

Investment Guide

HAND CRAFTED

MINIMALISTIC BRANDS

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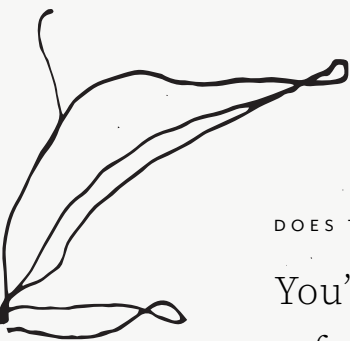
You deserve a brand
that's both beautiful *and*
successful.

We don't just create a logo— we hand-craft a unique
identity for your business that will have a lasting
impact and attract your dream clients. Together,
we'll bring clarity and confidence to your brand so
connecting with your dream people feels completely
natural to you.

LEARN MORE ABOUT THE TRUE VALUE OF A
LASTING BRAND >>

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DOES THIS SOUND LIKE YOU?

You're *ready* for a rebrand or website refresh. But how do you know your investment is in the right hands?

Your audience won't choose you because they fell in love with your logo. Transforming your audience into loyal, paying clients happens because they connect with the full experience of your brand.

Working with a branding expert means you'll have direction. At Viola Hill Studio, you'll be completely guided through every step. As a one-woman design studio, we'll work together 1-1 in a deeply collaborative process. We'll uncover your goals, discover your brand's visual look, and ensure you have everything you need to connect with the people you most want to work with.

We ask the right questions, collaborate with you, and ensure the meaning behind every decision resonates with you & your audience.

Branding is more than just beautiful design. It's the foundation of a successful, thriving brand that goes where you do.



ONE-OF-A-KIND, HANDMADE ELEMENTS THAT
EXUDE YOUR AUTHENTIC STYLE

LASTING CLARITY & CONFIDENCE

A BRAND THAT HAS CHARACTER, TEXTURE, AND
HEART

COLLABORATION AT EVERY STEP

HONEST FEEDBACK & GENUINE CONVERSATION

ORGANIC, MINIMALIST, REFINED, NATURAL
DESIGN APPROACH

BRANDING THAT IS STRATEGIC



BRANDS WITH DEPTH

Why we won't just give you a logo

Why should my audience choose me over someone else? Branding answers this question & helps you uncover your business purpose so marketing to your dream clients is a natural extension of the work you're already doing.

LOGOS SIMPLY DON'T HAVE THE STAYING POWER TO MAKE YOUR BRAND UNFORGETTABLE TO YOUR DREAM CLIENTS.

Branding is all about invoking the right feelings in your audience. When you know how to use your brand and translate it across platforms like social media, your website, and your products, you have a brand experience. Going through the branding process helps you gather this meaning and make marketing your brand that much more natural to you.



Brand



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graph TD; Brand[Brand] --- Design[Design]; Brand --- Voice[Voice]; Brand --- Style[Style]; Design --- Logos[LOGOS]; Design --- BrandMarks[BRAND MARKS]; Design --- ColorPalette[COLOR PALETTE]; Design --- Typography[TYPOGRAPHY]; Design --- Illustrations[ILLUSTRATIONS]; Design --- ArtisticElements[ARTISTIC ELEMENTS]; Design --- Patterns[PATTERNS]; Voice --- Tone[TONE]; Voice --- Messaging[MESSAGING]; Voice --- Mission[MISSION]; Style --- Imagery[IMAGERY]; Style --- Layouts[LAYOUTS]; Style --- Aesthetic[AESTHETIC]; Style --- Feeling[FEELING];
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Design

LOGOS
BRAND MARKS
COLOR PALETTE
TYPOGRAPHY
ILLUSTRATIONS
ARTISTIC ELEMENTS
PATTERNS

Voice

TONE
MESSAGING
MISSION

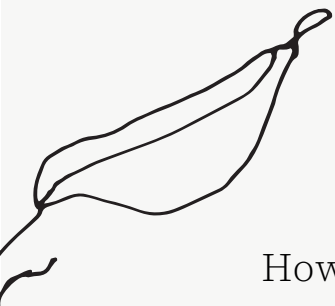
Style

IMAGERY
LAYOUTS
AESTHETIC
FEELING

YOUR BRAND

From colors & fonts to logos & submarks, you're about to experience your brand in an entirely new form.

