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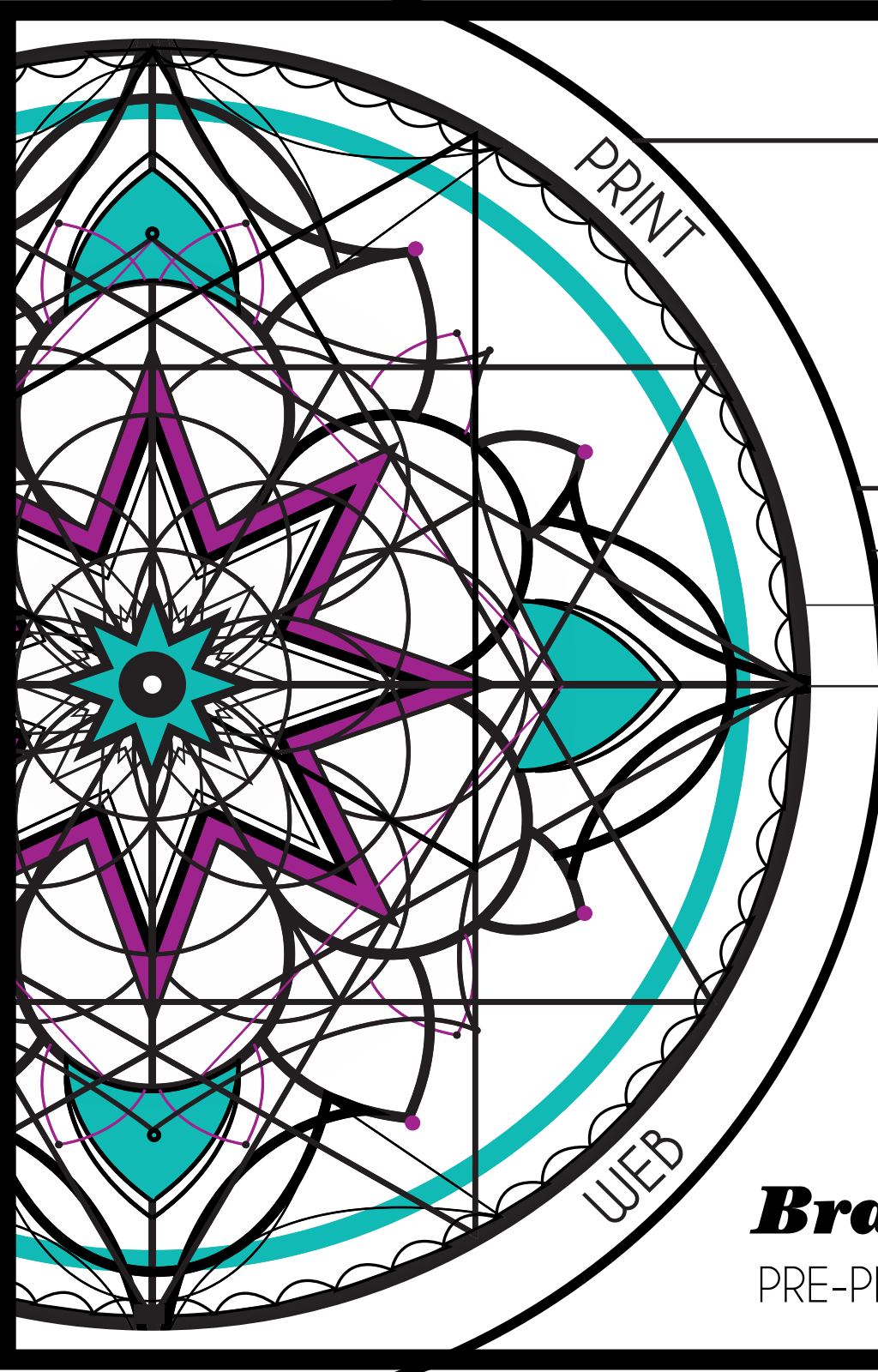
CARLY  
