

BRAND & BUSINESS STRATEGY PORTFOLIO

Ijeoma Maree

I build the brands, systems, and frameworks that let businesses — and the people running them — operate with clarity. This portfolio covers 12 complete brand and business concepts: six built for clients, six built as my own ventures.

12

CONCEPTS BUILT

150+

DOCUMENTS PRODUCED

14

YEARS OF PRACTICE

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About This Work

One method, applied across twelve different problems.

Across every brand in this portfolio — built for a client or built for myself — the same underlying process repeats: take a messy or underdeveloped situation, figure out what's actually there, identify what's missing, and build a structured system around it that doesn't require me standing over it indefinitely. Some of these are full visual brand identities. Some are operational systems with no visual brand at all. A few are both.

“I help figure out what a business actually is — then build the systems, frameworks, and strategies that make it run.”

Need over want

Systems over one-offs

Reliability over novelty

Infrastructure over attention

WHAT'S INSIDE

- 01 I.O. Collective Co.** Own Practice
- 02 Steady Lane Support & Vehicle Management** Own Venture
- 03 ESSNTLS** Own Venture
- 04 The Reclaim District** Own Venture
- 05 Lunch Break Level Up** Own Venture · 3 Expressions
- 06 Here, Try This / Passing Notes / Forwarded** Own Ventures
- 07 Jane's Lane** Own Venture
- 08 RepairHairMan** Client Engagement
- 09 iNV Skin & Beauty** Client Engagement
- 10 BarksWay Vending** Client Engagement
- 11 Jackson Secure Solutions** Client Engagement

I.O. Collective Co.

The consulting practice everything else in this portfolio runs through.

SKILLS DEMONSTRATED

Service line design & pricing strategy

Multi-vertical positioning

Client intake & scoping systems

Brand & website design

WHAT IT IS

A solo-operated consulting practice spanning five service lines: business operations and framework design, brand and business concept development, digital marketing and SEO, career transition planning, and resume writing. Built around one repeated observation across 14 years: businesses that outgrew their own systems, and talented people who couldn't communicate the value of what they'd actually built.

WHAT WAS BUILT

- Full multi-page website (home, services, ventures, opportunities, intake)
- Five-service pricing structure with scoped packages
- Client intake and discovery-call system
- 150+ resume, audit, and strategy documents produced for clients
- Full visual identity — forest, gold, and editorial typography
- A repeatable methodology applied across every other brand in this portfolio

BRAND PALETTE



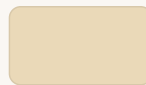
Forest



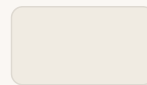
Forest Deep



Gold



Gold Light



Cream

Full Brand Board — I.O. Collective Co.

BRAND BOARD - I.O. COLLECTIVE CO. - IJEOMA MAREE

LOGO OPTIONS

Ijeoma Maree
I.O. COLLECTIVE CO.

Ijeoma Maree
I.O. COLLECTIVE CO.

I-O
I.O. COLLECTIVE CO.
ALTERNATE

COLOR PALETTE

- #002D32 - Forest Deep
- #004A5A - Forest
- #006688 - Forest Light
- #008080 - Forest - Accent
- #C4A040 - Gold
- #D4C080 - Gold Light
- #F0E68C - Cream
- #000000 - Ink

TYPOGRAPHY

DISPLAY — CORMORANT GARAMOND
Built to last.
Not just to launch.

BODY — DH SANS
Clear thinking, clearly communicated. Every framework, every guide, every strategy — built with the expectation that it works without you.

LABELS — DH SANS, UPPERCASE
BUSINESS ARCHITECTURE | BRAND STRATEGY | HOUSTON, TX

BRAND TONE

Direct Grounded No-fluff Structured Warm Confident Not loud Honest Strategic

VOICE — WHAT IT SOUNDS LIKE

"Everything I build is designed to function without the person who needs it having to hold it together. Not because I was asked to. That's just how my thinking works."

