

YOU WANT TO MAKE YOUR MARK IN THE WORLD.

Let's design that dream brand of yours!



YOUR BRAND IDENTITY IS NOT JUST YOUR LOGO

We all have our own personal identity that makes us unique. Your brand is no different. Brand identity design encompasses all of the visual elements your brand has that makes it unique.

Yes, this includes a logo. But it also includes your colors, fonts, photography, graphics and the overall look and feel that helps tell the story of your brand and creates an experience for your audience.

Put simply, *it's the key to premium positioning.*

WHY DO YOU NEED A STRONG BRAND IDENTITY?

It only takes 7 seconds for people to form a solid impression of who you are – and some research suggests a tenth of a second is all it takes to start determining trustworthiness.

You want to make sure your brand identity reflects your brand in an accurate and professional way that resonates with your audience and helps build trust.





“Karla is so talented and she never ceases to surprise me. She is creative and imaginative and very perceptive. Like a chameleon, she can adjust her style to your requests, never imposing her own tastes. She knows how to read her clients and how to let her creative energy come up with a project equal to none. She is also professional, timely and personable. She has created several logos and designs for me and my company and I highly recommend her!”

JARED LINDLEY

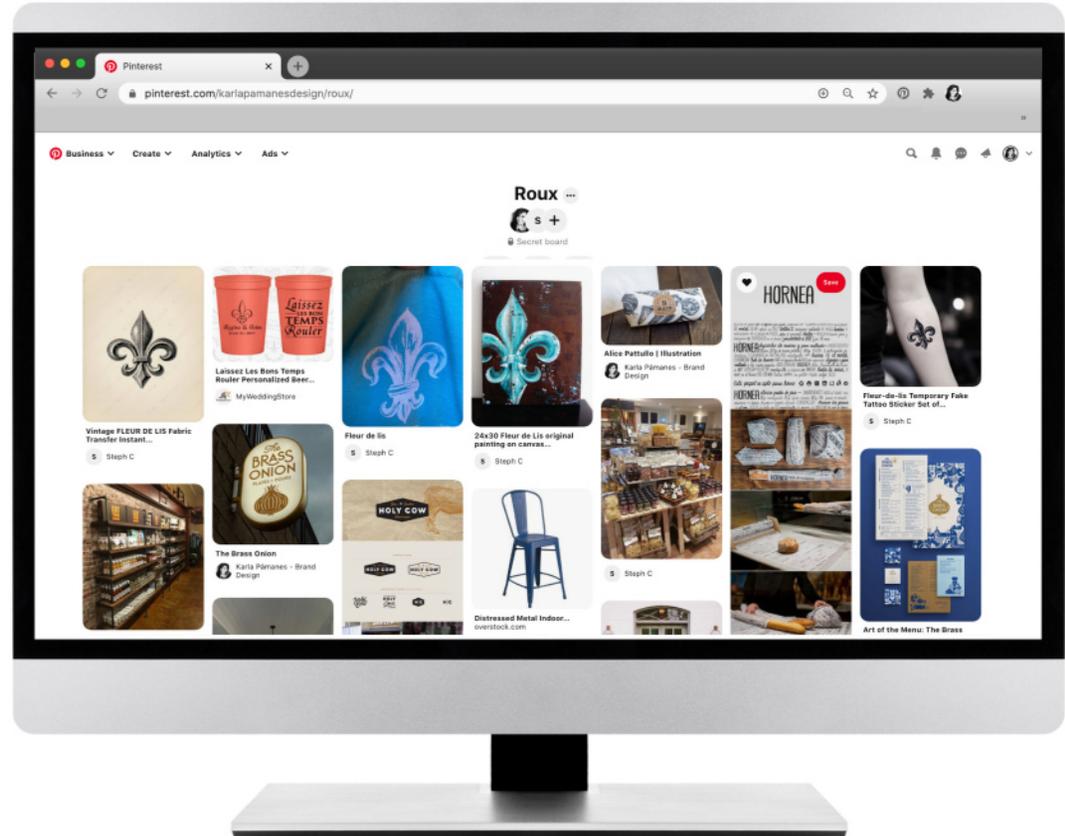
THE PROCESS

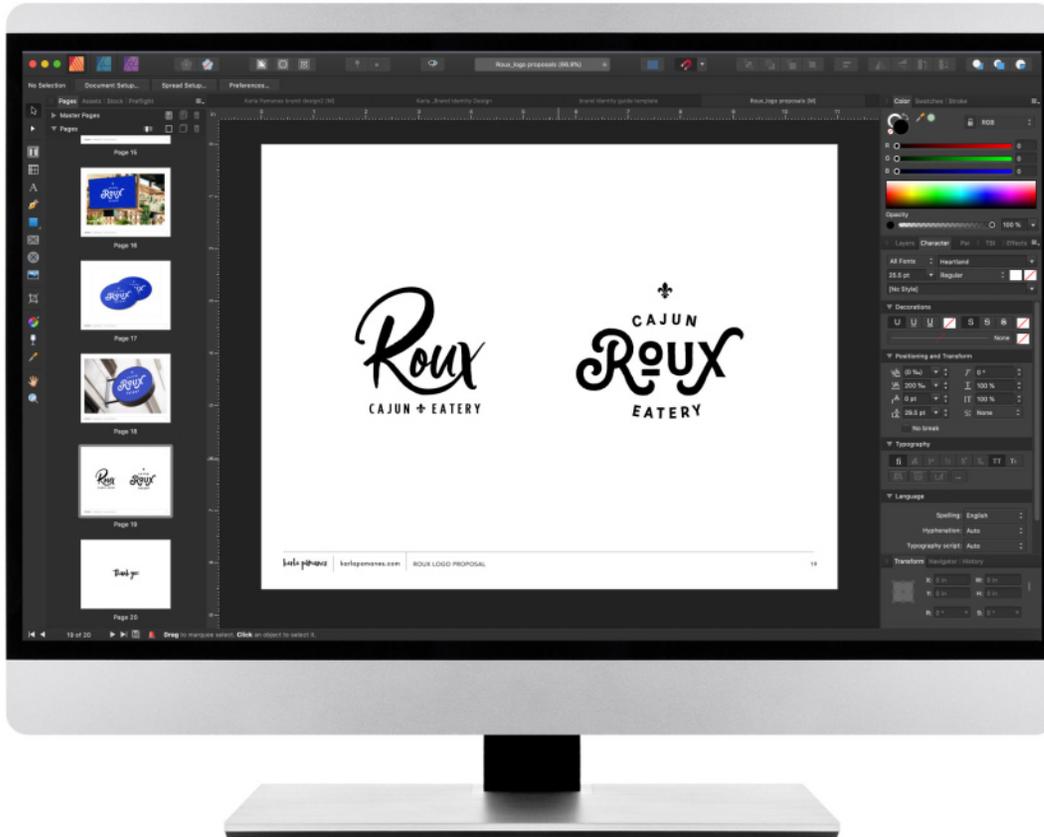
Here's how we create a comprehensive, memorable impression that sticks with your audience.

1. EXPLORATION

We start by digging deep into your brand to find out what will visually attract your dream customer & successfully communicate what differentiates you from your competition.

This phase includes a client questionnaire, consultation call and a collaborative inspiration board on Pinterest.





2. LOGO CONCEPT

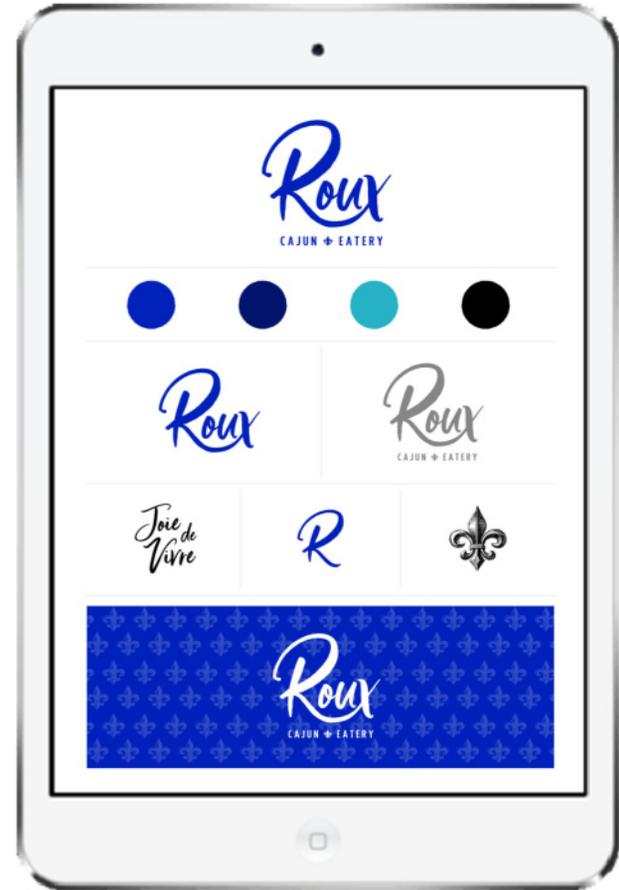
Once we're done with my research and conceptualizing, we will create two logo design concepts.

