

EXTENSIVE

Brand Design +
PowerPoint Template.



Safety, Trust & Reliability

High Security Locking Solutions



EXTENSIVE BRAND DESIGN + POWERPOINT TEMPLATE

The following assets are included as design templates and will be provided as design templates but not with the exact copy. These are just design templates based off of what would work great for the brand.



This includes 3 rounds of revisions for the assets.



All files and logos packaged and sent via wetransfer link.



Templates presented in the brand guide.

- 3 Logos presented
- Social Media layouts x 6 1:1 (1080px x 1080px) square layouts
- Social Media headers for social media channels
- Favicons - Favicons designed for 3 - 4 social channels
- Patterns created specific for the brand
- Icon set created specific for the brand
- Printed materials such as Folders (1 design) Flyers (1 design) Not exact layouts - only template examples - but the open files can be supplied for editing at a later stage. (To have exact copy, additional charges can be added to have this designed to the exact layouts)
- Mockups: Vehicle, Signage, Clothing, Folders, Flyers
- Logo mockups - Primary + Secondary logo created and added onto mockups to show the logo in use - Multiple mockups
- Primary logo - EPS/PDF/PNG/JPEG/Open Illustrator Files/PSD
- Secondary Logo - EPS/PDF/PNG/JPEG/Open Illustrator Files/PSD
- Fonts - Primary + Secondary
- PDF Document supplied with all of the assets 50 - 60 page document with the above.
- 10 - 15 Page PowerPoint template. **SEPERATE PRICE**
- Stationery design - Letterhead + Business card template. (1 Letterhead supplied in Word File- 5 Names design in business card format - illustrator files - sent as PDF Print
- Image library - 10 images + image treatment displayed
- Email Signature design in PNG or JPEG Format - 1 Design template

Template Only



Example only.

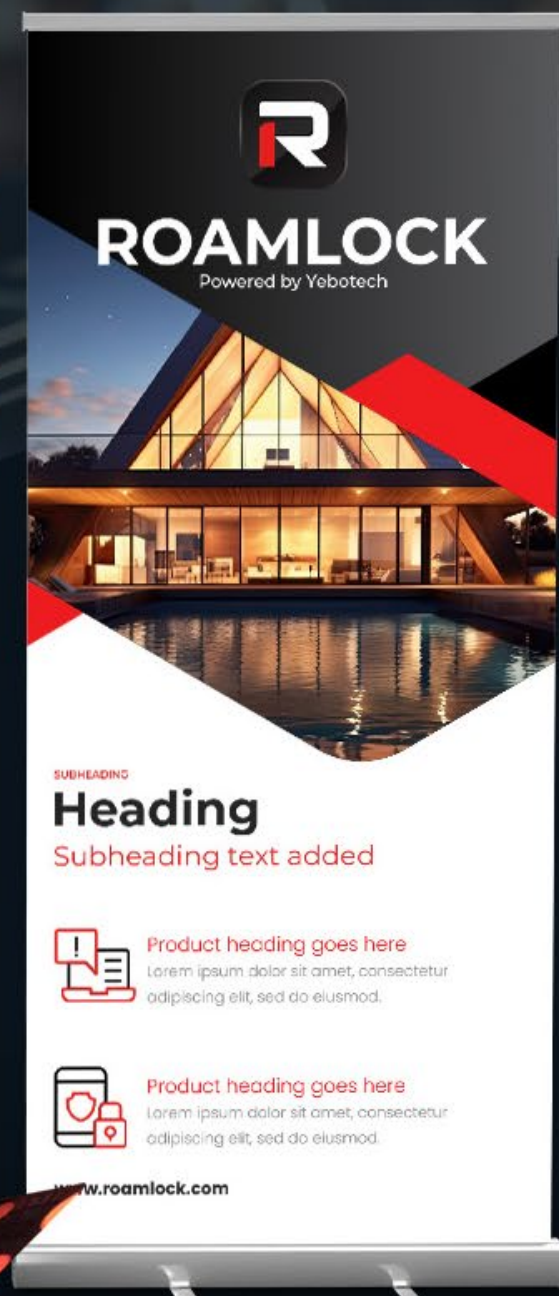


Vector + Open Files



Additional charge options.

