

BRAND IDENTITY / RESPONSIVE WEB / VISUAL DIRECTION

A clearer brand. A better next step.

Three service-business concepts from CraftlyMint. A portfolio of distinct identity systems and website directions.

Independent brand explorations: three concept projects shaped around distinct service-business briefs.



RESIDENTIAL CLEANING



INDEPENDENT CONSULTANT



GARDEN CARE

01 / RESIDENTIAL CLEANING

stillwell

THE BRIEF

Make an everyday home service feel dependable without leaning on stock sparkles, discount banners or invented social proof.

THE DESIGN IDEA

A window-shaped mark turns four simple panes into a small opening for light. Soft blue, warm ivory and a restrained yellow accent make the service feel calm and approachable.

COLOUR & TYPOGRAPHY

#173E56

#F4F4EC

#F1D77B

#DBE9ED

Georgia / Arial supporting text

PRIMARY WORDMARK



COMPACT SYMBOL



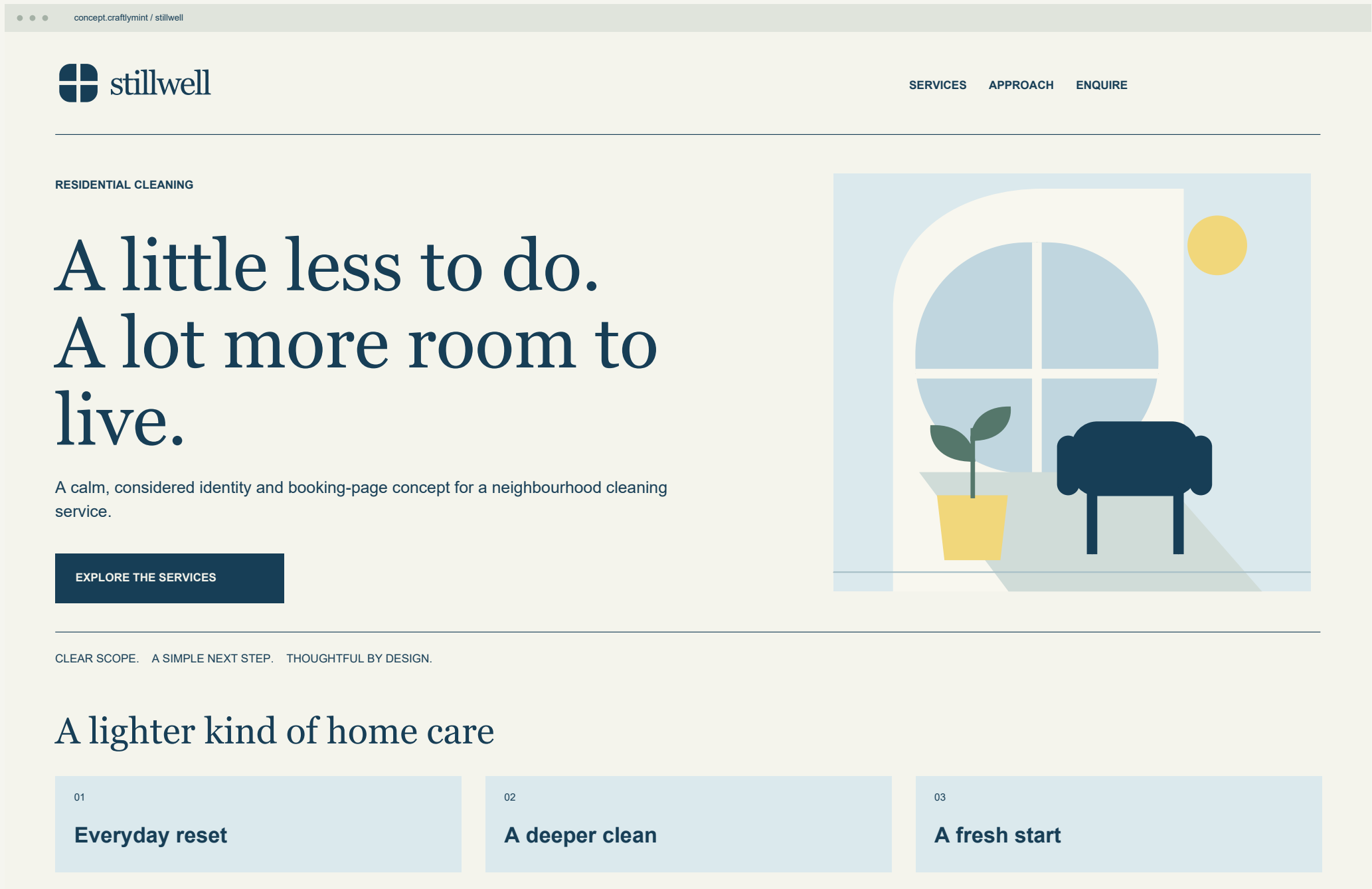
REVERSED APPLICATION



stillwell / Website direction

Pair a simple window mark with generous typography, a short service menu and one consistent quote action.

DESKTOP COMPOSITION



MOBILE COMPOSITION



Visual design concept. Example copy and illustration; no active business or service booking.

02 / INDEPENDENT CONSULTANT

margin

THE BRIEF

Explain an abstract consulting offer with clear structure, rather than vague claims about growth or fabricated business results.

THE DESIGN IDEA

Two offset brackets frame a deliberate gap: space to think before moving. A strong grid and coral accent keep the identity direct, focused and editorial.

