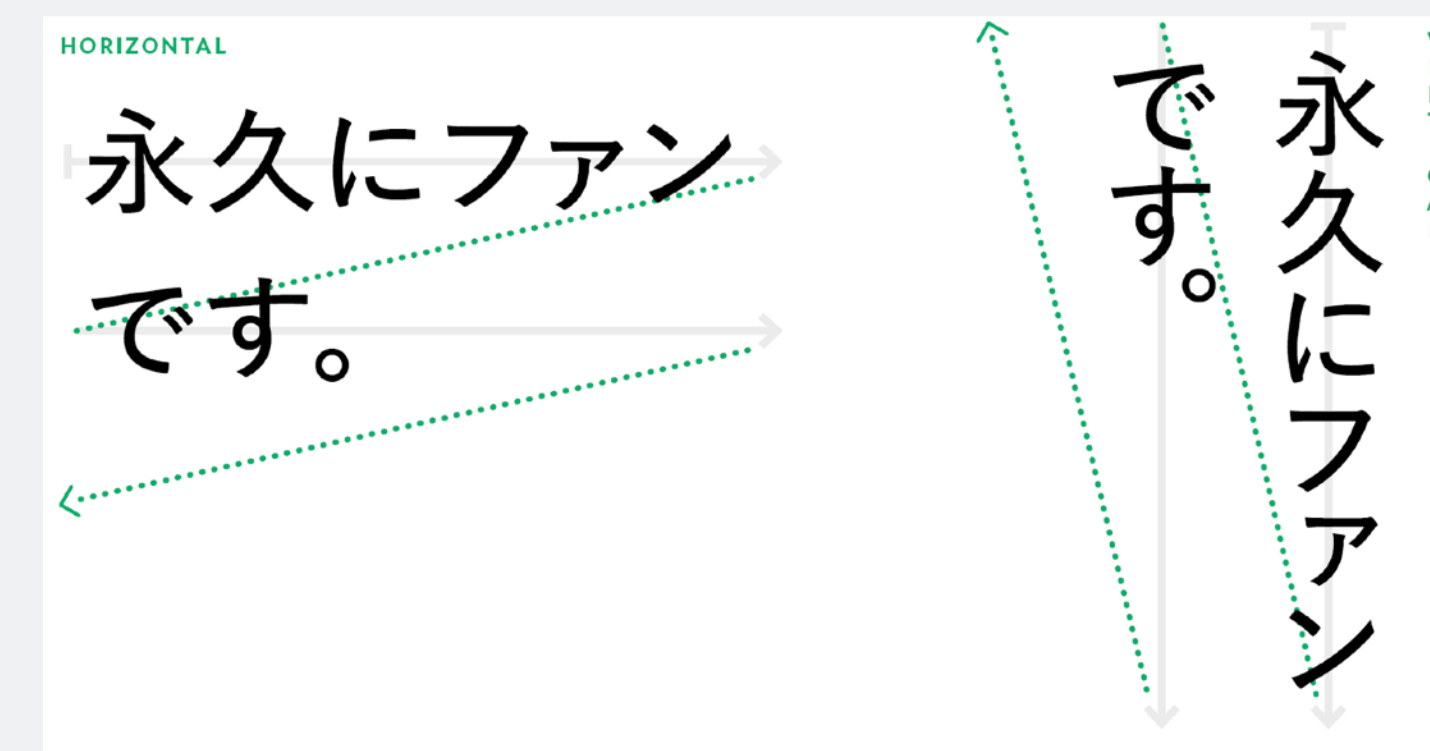




Traditional and Adaptable

Nonchalant's ethos is its name. Treating each circumstance with stoic indifference, regardless of up or down, the Nonchalant knows we don't control external events; we only control our thoughts and actions in response to them. And no turn of fortune, however difficult, can keep us from virtue and the steadiness it brings.

At the heart of techwear is functionality. Like Japanese writing, it is adaptive to its environment. Read forward, backward, right side up, or upside down; the Nonchalant logo embodies these core elements of functionality and adaptability.













