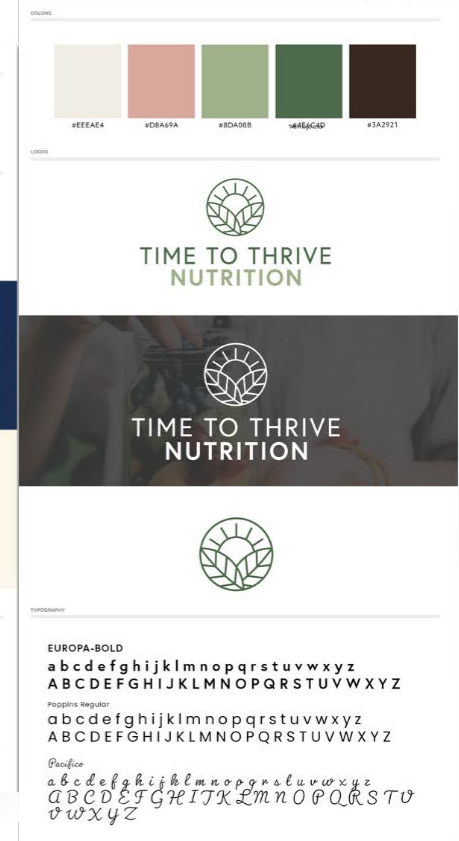
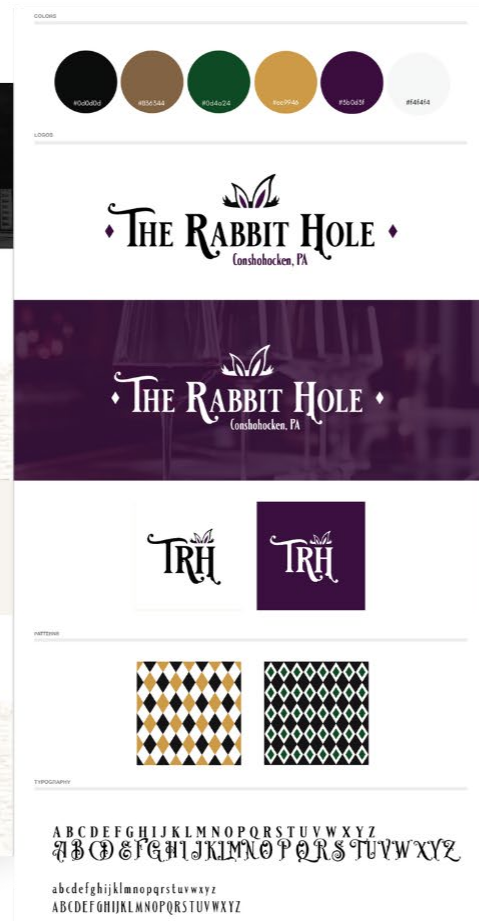


Design Portfolio





Enjoy a small sampling of The Branding Den portfolio including branding, websites, print, social media, trade show, marketing collateral and more.

01

Logo Refresh

The updated visual identity successfully transitions the construction company from its traditional roots to a modern, innovative brand. The bold, clean logo and contemporary color palette create a professional and trustworthy image, while the geometric elements emphasize precision and forward-thinking. This new identity positions the company for continued growth and success, appealing to both long-standing clients and new opportunities in the competitive construction market.



old



new

02

Logo Refresh

The refreshed visual identity successfully bridges the gap between the tech-savvy nature of the HR industry and a more inclusive, feminine appeal. The modern logo, combined with a sophisticated color palette, creates a welcoming and professional image. This new identity aligns perfectly with the client's strategy, attracting a broader audience and reinforcing their commitment to innovation and inclusivity in the HR/tech space.



old



new

03

Logo Refresh

The transformed logo presents a sophisticated and professional image for the acupuncture practice. The clean and elegant design, coupled with a calming color palette, effectively communicates the practice's dedication to holistic healing and expert care. This new visual identity helps establish trust and credibility, attracting new clients while reinforcing the practice's commitment to quality and wellness.



old



new

04

Logo Refresh

The HiveMind logo features a bold, modern design that captures the essence of connectivity, innovation, and precision, reflecting the company's expertise in digital SEO and its ability to strategically optimize online growth.



old



new

05

Logo Refresh

Inspired by the phrase “where simplicity meets modern design.” Featuring a capital S and C, this logo is all about clean lines and powerful symbolism. The C is intentionally flipped, locking in the S to symbolize security. This design choice not only keeps the logo visually minimal and modern but also embodies the essence of the brand: protecting and securing what matters most. The techy font choice is sleek and clean, two elements that convey a sense of sophistication to this industry.



old



new

06

Logo Refresh

Founded nearly 40 years ago by the owner's father, the company has grown on a foundation of honesty, transparency, integrity, and a customer-first approach. Now, under new women-owned leadership, the logo refresh honors her father's legacy while signaling a strong, modern future.



old



new

07

New Logo

The Brick Mill Furniture logo reflects the brand's deep roots as a family-owned business, proudly based in Williamsport—once the lumber capital of the world. At its core is a timeless diamond shape, a historic mark dating back to the 1800s, symbolizing the region's rich woodworking heritage. Paired with a warm, modern aesthetic, the visual identity and website communicate the company's enduring commitment to craftsmanship, authenticity, and custom-built quality.



