



KINLAKE
CREATIVE FOLKS





HELLO THERE!

We are David & Linda.

We're a couple of designers. But to be honest, the creativity we want to play with has always been about way more than that. Which is why we simply like to call ourselves "creative folks".

We run our design studio as a small but mighty creative team - one that is not afraid to do things well and differently.

After years of experience, our skills and curiosity have allowed us to offer a variety of services, a meaningful, broad creative process and most of all, fun!

Who we work with

We provide our creative services to dreamers, makers and adventurers.

Our clients like to see us as their creative sidekicks. We particularly like to work with people and new businesses with a positive impact, who ache to see their ideas happen. They inspire us, and we love to connect with people who are just as passionate as we are. We like to use our design skills and form a creative partnership so that we can help them stand out and rock at what they do!

How we do it

01 | LISTENING

Design is nothing without process. Here's the approach that we'll take with your project: we want to hear what you want for your brand, idea or vision. Your dreams and your cravings. What drives you to make it happen?

02 | REACTING

Once we know your story and your goals, we respond with a tailor-made proposal to fit your expectations and budget too. Through this proposal we can set a specific direction for your creative project and even expose new areas of growth or profit, while eliminating the unnecessary and recommending only what will be of value to you.

03 | BUILDING

With a path set, we begin the creative work and start something completely from scratch, to create something custom and personal to your project. We want our work to connect with an emotion, with a meaning and not just a trend. For that reason, we start fresh with every creative task.

04 | LAUNCHING

For most creatives, this is where the work stops, but we think building a lasting brand or project is only half of the story. We want to keep making sure that the brand or idea connects with an audience in a natural and social way, keeps growing organically and is remembered.

OUR SERVICES
& PRICING

Your brand is so much more than your logo. Your perspective, tone and your visuals are the major features that make your brand and business powerful. We'll help you clarify what your brand stands for and bring it to life.

What you get

BRAND STYLING QUESTIONNAIRE

BRAND STRATEGY + MOODBOARD

BRAND IDENTITY DEVELOPMENT
Logo design, color palette, font palette, patterns/illustrations/elements.
1 round of minor revisions incl.

BRAND STYLE GUIDE

FINAL FILES IN VARIOUS FORMATS
Logo exports, color codes, fonts as well as basic social media exports.

Any additional revisions or requests may be invoiced separately.

INVESTMENT

1050€-1300€
(1085\$-1465\$)

50% retainer due at contract signing. 50% final deposit before final files are sent.

TIMELINE

3-4 WEEKS
Subject to availability

Every project we do is custom-based, so the price of your project will depend on its complexity. Some brand identities may be simple (and do not require a full style guide) while some others require a little more attention, time and a well-developped strategy to give them a personality that stands out!

Add-on options

BRAND STATIONARY DESIGN
Business cards, letterheads, etc

OTHER PROMOTIONAL PRINTS
Flyers, ads, gift cards, roll ups, banners etc

PACKAGING DESIGN
Stickers, labels, hangtags, etc

SIGNAGE DESIGN
Interior & exterior signage, boards etc

BLOGPOST / SOCIAL MEDIA
DESIGN TEMPLATES

Frequently Asked Questions

WHAT IS A BRAND STYLING QUESTIONNAIRE? WHAT IS A MOODBOARD?

Getting to know your project from the ground up is important before beginning any custom design process. Our brand styling questionnaire is an exercise that will be very useful in doing that. It's made of targeted questions about you, your goals and how you want your brand to be seen. Our clients love it, because it helps them gain clarity within their own vision as well. It's just the perfect place to start, and every word you put there will allow us to bring it into a defined direction!

A moodboard is like an inspiration board. It's an exploration of what type of vibe your brand should reflect visually. We typically include it at the start of every brand presentation so that we can explain where inspiration was pulled from in terms of colors, fonts and ambiance. It will also help you gain a deeper understanding of your own brand.

HOW MANY VERSIONS OF MY LOGO WILL YOU PROVIDE?

