



CONCEPT & DESIGN

# SAVI

## BRANDING AGENCY

SAVI

BRANDING

AGENCY



A SHORT STORY - IN THE STREETS OF PARIS

# CHAPTER 1 - VISION WORK

**"Do you know that feeling ?"** *Elena asks him.*

Out of nowhere, inspiration strikes—a brilliant idea. Adrenaline floods your veins, and you leap out of bed, eager to get your vision down on paper. An incredible feeling, right?

Yes, I know exactly what you mean,"  
*Gabriel replies with a nod.*

"You want to share it with everyone instantly."  
"Exactly," she says with a smile. "But then, it happens..."



# CHAPTER 2 - CONCEPT DEVELOPMENT

**Reality sets in, and doubts from others start creeping in.**

You hear things like, “You’ll need a business plan; maybe you should think it through.” Questions pile up: “Who’s your target audience? Do you know how many competitors are already out there?”

Slowly, your vision fades into the background. Numbers, facts, and fears start to overshadow it, and that exciting, initial spark seems to slip away.

“Oh, I know exactly what you mean... So, what happens next?”

*Gabriel asks, intrigued.*



# CHAPTER 3 - DESIGN & BRANDING

**Summer arrives! A walk through the streets of Paris, surrounded by posters of inspiring brands and aesthetic designs.**

You wonder, “What would my brand look like? Which colors, which logo? What font? What would my company be called? That rush of adrenaline is back, those visions return. “Haha, welcome back, creative genius!” Gabriel says, laughing.



# CHAPTER 4 - MARKETING & COMMUNICATION

Then the moment finally arrives—you take the plunge again, presenting your idea, this time with thorough details on all the benefits of your business concept. But no one seems to be listening. They're overwhelmed, lost in the sea of information you're sharing.

“Hmm... yeah, sadly, people just don't have the space or time for too many words,” he says, *his gaze falling somberly to the floor.*



# EPILOGUE

**“Well, you know what I really think? A Concept development is so much more than just a traditional business plan! It’s about clearly articulating your vision, embracing diverse perspectives, and genuinely understanding your target audience.**

Additionally, it’s a commitment to yourself—a promise to stay true to your vision, even in difficult times. It’s like a roadmap for your brand, capturing every essential aspect of your vision.”





CONCEPT /STRATEGY/ BRANDING/DESIGN

FOR START UPS & ENTREPRENEUS  
BY SAVI

DID YOU EVER FEEL THE SAME ?  
WHAT'S YOUR STORY?

CONNECT ONLINE OR IN PERSON IN  
MÁLAGA, MADRID, DÜSSELDORF, FRANKFURT OR KIEL.

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# SPECIAL PACKAGES

FOR START-UPS & ENTREPRENEURS



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# ALL SERVICES

## BRAND IDENTITY & DESIGN

-  Thoughtful Logo, Business Card & Stationery Package Design – Reflecting your brand's personality and values.
-  Beautiful Folded Leaflet, Flyer & Brochure Design – Communicating your message in a simple, engaging way.
-  Aesthetic Website Design & Development – Beautifully reflecting your brand and supporting your goals.

## BRAND STRATEGY & BUSINESS DEVELOPMENT

-  Business Concept Development that feels authentic and aligned with your vision.
-  Marketing Strategy that aligns with your goals and attracts your ideal clients.
-  Mental Training Workbook with individual tasks tailored to you.

## 1:1 SESSIONS FOR BUSINESS GROWTH & SELF-WORTH

-  Business Growth & Clarity – Refine your vision, offers, and positioning.
-  Brand & Design Consulting – Create a brand that truly represents you.
-  Inner Strength & Self-Worth – Address emotional and mental barriers holding you back.
-  Guidance in Multiple Languages – Access support in your preferred language for a more personalized experience.



# SPECIAL PACKAGES FOR YOU

## BASIC

### **Web Design & Corporate Identity**

Get a complete brand makeover with:

#### **Corporate Identity & Manual:**

- Custom branding guidelines.
- Logo Design: 3 unique logo options.
- Web Pages: Main, About, Services, and Contact pages.

