

# SERVICES & PRICING *Guide*



**YOUR AGENCY FOR  
BRAND TRANSFORMATION**

[www.glasswing.at](http://www.glasswing.at)


# HELLO & WELCOME

WE ARE GLAD YOU ARE HERE



THIS IS THE SIGN YOU'VE BEEN WAITING FOR

# TRANSFORM *your vision* INTO REALITY



At Glasswing Collective, we believe every brand has an extraordinary story waiting to be told. As a women-led agency, we craft brand transformations that go far beyond surface-level design—**we create authentic expressions of your vision that deeply connect with your audience.**

Whether you're taking your first steps into building your brand or ready to elevate your existing business to new heights, **we're here to guide your transformation with expertise, creativity, and unwavering attention to detail.**

Our signature approach combines timeless elegance with bold strategic thinking. **Working closely with you** allows us to dive deep, ensuring every aspect of your brand is created with intention and precision and fills you with **confidence and pride.**

WHO WE ARE

# THE POWER *of Three*

United by our passion for **elevating women-led brands**, we bring together a powerhouse of expertise in **brand strategy, design, and photography**. As a founder-led agency, we offer a rare combination: **three specialists** working in perfect harmony to transform every facet of your brand with **precision and purpose**.

With over **three decades of combined experience**, we've mastered the art of uncovering what makes each brand extraordinary. **Our collaborative approach** ensures that your brand's **strategy, visual identity, and imagery** work together seamlessly to communicate your value and drive **lasting impact**.

At Glasswing Collective, you're not just getting a service—you're partnering with three dedicated experts, personally invested in your brand's **growth and transformation**.





*Lidija*

BRAND STRATEGY DIRECTOR

Lidija transforms complex brand challenges into **clear, actionable strategies**. Her analytical approach combined with creative thinking helps brands discover their **unique position** in the market and create meaningful connections with their audience.

SEE HER WORK HERE: [linkedin.com/LidijaLalivic](https://linkedin.com/LidijaLalivic)

*Kathi*

CREATIVE DESIGN DIRECTOR

Kathi brings brands to life through thoughtful, elegant design that **stands the test of time**. She creates design systems that are both beautiful and functional, giving brands the tools they need to shine **consistently** across all platforms.

SEE HER WORK HERE: [kastnerdesign.at](https://kastnerdesign.at)



*Nina*

VISUAL CONTENT DIRECTOR

Nina captures the **essence** of brands through her distinctive photographic style. She understands how to translate brand strategy into **compelling visual content** that builds emotional connections and drives engagement.

SEE HER WORK HERE: [ninanagy.at](https://ninanagy.at)



# OUR PROCESS

Together, we bring a holistic approach to brand transformation, ensuring every aspect of your brand works in perfect harmony to tell your unique story.

## DISCOVERY & STRATEGY

Deep dive into your vision, goals, and market position to create a solid foundation for your brand transformation.

01

## CREATIVE DEVELOPMENT

Translating strategy into stunning visuals and compelling narratives that capture your brand's essence.

02

## VISUAL STORYTELLING

Creating authentic, captivating photography that brings your brand to life and connects with your audience.

03

## IMPLEMENTATION & SUPPORT

Bringing your brand to life across all touchpoints with precision and care.

04

## OUR OFFERING

# SERVICES & Packages



Our packages are designed for growing businesses looking to establish a strong, strategic brand. Whether you're **launching a new business, scaling an existing one, or stepping into a leadership role in a family-run company**, we provide the expert guidance, strategic positioning, and visual identity needed to build a brand that is both **future-proof and deeply rooted in its values**.

### STARTER PACKAGE

5 hours of empowering  
Brand & Business  
Coaching

Logo & Brand Identity  
Essential Brand Identity Kit

20 Brand Images  
2 hour Photoshoot

**2.997.-\***

**20% OFF ALL  
PACKAGES -**  
Book by  
April 1st!

### SIGNATURE PACKAGE

12 hours of empowering  
Brand & Business  
Coaching

Logo & Brand Identity  
with Brand Guidelines

60 Brand Images  
half-day Photoshoot

One Page Website  
with Squarespace

**5.997.-\***

### LEGACY PACKAGE

25 hours of empowering  
Brand & Business  
Coaching

Logo & Brand Identity  
Complete Branding  
System with Guidelines

150 Brand Images  
full-day Photoshoot

Five Page Website  
with Squarespace

**9.997.-\***

\*Exempt from VAT according to the Austrian small business scheme.

