YOUR  
LOGO

**COMPANY NAME**

BRAND IDENTITY PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

Thank you for considering [Your Company Name] for your brand identity project. We help businesses build strong, recognizable identities that reflect their mission and connect with their audience.  
  
This proposal outlines how we can support [Client Name] in creating a cohesive and compelling brand identity.

# Problem or Opportunity

[Client Name] is looking to establish or refresh your brand identity to ensure it communicates the right message, resonates with your audience, and differentiates you from competitors. Without a clear and consistent identity, your brand may appear fragmented or forgettable.

# Proposed Solution

We propose a comprehensive brand identity development package that includes strategy, design, and guidelines to ensure consistency across all platforms.  
  
Key Benefits:  
- Clear brand positioning and personality  
- Consistent visuals and messaging  
- Stronger brand recognition and trust

# Scope of Work

Our brand identity services include:  
  
- Brand discovery and competitor analysis  
- Logo design and visual style development  
- Color palette and typography selection  
- Brand voice and messaging framework  
- Business card, letterhead, and social media templates  
- Brand guidelines document

# Timeline

Estimated timeline for brand identity project:

|  |  |  |
| --- | --- | --- |
| Milestone | Description | Estimated Date |
| Brand Discovery | Research, interviews, competitor analysis | [Start Date] |
| Concept Development | Logo and visual style drafts | [Date] |
| Revisions | Feedback and finalization | [Date] |
| Guidelines & Assets | Delivery of final assets and brand book | [Completion Date] |

# Pricing

Project-based pricing for brand identity development:

|  |  |  |
| --- | --- | --- |
| Service | Description | Cost |
| Brand Discovery | Research and positioning strategy | [Amount] |
| Logo & Visual Identity | Logo, color palette, typography | [Amount] |
| Brand Collateral | Business cards, social media, etc. | [Amount] |
| Brand Guidelines | Comprehensive brand style guide | [Amount] |
| Total |  | [Total] |

# About Our Company

[Your Company Name] is a creative agency that specializes in helping businesses define and express their brand through strategic design and storytelling.  
  
- Experience: [X] years in branding and design  
- Expertise: Visual identity, brand messaging, and guidelines  
- Mission: To build brands people remember and trust

# Case Studies / Testimonials

Case Study: [Previous Client Name]  
  
- Project: Brand identity development for a tech startup  
- Outcome: New identity used across web, packaging, and social channels; increased brand recall by 45%  
  
Testimonial:  
“[Your Company Name] crafted a brand identity that completely captured our essence and helped us stand out in the market.” — [Client Name], [Title], [Company]

# Terms and Conditions

Payment Terms: 50% deposit to begin work; 50% due upon delivery of final assets.  
Deliverables: Final files and brand guidelines provided upon completion.  
Revisions: Includes 2 rounds of revisions per deliverable.

# Acceptance

To begin the brand identity development process, please sign below.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Client’s Printed Name]  
Title: [Client’s Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_