



# INVESTMENT GUIDE

WWW.GRANA-STUDIO.COM

WELCOME

# GRANA

TIMELESS  
ESSENCE INSPIRED  
STUDIO

EST.  2020

*My purpose is to help your brand to flourish,  
in a conscious and gentle way.*

In the same way that communication and accuracy are elemental for a successful project, great brands are identified by their contributions to a sensitive and shared society, which is why at Grana, in addition to working with the sole intention of functionality and design, we also work with the intention of emotions.

FOUNDED BY

*Carolina Chavez*



WELCOME



# Hello there!

I'm Carolina Chavez, for seven years I have specialized in design and brand consulting. This has allowed me to discover the virtues of creating alongside inspiring people who share my love and appreciation for sensibility and beauty.

I'm drawn to believe in goodness and the romantic approaches in life. That's why shaping the identity that embraces a brand for me is a mixture of aesthetics, elegance, comprehension and intention. I consider cultivating creativity and empathy to be fundamental pillars in my studio.

# SERVICES MENU

## Branding

- Brand Moodboard
- Brand voice
- Brand strategy
- Visual brand identity
- Logo suite designs

## Packaging

- Label design
- Tissue branded paper
- Branded stickers
- Custom designed box
- Coordination with suppliers

## Web Design

- Responsive website design
- Website tutorial

## Social Media

- Social media templates
- Reel packages for your brand

## Illustration

- Brand commercial illustration
- Iconographic illustration
- Packaging illustration
- Social media illustration

## Brand Collaterals

- Printed material
- Media kits design
- Workbook design
- Catalog design



# DESIGN PACKAGES

ALL PACKAGES PRESENTED ARE FULLY  
CUSTOMIZABLE, *if you need something that is not  
here do not hesitate to contact me for support.*

LET'S CULTIVATE YOUR BRAND TOGETHER.  
*I'm here to help you define the voice and style of your brand  
through a creative and beautiful design process.*



PACKAGE ONE

# Blooming Launch



If you don't have a defined image or you're just starting out with your business idea and need the basics to flourish.

---

## THE RECIPE:

- + Discovery call
  - + 2-3 Brand directions
  - + Primary logo
  - + Logotype
  - + Secondary logo
  - + Band mark / icon
  - + Color Palette
  - + Typography
  - + Brand Guidelines
- 

TIMELINE: 4-6 weeks

STARTING AT \$1100 USD

---



## PACKAGE TWO

# Full Branding Experience



If you already have your business clear, need a refresh or already have a brand but actually think it is possible to push it to its full potential.

---

### THE RECIPE:

- + Discovery call
  - + Branding direction and strategy
  - + 2-3 Creative Direction Proposals
  - + Main logo
  - + Secondary logo
  - + Logo emblem / Symbol
  - + Color palette
  - + Typography
  - + Brand guidelines
  - + 3 Brand illustration complements
  - + Original files for print and web
  - + 5 Branding collaterals of your choice (cards, postcards, media kit, packaging, etc.)
- 

