



Project: **Brand Kit** **Development**

Client:
Tara Sparkes Realtor

About Tara Sparkes

Tara Sparkes is a real estate agent based in St. John's, NL, known for her client-first approach and strong community ties. She came to us looking to build a more cohesive and polished brand.



Backstory/Transformation

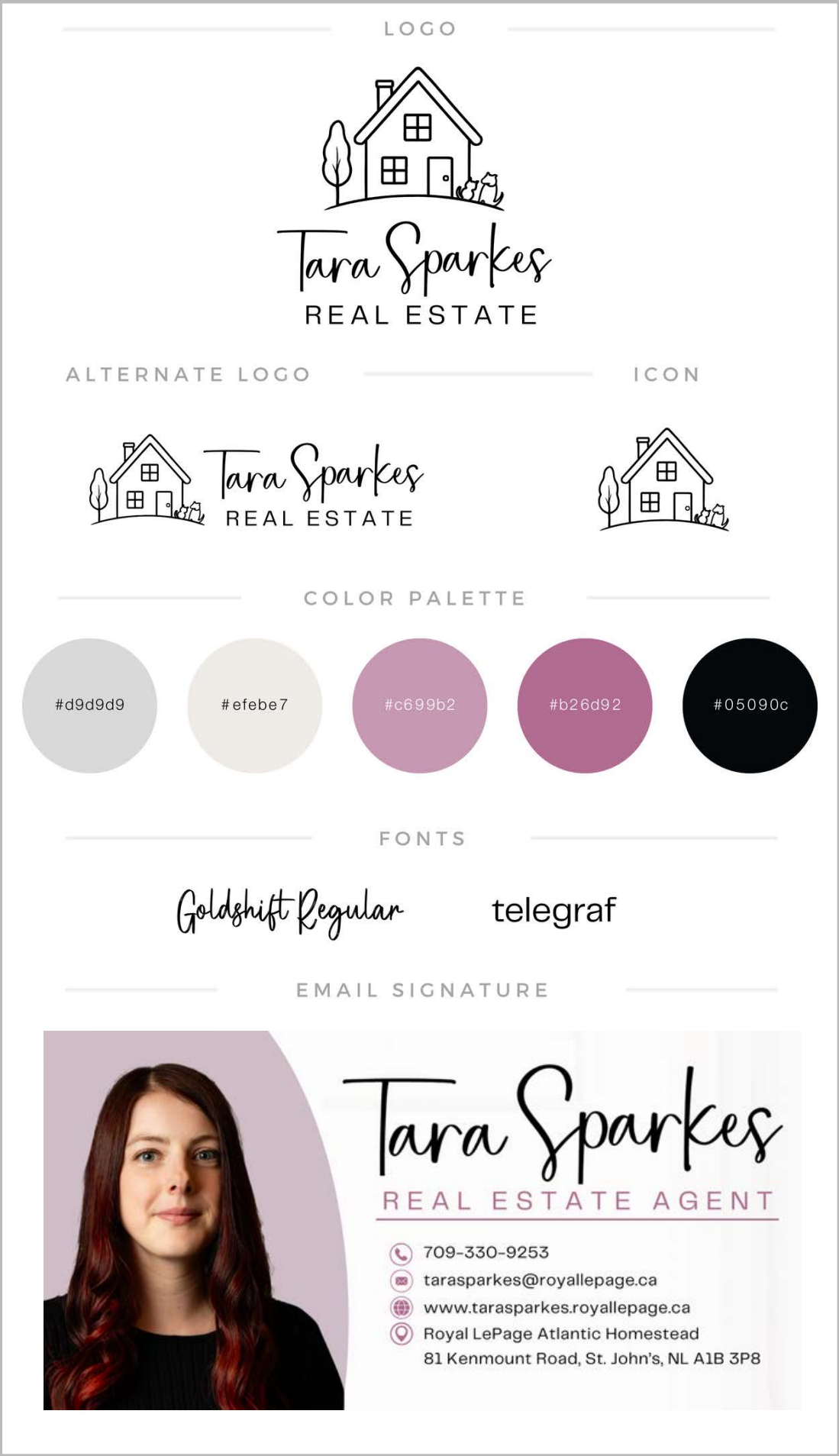
Tara came to us ready to elevate her brand and stand out in a competitive real estate market. She needed a professional, cohesive visual identity that reflected her personality, values, and approach to client service.

Through collaborative discovery sessions and intentional design work, we helped Tara clarify her brand direction and uncover an identity that felt authentic, polished, and elevated. From logo redesign and font selection to social media templates and a refined color palette, we built a complete brand kit that could scale with her. The goal was to create a flexible system she could use across platforms while maintaining a consistent, polished presence.

