

WHAT WE DO

Because behind every startup or business, there is a story to tell. At Right Hand Here, we help entrepreneurs with small and medium-sized businesses to convey and share their stories and mission in a clear, concise, and precise way that reaches their target audience. We do this, by crafting unique brand identities, building effective marketing strategies, and creating memorable experiences for their customers.



The Amazon logo, featuring the word "amazon" in a bold, black, lowercase sans-serif font. Below the text is a curved orange arrow that starts under the 'a' and ends under the 'n', pointing to the right.

amazon

"Your brand is what other people
say about you when you're not in
the room."

- Jeff Bezos

Project 1 - Adriana Clementino

CLIENT: Adriana Clementino | Holistic Therapist.

PROJECT OBJECTIVES: Our goal was to create a brand makeover that effectively conveyed the message of transformation, freedom, and unity for Adriana Clementino. This involved a logo redesign and website overhaul.

RESULTS ACHIEVED: For the logo redesign, we carefully considered the requirements and objectives. We skillfully combined elements that symbolize transformation, such as a graceful butterfly, with the concept of unity represented by the flower of life. The result was a minimalist icon that is not only visually striking but also easy to remember. It adapts seamlessly to various formats, ensuring brand consistency across different mediums.

Moving on to the website redesign, our focus was on enabling Adriana to streamline her appointment process while also creating an atmosphere of freedom, peace, and harmony for visitors. Through thoughtful design choices, including soothing colors, intuitive navigation, and engaging content, we successfully transformed the website into a tranquil space that resonates with Adriana's target audience.

Overall, the brand makeover and asset design project for Adriana Clementino were a resounding success. The new logo captures the essence of her message, while the revamped website facilitates seamless appointment booking and elicits positive emotions from visitors. These improvements have not only strengthened Adriana's brand identity but also enhanced her ability to connect with her audience in a meaningful way.

