



UnicodeID

1630 Columbia road northwest
Washington, dc 20009
(202) 476-5580

Company Representative

Steven Gerard
Email : stevengerard@gmail.com
Website : stevengerard.com

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

WildStudio is United States based graphic design agency.

Our mission is delivering creative solution through visual communication. 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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Almost always, the creative dedicated minority has made the world better.

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.

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.

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. Uscimus est occatem laborep udicat.Rore nessita

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 customer and capture the market's attention

WildStudio is pleased to submit a proposal to design a logo, stationery, brochure, and poster for YourCompany, 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 customer 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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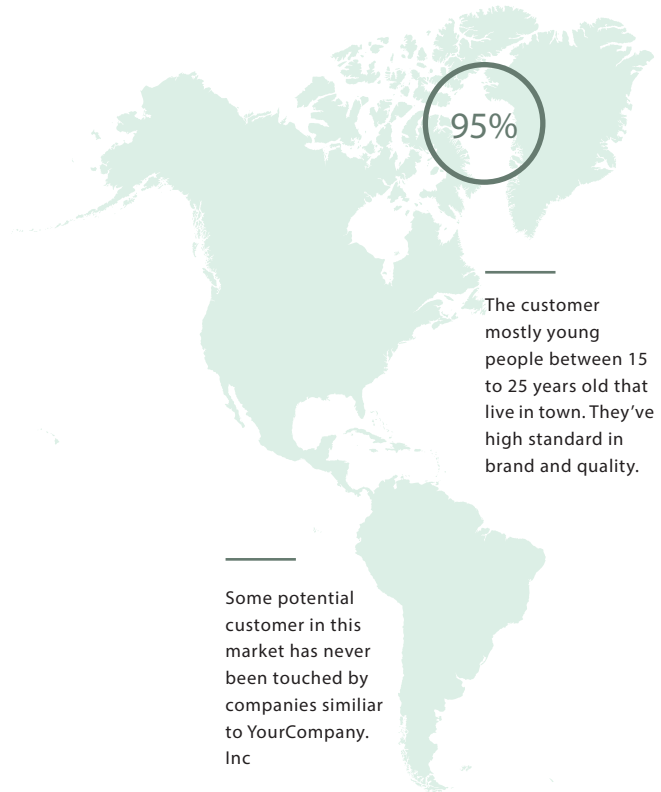
Objectives

WildStudio has researched 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 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.

k 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

The brand identity process requires a combination of research, strategic thinking, creative brainstorming and project management skills. It needs 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.

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Accuracy in logo design



RESEARCH

Discussing the design project and collect information regarding the goal of the design project, branding and messaging themes. Ipsa eicte doluptae. Et molorae



STRATEGY

Clarify the whole strategy for the brand and writing a brand brief. Plus naming strategy and develop a key messages. Onet quis rempore caborit Ipsa eicte doluptae. Et molorae



DESIGNING IDENTITY

Develop the idea and basic concept as well as design the visual identity and all aspects needed to getting it right. Onet quis rempore caborit Ipsa eicte doluptae. Et molorae



FINAL TOUCH

Finalize identity design and develop look and feel. Approaching the customer and testing the brand directly to the market. Ipsa eicte doluptae. Et molorae

Milestones

The purpose of this document is to 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 each other, 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

We always try to 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

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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

London 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 studio including payroll and accounts.

Lettering Project

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 studio including payroll and accounts.

Mouck-up Design

Brazillia Enterprise

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Brand Identity Design

Dubai Enterprise

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Layout Design

Australia Branded

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Packaging Design

Paris Taylor

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Logo Design

New York Asosiation

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Watercolor Flowers

England Company

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Case Study

Overview

Head quartered in Istanbul, Turkey, MediaMedium is an agency providing SEO marketing services. They are truly leading professional and have a great 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 proreputamet volo quis as voluptur? At enihit late vellici lluptas am que et, entis sit exerior

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Challenge

We'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 ourselves 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

Solutions 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.

2) Ownership

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

3) Communication

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

4) Payment Schedule

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.

5) 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.

6) 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.

7) 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 cillitium ad erum quo maionsequi velent

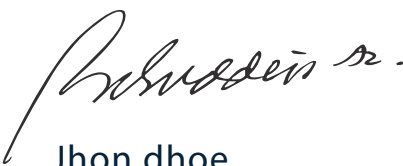
Conclusion

We look forward to working with 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,



Jhon dhoe,
Unicode Studio

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Support : (202) 476-5580
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Website : www.unicodestudio.com



THANK YOU!

For taking time reading this proposal
we will do our best!

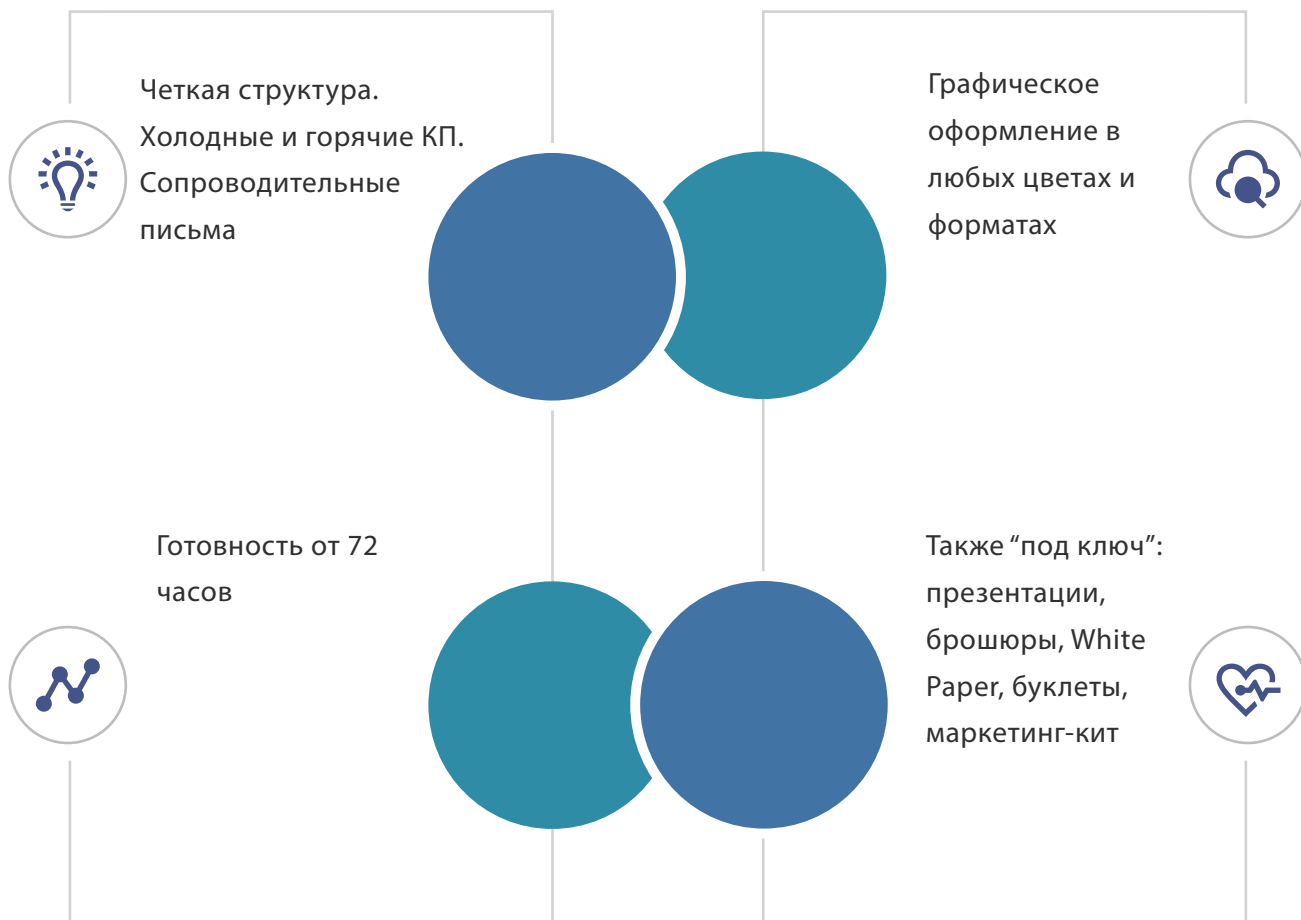
КОММЕРЧЕСКИЕ ПРЕДЛОЖЕНИЯ ОТ “ПАНДА-КОПИРАЙТИНГ”



