

YOUR LOGO GOES
HERE

CLIENT NAME:

Sarah & Jackson

PROJECT NAME:

Messaging & Identity

PREPARED FOR:

Sarah Jackson

Project Proposal

21. August, 2021

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01 Overview

This is a proposal containing the outline and scope of the project - from all of the key steps we will take, milestones we set beforehand and the pricing of the project. If you have any questions regarding any aspect of this proposal, please get in touch via email or through our website.

All of the content within this proposal is confidential and meant only for the client and for his/her affiliates. If you are receiving this proposal as a third party by accident, please make sure to let us know!



BRAND IDENTITY

We'll create a coherent brand identity and all of the assets.



BRAND STRATEGY

We'll come up with an effective brand strategy for marketing.



BRAND MESSAGING

We'll devise brand messaging that attracts the right clients.

02 Objectives

The purpose of this project is to develop a coherent brand identity for the client alongside an effective and client focused messaging. In order to do that ,we first start with a discovery process, then move on to research and strategy. Once those stages are finished we'll begin with the actual identity design process.

Timeline & Key Dates



01

First objective is to find out the direction for the whole branding process. We will take the first steps for this during the discovery session and materialize it during the actual strategy work.

PROJECTED DURATION:

August 22-25

02

Secondly we will start working on the brand strategy and messaging. Getting this part right is crucial for building a brand that will resonate with your core audience.

PROJECTED DURATION:

Aug. 25 - Sep. 05

03

Step number three is to actually start designing the brand collateral - logo system, business card, letterhead, social media designs etc.

All of the assets will provided in industry standard formats.

PROJECTED DURATION:

Sep. 05 - Sep 15

04

The last step of the process is the launch of the new identity. We will help you set up all of the assets and oversee that everything gets implemented according to the brand guidelines.

PROJECTED DURATION:

Sep. 15 - Sep 20

Deliverables

HERE YOUR LOGO GOES



BRAND IDENTITY

Includes logo design (3 variations) in PNG, JPG and SVG filetypes.



BRAND STRATEGY

You'll receive a brand strategy workbook in PDF format.



BRAND MESSAGING

Brand Messaging will be included in the Brand Strategy.



SUPPORT

We provide a 1 month support after the project delivery.

TERMS OF PAYMENT

Payments for projects are to be made before the project starts. We will provide you with the payment details as we begin the project. We also offer payment plans for each milestones separately - meaning your upfront investment amount will be smaller. Please contact us for details!

Total Investment:

Including VAT

\$ 1500