#### **Extra Services:**

- Content optimization and image integration.
- 3 one-on-one designer sessions with feedback rounds.

## ESSENTIAL

### **Personal Branding 1:1 Sessions**

Strengthen your vision and enhance your founder profile with tailored guidance.

#### **In-Depth Feedback & Sparring:** Expert guidance on business, design, marketing, and strategy.

#### **Self-Reflection Tasks:** Custom workbook tasks for mental training and goal structuring.

Duration: 90 minutes  
Contact us for individual package offers

We recommend a minimum of 3 months to build a strong foundation for your business. However, you can also book individual sessions based on your needs.



## EXCLUSIVE

### **Concept Development & Branding Kit**

Elevate your brand with weekly 1:1 personal branding sessions (90 minutes each) over 3 months. Perfect for strengthening your vision and enhancing your founder profile.



#### **In-Depth Feedback and Sparring:**

Business growth, clarity combined with brand and design consulting.



#### **Self-Reflection Tasks & Coaching:** Custom workbook tasks for mental training and goal structuring includes 1:1 sessions for inner strength & self-worth.



**Corporate Identity & Manual:** Includes website design, CI manual, logo creation, business cards, social media templates.



**Professional Marketing Concept & Strategy:** Choose from 5 languages to create a compelling brand presence in the market.

# FEATURED PROJECTS





# PROJECT: GERMAN EDUCATIONAL INSTITUTION



360° Start-Up  
Relaunch by SAVI



Logo, Web, and Essential  
Brand Materials



Discovery & Brand  
Alignment & Multilingual  
Strategy



Concept Development &  
Digital Strategy

## CLIENT

Institut für Business Coaching & Mentaltraining ([www.mentaltraining-kiel.com](http://www.mentaltraining-kiel.com)) – A German educational institution focused on digital learning solutions, seeking a full brand transformation. +100% Growth in Customer Base Nationwide Expansion beyond the headquarters in Germany.



## WORK

Comprehensive Business Concept BY SAVI – Developed a structured approach for digital expansion.



Marketing & Communication Strategy – Full responsibility for the company's brand image, products, and services.



Corporate Identity (CI) & Corporate Design (CD) – Created a cohesive visual and messaging framework.



Logo, Web, and Essential Brand Materials – Crafted all assets to establish a strong digital presence.



Social Media & Advertising Campaigns – Built a marketing funnel to reach and engage the target audience.



Multilingual Strategy – Content and campaign translation in different languages



# PROJECT: INNOVATIVE COFFEE SHOP – CAFÉ MENTAL



360° Business  
Launch by SAVI



Strong Brand Identity &  
Customer Engagement



360° Brand & Experience Development –  
Integrating branding, interior, and  
customer journey design.



Conceptualization & Ideation –  
Transforming an idea into a full-scale  
business launch.

## CLIENT

Café Mental ([www.cafe-mental.de](http://www.cafe-mental.de)) – is a start-up coffee shop with a unique concept that combines healthy food to promote emotional well-being and mental health. a full-scale brand and business launch. Successful Business Launch & Market Entry

## WORK



Comprehensive Business Concept by SAVI – Developed a structured approach tailored to two exclusive target groups.



Corporate Identity (CI) & Corporate Design (CD) – Created a strong, recognizable brand identity.



Logo, Web, and Essential Brand Materials – Designed all assets for a cohesive brand presence.



