THIS IS THE BEGINNING OF SOMETHING AWESOME

MELOLELO STUDIO

- INTRODUCTION GUIDE -

THIS IS THE BEGINNING OF SOMETHING AWESOME

MELOLELO STUDIO

ILLUSTRATION & DESIGN
CREATED WITH PASSION TO SUIT
THE STORY YOU WANT TO TELL

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(AUA: kah-chó)

PISCA

(AUA: pies-ká)

THIS IS THE **BEGINNING** OF SOMETHING **AWESOME**

MELOLELO STUDIO OFFERS HIGH QUALITY ILLUSTRATION & DESIGN SERVICES, THAT AREN'T JUST AESTHETICALLY PLEASING, THEY'RE ALSO EYE-CATCHING AND CREATED WITH PASSION TO SUIT THE STORY YOU WANT TO TELL.

AT MELOLELO STUDIO, WE UNDERSTAND THAT CHOOSING YOUR DESIGNER IS A BIG DECISION, AND WE WANT TO MAKE THIS PROCESS AS EASY AND AS SMOOTH AS POSSIBLE.

02 | SERVICES

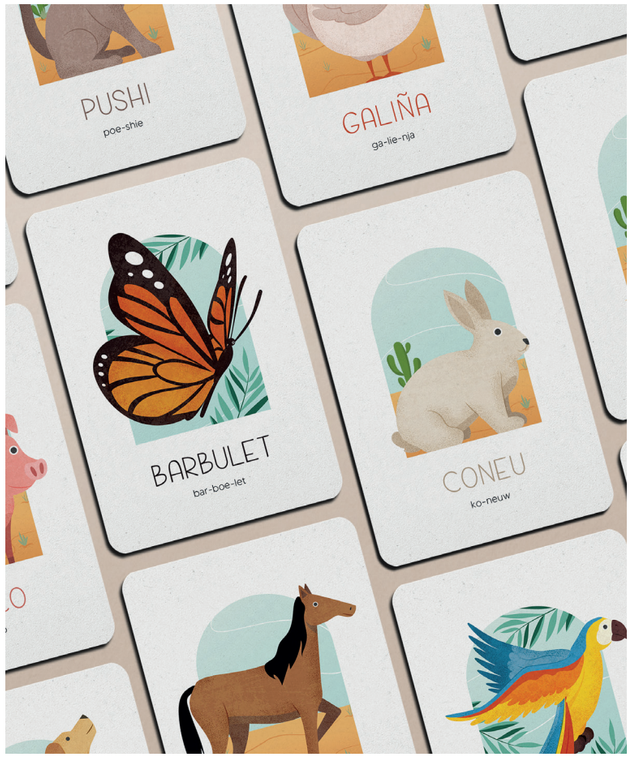
ILLUSTRATION SERVICES

TIMELINE: 2-4 WEEKS

MELOLELO STUDIO'S ILLUSTRATION SERVICES ARE FOR YOU IF YOU ARE LOOKING FOR AN ILLUSTRATION ARTIST FOR YOUR COMMERCIAL/ PERSONAL PROJECT.

- MOODBOARD & COLOR PALETTE
- ARTISTIC DIRECTION
- FINAL ILLUSTRATION(S)

EXAMPLES:
PATTERNS, CHILDREN'S ILLUSTRATION, STATIONARY, CHARACTER DESIGN, COMMISIONED PIECES



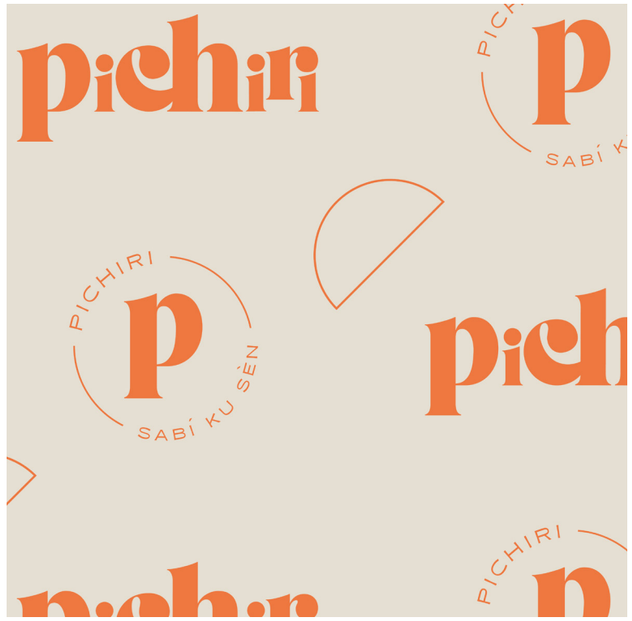
LOGO & BRAND DESIGN

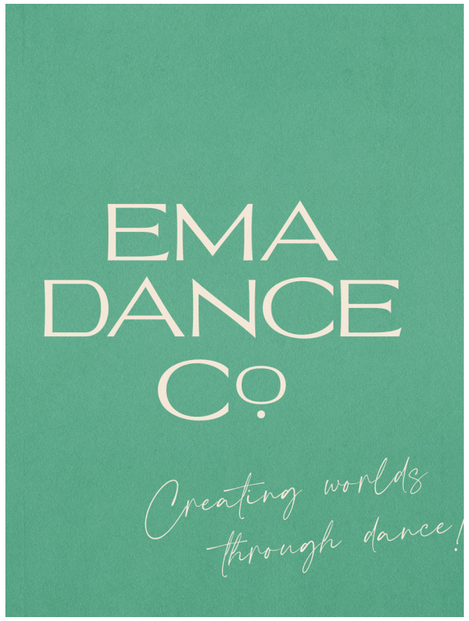
TIMELINE: 4-8 WEEKS

MELOLELO STUDIO'S LOGO & BRAND DESIGN SERVICES ARE FOR YOU WHETHER YOU'RE JUST STARTING OR YOU'RE AN EXPERIENCED ENTREPRENEUR WHO IS READY TO ELEVATE & TO INVEST IN YOUR BRAND.

