

# SERVICES OVERVIEW

POLICOM DESIGN STUDIO  
FOUNDED BY PAULINA CHENCOVA

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# WELCOME

I'm so glad you're here and considering transforming your business with branding that's not just beautiful but deeply soulful, impactful, and authentically yours.

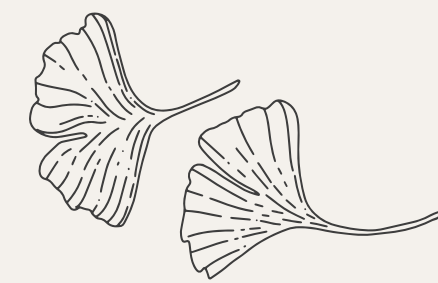
I'm Paulina Chencova, and I specialize in nature-inspired, hand-drawn designs that bring brands to life with warmth, individuality, and purpose. Whether you're looking for a logo, a full brand identity, or a website, I am here to bring your vision to life through thoughtful, artful design that resonates with your values and connects deeply with your audience.

This guide offers a glimpse into how we can create something truly special, branding that inspires, connects, and stands the test of time.

Let's craft something extraordinary for your business together!



# DESIGN APPROACH



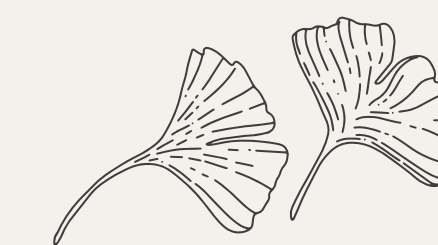
## EVERYTHING HAS A REASON

Every visual decision starts with purpose. Design grows from the brand's values, context, and story. Aesthetic choices are never random, they exist to support meaning, clarity, and connection.



## CREATIVITY GUIDED BY STRATEGY

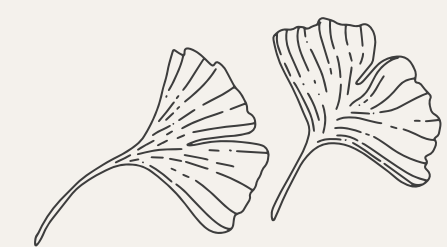
Creative intuition and strategic thinking go hand in hand. Emotion, feeling, and hand-crafted expression are balanced with structure and clarity, ensuring the brand is not only beautiful, but also effective and thoughtful.



## PROCESS WITH CARE

The process matters as much as the result. Branding is approached as a calm, collaborative journey, allowing ideas to unfold naturally. Attention is given not only to the final outcome, but to how the brand is shaped along the way.

# VALUES



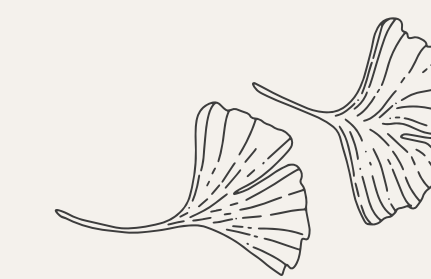
## HUMAN AT THE CORE

Every brand has a story, values, and energy behind it, and design should reflect that. The focus is always on meaning, emotion, and real connection, not on perfection or polished surfaces. Design is created for people, not for trends or algorithms.



## SOULFUL, CONSCIOUS CRAFT

Hand-drawn elements, thoughtful details, and eco-conscious choices are part of a slower, more intentional process. Each project is built with care, respect for materials, and awareness of its impact. Design is treated as a craft, not a quick solution.



## AUTHENTIC OVER TRENDY

Trends fade, values remain. The work avoids rigid formulas and trend-driven aesthetics in favor of design that feels honest, timeless, and true to the brand itself. The goal is not to impress, but to resonate and last.

# MISSION

To help soulful, values-driven brands express who they truly are and connect with the people who feel the same.

The work is rooted in human-centered, nature-inspired design that does not chase trends or rely on rigid formulas. Instead of perfect lines and trendy shortcuts, the focus is on authenticity, character, and meaning.

Design that feels alive, honest, and grounded in real values.

Every project combines aesthetics with strategy, intuition with structure. Hand-drawn elements, thoughtful details, and eco-conscious choices are not decoration, but part of a deeper approach: design made by a human, for humans.

This work exists to support businesses that care deeply about what they do, brands built with intention, respect for craft, and love for their work. The same care and love that goes into every design decision.



# CLIENT LOVE

"Working with Paulina was a pleasure! I didn't understand anything about branding and was worried about how the process would go, but it turned out to be very clear and comfortable. Paulina listened carefully to my wishes, helped me sort through the details, and suggested solutions that perfectly captured the character of the brand. Special thanks for her patience and responsiveness — she always gets back to me quickly! It was truly a pleasure working with her!"

Lenka P.  
owner of Kraznee LTD





# CLIENT LOVE

“Paulina brings a rare combination of creativity, clarity, and integrity to her work. She is thoughtful, honest, and deeply invested in her clients’ success. Her ability to translate ideas into meaningful, beautiful visuals is exceptional, and her process feels” both professional and genuinely personal.

I have worked with many designers over the years, but none have matched Paulina’s level of care, talent, and attention to detail. I highly recommend her to anyone looking for a designer who not only delivers outstanding results, but also makes the entire experience feel inspiring and effortless.”

Chara C.,  
owner of Bliss Natura





# CLIENT LOVE

“Working with Paulina helped me gain clarity on where I actually want to take my business. During the onboarding process, I started reflecting on what my brand was truly meant. As a small business owner, it’s easy to get caught up in day-to-day tasks or endless to-dos. Before working with Paulina, I had so many styles and ideas in mind, but no clear direction on how to bring them to life. After a year of switching logos and labels, it became evident that I lacked a cohesive brand.

