COMPLETE
CENTER
REBRANDING

Leverage The Power Of Branding To
Reach More People in Your Community

LPi

Complete Center Rebranding Package - $2,495

LOGO

Four to Six Custom Logo Concepts: Three rounds of revisions on your chosen concept

Final Logo Files for Web and Print in Full Color and Black and White:

- Two scalable vector files, .ai (Adobe Illustrator) and PDF file, for your finalized logo concept
- One high-resolution .jpg logo file—CMYK (for printing) and RGB (for Internet use)
- One high-resolution .png logo file with no background

BRANDED MATERIALS

- Social media (Facebook, Twitter, YouTube)
- Website banner
- Newsletter cover redesign—with an option for a free complete newsletter redesign for current LPi print customers. (Additional $25 per page for non-print curstomers)
- An editable double-sided business card
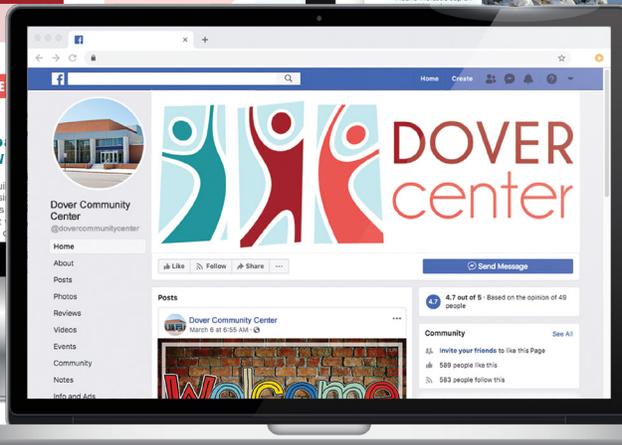- Custom letterhead
- Envelope design

BRANDING STYLE GUIDE

A quick reference PDF Branding Guide that includes:

- RGB brand colors
- CMYK brand colors
- Web-Safe color hex codes (for Web design)
- Typeface names and usage instructions

New Logo Package - $995

Three to Five Custom Logo Concepts: Choice of two designs with two rounds of revisions on your chosen concept

Final Logo Files for Web and Print Use:
- Two scalable vector files, .ai (Adobe Illustrator) and PDF file, for your finalized logo concept
- One high-resolution .jpg logo file—CMYK (for printing) and RGB (for Internet use)
- One high-resolution .png logo file with no background
- Final logo files in two different versions: full-color and grayscale
- Style guide including fonts and color palette

Refreshed Logo Package - $495

Three to Five Custom Logo Concepts: Choice of two designs with two rounds of revisions on your chosen concept
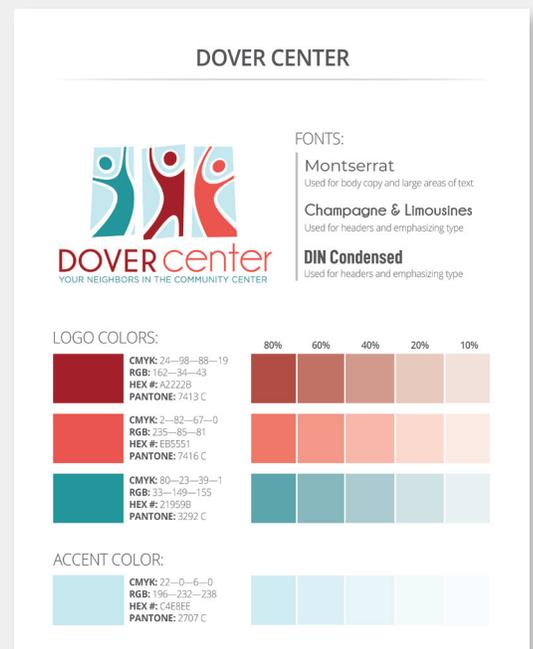
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- Style guide including fonts and color palette

HOW DOES THE BRANDING PROCESS WORK?

The complete process takes 4-8 weeks, depending on how long it takes for you to provide feedback on the revision rounds and approvals:

- After you select a package we will send you a questionnaire to fill out. This will help us learn more about you, your community, and your brand vision to design an ideal set of branding materials.
- Once we get the questionnaire back, the creation of logo concepts begins.
- We will get back to you via email for concept approval. We will proceed to focus on the logo concept of your choice.
- Once the logo is approved, we will then begin to apply your new logo to all package materials. We will submit a .pdf of all the branded materials to you for approval.
- Once all brand pieces have been approved, we will send you all the final files, based on the branding package you selected.

Color Palette & Style Guide

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FOR MORE INFO, GO TO:
www.lpicommunities.com/branding-design