We spend a lot of time studying your project before designing for a reason: to go straight into the right direction. We therefore do not provide a variety of logo explorations, because it defies that whole point and makes it (very) confusing for our clients. Our deep process allows us to design one logo that will be perfectly adapted for you and the vision of your brand. And not just a logo: all other elements surrounding your brand, such your color palette, fonts, graphic elements and art direction. Your brand will be purposefully built to perfection. what we could possibly help you with. So the first step is to get in touch with us and to tell us as much as possible about the project you want to work on! What is your story and what's your project about?

HOW MUCH WOULD IT COST TO DEVELOP MY BUSINESS CARDS/LABELS/FLYERS?

It really depends on what you need and what expectations you have. When it comes to printing items, we also need to consider the printing techniques used, and those can range from cheap to more costly and custom. If you tell us more about your project, we can give you a price range!

While we are no programmers, we have an eye for the online and love to design functional websites for our clients, based on the widely popular and user friendly WordPress CMS. Let's take your new brand and translate it to your online presence!

What you get

ORGANISATION & SITEMAP OF YOUR CONTENT

DEVELOPMENT IN WORDPRESS
One-page website, blog design or website with 3-5 pages (About, Contact, etc). We will make sure your website reflects your brand's aesthetic and suits your needs. 2 rounds of small revisions included.

RESPONSIVE

Your website will be responsive throughout all platforms. Desktop & Mobile.

BACK-OFFICE TUTORIAL

We'll provide you a custom tutorial so you can make quick edits on your website whenever you need to!

Any additional revisions, extra pages or requests may be invoiced separately.

INVESTMENT

1150€-1500€
(1295\$-1690\$)

50% retainer due at contract signing. 50% final deposit before final files are sent.

TIMELINE

3-4 WEEKS

Subject to availability

Every project we do is custom-based, so the price and timing of your project will depend on its complexity. Simple websites with less content end up on the lower end of the pricing/timing spectrum, while complex websites with more information to structure may demand more attention.

Add-on options

HOSTING & FULL TECH SUPPORT

Quality hosting on shared or private server plus access to 24/7 support for your site

COMING SOON PAGE

MULTI-LANGUAGE SETUP

E-SHOP DEVELOPMENT

Using Woocommerce or Shopify

SEO OPTIMISATION

To boost your ranking on google

IMAGE COMPRESSION

A great option for image-heavy websites to improve their speed

NEWSLETTER INTEGRATION & DESIGN

Frequently Asked Questions

DO I NEED TO GO WITH YOUR ADD-ON HOSTING?

We highly recommend it if you located in Europe. For all EU-based projects, we partner up with a great IT company that offers top-notch, secure domain & hosting services. It's a plus, as this allows us to work very smoothly on website projects and give free technical assistance if needed.

If you're in the US or anywhere else, we can help you find a suitable provider if you need one.

WILL I BE ABLE TO MAKE CHANGES ON MY WEBSITE?

Absolutely! When your new website design will be launched, we will provide you with your very own personalized video tutorial so you can make future changes independently. Bare in mind, we would not recommend you to change the whole structure of the website, but you will be able to do small edits, such as blog updates, making text changes and uploading your own pictures.

WILL I BE RANKED FIRST ON GOOGLE?

We are not an SEO agency, but if it is of huge importance to you, we recommend that you take our add-on SEO package. The price of this one will depend on whether you are a local or online business, and on the amount of pages your website has. It will allow us to take care of referencing your website better with the tools we have. Just keep in mind that search engine optimisation is not a one-time thing and it needs constant maintenance as google's algorithm keeps changing. Other than that, we can also direct you to google ads, or help you push your social media - both of these are of huge importance to where you rank.

While we are no programmers, we have an eye for the online and love to design functional websites for our clients, based on the widely popular and user friendly WordPress CMS. Any questions? Refer to our “website design” FAQ

What you get

DEVELOPMENT IN WORDPRESS

Blog design including blog page with categories + 2-3 basic pages (About, Contact, etc). 2 rounds of small revisions included.

