





# For the *freedom-focussed* founder

You've built something meaningful that's making you proud. But you've grown so much since those early days and now your brand needs to match your renewed vision.

You're craving a brand that:

- » Captivates at first glance
- » Commands respect in your industry
- » Frees you from visuals that no longer fit

This is for future-focused founders who want more than design. You want a brand that feels vibrant with possibility; one that nurtures and supports your lifestyle.



DRIVEN BY FREEDOM, INSPIRED BY JOY.
DESIGNED FOR THE LIFE YOU ACTUALLY WANT.





### Why Isla Vida?

With Isla Vida, you're not just hiring a designer. You're choosing a creative partner – one who's as invested in your vision as you are.

I bring the strategy and professionalism of an agency, with the intimacy, dedication, and passion of a boutique studio. You'll have my eyes, my expertise, and my energy on every detail.

It's not about handing over a set of files and walking away. It's about walking beside you – helping you refine, expand, and bring your brand world to life in a way that feels supportive and incredibly exciting.



# The Destination Brand Experience

This is a holistic, end-to-end journey designed to craft a brand that's not just seen, but felt.

No templates. No one-size-fits-all. Every step is tailored to you and your business, creating a brand experience that feels effortlessly aligned.

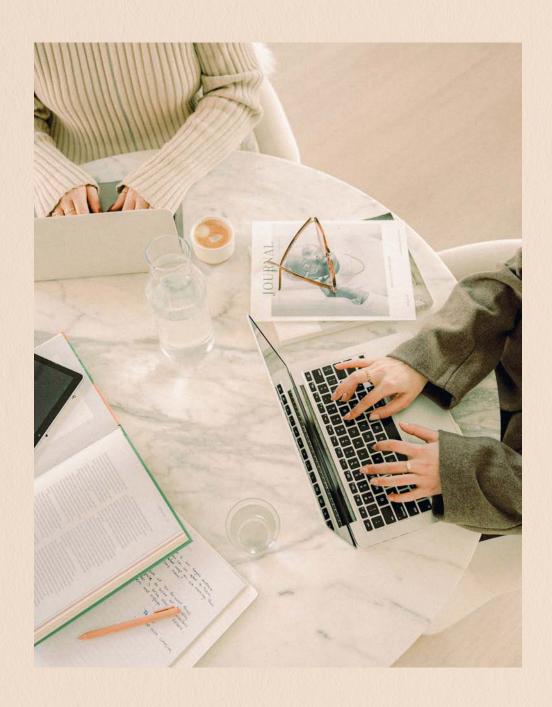
The Destination Brand Experience is where your vision becomes real. Through strategic, refined and story-centred design, we shape brands that feel effortless, distinctive and unapologetically you – so that every touchpoint in your business brings the same energy as the moment you step off the plane.





#### VISION & STRATEGY

We start by uncovering your future brand: your vision, values, and direction. This clarity becomes the foundation for everything that follows.





#### VISUAL IDENTITY

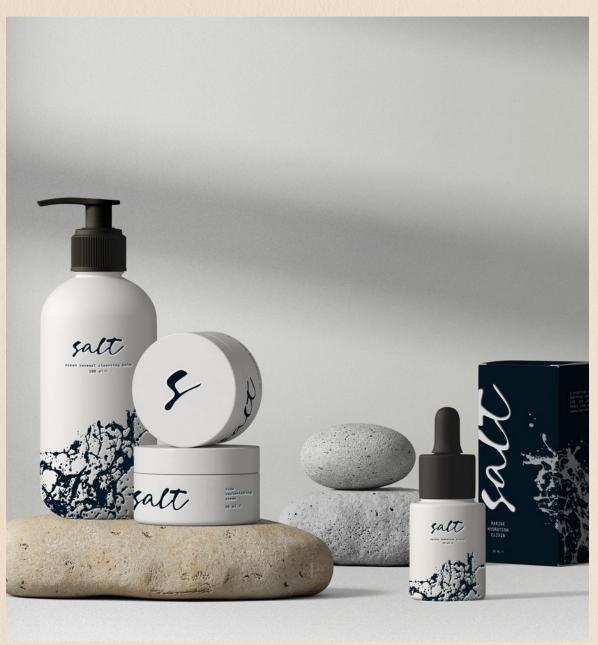
From your logo suite to typography and colour palette, we translate strategy into a timeless, distinctive identity.





