

BRAND REFRESH is for you



YES. BUT FIRST, A STORY.

I sighed. It had been a long day and I couldn't wait to get home. I flipped on my headlights, only to be blinded by the reflection of a thick autumn fog.

With each bend in the mountain road, its ghostly tendrils pooled into an even denser cloud. I wove cautiously through the turns, my hands nervously gripping the steering wheel.

But it didn't matter. I may as well have been driving blindfolded.

Every arc in the road became a treacherous series of decisions. Was it right or left here? And where was that one landmark?

That same white-knuckled feeling is what happens when you're steering your brand without a clear view ahead.

IF YOU'RE THE FOUNDER, YOU SHOULDN'T BE YOUR BRAND'S DESIGNER.



I get it. You've built this thing from the ground up.

I too have felt that wild-eyed, "no one else can touch it" protective instinct.

But that's exactly why you shouldn't be the one building your brand.

You can't build a thriving, resilient brand from inside the fog.

6 SIGNS YOU MIGHT HAVE

"founder's fog

WHAT YOU NEED



YOUMIGHT HAVE "FOUNDER'S FOG" IF...

- Every detail feels life-or-death every color, every word, every half-finished Canva draft.
- You try to say everything, and end up saying... nothing.
- Your design reflects your **personal taste** and viral trends, *not* what your ideal audience actually resonates with.
- You know chasing trends and algorithms isn't a long-term solution, but you're **too busy** to create a unique voice that actually *holds* their attention.
- Endless options, feedback loops, and "one more tweak" cycles have you spinning in circles and second guessing yourself.
- You've lost sight of the part of your story that actually matters to your audience.

YOU DON'T NEED ANOTHER COOKIE-CUTTER TEMPLATE.

YOU NEED A FRESH PERSPECTIVE.

That's what this process does.

It takes your long origin story, your half-finished ideas, your scattered visuals and turns them into a clean, cohesive Brand Style Guide that'll be **your roadmap for years to come.**

You built it.

I shine a light on the path.

O1. BRAND SPRINT

For entrepreneurs, nonprofits, and small businesses who need a strong storytelling foundation.



OZ. BRAND BOOST

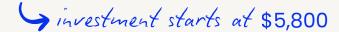
For growing businesses that want consistent, multi-channel storytelling and thought leadership.





OS. BRAND OVERHAUL

For leaders and organizations ready to elevate their voice with full-service storytelling.







Working with Lily is a joy. She is easy to collaborate with and brings genuine empathy to each project. Her keen insights and deep understanding guide projects to success while bringing the brand voice to light.

Katie Stewart
Principal Designer at & Rose Creative

Lily has **significantly elevated** the communication of our organization. She brings a sense of wonder and discernment to the strategic planning of communications and **implements flawlessly**.



She is an asset to any organization seeking to make their communication **relevant** and **engaging**!

Susie Fikse Executive Director of Hope for San Diego



Let's connect!

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