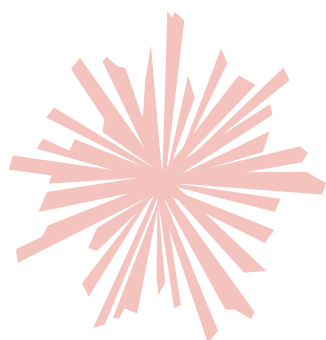


FROM THIS



ESTERA



*Estera wanted to move away from the blush color but not get rid of their iconic star design (which we actually created for them in 2011!)*

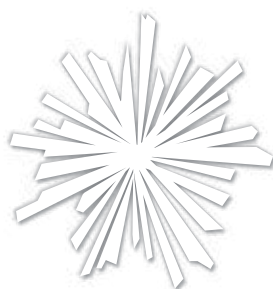
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TO THIS

ESTERA EVENTS

*Their logo is a customized version of their favorite font paired with a sans serif for text*

Header Copy  
BODY COPY



*The color palette was updated to a rich terracotta and almost black grey*

*The star is now only shown as a blind emboss, which is replicated on their business cards in real life*

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WHAT ESTERA HAD TO SAY

*"We worked with Sarah years ago to design our logo and branding aesthetic. Over the years, our brand grew up – it developed and changed and we really needed the visuals surrounding our brand to reflect those changes. Sarah helped us identify exactly what we could do to get our branding up to par with competitors, what could help us stand out, and helped us pair together fonts to ensure that everything looked great across the board. While we know we have a great eye and are incredibly particular about design choices, Sarah's expertise is beyond anything we could have done on our own. As an example, when we fell in love with the font but didn't love the letter R, Sarah made adjustments to it so help customize our logo even more! She has an extensive knowledge about what works and looks great, but also about what looks good on paper AND digitally, which is a huge help in this day and age. We could not possibly recommend Sarah more highly and encourage anyone looking for a brand refresh to hire her immediately!!"*