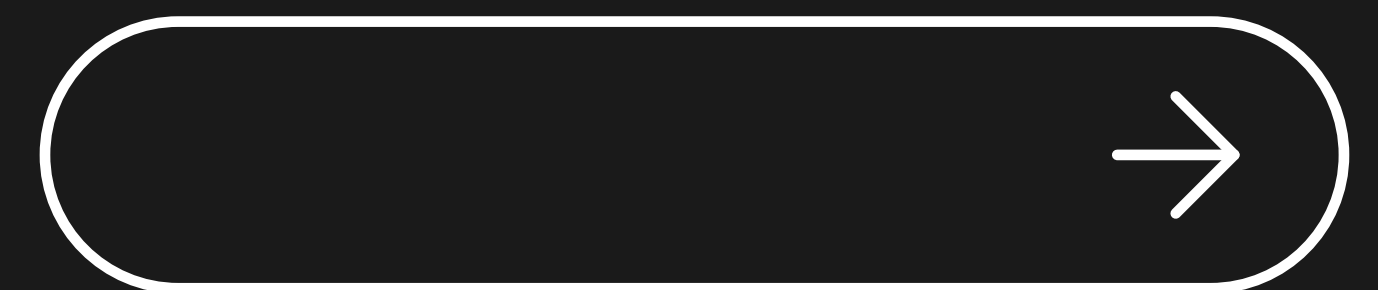


PROJECT: RD EXAM PREP (NAME TBC).

A DOVE DESIGN



Project Proposal.





Project Goals.

One.

Establish a strong identity for this business to become the go-to option for dietetic students (with room to grow as a community hub the future).

HOW I CAN HELP

My branding process will ensure you're in the loop and 100% happy at every stage, to make sure your brand sets the perfect visual tone.

Two.

Get the main brand identity and landing page launched in time for the end of April so early pitching and sign ups can begin.

HOW I CAN HELP

I have put together a fully custom brand package to get the most urgent priorities done in time for your launch date.

Three.

Explore options for extra branded materials in the future, after the main brand identity is finalised and launched.

HOW I CAN HELP

I've put together a rough guideline of additional services beyond the main brand identity that you can pick and choose from, or we can discuss further!

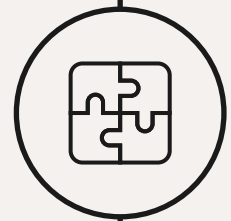


Project Stages.



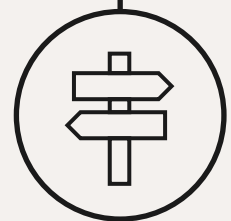
Let's Chat.

Once you approve this project proposal, I'll send a short project 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!



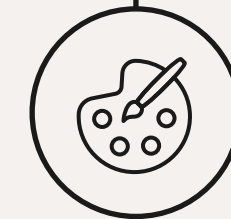
Getting Organised.

We'll kick off by scheduling your brand audit ideally on your start date (either an online questionnaire or a brand audit call). During this 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 the rest of your assets, including 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: RD EXAM PREP (NAME TBC).

A DOVE DESIGN



Option 1.

£ 7 0 0

\$ 8 9 0 **

Price can be split into two 50% payments. One before the project to secure your start date, and one at the end after final approval. 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.

**Estimate from Google converting GBP to USD.

Strategy.

- 🔍 Brand audit (expedited for deadline)
- 📖 Market and industry research (expedited for deadline)
- ⚙️ Strategy guide (expedited for deadline)
- 💡 2 creative direction routes
- 💡 Naming options alongside creative direction

Design.

- ✂️ Logo suite (primary, secondary, brandmark)
- 🎨 Colours/fonts*
- 📢 Supporting graphics
- ⊕ Add-on: Single Squarespace landing page
(price based on usual time landing pages take me, around a day of designing)

Support.

- 📄 Full guideline doc
- 📁 Guide to your files



Option 1 Timeframe.

1	Start Date.	This is the date my full availability begins, but as we're expediting the strategy stage I think we can get this done a bit earlier over the Easter weekend (this will be an online questionnaire for you to fill out)	2nd April 2024
2	Brand Design.	If you accept this proposal, I'll keep the 2nd - 16th free for your project. I am travelling to Bali from the 10th so timezones will be a little different from then on, but I am still working & available :)	2nd-16th April 2024
3	Brand Launch.	Assuming all goes well and we can get all project stages reviewed & approved in a timely manner, I'm hoping we can launch in 2 weeks!	16th April 2024
4	Add-on.	The single Squarespace landing page would still need to be completed after your brand design is approved for time efficiency.	16th-19th April 2024
5	Add-on Launch.	I would aim to have the single Squarespace landing page completed the same week as your brand.	19th April 2024

Dates are estimated and dependent on timely reviewing and approval.

PROJECT: RD EXAM PREP (NAME TBC).

A DOVE DESIGN



Option 2.

£ 3 5 0

\$ 4 4 5 **

Price can be split into two 50% payments. One before the project to secure your start date, and one at the end after final approval. 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.

**Estimate from Google converting GBP to USD.

Strategy.

- ⚙️ Market and industry research
- 💡 2 creative direction routes
- 💡 Naming options alongside creative direction

Design.

- ✂️ Logo suite (primary, secondary, brandmark)
- 🎨 Colours/fonts*
- 🔊 Supporting graphics

Support.

- 📄 Mini guideline doc
- 📁 Guide to your files



Option 2 Timeframe.

1	Start Date.	This is the date my full availability begins and as this option has significantly less strategy behind it, we can get this early stage done quickly and move on to creative direction asap.	2nd April 2024
2	Brand Design.	If you accept this proposal, I'll keep the 2nd - 10th free for your project, and as this option is simpler in terms of strategy/process, I would hope to get everything complete before my travels!	2nd-10th April 2024
3	Brand Launch.	Assuming all goes well and we can get all project stages reviewed & approved in a timely manner, I'm hoping we can launch in 1 week!	10th April 2024

Dates are estimated and dependent on timely reviewing and approval.

PROJECT: RD EXAM PREP (NAME TBC).

A DOVE DESIGN



Beyond This Project.

£ 2 5 0 / D A Y

£ 3 5 / H R

First I think we should focus on the main brand identity and get your brand design, Powerpoint template and landing page complete.

Then once the business is launched, I can also help out with further branded materials like social media, artwork of digital resources, or animations.

This is an estimate of timings for these materials.

Social media templates.

Editable in Canva. I can usually get 8-12 done in a day depending on the complexity of the posts.

Digital resources.

Such as training sheets, exercise sheets, curriculum overviews, calendars, infographics etc. Will need to be quoted/discussed but roughly 2-3 hours per page.

Animated reels.

Unfortunately I can't make these editable in Canva. Usually 1-2 days depending on the complexity.


Suite of icons/illustrations.

Will need to be quoted/discussed but roughly 1-2 days, depending on amount of icons/illustrations needed.



Next Steps.

Once you've taken a read through this proposal and considered how you would like to proceed, here's the next steps.

 +44 (07) 708 236 510

 HELLO@ADOVEDESIGN.CO.UK

One.

Let me know if you approve the proposal and if you would like to go ahead with any optional Extras as listed in this document.

Two.

I'll send over a short design contract for you to sign, and an invoice for your 50% deposit. If you'd like to discuss alternative payment plans, just let me know.

Three.

You're officially booked in! We'll schedule your brand audit and you'll receive a welcome pack in time for your start date!

PROJECT: RD EXAM PREP (NAME TBC).

A DOVE DESIGN



Thank
you!