SOCIAL MEDIA INTEGRATION

RESPONSIVE

BACK-OFFICE TUTORIAL

We'll provide you a custom tutorial so you can understand & use your blog in the best way!

CONSULTING: INTRO TO BLOGGING

You'll get an hour's worth of our time where you can ask us any questions you have about blogging, promoting your content on social media and having a consistent blog brand.

We'll provide you with advice and ideas and we'll keep an eye on your activity so we can give you feedback. If that gives you a kick, then we can offer more follow-up sessions at a discounted rate!

Any extra requests may be invoiced separately.

INVESTMENT

1100€-1450€
(1240\$-1634\$)

50% retainer due at contract signing. 50% final deposit before final files are sent.

TIMELINE

2-3 WEEKS

Subject to availability

Every project we do is custom-based, so the price and timing of your project will depend on its complexity. Simple blogs with less content end up on the lower end of the pricing/timing spectrum, while complex blogs with many needs, widgets and plugins may demand more attention.

Add-on options

HOSTING & FULL TECH SUPPORT

Quality hosting on shared or private server plus access to 24/7 support for your site

COMING SOON PAGE

E-SHOP DEVELOPMENT

Using Woocommerce or Shopify

SEO OPTIMISATION

To boost your ranking on google

IMAGE COMPRESSION

A great option for bloggers to improve their website speed

NEWSLETTER INTEGRATION & DESIGN

BLOGPOST DESIGN TEMPLATES

Social media is important to grow your brand and online presence. Unlike standard advertising mediums, social media tells your story and helps you connect with the audience you want, creating your very own community. We know our stuff around it, and we can't wait to show you!

Social Media Consulting

CONSULTING | SINGLE SOCIAL NETWORK

Includes a 45-min skype session + a report with our advice on what you can do to boost the social network of your choice (facebook, twitter OR instagram)

PRICE

100€/SESSION

CONSULTING | FULL SOCIAL MEDIA PRESENCE

Includes a 45-min skype session + a report with our advice on what you can do to boost all social networks you are using and give you a strategy.

PRICE

150€/SESSION.

When booking 6 sessions in advance, 1 session is offered FREE. This can be useful if you would like monthly support over a period of 6 months.

Design Magic

CUSTOM SOCIAL MEDIA CAMPAIGNS

CREATION OF CUSTOM BRANDED GRAPHICS AND/OR PHOTOGRAPHS* FOR SOCIAL MEDIA USE

**For photographs, see our next page (under Photography & Videography | Content Creation)*

BRANDED ANIMATIONS

A great & engaging choice for announcements. Animated content gets 60% more attention than fixed images!

*We don't like to limit ourselves to just a few labels.
Just in case you're wondering, here's what we're talking about.*

Consulting & Workshops

PHOTOGRAPHY

A 1-on-1 workshop for beginners in photography. Learn to shoot your products or creations in the best way possible, or how to create beautiful imagery for your blog/e-shop. We'll walk you through the whole process, from composing your shots, to handling your camera, to editing your photos so they look their best. This is a workshop that we can customize to your needs.

BLOGGING

New to blogging? We've learned a lot from growing our own blog over the years. Let us give you some basic tools and advice to get you started.

BRAND COHERENCY

Looking to go DIY with some of your brand materials? We can teach you exactly what you should pay attention to throughout your online & offline

Illustration & Lettering

ILLUSTRATION / LETTERING

Custom Illustration for personal use (weddings or other occasions), editorial use (magazines, publications) or apparel. We also provide illustration in the form of murals/art installations.

PATTERN DESIGN

Custom pattern design for commercial use (napkins, textiles, wallpaper etc)

Pricing & timing is custom and subject to availability. Please get in touch with us if interested!

Photo & Videography

PHOTOGRAPHY

Portrait, travel, food, lifestyle, interiors.

