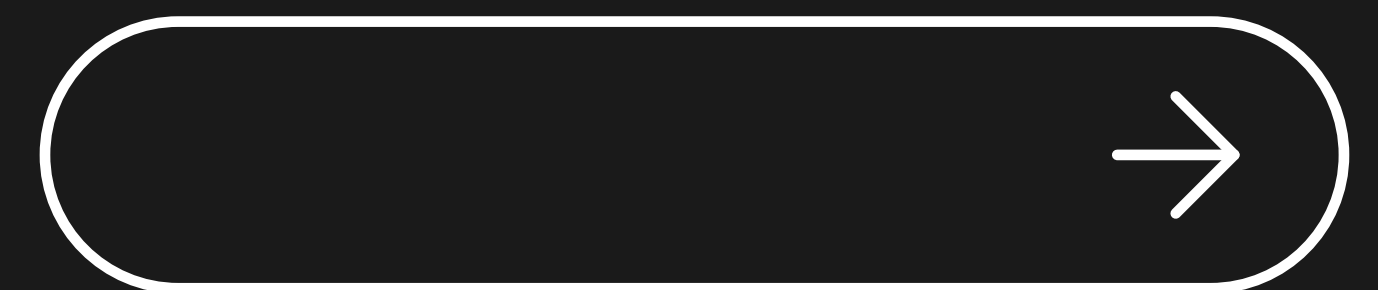


PROJECT: ABELS SUMMER CAMP CO & COLOURS OF THE OCEAN.

A DOVE DESIGN



# Project Proposal.





# Project promises.



## Quality.

Having been a designer for the best part of a decade and working on some huge global brands during my career, I promise the highest standard of work on your project.

I want your brand to shine just as much as you do, and we'll work collaboratively to make sure your vision is brought to life!



## Support.

You'll be heard and supported throughout the whole process, ensuring you're totally happy with your final brand.

Each stage of design includes rounds of feedback, and I'm always happy to answer calls, emails or DMs. Even after the project, I'm here to make sure your launch is successful!



## Passion.

One thing I pride myself on is genuine passion for my client's businesses. I only work on projects that I am truly excited for!

So, I promise to create every logo, illustration and colour for your brand with the same level of passion that you have. Let's build your dream brand!

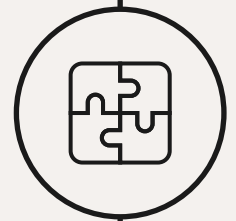


# Project stages.



## Let's Chat.

If you approve this project proposal, I'll send a short contract for you to sign, followed by an invoice for your 50% deposit. Upon payment, your start date will be secured and welcome pack sent!



## Getting Organised.

Your start date is here! We'll kick off with your brand audit via questionnaire or a Google call, whichever you prefer. During your brand audit, we will deep dive into your values, goals and audience to create a strategic blueprint for your brand.



## Creative Crossroads.

With your strategy in hand, I'll explore your brand visuals and present two routes of creative direction in the form of moodboards. We'll discuss the two options, and you'll have the choice of how we proceed.



## Let The Fun Begin.

Once we've found the perfect creative direction, it's time to bring your brand to life! Your in-depth brand concept will be presented, and you'll have two rounds of amends included if you need them.



## Rolling It Out.

When your logo and brand style is approved, I'll start creating any add-ons you have chosen, as well as your brand guidelines. You'll have one final round of amends to refine the details if needed.



## The Grand Reveal.

It's time to show off your new brand! With everything perfected and final payments made, you'll receive all the files and guides you need for a seamless takeoff into the world!



# Project 1.

Project 1 is the brand design for Abels Summer Camp Co, with the highest priority launch date. We'll start with some basic strategy to make sure your brand is targeting the right people in the right way. Then, you'll get a logo suite, colours, fonts, illustrations, and guidelines so you know exactly how to use your new visuals!

2 WEEKS

£ 5 0 0

Prices are in GBP (£). Cost is usually split into two 50% payments: one taken at the start & one at the end of the project, via bank transfer or Stripe. I'm happy to discuss alternative payment plans if needed.

