The way we help you develop your identity is based on your objectives.

*What makes a good visual identity work for others does not necessarily apply to your business, your market, or your personality.*

Specific design features in a company belong to this company. Trying to replicate them does not make your brand unique. This is what makes studying your identity so important. We can then create your brand from the ground up.

Too many pre-made design package are available on the internet. The danger of having something that is copied, that do not make sense, or that is just ugly, is to have regrets on the long run and being forced to repeat this process all over again, costing you money and time.

Your business is not taking care of your visual identity and knowing all the tools to develop it. We understand that your time is valuable, it is meant to be used to grow your company and stay competitive.

You are not in the business of creating your identity.

Panam Design is. Let us do the hustle.

The reason your products or services are unique is how you present them to the world.

Anything can be found anywhere else in the world, cheaper and delivered faster. What drives potential customers to your company is your brand. It is made of everything potential clients would like to feel about a company, and what they say about it. It could be anything, or this very thing in particular.

The thing is, until your brand is not fully developed, you do not have access to this information yet, unless we use a different approach.

We need to understand the behavior of your potential clients before designing anything.

Developing your brand from your client’s perspective gives us the clarity to target specific patterns that attract interested visitors and turn them into dream customers. Once your dream customers are happy and satisfied, you start growing a tribe (community) made of individuals that share same passions, goals, and activities.

So there are things that a lot of customers have in common. Not only do they share similar fundamental human feelings, but also brands. A brand is unique but it has the particularity to be shared amongst tribes.