LANGUAGES: Portuguese

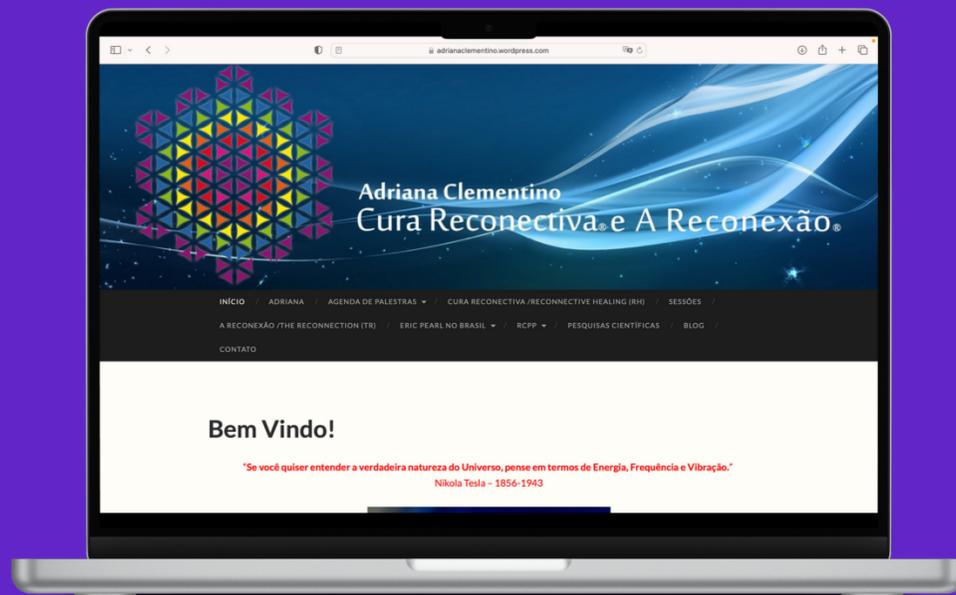
**Experience the
website here**



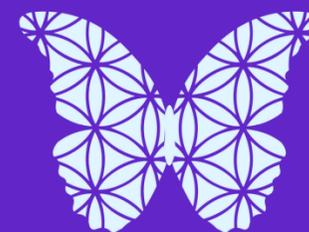
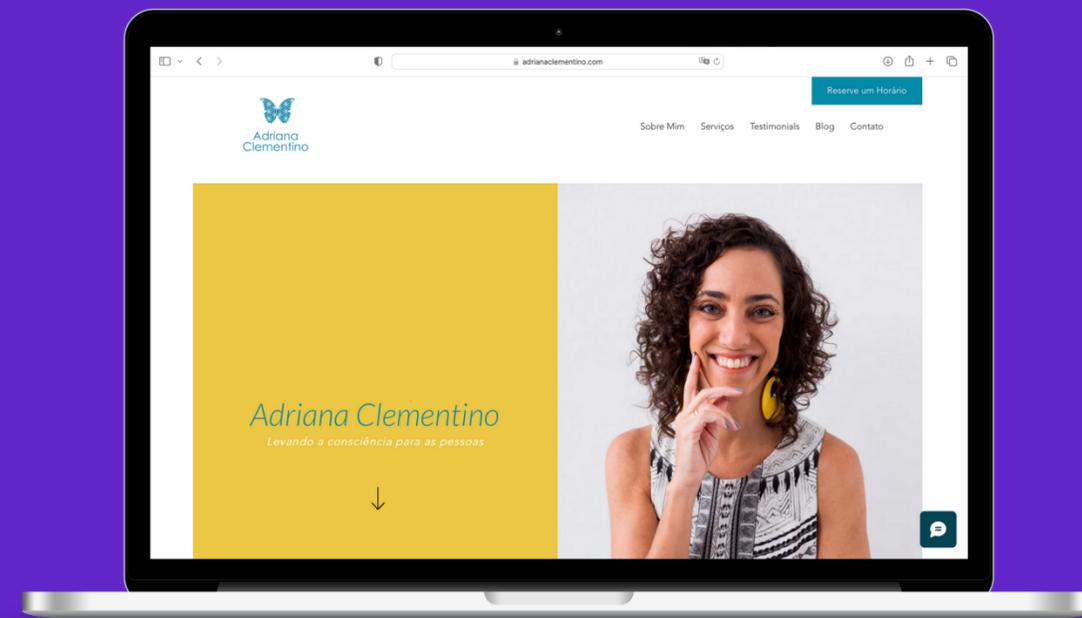
www.adrianacllementino.com

Project 1 - Adriana Clementino

BEFORE



AFTER



Adriana Clementino

Project 2 - Arislen Marin

CLIENT: Arislen Marin | Financial Advisor

PROJECT OBJECTIVES:

The objective of the brand design project for Arislen was to create a distinctive brand that accurately reflected her identity as a trustworthy woman with a laid-back personality and a refined touch. This was crucial in a highly competitive market.

RESULTS ACHIEVED:

To meet Arislen's objectives, we embarked on a creative journey. Our approach was to capture the essence of her personal brand, which revolves around providing financial education and resources for young families. We skillfully combined elements that aligned with her identity and mission.

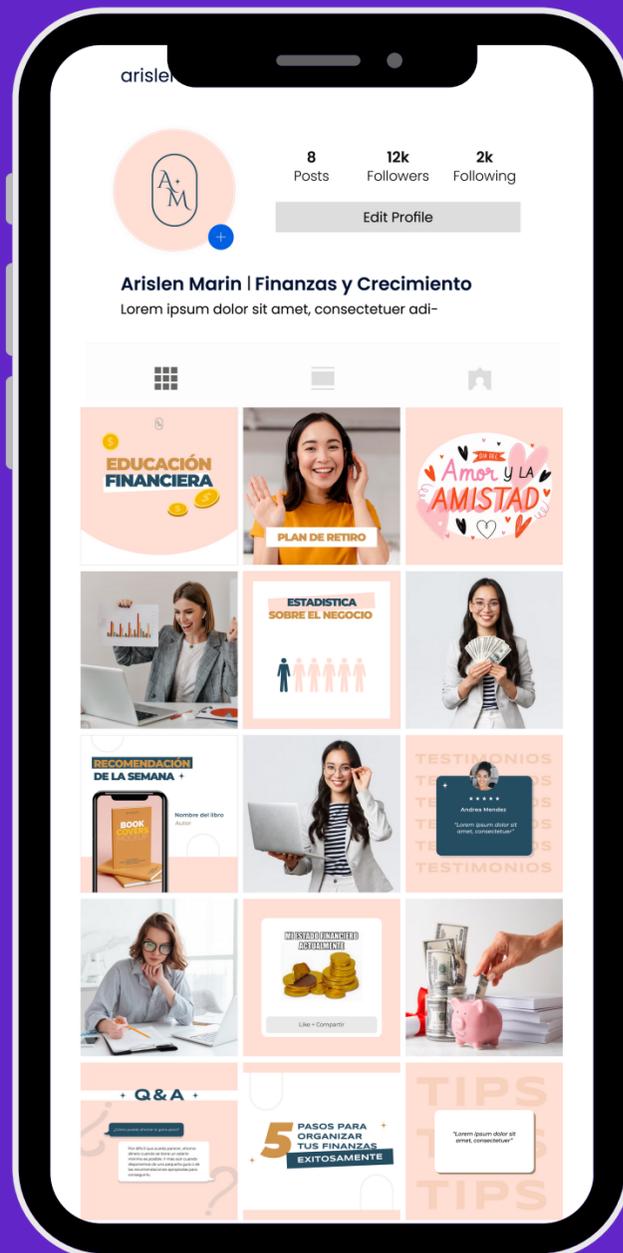
By incorporating Arislen's initials into the design, we emphasized her personal touch and created a sense of authenticity. Additionally, we included a symbol of a start, representing light and new beginnings, which resonated with her target audience. Furthermore, we integrated an ellipse, symbolizing community and security, to convey the trustworthiness Arislen embodies.

