

# MOONSHOT

## BRANDING STUDIO

*Guide*



BRAND STRATEGY | BRAND DESIGN | WEB DESIGN | PHOTOGRAPHY | SOCIAL MEDIA CONTENT CREATION

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# WHAT TO EXPECT

*Table of contents*

03 Welcome

04 The Process

06 The Services

18 Digital Library

19 Succes Stories

21 Word of Thanks



# WELCOME

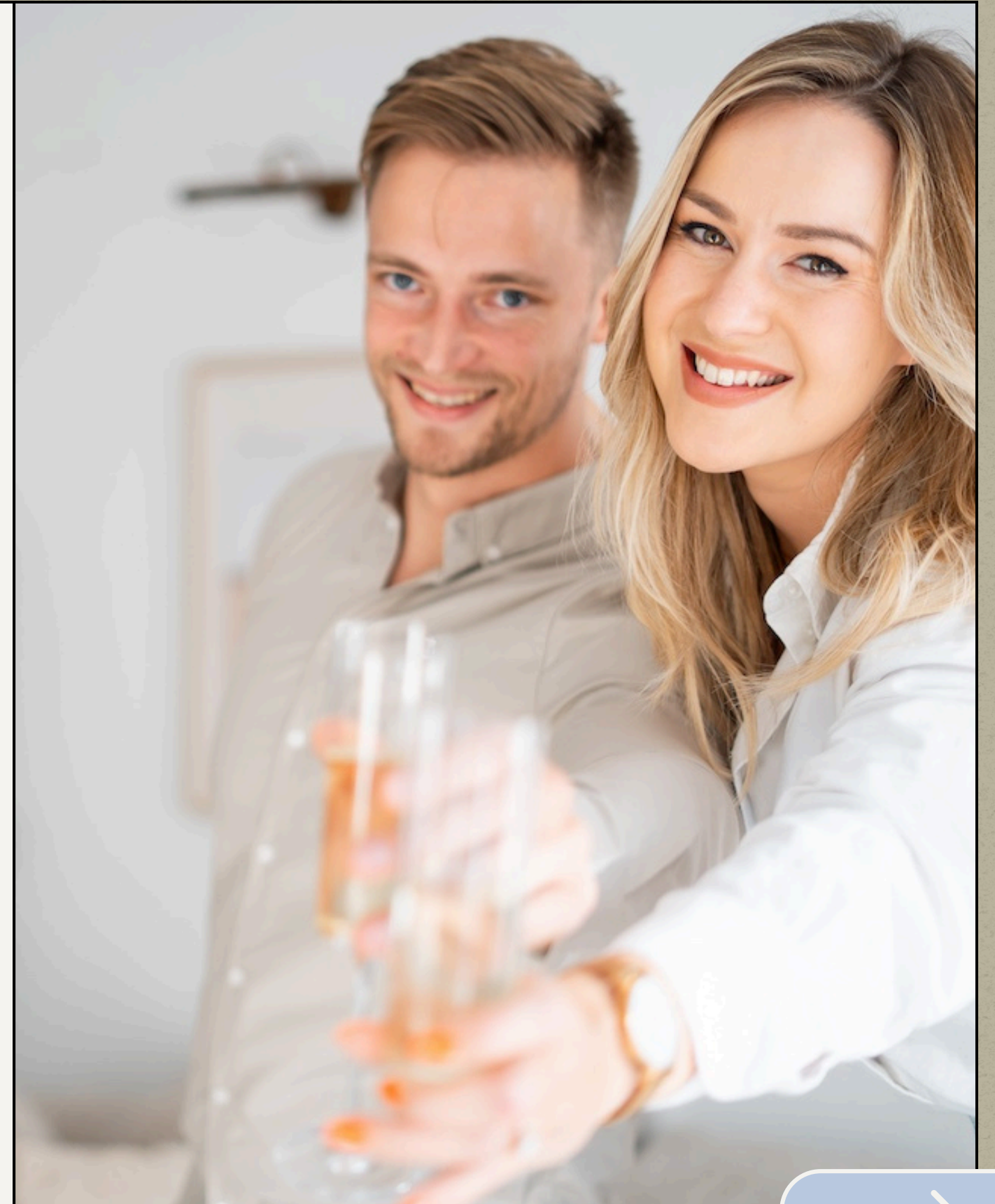
## To Moonshot Branding Studio

We believe that small business owners don't need to fade into the background or settle for "good enough." *You have the potential to take center stage and shine.* With the right strategy, you can attract clients who truly appreciate your work—and we're here to make sure that happens.

At Moonshot, we specialize in helping you get noticed, loved, and paid what you're worth—without ever losing what makes you, *you*. We understand that growing a business can feel overwhelming, but with our expertise, you'll never have to navigate it alone. Whether it's designing a brand that feels true to your vision or building a strategy that drives results, we're your partner in creating a business that stands out, shines bright, and thrives.

Let's bring your vision to life and take your business from overlooked to *unforgettable*.

*Steffi and Bart*  
BRAND BUILDERS



# THE PROCESS

*Personalized*



## WORKING WITH US

We want to help you stand tall with the giants of the industry and step out of their shadows. With our expert guidance we will help turn your vision and ideas into reality. Teamwork makes the dream work!

## STAYING TRUE

Everyone is unique and so is your brand, that is also exactly how we'll approach each and every project. Through a strong and deep strategy we will let your brand story shine and make your clients come to you.

## LEVEL UP

Our passion is empowering you as a business owner to stand tall with the industry leaders. With our creative mind we'll help you level up your brand design so you can stand out in the crowd.

## STRATEGIC PROJECTS

Every project will be based on the strategy that matches your business and brand. Combining the strategy with our creative expertise we'll help you on the road to achieving your goals.



Your Vision  
Our Expertise

Made for entrepreneurs

# Bold Brands, *Big Impact*



# *Our* SERVICES

07 BRANDING

