

# KUNST STOFF.

Service

Guide



**Stand out  
in a sea of  
similarity.**



STUDIO KUNSTSTOFF is about crafting bespoke design concepts, engaging content, and striking photography tailored for the hospitality sector - to revolutionize your brand's story.



Thank you for considering us at  
**STUDIO KUNSTSTOFF!**

We understand the challenges of bringing ideas to life and the immense satisfaction when they flourish.

Our commitment is to guide you every step of the way, crafting a beautiful and distinctive brand image.

This presentation offers insight into our services.

For any queries, reach out to us at  
[kunststoff.studio@gmail.com](mailto:kunststoff.studio@gmail.com)



# WHO WE HAVE WORKED WITH.

A TAVOLA is a laid back italian bar concept - the client wanted a whimsical yet authentic approach to their dream brand.



**A TAVOLA**



A vibrant Japanese udon store - the concept introduces a youthful twist to the traditional udon and izakaya experience.





# OUR BRANDING SERVICES.



# BRAND IDENTITY

We specialize in crafting brands with expertise, going beyond mere logo and design creation. Instead, we skillfully weave your brand's core into a visual identity that resonates.

Our secret ingredient? Precision with a touch of quirkiness. Witty blending of colors, typography, imagery, and graphics captures the distinct essence and values of your brand, guaranteeing it's uniquely yours while making bold moves to stand out in the crowd.

Ready to make a statement? Let's craft your brand's story together.



## INCLUDES

- ° Kick-off consultation call
- ° Notion client portal
- ° Brand thinking questionnaire
- ° 2 moodboards to select the creative and strategic direction
- ° 1 Logo Concept including Primary and secondary logo
- ° Brand color palette
- ° Typography suite\*
- ° Photo and/or illustration direction
- ° Graphics and/or patterns
- ° Brand collaterals (print and/or digital)
- ° Comprehensive brand guidelines
- ° 2 revisions per deliverable notes
- ° 3 social media posts to announce your new branding

## DURATION

- ° Between 4 and 6 weeks

## REQUIREMENTS

- ° A compelling brand concept that you're ready to develop further
- ° Dedication to invest your time and participate actively in giving and receiving feedback
- ° While we offer a brand assessment questionnaire, we suggest you refine your brand strategy before partnering with us

\* Kindly be aware that font licenses are not included in the service fee and must be acquired separately. Clients may purchase them directly from the foundry's website or opt for the studio to procure them, in which case they will be added to the final invoice. Typically, a single license ranges from 30 to 80 EUR.

# SOCIAL BRANDING

This service unfolds in two phases. First, we refine and harmonize your current visual identity to ensure coherence across all your social media platforms.

Then, we move on to the exciting part — addressing your specific social media needs. We generate vibrant templates that are easily editable in Canva, perfectly aligned with your brand's visual identity. Ensuring consistency and engagement with each post,

And let's not forget about your photo session — because in the world of social media, a picture is worth way more than words.



## INCLUDES

- ° Kick-off consultation call
- ° Notion client portal
- ° Brand thinking questionnaire
- ° 2 moodboards to select the creative and strategic direction
- ° Aligning and adjusting already existing brand assets to ensure a coherent identity
- ° Editable templates in Canva, entirely adjusted to your business needs on social media
- ° 2 revisions per deliverable notes
- ° Half day (4 hours) photo session of your business/product
- ° Edited final images

## DURATION

- ° Between 3 and 5 weeks

## REQUIREMENTS

- ° A compelling brand concept that you're ready to develop further
- ° Dedication to invest your time and participate actively in giving and receiving feedback
- ° When applicable, finished packaging text, product titles, and confirmed dielines
- ° While we offer a brand assessment questionnaire, we suggest you refine your brand and social media strategy prior to partnering with us

# CONTENT CREATION

This service is an add-on service after having gone through the Social Branding Program. The ideal way to guarantee your business a consistent and engaging online presence every month.

We craft captivating content that resonates with your audience, reinforcing your brand's message with each post.



## INCLUDES MONTHLY

- ° 30 minute call to align the needs for the month
- ° 2 hour photo session of your business/product
- ° 10 edited final images
- ° 4 Reels with trending audio
- ° 6 Graphic design posts

## REQUIREMENTS

- ° While we offer a brand assessment questionnaire, we suggest you refine your brand and social media strategy prior to partnering with us
- ° If you do not know where to go with your social media design, we recommend to opt for our social branding package first

# INTERIOR & FOOD PHOTOGRAPHY

Let us capture the soul of your business in stunning visuals that tell your unique story.

Whether it's showcasing your space, products, or team, we will ensure every shot embodies the essence of your brand. From candid moments to meticulously styled scenes, we'll create images that resonate with your audience and elevate your brand's presence.



## INCLUDES

- ° 30 minute discovery call to discuss your needs before the shooting
- ° 2 hour photo session of your business/product
- ° 20 edited images in different resolutions to cater for web and print needs



# HOW THINGS GO.

## KICK-OFF CALL

1

Before signing any dotted lines and paying any desposits, we hop on a quick 30 minute call to outline the full scope of the project, deliverables, timeframes, budgets, etc.

Typically, these are all verbally agreed upon on this call.

## DISCOVERY

2

Once you're booked in you'll be asked to fill out an in-depth questionnaire and send over a moodboard so we can get to know you and your business better.

We will then complete a strategy session together to figure out your brand on a deeper level. After this a brand strategy and mood board presentation will be created and sent to you to make sure we are nailing the direction of the branding.

## BRAND IDENTITY

3

After the mood board and brand strategy presentation has been approved by you we can then get straight into designing your dream brand.

A brand presentation will be developed and sent over to you showcasing your new brand identity.

## FINE-TUNING

4

Feedback Loop: You share your thoughts, allowing us to refine and hone one direction through two rounds of revisions.

Once we have nailed the branding we can design the touchpoints and any extras you have opted for within your brand. This could be anything from social media templates, packaging, business cards - the fun part because the brand starts to come together.

## DELIVERY

5

Once you're happy with absolutely everything all the files will be packaged up and sent across to you, ready for your exciting launch! You will receive a brand guidelines document which will be your bible to your brand (assisting you with how to properly use your brand identity). We will be here if you need anything in the future or any help with your launch.



# FAQ

## **1. DO YOU PROVIDE PAYMENT PLANS?**

We offer two options: 50% upfront, 50% upon completion, or four installments of 25% every 2 weeks.

## **2. WHAT IF I'M ONLY INTERESTED IN A LOGO?**

We don't offer standalone logo design because we believe in holistic branding. We recommend building your visual identity from scratch.

## **3. CAN YOU WORK WITH MY EXISTING LOGO?**

We're open to discussing your current logo, but we typically prefer starting fresh for the best results.

## **4. DO YOU OFFER SERVICES BEYOND BRANDING?**

Yes, we offer social branding and website design. We'll tailor our services based on your brand collateral needs.

## **5. HOW LONG DOES THE PROCESS TYPICALLY TAKE?**

Projects usually take between 4 to 10 weeks, depending on the scope of work and client feedback turnaround.

## **6. IS TWO ROUNDS OF REFINEMENTS USUALLY ENOUGH?**

Two rounds of refinements are usually enough for most clients. Refinements are based on client feedback during delivery rounds, not general communication throughout the project.



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