BEFORE & AFTER



Before



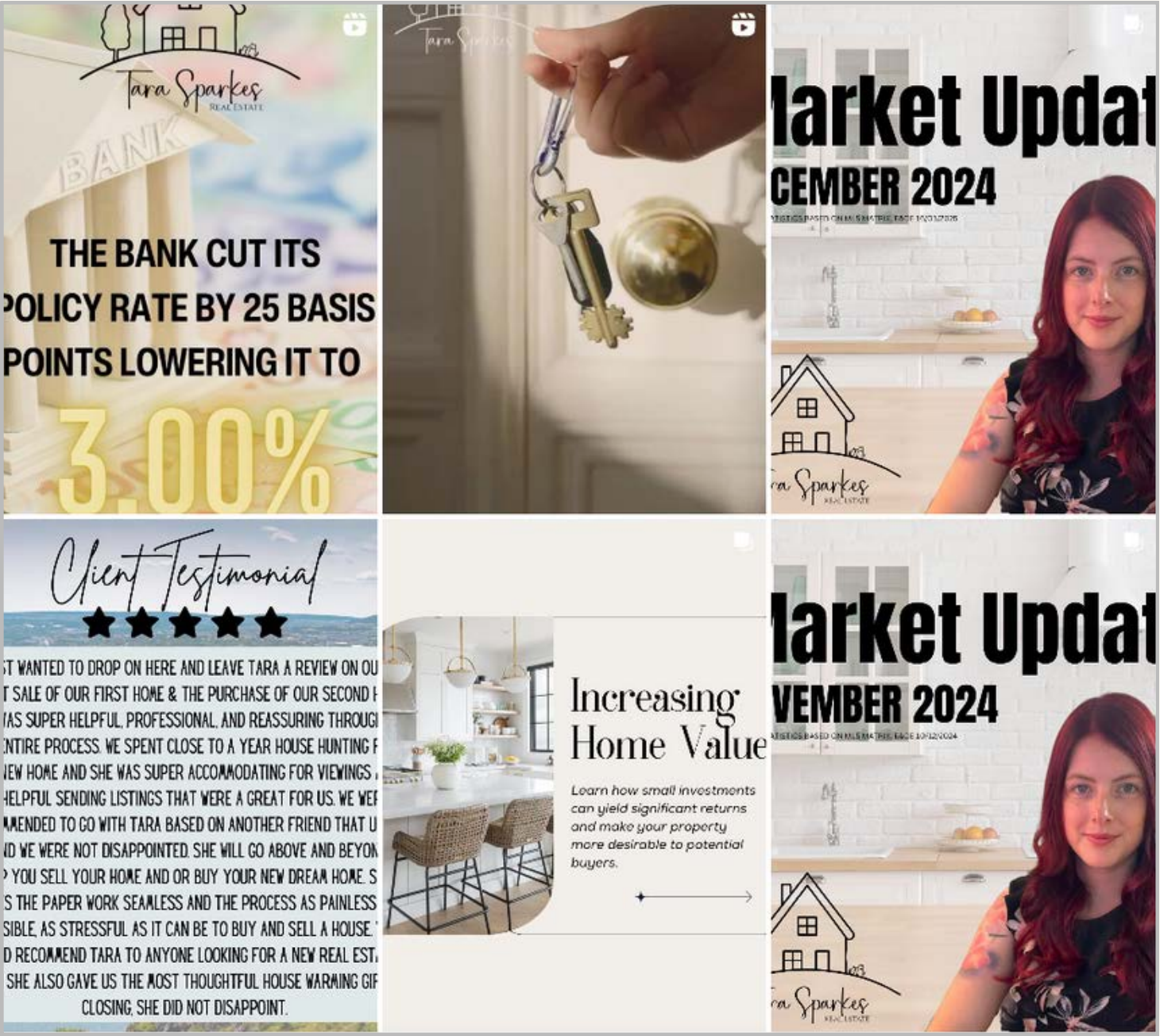
After

We guided her through a discovery process to help define her brand identity and built out a complete brand kit tailored to her profession.

