CAMI

CASE STUDY

CARABALLO PROFESSIONAL DEVELOPMENT

CPD

CARABALLO PROFESSIONAL DEVELOPMENT

Serving Diverse Communities across Massachusetts by Cultivating Business Knowledge

Strategic Marketing Consulting
Digital Positioning

- **Brand Optimization**
- **Content & Design**

CAMI STRATEGIES:

STRATEGIC MARKETING & BRAND OPTIMIZATION

ABOUT THE ORGANIZATION

CARABALLO PROFESSIONAL DEVELOPMENT is an educational and training organization in Massachusetts founded in 2013 by Certified Public Accountant Franklin Caraballo. The organization designs and implements bilingual (English and Spanish) training workshops, business education programs, and labor competency initiatives catering to minority-owned businesses, nonprofits, and governmental offices.

CAMI IMPACT

Through strategic marketing and brand optimization, CAMI Studio elevated CARABALLO PROFESSIONAL DEVELOPMENT’s positioning, effectively communicating its extensive menu of training and advisory programs to the public. By establishing a cohesive digital narrative across key touchpoints, CAMI helped showcase Caraballo's comprehensive curriculum; spanning HR, financial compliance, and labor competency management, to attract prospective clients.

CAMI's collaborative partnership not only strengthened Caraballo’s market presence, it streamlined the organization's specialized workforce solutions, and built a scalable foundation for long-term client engagement and growth.

THE CHALLENGE & SOLUTION:



The Challenge: CARABALLO PROFESSIONAL DEVELOPMENT hosted a growing roster of programs serving diverse Massachusetts organizations, but had limited branding or professional assets to represent its presence online with clients.

CAMI Solutions: CAMI created a refreshed visual identity for Caraballo, redesigned its website, and produced ready-to-share branded graphics for the Caraballo team to use sustainably across channels going forward.

CAMI DESIGNS:

A COMPLETE BRAND IDENTITY



BRAND DESIGN

NEW LOGO & WORDMARK



BRAND APPLICATION

EMAIL SIGNATURE





Brand Guidelines

Presentation

BRAND TRAINING

BRAND GUIDELINES PRESENTATION

CAMI led a visual identity refresh, ranging from logo, to email signatures, to brand guidelines, giving **CAMIBALLO PROFESSIONAL DEVELOPMENT** a consistent and professional look across every touchpoint.

