

MEDIA KIT





Hello

OUR STUDIO

Hi, we are Kara & Kon—a wife-and-husband creative team based in Heidelberg, Germany. In 2007 we set up together a design studio that focuses on crafting thoughtful and authentic brand narratives for passionate creatives and meaningful events. We are also enthusiastic about layouting books & magazines and drawing artsy posters.

While based in the zen woods on the outskirts of Heidelberg in Germany, we are grateful to have the opportunity of working with clients both local and worldwide. With 20+ years of combined experience in the creative industry, we have worked with a variety of clients—business partners, international publishing houses, glossy magazines, film & theatre productions, social events and entrepreneurial experts.

We are passionate about developing effective strategies + conjuring up compelling, personality-infused visuals that support purpose-driven business owners through their brand journey.

Services

BRAND IDENTITY
BRAND CLARITY
LOGO DESIGN
CONTENT CREATION
PACKAGING DESIGN
UX/UI WEBDESIGN

PRINT
BRAND COLLATERAL
EDITORIAL LAYOUTING
LOOKBOOKS & CATALOGUES
MEDIA KITS
POSTER & ROLL-UP DESIGN

ART DIRECTION
BRAND NARRATIVE
STYLING
ILLUSTRATION
PHOTOGRAPHY





Brand Packages

CLARITY

PRICE STARTS FROM: €2.150 | 4 weeks

- DISCOVERY QUESTIONNAIRE
- MOOD EXPLORATION BOARD
- BRAND STRATEGY SESSION 2H
- COLOUR PALETTE & TYPOGRAPHY

SIGNATURE

PRICE STARTS FROM: €4.950 | 6 weeks

- DISCOVERY QUESTIONNAIRE
- BRAND CLARITY
- MOOD EXPLORATION BOARD
- VISUAL BRAND PLAN PDF
- COLOUR PALETTE & TYPOGRAPHY
- PRIMARY LOGO & BRAND MARK
- FINAL FILES FOR PRINT & WEB
- + BRAND STYLE GUIDELINES
- + 3 COLLATERAL PIECES
- + SOCIAL MEDIA LAUNCH SET

