

WOWW.

CORPORATE IDENTITY & LOGO PACKAGES 2024




4 TIERS TO CHOOSE FROM

At Woww, we work with all types of businesses at different stages of their digital marketing journey. In order to help clients understand which option to choose, we've created different tier summaries to help you make informed decisions.


Which tier best describes your business/company/organisation/project?

PREMIUM



Established businesses looking to elevate their brand and thrive in their industry

STANDARD




Growing businesses looking to expand their brand.

STARTER



Startups & small businesses starting their brand.

SAVER



Side hustles or startups on a tight budget.

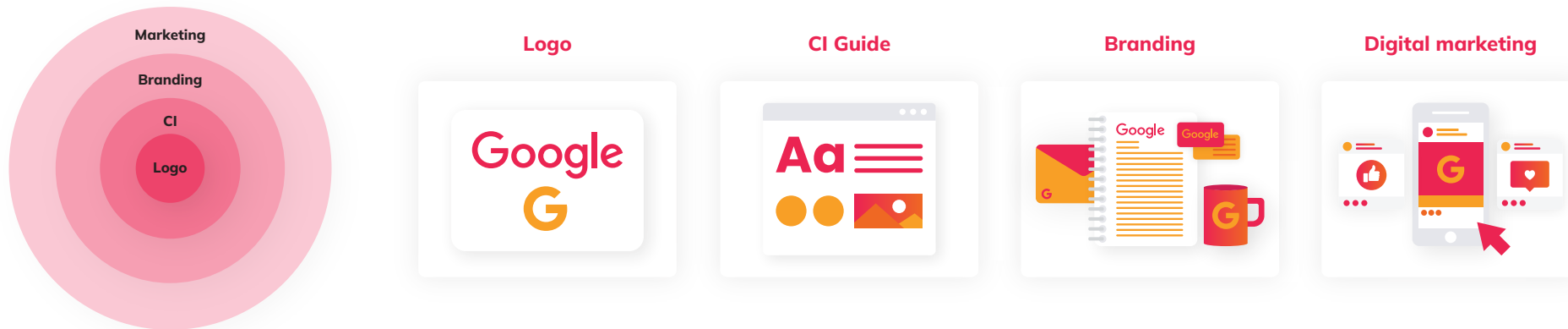
Please familiarise yourself with all aspects of our packages including processes, terminology and disclaimers.

Portfolio available at www.behance.net/wowwdigital/

What exactly are CIs and logos?

A corporate identity (also known as a CI or brand guide) refers to the **visual elements and messaging** used to represent a company and convey its personality, values, and purpose to its target audience. It includes elements such as the colour palettes, typography, stationery, photography and messaging. A CI creates consistency within a company because it serves as a how-to guide for all marketing and advertising that it creates internally and externally.

A logo is one specific element of a company's corporate identity and **serves as a symbol** of the brand. It is usually a simple, memorable design that represents the company and helps customers recognise and remember it.



What are the benefits of a CI?

Establish a professional image: A well-designed corporate identity helps to establish a professional and trustworthy image for your business, which can attract and retain customers.

Improve brand recognition: A consistent and recognizable corporate identity for customers/clients to easily identify and remember your business, which can lead to increased brand recognition and loyalty to the brand.

Differentiate from competitors: A unique and memorable corporate identity makes your business stand out from its competitors and establishes a competitive advantage in the market.

Marketing consistency & direction: A well-defined CI provides guidance to your marketing team and service providers about how your brand should be represented. This ensures unified direction across all creatives, **saving costs** on design collateral such as websites, digital marketing adverts, etc. By drawing clear direction from the CI, you can avoid misaligned efforts and unnecessary experimentation.

