THE MODULAR BRAND IDENTITY SYSTEM

Built with structure. Designed to grow with purpose.

Studio Aya Brace www.ayabrace.com

Brand design
should not be complicated.

The Modular Brand System is a clear way to build or refresh your visual identity. Instead of one big, unclear project, we work in simple steps that are easy to follow.

You choose a package, see exactly what is included and know the price before we start. The same base is used every time, so your brand can grow in a calm and organised way.

What this system gives you

1

Clarity.

Your logo, colours, fonts and layouts sit in one simple system.

2

Structure.

Tools and templates help every piece of design work look like it belongs to the same brand.

3

Purpose.

You can start small and add more later, without starting from zero each time.

What is inside this guide

How it works

1

Foundation

Every brand starts with the same six core elements. This is your visual base.

2

Choose your level

Pick Foundation, Framework or Expansion, depending on how much you need right now.

3

Add focused blocks

Framework and Expansion add extra blocks to support social media, print, content and campaigns.

Photography and motion can be included at Expansion level or added through selected blocks. Larger shoots and films can be scoped separately.

Why a package?

A package gives you more value than booking single blocks one by one.

- 60-minute discovery session
- Clear file system and delivery checklist
- Reserved start date in the studio schedule

Foundation and Add-on blocks

Every Modular Brand System starts with the same base.

The Foundation package always includes these six elements:

1. Brand overview
2. Logo system
3. Colour system
4. Typography system
5. Layout and grid
6. Example applications

The Framework and Expansion packages build on this base with small, focused blocks.

These sit in three simple areas.
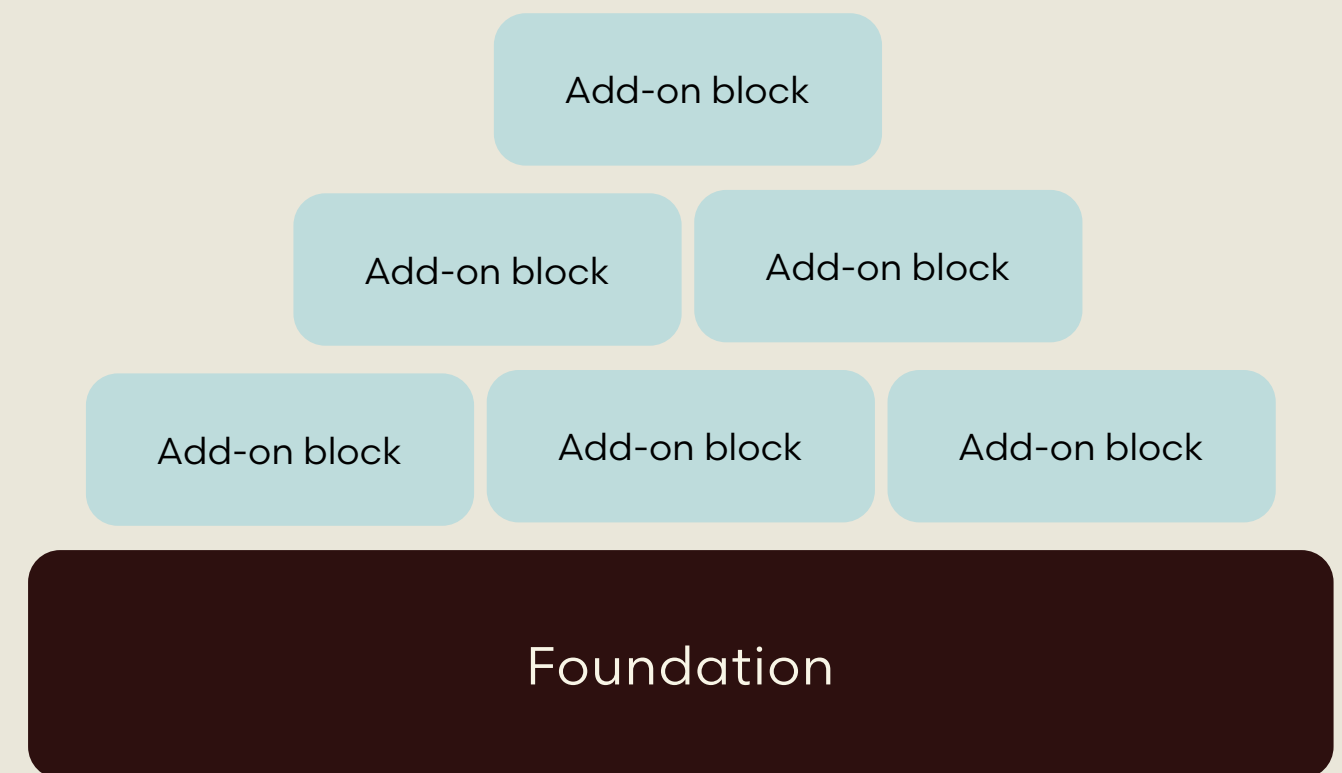
Creative direction
- Art direction
- Photography
- Illustration

