



# STUDIO LUCE CREATIVE

BRAND IDENTITY & STRATEGY  
CONTENT CREATION & PRODUCTION  
DIGITAL GROWTH & PRESENCE

Studio Luce Creative is a creative agency that supports independent creatives in building cohesive, dynamic online identities that truly reflect who they are as artists.

We bring together brand identity, strategy, content production, and platform support to create unified online ecosystems—where everything from social media and websites to newsletters and audio feels connected through a consistent visual and conceptual language.

This isn't just about making content. It's about shaping how a creative is seen, understood, and remembered online, in a way that feels intentional and alive.



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## BRAND & IDENTITY

### Online Platform Audit & Consultation

#### One-Time Payment — \$200

A focused strategic consultation designed to clarify creative direction, refine digital presence, and identify opportunities for sustainable growth.

#### Includes

- Full Digital Audit
- Website review (if applicable)
- Social media presence analysis
- Newsletter or Substack review (if applicable)
- Brand positioning and messaging assessment
- Strategic Breakdown
- Identification of strengths, gaps, and opportunities
- Platform-specific recommendations
- Content and visibility strategy guidance
- Action Plan
  - Prioritised roadmap of next steps
  - Clear creative direction moving forward
  - Strategic recommendations for growth and consistency
- Feedback Consultation
  - 60–75 minute recorded strategy session
  - Actionable feedback, refinement, and direction-setting

#### Who's it for?

- People who feel stuck or unclear about their online presence and don't know what to change.
- Creatives who have been posting inconsistently or without strategy and need direction.
- Anyone seeking clarity before committing to ongoing creative support.



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## **BRAND & IDENTITY**

### **New Online Brand & Identity**

#### **One-Time Payment — \$500**

A foundational brand identity that defines how your creative presence looks, feels, and communicates across platforms. Designed to unify your social media, website, and newsletter presence into a cohesive visual and tonal system.

#### **Includes:**

- Brand Identity Creation
  - Typography selection (headline + body fonts)
  - Visual aesthetic direction (mood, texture, colour)
  - Overall creative positioning and tone alignment
  - Logo/masthead (if applicable)
- Creative Direction System
  - How your brand should feel across platforms
  - Guidance on imagery style and visual language
  - Consistency rules for content and design execution
- Cross-Platform Application
  - Translation of identity across:
    - Social media
    - Website
    - Newsletter / Substack
- Deliverables
  - A structured brand identity guide (PDF or document format)
  - Clear visual system for ongoing use
  - On-Brand graphics and templates for use across social media

#### **Who's it for?**

- Creatives whose online presence feels inconsistent or misaligned.
- Those evolving creatively and needing their digital identity to reflect their current work.
- People preparing to scale their presence with clarity and cohesion.



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## SOCIAL MEDIA

### **Social Media Content & Production — Lite**

#### **Three Month Minimum – \$250/month**

A streamlined content service for maintaining a consistent and professional presence with minimal production complexity.

#### **Includes**

- 4 static posts per month
- Basic caption writing and formatting
- Use of brand-aligned templates
- Delivery of ready-to-post assets

#### **Not Included**

- Video content
- Custom design beyond templates
- Engagement, DMs, or community management

#### **Who's it for?**

- Creatives who want to maintain visibility without huge commitment
- Clients seeking a simple, low-touch system for consistency.
- Those who prefer minimal decision-making and structured output.



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## SOCIAL MEDIA

### **Social Media Content & Production — Core Three Month Minimum – \$500/month**

A balanced content system focused on consistency, quality, and growth through integrated video and strategic planning.

#### **Includes**

- 6–8 posts per month
- 1–2 short-form videos (Reels, TikTok, etc.)
- Caption writing and content formatting
- Custom, brand-aligned visual design
- Monthly 30-minute content planning session
- Batch production and scheduled delivery of assets
- Cross Platform Posting

#### **Not Included**

- Community engagement
- Daily account management

#### **Who's it for?**

- Creatives ready to grow their audience with consistent, high-quality content.
- Those who understand the importance of video but lack time or systems to produce it.
- Clients who want structure, execution, and creative consistency without day-to-day management



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## FULL CREATIVE PACKAGE

### Complete Creative Growth Package

#### Three Month Minimum – \$800/month

A comprehensive, fully integrated creative system designed to manage and elevate your entire digital presence across platforms.

