



BRANDING PACKAGES



 @lalaforbusiness

 Lala For Business

 lalaforbusiness.com.au



WE LOVE BRANDING. SERIOUSLY.



Creating clever designs and solving problems?

It's kind of our thing, no matter if you're after a distinct identity for a new business, or you're looking for a full revamp and refresh.

With Lala's ability to interpret what you want, (even though you don't know what you want!) tremendous experience, vast knowledge of what works, what doesn't, how to Make It All Happen - and the technical wizardry of her production crew - you'll have an eye-catching and breathtaking new image in no time at all. Or, if life is crazy, in as much time as you need.

If you're a bit wary - it may be your first foray into the branding world, or you're worried we Just Won't Listen (spoiler: we will!), or a previous company wasn't the right fit for you, then we highly recommend booking in for a free 15 minute Get to Know You phone call with Lala herself to see if it's true love!

[Book a Get to Know Us call now!](#)



If you're viewing this PDF on your device or computer, just click on the button above and it will take you directly to the booking page.



Kristy Van Der Walt @kandcoeventspertth

I have used the services of Lala Design for many wedding clients and took the plunge to re-brand with them too! Best decision I have ever made! I love the concept they created for me and the design is just timeless! The team at Lala Design make all the effort to ensure you are looked after.

They are always consistent and the quality...my gosh the quality! Just fabulous! Thank you for everything you have helped and supported me with! Highly recommended for wedding clients and businesses looking for that extra effort and customer service! K&CO Events loves your work! xo

Before



After



ABCDEFGHIJKLMN
OPQRSTUVWXYZ

—————
abcdefghijklmnop
qrstuvwxyz

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

K&CO
EVENTS —



1

Meet & Greet

Initial meeting to get to know you and your business, Introduction to our process and what to expect when we work together.

2

50% Deposit + T&C's

3

Brand Discovery Questionnaire & Pinterest Board

You will be sent a Brand Discovery questionnaire to fill out to begin your branding process. This is to learn the ins and outs of your business and to help us build the foundation of your brand. You will also be sent a shared Pinterest board for you to pin ideas to, so we can get an idea of your vision for your brand.

4

Research, Strategy and Moodboard

Once you have filled out the questionnaire Lala and the team will begin researching your competitors, building your strategy and defining your moodboard. All of these things are guided by your answers to the questionnaire.

5

Clarification and Refinement Session

After this you will have a 1 hour branding mentor session with Lala to go over all of the research and solidify the direction of your business. In this session your brand's strategy will be properly defined, and we will present your moodboard options. The moodboard you choose will guide the rest of the branding process.

6

First Logo Concepts

With a strategy and moodboard defined for your brand, we present your first logo concepts in a PDF via email. This includes all colours, logo options and fonts. You will let us know of any revisions or changes for the designs. A virtual meeting with Lala is included if you want to go over the first concepts.

7

Revision of Logo Concepts

We will email the revised logo concepts to you. Once you have chosen one logo we will then present the final logo concepts.

8

Final Logo Concepts

Your final logo concepts will be emailed to you for approval.

9

First Touch Points

If your selected package includes additional collateral for your brand, we will email you the first concepts for your feedback.

10

Revisions

One round of revisions is made for your touch points and emailed to you for approval.

11

Final Touch Points

Your final touch points will be emailed to you for approval.

12

Finished

You now have a shiny new brand identity! All of your digital files will be sent to you to download via Dropbox.

13

Printing

All your printed items will be sent to print and shipped directly to you.

Remainder of payment is due before any final files are released or items sent to print.





\$1,500

PACKAGE 1 // THE FOUNDATIONS

EX GST

SUITABLE FOR

Startups or small businesses, or businesses in need of a rebrand or refresh. Includes Logos and your choice of social media graphics or business card.

Brand Discovery Questionnaire & Pinterest Board

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Research, Strategy and Moodboard

- o Once you have filled out the questionnaire Lala and the team will begin researching your competitors, building your strategy and defining your moodboard. All of these things are guided by your answers to the questionnaire.

1 Hour brand mentor session with Lala

- o In a 1 hour workshop you will work with Lala to better understand your brand and how you want to position your business. This brand strategy and business mentoring session will define how the rest of the branding process will run.

Your New Brand

- o Logo suite including full logo and sub logo (provided in JPEG, PNG, EPS and PDF)
- o Brand moodboard
- o Colour palette and colour recipes
- o Fonts used for your brand*
- o Mini brand guide to show you how to use your logos and colours

PLUS one of the following

1. Business card design
 - o Including 3 design options
 - o 500 printed premium quality business cards
 - o Print file PDF

OR

2. Instagram graphics set
 - o Display picture
 - o 1 x Post template
 - o 1 x story template
 - o 4 x highlight covers

OR

3. Facebook graphics set
 - o Display picture
 - o Cover photo
 - o 3 x post template



\$2,000

PACKAGE 2 // THE FRAMEWORK

EX GST

SUITABLE FOR

Startups businesses looking to knock out everything in one hit.
Includes Logos, full social media suite, business card and email signature.

