

elegrazia

Building your
brand
&
Growing your
business



Tell us about your business? What is it and what do you do?

I create brand identity packages to help small businesses and non-profits grow their business. A brand tells a story and cohesive visuals attract the right clients. It takes just 10 seconds for people to form an impression of your brand and a study by Lucidpress revealed consistent branding can increase revenue by up to 23%.

My foundation package includes logos, brand marks, patterns, color palette, font system, and an extensive Brand Style Guide. I also offer custom graphic design services such as business cards, social media graphics, marketing collateral, and even personal logo designs for individuals and items for your home.

I have recently added motion graphics. Video is the hottest form of social media, and a GIF is an effective tool to capture eyeballs on social media.

What prompted you to start your own business? How did you decide on this industry?

I worked in corporate for over 20 years, predominantly in financial services, and I wanted to explore using my background in product development and digital marketing with a creative twist. I studied graphic design at the School of the Art Institute of Chicago. After attending the AdobeMax conference last fall, I

was encouraged by other artists and entrepreneurs to open my own studio. I completed a brand photo-shoot and relaunched my website - www.elegrazia.com.

Anything extraordinary/unique that your company does?

Your business is unique, so your brand should be, too. There are many tools to create your own logo, however, too often, this results in a cookie-cutter approach. I craft a custom-tailored brand around your business identity. My approach integrates classic and modern elements for timeline designs - nothing trendy.

My services also include hand-drawn typography for a truly unique design and I love creating custom patterns to compliment a logo. All of my packages may be tailored for individuals as well, such as a stationary logo, or a family crest design for the home.

Given your business expertise and the nature of what you do, what advice can you offer to the residents of your neighborhood?

Good design results in good business. One of my favorite quotes: *If you don't give the market the story to talk about, they'll define your brand's story for you.* -David Brier

Tell us about living in Kenilworth.

My husband, Kevin and I, have lived in Kenilworth for 14 years with our Cairn Terrier. My job transfer, with a bank, originally brought us here and the community is the reason we stay. We love the history, traditions, and friendliness of the North Shore.

