

BRAND IDENTITY PROJECT BRIEF

From: TechVenture Co. (Early-stage startup)
To: Freelance Designer
Date: February 2026

PROJECT OVERVIEW

We're a tech startup launching in 3 weeks and need a complete brand identity ASAP! We're bootstrapped so budget is tight but we know good design matters.

ABOUT US

TechVenture is disrupting the e-commerce space with AI-powered recommendations. Founded 6 months ago, team of 4, raising seed round. Based in Phnom Penh but targeting Southeast Asian market.

WHAT WE NEED (URGENT!)

We literally have nothing right now and our investor pitch is in 3 weeks. Need everything:

1. Logo Design
 - Need primary logo and maybe a simplified version for app icon
 - Modern, tech-forward vibe
 - Works on both light and dark backgrounds
2. Color Palette
 - Something that pops but still professional. Our competitors all use blue so maybe avoid that?
3. Typography
 - Whatever fonts work best for tech/startup
4. Basic Brand Guidelines
 - Just the essentials - we don't need a 50-page document. Logo usage, colors, fonts. That's it.
5. Social Media Assets
 - We need profile pictures for LinkedIn, Twitter, Instagram
 - Maybe some post templates? If there's time?
6. Business Cards
 - For the 4 founders. Simple design.

TIMELINE

This is URGENT - we have an investor meeting March 8th (3 weeks from now). Can you turn this around FAST? We're flexible on minor details if it means faster delivery.

BUDGET

We're a startup so funds are limited. We saw similar work online ranging from \$500-2000. Hoping to stay around \$1000 but can stretch a bit for the right designer. What can you do?

STYLE PREFERENCES

- Modern, minimal
- Tech-forward but not too geeky
- Professional but approachable
- Think: Stripe, Notion, Linear (that vibe)

DELIVERABLES FORMAT

Source files and exported PNGs/SVGs. We'll handle the rest.

REVISIONS

Probably need 2-3 rounds? We're pretty decisive but our CTO is picky.

IMPORTANT NOTES

- This is time-sensitive!!!
- We're first-time founders so might need some guidance
- If you can start this week that would be amazing
- We're in Cambodia time zone for quick communication

Contact: hello@techventure.co

PLEASE SEND QUOTE ASAP!