

# Services & Pricing Guide

# KUKUMBAR

# Crafting vibrant and value-led brands for the *Wellness world*

Studio Kukumbar is a brand design studio specialized in creating strategic brand identities for businesses in the wellness industry.

We are a team proudly based in India, working with passionate founders & brands around the globe.

Take on the world  
with Confidence,  
one cheeky smile  
at a time ;)



Cruelty-Free



Dermatologically  
Tested



100% Vegan



Clean  
Ingredients

\*For all skin types

CHEEKY

CHEEKY

# If You are reading this guide, chances are...

- You are planning to start a wellness brand from scratch
- You own a seasoned business and are looking to build upon your existing branding

We understand that choosing the right design partner for your brand is a big decision. Consider this guide as a roadmap to help you navigate through our services and pricing, and make the right choice for your brand’s vision.

If you have any questions while reading the guide, please reach out to us at [hello@studiokukumbar.com](mailto:hello@studiokukumbar.com)

See you on the other side!

TEAM KUKUMBAR

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## WHAT WE DO BEST

Thoughtful design that bridges the gap between your audience and your brand's purpose.

With a focus is on strategic alignment, we are on a mission to craft identities that reflect your brand's values and resonate deeply with your audience. We understand the power of design to influence perception, and we're committed to creating brands that not only look great but also drive results.



APPROACHING WITH *EMPATHY*

PROMOTING A CULTURE OF *OPENNESS*

COLLABORATING AS *PARTNERS*

*EMPOWERING* BUSINESSES FOR IMPACT

# OUR APPROACH

## 01 Strategy & Direction

At this foundational stage, we dive into strategy to understand your brand's story, goals, values, and target audience. We then use market research and positioning to create visual directions that align with your brand's personality.

## 02 Design & Build

We build upon your positioning and creative direction to translate your brand essence into a compelling visual identity. This includes a complete set of logos, colour palette, font pairings, and design elements that resonate with your audience.

## 03 Brand Delivery

Once the design is ready, your brand's identity is brought to life through a seamless experience across every touchpoint. This includes creating brand guidelines, website design, and eye-catching packaging & marketing materials.



# WHAT OUR CLIENTS SAY

“Kukumbar suggested a total brand revamp for my brand’s website, and I’m glad we went for it. The sophisticated visual identity has impressed our clients. People recognize and connect with the new branding instantly, and the website has become a useful business tool that looks so good, I’m obsessed! I would definitely recommend their branding services to anyone looking for results that work.”

Vedika Gupta, ARTEROPA

“As a creative, I am passionate about my business and was very particular about the vision for my personal brand. The team at Studio Kukumbar helped me reflect that through a premium visual identity and a website that perfectly represents my personality and style of my work. They’re simply amazing to work with. I would love to collaborate with them again. ”

Shantnu Dulara, VIRTUOSO CADRE



# Our Services



Build a strong foundation for your brand with our Essentials Kit. This is perfect for startups or businesses that are looking to get started with the basics, or seeking a brand refresh on a budget.

# Brand Identity: *The Essentials Kit*

## WHAT THIS INCLUDES:

- Brand discovery questionnaire
- Creative direction (2 concepts)
- Logo design with variations (primary, secondary, submark)
- Colour palette
- Typography selection
- Brand pattern
- Mockups
- Mini brand guidelines document

**Revisions:** Upto 2 rounds

**Support period:** Upto 14 days after the project ends

**INVESTMENT:** 1600 USD

**TIMELINE:** 3-4 WEEKS



Elevate your brand with a comprehensive and strategic identity that leaves a mark. We delve deep into your brand story to create a unique and compelling narrative. Ideal for startups and businesses that are seeking a transformative brand experience.

