



SERVICES & PRICING

We developed the studio as a digital creative agency solely focused on helping hospitality groups and entrepreneurs thrive in a new media landscape. We know hospitality and we know branding on equal footing, which gives you a leg up on positioning your new hotel, restaurant, cafe, AirBnB or hospitality driven business for a wide community audience.

Inside you'll find a list of our flagship design and consulting services along with pricing and fee schedules. Need a bespoke quote for multiple programs? No problem, email us at hello@soignebrandingstudio.com for more information.

US: +1 917 689 3253
UK: +44 7309 691367

hello@soignebrandingstudio.com
soignebrandingstudio.com

London, United Kingdom
Los Angeles, United States

01



02



03



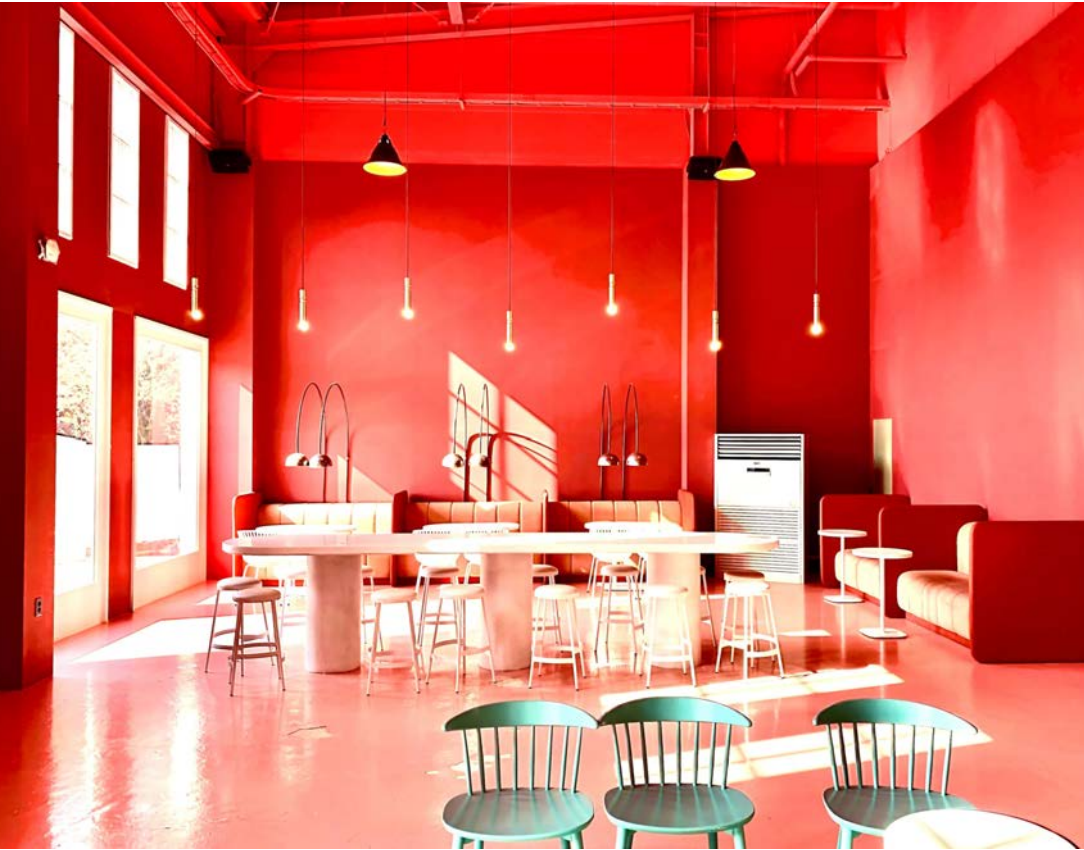
CONTENTS

03	The Studio
04	Executive Summary
05	Clients & Projects
06	Case Studies
08	Packages
09	Brand Intensive
10	Brand Essentials
11	The Concierge Desk
12	Semi-Custom Branding
13	Website Design
14	Web Design Options
15	Social Content Creation
16	Hospitality Consultation
17	Other services
18	Contact

01	CAFE DIPOLMATE PACKAGING
02	SOIGNÉ COLLATERAL
03	THE MODERNIST BUSINESS CARDS
04	LA CROISSETTE MENU DESIGNS

04





THE STUDIO

We developed the studio as a digital creative agency and consultancy solely focused on helping hospitality groups and entrepreneurs thrive in a new media landscape. We know hospitality and we know branding on equal footing, which gives you a leg up on positioning your new hotel, restaurant, cafe, B&B or hospitality-driven business for a wide community audience.

