

# Color Wind Designs

Mini Brand Book 2025

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# Business Model Canvas

## PROBLEM

Small to medium-sized businesses in New Mexico and Colorado struggle to afford high-quality design and marketing services, limiting their ability to compete in the digital marketplace.

## CUSTOMER SEGMENTS

Targeting small to medium-sized businesses in the Southwestern U.S. seeking cost-effective, high-quality digital marketing and design solutions.

## CHANNELS

Services are delivered through a combination of direct client interactions, online marketing, and local networking.

## UNIQUE VALUE PROPOSITION

Providing high-quality, affordable design and marketing solutions that help small businesses build a strong online presence and stand out in a competitive market.

## SOLUTION

Color Wind Designs offers personalized, affordable design, branding, and marketing services tailored to the unique needs and budgets of small businesses.

## UNFAIR ADVANTAGE

As a sole freelance designer, I provide hands-on, customized services with a deep understanding of each client's vision, offering a level of personalization and affordability that larger agencies can't match.

## KEY METRICS

Success is measured by client acquisition, project completion rates, client satisfaction, and recurring revenue from ongoing service plans.

## COST STRUCTURE

Initial costs include software subscriptions, website development, marketing campaigns, business registration, and essential hardware, with ongoing costs for web hosting, internet, and professional email services.

## REVENUE STREAMS

Revenue is generated through project-based fees, monthly retainers for ongoing services, and recurring revenue from website maintenance and digital marketing plans.

# Know Your Why

- **Business Name:** Color Wind Designs
- **Tagline:** Design that Moves You

## WHY:

Color Wind Designs helps local **businesses grow with bold, innovative design & marketing strategies** that capture their brand's essence. "Design that Moves You".

## HOW:

We achieve this by delivering **tailored, flexible, & innovative solutions with ongoing support** in web design, branding and digital marketing.

We help small businesses establish a powerful online presence, attract more customers, and foster lasting relationships.

## WHAT:

Color Wind Designs provides **affordable, personalized digital marketing and design solutions**—offering a high-quality alternative to larger agencies.

# Brand Tone

## We Are:

- Creative
- Inclusive
- Approachable
  - Authentic
- Inspirational
  - Energetic
- Expressive
  - Cohesive
- Proficient
- Trustworthy
  - Ethical
  - Sincere
  - Flexible
  - Dynamic
    - Bold
- Innovative

## We Are Not:

- Unimaginative
  - Exclusive
  - Distant
  - Fake
- Uninspiring
  - Reserved
- Disjointed
- Incompetent
- Unreliable
- Unethical
- Insincere
  - Rigid
  - Static
  - Meek
- Conventional

# Color Wind Designs: SWOT Analysis

## S

### STRENGTHS

#### Personalized Service

- Tailored solutions for each client's unique needs.
- Hands-on approach ensuring high-quality results.

#### Competitive Pricing

- Affordable rates compared to larger agencies.
- Flexible pricing models (packages, hourly rates).

#### Niche Focus

- Specializing in digital marketing, branding, and web design.
- Strong understanding of local market needs.

## W

### WEAKNESSES

#### Limited Resources

- Smaller budget for marketing and tools.
- Limited team size affecting scalability.

#### Brand Recognition

- New business with less visibility.
- Fewer testimonials and completed projects.

#### Dependence on Word of Mouth

- Slow initial growth.
- Inconsistent lead generation.

## O

### OPPORTUNITIES

#### Rising Demand for Digital Services

- Increasing need for online presence.
- Growth in small business digital marketing.

#### Local Market Focus

- Building strong community relationships.
- Leveraging local partnerships.

#### Emerging Digital Marketing Trends

- Adoption of new technologies.
- Staying ahead with innovative strategies.

## T

### THREATS

#### Intense Competition

- Competing with established freelancers and agencies.
- Price pressure from larger competitors.

#### Economic Uncertainty

- Reduced marketing budgets during downturns.
- Fewer project opportunities.

#### Client Retention

- Challenges in maintaining long-term relationships.
- Need for recurring contracts and support plans.



