



About AileenDesigns

You bring the goals. I bring the thinking, the building, and the follow-through.

AileenDesigns is a strategy-first marketing and design studio led by Aileen Casey. I partner with businesses that want senior-level marketing leadership, clear direction, and thoughtful execution—without the overhead of a full-time team or the complexity of managing multiple vendors.

From fractional CMO support to branding, design, and focused strategy sessions, everything is handled with intention—so you can focus on running your business, not managing the work.

Brandkamp.com/AileenDesigns

Aileen@Aileendesigns.com
(860) 803-4281





LOGO DESIGN:

A logo is one of the most important elements of your brand. It's a visual shorthand for who you are and what you do, and it should feel intentional, aligned, and easy to recognize.

My logo design process is strategy-led and collaborative. Each project begins with research and exploration, followed by the development of three initial design concepts. We review the designs together, refine the direction through up to three rounds of revisions, and shape a final mark that feels right for your business and built to last.

Final deliverables include a complete logo package with native design files, color and black-and-white versions for print and digital use, and brand documentation outlining color palettes and fonts—so your logo works consistently wherever it appears.

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BRAND DESIGN:

A strong brand tells a clear, consistent story across every touchpoint. It builds recognition, trust, and confidence over time.

My branding services focus on creating cohesive visual systems that support your business goals. From core marketing materials to a documented brand guide, everything is designed to work together—clearly, intentionally, and with longevity in mind.

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DESIGN SERVICES:

Every piece of marketing collateral is an opportunity to reinforce your brand and make your message clear. From brochures and direct mail postcards to presentations and ads, well-designed materials help your business show up consistently and professionally—both in print and digital spaces.

My design services are strategy-led and fully handled. We start by aligning on goals, messaging, and brand guidelines. From there, I design the materials, write supporting copy, and source photography as needed. Projects move through up to three rounds of refinement, and final pieces can be printed and delivered when required. The result is cohesive, effective design without the need to manage multiple vendors.

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DESIGNS



MONTHLY SERVICES:

Consistent marketing builds visibility, trust, and momentum over time. Social media, newsletters, and blog content work best when they're aligned with your brand and supported by a clear plan—not created on the fly.

My monthly services combine strategy, copywriting, and design into one seamless process. I take the time to understand your brand, develop a content plan, and handle the execution—so your messaging stays consistent and intentional across channels without adding to your workload.

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CMO SERVICES:

Marketing needs leadership—not more activity—so it becomes intentional, measurable, and easier to manage, built to support real growth.

As a fractional CMO, I work alongside leadership teams to bring clarity and structure to marketing. I help set direction, prioritize initiatives, and build systems that support smarter decision-making—so marketing works as a business function, not a collection of tactics.

This work typically includes:

- Defining marketing strategy and priorities
- Building and managing marketing budgets
- Creating clear marketing plans and roadmaps
- Developing dashboards to track performance and ROI
- Aligning marketing with sales and leadership

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