

II. SECURING THE JOB

PROJECT PROPOSAL

Impressive proposals win clients.

This isn't just a chance to show what work you can do for your client, but to persuade them that you are the right designer for the job. You want them to see how your design will help their campaign succeed. If the client can visualise how you will benefit them and the effort you will put into their project, your proposal will seem far more attractive than your competition.



Route One Print
TRADE PRINT MADE EASY



FREELANCE GRAPHIC DESIGNER

PROJECT PROPOSAL

FOR:

Logo, Brochure and Brand Identity Design

PRESENTED TO:

Client Name



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1 GOALS & OBJECTIVES

Show you understand the overarching objective of your client and emphasise how your service will help them achieve this. The best proposals always use persuasive language. Identify their deepest frustrations and what you can do to solve their issues.

[Client Name] is a business growing rapidly and currently expanding its product and services range. The current logo in place no longer represents the personality, values and range of services the brand represents. Your logo is an integral element of your brand and a great design will help elevate you above competitors, inspire trust in your business and attract new customers. The logo should integrate seamlessly onto your current website and printed marketing materials. Furthermore, your company brochure is the first impression potential customers will have of your business. A brochure design that accurately emphasises your brand message is critical to introduce potential customers to your brand and encourage them to buy.

2 HOW WE WILL MEET YOUR NEEDS

Detail not just what you will provide your client, but how you will do it. Clients want to know they're placing their trust in the right person. Frame your design work with the benefits it will bring to your client to strengthen the connection between great design and success for their business.

- > **Created an unforgettable company logo to mark [Client Name] as a growing contender in the market.** As competition continues to increase in the **[INDUSTRY]** market, it's crucial to show you are the new brand of choice for your customers. I will work with you to create a logo that matches your vision for your developing brand and the message you want to convey to customers. We'll use visual elements to get this message across in an appealing way that adheres to your current branding and that customer's won't forget.
- > **Design a professional brochure** – The fact your brand is growing so fast should be a unique selling point to shout about. That's why we'll showcase your expanding service range in a professional and attractive brochure that will grab customer's attention, present your copy in the most attractive light and draw customers to your business. The brochure will be designed with your current brand identity shaping how we convey the new messaging.



3 RECOMMENDED DESIGN SERVICES

Businesses want to know you will take time, careful preparation and meticulous execution of their branding and design. This is also an opportunity to upsell your services if you want to offer your client different variations of what they originally asked for. Often clients want to compare prices and this will ensure when they see the fee structure and they concentrate on value rather than price.

> **Logo Design**

Starting with a consultation where **[Client Name]** will inform **[Your Name]** exactly what needs to be conveyed in the logo. This crucial element of your branding will require an in depth understanding of the history of the brand, what you offer, how you wish to be perceived by your target audience and also where you see the future of your business. I will design three concepts for **[Client Name]** to review and once a concept has been chosen, up to three amends will be included in the proposed price to ensure **[Client Name]** has input throughout the design phase.

> **Brochure Design**

After receiving the copy and a brief outlining how the information is to be presented, I will offer three concepts that reflect the brand message for **[Client Name]** to choose from. Once a concept has been decided upon, I will develop it further, working within the colour scheme, logo and font selections finalised by **[Client Name]**. Once completed I will print 500 copies of the brochure and have them delivered ready for use by **[Client Name]** one week after final sign off.

> **Brand Identity Development**

If **[Client Name]** wishes to expand their re-brand beyond their logo, I will work closely with **[Client Name]** to develop a cohesive brand identity that truly reflects the rapidly growing nature of the business. The more consistent your graphic identity across platforms, the more memorable it will be for customers. This will include development of **[Client Name]**'s colour pallet, typeface and graphic identity that can be applied across all offline and online marketing materials with specific templates for business cards and letterheads.



4 WHY ME?

Now is your chance to show off. Condense your CV to the most relatable projects and examples you have to underline why your specific skill set makes you perfect for this project.

The tone of this section should reflect you as a designer. The example we've provided is fairly professional and upbeat, however if you've built your personal brand around being laid back or corporate, reflect this in the language you use. It can let the client really know if you are the right fit for the project.

As a professional with extensive expertise in working with growing brands, I will help you maximise design to its full potential and ensure the message you want potential customers to see is conveyed. The range of industries I have worked with highlights my ability to be sensitive to your brand identity and to create truly bespoke designs that reflect and enhance the individuality of your business.



PRICING

1. Custom Logo Design

£350: Custom Logo Design

- > Research — Competitor and client research.
- > Conceptual Exploration — Sketches of differing visual approaches to the logo including colour palettes and fonts.
- > Design — Once concept has been chosen, development of the design.
- > Logo Revisions — Up to 3 client requisition revisions of the chosen concept.
- > Logo Delivery — Given to [Client Name] in pdf, eps and png formats.
- > Project Management — Meetings, emails, client correspondence.

2. Brochure Design

£50/ hr : Brochure Design Estimate 15 – 25 Hours

£433.03: 40 pp Brochure Printing and Delivering

- > Research — Analysis of content and brand message.
- > Conceptual Exploration — Sketches of 3 differing visual approaches to the brochure including colour palettes and fonts.
- > Design — Once concept has been chosen, development of the design.
- > Brochure Revisions — Up to 2 client requisition revisions of the chosen concept.
- > Brochure Digital Delivery — Given to [Client Name] in pdf, eps and png formats.
- > Brochure Print Delivery — Provide 500 copies of brochure to client.
- > Project Management — Meetings, emails, client correspondence.

3. Brand Identity Development

£50/ hr: Brand Identity Concepts, Letterhead and Business Card Design
Estimate 15 – 25 Hours

£15: 1000 Double Sided Business Cards **£37.57:** 500 Letterheads

- > Research — Brand design identity consultation.
- > Conceptual Exploration — Sketches of 3 differing visual directions we can take the brand.
- > Design — Once concept has been chosen, development of the business card and letterhead templates.
- > Logo Revisions — Up to 3 client requisition revisions of the chosen concept.
- > Project Management — Meetings, emails, client correspondence.



NEXT STEPS

- > Acceptance by both parties of this proposal.
- > A Statement of Work will be submitted by [Your Name] for [Client Name] to agree upon and sign.
- > A legal contract of agreed design deliverables will be signed by both parties.

TERMS

Once project fee is paid in full, all final artwork is owned by [Client Name].

I retain the right to display graphics and other web content elements as examples of their work in their portfolio and as content features in other projects.

Approvals are needed at certain milestones throughout the life of the project. If the number of substantial client edits exceed 3 revisions, the total estimated hours allotted for each task will increase. Typically most design projects do not require more than 3 revisions to finalise. Note: Clients will be notified well in advance before incurring additional fees on open projects.

This agreement becomes effective only when signed by **[Client Name]** and myself.

The agreement contained in this contract constitutes the sole agreement between **[Client Name]** and myself regarding all items included in this agreement.

Thank you for your time and the opportunity to present this proposal. Client Name indicates acceptance of this agreement by signing this form below.

Client Name:

Client Signature:

Date:

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Your Signature:

Date:



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