



fabipaolini
branding + design



2016
media kit

let's build a brand you love

I help entrepreneurs create **BRANDS** by showcasing what makes them **REMARKABLE**

You have an incredible idea that deserves to be seen, that will set you apart from all your competition and attract the **RIGHT** customers. I will create you a brand that showcases how **REMARKABLE** you are while attracting more customers building you a successful business that takes you to the **NEXT** level.

We'll work on building you a brand that is worth **OH-SO-MUCH-MORE** on the inside **AND** the outside than it already is. I'll build you a brand in which you can fall in love with again and again (and again) and we'll leverage on your uniqueness in order to make you stand out from the rest. We will create an incredible website that attracts **AND** converts, showcasing exactly who you are while building your credibility and visibility.

You might be the best at what you do (and you know it) – but do they?

Before we get started, here are some things
you need to know about me:



1. I go above and beyond the duties of a regular designer

When you hire me, you get more than just a designer, you get someone that is focused on doing all she can to get your brand to grow and be valued. Someone that will do everything to get you to finally charge what you're worth. I will put all my energy on getting you crystal clear on the value you provide in order to communicate it.

2. I create a personalized branding that reflects you

My main focus will be in bringing out your essence and making sure your brand reflects exactly who you are so that we can be sure your clients/audience are getting the best experience possible once they find you.

3. I collaborate with clients to create smart solutions

I work together with you and help you find solutions that will help you achieve your business goals in the best way possible. It's not just about pretty design, it's about making smart decisions.



hola nice to meet you

I help entrepreneurs charge what they're really worth
by empowering their branding and image,
showing the value of what they offer
and having clients fall in love with their brand.

Because my business is built around friends and family, I know from personal experience that behind every great brand is a collection of unique personalities. By getting to know who you are and what you are all about, the path to creating a meaningful brand begins to unfold organically. This will help me in determining the special differences and value you bring in order for us to communicate it and attract the best clients possible for your brand.

I'm focused mainly on branding. What is branding? Branding is what people feel + think + say about your brand. It's a feeling, an emotion and a connection between you and your clients/audience. We all need branding since we all need to stand out and demonstrate our uniqueness.

As a small business, I get what works and what doesn't. You can count on me to be with you every step of the way.

I do things differently around here and it shows. Welcome to the family.

FOUNDED:

May 2008

WE WORK WITH:

Entrepreneurs

Bloggers

Creatives

Coaches

Consultants

Designers

Foodies

Photographers

Start-ups

Companies

SELECT CLIENTS:

Telemundo

Benavides

Universal Music Latino

Rumbas Party Rental

Rococoa Cafe + Bistró

MCQ Group

meet fabi paolini

Hola! I'm Fabi Paolini. I'm a passionate designer focused on branding + web design. I transform businesses into successful brands by enabling them to charge what they're really worth. I thrive in building brands with a unique design that shows who they are complete with an incredible online presence! I have the experience + skills to help you charge EXACTLY what you're worth, making your brand GROW and bringing in some money for you + incredible opportunities.

I grew up traveling around the world from one continent to another. I lived in magical places such as Brazil, Venezuela, Spain, the US and India. This international experience has given me a clear vision about this globalized world and how connected we all truly are. I graduated Cum Laude from the University of Miami with a double major in Advertising and Graphic Design and a minor in Marketing. After working as an Art Director in one of the biggest ad agencies in the world, Leo Burnett, creating award-winning campaigns for clients such as Smirnoff, Heinz, Johnny Walker and Ariel, I decided to become independent! I love working directly with entrepreneurs, small business owners and people, and have spent the past 10 years building successful brands and creating celebrities. I also obtained my Master in Business Administration (MBA) in order to better understand the needs of my clients and look for ways to help them charge more, sell more and grow more!



let's work together

What I can do for you:



branding + logo: Includes creative direction with me, development of your Brand Brief, logo, variations and a brand style guide. I'll work on building you a brand + logo that showcases how remarkable you are and takes your business to the next level. Estimated timeline: 5 weeks.



