

SERVICES OVERVIEW

POLICOM DESIGN STUDIO

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*Design rooted in art,
created by hand,
and guided by strategy.*



CONTENTS

01	WELCOME	P.03
02	VALUES	P.04
03	DESIGN APPROACH	P.05
04	MISSION	P.06
05	CLIENT LOVE	P.07
06	DESIGN PACKAGES	P.10
07	BRANDING PROCESS	P.16
08	WEBSITE DESIGN SERVICES	P.17
09	WEBSITE DESIGN PROCESS	P.20
10	ADDITIONAL DESIGN SERVICES	P.21
11	RECENT PROJECTS	P.26
12	NEXT STEP	P.32

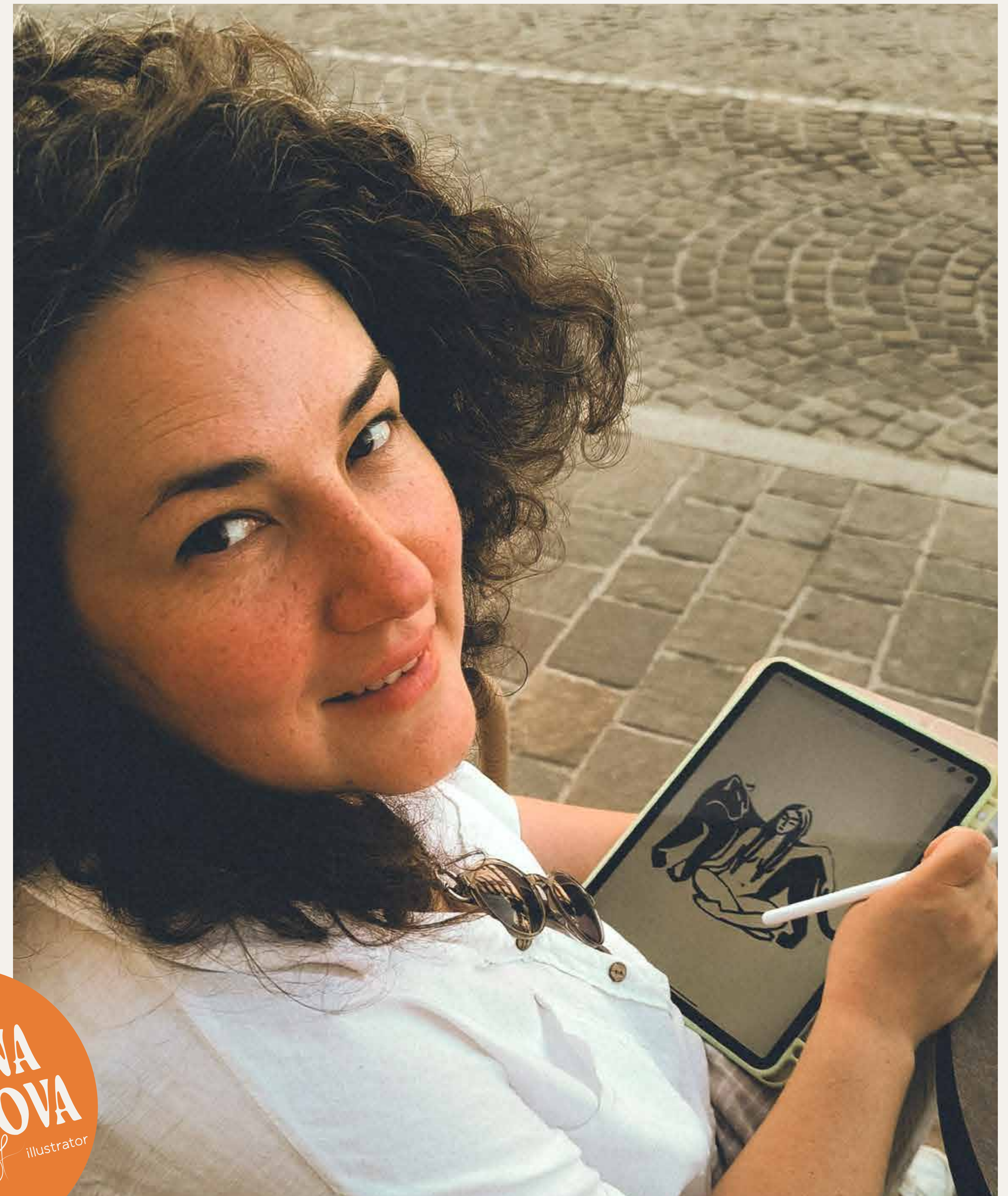
WELCOME

I'm so glad you're here and considering transforming your business with branding that's not just beautiful but deeply soulful, impactful, and authentically yours.

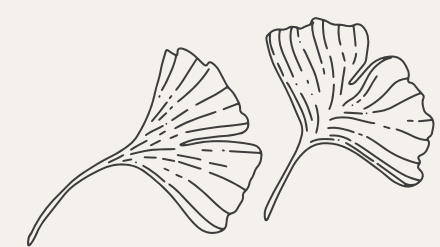
I'm Paulina Chencova, and I specialize in nature-inspired, hand-drawn designs that bring brands to life with warmth, individuality, and purpose. Whether you're looking for a logo, a full brand identity, or a website, I am here to bring your vision to life through thoughtful, artful design that resonates with your values and connects deeply with your audience.

This guide offers a glimpse into how we can create something truly special, branding that inspires, connects, and stands the test of time.

Let's craft something extraordinary for your business together!

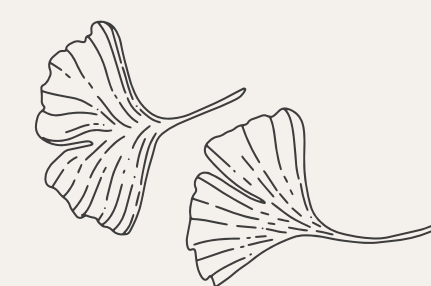


VALUES



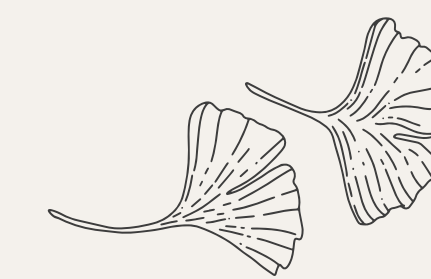
CRAFT WITH INTENTION

Design is created with care and intention, not rushed decisions.
Each element is thoughtfully developed, allowing the brand to take shape naturally and meaningfully over time.



