



creMe

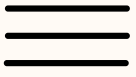
STUDIO

"trust the process"

EDITO

PRESENTATION
BOOK

BRAND.
WEB.
STRATEGY.



Build.



LE PLAN.

01. THE INTRODUCTION
02. THE VISION
03. THE STUDIO
04. THE OFFER
05. THE CLIENT JOURNEY
06. THE FEED
07. THE IMPACT
08. THE PORTFOLIO
09. THE CONTACT

01.

INTRODUCTION

A branding and digital design studio with an editorial-chic aesthetic, crafted for women entrepreneurs who want to elevate their brand identity.

Creators, beauty brands, lifestyle and wellness businesses, artisans, ambitious independents ...

Women who want to align depth and aesthetics, strategy and emotion, whether launching their brand or reinventing it with intention.



02.

VISION

Bold minimalism.
Attention to detail.
Calibrated emotion.

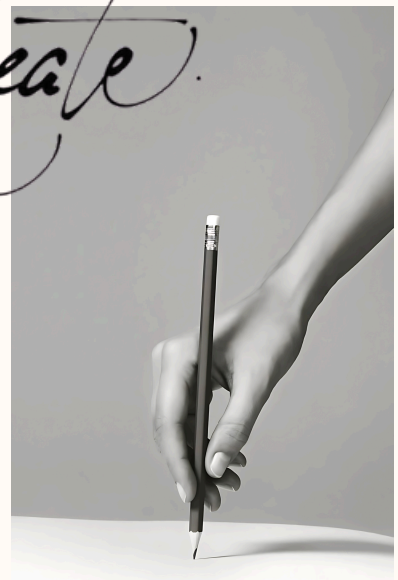
Every brand deserves its place.
And its power.

"Brand with Soul"

My vision ?

To create experiences that resonate.
To structure brands that radiate.

Create.



03.

THE STUDIO

WHY CREME ?

“I chose this name for its softness, its timelessness, and everything it evokes: care, texture, subtlety.

CREME is the detail that makes all the difference, the essential ingredient, “*la crème de la crème*”.

It’s also my way of saying that I work closely with the essence of each brand, **to reveal their substance with style and intention.**”



LE LOGO

M.

“ *A signature initial.*
Minimal. Distinctive. Timeless. “

THE TYPEFACE

Aa
Tan
Meringue

Aa
Agrandir
Grand



THE COLOR PALETTE

- # 000000
- # 333333
- # DDD1C3
- # FFFAF5
- # FFFFFFFF



THE STYLE

Chic editorial style, with creamy tones and soft contrasts, shaped by a premium magazine aesthetic.

THE UNIVERSE, THE AD



creMe

STUDIO

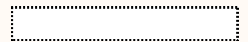
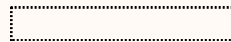
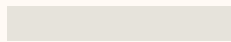


M.

BRAND IDENTITY

Aa
Tan
Meringue

Aa
Agrandir
Grand



#000000

#333333

#DDD1C3

#E6E3DB

#FFFAF5

#FFFFFF

VISUAL IDENTITY



04.

THE OFFER

CREME.STUDIO

offers tailored packages designed to meet the different stages of your brand journey.

From visual identity to digital launch, each offer is crafted with **care, minimalism and efficiency.**

3 complementary realms :

Brand.

Web.

Strategy.





CREME.STUDIO UNIVERSES

BRAND.



Elegant & strategic visual identity.

Craft a universe that reflects who you are, and leaves a mark.

WEB.



Custom websites or sales funnels.

Designed to attract, convert, and resonate.

STRATEGY.



A clear vision. A sharp positioning.

Aligned actions to grow with intention.

SPECIAL EDITIONS.

*Limited
edition*

Agile or complete packages.

To move fast, or go far.

DIGITAL CREATION.



Useful and stylish digital assets.

Designed to elevate your content.

04.1



BRAND. VISUAL IDENTITY

The essence of a strong brand starts with a clear signature.

- **La Nude**

The essentials to lay the foundations (logo, typography, brandboard)

- **La Crème**

A complete, elegant, and cohesive identity (logo, visual universe, brand guide, variations)

WEB. DIGITAL EXPERIENCE

Three web solutions, tailored to your goals, budget, and pace.