LOGO DESIGN PACKAGES

PACKAGES & PRICING OVERVIEW



PREMIUM LOGO

THRIVE

R20,000 ex VAT

- Initial consultation & briefing (1-2hrs)
- 2 Mood boards: Reference images
- 6 Initial logo drafts/concepts (2 revisions)
- Final logo (3 revisions)
 - Logo (vertical & horizontal lockup)
 - Logomark
 - Favicon
- Final logo files:
 - Logo formats: jpeg, png, svg & PDF
 - Working/master File (ai)
 - Logosheet: colours & fonts

Most popular

STANDARD LOGO

GROW

R12,000 ex VAT

- Initial consultation & briefing (1hr)
- Mood board: Reference images
- 5 Initial logo drafts/concepts (2 revisions)
- Final logo (2 revisions)
 - Logo (vertical & horizontal lockup)
 - Logomark
 - Favicon
- Final logo files:
 - Logo formats: jpeg, png & PDF
 - Logosheet: colours & fonts

STARTER LOGO

START

R8,500 ex VAT

- Initial consultation & briefing (45mins)
- Mood board: Reference images
- 3 Initial logo drafts/concepts (1 revision)
- Final logo (2 revisions)
 - Logo
 - Logomark
 - Favicon
- Final logo files:
 - Logo formats: jpeg, png & PDF

SAVER LOGO

BUDGET LIMITED

R6,000 ex VAT

- Briefing (30mins)
- Mood board: Reference images
- 2 Initial logo drafts/concepts (1 revision)
- Final logo (1 revision)
- Final logo files:
 - Logo formats: jpeg, png & PDF

Revisions: The time allowance budgeted for each revision is 30 minutes to 1 hour.
(see Terms & Disclaimer on the last page for more info)

All additional work is billed
ad hoc at R850/hr.

CORPORATE IDENTITY GUIDES & BRANDING

PACKAGES & PRICING OVERVIEW

PREMIUM CI THRIVE

R48,000 ex VAT

Premium Logo Design

(View logo package page for breakdown)

30+pg Digital CI Guide

(3 revisions per element)

- **Logo lockups & application**
 - Vertical & horizontal lockups
 - Logo clearance & sizing
 - Application dos + don'ts
- **Colour palette**
 - RGB, CMYK & hex values
 - Tints & shades/opacities
 - Colour hierarchy
 - Colour combinations
- **Typography**
 - Primary & secondary fonts
 - Type hierarchy
 - Sizing & weights
- **Custom iconography set (x10)**
- **Photography style & editing (x10)**
- **Spot illustration/pattern style (x3)**

Branding & Collateral

(2 revisions per element)

- **Business card template**
- **Letterhead template**
- **Email signature template***
- **Social media banners (x2)**
- **Curated social media template posts (x6)**

Most Popular STANDARD CI GROW

R30,000 ex VAT

Standard Logo Design

(View logo package page for breakdown)

20-25pg Digital CI Guide

(2 revisions per element)

- **Logo lockups + application**
 - Vertical & horizontal lockups
 - Logo clearance & sizing
 - Application dos + don'ts
- **Colour palette**
 - RGB, CMYK & hex values
 - Tints & shades/opacities
 - Colour hierarchy
- **Typography**
 - Primary & secondary fonts
 - Sizing & weights
- **Custom iconography Set (x8)**
- **Photography style & editing (x8)**
- **Spot illustration/pattern style (x2)**

Branding & Collateral

(1 revision per element)

- **Business card template**
- **Letterhead template**
- **Email signature template***
- **Social media banner (x2)**
- **Social media template posts (x4)**

STARTER CI START

R20,000 ex VAT

Starter Logo Design

(View logo package page for breakdown)

15-20pg Digital CI Guide

(1 revision per element)

- **Logo clearance & sizing**
- **Colour palette**
 - RGB, CMYK & hex values
 - Shades/opacities
- **Typography**
 - Weights
- **Custom iconography set (x6)**
- **Photography style (x6)**
- **Spot illustration/pattern style (x1)**

Branding & Collateral

(1 revision per element)

Choose 2 assets ONLY from the below list

- **Business card template**
- **Letterhead template**
- **Email signature template***
- **Social media banners (x2)**
- **Social media template posts (x2)**

SAVER CI BUDGET LIMITED

R14,000 ex VAT

Saver Logo Design

(View logo package page for breakdown)

8-10pg Digital CI Guide

(1 revision per element)

- **Logo clearance & sizing**
- **Colour palette**
 - RGB, CMYK & hex values
- **Typography**
 - Weights
- **Custom iconography set (x4)**
- **Photography style & editing (x4)**

All additional work is billed ad hoc at R850/hr.

*Email signatures are template designs and aren't coded.

SPECIALISED PACKAGES

Looking for something more specific?
We offer more custom and niche packages too!

