

Designed By Amanda

CLIENT

Amanda Holder, Interior and Architectural Designer

CHALLENGE

How might we create a new identity that looks as if it has been established for years in the Atlanta market.

DELIVERABLES

Brand Strategy and Architecture
Visual Identity Design
Creative Consulting

designed
by amanda

Project Story

The Client

Amanda Holder, hobbyist interior designer, was looking to start her own business. She only recently become for intentional about pursuing her passion and found quick success.

The Atlanta small renovation market was crowded due to gentrification and a love all things Etsy. She needed a way for her brand to stand out.

Specifically, Amanda relied on the referrals within contractors circles. She wanted to have a brand that looked established, creative, and beautiful.

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Final Logo



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During this project the goal was to create a brand identity that looked established and creative. The look and feel of the brand was to be an authority to itself.

Above are the three services Amanda offers. Each service has its own texture: sketch-up modeling (concrete), full renovation (wood), and interior design.

These designs would be used through out the proposal process to denote where in the process a project might be.

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When we began to think about lead generation and customer acquisition we landed on a series of DIY digital resources that would include guides to the interiors that Amanda was most skilled in.

These resources would be used as transitional marketing pieces that established Amanda as an authority in her field. In order to get the guides an email would be required creating a lead for Amanda to follow-up.

Guides For Everyone

designed by amanda

modern industrial remodel made simple

Your DIY Guide

designed
by amanda



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Home should be

beautiful

lovely

inspiring

The heart of Amanda's brand is the hope to create a home that is beautiful, lovely, and inspiring. She wants her customers to see their homes as a place of retreat and renewal.

Beautiful, lovely, and inspiring were three words that drive the visual brand of her company.

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Our Approach

Simplified Brand Positioning

Design by Amanda creates spaces for homeowners desiring **beautiful, inspiring, and lovely** homes that promote **lifestyles of relaxation and rest** in a busy world.



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As a small business owner, I knew I needed branding, but I had no idea where to start. Roar helped guide me through the process of creating more than just a logo. They helped me create an identity.

Amanda H.

OWNER
DESIGNED BY AMANDA

Design

New Logo
Brand Architecture
Transitional Marketing Ideation
Stationary Package
Simplified Brand Positioning Statement

Deliverables