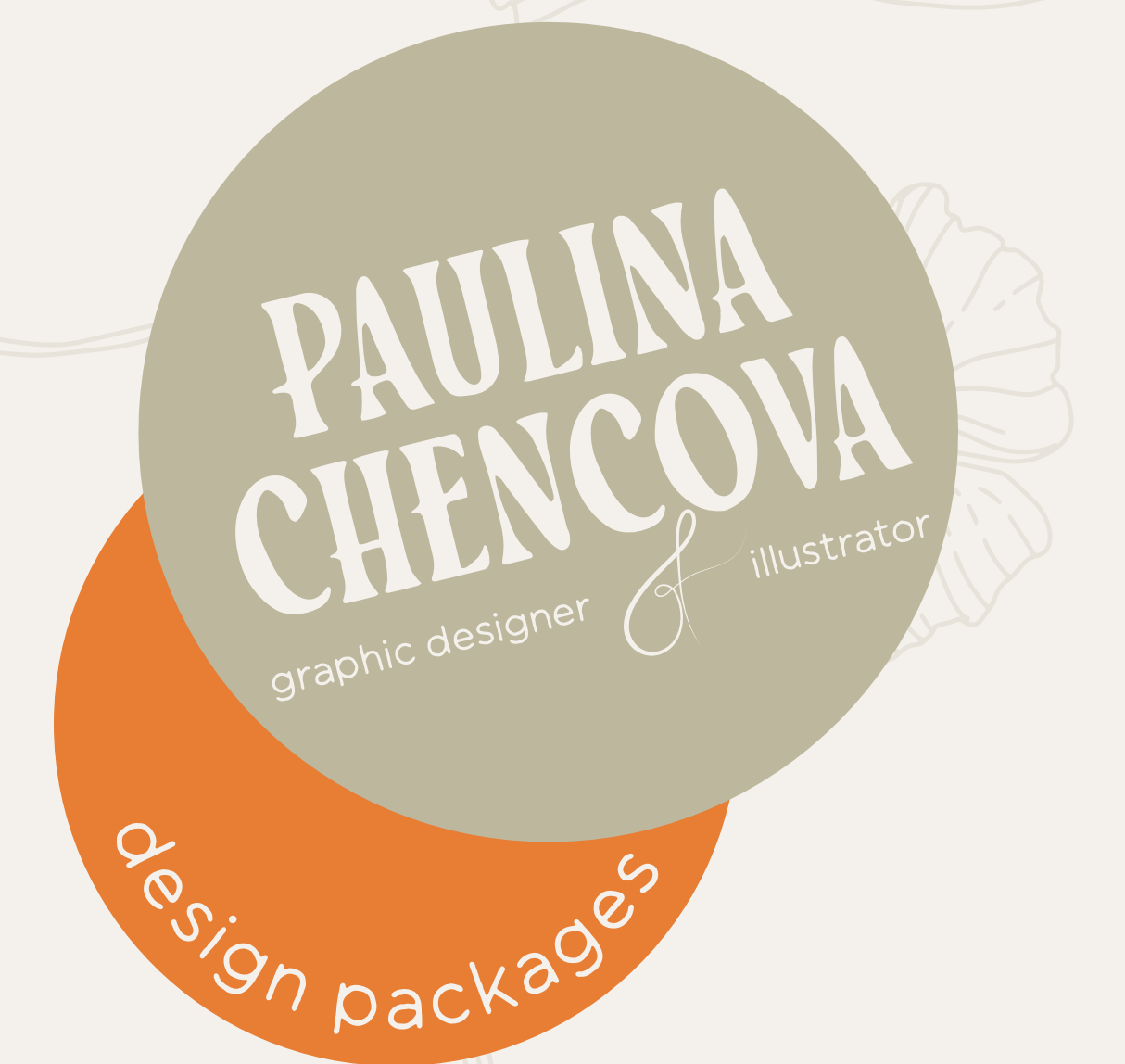
Outsourcing to a professional like Paulina not only saved me valuable time but also set the foundation to increase our revenue by creating a consistent brand identity with a story told through imagery. This builds trust with our customers and gives our business a stronger presence.

I would recommend anyone to work with Paulina because she brings direction, focus, and beautifully drawn illustrations. This investment has given me both confidence and peace of mind as a small business owner.”

Nicole V.,  
owner of The Desert Cottage



# DESIGN PACKAGES



# ONE CONCEPT PHILOSOPHY

I believe that true creativity thrives through clarity and intention. That's why I focus on developing one strong, strategically refined concept, the one that best captures your brand's essence.

By committing fully to a single direction, I can pour all my expertise, research, and creative energy into crafting a brand identity that is cohesive, meaningful, and built with purpose.

This approach eliminates unnecessary guesswork, making the process smoother and decisions more confident. It ensures every detail, from color to typography to storytelling, works together seamlessly to express one clear, powerful vision of your brand.

# PRIMARY LOGO

A primary logo is the starting point of your brand's visual language. It sets the tone for how your brand is seen and felt, and becomes the first visual connection with your audience.

This service focuses on creating a thoughtful, handcrafted logo built on clarity, intention and meaning. The goal is not just to design a logo, but to create a visual mark that feels true to your brand and supports it as it grows and evolves..

## WHAT'S INCLUDED\*:

- 01 MARKET AND TARGET AUDIENCE RESEARCH, COMPETITOR ANALYSIS
- 02 TWO MOODBOARDS WITH VISUAL DIRECTION
- 03 ONE BESPOCKED CONCEPT
- 04 LOGO COLORS
- 05 LOGO FONTS
- 06 MULTIPLE FILE FORMATS FOR ALL USES (AI, EPS, PNG, PDF)

REVISIONS : UNLIMITED WITHIN THE SCOPE OF THE BRIEF

TIMEFRAME: 2 WEEKS

INVESTMENTS: €500 (2 PAYMENTS OF €250)