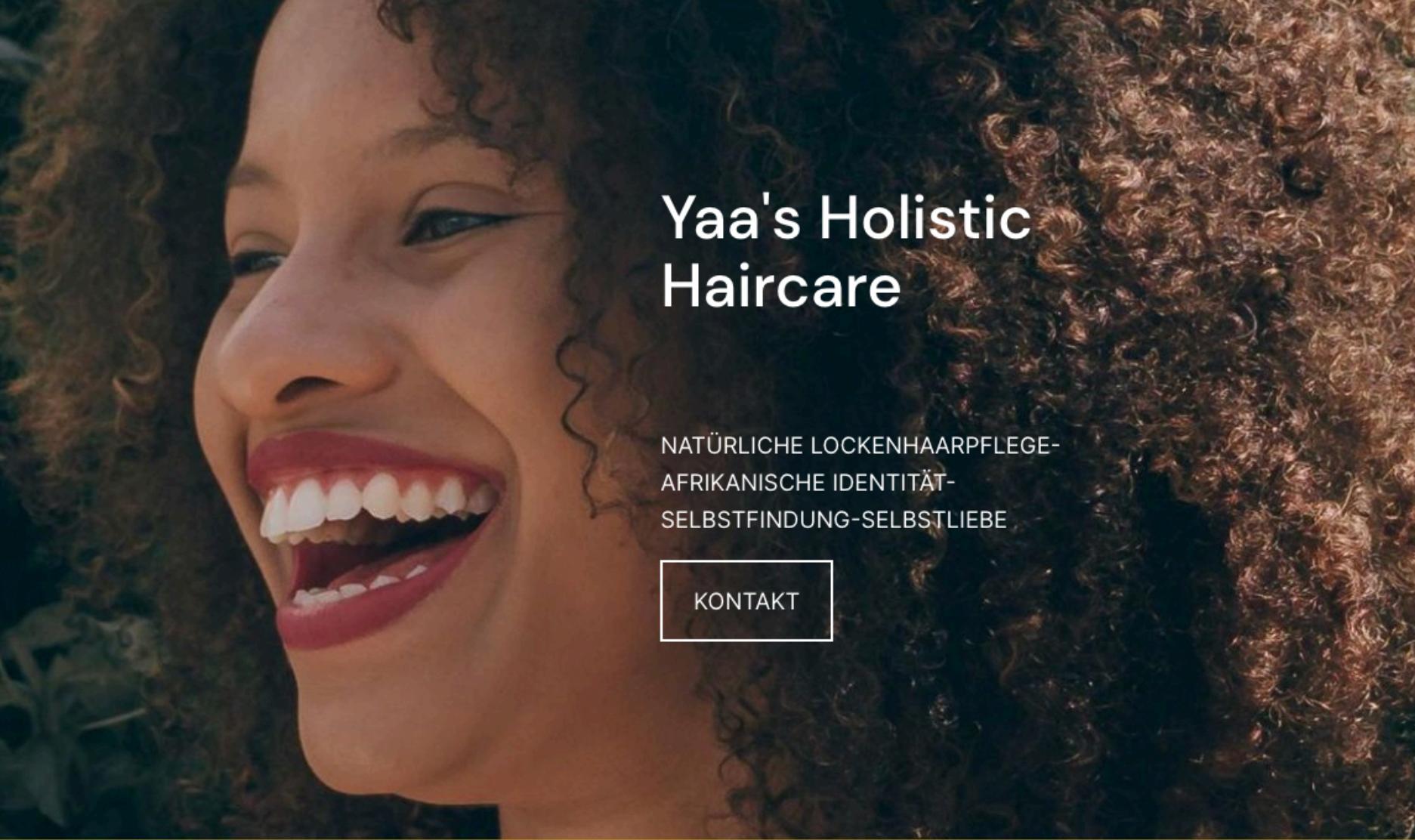
Interior & Experience Design – Crafted an atmosphere that reflects the brand's vision and identity.



Menu Development & Event Planning – Aligned product offerings with the brand's positioning.



Marketing & Launch Strategy – Built a customer engagement funnel for a successful market entry.



"Hair is like a portal into our souls and so much of our identity, especially as black women, is connected to our hair because of how the world sees us."

– Tracee Ellis Ross –



# PROJECT: HOLISTIC HAIRCARE BRAND – YAAHOHA



Entrepreneurship Program



Web Design



1:1 Coaching Sessions



Concept development & marketing strategy

## CLIENT

YaaHoHa ([www.yahooha.com](http://www.yahooha.com)) – A holistic haircare company seeking a structured business development approach and a strong online presence.

