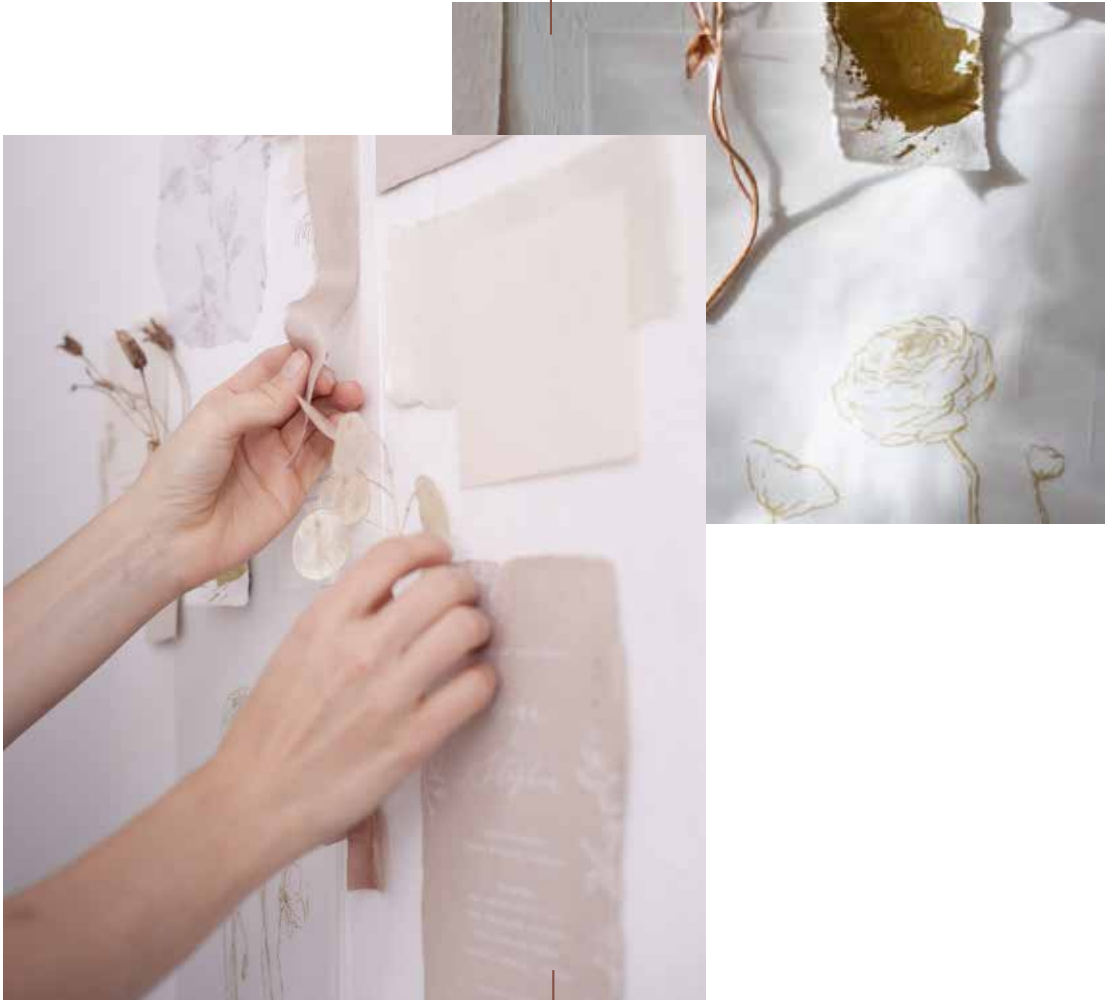


# atelier lotti



## BRANDING

*Prices & Information 2019*

*Do it with passion  
or not at all.*

— ROSA NOUCHETTE CAREY

Above all else, quality is extremely important to me. To be able to focus on your brand with intention and heart, I only take on a limited number of branding customers each year. Please contact me as soon as possible to reserve your spot.

