mimi
GRAPHIC AND WEB DESIGN

2025

Collaboration Proposal

SOUL-LETTER©
SOUL-TRAIT©

For communication that connects and inspires

www.mimi-diciaula.com

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SOUL-LETTER©

Have you ever thought about turning your newsletter into an even more personal and engaging space?

This newsletter model is designed to **promote your brand by creating an emotional connection and real interaction with your customers**—hence the name Soul-Letter©.

It is primarily conceived for freelancers, small to mid-sized businesses, agencies, and start-ups. However, in a larger corporate setting, it could be adapted into an intranet-style platform for exchange and collaboration. Moreover, the model is highly versatile and can be customized to fit different needs.

Case study:
Here's the story of Soul-Letter©, which I developed for my own brand:
it has an 80% open rate—it's effective, sparks curiosity, and generates engagement!
https://www.mimi-diciaula.com/soul-letters
(Soul-Letters© are in progress for - at the moment - 2 clients!)

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SOUL-TRAIT©

From the same desire for 'shared intimacy', Soul-trait© was born:
a personalized portrait, a creative representation of your essence
and your values. **A fusion of graphics, storytelling and brand identity.**

/ Examples: Soul-traits https://www.mimi-diciaula.com/soul-traits

Digital Portrait Series: 'The Incredible Travelers' for Eden Viaggi Alpitour

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Left, Soul-trait© produced for Lebenscafe.de.

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OFFER

SOUL-LETTER© & SOUL-TRAIT©

1. Package of 12 Soul-Letters©
(approximately 6 or 12 months, depending on the frequency required)
Each Soul-Letter© requires reflection, research, graphic customization and creation of interactive content.

2. Package of 4 Soul-traits©
Soul-trait© is a creative and unique product that requires a complex creative process and includes the time required to gather information, create the concept, and create the portrait.

3. 15% discount for Soul-Letters© + Soul-traits© combo package.

4. Your Soul-trait©
Personal and/or business portrait, a sort of narrated logo.

Costs on request!

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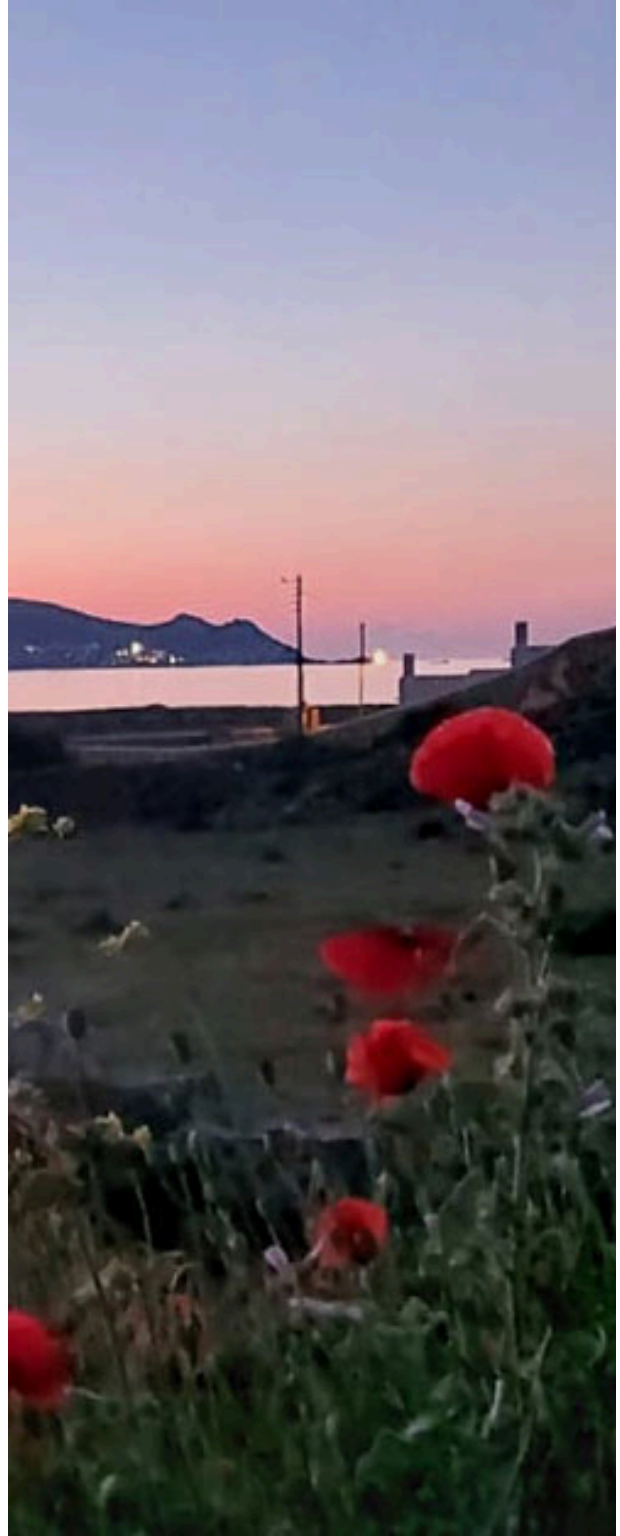

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COMMENTS

/ Among the many newsletters received '.... there is only one that arrives on tiptoe. **It brings with it the desire to share and not to teach or determine a thought**. If anything, more to compare and, even, listen to what you have to say. It may be a coincidence that Mimi di Ciaula calls them 'Soul-Letters©'.