10 WEB DESIGN & HOSTING

15 PHOTOGRAPHY

19 SOCIAL MEDIA CONTENT CREATION

**\*\*PLEASE NOTE:** *all package prices are starting from. Every client and project is different which is why each package will be tailored to fit your unique goals and needs.*



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CONFIDENTIAL

# BRAND STRATEGY

*What to expect?*

Do you feel like you're putting in the hours, but your business isn't reaching the results you imagined? It can feel frustrating, like spinning your wheels without gaining traction. That's where brand strategy steps in—without a solid plan, you're aiming without a target. We believe that a thoughtful, actionable strategy is the foundation for growing with confidence and purpose.

Our Brand Strategy package dives deep into the heart of your business. We'll analyze your market, competitors, and ideal clients to craft a strategic roadmap that aligns your goals with action. With this clear direction, you'll be able to stand out from the crowd, confidently convert clients, and achieve long-term success.

**TIMELINE** 4 - 6 weeks

**INVEST\*\*** €1.500,-

## THIS INCLUDES

- Brand Discovery Call
- Definition Internal Brand
- Analysis Ideal Clients
- Market Research
- Competitor Analysis
- Market Position
- Brand Personality
- Brand Archetype
- Tone of Voice
- Message Strategies
- Brand Story

## THIS IS FOR YOU IF

- You're putting in endless hours but not seeing the expected sales or results.
- You're unsure how to confidently attract and convert your ideal clients.
- You feel like your business is lost in a crowded market and struggling to stand out.



# BRAND DESIGN

*What to expect?*

Your brand is more than just a logo—it's how people see, feel, and connect with your business. With a cohesive brand design, you can stand out, build trust, and effortlessly convert your audience into loyal clients. Our Brand Design package gives you the visual tools you need to create a brand that not only looks professional but also tells your story in a way that resonates with your ideal clients.

We'll create a brand design that aligns with your strategy, making sure every detail reflects who you are and what you stand for. From logos to color palettes, you'll have everything you need to show up consistently across all platforms.