\*ADDITIONAL LOGO VARIATIONS AVAILABLE UPON REQUEST



# BRAND FOUNDATION

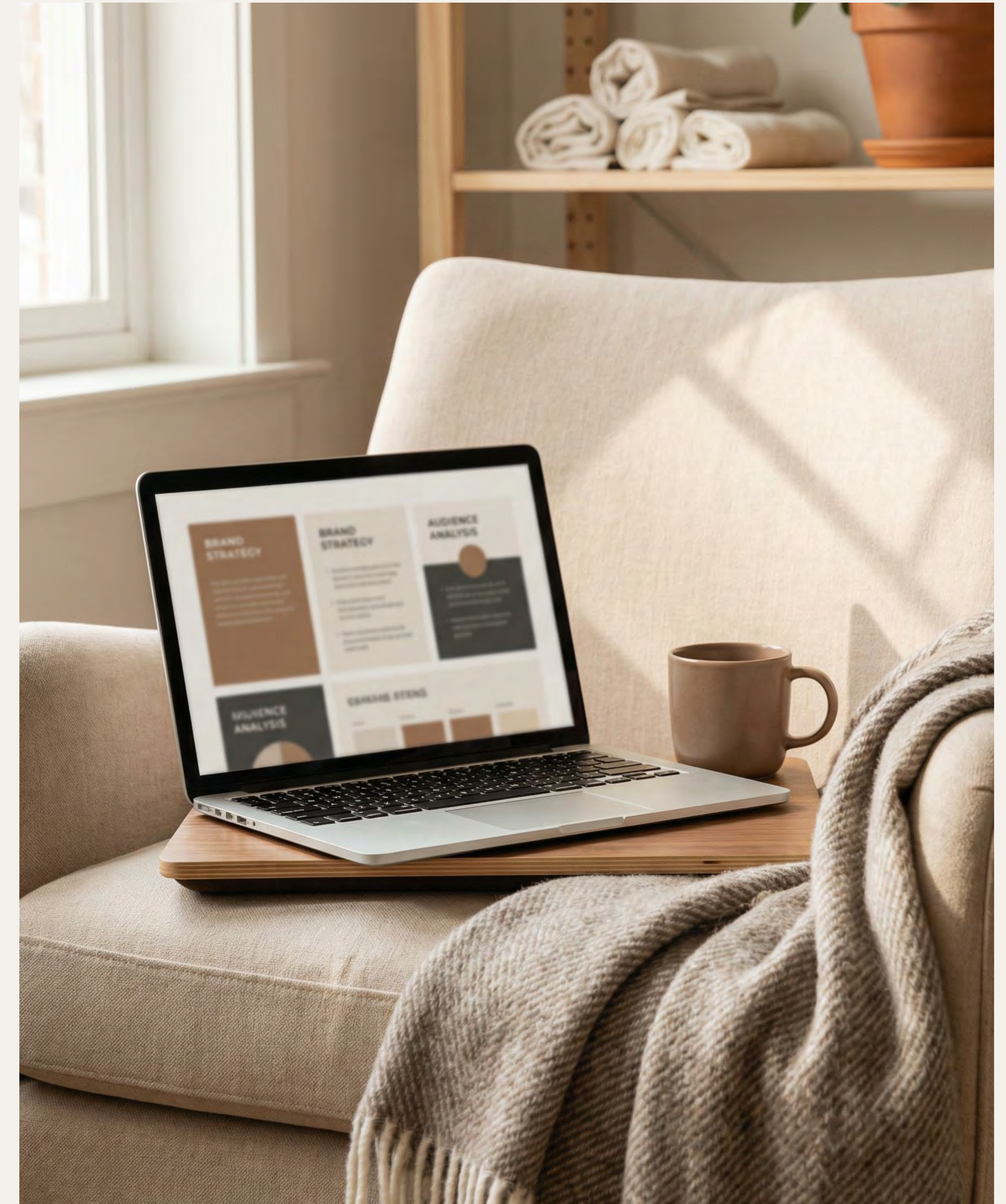
THE FOUNDATION THAT GIVES YOUR BRAND CLARITY AND DIRECTION.

Brand Foundation is where your brand begins to take shape. We define what your brand stands for, who it speaks to and how it should be perceived. Through thoughtful research and reflection, we bring clarity to your positioning, audience and core message.

This process creates a clear and grounded framework that helps your brand move forward with confidence, intention and a strong sense of direction.

## BRAND FOUNDATION GUIDE INCLUDES:

- 01 BRAND PURPOSE, MISSION AND VALUES
- 02 POSITIONING AND KEY DIFFERENTIATORS
- 03 IDEAL AUDIENCE PROFILE
- 04 COMPETITOR OVERVIEW
- 05 BRAND PERSONALITY AND TONE OF VOICE
- 06 VISUAL DIRECTION TO GUIDE FUTURE DESIGN
- 07 STRATEGIC SUMMARY AND GUIDANCE



TIMEFRAME: 1 WEEK

INVESTMENTS: €700 (2 PAYMENTS OF €350)

# BRAND ESSENTIALS

## A VISUAL IDENTITY, DESIGNED WITH CLARITY AND INTENTION

This branding package is designed to give your business a clear and cohesive visual presence. The process begins with understanding your brand's direction, audience and positioning, allowing every visual decision to feel thoughtful, intentional and aligned.

The result is a refined visual identity that feels natural to your brand and works consistently across all touchpoints, supporting both recognition and long-term growth.

### WHAT'S INCLUDED:

- 01 STRATEGIC FOUNDATION TO GUIDE THE VISUAL IDENTITY
- 02 VISUAL DIRECTION AND MOODBOARD
- 03 CUSTOM BRAND CONCEPT
- 04 LOGO SYSTEM (PRIMARY, SECONDARY LOGO AND BRAND MARK)
- 05 BRAND COLOR PALETTE
- 06 BRAND TYPOGRAPHY
- 07 HAND DRAWN PATTERN
- 08 HAND DRAWN TEXTURE
- 09 FINAL BRAND FILES FOR DIGITAL AND PRINT USE
- 10 ESSENTIAL BRAND STYLE GUIDE



REVISIONS : UNLIMITED WITHIN THE SCOPE OF THE BRIEF

TIMEFRAME: 3-4 WEEKS

INVESTMENTS: 1000 € (2 PAYMENTS OF 500 €)

# COMPLETE BRAND EXPERIENCE

A COMPLETE BRAND SYSTEM, FROM STRATEGY TO VISUAL EXPRESSION.

Complete Brand Experience combines strategic clarity with a complete visual identity and brand system. We define your brand's direction and translate it into consistent visuals that work across all touchpoints.

This package includes everything from Brand Foundation and Brand Essentials, expanded with custom hand-drawn illustrations, visual marketing collateral and a comprehensive brand style guide. The result is a clear, confident brand designed for long-term use and growth.