# Brand Visuals

## Colors Ideas:

Split-Complementary Color Palette  
#ECCBB8

- Ethereal Sand #ECCBB8
- Dark Cyan #008B8B
- Blue Violet #8A2BE2
- Coral Pink #FF7F50
- Goldenrod #DAA520

Split-Complementary Color Palette  
#8FB9AF

- Seafoam Green #8FB9AF
- Honeycomb Yellow #F3C177
- Dusty Rose #E29A9E
- Antique Brass #AC946A
- Rosy Dusk #DB8E9D

1A1A1A

FFFFFF

EDD28C

BABABA

D0992E    29303A    CACACA

#d81b60   #8e24aa   #008b8b   #ffa07a   #40e0d0   #4682b4   #d2b48c   #cd853f   #654321   #191970   #191970

## Font Ideas (Script & Minimalistic):

*Parslay*

A CLEAN BRUSH SCRIPT FONT  
BY LETTERALLE STUDIOS

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INTRODUCING

*heart*

HIGH QUALITY CALLIGRAPHY FONTS  
DELINE FONTS

LATO

Light  
*Light Italic*  
Regular  
*Regular Italic*  
Bold  
*Bold Italic*  
Heavy  
*Heavy Italic*

Headline  
SUBHEADLINE








**Body copy goes here.** Adoaloras dsits aamet, cornsectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et **dolore magna** aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip aex ea **commodo consequat**. Duis aute irure dolor in reprehenderit in voluptate velit luptatem **quia voluptas** sit aspernatur aut odit aspernatur aut ur aut odit.

*Doalor dsit aamet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. doalor dsit aamet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolor.*

BEBASNEUE





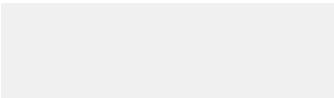
JOSEFIN SANS

# Refined Color Palette

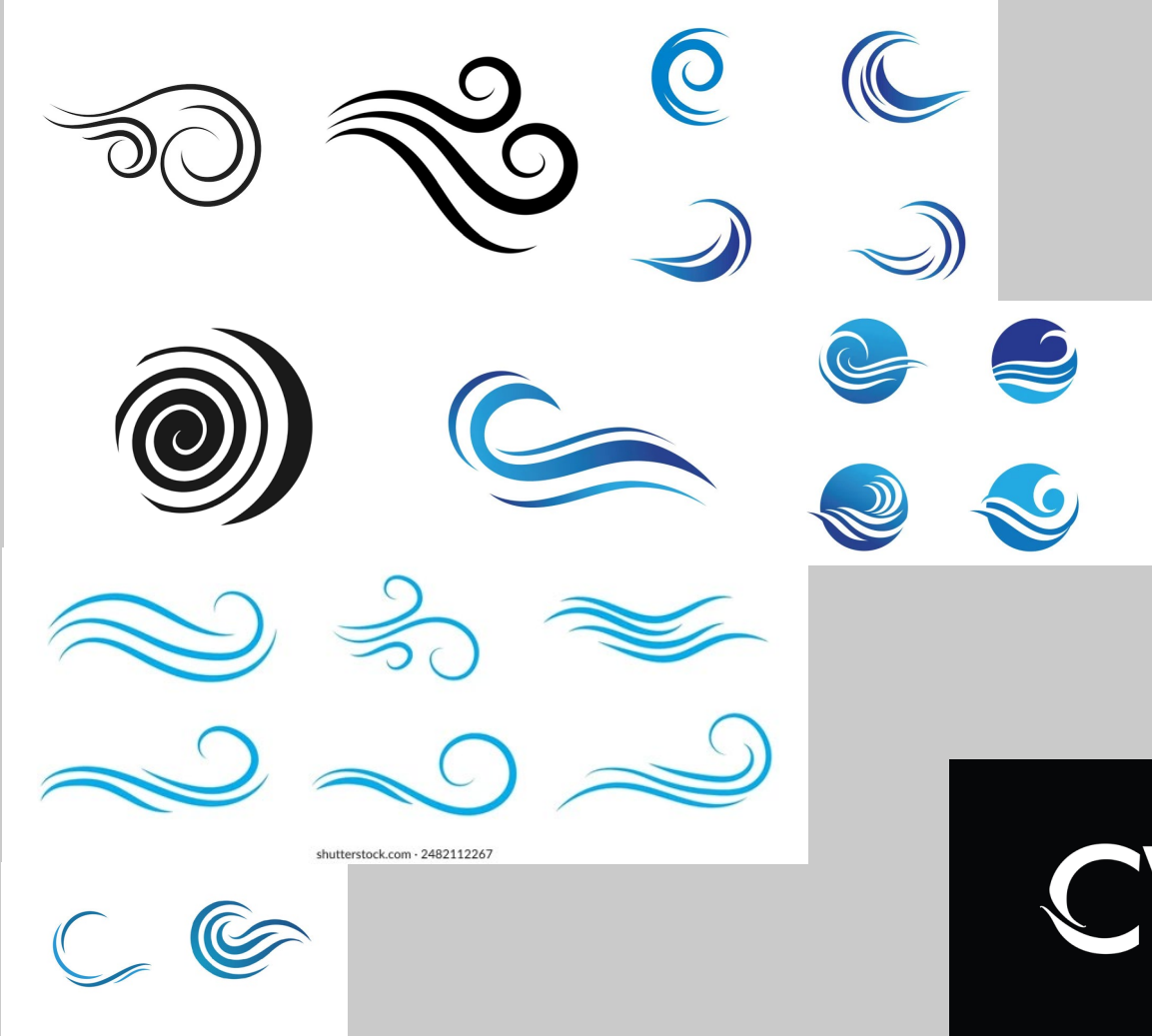
Color Type	Color Name	Hex Code	Color Preview	Usage
Primary Color	Dark Cyan	#008b8b		Main brand color, used predominantly in logos, website, etc.
Secondary Color 1	Midnight Purple	#40126b		Complementary color for accents, buttons, etc.
Secondary Color 2	Goldenrod	#daa520		Complementary color for accents or additional design elements
Tertiary Color	Crimson Velvet	#9b053b		Used for subtle accents, additional highlights, or to create contrast.
Neutral Color 1	Silver Ash	#cacaca		For text, backgrounds, and balance (e.g., black, white, gray)
Neutral Color 2	Deep Slate	#29303a		For text, backgrounds, and balance (optional)
Accent Color	Black	#000000		Used sparingly for emphasis, contrast, and to create a bold, sophisticated look.



