

# ERICA FERRARONI

Photographer | Art Director

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## IDENTITY PACKAGE

This package is tailored for passionate ceramists and skilled artisans seeking to establish a strong and captivating visual presence for their unique creations.

Whether you're a potter, sculptor, or creator of handcrafted goods, this package offers a comprehensive solution to elevate your brand identity.

Through a collaborative process, we'll uncover the essence of your craft, design a compelling visual identity and capture your work in stunning photography, to showcase your creations and stand out from the crowd. This package is ideal for artisans who want to authentically represent their artistry and connect with a wider audience in a meaningful way.

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Here's what the package includes:

### 1. Brand Identity Consultation:

- 1h call to understand the potential of your brand and how to enhance your resonance
- discussing your target audience and goals, bringing your brand visually to the next level

### 2. Mood Board Creation:

- work together to create a mood board that captures the visual essence of your brand, including color palettes, textures, and visual references that align with your work

### 3. Photography & Animated Still Session:

- professional photography session to capture your product details, textures, and uniqueness of each piece
- *4 high quality visual images*: technical, minimal, complex, close-up
- *1 animated still*: a static scene with subtle movement (perfect for reels and stories)
- props included (if you need specific props, they will be at your expense)
- usage rights included

### 4. Education and Training:

- BTS with a basic guide of how to build your own set

### 5. Styling and Art Direction:

- I will use my art direction skills to style the products in a way that enhances their appeal, experimenting with different settings, lighting, and compositions to find the right, captivating visuals, in line with your brand

### 6. Mini-style guide:

- a document that outlines your brand identity. It includes instructions on how to use the logo, colors, fonts, and other visual elements correctly

### 7. Showcase:

- it will be my pleasure to share the work in progress and the final results of our project in my stories and social platforms

**Total Value € 4.470**

**50% OFF**

**€ 2.235**

Special offer: only one spot available, valid until November 2023  
You can apply from September 11th (00:00 CET) to September 12th (00:00 CET)

# TERMS & CONDITIONS

- If you are selected to work with me, I will provide you with a comprehensive contract outlining all the specifics. Upon receiving the signed contract and full payment, we'll be ready to embark on an exciting journey together!
  - Payment is required in full upon signing the contract.
  - We'll select together up to three products that are representative of your work and have the potential to make you stand out.
  - The products should be ready and available to be shipped to my studio in Austria. You are responsible for any shipping and returning of the products photographed.
  - Through mutual collaboration, we will set a suitable timeline for both parties, ensuring that the project will be successfully concluded within a span of three months. In the event that you encounter challenges in supplying the required materials within the agreed-upon timeframe, please note that this might result in the project being deemed as canceled, with no possibility for refunds.
  - For this package, from the moment of signing the contract to the delivery of all the material listed on the previous page, it will take about 4/5 weeks.
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