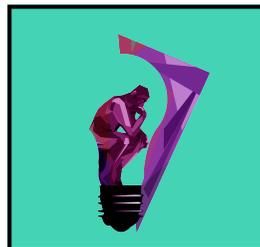


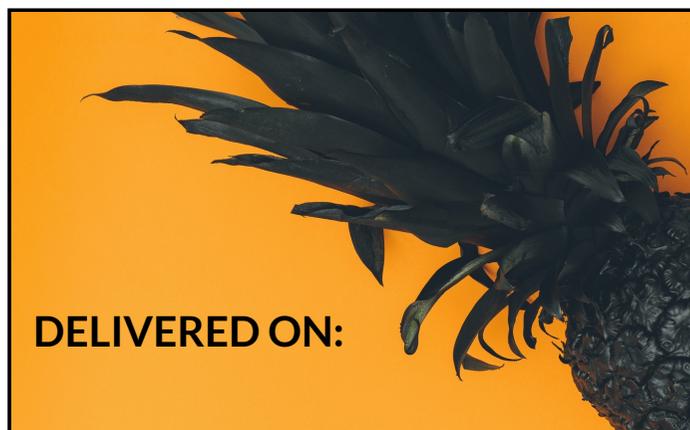


EYECATCHING

Graphic



Design



DELIVERED ON:

CLIENT:

**SUBMITTED BY: , INNOVATIVE
PERCEPTION INC.**

COVER LETTER

DEAR ,

As the premiere entertainment and consumer product manufacturing company in the region, _____ is poised to capture a substantial slice of the national market. The challenge? Ensuring consumers and investors understand what _____ is and what you have to offer. With so many products on your docket, including cutting-edge television programming, kitchen appliances, and electronics, you need visual branding that unifies and clarifies your message.

That's where we come in. Innovative Perception Inc. will work closely with your management team to create visuals that say exactly what your customers and stakeholders need to hear: _____ produces awesome programming you can watch on our awesome TVs while making popcorn in our awesome microwave ovens.

Graphic design is about much more than logos, business cards, colours, and fonts. These decisions are important, but the best graphic design rises above the details to invite your audience into a relationship with you.

I'm inviting you to engage in a relationship with Innovative Perception Inc. Like all good relationships, this one is based on trust, communication, and mutual respect. We're good listeners, we tell the truth, we're always on time, and we might even send flowers. That's just the kind of people we are.

Sincerely,

GRAPHIC DESIGNER, INNOVATIVE PERCEPTION

GOALS AND DELIVERABLES

What do YOU need? What does your customer want? That's what we care about. We aren't offering you a canned graphic design strategy full of check boxes—we draw on years of experience and a sincere belief in what you do to create a tailored approach to supporting the branding of your diverse range of products.

REQUIRES THE DEVELOPMENT AND DELIVERY OF THE FOLLOWING GRAPHIC DESIGN ELEMENTS:

- *Corporate logo*
- *Report template for annual and quarterly reports*
- *Presentation template*
- *Business cards*
- *Web elements—for your website and social media*

WHY AGENCY GRAPHIC DESIGN CO.? WHY

HOW WE WORK

Step 1:

Creative discovery

What's the big idea? This is where you educate us—about your products, your services, and what makes you tick as a company. We listen carefully and work with you to define the story your visual brand will tell your customers and stakeholders.

Step 2:

Understanding your market and competitors

This part is all about the research. We'll help you differentiate your message by understanding where you fit in the market and ensuring your visual storytelling is unique.

Step 3:

Concept sketches and presentation

Now that we know what's special about you, the artistry begins. We'll present you with three concepts for your logo, colours, and fonts, then turn your favourites into digital files and start the revision process.

Step 4:

Step 4: Revision execution

After a maximum of three revisions to your favourite concept, we'll create a full slate of designs to round out your project: templates for reports and presentations, business cards, and web elements.

Step 5:

Finalizing your graphic design project

We'll create alternate formats and sizes of all your graphic design elements once the final design is approved.

TIMELINE

PHASE	WEEKS
1. Creative discovery	1
2. Understanding your market and competitors	2
3. Concept sketches and presentation	3 - 5
4. Revision execution	6 - 7
5. Finalizing your graphic design project	8



YOUR INVESTMENT

Description	Price	Qty	Subtotal
<i>Corporate logo design</i>	\$3,500	1	\$3,500
<i>Report template</i>	\$500	1	\$500
<i>Presentation template</i>	\$1,000	1	\$1,000
<i>Business cards</i>	\$500	1	\$500
Subtotal			\$5,500
HST 15%			\$825
Total			\$6,325

Prices remain valid through **DATE**.