Below is a summary of our service menu, further expanded on the pages to come!

BRAND DESIGN

Defining Your Business Identity

- Brand Intensive Design
- The Essentials
- Semi-Custom Branding
- Collateral Design
- VIP Design Days

WEB DESIGN

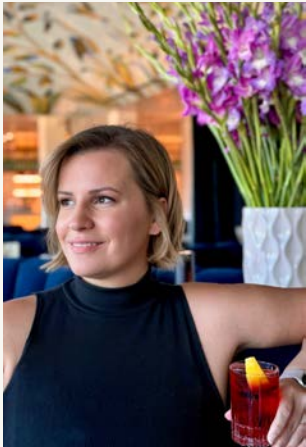
Executing a Cohesive Experience

- Custom Web Design
- Website in a Week
- One-Page Websites
- Customizable Templates

CONSULTING

Evolving Your Brand's Story

- Social Media Launch Strategy
- Menu Design & Development
- Service & Strategy
- Program Development



01

Heather Dickey

HEATHER DICKEY
Creative Director & Founder

EXECUTIVE SUMMARY

My first boss in the hospitality business was the legend himself: Anthony Bourdain. You just can't find a better education.

He taught me so much about the meaning of hospitality, and how to communicate with the audience at large. Throughout my career, I've run Michelin-starred restaurants and five-star hotel properties; with a smattering of event spaces, bars & brasseries along the way. I found my passion in figuring out ways to drive traffic to my properties during the struggle months, and it's morphed into a studio assisting clients in positioning themselves for an ever-changing market.

Whether launching new ventures or revitalizing existing ones, I've helped define and express exceptional hospitality brands across the globe. My services span from crafting distinct identities to developing online ecosystems to sparking social media resonance that attracts and engages. I become deeply embedded in all aspects from concept to guest experience - ensuring memorable substance beyond the surface. I will pour this same passion



Throughout my career, I've lent branding and marketing services to exceptional hospitality companies in times of pivotal growth. When Saudi Arabia's preeminent Leylaty Hospitality Group expanded further into restaurants, weddings and events; I crafted packages and managed social media to cement leadership in the space. For longtime Middle East favorite Toki Restaurants, my service consultation smoothed internal operations while event design and production drove community connections. And for SLS Hotel's Baha Mar outpost, I developed in-room dining, launched three new F&B concepts and created a VIP amenity program as the property launched in the Bahamas. These trusted partnerships stem from my hands-on mastery. I not only strategize but also create and implement alongside driven teams.

THE LEYLATY GROUP, KSA



- Wedding Brochure Development
- Social Media Management
- Brand & Marketing Strategy
- Event Production

TOKI RESTAURANTS



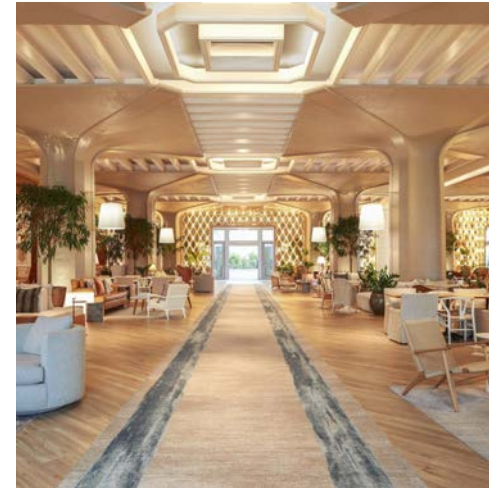
- Social Media Strategy
- Brand Photography
- Social Media Management
- Event Development
- Restaurant Direction

BYBLOS XPRESS QSR GROUP



- Social Media Strategy
- Brand Photography
- Social Media Management
- Event Development
- Promotions Direction

SLS BAHAMA MAR HOTEL



- Opening Director of IRD
- Bar Program Development
- Pool Menu Program
- FOH Head of Training
- Opening VIP Concierge Program

CLIENTS & PROJECTS

CASE STUDY: LA CROISSETTE POOL & BEACH CLUB

The jewel of the French Riviera, La Croisette oozes Cannes-cool style and nonchalance. The full scope includes an intuitive web design suite, menus and full collateral.