The result of our collaboration was a brand identity that captured the true essence of Arislen's personality and expertise. It communicated her message effectively while establishing her as a trusted authority in the financial education space. With this brand design, Arislen now stands out in the market, attracting young families seeking reliable resources and guidance.

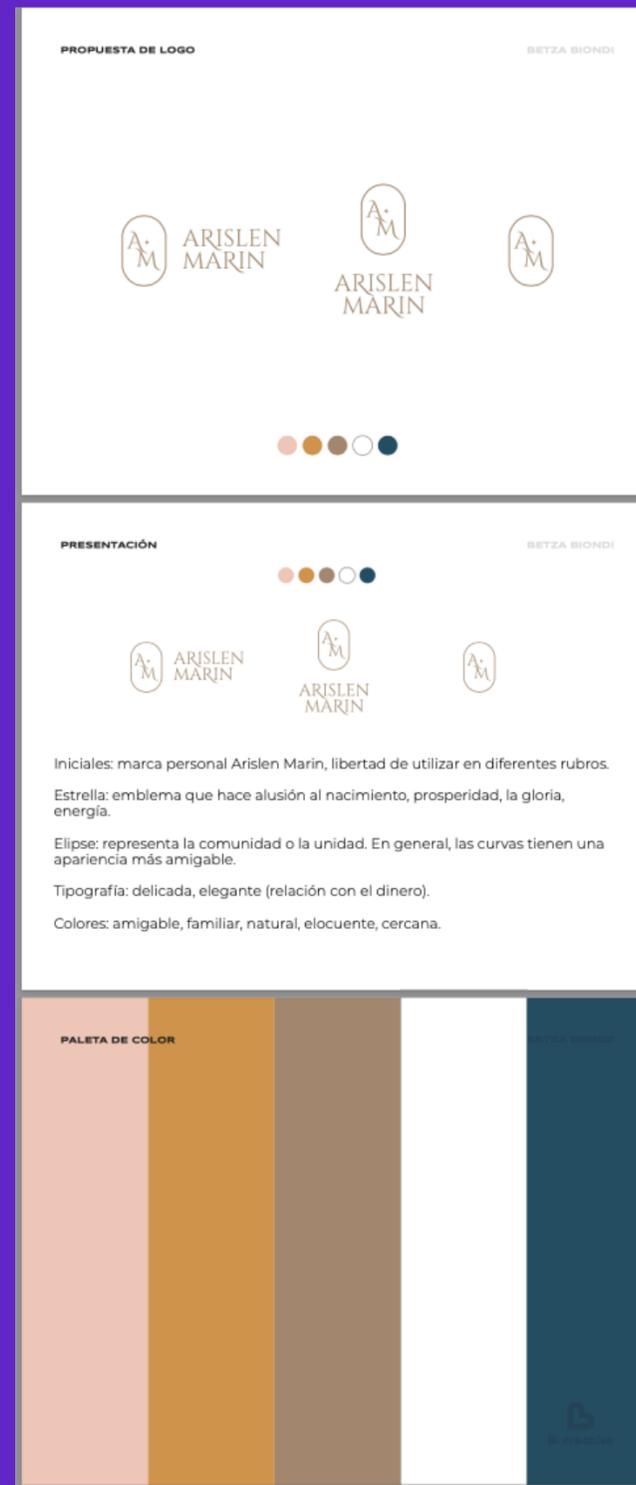
Overall, our brand design project successfully brought Arislen's vision to life, enabling her to connect with her audience on a deeper level and make a lasting impact in the financial education sector.