EVOLUTION

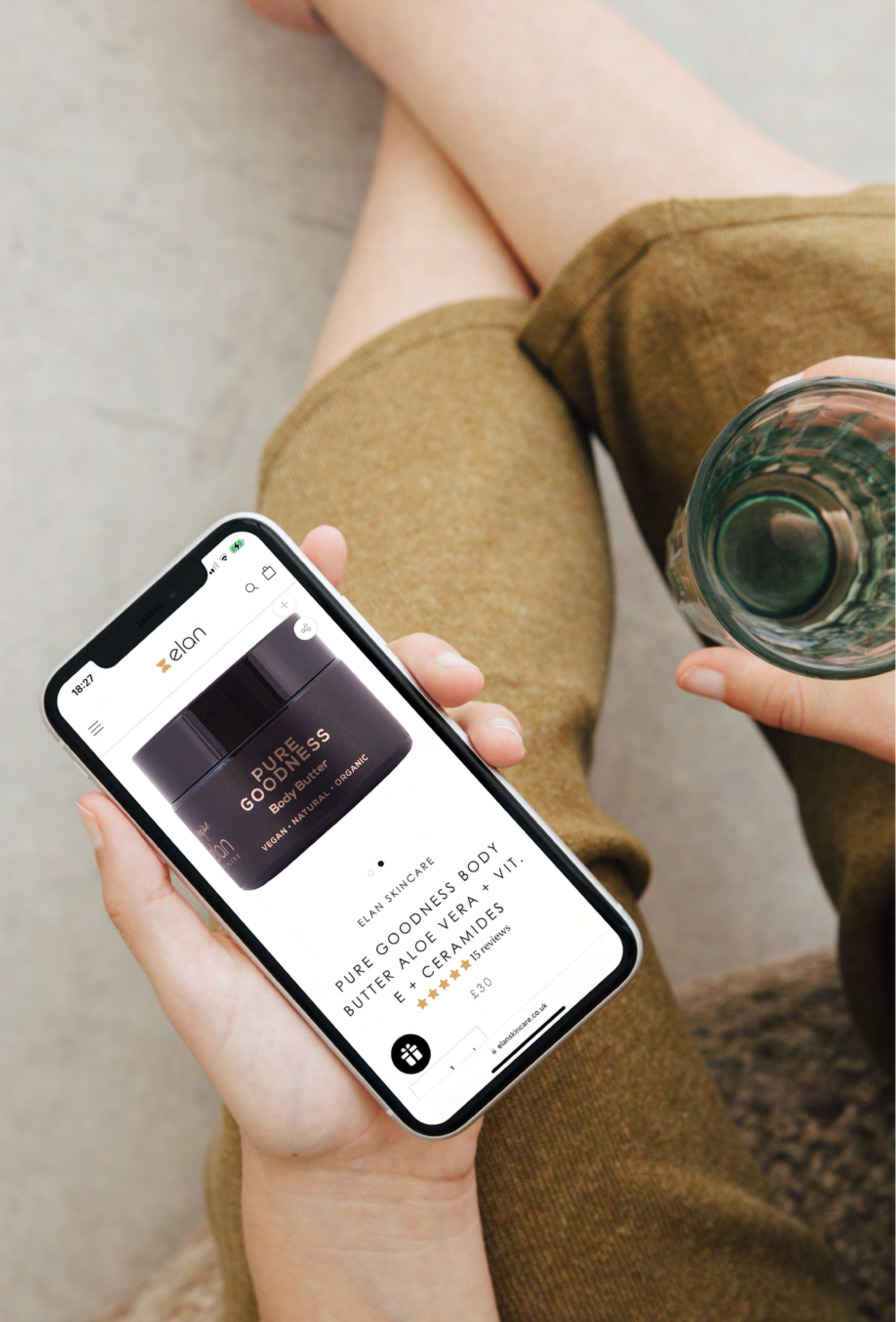
PRICE STARTS FROM: €6.350 | 10 weeks

- DISCOVERY QUESTIONNAIRE
- BRAND CLARITY
- MOOD EXPLORATION BOARD
- VISUAL BRAND PLAN PDF
- COLOUR PALETTE & TYPOGRAPHY
- PRIMARY LOGO & BRAND MARK
- FINAL FILES FOR PRINT & WEB
- BRAND STYLE GUIDELINES
- 5 COLLATERAL PIECES
- SOCIAL MEDIA LAUNCH SET
- + WEB DESIGN

FINAL FILES PRODUCTION

You receive the primary logo, secondary logo and brand mark in high resolution files .EPS (scalable to any size / for print) and .PNG (transparent background / for web or watermarking) in each of your brand colours + the colour codes in CMYK, Pantone and web to maintain colour consistency + the patterns / textures @300dpi + your mood exploration board + your brand style guide. Fonts need to be downloaded or purchased (whichever is applicable) by the client for use beyond the files provided.

You also receive a profile picture of your primary logo, secondary logo and brand mark in each of your brand colours to use across your social media profiles + a custom graphic that can be used to announce and launch your new brand. At the end of your project engagement, you will have a beautifully crafted visual identity that best reflects your values and is optimized for your brand to grow for years to come!



Webdesign Packages

SQUARESPACE DEVELOPMENT

PRICE STARTS FROM: €2.550 | 4-6 weeks

- WEBSITE DISCOVERY CALL
- WEBSITE ASSESSMENT WORKBOOK
- WEBSITE CONTENT CHECKLIST & GUIDE
- COLLABORATIVE PINTEREST BOARD
- MOCK-UP OF HOMEPAGE
- MOCK-UPS OF SUPPORTING PAGES
- WEBSITE STYLE GUIDE PDF
- INSTALLATION OF WEBPAGE DESIGNS
- NEWSLETTER SIGNUP + OPT-IN FORM
- SCREENSHARE TUTORIAL VIDEO
- LAUNCH GRAPHICS

+ 30 DAYS OF POST-LAUNCH SUPPORT

CUSTOM DESIGN

PRICE STARTS FROM: €4.750 | 6-8 weeks

- WEBSITE DISCOVERY CALL
- WEBSITE ASSESSMENT WORKBOOK
- WEBSITE CONTENT CHECKLIST & GUIDE
- COLLABORATIVE PINTEREST BOARD
- MOCK-UP OF HOMEPAGE
- MOCK-UPS OF SUPPORTING PAGES
- WEBSITE STYLE GUIDE PDF
- LAUNCH GRAPHICS

WEBSITE DESIGN

The perfect brand is always pulled together with a seamlessly designed online experience. I take your new brand and carefully craft a custom website design to compliment your new look. With easy navigation and mobile viewing in mind, I either customize your unique website on Squarespace platform OR deliver a website design package that can be given to your developer for coding and completion (*developer referrals included*) on other platforms (WordPress, Shopify etc.). I can do a full site design or home page only, depending on your goals and budget. Package price does not include domain name purchase, Squarespace nor hosting plans. At the end of your project engagement, you will have a beautifully crafted website that best reflects your values and is optimized for conversions.



