

# Modern Creative Design Proposal

Proposal Date

March 16, 2024

## PROJECT NAME

Brand Identity Refresh

## PREPARED FOR

Acme Ventures Ltd.

## CONTACT

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## PREPARED BY

PixelLab Studio

## Project Overview

This proposal outlines a creative approach to rejuvenating the Acme Ventures brand for today's digital-first landscape. The project aims to deliver a cohesive brand identity and design assets that engage audiences and drive business growth.

## Objectives

- Redefine brand visual language for increased appeal
- Establish consistency across digital and print
- Strengthen market positioning and recognition

## Scope of Work

- Brand Audit & Research
- Logo & Visual Asset Redesign
- Typography & Color Palette
- Brand Guidelines Documentation
- Social & Website Visuals

## Timeline

- Discovery & Research ~ 1 week
- Design Development ~ 2 weeks
- Review & Iterations ~ 1 week
- Final Delivery ~ March 30, 2024

## Investment

Project Fee: **\$8,000 USD**

(Includes all deliverables, up to 2 revisions, and final file hand-off)

## Contact & Next Steps

Ready to move forward? Please reply to this proposal or reach out at [hello@pixellab.com](mailto:hello@pixellab.com) to discuss questions and formalize the agreement.