CODE PHILOSOPHY

The most durable businesses don't compete for attention. They compete for necessity. Everything I build is made with that truth in mind.

COLOUR IN USE

- I.O. Collective Co. (Primary Header)
- Business Architecture (Service Card)
- Starting at \$600 (Pricing Highlight)
- Built to last. (Call to Action)

Steady Lane Support & Vehicle Management

A complete business operating system, built to run without the founder present.

SKILLS DEMONSTRATED

Organizational design

Workflow & decision-tree architecture

Risk & scope-boundary systems

Compliance documentation

WHAT IT IS

Two connected concepts. Steady Lane Support provides mobile, non-mechanical vehicle support for gig drivers and rental hosts — jump starts, tire changes, lockouts, inspections — with the scope boundary built directly into the operating framework. Steady Lane Vehicle Management handles listing, preparation, and management for rental platforms and informal fleets, dispatching to Steady Lane Support for in-fleet service needs while operating independently.

WHAT WAS BUILT

- 8-document operations system: manual, job descriptions, pay policy, decision tree
- Three defined roles with explicit authority limits
- Customer intake form and service guide
- Legal & compliance framework — explicit non-mechanical scope boundary
- Full pricing structure across four service tiers
- Vehicle Management's full operational pipeline and listing workflow

BRAND PALETTE



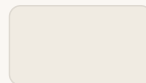
Forest



Forest Deep



Gold



Cream

ESSENTLS

A premium vending concept positioned as infrastructure, not retail.

SKILLS DEMONSTRATED

Product & positioning strategy

B2B pitch development

Objection-anticipating product design

IP & ownership documentation

WHAT IT IS

A curated essentials vending concept for luxury hotel lobbies and similar high-traffic, unattended environments. Positioned to hotel management as a silent amenity rather than retail competition — the product selection (no liquids, no spill risk) removes the property manager's first objection before it's raised.

WHAT WAS BUILT

- Full brand identity, logo, and wordmark
- Vending machine design (black and gold)
- 16 individual product cards with positioning copy
- Hotel pitch materials and hardcover lookbook
- Machine technical diagram and digital interface design
- IP ownership document — 100% ownership secured

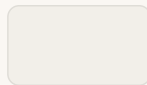
BRAND PALETTE



Matte Black



Gold



Soft White

The Reclaim District

A house where everything inside is for sale — four industries collapsed into one operating system.

SKILLS DEMONSTRATED

Cross-industry concept synthesis

Idea-to-operations translation

Contractor role architecture

Startup cost modeling

WHAT IT IS

An experiential resale concept built around a fully staged, fully shoppable home — not a furniture store, a real living space customers walk through. Combines furniture resale, home staging, experiential retail, and content creation into one self-reinforcing loop, with two operating modes: a controlled "District House" showroom, and pre-built Room Kits deployable into partner properties.

WHAT WAS BUILT

- Full operating system: acquisition, restoration, staging, content engine
- Six defined contractor roles with clear scope
- Room Kit system — bedroom, living room, dining, office
- First-house blueprint mapped room by room
- Houston launch cost estimate: \$9K–\$15K
- Early brand identity direction

BRAND PALETTE



Deep Purple



Golden Yellow



Lavender



Cream

Full Brand Board — The Reclaim District

BRAND BOARD - THE RECLAIM DISTRICT - EARLY DIRECTION

The Reclaim District

A HOUSE WHERE EVERYTHING IS FOR SALE

COLOR PALETTE

- Green #2D5816
- Green Deep #1A3809
- Cream #F5F1E6
- Cream Dim #ECE5D2

TYPOGRAPHY

DISPLAY — CORMORANT GARAMOND

Walk through. Shop the house.
Not a store. A home.

Used for: headlines, room labels, signage

BRAND TONE

Warm Lived-in Curated Honest
Unhurried

CORE PHILOSOPHY

The idea was never furniture. It was a house that felt completely real — and everything inside it happened to be for sale.