#### PACKAGING DESIGN

If products are part of your world, we'll design packaging that doesn't just sit on shelves, but demands attention.

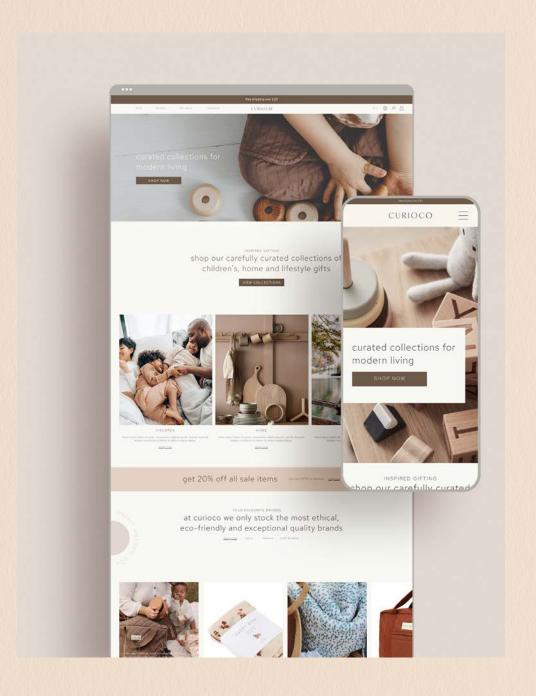


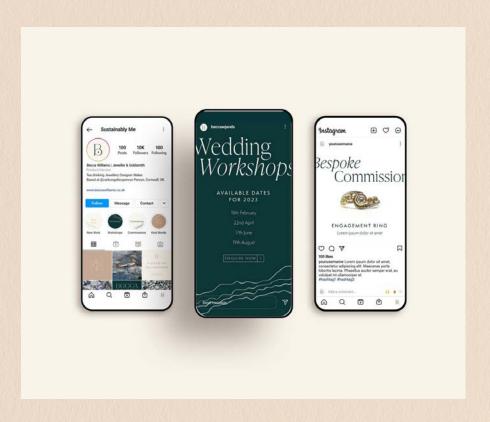




#### WEBSITE DESIGN

A digital home that reflects your brand at its fullest – a space built to inspire, convert, and captivate.





#### CLIENT EXPERIENCE

From menus to pitch decks to social media templates, every interaction becomes an extension of your brand world.





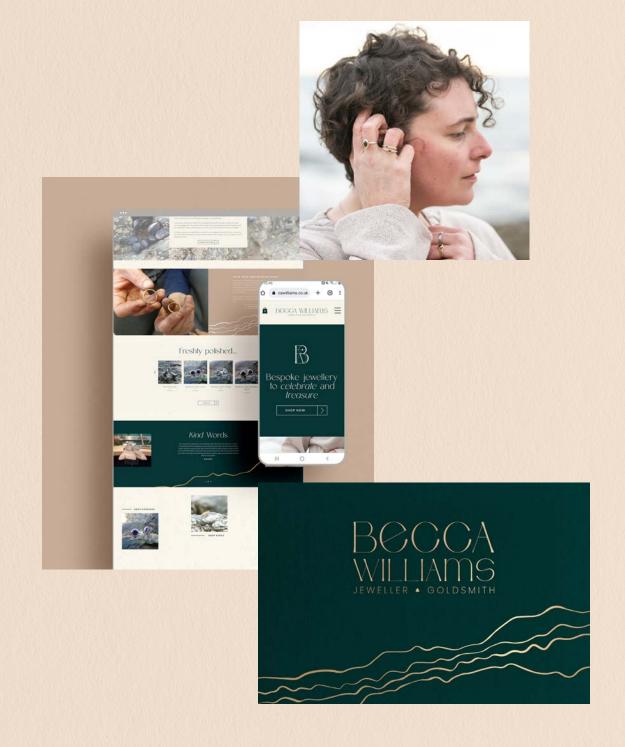
I feel like I've achieved what I was hoping for and so much more. Thank you.

You've given me something that I'm proud and excited to share.

#### BECCA WILLIAMS

Becca Williams is a jeweller and goldsmith based in Cornwall whose inspiration comes from her beautiful surroundings. She felt like she had outgrown her original branding and website and that they no longer reflected how far her business had come.

