



WE HELP BRANDS TELL THEIR STORY

Project proposal:

Client:

Delivered on:

Submitted by:



OVERVIEW AND GOALS

Dear _____,

The term “brand” has become one of those words that has almost propelled itself into the hallowed halls of business jargon due to its ubiquity and, frankly, overuse. If we had a bitcoin for every time we heard the phrase ‘brand’, we’d be internet millionaires. But more a lucrative situation would be if we had a bitcoin for every time we heard a misperception about what branding is, then we could buy the entire internet. It might be easier to start with what a brand ISN’T.

A brand is not:

- your logo
- your tagline
- your product
- your service

All of these things can be expressions of your brand but they are not your brand.

Here’s the simplest way we here at Innovative Perception define brand: **Branding is about the promise of a distinct, memorable experience.** It’s about creating an expectation and delivering it consistently every time anyone comes into contact with your brand whether it’s the way you answer the phone, how your website functions, your customer service process, how your office looks or how your product/service performs. It’s how you make your customers feel about themselves and their decisions when they are interacting with your brand. It’s why you shop at store A vs. store B even if the price or product might not be that much different.

Developing a strong, authentic brand and delivering it consistently is the foundation upon which every successful business is built. And we can help you lay that first stone. We’ll help uncover what makes you special, differentiates you from the competition and defines who you are and what you want to be, and what your target audience wants you to be. The development of this brand will be essential to consistently delivering the right message to the right people to create just the right reaction.

Sincerely,

Tarrance Bellamy
Innovative Perception

SCOPE OF SERVICES

Brand Discovery

The first step involves our team really getting to know your business, your industry, your competition and your customers. This involves meeting with your team, conducting some research, doing customer interviews and really drilling down to the core of how people see you now and how you want them to see you moving forward.

Brand Strategy

Once the discovery is complete, our team will develop a brand strategy unique to you. We'll present what we feel the promise is that you need to communicate and suggest tactics for how it can be expressed throughout your business operations.

Identity Package

Once we've developed your brand strategy and you've approved this direction, our designers will move into interpreting your brand characteristics in a more visual way. A standard package includes:

- Logo design
- Tagline development
- Colours/fonts
- Business card template

Brand Guidelines

Once these steps are complete and you have signed off your approval, we'll develop brand guidelines for you. This is your handbook for how to properly express your brand: where and how to use the logo, colours, fonts and just as importantly, how NOT to use them, in order to consistently communicate your message.

