CHAVI DESIGNS

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SERVICE GUIDE

Fun, story-led brands with personality.

BRAND IDENTITY · PACKAGING · SOCIAL · PRINT

HELLO &
WELCOME

We’re so happy you’re here. Have an idea, a brand, or a feeling of what you want to create? We help turn it into a world people can see and connect with.

Explore our services, packages, process and next steps.

01. Who We Create For

For brands that want to feel distinctive, story-led and full of personality. Think thoughtful details, expressive ideas and a visual world that feels unmistakably like you.

02. Our Promise

A cohesive, flexible identity that feels exciting today and keeps working as your business grows.

chavi designs

ABOUT THE STUDIO

Meet Chavi Designs

We build little brand worlds.



Chavi Designs is a creative studio specialising in brand identity, packaging, social media and print design. Our work is rooted in storytelling.

From playful illustrations and mascots to quieter, refined systems, we find what makes your brand interesting and build from there.

Our Approach

Your brand should feel like a story someone wants to keep reading.

01
Story First

We explore your audience, story, goals and the feeling you want your brand to create.

02
With Personality

Type, colour, patterns and thoughtful details express what makes your brand yours.

03
One Brand World

Identity, packaging, social and print work together as one cohesive visual system.

HOW WE WORK

Clear steps, collaboration and enough room for the ideas to get good.

01

ENQUIRY & DISCOVERY

Share your brand, needs and timeline. We explore your story, audience and goals through a questionnaire and, where included, a discovery session.

02

BOOKING

Your project slot is secured once the contract is signed and the 50% advance payment is received.

03

CREATIVE DIRECTION & DESIGN

We present two moodboard routes. After direction approval, we develop one initial identity concept and the assets included in your package.

04

FEEDBACK & REFINEMENT

Share clear feedback. We refine the chosen concept through your included revision rounds, guided by the agreed strategy and direction.

05

FINAL HANDOFF

After final approval and the remaining payment, we organise and prepare your files so you can use your brand confidently.

WHAT WE OFFER

01
Brand Identity
Logo suites, colour, typography, patterns, brand elements and guidelines built around your story and audience.

02
Packaging Design
Packaging people can hold, open and remember, with clear product information and a distinctive visual world.

03
Social Templates
Editable templates and a flexible visual direction that help your brand show up consistently.

04
Print Design
Menus, posters, cards and signage that feel like a natural extension of your brand.

05
Custom Scope
Need something different? We can combine services or build a scope around your project.

PACKAGE 01

THE ESSENTIALS

Ideal for:

New or growing brands that need a strong, cohesive visual foundation.

What's Included

- Discovery Questionnaire
- Moodboard & Creative Direction - 2 Concepts
- Logo Suite: Primary, Secondary & Submark
- Colour Palette & Typography Pairing
- Mini Brand Cheat Sheet

TIMELINE

Approx. 2 weeks

PROJECT DETAILS

1 Initial Concept
2 Revision Rounds

Font licence not included. Extra revisions or deliverables are quoted separately.
Signed contract + 50% advance secure your slot; balance due before final files.

PACKAGE 02

THE NEXT STEP

WHAT'S INCLUDED

- Discovery Session + Discovery & Strategy Questionnaires
- Moodboard & Creative Direction - 2 Concepts
- Logo Suite: Primary, Secondary & Submark
- Colour Palette, Typography, Brand Pattern & Elements
- Mini Brand Cheat Sheet + Mini Brand Guidelines
- Bonus: 2 Instagram Post Templates

TIMELINE

Approx. 3 weeks

PROJECT DETAILS

1 Initial Concept
3 Revision Rounds

Font licence not included. Extra revisions or deliverables are quoted separately. Signed contract + 50% advance secure your slot; balance due before final files.

Ideal for:

Brands ready to move beyond the basics into a more expressive visual system.

PACKAGE 03

THE ALL-IN-ONE

Ideal for:

Brands that want strategy, identity and supporting assets considered from day one.

What's Included

- Discovery Session + Discovery & Strategy Questionnaires
- 2 Moodboard Concepts + In-Depth Strategy Presentation
- Competitor Analysis + Competitive Advantage
- Logo Suite: Primary, Secondary, Submark & Favicon
- Colour, Typography, Pattern, Elements + Business Card
- Mini Cheat Sheet + Brand Guidelines Document

TIMELINE

Approx. 5–6 weeks

PROJECT DETAILS

1 Initial Concept
4 Revision Rounds

Bonuses: 3 Instagram Post Templates + Highlight Covers. Font licence not included. Extra work quoted separately. 50% advance; balance before final files.