COLOUR IN USE

The Reclaim District PRIMARY HEADER	Living Room Kit ROOM / PRODUCT LABEL	District House No. 1 SIGNAGE	Walk through. PULL QUOTE
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Lunch Break Level Up

One audience insight, extended into a 3-brand umbrella.

SKILLS DEMONSTRATED

Brand extension strategy

Audience insight translation

Naming convention & umbrella architecture

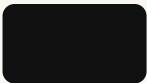
WHAT IT IS

Started as Lunch Break Brows, a brow studio brand built around convenience for busy women. The real insight — small windows of time, used well — turned out to be bigger than brows. Lunch Break Level Up extends that same insight into a broader lifestyle philosophy with room for additional expressions under one naming convention.

WHAT WAS BUILT

- Lunch Break Brows — fully built, complete brand board
- Lunch Break Nails — concept-stage expression
- Lunch Break Touch — concept-stage expression
- Shared umbrella philosophy, naming rights, and positioning

BRAND PALETTE



Black



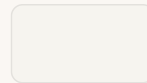
Gold



Charcoal



Brows Pink



Cream

Full Brand Board — Lunch Break Level Up

BRAND BOARD · LUNCH BREAK LEVEL UP — UMBRELLA WITH 3 EXPRESSIONS

TWO LIVE EXPRESSIONS UNDER ONE UMBRELLA

Lunch Break Brows
BROW CONFIDENCE. IN LESS TIME.

LUNCH BREAK LEVEL UP
BETTER YOU. EVERY DAY. IN EVERY BREAK.

COLOR PALETTES

BROWS

- Pink #F786C2
- Rose #E8A1AD
- Black #111111

LEVEL UP

- Black #111111
- Gold #D4AF37
- Charcoal #444444

TYPOGRAPHY

BROWS — PLAYFAIR DISPLAY
Brow confidence.
Elegant · Feminine · Timeless

LEVEL UP — ANTON
LEVEL UP
Bold · Strong · Impactful

BRAND KEYWORDS

Confidence Convenience Beauty **GROWTH** **INTENTIONALITY** **PROGRESS**

CORE PHILOSOPHY

It started with brows. The real idea was always bigger — a lunch break is long enough to do more than just one thing for yourself. Nails and Touch are the same window of time, applied twice more.

Here, Try This / Passing Notes / Forwarded

Three distinct digital product brands, each with its own identity and platform strategy.

SKILLS DEMONSTRATED

Multi-brand identity systems

Platform-specific positioning

Product naming & packaging

WHAT IT IS

Each brand has a complete brand board: color palette, typography, product roadmap, and platform strategy. Demonstrates the ability to hold three distinct visual identities and audience strategies simultaneously without them blurring together.

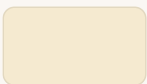
WHAT WAS BUILT

— Here, Try This — digital journal/scrapbook hybrid, Etsy-positioned, three colorways in development

— Forwarded — interactive tax prep checklist for freelancers and gig workers, complete product

— Passing Notes — self-developed study method (D2TC), targeting StudyTok/Studygram, complete product

