

# Graphic Design Proposal Template

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# Introduction

[Provider Company] (hereafter known as the Provider) is pleased to submit a proposal to create a [specific graphic design] for [Customer Company] (hereafter known as the Client) . This proposal describes the graphic design process, services, terms, and schedule for the graphic design.

For over a decade we have built a large and loyal client base by delivering timeless and smart design and technical solutions in a way that is both creative and efficient.

When we get enlisted to build a networking interface for global philanthropists or create a website promoting early childhood development and education, we deliver smart and enduring solutions. In return we get client loyalty and the privilege to do it again.



We use brand to help you do new things. New businesses. New approaches that challenge, provoke, reinvent. While many products and services are drowning in a sea of sameness, we help our clients communicate in new ways, creating brands through thoughtfully crafted customer experiences at every touch point that capture the market's imagination. {And create spectacular new growth.} That's why graphic design, brand and marketing strategy are an integral part of everything we do.

# About Us



[Provider Company] is a top provider of expert graphic design services. We have over [10] years of experience in providing graphic designs and a long list of satisfied customers. We will be happy to provide additional references upon request.

[Provider Company] specializes in a number of graphic design services, including:

- **Logos**
- **Brochure and Report Designs**
- **Presentations**
- **Web Elements**
- **Displays**
- **Business Cards**



## Tim Roberts

We're a team of graphic designers, web designers, Php developers & data entry. Collectively, we have 10 years experience in virtual design, more than 500 completed design projects, and satisfied clients worldwide. Allow us to take care of all your designing needs in a creative and professional manner.

We can help you with your logo design, website design, banner design, flyers, ebook covers, book templates, web templ

ates, css 3 landing pages, wordpress websites, background designs, wallpapers, and customized calendars. We also provide printing & shipment services with best rates & quality. We're available at your convenience - 24/7. Our team members can speak in a variety of languages. So, we are the face of the new global economy.



## Janet Jones

After several positions in marketing and business management, Janet found that graphic design was the niche for her. With years of experience working with both corporate level and local business clients, Tina is looking to continually extend her graphic design portfolio to companies looking to grow in the online marketing world.

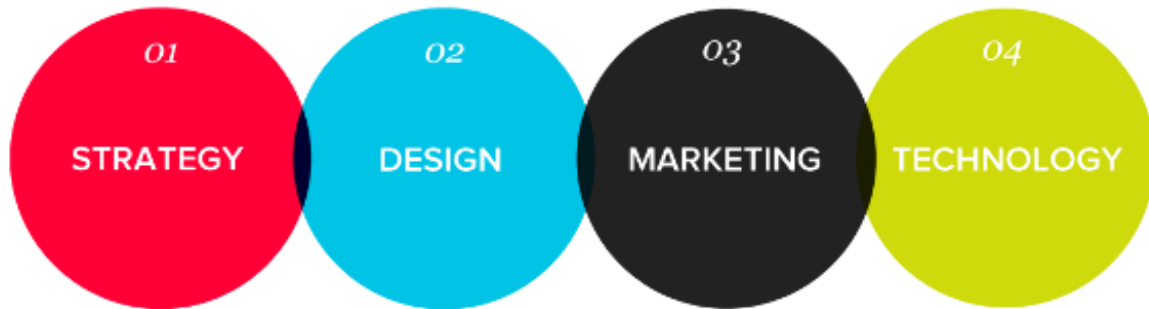
Education: Bachelors of Business Administration & Economics from ACME College (2007)

Experience: Currently works as a Grapjhic Designer and has worked in the marketing and management field for 6 years.

Philosophy: The internet has brought a huge amount of potential for companies of all sizes. However, there are also a lot of companies just trying to push packages. You need a professional who will provide what you need, but will also make sure that you don't spend needlessly on things that you don't need.

# Graphic Design Process

Creating the graphic design that best meets the Client needs involves a creative process that relies on significant Client involvement. Rarely can a designer disappear for a few days or weeks and emerge with the perfect design, and that is usually not the most effective approach to using a graphic designer.



We propose a four stage process to create the design best suited to meet the Client's needs.

1) **Research:** The provider designer/design team will meet client to discuss the design project and collect information regarding the goal of the design project, branding and messaging themes, intended audience, and other relevant specifics including existing positive and negative examples.

2) **Concept Design:** Applying the information gathered in the research stage, the Provider will concept 3-4 different design approaches for initial evaluation, review, and discussion. The Client can select a design "as is" to move forward with final design, suggest some specific changes to a design (i.e. color changes, rendering adjustments) for a final design, or combine elements of the concept designs to move toward a final design. If none of the concept designs are acceptable, the Client should be able to use these concepts as a springboard to providing specific guidance to the Provider for creating a final graphic design. The Provide will then create a single concept design that reflects the Clients descriptions and direction.

3) **Final Design:** Once a concept approach is selected and approved, the Provider will implement the concept in a fully realized design element/deliverable.

4) **Acceptance:** The Provider will present and review the final design with the Client and make any tweaks and adjustments on the deliverable design. If the Concept phase was successful then changes to the Final Design should be minor. Once the design element/deliverable is acceptable the associated files are delivered the graphic design project is complete.

The following section describes the services provided as part of the graphic design project:

1. The Provider will assign a lead designer to oversee the process and be the creative leader/designer, as well as serve as a single point for design communication. The Provider may also engage other designers to assist as the requirements and needs of the design process dictate.
2. Design work will generally take place at the provider facilities. The lead designer will coordinate on-site visits on client premises for meetings, evaluations, reviews, and other purposes as needed.
3. Provider will grant the Client unlimited, unrestricted rights and ownership to the design elements/deliverables upon payment in full.
4. The Provider will determine and use the most appropriate design application for creating the graphic design unless the Client specifies otherwise. These will typically involve standard graphic applications (i.e. Adobe Creative Suite). If the Client specifies a non-standard design application then the Client is responsible for any expenses incurred in obtaining the application.



# Terms & Agreement



The following section describes the services provided as part of the graphic design project:

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The Provider will deliver the final graphic design elements/deliverables in the file type and mode requested by the Client (i.e. JPG file on CD).

The terms for creating the graphic design are described below:

Delivery of [specific graphic design]..... [\$500]

A proposed timeline for the design process and deliverables are listed in Table 1.

**Table 1: Graphic Design Timeline**

Item	Description	Completed (from Proposal Acceptance)
1.	Research	1 week
2.	Concept Design	2 weeks
3.	Final Design	4 weeks
4.	Acceptance/Delivery	5 weeks

The provider will invoice the client Net 15 upon acceptance and delivery.

# Conclusion

Again, we are happy to present this proposal for your review. Upon acceptance of this proposal, the Provider will draft a comprehensive Statement of Work based of project requirements for your review that will serve as the project contract between the Provider and the Client.

If you have any questions or need additional information amended to the proposal, please let us know. You can reach me directly by phone at [Contact phone] or by email at [contact email].

[Signature]

[Provider Contact/Rep. First/Last Name]

[Contact Title]

[Company Name]