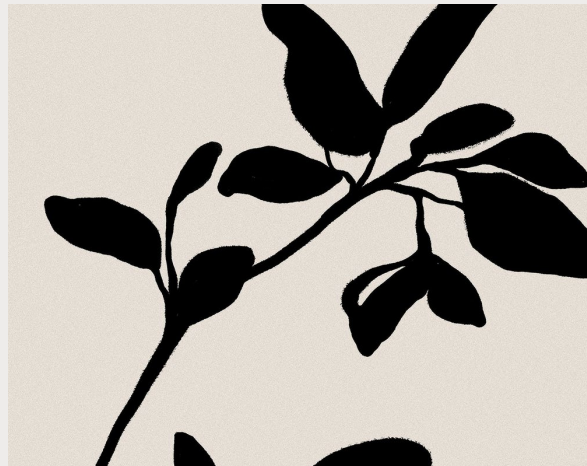




- 2 BRAND IDENTITY
- 6 SOCIAL MEDIA
- 7 WEB DESIGN
- 9 PRINT & OTHER
- 10 CONTACT

SERVICES & PRICES





THE MINI BRAND



2300 €

3 to 4 WEEKS

For small businesses on a tight budget, starting out, already equipped with a strategic vision or just looking to refresh their identity. This package will give you with the most important elements to introduce your new brand with confidence.

What's included

- Brand Questionnaire
- Moodboard
- Color Palette
- 1 main logo + 2 Variations
- Font System
- Brand Guide (8+ pages)
- Files in JPG & PDF



Our process



CREATIVE DIRECTION

Following our first talks, you will receive a questionnaire which will allow me to establish your brand's needs and define its creative direction, including a mood board & a color palette.

A work schedule will be established to ensure the smooth running of the project.

- > QUESTIONNAIRE
- > PLANNING
- > MOODBOARD
- > COLOR PALETTE



LOGOTYPES DESIGN

Then I will start creating your main logotype and its variations; symbol (brandmark), submark, logo with baseline... variations to be defined according to the needs of your project. Two creative proposals will be presented to you.

- > LOGO PROPOSALS
(2 CREATIVE TRACKS)



FINALISATION OF THE IDENTITY

Following the choice of one of the creative tracks and depending on your feedback, the main logotype and its variations will be finalized.

1 round of revisions is included.

The fonts to use in your identity will be selected.

The color palette can be modified and finalized at this stage if necessary.

- > LOGOTYPES
- > FONT SYSTEM
- > COLOR PALETTE



DELIVERY

After validation of all visuals and finalization of the payment, you will find your files on a dedicated Google Drive.

A mini Brand Guide (8+ pages) will be delivered to you, presenting your new identity.

- > LOGO FILES (JPG/PDF)
- > BRAND GUIDE

*

Several revisions can be made for each return from you.

BRAND IDENTITY +



3900 €

6 to 8 WEEKS

A complete branding experience to dive into you brand's values, needs, and creative direction. Ideal for businesses looking for a complete & strategic visual identity to reach their ideal target and communicate easily on every media. Let us do all the work for you.

What's included

- Brand Questionnaire
- Strategy & Art direction (15+ pages)
- Moodboard
- Color Palette
- 1 main logo + 3 to 4 Variations
- Font System
- Business Card Design
- Presentation mockups
- 6 Instagram Templates & Styling
- Profile pictures + icons
- Brand Guide (25+ pages)
- Files in JPG & PDF





Our process

1

STRATEGY & ART DIRECTION

Following our discussions, you will receive a brand questionnaire which will allow me to define the best strategic & art direction. This complete analysis of your needs will notably help you communicate with your target customers.

A work schedule will be established to ensure the smooth running of the project.

> QUESTIONNAIRE
> PLANNING
> MOODBOARD & PALETTE
> STRATEGIC GUIDE

2

LOGOTYPES DESIGN

After confirmation of the art direction, I will start creating your main logotype and its variations; symbol (brandmark), submark, logo with baseline... variations to be defined according to the needs of your project. Two creative proposals will be presented to you.

> LOGO PROPOSALS
(2 CREATIVE TRACKS)

3

CREATION OF THE BRAND IDENTITY

Following the choice of one of the creative tracks and depending on your feedback, the logotypes will be finalized. 2 rounds of revisions are included.

The fonts to use in your identity will be selected. The color palette can be modified and finalized at this stage if necessary.

