

*Branding By Ariz

Branding Packs

✱ Culturally Conscious Brand Development

Hi, my name is Ariz.

I'm a Strategic Branding Designer
helping founders and entrepreneurs
build purposeful brands through
strategy, visual identity, web design,
and communication.

I design with intention.

I celebrate human creativity in all its forms.

I see branding as a cultural anchor,

and I stand for culture as a living thread that connects us across time.

My approach to Brand Development

Culture-conscious by design

I believe brands exist within a cultural context. The places we come from, the stories we tell, the references we share and the people we speak to all shape how a brand is perceived. I bring that awareness into my work to create identities that feel relevant, distinctive and rooted in something real, not just another brand following the same trends.

Brands made to feel alive

I pay attention to the little things. The unexpected reference, the particular shape, the piece of typography, the tiny visual gesture that makes an identity feel like it belongs to a real world. Because a brand isn't just a logo or a set of assets, it's a living system, and I want every detail to contribute to its story, personality and sense of place.

I work with a deep respect for design as a craft, a language, and a way of making meaning.

Choose what you need.

The Foundation

INCLUDES

- Moodboard
- 1 Logotype Proposal
- Logo Variations
- Color Palette
- Brand Guidelines (PDF)
- 3 Collaterals*

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-Business Card
-Letterhead
-Social Media Visual System (icons, voice, bio)
-Thank You Card
-Stickers

1500-2000€

The Signature

INCLUDES

- Brand Concept
- Brand Pillars
- Personality
- Audience
- Tagline
- Moodboard
- 1 Logotype Proposal
- Logo Variations
- Color Palette
- Brand Guidelines (PDF)
- 3 Collaterals*

2500-3000€

The Full Story

INCLUDES

- Naming**
- Brand Concept
- Brand Pillars
- Personality
- Audience
- Tagline
- Moodboard
- 1 Logotype Proposal
- Logo Variations
- Color Palette
- Brand Guidelines
- 3 Collaterals*

**
Does not include phonetic search
or legal viability document

3500-4000€

This is how we work together.

①

Book your project

After the work proposal for your project has been accepted and you secured your spot, I'll send detailed steps and payment methods available. I request the 50% downpayment to book the project and begin. A contract is sent for signature for both parts.

②

Let's talk about it

We'll have a call to go over the brief, align on expectations and make sure we're starting from the same place. This is where we dig into your business, audience, story, references, goals and all the little things that make your brand yours. Think of it as our creative kickoff.

③

Concept & Strategy

Now the thinking begins. I'll turn everything we've gathered into a clear creative direction, exploring the ideas, stories and cultural references that can shape your brand. You can add and delete stuff and once the concept is approved, we move forward to the Brand Identity Development.

This is how we work together.

④

Build the Identity

Once the direction is approved, I'll bring the concept to life through your visual identity, from logo and typography to colors, imagery, graphic elements and all those little details that make a brand feel alive. We'll review the work together, refine the details and make sure everything feels right.

⑤

Assets & Packaging

I'll adapt and compose the artwork for packaging, labels, boxes or other printed applications, making sure the concept, the identity, illustration and the product work as one. Once it's approved, I'll prepare the files for production and I'll be there to guide you through it.

⑥

Refine & Deliver

We'll review the work together, refine the details and make sure everything feels right. Then you'll receive your final brand files, guidelines and assets in a Google Drive link, ready to take your brand into the world.

Looking forward
to work with you!



Ariz Garibay

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