



Portfolio

THECOPPERPORTICO.COM



At The Copper Portico, we design brands that feel human and look extraordinary. Our process begins with curiosity and conversation, helping you build a brand that connects, inspires trust, and reflects what you stand for.

Our Services



Brand Strategy

We uncover what gives your brand meaning and shape it into a clear direction for growth. Through research, insight, and intuition, we help you find your voice, define your message, and align your team around a shared vision.

SCOPE OF SERVICES

- **Brand Audit:** Evaluate your current positioning and uncover opportunities for alignment and clarity.
- **Messaging Strategy:** Define your story, values, and voice so every message feels true to your brand.
- **Customer Profiles & Buyer Journey Mapping:** Understand who you serve, what motivates them, and how they connect.
- **Ongoing Brand Consulting:** Continuous guidance to help your brand evolve with consistency and intention.

Brand Design

We design visual identities that balance clarity and emotion. Every element—from logo to packaging—is created to express your essence and leave a lasting impression.

SCOPE OF SERVICES

- **Logo Design:** A custom logo that captures your brand's character and purpose.
- **Identity System (New and Refresh):** A cohesive visual identity for new or emerging brands.
- **Brand Architecture:** Organize and align visuals across products, sub-brands, and platforms.
- **Packaging Design:** Design that stands out on the shelf and speaks to your audience with elegance.





Brand Management

We make sure your brand looks, sounds, and feels consistent as it grows. From campaign design to marketing strategy, we bring coherence and beauty to every touchpoint.

SCOPE OF SERVICES

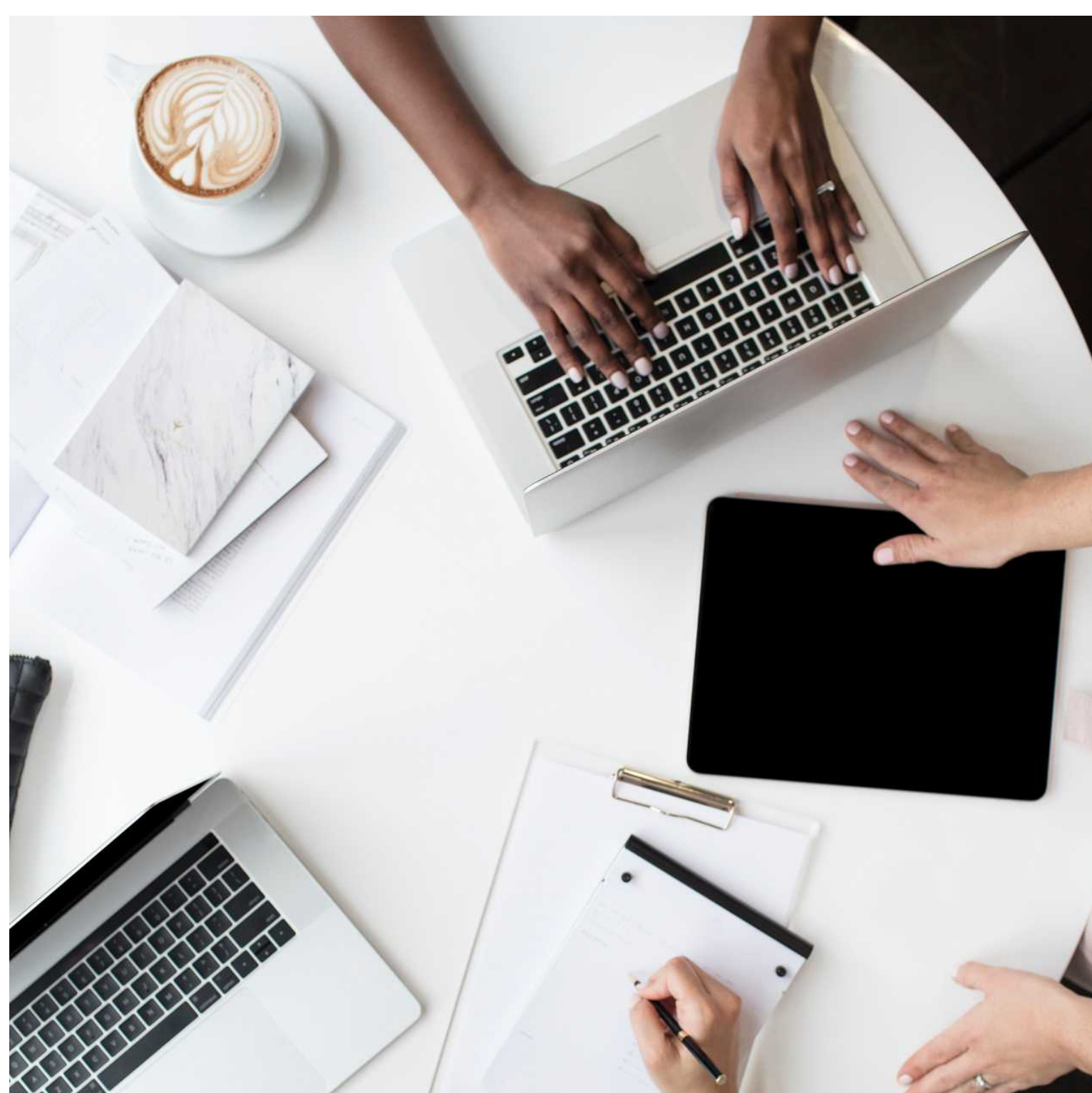
- **Marketing Strategy:** Smart, intentional plans that amplify your reach.
