



GONDOLA

Elevate your brand & business
with strategic creative design.

CAPABILITIES

GONDOLA DESIGN
JULIA BABIARZ
FOUNDER/CREATIVE DIRECTOR

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To get results, you need to get noticed.

Gondola Design is here to help.



Break through the noise. *Capture attention. Establish trust. Convey quality.*

Website Design

Make a great first impression with a website that's as unique as your business.

Leveraging our decades of experience in website design, we'll create your new website that's strategically positioned, user-friendly, conversion optimized, and beautiful on any device.

We provide Strategy, Content Mapping, Copywriting, Visual Design, and Wordpress Build.

We can also work within other platforms, like Hubspot.

*Full Websites ~ Landing Pages ~
Templates ~ Campaigns*

Brand Identity

Build trust and foster credibility with a strong, cohesive brand identity—the foundation of every successful business. Our brand identity package provides you with your personal toolkit to move forward with all of your company collateral and consistently project a professional image.

*Logo ~ Color Palette ~
Typography ~ Iconography ~
Image Styling*

Digital Publications

From lead magnets to sales materials and beyond, engage and retain your customers with digital publications. We specialize in creating beautifully designed, branded pdfs whether they be e-books, digital magazines, white papers, or something else!

Marketing Assets

Online advertising campaigns, social media images, conference materials, and more—we can handle all of your ongoing design needs for marketing and outreach.



Let us lift you up.

