

Portfolio

Welcome to The Branding Den

Hi, I'm Abbie, Founder and Creative Director of The Branding Den. Great branding starts with great questions. Who are you trying to reach? What do they actually need to hear? What's quietly holding your brand back?

The answers shape everything that follows.

My approach is collaborative and strategy-first, because the best brand work comes from a real partnership.



Our Services



Logo & Brand Identity

A logo people remember, and a brand that means something the second they see it.



Website Design

Websites built to be found, remembered, and chosen.



Brand Design

A consistent visual identity that builds trust everywhere your audience finds you.



Design Retainer

Your on-call creative partner for whatever your brand needs next.



Franchise Design

Brand consistency across every location.

Logo & Branding

What does your logo say about you before you've said a word? I build logos, color palettes, typography, and full brand guidelines that answer that question clearly, so your business stands out and actually sticks in someone's memory.





NATURE'S VIN

Cecilia





TIME TO THRIVE
NUTRITION



Live Well
Therapy
ASSOCIATES LLC

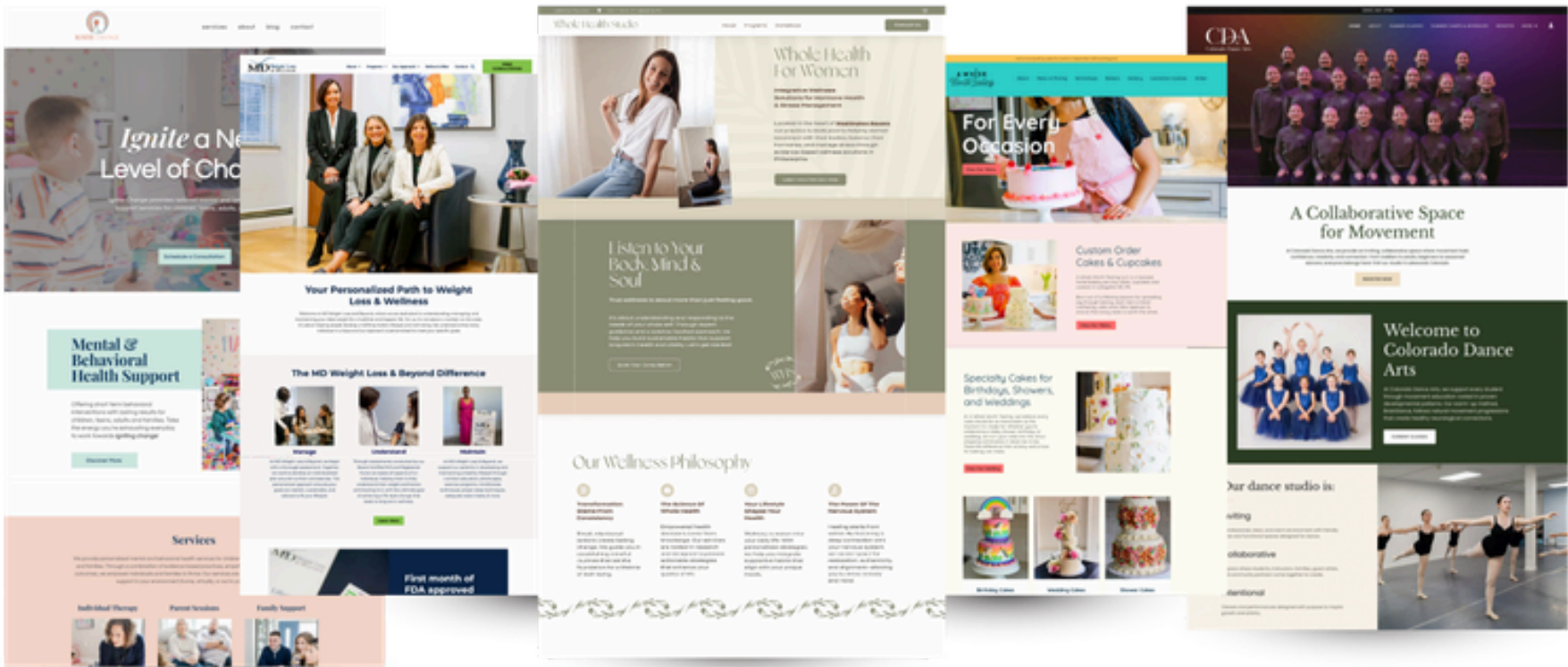


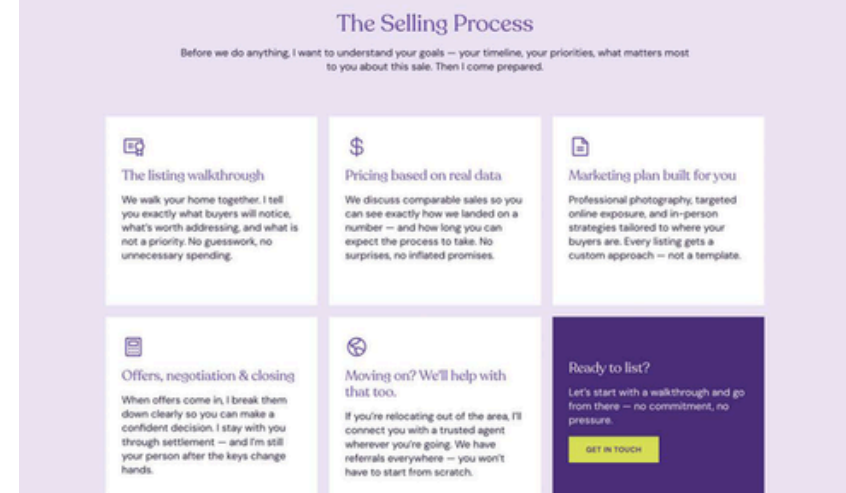
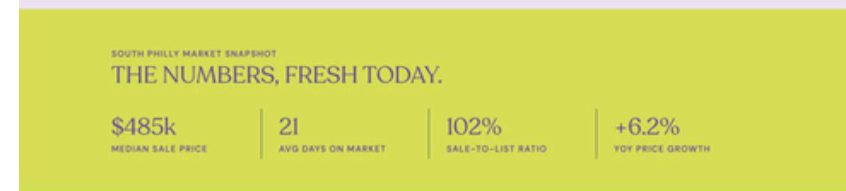
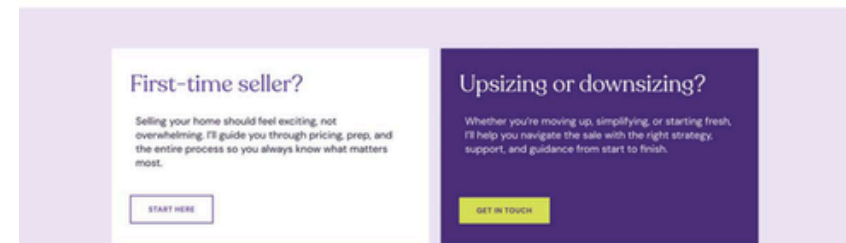
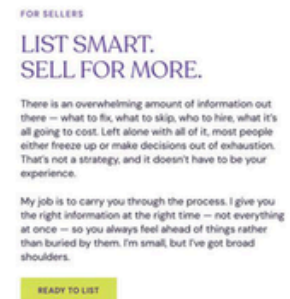
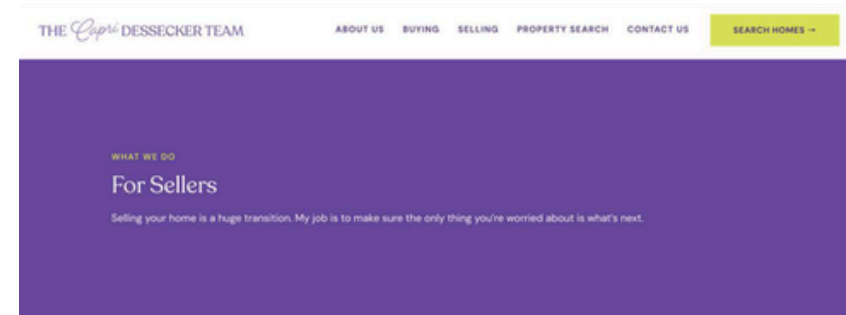
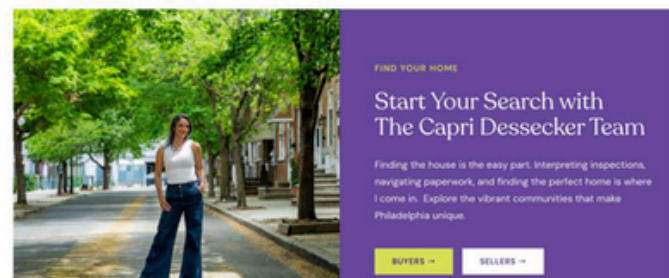
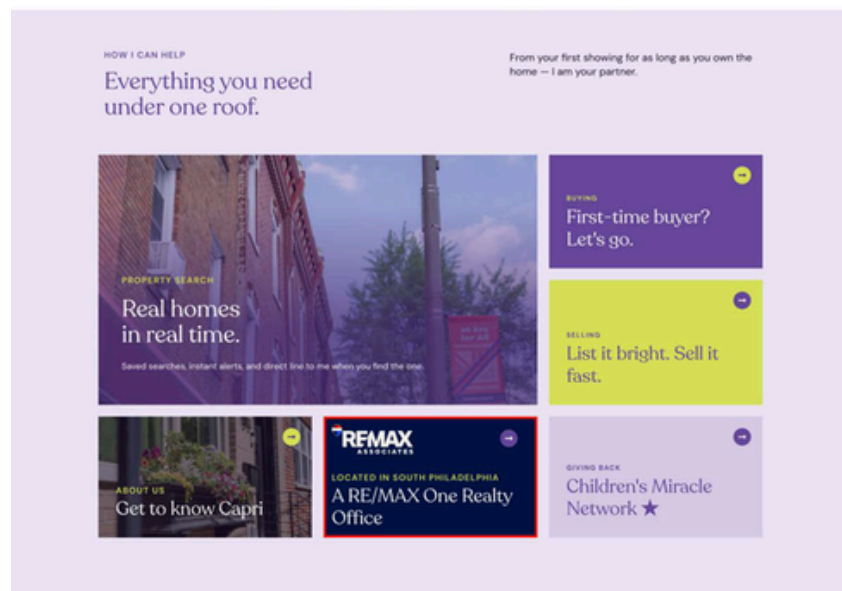
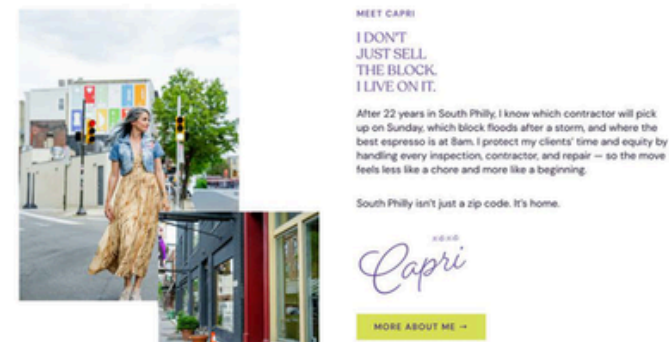
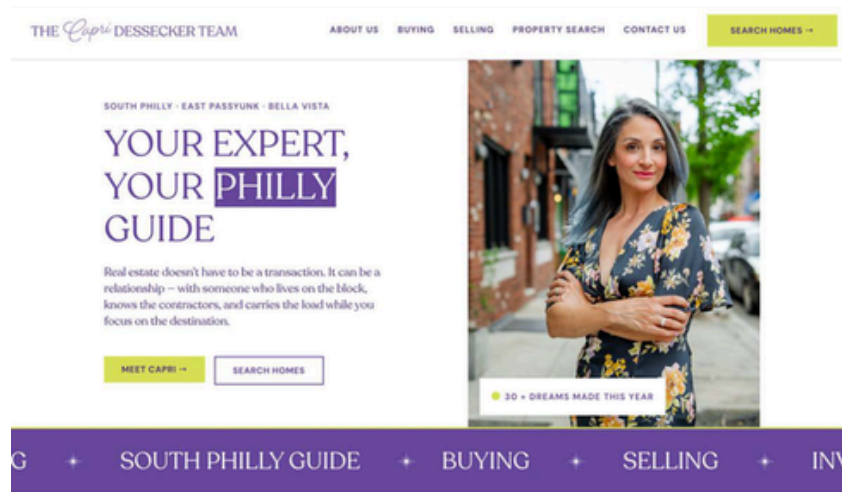
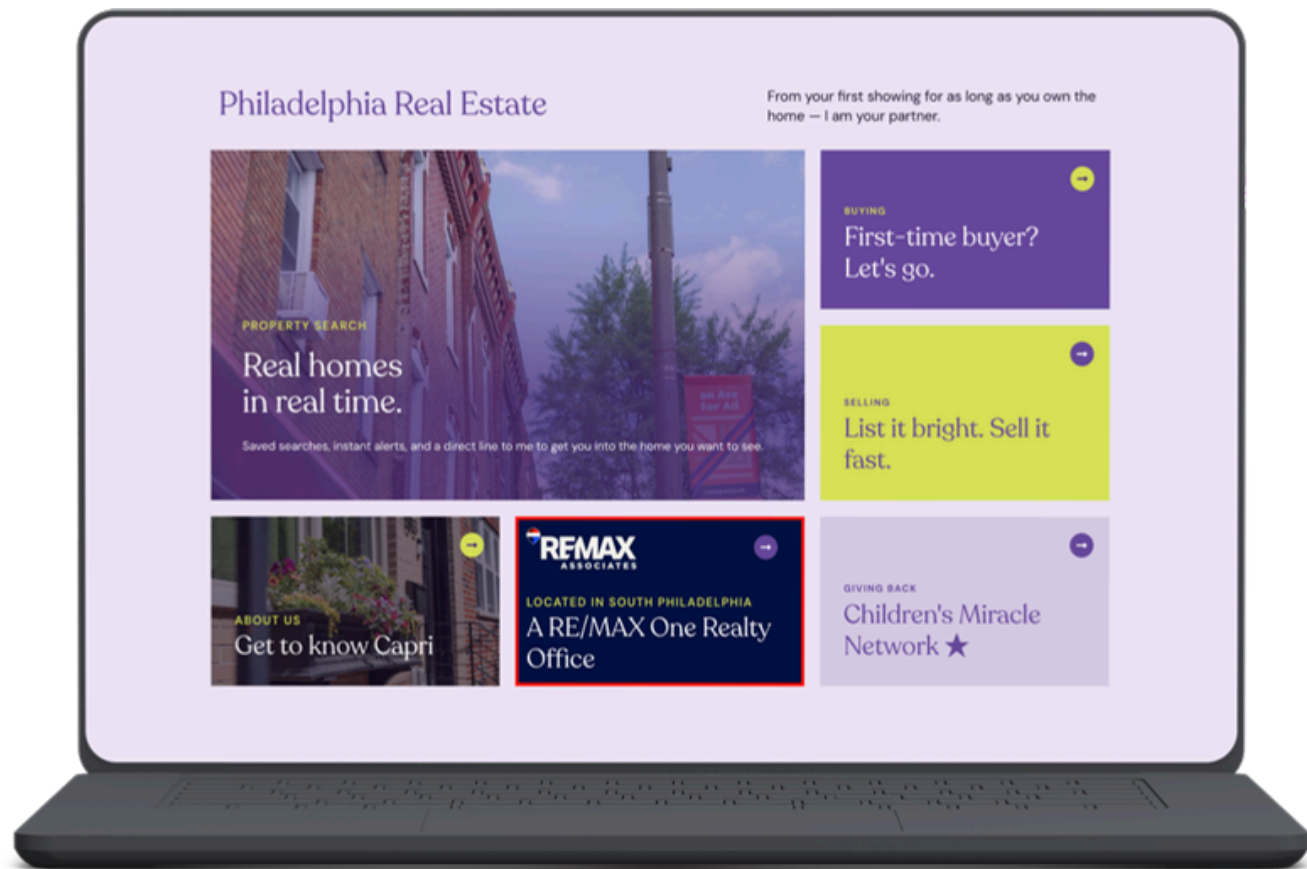


