



We are renaissance artists
who know no boundaries.

125 Frederick St
Marietta, OH 45750
P. +1 415.390.6232
E. info@taofruit.com

BRAND IDENTITY

DESIGN PROPOSAL

PREPARED FOR YOUR DREAM

Find the solution
you've been waiting
for with Tao Fruit.

CREATED
JANUARY 2019

VALID UNTIL
SUMMER 2019



WHO WE ARE



TAO FRUIT



ABRACADABRA
ORIGINATES FROM THE
ARAMAIC WHICH LITERALLY
TRANSLATES TO
I CREATE AS I SPEAK

A young and thriving marketing firm with industry connections, passionate talent, and uplifting designs - we bring a new zets to creativity for brands in all areas.

We have been in the industry over twenty years with the same crew. We have designed for many fun brnds in health and wellness, retain and skin care, fashion, and so much more.

Our approach is unique and we have worked as an international team using hi-fidelity mockups to communicate our ideas back and forth.

It's exciting to work with us as we give samples of our ideas on a daily basis to keep the momentum always moving forward and the brand awareness always fresh and fruity.

WHAT WE BELIEVE

We follow ancient wisdom and use sacred designs to remind consumers where happiness originates. We believe better science and better art deliver better outcomes to our clients in the media moments that matter most. We are a creative media agency, committed to blurring the lines between vision and creativity, between data and content.

WHAT WE DO

ENHANCE THE BRAND EXPERIENCE

TELL YOUR STORY

LEAD BRAND AWARENESS

INSPIRE DESIGN

EXPLORE FENG SHUI

OUR DESIGN SERVICES



BRAND DESIGN

Identity Starts with Us

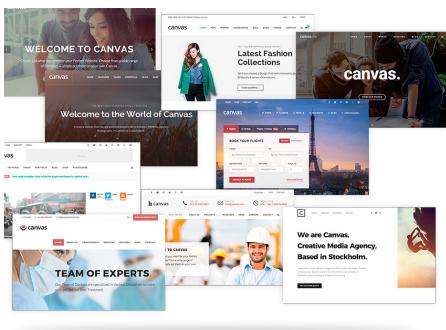
Coming up with an idea is for the founder. Carrying that idea across all products and telling a story without words is where we step in. Leave the color theories, item placements, and styles guides to us while you spend your time coming up with your next innovative idea.



CONTENT CREATION

Focus on Awareness

Showcasing content is our specialty. Whether you own a restaurant, amazing software, or are starting a lifestyle brand - we have the expertise to put you in the spotlight and bring attention to your products and services. We start with great lighting and end with a great story.



WEB DESIGN

Digital Media Specialists

We know a thing or two about the world wide web. We create simple and compelling sites that scintillate and excite.

We also partner with an amazing team for cyber security, admin, and all the other important elements.

UX DESIGN

We Speak in Hi-Fidelity

Design starts in the mockup. We appreciate great sketches and turn them into masterpieces in no time.

If you like seeing ideas come to life and staying on budget in the art department, then let us guide your user experience with our creations.

OUR PORTOFOLIO



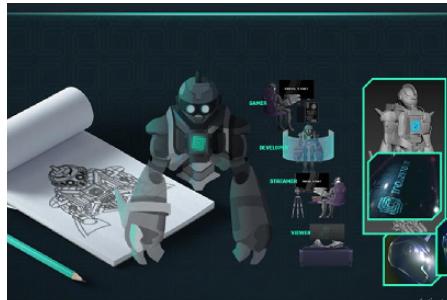
PRANASHAMA - UNITED STATES

We transformed this celebrity yoga coach's lifestyle brand into an international masterpiece.



KAYA YOGA - DUBAI

Advised, consulted, and branded the company behind Kaya Yoga - now a top Yoga personality in Dubai.



INDIE STORM - UNITED STATES

3D Character Creations, animations, SVG Illustrations and Brand identity created for this blockchain community.



GAZE COIN - UNITED STATES

Brand Identity, coin creation, and digital advertising strategy provided to this large blockchain ecosystem.



