# Graphic Design Proposal

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| Hank Kelly  Designer  Simple Fish Marketing, LLC |  | Taylor Vionni  Owner  Happy Cherry Brewing |

## Objective: To design a logo and basic branding scheme for a new brewing company: Happy Cherry Brewing

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| --- | --- | --- |
| Date: |  | *(Please note that this proposal is valid for three weeks.)* |

## Summary

This is an outline of the process to create branding for Happy Cherry Brewing. The total cost is $3000 and the project can be completed in six weeks.

## Target Market

This local brewer will be marketing four distinct beers. These products will have a limited release in Austin, Texas at a number of smaller bars, and then will be marketed to the rest of the county. The target audience is specialty beer drinkers who like a higher alcohol percentage in a full-bodied, quality brew. Studies show this target audience to be adults between 25 and 35, usually with an income of $60,000 or more, and without children. (Please see attached detailed case study.)

## Project Scope

Logo development and an overall branding scheme.

## Strategies

Using an “Austin”-centric design concept and mixing classical beer design with an eclectic Austin feel. Design will be painted and then photographed and proofed through Adobe Photoshop.

## Deliverables

High resolution AI design documents in color and black &white.

## Phases Timeline

|  |  |  |  |
| --- | --- | --- | --- |
| **Phase** | **Description** | **Turn Around** | **Approval Period** |
| Phase 1: Mark-ups | 4-5 logo concepts | 1 week | 1 week |
| Phase 2: Logo Concept | Formalized best concept | 1 week | 1 week |
| Phase 3:Final Design | Final logo design | 1 week | 1 week |

## Budget Total $3000

|  |  |
| --- | --- |
| Concept Design | $500 |
| Logo Development | $1000 |
| Final Design | $1000 |
| Branding Accompaniment | $500 |
| Design Advice | No cost |

## Fee Schedule

Before phase 1: $500

Before phase 2: $1000

Before phase 3: $1000

Project Completion: $500

Thank you for inviting us to submit this proposal. Please let us know if you would like any additional information.

We look forward to working with you.

Hank Kelly

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