

For thoughtful founders building brands with intention

We specialize in branding and packaging for product-based businesses where craft, story, and experience matter.

FIND OUT HOW WE CAN WORK TOGETHER →

Fictorium

Our Approach

We believe strong brands are built with intention, grounded in strategy, crafted with care, and designed to grow alongside the businesses behind them.

Every project begins with clarity and is shaped by thoughtful decision-making rather than trends.







Who We Work With

We partner with founders and teams building product-based brands, including e-commerce businesses, cafés, and lifestyle companies. Our clients value quality, story, and collaboration, and are ready to invest in design that supports long-term growth.

We're a good fit if you're looking for a strategic partner, not just visual execution.



OUR MISSION

To create thoughtful brand and packaging systems that help product-based businesses communicate clearly and grow with confidence.

What We've Built

A glimpse into recent projects and the impact thoughtful branding can have across product, packaging, and digital experiences.

TAKE A LOOK →







We created a playful, personality-driven brand identity and packaging system for Jooks on You, a pop-up restaurant brand. Through expressive typography, bold colors, and whimsical illustrations, we brought a fresh, unexpected perspective to the category.

This project was recognized with a 2026 Dieline Award.

SERVICES

+ BRAND IDENTITY
+ PACKAGING
+ ILLUSTRATION

We created an energetic, illustration driven brand system for *Onward Coffee* that captures momentum and purpose, using bold characters and a vibrant color palette to make the brand feel motivating, memorable, and full of movement.

This project was later featured on The Dieline.



SERVICES

+ BRAND IDENTITY
+ PACKAGING
+ ILLUSTRATION





We explored a warm, editorial identity for a personalized wellness brand, *Olura*, showcasing how thoughtful branding can support clarity and trust in a crowded market. This is a self-initiated brand and packaging concept.

SERVICES

+ BRAND IDENTITY
+ PACKAGING
+ ILLUSTRATION





Why Fictorium

STRATEGY FIRST, ALWAYS 1

Every project begins with clarity. We don’t design in isolation. We ground every decision in your goals, audience, and long-term vision so your brand isn’t just beautiful, but purposeful.

THOUGHTFUL CRAFT 2

From typography to packaging details, every element is considered. We care deeply about the small decisions that shape how your brand is experienced on shelf, online, and in real life.

A TRUE CREATIVE PARTNER 3

We work collaboratively and transparently. You’re not handed something and sent away, but you’re guided through a thoughtful process that feels clear, supportive, and human from start to finish.

Working Together

These offerings are designed to meet you where you are, whether you're just beginning or ready to grow. Each package is thoughtfully structured to help product-based brands build clarity, confidence, and a cohesive visual presence.

FIND YOUR STARTING POINT →



PACKAGE 01

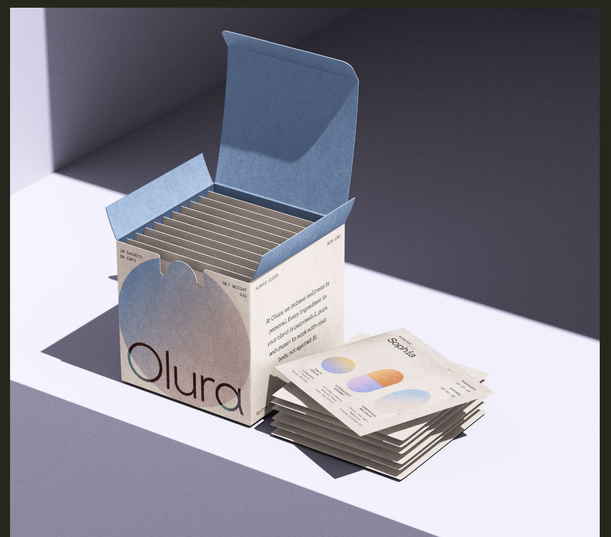
Signature

BRAND STRATEGY
BRAND IDENTITY
PACKAGING DESIGN









For product-based brands ready to launch or level up with a cohesive system across brand and packaging.

THIS PACKAGE WORKS BEST IF

- ✓ You have a clear product or service direction
- ✓ Your business name is confirmed (or close)
- ✓ Your product copy is finalized for up to 5 SKUs
- ✓ Your packaging formats and dimensions are confirmed
- ✓ You're ready to collaborate and give timely feedback
- ✓ You can commit to the project process

Final pricing and deliverables are tailored to each project and confirmed after our intro call. All projects are split into payment plans and invoiced in USD.