## WHAT'S INCLUDED:

- 01 EVERYTHING FROM BRAND FOUNDATION
- 02 EVERYTHING FROM BRAND ESSENTIALS
- 03 EXTENDED LOGO SYSTEM (UP TO 5 LOGO VARIATIONS)
- 04 5 X HANDDRAWN ILLUSTRATIONS
- 05 VISUAL MARKETING COLLATERAL OF YOUR CHOICE (THANK YOU CARD, BUSINESS CARD, FLYER)
- 06 FINAL BRAND FILES FOR DIGITAL AND PRINT USE
- 07 COMPREHENSIVE BRAND STYLE GUIDE WITH EXTENDED USAGE GUIDELINES

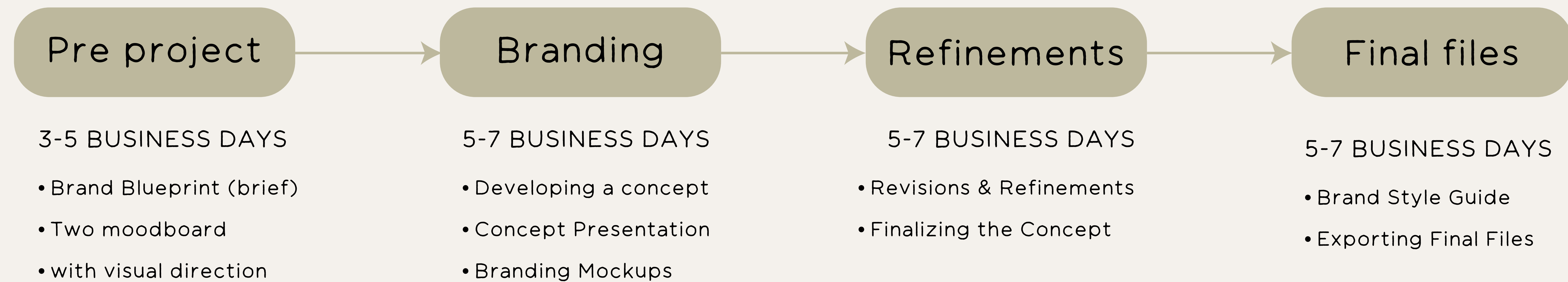


REVISIONS : UNLIMITED WITHIN THE SCOPE OF THE BRIEF

TIMEFRAME: 4-6 WEEKS

INVESTMENTS: €1500 (3 PAYMENTS OF €500)

# BRANDING PROCESS



# WEBSITE DESIGN PACKAGES

Websites that feel like a natural extension of your brand.



# SHOPIFY WEBSITE

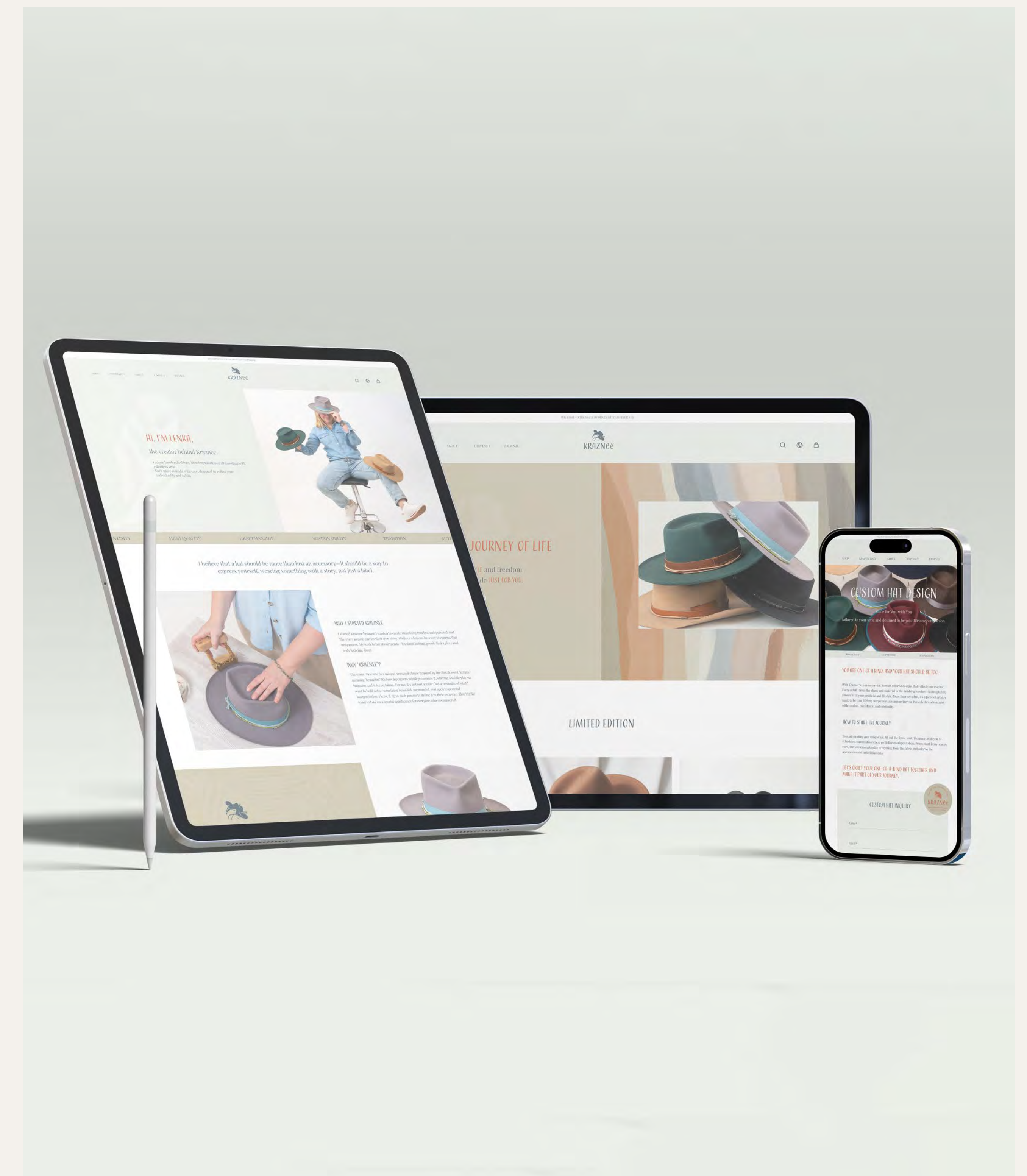
## AN E-COMMERCE EXPERIENCE DESIGNED WITH CARE AND INTENTION.

