

Clean Concept Proposal

Date: _____ Prepared By: _____ Client: _____
Project: _____

1. Overview

Introduce the purpose and scope of this branding concept proposal. Briefly summarize your approach and what will be covered in the following sections.

2. Objectives

- Clearly state the goals for the branding project.
- Highlight measurable outcomes or key objectives.
- Align objectives with client's business needs.

3. Target Audience

Describe the primary and secondary target audiences. Include demographic, psychographic, and behavioral traits relevant to brand positioning.

4. Brand Positioning & Strategy

- Define the brand's positioning statement.
- Key differentiators and core messaging.
- Brand values and personality traits.

5. Creative Direction

Outline the conceptual direction, tone, and visual inspiration for the branding. Detail any initial ideas for logo, color palette, typography, and imagery style.

6. Deliverables

- List creative assets to be delivered (logos, style guides, stationery, etc).
- Specify formats and variations (color, black & white, vertical, horizontal, etc).

7. Timeline

Present a high-level timeline with key milestones and delivery dates.

8. Next Steps

- Outline actions required from the client or team.

- Propose date and method for feedback or kickoff.

Contact

Name:

Email:

Phone: