

Portfolio

# THE BRAND GARDEN

CULTIVATING PURPOSEFUL BRANDING

GROW INTO A YOUR BLOOMING BUSINESS BRAND



*introduction*

*Branding is a cornerstone of any business plan — it's strategic, abstract, and often intimidating. But what if we looked at it through a different lens?*

This booklet is your introduction to the essential elements of branding through the simple act of gardening. With charming illustrations, easy-to-digest explanations and questions to reflect on, my goal is to make the branding journey relatable and fun for you.

01	ENRICHING	THE	SOIL
02	PLANTING	YOUR	SEEDS
03	TENDING	THE	GARDEN
04	WELCOMING	YOUR	VISITORS
05	ENGAGING	THE	SENSES
06	HARVESTING	SUCCESS	

*crniching*

THE SOIL

Doesn't everything start  
out in a void, in a womb,  
in a silent place within?

To cultivate your brand-  
garden, we have to delve deep  
into the soil —  
the fundament  
from which your  
brand grows.

It is a potent blend of your  
purpose and core values, in  
which every brand decision  
takes root.

WHY DOING, AM I DOING WHAT I'M  
BEYOND FINANCIAL GAIN?





*Planting*

YOUR SEEDS

With a fertile foundation prepared, it's time to plant the seeds of your vision. Eventually, the little seedlings will crack open, sprout and make their way up to the surface. They will turn into beautiful plants, visible to the outside world.

**It is a reminder that cultivating a brand isn't a destination, it is a journey.**

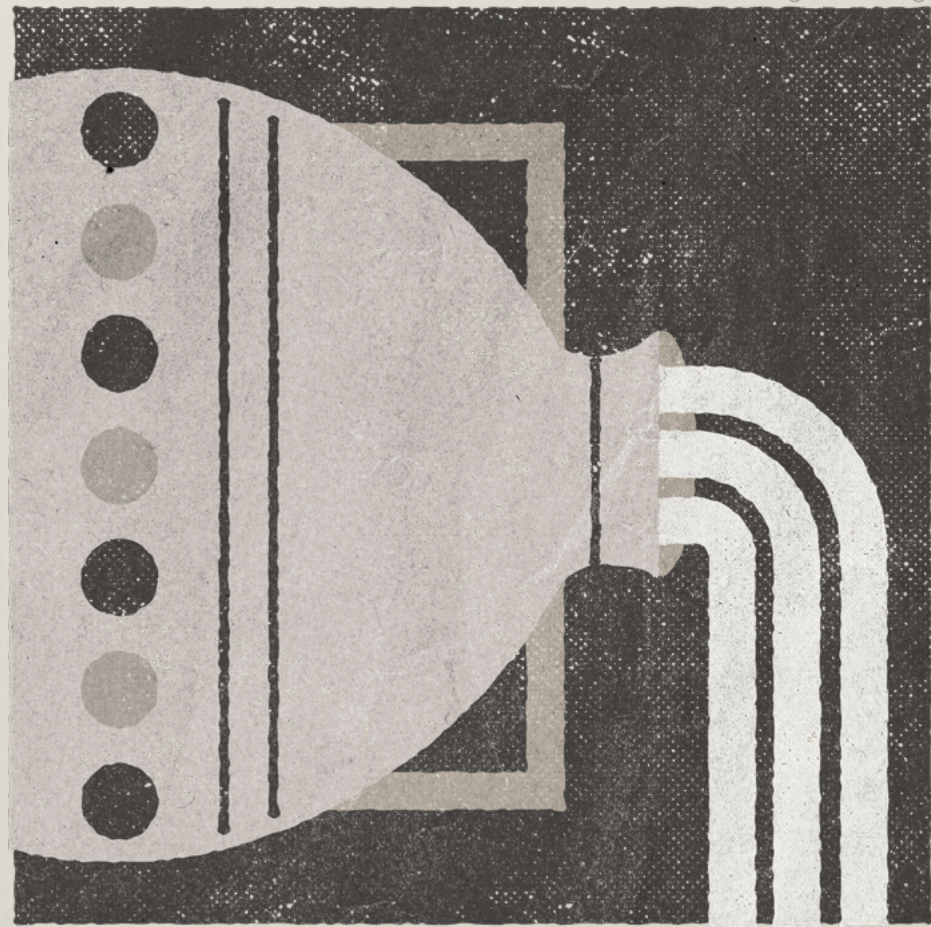
WHAT LONG-TERM IMPACT DO  
I WANT MY BRAND TO HAVE?

*Tending*

THE GARDEN

**For your vision to thrive, ongoing care is essential.** Nourishing your garden through purpose-driven actions can be seen as your brand's mission. Tending your brand-garden is an act of staying true to its values while evolving to meet the needs of those your brand serves.

WHY IS MY CORE OFFER AND  
WHAT IT MAKES IT UNIQUE?





## YOUR VISITORS

*welcoming*

Just as a garden offers a range of experiences to different visitors, your brand should provide various touchpoints that resonate with diverse needs. Whether your clients come to your brand for inspiration, comfort, or to solve a problem,

**your role is to ensure they leave feeling enriched, connected, and eager to return.**

WHO IS MY **AUDIENCE**, WHAT PROBLEMS OR **NEEDS** CAN MY BRAND SOLVE OR FULFILL?

*enjoying*

THE SENSES

A garden offers different experiences. While some enjoy the diverse scents, others feel inspired by the vibrant colors or relish the peaceful sound of leaves rustling in the wind.

Your brand's identity should stimulate the senses in a similar way. Its visual presence, woven from purpose, values, vision, and mission, has the power to make your brand not just seen, but felt and experienced.

HOW DO I WANT MY CUSTOMERS TO FEEL WHEN THEY ENGAGE WITH MY BRAND?





*harvesting*

SUCCESS

From tiny seeds beneath the surface to a flourishing presence, your brand will grow and bear fruit — increased recognition, meaningful connections, and an aligned, purpose-driven business.

WHAT ARE MY ACTIONSTEPS  
FOR THIS UPCOMING SEASON?



*Let's start planting*

*I'm here to help you plant the seeds of your brand and nurture them into a flourishing identity, rooted in strategy and brought to life with thoughtful, purpose-driven design.*

As an experienced designer, I bring creativity, expertise, and a love for collaboration to every project. But I'm not just a guide; I'm also on this journey myself, navigating the seasons of founding and growing my own business. This shared experience allows me to connect with where you are and help you create something truly authentic and enduring.

Whether you're ready to plant your first seed or need help tending to an established brand, I'd love to hear from you. Let's cultivate a brand that grows with you and connects deeply with your audience.

KAJAHORT.COM

KAJAHORT.COMWELCOME@KAJAHORT.COM

Kajahort