- **Print Collateral:** Brochures, catalogs, and branded materials that reflect your quality.
- **Digital Design:** Cohesive assets for websites, social platforms, and campaigns.
- **Editorial Design:** Visual storytelling that turns information into inspiration.
- **Brand Consulting:** Ongoing strategic and creative guidance for internal and external alignment.

Personal Branding

We help founders, executives, and creatives express who they are with clarity and confidence. Your personal brand should feel true to you—distinct, refined, and memorable.

SCOPE OF SERVICES

- **Visual Identity Design:** A tailored look and feel that reflects your individuality and values.
- **Social Platform Branding:** Consistent visuals across digital touchpoints.
- **One-Page Website Design:** A streamlined online presence that tells your story at a glance.
- **LinkedIn Strategy:** Profile and content alignment for visibility and credibility.
- **Personal Brand Coaching:** Guidance to grow your brand and communicate with confidence.



Web Design and Development

In partnership with [SwiftKick Web](#), we design websites that combine strategy, design, and technology to create seamless digital experiences. We handle the creative direction and visual identity while SwiftKick leads the development—ensuring your site is as functional as it is beautiful.

SCOPE OF SERVICES

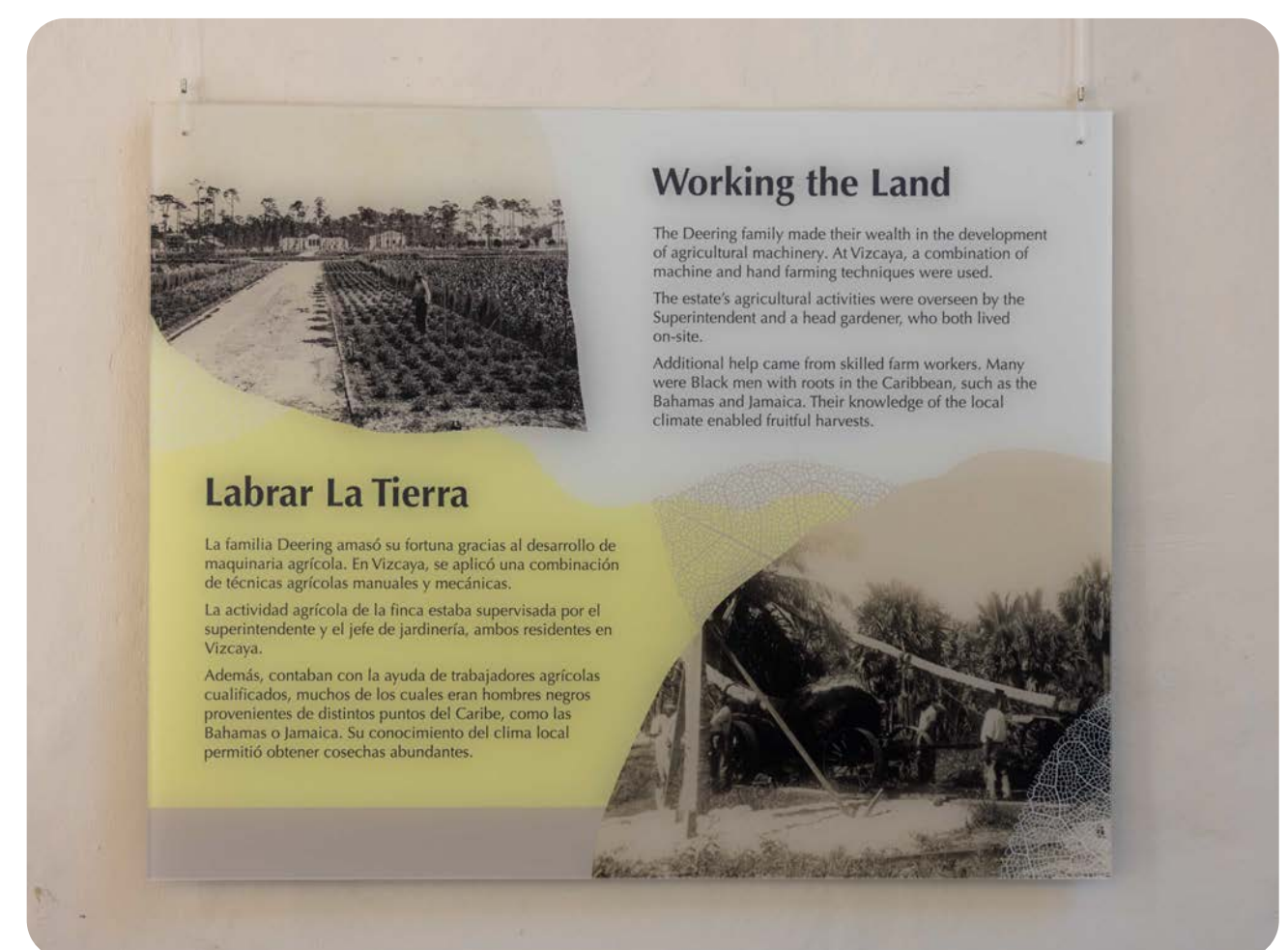
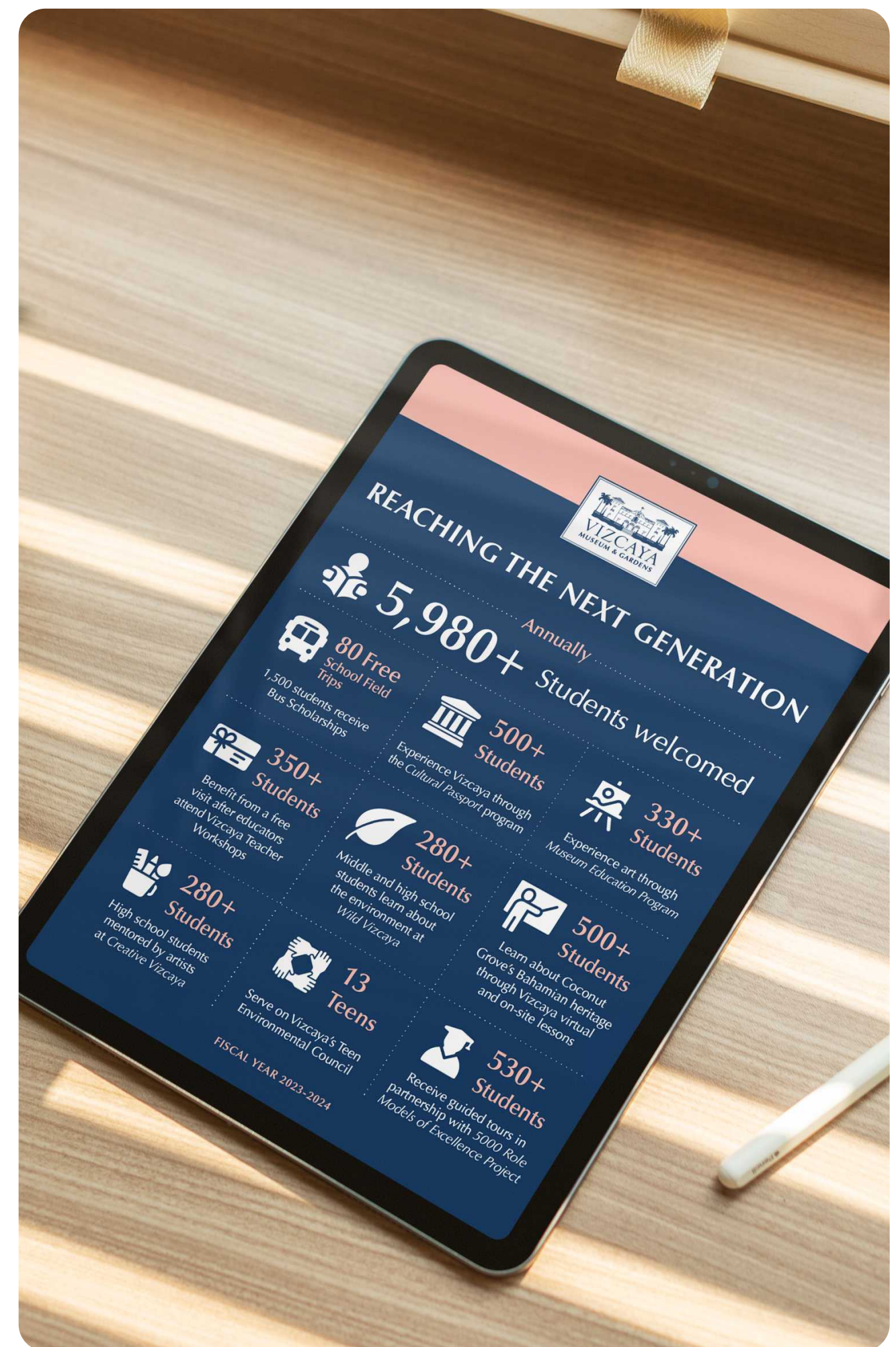
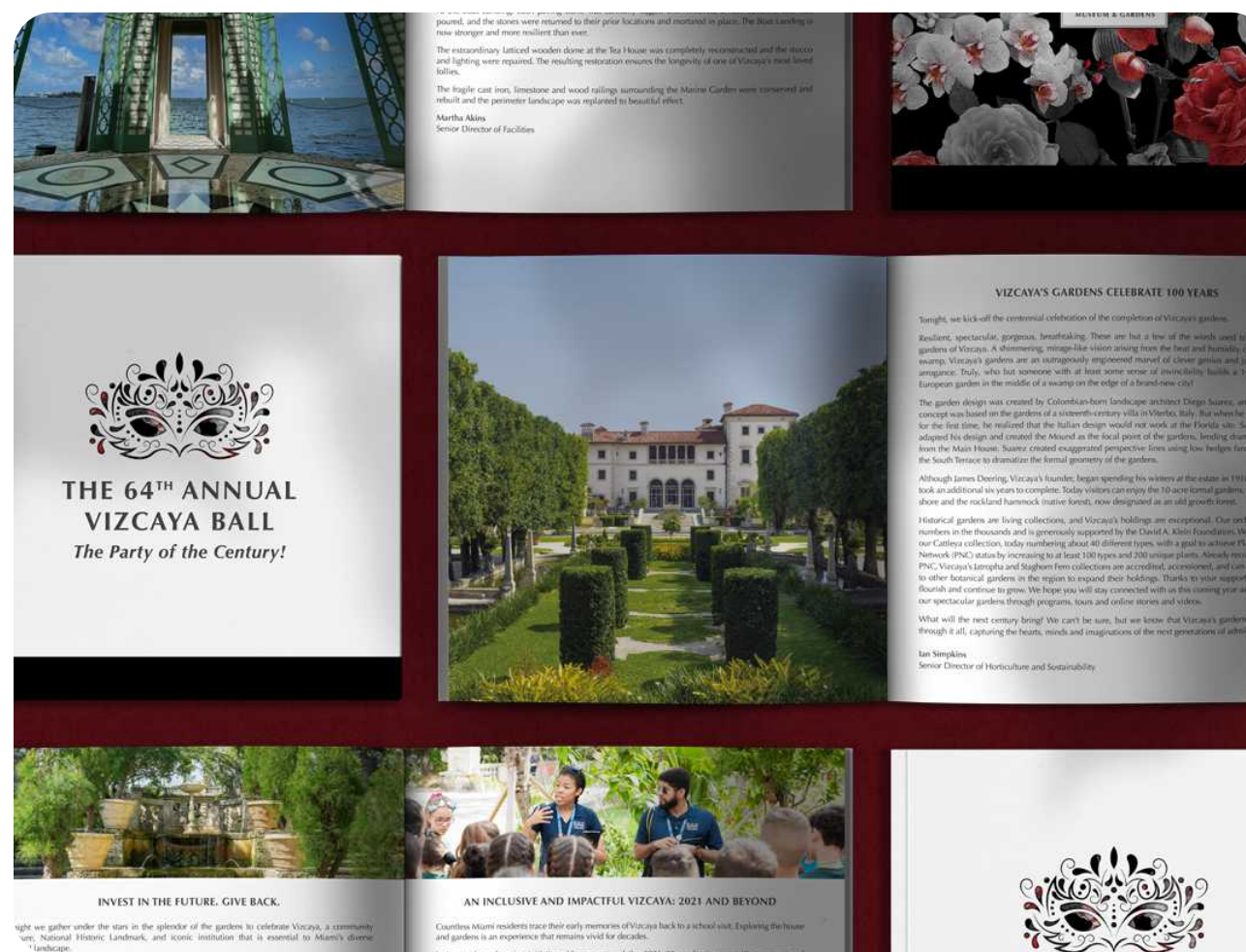
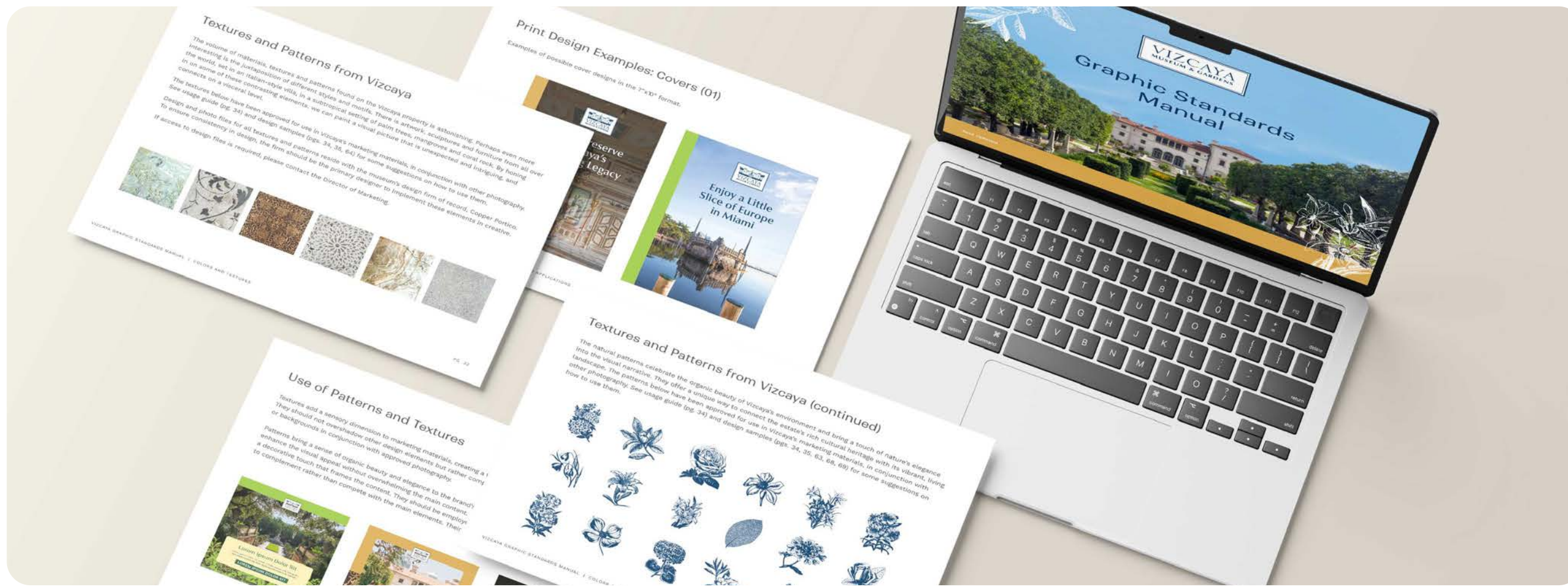
- **Creative Direction & Visual Design:** Design that aligns with your brand identity and storytelling.
- **Collaborative Development:** A flexible process with custom or WordPress-based solutions.
- **User Experience Design:** Intuitive navigation and clear user flow that support your goals.
- **Ongoing Website Support:** Continued collaboration to refine and evolve your site over time.

