

# KARA LAYNE

BRANDING + DESIGN







# Elevating your brand through *intentional* and *purposeful* design.

In an era of fleeting trends and cheap design, it's a dedication to creating first impressions and online presences for businesses that do more than just attract attention—they build lasting connections.



# PHILOSOPHY

*At the heart of my approach lies a commitment to intentionality, purpose, and innovation. I believe that good design transcends mere aesthetics –*

It's about creating a meaningful, lasting impact. It's about fostering human connection within a digital world. It's about evoking a feeling.

My focus is crafting timeless and functional design that resonates with the values and goals of your brand. It's not just about making things look beautiful—it's about designing with a deeper understanding of your business's unique needs, ensuring that each project not only stands out visually but also aligns perfectly with your strategic objectives. All while enriching the lives of those you serve by cultivating an unforgettable brand experience.





Ultimately, I'm here to bring you  
*confidence* and *clarity* through a first  
impression and online presence  
that works as hard as *you* do.

Discover the design experiences available so that we can collaborate in cultivating a brand that resonates



ALL NEW FOR 2024

# The Brand Launch

## INTENSIVE

I understand the challenges you face as a business owner in today's economic landscape and the pinch you are feeling. I also know the growth that comes in building a proper foundation for your business through a quality brand identity and online presence.

This is why I have created the Brand Launch Intensive - an exclusive opportunity and service at no additional cost, reserved for those committed to a comprehensive design package, encompassing both branding and website design

This is an opportunity to go beyond the launch of your brand identity. It will be 30 days of dedicated strategy and business coaching to maximize the effectiveness of your new online presence. In an economy where every decision matters, your success is my priority and I'm here to ensure you have every tool in your arsenal to create the impact you aspire to.

FOLLOWING THE LAUNCH OF YOUR NEWLY DEVELOPED BRAND IDENTITY AND WEBSITE, WE WILL DIVE INTO 30 DAYS TOGETHER THAT WILL INCLUDE:

- *30-day technical support window*
- *Weekly strategy calls*
- *Daily and direct communication*

*Some of the things you will be able to accomplish with the guidance and coaching offered in your Brand Launch Intensive would be: establishing a solid content strategy, learning how to monetize your content, develop a marketing sales funnel, create an email list, and more.*

# 01: The *Brand* Blueprint

INVESTMENT: \$4650	TIMEFRAME: 4 to 6 weeks	OBJECTIVE: <i>To lay a solid foundation and gain a clear vision for your brand</i>
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DELIVERABLES:

- *Style + strategy direction*
- *Brand concept presentation*
- *Primary + secondary logo*
- *Coordinating brand marks, patterns, etc*
- *Stationary + social media pieces*
- *Custom brand guide*

*\*All projects will be split into payment plans and be invoiced in USD.*

A strong brand identity is the cornerstone of your business’s presence. It communicates your values, sets you apart from competitors, fosters connection, and builds trust with your audience. This is about more than creating a logo and curating a color palette. It’s about weaving the story of your brand into a tangible and cohesive identity.

The Brand Blueprint begins by immersing ourselves in your business, understanding your mission, vision, and target market. From there, we will utilize creative innovation and strategic thinking to develop a brand identity that not only looks stunning but aligns seamlessly with your business goals.

This is a full branding process that will not only ensure that your brand identity speaks clearly and powerfully, but that you also gain the clarity and confidence you need to move forward in big ways.



# 02: Website Design *and* Development

INVESTMENT: \$7250	TIMEFRAME: 6 to 8 weeks	OBJECTIVE: <i>To establish a unique online space to further enrich your brand experience</i>
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DELIVERABLES:

- *Home page design*
- *Six interior page designs*
- *Full blog design*
- *Full launch support*
- *30 days of VIP support following*

*\*Each page is designed around the copy/content you provide and must be received before the design and development of your website*

