



# COMPLETE PARISH REBRANDING



LEVERAGE THE POWER OF BRANDING  
TO REACH MORE PEOPLE FOR CHRIST



## COMPLETE PARISH REBRANDING PACKAGE - \$2,495

### 1. LOGO

Three to Four Custom Logo Concepts; Choice of two designs with two 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

### 2. COLOR PALETTE

A color palette reflecting your brand's visual identity

### 3. TYPOGRAPHY

A three-font typography palette that reflects your brand's visual identity

### 4. 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

### 5. BRANDED MATERIALS

- Social media (Facebook, Twitter, YouTube)
- Website banner
- Bulletin cover redesign—with option for a complete bulletin redesign (\$25 per page)
- A double-sided business card for two staff members
- Custom letterhead
- Envelope design



## ➤ NEW LOGO PACKAGE - \$995

Two to Three 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

## ➤ REFRESHED LOGO PACKAGE - \$495

Two Custom Logo Concepts: Choice of two designs with two rounds of revisions on your chosen concept

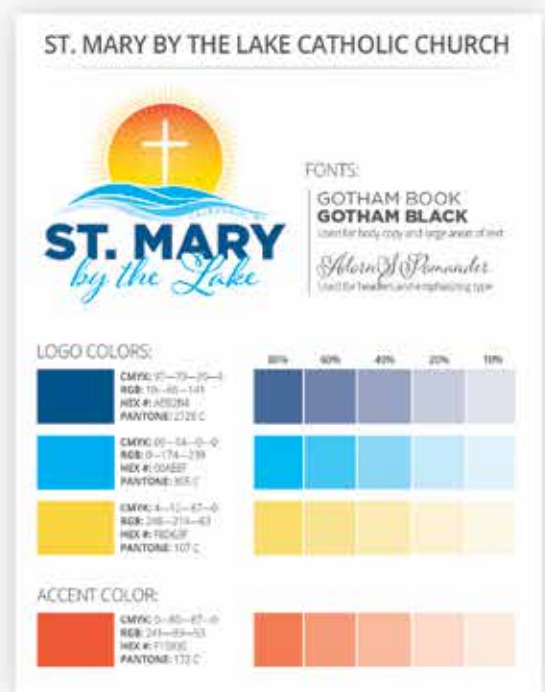
Final Logo Files for Web and Print Use:

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- One high-resolution .png logo file with no background
- Final logo files in two different versions: full-color and grayscale

## 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 and your brand vision in order to be able to design an ideal set of branding materials for you.
- 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.
- You send back a first round of revisions. We work on the logo to reflect all needed corrections. We send it back to you for final revisions.
- 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.



# BRANDING SAMPLES





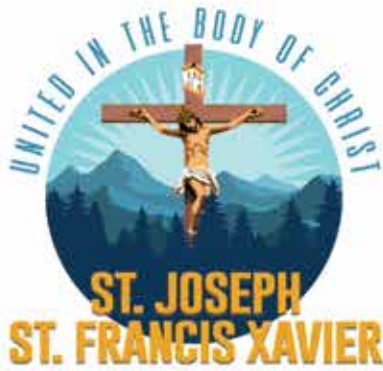




# BRANDING SAMPLES







FOR MORE INFO, GO TO:  
[www.4LPi.com/branding](http://www.4LPi.com/branding)