

Branding & Design Packages.

Executive Summary.

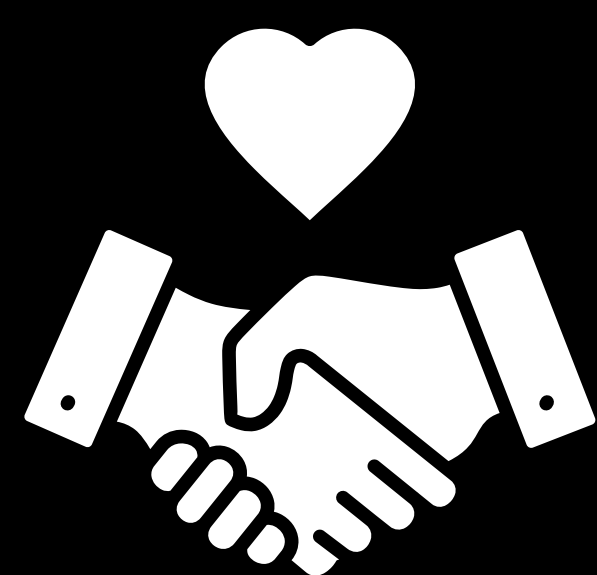
We exist for the daring, the audacious, and the brands ready to stand out, not blend in. Our mission is simple: empower you to be seen, heard, and understood with confidence, providing the strategy, creativity, and space to bring your story to life.

We celebrate fearless ideas, unconventional thinking, and work that pushes boundaries. Excellence isn't optional, it's our baseline. Recognition, collaboration, and unapologetic expression are woven into everything we do, shaping every interaction, every project, and every space we create. Our portfolio spans real estate, hospitality, and not-for-profits, working with brands that want more than a polished look, they want impact. From strategy to design, content to digital, every project is meticulously tailored to amplify your personality and make your presence unforgettable.

At Lange Creative Lab, we believe the world is better when brands and creators embrace their boldest selves. We provide the tools, guidance, and fearless energy to break through, make your mark, and leave a legacy that can't be ignored.

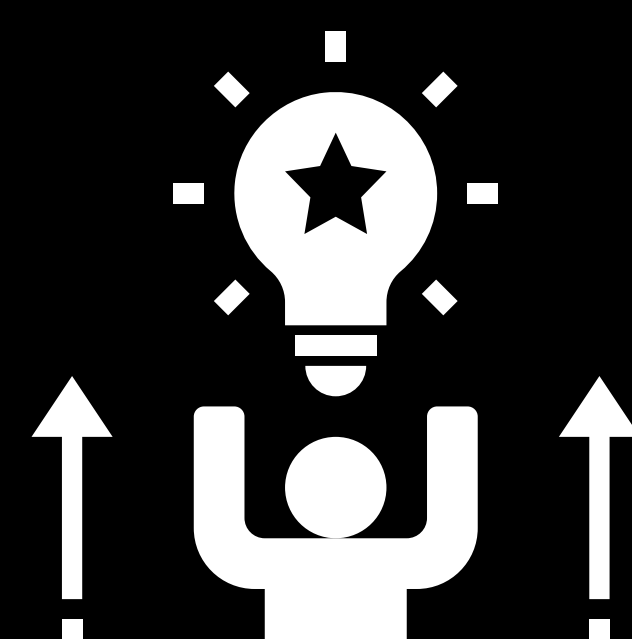


Our Company Values.



Respect

We foster an environment where every voice is valued, embracing diverse perspectives and collaboration. Respect guides our interactions, ensuring integrity, trust, and meaningful relationships with clients, partners, and our team.



Empowerment

We see beyond boundaries, empowering brands, and the people behind them, to grow fearlessly. Through creativity, strategy, and innovation, we create opportunities that spark confidence, inspire action, and drive meaningful progress.



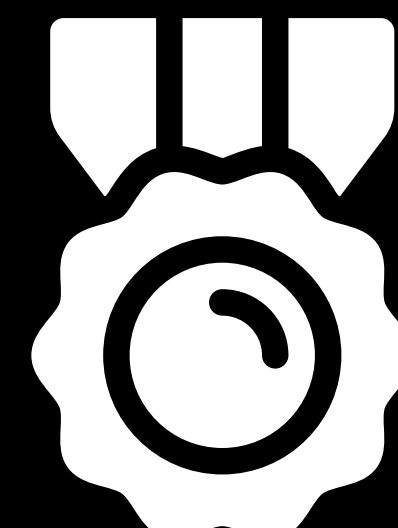
Excellence

We are committed to delivering exceptional work that exceeds expectations. Through meticulous attention to detail, strategic execution, and industry expertise, we craft solutions that elevate brands and create lasting impact.



Communication

Clear, transparent, and intentional communication drives everything we do. We prioritize active listening, collaboration, and honesty to ensure alignment, efficiency, and meaningful connections with clients, teams, and stakeholders.



Recognition

We celebrate achievements, acknowledge contributions, and value progress. Whether through client success, team growth, or industry impact, we believe recognition fuels motivation, builds strong relationships, and fosters a culture of appreciation.

Branding Packages.

Bespoke packages available on request. Prices exclude GST.

