

SOUMED STUDIO

SERVICE

GUIDE

2026

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FOR INTENTIONAL BRANDS MADE TO LAST

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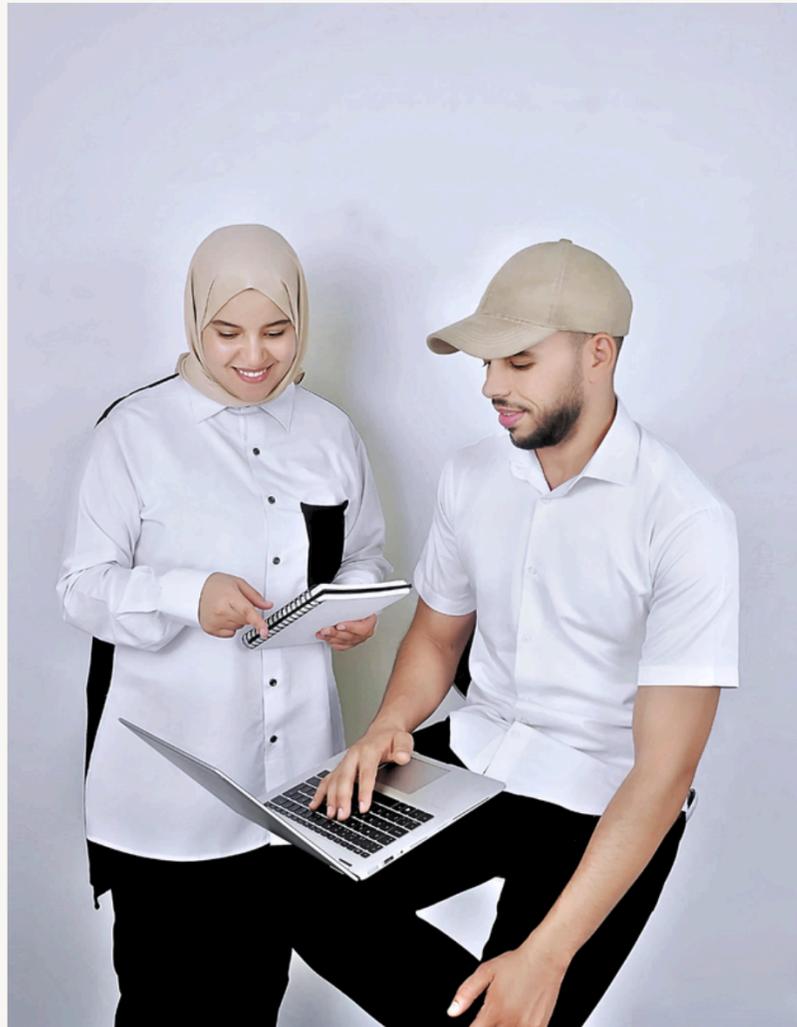
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ABOUT US



Soumed Studio is an independent branding studio. We work with founders who care deeply about what they're building, shaping brands that feel grounded, considered, and real. The work isn't about trends or shortcuts. It's about clarity, intention, and creating something that can last.

Our studio is led by SOU, brand strategist / creative director, and MED, brand designer. Working closely as a duo, we build considered brands through a balance of strategy and design. Our approach is collaborative and intentional, taking the time to understand each business, its goals,

and the story it needs to tell. We believe strong brands are built with clarity, purpose, and care. If you're building something meaningful and thinking long term, we'd love to work together.

Based in Morocco, working worldwide.

SERVICES

1.0

Brand Identity

2.0

Website Building

3.0

Social Branding

4.0

Additional Designs

01.

BRAND IDENTITY

Brand Identity is where intention meets expression. This service is designed for brands who want more than a logo; it's about creating a clear, cohesive identity system rooted in strategy and purpose.

We take the time to understand your vision, your audience, and your long-term goals, translating them into a visual language that feels timeless, considered, and distinctly yours.