Together we crafted a new brand and website, as well as brand and product photography. Within the first few months of launching, Becca had nearly 40 new enquiries through the website - all of which were strong contacts. She now feels reconnected to her business which has given her more confidence to market herself and her jewellery.



I love it Cire. I actually feel emotional looking through it. I really find it validating and I feel I am developing a better understanding on how my brand will support me in my communication with my audience.

#### NATURE & ME

Nature & Me aim to break the taboo and stigma that surrounds the menstrual cycle and instead encourage children and their parents to embrace the beauty and unique nature of their menstrual cycle through open discussion and non-judgemental education.

We wanted this brand to feel bold and confident, whilst also feeling approachable and supportive. The use of movement was key in representing the constant state of flux and change present in our menstrual cycles. We included a playful aspect to the branding to highlight how a transition to womanhood doesn't need to mean a departure from fun and play.





Sweetheart it is very beautiful. I am so pleased. You've totally brought our idea to life! This is all feeling very real and exciting.

#### EDEN ROAD

Eden Road wanted to challenge the sexual product industry by creating a brand that removes the stigma from the purchase of adult intimacy products. They wanted to create something that was empowering to women - something that celebrates women's pleasure and that was totally inclusive to people of all ages and orientation.

With a powerful emphasis on putting women back in control of their sexuality, it was essential that their website was able to build trust and guide their customers to chose their own journey.





## Investment in your brand world

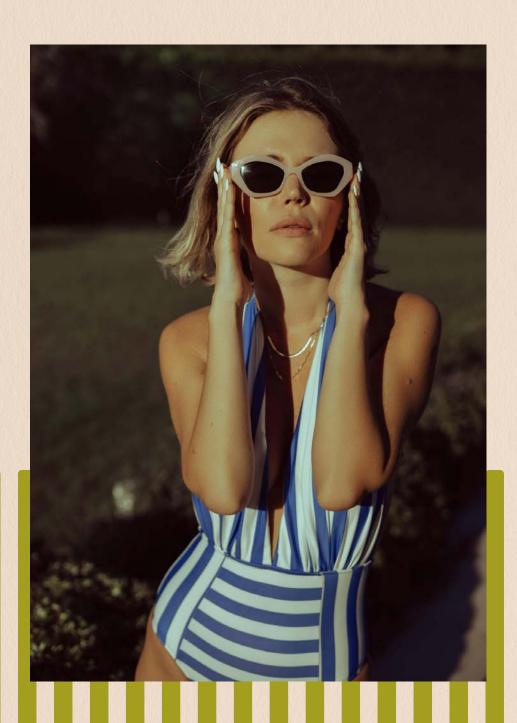
Every Destination Brand Experience is crafted around your unique vision – no two journeys are ever the same.

Most clients invest between £10,000 – £15,000, depending on the scope of their project:

- » Brand Identity only typically £4 £6k
- » Brand & Packaging typically £5 £8k
- » Brand & Website typically £10 £12k
- » Full Experience (brand, packaging, web, touch-points) typically £15 – £20k

All payments are made with interest free payment plans, starting at £2,000 per month.

Your investment is more than design. It's the clarity, confidence, and cohesive brand world you need to expand with freedom – and to provide a destination your clients will never want to leave.



### Your next steps

Before embarking on a rebrand, clarity is everything. Without it, the process can feel overwhelming, messy, and scattered. With it, every decision becomes intentional – and exciting.

That's why I've created Foundations by Isla Vida. It's a guided tool kit designed to help you reconnect with your vision, define your direction, and set powerful intentions for your rebrand.

By taking this step first, you'll enter the *Destination Brand Experience* with complete clarity, confidence, and conviction – ready to dive deeper into the design process, when the time's ready, without second-guessing or overwhelm.

BEGIN WITH FOUNDATIONS

### Ready to go all in?

Of course, if you already know this is your moment – that your business is ready for a brand as expansive as your vision – then the Destination Brand Experience is where we begin.

Your journey will start with Foundations by Isla Vida, seamlessly included as the first stage of your project that we'll work through together. We'll uncover the clarity, direction, and conviction you need, before diving into the full experience of crafting your destination brand.

This isn't just design. It's the beginning of a brand world that feels like freedom, possibility, and the future you've been building toward.

YOUR DESTINATION BRAND STARTS HERE





SLOW MORNINGS, BOLD MOVES. A BRAND THAT GIVES
YOU BOTH.

