

Jordan Ellis

Freelance Proposal

PROJECT DETAILS

PROJECT Complete brand identity system for Acme Bakery — logo suite, color palette, typography system, packaging guidelines, and stationery set.

RATE \$4,500 flat

TIMELINE 3 weeks

DATE May 14, 2026

****Subject: Proposal: Brand Identity System for Acme Bakery****

Hi [Client Name],

It was a pleasure learning more about your vision for Acme Bakery. You've built a brand that values quality and craftsmanship, and now you need a visual identity that communicates that same "fresh from the oven" warmth across every touchpoint. I'm excited to help you bring this to life.

Understanding of Project

Acme Bakery requires a comprehensive brand identity that scales from digital platforms to physical packaging. The goal is to create a cohesive, recognizable system that stands out in a competitive market while remaining timeless and functional for day-to-day operations.

Proposed Approach

My process focuses on "strategic design." We won't just create a pretty logo; we'll build a toolkit.

- **Discovery & Concepting:**** We'll start with a deep dive into your brand's personality. I'll present two distinct creative directions for the logo and overall vibe.
- **Design Development:**** Once a direction is chosen, I will build out the full suite, ensuring the typography and colors translate perfectly from a business card to a flour-dusted bread bag.
- **Refinement & Guidelines:**** We'll polish the chosen assets and I'll provide a "Brand Bible" so your team can maintain consistency effortlessly.

Timeline & Deliverables

We will move from kickoff to final delivery in ****3 weeks****.

- * ****Week 1:**** Strategy, Moodboards, and Initial Logo Concepts.
- * ****Week 2:**** Full Identity Development (Typography, Color, and Secondary Marks).
- * ****Week 3:**** Stationery Design, Packaging Guidelines, and Final Handover.

****Final Deliverables:****

- * ****Logo Suite:**** Primary, secondary, and submark (all file formats).
- * ****Visual System:**** Custom color palette and typography pairings.
- * ****Packaging Guidelines:**** Specifications for bags, boxes, and labels.

* **Stationery Set:** Business cards, letterhead, and invoice templates.

Investment

The total investment for this project is a flat fee of **\$4,500**.

* **50% deposit required to begin; 50% upon delivery of final assets.***

Next Steps

I am ready to help Acme Bakery establish a visual presence that matches the quality of your craft. If this looks good to you, let me know, and I'll send over the contract and initial deposit invoice so we can kick things off this week.

Looking forward to working together,

Jordan Ellis
Brand Designer
[Portfolio Link/Website]