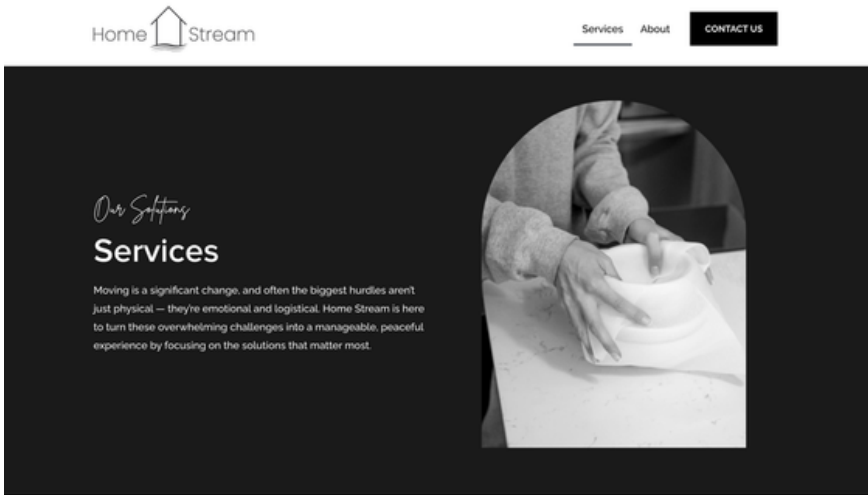
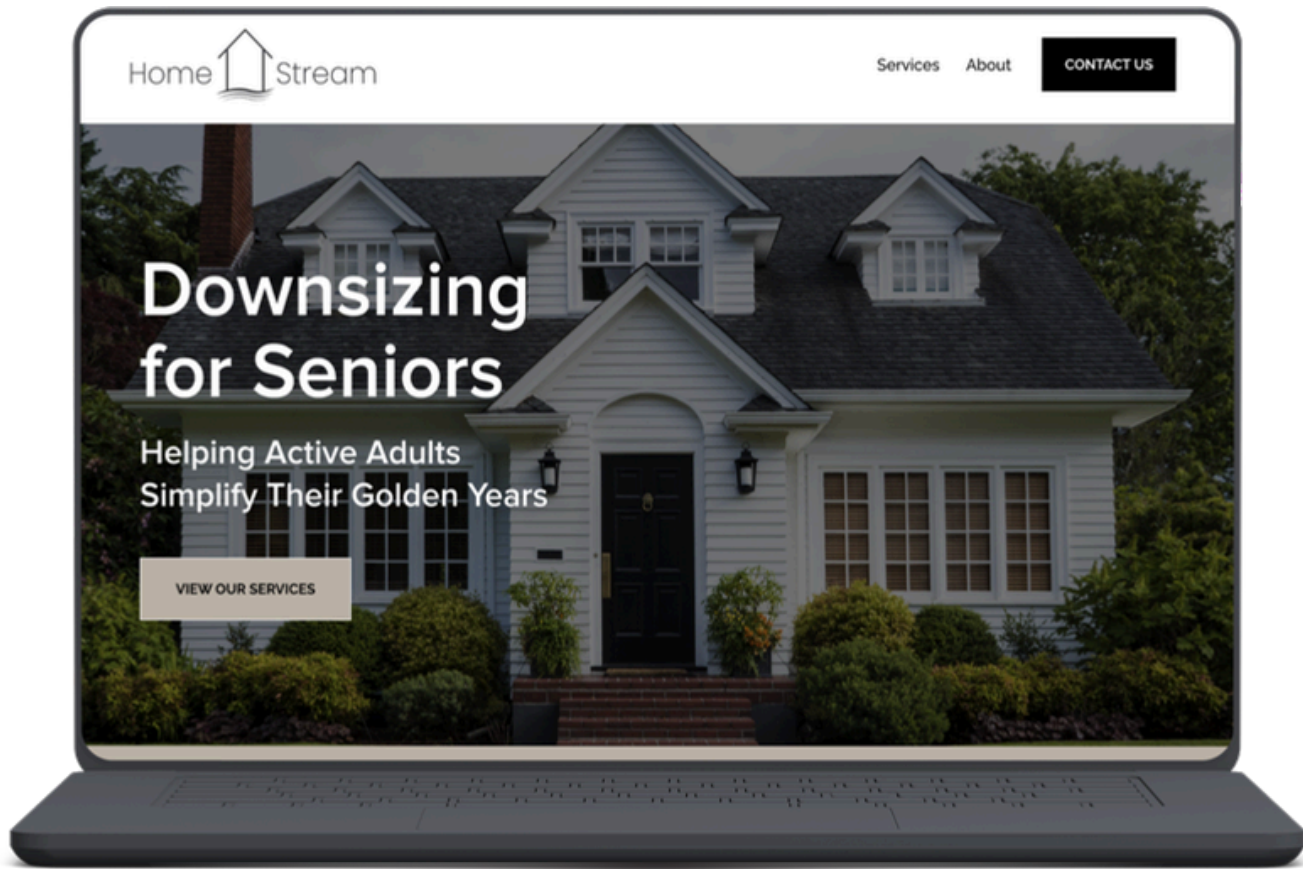
Website Design

Before someone calls you, emails you, or books a consultation, they visit your website. Does it make the case for working with you, or does it quietly talk them out of it?

I design clean, strategic websites built to earn trust fast and turn visitors into action.







What We're Built to Solve

Our Solutions

FAMILY DYNAMIC CHALLENGES

When families are distant or relationships are strained, we offer calm, unbiased support to help everyone move forward.

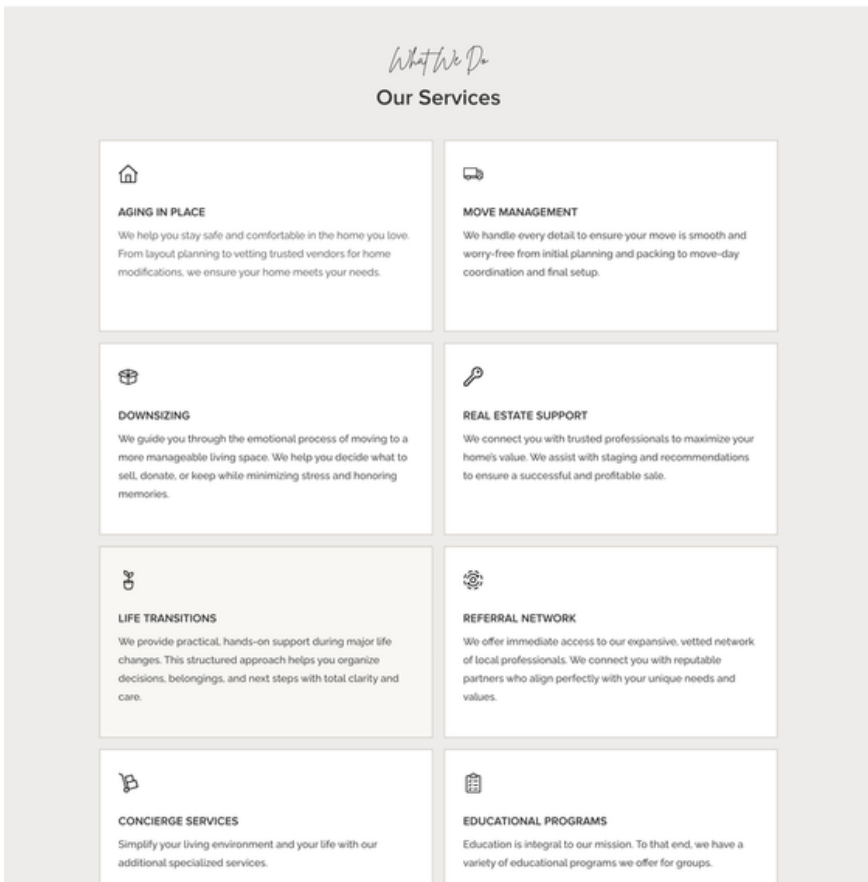
CONQUERING A LIFETIME OF OVERCONSUMPTION

Avoid paying to move items that no longer serve you.

SPACE PLANNING & FURNITURE LAYOUT

We design a layout for your new living space so it feels comfortable and functional from day one.

Our Mission Statement: To bring a calm flow of energy, clarity and cohesion to your golden years by simplifying your downsizing journey. We achieve this with patience, passion and a plan so you can be present for wherever life takes you.



