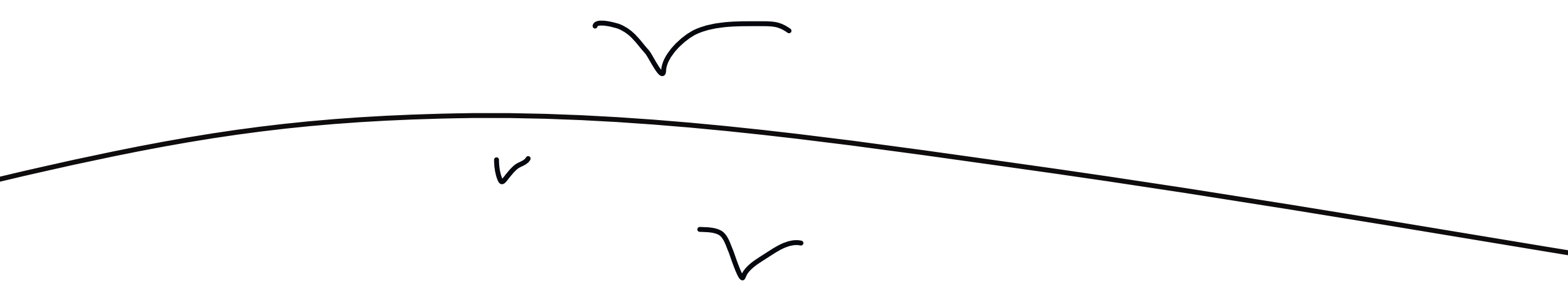


VISUAL IDENTITY DEVELOPMENT





YO! WE CREATE VISUAL IDENTITIES THAT SOLVE REAL CHALLENGES — HELPING BRANDS STAND OUT, CONNECT WITH THEIR AUDIENCE, AND COMMUNICATE THEIR STORY WITH CLARITY AND IMPACT.



dream team

And remember, your logo isn't your brand — or your branding. Your brand is the vibe, the experience, and the connection your customers feel at every touchpoint.

EXPERTISE



VISUAL IDENTITY

LOGO

WEB DESIGN

ILLUSTRATIONS

PRESENTATIONS

MOTION DESIGN

SOCIAL MEDIA



OUR TRACK RECORD



8+

Years of Experience

We've spent nearly a decade turning ideas into designs that tackle real-world challenges.



1,000+

Successful projects

From ambitious startups to established giants, we've helped brands find their voice and stand out.



750+

Positive Reviews

Our clients stick with us because we deliver designs that don't just look good — they get results.



BUILDING YOUR VISUAL IDENTITY TOGETHER



The best results come from collaboration. We work closely with you to align on your goals and create an identity that's authentic, cohesive, and impactful.



PROJECT MANAGER

Keeps everything on track, facilitating seamless communication between you and the team.

ART DIRECTOR

Oversees artistic direction and ensures every element meets the highest quality standards.

