

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: ○○○○
- Medium: ○○○○

- Hard: ●●●○
- Complex: ○○○○

Rating: HARD

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LICENSING TERMS: Limited Use License  
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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