# Brand Identity: *The Full Suite*

## WHAT THIS INCLUDES:

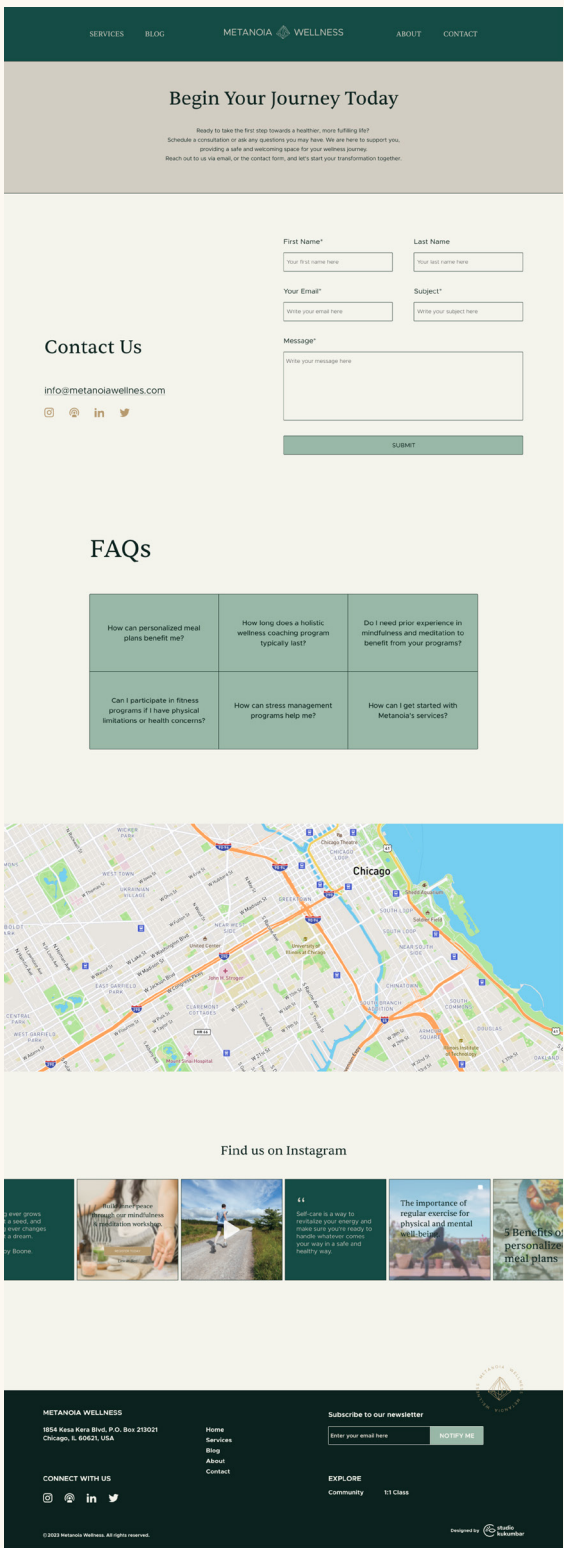
- Brand discovery questionnaire
- 1:1 Strategy workshop
- Creative Direction (3 concepts)
- Complete logo suite
- Colour palette
- Typography selection
- Photography direction
- Brand illustrations & pattern
- Brand personality & tone of voice
- Mockups
- Comprehensive brand guidelines document