BRAND PALETTE



Cream



Green



Maue

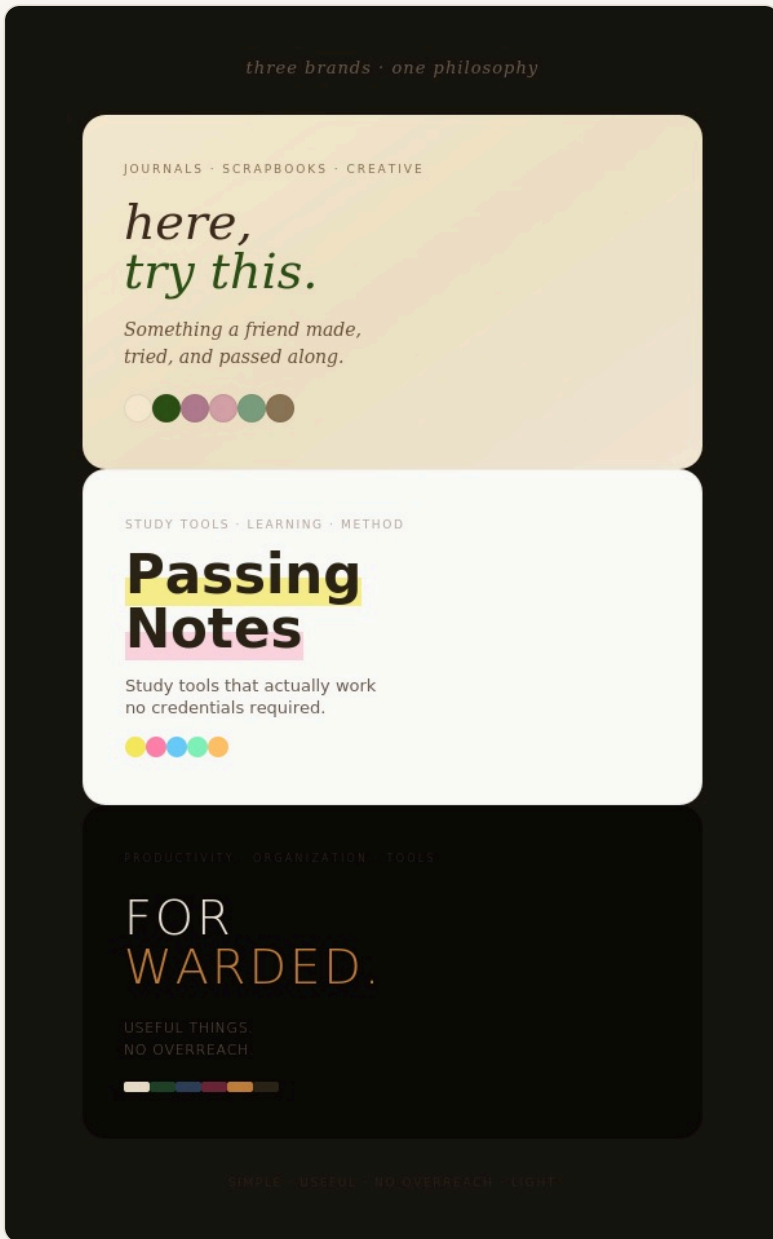


Yellow



Navy

Full Brand Board — Here, Try This / Passing Notes / Forwarded



Jane's Lane

A six-part decision-clarity system built on its own named methodology.

SKILLS DEMONSTRATED

Digital product development

Service-brand naming & scoping

Go-to-market structuring

Methodology & IP framing

WHAT IT IS

Jane's Lane — a Gumroad storefront of six decision-clarity prompt packs, including “Decision Clarity for Overthinkers,” “Should I Walk Away or Stay?,” and “Is This Anxiety or Intuition?” Built and launched as a complete product line under a named internal methodology.

THE METHODOLOGY BEHIND JANE'S LANE

Each Prompt Pack sits inside a two-tier system built under a named internal framework: the Founder-Independent Operating Method™ (FIOM™). Two Thinking Packs — System Orientation & Use Posture and Boundary Thinking: Refusal & Acceptance — run before any Prompt Pack, training the buyer to expect a stateless, single-output tool with no memory, no personalization, and no follow-up. Every pack carries SKU numbering, a version lock, and a clearance status — the same versioned-product discipline applied across other ventures.

THE SIX PROMPT PACKS

The Prompt Packs form a deliberate sequence: direction (What's the Next Move?), signal-reading (Is This Anxiety or Intuition?), commitment (Should I Walk Away or Stay?), restraint (When To Do Nothing), structured overthinking (Decision Clarity for Overthinkers), and a close-out (Before You File).

Full Brand Board — Jane's Lane



Jane's Lane

Decision clarity, sold as structure.