ART WITH MEANING

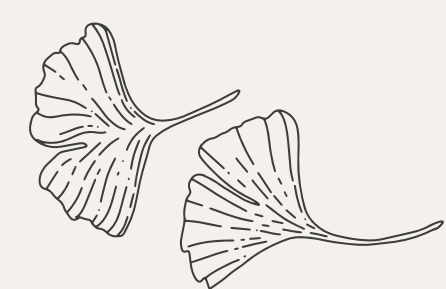
Hand-crafted elements and organic forms bring warmth and character, while strategy gives them clarity and direction.
The result is a brand that feels alive and human, rooted in artistry, yet clear, functional, and intentional.



AUTHENTIC OVER TRENDY

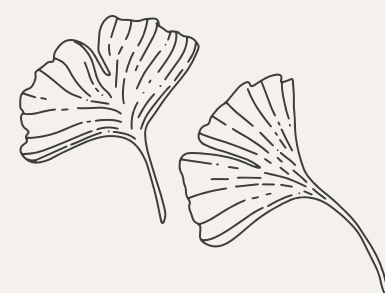
Trends fade, values remain.
The work avoids rigid formulas and trend-driven aesthetics in favor of design that feels honest, timeless, and true to the brand itself. The goal is not to impress, but to resonate and last.

DESIGN APPROACH



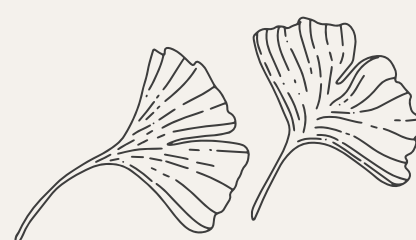
ARTFUL, NOT MECHANICAL

Design here begins with the hand, not the grid. Illustration, texture, and organic forms bring warmth, emotion, and individuality, while strategy gives structure and clarity. The result is work that feels human, thoughtful, and alive, not assembled from trends or templates.



CREATIVITY GUIDED BY STRATEGY

Creative intuition and strategic thinking go hand in hand. Emotion, feeling, and hand-crafted expression are balanced with structure and clarity, ensuring the brand is not only beautiful, but also effective and intentional.



PROCESS WITH CARE

The process matters as much as the result. Branding is approached as a calm, collaborative journey, allowing ideas to unfold naturally. Attention is given not only to the final outcome, but to how the brand is shaped along the way.

MISSION

To help soulful, values-driven brands express who they truly are and connect with the people who feel the same.

The work is rooted in human-centered, nature-inspired design that does not chase trends or rely on rigid formulas. Instead of perfect lines and trendy shortcuts, the focus is on authenticity, character, and meaning. Design that feels alive, honest, and grounded in real values.

Every project combines aesthetics with strategy, intuition with structure. Hand-drawn elements, thoughtful details, and eco-conscious choices are not decoration, but part of a deeper approach: design made by a human, for humans.

This work exists to support businesses that care deeply about what they do, brands built with intention, respect for craft, and love for their work. The same care and love that goes into every design decision.



CLIENT LOVE

"Working with Paulina was a pleasure! I didn't understand anything about branding and was worried about how the process would go, but it turned out to be very clear and comfortable. Paulina listened carefully to my wishes, helped me sort through the details, and suggested solutions that perfectly captured the character of the brand. Special thanks for her patience and responsiveness, she always gets back to me quickly! It was truly a pleasure working with her!"

Lenka P.,
owner of Kraznee





CLIENT LOVE

“Paulina brings a rare combination of creativity, clarity, and integrity to her work. She is thoughtful, honest, and deeply invested in her clients’ success. Her ability to translate ideas into meaningful, beautiful visuals is exceptional, and her process feels both professional and genuinely personal.

I have worked with many designers over the years, but none have matched Paulina’s level of care, talent, and attention to detail. I highly recommend her to anyone looking for a designer who not only delivers outstanding results, but also makes the entire experience feel inspiring and effortless.”

Chara C.,
owner of Bliss Natura





CLIENT LOVE

“Working with Paulina helped me gain clarity on where I actually want to take my business. During the onboarding process, I started reflecting on what my brand was truly meant. As a small business owner, it’s easy to get caught up in day-to-day tasks or endless to-dos. Before working with Paulina, I had so many styles and ideas in mind, but no clear direction on how to bring them to life. After a year of switching logos and labels, it became evident that I lacked a cohesive brand.

Outsourcing to a professional like Paulina not only saved me valuable time but also set the foundation to increase our revenue by creating a consistent brand identity with a story told through imagery. This builds trust with our customers and gives our business a stronger presence.

I would recommend anyone to work with Paulina because she brings direction, focus, and beautifully drawn illustrations. This investment has given me both confidence and peace of mind as a small business owner.”

Nicole V.,
owner of The Desert Cottage



DESIGN PACKAGES



ONE CONCEPT PHILOSOPHY

I believe that true creativity thrives through clarity and intention. That's why I focus on developing one strong, strategically refined concept, the one that best captures your brand's essence.

By committing fully to a single direction, I can pour all my expertise, research, and creative energy into crafting a brand identity that is cohesive, meaningful, and built with purpose.

This approach eliminates unnecessary guesswork, making the process smoother and decisions more confident. It ensures every detail, from color to typography to storytelling, works together seamlessly to express one clear, powerful vision of your brand.

PRIMARY LOGO

A primary logo is the starting point of your brand’s visual language. It sets the tone for how your brand is seen and felt, and becomes the first visual connection with your audience.

This service focuses on creating a thoughtful, handcrafted logo built on clarity, intention and meaning. The goal is not just to design a logo, but to create a visual mark that feels true to your brand and supports it as it grows and evolves.