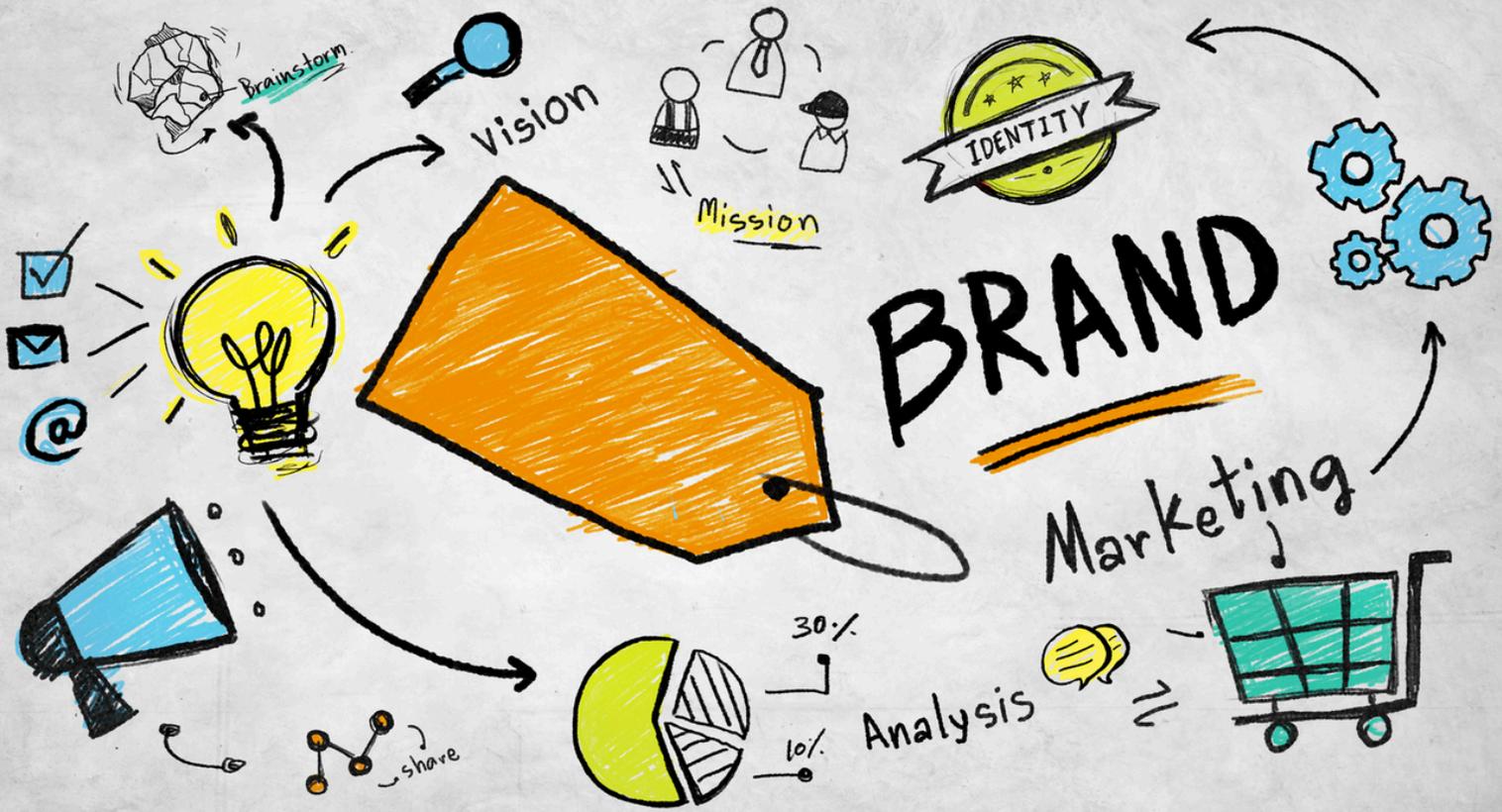
TIMEFRAME

To complete the work outlined in the project scope, we'll need approximately 8 weeks from beginning to end, depending on when we receive feedback at each milestone. Upon signing the proposal we are prepared to start work immediately.

Phase	Week
Discovery Meeting	1
Present Strategy	4
Initial Design Concepts	5
Refined Designs	6-7
Brand Guidelines Document	8

Your Investment

DESCRIPTION	PRICE	QTY	SUBTOTAL
Brand Discovery Upfront discovery meeting as described in scope of services	\$1,500	1	\$1,500
Brand Strategy Written strategy document as described in scope of services	\$1,500	1	\$1,500
Identity Package 2 logo options refined to one color version with 2 rounds of revisions	\$5,000	1	\$5,000
Brand Guidelines Document Shows acceptable usage of brand for external suppliers	\$2,500	1	\$2,500
Total			\$10,500



WHY INNOVATIVE PERCEPTION?

Our team of brand strategists combine business, marketing, communications, and design thinking to develop meaningful, differentiated, and authentic brands for companies big and small, start-ups or stalwarts. We don't just come up with what's cool; we craft the message your customers want to hear and one that you can deliver on. We've seen firsthand how the power of brand can elevate a company from a commodity to a valued partner; how it can rescue a business from the trenches of an impossible-to-win price war, and how it can motivate employees and customers alike to become full-fledged fans. We develop the tools and show you how to use them. The rest is up to you.

OUR TEAM



Carly Simon
Creative Director



John Stamos
Brand Strategist



Don Johnson
Designer



Suzanne Sommers
Copywriter

Case Study

Happy Client Co.

PROJECT GOALS

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OUR SOLUTION

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RESULTS

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"INNOVATIVE PERCEPTION HAS BEEN A GAME CHANGER FOR MY BUSINESS. WITHIN 6 MONTHS THEY INCREASED MY MONTHLY WEBSITE SALES BY 400%."