NATIONAL TOURISM - COSTA RICA

We film with the Red Weapon LE w/Helium 8K s35 sensor to capture simply awesome footage for tourism.



DOMINIE LUXURY - UNITED STATES

Brand Identity through dance choreography and advertising strategies for a Beverly Hills Handbag Company.

CASE STUDY



Bistro

1 2 5

MENU DESIGN

Our team worked with chefs with backgrounds in arabic, tuscan, morrocan, and even creole to create a mouth watering sensation of a menu.

We paired all these with old fashioned desserts and we did case studies to make sure our client would have a menu everyone loved. que

RESTAURANT CULTURE

The food industry is difficult to break into, and even harder to stay relevant. Our client new it would be hard to convince die-hard local fans to switch to their new offerings, and relied on us to create a new buzz around this tasty venue.

We blended the elegance of a

bistro with international cuisines at an honest price then topped this with exquisite elixirs to draw in a crowd.

BRAND IDENTITY

The restaurant owners came to us with an idea for a breakfast venue attached to their newly created Bed & Breakfast..

We created a style around a posh bistro that had quick eats for those on the go, and then we made a lasting impression by personifying the space with its own brand, ambience, beautiful web site, and high end menus to match.

The result speaks for itself. Bistro 125 is a destination that matches the offerings of the B&B and draws a crowd all on its own.

The bistro compliments the existing yoga style lodging and crunchy granola crowd that frequents the existing business. We put this one down for a win. We hope you stop by and try the space sometime and think of us while you're there!

OUR PRICING



Every brand starts as a blank canvas. Watch your story unfold with us.

CREATIVE CULTURE DESIGN

■ Copywriting & Content Creation	\$35 / hour
■ Styles Guide Design	\$45 / hour
■ Visual Storytelling	\$55 / hour
■ Pitch Decks, Proposals, and Creative Plans	\$50 / hour

BRAND IDENTITY

■ Logo Design & Graphic Creation	\$35 / hour
■ UX/UI Design with Hi-Fidelity Mockups	\$45 / hour
■ Web Design & Web Strategy	\$45 / hour
■ 3D Design & Product Visualization	\$60 / hour

ADVERTISING DEVELOPMENT

■ Social Media Management	\$40 / hour
■ Email Marketing & Newsletter Campaigns	\$55 / hour
■ Commercial Content and Production	\$70 / hour
■ Flow Creation with Artificial Intelligence	\$95 / hour

We are partnered with industry professionals. Feel free to ask us for other services you require as we definitely know great people who can help!

PROJECT BREAKDOWN



We recommend to use this 6-month design strategy to have great success with your brand creation.

1. DREAM - FIND WHAT POSSIBILITIES YOU DESIRE

■ Style Guide Conceptualization	\$3200
■ Creative Think Tank & Sketch Sessions	\$2800

2. DISCOVER - ANALYZE THE BUDGET AND THE CALL TO ACTIONS NEEDED

■ Financial Plan Creation and Brand Consultation	\$3400
■ Art Direction Strategy	\$4200

3. DESIGN - TELL THE STORY ON THE BRAND CANVAS

■ Brand Identity Creation	\$12000
■ Advertising Campaign Creation	\$8400

4. RESPOND - DIVE DEEP TO UNDERSTAND YOUR CONSUMER INTERACTION

■ MVP Data Analysis Program	\$8200
■ Ongoing Advertising Automation	\$5200

5. CULTIVATE - REDEFINE YOUR IMAGE AND REBRAND FROM WITHIN

■ Internal Brand Identity	\$5400
■ Rebrand & Refine the Image	\$5400

PROJECT DESCRIPTION I



TAO FRUIT

PROJECT PROCESS

■ Discuss all areas you may be interested in	Dream
■ Create a practical, feasible, and measurable plan	Discover
■ Let the magic begin as the canvas is filled	Design
■ Evaluate feedback and hone in on success	Respond
■ Invigorate your team to continue the dream	Cultivate

DREAM

VISUALIZE AND MANIFEST THE EXPERIENCE FOR AN OPPORTUNITY

Branding is all about new beginnings. In this phase, we like to close our eyes and just imagine what could be and the possibilities of tomorrow.