# Pastels and Accent Colors

Color Name	Color Name	Hex Code	Color Preview
Pastel Color 1	Ethereal Sand	#eccbb8	
Pastel Color 2	Buttercream	#edd28d	
Pastel Color 3	Seafoam Green	#8fb9af	
Pastel Color 4	Lavender Mist	#a9a1bf	
Pastel Color 5	Soft Pearl	#F0F0F0	

# Logo & Icon Inspiration



# Refined Logo Ideas 1



# Refined Logo Ideas 2



# Personas

## Persona 1: Linda Harris

Age: 58

Occupation: Independent Artist



### Goals:

Showcase her artwork online to reach a broader audience. Increase sales of her art through an online store. Build a personal brand that reflects her artistic style and experience.

### Frustrations:

Limited technical knowledge for setting up and maintaining a website. Difficulty in marketing her art effectively online. High costs associated with professional design and marketing services.

### Adjectives:

Creative, Experienced, Passionate

### Preferred Channels of Marketing:

Personal website, Instagram, Art fairs and exhibitions, Email newsletters

## Persona 2: John Martinez

Age: 35

Occupation: Farmer and Farmers Market Vendor



### Goals:

Promote his farm's fresh produce to local customers. Increase foot traffic to his farmers market stall. Build a loyal customer base through effective marketing.

### Frustrations:

Limited time to manage marketing efforts while running the farm. Difficulty in reaching a wider audience beyond the local community. High costs of traditional advertising methods.

**Adjectives:** Hardworking, Community-focused, Reliable

### Preferred Channels of Marketing:

Social media (Facebook, Instagram), Local community events, Email marketing, Word-of-mouth

## Persona 3: Karen Lee

Age: 45

Occupation: Restaurant Owner



### Goals:

Attract more customers to her restaurant through online marketing. Improve the restaurant's online presence with a professional website. Engage with customers through social media and email campaigns.

### Frustrations:

Limited budget for high-quality marketing and design services. Difficulty in keeping up with the latest digital marketing trends. Challenges in managing online reviews and customer feedback.

**Adjectives:** Entrepreneurial, Customer-oriented, Ambitious

**Preferred Channels of Marketing:** Website, Social media (Facebook, Instagram), Online review platforms (Yelp, Google Reviews), Email marketing

# Website Goals

- Establish a professional online presence.
- Showcase services and portfolio.
- Improve search engine visibility.
- Generate leads and inquiries.
- Provide valuable content.