WHAT’S INCLUDED*:

- 01 MARKET AND TARGET AUDIENCE RESEARCH, COMPETITOR ANALYSIS
- 02 VISUAL DIRECTION AND MOODBOARD
- 03 CUSTOM LOGO CONCEPT
- 04 LOGO COLORS
- 05 LOGO FONTS
- 06 FINAL LOGO FILES FOR DIGITAL AND PRINT USE

REVISIONS : TWO ROUNDS

TIMEFRAME: 2 WEEKS

INVESTMENTS: €500 (2 PAYMENTS OF €250)

*ADDITIONAL LOGO VARIATIONS AVAILABLE UPON REQUEST



BRAND FOUNDATION

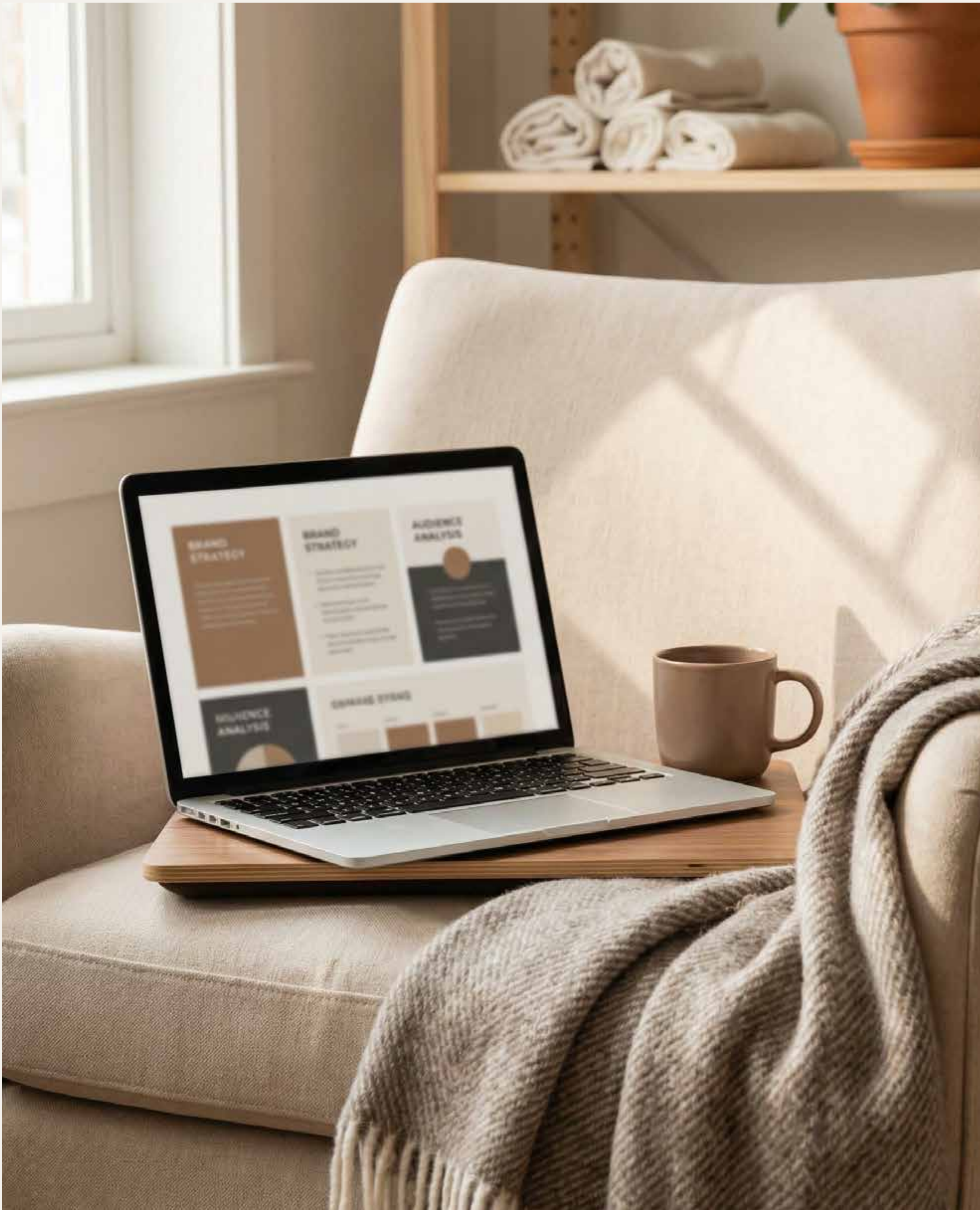
WHERE YOUR BRAND'S MEANING TAKES SHAPE BEFORE VISUALS APPEAR

Brand Foundation is where your brand begins to take shape. We define what your brand stands for, who it speaks to and how it should be perceived. Through thoughtful research and reflection, we bring clarity to your positioning, audience and core message.

This process creates a clear and grounded framework that helps your brand move forward with confidence, intention and a strong sense of direction.

BRAND FOUNDATION GUIDE INCLUDES:

- 01 BRAND PURPOSE, MISSION AND VALUES
- 02 POSITIONING AND KEY DIFFERENTIATORS
- 03 IDEAL AUDIENCE PROFILE
- 04 COMPETITOR OVERVIEW
- 05 BRAND PERSONALITY AND TONE OF VOICE
- 06 VISUAL DIRECTION TO GUIDE FUTURE DESIGN
- 07 STRATEGIC SUMMARY AND GUIDANCE



TIMEFRAME: 1 WEEK

INVESTMENTS: €700 (2 PAYMENTS OF €350)

BRAND ESSENTIALS

A HAND-CRAFTED VISUAL IDENTITY ROOTED IN MEANING AND CLARITY

This branding package is designed to give your business a clear and cohesive visual presence. The process begins with understanding your brand’s direction, audience and positioning, allowing every visual decision to feel thoughtful, intentional and aligned.

The result is a refined visual identity that feels natural to your brand and works consistently across all touchpoints, supporting both recognition and long-term growth.

WHAT’S INCLUDED:

- 01 STRATEGIC FOUNDATION TO GUIDE THE VISUAL IDENTITY
- 02 VISUAL DIRECTION AND MOODBOARD
- 03 CUSTOM BRAND CONCEPT
- 04 LOGO SYSTEM (PRIMARY, SECONDARY LOGO AND BRAND MARK)
- 05 BRAND COLOR PALETTE
- 06 BRAND TYPOGRAPHY
- 07 HAND DRAWN PATTERN
- 08 HAND DRAWN TEXTURE
- 09 FINAL BRAND FILES FOR DIGITAL AND PRINT USE
- 10 ESSENTIAL BRAND STYLE GUIDE



REVISIONS : TWO ROUNDS

TIMEFRAME: 3-4 WEEKS

INVESTMENTS: €1000 (2 PAYMENTS OF €500)

COMPLETE BRAND EXPERIENCE

A COMPLETE BRAND SYSTEM, FROM STRATEGY TO VISUAL EXPRESSION

Complete Brand Experience combines strategic clarity with a complete visual identity and brand system. We define your brand’s direction and translate it into consistent visuals that work across all touchpoints.

This package includes everything from Brand Foundation and Brand Essentials, expanded with custom hand-drawn illustrations, visual marketing collateral and a comprehensive brand style guide. The result is a clear, confident brand designed for long-term use and growth.