> LOGOTYPES
> FONT SYSTEM
> COLOR PALETTE

4

STATIONERY & SOCIAL NETWORKS

Once the visual identity is approved, you will receive 2 design proposals for the business card. 1 round of revisions is allowed at this stage.

The new identity of your Instagram page will be created and your templates will be imported on Canva so you can use them easily.

> BUSINESS CARD
> MOCKUPS
> TEMPLATES &
INSTAGRAM FEED

5

FINALISATION & DELIVERY

After validation of all visuals and finalization of the payment, you will find your files on a dedicated Google Drive. I will also advise you for the printing of the business card.

A Brand Guide of more than 25 pages will be delivered to you, presenting your new identity in detail as well as tips for its use.

> LOGO FILES (JPG/PDF)
> BUSINESS CARD (PDF)
> CANVA TEMPLATES
> BRAND GUIDE



SHOWCASE WEBSITE

FROM 1900 €

5 to 6 WEEKS

Design and creation of a website based on your new brand identity.

It will be set up on a hosting platform (Wix or Squarespace) to allow you to keep your hands on it if necessary.

The price changes depending on the number of pages required, the complexity of the website and additional services.



What's included

- Welcome page
- Contact page
- Presentation page (services / products)
- About page
- Mobile adaptation
- Image Sourcing & Optimization
- Basic SEO
- Domain Transfer Support

Additional services

- Proofreading of textual content
- OR Redaction of textual content
- Additional pages



Our process



INFORMATION & TALK

We will determine together your needs and wishes: website style, number of pages, links between them, content, creative details, etc.

Depending on the type of website needed and the desired handling, I will recommend the platform best suited to your project.

> HOSTING PLATFORM



PREPARATION & CONTENT

The creation of your account on the chosen platform and the purchase of a domain name will be carried out. I will guide you through these steps.

If necessary and according to your request, I will prepare your website's content: texts and photo sourcing / editing.

> DOMAIN NAME
> TEXTS & IMAGES



STRUCTURE & LAYOUT

A model of your website will be developed based on your brand identity. A pdf file will be sent to you to confirm the overall design and structure of the website: menu, links, page navigation, etc. 2 rounds of revisions are included.

> WEBSITE DRAFT
(PDF FILE)



GLOBAL DESIGN & FINALISATION

Once the website's draft is validated, I will carry out its overall design and implement all the elements necessary for its proper functioning, including basic SEO.

I will also adapt your website for tablet and smartphone formats.

1 round of revisions to make final changes is included.

> WEBSITE DESIGN
> SEO



DELIVERY

Your website is ready to be published!

I will guide you for the purchase of your hosting subscription.

> FINALIZED WEBSITE
> HOSTING
SUBSCRIPTION

SOCIAL MEDIA MANAGEMENT

Your web attendance is an extension of your brand. Our offers adapt to your needs, to enable you to reflect an attractive and professional image.

1

- > 2 POSTS DESIGNS / WEEK
- > 2 STORY DESIGNS / WEEK
- > YOUR PUBLICATION PLANNING

280 € / MONTH

2

- > 3 POSTS & 3 STORIES / WEEK
- > 1 REEL / MONTH
- > PLANNING
- > WRITING
- > PUBLICATION BY THE STUDIO

580 € / MONTH

3

- > 4 POSTS & 4 STORIES / WEEK
- > 1 REEL / MONTH
- > PLANNING
- > WRITING & PUBLICATION BY THE STUDIO
- > INBOX MANAGEMENT

800 € / MONTH

NB: Shootings of your products, services or portraits will be subject to an additional quote.



À LA CARTE

LAYOUT - *From 500 €*

- Photo Book / Portfolio
- Products catalog

EDITORIAL DESIGN - *From 1000 €*

ILLUSTRATION - *From 500 €*

- Textile design
- Illustrations on request



PACKAGING - *From 600 €*

STATIONERY / WRAPPING - *From 160 €*

- Thank you / wishes cards
- Invitations
- Business cards
- Restaurant menus
- Stickers
- Silk paper
- Personalized packing box

COMMUNICATION - *From 350 €*

- Leaflet
- Services / Prices (PDF file)

PHOTOGRAPHY - *From 800 €*

- Photo shooting
- Products Packshots



Each project being unique, I invite you to contact me to get a detailed quote, adapted to your needs and to your budget.



EMAIL

hello@auramastudio.com

HOURS

From monday to friday

10 am - 18 pm

RESPONSE TIME

3 working days