PROJECT PROPOSAL DOCUMENT

PROJECT NAME: Tech Start Up Branding

PROJECT TITLE: Complete Brand Identity Development for Technology Startup

PROJECT OVERVIEW

PROJECT DESCRIPTION:
This project focuses on creating a complete brand identity for a technology
startup. The scope includes brand research, visual identity development, and
design execution to establish a strong and consistent brand presence. Key
deliverables include logo design, color palette selection, brand guidelines,
and business card. The branding will be designed to reflect innovation,
professionalism, and scalability, targeting early adopters and potential investors.

PROJECT DURATION: 120 hours

PROJECT DIFFICULTY: Complex

PROJECT LICENSING: One-Time Used

USAGE RIGHTS: Small Business Usage Rights

SCOPE AND DELIVERABLES

The following deliverables are included in this project:

1. Logo Design
   - Quantity: 2
   - Includes primary and alternative logo variations
   - Vector format (.AI, .EPS, .SVG)
   - High-resolution PNG and PDF versions

2. Brand Guideline
   - Quantity: 1
   - Comprehensive brand guidelines document
   - Color palette specifications (Pantone, RGB, HEX)
   - Typography guidelines
   - Logo usage rules and spacing

3. Business Card
   - Quantity: 2
   - Print-ready design files
   - Front and back design specifications

   - Multiple format variations

4. Poster
   - Quantity: 1
   - Marketing poster design
   - A3/A4 size options
   - High-resolution print file

5. Website Mockup
   - Quantity: 1
   - Homepage design mockup
   - Desktop and mobile versions
   - Figma/Adobe XD source files

6. App Screen
   - Quantity: 1
   - Mobile application interface design
   - Multiple screen layouts
   - Interactive prototype consideration

TIMELINE AND PROJECT PHASES

Phase 1: Discovery & Research (20 hours)
- Market analysis and competitive research
- Brand workshop and strategy session
- Target audience definition

Phase 2: Concept Development (30 hours)
- Logo concept sketching (minimum 3 directions)
- Brand color palette exploration
- Typography selection

Phase 3: Design Execution (50 hours)
- Logo refinement and finalization
- Brand guideline creation
- Collateral design (business cards, letterhead, etc.)
- Website and app mockup design

Phase 4: Revisions & Delivery (20 hours)
- Client feedback incorporation
- File optimization and format conversion
- Final deliverable packaging

TECHNICAL SPECIFICATIONS

Deliverable Formats:
- Vector: AI, EPS, SVG
- Raster: PNG (transparent), JPG, TIFF
- Document: PDF, PPTX
- Design: Figma, Adobe XD, Sketch

Resolution Requirements:
- Print: 300 DPI minimum
- Web: 72 DPI
- Screen: 150 DPI (mobile)

Color Mode:
- CMYK for print deliverables
- RGB for digital deliverables
- Pantone color codes for print production

PROJECT OUTCOME & DELIVERABLES SUMMARY

Expected Outcomes:
- Comprehensive brand identity system
- Professional brand guidelines document
- Ready-to-use marketing collaterals
- Digital assets for web and app integration
- Print-ready production files

Success Metrics:
- All deliverables meet brand objectives
- Consistent visual identity across all materials
- Client satisfaction with design direction
- Ready for immediate implementation

TERMS AND CONDITIONS

Licensing: One-Time Used License
- Client gets exclusive rights to use the deliverables
- Non-transferable license
- Limited to internal business use

Commercial Usage Rights: Small Business
- Usage limited to small business operations
- Not for resale or licensing to third parties
- Cannot be used for commercial licensing opportunities

Revisions: Up to 2 rounds of revisions included in project scope