## WORK



Comprehensive Business Concept Development:  
Accompanied client with 1:1 business sessions and mental training tasks to develop a comprehensive business concept to establish a clear brand vision.



Guided client to design and implement a strategic marketing plan tailored to the target audience.



Created a custom website that reflects the brand's identity and values.



Mental Training Exercises: Provided tailored tasks to address emotional and mental barriers, fostering resilience and clarity in their entrepreneurial journey.

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# SANN CONCEPTS

## *Bauimpulse & Ganzheitliche Lebenst(räume)*

by Susann Kathleen Altner

KONTAKT

# PROJECT: CONSTRUCTION ENGINEER & LIVING SPACES BRAND – SANNCONCEPTS



Entrepreneurship  
Program



Web Design



1:1 Coaching Sessions



Concept development

## CLIENT

SANN concepts: [www.sann-concepts.com](http://www.sann-concepts.com). A brand that harmoniously blends traditional construction wisdom with contemporary integrative principles to craft personalized and balanced living spaces.

## WORK



Comprehensive Business Concept Development:

Accompanied client with 1:1 business sessions and mentaltraining tasks to develope a comprehensive business concept to establish a clear brand vision.



Created a custom website that reflects the brand's identity and values.



Offered continuous guidance through personalized coaching sessions, incorporating self-reflection tasks to facilitate goal setting and strategic planning.



## SUSANN ALTNER

I am truly grateful for your wonderful support throughout my journey of starting my own business. Captivated by your incredible empathy and your ability to ask the right questions at exactly the right moment, I felt like I was riding a wave—soaring through peaks of inspiration and diving into depths of reflection—always carried by the trust that I would reach the shore and the full realization of my business idea.



## JENNIFER EGGER

With her empathy and professionalism, Sara asked exactly the right questions to unlock my potential, and for that, I am truly grateful. Her open and courteous manner made me feel comfortable at all times. If you're looking for competent, eye-level guidance, Sara is the perfect choice!"



## CLAUDIA MILBERG

She guided me through the process with professionalism, care, and warmth. Thanks to her, my once unclear vision became crystal clear, my core ideas were well-defined, and my understanding of effective marketing significantly improved. Sara's coaching has led me to develop a unique venture—an exciting business idea that will carry me through the years ahead. She also designed a beautiful logo that everyone I collaborate with absolutely loves. I am deeply grateful to Sara for her dedication, patience, and sensitivity in her guidance!

our definition

# AESTHETIC

aesthetic goes beyond visual appeal and strategy;  
it's about expressing your brand's true essence and values in a way that  
evokes meaningful experiences for your audience.

aesthetic is the way something resonates on an emotional  
or intellectual level, creating a meaningful impact

it is the expression of your personal values  
through the right words and design.



*„I believe that the fear one feels when standing at the edge is,  
actually a deep desire to spread the wings and to fly.“*

*„Isabel Abedi“*

# ABOUT THE AGENCY

At SAVI - concept & design, we create aesthetic brands.

SAVI guides you from your initial vision to the creative realization of your brand. Whether you're looking for a sparring partner on your path to self-employment, aiming to launch a new product, or rebranding, our services cover concept development, strategy, branding, and design.

We also offer personalized 1:1 sessions to not only strengthen your profile but also create an authentic personal brand.

International availability.

Services in English, German, Spanish,  
Italian, Persian (Farsi)



# CONTACT

SARA MOUSAVI

CONNECT ONLINE OR IN PERSON  
IN MÁLAGA, MADRID,  
DÜSSELDORF, FRANKFURT OR KIEL.

+49 / 151 15 400 200

Connect online or in person

in Málaga, Madrid, Düsseldorf, Frankfurt, Kiel.

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BRANDING AGENCY  
& DESIGN

NEW BUSINESS  
CONCEPT  
DEVELOPMENT

Marketing Strategy  
Branding & Design

FOR START-UPS &  
ENTREPRENEURS

1:1 SESSION  
PERSONAL BRANDING

