



RISE.

LEAPZONE STRATEGIES  
CREATIVE PROPOSAL



PREPARED FOR:  
CLIENT NAME  
COMPANY NAME  
MONTH DAY, YEAR



- ▶ NAME
- COMPANY NAME
- ADDRESS
- CITY, PROVINCE
- POSTAL CODE

**Re: Creative Proposal\_BRAND IDENTITY DESIGN**

Hi [ Name ],

Hope you are having an awesome day! It was great to meet with you yesterday to talk about your upcoming project. We look forward to helping you bring it to life!

Attached is the creative proposal as promised. Please let us know if you have any questions or concerns. We have based our estimate on your cre8ive brief and discussions from our last meeting.

**To begin the design process, all we need are the estimate signed, a 50% deposit, and the information required for the [ project name ].**

If there is anything else we can help you with to make your decision an easy one, please let us know.

Speak to you soon!

Sincerely,

A handwritten signature in green ink, appearing to read "Isabelle Mercier Turcotte".

**Isabelle Mercier Turcotte**  
Catalyst  
604.312.9613

A handwritten signature in green ink, appearing to read "Margarita Romano".

**Margarita Romano**  
Visionary  
604.312.9613

## ► OBJECTIVES

- Create a bold, strong and compelling brand presence to continue increasing visibility, credibility and recognition for **Company Name** and it's new entity.
- Develop a clear and well articulated understanding of **Company Name's** core ideology (who you are + why you do what you do).
- Support what **Company Name** is best in the world at:

## ► RECOMMENDED STRATEGY

- Design an authentic and differentiating Brand Identity by clarifying Core Values, Core Purpose, and Brand Promise.
- Develop a company name to accurately represent **Company Name's** strengths, services, products and culture.
- Develop a strong, professional Brand Identity Package which includes: logo, tagline & descriptor (if necessary), business card, letterhead (both digital + print), envelope, shipping labels, and standards guide to facilitate brand consistency.
- Create a Brand Identity that is powerful and versatile when applied to various marketing tools

## ► RESOURCES NEEDED FROM CLIENT

- All information needed to build your core ideology such as client testimonials, or possible interviews with you, some members of your team, and clients.
- A list of inspirational and descriptive words to help us kick start the Naming Process.
- All contact information required for the Stationery Package. (i.e. address, names, phone #s, etc...)
- Any other information that you think would help us design your authentic Brand Identity.

## ► PROJECT TIMELINE

A more detailed project timeline will be provided once the design proposal has been approved.

- **August 30, 2007** Creative Proposal Approval.
- **September 10, 2007** 50% Deposit Due.
- **September 10, 2007** List of inspirational and descriptive words due along with what you have already developed on your Core Values, Core Purpose and Brand Promise.
- **Mid-October, 2007** Brand Identity Package ready for press.



# CRE8IVE PROPOSAL

- ▶ NAME
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**Date**                      **Estimate #**  
 8/28/2007                LZ0005

**JS-02 Brand Identity Design**

1	Defining and clarifying of Core Ideology. Includes: Clarifying Core Values, Core Purpose and Brand Promise as well as Naming Process, Tagline and Descriptor creation. (may range from \$1500 - \$3500)	1,750.00	1,750.00T
1	Brand Identity Package Conception and Design Includes: Logo, business card, letterhead (both digital + print), envelope and shipping labels. Also includes a CD with all your logo formats (may range from \$3500 - \$6500)	4,500.00	4,500.00T
1	Digital Mock-ups / per	35.00	35.00T
1	Corporate Standards Guide / Copyright Buyout	1,500.00	1,500.00T

Legal fees for name availability research and/or trademarking not included.  
 Printing will be estimated separately.

Business Number: 868658733

<b>Subtotal</b>	<b>Can\$7,785.00</b>
<b>GST</b>	<b>Can\$467.10</b>
<b>PST</b>	<b>Can\$544.95</b>
<b>TOTAL</b>	<b>Can\$8,797.05</b>

**50% DEPOSIT OF THE TOTAL AMOUNT IS REQUIRED TO BEGIN.  
 FINAL PAYMENT IS DUE UPON RECEIPT OF INVOICE.**

All rights are reserved for the contractor, LeapZone Strategies Inc., to photograph any portion of this project and to use said photographs or other forms of reproduction as means of self-promotion and publicity for said contractor. Copyright and other intellectual property rights of all work completed or in progress that are created and presented during the course of this project (which includes accepted or rejected strategies and concepts) remain the exclusive property of LeapZone Strategies Inc. Upon mutual agreement, a separate estimate will be assigned in order to transfer the copyrights of this project. Anything not covered in this cre8ive proposal will be billed to client as an additional expense. In event of cancellation of this project, a cancellation fee for work started or completed based on the estimate price and expenses already incurred, shall be paid by the client.

The client is responsible for ensuring that all materials supplied to LeapZone Strategies Inc. to be included in said project do not violate copyright or trademark restrictions. LeapZone Strategies Inc. assumes no liability whatsoever for the client's use or misuse of copyrighted or trademarked material. LeapZone Strategies Inc. is not responsible for any mistakes in the documents provided by the client. There will be 3 review stages if necessary to correct all deficiencies and spelling mistakes.

**CUSTOMER SIGNATURE** \_\_\_\_\_

► **SERVICE AGREEMENT**

Here is a sample of what it's like to do business with us!

**WHAT YOU CAN EXPECT FROM US**

**Confidentiality** - LeapZone Strategies Inc. collects certain personal and confidential information about you and your company. That information is provided by you or is obtained via communication between yourself and LeapZone Strategies Inc. All information gathered by LeapZone Strategies Inc. is 100% confidential and shall not be disseminated in any way, shape or form. The policy of LeapZone Strategies Inc. is to never disclose names or to identify a person or their company in anyway when discussing concepts and situations or sharing ideas and stories. LeapZone Strategies Inc. values your relationship as a client and will do everything to keep that trust by keeping your confidential information private.

**Reliability + Trust** - We keep our word 100%. We commit to deadlines, according to the proposed timeline agreed upon, and consider them final so long as the client does not cause delays. Our reward is providing satisfaction to our clients, and a trusting working relationship is one of the ways we achieve this.

**Updates + Budget Guidelines** - We always update you on the progress of your project and advise you in advance if your project is to exceed the estimated cost by 15% or more. We respect your budget and take every measure to minimize costs.

...but most of all, we commit to providing you 100% focus, creativity and dedication!

**WHAT WE EXPECT FROM YOU**

**Availability + Reliability** - You are to be available to us during the strategy and design process. You will follow the proposed timeline to help us reach your deadline and provide us with all resources required before the design process begins.

**Agreement of Financial Terms** - *You agree to respect our financial terms, will not question our estimate ranges and trust our expertise.* We give our all to every project and value strong working relationships based on honesty and trust.

... but most of all, you will have fun and enjoy your LeapZone Creative Experience!



Isabelle Mercier Turcotte  
LeapZone Strategies Inc.

Client Name  
Company Name