Project 2 - Arislen Marin

INSTAGRAM GRID DESIGN



ARISLEN
MARIN



Project 3 - Eat Health Love

CLIENT: Mara Silveira | Chef

PROJECT OBJECTIVES: The objectives for the Brand Assets Designs project for Eat Health Love were to create a functional website that allowed clients to conveniently place orders and make online payments. Additionally, the goal was to develop engaging Instagram content that showcased the restaurant's gluten-free, sugar-free, and lactose-free products while providing valuable information about healthy lifestyle habits.

RESULTS ACHIEVED: To meet these objectives, we delved into understanding Eat Health Love's unique brand identity. As a closed kitchen restaurant, the brand emphasized offering handmade products created by Mara Silveira. The brand tone was defined as light and loving, reflecting Mara's passion for healthy food.

For the website design and creation, our focus was on capturing the essence of the brand and translating it into a practical user experience. We designed a website that not only conveyed the feeling of lightness and love to visitors but also provided a seamless ordering process, available at any time. This ensured a convenient and enjoyable experience for Eat Health Love's clients.

In parallel, we extended the brand's message to their Instagram page. Through strategic content creation, we showcased the restaurant's products in an appealing way while also sharing valuable information about healthy lifestyle habits. This approach aimed to attract and engage the target audience, ultimately driving more clients to Eat Health Love.

As a result of our efforts, Eat Health Love now has a functional and visually appealing website that aligns with their brand identity. Clients can easily make online orders and payments, enhancing the overall customer experience. Furthermore, their Instagram page has become a captivating platform that not only showcases the products but also establishes Eat Health Love as a go-to source for healthy living inspiration.

Overall, the Brand Assets Designs project for Eat Health Love successfully accomplished the goals of creating a practical website and engaging Instagram presence. By effectively communicating the brand's light and loving tone, we have helped position Eat Health Love as a trusted and desirable destination for gluten-free, sugar-free, and lactose-free products.

LANGUAGES: English.

