

# Maqro — Logo & Brand Kit Proposal

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Date: [[Insert Date]]

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## Scope (Simple and Clear)

- Logo design (wordmark/mark): 2 concepts, 1 refinement
- Brand kit: color palette, typography, spacing/usage rules, avatar/social crops, 1-page brand sheet PDF
- Final assets: SVG, PNG (light/dark), favicon

## Pricing (Pick-and-Choose)

- Logo design: \$500
- Brand kit: \$300
- Bundle: \$800 (logo + brand kit)
- Hourly for extras (if any): \$95/hr (nights/weekends \$125/hr)

## What I Need

- 5–10 reference brands or Pinterest vision board
- 5 brand adjectives (e.g., modern, grounded, bold, minimalist, premium)
- Name styling (MAQRO vs Maqro Strategies), any tagline
- Color lean (navy/blue ok) and “no-go” colors (no red)
- Primary use cases (select 2–3 to prioritize):
  - Site header (horizontal logo + favicon)
  - Social profiles (square/circle avatar + compact mark)
  - Documents (letterhead/print-friendly, mono option)
  - Signage/Merch (large-format, clear-space rules)
  - Presentations (cover/title slide lockups)
  - Email signature (small, legible mark)

## Deliverables

- Final logo package (SVG/PNG), favicon
- Brand sheet PDF: colors (HEX/RGB/CMYK), type (web + fallbacks), usage rules
- Social/avatar crops and site icons

## Timeline

- Week 1: Vision board + 2 logo concepts
- Week 2: Refinement + brand sheet + export assets

## Process

1. Vision/mood board (45–60 min)
2. Concepts (2), selection
3. One refinement cycle
4. Final brand sheet + exports

## Notes

- Complimentary: Tonight's 1-hour consult logged for records
- Ownership: Client owns final logo and brand assets; working files excluded
- Revisions: One refinement included; extra rounds at \$95/hr

## Acceptance & Next Steps

- Approve logo only, brand kit only, or bundle
- Pay 50% deposit; schedule vision session

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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Prepared by Kaizen Strategic AI — "Work less, Achieve more."