



# PROPOSAL KIT SAMPLE

## Graphic Designer Sample Proposal

Scroll down to read the first part of this sample. When purchased, the complete sample is 15 pages long and is written using these Proposal Pack chapters:

Cover Letter, Title Page, Table of Contents, Cost Summary, Process Summary, Needs Assessment, Project Deliverables, Scheduling, Responsibilities, Style, About Us, Portfolio, Testimonials, Back Page

This sample was created using **Proposal Pack Artsy #12**. In the retail Proposal Pack you get the entire collection of samples (including this one) plus thousands of editable templates for creating an unlimited variety of custom proposals and other business documents.

[Click here to purchase Proposal Pack Artsy #12](#)

The sample below **does not** include all of the sample's content. The complete version is included in every retail Proposal Pack product and must be purchased to see the rest of the content and to get the editable Word format version.

Read this article for more help - [How to Write a Graphic Design Business Proposal](#)

Melody Weaver  
VP, Marketing  
Brite Environmental Consulting  
1200 Newmarket Avenue  
Colorado Springs, CO 80903

Ms. Weaver,

Thank you for your query about the process and costs involved in creating a corporate logo and associated print materials for your company. I'm pleased to present our proposal here.

Nu-Gen Graphic Design specializes in developing distinctive logos and designs for organizations of all kinds—from nonprofits to giant corporations with dozens of subsidiaries. More than 140 of our logos are currently in use around the globe.

We are confident that we can design a logo that will represent your company and boost your image, too.

After reviewing the enclosed proposal, please call with any revisions you may have for the project. We look forward to working with you.

Thank you for your consideration and for putting your trust in Nu-Gen Graphic Design.

Sincerely,

Antonio Coleman  
Business Development Manager  
Nu-Gen Graphic Design  
555-555-5555  
[acoleman@Nu-GenGraphicDesign.com](mailto:acoleman@Nu-GenGraphicDesign.com)  
[www.Nu-GenGraphicDesign.com](http://www.Nu-GenGraphicDesign.com)



# PROPOSAL

## Graphic Design for Brite Environmental Consulting

Prepared for: Melody Weaver  
VP, Marketing

Prepared by: Antonio Coleman  
Business Development Manager





# TABLE OF CONTENTS

Needs Assessment .....	2
Project Deliverables.....	3
Scheduling.....	4
Responsibilities.....	5
Style .....	7
Cost Summary.....	8
Process Summary .....	9
About Us .....	10
Portfolio.....	11
Testimonials .....	12





# NEEDS ASSESSMENT

Nu-Gen Graphic Design has identified the following needs for Brite Environmental Consulting.

## Needs

Brite Environmental Consulting needs a unique logo to represent its state-of-the-art business identity, and new brochures, stationery, and business cards for use in its correspondence.

## Market

Having a unique and easily recognizable logo and associated graphic elements will make Brite Environmental Consulting services easier to find and identify within their marketing niche. A distinctive logo can also elicit a positive “feel” from potential customers and attract new business.

## Solution

Nu-Gen Graphic Design has a decade of expertise in developing logos and identities for all types of businesses. We want to be your partner in branding your company. Working in consultation with you, we will design a unique logo as well as designing and printing business cards, stationery, and advertising brochures. In addition, we can provide consultation on web site design and on future projects such as printed advertising fliers or online ads.





# PROJECT DELIVERABLES

The following is a complete list of all project deliverables identified by Nu-Gen Graphic Design.

## **Corporate Logo**

Because all other branding elements (company colors, stationery headers, website design, etc.) stem from the logo, it is our foremost goal to work with you to deliver a distinctive logo to represent your organization. We will share with you the final graphic file of your logo so that you can easily use it on web sites or wherever you wish.

## **Business Card Design and Printed Cards**

After the logo is finalized, we will design distinctive business cards for your employees, and have them printed and delivered to you.

## **Brochure Design and Printed Copies**

Working with copy writers you designate, Nu-Gen Graphic Design will design and layout a general advertising brochure. We will oversee the printing and delivery of brochure copies to your corporate headquarters.

