

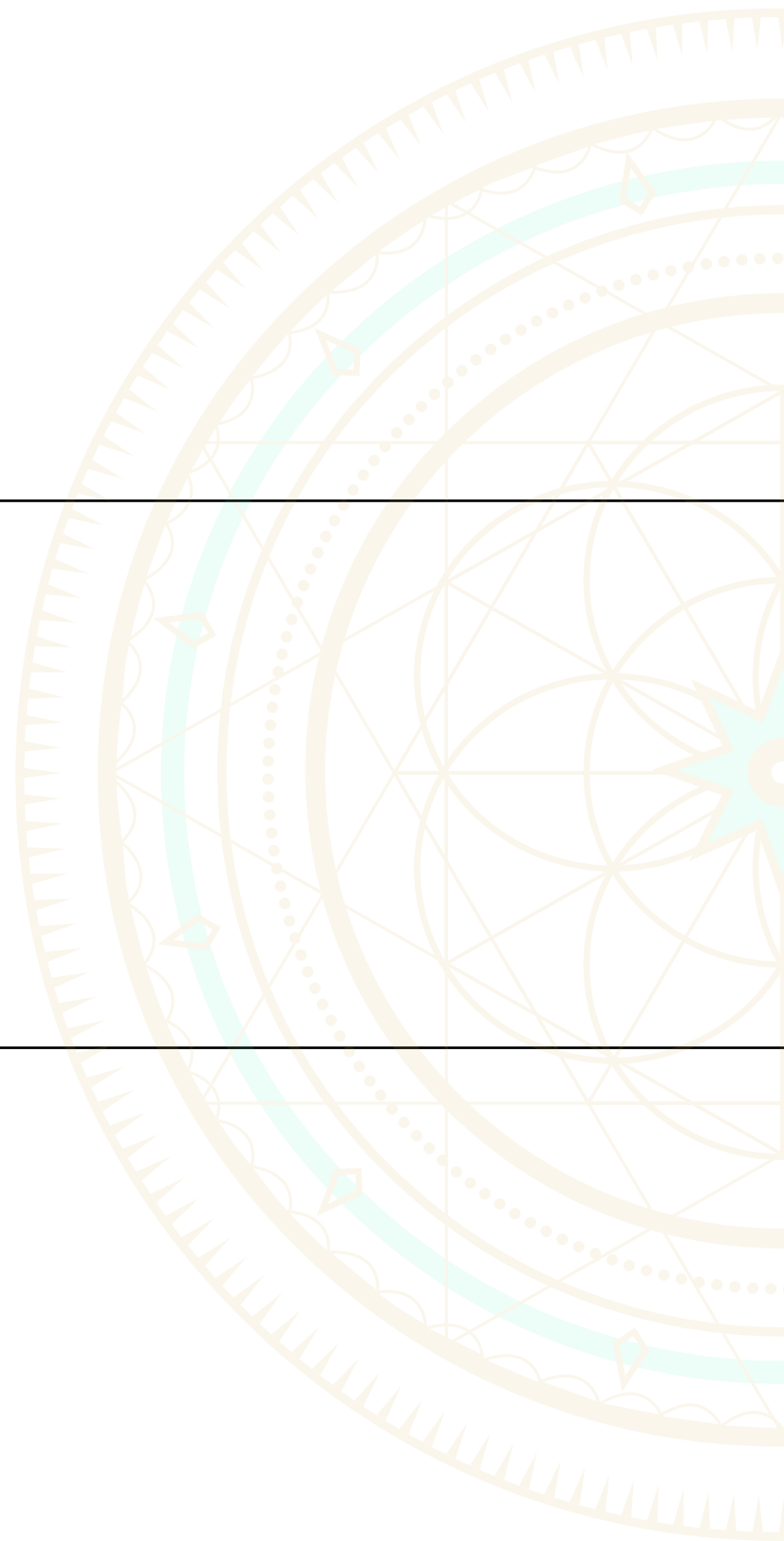


BRAND IDENTITY PROPOSAL

CLIENT Michael Salamon
PROJECT Brand Identity Package
DATE 27 August - 16 September 2014
DESIGNER Carly Dutch-Greene



Carly Dutch-Greene
design@carlydg.com
608.444.8063
www.carlydg.com





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INTRO

WHAT I CAN DO FOR YOU

As a digital designer, it is imperative to develop and maintain skill sets that can accomplish any project. My education as a Digital Design Major at the University of Colorado Denver has provided me with those skills. My inherent ability to understand client needs and creativity puts me at the forefront for design projects.

