

Virtus Brand Identity & Website Proposal

Prepared for Virtus (Momentum Consulting)

Virtus

Brand Identity & Website Design Proposal

Overview

Virtus is being launched as a standalone white-collar recruitment brand, distinct from Momentum's established blue-collar operations.

The purpose of this engagement is to establish a credible, professional brand identity and a clean, conversion-focused website that positions Virtus appropriately in the white-collar market from day one.

This project is delivered as a single, cohesive engagement, covering brand identity and website design and build, to ensure clarity, consistency, and long-term usability across all touchpoints.

Delivery Approach

The project is delivered sequentially to reduce risk and maintain clarity:

1. Align on positioning and direction
2. Establish brand foundations
3. Apply the brand consistently across the website
4. Build, test, and launch

This approach ensures decisions are intentional and cohesive, rather than rushed or fragmented under time pressure.

Review & Feedback

Each phase of the project includes structured review and feedback to ensure alignment before progressing.

- Feedback is consolidated and provided in a single round per phase
- Revisions focus on refinement and alignment, not re-direction
- Each phase is signed off before moving to the next to maintain timeline and momentum

This approach keeps the project efficient while ensuring decisions are considered and intentional.

Scope of Work

1. Discovery & Positioning

A short upfront alignment phase to ensure clarity before any design execution.

This includes:

- Alignment on target audience and market positioning
- Definition of tone, level of professionalism, and brand personality
- Clarification of key differentiators
- Agreement on how Virtus should be positioned relative to Momentum

This phase ensures the brand is grounded in the right perception and avoids rework later in the process.

2. Brand Identity

Development of a practical, professional brand identity designed specifically for a white-collar recruitment audience.

The process includes presenting a small set of initial brand concepts, with one selected for refinement and final development.

Deliverables include:

- Primary and secondary logo
- Core colour palette
- Typography selection
- Lightweight brand style guide, covering:
 - Logo usage fundamentals
 - Colour and typography application
 - Guidance for consistent use across web, pitch decks, and marketing materials

The style guide is intentionally concise and practical, providing a lightweight design system that helps internal teams and external partners apply the brand consistently without unnecessary complexity.

The visual direction is designed to translate confidently across:

- Website
- Pitch decks and proposals
- Marketing and communications

3. Website Design

Design of a clean, professional website aligned with the Virtus brand and white-collar positioning.

The process includes selecting the most appropriate platform (Framer or Webflow) based on the marketing team's needs, with layouts developed either through wireframes or a refined template-based approach depending on scope and complexity.

This includes:

- Agreed website structure and key pages
- Mobile-responsive design
- Clear hierarchy, spacing, and content flow
- Reference to people2people.com.au as a benchmark for clarity and credibility (not visual imitation)

Design decisions prioritise trust, readability, and conversion, with a focus on longevity rather than trends.

4. Website Build & Launch

- Full website build
- Responsive across desktop, tablet, and mobile
- Content structured for ease of internal updates and future scaling
- Basic documentation and handover
- Launch support

The site will be built with practicality in mind, ensuring it is easy for the internal team to manage post-launch.

Investment

- \$4,200 AUD (excl GST)
 - Covers brand identity and website as a single, cohesive engagement
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Payment Terms

- 50% initial deposit to commence work
 - 50% on final handover prior to launch
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Timeline

- Approximately four (4) weeks end-to-end
- Structured to comfortably support a 1 April launch, without compromising quality or decision-making

Next Steps

Upon approval:

- Confirm scope and timing
 - Lock in project commencement
 - Begin discovery and positioning phase
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Optional: Ongoing Design Support

Following launch, optional ongoing design support is available to assist with website updates and additional brand applications as required. Support is offered on a flexible, subscription-style basis and can be discussed post-launch.

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