

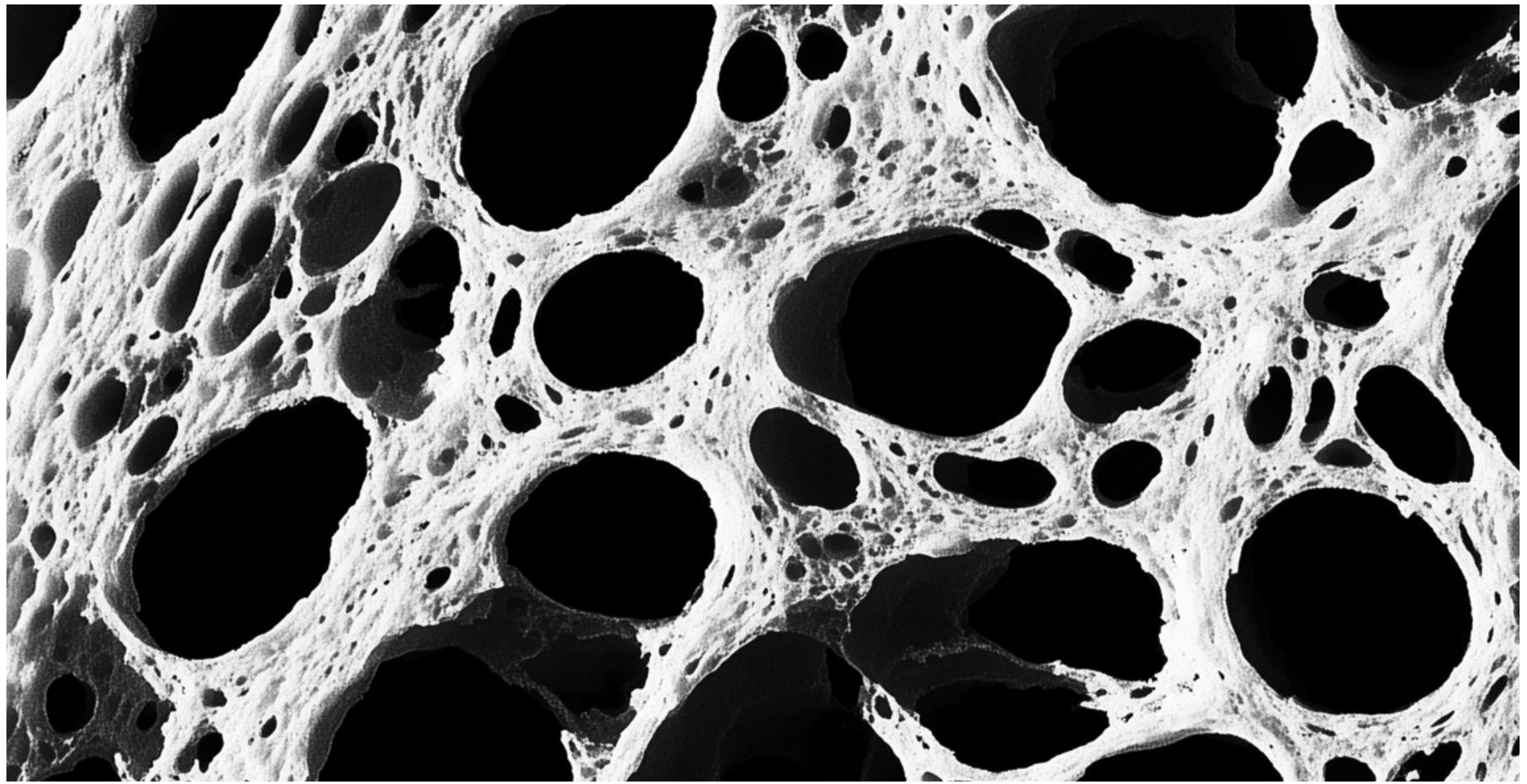
■ visuals.



