



design with clarity



identities
that embrace
 *stories*



emBRanda.

2024 © Claudia Pons

HONESTY

CLARITY

EMOTION

We are

we connect
through stories

A **branding** and **web design studio** that strives to establish **transformative connections through stories** and messages. We communicate in a simple, clear, and concise manner **how a business can enhance** the **lives** of its customers, aiming to create lasting emotional bonds.

the experience is
memorable when
it's emotional



CLAUDIA ARROYO

We work to translate the entrepreneur's ideas into a clear message that serves as a guide in the development of their brand.

services

- + Naming
- + Brand Identity
 - Market research
 - Logotype
 - Alternative logo
 - Color palette
 - Typefaces
 - Imagery
 - Brand applications
 - Social Media Template
 - Brandbook
- + Graphic Design



- + Website creation
 - Landing page
 - E-commerce
 - Business website
- + Hosting Hire
 - Hosting management
 - Hosting migration
- + Domain Hire
 - Domain migration
- + Personalized email creation
- + Support





+6 years
crafting
connections

We started with the creation of simple logos. Over time, we discovered that they weren't enough to address a brand's business needs. That's why we evolved and now offer a complete package of logos, color palettes, typefaces, market research, and much more. Additionally, we offer web services in response to the growing digital world.

BRANDING + WEB

+83 successful
projects ✓

+2 different
countries

A logo is a word,
we craft stories.

What is your brand saying?

How do you want your
customers to feel after
trying your services or
products?

Brand Identity

Typeface

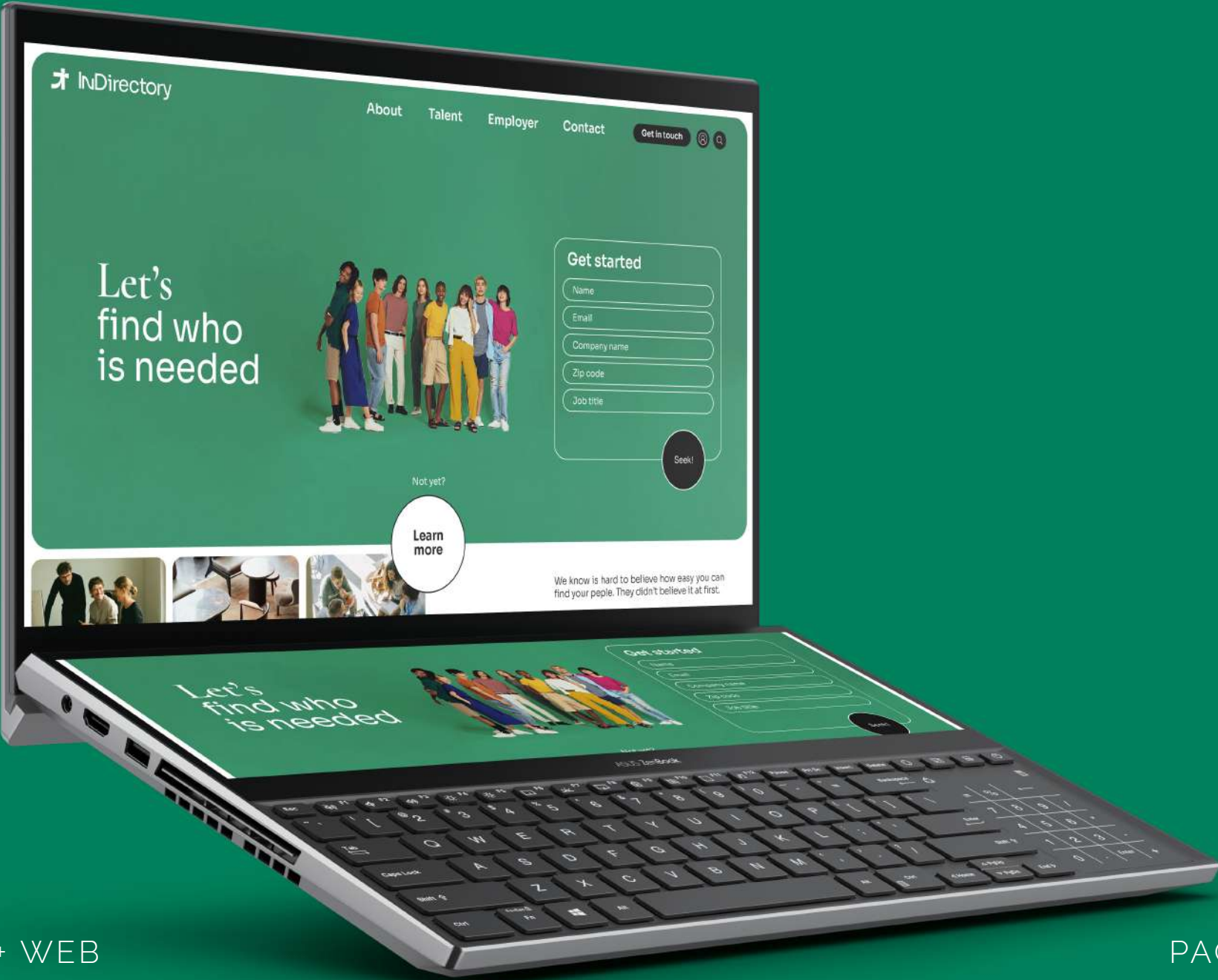
brands have a voice

Imagery

Alternative
Logo

Logotype

emBRANDa.



brands have a voice so do our clients

“

Claudia was incredibly professional and provided me a better deliverable than I knew was possible. She was even patient when my other job bogged down my response times. I would highly recommend her to others and would seek her out if I needed this type of work again in the future. Thank you Claudia!

Vexillum Global Advisors

“

Embranda captured exactly what I wanted for my brand. I'm impressed with the result, it's even better than I expected! Their work is exceptional and highly recommended.