Experience the
website here



www.eathealthlove.com

Experience their
instagram page here

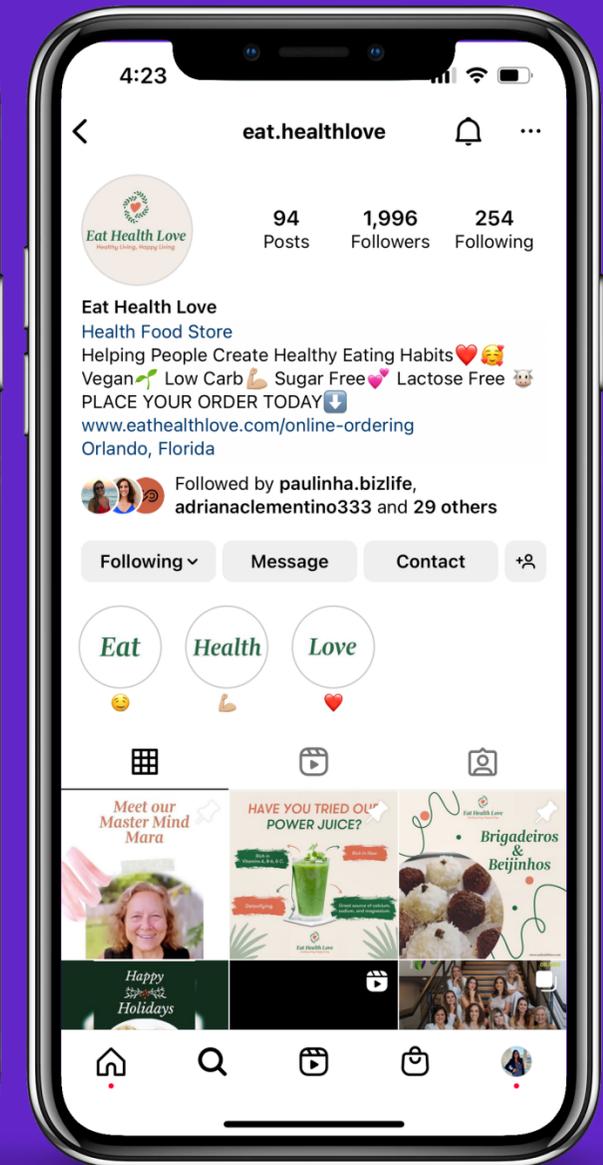
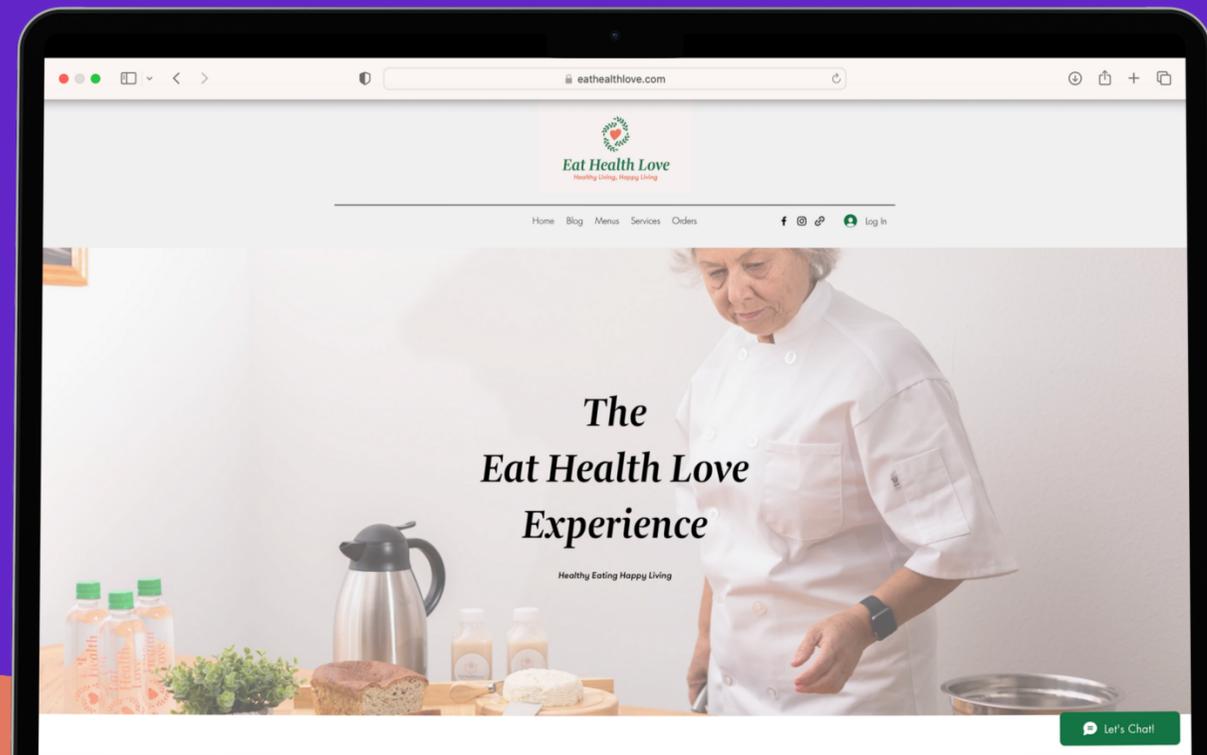


[@eat.healthlove](https://www.instagram.com/eat.healthlove)

Project 3 - Eat Health Love



Eat Health Love
Healthy Living, Happy Living



Project 4 - Erika Cervantes

CLIENT: Erika Cervantes | Network Marketing Expert and Coach

PROJECT OBJECTIVES: The objective of the Brand Design project for Erika Cervantes was to create a compelling logo and brand identity that effectively communicated her focus on combining personal development with business development for women seeking transformative change. The goal was to capture the essence of transformation, inner power, and peace.

RESULTS ACHIEVED: To bring Erika Cervantes' vision to life, we started with the three elements she provided as inspiration. Leveraging those elements, we crafted a unique and meaningful logo that encapsulated the essence of her brand. The logo served as a powerful symbol that represented transformation, inner power, and peace.

