

EQUA SERVICES GUIDE

FAO

EQUA Studio
CEO & Artist

Email: info@equastudio.ch
Phone: +41 (0) 79 796 07 99
Address: Switzrland

Instagram @equastudio.ch
Facebook @equastudio.ch
Pinterest @equastudio.ch

Art & Operation Rea Collins
For Modern brands only.

- 1.0

2.0

3.0

4.0

5.0

6.0

7.0

8.0
- About Equa Studio

• Process

• Value Proposition

• Packages

• Client Responsibilities

• FAQ

• Next Steps

• Contact



I build artistic worlds.



I deliver exceptional content solutions that empower businesses to grow. With years of experience as digital industry leader around the world.

EQUA STUDIO is an independent creative direction and visual culture studio based in Switzerland.

I create editorial content, campaign systems and digital storytelling for modern brands seeking stronger cultural relevance and sharper aesthetic positioning. My work combines cinematic imagery, strategic visual thinking and contemporary storytelling to build identities that feel timeless, intentional and emotionally resonant.

I do not create content for volume.

I create visual systems designed to elevate perception long-term.

Process

Limited collaborations.
Long-term creative consistency.
EQUA STUDIO works selectively with brands seeking emotionally resonant and visually intentional digital experiences. Each collaboration combines creative direction, visual storytelling, strategic positioning, and sensory aesthetics to strengthen perception, desirability, and long-term audience connection.

Deliverables	Creative Direction	A structured set of questions to uncover your brand’s vision, values, and market position.
	Brand Positioning	A deep dive into industry competitors to identify opportunities for differentiation.
	Visual Storytelling	Detailed personas outlining customer demographics, behaviors, and motivations.
	Moodboards & References	A curated visual direction that sets the tone for your brand’s identity and creative execution
	Content Production	Editorial photography, video direction, campaigns, short-form media, and immersive digital assets.
	Digital Presence	Multi-platform adaptation for Instagram, TikTok, Pinterest, LinkedIn, websites, and campaigns.
	Experience Optimization	Refinement of visual consistency, user perception, engagement flow, and online brand coherence.



Value Proposition



1.1 AMEA swim wear campaign

1 Creative Direction

EQUA STUDIO develops visually refined and strategically positioned digital experiences designed to strengthen perception, audience engagement, and long-term brand desirability. By combining creative direction, visual storytelling, and cultural positioning, each project is built to feel emotionally resonant while remaining commercially relevant.

Stronger positioning, elevated perception, and increased digital credibility.

2 Cohesive Presence

From websites and campaigns to social media ecosystems and editorial content, EQUA STUDIO ensures visual consistency and narrative coherence across every digital touchpoint. The objective is to create a recognizable and immersive brand universe that builds trust, loyalty, and audience retention over time.

Consistent branding, stronger audience recognition, and improved customer connection.

3 Tailored Solutions

Every collaboration is adapted according to the market, audience behavior, industry positioning, and long-term business objectives of the client. Whether working with hospitality, wellness, fashion, lifestyle, real estate, or cultural brands, EQUA STUDIO creates flexible creative systems designed to support both local relevance and international visibility.

Scalable digital presence, premium positioning, and stronger market differentiation.

Packages Offered

Minimum

Includes:	— Direction & Strategy — Visual Production — Post-Production & Experience — Digital Presence
Price:	CHF 2,000/month Contract duration of 6 months fix
Goal	Consistent digital presence & regular content
Monthly Hours:	12–18 creative hours
Creative Scope:	Ideal for brands seeking a refined and coherent digital presence through consistent visual content and foundational strategic direction.
ROI Potential:	Improved brand perception, stronger digital consistency, increased audience trust, and elevated online credibility.

Medium

Includes:	— Advanced Creative Strategy — Editorial Content Production — Campaign Direction — Premium Visual Identity — Multi-platform Optimization
Price:	CHF 5,500/month Contract duration of 4 months fix
Goal	Premium brand image development & national content strategy
Monthly Hours:	35–50 creative hours
Creative Scope:	Designed for brands looking to elevate perception, strengthen positioning, and establish a premium editorial identity across digital platforms.
ROI Potential:	Higher audience engagement, stronger customer retention, increased premium positioning, and improved conversion through elevated visual desirability.

Maximum

Includes:	— Full Creative Direction — Sensory Brand Development — Campaign Creation — Immersive Visual Storytelling — Long-Term Brand Evolution — Strategic Creative Partnership
Price:	CHF 7,000/month Custom engagement
Goal	Intensive creative support & international campaigns
Monthly Hours:	60+ creative hours
Creative Scope:	An immersive collaboration tailored for brands requiring complete artistic direction, high-level strategic positioning, and ongoing visual evolution.
ROI Potential:	Long-term brand equity growth, elevated market perception, increased customer loyalty, premium audience attraction, and stronger digital authority.

POSITIONING/global marking



1.1 Maison LM architectes

EQUA Studio operates as a highly selective artistic direction structure.

Creative Direction & Brand Positioning

Development of refined visual identities and strategic digital positioning designed to strengthen audience perception and premium market presence.

Editorial & Cinematic Content Systems

Creation of emotionally engaging campaigns, visual storytelling, and cinematic content adapted across websites, social platforms, and digital ecosystems.

Multi-Platform Digital Presence

Building coherent visual experiences across Instagram, TikTok, LinkedIn, Pinterest, websites, and advertising campaigns to ensure consistency and audience retention.