Take a moment and let your subconscious guide the brand into a new path and listen to the team to really understand what the future holds for the company.

DISCOVER

SEEK THE POSSIBILITIES OF TOMORROW

A recipe for success is needed and that is why we conduct a full analysis of where the story started, what chapter we're in now, and tangible actions are needed to write the next chapters.

DESIGN

BUILD IN REALITY WITH CREATIVITY

The best company is one that takes action. Put pen to paper and let the canvas create a conscious of its own. We create the keys for the doorways to your dreams and unlock the brand's potential.

PROJECT DESCRIPTION II



RESPOND

ENLIGHTEN
YOUR
VISION
TO
STREAMLINE
IN
HARMONY

Often overlooked, a brand that listens is a brand that can intuitively stay on the pulse with its branding and culture.

We use an MVP strategy, which means we develop and release versions 0.1 then 0.2 then 0.3 and so forth.

We immediately release versions incrementally and allow the consumer to not only shape our direction, but also to fund the brand to create an on-going relationship of change, harmony, and a 2-way interactive creative process.

This design process is unique and requires us to stay innovative, have great listening skills, and desire feedback from all audiences.

CULTIVATE

AWAKEN
THE
TEAM
TO
GATHER
THE
HARVEST

Customer Engagements starts internally. Shifting the workplace will uplift the brand and create a powerful charge throughout the organization.

We believe the power of company handbooks, policies, and internal branding that builds a community of like-minded power players.

Brand creation takes years of artistic mastery with a zest of intuition. Trust our expertise and watch the brand be built right before your eyes.

OUR PACKAGES



BRAND AWARENESS

Create awareness and impact with your brand as we create engaging content with our media influencers who specialize in all the flavors needed to bring a brand together and create a buzz around the vision.

01. STORY
02. CONTENT
03. INFLUENCE

BRAND IDENTITY

Follow this recipe to success with us over six months and watch your brand flourish. From idea to implementation, we lay out the ground work and follow through with all steps necessary to bring life to the company.

01. DREAM
02. DISCOVER
03. DESIGN
04. RESPOND
05. CULTIVATE

\$ 13,600

or \$899/month*

\$ 58,200

or \$1349/month*

Other rates and payment terms available. Cannot be combined with any other incentive. Financing for well-qualified applicants only. Length of contract is limited. Subject to credit approval, business insurance approval and Tao Fruit availability. Down payment may be required, based on qualifications. Ask for details.

BRAND IDENTITY TIMELINE



Month	1	2	3	4	5	6
Dream						
Discover						
Design						
Respond						
Cultivate						

01. DREAM

30 days of visualizing, mockups, wireframes, and conceptualizing the dream. No matter how big or small your project is, this phase is crucial to success and precedes all else.

We make sure we can communicate well and share ideas back and forth during this phase.

02. DISCOVER

60 days of analyzing the budget, forecasting our direction, and setting a course of action in place.

With the discovery phase, we can ensure we hit targets and create design metrics for success. This sets the tone for all staff who will contribute to the canvas creation.

03. DESIGN

120 days of creation. The bulk of our time goes into creating content and after we have the plan organized, we plant the first seeds and continue this process for months on end.

We revisit and refine concepts until they reflect the image and tone of the brand we are seeking. This is the heart of what we do where the canvas really comes to life.

04. RESPOND

90 days of clarity where the project starts speaking back to us. We become the listeners as the canvas, the consumer, and the ambience start to tell their own story.

We flow with this phase and create harmony with the brand. Our end goal in this phase is to get out of the way and let the brand start owning its name without our input.

05. CULTIVATE

30 days of harvesting the fruit of our labor. We rejoice with teammates and instill a sense of pride in the brand with the internal team. This relationship with the brand becomes contagious as employees and top customers start to perceive the brand as a family their home of excellence.

