

SECTION 1: HERO

Brilliantly Branded, Brilliantly You

Strategic branding, web and content design for passionate, women-led businesses.

SECTION 2: FOUNDER BIO

Headline: Hi! I'm Kayte, Your Design Guru

Body Copy:

Let's get right to it: I didn't always think I'd become a designer. For years, I poured my energy into competitive athletics, not business. It wasn't until the world slowed down during COVID that I discovered something surprising: I didn't hate work, I just hated working in environments that didn't align with my values.

After ditching the corporate life and stepping into the freelancing world—namely, web design, SEO and copywriting—I realized I was already doing the work I loved. I just needed to share that passion with the world.

Next step? To start a business, of course! In July 2022, I launched Kayte Gyles Creative (KGC), a bespoke branding and design studio for women deeply passionate about what they do.

A teenage cancer survivor, I carry a perspective that shapes everything I create. Having lived through loss, survivor's guilt and rebuilding my sense of worth, I know what it means to stop living in fear and finally step into your gift. That lived experience shows up in my work every day: in the way I see clients *clearly*, hear their voice *deeply* and reflect their *brilliance* back to them.

Today, I specialize in custom branding, content and web design for women-led businesses who want more than a logo; they want a cohesive, purposeful identity that grows with them for years to come.

I've had the pleasure of playing with the color wheel for BRAND, finding *the perfect* font for BRAND, crafting a killer social presence for BRAND, and much, much more.

Clients often say my superpower is hearing what they're trying to say—sometimes before they've uttered a word—then bringing it to life both strategically and visually. And I'd love to do the same for you, friend!

SECTION 3: FUN FACTS

Headline: Less Business, More Kayte

- I live just outside Vancouver, BC, but work with women across North America and beyond!
- Teenage cancer survivor, and stronger because of it.
- Former competitive curler (yes, really).

- My Corgi, Frasier, is my unofficial DOJ (Director of Joy). He may be small, but his executive presence is strong.
- I use way! too! many! exclamation points!—life's too short not to, right?
- I'm that brutally honest friend who'll always tell you what you need to hear, even if you don't want to hear it. This applies to my business, too!
- Have made potential clients cry on discovery calls—in a good way, of course—because they felt immediately seen.
- #1 belief: your brand should grow *with* you, not need replacing every two years.

SECTION 4: BRAND PROMISE

Headline: Get Your Business Noticed With Intentional Design

Body Copy:

At KGC, you don't just get a logo.

You get a brand that feels aligned.

A website that feels intentional.

A visual identity that makes you exhale and think, *"Where has this been my whole life?!"*

When you work with me, I'll do everything in my power to help you feel:

- *Inspired* to elevate
- *Relieved* knowing someone's got your brand's back
- *Confident* in what's to come
- Deeply *understood*
- *Excited + invigorated* by the work you do—because you'll have more time to do it!

I don't simply design what you ask for; I design what you need to push your business forward in a way that's most authentically you.

SECTION 5: BRAND STORY

Headline: The Story Behind KGC

Body Copy:

KGC was born from a refusal to keep playing small.

After years of corporate work and freelance contracts, I realized something simple but powerful: I had the ability to see people (and brands!) clearly, often clearer than they saw themselves.

I could hear their voice in the way they described their business.

I could feel their energy in the way they talked about their clients.

I could identify misalignment before they even realized it was there.

So I built a studio around that gift.

At KGC, nothing is accidental. Every design choice delivers purposeful cohesion, unabashed authenticity and an identity that grows with you.

Whether it's logo creation, website strategy or a complete content overhaul, I want to be your cheerleader, confidant and bestie at every step.

Your business sure as hell isn't temporary, so why should your branding be? That's where I come in.

***RECOMMENDATION: ADD CTA BUTTON HERE THAT SAYS: "LET'S CONNECT!"**

SECTION 6: BRAND MISSION + VALUES

Headline for Mission Section: The Heart of KGC

Subhead for Mission Section: Kayte Gyles Creative's mission is to create strategic, cohesive branding for women-led businesses that reflect who they are and who they're becoming.

***RECOMMENDATION: ADD CTA BUTTON HERE THAT SAYS: "ELEVATE YOUR BRAND"**

Headline for Values Section: What I Stand For

Passion Over Passive Work

Every project I work on for you is treated like one of my own.

Radical Honesty

Something with your visual identity not absolutely aligned? You'll know. You hired me for strategy, not flattery.

Client Advocacy

I am your biggest supporter! I go above and beyond because your growth is always the goal.

Longevity Over Trends

Your brand should grow and evolve as you do. I design with the future in mind.

Deep Listening

Your voice matters. My job is to *hear* it and *amplify* it. Oh, and you'll get beautiful branding in the process. A win-win for everyone!

RECOMMENDATION: ADD CTA BUTTON THAT SAYS: "READY WHEN YOU ARE!"

RECOMMENDATION: ADD CLIENT TESTIMONIALS SECTION

RECOMMENDATION: ADD INSTAGRAM FOOTER OR EMAIL NEWSLETTER SIGN-UP FORM