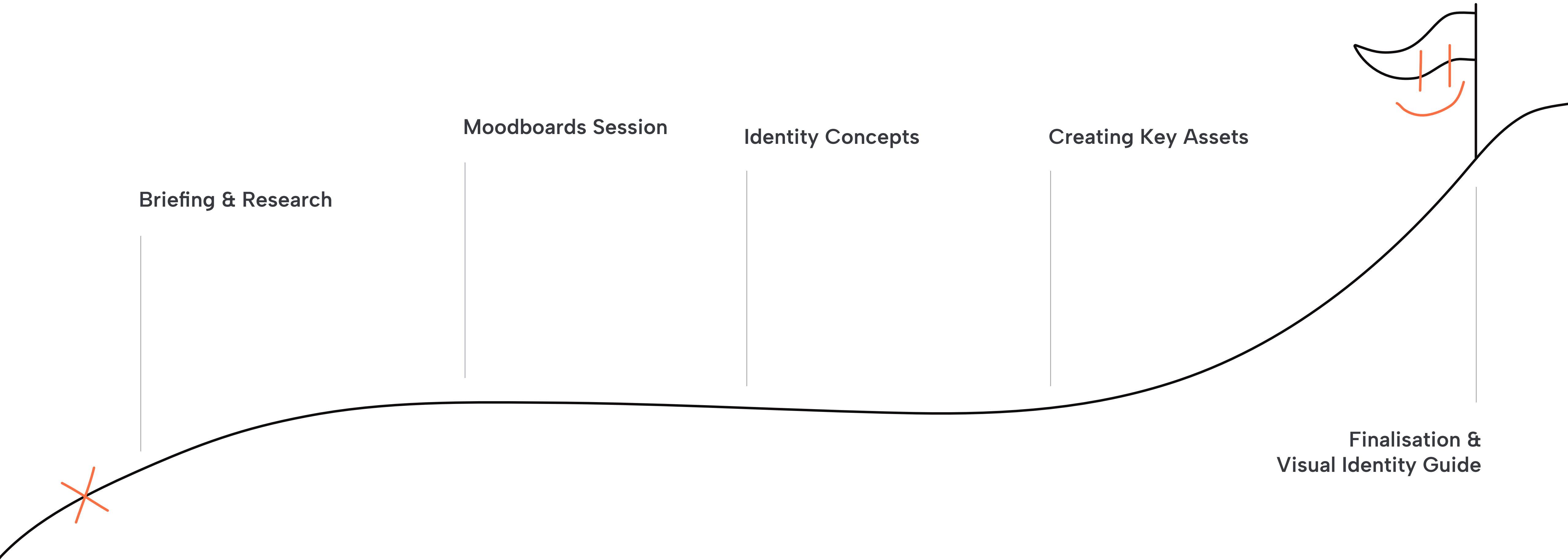
GRAPHIC DESIGNER

Produces all key assets, including the logo and branded materials, to ensure a unified identity.

ILLUSTRATOR & DESIGNER

Creates standout visuals, from illustrations to animations, to bring the concept to life.

ROAD MAP OF YOUR PROJECT



BRIEFING & RESEARCH



We begin by truly understanding your brand and its unique needs:

DISCOVERY CALL:

A collaborative session to uncover your pain points, goals, and vision. We'll dive into what's working, what's not, and where you want to go.

STRATEGIC BRIEF CREATION:

Based on our discussion, we craft a clear, actionable brief that outlines your brand's objectives and sets the tone for the project.

IN-DEPTH RESEARCH:

Analyze your brand's strengths, competitors, and target audience to identify opportunities to stand out and connect effectively.

RESULT: A detailed roadmap that aligns our efforts with your brand's goals and challenges, setting the foundation for success.

MOODBOARDS SESSION



Using insights from our research, we explore visual directions and craft three tailored moodboards representing potential styles for your identity.

COLLABORATIVE SELECTION:

You pick the style that resonates most with your vision.

VISUAL EXPLORATION:

Lay the groundwork for a cohesive and impactful identity.

During the moodboard creation, we'll dive into the key elements of your visual identity, including:

- Logo Sign
- Brand Color System
- Typography
- Brand Graphics
- Photo Style

RESULT: A finalized moodboard that guides the creative process.

IDENTITY CONCEPTS



With your chosen moodboard as a foundation, we bring your visual identity to life:

CONCEPT DEVELOPMENT

Using the selected mood board, we create 2 comprehensive identity concepts tailored to your brand's direction

COMPREHENSIVE CONCEPTS:

We present 2 complete identity concepts, each with a logo, color system, typography, brand graphics, and mockups tailored to your business. These showcase how the design works in real life, like on business cards, packaging, websites, or social media posts.

At every stage, we ensure alignment with the brief, refining ideas to meet your brand's goals

RESULT: A presentation showcasing fully realized identity concepts tailored to your brand's vision.