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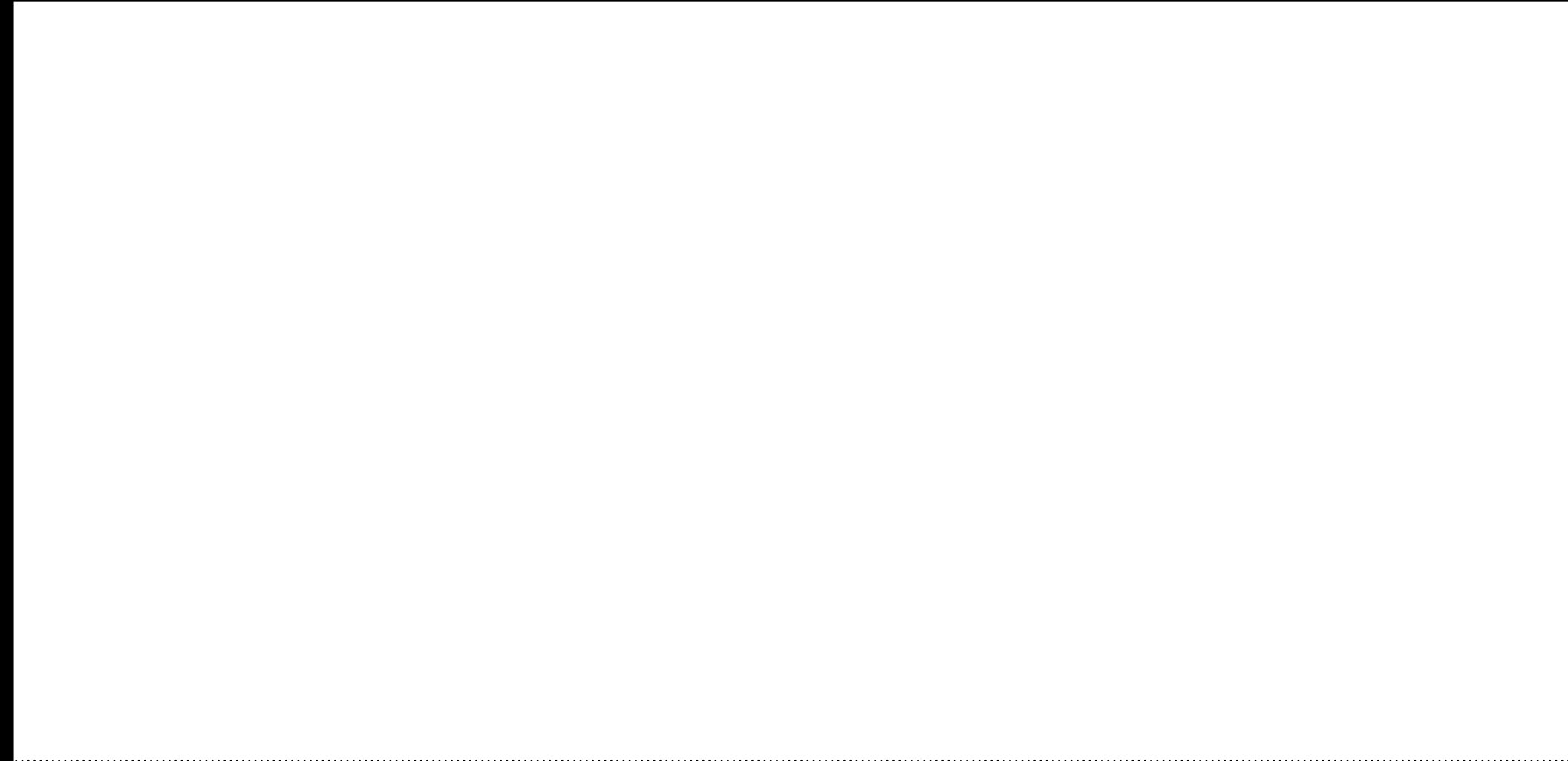
—●—▶ digital designer