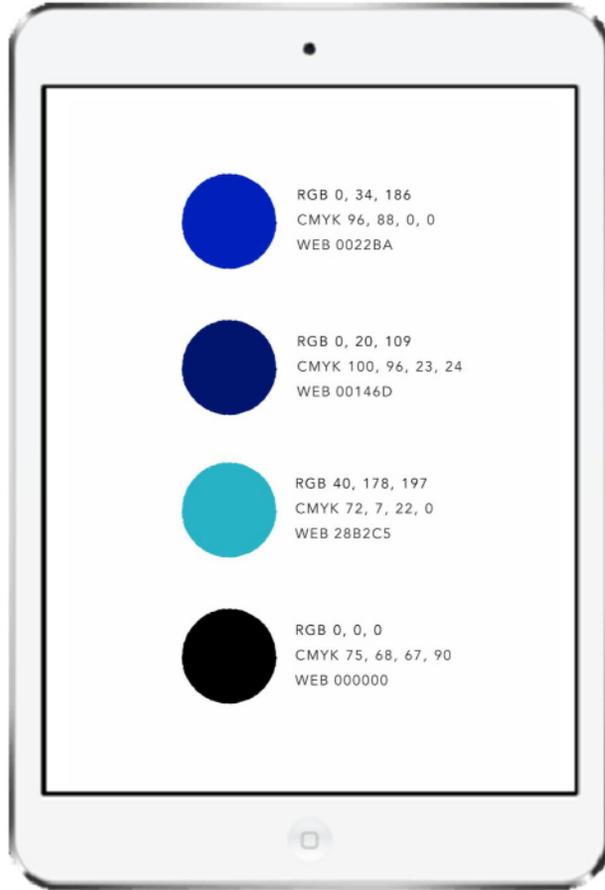
Then, we'll jump on a Zoom video call so we can present the concepts and you can provide feedback.

3. BRAND DESIGN

Once you choose your preferred logo concept and offer design feedback, we will go ahead and create the remaining elements of your brand identity like the color palette, font selection and anything else we've discussed.

You will receive your brand identity board via email in a beautiful PDF document. Once you have a chance to review, you can provide any additional feedback.





4. BRAND REFINEMENT

After receiving your feedback, we will collaborate to nail down the final brand identity concept, making sure you receive a brand design that is aligned with your vision.

The brand refinement process includes two rounds of revisions.

5. BRAND IDENTITY GUIDE & MASTER FILES

In this final phase, we create a brand identity guide, which will help you and/or your team create future marketing materials in a cohesive way.

You will also receive a master folder with all of your logo files, fonts, and design elements.





6. BRAND APPLICATION (OPTIONAL)

Once your brand design is complete, you have the option to add on coordinating marketing materials like a website, business cards, product packaging, social media graphics, and more.

You can see a list of the add-ons that I offer on page 18 of this guide.



“Karla listened to me describe my business, tell stories about my family, and talk about my passion. She took that and did additional research to come up with a brand identity that I could not have dreamed up. She is an amazing designer. I enjoyed working with her so much!”

STEPHANIE CIVITILLO

BRAND IDENTITY DESIGN PACKAGE

A solid visual identity system that creates a memorable impression, builds trust & exudes expertise.

BRAND IDENTITY DESIGN PACKAGE

Our signature design package will give you a solid visual identity that creates a memorable impression, builds trust with your target audience, and highlights your expertise.

Included:

