



Lala Projects

creative agency

LOGO & BRANDING PACKAGE

Why should I invest in branding?

Your logo and branding is at the forefront of your business's image.

Consistent branding is important when promoting, advertising, or starting a new business. Your logo should stand out and represent your business in a professional, yet personal way.

Our 6 Step Process for Brand Building

- 1 Kickoff meeting with client to chat through the client's branding goals and logo ideas.
- 2 Create an InVision mood board with logo and font examples. Meet with the client to chat through the visuals, so we can further understand the client's vision.
- 3 Create hand drawn sketches of the logo variations and add these to the InVision mood board. Meet with the client again to review and discuss the sketches. In this meeting we will choose a direction, typically one design.
- 4 Create a vectorized logo in black and white, review work with the client.
- 5 Finalize the logo in full color, review work with the client.
- 6 After we received final approval from the client, all file variations will be exported, and the style guide will be created.

How does Lala create branding personalized to my business?

Branding Package Options

We understand each business is unique and has a different vision in mind for their brand. Lala offers two different logo packages to suit your branding goals.

Typeface Logo \$295 - This logo includes a type based logo without a graphic icon. These logos are very simple and include 1-2 fonts.

Icon Logo \$995 - This logo will have a graphic/icon along with text. Icon logos can be much more detailed, so they take more time to design.

Our Philosophy on Logo Design

Logos should be scalable from very small to very large so that you can use them on all marketing platforms.

In our branding packages, we provide our clients with two logo variations, a horizontal and vertical/square logo. By having access to two logo options, your brand becomes more versatile and professional. Horizontal logos are great for letterheads and website headers, while vertical/square logos are perfect for your social media presence. We offer a wide variety of file types, sizes, and color modes, so you have exactly what you need for print and web.

In addition to new logos, we will work to develop a style guide. The style guide will define the colors and fonts used on all your brand assets.

What We Deliver

Client files:

- ✓ 2 versions of the logo (horizontal and vertical)
- ✓ Working Adobe Illustrator file of final logos
- ✓ PDF files of both logos
- ✓ JPEGs of both logos
- ✓ CMYK and RGB color modes
- ✓ 72ppi and 300ppi quality
- ✓ PNGs of both logos
- ✓ RGB color mode
- ✓ 72ppi and 300ppi quality
- ✓ SVGs of both logos

Branding style guide:

- ✓ Both logo variations in color
- ✓ Both logo variations in grayscale
- ✓ Fonts
- ✓ Color information (Pantone, RGB, CMYK, HEX)

Additional Optional Assets & Services

We can also help prepare your logo for use. Each platform or print application requires size specific files. We can help prepare the files, upload them to a specific digital platform, or order printed materials on your behalf.

Prices may vary depending on what is needed, we would be happy to provide you with an estimate for any additional assets or services that you may require.

Kickoff your logo and brand development!
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