

# lena designs studio

How Lena Gosik-Wolfe helped Danielle Mendoza **elevate her branding** to better reflect her values and depth of experience, **attract her ideal clients**, and **shine in full confidence** of the impact of her work.

*Case Study: Be Myself Now Re-brand*

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## Danielle Mendoza, Business Development Coach

“Lena helped me get clearer about my brand than I’ve ever been before. Now, my branding communicates exactly what I want it to about my business and my quality of work. It’s allowed me to fully own my business and know I’m accurately representing myself in all of my marketing. I feel so much more confident as a business owner.”

[BEMYSELFNOW.COM](https://www.bemyselfnow.com)

When Danielle Mendoza reached out to brand strategist and designer Lena Gosik-Wolfe, her coaching business had been through a few iterations. Starting out as a coach for teens, Danielle then shifted into spiritual coaching, and finally realized that her truest passion was helping women develop their big ideas into successful businesses.

Yet while Danielle had been operating as a business consultant very

successfully — and passionately — for quite some time, her branding still reflected her days of coaching teens.

“My business had changed but my logo hadn’t, and the original logo had a much different vibe than the way I work and coach now,” Danielle said.

She noted that her old brand identity wasn’t allowing her to show up with full confidence in her current business

and was keeping her from being as visible as she truly needed and wanted to be.

“I wasn’t showing up with as much confidence in my Instagram posts and through my website and the other avenues where people reach me,” Danielle said. “I was at a level in my business where I’d had multiple years of five figures, but my branding wasn’t reflecting that. It was keeping me from showing up the way I wanted to in my market.”

With an art background of her own, Danielle said she had tried to change her logo to reflect how her work had evolved, but she wasn’t happy with the results.

“I played around with the colors and it looked okay, but it definitely lacked a level of sophistication that I really wanted to communicate about my work,” Danielle said.



“BEING ON THE INSIDE OF MY BUSINESS, I KNEW I COULDN’T SEE OR INTERPRET IT THE WAY SOMEONE WOULD FROM THE OUTSIDE, AND I KNEW I NEEDED A BRAND STRATEGIST WHO UNDERSTOOD THE IDEA OF BRINGING MY VALUES FORWARD IN THE DESIGN AS WELL AS THAT SOPHISTICATED LEVEL OF SERVICE I WANTED TO CONVEY.”

So, Danielle reached out to Lena, who she’d met in a networking group for female business owners. She’d taken notice of Lena’s work within the group and recognized immediately that Lena would be the perfect person to help her upscale her brand in the way she wanted to.

“WHEN I SAW THE WORK LENA HAD DONE FOR OTHER WOMEN I KNEW SHE COULD BRING THE LEVEL OF FEMININE SOPHISTICATION TO THE DESIGN THAT I WAS STRUGGLING TO BRING IN MYSELF,” DANIELLE

SAID. “I SAW HOW NATURAL IT WAS FOR LENA TO INCORPORATE A FEMININE TOUCH AND KNEW SHE’D BE THE PERFECT FIT TO HELP CREATE THE LOGO AND THE BRAND I REALLY WANTED.”

Danielle hired Lena for a Brand Glow Up! — a VIP brand strategy and design day where Lena was 100% dedicated to Danielle’s branding needs.

On the day of Danielle’s session, Lena

met with Danielle for 90 minutes on Zoom where she led her through a full deep dive strategy session to identify the hopes Danielle had for her branding and to dig as deeply as possible into the vision, mission, and values of her business and her brand.

“I was so excited for our VIP session,” Danielle said. “It was like Christmas morning because I knew this was the start to getting new branding. The whole session was so smooth and Lena guided me the entire way.”

Danielle said she was impressed at how



**SHERPA BLUE**

This is the main color and should be the only color solid outside of black or white used for your main logo.



**MELANIE**

This is the secondary color and can be used for your alternate and submark as well as accents.



**TERRA COTTA**

This color should be used for your submark and accents.



**GOLDEN FIZZ**

This color should be used for accents or background.



**GALLERY**

This color should be used for accents.

*Be Myself Now Updated Color Palette*

thoroughly Lena helped her explore the fundamentals of her business — an experience that proved to be eye-opening. “Lena asked me so many great questions that brought out my values and my brand,” Danielle said. “Like what I really help women do, what my mission is for my business, and what I want my legacy to be. It was so much more than my business model or my packages and prices. She really got to the heart and soul of my business.”