WHAT’S INCLUDED:

- 01 EVERYTHING FROM BRAND FOUNDATION
- 02 EVERYTHING FROM BRAND ESSENTIALS
- 03 EXTENDED LOGO SYSTEM (UP TO 5 LOGO VARIATIONS)
- 04 5 X HANDRAWN ILLUSTRATIONS
- 05 VISUAL MARKETING COLLATERAL OF YOUR CHOICE (THANK YOU CARD, BUSINESS CARD, FLYER)
- 06 FINAL BRAND FILES FOR DIGITAL AND PRINT USE
- 07 COMPREHENSIVE BRAND STYLE GUIDE WITH EXTENDED USAGE GUIDELINES

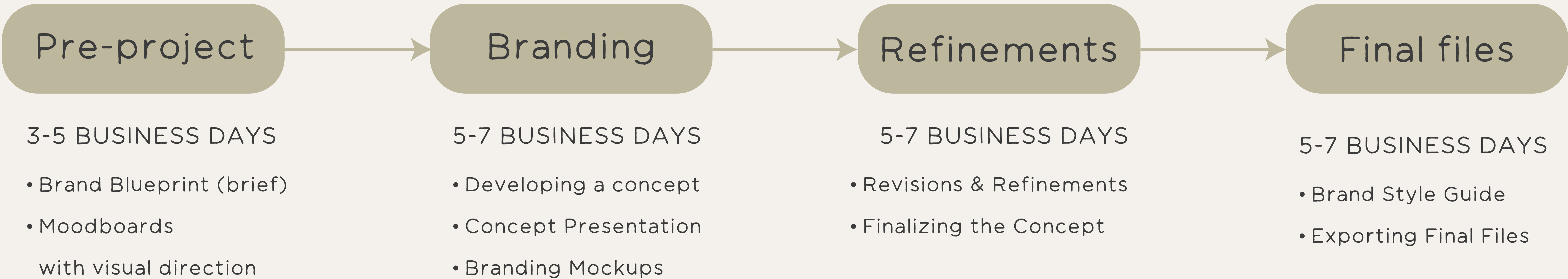


REVISIONS : TWO ROUNDS

TIMEFRAME: 4-6 WEEKS

INVESTMENTS: €1500 (3 PAYMENTS OF €500)

BRANDING PROCESS



WEBSITE DESIGN PACKAGES

Websites that feel like a natural extension of your brand.



SQUARESPACE OR SHOWIT WEBSITE

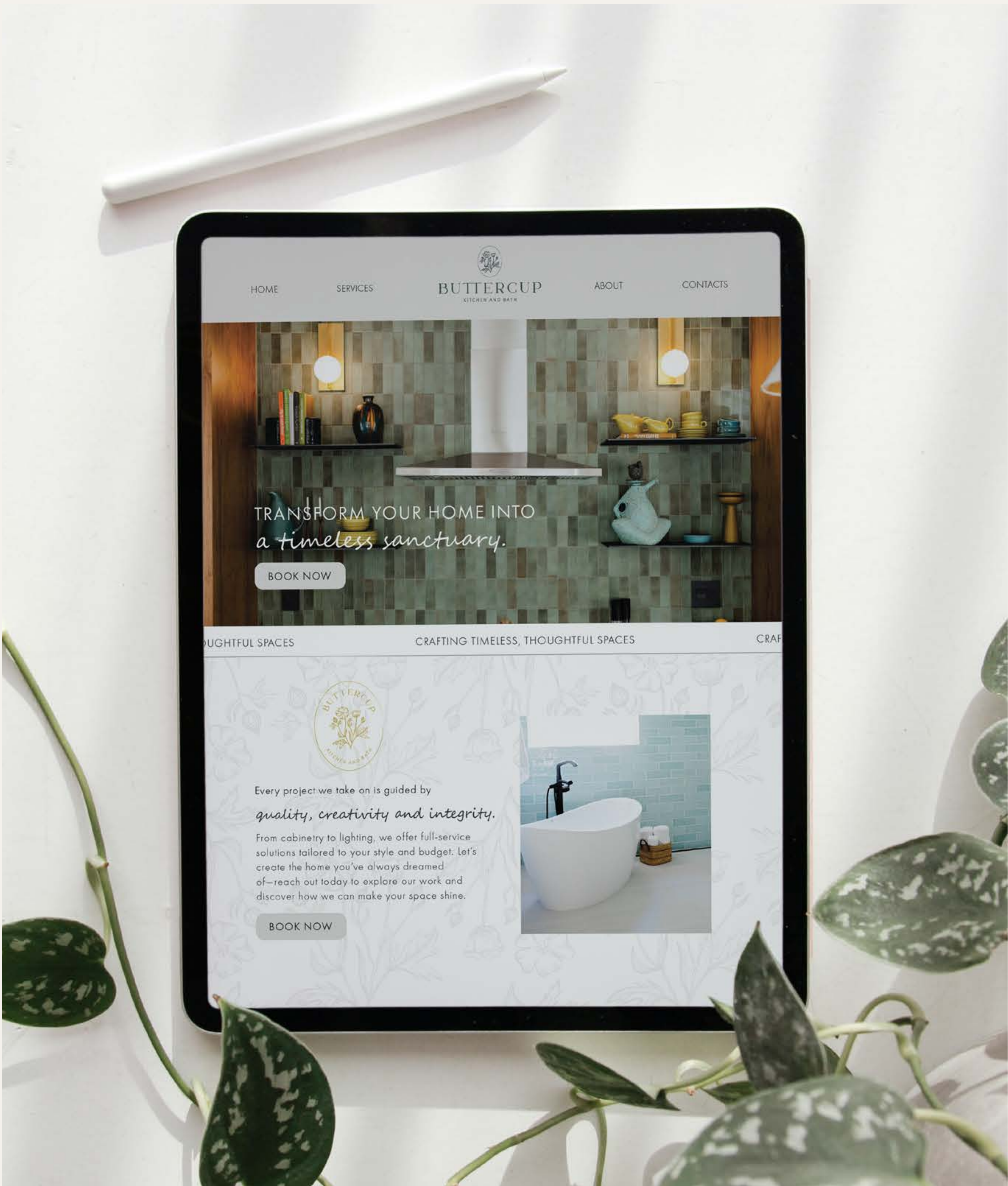
CLEAN, FLEXIBLE WEBSITES DESIGNED TO TELL YOUR BRAND'S STORY

Squarespace and Showit websites are designed as a natural extension of your brand, not just a set of pages. The focus is on clarity, warmth, and thoughtful structure, so your work, services, and story can be experienced calmly and intuitively.