This Shopify website package combines thoughtful design with a smooth shopping experience. The focus is on clarity, ease of use and visual consistency, so your products are presented in a way that feels natural and inviting.

The result is an online store that reflects your brand's personality while supporting growth and day-to-day management.

### WHAT'S INCLUDED:

- 01 STRATEGIC WEBSITE STRUCTURE AND PLANNING
- 02 DESIGN MOCKUPS FOR KEY WEBSITE PAGES
- 03 CUSTOM WEBSITE DEVELOPMENT (UP TO 8 PAGES)
- 04 RESPONSIVE DESIGN FOR DESKTOP, TABLET AND MOBILE
- 05 BASIC SEO SETUP AND PERFORMANCE OPTIMISATION
- 06 CUSTOM SHOPIFY THEME OR SELECTED PREMIUM THEME
- 07 DOMAIN CONNECTION AND ESSENTIAL INTEGRATIONS
- 08 PRODUCT SETUP (UP TO 30 PRODUCTS)
- 09 CUSTOM FONT SELECTION ALIGNED WITH YOUR BRAND
- 10 COPYWRITING
- 11 LAUNCH GRAPHICS (SOCIAL MEDIA POST+ STORIES)
- 12 WEBSITE STYLE GUIDE
- 13 POST-LAUNCH SUPPORT (30 DAYS)



REVISIONS : UNLIMITED WITHIN THE SCOPE OF THE BRIEF

TIMEFRAME : 6-8 WEEKS

INVESTMENTS : €2400 € (4 PAYMENTS OF €600)

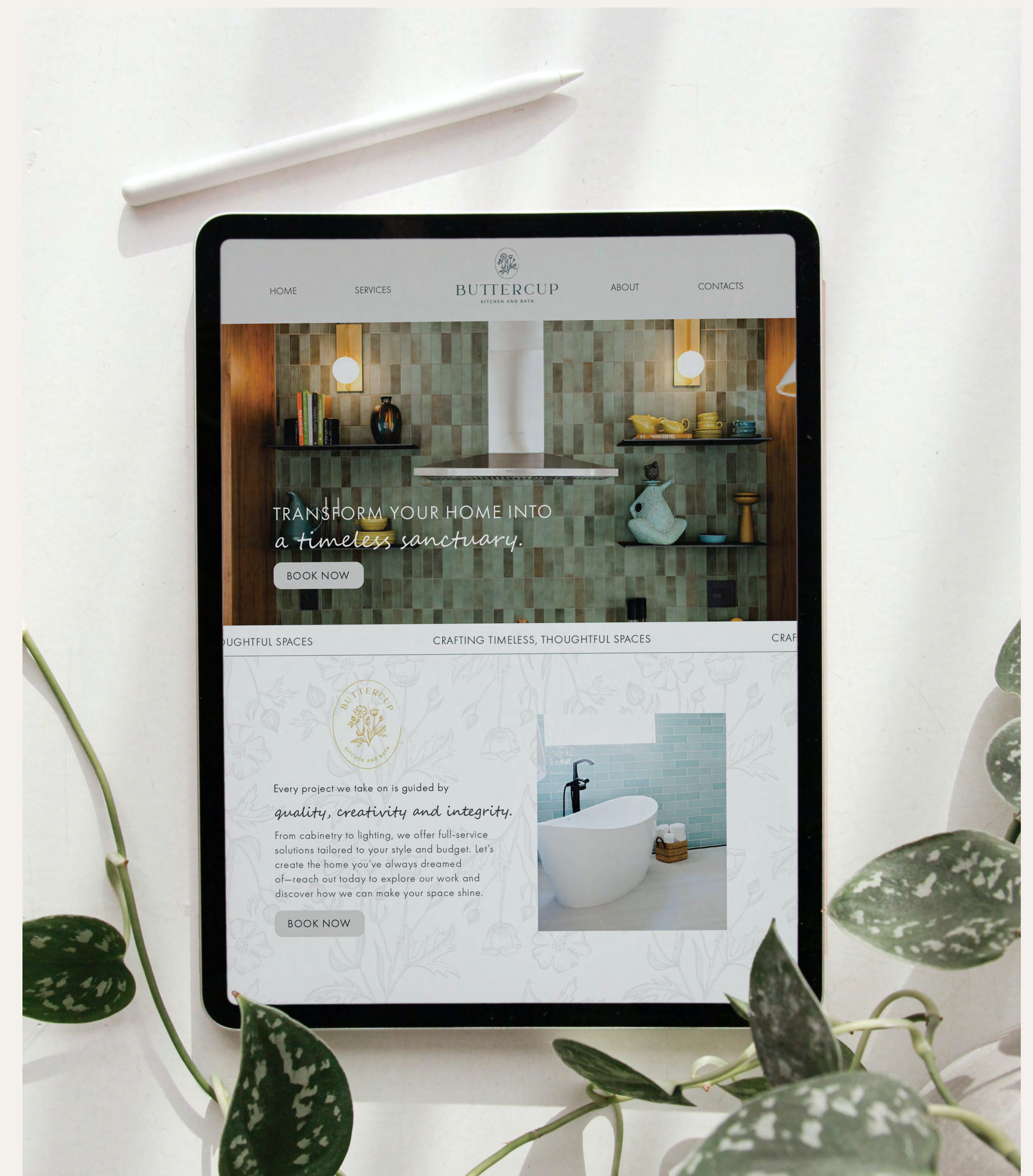
# SQUARESPACE OR SHOWIT WEBSITE

CLEAN, FLEXIBLE WEBSITES DESIGNED TO TELL YOUR BRAND'S STORY.

Squarespace and Showit websites are ideal for service-based and creative brands that value aesthetics, clarity and ease of use. The focus is on creating a calm, visually balanced space where your work, services and brand story can unfold naturally.

