YOUR  
LOGO

**COMPANY NAME**

DESIGN AGENCY PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] as your design agency partner. We specialize in delivering visually compelling, brand-aligned designs that elevate your marketing, communications, and user experience.  
  
This proposal outlines how we will support [Client Name] through tailored design solutions.

# Problem or Opportunity

[Client Name] is seeking to enhance its visual identity, improve brand consistency, or develop creative assets that engage and convert across digital and print channels.

# Proposed Solution

We propose a design engagement that covers strategy, concept development, asset creation, and delivery of design materials.  
  
Key Benefits:  
- Cohesive brand presentation across all touchpoints  
- High-quality visuals that reinforce your brand  
- Faster production of creative materials with design consistency

# Scope of Work

Our design agency services include:  
  
- Brand identity design and visual systems  
- Marketing collateral (brochures, presentations, ads)  
- UI/UX for websites and mobile apps  
- Social media and digital content assets  
- Packaging, signage, and environmental graphics

# Timeline

Estimated timeline for design planning, creation, and delivery:

|  |  |  |
| --- | --- | --- |
| Milestone | Description | Estimated Date |
| Discovery & Briefing | Understand goals and define scope | [Start Date] |
| Concept Development | Create initial design directions | [Date] |
| Asset Production | Finalize designs and prepare files | [Date] |
| Delivery & Feedback | Review final output and revisions | [Completion Date] |

# Pricing

Estimated pricing for design services engagement:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Brand Design | Logo, identity, visual system | [Amount] |
| Marketing Collateral | Brochures, slide decks, graphics | [Amount] |
| Digital Assets | Web, social media, UI/UX | [Amount] |
| Total |  | [Total] |

# About Our Company

[Your Company Name] is a creative design agency known for strategic thinking and beautiful execution.  
  
- Experience: [X] years designing across [industries]  
- Services: Brand design, web design, content assets  
- Mission: To deliver outstanding design that supports real business results

# Case Studies / Testimonials

Case Study: [Previous Client Name]  
  
- Project: Brand refresh and asset development  
- Outcome: Increased brand recognition and user engagement  
  
Testimonial:  
“[Your Company Name] elevated our visual identity and gave us the consistency we needed across platforms.” — [Client Name], [Title], [Company]

# Terms and Conditions

Payment Terms: 50% deposit, 50% upon final delivery.  
Revisions: Includes two rounds of revisions for each deliverable.  
File Rights: Client retains ownership of final design assets.

# Acceptance

To begin your design agency engagement, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client’s Printed Name]  
Title: [Client’s Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_