



service offerings

built for your brand



brand identity & positioning

Starting something new? We create thoughtful brand identities grounded in strategy, storytelling, and design, helping your brand stand out, build trust, and connect with the right audience from day one. This service may include:

- Brand discovery workshops
- Audience research and insights
- Competitive analysis
- Brand positioning
- Brand story and messaging
- Naming support
- Logo design
- Visual identity system
- Color palette and typography
- Brand patterns and graphic elements
- Brand guidelines



brand refresh/rebrand

When your brand no longer reflects who you are or where you're headed, we'll help uncover what's working, what's not, and how to evolve your brand into something more intentional, cohesive, and memorable. This service may include:

- Brand audit and assessment
- Competitive analysis
- Audience insights
- Repositioning strategy
- Refined messaging
- Logo refresh or redesign
- Updated visual identity system
- Brand guidelines
- Marketing collateral updates
- Brand rollout recommendations



website design

Your website should feel like a natural extension of your brand. We design thoughtful digital experiences that clearly communicate who you are, what you do, and why it matters.

This service may include:

- Website strategy and planning
- Site architecture and user flow
- Wireframes
- Content guidance and page planning
- Custom website design
- Mobile-responsive design
- Wix, Squarespace, & WordPress platforms
- Brand integration and visual consistency
- Launch support



content shoots & creative direction

The best content feels unmistakably like your brand. From photo and video shoots to campaign concepts and creative direction, we create visual content that captures your personality and helps your brand show up consistently across every touchpoint. This service may include:

- Content strategy
- Creative direction
- Campaign concepts
- Mood boards and shot lists
- Shoot planning and production
- Location, vendor, and talent coordination
- Photography and video direction
- On-site art direction
- Social and marketing content assets
- Brand consistency guidance



ongoing brand support

Great brands evolve. Through monthly retainers, project-based support, and strategic partnerships, we help brands stay fresh, aligned, and growing over time. Whether you need creative direction, campaign support, marketing leadership, or an extra set of hands, Brandjoy becomes an extension of your team when you need it most. This service may include:

- Fractional marketing leadership
- Creative direction
- Campaign development
- Strategic consulting
- Marketing collateral
- Social media templates
- Presentation design
- Event branding and design
- Signage and environmental graphics
- Brand rollout support
- Content planning
- Ongoing design support