

YOU WANT TO MAKE YOUR MARK IN THE WORLD.

Let me help you design that dream brand of yours!



YOUR BRAND IDENTITY IS NOT JUST YOUR LOGO

Just like we all have our own personal identity that makes us unique. Brand identity design is the collection of all the visual elements your brand have that makes it unique.

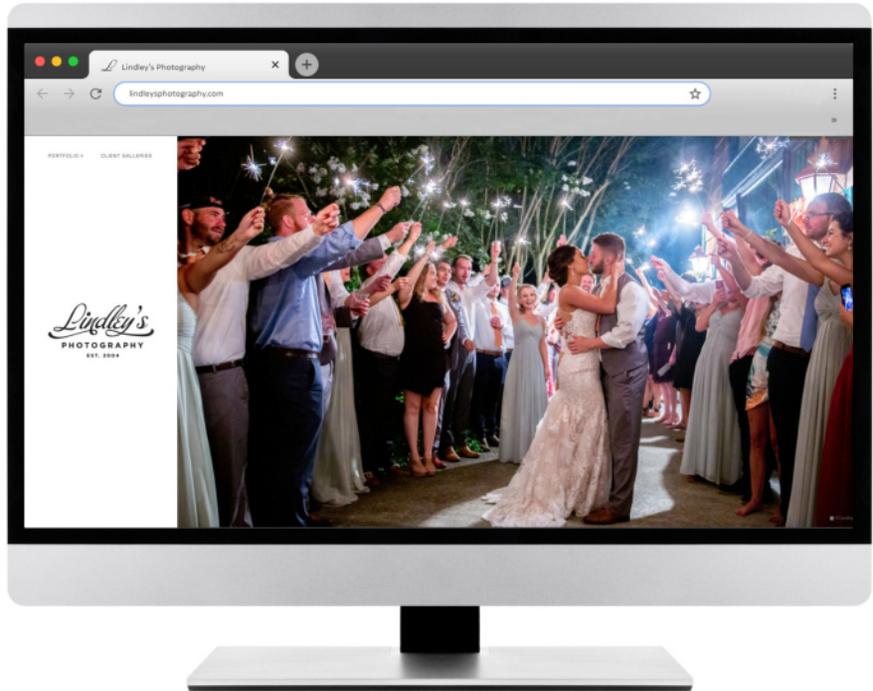
It's not just your logo. It's your colors, fonts, photography, graphics and the overall look & feel that tell the right story for your brand and creates a brand experience to your audience.

It's your key to premium positioning.

WHY DO YOU NEED A STRONG BRAND IDENTITY?

It only takes 7 seconds for people to have 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.





“Not enough can be said about Karla's talent. She 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. You can see her heart is in what she loves and it shows with every project I have asked her to do. 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

