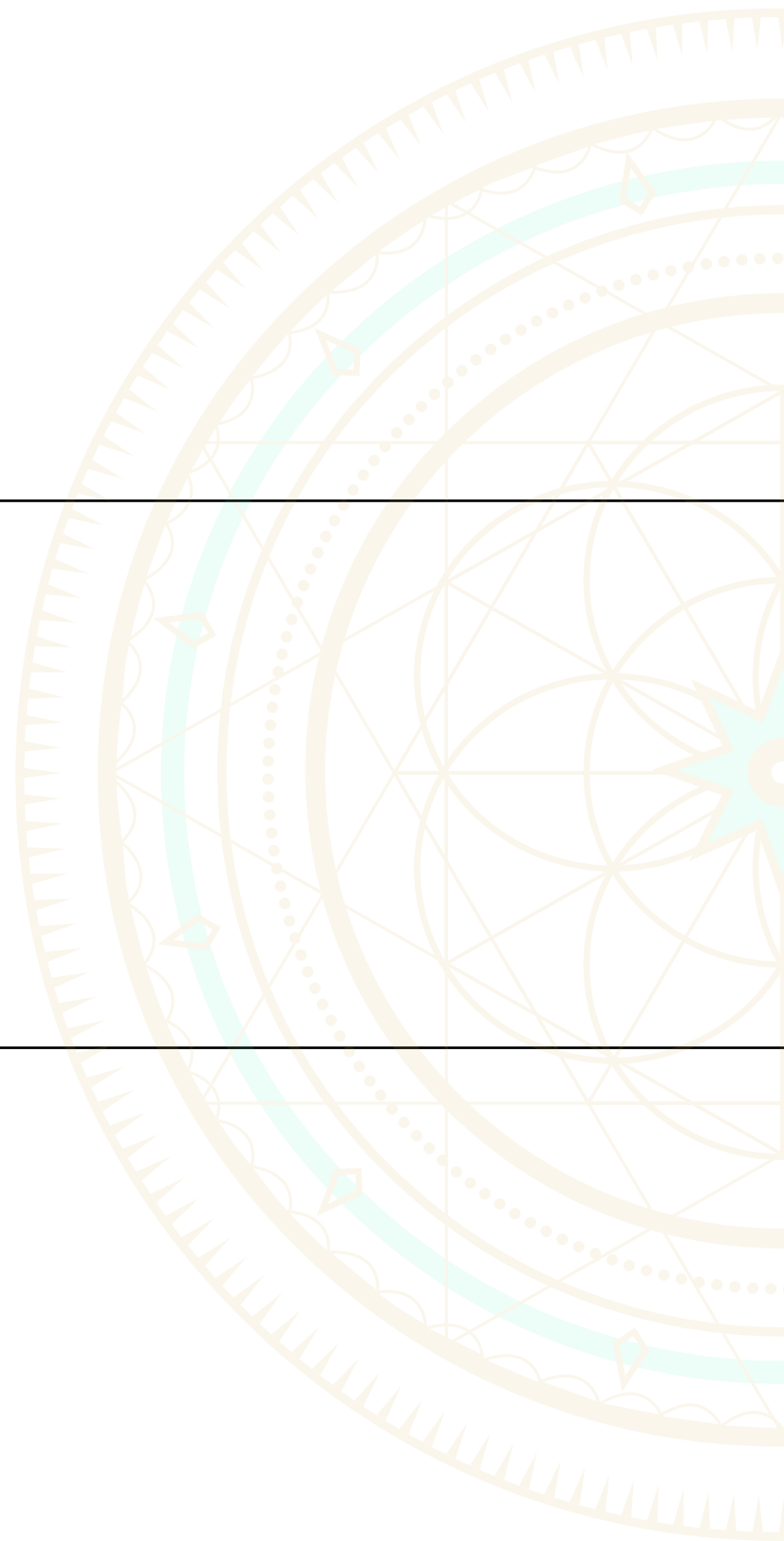


BRAND IDENTITY: PHASE 2

CLIENT Michael Salamon
PROJECT Brand Identity Package
DATE 23 September 2014
DESIGNER Carly Dutch-Greene



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





BRAND IDENTITY PROPOSAL

CLIENT Michael Salamon
PROJECT Brand Identity Package
DATE 24 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

Digital Designer
Denver, CO
www.carlydg.com

EXECUTIVE SUMMARY

PROJECT OVERVIEW



.....

This project will be viewed as Part 2 of my Personal Brand Identity Package. In Part 1 I developed an overall brand identity and aesthetic as well as prototypes of collateral design assets.

This portion of the project will be dedicated to getting all designs finalized, refining my website and having any collateral designs produced in a professional manner. The deliverables will be: business cards, leave behind, brand package container (folder or box), and a completed responsive website and a refined resume.

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 complete 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.



PROJECT GOALS

REQUIREMENTS CONTINUED



Brand Package Folder/Box -

Create a folder or box to enclose all brand identity assets.

Responsive Website -

Incorporate a photography section.

Tie into brand identity more cohesively.

Bring the Portfolio page above the About section.

Resume

Refine resume by better utilizing the grid.

Possibly incorporate other accent fonts or elements.

Leave Behind

Brainstorm and finalize idea.

Business Cards

Finalize design and send to be professionally made.

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 and do research on where I will be having any and all collateral designs produced. I will prepare all files and assets necessary to make the production process go smoothly. Once production facilities are discussed and confirmed, a final cost will be presented.

