



# aomih.

*A MINDFUL DESIGN AGENCY:  
HOSPITALITY, EVENT AND SOCIAL COMMUNITY BRANDS*



# A FORMAL INTRODUCTION.

## *A FULL SERVICE DESIGN AGENCY*

Aomih is a boutique design firm working with industry-leading business owners to curate immersive experiences. Our priority is to build bespoke designs specific to your brands' goals and features. Allowing the users to access thoughtful and sophisticated design based on what has been formulated by psychology and reason, our vibrant and balanced approach sets forth a unique design for our clients that is detailed and fulfilling. We are a new-age design firm that can help build your vision from start to finish. We pride ourselves on green and planet-forward design; built to enrich our communities and bring joy to anyone we get the chance to work with.

\*\* we are currently upgrading and updating our site. Follow Aomih's socials to stay up to date as we roll out our new offerings this spring.

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INQUIRY FORM

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*WE ARE MINDFUL DESIGN FIRM WORKING WITH VISIONARY BRANDS WHO ARE CREATING TRANSFORMATIVE EXPERIENCES, LASTING MEMORIES AND JOYFUL CONNECTIONS.*

Aomih is a full-service boutique design firm based in the United States- open to working with clients globally. With years of experience in the design industry, we believe that each project is a story worth telling and to be told with the utmost focus on sustainability, usability, inclusive design, and adaptability.

When Aomih takes on a project, we do so with one simple purpose: to provide a transformative experience to the end-user.

Our mission is to create lasting experiences that raise the bar for immersive, experiential, and holistic design. A point where design, art, and technology are fused to the highest degree.

In closing, Aomih is different. We pride ourselves on our human design experience ideology, our strides to actually change the future and our emphasis in accessibility. We know that there are many components that go together to make a design successful, and we are here to serve them. Fully vetted attributes are integrated into our processes and quality control to ensure we deliver spectacular and usable design to you. With our systems in place, we work to understand you target audience to further amplify our level of design for brands and buildings. We are here to bring your visions into this reality.





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# THE DESIGNER



SaSha Rachel- the Founder of Aomih has over 12 years of experience in the design industry; graduating with a Bachelors in Interior Design. SaSha has practiced Interior Architectural Design across Dallas, Little Rock, Portland, Seattle, San Francisco, and Austin. With a focus in Hospitality Design, Commercial Design, Retail Design and Restaurant + Bar, SaSha's experience is immeasurable. A few Interior projects that she has worked on have been published in articles such as Seattle's DJC, BDC Network, Portland Tribune, and Metropolis Magazine.

With 10 years in the Architectural and Design Industry, she decided to help build brands from the ground up. Incorporating her graphic design expertise with the built environment, it only made sense. With the experience in architecture and a strategic understanding of brands and design principles, it was clear to build a firm that had the ability to curate lasting impressions that could help a business from strategy and vision casting to designing its brick and mortar. After creating award-winning hospitality and commercial designs in the Pacific North West, it is now time to create them globally.

Planet-forward design principles and human-centric practices led the foundation in Aomih's formation. From health interior environments to the ethical psychology of building a brand's demographic. We enjoy the formulation and process to go from A-Z and beyond. It is our pride and joy to bring a new way of thinking into each brand that is not only earth forward, but focusing on the human elemental design. Our unique abilities and scalable thinking allows us to present long term and lasting design that adapts to each business.



# IDENTITY



## *BRAND STRATEGY + POSITIONING*

Strategy is essential to a brand's framework. It is what knits together a lasting legacy that can grow and maintain their authenticity. More than a simple questionnaire and hand off, Strategy is an immersive session that we take you through to generate a key experience that stands out. Together we sharpen the target, establish core values and grow your potential. Our expertise takes complex strategy to the next level by giving our clients the competitive edge they need in their market. We make sure that each brand communicates effectively and is uniquely positioned in the market to be a visionary.



## *BRAND IDENTITY SYSTEMS*

An Identity System is the brand's "face." This is what your target demographic is usually drawn to first. We work on carefully sculpting the eye-catching identity of each project specific to the end-user. A Brand Identity is a suite of identifiable information curated into a cohesive package that is easily noticed across all consumer touch points. From digital to core & shell, we deliver a package to get you ready to show off.

**A LA CARTE:** Icon Packages, Social Media Direction, Photography direction, Presentation Decks + more.



## *PRINT + PACKAGING DESIGN*

We take your brand's personality and visual identity then translate it into unique, memorable designs for print projects. This could be product packaging, shipment vessels, shipment pack-ins, fabric/wall covering design and even business memorabilia.

We are here to work with you and your fabricators to create a tangible memory.

Printing and packaging design is an extension to product marketing your business. A brand identity that is established through the power of unified consistency across all elements of your business.

# WEBSITE



## *WEBSITE DESIGN + WEBSITE DEVELOPMENT*

Your website is your brand's flagship presence. It should be bold, opulent and immediately recognizable. A business's digital storefront, it is where you show the world who you are and how to reach you. As part of the next generation of website development, we create bespoke websites that are stunning as they are accessible and functional; while elevating brands and showing them off. Aomih develops 100% custom websites through Squarespace, an online platform. We believe SS is the new era prioritizing ease of hand off and complete customization from end-to-end.

Each site we design and develop is built with WCAG 2.1 guidelines and systems allowing each user's experience to be as pleasant as the next. Whether a service-based company, or an e-commerce brand; we are here for you.

## *WEBSITE DESIGN*

At Aomih, we understand that there are specific structures established in existing businesses such as development platforms and workflows.