INCLUDES

- Brand Strategy Foundation
- Logo Suite
- Color Palette & Typography
- Supporting Brand Elements
- Brand Guidelines
- Packaging design for initial product line
- Production-ready packaging files

STARTING AT

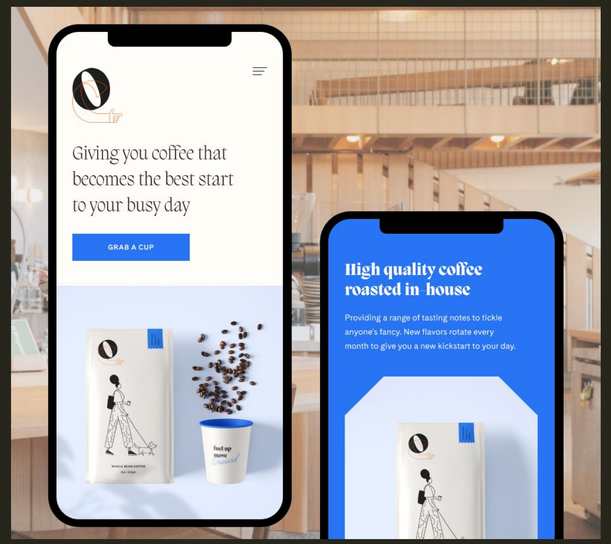
$12,000

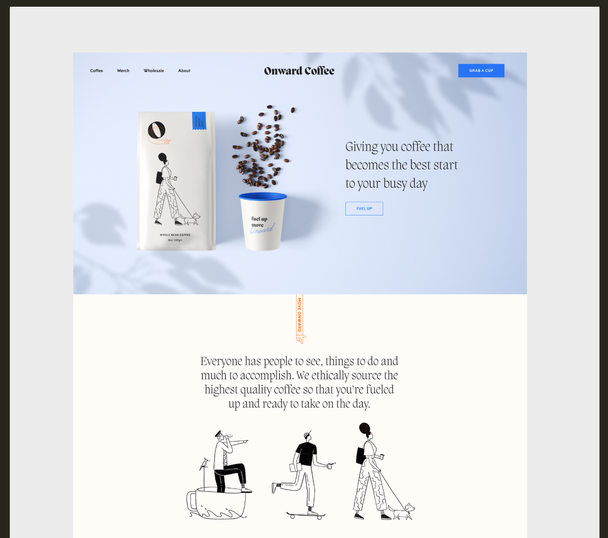
PACKAGE 02

Premium

BRAND STRATEGY
BRAND IDENTITY
PACKAGING DESIGN
WEB DESIGN









For product-based brands ready to launch or grow with a fully cohesive system across brand, packaging, and digital.

THIS PACKAGE WORKS BEST IF

- ✓ You have a clear product or service direction
- ✓ Your business name is confirmed (or close)
- ✓ Your domain name is purchased or selected
- ✓ Your product copy is finalized for up to 5 SKUs
- ✓ Your packaging formats and dimensions are confirmed
- ✓ You're ready to collaborate and give timely feedback
- ✓ You can commit to the project process

Final pricing and deliverables are tailored to each project and confirmed after our intro call. All projects are split into payment plans and invoiced in USD.

INCLUDES

- Signature Package
- Packaging design for initial product line
- Production-ready packaging files
- Custom Shopify website design
- Core page layouts and styling
- Mobile-responsive design

STARTING AT

$20,000

PACKAGE 03

Essentials

BRAND STRATEGY
BRAND IDENTITY



Designed for businesses ready to clarify their vision and establish a cohesive brand system, without jumping into packaging or web just yet.

THIS PACKAGE WORKS BEST IF

- ✓ You have a clear product or service direction
- ✓ Your business name is confirmed (or close)
- ✓ You're ready to collaborate and give timely feedback
- ✓ You can commit to a consistent project process

Final pricing and deliverables are tailored to each project and confirmed after our intro call. All projects are split into payment plans and invoiced in USD.

INCLUDES

- Brand Strategy Foundation
- Logo Suite
- Color Palette & Typography
- Supporting Brand Elements
- Brand Guidelines

STARTING AT

$6,000

PACKAGE 04

Brand Foundations

BRAND STRATEGY



For founders who need clarity and direction before investing in brand identity, packaging, or web design.

THIS PACKAGE WORKS BEST IF

- ✓ You have a clear business or product idea, even if it's still evolving
- ✓ Your business name is confirmed (or close)
- ✓ You're looking for strategic clarity before moving into visual design
- ✓ You're ready to collaborate and give timely feedback
- ✓ You can commit to the project process

Final pricing and deliverables are tailored to each project and confirmed after our intro call. All projects are split into payment plans and invoiced in USD.

INCLUDES

- Brand positioning and differentiation
- Target audience definition
- Brand voice and messaging foundations
- Competitive and category insights
- Strategic creative direction

STARTING AT

$3,000





We see every project as a collaborative partnership. Our role is to guide the creative process with clarity and care, working closely with you to make thoughtful, well-informed decisions from start to finish.





Partner with Us

If one of these packages feels aligned, the next step is to schedule an intro call. We'll discuss your goals, timeline, and scope to ensure the right fit before moving forward.

INQUIRE NOW



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