



BRANDING PACKAGES

— TRUST ME TO TELL YOUR BRAND STORY —



BRANDING

LOGO DESIGN

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ALIGNMENT & AUTHENTICITY

When all elements of a brand are aligned, it creates a cohesive and memorable brand experience that resonates with the target audience. Authenticity, is about staying true to the brand's values, mission, and purpose. **A brand that is authentic is transparent, trustworthy, and relatable, which helps build a strong emotional connection with customers.** By prioritizing alignment and authenticity in branding, businesses can create a strong and differentiated brand identity that stands out in a crowded marketplace and fosters long-term customer loyalty.



2024

I WANT YOUR BRAND TO EXCITE YOU



Elmari Kuyler

Designer / Owner of Oodle Design

I am passionate about creating distinctive and purposeful designs and corporate identities that stand out in the market. I value building strong relationships with my clients and taking the time to understand their needs. My work is characterized by speed, accuracy, and a structured approach, and I find great satisfaction in developing corporate materials that deliver tangible benefits. **My ultimate goal is to create more than just a logo, but a meaningful and comprehensive brand identity that helps businesses thrive and flourish.** Seeing my clients' brands succeed brings me immense joy and fulfillment.

MY PROCESS

| | |
|-----------------------|--|
| STEP 1 | |
| PRICE LIST | See if I have a package that suits your budget and needs. I can also quote according to your specific needs. |
| STEP 2 | |
| FREE CHAT | If you see a Logo package that you like, we can hop onto a free 15 minute call to meet and further discuss your project. |
| STEP 3 | |
| QUOTE APPROVAL | After the chat, I will send you a formal quotation based on our discussion. Please read the Terms & Conditions on the quote as well. |
| STEP 4 | |
| CONCEPTS | You will receive a PDF proposal on the logo designs via email. |
| STEP 5 | |
| REVISIONS | You will have time to suggest any changes to the concept. I will then send you a new PDF proof for approval. |
| STEP 6 | |
| FINAL FILES | Once you sign off on the designs, I will send you the final files in Print and Digital formats. |

BE DIFFERENT.
STAND OUT.



BASIC LOGO PACKAGE.

The Basic Logo Package is designed for clients seeking a standalone logo design. This option includes one logo design based on the provided brief, along with the opportunity to request revisions if necessary. Final files are sent in all necessary formats for print and digital.

- + 1 x logo design
- + 2 sets of minor changes, not resulting in a complete re-design
- + Primary Logo
- + Secondary Logo
- + Logo mark
- + Social media Profile logo
- + Researching colours, design style and competitors
- + Full logo usage rights
- + Proposal supplied in PDF format
- + Final files in jpg, png, svg, PDF.

**Please note: 50% deposit is required before start of project.
The rest is payable before final files are supplied.**

BRANDING PACKAGE.

The Branding Package goes beyond logo design, providing clients with a one-page Brand board guideline in PDF format. This valuable resource ensures that suppliers and printers use your new logo correctly and consistently across all materials. Consider it an essential guide for maintaining the integrity and effectiveness of your brand identity.

- + 2 x logo designs
- + Primary Logo
- + Secondary Logo
- + Logo mark
- + Social media Profile logo
- + 2 sets of minor changes
- + Researching colours, design style and competitors
- + Full logo usage rights
- + Proposal supplied in PDF format
- + Files supplied in print & digital formats
- + **Brand page** showing:
 - Brand colours
 - Logo variations
 - Fonts for print and digital
 - Moodboard showing type of images to use with branding
- + **Letterhead** design supplied in MS Word and PDF format
- + **Business card** design supplied in PDF print ready file

**Please note: 50% deposit is required before start of project.
The rest is payable before final files are supplied.**

COMPLETE BRANDING PACKAGE.

The Complete Branding Package offers a comprehensive solution for your branding needs. It includes a custom-designed logo tailored to your specifications, a mini-brand guideline, and a range of essential branding materials. With this package, you'll have everything you need to ensure your business is consistently and professionally represented across all platforms, from email signatures to letterheads and business cards.

- + 2 x logo designs
- + Primary Logo
- + Secondary Logo
- + Logo mark
- + Social media Profile logo
- + 2 sets of minor changes, not resulting in a re-design
- + Researching colours, design style and competitors
- + Full logo usage rights
- + Proposal supplied in PDF format
- + Files supplied in print & digital formats
- + **Letterhead design** supplied in MS Word and PDF format
- + **Email signature** design supplied in MS Word
- + **Business card** design supplied in PDF print ready file
- + **Mini-brand guidelines PDF document** showing rules on using:
 - Brand colours
 - Brand rules
 - Logo variations
 - Fonts for print and digital
 - Moodboard showing type of images to use with branding
 - Visual mockups of branding to show to to correctly use branding.

**Please note: 50% deposit is required before start of project.
The rest is payable before final files are supplied.**

EXTRA'S

10 PAGE POWERPOINT PRESENTATION

This template will be unique to your branding and show opening slides, divider slides, charts, working slides and more.

SOCIAL MEDIA PACKAGE (SUPPLIED IN CANVA)

8 x square social media branded templates
3 x reel highlight covers
5 x high res stock images supplied (if required)
1 x social icon
1 X Canva Brand board showing your brand elements, including fonts, colours, logos, design elements.
PDF document with links to the templates

FACEBOOK PACKAGE (SUPPLIED IN CANVA)

8 x square social media branded templates
3 x reel highlight covers
5 x high res stock images supplied (if required)
1 x social icon
1 x Canva Brand board showing your brand elements, including fonts, colours, logos, design elements.
3 x Facebook header designs
PDF document with links to the templates

INTERACTIVE PDF'S FORMS

Interactive PDF's allow your clients to fill forms in digitally, and send it to you via email.
Cost is per page design

COMPANY PROFILE BROCHURE

A4-size company profile brochure. Up to 12 pages.
Supplied in print format and Digital interactive PDF (with clickable links)

WHAT'S NEXT?



TAKE THE FIRST STEP

Contact me to set up a **quick 15 minutes call** to further discuss your project. Contact details below.