Deliverables

1. Brand strategy & positioning
2. Art & creative direction
3. Logo suite including primary, secondary, logo mark...
4. Core typography & color palette
5. Brand guidelines

Timeline & Investment

Timeline: **3-4 weeks**

Investment: **Starting from €650**

Each project is scoped individually based on needs and complexity.

02.

WEBSITE BUILDING

Your website should feel like a natural extension of your brand; calm, intuitive, and considered. This service focuses on building a website that communicates clearly, functions seamlessly, and supports your growth.

Designed and built with strategy at the core, every website is created to feel aligned with your brand identity while guiding visitors effortlessly through your story.

Deliverables

1. Website strategy & creative direction
2. Custom website design
3. Website build (Squarespace or Shopify)
4. Responsive layout (desktop + mobile)
5. Basic SEO & performance setup
6. Pre-launch testing & support

Timeline & Investment

Timeline: **4-5 weeks**

Investment: **Starting from €2200**

Each project is scoped individually based on needs and complexity.

03.

SOCIAL BUILDING

Social Branding is about shaping how your brand lives and breathes online. Rather than chasing trends, we create a visual system that allows your content to feel aligned, recognizable, and effortless to maintain.

This service gives you clarity and structure, so your brand shows up consistently, without feeling repetitive.

Deliverables

1. Creative direction
2. Instagram post & story templates
3. Highlight covers
4. Feed design system

Timeline & Investment

Timeline: **2-3 weeks**

Investment: **Starting from €220**

Each project is scoped individually based on needs and complexity.

04.

ADDITIONAL DESIGNS

For brands that need ongoing or one-off design support, this service covers everything beyond the core identity; from packaging to print to digital assets.

Each design is approached with the same level of care and intention, ensuring consistency across every touchpoint.

Deliverables

1. Business Card
2. Thank You Card
3. Product Label
4. Packaging Design
5. Pricing List
6. Menu Card
7. Hang Tags...

Timeline & Investment

Timeline: **Project Based**

Investment: **€60 for each collateral**

Each project is scoped individually based on needs and complexity.

PROCESS

With experience shaping intentional brands across strategy, design, and digital, we've developed a calm process, considered, and built around clarity. We understand that building a brand can feel overwhelming, especially when you're holding a big vision and don't yet know how to bring it to life.

That's why our approach is rooted in collaboration and care. When you work with Soumed Studio, it's never a distant studio-client relationship. We work closely alongside you, becoming an extension of your team for the duration of the project, thoughtful partners who are deeply invested in your brand and its long-term success.

Booking process

01. Look through our service guide

02. Fill out our enquiry form or email us if you'd prefer.

03. We'll be in touch within 24 hours to continue the conversation, either via email or a call, depending on what feels best for you.

04. we'll create a considered, tailored project proposal aligned with your needs.

05. If we both decide to proceed, you'll be sent your initial invoice and contract.

06. Once paid and signed, your start date is secure.

Stage one

DISCOVERY

We start by understanding the brand you're here to build. Through thoughtful conversations and research, we explore your vision, industry, audience, and positioning. This stage is about clarity, uncovering what matters, what's missing, and where your brand can truly stand apart.

Stage three

DESIGN

Strategy becomes form. We translate direction into a refined visual system, whether that's a brand identity, website, or social presence. Concepts are shared, shaped, and refined collaboratively, allowing space for thoughtful feedback and evolution.

Stage two

STRATEGY

We define a clear strategy and creative foundation that guides every decision moving forward. From positioning to visual tone, this phase ensures the brand is built with intention, not assumption. You'll leave this stage with a strong sense of alignment and confidence before design begins.

Stage four

DELIVERY

Once everything is approved, we package your final assets with care. Files are delivered clearly and intentionally, along with usage guidance to ensure consistency across every touchpoint, now and as your brand grows.

CASE STUDIES

1.0

Ātma Studio

2.0

Norill Coffee

3.0

Sahri Cosmetics

ĀTMA STUDIO

Ātma Studio is a wellness-led brand founded by Antje, created as a space for presence, balance, and intentional living. Rooted in a holistic philosophy, the brand brings together mindfulness and modern wellness through a calm, grounded approach.

