

BRAND & WEBSITE CASE STUDY



Kieda's
CREATIONS

— handmade with heart —



a full brand identity & custom website

How a handmade crochet shop went from a locked, generic template to a complete brand and a custom site the owner runs entirely herself.

DESIGNED & BUILT BY V STUDIO ILLUSTRATIONS • NIXA, MO

The Project

01

Kieda's Creations is a handmade crochet shop run by Kieda out of Erie, Pennsylvania. She makes crochet critters, hats, blankets, embroidered butterfly squares, resin critters, and keychains, selling on Etsy and Facebook with dreams of craft fairs and a shop of her own. A fox, drawn by her fiancée, has always been the heart of the brand.

CLIENT	INDUSTRY	SCOPE	HOURS
Kieda's Creations	Handmade / Crochet	Brand + Web + Social	23 hrs

The Challenge

Kieda already had the talent and the products. What she didn't have was a brand or a site that did her work justice. Her old page was a generic, locked template she couldn't edit, full of stock copy that sounded nothing like her, with no link to her actual shop.

WHERE SHE STARTED

- Generic template on someone else's account
- No way to edit her own content
- Corporate filler copy, not her voice
- No link to her Etsy shop
- The fox mascot was never used

WHERE SHE LANDED

- A complete, ownable brand identity
- A custom site she edits herself, no code
- Warm copy written in her real voice
- Every button drives to her Etsy
- The fox is now the whole brand

Every project starts with structure before any art. I documented the goals up front, locked a direction with the client, then built outward from the brand into the website and social. 23 focused hours across several days, start to finish.

01 Discovery & intake

A full questionnaire and project scope to capture what she sells, who buys it, the story behind the fox, and even her color dislikes, before a single pixel was drawn.

02 Brand direction & color

Presented warm-woodland vs. warm-plus-jewel directions side by side. She chose the jewel route, which became the cocoa, rust, cream, green, and pink palette.

03 Logo system

Refined the original hand-drawn fox into a polished mascot and merged it with a serif K, then built out a full family of logo lockups and marks.

04 Custom website build

A hand-built site on her own subdomain with a private admin panel so she can edit every word, link, and photo herself without touching code.

05 Social kit & handoff

Facebook cover and profile art, seamless patterns, product banners, and a written brand guideline so the look stays consistent everywhere.

Brand Identity

03

The fox her fiancée drew was the one thing that had to stay. I cleaned it up into a confident, slightly mischievous mascot and curled it around a bold serif K for her name, so the character and the wordmark read as one mark. From there, a full system that works at any size and in any place.



PRIMARY LOGO



FOX & K MARK



KC MONOGRAM



HORIZONTAL LOCKUP • WITH THE “HANDMADE WITH HEART” TAGLINE

Color & Type

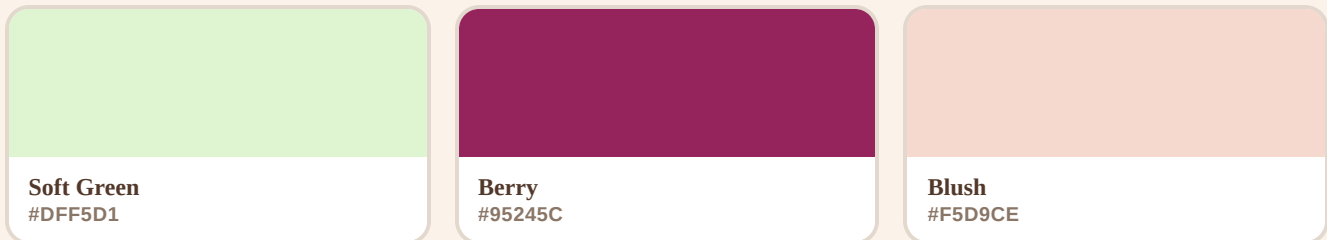
04

The palette captures the brand in one breath: cozy, woodsy, and a little playful. A warm base does the heavy lifting, with green and pink as the spark. Olive green was excluded on purpose, straight from the client's own intake.