COLOR PALETTE

-  Sage — #ABBB94
-  Dusty Blue — #9DADAC
-  Soft Cream — #F7F4ED
-  Charcoal — #4B4B4B

TYPOGRAPHY

Jane's Lane

Display serif · botanical line mark

Used for: pack covers, SKU labels, storefront header

BRAND TONE

Quiet

Structured

Stateless

Unsentimental

Precise

OPERATING PRINCIPLES — FIOM™

Structure > Reassurance

Constraint > Choice

Stateless > Personalized

CORE PHILOSOPHY

“You are not purchasing answers. You are purchasing constraints that produce clarity.”

Sage
Thinking Packs

Dusty Blue
Prompt Packs

Soft Cream
Storefront BG

Charcoal
Body Text

RepairHairMan

A full content, SEO, and revenue system built for an active loc studio.

SKILLS DEMONSTRATED

Full-funnel content system design

SEO & keyword strategy

Booking & revenue workflow design

Client retention programs

WHAT IT IS

The most extensive single engagement in this portfolio. What started as a request for content ideas became a complete business system: brand strategy, a 6-service menu with 3 packages and 3 membership tiers, a referral program with 4 graphic formats, a full social content suite, SEO setup, booking workflow design, and revenue architecture — including a consultation-credit system that converts an upfront fee into service credit at booking.

WHY IT MATTERS

This engagement demonstrates the ability to take a narrow request and keep asking what the underlying business actually needs — ending somewhere far more valuable than where the conversation started, without losing focus or overbuilding.