Ocilia Interior

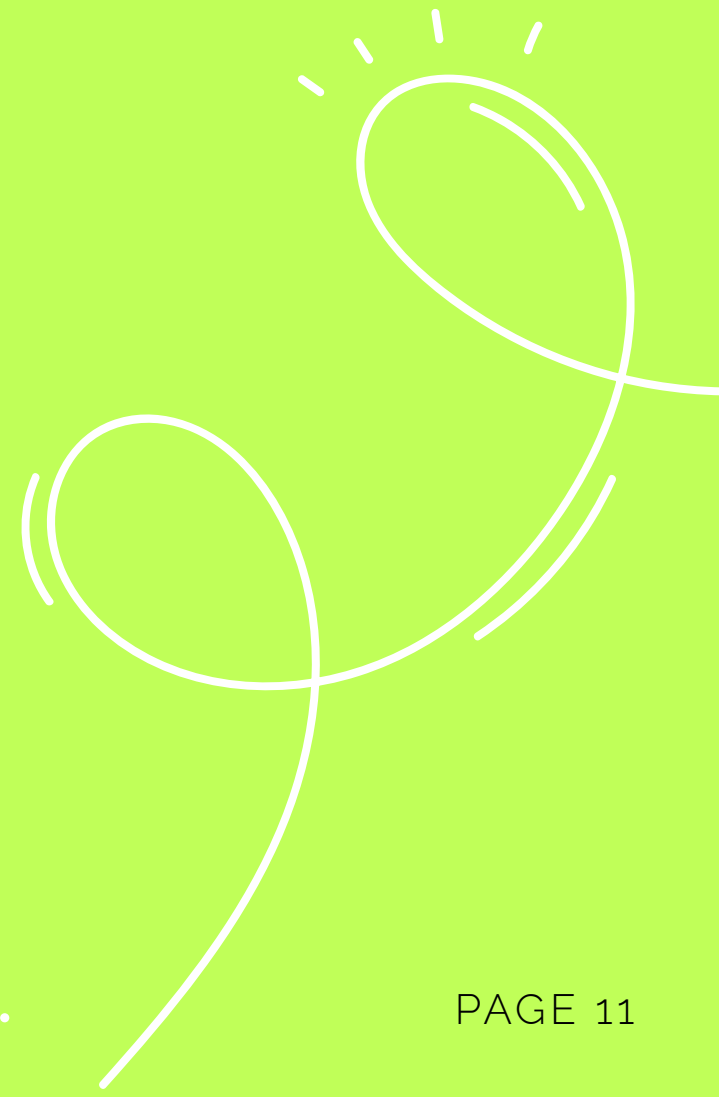
“

You nailed it! I loved the name, it's exactly what I was looking for - feminine yet powerful vibe. The girls loved it too! Thank you very much, Clau.

Victoria FC



the proposals
and stories told





nosanto
- nieves & more -

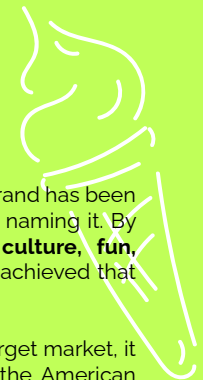
ice cream shop

PROJECT

NoSanto is an innovative **ice cream** parlor concept that merges the **rich Mexican tradition** of "nieve de garrafa" with a touch of **provocation and seduction**. Passed down through generations via "garrafas", this ice cream parlor **offers alcohol-infused ice creams aimed at an adult audience** seeking to explore new flavors and sensations. Inspired by the narrative of **"the devil seduces you"**, we challenge conventions by playing with the idea of "I'm not a saint", reflecting the cultural and moral duality between being a "good Catholic and a good human."

Evoking **Mexican principles and Catholic religious tradition**, a brand has been created that suggests the presence of the devil without directly naming it. By using **vibrant colors** representing the **vitality of Mexican culture, fun, challenge, and forbidden seduction**, a visual identity has been achieved that captivates and sparks interest.

While the brand voice is expressed in English to appeal to the target market, it maintains a strong connection to Mexican culture, leveraging the American trend of appreciating and adopting strong foreign and cultural elements. It offers more than ice cream; it offers **an experience that transcends borders and becomes an invitation to try the "forbidden"**.





ociliainterior
DESDE 2023

Ocilia
INTERIOR



furniture store

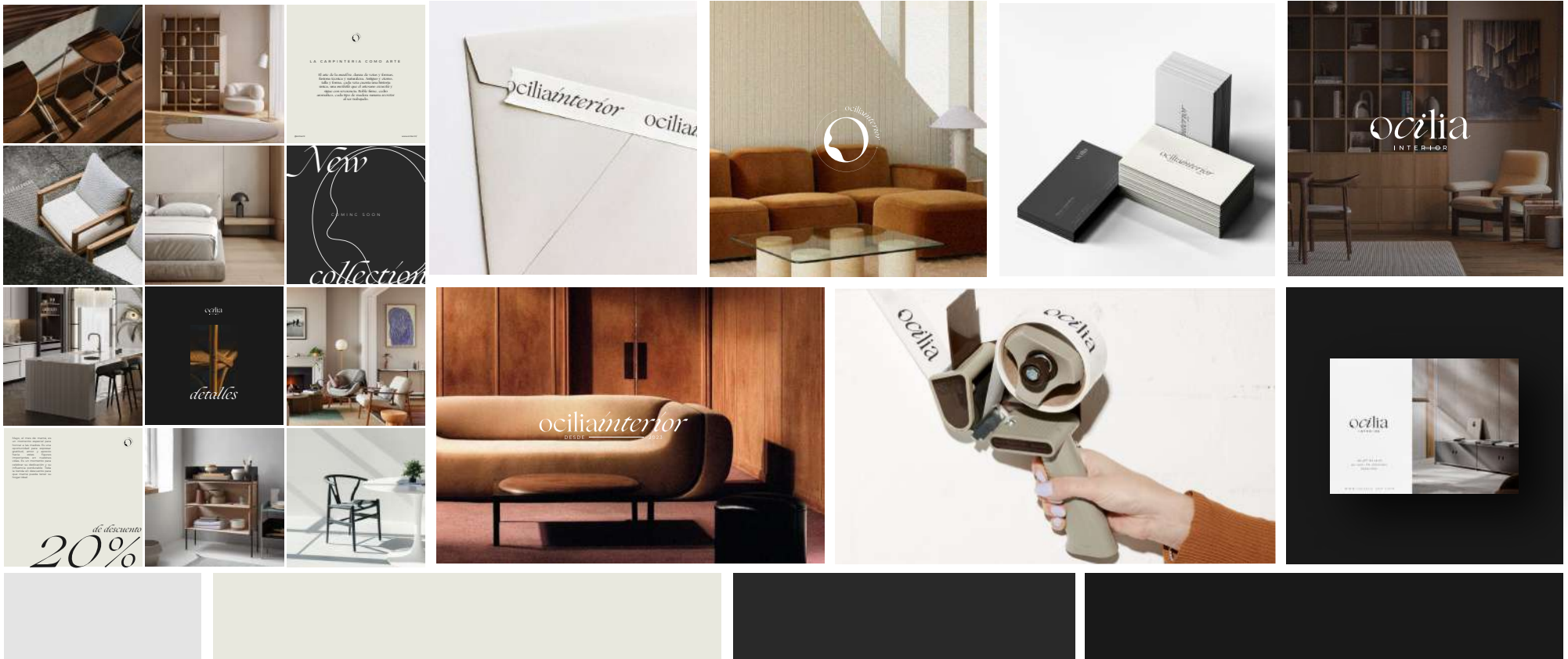
PROJECT

Ocilia Interior is the space where interior design combines with a passion for creating the ideal home. They specialize in offering interior design solutions that allow for the construction of unique homes, **designed with the well-being of each member as a priority.**

Focusing on the keywords of **beauty, quality, and accessibility**, this name reflects the feminine and bold touch that characterizes its clients, with a soft yet solid phonetics that glides smoothly off the tongue with elegance.

The neutral color palette and graphic elements of Ocilia Interior reflect the **elegant and timeless style** of its furniture, ensuring that each piece is not only visually appealing but also durable and accessible to everyone looking to create their ideal home.

With Ocilia Interior, they not only create spaces but also provide **a transformative experience where beauty and comfort come together to inspire and elevate homes.**





Victoria FC is a **women's football academy** that offers comprehensive training for girls, accompanied by psychological, nutritional, physical, and more support. A safe space is created where girls passionate about football can develop both their **football skills and the emotional and psychological tools necessary** to succeed in today's world, marked by patriarchy.

acaddemy

PROJECTS

This academy aims to **create opportunities** for these girls and help them forge a career in a predominantly misogynistic and, until recently, male-exclusive field. It is led by women seeking to offer today's girls the opportunities they themselves did not have, with **the aim of breaking the cycle of inequality**.