MAIN COLORS



SUPPORTING COLORS



Typography

Kieda's Creations

DISPLAY SERIF

A warm, classic serif gives the brand its handcrafted, heritage feel for names and headlines.

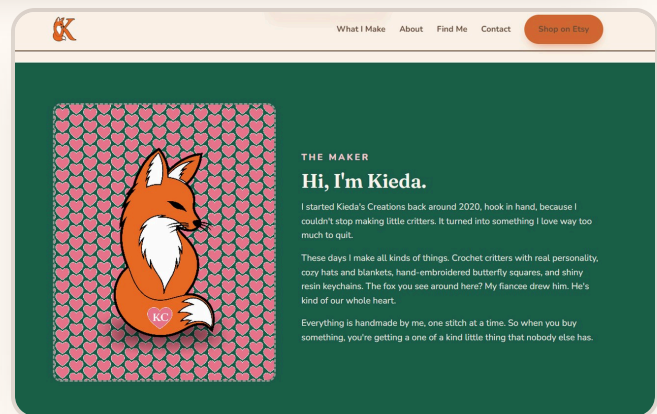
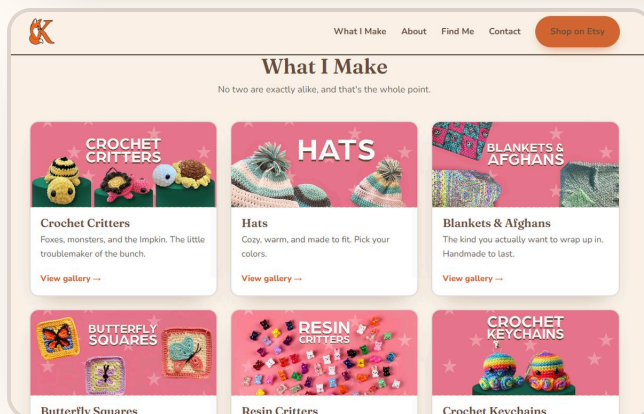
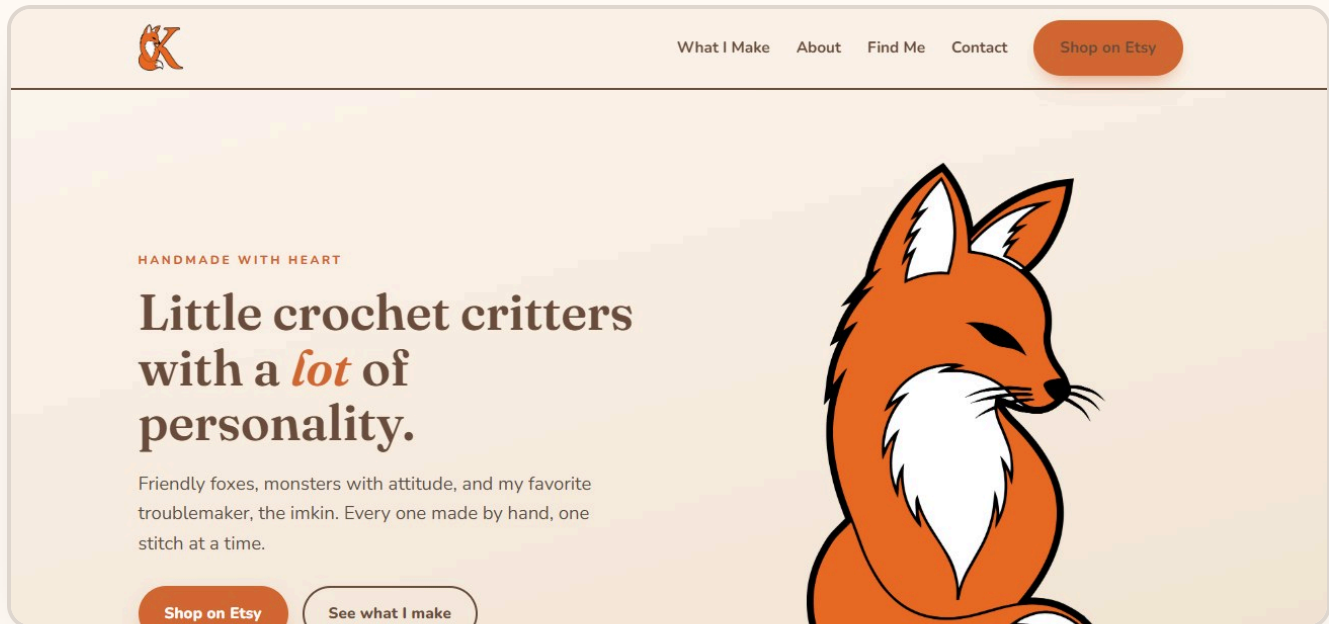
ROUNDED SANS