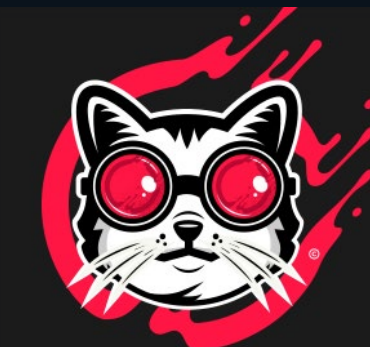


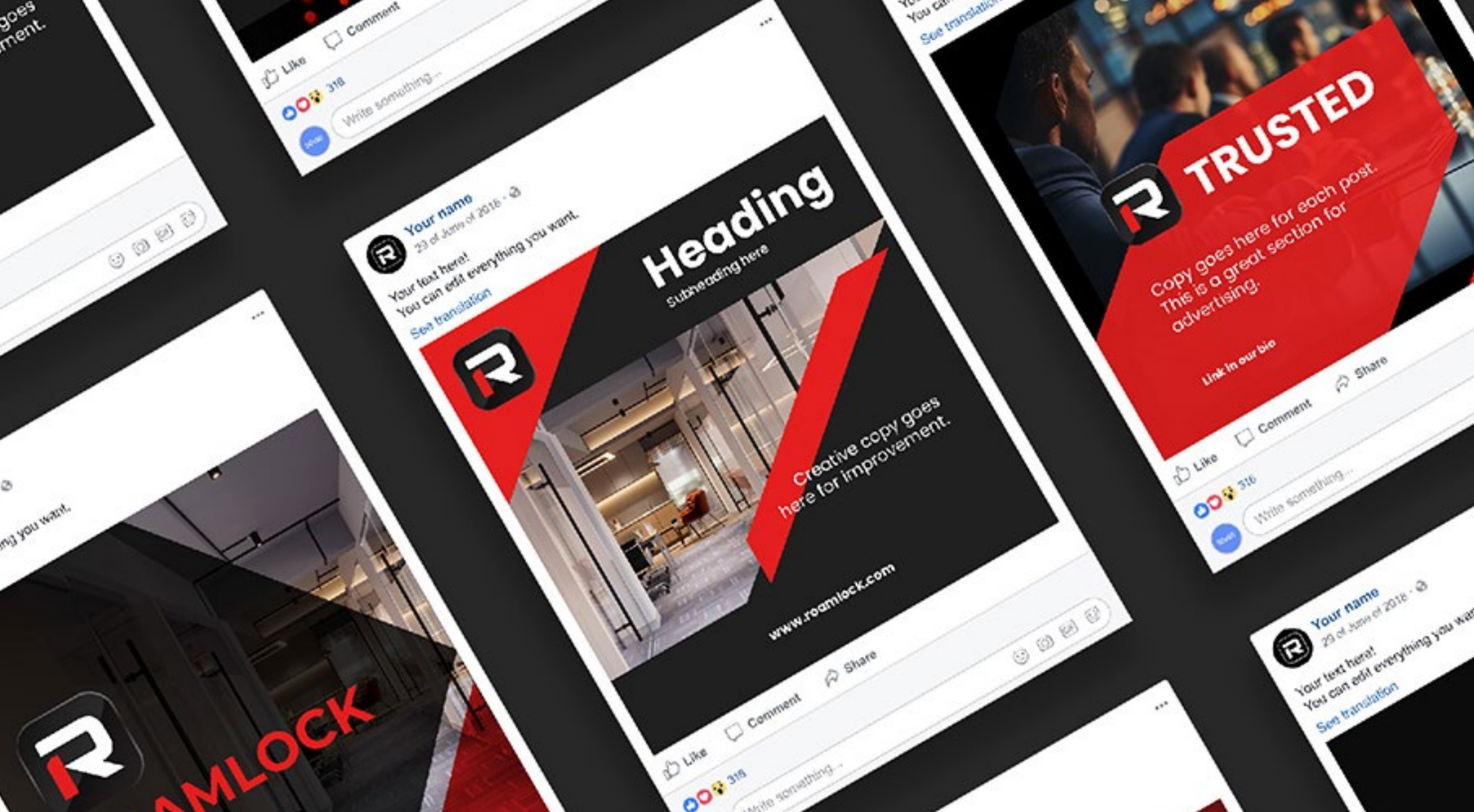


ROAMLOCK 

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PROPOSAL

Detailed proposal &
creative assets.

PROCESS

- A 75% deposit required on all projects.
- Once the deposit has been paid, the project will be onboarded and set in motion.
- Design will start after the moodboards have been discussed.
- Design starts and the first set of proposals for the logo will be sent within 2 weeks (Working Days Only)
- Meeting + Changes.
- After the logo has been finalised with the fonts the Branded assets will be created and put together into a PDF.

DISCOVERY

Moodboards will be created to ensure the project starts correctly. This will assist when starting the layouts. The process can also be discussed in a discovery call to go through these and to connect for the various layout style options.

TIMELINE

Deadlines are dependant on the revisions and or any other delays on the project.

BRAND AUDIT & REDESIGN

To make a brand more visually impactful and recognized, it's essential to develop a cohesive visual identity that resonates with its target audience.

This involves creating a distinctive logo, selecting a consistent colour palette, and using typography that aligns with the brand's personality and values. High-quality imagery, such as photos, illustrations, or videos, should also reflect the brand's tone and message. Moreover, ensuring consistency across all platforms—from social media and websites to packaging and advertising—strengthens brand recognition.

Engaging, memorable design elements, combined with a clear and appealing visual strategy, help a brand stand out in a competitive market and leave a lasting impression.

BRAND STRATEGY (CAN BE ADDED)

A complete brand strategy can be supplied at additional fees going forward with campaign strategies etc.

ONBOARDING

Process + Q/A



ONBOARDING QUESTIONS

We have covered this briefly from our first call (short brief introduction). With regards to the brand mark updates and revisions, please can you liaise the following through in a short brief, or even just sending it back to me copied over with the answers below to the questions raised.

Please find a list of questions that cover the topics we are likely to be discussed if I have any other inquiries to proceed accordingly. This will allow me to get a better understanding of the type of audience you are aiming to attract – I know

DESIGN RELATED QUESTIONS

- Are there any brands/websites (be it within the same industry or outside that you like?)
- Are there any colours or particular design styles you really don't like? And what would you like to see with colours.
- Do you have a preference for Serif (Washington Post, Harvard, Callaway) or San-Serif (Uber, Google, NFL, MIT) typefaces?
- Do you prefer modern design that stands out from the crowd or design that is more classic and sophisticated – I know you mentioned something on the voice note of which will trigger emotion, which I absolutely love.
- Target Audience questions:
 - What is your core demographic?
e.g. what sort of age range are your typical clients, do you have a clear male/female split, do they tend to be business owners.
 - How important is your location, and where will you advertise?
e.g. you want to project a big city feel, you want to be seen as the leading consultant in Joburg etc., vs. you don't want to appear location specific
 - What is your Ethos?
e.g. you encourage some calculated risks, you encourage personal responsibility
- Overall Perception: The impact you would like to make

