

# Sample Business Proposals



## Company Rebranding Sample Proposal

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James Meranet  
Managing Partner  
ABC Capital Ventures, LLC  
221027 West Delta Lane  
New Haven, CT 16345

Dear Mr. Meranet,

Thank you for meeting with us last week to discuss your project. It was interesting to hear about your business and what you hope to accomplish in the next six months. We feel that we have the exact blend of experience and talent to aid you with this project and to meet your goal of a new corporate look and feel for your graphics, letterhead, and associated materials within the six-month timeline.

We recently completed a re-branding and re-tooling of a similar client's marketing material in your industry last month and would be happy to provide that client's contact information as a reference for our work and practices.

Attached is our proposal for the project, including a cost summary for the "ABC Capital Ventures Rebranding Campaign." Our estimates are based on our interview with you and outline the project specifications as we currently understand them.

If you would like to discuss the specifications further, or have any questions, please do not hesitate to contact me at the phone number or email address shown below.

Sincerely,

Allison Potter  
Principal  
Potter Designs, Inc.  
555-555-1212  
potter@potterdesignsinc.com  
www.potterdesignsinc.com

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## ABC Capital Ventures Rebranding Campaign

**Prepared for:** James Meranet, Managing Partner

**Prepared by:** Allison Potter, Principal

### Description

Attached is our proposal for the project, including a cost summary for the ABC Capital Ventures Rebranding Campaign. Our estimates are based on our interview with you and outline the project specifications as we currently understand them.

The objective is to combine the creation of a new logo with the adoption of a new corporate rebranding.

Proposal Number: 1001-6





# Executive Summary

## **The Objective...**

Client wishes to combine the creation of a new logo with the adoption of a new corporate rebranding. Specifically, the client wants to adopt a new primary logo, new logos and graphics for its product line(s) – and to have this new branding extend to new marketing materials it wants created for several direct mail campaigns involving their product line(s).

Special attention will be paid to treating the graphic design for the client's products as individual and separate entities, and not share common elements between the branding.

## **The Opportunity...**

At Potter Designs, we will be responsible for creating all of your graphic design elements using similar formats, but different identities for each brand.

This means that you or your staff will be able to insert logos into your day-to-day documents, invoices, letterhead, etc., while maintaining a single standard for doing so.

## **The Solution...**

The following is a solution outline and estimate of the time it will take for our Company to create all of the necessary elements for the various solutions. The timelines provided below should be used as a guide, because many of the deliverables may require the client to take time to evaluate and review the materials presented at each milestone.

## **Solution Overview: Logo Branding Design**

**Your team:** Allison, Annette

- Retaining Potter Designs, all work orders signed and secured with a deposit
- Design-centered interview (1-2 hours) with client
- Initial design comps and examples to client for review and feedback ( 2 – 3 days)
- Revisions based on feedback ( 0 – 1 days)
- Produce final designs (1 day) and create a full composition set (web, print, transparent, apparel, etc)





# S A M P L E

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