**Engage target
market**

**Get more
leads**

**Increase
revenue**

**Look good
& feel good**



HOUSING
NEWSREPORT



KCD///PR



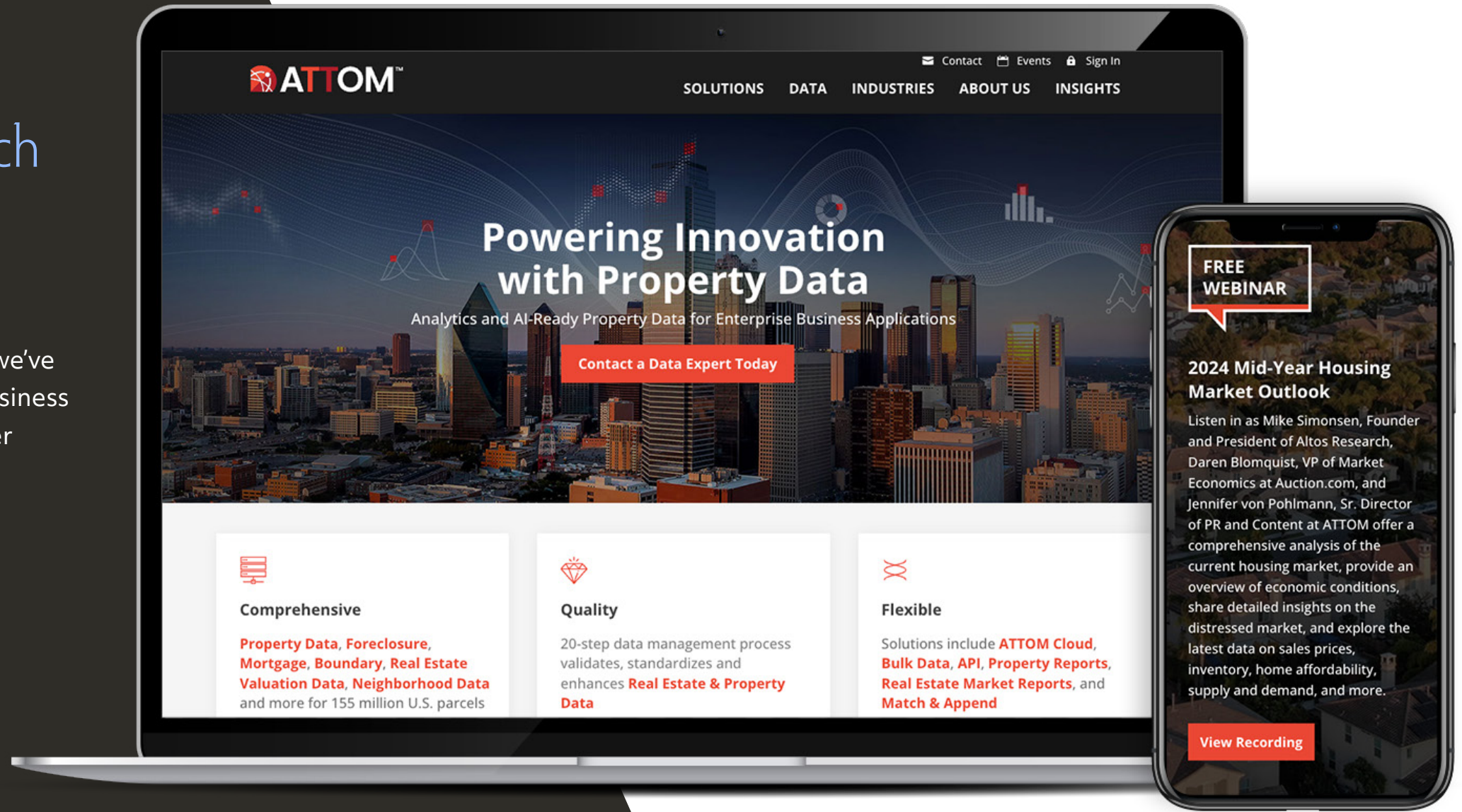
allegory_{inc.}

CASE STUDY

Accelerating ATTOM's Reach

During our multi-year engagement with ATTOM, we've affected their brand and business across nearly every customer touchpoint.

- ◆ Brand Refresh
- ◆ Website Expansion
- ◆ Promotions & Social Media
- ◆ Slide Decks and Templates
- ◆ Sales Presentations & Templates
- ◆ Tradeshow and PR Materials



CASE STUDY: ATTOM

Brand Refresh

ATTOM's brand identity was weighed down with a logo originating from the inception of the company. It was clunky, confusing, and felt dated.

As they grew into new products and markets, ATTOM planned to drop "Data Solutions" from their name and wanted a new logo to reflect this change. They wanted to update their logo's look, while retaining the brand recognition they had built thus far.

We came up with a brighter, more modern and dynamic logo, projecting a new era of growth and innovation for the company.

Old Logo



- Complicated
- Confusing
- Outdated

New Logo



- A new logomark infused with motion and modernity
- A simplified wordmark with higher contrast for higher impact