ADDITIONAL SERVICES

Book services separately or add them to a larger branding project.

CUSTOM QUOTE

Packaging

By scope

- 1 initial packaging design concept
- Complete design across the required box panels/surfaces
- Typography, colours, graphic elements/patterns as required for the packaging
- Up to 3 rounds of revisions on the selected concept

SOCIAL MEDIA

Social Suite

$600

5 Instagram post templates, 3 story templates, highlight covers, social visual direction and editable template files.

PRINT ADD-ONS

Print Design

From $75

Event poster $100
Flyer $100
Coaster $75
Table card $75
Welcome signage $100

CUSTOM PRINT

More Print

By scope

Event programs from $150, depending on page count. Menus, brochures, business cards and additional signage quoted by scope.

ESTIMATED TIMELINE

Your schedule is confirmed before booking and depends on scope, availability, feedback and supplied content.

PACKAGE 01

Essentials

2 weeks

A focused visual foundation. Share any launch, print or event deadline before booking.

PACKAGE 02

Next Step

3 weeks

A richer identity system with supporting brand elements and social assets.

PACKAGE 03

All-in-One

5–6 weeks

A deeper strategy, identity and supporting asset experience for your brand.

OTHER SERVICES

Add-ons

By scope

Packaging, social and print schedules depend on the number and complexity of deliverables.

KIND WORDS

From people we've created with. Selected excerpts from client feedback.

"I had such a great experience working with Chavi! She really took the time to understand my vision for Main Character Coffee and turned it into a brand that feels unique, fun, and completely cohesive. She was incredibly patient with my feedback and revisions, communicated with me throughout the entire process, and made sure I was genuinely happy with the final result. I'm so excited to bring everything she created to life!"

FOUNDER,
MAIN CHARACTER COFFEE

"Honestly, I'm so impressed and genuinely happy with everything you've created so far. You are truly talented and incredibly creative. I've worked with three different designers before, and I never felt excited or connected to any design the way I do with yours. This is the first time I've looked at a brand concept and felt genuinely amazed. You really have a special talent, and it shows in every detail. Thank you for your creativity, your vision, and the passion you've put into this. I'm honestly so happy I found you."

FOUNDER,
CARMELIES

"Working with Chavi has been such a delight for my brand. From the very beginning, she took the time to truly understand my vision and not just the surface-level stuff, but the deeper essence of what I wanted to communicate. She translated that into a stunning branding guide, a logo that feels apt for my brand, and packaging design that perfectly captures my brand's personality. Her talent is undeniable, but what really sets Chavi apart is how easy and enjoyable she is to work with. She's thoughtful, responsive, and incredibly intuitive. Every detail she delivered was spot-on, and I felt supported and inspired throughout the entire process!"

FOUNDER,
AURENTUM JEWELLERY

ARE WE A GOOD FIT?

If you read these and think “yes, exactly,” we’ll probably get along.

1

STORY & PERSONALITY

You want a distinctive brand with thoughtful details, expressive ideas and a little fun.

2

A FULL VISUAL WORLD

You care about the whole visual world: identity, packaging and the places your brand shows up.

3

CREATIVE COLLABORATION

You welcome creative direction, clear feedback and enough time for ideas to develop.

4

ROOM TO GROW

You want a cohesive, flexible system you can keep using as your business grows.

BEFORE WE BEGIN

A few useful things to know before booking.

01
BOOKING & PAYMENT
Signed contract + 50% advance confirm your slot. The remaining balance is due before final files are delivered.

02
SCOPE & REVISIONS
Your package includes its listed revision rounds. Extra revisions or new deliverables can be quoted separately.

03
EXTERNAL COSTS
Font licences, printing, manufacturing, photography, stock assets and other third-party costs are excluded unless added to the proposal.

04
YOUR CONTENT
Packaging needs final dielines, dimensions, mandatory product information and printer requirements before design.

05
YOUR DEADLINES
Timelines rely on prompt feedback and supplied content. Share hard launch, print or event dates before booking.

LET’S MAKE SOMETHING MEMORABLE

- ✓ Tell us about your brand and what you need.
- ✓ Share your ideal timeline and any hard deadlines.
- ✓ Choose a package or request a custom quote.
- ✓ We’ll recommend the scope that fits your project.
- ✓ Sign the contract and pay the 50% advance.
- ✓ Your project is officially in the studio calendar.

instagram

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CHAVI DESIGNS

READY TO BEGIN?

Your next chapter

We’d love to hear what you’re building and help turn it into a brand people want to step into.

LET’S CREATE

TOGETHER