



Branding Design Proposal Template



Cover Letter for Branding Design Services

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Dear (Client_name),

Thank you for reaching out to us for your brand design needs. We will work towards transforming your company vision and strategy into an original brand and online experience that will connect with customers more effectively.

We ensure that with our expertise, your company will be able to achieve the below mentioned goals-

- Unique brand proposition to gain advantage in competitive market.
- Social media presence on most used websites like – LinkedIn, Facebook, Twitter, Instagram etc.
- Communication of organizational objectives via brand aesthetic for increasing customer loyalty.

We will prepare the initial design phase of the project to give you appropriate look and feel of the brand and design hierarchy.

Feel free to contact us for more information.

Sincerely,
(company_name)



Project Context and Objectives for Branding Design Services

Context

PROJECT

- > We have identified that your company (client name) is facing decreased brand integrity, low customer engagement and loyalty challenges, due to which your value proposition has been hampered.
- > The company is also facing challenges related to declining sales volume.



Objectives

- > Analyze competitor's branding and promotion strategies and develop your own unique brand for long term sustainability, higher customer engagement and loyalty.
- > Create awareness about client's products and service on most commonly used social media platforms like LinkedIn, Facebook, Twitter etc.
- > Develop a brand that is up to date with the latest market trends and clearly communicates your company's core values and vision.

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Plan of Action for Branding Design Service

Project Kick off

- Assess company(client name) products/ services
- Analyze customer buying pattern
- Add text here



1-3 Weeks

Competitor Assessment

- Analyze competitor brand marketing strategies
- Add text here



2-4 Weeks

Development and Design

- Develop brand signature style & design unique personal brand
- Add text here



4-5 Weeks

Devise Plan

- Formulate your personal brand Marketing plan
- Add text here



5-8 Weeks

Smart phone design update

- Design update for firm's android or iOS application interface
- Add text here



10-12 Weeks



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Scope for Branding Design Services



01

02

03

04

05

Research

- Analyze company strategies, goals and values
- Competitive market assessment
- Identify latest marketing trends

Planning

- Value Proposition
- Brand Position
- Core Messages
- Values and attributes

Developing

- Develop the:
- Brand design
 - Tag Line
 - Logo
 - Printing Banner

Finalizing

- Finalize the:
- Brand architecture
 - Social media activities
 - Brand look and feel
 - Database design

Presentation

- Present the proposal to client
- Get feedback and implement the changes
- Add text here

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Additional Service Offerings for Branding Design

Mobile & User Experience Design



User Research



UX Strategy



Product Design



Prototyping



Intelligent AI Solutions



Machine Learning



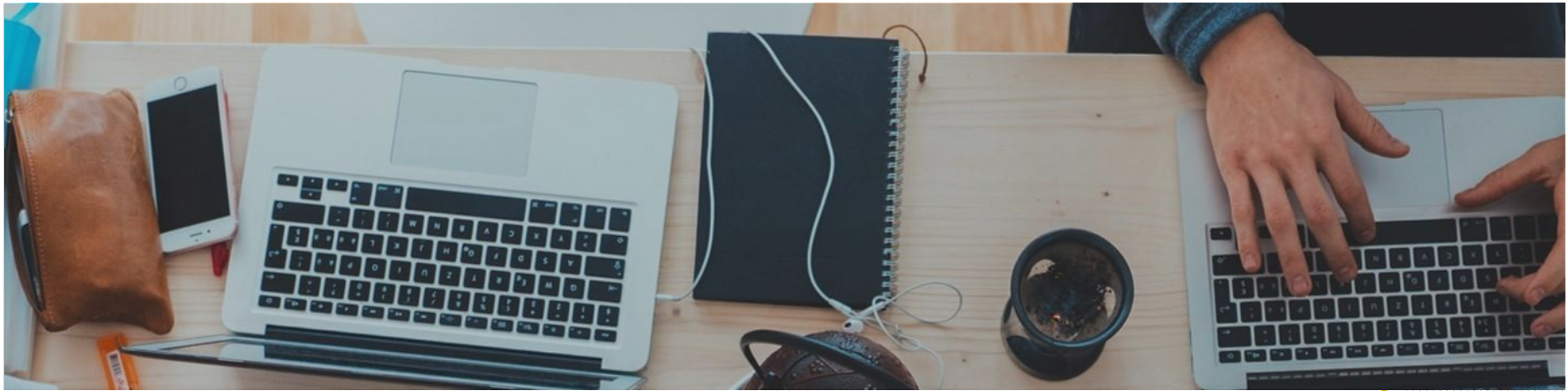
Cloud Vision API







Cognitive Computing

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Additional Services for Branding Design



