

PROJECT BRIEF: Corporate Rebranding Initiative

CLIENT: TechStart Solutions Inc.
PROJECT MANAGER: Sarah Johnson

EXECUTIVE SUMMARY

Comprehensive rebranding project for established tech company looking to modernize their visual identity and market presence.

DELIVERABLES BREAKDOWN

1. BRAND IDENTITY

- └── Logo Design (Primary).....1
- └── Logo Variations (Colors).....5
- └── Logo Variations (Layouts).....3
- └── Brand Mark/Icon.....1

2. VISUAL GUIDELINES

- Brand Style Guide (PDF)
- Color Palette Definition (Print + Digital)
- Typography Standards
- Imagery Guidelines
- Icon Set (50 custom icons)

3. COLLATERAL MATERIALS

- └── Business Cards (2 designs)
- └── Letterhead (Digital + Print)
- └── Email Signature Template
- └── PowerPoint Template (Master + 3 layouts)
- └── Zoom Background (3 variations)

4. DIGITAL ASSETS

- Website Design
 - └── Homepage
 - └── About Page
 - └── Services Page
 - └── Contact Page
 - └── Blog Template
- Social Media Kit
 - Profile Images (5 platforms)
 - Cover Photos (5 platforms)
 - Post Templates (10 designs)
 - Story Templates (5 designs)

TIMELINE

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Phase 1: Discovery & Research.....2 weeks
Phase 2: Concept Development.....3 weeks
Phase 3: Design Execution.....4 weeks
Phase 4: Refinement.....2 weeks
Phase 5: Delivery & Handoff.....1 week

TOTAL DURATION: 12 weeks (3 months)

[DIFFICULTY LEVEL]

- Easy: oooo
- Medium: oooo

- Hard: •••○
- Complex: ○○○○

Rating: HARD

LICENSING TERMS: Limited Use License

Client receives rights for internal use and marketing. Designer retains portfolio rights.

USAGE RIGHTS: Commercial Use (Internal + Client Marketing)

ADDITIONAL NOTES:

- All source files included (AI, PSD, PDF)
- Final delivery in multiple formats
- 2 rounds of revisions per deliverable
- Brand presentation deck included