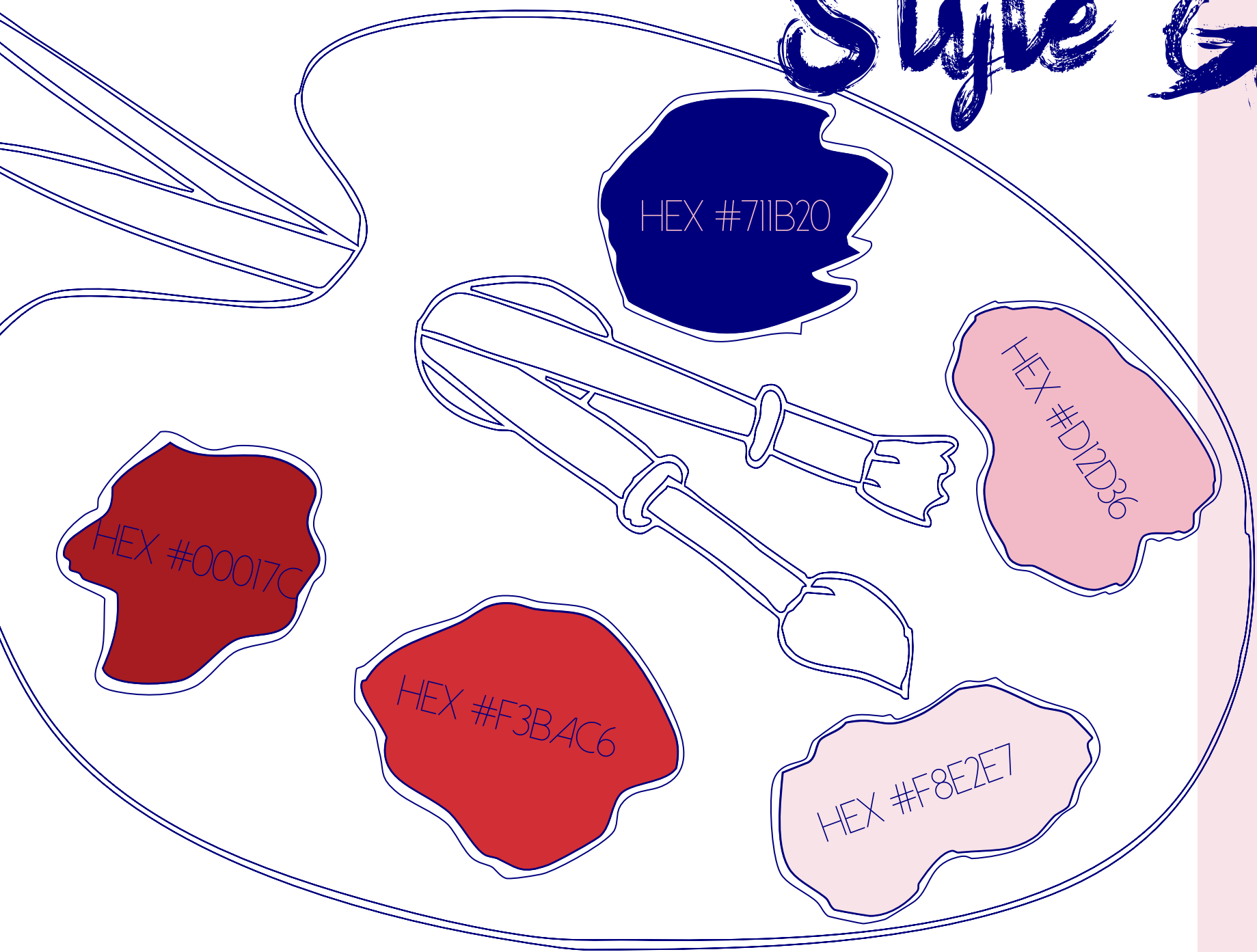


BRAND BOOK



BY STUDIO MAEA

Style Guide



COLOUR
PALETTE

TYPOGRAPHY

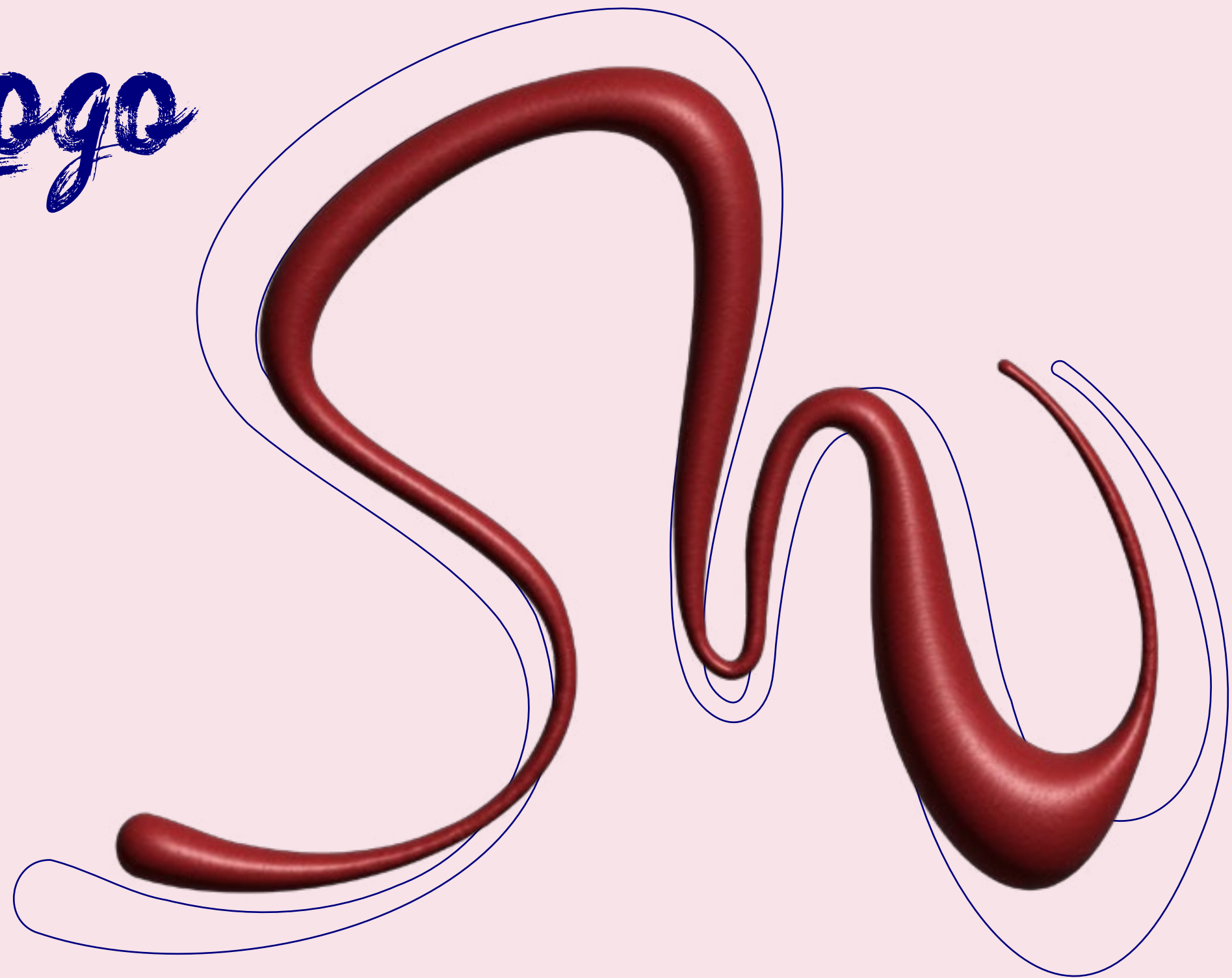
Headlines - Key Virtue

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Rr Ss Tt Uu Vv Ww Xx
Yy Zz

TEXT - DOLCE VITA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Logo



LOGO IN USE



Target Audience

WHO THEY ARE

Studio Maed's audience consists of ambitious professionals, entrepreneurs, and creators who are active on platforms like LinkedIn and Instagram. They are career-driven individuals who recognize the value of visibility in a competitive landscape and want to establish a strong personal brand that reflects both their expertise and personality.

MINDSET & MOTIVATIONS

They believe that credibility and trust open doors to new opportunities. They are motivated by growth, professionally and personally, and want to share their story in a way that feels authentic, human, and memorable. They see a strong online presence not just as a "nice-to-have," but as a career necessity.



PAIN POINTS

- Struggle to stand out in a crowded digital space.
- Unsure how to translate their skills, story, or personality into engaging content.
- Feel overlooked or underrepresented online despite having valuable expertise.
- Spend too much time creating content without seeing meaningful results.
- Lack clear guidance on how to grow visibility and trust in an authentic way.

GOALS & ASPIRATIONS

- Build a personal brand that reflects their true self and values.
- Gain recognition for their expertise, creativity, or contributions.
- Attract new opportunities — whether career advancement, collaborations, or clients.
- Share their story with confidence and clarity.
- Develop an online presence that feels natural, human, and sustainable over time.



STUDIO MAEA

TLF : 50276630

Email: hello@studiomaea.com

Copenhagen, Danmark

ICO: 54983801