



Case Study

CodeNest's Finding the Branding Recipe For Higher Traffic

CodeNest was launched by Emma Ruiz, a former freelance software developer from Austin, Texas. It's a SaaS company created to address a common issue Emma encountered: small businesses struggling with complex backend systems. Her mission was simple: build backend tools that are smarter, not harder to use.

But to fulfil the mission, Emma first needed to make a mark by standing out in the digital world. She understood that just having a decoration isn't enough.



THE CHALLENGE...

Quick Branding Fix.



Despite having a strong vision and knowing how important visual identity is, Emma lacked the budget to hire a design agency. CodeNest was still small with limited resources. She wanted branding tools that offered flexibility without sacrificing quality. That's when she found the light at the end of the tunnel, LogoDesign.Net.

How LogoDesign.Net Helped?

Our design platforms allowed Emma to seamlessly and affordably design the required digital assets to impress the digital audience.

- **Eye-Catching Social Media Assets:** From striking headers to post designs, Emma built a consistent online presence that grabbed attention.
- **Powerful Infographic Tools:** She turned complex ideas into clear, beautiful visuals that told her story at a glance.
- **Logo & Branding Made Simple:** With an intuitive logo maker and templates, Emma built a professional identity with business-ready assets.



844-232-4816



support@logodesign.net



www.logodesign.net



CREATING THE LOGO

Emma used the logo maker to explore hundreds of tech-themed options. She eventually chose a Jigsaw Puzzle Globe design that reflected CodeNest's mission of integration and innovation.

CREATING A BRANDED INFOGRAPHIC

Emma used the logo maker to explore hundreds of tech-themed options. She eventually chose a Jigsaw Puzzle Globe design that reflected CodeNest's mission of integration and innovation.



DESIGNING SOCIAL MEDIA HEADERS

Using the social header maker, Emma created responsive banners for multiple platforms, adding relevant visuals, her new logo, and matching fonts and colors to keep her brand consistent.



844-232-4816



support@logodesign.net



www.logodesign.net



The Result

After using [LogoDesign.Net](https://logodesign.net), here are a few things Emma was able to achieve.

A Professional Visual Identity in Days

With a clear logo, slogan, and branding, Emma established a strong, polished visual identity for CodeNest in under a week, something that typically takes startups weeks or months (and thousands of dollars).

Unified Presence Across Platforms

Thanks to the logo and social media header templates, CodeNest launched social media campaigns across different platforms, ensuring viewers knew it was the same brand. This consistency built immediate trust and recognition.

Increased Engagement and Brand Visibility

The professionally designed infographic, created using LogoDesign.Net's tools, became one of CodeNest's most-shared pieces of content. It helped the brand communicate its value proposition and attract early-stage investors and potential clients.

BlueRock Realty effectively transformed its visual identity. Now, it's your turn to do the same. Design appealing and memorable branding materials to give a refreshing look to your business with LogoDesign.Net.

Get The Spotlight

CodeNest by Emma isn't the first example of an early startup not able to hire a digital agency because they lack the resources and the funds to do so. That's what makes [LogoDesign.Net](https://logodesign.net) an affordable and startup-friendly option to design appealing branding items.



844-232-4816



support@logodesign.net



www.logodesign.net