CREATING KEY ASSETS



Once your visual identity is finalized, we craft the essential brand assets needed to make a lasting impact. These assets ensure your brand stays consistent and effective across all touchpoints.

We'll create the materials that matter most to your brand, which **could include:**

- Social Media Kit
- Presentation template
- Business Cards & Email Signatures
- Clothing prints
- Stationery
- Event Materials (booths, rollups, etc.)
- Logo Animation
- 2d Illustration / graphic (starts at ai)

RESULT: All the necessary files and assets included in the package you selected.



FINALIZATION & VISUAL IDENTITY GUIDE

With the branding package finished and approved, we put together the identity guidelines, so it's easy to work with the design system in the future. Your identity guidelines are the blueprint for keeping your brand consistent and professional across all touchpoints.

We also provide tutorials or additional support if needed, so your team can confidently implement the identity. Optional components depend on the visual style you choose.

Here's what you'll get:

Logo Usage: Rules for sizing, spacing, and using your logo across formats, including monochrome.

Color System: Instructions for color combos, proportions, and print/digital use.

Typography Usage: Font families, functional pairings, and rules for consistent use.

Graphic Elements: Guidelines for shapes, icons, and styles in your visual system.

Imagery/Illustrations: Visual content, including photography and custom artwork.

Applications/Mockups: Organized branded items like business cards, social templates, and app icons.

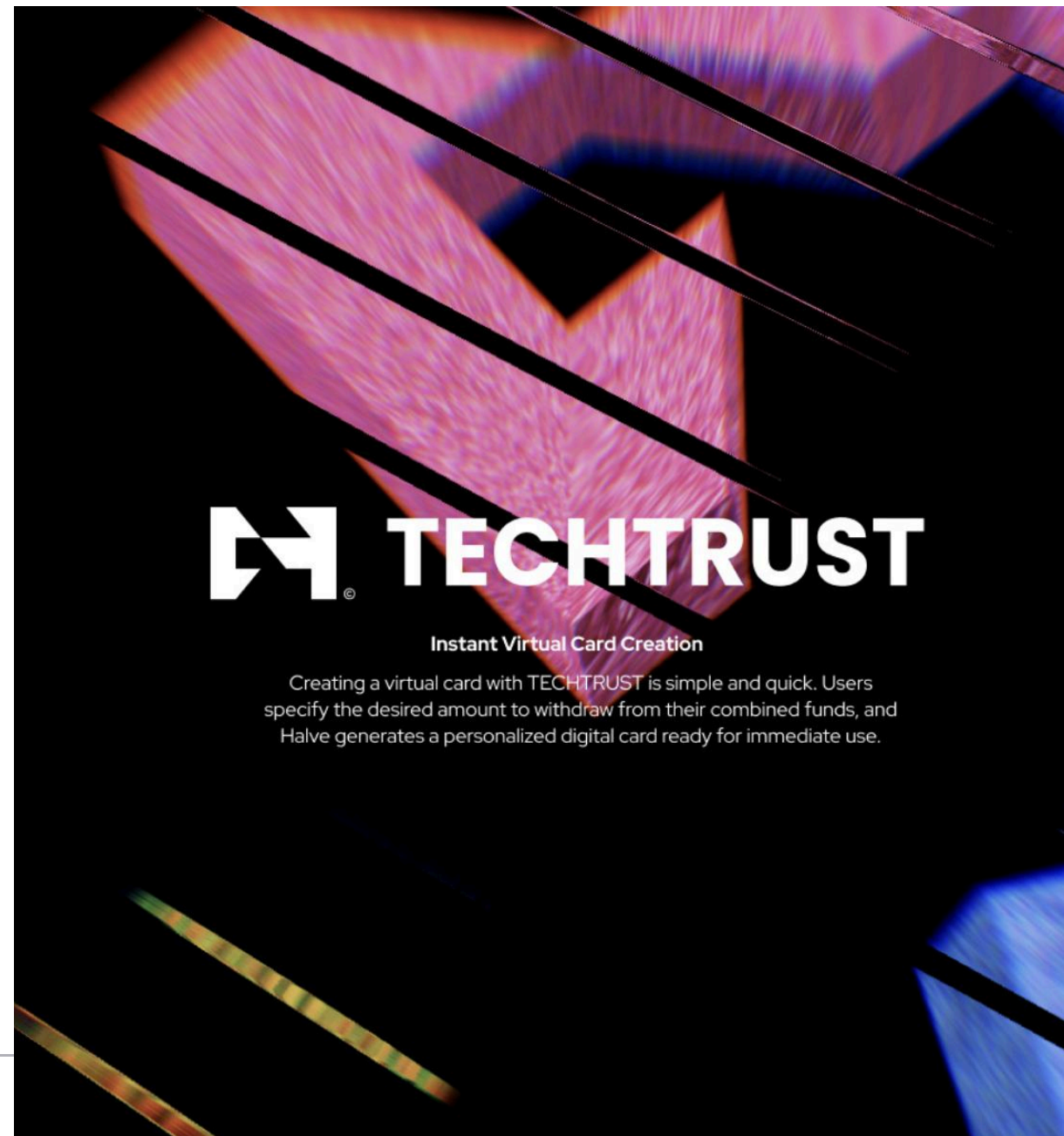
RESULT: A cohesive, professional visual identity, complete with guidelines and assets to set you up for long-term success.

