



Cultivate



Partner with a studio that cares as much about your bottom line as your aesthetic.

Hi, I'm Victoria, Founder of Cultivate Studio. With over 16 years of experience across 8 countries and 4 continents, I don't just design logos; I build brand systems that work hard.

When we work together, you're not just hiring a designer. You're gaining a Creative Director, Brand Strategist, and a dedicated thought partner. My mission is to be the catalyst for your next level of growth, helping you 10x your impact while building a business that supports the life you love.

I have a unique ability to take the "big ideas" in your head and translate them into a cohesive guest experience that converts.



Design is a commercial tool, not just decoration.

We don't just build logos. We build brand systems that work hard to turn hospitality spaces into destinations. Through strategic positioning and guest-focused design, we help you stand out in a saturated market, attract loyal guests, and drive measurable revenue.

Every touchpoint, from your signage to your digital presence, is intentionally crafted to communicate your property's story clearly. This focus turns first-time visitors into repeat guests. By combining strategy with high-impact execution, we future-proof your business and create a brand that guests want to talk about, share, and return to.

Simple 4-Step Process

We don't do shortcuts or unnecessary complexity.

We do thoughtful branding that delivers results.



We start by understanding your business, your guests, and your goals.



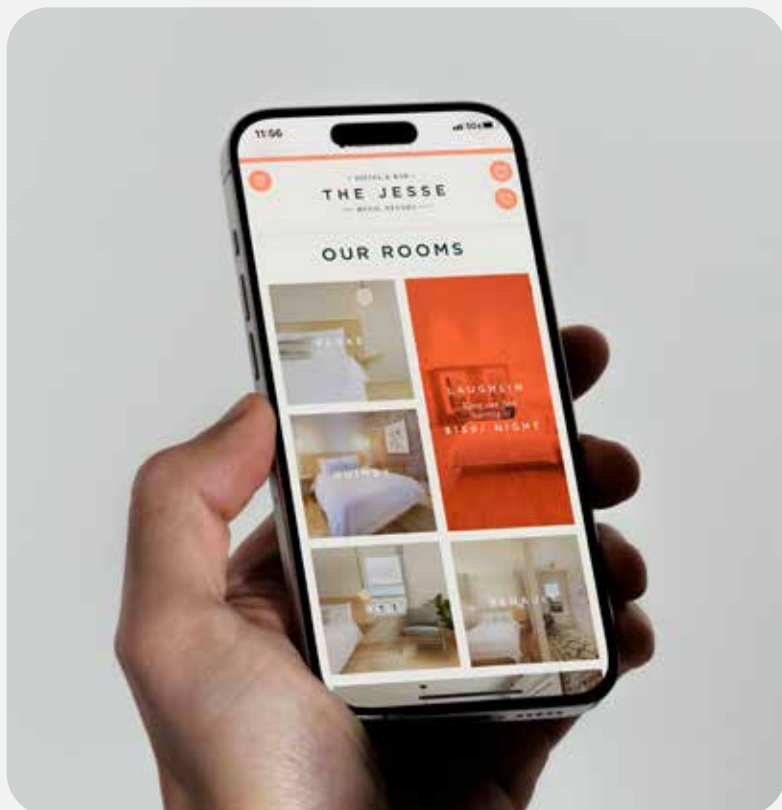
We define your positioning, story, and the brand direction that will set you apart.



We build the visual identity and apply it across every touchpoint, from signage to digital.



We support the rollout and make sure your brand works in the real world.



Brands That Become Local Legends

The Jesse Hotel & Bar:

Created a high-design identity that balanced history with modern hospitality, resulting in international press and instant recognition.

“Cultivate understood exactly what The Jesse needed to be — a brand that felt like it had always been part of this building. The identity they created works across the hotel, the bar, and our connected venues. It’s given us something our guests and community recognise and connect with instantly.”



Dumpling Queen:

Used design as a commercial tool to sell the experience before guests even taste the food, transforming a simple concept into a go-to destination.

“Cultivate gave Dumpling Queen an identity that made people curious before they’d even tried the food. The brand does so much of the marketing for us — people see the signage, the packaging, the Airstream, and they’re already sold. It’s made growing this concept so much easier.”



Reno Sauna Club:

Transformed an unused, low-value space into a fully booked, standalone wellness destination and revenue driver.

“Working with Cultivate on Reno Sauna Club gave us a brand that’s become a destination in its own right. Victoria saw the potential of the space before we fully did, and the identity she created has allowed us to attract a completely new audience. It’s become one of our strongest revenue drivers.”



Services

Design is a Commercial Tool. Choose Your Impact.

Hospitality is competitive, and price shouldn't be your only way to compete. These tiers are designed to give you a clear sense of how we can scale our partnership to fit your vision.

DRIVE-THRU : The Fast-Track Essential	£2800	1-2 Weeks
SNACK PACK : The Strategic Identity	£5390	2-4 Weeks
PICNIC : The Full Launch Rollout	£8830	4-6 Weeks
ALL OUT FEAST : The Comprehensive Partnership	£3200	Retainer Min 6 Months

Drive-Thru

The Fast-Track Essential

Best for: Founders with a clear vision who need to get to market quickly.

Focus: Speed and foundational impact.

