

Lulu & Roo

DESIGN BOUTIQUE

Logo + Brand Packages

LOGO PACKAGE: \$800

Logo package design includes:

- ◆ **Brand discovery call.** Consider it a virtual date, let's get to know you and your company, your business goals and explore Pinterest boards and share ideas.
- ◆ **Vision board and color inspiration.** Design and color palette inspiration to show the style of your new brand. Includes one revision.
- ◆ **5 logo concepts.** Based off the vision board and color palette. Includes 3 rounds of revisions.
- ◆ **Secondary logo and submark.** Once we nail down your main logo, we will create a secondary logo and submark. Includes one revision.
- ◆ **Custom pattern or texture.** Created to match your new brand. Includes one revision.
- ◆ **Brand style board.** Pulling it all together in one snapshot to showcase your new style. Showcases logo, color palette, pattern and fonts.
- ◆ **Final files.** All final logo and pattern files provided to you to use as you please. Provided in all the popular formats you will need.

Looking for more?

Need to add on items? Check out our Brand Package below or inquire about adding on single items (business cards, letterhead, social media imagery and any other brand collateral you may need).

BRAND PACKAGE: \$1,400

Brand package design includes:

- ◆ **Logo Package.** Includes the full Logo Package.
- ◆ **Business Card Design.** Includes two rounds of revisions.
- ◆ **Stationery.** Your choice of either a letterhead/envelope design or notecard/envelope design.
- ◆ **Wax Seal or Stamp.** Choose either a custom wax seal or sticker design.
- ◆ **Facebook Imagery.** Design of two cover photos and two profile images.
- ◆ **Launch Collection.** Brand image mockups for you to share on your social platforms/blog to show the launch of your new brand.

Note:

Prices are for design only and do not include printing or other materials. Printing costs are quoted per project and are determined on quantity and paper choice.

All revisions made beyond those allotted in the package purchased are billable at \$60.00 an hour.