



PROPOSAL KIT SAMPLE

Company Rebranding Sample Proposal

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

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, LLC 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



PROPOSAL

ABC Capital Ventures Rebranding Campaign

Prepared for: James Meranet
Managing Partner

Prepared by: Allison Potter
Principal





EXECUTIVE SUMMARY

The Objective...

ABC Capital Ventures, LLC wishes to combine the creation of a new logo with the adoption of a new corporate rebranding. Specifically, ABC Capital Ventures, LLC 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 ABC Capital Ventures, LLC's products as individual and separate entities, and not share common elements between the branding.

The Opportunity...

At Potter Designs, Inc., 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 Potter Designs, Inc. 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, Inc., 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)



Solution Overview: Print Design

Your team: Allison, Annette

Note: Portions of the print campaign can be started prior to the completion of required elements of the logo and branding campaigns.

- ▶ Initial design comps and examples to client for review and feedback (4 – 7 days)
- ▶ Revisions based on feedback (0 – 3 days)
- ▶ Produce final “template” design (1 – 3 days)
- ▶ Addition of all required content as provided by the client in electronic format. (Word documents, text documents, digital photos, etc.)

Content timeline is TBD based on the materials provided to Potter Designs, Inc., by ABC Capital Ventures, LLC.

Items to be produced:

- ▶ A standard 3.5” x 2” business card template that can be utilized for various employees
- ▶ A standard 8.5” x 11” letterhead template with accompanying envelope template(s)
- ▶ A full-color, 8.5” x 11”, double-sided, tri-fold brochure with bleeds

Samples and Color Suggestions

We have attached a variety of design samples and color palettes, based on our conversation with you. We can mix a variety of primary colors, hues, and complimentary colors to arrive at a combination that works best for this project.

No Outsourcing or Subcontracting

At Potter Designs, Inc., we perform all of your work in-house with our own expert designers to ensure the quality and control over files that our clients require. This means your files and formats will always be preserved and you will never have to worry about losing files or having the wrong formats for your files or other needs, now or in the future.



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.

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- 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.

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