/ 'I was captured by that small **moment of thinking outside the box that drags you away from human affairs and gives you an intimate, profound and surprising space.** As well as offering a bath of intelligent and refined creativity.'

/ 'Mimi manages to **interpret the essence of people in the most intimate and empathetic** way'.

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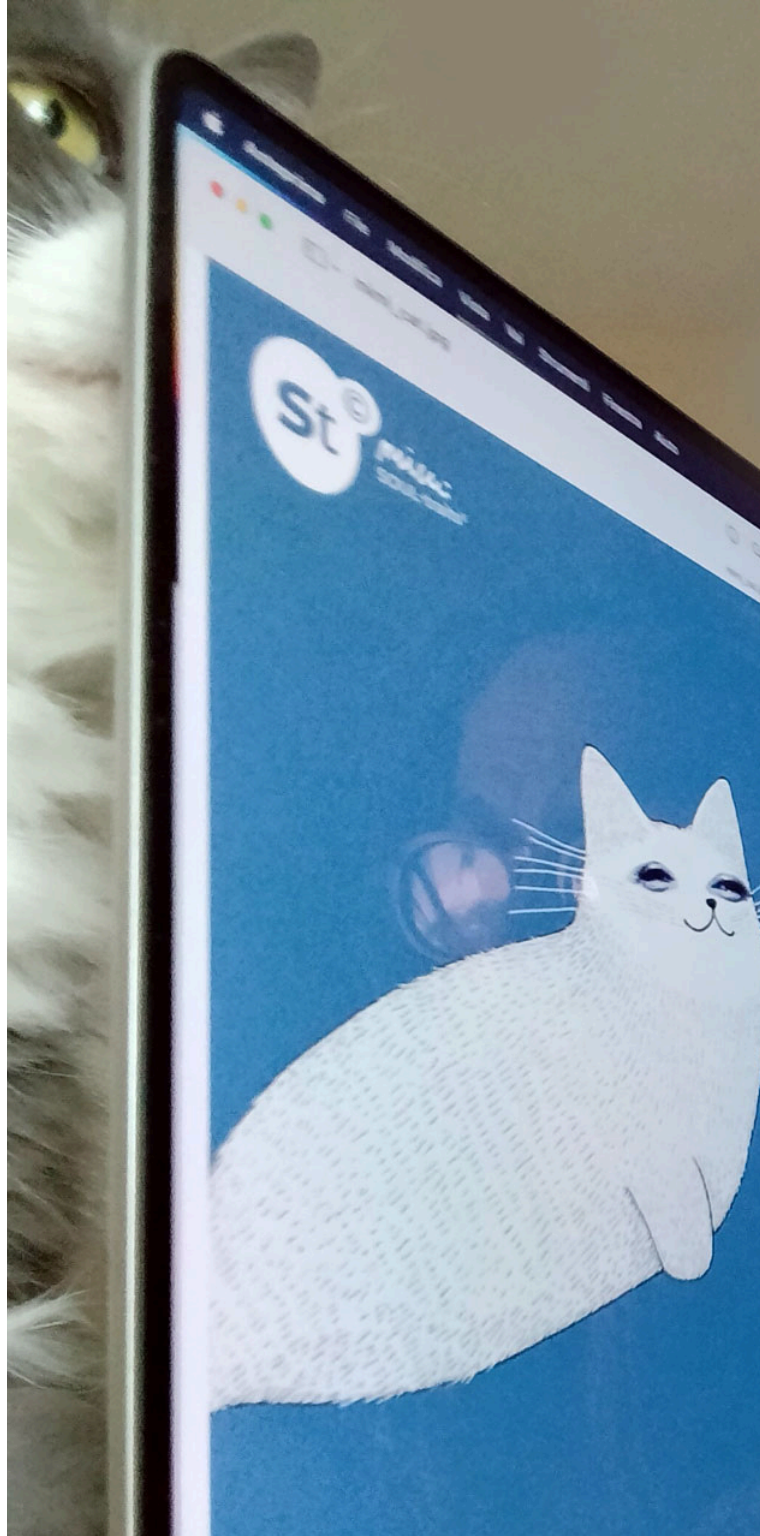

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INFO & CONTACTS

I am a passionate Art Director & Graphic Designer:
I love beauty in communication and the connection
with the brands that create it.

After several experiences in important design
and graphics studios in Milan, including Matteo Thun & Partners,
Design Continuum, Virgilio Matrix Communications, in 2008
I founded my brand 'mimi graphic design' and since then I have
been working as a freelancer.