## WHAT'S INCLUDED:

- 01 STRATEGIC WEBSITE STRUCTURE AND PLANNING
- 02 DESIGN MOCKUPS FOR KEY WEBSITE PAGES
- 03 CUSTOM WEBSITE DEVELOPMENT (UP TO 6 PAGES)
- 04 RESPONSIVE DESIGN FOR DESKTOP, TABLET AND MOBILE
- 05 BASIC SEO SETUP AND PERFORMANCE OPTIMISATION
- 06 DOMAIN CONNECTION AND ESSENTIAL INTEGRATIONS
- 07 CUSTOM FONT SELECTION ALIGNED WITH YOUR BRAND
- 08 COPYWRITING
- 09 LAUNCH GRAPHICS (SOCIAL MEDIA POST+ STORIES)
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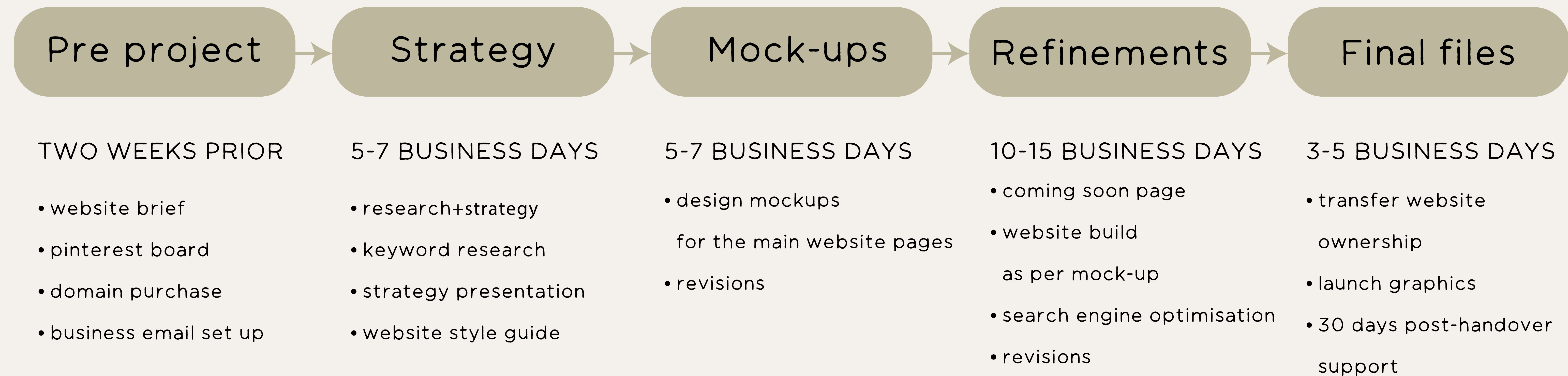


REVISIONS : UNLIMITED WITHIN THE SCOPE OF THE BRIEF

TIMEFRAME : 5-6 WEEKS

INVESTMENTS : €1800 (3 PAYMENTS OF €600)

# WEBSITE DESIGN PROCESS



# ADDITIONAL DESIGN SERVICES



# INSTAGRAM BRAND GROWTH

Your Instagram isn't just a platform — it's an extension of your brand story. This service helps you turn your page into a strategic, cohesive space that truly represents your business and speaks directly to your audience.

From visual direction to content strategy, we'll build a clear, beautiful, and easy-to-manage system that elevates your online presence and helps your brand grow consistently and authentically.

## WHAT'S INCLUDED:

### 01 INSTAGRAM AUDIT

A full review of your profile visuals, structure, and tone — with actionable notes for improvement.

### 02 BIO OPTIMISATION

Refined and engaging copy that clearly communicates your message and attracts your audience.

### 03 5 HIGHLIGHT COVERS

A custom set of icons that keeps your profile clean, consistent, and on-brand.

### 04 CONTENT THEMES

Key topics and ideas that make your posting effortless and aligned with your brand story.

### 05 FONT & COLOUR PALETTE SELECTION

A curated combination that reflects your mood, values, and personality online.

### 06 MOODBOARD

Visual direction for your Instagram — defining the look, tone, and emotional feel of your feed.

### 07 15 POST & STORY TEMPLATES

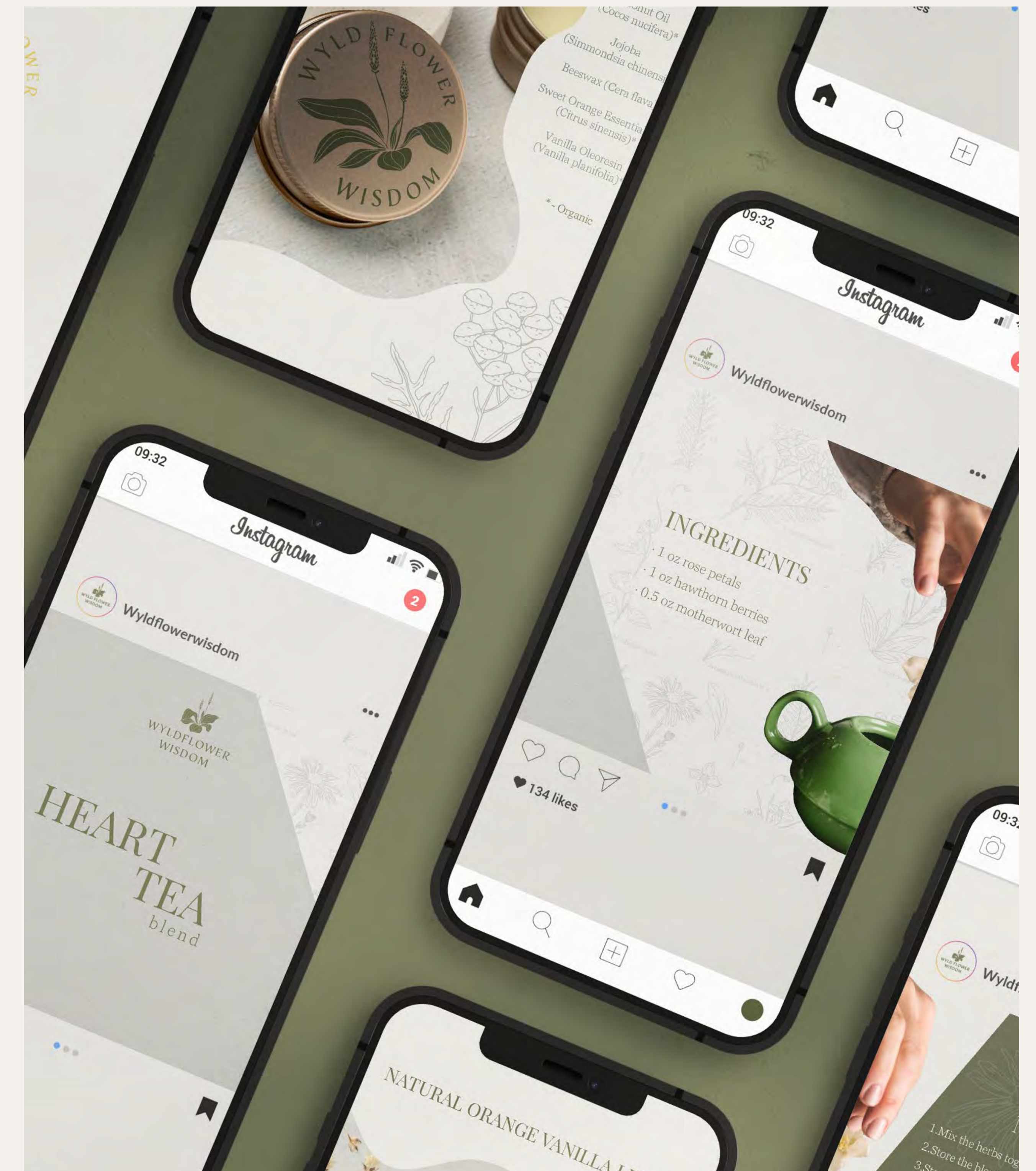
Editable Canva layouts for consistent and polished content.

