



BRANDING PROPOSAL & BRIEF

RR DESIGNS - BECKY HAYTER



PREPARED FOR :

SAMPLE CLIENT

NOVEMBER 3RD 2023

PROJECT BRIEF

BUSINESS NAME: **SAMPLE CLIENT**
PROJECT OVERVIEW: **COMPLETE BRAND DEVELOPMENT**

PHASE 1: LOGO CREATION

TIMELINE: 1-2 WEEKS

DESCRIPTION:

This phase will involve a collaborative process to create a compelling and versatile logo design that encapsulates the brand's essence. It includes initial concept ideation, sketching, digital rendering, and iterative design revisions based on feedback. The goal is to produce a finalized logo that represents the brand's identity.

DELIVERABLES:

- Initial design concepts
- Refined logo drafts based on feedback
- Finalized logo design files in various formats (PNG, JPEG, SVG, etc.)

COST RANGE: \$250 - \$500

FACTORS AFFECTING COST:

Complexity of design, number of initial concepts, and rounds of revisions.

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PHASE 2: BRAND STRATEGY & IDENTITY

TIMELINE: 2-3 WEEKS

DESCRIPTION:

This phase involves the development of brand guidelines, including defining brand elements such as color palette, typography, visual styles, and tone of voice. It will establish a cohesive brand identity that aligns with the business's values and resonates with the target audience.

DELIVERABLES:

- Brand style guide
(including color codes, typography specifications, usage guidelines)
- Supporting visual elements
(iconography, patterns, imagery style)
- Tone of voice guidelines

COST RANGE: \$750-\$1500

FACTORS AFFECTING COST:

Development of brand guidelines, including color palette, typography, visual styles, tone of voice, the complexity of the brand's identity, and rounds of revisions.

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PHASE 3: COLLATERAL & APPLICATION

TIMELINE: 3-5 WEEKS

DESCRIPTION:

This phase focuses on applying the newly established brand elements across various collateral and touchpoints. This includes the design and creation of business cards, letterheads, social media assets, and other brand-related materials.

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DELIVERABLES:

- Business card design
- Letterhead and envelope design
- Social media profile images and cover photos
- Branded templates for digital and print collateral
- Branded presentations & decks

COST RANGE: \$750-\$3000

FACTORS AFFECTING COST:

Number of collateral such as business cards, letterheads, social media assets, and other brand materials, complexity of the brand's identity, and rounds of revisions.

PROJECT BRIEF

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PHASE 4: LAUNCH PREPARATION

TIMELINE: 1-2 WEEKS

DESCRIPTION:

This phase involves finalizing all brand assets, preparing for the brand launch, and ensuring the seamless integration of the new brand across all channels. It includes a final review, adjustments, and any necessary refinements before the brand goes live.

DELIVERABLES:

- Finalized and reviewed brand assets
- Launch strategy and implementation plan
- Go to market designs
- Post-launch support and adjustments (if required)

COST RANGE: \$500-\$1500

FACTORS AFFECTING COST:

Number of final adjustments, channels for preparation for the brand launch, implementation planning, and any post-launch support required.

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PHASE 1: LOGO CREATION

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COST RANGE: \$250-\$500

PHASE 2: BRAND STRATEGY & IDENTITY

TIMELINE: 2-3 WEEKS

COST RANGE: \$750-\$1500

PHASE 3: COLLATERAL & APPLICATION

TIMELINE: 3-5 WEEKS

COST RANGE: \$750-\$3000

PHASE 4: LAUNCH PREPARATION

TIMELINE: 1-2 WEEKS

COST RANGE: \$500-\$1500

TIMELINE: 7-12 WEEKS

COST RANGE: \$2225-\$7500

CONCLUSION & TERMS

BUSINESS NAME: **SAMPLE CLIENT**
PROJECT OVERVIEW: **COMPLETE BRAND DEVELOPMENT**

The timelines provided in this proposal are estimations and are subject to change based on the project's scope, the number of revisions required, and feedback from the client. The information and estimates presented here are based on current industry standards and are intended as a general guideline for the proposed project.

The proposal serves as a foundational framework that can be adapted to suit the unique requirements of your business. The actual costs, timelines, and deliverables may vary based on the specific needs and scope of the project, as agreed upon by both parties. Any intellectual property rights, including but not limited to logos, designs, and brand assets, remain the property of the creator until full payment is received and transfer of ownership rights is executed as per the mutually agreed terms.

This proposal is not a legally binding document but serves as a framework for discussion and negotiation. Final costs, terms, and conditions will be detailed in a formal agreement upon the acceptance of this proposal. Each milestone's timing may vary based on the complexity of the project and client responsiveness.

Should you wish to proceed with this proposal, I am available to provide a more detailed breakdown of the project plan or engage in further discussions to customize the branding strategy to align more precisely with your business's distinctive needs.

EXCITED TO CREATE SOMETHING AMAZING TOGETHER!

Becky