In recent years I have felt the desire and the need to follow
a more delicate and reciprocal path in communication.

www.mimi-diciaula.com
mimi@mimi-diciaula.com
+39 333 8375851
+30 695 8182635

LIn mimidiciaula
IG mimidiciaula
FB mimi.diciaula

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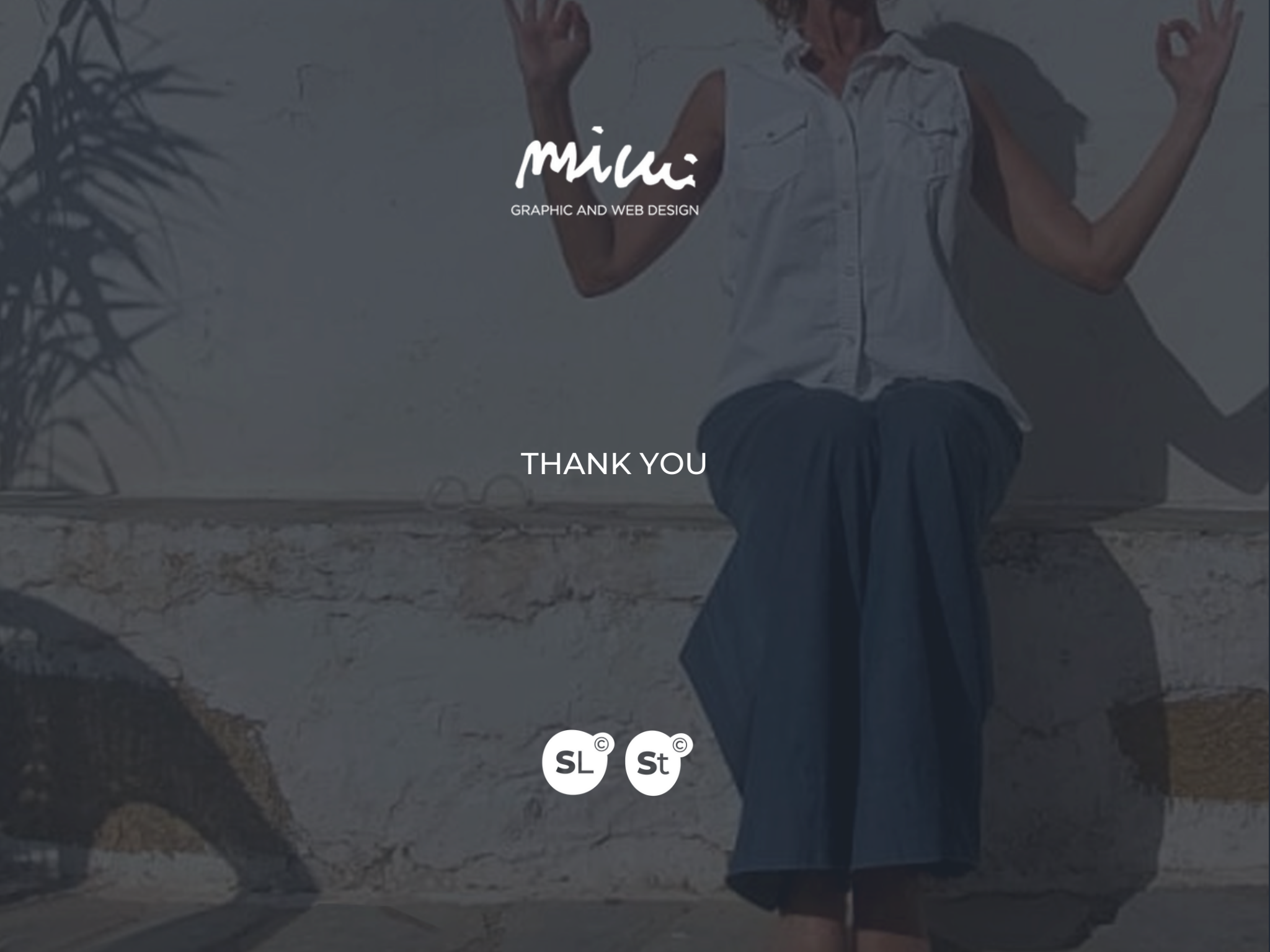
Soul-Letter©
Official description of the format
Soul-Letter© is an editorial and narrative format that combines personalized newsletters, graphic/artistic portraits (Soul-trait©) and experiential storytelling.
The goal is to create an intimate and authentic dialogue between the brand (or person) and its audience, replacing the 'classic' promotional communication with a sensitive, emotional and interactive story - maintaining attention to the marketing aspects.

Author and creation date
Conceived and created by **Maria Novella di Ciaula (Mimi)**, Padua, year 2023.

Paternity acknowledgement clause
The partner acknowledges that the Soul-Letter© format, including its name, narrative structure, visual approach and method of engagement, is an **original idea and the exclusive intellectual property of Mimi.** Any future uses, adaptations or different declinations of the format will be subject to a written agreement and any compensation or license to be agreed upon.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THANK YOU