YOUR  
LOGO

**COMPANY NAME**

BRANDING AGENCY PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] as your branding partner. We help businesses build and refresh brands that resonate with audiences, stand out in the market, and drive long-term growth.  
  
This proposal outlines how we will support [Client Name] through strategic brand development and design.

# Problem or Opportunity

[Client Name] is seeking to create or evolve a brand identity to improve recognition, connect with its audience, and support its marketing and growth objectives.

# Proposed Solution

We propose a full branding engagement, from strategy and positioning through visual identity and brand guidelines.  
  
Key Benefits:  
- Clear, consistent brand messaging and visuals  
- Stronger brand equity and audience connection  
- Materials and assets that scale with your business

# Scope of Work

Our branding services include:  
  
- Brand discovery and competitive analysis  
- Brand strategy and positioning  
- Logo design and visual identity  
- Brand messaging and voice guidelines  
- Brand guidelines document  
- Collateral templates (business cards, letterhead, social assets)

# Timeline

Estimated timeline for research, design, and delivery:

|  |  |  |
| --- | --- | --- |
| Milestone | Description | Estimated Date |
| Discovery & Research | Brand audit and stakeholder interviews | [Start Date] |
| Strategy Development | Positioning, messaging, direction | [Date] |
| Visual Identity | Logo, colors, typography | [Date] |
| Final Delivery | Guidelines and brand assets | [Completion Date] |

# Pricing

Estimated pricing for branding engagement:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Brand Strategy | Research, positioning, messaging | [Amount] |
| Visual Identity | Logo design, brand system | [Amount] |
| Brand Guidelines | Documentation and templates | [Amount] |
| Total |  | [Total] |

# About Our Company

[Your Company Name] is a strategic branding agency focused on helping companies define and express who they are across all touchpoints.  
  
- Experience: [X] years building brands across industries  
- Services: Strategy, identity design, brand rollout  
- Mission: To turn bold ideas into unforgettable brands

# Case Studies / Testimonials

Case Study: [Previous Client Name]  
  
- Project: Complete brand refresh for growing startup  
- Outcome: New brand launch led to 60% increase in engagement  
  
Testimonial:  
“[Your Company Name] captured our vision perfectly and gave us a brand that we’re proud of.” — [Client Name], [Title], [Company]

# Terms and Conditions

Payment Terms: 50% upfront, 50% upon delivery.  
Revisions: Two rounds of revisions are included.  
Ownership: Final brand assets and files are fully transferred to the client upon completion.

# Acceptance

To proceed with the branding engagement, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client’s Printed Name]  
Title: [Client’s Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_