COLOUR & TYPOGRAPHY



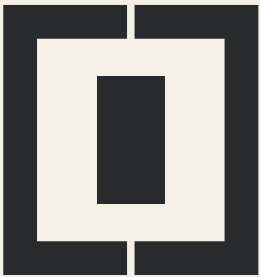
#282A2B #F4EFE7 #EF7256 #E5E0D6

Arial / Arial supporting text

PRIMARY WORDMARK



COMPACT SYMBOL



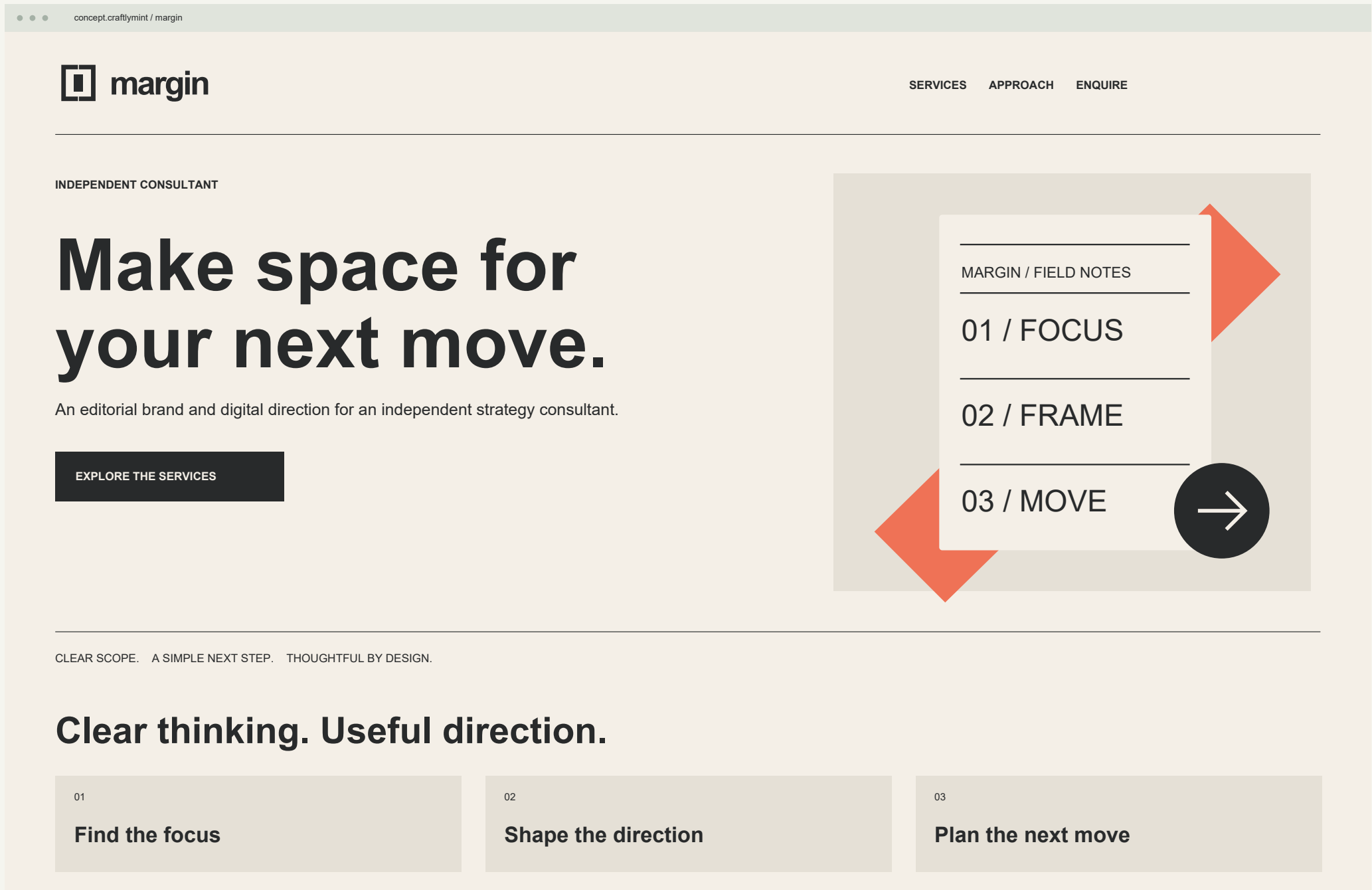