PROJECT LA CROISSETTE POOL & BEACH CLUB

SCOPE COMPLETE BRAND & WEB DESIGN

INDUSTRY HOSPITALITY & RESTAURANTS

01

02



03



04



- 01 La Croisette Beach Totebag
- 02 Menu Collateral
- 03 Outdoor Signage
- 04 Large All Day Menu Design

CASE STUDY: THE MODERNIST TRAVEL



PROJECT THE MODERNIST TRAVEL

SCOPE COMPLETE BRAND & WEB DESIGN

INDUSTRY LUXURY TRAVEL

The Modernist Travel exudes mid-century style and an insider's view of adventures across the Palm Springs region from retro resorts to ultra-luxe hideaways. Signature branding brings the desert modernism aesthetic to life through collateral such as luggage tags, brochures and business cards that capture the vintage spirit.

02



03



04



01

- 01 Promotional Portcards
- 02 Business Card Design
- 03 Brand Inspiration
- 04 Brand Stationary Collateral

THE PACKAGES



Solution:	FULL BRAND STRATEGY + DESIGN
Timescale:	4-6 WEEKS
Medium:	DIGITAL + PRINT MATERIALS
Investment:	\$4,200 USD

YOUR COMPLETE BRAND INTENSIVE
INCLUDES:

- Deep Dive Design Workbook
- 1:1 Discovery Call
- Style Direction Presentation
- Multiple Brand Concepts for Review
- Moodboard & Creative Direction
- Brand Board for Review
- Full Logo Suite
- Color Palette & Type Choices
- Brand Patterns & Textures
- All Digital Assets in JPEG, PNG, EPS
- Full Set of Brand Guidelines
- Business Card Design
- Social Media Template Set

THE BRAND INTENSIVE

This top-tier branding engagement creates your visual identity system for an unforgettable impression. We'll first dig deep into discovery, sharpening our understanding of your positioning, character and ambition. These insights directly inform the strategic concept designs that speak to your exceptional vision.

The logo, symbols, color palette, typography, patterns and textures are ultimately selected to tell your unique story. Comprehensive guidelines manage ongoing expression across guest touchpoints, while stationary and anchillary branding establish seamless cohesion. The output is a differentiated brand platform that effortlessly connects with audiences while propelling your hospitality business to new heights.



You have a vision, and you know what you want to execute, we’re here to make that happen in our streamlined brand development package designed to get you off the laptop and on the floor with a stylish, cohesive brand suite that speaks to your ideal clientele. Need to get pitch ready for your investor rounds? This is the road for you.

Solution:	STREAMLINED ESSENTIAL BRAND PACKAGE
Timescale:	2-4 WEEKS
Medium:	ALL DIGITAL MATERIALS
Investment:	\$2,150

THE BRAND ESSENTIALS

01

BRIEF STRATEGY & DIRECTION



- Deep Dive Design Workbook
- 1:1 Discovery Call
- Style Direction Presentation

02

DURING DESIGN & DEVELOPMENT



- Brand Board for Review
- Full Logo Suite
- Color Palette & Type Choices
- Brand Patterns & Textures

03

WRAP-UP THE DELIV



- All Assets in JPEG, PNG, EPS
- Full Set of Brand Guidelines

Our design day rate provides adaptable creative support as brand initiatives arise between larger branded projects. We become an on-call extension of your marketing team. This offering enables tackling a la carte design requests with the same creative alignment an extended engagement provides. Our day rate empowers achieving stunning bespoke design pieces scaled to each project need.

INVESTMENT: \$1,200 USD per day.