### 08 GROWTH STRATEGY

Clear steps on how to increase visibility, build engagement, and attract the right audience.

### 09 POSTING SCHEDULE

A weekly rhythm tailored to your goals — showing what, when, and how often to post.



TIMEFRAME: 10 WORKING DAYS

INVESTMENTS: 500 € (2 PAYMENTS OF 250 €)

# CUSTOM ILLUSTRATION

Unique, hand-crafted vector illustrations that bring your brand's story to life. These aren't just decorative elements - they're visual storytellers that capture your brand's essence and communicate its values, personality, and message. Whether it's for packaging, labels, or promotional materials, these illustrations are crafted to resonate with your audience, making your product not just recognizable but unforgettable. Designed with precision and a narrative focus, they ensure your brand stands out in the most meaningful way.

## WHAT'S INCLUDED:

- 01 HAND DRAWN CUSTOM ILLUSTRATION
- 02 MULTIPLE FILE FORMATS FOR ALL USES (AI, EPS, PNG, JPG)

REVISIONS : UNLIMITED WITHIN THE SCOPE OF THE BRIEF

TIMEFRAME : 5-10 WORKING DAYS

INVESTMENTS : FROM €100



# PRINT DESIGN

## FORMAT

## COST

BROCHURE	FROM €50 PER PAGE
BOOKLET	FROM €50 PER PAGE
FLYER	€100
BUSINESS CARD	€100
INVITATION	€100
MENU	FROM €70 PER PAGE
GIFT CERTIFICATE	€100
OTHER DESIGN AND LAYOUT SERVICES AVAILABLE UPON REQUEST	

REVISIONS : UNLIMITED WITHIN THE SCOPE OF THE BRIEF

TIMEFRAME : 5-10 WORKING DAYS



# PACKAGING DESIGN

## FORMAT

## COST

1 LABEL DESIGN (ONE PRODUCT)

€100

ADDITIONAL LABELS

€50

FULL PACK LAYOUT (INCLUDING DIE-LINE)

€250

ADDITIONAL PACK LAYOUT

€50

PACKAGING TAPE

€100

BRANDED STAMP

€100

REVISIONS : UNLIMITED WITHIN THE SCOPE OF THE BRIEF

TIMEFRAME : 5-10 WORKING DAYS



# RECENT PROJECTS



# BLISS NATURA

*Organic skincare shop, Paphos, Cyprus*

Bliss Natura is an organic skincare and body care shop focused on conscious, eco-driven choices. The store curates organic cosmetics with an emphasis on clean formulations, sustainable packaging, and support for local producers. The brand positions itself as an eco shop where every product reflects a commitment to natural care, environmental responsibility, and local heritage.

## SERVICE

Complete Brand Experience with extended print materials.

## THE CHALLENGE

Bliss Natura is located in the historic center of Paphos, surrounded by tourist-oriented shops offering mass-market products. In this environment, it was difficult for the store to be immediately recognized and understood as a curated organic space rather than a generic retail or souvenir shop.

Despite strong values and a clear eco-focused concept, the brand lacked a visual identity that could help customers notice the store, understand its philosophy, and trust its offering. The challenge was to create a recognizable and credible presence that would clearly set Bliss Natura apart while feeling calm, intentional, and established.

## THE SOLUTION

The visual identity is built around floral elements inspired by plants known for their healing properties, such as helichrysum, lavender, and cyclamen, all closely connected to the Cypriot landscape. These botanical motifs form the core of the brand and appear in the logo, illustrations, and supporting graphics, creating a calm and cohesive system rooted in natural care.

Soft typography and a warm color palette inspired by the light, earth tones, and flora of Cyprus help the brand feel welcoming and trustworthy. This visual language clearly separates Bliss Natura from nearby tourist souvenir shops, positioning it as a curated organic space focused on quality, care, and authenticity.



# THE DESERT COTTAGE

*Organic goods brand rooted in New Mexico, USA*

The Desert Cottage is a small-batch brand creating skincare, home goods, and everyday essentials using wild-harvested desert botanicals. The brand is deeply connected to the landscape and cultural heritage of New Mexico, supporting traditional knowledge, local resources, and a slower, more conscious way of living.

## SERVICE

Brand Essentials.

## THE CHALLENGE

The brand operates in a sensitive category, offering personal care and hygiene products where trust plays a critical role. It was essential for the visual identity to immediately communicate professionalism, care, and credibility, encouraging customers to feel safe and confident in their choice.