These websites are designed as a digital home for your brand. Artful layouts, hand-drawn details, and calm structure allow your work, story, and values to unfold naturally, without visual noise or rigid templates.

WHAT'S INCLUDED:

- 01 STRATEGIC WEBSITE STRUCTURE AND PLANNING
- 02 DESIGN MOCKUPS FOR KEY WEBSITE PAGES
- 03 CUSTOM WEBSITE DEVELOPMENT (UP TO 8 PAGES)
- 04 RESPONSIVE DESIGN FOR DESKTOP, TABLET AND MOBILE
- 05 BASIC SEO SETUP AND PERFORMANCE OPTIMISATION
- 06 CUSTOM SHOPIFY THEME OR SELECTED PREMIUM THEME
- 07 DOMAIN CONNECTION AND ESSENTIAL INTEGRATIONS
- 08 PRODUCT SETUP (UP TO 30 PRODUCTS)
- 09 CUSTOM FONT SELECTION ALIGNED WITH YOUR BRAND
- 10 COPYWRITING
- 11 LAUNCH GRAPHICS (SOCIAL MEDIA POST+ STORIES)
- 12 WEBSITE STYLE GUIDE
- 13 POST-LAUNCH SUPPORT (30 DAYS)



REVISIONS : TWO ROUNDS

TIMEFRAME : 5-6 WEEKS

INVESTMENTS : €1800 (3 PAYMENTS OF €600)

SHOPIFY WEBSITE

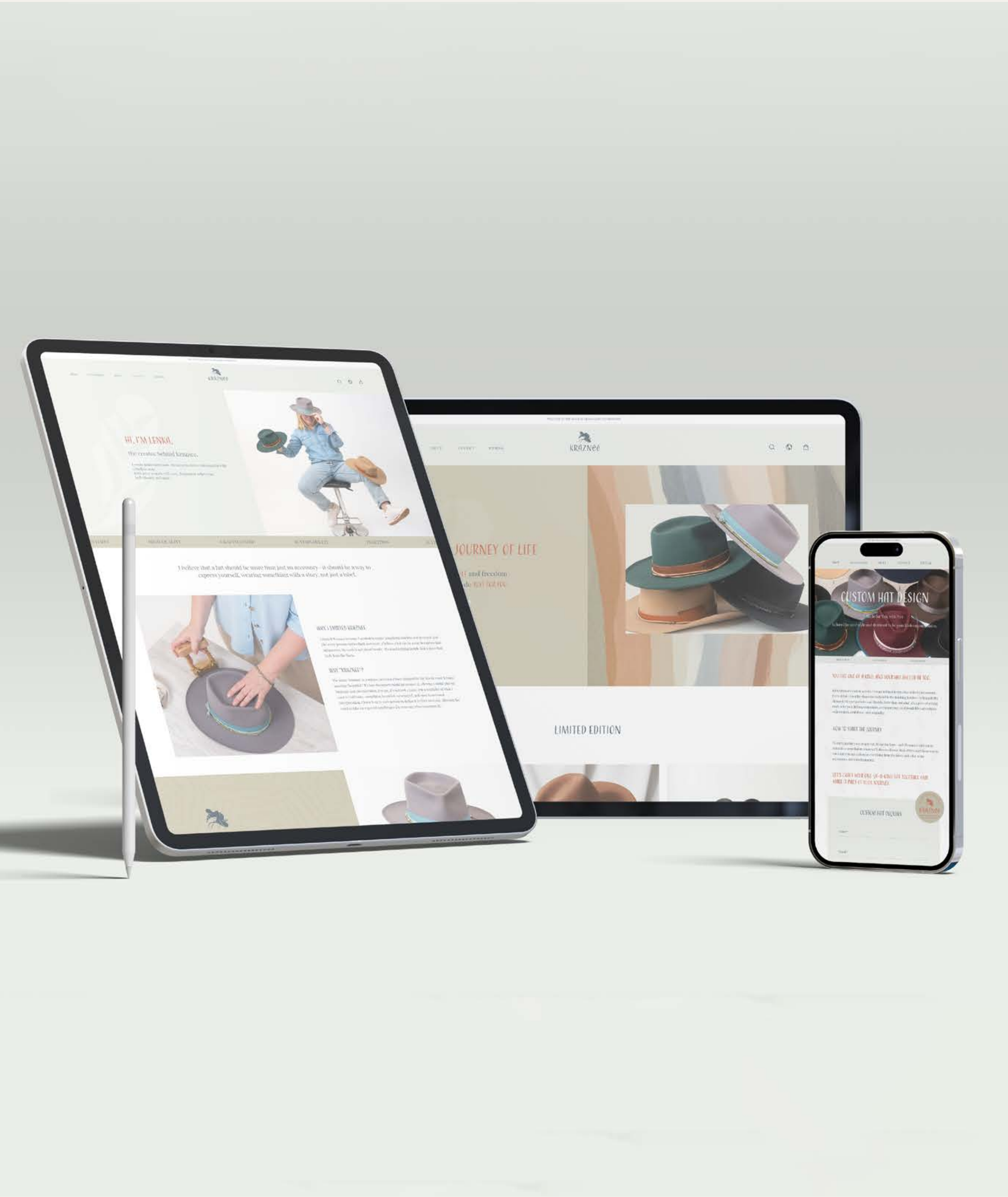
AN ARTFUL E-COMMERCE EXPERIENCE DESIGNED WITH CARE AND INTENTION

A Shopify website is designed as a natural extension of your brand, not just a sales platform. The focus is on clarity, ease, and visual storytelling, so products feel considered, inviting, and true to your brand’s character.

Hand-drawn details, thoughtful layouts, and a calm user experience come together to create an online store that feels warm, intuitive, and easy to manage day to day.