Swiss & International Market Adaptation

Creative systems tailored to industry standards, audience behavior, and cultural positioning across local and international markets.

Testimonials in English



1.1 LUVIYO yoga matt

Martha Kane Luviyo & MRSEY Marketing Executive

Everything about working with Rea at Equa has been a complete joy. She has a very calming, friendly, reassuring presence and truly cares about understanding a brand. Her communication throughout the project for our yoga brand was second to none and hearing from her always brightened my day a little bit. It really comes across how much she cares about her business and her customers and she really went the extra mile for us. Thank you so, so much! It's been a pleasure working with you!

Project
Media
Dates

New Yoga matt vampaigns
Design and Social2025

Testimonials in French



Irina Miric Agua De Oro High end jewelry Sales

J’ai eu la chance de collaborer avec EQUA STUDIO dans le cadre de mon activité professionnelle, et je ne peux que saluer leur sens aigu de l’excellence. Leur expertise se manifeste aussi bien dans la qualité des contenus réalisés que dans la pertinence de leurs conseils. Une véritable référence dans leur domaine. Je tiens à adresser un remerciement tout particulier à Rea, dont la justesse d’analyse, la bienveillance et le professionnalisme font toute la différence.

Project
Media
Dates

Branding and Strategy
Design and Soc2025

Testimonials in German



Stephanie Krebs Ceramist Founder & Creative artisan

Rea von EQUA STUDIO war bereits zum zweiten Mal bei mir im Studio und ich bin absolut begeistert. Sie ist eine sehr professionelle, kompetente und herzliche Fotografin mit einem grossartigen Gespür für Details und Stimmung. Die Organisation war von Anfang an top, von der Vorbereitung über das Shooting bis zur Nachbearbeitung. Neben den wunderschönen Fotos hat sie mir auch ein super schönes Video zusammengestellt, das meine Arbeit und das Studio perfekt widerspiegelt. Die Zusammenarbeit war super angenehm und unkompliziert, ich kann Rea von Herzen weiterempfehlen!

Project
Media
Dates

Web & Social medias content
Instagram / Facebook / Website
2025

1.1 Ceramics in the sand

Client Responsibilities

Timely feedback on drafts

Your input is crucial to refining designs, messaging, and strategy. We'll send you draft versions of your project at key milestones, and timely feedback ensures we stay on schedule.

- What You Need to Do:
- Review drafts carefully, provide clear feedback, and communicate any necessary changes within the agreed timeframe.
 - Why It's Important: Delays in feedback can extend the project timeline and affect other deliverables.

Access to branding assets

To maintain consistency in your brand identity, we may require access to certain files and materials.

- What You Need to Provide:
- Logo files (AI, EPS, PNG, or SVG format)
 - Brand guidelines (if available)
 - Approved color palettes and typography styles
 - High-resolution images or photography for use in the project
 - Why It's Important: Without these assets, we may need to create placeholders or delay final designs until the correct materials are received.

A completed questionnaire

Before we begin, we'll ask you to fill out a detailed project questionnaire to help us understand your brand, goals, and vision.

- What You Need to Do:
- Provide thoughtful, complete answers to help us tailor our approach to your needs.
 - Why It's Important: The questionnaire helps us align with your expectations and ensures we deliver a strategy that fits your brand's objectives.

Timely Payment of Invoices

To maintain workflow and meet deadlines, we require that payments be made according to the agreed terms.

- What You Need to Do:
- Process invoices on time and adhere to the payment schedule outlined in the contract.
 - Why It's Important: Late payments can disrupt workflow, delay project milestones, and impact overall timelines.

Guarantees & Support

Revision Policies

We offer a structured revision process to ensure the final deliverables meet your expectations.

- What We Provide:
- A set number of revision rounds (specified in the contract).
 - Clear communication on what can be adjusted during each round.
 - Opportunities to refine designs, copy, or strategic elements before finalization.
 - Why It’s Important: This ensures the project remains on schedule while allowing for necessary refinements without scope creep.

Post-Launch Support

We don’t just deliver a final product—we offer support to help you transition smoothly after launch.

- What We Provide:
- A set period of complimentary post-launch assistance (e.g., 7, 14, or 30 days).
 - Minor adjustments or troubleshooting during the support window.
 - Guidance on how to use and maintain the final deliverables.
 - Why It’s Important: This ensures you feel confident using your new assets, whether it’s a website, content strategy, or brand guidelines.

Maintenance Packages

For ongoing support, we offer extended maintenance and updates tailored to your needs.

- What We Provide:
- Ongoing website updates, bug fixes, and content adjustments.
 - Continued social media or content strategy support.
 - Monthly or quarterly brand check-ins to ensure alignment with evolving goals.
 - Why It’s Important: Your brand and content should evolve over time, and regular maintenance ensures long-term success without disruption.

Quality Assurance

We stand behind our work and guarantee high standards across all deliverables.

- What We Provide:
- Thorough quality control before final delivery.
 - Testing for functionality (for digital assets like websites or interactive documents).
 - Attention to detail in design, messaging, and branding consistency.
 - Why It’s Important: This ensures your final product meets professional standards and functions flawlessly in real-world applications.

CONTACT

LET’S MAKE BEAUTIFUL THINGS TOGETHER

Mail: info@equastudio.ch

Tel: +41 (0) 79 796 07 99