Design and communication
- Layout design
- Print materials
- Copy and messaging
- Press and media kit

Digital presence
- Landing page design
- Website design
- Motion assets
- Social media templates
- Digital asset set
- Content plan

Add-on block

Add-on block   Add-on block

Add-on block   Add-on block   Add-on block

Foundation

Foundation package · 6 blocks

What it is

A solid visual identity for your brand. Clear, simple and ready to use.

YOU GET

1. Brand overview

2. Logo system

3. Colour system

4. Typography system

5. Layout and grid

6. Three example applications, such as a social post, poster or simple web layout

TIMELINE AND PRICE

• 2–4 weeks

• 2 revision rounds

• Price: 3,400€ + VAT
From 1,800€ + VAT for existing brand clarification and brand book

BEST FOR

• New brands starting from scratch.

• Small teams who want a clear, confident visual identity.

• Businesses getting ready for their first proper launch or rebrand.

Every Modular Brand System starts with the Foundation package.

Framework package · 8 blocks

What it is

Your Foundation identity with extra tools for everyday use.

YOU GET

Everything in the Foundation package, plus two extra blocks.

These focus on design and communication, for example:
- Social media templates
- Layout design for a brochure or deck
- Print materials such as business cards or flyers
- Copy and messaging
- Press and media kit
- Content plan
- Simple landing page
- Digital asset set

TIMELINE AND PRICE

- 4–6 weeks

- 3 revision rounds

- Price: 4,000€ + VAT
From 2,500€ + VAT with an existing visual system

BEST FOR

- Brands that already have a base and want stronger everyday tools.

- Teams who need their social, print and basic digital pieces to look consistent.

- Businesses preparing for a launch or new phase of growth.

We choose the exact mix together so it supports your launch or rebrand.

Expansion package · 12 blocks

What it is

A full brand system that includes design, content tools, photography and motion.

YOU GET

Everything in the Foundation package, plus six extra blocks.

At this level, the mix can include:
- Social media template set
- Layouts for campaigns or lookbooks
- Print materials such as posters, flyers or cards
- Copy and messaging
- Content plan
- Digital asset set for web and social
- Press and media kit
- Compact set of brand photography
- Short motion asset, for example a 5–10-second animation

TIMELINE AND PRICE

- 6–8 weeks

- 3 revision rounds

- Price: 6,000€ + VAT
From 3,000€ + VAT with an existing visual system

BEST FOR

- Growing brands that want to move beyond the basics and make a clear mark.

- Teams ready to invest in a fuller system where design, content, photography and motion work together.

- Businesses planning a launch or rebrand who want a long-term brand setup, not a quick fix.

Together we choose the six that will support your launch or rebrand the most.

BLOCK GLOSSARY

Blocks are small, focused pieces of work.
Foundation gives you the six core blocks.
Framework and Expansion add more blocks to match what your brand needs right now.

On the next pages you'll find short explanations of the most common blocks.

Foundation blocks

1. BRAND OVERVIEW

A short summary of what your brand stands for and who it speaks to.

2. LOGO SYSTEM

Your main logo plus simple variations, with clear rules for how to use them.

3. COLOUR SYSTEM

A set of main and support colours, with all codes ready for print and screen.

4. TYPOGRAPHY SYSTEM

A small set of fonts and clear rules that show how to use them.

5. LAYOUT & GRID

Basic page and frame structure so designs feel balanced and consistent.

6. APPLICATIONS

Three example pieces, such as a poster, social post or simple web layout, that show your brand in action.

Add-on blocks

These blocks are used inside the Framework and Expansion packages. They can also be booked on their own if you already have a clear brand base.

ART DIRECTION

A small visual concept for a shoot or campaign.

ILLUSTRATION OR GRAPHIC ELEMENT

A custom icon, pattern or graphic detail.

LAYOUT DESIGN

Design for up to four pages or frames, for example a brochure or pitch deck.

PRINT MATERIALS

One printed item, such as a business card, invite or product sheet.

COPY AND MESSAGING

Short, clear writing for taglines, headlines, bios or key pages.

PRESS AND MEDIA KIT

A simple branded PDF that combines text and images for media or partners.

Add-on blocks · digital and content

More examples of focused blocks used in Framework and Expansion:

SOCIAL MEDIA TEMPLATES

A small set of easy-to-edit post and story layouts.