08

New Logo

Crafted with Rosko's charm in mind, the Airbnb logo for The Brew Loft reflects its rustic, inviting atmosphere. This unique design captures the essence of Rosko's Brew House while welcoming guests to a cozy, memorable stay. A perfect blend of branding and hospitality!



09

New Logo

Introducing The Rabbit Hole, a wine bar inspired by Alice in Wonderland. The logo combines playful yet sophisticated elements, reflecting the enchanting, curious spirit of the classic tale. With a nod to the rabbit motif, intricate typography, and a touch of vintage flair, the design invites patrons to step into a magical, immersive wine-tasting experience. It perfectly captures the balance of fantasy and elegance that defines The Rabbit Hole's unique atmosphere.



10

New Logo

This logo is a harmonious blend of modern aesthetics and meaningful symbolism, capturing the spirit of the nutritionist's mission. It stands out in the health and wellness space, providing a distinct and memorable identity that speaks to her commitment to empowering women through nutrition.



TIME TO THRIVE
NUTRITION

11

New Logo

The Armatore logo channels the spirit of ancient Rome with a stone-forged arrow encased in a shield — a symbol of primal strength, endurance, and purpose-driven movement. Rooted in ancestral power, it embodies the warrior's resilience in both body and mind.



12

Brand Design

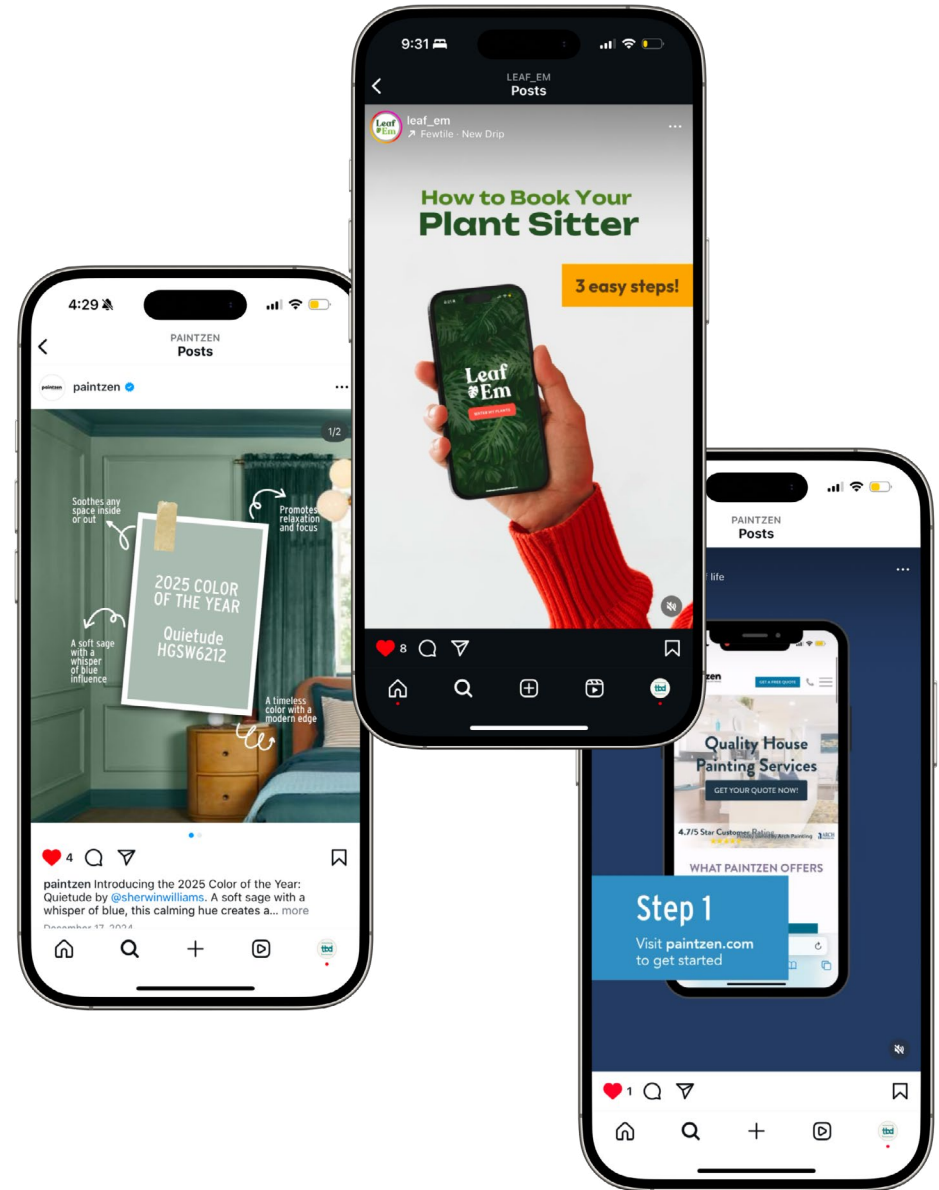
We become an extension of your team and provide graphic design services for on-going needs. Flyers, email templates, business cards, marketing collateral and more.