HELLO@ATELIERLOTTI.COM

# No. 01

## BRAND BUILD OUT



€ 5100,-

*For those who are serious about their branding  
and want to define their brand vision & goals, social media strategy,  
visual identity and stationary for maximum impact.  
approx. 12 – 16 Weeks*

### BRAND BUILD OUT

Together we'll focus your brand vision so you'll know exactly what your brand stands for and how to communicate that.

### CUSTOM LOGO DESIGN

Your brand condensed in visual form. I'll present you with various concepts based on our initial brainstorming. We'll fully develop up to three ideas, one of which we'll refine in up to four revisions, until your logo is perfect for your needs.

### VISUAL IDENTITY

We'll round out your visual design with a secondary logo or sub mark, patterns or illustrations, cohesive colors and font choices.

### PRINT DESIGNS

Included in the package are four print designs – business card, note-card, letter head and a tag or label.

### SOCIAL MEDIA VISUALS

Banners, Logos and post templates for Instagram or Facebook.

### SOCIAL MEDIA STRATEGY

We'll develop a guide of what, when and how to post, to create consistent and engaging content in line with your brand.

### VI & BRAND GUIDE

You get a roadmadmap, so you'll know how to use your new identity in a consient way online and offline.

## No. 02

### VISUAL IDENTITY



€ 3500,-

*You already know what your brand vision is and are only looking for a visual build out that sets you apart with a custom logo, visual identity and basic print & online graphics.*

*approx. 10 – 14 Weeks*

#### CUSTOM LOGO DESIGN

Your brand condensed in visual form. I'll present you with various concepts based on our initial brainstorming. We'll fully develop up to three ideas, one of which we'll refine in up to four revisions, until your logo is perfect for your needs.

#### VISUAL IDENTITY

We'll round out your visual design with a secondary logo or sub mark, patterns or illustrations, cohesive colors and font choices.

#### PRINT DESIGNS

Included in the package are two print designs of your choice – business card, note-card, letter head or label/tag.

#### SOCIAL MEDIA VISUALS

Banners, Logos and a post template for Instagram and Facebook.

#### VISUAL IDENTITY GUIDE

You get a roadmadmap, so you'll know how to use your new identity in a consistent way online and offline.

## No. 03

### LOGO DESIGN

€ 900,-

*If you already have an existing brand identity, or if you just need a professional logo and want to do the rest yourself.*

*We'll create the perfect, unique logo just for your brand.*

*approx. 8 – 10 Weeks*

#### CUSTOM LOGO DESIGN

Your brand condensed in visual form. I'll present you with various concepts based on our initial brainstorming. We'll fully develop up to three ideas, one of which we'll refine in up to four revisions, until your logo is perfect for your needs.

#### LOGO GUIDE

You'll get a visual overview and guide on how to use your new logo. Includes different variations, colors of choice, placements and mockups.

## CONDITIONS

This document contains non-binding price information.

Prices may vary in accordance with the actually delivered services.

In each design, a set number of drafts and corrections/adjustments are included. To minimize corrections, I ask you to finalize any text before we start the design process and to look over each proof very carefully for spelling mistakes or any changes you want to make. Additional drafts and corrections/adjustments will be charged extra.

While my printing partners and I try to match your chosen colours as closely as possible, variations in printing colours may occur.

To make sure expenses are covered, I ask for an advance payment of 50 % of the total sum (or a different amount, agreed upon beforehand by both parties) before I start working on your project.

Payments are due within 14 days of invoice date.

Please include your invoice number as a transaction reference.

Christine Hager · IBAN: AT89 1420 0200 1279 4577 · BIC: EASYATW1



*No VAT according to the Austrian small business regulation § 6 (1) 27 UStG*

*Steuerbefreit – Kleinunternehmer gemäß § 6 (1) 27 UStG*



ATELIER LOTTI

*Fine Art Stationery · Calligraphy · Branding*

*Christine Hager*

*[bello@atelierlotti.com](mailto:bello@atelierlotti.com)*

*+43 677 626 491 40*