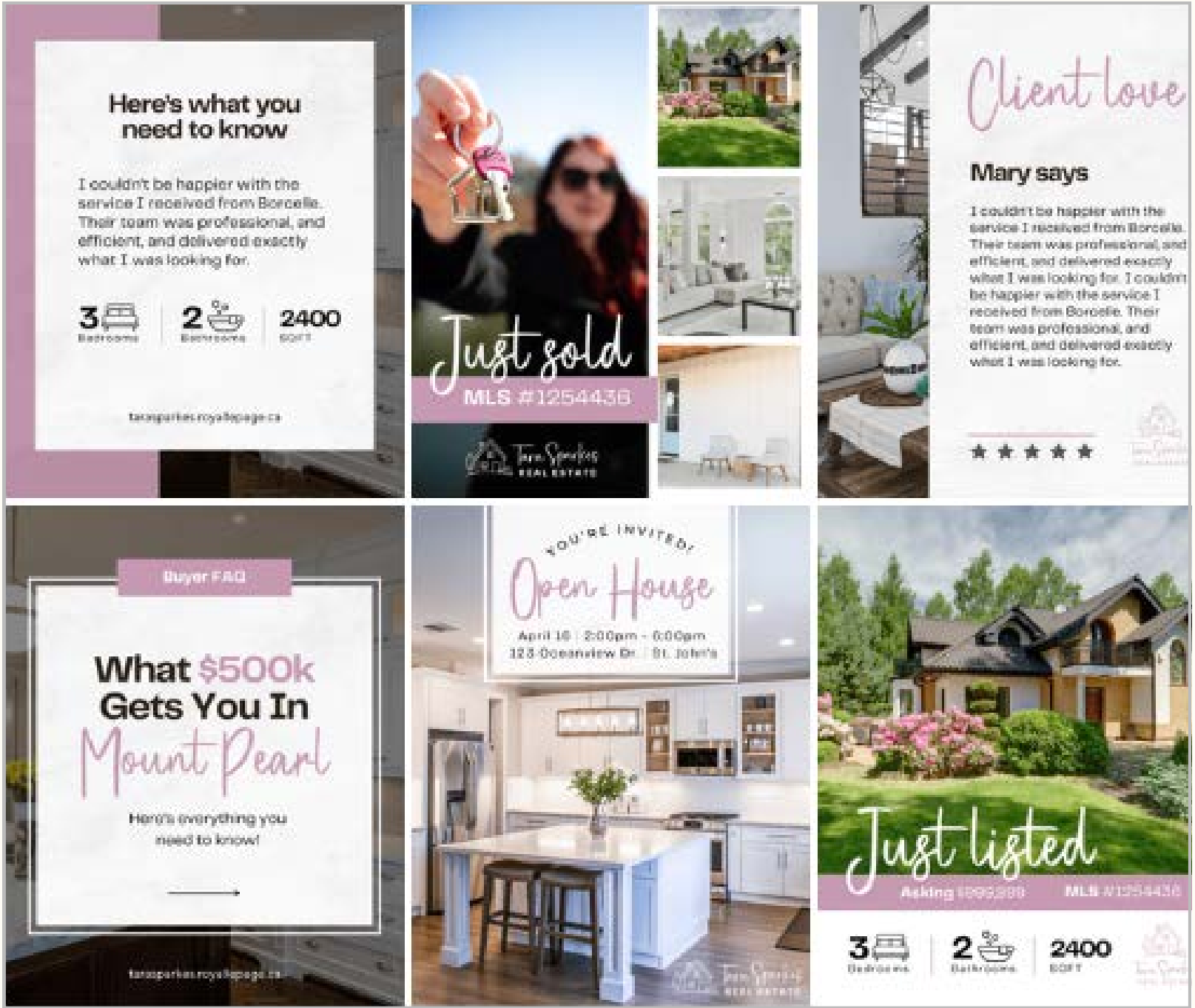
This included everything from a refined logo and custom color palette to branded social media templates, a YouTube cover, email signature, and fonts for video content.

BEFORE & AFTER

SOCIAL MEDIA TEMPLATES



Before



After

Tara Sparkes

Your *Trusted* NL
Real Estate Agent



**Defined a Clear,
Consistent Visual
Identity**



**Delivered a Full
Suite of Branded
Tools**



**Equipped Her to
Show Up
Confidently
Online**

“

Working with Amplified Social Media for my branding package was such a great experience! Gabriella was incredibly understanding, patient, and helpful throughout the entire process. She really took the time to listen to my ideas and brought them to life even better than I imagined. Her creativity and professionalism made everything so easy and enjoyable. I'm so happy with the final result and would highly recommend Amplified Social Media to anyone looking to elevate their brand!

”

Conclusion

The final result was a polished, professional, and consistent brand identity that truly reflects who Tara is—approachable, trustworthy, and confident.

With her new brand kit, Tara can now show up seamlessly across every platform, from social media to email to video. The tools we created empower her to stay consistent, save time, and market herself with clarity. We invite you to view the final brand elements and assets across her channels:

[@tarasparkesrealestate](#)

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