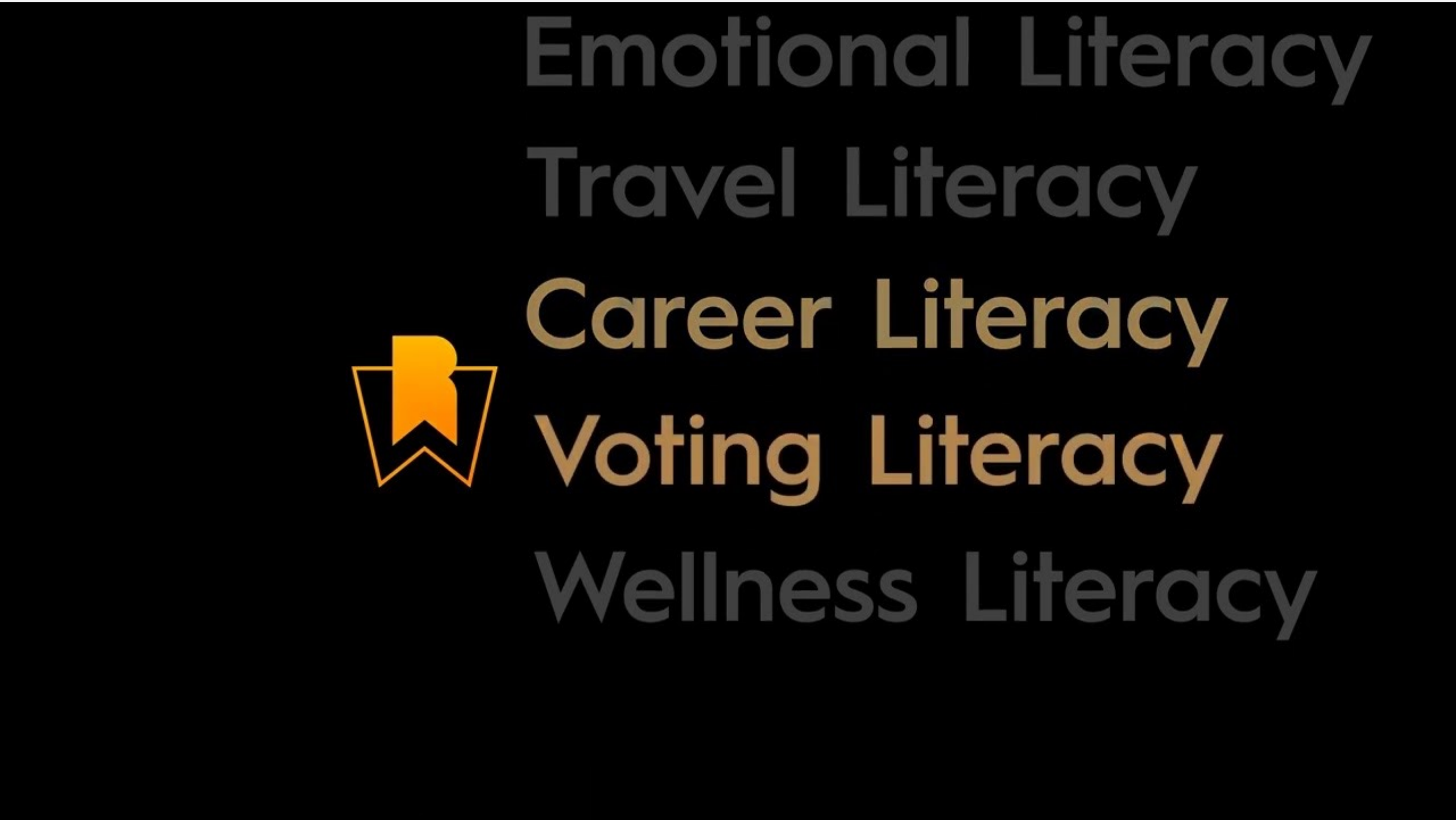


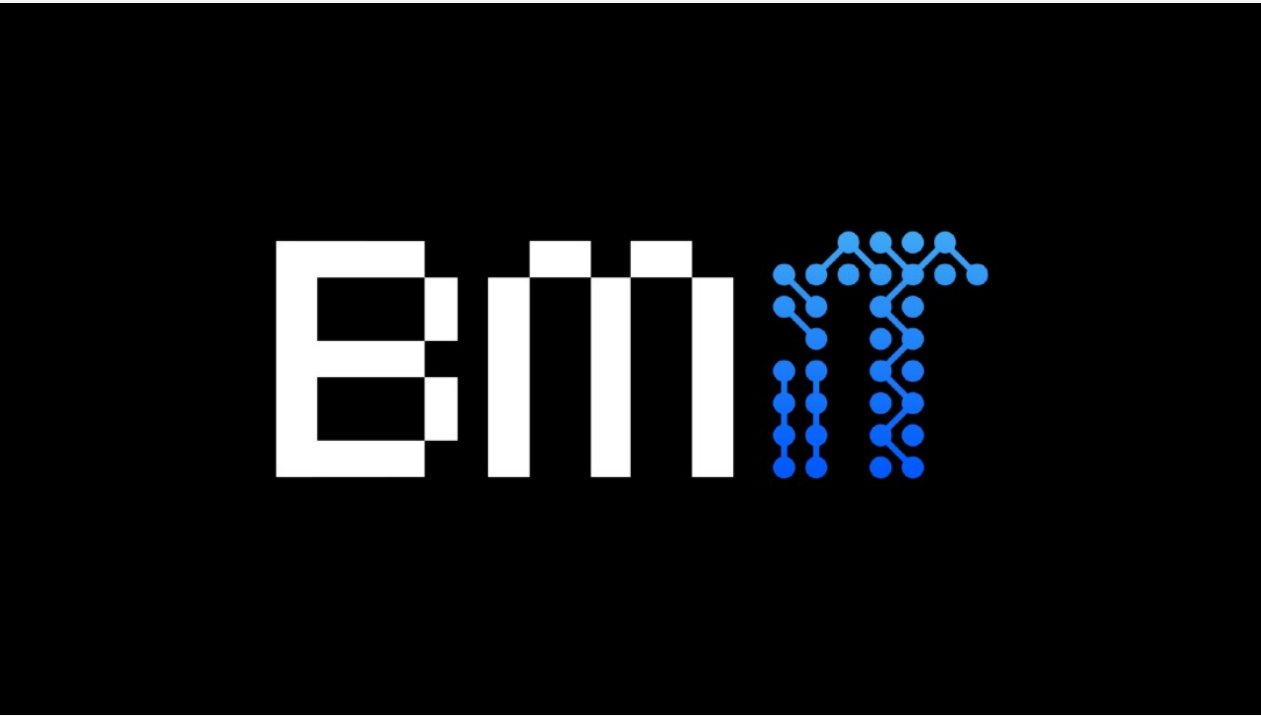
WellRead - Wellness + Literacy

Positive wellness choices and sophisticated literacy skills move us all collectively forward. WellRead was founded with the vision to be the #1 trusted and reliable resource for creating informed and inclusive voices within wellness and subject matter literacy.

Angela Yee, WellRead Co-Founder, has devoted her platform to advocating on the frontlines for inclusiveness in the wellness conversation and this theme is central to the mission of WellRead. Channing & Company was invited to define and express the vision of a nonprofit that exists as a trusted translator of wellness! WellRead is a recognized 501(c)3 Nonprofit.

