

Freelance Logo Design Proposal

(Logo & Brand Identity Package)

Proposal for: Logo Design Project

Prepared by: [Your Full Name]

Client: [Client's Business Name]

Date: [Proposal Date]

Project Summary:

[Client's Business Name] is looking to create a professional logo that reflects its brand identity and resonates with its target audience.

This proposal outlines a package that includes multiple logo concepts, revision rounds, and final deliverables in industry-standard file formats for both digital and print use.

Scope of Work:

- 3 initial logo concepts
 - 2 revision rounds per chosen concept
 - Final logo delivered in AI, EPS, SVG, PNG, and JPG formats
 - Black & white, full-color, and inverted versions
 - Brand color palette and typography guide
 - Delivery via Google Drive and email
 - Not included (unless quoted separately): business card design, social media kit, or extended brand guidelines
-

Timeline

Phase	Timeline
Discovery & Brief	[Insert Dates]
First Logo Concepts	[Insert Dates]
Revisions & Refinement	[Insert Dates]
Final Delivery	[Insert Dates]

Pricing:

Logo Design Package: \$950

Includes 3 logo concepts, 2 revisions, and all final file formats.

- Additional revisions: \$100 per round
- Add-ons: Social media kit (\$250), Business card design (\$150)
- 50% deposit due upfront, 50% upon final delivery

Terms & Conditions:

- 2 revision rounds included; additional rounds billed separately
- Work begins after upfront deposit is received
- Final files delivered after full payment
- Designer retains portfolio rights (to showcase the work)
- Full ownership and commercial rights transfer to client upon final payment

Next Steps

If this proposal meets your needs, please reply with "Approved" or sign below. An invoice will be sent, and we can begin with the discovery phase within 48 hours.

Signature

[Your Name]

[Your Business Name or "Freelance Logo Designer"]

[Website or Portfolio Link]

[Email Address]

Daniel Mimi | Freelance Logo Designer | daniel@dkdesigns.com