## THIS INCLUDES

- Brand Discovery Call
- Brand Creative Direction
- Logo Suite
- Color Palette
- Typography
- Branding Assets
- Iconography
- Image Styling Guide
- 1 Brand Collateral of choice (ex.: Business Card)
- Brand Style Guide
- Files (.PNG .SVG .WEBP .PDF)

**TIMELINE** 4 - 6 weeks

**INVEST\*\*** €1.500,-

## THIS IS FOR YOU IF

- You want to show consistency and gain trust with your audience.
- You are serious about the growth of your business and need a flexible brand that can grow with you
- You want to increase brand awareness and showcase your brand value



# COLLATERAL ADD-ON

*What to expect?*

Your brand isn't just about what people see online—it's about how you show up in the real world too. Having beautifully designed collateral helps you create a consistent brand experience, from the moment someone receives your business card to the eye-catching banners at an event. Every detail counts, and with our range of collateral design options, you'll make sure your brand stands out and leaves a lasting impression everywhere it goes.

Whether it's small details like a branded business card or bold statements like a billboard, we'll make sure your brand speaks clearly, confidently, and consistently across all platforms. Let's create a brand presence that not only looks good but feels professional, approachable, and uniquely you.

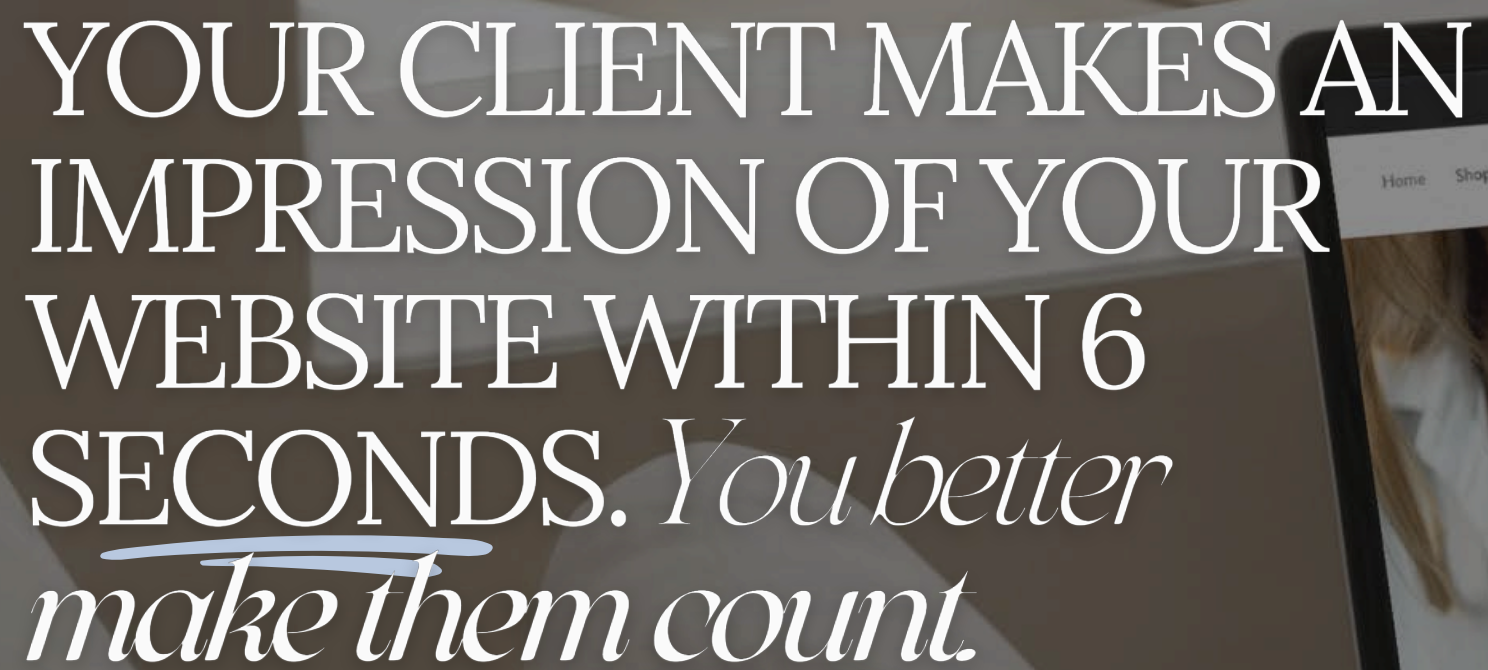
## THIS IS FOR YOU IF

- You want to expand your brand presence across multiple platforms and formats.
- You're attending events or trade shows and need professional, branded materials.
- You want to ensure your brand is consistent, whether on a business card or a billboard.

## INQUIRE FOR

- **Small Marketing Materials:** Flyers, business cards, and brochures that grab attention and help you make a memorable impression.
- **Large-Format Marketing:** Billboards, roll-up banners, and posters that make sure your message is seen, whether at events or in your storefront.
- **Apparel & Merchandise:** Branded clothing and merchandise that let your clients rep your business in style.
- **Presentation & Stationery Design:** From pitch decks to letterheads, we'll make sure every document you send looks polished and professional.
- **Product Catalogs & Large Brochures:** Showcase your services or products with detailed, beautifully designed catalogs that your clients will want to keep.
- **Need Something Else? Let's Create It Together!** Feel free to reach out with your ideas, and we'll make sure your brand shines wherever it's seen.



A background image of a smartphone displaying a website. The website has a navigation bar with 'Home' and 'Shop' links. Below the navigation bar, there is a large image of a person with long blonde hair. The text is overlaid on the left side of the phone screen.