Victoria FC stands out as a high-performance center that **combines competitive spirit with a clear feminine identity**. It uses a color palette that denotes strength through navy blue, fun and versatility through green, while also incorporating pink, an iconic color of femininity.

Regarding typography, a sans-serif font is used to represent modern, dynamic, and youthful concepts, in line with the spirit of a women's football academy.





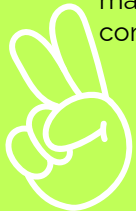
TALENT
EXPERTS



recruitment agency

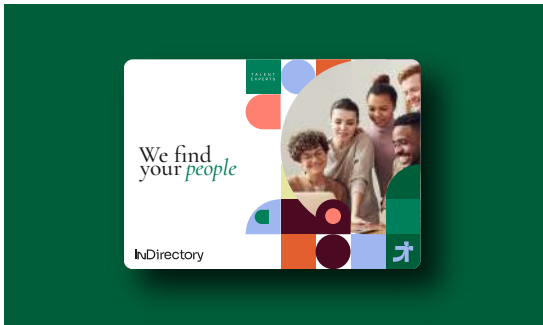
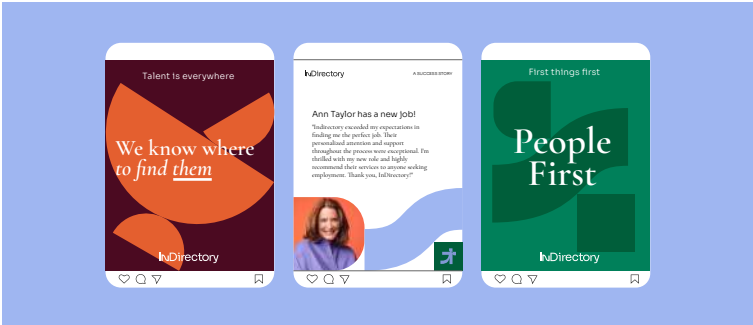
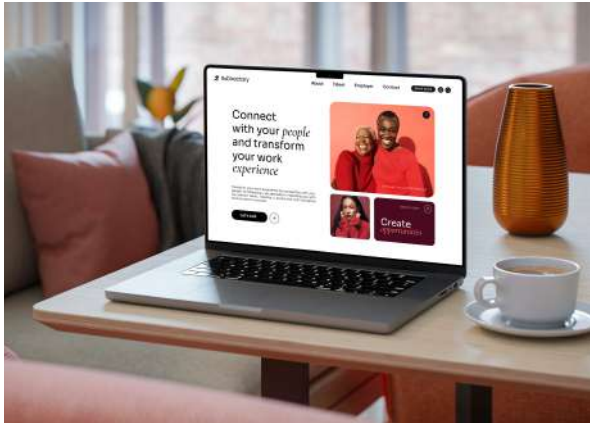
PROJECT

Indirectory is more than a recruitment agency; it's the bridge that connects people with ideal job opportunities. It focuses on **putting people first**, ensuring that the entire interview process feels like a conversation among friends. The **aim is to identify each individual's strengths to propose job opportunities** that make them feel fulfilled, challenged, excited, and well compensated.




At Indirectory, we believe in the power of meaningful connections. The focus is on creating bonds that enable individuals to thrive, both personally and professionally, **'thriving by meaningful connections'**.

The brand identity reflects this human and professional approach, **where people are the protagonists**, highlighting the importance of authentic connections in professional success.