LAST PROJECTS



TechTrust Design System

OPEN

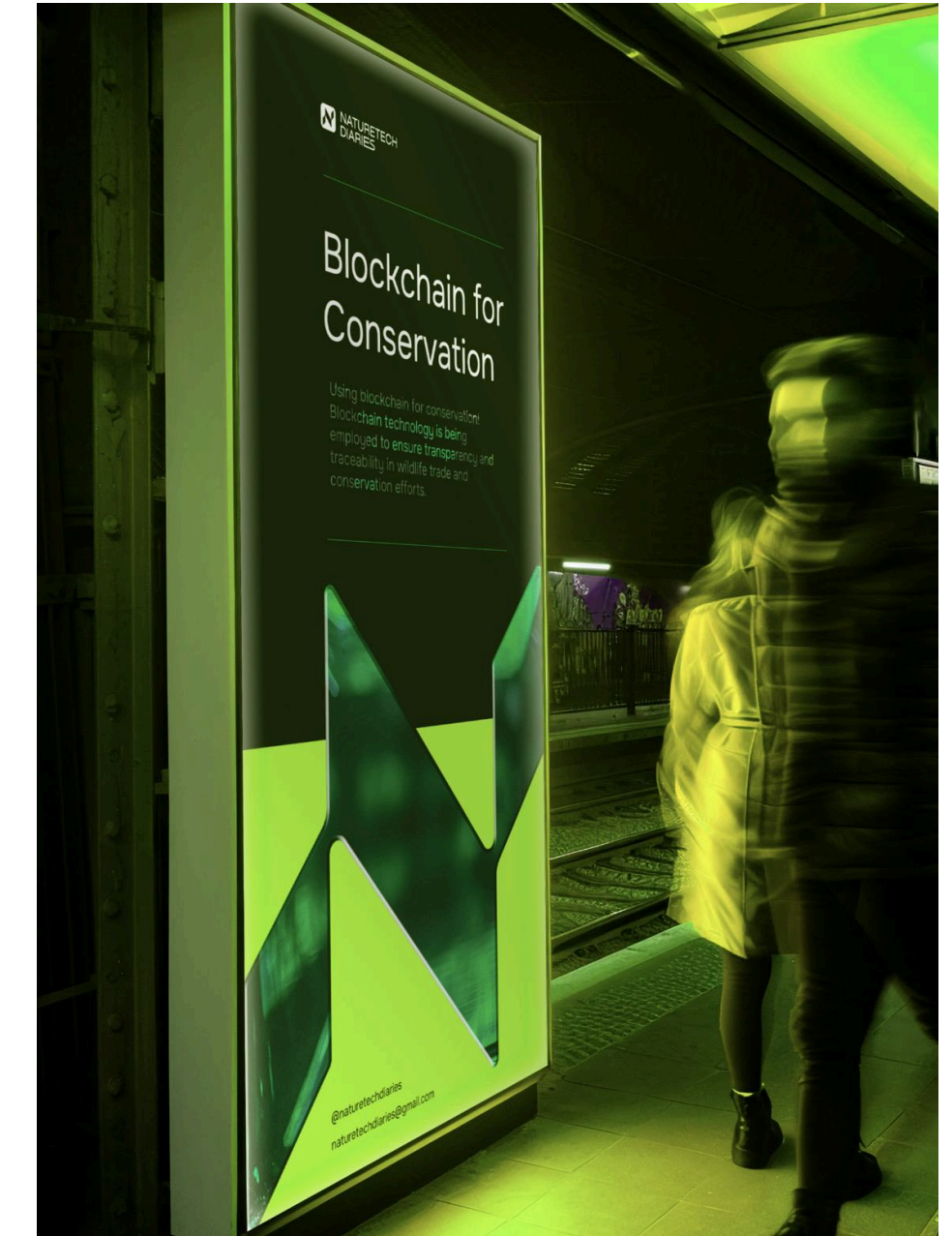


Vavaur Visual Identity

OPEN

Casaverse Visual Identity and UI/UX

OPEN



Naturetech Diaries Visual Identity

OPEN

PRICING. GROWTH TOOLKIT



WHAT IS INCLUDED:

WORK DAYS:

COST:

Research	Analyze your brand, competitors, and audience to uncover opportunities to stand out and connect.	3 days	
Moodboards	We present three different styles, each reflecting a different possible approach to your identity.	2 days	
Identity Concepts	We deliver 2 complete identity concepts, including a logo, color system, typography, and mockups tailored to your business.	10 days	
Social Media Kit	We will create a design for social media that includes: Profile image, Cover banners (LinkedIn, Facebook, X), 6–9 Post templates (Instagram)	3 days	
Presentation Template	Title slide, 2 content slides, Closing slide	2 days	
Email Signature	One Email Signature	1 days	
Brand Imagery	6–8 image samples conveying a consistent brand look and feel	1 days	