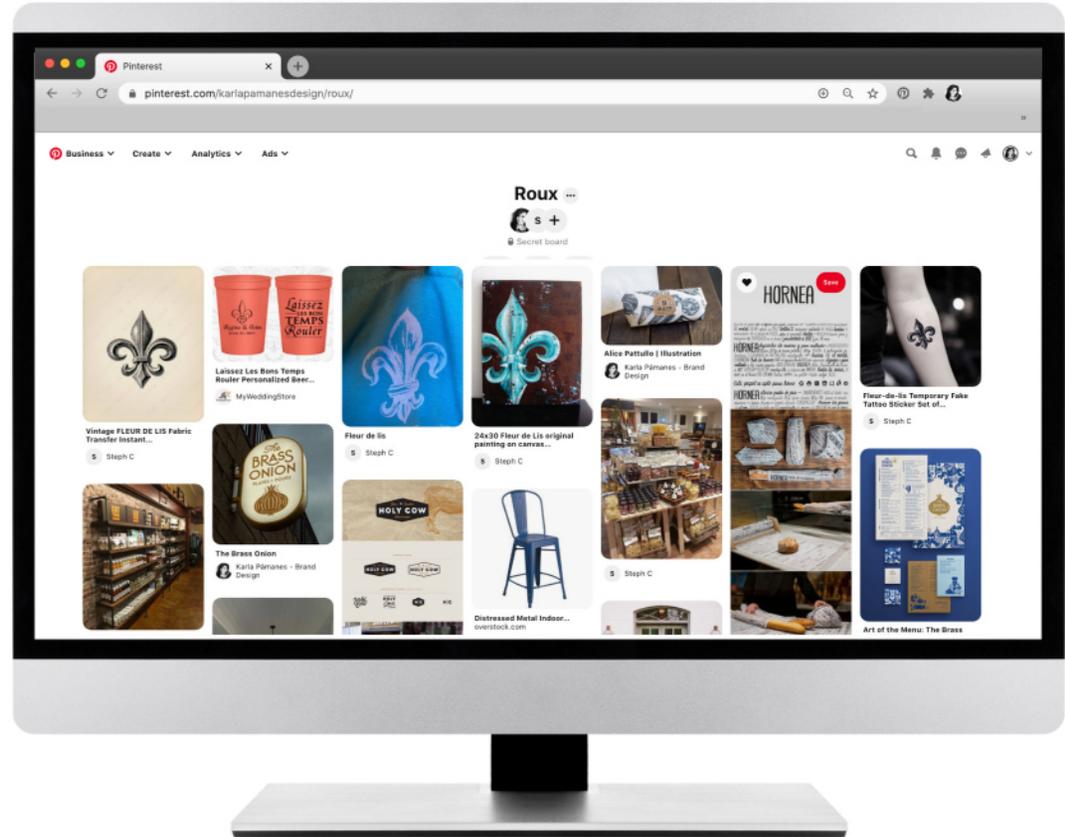
THE PROCESS

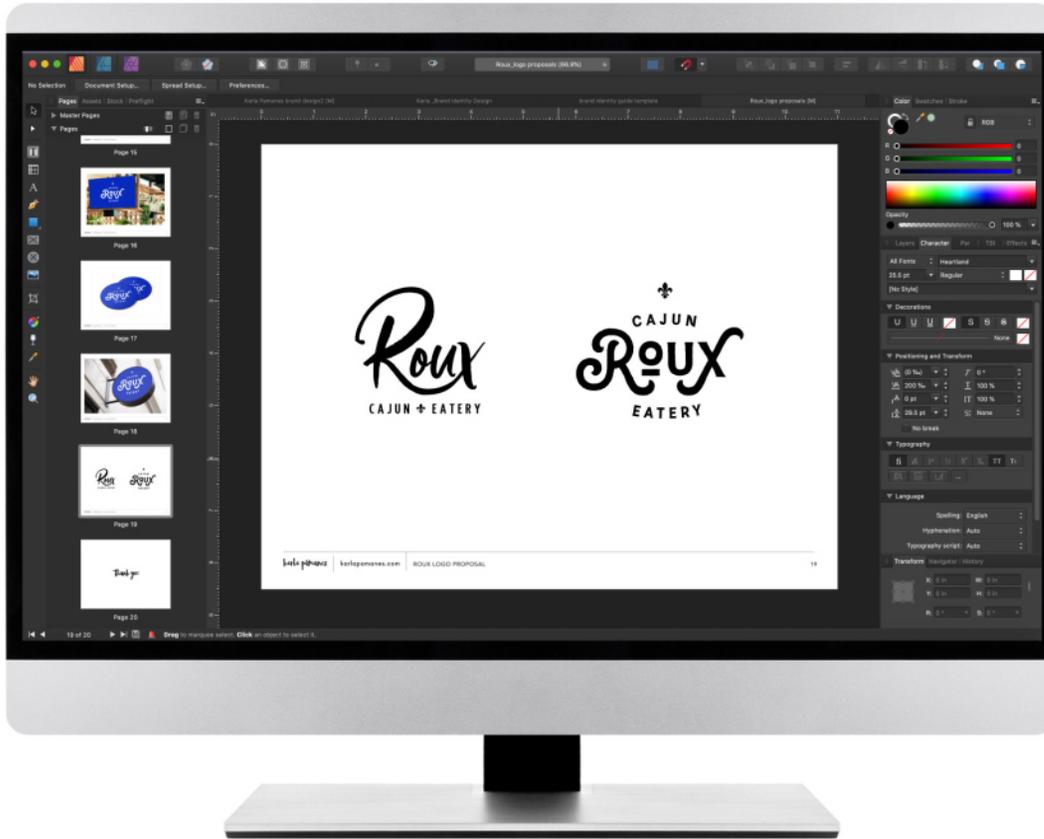
To creating a comprehensive, memorable impression that appeals to your audience.

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 the competition.

This is done in the format of a client questionnaire, consultation call and collaborative inspiration board in Pinterest.