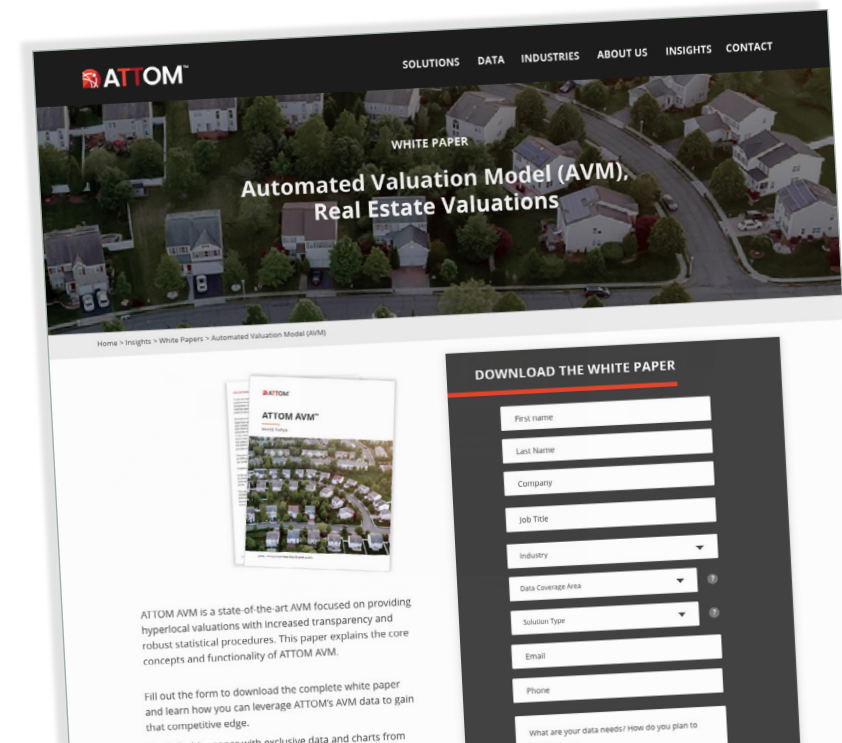
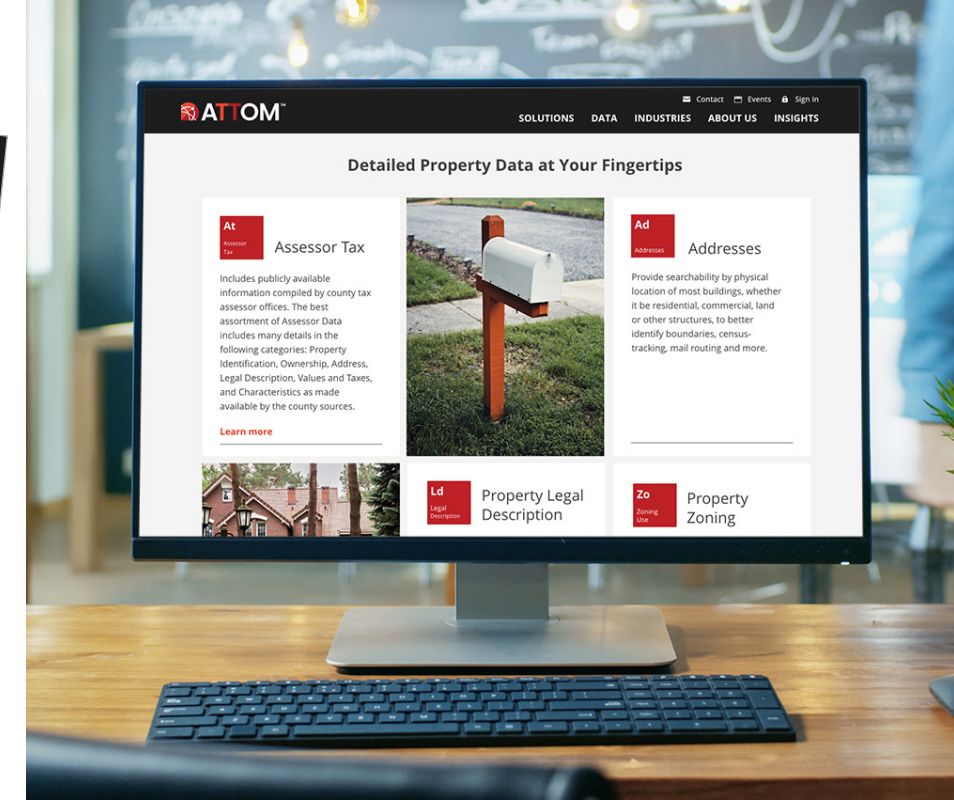