What you'll come away with: A complete brand identity that gives you complete confidence, clarity, & connection.



How a new brand & website will transform your business.

Genuine connection with your audience creates loyal clients. That's why any brand we create lies at the intersection of your audience & your passions so your brand is cohesive, organic, and natural to you.

We'll start by reflecting on your business goals through client homework (it's easy, promise!) and discussing both the short & the long term of your brand. Whether you're a brick-and-mortar who needs signage more than submarks or an online product shop who needs lots of patterns, we'll customize your experience to you so you can reach for your goals with ease.

By starting with creative direction and strategy before merging handmade elements with custom code in Squarespace, you'll receive a website that's both elevated and easy to update.

WITH VIOLA HILL STUDIO, EXPECT TRUST, HONESTY,
AND LOTS OF COLLABORATION AS WE DISCOVER YOUR
BEST BRAND YET.

CLIENT SUCCESS

"I felt like there was a big disconnect between my brand and my work! If you looked at my "brand" (aka, really just a logo), you would expect something different from me as a photographer. I honestly didn't even know where to start. Now, I feel like I understand what a brand is and how it is important to my business!"

"Since I had my re-brand and social media push, I've doubled my followers and have been getting a lot of inquiries online. Currently, I don't have to take work on the rest of the year to meet my goals...and it's only March!"

"Now, my brand has synchronization and a look for what the business represents, plus an entire suite of options to make beautiful graphics to represent who we are and what we do."

Are you ready to feel confident & clear
when it comes to your brand?

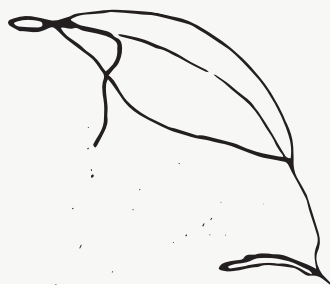
*Everything you need for a long-lasting, versatile, & unique
brand built with strategy.*

We don't just give you logos and leave the rest up to
you. A long-lasting, personal brand starts with strategy.
We start the process by identifying your goals so
you're uniquely guided at every step of the process.
Through collaboration, honest feedback, and in-depth
conversation, we'll create a brand that's the ideal
intersection between what resonates with your audience
& you. With your brand guidelines in hand, you'll know
exactly how to use your brand so creating cohesive
imagery for your brand is stress-free.

With Viola Hill, your brand will stand out even more with
boundary-pushing illustration style, meaningful symbols,
and unique patterns. Every one of our clients receives
handmade elements that make their brand a standout.

TIMELINE : 2-3 MONTHS

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PRIMARY LOGOS / VARIATIONS

SECONDARY LOGOS / VARIATIONS

BRAND MARKS

ILLUSTRATIONS & ICONS

PATTERNS

COLOR PALETTE

TYPOGRAPHY



Beautiful websites with lasting impact.