Brand Discovery Questionnaire & Pinterest Board

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Research, Strategy and Moodboard

- o Once you have filled out the questionnaire Lala and the team will begin researching your competitors, building your strategy and defining your moodboard. All of these things are guided by your answers to the questionnaire.

1 Hour brand mentor session with Lala

- o In a 1 hour workshop you will work with Lala to better understand your brand and how you want to position your business. This brand strategy and business mentoring session will define how the rest of the branding process will run.

Your New Brand

- o Logo suite including full logo and sub logo (provided in JPEG, PNG, EPS and PDF)
- o Brand moodboard
- o Colour palette and colour recipes
- o Fonts used for your brand*
- o Mini brand guide to show you how to use your logos and colours

PLUS all of the following

Business Cards

- o Including 3 design options
- o Business card design
- o 500 printed premium quality business cards
- o Including print file

Instagram graphics set

- o Display picture
- o 1 x Post template
- o 1 x story template
- o 4 x highlight covers

Facebook graphics set

- o Display picture
- o Cover photo
- o 3 x post template

Email signature



\$3,900

PACKAGE 3 // THE NEXT LEVEL

EX GST

SUITABLE FOR

Businesses who need a cohesive website and brand identity. Includes Logos, full social media suite, business card, email signature, and 5 page website.

Brand Discovery Questionnaire & Pinterest Board

- You will be sent a Brand Discovery questionnaire to fill out to begin your branding process. This is to learn the ins and outs of your business and to help us build the foundation of your brand. You will also be sent a shared Pinterest board for you to pin ideas to, so we can get an idea of your vision for your brand.

Research, Strategy and Moodboard

- Once you have filled out the questionnaire Lala and the team will begin researching your competitors, building your strategy and defining your moodboard. All of these things are guided by your answers to the questionnaire.

1 Hour brand mentor session with Lala

- In a 1 hour workshop you will work with Lala to better understand your brand and how you want to position your business. This brand strategy and business mentoring session will define how the rest of the branding process will run.

Your New Brand

- Logo suite including full logo and sub logo (provided in JPEG, PNG, EPS and PDF)
- Brand moodboard
- Colour palette and colour recipes
- Fonts used for your brand*
- Mini brand guide to show you how to use your logos and colours

Business Cards

- Including 3 design options
- Business card design
- 500 printed premium quality business cards
- Including print file

Instagram graphics set

- Display picture
- 1 x Post template
- 1 x story template
- 4 x highlight covers

Facebook graphics set

- Display picture
- Cover photo
- 3 x post template

Email signature

PLUS 5 page Squarespace website including the following:

- Website discovery questionnaire
- Basic SEO
- Optimised for speed
- Mobile responsive design
- Set up of social media links
- PDF instructions on maintaining and updating your website

Domain and web hosting fees not included. Squarespace fees are extra. Doesn't include photography or copywriting (please ask for a referral)



\$340

BRAND MENTOR SESSION

EX GST

Not sure if your business brand design is right for you? Or do you just want access to Lala's creative brain and sixth sense for knowing what her clients want? Sharing her honest advice and organisational skills to boot, you'll come away with greater clarity and excitingly creative solutions to your business and branding needs.

This is suitable for:

- o People who want to DIY their own branding and printing and would like professional guidance.
- o If you'd like a second opinion on your current brand or printed items
- o If you want to brainstorm and have some guidance on creating your packaging

Appointments options are - In studio / Facetime / Phone call / Skype / WhatsApp / Zoom

[BOOK A BRANDING MENTOR SESSION](#)

Erica Serena @erica_serena_photography

Oh my goodness! Lala has the patience of a Saint, and I'm now calling her my ideas woman! She has helped me well and truly above and beyond just quoting for products. Her incredibly high level of customer service and ideas she's offered to help make my brand even better, have been appreciated so, so much! I'm extremely grateful. You simply will not get this level of service by purchasing online. Shop local all the way and support the amazing small businesses we have here in Perth!!! I'm proud to be one of them, and to call them part of my wedding family along with all my beautiful Couples. If you're currently looking for your dream wedding stationery suite, or need any stationery at all or even party supplies, you need to go see Lala! You can't miss her fab bright pink shop in Leederville. Go stalk her and get in touch if you need anything stationery related!

Kate Gnanapragasam @blondebakingmama

After 4 years of baking I finally decided it was time to get a professionally made logo, like a proper grown-up! Big love to the amazing ladies at @laladesignperth for their incredible work in making my little logo come to life.

From the initial consultations to the final designs, Lala and her team went above and beyond to create something special for me.

THANK YOU LADIES!



ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMN
OPQRSTUVWXYZ





WHAT'S NEXT?

Or are you kind of like...help me!!



[BOOK A GET TO KNOW US PHONE CALL](#)

[BOOK A BRANDING MENTOR SESSION](#)