

# Visual Branding Project Proposal for



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**[CLIENT]**

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## SUMMARY

[CLIENT] has expressed a need to improve its graphic business identity. Camelot Design Group is prepared to provide an outstanding corporate identity package that will be specifically designed to meet the unique needs of [CLIENT]'s corporate personality and target market – to attract clients and establish a memorable visual brand.

Visual Branding Project Proposal for [CLIENT]

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# *Preliminary Discovery Results*

[CLIENT] wants to improve its name and brand recognition by creating a quality visual brand.

## KEY NEEDS

Camelot Design Group looks forward to creating [CLIENT]'s visual brand.

Based on the Pre-Discovery phase of this project, we jointly identified the following needs of [CLIENT]:

- Increase awareness of [CLIENT] through effective graphic design
- Create a logo that relates the values, personality, and business objectives of [CLIENT]
- Create a visual brand for your business that sticks in the minds of your target market
- Evoke positive feelings from your target market – people buy on emotion
- Present a \_\_\_\_\_ image to the world
- Have a website that attracts visitors and that calls them to action

## DESIRED DELIVERABLES

Based on the needs above, we recommend the following deliverables:

- Corporate logo
- Product logo
- Business cards and letterhead
- Company brochure
- Corporate website

Camelot will create a  
powerfully effective  
visual brand that reflects  
the desired corporate  
image based on the  
findings from the Pre-  
Discovery and Discovery  
phases.

## DESIGN GUIDELINES

In our Pre-Discovery discussion, Camelot and [CLIENT] talked about some of the basic design requirements and preferences, which are included below. Pre-Discovery was the first portion of the Discovery process, which will be completed upon acceptance of this proposal so that we can fine-tune our understanding of the business needs, business owner preferences, and the psychology of the market that should be reflected in the final visual brand design. In the Discovery phase of the project, Camelot will uncover additional preferences and get a fuller understanding of the business, market, and mind of the customer.

### Preferred Colors

- Blue – a blue-gray similar to a Bluejay
- Red – “Ferrari red”

### “Feel” – Words that describe the desired design feelings

- Professional
- Solid
- Technical
- Experienced

### Additional Guidelines to Be Determined

- Market Characteristics – What matters most?
- Client Perspective – What are they looking for?
- Near Competitors – Samples of other competitors
- Differentiation – How different does [CLIENT] want to be?

# Project Approach

Camelot uses a multi-step ideation process to refine and perfect business graphics. Below is what that process will look like for you. The number of compositions offered for each package are listed on the left.



**Camelot's design process  
assures you have input  
into the final product,  
assuring a visual brand  
that is perfect for you  
and your market.**

## STAGE 1 – DISCOVERY

Camelot will sit down with you and ask questions to draw out the essence of your business, your market, your client's perspectives, and your design guidelines. Although we already had some discussions around this, Camelot believes that a better understanding of your business will enlighten better design.

## STAGE 2 – FIRST SET OF COMPOSITIONS

Camelot will present [CLIENT] with 3 design compositions (comps) that fit the design guidelines. You will then have an opportunity to discuss what you like, dislike, changes you would like to see, etc.

## STAGE 3 – REFINED COMPOSITIONS

Camelot will then take that feedback and create 3 more refined compositions from your top choices. Then we meet with you for another feedback session.

## STAGE 4 – FINAL DESIGN

After two feedback sessions, Camelot will deliver a final design that meets your design criteria, business image, and that reflects your uniqueness in the market.

## STAGE 5 – DELIVERABLES

After creating the logo, Camelot will use the same process from stages 2 through 4 to design each additional deliverable. We will then present [CLIENT] with digital files and final designs for each deliverable. We will also contract for printing on your behalf if desired.

# *The Camelot Advantage*

Camelot is a legend about a kingdom leading itself out of the Dark Ages through integrity, hard work, humility, and the intent to share. The new kingdom surrounding Camelot was prosperous, humble, and united. This legend is the inspiration behind our name and our mission:



We listen to understand, act with integrity, and encourage all we touch to grow rich with awareness. Beyond the darkness of fear lies prosperity. Within that journey resides fulfillment.