2. LOGO CONCEPT

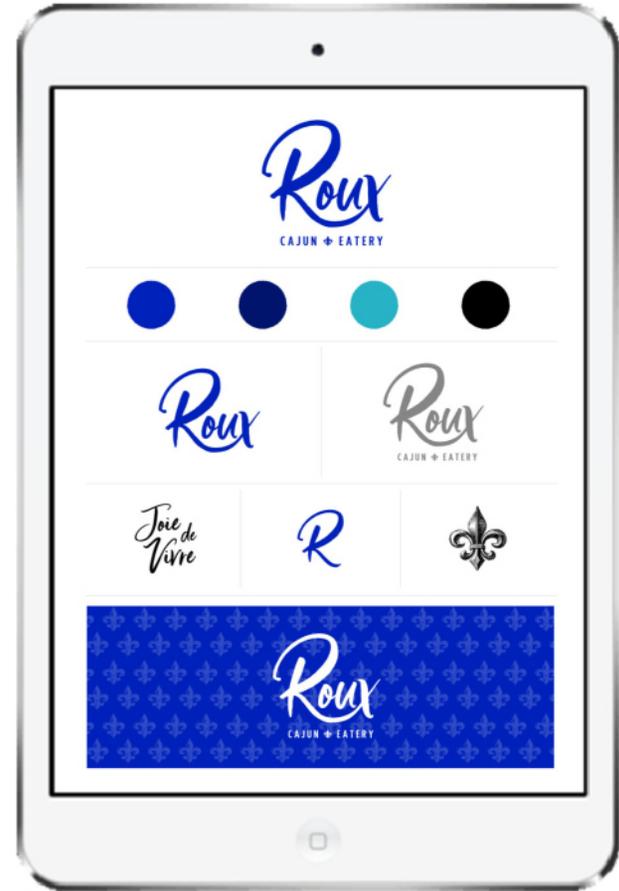
Once internal research & brainstorming is conducted, I will create 2 logo design concepts.

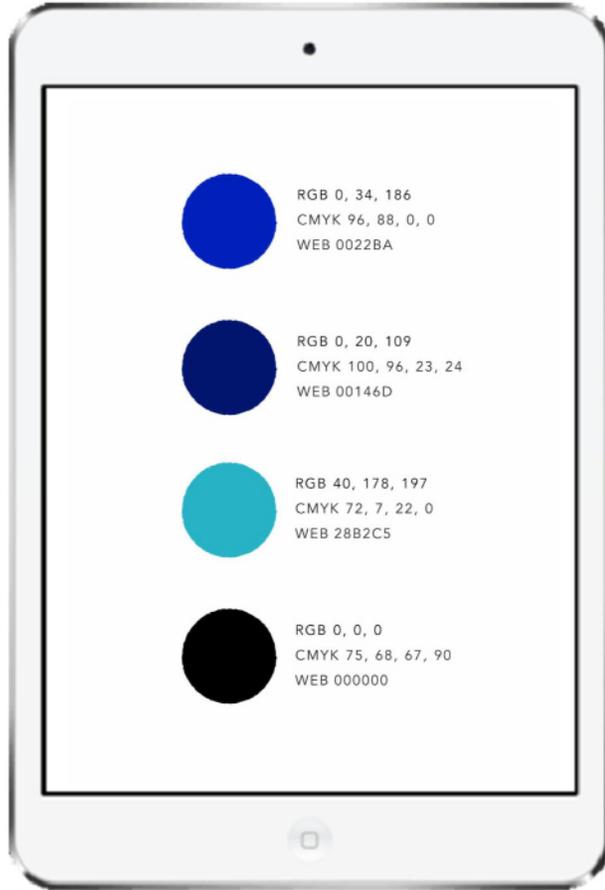
We jump on a video call via Zoom where I present the concepts and you provide feedback.

3. BRAND DESIGN

Following your choice of logo concept, I create the rest of your brand identity: color palette, font selection & supporting brand elements.

You get a beautiful PDF via email with your brand identity board and I collect your feedback in a Zoom meeting.





4. BRAND REFINEMENT

After receiving feedback, we collaborate to nail down the final brand identity concept, making sure you are getting a design inline with your vision.

This is done in 2 rounds of revisions.

5. BRAND IDENTITY GUIDE & MASTER FILES

In this final phase, I create a brand identity guide as well as a master folders with all the logo files, fonts & design elements.

This guide helps you or your team create future marketing materials in a cohesive way.





6. BRAND APPLICATION (OPTIONAL)

Once your brand is concluded, I can apply it to your materials by designing your website, business cards, packaging, social media graphics and so much more.

See the package add-ons for a list of what I can do.



Karla listened to me describe my business, tell stories about my family, and talk about my passion. She took that and researched to come up with a brand identity for my brand that I could not have dreamed up. She 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.

