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September 4, 20xx

Melody Weaver
VP, Marketing
Brite Environmental Consulting
1200 Newmarket Avenue
Colorado Springs, CO 80903

Dear Ms. Weaver,

Thank you for your query about the process and costs involved in creating a corporate logo and associated print materials for your company. I'm pleased to present our proposal here.

Nu-Gen Graphic Design specializes in developing distinctive logos and designs for organizations of all kinds—from nonprofits to giant corporations with dozens of subsidiaries. More than 140 of our logos are currently in use around the globe.

We are confident that we can design a logo that will represent your company and boost your image, too.

After reviewing the enclosed proposal, please call with any revisions you may have for the project. We look forward to working with you.

Thank you for your consideration and for putting your trust in Nu-Gen Graphic Design.

Sincerely,

Antonio Coleman
Business Development Manager
Nu-Gen Graphic Design
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Proposal

September 4, 20xx

Graphic Design for Brite Environmental Consulting

Prepared for: Melody Weaver
VP, Marketing

Prepared by: Antonio Coleman
Development Manager



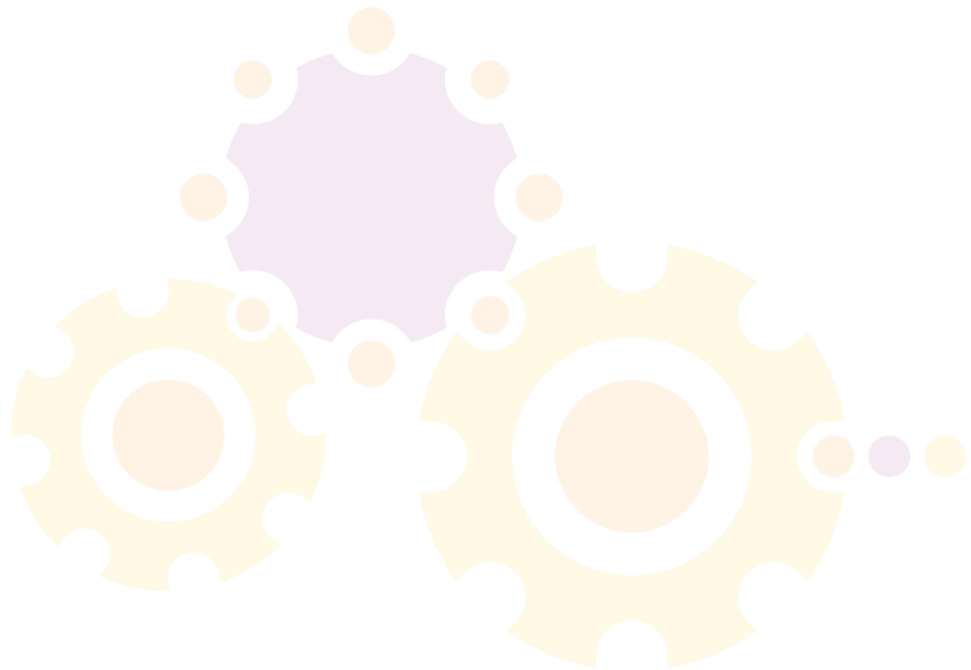
Description

Brite Environmental Consulting is in need of a unique corporate logo and associated collateral materials.

Nu-Gen Graphic Design specializes in developing distinctive logos and designs and can create a design that will best represent Brite Environmental Consulting.

Table of Contents

Needs Assessment.....	2
Project Deliverables.....	3
Scheduling	4
Responsibilities.....	5
Style	7
Cost Summary	8
Process Summary	9
About Us.....	10
Portfolio.....	11
Testimonials.....	12



Needs Assessment

Nu-Gen Graphic Design has identified the following needs for Brite Environmental Consulting.