1/ brand & system.

we set things in order

- × logo (*new / redesign*)
- × visual identity
- × key visuals
- × illustration style
- × brand manual
- × communication style
- × design assets
- × ready-made templates
- × visual brand audit



2/ visibility & usage.

what you actually get

- × web & subpage design
- × ad banners (*campaign / performance*)
- × social media graphics
- × print materials (*flyers, posters, brochures*)
- × outdoor ads (*billboards, citylights, wraps*)
- × graphics - events & retail (*invitations, roll-ups*)
- × branded materials (*merch, business cards*)
- × packaging, labels, product visuals
- × presentations & sales materials

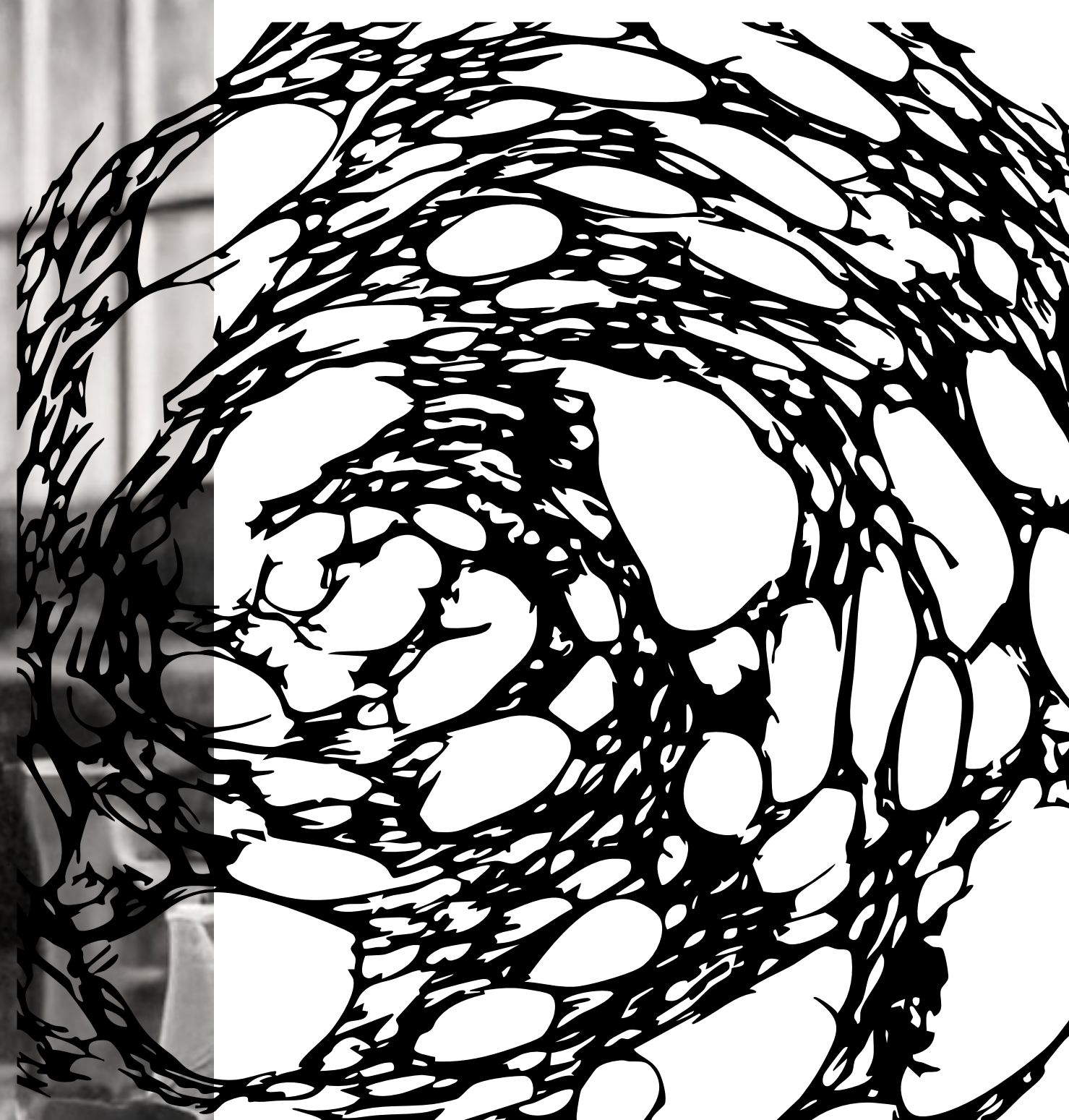
3/ oversight & operations.

so it doesn't fall apart over time

- × edits to existing assets
- × adapting designs
- × preparing assets for print & web
- × design quality control
- × long-term care of your visuals



no fluff. just work and clear results.



design & identity

— michal klobušický

how i work.

