

MERIMERME BRANDING STUDIO

WELCOME  
GUIDE

MERIMERME@GMAIL.COM

# IT'S NICE TO MEET YOU

I'm Maria, the person behind Merimerme Studio. I've been designing since forever ago, but just in a different way to what I do now. As a child, I would spend hours creating "art" on good old Microsoft Paint; those were the days! So I think nobody was surprised when I decided to study a Graphic Design and Advertising Degree. The rest is history! After several years working in different studios and agencies, I decided to go it alone and I've never looked back.







# BASICS PACKAGE

I just offer one package with all the basics for a brand identity as a starting point. This package could be personalized by adding other visual services, always keeping in mind your interests. The rate for this Branding Basics Package starts at 950€. And, which are those basics?

- \* Design questionnaire (briefing)
- \* 2 Creative Strategy
- \* 2 Design Proposals
- \* Primary Logo
- \* Logo Variations / Submarks
- \* Color Palette
- \* Typography Pairing
- \* Brand Guidelines
- \* 1 Stationary Item or Printed Media of your choice
- \* Final Files (EPS, PNG, PDF & JPG)





FUNNY FRUIT VITAMINS

# Frunny

100% NATURAL  
100% REAL FOOD



120 GR

FUNNY FRUIT VITAMINS

# Frunny



# OTHER SERVICES

I specialise in branding and that's where I start with every client I take on, however if you're looking to add on a few extras, here's a few services I also offer. If there is anything not listed that you are looking for, just ask!

\* STATIONARY ITEMS

business cards / papers / envelopes / folders

\* PRINTED MEDIA

menus / loyalty cards / thank you cards / vouchers / gift cards / stickers

\* PACKAGING

labels / tags / boxes / mailers / tape

\* SOCIAL ASSETS

instagram feed templates / instagram story templates / gifs /  
instagram highlight icons

\* WEBSITE

shopify / wordpress / wix / ...

lacaprichosa 2h



*Happy Hour*

EVERYDAY  
FROM 7 PM - 8 PM

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*New Selection*

WINES OF THE WEEK

*Ultrera*

*Marimorena*

*Tintafina*

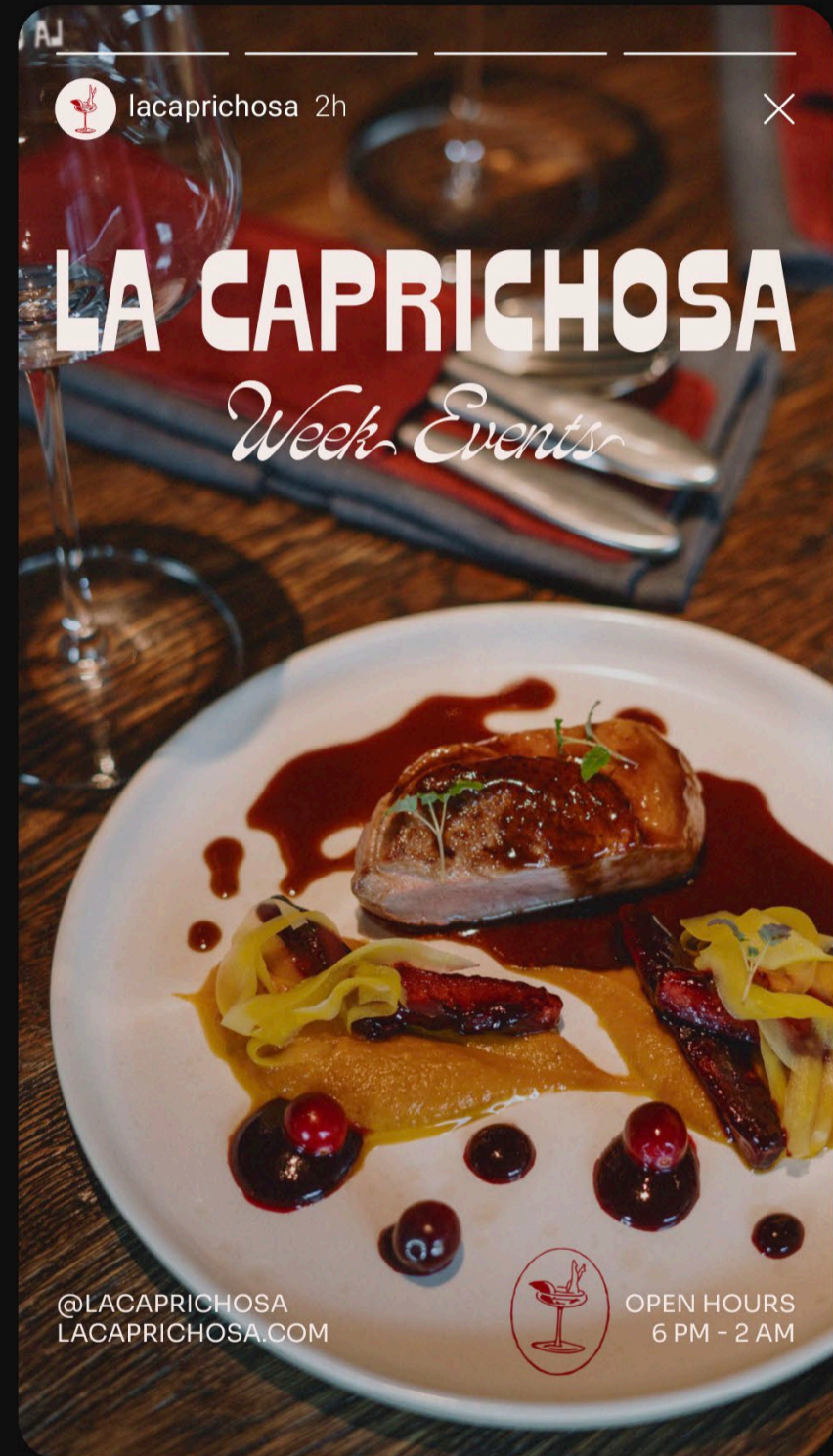
OPEN HOURS  
6 PM - 2 AM

**LA CAPRICHOSA**

lacaprichosa 2h

**LA CAPRICHOSA**

*Week Events*



@LACAPRICHOSA  
LACAPRICHOSA.COM

OPEN HOURS  
6 PM - 2 AM



# PROJECT TIMELINE

[The timeline for branding is normally 3-5 weeks but I am open to discuss if you manage a short timing].

## 1. BOOKING

Once you decide to move on, we sign a contract and you should pay a deposit [50% of the project total] to start.

## 2. BRIEFING

The first step is to provide you 1-3 days to complete a detailed form. In this document you will share with me all the info about your business and your visual preferences.

## 3. BRANDING

During the next days, I will create two different design proposals for your brand with their own creative strategy.

## 4. CHOOSING

Once you decide a proposal to move on, we will make any adjustment needed for the final branding.

## 5. NEW BRANDING DONE!

Finally, once you have accepted the designs, I will send over an invoice for the outstanding amount and after the payment you will receive all the final files.

\*(All payments must be done through Paypal)







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SO, ARE YOU READY  
TO CREATE  
SOME BRAND MAGIC?

BOOK NOW!

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