

## 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](mailto:hello@techventure.co)

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PLEASE SEND QUOTE ASAP!