- × i work in systems, end to end, not one-off
- × design has to work in real life, not just in the deck
- × collaboration is either clear, or none at all

i've been doing graphic design for over 10 years, across agencies, in-house teams, and freelance that makes sense. I help brands grow visually and functionally, not just look pretty. From big names to smaller ones, I know when to keep the rules and when to *break them*.



scope & pricing

brand & basics.

logo (<i>new / redesign</i>)	400 – 900 €
visual identity (<i>logo, colors, typography + usage</i>)	700 – 1 500 €
design assets, brand manual (<i>basic</i>)	300 – 800 €
key visuals, ready-made templates	300 – 700 €
visual brand audit	100 – 250 €



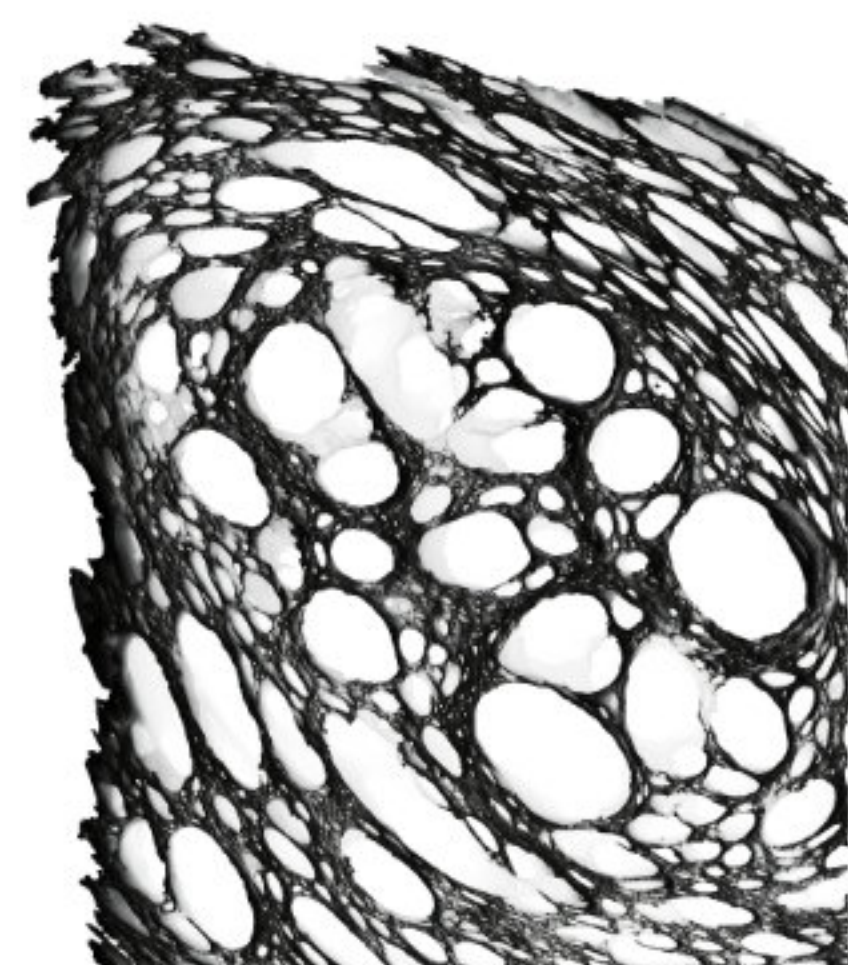
communication & deliverables.

web design (<i>standalone / landing page</i>)	400 – 700 €
web design (<i>multiple pages/subpages</i>)	800 – 1 500 €
ad banners (<i>by number of formats</i>)	150 – 500 €
social media graphics (<i>a set, not one post</i>)	100 – 500 €
print materials (<i>flyers, posters, brochures</i>)	150 – 600 €
outdoor ads (<i>billboards, citylights, wraps</i>)	200 – 800 €
branded materials (<i>merch, business cards</i>)	150 – 500 €
graphics for events & retail (<i>invitations, roll-ups</i>)	150 – 700 €
packaging / labels / product visuals	400 – 1 100 €
presentations / sales materials / results overviews	300 – 1 000 €

operations & collaboration.

design oversight / support (<i>or a monthly package</i>)	30 – 50 € / hr
monthly retainer (<i>based on scope</i>)	400 – 1 000 € / mo.

note: prices are indicative and the total depends on speed,
number of deliverables and the creative itself





more at: klobklob.com