

# GRAPHIC DESIGN PROPOSAL

*Private and Confidential*

**From**

**Prepared for**

## INTRODUCTION

Dear \_\_\_\_\_,

Thank you for checking this Graphic Design Proposal. We are the number one and top-rated company that provides graphics designs here in the city. We provide logo branding, web design services, print design services, and graphic design services.

Know more about us and fully understand this document by checking the overview section, proposal details, and terms and conditions pages. Do not hesitate to contact us if you have further information questions.

Looking forward to working with you.

Sincerely,

## ABOUT US

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Welcome to our Company, where creativity meets functionality. We are a team of passionate designers dedicated to providing top-notch graphic design services to businesses of all sizes.

Our company was founded on the principle that design is more than just making things look pretty – it's about creating a visual identity that accurately represents your brand and effectively communicates your message to your target audience. That's why we take a strategic approach to every project, carefully considering your business goals, target market, and competition before diving into the creative process.

Whether you need a new logo, a website redesign, or a full branding package, our team has the skills and expertise to deliver exceptional results. We use the latest design tools and techniques to create stunning visuals that grab attention and leave a lasting impression.

At our Company, we believe in building long-lasting relationships with our clients. We take the time to get to know your business and your unique needs, so we can provide personalized solutions that exceed your expectations. Our goal is to become your go-to design partner, helping you grow your business and achieve your goals.

Thank you for considering us for your next project. We look forward to the opportunity to work with you and bring your vision to life.

## SERVICES OFFERED

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Logo Design  
Business Card Design  
Stationery Design  
Label Design  
Letterhead Design  
Signage Design  
Billboard Design  
Graphic Design  
PowerPoint Design  
Vector Design  
3D Design  
Photoshop Design  
Podcast Design  
Infographic Design

Mascot Design  
Flyer Design  
Postcard Design  
Brochure Design  
Poster Design  
Advertisement Design  
Catalog Design  
Envelope Design  
Magazine Design  
Menu Design  
Newspaper Ad Design  
Print Design  
Sticker Design  
Resume Design

# PROPOSAL DETAILS

## Project Overview:

We are excited to propose our graphic design services for your project. Our team will work closely with you to create a custom design solution that meets your specific needs and aligns with your brand identity.

## Scope of Work:

Our services will include the following:

1. Discovery and Research: We will conduct research to understand your business, target market, and competition to inform our design strategy.
2. Concept Development: We will present several design concepts for your review and feedback.
3. Design Refinement: Based on your feedback, we will refine the chosen concept to meet your specific needs.
4. Final Design: Once the design is approved, we will deliver the final files in the requested formats.

## Deliverables:

We will provide the following deliverables:

- Design concepts (2-3) for review
- Final design files in the requested formats
- Brand guidelines (if requested)

## Timeline:

We estimate the project timeline to be approximately \_\_\_\_\_ weeks. This includes time for discovery and research, concept development, design refinement, and final delivery.

## Budget:

Our proposed budget for this project is \_\_\_\_\_. This includes all services outlined in the scope of work and deliverables section.

Our proposal is valid for \_\_\_\_\_ days from the date of submission. Upon acceptance of this proposal, a deposit of \_\_\_\_\_ is due to initiate the project. Final payment is due upon completion of the project.

# TERMS AGREEMENT

## Article 1. Parties

This **Graphic Design Proposal** is specially prepared for \_\_\_\_\_ (the "**Client**" hereinafter) by \_\_\_\_\_ (the "**Company**" hereinafter).

If the Proposal is approved, as of the date of the approval date it will be accepted as an agreement between the parties and terms and conditions set out below will be binding between the Client and the Company.

## Article 2. Term and Termination

Term of the Agreement is \_\_\_\_\_ weeks starting from the date of approval of the Proposal. This period includes time for discovery and research, concept development, design refinement, and final delivery. The Agreement is deemed to be terminated automatically with the final delivery.

