

be branding & coaching



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BRANDING AGENCY

be brave be unique be you



WE CREATE MAGNETIC BRANDS

Creative and personalized solutions for
businesses and personal brands



WHO WE ARE

At Be Branding & Coaching, we believe in the power of brands that truly connect. We are a team of passionate creatives dedicated to helping entrepreneurs and professionals find their voice, strengthen their image, and make their businesses shine. We combine creativity with strategy and a personal touch to offer you unique solutions that reflect your essence and help you reach your goals.

We firmly believe that every project and business carries the potential to leave a lasting impression. Our passion is to support dreams and make them flourish in reality. Join us on this journey and discover the power of our winning formula.

Claudia & Victoria

FOUNDERS



GET TO KNOW US

OUR TEAM

Creative, passionate, and committed. Each member of Be Branding & Coaching brings their broad experience and personal touch to every project. Together, we turn ideas into powerful brands, always with a close and personalized approach.



CLAUDIA REYES

Founder &
Project Manager & Coach



VICTORIA DA SILVA

Founder &
Creative Director

PROGRAMS AND SERVICES



Do you want to stand out in the digital world and become an irresistible brand? With our 'MAGNETIC BRAND' program, we will provide you with the tools and support you need to discover, strengthen, and enhance your brand.

This will allow you to take your business to the next level and communicate who you are and all the potential you have to conquer your market effectively and impactfully.



Discover your unique identity and shine with your personal brand. Through personalized mentorship and coaching, we guide you on a journey of self-discovery to strengthen and project your unique essence, allowing you to stand out both professionally and personally. Thanks to our collaborative and creative approach, we equip you with the tools necessary to transform your identity and authenticity into your most valuable asset. Make your personal brand not only visible but also resonate and leave a lasting impression.

BRANDING & REBRANDING :

- Design consulting
- Design research
- Competitive analysis
- Brand strategy
- Logo creation
- Visual identity development
- Brand manual
- Rebranding
- Tone of voice creation

WEBSITES :

- Custom web design
- Landing page development
- E-commerce design and development
- UX/UI optimization
- User experience (UX) audit

COACHING :

- Personalized coaching sessions
- Personal brand development
- Leadership coaching for entrepreneurs
- Strategic branding coaching
- 1:1 mentoring for growing businesses

SOCIAL MEDIA DESIGN :

- Custom template creation
- Consistent and attractive feed design
- Stories and reels design
- Social media branding kit

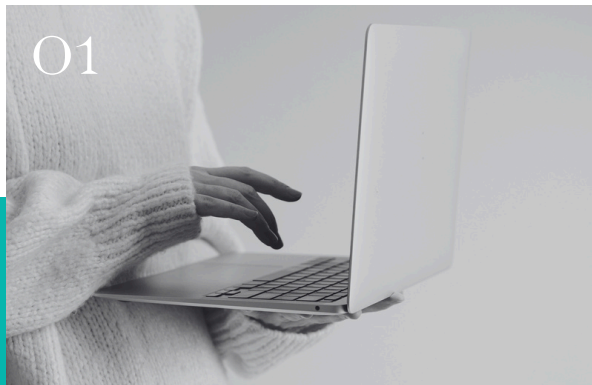
TRAININGS :

CANVA - ARTIFICIAL INTELLIGENCE - SOCIAL MEDIA - COACHING

OUR PROCESS

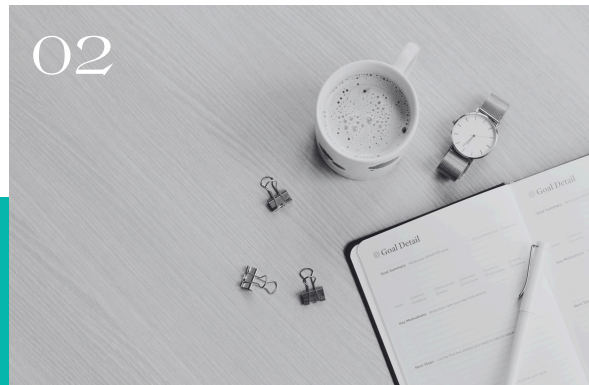
Discovery Session

We start with a call or meeting to understand your needs, objectives, and determine which of our services or programs best suit your business or venture.