**Revisions:** Upto 2 rounds

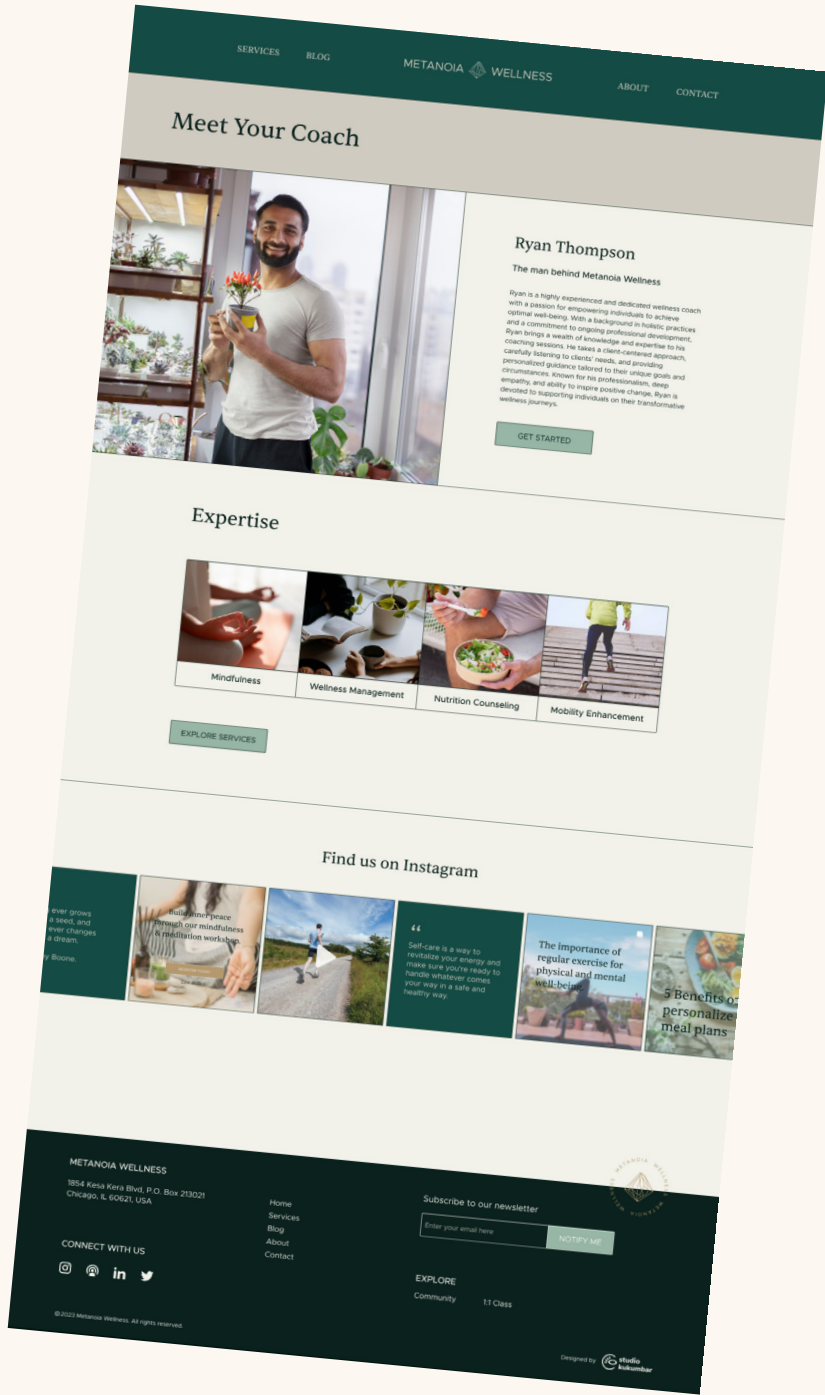
**Support period:** Upto 20 days after the project ends

**INVESTMENT STARTS AT: 2200 USD**

**TIMELINE: 6-8 WEEKS**



Showcase your expertise and attract clients with a professional website designed to convert visitors into customers. This package focuses on creating a strong and memorable online presence for service-based businesses.



# Website Design: *Service-based*

## WHAT THIS INCLUDES:

- Comprehensive website questionnaire
- Creative direction (2 concepts)
- Website architecture & wireframe
- Website design (upto 7 pages)
- Favicon & custom icons
- No-code or Custom CSS development
- CMS
- Mobile & Tablet Responsive
- Social media links integration
- SEO & Google Analytics setup
- Website training & handover

