



Corporate Identity and Logo Packages and Options



What is **Corporate Identity** and **Logo Design**

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?

1

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.

2

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.

3

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.

4

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.

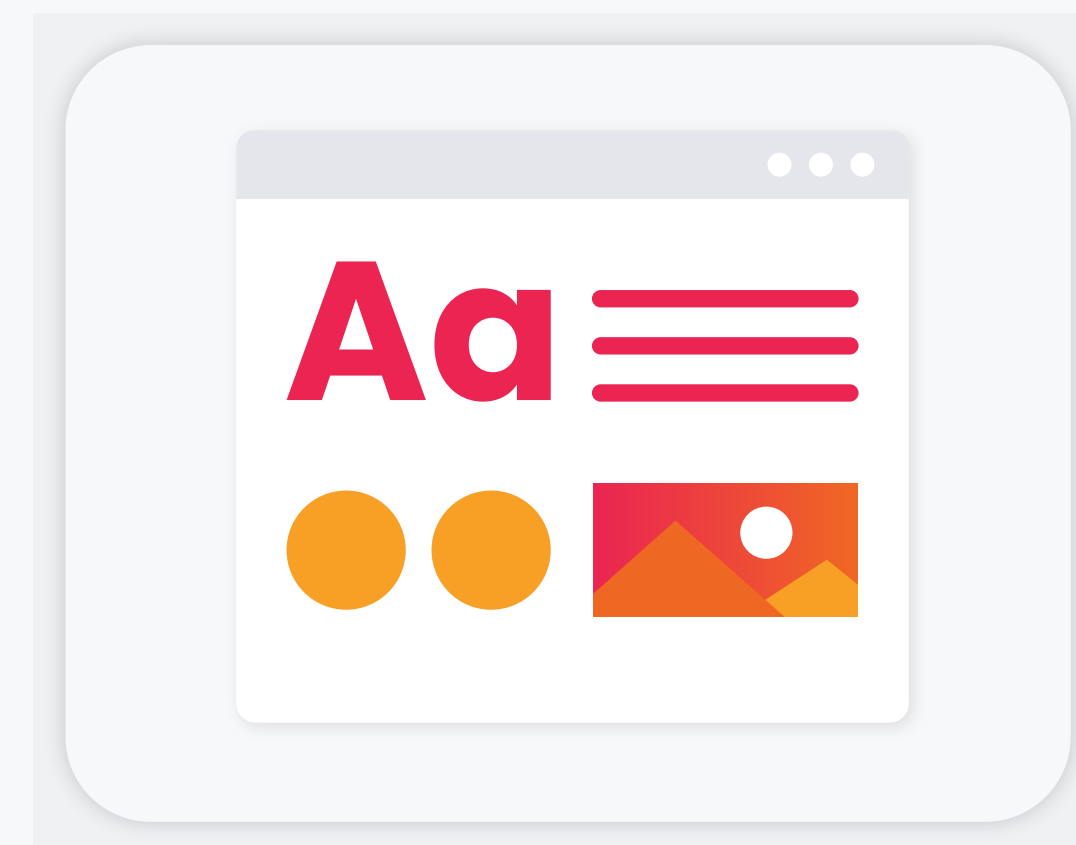
The Branding Process



1 Logo



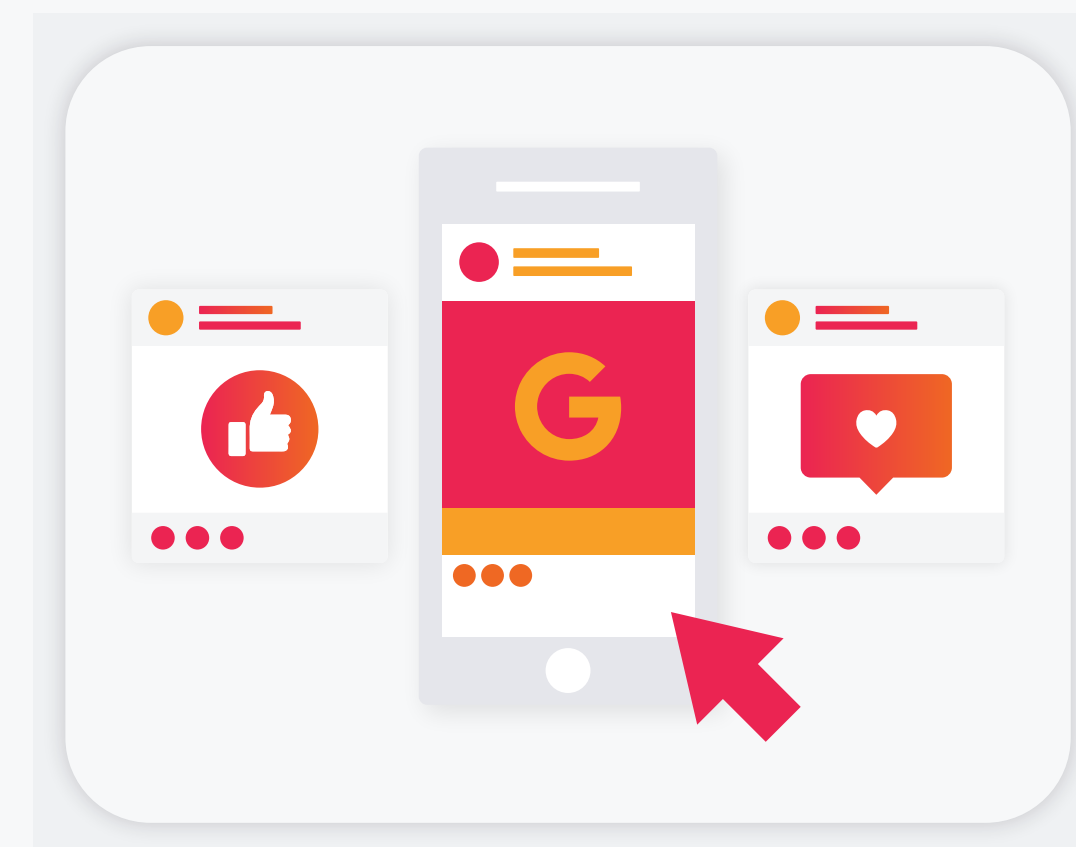
2 Corporate Identity



3 Branding



4 Digital Marketing



Graphic Design Options

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.

[Click here to view our portfolio](#)



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

Logo Design Packages

Packages & Pricing Overview

PREMIUM LOGO

THRIVE

R25 000 ex VAT

- **Onboarding and Clarity**

- Initial consultation & briefing (1-2hrs)
- 2 Mood boards: Reference images

- **Logo Drafts**

2 revisions

- 5 Initial logo drafts/concepts

- **Final Logo**

3 revisions

- Logo (vertical & horizontal lockup)
- Logomark
- Favicon

- **Final Logo Files:**

- Logo formats: jpg, png, svg, eps & pdf
- Logosheet: colours & fonts
- Working/master File (.ai)

STANDARD LOGO

GROW

R20 000 ex VAT

- **Onboarding and Clarity**

- Initial consultation & briefing (1hrs)
- Mood board: Reference images

- **Logo Drafts**

2 revisions

- 4 Initial logo drafts/concepts

- **Final Logo**

2 revisions

- Logo (vertical & horizontal lockup)
- Logomark
- Favicon

- **Final Logo Files:**

- Logo formats: jpg, png, svg, eps & pdf
- Logosheet: colours & fonts

STARTER LOGO

START

R12 500 ex VAT

- **Onboarding and Clarity**

- Initial consultation & briefing (45m)
- Mood board: Reference images

- **Logo Drafts**

1 revision

- 3 Initial logo drafts/concepts

- **Final Logo**

2 revisions

- Logo
- Logomark
- Favicon

- **Final Logo Files:**

- Logo formats: jpg, png, svg, eps & pdf

SAVER LOGO

MVP

R9 500 ex VAT

- **Onboarding and Clarity**

- Initial consultation & briefing (30m)
- Mood board: Reference images

- **Logo Drafts**

1 revision

- 3 Initial logo drafts/concepts

- **Final Logo**

2 revisions

- Logo

- **Final Logo Files:**

- Logo formats: jpg, png, svg, eps & pdf

Corporate Identity Guides and Branding

Packages & Pricing Overview

PREMIUM CI THRIVE	STANDARD CI GROW	STARTER CI START	SAVER CI MVP
R75 000 ex VAT	R45 000 ex VAT	R29 000 ex VAT	R19 000 ex VAT
Premium Logo Design View logo package page for breakdown	Standard Logo Design View logo package page for breakdown	Starter Logo Design View logo package page for breakdown	Saver Logo Design View logo package page for breakdown
