YOUR  
LOGO

**COMPANY NAME**

LOGO DESIGN

PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] for your logo design project. We specialize in creating distinctive logos that capture your brand’s identity and resonate with your audience.  
  
This proposal outlines how we will support [Client Name] in developing a professional and memorable brand mark.

# Problem or Opportunity

[Client Name] requires a visual identity that accurately reflects your brand’s values, stands out in a competitive market, and works well across digital and print platforms. A strong logo is key to brand recognition and consistency.

# Proposed Solution

We propose a custom logo design process that includes concept exploration, refinement, and finalization. The result will be a logo that is visually engaging, versatile, and aligned with your brand.  
  
Key Benefits:  
- Unique and memorable design  
- Salable for web, print, and merchandise  
- Aligns with your brand’s tone and mission

# Scope of Work

Our logo design service includes:  
  
- Discovery session and brand research  
- Development of 3 unique logo concepts  
- Up to 2 rounds of revisions  
- Final files in multiple formats (AI, EPS, PNG, JPG, SVG)  
- Logo usage guidelines (optional)

# Timeline

Proposed timeline and key milestones for project delivery:

|  |  |  |
| --- | --- | --- |
| Milestone | Description | Estimated Date |
| Discovery Session | Understand brand goals and style | [Start Date] |
| Concept Development | Present initial logo concepts | [Date] |
| Revisions | Client feedback and updates | [Date] |
| Final Delivery | Approved files delivered | [Completion Date] |

# Pricing

Transparent breakdown of logo design service costs:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Logo Concept Development | Initial design concepts | [Amount] |
| Revisions | Up to 2 rounds of edits | [Amount] |
| Final File Delivery | Multiple file formats | [Amount] |
| Total |  | [Total] |

# About Our Company

[Your Company Name] is a creative agency specializing in branding and visual identity design. We help businesses craft logos that make a lasting impression.  
  
- Experience: [X] years in logo and graphic design  
- Tools: Adobe Illustrator, Figma, and design systems  
- Mission: To empower brands through smart, simple, and strategic visuals

# Case Studies / Testimonials

Case Study: [Previous Client Name]  
  
- Project: Logo redesign for a professional services firm  
- Outcome: New logo improved brand clarity and customer perception  
  
Testimonial:  
“[Your Company Name] created a logo we’re truly proud of. It perfectly captures who we are.” — [Client Name], [Title], [Company]

# Terms and Conditions

Payment Terms: 50% deposit at project start, 50% upon final delivery.  
Revisions: Includes 2 rounds of revisions. Additional rounds available at an hourly rate.  
File Delivery: Final logo files provided upon receipt of final payment.

# Acceptance

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