



Cortesia Oxford

Creative Director · The Branding Architect LLC

Atlanta, GA area · Working virtually



Short bio

Cortesia Oxford is the creative director of The Branding Architect LLC, an Atlanta-area branding and marketing consultancy. She brings together creative direction, visual branding, and patient technology guidance for founder-led businesses, especially Black women entrepreneurs.

The story behind the brand

Cortesia Oxford is the creative director of The Branding Architect LLC, an Atlanta-area branding and marketing consultancy. She brings together creative direction, visual branding, and patient technology guidance for founder-led businesses, especially Black women entrepreneurs. Her work connects the decisions behind a brand—its audience, story, and visual direction—to the websites, photography, graphics, and launch assets people experience. She works across personal and product branding and cohesive event brand systems for weddings, memorials, and conferences. Her BUILD framework keeps brand strategy visible throughout the work. With a background in marketing, design, and customer experience, Cortesia helps business owners turn the brand they see in their heads into a clear, usable presence, supported by a brand guide and launch assets.

Interview topics

Creative direction before design

How audience, story, and intention guide a visual brand beyond a pretty logo.

Founder and product, one brand

Connecting a founder's personal presence with product photography, presentation, and launch assets.

Branding with patient tech guidance

Making websites, brand systems, and everyday marketing tools approachable for women entrepreneurs.

One identity across an event

Carrying a cohesive visual story through websites, invitations, programs, signage, and keepsakes.

Press & brand resources

ShoutOut Atlanta · July 14, 2022

Meet Cortesia Oxford, The Branding Architect | Creative Director

[Read the coverage](#)

Hypepotamus · September 28, 2022

Square One Startup School to Showcase Largest Cohort To-Date

[Read the coverage](#)

Official files & contact

[Press photos, logo & original brand guidelines](#)

[Website](#)

[CMO LinkedIn profile](#)

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Use the official logo unchanged: no stretching, recoloring, or effects.