À la carte

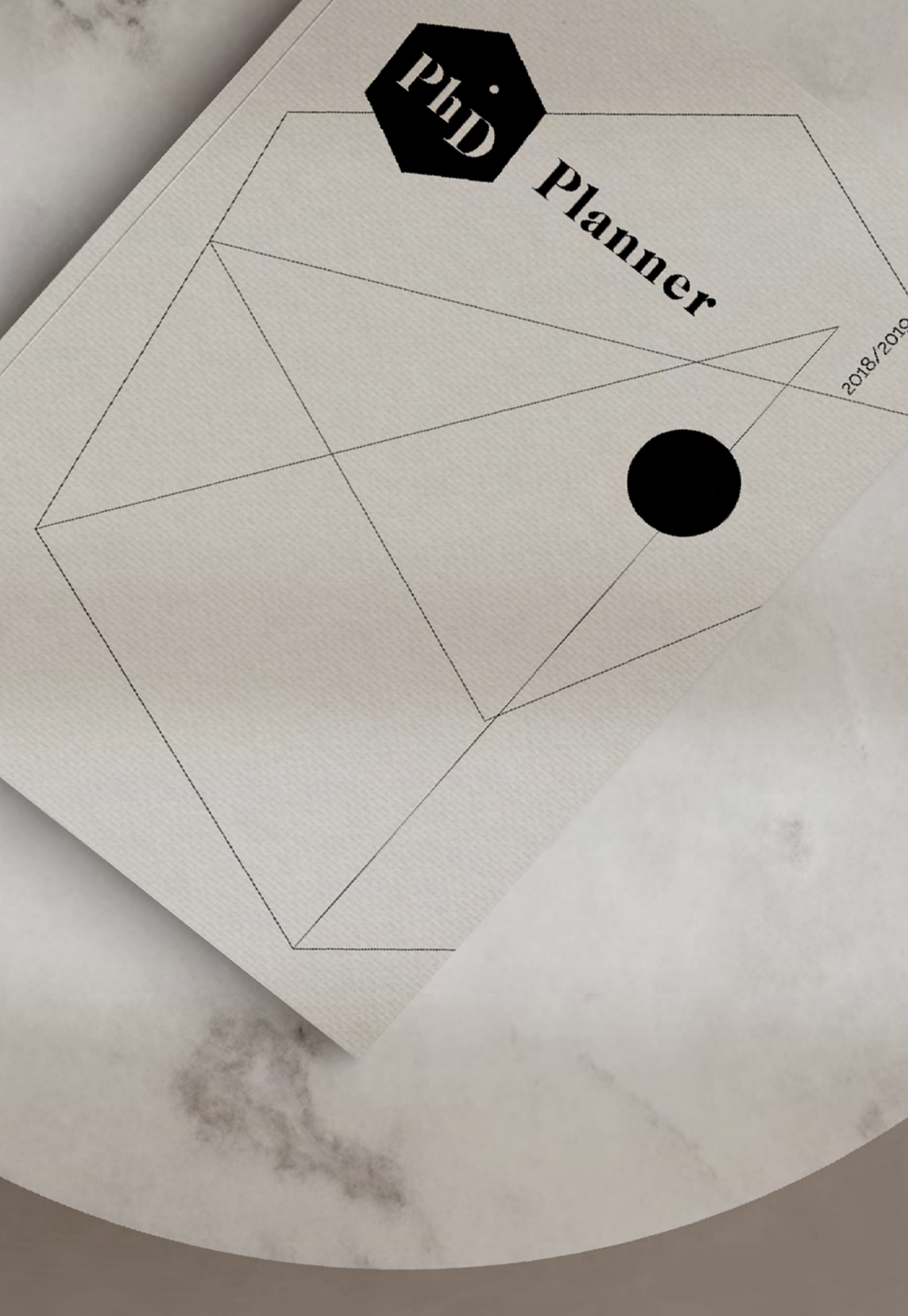
ADD-ON OPTIONS

Looking for something extra? No problem! These additions are available either for current projects or as standalone purchases. For custom packages, contact us for a quote. Don't quite see what you need? Contact us and we will chat. Each and every creative project is different, so let's see what we can make together!