YOUR CLIENT MAKES AN  
IMPRESSION OF YOUR  
WEBSITE WITHIN 6  
SECONDS. *You better  
make them count.*



# WEB DESIGN

*What to expect?*

Your brand is on point, your vision is clear, and now it's time to tie it all together with a website that works just as hard as you do. *Your website should be more than just a digital presence*—it should be a 24/7 salesperson, designed to attract, engage, and convert visitors even while you're taking a well-deserved break. We build custom, beautifully branded websites that not only showcase your brand but also empower your business with the tools it needs to thrive.

From seamless user experiences to integrated marketing tools like email opt-ins and traffic analytics, your website will be built to convert browsers into buyers and provide the professional presence you need to grow your business with confidence.

**TIMELINE** 4 - 6 weeks

**INVEST\*\*** €1.500,-

## THIS INCLUDES

- Brand Discovery Call
- Custom branded website
- 5 page website
- 3 revisions
- Traffic analysis setup
- Automated messaging setup
- Launch assist and 1 week post launch help

## YOU PROVIDE

- Website copy (we have an in depth questionnaire that helps you with this)
- Website images

## THIS IS FOR YOU IF

- You want to show up online and take to the stage with a build-to-convert website
- Your website is stuck in the 2010's and you want to modernize your online presence
- You want to refer your clients to a professional website instead of a cluttered social media account



# WEB ADD ON'S

*What to expect?*

Need something more? We've got you covered. Whether you want to expand your website's functionality or add some special features, our add-ons allow you to fully customize your site to fit your business needs.

- **Additional Pages:** Perfect for businesses that need more than the standard five pages.
- **E-Commerce Integration:** Sell products or services online with ease, including a fully functioning store, checkout, and payment gateway setup. **Multilingual Setup:** Expand your reach with additional language versions of your website.
- **Advanced Blog Setup:** For those who need more complex blogging functionality, including categories and dynamic content. .
- **SEO Optimization:** Boost your website's visibility with in-depth SEO work, including keyword research and internal linking strategies.
- **Email Opt-In Forms:** Build your mailing list by integrating email capture forms with platforms like ConvertKit or Mailchimp.
- **Appointment Booking Integration:** Seamlessly manage bookings with integrated scheduling tools.
- **Custom Plugin Setup:** For added functionality like client portals or custom forms.

