



BROCHURE

Service Guide

A LITTLE ABOUT SIMONA DESIGN

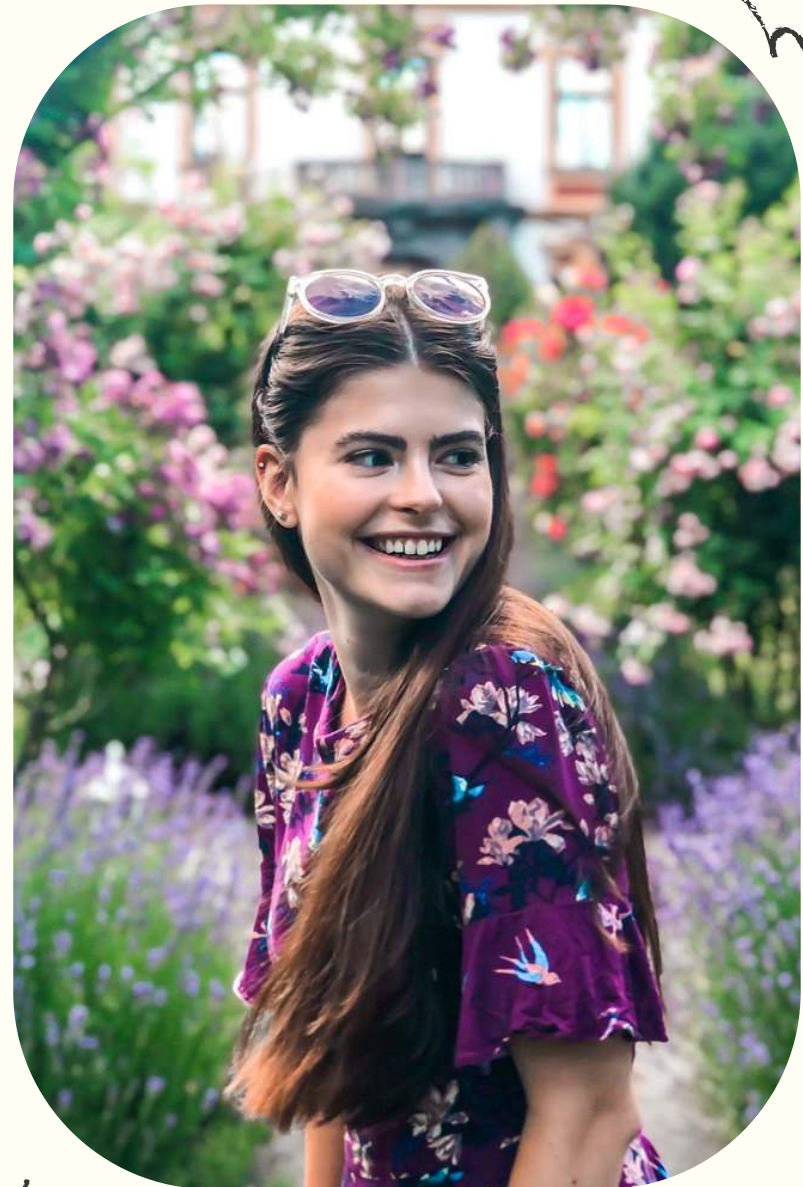
Hello There!

Nice to meet you!

Welcome,
I'm Simona, I'm a graphic designer, illustrator
and the creative person behind Simona
Design. You can find me in the charming city
of Prague.

I have a passion for design, illustration and
branding. My unique illustrations and
attention to detail ensure each project is
crafted to perfection, offering designs that
stand out and resonate with your audience.
Whether it's creating logotypes, stunning
illustrations or complex brand identities, I'm
committed to turning your ideas into reality!

I look forward to partnering with you and
creating something truly special.



DESIGN PACKAGES & SERVICES

Are you ready to find the perfect service for you and take your business to the next level?

Start Up Package

This is the perfect option for a start-up company that doesn't break the bank.

- Brand Questionnaire
- 2 X Moodboard
- Creative Direction
- Logo Suite
- Colour Palette
- Typography**
- Brand Board
- 2 X Revision

1 Concept

Turnaround: 1 Week*

Price: € 500

Complete Package

This is the perfect option for a new company, or a small business. Supplying you with all of the design necessities for starting your company, with none of the hassle.

- Everything in the Start Up Package
- Brand Guidelines
- Business Card***
- 1x Add on
- 2 X Revision