COLLATERAL DESIGN

- | | | |
|---------------------------------|---|---|
| Defining Your Business Identity | <ul style="list-style-type: none">• Business Cards• Signage• Take Out Packaging | <ul style="list-style-type: none">• Uniform Graphics• Stationary |
|---------------------------------|---|---|

MENU DESIGN AND DEVELOPMENT

- | | | |
|---------------------------------|---|---|
| Executing a Cohesive Experience | <ul style="list-style-type: none">• Designing a full menu suite for your restaurant brand• Creating Takeaway Menus | <ul style="list-style-type: none">• Online Menu PDFs• Private Events Menus• Menu Strategy |
|---------------------------------|---|---|

MARKETING MATERIALS & STRATEGY

- | | | |
|-----------------------------|---|--|
| Evolving Your Brand's Story | <ul style="list-style-type: none">• Seasonal Initiatives• Member Events• Email Campaigns• Direct Mailers | <ul style="list-style-type: none">• Pamphlets• Private Events Brochures• Event Promosional Cards |
|-----------------------------|---|--|

THE
CONCIERGE DESK



Give Soigné one week of your time and attention and you'll receive a sleek, cohesive and styled brand ready to be shown off to the world.

We've created a selection of semi-custom brand suites, sold in highly limited quantities and customized to give your brand a look to own.

You choose the design day, fill out your design workbook and upload your assets and we get to work! A brand you'll love within a week.

YOUR SEMI CUSTOM BRAND INCLUDES:

- Deep Dive Design Workbook
- Dedicated Design Day with Signoffs
- Full Logo Suite
- Color Palette & Type Choices
- Brand Patterns & Textures
- All Digital Assets in JPEG, PNG, EPS
- Full Set of Brand Guidelines
- BONUS: Business Card Design
- BONUS: Social Media Template Set

SEMI-CUSTOM BRANDING

01



02



03



01 LA CROISSETTE COLLATERAL
02 BUSINESS CARD DESIGN
03 SOCIAL MEDIA POST TEMPLATES



Our premium web design engagement creates a digital hub for your hospitality brand to thrive. We first strategize site architecture and content frameworks. Then award-winning design visually transforms the blueprint to reflect your distinctive identity across intuitive interfaces. Robust Showit platform integration enables drag-and-drop CMS management.

Our packages span discovery calls, sitemaps and wireframes, creative homepage treatment, brand photography and copy creation, responsive page templates, seamless platform integration, SEO optimizations, launch strategies and onboarding to empower your brand.

The result: an exceptional user journey and vibrant online brand ecosystem, effortlessly connecting visitors to unforgettable on-screen offerings. Give your guests a truly compelling digital brand experience.

INVESTMENT: STARTING AT \$3,990

COMPLETE WEBSITE DESIGN & BUILD

WEBSITE IN A WEEK

OUR TEMPLATE CUSTOMIZATION PACKAGE



Once you purchase one of our Showit website templates, you will have the option to have us customize it for you and completely vamp the site for your brand. *(Must purchase template with template customization package)*

INVESTMENT: \$1690

ONE PAGE WEBSITE

INTUITIVE, SIMPLE AND CLEAN DESIGN FOR YOUR RESTAURANT OR BAR



Do you want a website that's got style but is easy to navigate for guests finding you on Google? We've got the ticket: An intuitive one-page website with menus, events, info about your team and more. *(One week project)*