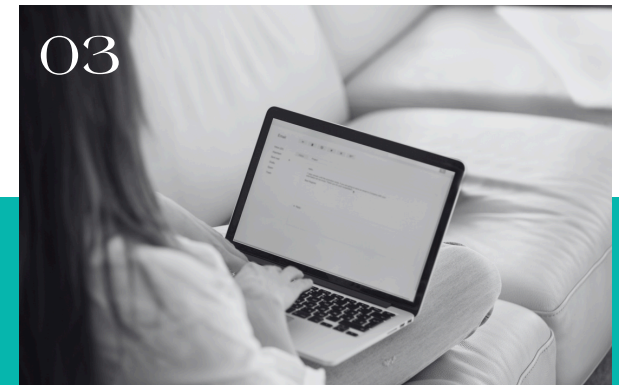
Strategy and Planning

We then work on a personalized strategy that addresses your opportunities, designing a plan for the services, whether it's coaching, branding, website design, or social media. At the same time, we create the initial visual concepts.



Delivery

Once the strategy is set, we refine all visual or digital assets, ensuring everything aligns with the established goals. Finally, we deliver all necessary files and guide you through the implementation process for effective results.



BRANDING

In the Imagen & Trascendencia project, we carried out a complete brand transformation, starting with a detailed audit to identify key opportunities for improvement and enhance the brand's communication. This process included a series of strategic meetings and the design of a new branding that reflects the client's vision and values. The project culminated in the delivery of a brand manual and the effective implementation of the new concept across various digital channels.



SERVICE: BRAND UP

CLIENT
IMAGEN &
TRASCENDENCIA



BRANDING

The project was developed within our "Marca Magnética" program, where we collaborated with Spica Construction in creating their branding. From the initial analysis to the implementation of strategies, we strengthened their market presence and improved their communication. The process concluded with a distinctive corporate design and a consistent presence on social media, establishing a solid and authentic image for their growth.



PROGRAM: MARCA MAGNÉTICA

CLIENT
SPICA
CONSTRUCTION



BRANDING

For "Amore Mio", a vibrant and visionary brand, we embarked on an exciting image creation project. Our main goal was to capture its unique essence and position it as a distinctive brand in its sector. We are proud to have collaborated in this process, from the initial design to the creation of its complete corporate identity.