To complement the logo, we carefully selected colors that conveyed the message of women's transformation, inner power, and peace. These colors were strategically chosen to resonate with Erika's target audience, further strengthening the impact of her brand identity.

With this cohesive brand identity in place, Erika Cervantes is now able to effectively communicate her mission of uniting women who are ready to shine like diamonds in their business endeavors. The logo and brand identity act as visual representations of her values and aspirations, attracting and resonating with her desired audience.

Through this Brand Design project, we have provided Erika with a strong and distinct brand presence that truly reflects her vision. It positions her as a trusted guide in personal and business development, empowering women to transform their lives and achieve their goals.

Overall, the collaboration with Erika Cervantes resulted in a compelling brand design that successfully communicates her message and resonates with her target audience.

Project 4 - Erika Cervantes

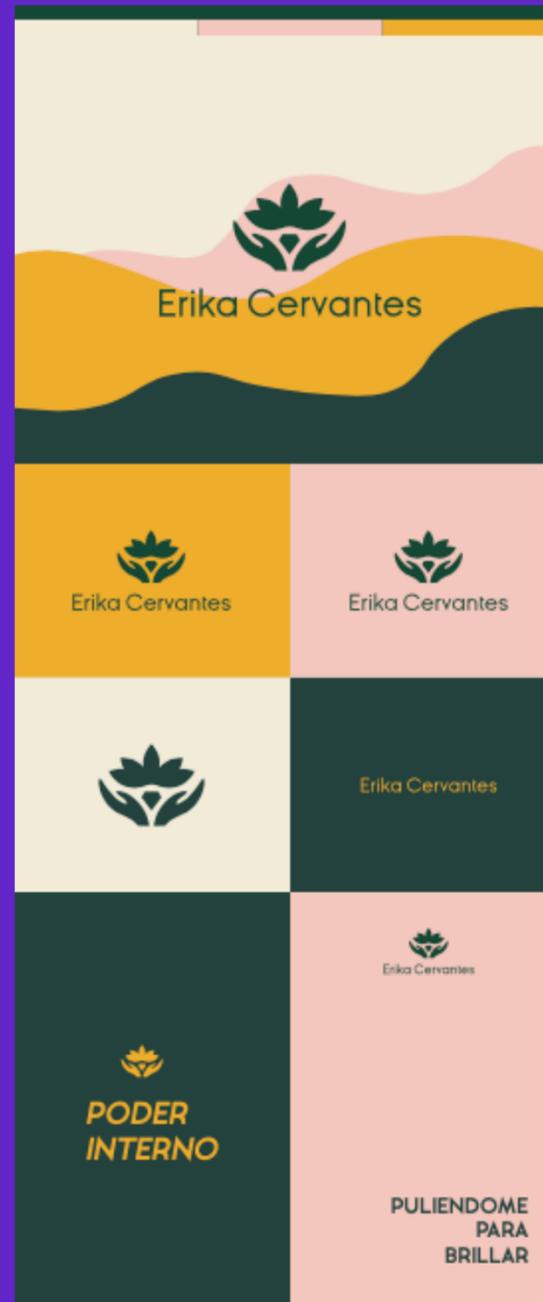
CLIENT'S IDEA AND ELEMENTS



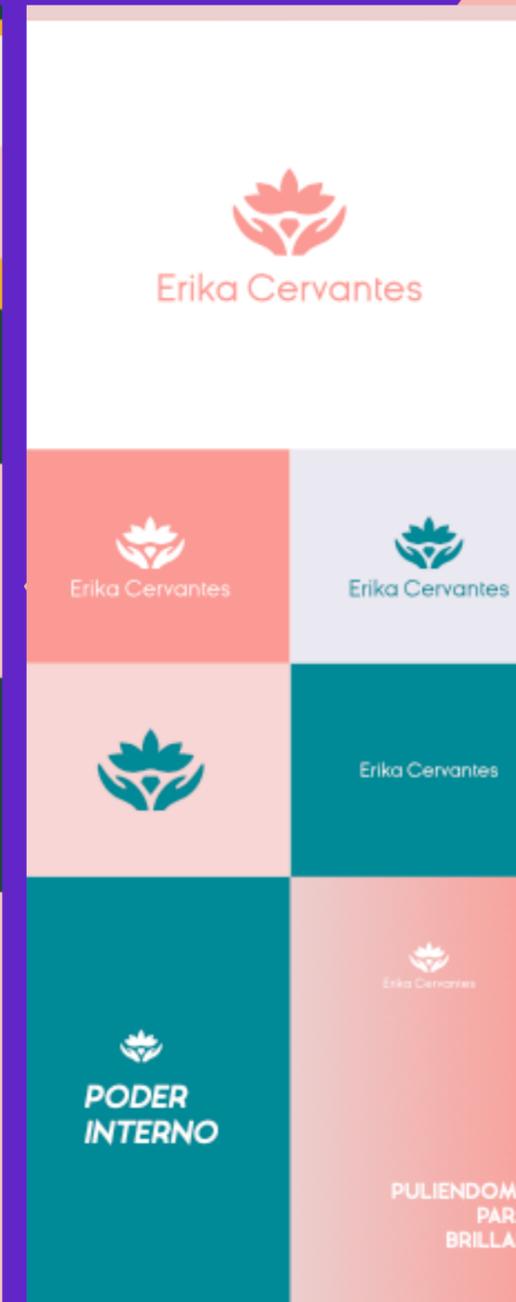
FINAL LOGO DESIGN



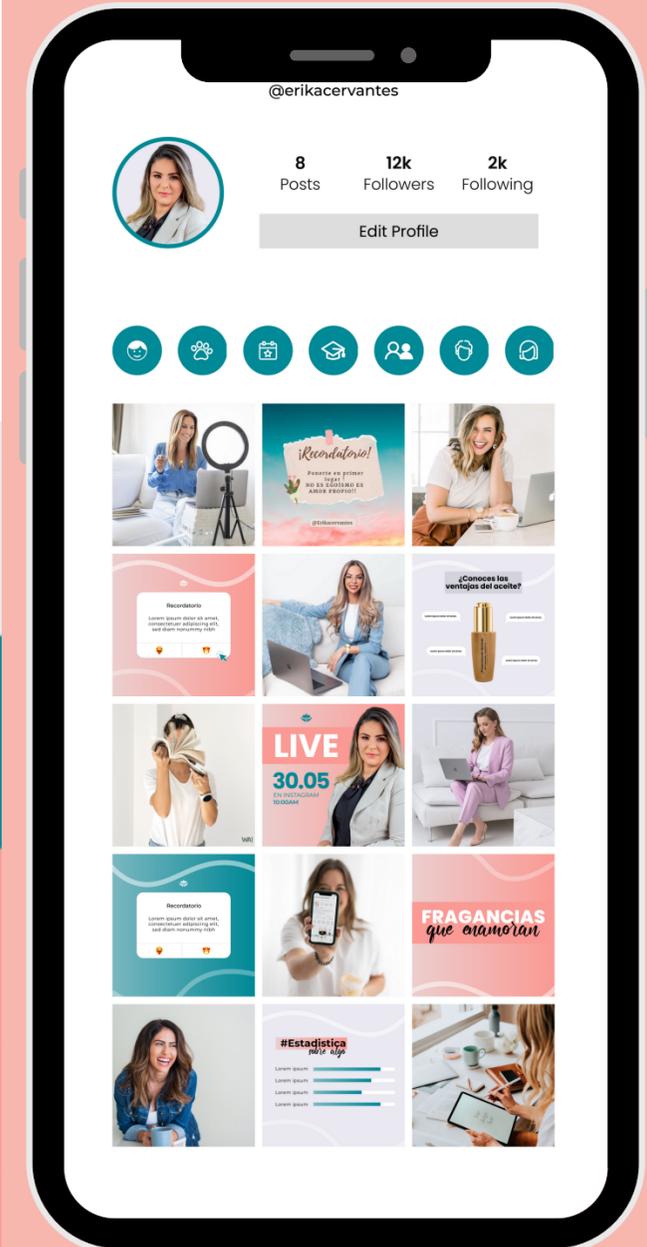
1ST REVIEW



2ND REVIEW



INSTAGRAM GRID DESIGN



Project 5 - Misosa Life - ONGOING

CLIENT: Miryelis Graterol | Wellness Avocate

PROJECT OBJECTIVES: The objective of the Brand Asset Design project for Misosa Life was to create a robust website that allowed clients to purchase products directly from the online store, including both regular products from the brand's warehouse and affiliate products from dōTERRA's website. Additionally, the website needed to incorporate various capabilities such as a blog, events RSVP, online short course showcases, a library, and an appointment setter.