Complimentary Consultation

Collaborative Pinterest board

2 Logo Concepts to choose from

Secondary Logo & Submark

Final Logos in color, black and white

Full Color Palette and Fonts

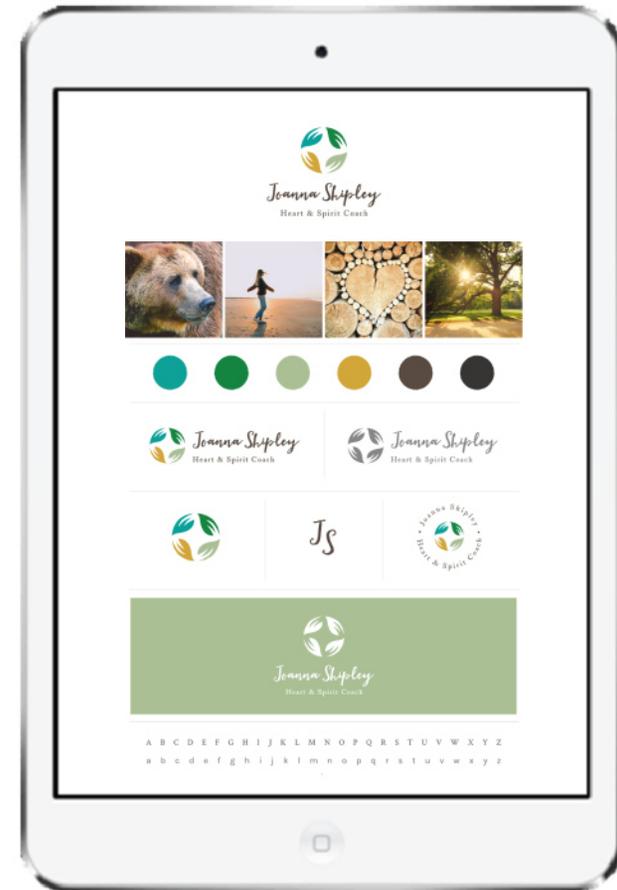
Custom Pattern/Backgrounds

Brand Identity Board & Guidelines

Digital files in JPG, EPS and PNG

Project duration: 15 business days

Investment: 2 payments of \$1,750 USD





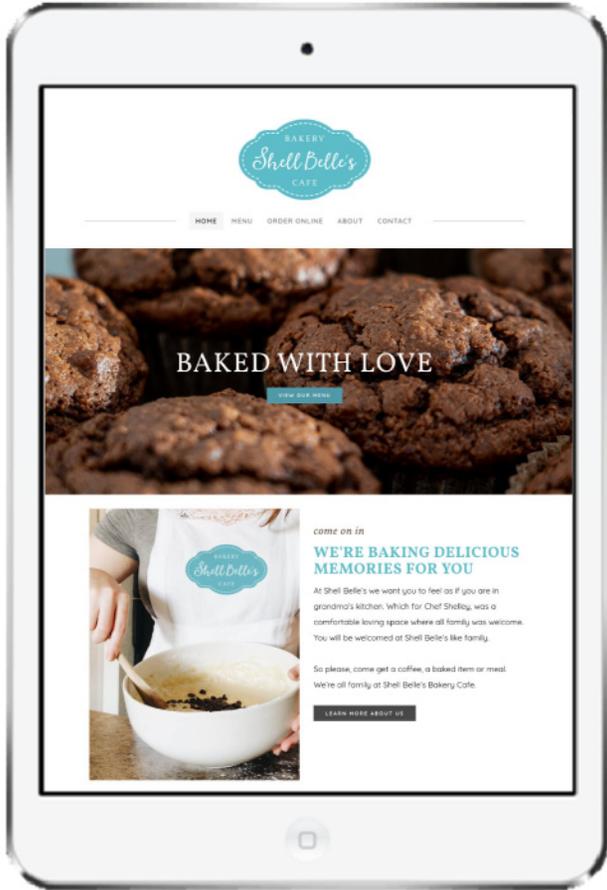
“Not only is Karla an incredibly talented designer who can create amazing graphics for your business, she is also a true partner and collaborator who will work with you to build a strong brand that will set you apart in a crowded marketplace. Karla has a unique ability to shape and refine your brand vision into something more than you ever thought it could be! With developing the identity for my brands, Karla helped me explore different visual styles and ultimately guided me to a brilliant and smart design that works beautifully for multi-platform digital content.

For anyone who wants to build the brand of their dreams, I can't recommend Karla enough. She is with you every step of the way — from helping you define your vision to creating the graphics for launch day and beyond. She's supportive of your mission and will cheer you on as you continue to grow your brand. I'm so grateful to have worked with Karla — twice! I can't wait to collaborate with her again in the future.”

LIA BALLENTINE

BRAND APPLICATION ADD-ONS

(Optional)



SIGNATURE BRAND ADD-ON

WEBSITE DESIGN

Put your best foot forward with a professionally designed website. This functional and aesthetic marketing tool will produce conversions, convey credibility, and bolster your brand.

Included:

Up to 5 Pages

Stock Image Selection (if needed)

Website Built on Weebly or Squarespace

Basic SEO

Responsive Layout

Video Training to Edit Your Website

*Client must purchase domain and platform plan and provide copy and personal images.

Project duration: 20 business days

Investment: 2 payments of \$2,500 USD (\$6,000 value)

À LA CARTE BRAND ADD-ONS

BRAND STRATEGY - \$200 hourly rate

BUSINESS CARD DESIGN - \$250

BRANDED DOCUMENTS - starting at \$150

SOCIAL MEDIA GRAPHICS - starting at \$150

PRESENTATION TEMPLATES - starting at \$150

ANIMATED GIF DESIGN - starting at \$150

EDITORIAL DESIGN - starting at \$250

BRANDED CAMPAIGNS - starting at \$500

PACKAGING DESIGN - starting at \$500

Project duration: *varies by project*





“I've known Karla for thirteen years and have so enjoyed watching her create! She is fantastic at what she does and is able to create a striking logo that sums up your business or organization - a difficult feat! Personally, I have had two logos created by Karla and have recommended her to several friends. We have all been so pleased with her work. I would recommend her to anyone needing visual branding for their business! You can't go wrong with Karla.”

MARI SMITH

Ready to take your brand to the next level?

Email me at karla@karlapamanes.com and I'll get back to you within 24 hours with a link to book your complimentary consultation call. I can't wait to learn more about you and your business!

karla pamanes | karlapamanes.com