**Revisions:** Upto 1 round

**Support period:** Upto 20 days after launch

**INVESTMENT STARTS AT: 2700 USD**

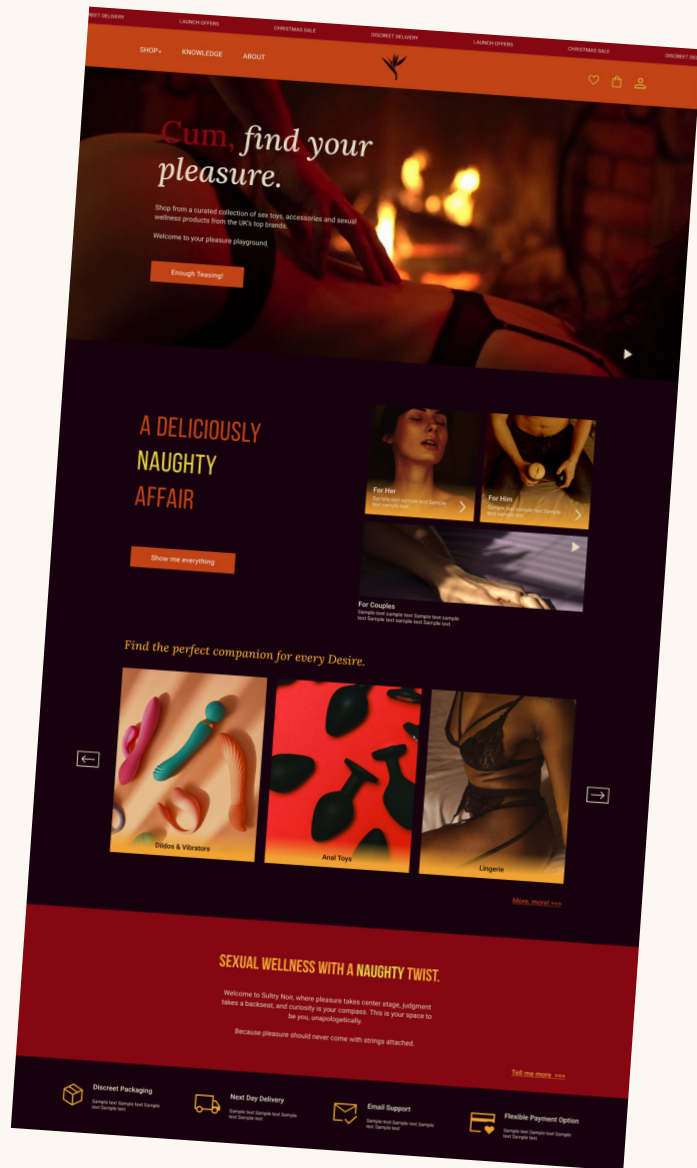
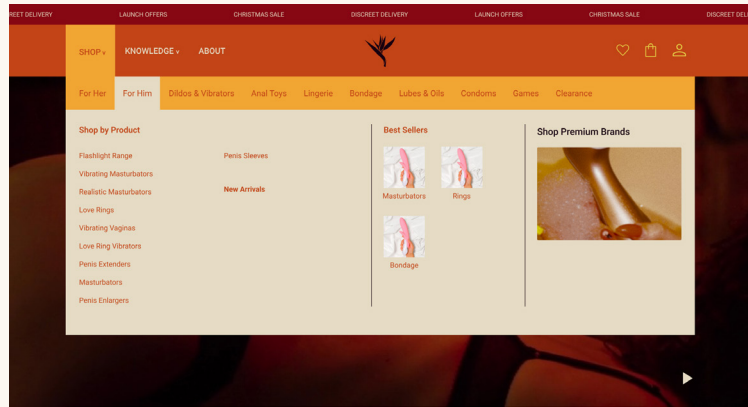
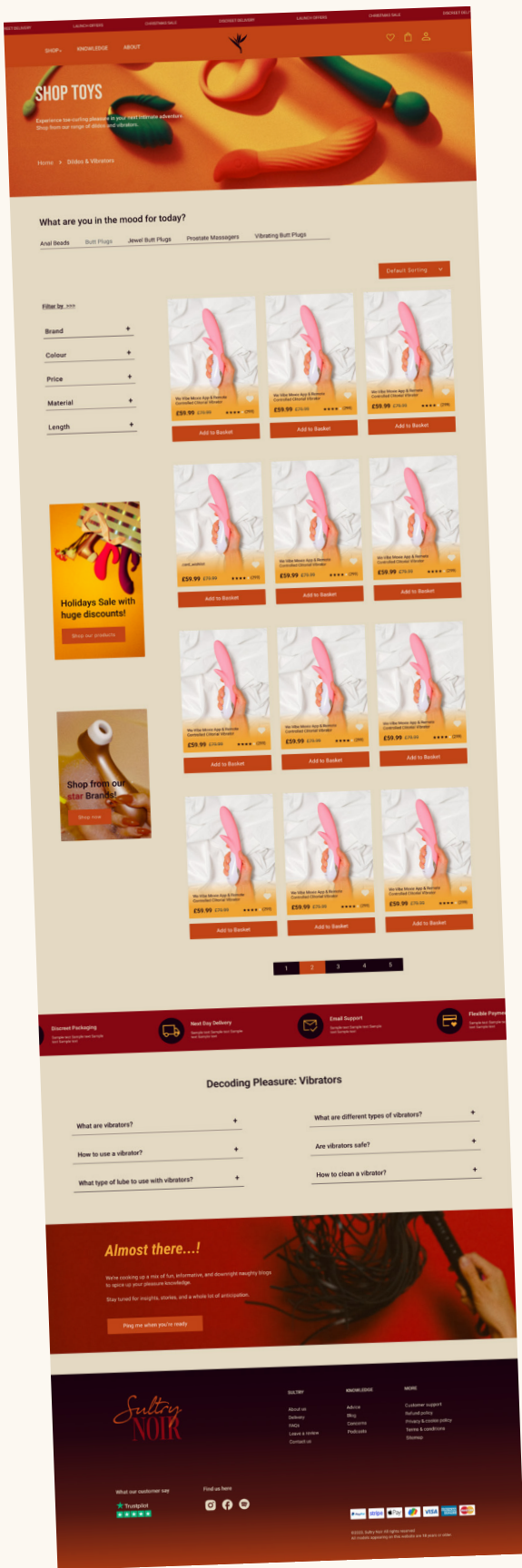
## OPTIONAL ADD-ONS:

- + Website copywriting
- + Additional pages
- + Blogging capability
- + Subscription options
- + Booking integration

## YOU NEED TO BE READY WITH:

- Website copy
- Existing brand identity & guidelines
- Images, media & information required for the website

**TIMELINE: 7-9 WEEKS**



# Website Design: *Ecommerce*

## WHAT THIS INCLUDES:

- Comprehensive questionnaire
- Creative Direction (2 concepts)
- Website architecture & wireframe
- Website design (upto 14 pages)
- Favicon & custom icons
- Shop catalogue of upto 15 products
- No-code or custom CSS development
- Secure payment gateway integration
- CMS / Product management tools
- Mobile & tablet responsive
- Social media links integration
- SEO & Google Analytics setup
- Website training & handover

**Revisions:** Upto 1 round

**Support period:** Upto 30 days after launch

## OPTIONAL ADD-ONS:

- + Website copywriting
- + Additional pages
- + Blogging capability
- + Subscription options
- + Booking integration

## YOU NEED TO BE READY WITH:

- Website copy
- Existing brand identity & guidelines
- Images, media & information for the website
- Product categories and inventory
- Images, media & descriptions

Turn your products into profits with a high-converting online store that resonates with wellness-focused customers. Our Ecommerce website design package is tailored to reflect your brand's personality, showcase your offerings in the best light, and drive sales.

**INVESTMENT STARTS AT: 3400 USD**

**TIMELINE: 10-12 WEEKS**



Transform your product into a standout on the shelf! Our packaging design service creates visually appealing and functional packaging that reflects your brand identity and drives customer interest. Perfect for businesses launching new products or seeking to refresh their existing packaging experience.

# Packaging Design

## WHAT THIS INCLUDES:

- Comprehensive questionnaire
- Market research & analysis
- Creative direction (2 concepts)
- Packaging architecture
- Master packaging design
- Custom icons, illustrations or patterns
- Digital Mockups
- Print-ready files

**Revisions:** Upto 2 rounds

**Support period:** Upto 20 days after the project ends

## OPTIONAL ADD-ONS:

- + Variant packaging design
- + Packaging copy
- + Logo design
- + Printing techniques guidance

## YOU NEED TO BE READY WITH:

- Finalized product concept & range
- Packaging format & cutter guides
- Existing brand identity & guidelines

**INVESTMENT STARTS AT: 800 USD**

**TIMELINE: 3-4 WEEKS**



The social media starter kit is ideal for businesses looking to get started quickly and effortlessly on social media. This package contains all the essentials you need to save time and focus on creating value with a consistent brand presence.

# Social Media *Starter Kit*

## WHAT THIS INCLUDES:

- Social media display picture
- Facebook or Youtube profile cover
- 4 Instagram highlight covers
- 4 Editable post templates
- 4 Editable story templates
- Customizable content calendar template
  
- BONUS Guide: How to use templates

NOTE: This is an add-on package that can be added to your selected brand identity package for more impact.

**Revisions:** Upto 2 rounds

**INVESTMENT:** 250 USD

**TIMELINE:** 2 WEEKS

# Brand Collaterals

Want to make a bigger impact? You can choose from a variety of print and digital materials to complement your brand identity. Once selected, these collaterals will be added to your final proposal.

This is perfect for businesses that want to expand their brand, create a consistent presence and develop high-quality marketing materials to support their brand growth.