BRAND AWARENESS



SOCIAL INFLUENCE

We partner with lifestyle influencers who are established and new to the industry. We establish unique relationships with them to engage your brand.

Project Description	Budget
• Monthly Storytelling Campaign	\$1800+
• Monthly Newsletter Campaign	\$2400+
• Monthly Influencer Awareness Campaign	\$3600+

ADVERTISING CREATION

Our media content creates buzz and stays fresh

Project Description	Budget
• Monthly Social Media Campaign	\$2400+
• Monthly Video Campaign	\$3400+
• Monthly Media Channel Campaign	\$6400+

TERMS & CONDITIONS I



All services are provided subject to these terms and conditions, which (together with the Quote) sets out the entire understanding and agreement between us.

CONSENT

You wish to appoint us to provide you with the services that you have requested through a Quote, and we agree to provide those services, in accordance with the terms and conditions set out below (Terms).

You acknowledge and agree that you have had sufficient chance to read and understand the Terms, and you agree to be bound by them.

We reserve the right to display all designs that we create for you on our website, throughout classroom and training courses, and in our marketing material.

FEES & COSTS

A. In consideration for us providing the services, you must pay all fees, charges and costs set out in the Quote.

B. If you require any services that are not contained in the original Quote, or if there are elements of the services which require additional time, material or resources to be provided by us, including if there is a request for changes or further services after approval of a deliverable, then we will advise you of the additional services and additional fees required before providing you with the additional services.

DEFINITIONS

Background IP means Intellectual Property Rights owned by either party immediately prior to the date of this agreement or developed independently of this agreement.

Intellectual Property Rights means all present and future rights conferred by statute, common law or equity in or in relation to any copyright, know-how, trade marks (whether registered or not), business names (whether or not registered), domain names, inventions, discoveries, patents, patent applications, designs, circuit layouts and all other intellectual property as defined in Article 2 of the Convention Establishing the World Intellectual Property Organization of July 1967.

Moral Rights means the right of attribution, the right against false attribution and the right of integrity of authorship as defined in the Copyright Act 1968 (Cth).

Quote refers to any quotation, proposal, statement of work or services description from us as appears on our Website in relation to the services you have purchased, or as provided by us to you from time to time.

Website means the website found at the URL www.taofruit.com.

TERMS & CONDITIONS II



INTELLECTUAL PROPERTY RIGHTS

You acknowledge and agree that all Intellectual Property Rights in all creation files, working files, artwork and other documents provided by us in connection with the services vests in us on its creation. For the avoidance of doubt, this does not include your Background IP or any licences (such as image licences).

B.Upon full payment of our fees, we will assign to you all Intellectual Property Rights in the project, except in relation to any of our Background IP. In such case we have a perpetual, irrevocable licence to use the relevant project Intellectual Property Rights unless agreed otherwise in writing. For the avoidance of doubt, Intellectual Property Rights that we have agreed to transfer to you do not include any licences (such as image licences) or other Intellectual Property Rights that we are not able to assign.

C. Each party retains ownership of its Background IP and grants to the other party a non-exclusive, royalty-free licence as follows:

I. For Tao Fruit LLC, to the extent necessary to enable us to provide the services, exercise our rights in accordance with the provisions of these terms and conditions and otherwise carry out our obligations under these terms and conditions, and

II. For you only for the purpose and scope of the project, unless otherwise agreed in writing.

If during the course of providing the services we develop discover, or first reduce to practice a concept, product or process which is capable of being patented, then such concept, product or process will remain our property and you must not use or otherwise appropriate such property without first obtaining our written consent.

E. To the extent permitted by applicable laws and for your benefit, we will, upon your request in writing procure the consent from the holder of any moral rights in the project.

F. We may purchase rights to images that we use in providing the services to you. Such images may be subject to a licence agreement between us and a third party that may restrict your use of those images. Please ask us if you would like to be given a copy of the terms of any such licence. Unless otherwise agreed in writing, we may at our discretion use images that have been used in providing the services to you, with other clients or on other works. If you require specific images, you may be required to pay additional fee(s) for that use. Even if we agree to provide an image to you exclusively, we cannot guarantee that the image will not be used by other third parties who may have obtained these images from another party.