## **Optional Service: Website Consultation/Design**

Our designers are also available to consult with your programmers / IT team to design and implement a new company web site.

## **Notes**

Brite Environmental Consulting and Nu-Gen Graphic Design are equal partners in this endeavor. Our goal is to create a corporate identity that works for you. Please see the Process Summary and Responsibilities page to understand the process we propose to use.





# SCHEDULING

The following is our projected schedule:

Schedule for Design Services	Start Date	Duration
Contract Signed	May 19	1
Schedule Determined	May 19	1
Initial Payment to Nu-Gen Graphic Design	May 19	1
Initial Meeting and Brainstorm Session	June 4	1
Development of Logo Ideas	June 5	15
Presentation and Selection of Logo Ideas	June 20	1
Design and Layout of Business Cards and Brochures	June 21	22
Final Approval of Business Cards and Brochures	July 13	1
Printing Business Cards and Brochures	July 14	11
Delivery of Business Cards, Brochures and Logo File	July 25	1
Final Payment to Nu-Gen Design Services	August 4	1

## Notes

This timely completion of this schedule requires the participation of both Nu-Gen Graphic Design and Brite Environmental Consulting. Please review the Responsibilities page to ensure that we accurately coordinate our personnel schedules.





# RESPONSIBILITIES

The following are the responsibilities and duties of Nu-Gen Graphic Design and Brite Environmental Consulting in our graphic design project. Efficient completion of the project requires the coordination and interaction of both parties.

The items below are the same steps shown on the Schedule page of this proposal.

## **Contract Signed, Schedule Determined, Initial Payment to Nu-Gen Graphic Design – May 19**

- Nu-Gen Graphic Design has already delivered a proposed contract and schedule and payment terms to Brite Environmental Consulting for approval.
- Brite Environmental Consulting should review the contract, schedule, and payment terms, and approve or suggest changes for approval by May 19.

## **Initial Meeting and Brainstorm Session – June 4**

- Nu-Gen Graphic Design designers will attend this meeting with several directions in mind, make suggestions, and listen to Brite Environmental Consulting personnel's ideas and concerns, taking notes to be followed during the logo design process.
- Brite Environmental Consulting personnel should bring samples of logo styles the organization likes to give Nu-Gen Graphic Design designers a definite direction. Samples of logos that are actively disliked are also welcome.

## **Development of Logo Ideas – 2 Weeks**

- Nu-Gen Graphic Design designers will work to produce three distinctive logo designs from which Brite Environmental Consulting personnel can choose.

## **Presentation of Ideas and Selection of Logo – June 20**

- Nu-Gen Graphic Design designers will present three logo designs to Brite Environmental Consulting and take notes on any changes needed to finalize the design.
- Brite Environmental Consulting personnel should be prepared to select a final logo at this time. Our contract terms and schedule allows for only minimal changes at this point.





### **Design and Layout of Business Cards and Brochures - June 21 (3 Weeks)**

- In consultation with Brite Environmental Consulting writers or other designated personnel, Nu-Gen Graphic Design designers will design and layout business card templates and a general six-panel advertising brochure.
- Brite Environmental Consulting personnel or their subcontractors must deliver the final content (text and graphics) for business cards and brochure on June 21, and work with Nu-Gen Graphic Design personnel to finalize layout of these products.

### **Final Approval of Business Cards and Brochures – July 13**

- Nu-Gen Graphic Design designers will make any final changes needed prior to July 13.
- Brite Environmental Consulting personnel should be prepared to sign off on business card and brochure layouts at this time.