45+pg Digital CI Guide Including Working/master File (ai) 3 revisions per element	20–25pg Digital CI Guide 2 revisions per element	20–25pg Digital CI Guide 2 revisions per element	8–10pg Digital CI Guide 1 revision per element
• Logo Lockups & Application - Vertical & horizontal lockups - Logo clearance & sizing - Misuse of logos	• Logo Lockups & Application - Vertical & horizontal lockups - Logo clearance & sizing - Misuse of logos	• Logo Lockups & Application - Logo clearance & sizing - Misuse of logos	• Logo Lockups & Application - Logomark & final logo - Logo clearance & sizing
• Colour Palette - Primary, neutral, support - RGB, CMYK & hex values - Colour hierarchy - Tints & shades	• Colour Palette - RGB, CMYK & hex values - Colour hierarchy - Tints & shades	• Colour Palette - RGB, CMYK & hex values - Tints & shades	• Colour Palette - RGB, CMYK & hex values
• Typography - Primary & secondary fonts - Weights - Type spacing - Type in use	• Typography - Primary & secondary fonts - Weights - Type in use	• Typography - Primary & secondary fonts - Weights	• Typography - Primary font - Weights
• Iconography Style Set (x10) • Photography Style (x10) • Spot illustration, Pattern Style or Graphic Elements (x3)	• Iconography Style Set (x8) • Photography Style (x8) • Spot illustration, Pattern Style or Graphic Elements (x2)	• Iconography Style Set (x6) • Photography Style (x6) • Spot illustration, Pattern Style or Graphic Elements (x2)	• Iconography Style Set (x6) • Photography Style (x6) • Pattern Style (x1)
Deeper Brand Meaning - Introduction - Our story - Our strategy - Our verbal identity - Visual identity overview (Logo in action)			
Branding & Collateral Done on either Canva or Illustrator 2 revisions per element Content must be supplied - Business card template - Letterhead template - Email signature template - Social media banners (x2) - Curated social media template posts (x5)	Branding & Collateral Done on either Canva or Illustrator 2 revisions per element Content must be supplied - Business card template - Letterhead template - Email signature template - Social media banners (x2) - Curated social media template posts (x4)	Branding & Collateral Choose 2 assets ONLY from the below list* Done on either Canva or Illustrator 1 revisions per element Content must be supplied - Business card template - Letterhead template - Email signature template - Social media banners (x2) - Curated social media template posts (x2)	