Needs

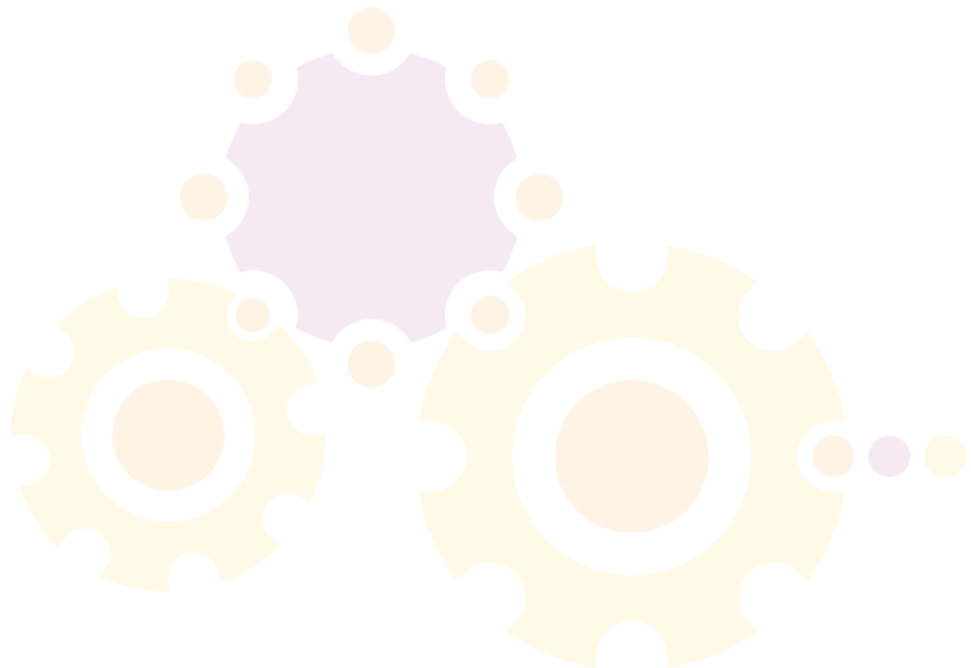
Brite Environmental Consulting needs a unique logo to represent its state-of-the-art business identity, and new brochures, stationery, and business cards for use in its correspondence.

Market

Having a unique and easily recognizable logo and associated graphic elements will make Brite Environmental Consulting services easier to find and identify within their marketing niche. A distinctive logo can also elicit a positive “feel” from potential customers and attract new business.

Solution

Nu-Gen Graphic Design has a decade of expertise in developing logos and identities for all types of businesses. We want to be your partner in branding your company. Working in consultation with you, we will design a unique logo as well as designing and printing business cards, stationery, and advertising brochures. In addition, we can provide consultation on web site design and on future projects such as printed advertising fliers or online ads.



Project Deliverables

The following is a complete list of all project deliverables identified by Nu-Gen Graphic Design.

Corporate Logo

Because all other branding elements (company colors, stationery headers, website design, etc.) stem from the logo, it is our foremost goal to work with you to deliver a distinctive logo to represent your organization. We will share with you the final graphic file of your logo so that you can easily use it on web sites or wherever you wish.

Business Card Design and Printed Cards

After the logo is finalized, we will design distinctive business cards for your employees, and have them printed and delivered to you.

Brochure Design and Printed Copies

Working with copy writers you designate, Nu-Gen Graphic Design will design and layout a general advertising brochure. We will oversee the printing and delivery of brochure copies to your corporate headquarters.

Optional Service: Website Consultation/Design

Our designers are also available to consult with your programmers / IT team to design and implement a new company web site.

Notes

Brite Environmental Consulting and Nu-Gen Graphic Design are equal partners in this endeavor. Our goal is to create a corporate identity that works for you. Please see the Process Summary and Responsibilities page to understand the process we propose to use.

Scheduling

The following is our projected schedule:

Schedule for Design Services	Start Date	Duration
Contract Signed, Schedule Determined, Initial Payment to Nu-Gen Graphic Design	September 15	N/A
Initial Meeting and Brainstorm Session	October 1	1-2 hours
Development of Logo Ideas	October 2	2 weeks
Presentation and Selection of Logo Ideas	October 17	1-2 hours
Design and Layout of Business Cards and Brochures	October 18	3 weeks
Final Approval of Business Cards and Brochures	November 9	N/A
Printing Business Cards and Brochures	November 10	10 days
Delivery of Business Cards and Brochures and Logo File	November 21	N/A
Final Payment to Nu-Gen Design Services	Due by December 1	N/A

Notes



This timely completion of this schedule requires the participation of both Nu-Gen and Brite Environmental Consulting. Please review the Responsibilities page to ensure that we accurately coordinate our personnel schedules.