See Our Work in Action

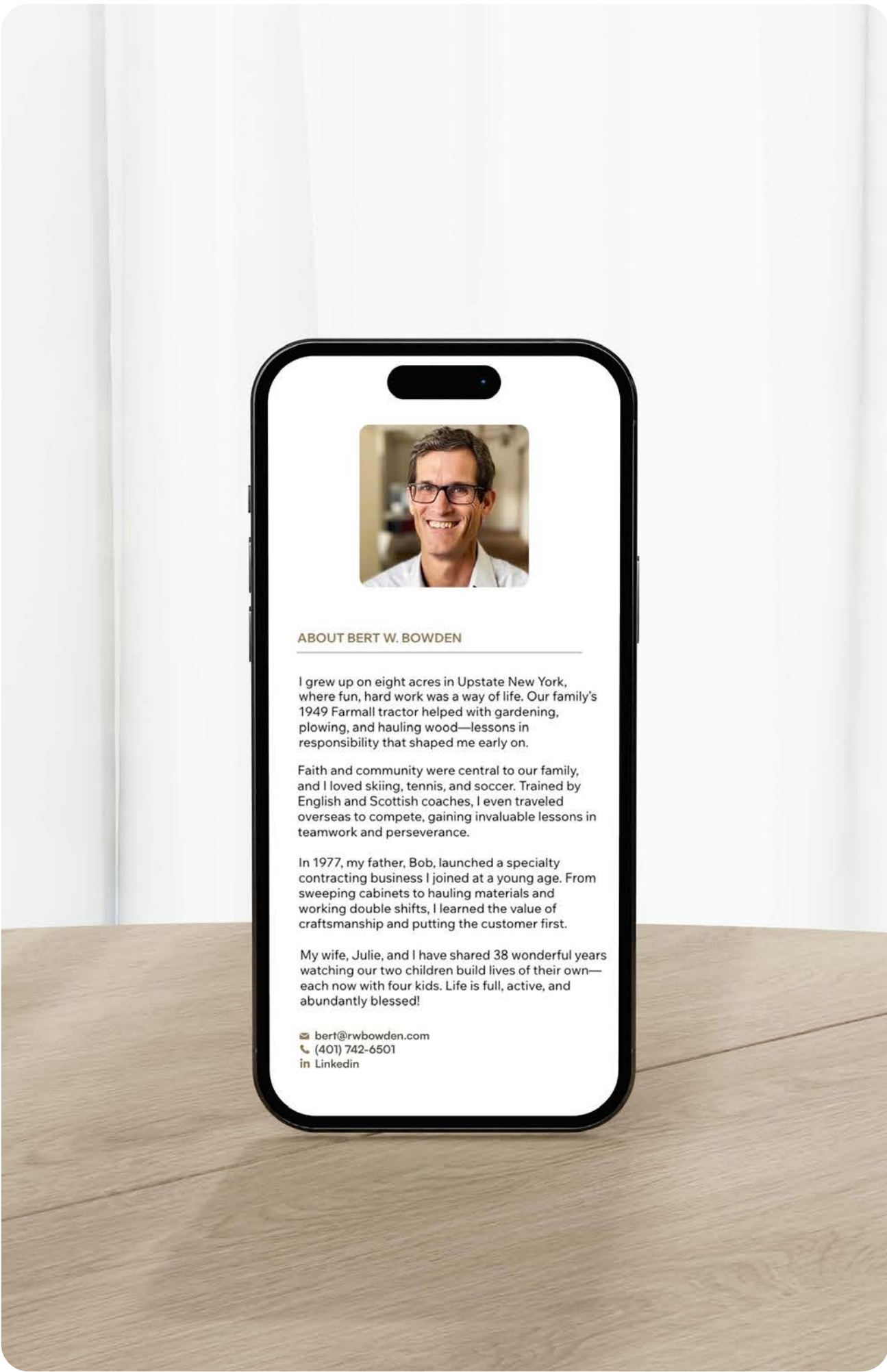
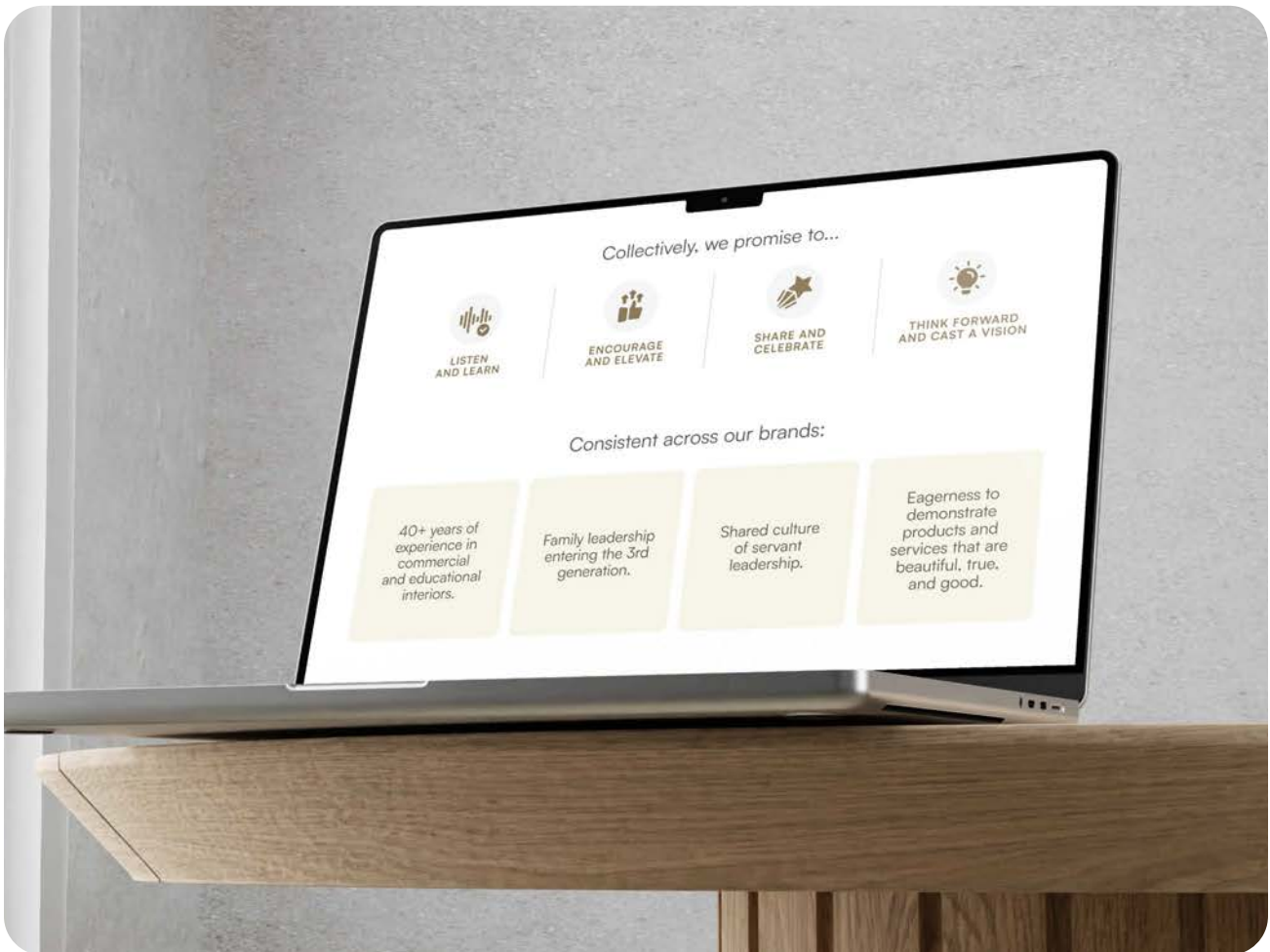
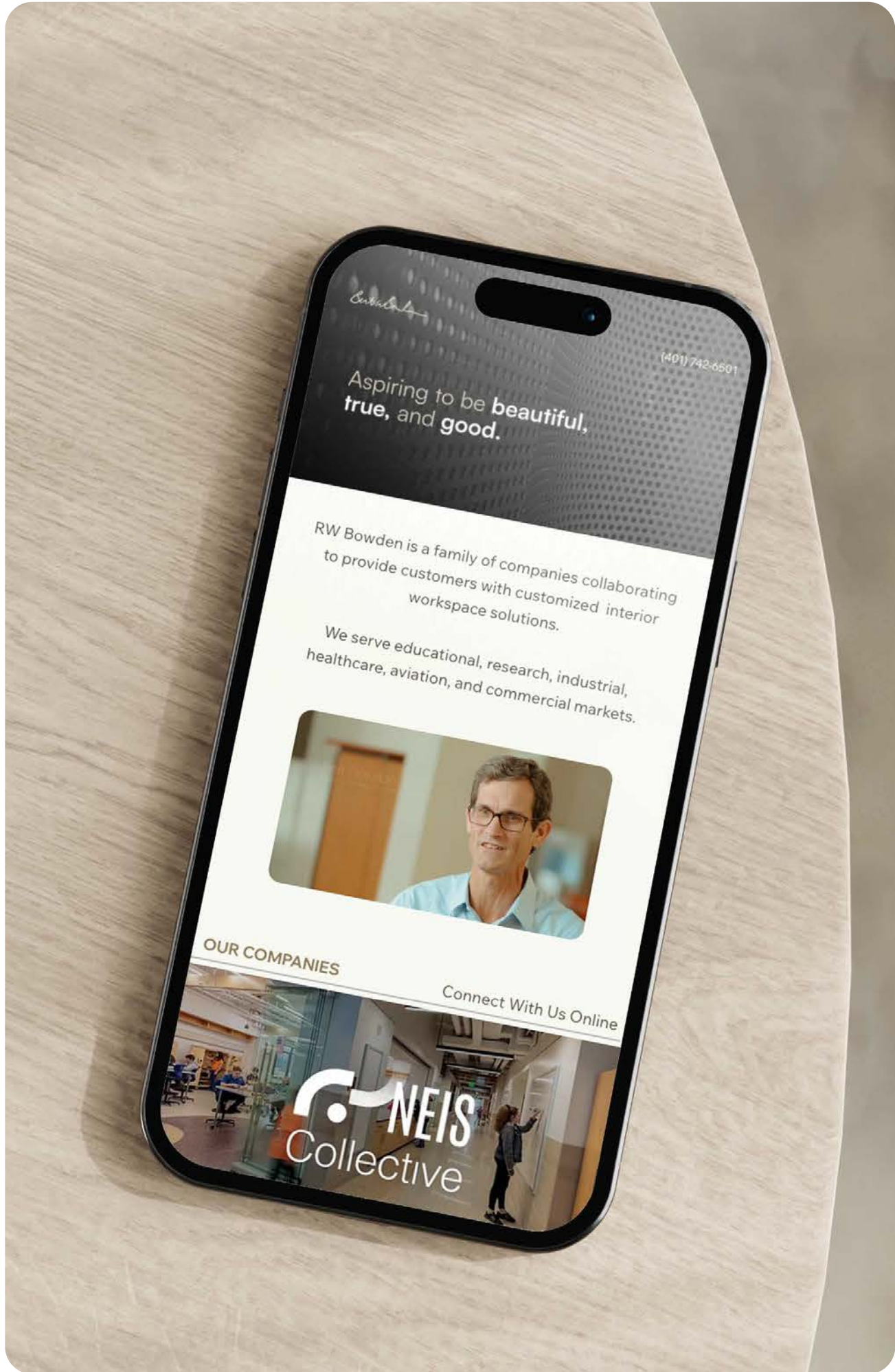
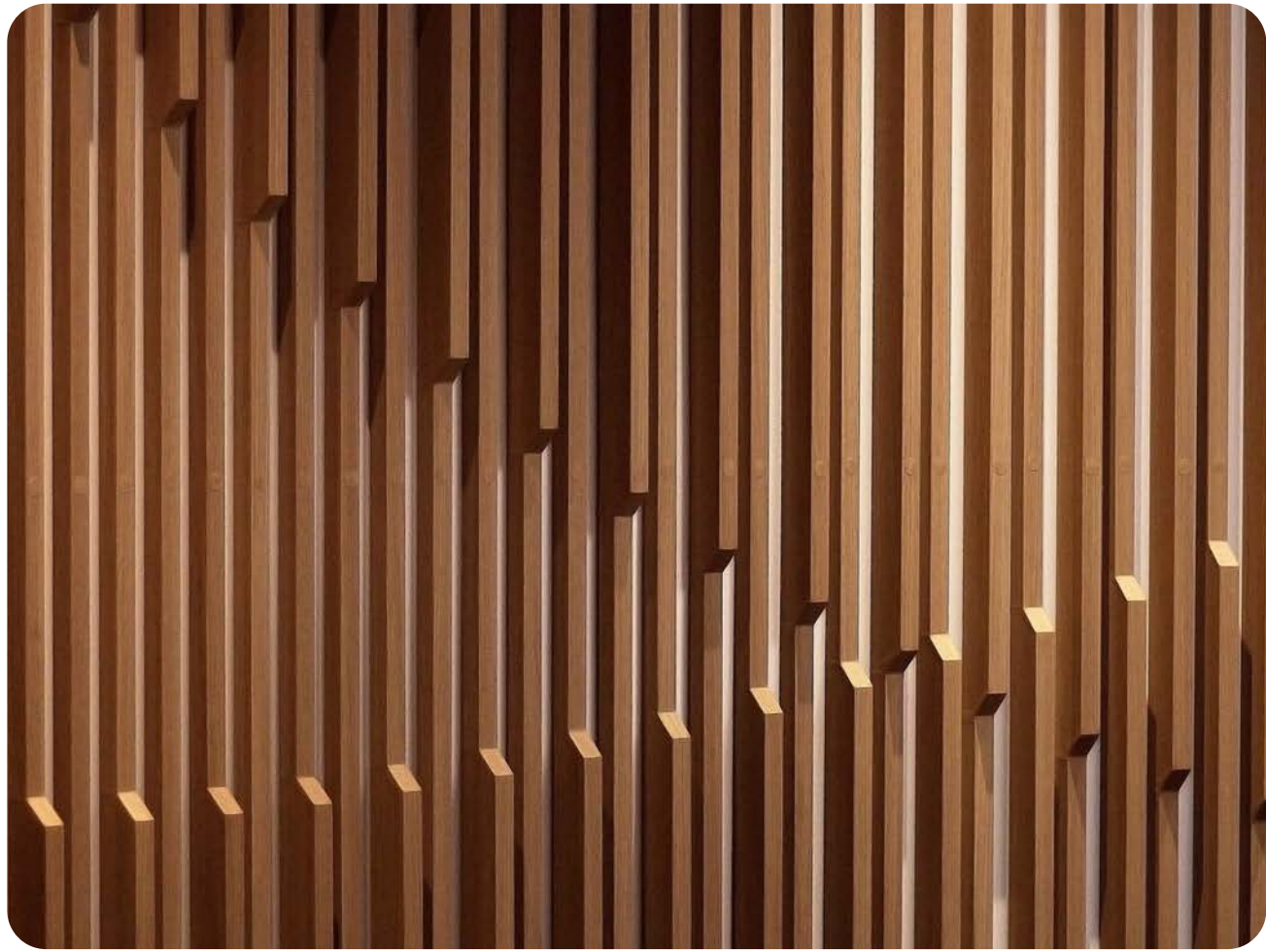
Explore how we've helped
brands grow, stand out, and
connect with their audience.