- Joe Blow, Happy Client

STATEMENT OF WORK & CONTRACT

[Note: This is a sample contract - we are not lawyers and recommend you having your own legal counsel review any contract prior to sending out.]

Date: July 12, 2018

Between "us", Innovative Perception, and "you", _____

You _____, located at _____ are hiring Innovative Perception located at 2221 Peachtree Atlanta GA 30309 to perform _____ for the estimated total price of _____ as outlined in our previous correspondence.

1.0 Services Rendered

Strategy & Design

We'll deliver a branding strategy and design a new logo. After the strategy and design is approved we'll deliver a branding guidelines document.

You'll have two or more weekly opportunities to review our work and provide feedback. If, at any stage, you're not happy with the direction our work is taking, you will pay us in full for everything we've produced up to that that point and then cancel this contract.

Errors

We can't guarantee that our work will be error-free (we're human!) so we can't be liable to you or any third-party for damages, including lost profits, lost savings or other incidental, consequential or special damages, even if you've advised us of them.

2.0 Mutual Cooperation

We agree to use our best efforts to fulfill and exceed your expectation on the deliverables listed above. You agree to aid us in doing so by making available to us needed information pertaining to your website and to cooperate with us in expediting the work.

3.0 Charges for Services Performed

3.1 Requests above and beyond those listed in the budget may be considered out-of-scope and an amendment to the budget will be recommended. Projects that go dormant for longer than 45 days will incur fee to resume work at the discretion of Innovation Perception.

4.0 Terms of Payment

4.1 Billing Schedule

We're sure you understand how important it is as a small business that you pay the invoices that we send you promptly. We're also sure you'll want to maintain a positive working relationship and keep the project moving forward, so you agree to stick tight to the following payment schedule.

The total budget for this project: _____

Agency Co. will invoice Acme Widgets for fifty per cent (50%) of the initial fees at point of this signed contract agreement which will act as the deposit. The remaining 50% will be billed monthly as the service hours are spent or when the project is launched.

Acme Widgets will supply Agency Co. with all necessary purchase order numbers and other internal information required for invoice processing before the close of the month of work (if applicable).

4.3 Client Agreement to Pay

You agree to pay our initial (1st) invoice upon receipt which will act as a deposit for the project. Every invoice after that will have 15 day payment terms. In the event payment is not made within 15 days, Agency Co. will charge a late payment fee of 1% per month on any overdue and unpaid balance not in dispute, to cover the manpower, interest, and other costs Agency Co. pays for carrying overdue invoices from Acme Widgets. In addition, Agency Co. reserves the right to stop work until payment is received.

4.4 Collection Costs

In the event that we incur legal fees, costs and disbursements in an effort to collect our invoices, in addition to interest on the unpaid balance, you agree to reimburse us for these expenses.

5.0 Cancellation of Plans

You have the right to modify, reject, cancel or stop any and all plans or work in process. However, you agree to reimburse us for all costs and expenses we incurred prior to your change in instructions, and which relate to non-cancelable commitments, and to defend, indemnify and hold us harmless for any liability relating to such action. We agree to use our best efforts to minimize such costs and expenses.

6.0 Responsibilities of Innovative Perception and

6.1 Innovative Perception's Responsibility for Releases

We shall obtain releases, licenses, permits or other authorization to use testimonials, copyrighted materials, photographs, art work or any other property or rights belonging to third parties obtained by us for use in performing services for you (If applicable).

6.2 Client Responsibility for Releases

You guarantee that all elements of text, images, or other artwork you provide are either owned by your good selves, or that you have permission to use them.

Then when your final payment has cleared, copyright will be automatically assigned as follows:

You'll own the visual elements that we create for this project. We'll give you source files and finished files and you should keep them somewhere safe as we're not required to keep a copy. You own all elements of text, images and data you provided, unless someone else owns them.

We'll own the unique combination of these elements that constitutes a complete design and we'll license that to you, exclusively and in perpetuity for this project only, unless we agree otherwise. We can provide a separate estimate for that.