Visual Identity Guide	We create visual identity guidelines – a plan to maintain consistency and professionalism of your brand across all customer touchpoints.	5 days	

27 days

\$2500.00

SEPARATE ITEMS PRICING EXAMPLE



WHAT CAN BE INCLUDED:

COST:

Basic Mascot Design	Research, 2D character design (3 option), up to 3 poses for one option	\$1 400,00
Clothing prints	T-shirt, bag, badge, cap	\$210,00
Stationery	Envelope, letterhead, business card, pen/pencil, notebook, folder	\$245,00
Event promo materials	Booth print design, roll up banner, etc.	\$350,00
Postcard Design	One Postcard Design	\$175,00
Email Template	One Email Template	\$210,00
Social Media Kit Extended	Profile image, Cover banners (LinkedIn, Facebook, X) + Custom illustration/Graphics, 6–9 Post templates + IG Stories + IG Highlights (Instagram)	\$700,00
2D Illustration / Graphics	One 2d Illustrations	from \$140,00
Landing Page / One Pager	Design of a one-page landing page for 5–6 blocks.	from \$875,00
Logo Animation	2d logo animation	\$420,00



READY FOR CO-CREATION?

Thank you for your time!



WHERE ELSE CAN YOU SPY ON US:

-  [@whalesdesign](#)
-  [Whales](#)
-  [Whales Design](#)
-  [Whales Team](#)