What We Do

Our Services



AGING IN PLACE

We help you stay safe and comfortable in the home you love. From layout planning to vetting trusted vendors for home modifications, we ensure your home meets your needs.



MOVE MANAGEMENT

We handle every detail to ensure your move is smooth and worry-free from initial planning and packing to move-day coordination and final setup.



DOWNSIZING

We guide you through the emotional process of moving to a more manageable living space. We help you decide what to sell, donate, or keep while minimizing stress and honoring memories.



REAL ESTATE SUPPORT

We connect you with trusted professionals to maximize your home's value. We assist with staging and recommendations to ensure a successful and profitable sale.



LIFE TRANSITIONS

We provide practical, hands-on support during major life changes. This structured approach helps you organize decisions, belongings, and next steps with total clarity and care.



REFERRAL NETWORK

We offer immediate access to our expansive, vetted network of local professionals. We connect you with reputable partners who align perfectly with your unique needs and values.



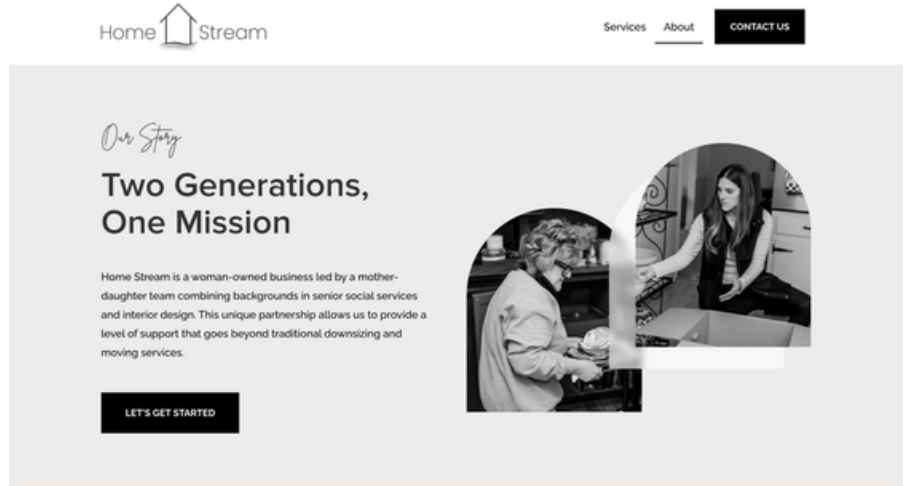
CONCIERGE SERVICES

Simplify your living environment and your life with our additional specialized services.



EDUCATIONAL PROGRAMS

Education is integral to our mission. To that end, we have a variety of educational programs we offer for groups.



Our Story

Two Generations, One Mission

Home Stream is a woman-owned business led by a mother-daughter team combining backgrounds in senior social services and interior design. This unique partnership allows us to provide a level of support that goes beyond traditional downsizing and moving services.

LET'S GET STARTED

Why We Do This

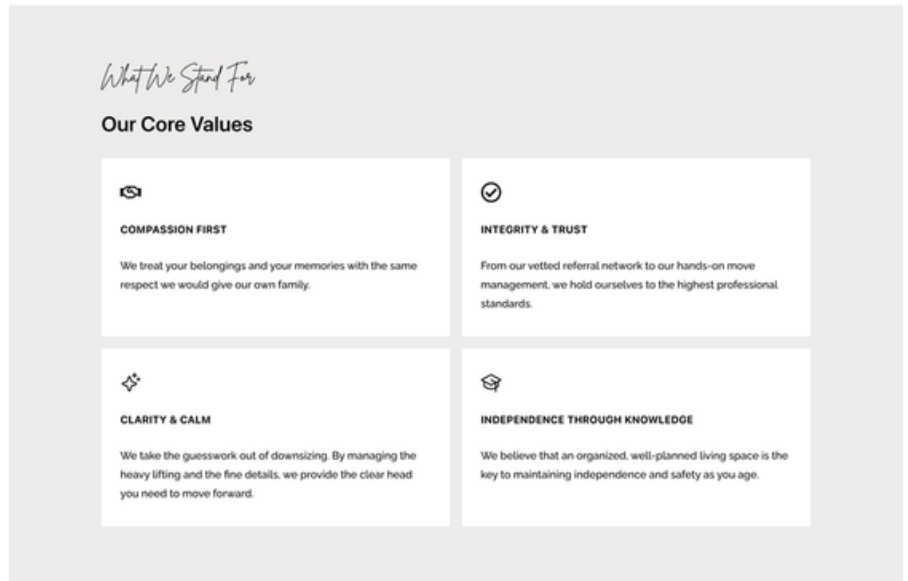
Our Mission

Our education and background allow us to connect with you on a deeper, more personal level, to learn about your lifestyle and incorporate it into your new living environment.

Whether you are aging in place or moving to a more manageable living space, we provide the practical, hands-on support needed to organize your decisions, belongings, and next steps with total clarity and care.

MISSION STATEMENT

To bring a calm flow of energy, clarity and cohesion to your golden years by simplifying your downsizing journey. We achieve this with patience, passion and a plan so you can be present for wherever life takes you.



What We Stand For

Our Core Values



COMPASSION FIRST

We treat your belongings and your memories with the same respect we would give our own family.



INTEGRITY & TRUST

From our vetted referral network to our hands-on move management, we hold ourselves to the highest professional standards.



CLARITY & CALM

We take the guesswork out of downsizing. By managing the heavy lifting and the fine details, we provide the clear head you need to move forward.