We offer Website Design and Wireframes as a package to our Brand Identity Clients. We can work closely with developers of your choice if Squarespace is not the right fit for your company.

**Have an app? We coordinate directly with your developers to ensure you have a seamless transition.**

## *WHY SQUARESPACE?*

Squarespace is a fast growing website platform that is equipped for most service-based businesses from small-scale to enterprises. Not only can it handle the ever-flowing traffic, it allows a seamless transition from developer to client. As a website designer and developer who primarily uses Squarespace as their sole platform, we have the ability to provide you a 100% fully customized website using custom code and strategy. The list of benefits for using Squarespace as your Service-Based brand's website platform are endless. We can integrate current systems, apply automations to free up time on your end, and build a fully custom site that allows your team to internally do simple updates and promotions.

At the time of hand off, you will be provided a booklet for ease of updating internally, up to one month of support for your team from Aomih, and ongoing support from Squarespace. I look forward to discussing more with you, please don't hesitate to ask any questions.

# INTERIORS



## *COMMERCIAL ENVIRONMENTAL GRAPHICS [WAYFINDING + SIGNAGE]*

Aomih offers environmental graphics that visually made to engage with visitors. Thoughtful EGD is becoming more integrated into the anatomy of spaces. With standard human-centric principles, EGD has a larger purpose than just wayfinding. From a mural to code required entry door signage, any surface is a design opportunity. Our foundation was built on architectural design so, we understand spatial requirements. From design to code, we are able to deliver a design that works for your space, communicate effectively with fabricators and provide detailed drawings for ease of installation. The possibilities are



## *INTERIOR DIRECTION + DEVELOPMENT*

Aomih is licensed in the State of Washington to fully operate as an Interior Design Firm, but able to work with Contractors and Developers globally for Interior Design Direction. With the Founder, SaSha's experience in Hospitality design such as The Benson Hotel, renovation in Portland, OR, Hilton Hotel, Seattle and multiple Bar + Restaurant Projects in the PNW, we have the expertise to provide direction to viable drawings to provide to your teams.

**OFFERINGS:** Interior Direction, Space Planning, FF&E, Interior Architectural updates and drawings, Branding updates.



## *SUSTAINABILITY CONSULT + DIRECTION*

Need help strategizing to make your business more "sustainable?" We can do that for you.

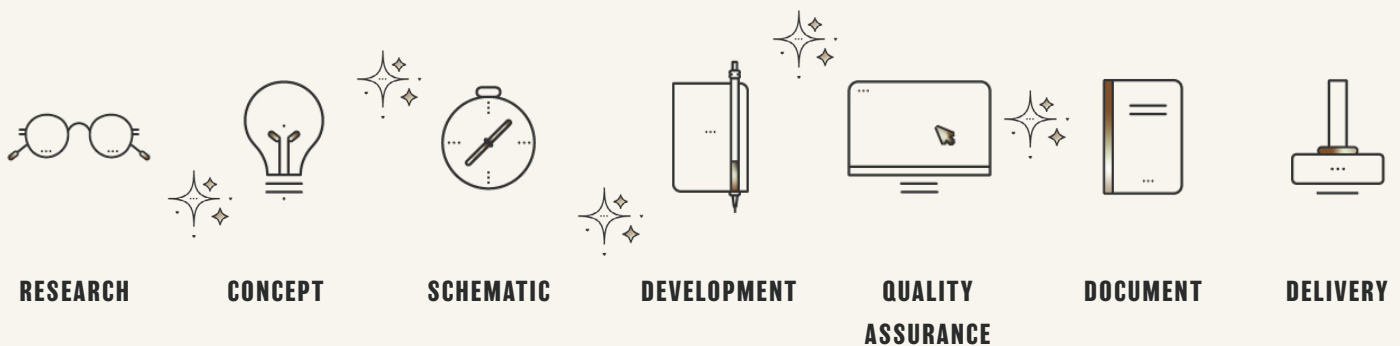
From business and brand needs, to building and construction, we can help you move into a more planet-forward business model.



# OUR APPROACH

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## *A BESPOKE PROCESS FOR EACH PROJECT*

The one concept approach is a way for us to put all we have into a concept that we grow and update together through your feedback and understanding. When it comes to Business Strategy, it isn't about our favorite colors being implemented into the Identity Suite, it is about us targeting our demographic and audience that will make your business successful. That is why we begin with research. We will set up a team charrette to dive deep and make sure everyone is on the same page, that we have the right information to move forward and to ensure we moving forward with each business goal.

At the end of this process, you will be provided with a Brand Strategy deck for you to keep internally for future projects.

We then provide the team with proposed **concepts**. The multiple creative direction options are based on our strategy session's feedback and information. Once timely feedback from the necessary team members is provided, we move to schematic. **Schematic** phase is for the designer to produce and test options that'll then be proposed in a video presentation. This phase is still rough, but once approved we will proceed to Design Development. **Design Development** is the phase of refinement, we provide visuals such as mockups based on the scope and requirements of the project. This is when everything begins to "come to life."

Upon approval from the Clients, We work internally to refine uphold our **quality** standards, research brands to ensure the trademark process will go smoothly and provide final feedback round before we **document** and package you new Identity suite into a **Brand Guidelines Package**, equipped with files necessary for print and digital.

INDICATES POINTS OF FEEDBACK



a.

TO A JOURNEY FILLED WITH GRATITUDE

**SERVICES DECK BY AOMIH DESIGN**

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[SET UP A MEETING](#)

**VALID UNTIL JUNE 2024**

Rates and availability are subject to change until contracted.

**STUDIO HOURS**

MON-WED 9:00am - 4:00pm CST  
THU 9:00am - 1:00pm CST