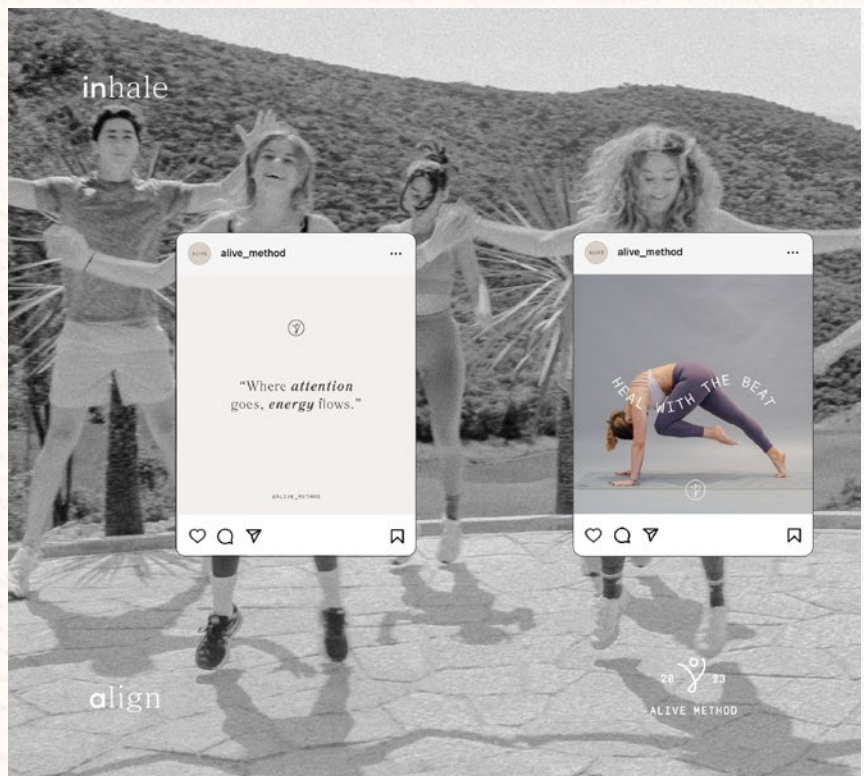
TIMELINE: 8-10 weeks

STARTING AT \$2350 USD

---

## PACKAGE THREE

# Branding + Social



If you're ready to empower your business and need a complete system that communicates your brand purpose on one or more platforms.

---

### THE RECIPE:

- |                                    |   |
|------------------------------------|---|
| + Discovery call                   | + Brand guidelines  |
| + Branding direction and strategy  | + 3 brand complements in illustration   |
| + 2-3 Creative Direction Proposals | + Original files for print and web  |
| + Main logo                        | + 6 branding collaterals of your choice (cards, postcards, catalog, packaging, bags, ribbons, etc.) |
| + Secondary logo                   | + Boost strategy for your social networks   |
| + Logo emblem / Symbol             | + Package of editable templates for your social networks in Canva                                   |
| + Color palette                    |   |
| + Typography                       |   |
- 