BUSINESS CARD	CATALOG LOOKBOOK	STORYBOARD	SIGNAGE
CONTRACT INVOICE	HANG TAG LABEL	PACKAGING DESIGN	MEDIA ADVERTISEMENT
GIFT CARD DESIGN	BOOK LAYOUT	MEDIA KIT	WEBSITE DESIGN
THANK YOU NOTE	MAGAZINE LAYOUT	PRICE MENU	SEARCH ENGINE
LEAFLET	ART & ILLUSTRATION	POSTER	OPTIMIZATION

PAYMENT

Payments are divided into two installments of 50%-50%. The first 50% (*non-refundable*) is due to reserve your spot on the waitlist; and the remaining 50% is due after 30 days (before you receive any final files). All pricing and project details are subject to change. Any additional revisions are billed separately at an hourly rate of €105. We ask clients to stay on time with their feedback and deliverables (questionnaires, content, images). Any delays can result in push back in start dates and additional fees. Payment is invoiced and accepted through PayPal and direct bank transfer in Euro (EUR). You don't need a PayPal account to make payment and most credit cards are accepted.



Retainer Packages

MINI €950 | 10 HOURS / MONTH **MAXI** €1.750 | 20 HOURS / MONTH

A retainer is a monthly fee for a dedicated amount of time a month for graphic services. You pay up front each month to pre-order work time versus a service. I block out my schedule with a preset number of hours of work anticipated from you. This gives you the certainty of a quality work supporting your brand effectively at a nice price—yes, *the rate is discounted from our regular hourly fee!*

PP PRESENTATIONS
MEDIA KITS
E-BOOKS
REPORTS

CATALOGUES
FLYERS
NEWSLETTER LAYOUTS
SOCIAL MEDIA GRAPHICS

WEB BANNERS
SQUARESPACE UPDATES
ART & ILLUSTRATIONS
STYLING & PHOTOGRAPHY

RETAINER PROGRAM DETAILS

- | **3 month minimum commitment.** Once the first retainer fee is completed, all your projects for the month are being set-up in the client service dashboard. From there, you see how much time is being spent on each project & time remaining for the month. **Payment for the month ahead is due on the 1st of each month.** After 3 months, we re-evalaute the program to ensure the fitting number of hours for your business. Then we can move to 6, 9, or 12 month commitments.
- | Each **retainer includes a set number of hours each month.** Overage in time is billed at our standard hourly rate. Before assigning monthly tasks, we estimate reasonable deadlines.
- | **Unused hours can be moved to the next month.** You can move unused hours to the next month for up to 3 months. Afterwards, these hours are gone. You will always be notified before we go over your reserved hours for the month and you will get regular updates on how much time you have left as we work.
- | Monthly **retainer does not include complete brand development, logo, website designs or packaging design.** We are happy to create collateral material of your choice for the brand we crafted or maintain a website we previously designed, but if you need one of these services you may want to purchase those packages separately.
- | You get a detailed invoice each month of the projects worked and hours allocated to them.

Design Process

Branding & Identity Design

01 | RESERVATION

If you saw our portfolio and have a feeling we might be a good fit aesthetically, the very first step is to reach out to us either through the contact form on our website or via e-mail. After receiving your inquiry, we'll send you a questionnaire to learn about you and your business, a dedicated proposal with timeline and an invoice. A **signed contract** and **50% non-refundable deposit** is required to save your spot in the queue.

02 | DISCOVERY

After reserving your spot, you'll have time to complete your brand photographs and copy, respond to the project **questionnaire**, and collect visual inspiration that aligns with the vibe you want your brand to invoke. All this is due at the start of the project. Through this step we discover your ideal client and how to establish a meaningful connection with them through design.

03 | EXPLORATION *(1-2 weeks)*

On the project start date, we read your questionnaire, research and start to strategize the visual direction. You will receive a **mood board** based on aesthetics, colour and typography references to ensure we're on the same page visually before moving to the logo design. The **visual brand plan** you'll receive will help you stay focused on and consistent with the tone of your new brand across all your communication channels.

04 | CREATION *(4-6 weeks)*

You will receive one bespoke **primary logo** design in a full guide .PDF, including life-like mock-ups to help you visualize how your logo will look in the context. Once the primary logo is finalized, we will prepare **supporting assets** you chose in the contract (secondary logo, brand mark, signature patterns, hand lettered accents, illustrations etc.) and bring it all together in the **brand style guide**. Then we will proceed with any **brand collateral** you ordered (business card, stationary, packaging, catalog, signage, social media images etc.).