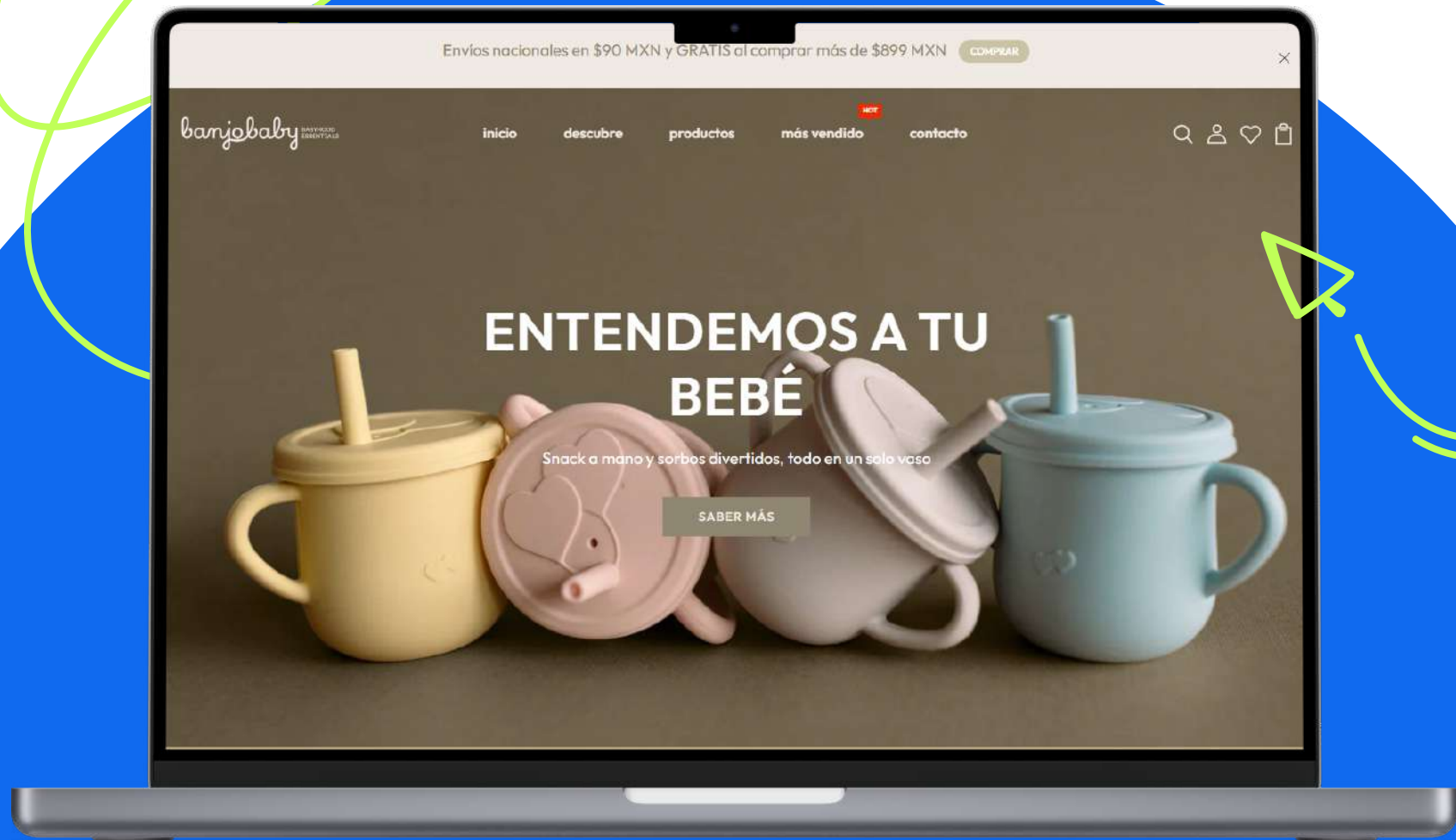


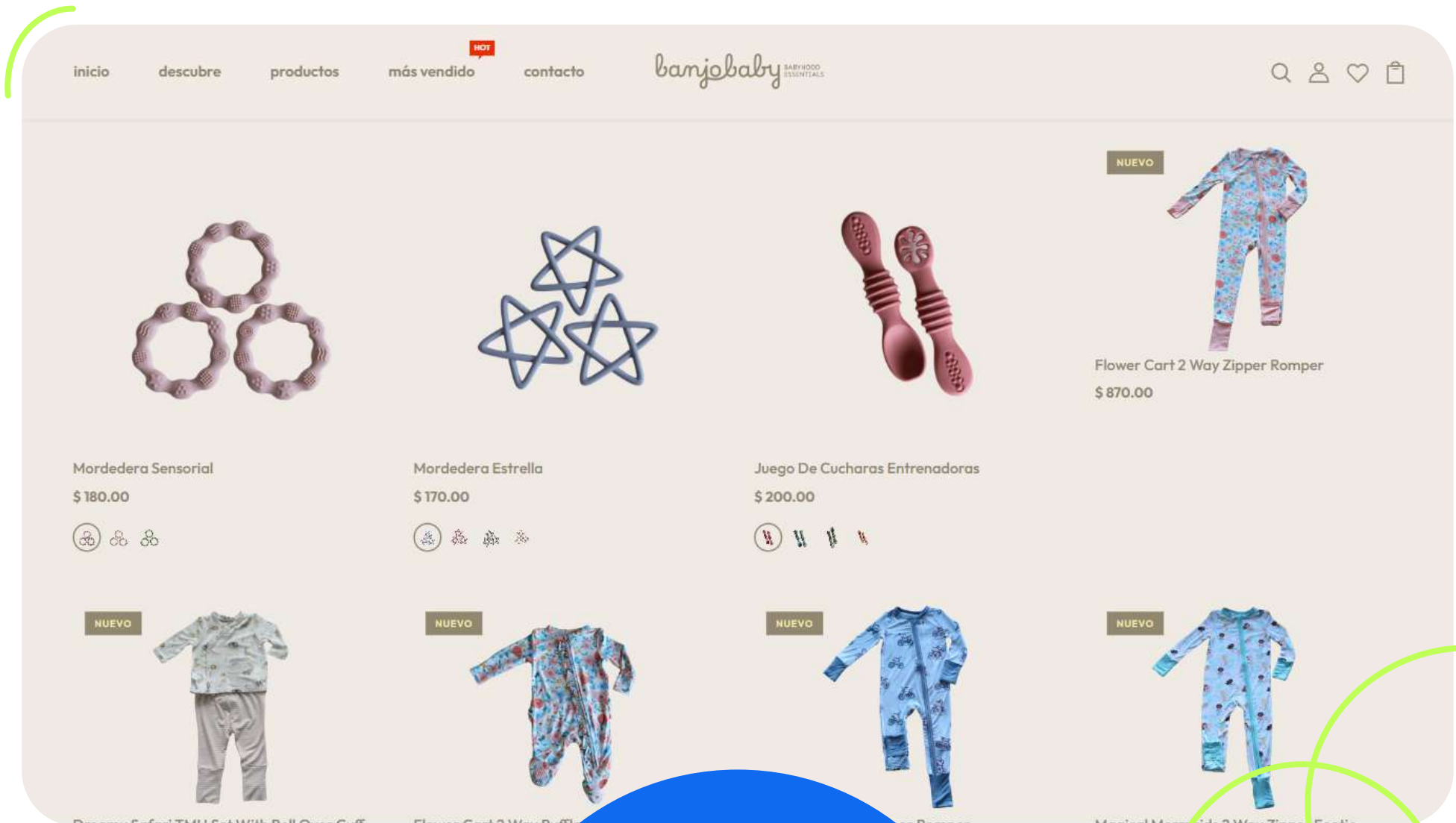
the proposals
in the web
world

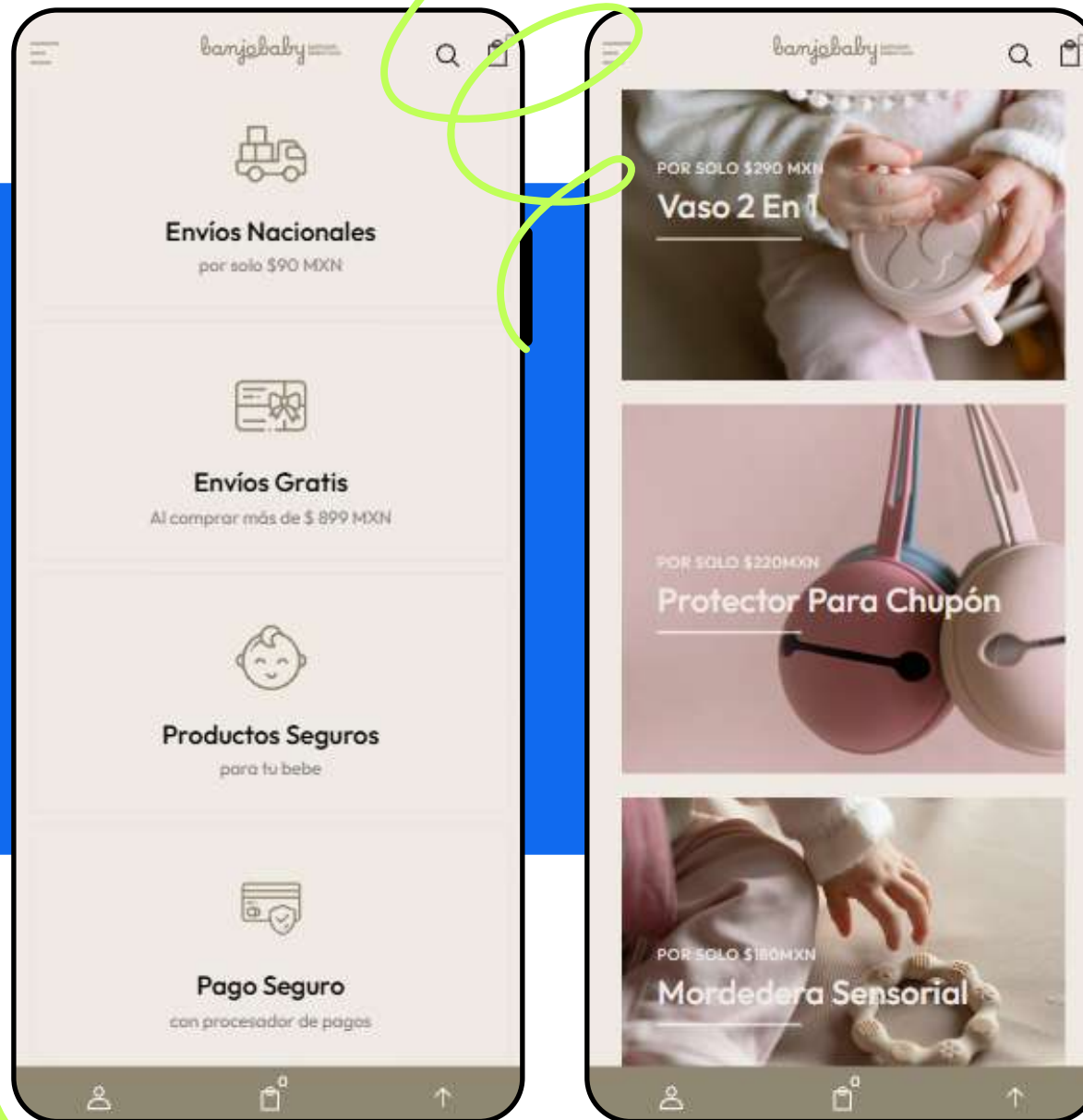


banjobaby.com.mx

Banjobaby.com.mx is a brand that offers baby products aligned with the aesthetic taste of the modern mother, without compromising the safety of babies. The brand has taken a step towards the future by launching its e-commerce site through Shopify, with plans to expand to a physical store in the near future. The choice of Shopify is due to its ability to integrate inventory and in-store purchasing tools, making it the ideal ally for the growth of their business.







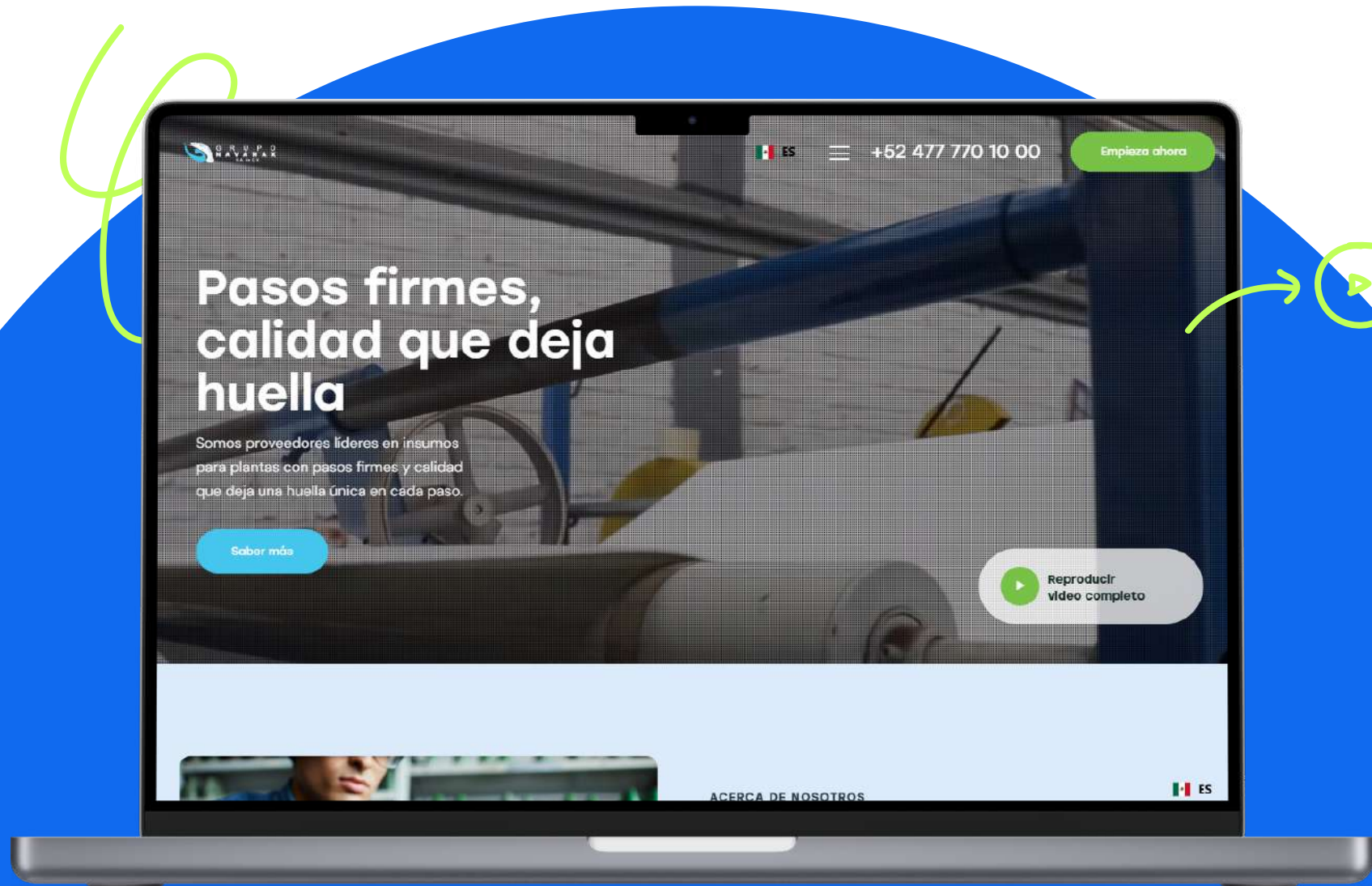