Core Package

Basic Identity Development **\$4,000.00**

The development of a professional logo, colour palette, typography, and consistent brand messaging to ensure your brand resonates with your audience and stands out in the marketplace with an executed Branding Guideline.

- Print Mockups
- Social Mockups
- Digital Mockups
- Signage Mockups
- Plus all production ready files

Two revisions included. Production costs excluded.

Brand Strategy Session **\$350.00**

A collaborative strategy session to unpack your brand's goals, values, and audience. Define the creative direction that will set you apart. We'll align your brand story with your business objectives and build a roadmap for consistent, impactful communication.

- 1:1 strategy workshop.
- Brand values, mission discovery, target audience, tone of voice, core message
- Brand positioning development
- Creative direction overview
- Strategic action plan for brand roll-out or refresh

Brand Style Sheet Generation **\$500.00**

A branded style sheet that captures the core elements of your visual identity in a clear, cohesive, and easy-to-follow format.

Includes logo usage and variations, brand colour palette, typography hierarchy and font recommendations, imagery and graphic style guidelines, iconography.

Delivered in a PDF format.

Brand Guidelines Generation **\$1,500.00**

A comprehensive document with your visual identity, values, vision, roadmap and brand application mockups.

Includes a free Brand Strategy Session, logo usage and variations, brand colour palette, typography hierarchy and font recommendations, imagery and graphic style guidelines, iconography and design rules (if applicable).

Delivered in a PDF format.

Brand & Website Packages.

Brand Development Included in all packages (RRP: \$4000.00)

The development of a professional logo, colour palette, typography, & consistent brand messaging to ensure your brand resonates with your audience & stands out in the marketplace with an executed Branding Guideline.

- Design allowance also included. The development of a professional logo, colour palette, typography, and consistent brand messaging to ensure your brand resonates with your audience and stands out in the marketplace with an executed Branding Guideline.
- Print Mockups Social Mockups Digital Mockups Signage Mockups
- Plus all production ready files
- Two revisions included.
- Production costs excluded.

Most Popular

Basic build package **\$7,000.00**

- Full Brand Development
- Wordpress or Shopify
- Home, About, Contact, Blog,
- Privacy & T&Cs pages
- 1 lead-gen form
- 6 stock images
- 12 months hosting included (Wordpress Only)

Standard build package **\$9,400.00**

- Full Brand Development
- Wordpress or Shopify
- Up to 12 pages
- Privacy & T&Cs pages
- Product Template
- 1 lead-gen form
- 10 stock images
- 12 months hosting included (Wordpress Only)

Premium build package **\$12,500.00**

- Full Brand Development
- Wordpress or Shopify
- Up to 20 pages
- Privacy & T&Cs pages
- Product Template
- 1 lead-gen form
- 25 stock images
- 12 months hosting included (Wordpress Only)

Graphic Design.

Bespoke packages available on request. Prices exclude GST.

Most Popular

Small Sized Project

\$750.00

- Small design project
- Covering graphic, website and print and digital design
- Two revisions
- PDF final deliverables.

Medium Sized Project

\$1300.00

- Medium design project
- Covering graphic, website and print and digital design
- Three revisions
- PDF final deliverables.

Large Sized Project

\$1950.00

- Large design project
- Covering graphic, website and print and digital design
- Five revisions
- PDF final deliverables.

Designer Day Rate

\$1250.00 / day

A whole day reserved with a designer, perfect for businesses needing fast turnaround creative work, existing clients requiring ad hoc updates or overflow support, and agencies or internal teams needing temporary creative assistance. Up to 9 hours.

Creative Labour Hourly Services

\$250.00 an hour

Perfect for businesses needing fast turnaround creative work, existing clients requiring ad hoc updates or overflow support, and agencies or internal teams needing temporary creative assistance.

- Brand Strategy
- Graphic design
- Website design
- Content creation
- Post-production
- Creative direction

Minimum of 4 hours. Direct collaboration with our creative team to meet tight deadlines. Support for small-scale revisions, campaign tweaks, or overflow design work. Access to professional creative tools, brand alignment, and expert design standards.

Why us?

Lange Creative Lab is proudly female-owned and operated, led by Managing Director Sophie Wyllie. We challenge conventions, push boundaries, and lead with creativity and strategy that's as bold as it is smart.

When you work with us, you're not just getting an agency, you're joining a team that thrives on curiosity, collaboration, and doing things differently.

Creativity without purpose is chaos, and data without personality is dull. The magic happens when curiosity leads the way, when ideas are not only bold but also intentional, crafted to make an impact. At Lange Creative Lab, we believe that the best results emerge at the intersection of strategy, creativity, and fearless experimentation. Bold ideas aren't afraid to chase what truly matters, and we guide our clients to embrace that mindset every step of the way.

Every project is an opportunity to push boundaries, explore new perspectives, and tell stories that demand attention. We don't settle for the ordinary; we seek out the unexpected, the striking, the unapologetic. Our team thrives on curiosity, collaboration, and a relentless drive to turn insight into action, whether that's through brand identity, website design, content creation, or digital strategy.

We help brands and creators step into their most confident, authentic selves, creating work that resonates, engages, and leaves a mark. Because in a world full of noise, it's not enough to exist, your brand needs to be seen, heard, and remembered.



Get in touch.

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