

PROPOSAL

01 – INTRODUCTION

02 – SCOPE

03 – PROCESS

04 – INVESTMENT

05 – NEXT STEPS

**PARTNERING TO CREATE
PURPOSEFUL,
POWERFUL BRANDING.**

Hi there, I'm Xander.



I craft brands that feel grounded,
build trust, and lay the foundation for
connection, credibility, and growth.
Purposefully designed & efficiently
delivered for fast-moving ideas.

Thanks for reaching out!

It was great to chat. I'm excited about what you have planned for PERMANENT and what we can build together.

This proposal will go over the objectives and processes for the branding project.

SCOPE

PERMANENT is seeking a logo that captures its role as creative partner defined by deep integration, trust, and lasting value.

Designing a logo for PERMANENT is about representing a mindset and an approach, with a process rooted in deeper meaning, symbolism and storytelling.

The goal is to develop an identity that embodies and represents how PERMANENT integrates deeply with brands and businesses, bringing their visions to the highest level and delivering creative work that holds its value over time.

This will be an exploratory process guided by conversation and shared discovery. PERMANENT will have full freedom to adopt, adapt, or evolve the ideas developed in collaboration.



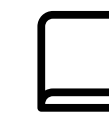
Logo Suite

A full logo system for your brand's primary visual mark, hand-crafted to be distinctive and memorable.



Logo Package

Your full logo system delivered in all key file formats for print and digital use.



Usage Guide

A clean, easy-to-follow usage guide that explains how to use and not use your logo.



Social Media Assets

Profile and banner graphics for social media platforms provided as templates delivered in Figma.

THE FIRST STEP
OF THE
PROCESS
IS TO TRUST THE
PROCESS

01



DISCOVERY

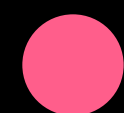
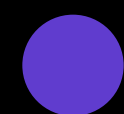
We've already done this!

I feel like I have a good grasp of your brand and what you're trying to achieve.

I like to kick off my projects with a conversation to understand you and your vision. No cookie-cutter questionnaires, just relaxed discussions with the goal to understand as much as I can about your brand.

This helps me grasp your unique perspective, preferences, goals, and what you're hoping to achieve in the long run.

02

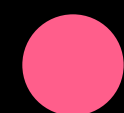
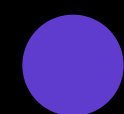


ALIGN —MENT

Before diving into designs, I like to confirm that we're on the same page.

I'll curate some overarching concepts and moodboards for your review, which becomes our compass throughout.

03

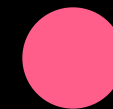


IDENTITY DESIGN

Once we align on visual direction, I begin crafting your logo

I focus on creating identities with both impact and versatility to demonstrate how elements work together in the real world.

04



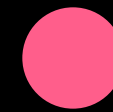
PRESENT —ATION

I'll present **two thoughtfully developed identity directions**, focusing on quality and depth over quantity.

Each direction will showcase 3 logos each, for a total of 6,

Ideally, we'll review these together with all stakeholders to capture immediate reactions, though I'll also provide a PDF for later reference.

05



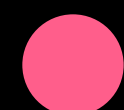
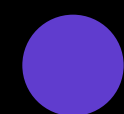
REVISIONS

The project includes two rounds of revisions. This structured approach helps us maintain clarity and momentum:

- A. Initial designs
- B. Your feedback
- C. Updated designs
- D. Final feedback
- E. Polished designs for rollout

This is a draft outline for a 1 week sprint, but we can keep it flexible as outlined on the next few slides.

06



FINAL -IZATION

After final approval, it's time to introduce your logo to the world!

I'll finalize all deliverables and provide a comprehensive logo package and figma files as as outlined in this proposal.

Woohoo!

01

DISCOVERY

02

MOOD
BOARDS

03

IDENTITY
DESIGN

04

PRESENT
-ATION

05

REVISIONS

06

FINAL
-IZATION

I'm expecting to achieve a result within 1 week, which I have outlined on the next slide.

As discussed though, the timeline will be flexible and ongoing, with as many rounds of revisions as you like.

To reflect this flexibility, I'm proposing a day rate model with a 1 week minimum commitment.

If you feel like we aren't getting anywhere after the first week, we can cancel our agreement at anytime.

01 DISCOVERY

02 ALIGNMENT

03 IDENTITY DESIGN

04 PRESENT
-ATION

05 REVISIONS

WE CAN GO AS DEEP AS YOU LIKE HERE

06 FINALIZATION

Week 1

Week 2

YOUR
INVESTMENT
INTO A
LASTING IMPACT

Kickoff Payment

\$600

This initial payment is required before the project begins.
It secures your booking and covers the time and
resources needed for planning, research, and initial setup.

Ongoing

\$600 per day
paid weekly

1 week minimum comcommitment

01 FINALIZE SCOPE

If we decide to move forward with this proposal we can get this party started!

After the project has started, we can always change or add to your scope!

02 CONTRACT

After the scope has been finalized, you will receive your contract with T&Cs and key dates for the project.

You are welcome to review and we can make tweaks where necessary.

03 KICKOFF PAYMENT

Once we're both happy, the kickoff payment will be required to be paid before commencing work.

Once this is paid work will begin!

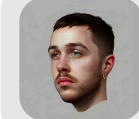
04 PROJECT START

I'll start working my magic and keep you updated, sticking to the key dates outlined in our contract.

NEXT STEPS

Thanks for making it all the way!

Any thoughts or questions?



Book a followup call

Email me

Bē