MINI BRAND AUDIT

R8,500 ex VAT

Not sure if you need a new corporate identity or just a CI refresh? Maybe you are just looking for a professional opinion? The Mini brand audit is for you!

This package delivers a comprehensive document that outlines branding issues and recommendations for improvement.

10-15 pg Comprehensive audit report:

- Logo evaluation
- Full CI/brand guide evaluation
- Branding collateral evaluation
- Online presence evaluation
- Overall suggestions & recommendations

CI/LOGO REFRESH

POA

Are you looking to elevate your brand presence with a captivating logo and a cohesive corporate identity?

Whether you already have a logo and want to enhance it with a powerful corporate identity or need a refined update for your current logo and branding, we're here to transform your brand into a compelling force in the market.

Let's work together to create a visually stunning and impactful brand image that resonates with your target audience.

Contact us for a custom quote!

ADD-ONS

R850/hr ex VAT

Seeking a specific item or interested in adding extra collateral at a flexible, ad hoc rate?

View our add-on options below:

Collateral:

- Business cards template
- Letterhead template
- Email signature template
- Presentation templates
- Proposal templates
- Company deck
- Google Ad designs
- Social media posts
- Social media banners
- Stickers/decals

Advertising:

- Posters
- Brochures
- Signage

Mockups:

- Merchandise
- Vehicle decals
- Signage
- Website homepage

LOGO DESIGN PROCESS & TIMELINE

Please familiarize yourself with the logo design process.

WOWW.

Briefing meeting

Our online meet & greet

Here, you will meet the team who will be on your design journey with you. Ask questions, find out timings and work out deadlines.

Day 2-7

Logo draft designs

The design team execute the concepts into possible designs. Then it is time to share these draft designs with you for feedback.

Day 9-11

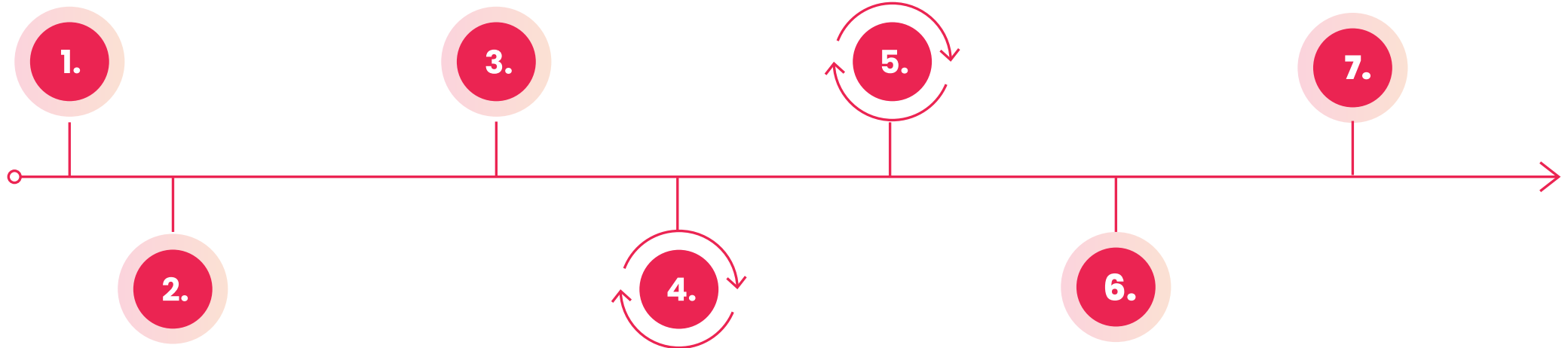
Client final logo review

This is the same as Step 4, but now the team are refining the final logo design decided upon at the end of Step 4. NB: This stage is also often iterative.

Day 12+

Corporate Identity

The CI guide commences, followed by the branding.



Day 1-2

Research & conceptualization

Once the information is passed on in the briefing, the design team will start working on the vision. The team use this stage to research and brainstorm ideas and solutions.

NB: This stage will only commence once Woww has received the deposit invoice.

Day 7-9

Client draft logo review

NB: This stage is often iterative. The team will implement your feedback by revising the designs and, if necessary, request another review.

Day 11-12

Logo files / finalization

The design team polishes the final logo and saves it in various formats for online and offline use.

