

# FRAME FOUNDRY

Photography & visual content

## SAMPLE SMALL-BUSINESS BRAND KIT

- Logo + colour system
- Instagram starter post
- WhatsApp promotion poster
- Business card
- Service / price card

### LaunchKit Local validation sample

A distinct visual direction designed for this business category.

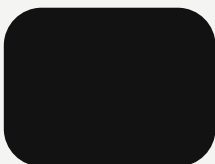
# 01 Logo + visual direction



## FRAME FOUNDRY

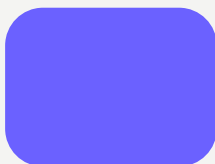
Make the moment look like it felt.

### Core palette



Ink

#121212



Violet

#6B61FF



Lilac

#DEDDFB



Stone

#F4F4F2

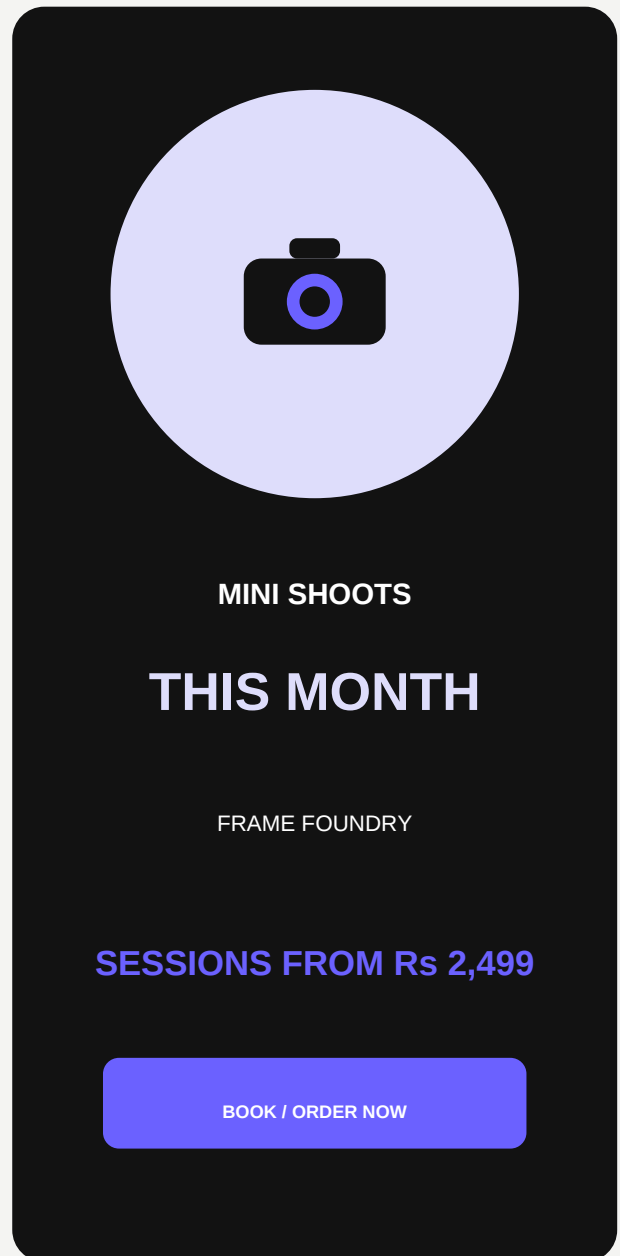
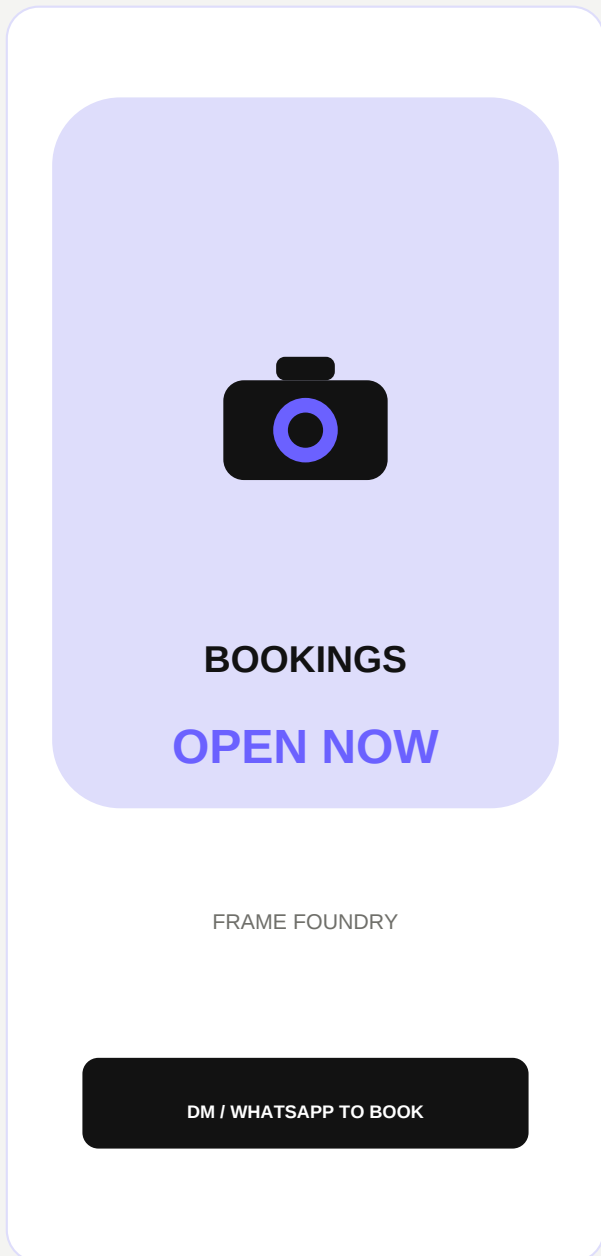
Grey

#A9A9A4

### Suggested personality

Modern - editorial - bold - creative - minimal

## 02 Social starter assets



## 03 Sales essentials

### FRAME FOUNDRY

Photographer - Goa

**Kabir Rao**

Photographer - Goa

+91 9XXXX XXXXX

@samplebusiness

### SERVICE / PRICE CARD

|                       |          |
|-----------------------|----------|
| Mini portrait session | Rs 2,499 |
|-----------------------|----------|

|                |          |
|----------------|----------|
| Couple session | Rs 4,999 |
|----------------|----------|

|                         |          |
|-------------------------|----------|
| Product shoot - starter | Rs 5,999 |
|-------------------------|----------|

|                |               |
|----------------|---------------|
| Event coverage | from Rs 8,999 |
|----------------|---------------|

|                        |              |
|------------------------|--------------|
| Reels / visual content | Custom quote |
|------------------------|--------------|

## 04 What the customer receives

The offer is a coordinated launch pack - not just a standalone logo.

### LOGO

Primary + profile mark

### SOCIAL

Starter post + story

### WHATSAPP

Ready-to-share promotion

### PRINT

Card + price/service menu

**Validation idea: first sample free -> full kit test price Rs 299-499**

Use this only to test demand before paying for automation, domains or ads.