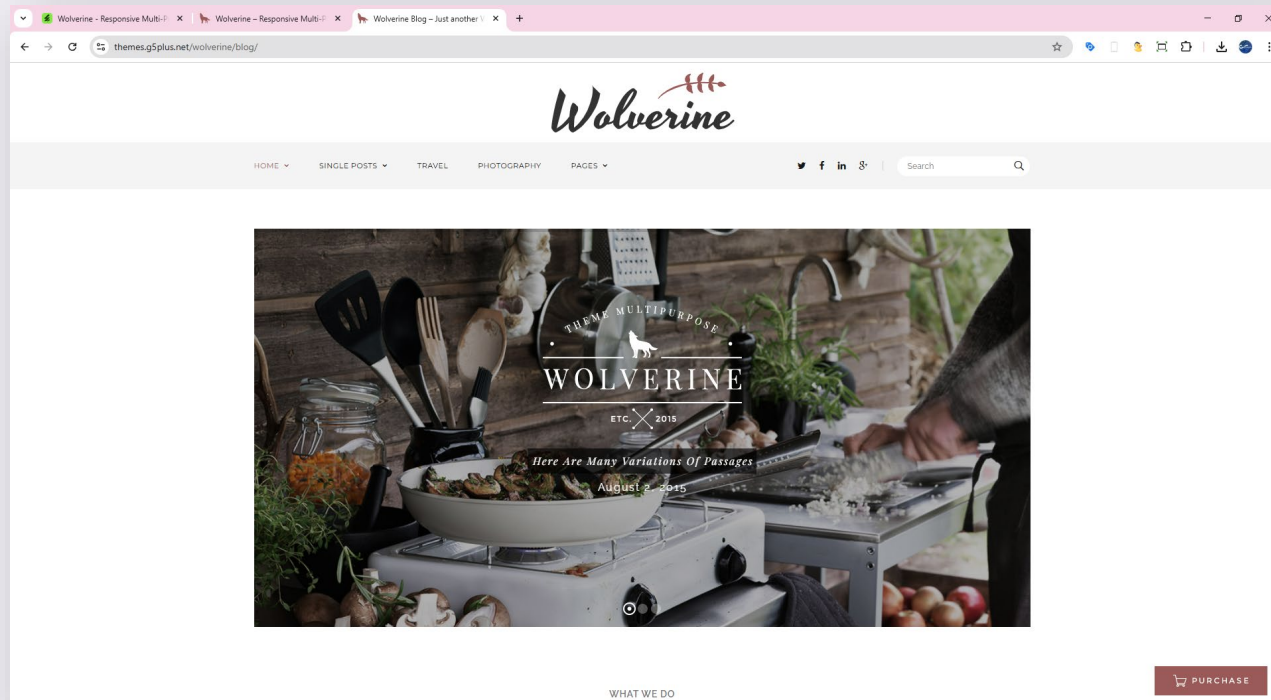
- Enhance user experience.
- Build brand awareness.
- Facilitate client communication.
- Track and analyze performance.
- Promote ongoing services.

