



Branding Proposal for Party Remarks

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Prepared For
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08/10/2020

By
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Overview of Brand & Project

Party Remarks is a product line centered around expressive partyware. Balloons are the flagship product and event items such as expressive cups and napkins will be phased in shortly after launch.

The goal of this project is to create a branded commercial look that retailers would love to have on their shelves and memorable items customers will wait in line for.

Who We Are

[Pheelosophy](#) Is A Full-Service Creative Agency That Specializes In Crafting Brand Experiences For **Socially Conscious** and **Eco-Friendly** Creative Entrepreneurs, Small Businesses, And Corporate Companies.

Our [services](#) include graphic & product design, brand strategy and crafting digital experiences. We've had the pleasure of working with businesses in Healthcare, Beauty, Food & Beverage, Entertainment, Not-for-profit, Real Estate and more for over 6 years.

Why Me

Your project and my skills are a great fit. Here's why:

1. Your project is your baby. I get it. I respect your trust in me, and I won't let you down.
2. My creative muscles are well-developed. I'm going to make you something you've never seen before.
3. I'm not afraid to take risks for my clients. You're not going to be bored with what I make.
4. I'll tell you what I need to get the job done, and I'll stick to it. No surprises at the end.
5. My clients are like family to me. No formalities here -- let's be open with each other, and the work will go smoothly.
6. This isn't my first project. It's not my second, either. I've been designing for a long time, and my work shows it.
7. Creatives travel in packs. When you hire me, you also gain access to my network of copywriters, developers, illustrators, and more.
8. Your project has me excited and ready to go. I'm coming in hot for this one.
9. See that cool thing all the others are doing? My clients had that two years ago. I'm not one to stick to what's in now -- I'm always looking ahead.
10. I am a team player! I thrive in environments where I can contribute ideas and brainstorm marketing strategies.
11. I do thorough research on all major projects. My library and resources are vast. I will do everything I can to be informed on regulations and trends.
12. Any questions you have, any concerns, any comments -- that's what I'm here for. Feel free to email me with any concerns.

Cost

Here's a breakdown of the deliverables we've discussed and their costs:

Brand Identity Design	\$950.00
Balloon Package Design & Development	\$110.00
Brand Strategy Launch Assistance	\$65.00
Subtotal	\$1,125.00
New Client Discount	20 %
TOTAL	\$900.00

**Discount amount only applies to this package.*

BRAND IDENTITY DESIGN

During this process, we examine your current and future state to understand what will motivate your consumers to purchase.

Our branding services include:

- Development of a Brand Purpose, Mission, Tag-lines and Core Values
- Establish Brand Personality & Aesthetic
- Logo Set Design
- Development of Brand Elements: Color Palette, Typography and Other Promotional Elements
- Content Creation
- Creation of a Brand Style Guide: Standards and Guidelines

Additional Services

Additional/Suggested Services Include:

- Ongoing Brand Consulting
- Email Marketing
- Optimize Social Media Platforms
- Ongoing Content Creation
- Product & Packaging Design
- Brand Campaign Development & Management

Next Step

If you're ready to get the ball rolling (or just curious about what the first step would be), you can get a sneak peek of the next steps below.

WHAT'S TO COME:

- **Branding Questionnaire, Research & Competitive Analysis**
- **Pinterest Board Brainstorming for Brand Identity**
- **Establish Tone and Messaging**
- **Design & Solidify Brand Identity**
- **Develop any Social Media Content or Collateral**
- **Complete Brand Guidelines and Deliverables**

Terms

1. Payment structure: 50% upfront deposit, remaining balance due after approval of the final work. All final files will be sent only after the remaining balance is submitted. Invoice payments methods include PayPal or card.
2. Deposits are nonrefundable.
3. In the case of project cancellation after the work has started, the client will pay for the relative part of the work.
4. Resources needed for the design, such as specific fonts, specific stock photos, and illustrations, are not included in the prices above. Those will be paid for by the client, and the right to use them shall be theirs. You will be notified ahead of time.
5. New components that are not described in the scope of work will be assessed in a new estimate.
6. Sourcing and printing services are an additional cost.
7. Business day (**Monday - Friday only, excluding Holidays**) count starts only after the client provides all resources requested, such as images, files, contact details, etc.
8. During announcement social posts, if applicable, clients are **open** (not required) to tagging designer ([@itsPheelosophy](#)).
9. Clients that refer committed friends or family will receive **15% off (for each referral)** on their next service. Restrictions do apply.
10. Projects may be featured on our business website, portfolio, or social media, please contact if you opposed.

What's Next

I will be happy to answer any question regarding this proposal. You can reach me at pheelosophy.com or team@pheelosophy.com.

Once you approve this proposal, we can further discuss details, dates and milestones. After the deposit is in, and the resources needed arrive, we can start the actual work.

Signature

Swan Dawn

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This proposal was signed digitally on Aug 10th, 2020, 20:23 PM