

Visual Branding



from the ground up!

A step-by-step process to designing and growing
your company's visual brand

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Module ONE

A fresh start

GOAL

To create a recognizable visual identity for your business, an identity that speaks to your ideal client.

OUTCOME

To provide you with

- 1) a logo for use in digital and print media
- 2) designed and printed business cards
- 3) a basic branding style guidesheet

PROCESS

- 1) ANALYSIS: client's competition / similar businesses, research, rough sketches
- 2) concept presentation
Please do not share initial concepts via any social media at this stage
- 3) client review and feedback
- 4) concept selection
- 5) colour design
- 6) presentation of final logo
- 7) business card design begins
- 8) presentation of 3 business card layouts
- 9) client review and feedback
- 10) final business card design presented for approval
- 11) business card artwork sent to printer
- 12) business cards delivered to client
- 13) final files submitted to client and archived

NOTES

- 1) At this stage I strongly suggest that you consider having professional headshots done. I will be happy to suggest a photographer for you.
- 2) FINAL logo provided in these formats: jpg, tif, png, greyscale, reversed to white, one small version for emails, eps.
- 3) The cost of printing 1000 business cards is included in this module.

I love the logo you made me. It really resonates with me and the work I am doing - I can even imagine it animated as an intro to my videos...it speaks to transformation!

~Lisa Anna Palmer

Module TWO

A fresh SOCIAL start

GOAL

To build a consistent online visual brand that makes it easier for potential clients to recognize your business online.

OUTCOME

To enable you to have a consistent online visual brand with the following:

- electronic letterhead (masthead)
- email marketing header
- social media banners
- email signature

PROCESS

1) ANALYSIS: **assuming you have a logo you love**, review your needs and goals for this module: a short questionnaire needs to be completed. A phone call or Zoom meeting is scheduled

2) concept presentation

- **electronic letterhead (masthead)**: a jpg file will be provided in a horizontal format that can easily fit into a Word document
- **email marketing header**: 1 concept will be created, for either MailChimp or Constant Contact. Final artwork: jpg
- **social media banners**: 1 concept for a banner for Facebook, LinkedIn + one other social media platform. Final artwork: jpg
- **email signature**: 1 concept will be created. Final artwork: jpg

****Please do not share initial concepts via any social media at this stage****

3) client review and feedback

4) revisions: each item includes 3 revisions

5) final files created

6) final files submitted to client and archived

NOTES

If photos are to be part of the social media pages design, you can provide them. Alternately, I can purchase stock images on your behalf. Photographs must be copyright-compliant.

Module THREE

Print Marketing Materials

GOAL

Create a consistent visual brand with print marketing materials.

OUTCOME

You will have the artwork for 3 print marketing materials that you will be proud to hand out:

- rack card or short brochure
- sell sheet or flyer
- postcard

PROCESS

1) ANALYSIS: review client's needs and goals for this module-a short questionnaire needs to be completed.

A phone call or Zoom meeting is scheduled

ASSESS:

- * client's current marketing materials (previous designs); determine appropriate sizes and formats
- * client's current social media pages and website
- * need for a writer: arrange and schedule if content needs updating.

2) concept presentation

Each item includes one concept to work from and refine

****Please do not share initial concepts via any social media at this stage****

3) client review and feedback

4) revisions: each item includes 3 revisions

5) final files created

6) final files submitted to client and archived

NOTES

1) PRINT FEES

This fee represents the cost of design only. Printing fees/estimates will be provided only after the products have been decided (size, type of paper stock, quantity, etc.). Lola Design is happy to provide printing quotes from trusted suppliers, and to add this cost to the final invoice for your convenience.

2) PHOTOGRAPHY

If you provide photos, they must be copyright-compliant, appropriate in style, and high-resolution (300 dpi). Alternately, I can purchase stock images on your behalf.

Module FOUR

Go BIG

GOAL

To create a consistent visual brand for events, conferences and tradeshows.

OUTCOME

You will have the artwork for 2 oversized visuals from the following:

- tablecloth
- rollup banner
- tradeshow booth & podium
- one other banner (size to be determined by you)

PROCESS

- 1) ANALYSIS: review client's needs and goals for this module: a short questionnaire needs to be completed. A phone call or Zoom meeting is scheduled
ASSESS:
 - * client's current marketing materials (previous designs, specifically oversized/event graphics)
 - * client's current social media pages and website
- 2) concept presentation
Each item includes one concept to work from and refine
Please do not share initial concepts via any social media at this stage
- 3) client review and feedback
- 4) revisions: each item includes 3 revisions
- 5) final files created
- 6) final files submitted to client and archived

NOTES

1) CUSTOMIZATION

This module is tailored to your specific needs and will need some discussion to decide the best solutions.

2) PRINT FEES

This fee represents the cost of design only. Printing / manufacturing fees will be provided only after the products have been decided. Lola Design is happy to provide printing quotes from trusted suppliers, and to add this cost to the final invoice for your convenience.

3) PHOTOGRAPHY

If you provides photos, they must be copyright-compliant, appropriate in style, and high-resolution (300 dpi). Alternately, I can purchase stock images on your behalf. If necessary, a photoshoot can be arranged and scheduled.

I had the pleasure of working with Loreto as she created our new popup banners for Valcom Consulting Group Inc. Not only does Loreto have a great eye for design and conception, she is very accommodating, patient and gives honest helpful feedback...She helped get to the heart of what it was we were looking to implement, providing us with new ideas, designs and colours that we would have never considered.

~ Lyle Best, Sales manager

Module FIVE

Go further!

GOAL

To create a consistent visual brand of oversized marketing materials for the great outdoors.

OUTCOME

You will have the artwork for one of the following:

- vehicle wrap
- billboard
- outdoor signage for your store
- window displays
- awning
- bus shelters
- other

PROCESS

- 1) ANALYSIS: review client's needs and goals for this module-a short questionnaire needs to be completed.
A phone call or Zoom meeting is scheduled
ASSESS:
 - * client's current marketing materials (previous designs, specifically oversized/event graphics)
 - * client's current social media pages and website
- 2) concept presentation
Each item includes one concept to work from and refine
****Please do not share initial concepts via any social media at this stage****
- 3) client review and feedback
- 4) revisions: each item includes 3 revisions
- 5) final files created
- 6) final files submitted to client and archived

NOTES

1) CUSTOMIZATION

This module is tailored to your specific needs and will need some discussion to decide the best solutions.

2) PRINT FEES

This fee represents the cost of design only. Printing / manufacturing fees will be provided only after the products have been decided. Lola Design is happy to provide printing quotes from trusted suppliers, and to add this cost to the final invoice for your convenience.

3) PHOTOGRAPHY

If you provides photos, they must be copyright-compliant, appropriate in style, and high-resolution (300 dpi). Alternately, I can purchase stock images on your behalf. If necessary, a photoshoot can be arranged and scheduled.