

# PE'KA

FREEDOM IS BOLD.





“

Don't try to outdo  
your competition;

**be bold enough** to shape your brand  
perception *without* breaking the bank.



# About

Dje'ka is more than just a name—it's a tribute to the legacy of my ***beloved grandfather, or Dziadziu,*** who was not only my biggest fan but also the heart of our family.

The nickname "Dzika" meaning "wild" in Polish, reflects his fierce love, boundless energy, and unyielding support for me. *Though he is no longer with us, his spirit continues to guide and inspire me every day.*

Dje'ka represents my commitment to honouring his memory, **embracing the wild passion he instilled in me, and proudly standing behind the work I do.**

*This is for you, Dziadziu—forever in my heart. ~Yours, Dzika.*





# Brand Design and Identity

Strategy.

# DE'KA





colour

your brand  
in 3  
adjectives...

psychology



# Trust and Reliability?

Blue

Power and Authority  
*sophistication, exclusivity?*

black.

excitement  
and energy?

orange.

timeless typeface?  
or neutral, clean design.



# What is your voice?

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Crafting a clear, consistent messaging framework that communicates your brand's purpose, vision, and value proposition.





position your?



Package.

# Brand Design and Identity

# Brand Audit *and Analysis*



Brand Identity  
Development



Brand Messaging &  
Voice



Visual Brand  
Guidelines



Brand Application  
Strategy



Optional Add-Ons



# Package Breakdown:

**Payment Plan Options:** We offer flexible payment plans for our services, including a 30% deposit upfront, with the remainder due upon completion.

## Brand Identity Development

- Logo Design or Revamp
- Colour Palette Creation
- Typography Selection
- Visual Element Design (icons, patterns, etc.)

## Brand Messaging & Voice

- Development of Brand Story
- Value Proposition and Mission Statement
- Consistent Messaging Framework
- Tone of Voice Guidelines for Communications

## Visual Brand Guidelines

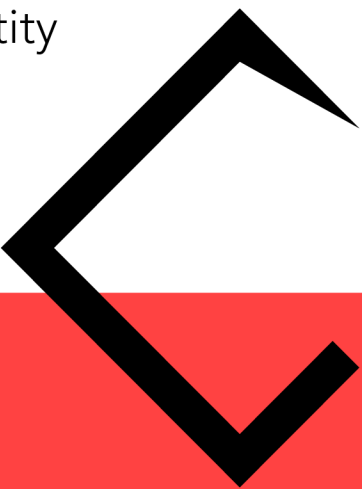
- Comprehensive Brand Guidelines Document
- Usage Rules for Logo, Color Palette, Fonts, and Imagery
- Example Applications of Visual Identity

## Brand Application Strategy

- Strategy for Website and Social Media Presence
- Marketing Materials (Business Cards, Brochures, etc.)
- Social Media Visuals (cover images, banners)

## Optional Add-Ons:

- On-brand Website Design Development
- Social Media Strategy & Content Creation
- Marketing Campaign Design



- Brand Story

- Purpose

- Vision

- Mission

- Brand Values

- Target Audience

- Brand Personality

- Tone of Voice



- Colour Palette
- Typography
- Patterns & Graphics
- Iconography
- Photography Style
- Illustrations
- Social Media Templates
- Website Design Revamp
- E-mail Templates and signature
- Brand Guideliness
- Do's & Don'ts



creativity is wild

Freedom is bold.

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