



Aslan

DESIGN & BUILD

DESIGN

WEB & MESSAGING

Aslan

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Designed Like You

BACKGROUND

Aslan Design & Build, formerly operating as Alsan Interiors, was providing high-profile projects extending beyond the 'interiors' of which their name suggested. As the business grew, they chose to strategically redesign themselves as Aslan Design & Build; an all-in-one design and build firm.

They needed more than a redesign. They needed a comprehensive rebranding project that transitioned them from a specialized interior design business to a holistic design and build firm that stood out in the market.

OPPORTUNITY

After parting ways with the designer who drafted their brand visuals, Aslan was in search of someone to bring their vision into their reality.

I partnered with Alsan as Brand Identity Design & Strategy Consultant. Tasked with taking over from the initial rebranding efforts, I conducted in-depth consultations with the company's owner and Marketing Manager to develop a brand identity strategy. This involved, among others, proposing a fresh brand messaging approach, a defined value proposition, and brand design support across web and print.



TASKS & ACCOMPLISHMENTS

- Led stakeholder discovery sessions to align on brand vision, project goals, and strategic direction.
- Partnered with the client to assess and refine their evolving brand style guide.
- Guided target audience definition through collaborative workshops and strategic analysis.
- Crafted a distinct value proposition and narrative-driven brand story to elevate identity, positioning, and engagement.
- Developed the tagline "Designed Like You" to blend industry language with customer empathy and faith-driven values.
- Refined logo design to enhance typographic precision, spacing balance, and visual cohesion.
- Applied cohesive branding across the website, optimizing structure and layout within platform limitations.
- Designed digital and physical brand collateral, including transportation graphics and signage mockups.

Designed Like You

WEB DESIGN

BUSINESS CARDS

SOCIAL MEDIA

VEHICLE WRAP

LOGO OPTIMIZATION

CLIENT FEEDBACK

"Dan was extremely helpful in helping us reach the finish line in transitioning to our company's new branding. He advised on our marketing plan and helped us better understand who we were as a company and how to position ourselves in the marketplace. He revamped our website according to our plans and was an incredible asset to us. He really helped our company go to a new level of professionalism and polish in the online realm."

Ryan Stones
Designer, Project Manager, & Partner

"I appreciated the thorough and methodical discussions we had about our brand and marketing plan. Dan was a steady hand guiding us through the process of rebranding and updating all of our marketing materials. The custom tailored results were just what we needed."

Ryan Stones
Designer, Project Manager, & Partner