WHAT’S INCLUDED:

- 01 STRATEGIC WEBSITE STRUCTURE AND PLANNING
- 02 DESIGN MOCKUPS FOR KEY WEBSITE PAGES
- 03 CUSTOM WEBSITE DEVELOPMENT (UP TO 8 PAGES)
- 04 RESPONSIVE DESIGN FOR DESKTOP, TABLET AND MOBILE
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- 12 WEBSITE STYLE GUIDE
- 13 POST-LAUNCH SUPPORT (30 DAYS)



REVISIONS : TWO ROUNDS

TIMEFRAME : 6-8 WEEKS

INVESTMENTS : €2400 (4 PAYMENTS OF €600)

WEBSITE DESIGN PROCESS



ADDITIONAL DESIGN SERVICES



INSTAGRAM BRAND GROWTH

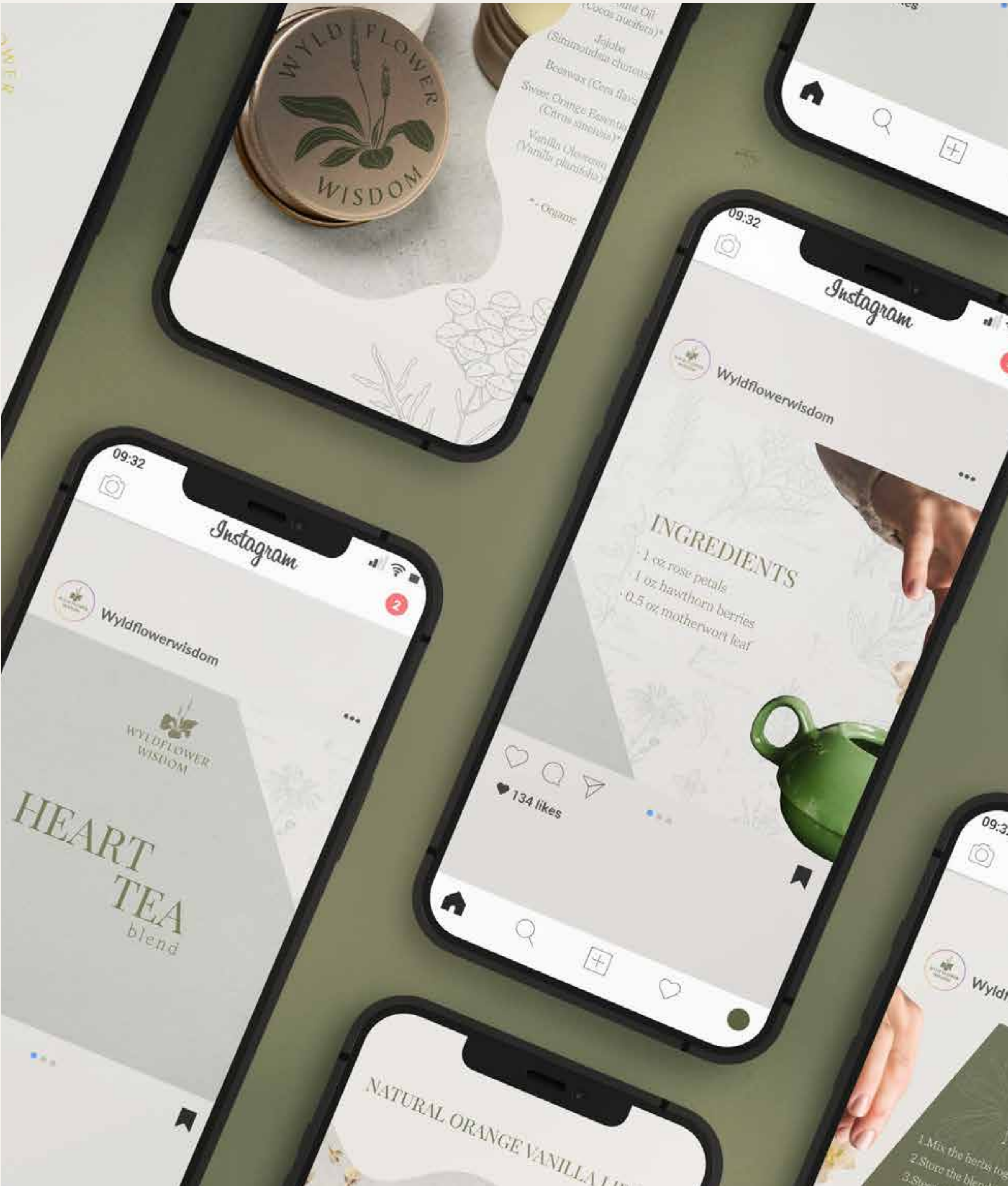
INSTAGRAM BECOMES A PLACE WHERE YOUR BRAND CAN BE SEEN AND FELT

Your Instagram isn't just a platform, it's an extension of your brand story. Through visual direction and a considered content approach, your page is shaped as a cohesive space rather than a stream of disconnected posts.

The result is a clear and manageable visual system that supports your brand's presence and allows it to unfold naturally, without pressure or noise.

WHAT'S INCLUDED:

- 01 INSTAGRAM AUDIT
- A full review of your profile visuals, structure, and tone, with actionable notes for improvement.
- 02 BIO OPTIMISATION
- Refined and engaging copy that clearly communicates your message and attracts your audience.
- 03 5 HIGHLIGHT COVERS
- A custom set of icons that keeps your profile clean, consistent, and on-brand.
- 04 CONTENT THEMES
- Key topics and ideas that make your posting effortless and aligned with your brand story.
- 05 FONT & COLOUR PALETTE SELECTION
- A curated combination that reflects your mood, values, and personality online.
- 06 MOODBOARD
- Visual direction for your Instagram, defining the look, tone, and emotional feel of your feed.
- 07 15 POST & STORY TEMPLATES
- Editable Canva layouts for consistent and polished content.
- 08 GROWTH STRATEGY
- Clear steps on how to increase visibility, build engagement, and attract the right audience.
- 09 POSTING SCHEDULE
- A weekly rhythm tailored to your goals, showing what, when, and how often to post.



TIMEFRAME: 1-2 WEEKS

INVESTMENTS: €500 (2 PAYMENTS OF €250)

MERCH DESIGN

CUSTOM ILLUSTRATIONS DESIGNED FOR BRANDED MERCHANDISE

Illustrations are created based on your products, materials, and intended use, ensuring they translate clearly and naturally across different formats. The focus is on developing visuals that feel intentional, adaptable, and aligned with your brand's visual direction.

Merch design can be approached as a standalone visual project or as a complementary part of a broader branding or visual system.