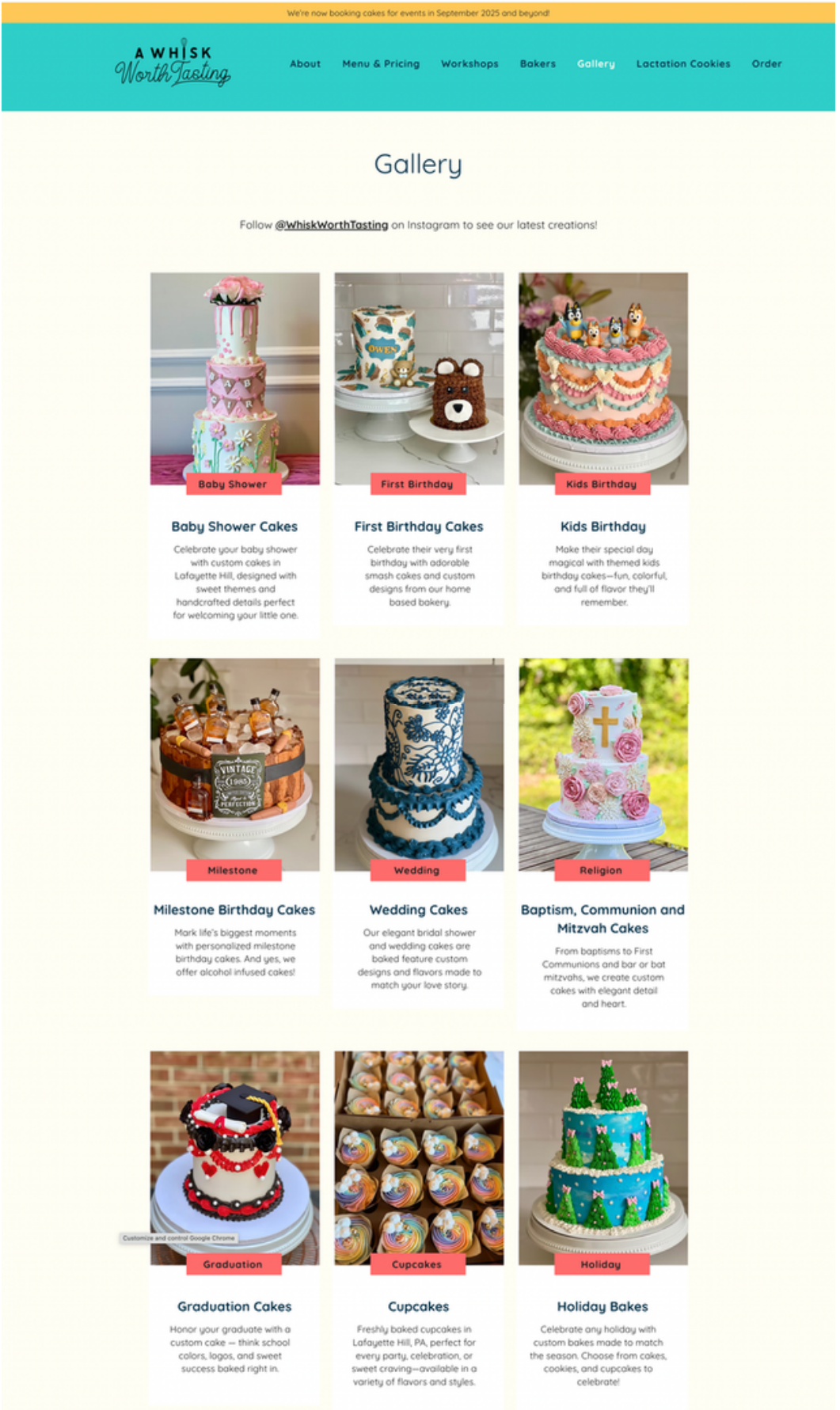
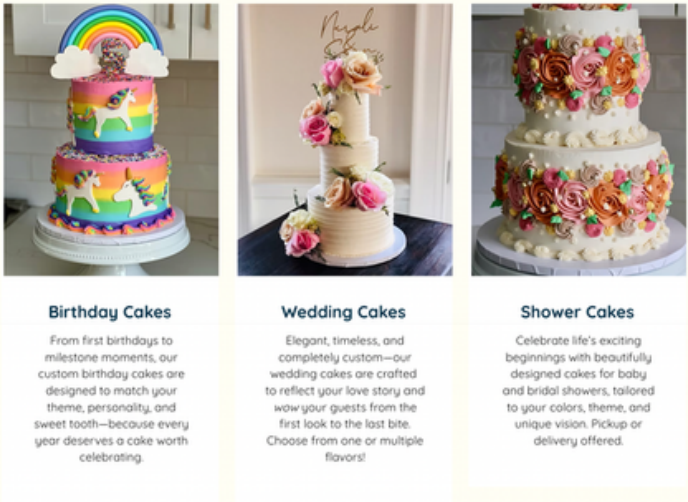
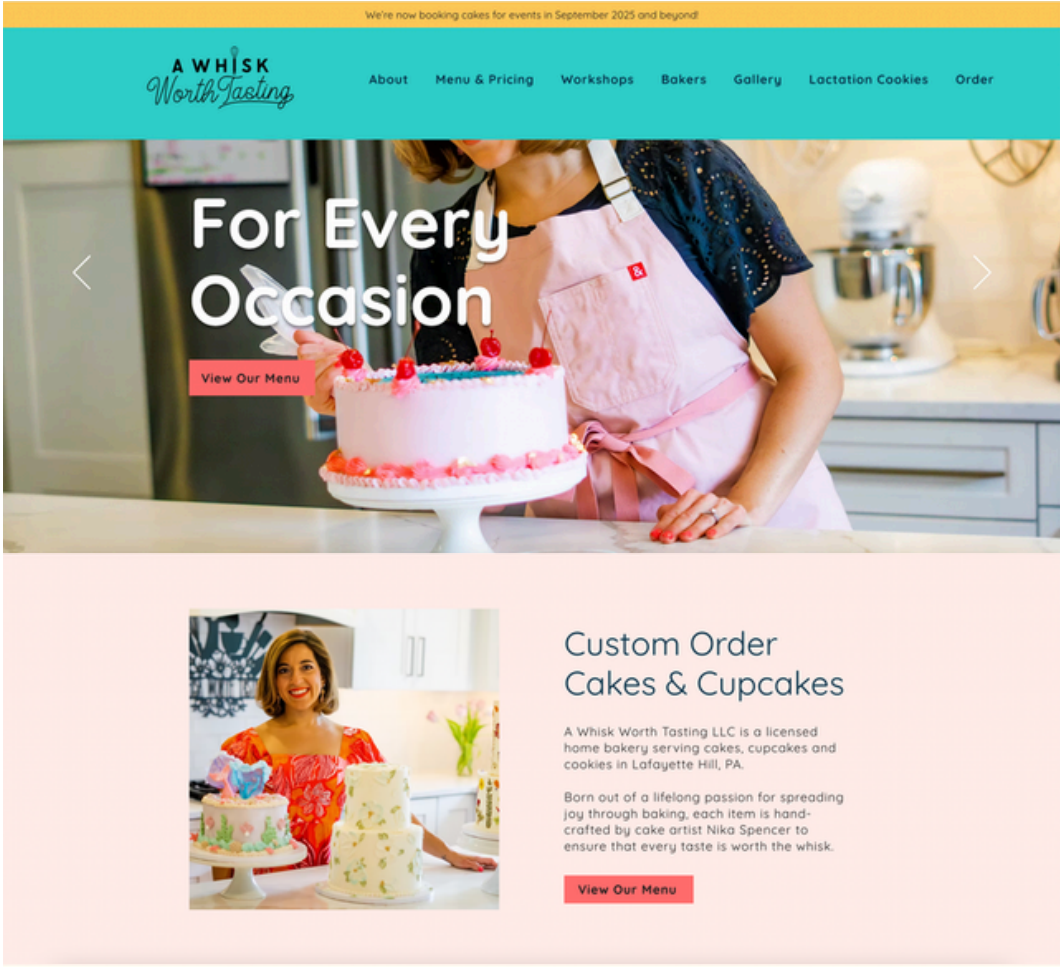
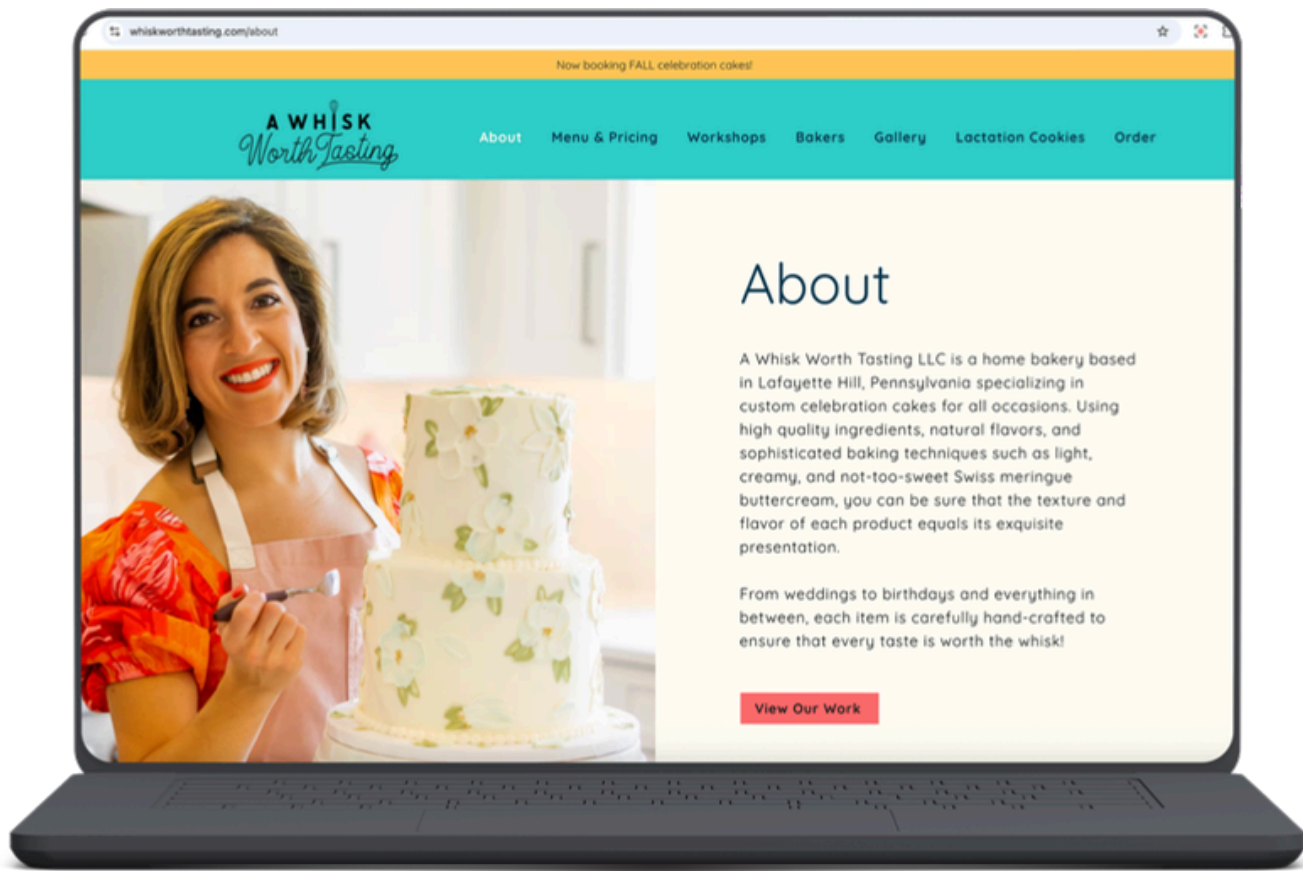
INDEPENDENCE THROUGH KNOWLEDGE