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

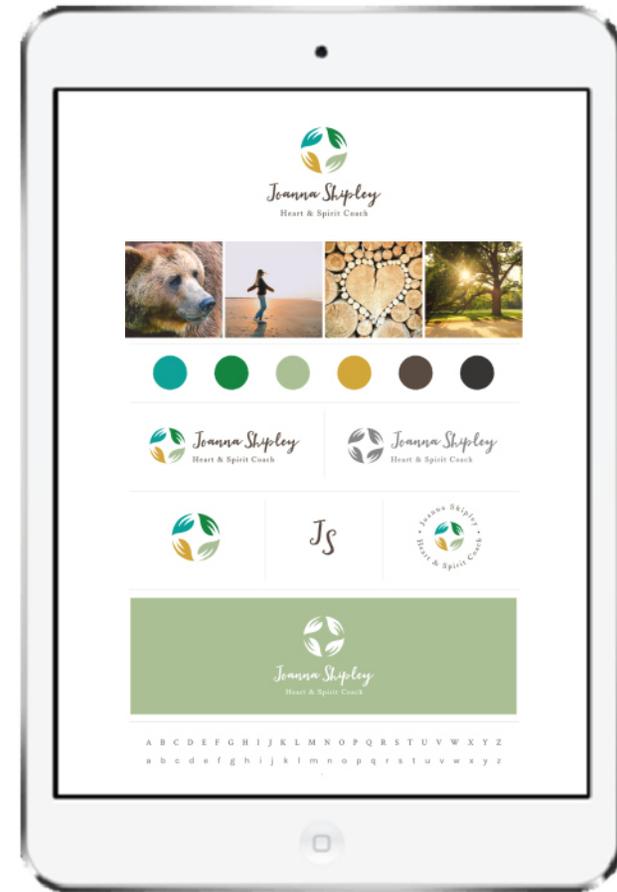
Custom Pattern/Backgrounds

Brand Identity Board & Guidelines

Digital files in JPG, EPS and PNG

Project duration: 10 business days

Investment: 2 payments of \$1,500 USD





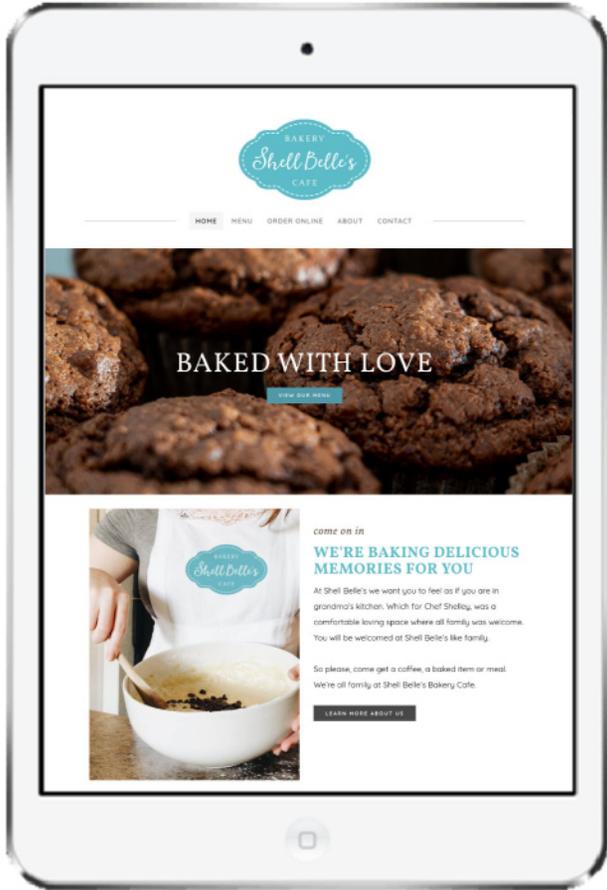
“Not only is Karla an incredibly talented designer who can create amazing graphics for your business, but she is also a true partner and collaborator who will work with you to build a strong brand that will set you apart in a crowded marketplace. What’s more is that Karla has a unique ability to shape 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 strategically designed website. An aesthetically pleasant design solution will produce conversions and convey credibility.

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 + provide copy and personal images.

Project duration: 15 business days

Investment: 2 payments of \$2,000 USD (\$5,000 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! You only have to meet her to know that creativity and art run through her veins. 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! She also happens to be a kind soul who cares about others and is a great mom. You can't go wrong with Karla”

MARI SMITH

Ready to take your brand to the next level?

Please email me at karla@karlapamanes.com and I'll get back to you within 24 hours with the link to my calendar so I can get to know more about you and your business.

karla pamanes | karlapamanes.com