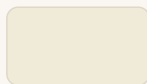
BRAND PALETTE



Navy

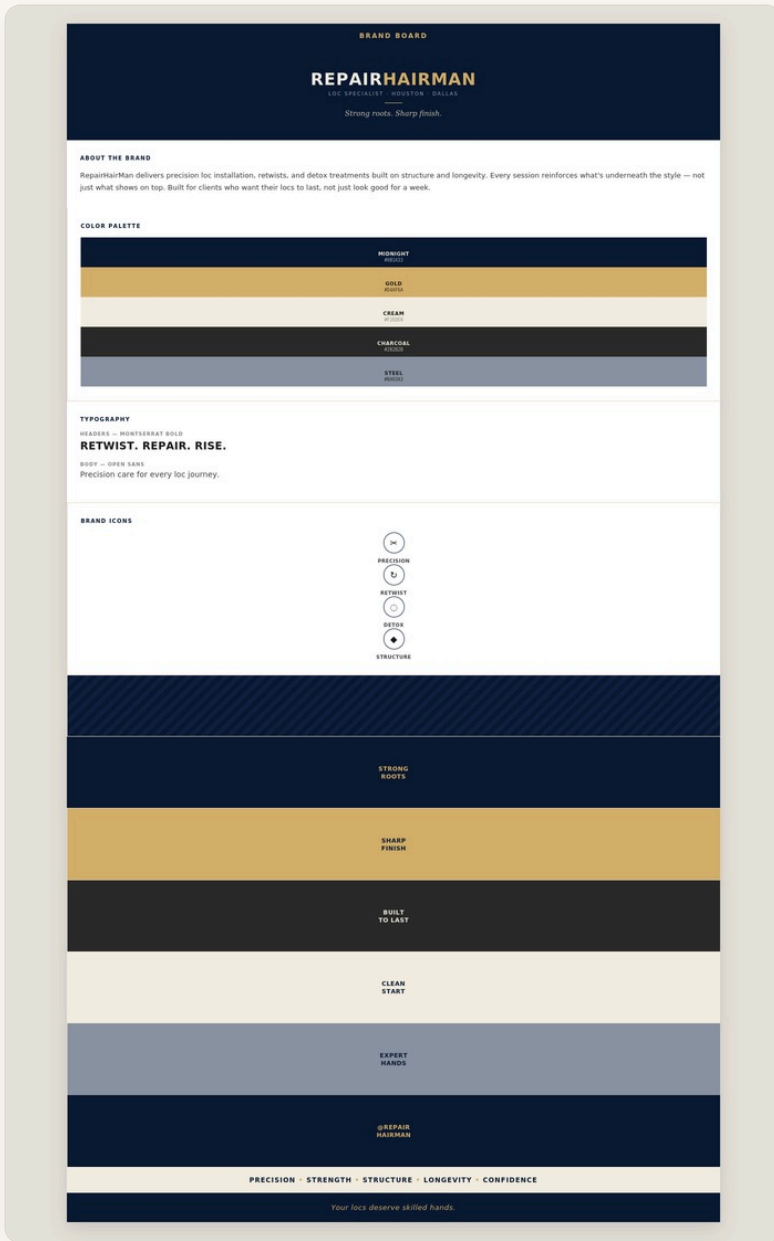


Gold



Cream

Full Brand Board — RepairHairMan



iNV Skin & Beauty

Visual identity and content direction for a skin and beauty studio.

SKILLS DEMONSTRATED

Visual identity design

Beauty industry positioning

Educational content strategy

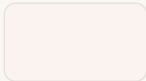
WHAT IT IS

Full brand identity — logo, color system, and a soft, premium positioning built to read as elevated rather than discount. Includes a recurring skincare-tip content series designed for social distribution, and a service price flyer structured around the studio's actual offerings.

BRAND PALETTE



Mauve



Cream

BarksWay Vending

A dual-brand structure — corporate identity plus a consumer-facing mascot brand.

SKILLS DEMONSTRATED

Dual-brand architecture

Mascot / character brand development

Vending industry positioning

WHAT IT IS

A corporate brand ("BarksWay Vending") for B2B placement conversations, paired with a distinct consumer-facing mascot brand ("Cat With The Snacks") for the products and machines guests actually interact with — letting the same business present two different faces to two different audiences without either one undercutting the other.

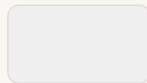
BRAND PALETTE



Charcoal



Warm Gray



Soft White



Metallic Gold

10 · CLIENT ENGAGEMENT

Full Brand Board — BarksWay Vending

BRAND BOARD · BARKSWAY VENDING · CLIFTON BARKSDALE

LOGO OPTIONS — DUAL BRAND STRUCTURE



Corporate brand for B2B placement conversations · Mascot brand for consumer-facing machines & products

COLOR PALETTE



TYPOGRAPHY

PRIMARY — ARCHIVO BLACK (AEONIK BOLD SUBSTITUTE)

BARKSWAY

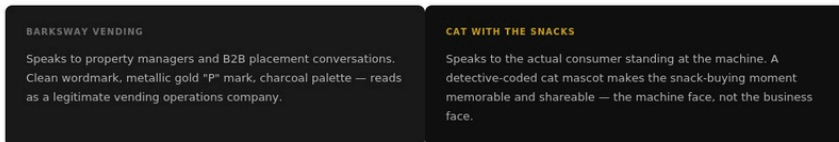
Used for: corporate logo, headlines

SECONDARY — PLUS JAKARTA SANS

Vending Services

Used for: body copy, service labels, business cards

TWO BRANDS, TWO JOBS



BARKSWAY VENDING

Speaks to property managers and B2B placement conversations. Clean wordmark, metallic gold "P" mark, charcoal palette — reads as a legitimate vending operations company.

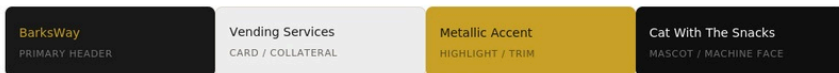
CAT WITH THE SNACKS

Speaks to the actual consumer standing at the machine. A detective-coded cat mascot makes the snack-buying moment memorable and shareable — the machine face, not the business face.

CORE PHILOSOPHY

One business can have two faces. The **corporate** brand earns the placement. The **mascot** brand earns the customer.

COLOUR IN USE



Jackson Secure Solutions

A defensible hiring pipeline and a multi-audience pitch system for a security company.

