



PENNENTEXQUE INC

2019

BOXED WATER [®] IS BETTER

graphic design proposal



Photo by [Boxed Water Is Better](#) on [Unsplash](#)

Prepared by: pennentexque inc
For: [client company name]
Presented at [Location] by [Name of presenter]

hello!

BOXED WATER ®

IS BETTER (project name)

[yourname@pennentexque(yourco).com]

[123.665.0012(yourphonenumber)]

Dear [client fantastiques],

We thank you humbly for choosing [PENNTXQUE INC (your company)] for your graphic designers. Our team thoroughly enjoyed working with you and your project, and we're excited to see what you think of what we've made.

Enclosed within, our scope of work and services. If you need us for anything, call my direct line above.

Again, it was a pleasure, and our team looks forward to continuing our work with yours.

[Full Name]

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Remember to always consult a lawyer before making any legal documents.

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Summary of Awesomeness (Executive summary)

[above, I recommend using a whimsical flair (if it suits your brand) for titles, styles, and *everything*. Don't necessarily use "Executive Summary"- even though it *is* an executive summary. Know the limits of your local business environment. And push them.]

[Client Company] has contacted PENNENTEXQUE, INC, with the desire to overhaul their brand identity, corporate design, website, logo, and [*mention whatever other designs your company proposes*]. PENNENTEXQUE has worked with clients in similar industries, producing designs like: [name a couple designs you have created]. Our work is [a couple descriptors that define the style you create], and we hope to provide that style to your new brand. We wish you *so much* success and will work hard for you so that you can enjoy the similar fantastic results as our past clients, through our graphic design services.

[Name] in our [team name] team, will be working with [name] at your [department name] department, while this project is ongoing. With the information you have provided so far, we expect that all of the project's deliverables will be completed by [completion date]. In addition, we think these parts will be ready for you:

- [Deliverable Name] by [Delivery Date]

[Talk about the brand and your expertise, appeal emotionally to show that you are invested in the ideas, brand, or concepts that you are creating for the client].

[your company slogan]

Assessment

[Talk about market trends in graphic design, and in the client's industry, and decisions that your firm took with the concepts or designs. Justify each element in detail. Talk about the strengths and weaknesses of their company branding, and how you made/are making it better.]

[Give examples of competitor's works. This can be several pages- one or ½ page per competitor. Analyze them with the same criteria that you used with the graphic designs that you are creating. Include any UX testing results and make comparisons with your graphic designs].

about [PENNETEXQUE (yourco)]

[PENNETEXQUE (yourco)] was started back in [year] by [Founder Name] and [Founder Name]. Since then, we [talk about your company's origins a bit- what have you done- core aspects of your firm.

Today, we are a team of over [Number] graphic designers, professional artists, [title], and [title]s, with many years of experience working with companies like yours.

We work in the fields of [industry], and [industry], where design meets [aspect of the industry that defines your company].

[Talk a little about what you are passionate about, and how you achieve success with your clients in today's market.

Come to our offices any time at [Address], and we would love to hear your thoughts and talk about brands, marketing, identity, and design.



Photo by [Jonathan Farber](#) on [Unsplash](#)

Portfolio



Photo by [Gemma Evans](#) on [Unsplash](#)



Photo by [Water Journal](#) on [Unsplash](#)



Photo by [Nathan Dumlao](#) on [Unsplash](#)

[show diverse works- in printed or on-object form preferably. Speak for a couple sentences about the work]

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Schedule

During your our graphic design project, we set clear milestones and deadlines to help you know what to expect, and to course-correct early and often, to prevent later increases in cost or scheduling issues down the road. We know all to well that the track can move, but we move with it, so we don't get too far off track.

Our milestones outlined below may vary by [indicate uncertainty on dates, usually 48h-1 wk]

<i>Milestone</i>	<i>Schedule</i>
<i>Client Discovery</i>	Day x to x after signing
<i>Industry Discovery</i>	Day x to x after signing
<i>Application Discovery</i>	Day x to x after signing
<i>Sketching</i>	Day x to x after signing
<i>Drafting designs</i>	Day x to x after signing
<i>Design Review</i>	Day x to x after signing
<i>Material collateral development</i>	Day x to x after signing

Compensation

<i>Name</i>	<i>Price</i>	<i>Qty</i>	<i>Subtotal</i>
<i>Consulting / hr</i>	\$100	10	\$1,000
<i>Logo redesign (3)</i>	\$500	1	\$500
<i>Printed Book</i>	\$1000	1	\$1,000
<i>Swag T-Shirt, Mug, Business Cards, and Hat</i>	\$500	1	\$,500
		Subtotal	\$3,000
		Tax	\$300
		Total	\$3,300

Schedule

[Indicate the terms of the payment, such as NET30, prepayment, advance, or deposit requirements]

Terms

Unless this document is signed, by the parties, any items may be changed, and substituted with a contract or its dependent documents.

Acceptance

The signature herein is an agreement to this Graphic Design Proposal. This means that the parties signed below: the “Client”, and [PENNENTEXQUE, INC (yourco)] hereby initiate a contractual agreement as defined by the Milestones, Deliverables, Schedule, and Compensation as defined in these previous pages.

If any Specifications, Standards, or Qualifications are attached which further define the milestones and deliverables, they are named here and agreed to, and preside over any conflict with this Agreement.

On this _____^{th/rd} day of _____, 20 _____, known throughout this Agreement as the “Signing Date”, the below signed Client and Company hereby accept this proposal and Agreement to perform work.

Signature	Date	Signature	Date
[Client Name]		[Company_Representative Name]	
[Client Company]		[Company]	