



KAYLA VIRAMONTES
Owner/Designer

Great design and compelling marketing is crucial to any brand's success. I work with you to enhance your brand and create eye-catching marketing through print and digital media.

I started my design career in 2006, launching TBO in 2007 and adding print services. The way that we can create emotion, drama, love, loyalty... all through design is absolutely thrilling to me. Rendering ideas into images and images into compelling marketing is my favorite thing. I work with you from the very first design concept to the final piece.

In 2013, I evolved TBO with the addition of consulting on marketing and social media. Bringing your brand full circle, making all elements work together is the absolute key to a BOLD, successful strategy. I work to foster your brand across all channels to create a plan of action that is manageable, and most importantly...works!

Outside of work, I love to spend time with colleagues talking 'shop', exploring Oregon, and volunteering in my community (holding seats on multiple Boards). My ultimate favorite past time is hanging out with my husband and two boys.

Let's do cool stuff together!

SOCIAL
MEDIA
EXPERT

STRATEGY
SUPERHERO

OBSESSIVE
ATTENTION
TO DETAIL

ADOBE
CREATIVE SUITE
NINJA

NOT AFRAID TO
COLOR OUTSIDE
THE LINES

PROJECT
MGMT
GURU

GOOGLE
BUSINESS
GEEK

ORGANIZING
EXTRAORDINAIRE

QUEEN
OF CRMS

BFFS WITH
SPELLCHECK

I
PUSH
LIMITS

BOLD.

adjective

Beyond the usual limits of conventional thought or action; imaginative.

Your brand is the first impression potential customers will get from you, make sure it speaks to the quality of your product or service!

We take into account your target customer, your industry, and your personal likes and dislikes when creating the perfect brand for you.



Design is all around us -- helping us make decisions daily. You might not realize the psychology happening while you are comparing brands of the same exact product. In order for you to gain your client's trust, you must be consistent. Which means anytime they interact with your brand visually - it needs to be consistent. That helps them begin to realize they can count on you.

You can count on us to create bold designs that represent your company. We have extensive print and digital knowledge to ensure colors, fonts, and aesthetics are always consistent.





Business Cards
Postcards
Booklets
Brochures
Door Hangers
Envelopes

Badges
Magnets
Menus
Carbonless Forms
Notepads
Posters

Business Forms
Letterhead
Roll Labels
Stickers
Presentation Folders
Trade Show Signage

Table Covers
Window Clings
Apparel
Banners
Yard/Sidewalk Signs
Promotional Products

We look at marketing as a pinwheel, the more you spin it the faster it spins...but if you stop, it stops.

You have to attack marketing strategy from all sides - networking, word-of-mouth, social media, print material, and your web presence - to name a few. We look at the whole picture to define each strategy individually while still taking the others into account.

We coach our clients through effective sales strategy, client retention, and how to get referrals. As well as crafting incredible client experiences to keep the clients they worked so hard to get!

CONSULTATION: FREE

Our Consultations help us get a clearer picture of where you currently are in your marketing and what you are struggling with. *Includes a quick Assessment worksheet and a 15 minute call.*

POWER HOUR: \$99

A Power Hour is perfect for those who need to discuss specific marketing strategies that they need help navigating. We help you define marketing goals for that strategy and steps you need to take to achieve them. *Includes a 60 minute session, follow up report and suggested action steps.*

STRATEGY SESSION: \$299

One of our most popular services, the Strategy Session is an overall look at your entire marketing strategy. We discuss what you need to be focusing on and what you should be doing to reach the next level. *Includes 90 minute session, workbook, web/social presence research, an in-depth report, suggested action steps, and 30 minute check in call.*

A business cannot function in top shape if basic systems and processes are not in order. It is imperative that you get these systems in place, and all of your team on board with them, in order for things to run smoothly and preventable stressors kept to a minimum.

We consult with you on what these systems need to be from the back end of your business. Then we create the entire system for you with proven tools for sustainability. Once the system is in working order, we train you and your entire team how to use it!

INDIVIDUAL CONSULTING: \$119/60 MINUTE SESSION

GROUP CONSULTING: \$229+/60 MINUTE SESSION

TOPICS INCLUDE:

*Brand Voice
Building Brand Awareness
Social Media Strategy*

*Networking
Trade/Vendor Shows
Product & Service Launch*

*Pricing & Sales Strategies
Managing Client Experience
Attending to Customer Concerns*

SETUP: \$279

You can't promote effectively with an incomplete profile! We set up your profile with SEO in mind to help your page succeed.

Includes custom graphics (icon, cover, highlights) and a 30 minute training.

STRATEGY: \$199

This Session is an overall look at your entire social strategy. You will learn how to target your ideal client, effectively create a relationship with them, promote your brand without selling, and much more.

Includes 90 minute session, workbook, web/social presence research, an in-depth report, and suggested action steps.

CURATION: \$279+/MO

Wouldn't it be nice to have a full, custom calendar of what to post delivered right to your inbox each month? Well, now you can have just that!

Our Packages outline a custom strategy, complete with graphics.

AUDIT: \$149

We analyze what is/isn't working and give you tips on improvement.

Includes a 60 minute session to review findings and follow up report.

TRAINING: \$129

Are you struggling to use your platforms effectively? One-on-one training helps you understand the various aspects of the platform. *This 60 minute session also includes marketing tips so you can be as effective as possible.*

MANAGEMENT: \$779+/MO

Ready to hand-off your social media altogether? We're here for you. We create and execute custom strategies to make you stand out!

Our Packages include custom graphics, stories, follower engagement, and monthly reports.

Kayla is amazeballs! She is so passionate about my business that you would swear that it was her own. She treats her clients like family and puts heart into everything she does. She also offers a variety of classes taught at her office in Downtown Gresham. I've had the opportunity to attend a few and I can tell you, as a small business owner, they are well worth the time and money. I highly recommend that you try a class or two with Kayla!

- **Erin,**
Golden Ticket Adventures

I recently had signage both designed and printed by The Bold Orange. I was really happy with the quality of both, as well as the fabulous service. Confidently recommended!

- **Anne,**
Fan Fare Theme Catering

Kayla and her team take a unique approach in helping each client grow their businesses. One of the main reasons I chose The Bold Orange is Kayla has the skill-set and resources to do everything in house. Very few designers understand print and marketing at the depth that Kayla does. Give her a call today and she will come up with a thorough plan for your success.

- **Matt,**
Realtor, The Broker Network

I love her style and the quality of work. She is one of the best business decisions you will make in your marketing and promotional journey. Give her your business.

- **Harvest,**
SALT Academy & Performing Arts

Kayla and The Bold Orange are outstanding. Graphic design excellence, done smart, sharp, on time and on budget! Kayla exceeds all expectations on a consistent basis. She is an amazing business owner that is talented, authentic, communicates extremely well, is kind and genuine, and supports other small businesses and her community in many, many ways. Can't say enough!

- **Heather,**
Design Blue

I'm a restaurant designer and Kayla, the owner, is always prompt and amazing to work with and everything we've gotten from her was quality and met or exceeded our expectations! Keep it up!

- **Kelly,**
City Home