VIDEOGRAPHY

Documentary, short film, promotional video.

CONTENT CREATION

Photo & video for your social media.

Pricing, timing and location is custom and subject to availability. Please get in touch with us if interested!

OUR PROCESS
& PHILOSOPHY

How we get started

01 | YOU GET IN TOUCH WITH US

As you may have seen, we have a quirky little contact form with a few questions. Some of them are there to get to know you, and some of them are there to get a grip of what we could possibly help you with. So the first step is to get in touch with us and to tell us as much as possible about the project you want to work on!

What is your story and what's your project about? What sort of creative design magic would you like us to help you with? Anything else we need to know, like a set budget, or a deadline you have in mind? Tell us everything!

02 | WE GET TO KNOW YOU & PROVIDE YOU WITH A QUOTE

At this point, if you have contacted us and your project seems like something we could totally help you rock with, we will get back in touch with you within the next few days. If needed, we might ask you more questions about your project, or even plan a skype session to get to chat with you, which can also be useful if you have some more questions for us as well. Once we have all the needed info from your side, you will quickly receive a custom quote for your project which includes everything you need.

03 | CONTRACT SIGNING & SCHEDULING OF YOUR PROJECT

If your quote sounds good and you want to get started, we will send over our design contract which you will be able to sign easily & securely online. At this point you may also send us your invoicing details, so that you can settle a 50% retainer amount before we begin working together.

Your agreement and partly pre-payment will allow us to confirm your special spot in our calendar so that your project (and you) will get our full attention. Excited?

During & After

CREATIVE MODE: ON

Is it time to work on your project? Cool! This is when the fun part begins. If you are working with us on a branding project, we will provide you with a brand styling questionnaire that will be the very first step to get to know your projects aim and message to capture visually. We might also be sharing a collaborative Pinterest board with you if we feel it is needed to broaden the research part of the project. Our creative process is all about streamlining all of this into one design concept that will be the right one for you. And when that awesome moment comes, we will present it to you via Skype + Screen sharing.

If you are working with us on a web design project, it is important that we receive all of your content before designing your website. For all other types of projects, the creative process may vary depending on what we will provide to you.

WHAT HAPPENS AFTER OUR WORK IS OVER?

Well, unlike other folks, we don't disappear. We really aim to be your creative sidekicks. As it's very likely that we are proud of working with you, we will keep an eye on your activity, will keep giving you tips, and will stay in touch with you in case you need some advice. We feel that we don't work "for" our clients, but "with" them, so it's very important to us that you're happy & successful with your adventure, reaching your goals and using our help whenever you need it. We're your team and your friends, too.

By the way: if we loved working with you (which is highly likely), then you'll most certainly get a lot of shout outs from our social media channels & blog. We love to share our design collaborations with the world!



Our philosophy

...and what we expect from our clients

OPENESS

We value honesty. From human to human. So just be open with us about your expectations, budget and everything. We're all ears.

TRUST

We're not using the big words and calling ourselves an agency (even though we are). We have years of experience to back up our skills, we're good at what we do, we're passionate about it and we want you to trust us!

A CASUAL ATTITUDE

This is David & Linda. We are two real people, who don't wear suits or masks. We enjoy real talk. So just be yourself with us.

COLLABORATIVE SPIRIT

Our process is not like an pizza takeout. It's more like a "tell me what you're all about and I'll create a pizza that will knock your socks off. YOUR pizza". Your project is anything but passive, for everyone involved in it, including yourself.

RESPONSIVENESS

Once we have you on board, we will create a calendar just for your project. Being a small team, staying on track with timing is very important to us so that we can give your project all the attention it needs. Smooth & efficient communication is key to get it right and to assure that we can provide only the best of our attention to you.

READY TO WORK TOGETHER? GET IN TOUCH!

LET'S WORK TOGETHER

Simply get on our CONTACT page.

Then select "I WANT TO WORK WITH YOU ON A CREATIVE PROJECT"

Looking forward to hear from you!

Linda & David

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