REVERSED APPLICATION



margin / Website direction

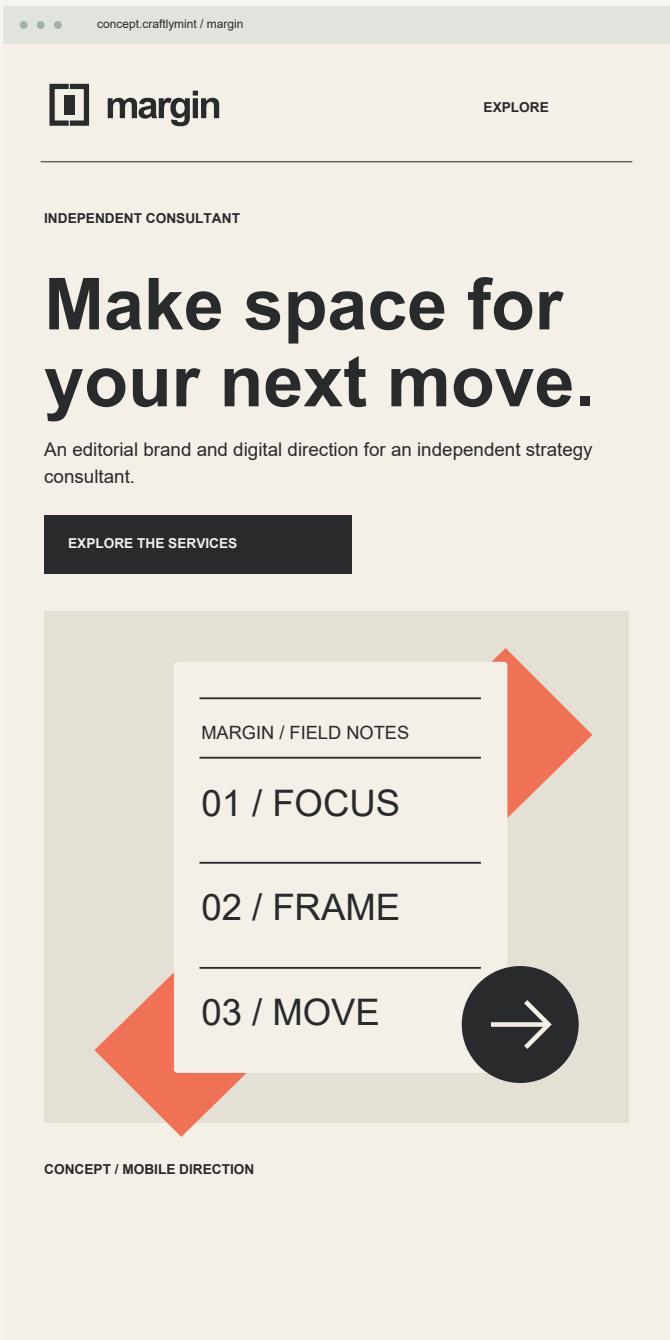
Use a typographic hierarchy, three tangible service areas and a visible collaboration process. Keep evidence fields honest.

