

Brand Identity Development

P R O P O S A L



A Brand's identity is the visual expression of a brand that is communicated to the outside world, and include its name, logotype or mark, communications, and visual appearance. An identity system and identity guideline manual allow for the consistent use of the brand's identity through all consumer touch-points allowing a brand to be easily recognized and gain awareness in the marketplace.

Concreon develops a strong and recognizable Logo & Brand Identity guideline manual that will set the standard for all future materials and allow for a consistent and coordinated communications effort across all customer touch-points.

Our Brand Identity development process is divided into three phases:

Phase 1

Logo Development

- ▶ Using creative brief from the client our creative team explores ideas for the logo.
- ▶ Typography and graphical styles are explored in sketch form through brainstorm sessions. The best solutions are digitally developed into more refined logos.
- ▶ The developed designs will be sent to the client via email for review. Through discussion and collaboration, the logos will be explored in more detail.
- ▶ Taking the initial feedback from the first set of designs sent to the client, the logo is further refined to improve the presentation and will be sent for further review. This is where the back and forth between client and designer happens. On arriving at a consensus the final logo will be presented in all accepted forms (i.e.: black and white, reversed out, etc.).

Phase I Charges - Rs.8500/-

Initial Submission - 6 working days

Phase 2

Stationary Designs

- › Logo Design
- › Visiting card
- › Letter Head
- › Envelope
- › Invoice
- › Voucher
- › Memo
- › ID Cards
- › Proposal Template
- › Power point Template Creation
- › Folder Design

Phase II Charges - **Rs.9000/-**

Initial Design Submission - **8 working days**

Phase 3

Corporate Identity Manual

- ▶ An identity system and guidelines manual needs to be developed for the most basic corporate communications including stationery, presentation material, and usage guidelines.
- ▶ Using the guideline system, we create a master guideline document that ensure for the proper and consistent use of the brand identity.

Corporate Identity Package (Phase I, 2 & 3)

Development Cost : Rs.15000/-