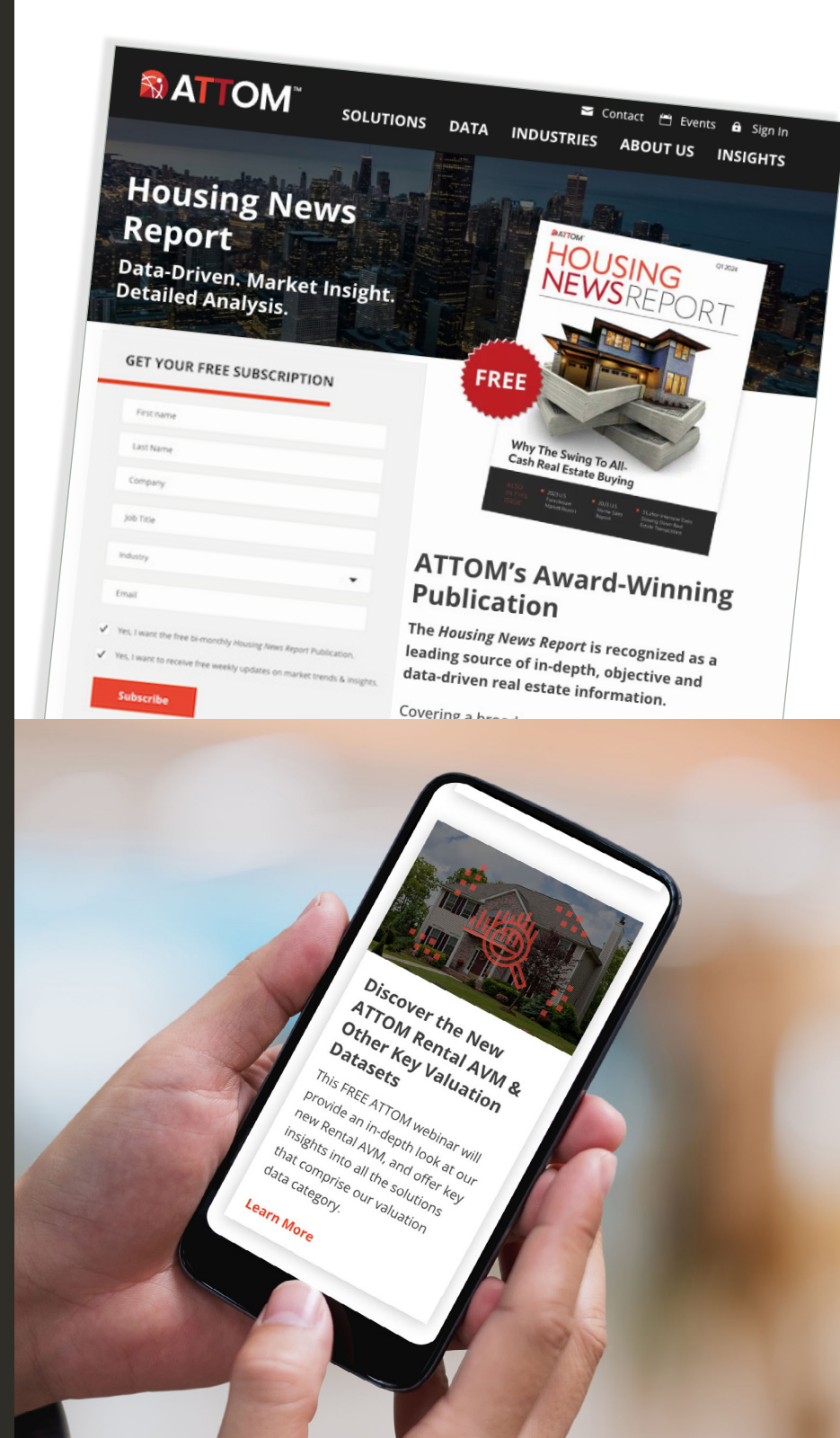
CASE STUDY: ATTOM