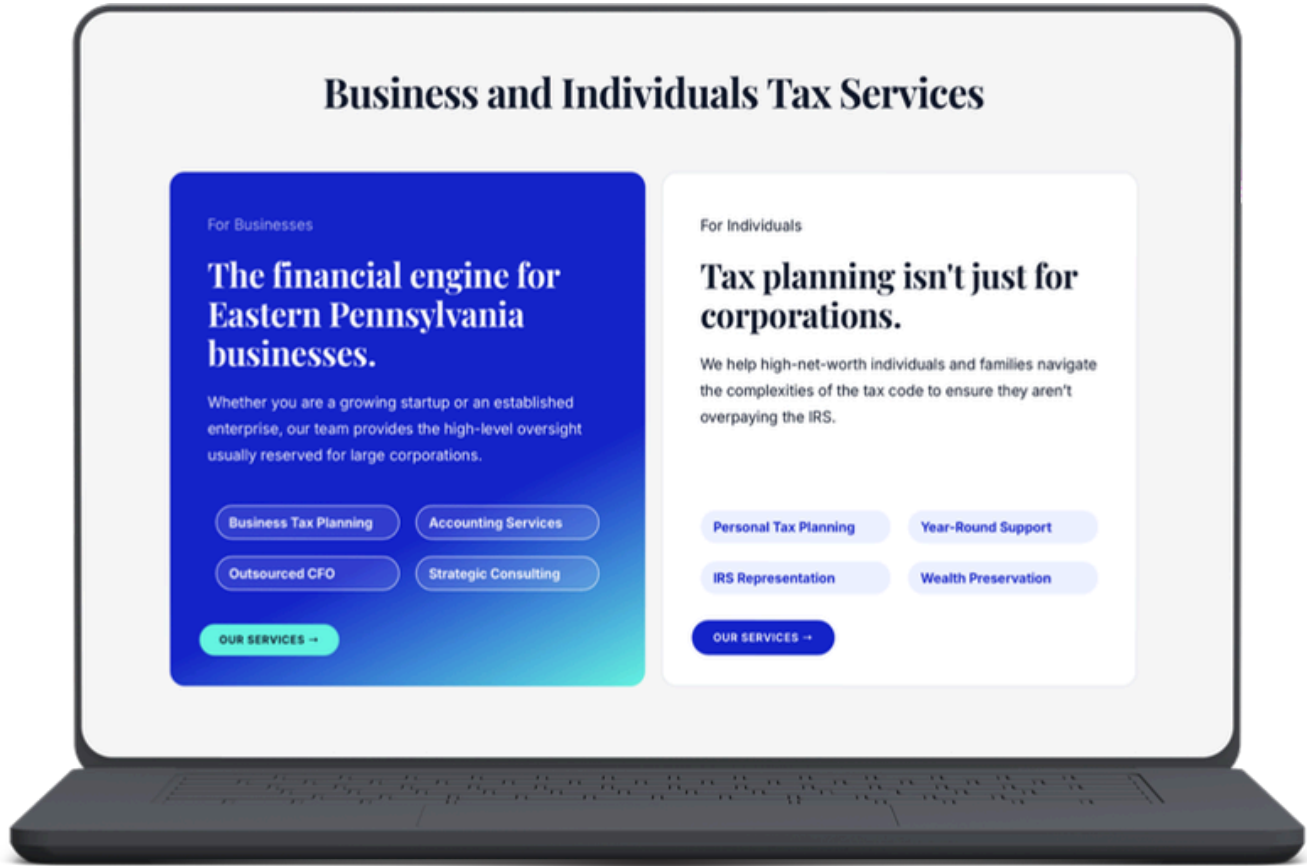
We believe that an organized, well-planned living space is the key to maintaining independence and safety as you age.

Meet the Team

Meet the Owners, Paula and Emily









ABOUTSERVICESRESOURCESCONTACTBOOK FREE CONSULTATION

CPA-LED - EASTERN PENNSYLVANIA

Strategic Tax Planning *Accounting* Built for Growth.

We are an Eastern Pennsylvania-based CPA team helping business owners build a disciplined financial foundation, maximize tax savings, and gain total peace of mind. Our experts handle the financial end of your business so you can focus on growth.

Call 267-218-5813 to get started.

BOOK A FREE CONSULTATIONEXPLORE SERVICES



businesses + Business and Individual Taxes + 20+ years trusted by PA businesses + Business and Individual Taxes

OUR ACCOUNTING SOLUTIONS

Your firm should be your most *valuable strategic asset.*

We act as an extension of your leadership team — providing the specialized financial oversight you need to move from day-to-day survival to long-term wealth building.

TAX PLANNING

Strategic Tax Planning for Businesses & Individuals

Most accountants only look at what you've already spent. We look forward. Our proactive strategies identify credits and deductions others miss, saving clients thousands annually.

- Federal, State & Local Filing
- Tax Preparation & Filing
- Businesses & Individuals
- Strategic Tax Planning

EXPLORE TAX PLANNING →

CFO & OUTSOURCED ACCOUNTING

Stop drowning in spreadsheets. Start leading your company.

As your outsourced accounting department, we handle the financial side so you can focus on generating revenue. Real-time clarity without the cost of a full-time executive hire.

EXPLORE CFO SERVICES →

BUSINESS PLANNING

Growth doesn't happen by accident.

SMART goals, financial projections, and KPIs — we build your roadmap to the next milestone.

BOOK A FREE CONSULTATION

PERSONAL TAX

Tax planning isn't just for corporations.

High-net-worth individuals and families — we navigate the tax code so you're not overpaying the IRS.

- Proactive Personal Tax Planning
- Year-Round Tax Support
- Peace of Mind & Compliance

PERSONAL SERVICES →

WHY PENNSYLVANIA ENTREPRENEURS TRUST JIREH CPA

We don't just report numbers. We *find ways to keep more of them.*

Your accounting firm should be your most valuable strategic partner — not just a vendor you call at tax time.

CPA-Led Oversight



ABOUTSERVICESRESOURCESCONTACTBOOK FREE CONSULTATION

CPA SERVICES

CPA Services for Businesses *and* Individuals

At Jireh CPA Co., we offer the strategic financial partnership you need to protect your assets and fuel your growth. Our services are divided into two specialized tracks to ensure you receive expert-level attention tailored to your specific needs.

BOOK A FREE CONSULTATION

MEET JEFF KIM



OUR PROCESS

From financial audit to *strategic growth.*

Before we make a single recommendation, we perform a comprehensive "health check" of your current financial situation — identifying missed opportunities, red flags and inefficiencies before we build anything forward.

BOOK A FREE CONSULTATION



1 FINANCIAL AUDIT

Before we recommend, we understand.

Before we make recommendations, we perform a comprehensive "health check" of your current financial situation. We identify missed opportunities, red flags, or inefficiencies — so every decision we make together is built on solid ground.

2 REVIEW

We explain the why behind your numbers.

Once we have the data, our team of experts analyzes the "why" behind your numbers. We sit down with you to explain how your spending and income align with your goals — in plain language, without the jargon.