In case of breach of the Agreement, each of the parties may send a warning to the other party and notify that the breach of contract shall be resolved within 3 days, otherwise the Agreement shall be deemed to be terminated.

The parties cannot terminate the contract without just cause. The party that terminates the Agreement without a just cause is obliged to compensate the other party's losses arising from this situation.

## Article 3. Payment

As stated in the Proposal, the total budget for all the services under this Agreement is \_\_\_\_\_. Upon acceptance of the Proposal, a deposit of \_\_\_\_\_ is due to initiate the project. Final payment is due upon completion of the project.

If the deposit is not paid within 7 days following the approval of the offer, the Company may refrain from starting the service provision or may rescind the Agreement by sending a written warning to the Client.

On the day the project is completed and the final delivery is made, the parties sign a report and the balance shall be paid on the same date. If the Client refrains from signing the delivery report to avoid paying, the balance is still due and can be claimed by legal means.

#### **Article 4. Right and Obligations**

- The Company shall immediately start the stage of Discovery and Research after the approval of the Proposal. In the meantime, the Client shall allow the Company to conduct a review and provide necessary assistance. Also, specific change requests shall also be requested to the Company at this Stage.
- At every stage of the project, the parties will work in mutual cooperation. Meetings where the project stages are evaluated will be held on the days and times to be determined by the parties.
- At least two design concepts will be presented for review at the meetings. The Client may choose one of the presented concepts or request development on one of the concepts up to a reasonable time before the final delivery.
- All of the Client's change and development requests are submitted to the Company in writing. If the request cannot be met, the Company informs the customer of this situation with the reasons.
- It is the Company's responsibility to ensure the security of the virtual environments where transactions will be made at every stage of the project. Likewise, the Company is obliged not to violate the rights of third parties with the transactions made.
- If change requests will take longer than the specified time, this shall be notified to the Client and no responsibility can be attributed to the Company for exceeding the project period. This does not constitute a breach of the Contract and therefore the Contract cannot be terminated for just cause.

## **Article 5. Confidentiality**

The Parties acknowledge that the existence and the terms of the Proposal and the Agreement and all material, any oral or written information supplied by one party to another party in connection with the preparation and performance of this Agreement are regarded as confidential information.

Confidential Information shall include any data or information that is competitively sensitive material, and not generally known to the public, including, but not limited to, information about product plans, marketing strategies, finances, operations, customer relationships, customer profiles, customer lists, sales estimates, business plans, and internal performance results relating to the past, any scientific or technical information, design, process, procedure, formula, or improvement that is commercially valuable, documentation, reports, data, specifications, computer software, source code, object code, flow charts, databases, inventions, know-how, and trade secrets, whether or not patentable or copyrightable.

All confidential information provided by a party hereto shall be used solely for the purposes of rendering services pursuant to this Agreement and, shall not be disclosed to any third party without the prior consent of such providing party.

This provision shall remain in effect indefinitely after the termination of the contract.

## **Article 6. Intellectual Property Rights**

The copyright of any creative work, artistic work, design, innovative development, drawing, source code, and any work that may be subject to intellectual property rights, made by the Company's employees within the scope of the project, belongs exclusively to the Company.

Although the right of use has been transferred with this Agreement to the Client, making changes on the abovementioned things, making them available to others and violation of applicable legal rules regarding copyright shall be deemed a violation of this Agreement.

## Article 7. Amendment

This proposal can only be changed or modified by the Company. A new proposal shall be made if the Client wishes to change the content of the document.

After the approval of the Client, the terms and conditions shall only be modified or changed by the written mutual consent of the parties hereto.

## Article 8. Governing Law and Dispute Resolution

This proposal and the Agreement shall be governed and interpreted under the laws of the State of \_\_\_\_\_ in the \_\_\_\_\_.

All kinds of disputes arising from this Agreement shall be tried to be resolved primarily amicably through peaceful resolution methods such as conciliation and mediation.

## The Company

## The Client

As of the date of \_\_\_\_\_, this proposal is approved and the above terms and conditions have become binding.



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