**1. Executive Summary**

This proposal presents a comprehensive branding solution for **Lazzez**, with a primary focus on creating a professional and memorable **logo** and a consistent **brand identity**. The objective is to establish a unique visual presence that reflects the brand’s values, appeals to its target audience, and ensures recognition in a competitive market.

**2. Introduction & Background**

[Client’s Brand Name] is seeking to launch/revamp its brand identity. In today’s market, a strong logo and consistent branding are essential for building trust, standing out, and maintaining long-term relevance.

As a **Graphic Designer and Software Engineering student**, I combine creativity and technical precision to deliver branding solutions that are both visually striking and adaptable across all media.

**3. Proposed Solutions & Added Value**

**Solution includes:**

* **Logo Design:** 2–3 unique concepts to choose from.
* **Color Palette:** Primary and secondary colors aligned with brand personality.
* **Typography:** Recommended fonts for digital and print use.
* **Mini Brand Guideline:** Instructions for using the logo, colors, and fonts.

**Added Value:**

* Professional and original design tailored to your brand’s vision.
* Scalable logo suitable for all formats (social media, website, print).
* Delivery of high-resolution and vector files (AI, EPS, PNG, JPG, PDF).
* Brand foundation that allows easy future expansion (stationery, social media templates, etc.).

**4. Timeline & Deliverables**

**Deliverables:**

* Final logo concept
* Final logo in multiple formats (AI, EPS, PNG, JPG, PDF)
* Brand color codes (HEX, RGB, CMYK)
* Typography recommendations
* Mini brand style guide

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| Day 1 | Contract signing & project kick-off |
| Day 14 | Final logo concept (PDF) |
| Day 20 | Final logo in multiple formats (AI, EPS, PNG, JPG, PDF) |
| Day 21 | Brand color codes (HEX, RGB, CMYK) and typography recommendations |
| Day 22 | Mini brand style guide |

**5. Resources**

* Adobe Illustrator & Photoshop for logo and identity design
* Research tools for competitor and industry analysis
* Communication platforms (Email/Zoom) for project updates

**6. Technical Specifications**

* **Logo Files:** Vector-based for scalability (AI, EPS) + raster formats (PNG, JPG).
* **Color System:** HEX & RGB for digital, CMYK for print.
* **Fonts:** Google Fonts or licensed fonts (as per brand requirements).
* **File Delivery:** Organized folders delivered via secure link or email.

**7. Terms & Conditions**

* **Revisions:** Up to 3 rounds of revisions included. Extra revisions billed separately.
* **Payment Terms:** 50% upfront, 50% upon project completion.
* **Ownership:** Client owns full rights to the final approved logo.
* **Designer’s Rights:** Designer may showcase the work in personal portfolio.
* **Timeline:** Delays in feedback may affect project completion date.

**8. Conclusion & Call to Action**

With this proposal, I aim to provide **Lazzez,** with a creative and professional identity that communicates trust, values, and uniqueness. The proposed logo and brand system will help your business establish a strong presence and build long-lasting recognition.

👉 **Next Step:** Please confirm approval of this proposal so we can begin the project.

**Signature:**  
Yahia Diaa Eldien  
Graphic Designer