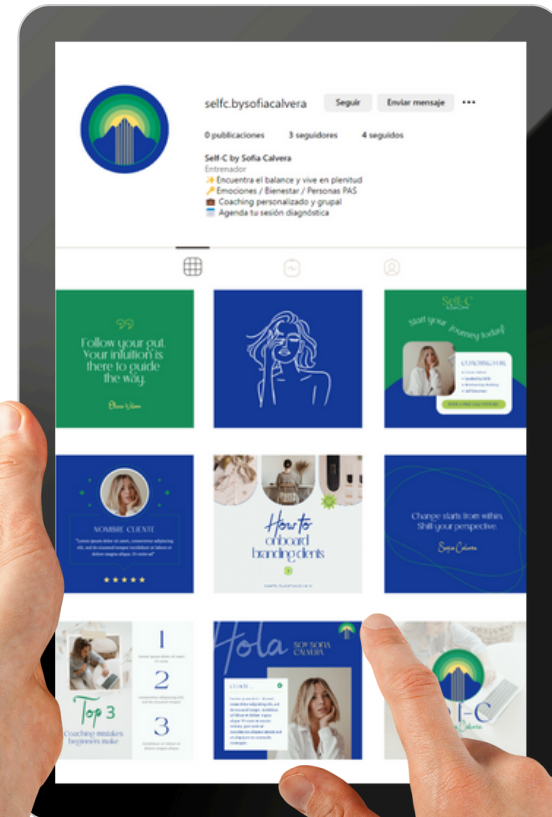
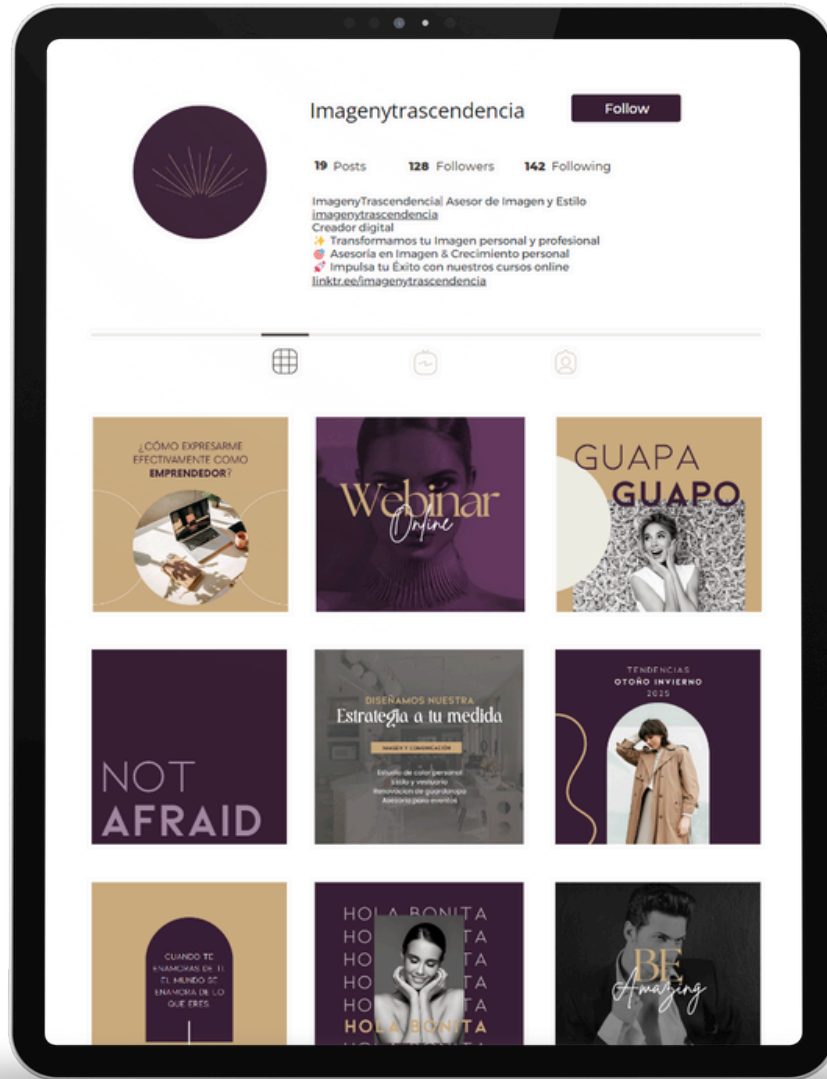


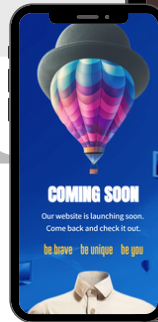
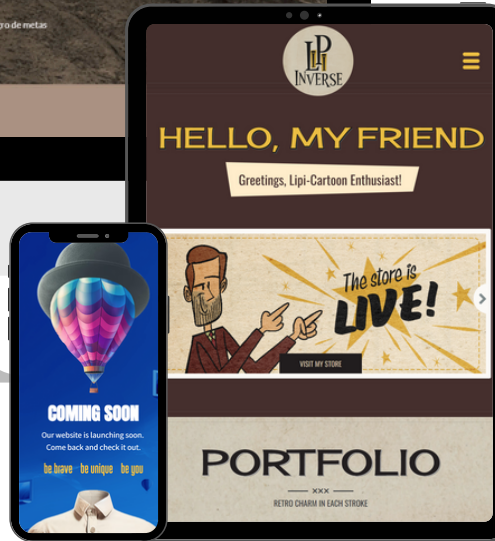
SERVICE: BRAND UP

CLIENT
AMORE MIO



SOCIAL MEDIA





WEBSITE



DESIGN

FUNCTIONALITY

USABILITY

WHAT OUR CLIENTS SAY



"I want to express my gratitude to Be Branding & Coaching for being by my side, accompanying me on this wonderful journey of building my personal brand as a coach."

Paula Muñoz
Chile



"Be helped me create my brand and take it to a level beyond what I initially expected. Moreover, they connected with me, my emotions, and my surroundings. They are very close and supportive."

Francisco Diaz
Spain



"My experience working with the ladies at BE has been an interesting journey. I felt like I found the perfect team to support me in my illustration business venture."

Lina Pinilla
United States

The only Impossible Journey
is the one *you never take*

Tony Robbins

NEXT STEPS

READY TO MOVE FORWARD?

www.bebbrandingcoaching.com

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Thank you for reviewing our portfolio. If you're ready to move forward with the project or would like to discuss it in more detail, please contact us by clicking the button below.

CONTACT US

