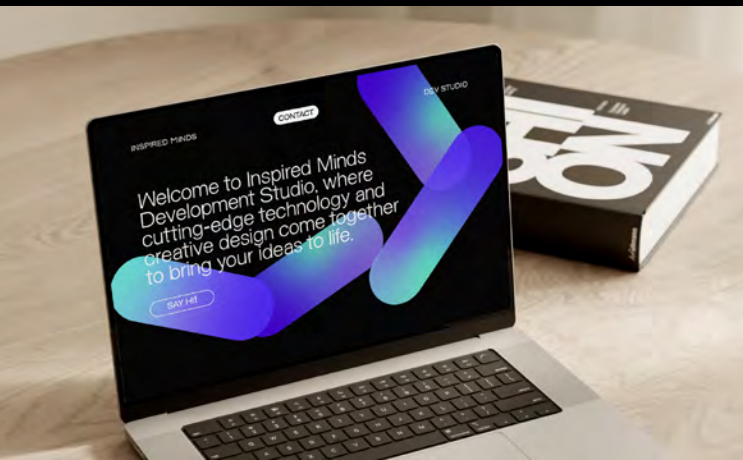


We are a digital design studio that helps good people with great ideas make a difference.

(AUDIT INFO PACK)

TO BE HONEST

About Us



(HELLO THERE)

We are TO BE HONEST, a design studio based in Vienna, specializing in branding and web design. With over 18 years of experience, we understand the importance of well thought-out design and clear strategy. Our goal is to create unique designs that inspire our clients and their audiences, and keep them engaged for a long time.



Our Why



We believe that purpose-driven businesses deserve more than just a place in the market – *they deserve to stand out and thrive.*

The world needs brands that challenge the status quo, that create real impact, and that care about more than just profit. We exist to help these businesses bring their vision to life through branding and web design that is not only strategic and beautiful but also deeply aligned with their mission.

Because when the right brands succeed, we all win.

Our Clients

We work with brands that *give a damn*.

Our clients are businesses, founders, and organizations that care — about sustainability, innovation, and making a real impact. Whether you're building something from the ground up or refining an existing brand, we help you create a strategic, well-crafted identity that reflects your values and resonates with the right people. If your work is about more than just profit, we're probably a good fit.



To sum it up, we help purpose-driven founders go from feeling *unseen and uncertain* to having a brand that is clear, confident, and *built to make an impact.*

[SEE SOME CLIENT RESULTS →](#)

Client *Love*

„The branding, and especially the packaging, work exceptionally well at the point of sale. No one walks past the products without asking what they are.“



„The collaboration with TBH Design Studio was a great enrichment for us as a start-up in the cosmetics sector and made it easier for us to get started. We had branding + packaging designed and both turned out really, really well. The work was top-notch, the approach very structured & professional. The branding reflects the values of our brand and we stand out from the competition at first glance.“

(NIHAD AMARA, NALOOP)

Client *Love*

„Thanks for challenging me, for such great execution and for your support! I love everything about the branding and the website.“



„As a female entrepreneur, I wanted to work with a designer who understood my challenges and would not be afraid to push me to further shape my business strategy. Julia guided me through the entire rebranding process with great care, an open mind, and, most importantly, a kind heart, and she brought my vision for Studio ADDDD to life! I highly recommend bringing her on board for all things branding and design.

(DAJANA DOSKOC, STUDIO ADDDD)

Client *Love*

„I keep getting compliments on my website and I feel like it gives people confidence in choosing me.“



„Julia is a true professional and has both feet on the ground. During my rebranding process, she took wonderful care of me from start to finish. And I love the result. I hope we work together again soon on a project.“

(ULLI KITTELBERGER)

Why Work *With Us*

Choosing the right design studio is a big step in your business journey. Here's why founders trust us:

18 Years of Experience

With nearly two decades in branding and design, we know what it takes to create a brand that stands out and lasts.

Strategic, Not Just Stylish

We don't just make things look good — we craft brands with purpose, strategy, and long-term impact in mind.

Clear, Honest Collaboration

No fluff, no jargon — just a straightforward, thoughtful process that helps you gain clarity and confidence in your brand.

What we can do *for you*

Every business' journey looks different. So we've crafted our two audits tailored to your unique needs as a founder.

LET'S START →

(01) The Branding Audit

Your brand should be **clear, consistent, and instantly recognizable**. We evaluate its identity, impact, and presence to ensure it **truly connects** with your audience.

Branding is more than aesthetics — it's about trust and impact. If your brand feels unclear or forgettable, you could be losing customers. We take a strategic, honest look at your visuals and messaging to identify strengths, gaps, and opportunities — so your brand feels aligned, authentic, and irresistible to the right audience.