1 Concept

Turnaround: 2 - 3 Weeks

Price: € 1000

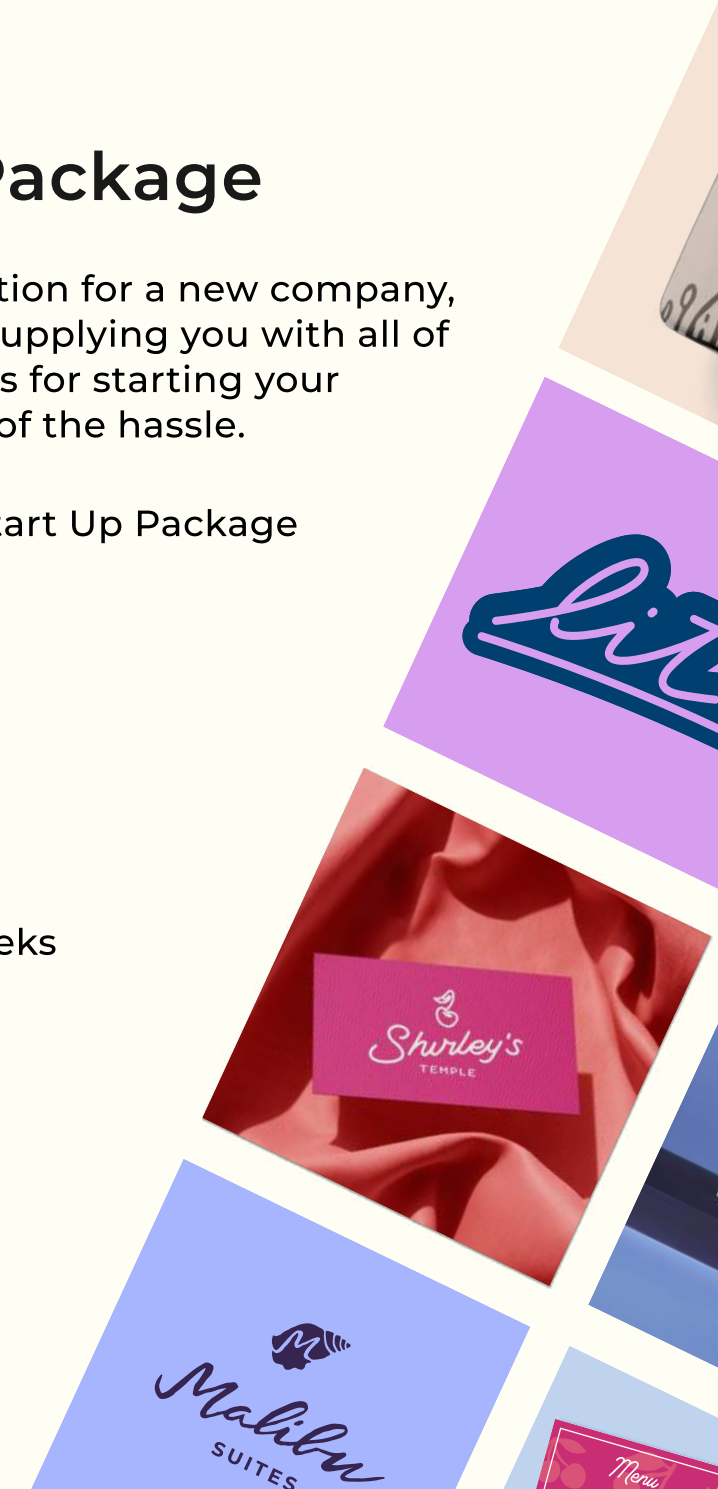
Brand Board vs. Brand Guidelines

A Guide is more in-depth than a Brand Board, it includes instructions on how to use and not use your brand elements, what background colors should be used behind your logo, and so on.

* All times are only approximate

**This does not include the purchase of the font license

***This does not include the printing



OTHER DESIGN SERVICES

I specialise in branding and that's where I start with every client I take on, however if you're looking into add on a few extras, here is a few other services i can offer:

- Logo Design
- Business Cards
- Loyalty Cards
- Thank You Cards
- Patterns
- Gift Vouchers
- Banners
- Merchandise
- Menu's
- Flyers
- Stickers
- Illustrations
- Price Lists
- Packaging
- Insta Highlights
- Insta Post & Story Templates

& More!

Can't find the asset that you need for your business in this list? Let me know !



PACKAGES SUMMARY



	Start Up Package € 500	Complete Package € 1000
Brand Questionnaire	✓	✓
2 X Moodboard	✓	✓
Creative Direction	✓	✓
Logo Suite	✓	✓
Colour Palette	✓	✓
Typography	✓	✓
Brand Board	✓	✓
Pattern & Elements		✓
Brand Guidelines		✓
Bussiness Card		✓
1x Add on		✓
2 X Revision		✓

TIMELINE & CREATIVE PROCESS

What's in store for you and how do we proceed?

TIMELINE & CREATIVE PROCESS

1.

ONBOARDING

After our first meeting, I'll send a project proposal, contract and invoice for a 50% deposit. Once that is signed off on and paid, your project will be officially booked!

The first step is all about you! We want to learn everything about yourself and your business. You will complete the Brand Questionnaire and we'll set up an onboarding meeting in order to meet (virtually) and discuss what we have learned from the questionnaire.

2.

CREATIVE DIRECTION

Now that the foundations of your branding have been established, it's time to use that to guide us to a visual direction. I will craft two moodboards with slightly varied design styles for you to review. A moodboard presents a collection of images showing photography, type, color palette, and more as well as thorough explanation on the reasoning behind the style choices.

You will take these and decide which direction is most appealing to you. One round of revisions is available if there are tweaks needed to a moodboard.

3.

DESIGN VISUAL IDENTITY

Now it's time to turn the planning into reality! I will take all the information we've gathered and use it to form a suitable visual identity concept. I'll design all the included elements and then present the concept for you.

After you take some time to reflect on the concept, you'll send me any feedback and we'll begin revision rounds as necessary.

4.

LAUNCH

After receiving final approval on all design elements and processing payment, I will package up and transfer all files to you. I'll provide your files in a wide range of formats and colors that will be suitable for any web and print formats you might need.

Now you're ready to show your new branding to the world!

**LOOKING FORWARD TO
WORKING WITH YOU**

Any questions? Feel free to email me or message me on
Instagram!