Partnering with a knowledgeable and skilled designer ensures that any design will be developed to the highest quality. The end result should not only accomplish the overall project goal, but exceed those expectations. Achieving the maximum positive impact on your focus demographic is paramount to a successful project. I am the designer that will help you attain all of those qualities for your project.



CARLY DUTCH-GREENE

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EXECUTIVE SUMMARY

PROJECT OVERVIEW



For this project, I will create a full brand identity package that represents my personal brand. The package will include a logo, website and tangible assets. Developing a strong personal brand will enable me to present myself in a professional way. This can assist me when reaching out to potential clients and job opportunities for future work.

The entire brand identity package will rely on the successful development of my logo. I plan to make multiple variations of the logo to be used on different platforms. Included in the package will be a variety of deliverables: responsive website, stationary, stickers, resume, et al.

In this proposal you will find detailed information on the project goals, budget and schedule.

PROJECT GOALS

REQUIREMENTS



Based on my understanding of the project, I will create a brand identity package that fully represents who I am as a designer. In order to accomplish this goal, it will be imperative that I develop a brand strategy. This strategy requires an understanding of: brand promise, personality, strengths, potential weakness, potential improvements, and demographic.

REQUIREMENTS CONTINUED



The brand requires a logo that:

- represents my individual design style
- grabs potential client and employers attention
- maintains a cohesive color scheme

The brand requires a website that:

- maintains the overall look and vibe of the identity
- allows for easy to use navigation
- is responsive on all potential platforms
- will engage and hold users attention
- provides necessary information for viewers

CREATIVE STRATEGY

FORMULA FOR SUCCESS

In order to produce the highest quality of work, I plan to impliment a two phase process to this project.

PHASE 1 - RESEARCH & PLANNING



Prior to the launch of creative work, I will take the time to review related projects and do research on the content of the project at hand. There will be an initial meeting with you to develop an understanding of your goals, the project demographic and overall expectations. Once this meeting has taken place and the proposal is approved, I will provide a set of logo designs for your approval. Up to three revisions will be provided. Visual language and typography guidelines are also developed in this phase.

Total Cost

\$1,050.00

CREATIVE STRATEGY

PHASE 2 - EXECUTION



Once the logos are accepted and you approve the design, I will begin work on the design deliverables. Keeping you informed and providing updates on the work is key to creating a successful identity. Up to three revisions will be provided on said design deliverables.

A responsive website will be included in the brand package as well as an animated logo. Once the brand identity package is complete, I will review it with you and provide up to three final revisions.

File format will vary depending on individual items.

Total Cost	\$4,450.00
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* Following completion of the identity design, we will have a follow up meeting to assess the final outcome. I am receptive to any and all feedback about the process and result of the project.

PROJECT ESTIMATE

PHASE 1 : RESEARCH & PLANNING

Research	5	\$50.00	\$250.00
Logo Design	10	\$50.00	\$500.00
Visual Language	3	\$50.00	\$150.00
Typography	3	\$50.00	\$150.00

PHASE 2 : EXECUTION

Business Cards	8	\$50.00	\$400.00
Website (responsive)	45	\$50.00	\$2,250.00
Letterhead/Stationary	2	\$50.00	\$100.00
Curriculum Vitae	8	\$50.00	\$400.00
Stickers	2	\$50.00	\$100.00
Print Portfolio	10	\$50.00	\$500.00
Animated Logo	14	\$50.00	\$700.00

TOTAL COST

\$5,500.00

PAYMENT SCHEDULE



Total fixed fee for project: \$5,500.00 (\$50.00/hr @ 110hrs)

Deposit due: \$2,750.00, 50% of agreed upon fee, due at time of agreement signing.

Balance: \$2,750.00, 50% due within 7 business days following date of final project delivery.
(Projected Sept. 16, 2014)

Mode of Payment: Payment will be accepted in the form of a check or through PayPal.

Late Fees: 5% interest per month will be added to any existing balance.