website: Customized WordPress website design + development + Social Media design custom-made for building your online presence. Together, we'll build your brand online and increase your credibility + visibility in a way that showcases what you do - AND sells! Estimated timeline: 9 weeks



branding/logo + web: The whole package! We'll build your brand completely including your Brand Brief, logo design + variations, style guide, custom WordPress website design + development and Social Media design. We'll create the brand you know you were meant to share with the world. Estimated timeline: 10 weeks

WHAT YOU GET

what you get
with fabi paolini

creative direction: 1:1 with me where I look at your business and find the best creative solutions that will enable you to make more money. I'll guide you in defining the best offer that takes into consideration what you're great at AND your target market's needs. If you already have an offer, I'll work with you in getting completely clear on what problem you're really solving and find ways to leverage that into your communication.

questionnaire: This will enable us to go deep into your business and find out the story behind it and the value you bring clients as well as establish goals and needs. It will help you understand your business even better and will help me in creating your ideal brand.

brand brief: This is the blueprint in which your brand is based. It contains the backbone of your brand with information such as your Unique Selling Proposition, your Brand Archetype, your positioning statement and so much more. These will serve you as a map for moving forward with your business communicating in order to attract the best clients.

logo design: Custom-designed logo that truly reflects the essence of your business. You will receive all variations possible so that you can use it in all of your future marketing efforts. You will also receive various versions of the logo that will adapt to de medium which you need to use it. ie. icons for social media.

style guide: A breakdown of all the visual elements included in your brand. This includes color palettes, typography, mood board and other elements that will be part of the look + feel of your brand. You will also receive a guide for best practices and uses for your logo in different places.

custom website: Design + development of your own custom WordPress website (5-10 pages as needed) including all the graphic elements within the page. Your site will be ready to launch once we're finished so that the whole world can see what your brand is about. The webpage will have the option for you to add news/blog so that you can keep your audience updated with relevant information. Domain + Hosting for 1 year also included.

video tutorial: I will do a 1:1 tutorial with you explaining how to use your website and I will send you a video tutorial that will teach you how to manage it yourself so you never forget any detail! It's a super simple and easy to use system and I'll be with you every step of the way ready to show you how to keep your audience engaged all the time!

social media: Setup of your Social Media accounts (if you haven't done so already). I will also create images for your profiles pictures and cover photos with your brand's logo and look + feel. I will also be giving you guidance in to what sort of images and content you should be sharing on your social media.

WHAT YOU GET

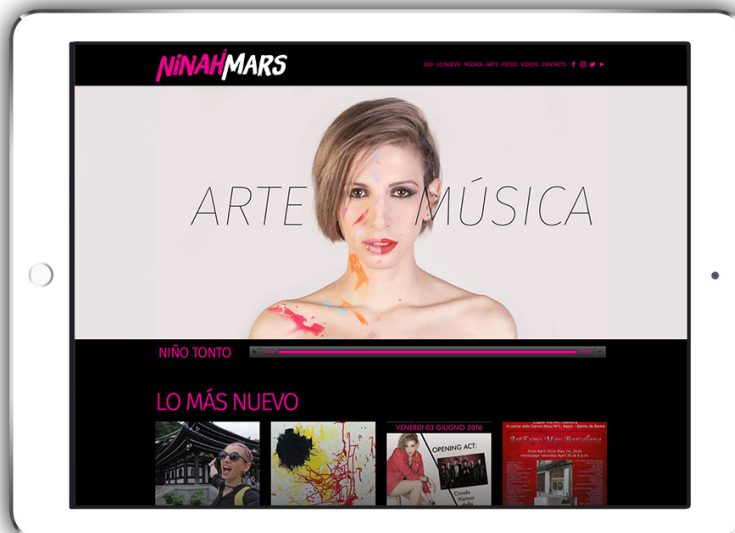
brand brief



logo design

NINAHMARS

web design + development



samples of my work



samples of my work



what clients are saying

You can only say so many great things about yourself, right?
Now, it's time to hand the mic over to some of our satisfied clients!



“Working with Fabi has been an absolute pleasure. She really understood me from the beginning. She knew exactly what my brand was about. It’s not frequent to find a designer that is so in tune with your needs as a company. Further, the branding she did for my restaurant was absolutely spectacular. When you walk into our establishment, the feeling you get is of a fresh space with modern a Parisian look. Fabi was able to achieve that through her design. She not only created our branding, but also our menu, restaurant backing and general look and feel. I really recommend her work as she is a talented designer and an asset to entrepreneurs!