Camelot Design Group's  
13 years in business  
have helped us  
understand business  
needs at a deep level.

If you just want a logo or a sales piece, certainly many companies can provide them. But Camelot is different by design. We focus on your business needs and objectives and align ourselves with your success. We have an extended business model that allows us to tap into business and marketing strategists, copywriters, and other professionals that will help us deliver more than just a design. We are a full-service design consultancy that knows how to make businesses **stand out**.

Camelot Design Group stands ready to **bring your brand to life**. We have been serving business design needs for 13 years. Starting in a market with the highest demand for excellence – the architecture industry – Camelot made a name for itself as a high-quality provider of architectural illustrations and builder/community marketing design.

We focus on your business so that your design emerges more naturally and is a true extension of your company. Over the past several years, Camelot has been growing its business identity practice, taking ideas from the architectural industry and bringing our processes for innovation and design to the business world.

We get to know each client's business. We dig into the market to understand what resonates with clients and prospects. And we listen to our clients' needs, desires, and feelings about their business. We then brainstorm ideas for business identity and graphics that deliver the results our clients are looking for.

Our goal is to WOW you. If you enjoy not only the results, but also the process, we know that you will tell others. That's how we have grown our business for more than a decade – word of mouth and repeat business.

# Our Solution

Based on our discussions, Camelot Design Group recommends one of the following packages to meet [CLIENT]'s visual branding needs.

## PACKAGE A

Package A meets the stated needs discussed in our Pre-Discovery meeting. This is the basic recommendation for creating an effective visual brand, and includes:

Camelot's solution will provide [CLIENT] with a **visual brand identity** that provides consistency across multiple media.



Corporate **logo**



**Business card** design



**Letterhead and envelope** design

**Total Investment: \$3,000.**

## PACKAGE B

Based on our experience with companies and what they say they really need and use, Package B provides a few more deliverables that will meet [CLIENT]'s ongoing needs even better.

Package B offers a richer set of branding deliverables that will assure your brand is seen more often and that it is more consistently used.



Corporate **logo**



**Business card** design



**Letterhead and envelope** design



Standard marketing **website**



**Presentation template**

**Total Investment: \$5,000**

# Conclusion

The image you choose is one of the most memorable aspects of your business in the minds of others. Camelot Design Group has been helping businesses be “stickier” in for 13 years. We understand the psychology of design and emotional impact it can have in helping people choose your company over others.

Camelot stands prepared  
to create the right visual  
brand identity for  
[CLIENT].

**Design moves people.**

**Effective design moves people to action.**

We have a defined, proven process that delivers results. We look forward to helping [CLIENT] create a lasting and memorable corporate identity package that **sets you apart and attracts more business.**

Like other Camelot clients, we expect that you will see improved awareness of your company, and more business will come because of your targeted design and consistency of your brand image.

# *Agreement and Signature*

## **Non Disclosure**

It is understood that Camelot Design Group (Camelot) and [CLIENT] (Company), by entering into this agreement, will have access to proprietary information from each other.

Both parties shall not, at any time, make use of, divulge or otherwise disclose, directly or indirectly, any trade secrets (including, without limitation, any confidential information concerning the business or policies of each company, or any affiliate of either company) which Camelot and Company may have learned while working on this project.

Neither party may take any information from the offices of the other company, or via other means, including, but not limited to, e-mail, Internet-based applications or storage repositories, or other means. All information provided to either party in order to fulfill requirements of this assignment within the scope of this project shall be kept confidential.

## **Employee and Contract Restrictions**

Company agrees that it is not permitted to solicit employees or independent contractors of Camelot for the purposes of hiring them to work for Company or its affiliates and subsidiaries directly as a consultant, employee, contractor or through a company-to-company relationship without the expressed written permission of Camelot. This will remain in effect for a period of one year (1) after the employee or independent contractor has terminated his/her relationship with Company or Camelot, whichever is later. If it is determined that a breach of this clause has occurred, Camelot shall be entitled to a \$10,000 placement fee for each consultant, employee or contractor hired.