DIGITAL ASSET SET

A group of images or graphics ready for online
campaigns.

WEBSITE DESIGN

Design for a small website or key pages, aligned
with your brand system. Scope and page count
are agreed in advance.

CONTENT PLAN

A simple three-month overview that shows what to
post, where and how often.

Standard add-on blocks are priced at 500€ + VAT
each when booked outside a package.
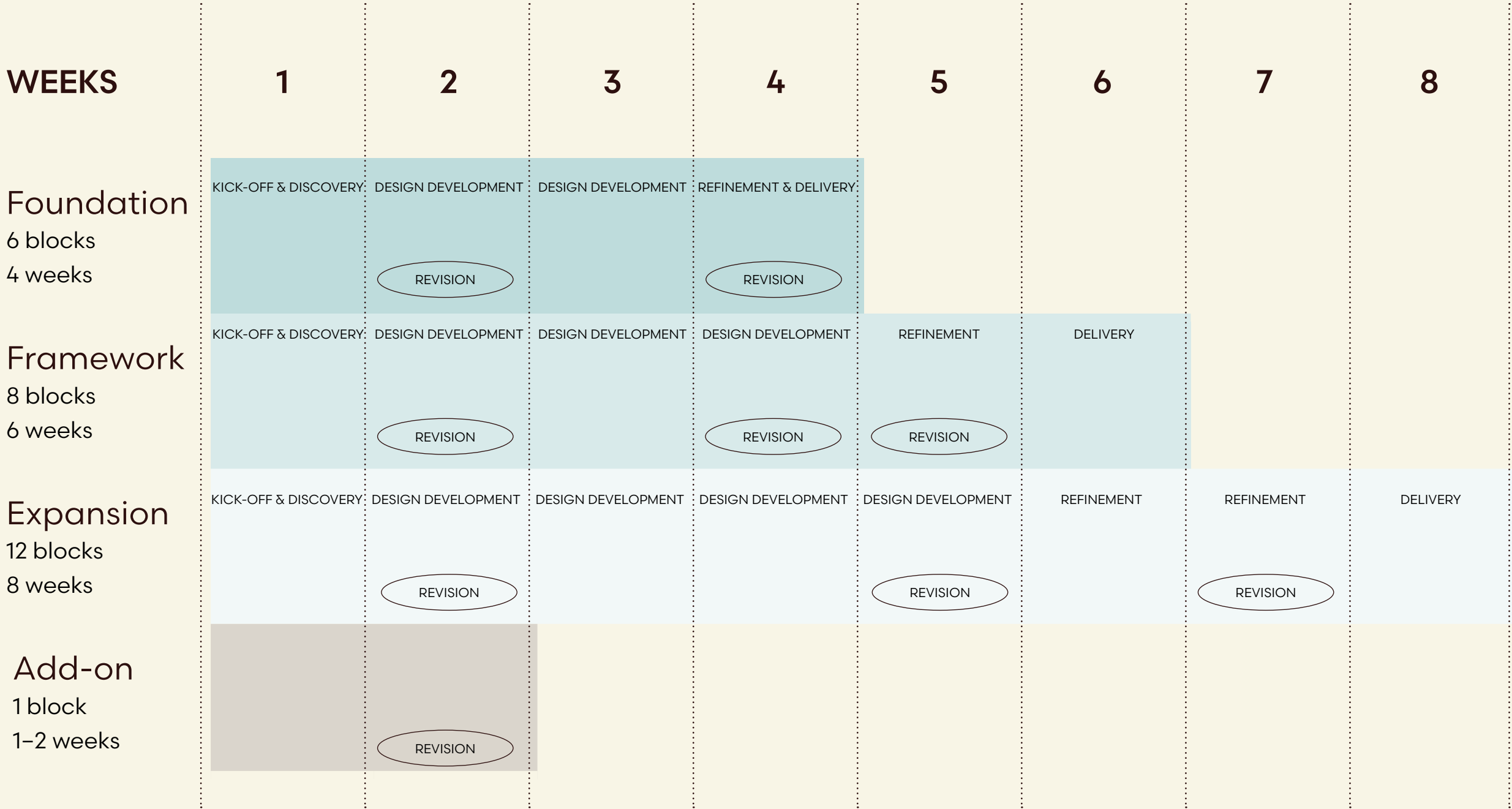
Choosing your level

PACKAGE	BLOCKS	PRICE	WHAT YOU GET	KEY OUTCOME
Foundation*	6	3,400€ + VAT From 1,800€ + VAT for existing brand clarification and brand book	Core visual identity. Logo, colours, type, layout and three example uses.	A clear visual base that is ready to use and easy to grow from.
Framework	8	4,000€ + VAT From 2,500€ + VAT with an existing system	Foundation plus two extra tools such as social templates, layouts or print.	An everyday brand toolkit that keeps your main channels consistent.
Expansion	12	6,000€ + VAT From 3,000€ + VAT with an existing system	Foundation plus six extra tools, including content, photography and motion.	A full brand system that works across campaigns, channels and formats.
Add-on Block	1	500€ + VAT per add-on block	One focused extra piece of work, for example a page layout or content tool.	A simple way to extend or customise your system without a full new project.