# STARTER *Package*

## YOUR ESSENTIAL BRAND FOUNDATION

### PERFECT FOR:

- ✓ Small business owners & solopreneurs
- ✓ Creatives, coaches, and service providers just starting out
- ✓ Entrepreneurs looking for a clear brand strategy and identity

READY TO ELEVATE  
YOUR BRAND?  
LET'S DISCUSS  
YOUR VISION—  
CONTACT US  
TODAY!

### BUILD A BRAND THAT REFLECTS YOUR VISION

Starting a business can feel overwhelming—your brand shouldn't. The Starter Package gives you the essential strategy, identity, and visuals to launch with clarity and confidence. We guide you through brand strategy, logo & identity design, and professional photography, ensuring that your business stands out from day one.

### WHAT'S INCLUDED?

- BRAND STRATEGY & BUSINESS COACHING
  - » 5 hours of deep-dive strategy sessions
  - » Defining your brand's core values, mission & vision
  - » Understanding your ideal audience & positioning
  - » Personalized brand roadmap for clarity & direction
  - » Digital Brand Strategy Workbook
- LOGO & BRAND IDENTITY
  - » Custom logo design (primary & simplified version)
  - » Curated color palette & typography selection
  - » Business card design
  - » Essential Brand Identity Kit (Basic Style Guide PDF with usage rules)
- PROFESSIONAL BRAND PHOTOGRAPHY
  - » 2-hour personal brand photoshoot
  - » 20 fully edited brand images
  - » Headshots and/or Product Shots
  - » Light guidance on styling & visual storytelling

### WHAT YOU'LL GET:

- ✓ A clear brand strategy and positioning
- ✓ A professional logo and brand visuals to establish credibility
- ✓ High-quality photos for your website & social media
- ✓ Confidence in your brand's foundation & direction

**TIMEFRAME:** 4-6 weeks

**INVESTMENT:** € 2.997,-

# SIGNATURE *Package*

YOUR COMPLETE BRAND & ONLINE PRESENCE

## PERFECT FOR:

- ✓ Entrepreneurs ready to scale their brand
- ✓ Service-based businesses looking for a cohesive, professional identity
- ✓ Businesses in need of a strong strategy, brand visuals, and an online presence

YOUR BRAND  
DESERVES A  
PROFESSIONAL  
IDENTITY.  
BOOK NOW!

## A STRATEGIC, BEAUTIFULLY DESIGNED BRAND THAT SETS YOU APART

The Signature Package delivers a complete brand identity, strategy, and website, ensuring that your business presents itself with confidence across all platforms.

We combine deep brand strategy, compelling design, and high-quality visuals to give you a brand that feels intentional, cohesive, and aligned with your goals.

## WHAT'S INCLUDED?

- BRAND STRATEGY & BUSINESS COACHING
  - » 12 hours of brand discovery & strategy sessions
  - » Brand positioning, tone of voice & messaging framework
  - » Ideal audience profiling & competitor differentiation
  - » Brand roadmap & action plan for marketing consistency
  - » Digital Brand Strategy Workbook

- LOGO & BRAND IDENTITY
  - » Custom logo suite (primary, secondary & icon version)
  - » Curated color palette & typography selection
  - » Business card design
  - » Extended brand guidelines (color system, typography, usage rules)

- PROFESSIONAL BRAND PHOTOGRAPHY
  - » Half-day personal brand photoshoot
  - » 60 fully edited brand images
  - » Headshots and/or Product Shots
  - » Photoshoot creative direction

- ONE-PAGE WEBSITE (SQUARESPACE)
  - » Strategic design tailored to your brand
  - » Mobile-responsive & SEO-friendly setup
  - » Clear call-to-action and conversion-focused layout

## WHAT YOU'LL GET:

- ✓ A well-defined brand strategy & identity for a cohesive look
- ✓ A professional website that establishes credibility
- ✓ High-quality brand imagery to use across all platforms
- ✓ A complete brand foundation that positions you as an expert

**TIMEFRAME:** 6-8 weeks

**INVESTMENT:** € 5.997,-

# LEGACY *Package*

## A HIGH-END BRAND TRANSFORMATION

ELEVATE YOUR  
BUSINESS WITH A  
PREMIUM, HIGH-  
END IDENTITY—  
LET'S MAKE IT  
HAPPEN!