A soft, friendly sans-serif handles the tagline and body text. Approachable, never corporate. On the web, the brand pairs Fraunces with Nunito to keep print and screen in sync.

The Website

05

A custom-built site on her own subdomain, designed around one job: send visitors to her Etsy. The catch was that Kieda is not a coder, so the whole thing was built so she can run it herself.



Self-editing admin

A private, password-protected panel lets her change any text, link, or photo with no code, and nothing she can break.

Product galleries

Each category opens its own gallery with a click-to-enlarge lightbox and unlimited photos she uploads herself.

Contact form

Messages land straight in her inbox, with spam protection and a backup copy so nothing is ever lost.

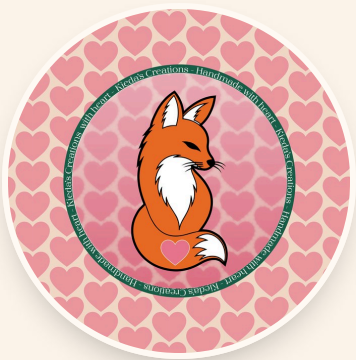
Built secure & mobile

Hashed login, locked-down uploads, and a fully responsive layout that looks right on every phone.

A set of bold category banners gives every product line its own look, on the site and across her socials.

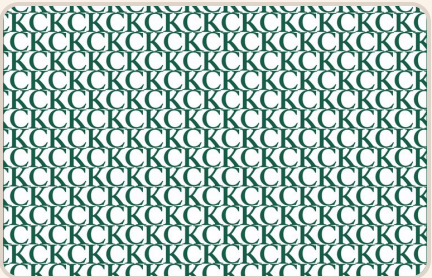
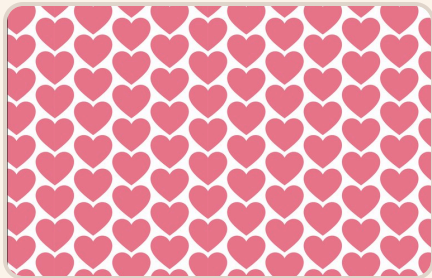


FACEBOOK COVER



PROFILE BADGE

A matching profile badge with a circular “handmade with heart” seal, plus seamless patterns for backgrounds, packaging, and future print pieces.



Everything Delivered

07

- ✓ Brand strategy, positioning & voice
- ✓ Refined fox mascot & full logo system
- ✓ Written brand guideline document
- ✓ Self-service admin panel (no code needed)
- ✓ Working contact form to her inbox
- ✓ Product category banners (6 lines)
- ✓ Custom color palette with hex codes
- ✓ Primary, horizontal, mark & monogram lockups
- ✓ Custom-coded website on her own domain
- ✓ Product galleries with unlimited photos
- ✓ Facebook cover & profile artwork
- ✓ Seamless patterns for print & packaging

LET'S BUILD YOURS

Want this for your shop?

I work with makers and small businesses of every size and budget to build brands that actually feel like them. From a single logo to the full works.

WEBSITE

vstudioillustrations.com

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