Website Expansion

ATTOM's marketing team wanted to add a large amount of content to their website—promoting new products, targeting new industries, and implementing SEO strategy.

We added hundreds of new web pages on attomdata.com – Product pages, Industry pages, Solutions pages, and more. Templatized designs enabled rapid development without sacrificing customized content and visual interest.

The website expansion resulted in more traffic, more leads, and more clients closed.

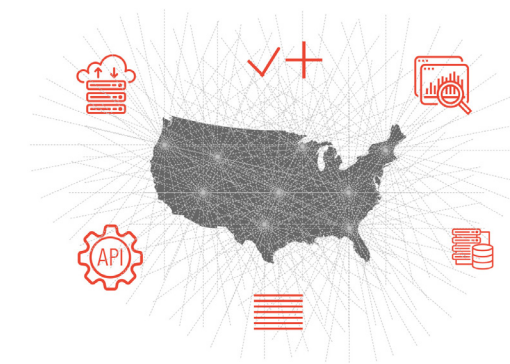
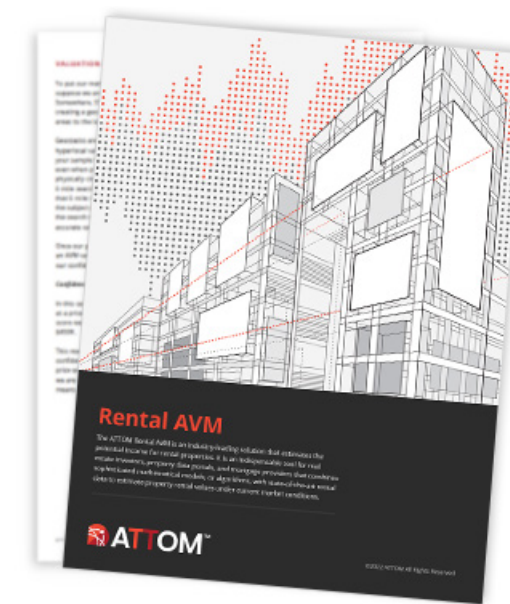
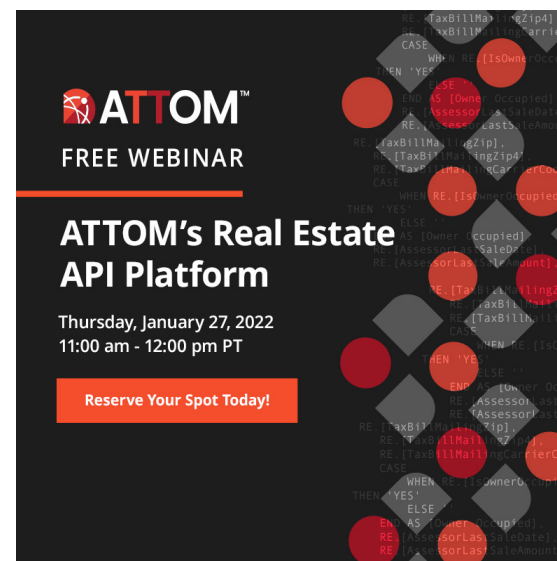


CASE STUDY: ATTOM

Marketing Assets

Gondola Design created branded marketing assets for ATTOM for social media, website promotion, email, conferences, PR, and more.

Presenting professional designs with a consistent, cohesive brand enables ATTOM to build credibility and gain traction with its target audience.



A calendar for Q3 2024 showing the release dates for various data reports. The calendar is organized by month: July, August, and September. Each date is followed by a brief description of the report.

JULY		AUGUST		SEPTEMBER	
03	Q2 2024 U.S. Home Affordability Index	01	Q2 2024 U.S. Home Equity and Underwater Report	05	Q2 2024 U.S. Housing Impact Report
11	June/Q2/Midyear 2024 Foreclosure Activity Report	08	Q2 2024 Opportunity Zones Report	12	August 2024 Foreclosure Activity Report
18	June 2024 U.S. Commercial Foreclosure Report	15	July 2024 Foreclosure Activity Report	19	Q2 2024 U.S. Home Flipping Report
25	Q2 2024 U.S. Home Sales Report (Gains, Homeownership Tenure, Cash, Institutional Investor, Distressed Sales and More)	22	Q3 2024 U.S. Home Vacancy and Zombie Foreclosure Report	26	Q3 2024 U.S. Home Affordability Index
		29	Q2 2024 U.S. Home Loan Origination Report (REFI, Purchase, HELLOCs and More)		

*Please note dates may change and ALL reports will be sent UNDER EMBARGO the day before each is released.

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ABOUT GONDOLA DESIGN

Strategic Creative for Business Results

"EVERY DESIGN HAS AN OBJECTIVE AND AN AUDIENCE; OUR CREATIVE WORK IS FOCUSED ON ACHIEVING BUSINESS OUTCOMES."

**— JULIA BABIARZ,
FOUNDER
GONDOLA DESIGN**

Gondola Design was formed by Julia Babiarz, a veteran of creative design for the Bay Area tech community.

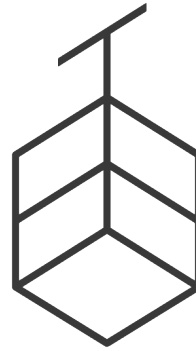
Julia's approach to design centers around one simple fact: Every design has an objective and an audience. Understanding who you are talking to and what you want them to do is paramount to the success of every project. Thus,

Gondola Design begins every engagement with a deep dive into your business, your goals, and your target audience, then formulates a creative strategy and efficient execution that will deliver business results.



"Gondola helped us completely rethink the project and tighten our copy, deliverables, and goals. What Gondola delivered...was not only striking, effective, and highly professional, but also drove tons of new business leads from multiple online and social channels."

—Julian Willis
Director of Digital Marketing, KCD PR



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