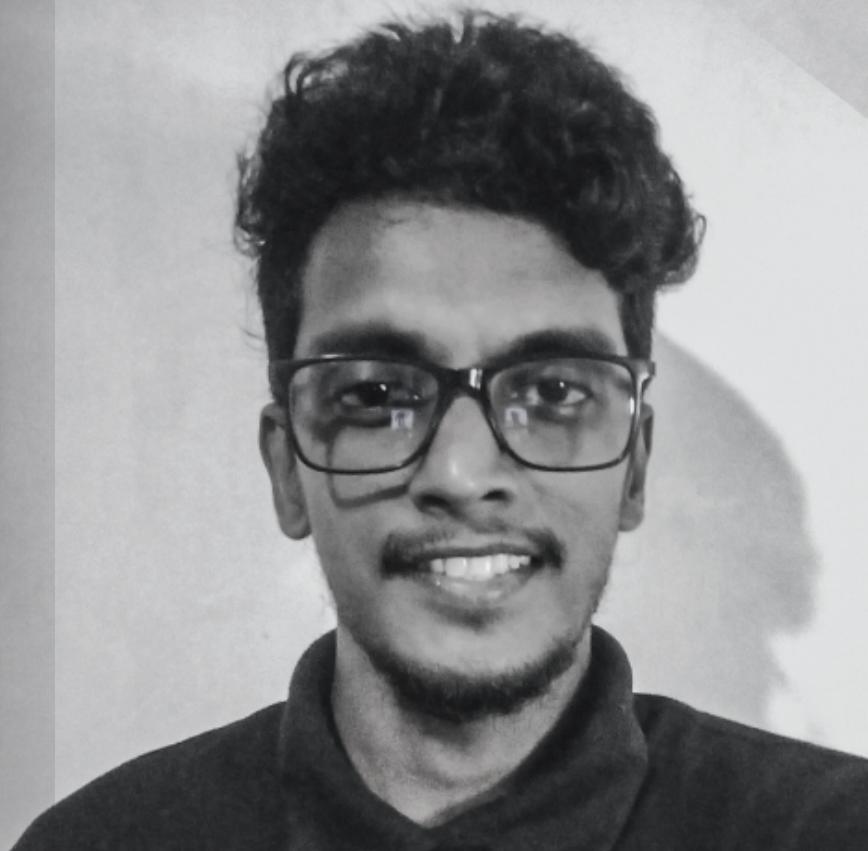




# LOGO REDESIGN PROPOSAL

# WHY WORK WITH ME?



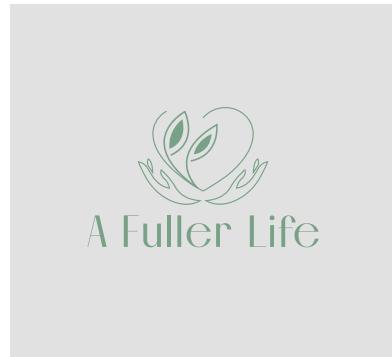
Racio Lab is a creative agency specializing in branding, visual identity, and digital design. With a passion for minimalism and impactful aesthetics, I help brands refine their image, ensuring they stand out in competitive markets. My expertise lies in crafting cohesive, memorable identities that resonate with audiences and align with a brand's core values.

## About Bloompot

Bloompot is an innovative brand that seamlessly merges technology and nature, creating a smart, stylish planter that embodies modern living and sustainability. To establish a strong, recognizable presence in the market, Bloompot requires a refined visual identity that aligns with its core values.

I am excited to collaborate on this journey, bringing expertise in minimalist, high-impact design to elevate Bloompot's brand identity and ensure a cohesive, visually compelling presence across all touchpoints.

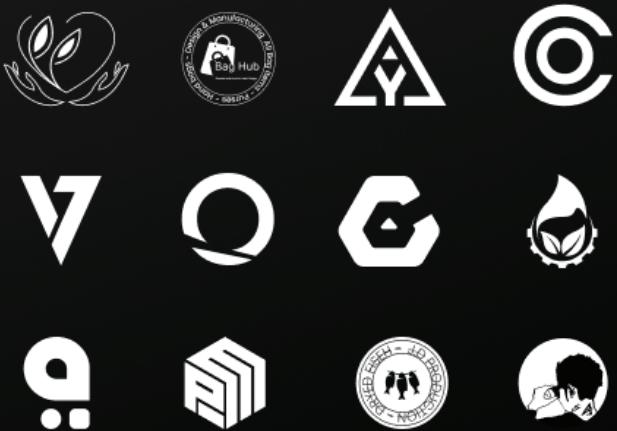
# I'VE WORKED WITH CLIENTS NEAR AND FAR BIG AND SMALL



EVERY GREAT DESIGN  
BEGINS WITH AN EVEN  
BETTER STORY

DESIGN IS THE  
SILENT  
AMBASSADOR  
OF YOUR  
BRAND.

