economy

- 3 logo proposals
- Mini identity: logo in different versions (b/w, color, with and without tag line, reduced version ...), color palette, typography
- Stationery: business card design, and print ready file for max. 2 people.
- Marketing material: 1 print flyer, such as post card or folded A4, and 1 web banner such as facebook cover image.

Does not include -
- purchase of rights to use fonts
- content & copywriting: all text and photography to be delivered by clients
- printing costs nor placing orders with printer (no production assistance).

business

- 3 logo proposals
- Basic identity: logo in different versions (b/w, color, with and without tag line, reduced version ...). Guideline document with usage of logo, color palette, typography, style of photography/icons, material mood board.
- Stationery: business card design and print ready file for max 5 people. Letter head, envelope, sticker/label, stamp.
- Marketing material: 1 print flyer, such as post card or folded A4. Concept for simple website OR brochure up to 8 pages. Up to 3 web banners.
- Goodies: up to 3 items, e.g. memory stick, pen, coffee cup. Specifying color, style and logo placement. Sourcing products and getting quotes from up to 3 different vendors.
- Printing & production assistance: requesting printing prices with up to 3 printers, supporting with choice of material and placing print order.

Does not include -
- purchase of rights to use fonts, photography, URLs, ...
- content & copywriting: all text and photography to be delivered by clients
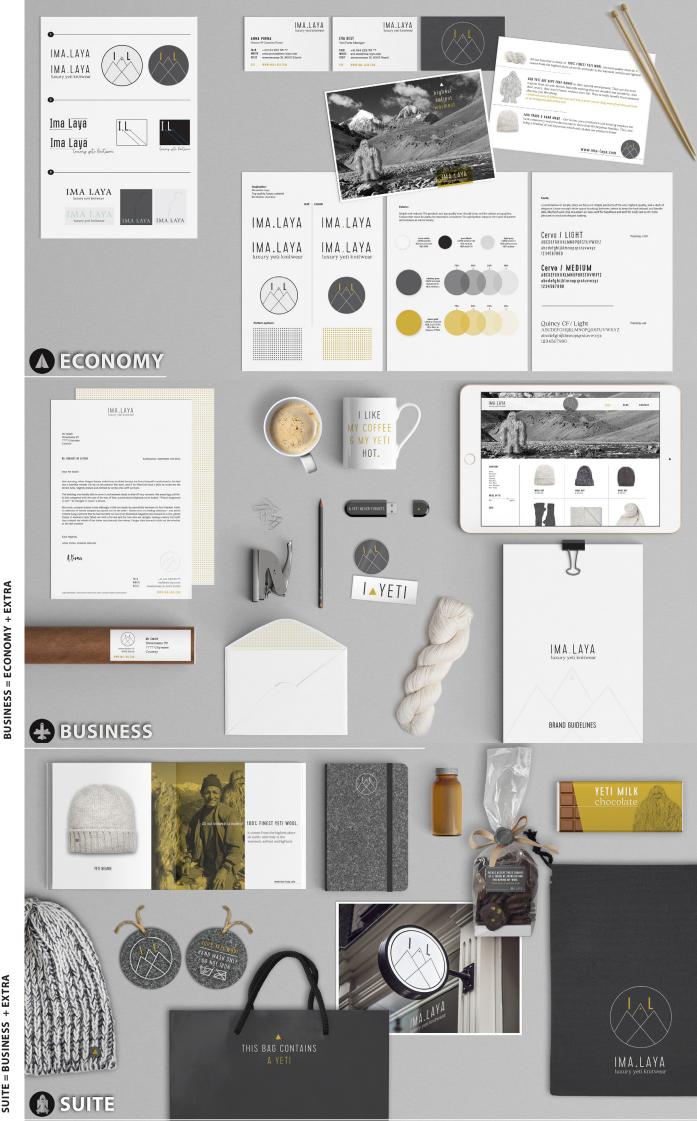- printing & production costs
- web programming

suite

- 3 logo proposals
- Extended identity: logo in different versions (b/w, color, with and without tag line, reduced version ...), color palette, typography, style of photography/icons, guidelines document.
- Stationery: business card design, letter head, envelope, stickers or stamp
- Marketing material: 1 print flyer, such as post card or folded A4. Concept for simple website AND brochure up to 8 pages. Up to 5 web banners. 1 signage element such as shop sign or decal.
- Goodies: up to 5 items, e.g. memory stick, pen, coffee cup, t-shirt, water bottle. Specifying style and logo placement. Sourcing products and getting quotes from up to 3 different vendors.
- Product packaging: depending on type of product, e.g. design of container, cardboard box, shopping bag, wrapping paper, hang tags, price labels etc.
- Printing & production assistance: requesting printing prices with up to 3 printers, supporting with choice of material and placing print order.

Does not include -
- purchase of rights to use fonts, photography, URLs, ...
- content & copywriting: all text and photography to be delivered by client
- printing & production costs
- web programming

ECONOMY

BUSINESS

SUITE

Working with studio franklin typically goes like this:

Kick-off meeting with client to understand needs, wishes, requests.
We retreat into our creative cave to come up with 3 logo proposals within agreed timeline.
Presentation is sent to or done in person for client.
Based on client's feedback we will then continue to design the other requested identity elements. Depending on the size of the project more milestones and meetings can be scheduled, until final design is ready and agreed elements delivered.

Our identity packages are examples, meant to give you a better idea of what to expect. They are therefore not set in stone: we are happy to put together a tailored offer for you. Just let us know what you have in mind. As a general guideline, we charge chf 120/hour.

We commit to do the best possible work for all clients, no matter the size of the project. No brand left behind. Therefore we expect a similar commitment from clients to pay 1/3 of the estimated budget at the start of the project, and the remainder after finalizing the project. For larger projects the payment schedule can be more spread out, upon agreement.

Want more? Extra services we can provide:

Brand/Product Strategy. For example:
• Helping to define core values and strengths of the brand. What does the brand stand for and how does the brand want to be perceived. Reduce brand message in a one-liner: making it easy for customers to buy and for sales force to sell.
• Competitive Audit. Researching what other brands are doing to reach customers and positioning themselves in the market.
• Defining target customer and ways how to reach her through lifestyle overlaps or links with established brands.
• Detailed mapping of customer journey. What is the (current) buying process and user experience of the consumer with the brand & products? What are the pain points? What is the ideal experience that we want the customer to have in the future? How do we make sure the brand's values and identity are expressed in every touchpoint?

Exhibition design & Retail design
Whether your are looking for the (re)design of signage/wayfinding, one furniture unit, a temporary/pop-up event or a full store design - we can support. For larger projects, we collaborate with our experienced partners in architecture.

Apps and web development
We can design the concept and work with super-skilled partners in digital programming and web related matters.

studio **franklin**

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