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

Graphic Design Ad Hoc Rates

Packages & Pricing

For ad hoc work we bill upfront in minimum increments of of 5 hours at a time. Eg: If you need 3 hours of Standard Work, we will bill 5 hours upfront. R5 000 ex VAT (R1 000 x 5). Additional hours will be banked for use and are valid for 12 months.

PREMIUM

R1 250/hr ex VAT

Ad hoc hourly rate.

Pay as you go:

Billed in 5-hour increments

Who is this for?

- Ideal for established or corporate businesses and high-priority projects that require bespoke, high-quality visual design, strategic creative direction, and a more hands-on collaborative process.
- Your projects/tasks require faster than standard turnaround time.
- Your project requires more guidance, creative direction, consultation, or stakeholder support.
- You want the best, but understand that the best comes at a premium.

STANDARD

R1 000/hr ex VAT

Ad hoc hourly rate.

Pay as you go:

Billed in 5-hour increments

Who is this for?

- Ideal for small to medium-sized businesses, portfolios, startups, and early-stage e-commerce projects that need polished, professional visual design with clear creative guidance.
- Your projects/tasks require a timely, standard turnaround.
- Your brief, content, and direction are relatively clear from the outset.
- You're willing to pay a little extra for that extra.

SPECIFIC ITEMS

Adhoc rate

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/decals
- Posters
- Brochures
- Signage
- Merchandise
- Vehicle decals
- Signage
- Website homepage
- ...and more!

Specialised Packages

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

MINI BRAND AUDIT

R22 000 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!

Logo Design Process & Timeline

Please familiarize yourself with the logo design process.

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

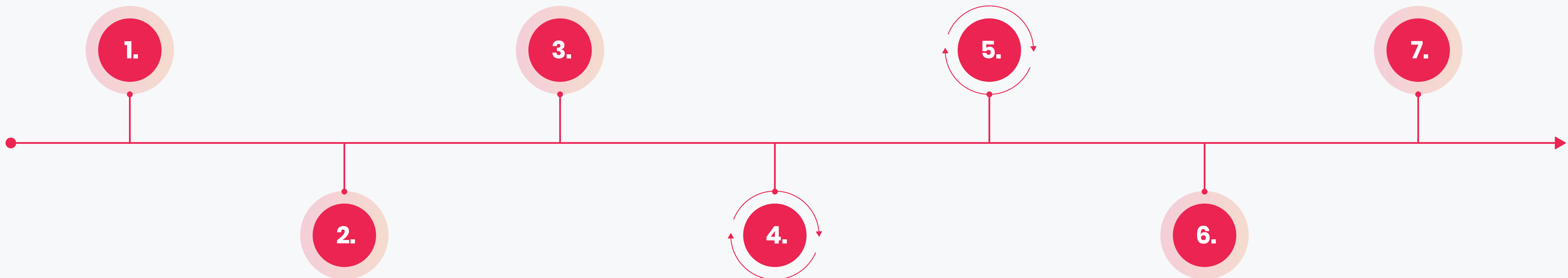
The design team execute the concepts into possible designs. Then it is time to share these draft designs with you for feedback.

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.

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 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.

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.

Branding Terminology & Definitions

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

A design revision is a minor change or adjustment made to improve, refine, or align the design with project goals, requirements, and the intended message.

Each revision set includes a time allowance of 30 minutes to 1 hour, depending on the selected package. This is usually sufficient for the required adjustments. All packages include different revision allowances; please refer to the Packages & Pricing pages for details.

Additional revisions, or changes that exceed the included allowance, will be billed at our ad hoc rate of R1 000/ph for Standard or R1 250/ph for Premium.

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.

Book a call with us!