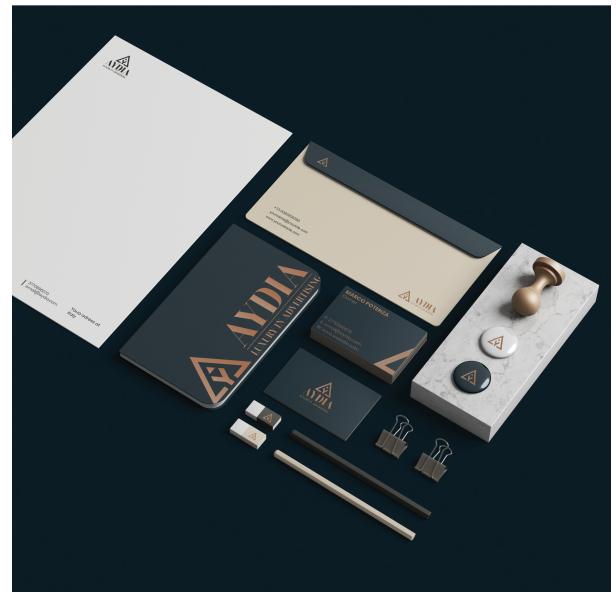
PAUL RAND



# PROJECT DETAILS

Bloompot is an innovative brand that seamlessly merges technology and nature, creating a smart, stylish planter that embodies modern living and sustainability. Designed for plant lovers who appreciate both aesthetics and functionality, Bloompot aims to revolutionize indoor gardening with its tech-enhanced features.

Bloompot is not just a product—it's a statement of harmony between modern innovation and the natural world. The brand aspires to establish itself as a leader in the smart home gardening industry, appealing to urban dwellers, eco-conscious consumers, and tech enthusiasts. By refining its brand identity, Bloompot seeks to create a sophisticated yet approachable visual language that reflects its core values of innovation, sustainability, and elegance.



# PROJECT INVESTMENT

## Logo Refinement

- Review and refine the current logo to ensure a minimal, modern, and memorable design.
- Enhance readability, balance, and scalability for various applications.
- Provide multiple variations (primary, secondary, monochrome, icon-based).

## Visual Identity Development

- Define a color palette that reflects the brand's essence.
- Select typography that complements the brand's modern yet organic appeal.
- Develop visual guidelines for consistency across all branding materials.

## Branding Materials

- Suggestions for packaging design aligned with the refined brand identity.
- Recommendations for key brand touchpoints, including marketing collateral.

# PROJECT TIME LINE

The project will be completed within one month, following these key milestones:

## WEEK 1

### Research & Analysis

Review existing assets (logo, poster, etc.), understand brand positioning, and gather inspiration.

## WEEK 2

### Concept Development

Present refined logo variations and initial visual identity concepts.

## WEEK 3

### Rewrites & Finalization

Implement feedback, refine designs, and finalize deliverables.

## WEEK 4

### Delivery

Provide all finalized files, including logo variations, brand guidelines, and supporting assets.



# TERMS & CONDITIONS

**Ownership:** All designs: concepts, and materials created or developed during the course of the project will be owned by the client upon receipt of full payment, unless otherwise agreed upon in writing

**Deposits and payments:** A 50% deposit is required to begin work on the project, with the remaining 50% payments due upon completion of the project. In the event of a cancellation of the project by the client, the deposit is non-refundable. Invoices generated are due within 7 days or receipt by RACIO LAB payments made past an invoice's due date are subject to a \$20 late fee.

**Termination:** Either party may terminate this agreement at any time for any reason upon writing notice to the other party. In the event of terminating the project by the client, the deposit is non-refundable.

**Copyright:** RACIO LAB guarantees that any work created for the client does not infringe upon any copyright, trademark, or other proprietary rights of any third party. The client assumes full responsibility for any legal action that may result from the use of the RACIO LAB work.