# Pages on Website

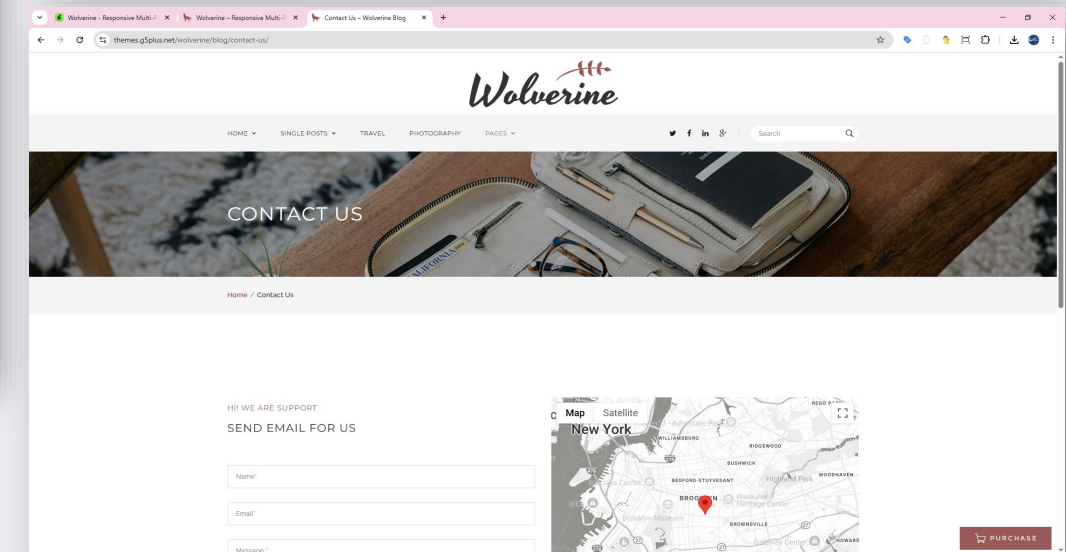
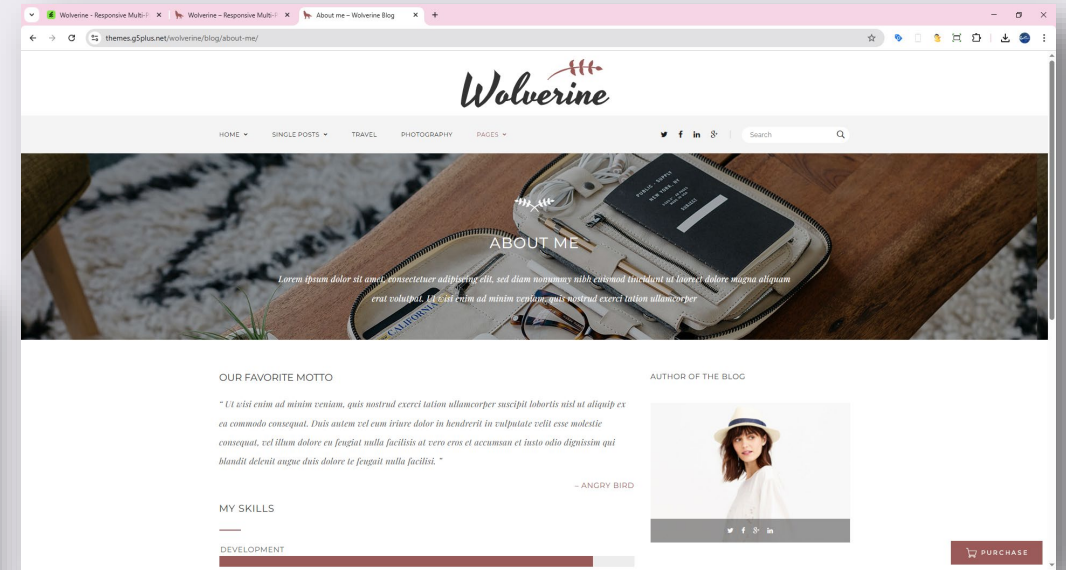
- Home
- About
  - FAQs
  - Testimonials
  - Pricing
- Services
  - Web Design & Development
  - Branding & Identity
  - Search Engine Optimization (SEO)
  - Digital Marketing
  - Content Creation & Strategy
  - Support & Maintenance
- Portfolio
- Blog
- Contact
  - Schedule a Consultation



# CMS Template Ideas

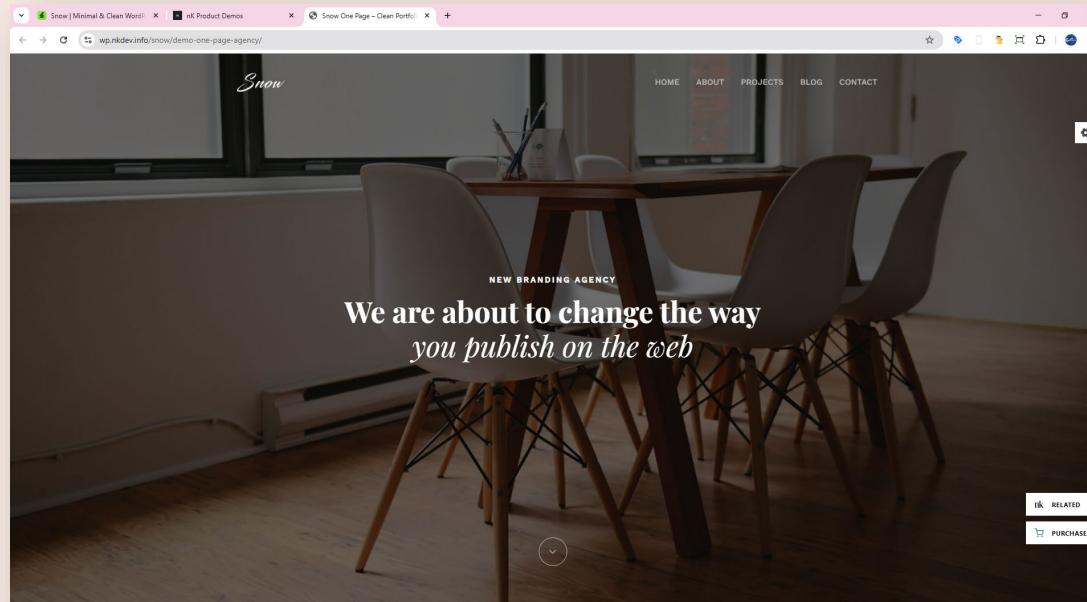


<https://themes.g5plus.net/wolverine/main/?storefront=envato-elements#>





# CMS Template Ideas



<https://wp.nkdev.info/snow/demo-one-page-agency/>

