



## Corporate Identity & Logo Packages

2025



## GRAPHIC DESIGN AD HOC RATES

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.

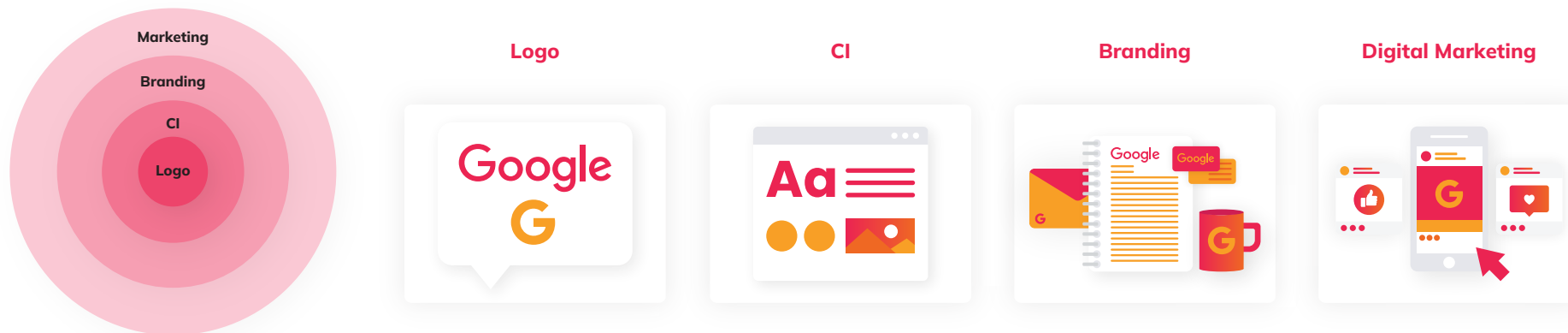
Portfolio available at [www.behance.net/wowwdigital/](https://www.behance.net/wowwdigital/)

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

## What exactly is a CI & logo?

**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, 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.

**A logo** is one specific element of a company's corporate identity and **serves as a symbol or representation** 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?

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

**Improving brand recognition:** A consistent and recognizable corporate identity can help customers to easily identify and remember your business, which can lead to increased brand recognition and loyalty to the brand.

**Differentiating 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

<b>PREMIUM LOGO</b> THRIVE	Most popular <b>STANDARD LOGO</b> GROW	<b>STARTER LOGO</b> START	<b>SAVER LOGO</b> BUDGET LIMITED
<b>R22,000</b> <small>ex VAT</small>	<b>R13,500</b> <small>ex VAT</small>	<b>R9,500</b> <small>ex VAT</small>	<b>R7,000</b> <small>ex VAT</small>
<ul style="list-style-type: none"> <li>• Initial consultation &amp; briefing (1-2hrs)</li> <li>• <b>2 Mood boards:</b> Reference images</li> </ul>	<ul style="list-style-type: none"> <li>• Initial consultation &amp; briefing (1hr)</li> <li>• <b>Mood boards:</b> Reference images</li> </ul>	<ul style="list-style-type: none"> <li>• Initial consultation &amp; briefing (45min)</li> <li>• <b>Mood boards:</b> Reference images</li> </ul>	<ul style="list-style-type: none"> <li>• Initial consultation &amp; briefing (30min)</li> <li>• <b>Mood boards:</b> Reference images</li> </ul>
<ul style="list-style-type: none"> <li>• <b>6 Initial logo drafts/concepts</b> (2 revisions)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>5 Initial logo drafts/concepts</b> (2 revisions)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>5 Initial logo drafts/concepts</b> (1 revision)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>5 Initial logo drafts/concepts</b> (1 revision)</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Final logo</b> (3 revisions)               <ul style="list-style-type: none"> <li>- Logo (vertical &amp; horizontal lockup)</li> <li>- Logomark</li> <li>- Favicon</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <b>Final logo</b> (2 revisions)               <ul style="list-style-type: none"> <li>- Logo (vertical &amp; horizontal lockup)</li> <li>- Logomark</li> <li>- Favicon</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <b>Final logo</b> (2 revisions)               <ul style="list-style-type: none"> <li>- Logo</li> <li>- Logomark</li> <li>- Favicon</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <b>Final logo</b> (1 revision)</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Final logo files:</b> <ul style="list-style-type: none"> <li>- Logo formats: jpeg, png, svg &amp; PDF</li> <li>- Working/master File (ai)</li> <li>- Logosheet: colours &amp; fonts</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <b>Final logo files:</b> <ul style="list-style-type: none"> <li>- Logo formats: jpeg, png, svg &amp; PDF</li> <li>- Logosheet: colours &amp; fonts</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <b>Final logo files:</b> <ul style="list-style-type: none"> <li>- Logo formats: jpeg, png, svg &amp; PDF</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• <b>Final logo files:</b> <ul style="list-style-type: none"> <li>- Logo formats: jpeg, png, svg &amp; PDF</li> </ul> </li> </ul>

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

## PREMIUM CI

THRIVE

R53,000 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
- 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

R33,000 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
- Colour hierarchy

#### • Typography

- Primary & secondary fonts
- Sizing & weights

#### • Custom iconography set (x8)

#### • Photography style & editing (x8)

#### • Spot illustration/pattern style (x2)

### Branding & Collateral

(1 revisions per element)

#### • Business card template

#### • Letterhead template

#### • Email signature template\*

#### • Social media banners (x2)

#### • Curated social media template posts (x4)

## STARTER CI

START

R22,000 ex VAT

### Starter Logo Design

*(View logo package page for breakdown)*

### 15-20pg Digital CI Guide

(1 revisions per element)