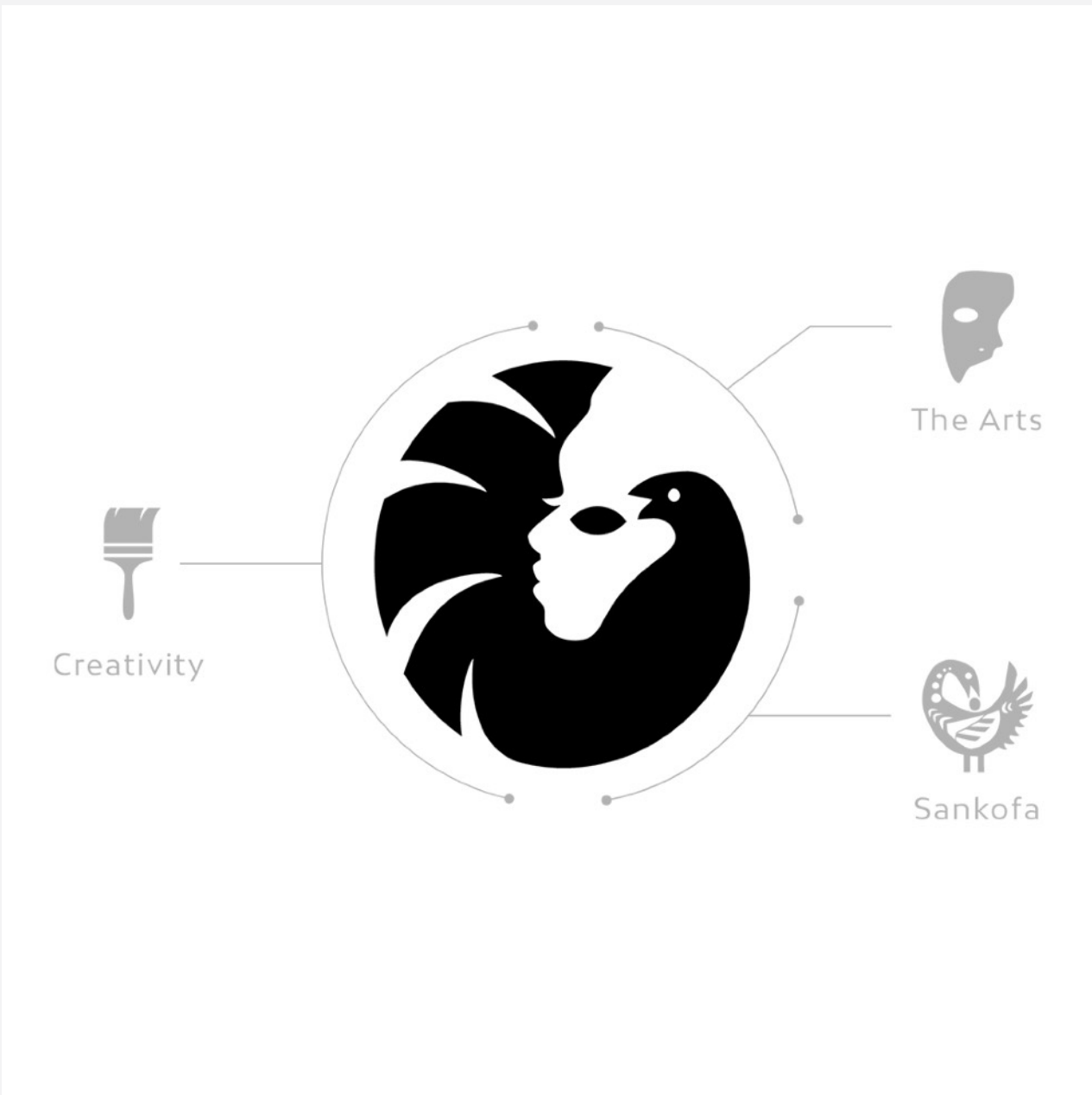
CLICK TO WATCH





BLK Men in Tech

BLK Men in Tech is a non-profit organization with the mission of elevating the voice of Black men in the technology space through offering year-round engagement opportunities. Through our continual efforts, BMiT aims to establish a network of Black men and allies who are committed to providing current and future tech leaders with the resources and opportunities they need to achieve greatness in the technology industry.



Memphis Black Arts Alliance

The Memphis Black Arts Alliance, Inc. is dedicated to improving the quality of life and economic wellbeing of Greater Memphis through the preservation, celebration and advancement of African American arts, literature, and culture.

We envision imaginations ignited through African American arts and culture radiating from Historic Beale Street, moving through Soulsville and across Memphis, the Mid-South, and beyond inspiring justice, equity, and sustainable community development. We inspire, educate, and engage artists, arts organizations, and audiences towards the creation of just and equitable communities through creative forward-thinking and shared cultural experiences.

Original Identity



New Brand Design by Channing & Company



We partner with ambitious brands through strategic Brand and Business Design.

Branding • Strategy • Logo Design • Storytelling & Marketing • Apparel Design Illustration
Editorial & Book Design • Web Design • e-Commerce • Packaging • Product Design
Stationary • Social Media Pitch Decks • Merch • Messaging & Voice • Copywriting
Brand Partnerships • Business Innovation

Channing & Company

Thank You

BRAND & BUSINESS DESIGN

- SELECTED WORKS -