#### Strategic Foundation & Direction

- Full Creative Strategy & Audit Consultation (onboarding)
- Brand Identity Creation & Development
- Ongoing creative direction and refinement
- Monthly strategy call

#### Content Production

- Instagram Audit from Instagram consultant
- 6 social media posts per month
- 1–2 short-form videos (Reels, TikTok, etc.) including book trailer (if applicable)
- Full caption writing and content formatting
- Custom visual design aligned to brand identity
- Batch production and scheduling of content

#### Digital Ecosystem Support

- Substack / newsletter branding, launch, formatting and support
- Website updates and content adjustments (including events and press)
- Cross-platform alignment for consistent brand presence

#### Who's it for?

- Creatives ready to grow their audience with consistent, high-quality content.
- Clients who want structure, execution, and creative consistency without day-to-day management
- Clients who want a cohesive brand and identity across all their platforms

*See details for each package below*



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## WEBSITE

### **New Website Build**

#### **One Time Payment – \$3000**

##### **Includes**

- Custom website design tailored to your brand and book(s)
- Fully responsive layout for desktop, tablet, and mobile
- Integration of event pages, newsletter signup, and SEO best practices
- Video content and media galleries included
- Pages: Homepage, About the Author, Books/Writing, Contact Form, Optional Blog
- Newsletter signup with pop-up integration.
- SEO-optimized content for organic reach.
- Includes up to 3 revisions to align with your vision.

### **Website Redesign**

#### **One Time Payment – \$1,500**

##### **Includes:**

- **Includes New Online Brand & Identity Package**
- Redesign of your existing website using current platform
- Improved layout, structure, and user flow
- Updated typography, imagery, and visual hierarchy
- Integration of new or existing features (newsletter, events, media, etc.)
- Mobile + SEO improvements
- Up to 3 rounds of revisions

### **Optional Ongoing Management – \$75/hour**

- Press page updates
- Event additions and maintenance
- SEO monitoring and adjustments
- Visual and content updates

### **Who's it for?**

- Creatives needing a central, professional home for their work.
- Those whose current website no longer reflects their creative direction.
- Clients building a long-term digital foundation for visibility and opportunity.



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## SUBSTACK

### Substack Set Up and Launch

**One Time Payment – \$400**

#### **Includes:**

- A structured system for launching and maintaining a professional newsletter aligned with your creative identity and audience.
- Launch Setup
- Strategy and onboarding call
- Full Substack build and configuration
- Brand identity for newsletter (logo + masthead design)
- Content structure and positioning strategy
- Social media launch support post

### Ongoing Support

**\$75/hour**

- Content planning and editorial structuring
- Formatting and publishing assistance
- Custom graphics for each issue
- Light editorial guidance
- Integration with broader content strategy

### Who's it for?

- Writers and creatives building a deeper relationship with their audience.
- Those ready to launch a newsletter but needing structure and clarity.
- Clients who want consistency without managing the system alone



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## PODCASTS

### **Podcast Brand & Identity**

#### **One-Time Payment—\$400**

A creative system for launching or rebranding a podcast with a strong visual and sonic identity.

#### **Includes**

- Podcast name refinement or concept direction
- Cover art direction and deliverables
  - Includes podcast cover and social media launch graphic
- Visual aesthetic system (colour, typography, mood)
- Intro/outro creative direction
- Platform setup guidance (Spotify / Apple Podcasts)
- Description writing and positioning copy
- Launch structure for initial episodes

#### **Who's it for?**

- Creatives expanding into audio storytelling.
- Those who want a cohesive, aesthetic-led podcast presence.
- Artists using audio as an extension of their creative identity.

*Podcast production is also available, please enquire*



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## **BOOK TRAILERS & VIDEOGRAPHY**

### **Book Trailer / Brand Video**

#### **One-Time Payment – \$300**

A professionally crafted promotional video designed for digital storytelling and audience engagement.

#### **Includes**

- Video production using stock and licensed footage
- Editing and creative direction
- Multi-platform formatting (Instagram, TikTok, YouTube)
- 2–3 revision rounds

#### **Who's it for?**

- Authors, artists, and creatives launching a project or body of work.
- Those needing high-impact visual storytelling for promotion.
- Clients seeking polished, shareable video content.