

# Logo Development & Branding Strategy Services



# Introduction



We understand the power of a compelling brand identity. A successful brand strategy starts with a deep understanding of your business, values, and objectives.

We offer comprehensive brand strategy and logo development services tailored to elevate your presence and resonate with your target audience. From initial concepts to final execution, we prioritize creativity, versatility, and scalability to ensure your logo resonates across all channels and mediums.

We work closely with you to define your brand's unique personality, positioning, and key messaging.

# Pricing for Branding



## Essential

~~500 EUR~~  
**222 EUR\***

- ✓ Primary logo design
- ✓ Secondary logo designs
- ✓ High-resolution files for digital and print use
- ✓ Basic brand style guide

## Standard

~~750 EUR~~  
**333 EUR\***

- ✓ Everything in the Essential Package
- ✓ Brand color palette and typography selection
- ✓ Brand mood board
- ✓ Brand strategy consultation session

## Premium

~~1000 EUR~~  
**444 EUR\***

- ✓ Everything in the Standard Package
- ✓ Brand visual identity guidelines (logo usage, color schemes, typography guidelines, etc.)
- ✓ Brand collateral design (business cards, brochures, flyers, social media graphics, etc.)
- ✓ Brand strategy consultation session

**Language Options: English/Indonesian\*\*/Danish**

\* Special offer April-May 2024

\*\* Contact us directly for company pricing in Indonesia

*Hubungi kami untuk mendapatkan harga bagi perusahaan di Indonesia*

**Logo Development & Branding Strategy Services**

# Process



## 1. Initial Consultation

We aim to understand our client's business objectives, target audience, and preferences, while collecting details about the brand vision, including styles, colors, and imagery.



## 2. Contract Agreement

Upon project proposal approval, we provide the contract agreement, briefing template, and 50% deposit invoices, marking the necessary steps to progress further.



## 3. Design Process

Upon receiving the completed contract, 50% deposit, and detailed brief with a moodboard, we start our design process, meticulously crafting a solution that aligns with the given brief.



## 4. Presentation

We present our proposed logo concepts to the client, explaining the design rationales behind each, and gather valuable feedback to discuss potential revisions or adjustments.



## 5. Review & Adjustment

We will reconvene to review the designs, incorporating any necessary adjustments based on feedback, ensuring complete satisfaction with the final product.



## 6. Finalize & Approve

Upon design approval, we will send the final invoice. Upon payment, we will provide all files in an organized system for immediate use, with follow-ups planned after completion.

# Contact Us



 **+62 0812 3676 2001**

 **cato@leadheartfirst.com**

 **@leadheartfirst**

 **leadheartfirst.com**

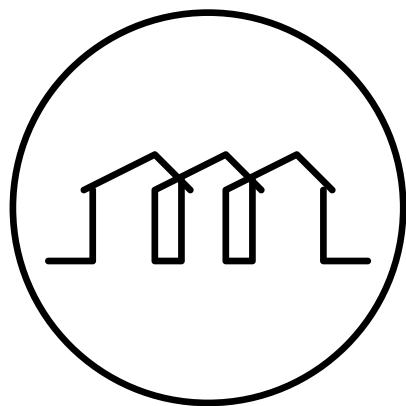
# Visual Identity & Collateral Sample



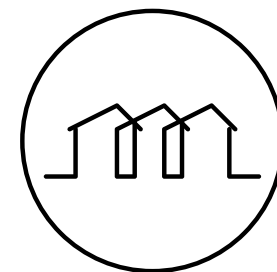
**BEDULU BOUTIQUE VILLAS**



**BEDULU BOUTIQUE VILLAS**



**BEDULU**  
BOUTIQUE VILLAS







Logo Grid

1

The logo is a central element of the brand identity and should be used consistently across all applications. It is designed to be versatile and legible in various sizes and orientations. The grid below shows the logo in its primary and secondary colors, as well as in different sizes and orientations to ensure consistency and readability.

Visual Identity Guidelines - Bedullu Branding Visuals

Visual Identity Consultant

Correct Usage

11

Visual Identity Guidelines - Bedullu Branding Visuals

Visual Identity Consultant


Color Application

20

Visual Identity Guidelines - Bedullu Branding Visuals

Visual Identity Consultant






**Boost Your Wealth:  
Enjoy Passive Income from Your  
Villa Investment in Ubud, Bali.**  
**Only 3 Villas - Reserve Now.**

Off-plan Villas  
Early Bird  
Price from:

**Rp 3B IDR**  
**~\$195K USD**

Scan Here!



**Villa Highlights**

- Nordic design meets Balinese tropics
- Modern 2-3 bedroom luxury villas
- Private pool, infinity view to rice fields
- Private roof top terrace, tropical garden
- 12%-22% ROI from villa rental income

**Strategic Location**

- Located in an authentic village setting
- 180 degree rice field view
- 10-15 minutes to central Ubud
- 1 min to paved rice field walking track
- Easy access to the South Bali Airport

Contact Us: **+62 823 4021 8640**

[www.beduluboutiquevillas.com](http://www.beduluboutiquevillas.com) @beduluboutiquevillas

LEDO, KEC. UBUD  
KAB. GURUH, PROP. BALI  
www.beduluboutiquevillas.com

Bedulu Boutique Villas  
Developed by  
PT Bedulu Real Estate Consulting  
Telp: 082340218640

Jl. Sekeloa, TPA Pura,  
Desa Sekeloa, Kecamatan  
Ubud, Kabupaten Guruh,  
Bali 80511

09:42



beduluboutiquevillas



90  
Posts

45.9K  
Followers

126  
Following

**Lead Heart First**

Real Estate

Bedulu Boutique Villas, Ubud, Bali

[www.beduluboutiquevillas.com](http://www.beduluboutiquevillas.com)

Follow

Message







Bedulu Villas  
From **\$125K USD**



**3 Villas Available**  
**Reserve Now.**