Danielle said she also loved the way that Lena helped her define what she wanted the essence of her brand to be — as well as the feeling she wanted it to inspire in new prospects and clients.

“I knew that I wanted my branding to be playful and feminine, but also sophisticated — with the structure that gives confidence in the business world,” Danielle said. “But Lena helped me go further. She said, ‘Ok, so you want your branding to be feminine. Great. Let’s talk about what feminine means to you but let’s also talk about what it’s not.’ That helped me realize that feminine to me is not girly or sexy, but more refined and elegant.

“She helped me deeply understand my brand by looking at each trait from

both sides. It was really helpful.”

With their 90-minute Zoom session complete, Lena went to work, first creating a visual inspiration board to make sure they were on the same page with where the brand was heading, and then created two options for a new logo for Danielle to choose from.

Danielle said she loved both logo designs, and appreciated how easy it was to give Lena feedback to get them just right.

“I LOVED WHAT SHE HAD CREATED FOR ME, AND WITH A FEW SMALL TWEAKS SHE NAILED IT,” DANIELLE SAID. “SHE WAS SUPER OPEN TO LISTENING TO MY FEEDBACK AND SHE’S VERY EASY-GOING ABOUT LISTENING TO YOUR CRITIQUE AND QUESTIONS. IT WAS A REALLY GREAT EXCHANGE.”

When Danielle’s choices for her primary logo, color palette, and font systems were locked in, Lena created an alternate logo, submark and favicon to make



Be Myself Now Updated Color Palette

sure there was enough differentiation in the branding assets to keep things fresh and avoid too much repetition.

She also provided Danielle with a style and strategy guide with instructions for how to implement her new branding assets in a way that enhanced the design.

“I was able to start updating my website immediately, and the guide gave great advice so that I could coordinate my branding assets so that they work together in the best way,” Danielle said.

Thrilled with how her new branding turned out, Danielle said she loves the response she’s received from those who have seen it.

“I get compliments on my new branding all the time,” Danielle said. “And so many of my old clients who knew my original branding have said how my new branding

is still a great reflection of me but definitely more refined and sophisticated.”

But Danielle said the biggest benefit of her new brand identity is the confidence it’s created in her as a business owner.

“BEFORE, MY BRANDING WAS SORT OF PIECED TOGETHER AND IT NEVER FULLY EMBODIED WHAT I WANTED TO DO AND THE LEGACY I WANT TO LEAVE,” DANIELLE SAID. “NOW, I FEEL SO GREAT ABOUT WHAT PEOPLE ARE SEEING AND I WANT PEOPLE TO GO TO MY WEBSITE, CHECK OUT MY PROGRAMS, AND CHECK OUT MY BOOK. IT’S MADE ME SO MUCH MORE CONFIDENT AND EXCITED TO SHOW UP FULLY IN MY MARKET.”

Danielle is so thrilled with the results of her work with Lena that she's hired her to provide brand consultation and design to all of her business consulting clients — a partnership she knows adds tremendous value.

“My clients are new to business and don't have visual branding,” Danielle said. “I used to be doing their branding for them — and it was just a simple logo and a color palette. But now I'm giving them a much higher level of design by having Lena do it.

“Lena is so good at it and so quick, and my clients love it. I've seen it boost their confidence as business owners and it makes them feel legit. Their beautiful branding helps crystallize their business in their minds.”

Danielle said she believes that every business owner can benefit from having Lena put her unique strategic and design mind to work on their brand.

“LENA OPERATES FROM A FEELING-BASED APPROACH TO BRANDING,” DANIELLE SAID. “SHE WANTS IT TO LOOK GOOD, OF COURSE, BUT WHAT SHE'S REALLY AFTER IS MAKING SURE THAT YOUR BRAND GIVES OFF THE

FEELING THAT YOU WANT IT TO INSPIRE IN OTHERS. THAT'S A WHOLE NEW WAY TO LOOK AT BRANDING.

“She gets, at the core, that great branding inspires the feeling we want our customers to experience when they see it and interact with our business. And she's brilliant at bringing that feeling out in a brand.”



Brand Implementation: Podcast Cover Design by Danielle Mendoza







To learn more about how Lena can help you **elevate your brand and your business** through top-tier strategy and design, [click here](#).

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