Estimated Total Cost

\$250.00



CREATIVE STRATEGY

PHASE 2 - EXECUTION



All files will be sent in to production facilities. The Website and Resume will be refined in this phase as well. Keeping you informed and providing updates on the work is key to creating a successful identity. Up to three revisions will be provided on the Resume and Website. All collateral design has been approved (by you) prior to production, any additional work or production will be billed accordingly.

File format will vary depending on individual items.

Total Cost	\$650.00
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- * Following completion of the design and animation, 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

ITEM	HRS	RATE	SUBTOTAL
PHASE 1			
Research Conducting thorough research is essential in creating the most successful design. I will find a quality producer for collateral designs.	3	\$50.00	\$150.00
File Finalization Making sure all files are in prime condition before sending them to production is essential for getting optimal results.	2	\$50.00	\$100.00
PHASE 2			
Production <i>(Business Cards, Leave Behind, Brand Package Folder)</i> All files will be sent to be produced at respective destinations.	1	\$50.00	\$50.00
Website The current website will be refined and touched up to make a cohesive brand.	8	\$50.00	\$400.00
Resume The current resume needs some refinement in order to be of the highest quality.	4	\$50.00	\$200.00
TOTAL COST			\$900.00

PAYMENT SCHEDULE



Total fixed fee for project: \$900.00 (\$50.00/hr @ 18hrs)

Deposit due: \$450.00, 50% of agreed upon fee, due at time of agreement signing.

Balance: \$450.00, 50% due within 7 business days following date of final project delivery.
(Projected November 20, 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.

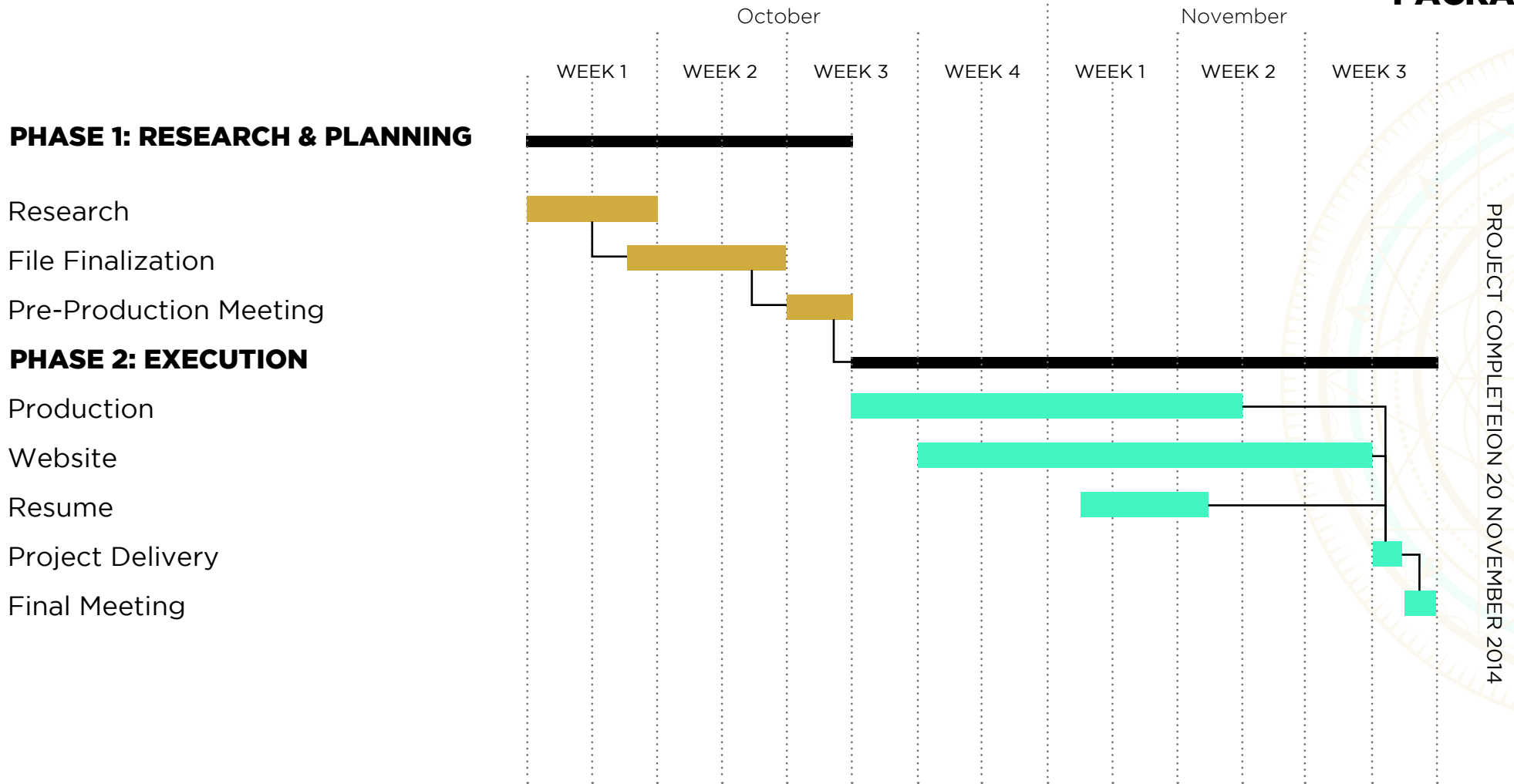
PROVISIONS



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.

TIMELINE

BRAND IDENTITY PACKAGE



THANK YOU



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