 Additional Services	 Price (in USD)
 Mobile user and experience design	900
 Intelligent AI solutions	1200
Total	1,700

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Why Us for Branding Design Services



Our client (client name) requires a strong brand to sustain in competitive market and gain customer attention and loyalty in order to increase sales and generate more revenue.



We ensure to provide cost effective marketing solutions and branding techniques, to strengthen brand image for sales increment and business success.

Strengths that will add to your firm



We provide high quality branding techniques and marketing tools to strengthen clients brand impression.



We create a healthy partnership with every business we represent. We follow the policy of open communication between ourselves and our client to ensure brand satisfaction.



We advice clients with innovative approaches for every aspect of branding campaign with sole intention of business growth.



Add text here



Add text here

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Next Steps for Branding Design Services

It is requested to read the contract to get the understanding of the details involved in working with us. Everything should be fair, transparent and easily understandable at the beginning in order to lay a solid foundation for better work relationship.

We firmly believe in clarifying things and sorting out the issues in order to find the most suitable way to work together.



Discuss the desired changes



Accept the proposal



Sign and finalize the proposal



Submit an initial payment of **50%** of total fee of project



Once we get the notification of your proposal acceptance, we will send you the separate copy of the signed contract for your record



Feel free to contact



Add text here



Signature

Proposal Lead
(user_assignment)
(user_title)



Signature

Default Contract
(client_contact_first)
(client_contact_last)
(client_name)



FAQs on Branding Proposal

What should a brand proposal include?

If you are going to create a brand proposal, you will have to include the following key elements:

1. A professionally designed **cover page** creates the first impression to grab the attention of the client and reflect your unique brand identity.
2. After designing a cover page, a well-written **executive summary** of your company is a must to showcase how your offering is a perfect fit for the client's expectations.
3. Clarify the services you are offering such as whether you are offering creation of the complete branding experience or just recommending guidelines.
4. The **project timeline** needs to be explained because most clients want to complete the project within the shortest period possible.
5. Don't forget to include the estimated **project cost** to make your client comfortable. Don't just give a ballpark figure. Give a break-up of the major costs, including taxes and discounts.

What is a marketing proposal?

A marketing proposal is a written document that marketers, Public Relations (PR) firms, and advertising agencies give to prospects. It outlines advertising, marketing, and brand awareness efforts that will be undertaken to achieve the client's business goals. This proposal is persuasive enough to quantify details on strategy, implementation, timelines and cost, and can be specific to marketing efforts such as social media marketing, content marketing, etc.

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FAQs on Branding Proposal

What are the four major branding strategies?

For brand development, there are four main brand approaches, which are discussed below:

1.Product line extension: It refers to a situation when a brand introduces a new product within an existing product line and targets an existing market using the established brand name.

2.Brand extension: It refers to the broadening of a business by launching more products under the existing brand name. For example, Disneyland is an extension of the Disney brand.

3.Multi-brand:

This refers to the moves companies make to ensure that they can have a better shot at capturing the market. In it, different products/services or brands are launched in the same market segment and the name or identity is also changed. This means that the business remains the same, say chocolates, but there could be 20 brands by different names and identities with the parent company the same.

4. New brand: It includes the launching of a new brand with a new logo, new identity, new product offering etc. Say, Starbucks captured a new market when it introduced ready-to-drink chilled coffee.

How does one build a successful brand?

To build a successful brand, the following steps must be taken:

- 1.Discover the main purpose behind your brand.
- 2.Analyze the competition's brands.
- 3.Focus on your brand's target audience and continue to nurture the segment.
- 4.Highlight your brand's key benefits and vision.
- 5.Build a brand story using your unique business voice.
- 6.Create a brand logo and tagline.
7. Develop a long-term investment plan.

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