

Pamela Farrell

The Brand Edit



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After 13 years working as a graphic designer in creative agencies and running her own letterpress stationery business, Pamela launched a design consultancy firm – The Brand Edit – from her home studio in Navan, Co Meath in 2017.

Pamela decided to make this jump and to step away from Farrell & Chase (her letterpress business) as she really missed working in branding and wanted to go out on her own.

Having worked with a lot of female founders over the past three years, Pamela noticed a gap in the market for cohesive marketing and website template designs that work together effectively to help female entrepreneurs claim their space online.

In 2020, Pamela re-launched The Brand Edit as a design shop offering limited edition self-editing designs for evolving online brands. The identity, marketing and website template designs are customisable and are designed with creative female founders in mind.

Throughout the relaunch, ACORNS has been invaluable to Pamela, giving her the opportunity to bounce ideas off her fellow participants, as well as providing inspiration and practical help.

Pamela recently launched the new website with her first “Destination” collection and is currently concentrating on testing and tweaking the website and social media marketing while she works on the next two collections due for launch in winter/spring.

Other future plans for The Brand Edit include, releasing four self-editing collections a year and hiring or outsourcing a marketing manager. Pamela, who currently works alone, is also aiming to further develop her marketing strategy, especially the online aspect, while continuing to concentrate on growing the template design shop and raising its profile.

Providing early stage female entrepreneurs, living in rural Ireland, with the knowledge, support and networking opportunities to meet and even exceed their current aspirations.



An Roinn Talmhaíochta,
Bia agus Mara
Department of Agriculture,
Food and the Marine