INVESTMENT

€ 1.250,—

WHAT WE AUDIT

- BRAND IDENTITY & CLARITY
Does your brand have a distinct personality and purpose, or does it blend into the background?
- VISUAL IDENTITY
Are your logo, colours, typography, and imagery cohesive and recognizable?
- BRAND MESSAGING
Is your message clear, compelling, and speaking directly to your audience's needs and desires?
- BRAND VOICE & TONE
Does your brand sound consistent and authentic across your website, social media, and marketing materials?
- CONSISTENCY ACROSS TOUCHPOINTS
Is your brand presented uniformly across all channels, or is it sending mixed signals?
- MARKET DIFFERENTIATION
What sets your brand apart, and is it memorable enough to stand out?
- LONGEVITY & RELEVANCE
Is your branding built to grow with your business and stay relevant over time?

WHAT YOU'LL GET

- ✓ A CLEAR ROADMAP
Actionable, no-fluff steps to refine your branding and make an immediate impact.
- ✓ COMPREHENSIVE PDF REPORT
A detailed breakdown of our findings, insights, and recommendations in an easy-to-reference document.
- ✓ CLARITY CALL
A 1:1 session to go over all open questions, ensuring you know exactly how to move forward.
- ✓ HONEST, STRATEGIC FEEDBACK
No sugarcoating—just sharp, practical insights to help you strengthen your brand.
- ✓ EXPERT EYES ON YOUR BRAND
Get an outside perspective from experienced brand strategists who know what works.
- ✓ CONFIDENCE & DIRECTION
Walk away knowing what's working, what's not, and how to create a brand that truly resonates.

(02) The Website Audit

Your website should be **fast, intuitive, and optimized to convert** visitors into customers. We'll take a deep dive into its performance, usability, and overall effectiveness — so you can make improvements that **actually move the needle.**

A slow, confusing, or poorly optimized website can cost you leads and sales. We'll pinpoint the friction points, uncover missed opportunities, and give you clear, actionable insights to improve your site's performance, accessibility, and user experience.

INVESTMENT

€ 1.250,—

WHAT WE AUDIT

→ KEY PAGES

We review your Home Page, a key subpage, and your primary sales or lead-focused page.

→ USER EXPERIENCE (UX)

Can visitors navigate your site easily and find what they need without frustration?

→ PERFORMANCE & PAGESPEED

Is your site fast enough to keep users engaged and reduce bounce rates?

→ ACCESSIBILITY (BAFG COMPLIANCE)

Does your website meet legal accessibility standards, ensuring inclusivity for all users?

→ SEO BASICS

Are your pages optimized for search engines, making it easier for potential customers to find you?

→ SUSTAINABILITY & HOSTING

How eco-friendly is your website, and is your hosting provider aligned with sustainable practices?

→ CONVERSION OPTIMIZATION

Are your calls to action clear and compelling, effectively turning visitors into customers?

WHAT YOU'LL GET

✓ A CLEAR ROADMAP

Actionable recommendations to enhance usability, performance, and conversions.

✓ COMPREHENSIVE PDF REPORT

A structured breakdown of our findings and next steps in an easy-to-digest format.

✓ CLARITY CALL

A 1:1 session to go over all open questions and ensure you have a clear path forward.

✓ HONEST, STRATEGIC FEEDBACK

No fluff—just sharp, practical insights that help your website perform better.

✓ EXPERT EYES ON YOUR WEBSITE

Benefit from a professional perspective that identifies issues you might not even be aware of.

✓ CONFIDENCE & DIRECTION

Walk away knowing exactly how to refine your website for a stronger, smoother user experience.

The Timeline



(PRE PROJECT)

First Call

We start with a short call to understand your goals, brand vision, and sustainability challenges. This helps us tailor the audit to your specific needs and identify the biggest opportunities for improvement.

(WEEK 1)

In-depth Audit

We take a deep dive into your website and branding, analyzing key areas like user experience, performance, messaging, and sustainability. You'll get expert insights into what's working, what's not, and why.

(WEEK 2)

Actionable Roadmap

You'll receive a detailed report with clear recommendations to improve your digital presence, branding, and business strategy. No fluff—just practical steps to help you optimize, simplify, and grow.

(WEEKS 2-3)

Follow-Up Call

Once you've reviewed the audit, we'll go over the results together. You'll get clarity on your next steps, expert guidance on what to prioritize, and answers to any questions you have.

Next Steps

(STEP 01)

Reach Out

Send us a message to get started. No pressure, just a first step toward clarity.

(STEP 02)

Let's Talk

We'll connect to understand your brand, challenges, and goals, ensuring the audit is tailored to you.

(STEP 03)

Audit Begins

We take a deep, strategic look at your brand — identifying strengths, gaps, and opportunities to refine and strengthen it.

Get In *Touch*

(LET'S)

Thank you for considering
TO BE HONEST! We'd love to
bring your vision to life.

Let's create something
remarkable together!

MAIL hello@tobehonest.studio
SOCIAL [@tbh.designstudio](https://www.instagram.com/tbh.designstudio)
WEB [tobehonest.studio](https://www.tobehonest.studio)

