

Branding Proposal

Prepared for: Client Name

Date: June 13, 2024

Prepared by: Creative Agency Name

01. Overview

Thank you for considering Creative Agency Name to lead your branding initiative. Our proposal outlines a strategic approach to enhance your brand's visibility, alignment, and value in your market.

02. Objectives

- Establish a unique and consistent brand identity
- Increase customer engagement and awareness
- Develop comprehensive brand guidelines
- Position your brand strongly among competitors

03. Our Approach

1. Research and Discovery
2. Brand Strategy Development
3. Visual Identity Design
4. Guidelines & Application

04. Deliverables

- Brand Strategy Document
- Logo Design (Primary & Secondary)
- Color Palette & Typography
- Brand Guidelines PDF
- Stationery & Social Media Templates

05. Timeline

The full branding project is estimated to be completed within 6 weeks from project commencement.

06. Budget

Project Fee: \$7,500

(50% deposit upon acceptance, 50% upon completion)

07. Acceptance

To proceed with this project, please confirm acceptance by signing below.

Client Name	Date
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