PROVISIONS

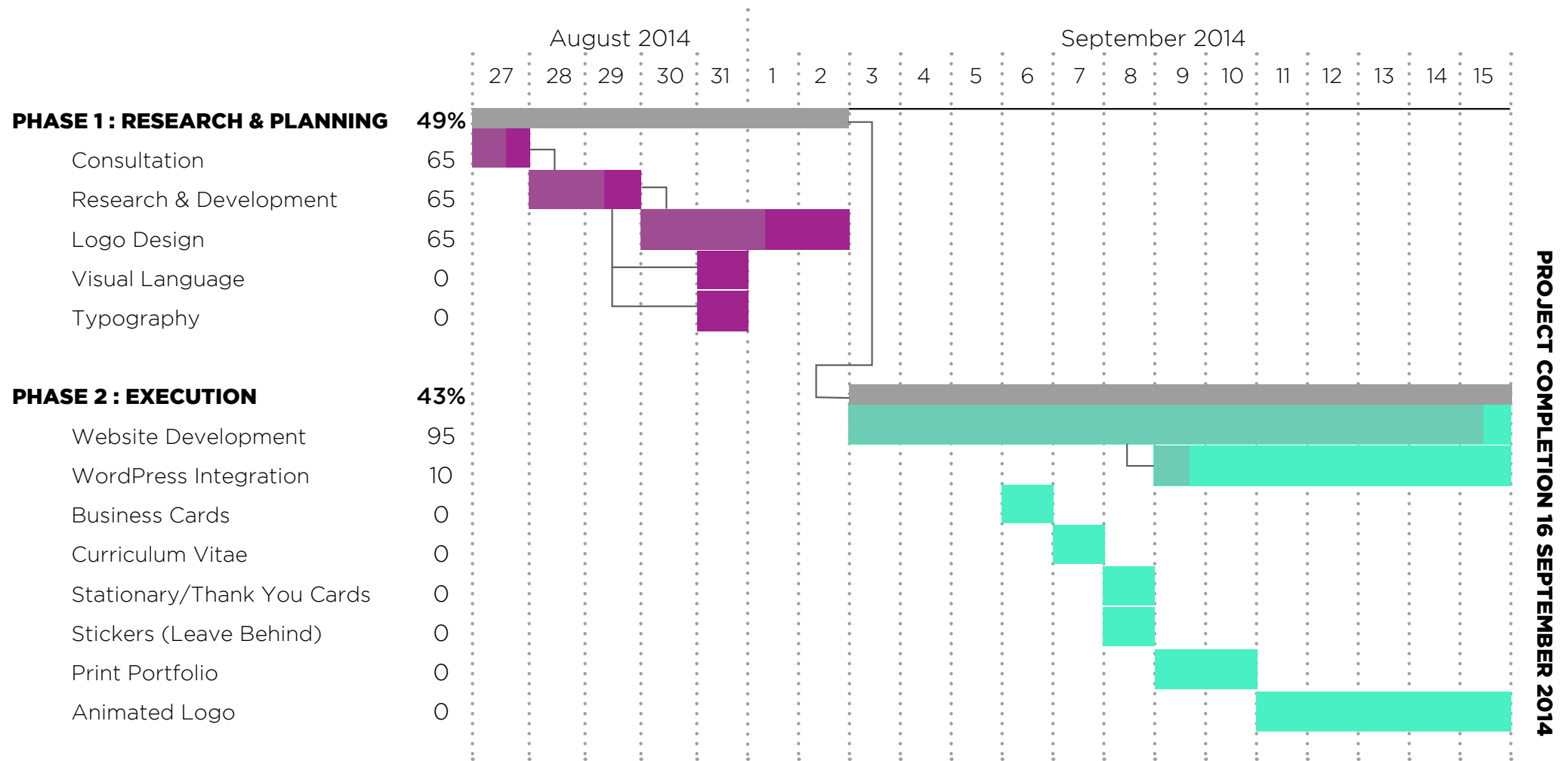


Client is entitled to up to three design revisions, after which will be billed hourly at a rate of \$50/hr for any subsequent revisions.

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TIMELINE

BRAND IDENTITY PACKAGE



THANK YOU

**Thank you so much for your time and consideration.
I look forward to working with you!**