At the same time, the brand needed to feel warm, welcoming, and human, avoiding a clinical or distant tone. The challenge was to balance this sense of trust and professionalism with a softer, more soulful expression rooted in the desert landscape and cultural heritage of New Mexico. The identity had to reflect both reliability and warmth, grounding the brand in place while creating an inviting and reassuring presence.

## THE SOLUTION

The visual identity was built to express trust through nature rather than sterility. Instead of a clinical aesthetic, the brand draws on plants traditionally associated with care and healing, along with subtle symbolic references rooted in the local landscape. These elements shape an identity that feels knowledgeable, grounded, and reassuring.

A vivid yet balanced color palette reflects the idea of a living desert, rich with resources and vitality rather than emptiness. Organic graphic elements and botanical-inspired patterns add softness and depth without becoming decorative. Together, these details create a brand that feels both professional and welcoming, communicating care, credibility, and a deep connection to place.



# KRAZNEE

*Handcrafted hat brand based in Slovakia*

Kraznee is a handcrafted hat brand created for people who value freedom, individuality, and expressive design. Each piece is made with an artistic approach, treating hats not as accessories, but as personal statements for those who choose originality and confidence in self-expression.

## SERVICE

Brand Essentials with extended logo system, printing materials, custom illustrations, and Shopify website design.

## THE CHALLENGE

As a new brand entering the market, Kraznee needed to appear professional and established from the very beginning, while staying true to its handcrafted nature. In a segment where handmade brands often struggle to stand out visually, the identity had to elevate the perception of craftsmanship without losing warmth, creativity, or character. The challenge was to balance structure and imagination, clarity and freedom. The brand needed to feel trustworthy and refined, while still speaking to free-spirited individuals drawn to bold, unconventional choices. An additional request was to incorporate a meaningful symbolic element, a turtle combined with a hat, in a subtle and non-obvious way.

## THE SOLUTION

The visual identity was built around a hand-drawn symbol that expresses character and meaning without becoming literal. Paired with handcrafted typography, the mark feels expressive yet clear, allowing the brand to communicate creativity while remaining recognizable and versatile. The logo system was designed to adapt across different applications, from product tags to embossing and laser engraving, ensuring consistency and recognizability. A grounded, earthy color palette and tactile materials reinforce the sense of craftsmanship and material honesty, supporting the handmade nature of the products without overpowering them.



# BUTTERCUP kitchen & bath

*Interior design studio, Colorado, USA*

Buttercup Kitchen & Bath is a newly launched interior design studio specializing in kitchen and bathroom spaces. The studio blends mid-century inspiration with a contemporary approach, creating interiors that feel timeless, functional, and thoughtfully composed. The brand is positioned for clients who value quality, restraint, and long-term design decisions over trends, seeking a studio that feels confident, experienced, and detail-oriented from the very first interaction.

## SERVICE

Brand Essentials with printing materials.

## THE CHALLENGE

As a new studio entering a competitive interior design market, Buttercup Kitchen & Bath needed to establish credibility and professionalism from day one. In an industry where trust, expertise, and attention to detail are essential, the brand had to communicate reliability and design maturity despite being newly launched.

The challenge was to create a visual identity that feels refined and established without becoming formal or relying on common geometric design tropes. The brand needed to balance clarity and structure with a sense of warmth and comfort, appealing to discerning clients who value thoughtful design but feel disconnected from repetitive, trend-driven interiors.

## THE SOLUTION

The visual identity draws inspiration from mid-century modern design, where structure and function are balanced with organic, nature-inspired elements. A refined wordmark is paired with an emblem featuring an organic line illustration of a buttercup.

The illustration softens the otherwise structured system, adding warmth and approachability without compromising clarity or professionalism. Muted, sophisticated colors and restrained typography reinforce a sense of balance and timelessness, reflecting the studio's design philosophy: thoughtful, functional spaces enriched with subtle, natural details.



# Masseria Macchia Trappeto

*Organic olive oil, Puglia, Italy*

Masseria Macchia Trappeto is a small-batch olive oil brand rooted in land, tradition, and a personal connection to place. The project was developed for a family-owned estate producing organic olive oil in limited quantities, with a strong focus on quality, craftsmanship, and respect for the land.

## SERVICE

Primarily logo and packaging design.

## THE CHALLENGE

The main challenge was to create a visual identity that feels established and credible, without losing its human and artisanal character. The packaging had to work in different contexts: for everyday use, for small-scale retail, and as a product chosen intentionally, often as a gift.

The brand needed to stand out without relying on decorative cliches, while clearly expressing its connection to place, heritage, and traditional olive oil making.

## THE SOLUTION

The logo was designed as a direct reference to place and history. Its core element is an arch inspired by the remains of an old building located on the land where the olive trees grow. This architectural detail became a symbol of continuity, memory, and connection to the old masseria and its landscape.

The arch gives the logo a sense of structure and permanence, grounding the brand in its physical surroundings rather than abstract symbolism. Subtle organic line details soften the form, reflecting the natural rhythm of the olive grove and the handmade nature of production.

The result is a logo that feels calm, rooted, and trustworthy, carrying both the history of the land and the present-day care behind the product. It allows the brand to communicate authenticity and origin clearly, while remaining simple and timeless in everyday use and on packaging.



# LET'S DO THIS!

So many thoughtful brands stay unseen, not because they lack value, but because their visual language doesn't reflect what they truly stand for. When design feels generic or rushed, trust fades before it has a chance to grow.

This guide exists to show another way. A way where design is built with care, intention, and respect for the people behind the brand. Where visuals are not trend-driven or loud, but honest, grounded, and meaningful.

Good design helps the right people recognize themselves in your brand. It creates connection, clarity, and trust. Quietly, naturally, without trying too hard.

If this approach resonates, it might be the right moment to create something thoughtful, human, and deeply aligned with what you do.

**LET'S CREATE A BRAND THAT FEELS HONEST, HUMAN, AND DEEPLY CONNECTED TO THE PEOPLE IT'S MADE FOR.**

[CLICK HERE TO APPLY](#)

More projects and ongoing projects:  
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