CAMI BUILDS:
WEBSITE REDESIGN



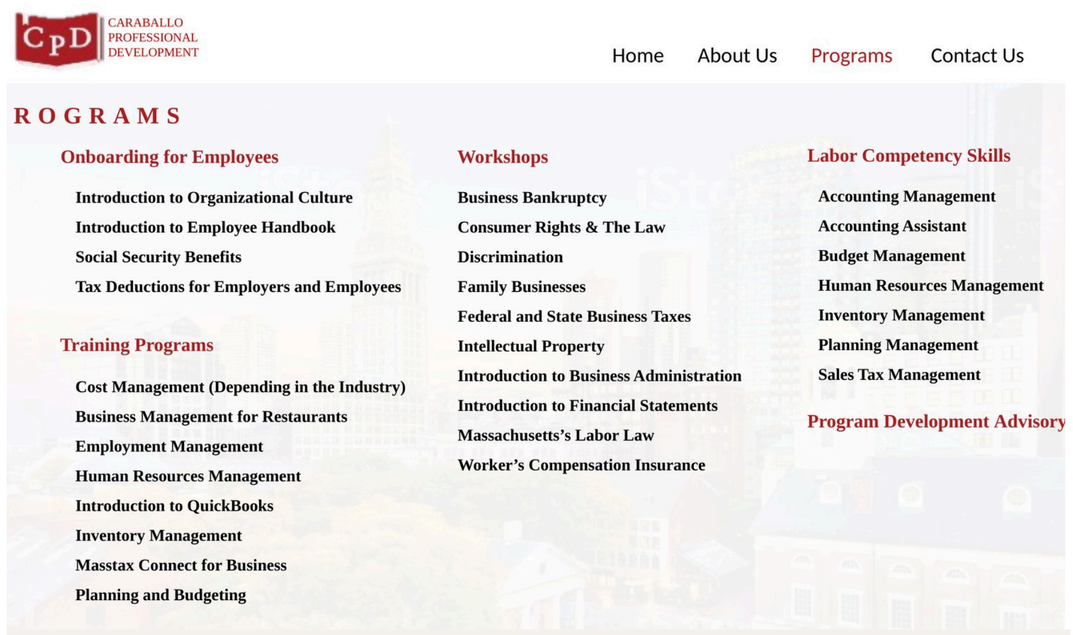
WEBSITE DESIGN

Homepage Layout

We Educate Individuals, Employees, And Employers
For An Ever-changing, Diverse Global Economy

With Our Leadership And Experience In Different Industries, we can help Accomplish your Desired Business or Academic Goals and Objectives

Learn More ->



TOPLINE MESSAGING

About US, Introduction

WEBSITE DESIGN

Program Menu, Navigation & Directory

WEB CONTENT:

FIVE PROGRAM TRACKS, ONE CLEAR DESIGN & PATH



WEBSITE DESIGN

Programs – Overview



Onboarding for Employees



Training Programs



Labor Competency Skills



Workshops



Advisory Development

CAMI then led a complete website redesign, from homepage to program directory, so **CARABALLO PROFESSIONAL DEVELOPMENT** could present its major programs clearly to businesses, employees, and state agencies across Massachusetts.

CAMI

RELATED PROJECT



CARABALLO ACCOUNTING

ABOUT THE COMPANY

Caraballo Accounting (also known as Caraballo CPA) is an accounting and advisory firm founded by Certified Public Accountant Franklin Caraballo. The firm primarily serves small businesses, entrepreneurs, and individuals, offering bilingual (English and Spanish) financial services.

OUR IMPACT

Through a strategic partnership, CAMI Studio elevated Caraballo Accounting’s brand presence and streamlined its client-facing touchpoints. By delivering custom visual assets and establishing a cohesive digital strategy, CAMI helped clearly communicate Caraballo CPA's comprehensive accounting services to prospective business clients.

This collaboration strengthened Caraballo Accounting’s market positioning, enhanced professional credibility, and established a scalable foundation to drive continuous business growth.

CAMI's focused branding for **CARABALLO ACCOUNTING** included icon, wordmark and print collateral development; built to carry bilingual-first positioning across every client touchpoint.

CAMI MEDIA:

CARABALLO ACCOUNTING MEDIA DISPLAY



BRAND COLLATERAL

BRAND ICON



BRAND COLLATERAL

BUSINESS CARD



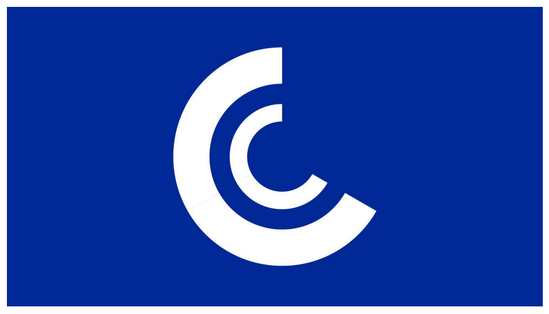
BRAND COLLATERAL

LOGO & WORDMARK



BRAND COLLATERAL

CARD BACK – STYLE A



BRAND COLLATERAL

CARD BACK – STYLE B



BRAND COLLATERAL

CARD BACK – STYLE C

CAMI delivered a cohesive set of brand assets — icon, wordmark, and business card system — ready for **CARABALLO ACCOUNTING** to deploy across print and digital touchpoints.

CAMI SOURCES & REFERENCES

ASCENDUS: Caraballo Creates Financial Ascension for Small Businesses
ascendus.org/client-stories/caraballo-creates-financial-ascension-for-small-businesses