13

Social Media

We provide organic social media creative, content and scheduling. From creating video reels to icons and graphics, we give your audience a way to interact with your brand.



14

Flyers

We create visually striking flyers that deliver your message effectively, whether you're promoting an event, product, or service.

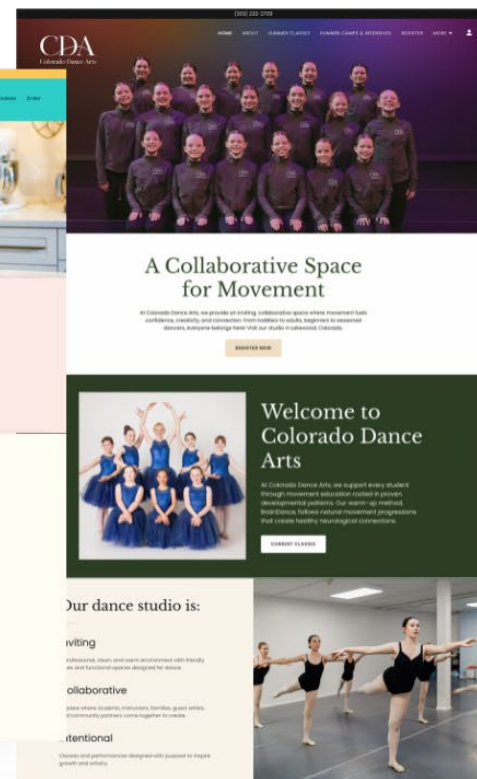
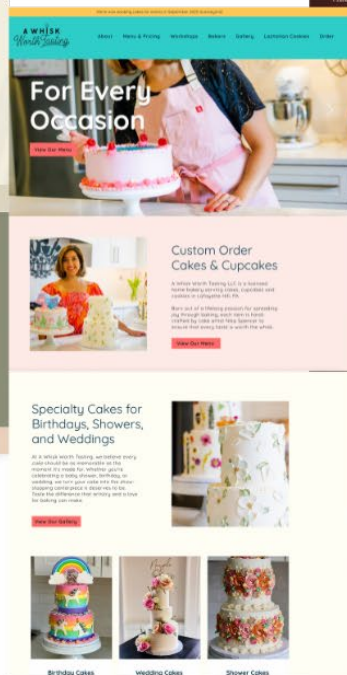
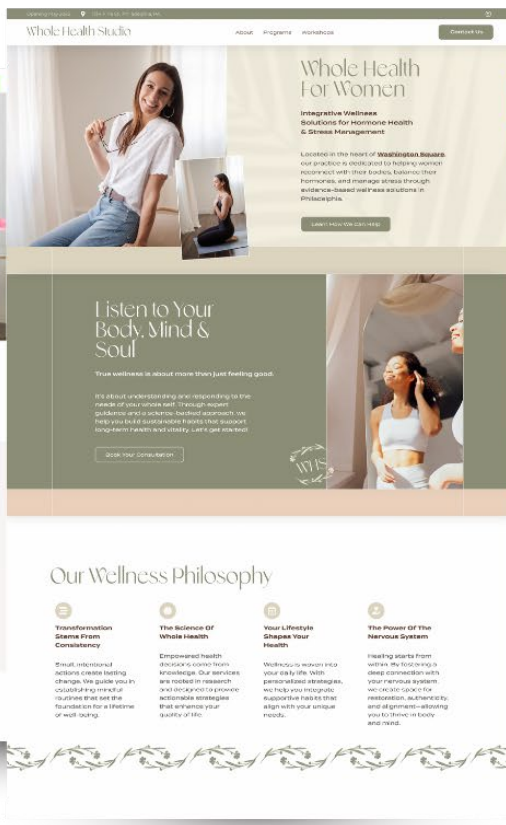
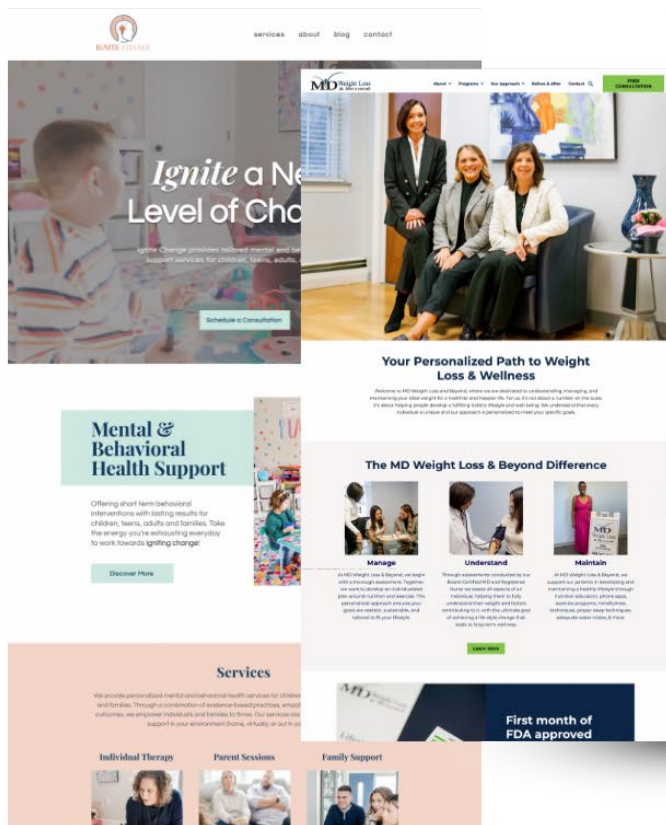


15

Flyers

We create visually striking flyers that deliver your message effectively, whether you're promoting an event, product, or service.