**Communication Expectations:** The client agrees to maintain open and timely communication throughout the duration of the project. Communication shall primarily occur via email or project management softwares such as Notion.

**Notice of Termination:** RACIO LAB shall make reasonable attempts to notify the client of impending termination due to lack of communication before taking any action. However, we reserve the right to proceed with termination if attempts to contact the clients are unsuccessful.

**Rewards & Amendments:** Racio Lab will provide unlimited revisions to the designs, concepts, and materials created or developed during the course of the project. After finishing the project you get a month free revision period. Additional revisions may be subject to additional fees. If the revision requested by the clients is outside of the agreed scope of work then these will be subject to additional fees.

**Confidentiality:** RACIO LAB will keep all client information confidential and will not disclose any such information to any third party the client's written consent.

**Limitation of Liability:** RACIO LAB liability under this agreement shall be governed by and construed in accordance with the laws of the jurisdiction in which RACIO LAB is located.

**Plagiarism:** RACIO LAB guarantees that any work created for the clients is original and does not contain any plagiarized content. The client assumes full responsibility for any legal action that may result from the use of plagiarized content.

**Client Responsiveness:** In the event that the client fails to respond to any communication or requests for feedback, clarification, or approval for a period of thirty (30) consecutive calendar days, we reserve the right to terminate the project without further notice.

**Termination Rights:** If the project is terminated due to lack of communication as outlined, the client acknowledges that deposit paid at the initiation of the project is non-refundable. RACIO LAB shall retain all rights to any work completed up to the termination date.

**Reactivation of Project:** Should the Client wish to reactivate the project after termination due to lack of communication, additional fees and /or a new contract may be required at the discretion of RACIO LAB

# TERMS & CONDITIONS

## Schedule 1: Services as outlined in the Scope Of Work

1. Research & Analysis
2. Concept Development
3. Revisions & Finalization
4. Delivery

## Schedule 2: Pricing

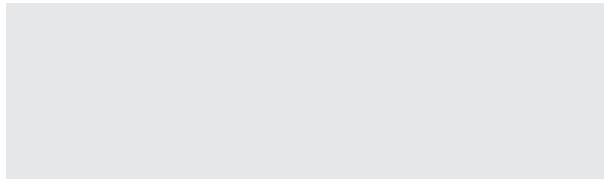
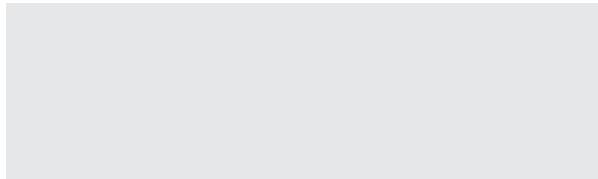
1. €150 CTC (cost to client)
2. 50% due in advance/on receipt of this contract, whichever is first to lock in start date.  
Second payment/final 50% will be due upon sign off of final artwork before assets
3. are released.  
Additional Revisions outside of the one month free revision for each deliverable, will
4. be chargeable at a rate of €20 for one revision.  
Cancellation fee calculated by how much work as been completed up until the date
5. of cancellation request.

## Schedule 3: Timeline

1. Estimated project start date: 2025/02/7
2. If there are any charge to schedule, RACIO LAB will Communicate this to Client.

**SIGNED**

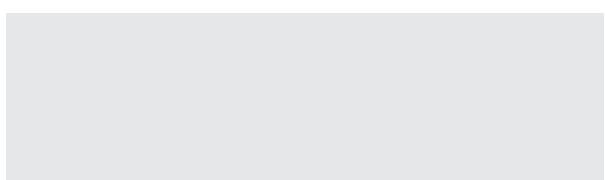
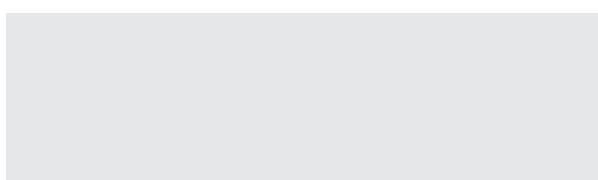
**DATE**



N H S K RUCHIRANGA  
for an on behalf of RACIO LAB

**SIGNED**

**DATE**



Bloompot  
for an on behalf of Bloompot team

# ANY QUESTIONS?

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W: www.behance.net/raciolab