СТОИМОСТЬ “ПОД КЛЮЧ” ОТ \$110



ЯЗЫКИ: РУССКИЙ, АНГЛИЙСКИЙ,
ФРАНЦУЗСКИЙ, НЕМЕЦКИЙ



Дополнительно: оформление под брендбук компании или подбор сочетаний цветов для создания вашего фирстиля и оформления

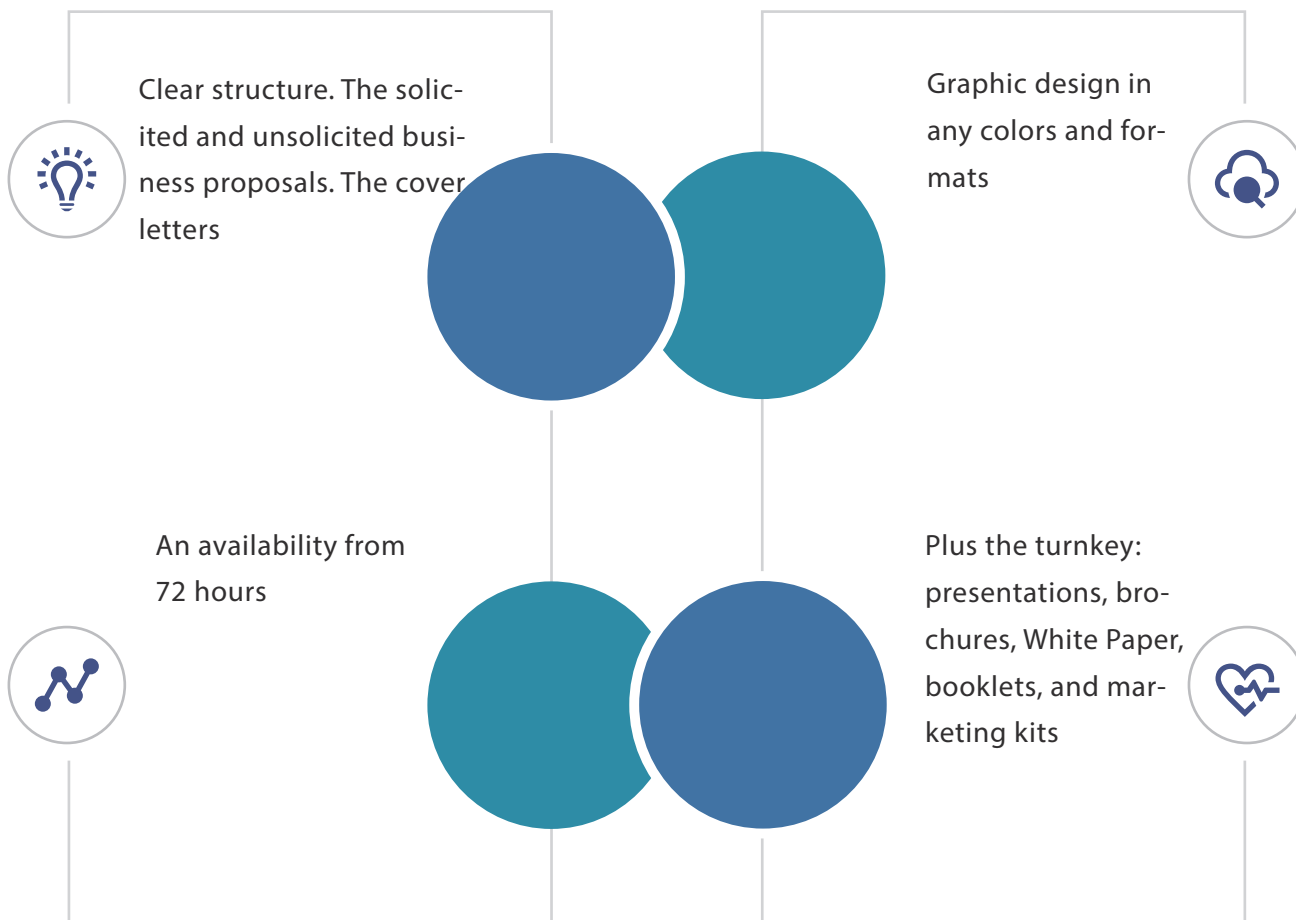
BUSINESS PROPOSALS BY PANDA COPYWRITING PROJECT



A TURNKEY COST STARTS AT \$110



LANGUAGES: RUSSIAN, ENGLISH,
FRENCH, AND GERMAN



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