DESKTOP COMPOSITION



Visual design concept. Example copy and illustration; no active business or service booking.

MOBILE COMPOSITION



03 / GARDEN CARE

morrow

THE BRIEF

Create a practical identity that can work on a mobile page, a vehicle panel and a one-colour work-shirt mark.

THE DESIGN IDEA

A leaf and rising sun share one circular silhouette. Deep green anchors the brand; a bright leaf-yellow brings optimism without relying on literal landscape photographs.

COLOUR & TYPOGRAPHY



#203F2C #F0EEDC #D7E67B #D9DEBF

Georgia / Arial supporting text

PRIMARY WORDMARK



COMPACT SYMBOL



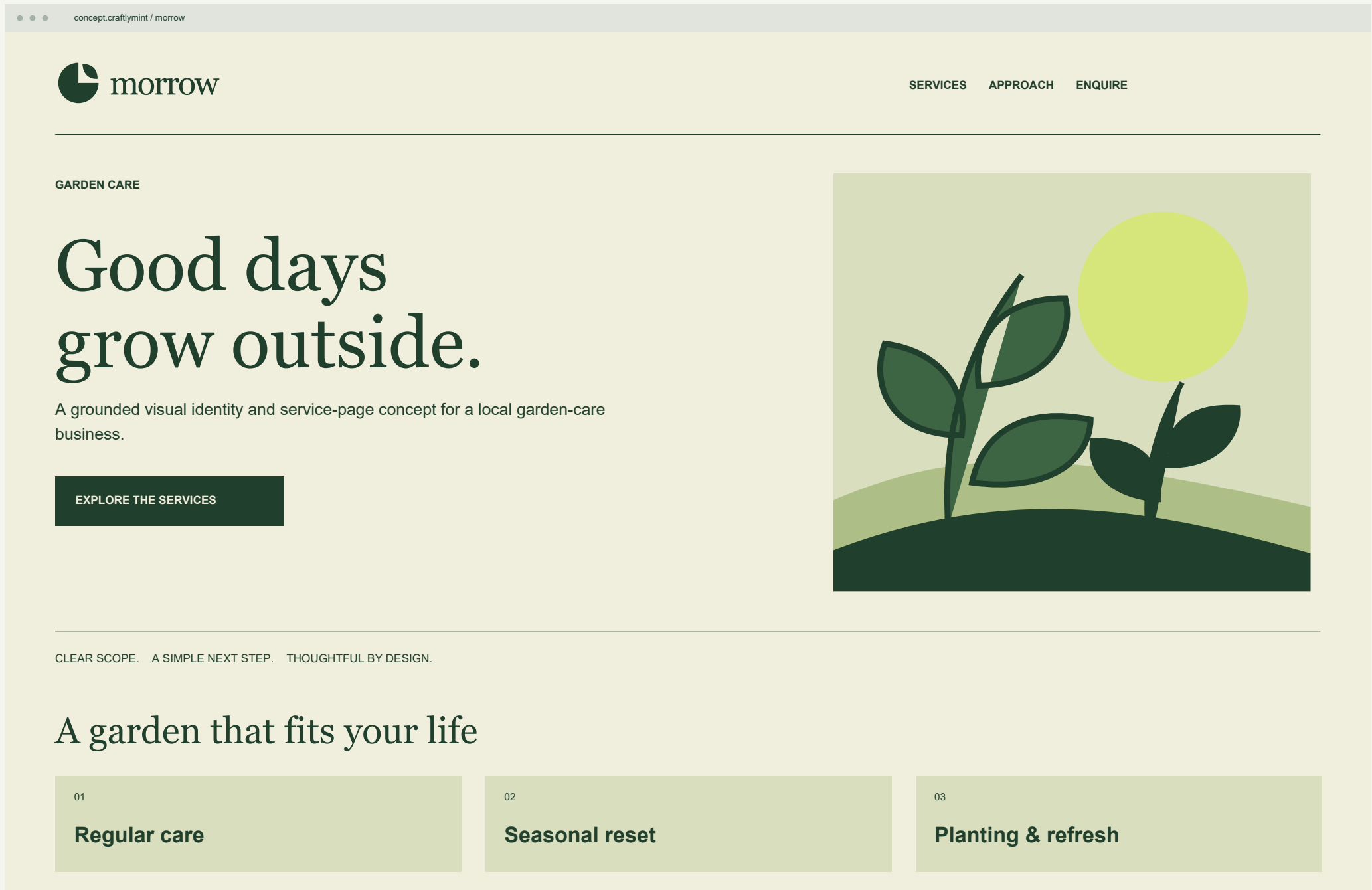
REVERSED APPLICATION



morrow / Website direction

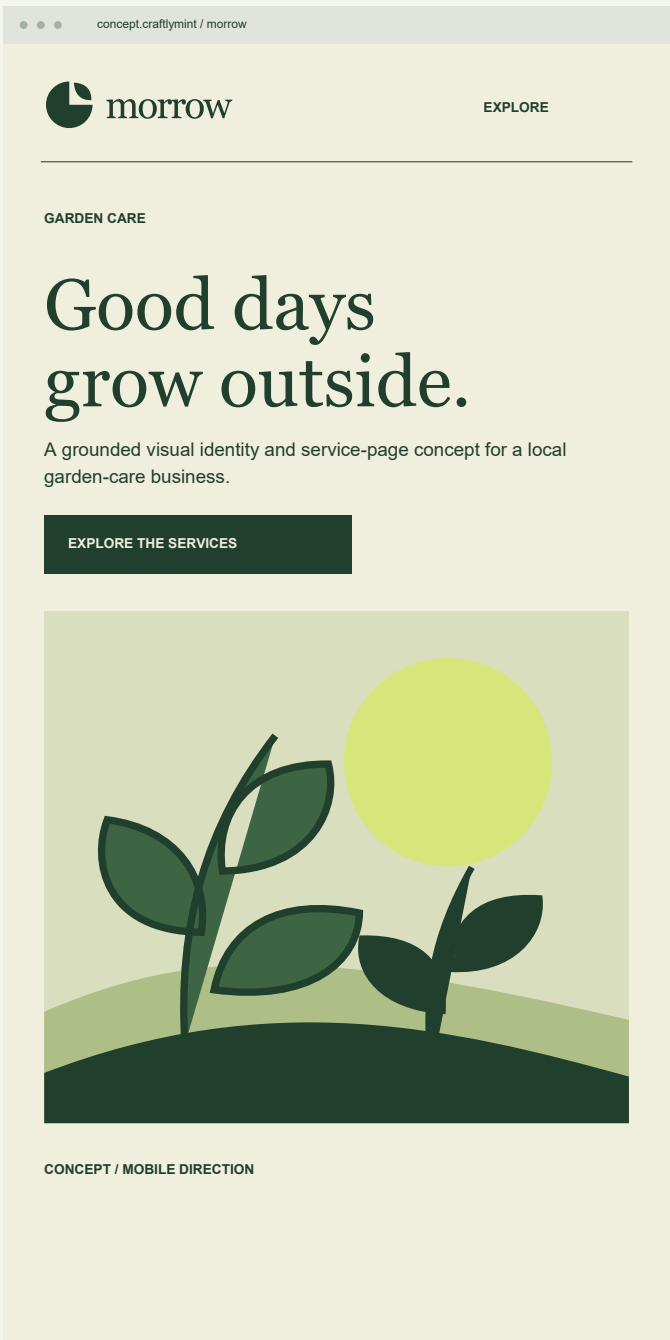
Build a compact symbol, a generous wordmark and a simple service hierarchy around ongoing garden care.

DESKTOP COMPOSITION



Visual design concept. Example copy and illustration; no active business or service booking.

MOBILE COMPOSITION



A FOCUSED PROJECT, FROM BRIEF TO HANDOVER

Clear scope. Thoughtful design.

Brand identity and website design for service-led businesses. Scope, availability and fees are agreed for each project.

01 / Define

Agree the audience, purpose, deliverables and references.

02 / Design

Develop a coherent visual direction and explain the choices.

03 / Refine

Use consolidated feedback within an agreed revision allowance.

04 / Deliver

Prepare organized vector assets and responsive design handover.

CraftlyMint

Project enquiries through the website form

STUDIO SERVICES

Logo / identity / website design

From visual identity to responsive websites, each concept explores a cohesive brand experience.