RESULTS ACHIEVED: In line with Misosa Life's mission of educating people on living a non-toxic life, we embarked on designing and creating a website that combined informative content with a touch of fun. Our priority was to ensure the website was easy to navigate while providing ample information for visitors to educate themselves.

To accommodate the diverse range of functionalities, we implemented a user-friendly interface that seamlessly integrated the online store. This allowed clients to make direct purchases from both Misosa Life's warehouse and affiliate products available through dōTERRA. By offering this convenient shopping experience, we empowered visitors to find the right products for their needs.

In addition, we incorporated essential features such as a blog to share informative articles, an events RSVP system for engaging with the community, a showcase for online short courses, a library for easy access to educational resources, and an appointment setter for scheduling consultations or services. These capabilities enhanced the overall user experience and catered to the specific needs of Misosa Life's audience.

The continuous improvement of the website remains a priority, ensuring that it remains a valuable resource for visitors to find relevant products and information. By combining functionality with an informative yet fun tone, Misosa Life's website acts as a hub for individuals seeking to lead a non-toxic lifestyle.

Through our Brand Asset Design project, we have successfully created a robust website that fulfills Misosa Life's objectives. It serves as an educational platform, allowing visitors to navigate with ease, make purchases, access valuable resources, and engage with the brand's offerings.

LANGUAGES: English and Spanish.

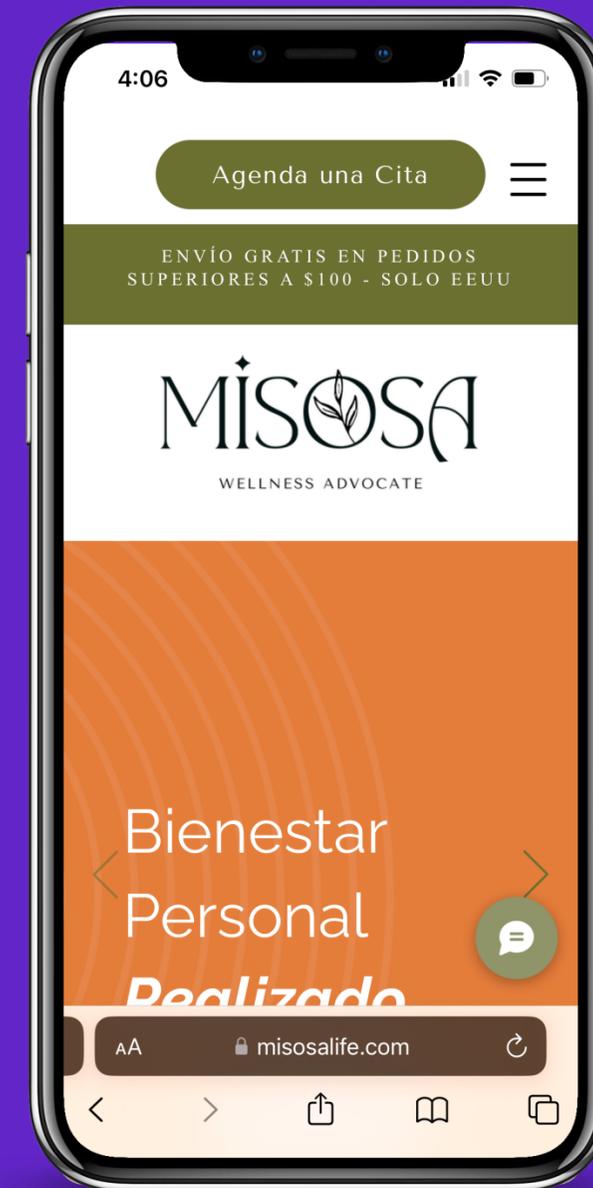
Experience the
website here



www.misosalife.com

Project 5 - Misosa Life - ONGOING

MISOSA
WELLNESS ADVOCATE





THANK YOU for taking the time to review our portfolio; we appreciate your consideration and look forward to the OPPORTUNITY of creating YOUR brand MESSAGE and COMUNICATE it to the WORLD.

with love,
Adri.



CLICK ON IT



OR



SCAN IT