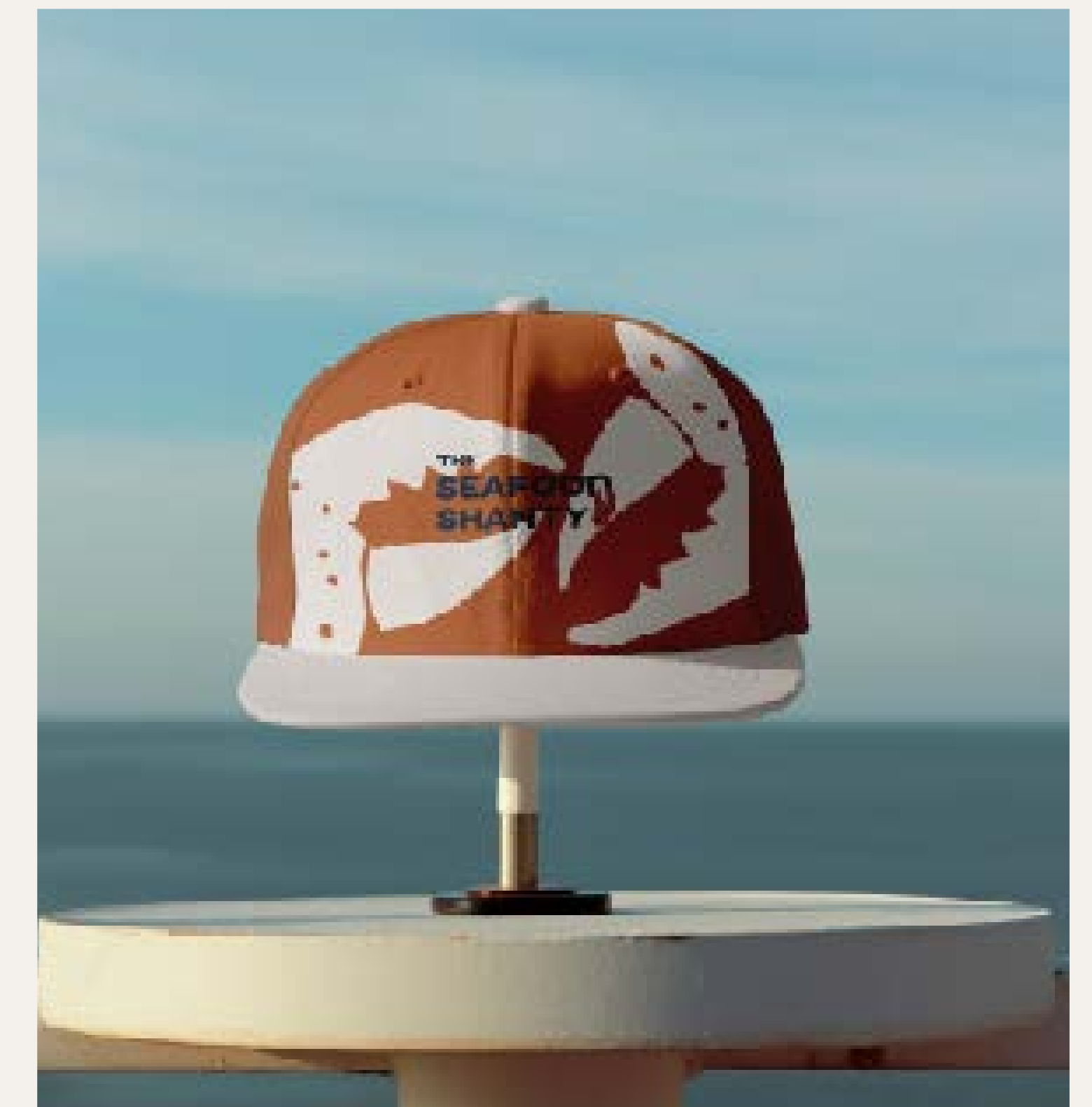
WHAT'S INCLUDED:

- 01 CUSTOM HAND-DRAWN ILLUSTRATIONS
- 02 FINAL, PRODUCTION-READY ARTWORK FILES
- 03 ADAPTED VERSIONS FOR SELECTED PRODUCTS
- 04 FILES READY FOR PRINT OR MANUFACTURING USE

REVISIONS : TWO ROUNDS

TIMEFRAME : 5-10 WORKING DAYS

INVESTMENTS : FROM €100



PRINT DESIGN

PRINT DESIGN FOR BRANDS AND PHYSICAL TOUCHPOINTS

Pricing is indicative and may vary depending on complexity and scope.

FORMAT*

BROCHURE

BOOKLET

MENU

BUSINESS CARD

FLYER

INVITATION

GIFT CARD

INVESTMENTS

FROM €50 PER PAGE

FROM €50 PER PAGE

FROM €70 PER PAGE

€100

€100

€100

€100

*OTHER FORMATS AVAILABLE UPON REQUEST



REVISIONS : TWO ROUNDS

TIMEFRAME : 5-10 WORKING DAYS

PACKAGING DESIGN

CUSTOM PACKAGING DESIGN FOR PRODUCT-BASED BUSINESSES

Final investment may vary depending on format and technical requirements.

FORMAT

LABELS

PRYMARY LABEL DESIGN	€120
ADDITIONAL LABEL	€60

PACKAGING LAYOUT

FULL PACKAGING LAYOUT (INCL. DIE-LINE)	FROM €250
ADDITIONAL PACKAGING LAYOUT	€80

ADD-ONS

CUSTOM VECTOR ILLUSTRATION	€150
PACKAGING PATTERN	€120

INVESTMENTS



REVISIONS : TWO ROUNDS

TIMEFRAME : 5-10 WORKING DAYS

RECENT PROJECTS



BLISS NATURA

Organic skincare shop, Paphos, Cyprus

Bliss Natura is an organic skincare and body care shop focused on conscious, eco-driven choices. The store curates organic cosmetics with an emphasis on clean formulations, sustainable packaging, and support for local producers. The brand positions itself as an eco shop where every product reflects a commitment to natural care, environmental responsibility, and local heritage.

SERVICE

Complete Brand Experience with extended print materials.

THE CHALLENGE

Bliss Natura is located in the historic center of Paphos, surrounded by tourist-oriented shops offering mass-market products. In this environment, it was difficult for the store to be immediately recognized and understood as a curated organic space rather than a generic retail or souvenir shop. Despite strong values and a clear eco-focused concept, the brand lacked a visual identity that could help customers notice the store, understand its philosophy, and trust its offering. The challenge was to create a recognizable and credible presence that would clearly set Bliss Natura apart while feeling calm, intentional, and established.

THE SOLUTION

The visual identity is built around floral elements inspired by plants known for their healing properties, such as helichrysum, lavender, and cyclamen, all closely connected to the Cypriot landscape. These botanical motifs form the core of the brand and appear in the logo, illustrations, and supporting graphics, creating a calm and cohesive system rooted in natural care. Soft typography and a warm color palette inspired by the light, earth tones, and flora of Cyprus help the brand feel welcoming and trustworthy. This visual language clearly separates Bliss Natura from nearby tourist souvenir shops, positioning it as a curated organic space focused on quality, care, and authenticity.



