

YOUR BRANDS BIBLE
Proposal



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We're a team of passionate creatives, bouncing off each other's strengths to ensure you get the best experience possible.

We've been in the game since 2016, so there's no smoke and mirrors when we talk about our level of expertise. But empowering you is what drives us. Providing Brand.

Your ideas are our biggest inspiration, and our web and brand design services are fuelled by your passion - it's a match made in heaven.

Our minimalistic style choices, establish strong connections between the brand and the consumer-led by:

Brand Manager | Steph Marshall
Creative director | Ngahua Crossman



CONSISTENCY BEGINS WITH A STRONG
UNDERSTANDING OF WHAT IT IS EXACTLY
THAT YOU ARE TRYING TO ACHIEVE

The Goal

Create branding that brings your business to life,
enhancing your brands unique personality and to
stand out in your market.





The one concept approach

The one concept approach is exactly what the title suggests - one concept. We made the switch to focus intently on one strong concept, investing the same amount of time as we would across two.

Eliminating having to spread our creativity across multiple design outcomes has meant we are able to dive deep into research and strategy before we even get to design. What we discover in this phase is what allows us to confidently develop a more intentional design concept.

We're able to continue to refine our ideas until we've narrowed it down to the concept that aligns with you, your audience, and your goals. By focussing on one concept from the get-go, you get a brand that makes the most of our heart, soul, taste, experience and professional opinion.

01 | ON BOARDING

We aim to understand the specifics of your project to provide you with a tailored quote. A direct phone meeting with Ngahuia Crossman, our Creative Director, will be arranged for this purpose. Upon acceptance, a deposit payment and the signing of our service agreement are required to secure your project.

02 / DISCOVERY

In this phase, we delve into understanding your business better. You'll receive a branding questionnaire for online completion, serving as the bedrock of our project. Afterward, we'll craft a design direction for your approval. Your detailed business insights are crucial, and we're open to hearing any ideas you'd like to share during this collaborative process.

03 / STRATEGY

Before commencing the design process, our approach involves thorough research encompassing all aspects of your project. This ensures that we deliver outcomes that align seamlessly with your expectations from the outset. Additionally, if selected, we dedicate time to crafting a distinctive brand strategy, providing a comprehensive understanding of your brand identity.

04 | DESIGN

This is where we shine! Leave it to us and we will be busy creating magic for your business.

05 | REFINE

Ensuring perfection is our priority. Before finalising your project, we prefer to engage in a discussion with you, addressing any changes or adjustments needed to meet your satisfaction.

06 | FINALISE

Upon completion of your project, we will compile all the necessary files and documents for your use. You will receive a personalized Dropbox link via email for a seamless transfer of the materials to you.

07 | 101 BRANDING SESSION

Possessing a well-crafted brand is only the initial stride - understanding its effective utilization is paramount for leaving a lasting impression. You'll receive a personalised link for your 101 session, during which we will develop your new social media templates infused with your updated branding.

Your Brands Bible

OUR SIGNATURE PACKAGE STARTS FROM \$2500+GST AND WE REQUIRE A 50% DEPOSIT TO SECURE YOUR SPOT.



DELIVERABLES:

- Brand Style Guide of your brand
- Logo suite (Logos will be provided in all brand colours along with black and white)
- Primary logo
- Secondary logo
- Icon only
- Text only
- Website favicon
- 3 brand fonts (note: the cost of these is not included)
- Application of logos
- Application of brand fonts
- Brand colour codes (RGB - Digital, CMYK - Print, HEX - Web)
- Application of brand colours
- Brand foundation keywords
- Photography direction
- Social media direction
- Website direction
- Social media profile graphics
- Facebook cover
- Instagram + Facebook profile image
- Business card design
- Email signature
- One on one personal branding session

LOGO SUITE

Variations in the following...

Primary logo

Secondary logo

Tagline logo

Submark

Icon only

Text only

COLOUR PALETTE

Codes in the following...

CMYK

RGB

HEX

TYPOGRAPHY

Font options for the following...

