



STUDIO SERVICES DECK

STRATEGY. DESIGN. EXPERIENCE.

We help hospitality and lifestyle brands create memorable experiences through thoughtful strategy, beautiful design and meaningful storytelling.

WELCOME

We build brands people remember.

Concept Room is a creative consultancy specialising in hospitality, experience-led brands.

From restaurants and cafés to hotels, retail concepts and personal brands, we combine strategy, design and storytelling to create businesses that stand out and scale with confidence.

Our work goes beyond aesthetics.

We build brands with purpose — brands that connect, inspire and grow.



WHAT WE DO



BRAND STRATEGY & CONCEPT DEVELOPMENT

Laying the foundation with clarity, insight and purpose.



VISUAL IDENTITY & BRANDING

Creating distinctive brands that feel cohesive across every touchpoint.



MENU DESIGN & ENGINEERING

Designed to improve both guest experience and profitability.



INTERIOR & EXPERIENCE DESIGN

Creating spaces that reflect your brand and improve customer flow.



SOCIAL MEDIA & CONTENT

Helping brands show up consistently and professionally online.



WEBSITE DESIGN & DIGITAL PRESENCE

Your brand's online home.



BRAND STRATEGY & CONCEPT DEVELOPMENT

For businesses at the idea stage or brands ready to reposition.

- Brand positioning
- Naming & concept development
- Audience profiling
- Competitor analysis
- Brand architecture
- Offer development
- Customer experience planning
- Brand voice development





VISUAL IDENTITY & BRANDING

Creating distinctive brands that feel cohesive across every touchpoint.

- Logo design
- Visual identity systems
- Colour palette development
- Typography selection
- Brand guidelines
- Packaging concepts
- Brand collateral
- Signage direction





MENU DESIGN & ENGINEERING

Designed to improve both guest experience and profitability.

- Menu engineering
- Pricing psychology
- Menu layout design
- Print-ready artwork
- Product organisation
- Restaurant and café menu systems





INTERIOR & EXPERIENCE DESIGN

Creating spaces that reflect your brand and improve customer flow.

- Concept direction
- Interior moodboards
- Material and finish recommendations
- Space planning guidance
- Guest journey design
- Signage concepts
- Styling direction





SOCIAL MEDIA & CONTENT

Helping brands show up consistently and professionally online.

- Instagram optimisation
- Social media strategy
- Feed design
- Highlight systems
- Content templates
- Launch campaigns
- Creative direction
- Content planning





WEBSITE DESIGN & DIGITAL PRESENCE

Your brand's online home.

- Website design
- Landing pages
- Mobile optimisation
- Basic copy structure
- Domain setup
- Google Workspace setup
- Customer journey optimisation



STANDALONE SERVICES

Not every business needs a full brand transformation. Our standalone services are designed for businesses looking for focused support in a specific area while maintaining the same strategic and design-led approach.

WEBSITE BUILD & SETUP

Starting from \$2,000 XCD

Perfect for businesses needing a professional online presence.

- 1-3 page website (e-commerce available)
- Mobile optimisation
- Website structure & layout
- Basic copy organisation
- Domain connection & setup
- Google Workspace setup
- Contact forms & integrations

LOGO CREATION

Starting from \$800 XCD

For businesses requiring a refined visual starting point.

- Primary logo design
- Secondary logo variation
- Basic colour palette
- Logo files for digital and print use

INSTAGRAM SETUP

Starting from \$1,200 XCD

Create a cohesive and professional social media presence.

- Profile optimisation
- Bio refinement
- Highlight cover design
- Feed direction
- 6-9 branded templates
- Content guidance

MENU DESIGN & ENGINEERING

Starting from \$1,500 XCD

Designed to improve both presentation and profitability.

- Menu redesign
- Menu engineering
- Layout design
- Typography selection
- Pricing structure guidance
- Print-ready files

BRAND AUDIT

Starting from \$900 XCD

A comprehensive review of your current brand presence.

- Instagram audit
- Visual identity assessment
- Customer perception review
- Competitor observations
- Strategic recommendations
- Action plan for improvement

Need something custom?

Every business is different. We regularly create bespoke packages combining branding, menus, interiors, websites, social media, and launch support tailored to your specific goals.

WHO WE WORK WITH

- Restaurants
- Cafés
- Bars
- Hotels
- Beach Clubs
- Retail Brands
- Product-Based Businesses
- Personal Brands
- Creators & Influencers

Ready to build a brand people remember?

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Let's create something great together.