\*Font licenses are not included in the brand package price, however I will always try to use free fonts where possible.

\*\*I will provide any print add-ons as print-ready artwork files, any printing costs are not included in the brand package price.

## STRATEGY

- 🔍 Mini brand audit
- 💡 2 creative direction routes

## DESIGN

- ✂️ Logo suite with 3 variations
- 🎨 Colours/fonts\*
- 📢 Brand illustrations

## SUPPORT

- 📄 Brand guideline document
- 📁 Guide to your files



# Project 1 timeline.

Dates are estimated

	Let's Chat.	Discovery questionnaire. Accept Project Proposal. Sign contract. Deposit payment. Read Welcome Pack. We're almost done!	July
	Getting Organised.	Your official start date! We'll begin with a detailed brand audit to deep dive into your business to create a strategic brand blueprint.	Tuesday 13th August
	Creative Crossroads.	You'll get the first presentation to review, with your strategy overview and two routes of creative direction. Choose your favourite!	Friday 16th August
	Let The Fun Begin.	You'll get the second presentation to review, with your full brand concept. We'll chat it through and you'll have two rounds of amends included.	Tuesday 20th August
	Rolling It Out.	After approval, I'll create any add-ons and your brand guidelines. You'll have one final round of amends to refine the details if needed.	Monday 26th August
	The Grand Reveal.	With everything approved and final payment made, all your final files will be sent across as well as a Goodbye Pack!	Tuesday 27th August





# Project 2.

Project 2 is the brand design for Colours Of The Ocean, which could be booked for straight after Project 1 or for a later date. We'll start with some basic strategy to make sure your brand is targeting the right people in the right way. Then, you'll get a logo suite, colours, fonts, illustrations, and guidelines so you know exactly how to use your new visuals!

2 WEEKS



£ 5 0 0

Prices are in GBP (£). Cost is usually split into two 50% payments: one taken at the start & one at the end of the project, via bank transfer or Stripe. I'm happy to discuss alternative payment plans if needed.




\*Font licenses are not included in the brand package price, however I will always try to use free fonts where possible.

\*\*I will provide any print add-ons as print-ready artwork files, any printing costs are not included in the brand package price.



## STRATEGY

-  Mini brand audit
-  2 creative direction routes

## DESIGN

-  Logo suite with 3 variations
-  Colours/fonts\*
-  Brand illustrations

## SUPPORT

-  Brand guideline document
-  Guide to your files



# Project 2 timeline.

Dates are estimated

	Let's Chat.	Discovery questionnaire. Accept Project Proposal. Sign contract. Deposit payment. Read Welcome Pack. We're almost done!	August
	Getting Organised.	Your official start date! We'll begin with a detailed brand audit to deep dive into your business to create a strategic brand blueprint.	Tuesday 3rd September
	Creative Crossroads.	You'll get the first presentation to review, with your strategy overview and two routes of creative direction. Choose your favourite!	Friday 6th September
	Let The Fun Begin.	You'll get the second presentation to review, with your full brand concept. We'll chat it through and you'll have two rounds of amends included.	Tuesday 10th September
	Rolling It Out.	After approval, I'll create any add-ons and your brand guidelines. You'll have one final round of amends to refine the details if needed.	Monday 16th September
	The Grand Reveal.	With everything approved and final payment made, all your final files will be sent across as well as a Goodbye Pack!	Tuesday 17th September



# Next steps.

Once you've taken a read through this proposal and considered how you would like to proceed, just drop me an email or DM to let me know! I'm always happy to chat more about your project if you have any questions or if you're unsure about anything.

Here's the best ways to get in touch:

 +44 (0)7708 236 510

 HELLO@ADOVEDESIGN.CO.UK



## Let's Chat



Discovery questionnaire



Project proposal



Sign contract



Deposit payment



Read Welcome Pack



PROJECT: ABELS SUMMER CAMP CO & COLOURS OF THE OCEAN.

A DOVE DESIGN



# Thank you!