**CAROLINA MOSCOVICI, OWNER
ROCOCOA CAFE + BISTRO**

TESTIMONIALS

“Working with Fabi Paolini is a true pleasure, not only for her professionalism displayed in every step of a project; but especially due to her caring customer-centric nature. She digs deep when trying to learn about your business’ mission, or in the case of individuals, she is instrumental to surface the “personal brand” positioning, leveraging on the key strengths to be properly brought to life in the web design. Further, Fabi is superbly creative, as she not only helped us with our web page revamp, but also was charged with developing the cover of our most recent album, accompanied with an artistic digital lyric-booklet that was the high-point of our launch marketing efforts! I highly recommend Fabi Paolini as a skilled, creative, diligent graphic designer, who will become an asset for any business team.”

DANI BARON – FORMER P&G GLOBAL DIRECTOR, COMPOSER, AUTHOR, TED SPEAKER

“Working with Fabi Paolini has been absolutely amazing. She has been able to push my brand to new limits with flawless design that has been consistent on all of the platforms that I promote myself as an artist. I love my website as well, as it is simple, but straight to the point. My logo has become a symbol that my audience recognizes immediately and associates with my style and music. Fabi has also been able to work with our marketing strategy by defining the best way to get my brand seen and heard by audiences everywhere. I couldn’t be happier with working with such a talented designer!”

BENAVIDES, ARTIST

“Since I began my career as a singer in 2007, until today, the changes and the necessity to be present with a brand image in social media and the web in general that unify all of the activities and strategies with a single line is very important.

That is why, since I the beginning I have worked guided by Fabi for her design and creativity involved in these changes that require a bigger presence with a simplicity carried with the highest standards of quality and professionalism. Almost 10 years working with Fabi make me highly recommend her to boost brands.”

JOHNNY SIGAL, ARTIST

“The best part of Fabi Paolini as a designer is, without a doubt, the ability to quickly hit the nail on things that look simple, but act the same time aren’t. I believe that is the secret to a great logo and webpage, that you look at the work and it instantly seems familiar, like you ‘get’ it. In my case, Fabi couldn’t have done a better job. Once you see her work, you immediately understand what my company is about.”

DANI BARON, MUSIC PRODUCER

frequently asked questions

1. What is the timeline like for my project?

It depends on the project. If you're looking just for branding and logo it will take 5 weeks. If you want to build a website, it takes 9 weeks. If you want the whole package, branding + logo + website it takes 10 weeks. Remember that everything depends on how quick you're able to send me the content I need to build your site.

2. I have a project in mind. What's the process?

Contact us with your details and we'll discuss your project over the phone or Skype so we can get to know you better. After we decide to work together, I'll send you an invoice and contract. Then we can begin!

3. How much notice do I need to give you for my project?

To ensure that each client receives the best possible experience, I work with a limited number of clients each month. So, the sooner you contact me, the faster we will be able to begin.

4. Do you work with clients around the world?

Yes! Though our home base is in Miami, we've worked with clients across the U.S., South America and Europe. We're accustomed to working remotely and thanks to technology, it's easier than ever to stay connected. Remember, we're always just an email, phone call or video conference away.

5. What website platforms do you design for?

These days, WordPress is the way to go for most projects. With a CMS that's easily adaptable and thousands of free plugins, the possibilities are endless. Whether you need a traditional website, blog or portfolio, we can make it happen.

6. How do I know if we're the right fit?

This is for you if: you're passionate about your business and great at what you do. You're ready to transform your brand and are willing to follow-through. You're ready to invest in your business because you know that you'll be getting back so much more. You're committed to seeing your brand grow.

like what you've read?

Think we'd work well together? If so, that's great! I usually book at least 2 months in advance, so don't wait too long to contact me.

The next step is for you to schedule a breakthrough session so we can discuss your current situation and where you want your brand to go as well as see if we're a good fit! Fill out the form and schedule the best time for us to talk!

schedule your session clicking here