

Identity proposal

MARGIN STUDIO

A cultural studio with room for an idea

Fictional brand example



The brief

A place for new work

The situation

A small cultural studio is preparing a public launch. Its identity needs to hold a programme, a publication and a conversation.

Project aim

Make the studio easy to recognise across every invitation.

Audience

Who needs to feel at home here?

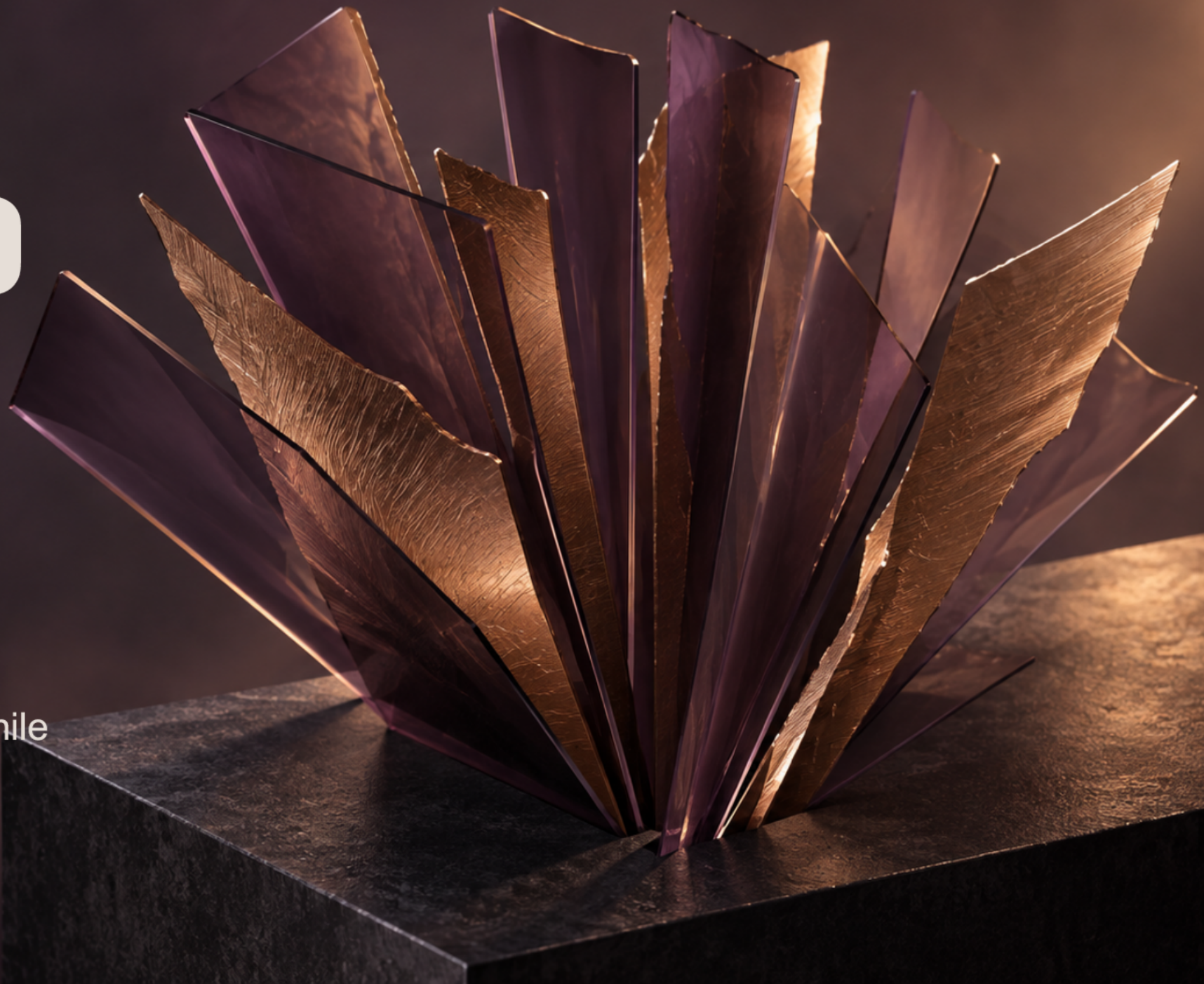
People	What they need	What the identity should do
Independent makers	A place to share unfinished work	Feel open and specific
Curious visitors	An easy reason to turn up	Explain the programme clearly
Cultural collaborators	A reliable partner for a project	Show care in the details

Working assumptions for this fictional proposal. Replace with your own audience research.

Room to open

A margin creates space.
Layered materials give the
identity a sense of depth while
the typography keeps the
message direct.

Material study for the proposed identity



Typography

Aa

Space makes the work clearer.

Impact

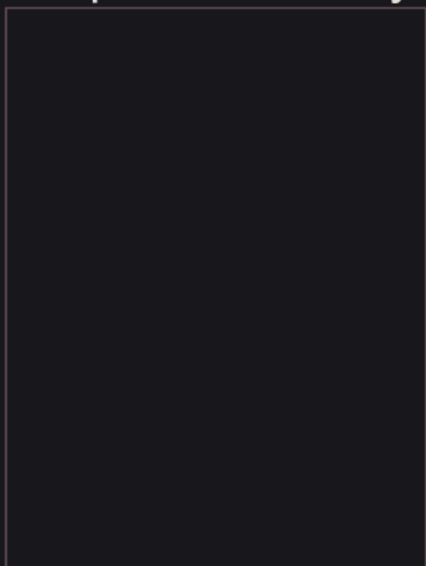
A condensed display face for covers, short headings and moments that deserve the floor.