- MOODBOARD, COLOR PALETTE & TYPOGRAPHY
- LOGO & VARIATIONS
- ARTISTIC DIRECTION/STYLEBOARD
- DESIGN ASSETS & VISUALS
- BRAND GUIDELINES

EXAMPLES:
PRIMARY/SECONDARY LOGO, BRAND DESIGN
SOCIAL MEDIA TEMPLATES/ASSETS,
ARTISTIC DIRECTION





MELOLELO STUDIO INTRODUCTION GUIDE 2022

PRINT, PRODUCT & PACKAGING DESIGN

TIMELINE: 2-8 WEEKS

MELOLELO STUDIO'S PRINT, PRODUCT & PACKAGING DESIGN SERVICES ARE FOR YOU IF YOU ARE A BUSINESS IN NEED OF PROMO MATERIALS OR NEED SOME EXTRA HELP DESIGNING/ CREATING A NEW PRODUCT.

- MOODBOARD, COLOR PALETTE & TYPOGRAPHY
- ARTISTIC DIRECTION
- DESIGN ASSETS/DELIVERABLES
- FINAL PRODUCT OF CHOICE

EXAMPLES:
BUSINESS CARDS, INVITATIONS, THANK YOU CARDS, BIRTHCARDS (GEBOORTEKAARTJES), STATIONARY, PLANNERS, STICKERS

03 | THE PROCESS

THE **PROCESS**

PLEASE NOTE THAT THE PROCESS MAY VARY DEPENDING ON YOUR PROJECT

3.1 | READY. SET. GO!

WE START WITH GETTING A DEEPER UNDERSTADING OF YOUR PROJECT AND THE KEY ELEMENTS THAT DEFINE IT.

3.2 | LET'S MAKE MAGIC!

ONCE THE KEY ELEMENTS OF YOUR PROJECT HAVE BEEN DEFINED, THIS IS WHERE THE MAGIC BEGINS. DEPENDING ON YOUR PROJECT A MOODBOARD, COLOR PALETTE AND FIRST CONCEPT IS CREATED AND SENT OVER TO YOU WITHIN A WEEK.

YOU ARE GIVEN 2 REVISIONS ROUNDS TO BE ABLE TO MAKE CHANGES.

3.3 | DESIGN ASSETS/DELIVERABLES

WHETHER IT'S AN ILLUSTRATION OR A BRAND DESIGN, YOUR DESIGN ASSETS COME NEXT. DESIGN ASSETS MAY VARY DEPENDING ON YOUR PROJECT & BRIEF. YOU ALSO GET 2 REVISIONS ROUNDS FOR YOUR ASSETS TO MAKE ANY CHANGES. REMEMBER, THE TIMELINE OF THIS WILL VARY DEPENDING ON HOW MANY ASSETS YOU SELECTED.

3.4 | OFFBOARDING

IT'S TIME TO SAY FAREWELL, BUT ONLY FOR NOW. THE FINAL PAYMENT WILL BE MADE AND ALL YOUR FILES WILL BE PREPARED & TRANSFERRED TO YOU. ALONG WITH THIS YOU WILL KINDLY BE ASKED TO RATE & REVIEW OUR SERVICES AND THE OVERALL EXPERIENCE.

YOU CAN ALWAYS RETURN TO MELOLELO STUDIO AT ANY TIME FOR ADDITIONAL WORK OR SUPPORT.

04 | FAQ

FREQUENTLY ASKEDQUESTIONS

4.1 | WHAT ARE MY USAGE RIGHT?

ONCE FINAL PAYMENT HAS BEEN MADE, YOU WILL HAVE THE RIGHTS TO USE THE FINAL PRODUCT AS YOU PLEASE. ALTHOUGH, WE DO POLITELY ASK THAT YOU DON'T CHANGE OR MANIPULATE ANY OF THE DESIGN ASSETS PROVIDED TO YOU.

MELOLELO STUDIO ALSO ASKS THAT YOU RECOGNIZE THAT MELOLELO STUDIO CREATED YOUR DESIGN, AND THEREFORE PERMITTED TO DISPLAY IT ACROSS OUR SOCIAL CHANNELS & WEBSITE.

4.2 | HOW DOES PAYMENT WORK?

MELOLELO STUDIO REQUIRES A 50% DEPOSIT IN ORDER TO SECURE YOUR START DATE. IF YOU ARE BASED IN THE NETHERLANDS, THIS WILL BE MADE VIA BANK TRANSFER, INTERNATIONAL PAYMENTS WILL BE MADE VIA PAYPAL. THE FINAL PAYMENT WILL BE REQUIRED AT THE END OF THE PROJECT, BEFORE THE OFFBOARDING PROCESS.

4.3 | WHAT FILES WILL I RECEIVE?

DEPENDING ON YOUR PROJECT YOU WILL RECIEVE JPEG, PNG, EPS AND/OR PDF. YOU WILL ALSO BE PROVIDED WITH A FILE TYPE GUIDE TO INFORM YOU WHEN YOU SHOULD USE EACH ONE.

FOR MORE INFO
& QUESTIONS:
INFO@MELOLELO.STORE

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