Branding and Logo Design Proposal

Prepared by the designer for the client. Signing the acceptance section turns this proposal into a binding order on the terms below.

PROPOSAL NO.

DATE

VALID UNTIL

Prepared by

COMPANY

CONTACT PERSON

EMAIL

PHONE

GSTIN

Prepared for

CLIENT ORGANISATION

ATTENTION OF

Overview

We will create a distinctive visual identity for your brand, from research and concepts to a complete set of brand guidelines.

BRAND, AUDIENCE AND PERSONALITY

Scope of work

- Discovery workshop and competitor review
- 3 logo concepts, refined into one final logo
- Colour palette, typography and brand elements
- Brand guidelines document and logo files in all formats
- Stationery or social templates (if listed below)

Plan and timeline

Phase	What you get	Typical time
Discovery	Workshop, moodboards	1 week
Concepts	3 directions	2 weeks
Refine	Up to 3 rounds of changes	1-2 weeks
Deliver	Guidelines and files	1 week

PROPOSED START

TARGET COMPLETION

Investment

PROJECT FEE (₹)

PAYMENT SCHEDULE

Prices exclude GST unless stated. Invoices are payable within 15 days. Work beyond the scope above is quoted separately through a change order.

Assumptions and exclusions

- Copyright in the final logo transfers to the client on full payment; unused concepts stay with the designer.
- Trademark search and registration are the client's responsibility.
- Extra concepts or revision rounds are charged hourly.

Acceptance

By signing, the client accepts this proposal and authorises the designer to begin. Detailed terms (confidentiality, IP, liability) follow the designer's standard terms of service unless a separate contract is signed.

BILLING NAME AND ADDRESS

CLIENT GSTIN

PO NO. (IF ANY)

SIGNATORY DESIGNATION

Client

SIGNATURE

PRINTED NAME

DATE

Designer

SIGNATURE

PRINTED NAME

DATE