- Business cards

→ Envelope & letterhead

→ Brochure

→ Indoor & outdoor signage

→ Branded merchandise

→ Menu

→ Price list

→ Care card

→ Thank you card

→ Loyalty card
- Shipping box

→ Wrapping paper

→ Shopping bag

→ Product label

→ Stickers

→ Website banner

→ Gift voucher

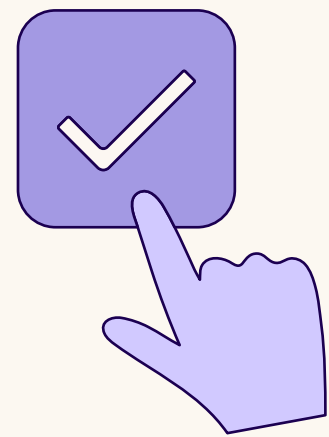
→ E-book cover

→ Digital catalogue

→ Email signature

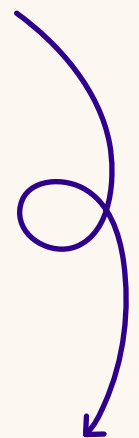


## YOUR NEXT STEPS

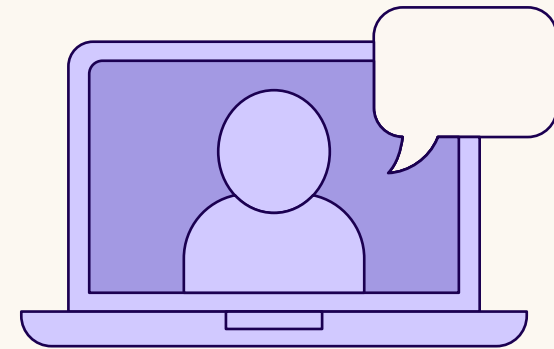


### ***SELECT SERVICE PACKAGES THAT FIT YOUR NEEDS***

Browse through our service guide and select packages that are most aligned with your vision. Looking for something specific? Don't hesitate to reach out!



**(Psst! You are here)**



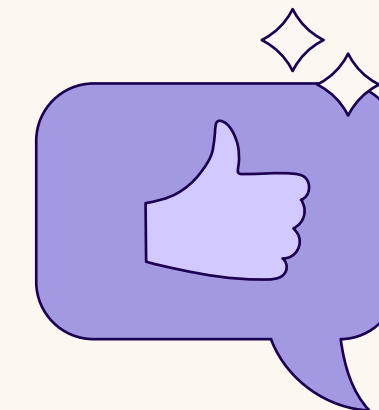
### ***HOP ON A CALL WITH US TO FINALIZE DETAILS***

Book a free consultation call to discuss your project in detail. Share your ideas, ask questions, and get a feel of our collaborative approach.



### ***RECIEVE A CUSTOM PROPOSAL FOR YOUR PROJECT***

Based on our chat, we'll create a custom proposal tailored to your needs, including the recommended approach, costs and timelines.



### ***WELCOME ONBOARD! WE'RE READY FOR BRAND MAGIC***

Once you approve, it's go-time! Sign the contract, pay the first installment, and get ready for our kickoff meeting. We'll outline next steps and keep you in the loop every step of the way.

# FAQs

## 01. How can I book my project?

Once you've selected a package you like, schedule a free consultation call to discuss your needs. We'll guide you through the process and answer any questions you have, following up with a custom proposal that outlines all details of the project. [Click here to book a call.](#)

## 02. Do you offer payment plans?

Our payment terms are typically a 50% deposit upfront to secure your project slot, with the remaining balance due upon project completion. We can also discuss flexible payment options during your consultation and include them in your custom proposal.

## 03. Can you create a custom service package for me?

Absolutely! We understand that every project is unique. We can tailor a service package to fit your specific needs and budget.

## 04. Can you build on my existing branding?

Yes, we can integrate your existing branding elements into your new design project. However we do prefer to conduct a visual direction process at the beginning of each project, so we have plenty of references to work with.

## 05. Do you offer only logo design services?

Your logo is just the tip of the iceberg. Our branding goes deeper, crafting a holistic identity with strategy, typography, and more. If you're not sure if you need the full bundle, check out our cost effective Brand Identity Essentials package.

## 06. How will I be included in the process?

Collaboration is key! You'll have opportunities to provide feedback at different phases throughout the project and ensure the final product aligns with your vision.

## 07. What if I don't like the designs?

To ensure that the final product matches your vision, we make use of thorough brand questionnaires and 1:1 strategy workshops. Additionally, our two rounds of revision allow you to provide feedback at crucial junctures during the project.

## 08. Do I need to have access to software?

No, you don't need any design software. We use Google suite and Notion for communication and project management. All you need is access to a reliable internet connection.

## 09. What are your office hours?

Our office hours are normally between 10:30 AM and 6:30 PM IST, from Monday to Friday. However, the best way to connect is to schedule a consultation call that works for you. [Click here to book a call.](#)

# Let's build a brand that people fall in love with!

Ready to stand out with a brand that delivers?

Let's connect for a complimentary consultation call to explore how we can elevate your business. If you're looking for something more custom, we'll be happy to create a tailored package for you.

[Click here to book a call](#)