TERMS & CONDITIONS III



WARRANTIES & LIABILITY

A. You warrant that all work and materials provided by you (including your Background IP) will be free and clear of all liens and encumbrances and may be lawfully used by us without infringing upon the rights of others including, and without limiting the generality of the foregoing, any copyright trade secret patent or trade mark rights of any third party.

B. You acknowledge that you have not relied on any advice, representation or warranty given by us in connection with the services that is not expressly stated in this document.

C. To the extent permitted by law, all warranties, conditions and representations by us are excluded. If a term is implied by law into this document and the law prohibits provisions in a contract excluding or modifying liability under that term, then it will be included this document. However, our liability for breach of such term will be limited, at our option, to one or more of the following:

- I. the supply of the services again; or
- II. the payment of the cost of having the services supplied again.

D. If you are not happy with our services, to the extent permitted by law we will not provide you with a refund, but supply you with the services again within reason, until you are satisfied with the services,

To the extent permitted by law, neither we nor any of our officers, employees, agents or related bodies corporate will be responsible or liable in any way (including for negligence) for any loss, damage, liability or costs incurred or sustained by you or claims made against you, and you agree not to make any claim against us, due to or arising out of our provision of the services.

E. Without limitation, we will under no circumstances be liable for any indirect or consequential losses, including loss of profits, loss of revenue and loss of business opportunity.

F. You indemnify and hold us harmless in respect of any and all claims, loss or damage of any kind whatsoever (including legal costs and disbursements on a full indemnity basis), arising directly or indirectly out of:

any act done by us in good faith and purportedly pursuant to a right granted to us under the provisions of this document

any infringement by you of third-party Intellectual Property Rights, and/or any breach by you of any of the terms of this document.

G. We do not guarantee that our services will provide any specific results. In particular, and without limiting the foregoing, we make no guarantees, warranties or representations as to sales or revenue that may be achieved or that you will receive any new or increased numbers or customers as a result of our services.

TERMS & CONDITIONS IV



CONFIDENTIALITY

A. "Confidential Information" means all material or information of a confidential nature, received or acquired by Tao Fruit LLC or its customers or created either partly or in whole by Tao Fruit LLC's designers during the course of this agreement, relating to the Services and products, including software products, or general business operations of Tao Fruit LLC and its customers. Such information or material may include, but is not limited to:

I. technical information: methods, processes, systems, techniques, products, services, computer programs and research projects;

II. business information: customer lists, pricing data, sources of supply, financial data and marketing, production, business proposals, plans, production plans and schedules, and

III. creative development: concept development, names, titles, images, illustrations, logos, motion graphics, designs, computer data and production of all media associated with any project

B. Tao Fruit LLC agrees to treat all Confidential Information as being strictly confidential, and hold it in the strictest confidence, at all times during and after termination of this agreement, and that this requirement is reasonable to protect the Confidential Information of Tao Fruit LLC and its clients.

C. Tao Fruit LLC agrees not to disclose, or cause or allow to be disclosed, Confidential Information to any person, except:

I. if required to do so by law, although Tao Fruit LLC must notify the client immediately upon becoming aware that it will be required to disclose any Confidential Information in accordance with this clause;

II. with Tao Fruit LLC's express prior written consent,

III. to Tao Fruit LLC's agents, employees, or advisers as a necessary part of the proper performance of Tao Fruit LLC's duties and only to the extent necessary to properly carry out those duties.

D. Tao Fruit LLC agrees that we will not use the Confidential Information, or cause or allow the Confidential Information to be used:

I. for our own benefit or advantage

II. for the benefit or advantage of any person except Tao Fruit LLC, or

III. to the detriment of Tao Fruit LLC or any related entities or Tao Fruit LLC's customers.

E. Tao Fruit LLC must not make any copy or summary of any Confidential Information, except if required to do so in the course of the provision of the Services.