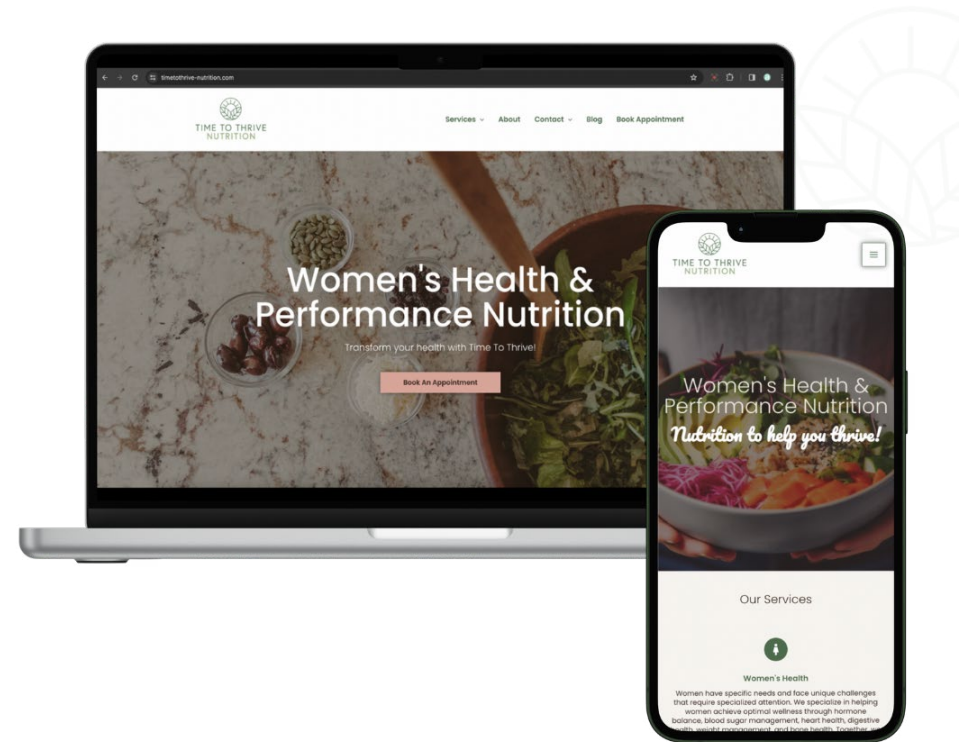


16

Website Design

We developed and designed a comprehensive website for a nutritionist specializing in women's health. Built on WordPress, the website aims to provide an informative, user-friendly, and aesthetically pleasing platform that reflects the nutritionist's expertise and dedication to holistic wellness.