6.3 Client Responsibility for Accuracy

You shall be responsible for the accuracy, completeness and propriety of information concerning your products and services which you furnish to us verbally or in writing in connection with the performance of this Agreement.

7.0 Confidentiality

Innovative Perception acknowledges its responsibility, both during and after the term of its appointment, to use all reasonable efforts to preserve the confidentiality of any proprietary or confidential information or data developed by Innovative Perception on behalf of _____ or disclosed by _____ to Innovative Perception.

8.0 Term and Termination

8.1 Period of Agreement and Notice of Termination

This Agreement shall become effective as of DATE HERE and shall continue until terminated by either party upon not less than 60 days' notice in writing given by either party to the other.

8.2 Termination for Cause

Either party to this Agreement may terminate the Agreement if the other party defaults in the performance of any of its material duties and obligations and the default is not cured within thirty (30) days of the receipt of notice of said default, or if the default is not reasonably curable within said period of time, unless the defaulting party commences cure within said period of time and diligently proceeds to cure the default.

In addition, either party may immediately terminate this Agreement by giving written notice to the other party if the other party is insolvent or has a petition brought by or against it under the insolvency laws of any jurisdiction, if the other party makes an assignment for the benefit of creditors, if a trustee, or similar agent is appointed with respect to any property or business of the other party, or in the case of the Client, if the Client materially breaches its obligations to make payment pursuant to this Agreement.

8.3 Payment for Non-Cancelable Materials?

9.4 Severability

Any non-cancelable materials, services, etc., we have properly committed ourselves to purchase for your account, (either specifically or as part of a plan such as modules, photography and/or external services) shall be paid for by you, in accordance with the provisions of this Agreement. We agree to use our best efforts to minimize such liabilities immediately upon written notification from you. We will provide written proof, upon request of the _____, that any such materials and services, are non cancelable.

8.4 Materials Unpaid For

If upon termination there exist any materials furnished by us or any services performed by us for which you have not paid us in full, until such time as you have paid us in full you agree not to use any such materials, in whole or in part, or the product of such services.

8.5 Transfer of Materials

Upon termination of this agreement, provided that there is no outstanding indebtedness then owing by _____ to Innovative Perception, Innovative Perception shall transfer, assign and make available to _____ all property and materials in its possession or control belonging to _____.
_____ agrees to pay for all costs associated with the transfer of materials.

9.0 General Provisions

9.1 Governing Law

This Agreement shall be governed and construed in accordance with the laws of the Province/State of STATE/PROVINCE.

9.2 Representations and Warranties

The parties each individually represent and warrant that each has full power and authority to enter into this Agreement and to perform all of their obligations hereunder without violating the legal or equitable rights of any third party.

9.3 Entire Agreement

Except as otherwise set forth or referred to in this Agreement, this Agreement constitutes the sole and entire Agreement and understanding between the parties hereto as to the subject matter hereof, and supersedes all prior discussions, agreements and understandings of every kind and nature between them as to such subject matter.

If any provision of this Agreement is held to be illegal, invalid, or unenforceable under any present or future law, then that provision will be fully severable. In such instance, this Agreement will be construed and enforced as if the illegal, invalid, or unenforceable provision had never comprised a part of this Agreement, and the remaining provisions of this Agreement will remain in full force and effect.

_____, to accept this contract, click the Accept button and sign at the prompt. You will be emailed a copy for your records

NEXT STEPS

1. Please read the contract on the previous page to make sure you understand all the details involved with us working together. It's really important to us that everything is transparent and understood from the beginning so that we lay a solid foundation for a great working relationship.
2. If you have any questions at all, please let us know. We're happy to clarify any points and there may be some items that we can sort out together. We're committed to finding the best way to work together.
3. Once you feel confident about everything and are ready to move forward, please click the 'sign here' button below.
4. Sign in the box that pops up to make the acceptance official.
5. Once we receive notification of your acceptance, we'll contact you shortly to sort out next steps and get the project rolling.
6. We'll email you a separate copy of the signed contract for your records.
7. If you'd like to speak to us by phone, don't hesitate to call 202 506-8425

 **SIGN HERE**
Tarrance Bellamy

 **SIGN HERE**
Financial Fitness