Arial

A familiar reading voice for the details. Keep paragraphs short enough to breathe.

Colour palette

Charcoal holds the page. Copper brings a warm focal point. Plum connects the material studies to the printed identity.



Charcoal

#18171C



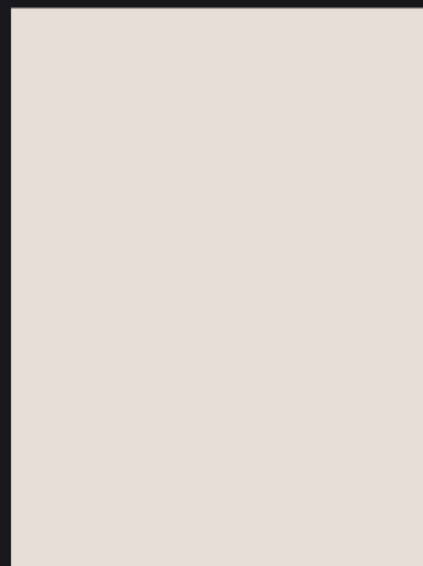
Plum

#4D2C46



Copper

#D39E7C



Paper

#E6DED7



Mist

#B9AAA8

Print, with presence

An invitation, a programme
and a small publication share
the same material language.



Example case

An opening night with a clear voice

A fictional launch programme

The proposed identity connects a poster, an invitation and a programme through one type hierarchy and a restrained palette.

Brief	Introduce a new cultural studio
Decision	Pair direct typography with tactile materials
Application	Keep one clear message on each format
Review	Check reading order before production

Scope of work

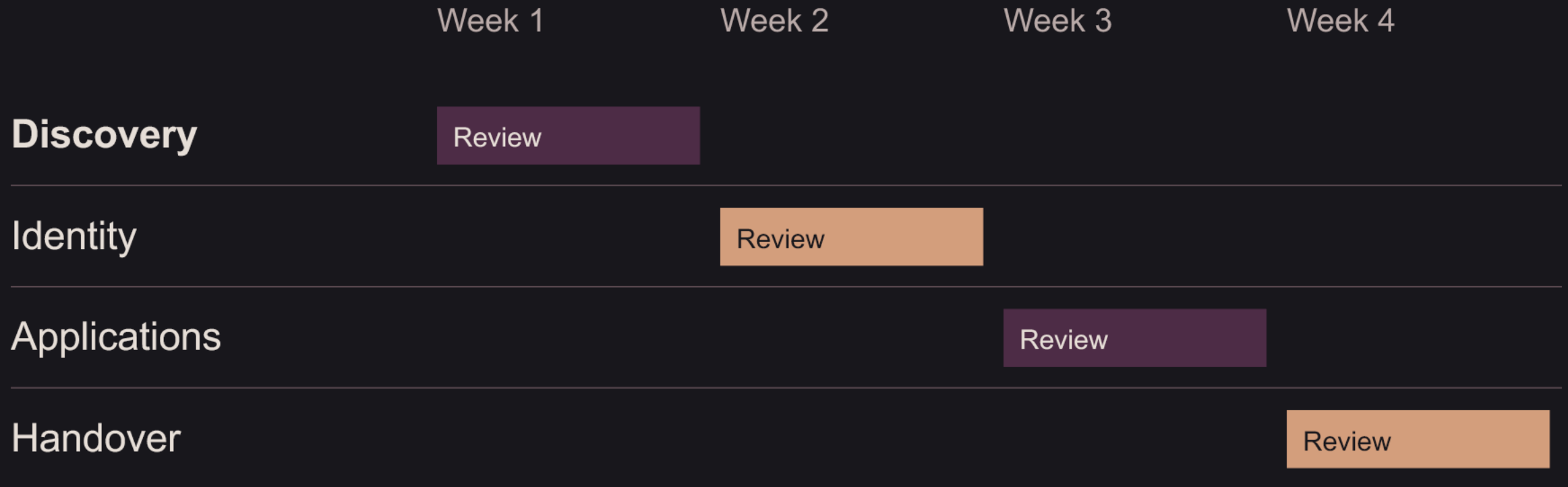
A useful proposal says exactly what the project includes.

Deliverable	Included	Approval point
Identity direction	One concept and a visual system	Concept review
Core applications	Poster, invitation and programme	Application review
Handover	Final assets and a short usage guide	Delivery review

Replace these example deliverables and reviews with your agreed scope.

Project timeline

Illustrative four-week schedule. Adjust the dates and review points for your project.



Project budget

Example budget fields. Add your scope, currency and figures.

Item	Your amount	Notes
Identity direction	[Amount]	[Your scope]
Applications	[Amount]	[Your scope]
Production or expenses	[Amount]	[Your terms]
Project total	[Total]	[Currency and payment terms]

The example contains no price recommendation. Replace every bracketed field before sending.

The next conversation

- 1 Confirm the direction
- 2 Agree the scope and dates
- 3 Start with a project briefing