#### • Logo clearance & sizing

#### • Colour palette

- RGB, CMYK & hex values
- Tints & shades

#### • Typography

- Weights

#### • Custom iconography set (x6)

#### • Photography style & editing (x6)

#### • Spot illustration/pattern style (x1)

### Branding & Collateral

(1 revisions per element)

**\*Choose 2 assets ONLY from the below list\***

#### • Business card template

#### • Letterhead template

#### • Email signature template\*

#### • Social media banners (x2)

#### • Curated social media template posts (x2)

## SAVER CI

BUDGET LIMITED

R15,500 ex VAT

### Saver Logo Design

*(View logo package page for breakdown)*

### 8-10pg Digital CI Guide

(1 revisions per element)

#### • Logo clearance & sizing

#### • Colour palette

- RGB, CMYK & hex values

#### • Typography

- Weights

#### • Custom iconography set (x4)

#### • Photography style & editing (x4)

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

## GRAPHIC DESIGN AD HOC RATES

## PACKAGES &amp; PRICING

For ad hoc work we bill upfront in minimum increments of 5 hours at a time.  
Eg: If you need 3 hours of Standard Work, we will bill 5 hours upfront. R4 500 ex VAT (R900x5).  
Additional hours will be banked for use and are valid for 12 months.

## PREMIUM

**R1,150/hr** ex VAT*Ad hoc hourly rate.***Pay as you go:**

Billed in 5-hour increments

**Who is this for?**

- Ideal for corporate projects that demand bespoke, functional designs, underpinned by strategic digital insights and the highest standards of project management and priority.
- Your projects/tasks require faster than standard turnaround time.
- You're expecting corporate-level production quality.
- Your content has subject matter that is complex.
- You require bespoke illustrations, photography, and other custom design material.
- The designs are critical to business objectives/operations/revenue.
- You require high-level strategic consulting and digital/business advice.
- Your business is in an industry where you need to maximise every digital aspect to gain a competitive edge.
- You want the best, but understand that the best comes at a premium.
- You're expecting dedicated project management.

## STANDARD

**R900/hr** ex VAT*Ad hoc hourly rate.***Pay as you go:**

Billed in 5-hour increments

**Who is this for?**

- Ideal for small-medium sized businesses, professional portfolios, startup projects and starting e-commerce businesses.
- Your projects/tasks require timely turnaround.
- You're expecting high production quality.
- Your content is moderately complex.
- You require illustrations, photography, and other design material that is modified to suit your brand.
- The designs are important to business objectives/operations/revenue.
- You require extra digital advice/guidance regularly.
- You want to remain competitive but being at the top is a bonus.
- You're willing to pay a little extra for that extra.
- You're expecting project management.

## SPECIALISED PACKAGES & AD HOC WORK

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

### MINI BRAND AUDIT

R9,500 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!**

### AD HOC

Adhoc rate (See previous page)

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

Examples of our ad hoc options below:

- Collateral templates
- Business cards
- Letterheads
- Presentations
- Proposals
- Company decks
- Google Ad designs
- Social media posts
- Social media banners
- Stickers/decal
- Posters
- Brochures
- Signage
- Merchandise
- Vehicle decals
- Signage
- Website homepage
- ...and more!

## 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.

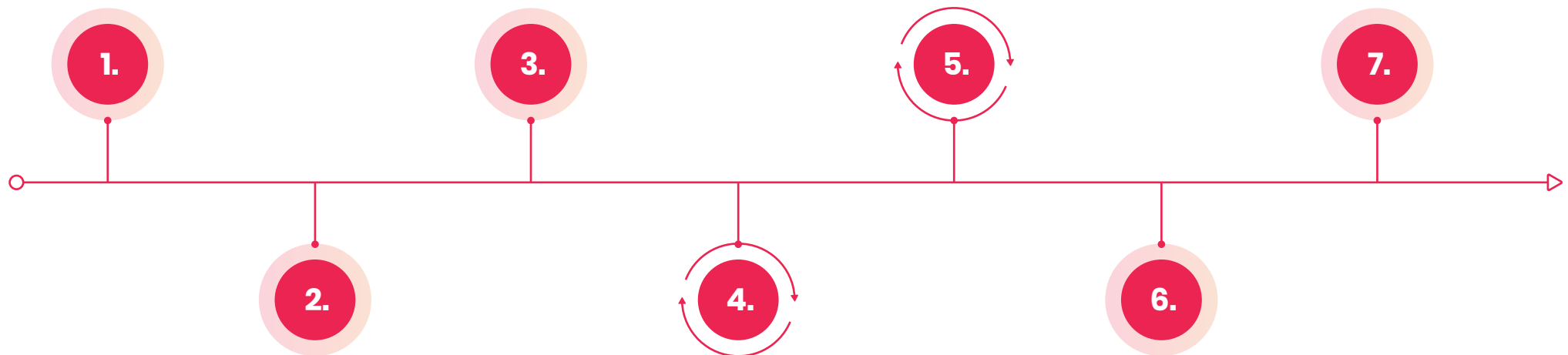
## Day 9-11 Client Final Logo Review

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 & Conceptualisation

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

The team will implement your feedback by revising the designs and, if necessary, request another review.

NB: This stage is often iterative.

## Day 11-12 Logo Files / Finalisation

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



**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 capture the desired feeling/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 7-19:** 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. 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 Packages & Pricing pages for details). If you wish to add more revisions, we can do so at our ad hoc rate of R900/ph (Standard) or R1,150/ph (Premium).
- We track all stages of our work, including revisions, with Everhour, which you can request to see if needed.

## 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.