# Visual Branding Pitch Document

## 1. Project Overview

[Brief project summary, goals, target audience]

## 2. Brand Essence

**Mission:** [Brand mission statement]

**Vision:** [Brand vision statement]

**Values:**

- [Value 1]
- [Value 2]
- [Value 3]

## 3. Logo Concepts

### Primary Logo

[Description]

### Secondary Logo

[Description]

### Logo Mark/Icon

[Description]

## 4. Color Palette

| Color | HEX | Usage |
|---|---|---|
|  | [#XXXXXX] | [Primary] |
|  | [#XXXXXX] | [Secondary] |
|  | [#XXXXXX] | [Accent] |

## 5. Typography

| Font Name | Style | Usage |
|---|---|---|
| [Font Family] | [Weight/Style] | [Headings] |
| [Font Family] | [Weight/Style] | [Body] |

## 6. Imagery & Iconography

**Photography Style**

[Description]

**Icon Set**

[Description]

## 7. Brand Application

- [Business Cards]
- [Stationery]
- [Web & Digital]
- [Social Media]
- [Packaging]

## 8. Next Steps

- [Feedback Collection]
- [Revisions]
- [Final Deliverables]