#### UnicodeID Company Representative

1630 Columbia road northwest Washington, dc 20009

(202) 476-5580

Steven Gerard

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## GRAPHIC DESIGN

PROJECT

PROPOSAL

PROJECT

2020

Prepared for :

Steven Gerard

1630 Columbia road northwest

Washington, DC 235 (202) 476-5580

Proposal Issued : 20. 07.20

Proposal Valid to : 20. 09.20

# About Us

W



### Almost always, the creative dedicated minority has

made the world better.

ildStudio is

United States based graphic design agency.

Our mission is delivering

creative solution through visual comunication. We focus on the general graphic design projects including logo design, brand

identity, illustration, and print design.

Wild Studio provide on-

target visual communication

solutions for any firms, from big corporations, small businesses to non-profits organizations. We were known for our creative and out of the box approach to to

suited client’s need.

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#### Salena Gomes

Creative Director

Graduated Cum Laude with a bachelor’s degree in School of Visual Art. Tanya is responsible for any creative solutions that came from the whole team

in WildStudio. His works has been featured in multiple art

magazines such as ComputerArt, Concept, and VersusMagz.

#### Steven Gerard

Graphic Designer

The only Asian at the team.

Cut his graphic design teeth in Singapore. He returned to New

York to work with Wild. Has been a graphic designer for online

game company before decided to focused on what he loves.

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#### Revaldo Stark

Illustrator

Scored a degree from

Communication of Visual

College Chicago. Used to be a lead illustrator in 360Studio and HolyStudio before joined

Wild. Hugs is the most creative creature in our studio so far. His imaginations helped us a lot in several projects.

#### Jane Victoria

Finance

Graduated from Communication of Visual College Chicago. Erica

enjoys wearing her unique shoes around the studio. Has passion

in photography and typography. She is responsible for day to day human relations and financial

operations at the studio

including payroll and accounts.

# Overview



### We believe that telling the story could touch

the costumer

and capture the market’s attention

wildStudio is pleased to submit a proposal to design a logo,

stationery, brochure, and poster for YourCompany.

H

Inc. This proposal describes the graphic design process, services, terms, and schedule that

needed to complete a graphic design project.

For over a decade we have built a large and loyal client base by delivering creative

and smart solutions of visual communication.

WildStudio and clients both love effective and efficient way to

complete the project. We used to fix the problem by thinking

out of the box, wild, and beyond expectations. In return we get

client loyalty and the privilege to do it again.

We help our clients to identify their business and create new approaches that challenge,

provoke, and reinvent. While

other businesses are drowning in a sea of sameness, We

create brand that tell the story about the company culture and history.

We believe that telling the story could touch the costumer and

capture the market’s attention. To gain more profit and create a significant growth. That what the impact that graphic design can do.

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# Objectives

ildStudio has researched

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this business field and has found

that there are very few company that focused on simplicity on their visual identities and

brands.

Most have outdated

visual identities which are not relevant to

the almost 90% of the target market who are mostly young people.

This condition is a great opportunity for YourCompany.Inc to seize the market by

95%

The customer mostly young

people between 15 to 25 years old that live in town. They’ve high standard in

brand and quality.

Some potential customer in this

market has never been touched by companies similiar to YourCompany.

Inc

creating a modern and simple visual identity

that accordance with

the customer life-style. Ped quibus mil et

We have divided the project achievements into several sections :

k

Need 1 : Simplicity is a Key

Modern and simple visual identity that

focus on promoting the advantages of the company.

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Need 2 : Consistency Approach

Unified, consistent, and timeless identity system. The system must cover the whole levels of the

k

Need 3 : Connected to the Customer

Evaluate the implementation of the visual

identity system internally and externally. As well as seeing the market reaction to the new visual

A great sample of great and consistent visual identity

# Process



### Greatness is an evolutionary process that changes and

evolves era to era

he brand identity process requires a combination of research, strategic

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thinking, creative brainstorming and project management skills. It need

passion and hardwork to get it right. We propose a six stage process to create the design best suited to meet the Client’s needs.Client’s needs.

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RESEARCH STRATEGY DESIGNING IDENTITY FINAL TOUCH

Discussing the design project and collect information

regarding the goal of the

design project, branding and messaging themes.Ipis eicte doluptae. Et molorae

Clarify the whole strategy for the brand and writing a brand brief. Plus naming strategy

and develop a key messages. Onet quis rempore caborit

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Develop the idea and basic concept as well as design the visual identity and all aspects needed to getting it right.

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Finalize identity design

and develop look and feel.

Approaching the customer

and testing the brand directly to the market. Ipis eicte

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# Milestones

he purpose of this document is to

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illustrate the required steps in a typical

design project from inception to product release.

Please note that we typically book projects 4-5 weeks in

advance. You’ll want to keep this in mind for planning purposes

so that we can get your project scheduled as soon as possible.

We can discuss it further in

order to address any questions you may have, and to decide on the best plan of action for brand identity.

After deciding that we are a

right fit for eachother, a signed contract and 50% deposit

secures your spot on our development schedule.

The sample milestones on this page are based on that start

date. Dae et volenihil ipitatum

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| --- | --- | --- |
| DAY | DESCRIPTION | DURATION |
| Day 1-3 | Client meeting | 3 days |
| Day 4-6 | Conducting research | 2 days |
| Day 7- 10 | Clarifying strategy | 3 days |
| Day 11-12 | Client meeting | 2 days |
| Day 12-25 | Designing brand identity | 13 days |
| Day 26-29 | Final Touch | 3 days |
| Day 30 | Presentation & acceptance | 1 day |

# Budget Break Down

e always try to

W

give the best price to our clients.

The following are the costs required to identity

design and corporate branding.

Some other costs outside of the project have been put as expenses.

We are happy to hear if you have another offer, and of course

we can discuss more about it

further.Ut excerup tisciat pe

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STEP 1 : RESEARCH

Fees

Clarivy visions, values, and goals

$100

Research market needs and perceptions

$300

Research industry and competitors

$200

|  |  |
| --- | --- |
| STEP 1 : STRATEGY | Fees |
| Clarivy brand strategy | $100 |
| Develop key messages | $300 |

|  |  |
| --- | --- |
| STEP 1 : DESIGN | Fees |
| Brainstorm the idea | $200 |
| Designing brand identity | $750 |
| Explore applications | $200 |

STEP 1 : FINAL TOUCH

Fees

Develop look and feel

$100

Trademark protection

$500

Apply brand architecture

$350

# Portfolio

#### Web Design Lettering Project

London Enterprise Indonesia Enterprise

Graduated from Communication of Visual College Chicago. Erica enjoys wearing her unique shoes

around the studio. Has passion in photography

and typography. She is responsible for day to day human relations and financial operations at the

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#### Mouck-up Design Brand Identity Design

Brazillia Enterprise Dubai Enterprise

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#### Layout Design Packaging Design

Australia Branded Paris Taylor

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#### Logo Design Watercolor Flowers

New York Asosiation England Company

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# Case Study

Overview

ead quartered in Istanbul, Turkey,

MediaMedium is an agency providing SEO marketing services. The are truly leading professional and have a great

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quality services.They approached us to create

a great minimal and modern identity that has a professional and elegance look and feel.

The challenge is to create timeless and iconic

logomark that represent the industry’s insight in simplicity and modern.Ibusandist prorepudamet volo quis as voluptur? At enihit late vellici lluptas am que et, entis sit exerior

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## Challenge

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e’ve started by outlining the main keywords that best described the

company. Several words come up in our heads during the brainstorming stage.Finding the right keyword is not simple,

We need to make sure that the chosen keyword could be visualized in a simple and modern

form. Moreover,it should enlighten people and company’s customer.Afterwards, we got ourself

busy with pencil and paper. We turn several ideas into sheets of paper to explore the ideal concept of the identity.

The next challenge is to build the basic anatomy of the identity. We used several basic shapes like circle and square as guidelines to keep.

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## Solution

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olutions paper to explore the ideal

concept of the identity.The next challenge is to build the basic anatomy of the

identity. We used several basic shapes like circle and square as guidelines to keep its consistency and repetition.

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# Term & Conditions



### The following terms and conditions are necessary to protect both the client and the designer during their working relationship.

1. Right

All services provided by the designer shall be for the exclusive use of the client other than for the designer’s promotional use.

### Ownenership

The client shall be entitled to full ownership of all final artwork created during the project upon full payment of the agreed fee.

### Comunication

The client shall be entitled to full ownership of all final artwork created during the project upon full payment of the agreed fee.

### Payment Scedule

The client will make a 50 percent downpayment prior to work commencing. The project can be

scheduled once the downpayment is received by

the designer. The downpayment is non-refundable.

The remaining 50 percent is payable to the

designer upon completion of the project, and

before original artwork is supplied to the client.

### Delayed Payment

If, after the project has commenced, subsequent invoices are not paid within 30 days, a 5 percent

“delayed payment” fee will be charged. This initial 5 percent figure will be added upon each recurring 30 day period until the full amount has been

received by the designer.

### Cancellation

If after project commencement client

communication (face-to-face, telephone, or email) stops for a period of 180 days, the project can

be cancelled, in writing by the designer, and

ownership of all copyrights shall be retained by the designer. A cancellation fee for work completed

shall be paid by the client, with the fee based on the stage of project completion. The fee will not exceed 100 percent of the total project cost.

### Closing Deal

The client shall be entitled to full ownership of all final artwork created during the project upon full payment of the agreed fee. Rumquiamus eostiis

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# Conclusion

e look forward to working with

W

YourCompany.Inc and support your

efforts to improve your brand identity and visual communication. We are confident

that we can meet the challenges ahead and stand ready to partner with you in delivering effective visual strategies and solutions.

If you have any questions on this proposal, feel free to let us know and contact us by email at

support@wildstudio.com or by phone at +123 456 789. We will be in touch with you next

week to arrange a follow-up conversation on the proposal.

If you have any questions on this proposal, feel free to let us know and contact us by email at

support@habageudstudio.com or by phone at +123 456 789. We will be in touch with you

next week to arrange a follow-up conversation on the proposal.

Thank you for your consideration,



Unicode Studio

Jhon dhoe,

1630 Columbia Road Northwest Washington, DC 20009

(202) 476-5580

Support : (202) 476-5580

Email : support@unicodestudio.com Website : [www.unicodestudio.com](http://www.unicodestudio.com/)

 THANK YOU!

For taking time reading this proposal

we will do our best!

СТОИМОС ТЬ “ПОД К ЛЮЧ” ОТ $110

ЯЗЫКИ: РУССКИЙ, АНГЛИЙСКИЙ, ФРАНЦУЗСКИЙ, НЕМЕЦКИЙ

Четкая структура.

Холодные и горячие КП.

Сопроводительные письма

Графическое оформление в

любых цветах и форматах

Готовность от 72 часов

Также “под ключ”: презентации,

брошюры, White Paper, буклеты, маркетинг-кит

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customers@petr-panda.ru

Главный сайт проекта: petr-panda.ru

Дополнительно: оформление под

брендбук компании или подбор сочетаний цветов для создания вашего фирстиля и

оформления

A TURNKEY COST STARTS AT $110

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Graphic design in any colors and for- mats

An availability from 72 hours

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presentations, bro- chures, White Paper, booklets, and mar- keting kits

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customers@petr-panda.ru

The main project’s website: petr-panda.ru

Additionally: design for a company’s brand book or selection of color combinations to create your corporate identity and design