- **Social Media Feed Integration:** Showcase live social media feeds directly on your website.
- **Blog Post Formatting & Publishing:** Let us handle the formatting and publishing of your blog posts.

## Ready to Level Up Your Online Presence?

Your website isn't just a digital brochure—it's your chance to connect with your audience, showcase your brand's personality, and turn visitors into loyal clients. Whether you're just starting out or looking to breathe new life into your current site, we'll create a design that does the heavy lifting for you.

Let's build something that *makes your brand unforgettable*. Reach out today to start crafting the website you've always wanted.



# HOSTING & MAINTENANCE

*What to expect?*

Your website deserves more than just a place to live—it deserves the care and attention that keeps it running smoothly and performing at its best. With our Web Hosting & Maintenance service, we take the responsibility off your hands, so you can focus on what you do best: running your business.

We host your site on Showit, ensuring it stays fast, secure, and reliable. Beyond hosting, we handle all the behind-the-scenes maintenance—from backups to security monitoring—so your website remains up-to-date and problem-free. Our goal? To keep your website working as hard as you do, providing a seamless experience for your visitors while giving you the peace of mind that everything is taken care of.

With our proactive approach, your website stays in peak condition, offering a smooth and professional experience for your audience. No more worrying about updates, downtime, or security—we've got it covered, so you can keep focusing on growth.

**PRO**

€ 89 / month

**PREMIUM** € 189 / month

## THIS INCLUDES

- Domain of your choice
- Fast load times thanks to SSD's
- Monthly or weekly maintenance
- 1-on-1 direct support
- 1 - 3 hours of work included
- Daily backups
- Database optimisation
- real-time firewall protection

## THIS IS FOR YOU IF

- You want your website to stay fresh and problem-free —no stress, no downtime
- You need a website that can grow as your business grows —without the headaches
- You want to keep your brand shining online, even when you're offline





# REAL ESTATE SHOOTS

*What to expect?*

You've invested in stunning properties, and they deserve to be showcased in their best light. Whether you're sharing listings on your website or social media, you want to convey the quality and appeal of each space, right?

Through our real estate photography, we'll capture the essence and beauty of your properties, reflecting their unique charm and character. Our photos will highlight the best features, creating an inviting and professional presentation that stands out.

Sell your listings faster with beautiful photography or enable yourself to ask a more premium price when renting out your vacation property

**€ 225,-**

- 1-bedroom apartment (bedroom, bathroom, living room, kitchen, terrace/garden and communal area)

## WE ASK OF YOU

- To make sure the property is clutter free
- We have room to work

## THIS INCLUDES

- 15-20 professionally edited images.
- Fast delivery within 24-72 hours. (on workdays)

## ADD ON'S

- Extra Rooms/Terraces
- Expedited Delivery(24hr)
- Large Terrace/Garden (>50m<sup>2</sup>)

## THIS IS FOR YOU IF

- You want to attract buyers for you real estate listings quickly and efficiently
- You want your rental property to stand out and get more bookings
- You need fast, reliable photography that's tailored to your specific property needs.



# BRAND SHOOTS

*What to expect?*

Your brand is more than just a logo—it's how people experience **you**. Our branding photoshoots are designed to capture the heart and soul of your business, giving you a bank of high-quality images for your website, social media, and marketing materials. We'll capture the moments that make your business unique, from portraits to behind-the-scenes action shots.

€590,-

- **Extra Edited Photos:** Want more from your shoot? We'll edit extra images to capture every angle of your brand.
- **Additional Shooting Time:** Need more time? Extend your session to get all the shots you need.
- **Location Shooting:** If you want to shoot on a location the price of space rental is not included.
- **On-Site Hair & Makeup:** We'll go out and look for a professional stylist to come to the set.