We partnered with Antje to shape the brand from a strategic foundation, defining its direction before translating it into a refined visual identity. From brand strategy and identity design to business cards and a custom-built website, every touchpoint was designed to feel considered, cohesive, and quietly confident.

The result is a serene and elevated brand presence that communicates trust, clarity, and depth, allowing Ātma Studio to connect meaningfully with its audience across both physical and digital spaces.

Strategy & Creative Direction

Brand Identity

Business Card Design

Website Building



Ātma Studio®

Breath & Balance	Noor Smit
Yin & Stretch	Sanne de Vries
Somatic Session	Noor Smit
Aroma Therapy	Daan Visser

The Subtle

come back to your body,
breathe, soften, begin.

Antje Simon
www.atmastudio.com

of Art Therapy



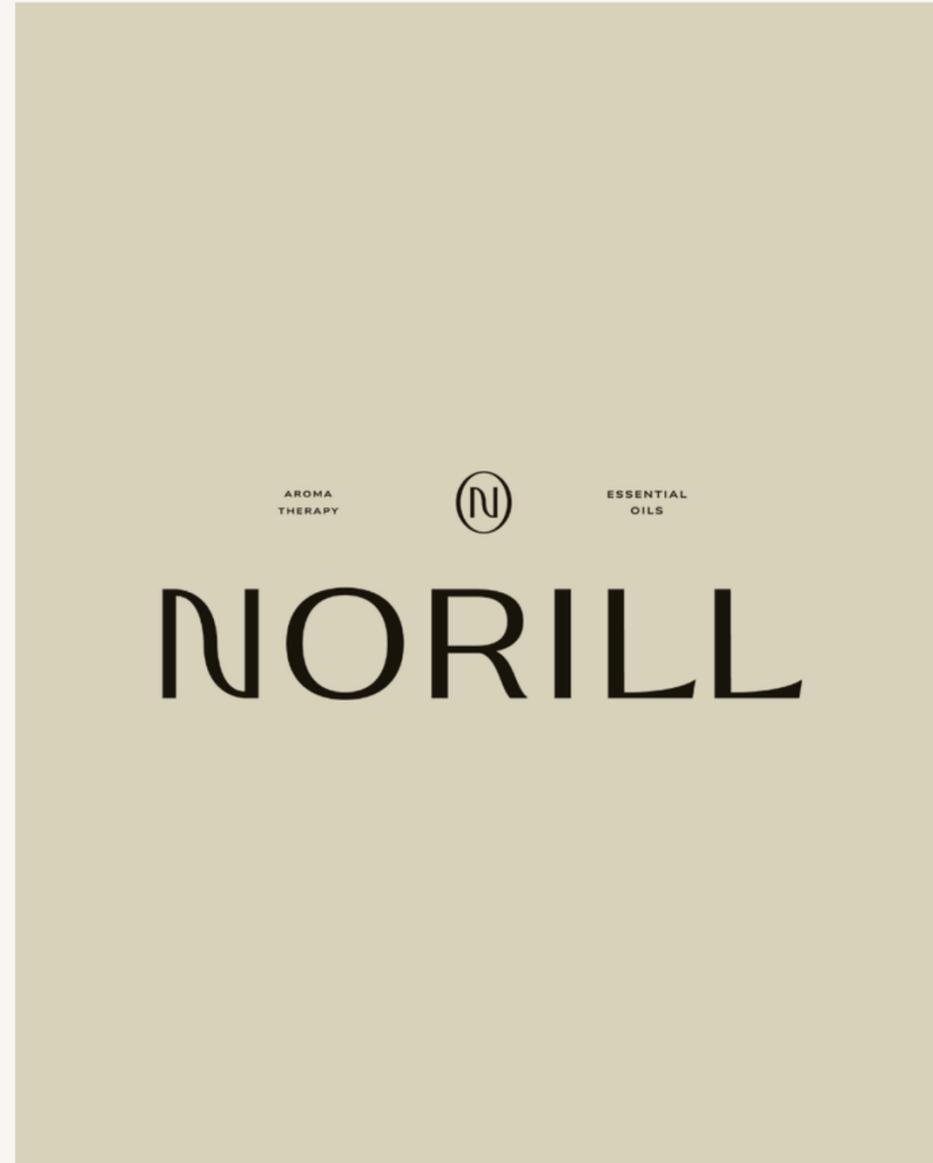
NORILL COFFEE

Norill began as one of our one-of-one brand kits, originally designed with an aromatherapy concept in mind. Drawn to its timeless and restrained aesthetic, Oguz selected the kit as the foundation for his coffee brand, adapting it to reflect a softer, more refined vision.

We worked closely to evolve the identity, refining the colour system and extending the visual language into packaging. The result is a considered coffee brand built on a strong existing foundation, calm, cohesive, and confident in its own.

Creative Direction
Brand Identity
Product Packaging
Print Design





SAHRI BEAUTY

Sahri Cosmetics is a beauty brand bringing together nails, lashes, and everyday essentials under one considered identity. Founded by Salma, the brand was created to feel modern, refined, and accessible, without losing its sense of intention.

We worked closely with the founder to develop a cohesive brand system, translating the vision into a clear visual identity, thoughtful packaging, and a seamless digital presence. The goal was to create a brand that feels consistent across every touchpoint, from product to screen.

The result is a timeless and versatile identity designed to grow with the brand, confident, minimal, and built to connect naturally with its audience.

Strategy & Creative Direction

Brand Identity

Product Packaging

Website Building

Brand Assets





TESTIMONIALS

"I wanted to sincerely thank you for your incredible work on the project. Your patience, especially in the face of my many indecisions, has been truly appreciated, and the final result is beyond what I had imagined. I am more than satisfied, I'm genuinely impressed by the quality, care, and creativity you put into every detail. Thanks again for everything. It's been a real pleasure working with you!"

