

MEET

GOETHE

/gō-tā/

IN THE BUSINESS OF GREAT TASTE. DESIGN FOR EVERY STORY.

Goethe is a new-wave design studio dedicated to sculpting memorable brand experiences with data, strategy, and taste—especially taste.

Goethe was founded on an uncompromising commitment to design—where every decision is as strategic as it is beautiful.

As your single-source partner for branding across print, web, and digital platforms, we ensure every touchpoint is cohesive, compelling, and crafted with precision.

Rooted in academic insight, strategic foresight, and refined taste, Goethe is the partner that transforms ideas into impactful, enduring results.

AN OVERVIEW OF OUR SERVICES

Whether you're a startup, an individual, an institution, or an established brand, we provide adaptable, end-to-end services tailored to your needs.

From product launches to personal celebrations, we produce impactful digital experiences, print products, and creative solutions for every story.

FOR BUSINESSES

BRAND DESIGN

From logos to visual systems, we create cohesive branding that captures your essence and connects with your audience.

WEBSITE DESIGN AND DEVELOPMENT

From sleek, responsive websites to e-commerce platforms, we build digital homes that are as functional as they are beautiful.

ASSET DESIGN

Elevate your brand presence with professionally designed assets, including marketing materials, social media graphics, and sales collateral.

CREATIVE CONSULTING

Bring your ideas to life with expert guidance. Whether refining a concept or building a creative strategy from scratch, we partner with you to align your vision with your business goals, ensuring maximum impact.

ONGOING SUPPORT

Keep your brand polished and up-to-date with our flexible support services. From routine design updates to rolling out new campaigns, we're here to grow alongside you, ensuring every step is smooth and efficient.

FOR INDIVIDUALS

EVENT BRANDING

Celebrate in style with bespoke event branding and materials. Whether it's a wedding, birthday, or launch party, we design everything from invitations to decor elements, ensuring your event is one-of-a-kind.

PERSONAL CREATIVE PROJECTS

Bring your personal projects to life with beautifully crafted assets. From portfolios and presentations to personal branding materials, we create designs that reflect your unique style and story.

Female-founded and tech-driven, we bring over a decade of industry expertise to the table in performance-driven design for global e-commerce, publishing, and advertising brands.

Our boutique team and proprietary methods offer the agility you crave, with a focus that other creative agencies can't match.

MEET THE FOUNDERS

Through the union of our strategic and creative perspectives and Penn-Parsons backgrounds, we form a powerhouse pairing.

After spending over a decade creating performance-driven, personalized web and brand design for our Wunderkind clients, we're expanding our footprint.

With complementary skill sets and international reach, we built Goethe to bring our proven method to a broader audience.

BRIDGING CREATIVITY AND STRATEGY

Chief Executive Officer

ALEXA ACHKAR

Alexa previously served as Director of Design at Wunderkind, where she built and managed a global team of over 50 talented Designers, UX Engineers, and Copywriters.

Alexa's interdisciplinary background in human-centered design and consumer behavior, honed at the University of Pennsylvania prior to Wunderkind, shapes Goethe's strategic approach to storytelling.

TRANSFORMING VISION INTO IMPACT

Chief Product Officer

LULI PERALTA

As Director of Innovation at Wunderkind, Luli pushed the boundaries of design and technology, transforming conceptual ideas into highly engaging brand experiences.

Luli's forward-thinking design and e-commerce expertise, coupled with her Parsons School of Design education drive Goethe's bold, avant-garde aesthetic and culturally resonant brand narratives.

THE GOETHE EXPERIENCE

Above all, we are in the business of good taste.

We create outstanding work, not just because we understand contemporary branding, but because we pour passion and taste into every detail.

AS OUR CLIENT, YOU CAN EXPECT:

1 **RELIEF AND CLARITY**

From process to impact, we're here to demystify design so you understand exactly what to expect from working with us and how we'll drive value for your brand.

2 **EMPOWERMENT AND CONTROL**

You are in control of your investment and spend with Goethe. Our top priority is that you get your money's worth from partnering with us.

3 **TO BE PART OF THE CLUB**

A sense of belonging to our exclusive creative partnership. Moving forward, you have two fans and loyal supporters to your growth.

4 **DELIGHT AND GROWTH**

The joy of seeing design move the needle for your business as you scale.

OUR PACKAGES

THE BRAND EDIT

PRE-SEED ESSENTIALS

Provides the essential creative assets you need to position your brand for investment success.

CLASSIC

Provides all the key components needed to ensure your brand's visual identity not only resonates but also performs across all touch points.

EXTRA MILE

Builds on the Classic to cohesively define the intangible elements of your brand, such as your brand positioning, brand voice, and strategic activation ideas.