Subheading

Main heading

Body copy

BRAND GUIDELINES

Contains the following...

Brand identity

Colour

Typography

File formats

Usage

Messaging

COLOUR PALETTE

Codes in the following...

CMYK RGB HEX

FILE TYPES

Files will include the following...

FILE TYPES

Files will include the following...

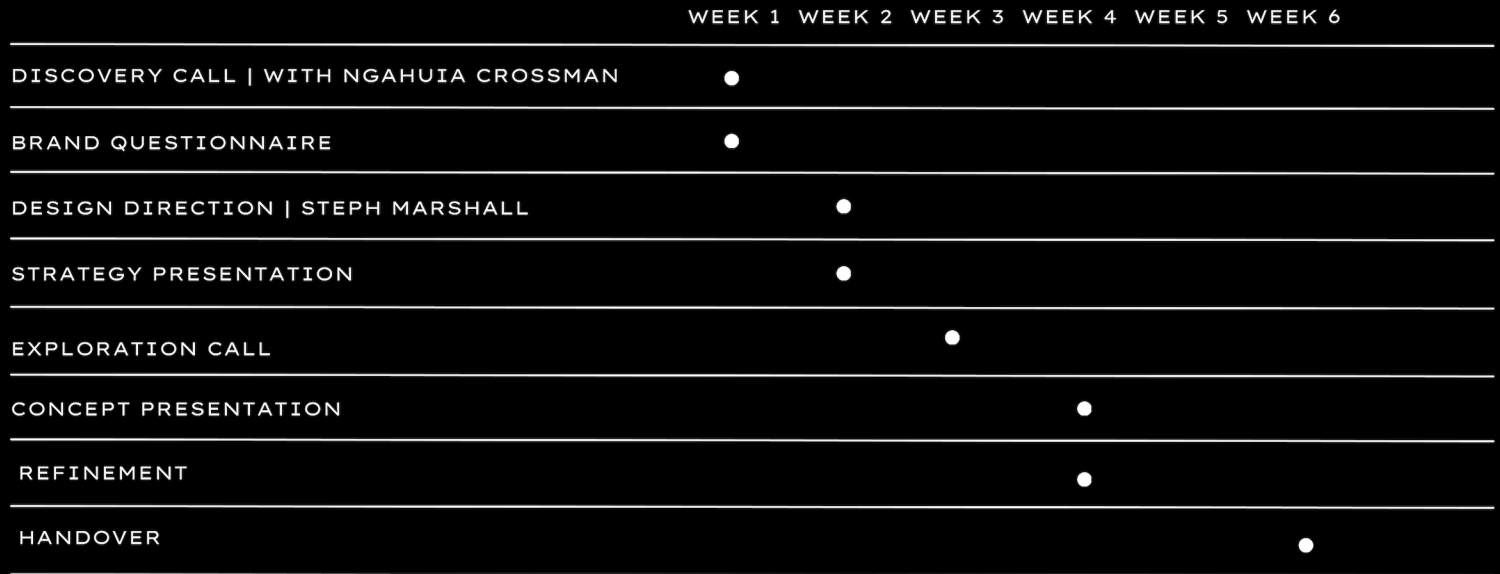
.EPS

.PDF

.JPG

.PNG







The Extras

Custom drawings / hand-drawn designs that need to be recreated digitally will incur a **FLAT DESIGN FEE OF \$399 + GST**

Payment terms

YOUR BRANDS BIBLE
\$2500 + GST

Beginning / First 50%
Handover / Second 50%

A FOUR WEEK PAYMENT PLAN IS ALSO AVAILABLE VIA
PURCHASE FROM OUR WEBSITE

Terms of service:
<https://www.inspiringdesign.co.nz/terms-of-service>

YOU'RE UP!

Firstly if there is anything you would like to clarify, please don't hesitate to get in touch. Otherwise, the ball is in your court. Chat soon!

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KIAORA@INSPIRINGDESIGN.CO.NZ