Vizcaya Museum and Gardens



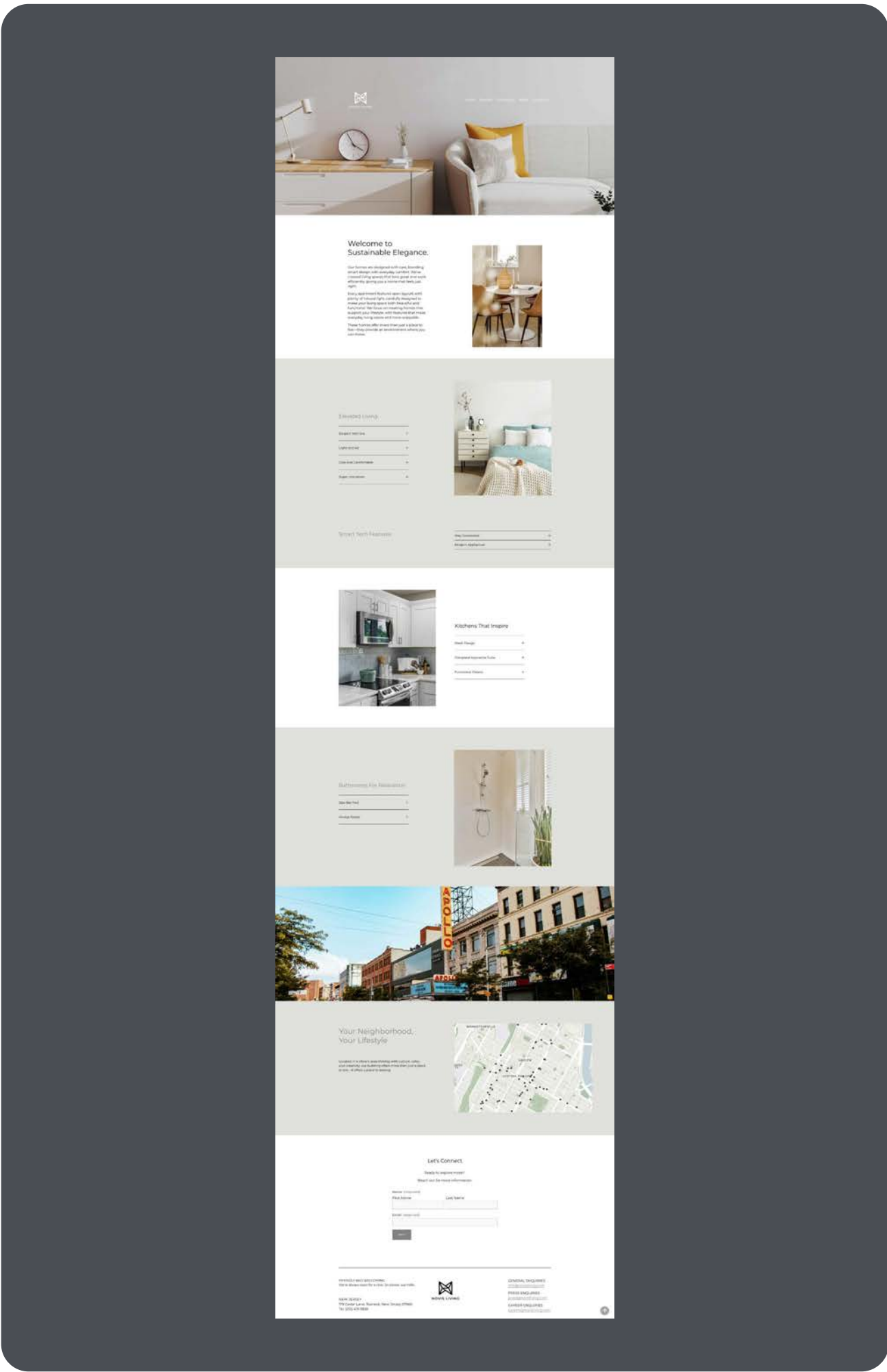
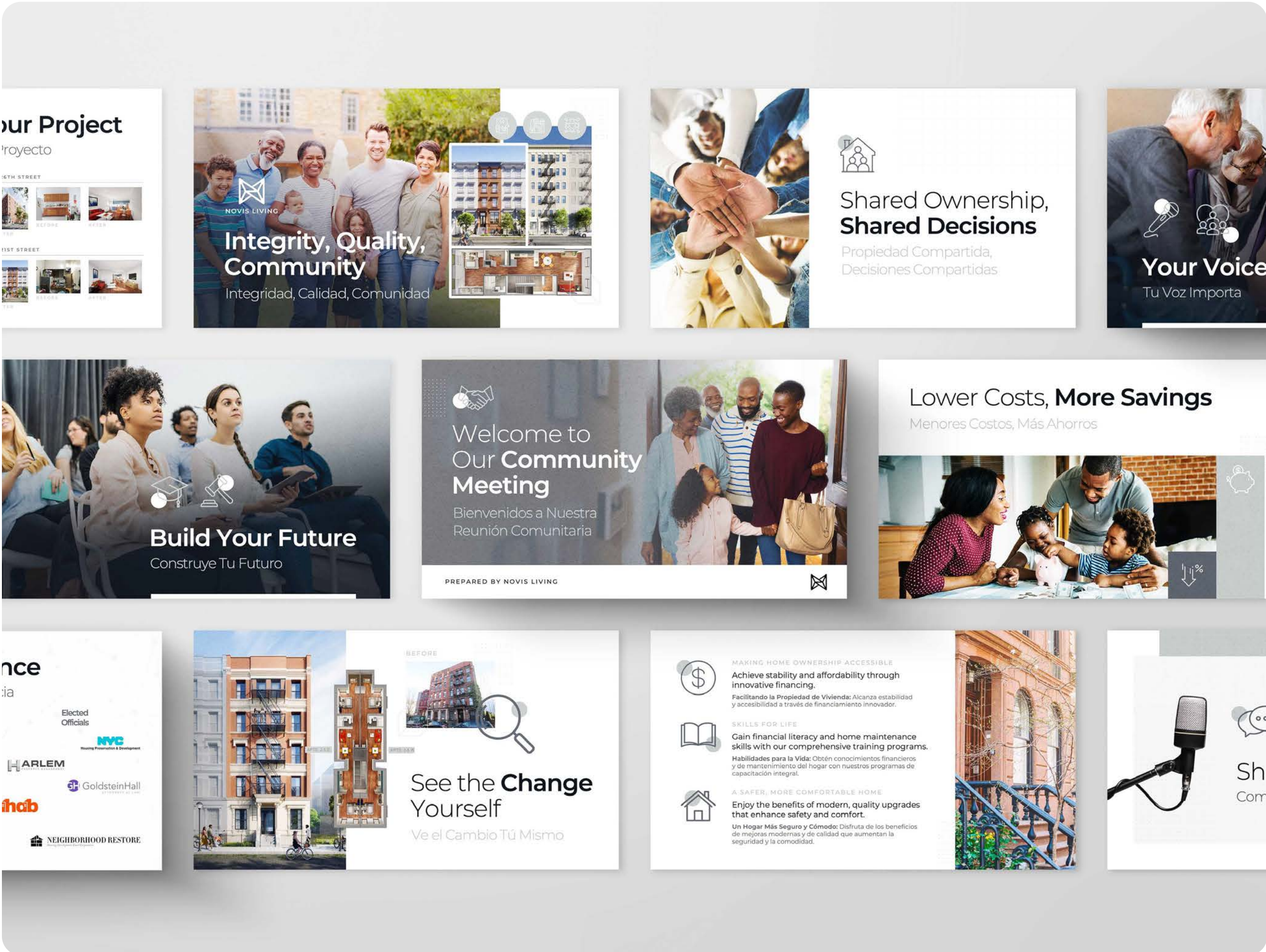
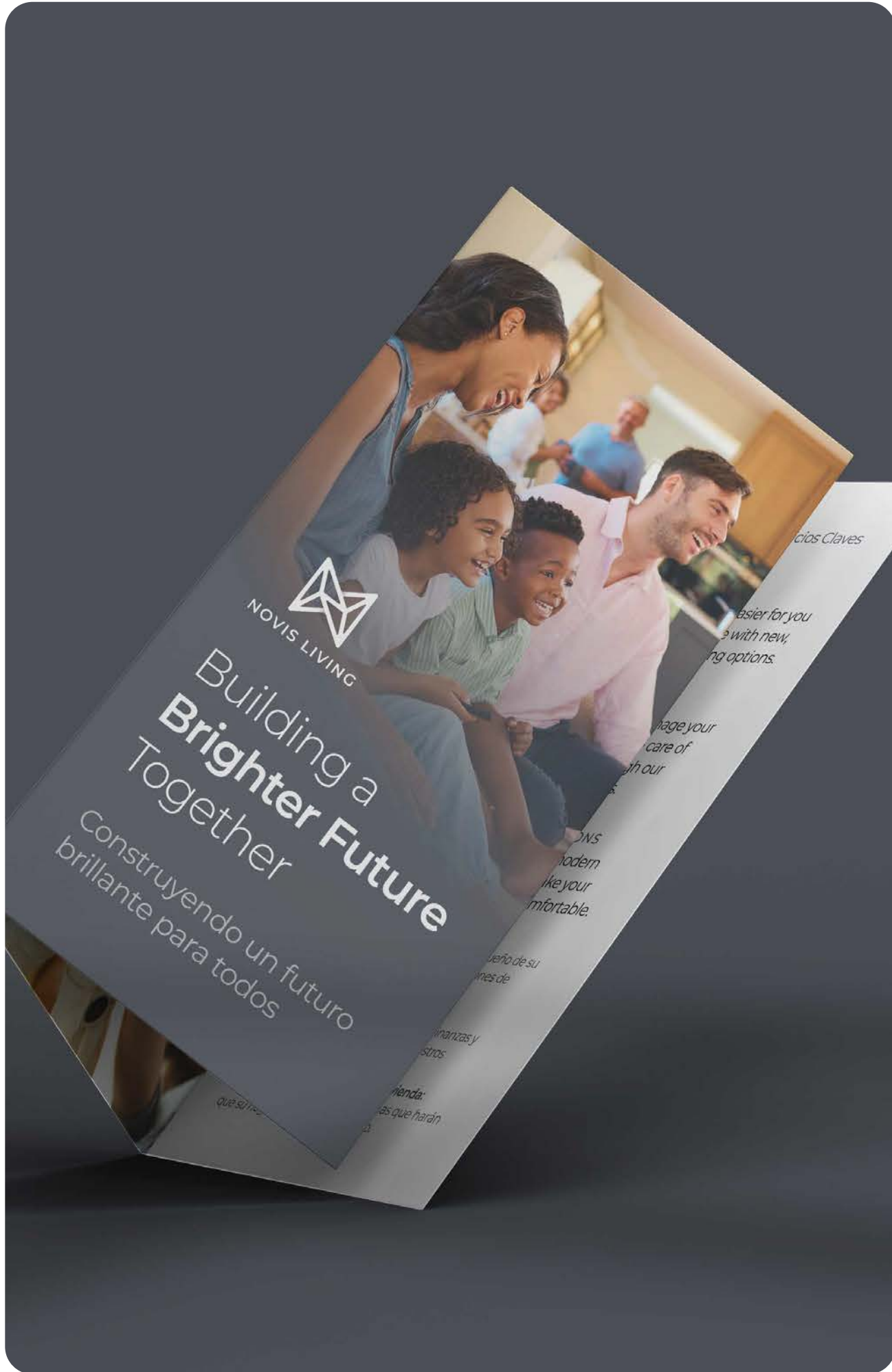
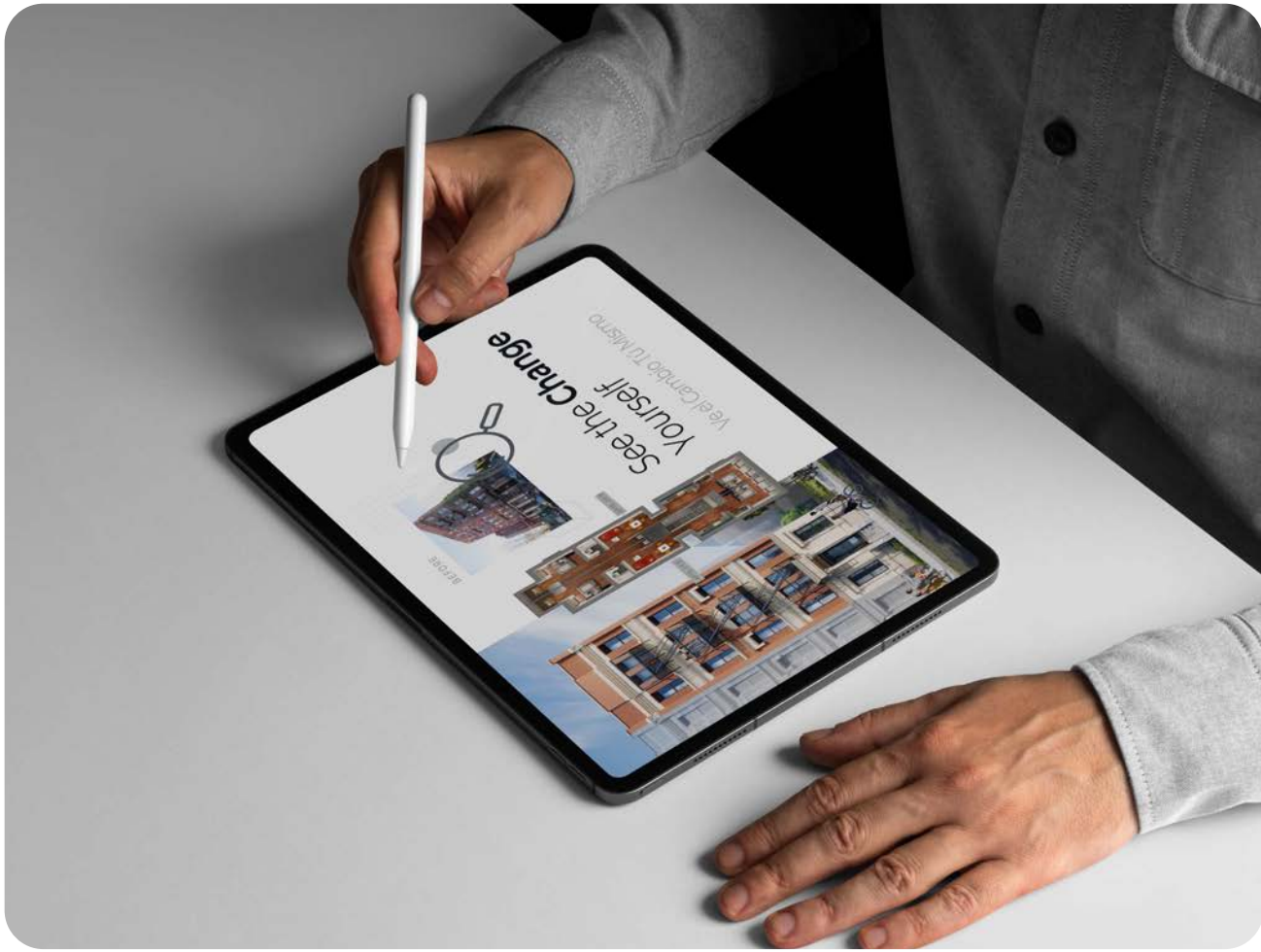
RWBowden

