

# Simple Design Proposal

Client: [Client Name]  
Agency: [Agency Name]  
Date: [Date]

## Project Overview

[Briefly describe the client’s goals and the project’s core objectives. Summarize what the design solution aims to achieve.]

## Scope of Services

- [Service 1: e.g., Brand Identity Design]
- [Service 2: e.g., Website UI/UX]
- [Service 3: e.g., Marketing Collateral]
- [Additional services as needed]

## Project Timeline

### Milestone

- Kickoff & Research
- Concept Development
- Design Refinement
- Final Delivery

### Estimated Date

- [Date 1]
- [Date 2]
- [Date 3]
- [Date 4]

## Investment

[Total Fee or Range]  
*Includes all deliverables, revisions, and any applicable taxes.*

## Terms & Conditions

- [Summary of payment terms]
- [Project cancellation policy]
- [Intellectual property details]

## Approval

Please confirm your approval of this proposal to begin the project.

**Client Name & Signature:** \_\_\_\_\_

**Date:** \_\_\_\_\_