Kenza - Founder of LITHAMÉ

"Working with Soumed Studio has been such a good experience. Sou truly understood my vision and brought it to life in a way that feels so authentic and aligned with who I am and what my business stands for. It's amazing to finally see that vision become reality! Sou is incredibly professional, always quick to respond, and full of thoughtful advice throughout the process. I'm beyond happy with the result and deeply grateful for the care, creativity, and passion that went into every detail."

Antje - Founder of Ātma Studio

FAQ'S

What types of brands do you work with?

We work with intentional brands across beauty, wellness, fashion, lifestyle, and creative industries. Whether you're launching something new or refining an existing brand, we're best suited for founders who value strategy, clarity, and long-term thinking.

Do you offer custom packages?

Yes. Every project is approached individually. While we offer core services, each proposal is tailored to your needs, goals, and vision.

How does payment work?

Projects require a 50% deposit to hold your spot in our calendar. Once you give final approval on the brand designs, we send you an invoice for the last 50% of your project's cost.

How many revision rounds are included?

Each design phase includes up to two revision rounds. This allows space for thoughtful feedback while keeping the project moving forward with clarity and intention. You can request additional revisions if needed and may be subject to additional fees.

How do we get started?

Begin by exploring our Service Guide, then submit an inquiry or reach out via email. We'll be in touch to continue the conversation and explore the best next steps for your project.

What platforms do you build websites on?

We primarily design and build on Squarespace and Shopify, depending on your business needs and goals. We'll always recommend the platform that best supports your brand.

NEXT STEPS

Contact us at soumedtheme@gmail.com with details of your project/ which service you're interested in, or simply fill out our [enquiry form](#). We'll get back to you within 24 hours to talk more about your project.

We're excited to hear from you!

Email

soumedtheme@gmail.com

Instagram

@soumedstudio

TikTok

/soumedstudio

THANK YOU.

Talk soon - Soumed Studio