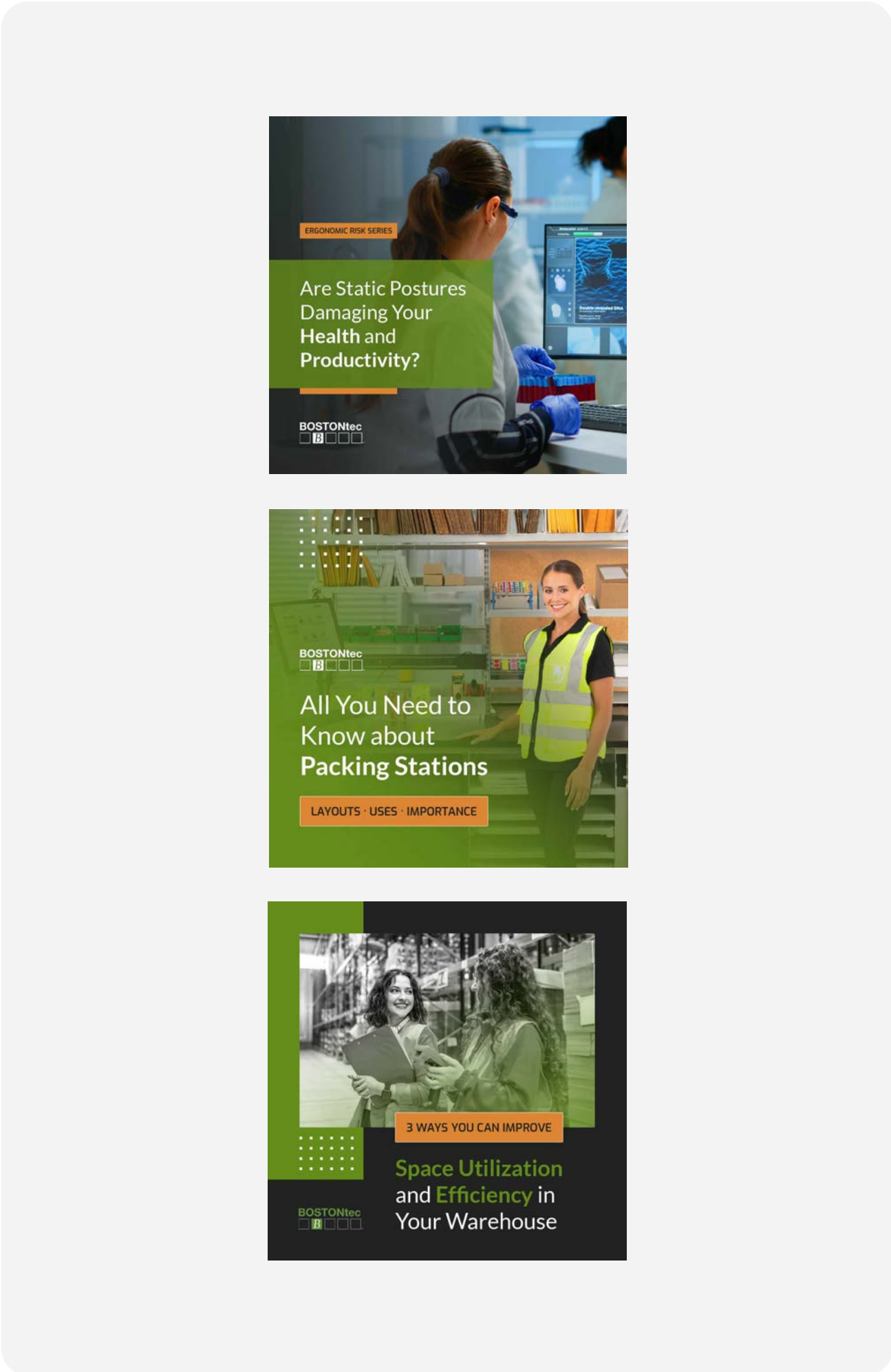
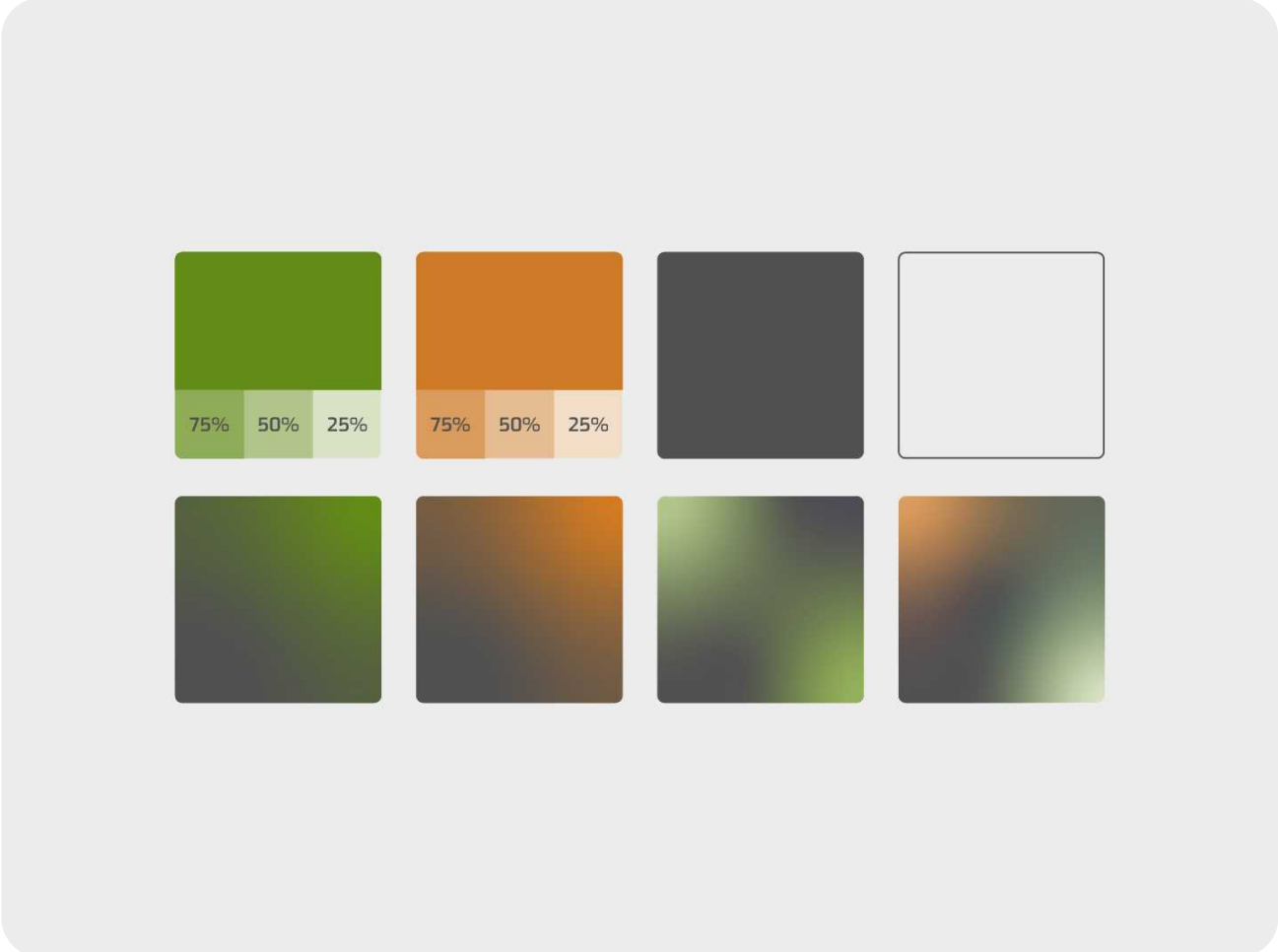
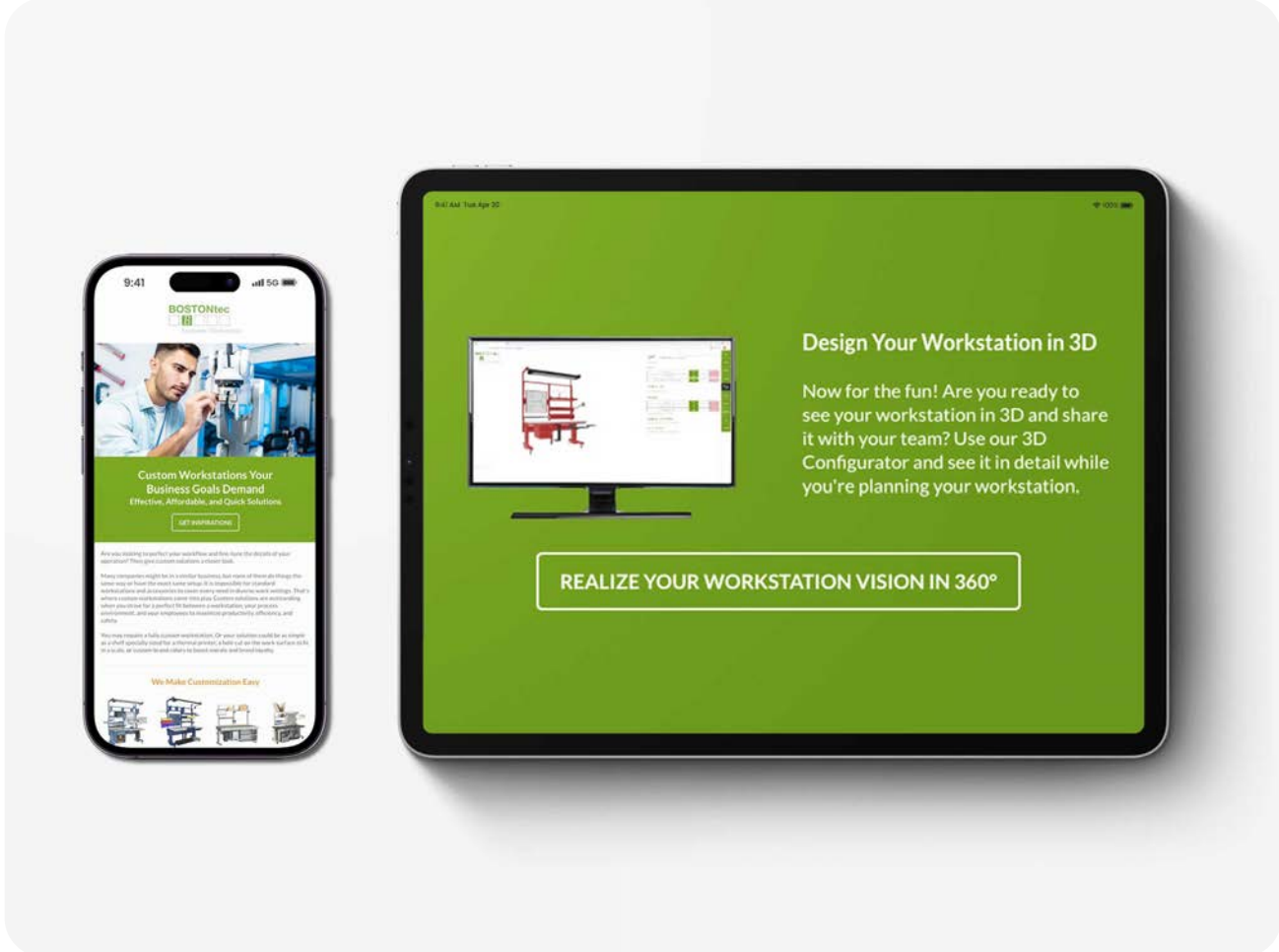
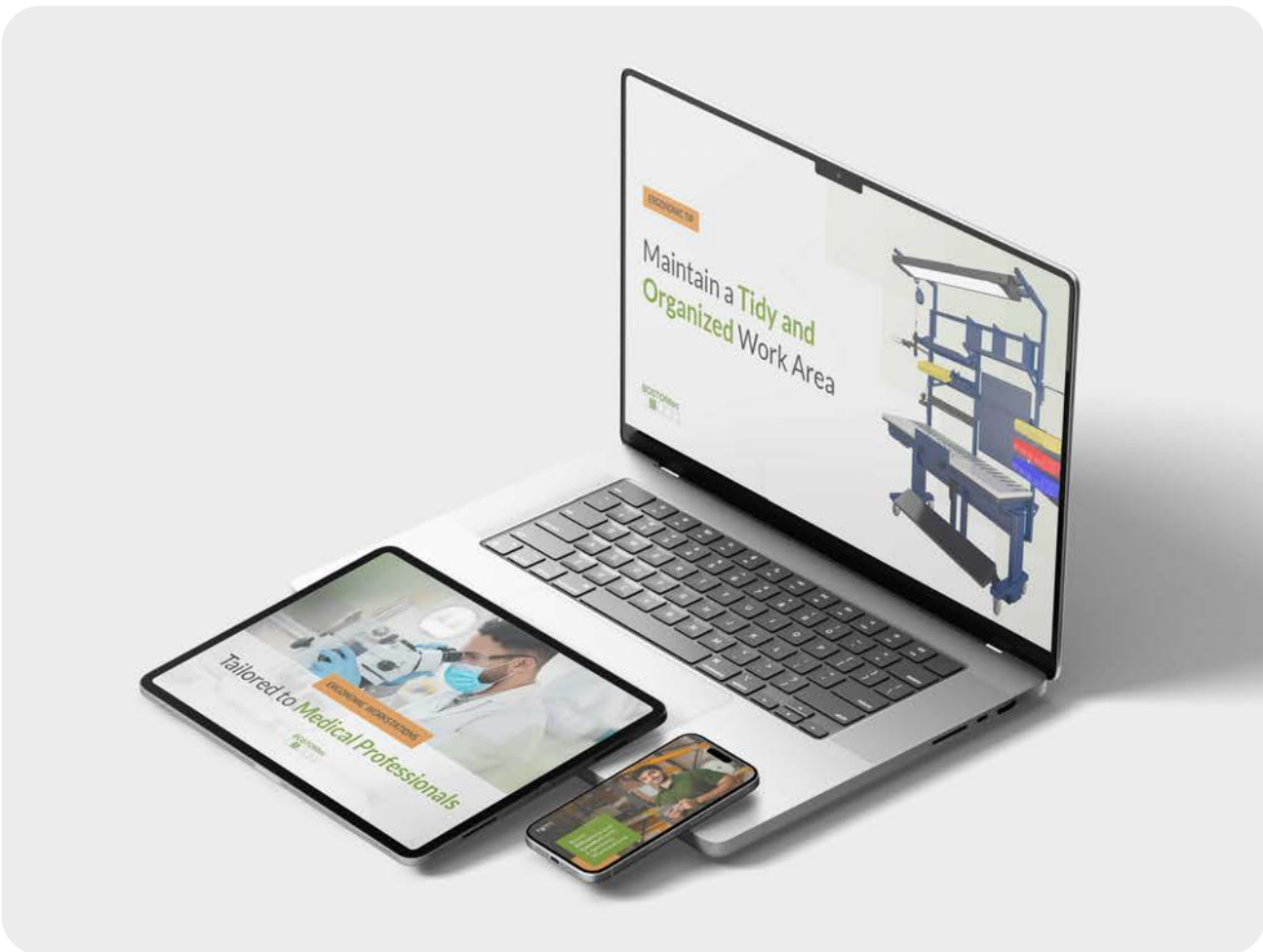
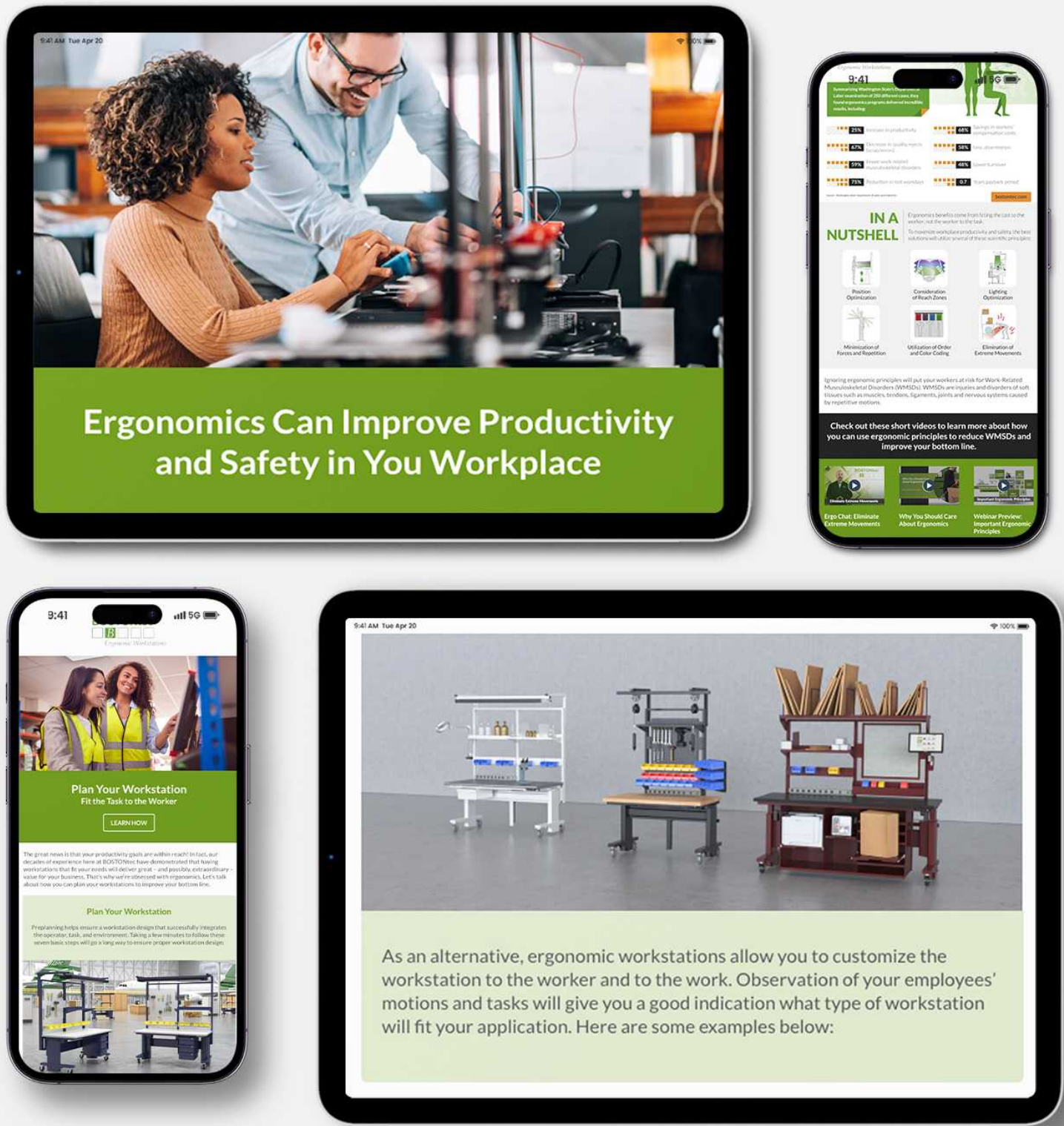


