



for

beautytranslations

hottest
SERVICES



“A BRAND IS THE SET OF EXPECTATIONS, MEMORIES, STORIES AND RELATIONSHIPS THAT, TAKEN TOGETHER, ACCOUNT FOR A CONSUMER’S DECISION TO CHOOSE ONE PRODUCT OR SERVICE OVER ANOTHER.”



the process

The **branding and brand coaching** process provides a structured yet flexible framework, where together with my clients we build their brand step by step.

DISCOVERY AND STRATEGIC DIRECTION

We begin with an in-depth consultation to assess your business goals, values, competitive advantages, and target audience. As part of brand coaching, I help uncover the true drivers behind your brand as well as the personal or business aspects that form part of your identity. I then conduct market research to ensure the design we create is both relevant and distinctive.

DEVELOPING A SHARED VISUAL LANGUAGE - MOODBOARD

Based on the results of the first phase, I create a visual direction that includes the style of the logo, the color palette, and other graphic elements. You can choose from several options.

DESIGN AND REFINEMENT

I develop the chosen concept in multiple versions and provide opportunities for feedback at every stage, ensuring that the final identity fully reflects the unique personality and strategy of your brand.

DELIVERY AND APPLICATION

Alongside the final branding elements, I also provide a brand book or style guide that helps you apply your new identity consistently and cohesively across all platforms.

LOGO AND BRANDING *packages*

Extra (8-10 weeks)

Full Beauty Transformation Package

We build your visual identity the way a top aesthetic specialist designs a multi-step treatment plan:

layered, refined, and intentionally crafted to create a radiant, high-end presence that attracts your ideal audience.

- WORKSHOP SESSION
- MOODBOARDS
- PRIMARY LOGO
- SECONDARY LOGO & BRAND SYMBOL
- CUSTOM PATTERN
- COLOR PALETTE
- TYPOGRAPHY SET
- BRAND BOOK (STYLE GUIDE)
- INSTAGRAM VISUAL GUIDELINES
- BUSINESS CARD
- 2 ADDITIONAL DESIGN ASSETS OF YOUR CHOICE

(e.g. brochure, letterhead, curated stock photo selection, social media post templates, etc.)

Basic (4-6 weeks)

Essential Beauty Routine Package

This package is for those who want a confident, polished brand identity, just like how a high-quality skincare routine creates the perfect canvas for makeup.

It's a premium, minimal beauty system: it balances, clarifies, and sets a strong foundation for all future design work.

- CONSULTATION
- MOODBOARDS
- PRIMARY LOGO
- SECONDARY LOGO
- BRAND SYMBOL / SUBMARK
- COLOR PALETTE
- TYPOGRAPHY SET
- STYLE GUIDE

Just Logo (2-3 weeks)

The Signature Look Package

Like the perfect brow, liner, or lip shape - iconic on its own.

A strong logo works the way a signature beauty look does: instantly recognisable, full of character, and designed to attract the right clients.

It can stand beautifully on its own, like a flawless cat-eye - and becomes even more powerful once a full routine is built around it.

- MOODBOARDS
- LOGO VARIATIONS

(primary, secondary, submark/brand symbol) delivered in every format you might need

BRANDING & OTHER *packages*

Rebranding (4-8 weeks)

Balayage-Style Makeover Package

A complete transformation — modern, harmonious, and aligned with who you are now.

Like a refined balayage or a full beauty makeover, rebranding refreshes your identity so it feels true to you and instantly communicates growth and professionalism.

We begin with an in-depth consultation — just like a detailed aesthetic analysis. We clarify your goals, then I craft your refined new identity.

- CONSULTATION
- MOODBOARD
- 3 FINAL LOGOS
- BRAND GUIDELINES

Other Graphic Design

Beauty Add-On Services

Additional visual services — the finishing elements that complete your visual identity, just like the final steps of a premium beauty routine bring everything into harmony.

- FLYER DESIGN
- BUSINESS CARD
- POSTER DESIGN
- GREETING CARD
- EMAIL SIGNATURE
- CURATED STOCK PHOTOS
- PRESENTATION DESIGN
- COLOR PALETTE CREATION
- 12 CUSTOM IG POSTS
- 6 HIGHLIGHT ICONS
- CUSTOM BANNER

Brand Coaching

Your Brand Skin Consultation

Clarity, alignment, and momentum — like a deep professional skin analysis for your brand.

Brand coaching reconnects you with the true essence of your brand, reveals what nourishes it, what irritates it, and what needs strengthening — and gives you a clear set of steps to move from stagnation into confident growth.

It's the equivalent of a luxury consultation where the specialist guides you through what to cleanse, what to hydrate, what to reinforce — and how to build a long-lasting, refined, premium brand presence.

- 60 MIN 1:1 COACHING SESSION

THE COMBINED POWER OF BRAND COACHING AND VISUAL IDENTITY DESIGN LIES IN CREATING NOT ONLY A VISUALLY APPEALING BRAND, BUT ALSO BUILDING A BUSINESS AND PERSONAL FOUNDATION THAT SUPPORTS LONG-TERM GROWTH. A SUCCESSFUL BRAND IS NOT JUST BEAUTIFUL - IT IS INTENTIONAL, AUTHENTIC, AND STRATEGICALLY STRONG. IF YOU WANT YOUR BRAND TO TRULY EXPRESS EVERYTHING YOU STAND FOR, I WOULD BE DELIGHTED TO SUPPORT YOU ON THIS JOURNEY.



Thank you for your attention! If you have any questions, feel free to reach out through my contact details — I'll be happy to arrange a call as well.

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