



GRAPHIC DESIGN PROPOSAL

PUSH THE TEMPO

CONFIDENTIAL PROPOSAL

PREPARED EXCLUSIVELY FOR PUSH THE TEMPO.



CORE BRAND IDENTITY

After our discussion yesterday on the phone, I understand that everything involved in a rebrand can quickly start to add up. With that in mind, I've broken things down into a few package options for you, so we can start with what you need most and build on it as we go.

With Option One, you'll receive a set of logo concepts along with supporting variations, a defined colour palette, and a typography system for the brand. I'll begin by creating two concept mood boards for approval, which will give us a chance to explore different directions and discuss what you do and don't like before moving forward with the design.

Once a direction has been agreed, I'll develop two logo concepts based on the chosen style. The final deliverables will also include a mini brand guideline, along with the logo provided in all required formats for both digital and print use. This option includes two rounds of revisions to refine the designs and ensure everything feels right for the brand.

I've also broken everything down into clear sections below so you can see exactly what's included.



LOGOS

Primary logo • Secondary variation • Icon / brand mark

BRAND VISUALS

Brand colour palette • Typography system • Font pairing

CONCEPTS

Visual style concept moodboards

GUIDELINES [MINI]

Logo usage • Colour codes • Typography rules

FILES

SVG / PNG / PDF / JPG

REVISIONS

2 rounds

PACKAGE PRICE: £1,400



**EVERYTHING IN
OPTION ONE +**

BRAND MESSAGING

Slogan • tagline concepts

BRAND ASSETS

Email signature • Letterheads

VISUAL ELEMENTS

Icon set • Graphic elements

BRAND GUIDELINES

Full brand guide

PACKAGE PRICE: £2,000



**EVERYTHING IN
OPTION ONE AND TWO +**

SOCIAL MEDIA

Templates for Posts and Stories

PRESENTATIONS

Branded Decks and pitch presentations

WEBSITE

Website page mock ups

PACKAGE PRICE: £2,500



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