Tano Skincare

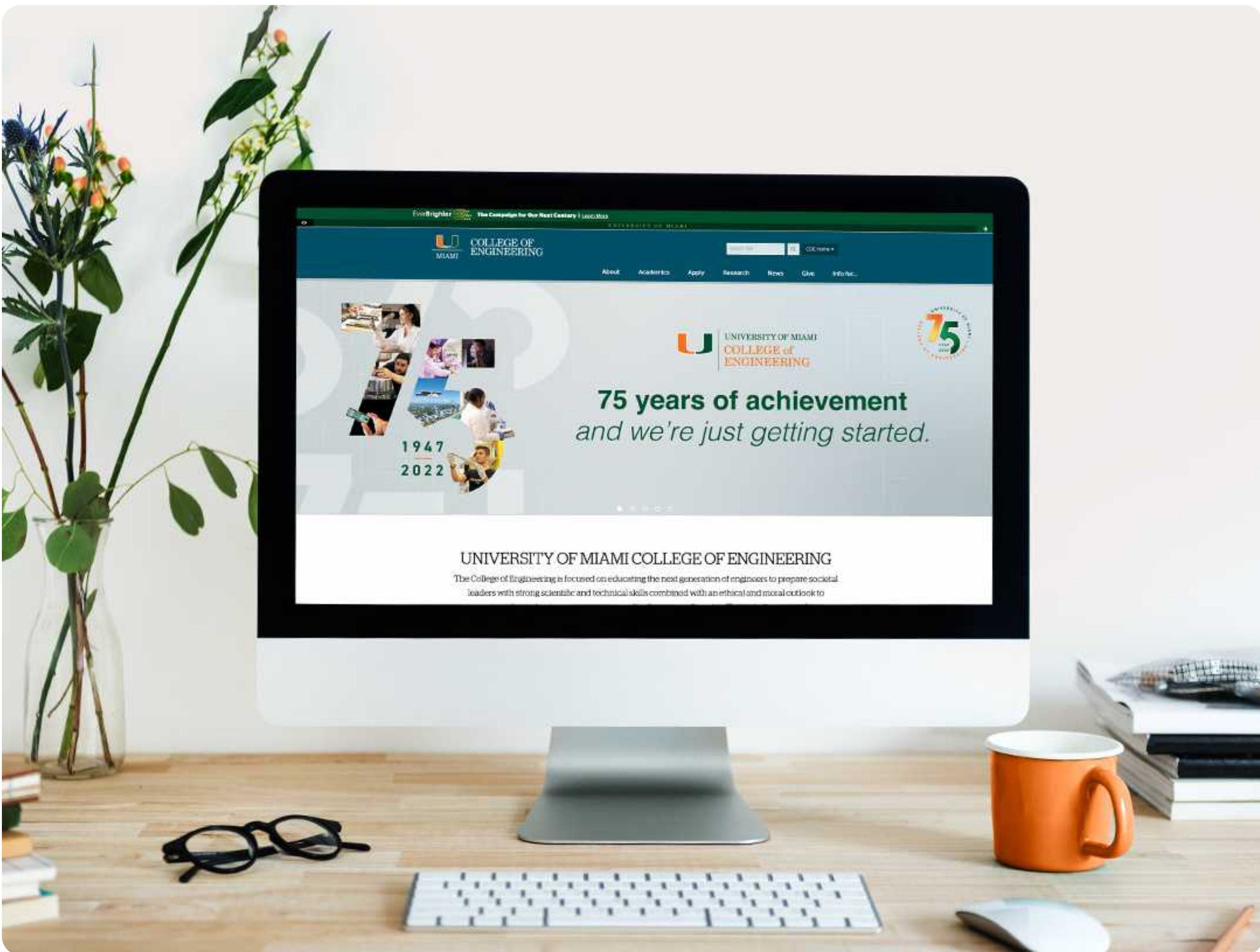


Novis Living

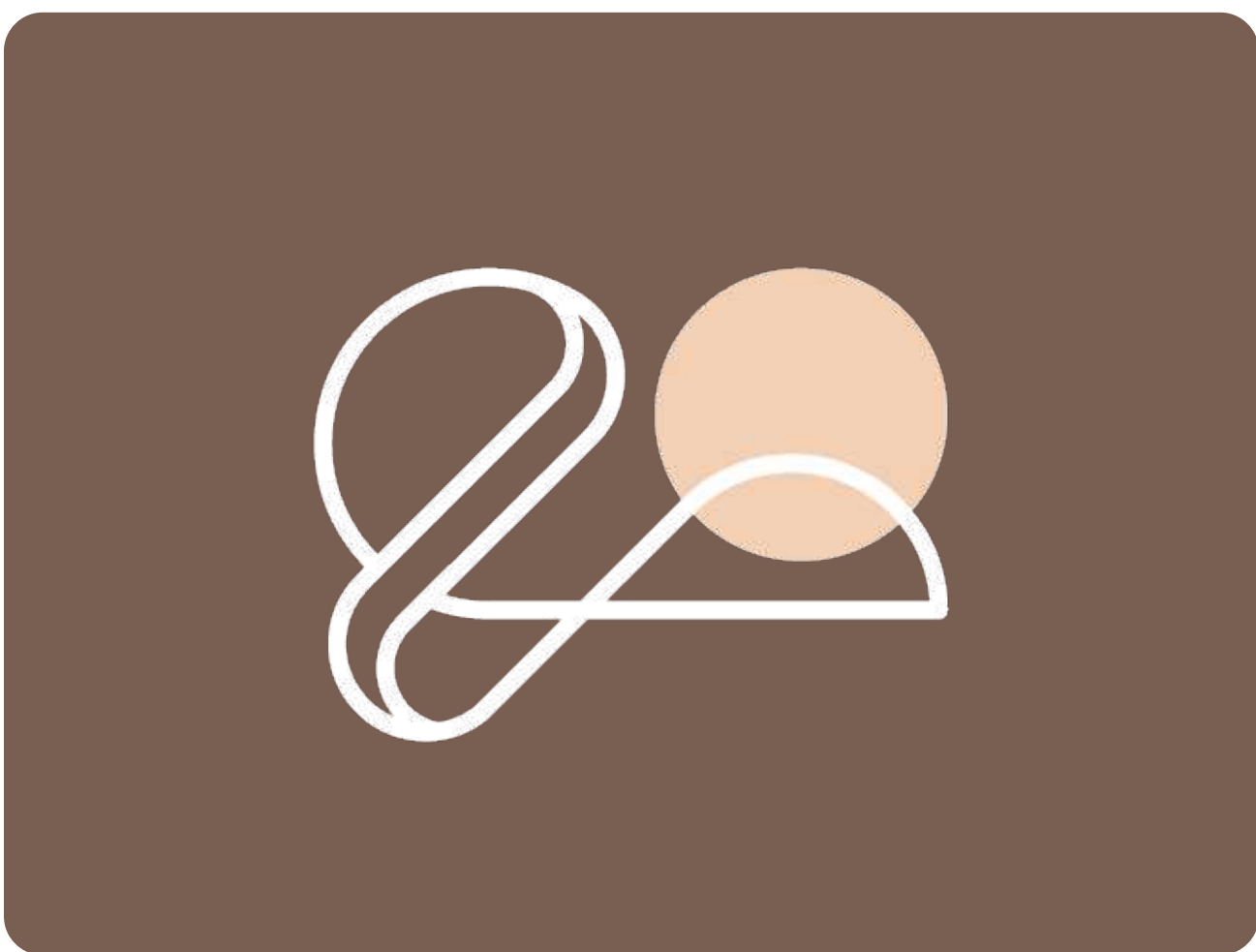
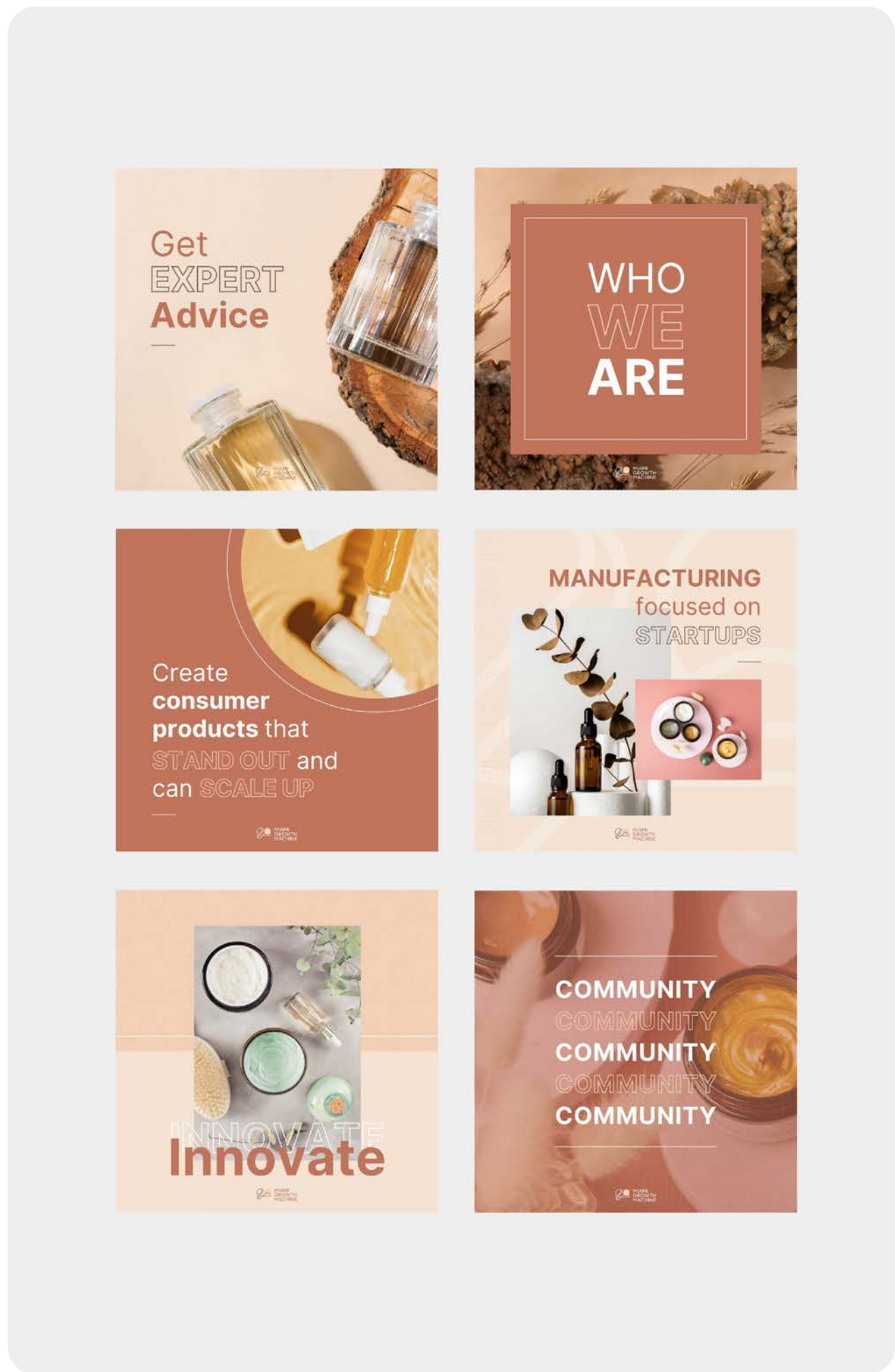
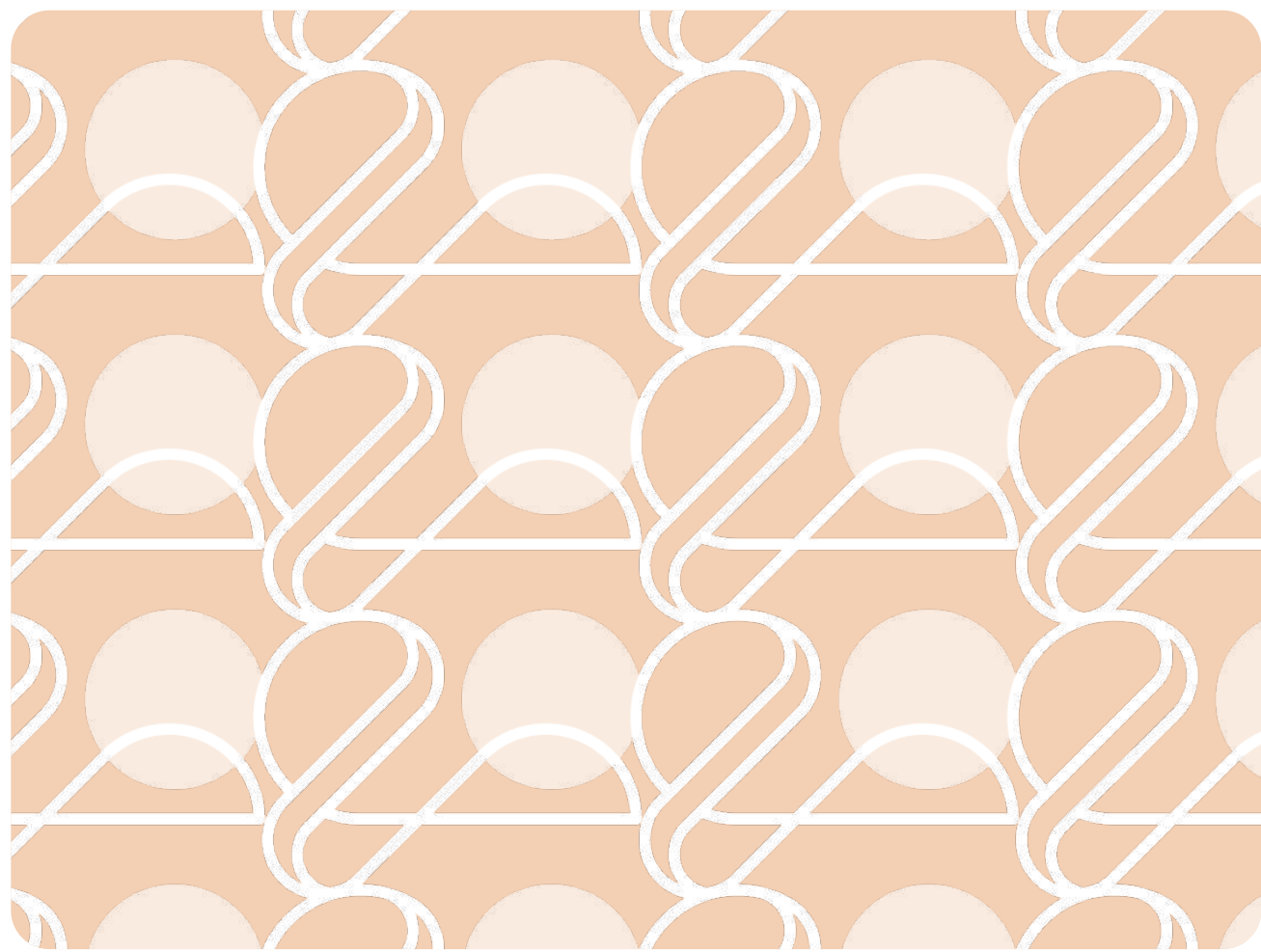