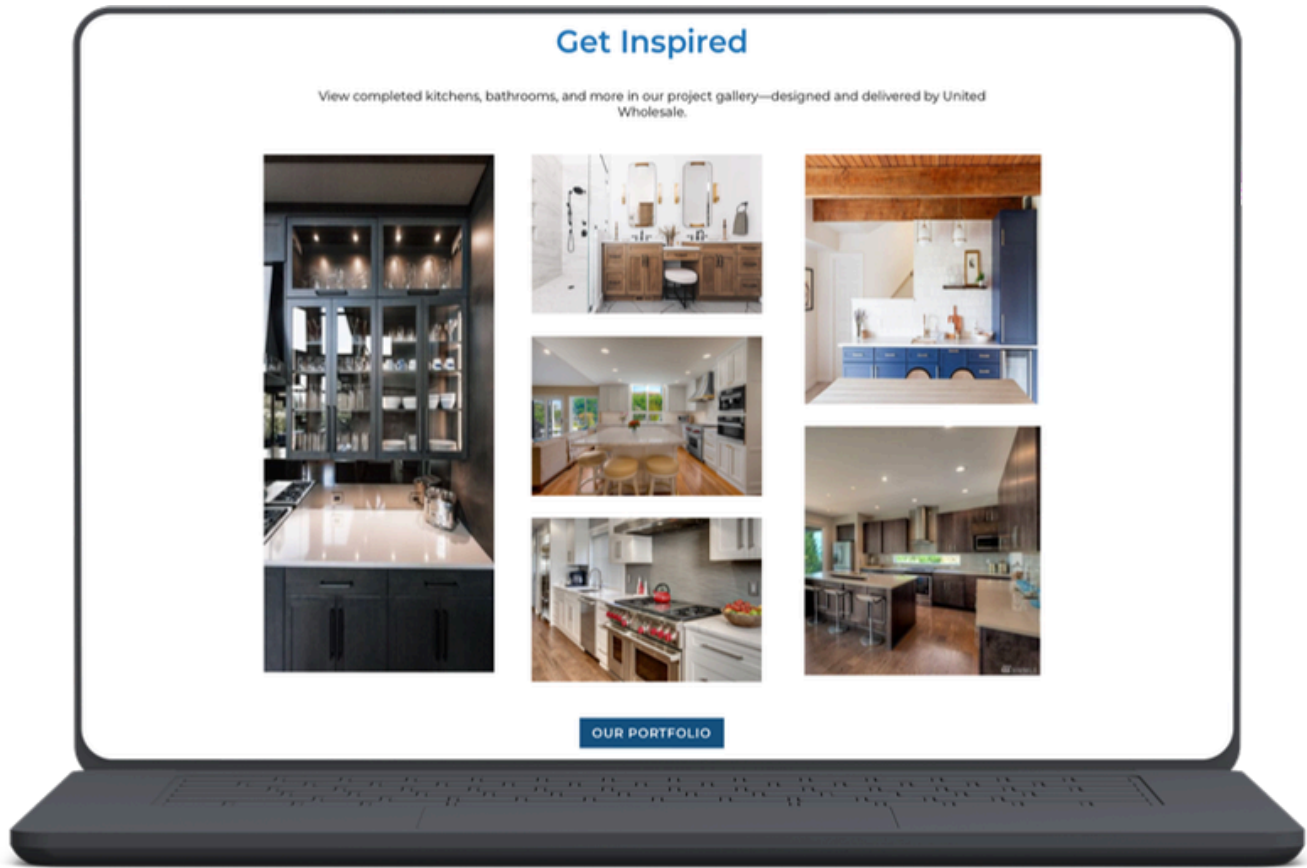
3 STRATEGIC GROWTH

Your roadmap to higher profits starts here.

With a clear view of the landscape, we build your roadmap for the future. We implement proactive tax- saving strategies, set SMART financial goals, and establish the KPIs needed to drive higher profits.

BUSINESS & CORPORATE SOLUTIONS

Business & Corporate Solutions



[About Us](#) [Portfolio](#) [Services](#) [Showrooms](#) [Contact](#)

Cabinets for Every Space and Budget

Custom Cabinet Solutions to Transform Your Space

What We Do
For every project, you will be partnered with a designer who will work with you to help make your vision a reality, no matter the size or budget.

[LEARN MORE](#)

About Us
With two convenient locations and thirty-plus years of experience to serve you, our team of designers are here to help.

[LEARN MORE](#)

Visit Us
Get inspired & explore design options by visiting either of our showrooms and meet one of our designers.

[LEARN MORE](#)

Proudly serving the greater Puget Sound area since 1991.

United Wholesale Supply is your trusted partner for cabinets, appliances, and expert design support.

Whether you are a contractor, designer, property manager, or homeowner, we work with everyone — offering personalized service from specification to delivery. Whether you're building new or remodeling, our team is here to help you find the perfect fit—down to every detail.

We specialize in cabinet and appliance specification, design, and delivery—ensuring seamless project execution from concept to completion. By partnering with top cabinet and appliance manufacturers, we provide a diverse selection of products to fit every **style, budget, and timeline.**

[LEARN MORE](#)

Our Services

CABINET LAYOUT

We can help you choose the right layout for your cabinets to maximize space and functionality.

COLOR AND FINISHES

Choose from a wide array of high-quality finishes and colors to complement your style and preferences. Incorporate trending finishes and colors and stay up-to-date.

APPLIANCE GUIDANCE

Our designers can provide guidance on choosing the best appliances that align with your needs, ensuring a seamless integration into your overall design.

ORGANIZATION FEATURES

Our design services include expert advice on incorporating innovative organizational features, maximizing storage space, and creating a workspace that enhances your daily routines.

DELIVERY

We take care of the logistics to ensure a smooth and timely delivery of your chosen cabinets and appliances. From the manufacturer to the warehouse, we make sure your items arrive to your project smoothly.

COUNTERTOP SELECTION

Our design team will assist you in selecting the perfect countertop material, color, and finish to complement your overall design concept.

CUSTOM OPTIONS

Tailor your space to perfection with our customization options. From unique hardware choices to personalized details, we offer a variety of customization features to make your space truly one-of-a-kind.

ROOM MEASUREMENT

We ensure a perfect fit by taking precise measurements of your space. Our commitment to accuracy guarantees that your cabinets will seamlessly integrate into your space.

AND MORE!

Learn about all United Kitchen offers for homeowners and the construction industry.

[DESIGN SERVICES](#)

[About Us](#) [Portfolio](#) [Services](#) [Showrooms](#) [Contact](#)

Our Portfolio

Category ▾

Kitchens

Normandy Park Remodel

Sand Point Kitchen Remodel

Kitchen Remodel in Seattle

Chef's Kitchen in Covington

Kitchen Stain and Accents

Buckley Custom Home

Bellevue Custom Home

Buckley Home with Rustic Charm

Modern Industrial Kitchen

[+ OLDER ENTRIES](#)

Bathrooms

Modern Rustic in Buckley

Norwood Village Custom Home

Bridal Trails Custom Cabinets

Rustic Home Cabinetry

Kiahnie Remodel, Sammamish, WA

Modern Home in Des Moines, WA

Bellevue Contemporary Custom Home

Tacoma Custom Home

Blue Floating Vanity Cabinets

[+ OLDER ENTRIES](#)

