

Identity proposal

FIELD SIGNAL

A precise identity for a growing idea

Fictional studio example



The brief

Nature, held in a new form

The situation

An independent material studio needs an identity for prototypes, research notes and a public launch.

Project aim

Make careful experimentation easy to recognise.

Audience

Who needs a clear signal?

People	What they need	What the identity provides
Material collaborators	A clear way into the research	An open visual language
Independent makers	Useful examples of the work	Readable project stories
Curious visitors	An invitation to explore	A recognisable point of entry

Sample audience assumptions. Replace these with your project research.

Positioning

Careful work.
A clear signal.

Field Signal connects technical care with the curiosity of a small experimental studio.

Purpose

Make the process legible

Personality

Curious and precise

Evidence

Materials, tests and decisions

A form for growth

Folded glass suggests the moment an idea becomes visible. Silver edges keep the form exact.



Typography

Ag

Ideas take shape here

Bahnschrift

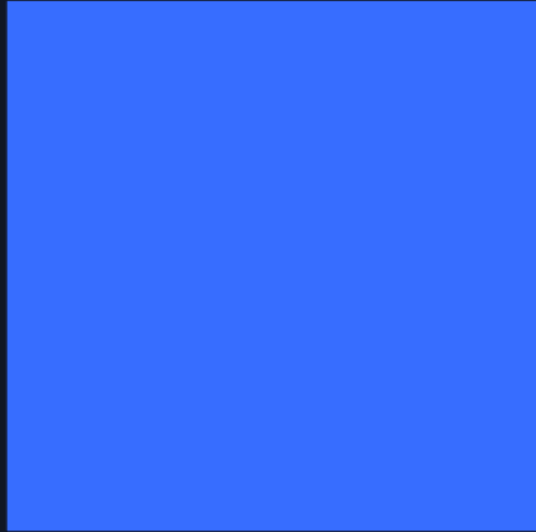
Direct, compact headings for the first impression.

Arial

A familiar reading voice for the specifications.

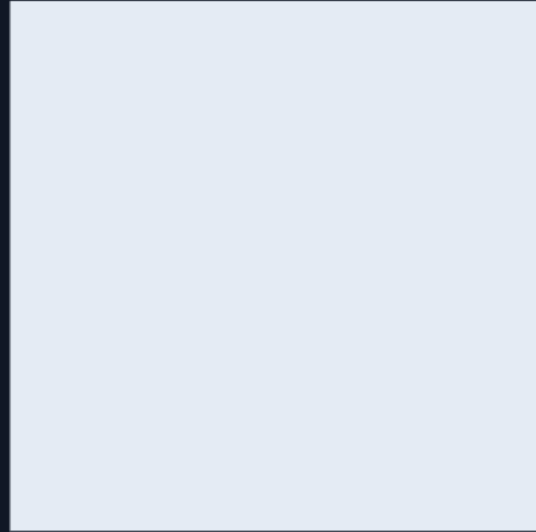
Colour and material

Cobalt leads the eye. Graphite makes space for the detail.



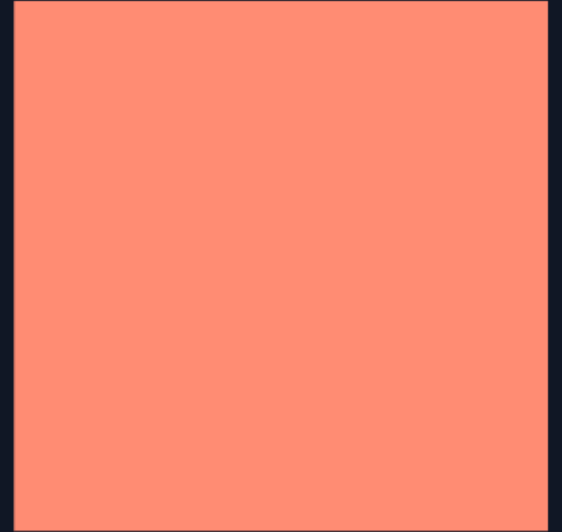
Cobalt

#376DFF



Mist silver

#E4EBF4



Coral

#FF8C73

Graphite

#101725

One identity. Many surfaces.

A research note, a launch poster and a specimen label use the same type rhythm and material palette.



Project scope

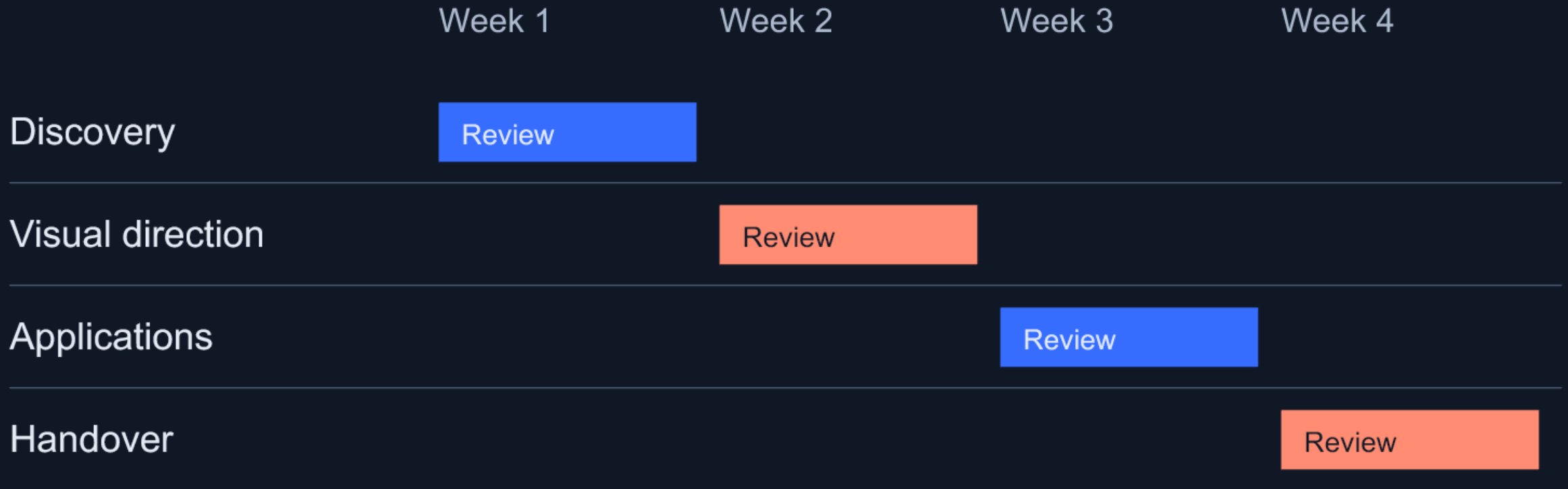
The work, the handover and the approval points

Deliverable	Included	Review point
Identity direction	One visual direction and core rules	Direction review
Applications	Research sheet, poster and label	Application review
Handover	Final assets and a concise guide	Delivery review

Example deliverables. Replace with the scope agreed for your project.

Working schedule

A sample four-week sequence with an approval after each phase.



Fees and terms

Your figures, scope and payment schedule

Item	Amount	Terms
Identity direction	[Amount]	[Scope and reviews]
Applications	[Amount]	[Agreed formats]
Expenses	[Amount]	[Approval process]
Project total	[Total]	[Currency and payment dates]

Replace every bracketed field before sending the proposal.

Ready for a closer look

- 1 Confirm the visual direction
- 2 Agree the scope and review dates
- 3 Set the first working session