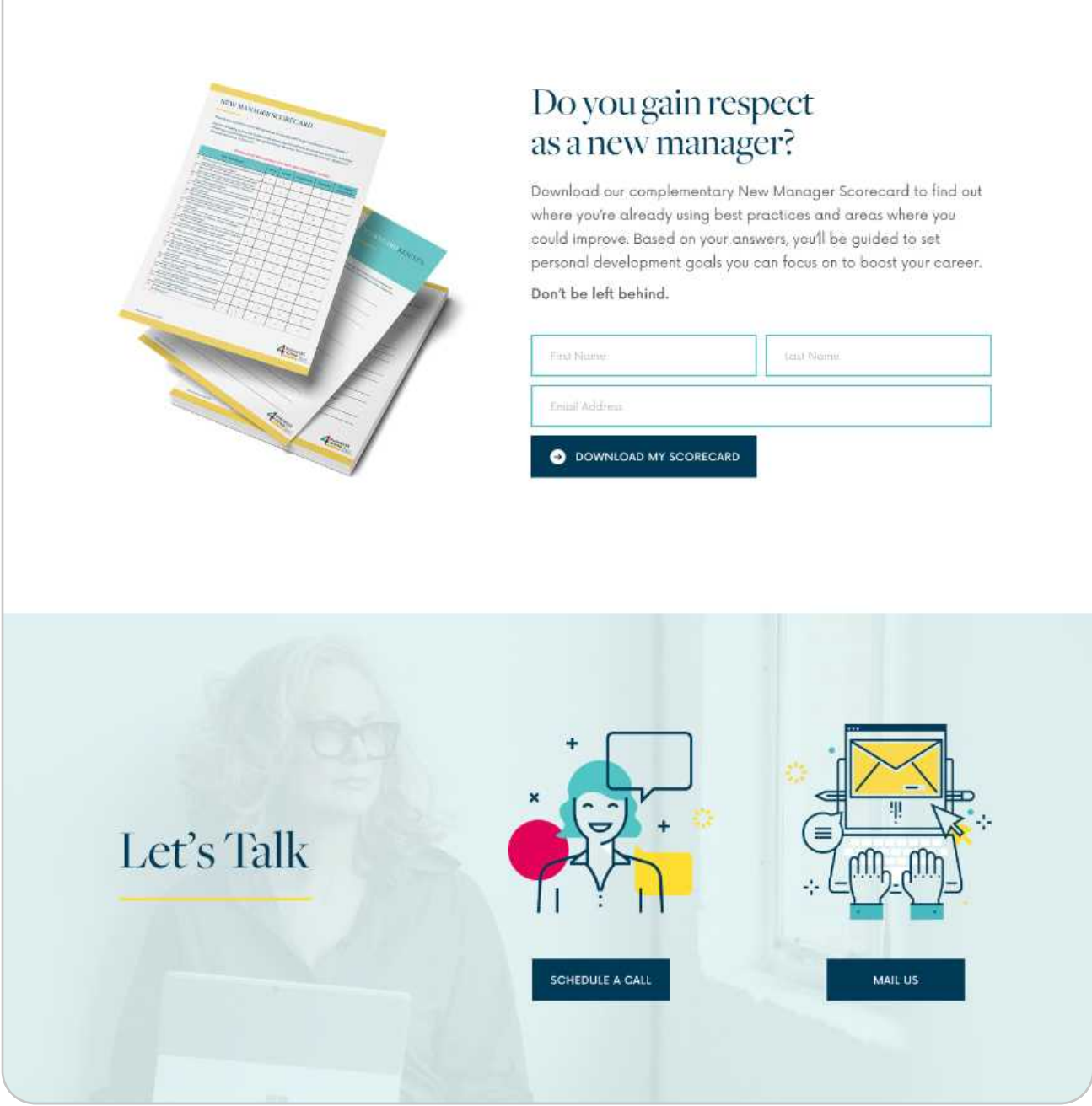
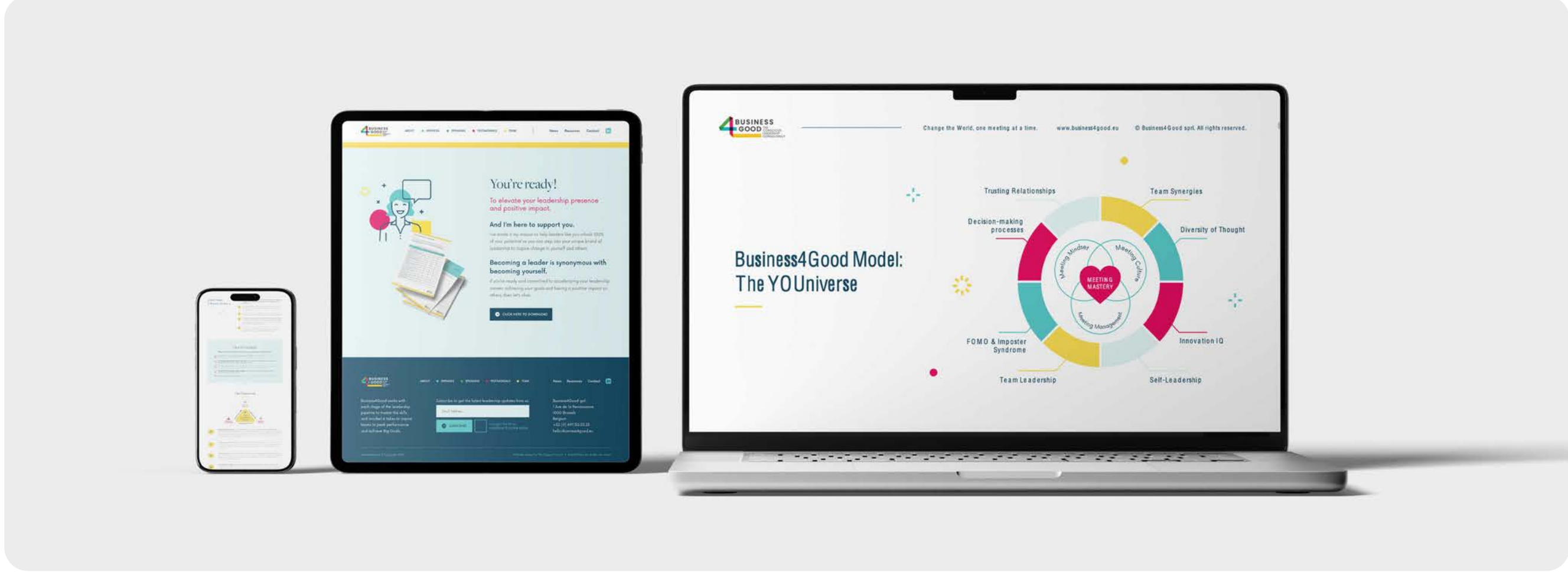
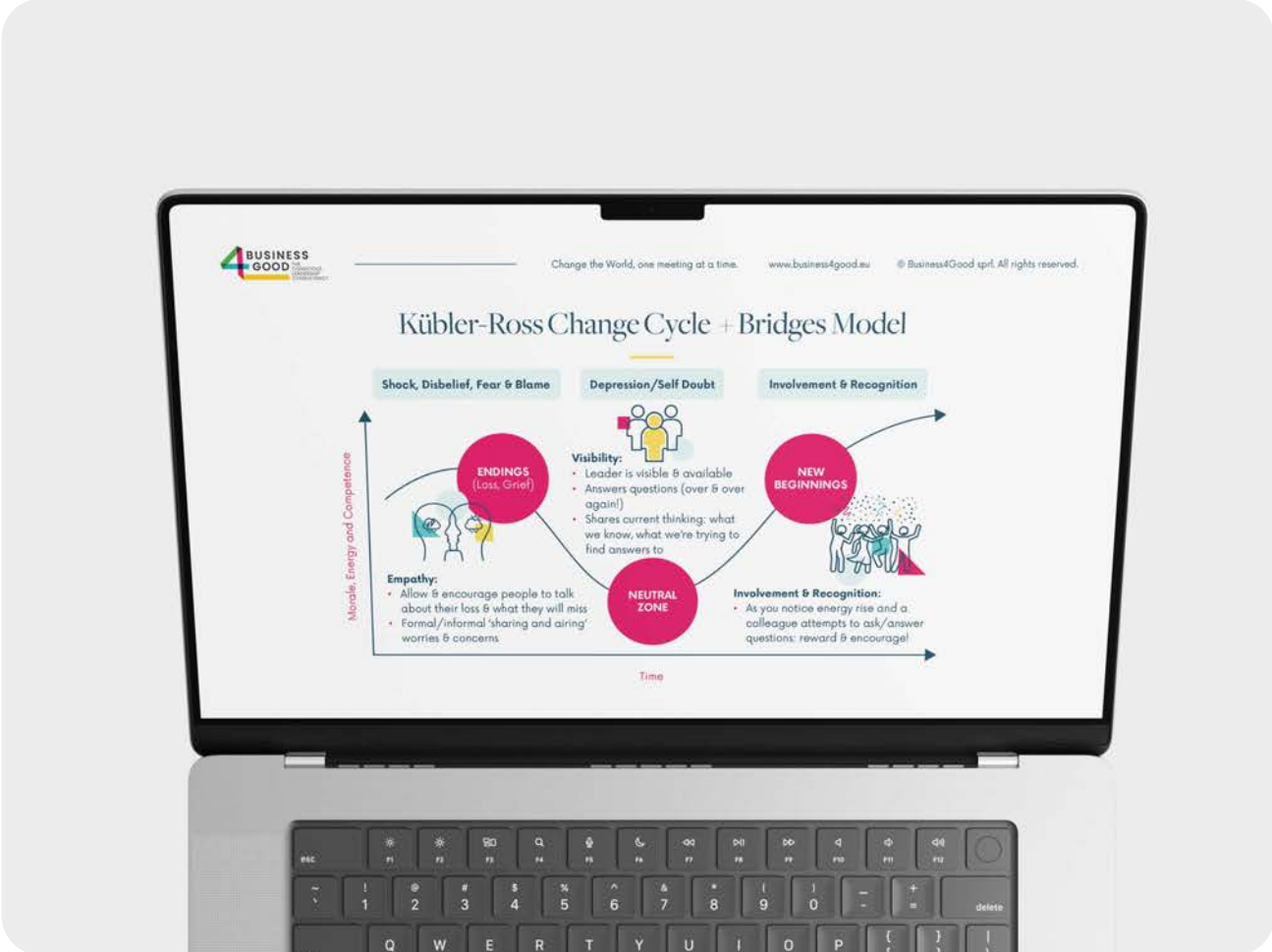
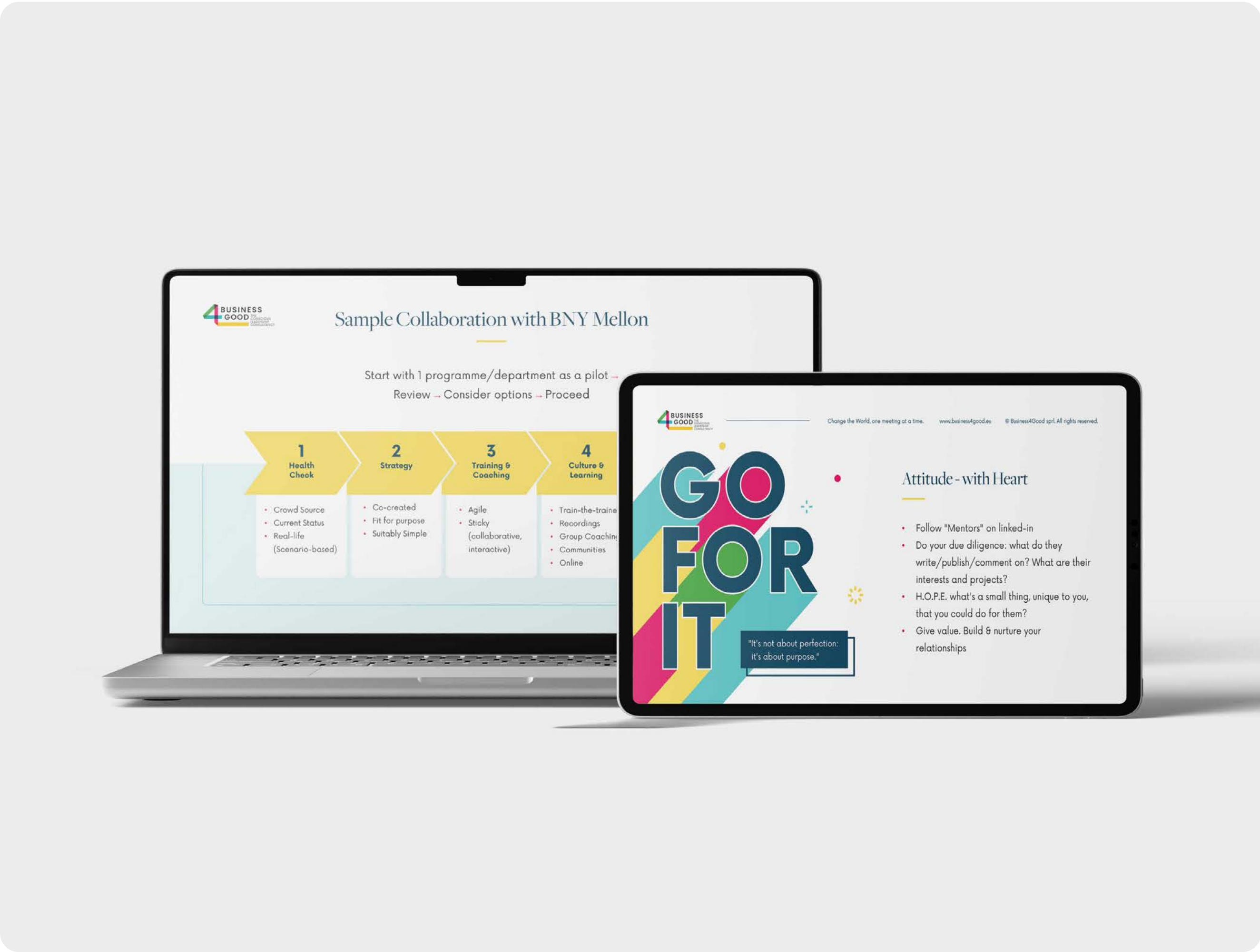
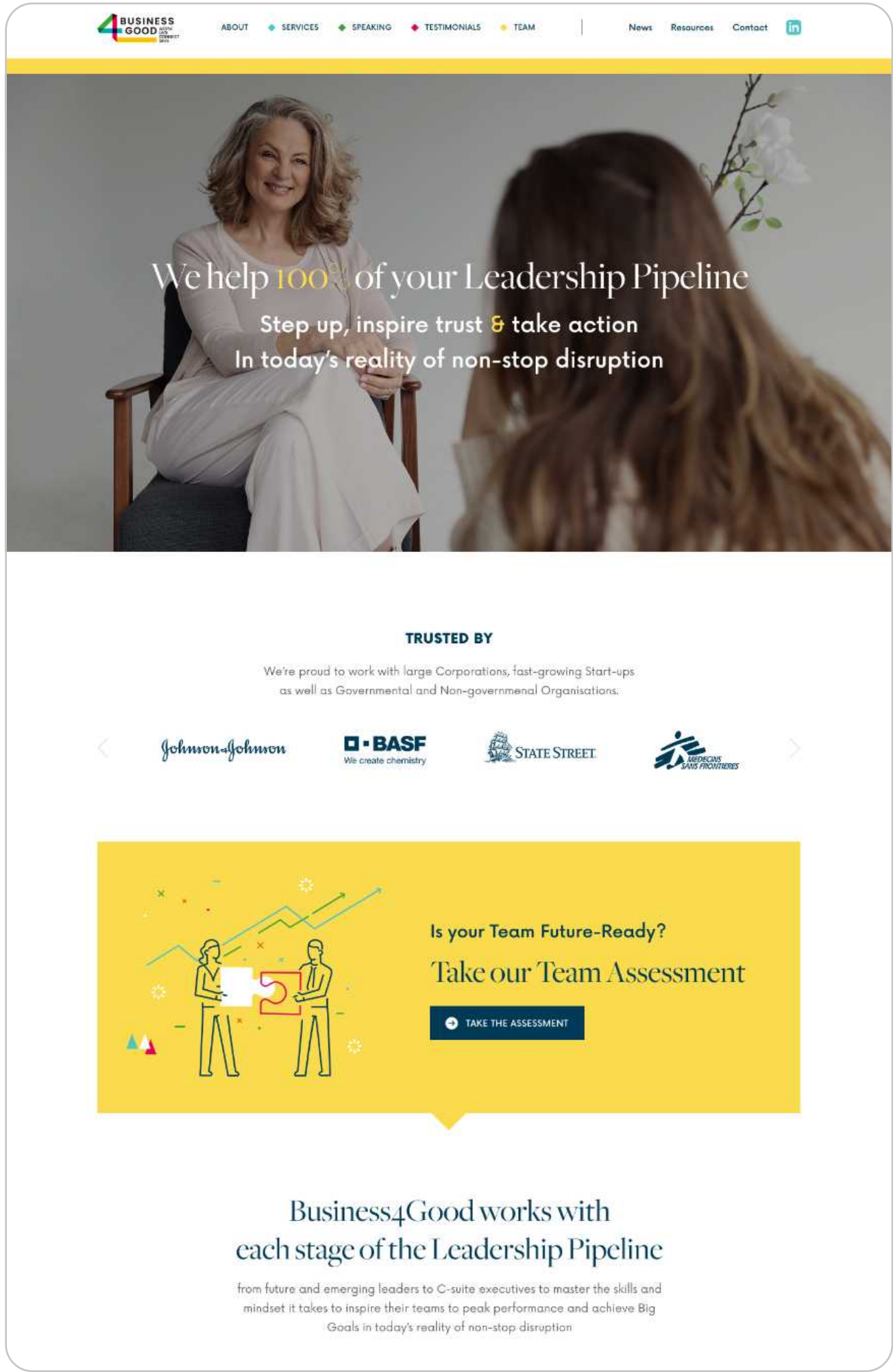