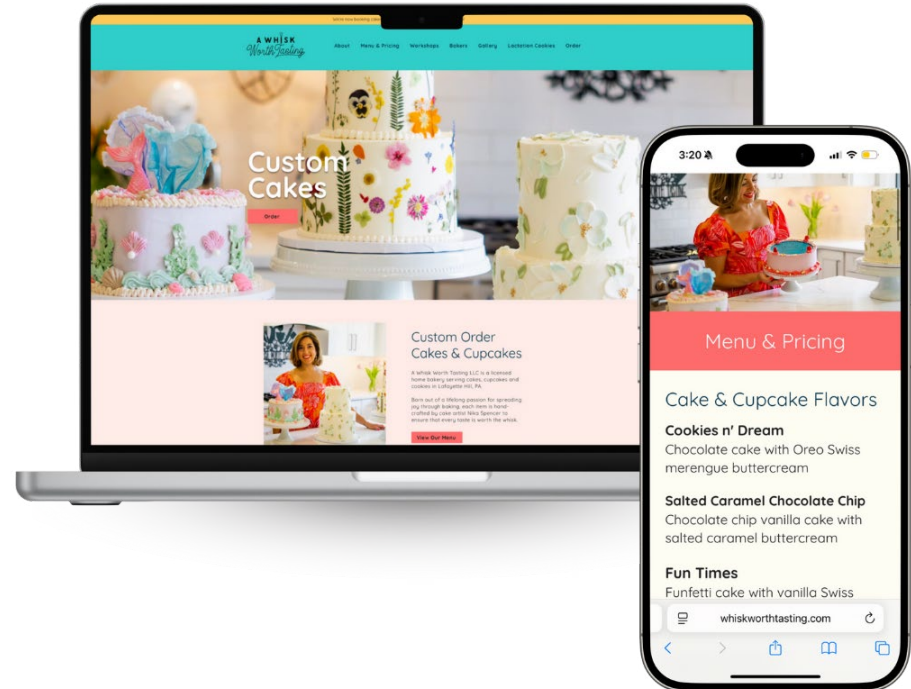
timetothrive-nutrition.com



17

Website Design

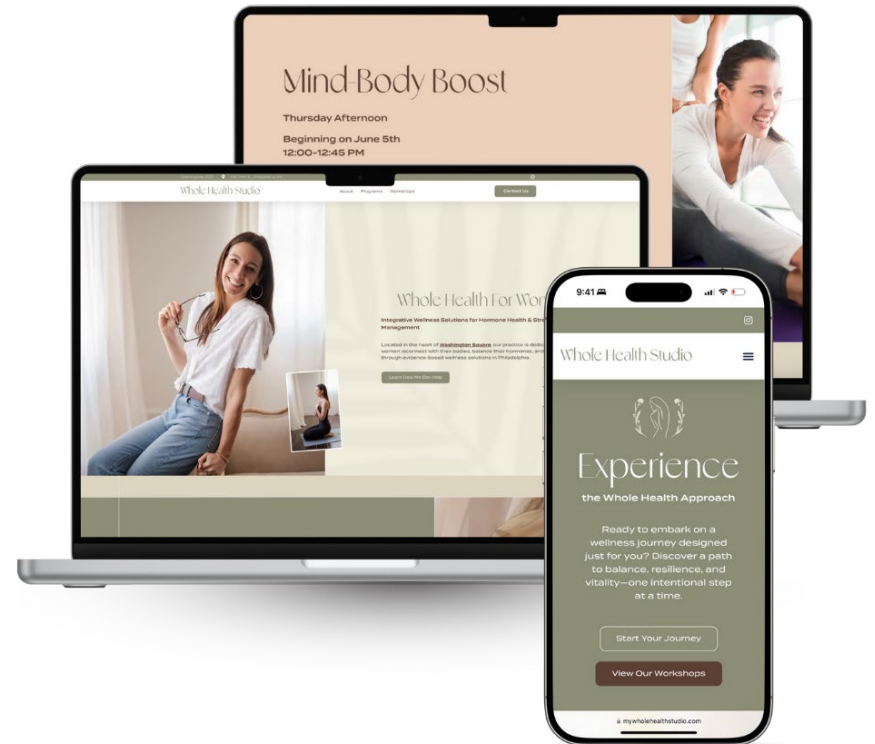
This custom website was designed to reflect the warmth, creativity, and handcrafted artistry behind A Whisk Worth Tasting. From the moment visitors land on the homepage, they're greeted with a clean, inviting layout that highlights the bakery's custom cakes and signature treats. A soft, modern color palette and elegant typography create a boutique feel, while user-friendly navigation makes it easy to explore offerings by occasion—from birthdays and weddings to seasonal holiday bakes. Built on Wix, the site includes seamless contact and order forms, local pickup info, and a responsive design that looks beautiful across all devices. Every detail was crafted to help this local bakery shine—and to make every visit



18

Website Design

This custom WordPress website was designed for My Whole Health Studio, a wellness brand that blends eCommerce with community-centered experiences. The goal was to create a warm, intuitive space that reflects the founder's holistic approach — offering supplements, essential oils, classes, events, and wellness guidance all in one destination.

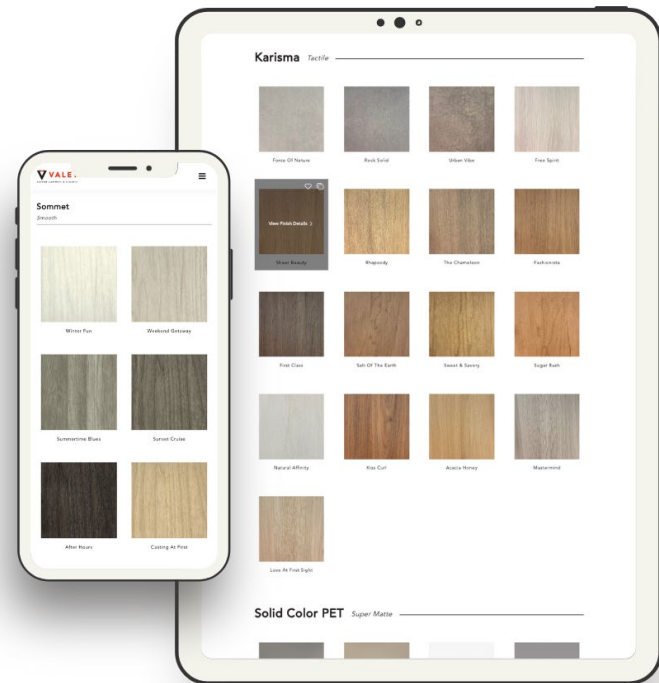


19

Website Design

Building a web page goes beyond just laying out imagery and content. This project is a prime example of this. We not only refreshed the page but focused on two main goals:

- 1) Functionality: What actions do we want users to take when they arrive?
- 2) User Experience: How can we modernize the way users view cabinet samples, save favorites, view details, and order samples?



20

Website Design

Rosko's Brew House underwent a complete website refresh, blending modern design with their authentic, rustic vibe. The update enhanced user experience with intuitive navigation, optimized SEO, and a focus on showcasing their craft beer offerings and community events. The refreshed site reflects Rosko's unique personality and provides a seamless platform for customers to explore their brews, food menu, and special happenings.