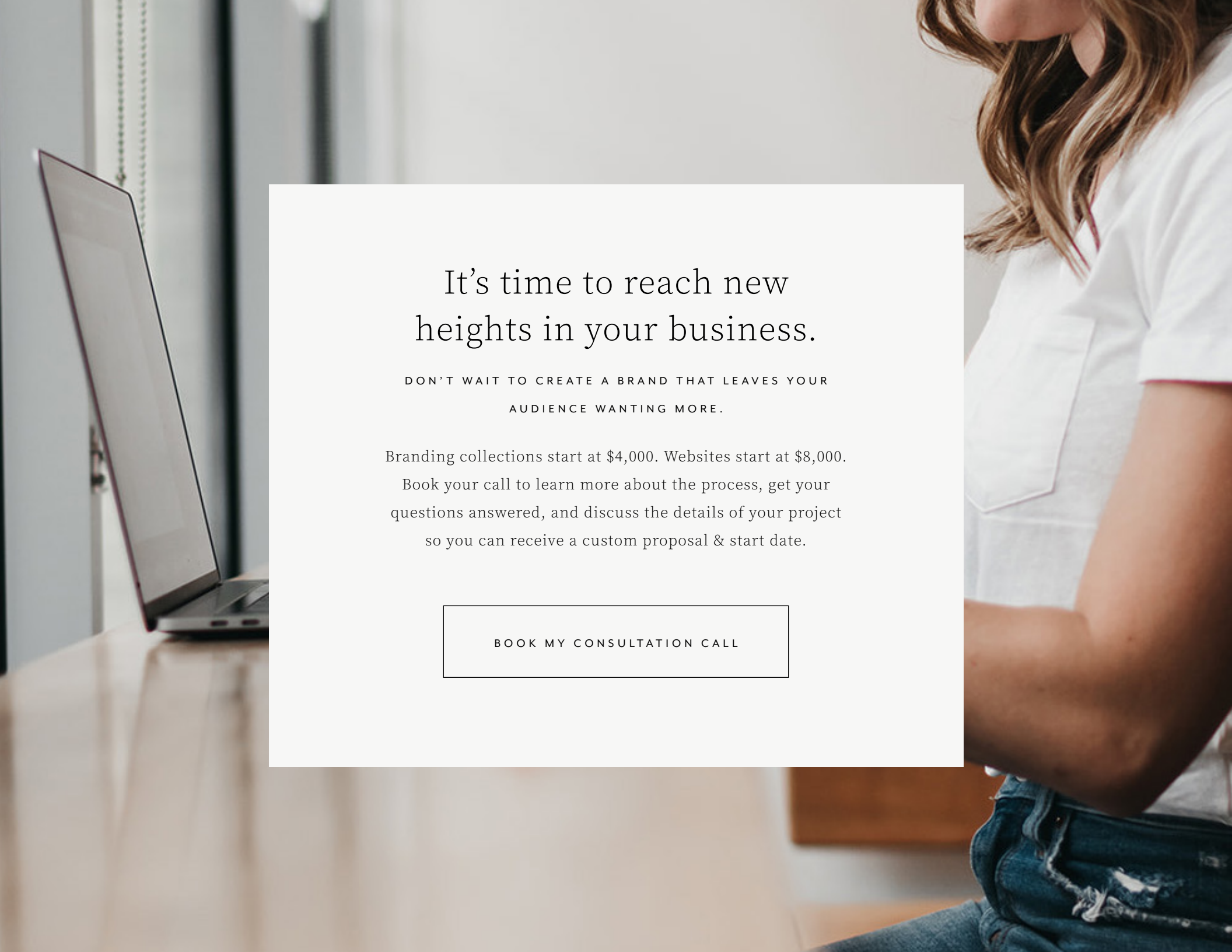
When your brand comes alive across all platforms, your audience will know your brand is the one to trust.

Your website is among the most important collateral pieces in your entire brand. That's why the Complete Experience elevates both your brand & website.

We'll create an experiential, completely custom Squarespace website that works for you. With custom code, handmade brand elements implemented accurately & consistently, and a minimalist, organic style, your website transforms your brand from a possibility into a reality.

Once your project is complete, we'll show you exactly how to update your website and use your brand across platforms on a training call so you're never left guessing what's next.

TIMELINE : 4-6 MONTHS



It's time to reach new heights in your business.

DON'T WAIT TO CREATE A BRAND THAT LEAVES YOUR
AUDIENCE WANTING MORE.

Branding collections start at \$4,000. Websites start at \$8,000.

Book your call to learn more about the process, get your questions answered, and discuss the details of your project so you can receive a custom proposal & start date.

BOOK MY CONSULTATION CALL