## Entire Agreement

This Agreement constitutes the entire agreement between the parties with respect to the subject matter, and supersedes any and all prior or contemporaneous understandings or agreements relating thereto, whether written or oral. No owner, manager, officer, employee, representative, agent, affiliate or any other party has the authority to modify this Agreement orally, or make any other oral agreement on behalf of either party. Modifications to this Agreement must be in writing and signed by an authorized representative of each party to be effective; provided, however, if any provision of this Agreement is found to be invalid or unenforceable, to the extent permitted by law, such provision may be reduced in scope or otherwise modified to render the subject provision reasonable and enforceable. Otherwise, if any such invalid or unenforceable provision cannot be or is not so modified, such provision shall be deemed severed from this

Agreement and all of the other provisions herein shall remain in full force and effect as if such provision had never been included herein.

Camelot will bill for ongoing work as milestones are completed. Company agrees to pay those bills within five (5) business days of receipt. Any fees paid to Camelot are non-refundable.

This Agreement shall be governed and interpreted by the laws of the State of North Carolina without regard to choice of law and conflict of law statutes. All disputes and/or claims hereunder shall be resolved in a court of law within the State of North Carolina. The prevailing party shall be reimbursed by the unsuccessful party for all costs, collection fees, expenses and attorney's fees incurred in connection with defending any legal claim or action commenced against it in court.

I agree to purchase the following package, as selected below and described above, and to begin the engagement effective on this date.

**Package A, \$3,000.** Includes: Logo, business card design, and letterhead and envelope design.

**Package B, \$5,000.** Includes: Logo, business card design, letterhead and envelope design, website, and presentation template.

**Agreed and Accepted:**



**Chris Moody**

**President**

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

**Agreed and Accepted:**

[CLIENT]

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

# Appendix A: Deliverable Samples

These are examples of deliverables that Camelot can create for you. Your designs will be different and unique, but this should provide a better idea of what we are able to deliver.



**Corporate Logo.** Unique, professionally designed **logo** that represents [CLIENT] and helps to build a memorable brand. Deliverables include digital versions of your logo that can be used by your staff.

**Business Card Design.** Business cards are critical for most businesses and businesspeople. We will create cards that look great and get noticed.

**Letter Template.** When you need to send mail, you want your brand to shine there, too. With a digital letter template, you can print letterhead as needed on your own printer.

The Total Identity Package from Camelot helps businesses have a consistent message, image, and brand experience across all client touch points.



**Presentation Template.** If you give presentations, don't depend on standard, boring templates. Camelot can create a unique, branded



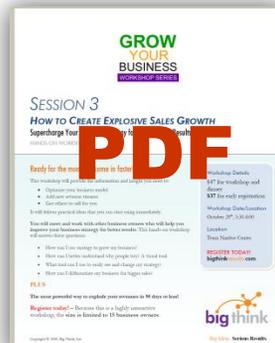
**Fax Template.** Many companies and industries still use faxes frequently. Having a professionally designed fax cover sheet will help you keep continuity with your brand even across a less-than-ideal medium.



**Website.** A website is mandatory these days. Camelot can create a site with approximately 5 pages that is designed to provide company information, help people understand your offering, and call site visitors to action! We can also build much more detailed sites that you can manage yourself, if desired.



**Corporate Identity Guidelines.** This document details the approved uses of your logo, the colors used in your business, fonts for documents and advertising, and more. Without a guidelines document, your identity can be misused, weakening its value as a brand.



**Electronic Brochure.** Summarize your offerings and prompt readers to contact [CLIENT].



**Email Signatures.** You send a lot of email. Make sure your visual brand ties everyone back to your company.



**Promotional Merchandise.** If you want to provide giveaways, let us help you create memorable, and industry-appealing promotional designs for you. We can even help you determine what will work best for your market to keep your visual brand in front of people.



**Signage.** Signs further enhance your brand recognition. Camelot can design signs for your building, your front desk, trade shows, and more.



**Posters.** Show off your business in unique ways. Posters can be used in your office, at trade shows, at events, and more.



**Vehicle Graphics.** Show off your business on your vehicles. We can create designs that are attractive, readable, and that get noticed.