INVESTMENT: \$1200

WEBSITE TEMPLATE

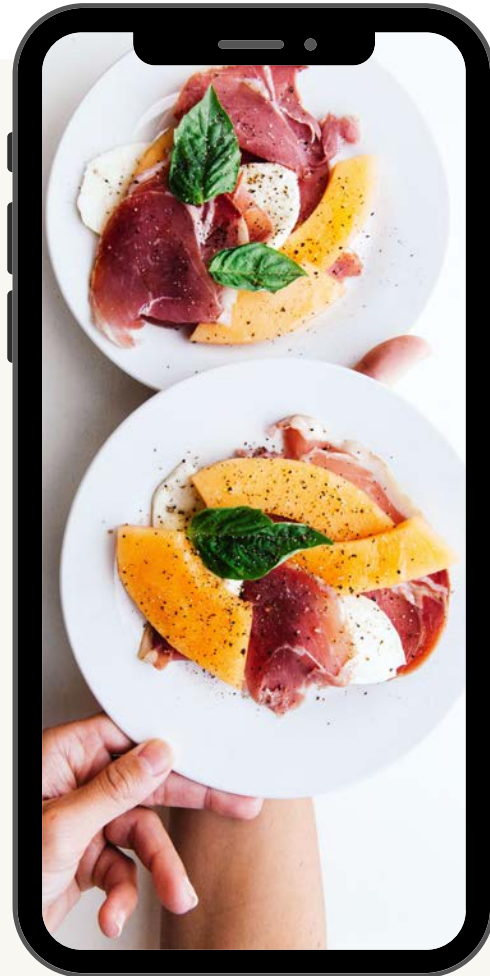
SHOWIT TEMPLATES WITH DRAG-AND-DROP EDITING CAPABILITIES



Are you a bit tech savvy and want to work at your own place? Enter our Showit website templates, with completely customizable drag-and-drop design. Make event updates and menu edits a breeze.

INVESTMENT: \$500 - \$1200

OTHER WEBSITE DESIGN OPTIONS



SOCIAL MEDIA DEVELOPMENT

You've got a new business ready to open. One thing is missing and that's content. Not only can we assist with creating gorgeous photo and video for social, but we can help by designing custom social media templates for Canva that you can use over and over for new promotions.

How we can help:

- Food photography
- Video for Instagram Reels
- B-Roll content for Future Posts
- Social Templates for Reels & Feed Posts

INVESTMENT: Starting at \$1500 for Content Production. Day Rate for Social Creation.

CONTENT CREATION



HOSPITALITY BUSINESS CONSULTING

From help with staffing, training materials, and putting systems in place to helping with your service flow and getting people in the door, we're here to help.

We'll help you set up your systems, your private dining program, develop your menu offerings with you, craft training materials, create a catering program that works for your business and so much more. The opportunities are boundless.

SERVICE & OFFERINGS

Get Your Service & Menu Program to Work for YOU

- Help with Service Flow
- Menu Tweaks
- Comprehensive Evaluations
- Steps of Service Plans

TRAINING & STAFFING

Putting the Systems in Place

- Staff Budgeting
- Pre-Service Systems
- Staff Recruitment
- Ongoing Training Calendars
- Staff Incentives

MARKETING

You've Got the Tools to Set You Apart!

- Social Media Launch Strategy
- Event Promotion
- Event Program Development
- Private Events Programs
- Community Reach Out

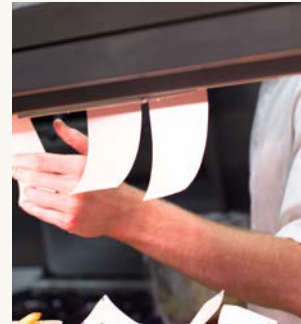
Are your needs a little more straightforward? We've got your back. Take a look at a few other ways you can use our day rate to 86 your looming tasks.



OTHER SERVICES

01

MENU STRATEGY, DESIGN & DEVELOPMENT



We help with market research, menu development and planning with your culinary team, as well as design your menus to strategically place high-ticket items in your guests eye line. It's more than sales, it's putting your front and back of house teams in the best position to produce smooth services and incredible meals day in and day out.

INVESTMENT: STARTING AT \$1200

02

SERVICE & TRAINING SYSTEMS + MATERIALS



Do you need help putting service and training systems in place for your FOH team? We're here to help. We have years (really, decades now) of experience in developing training materials for Michelin-starred and highly lauded restaurants & hotels around the world.

INVESTMENT: STARTING AT \$1200

03

SOCIAL MEDIA MANAGEMENT



Between showing off your latest menu items to keeping up with the algorithm, it can be really tough to navigate the social media landscape. That's where we come in. We'll put together a gorgeous, seamless calendar of content to maximize your impact online.

INVESTMENT: \$1600 MONTHLY

SOI GNÉ

CALL US

US: +1 917 689 3253
UK: +44 7309 691367

ONLINE

hello@soignebrandingstudio.com
soignebrandingstudio.com

LOCATIONS

London and Los Angeles
Servicing Clients Worldwide