A template was selected that meets Banjobaby's business needs, allowing customers to purchase individual product kits and easily apply coupons for discounts at checkout. Additionally, a wide variety of payment methods were integrated, from credit and debit cards to OXXO Pay as a cash option.

The site design is fully responsive, adapting to devices such as tablets and mobile phones, while also providing an optimal experience on desktop.

banjobaby.com.mx

grouponavanax.com.mx

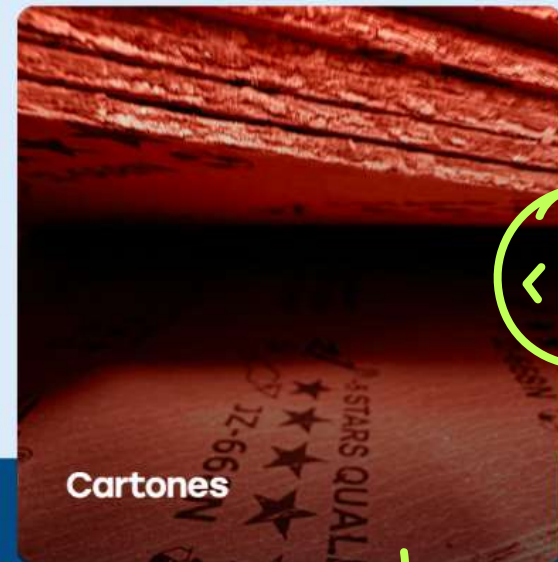
Gruponavanax.com.mx specializes in the marketing of templates and any supplies necessary for their fabrication. Based in the city of León, Guanajuato, Mexico, it serves a wide customer base, including numerous foreigners. To meet the needs of this diverse audience, a bilingual website has been designed.

