

Logos and Branding

Leverage the power of branding and welcome more people to your community.



You've Got a Unique Story to Tell

Let us help you communicate your mission with intentional messaging to members and visitors alike.

Logo Design

\$1,295

- ✓ 2 custom logo options
- ✓ 2 rounds of edits
- ✓ All logo files optimized for both digital and print
- ✓ Vertical and horizontal logo formats
- ✓ Full color, white, and single-color versions of new logo
- ✓ All new fonts and colors

Brand book

Branded newsletter cover design

Business card design

Envelope design

Letterhead design

Social media profile image and banner

Website & YouTube banner

Logo & Full Branding

\$2,995

- ✓ 3 custom logo options
- ✓ 3 rounds of edits
- ✓ All logo files optimized for both digital and print
- ✓ Vertical and horizontal logo formats
- ✓ Full color, white, and single-color versions of new logo
- ✓ All new fonts and colors
- ✓ Brand book
- ✓ Branded newsletter cover design
- ✓ Business card design
- ✓ Envelope design
- ✓ Letterhead design
- ✓ Social media profile image and banner
- ✓ Website & YouTube banner

Branded Materials

\$1,995

- 2 custom logo options
- 2 rounds of edits
- Vertical and horizontal logo formats
- Full color, white, and single-color versions of new logo
- All new fonts and colors
- ✓ Your existing logo optimized for both digital and print
- ✓ Brand book
- ✓ Branded newsletter cover design
- ✓ Business card design
- ✓ Envelope design
- ✓ Letterhead design
- ✓ Social media profile image and banner
- ✓ Website & YouTube banner

Save
\$500

Combine a **Logo & Full Branding package** PLUS a **custom WeConnect website** for only **\$3,495** (A \$3,995 value)

Let Us Help You Find Your Style

Our team is experienced with many types of logo design. We've helped hundreds of organizations create vibrant and unique brands that inspire confidence and trust within the community.



Painterly Logos

Painterly logos display a more artistic style or a hand-drawn interpretation on a theme. They usually contain different textures and a more abstract, color-based design. Painterly logos are excellent if you're looking for a fresh statement piece.

Illustrative Logos

Illustrative logos convey depth and artistry. Often an illustrative logo displays the organization name accompanied by a variety of shapes, colors, and relevant images. Our team works with your staff to create imagery that reflects the unique characteristics of the community.



Architectural Emblems

Emblem logos use both text and symbols incorporated into a shape like a badge or crest. They bring a traditional feel and distinctive look to your design. Some spaces choose to feature a notable architectural detail in their logo, set off with complimenting colors and layout.



A Brand Book with Every Design

Your brand book is a polished PDF with recommendations on how to use your new identity. Our professional designers compile customized tips, just for you. **Inside you'll find:**

- 01 Colors and fonts to use with your branding
- 02 Best practices for your new logo
- 03 A brand materials guide, and more!



Our Logo Design Process



Questionnaire

Designed to define vision and narrow artistic preferences



Design Team

Create multiple logos and designs based on your answers



Logo Selection

Select a logo you'd like to pursue and suggest edits



Collaboration

Design team tweaks and turns until the logo is perfect



Logo Delivery

Logo and additional materials are delivered to you



Ready to get started?
Visit lpicommunities.com/logos-and-branding

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