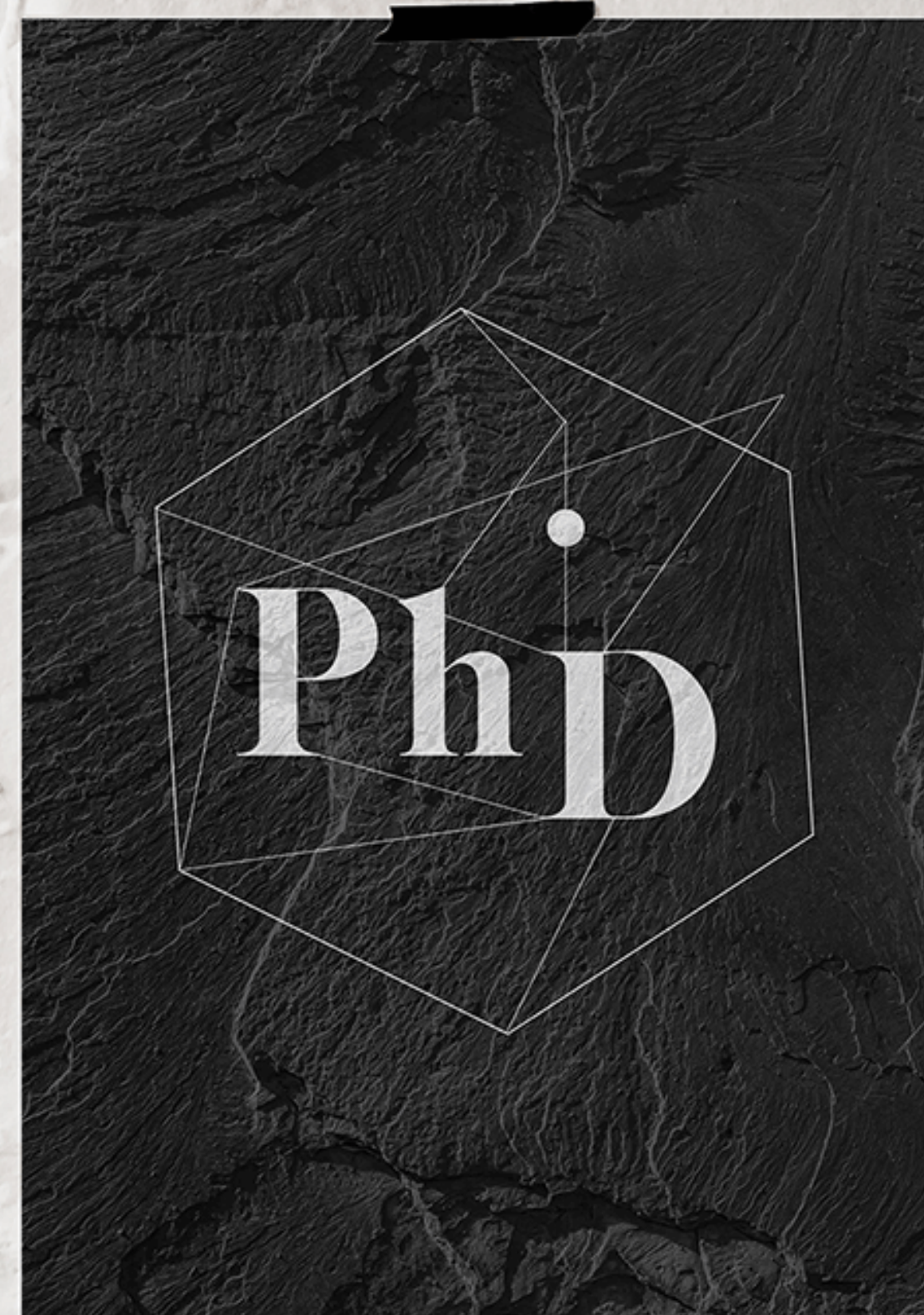
Packge price includes three rounds of refinement, the third round is for final approval. You provide feedback within 3 business days or the timeline will need to be re-adjusted appropriately. Each additional revision will be charged at hourly rate of 105€.

05 | PRODUCTION *(1 week)*

Once you finalize the development and pay the final 50% invoice, you'll receive all the **final files** you need to launch your new brand. We will be alongside you to make sure your launch goes smoothly and to provide support in case you need it.

Have questions about the process? Please, get in touch!

HELLO@KARAKONSTUDIO.COM



Let's work together!

Let's create the brand & website of your dreams, so you can build the trust and credibility that your business needs to thrive! If you're ready to work together, the very first step is to reach out to us so we can get to know more about you & your business, your vision, and your goals.

We are always excited to collaborate and work on something new, and would love to help you tell your story, *beautifully and cohesively!*