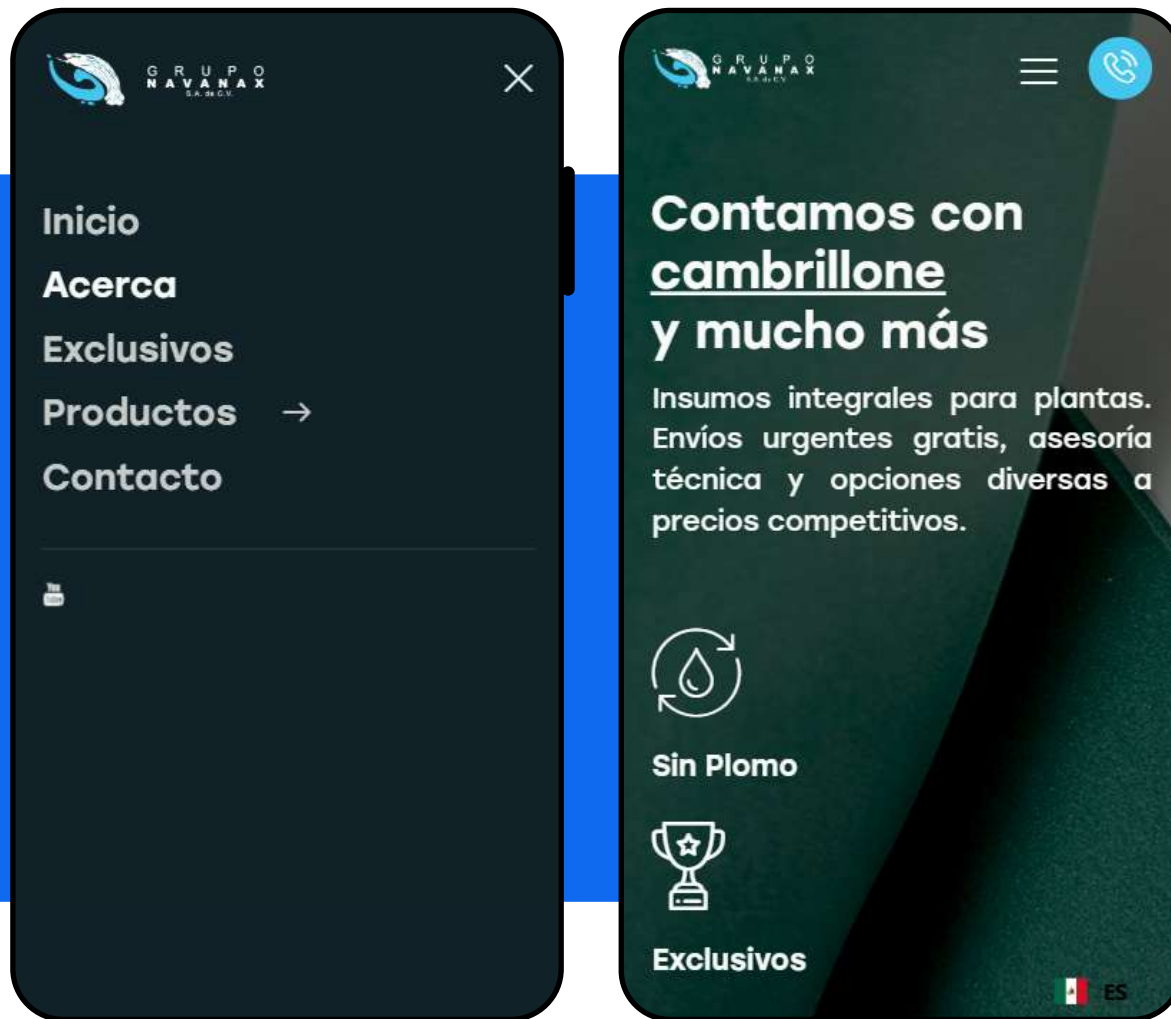


NUESTROS

PRODUCTOS

Grupo Nava Nax se enorgullece de ofrecer una amplia gama de componentes esenciales para la fabricación de calzado. Desde celulosas hasta cambrillones, nuestra calidad excepcional define cada paso de tu creación.

[Ver todos →](#)**Bondeados****Celulosa****Cartones**gruponavanax.com.mx



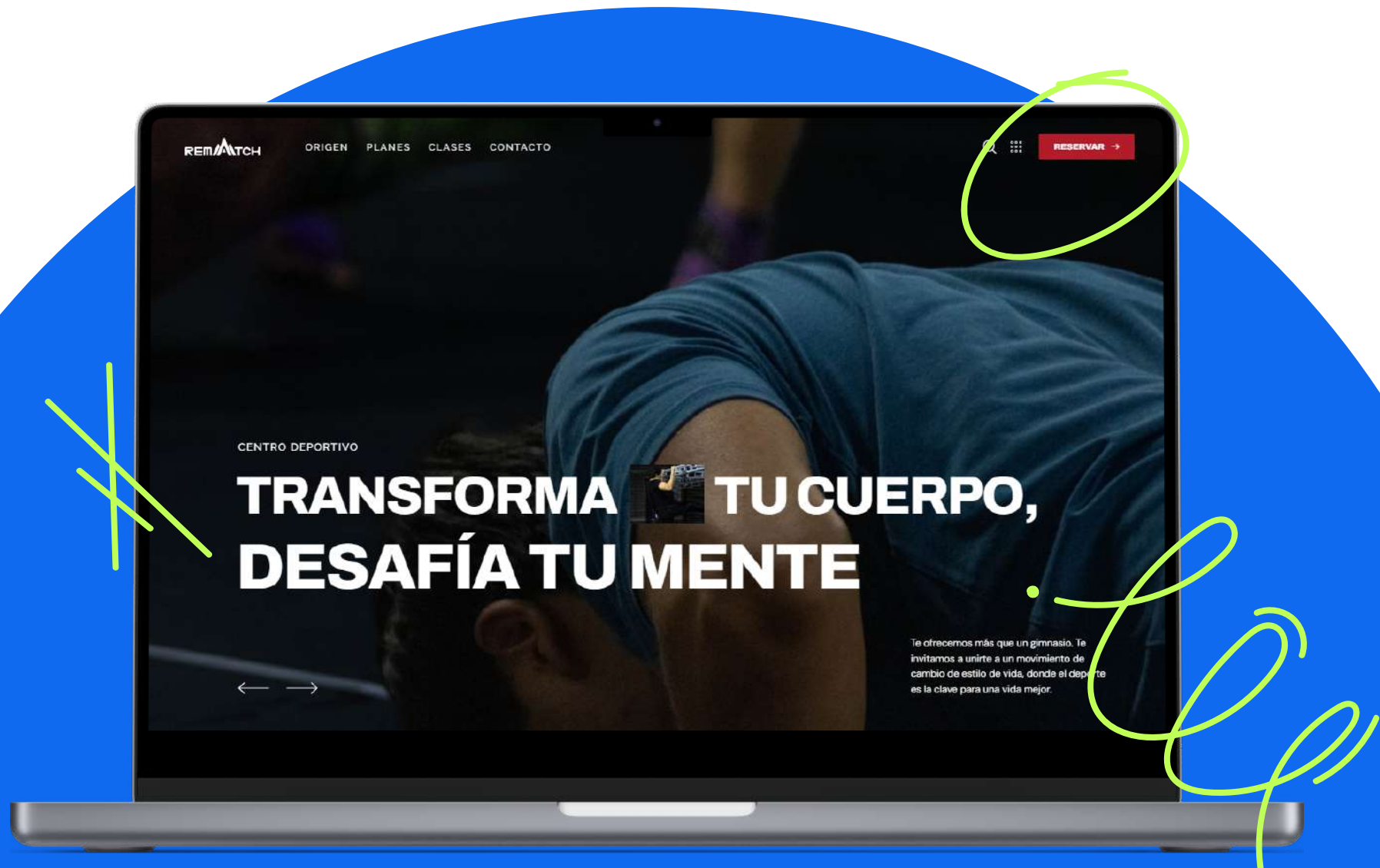
The complete product catalog is available on the website. Although Grupo Nava Nax prides itself on its specialized customer service, it does not offer e-commerce. Instead, a contact form has been integrated to serve potential customers with the care they deserve.