BRANDING TERMINOLOGY & DEFINITIONS

CI: AKA Corporate Identity, refers to the visual elements and messaging used to represent a company and convey its personality, values, and purpose to its target audience. It includes elements such as the colour palettes, typography, stationary, photography and messaging. A CI helps create consistency within a company as it serves as a 'how-to' guide for all marketing and advertising that is created internally and externally.

Brand guidelines: A set of brand guidelines is an essential part of a corporate identity. These guidelines outline **how** the company's branding elements should be used, including the use of the logo, colour palette, typography, and image style, as well as guidelines for overall visual appearance.

Mood board: A mood board is a collage of images, colours, patterns, and other visual elements that help to capture the desired feeling or mood a brand wants to convey.

Logo lockups: A specific arrangement of elements in a visual representation of a brand or company. It typically includes the logo in a vertical orientation and a horizontal orientation along with other design elements such as taglines or additional text.

Logo Clearance: The amount of white space or "clear" area that should be maintained around a logo to ensure its visibility, legibility, and overall visual impact.

Logo Sheet: A very condensed CI, a simple page with the logos, colours and fonts of the brand.

Favicon: A small, square /circular icon (or logo) usually associated with a website tab. The favicon is often a simplified logomark of the company.

CMYK, RGB, PMS(Pantone) & HEX: Various colour models used for printing (CMYK & PMS), digital (RGB) and web (HEX).

Draft: A preliminary version of a document/design/campaign.

Iconography: A set of simple, graphic symbols that can help to quickly and effectively convey a message.

Revision: A design revision is the process of making **minor changes or adjustments** in order to improve or refine it. The purpose of a design revision is to ensure that the final design meets the goals and requirements of the project and that it accurately communicates the intended message to the target audience. Revisions are set to a maximum of 30 minutes per set. Additional time or required changes are billed ad hoc.

Mockup: A mockup is a static design of a web page or product that features many of its final design elements but is **not** functional.

Spot illustration: A simple drawing that illustrates a concept or word.

Typography: The technique of arranging type.

Template: Pre-made designs that can be customised.

Vector: An image that can be made infinitely large without losing quality and usually takes for of an .AI, .EPS, .PDF, or .SVG file.



We know it's a lot to take in so don't feel embarrassed to ask us plenty of questions! And don't worry if you don't use fancy jargon!

Originality and Copyright:

The designer guarantees that all design work is original and does not infringe upon any copyright or trademark laws. However, the client is responsible for ensuring that the proposed branding does not violate any existing trademarks or copyrights.

Timeline and Delays:

Both parties acknowledge that meeting project timelines depends on timely feedback and communication from the client. Delays in providing feedback or approvals may result in project timeline extensions.

An example of our most popular CI's (Standard) ideal timeline to use as a guideline:

5-7 days for initial logo drafts

Day 7-10: Revisions/finalisation of logo

Day 10-15: Corporate Identity Guide & Assets & Revisions

Day 15-20: Branding Assets & Revisions

Total: **20 Working Days / 3-4 weeks**

Client Approval:

The client is responsible for carefully reviewing and approving all design concepts, drafts, and final deliverables before production. Once approved, changes may be subject to additional fees.

Platforms and Software:

- Adobe Suite: We have a full license of the Adobe Suite (Photoshop, Illustrator, etc.) which we make full use of for design purposes.
- Canva Pro: For our branding collateral, mainly template designs, we utilize Canva, an online platform. Canva allows us to share templates with you for easy text and/or imagery edits.
- Google Suite: We make use of Google Drive, Sheets, Docs, Slides (Powerpoints), and Forms. Please make a request to rather use Microsoft Office if that is your preferred platform choice.
- AI: We make use of AI with care. We try to avoid the non-human approach when crafting work but we do leverage the efficiency and sometimes creativity of it. We use Midjourney for inspiration and abstract thinking.

Revisions & Iterations

- The time allowance budgeted for each revision is 30 minutes to 1 hour. This allocated time is usually sufficient to make the adjustments needed.
- All packages have various revision allowances (please refer to the package listings for details). If you wish to add more revisions, we can do so at our ad hoc rate of R850 per hour.
- We track all stages of our work, including revisions, with Everhour, which you can request to see if you feel it is important.

Termination Clause:

Both parties have the right to terminate the agreement at any point, subject to the terms outlined in the contract, including payment for work completed up to the termination date.