THE WEB EDIT

CONTENT-BASED

Includes design and development of a fully-functioning website crafted using a premier website builder, such as Squarespace, Wix, or Cargo.

ECOMMERCE

Offers a fully customized, hand-coded, website built from the ground up using a Content Management System, such as WordPress or Shopify.

THE CELEBRATION EDIT

ESSENTIALS

Includes logo design, itinerary design, and guest bag curation.

CLASSIC

Includes logo design, website design, itinerary design, and save the date design.

EXTRA MILE

A comprehensive suite including all à la carte celebration edit services for an unforgettable experience.

ADD-ON MENU

These services are designed to function as add-ons to any of our Brand Edit packages

THE BRAND EDIT

BRAND NAMING

Through linguistic analysis, consumer market research, domain availability checks and rigorous trademark verification, we craft a name that captures your essence, resonates with your audience, and lays the foundation for your brand's market success.

CUSTOM PITCH DECK

A fully customized 15-page presentation deck, meticulously crafted in partnership with you for a tailored use case. Each slide is thoughtfully designed, with tailored content and visuals expertly integrated to deliver a cohesive pitch and polished presentation that effectively communicates your message and captivates your audience.

PRESENTATION KIT

An editable presentation deck comprising 20 versatile slides designed in adherence to your brand guidelines. Including all the layouts and placeholder copy you'll need to seamlessly plug and play content to suit your specific requirements. From titles, content-rich slides for in-depth information, data visualization, and visual graphs and charts.

SOCIAL STARTER KIT

Elevate your social media strategy with a set of 10 customizable posts, perfect for Instagram or LinkedIn. Whether you're announcing a new hire, generating leads, promoting a product, or building brand awareness, these templates are engineered to boost engagement and complement your overall marketing efforts. Each post is customizable, allowing you to plug in your content seamlessly while maintaining a consistent, professional look that resonates with your audience.

EMAIL MARKETING KIT

Enhance your email marketing strategy with the Email Marketing Design Kit—a collection of 10 professionally crafted email templates. Perfect for product launches, promotions, newsletters, or nurturing leads, these designs are engineered to maximize impact and align with your brand's voice. Each template is fully customizable, allowing you to effortlessly plug in your content while maintaining a polished, cohesive look that captures your audience's attention and drives engagement.

THE CELEBRATION EDIT

A LA CARTE MENU

These services can be ordered a la carte,
separately from a Celebration Edit package

LOGO DESIGN

The visual essence of your celebration. Our strategic design transforms your event's unique spirit into a memorable visual identity with 3 initial logo proposals and 2 refined variations.

WEBSITE DESIGN

A fully customized digital canvas for your event created using an easy-to-maintain website builder and hosting service, such as Squarespace, Wix, or Cargo.

ITINERARY DESIGN

Choreograph your celebration's journey with a beautifully orchestrated timeline for your event designed for the format of your choosing – digital or print.

MERCHANDISE DESIGN

Elevate your celebration with bespoke merchandise. We deliver 5 initial concept designs with digital artwork files that capture the essence of your special occasion.

SAVE THE DATE DESIGN

Make a stunning first impression across your preferred communication platform. Whether it's Paperless Post, WhatsApp, or traditional mail, our customized designs are delivered as print-ready or upload-ready files that set the tone for your upcoming celebration.

INVITATION DESIGN

Designed for traditional mail. Includes your formal invitation design and a reply card. Delivered as print-ready files unless paired with our production coordination service.

SUPPORTING MATERIAL DESIGN

Create a cohesive design language across every event touchpoint. Our supporting materials include matchboxes, cocktail napkins, details cards, programs, menus, signage, and other personalized elements that will help tell your unique story.

GUEST BAG CURATION

Let us use our industry expertise to curate items your guests will treasure! Share your budget per bag, and we'll provide a detailed proposal of items to include tailored to your event's destination and branding.

ONGOING SUPPORT

HOURLY RATE

Our hourly rate service provides targeted support for your specific design needs. Whether you need to launch your email marketing strategy, refine existing collateral, or want to engage in a short consulting session, we offer professional design expertise precisely when you need it.

Hourly

CORE BRAND MANAGEMENT PACKAGE

20 hours/month

This package offers ongoing strategic support for your evolving brand narrative. Ideal for those that will require regular brand maintenance and optimization. Our team will be at your disposal for a variety of brand-enhancing activities, including creative direction consultation, brand audits, design updates, content creation, UI/UX optimization, SEO optimization, and more.

COMPREHENSIVE BRAND MANAGEMENT PACKAGE

35 hours/month

Recognizing that some brands require a more robust level of ongoing support, this comprehensive brand management package provides an expanded 35 hours of service each month.

YOUR VISION IS WAITING

HAVE A STORY TO TELL? EMAIL HELLO@GOETHE.STUDIO