before.

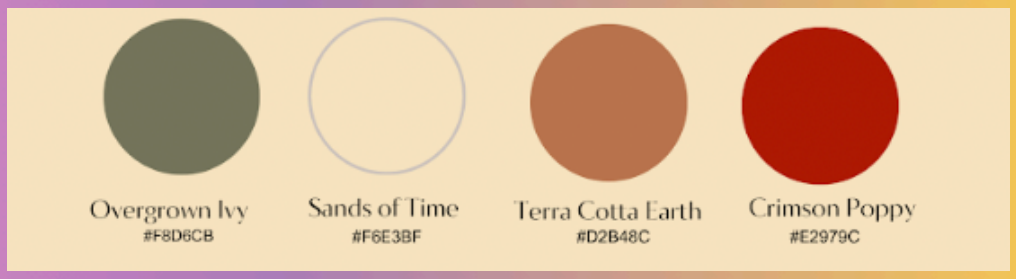
BEAUTIFUL LOGO, NO COHESIVE BRAND METHODOLOGY OR COLORS ACROSS CONTENT.



after.

INSTEAD OF CHANGING EVERYTHING, OUR DIRECTOR OF STRATEGIC BRAND & MARKET INTELLIGENCE, ANGELICA, LISTENED TO THE FOUNDER, LOOKED AT WHAT'S ALREADY WORKING AND IMPROVED UPON IT.

WE MADE THE LOGO MINIMALIST LINE ART, AND SELCTED 4 COLORS OVER 5 VERSIONS OF A BRANDING THAT LEFT THE FOUNDER FEELING MORE CONFIDENT THAN EVER.





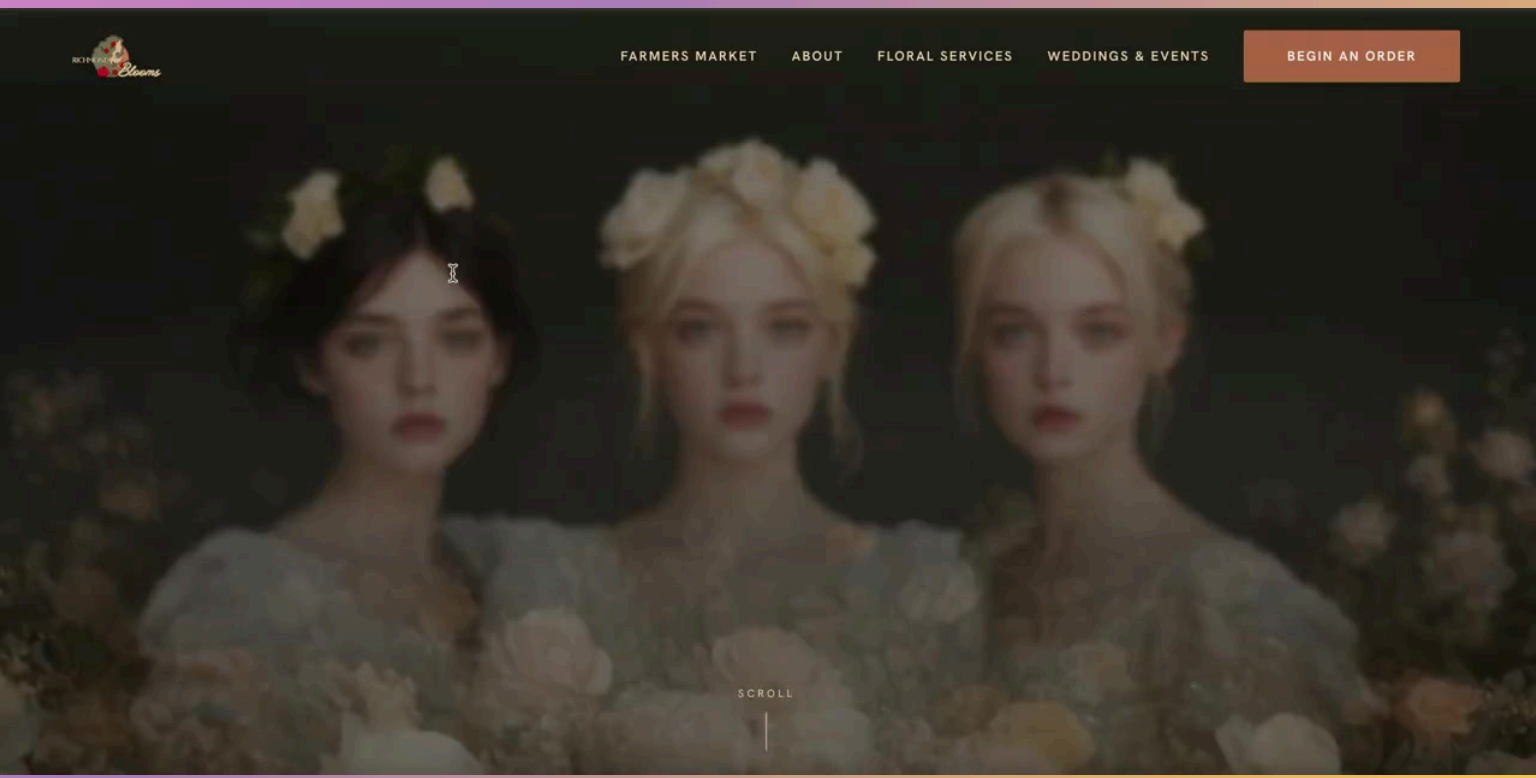
before.

NON EXSISTANT SITE...



after.

STUNNING, UTILITARIAN WEBSITE WITH MOTION GRAPHICS, PURCHASING LOGIC, AND BRAND IDENTITY BAKED IN.



before.



SOLO OPERATOR:

- OWNER
- OPERATOR
- FARMERS MARKET WORKER
- BOUQET MAKER
- STRATEGY CONSULTANT

after.

FRICHMOND BLOOMS' FIRST HIRES ARE MADE, WHILE REVENUE LAB PICKS UP THE BACKEND AND OPERATIONAL HEADACHES