### PERFECT FOR:

- ✓ Established businesses ready for a full-scale rebrand
- ✓ Entrepreneurs & experts looking for a premium, elevated identity
- ✓ Businesses needing a comprehensive brand strategy, full brand system, and website

### YOUR BRAND AT THE HIGHEST LEVEL

The Legacy Package is our most comprehensive offering, designed for those ready to scale, reposition, or refine their business with a strategic, high-end brand transformation. We take a deep-dive approach, ensuring that every touchpoint of your brand aligns seamlessly to create a lasting impression.

### WHAT YOU'LL GET:

- ✓ A fully developed, high-end brand identity
- ✓ A premium website that reflects your expertise
- ✓ A comprehensive brand system for long-term consistency
- ✓ A polished, professional visual presence

**TIMEFRAME:** 8-10 weeks

**INVESTMENT:** € 9.997.-

### WHAT'S INCLUDED?

- BRAND STRATEGY & BUSINESS COACHING
  - » 25 hours of brand discovery & strategy sessions
  - » Brand positioning, tone of voice & messaging framework
  - » Ideal audience profiling & competitor differentiation
  - » Brand roadmap & action plan for marketing consistency
  - » Website copywriting & content guidance
  - » Digital Brand Strategy Workbook

- PROFESSIONAL BRAND PHOTOGRAPHY
  - » Full-day brand photoshoot
  - » 150 fully edited images
  - » Headshots and/or Product Shots
- Photoshoot creative direction

- LOGO & BRAND IDENTITY
  - » Custom branding system (logo suite, typography, and color system)
  - » Custom iconography and pattern design
  - » Business card design
  - » Extended brand guidelines (color system, typography, usage rules)
- FIVE-PAGE WEBSITE (SQUARESPACE)
  - » Custom-designed, fully responsive
  - » Up to five strategic pages (e.g., Home, About, Services, Portfolio, Contact)
  - » SEO setup & mobile optimization
  - » Clear call-to-action and conversion-focused layout

## ENHANCE YOUR BRAND WITH ADD-ONS

Tailor your package with additional services to ensure your brand remains consistent, engaging, and professional across all platforms.

### ADDITIONAL PHOTOSHOOT – STARTING FROM €800

More images to tell your brand story.

- ✓ 2-hour+ shoot
- ✓ 25+ additional professionally edited images
- ✓ Product shots, lifestyle images, or team portraits
- ✓ Styled photography that aligns with your brand identity

*Ideal for seasonal campaigns, new product launches, or fresh content updates.*

### ONGOING BRAND CONSULTING – STARTING FROM €1,000

Get expert guidance to maintain and grow your brand after launch.

- ✓ Monthly brand strategy calls
- ✓ Feedback on brand consistency, marketing, and messaging
- ✓ Assistance with visual updates and small design tweaks
- ✓ Strategic guidance for future growth and scaling

*Best for businesses that want ongoing support to stay aligned with their vision.*

### ADDITIONAL WEBSITE PAGES – STARTING FROM €500 PER PAGE

Expand your website as your brand grows.

- ✓ Custom design for each additional page
- ✓ Optimized for SEO & mobile responsiveness
- ✓ Content & structure guidance for clear messaging
- ✓ Integration with blog, portfolio, or e-commerce features

*Perfect for adding services, testimonials, case studies, or blog functionality.*

### MARKETING COLLATERAL – STARTING FROM €150

Branded materials that makes an impact.

- ✓ Business cards, brochures & flyers
- ✓ Pitch decks & presentation templates
- ✓ E-books, PDFs, or digital downloads
- ✓ Custom-designed email signatures & newsletters

*Ideal for businesses looking to expand their marketing reach with premium branded assets.*

### SOCIAL MEDIA BRANDING KIT STARTING FROM €800

Your brand, perfectly styled for social media.

- ✓ Custom-designed Instagram or LinkedIn templates
- ✓ Profile & cover images for Facebook, Instagram, and LinkedIn
- ✓ Highlight covers & branded post designs
- ✓ Story & feed templates for easy content creation

*Perfect for maintaining a cohesive look across all social channels.*

# READY TO GET STARTED?



## HOW IT WORKS:

**Step 1: Initial Consultation** – Let's discuss your brand's needs.

**Step 2: Booking & Payment** – Secure your spot with a deposit.

**Step 3: Strategy & Design** – We begin transforming your brand.

## SCHEDULE YOUR FREE CONSULTATION MEETING TODAY:

+43 699 10926132

hello@glasswing.at

**YOUR BRAND DESERVES A POWERFUL IDENTITY.**

**LET'S BRING IT TO LIFE!**