Other Spaces

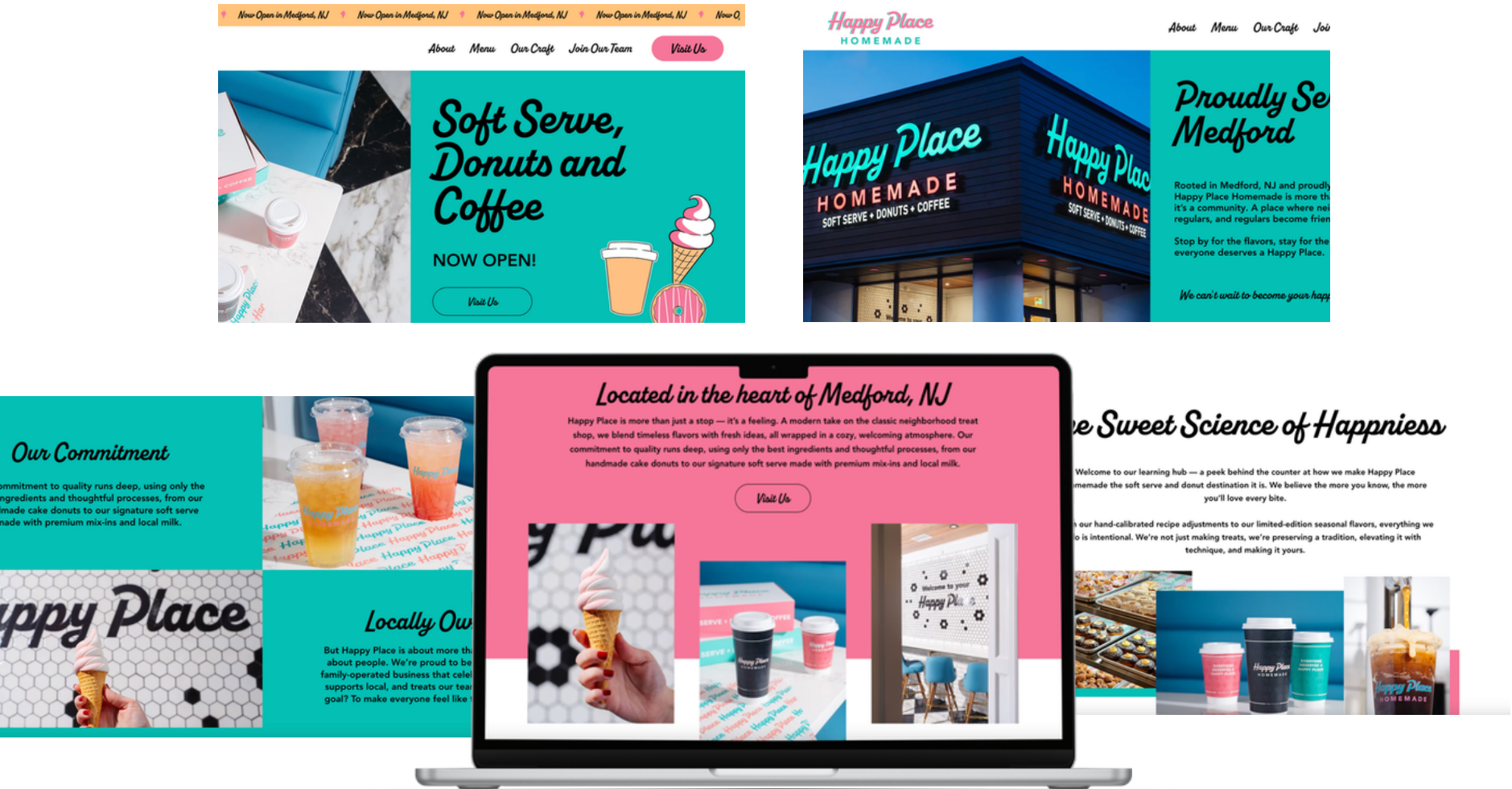
Brand Design

If your brand looks different everywhere someone finds you, how will they ever recognize you? I build cohesive brand systems, color, typography, imagery, and guidelines, so your business looks like the same trustworthy brand everywhere it shows up.



Design Retainers

What happens to your brand after launch day? For most businesses, not enough. My design retainer means you have a creative partner on call for whatever comes next: website updates, marketing assets, fresh content, without hiring a full design team.



Franchise Design

How do you keep a brand looking and feeling the same across ten locations, or a hundred? With a system, not guesswork. I build scalable franchise design systems, branded materials, toolkits, and standards, that keep every location consistent, recognizable, and on-brand from headquarters down to the local level.



Testimonials



I have worked with Abbie and The Branding Den several times now. Abbie created my original logo and website, and recently helped me rebrand and update my website. She was very patient and receptive to all my requests and updates. Her creativity and designs are incredible! Abbie has also helped with smaller projects over the years and I will continue to go to her for help with my brand and business.

Holly L.



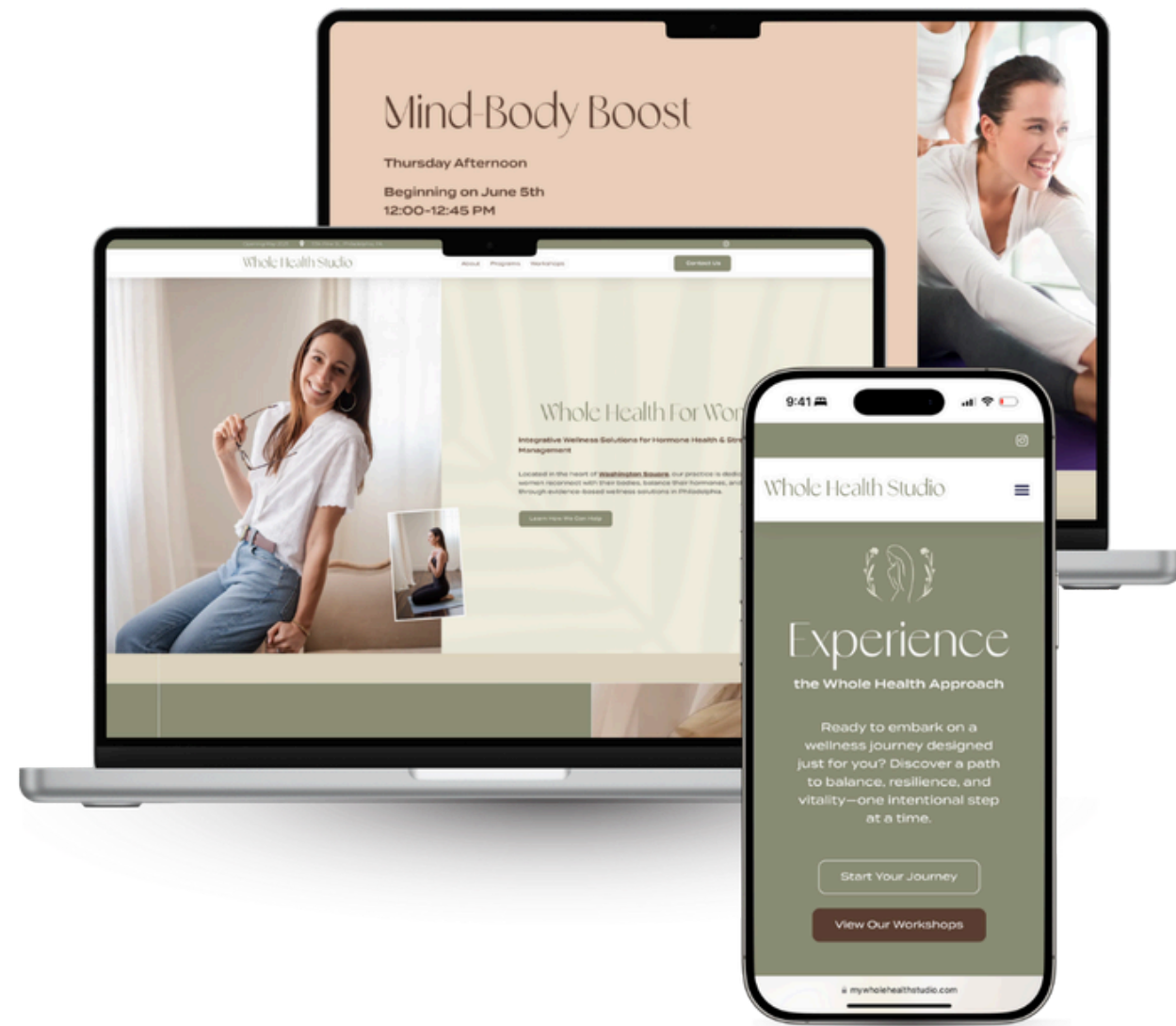
I've been working with Abbie since 2024, and she has handled every project our Foundation has thrown at her (from last-minute requests and changes to well-thought-out campaigns and marketing collateral). It is easy and enjoyable to work with her, and she is very communicative - this is all in addition to her design expertise.

Kevin O.



Abbie gave my website a fresh new look with updated photos, an improved layout, and a design that's much more search-friendly to attract new clients. She was extremely responsive, easy to work with, and made the whole process simple and stress-free. I highly recommend her for anyone looking to elevate their online presence!

Maria A.



Thank you

Abbie O'Brien

Founder + Creative Director

abbie@thebrandingden.com

thebrandingden.com

[Google Meeting Calendar Link](#)