*Each level builds on the Foundation, which is the base for every brand system.

Prices are in euros and exclude Finnish VAT (currently 25.5%). Quotes are confirmed before each project and are valid for 30 days.

Timeline

Typical project durations based on package size.

WEEKS	1	2	3	4	5	6	7	8
Foundation 6 blocks 4 weeks	KICK-OFF & DISCOVERY	DESIGN DEVELOPMENT / REVISION	DESIGN DEVELOPMENT	REFINEMENT & DELIVERY / REVISION				
Framework 8 blocks 6 weeks	KICK-OFF & DISCOVERY	DESIGN DEVELOPMENT / REVISION	DESIGN DEVELOPMENT	DESIGN DEVELOPMENT / REVISION	REFINEMENT / REVISION	DELIVERY		
Expansion 12 blocks 8 weeks	KICK-OFF & DISCOVERY	DESIGN DEVELOPMENT / REVISION	DESIGN DEVELOPMENT	DESIGN DEVELOPMENT	DESIGN DEVELOPMENT / REVISION	REFINEMENT	REFINEMENT / REVISION	DELIVERY
Add-on 1 block 1–2 weeks		REVISION						

Extended creative services

For bigger shoots, films and more complex work, there are separate creative services.

PHOTOGRAPHY DAY · FROM 1,200€

Studio or location shoot with a focused set of images for web, social and press.

SHORT BRAND FILM · FROM 2,000€

Shoot-based brand film designed for social and web. Planned, filmed and edited as one clear piece.

AI-ASSISTED VIDEO ADVERT · FROM 1,200€

Short motion piece that uses AI visuals and design to create strong digital adverts.

SIMPLE WEBSITE DESIGN · FROM 800€

Custom design for a small site or focused set of pages that match your brand.

EDITORIAL LOOKBOOK · FROM 1,500€

Twelve- to sixteen-page digital or print lookbook that combines story, layout and imagery.

Start your Modular Brand System journey

Book a free 30-minute discovery call
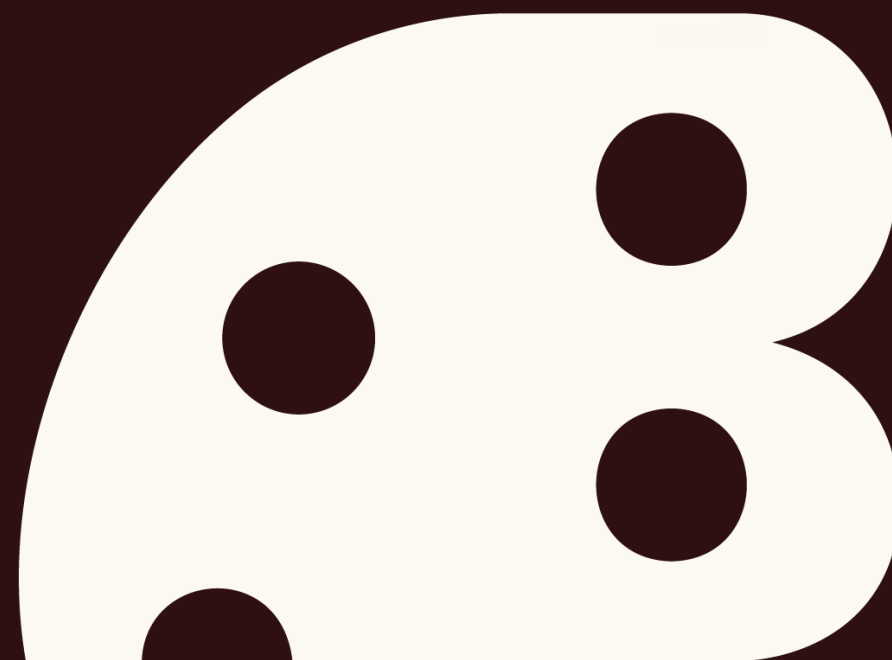or send a short note about your brand:

Book a call: https://calendar.app.google/eFTXWKEtN6Ck2EKQ8

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