21

Website Design

We partnered with Ferrara IT to design a clean, modern website that showcases their expertise in Managed IT Services, Security, and Compliance. The site highlights their industry focus, builds trust with potential clients, and makes it easy to connect and request support.



22

Direct Mail + Postcards

Our postcard designs deliver more than just a message—they leave a lasting impression. Whether you're promoting a new product, announcing an event, or connecting with customers, we ensure your brand's voice shines through every design. Each postcard in our portfolio blends strategic messaging with eye-catching visuals, carefully crafted to resonate with your audience.



FLOOR COVERINGS
International
The Stars of Flooring®

<<Customer Address 1>>
<<Customer Address 2>>
<<Customer Address 3>>

Ask about our
financing options!



Is your vacation home ready for new floors?

Floor Coverings International® delivers a flooring experience that shines. Work with one locally trusted team. Here's how it works:

1



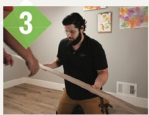
We bring a high-quality selection of options to you in our Mobile Flooring Showroom®.

2



Work with our expert Design Associates to receive a down-to-the-penny quote.

3



Enjoy professional installation and a follow-up guarantee!

We carry top manufacturers in carpet, luxury vinyl plank, hardwood, laminate, tile, hardwood refinishing and more, to ensure we have flooring to suit every style, use and budget.

We're ready to deliver a rave-worthy flooring experience. Floor Coverings International® is locally owned and operated. We look forward to working with you!



Refresh Your Home's Exterior

Reminder: It's Painting Time!

No deposit required!

As a valued customer of Arch Painting, your satisfaction is our top priority, and we would love the opportunity to work with you again. We're ready to refresh your home's exterior!

Contact us now to Get a Free Estimate!

 archpainting.com  844-272-4724





Our Paintin

Revitalize your home's appearance, protect your property from harsh weather, and enjoy the benefits of our residential painting services. Here's what we do:

- Exterior Painting
- Interior Painting
- Light Carpentry
- Deck & Fence Staining
- Power Washing
- Drywall Repair
- Color Consultation
- Wallpaper Removal
- Caulking and Sealing



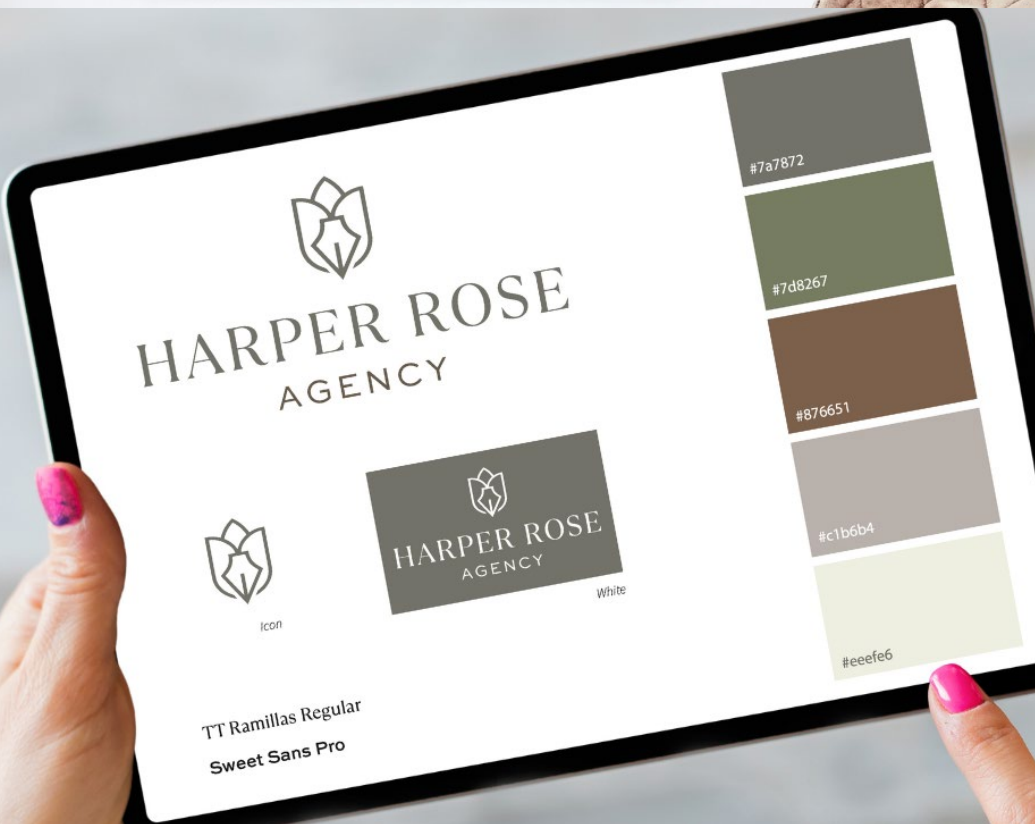
 archpainting.com  844-272-4724

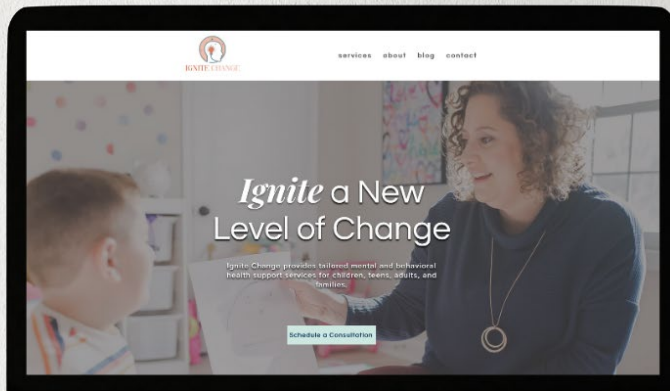
23

Trade Show Design

Putting together a Conference or Trade Show?
We can build you an identity and carry the theme
throughout all your collateral!