Responsibilities



The following are the responsibilities and duties of Nu-Gen Design Services and Brite Environmental Consulting in our graphic design project. Efficient completion of the project requires the coordination and interaction of both parties.

The items below are the same steps shown on the Schedule page of this proposal.


Contract Signed, Schedule Determined, Initial Payment to Nu-Gen Graphic Design – September 15

-  Nu-Gen has already delivered a proposed contract and schedule and payment terms to Brite Environmental Consulting for approval.
-  Brite Environmental Consulting should review the contract, schedule, and payment terms, and approve or suggest changes for approval by September 15.



Initial Meeting and Brainstorm Session – October 1

-  Nu-Gen designers will attend this meeting with several directions in mind, make suggestions, and listen to Brite Environmental Consulting personnel's ideas and concerns, taking notes to be followed during the logo design process.
-  Brite Environmental Consulting personnel should bring samples of logo styles the organization likes to give Nu-Gen designers a definite direction. Samples of logos that are actively disliked are also welcome.

Development of Logo Ideas – 2 Weeks

-  Nu-Gen designers will work to produce three distinctive logo designs from which Brite Environmental personnel can choose.

Presentation of Ideas and Selection of Logo – October 17

-  Nu-Gen designers will present three logo designs to Brite Environmental Consulting and take notes on any changes needed to finalize the design.
-  Brite Environmental Consulting personnel should be prepared to select a final logo at this time. Our contract terms and schedule allows for only minimal changes at this point.

Design and Layout of Business Cards and Brochures - October 18 (3 weeks)

- ⚙ In consultation with Brite Environmental Consulting writers or other designated personnel, Nu-Gen designers will design and lay out business card templates and a general six-panel advertising brochure.
- ⚙ Brite Environmental Consulting personnel or their subcontractors must deliver the final content (text and graphics) for business cards and brochure on October 18, and work with Nu-Gen personnel to finalize layout of these products.

Final Approval of Business Cards and Brochures – November 9

- ⚙ Nu-Gen designers will make any final changes needed prior to November 9.
- ⚙ Brite Environmental Consulting personnel should be prepared to sign off on business card and brochure layouts at this time.

Printing Business Cards and Brochures – November 10-20

- ⚙ Nu-Gen designers will make arrangements for and oversee the printing of these materials.

Delivery of Business Cards and Brochures – November 21

- ⚙ Nu-Gen personnel will check print results and after all printing has been completed and approved, deliver products and logo files to Brite Environmental Consulting.
- ⚙ Brite Environmental Consulting personnel will accept delivery and sign off on final payment to Nu-Gen

Final Payment to Nu-Gen Design Services – December 1

- ⚙ Brite Environmental Consulting delivers payment to Nu-Gen Graphic Design on or before December 1 to complete the project. Thank you!





Style is important. The style and design of corporate logos and associated materials sets the tone for business discussions and often has an effect on public opinion. We'd like to call your attention to the following style elements you should consider.

Color

The most obvious color scheme for an environmental consulting firm would probably be green. But while green inspires trust and is considered a soothing color, it's not the most dynamic choice for a corporate design. We suggest that you check out the logos of your competitors and partners and see which color combinations suggest the feel you want for your logo. Also, please consider whether you will want to print your new logo on a variety of background colors or always display it on a neutral background.

Shape

Do you want a confined shape, such as a tight circle, square, or triangle? Or would you prefer a "looser" shape, with waves or irregular lines that can suggest movement and "flow"? A confined shape can convey an image of stability and trustworthiness, but a looser image can seem more modern and versatile.

Images

Do you need a specific image incorporated into your logo? For example, do you need a tree, a bird, an ocean wave?

Text

What words need to be incorporated into your logo? For example, do you want your complete company name? Do you want a tag line to always appear with your logo? What style of font do you prefer?

Feel

What sort of "feel" do you want for your logo? Whimsical? Soothing? Serious? We suggest that you come up with three adjectives you'd like your clients to use when describing your organization.

Summary

Nu-Gen has designed logos for organizations that run the gamut from law firms to rock bands. We value your input because we want to design the perfect logo to represent your unique organization.



S A M P L E

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