- **La Vitrine**

Custom showcase website — to show up online with style

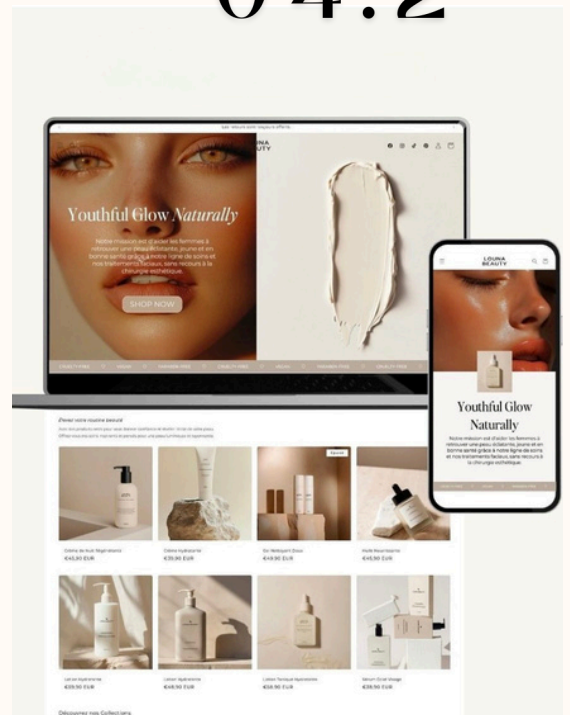
- **La Boutique**

E-commerce website — to sell multiple products smoothly

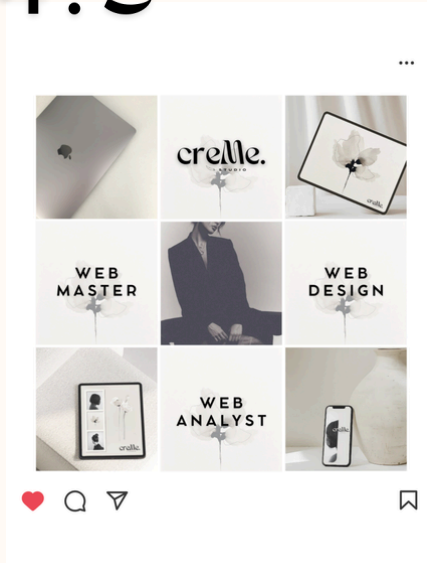
- **La Capsule**

Quick sales funnel via Systeme.io — to launch an offer without a full website

04.2



04.3



STRATEGY.

DIGITAL PRESENCE

To activate or realign your online presence **with intention.**

- **La Boost**

Targeted strategic framing, clear impulse, action plan

- **La Glow Up**

A full makeover of your image and digital strategy

SPECIAL EDITIONS.

DIGITAL EXPERIENCE

All-in-one blends or focused offers, limited in time

- **La Crème Express**

A light formula for urgent needs or focused goals

- **La Full Crème**

The full package :
identity + website + strategy



04.4



DIGITAL CREATIONS.

DIGITAL PRODUCTS

Digital assets designed to express with style.

CREME.STUDIO supports women creators in crafting beautiful, strategic, and purposeful digital products.

E-books, workbooks, templates, ready-to-sell kits, **each creation is built to reflect your vision and captivate your audience.**

04.5



- **Creation of Workbooks, Ebooks, Sales Guides, Pricing Kits, Presentation Books**
- **Custom templates** (*Notion, PDF, Canva...*)
- **Design of training & program materials**
- **Creative support** (*from concept to final design*)
- **Stylish digital assets** (*Mini-sites, Portfolio, Slides, Sheets*)
- **Interactive quizzes + results**
- **Launch kits** (*branding + bio template + funnel*)
- **Freebies / Lead magnets**

05.

THE CLIENT JOURNEY

At **CREME.STUDIO**, every collaboration is designed to be smooth, enjoyable, and reassuring. Here are the **5 key stages** of our process :





INITIAL CALL

- First contact by Email / Form / WhatsApp / Discovery call
- Understanding your needs and goals
- Overview of available offers and creative directions



TAILORED PROPOSAL

- You receive a clear, detailed proposal (quote & timeline)
- Confirmation on your end



PROJECT LAUNCH

- Contract signature
- 50% deposit to secure your spot
- Detailed questionnaire to clarify your expectations



CREATION & VALIDATION

- First presentation (visual identity, website mockup, or strategy)
- Refinements and regular check-ins until final approval



DELIVERY & FINAL TOUCHES

- Full delivery of your project
- Payment of the remaining 50%
- Autonomy session (training, tutorial, or coaching depending on the project)

“trust the process”

06.

THE FEED

Your Instagram feed is your public portfolio.

It's the first impression.

And at CREME.STUDIO, we make sure it's strong, aligned, and refined.

"Brand with Soul"



07.

THE IMPACT

“I envisioned CREME.STUDIO as an extension of my own life transition.

After 20 years navigating a path between management, training, and creation, I chose to channel **my eye for detail and aesthetic sensitivity** into serving those who **dare to create.**”



"Build from within"



MY MISSION



*It's not just design.
It's emotion with purpose.
A result that transforms.
A tool for clarity, confidence,
and presence.*

With CREME.STUDIO, I guide women who want to build something beautiful, meaningful, powerful.

Not to show off.
But to stand out.

With style. With soul. With purpose.

♥ *Nawale*



Brand.
Web.
Strategy.

THE PORTFOLIO

brand builder.
web master.
web designer.
web analyst.

08.

www.cremestudio.ai
contact@cremestudio.ai

♥ *Nawale*

2025

Each project featured here reflects a facet of the **CREME.STUDIO universe**, from visual identity to digital staging, offering a glimpse into the studio's minimalist, emotional, and **strategic aesthetic**.

Minimalism, clarity, emotion: **these creations embody a vision of branding that is intentional, elegant, and deeply rooted.**

🔗 Explore the full portfolio at www.cremestudio.ai
(The Work Edit.)

