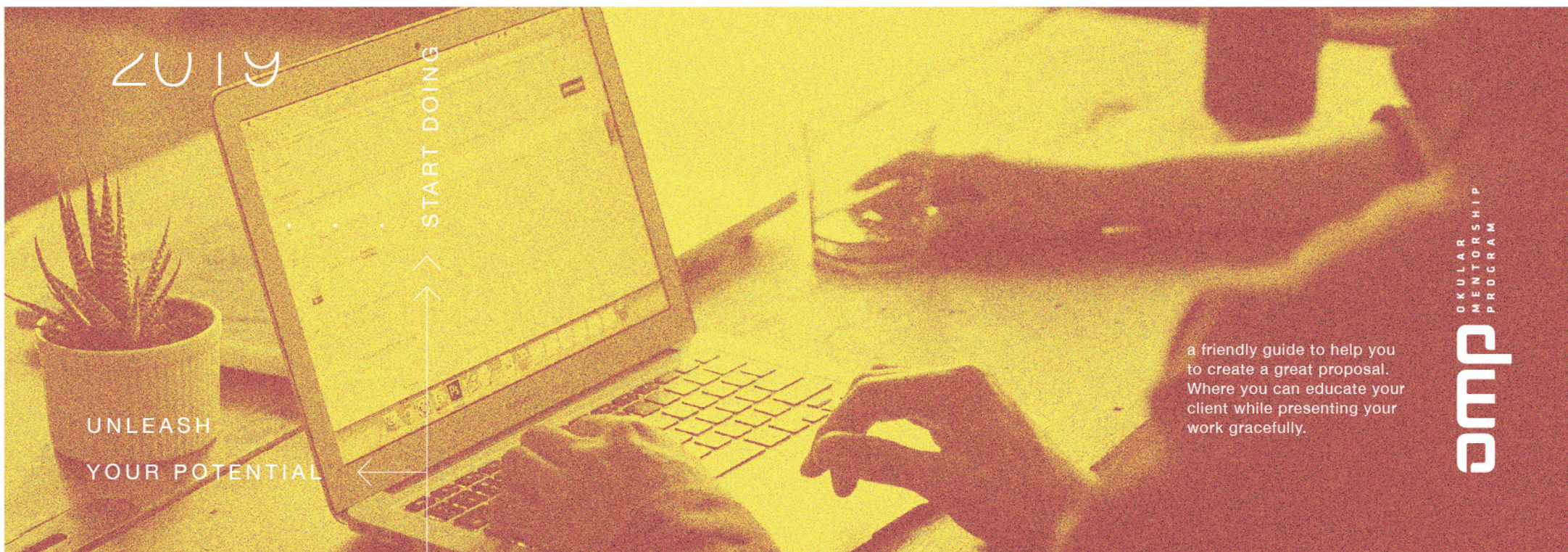


# Logo Design Proposal Template



//

# About making proposal

Proposal is the most important part when it comes to getting a new prospective client. That's why it's very crucial, you need to gain client's trust and show them that you are the right person to do this job.

Here are our step-by-step guidelines for making a proposal.

// Step 1

# What we do know?

This is the introduction slide. Show what we have learnt about the project. We can include information such as:

- What is the product
- Who is the company behind the product
- The product concept & USP
- Make it brief

// Step 2

# Target Market

List the target market that we have been collected from the client insight and assessment. We can list the information such as:

- SES (sistem ekonomi sosial : A,B & C)
- Age
- Gender
- Region (Ex. urban, rural or suburb, etc)
- Buyer's criteria ( is it home buyers? Or investor? Or other)
- Characteristic and lifestyle (Ex. Health enthusiast, dog lover, busy lifestyle)

// Step 3

# Competitors

List the competitor that we have been collected from the client insight and assessment. Give the information about who is the competitor and the analysis (briefly).



// Step 4

# Approach

In this part, you can explain briefly which approach is suitable for the product. Why the specific approach should be done in this particular product. You can use references to explain about your approach toward the project.

// Step 5

# Supporting Theory

( If possible )

To create a strong design, we have to start with a good foundation for the work that we are developing. We should have some theory or facts to support our design in an effort to build a strong concept that is based on a critical analysis.

// Step 6

# Moodboard

A mood board is a type of collage consisting of images, text, and samples of objects in a composition. It can be based upon a set topic or can be any material chosen at random. Moodboard is meant to give the impression of the visual approach.



// Step 7

# Logo Reveal

Paste the designed logo with the design element made for the product.

// Step 8

# Logo Structure

Don't forget to include the structure of your logo,  
showing that you made it with calculation and precision.

// Step 9

# Story of The New Identity

( Rationale )

Gives the story about this new identity. On how it reflects the company/product what purpose it will serve and what kind of impression we are aiming to get from the targeted audience (make sure to use the information about the target market).

// Step 10

# Collaterals

Show the mockups of collaterals. Make sure that all of the collaterals have consistent brand identity. The collaterals that we can show are:

- Stationery
- Marketing collaterals (billboard, site banner, flyer, etc)
- Digital marketing such as website, social media, website banner, etc.
- Other related collaterals (Ex. price tag for clothing brand)

// Step 11

# The New Logo vs Competitors

Put the new logo side to side with the competitor to give comparison.

//

# Thank you !

We hope that this guide will help you build your proposal. We hope you a very good luck on your project!

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Do you want to know what it takes to be

# Great Designer?



## We can help.

We Are **Okular Mentorship Program**

**Okular Mentorship Program** is organized as a course to share our knowledge in the practice of Graphic Design field especially in Brand Identity Design. We aim to share the good and bad experience and knowledge that we have gained in more than 5 years of Okular's journey.