### **Printing Business Cards and Brochures – July 14**

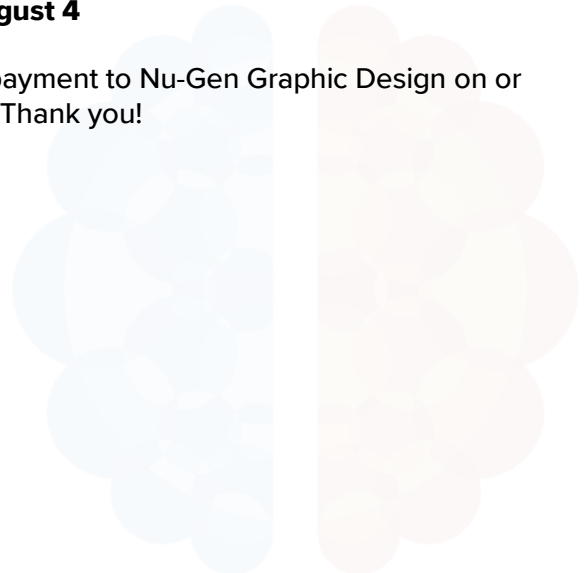
- Nu-Gen Graphic Design designers will make arrangements for and oversee the printing of these materials.

### **Delivery of Business Cards and Brochures – July 25**

- Nu-Gen Graphic Design personnel will check print results and after all printing has been completed and approved, deliver products and logo files to Brite Environmental Consulting.
- Brite Environmental Consulting personnel will accept delivery and sign off on final payment to Nu-Gen Graphic Design

### **Final Payment to Nu-Gen Graphic Design – August 4**

- Brite Environmental Consulting delivers payment to Nu-Gen Graphic Design on or before August 4 to complete the project. Thank you!





# STYLE

Style is important. The style and design of corporate logos and associated materials sets the tone for business discussions and often has an effect on public opinion. We'd like to call your attention to the following style elements you should consider.

## **Color**

The most obvious color scheme for an environmental consulting firm would probably be green. But while green inspires trust and is considered a soothing color, it's not the most dynamic choice for a corporate design. We suggest that you check out the logos of your competitors and partners and see which color combinations suggest the feel you want for your logo. Also, please consider whether you will want to print your new logo on a variety of background colors or always display it on a neutral background.

## **Shape**

Do you want a confined shape, such as a tight circle, square, or triangle? Or would you prefer a "looser" shape, with waves or irregular lines that can suggest movement and "flow"? A confined shape can convey an image of stability and trustworthiness, but a looser image can seem more modern and versatile.

## **Images**

Do you need a specific image incorporated into your logo? For example, do you need a tree, a bird, an ocean wave?

## **Text**

What words need to be incorporated into your logo? For example, do you want your complete company name? Do you want a tag line to always appear with your logo? What style of font do you prefer?

## **Feel**

What sort of "feel" do you want for your logo? Whimsical? Soothing? Serious? We suggest that you come up with three adjectives you'd like your clients to use when describing your organization.

## **Summary**

Nu-Gen Graphic Design has designed logos for organizations that run the gamut from law firms to rock bands. We value your input because we want to design the perfect logo to represent your unique organization.



The rest of this sample is included in the retail Proposal Packs and Proposal Kit Professional bundle. Purchase any Proposal Pack in the design theme of your choice and you will have everything you need.

### **How do I customize or create my own version of this sample?**

Using the included Proposal Pack Wizard is the best way to make customized versions of the samples. Using the Wizard and any Proposal Pack you can recreate any of the samples in the visual design theme you purchased as well as branding it with your own logo and design.

- 1) After purchasing, downloading, and installing your Proposal Pack and Wizard software add a new project in the Wizard.
- 2) Click the Pick Documents button then click the View Samples tab.
- 3) Select the title of this (or any other) sample and click the Import Content from Selected Sample button.
- 4) Customize the chapter list as needed to suit your situation. You can add additional chapters from the library of 2000+ topics, reorder chapters, remove chapters.
- 5) When you save your project, the Wizard will build you a custom version of this sample in the visual design theme Proposal Pack you purchased applying all your customizations (logos, font types, color schemes, contact information, etc.).
- 6) Open and edit the Word document to complete your work.

This sample is included in the [Proposal Kit Professional](#) and [Proposal Pack](#) products.

This sample has been truncated to only show the first few pages. The complete version of this sample including an editable Word version is included with all Proposal Kit Professional and Proposal Pack products found at:

[ProposalKit.com/htm/proposal-software-products.htm](http://ProposalKit.com/htm/proposal-software-products.htm)