*The price of the stylist or other external help and service is not included in ours.*

## THIS INCLUDES

- Up to 3 hours of shooting.
- 30 professionally edited images.
- A mix of portrait, action, and environmental shots.
- Unlimited outfit changes.
- Location of your choice—whether that's in a studio or at your workspace.

## THIS IS FOR YOU IF

- You're tired of having to prove your worth and want these professional pictures to do the work for you.
- You want to build trust between your clients and yourself as a business owner
- You want professional pictures to freely use on your website, socials and other channels



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# CONTENT CREATION

*What to expect?*

We know how time-consuming managing your social media can be, especially when you're busy running your business. That's where our **Monthly Content Creation & Post Preparation service** comes in. It's designed to give you fresh, on-brand content every month—without the need for a full-time social media manager. We'll handle the heavy lifting by creating, editing, and delivering ready-to-post visuals that keep your feeds looking consistent, professional, and engaging. Contracts start from 3 month subscriptions minimum.

## THIS INCLUDES

**Monthly Content Shoot:** A 1-2 hour professional shoot on location. We'll capture a mix of high-quality photos, short-form videos (like Reels and Stories), and behind-the-scenes clips—perfect for all your socials

**Post-Ready Content:** We'll professionally edit your photos and cut your videos to match your brand's unique style. You'll receive 20-30 pieces of content, including both photos, videos and 3 edited reels.

**Content Calendar Suggestions:** Not sure when to post? We'll provide you with a simple template to help guide your posting schedule for maximum engagement.

## POSSIBLE ADDON'S

- **Caption & Hashtag Suggestions:** We'll provide expertly crafted captions and hashtags that align with your brand's tone of voice and target the right audience.
- **Extra Reels Editing:** Short-form videos are essential for social media these days, and we'll make sure your Reels, Stories, and TikToks are cut, styled, and optimized to perform their best.

## THIS IF FOR YOU IF

- You want high-quality media for your social media posts but don't have time to make it yourself.
- You don't want a social media manager
- You want to save time and focus on your business instead of on social media

## Contract on monthly basis

**Package starts at €500**

10% discount on 6 month | 15% discount on 12 month





# THE LIBRARY

MOONSHOT  
*Studio*

## DIGITAL COLLECTION

Don't miss out on our specially curated digital library to help you save time and money by providing you with easy and quick to edit designs to suit your every need.

## MOCKUPS

You've got a kickass brand and you love your logo? Visualise and present your business through beautiful mockups that will make your brand shine even more. Get that professional look without the need to invest in decoration, location or camera set ups.

## TEMPLATES

You want to invest in your business and scale like never before but you are working on a budget? We have web design templates that might fit your need. Edit the design and launch within 24 hours!

## AND MORE

Our library is ever growing and will be updated regularly, register to our newsletter and be the first to know when we launch new products, mockups, templates and courses that will help grow your business and develop a win-focused mindset.



**DISCOVER OUR DIGITAL LIBRARY NOW**





# CLIENT *Success stories*



WHAT A FANTASTIC DUO!  
WE FELT SO COMFORTABLE WITH THIS DYNAMIC COUPLE THAT  
THE DESIGN OF OUR PUBLICITY AND WEBSITE FULLY MATCHED  
OUR WISHES.  
THEY TRANSLATED THE IDEA WE HAD IN OUR HEADS INTO  
REALITY WITH THAT EXTRA BIT OF MAGIC.  
I RECOMMEND THIS BRANDING STUDIO TO EVERYONE.  
VERY PROFESSIONAL!

*Benjamin & Jelle*  
INTERIOR DESIGN STUDIO

# GOT QUESTIONS?

*Reach out.*



## EMAIL

MOONSHOTBRANDINGSTUDIO@GMAIL.COM

## SOCIAL MEDIA

@MOONSHOTBRANDINGSTUDIO

## WEBSITE

WWW.MOONSHOTBRANDINGSTUDIO.COM





# MOONSHOT

BRANDING STUDIO

*Thank you*

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