University of Miami

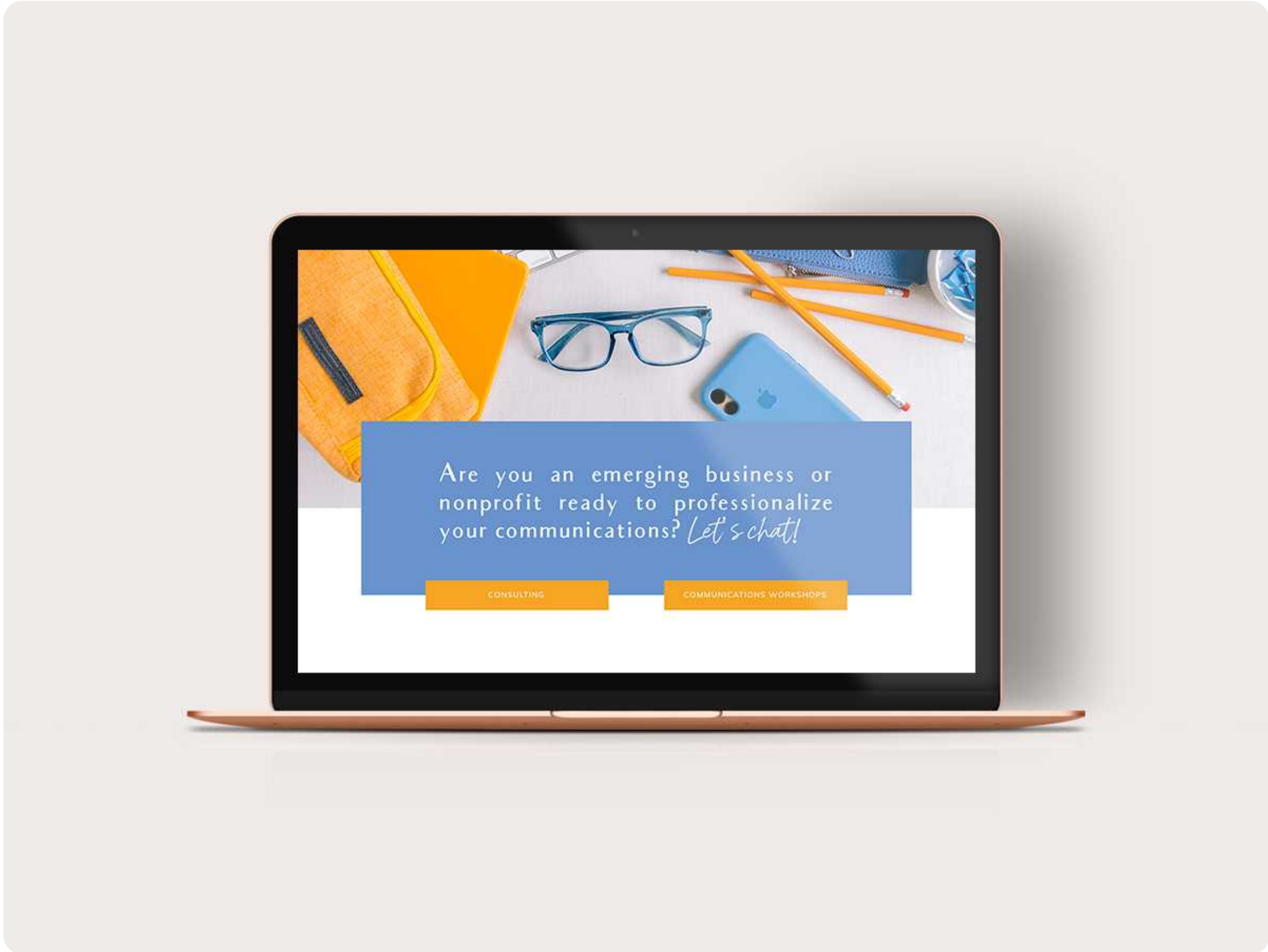
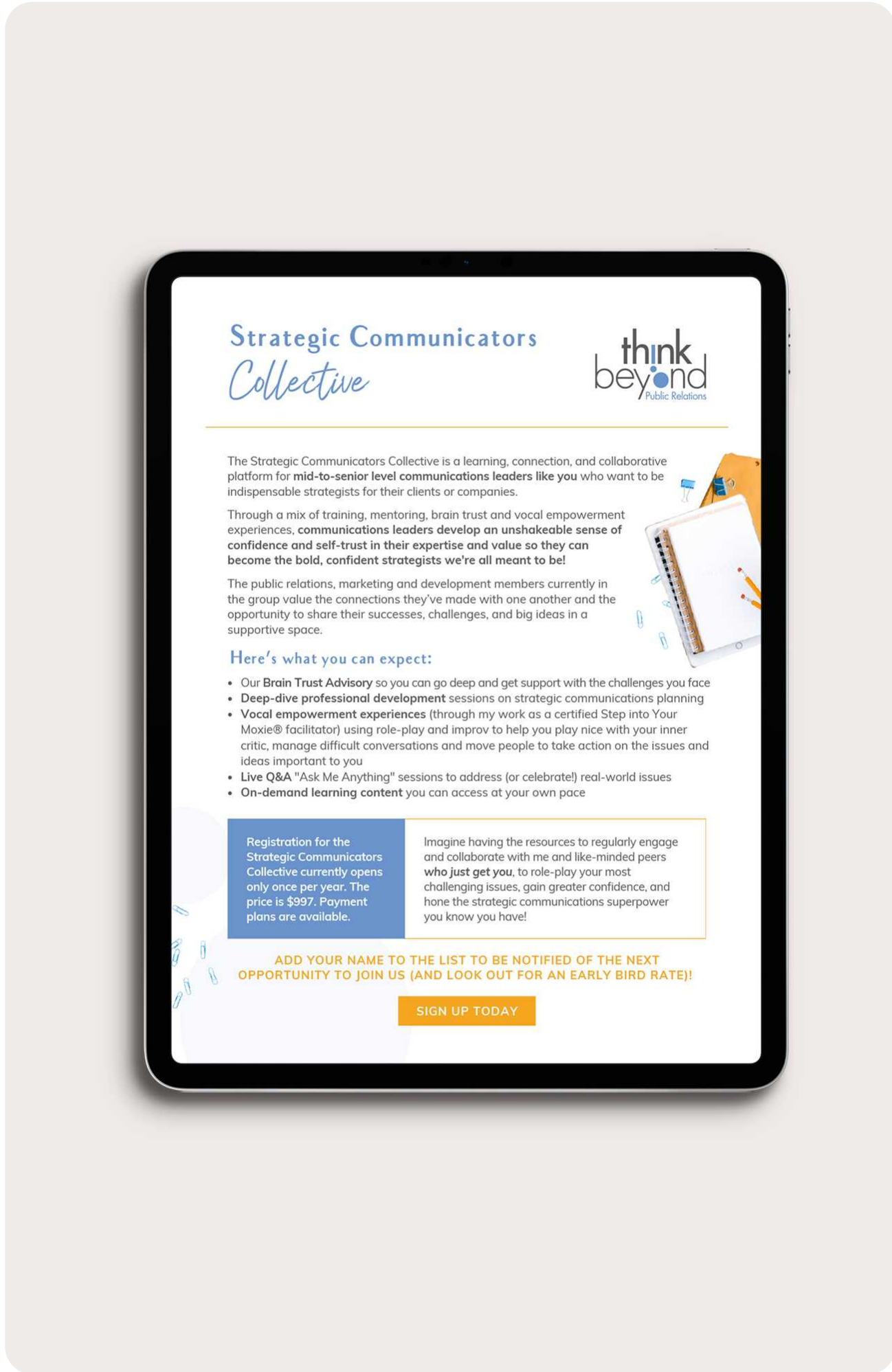
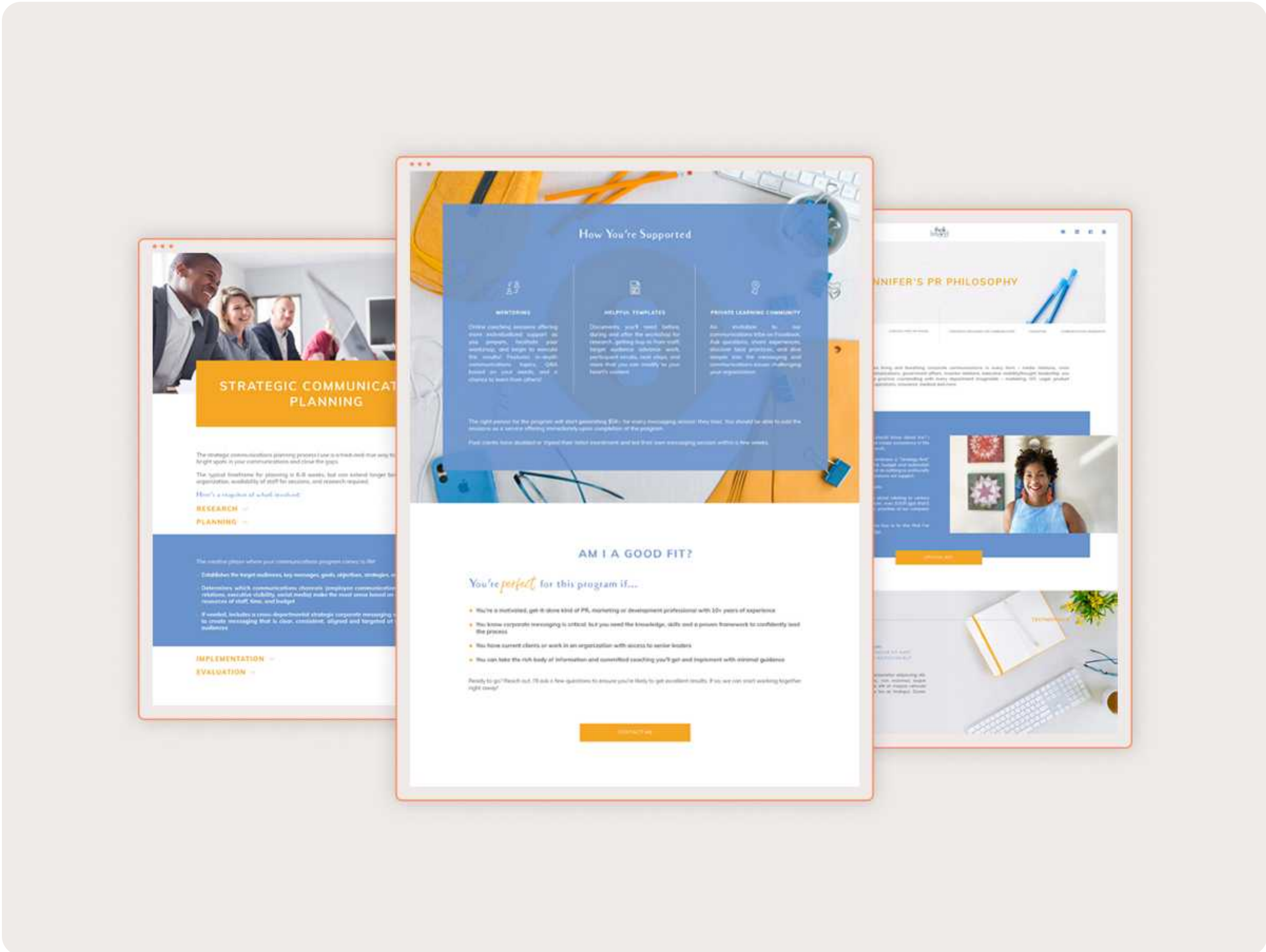
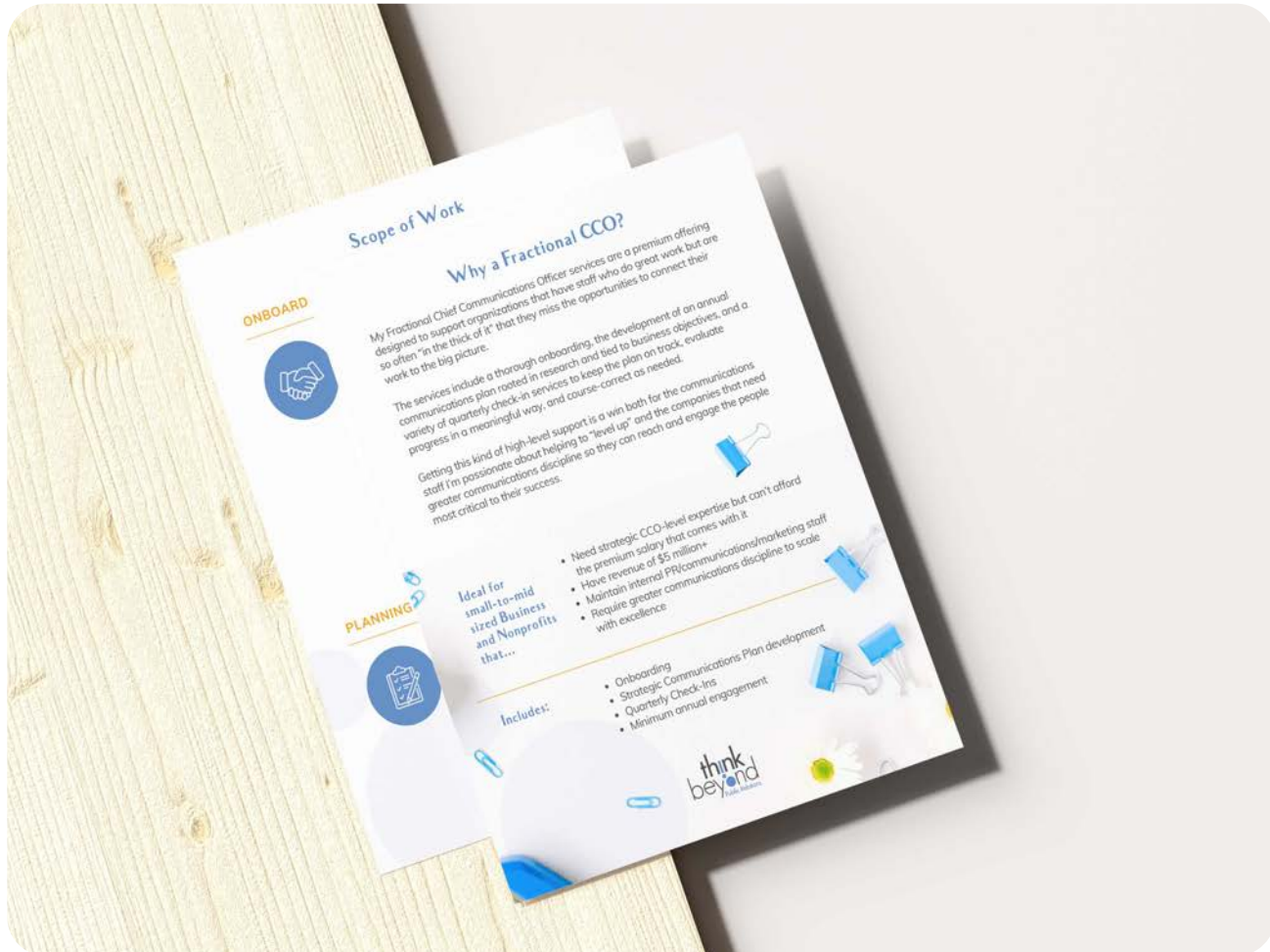


Miami Growth Machine





We Think Beyond



Zutz Legacy Planning



Móveis HT



Climate Change Observatory





Let's Create Something Remarkable

Based in Miami and shaped by Brazilian roots, The Copper Portico brings a global perspective to branding. We partner with organizations across the U.S. and beyond—from New York to Malmö, Dubai to São Paulo—helping them express who they are with clarity and heart.

Whether you're launching a new brand or evolving an existing one, we offer brand strategy, identity design, and creative consulting that bring alignment, distinction, and lasting impact.

Let's explore what your next chapter could look like.

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