design@carlydg.com

**Brand Identity Package**

PRE-PROPOSAL & ESTIMATES





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# ***Design Process***

## FORMULA FOR SUCCESS

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### Research

#### Brand Strategy

promise

personality

strengths

potential weakness/improvements

demographic

#### Competitor Analysis

promise

personality

strengths

potential weakness/improvements

demographic

### Design Logo

#### Color Palettes

#### Typography

#### Visual Language

#### Collateral Designs

business cards

website (responsive)

letterhead/stationary

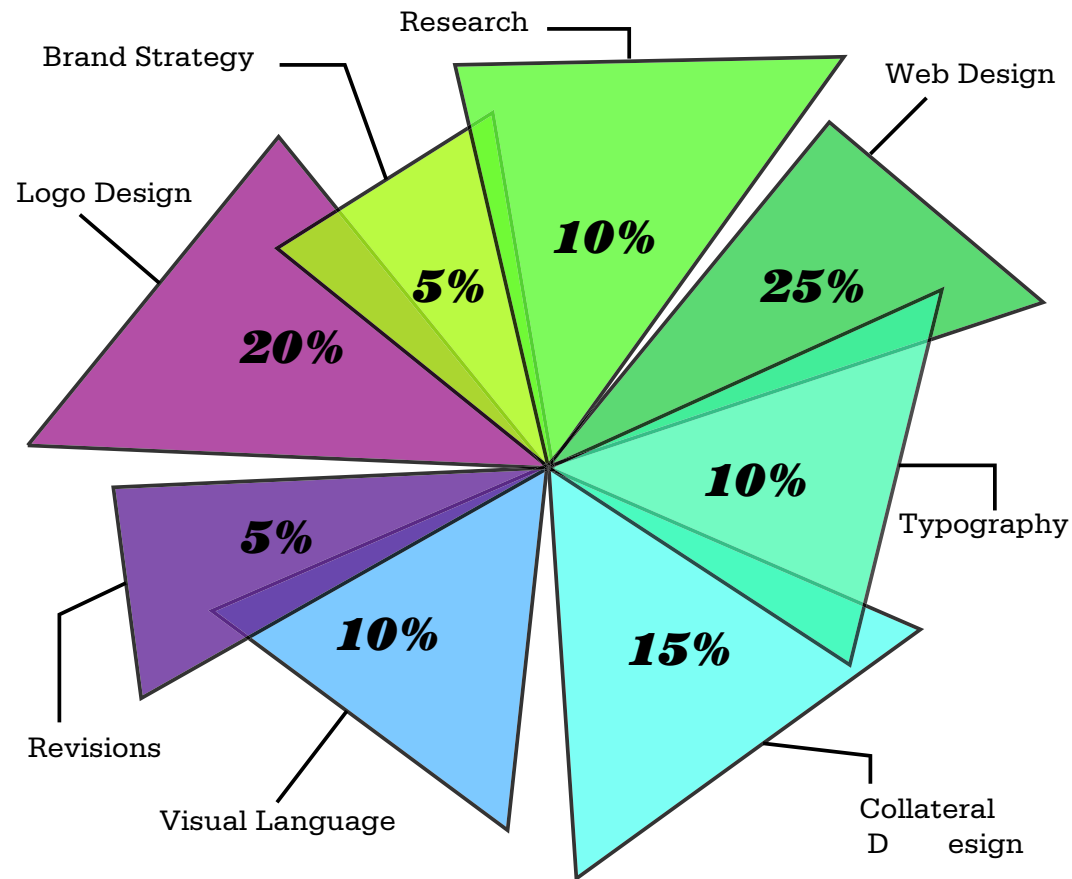
cv

stickers

print portfolio

# Design Process

## TIMELINE BREAKDOWN



# Deliverables

## TIME & COST ESTIMATES

| ITEM                  | HRS        | RATE               | SUBTOTAL                    |
|-----------------------|------------|--------------------|-----------------------------|
| Research              | 5          | \$50 <sup>00</sup> | \$250 <sup>00</sup>         |
| Logo Design           | 10         | \$50 <sup>00</sup> | \$500 <sup>00</sup>         |
| Visual Language       | 3          | \$50 <sup>00</sup> | \$150 <sup>00</sup>         |
| Typography            | 3          | \$50 <sup>00</sup> | \$150 <sup>00</sup>         |
| Business Cards        | 8          | \$50 <sup>00</sup> | \$400 <sup>00</sup>         |
| Website (responsive)  | 45         | \$50 <sup>00</sup> | \$2,250 <sup>00</sup>       |
| Letterhead/Stationary | 2          | \$50 <sup>00</sup> | \$100 <sup>00</sup>         |
| Curriculum Vitae      | 8          | \$50 <sup>00</sup> | \$400 <sup>00</sup>         |
| Stickers              | 2          | \$50 <sup>00</sup> | \$100 <sup>00</sup>         |
| Print Portfolio       | 10         | \$50 <sup>00</sup> | \$500 <sup>00</sup>         |
| Animated Logo         | 14         | \$50 <sup>00</sup> | \$700 <sup>00</sup>         |
| <b>TOTAL</b>          | <b>110</b> |                    | <b>\$5,500<sup>00</sup></b> |

# ***Deliverables***

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## REVISIONS & MAINTENANCE

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### **Revisions**

Three revisions are included in each design deliverable. Revisions will be limited to two hours each before additional payment is required.

### **Payments**

After all terms are agreed to and both designer and client are on the same page, a 50% deposit is to be collected prior to project launch.