

**guney.com** is a culture-first lifestyle brand: refined, intentional, Mediterranean in spirit, a modern “easy living” universe built through premium editorial (writing / photo / video / social) and a curated marketplace of objects that match the same standard.

I’m opening an invitation to graphic designers / brand identity studios to help define the visual identity of **guney.com**.

## What we’re building

A contemporary lifestyle brand that feels:

- refined, elegant, confident
- minimal but warm
- modern editorial, not corporate
- taste-led (not trend-led)

## What we need

- Brand identity system: logotype, wordmark rules, typography direction, color system, grid/layout principles
- Visual language for editorial + commerce: imagery rules, iconography, graphic elements, art direction cues
- Deliverables that translate into web/app, social, and print

## How to apply

Please email:

1. **Portfolio** + a short note on your strongest relevant work
2. **Your approach** to building the guney.com identity (how you’d think about it, what you’d prioritize)
3. An **initial direction** (lightweight):
  - 1 moodboard OR 6–12 visual references,
  - 10 lines of rationale (why this fits guney.com),
  - 2–3 comparable brands/projects you admire (for craft, not copying)
4. **Budget range** and how you price (fixed / day rate / phases)
5. Timeline assumptions and any requirements (availability, process, tools, etc.)

I will personally review submissions and reply to the ones that resonate. Shortlisted designers may be invited to a brief call and (optionally) a small paid test to confirm fit.

Send inquiries to: [hello@guney.com](mailto:hello@guney.com)

Thank you,  
Güney Cüceloğlu