KRAZNEE

Handcrafted hat brand based in Slovakia

Kraznee is a handcrafted hat brand created for people who value freedom, individuality, and expressive design. Each piece is made with an artistic approach, treating hats not as accessories, but as personal statements for those who choose originality and confidence in self-expression.

SERVICE

Brand Essentials with extended logo system, printing materials, custom illustrations, and Shopify website design.

THE CHALLENGE

As a new brand entering the market, Kraznee needed to appear professional and established from the very beginning, while staying true to its handcrafted nature. In a segment where handmade brands often struggle to stand out visually, the identity had to elevate the perception of craftsmanship without losing warmth, creativity, or character. The challenge was to balance structure and imagination, clarity and freedom. The brand needed to feel trustworthy and refined, while still speaking to free-spirited individuals drawn to bold, unconventional choices. An additional request was to incorporate a meaningful symbolic element, a turtle combined with a hat, in a subtle and non-obvious way.

THE SOLUTION

The visual identity was built around a hand-drawn symbol that expresses character and meaning without becoming literal. Paired with handcrafted typography, the mark feels expressive yet clear, allowing the brand to communicate creativity while remaining recognizable and versatile. The logo system was designed to adapt across different applications, from product tags to embossing and laser engraving, ensuring consistency and recognizability. A grounded, earthy color palette and tactile materials reinforce the sense of craftsmanship and material honesty, supporting the handmade nature of the products without overpowering them.



THE DESERT COTTAGE

Organic goods brand rooted in New Mexico, USA

The Desert Cottage is a small-batch brand creating skincare, home goods, and everyday essentials using wild-harvested desert botanicals. The brand is deeply connected to the landscape and cultural heritage of New Mexico, supporting traditional knowledge, local resources, and a slower, more conscious way of living.

SERVICE

Brand Essentials.

THE CHALLENGE

The brand works with handmade personal care products and food made from plants native to the desert, so it was important to communicate care, quality, and reliability, helping customers feel safe and confident in their choice. At the same time, the brand needed to feel warm and human rather than clinical or distant. The challenge was to balance this sense of trust and professionalism with a softer, more soulful expression rooted in the desert landscape and cultural heritage of New Mexico. The identity had to reflect both reliability and warmth, grounding the brand in place while creating an inviting and reassuring presence.

THE SOLUTION

The visual identity of The Desert Cottage builds trust by being rooted in a real place rather than an abstract idea of nature. The brand draws from the New Mexico desert and uses recognizable local flora associated with healing protection and restoration along with the roadrunner as a symbol of awareness and care. The color palette avoids dull dusty tones often linked to desert imagery and instead uses warmer and more vibrant colors to show the desert as a living and abundant environment. Organic linework tactile materials and natural textures keep the brand warm human and approachable while clearly communicating care safety and reliability for products used on the body.



BUTTERCUP kitchen & bath

Interior design studio, Colorado, USA

Buttercup Kitchen & Bath is a newly launched interior design studio specializing in kitchen and bathroom spaces. The studio blends mid-century inspiration with a contemporary approach, creating interiors that feel timeless, functional, and thoughtfully composed. The brand is positioned for clients who value quality, restraint, and long-term design decisions over trends, seeking a studio that feels confident, experienced, and detail-oriented from the very first interaction.

SERVICE

Brand Essentials with printing materials.

THE CHALLENGE

As a new studio entering a competitive interior design market, Buttercup Kitchen & Bath needed to establish credibility and professionalism from day one. In an industry where trust, expertise, and attention to detail are essential, the brand had to communicate reliability and design maturity despite being newly launched.

The challenge was to create a visual identity that feels refined and established without becoming formal or relying on common geometric design tropes. The brand needed to balance clarity and structure with a sense of warmth and comfort, appealing to discerning clients who value thoughtful design but feel disconnected from repetitive, trend-driven interiors.

THE SOLUTION

The visual identity draws inspiration from mid-century modern design, where structure and function are balanced with organic, nature-inspired elements. A refined wordmark is paired with an emblem featuring an organic line illustration of a buttercup.

The illustration softens the otherwise structured system, adding warmth and approachability without compromising clarity or professionalism. Muted, sophisticated colors and restrained typography reinforce a sense of balance and timelessness, reflecting the studio's design philosophy: thoughtful, functional spaces enriched with subtle, natural details.



Masseria Macchia Trappeto

Organic olive oil, Puglia, Italy

Masseria Macchia Trappeto is a small-batch olive oil brand rooted in land, tradition, and a personal connection to place. The project was developed for a family-owned estate producing organic olive oil in limited quantities, with a strong focus on quality, craftsmanship, and respect for the land.

SERVICE

Primarily logo and packaging design.

THE CHALLENGE

The main challenge was to create a logo that feels established and credible, without losing its human and artisanal character. The packaging had to work in different contexts: for everyday use, for small-scale retail, and as a product chosen intentionally, often as a gift.

The brand needed to stand out without relying on decorative cliches, while clearly expressing its connection to place, heritage, and traditional olive oil making.

THE SOLUTION

The logo was designed as a direct reference to place and history. Its core element is an arch inspired by the remains of an old building located on the land where the olive trees grow. This architectural detail became a symbol of continuity, memory, and connection to the old masseria and its landscape.

The arch gives the logo a sense of structure and permanence, grounding the brand in its physical surroundings rather than abstract symbolism. Subtle organic line details soften the form, reflecting the natural rhythm of the olive grove and the handmade nature of production.

The result is a logo that feels calm, rooted, and trustworthy, carrying both the history of the land and the present-day care behind the product. It allows the brand to communicate authenticity and origin clearly, while remaining simple and timeless in everyday use and on packaging.



LET'S DO THIS!

So many thoughtful brands stay unseen, not because they lack value, but because their visual language doesn't reflect what they truly stand for. When design feels generic or rushed, trust fades before it has a chance to grow.

This guide exists to show another way. A way where design is built with care, intention, and respect for the people behind the brand. Where visuals are not trend-driven or loud, but honest, grounded, and meaningful.

Good design helps the right people recognize themselves in your brand. It creates connection, clarity, and trust. Quietly, naturally, without trying too hard.

If this approach resonates, it might be the right moment to create something thoughtful, human, and deeply aligned with what you do.

LET'S CREATE A BRAND THAT FEELS HONEST, HUMAN, AND DEEPLY CONNECTED TO THE PEOPLE IT'S MADE FOR.

CLICK HERE TO APPLY

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