F. Tao Fruit LLC acknowledges and agrees that all Confidential Information is and will at all times remain the exclusive property of its customers, as the case may be.

TERMS & CONDITIONS V



CONFIDENTIALITY CONTINUED

G.Studio 1 acknowledges and accepts that Studio 1 may be required to enter into separate confidentiality agreement with customers of Studio 1.

H.The obligations above do not apply to any Confidential Information which is in the public domain other than due to a breach of an obligation of confidence (whether or not under this agreement).

TERMINATION

A. This agreement terminates six (6) months from the date that we commence providing the services.

B. If the provision of our services is postponed or terminated by you, we will retain the development designs for six months from the date that we commence providing the services. After that date, if you wish to retain our services again to continue with the provision of the previous services, we will provide you with a new Quote.

C. We reserve the right to suspend services immediately at any time and without liability if you fail to perform your obligations under this document, including failing to make payments to us by a due date.

D. If you breach any term or condition of this document and fail to remedy such breach within 14 days of you receiving written notification from us indicating the breach and requiring its remedy then we may at our discretion treat this document as terminated, in which case we will retain the Intellectual Property Rights in the services even if we had previously agreed to assign it.

E. Termination due to a breach of this document by you does not in any way prejudice any of our rights including our right to receive payment for services rendered.

NON-SOLICITATION

You must not during the term of this document, or for a period of 6 months following completion of any project that we undertake for you:

- I. employ, contract or hire the services of any of our personnel, or
- II. induce or attempt to induce any of our personnel to terminate their agreements or contracts with us.

TERMS & CONDITIONS VI



GENERAL

A. All notices and consents required or permitted to be given under this document must be in writing and given by personal service, pre-paid postage, a facsimile transmission, or email transmission at the addresses of the parties set out in this document or to such other address as either party may designate to the other by written notice.

B. Neither this document nor any rights or obligations of this document may be assigned or otherwise transferred by either party without the prior written permission of the other.

C. If we do not act in relation to a breach by you of this document, this does not waive our right to act with respect to that or subsequent or similar breaches.

D. Nothing stated in this document constitutes you and us as partners, or creates the relationship of employer and employee, master and servant or principal and agent between the parties. Neither party shall have authority to make any statements, representations or commitments of any kind, or to take any action which shall be binding on the other party, except as expressly provided in this document or authorised in writing.

E. If any provision of this document should be held to be invalid in any way or unenforceable, the remaining provisions must not in any way be effected or impaired. This document must be construed so as to most nearly give effect to the intent of the parties as it was originally executed.

F. These terms and conditions are governed by and to be interpreted according to the laws of the State of Ohio, USA. The parties submit to the non-exclusive jurisdiction of the courts of that State.

TIMING

We will use reasonable commercial endeavours to deliver the services in accordance with any agreed timeframes, but we do not guarantee any timing estimates and we will not be in breach of our obligations if we fail to meet any such timelines.

PAYMENT

Payment for services must be paid in full via ACH transfer as method prior to commencement.

Our services will only commence after payment is received. However if we do commence work prior to receiving payment, this does not in any way prejudice our right to seek payment.

ACCEPTANCE OF QUOTE



Total Project Due:
6 Months after Payment
Proposal Date:
Winter 2018

TAO FRUIT LLC PROJECT #892: GYFTIE BRAND IDENTITY CAMPAIGN

■ Brand Awareness Package	\$ 13,600
■ Brand Identity Package	\$ 58,200
Total	\$ 71,800

Title Print Name

Date Signature

PAYMENT METHOD

Tao Fruit LLC
125 Frederick St
Marietta, OH 45750

ACH Transfer Required
Account #: Given Upon Signature

TERMS

Net 30 days on all invoices . In addition, Buyer shall pay all sales, use, customs, excise or other taxes presently or hereafter payable in regards to this transaction, and Buyer shall reimburse Seller for any such taxes or charges paid by Tao Fruit LLC ("Seller.")



BRAND
IDENTITY

DESIGN
PROPOSAL

 TAO FRUIT