The website has been redesigned to reflect the predominant colors in its logo, ensuring a professional, trustworthy, and industrial visual style. Additionally, the site is fully responsive, allowing access from a variety of devices, including desktop computers, laptops, tablets, and mobile phones.

gruponavanax.com.mx

rematchfitnesscenter.com

Rematch Fitness Center is a gym that aims to integrate disciplines such as boxing and functional classes to create a community of athletes motivated to surpass their own limits. The website was designed as a single-page landing page, using pop-ups to offer dynamism and accessibility to the necessary information. A booking system has been integrated, allowing users to reserve a spot in the desired type of class, day, and time.





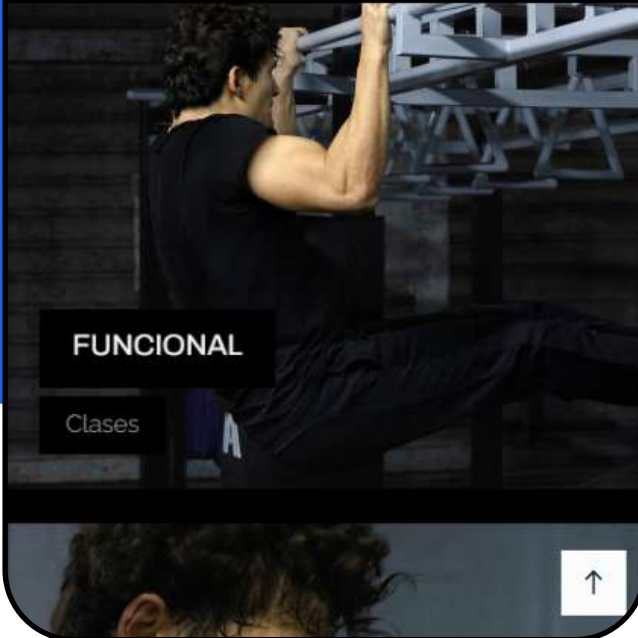
rematchfitnesscenter.com

TRABAJAMOS DURO

LAS CLASES

Sumérgete en un universo de fitness con nuestras clases de entrenamiento funcional, donde desafiarás tu cuerpo y mente. Únete a la intensidad del boxeo y equilibra tu rutina con fusiones dinámicas.

Horarios +

**¿DUDAS?**

Estamos disponibles para ayudarte. Ponte en contacto con nosotros para obtener más información sobre nuestros servicios y cómo podemos ayudarte a alcanzar tus metas de fitness. Esperamos tu mensaje.

📍 León, Gto. México

📞 +52 477 262 04 21

✉ reemaatch@gmail.com

👤 Nombre

✉ Email

📞 Celular

📄 Asunto

✍ ¿Cómo podemos ayudarte?

Additionally, contact forms have been included to request information about the prices of each plan. This same method is also used to send information about new reservations, providing a complete and convenient experience for users.

Like previous projects, this site is also fully responsive.

reemaatchfitnesscenter.com



our **process** BRANDING

Our commitment goes beyond simply creating brands; we **strive to guide our clients from the very conception of their business**. We work to translate the entrepreneur's ideas into a clear message that serves as a guide in the development of their brand.

The communication begins from the mind of the entrepreneur

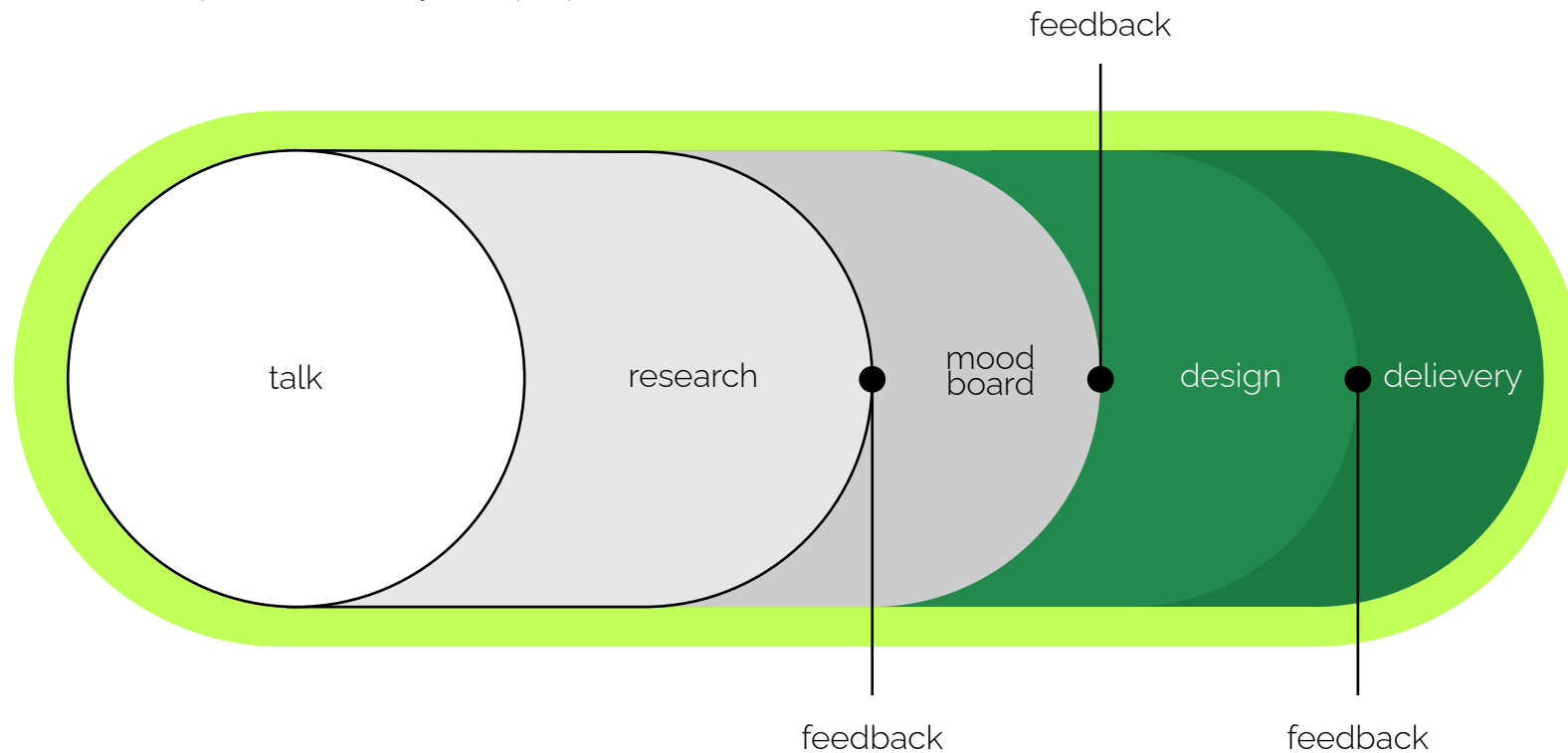
Therefore, we **prioritize client involvement in the development of their brand**. During the research process, we define fundamental concepts for the creation of a business such as purpose, values, mission, vision, and much more that will serve as the foundation for the brand identity proposal.

ourprocess

BRANDING

We conduct market research and define brand personality, values, vision, position, history, and purpose

We begin designing the brand identity proposal



We discuss ideas, business needs, business visions, etc.