Launch your hospitality concept with speed and professional clarity. This package delivers the essential visual toolkit you need to open your doors and start building recognition in just two weeks.

What's Included;

- Brand brainstorm questionnaire
- 1 x 2 hour strategy call
- 1 type-based logo
- Core color palette
- Font hierarchy
- 5 x social media templates
- 3 x brand applications of your choice (example: menu, coaster, merchandise)

£2800

2 weeks



Snack Pack

The Strategic Identity

Best for: Businesses that refuse to blend in and need a brand that works harder from day one.

Focus: Deep strategy and custom presence.

Go beyond the basics with a deeper dive into your brand strategy and a full custom visual suite. We create unique brand assets, including custom iconography and signage management, to ensure your venue becomes a distinctive local legend.

What's Included;

- Everything in Drive-Thru plus;
- In-depth brand strategy
- Full brand suite (up to 3 concepts)
- Custom iconography or pattern
- Photoshoot creative direction
- 3 x extra brand applications/packaging designs (x6 total)
- signage design and production management

£5390

2-4 Weeks



Picnic

The Full Launch Rollout

Best for: Larger venues or developments requiring a comprehensive, multi-touchpoint launch.

Focus: Complete guest journey and digital presence.

The full guest experience, designed and delivered. This tier provides every touchpoint you need to launch with impact, including a complete set of physical collateral and a high-conversion digital presence to drive bookings from the start.

What's Included;

- Everything in Snack Pack plus;
- Business cards (x2 designs)
- Coasters (x3 designs)
- Posters (x6) and wall layout
- Packaging applications (x2 designs)
- Menu templates (x2)
- Single long scroll website landing page

£8830

4-6 Weeks



All Out Feast

The Comprehensive Partnership

Best for: Scaling businesses and larger developments that need a dedicated creative thought partner.

Focus: Long-term advisory and digital growth.

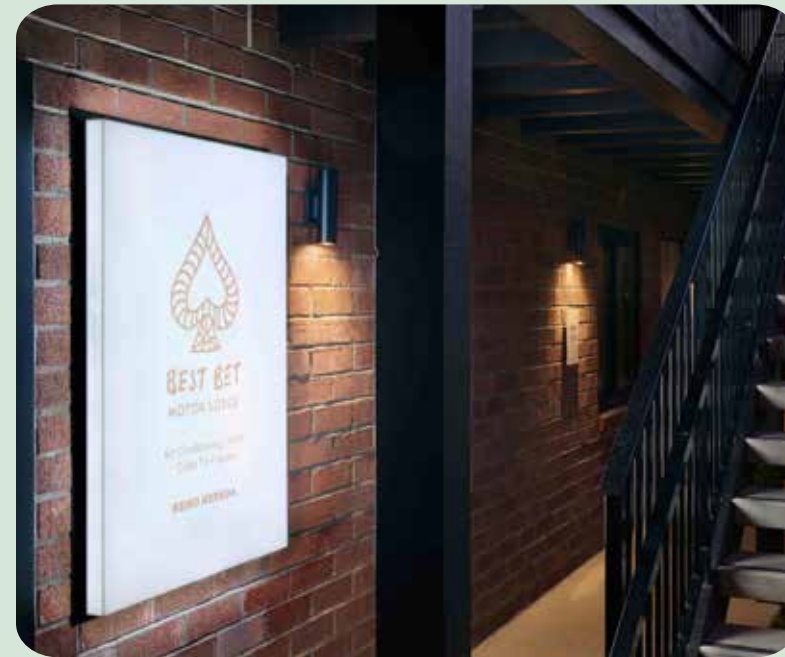
A collaborative, long-term partnership where we act as your external Creative Director and Brand Strategist. We manage complex developments, robust digital user experiences, and ongoing brand evolution to ensure your business continues to scale.

What's Included;

- Everything in Picnic plus;
- Complete customisation for your deliverables
- This could include scaling your digital presence into a robust, conversion-led digital space focused on UX and the guest journey.

£3200 p/m

6m Retainer



Brands That Become Local Legends

Best Bet Motor Lodge:

Developed a playful "21" narrative that drove record occupancy rates and created a photo-worthy guest journey.

"Cultivate has been our creative partner across multiple ventures now, and the standard they bring is international-level. The Best Bet brand they built gave us something guests genuinely connect with. People photograph the playing cards, keep the key tags, and tell their friends. That's the kind of branding that pays for itself."



Estella Tacos Y Mezcal Restaurant:

Designed a distinctive brand that maintains its own personality while connecting seamlessly to its wider venue.

"Cultivate created a brand for Estella that feels completely its own, while still connecting to our wider family of venues. Guests move between The Jesse and Estella seamlessly, and the design is a big reason why. It just works."



Play HK Night Club:

Developed the "Go Wild" concept and iconic red panda motif to create a visual language that supports endless branded events.

"Cultivate gave Play an identity that became bigger than any single night. The 'Go Wild' concept and the red panda motif gave us a visual language we could build endless events around while always feeling on-brand. It's become iconic in Hong Kong's nightlife scene."



Ready to build a brand your guests won't forget?

Whether you're launching something new or refreshing an underperforming space, it starts with a conversation.

Book a free 30-minute consultation. We'll talk through your vision, your challenges, and whether Cultivate is the right partner to help you unlock your property's potential.

► Let's talk about what your brand could become