SKILLS DEMONSTRATED

Hiring pipeline & compliance system design

Regulatory accuracy research

Multi-audience pitch development

Risk-aware business modeling

WHAT IT IS

A full visual identity (steel and amber, security/surveillance language) and a four-checkpoint hiring pipeline for a security company built around second-chance hiring — eligibility review, background assessment, psychological evaluation, and final clearance, applied identically to every candidate regardless of which channel referred them. Built out across four distinct audiences: a client/site-operator pitch, an investor pitch, a referral-partner pitch for re-entry programs, and a first-hire job listing.

WHY IT MATTERS

Includes a real accuracy correction: an earlier draft overstated a legal requirement (psychological evaluation) as a city-mandated standard. Research confirmed Texas law doesn't require it for this role — the language was corrected across five documents to frame it accurately as the company's own added standard, which holds up better under real scrutiny than the original overstatement.

BRAND PALETTE



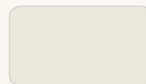
Graphite



Steel



Amber



Bone

11 · CLIENT ENGAGEMENT

Full Brand Board — Jackson Secure Solutions

BRAND BOARD — JACKSON SECURE SOLUTIONS
 001 | 02 | 03 | 04 | 05 | 06 | 07 | 08 | 09 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 | 19 | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 | 47 | 48 | 49 | 50 | 51 | 52 | 53 | 54 | 55 | 56 | 57 | 58 | 59 | 60 | 61 | 62 | 63 | 64 | 65 | 66 | 67 | 68 | 69 | 70 | 71 | 72 | 73 | 74 | 75 | 76 | 77 | 78 | 79 | 80 | 81 | 82 | 83 | 84 | 85 | 86 | 87 | 88 | 89 | 90 | 91 | 92 | 93 | 94 | 95 | 96 | 97 | 98 | 99 | 100

LOGO & MARK OPTIONS

LOGO BACKGROUND

MARK BACKGROUND

STAMP / PATCH USE

ATM SECURITY

Sub-brand tag-log for the niche entry point. Used on signage, general displays, and identifying materials specific to ATM and commercial-site contracts.

COLOR PALETTE

- Graphite
- Black
- Steel
- Steel-Light
- Signal Amber
- Amber Light
- Bone
- White
- Black

TYPOGRAPHY

DISPLAY — BIG SHOULDERS DISPLAY

PROTECT WHAT DOESN'T SLEEP.

UNIT 0117 — SITE: ATM-HOU-04 — STATUS: ACTIVE

BRAND TONE

VEILANT | DISCIPLINED | PLAINPOWEN | ACCOUNTABLE | STANLY | EARNED | NO EXCUSES | DOWNSIDE

VOICE — WHAT IT SOUNDS LIKE

"We don't sell peace of mind with a slogan. We sell a guard who shows up, a log that proves it, and a second chance that's actually earning its keep."

MISSION & PERFORMANCE

EVERY GUARD WE HIRE IS SOMEONE THE SYSTEM GAVE UP ON. EVERY SITE WE PROTECT IS SAFER BECAUSE OF IT.

Jackson Secure Solutions enters the market through the highest-stakes, lowest-glamour sites — standalone ATMs and unmanned commercial entries — where reliability matters more than reputation. The workforce is built on second-chance hiring, structured training, and accountability, and a path back into the workforce that funds itself through the contracts it protects.

BRAND ARCHITECTURE IN PRACTICE

THE OPERATIONAL UNIT: SINGLE PROPERTY, SINGLE POINT OF CONTACT

The standard of the umbrella model: one property can run every branch at once — patrol, cleaning, back-staffing, grounds — under a single vendor relationship instead of four separate ones. Each branch shares the same pipeline, only the site sees one Jackson Secure invoice.

COLOR IN USE

JACKSON SECURE
 RETAIL, VEHICLE, RETAIL

ATM SECURITY
 SITE, STORAGE, TAG

UNIT 0117

SECOND CHANCE, FIRST PRIORITY.