The Moodboard is a tool to define the graphic style of the brand identity through a collage of images

What's the story?

Based on market research and the brand concepts defined such as purpose, vision, personality, etc., **we develop a story, message, or narrative that can evoke an emotional state**

*How should your
customers feel?*

***i just
want a
☹️ logo***

why **branding?**

A logo is not enough to communicate your complete business vision, let alone to generate a lasting emotional experience.

Branding includes personality, purpose, values, position, audience, etc. In addition to the brand identity, which also consists of its own universe of elements that, together, constitute the brand's branding.

In a world where standing out from a sea of competition is increasingly difficult, **branding allows you to differentiate yourself** and communicate efficiently and emotionally with your audience, thus **becoming the first solution** to the problem you solve.

our **process** WEB

With the arrival of the pandemic, businesses found themselves needing to change the way they offered their products and services, turning to digital means. In light of this situation and considering the commercial trend prior to the event, Embranda **offers website development as an essential part of branding**. This provides the opportunity to expand the reach of businesses beyond their physical location, entering the international market.

open your business to the world

We specialize in customer service, just like in branding. We offer **guidance to identify the most suitable digital solutions for your business and your budget**. In this digital environment, there is a wide variety of options and it can be difficult to stay updated and choose the best one. **We accompany you at every step of your transition** to the digital world, providing advice and, if necessary, documents or manuals to help you maintain control of your business in the long term.

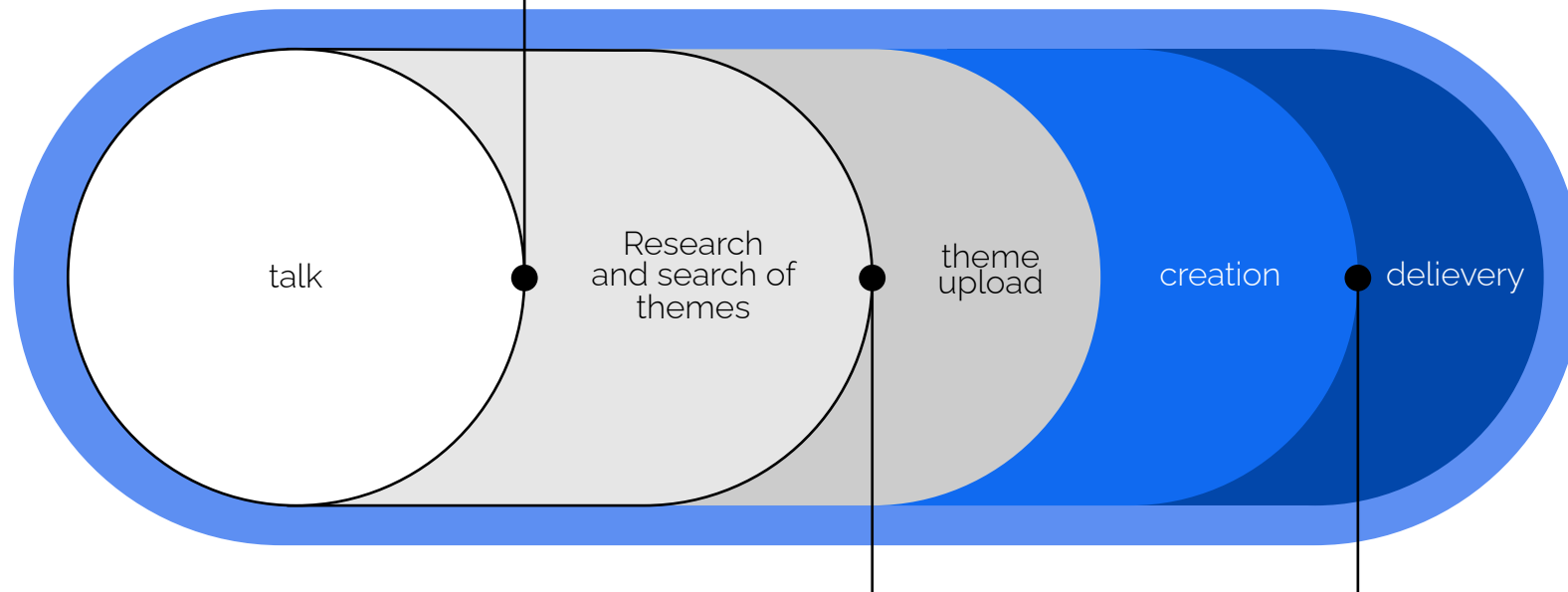
ourprocess

WEB

We discuss ideas, business needs, and the resources the client has or may be lacking

Acquisition of hosting and domain

We create and customize the site according to the brand and its needs



The theme is a template that can vary in price or be free

Reception of information and theme selection

feedback and testing



Q YOUR CLIENTS ARE LOOKING FOR YOU HERE

Now more than ever, **consumers turn to the internet to find solutions to their needs and problems.** Previously, word of mouth was a common way to discover new businesses, but in today's digital age, **most people search online through social networks or search engines like Google.** It's crucial that your business is present on these channels, showcasing an effective combination of commercial elements, from solid branding to emotional storytelling, and above all, **being accessible.** This means that **your information and resources should be available to potential customers,** whether through their computers or mobile devices.

Transitioning a business to the digital world through a website offers a series of significant benefits. Firstly, it provides you with the opportunity to **reach a broader audience,** transcending geographical limitations and opening up new growth opportunities. Additionally, it **establishes a professional and reliable online presence, strengthening the perception of your brand and building trust among potential customers.** A well-designed and optimized website also improves your business's online visibility, increasing the chances of being found by potential customers through online searches.

In summary, having a website is a **smart investment in the long-term success** of your business in today's digital world. **It's the key to standing out** in an increasingly competitive market and connecting with potential customers effectively and efficiently.

WHY emBranda.

Our commitment to clear, concise, and effective communication goes beyond results. From the first contact, **we dedicate ourselves to deeply understanding our client's vision.** This allows us to create an **authentic narrative that emotionally connects with their audience.** At Embranda, we don't just build brands, we also **cultivate strong relationships** based on genuine and lasting communication.

effective communication → *story* → *emotional bonds*

avoid confusions

emBranda.

how to get started Let's chat!

Send us a message and let's hop on a 15-minute call to see if we are a good match

phone. +52 477 401 98 73

behance. /embranda

instagram. @_embranda

whatsapp. +52 477 401 98 73

dribbble. /embranda

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facebook. /embranda

www.embranda.com.mx