TIMELINE: 8-10 weeks

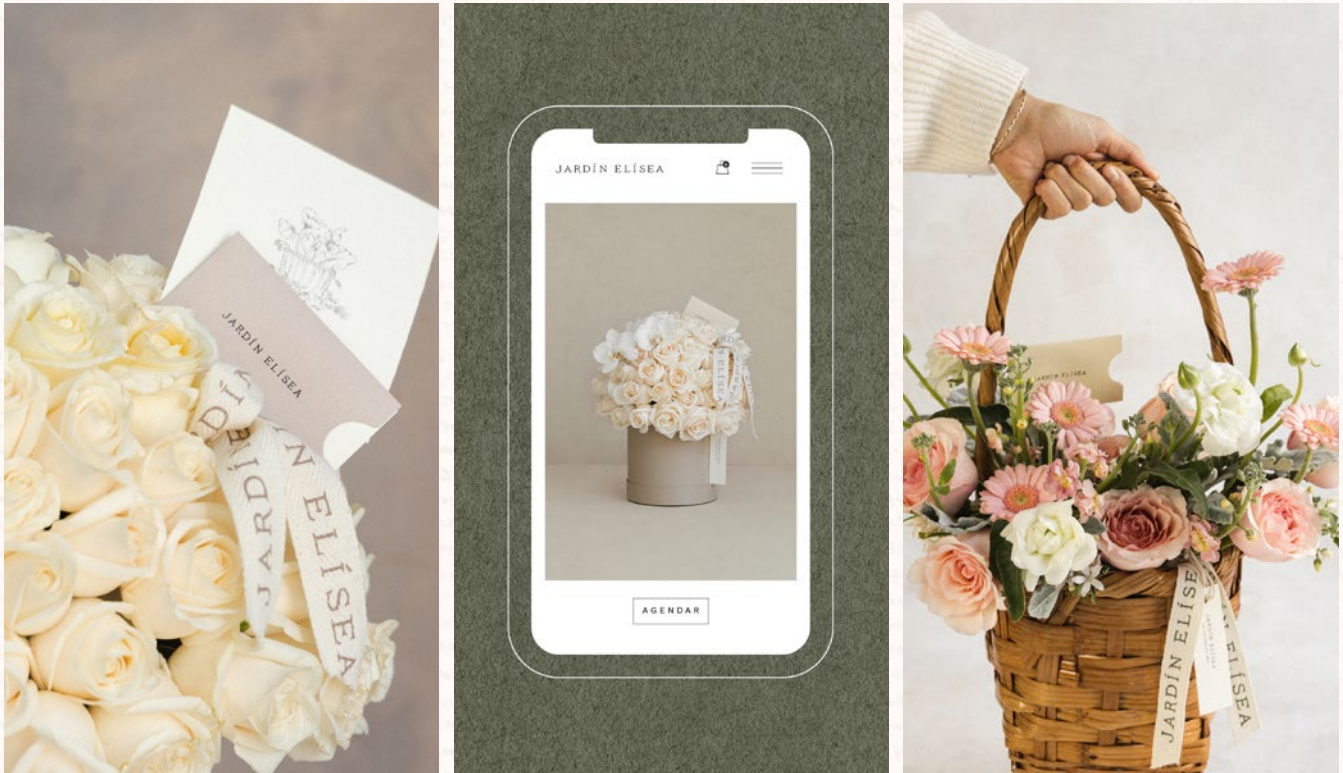
STARTING AT \$3350 USD

---



## PACKAGE FOUR

# Branding + Social + Web



You are well established and have a lot of ground to cover. You need a number of supporting design elements to use in your marketing materials and website.

---

### THE RECIPE:

**Includes everything in the “Branding + Social” package.**

- + Responsive web design using Shopify, Wix, or Squarespace.
- + Responsive web design for desktop and mobile
- + Built with SEO
- + Video tutorials and design templates to maintain your site.
- + Optional site copywriting

---

**TIMELINE: 14-16 weeks**

**STARTING AT \$5550 USD**

*\*Prices are subject to change*

---

## PACKAGES

## Breakdown

DELIVERABLES	PAQ. 1	PAQ. 2	PAQ. 3	PAQ. 4
2-3 Creative Direction Proposals	✓	✓	✓	✓
Moodboard		✓	✓	✓
Color palette	✓	✓	✓	✓
Typography		✓	✓	✓
Main logo / Secondary logo / Logo emblem / Symbol	✓	✓	✓	✓
Brand guidelines	✓	✓	✓	✓
Brand illustration complements		✓	✓	✓
Branding collaterals of your choice		✓	✓	✓
Social media templates			✓	✓
Responsive website				✓



# How are we going to do it?

## We get to know each other

Once I receive your request, we'll get in touch by video call, talk about your business and your brand's needs. If we agree, we'll set a start date.

---

## Design direction

We will then delve deeper into your brand personality to develop a bespoke strategy and visual direction that resonates with your values.

---

## Creation

Once we have established the brand personality, your brand strategy and set the design direction, I'll get to work on bringing your brand to life.

---

## Delivery

After all the magic is crafted and everything is approved, your design files will be packaged and delivered. It's time for your brand to shout from the rooftops.

## TESTIMONIALS

# The experience as told by...

“Working with Caro has been a quality experience that transformed our dream business. We lost the fear of launching our brand physically and digitally.”

FRIDA CAMPOS, JARDÍN ELÍSEA

“We worked together on my project for two months, I attest to their professionalism, best in class service, and final results and delivery of the design.”

SPENCER GIORGIO, THE AZURE

“The best and the most professional, she captured what I was looking for in the best way. A thousand times I would recommend her.”

MARÍA JOSÉ PORRAS, PORRAS' STUDIO



The path of dreams starts  
here, I can't wait to  
transform your thoughts  
into tangible ideas.



TIMELESS  
ESSENCE INSPIRED  
STUDIO

EST.  2020

WRITE US AT:  
[hola@grana-studio.com](mailto:hola@grana-studio.com)

FIND US AT:  
IG. PIN. BE. [@granastudio](https://www.instagram.com/granastudio)