SUNDAY,
JANUARY 26, 2025
3:00PM

RAN CHURCH OF THE HOLY COMMUNION
2110 CHESTNUT STREET, PHILADELPHIA, PA



TOGETHER

FREE ADMISSION



TOGETHER

FREE ADMISSION



SUNDAY,
JANUARY 26, 2025
3:00PM

LUTHERAN CHURCH OF THE HOLY COMMUNION
2110 CHESTNUT STREET, PHILADELPHIA, PA



8 ESSENTIAL STEPS TO PROJECT SUCCESS

1 PROJECT CHARTER
A project charter document outlines a project's objectives, scope, and stakeholders for approval before kick-off.

2 RISK MANAGEMENT
Ensure robust risk management by completing a BOC assessment, conducting thorough vendor assessments, and analyzing risks within the Data platform.

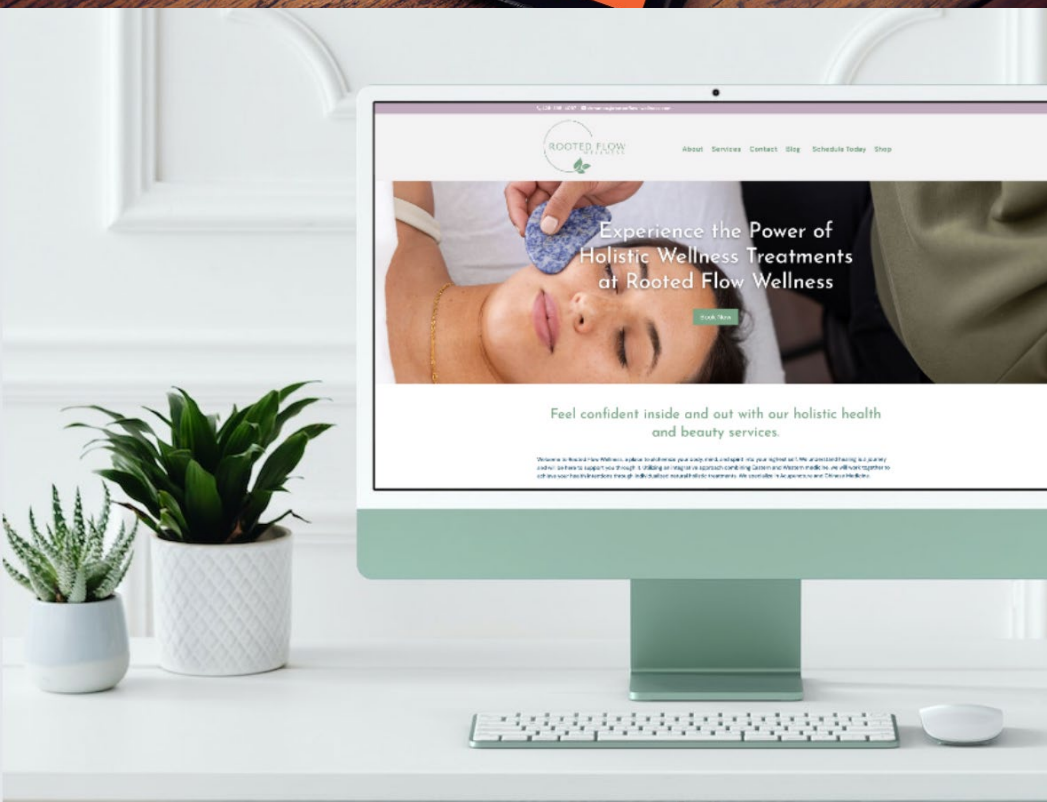
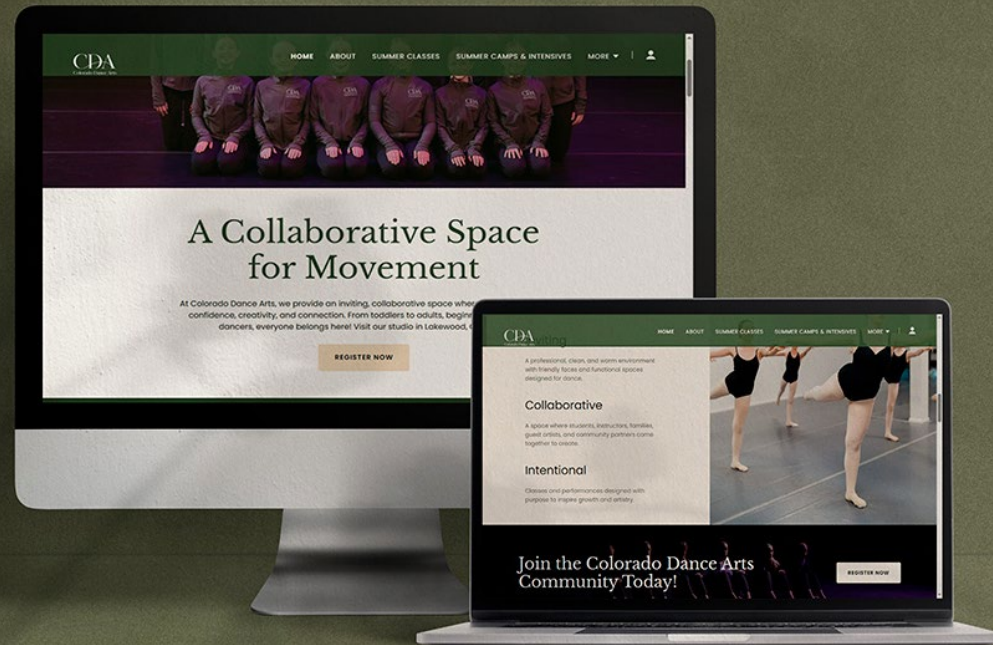
3 TEST STRATEGY & PLAN
Criteria for the project and provide a comprehensive framework for testing activities. The Test Plan outlines objectives, resources, scope, and schedule. While the Test Strategy defines the testing approach.