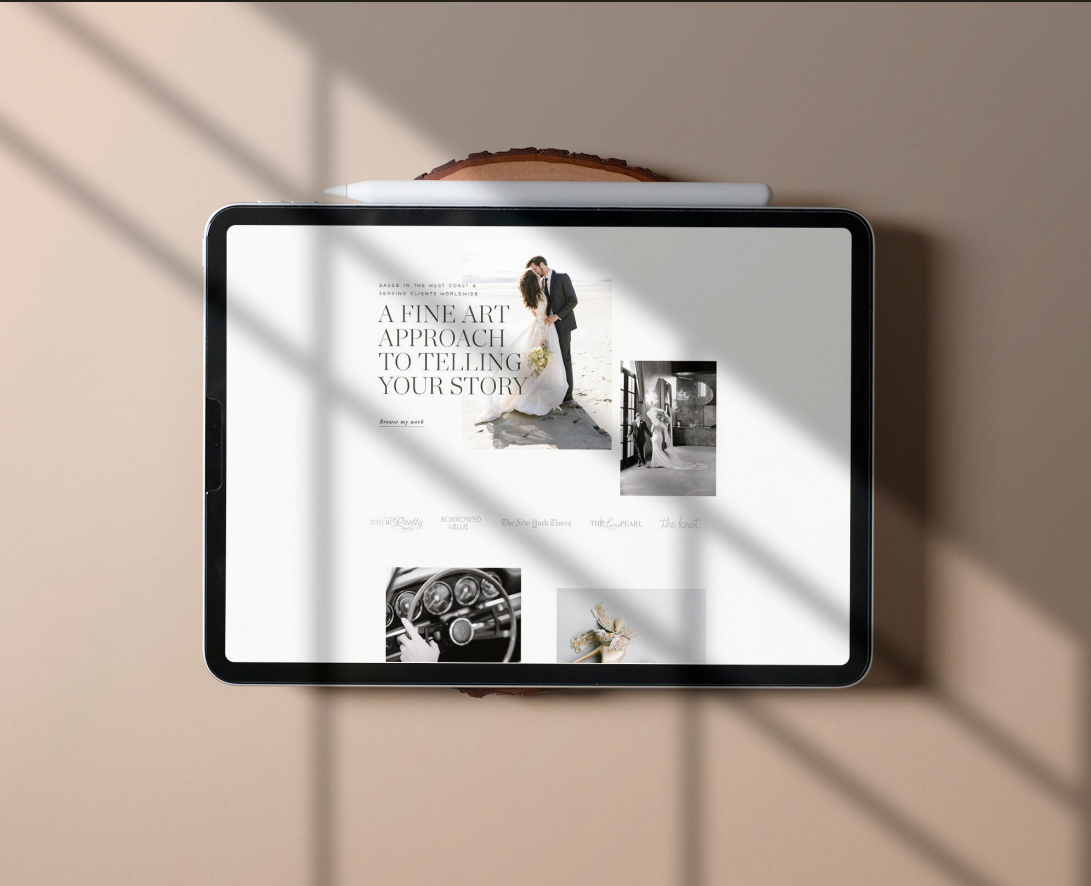
*\*ShowIt requires a subscription. Use 'karalayne' at checkout to receive your first month free.*

With the pivotal role a website plays in your brand's online presence, my focus is on creating bespoke digital experiences that captivate and engage your audience.

My custom website design and development service is powered by the innovative ShowIt platform, a drag-and-drop interface that will allow us to break free from the constraints of back-end coding. This ensures that your website will not only be visually stunning but also user-friendly, responsive, and tailored to your specific needs. And yes, it integrates with WordPress for easy blogging and SEO, powering your business in the best way.

Once we thoroughly understand your brand’s ethos and goals to guide the design process, we will wireframe a digital landscape that will help ensure your site is as functional as it is beautiful. Then from there, we will bring it to life.

My commitment is to create a website that not only stands out in design but also excels in performance, making your online presence a powerful tool for business growth.





# 03: Creative Direction

INVESTMENT: <i>By quote only</i>	TIMEFRAME: <i>Varies</i>	OBJECTIVE: <i>To elevate your brand's visual narrative and ensure it aligns with your business objectives</i>
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*\*Each project is custom-quoted based on scope of work and desired outcome.*

Hiring an external creative director can be a game-changing investment for your business. Whether it's product packaging, marketing campaigns, or social media visuals, my creative direction services will bring a fresh set of eyes and innovative perspective to your project - insights that internal teams might overlook.

My role extends beyond design. We will dive into the heart of your brand to create visuals that not only capture attention but also tell your unique story. An external perspective is crucial for breaking out of echo chambers and injecting new life into your visual strategies.

My approach in creative direction is collaborative and strategic; we work closely together to understand your market, audience, and goals. This ensures that every creative decision, from color palettes to typography, is made with your brand's success in mind. By entrusting me with your creative direction, you're not just getting a service; you're investing in a vision that can elevate your brand, engage your audience more effectively, and set you apart in a crowded market.





# 04: The *Accelerated* Brand

For business owners on a tight timelines or budget, I provide a quick and cost-effective solution. These services are tailored to give your brand a professional and impactful push start, ensuring quality and style without overstretching your resources.

<i>Mini Branding Package</i>	INVESTMENT: \$2400	TIMEFRAME: 2 weeks	<i>Template Customization</i>	INVESTMENT: \$3750	TIMEFRAME: 4 weeks
<p>DELIVERABLES:</p> <ul style="list-style-type: none"><li>→ <i>Single logo design</i></li><li>→ <i>Secondary logo option</i></li><li>→ <i>Color palette</i></li><li>→ <i>Submark/Monogram</i></li><li>→ <i>One revision</i></li></ul>			<p>Because I believe in quality over quantity, I only work with TONIC ShowIt templates that meet my high standards and will serve you and your business in the most incredible way.</p> <p>Once you have selected the appropriate template that fits your needs, we will then dive into tweaking and perfecting up to four pages of the template while the rest of the template will be updated with your proper branding style of colors and fonts.</p> <p><i>*The cost of your TONIC template is not included in your investment. Use 'karalaynesentme' at checkout to receive 20% off.</i></p>		



*The Experience*

“I have worked on several projects with Kara and I could *not* imagine working with another designer.”

Not only is Kara super creative and talented, but her ability to listen to what her clients want is immeasurable and a lost quality in today's market - Katina



# WORK WITH ME

If you are ready to dive into an unforgettable creative experience, fill out the inquiry form so I can get to know more about your goals and so we can schedule a call.

[INQUIRE NOW](#)