TERMS AND CONDITIONS

50% of quoted fee is due upon signing of this agreement. The remaining 50% is due upon completion of the project. A kill fee equalling the 50% deposit will be retained by Innovative Perception Inc. should the client cancel the project at any time after signing. Should the client fail to select a design within two weeks of the final revision being presented, Innovative Perception Inc retains the right to kill the project and retain the 50% deposit and all rights to the designs.

Rights to the completed work are retained by the client upon completion of the project and final payment to . Innovaitve Perception Inc. retains the right to use the material for promotional purposes, such as in portfolios and on our website.

Should the number of substantial edits by the client to designs in progress exceed three, additional charges will accrue at a rate of \$100 per hour plus applicable taxes for time and materials. Innovative Perception Inc. will notify the client before work leading to additional charges is undertaken.

WHY Financial Fitness?

We're quirky. We're creative. We're fun. We combine years of experience in the graphic design field with a certain innocent naiveté that allows us to craft fresh design with a retro feel. Our specialties include visual branding and design for the television entertainment, small appliance, and consumer electronics industries.

Designers **Euro** and **Tarrance** have an explosive yet productive partnership that always yields great results. Their differences are their strength.



OUR TEAM

Euro, Graphic Designer
Bachelor of Public Relations,
MSVU

Diploma in Graphic Design, Holland College

Super smart and with a keen eye for detail, Euro is an award-winning graphic designer renowned for her persnickety approach. Fortunately, he is also very funny and loves to make clients laugh with her crazy costumes and humorous yet sad personal anecdotes.

Tarrance Bellamy, Graphic
Designer
Self-taught

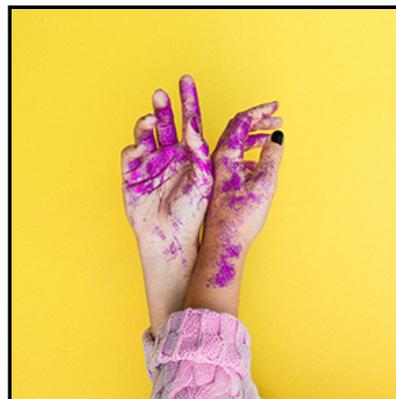
When Tarrance retired from ten years as a Marketer, he took over as CEO of Innovative Perception Inc, the official marketer for up and coming artist. He discovered a love and talent for graphic design, and today brings his slightly awkward but endearing talents to work for Innovative Perception Inc,



PORTFOLIO

CLIENTS INCLUDE:

- HEINEKEN
- CRICKET MOBILE
- QUALITY CONTROL
- UNIVERSAL
- VERIZON
- DTLR



“Euro and Tarrance did a super job on our new logo and business cards! We were using a logo my husband designed thirty years ago, and we’d just run it through the photocopier so many times it didn’t look like anything anymore. Now, we just drag and drop that logo onto the screen and away we go! What a time we live in.”

**- MRS. MATER, LITTLE CLEANING
INC.**

“I just love the work Innovative Perception Inc. did on our visual branding. They really listened to us and got to know our business before showing us a bunch of newfangled artsy hoo-ha. They used words we could understand and didn’t take us for a ride. I trust them and I’d use them again in a heartbeat.”

- J. MARONEY, CEO, LADYTHINGS INC.

NEXT STEPS

STANDARD LEGAL CONTENT AND SIGN-OFF.

Bacon ipsum dolor amet shoulder pastrami fatback salami t-bone ham hock porchetta tenderloin jerky pork chop alcatra corned beef pork belly. Frankfurter hamburger flank, buffalo ground round salami landjaeger strip steak venison cow bresaola. Capicola bacon t-bone leberkas cupim frankfurter fatback beef drumstick ribeye ham. Beef ribs sirloin tenderloin, beef porchetta short loin spare ribs ball tip shank tongue buffalo. Corned beef salami alcatra hamburger bresaola sirloin flank drumstick boudin strip steak tenderloin pork doner. Biltong turkey brisket frankfurter tenderloin.

Client name: _____

Financial Fitness signature _____

Date: _____

Innovaitve Perception Inc signature _____

Date: _____