4 DATA CONVERSION
For successful data migration a practical framework outlining the methods and scope for transferring and validating data from legacy systems to new platforms.

5 USER ACCEPTANCE TESTING
The minimal set of acceptance criteria for the solution sign-off and a practical framework outlining the method and scope of the solution testing.

6 RECORD KEEPING
Maintain detailed, accurate documentation of all project activities in case of audit and to ensure clarity across all involved in the project.

7 HANDOFF
Project closure and handoff involve finalizing all project activities, finalizing the project outputs, and transferring the responsibilities to





BUILDING ENVELOPE INSPECTION

Greetings from IOC Construction, a Partnered Vendor with <<xxxxxxxxxx>>. We're the appointed contractor with the Disaster Preparedness Agreement (DPA) for <<Community Name>>.

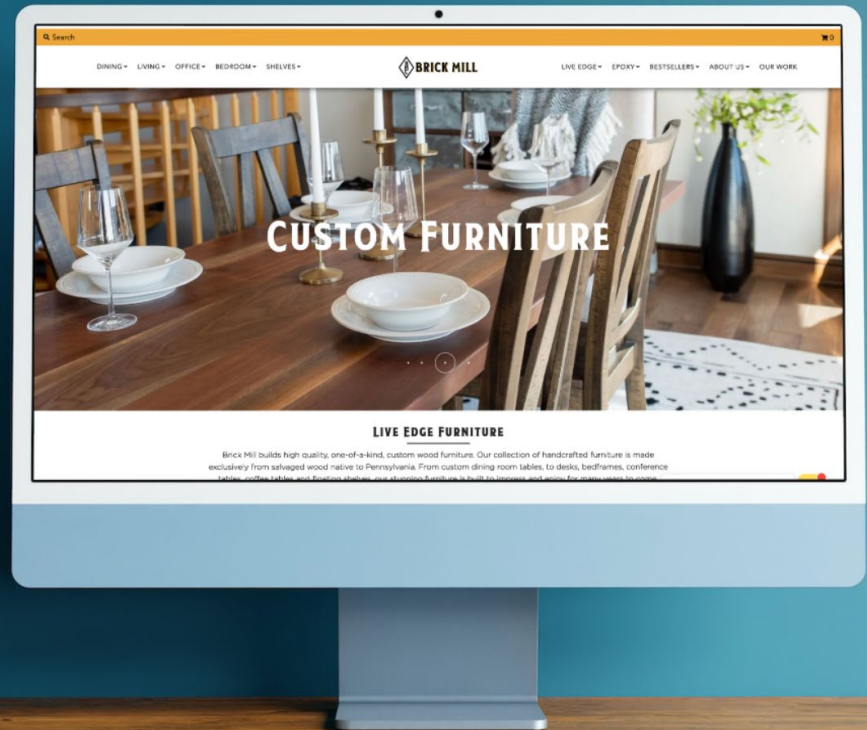
As part of our vendor agreement, IOC Construction is responsible to perform an initial inspection on your property (at no charge to the Association). The inspections will be conducted in <<September>>.

We need your help to get started. To understand the property size and building locations, we kindly ask the following information to be provided in advance:

- A site map of the property (including addresses)
- The Community Associations Manager's cell number

Through our agreement, IOC Construction is responsible to respond to the property during any disaster that may compromise the exterior, roof, siding, etc. In the event of storm damage, we will be there in a timely and professional manner.

IOC Construction specializes in roofing, siding, painting, construction and maintenance projects. We've proudly served the Chicagoland area for 30+ years. Keep us in mind for any future roof and/or capital improvements on your radar. We would love an opportunity to bid your project and complete the work with our skilled team.





Thank You!

thebrandingden.com

